

No.  
118  
April  
'68

**MAD**<sup>IND</sup> <sup>®</sup>

Our Price  
**30c**  
CHEAP





# WE'RE MAKING AN EXCITING COMEBACK!

IN FACT, WE'RE MAKING A  
WHOLE BOOK OF THEM - AS -

**MAD'S**  
**Al Jaffee**  
**SPEWS OUT**

**"Snappy**  
**Answers**

**To Stupid Questions"**

ON SALE AT YOUR FAVORITE BOOKSTAND - OR YOURS BY MAIL

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

**MAD**

485 MADison Avenue  
New York, N.Y.  
10022

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ Zip-Code \_\_\_\_\_

ABSOLUTELY NECESSARY!

PLEASE SEND ME:

**MAD's**  
**Snappy Answers**  
**To**  
**Stupid Questions**



We cannot be responsible for cash  
lost or stolen in the Mails. Check  
or Money Order preferred!

On orders outside the U.S.A. be  
sure to add 10% extra. Allow at  
least six weeks for delivery.

ALSO PLEASE SEND ME THE BOOKS CHECKED BELOW:

- ☐ The MAD Reader
- ☐ MAD Strikes Back
- ☐ Inside MAD
- ☐ Utterly MAD
- ☐ The Brothers MAD
- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides of MAD
- ☐ Fighting MAD

- ☐ The MAD Frontier
- ☐ MAD in Orbit
- ☐ The Voodoo MAD
- ☐ Greasy MAD Stuff
- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
- ☐ World, World, etc. MAD
- ☐ Raving MAD
- ☐ Boiling MAD

- ☐ Questionable MAD
- ☐ Howling MAD
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz
- ☐ DAVE BERG Looks At The U.S.A.
- ☐ DAVE BERG Looks At People
- ☐ DAVE BERG Looks At Things
- ☐ The All-New SPY vs. SPY
- ☐ A MAD Look at Old Movies

I ENCLOSE 50c FOR EACH

Plus 25c Postage & Packaging on all orders under \$2.00

A SIGNET BOOK

**MAD's**

Al Jaffee Spews Out  
**SNAPPY ANSWERS TO**  
**STUPID QUESTIONS**



It's about moronic  
questions like that  
one... and clever  
answers like these:

It's about 7 inches  
tall, 4 inches wide  
and 192 pages thick!

It's about the most  
ridiculous idea for  
a book ever conceived!

It's about time that  
idiot out there  
stopped reading this  
cover and bought it.

# MAD

"Live within your income and you'll live without worry  
—and other things."—Alfred E. Neuman

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

JOHN PUTNAM *art director*    LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON, IVAN LODICHAND *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

## DEPARTMENTS

<b>BELLE, BOOK AND VANDALS DEPARTMENT</b>	
In The Out Exit .....	4
<b>BERG'S-EYE-VIEW DEPARTMENT</b>	
The Lighter Side Of Fear .....	20
<b>CITY'S LIMIT DEPARTMENT</b>	
The Advantages Of The Suburbs For Kids .....	34
<b>DON MARTIN DEPARTMENT</b>	
Don Martin Looks At Frogs .....	14
The New Back-Scratcher .....	48
<b>HEART-BURNS DEPARTMENT</b>	
MAD Valentines To Celebrities .....	24
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy vs. Spy .....	37
<b>LETTERS DEPARTMENT</b>	
Random Samplings Of Reader Mail .....	2
<b>MARGINAL THINKING DEPARTMENT</b>	
Drawn-Out Dramas by Sergio Aragones .....	**
<b>PASSING THE BUCK DEPARTMENT</b>	
Pro Football .....	11
<b>PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPARTMENT</b>	
MAD's Snappy Answers To Stupid Questions .....	38
<b>THE FAULT IS IN OUR STARS DEPARTMENT</b>	
TV Shows ... Recast .....	18
<b>TO SCHEME THE IMPOSSIBLE SCHEME DEPARTMENT</b>	
Mission Ridiculous .....	27
<b>TURN ON, TUNE IN, DROP DEAD DEPARTMENT</b>	
Hippie Magazine .....	41

\*\*Various Places Around The Magazine

MAD—April 1968 Vol. 1, No. 118 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., 19 issues \$5.00. Outside U.S.A., 19 issues \$6.25. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1968 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

"IN THE  
OUT EXIT"  
(A MAD MOVIE  
SATIRE)  
Pg. 4



A MAD  
LOOK AT  
PRO  
FOOTBALL  
Pg. 11

MAD  
VALENTINES  
TO  
CELEBRITIES  
Pg. 24



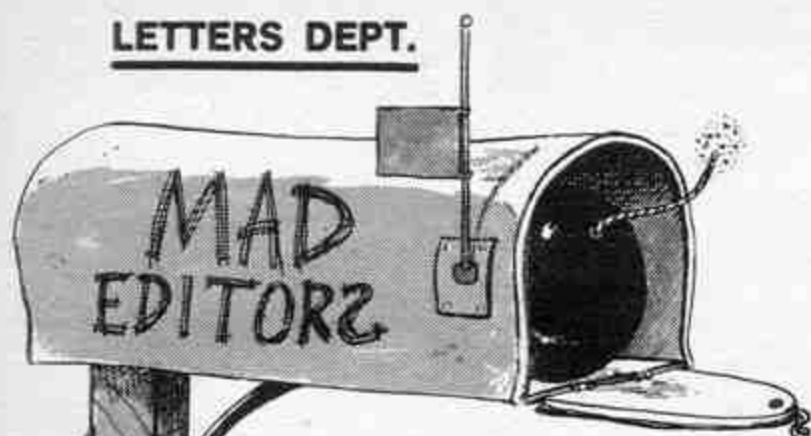
"MISSION  
RIDICULOUS"  
(A MAD TV  
SATIRE)  
Pg. 27

ADVANTAGES  
OF THE  
SUBURBS  
FOR KIDS  
Pg. 34



"HIPPIE  
MAGAZINE"  
(A MAD SATIRE  
PUBLICATION)  
Pg. 41





## NEW POSTURE?

Until recently, I regarded MAD as a funny but somewhat worthless publication. You seemed to be avoiding the issues of importance . . . which would shock the reading public and result in controversy. However, I happily detect a trend in the last few issues that disproves my theory. No matter what criticism you get for your new posture, and you are sure to get quite a bit, I hope you will continue your crusade and fully play your role in the construction of a better American society.

John Jayna  
Hackley School  
Tarrytown, N. Y.

## PROMINENT EDUCATOR?

In a recent mid-term examination in an Education course, I asked my students to identify certain prominent educators. I was distressed when only 27 out of 36 correctly identified Alfred E. Neuman. The nine dummies have been screened out of the Teacher-Education program on the grounds that they probably wouldn't know what the kids were reading behind their history books.

John H. Sandberg  
Director, Teacher-Education  
Carnegie-Mellon University  
Pittsburgh, Pa.

## "THE DOODLETOWN PIPERS" GO MAD AGAIN

During a break in rehearsals, while appearing with Nancy Wilson at the Sahara Hotel in Las Vegas, "The Doodletown Pipers" staged a "love-in" with MAD. My musical director, George Wilkins, and I find that MAD is the best form of relaxation for the kids during their grueling sixteen-hour days. Other

The Doodletown Pipers stage a "Love-In" with MAD



## GREAT MOMENTS IN POLITICS

"MAD's Great Moments In Politics" got right to the heart of the matter. I am forwarding a copy to the White House.

Jerry Jacobs  
Skokie, Ill.

"MAD's Great Moments in Politics" was something else!

David Roop  
Decatur, Ala.

There is a subtle perversion of the conscience in this nation which can allow itself to laugh at "humorous" references to the war in Vietnam. It is this sort of attitude which has degraded the issue to incidental, cocktail-party discussion. Your satire, in this case, eludes me.

Brad Parks  
East Lansing, Mich.

Perhaps it is this sort of attitude that Beaumarchais referred to in "The Barber of Seville" when he wrote: "I hasten to laugh at everything for fear of being obliged to weep!"—Ed.

## TIMOTHY LEARY'S WALLET

I just finished your article on "Dr. Tim" and thought it was great. I showed it to my fellow band members (We specialize in "trip" music) and they thought it was great, too. Incidentally, the members of my band belong to a movement known as "Happies". Unlike Hippies, Happies believe in "work" as well as fun. Gotta stay alive, y'know!

Lenny Dawson  
"The Whistling Rabbits"  
Cincinnati, Ohio

## MISSION: PREDICTABLE



Apparently some TV series are particularly susceptible to the renowned "MAD Treatment." We enjoy such take-offs immensely, but regard it as a mark of distinction that you've never given our series, "Mission: Impossible", a satirical hosing. Can it be that you've laid off because our writers afford us sensible plots? You might call this inquiry "Mission: Curious" on our parts.

Martin Landau  
Barbara Bain  
Hollywood, Calif.

No, we've laid off because our writers haven't afforded us inane-enough plots. Until now! See page 27 of this issue!—Ed.

## THE JOE NASTY SHOW

I thought your satire, "The Joe Nasty Show", was quite unfair to TV stars like Joe Pyne and Alan Burke who are, in my opinion, lovable fellows. And anyone who disagrees is a dirty Commie!

Jerry Coraz  
Indianapolis, Ind.

Thanks for striking a blow against opinionated no-minds.

Wynne Taylor  
North Carolina State

"The Joe Nasty Show" was the funniest article you have ever printed. I laughed so hard, my father had to threaten me in order to make me stop.

David Gross  
Chicago, Ill.

I would like to commend you on your satire, "The Joe Nasty Show", but I can't. Because I can't stop laughing.

Alan Thompson  
West Seneca, N. Y.

Maybe we should introduce you to David Gross's father!—Ed.

"Joe Nasty" is one of your all-time great satires. I sat and laughed over it for an hour and still chuckle when I think of it. These sadistic shows seen on TV are altogether revolting and have long deserved your critical attack. Congratulations!

Kevin Gunn  
Lawrence, Kansas



# DIRTIER BY THE DOZEN

I consider "The Dirty Dozen" to be about the most sadistic, immoral (ethical, not sexual), and violence-ridden film I have ever seen, and to be utterly without redeeming social value. In making this film, the producers showed not only poor taste and judgment, but also violent anti-Americanism. Our enemies abroad could not possibly have produced a better propaganda tool to show how evil and immoral the U.S. Army and American fighting men are. I am a liberal and believe in criticizing our faults, but this movie went much too far. My congratulations and deepest appreciation to Mort Drucker, Lou Silverstone, and MAD for your wonderful satire.

T. H. Lee  
Bakersfield, Calif.

Besides being witty and penetrating in its portrayal of the characters, the art was disturbingly realistic. "Dirtier By The Dozen" was one of the best movie satires I have seen in your wonderful magazine.

Larry Hollar  
Rocky Ford, Colo.

"Dirtier By The Dozen" was by far the greatest take-off I have ever read. I was amazed at the talent which Lou Silverstone demonstrated in every panel, and I was flabbergasted by the brilliance displayed by Mort Drucker with each caricature. I hope these two combine forces again in future issues. MAD #116 proved once again that the "usual gang of idiots" are getting more and more idiotic every year.

Marty Aaronson  
El Paso, Texas

Another victory in the war against stupidity for MAD!

Curtis Lippe  
Philadelphia, Pa.

To parody a film like "The Dirty Dozen" is an extremely difficult task, and your version, "Dirtier By The Dozen", was far from the high standards your satires have maintained. "The Dirty Dozen" was, and never pretended to be anything else but, an action film. You ignored this and attacked the film for its violence and sadism. This was not being fair to a movie that never pretended to be anything else but an action film.

Dale Winogura  
Los Angeles, Calif.

That's like saying we shouldn't criticize the actions of a man who never pretends to be anything else but a murderer!—Ed.

"Dirtier By The Dozen" was hilarious! Just one thing—why use all those criminally insane troops in all future military missions? Wouldn't the staff of MAD be sufficient?

Keay Davidson  
Toronto, Ont., Can.

Please address all correspondence to:  
MAD, Dept. 118, 485 MADison Avenue  
New York, New York 10022

# FOR JUST A LITTLE FOLDING MONEY YOU DON'T HAVE TO FISH AROUND AT THE NEWSSTANDS!



Origami by Baggi

Photography by Irving Schild

# SUBSCRIBE TO MAD

... and have the next 19 issues  
mailed directly to your own tank!

use coupon or duplicate

# MAD

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

I enclose \$5.00\*. Enter my name on  
your subscription list, and mail me  
the next 19 issues of MAD Magazine.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ Zip-Code \_\_\_\_\_

An Absolute Must!

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



Yes sir, we'd sure like to encourage you to yield to temptation and order these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid... suitable for framing or training puppies! Because we'd like to get traffic in the stock room moving again! So mail 25¢ for 1 (or 50¢ for 3; or \$1.00 for 9) to: MAD, 485 MADison Avenue, N. Y., N. Y. 10022





# AND NOW, MAD PRESENTS ITS VERSION OF THE MOTION PICTURE THAT TAKES

Well, here I am in the John Dillinger School on my first teaching assignment! It's my dream come true! Now I can help the youth of America—guide them—mold them into useful, productive citizens!

And here they come now! Eager to satisfy their curious minds! Anxious to learn! Rushing...

# INT

Hey, Shiv, you like to go to school?

You bet! It's the one place the cops wouldn't think of looking for me!

Gee, it's nice to see all the old faces!

Yeah! With all the new scars!

How happy the little dears are to be back in school! Careful, children—don't stub your toes on my teeth!

MORT DRUCKER

ARTIST: MORT DRUCKER

WRITER: STAN HART

Here are the supplies you'll need, Miss Parrot... one combat helmet, one bulletproof vest, one nightstick, and two tear gas grenades!

But I won't need all that! I'm going to "relate" to my students!

Oh! In that case, fill out these forms listing your next of kin, and indicating your choice of headstone!

Attention, class! All you should have at your desks are pencils and books! I want you to give anything else to me!

ZAPP!  
ZIP!  
VIP!  
FLIP



ITS TITLE FROM THE OPENING SCENE, WHICH GOES SOMETHING LIKE THIS:

# he ouT exit

Ah, the very air is filled with the scent of learning! See the teachers come now—my partners in the academic community—all eager to begin anew—to pick up where they left off last June!



It's great getting back to the kids again, isn't it, Ed?

Yeah, I haven't punched anybody all summer!

I understand you took some course over the summer, Emma! To develop your Teaching Skills?

No, my Self-Defense Skills! I studied Judo and Karate!



I really didn't expect anything like THIS!!

Neither did WE, Teach! We never ALL miss!

Ed Gidrool, I want you to give us a book report!

What's a book report, Teach?

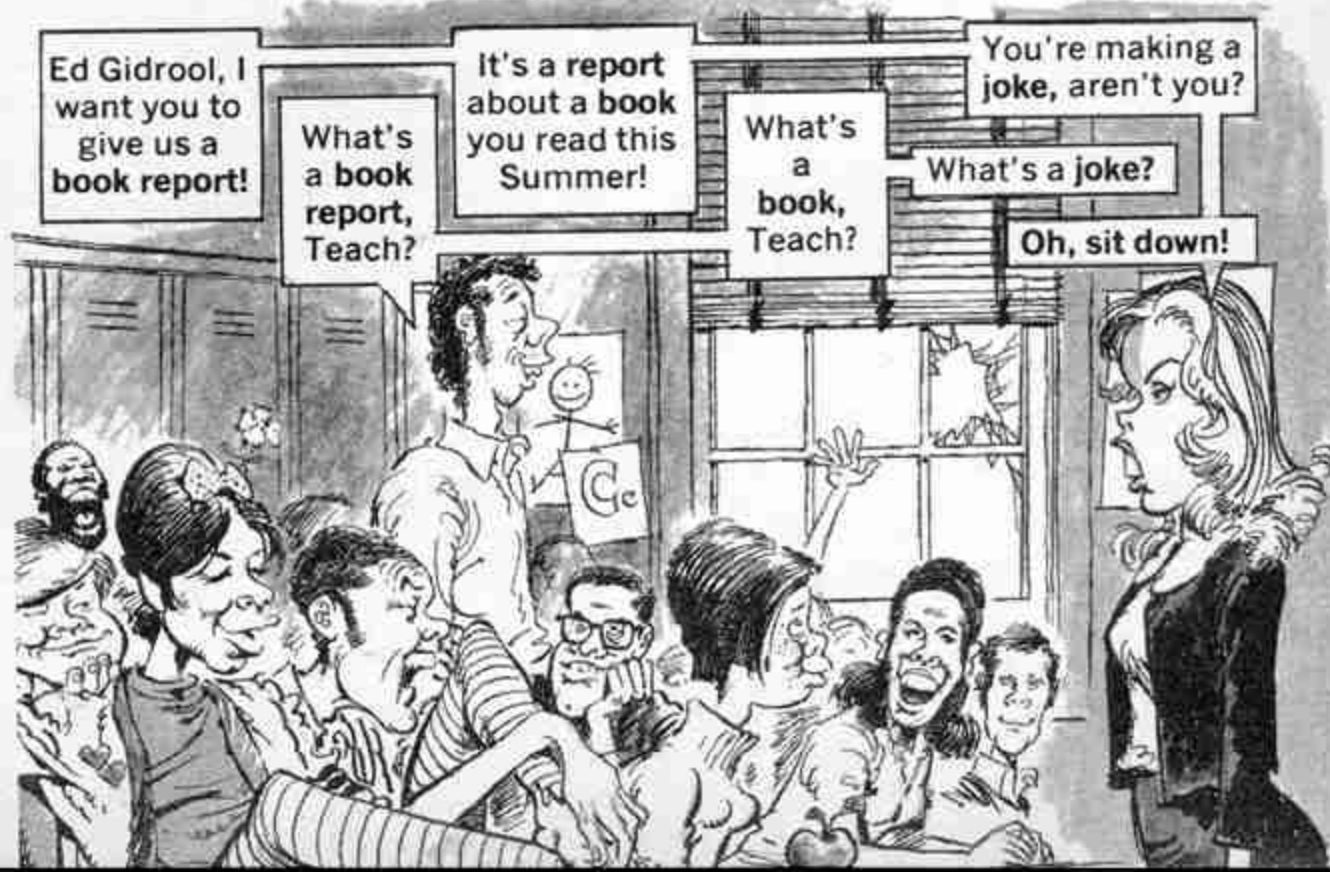
It's a report about a book you read this Summer!

What's a book, Teach?

You're making a joke, aren't you?

What's a joke?

Oh, sit down!





Now, I know we're going to get along just fine, Class! If any of you have a problem, I want you to feel free to discuss it with me! I will be right here at my desk every morning...

... providing the person who took my desk **THIS** morning is kind enough to return it to me!



Miss Parrot! This is Joe Marone!

Mr. McHate, why are you slapping him around?

I'm trying to get it through his thick head that we're his friends, and we want to help him!



Miss Parrot, on behalf of the brown-nosers of the class, I would just like to say that I think you're a great teacher!

Thank you—but how can you tell?

You're still alive!



Ah—Miss Parrot, the new member of the Foreign Language Dept.!

No, that's wrong! I teach English!

In this school, that's part of the Foreign Language Dept.!

STAFF LUNCH ROOM



The trouble is, you try too hard, honey! You just can't use textbook theories on these children! You've got to make learning a game!

Really? Well—how do you do that?

As a Math teacher, I do problems this way: "If you steal ten hubcaps and you sell six to a fence, how many hubcaps do you have left?"

er... THREE?

Hmmm! I can see why you teach English!



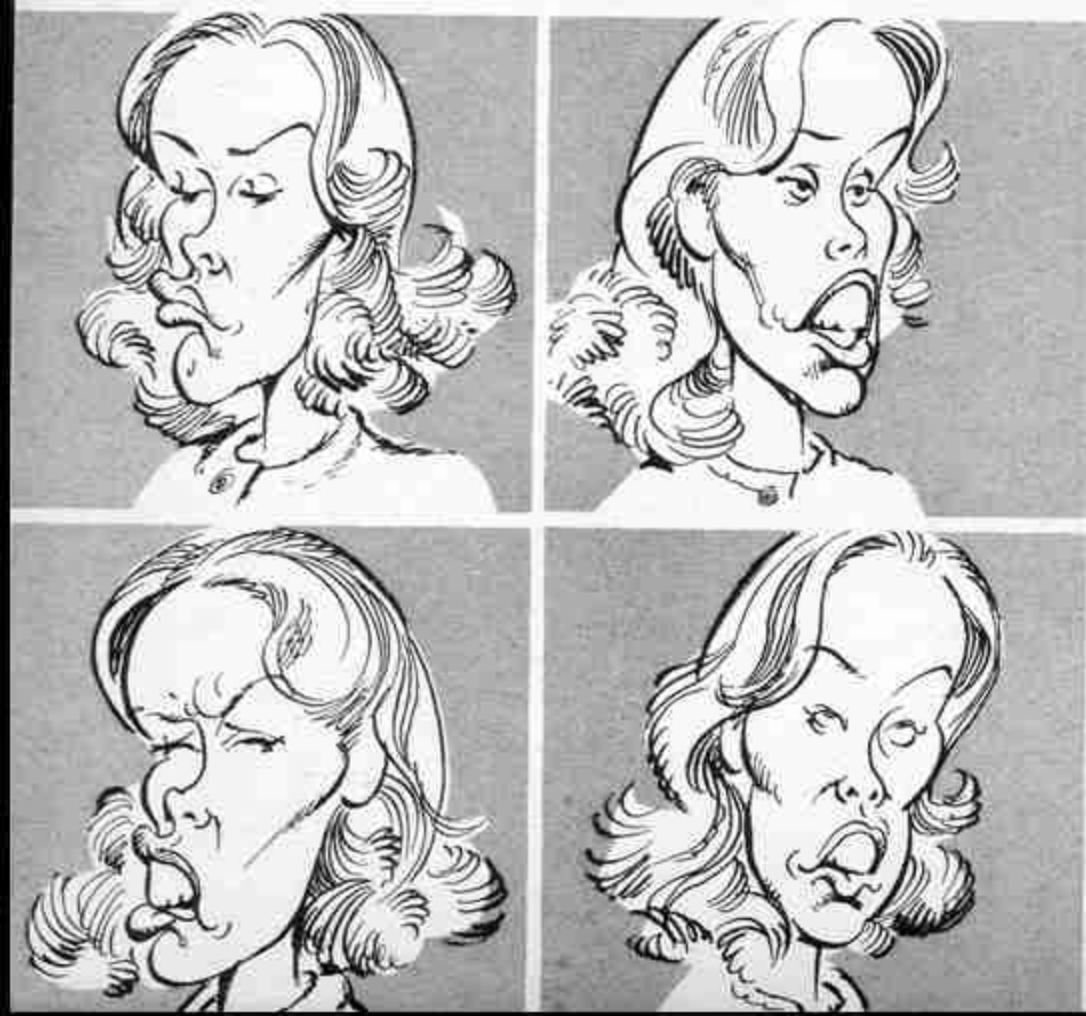
Pood kid! Teaching in a place like this is making you nervous, eh?

No! I'm not nervous!

Then why are you twitching?

That's the way I act!

Well, cut it out! It's making ME nervous!





Mr. McHate, I must tell you about my room! Every window is broken, the black-board is cracked, and there's a big hole in the floor!

How did you get a **NEW** room? That room should have been assigned to one of the senior teachers here! You should have gotten an **OLD** room!

Incidentally, I just saw some boys setting fire to the Gym!

It's the Gym Teacher's job to report that! You're only supposed to report fires in English classrooms!

But they were setting fire to the Gym Teacher, too!

In that case, I'd better do something immediately! I'll schedule a Fire Drill for later today!

GOT YOU--  
YOU  
ROTTEN  
KID!



You're new here, aren't you?

Yes, this is my first appointment! Don't you just love teaching?

I don't know! I really never tried it!

I understand that all the girls are in love with you!

That's true! Also one fellow ... ME!

Actually, I'm an unpublished novelist! I'm writing a book about two friends during the French Revolution, one of whom gives his life to save the other!



Sounds very much like "A Tale Of Two Cities"!

It's know-it-alls like YOU who keep me unpublished!!

Nurse, this girl has a badly bruised eye! Will you treat it, please?

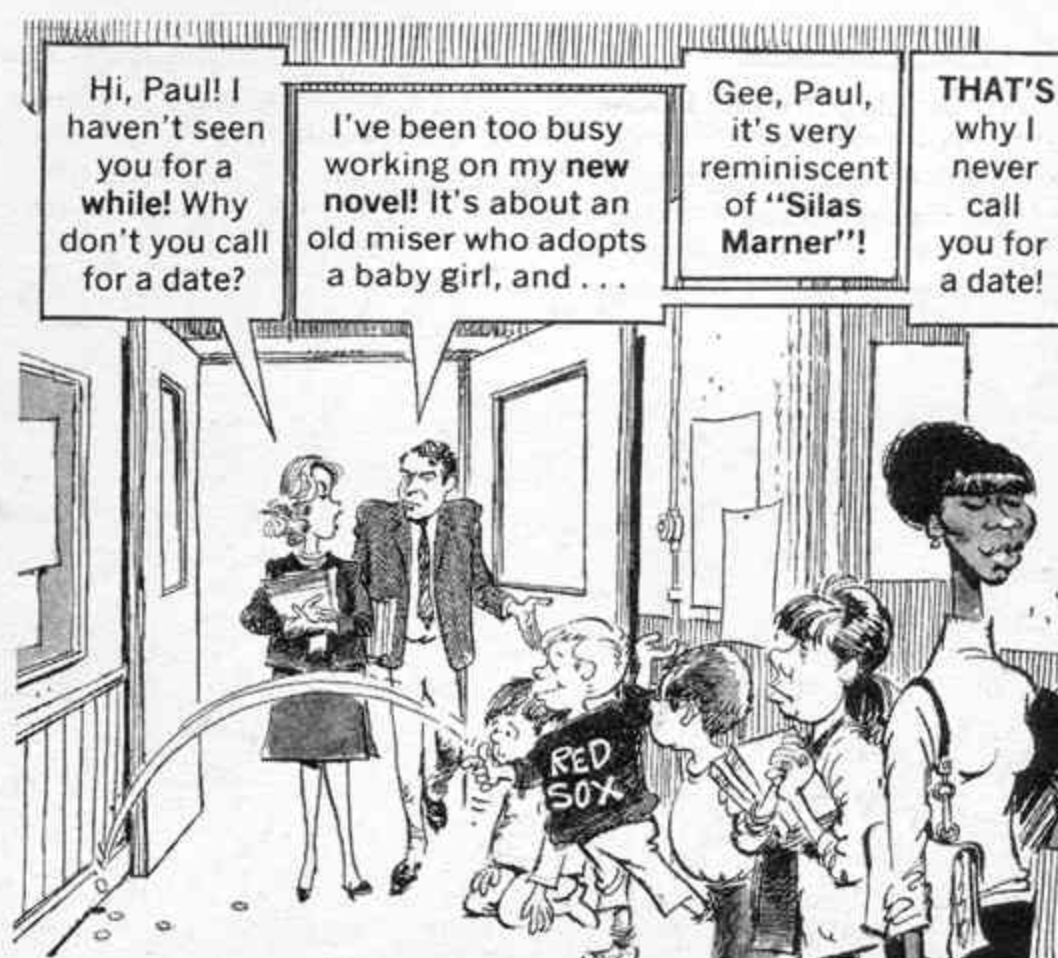
Sorry! I can't! According to regulations, I'm not permitted to touch the pupil!

What about the REST of the eye!

I mean the **WHOLE** pupil! Not just the eye! I can't even touch the kid's toenail!









Gee, I'm so in love with Mr. Deranger—that fiery personality—that devil-may-care attitude—that mis-cast British accent!

Then why don't you write him a note and tell him?

Don't be silly! I'm only a **Sophomore**! We haven't learned to write yet! But if you help me, I will . . .



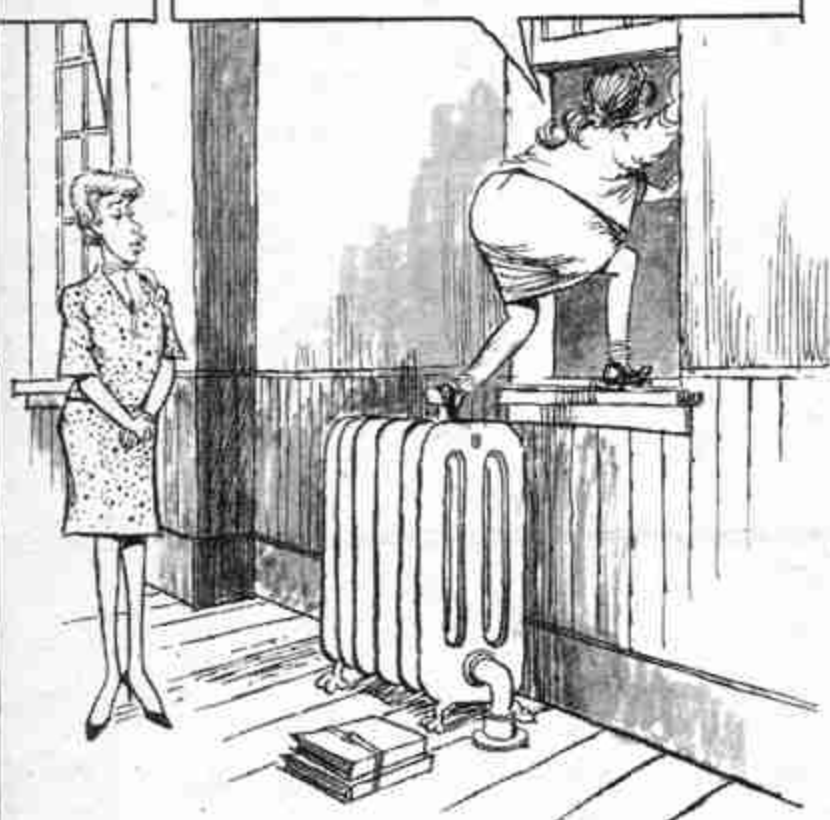
Allus, in this note you sent me, you said that I was "the most handsomest man in the English Department." That sentence is **incorrect**! It should have read "the most handsomest man in the **ENTIRE SCHOOL**"!

That's the last time I'll ever learn to write!



Allus—what are you doing!?

I'm committing suicide! Mr. Deranger thinks that I'm nothing more than a **stupid child**! Well, I'll show him I'm not stupid! Good bye, cruel world!



I guess I **AM** pretty stupid after all! Jumping from a first-floor window doesn't kill very much! Maybe if I jumped from a higher floor?

Don't bother! You'd probably land on your head and do even **LESS** damage!

Why not make suicide a game? If a gun has **6 chambers** and only **1 bullet**—but you pull the trigger **6 times**—?



Thank you for coming to **Open House**! Here at the John Dillinger School, we are dedicated to giving our students something they'll carry with them the rest of their lives!

You succeeded with my son! He's got your **twitch**!

Well, you know how kids are at that age! They'll steal **ANYTHING**!



Hi, Teach! Remember me? Joe Marone?

Oh, Joe, why won't you let me reach you! I **KNOW** I can help you if you'll only let me!

How do you know that?

Because I'm much prettier than **Sidney Poitier**!

Er . . . you wanna bet?!

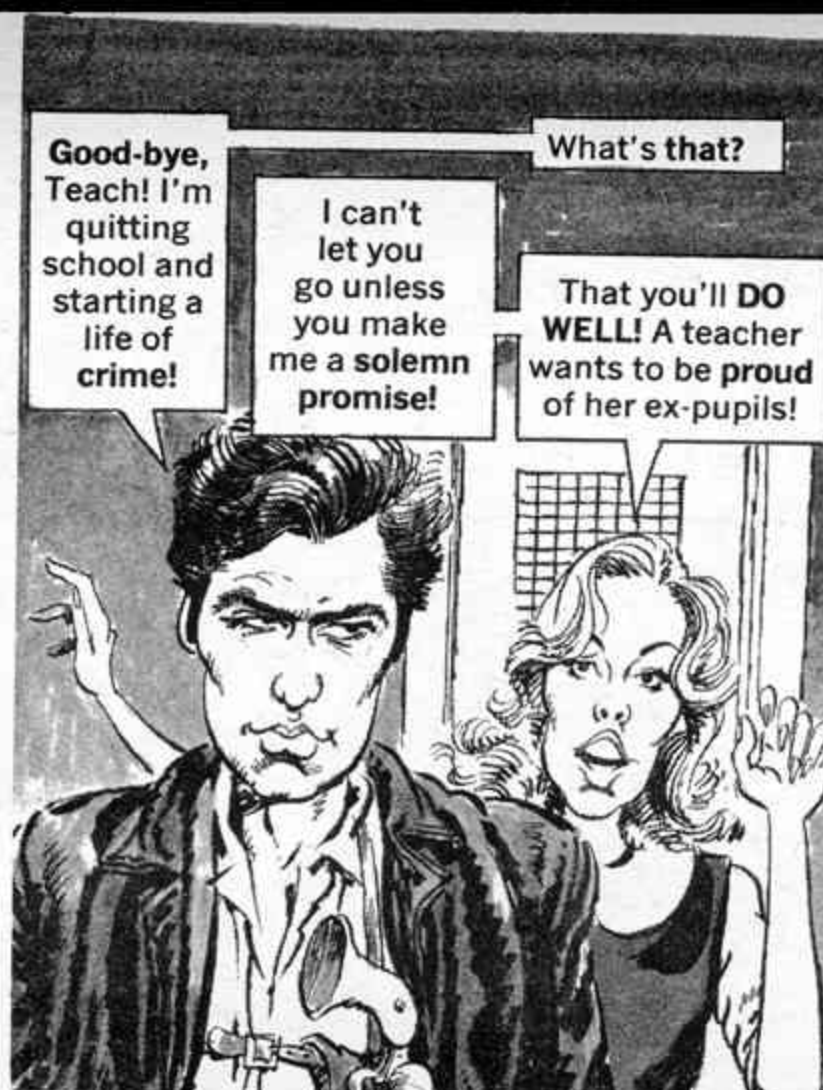






Joe, what are you doing!? Are you trying to kiss me?!

Yeah, but the way your face keeps twitching, I keep missing!

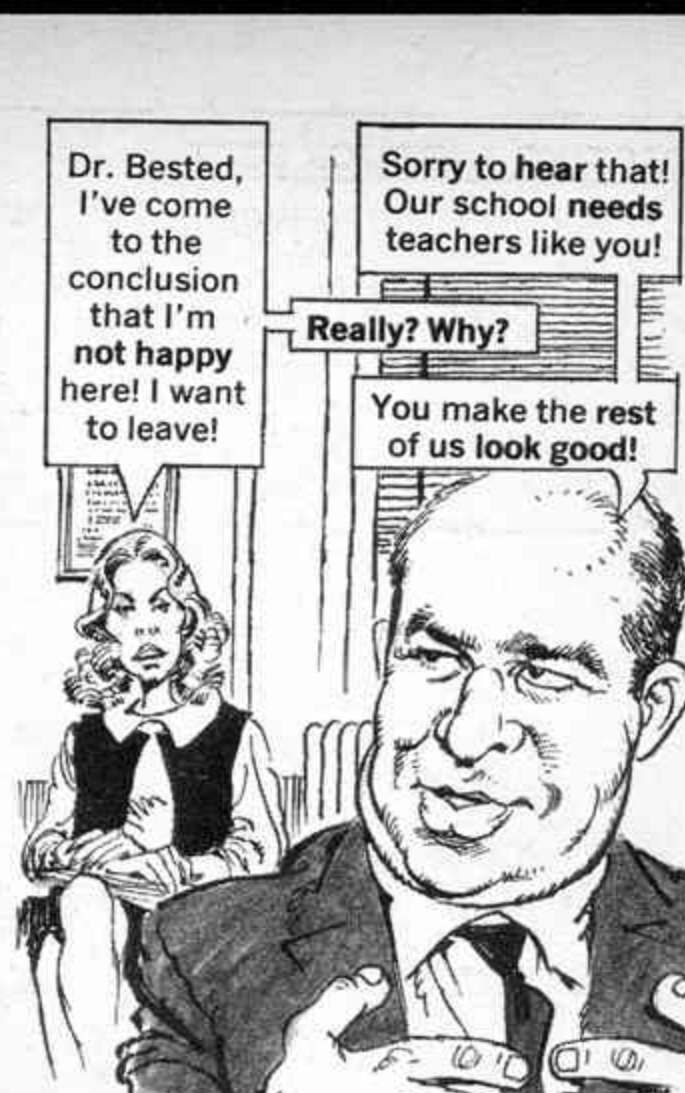


Good-bye, Teach! I'm quitting school and starting a life of crime!

I can't let you go unless you make me a solemn promise!

What's that?

That you'll **DO WELL!** A teacher wants to be proud of her ex-pupils!

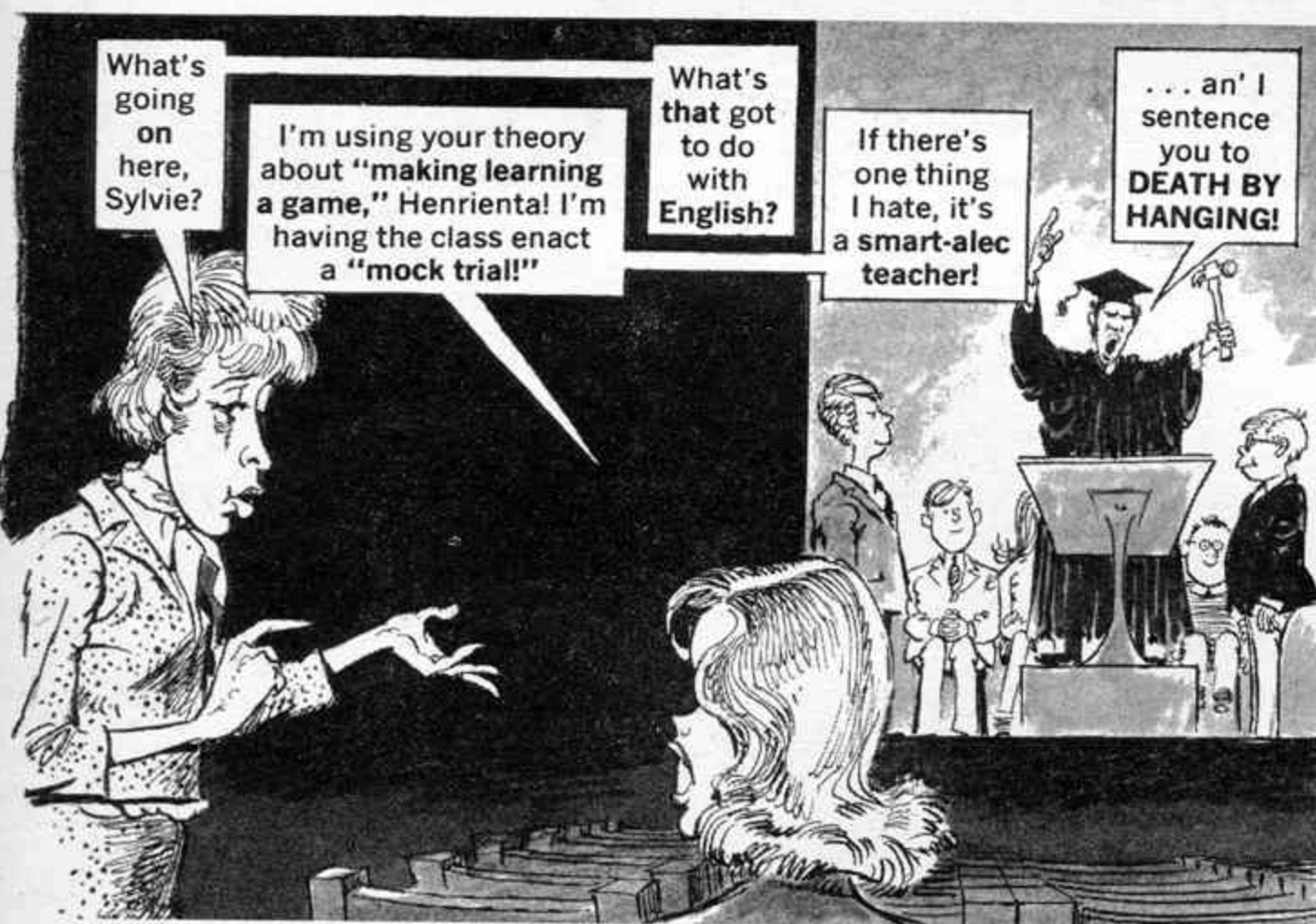


Dr. Bested, I've come to the conclusion that I'm not happy here! I want to leave!

Sorry to hear that! Our school needs teachers like you!

Really? Why?

You make the rest of us look good!



What's going on here, Sylvie?

I'm using your theory about "making learning a game," Henrietta! I'm having the class enact a "mock trial!"

What's that got to do with English?

If there's one thing I hate, it's a smart-alec teacher!

... an' I sentence you to **DEATH BY HANGING!**



Miss Parrot, you are the best Teacher I ever had!

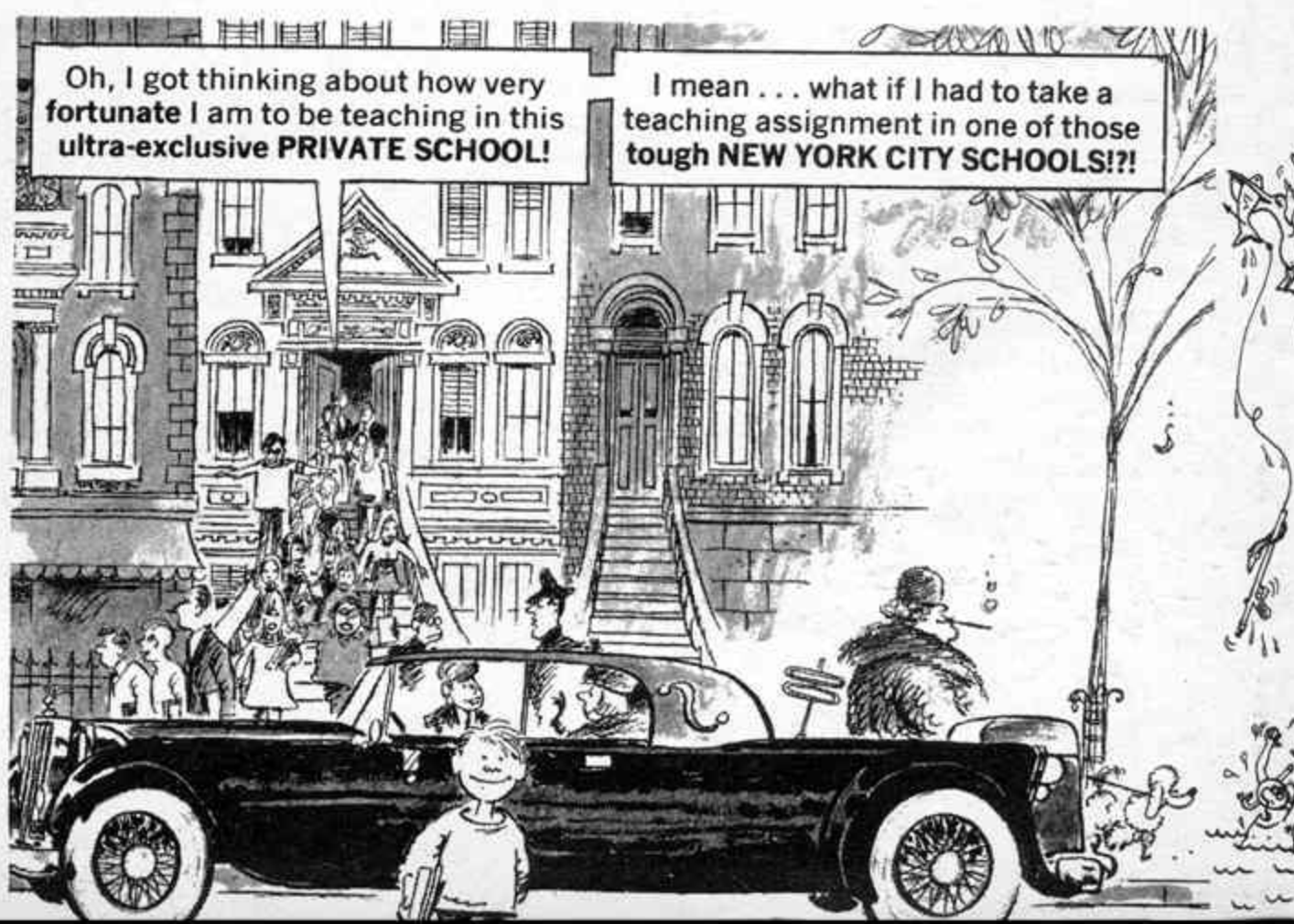
Really, Jose? Why?

None of my other teachers ever let me **KILL** anyone before!



Dr. Bested, I've decided not to quit after all!

That's too bad, Miss Parrot! What made you decide to stay?



Oh, I got thinking about how very fortunate I am to be teaching in this ultra-exclusive **PRIVATE SCHOOL!**

I mean ... what if I had to take a teaching assignment in one of those tough **NEW YORK CITY SCHOOLS!?!?**



## PASSING THE BUCK DEPT.

Hi, there, fans! I'm Frank Gifted—former football star, and present announcing star—with a selection of slides and a brilliant running commentary designed to give you the whole fantastic story . . . including the beginning, the in-between years, the present, and the future of . . .

# PRO FOOTBALL

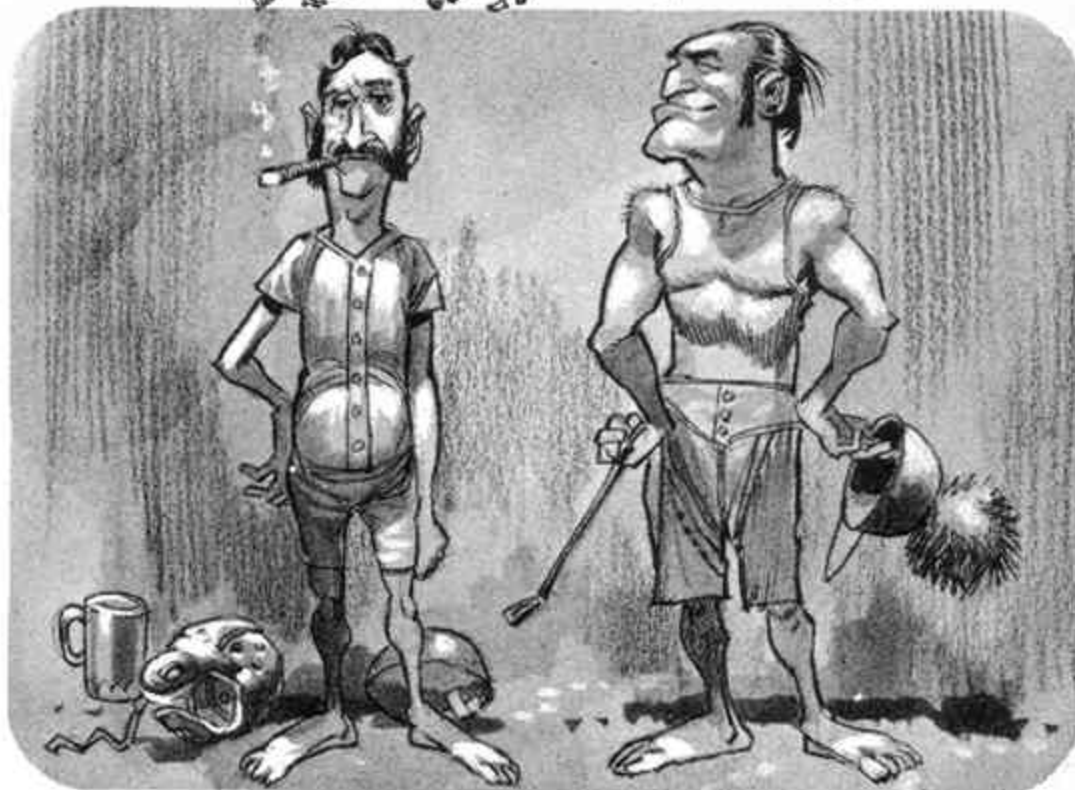
From a modest beginning, Pro Football has grown into the **Number One American Sport** of today.

Look at this typical modern football stadium on a typical Sunday with 150,000 screaming football fans . . . 75,000 inside the stadium, screaming at the game . . . 75,000 outside the stadium, screaming at the management for selling all 75,000 seats on a "season ticket" basis!

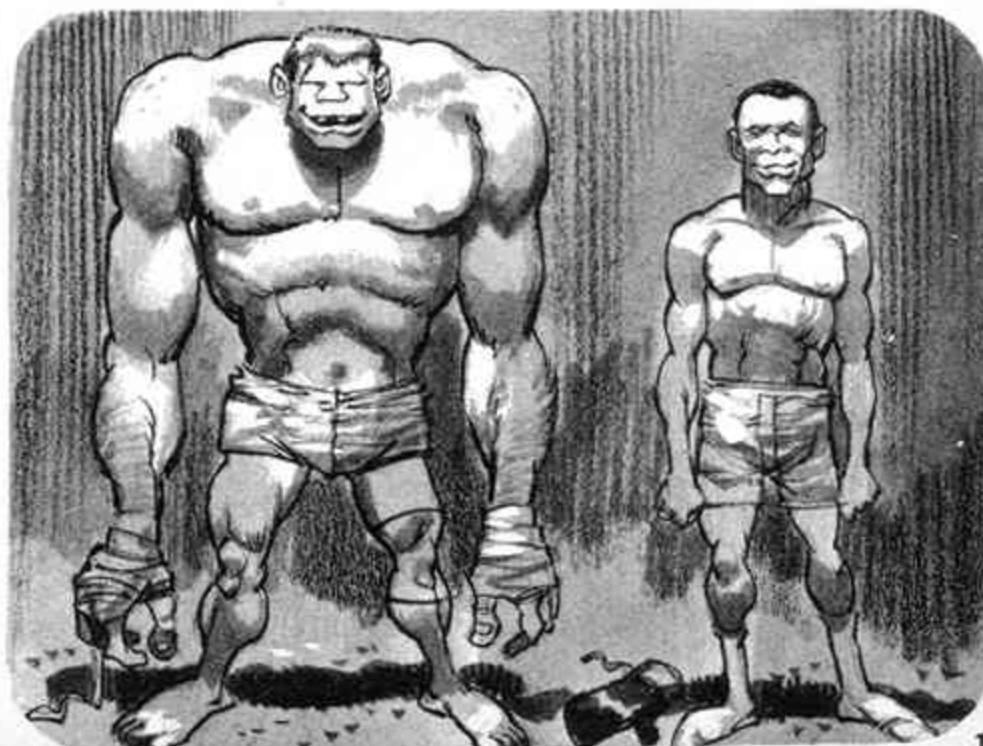


But it wasn't always like this! Pro Football has known some lean times!

For example, in the early days, the average Pro Football Player was not very impressive, physically! Here are two average men of forty years ago. The man on the left was a typical Pro Football Player! The man on the right was a typical Jockey!



But thanks to improved working conditions, higher pay, and vitamins, the Pro Football Player of today has grown to become an awesome physical specimen. Here are two average men of today. The man on the left is a Pro Football Player. The man on the right is only a Heavy-weight Boxing Champion!



ARTIST: JACK DAVIS  
WRITER: LARRY SIEGEL

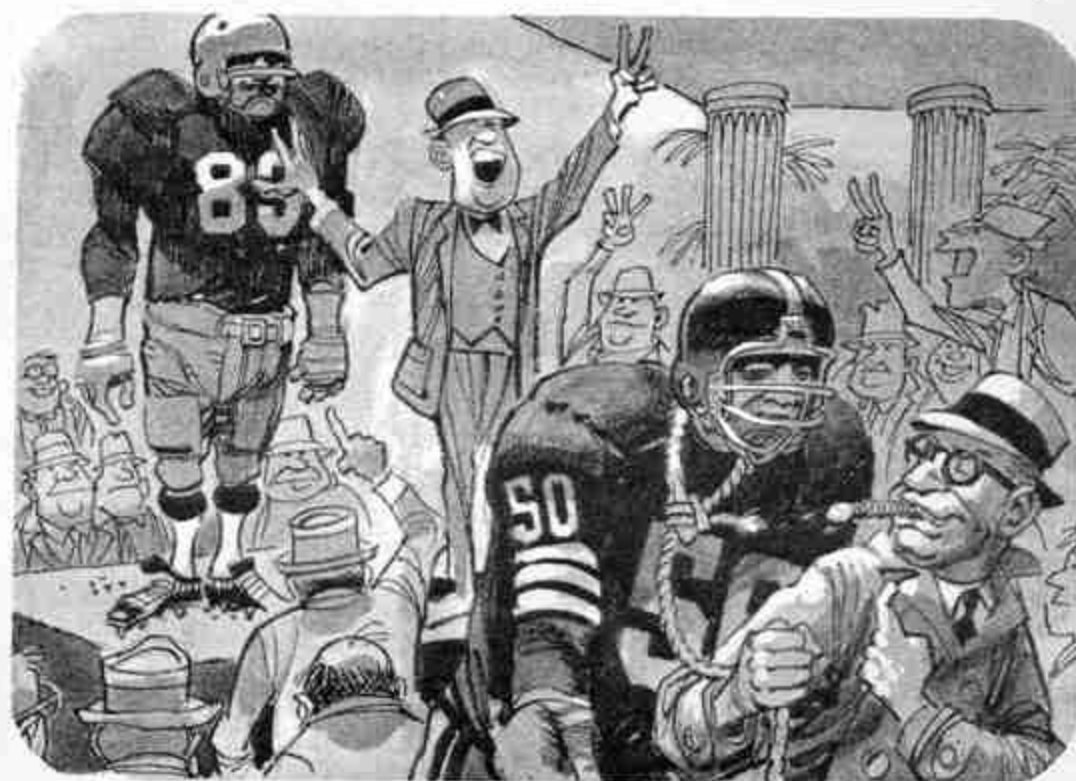




Once again, we see the typical Pro Football Player of 40 years ago . . . getting paid after a game. Back then, most Pro Players averaged about \$10 a game. Today, some football stars make over 100 times as much—and that's just in college, before they turn "Professional"!



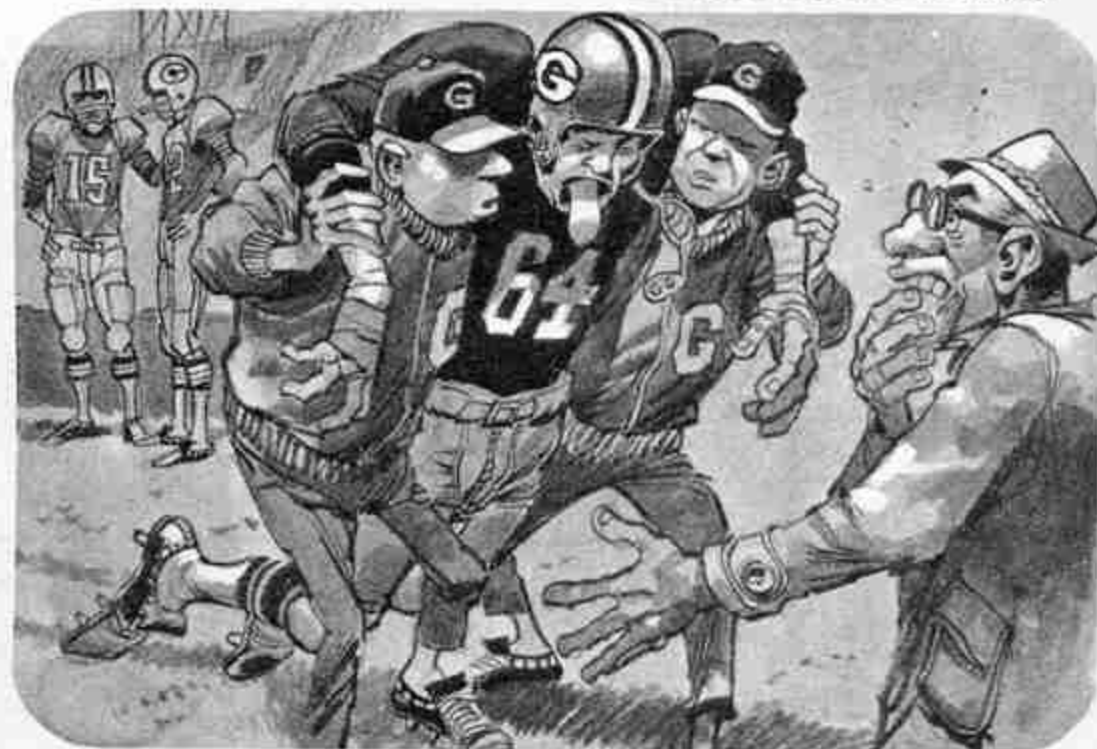
In the past, most Pro Football players were incoherent, uneducated men recruited from the ranks of ditch diggers, coal miners and disc jockeys. Today, over 90% of Pro Football Players are taken directly from college by means of the "Draft". The Draft is the democratic process that offers each college star his choice of either playing with the Pro team that drafts him—or not playing in this country!



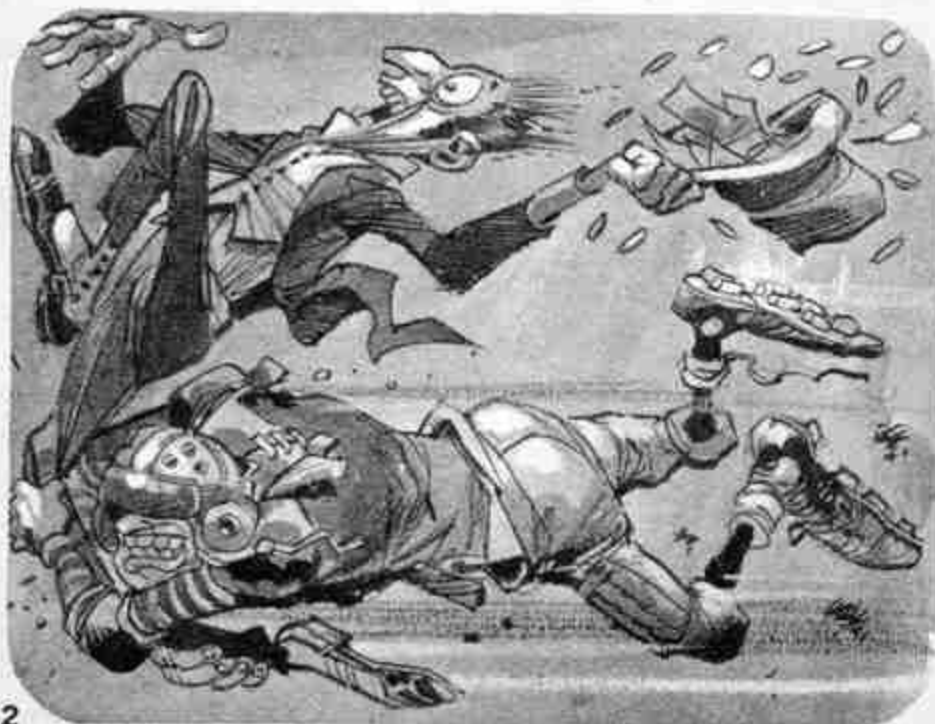
Now, let's compare the job demands made on Players of both eras. In the old days, the Player had to maintain a killing physical pace. He had to play a full 60 minutes of every game. He had to be able to run, kick, tackle, block, pass and receive—and still have enough strength in reserve to inflate the football by mouth!



Today, with "Specialization", one man does nothing but kick off, one man does nothing but return kick offs, one man does nothing but wipe wet footballs, and one man does nothing but amuse his teammates with funny stories. Here we see Green Bay's Huddle Wit, Clyde Godzilla, out for the season with a badly sprained tongue!



In the early days, football field grandstands were crude and decrepit, fans were scarce, and money to pay players was usually raised by passing the hat. Not only was the intake small, but 9 out of 10 times, the hat was stolen!

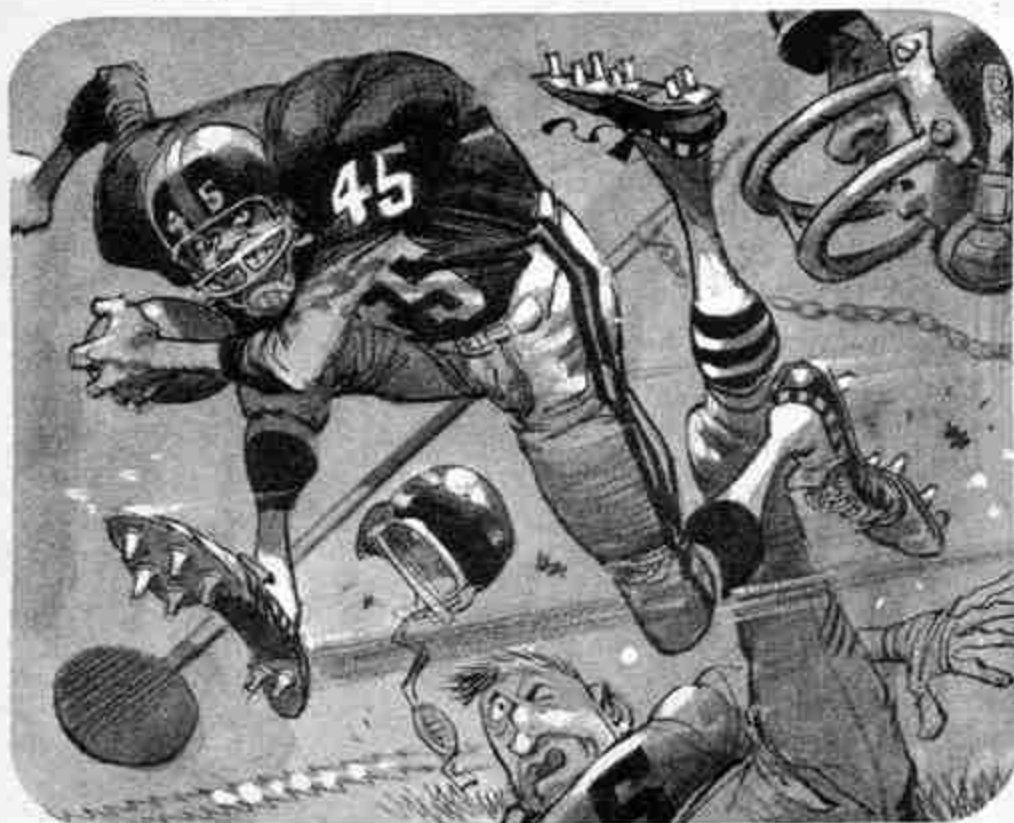


Today, because of the great demand for tickets, it is almost impossible to buy a seat for a regular game, and about the only way you can get a Season Box is by selling your mother! Here we see a group of new orphans enjoying a game from their newly-acquired Season Box in Yankee Stadium!





Here is a modern Pro Back, racing toward the goal-line. Notice his graceful, hard-driving legs and his over-all fluidity of motion. There are just two things that can possibly stop this play now: A hard-charging safety-man, bumping him out of bounds—or a Gillette TV Commercial!



The greatest thing to happen to Pro Football, of course, was the concept of "The Super Bowl" on "Super Sunday"... and all of the "Super" things that came with it. In a moment, we'll meet one of the men responsible for the effective promotion of "Super Sunday"... but first, I'd like to show you this last slide depicting a typical American town last January:



And here he is—Mr. Pete Doughsmell... the President of the National & American Football Leagues! Tell us, Pete, what's on the TV agenda for Pro Football next year?



Well, Frank, as usual the Networks will be televising all of the games of both Leagues, and all of the All-Star games, and all of the Pro Bowl games, and all the Championship games between Conference Winners...



Gee, that sounds great, Pete—

... and all of the Championship games between League Winners and the Play-off Bowl between second place teams, and the Play-off—Play-off Bowl between third place teams, and so on down the line until the last place teams play in the Booby Bowl!



Great, Pete—but isn't it—?

And besides the games already mentioned, we have several TV Highlight Shows lined up, like: "Fantastic Plays of Last Week" and "Pretty Good Plays of Last Week" and "So-So Plays of Last Week" and great human interest shows like "A Portrait of Johnny Unitas—His Life, His Family and His Formula For Peace in Vietnam."

Sounds really great, Pete, but—



And due to the phenomenal success of "Super Sunday", we've decided to play our Post Season Games every day of the week! We've got "Mighty Monday", "Terrific Tuesday", "Wonderful Wednesday" and so on! And—oh—Excuse me, Frank, that's the phone—



Hello? Speaking! NO! Definitely NO! Of course, you can't use the field on that day! That's "Fabulous Friday"! Good-bye!

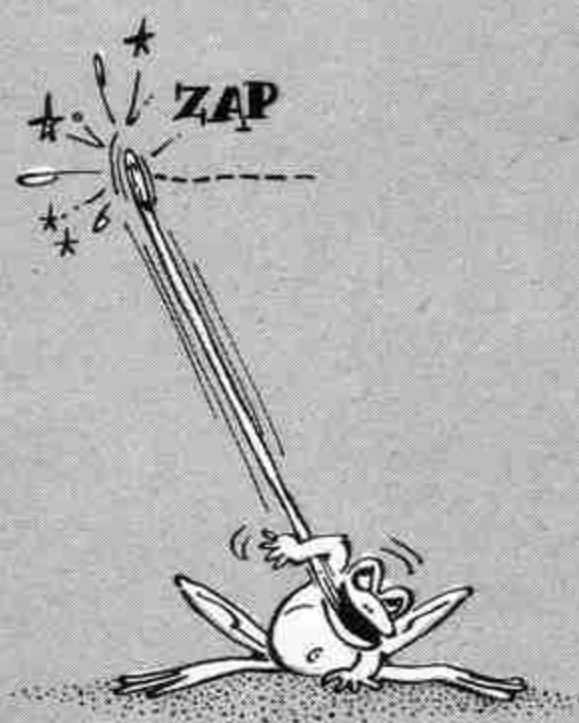
Who was that?

The owner of the New York Yankees! Can you imagine the nerve of that guy trying to schedule a baseball game on July 4th!?

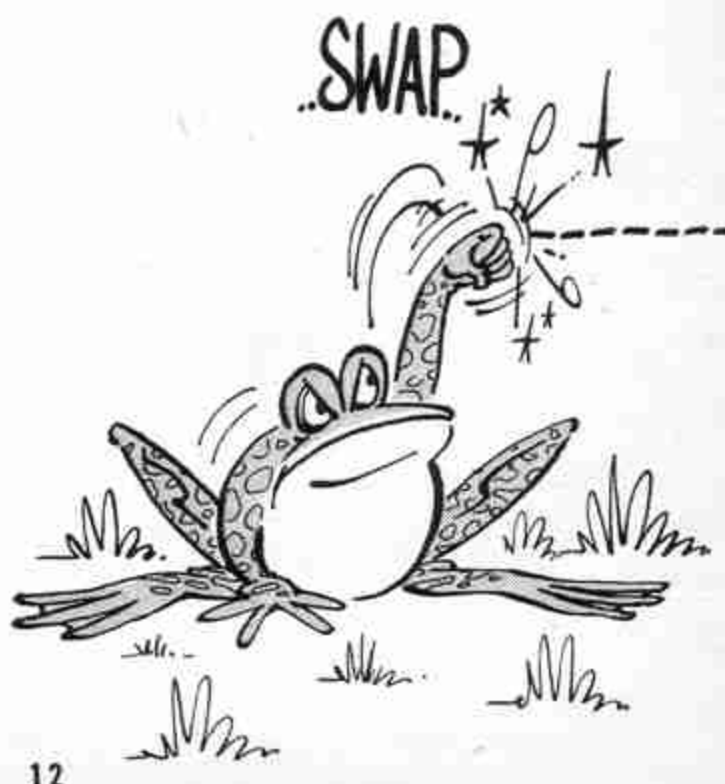
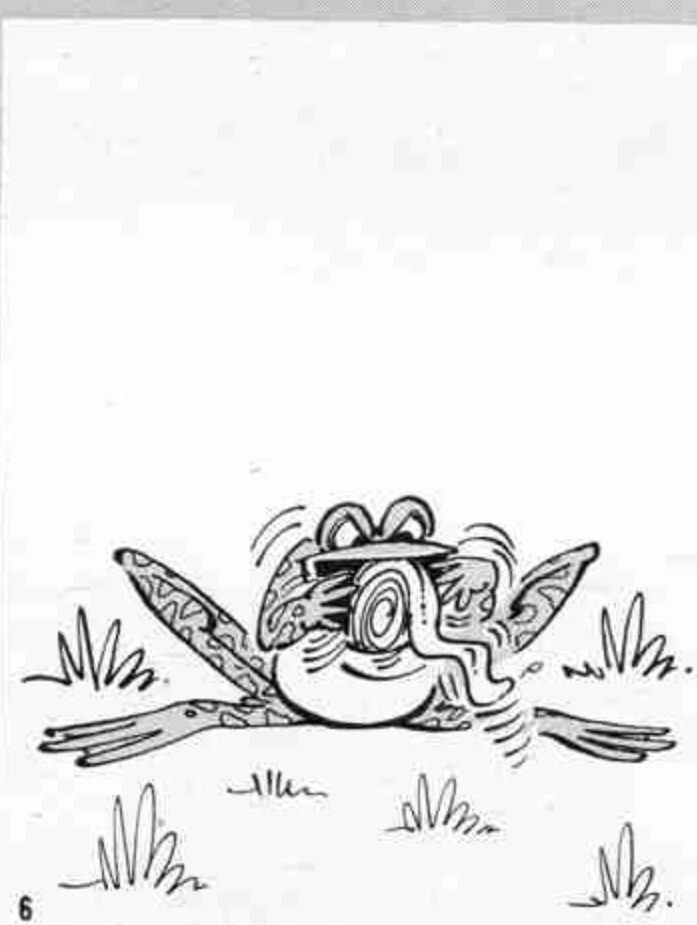




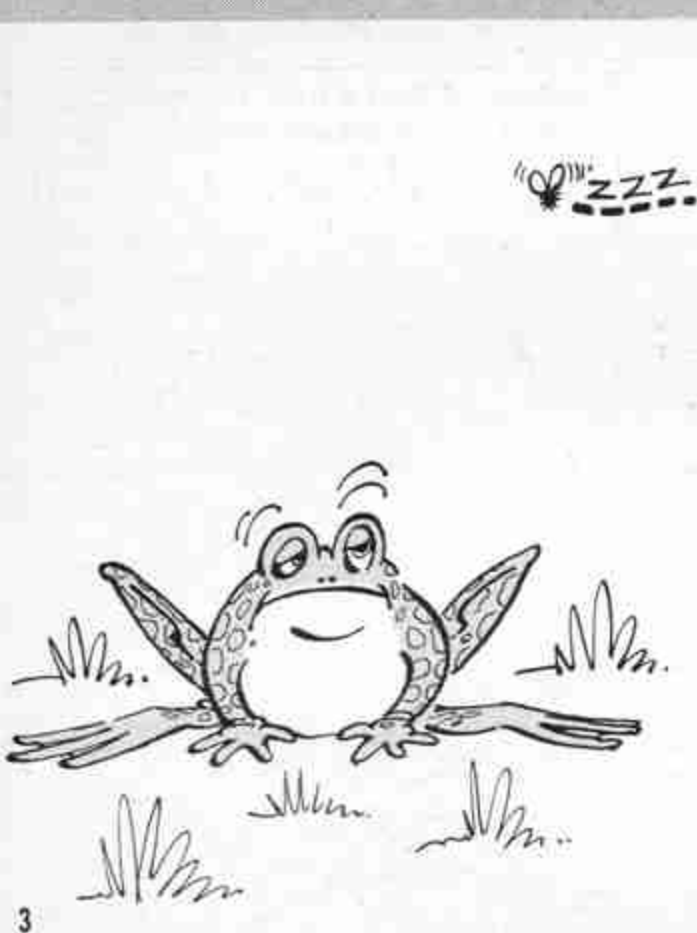
# DON MARTIN LOOKS AT FROGS



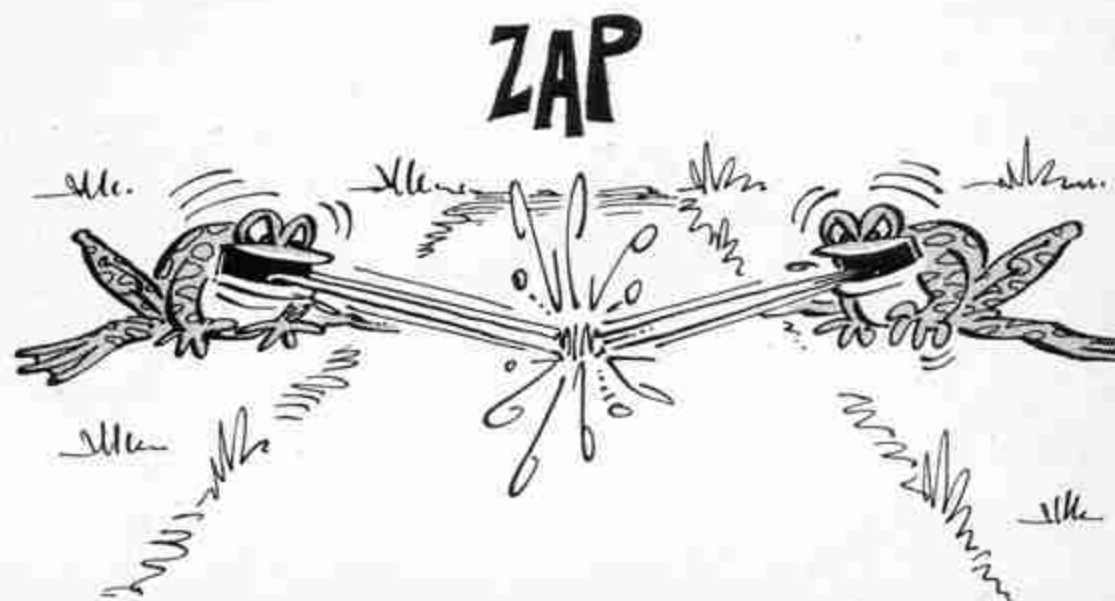
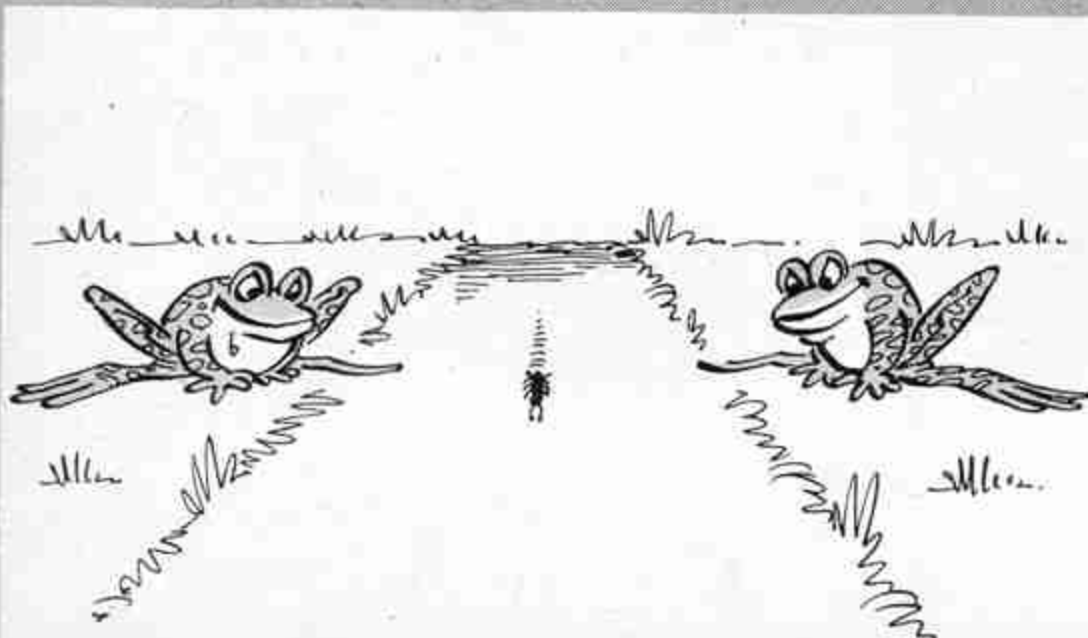
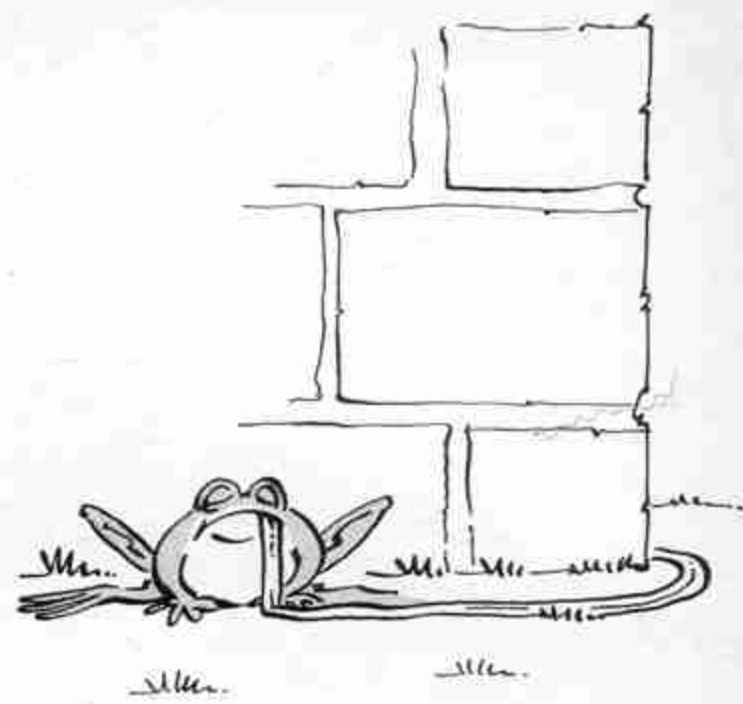
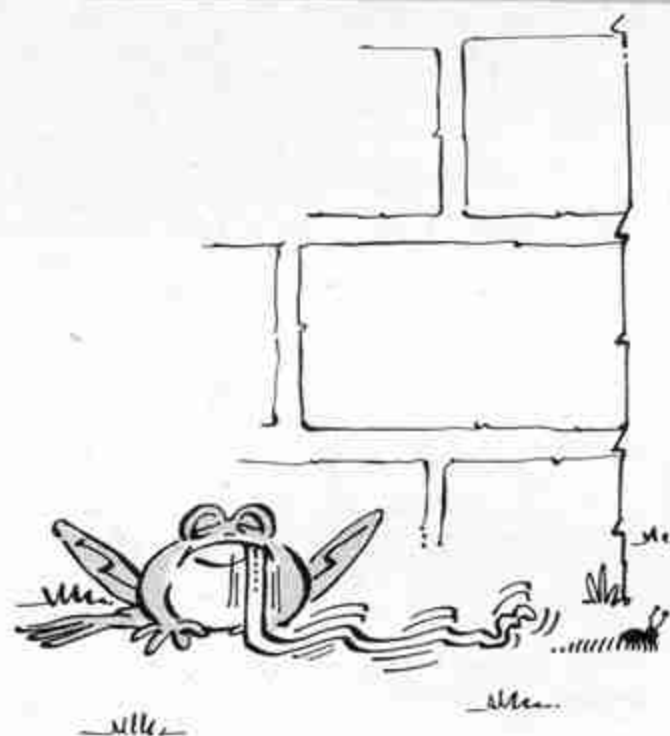
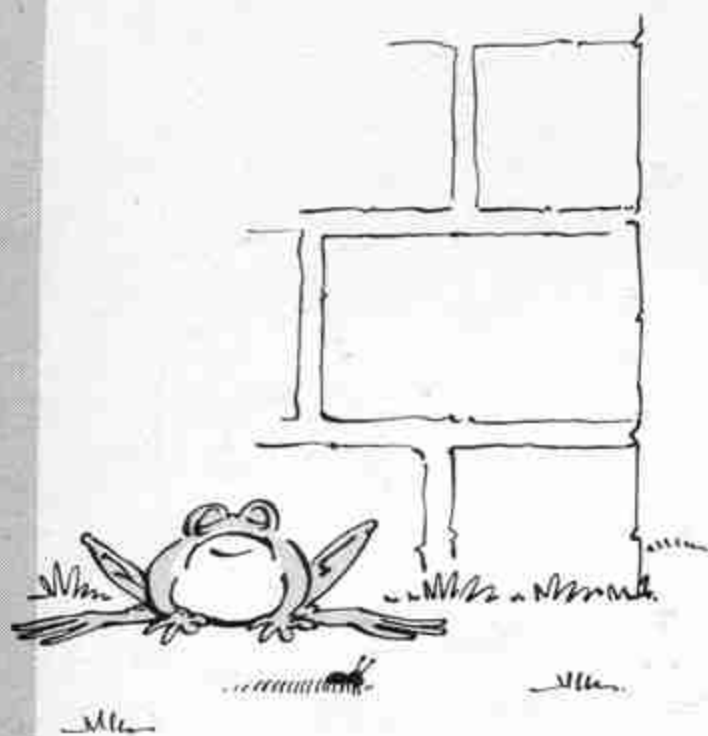
I understand that a frog's tongue is the fastest and most accurate weapon of all God's creatures!



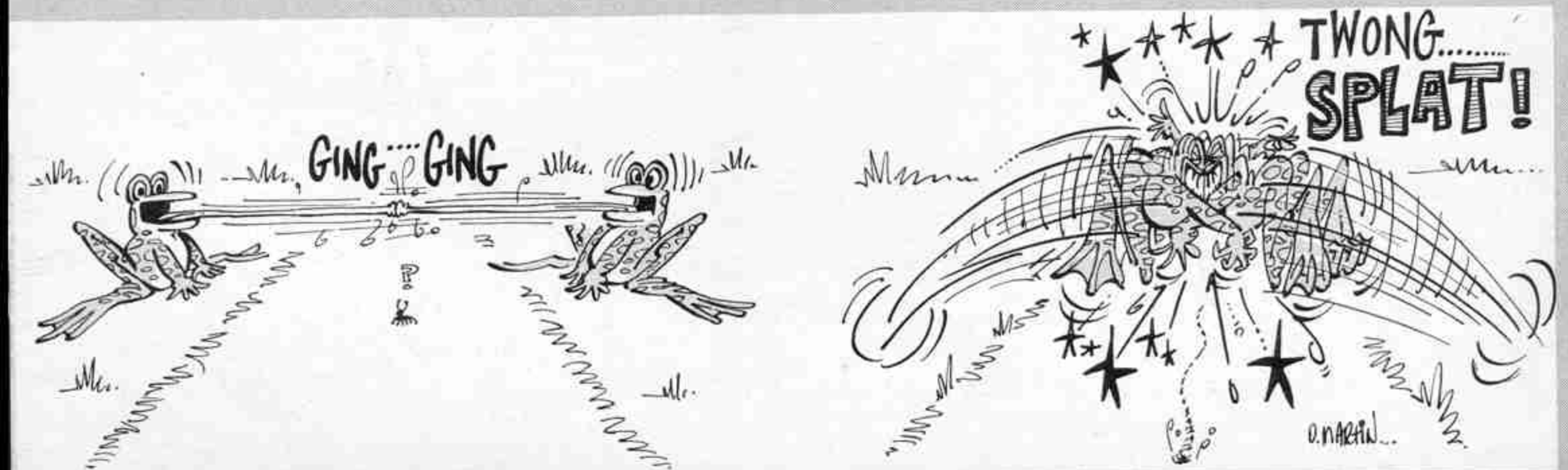
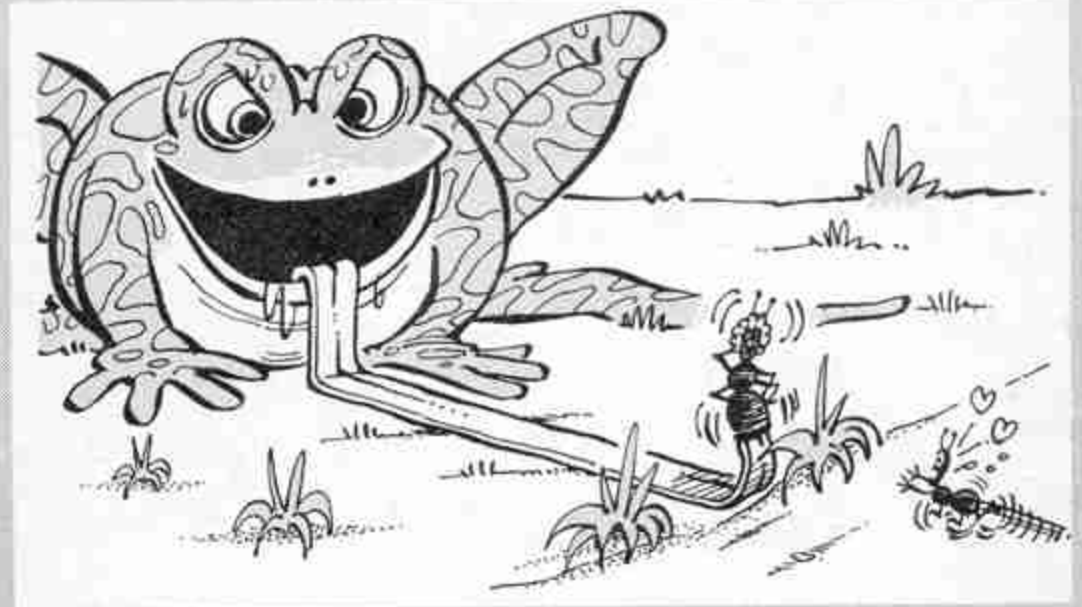
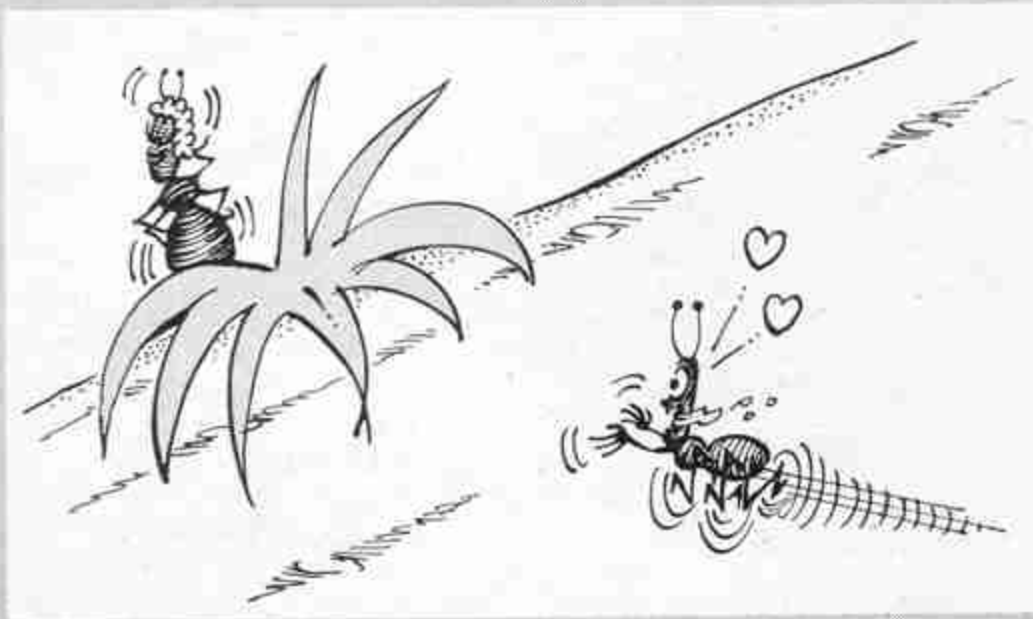
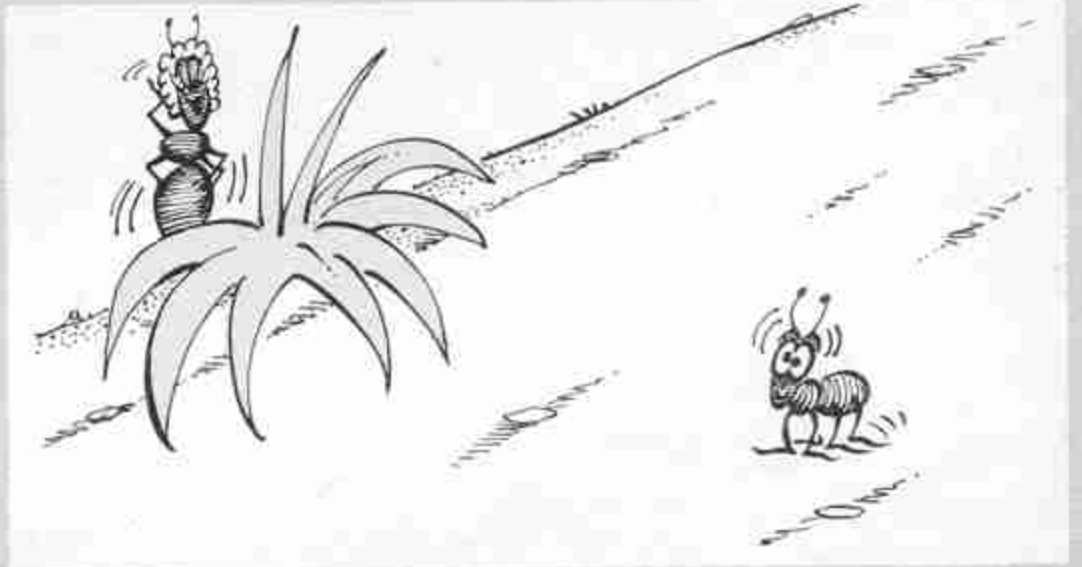
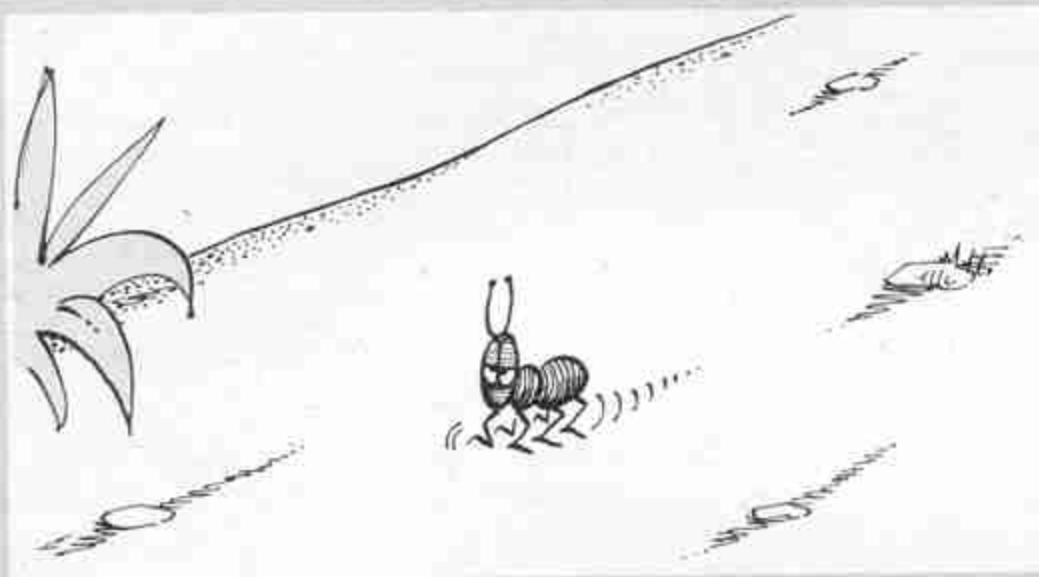
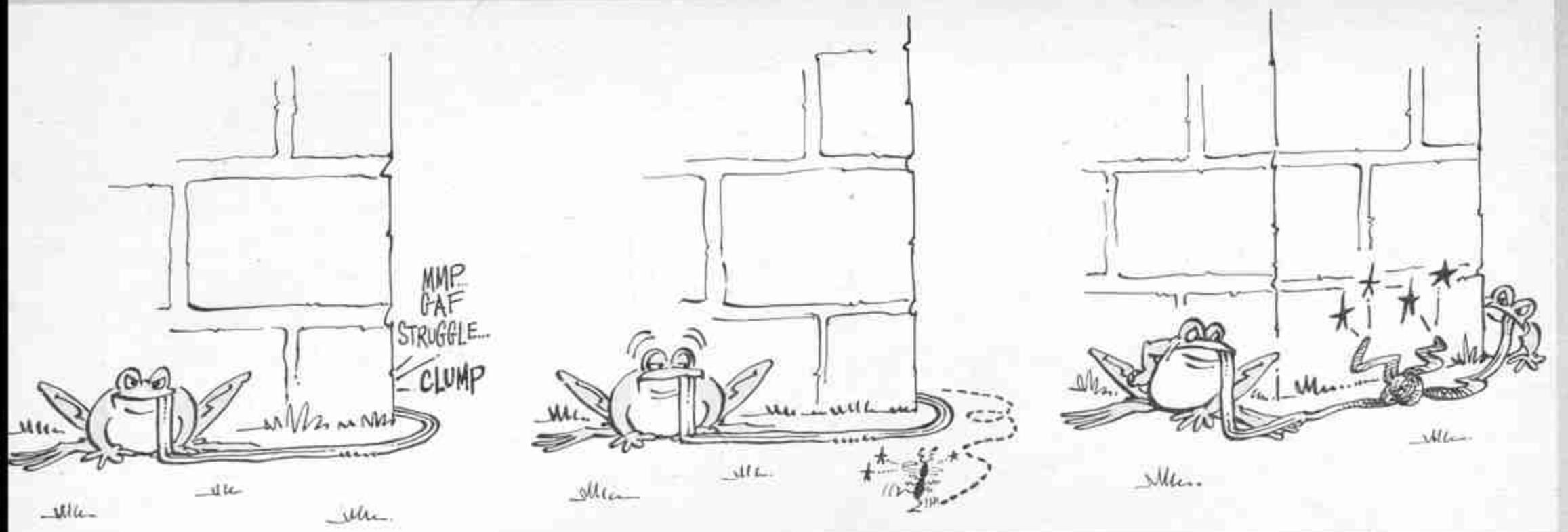














THE FAULT IS IN OUR STARS DEPT.

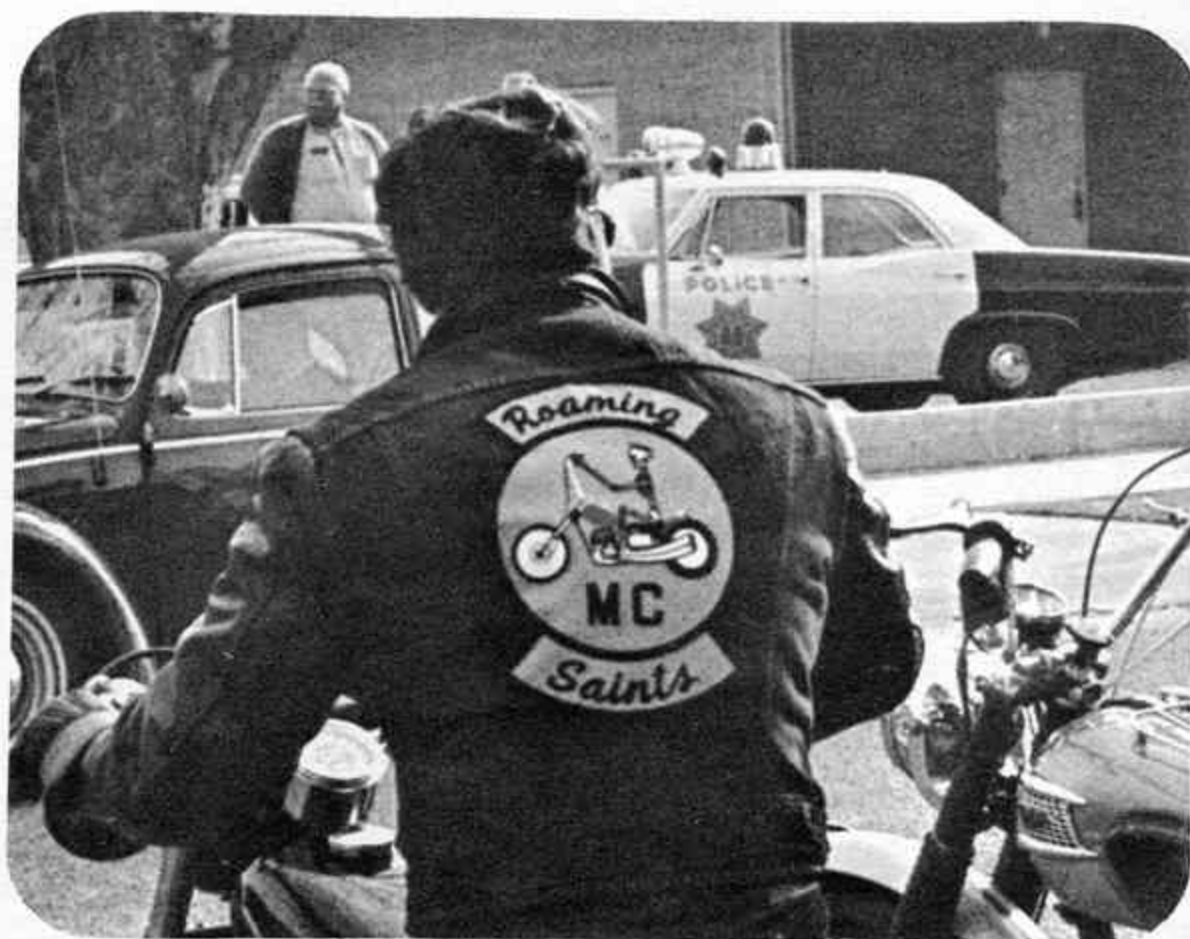
ONE WAY THE NETWORKS CAN BREATHE NEW LIFE INTO OLD DEAD FORMATS IS TO TAKE THESE MAD SUGGESTIONS FOR SOME . . .

# TV SHOWS...RE

WRITER: MAX BRANDEL



**"Mission Impossible"**



**"The Invaders"**



**"Adventure In Paradise"**



**"Twelve O'Clock High"**

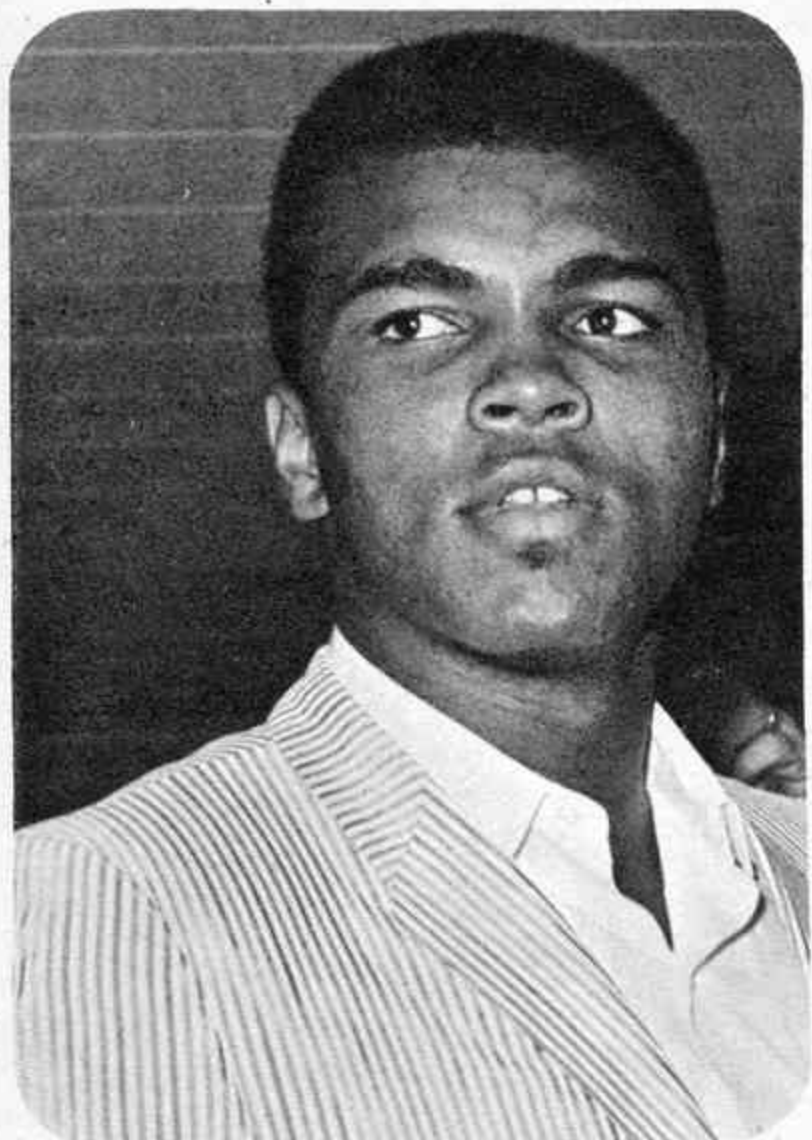


# -CAST

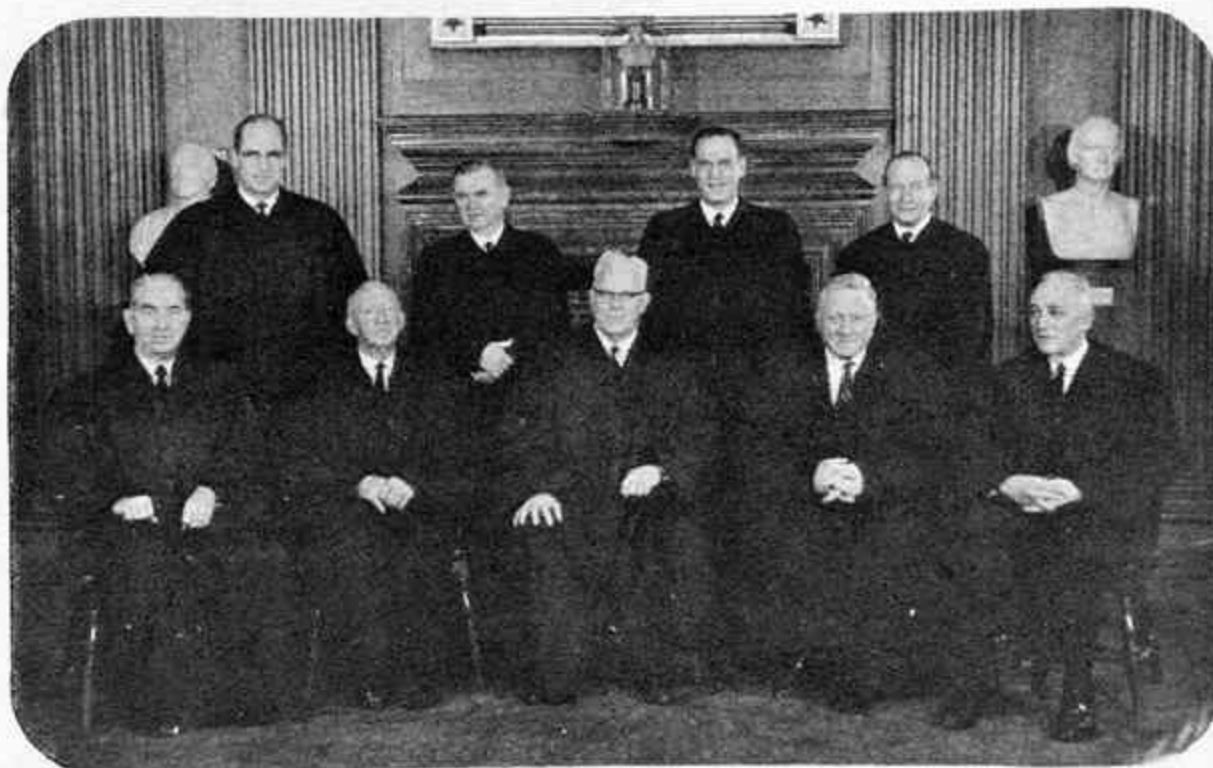
PHOTOS BY: U.P.I. & WORLD WIDE



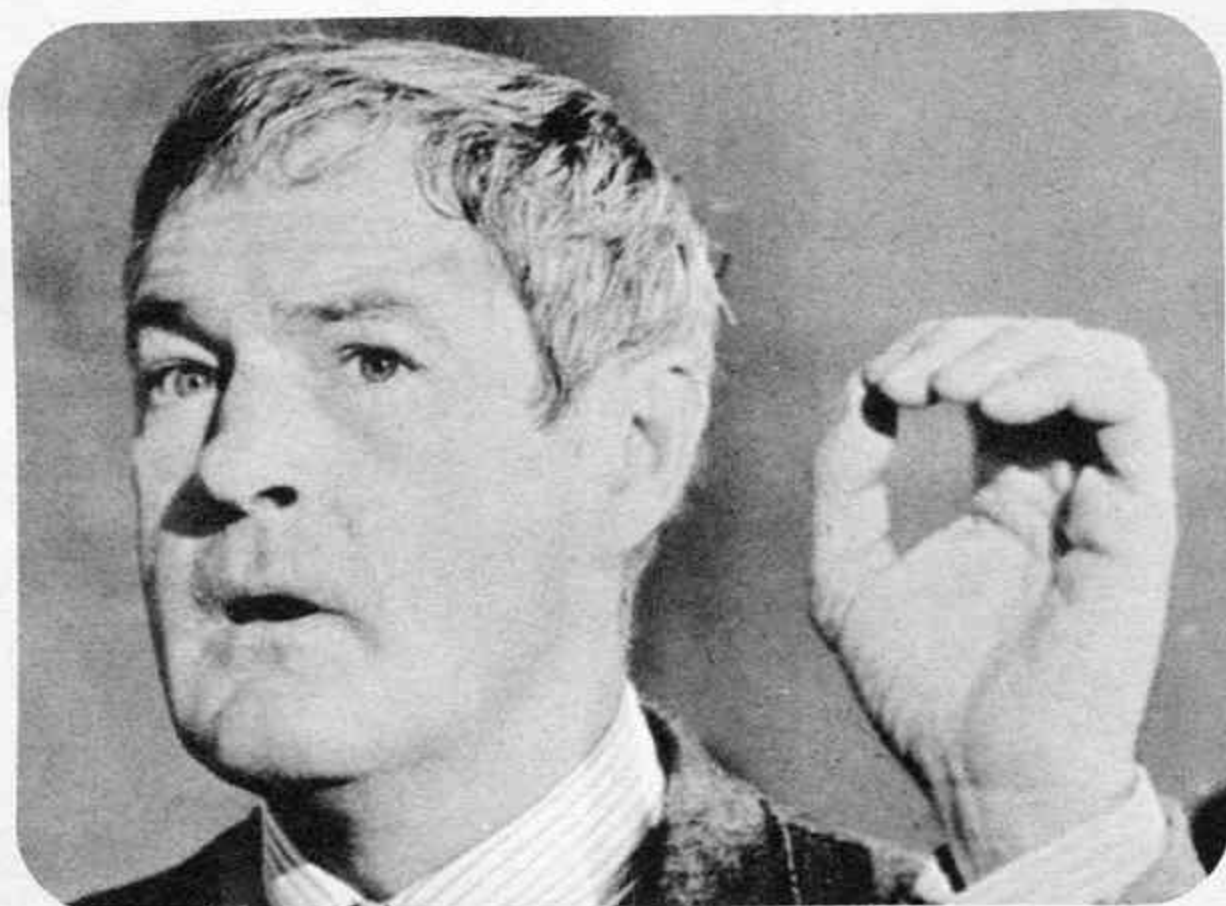
**"Occasional Wife"**



**"No Time For Sergeants"**



**"The Untouchables"**



**"Outer Limits"**



**"Get Smart"**



# THE LIGHTER SIDE OF



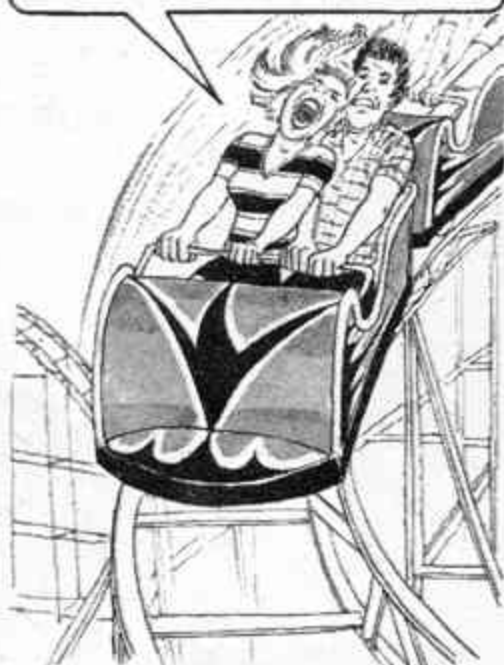
YAAAAA!

EEEEK!

SCREECH!

Gee, Paul! That was fun! Let's do it again!

Yeah!



Hey, I've been watching you! You've deliberately stepped on every sidewalk crack!

That's right! If I don't step on every crack, I fail my Math exam today!

This is the atomic age! How can you revert to a ridiculous superstition like that?!

You ain't heard nothin' yet! I've got a superstition for every subject! If I don't see a blue station wagon, I flunk Social Studies! If I don't get to the corner before the light turns green, I fail Biology! If I don't get to the elevator before the door closes, I fail English! And if I don't...

Y'know, I really shouldn't criticize! I've got my own weird superstition!

You, too? What's yours?



OH-OH!

Don't let him scare you! His bark is worse than his bite!

YEOW!

I thought you said his bark is worse than his bite!

It is! Wait till you hear his bark!





# FEAR



I hate shopping at the Supermarket! I'm always so afraid I'll forget something important!

We are superior to animals because we can use tools and write! So make a **LIST**, dumbbell!

I guess you're right! Let's see . . . I need bread, milk, coffee, detergent, fruit—What else? I just know I'm going to forget something!

**SEE?! I TOLD YOU!! I KNEW I'D FORGET SOMETHING!!**

How can you forget anything?! You have everything written on your list!!

**THAT'S WHAT I FORGOT!!**



If I don't **STUDY** . . . I fail every subject!



Open your mouth wide while I put this X-ray film into place! Good . . . now hold it with your finger . . .

Doc, tell me—why do you and your nurse always leave the room with that extension cord when ever you X-ray me?

We do it as a **precaution!** Prolonged exposure to X-rays can be **dangerous!**

Okay, Doc . . . go ahead and shoot!



Golly, that Alfred Hitchcock is a **master of suspense**—the way he builds up **slow terror!** Like in this scene! I can hardly bring myself to look!

I know I'm acting like a silly girl, covering my eyes and peeking through my fingers! But I'm really scared! If I wasn't seeing this movie with a fellow, I'd walk right out!

Oooh! I can't look! I can't look at all, now! Larry, hold me! Hold me real tight!

**I'M HOLDING! I'M HOLDING!**







Huh? That's the phone!  
Who would be calling  
this time of night...  
unless... unless it was  
something very serious?!



Hello!  
Hello!

Arnold? Is that you?  
This is your Mother!  
I had a premonition  
that something is  
very wrong with you!



I'll say  
there's  
something  
very wrong!

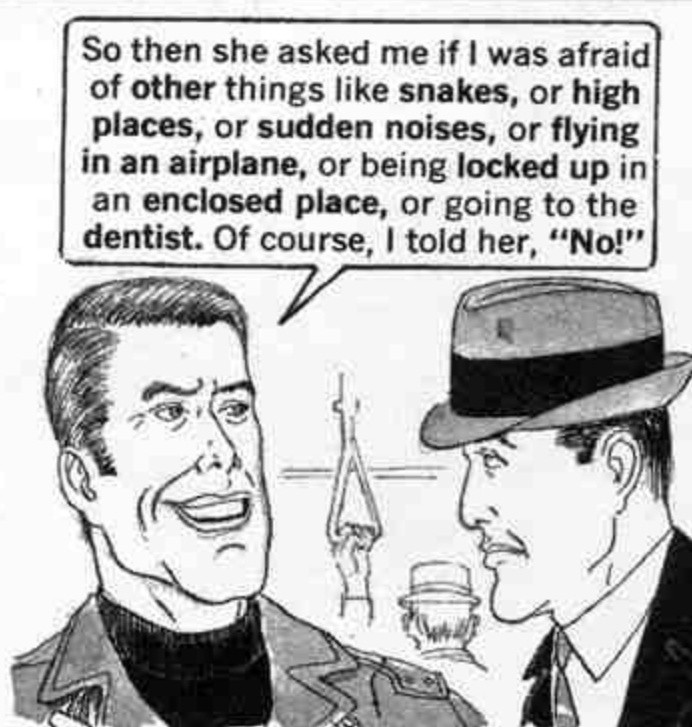
I knew it!  
I knew it  
in my bones!  
What is it?



You just scared the  
beejebers out of  
me with this phone  
call in the middle  
of the night!



Talk about "Hero-Worship", this new girl  
friend of mine thinks I'm the bravest  
man that ever lived. During a storm, she  
became frightened, and asked me if I  
was afraid of thunder and lightning  
... and I told her, "No!"



So then she asked me if I was afraid  
of other things like snakes, or high  
places, or sudden noises, or flying  
in an airplane, or being locked up in  
an enclosed place, or going to the  
dentist. Of course, I told her, "No!"



She was amazed. She said that everybody  
has some weakness... some breaking point  
... and here, I have none! But between  
you and me, there's only ONE thing that  
really TERRIFIES ME!

What's that?



Hey! It's  
not just in  
our house  
that the  
lights went  
out! It's  
the whole  
block!

I don't want to frighten  
you any more than you are,  
dear, but I just heard on  
the transistor radio that  
the whole city is blacked  
out! In fact the whole  
state... and nine other  
states besides!



Oh, my gosh! It's  
a catastrophe!  
**SABOTAGE!** That's  
what it is! Those  
Russians did it so  
they could ruin  
our economy, and—

Calm down, dear! I'm  
sure it's really not  
that serious! Those  
Russians are much  
too busy trying to  
reach our standard  
of living to bother!



Then it's those  
**INSANE RED  
CHINESE!** They  
did it to create  
confusion and  
panic and ruin  
our Democracy!

No, dear! Calm down!  
It really can't be  
that serious! Those  
Red Chinese are too  
involved in their  
own internal problems  
to bother us now!



Gee, this is such an  
intellectual, well-  
informed crowd! I'm  
so afraid I'll say  
the wrong thing and  
make a complete  
fool of myself!

Just follow one rule:  
if you have nothing to  
say, don't say it! Just  
speak about the things  
you know about! Like  
cooking! You're an  
expert on that!



And what  
about the  
problems  
of Turkey—  
and Greece?!

Oh, I have  
a very strong  
opinion on  
that subject!



When roasting a  
turkey, excess  
grease should be  
spooned off  
periodically!  
While basting,  
preferably...





Did you have to mention "getting a shot"?! You just gave me the willies! The very sight of a hypodermic needle turns me into a bowl of Jello!



My wife has to drag me forcibly to the doctor! Then the nurse, using all of her strength, has to hold me! I usually scream like a baby and faint dead away!



Let's face it, when it comes to getting a shot, I'm just a yellow-bellied coward!



Never mind all that now! There's the signal to go!



That someday, she'll find out what a LIAR I am!



Oh, boy, am I in for it! I'm late for supper! I was supposed to be home by six, and it's six-thirty! Now, Mom is gonna yell and scream, and take television away from me for a month!



Oh, so you're home!

H-here it comes!



I'm sorry, dear, but supper is a little late tonight!

Watch television, meanwhile!



Good Lord, it's them FLYING SAUCERS! A race from another planet did it as a first step toward an eventual invasion!



Come, now, dear! It's not that serious! You've been watching too many Science Fiction TV shows!

Sure! That's it! Don't you see? By shutting off our electricity, all our refrigerated foods will spoil and we'll starve to death!



REFRIGERATED FOODS?! OH, MY GOSH!

TH-THE ICE BOX CAKE I MADE FOR MY BRIDGE CLUB TOMORROW WILL BE RUINED! THIS IS SERIOUS!!



You know what terrifies me? Those Black-Leather-Jacketed motorcyclists—like that one over there!



They're immature, anti-social creatures who cannot cope with society, so they wage war upon it by attacking innocent people—like us...



Oh-oh! He's coming toward us, Martin! I'm—I'm AFRAID!!



I beg your pardon, but could you please direct me to the Maryknoll Seminary?



David Berg



HEART-BURNS DEPT.

Some people say that MAD is too critical of celebrities, that we aren't "nice" to people who are in the public eye. This of course, just isn't true! MAD takes

# MAD VALENTINES

ARTIST: JACK RICKARD

## To H. Rap Brown

You walk along a city street  
That's filled with peace and quiet;  
Before you're through, you've helped to start  
A full-scale bloody riot;  
You leave a trail of burned-out homes,  
Of people forming breadlines;  
But what the hell! Why should you care  
So long as you get headlines!



## To Joey Bishop



Whatever night your show is on  
There's one thing certain we know—  
That you'll remind us you are pals  
With Sammy, Frank and Dino;  
You must know things to talk about,  
If we may be so candid,  
That bore us less than all those tales  
Of what your precious Clan did!

## TO THE BEATLES

Your "Sergeant Pepper" is a smash;  
Your loyal fans defend it;  
We've even heard a few of them  
Maintain they comprehend it;  
We know you guys would like to build  
Good will between our nations;  
So next time won't you please provide  
American translations?





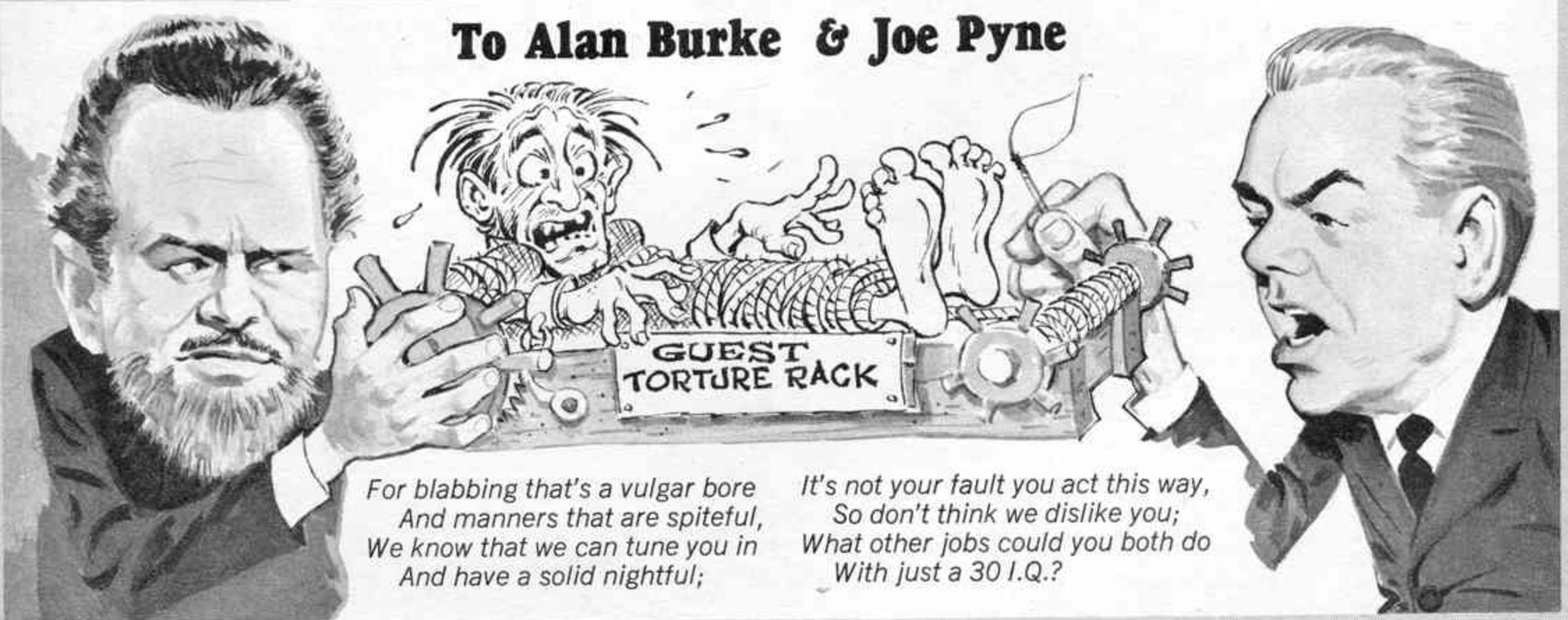


a very kindly view toward celebrities, even when they rub us the wrong way. To prove our point, this year we're showing our affection by sending out these . . .

# TO CELEBRITIES

WRITER: FRANK JACOBS

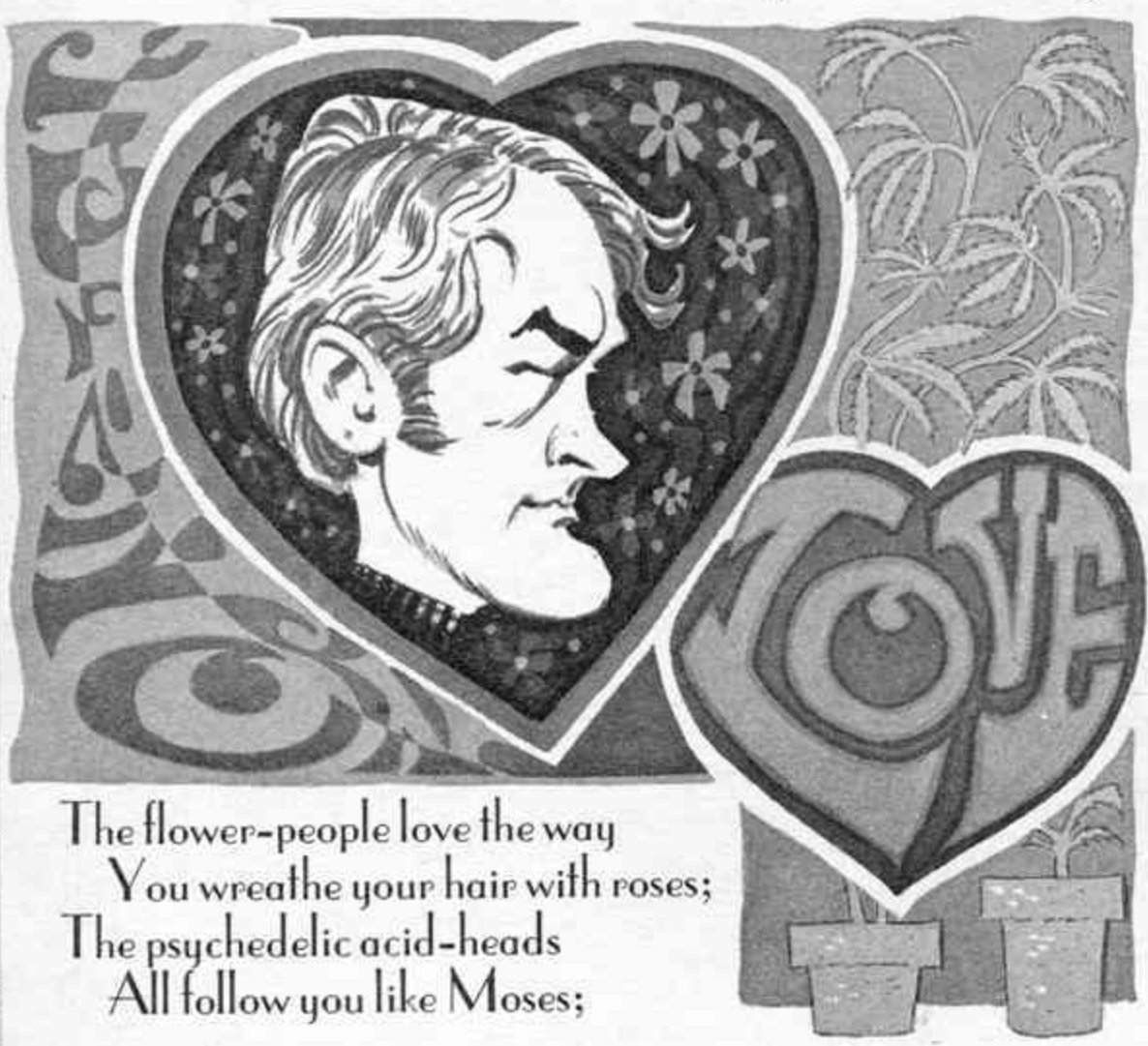
## To Alan Burke & Joe Pyne



*For blabbing that's a vulgar bore  
And manners that are spiteful,  
We know that we can tune you in  
And have a solid nightful;*

*It's not your fault you act this way,  
So don't think we dislike you;  
What other jobs could you both do  
With just a 30 I.Q.?*

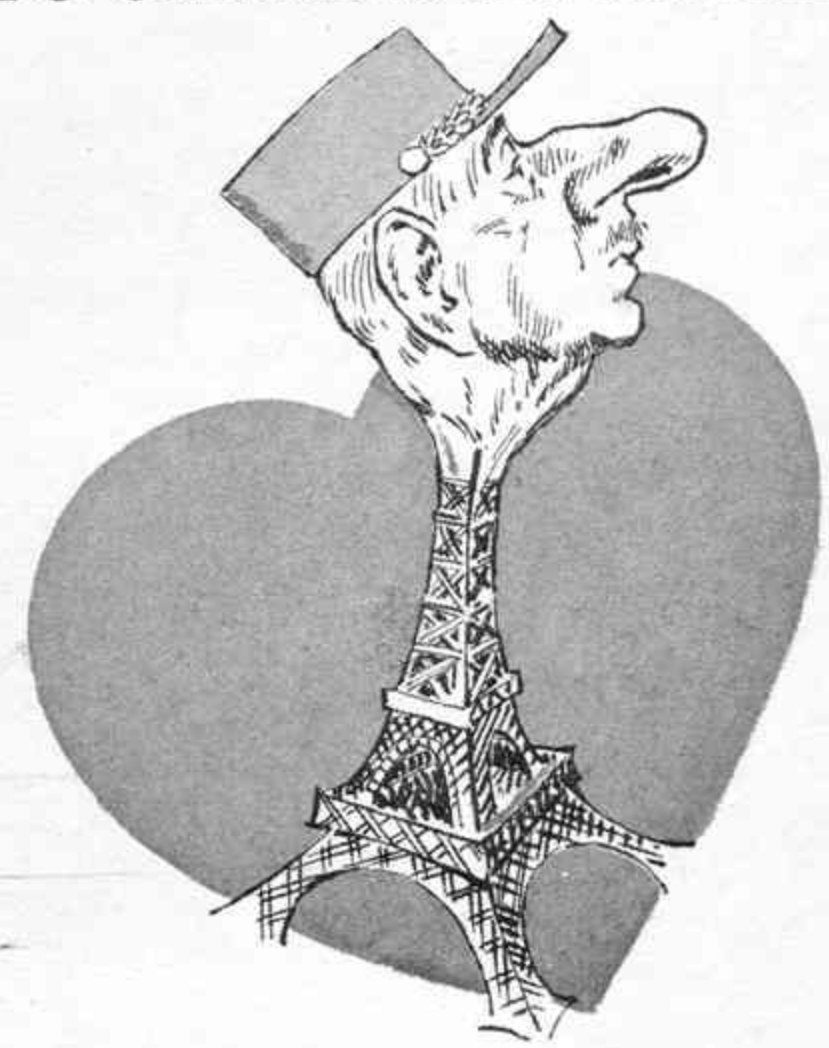
## to DR. timothy leary



*The flower-people love the way  
You wreath your hair with roses;  
The psychedelic acid-heads  
All follow you like Moses;*

*The freaked-out hippies chant your name  
Amid their dirt and squalor;  
What better proof do people need  
That you're a noted scholar?*

## TO CHARLES DE GAULLE



*You double-crossed your NATO pals;  
You finked on Western Europe;  
And then you came to Canada  
To see what you could stir up;  
Now that you've proved how great you are  
At causing repercussions;  
We wish you'd turn your big nose east  
And go louse up the Russians!*



# To Twiggy



*Your eyes possess a vacant stare;  
The words you speak sound Cockneyed;  
Your posture's poor; your shoulders slump;  
Your legs are lean and knock-kneed;  
Should fashion leaders ever shun  
Your frame so gaunt and fatless,  
Try posing as that skinny guy  
Who writes in to Charles Atlas!*

# To Michelangelo Antonioni



*We find it hard to understand  
Your movies' eerie symbols—  
Those scenes that wind up looking like  
A yak stampede in Gimbel's;  
But what's most hard to understand  
Is who would put their dough up  
To let you make a feature film  
That fogs the mind like "Blow-Up!"*

# To (Princess) Lee Radziwill



*We're glad that you've turned actress, dear,  
That you've reached instant stardom;  
So what if critics aren't polite—  
It's just because they are dumb;  
With each new role you undertake  
You should feel brave and gallant  
To know that you have made it big  
On nothing but sheer talent!*

# TO WILBERT B. YULVEY



*Your wife and you have fights at night,  
The screaming lasts for hours,  
And just last week that mutt of yours  
Ate up a bed of flowers,  
We know you're no celebrity—  
And this we won't belabor,  
We're forced to print this card 'cause you're  
The Publisher's new neighbor!*



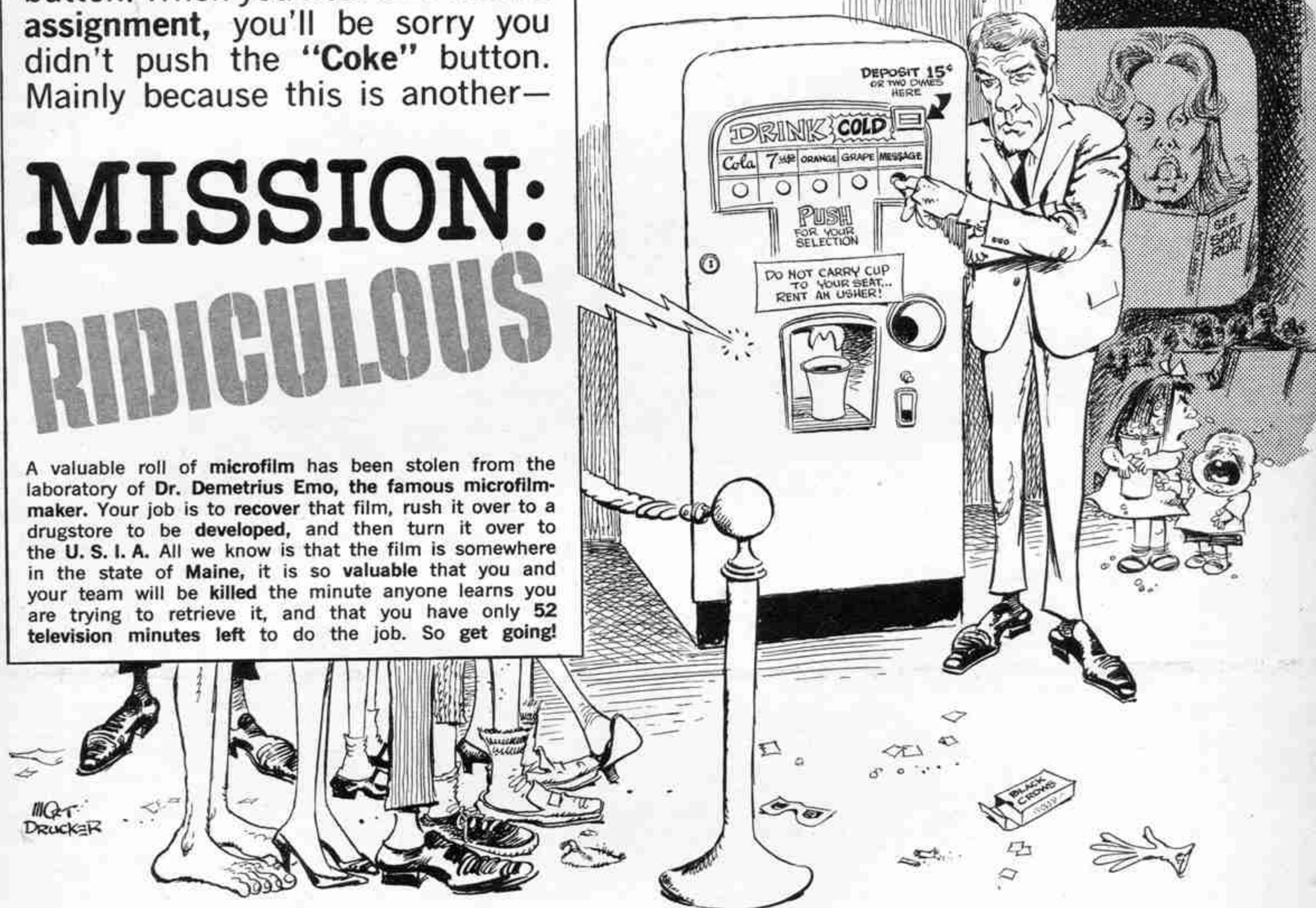
TO SCHEME THE IMPOSSIBLE SCHEME DEPT.

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

Good evening, Mr. Phelts. Thank you for pushing the "message" button. When you hear this week's assignment, you'll be sorry you didn't push the "Coke" button. Mainly because this is another—

# MISSION: RIDICULOUS

A valuable roll of microfilm has been stolen from the laboratory of Dr. Demetrius Emo, the famous microfilm-maker. Your job is to recover that film, rush it over to a drugstore to be developed, and then turn it over to the U. S. I. A. All we know is that the film is somewhere in the state of Maine, it is so valuable that you and your team will be killed the minute anyone learns you are trying to retrieve it, and that you have only 52 television minutes left to do the job. So get going!



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

As usual, at the end of this message, this recording will discreetly destroy itself. So, step back! Bye, now...

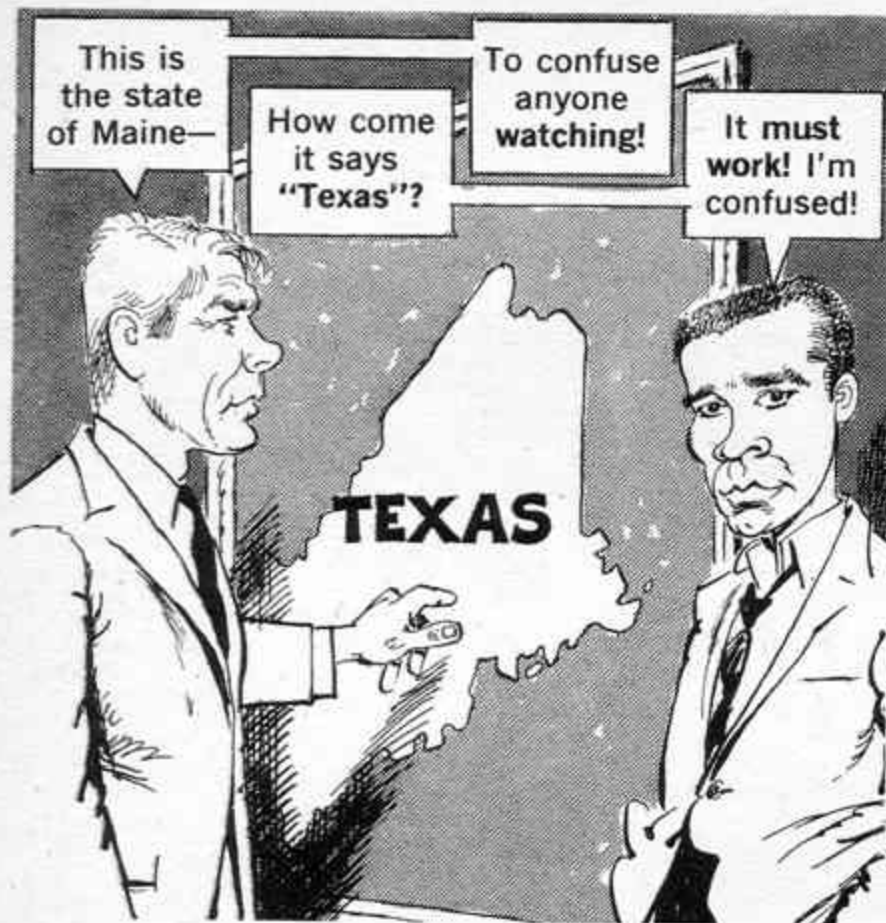


That Coke machine just blew itself up! Isn't that the most suspicious thing you've ever seen!?

Not really! They once got an assignment from a hydrant on High St. which dissolved itself immediately afterward!





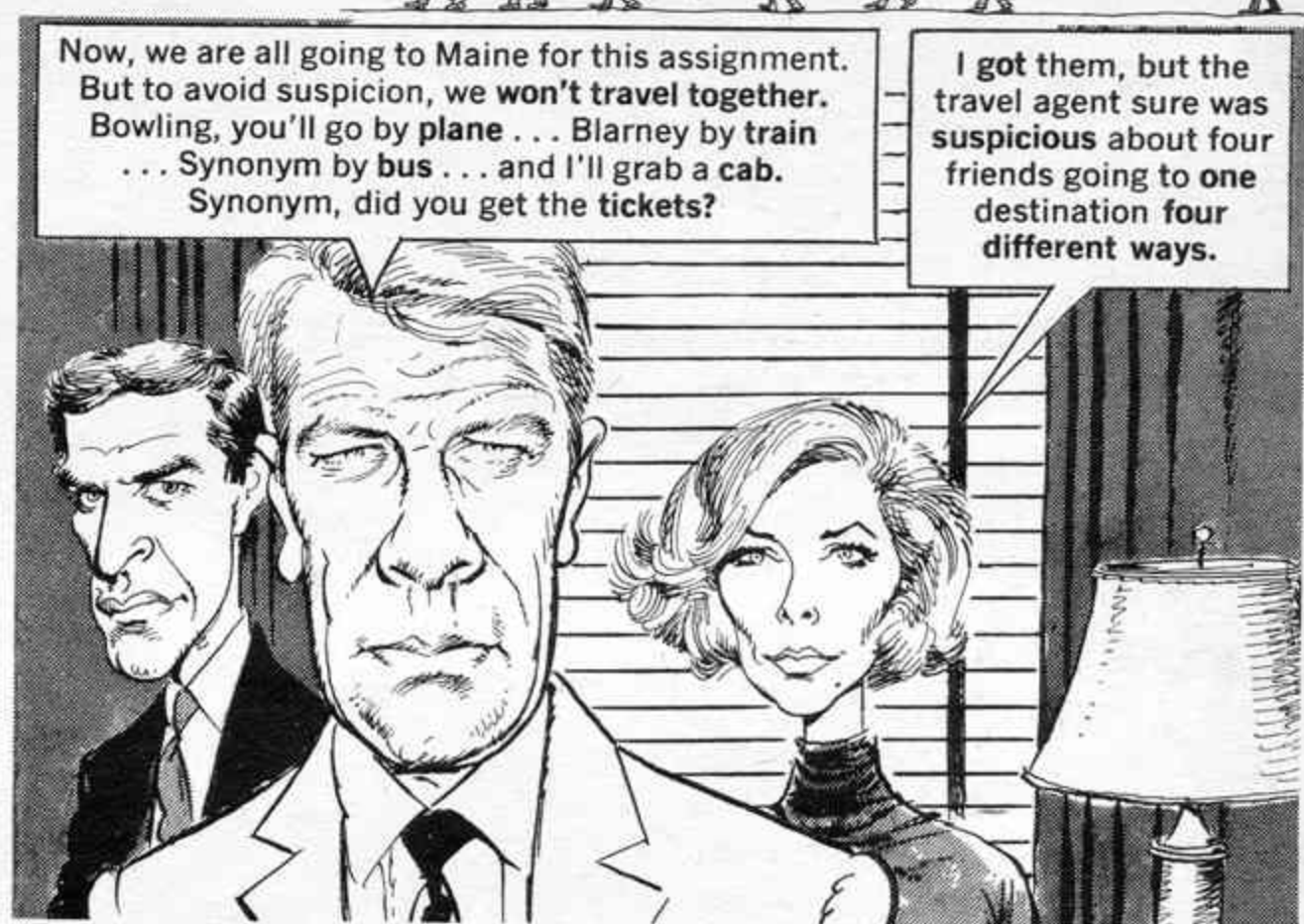


This is the state of Maine—

How come it says "Texas"?

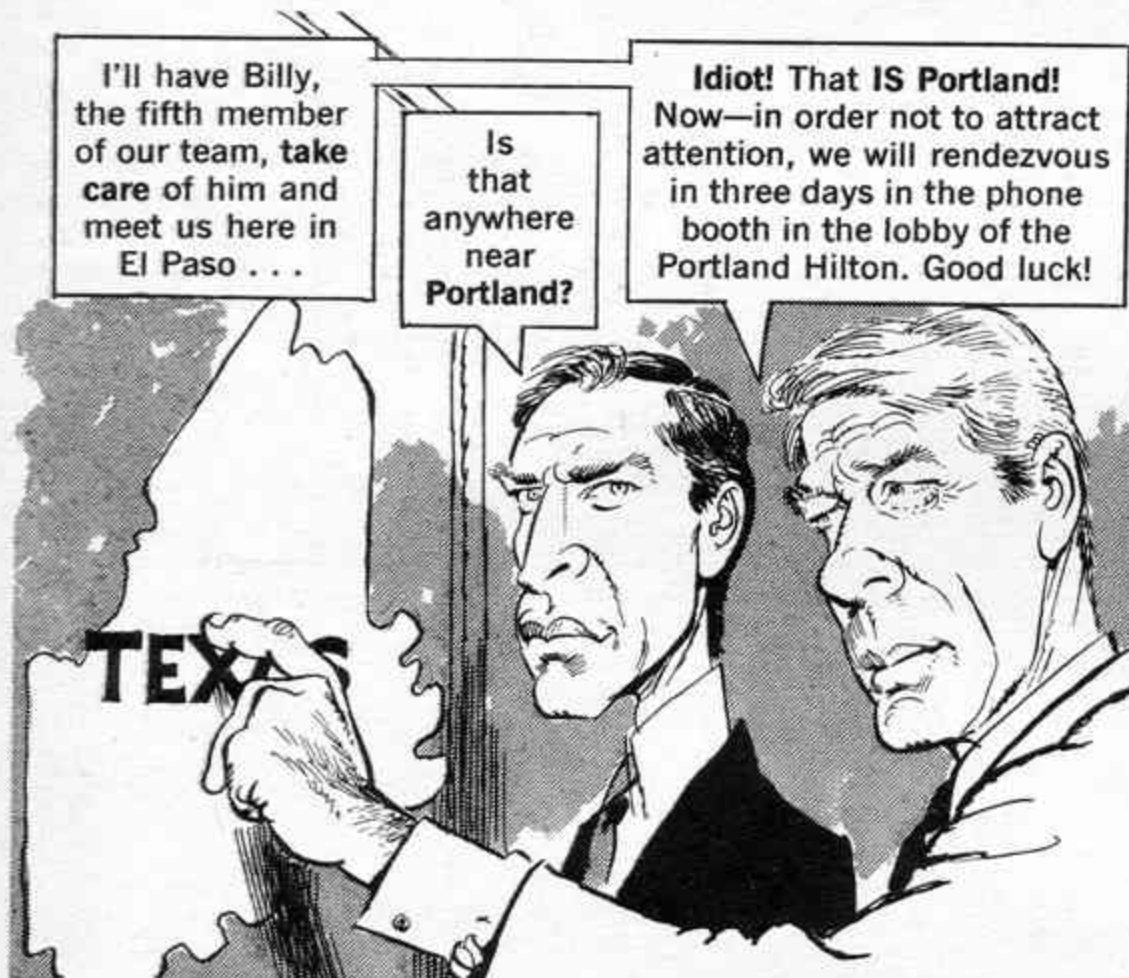
To confuse anyone watching!

It must work! I'm confused!



Now, we are all going to Maine for this assignment. But to avoid suspicion, we won't travel together. Bowling, you'll go by plane . . . Blarney by train . . . Synonym by bus . . . and I'll grab a cab. Synonym, did you get the tickets?

I got them, but the travel agent sure was suspicious about four friends going to one destination four different ways.



I'll have Billy, the fifth member of our team, take care of him and meet us here in El Paso . . .

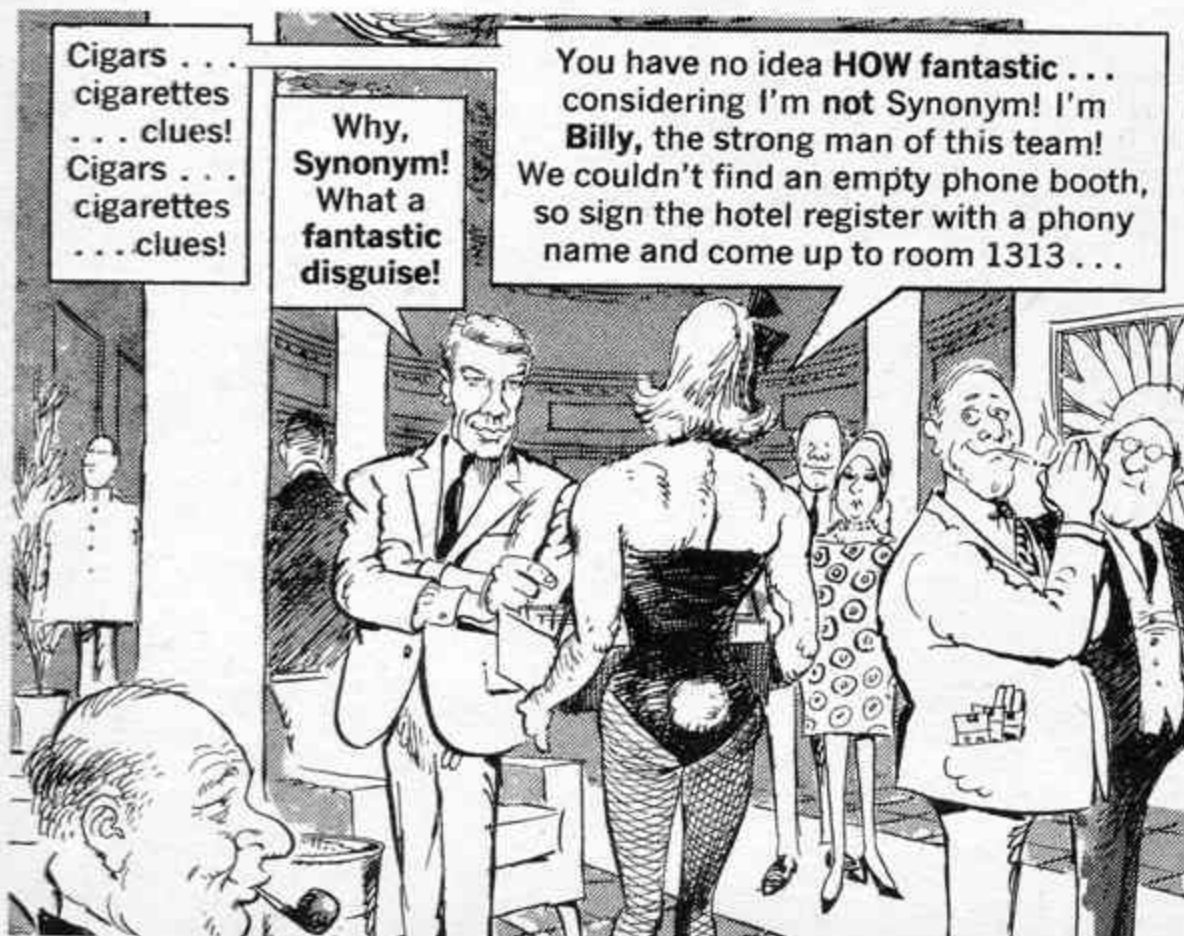
Is that anywhere near Portland?

Idiot! That IS Portland! Now—in order not to attract attention, we will rendezvous in three days in the phone booth in the lobby of the Portland Hilton. Good luck!



Here we are . . . and the fare is \$3,466.75. You know, this is the most suspicious thing I've ever heard of . . . taking a cab from Los Angeles to Maine! What are you, some kind of secret agent?

No, I'm some kind of secret nut!



Cigars . . . cigarettes . . . clues! Cigars . . . cigarettes . . . clues!

Why, Synonym! What a fantastic disguise!

You have no idea HOW fantastic . . . considering I'm not Synonym! I'm Billy, the strong man of this team! We couldn't find an empty phone booth, so sign the hotel register with a phony name and come up to room 1313 . . .

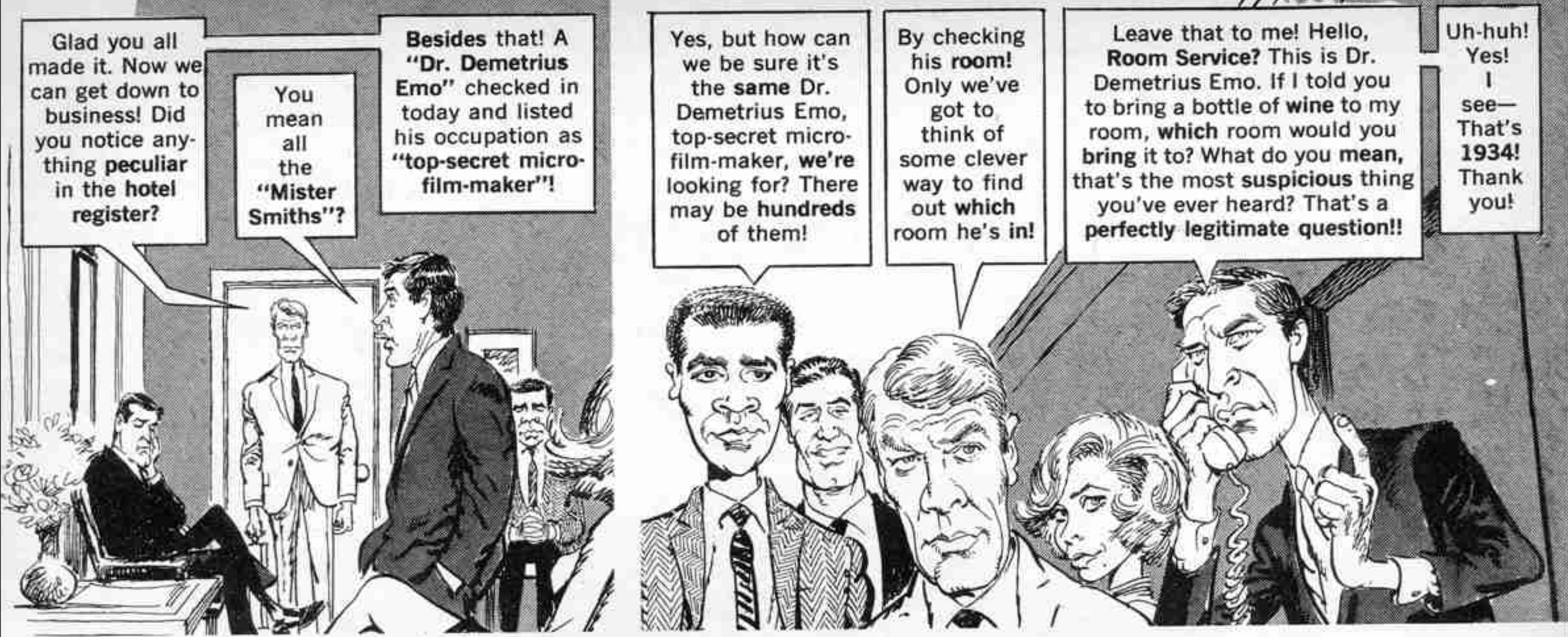


Welcome to the Portland Hilton, Mr. Smith . . . MR. SMITH!? You're the fourth person to sign "Mr. Smith" in the last ten minutes! That's the most suspicious thing I've ever seen!

What's so suspicious? It's a family reunion!

Yeah, but two of the four Mr. Smiths were women!





Glad you all made it. Now we can get down to business! Did you notice anything peculiar in the hotel register?

You mean all the "Mister Smiths"?

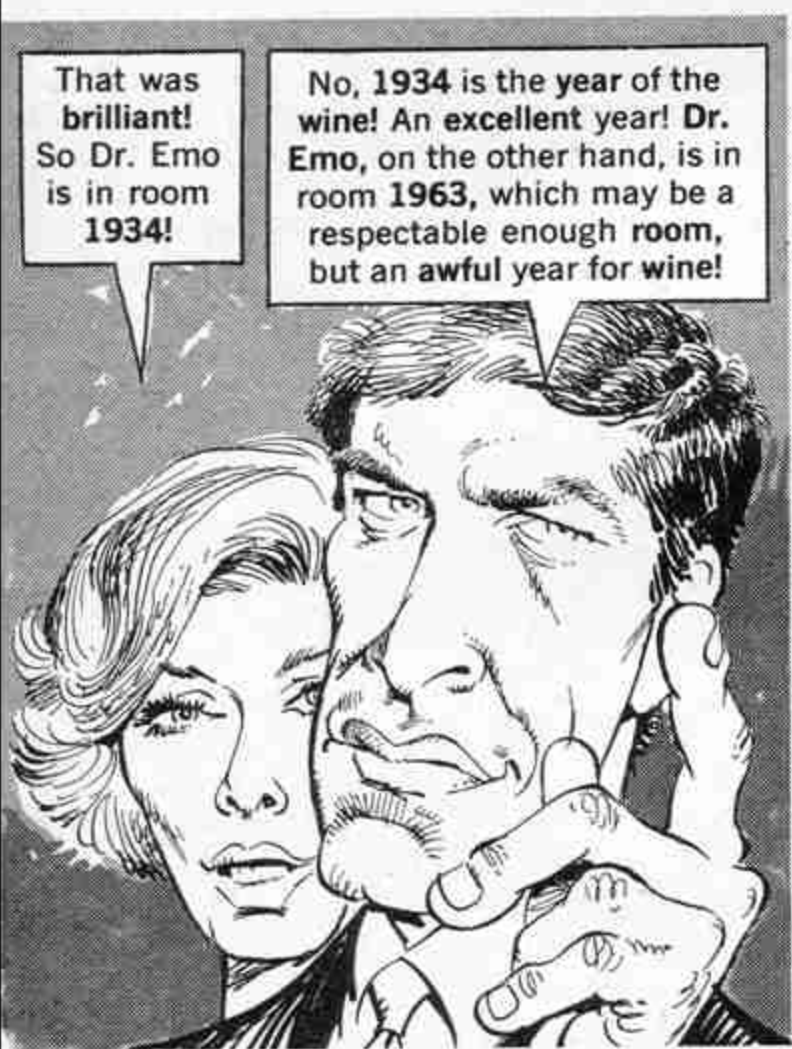
Besides that! A "Dr. Demetrius Emo" checked in today and listed his occupation as "top-secret micro-film-maker"!

Yes, but how can we be sure it's the same Dr. Demetrius Emo, top-secret micro-film-maker, we're looking for? There may be hundreds of them!

By checking his room! Only we've got to think of some clever way to find out which room he's in!

Leave that to me! Hello, Room Service? This is Dr. Demetrius Emo. If I told you to bring a bottle of wine to my room, which room would you bring it to? What do you mean, that's the most suspicious thing you've ever heard? That's a perfectly legitimate question!!

Uh-huh! Yes! I see—That's 1934! Thank you!



That was brilliant! So Dr. Emo is in room 1934!

No, 1934 is the year of the wine! An excellent year! Dr. Emo, on the other hand, is in room 1963, which may be a respectable enough room, but an awful year for wine!



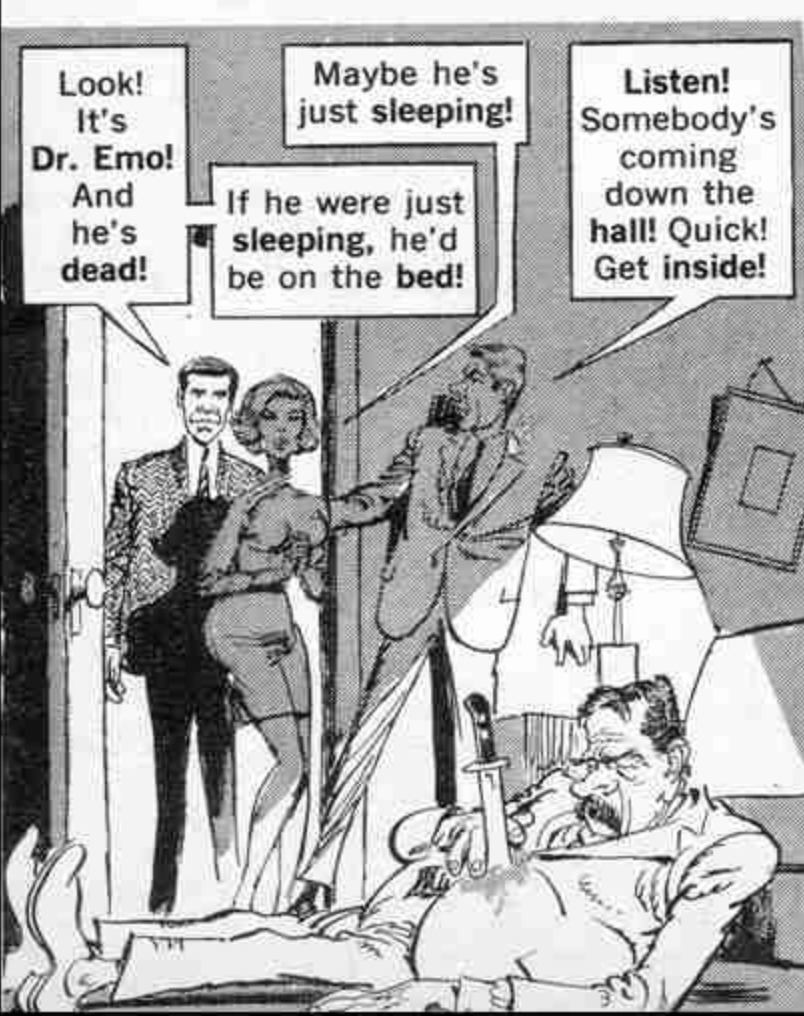
There's no answer! Blarney, can you open this door?

Just watch! First, I take my handkerchief, unfold it, and slip it under the door. Then, I take a pencil and push it through the keyhole—



The key inside falls onto the handkerchief and I pull them both from under the door! Easy, huh?

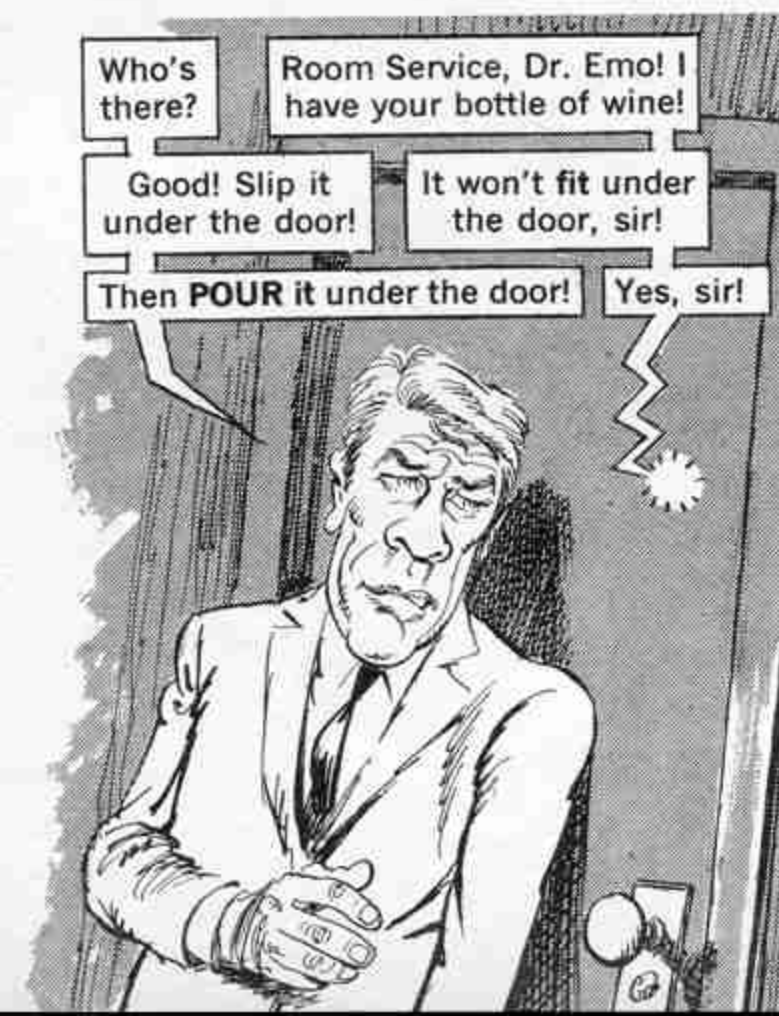
Great! Only there's a much easier way! First we try the door to see if it's unlocked... which it is, you idiot!



Look! It's Dr. Emo! And he's dead!

Maybe he's just sleeping! If he were just sleeping, he'd be on the bed!

Listen! Somebody's coming down the hall! Quick! Get inside!



Who's there?

Room Service, Dr. Emo! I have your bottle of wine!

Good! Slip it under the door!

It won't fit under the door, sir!

Then POUR it under the door!

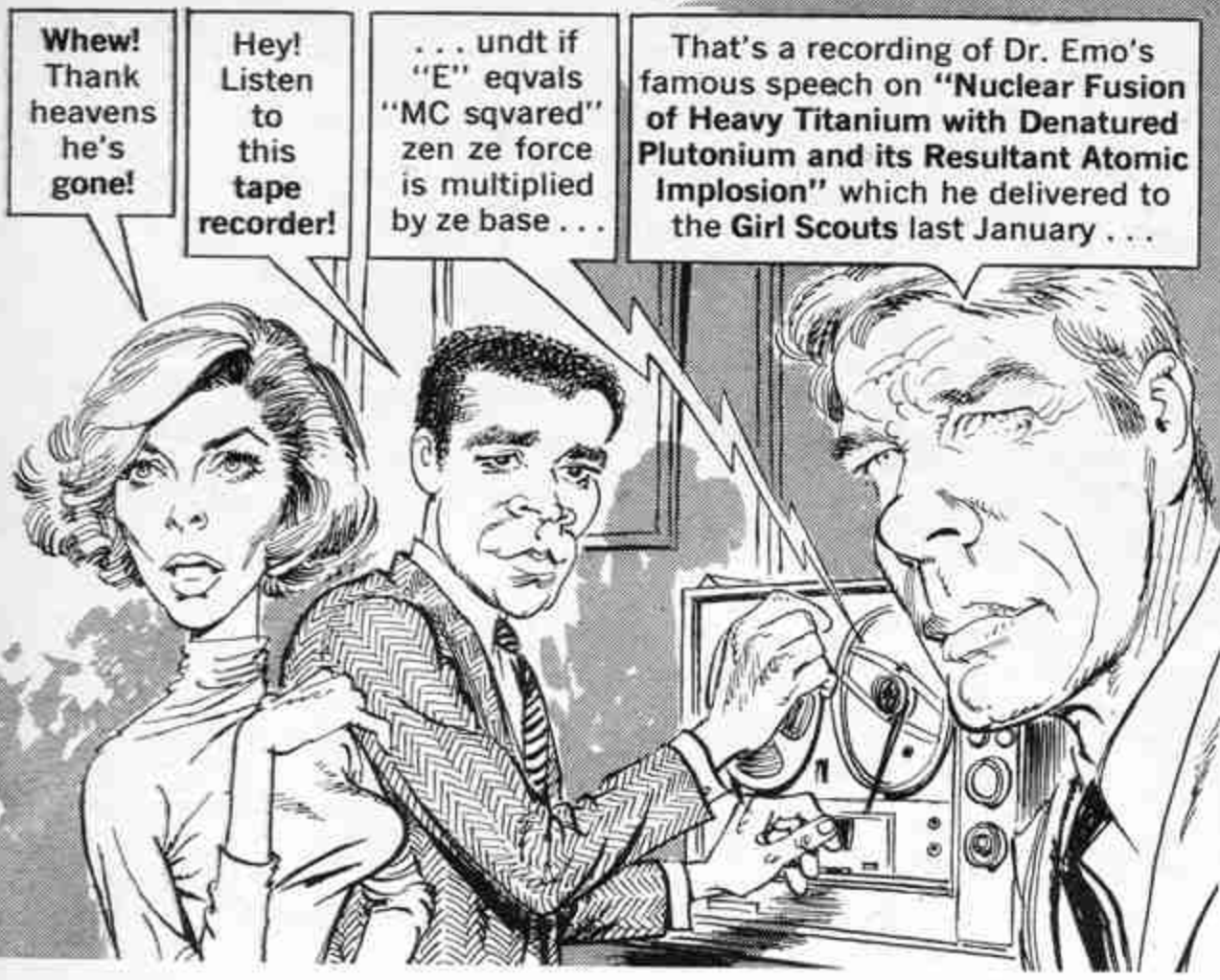
Yes, sir!



But if you don't mind my saying so, sir—this is the most suspicious thing I've ever done in my life!

Don't worry! I have a straw!



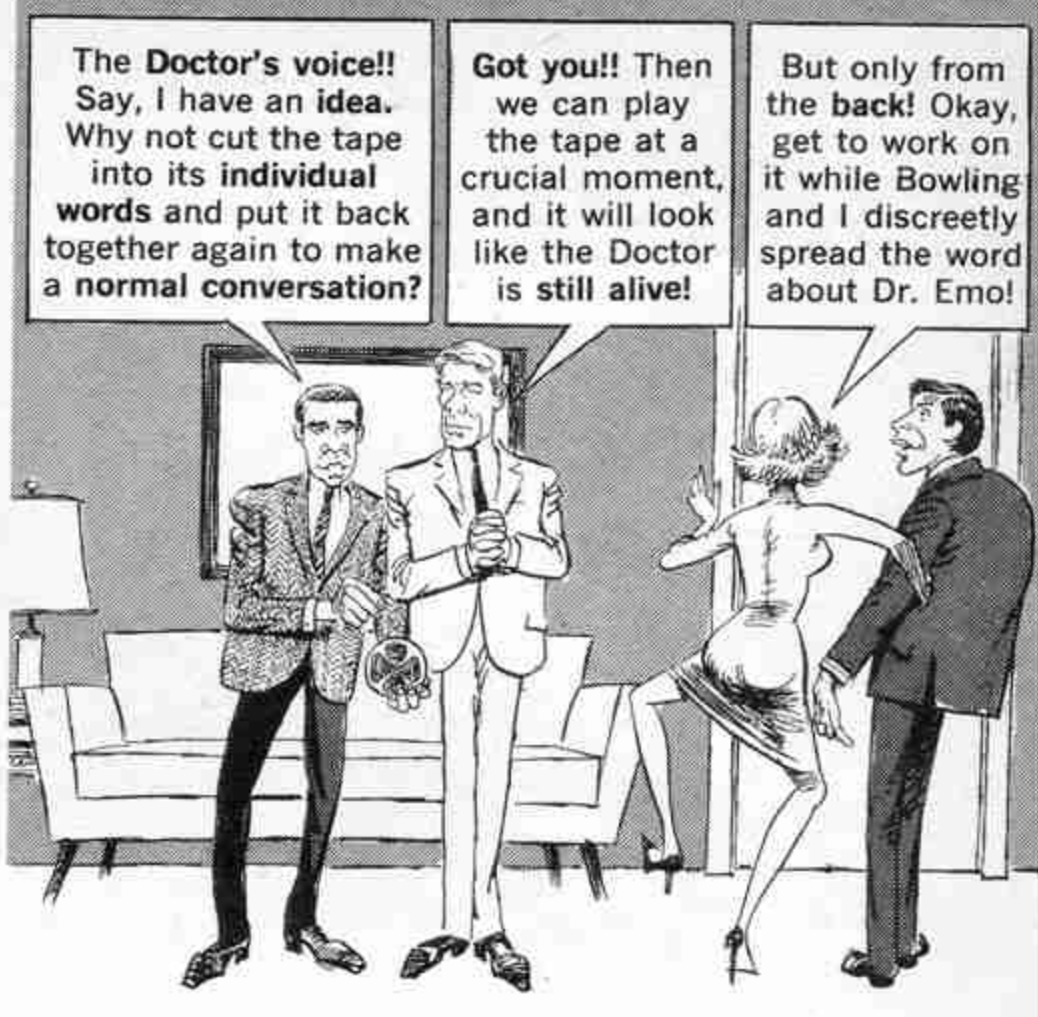


Whew! Thank heavens he's gone!

Hey! Listen to this tape recorder!

... undt if "E" eqvals "MC sqvared" zen ze force is multiplied by ze base ...

That's a recording of Dr. Emo's famous speech on "Nuclear Fusion of Heavy Titanium with Denatured Plutonium and its Resultant Atomic Implosion" which he delivered to the Girl Scouts last January ...



The Doctor's voice!! Say, I have an idea. Why not cut the tape into its individual words and put it back together again to make a normal conversation?

Got you!! Then we can play the tape at a crucial moment, and it will look like the Doctor is still alive!

But only from the back! Okay, get to work on it while Bowling and I discreetly spread the word about Dr. Emo!



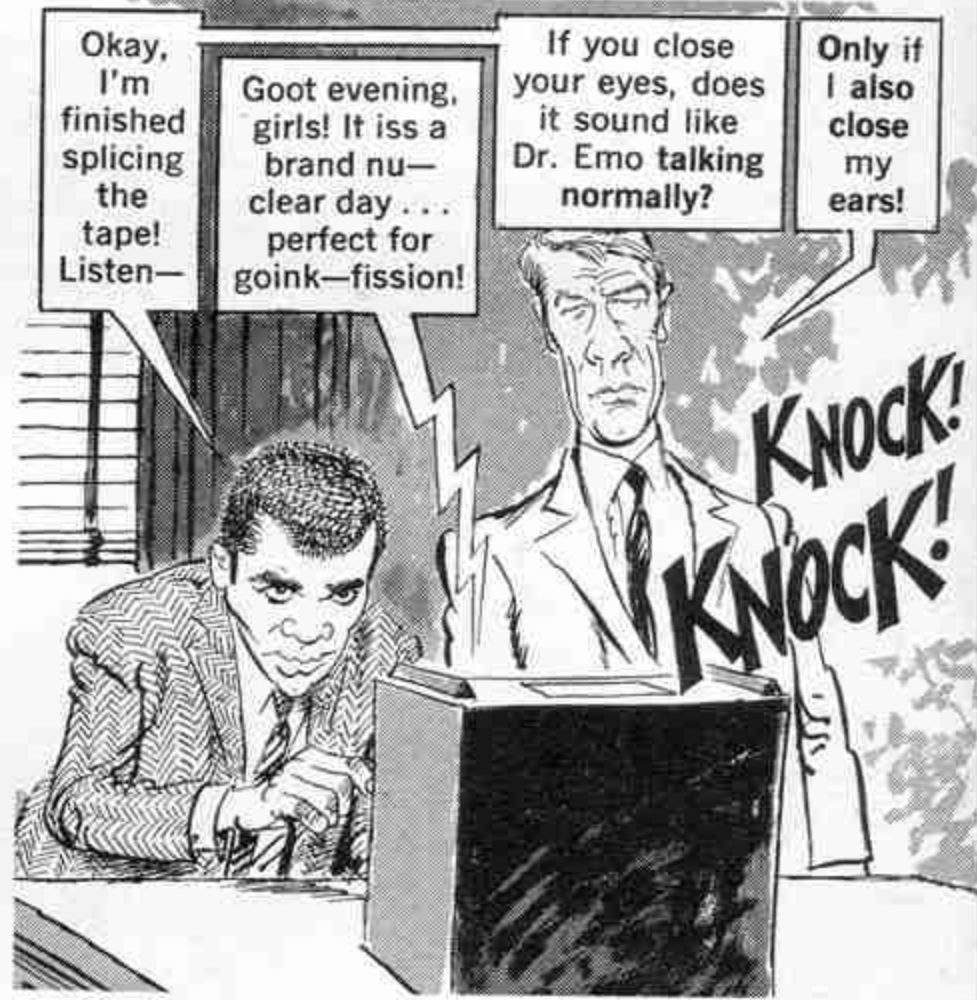
Hey, when you're done up there, go to Dr. Emo's room! His night light burned out!

I understand that Dr. Emo is feeling just fine!

I can't hear you over the vacuum! What did you say about Dr. Emo?

I said, "Dr. Emo is feeling just fine!" He's alive and well again!

That's the most suspicious conversation I've heard in my whole life!



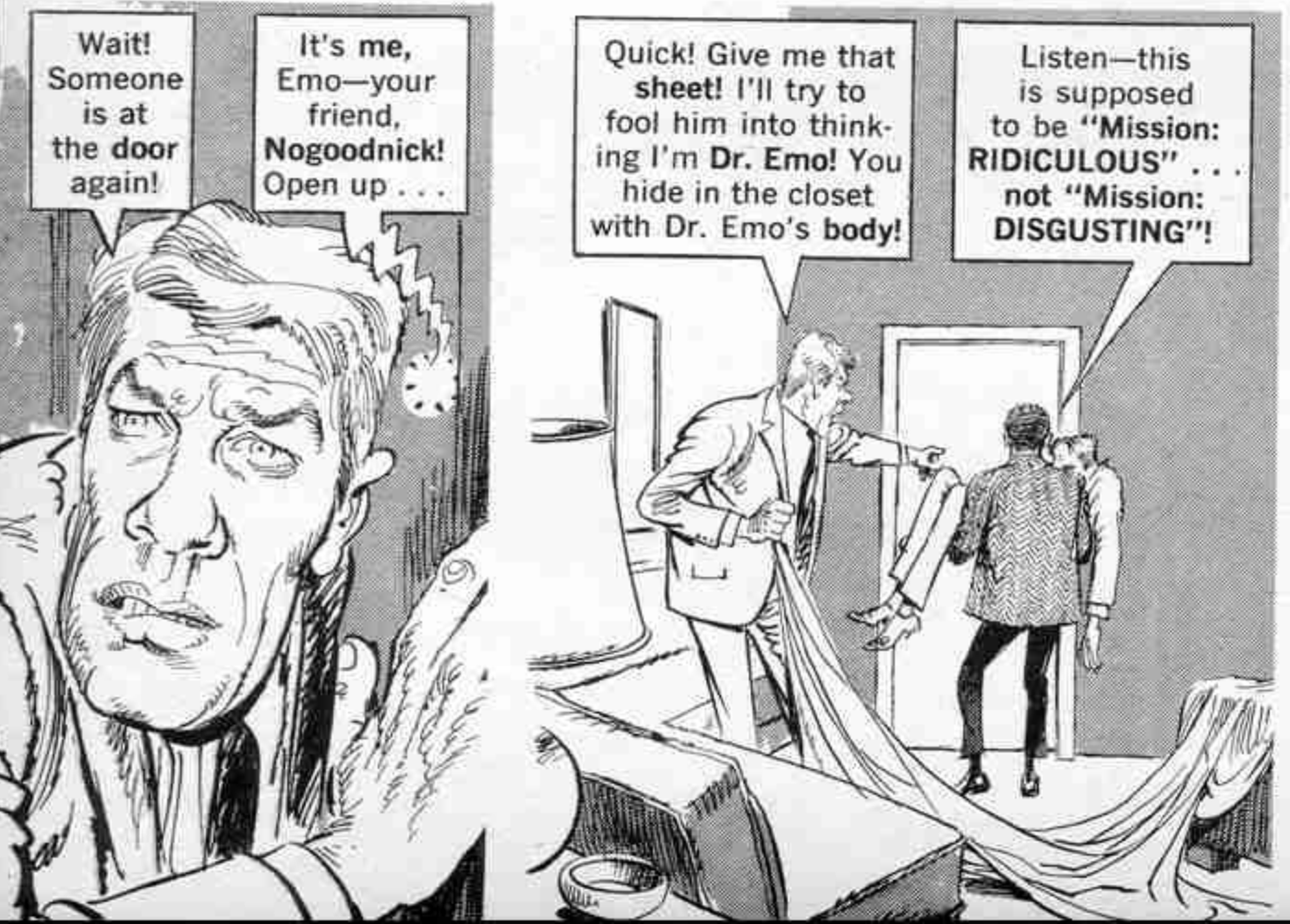
Okay, I'm finished splicing the tape! Listen—

Goot evening, girls! It iss a brand nu—clear day ... perfect for goink—fission!

If you close your eyes, does it sound like Dr. Emo talking normally?

Only if I also close my ears!

KNOCK! KNOCK!

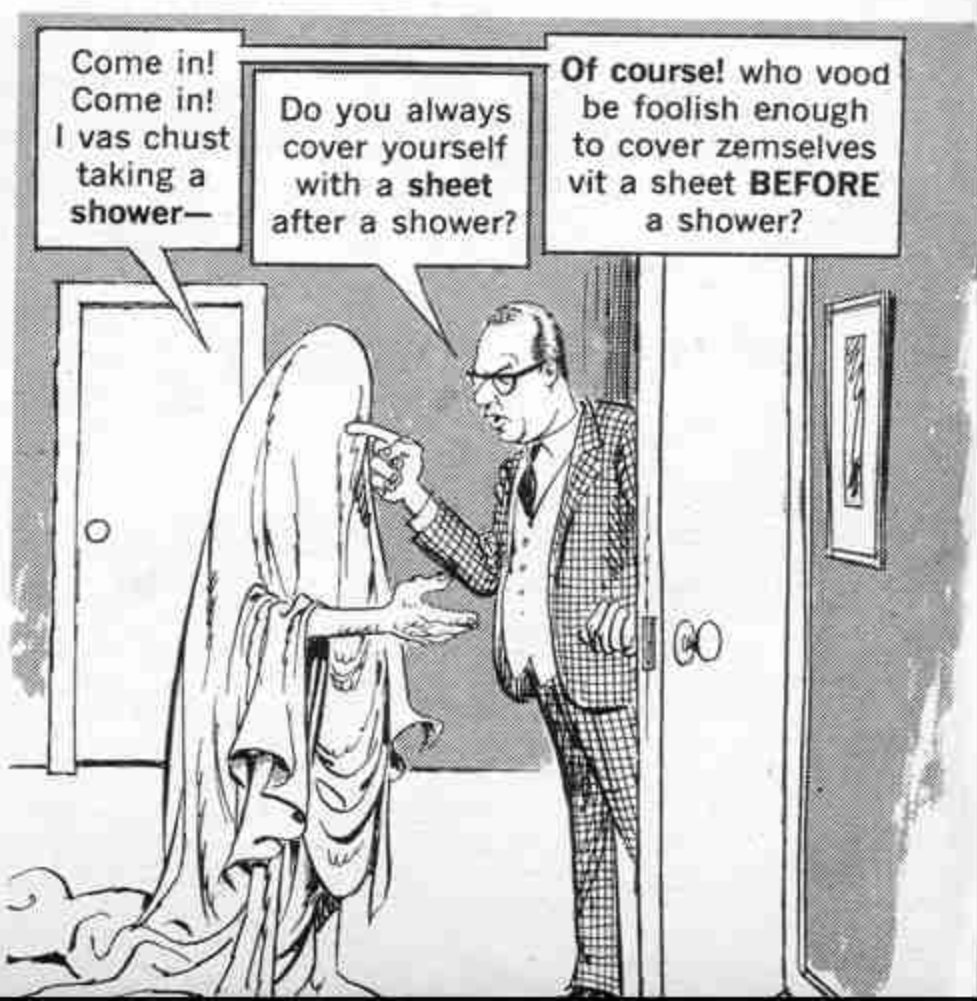


Wait! Someone is at the door again!

It's me, Emo—your friend, Nogoodnick! Open up ...

Quick! Give me that sheet! I'll try to fool him into thinking I'm Dr. Emo! You hide in the closet with Dr. Emo's body!

Listen—this is supposed to be "Mission: RIDICULOUS" ... not "Mission: DISGUSTING"!

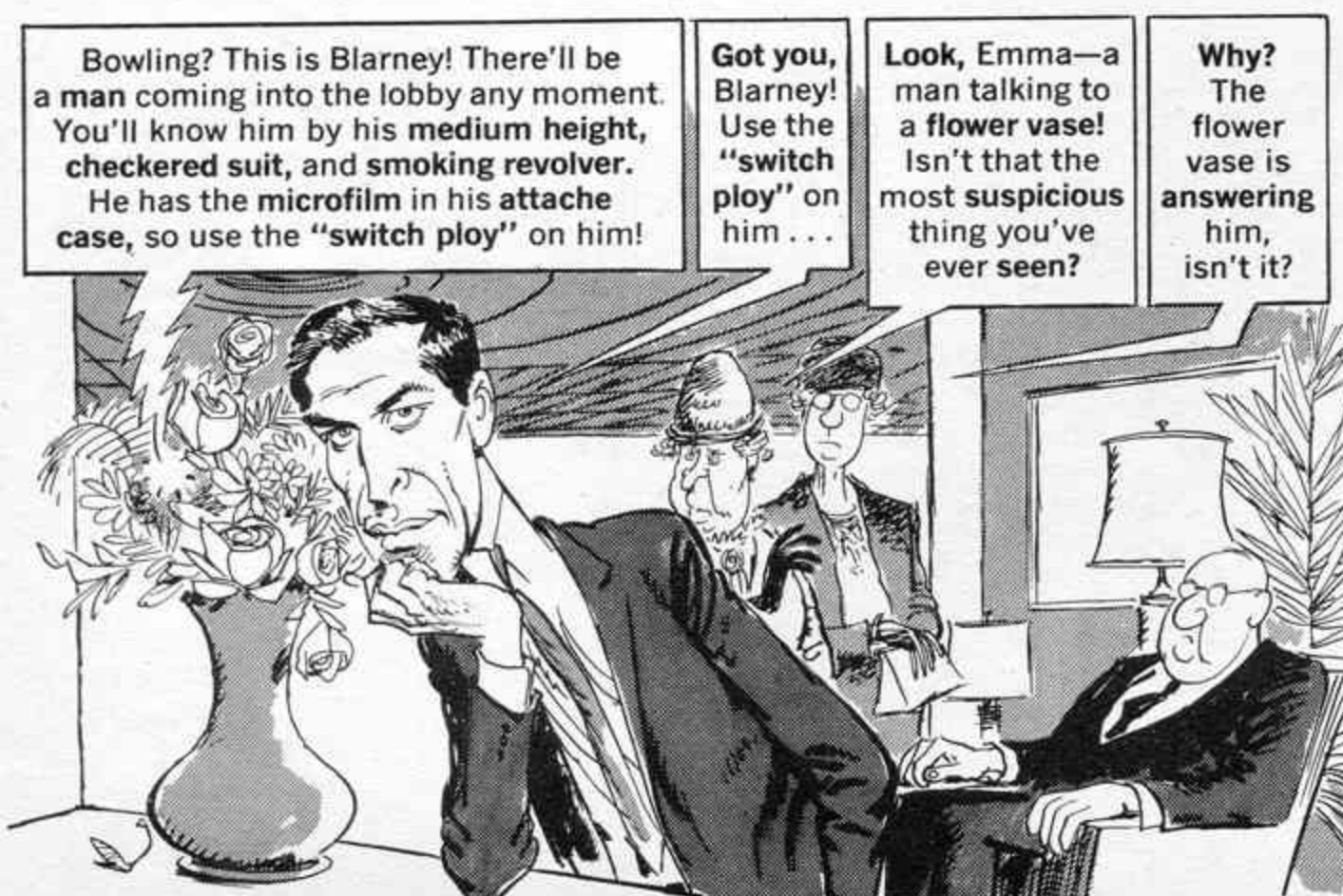
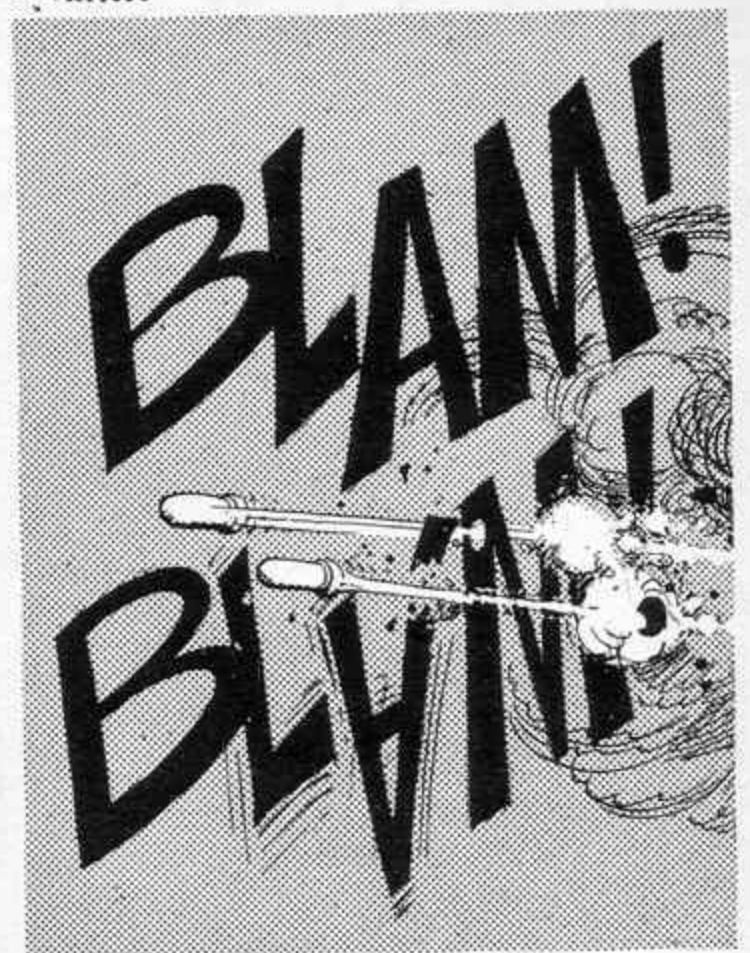


Come in! Come in! I vas chust taking a shower—

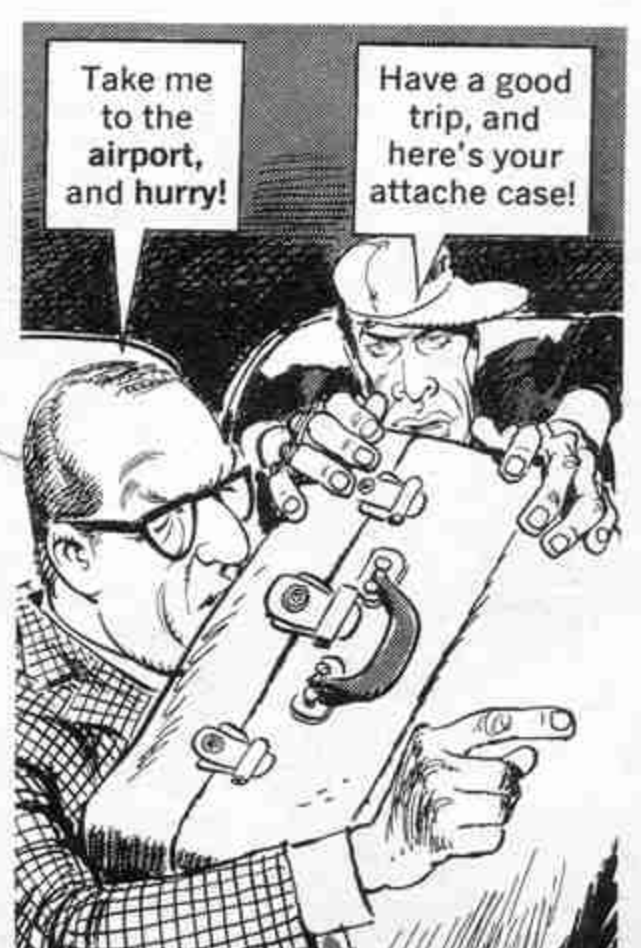
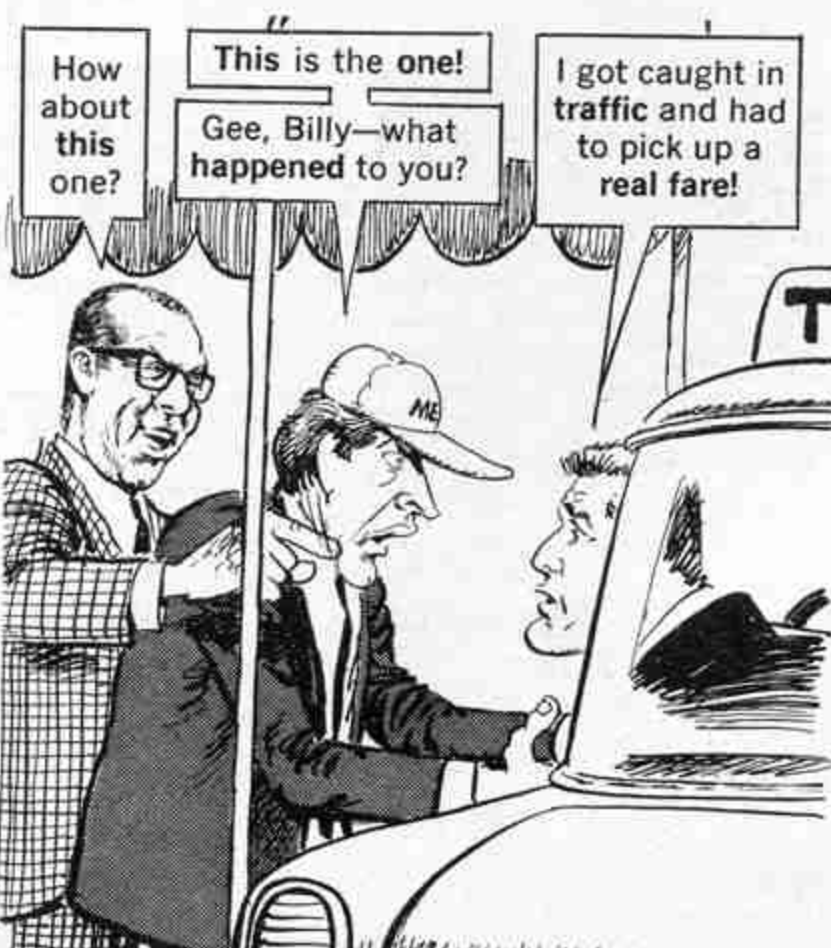
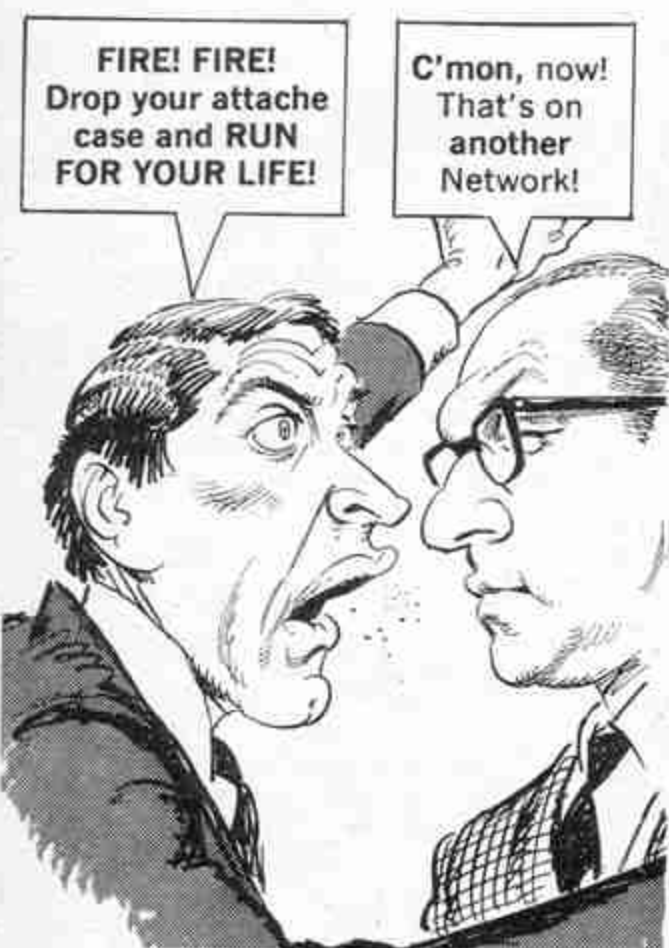
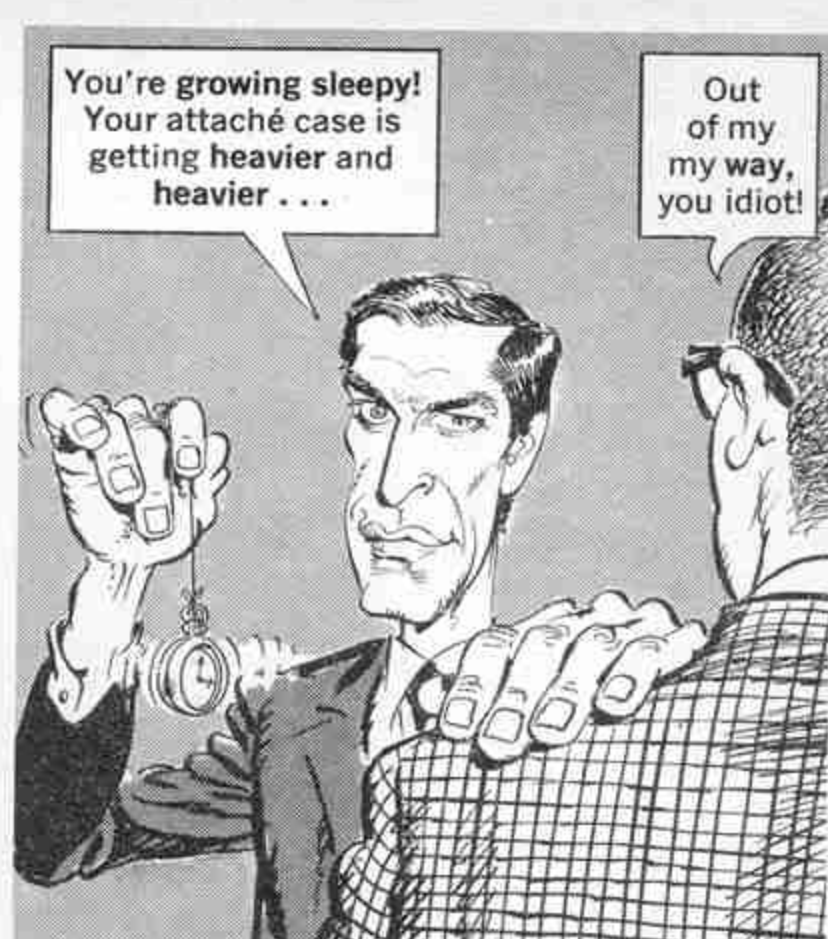
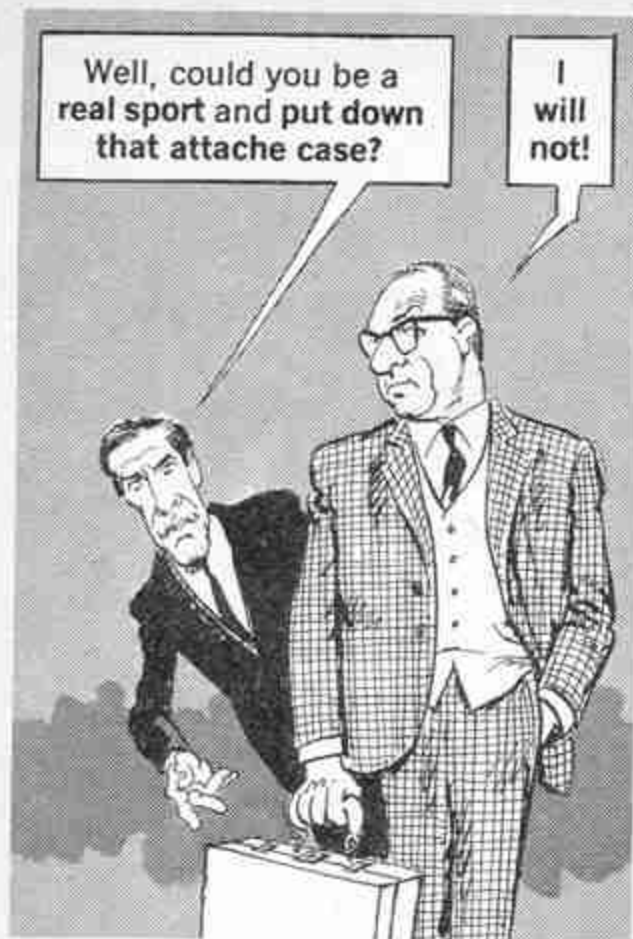
Do you always cover yourself with a sheet after a shower?

Of course! who vood be foolish enough to cover zemselves vit a sheet BEFORE a shower?

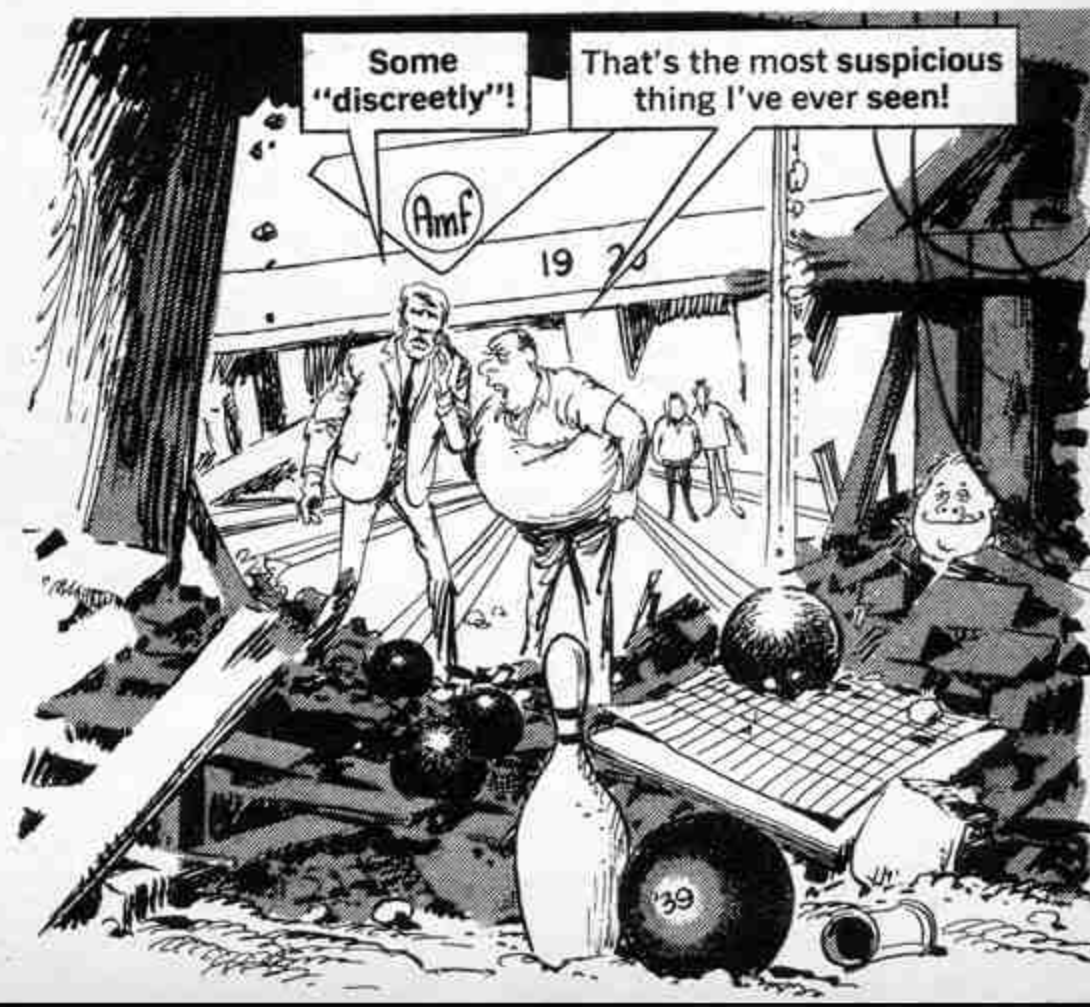
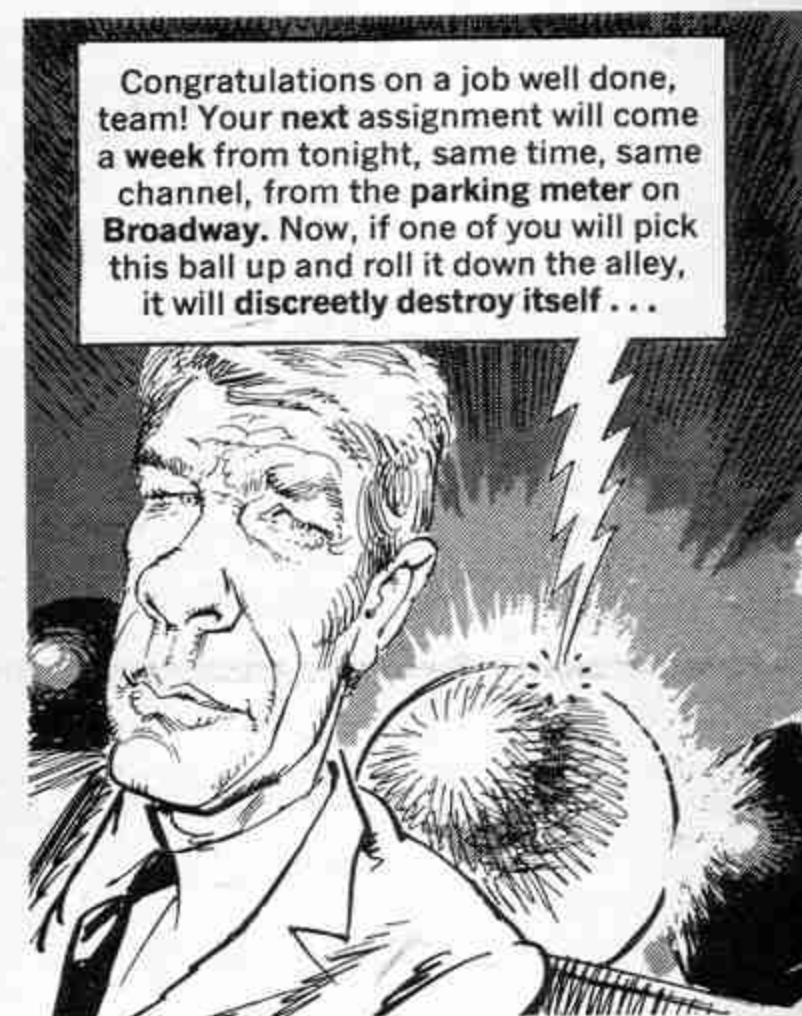
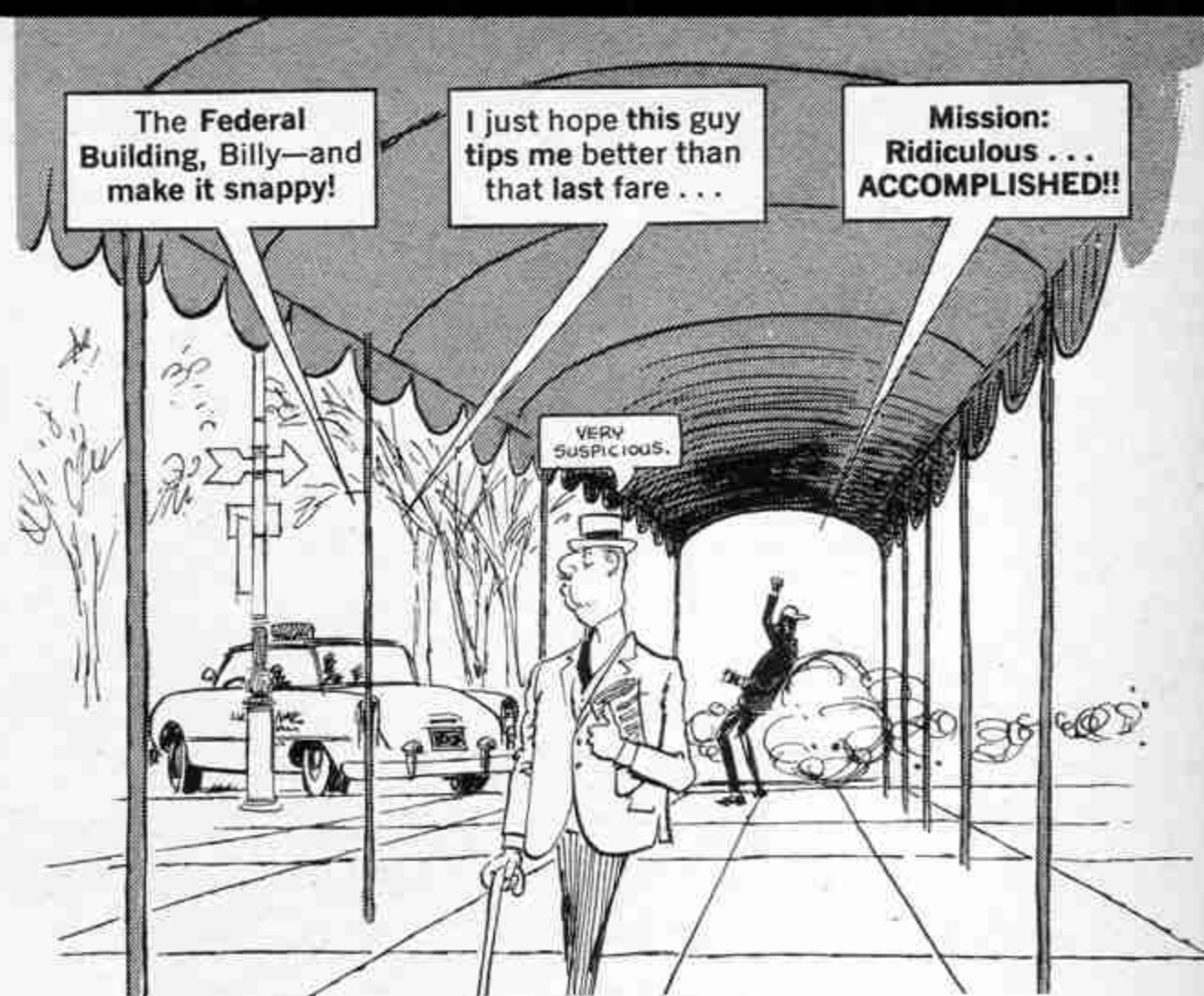
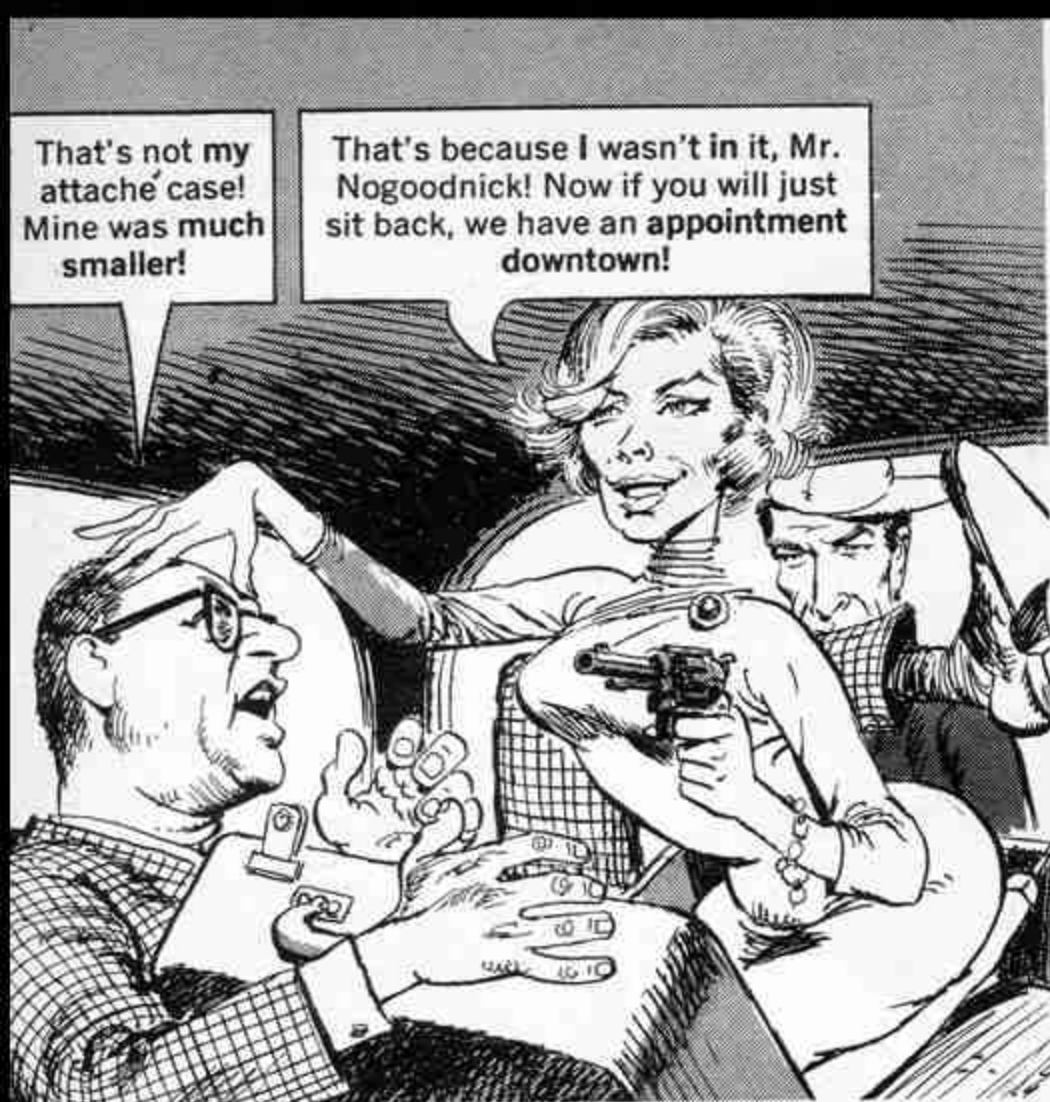














# CITY'S LIMIT DEPT.

Ask nine out of ten parents the reason they moved to the suburbs, and they'll say, "We did it for the kids!" And so, for you city-dwellers who still haven't made the move, MAD presents an investigation into

# Th

There is a great deal of prejudice in the city:



There is practically no prejudice in the suburbs:



In the city, people are suspicious of strangers:



In the suburbs, the doors are open to everybody:



In the city, schoolroom conditions are impossible:



In the suburbs, schoolrooms are clean and modern:





# e Advantages of the Suburbs for KIDS KIDS

ARTIST: PAUL COKER, JR.  
WRITER: LARRY SIEGEL

Kids in the city are constantly forced to breathe foul, contaminated and polluted urban atmosphere:



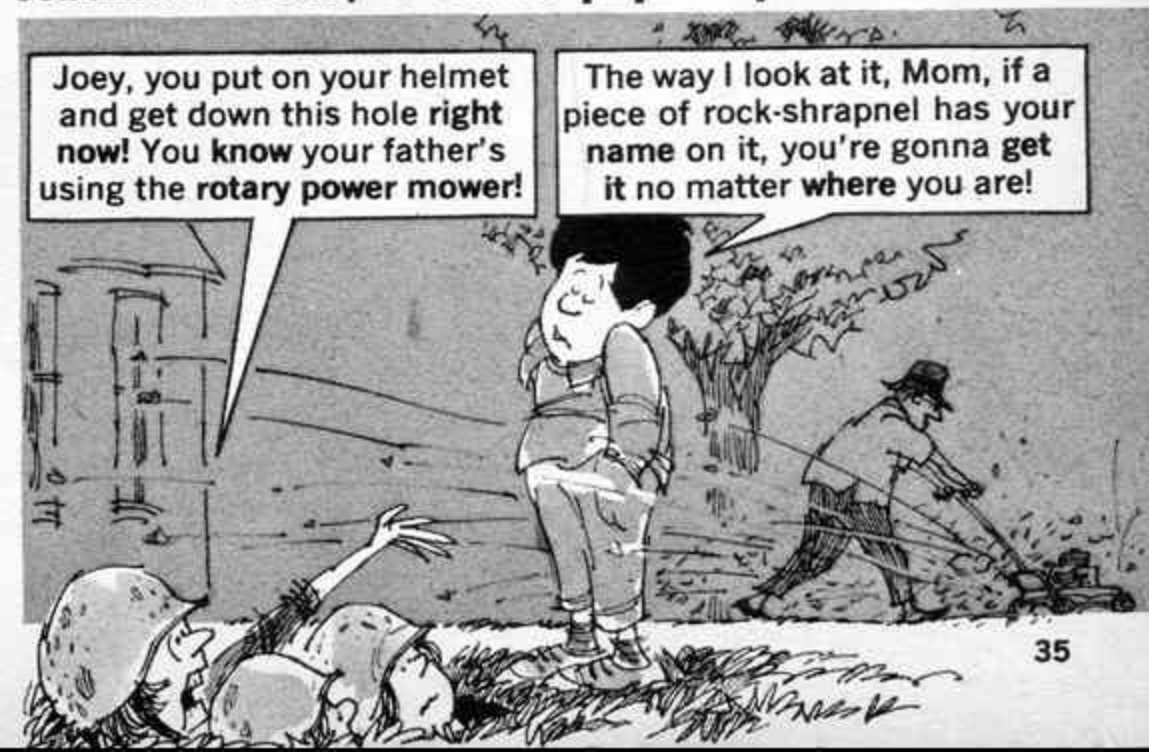
A kid is physically unsafe and actually takes his life in his hands when he goes on any city street:



There is very little gasoline exhaust fumes and incinerator smoke fouling the suburban atmosphere:



Since there is very little mugging and traffic on suburban streets, a kid is physically much safer:





**Apartments in the city are usually very small, so there is little room for the kids to play in them:**



**Fortunately for the kids in the suburbs, homes are usually very large, with spacious and airy rooms:**



**With space at a premium and thin walls, it's hard for teenagers to have decent parties in the city:**



**With all that room and seclusion, it's easier for teenagers to have those parties in suburban homes:**



**City teenagers on dates have very little privacy:**



**Suburban teenagers on dates have privacy of cars:**



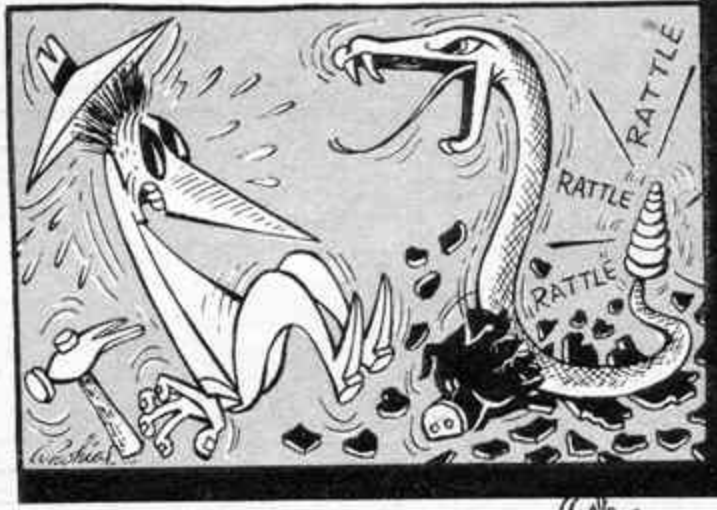
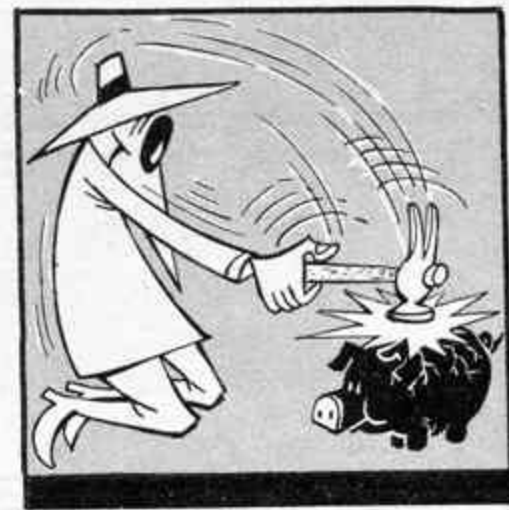
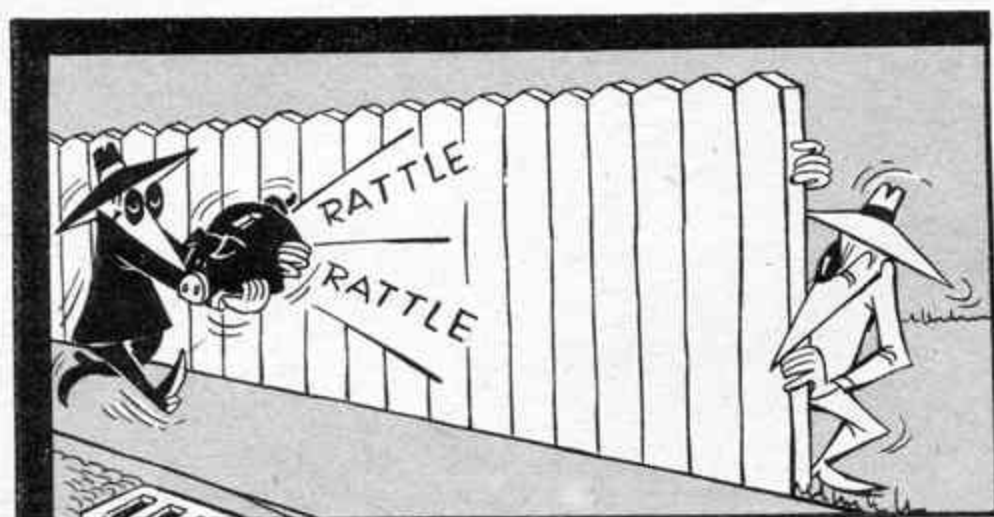
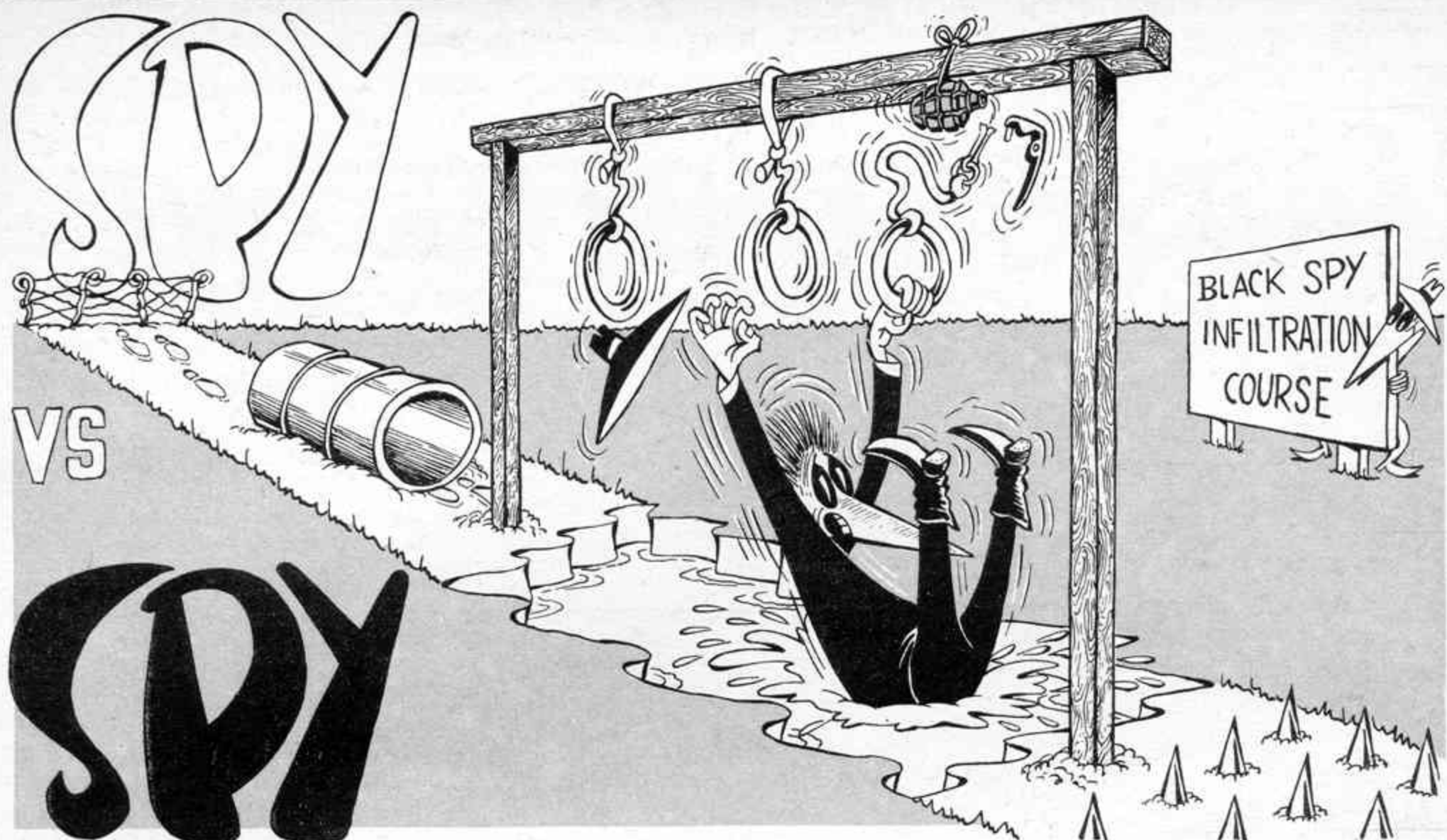
**In the city, parents are often out having fun . . . which leads to unsupervised kids . . . and trouble:**



**In the suburbs, most parental fun is concentrated right in the home . . . which is healthier for kids:**









**PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.**

Are you reading a magazine? Are you reading MAD magazine? Are you reading the introduction to this article? Then you know what "stupid questions" are!

We just asked three of the stupidest! Are you sick and tired of being asked stupid questions? We mean the kind to which the answers are painfully obvious.

# MAD'S SNAPPY ANSWERS

GONNA PLAY SOME GOLF?



No, tennis—but I'm so good, my opponents insist that I carry this on my back as a handicap!

No, sky-diving—and this is the latest design in parachutes!

No, fishing—I just stand in the water and hit them with a club!

-----

DID THAT HURT?



No, but I'm deeply concerned about the damage you may have done to the chair when your drill came out the back of my neck!

No, I thoroughly enjoyed it! But then, I'm a masochist, you know!

No, I always retch, scream and cry when I'm happy!

-----

CAN I PARK HERE?



Oh, sure! YOU can... but your car can't.

Of course! And after that, you can park right near another sign like it in front of the City Traffic Court!

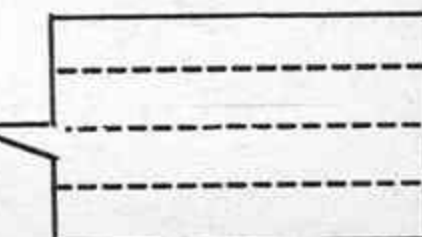
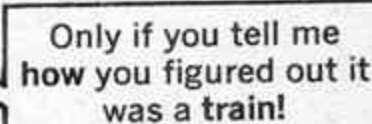
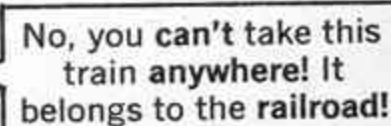
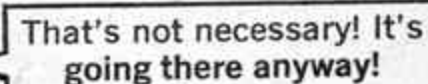
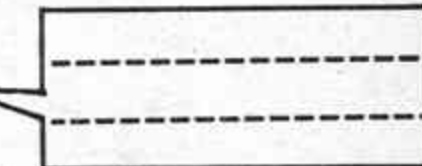
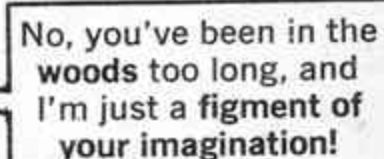
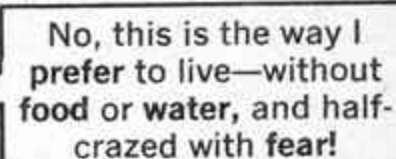
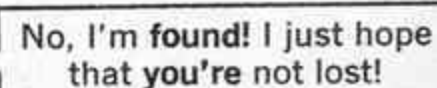
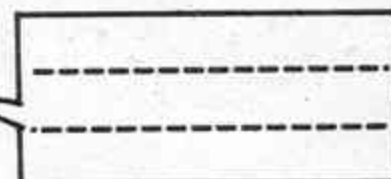
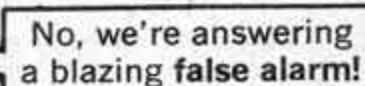
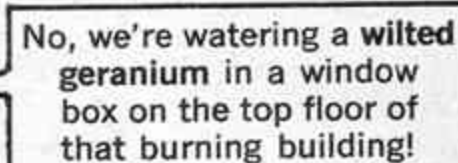
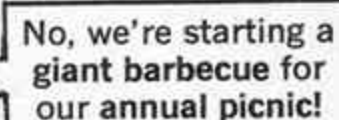
Why not!? Just because spineless idiots like me park their cars in garages at exorbitant prices is no reason why brave smart guys like you should have to put up with such nonsense!

-----



**very same subject (by Al Jaffee) that we ran several issues back. So is the up-coming MAD paperback book (by Al Jaffee), containing an all-new collection of**

ARTIST & WRITER: AL JAFFEE





MY, YOU'VE GROWN,  
HAVEN'T YOU?



Grown what?

Yes, and I do wish people  
wouldn't keep reminding  
me! I had my heart set  
on being a midget!

Oh, is that what it is!?  
I thought you'd shrunk!

IS THAT A ZEBRA?

ZEBRA

ZOO  
RULES



No, it's an escaped  
convict horse!

No, it's a tiger  
doing a very good  
impersonation of  
a mule!

No, it's a black pony that  
leaned against a freshly  
painted white picket fence!

GOING SKIING?



No, I'm going  
leg-breaking!

No, I'm going surfing,  
but I have to get over  
this snow mountain to  
get to the beach!

No, it's just that I  
have these unusually  
large flat feet!

ARE YOU GARDENING?



No, I'm having a friendly  
chat with a petunia seed!

No, I'm playing leap frog, but  
everybody else went home!

No, I'm waiting for the Queen  
to come by and knight me!

Jaffee



**TURN ON, TUNE IN, DROP DEAD DEPT.**

THERE'S A WILD NEW GROUP OF PEOPLE WHO HAVE BECOME PROMINENT IN AMERICA RECENTLY. THEY HAVE THEIR OWN UNIQUE LANGUAGE, THEIR OWN STRANGE BEHAVIOR, AND THEIR OWN BIZARRE PHILOSOPHY WHICH IS COMPLETELY MISUNDERSTOOD BY MANY OLDSTERS. THE GROUP IS KNOWN AS "MODERATE REPUBLICANS". HOWEVER, IN ADDITION TO THOSE CREEPS, THERE IS ANOTHER WEIRD SUB-CULTURE WITH ANOTHER SET OF HANG-UPS. THIS GROUP IS KNOWN AS "HIPPIES". THEY'RE EVEN MORE MISUNDERSTOOD THAN "MODERATE REPUBLICANS". AND SO, AS A PUBLIC SERVICE—SO THAT THEY WILL BE MISUNDERSTOOD EVEN MORE SO, MAD MAGAZINE PRESENTS . . .

APRIL 1968 35 CUBES


# HIPPIE

THE MAGAZINE THAT TURNS YOU ON  
(... if you're cool enough to light it up and smoke it!)

**Turned On,  
Tuned In,  
And  
Broke Out!**  
The Confessions  
Of A Teeny-Bopper  
With Acne

**Is Free  
Love  
Worth  
It?**

New Gimmick Making The Scene:  
**LSD On Saccharin  
Tablets For  
Diabetic Tripsters**



**What To Do  
About God After  
You Finally  
Find Him**

**20 New  
Middle-Class  
Occupations  
You Can  
Put Down**

**"I FOUND NIRVANA  
IN A RENTED LOFT  
ON HAIGHT STREET"**

**SPECIAL FULL-COLOR FEATURE**

**42 Flower Arrangements For Your Head**

**"What's All This Nonsense About  
LSD Affecting Our Chromosomes?"**  
By Samantha  
Bleeckerstreet,  
Mother of the famous  
"Siamese Sextuplets."

ARTIST: GEORGE WOODBRIDGE

WRITER: ARNIE KOGEN

THIS  
BLASTING  
IS  
CONDEMNED



A MOTION PICTURE SO BRUTALLY FRANK AND SO SHOCKING THAT ONLY A WIGGED-OUT PRODUCER LIKE NIRVANA E. LEVINE WOULD DARE MAKE IT!

Psychedelic Pictures Present:

# The Wild Freakout Acid Trip At The Hippie Teeny-Bopper Love-In Orgy On The Strip

Formerly Titled: "I Found My Tender Love In San Francisco"

IN GLORIOUS 70mm SIN-EMASCOPE AND STARTLING LSD-COLOR!



Starring

Peter Fonda

as "Honda"

Andy Warhol

as "Soupy"

Paul Krassner

as "The Dreamer"

Joe Pepitone

as "Fungo"

and introducing GOD in His first important role . . . as "President Johnson"

SEE: 10,000 WILD-EYED HIPPIES FLOGGING EACH OTHER INTO INSENSIBILITY WITH THEIR HAIR



SEE: 12,000 SCREAMING TEENY-BOPPERS FIGHTING FOR THE BLANKET IN THE ONE BED THEY SHARE



SEE: 15,000 BERSERK DIGGERS GROVELING FOR A ROACH THAT FELL DOWN A SEWER ON N. Y.'S EAST SIDE



SEE: 8 CRAZY USHERS LEAD YOU TO YOUR SEAT USING A PSYCHEDELIC STROBE LIGHT TO PUT YOU ON



THREE FULL DAYS IN THE MAKING!

FILMED ON LOCATION IN WARREN BEATTY'S RUMPUS ROOM

42 Recommended For Mature Hippies Only No One Will Be Seated During The Last Five Orgies

## HIPPIE CLASSIFIED ADS

**FOR SALE:** Extra-Large Banana, almost like new, smoked only once by a Little Old Lady Hippie on the lower East Side. Box H79

**39 MALE HIPPIES, 4 FEMALE HIPPIES,** seek 5 Female Hippies to share one-room pad on Haight St. All replies confidential. Our Landlord knows about this ad. Box H81

**WILL TRADE** three locks of Allen Ginsberg's beard for one swatch from Timothy Leary's toga. Box H82

**YOUNG MALE HIPPIE,** leaving for India to find God, desires Young Female Traveling Companion in case I don't connect. Box H83

**GREENWICH VILLAGE HIPPIE** seeks trip to West Coast. I'll stay here. You drive my mind to California. Week of July 7th. Box H85

**RAGA ROCK GROUP** trio seeks fourth member, to explain the melodies to us. Box H87

**MALE HIPPIE WITH ONE LEG** seeks Female Hippie with One Leg. Object: Real out-of-sight Boogaloo. Box H89

**LET US HANDLE YOUR NEXT LSD TRIP.** Avoid Freakouts. We make all necessary arrangements. Hallucinations carefully planned. The Turned-On Travel Agency. Box H90

**HELP! I AM BEING HELD PRISONER** in my Hi-Fi and TV-equipped own room in the suburban home of my materialistic, conformist parents. Box H92

**FREE GUIDE TO 101 MOUNTAINS** where you can dwell, meditate, turn on, groove and hold orgies—including several active volcanos. Box H93

**COMPLETE WORDS AND MUSIC** to 97 Buddhist Chants. Only \$2.50. Box H98

**THROW AWAY THAT TRUSS!** Exciting new cure for hernias resulting from Yoga Lotus Position. Box H111

**LET US CATER YOUR NEXT POT PARTY.** Why fuss? Estimates cheerfully given. Dietary Laws strictly observed. Write: Leo's Psychedelica-tesen. Box H112

**LOOKING FOR GOD?** I will tell you where to find Him. No kidding, I know where He's at, and who He is. \$1.00 gets this information. Your money back in 7 days if you're not completely satisfied with Him. Box H115

**MELVIN, YOU'VE GOT TO COME HOME!** We understand why you dropped out of our hypocritical conformist existence devoted to the acquisition of material things, to tune in on the peace, brotherhood and psychedelic joys of the turned-on Hippie Movement. It's just that we can no longer afford to send you the money you need to stay there. Mother and Dad.



I Had Tried Every Kick There Was!

I Had Seen It All!

And Then...

THIS MONTH'S  
PRIZE-WINNING  
**HIPPIE**  
CONFESSION  
STORY

# I DISCOVERED A WILD NEW VIBRATION

by Raga Hotchkiss

I had been one of the original "flower-children". I had put my parents down when I was 2, gone into retreat at 2½, and blown my mind on "LSD-Pabulum" at 3.

I had meditated on every mountain, including Mt. Vesuvius—where I'd grooved a minor eruption while shouting "Sock It To Me, Baby!" I had "switched on" and "found my thing" with the great Hippie Philosophers, like Socrates and Nietzsche and Buddha—not only reading them, but *dating* them as well! (I was on uncut morphine at that time!)

I had grooved on STP tabs, tripped on LSD, flown on hashish, smoked bananas, and inhaled the glue from airplanes! Real airplanes! TWA jets! While they were still in flight!

I had even freaked out on the 29th flavor at the Haight-Ashbury Howard Johnson's!

I had done it all! Seen it all! Now, at 15, I was ready for wilder, more mature kicks. I was seeking a brand new trip, elsewhere. And then, suddenly, one day I found it.

Suddenly, one day, I felt this WILD, NEW, FAR-OUT, MIND-BLOWING VIBRATION.

You see, I was walking barefoot through Tompkins Square Park in the rain at the time. I was wearing strand upon strand of those little metallic beads around my neck, and string upon string of those little metallic bells around my feet. And suddenly, there was this ear-splitting *clap of thunder*, like, right over my head... and this *blinding lightning flash*!

Before I knew it, I was (CONT. ON PAGE 57)





# The Hippie HALL OF SHAME

The Hippies below have been placed on our Dishonor Roll and blacklisted from the following Hippie Communities: The East Village in N. Y., Haight-Ashbury in S. F., Fire Island on L. I., Sunset Blvd. in L. A. and Munchkin Land in Oz. They have turned on to activities detrimental to our movement and should be avoided at all costs. Do not . . . repeat . . . DO NOT feed them or let them sleep in your pad.

**MOHAMMAD TISHMAN**  
Tompkins Square Park



For  
burning  
incense  
at a  
suburban  
barbecue  
lawn party

**GAUGAIN GREENSPAN**  
Greenwich Village



For  
coming  
to a  
love-in  
with  
his own  
date

**MANDALA O'TOOLE**  
Haight-Ashbury



For  
smoking  
a  
cigarette  
with a  
brand-name  
on it

**SAROD COWZNOFSKI**  
Fire Island



For  
taking  
an  
LSD trip  
and  
seeing  
his parents

**ZEN RAPPAPORT**  
Ocean Beach



For  
being  
over  
thirty  
years  
of  
age

# ASK ABBA

Advice  
To The  
Up Tight



Each issue, Abba Bennadam answers the questions of the uptight, the turned-on, the freaked-out, the hung-up and the far-mished. Abba Bennadam is a Mystic, a Seer, a Prophet, a Poet, a Free-Thinker and an Aluminum Storm Door Salesman. Abba Bennadam is also a very wise man. Because he realizes that you can't make a living as a Mystic, a Seer, a Prophet, a Poet or a Free-Thinker . . . only as an Aluminum Storm Door Salesman.

Dear Abba:

I am planning to take my first mind-expanding "trip". But I have been warned that LSD is habit-forming. Is this true?

Bugged  
San Francisco, Cal.

Dear Bugged:

*I have been taking mind-expanding LSD trips every day for the past 11 years, and I haven't found it habit-forming.*

Dear Abba:

Like, I am hip. Can you help me. I am looking for some wild new vibration. I would prefer something relating to the Far Eastern cults. Do you have any suggestions?

Hopped-Up  
St. Louis, Mo.

Dear Hopped-Up:

*Try sticking your head between two Chinese gongs.*

Dear Abba:

Enclosed is my picture. I am an Acid-Head living on Fire Island, N. Y. Recently, my Doctor informed me that I was pregnant. I have heard that LSD can affect the chromosomes. Since I take LSD trips regularly, do you think that this may endanger my pregnancy?

Worried  
Cherry Grove, N. Y.

Dear Worried:

*Ordinarily, no. But in your case, Sir, there may be some complications.*

Dear Abba:

I have tuned in on a wild new emotional trip and I think it's wonderful. Instead of the fleeting, impersonal, violent, unfeeling, dispassionate love many hedonist Hippies turn on to just for kicks, when I make love I try to make it into something beautiful and precious and close. What do you think?

At Peace  
Greenwich Village, N. Y.

Dear At Peace:

*I think that's disgusting!*

Dear Abba:

I am approaching 30, and I still haven't found God! Man, I'm getting uptight over it! How and where can I find Him?

Rattled  
Chicago, Ill.

Dear Rattled:

*Don't lose your cool. I'll tell Him you're looking for Him the next time I see Him.*

Dear Abba:

Last week, I really took a bad "trip". First I saw my body cut into hundreds of pieces. Then I saw my nose under my lip and one eye missing. Then I saw my skin turn blue, then green, then purple. What was I on?

Freaked-Out  
New York City

Dear Freaked-Out:

*You were on the second floor of the Museum of Modern Art, and that was a Picasso you were looking at.*

Dear Abba:

I've smoked bananas, morning glory seeds, grapefruit rinds, grass (not pot, but "crab"), melons, prune pits . . . just about anything you can name. Now, some cat tells me I can groove with salmon. I think he's putting me on. So, clue me, Man! Ever, like, smoked salmon?

Hassled  
Denver, Colo.

Dear Hassled:

*No, but I once dug pickled lox!*

Dear Abba:

Baby, like, I'm woke you copped a plea with the fuzz when they strung you out after turning on to boo and grooving with acid in your pad with this out of sight chick who was tripping on STP but couldn't cool it because she was strapped for bread and lacking the universal oom. So I put you down!

Switched-On  
San Francisco, Cal.

Dear Switched-On:

*Stop talking like a child!*

Dear Abba:

Our teenage son has run away from our Bleecker Street pad and is now living in a split-level house in suburban Larchmont, where he is taking trips in a 1968 Ford Mustang, dressing in the latest "Mod" fashions, and, worst of all, working for money to pay for these things. Where did we go wrong?

Strung Out  
Greenwich Village, N. Y.

Dear Strung-Out:

*You wiggled out somewhere along the line. If you'd provided him with a normal, dirty, loft environment, shown an interest in his free-love problems, and supplied him with the things he really needed, like hashish and STP pills, perhaps he wouldn't have split the scene for a rebellious life in suburbia.*



**IN THE WAY OF EXPL ANATION**  
**READER: FOR THE NON-HIPPIE**

"Uptight" means, like, a bad scene. It's when you're hung up, or wiggled out, or you can't make it. We all get "uptight" once in a while. Here are some grooving examples of "uptight":

# "UPTIGHT" IS A DRY SUGAR CUBE

by Abu  
Schulz

UPTIGHT is...



... seeing lilies-of-the-valley sprout from the Marijuana seeds you planted.

UPTIGHT is...



... having the light go out on the "joint" ... just as it gets to you.

UPTIGHT is...



... walking along the Berkeley campus and bumping into Gov. Ronald Reagan.

UPTIGHT is...



... looking around and seeing Bert Parks at your "pot" party.

UPTIGHT is...



... discovering that the flower you've been carrying in your hand for two months is actually poison sumac.

UPTIGHT is...



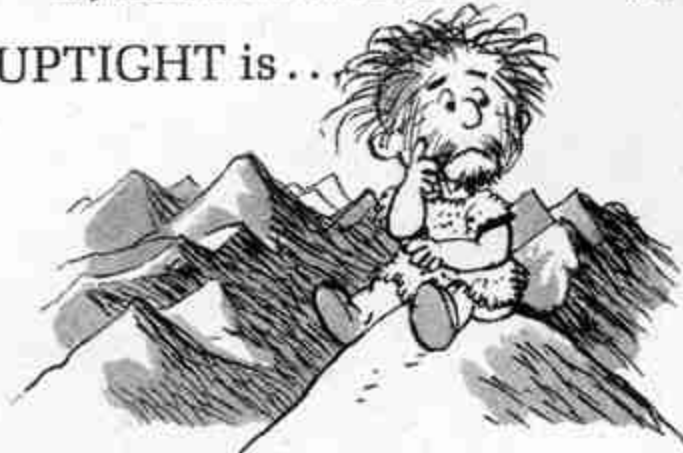
... taking an LSD trip and seeing "The Mormon Tabernacle Choir".

UPTIGHT is...



... finding out that Toledo Ohio is "... where it's at!"

UPTIGHT is...



... climbing a mountain in Tibet to meditate, and then forgetting what you went up there for.

UPTIGHT is...



... saying "Sock it to me, baby!" and then discovering it's Mohammad Ali.

UPTIGHT is...



... discovering the flowers in your hair attract wasps.

UPTIGHT is...



... carrying the "papoose" on your back for twenty blocks, and then turning around and discovering there ain't no baby.

UPTIGHT is...



... contemplating your navel while on LSD, and watching as your appendix starts coming out of it.



# WHAT THEY ARE SAYING

## Philosophical Gems Overheard In Hippie Communities

**Omar Ferdlip**

FREE-LANCE HEDONIST

... upon his return to the Haight-Ashbury scene after spending fourteen months meditating by himself on the top of Mount Shasta in California:

"Daisies have become the major force in my life!"



**Shah Bernbaum**

PROFESSIONAL HIPPIE

... after being stopped by a tourist who gazed at his shredded Army coat, the garland of petunias in his hair, the filth on his bare feet, the spittle on his lips and the mud in his beard—and then asked him what he was trying to prove, just shrugged and said:

"All I can do is try to be beautiful!"



**Samantha Gurney**

TOPLESS FREE-VERSE POET

... after being discovered living in the third floor bathroom linen closet of the East Village Y.M.C.A., and was asked by cops how come she was there:

"Man, everybody has got to be someplace!"



**Ecstasy Wainwright**

FULL-TIME DROP-OUT FROM LIFE

... after being told that his father had just been elected President of a giant corporation with a salary of \$175,000-a-year, plus a \$100,000 stock-option plan, an unlimited expense account, a luxurious \$80,000 home and a new company-owned car:

"Like, that's HIS hang-up!"



**Myron The Messiah**

PROPHET AND FLUTE REPAIRMAN

... asked why he had pelted National Guard Troops with flowers during a riot, and then set fire to himself in protest by leaping barefoot into the steaming hot-fat-vats of a Chicken Delight delivery truck, just smiled:

"Look... that just happens to be my thing!"



**Moses M. Stash**

UNEMPLOYED RAGA COMPOSER AND DRIFTER

... while passing through a typical square suburban community and seeing a well-groomed teenage boy and a modestly-dressed teenage girl holding hands and gazing at each other while sipping sodas at a corner drug store:

"Lord, what is happening to our youth today?!"



# Hippie Happenings

## What's Grooving Around Hippie Communities

by Charisma Berkowitz  
WHO TELLS IT LIKE IT IS

**WILD SIGHTS ABOUT TOWN:** SAHIB NESBIT drilling a hole in his cranium. He's looking for a permanent turn-on... SINAI BOTCHKINS, at a Hindu "happening", trying to quote the Guru with a mouthful of Hashish... SAMANTHA SACKS and DESDEMONA TRESS pelting each other with pussy willows, and breaking out in a rash... Hippie cut-up RAMA DOUD, trying for laughs by emptying a sack of Farina on SITAR TWEEDY while shouting "Flour Power!" (He didn't get any!)... ANGIE THE OX, SALLY THE SLOB, MURRAY THE UNCLEAN, RIVA THE RAGGED and CHICKIE THE FUZZ among the "Beautiful People" strolling barefoot through the scene.

**FURD FLACCID** is being consoled by friends after returning from a "bad trip". Not a bad LSD trip. Furd went home to visit his family... MADMAN MILLBURN, looking for new kicks, tried injecting alphabet soup in his veins and broke out in four-letter words... WILLIE THE WANDERER moved from his loft on Bleecker Street and is now living in a garbage can in Tompkins Square Park. And the best thing is he only has to share it with two other Hippies... KORAN CALIBASH finally took a haircut. He had it trimmed right up to his shoulders... DRACHMA THE DIGGER has made arrangements for starving N. Y. Hippies to receive food packages from Vietnam War Orphans. Good grooving, Drachma!

**DIP YOUR PEN IN ACID**, and write to the following shut-ins: JOJO BOTTOMSLEY, recuperating in his pad. JoJo tried to smoke a banana the hard way. While it was still in the Gorilla's mouth!... Also to RASHA NASHER, who took a double dose of LSD so he'd be sure to make a "round-trip"... Also to BABYJANE FLAUM, who got a hernia carrying the papoose on her back. Seems the baby wasn't in it, but her old man was!... Also to the 47 Hippies who were hurt in that terrible crash. Their bed collapsed!... Also to MARA, MAJA and SHAH, three local "tripsters" who took LSD together and saw MANNY, MOE and SHEMP—The Three Stooges! Man, what a bad trip!

**MONK ROSNER**, Raga Flute Player is going into retreat to contemplate Robert Goulet... NIRVANA NUSSBAUM is planning to run for President on the "Like" ticket. Seems he isn't popular enough yet to run on the "Love" ticket... MOGID REILLY is putting the finishing touches on his new book: "How To Live in Haight-Ashbury on \$15.00 a Year"... Orchids to Raga Rock Composer SCIMITAR BUNNIGER! Not that he's doing such a good job on his music. It's just that he loves to wear them in his hair... **ADD TO OUR "LOOK-ALIKES":** NORMA ZILCH, swinging new East Village teeny-bopper runaway from Great Neck, L. I. and ALLEN GINSBERG... **RUMOR OF THE MONTH:** Smoking pot will become legal. The hang-up is: getting high will be outlawed!

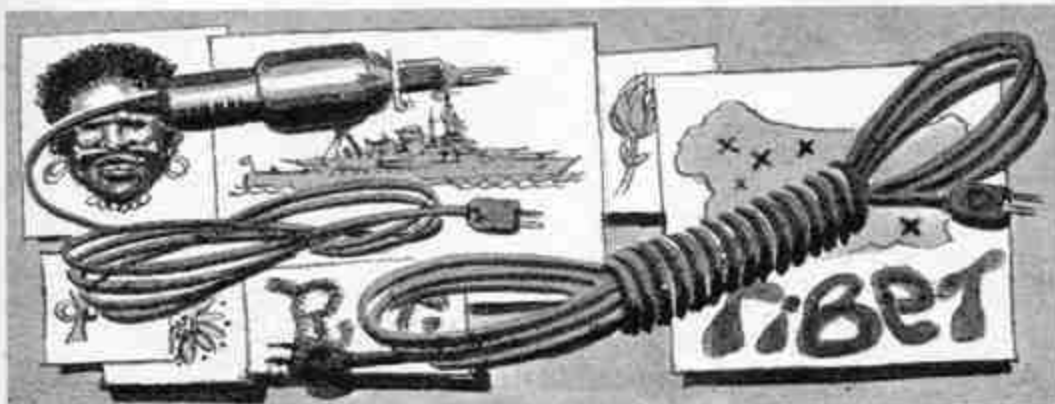


# THE TURNED-ON GIFT GUIDE

For The Hippie Who Has Nothing

You may order any of these items direct from HIPPIE MAGAZINE. There are no prices quoted. Send us as much bread as you can. Not MONEY... real bread! Rye, Pumpernickel, anything! From this business, we can starve!

## Do-It-Yourself Tattoo Kit



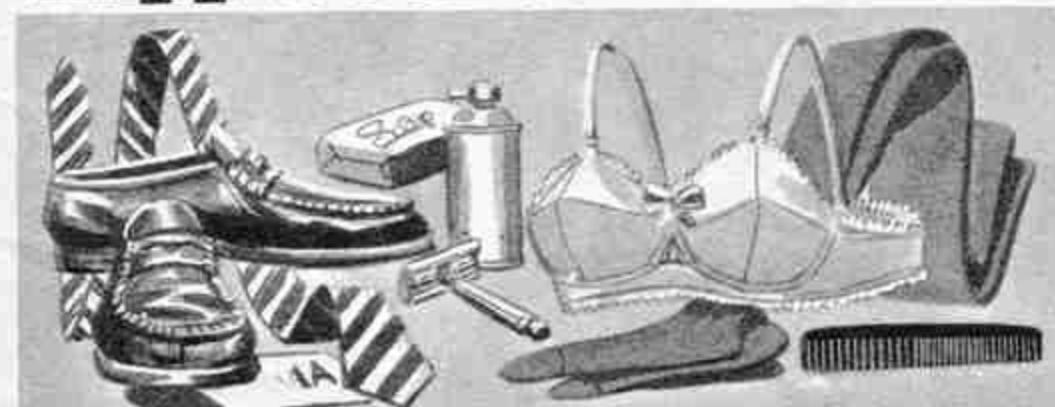
Now you can decorate yourself in the latest Hippie designs—permanently! Comes complete with electric needle, extra-long extension cord (so if you don't have electricity, you can plug it into the lamppost outside your loft), and a huge selection of sample tattoos, including a ¾ view of the Graf Spee, a portrait of a Hottentot Bushman, a full-color map of Tibet showing all of the "meditation mountains", etc.

## Fashion Accessories



If you want to be one of the "Beautiful People", then this six-piece fashion wardrobe is a "must"! You get a pair of worn sandals, a moth-eaten Army blanket, a string of beads, a garland of artificial flowers, a live bluebird and a box of real dirt. Can be worn everywhere—in your pad, while making the scene, when meditating on a mountain, or while making a police line-up. You'll look absolutely stunning... just like the girls shown modeling the stuff above.

## Hippie Collectors Items



For the sentimental Hippie who wants to collect relics of the past. Shoes... ties... soap... bras... draft cards... combs... shaving equipment... nylon stockings, etc. We have an unlimited supply of these nostalgic items. They make great gag gifts, planters, ash trays or wall plaques.

## My Most Unforgettable Hippie



by Llama Landau

He was out of sight! He was tuned in on the ultimate vibration! He was turned on to the wildest bag possible! He was the hippiest Hippie! He spiritualized everything the true Hippie stands for... peace, love, gentleness and a return to nature. No longer would he pursue the fast buck, or strive for the Madison Avenue concept of happiness, or rot in the suburban-conformist swamp, or support the PTA, or attend the local Church, or kowtow to the Local Draft Board, or participate in Little League. No longer would he suffer the hang-up of the never-ending middle-class drive to produce, produce, produce and succeed, succeed, succeed. He had wiggled out on all that!

Instead, he had found true beauty, lasting peace, the inner contentment that all Hippies seek. The true beauty that one enjoys while sitting on a secluded mountain and meditating in the clear, cold wind. The lasting peace that comes after your mind has expanded daily on 500 micrograms of LSD. The inner contentment that comes from eating only pure organic natural foods like liver powder and bone meal and millet.

And as I passed his coffin and gazed down upon his pale, serene face, I realized further that he (Cont. on page 86)

## Coming In The Next Issue

**"I Got Turned On By Soy Sauce!"**

A HIPPIE'S TOUR OF CHINATOWN AND HIS ACCIDENTAL DISCOVERY

**A Report On Greenwich Village**

"BROTHERLY LOVE'S OKAY. BUT THIS PLACE HAS, LIKE, TOO MUCH, BABY!"

**"I Was A Flower Girl At My Own Wedding!"**

A HIPPIE BRIDE TELLS WHAT IT'S LIKE TO TRIP DOWN THE AISLE

**"I Mixed LSD With Chicken Soup  
And Took A Trip To Israel!"**

(WHICH IS A PRETTY NEAT TRICK CONSIDERING I'M NOT EVEN JEWISH!)

**"How To Meditate On A High Mountain  
Without Getting A Nose-Bleed"**

The "Do-It-Yourself Project" Of The Issue:

TAKE THE WORRY OUT OF SMOKING BANANAS WITH THE BRAND NEW

**Hippie Magazine Banana Filter**

**18 Startling Photos of "Bad Trips"**

INCLUDING ONE TO PATCHOGUE ON THE LONG ISLAND RAILROAD!

**A Hippie's Embarrassing Moment:**

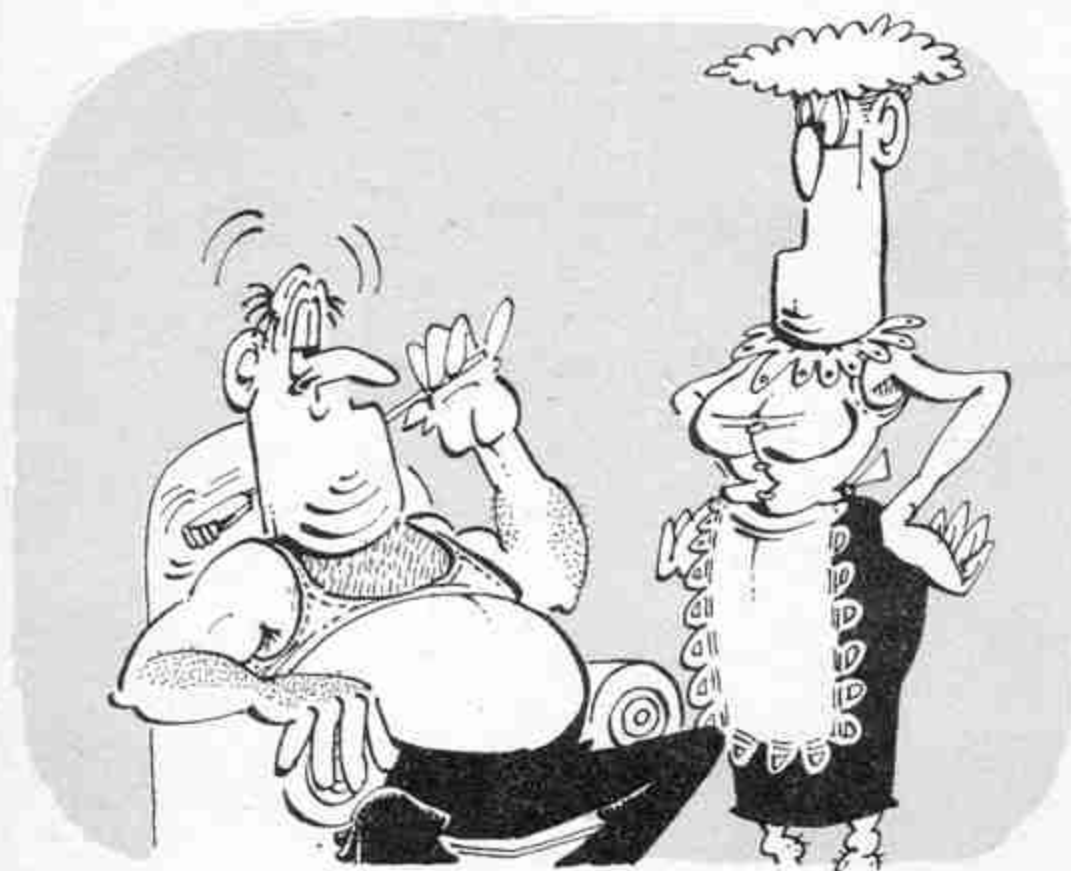
"LIKE, HOW I WENT TO SAN FRANCISCO WITH A FLOWER IN MY HAIR  
... AND GOT DANDRUFF ON MY DAFFODIL!"



# The New Back-Scratcher



Is that all you can do, you lazy bum!? Just sit around all day scratching your back with that new back-scratcher!?

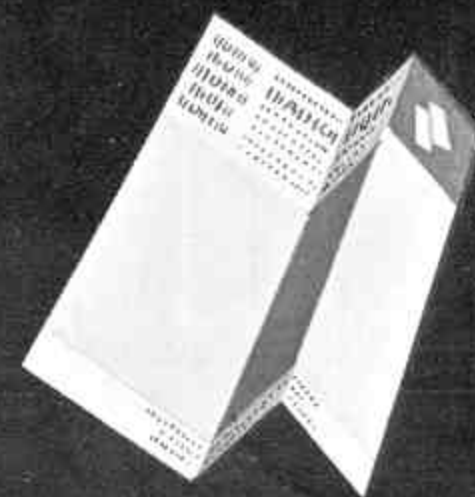




**WHAT IS  
THE WORST  
THREAT TO  
RECOVERY  
HOSPITAL  
PATIENTS  
CAN SUFFER?**

# HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

With all the excellent care that Hospitals can give, many patients nevertheless suffer serious relapses. Some of the reasons are shown below. But to find out what is the most devastating cause, fold in the page.

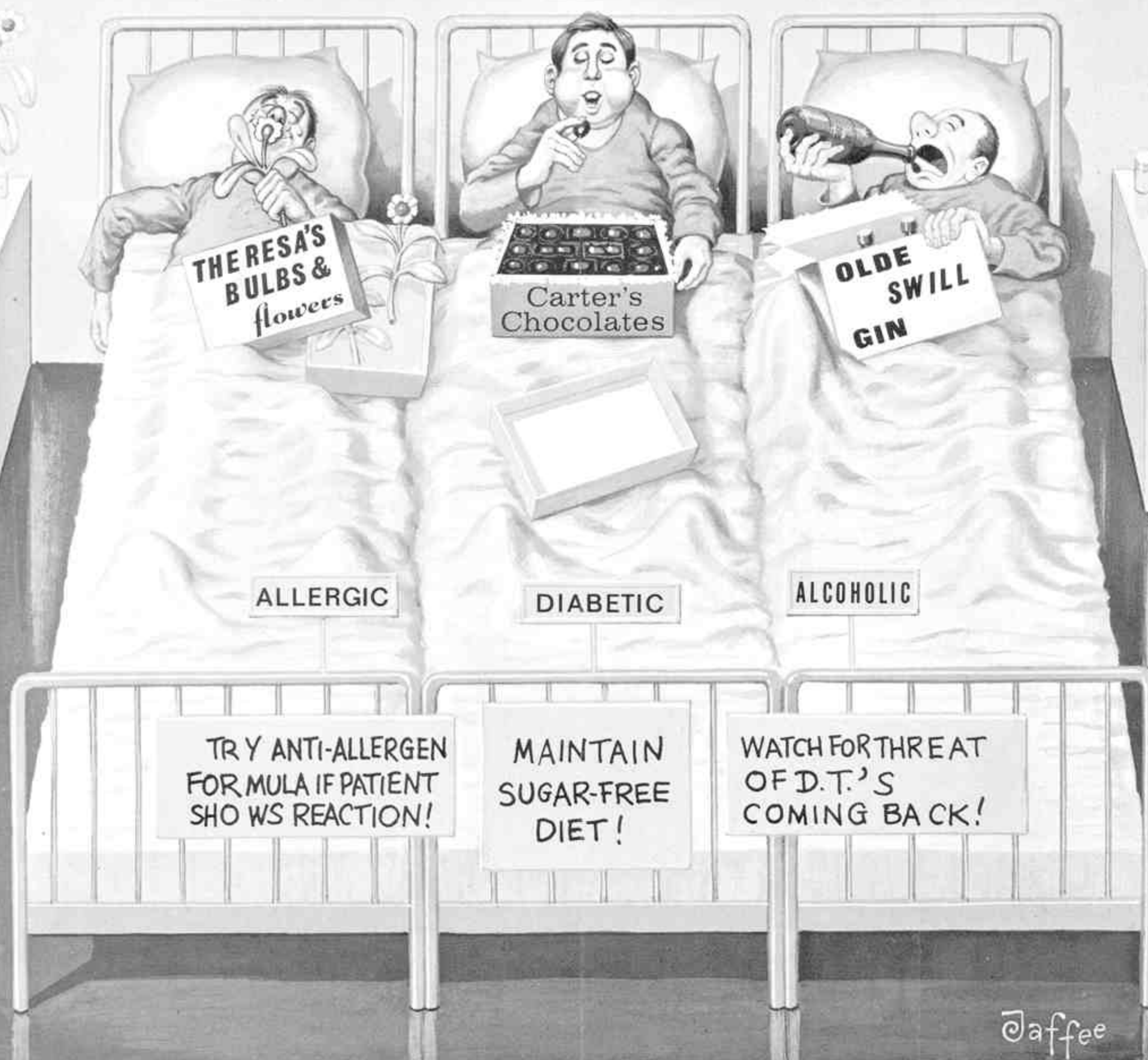


FOLD PAGE OVER LIKE THIS!

**A**

FOLD THIS SECTION OVER LEFT

**B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

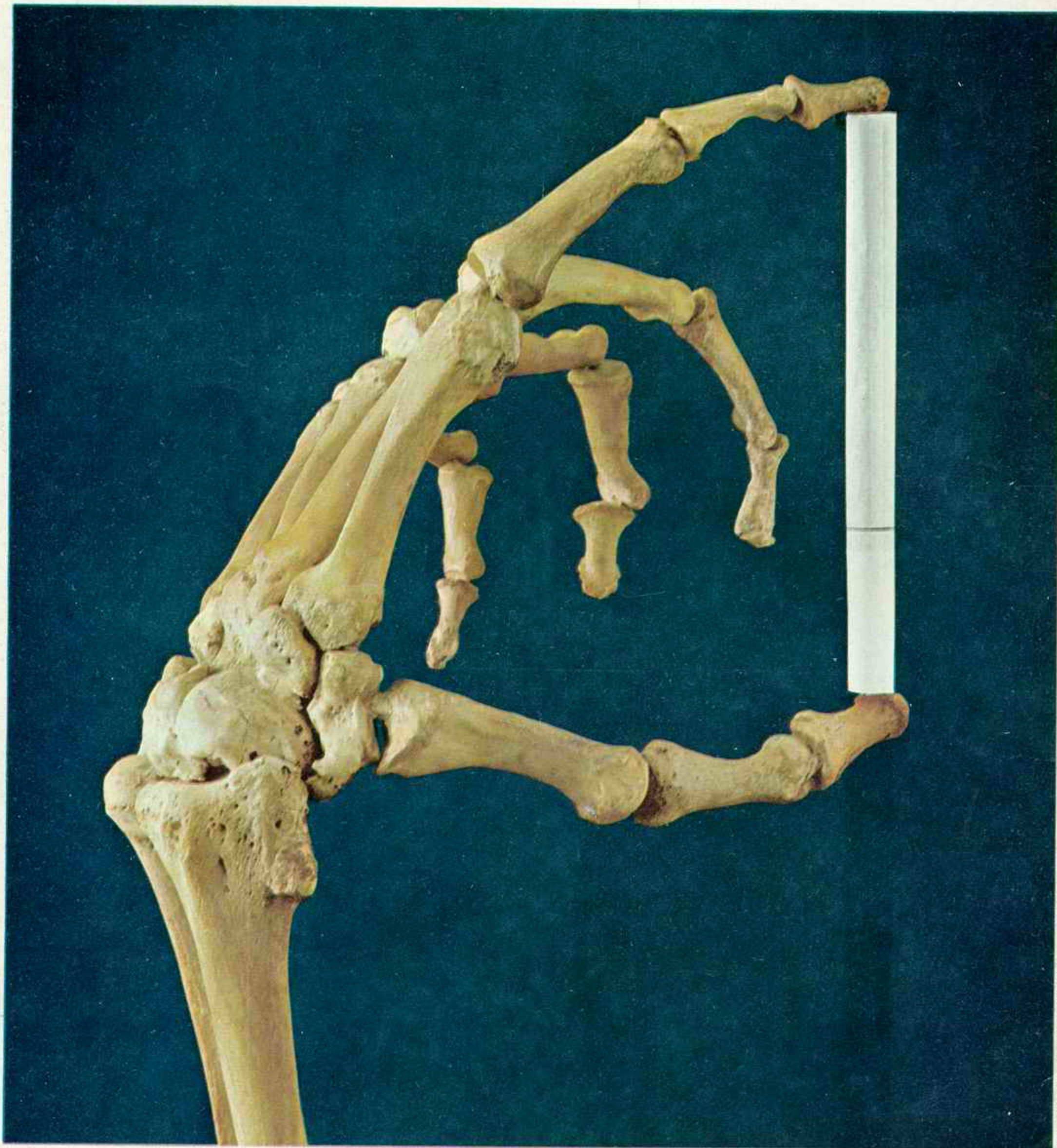
GET-WELL PRESENT BROUGHT BY A WELL-MEANING FRIEND VISITING  
THE BED PATIENT CAN BE A SERIOUS THREAT TO RECOVERY IF BAD  
NEGLECTFUL JUDGEMENT IS USED IN CHOOSING GIFT HE BESTOWS

**A**

**B**



# MAD'S Great Moments In Industry



Photography by Irving Schild

THE TOBACCO COMPANIES GO TO EVEN GREATER LENGTHS...WITH...

## The 100 mm Cigarette

AND LONGER