

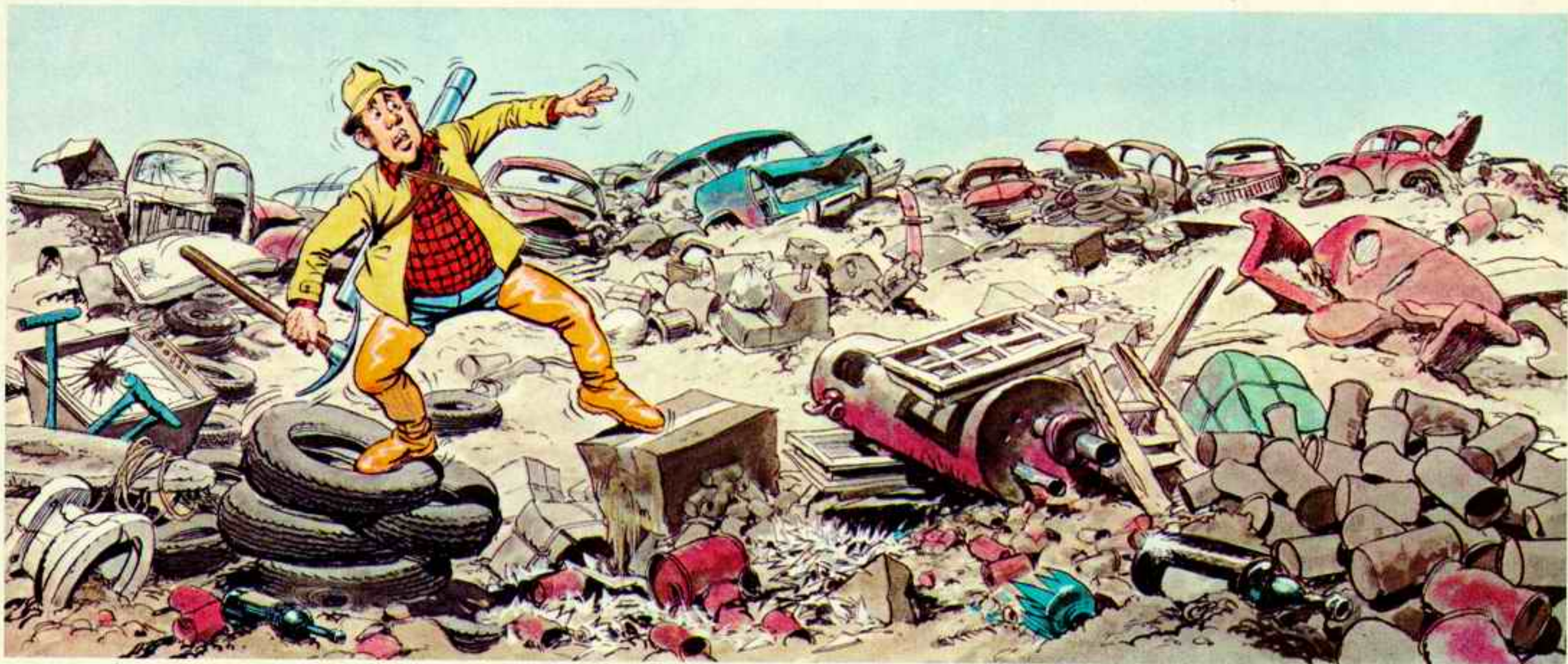
No.
163
Dec.
'73
33230

MAD
IND

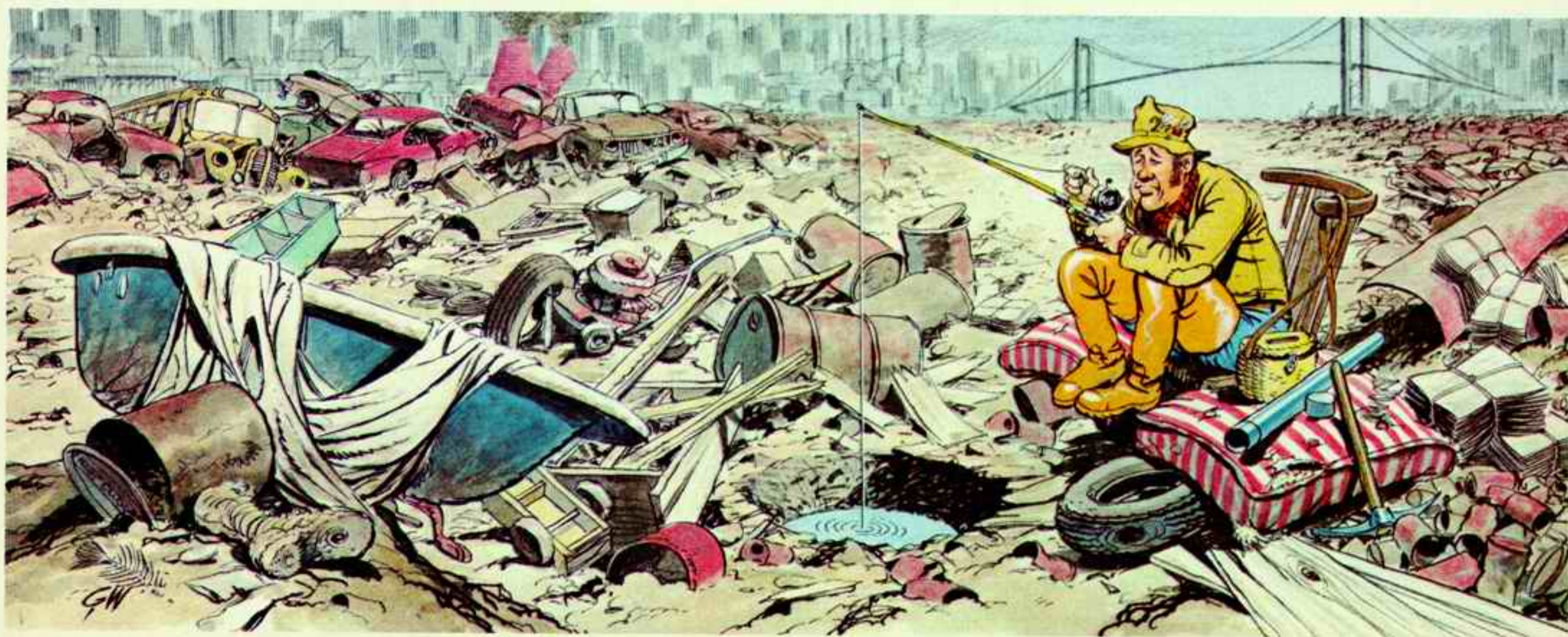
OUR PRICE
40^c
CHEAP

**IS A
FOUR-
LETTER
WORD!**

EARLY ONE MORNING IN THE NEAR FUTURE



ARTIST: GEORGE WOODBRIDGE WRITER: SERGIO ARAGONES



MAD

"Today, there is a marked increase in communication and exchange between students . . . mainly, mononucleosis!"—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, ERIKA HOLTON,

CURTIS ANDERSON, DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Corruption 16

CHOP FOOEY DEPARTMENT

A MAD Look At Karate 24

CURIOUSER AND CURIOUSER! DEPARTMENT

Malice In Wonderland . . . or . . .
Watergate Through The Looking Glass 40

DON MARTIN DEPARTMENT

One Fine Day On A Guided Tour Of Mount Rushmore 11
One Fine Day During The Civil War 21
One Fine Day In The Life Of Leonardo Da Vinci 42

HIM-A-LAY-A-BOMB DEPARTMENT

"Least Horizon" (A MAD Movie Satire) 43

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy 33

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones **

MARKING TIME DEPARTMENT

Graffiti Through History 34

MINOR ADJUSTMENT DEPARTMENT

A MAD Look At Two Grammar School Generations 13

SON OF THE SUMMER OF '42 DEPARTMENT

"The Clods Of '44" (Another MAD Movie Satire) 4

SPATE OF THE UNION DEPARTMENT

"Picket and Strike Magazine" 27

THE OLD CRYSTAL BALLGAME DEPARTMENT

MAD's Sure-Fire Sports Predictions 38

THERE'S BULL IN THEM BULLETINS DEPARTMENT

Interpreting The News 37

TRUE-TO-FORM DEPARTMENT

Relevant Job Applications 22

VITAL FEATURES

THE CLODS
OF '44
(A MOVIE
SATIRE)
Pg. 4



TWO
GRAMMAR
SCHOOL
GENERATIONS
Pg. 13



A
MAD
LOOK AT
KARATE
Pg. 34



PICKET
AND
STRIKE
MAGAZINE
Pg. 27

MAD'S
SURE-FIRE
SPORTS
PREDICTIONS
Pg. 38



LEAST
HORIZON
(A MOVIE
SATIRE)
Pg. 43

WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE
LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO MAD

AND HAVE IT MAILED TO YOUR HOME!

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

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

I enclose \$7.00*. Enter my name on
your subscription list, and mail me
the next 19 issues of MAD Magazine.

NAME.....
ADDRESS.....
CITY.....
STATE.....ZIP.....

*In Canada, \$7.00 in U.S. Funds, payable by International
Money Order or Check drawn on a USA bank. Outside the USA
and Canada, \$8.75, payable by International Money Order or
Check drawn on a USA 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!

NIXON KNEW!

Yep! Our printer, Sam Nixon, knew these
full color portraits of Alfred E. Neuman,
MAD's "What-Me-Worry?" kid, wouldn't
sell! That's why he demanded his printing
money up front! But you can help us open
the Watergate that's holding back sales!
Send 25¢ for 1, 50¢ for 3, \$1.00 for 9,
\$2.00 for 27 or \$4.00 for 81 to: MAD,
485 MADison Avenue, N. Y., N. Y. 10022



LETTERS DEPT.



MAD LOGOTYPE REVISITED

Having been a reader and observer of
MAD the last 16 years, one recent altera-
tion nearly slipped right by me. Upon a
second look at the cover of MAD #161,
I noticed that those fat little ladies, who
used to run up and down the MAD logo,
were back. And, why is one fat lady point-
ing to the word "YALE"?

Gerry Zmijewski
Baltimore, Md.

When the MAD-men appeared at Yale
University recently, one of the questions
directed at Editor Feldstein was: What
ever happened to the original MAD logo-
type, with all the frisky satyrs cavorting in
the letters? Mr. Feldstein thereupon
promised to revive the original MAD
cover title for one issue. Not only was he
true to his word, but we were elated to
see one of the restored figures pointing to
the word "YALE". Talk about answering
a request!

Gail & David Ross
Yale University
New Haven, Conn.

NIXON, LINCOLN AND GORE

My advice to Larry Gore concerning
his back cover MAD Mini-Poster, para-
phrasing Lincoln-Nixon, is to look under
his bed and in his closet before going to
sleep. Congratulations to the rest of the
staff, too, for a constant perception por-
trayed in such a humorous manner.

Martha Hirsch
Southboro, Mass.

A CANNON BALL

My son Chris, pictured here with me,
came up to me one day and said, "Dad,
I've never totally understood your career
until now, but when I saw you on the

THE POOPSIDEDOWN ADVENTURE

"The Poopsidedown Adventure" is the
best movie satire you've ever come up
with. Or is it come down with...?

Nancy Lee Beaty
S. Houston, Texas

After finishing your satire on "The
Poseidon Adventure", I turned the mag-
azine downside-up and read it again.

Jonathan Selinsky
Las Vegas, Nev.

I keeled over with laughter!

Brian Connors
Winfield, Ill.

I love the way you change a dramatic
script to one that's hilariously funny!

Ken Green
Kearny, N.J.

It was certainly down to par!

Jim Randleman
Fair Oaks, Calif.

I think Mort Drucker and Dick De
Bartolo went overboard on this sinking,
swivelling success!

Judy Hetling
Bronx, N.Y.

Drucker and De Bartolo really have
sprung my gyroscope with their numskull
navigation of "The Poopsidedown Ad-
venture"! Congrats and consider my skiff
scuttled.

Richard Kyle
Long Beach, Calif.

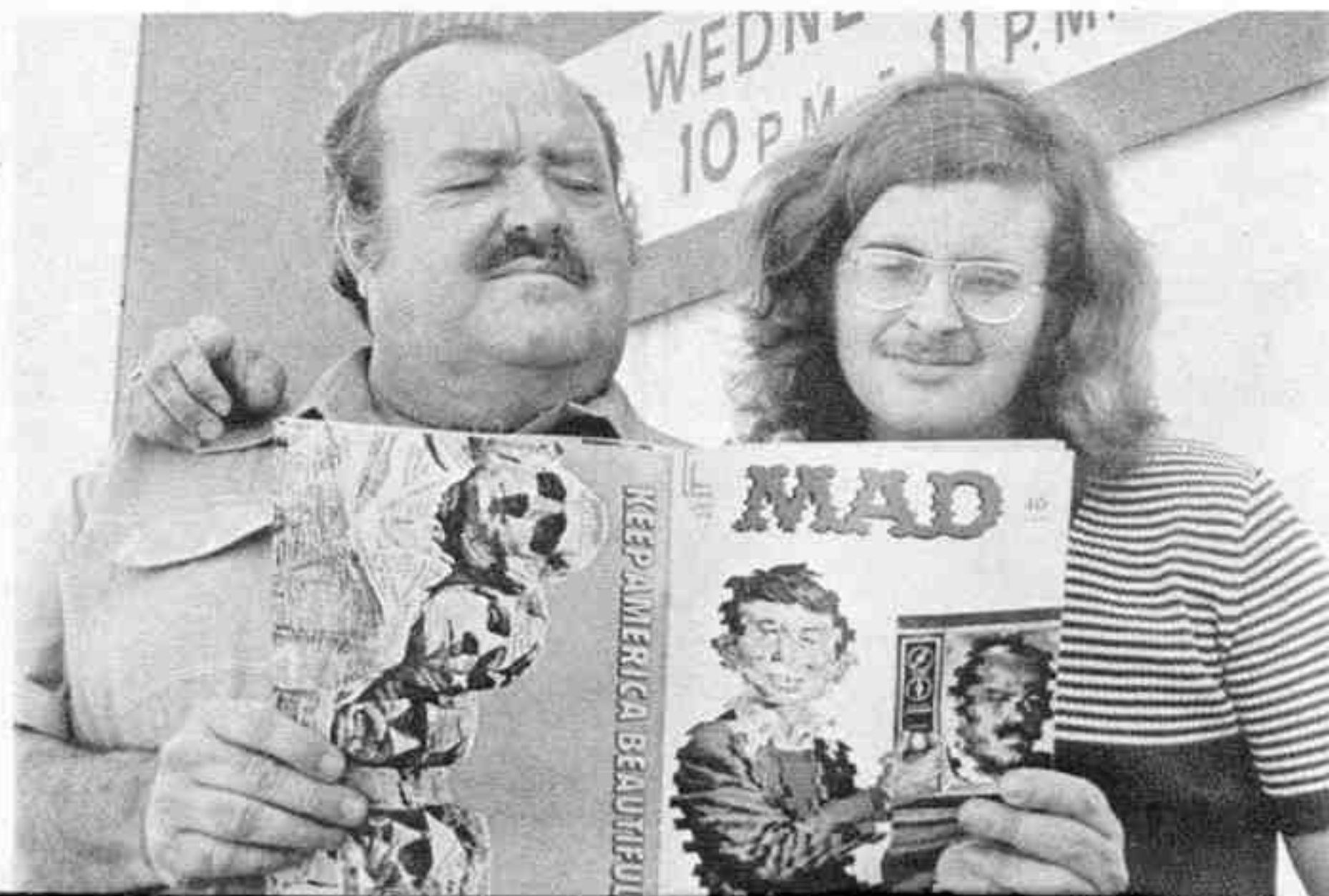
The movie won an award for its song,
"The Morning After". Why didn't you
satirize it...?

Jim Coffin
Orange, Calif.

Hum a few bars of it in your next letter!—Ed.

cover of MAD... baby, you've made it!"

William Conrad
"Cannon"
Hollywood, Calif.



WATERGATE BREAKTHROUGH

Whenever I see a movie or a TV show, I wait for MAD to do a satire on it to really understand it. So, would you PLEASE do something on Watergate so I'll understand it?

Billy Smith
Greenville, S.C.

Turn to pages 40 and 41, in this issue, for as good an explanation as you'll get anywhere.—Ed.

JAFFEE'S "CRIME FOILERS"

Al Jaffee's "Crime Foilers For The Average Citizen" is most helpful. I plan to install the "ferocious animal" in the cabinet holding my copies of MAD. A roar a day keeps little sister away.

Saul Zalesch
Baltimore, Md.

I think that if everyone used Al Jaffee's "Crime Foilers", there would be a substantial drop in the crime rate, and also a drop in population.

James T. Crum
Beaumont, Texas

A good crime foiler would be a suit covered with pictures of Alfred E. Neuman. The wearer could escape while the would-be attacker is heaving.

Jim Kanzler
Norwalk, Conn.

Are patents or manufacturing rights reserved . . . ?

J. Patrick Dawson
Morrow, Ga.

Al Jaffee should manufacture his devices. He'd make a fortune in New York City alone!

Vince Sementilli
Bayside, N.Y.

IDJIT LOVES ERNIE

Congratulations to Angelo Torres and Arnie Kogen for their adroit handling of televised schmaltz in "Idjit Loves Ernie". It was doubly enjoyable, for it not only hit television's whitewashing of ethnic humor right in the CBS eye, but also gave nice Jewish boys like me a chance to laugh at our neuroses.

Mark Siegel
Del Mar, Calif.

As an Orthodox Jew, I found your satire on "Bridget Loves Bernie" offensive, even more so than the TV series. That was pretty hard to do!

Rachel Greenbaum
Baltimore, Md.

Oy, such a funny parody! I'd give a week's bagels to shake hands with Arnie Kogen.

Jamie Goetz
Liverpool, N.Y.

Please Address All Correspondence To:
MAD, Dept. 163, 485 MADison Avenue
New York, New York 10022

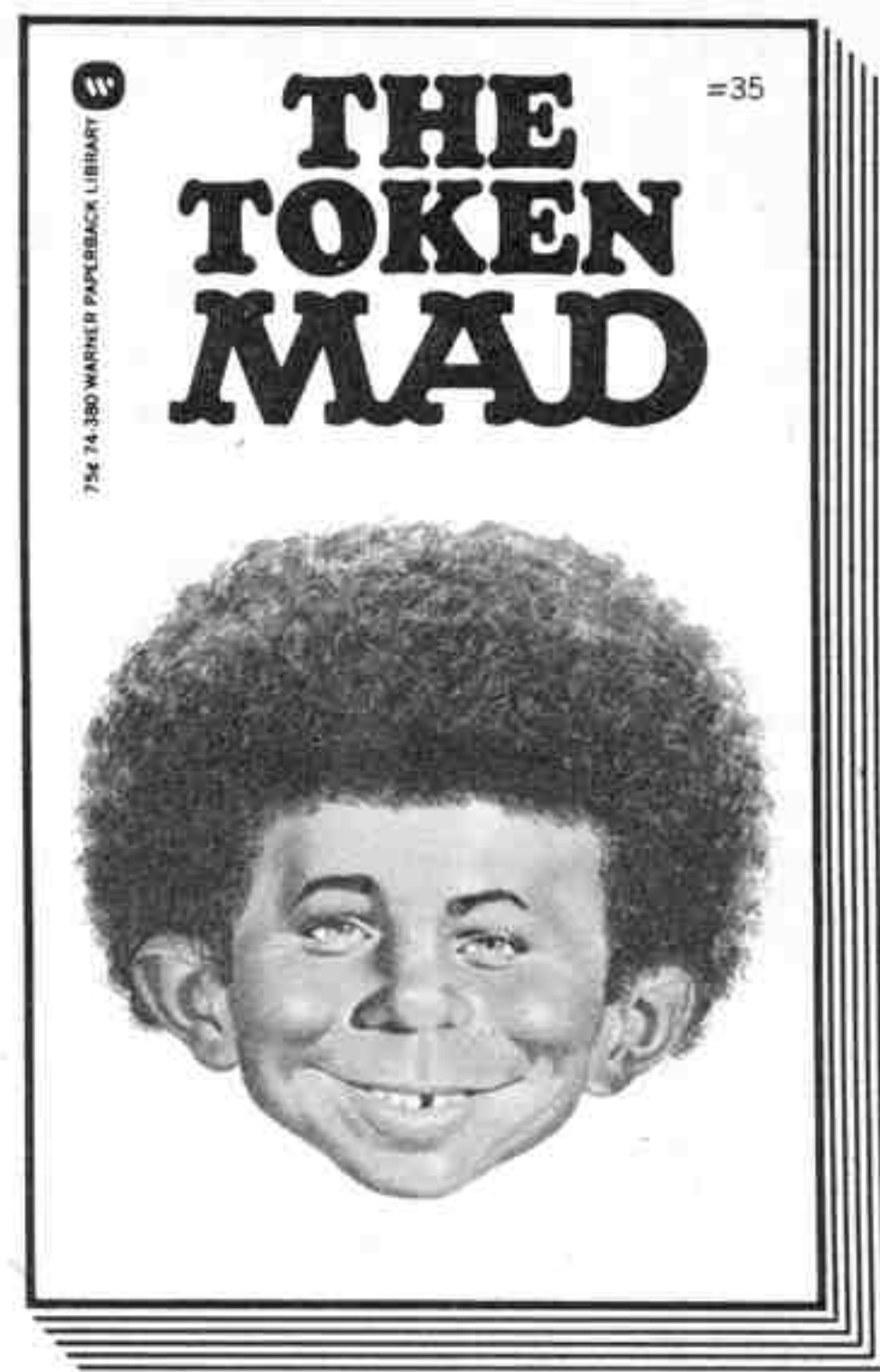
IS MAD GUILTY OF PRACTICING TOKENISM? YOU BET WE ARE!

We've always offered our readers . . .

**TOKEN HUMOR,
TOKEN SATIRE,
TOKEN GOOD TASTE!**

And this latest collection of our past garbage is no exception . . . just another *token attempt* at courageous publishing!

**ON SALE NOW AT YOUR FAVORITE BOOK
STAND . . . OR YOURS BY MAIL FOR 75¢**



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



MAD

485 MADison Avenue
New York, N.Y. 10022



NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____

PLEASE SEND ME: ☐ THE TOKEN MAD

ALSO PLEASE SEND ME THE BOOKS CHECKED BELOW:

- ☐ 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
- ☐ The Indigestible MAD

- ☐ Burning MAD
- ☐ Good 'n' MAD
- ☐ Hopping MAD
- ☐ The Portable MAD
- ☐ MAD Power
- ☐ The Dirty Old MAD
- ☐ Polyunsaturated MAD
- ☐ The Recycled MAD
- ☐ The Non-Violent MAD
- ☐ The Rip Off MAD
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz
- ☐ DON MARTIN Cooks
- ☐ DON MARTIN Comes On Strong
- ☐ DON MARTIN Carries On
- ☐ DAVE BERG Looks at the USA
- ☐ DAVE BERG Looks at People

☐ MAD's Cradle to Grave Primer

- ☐ DAVE BERG Looks at Things
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow-Up File
- ☐ 3rd MAD Dossier of SPY vs. SPY
- ☐ A Mad Look at Old Movies
- ☐ Return of MAD Old Movies
- ☐ MAD-VERTISING
- ☐ AL JAFFEE's Snappy Answers
- ☐ The MAD Book of Magic
- ☐ More AL JAFFEE Snappy Answers
- ☐ Aragon's "Viva MAD"!
- ☐ Aragon's MAD about MAD
- ☐ Aragon's MAD-ly Yours
- ☐ MAD for Better or Verse
- ☐ Sing Along With MAD
- ☐ MAD About Sports
- ☐ MAD Word Power

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

I ENCLOSE 75¢ FOR EACH
(Minimum Order: 3 Books!)

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

A couple of years ago, there was a big wave of nostalgia. And you know what happens when you get caught up in a wave. After a while, it makes you nauseous. Which is what happened to us when we

THE CLO

Hi! Remember us? Wormy, Husky and Beanie, the "fun kids" from "The Summer of '42"? Maybe you don't remember how incredibly cute we were, or how incredibly adorable we were . . .

But you could never forget how incredibly DULL we were! Well, it's two years later . . . and we're about to graduate High School on our way to becoming incredibly dull adults!

And we're not shy, hung-up kids anymore! We're different! Even Husky, here, has been sexually liberated! In fact, he's SO sexually liberated, he tries to make out with everyone!

See what I mean!?

You come here often? You need a lift home, Baby?

You can't even do THAT right! You're supposed to blow in my ear, not my nose!



ARTIST: MORT DRUCKER

Gee, Husky . . . I wish you'd try to make out with smarter girls!!

Why's that, Wormy . . . ?

'Cause when you blow in THIS one's ear, the air comes right through!



saw "The Summer of '42"! Recently, not content to leave bad enough alone, the Producers of that sickening movie decided to try again! Well, they tried, all right! Mainly our patience, with . . .

IDS OF '44



WRITER: STAN HART





I thought you meant the Waitress!!

Hell, no! **THIS** is a sure thing!!

You come here often? You need a lift home, Baby?



Hi, Guys! I've decided **NOT** to go to College!

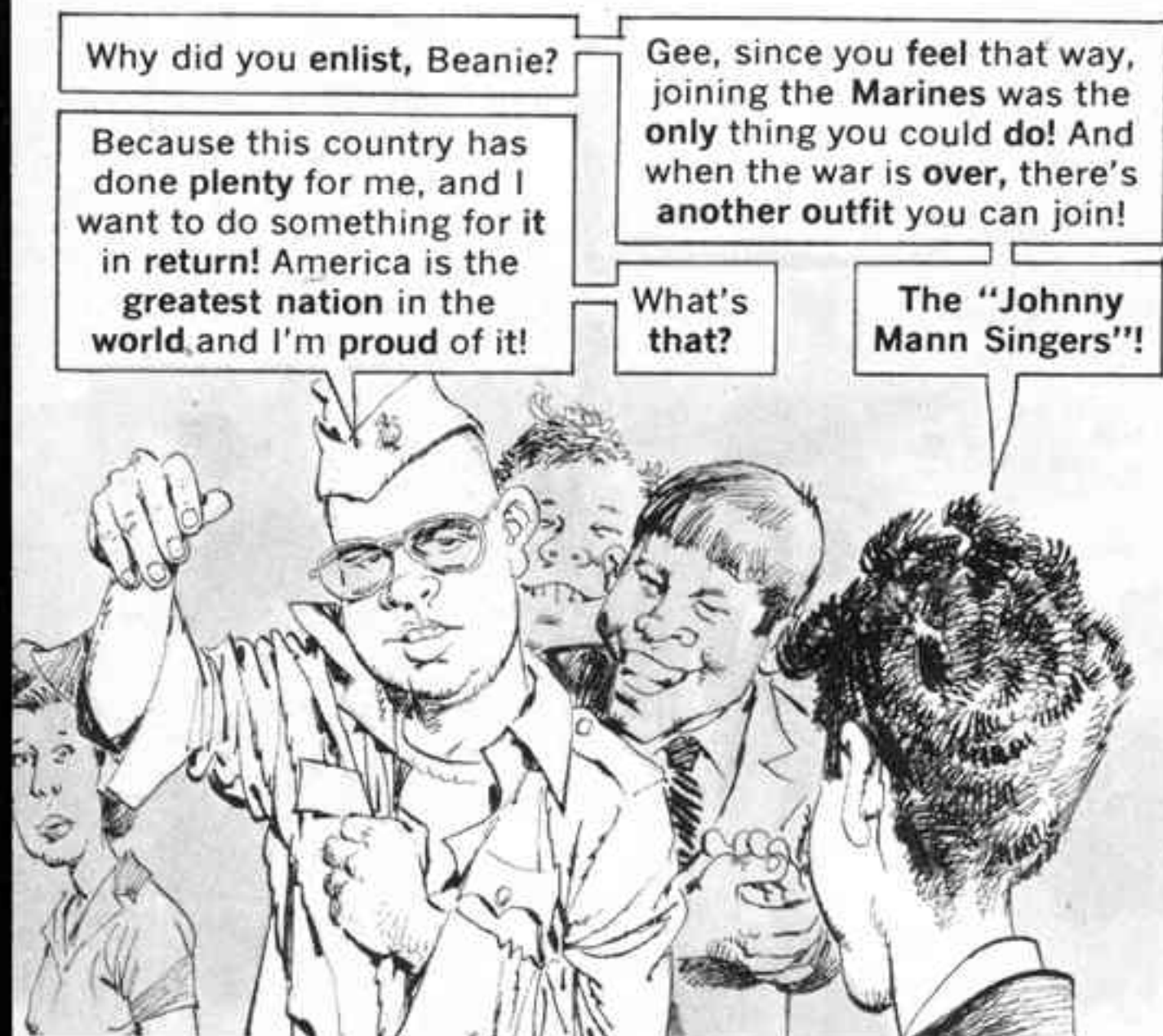
Gee, Beanie! You mean you're gonna break up the team?

No, I'm gonna break up the **MONOTONY!!** Besides, it's wartime! I have to do my part! So here's what I've become...



A... a **PERVERT?**

Ooops! I forgot to put on my Marine Uniform!!



Why did you enlist, Beanie?

Because this country has done plenty for me, and I want to do something for it in return! America is the greatest nation in the world, and I'm proud of it!

Gee, since you feel that way, joining the Marines was the **only** thing you could do! And when the war is over, there's another outfit you can join!

What's that?

The "Johnny Mann Singers"!



Well, guys, this is it! I'm off to make the supreme sacrifice!

Gosh... I wonder if we'll ever see Beanie again?

Gee, Wormy! I suddenly got this terrible feeling that Beanie is never coming back! I mean, he's... gonna... get... killed!

In combat?

No... in traffic!



Wait'll you hear what happened to me in the movies last night! The only empty seat was right behind this big, tall sexy broad!

Yeah? Yeah...?

So I leaned over and whispered the question in her ear, but she pretended she didn't hear me!

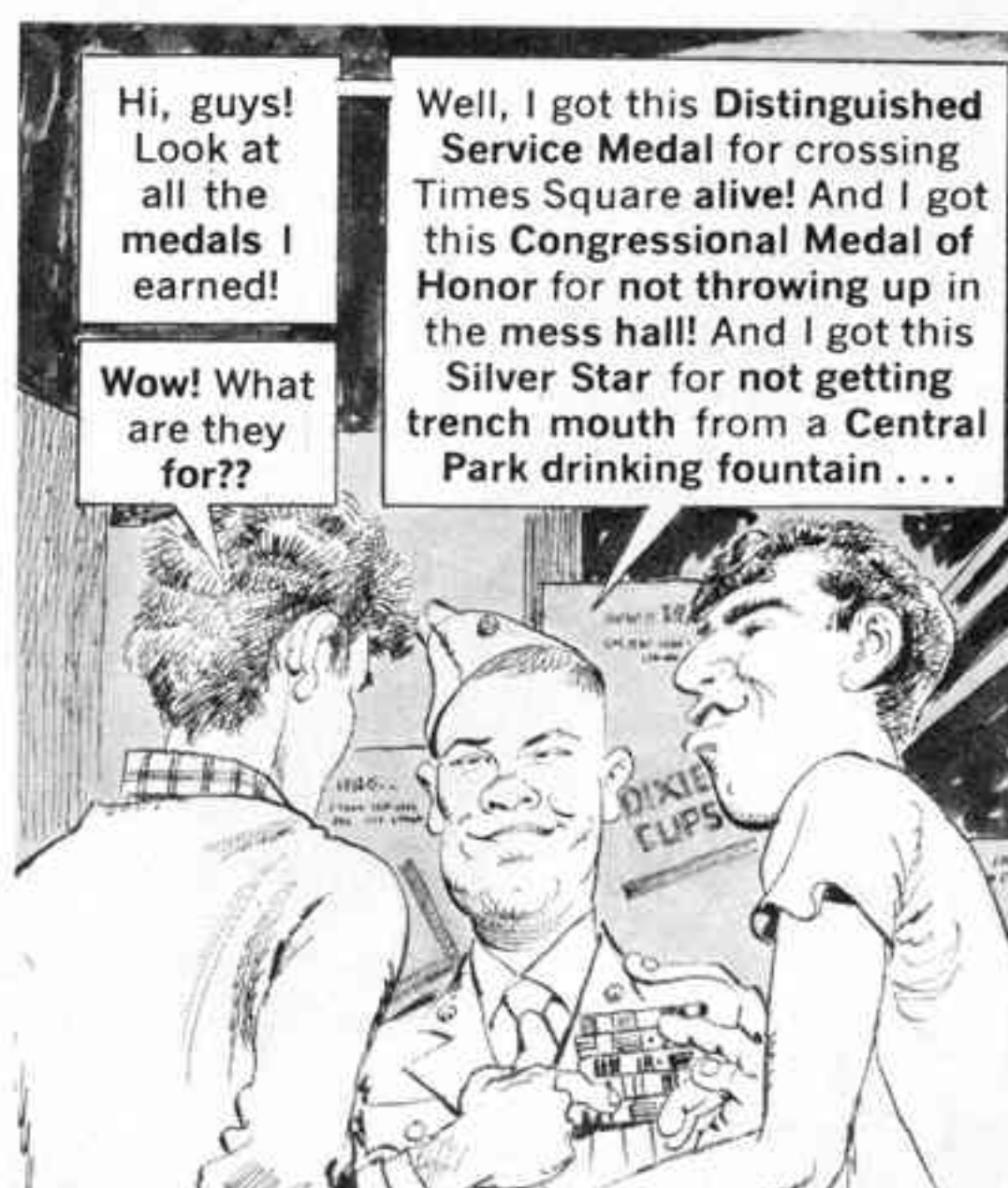
Yeah! Yeah! Go on!

Well, after about ten minutes... I wore her down!

And what happened??

She took off her hat so I could see the movie! Gee, that was some big broad!

And **YOU'RE** some big stud!!

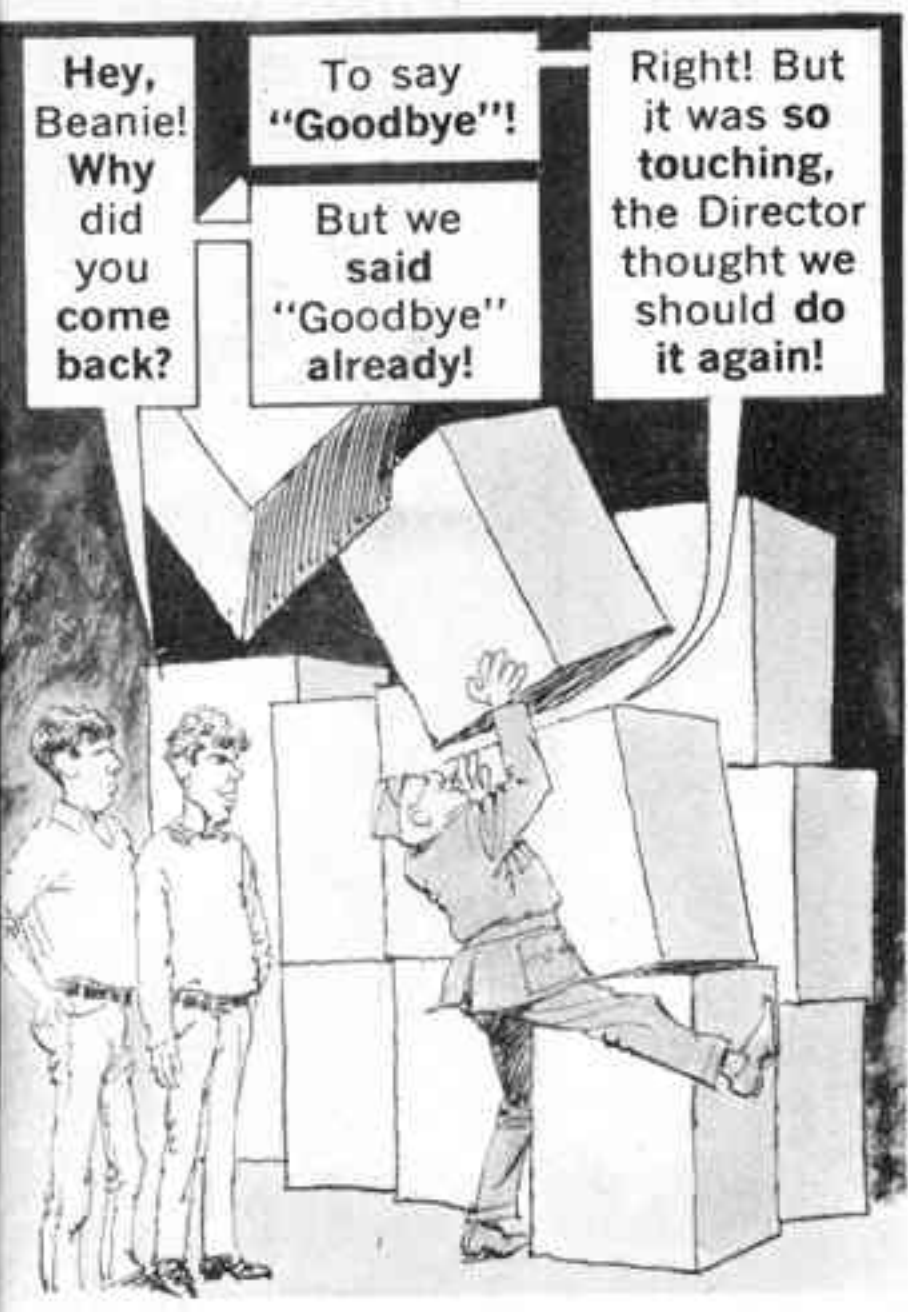


Hi, guys! Look at all the medals I earned!

Wow! What are they for??

Well, I got this Distinguished Service Medal for crossing Times Square alive! And I got this Congressional Medal of Honor for not throwing up in the mess hall! And I got this Silver Star for not getting trench mouth from a Central Park drinking fountain...





Hey, Beanie! Why did you come back?

To say "Goodbye"!

But we said "Goodbye" already!

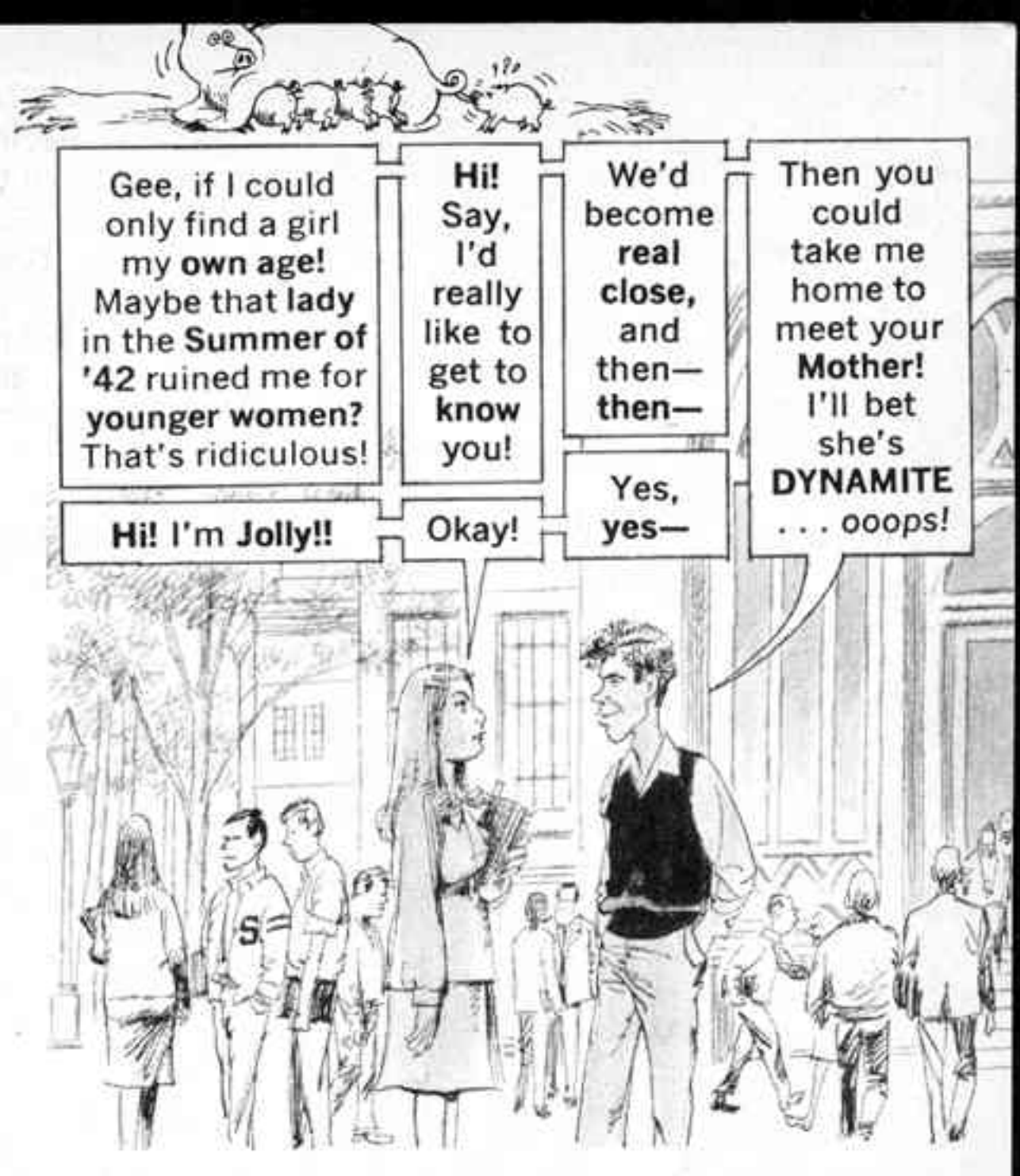
Right! But it was so touching, the Director thought we should do it again!



When I see Beanie in uniform, I feel secure!

How can you say that?

I bought lots of Japanese War Bonds!



Gee, if I could only find a girl my own age! Maybe that lady in the Summer of '42 ruined me for younger women? That's ridiculous!

Hi! Say, I'd really like to get to know you!

We'd become real close, and then—then—

Then you could take me home to meet your Mother! I'll bet she's DYNAMITE ... ooops!

Hi! I'm Jolly!!

Okay!

Yes, yes—



Wormy, you obviously have a real hang-up for older women! How did it happen?

One Summer, I lost my head, and on a foolish, passionate night, I went crazy with desire! I'm afraid I got this older woman in trouble!

You mean you made her ... ?

Yeah, black and blue from a hickey! Oh, I'm such an animal!!



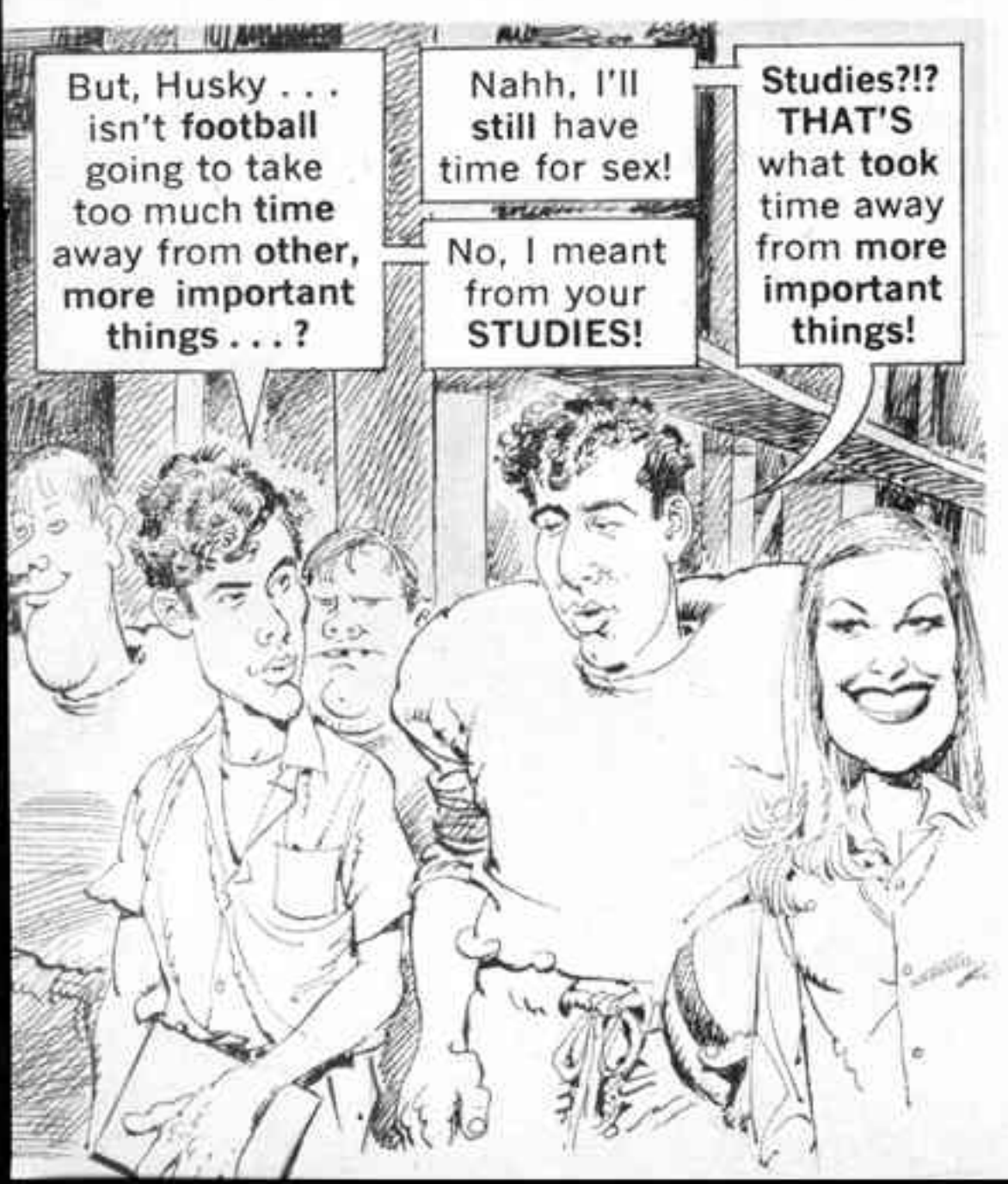
I can cure you! Just do as I say! First, blank your mind and cut yourself off from reality! Now, abandon yourself to great flights of wild sexual fantasies!

Yes ... yes ...

Good! Now tell me what you're thinking about!

Eleanor Roosevelt!

This isn't going to be EASY!!

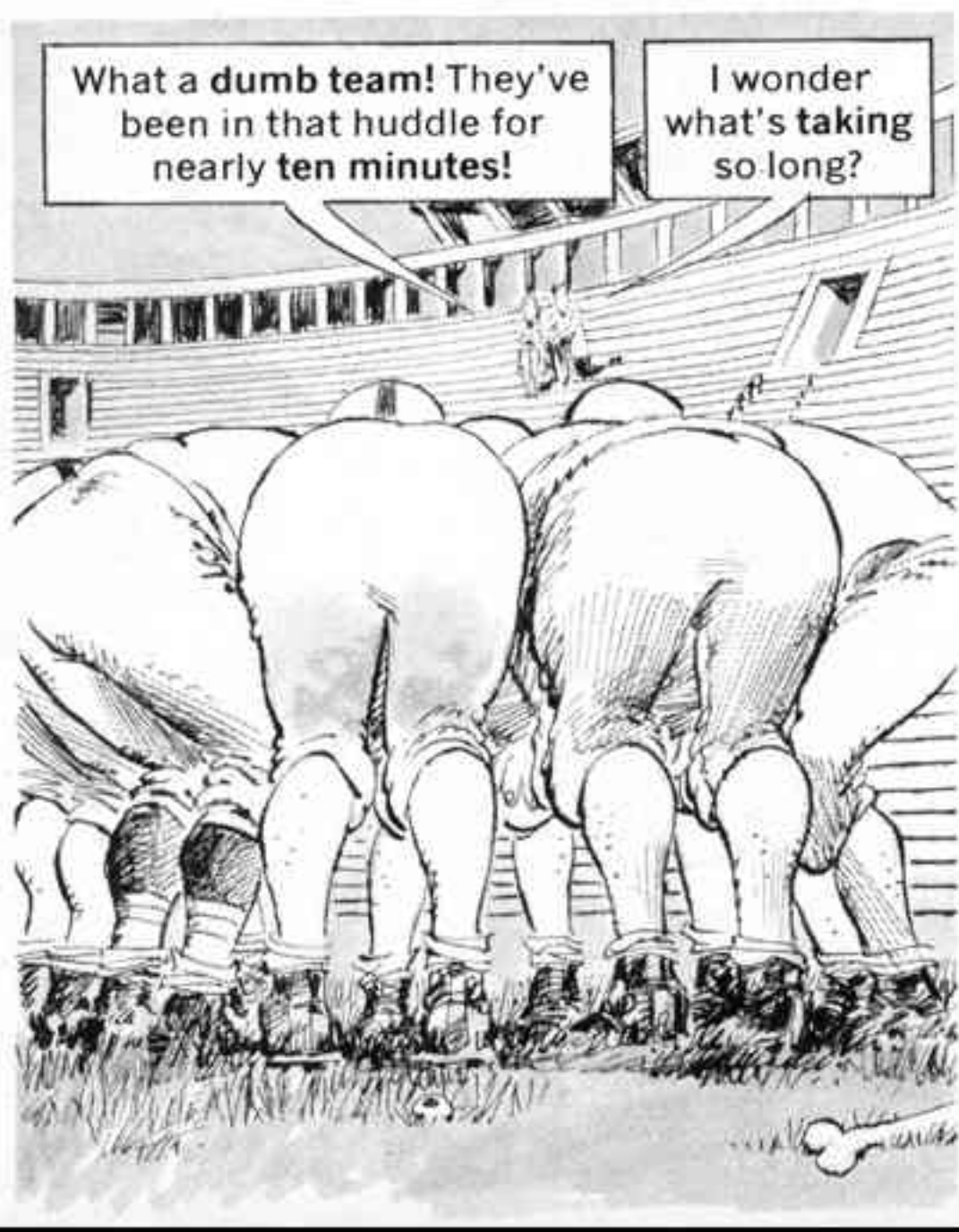


But, Husky ... isn't football going to take too much time away from other, more important things ... ?

Nahh, I'll still have time for sex!

No, I meant from your STUDIES!

Studies?!? THAT'S what took time away from more important things!



What a dumb team! They've been in that huddle for nearly ten minutes!

I wonder what's taking so long?



Her zipper got jammed!

I just can't resist a man in uniform!



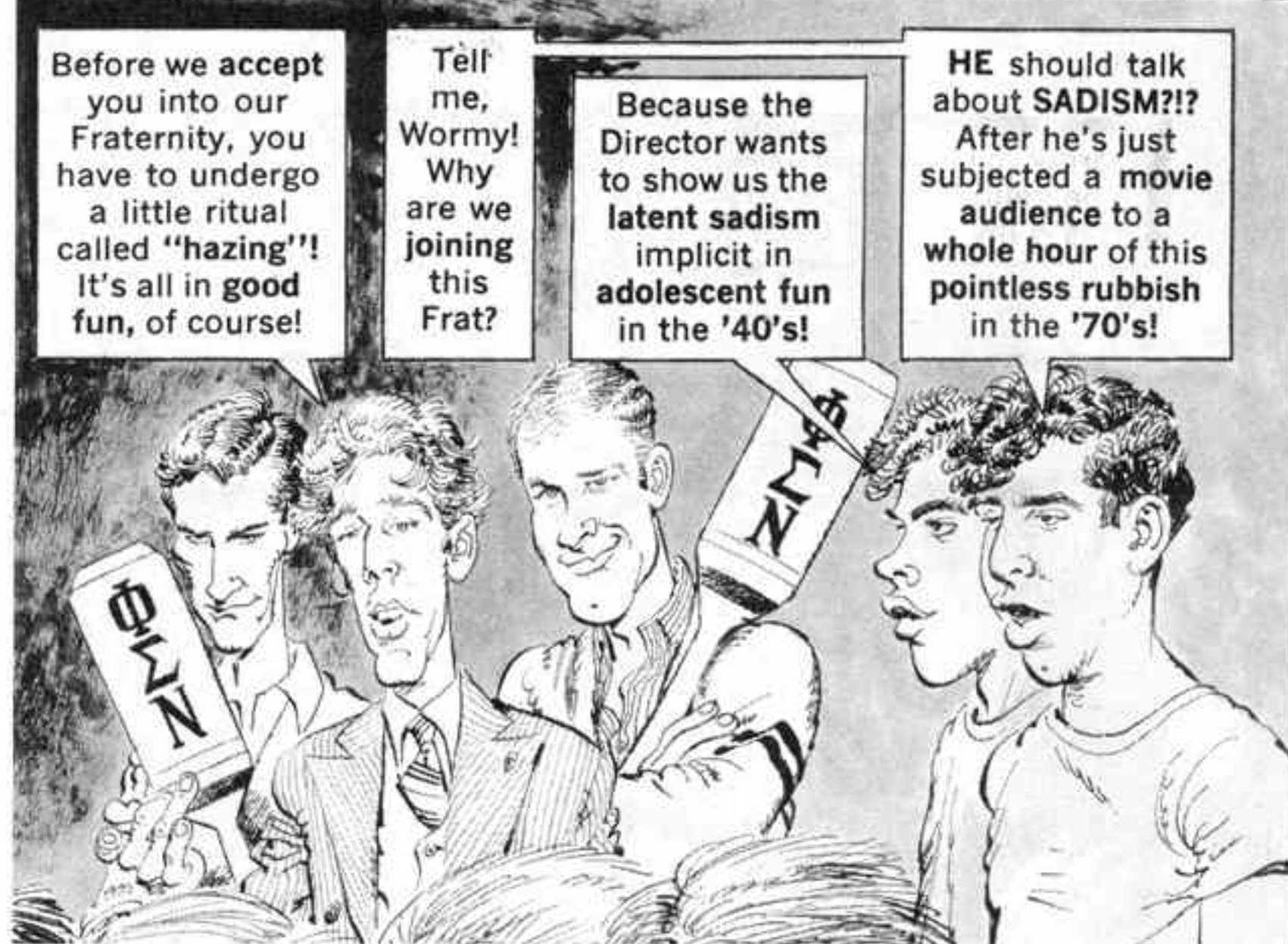
Please, Wormy! Don't!
Not all the way . . . !

Why not?!? I'll bet
you've gone all the
way with lots of guys!

Stop exaggerating!
You can't call 40
or 50 guys "lots"!

Well, why can't I
make out with you?

Because
I don't
want you
to lose
respect
for me!

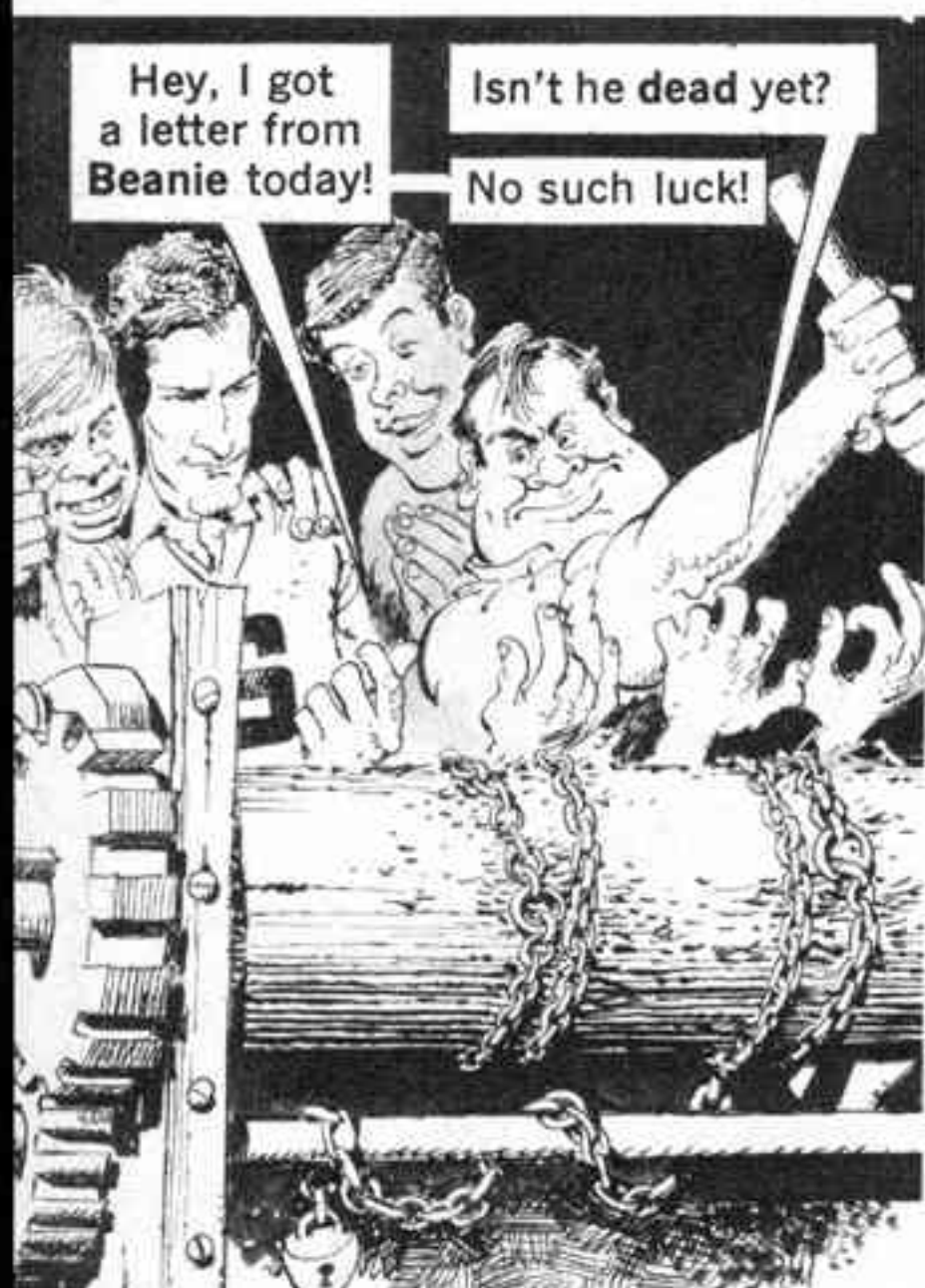


Before we accept
you into our
Fraternity, you
have to undergo
a little ritual
called "hazing"!
It's all in good
fun, of course!

Tell
me,
Wormy!
Why
are we
joining
this
Frat?

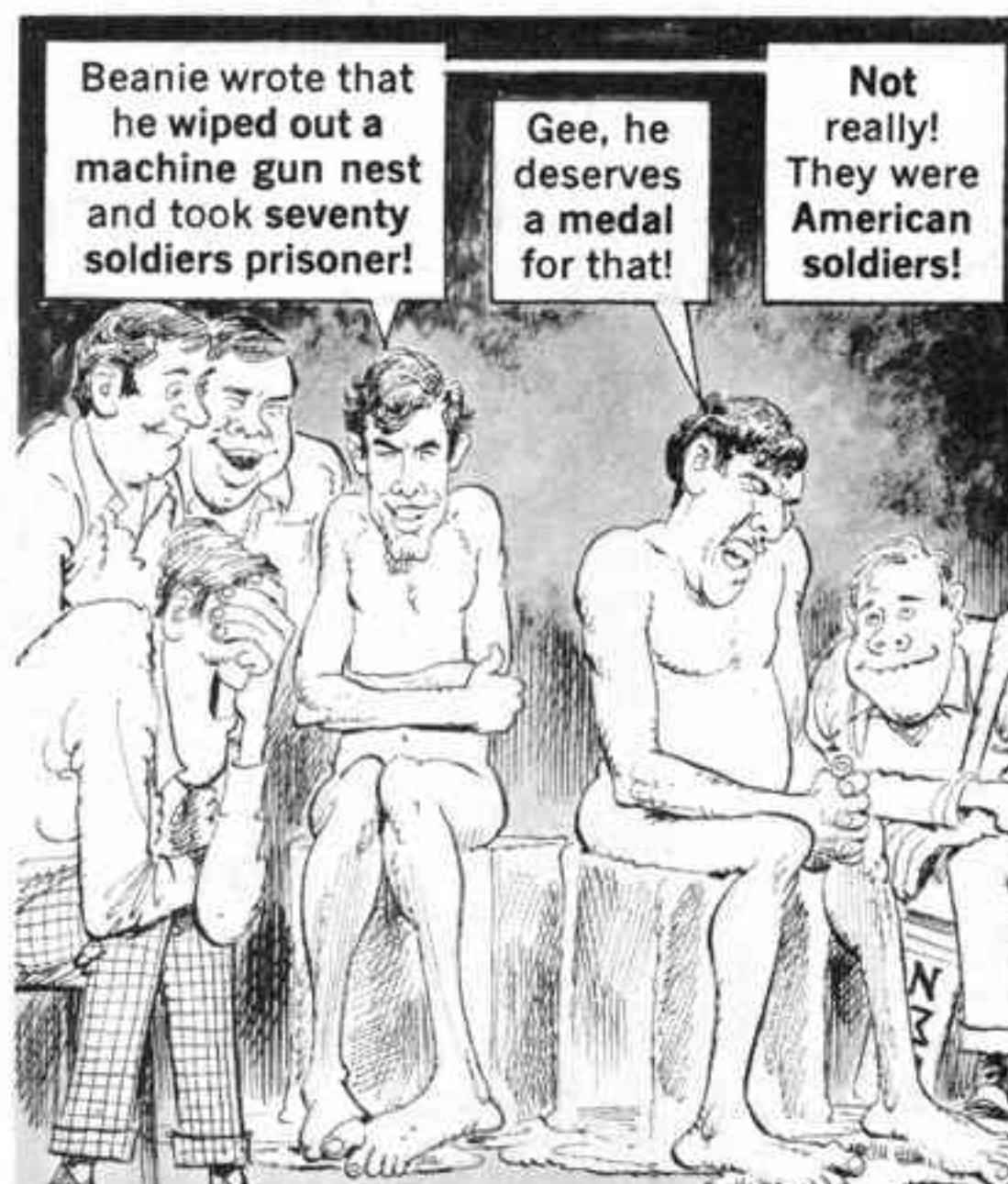
Because the
Director wants
to show us the
latent sadism
implicit in
adolescent fun
in the '40's!

HE should talk
about **SADISM**!!?
After he's just
subjected a movie
audience to a
whole hour of this
pointless rubbish
in the '70's!



Hey, I got
a letter from
Beanie today!

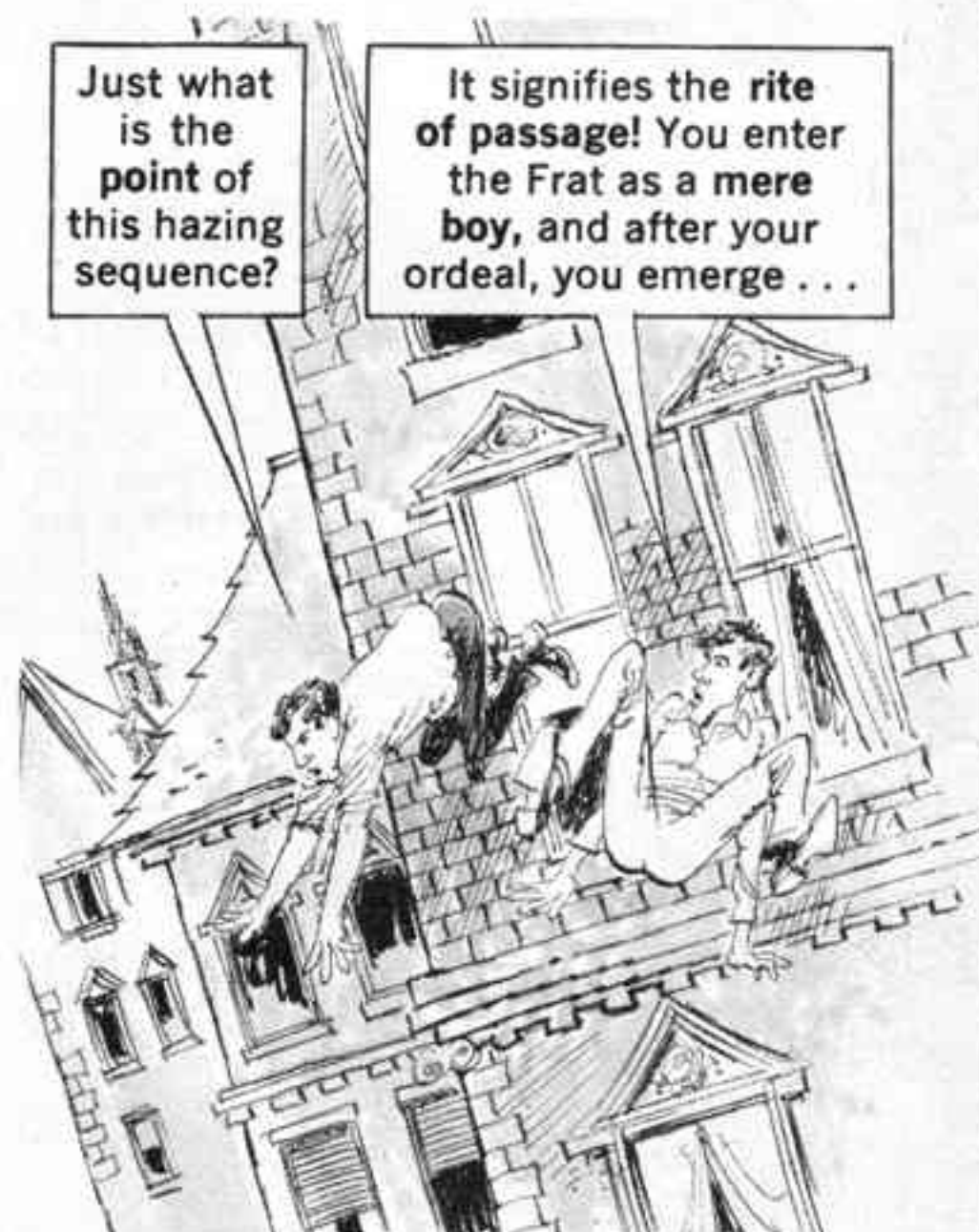
Isn't he dead yet?
No such luck!



Beanie wrote that
he wiped out a
machine gun nest
and took **seventy**
soldiers prisoner!

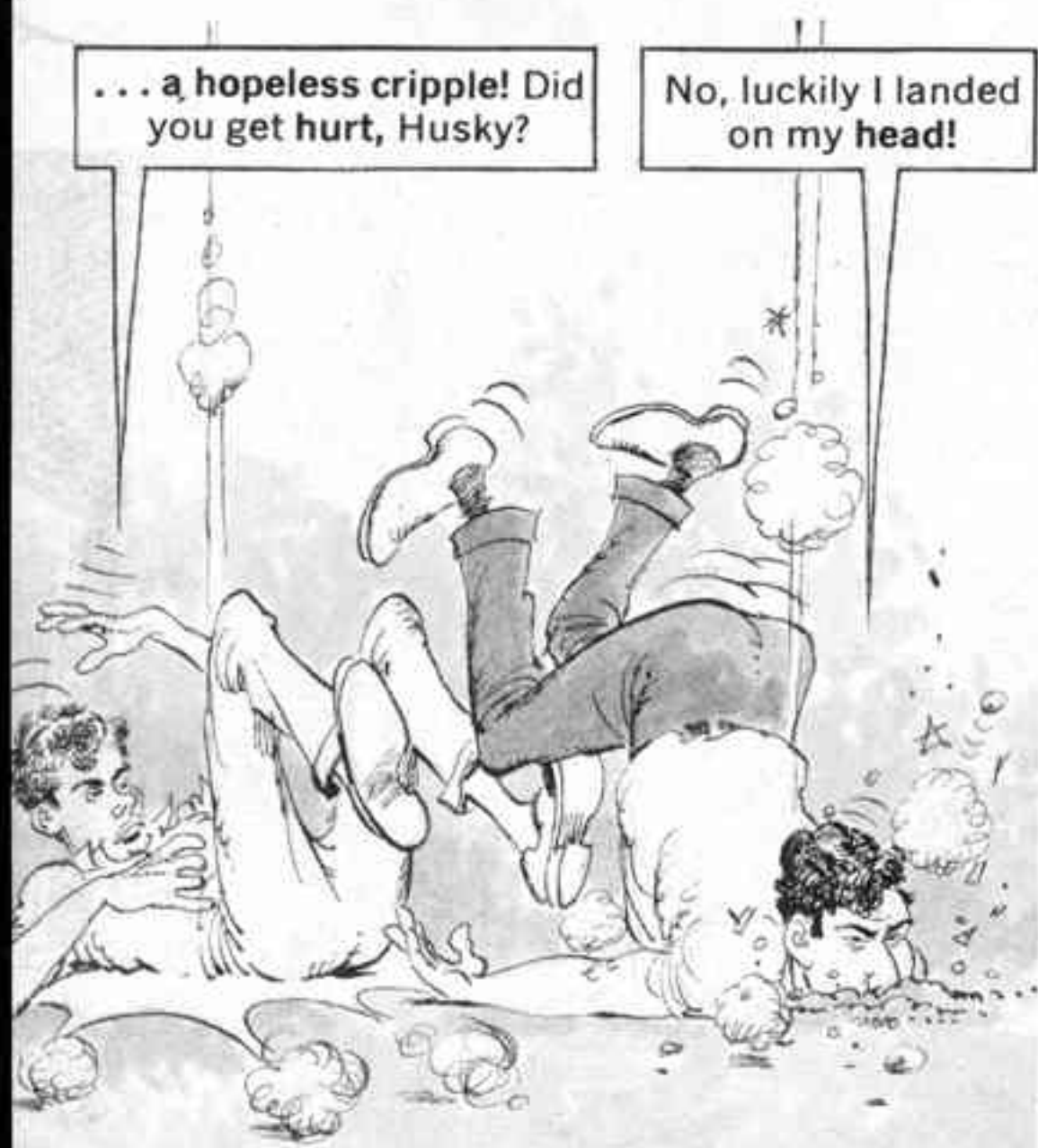
Gee, he
deserves
a medal
for that!

Not
really!
They were
American
soldiers!



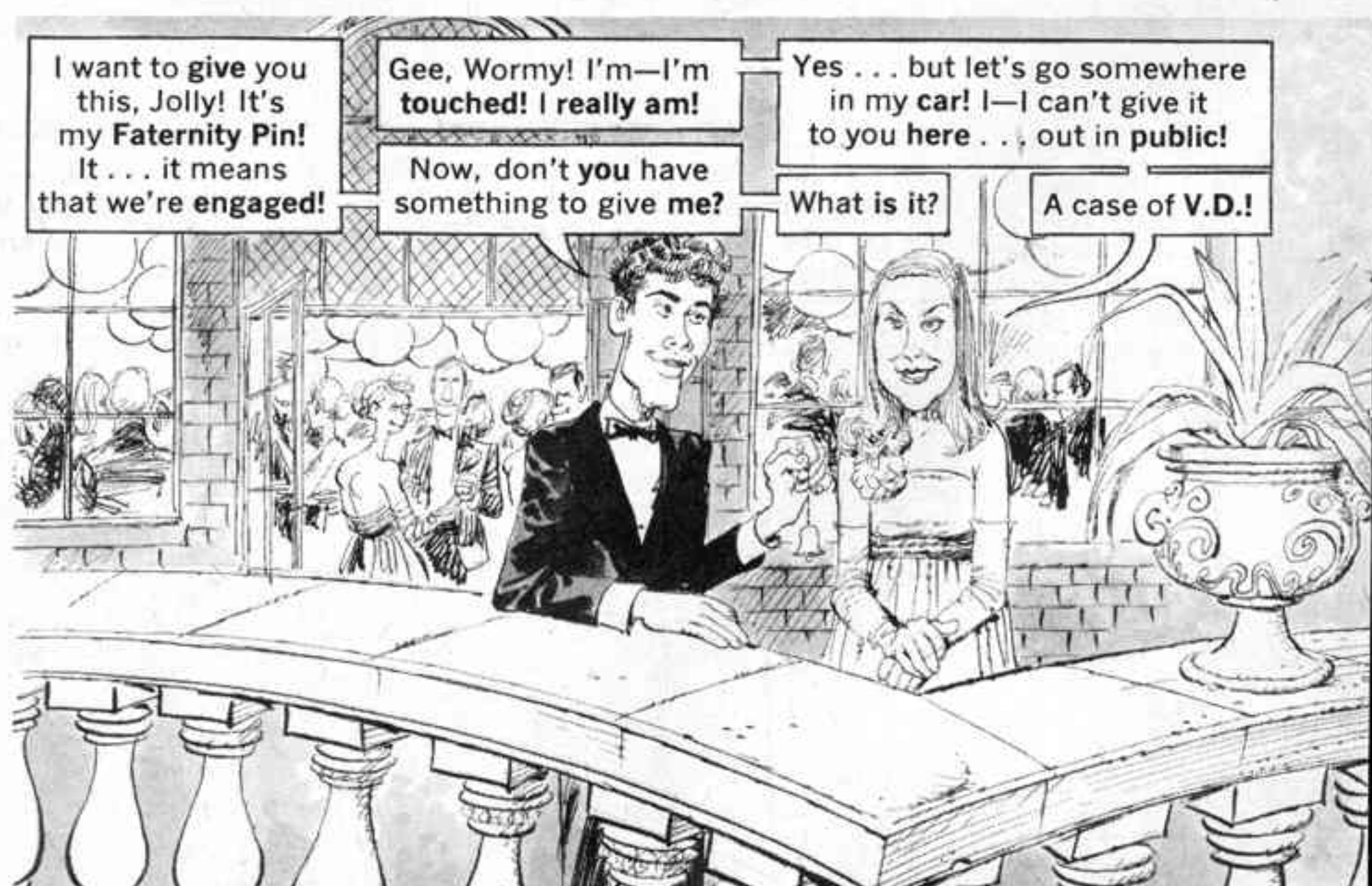
Just what
is the
point of
this hazing
sequence?

It signifies the rite
of passage! You enter
the Frat as a mere
boy, and after your
ordeal, you emerge . . .



. . . a **hopeless cripple**! Did
you get hurt, Husky?

No, luckily I landed
on my head!



I want to give you
this, Jolly! It's
my **Fraternity Pin**!
It . . . it means
that we're engaged!

Gee, Wormy! I'm—I'm
touched! I really am!

Now, don't you have
something to give me?

Yes . . . but let's go somewhere
in my car! I—I can't give it
to you here . . . out in public!

What is it?

A case of **V.D.**!





Wormy, please be gentle! This is my ...

247th time!

So far this week!!



Oh, Wormy! Wormy!

Oh, Jolly, your wonderful body drives me insane! You're so firm—and smooth—and curvacious ...

Wormy, you're stroking the steering wheel!

No wonder the '39 Ford was so popular!



Wormy, what's happening?!? Your whole body is convulsing with passion!

What passion?!? I just sat down hard on the gear shift stick!

No wonder the '39 Ford was so popular!



What's going on here?!

It's the Term Project for my "Business Practices Course"! I got a Hooker in our room, and I'm making a small fortune!

But what'll happen when the Faculty Members find out about all this?

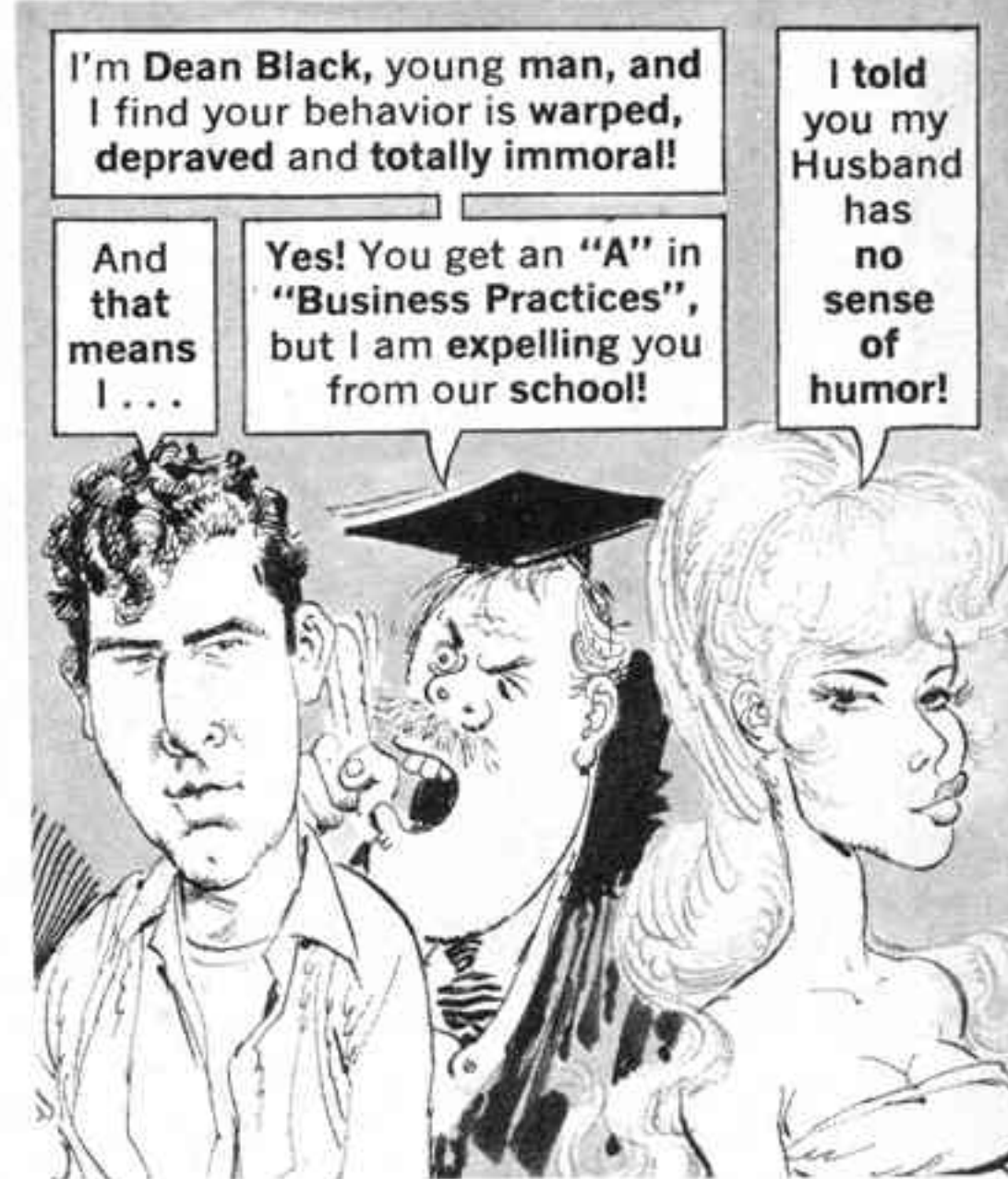
When are THEY gonna find out?!?



When it's their turn!

What number are you?

Uh ... "Pi R Square"!



I'm Dean Black, young man, and I find your behavior is warped, depraved and totally immoral!

And that means I ...

Yes! You get an "A" in "Business Practices", but I am expelling you from our school!

I told you my Husband has no sense of humor!



Don't feel sorry for me, Wormy! I'm looking forward to the Army!

Who's feeling sorry for you?! It's ME I feel sorry for! Can you imagine what it'll be like going through the rest of this boring picture ALONE?!

I'll send you cookies! Be brave!



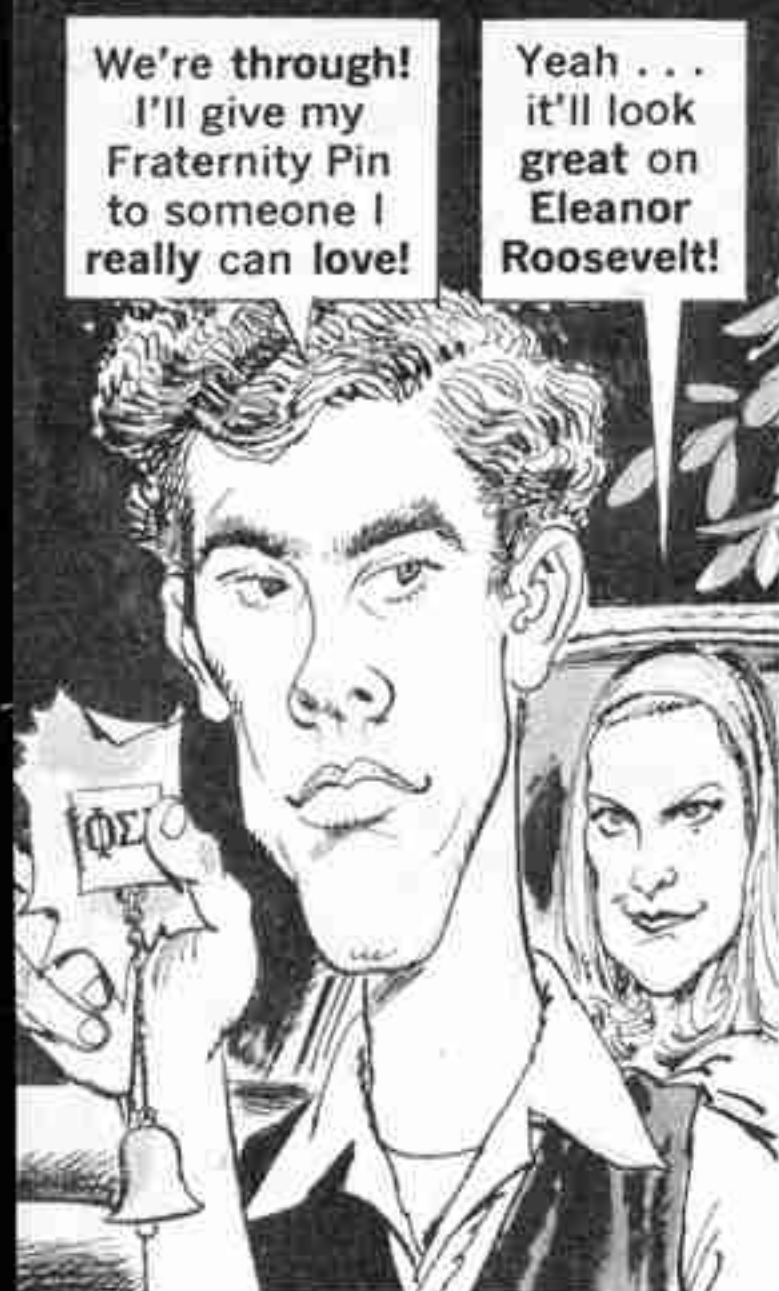
I can't go to the dance with you Saturday, Wormy! A soldier I once knew is in town, and I couldn't refuse to see him ...

But ... you're my girl, Jolly! I don't like it!

Silly boy! What could happen? We'll go to a juke box joint ... have a few dances ... he'll buy me a malt ... and take me home

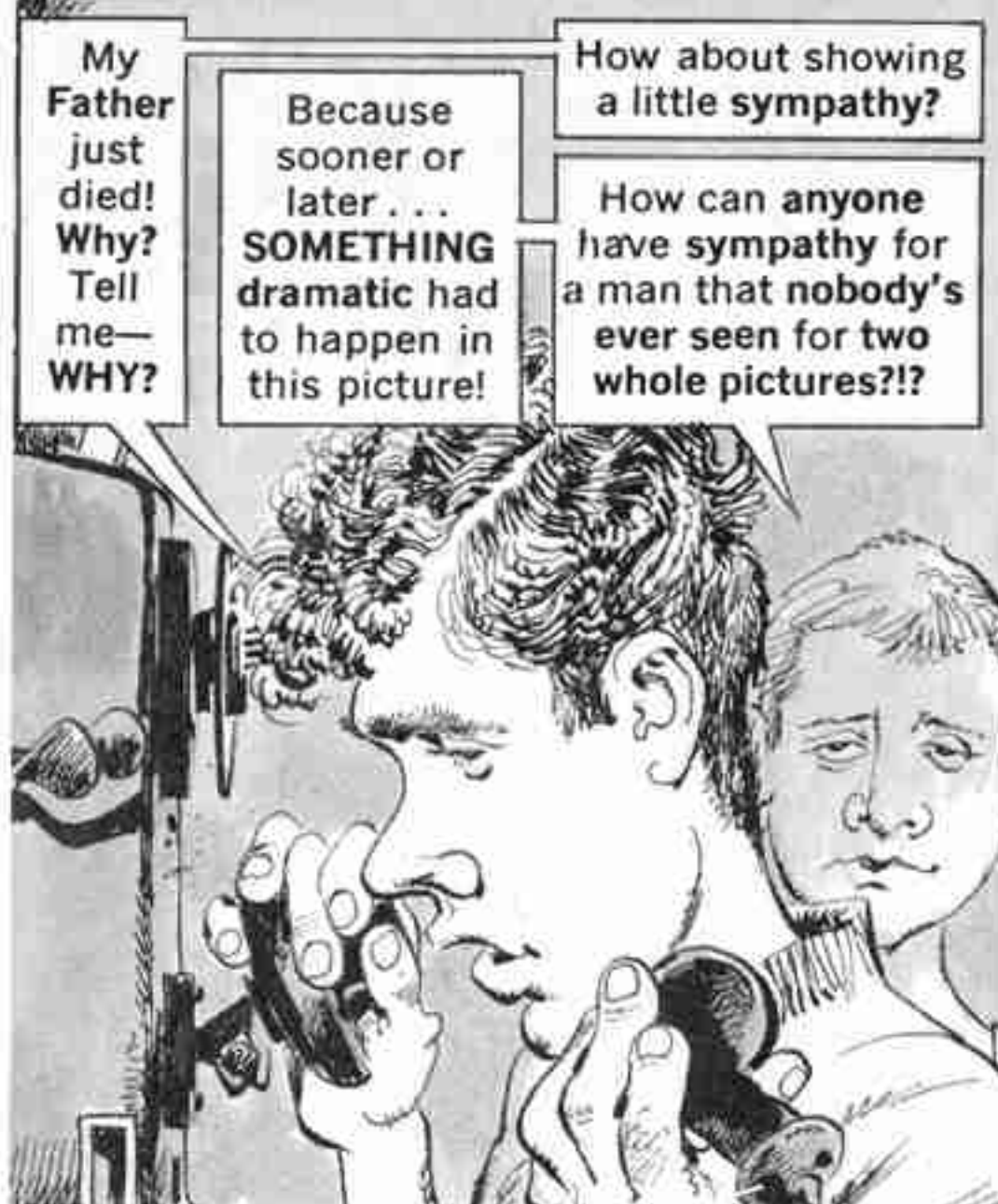
Well, if that's all ...

... where I'll pick up my negligee and we'll go back to his motel!



We're through!
I'll give my Fraternity Pin to someone I really can love!

Yeah . . . it'll look great on Eleanor Roosevelt!

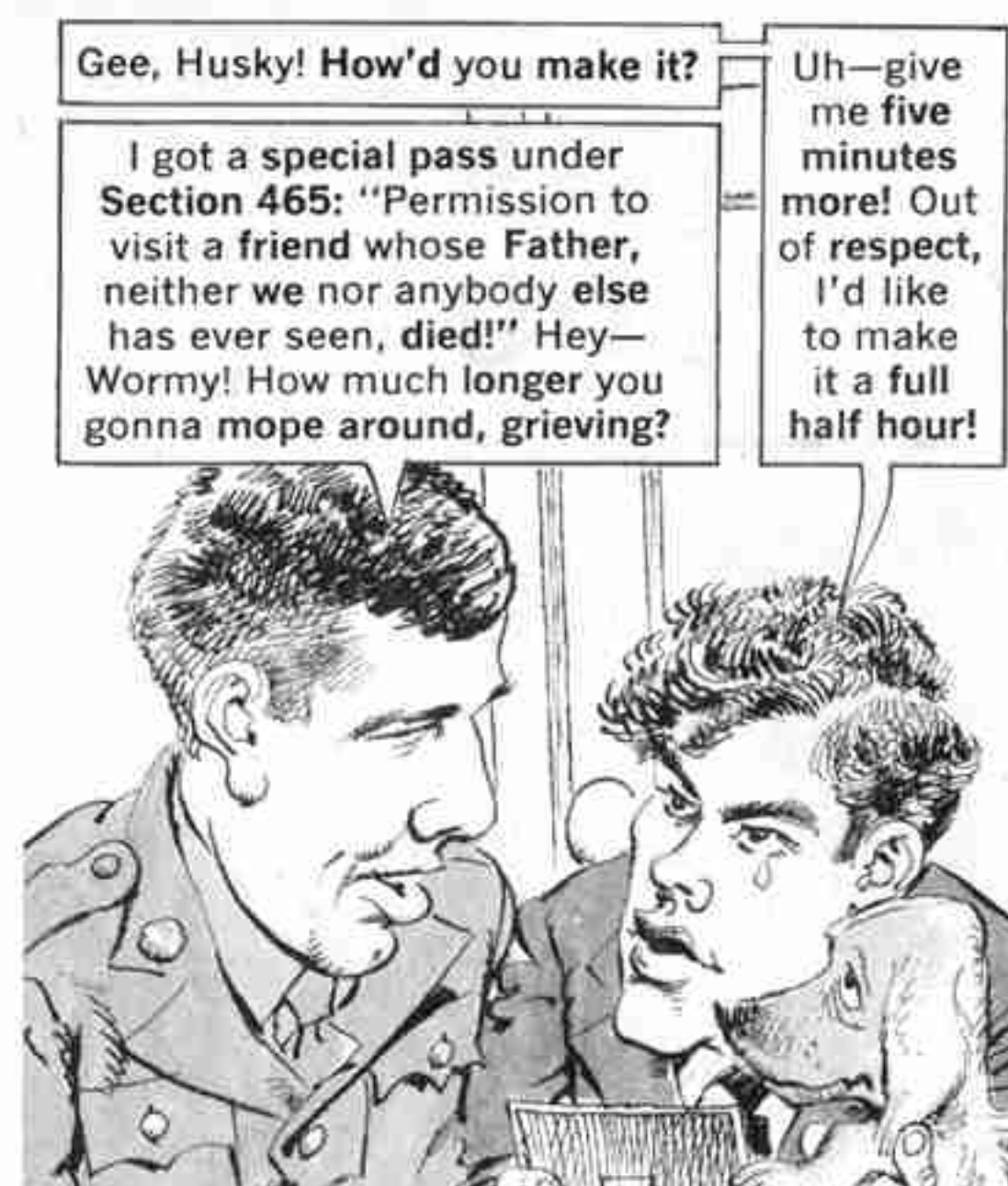


My Father just died! Why? Tell me—WHY?

Because sooner or later . . . **SOMETHING** dramatic had to happen in this picture!

How about showing a little sympathy?

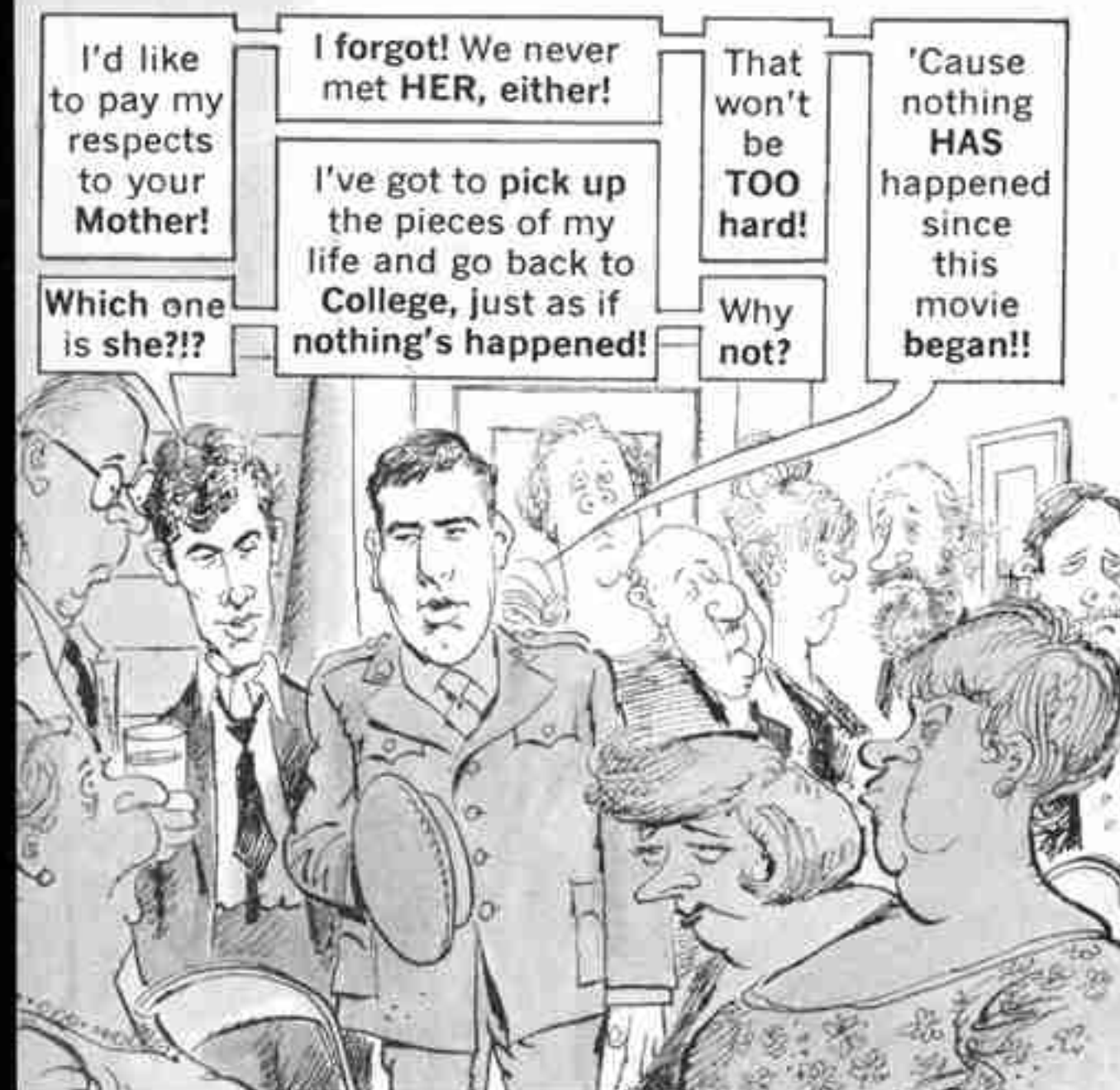
How can anyone have sympathy for a man that nobody's ever seen for two whole pictures?!!



Gee, Husky! How'd you make it?

I got a special pass under Section 465: "Permission to visit a friend whose Father, neither we nor anybody else has ever seen, died!" Hey—Wormy! How much longer you gonna mope around, grieving?

Uh—give me five minutes more! Out of respect, I'd like to make it a full half hour!



I'd like to pay my respects to your Mother!

I forgot! We never met HER, either!

That won't be TOO hard!

'Cause nothing **HAS** happened since this movie began!!

Which one is she?!!

I've got to pick up the pieces of my life and go back to College, just as if nothing's happened!

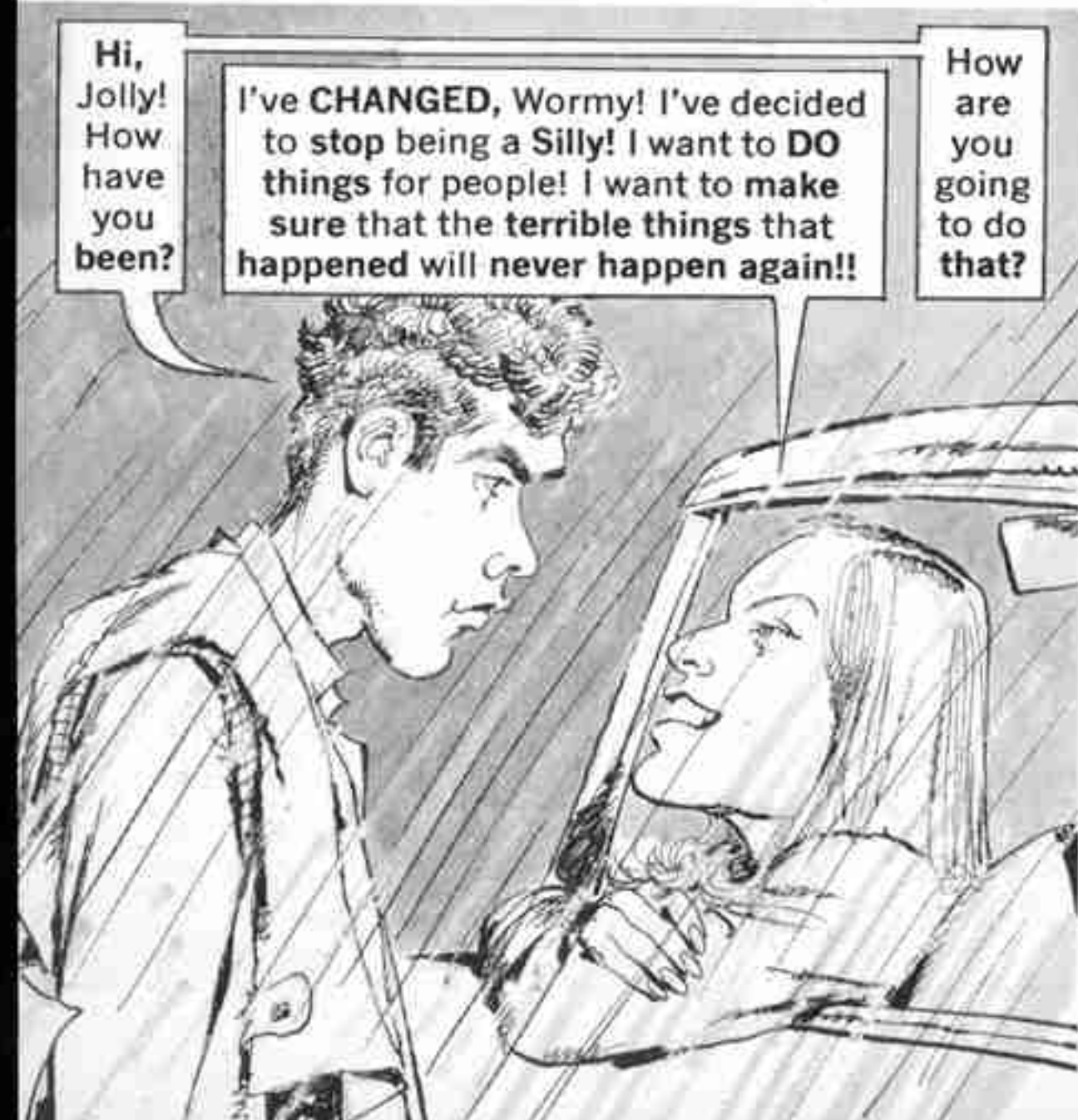
Why not?



Hello? College Town Cab Company? Can I get a cab to pick me up at the station on this depressing, miserable, lonely rainy night?

Wormy! Oh . . . **WORMY!**

Never mind! I just discovered that my girl is waiting for me in her car . . .



Hi, Jolly! How have you been?

I've **CHANGED**, Wormy! I've decided to stop being a Silly! I want to **DO** things for people! I want to make sure that the terrible things that happened will never happen again!!

How are you going to do that?



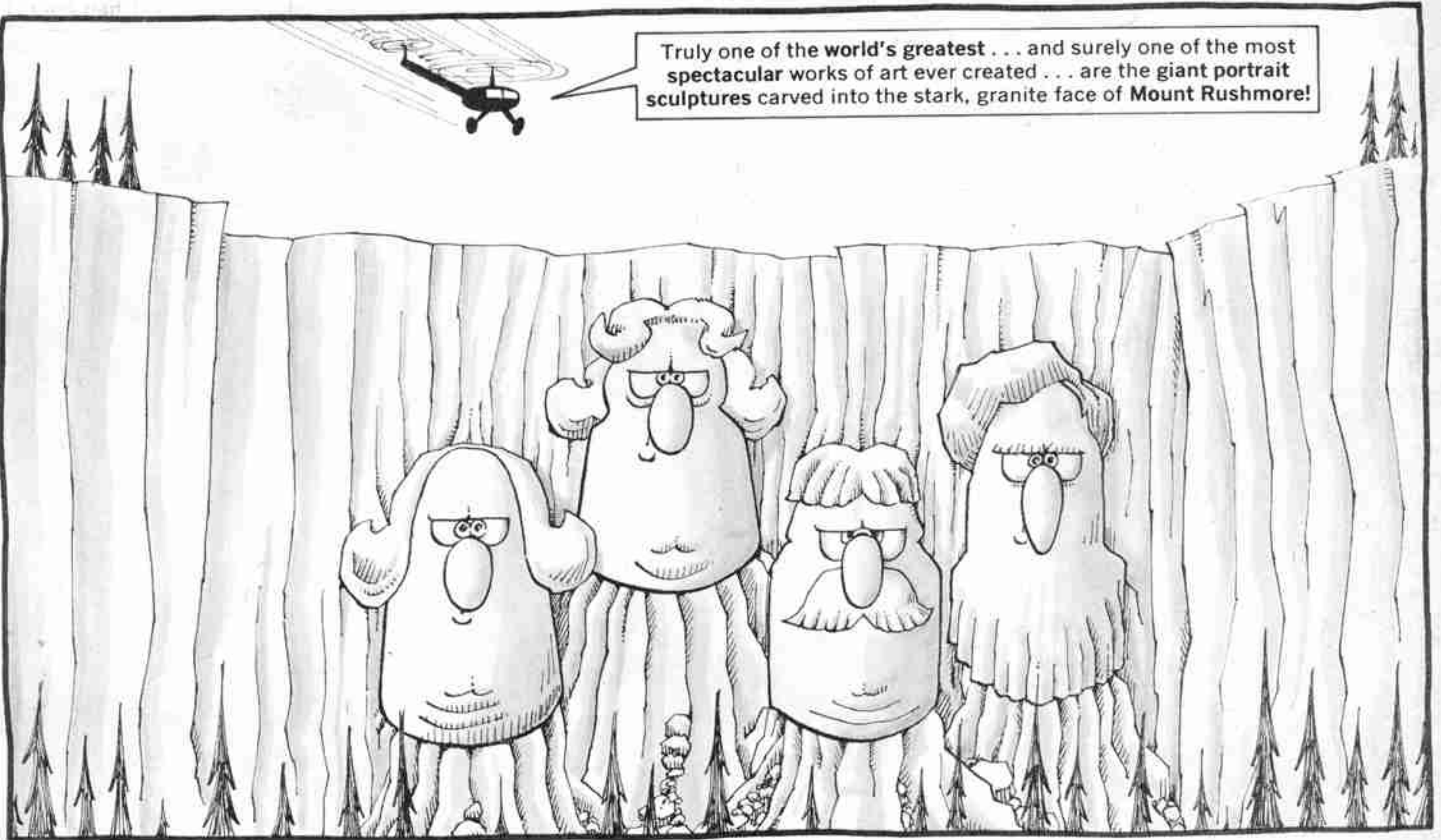
By making sure that there will **NEVER** be another sequel to these ridiculous nostalgia movies . . . like "The Class of '48", or whatever!

Help me, somebody! **HELP!!**

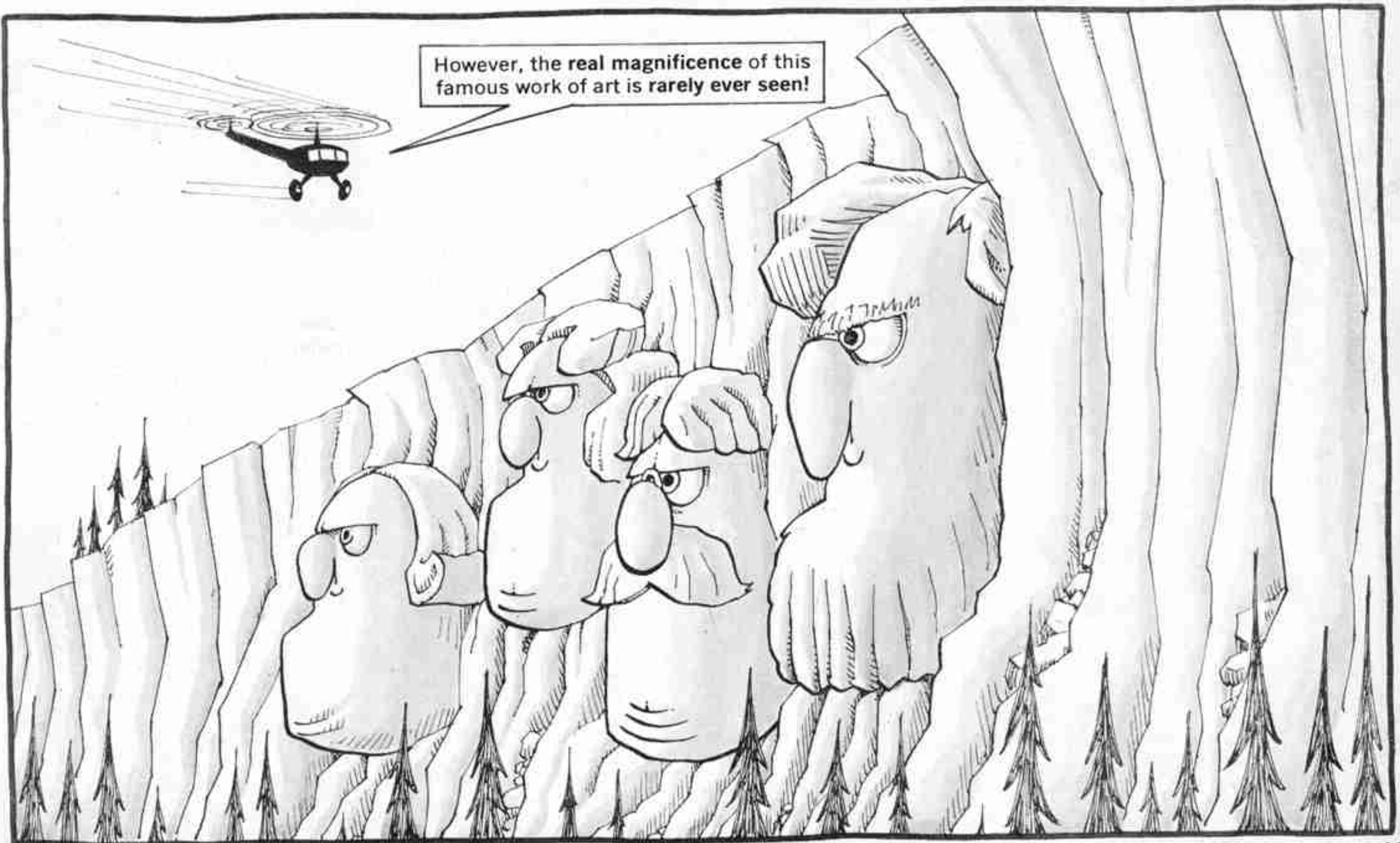
DON MARTIN DEPT. PART I

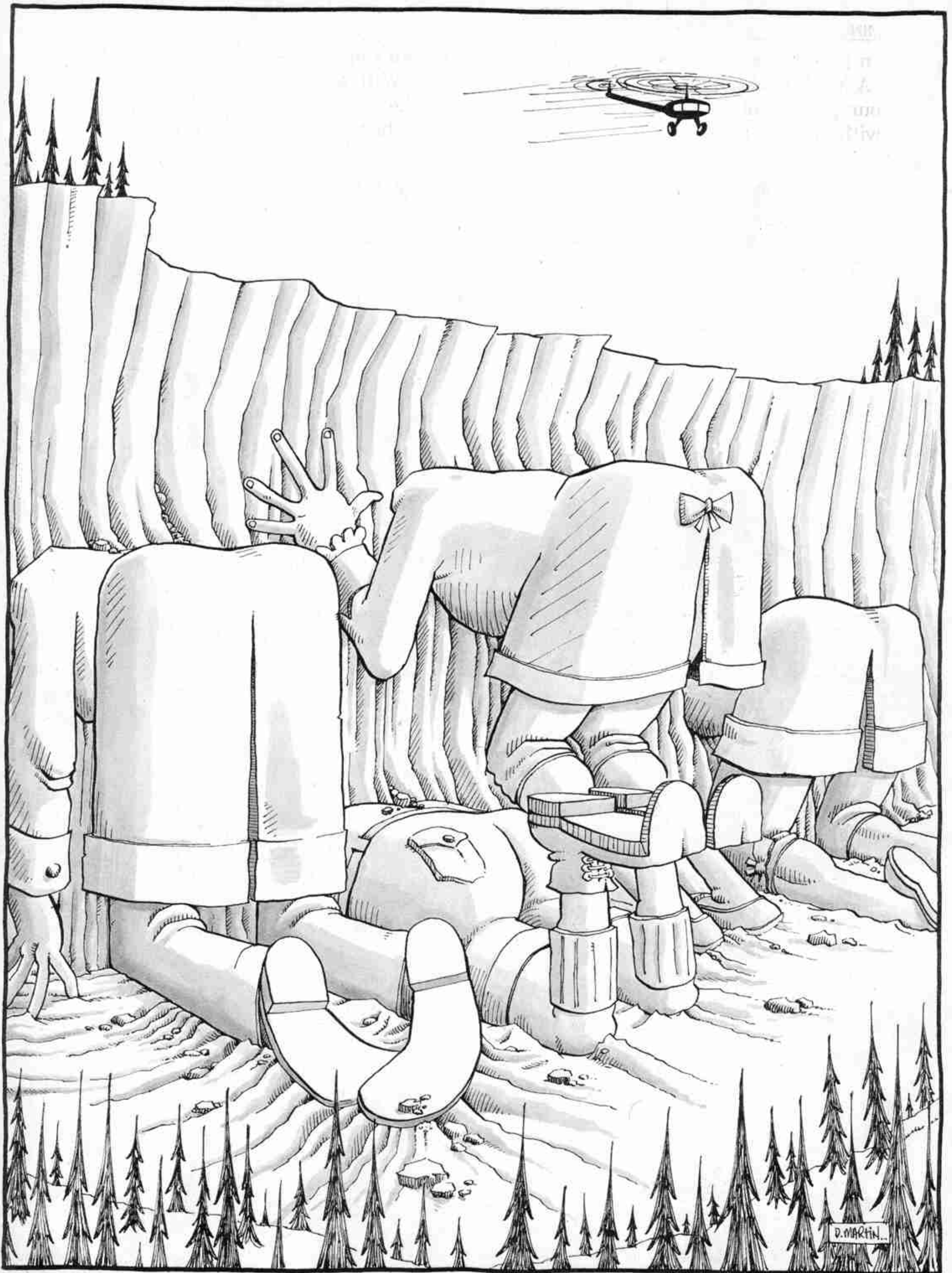
ONE FINE DAY ON A GUIDED TOUR OF MOUNT RUSHMORE

Truly one of the world's greatest . . . and surely one of the most spectacular works of art ever created . . . are the giant portrait sculptures carved into the stark, granite face of Mount Rushmore!



However, the real magnificence of this famous work of art is rarely ever seen!



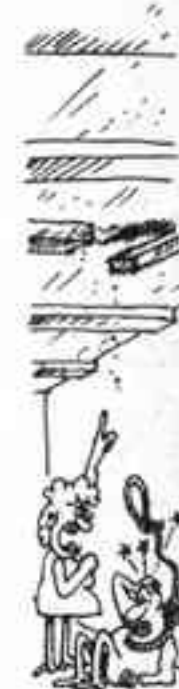


MINOR ADJUSTMENT DEPT.

In past issues, we've taken "A MAD Look At Two College Generations" and "A MAD Look At Two High School Generations." With *this* article, we continue our pattern of regression . . . as we compare the *pre-adolescent* of the 40's with the younger set of today in this last (we hope) of a series entitled:

A MAD LOOK AT TWO GRAMMAR SCHOOL GENERATIONS

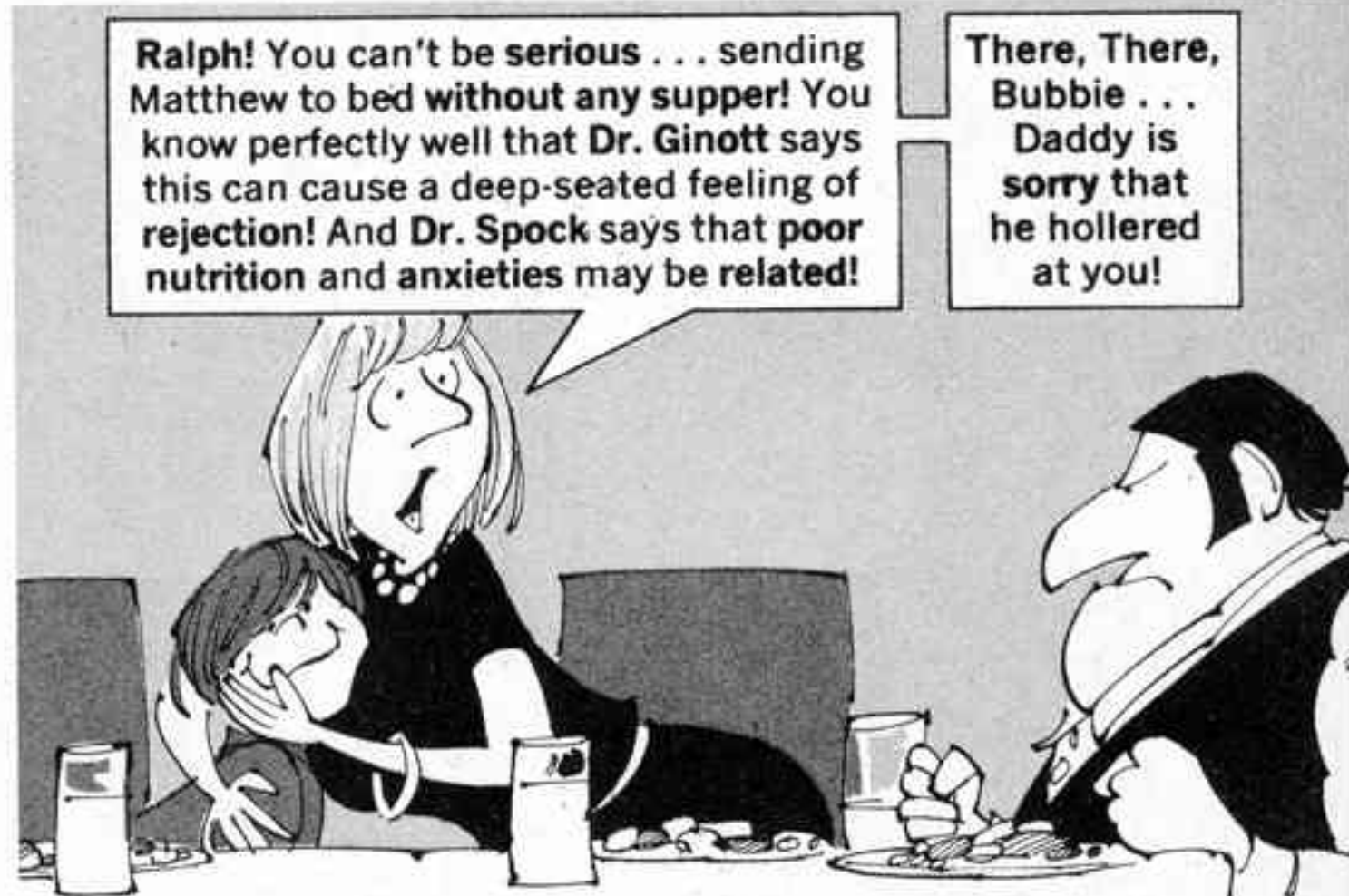
ARTIST: PAUL COKER, JR. WRITER: LOU SILVERSTONE



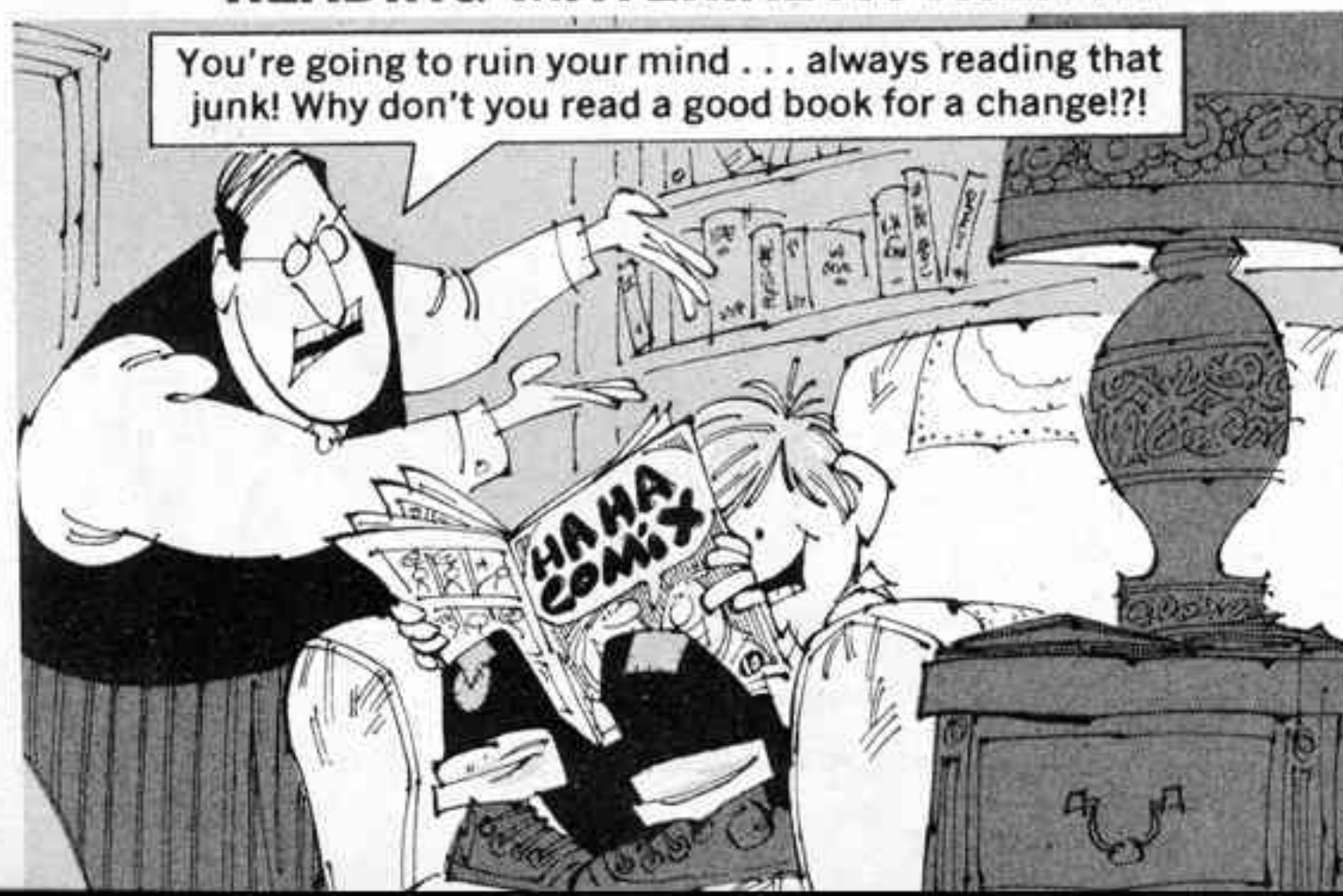
DISCIPLINE... THEN ...



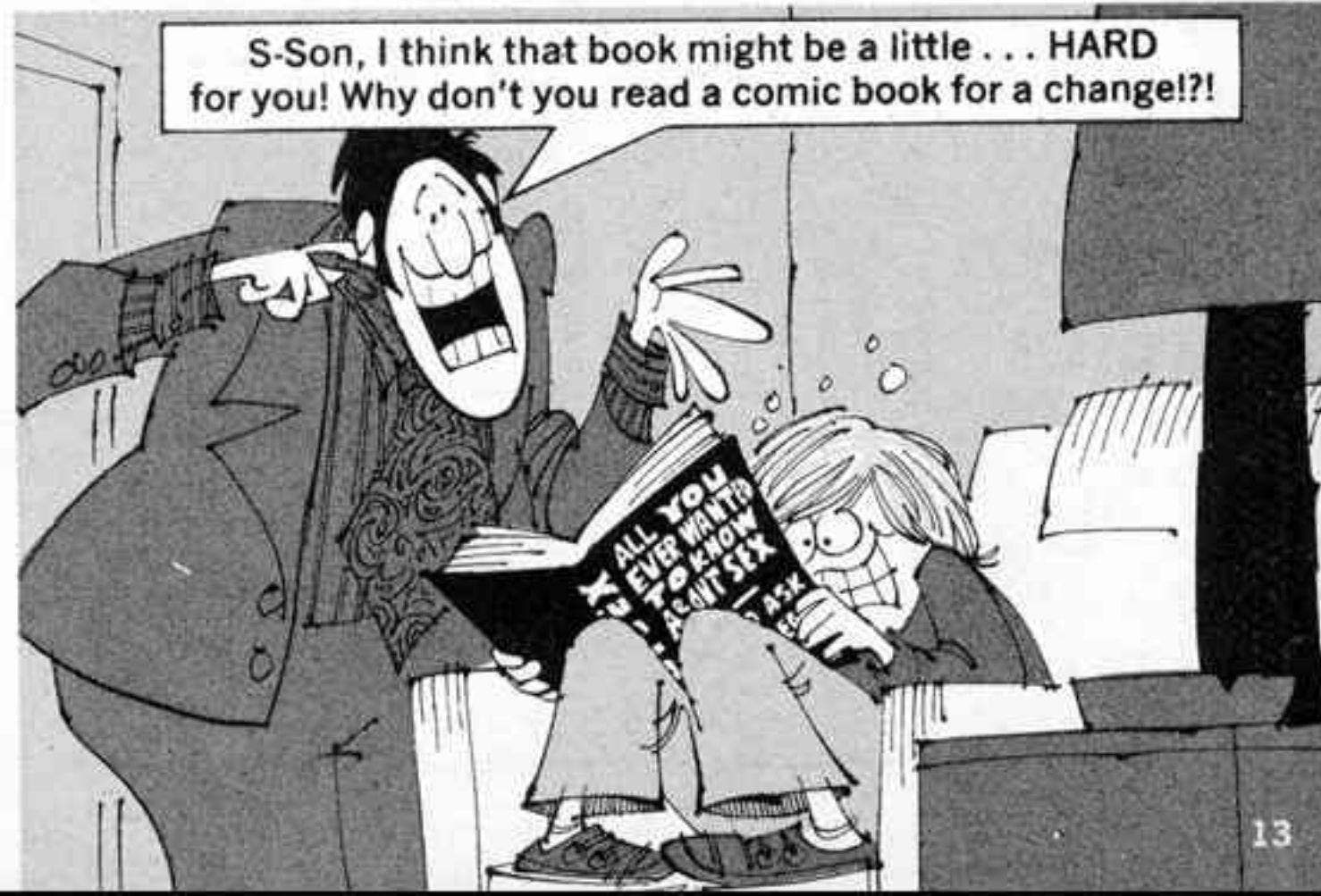
...AND NOW...



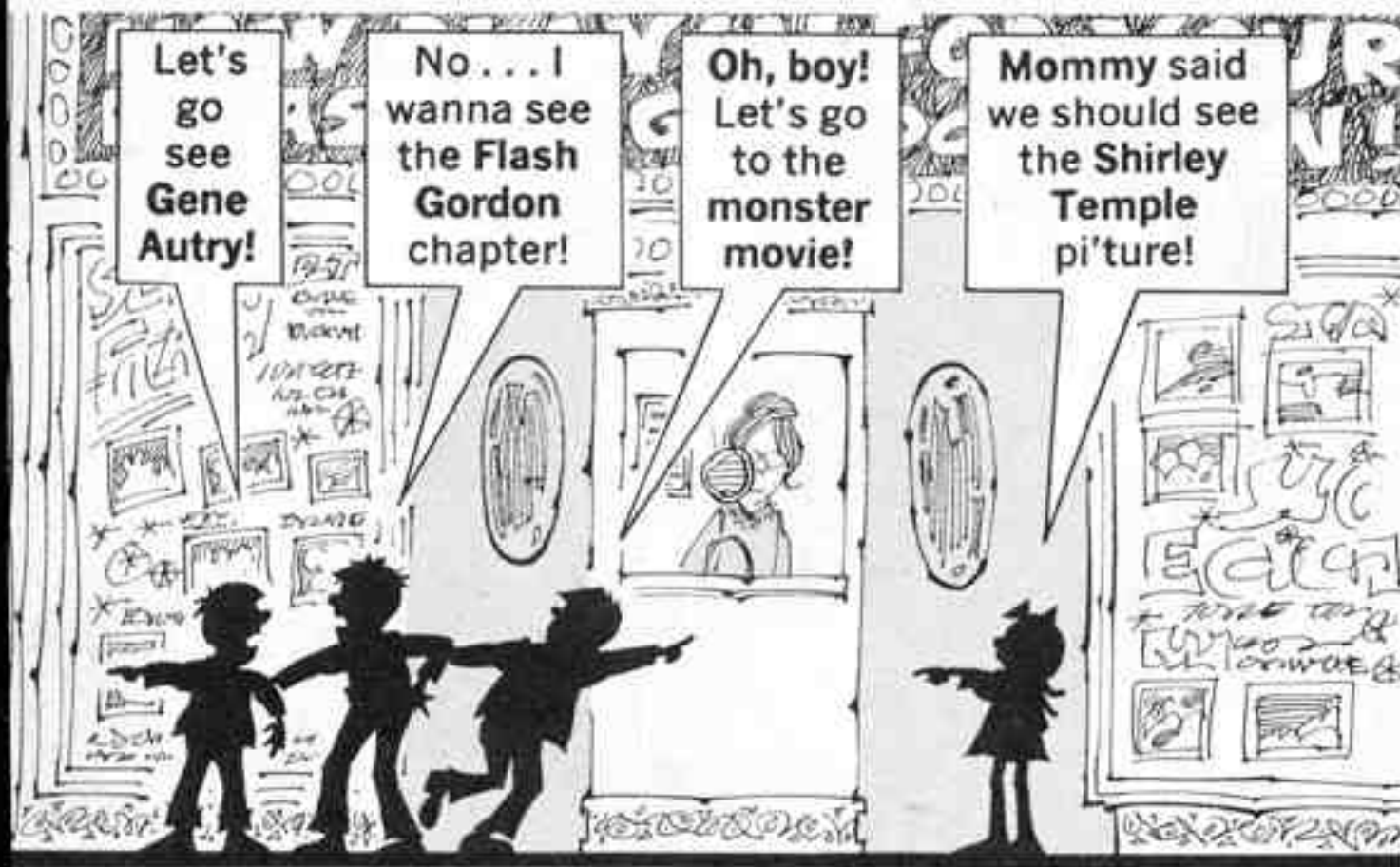
READING MATERIAL... THEN ...



...AND NOW...



MOVIES... THEN...



HEROES... THEN...

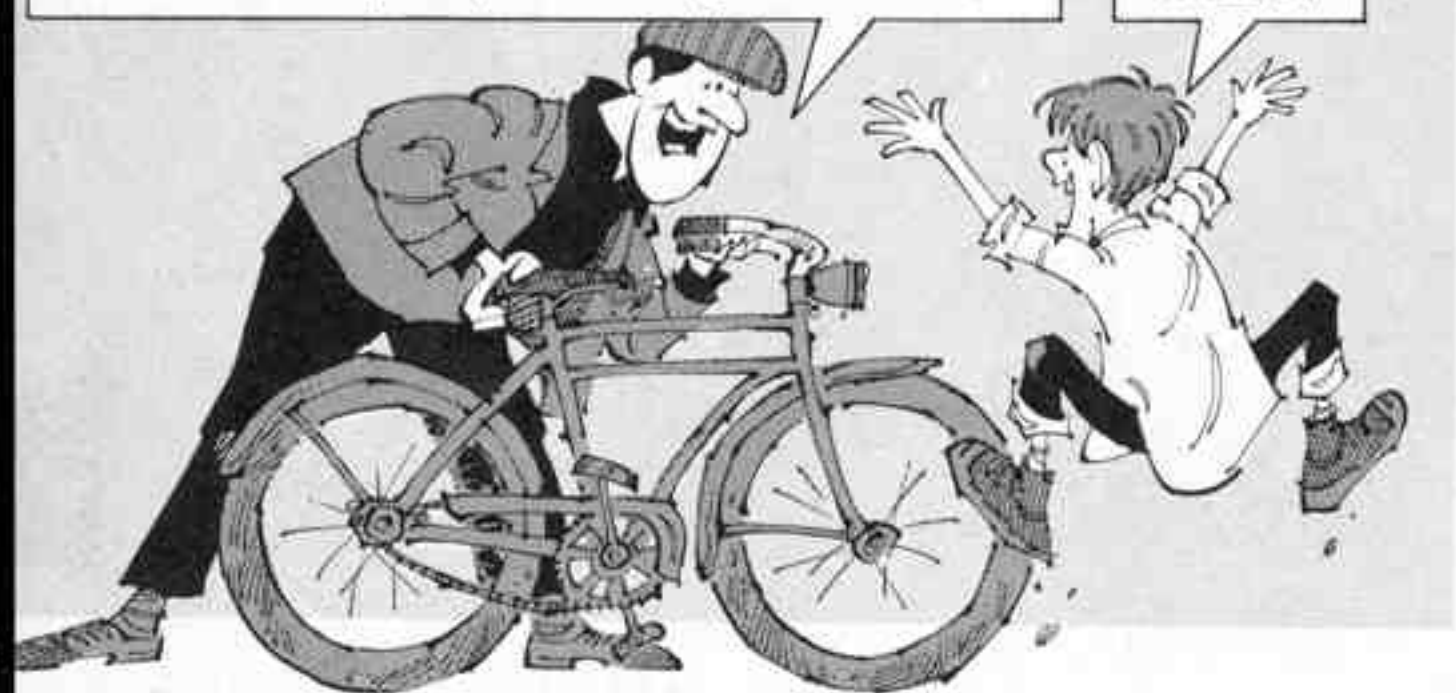
You have to eat all your vegetables and drink all your milk if you want to grow up strong and tall like Joe DiMaggio



BICYCLES... THEN...

You're 12-years old, and it's time you had your own bike! This is your cousin Harold's old one! With a little paint, it'll be as good as new!

Oh, boy! A two wheeler!



RACE RELATIONS... THEN...

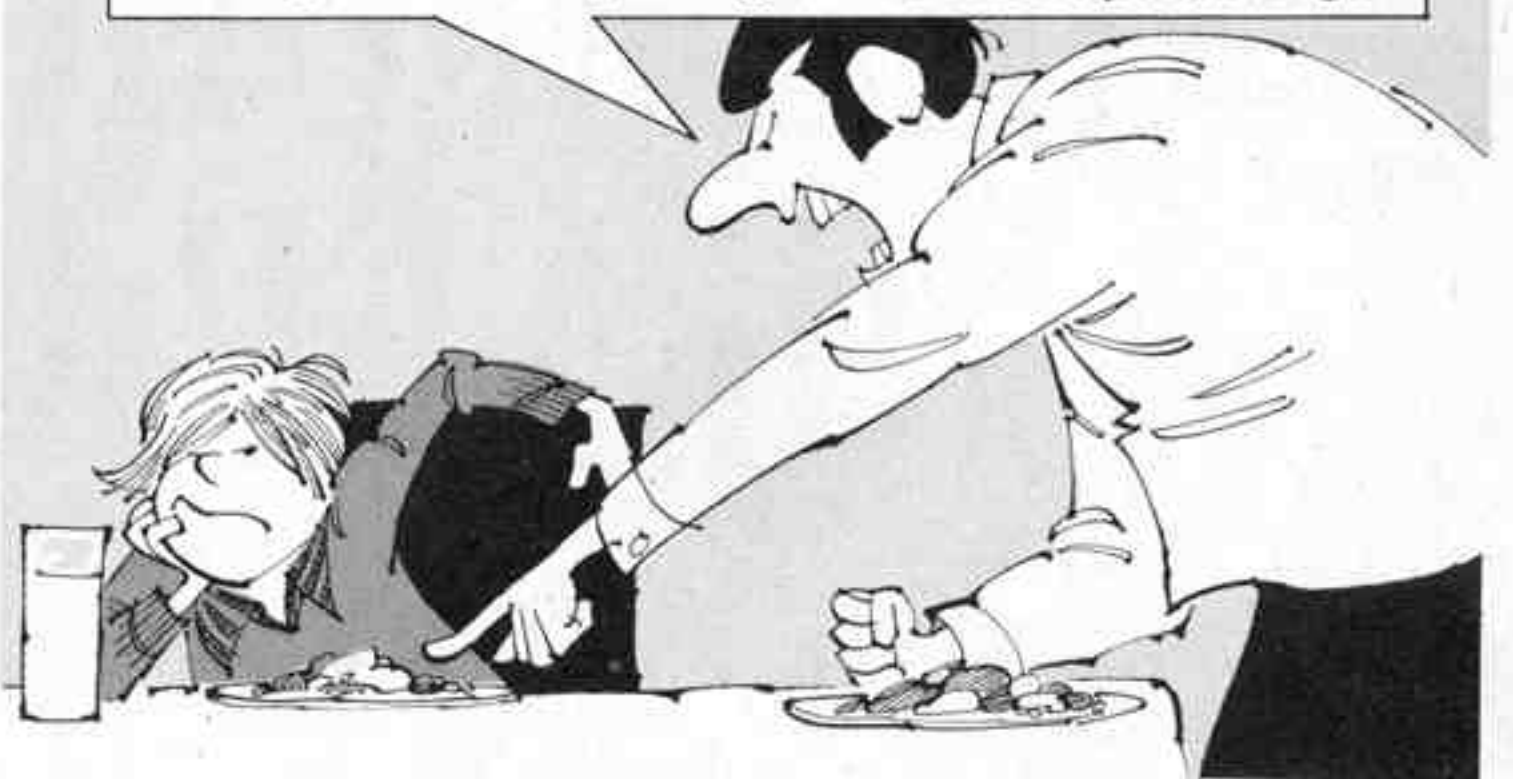


...AND NOW...



...AND NOW...

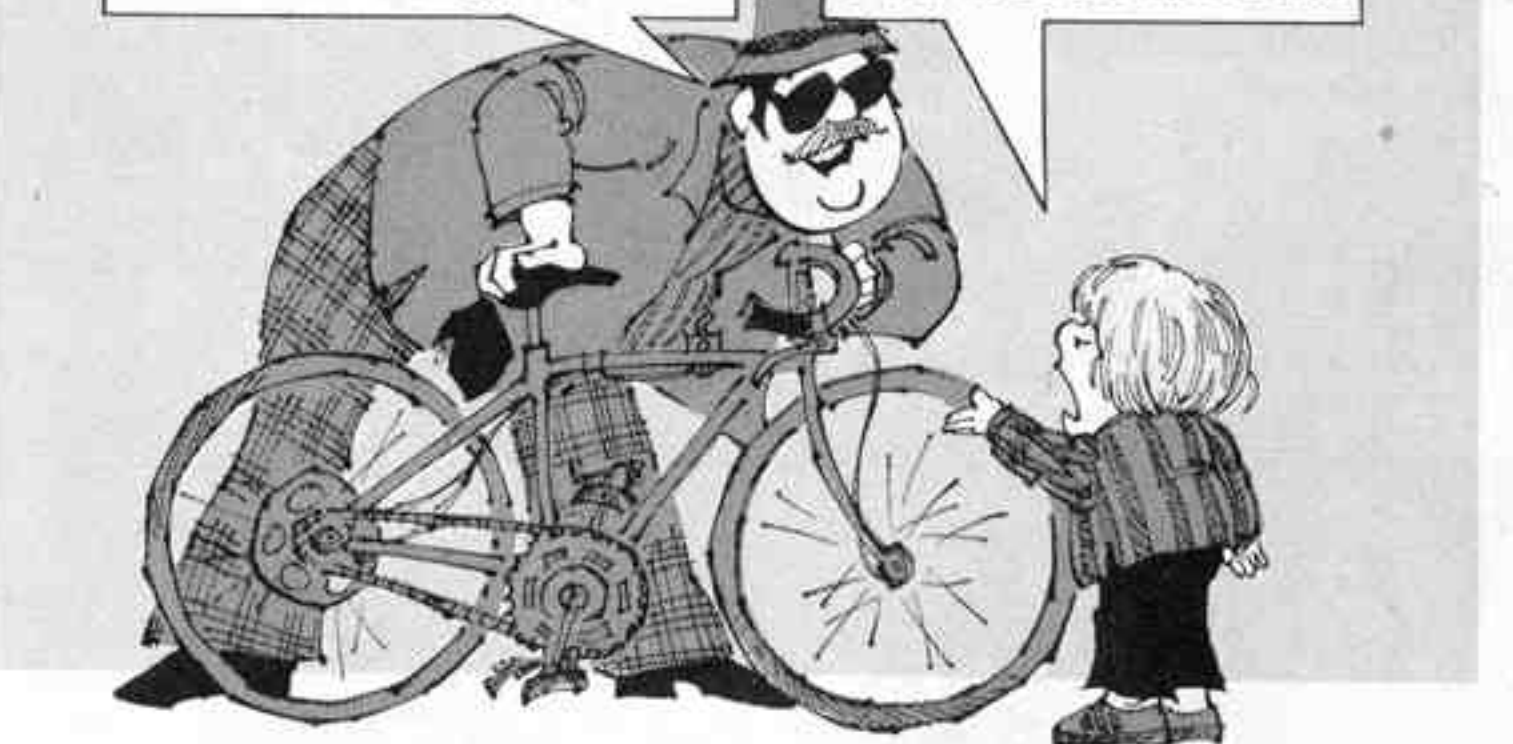
I don't care WHAT Joe Namath says about booze and broads! Drink your milk! Eat your vegetables! And stop slouching!!



...AND NOW...

How does my big 5-year-old like his birthday present?

It only has 3 speeds! I wanted a 10-speeder!!



...AND NOW...



EDUCATION IN THE HOME... THEN...



...AND NOW...



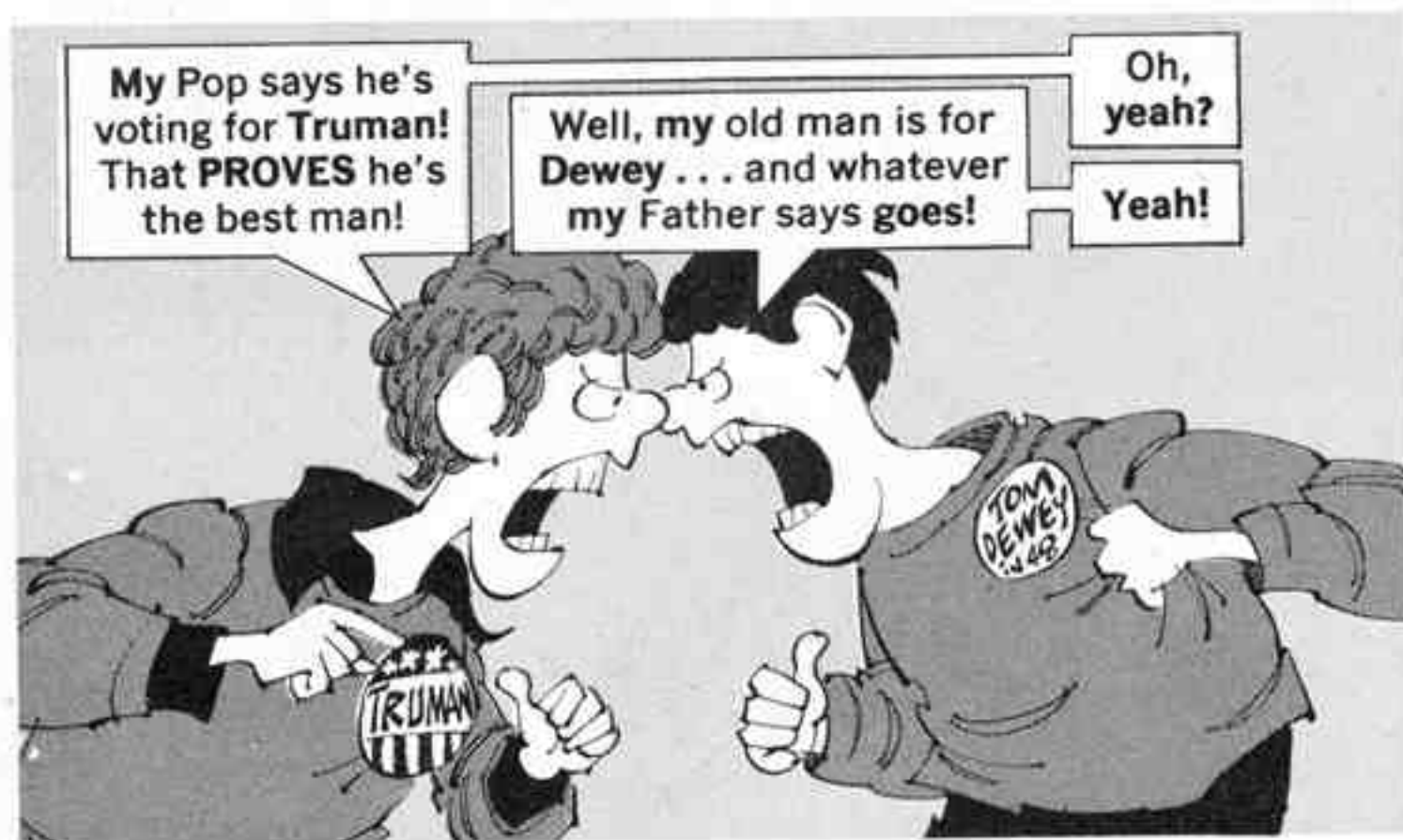
SCHOOL TEACHERS... THEN...



...AND NOW...



POLITICS... THEN...



...AND NOW...



SPORTS... THEN...



...AND NOW...



Those damn kids! They were always yelling about "The Establishment"! I got sick and tired of hearing about "The Establishment"!!

I hate big-mouth fresh kids!

And then there was that lack of respect they showed for their elders, saying, "Never trust anybody over thirty!"

I hate big-mouth fresh kids!

And then there was all their screaming about politicians in high places being "warmongers" and "immoral" and "corrupt"!

OH... HOW I HATE THEM BIG-MOUTH FRESH KIDS!!

Especially when they're right!



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

COR

Look what I got! Pete Moss sold me this hundred dollar radio for only fifteen bucks!!

Pete Moss? He works in a warehouse! Don't you realize he stole that radio! That man is nothing but a common criminal!!

Don't say that about ol' Pete! He's a Church-going man! I bowl with him every Friday! Besides, pilfering is a victimless crime! The warehouse is insured!!

Hey! This radio doesn't work!!

THOSE MAUFACTURERS ARE ALL A BUNCH OF DIRTY LOUSY CROOKS!



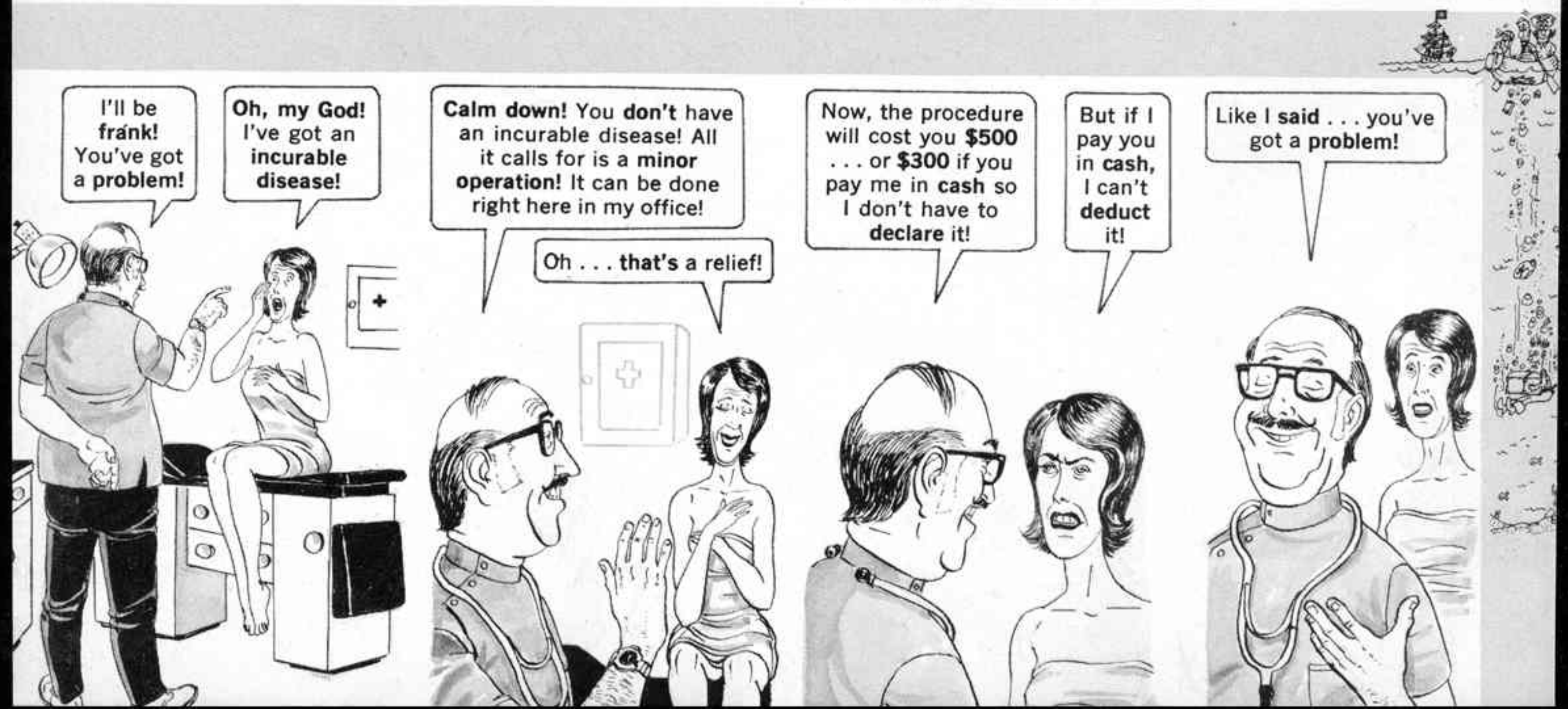
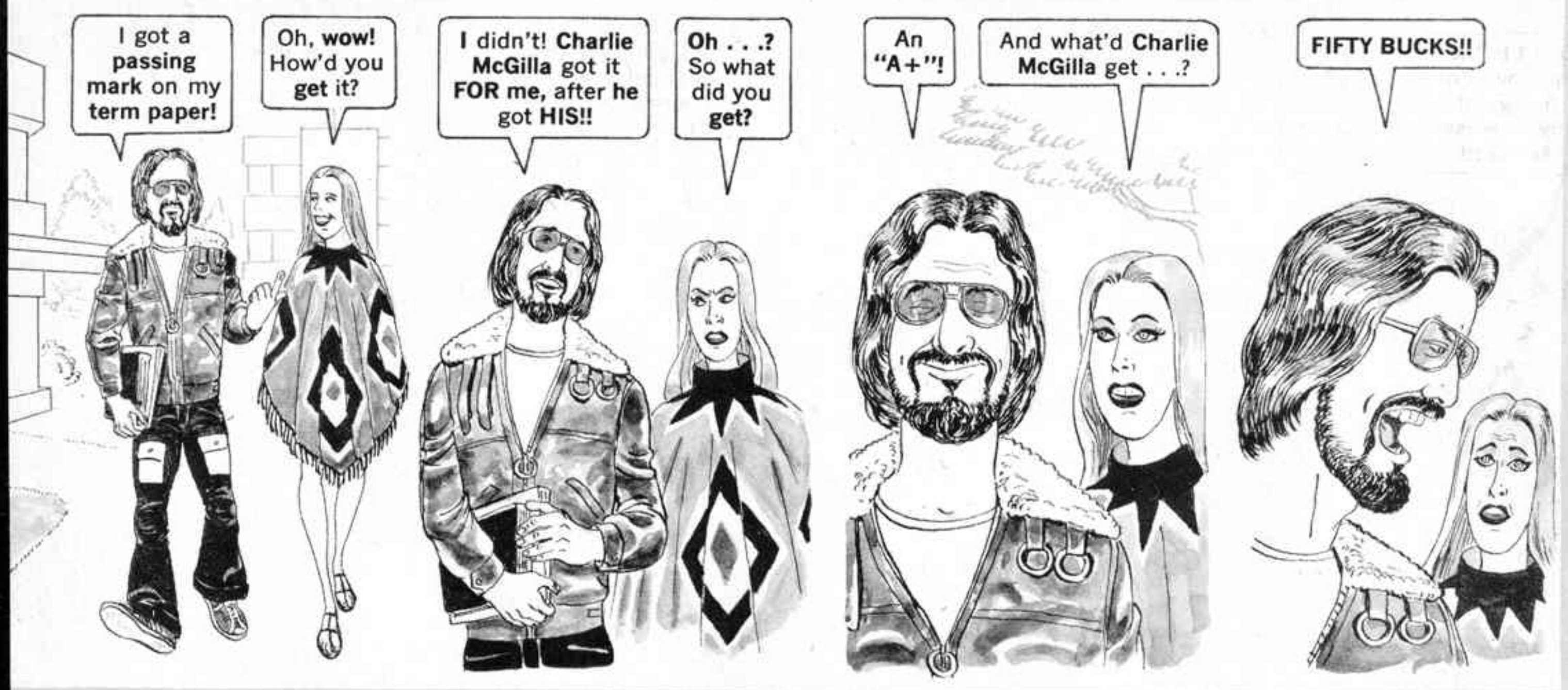


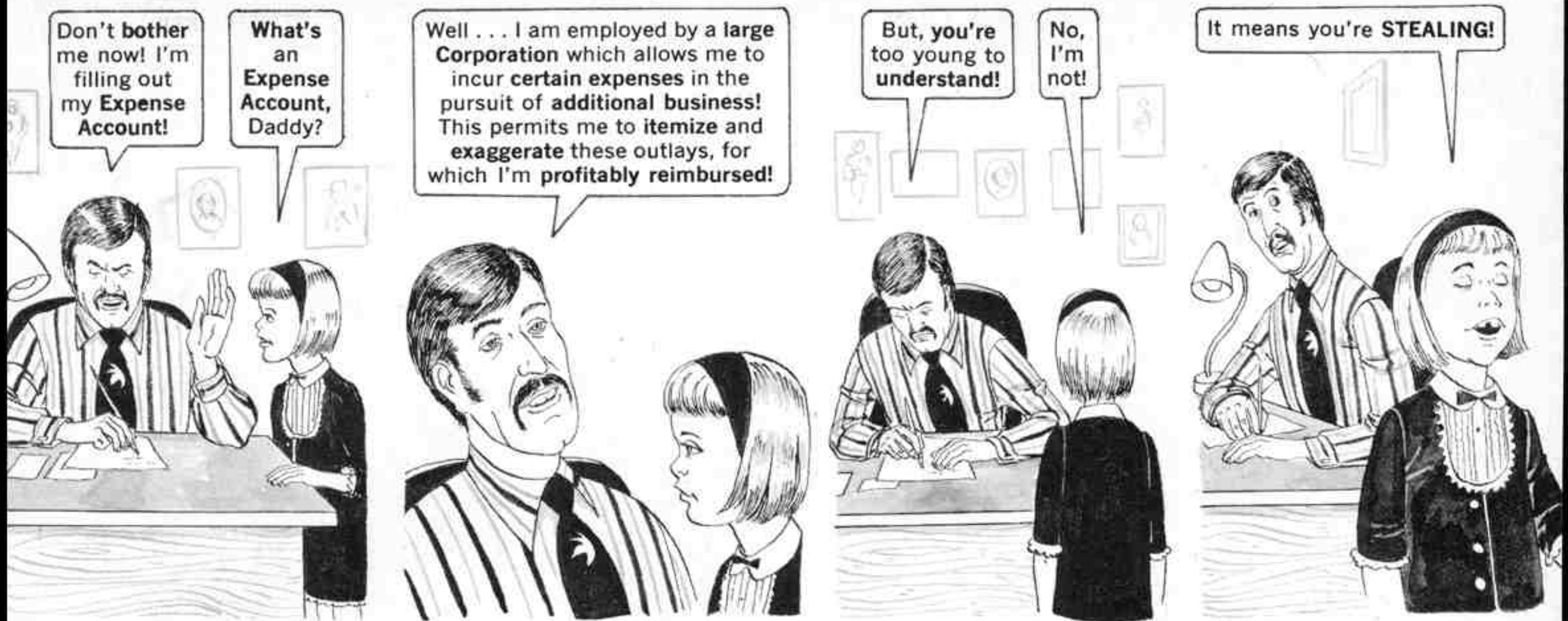
RUPTION



ARTIST & WRITER: DAVE BERG







What kind of dumb kids have we brought up? They take foreign substances like drugs, and they deliberately inject them into their bodies in order to dull their senses and scramble their brains!

Not only that, but they become addicted! Every time the pressure is on, they escape by using these drugs they've become dependent upon!

I want to run . . . to seek sanctuary . . . to find some place, some thing that will wipe out this awful truth from my mind!

I know the very place and thing!

BAR



Excuse me, Warden! Number 87654 asks for permission to speak to you!

Okay! Send him in . . .

Oh, yes! You're the ex-politician who misappropriated half a million dollars in campaign contributions for your personal use?

That's right, sir!

Okay! What can I do for you?

Well, my Cellmate is in here for "purse snatching"—

—and I think it's beneath my station to share my cell with a **COMMON CRIMINAL!**



Just what **IS** this thing all the kids are talking about—

"**THE NEW MORALITY**"?!!

Oh, is **THAT** what it is?!? When I was a kid, we had **ANOTHER** name for it—

"**THE OLD IMMORALITY**"!!



David Berg

ONE FINE DAY DURING THE CIVIL WAR



TRUE-TO-FORM DEPT.

Years ago, applying for a job was easy. Whether you wanted to be an Architect or a Zookeeper, you filled out the same simple form. Which is why so many Architects are now Zookeepers. But

RELEVANT JOB



APPLICATION FOR LONGSHOREMAN

NAME _____
ALIAS _____
ADDRESS _____
IS THE ABOVE ADDRESS FAKE _____ OR REAL _____
YEARS OF EDUCATION: 0 _____ 1 _____ 2 _____ 3 _____

PRESENT WEEKLY SALARY: ☐ \$100 ☐ \$125 ☐ \$150

PRESENT WEEKLY TAKE HOME PAY (INCLUDING OVERTIME AND SIDE DEALS): ☐ \$2,500 ☐ MORE

So that we may properly evaluate your knowledge of modern freight handling, please answer the following questions:

A. FROM WHAT HEIGHT MUST A CRATE OF FINE CHINA BE DROPPED IN ORDER TO ASSURE BREAKAGE OF EVERY PIECE? _____

B. HOW LONG SHOULD IT TAKE TO UNLOAD 24 RADIOS FROM A SHIP? _____
4 HOURS _____ A FULL DAY _____ A WEEK _____ A MONTH _____

C. HOW LONG SHOULD IT TAKE TO LOAD 24 RADIOS INTO YOUR CAR? _____
1 MINUTE _____ 2 MINUTES _____ 3 MINUTES _____ 5 MINUTES _____

D. WHAT IS THE LONGEST YOU SHOULD LEAVE UNPACKED BOXES OF IMPORTED LINEN IN THE RAIN? _____
1 HOUR _____ 1 DAY _____ 1 WEEK _____

How many Color Television Sets do you own? ☐ 5 ☐ 10 ☐ 15
(If more than 15, or less than 5, please explain: _____)

Although "Public Speaking" is not part of your job, please answer the following questions concerning your vocabulary:

A. THE MOST WORDS I HAVE EVER UTTERED CONSECUTIVELY WITHOUT USING ONE PROFANITY IS ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

B. WHICH IS CORRECT: ☐ "IS YOUSE GUYS GOIN' FER A BEER?"
OR ☐ "AIN'T YOUSE GUYS GOIN' FER A BEER?"

APPLICATION FOR PROFESSIONAL FOOTBALL PLAYER

NAME (WHAT THEY CALL YOU) _____
ADDRESS (WHERE YOU LIVE) _____
AGE (HOW MANY YEARS OLD YOU ARE) _____
HEIGHT (HOW MANY INCHES FROM FLOOR TO TOP OF YOUR HEAD) _____
WEIGHT (HOW MANY POUNDS YOU WEIGH) _____

Since all Professional Football Players have been to College (Remember those ivy-covered buildings where you and your books went for four years?), please answer the following questions in order to prove that you've got as much brains as you have brawn!

(A) THERE ARE 11 MEN ON A FOOTBALL TEAM. TRUE ☐ FALSE ☐
(B) THERE ARE 4 QUARTERS IN A FOOTBALL GAME. TRUE ☐ FALSE ☐
(C) A FOOTBALL FIELD IS 100 YARDS LONG. TRUE ☐ FALSE ☐
(D) PLAYBOY MAGAZINE HAS A CENTERFOLD NUDE. TRUE ☐ FALSE ☐

(To pass the above test, you must get at least 1 out of 4 correct!)

Which of the following products do you use and can you endorse?

☐ RAZOR BLADES ☐ SHAVING CREAM ☐ DEODORANT ☐ HAIR SPRAY
☐ NAIL POLISH (EXPLAIN FULLY _____)
☐ YOU NAME IT, AND IF IT PAYS ENOUGH DOUGH, I'LL ENDORSE IT!

Although it is not absolutely necessary, if an emergency arises, do you know how to play Football? ☐ YES ☐ NO ☐ MAYBE

APPLICATION FOR ROCK STAR

NAME _____
LOCATION OF PAD _____

Can you sing* an entire song so that not one single word is intelligible ☐ YES ☐ NO
(*If you can only speak an entire song so that not one word is intelligible, request application for Train Station Announcer)

Which of the following musical instruments can you play well?

☐ ELECTRIC GUITAR ☐ ELECTRIC ORGAN ☐ ELECTRIC PIANO
☐ ELECTRIC BONGOS ☐ ELECTRIC DRUMS ☐ ELECTRIC CHAIR

I can play my musical instrument louder than the following:
☐ GARBAGE TRUCK ☐ PNEUMATIC HAMMER ☐ BOEING 747

Starting at the bottom, becoming a big million-record seller, and finally a has-been Rock Star requires time and patience. How much time will you be able to devote to your music career?

☐ TWO WEEKS ☐ A MONTH ☐ AS LONG AS NEEDED (6 Mo. Max.)

A successful Rock Star must adopt the "Now" Look! Do you have:
☐ SIDEBURNS ☐ A BEARD ☐ A MOUSTACHE ☐ ALL THREE
(Answering "yes" to any or all of the preceding items will be considered the "Now" Look only if you happen to be a girl!)

If you are applying for a job as one of the new, very young Rock Stars, what is the latest you can stay up to do a concert?
8:00 P.M. ☐ 9:00 P.M. ☐ 10:00 P.M. ☐ MIDNIGHT ☐

APPLICATION FOR TV WEATHERMAN

NAME _____
ADDRESS _____
AGE _____ WEIGHT _____
BODY TEMPERATURE _____ HUMIDITY _____

Since you will be called upon to fill a full five minutes, describe the following in 1,000 meaningless words or more:
"AND NOW, HERE'S THE FORECAST FOR TOMORROW:" _____

(Continue on the back of the application)

Today's TV News Shows lean toward the light and humorous, so please describe the following Weather Items in "fun" terms:

(A) A TYPHOON THAT KILLED 920 PEOPLE _____

(B) A TIDAL WAVE THAT ANNIHILATED TWO FISHING VILLAGES IN ALASKA _____

(C) AN EARTHQUAKE THAT CAUSED \$780 MILLION IN DAMAGES _____

Which of the following scientific methods would you use to determine the precipitation probability for the next 24 hours?

☐ ASK YOUR AUNT MINNIE IF HER RHEUMATISM IS ACTING UP.
☐ WET YOUR INDEX FINGER AND HOLD IT UP IN A BREEZE.
☐ CALL THE WEATHER BUREAU OR LISTEN TO THE RADIO.

Do you have a knowledge of geography so that you may talk at the same time, locating the correct _____

Today, we live in an age of specialization. Every job requires special qualifications! So we think it's about time they started asking realistic, pertinent questions, like on these . . .

APPLICATIONS

WRITER: DICK DE BARTOLO & DON EPSTEIN

APPLICATION FOR TV GAME SHOW M.C.

NAME _____
ADDRESS _____
NUMBER OF TEETH _____ NUMBER OF TEETH CAPPED _____

How long can you keep smiling inanely without a break?
☐ 1 HOUR ☐ 1 WEEK ☐ 13 WEEKS ☐ A FULL TV SEASON

Can you keep on laughing inanely even though you have:

- ☐ A HEADACHE ☐ A NOSEBLEED ☐ AN INGROWN TOENAIL
☐ STOMACH CRAMPS ☐ SHOW THAT'S JUST BEEN CANCELLED
☐ A PENDING PATERNITY SUIT FILED BY FORMER CONTESTANT

Are you willing to kiss a female contestant even if:

- ☐ SHE'S UGLY ☐ SHE HAS ACNE ☐ SHE HAS BAD BREATH
☐ SHE HAS A MOUSTACHE ☐ ALL OF THE PRECEEDING

Can you accept an Award for Outstanding TV Showmanship from "The Ladies Auxiliary and Peach Preserving Committee" of Toyota, N.J., and keep a straight face?—

Can you drum up lots of excitement when giving a starving couple a prize like "Gold-Tipped Shoe Laces"?—

APPLICATION FOR PARKING LOT ATTENDANT

NAME _____
ADDRESS _____

Which of the following excuses is your favorite (Check one)?

- ☐ YOU'RE CRAZY! THE CAR WAS DENTED WHEN YOU BROUGHT IT IN!
☐ HOW DO I KNOW HOW A 1948 ENGINE GOT INTO YOUR 1937 CAR?
☐ I'M SORRY, BUT WE CANNOT BE RESPONSIBLE FOR ANY ARTICLES LEFT IN YOUR CAR! ARE YOU SURE THERE WAS ANY UPHOLSTERY?

Being auto accident prone is required. List your last four auto accidents in the order in which they came into court:

1. _____ 3. _____
2. _____ 4. _____

What is the fastest you are capable of driving in a garage?

- ☐ 30 MPH ☐ 60 MPH ☐ 90 MPH ☐ WHAT THE CAR WILL DO

What is the proper thing to do to a customer who doesn't tip?

- ☐ HOLD DOOR TILL HE GETS IN, THEN SLAM IT ON HIS FINGERS!
☐ GIVE HIM THE "ALL CLEAR" SIGNAL AS HE DRIVES OUT OF THE LOT, EVEN THOUGH YOU KNOW A SPEEDING TRUCK IS COMING!!
☐ TAKE HIS LICENSE NUMBER AND REPORT IT AS A STOLEN CAR!!

Do you have a Driver's License in good standing?

YES ☐ NO ☐

When someone tells you he's only going to be parked for 15 minutes, how far back do you bury his car? ☐ 5 CARS BACK

☐ 10 CARS BACK ☐ ACROSS TOWN IN ANOTHER LOT

APPLICATION FOR ACCOUNTANT

1. NAME _____
2. ADDRESS _____
3. ZIP CODE _____
4. TELEPHONE NUMBER _____
5. TOTAL OF LINES 1 THROUGH 4 _____
6. NUMBER OF YEARS IN HIGH SCHOOL _____
7. NUMBER OF YEARS IN COLLEGE _____
8. NUMBER OF YEARS AT LAST JOB _____
9. ANY NUMBER FROM 1 TO 10 _____

10. Contrary to popular belief, Accountants need not be dull and boring. In order to assess your sense of humor, please indicate which of the following hysterical punchlines you think is the funniest:

- ☐ "OH, YEAH? THAT SHOWS HOW MUCH YOU KNOW!"
☐ "SO BIG DEAL! HE ALWAYS WAS A BIG TIPPER!"
☐ "HE'S NOT HEAVY, FATHER! HE'S MY BROTHER!"

11. Write down a funny decimal _____

12. If a single man makes \$25,000 a year, approximately how much Income Tax would he have to pay if you were his Accountant and you filled out his Tax Return?

- ☐ \$9,000 ☐ \$8,000 ☐ \$5,000 ☐ \$18.39

13. If you picked \$18.39, approximately how long do you think your client would have to spend in jail?

- ☐ SIX MONTHS ☐ SIX YEARS ☐ SIXTY YEARS ☐ LIFE

14. When one of your clients is ordered to appear at the Internal Revenue Service office for an audit of his Tax Return, do you

- ☐ GO WITH HIM ☐ SEND HIM ALONE
☐ DENY KNOWING HIM ☐ GO ON A VACATION

APPLICATION FOR SCHOOL TEACHER

NAME _____
ADDRESS _____

Being a modern Teacher requires a good education in a variety of subjects. Check those subjects that you feel you know well:

- ☐ STOPPING A GANG WAR ☐ DEFENDING YOURSELF AGAINST A KNIFE
☐ DISARMING A STUDENT WITH A GUN ☐ SPOTTING A DOPE PUSHER
☐ CONTROLLING VD ☐ A LITTLE MATH, ENGLISH, HISTORY & SCIENCE
(THIS CATEGORY IS NOT ABSOLUTELY ESSENTIAL)

What do you give a kid who acts real tough and sassy in class?

- ☐ STRAIGHT A'S ☐ STRAIGHT B'S (WITH YOUR SINCERE APOLOGY)
When should a Teacher take his or her first Sabbatical Leave?
☐ AFTER 7 YEARS ☐ AFTER 5 YEARS ☐ AFTER THE FIRST DAY

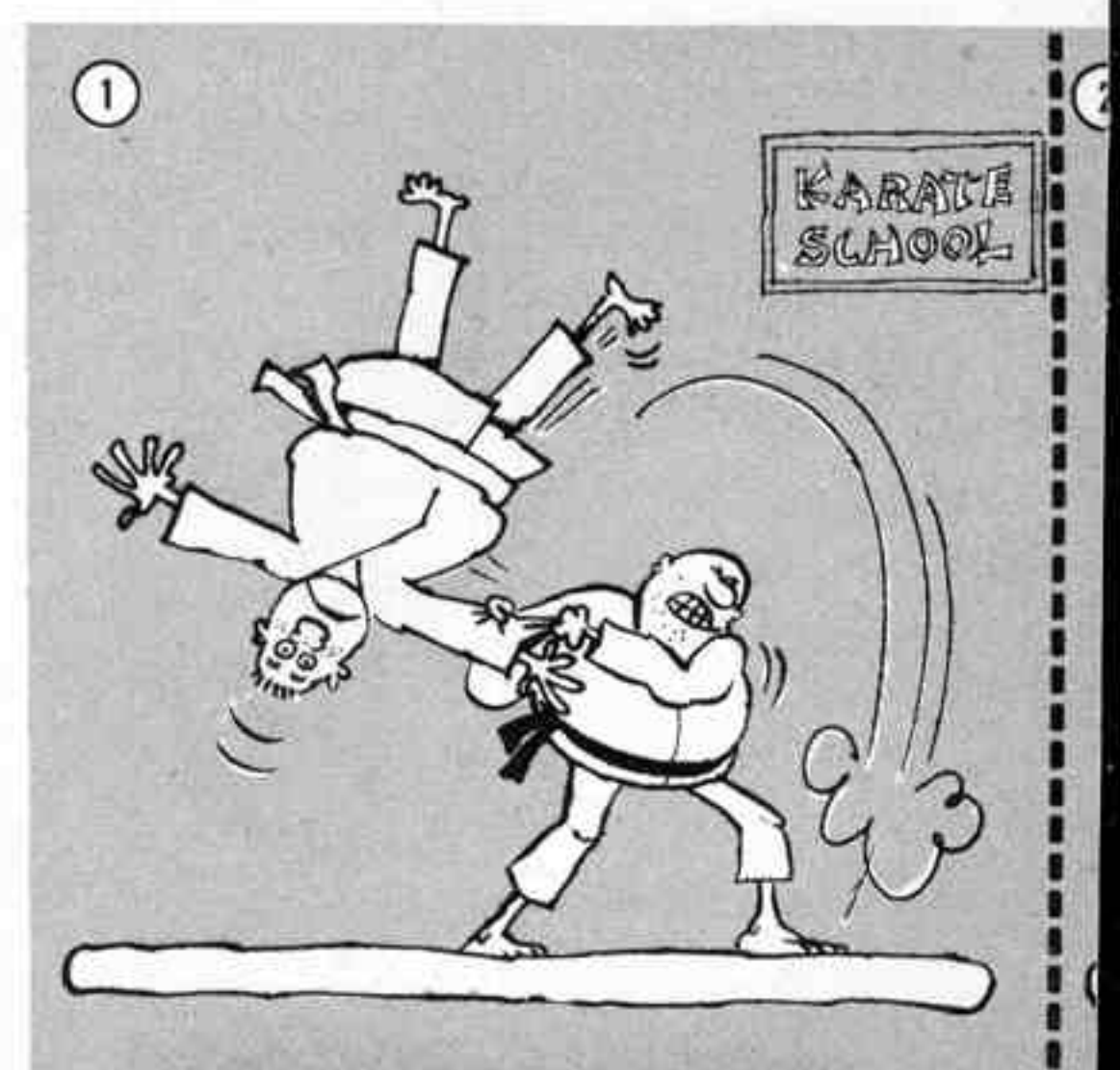
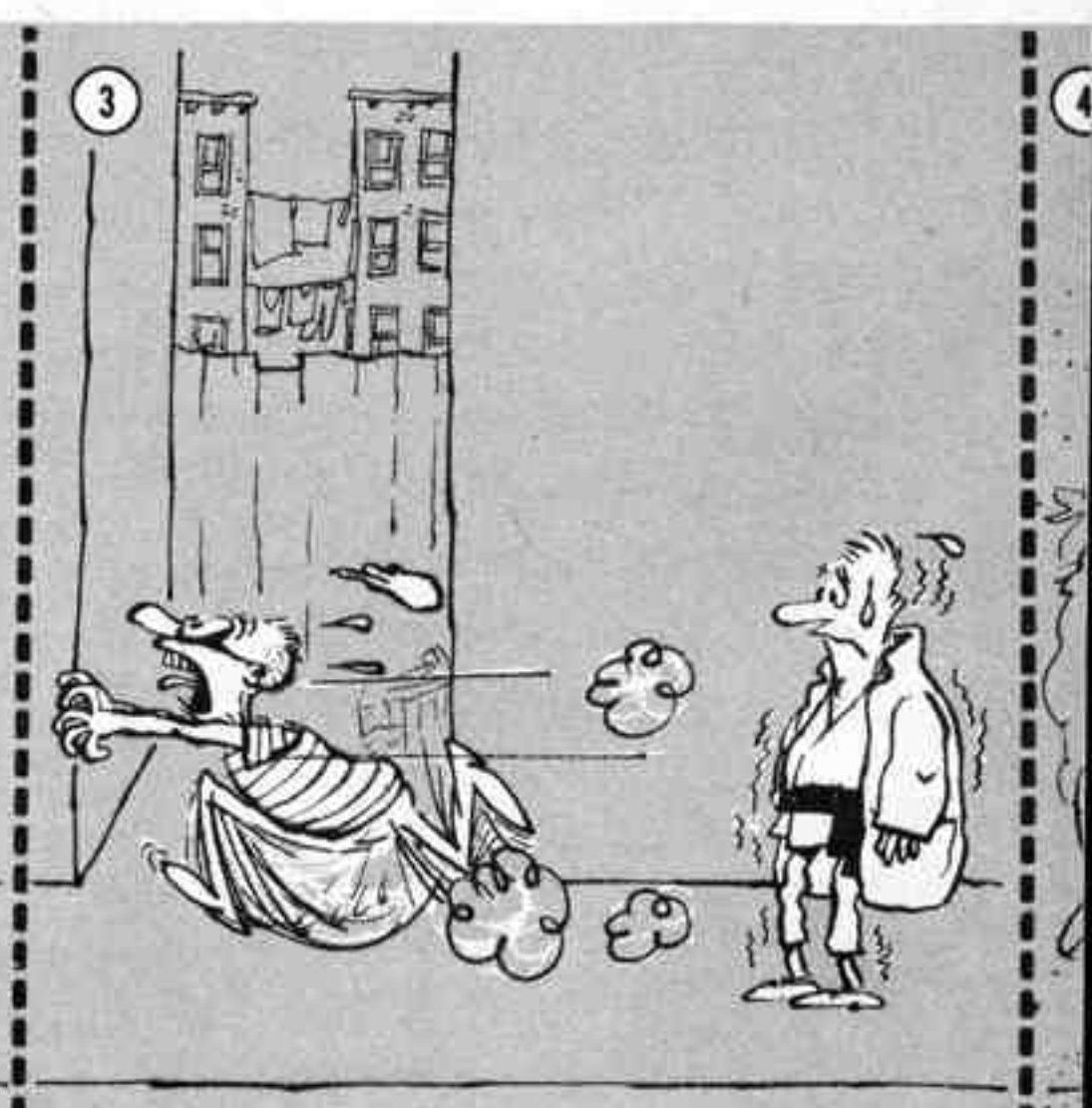
If a troublesome student brings you an apple, should you...

- ☐ THANK HIM AND EAT IT ☐ MAKE SURE IT ISN'T TICKING

APPLICATION FOR FEDERAL, CITY, OR STATE EMPLOYEE

NAME _____
(If Above line is filled in, you're hired!)

A MAD LOOK

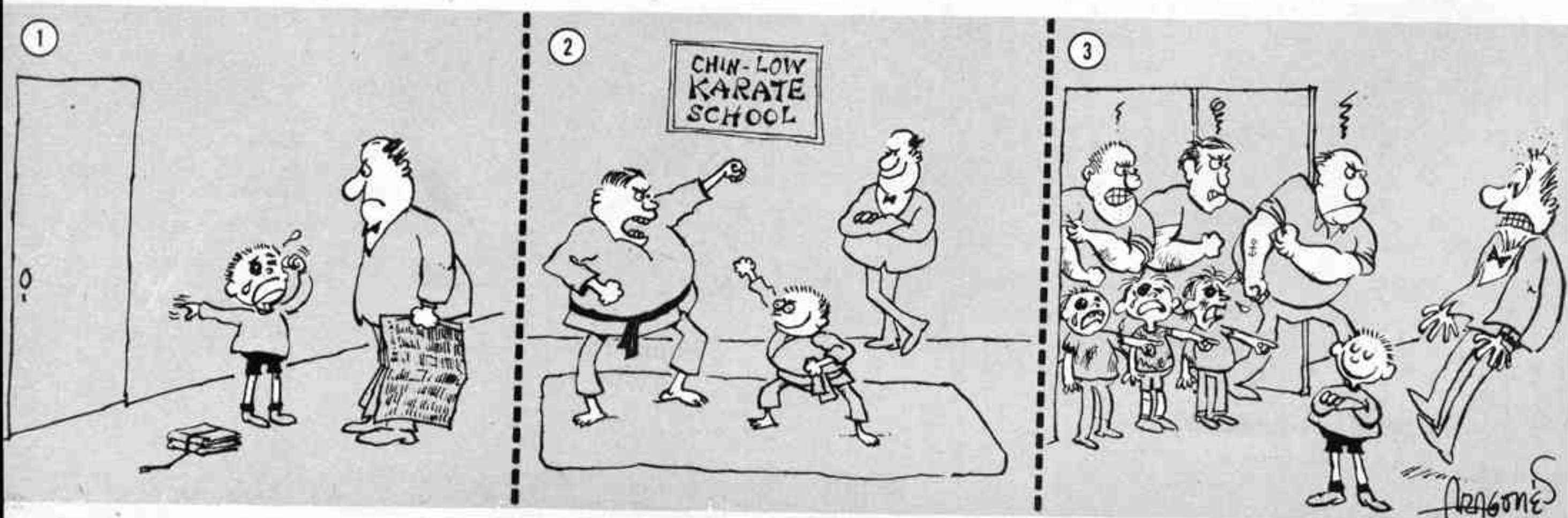
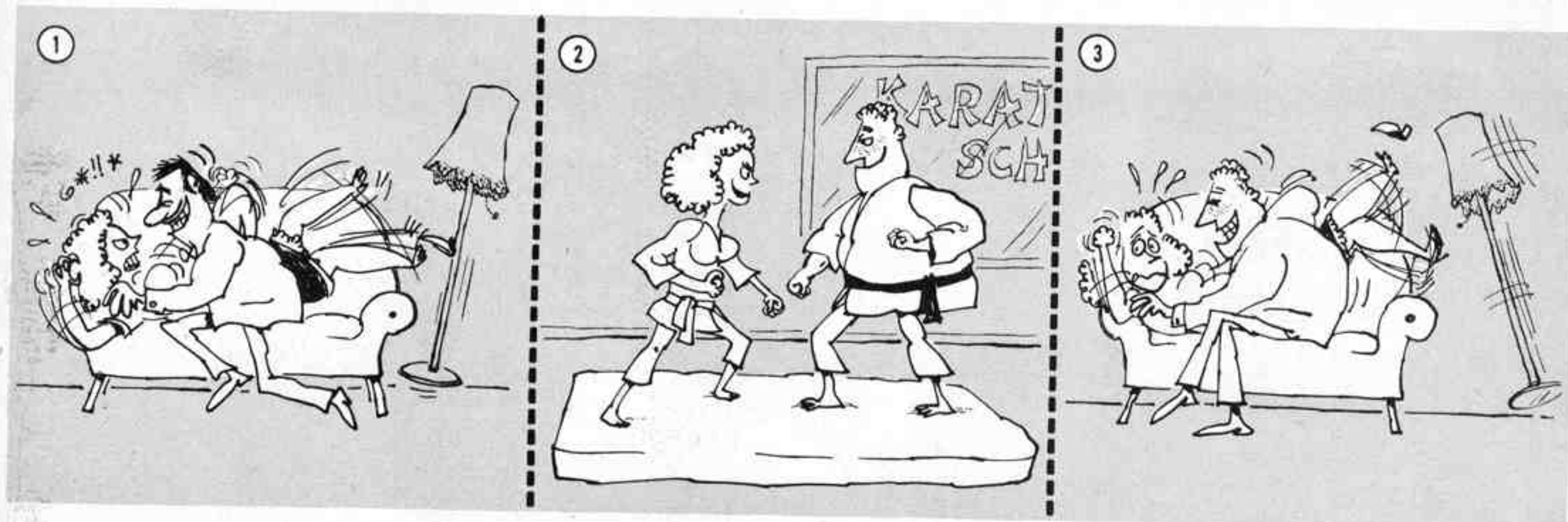


AT KARATE



ARTIST & WRITER: SERGIO ARAGONES





SPATE OF THE UNION DEPT.

In an age of gaps (generation, credibility, etc.), perhaps the one least likely to be bridged is that between labor and management. What with spiraling prices, bankruptcies, recessions and the like, it seems nearly impossible that settlements will be reached *before* the damage is done. Now that we've cheered you up a bit, MAD presents a preview of the magazine bound to result from this lunacy:

Picket & Strike

A Magazine for the Modern Unionist

JAN.
1974

IN THIS ISSUE

AN OPEN LETTER TO MANAGEMENT:

Stop raising prices and join us in the battle against inflation by granting us the badly needed thirty-hour week with no pay cut!

■ ■ ■

"JIMMY WAS A PRINCE" BY #243546

The Real Jimmy Hoffa as told by his former cellmate and private prison valet.

■ ■ ■

UNION DUES AND DON'TS

by former Union Treasurer Skip Townes from his Estate in Rio De Janeiro.

■ ■ ■

"ONE STRIKE AND YOU'RE OUT— OF BUSINESS!"

Major League Umpires present demands to Baseball Owners.

■ ■ ■

Price:
FREE
to
Union
Members
(COMES
OUTTA DUES!)
\$15.00
to Scabs!



Members of Local 1193 demonstrate loyalty to the Administration's foreign policy at recent patriotic lunchtime rally. Right on, guys!

EDITORIAL: The Right to Wear Lapel Buttons

The Labor Movement is facing its sternest challenge since the epic fight for the coffee break! The management of certain companies are refusing to let their employees wear an American flag in their lapels, claiming this violates the contracts which state that no lapel buttons shall be worn.

We're not against that rule! In fact, we heartily endorse it! Peace symbols, Black Power, ecology, and all of them other Commie buttons are a disgrace! But that stupid rule should not apply to the flag or other patriotic pro-Nixon buttons! After all, it is our flag, and he is the President! Right?

So we say fix the rules that need fixing, or we'll exercise our God-given right and strike! We're calling on all you loyal, God-fearing, dues-paying members to wear that Grand Old Flag wherever and whenever you choose! And we got ways of dealing with traitors that don't like it!

The Editor

Picket & Strike CLASSIFIED ADS

MERCHANDISE FOR SALE

Annual Stevedore and Teamsters Rumage Sale of unclaimed merchandise that accidentally falls off trucks at the pier. TV's, radios, washing machines, etc., all in perfect shape. If we don't have exactly what you want, place an order—there are accidents every day and your needs might just be met. All profits go to our favorite charity—the Union Officers Retirement Fund. Saturday, Pier 15.

Bumper stickers: "Jimmy Hoffa for President in '76" and other patriotic themes are available in large lots at low costs. Makes a great fund raiser for your local.

Box 567 NYC

SITUATION WANTED

Coal stoker on Diesel train seeks light employment to help pass the time on long runs. Can stuff envelopes, test foods and beverages, cut out newspaper clippings, etc. Write: Casey Jones, Box 97, Wabash, Ill.

SERVICES

BLOW-UPS
Reasonable Rates

No, we don't mean snapshots, dummy! We mean like cars, buildings, homes etc. No questions asked. Send details, we do the rest! Write: Bomb-bons, Chicago, Illinois.

DON'T WASTE YOUR SICK LEAVE!

Too embarrassed to call your boss and give him the old 'virus' routine? For \$1.00 we will send you a list of 150 original, guaranteed-to-work, sure-fire excuses why you'll be doing him a favor by not showing up! An extra buck gets you 10 handwritten medical excuses signed by a doctor! Remember, you worked hard striking to get those sick leave benefits! Don't waste them!

Excuses Unlimited
Union, New Jersey



A Behind-The-Scenes Report of LOCAL Chatter by Fulton Featherbed

Congrats are in order for Morty "Payoff" Fenster, head of Seamstress Local 198 and his negotiation team. After striking for only 6 months, they finally settled for 3 cents an hour over the company's original offer. Morty pointed out to the cheering throng that while it might appear that the 6 months out of work will not be balanced out by the raise, everyone will be paying less income tax this year, due to less income. It's as thimble as ABC!

History was written at the recent meeting of Riggers Local 677—they consumed 12 kegs of beer, breaking their own all-time record of 10½ in 1969. A vote to increase their union dues was introduced and passed by a vote of 3 to nothing. It seems that only 3 members were able to stand up and be counted!

The Stanley Shtupermans are expecting another "little picket," their tenth. "It happens every time we go out on strike. I'm not used to being home all day during the week," says Stanley with a rascally twinkle in his eye.

The Buttonhole Makers International announced the opening of their new Catskill Mountain vacation lodge for union members, officials, and their families. The handsome luxury site was paid for by the Union Welfare Fund. "We go there in shifts," says union head Joey Sachs. "Me and some of my helpers will use the place May through September, and the rank and file can use it the rest of the year. I know we only get it for 5 months and they've got it for 7, but there's more of them, so what the hell. It's only fair."



Lovelies Leilani Kuzano and Lynn Doherty (at left) of the Ladies Garment Worker's Bowling League pose in their new team uniforms made in Hong Kong, saving each member five dollars per outfit over what they would have had to pay for locally-produced outfits. Now that their wardrobes have been delivered, gals can go on strike, protesting cheap imports competition. They should strike so good for their bowling team!

CHOCOLATE CHIP OFF THE OLD BLOCK DEPT.: Arnold Grepps, Jr., 6-year old son of Union Chief Arnold "Shmeer" Grepps, recently led his kindergarten class in a "more play, less alphabets" strike. A few cookies under the table settled the controversy.

UNION MAN OF THE MONTH

Each month, "Picket & Strike" selects a man who most typifies the spirit of Organized Labor today. This month we are proud to salute: Elwood "Sparky" Butts. Sparky is the head executioner at Sing Sing prison and is a member of BLEECH (Brotherhood of Licensed Executioners of Condemned Criminals & Hoods). And despite the fact that capital punishment has long since been abolished in his state, Sparky, in the great, time-honored union tradition, is fulfilling the terms of his life-long contract and is on the job every day.



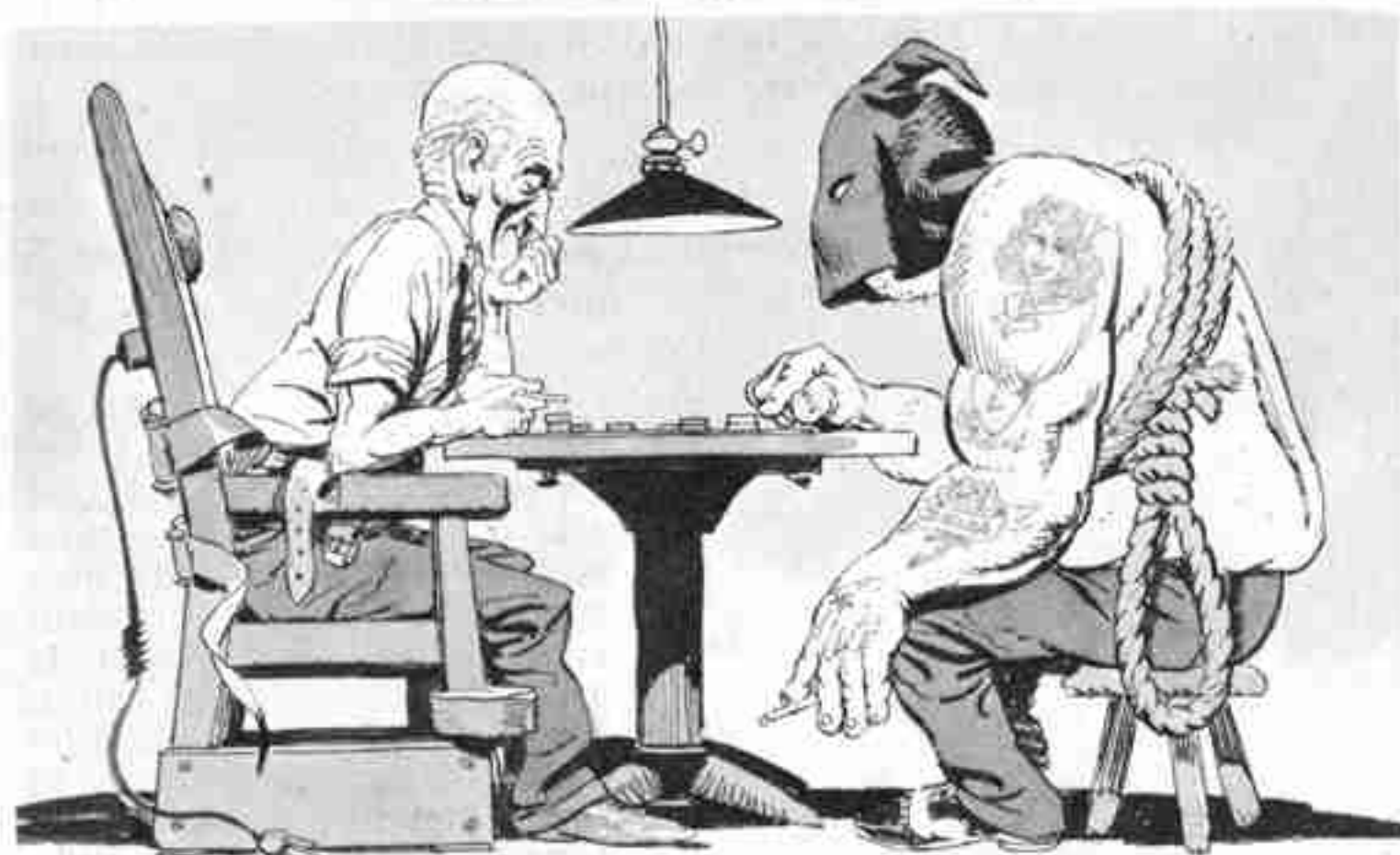
Sparky Butts saying goodbye to the missus before leaving for work. She always sends him off chuckling, as she has every day for the last 27 years, by quipping, "Elwood, don't sit down on the job!"



Sparky checks out his equipment to make sure it's in good working order. When asked to comment on the charge that today's workers take no pride in their work, Sparky stood on his own record, proudly stating "None of my customers ever complained!"



Sparky proudly displays scrapbook of photos and clippings of famous personalities who sat down for him. When asked if he feels capital punishment should be resumed, Sparky replied, "Yessir— they always hold executions at midnight, and I stand to get double time and a half after nine P. M.!"



Sparky helps to pass the time by playing checkers with brother executioner Luther "The Hangman" La Farge. La Farge handled all executions at Sing Sing before the electric chair replaced his gallows, but, thanks to his strong union contract, La Farge still ties knot, puts on his hood, and gets paid overtime for working late.



Sparky and La Farge exercise their rights as free Americans by staging a wildcat strike. It seems that the Assistant Warden pulled the big switch (to fix himself some coffee), a direct violation of the union contract forbidding non-union workers to touch operative mechanisms. Naturally, their picket line was honored by organized labor, forcing the jail to close down.

The DEBATE Of The MONTH

Each month PICKET & STRIKE presents both sides of a major issue concerning labor, management, and other relevant jokes

THIS MONTH

Should Professional Men Join Unions?

"Yes!"

Aldo De Famation,
Union Organizer
and Shop Steward



Aldo DeFamation recruiting prospects for union membership drive.

"No!"

Wilfred Buckerfeller,
Pres. Buckerfeller
Munitions, Corp.



Buckerfeller stands in front of one of his many inherited plants.

"I'd like to tell you a little story that illustrates why professional men would be stupid not to join unions. There were two brothers, see? One went to college and became a nuclear scientist, the other dropped out of high school and got a job driving a truck. Today, thanks to a good union contract, the truck driver brother has two cars, a boat, a summer house, and 15 years of seniority. The nuclear scientist is debt-ridden. Despite low pay and the high cost of life insurance, hospital coverage, and other benefits that his brother gets free, "Mr. Brain" also has to shell out a fortune for a headshrinker because he's so insecure about losing his job.

Let's face it—there's a big surplus of Ph.D.'s on the labor market today! What happens when some hotshot kid out of M.I.T. zeroes in on a scientist's job? He can get it, that's what happens! There's no union protecting our scientist friends! Not to mention overtime! A scientist can work day and night on a project that might save the world from pollution or starvation—and not get one red cent of overtime pay! But the man who comes in to sweep up the laboratory—he's a Union Member and gets time and a half after 5 PM, double time Saturdays, Sundays and holidays!

A Union for scientists can, of course, balance out
(Continued on Pg. 49)

"Professional men don't need unions. They advance by their ability and good old American know-how. Unions can make a men less competitive and able to NOTICE: DUE TO STRIKE CALLED IN SYMPATHY WITH STRIKING RAIL WORKERS, WE, THE MEMBERS OF THE UNION OF ALLIED TYPESETTERS AND LITHO WORKERS REFUSE TO CONTINUE TO WORK ON THIS ARTICLE!

UNION OFFICIALS-

IS YOUR CLEAN RECORD HOLDING YOU BACK?



DO AS ROGER AND HUNDREDS OF OTHER OFFICIALS HAVE DONE! SEND FOR YOUR TWELVE LESSON COURSE TODAY!!

FANTASTIC FAKES Box 3 to 5, Federal, Penn.

Yes! I'm interested in advancing myself up the Union Ladder! Rush me my 12 lesson **Fantastic Fakes** Correspondence Course for \$75.00! I understand that my false file, complete with mug shots, line-up photos, and fingerprints, will be mailed to me upon completion of this course.

NAME
 ADDRESS
 CITY STATE
 Zip Code Age Wt. Ht.
 Position held now
 Position desired
 Yearly Income (on the books)
 Yearly income (off the books)
 Yearly income (from the bookies)

(Start your course off on the right foot by lying throughout the above coupon!)

The Inquiring Union Photographer

QUESTION: Why did you join a union? **WHERE:** Various union shops

Mickey Bitsko



Before we had a union here, there was all kinds of unfair labor practices going on, like the more work you turned out, the more you got paid! Now, with the union, it doesn't matter how much work you do, we all get paid the same! Isn't that the American way?

Sid Ascher



Who... me? Well, being in a union has made a big difference in my life. My old lady says, "Hey, where you going?" I say, "To a union meeting!" Great way to get outta the house. Works every time...

Art Charney



Are you kidding? Don't you recognize me? I'm the guy De Famation was "recruiting" in the picture you took for the "Debate Of The Month"

Chip Wessel



I don't belong to no union. They pay me 5 bucks a day to picket. Union members would never work for that little!

LABOR PAINS

**When
problems
need
solutions,
ask...**

Bela Cose



Dear Bela,

I'm not a Union member, but this isn't my problem. Actually, I tried to join the Union, but since I own this factory, they wouldn't let me. What is my problem is that I prefer to pay my men on Thursday for ease in book keeping and accounting, but when I do that, less than half the people show up on Friday, my busiest day. How can I remedy this situation?

Jean Costello, Owner
Jericho, N.Y.

Dear Jean,

Pay the men on Monday. This way they will be too broke on Friday to do anything but show up. But don't expect too much work getting done on Tuesday and Wednesday!

Dear Bela,

Last month we asked for your advice. We told you what the Management of the newspaper we work for presented as their final offer, and you advised us to hold out for more money, which we did. Now the paper has folded, and we're all out of work. What did we accomplish?

The Boys from "The Bugle"

Dear Boys,

Although "The Bugle" blows no more (get it?), you guys can blow your own horns! What did you accomplish? You may not have your jobs, but you still have your PRIDE! And pride can't be thought of in terms of dollars and cents!

Dear Bela,

I've been out of work for 2 months now, but I still don't want to get help from welfare or unemployment compensation. I need the money to pay for the family's bills, but I want to earn it! I've got my pride!

Lynn Wambold
Parsippany, N.J.

Dear Lynn,

What good is PRIDE when you've got mouths to feed! Pride never filled a belly! So SWALLOW that pride of yours and get down to those handout lines! Don't be a sucker!

Dear Bela,

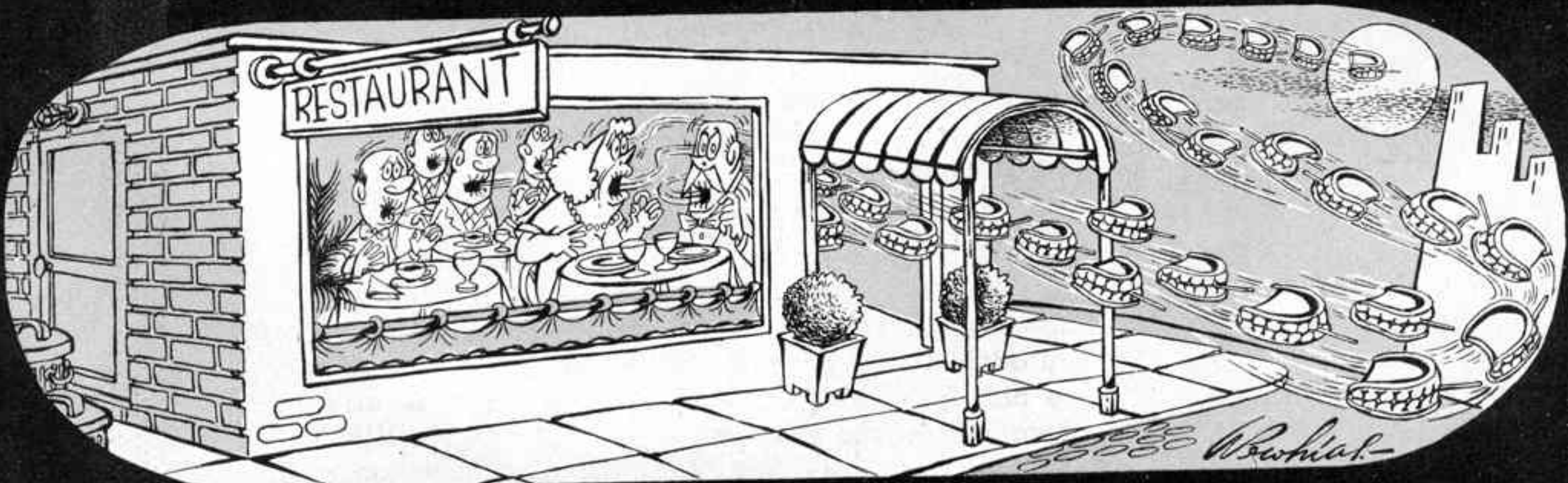
We are building a badly needed hospital in my town. It was practically completed 6 months ago, but since then all work has been stopped because of a dispute between two unions as to which one should install the washers in the rest room faucets. Isn't there some way we can settle this minor issue so we can open up the hospital for the sick?

Mayor Sam Rasnick
Masten Lake, N.Y.

Dear Mayor,

You've got some nerve, tella! NO labor dispute is a "minor issue". As for the sick, let them wait their turn! First things first! One way to settle your problem is to "open up" a little and come up with some extra funds so the hospital can have DUPLICATE faucets in the rest rooms. Then, each faction will have its own faucets to install washers in, and everyone's happy!

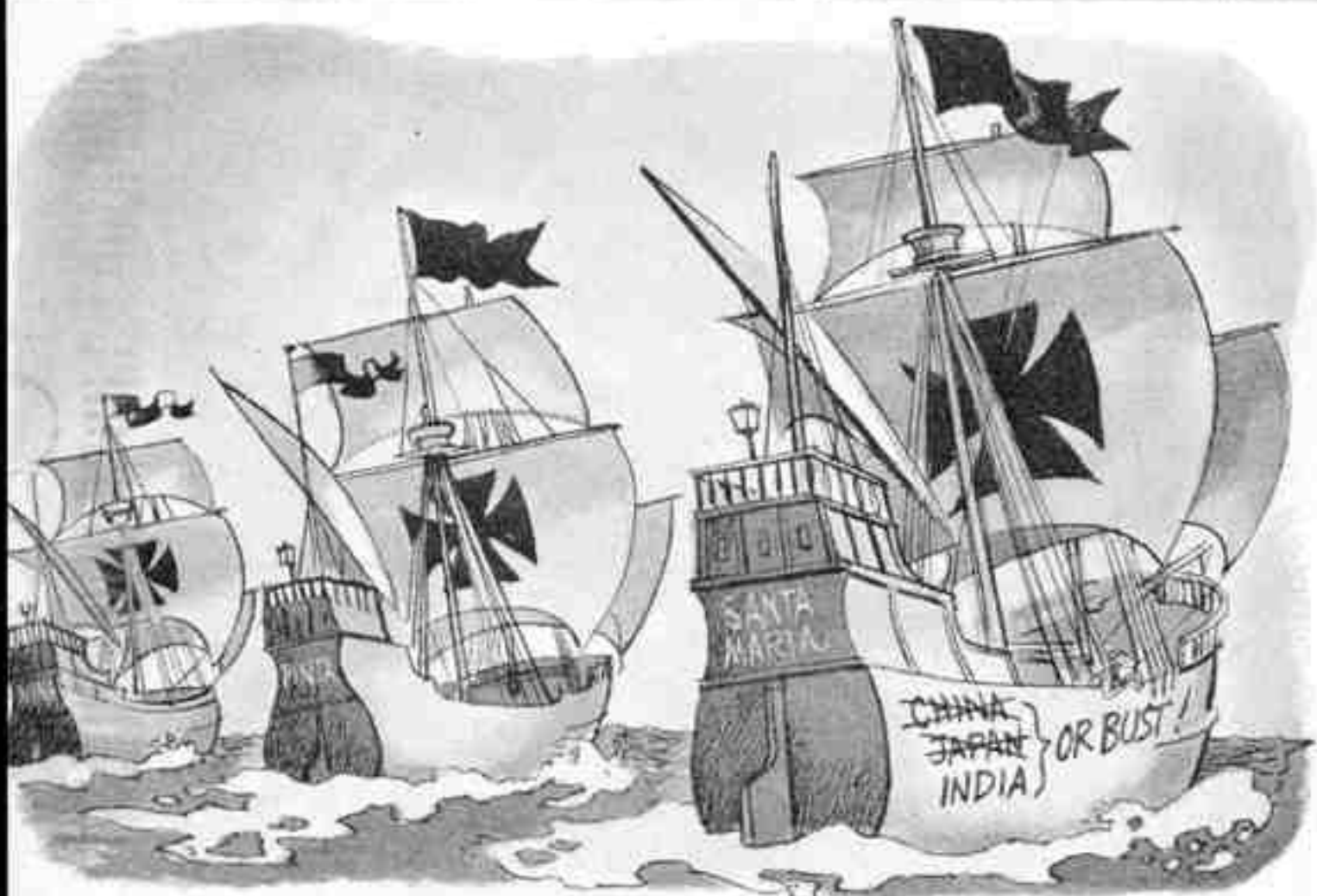
A Witch's Tale



MARKING TIME DEPT.

AND NOW, FOR YOU NOSTALGIA FANS, A LOOK BACK AT

GRAFTY



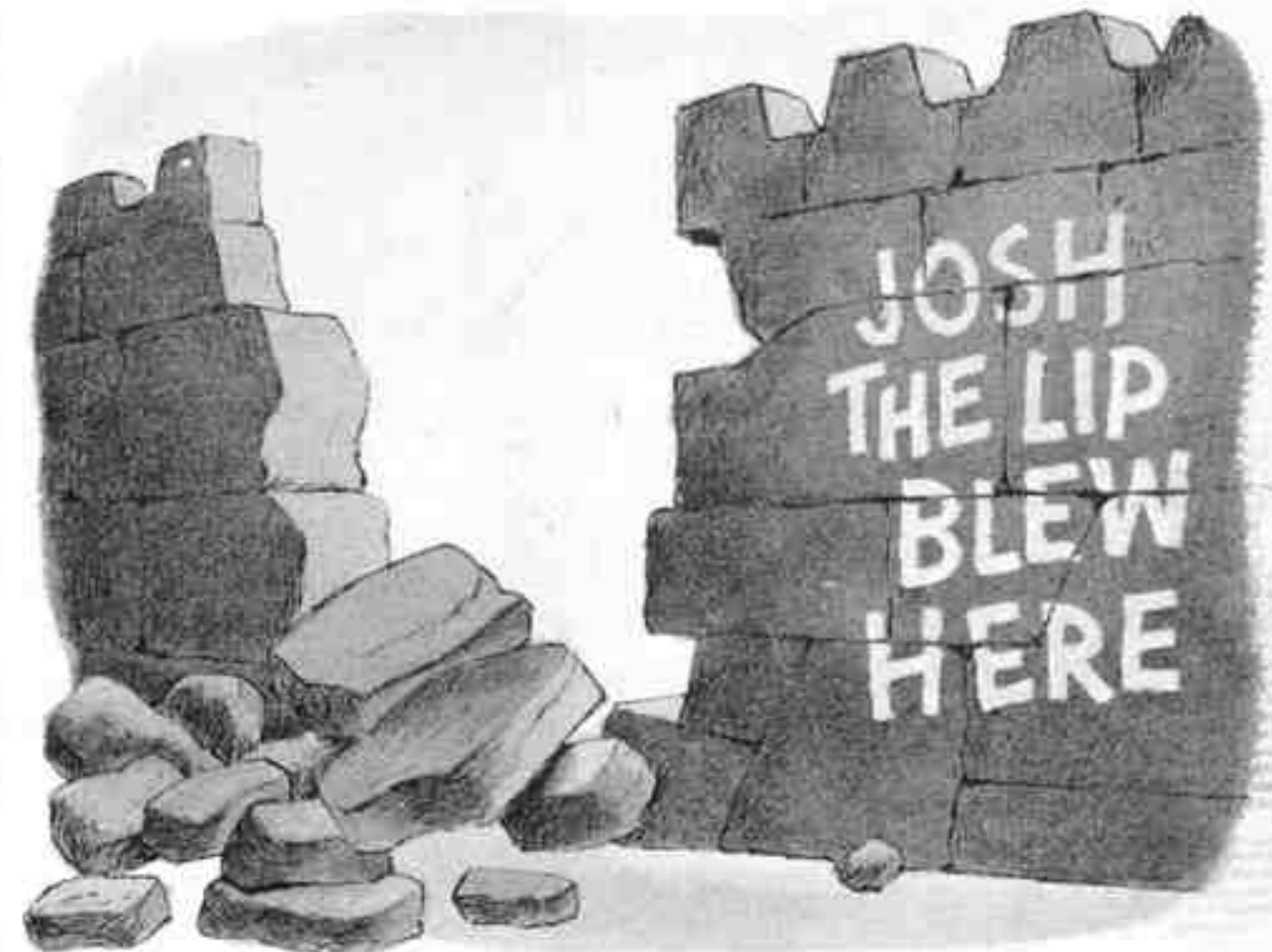
ARTIST: BOB CLARKE

WRITER: PAUL PETER FORGES



THE OLD DAYS WHEN THINGS WERE A LOT DIFFERENT!

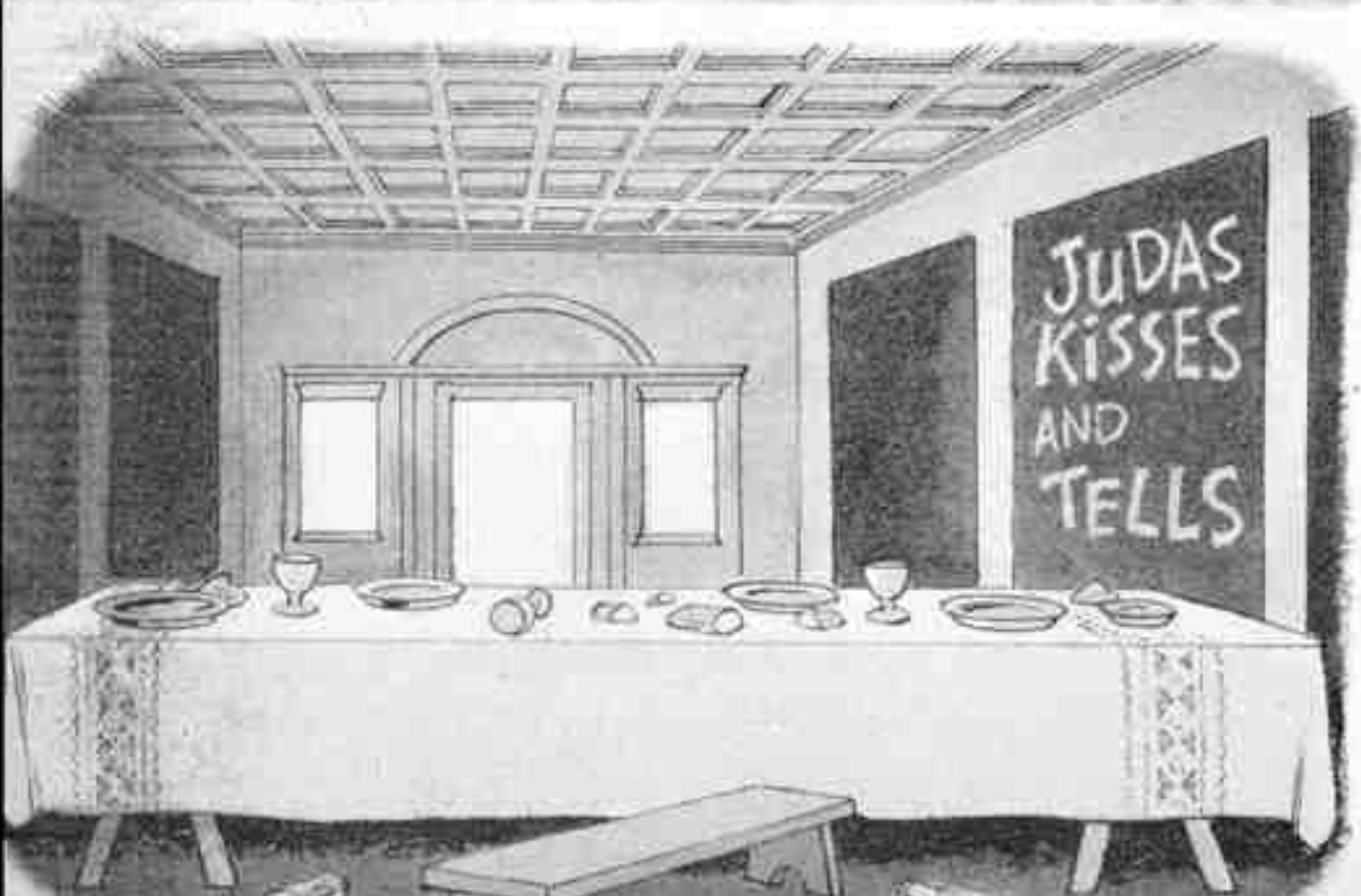
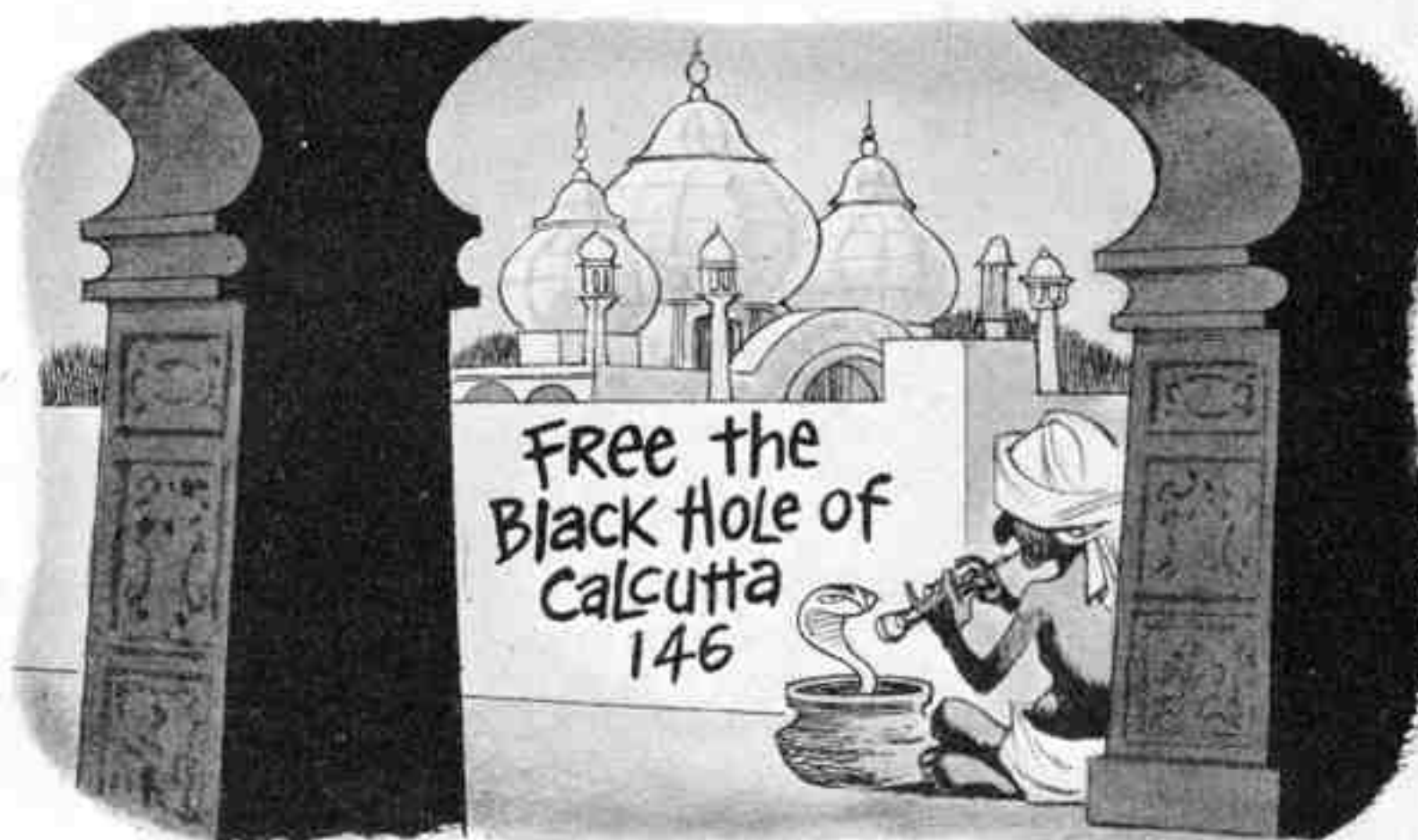
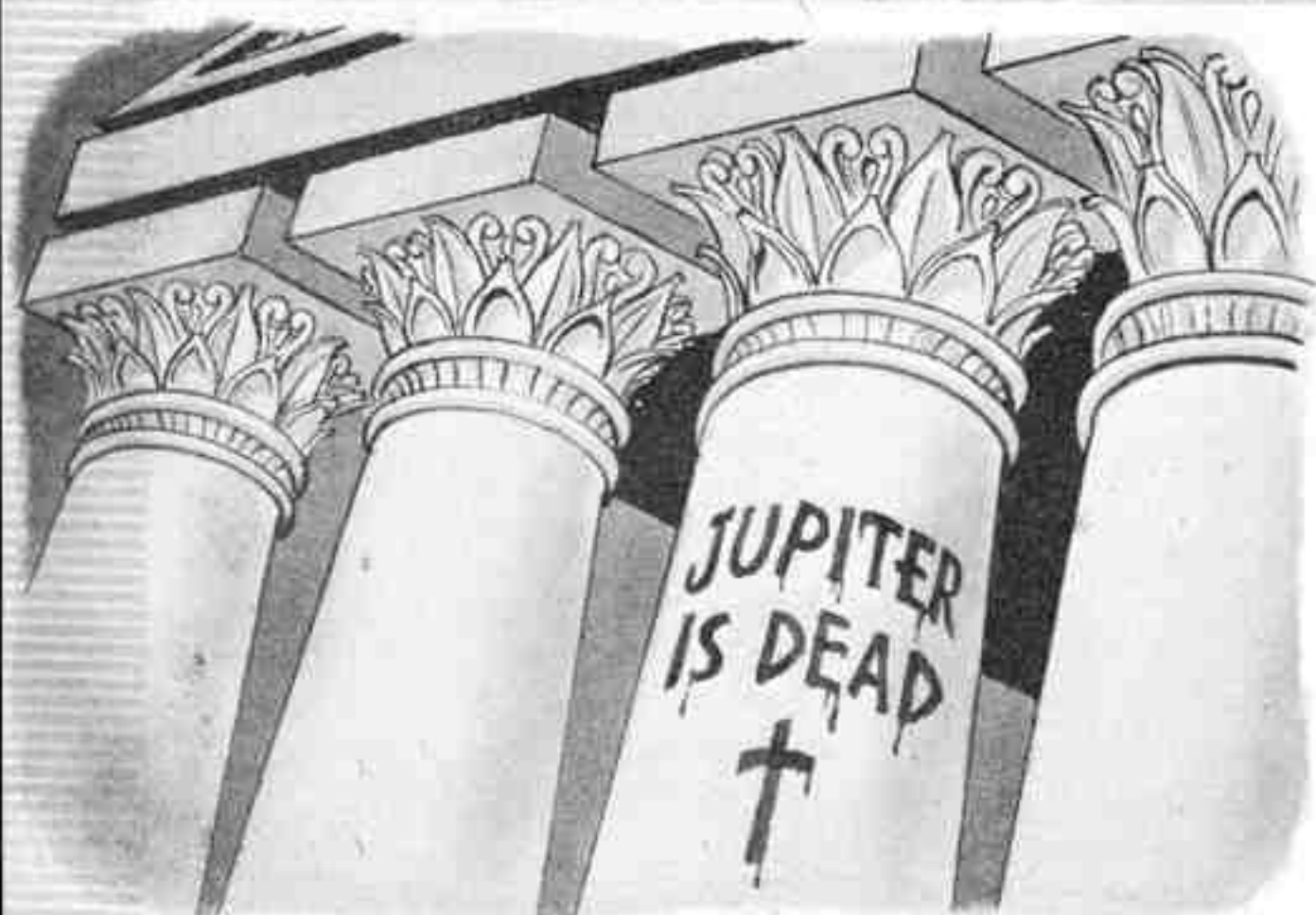
THROUGH HISTORY



Allah
Saves

JESUS
SAVES







THERE'S BULL IN THEM BULLETINS DEPT.

Here we go with another vital MAD Public Service Feature
... this one designed to instruct you in the tricky art of

INTERPRETING THE NEWS

WRITER: GARY ALEXANDER

WHAT THEY SAY...

WHAT IT MEANS...

... today, a White House
spokesman revealed ...

... today, a White House spokesman finally
revealed what everybody else already knew ...

... first reports had indicated ...

... first reports were all wrong ...

... and after a long investigation ...

... a Stoolie finally came through ...

... vows to remain on the job ...

... everybody wants him off the job ...

... a relentless effort will be made to find the killer ...

... there's no chance of ever finding the killer ...

... has offered no comment ...

... is too embarrassed to comment ...

... surveillance has been increased ...

... they still haven't found anything ...

... but terms of the contract have not been disclosed ...

... the Rank and File will get the short end again ...

... are calling the blaze suspicious ...

... looks like the Arsonist got away ...

... has introduced a bill into Congress
which would effect far-reaching reforms ...

... the Congress will defeat a bill which
would have effected far-reaching reforms ...

... faces a maximum penalty of 20 years in prison ...

... will get 6 months, with a suspended sentence ...

... who has his eye on the Gubernatorial contest ...

... who's been making deals like crazy for months ...

... and it is alleged by an unidentified source ...

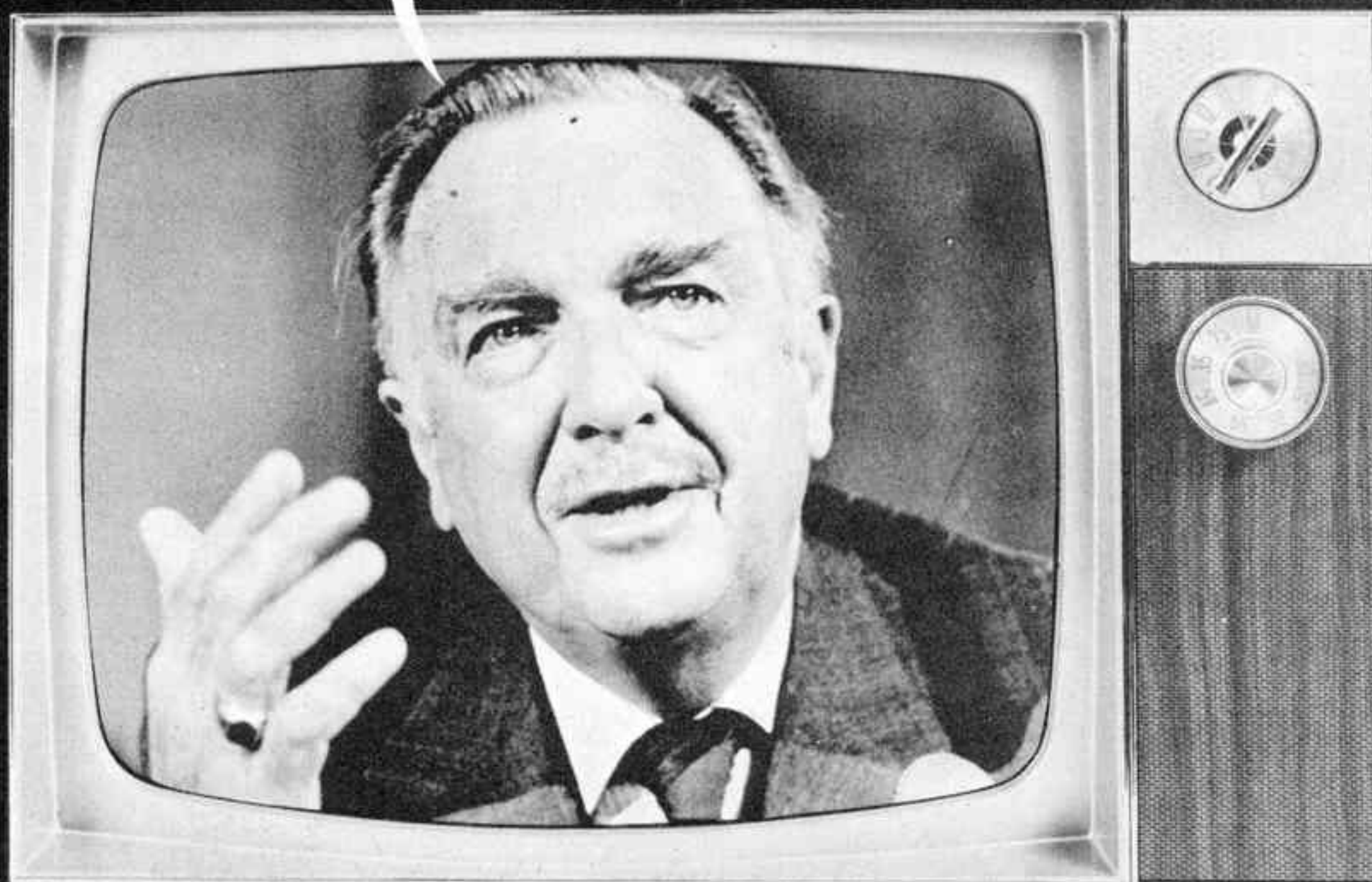
... somebody's trying to get somebody into trouble ...

... is leaving his post to devote more time to his family ...

... was fired ...

... in a surprise statement ...

... in a statement he was warned not to make ...





MAD'S Sure-Fire SPORTS

ARTIST: JACK DAVIS



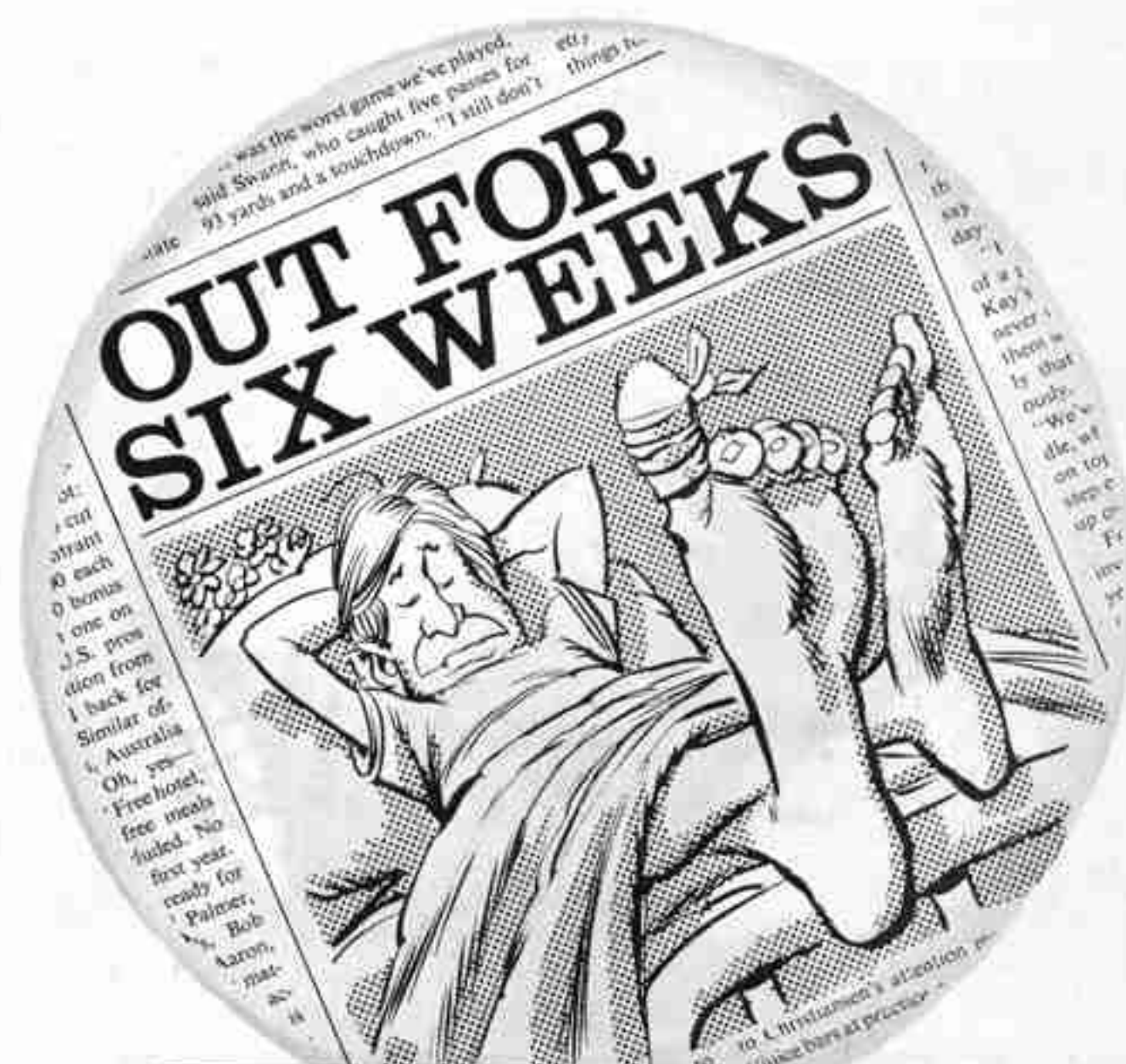
A sports idol of the nation's youth will be arrested for speeding, indecent exposure and possession of marijuana.



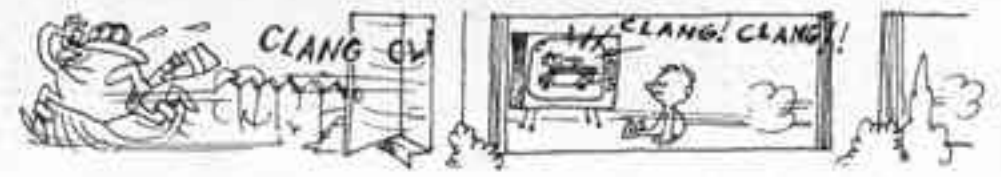
A violent fight will break out as both benches rush onto the field, but the TV cameramen will only pan waving fans.



Trailing by 1 point with 12 seconds left, the Home Team will steal the ball, drive downcourt and set up their top scorer... when the telecast will lose the video portion.



The Superstar of your favorite team... upon whom all hope for any chance at winning the title depends... will be injured and knocked out of play for the rest of the season.



PREDICTIONS

WRITER: PAUL PETER PORGES

For The Upcoming Season



A first round draft choice Consensus All-American, no-cut contract Bonus Rookie will not live up to expectations.



You will watch 25 minutes of rain pelting a wet tarpaulin before a big game will be called because of bad weather.



An All-Pro Star will disappear from training camp, and re-appear in a Southern California mystic health commune. He'll then put down Football on the Johnny Carson Show.



At mid-season, the leading team will make the cover of a big national magazine...and then proceed to lose nearly 80% of their remaining games, winding up in third place.

MALICE IN W

"I was going to be made the scapegoat."
JEB MAGRUDER
TIME—June 25, '73

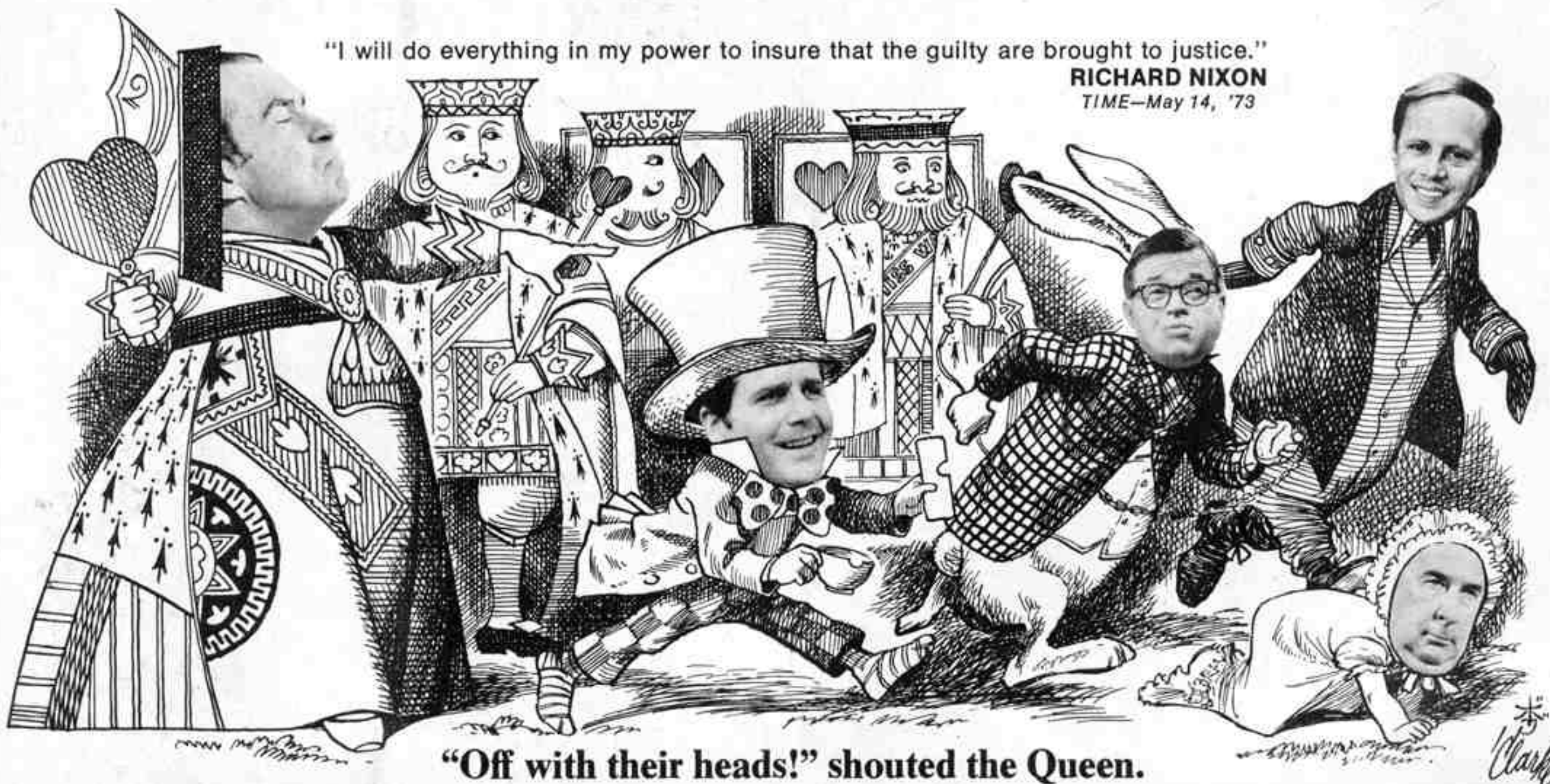
"Christ, I'm going to be made the culprit."
CHUCK COLSON
TIME—July 2, '73

"Someone is trying to make me the fall guy."
JOHN MITCHELL
TIME—May 28, '73

"Some may hope or think that I will become a scapegoat."
JOHN DEAN
TIME—April 20, '73

"I will do everything in my power to insure that the guilty are brought to justice."

RICHARD NIXON
TIME—May 14, '73



"Off with their heads!" shouted the Queen.

ARTIST: BOB CLARKE

WRITE: LOU SILVERSTONE

"All previous statements on Watergate are 'inoperable'.
RON ZIEGLER
TIME—April 30, '73



"When I use a word," said Humpty Dumpty,
it means just what I choose it to mean—
neither more not less."

"I can categorically state that at no time nor in any way did I suggest, direct or participate in any coverup."
H. R. HALDEMAN
NEWSWEEK—June 11, '73

"I can say flatly that I do not have even the faintest recollection of having done so."
JOHN ERLICHMAN
NEWSWEEK—June 11, '73



"Ditto," said Tweedledum. "Ditto, ditto!" cried Tweedledee.

ONDERLAND

OR "WATERGATE—THROUGH THE LOOKING GLASS"

AS PREDICTED BY LEWIS CARROLL, AND ANNOTATED WITH QUOTES FROM "ALICE'S ADVENTURES" AND "THROUGH THE LOOKING GLASS"

PHOTOS BY:
U.P.I.

"This story must be told."

JOHN DEAN
NEWSWEEK—July 2, '73



"The time has come," the Walrus said,
"To talk of many things;
Of shoes—and ships—and sealing wax—
Of cabbages—and kings—"

"They're not going to pin anything on him, I don't
give a damn who gets hurt. I can name names."

MARTHA MITCHELL
TIME—April 9, '73



"That's nothing to what I could say if I chose," said the Duchess.

"We've got to blow up the
Brookings Institution."

CHUCK COLSON
TIME—June 18, '73



"We must burn the house
down," said the Rabbit.

"I'm getting fed up with Watergate
and will refuse to comment on it."

RONALD REAGAN
AP—May 15, '73



"Suppose we change the subject. I'm get-
ting tired of this," said the March Hare.

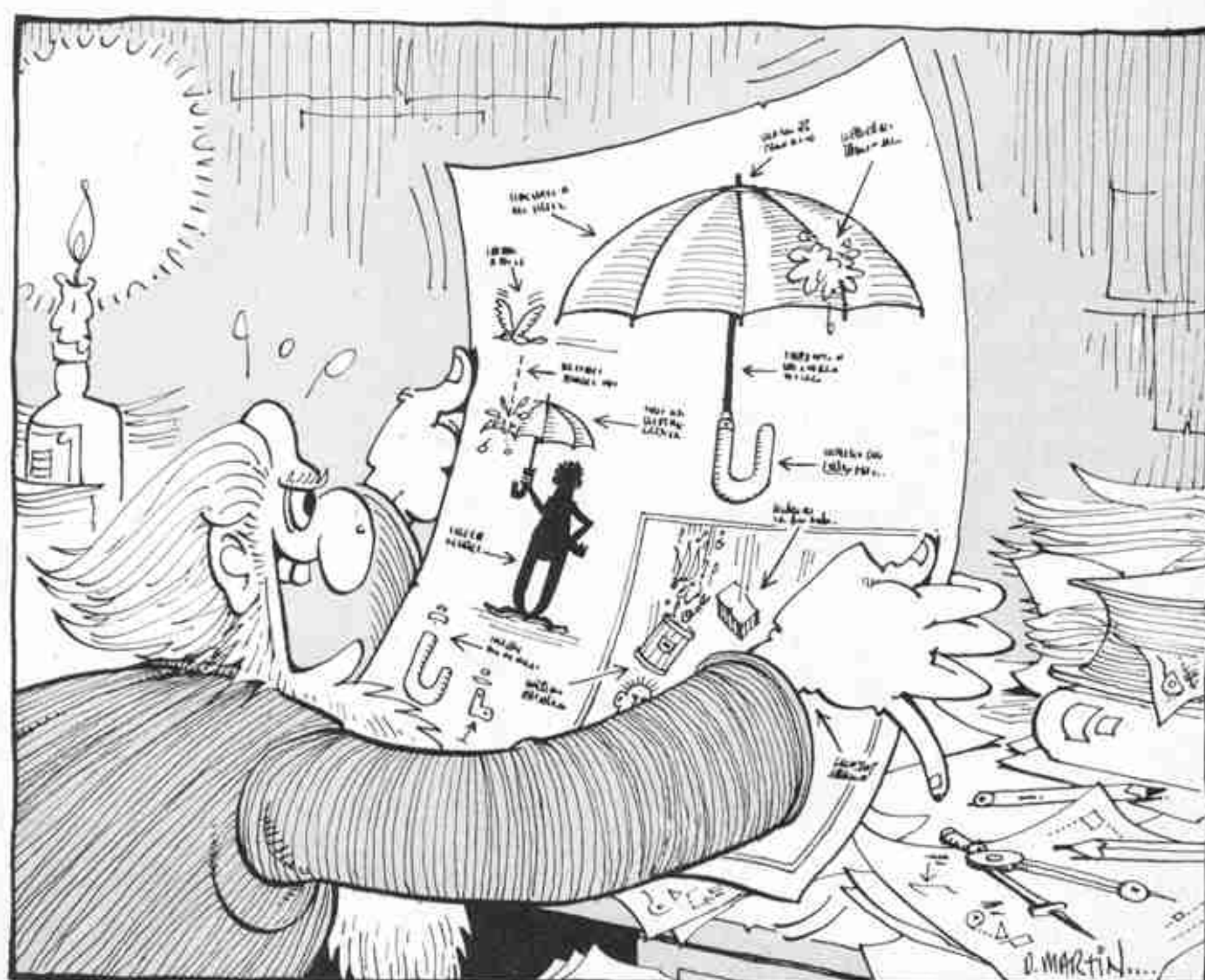
"I'd like to see it all get
dredged and get it over with."

SPIRO AGNEW
TIME—June 11, '73



"I wish they'd get the trial done and hand
around the refreshments," thought Alice.

ONE FINE DAY IN THE LIFE OF LEONARDO DA VINCI



HIM-A-LAY-A-BOMB DEPT.

In 1937, Ronald Colman starred in Frank Capra's film masterpiece, "Lost Horizon." The movie depicted a simple, peaceful way of life in a distant land called *Shangri-la*. Recently, a multi-million dollar re-make of this beautiful film was released. So now, movie fans . . . you're set! If you're searching for a Utopia of peaceful gardens, restful vistas, inspirational music and eternal youth . . . go see "The Sound of Music"! Because you're not going to get much of what you're looking for in this current version of .

We made it just in time! Those maniacs were about to tear us apart!

That's some uprising! I've never seen natives THAT angry!

What natives?!? Those are "Old Movie" buffs—trying to stop us before we get started on this inferior re-make of the great classic!

LEAST HORIZON



Well, they can't stop us now! We're on our way! Might as well get acquainted! I'm Richard Runaway . . .

I'm his brother, George—restless, arrogant—and anxious to escape from the humiliation of the past!

WHAT humiliation?
I was the only one in "Cabaret" who didn't get an Academy Award!

Sam Cornylines! I don't want to talk about my past as an Engineer! And if this is my present, I don't want to talk about my future as an Actor!

Hardy Harhar, the Comedian! If there's one thing the starving masses in Asia need, it's a third rate Night Club Comic!

Hey, I don't remember any Comedian in the original "Lost Horizon"!
Yeah? Well, I don't remember Ronald Colman singing, either!

I'm Silly Huge! I'm a Reporter for an American Magazine!
Why do you keep swallowing those pills?

Because the magazine I work for is **LOOK Magazine** . . . and I just found out they folded two years ago!



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

The plane has crashed and we're obviously lost in the middle of nowhere! I'm not sure we can get used to it!

I AM used to it! I'm from Indiana!

We've all got to just remain calm, and each do his thing!

Okay, I'll take a pill!

And I'll snarl and rage for no apparent reason!

And I'll do a silly little tap dance in the snow!

And I'll rush back into the plane, and make the first of my many wardrobe changes! Possibly into Gucci earmuffs!

Boy, these pills I'm taking are great! I could swear there were people out there . . . !

My name is Chong! I am from a nearby Lamasery!

Lamasery?!? What's that?

That is Tibetan for "Insane Asylum"! Who but a bunch of maniacs would shlep through snow in the middle of the night wearing these Trick Or Treat outfits?!?



I am amazed, Chong! You speak perfect English!

Yes! I was graduated from Oxford!

Isn't it obvious? "Cliché Movie Dialogue Of The '40's"!

What did you study?



Welcome to Shangri-la, Mr. Runaway!

I... I can't believe it!

Yes, it IS incredible that on one side of that short tunnel are sub-zero temperatures, and on the other side, here in Shangri-la, is a tropical paradise!

WE love it! But it drives our Weather Forecasters loony trying—

No, that's not it...!

You cannot believe that it is so beautiful and peaceful...?

No, I can't believe that the Producer could budget millions for a set to look like Paradise... and it ends up looking like a bad taste Miami Beach Hotel!



You will notice that we are sheltered by mountains on every side...

in other words, you have all of the beauty of Seattle, with none of the modern conveniences!



It will not work, Miss Huge! You cannot commit suicide here!

Why not...?

Because no one ever dies in Shangri-la!

That is correct! It will be very embarrassing if you die! It will increase our Annual Death Rate to ONE!



What do you think of these outfits

Great! I knew the Nehru Jacket would make a comeback SOMEPLACE!



I hope you are all quite comfortable!

I'm very sorry! We cannot send any Telegrams!

There is no phone service!

Impossible! The Taxis here are permanently "Off Duty"!

I'm confused! Have we arrived in Paradise, or New York City?!!

Not really! We need to get in touch with the outside world! I want to send a Telegram...!

I'd like to phone my Agent!

I want to get out of here! Call me a Taxi!



Y'know, Mitsia, in the outside world, you'd be a knockout! You're so beautiful, so talented, and so young-looking! Tell me, how old are you?

I cannot tell you! Let me just say that if Tibet had Social Security, I'd be a very, very rich woman! You see, in Shangri-la, we have eternal youth! Nothing ever dies here!

Just wait till they see my act!



Yes, here sickness is **unknown**, and everyone is happy!

We have no need for any Doctors here!

You will soon get used to our way of life! This is a **Utopia**! Our people have found the secret of eternal happiness here!

Well, for one thing, they laugh at my hat a lot!

Everyone except your **Doctors**! They must be **starving** to death!

Well, you'd better find one! I think I'm catching the **Asian Flu**!

What's the secret?



This is our school... and this is our **School Teacher, Saccharine!**

If you think that is confusing, wait until you hear her lip-sinc her songs in **perfect English!**

No, these are their **middle-aged PARENTS!** The **School Children** are over there...!

I'm confused! A blonde **Swedish actress**, playing a **School Teacher** in **Tibetan Lamasery**???

And these are the **School Children**...?



*The world is a rhomboid without a circumference; And nobody knows what this simile means... But Bacharach and David are making a fortune...

Listen carefully! These are probably the most memorable and inspirational songs since "**Muscle Beach Party**!"

But no one **REMEMBERS** the songs from "**Muscle Beach Party**!"

You catch on quick, Mr. Runaway!



*Sung to the tune of...er...uh...how does it go?

What's happening to me? I still feel that life isn't worth living, and I still want to jump! What's the answer, Toe-In? Maybe you, with your wisdom, can help me?

The answer is, "**Death** wears heavy slippers, while life is a shiny shoe that is far more valuable than a blind man who sits in a bowl of cole slaw!"

I think I'll jump!



How charming! How quaint! How **over-produced**!

They are singing "**Loving Together**"... our **biggest number**! A chosen couple is honored in a **lavish ceremony** which is a tribute to **hope**... a tribute to **peace**... and mainly, a tribute to **SEMI-NAKEDNESS**! We like to call it, "**The Festival Of The Family Movie**"...

And is this Festival a **regular tradition** here in Shangri-la, Chong?

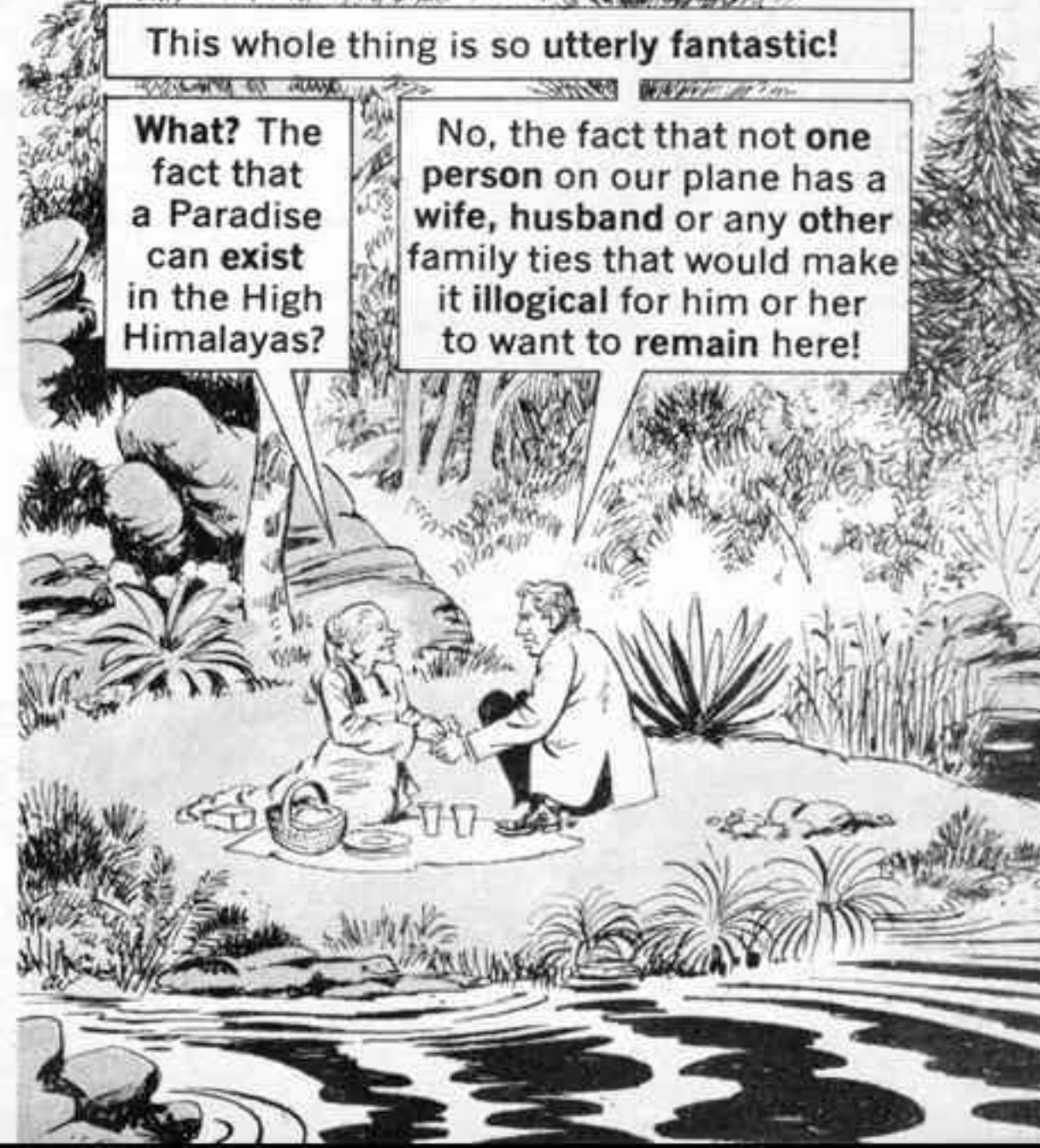
No... but we just could not think of any **other way** to work the song in!



This whole thing is so utterly fantastic!

What? The fact that a **Paradise** can exist in the **High Himalayas**?

No, the fact that not **one person** on our plane has a **wife, husband** or any other family ties that would make it **illogical** for him or her to want to remain here!



Well, we've been here for three weeks now! What's for dinner tonight...?

The same!
Not Chinese Food again!

Exactly! Have you noticed the only food we get is "to go"!

Look, I don't know about the others, but I want to leave here! I've got to get out of this place NOW!!
What's the emergency?

I'm running out of outfits! I've got, at most, 16 more ensembles left! After that I have to start repeating!!

Mr. Runaway, the High Lama wishes to see you!

The High Lama? Is he very important?

Well, let me put it this way! He could have been Pope... but he did not want to step down!

I—I'm nervous! What's he like?

Picture, if you will, an old and senile William F. Buckley, Jr.!



First, I will open with some pearls of wisdom! "A fool with no shoes is more to be pitied than a wealthy man who dresses up in a crazy Gorilla Suit!"

Look, what do you expect from an old man—BRILLIANCE?! I'm 287 years old! I'm lucky if I can just wake up in the morning!

Well, not yet, I'll BE 287 this coming June 3rd! And I'm dreading having to blow out that lousy CAKE! Last year, there were 112 candles... on MY piece alone! I'm not well, you know!

Are you kidding? Go find a Doctor in Asia!

But YOU'RE the High Lama!

When I was 70 or 80, I was the High Lama! Now, I'm the Bent-Over Lama!

Why did you send for me?

Mr. Runaway, you were brought to Shangri-la to be my eventual replacement!

Huh? But, why ME?

You were the only person around who talks with my monotone! If you keep my people BORED, they will think they're happy!

I don't understand!

287 YEARS OLD?! That's incredible!

Have you seen a Doctor?



I am tired now, my Son! But before you go, let me leave you with one more bit of wisdom!

"Come with me to the Casbah!"
But, that was your famous line from another movie!

Yes! And being in that movie was wisdom! Being in this one is idiocy!

I've just seen the High Lama! What an amazing man! He's 287 years old!

Did you stay long?

No, he had to leave to visit his Grandfather, who hasn't been well!



Look! Gold! The stream is full of it! And it's mine! MINE! I found it, and I'll never give it up! No! Not for ANYTHING!

That is greedy, Sam! Here, gold is not necessary for happiness! Here, the "Rat Race" is over, and wars and violence are unknown! I am so happy about it, I am going to sing a song...

No! Wait! Here! Take all of my gold! Only PLEASE—DON'T SING!





It's marvelous, Sam! You've constructed a modern form of irrigation! Do you realize what you've brought to Shangri-la?

Yeah . . . **FLOODS!** Actually, I failed Engineering back in the States, and I don't know how to stop this thing!



What a zany that Hardy is! For a comedy finish to his Song-and-Dance act, he fell into the lake!

Actually, one kid pushed me in, after my big joke! What joke was that Hardy?

"Hi, kid! It's great working for a youngster like you! I always dreamed of doing my act before an **ASIA MINOR**!" I wonder if drowning's allowed in Shangri-la?



My Son, I am dying! I place in your hands the future of Shangri-la!

Before you go, I want to know **ONE** thing!

You want to know why I must die so **YOUNG**?

No, I want to know why you are turning over the High Lamaship to a perfect stranger with an idiot brother, instead of to Chong, your wise and trusted Assistant . . . who has been working closely with you for over 100 years!



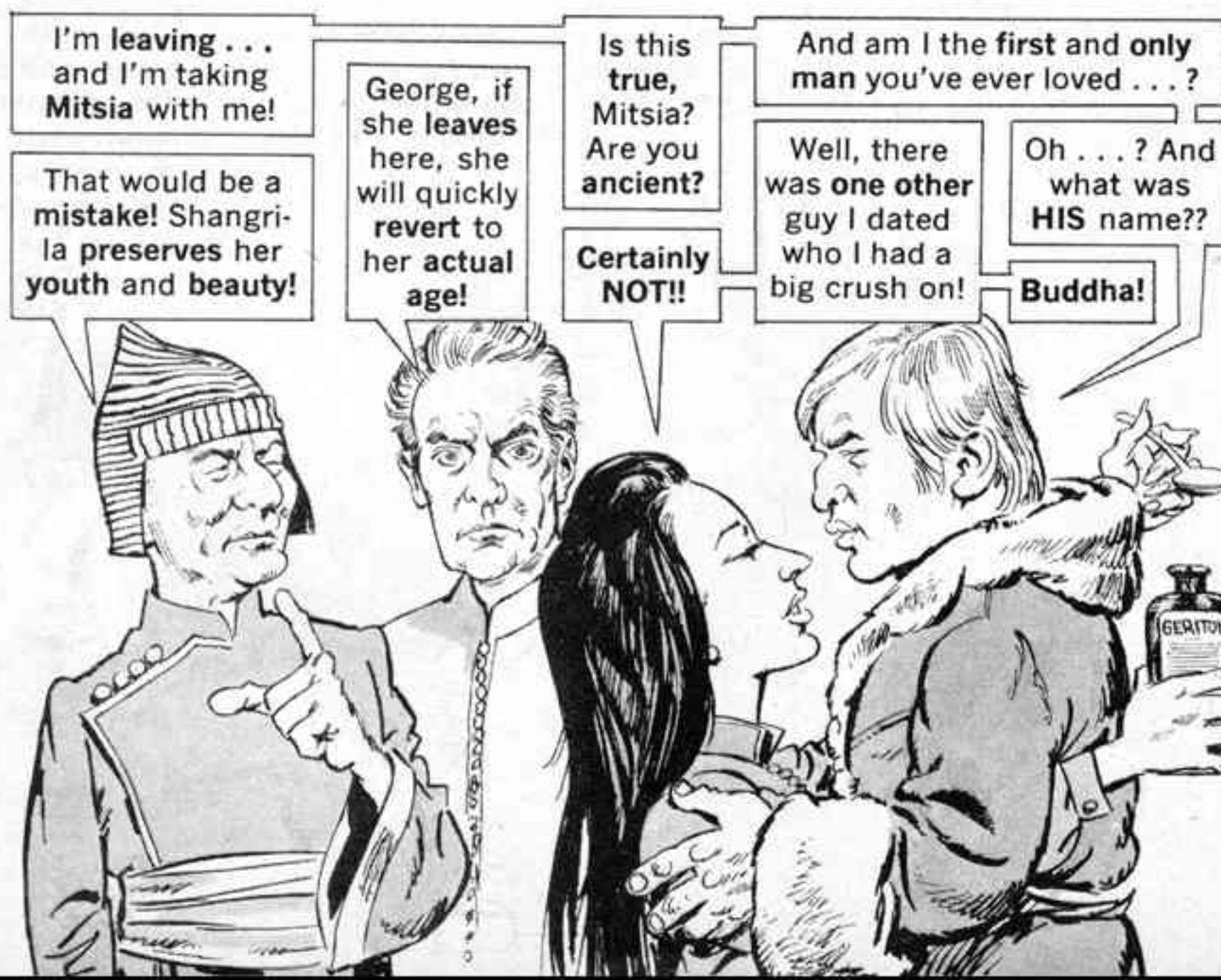
The Porters are here! I'm going back with them! Come with me, Richard!

No! I've found peace and love here!

There's no time to argue! We must hurry! I've got to pack!

But . . . how long will **THAT** take?

Oh, I figure about seven months . . . just for my Summer things!



I'm leaving . . . and I'm taking Mitsia with me!

That would be a mistake! Shangri-la preserves her youth and beauty!

George, if she leaves here, she will quickly revert to her actual age!

Is this true, Mitsia? Are you ancient?

Certainly **NOT**!!

And am I the first and only man you've ever loved . . . ?

Well, there was one other guy I dated who I had a big crush on!

Oh . . . ? And what was **HIS** name??

Buddha!



Look at me closely, Mr. Runaway! Is this the skin of an old woman?

No!

Are these the eyes of an old woman?

No!

Is this the body of an old woman?

Oh, no!

Is there anything **OLD** about me?

Just your dialogue!

Well . . .
you
talked
me into
leaving
Shangri-
-la!

I can't wait
to buy a new
pair of suede
goloshes in
a Hong Kong
Boutique!

Look! Why is
Mitsia lagging
so far behind
us? She—she's
walking like
an old woman!

Come to think
of it! She
has a **young
FACE**, but we
never thought
to examine
her **LEGS**!!



Sorry we
lost the
Porters!
Is she
heavy?

She ain't
heavy! She's
my brother's
fiancée!

Richard!
Her face!
Look! It's
horrible!
HORRIBLE!

It's Hardy
in a **WIG**!!
He switched
places with
Mitsia as a
gag! What a
crazy guy!

A funny
thing
happened
to me on
my way to
the Ladies
Room . . .



I guess
George
couldn't
take a
joke!!

I can't take
much more of
this, either!
I think I'll
jump, too . . .



. . . and you
say that when
you found him
and brought him
in, he actually
seemed **SORRY**
that he was
still alive?!!

Yes! He kept raving about wanting it
to be **ALL OVER** already . . . and . . .
Good Lord! His bed!! It's EMPTY!!!

Where could he have gone?!!

I don't know! But he also kept raving
about some kind of Paradise he knew!



There it is! I made it! After
endless months, weeks and days
of unbearable torture, I've
found **PARADISE** at last! It's
what I've been **SEARCHING** for!

Those words! Those marvelous,
wonderful **WORDS** that mean
this is the final scene . . .
and the picture is **OVER** . . .
and I'm free . . . free . . .



**THE
END**

**WHAT VOLATILE
SYSTEM IS NOW
HEAVILY FUELED
AND PROMISES
TO ROCKET TO
UNLIMITED
HEIGHTS?**

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

Most Americans had begun to take Man's achievements in space travel for granted. But recently, growing numbers of citizens have become vitally interested in another development...in a system that promises to set all-time altitude records. To find out what this is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

ARTIST & WRITER: AL JAFFEE

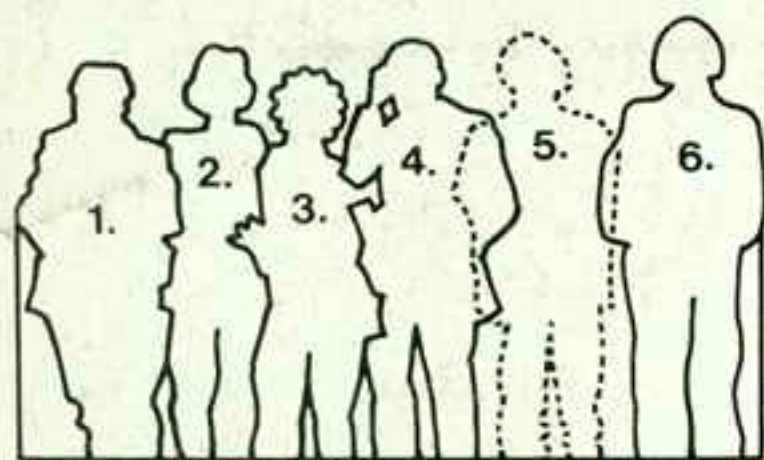
A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



Can you spot the former Cancel smoker?



In this picture, everybody has a compulsive hang-up... well, almost everybody! Try finding the idiot who no longer has one.

1. Nope. This jerk is still wallowing in his compulsive hang-up. He's Gordon Focus, camera bug. He gets his kicks out of buying expensive cameras. Never takes any pictures. Just likes wearing them around his neck. **2.** Sorry. He's Ernie Yellowbelt, a self-defense freak. Likes chopping bricks and boards in half. Gets mugged regularly. Nobody ever holds him up with a brick or a board. **3.** No. She's

Selma Wheatgerm, health food nut. She's so hung up eating nothing but health foods, she's dying of malnutrition.

4. Wrong. Vinnie Gadrool, sexist pig. Compulsive hang-up: Digs looking at girls. Looks at them in magazines, in the movies, through his binoculars. Hasn't touched one yet.

5. Right! This idiot no longer has his compulsive hang-up! He was once a heavy smoker. Now his friends, these other idiots, are lining up to buy newspapers so they can read his obituary. **6.** She's Tillie Telly, a TV addict. She'll watch anything on TV, even the test pattern. She's hoping they'll mention her recently deceased friend on "Sermonette."



Cancel Cigarettes
They're not for anybody



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous To Your Health. But This Compulsive Idiot Didn't Listen To Him.