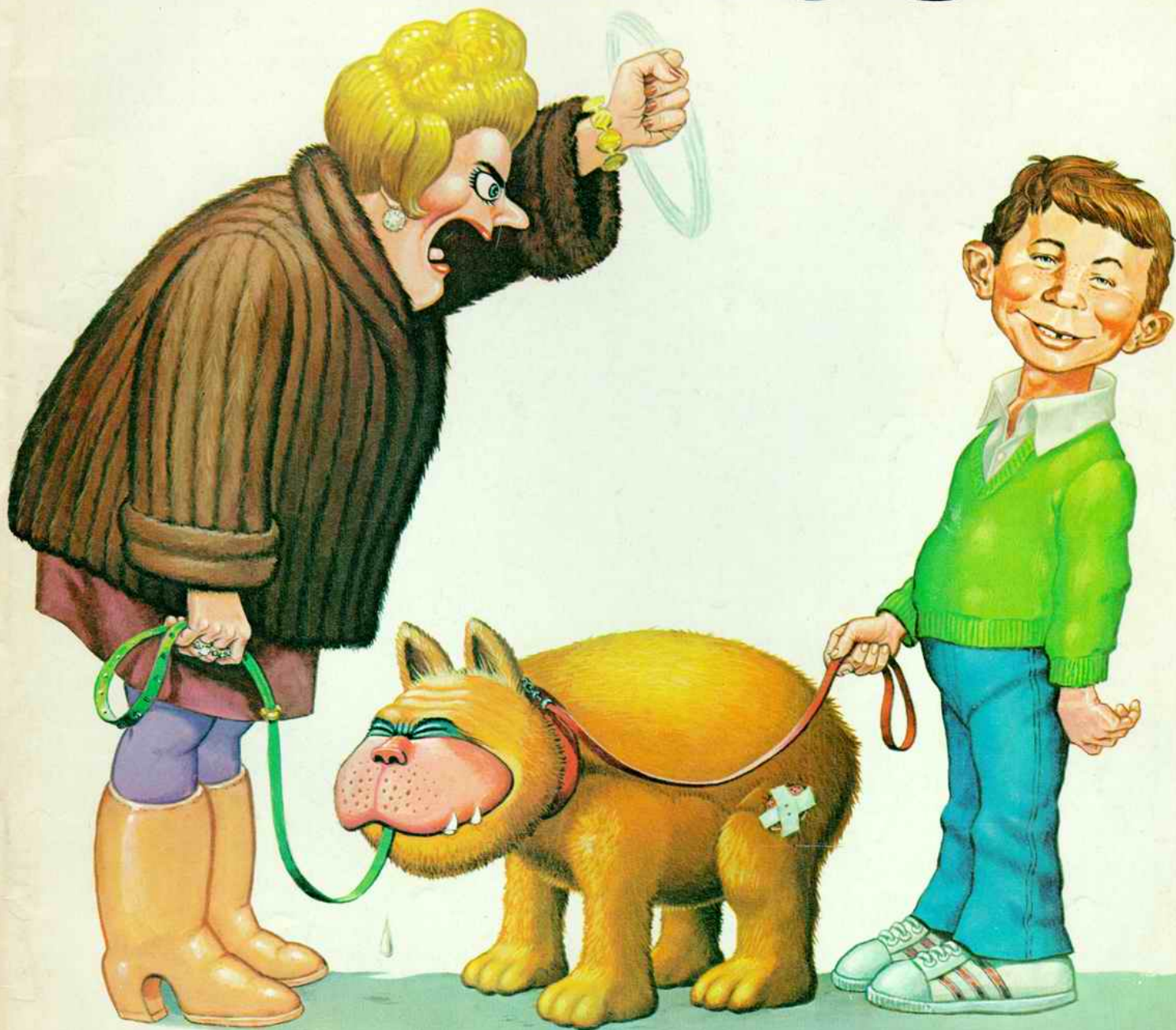


We gore... THE SPY WHO LOVED ME
...score PUNK ROCK
...explore WHAT'S HAPPENING?
...deplore TELEVISION COMMERCIALS
...and ignore DONNY & MARIE

No.
199
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"A successful man is a clod just like you who worked harder!"

...—Alfred E. Neuman

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the usual gang of idiots

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MAD—June, 1978, Volume 1, No. 199. 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 U.S.A., 15 issues \$9.00. Outside U.S.A., 15 issues \$10.00. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1978 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.

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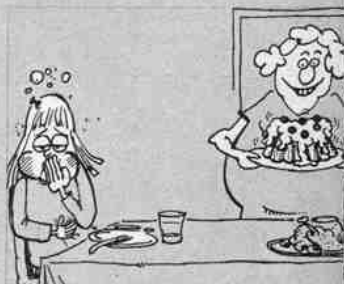
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LETTERS DEPT.



THE WHITE HOUSE FOLLIES OF 1977

Hoorah! for MAD on "The White House Follies Of '77." I live in the South and stand behind President Carter 100%, but it was funny anyway. Susan Parry, Raleigh, N.C.

"MAD Musicals," such as your greatest Jacobs-Drucker score, "White House Follies Of 1977," add another dimension to MAD reading; mainly, trying to stay in tune while laughing! Robert Cyruli, Teaneck, N.J.

"The White House Follies Of 1977" has made me think about giving up my subscription to Time and subscribe to MAD instead. After all, where else can I sing about the Washington news?

Richard M. Hybner
St. Michael's College
Winooski, Vermont

The "Carter Follies" was hilariously silly, but not as much as the real Carter Administration. Byron Walden, Frankfort, Ky.

CAUSE CELEBRE

How come you mock movie stars, TV producers, doctors, and the President's Cabinet?

Jeff Sabo
Buffalo, N.Y.

Because our readers wouldn't know who we're talking about if we mocked ordinary clods...like you!—Ed.

DON MARTIN STICKS BY HIS GUNS

Don Martin is consistently inaccurate whenever he draws a South American firing squad sequence. We don't use those old guns and uniforms any more. We import them, brand new, from the U.S.A.

Néstor Otazo
La Paz, Bolivia
South America

"IN SEARCH OF..." MOVIE

"In Search Of..." was the masterpiece of the issue. Lou Silverstone's script was excellent and even Davis's amazing "third gear drawing" accentuated the slap-dash way those rip-off films are made.

Timothy O. Lane
Baldwin Park, Calif.

"Big Tush" is alive and teaching English in my school!

D. M. (name withheld)
Silver Spring, Md.

I suppose now Leonard Nimoy will be "In Search Of..." another job!

David Schmidt
Hockessin, Del.

"Big Tush" is the living end!

J. Justin Kramer
Dryden, Mich.

THE LIGHTER SIDE OF AIR

I don't mean to get technical with something meant to be humorous, but Dave Berg's "The Lighter Side Of Air" has a fellow washing his face and complaining about a lack of paper towels. The nozzle on most air dryers I've seen can be turned up to aim air at the face.

Frank A. Mazurek
Ithaca, N.Y.

Nozzletov!—Ed.

INSTRUCTIONS FOR THINGS THAT NEED INSTRUCTIONS

You have created articles that, without a doubt, belong in the MAD Hall of Fame. "Instructions For Things That Need Instructions," by Tom Koch and Bob Clarke, is another deserving entry to that "shrine"!

Roseann Brown
Chicago, Ill.

I laughed out loud when I read your "Instructions..." article. The one about the Zenitz TV was so true! We bought a Z over three years ago, and it's called a "portable," but two grown men got hernias trying to lift it!

Barbara Lee
Bakersfield, Calif.

I needed instructions to read, "Instructions For Things That Need Instructions"!

Kathy Weisner
Poughkeepsie, N.Y.

You forgot to include "Instructions..." for obtaining best results from reading MAD.

David L. Klees
Newton Centre, Mass.

A MAD LOOK AT "STAR WARS"

I like it when Aragonés does a follow-up on a big movie you've already treated in a previous issue. It's like popping a fresh piece of gum into the wad!

Laurie Pevey
Houston, Texas

Sergio Aragonés's segue from bar scene to water closet, in "A MAD Look At Star Wars," was beguiling comic "relief"!

Lukas Jaeger
Brooklyn, N.Y.

ROMANCE-LOVE-RELATIONSHIP BOOK

I'd like to add my own observation to "MAD's 'Romance-Love-Relationship' Book," by Coker and Jacobs. It's *Romance* when you take her to a fancy restaurant. It's *Love* when you tell her that money is no object. It's a *Relationship* when you give her the check.

Mike Schofield
Bethlehem, N.J.

LITTLE HOUSE OH, SO DREARY

"Little House Oh, So Dreary" might give a false impression about the TV show it's based on. After the lively wake-up job De Bartolo and Torres did on it, new viewers are liable to expect something funny and engaging in the tube version, too!

Ralph Pizza
Lake Ronkonkoma, N.Y.

Your "Little House Oh, So Dreary" really took me back to those "frontier days" and made me grateful I wasn't around then!

David Lippman
Ellenville, N.Y.

I can't believe it! Dick De Bartolo and Angelo Torres made it through "Little House On The Prairie" without once referring to Michael Landon as "Little Joe." Such satirical discipline!

Stephen Rowe
Staten Island, N.Y.

THE NECESSITY OF JAFFEE'S INVENTIONS

Al Jaffee is my very favorite artist and writer of all time. He excels in his works of *inventions* and *gadgets*. I especially enjoyed his ingenuity in his "MAD Book Of Magic." Please force him to put out an original paperback of inventions.

Cheryl Komenaka
Honolulu, Hawaii

No sooner said than done, Cheryl! Just cast your eyes to the ad at the right!—Ed.

"RAPUNZEL" BY DON MARTIN

I read Don Martin's equine "Rapunzel" on your back cover. A truly revolting case of mistaken identity! You have to say this though, it's a good way to stop the habit of licking your lips!

Jim Owens
Bellevue, Nebr.

The second frame of "Rapunzel" makes it difficult to suppose (because of the small size of the tower) that it was even physically possible for the horse to turn around 180°, enabling it to stick its head out the window as shown in the fourth frame. Please be so kind as to inform me if I was your only reader to so interpret this cartoon.

Thomas Vondracek
Ottsville, Pa.

No, two horses also wrote in!—Ed.

It was great horseplay and gave me a real horselaugh!

DeAnne Kay
Franklin Lakes,
New Jersey

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- ☐ History Gone MAD
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- ☐ Clods' Letters To MAD

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PUTTING OUT THE BOND FIRE DEPT.

HERE WE GO WITH MAD'S VERSION OF THE LATEST "DAMES BONG" IDIOCY TO HIT

Attention!
One of our
nuclear
submarines
has just
disappeared!
Completely!

You know,
Purgei . . .
sometimes
your "love
talk" leaves
a lot to be
desired!

That wasn't me!
That voice came
from your combin-
ation Music Box/
Jewelry Case/
Command Module!

I must report to
KGB Headquarters
IMMEDIATELY!

No wonder you
always make out
in full uniform!

What
time
is
it,
Dames,
dear?

It's five minutes past
an important message
that's coming from my
wristwatch! I've got
to leave immediately!

But—but what about
the money for all
this love-making???

Don't worry! You can
pay me next time!

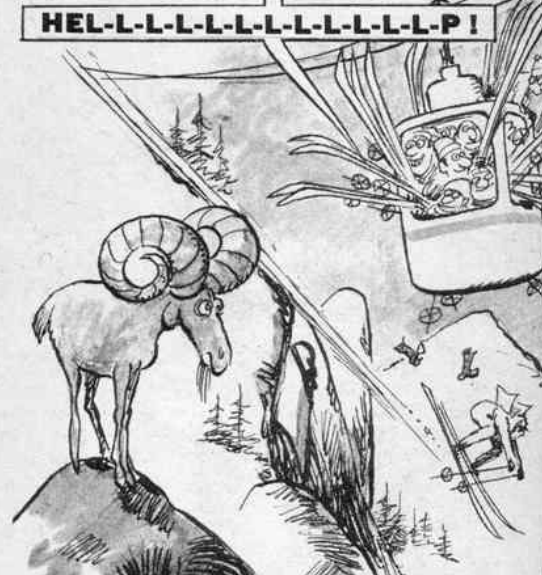
THIS WEEK'S SCORES

I can't explain it, Sir, but we're
losing control! The gauges are all
going haywire, the lights are going
on and off, the engines are sick,
and we're being drawn irresistibly
toward that huge structure in the
water! What can be wrong, Sir . . . ?!

There's
only **ONE**
explanation,
Sailor! This
submarine
has fallen
IN LOVE!

11/01
DRUCKER

WRITER: DICK DE BARTOLO



As promised, gentlemen, for handing over the plans for the Submarine Tracking System, I present you with this check for ten million dollars!

But this check is for only \$231.44!

I took the liberty of deducting the U.S. Withholding Tax!

And now, may I call your attention to my underwater stage show! I want you to see what happens to a Secretary who tries to betray me!

My God . . . it's a man-eating shark . . . devouring a woman!!

In this case, it's a woman-eating shark!
What did she do to deserve such a death?

She microfilmed the Submarine Tracking System to sell to another government—and also, she stole some pencils from my supply closet!

Maws, my secretary seems to have leaked a microfilm of the Submarine Tracking System! Get it back, and kill everyone involved with it! This is the kind of assignment you can sink your teeth into! Now, would you like some lunch? A leg of lamb?

Oh . . . that's right! You must keep your teeth in training! Have some leg of TABLE!!

GRUNNT!!

Before you go, Maws, I'd like you to see this . . . That helicopter blowing up contains the gentlemen who sold me the plans for the Submarine Tracking System!

You're right! There IS too much violence on television!

GRUNNT!!

I've got my eye on some microfilm!

Eight half-nude women dancing their hearts out, and you have your eye on some microfilm???

No kidding, Dames! I'm really beginning to worry about you!

But if you **MUST** find that film, contact a man named **Fettish!** He in turn will tell you how to contact a man called **Max Halvah** . . .

Thanks for that piece of information, Abu!

Why not stay the night and have a piece of . . . **hospitality?**

Y'know, those women **ARE** beginning to look good!!

That's the Dames Bong I know! Let me fix you up with a date! In fact, I'll give you a **WHOLE BOX!**

You're Major **Aryusober!** You call yourself **Agent Double XXX!** You're a good spy, but you can't count! You drink **Bacardi on the rocks**, you enjoy skiing, and you wear **Scent of Lenin perfume!** You see, I know **everything** there is to know about you!

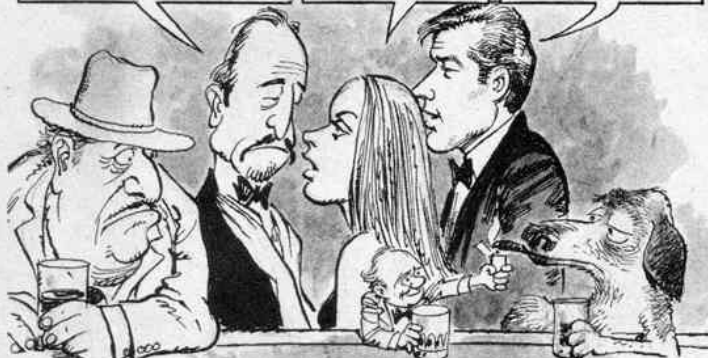
You're **Dames Bong!** You call yourself **Agent Double-0-7!** You drink vodka martinis, you have wine with every meal, and when you're all alone, you sometimes wear make-up and walk around in stockings and high heels!

Boy . . . you certainly know **EVERYTHING** there is to know about **ME!**

I'm afraid Mr. Fetish won't be able to keep his appointment with you! He had a dinner date at the Pyramids, and somebody ATE him! However, I understand you are both interested in some microfilm?

Yes, and I'll do anything to get that microfilm! ANYTHING! Why, I could even slip into something sheer and sexy!

Wait! I want that microfilm! I'll pay any price! And you haven't seen ANYTHING until you've seen ME slip into something sheer and sexy!



Max Halvah decided to give up the microfilm when some stranger put the bite on him! But now, this big idiot thinks he can just take it away with his winning smile ...!

We may have to give it to him! His winning smile is eating up this truck!

Why ... ? Because you think that you'll be able to out-drive him?

No, because this is a rented truck!

I wouldn't be concerned!



Well, we got away from Maws, but this boat is cold and damp! And it smells terrible!

Stop complaining and just be thankful we're in the FIRST CLASS section!

Here, have a cigarette!

The Surgeon General was right! Smoking CAN ... be ... hazardous ... to your ... health ...



Dames, you and Agent Double XXX will now be working together on a joint Russian/British project code-named "Operation Make-Out"!!

No, I don't want it to be a joint project! After all, I got the microfilm!

I already looked at the film and it's useless!

In that case, I'll share the blame!

Wait a minute! Look at that mark on the edge of the film! It's a FISH!

That's the logo of the Stromboli Shipping Lines! Stromboli must be behind all this! See, Mr. Bong ... I really don't NEED your help!!

That's what YOU think! You happen to be looking at that film on MY slide projector!



Dames!! Help me!! This man is trying to bite my neck!!

Why, you dirty @\$%&+!

I bought her champagne!

If anybody gets to bite her neck, it will be me!

If you're THAT hungry, have a leg of LAMP!!



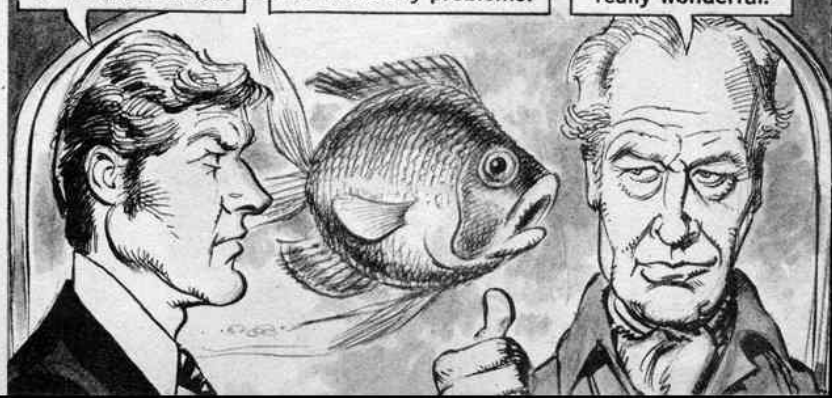
So you claim to be a famous Marine Biologist, eh, Mr. Alias? Then tell me ... what do you call that specie?

I see you really know your stuff! Now, what I plan to do is create a complete underwater city down here where I will live forever!

Well, occasionally I'll forget where I am ... and I'll open a window for a little AIR ... but outside of that, it's been really wonderful!

Er ... that's a fish!

Are there any problems?



Dames, look what I found while you were talking to Stromboli! It's a model of the newest addition to the Stromboli fleet! And see what this plaque says! "This tanker is SO BIG, it could hold three nuclear submarines in its interior!"

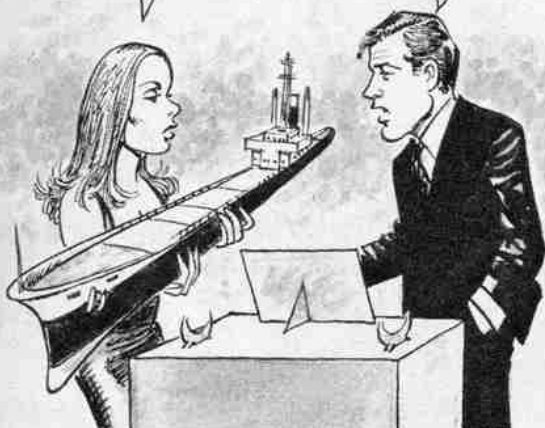
Where are your priorities, Maj. Aryusober? We're looking for missing nuclear submarines, and YOU'RE playing with TOYS!!

That idiot, thinking he can fool me into believing he's a Marine Biologist! And his lady friend, posing as his Wife! I know who they really are! I'll have Maws follow them, and kill them! And that will be the end FOREVER of Superman and Lois Lane!!

Oh-oh! We're being closely followed!!

I don't see anyone!

That's because they're in FRONT of us! That's as CLOSELY followed as you can GET!



What was that noise, Dames . . . ?

Well, that first explosion was a motorcycle side car rigged as an exploding missile, which I avoided! The second explosion was a car-full of hoods firing at us, which I also avoided!

Did you learn such incredible defensive driving at the Royal Spy Academy?

No . . . on the California freeways!

Now we're being followed by a helicopter, and— Watch that turn!

Are you CRAZY— driving this car into the water!?

Relax! Just open the glove compartment . . . and you'll find a complete set of Submarine Car Controls!

The only thing in here is this note . . . "Dear Dames, Your Submarine Car is still under construction! The car you're driving is a regular model! Maybe next time, you will pay more attention when we try to talk to you! Que!"



Okay, Buddy . . . "I'm charging you with "Fishing Without a License," "Scuba Diving in a Rented Car" . . . and Making a U-Turn in the Ocean!"

You said that you killed a man when you were skiing in Austria! Was this the man?

He was my lover! I swore revenge! When this mission is over, I'm going to kill YOU!

Terrific! At last that's SOMETHING I can look forward to! The end of a mission is usually such a "downer"!

Yes! I'd recognize that face anywhere! Why . . . ?





Closing in on target!
Range . . . 4000 yards!
All engines half . . .
Hey! What's happening?!
All the controls and
gauges are going crazy!

Shall
we
abandon
ship,
Captain?

Absolutely
not! You
know the
law of
the sea!!

That a Captain goes
down with his ship?!

Right! In this case,
the Captain goes up
with his submarine!

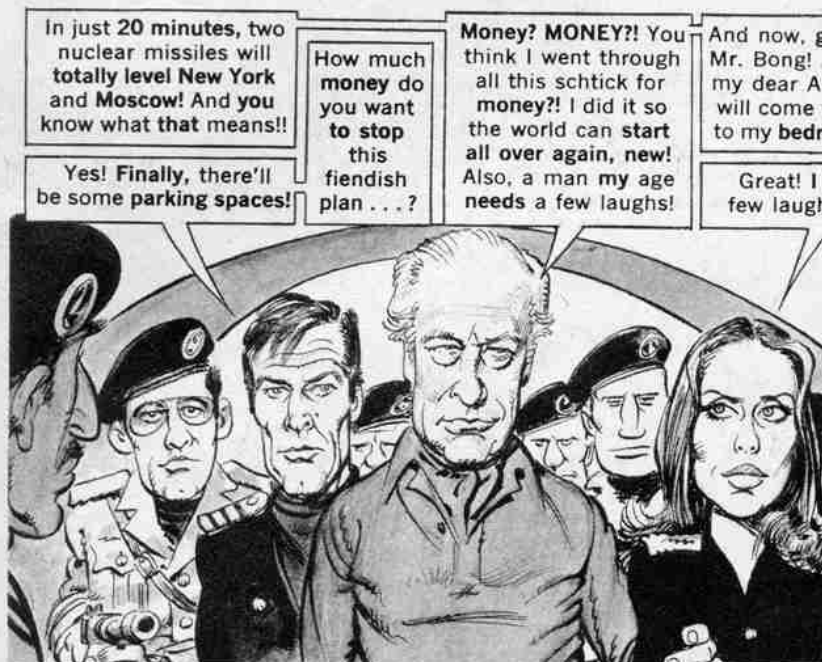


Commander, you and your men are
inside my Supertanker, Licorice!
You have exactly 30 seconds to
come out, or we'll cover your
submarine with mustard, and tell
Maws it's a steel frankfurter!!

No . . . Don't!

We'll come
out! Wait!

Please!



In just 20 minutes, two
nuclear missiles will
totally level New York
and Moscow! And you
know what that means!!

How much
money do
you want
to stop
this
fiendish
plan . . . ?

Money? MONEY?! You
think I went through
all this schtick for
money?! I did it so
the world can start
all over again, new!
Also, a man my age
needs a few laughs!

And now, good-bye,
Mr. Bong! And you,
my dear Aryusober,
will come with me
to my bedroom . . .

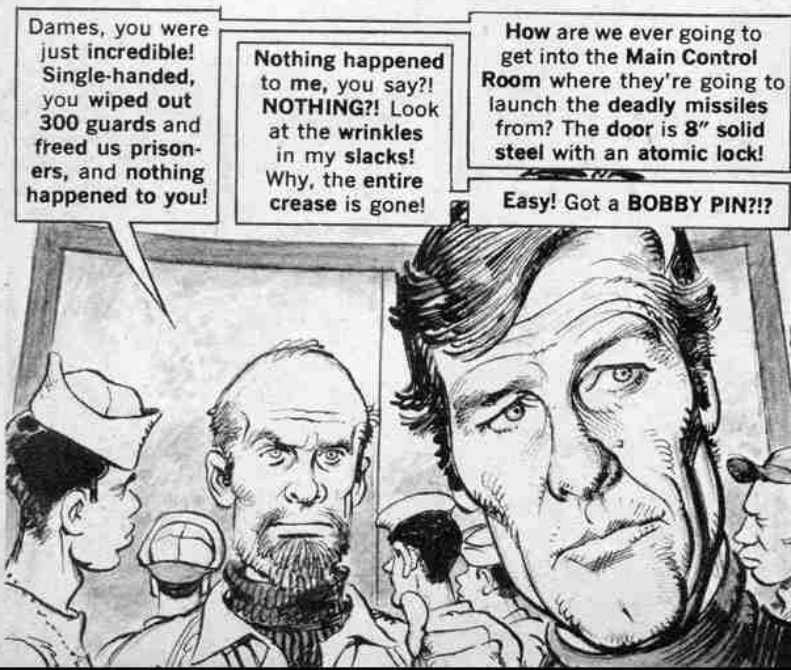
Great! I need a
few laughs, too!!

Yes! Finally, there'll
be some parking spaces!



This is so unfair! I'm
alone, and they number
in the hundreds! I have
no weapon, and they have
automatic machine guns!

So, since I have
the **ADVANTAGE**,
there's nothing
left for me to
do but **ATTACK!**



Dames, you were
just incredible!
Single-handed,
you wiped out
300 guards and
freed us prison-
ers, and nothing
happened to you!

Nothing happened
to me, you say?!
NOTHING?! Look
at the wrinkles
in my slacks!
Why, the entire
crease is gone!

How are we ever going
to get into the Main Control
Room where they're going to
launch the deadly missiles
from? The door is 8" solid
steel with an atomic lock!

Easy! Got a **BOBBY PIN?!?**



Do you know what you're
doing, Bong . . . blowing
open that steel door
with a nuclear warhead?!

Yes, Sir! At the Academy, I
took a course in "Advanced
Preposterousness" . . . which
is exactly what this is!!

DANGER
EXPLOSIVE
DO NOT TOUCH
DO NOT FOLD, BEND
STAPLE OR MASH

You did it!
We're inside
the control
room! But,
what if the
missiles go
off and hit
their targets?

I doubt if the people
in New York will even
notice! And for the
people in Moscow, it
will be an "UP"!!
But we best try to
stop them anyway!

How can we divert
two nuclear war-
heads so they do
no damage and, at
the same time,
destroy the subs
carrying them?

Perhaps this booklet I
just found might help!
It's called, "How To
Divert Two Nuclear
Warheads So They Do
No Damage And, At The
Same Time, Destroy The
Subs Carrying Them"!

BLAM!

Wham! You did it, Dames! That was an
incredible stroke of genius . . . and a
complete stretch of the imagination!



Hello, Mr. Bong!
Let me take a shot
at why you are
here! You came to
rescue the Russian
Agent, Aryusober!

Now I'll take a shot at you!

Missed, Stromboli! You're
finished! Now, not only am I
going to kill you, I'm going
to do something even more
repulsive to you! I'm going
to have you buried at land!

Correct!



Oh, no! Not you again! Put me
down, Maws! It's only 11 A.M.!
Hasn't your dentist warned you
about between-meal snacks? Do
you want to ruin your teeth?!

Oh! Here's something I think
you might be attracted to . . . !



And now, I'm
going to drop
you in with
that shark!
So long,
sucker . . .

You
haven't
heard
the last
of me!

I wasn't
talking
to you! I
was talking
to the
shark!!

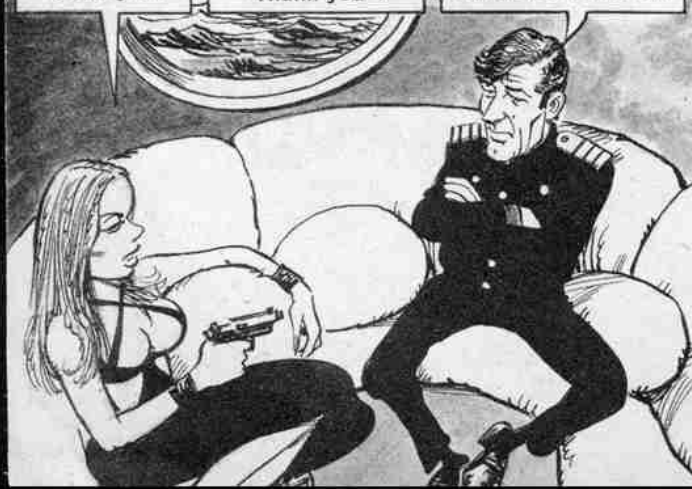


You saved my
life, Dames
... and now,
I'm going
to kill you!

You Russians sure
have a strange
way of saying
"Thank you"!

I was only kidding,
Dames! I love you! I
want to marry you!

Oh, a slow death, eh?

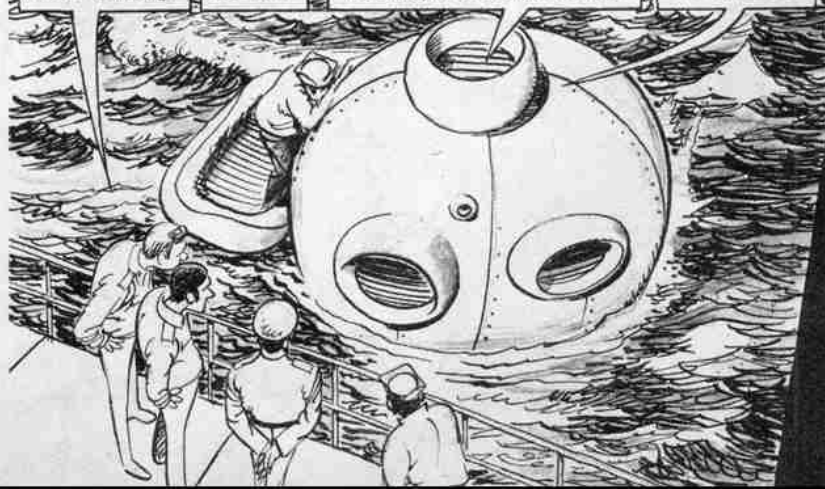


I wonder what
they did to
pass the time
while they
were drifting?

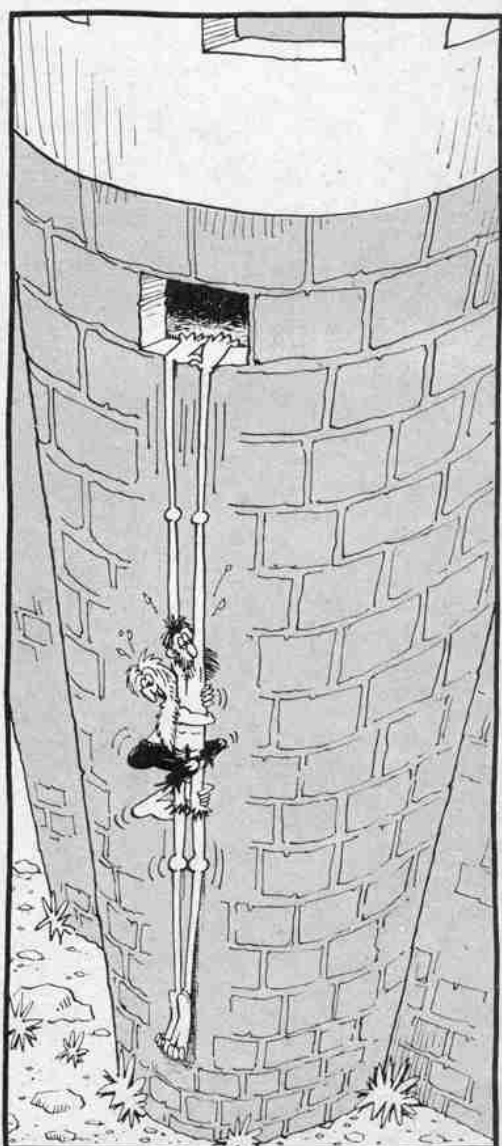
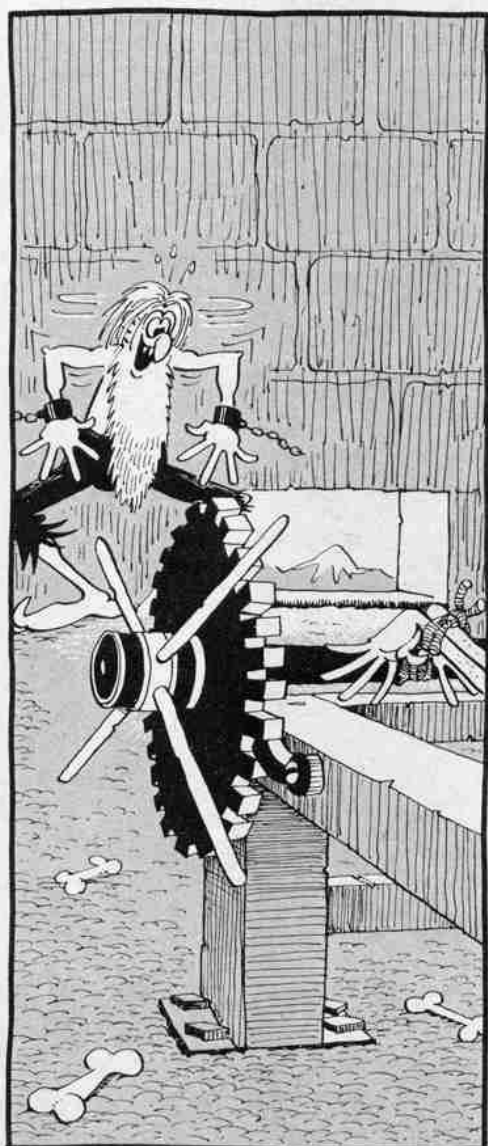
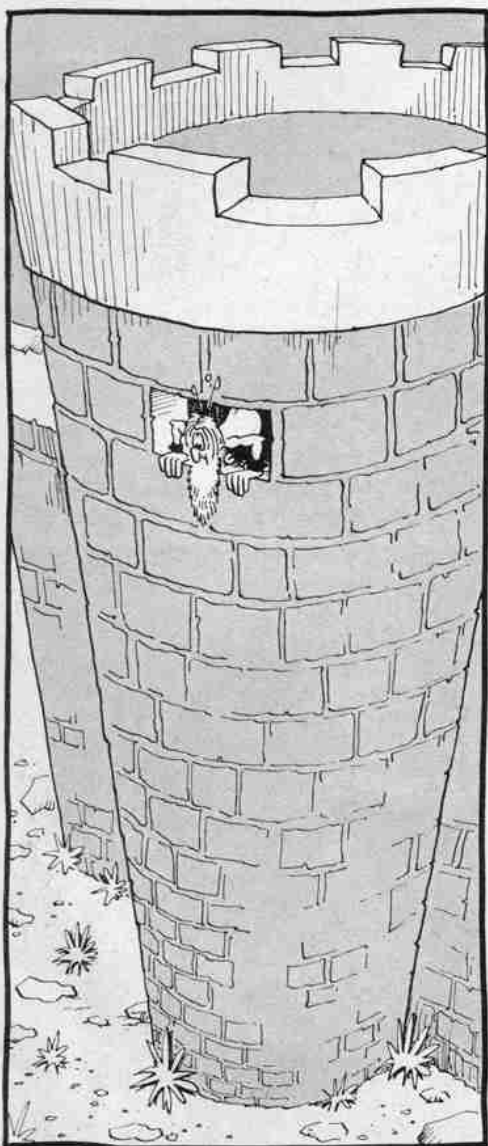
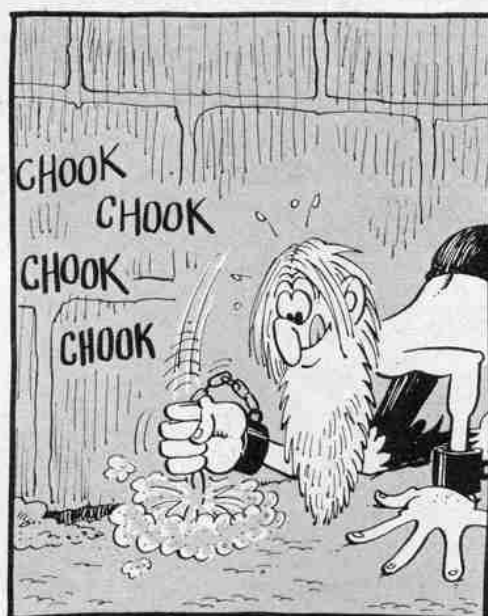
Listen!
What's
that
strange
sound?

It's almost as if something
were chewing up the bottom
of the capsule! You know,
Dames, it could be MAWS!

Or it could
be Miss
Pennymoney!
She's THAT
JEALOUS!



ONE MORNING IN A PRISON TOWER



SWITCH PITCH DEPT.

There are two things wrong with TV Commercials. They're stupid . . . and they're boring. The stupid part we can't do anything about because they're created by stupid people. The boring part is easy to fix. TV Commercials are boring because they're so utterly predictable. After watching for a few seconds, we know exactly what each one is going to say when it finally gets to the point. MAD, however, feels that TV Commercials really do not have to be dull and boring. Advertisers might do well to have us guessing rather than to have us asleep. And they can do that with

SURP

May I say just one word about an embarrassing subject to those of you who are planning an overseas vacation? The word is "diarrhea"!

I know you hate to talk about it, but you'd hate having your trip ruined by it even more!

That's why I want you to fill your luggage with the same fine product I pack whenever I travel to a strange land . . .

Good old American "GREPSI-COLA"!! With plenty of "GREPSI" on hand, you don't have to drink the local water—the main cause of diarrhea for Americans traveling abroad!



I'm here at the Laundromat in Palo Basso, Ohio, to conduct a Detergent Comparison Test with Mrs. Roxie Schwip, the Mother of at least one child!

We'll wash one of her son's dirty tee shirts in Mrs. Schwip's Regular Washday Detergent, and the other in our Mystery Brand . . .

Lawd-a-mercy, I don't think either one will clean that ground-in gook from li'l Bernie's shirt! He's such a slob!

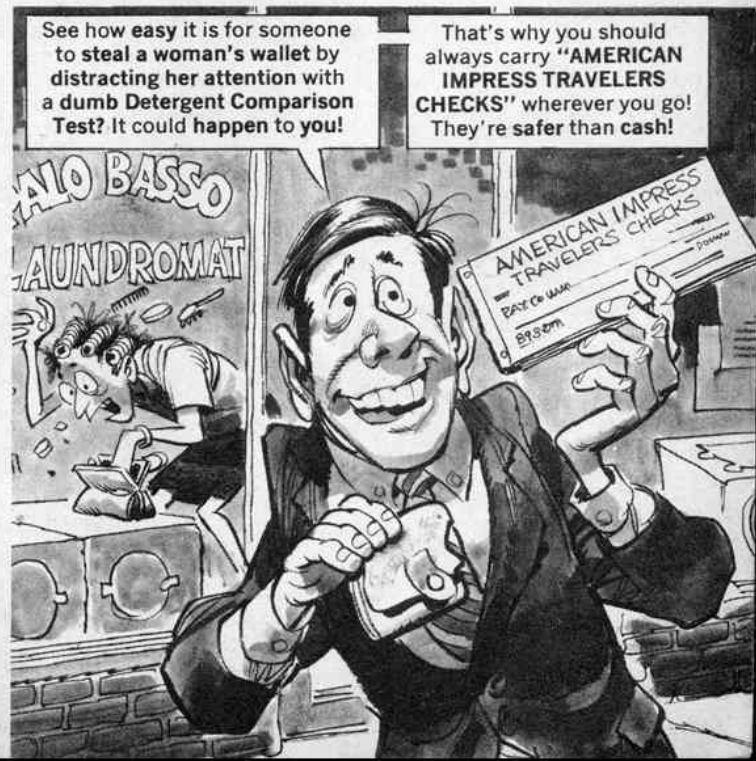
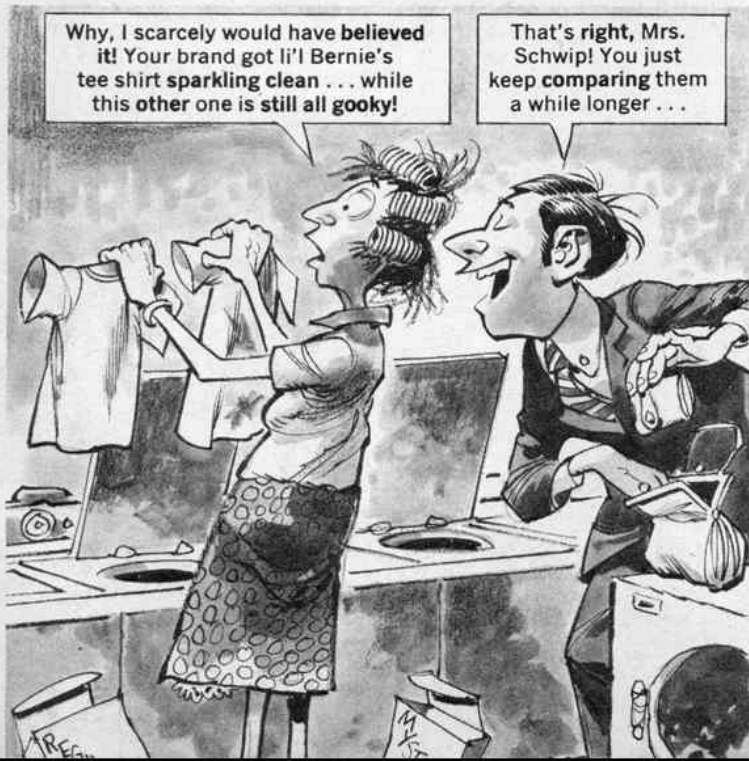
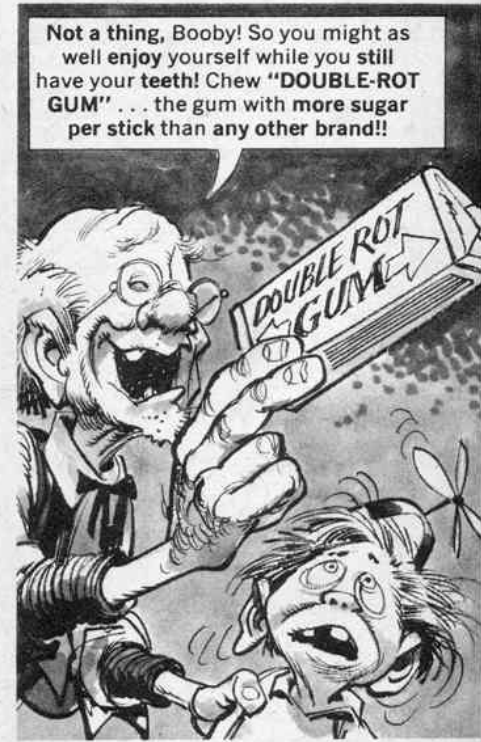
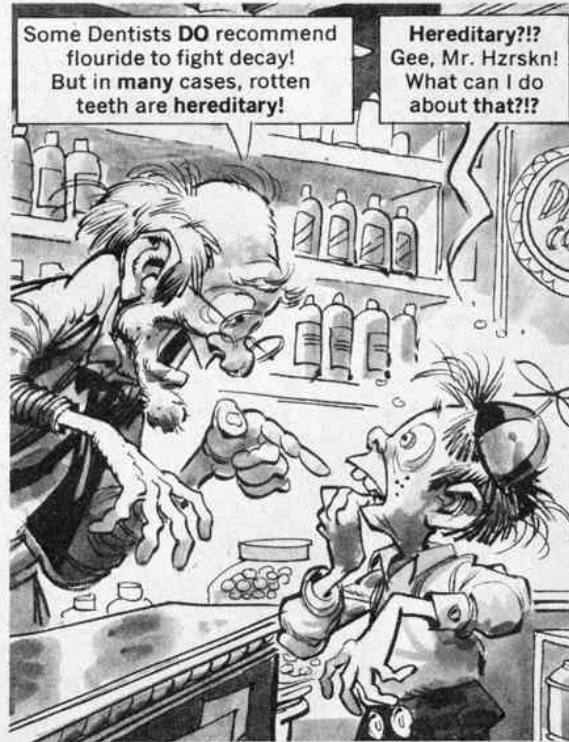
30 MINUTES LATER...

Okay, Mrs. Schwip's . . . let's take a look at both shirts . . .



RISE TELEVISION COMMERCIALS

ARTIST: JACK DAVIS WRITER: TOM KOCH IDEA BY: DEZI SZONNTAGH



Hi! I'm Mickey Spitoon, the former best-selling writer of books that were filled with sex and violence! My books have less impact today because people get plenty of sex and violence on TV and in movies!



The public's taste in other things have changed, too! Take beer, for instance! The newest fad is "Light Beer" because it's less filling! About fifty different brands are available, and I've tried 'em all! This evening, as a matter of fact!



That's why I always stock up on genuine "ALKA-SPRITZER"! It's the nation's leading hangover cure! And after drinking this much beer, I'm gonna need it!!



A year ago, I wouldn't have dared to serve anything but imported wine when I lured a gorgeous chick up to my apartment! I lacked the confidence to serve what I like just because I like it! Now, all that has changed!



You see, I found something in a bottle that lets me be my own man, and still have the confidence to invite any girl up to my pad... serve 'em wine... and make out!



It's called "CRETIN FORMULA 44"! Just rubbing a little into my hair every day has gradually changed the grey to black, and me from old to bold! Thanks to "CRETIN FORMULA 44", the dolls never guess that I'm 74... which is 73 years older than the cheap domestic wine I serve 'em!



Look, Mommy! My panty-hose make my ankles look all wrinkled and ugly... just like yours look!!



I was embarrassed when little Lucretia said that during my formal tea for the Queen Mother of Roumania! And worst of all, I wasn't wearing any panty-hose!! What I had was unsightly ankle skin!!



A Dermatologist recommended "LEGRIN MEDICATED CREAM" to shrivel up my loose ankle flesh! So if your ugly ankles are caused by something worse than cheap panty-hose, try "LEGRIN"!

Such smooth, sleek ankle skin! I'm crazy for you, Kiddo...!!



UP CHORES DEPT.

Once their children are on their own, more women than ever today are beginning to think in terms of new careers for themselves. But after 20 years or so of being Housewives and Mothers, what kind of qualifications and experience can women offer potential employers? Well, we'll tell you: Plenty! For instance, this example of

A JOB RESUMÉ FOR AN AVERAGE HOUSEWIFE

WRITER: LARRY SIEGEL

IDEA BY: MARY SARAZIN TIMMONS

Polly Drudge
123 Family Way
Surburbia, Ohio 12345
Telephone: 555-4321

CAREER OBJECTIVE

Vice-President and Comptroller of a medium-sized Midwestern textile firm.

ALTERNATE CAREER OBJECTIVE

Anything that'll get me out of the God-damn house!

EXPERIENCE

| <u>Title</u> | <u>Job Description</u> |
|-----------------------------------|--|
| Systems Analyst and Waste Manager | For 10 years inspected and changed two smelly children who resisted toilet training (including seven years of advanced experience with particularly difficult third child). |
| Animal Husbandry Expert | For 19 years tolerated kinky demands in bed by uncivilized weirdo. |
| Market Research | Toured and checked hundreds of supermarkets in fruitless (and meatless) search for food priced to fit a family budget. (My family, not Jackie Onassis'!) |
| Plant Manager | Took care of, watered, fed, and talked to 27 plants over eight year period. Reason for resignation: 11 of the plants talked back. |
| Interior Decorator | Re-arranged furniture 27 times to conceal spots on carpet in family room where three kids grew up, and five dogs threw up. |
| Traffic Manager | Drove three kids to school, Scout meetings, parties, on dates, delivering newspapers, etc. (In fact they didn't learn to walk until they were 16; they didn't <u>have</u> to!) |

Over



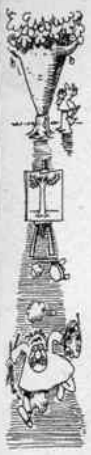
| <u>Title</u> | <u>Job Description</u> |
|------------------------------|--|
| Labor Organizer | Woke up, helped dress, pacified, and gave smelling salts to woozy husband prior to hospital trips when expecting children. |
| Electrical Engineer | Vast experience in engineering varied men who read light meters into basement, and away from my bedroom. |
| Creative Arts Director | Rescued family cat 14 times from becoming part of wall-to-wall play dough splotted design motif. (Not as lucky with dog, who was glued to ceiling with epoxy!) |
| Television Repairs Expert | Constantly cared for and effectively treated my nauseous, queasy stomach after hours of undue exposure to moronic afternoon game shows and sickening soap operas. |
| Domestic Relations Counselor | 19 years experience appeasing finicky maids by cleaning up messy house before they arrived, then cleaning up messy house after they got through cleaning out liquor cabinet. |
| Import-Export Manager | Bringing in food, taking out garbage, and threatening to eliminate middleman by feeding food additives and other wholesome poisons to family. |

PERSONAL

| | |
|-------------------------------------|---|
| Education: | College graduate; majored in Physics. |
| Value of Education In Current Life: | Have been giving physics to my family for years. |
| Health: | Strong as a horse; last physical, 1976, by Philip Armstrong, Doctor of Veterinary Medicine. |
| General Appearance: | Stooped, looped, and pooped. |
| Hobbies: | Yelling, nagging, and a lot of fainting. |

REFERENCES

Available on request from important members of my community who know me best (i.e., Otto, gas station attendant; Goldie, Exchange Desk, local department store; Dan, supermarket carry-out boy; etc.)



SCHLOCK 'N' ROLL DEPT.

Hi! I'm Anita Tyrant! You remember me and my famous battle cry? "Oranges, Si! Rotten fruits, No!" Anyway, I'm with you this issue to explore a truly unique phenomenon on today's music scene! Namely, "Punk Rock"! And in a little while, you're going to meet

MAD'S "PUNK ROCK GROUP" OF THE YEAR

But first I'd like you to meet Mr. Bernie Rakeoff ... the famous Show Biz Manager!

Hi! As you may know, I manage some of the real greats in Punk Rockdom! Such legendary names in music as "Itchy And The Infections" ... and "The Four Cretins" ... not to mention many, many more lesser-known artists!

Could you tell us a little about the "Punk Rock" movement, Mr. Rakeoff?

Sure, Anita! Actually, the people in it are just a bunch of average young men and women who dress outlandishly, and paint their bodies and their hair, and do some rather bizarre things on and off the stage!

I'd like to ask just one question! WHY??

For a very important social reason! You see, there's really very little sanity and decency in the world, and Punk Rock stars are protesting!

But, what are they protesting AGAINST?!

Whatever sanity and decency is LEFT!



ARTIST: HARRY NORTH, ESQ.

WRITER: LARRY SIEGEL

Anita, you're really in for a special treat! My newest and greatest Punk Rock group of them all has just arrived from England! Here they come!

Chuck! Those little pixies! Seems they had a tough time sneaking some vile, deadly stuff through Customs! Something which has the power to rot minds and destroy digestive systems!

Why are they so late??

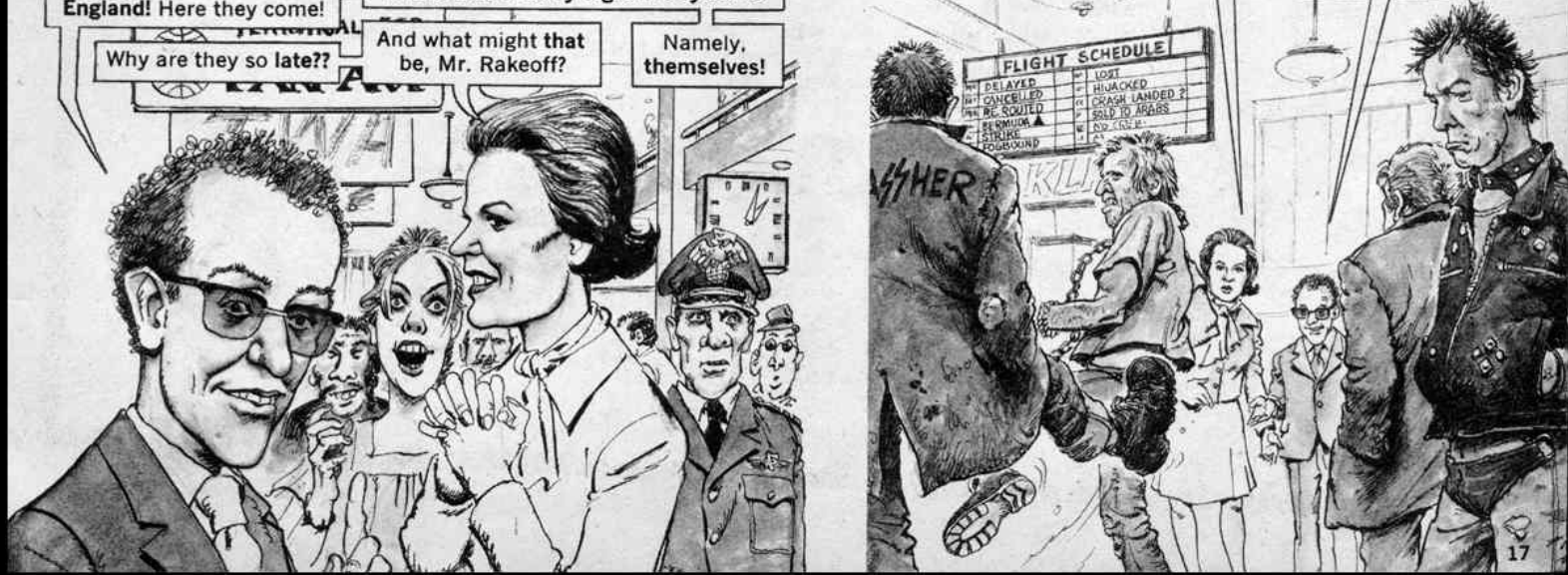
And what might that be, Mr. Rakeoff?

Namely, themselves!

Anita, meet a really swell bunch of guys! "JOHNNY TURD AND THE COMMODORES"!!

I'm going to throw up!!

So are they!! But they're saving that for the big concert!



They're really a fun bunch, Anita! But I must admit ... one of them is a little weird! Meet Johnny Turd, Harvey Belch, Hugo Sweatstain and Jerry Greenblatt!

JERRY GREENBLATT ... ?!

That's the weirdo!!

Er... Uh... H-H-Hi, there, fellows!

Hop it, Love, before we kick your ~~teeth~~ teeth down your throat!

Get this ~~bloody~~ bloody twit out of here!

Screw you ... and everything you stand for, you stupid ~~bird~~ bird!

You're in luck, Anita! They seem to like you!



I've never been so insulted in all my life!

Wait! The evening is still young!

Yecch! What foul language! Er... what's wrong with Greenblatt?

He had an accident last week, and he hasn't been able to communicate!

What happened?

He broke his middle finger!



C'mon! We don't want to be late for the big concert! The club is packed, and all their fans are dying to see them!

You're not going to let those ... ugh ... horrors walk in the streets looking like that! The people in this city wouldn't stand for it!!

Hey, you must be joking! Have you seen the SICKIES walking around New York? Believe me, on Times Sq., these guys could pass for tourists!



Good Heavens, what are they DOING back there?

Rehearsing one of their numbers ... the little dickens! Aren't they irresistible?

They're disgusting! Paint all over themselves, safety pins in their noses! And why in the world are they wearing spiked DOG COLLARS?!

That's just a gag, Anita! You know, a put-on! It's also a handy place to wear their tags!

What tags?

The ones that prove they got their RABIES SHOTS!

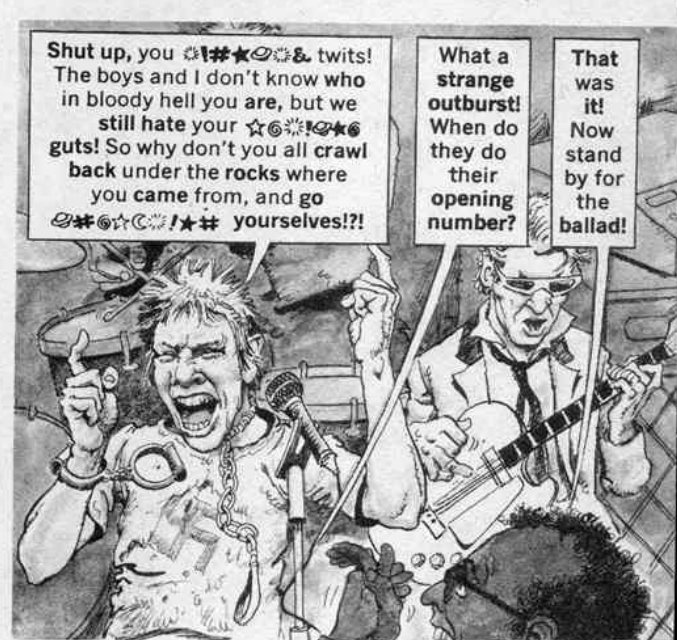


I'll bet this is the first time you ever drove with the top down ... in a SEDAN! Aw, look! Poor Greenblatt is preoccupied again! It's not only his broken finger! He's also hopelessly in love!!

Are you kidding?! Man, does he ever miss that chimpanzee he's been living with in London!

In LOVE?! I can't believe one of those ... ugh ... THINGS could actually have a human emotion!!





Yecch! Look what they're **DOING!** Let me out of here! It's more than a civilized person can stand!

Aw, c'mom, Anita! Don't let that bother you! It's just a cute little introduction to the next part of their act!

Oh? What's that? Some of the greatest **PUKING** you've ever seen!



I can't take any more! I just can't stand it!

Relax, Anita! They're going into a change of tempo now!



See? They're heading down **Memory Lane!** An oldie, but a goodie!

What are they doing?

Their rendition of "Raindrops Keep Fallin' On My Head"!



AAAAAAAAAAAAHHHHHHH!
SCREEEEEEEEEEAAAAAM!
SHRIEEEEEEEEEEKKKK!



Anita!! Where have you been?! You missed the **big finale!** It was **fantastic!** Sensational!

They—ugh—cursed! They—yecch—spit and puked all over the stage! They—**aargh**—tinkled on the audience! They cut themselves—**ulp**—with knives!

What could possibly happen after that? The act **DIED!**

Well, of course!! How could anything as **disgusting** as that succeed?! Naturally they bombed!



I didn't say they **BOMBED!** I said they **DIED!** What an exhibition! The greatest finale in Punk Rock history!

Listen to the crowd!

I loved it!

It was great!!
Fantastic!

I've seen better!

Ahhhh! What do **YOU** know about music?!



This is a very sick and upset Anita Tyrant—signing off! So long, readers! So long, America! And so long, "Johnny Turd And The Commodes" ...

Sob . . . sob! Isn't it beautiful, Anita! The boys always wanted a simple and dignified funeral!

Well, that wraps up that act, Mr. Rakeoff! I guess, for you, it's back to the old drawing board!

No, it's back to the old airport! I've got a new Punk Rock group coming in from Uganda that'll blow your mind! They're called "Calvin And The Cannibals" . . . and they've got a finale you won't believe!!



PERPLEXI-TEASE DEPT.



SOME MAD THINGS WE'LL NEVER UNDER- STAND

ARTIST: JACK RICKARD
WRITER: STAN HART

WE'LL NEVER UNDERSTAND WHY...



... the State pays \$15,000 a year to feed, clothe and house a criminal ...



while the victim's family gets nothing.

WE'LL NEVER UNDERSTAND WHY...



... you leave a measly quarter tip for the waiter in a luncheonette ...



who makes as many trips as the waiter in a fancy restaurant you tip two bucks.

WE'LL NEVER UNDERSTAND WHY...



... a man can get undressed in front of his wife, and not be embarrassed ...



and he can get undressed in front of his doctor, and not be embarrassed ...



but he'll be embarrassed when he gets undressed in front of both of them.

WE'LL NEVER UNDERSTAND WHY...



... no matter what city or town you're driving in when you stop for a light ...



... the guy in the next car is always picking his nose.

WE'LL NEVER UNDERSTAND WHY.



... the doctor's nurse will give you a specific time for an appointment ...

WE'LL NEVER UNDERSTAND WHY...



... you look okay in a regular mirror ...



but you look like hell in a 3-way mirror.

WE'LL NEVER UNDERSTAND WHY.



... important letters get lost ...

WE'LL NEVER UNDERSTAND WHY...



... people who complain about the commercialization of everything ...



will wear fun tee shirts with commercial messages on them.

WE'LL NEVER UNDERSTAND WHY.



... someone who works hard to become a famous celebrity and be recognized ...

WE'LL NEVER UNDERSTAND WHY...



but when you show up on time, there are always four or five people ahead of you.



... dog and cat lovers hate the killing of unwanted animals ...



yet let their dogs and cats run free to make all those unwanted animals.

WE'LL NEVER UNDERSTAND WHY...



while junk mail never does.



... you want your best friend to succeed but when he does, you feel depressed.



WE'LL NEVER UNDERSTAND WHY...



complains bitterly, when she finally makes it, that she has no privacy.



... the U.S. Government permits the sale of arms to other countries ...



then sends emissaries all over the world to try and stop the fighting.

If you want to find out what life is like in an apartment house, it's not necessary to talk to the door-

APARTMENT HOUSE

WRITER: FRANK JACOBS

E COPIES
YOU WAIT

RY'S
O COPY
V ICE

action
anteed

Orchard Street
e: 555-8976

WE MAK
WHILE

H A R
P.H O T
S E R

S a t i s f
G u a r a

21-25 West
Telephon

\$100.00 REWARD!

FOR ANY INFORMATION
LEADING TO RECOVERY
OF THESE ITEMS STOLEN
LAST WEEK FROM MY
APARTMENT

A Sony 19" Trinitron TV
A Pioneer 520 Stereo
System with two speakers
A GE AM-FM Clock Radio
A Bulova watch with
silver band

FOR SALE
CHEAP!

GE AM-FM CLOCK RADIO - \$2
SONY 19" TV (Trinitron) \$20
PIONEER 520 STEREO
WITH TWO SPEAKERS \$1
BULOVA WATCH WITH
SILVER BAND - \$1
COME TO APT. 11-J A
ASK FOR ROCCO

*Cleaning Lady
Needs Work
Neat, Clean
Reliable -
Opal Williams*

TEL.
555-
8288

T Y P I S T

wi.l type & yur
manuscript too
your complete
satisfactio n!
REASONABLE

RAITS!
WILL PICK #P
AND DeLIVUR
Call Clarisse
555 -7843

*I'VE GOT 2718 62
RABBITS TO GIVE AWAY
BOBBY SMITHERS APT. 15-H*

*Mr. Geoffrey Fortesque (Apt 15C)
would very much like to meet the woman
whose lace bikini panties somehow wound
up in his laundry while using the basement
washer and dryer on Wednesday last.*

The monthly meeting of the building
anti-crime committee will not be held
this month due to its chairman,
Wilfred Smeed (4B) still lying in critical
condition following the armed robbery
during last month's meeting.

man or the tenants. Simply make your way to the place where folks pin up their messages, namely the ...



E BULLETIN BOARD

IDEA BY: T. PEPLINSKI

ARE YOU THE
FORGETFUL TYPE?

If so, you can
benefit by enrolling
in my new, 6-week
Memory Course. When
you're through, you'll
forget nothing and
remember everything!

For cost and complete
information please
dial this number:

MUST GET RID OF MY
DOBERMAN FAST
WILL MAKE FINE ~~PEE~~
GUARD DOG
FOR
RIGHT PERSON
CALL B. JONES
12-B
{Temporarily in MERCY
HOSPITAL}

EXPERT ACCOUNTANT
WILL PREPARE YOUR TAXES

Low-Cost Package

Federal Return—\$15.00

State Return—\$10.00

City Return—\$10.00

Total:—\$42.00

Ben's A-1 Tax Service
111 Oak St.—555.0924

EVERY MARRIAGE IS WORTH SAVING!
FOR MARRIAGE-COUNSELING,
CALL MRS. ELVYRA GREPSE
555-9851 APARTMENT 6-D
(FORMERLY MRS. ELVYRA DINWIT, APT. 14-A)



Lost
My bifocals
Will pay reward
to person who
returns them
Grover
Flein
home
-7942 Apt 17

(8D)
Mrs. Leona Wickwire
wishes to announce
that she is coming
out of seclusion after
a 45-day mourning
period following
the death of her
Poodle
(Pierre)

Donald and Maureen Snyder (11J)
and
Peter and Iris Fleeble (9K)
wish to announce that they
have swapped mates, and as of
the first of the month
Donald and Peter will be living in 11J
and Maureen and Iris in 9K



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

D



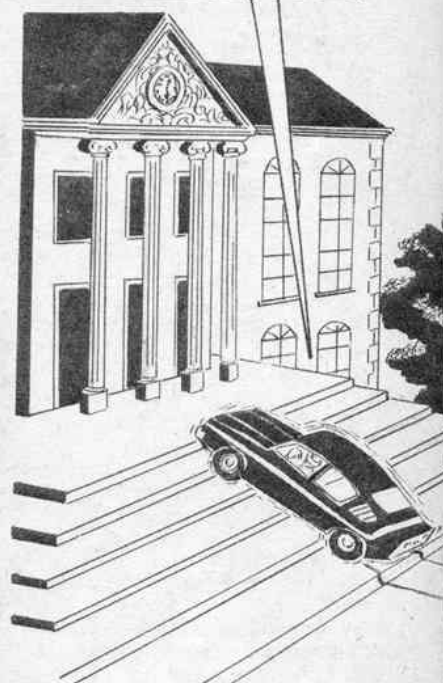
You're
too
drunk to
drive!

Who's too drive
to drunk?! I only
had one or two
li'l Martoonis!

It's dangerous to drive while
you're under the influence of
alcohol! Your judgment and
your reflexes are way off . . .
and you do wild, crazy things!

Lishen, I'll have you know
I'm sober as a Judge!

Is that why you're driving
up the Courthouse steps?!



ANGER

ARTIST & WRITER:
DAVID BERG

Just where do
you think
YOU'RE going?

Over to
Harold's
house!

On a skateboard?!
After it gave you
all that trouble?!

One little
wipe out
is trouble??

Yes! One little wipe out
is trouble!! Besides . . .
what, may I ask, is so
all-fired important about
going to Harold's house??

I want him to sign my cast!



**BEWARE!
DANGEROUS
ATTACK DOG**



THAT's the dangerous
attack dog!?!?



Shhh! He **THINKS** he's a
dangerous attack dog!



We got one guy in my dorm
who actually believes in
Witchcraft and Voodoo and
Black Magic and like that!

Can you imagine? In this place
of higher learning . . . in this
the atomic age . . . when we've
put men on the moon . . . there
is still one jerk who believes
in ridiculous, superstitions
mumbo-jumbo nonsense like that!

I guess you really
told him off, eh!

Are you
crazy?!

He's liable to put some
kind of **CURSE** on me!!



**HEY! BE CAREFUL! DON'T STAND UP IN
THE BOAT!! THAT COULD MEAN TROUBLE!**



NOW SEE WHAT YOU'VE DONE!



**YOU'VE SCARED ALL
THE FISH AWAY!!**





I've got a duck call here so realistic, it can fool anything alive! Just listen to this . . .

QUACK
QUACK
QUACK

BANG!
BLAM!
CRACK!

TWANG!

ZING!

SPLAT!

Don't be afraid, baby!
I'll hold on to you!!

Okay! You can let go now!

There are guys with macho . . .
like a Fireman! He's got a
dangerous job! And a Police-
man's job is no piece of cake!

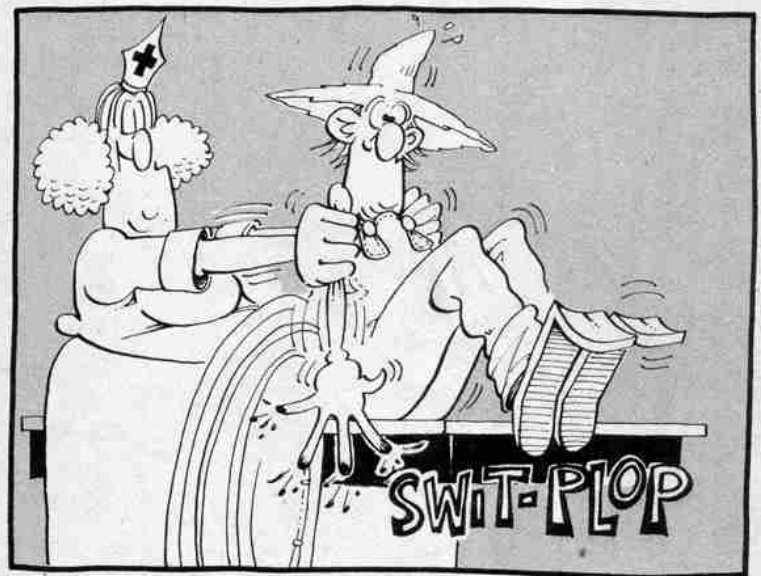
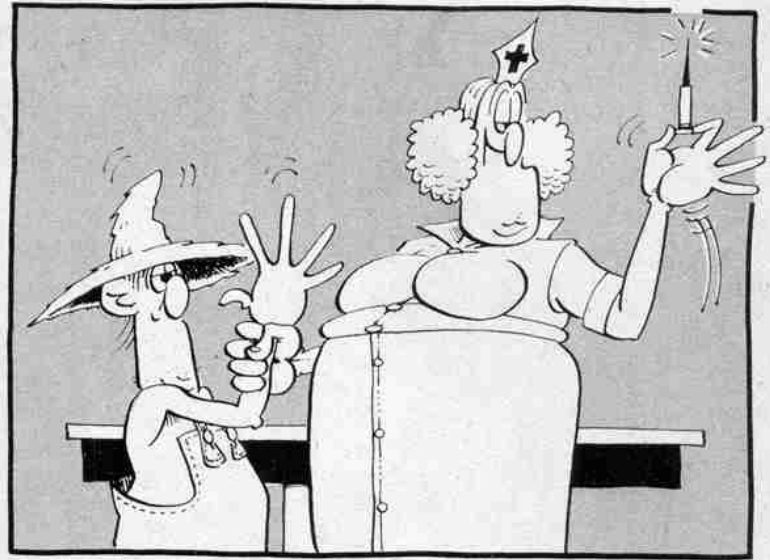
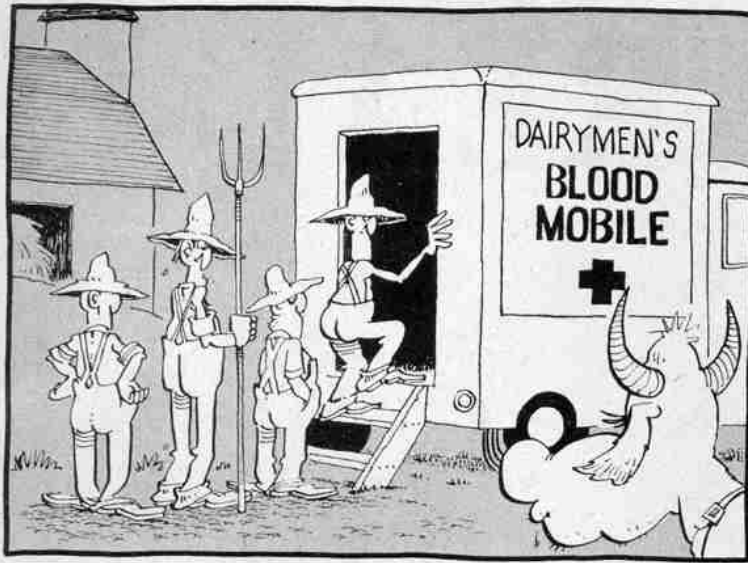
And a Skyscraper Window Washer
has a dangerous job! So does a
Lion Tamer and a Professional
Athlete and a Construction
Worker and a Space Astronaut!
They all have dangerous jobs!

And what am I?! A lousy
HIGH SCHOOL TEACHER?

THE MOST
DANGEROUS
JOB OF ALL!

David Berd

ONE AFTERNOON DOWN ON A FARM



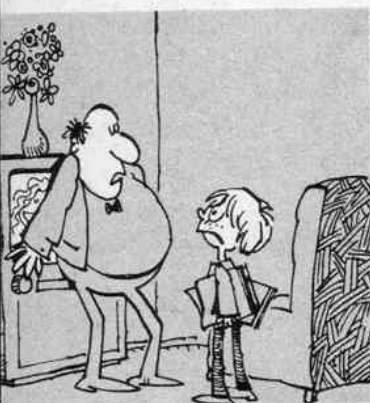


TWIN SCREWS DEPT.

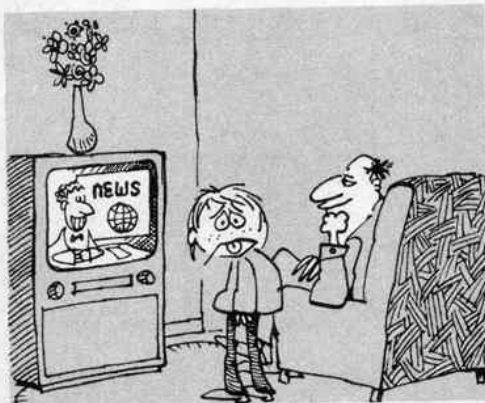
"Catch-22" was a best-selling book that later was made into a successful movie. In case you didn't read the book or see the movie, it was about an Air Force bombardier who doesn't want to fly any more dangerous missions. Since there is an Air Force regulation which states that if you're insane, you can't fly, our

MAD'S REAL-LI

ARTIST: SERGIO ARAGONES



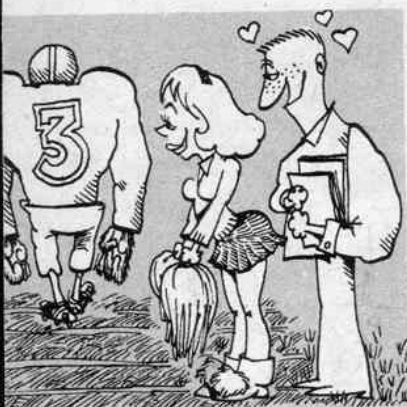
You can't watch TV until you finish all your homework . . .



. . . but by the time you finish all your homework, your favorite shows are over.



You're given permission to have the gang over for a party, but you're not allowed to have beer . . .



That great-looking cheerleader won't go out with you unless you're on the football team . . .



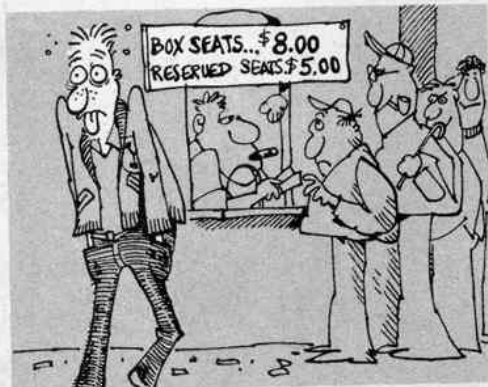
. . . but if you make the team, you have an early curfew, and she won't go out with guys who have to sign in at 11:00 o'clock.



You're threatened with Summer School if you don't pass all your subjects . . .



Your favorite team signs several free agents for a couple of million bucks . . .



. . . but in order to pay for them, they raise the ticket prices, so now you can't afford to see your favorite team play.

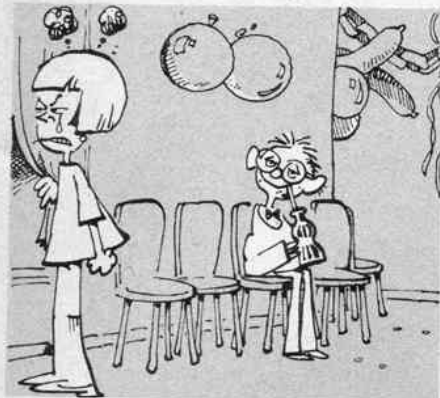


Your Dad says you can stay out as late as you want on week-ends if you get straight A's . . .

hero tells his shrink that he's crazy and therefore, according to regulations, he doesn't have to fly. But there's a catch—Catch-22—which states that if you don't want to fly dangerous missions, it proves you're sane . . . and therefore, you have to keep flying! All of which is our roundabout way of introducing . . .

FE "CATCH-22's"

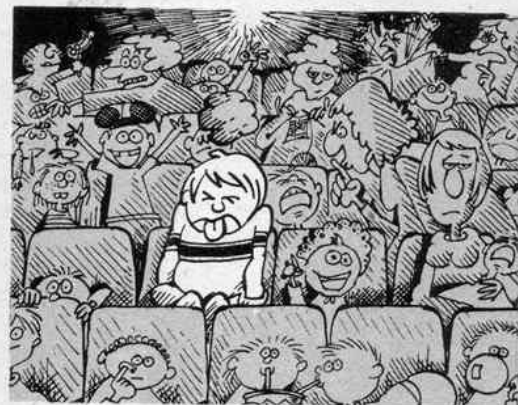
WRITER: LOU SILVERSTONE



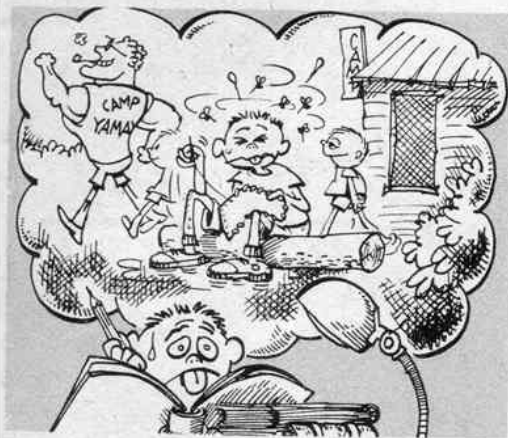
. . . and if there's no beer, the gang won't come to your party.



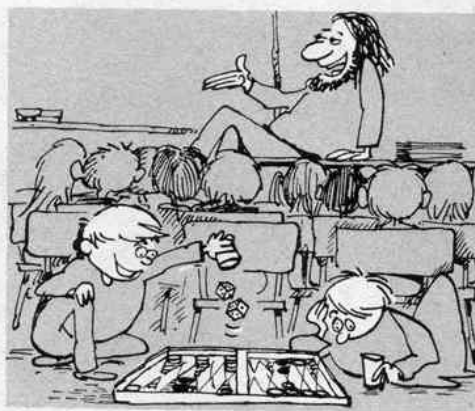
If you're over 12, you have to pay an adult admission price at the movies . . .



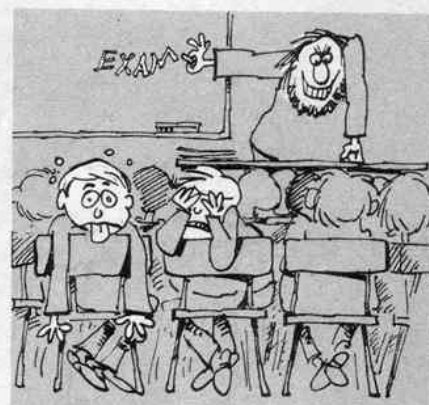
. . . but because you're under 18, you're only allowed to see boring "kid" movies.



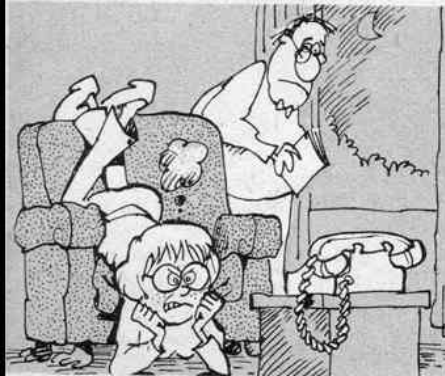
. . . but if you do pass, you'll have to go to Summer Camp . . . which is worse.



You have one of those cool teachers who doesn't take attendance, and doesn't care if you show up for his lectures or not . . .



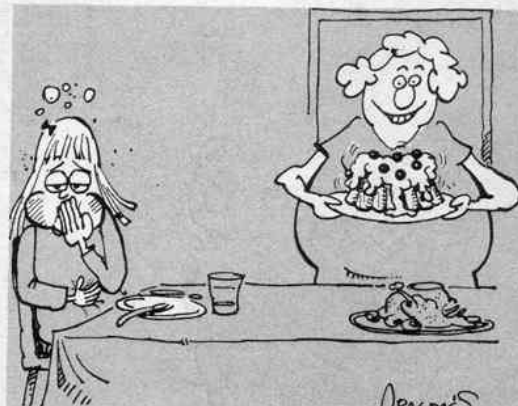
. . . but if he springs a surprise quiz on the class, and you're not there . . . you get a big fat zero.



. . . but if you get straight A's, none of the guys will ask you out because you're obviously a brain.



If you want dessert, you have to finish your broccoli first . . .



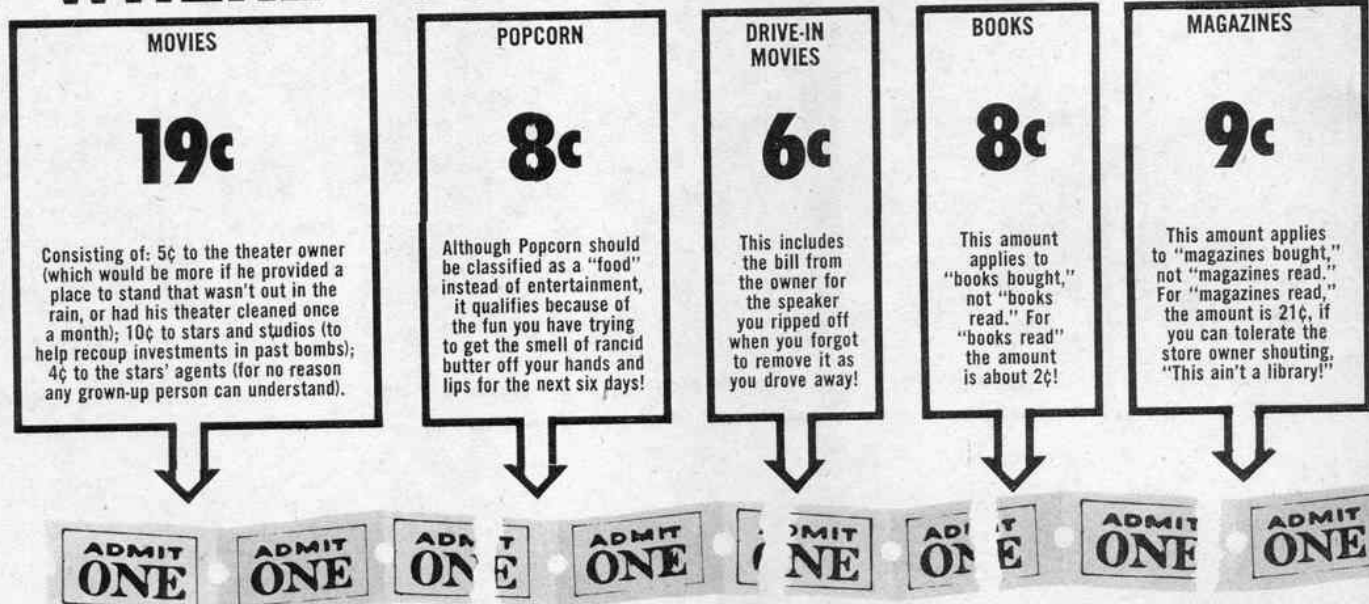
. . . but if you eat all your broccoli, you're sure to barf, and you won't want any dessert.

BUCK SHOT DEPT.

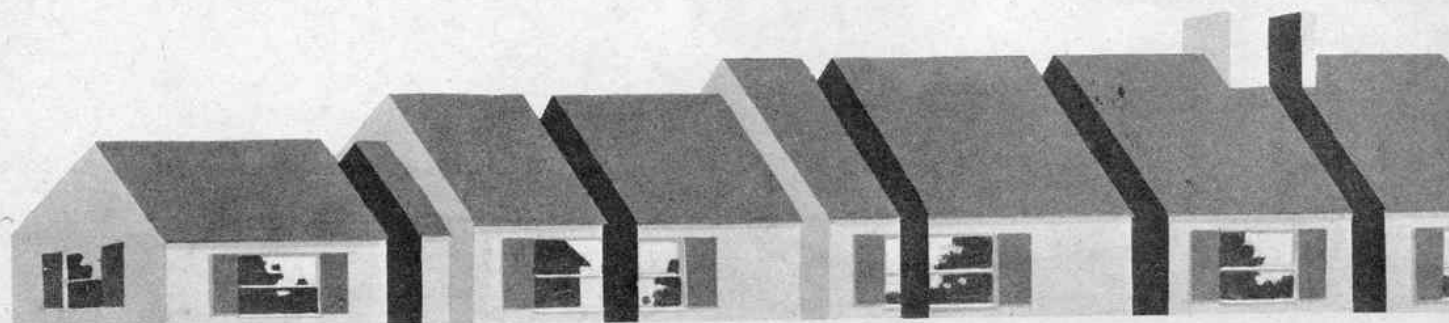
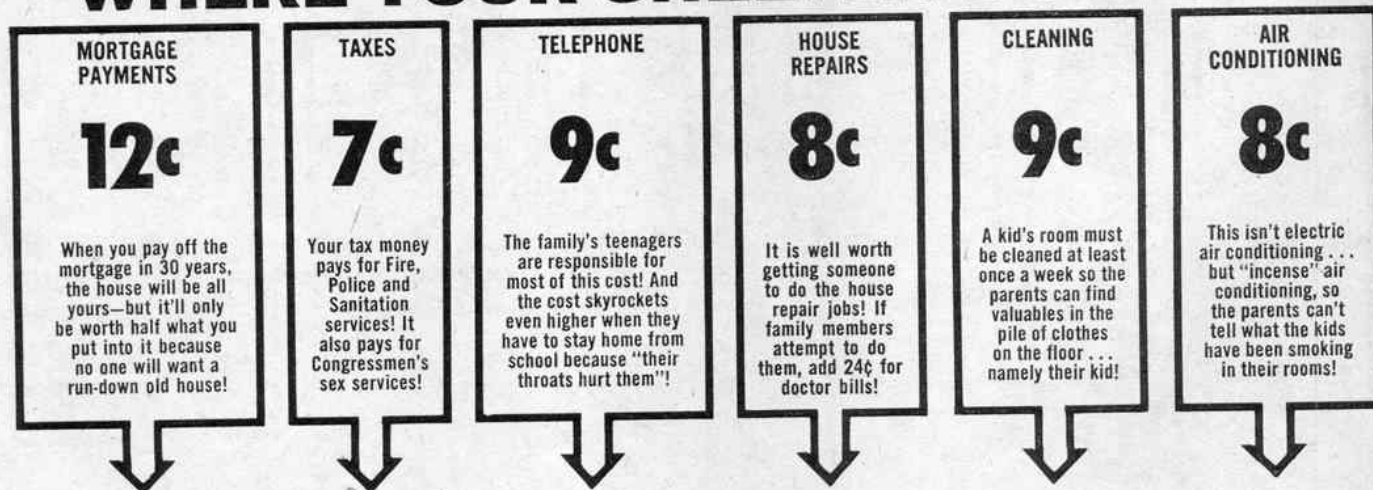
Hey, big spender! Do you really know where every penny of your hard-earned (or conned, in the case of a weekly allowance) buck goes? Of course not! So pay attention! We're gonna show you! And if you think *Economics* was dull, wait till you start reading—

WHERE Y

WHERE YOUR ENTERTAINMENT DOLLAR GOES



WHERE YOUR SHELTER DOLLAR GOES





OUR DOLLAR GOES

ARTIST: BOB CLARKE

WRITER: STAN HART

LAR GOES

BOWLING

10c

Despite the popular misconception that today's kids just hang around bowling alleys and get into trouble, they also bowl . . . and get into trouble!

BOWLING MEDICAL COSTS

12c

This covers the costs of back doctors or hernia operations when you try to impress a girlfriend how fast you can throw a ball—or try to impress a boyfriend that you're a real "regular fellow"!

ROCK CONCERTS

9c

This may seem high until you realize that the cost of a Rock Concert also covers the performer's bills from his ear doctor and his legal fees from his battle with the U.S. Immigration Department.

REFRESHMENT AT ROCK CONCERTS

6c

This is optional! You need not buy your own refreshments! Just take a deep breath and you can cash in on everyone else's refreshments!

GETTING OUT OF JAIL

5c

Obviously, Rock fans aren't the only ones who attend Rock Concerts!

AMUSEMENT PARKS

8c

This includes admissions to rides, and the cleaning bill . . . after you vomit all over yourself on the Roller Coaster!



ES

ELECTRICITY

7c

This may seem high, but how are the kids expected to see well at Noon unless all the lights in the house are on?!

PLUMBING REPAIRS

6c

Results from kids trying to learn if their Snoopy dolls can shoot the rapids in the toilet bowl!

TELEVISION REPAIRS

8c

When these are necessary, the Mother . . . who watches TV all day long . . . blames the kids . . . who watch it all night long!

UPHOLSTERY REPAIRS

9c

. . . to cover holes burned in sofa while the kids are smashed on cheap wine! Also to cover holes burned in sofa while the parents are smashed on expensive wine!

DISHWASHER REPAIRS

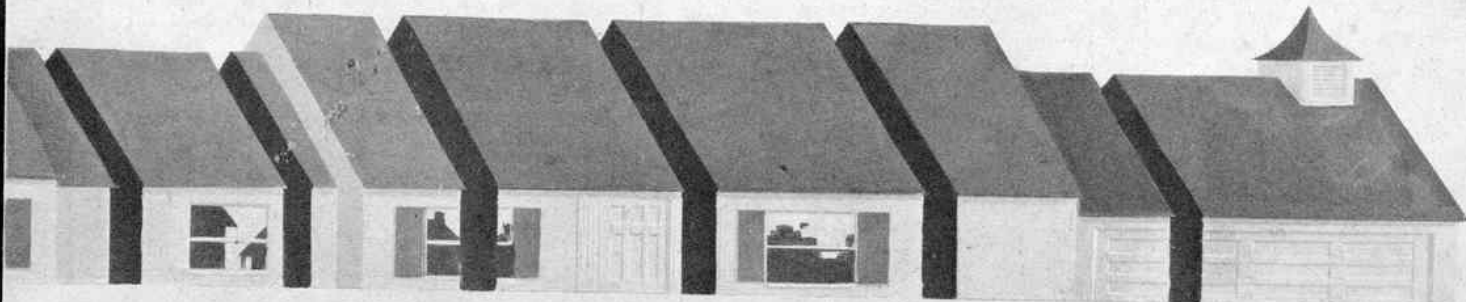
8c

This occurs often, like when the parents return from a week-end vacation to find the dishes piled up in the sink to the ceiling, and they figure the dishwasher must be broken, only it isn't!

INSURANCE

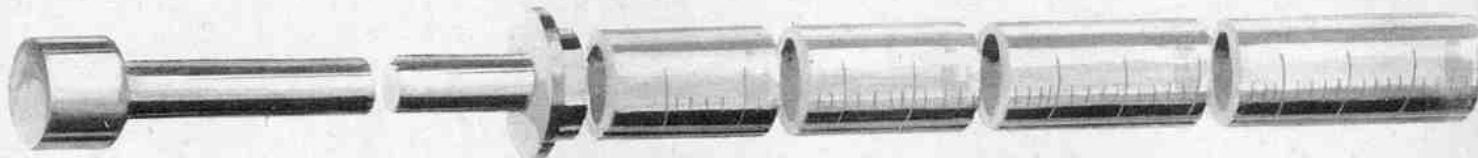
9c

This is needless and costly expense! In most American homes, everyone would be happier if the damn things burned down and each family member was free to run away and be by himself anyway!



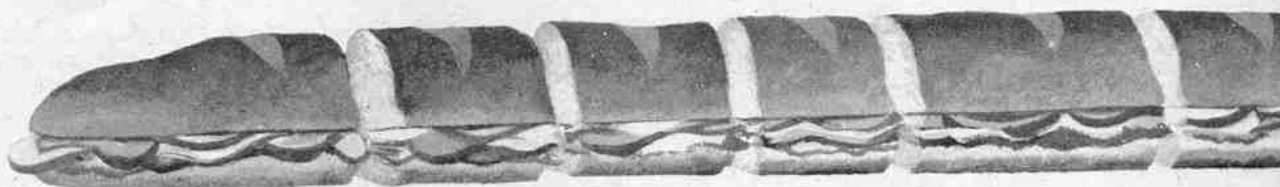
WHERE YOUR MEDICAL DOLLAR GOES

| | | | | | |
|--|---|---|--|--|--|
| OFFICE 8c Includes cost of occasionally re-upholstering the 35-year-old sofa and cleaning the carpet once every seventeen years! | RECEPTIONIST 9c A high priced job—only for qualified person with special talent for booking three, four or more patients for the same exact time! | NURSE 8c Includes cost of special brush-up training course on how NOT to find a vein with an old, dull hypodermic needle! | EQUIPMENT 6c This would be much higher if only the doctor could bring himself to discard those old hypodermic needles! | ANSWERING SERVICE 8c Includes the cost of the hypnotist who wipes out the Answering Service operator's memory for names, dates places and facts! | MALPRACTICE INSURANCE 12c Insurance companies are bloodsuckers, charging so much! Then again, they wouldn't have to charge so much if doctors didn't screw up so badly and lose malpractice cases! |
|--|---|---|--|--|--|



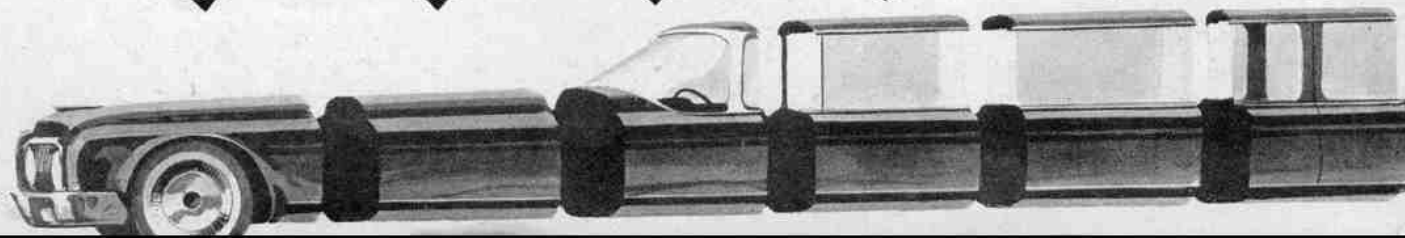
WHERE YOUR FOOD DOLLAR GOES

| | | | | | |
|---|---|---|---|--|---|
| FARMER 7c ... which is plenty for someone who just plays around in dirt all day long! | ADDITIVES 5c The stuff that makes your food look great and your X-ray look awful! | LEGAL COSTS 8c To fight the Food and Drug Administration over the use of all those harmful additives! | PACKAGING 9c ... including high-priced Designers and expensive—but useless—packaging materials! | ADVERTISING 14c You love your TV shows? Guess who pays for them! That's okay with you? Now guess who pays for the ones you hate as well! | LEGAL COSTS 7c To fight the Federal Trade Commission over false and misleading advertising claims |
|---|---|---|---|--|---|



WHERE YOUR TRANSPORTATION DOLLAR GOES

| | | | | | |
|---|---|--|--|--|---|
| CAR PAYMENTS 12c The easy way to buy a car! Only trouble is, by the time you finish paying the car off, it's ready for the junk yard! | GAS AND OIL 7c This item could be reduced a lot if you could just find a girlfriend that lives at the bottom of a hill! | REPAIRS 10c This figure includes 4c for initial repair and 6c for taking it to another mechanic to undo the job done by the first butcher! | OVERSIZED TIRES 9c If you drive on these "conventional" tires, all your friends will laugh at you! It's a small price to pay to avoid humiliation! | TRAFFIC TICKETS 8c It takes a while to find out that all those posted speed limit signs aren't just roadside eye charts! | CLEANING 7c For getting them ground-in pizza, hamburger, taco and ice cream stains out of the upholstery! |
|---|---|--|--|--|---|



OES



MEDICAL CONVENTIONS

9c

Important for meeting other doctors to exchange information on fee-splitting! Also, for doing research on hanky panky while the wives aren't looking!

CONSULTATIONS

10c

When a doctor doesn't know what he's doing, he calls in another doctor for a consultation! So why not go to the second doctor in the first place?!? Who says HE knows what he's doing?!

COVERAGE WHILE ON VACATION

9c

This may seem like a low amount, but then, how much does a kid just out of Medical School get? And then again, how much does he know?!

RECREATION

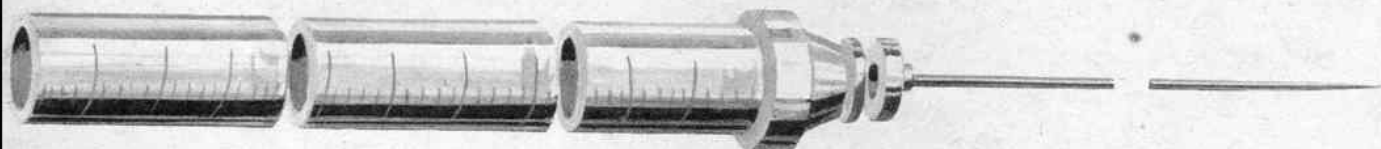
11c

You wouldn't want your doctor to be "All work and no play!" would you? Three days in the office and four days at "The Club" is about average for most M.D.'s!

CONTRIBUTIONS TO THE A.M.A.

10c

... to help support a lobby in Washington fighting any National Health Plan that might assure good treatment for all, regardless of their ability to pay!



GOES

TRUCKING

6c

Someone has to pay for the trucks that clog our highways and jam up our streets!

TEAMSTERS PENSION FUND

7c

Did you ever see an OLD Truck Driver? Listen ... he deserves to live it up a little, too!

OFFICIALS OF TEAMSTERS PENSION FUND

11c

Did you ever see an OLD Teamster Official? Of course not! They're all behind the walls of their mansions, or behind the curtains of their Rolls Royces!

SUPERMARKET PROFITS

5c

... Modest enough ... considering they make high-speed shopping so convenient!

SUPERMARKET PROFITS

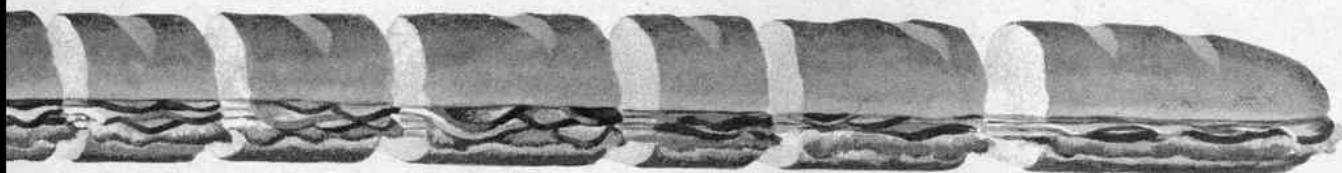
9c

The amount those Supermarkets cheat you out of with their efficient, high-speed checkouts! Not so modest!

MISCELLANEOUS

12c

That junk food—Meetos, Greetos, Bing Bongs, Wing Wangs—that just sit there rotting on your shelves, but which you buy over and over and over again!



DOLLAR GOES

INSURANCE

9c

Rates may be higher if you are (a) man under 25 (b) a woman under 25 (c) neither of the above or (d) all of the above!

CASSETTE TAPES

10c

A sound investment! You can play The Led Zepelin so loud, you won't hear your parents complain about your driving when you give them a lift!

NEW PAINT JOB

8c

If you do the job yourself, add 12c, since you'll give up halfway through and take it to Earl Scheib, who'll charge you extra for getting off the paint you put on!

BUS FARES

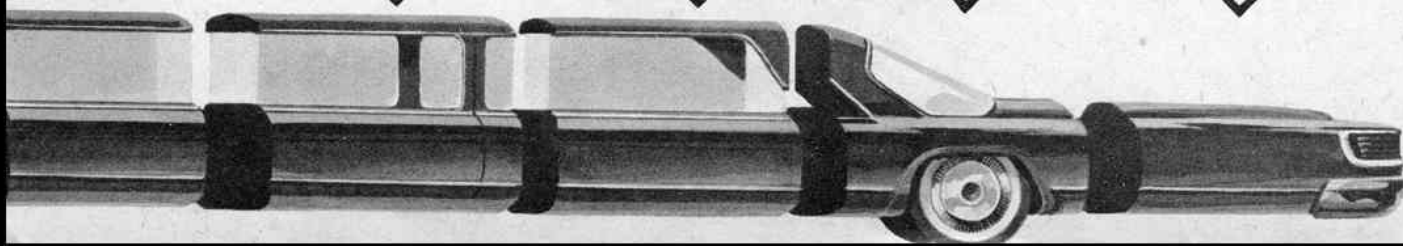
7c

An item that must be shown, even though no teenager will ever admit having taken a bus!

COST OF GETTING EXACT CHANGE

13c

To get on a bus, you need the exact change! So you have to buy a candy bar or a magazine! That averages out to the above amount per transportation dollar!

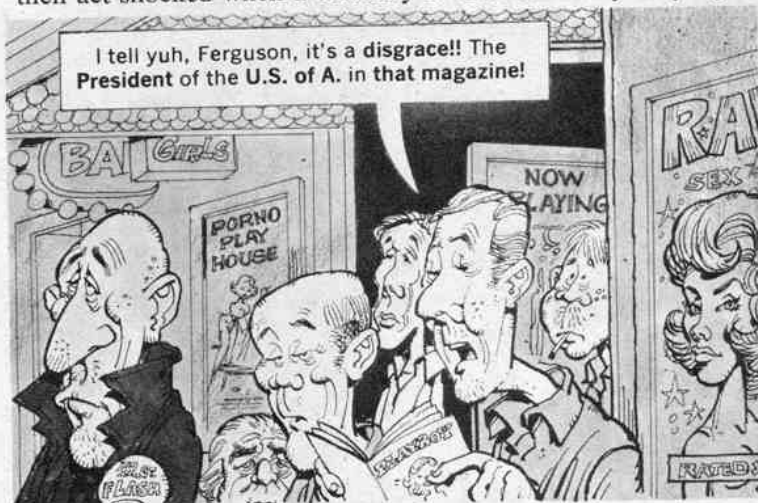


WE COULD SURE

ARTIST: BOB JONES

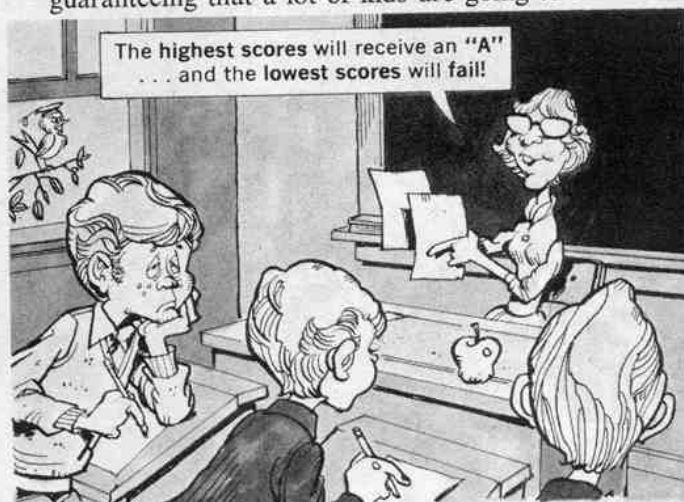
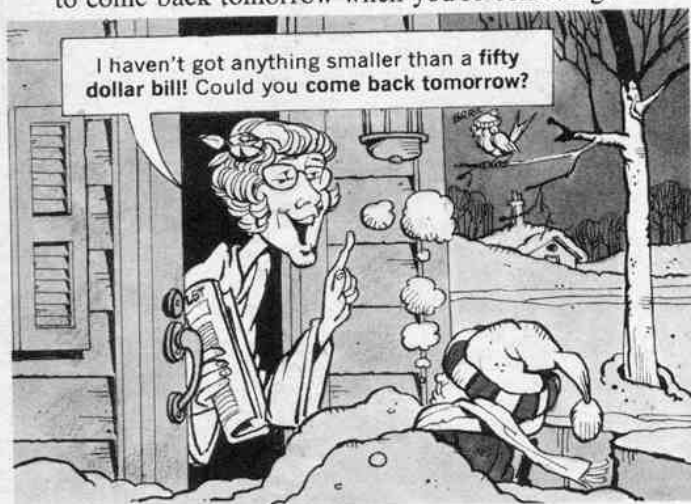
... people who hire you to babysit, and have nothing but health food in the refrigerator.

... clods who go to X-rated movies and read porno mags, and then act shocked when a celebrity is interviewed by Playboy.



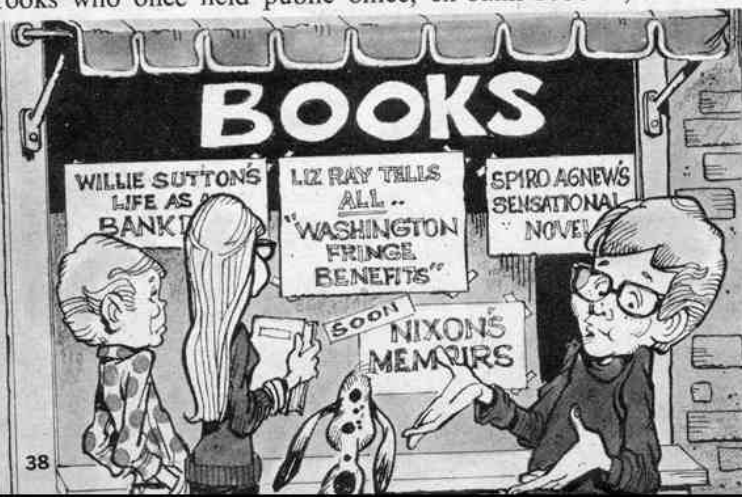
... customers on your paper route who tell you to come back tomorrow when you're collecting.

... teachers who grade exams on a curve, thereby guaranteeing that a lot of kids are going to flunk.



... books written by ex-hookers who worked for politicians, crooks who once held public office, ex-bank robbers, etc.

... teachers who keep the class to the last second so you can't get a seat on the bus.



DO WITHOUT...

WRITER: LOU SILVERSTONE

... those idiotic nature films that are promoted on TV, and you're dragged to see every Christmas Holiday.



... politicians who think that saying prayers is going to solve the problems in our schools.



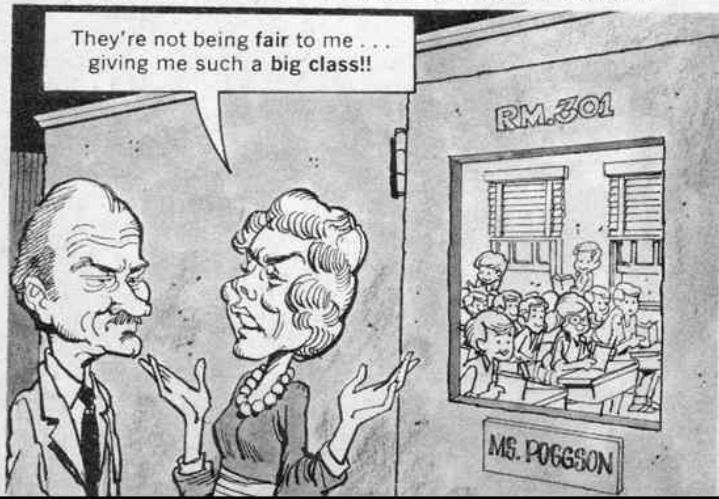
... teachers who grade exams by percentage, thereby insuring that even more kids will flunk than if they graded on a curve.



... dinks who remind the teacher that she forgot to collect the homework.



... teachers who strike for more money, and then complain when their classrooms are overcrowded.



... frustrated super-jock fathers who expect their sons to be the great athletes that they never were.



HERE THEY SAT...DEPT.

A MAD
LOOK AT...

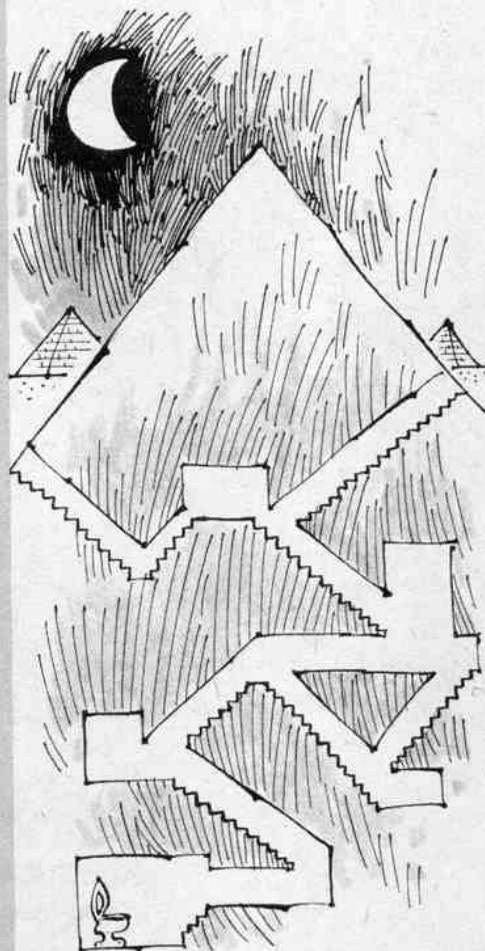
SOME LEGEN

ARTIST: PAUL COKER, JR.

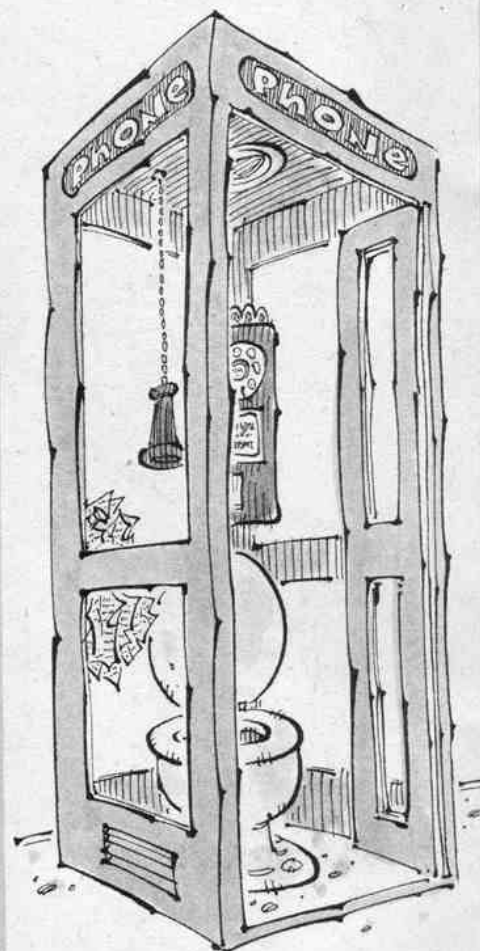
DRACULA'S



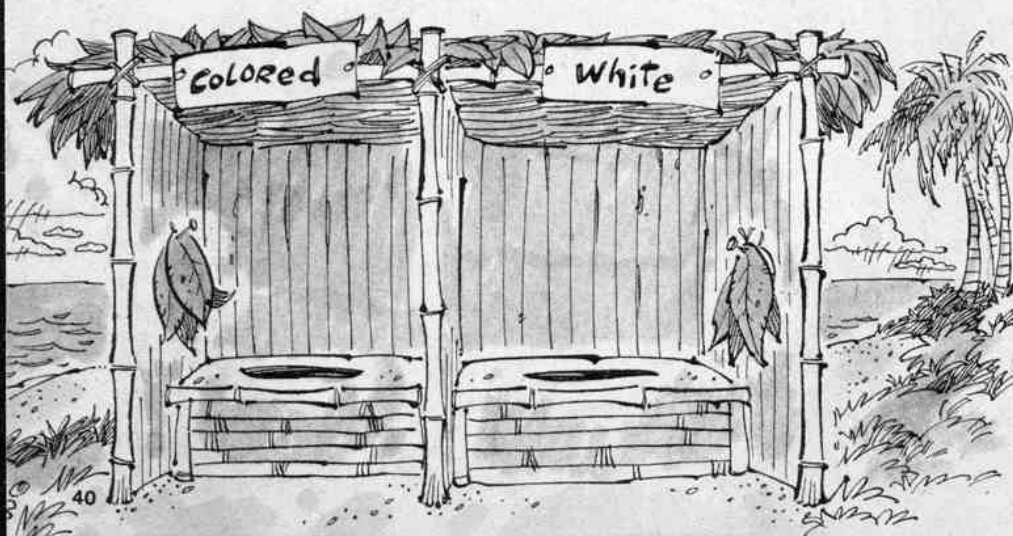
KING TUT'S



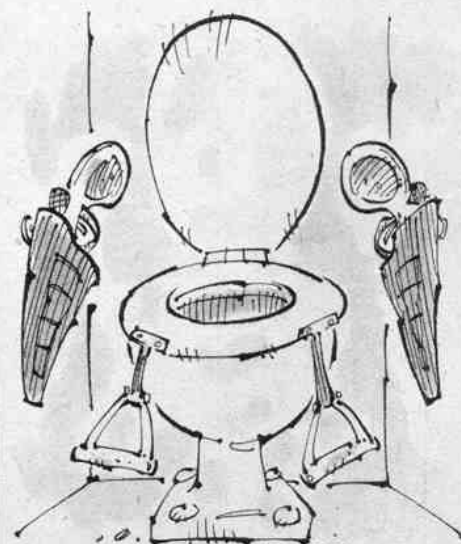
SUPERMAN'S



ROBINSON CRUSOE'S
(AND HIS MAN, FRIDAY'S)



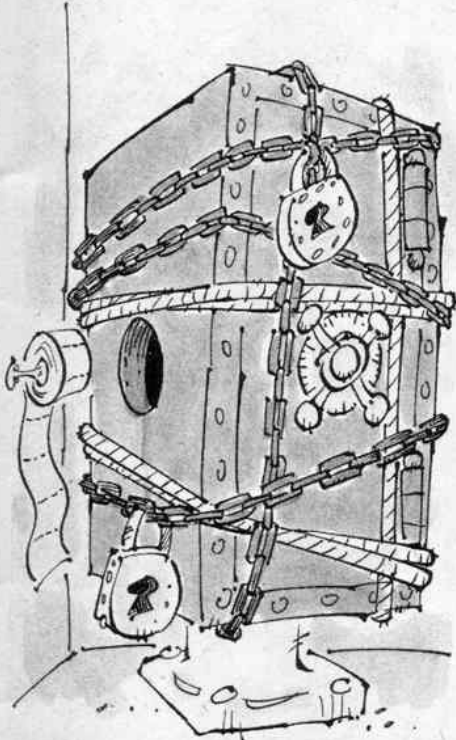
JESSE JAMES'



DARY COMMODES

WRITER: PAUL PETER PORGES

HOUDINI'S



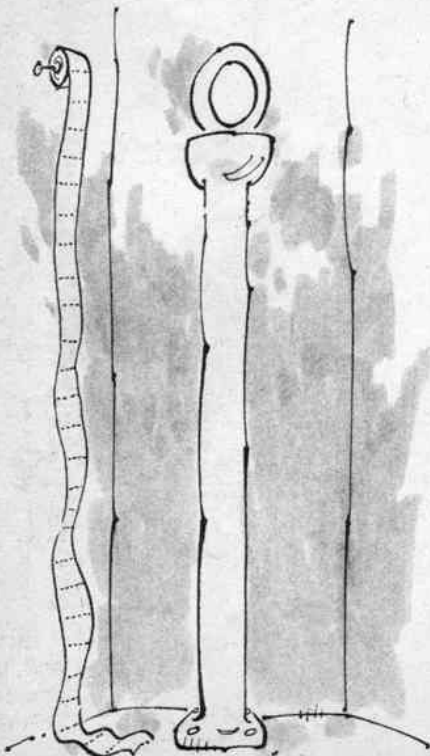
ROBIN HOOD'S



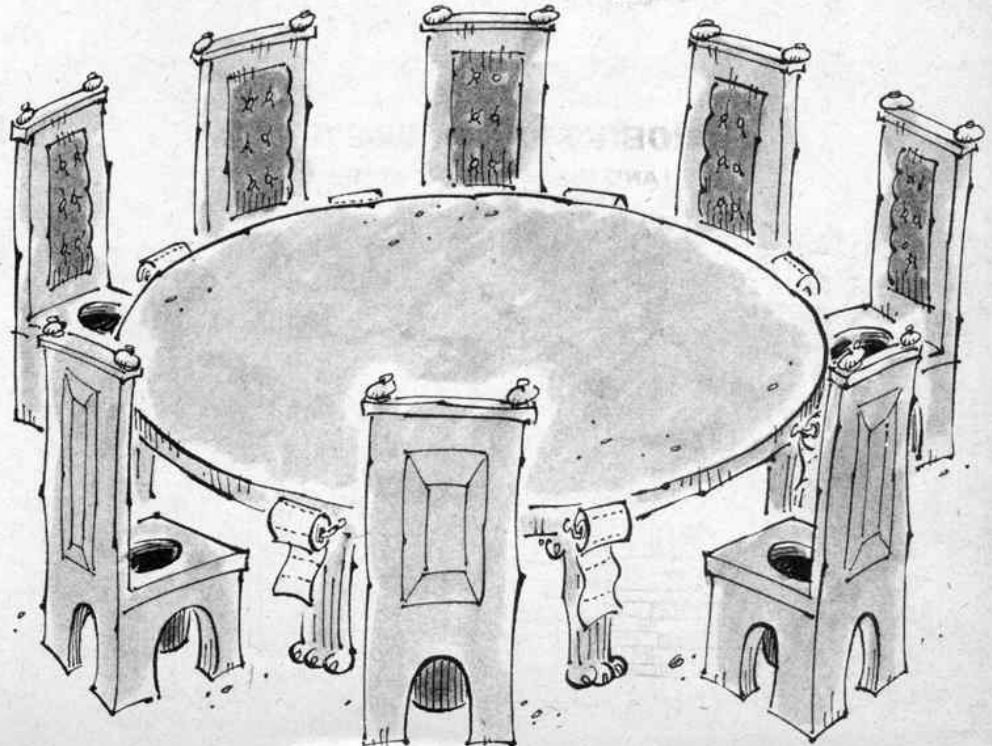
RONALD McDONALD'S



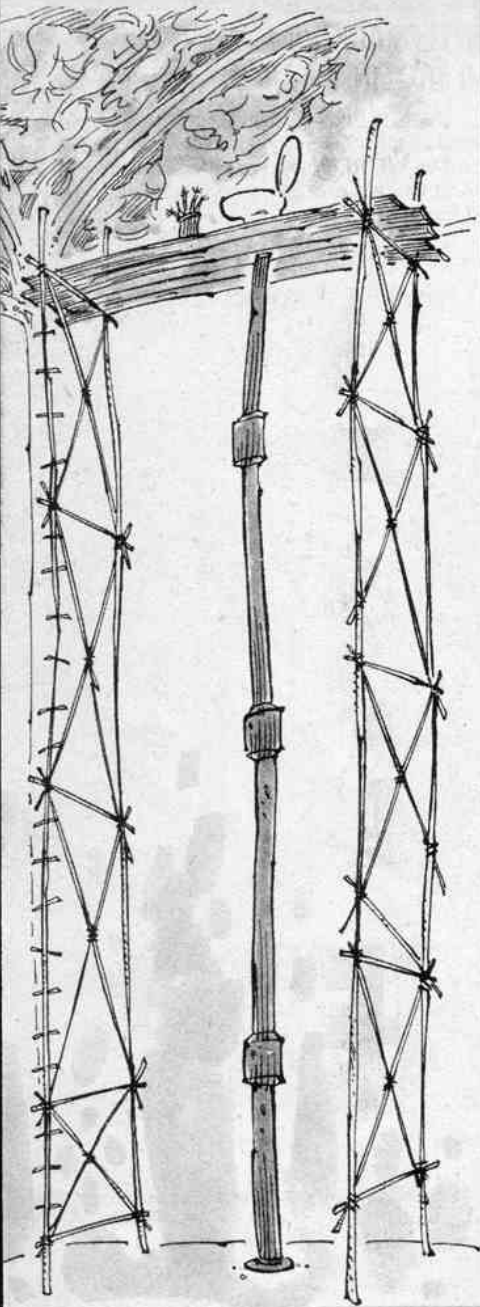
DADDY LONG LEGS'



**KING ARTHUR'S
(AND HIS KNIGHTS')**



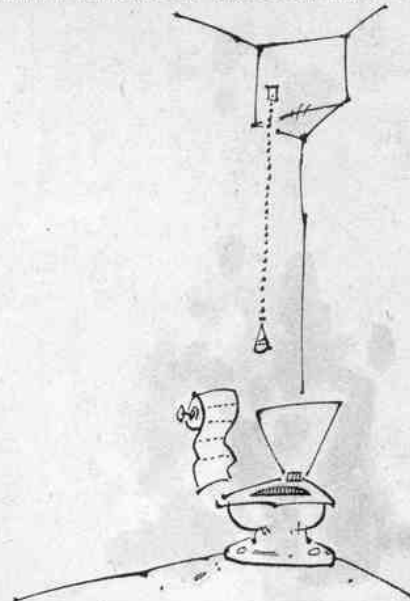
MICHELANGELO'S



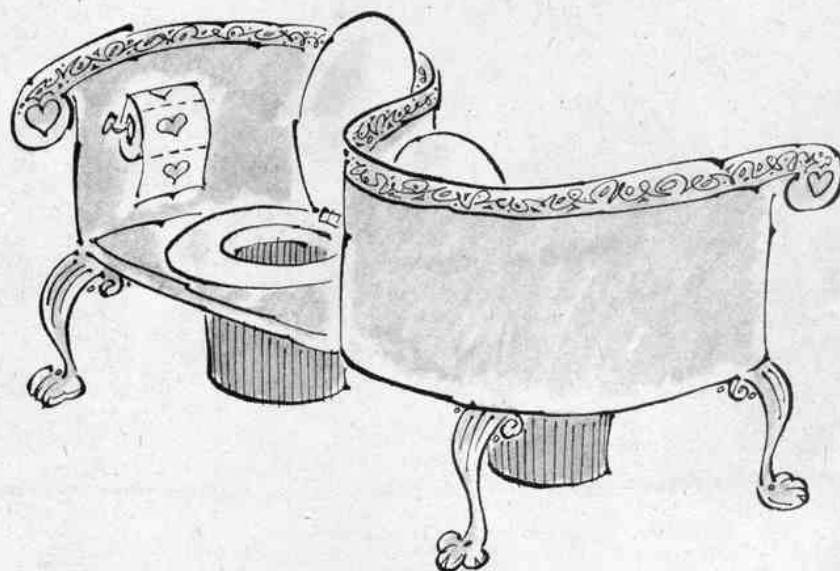
LOUIS XIV'S



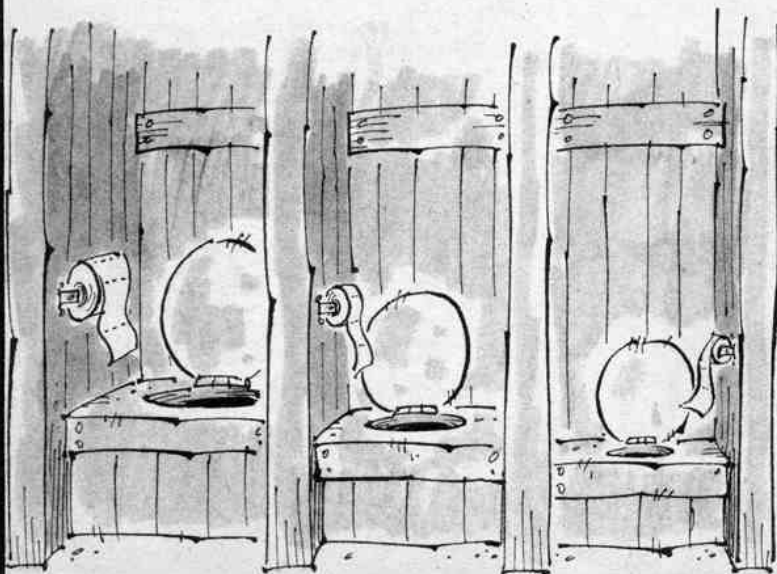
LITTLE JACK HORNER'S



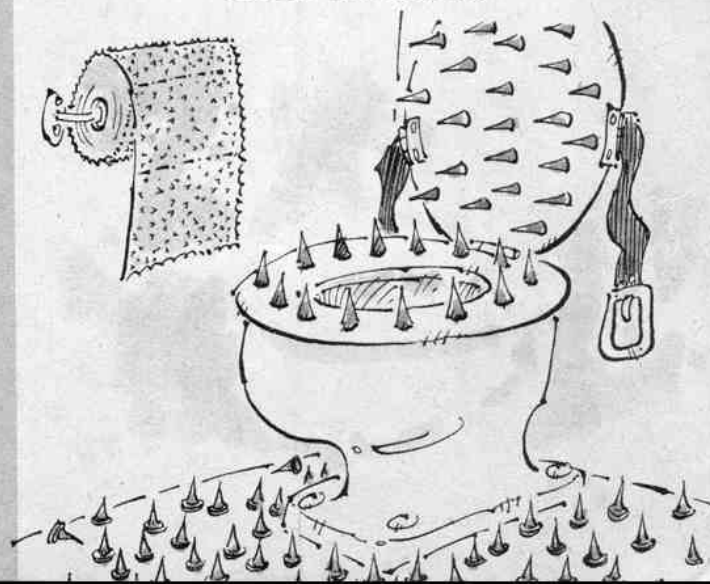
CASANOVA'S



THE THREE BEARS'



**THE MARQUIS DE SADE'S
(GUEST BATHROOM)**



BLACK-SLIDING DEPT.

THERE'S A POPULAR TV SHOW ABOUT A CLEAN-CUT TEENAGER, HIS WISECRACKING SISTER AND HIS IDIOTIC BUDDIES WHO SPEND MOST OF THEIR TIME HANGING OUT IN A DINER...

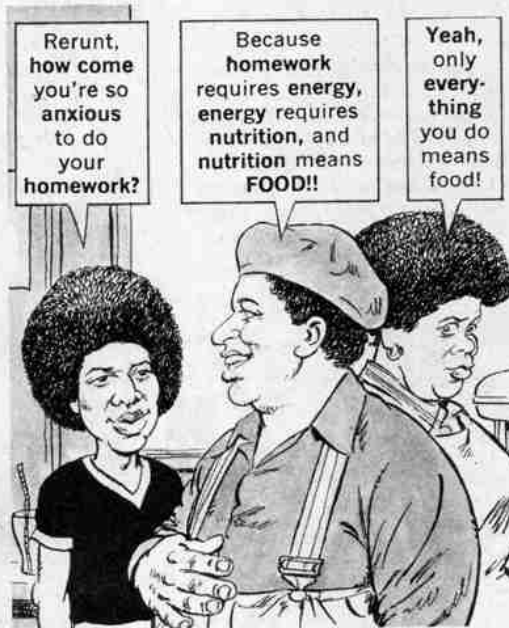
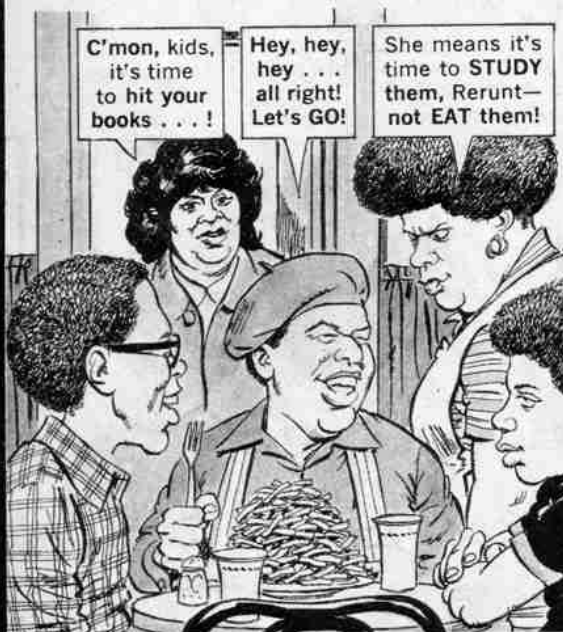
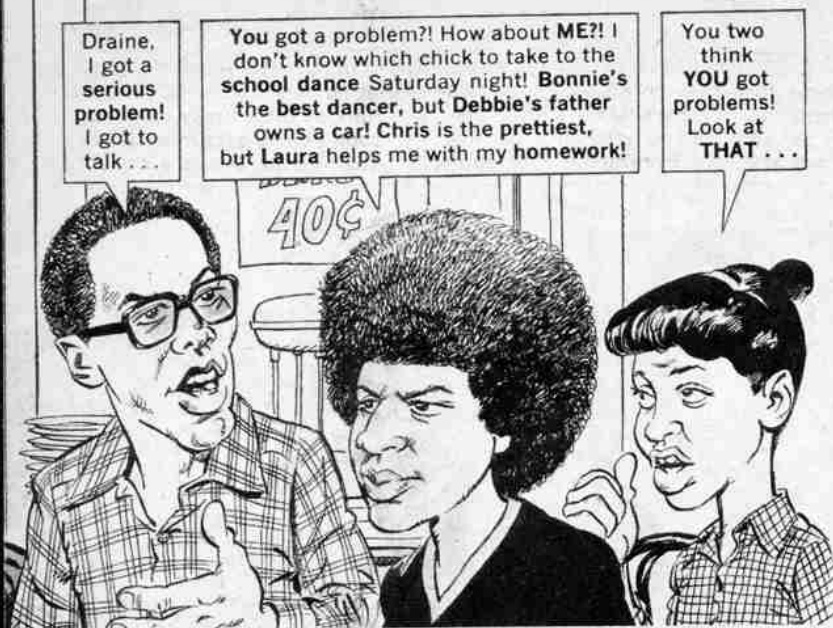


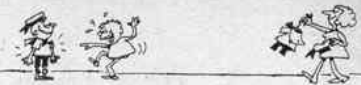
WHAT HAPPENED?

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE







Let him try to go to church in Plains, Georgia! THEN, he'll find out!

It's probably nothing to worry about! It's just an identity crisis that teenage boys go through during puberty! Right, Rerunt??

I don't know! I flunked puberty!

Tell me, RaHS... what's troubling you...?

I have this hang-up! I'm not sure I'm Black!

You don't need a Psychologist! You need an Eye Doctor!

What color is this apple?

I'm not color blind! It's just that nobody I know ACTS Black! Nobody talks funky, or walks cool! Fonzie acts more Black than we do, and he's White!!



Like, when my buddies and I walk down the street doing all kinds of crazy things, nobody runs away from us in fear! We never encounter any prejudice! We're supposed to be poor Blacks, but we don't live like poor Blacks!

Well, you don't live like poor Whites, either! It has nothing to do with race! It's just that today's TV Network mentality believes that EVERYBODY... regardless of race, religion or national origin, lives like 1950's middle-class Whites!

Now... what you have to do is establish your Black identity! The best way to do that is to trace your Black ROOTS! I'll speak to your Teacher and see she assigns it for homework!

Homework?! Hey, I was just putting you on! I got no problem! Look how cool I'm walking! Dyn-o-mite! Jive, baby! Groovy! My main man!!



On account of you, we got extra homework, RaHS! You got a big mouth!

Oh, yeah! I'll go along with that!

I'm sorry... but I have to find out where I came from!

I think it's time we had a little talk! I'll explain the facts of life to you!

I know that stuff! I'm talking about ROOTS!

Will you explain them to ME?! I flunked SEX Education!

It's a waste of time looking for my roots in a library! Nobody in my family ever wrote a book!

Nobody in your family ever READ a book!!



We'd like to get some information about our ancestral roots?

The Geneology Department is up on the second floor!

Is that near the cafeteria? We don't serve food here!

No food?! Not even a candy or soda machine?! That's un-American!

These books are no help! They're all about slaves, and Africa, and stuff! That's got nothing to do with US!

Man, if you're a Nigger... those are your roots! And YOU DUDES are too DARK to pass for HONKIES!

Who said that...?! I did! My name is Richard Priority!

You watch your mouth, Mr. Priority! We don't use nasty words like that on our show!

Which is one reason why we're still on, while YOU'RE cancelled!

That dumb library was no help in tracing our roots!

Now my homework's not done... and I'm gonna flunk—sob—and Mama will stop my allowance!

Hmmm! If Rerunt's allowance is stopped, I'll go bankrupt!

Follow me, guys! I'll show you your REAL roots!

How come we're going down into the cellar? Are we descended from groundhogs?

YOU'RE descended from some kind of hog, THAT'S for sure!

Now this is where you will find your roots!

That's nothing but a stack of "TV Guides"!

See what's on the Late Movie tonight!

These are OLD "TV Guides"! Now you can find out where you really came from!

This lady was one of the very first Blacks to star in a TV show! The show was called, "Beulah", and she played a "domestic"...

That figures!

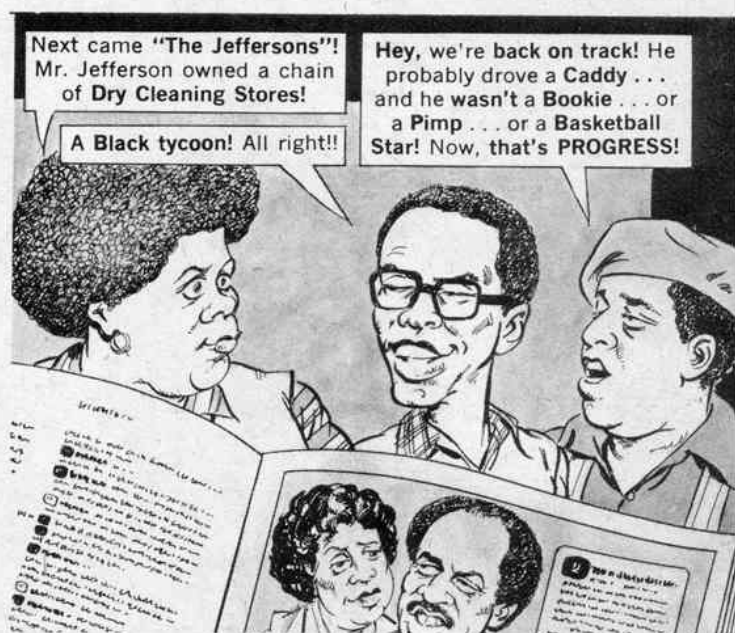
Rerunt, I see where you get YOUR roots!

The next big Black sit-com was "Julia"!

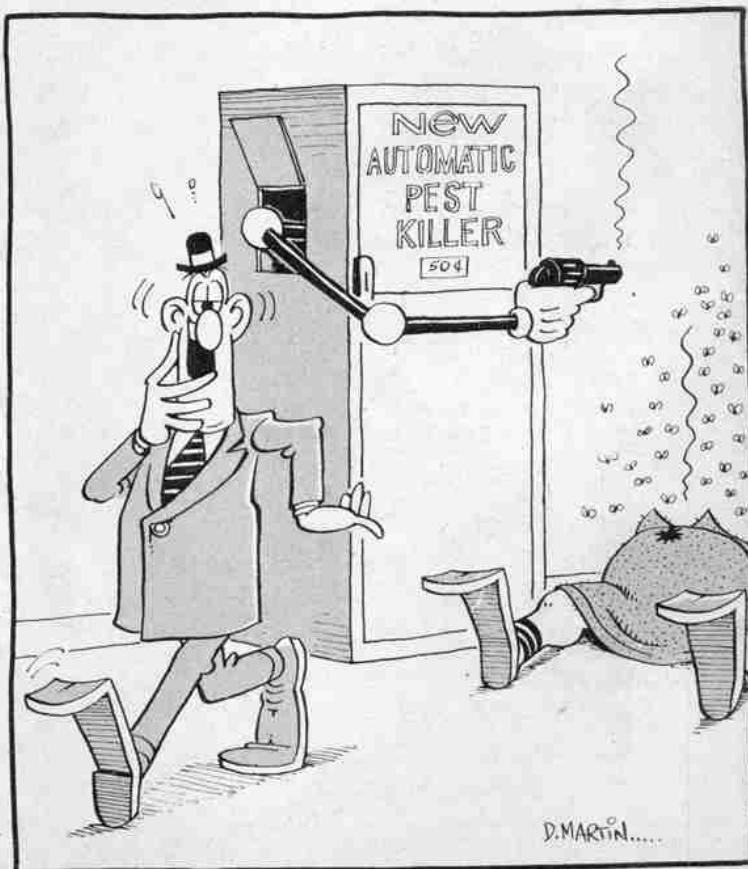
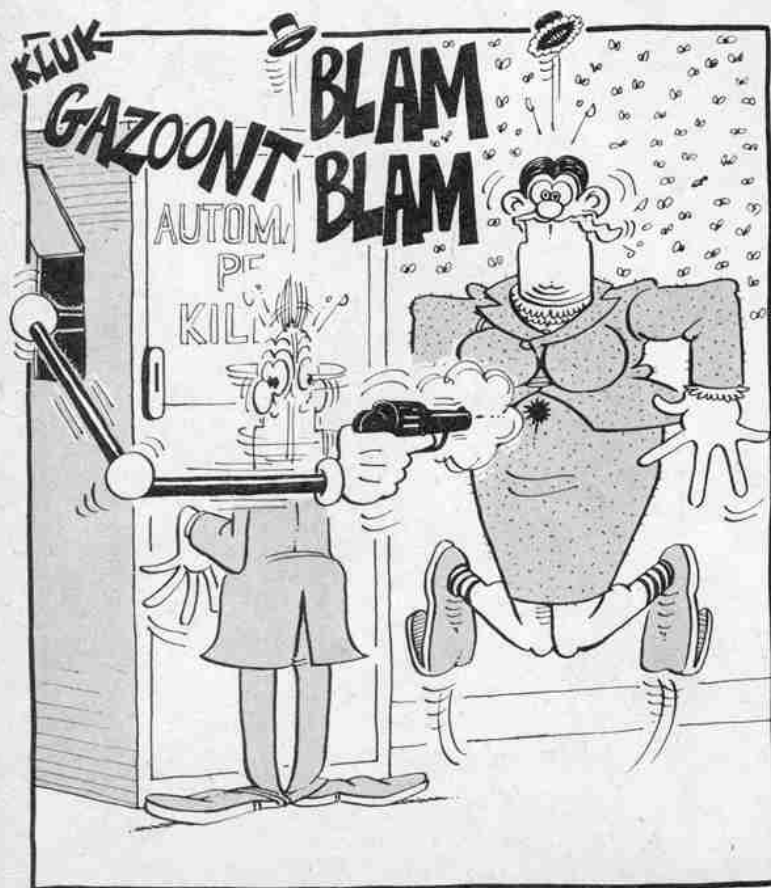
Hey... hey... hey! All right!

Well, I found MY roots!!

JULIA



ONE EVENING IN A BUS STATION



**WHERE ARE
SOME VERY
SUCCESSFUL
ACTORS
COMING FROM
LATELY?**

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

Actors come from a variety of places, such as neighborhood theaters, summer stock, local TV, repertory companies, etc. But lately, actors are coming from a really unique place. To find out what that place is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

THESPIANS TODAY ARE PLAYING EVERYTHING...FROM
MACBETH TO LITTLE ORPHAN ANNIE. WHEN SPOTLIGHTS SHINE
SHOW FOLKS WORK TIRELESSLY UNTIL THEY REACH THE TOP

A

B

**WHERE ARE
SOME VERY
SUCCESSFUL
ACTORS
COMING FROM
LATELY?**



FOLD PAGE OVER LIKE THIS!

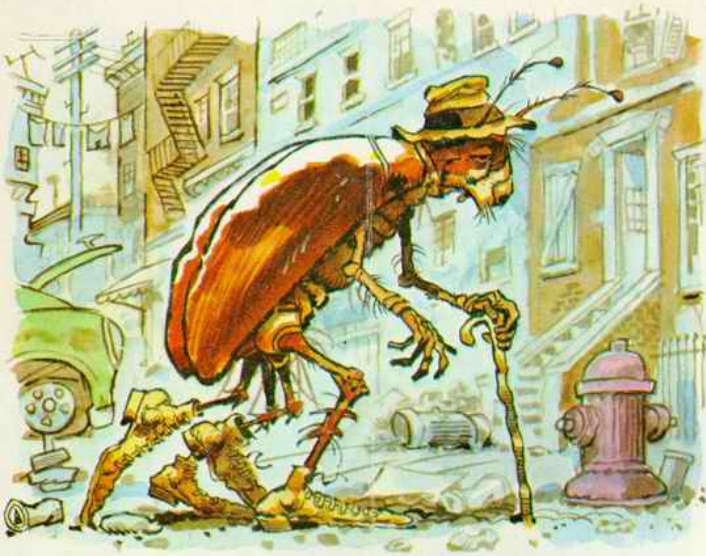
A B FOLD BACK SO "A" MEETS "B"



**ARTIST & WRITER:
AL JAFFEE**

**THE
MACHINE
SHOP
A B**

ONE NIGHT IN THE CITY



ARTIST: JACK DAVIS

WRITER: AL JAFFEE

