

OUR PRICE
60c
CHEAP

MAD

SPECIAL NUMBER SIX

AMERICAN
INDUSTRY
IS RESPONSIBLE
FOR OUR
ECCHOLOGY

LEGALIZE
FREEDOM

UNISEX
CAN BE
CURED

THERE IS
NO MAFIA

AND WE'LL KILL ANYONE
WHO SAYS THERE IS!

INCONSIDERATE
DOG-OWNER
LIVES HERE

NOW YOU SCRAPE THIS OFF!

FEATURING AN ALL-NEW COLLECTION OF OUR INFAMOUS TROUBLE-MAKING
MAD MISCHIEF STICKERS

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

ONE DAY AT THE BEACH



ARTIST: DON MARTIN

WRITER: SERGIO ARAGONES

MAD

SPECIAL NUMBER SIX

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

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contributing artists and writers
THE USUAL GANG OF IDIOTS



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MAD VISITS THE WOMEN

ARTIST: JACK RICKARD

I'm David Frostbite, and I'm about to take you on a tour of some of the important groups that make up **The Women's Liberation Movement!** First, and probably the most widely publicized of these groups is "**The Beautiful Rich Organizers Against Discrimination**" . . . commonly known as "**The BROADS.**" Would you . . . er . . . **BROADS** introduce yourselves?

I'm Betty Freudian . . . author of the best-selling book, "**The Sexual Mystique Of The Female Woman!**"

Say, that's a catchy title! What's the book about, Betty?

It's the story of the **Women's Suffrage Movement!** Originally, I called the book, "**The Story Of The Women's Suffrage Movement**", but it didn't sell! So I changed the title, posed nude on the cover, and—**WHAM!!**

I'm Robin Morningafter . . . nuclear physicist . . . and I won't rest until **Women's Lib** has its own atomic bomb!



Come, now, Gloria! What common bond do you and these other glamorous successful ladies have with the average housewife in Keokuk, Iowa?

Why, we're all women, David! Take away my great looks, my superior intellect, my successful career, my mink . . . and I'm your typical American housewife! We all want the same things! What I'VE GOT!!

You mean you want things like economic equality with men?

Hell, no! I don't want to take a cut in income just to be on the same level as men! We're interested in the real gut issues of the Lib Movement . . . like being able to use a **Men's Room!**

Right! Or being able to have a drink in a **Men's Bar!!**

Okay, girls! Let's go! Today, we are going to liberate **McScorehead's Bar & Grill!**



N'S LIBERATION FRONT

WRITER: LOU SILVERSTONE

I'm Shulamith Firebird . . . author of the forthcoming book, "The Herstory Of The Feminist Movement In Our Language"!

You mean, **HIStory**"!

No, I mean, "**HERstory**"! The book is about male dominance of our English words, even!

I'm Beulah Crabsbug . . . Congresswoman and lecturer on Women's Lib for a mere two thousand dollars an evening!

I'm Edna St. Vincent Millstone, Ph.D. . . . teacher, poet, and author of the best-selling book . . . soon to be made into the movie of the same name . . . "Men—You Should All Drop"!

And this is the **President** of the group, **Gloria Steinyum**—author, editor, TV panelist, international jet set swinger, and one of the world's most eligible bachelor girls . . .

As you can see, we **BROADS** represent a true cross-section of American Womanhood, David!



McSOREHEAD'S
BAR & GRILL

Uh . . . why would you want to?

See that, David? That sign is degrading to all women! Why can't we go in there for a drink if we want to?

MEN ONLY
No Dames Allowed



Hey! Can't you broads read English?

How about that!? They recognize us! All that publicity is really starting to pay off!

We are here to liberate this male chauvanist establishment! Your policy is unconstitutional!

We demand to be served . . . now!



We... want... service!
WE... WANT... SERVICE!
WE WANT SERVICE!

F'Pete's sake, Harry! Give
'em somethin' t' drink!
Maybe they'll go away!

Alright, goils!
Alright! You
win!! What'll
you have...?

Do you really
expect us to
drink in this
filthy pigpen?!

It's an absolute
disgrace! It
definitely needs
a woman's touch!

Okay,
girls!
Let's
go!!



These polka
dot curtains
will look
beautiful!

How about
lace
doilies
on the bar?

What are you doin'?!
You're lousin' up the
joint! You're ruinin'
the atmosphere! HEY!!

Stop
complaining
and grab
a mop!

That's
better!
Now we'll
have that
drink!

I'm a ruined man! None
of my regular customers
would be caught dead in
a dive like this! And
I don't blame them!!

Oh, look,
Bruce!
What a
divine
place!



Next, David,
we're going
to liberate
the most
oppressed
women of all!

You mean the
sewing machine
operators in the
Garment District's
sweat shops?

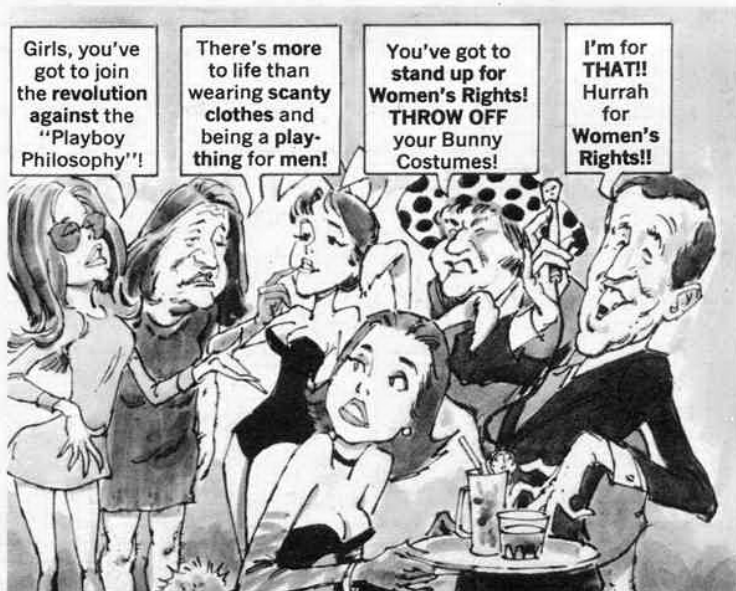
No, they're doing
honest labor! We
mean those poor
exploited **SEX
OBJECTS**... The
Playboy Bunnies!!

Girls, you've
got to join
the revolution
against the
"Playboy
Philosophy"!!

There's more
to life than
wearing scanty
clothes and
being a play-
thing for men!

You've got to
stand up for
Women's Rights!
THROW OFF
your Bunny
Costumes!

I'm for
THAT!!
Hurrah
for
**Women's
Rights!!**



We're here to help you find more meaningful employment... something that will give you a feeling of fulfillment!

Gee, I dunno! I mean, I'm for Women's Lib and all that! Like I never wear a bra! But what OTHER work could I do?

You can perform the same job that any man can do! You have brains... and you have muscles!

I'll say! Hurrah for all those delightful muscles!!

This is our Rehabilitation Center where unfortunate women like Playboy Bunnies and airline hostesses and models are taught useful trades in professions formerly dominated by men!

Girls... this cute gadget is called "The Plumber's Friend"!

A— PLUMBER?! Gee, I dunno! Like, I dug being a Bunny... even if I WAS exploded!

The word is "EXPLOITED"... and I'm sure you'll really love being a "Sanitation Engineer"!



You chose a good time to visit us, David! We're having a Women's Lib Rally here today, and you can meet some of the other Feminist groups!

For example, THIS group calls itself "The Debutantes Revolutionary Association of Karate Experts"!

Sir... I mean, Miss... what is the aim of the DRAKES?

We want job equality! Do you realize that there isn't ONE GIRL in the National Football League... or the National Hockey League?!

Right! How come there are no women in the NBA —or even a sissy sport like Baseball?!

Well, I'm sure you ladies will change all that! Tell me, why do you feel it's necessary to be karate experts?

Because a girl's not safe on the street these days!

I'd like to see some male chauvanist creep get fresh with ME...



EEEEEEK!!

What's wrong?

A mouse! There's a mouse!! YAAIEEE!!



David, this next group calls itself "The Society of Wives"...

I see from your signs that you SOWS want Day Care Centers! I take it you want to resume your careers?!

There's a man for you —expecting a Mother to work!!

Listen... I worked long enough BEFORE I got married!

Yeah! What do you think we got married FOR?!





Well, if you don't want to work, why do you want Day Care Centers?

So we can watch our TV programs without having screaming brats running around the house!

Yeah! Why should we put up with our kids all day long while our husbands relax in peace and quiet on their jobs!?



David ... this next Feminist group is called "Career Ladies Opposed To Discrimination"!

Since your group consists of career women, I suppose you CLODS would like to see more female executives?!

Not me! I would never work for a woman boss!

Me neither! They're —they're too BOSSY!!



Then what do the CLODS want?

We want fairer hiring practices!

You want companies to hire more women?

No, stupid! Men!! **MORE MEN!!**

Yeah! Single **MEN!!**



That's exactly the archaic bourgeoisie attitude that the Women's Liberation Movement is trying to combat, you fool!

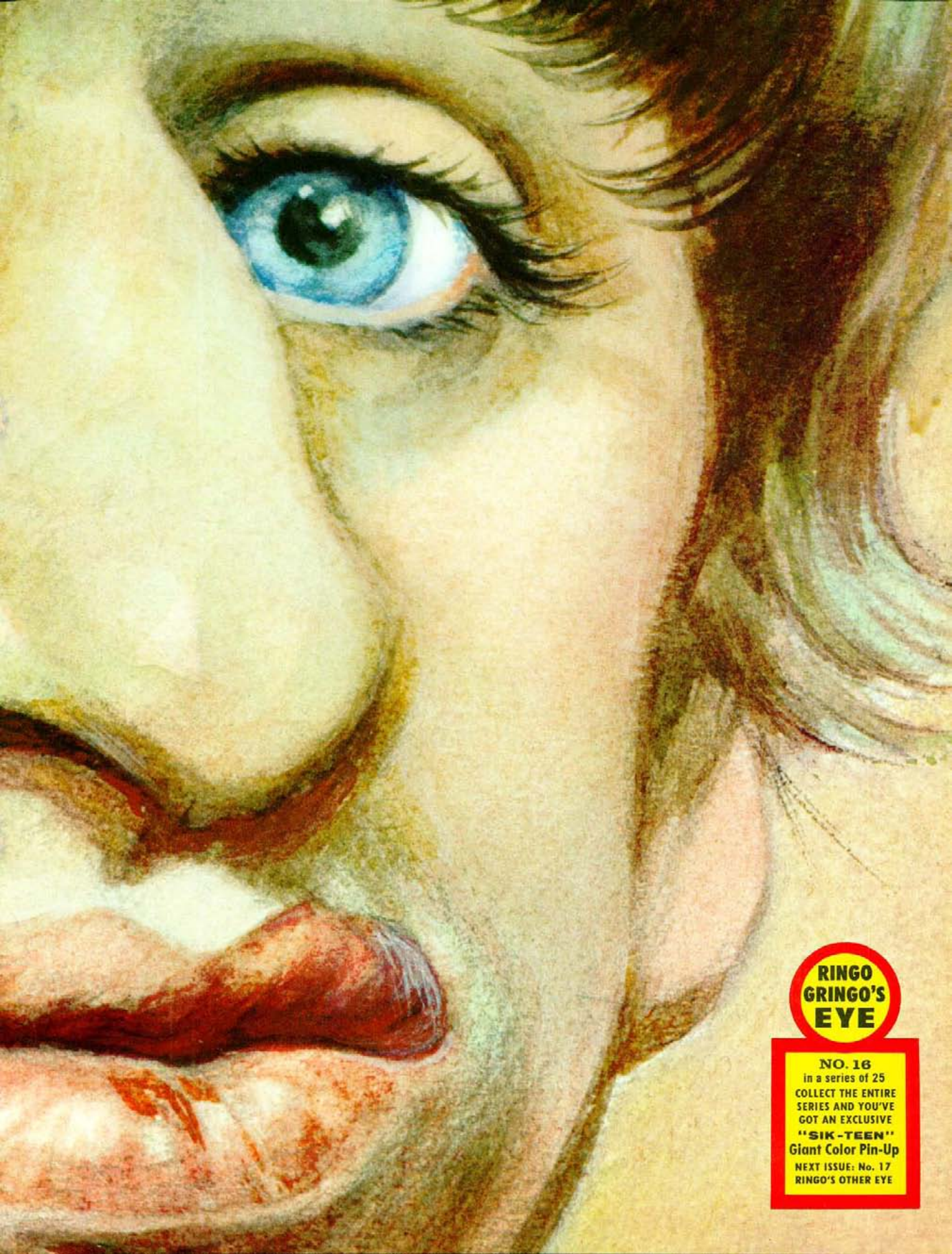
Listen, Miss Fancy-Schmancy! You get liberated YOUR way ... and we'll get liberated OUR way!!

Hold it, now ... ! There's no need to get nasty!!

Oh-oh! Another country heard from! Who asked YOU?!



This is David Frostbite at the Women's Liberation Front ... where the battle is raging in all its fury! Lucky it doesn't involve any men! Because if these Feminist groups ever really get together, we men will be the ones who will have to be liberated!!



**RINGO
GRINGO'S
EYE**

NO. 16
in a series of 25
COLLECT THE ENTIRE
SERIES AND YOU'VE
GOT AN EXCLUSIVE
"SIK-TEEN"
Giant Color Pin-Up
NEXT ISSUE: No. 17
RINGO'S OTHER EYE

HOW TV HAS HURT THE MAGAZINE BUSINESS



Before TV, people spent time reading and growing smarter.



After TV, people spent time staring and growing stupider.

EVEN WITHOUT READING THEM, MAGAZINES

FIRST AID



A magazine wrapped around broken limb forms an excellent emergency splint.

PEST CONTROL



Use a magazine as is to swat insects, or attach a stick for a longer reach.

SELF-DEFENSE



A rolled magazine makes an excellent defense weapon in case of emergency.

DRIVING AID



During the Winter, quick purchase of several magazines can give a driver instant traction in a snow emergency.

NOVELTY CARDS



With a little imagination, inexpensive novelty greeting cards for any occasion can be made from most magazine covers.

RELAY RACE BATON



A quick substitution of a rolled-up magazine can easily be made when a clumsy relay runner loses his baton.

RESURRECTING THE DEAD ISSUES DEPT.

Today, many magazines are in trouble. People who used to read them now watch TV instead. And it does no good to tell them that magazines are more valuable than TV. It does no good to tell them that magazines educate better, inform better and entertain better. It does no good to tell them that magazines pay our salaries. Obviously, the heartless clod-public has to be appealed to on another level. And we at MAD have it! We at MAD are ready to show you that magazines can do what television can never do! Now, we at MAD are ready to show you...

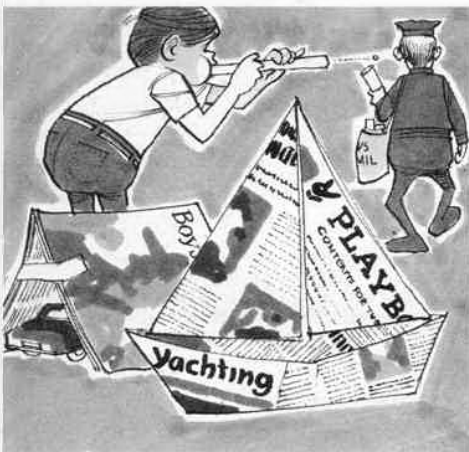
THE VALUE OF MAGAZINES

ARTIST: BOB CLARKE

WRITER: AL JAFFEE

ARE MORE USEFUL IN MANY AREAS THAN TV!

PLAYTHINGS



Toys and games are easily made with magazines, adhesive tape and scissors.

EMERGENCY LIGHT



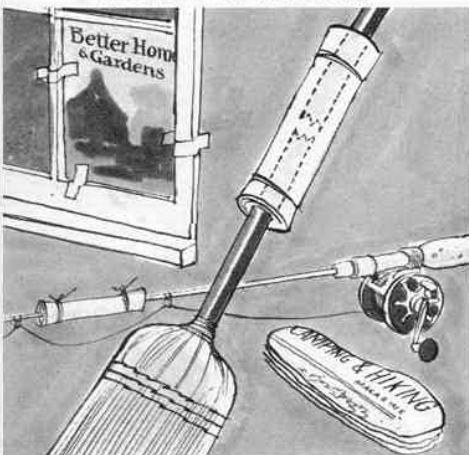
When lost in the dark without trusty flashlight, magazine is even trustier.

SCRATCHING POST



This can be boon to cat owners, as it prevents costly damage to furniture.

HOME REPAIRS



Magazines are easily cut to fit many jobs such as broken windows, snapped broom handles, split fishing rods, etc.

DOG TRAINER



Rolled magazine makes fine retrieving stick. Spreading out magazine serves another useful dog training purpose.

CLEANING AIDS



Make fine dust pans, especially for sweeping up unpleasant things, since they are cheap enough to dispose of.

CUTTING BOARD



Economical and practical for messy jobs, can be thrown away after use.

STEP STOOL



Several thousand make adjustable step-stool simply by adding or subtracting.

FRUIT PICKER



Rolled magazine excellent for knocking down ripe fruit that's out of reach.

LEVELER



Magazine makes quick handy adjustment for uneven furniture or uneven floor.

SPANKER



Makes better spanker than conventional brush. Hurts more and leaves no marks.

ANTI-SPANKER



When hidden in seat of pants, a thick magazine affords excellent protection.

FIRE LOGS



Tightly rolled magazines burn just like real logs, and can be used in fireplaces and barbecues. However, they're best

used for starting huge bonfires and burning the junk that has given magazines all their troubles in the first place!

THE FANTABULOUS CHIMPS

1,027 **FAB PHOTOS**

• **FREE LOCKS OF THEIR HAIR**

• **FREE VIALS OF THEIR SWEAT**

• **A FEW OF THEIR USED BAND-AIDS**

WIN

OCT \$25.00

25¢ for the mag, plus \$24.75 to cover all our various merchandising come-ons

SIX-TEEN MAGAZINE

THE CHIMPS TELL ALL:
 • MIKE TELLS OF HIS CHILDHOOD • MICKY TELLS OF HIS FAMILY
 • PETER TELLS OF HIS DREAMS • DAVY CONFESSES TO A MURDER

**5000 SUPER-GLAM
 COLOR PIN-UPS OF:**

MARK • MICK • MIKE • DINO • DESI • DOPEY
 DOC • GRUMPY • SNEEZY • JON • JAY • MOISHE
 THE RAGMEN • THE ROACHES • THE CESSPOOLS

**WIN A DATE WITH
 THE BEAGLES**

PINCH THEM! PUNCH THEM! SMELL THEIR CLOTHES! BLOODY THEIR LIPS!

THE CHIMPS

TELL

MIKE TELLS OF HIS OLD AGE
 PETER TELLS OF HIS OLDER AGE
 MICKY TELLS OF HIS DEATH
 DAVY TELLS OF HIS RESURRECTION

A Night At Home With

BEN GAZZARA

I know he doesn't belong in a Teenage Mag, but your Editor is crazy about him!

**THE CHIMPS PERFORM
 FAB BODY FUNCTIONS**

MICKY EATS • PETER DRINKS • DAVY SLEEPS
 MIKE BURPS • AND MANY, MANY SURPRISES!

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• Kiss The Print!
 • Lick The Pictures!
 • Chew The Staples!



**NOTE: THIS IS REALLY OUR BACK COVER!
 WE'RE USING IT TO INTRODUCE ANOTHER
 MAD
 MAGAZINE SATIRE**