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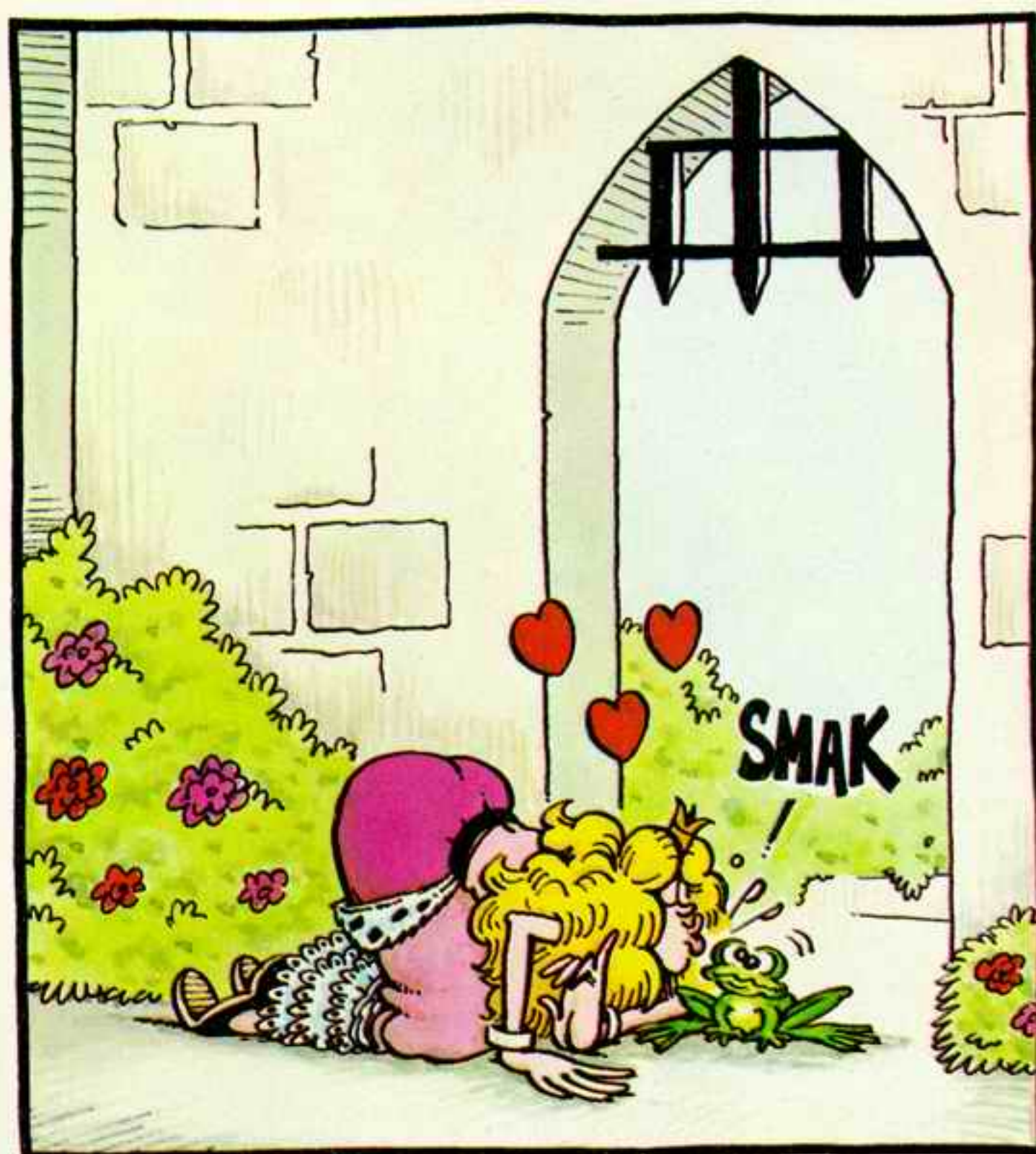
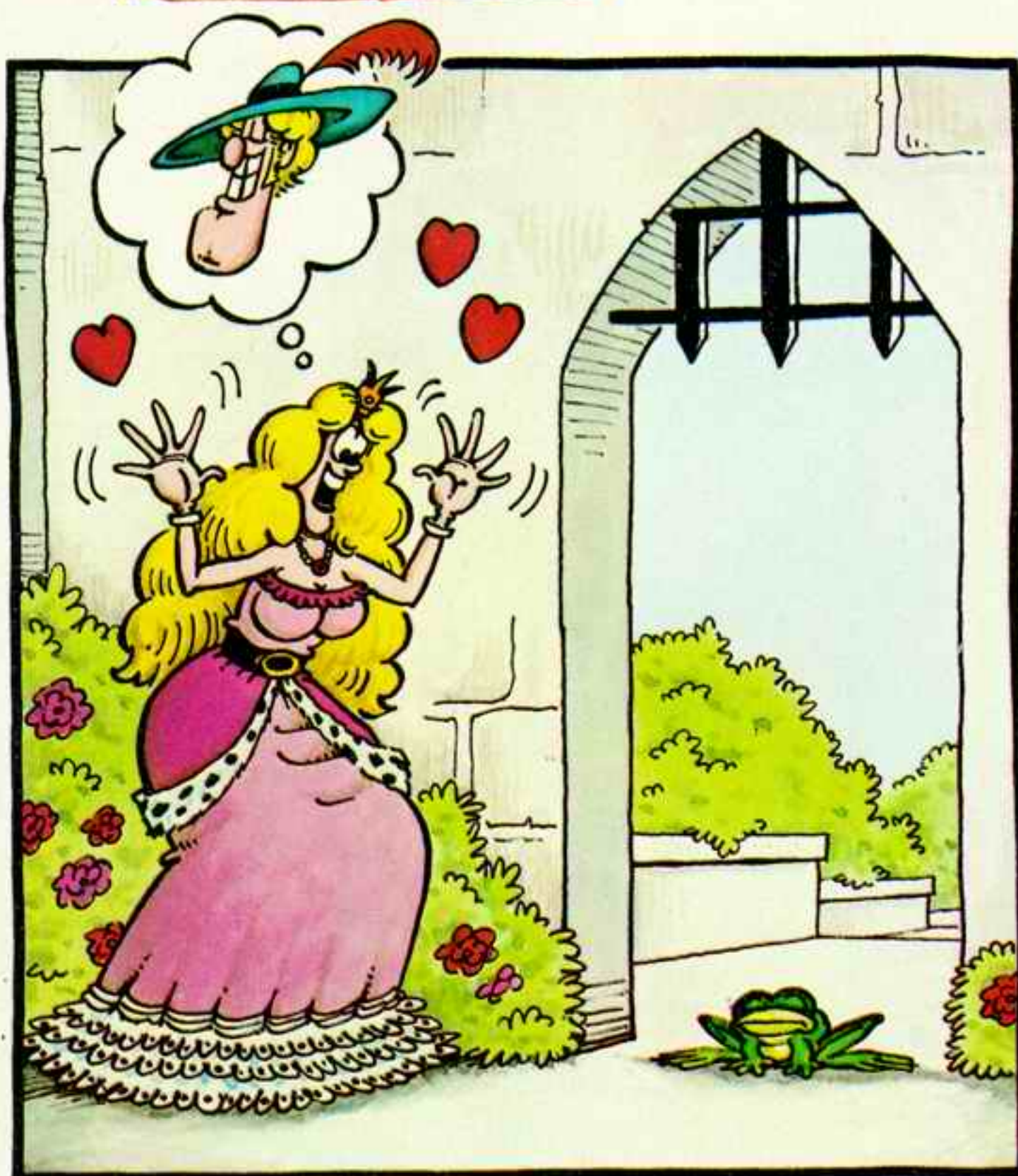


Norman Mingo

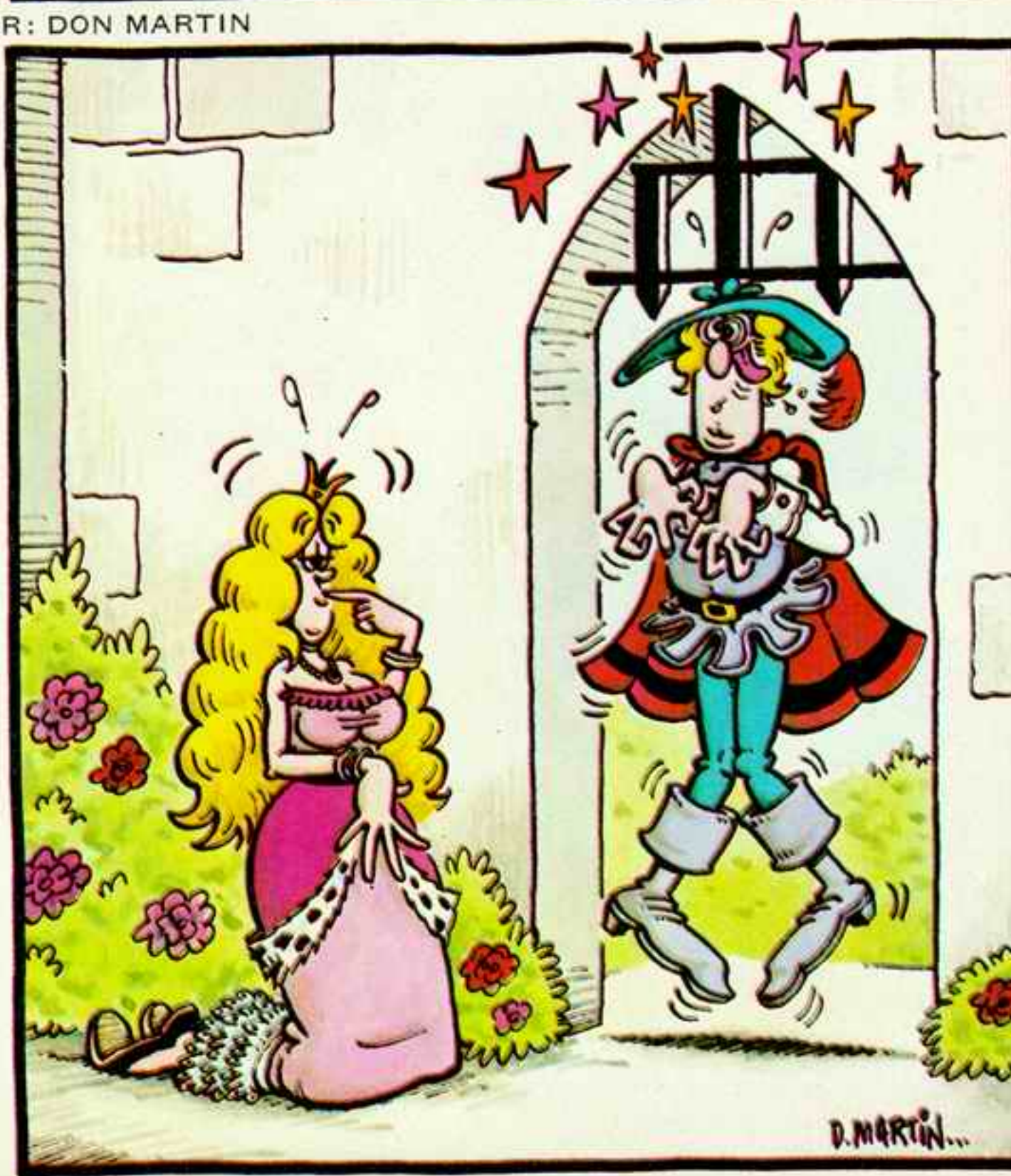
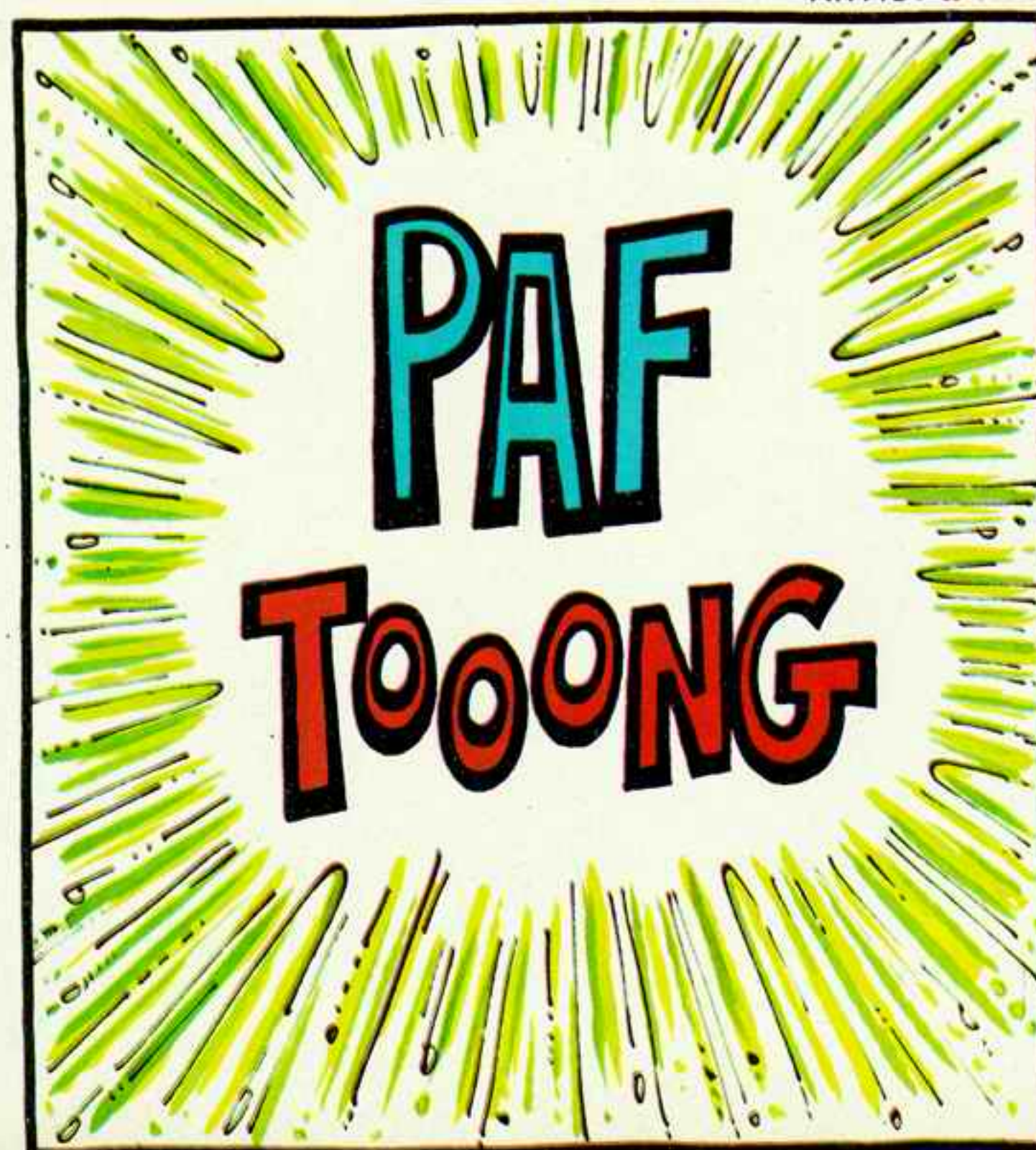


MORE SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)



ARTIST & WRITER: DON MARTIN



MAD

"What goes up—must come down... except, it seems these days, the cost of living!"—Alfred E. Neuman

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

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JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,

DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—Sept. 1976, Volume 1, No. 185. 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., 20 issues \$10.00. Outside U.S.A., 20 issues \$12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1976 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

VITAL FEATURES

BOREY
LYNDON
(Movie
Satire)
Pg. 4



MORE
LAWSUITS
WE'D LIKE
TO SEE
Pg. 29

A MAD
LOOK
AT THE
BEACH
Pg. 32



SLOB-
PROOFING
YOUR
HOME
Pg. 36

A GUIDE TO
THE MODERN
AMERICAN
CLASS SYSTEM
Pg. 40



HARSKY AND
STUTCH
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Pg. 43

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stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

MAD CELEBRATES THE FOURTH!

Yep, this week MAD celebrated because
we sold our fourth full-color portrait
of Alfred E. Neuman, MAD's "What-Me
Worry?" kid—suitable for framing—or
training puppies—or lining bird cages.
Help us to celebrate our fifth! (And we
hope it won't be in another 200 years!)
Send 35¢ for 1, 75¢ for 3, \$1.55 for 9
\$3.15 for 27 or \$6.35 for 81 to MAD,
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LETTERS DEPT.



NORMAN MINGO'S PIZZA COVER

Norman Mingo's pizza shop cover
made me laugh and gave me heartburn
at the same time.

Scott L. Kafka
Queens, N.Y.

When I first saw Mingo's Delivery Boy
cover I figured it could never happen. I
ordered a pizza and when it arrived it
looked like a retread. I believe!

Robert Canipe
Hickory, N.C.

I showed your June cover to my local
pizza-maker, thinking no one could be
as stupid as Alfred E. Neuman. But the
pizza-maker said a guy came in one bitter-
cold winter day and ordered two sizzling
slices which he promptly stuck onto his
head as earflaps!

Mike Lombard
Chicago, Ill.

DUM-DUM AFTERNOON

Your satire on "Dog Day Afternoon"
was a howling success!

Douglas Shatzer
St. Thomas, Pa.

Drucker's likenesses of Al Pacino and
John Cazale and Charles Durning are
something you can bank on!

Seth Jakel
West Orange, N.J.

Your take-off on "Dog Day Afternoon"
was long, dragged out, dreary, dull and
predictable, but so was the movie itself.

David Hubbard
Norwalk, Conn.

Who should know more about holdups
than MAD?

Mike Gavin
Greensboro, N.C.

MIND POWER MAGAZINE

Your magazine-within-the-magazine
articles are the last I get to and "Mind
Power" is mind-over-reading-matter, but
very rewarding. Stan Hart is your most
perceptive, informed and funniest writer.

Timothy O. Lane
Baldwin Park, Calif.

What's so mystic about "Mind Power"?
I knew what Hart was going to write,
even before he sat down at the type-
writer!

Julian "ESP" Blake
Rumson, N.J.

THE LIGHTER SIDE OF GROOMING

Dave Berg's "Lighter Side Of Groom-
ing" made a bad appearance.

Peter Robustelli
Bronx, N.Y.

UNWEDDINGS OF THE FUTURE

In "Unweddings Of The Future", Doud
and Coker could have included the con-
cept of the Unwedding Cake. It lends it-
self to a new variety of plastic cake-top
figurines such as: couple engaged in set-
tlements, bride clawing groom, groom
slugging bride, etc. And in place of the
traditionally bland white cake, uncouples
could opt for a more expressive flavor
like "Venomous Vinegar" or "Bitter
Lemon."

Karen Carbone
Whitman, Mass.

Paul Coker's "Unwedding Cake"



BURPS THROUGH HISTORY

Your "Burps Through History" was a
real gas!

John Ohmer
Carmel, Ind.

THE PRINCESS IN THE TOWER

Tell Edwing and Coker that their
"Scenes We'd Like To See (The Princess
In The Tower)" was a pretty tall tale!

Gregory Sanza
Bronx, N.Y.

ARAGONES GETTING INVOLVED

I really felt like commenting about
Sergio Aragones's "Getting Involved" but
then I decided to mind my own business.

Richey Neuman
Eugene, Oregon

BARFETTA

"Barfetta"...dat piece really blew me
away!

Jeff Gwynne
Bow, N.H.

Silverstone and Torres disguised ev-
erything but their recognizable wit!

Bruce Carpick
Winnipeg, Man.,
Canada

ANTI-SMOKING SENSE

Congratulations on your "Winsom"
back cover. This is one of the best "ad-
vertisements" against smoking I have seen
and excellent material for our health
teachers to use.

(Mrs.) Frances H. Fisher
Learning Resource Center
Abraham Levitt J.H.S.
Willingboro, N.J.

**BICENTENNIAL "MADDE"
SUPER SPECIAL #19**

As the Adjutant of a reactivated 18th-century military organization, the XI Regiment of the Massachusetts Line of the Continental Army, I feel that duty compels me to write to congratulate you for your exceptional Bicentennial "MADDE" issue. Of particular merit is the "Minute Man of the Year" story. Is the delineator of the article, cited as Major George Woodbridge, the same George Woodbridge who is currently commander of the Brigade of the American Revolution? I am curious to ascertain this insofar as the various accoutrements and other particulars appearing in the art work reflect an artist who is more than acquainted with the odds and ends of 18th century life.

LTC. Philip D. Paulson
Adjutant, XIth Regt.
Massachusetts Line
Continental Army
Taunton, Mass.

Yes, the same George Woodbridge, artist-militarist—Ed.

I've been reading MAD for quite some time now but I've never written you before. This time though, I just had to compliment you on your "MADDE" Bicentennial insert. It was simply side-splitting and all I can add is, "I regret that I have but one life to waste reading MAD!"

Dave Hunt
Hamilton, Ont.,
Canada

Alfred Takes A "MADDE" Bow



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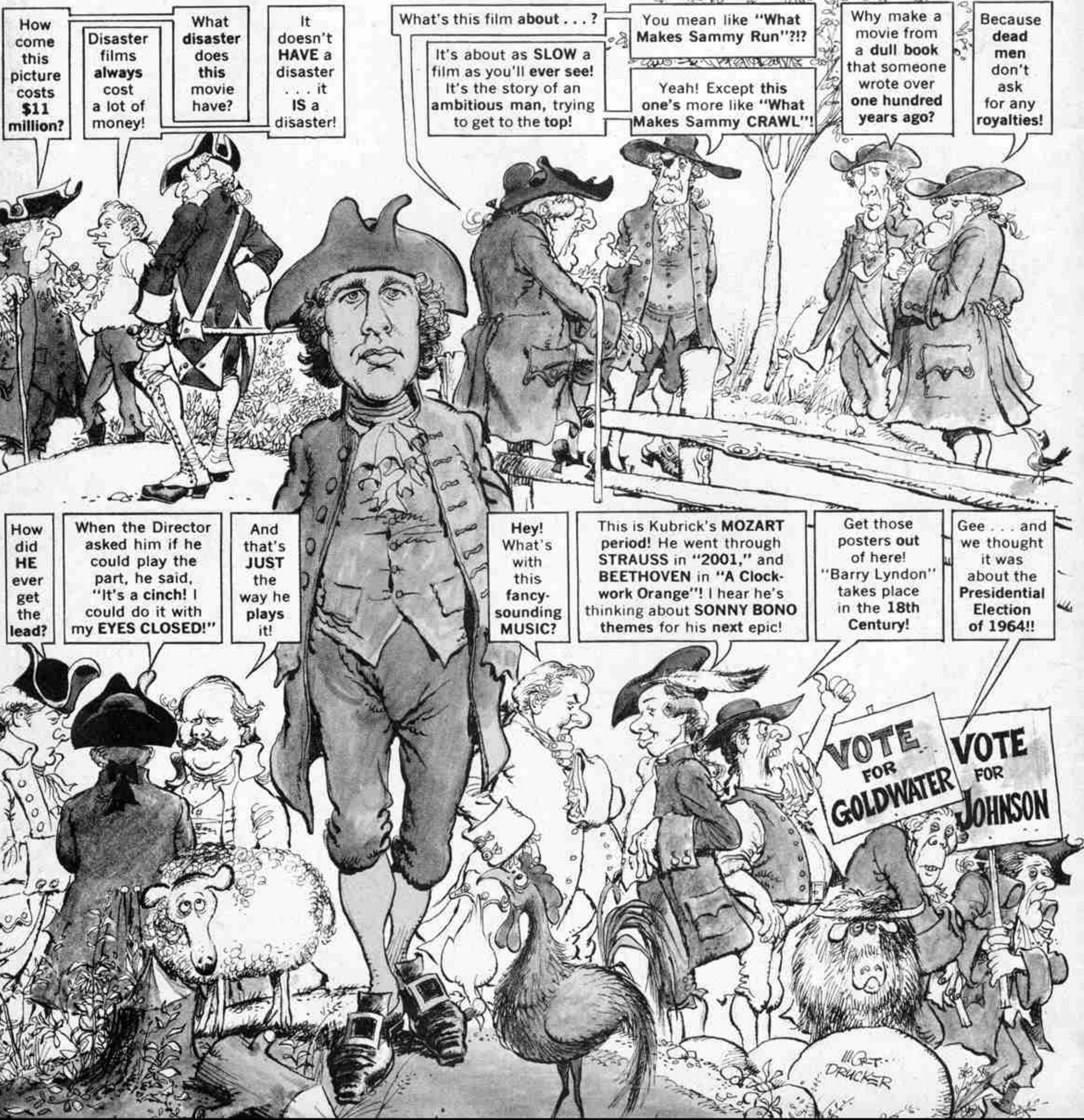
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So you think Historical Movies are a thing of the past?! So you think no one wants to see Costume Epics any more!? So you think they're too dull and slow-moving to hold your interest?! Then you probably just woke up after seeing this latest dull extravaganza! Well... here's a chance to be put back to sleep—with MAD's even duller version of



BORE



How come this picture costs \$11 million?

Disaster films always cost a lot of money!

What disaster does this movie have?

It doesn't HAVE a disaster... it IS a disaster!

What's this film about...?

It's about as SLOW a film as you'll ever see! It's the story of an ambitious man, trying to get to the top!

You mean like "What Makes Sammy Run"?!?

Yeah! Except this one's more like "What Makes Sammy CRAWL"!

Why make a movie from a dull book that someone wrote over one hundred years ago?

Because dead men don't ask for any royalties!

How did HE ever get the lead?

When the Director asked him if he could play the part, he said, "It's a cinch! I could do it with my EYES CLOSED!"

And that's JUST the way he plays it!

Hey! What's with this fancy-sounding MUSIC?

This is Kubrick's MOZART period! He went through STRAUSS in "2001," and BEETHOVEN in "A Clockwork Orange"! I hear he's thinking about SONNY BONO themes for his next epic!

Get those posters out of here! "Barry Lyndon" takes place in the 18th Century!

Gee... and we thought it was about the Presidential Election of 1964!!

VOTE FOR GOLDWATER

VOTE FOR JOHNSON

MORT DRUCKER

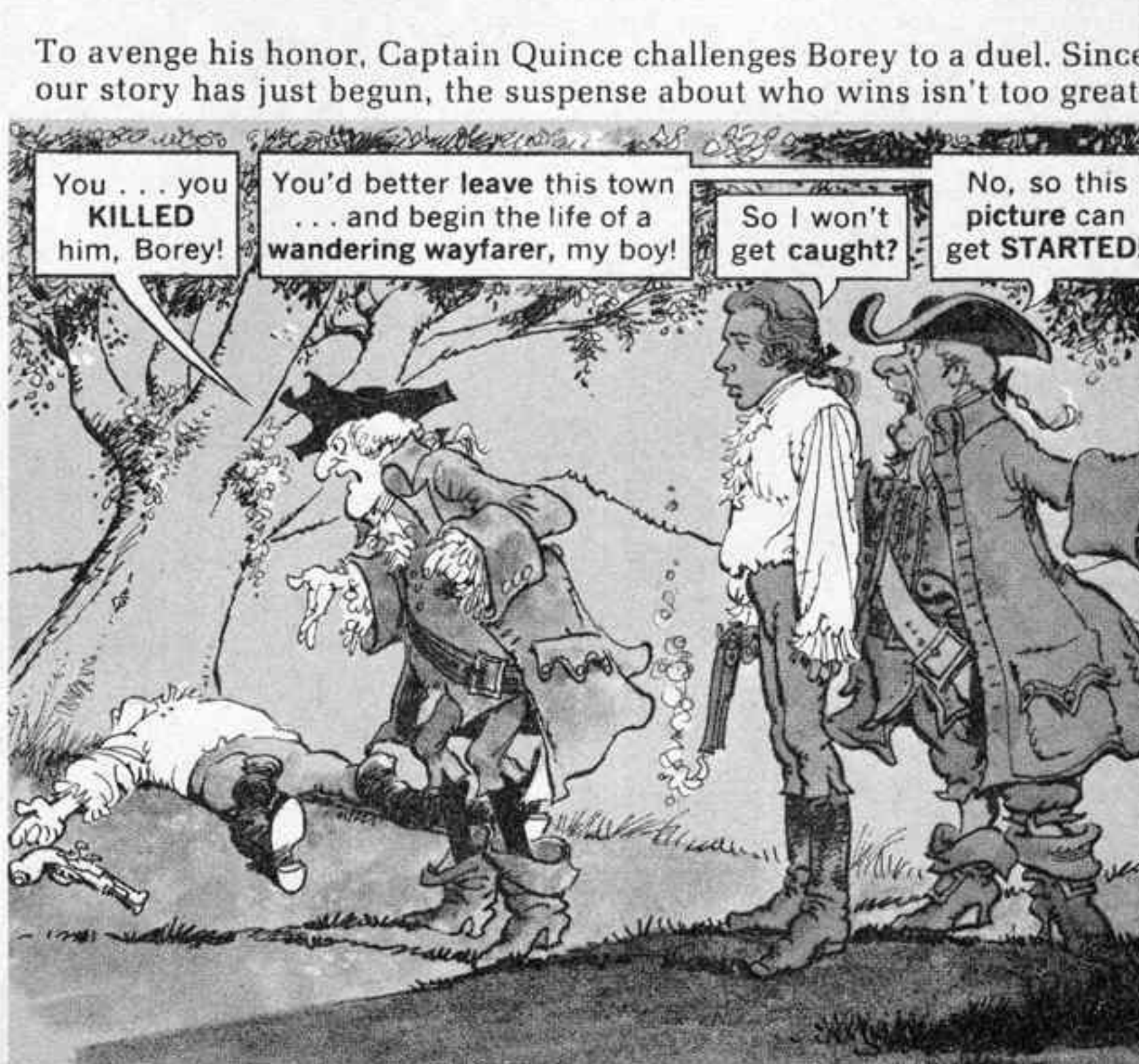
Y LYNDON

ARTIST: MORT DRUCKER

WRITER: STAN HART



Hello! I'm your Narrator, and throughout the film, I'll be telling you what's happening! That's in case you fall asleep and miss something! Well, now, young Borey is in love with his Cousin, who tries to seduce him! But alas, he is too young and innocent to know it...



Barry! You must leave this place **NOW!** The Police are coming for you!

Oh, God! This is **AWFUL!!**
Don't worry, Mother! It'll be all right! I'll be fine!

Maybe **YOU'LL** be fine! But what about **ME!!**? Now I'm going to have to chop the wood, fetch the water, tend the livestock and plant all the crops! What do you think we had a **SON** for!?



Good day to you, my young Sir! This is a **robbery!** Be so kind as to put up your hands and give me all your money!

How can a well-spoken, intelligent gentleman take **MONEY**—without giving something in return? It's immoral!

And what about the **Producer** of this movie?! He does it to an audience of about **800 people**, three times a day!



Maybe if I join the **Army**, I can get what I need!

Sorry... we **don't** give acting lessons!

JOHN BULL WANTS YOU
JOIN THE **ARMY**
WE'LL FIND A WAR FOR YOU



This is a **stupid** way to march to an attack! We're **perfect targets!** Who dreamed up this formation?

It's **Major Cowznofski's** idea! He trained with the **Polish Army!!**

No wonder this film cost over **\$11 million!** Look at all the extras!

It would cost even **MORE** if they weren't using **REAL BULLETS!!**

Real bullets? You mean—

Exactly! Anyone who's **not** alive doesn't get paid! Except, of course, in **YOUR CASE...**!!



C-Captain Grogger! My old friend! You're hit!

B-But... I never kiss on a first date!

How's this...?

Hmm! Maybe I'll put off dying, and stay alive through the weekend!

Kiss me, my boy... I'm going fast!

How about on a last gasp...?



After seeing the British fight to a glorious, but bloody victory, and watching his brave comrades fall nobly about him, Borey is consumed with one burning, passionate resolve... to get the Hell out of there!

I'm really miserable! My beloved just **doesn't** understand me!

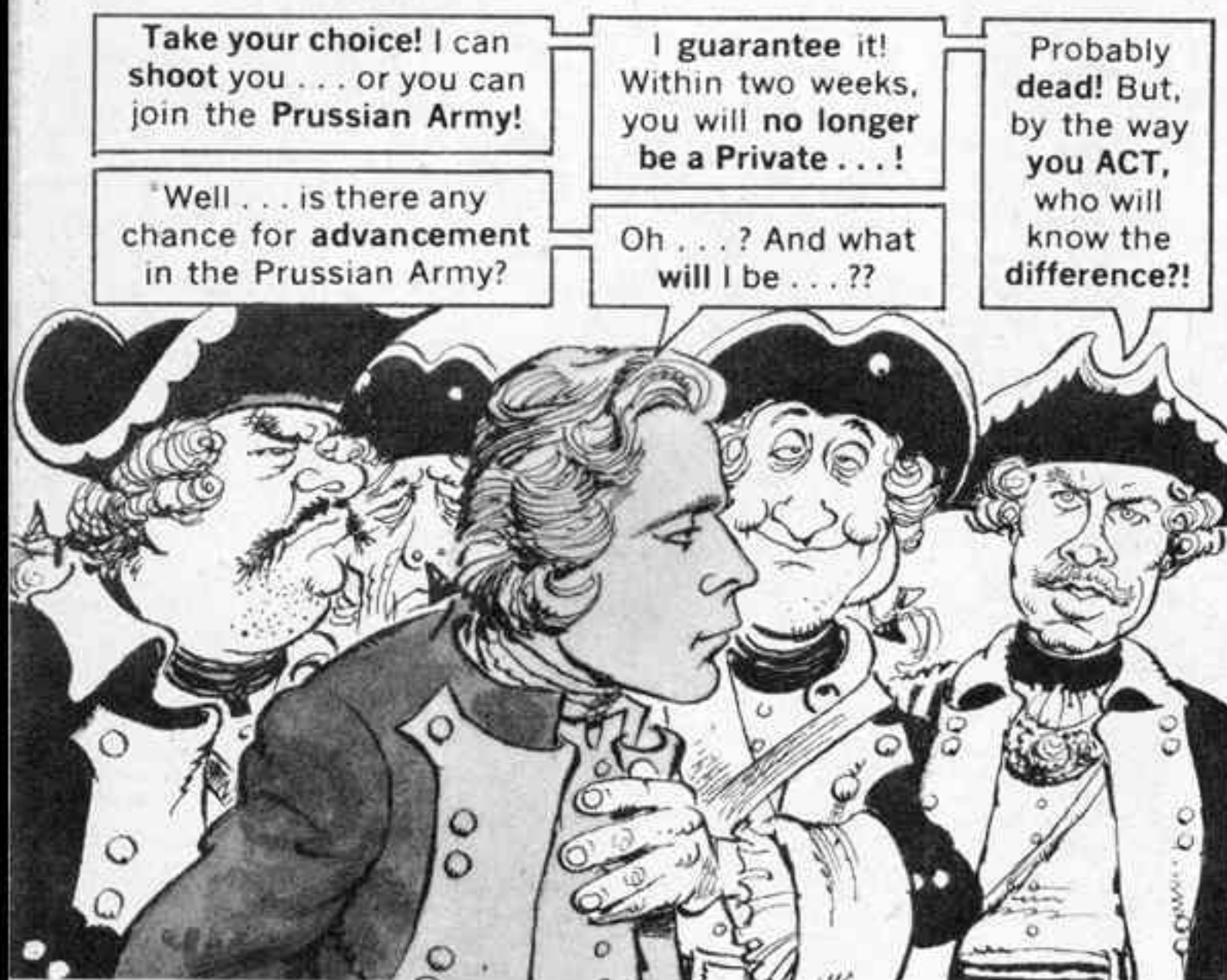
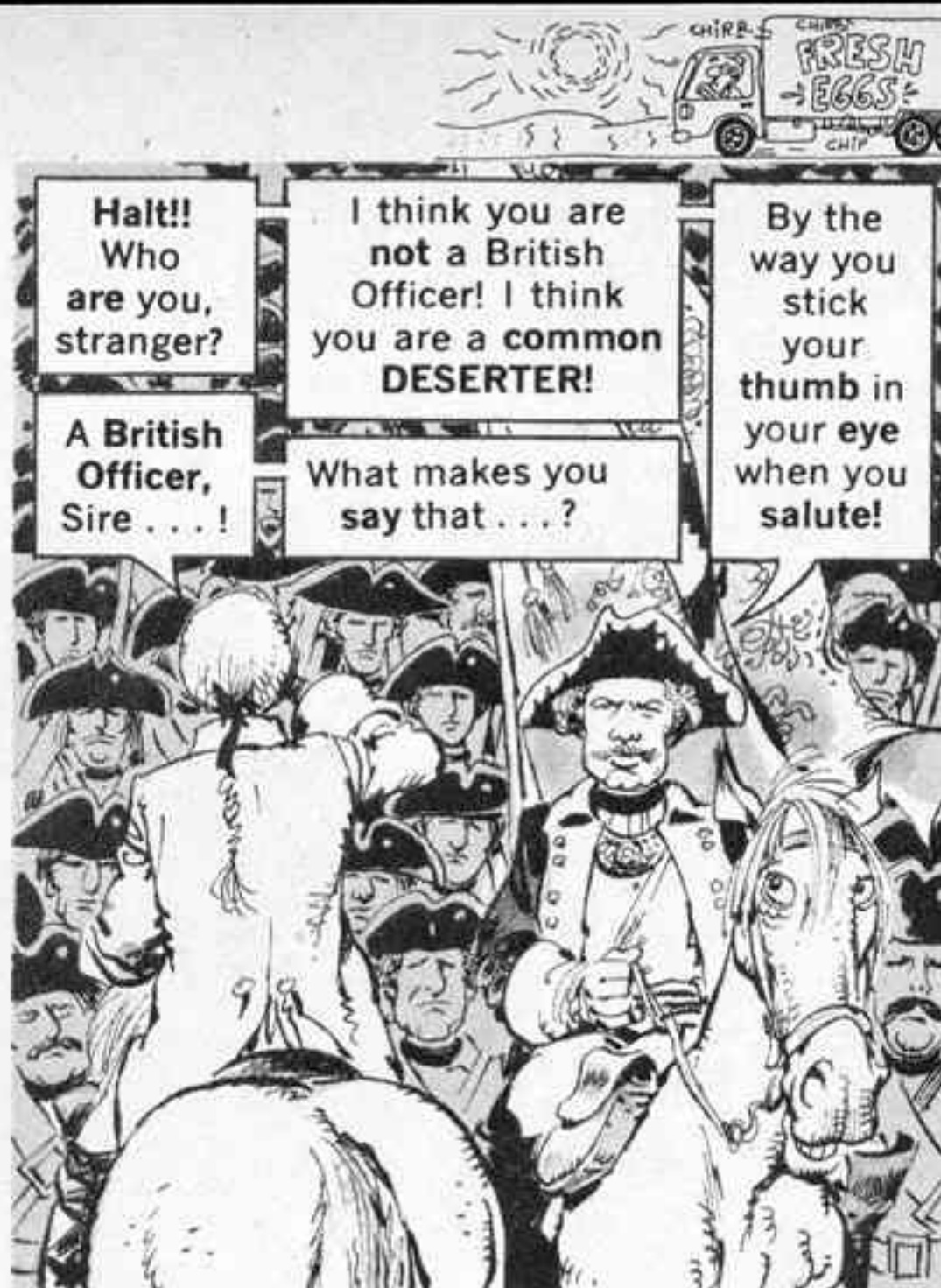
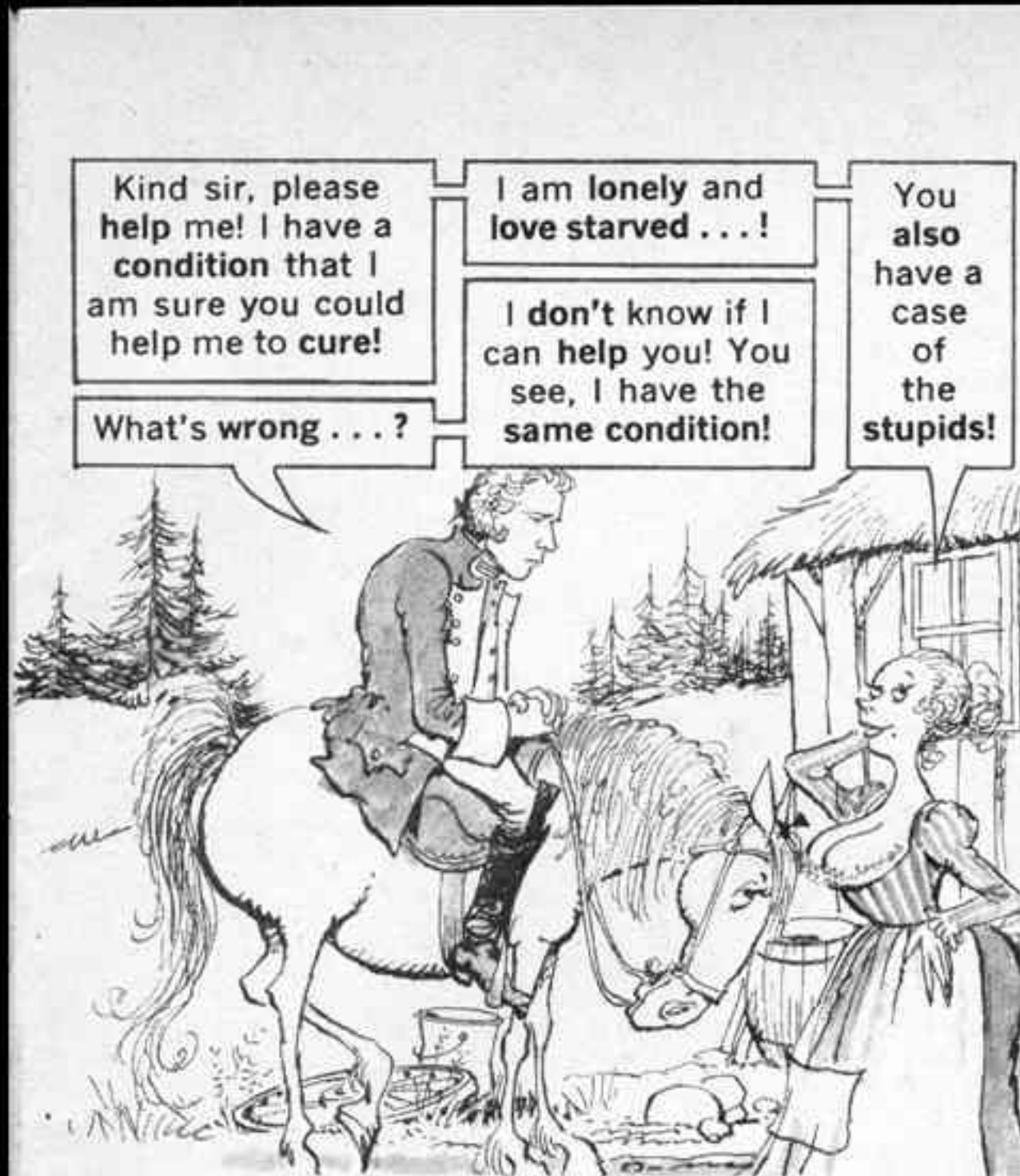
B-But I thought you and **Bruce** were so happy together!

I'll change into his **Officer's Uniform**, steal his horse, and desert! Now... which stallion is his...?

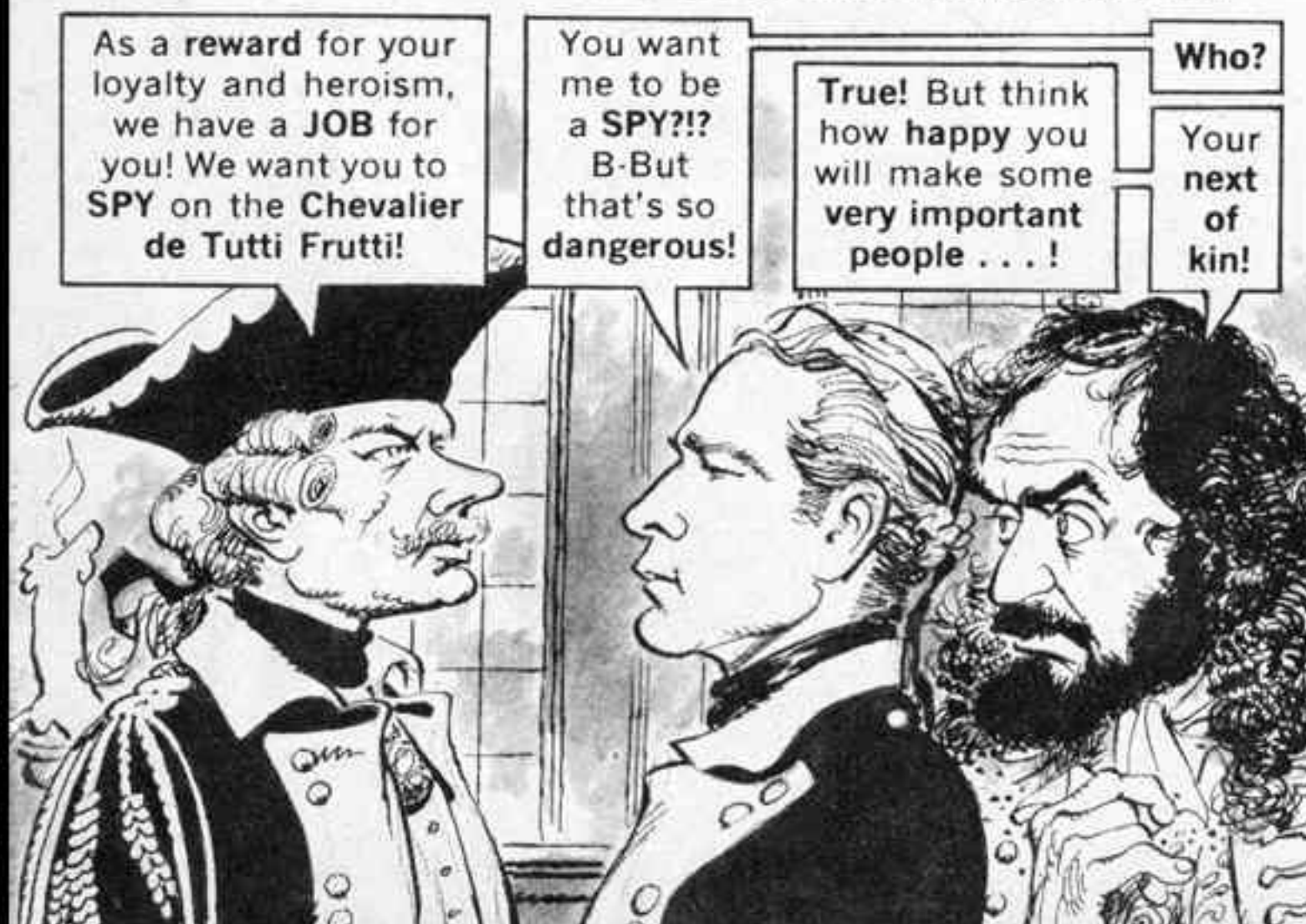


Hmmm! I guess it's pretty obvious!

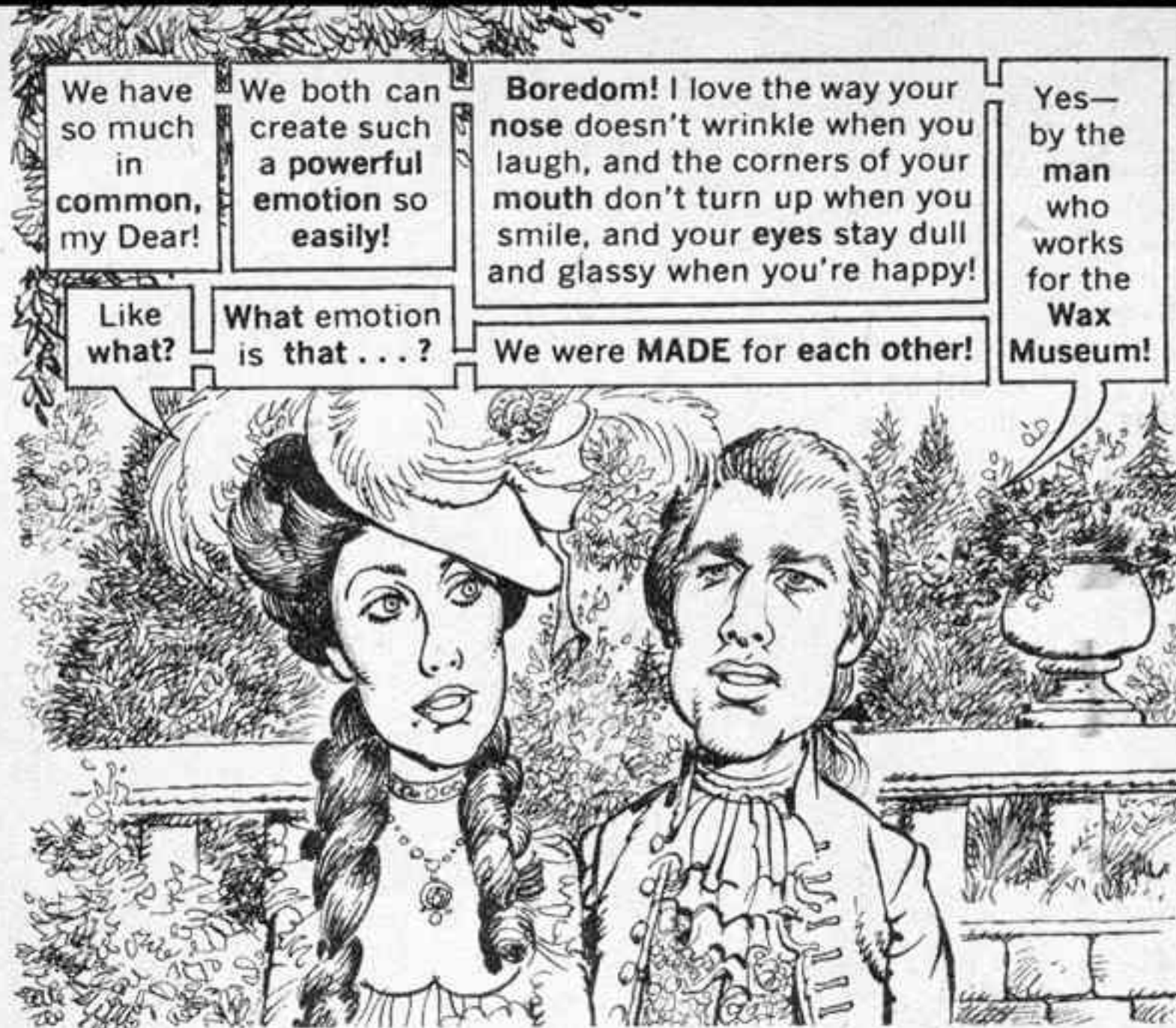
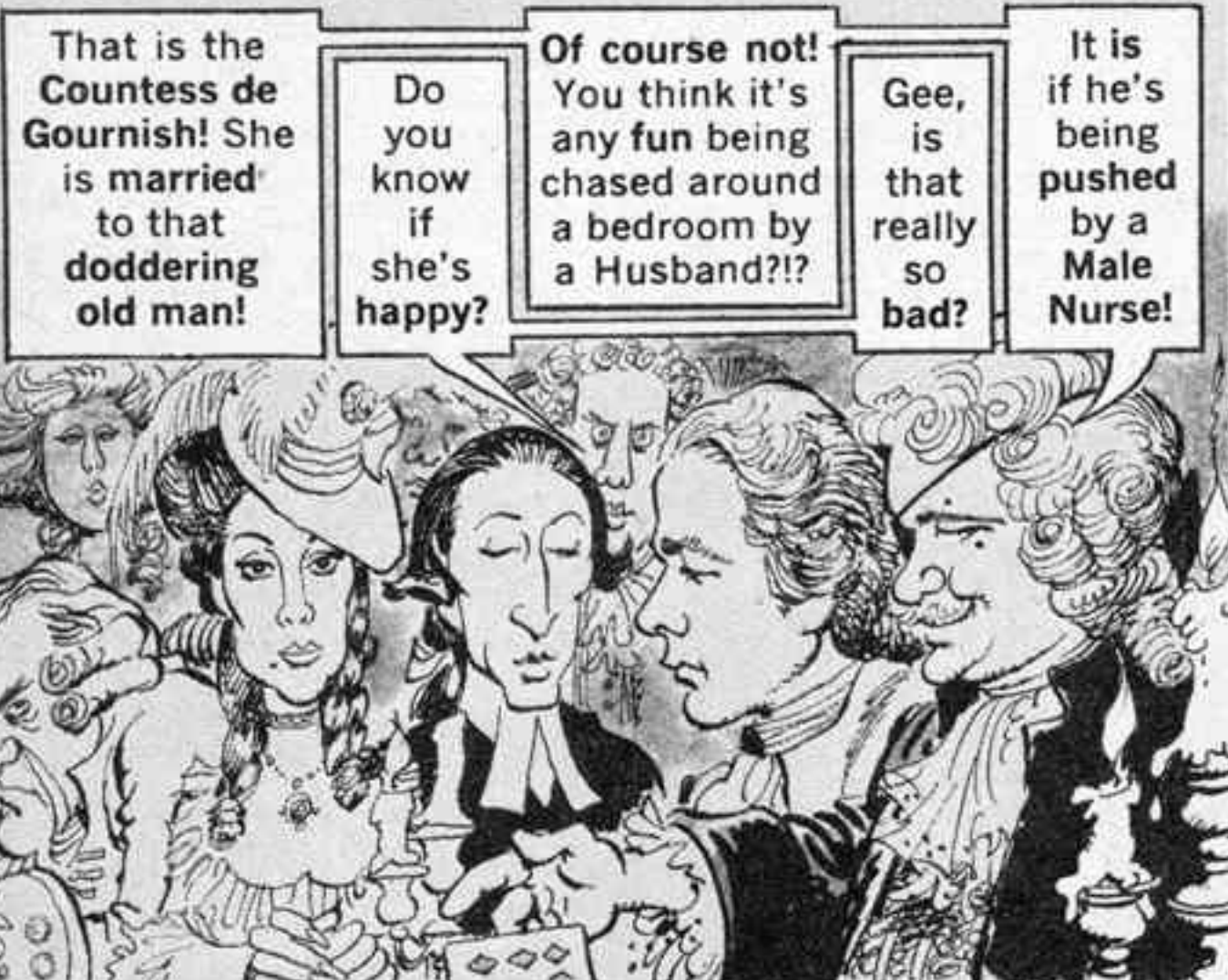




The Seven Years War ended right on time . . . after seven years . . . and Borey was destitute. But once again, Good Fortune, who has a weird sense of humor, smiled on him.

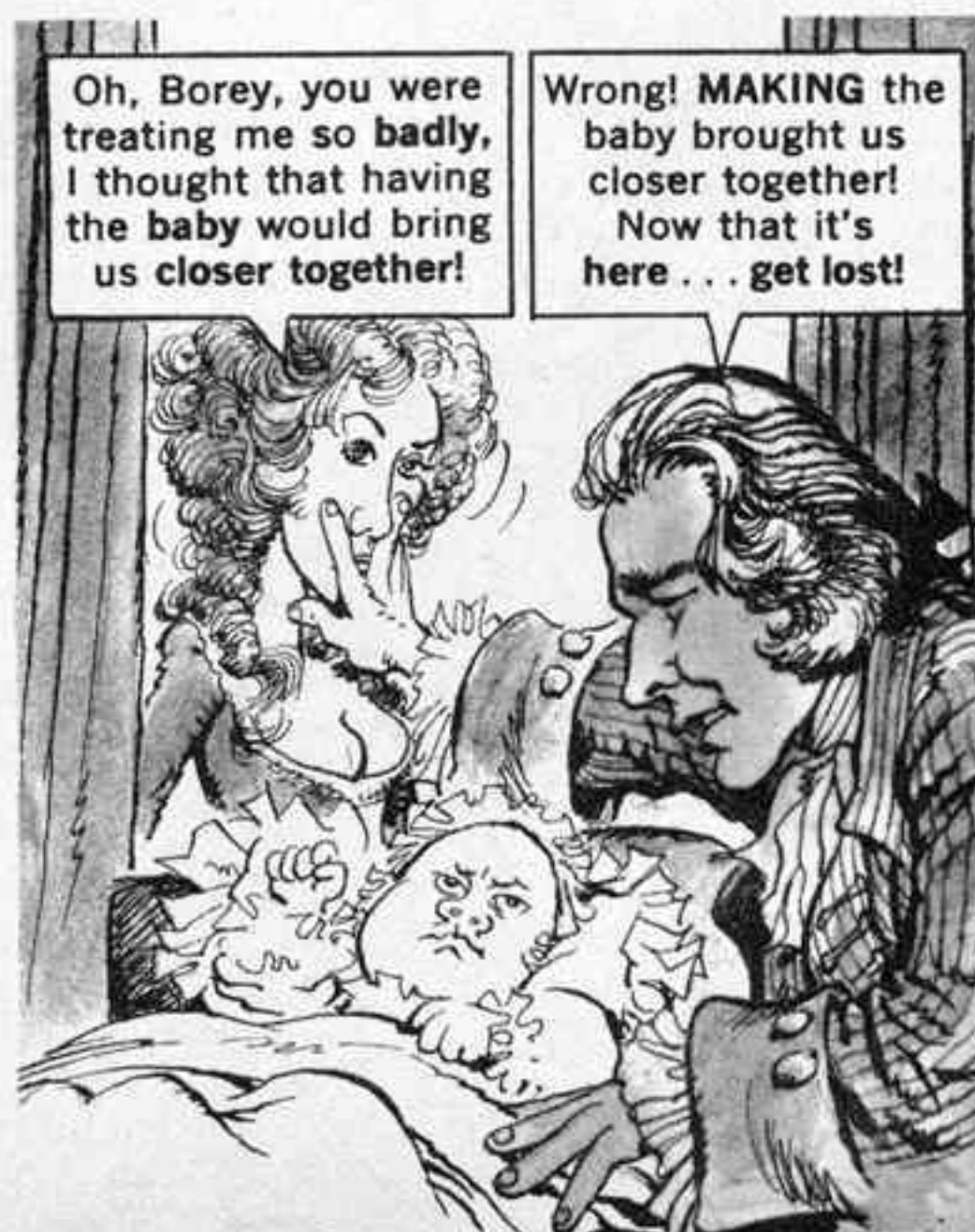
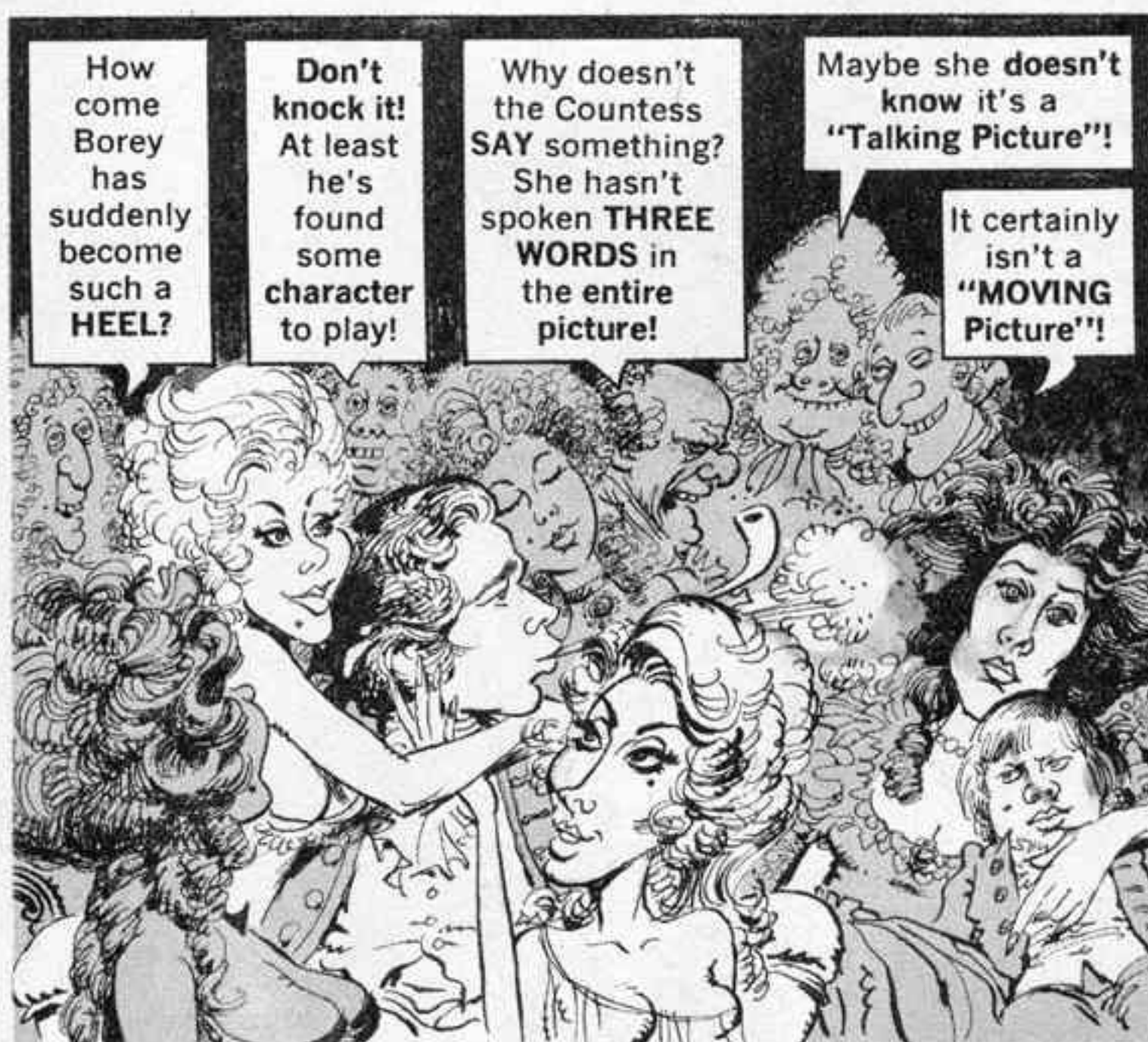


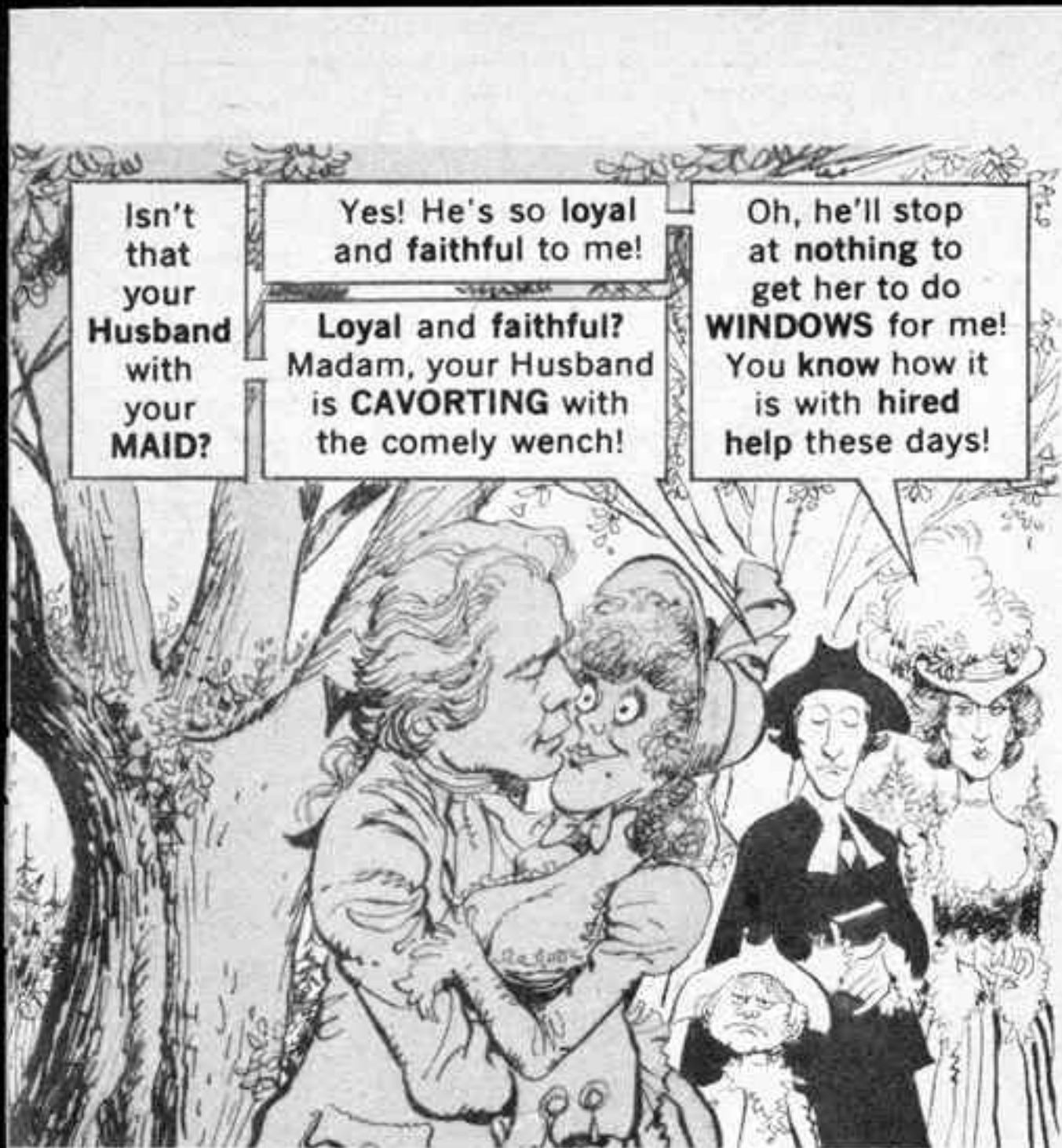
So Borey went to work for the Chevalier, assisting him at his card games. Borey became the "Go Fish" Champ of the Holy Roman Empire. And then, one day:



And so, Borey's last obstacle to wealth and power was removed. Now I have some good news—and some bad news! The good news? It's INTERMISSION! The bad news? The second half doesn't get any better!

INTERMISSION

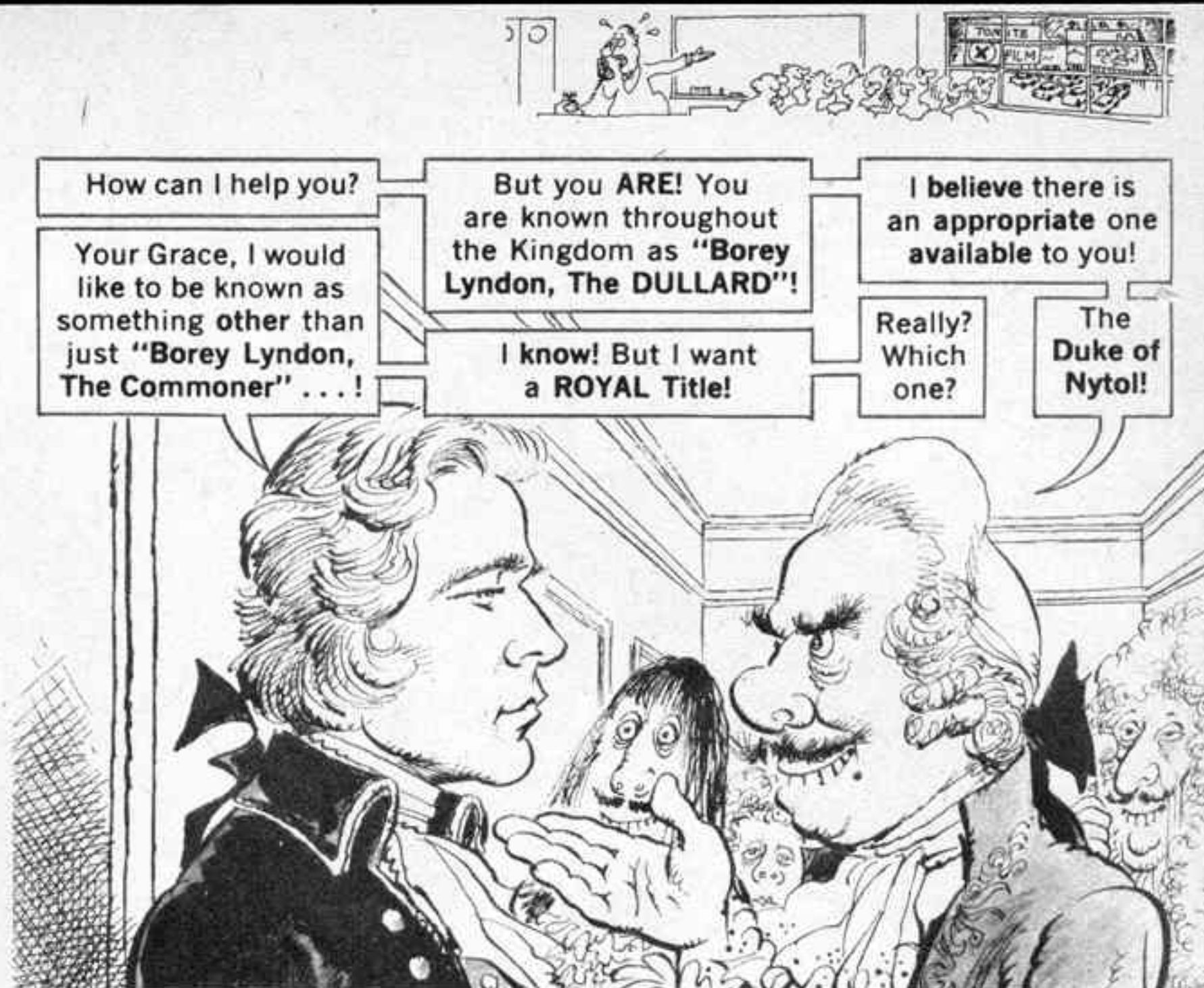




Isn't that your Husband with your MAID?

Yes! He's so loyal and faithful to me!
Loyal and faithful? Madam, your Husband is **CAVORTING** with the comely wench!

Oh, he'll stop at nothing to get her to do **WINDOWS** for me! You know how it is with hired help these days!



How can I help you?
Your Grace, I would like to be known as something other than just "Borey Lyndon, The Commoner" ... !

But you **ARE!** You are known throughout the Kingdom as "**Borey Lyndon, The DULLARD!**"
I know! But I want a **ROYAL** Title!

I believe there is an appropriate one available to you!
Really? Which one?
The Duke of Nytol!

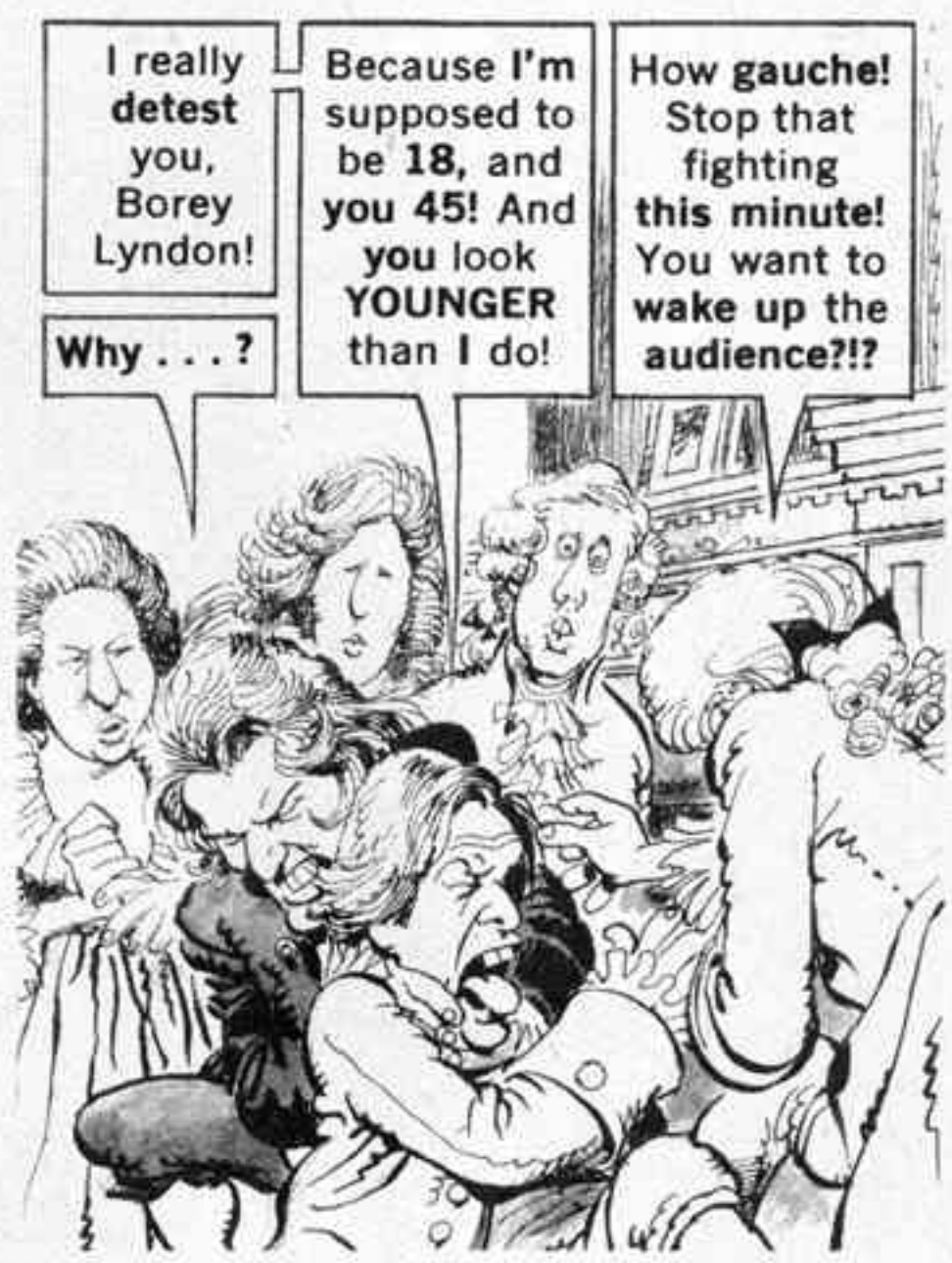


Oh, Borey ... I don't like to see you fawning on people ... just to get a Title!

Me ... ???
Fawning on people? That is nonsense!

Ohhh! I am so **SORE** from that hard ride this morning!

Let me kiss it and make it better!
SEE!!



I really detest you, Borey Lyndon!
Why ... ?

Because I'm supposed to be 18, and you 45! And you look **YOUNGER** than I do!

How gauche! Stop that fighting this minute! You want to wake up the audience!?



Could I still get a Title, Your Grace?

After your childish tantrum, there's only one possible Title left to you: "**The Marquis de Cocky-Doody!**"

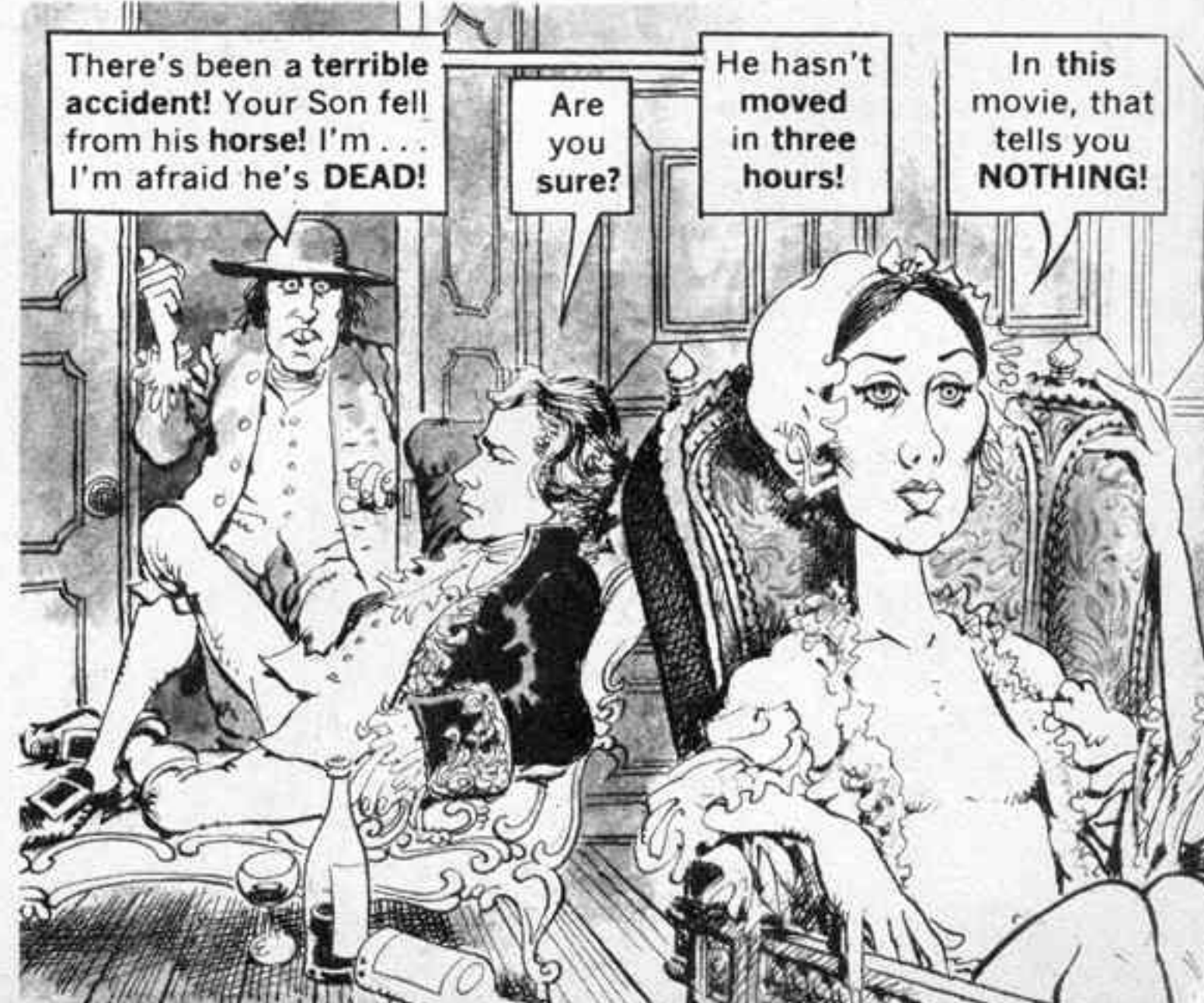
Does it come with a castle?
No ... a sandbox!



Would you like to play catch with me, Son ... ?

No, thanks!
Why do you always avoid him?

Because when they signed me for this part, they promised me I'd be playing opposite "**O'Neal, the ACTOR!**" And I thought they meant "**TATUM!**"



There's been a terrible accident! Your Son fell from his horse! I'm ... I'm afraid he's **DEAD!**

Are you sure?

He hasn't moved in three hours!

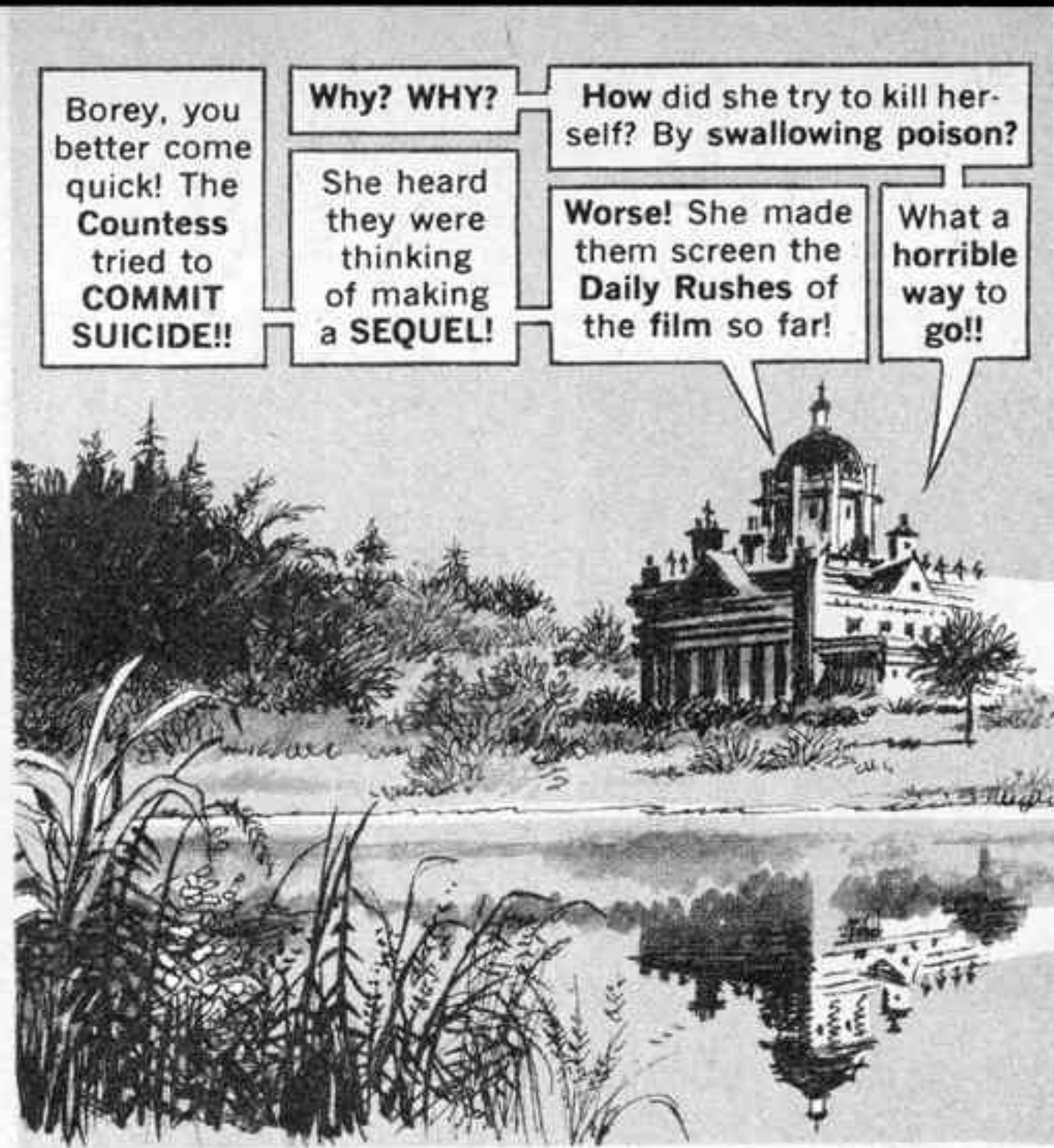
In this movie, that tells you **NOTHING!**



Daddy, I'm sorry I disobeyed you and rode my new horse!

That's all right, Son! Love is never having to say you're sorry!

Boy, does that guy get mileage from one lousy line!



Borey, you better come quick! The Countess tried to COMMIT SUICIDE!!

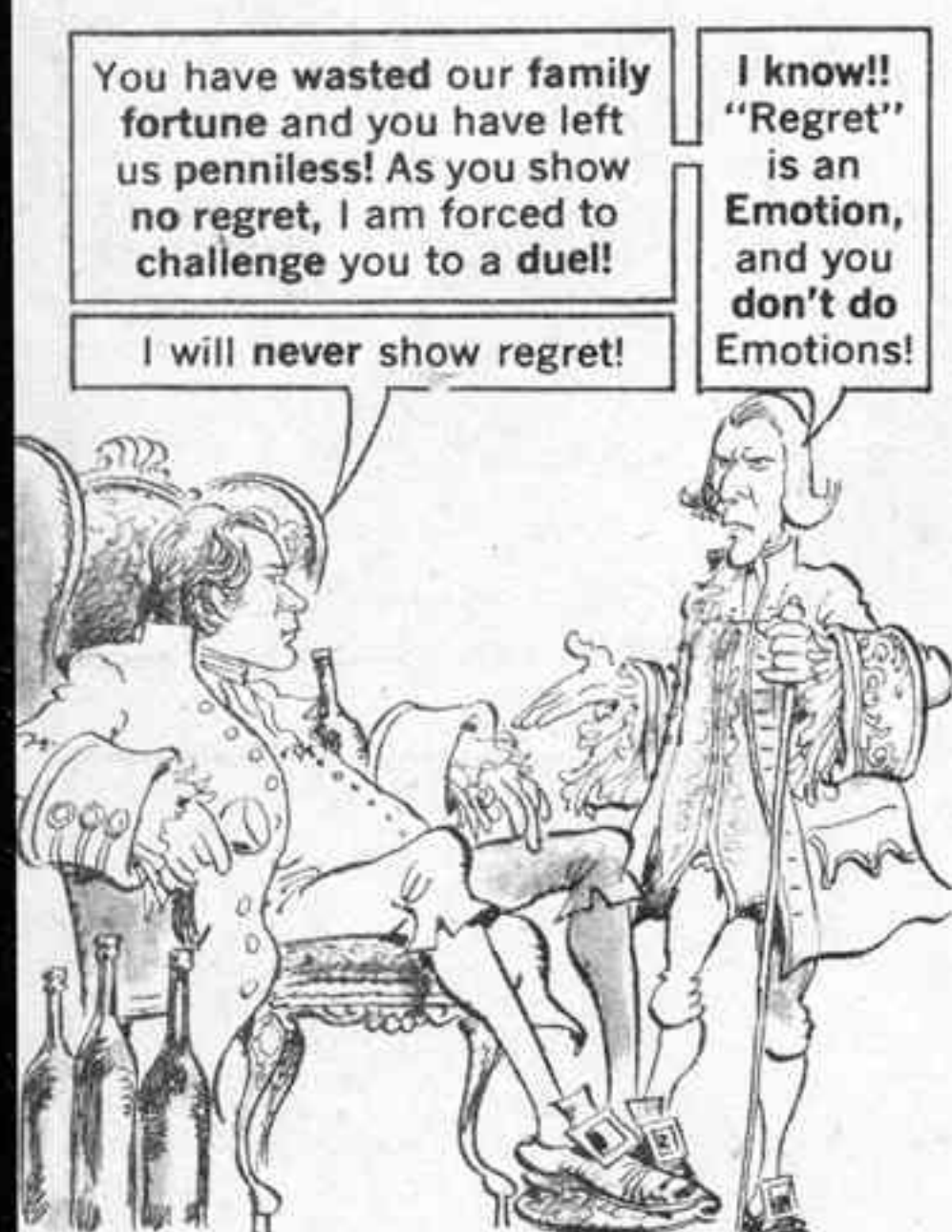
Why? WHY?

She heard they were thinking of making a SEQUEL!

How did she try to kill herself? By swallowing poison?

Worse! She made them screen the Daily Rushes of the film so far!

What a horrible way to go!!



You have wasted our family fortune and you have left us penniless! As you show no regret, I am forced to challenge you to a duel!

I will never show regret!

I know!! "Regret" is an Emotion, and you don't do Emotions!



Are both duelists ready?

Not me! I have to throw up! From fear ... ?

No ... from your acting!



I ... I cannot kill my Wife's Son!

I speak for everyone when I say that you have done a noble and generous thing!

Yes! I will NOT be so generous!

Speak for YOURSELF!

VIP
BLAM!

VIP



You missed, kiddo!

Really? When I whistle "God Save The King" ... try tap-dancing to it!

BLAM



OWWW!

That's the sound of one foot, tapping!!

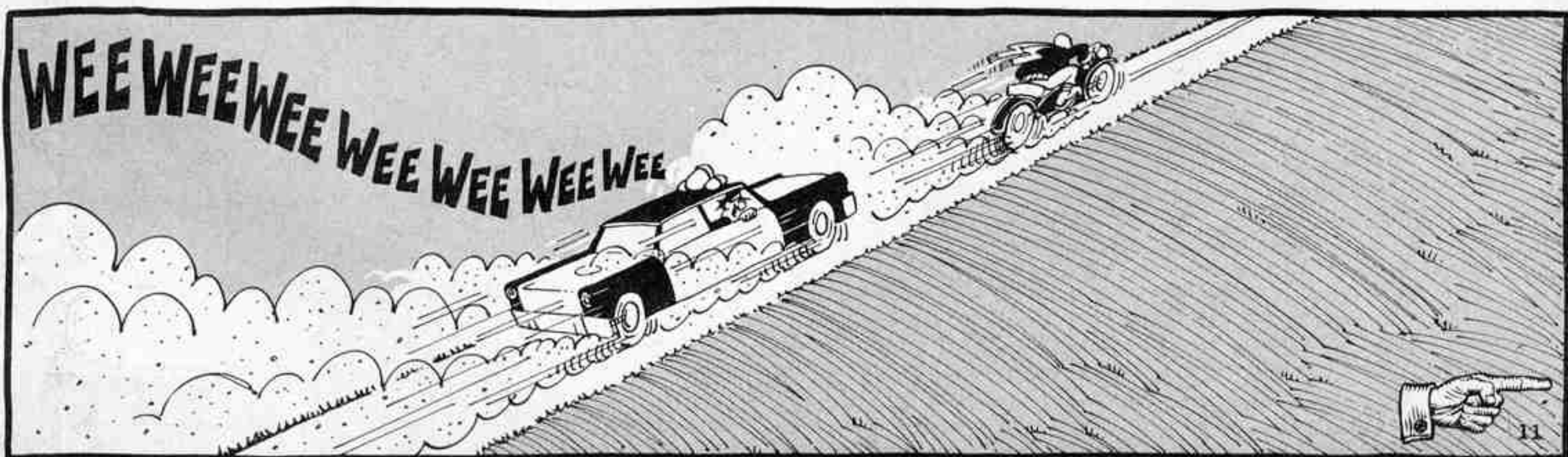
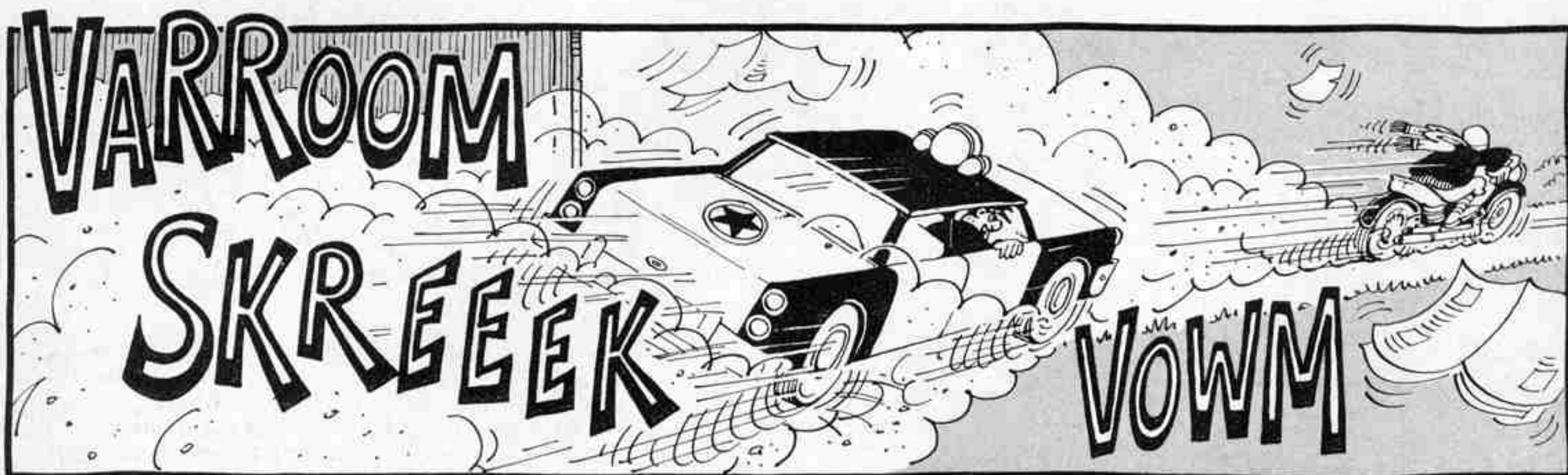
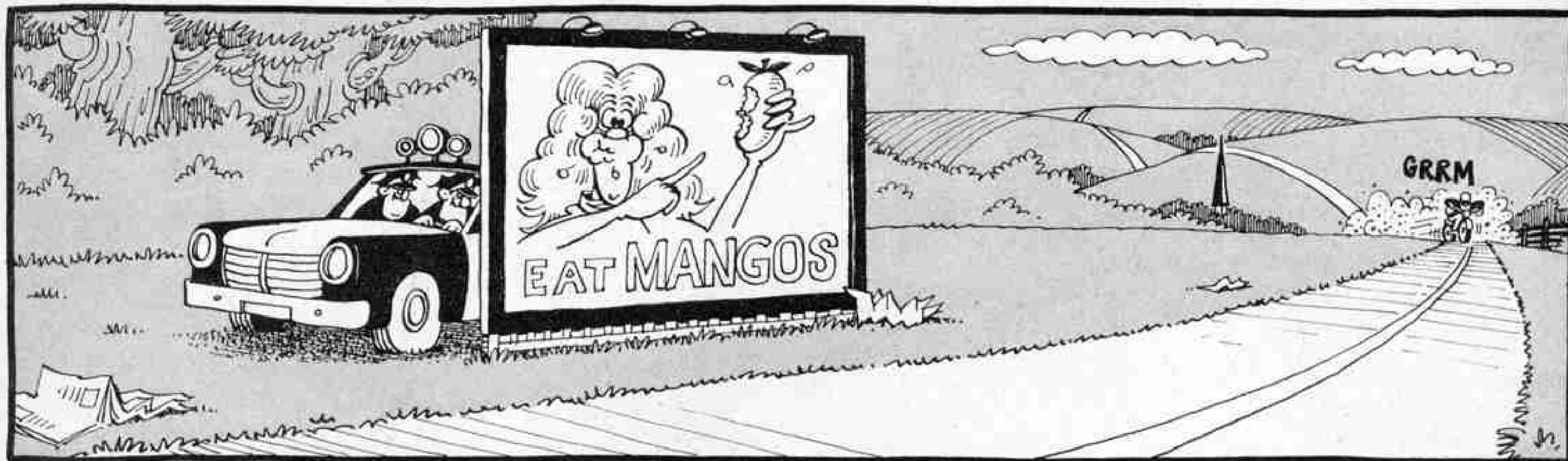


I will give you this 500 Guineas for life on one condition! That you will never, never, never return!

But ... but you are penniless! Where did you get the money?

The audience chipped in!

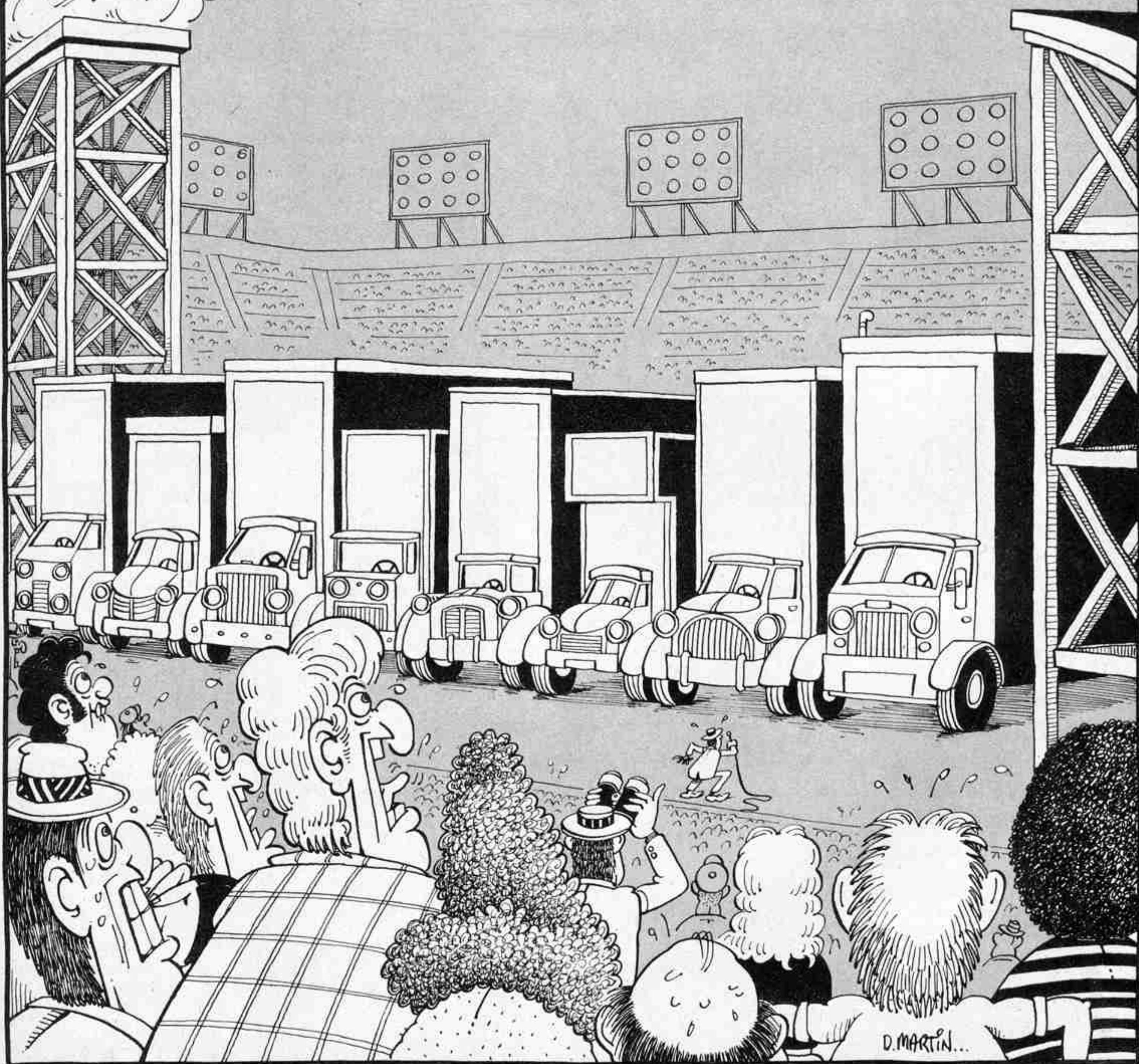
ONE DAY ON THE HIGHWAY



WEE WEE WEE WEE WEE

FROOM

POW



OLD FOLKS TOME DEPT.

The big craze these days is nostalgia, with so many books being written about famous people of the past and what's finally happened to them. Well, in twenty years or so, the famous people of today will become the trivia of yesterday. With this fact in mind, let us peek into the future at one of the books we'll be reading sometime in the 1990s, namely...

WRITER: FRANK JACOBS AGING BY: BOB CLARKE

THE STARS AND CELEBRITIES OF
THE 1970s—WHERE ARE THEY NOW?
WHAT ARE THEY DOING TODAY
IN THE YEAR 1996?

WHATEVER BECAME OF...?



WHO'S FRANK
KICKING TODAY?



IS GEORGE STILL
MASQUERADING?



WHAT'S MUHAMMAD
ALI SAYING?



WHO IS CHER
MARRIED TO NOW?



WHAT'S PRESIDENT
NIXON DOING?



WHO'S HOWARD
BIG MOUTHING?

PHOTOS BY U.P.I.



FRANK SINATRA

Now eighty years of age, Frank Sinatra lives in an isolated cabin somewhere in the Mojave Desert. After his final comeback tour in 1986

during which he bit a woman newspaper reporter in Calcutta, he entered the Old Singers Home in Palm Springs, California, but was thrown out for slugging a night nurse. Except for his long-time buddy Dean Martin (now 79 and recently recovered from a liver transplant), Sinatra refuses to see anyone, spends his days listening to his old recordings and kicking coyotes.



GEORGE PLIMPTON

George Plimpton, who first gained fame posing as a Pro Football Player, has continued to masquerade as other people. After trying his hand as a Jai-alai Player and a Yo-Yo Expert, he left sports in the late 1970s and became, successively, a Mafia Hired Killer, an Open-Heart Surgeon, a Supreme Court Justice and, briefly in 1983, an American Airlines Stewardess. Although



Plimpton has not been heard from since 1986, it is believed he is winding up his most demanding role, living the life of a Convict doing 10 years hard labor at the Illinois State Penitentiary.



THE BEATLES

It's hard to believe that these four men, now all in their fifties, once dominated the pop music scene. George Harrison today is an Anglican Minister in the small British town of East Grivney, where he accompanies the local choir on guitar during Sunday Services. One of his neighbors is Paul McCartney, now eking out a

living as a Music Teacher, after going bankrupt when the British pound collapsed in late 1986 and Britain was taken over as a colony of Canada. Ringo Starr emigrated to Australia in 1989 and is a Sheep Farmer. John Lennon, shown here at his New Mexico commune in 1990, has vanished completely from sight.



JIMMY CONNORS

Considered the top Tennis Player of the mid-1970s, Jimmy Connors was banned from tournament play in 1981 when, after a close "out" call at Wimbledon, he pulled the Line Judge down from his seat and pummeled him in front of 15,000 spectators. Earlier, he was disqualified at Forest Hills when he lay down in mid-court and threw a 10-minute tantrum, then broke his racket over the head of a heckler. Now 48, a



Camp Counselor in the Catskills, Connors sulks a lot, is still undecided about his relationship with Chris Evert (now 45 and happily married to an Insurance Salesman in Fort Worth).



CHER BONO

Cher Bono, who recently turned 50, lives quietly in an automobile camper with her eleventh husband, none other than Sonny Bono, whom she remarried in 1983 after unsuccessful

marriages to Gregg Allman (11 days), Mick Jagger (6 weeks), Warren Beatty (9 hours), David Carradine's accountant (6 days), and five others, none of whom was around long enough to reveal his name. Cher retired after her TV show was cancelled in 1977, but still hopes to make a comeback if she "can find the right partner." Current choice: 94-year old Will Geer, still spry after retiring last year from "The Waltons".





RICHARD NIXON

Shortly after he resigned from the Presidency, it was said by many people that Richard Nixon couldn't get elected Dogcatcher. Nixon

proved them wrong being voted Dogcatcher of San Clemente in 1982 by a two-to-one margin (36 votes to 18). Now 83 and in his 14th consecutive term, he intends to hold on to the post

"as long as I can carry the burden". Nixon's years as Dogcatcher have been free of scandal, despite some criticism by the press of his treatment of a fox terrier in 1991.



MUHAMMAD ALI

Now in his early fifties, Muhammad Ali is a Poetry Instructor at the University of Mississippi. The ex-heavy-weight champ quit boxing in 1976 to become emcee of his own late-night television talk show, which enjoyed a brief success until the CBS network cancelled it when Ali refused to allow any of his guests to

speak. After two losing tries at the U.S. Senate, he ran for the Presidency in 1984 as the write-in candidate of his "I Am The Greatest" Party, winding up with no electoral votes whatsoever.



HOWARD COSELL

Known as the man who told it "like it is", Howard Cosell left sportscasting in 1981 to work for the State Department. His appointment as Roving Goodwill Ambassador got off

to a shaky start when his comments on table tennis broke off U.S. relations with China. Sent to South America, his remarks on bullfighting touched off anti-American riots in Brazil, Argentina and Ecuador. Now 78 and semi-retired, Cosell is considering a return to sportscasting to "blow the lid off," as he puts it, "corruption that permeates every area of water skiing."

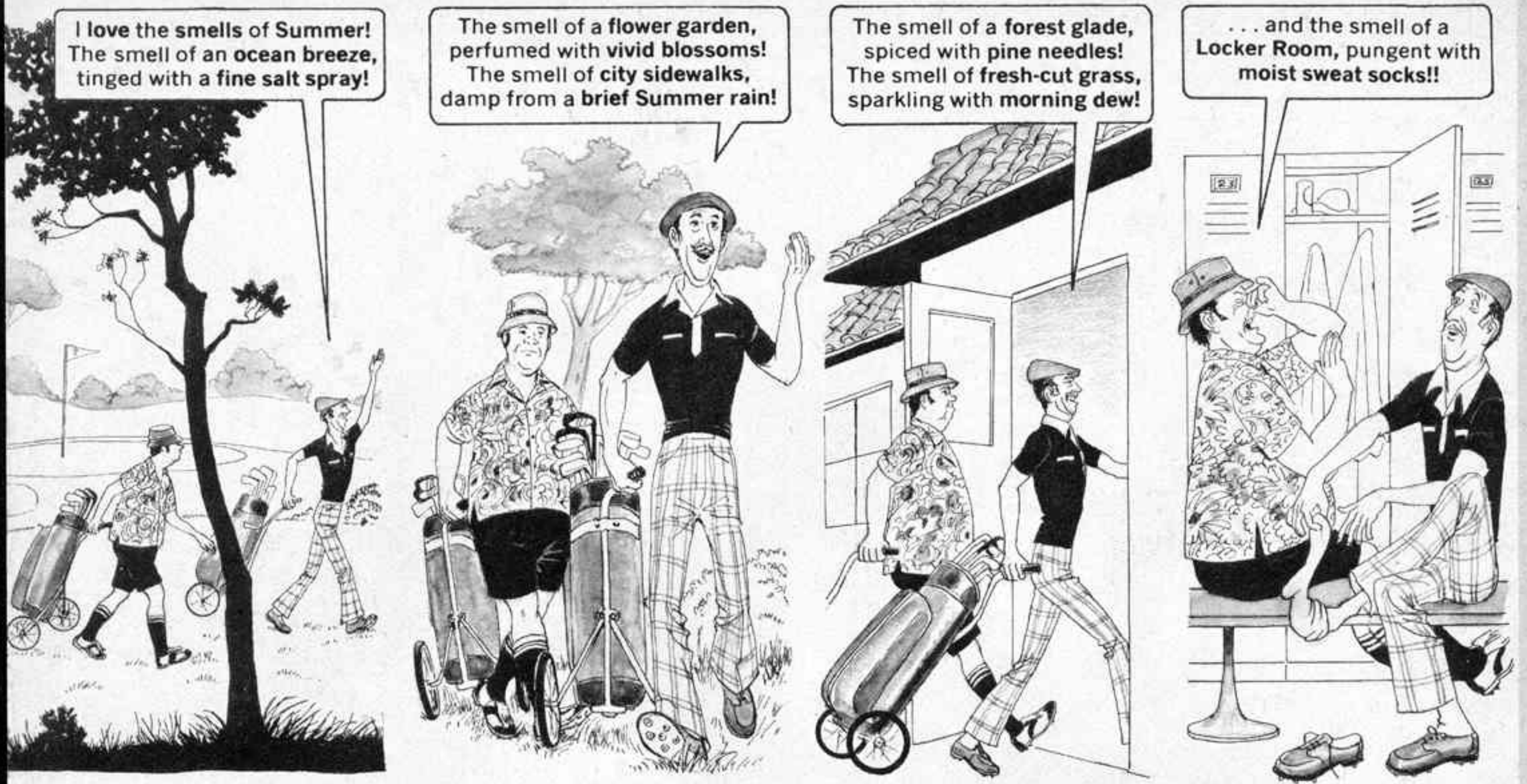


AL PACINO

Al Pacino began his screen career in 1972 playing Michael Corleone in "The Godfather", ended it in 1984 playing the same role in "The Godfather Part VI". In between, he starred in a Broadway musical based on "The Godfather", called "The Mob's All Here," in which he sang the Hit song, "I've Got A Contract

Out On You." His last acting job was in the TV comedy series, "The Crazy Corleones", since which he has been confined to his home in Beverly Hills with what doctors call "an identity crisis".

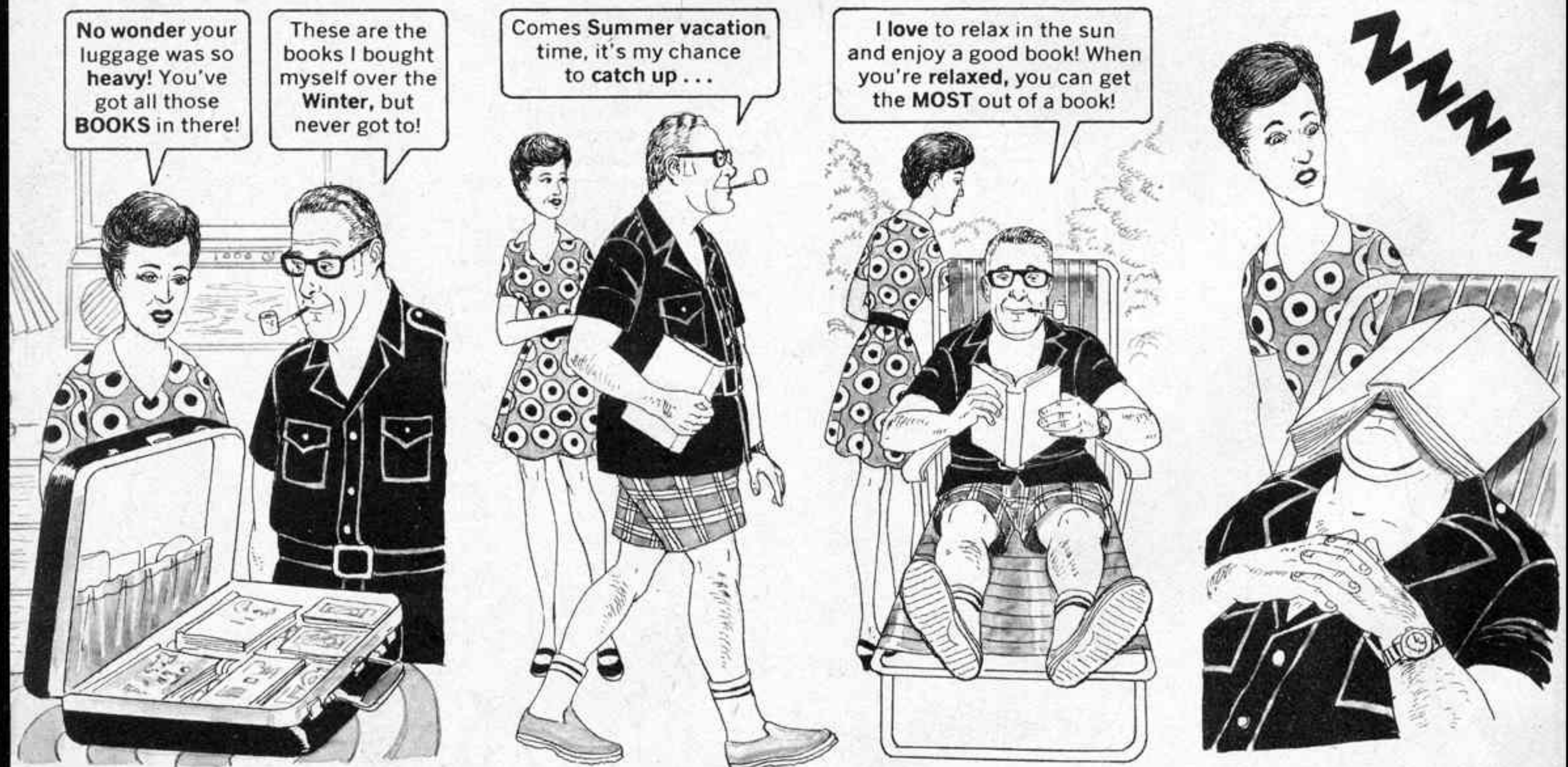


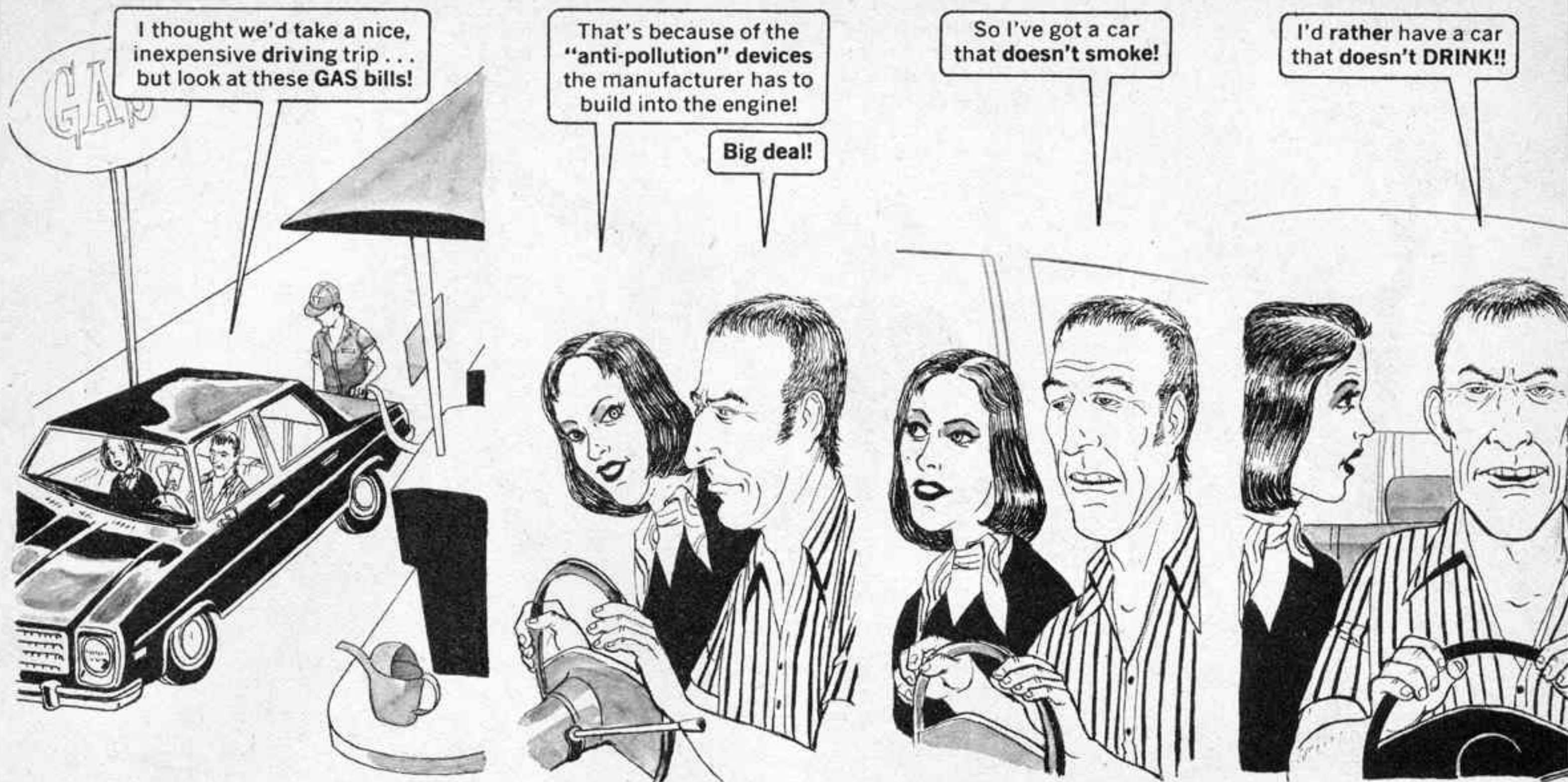


BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

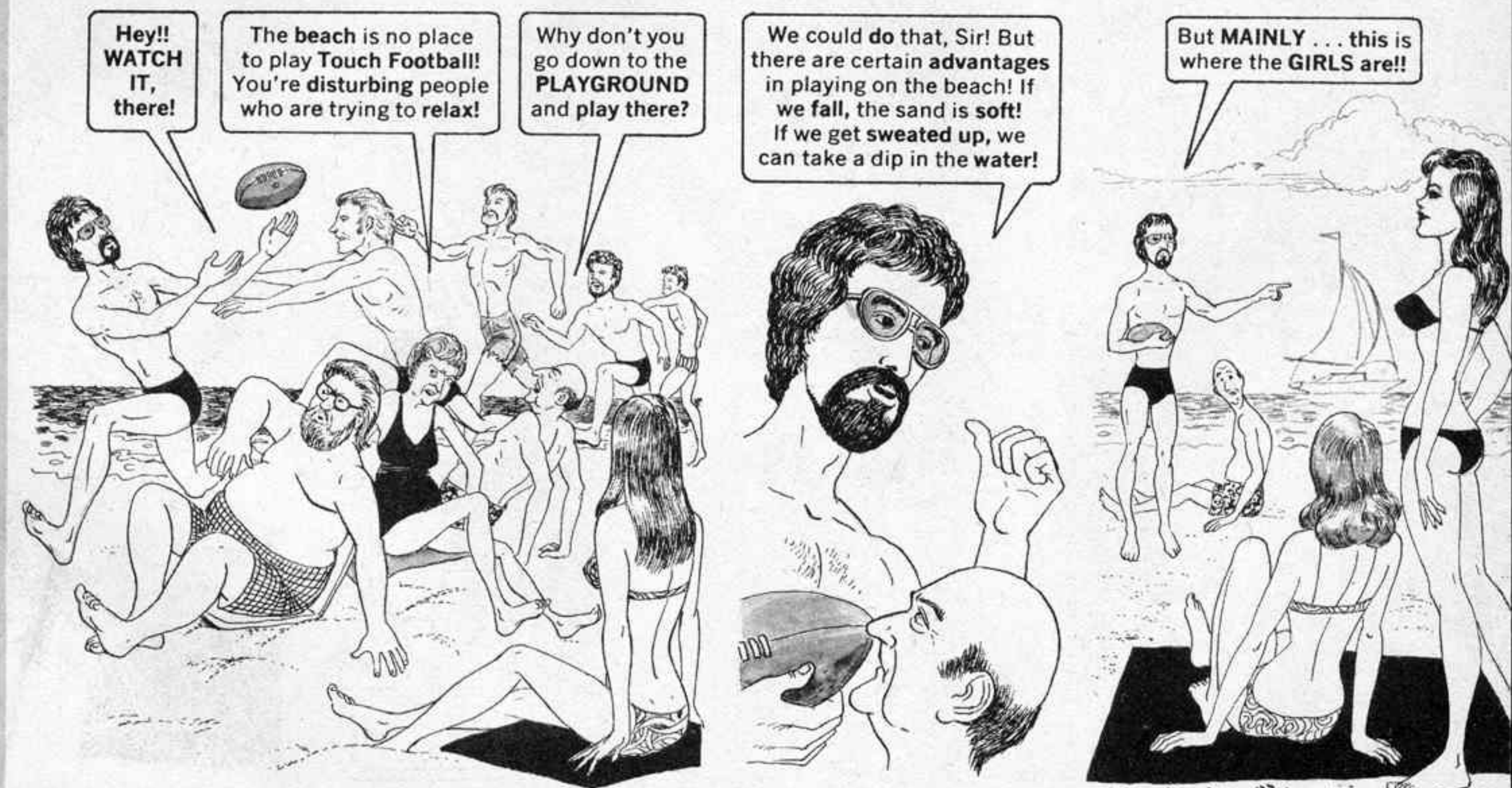
THE SU





WINTER SCENE

ARTIST & WRITER: DAVE BERG



And what's your Sidney doing this Summer...?

Oh... he's all involved with Sports!

Baseball... Tennis... Golf... Track... Soccer... every sport there is!!

Really? That's funny! He doesn't LOOK IT! He seems so pale and overweight!

That's what being so involved in Sports does to him!

It does?!? With all that exercise, you'd think he'd be in much better condition!!

How much exercise is there in turning on the TV set?!?



That's what I hate about Summer sports! They're mostly so **COMPETITIVE!**

Yeah!

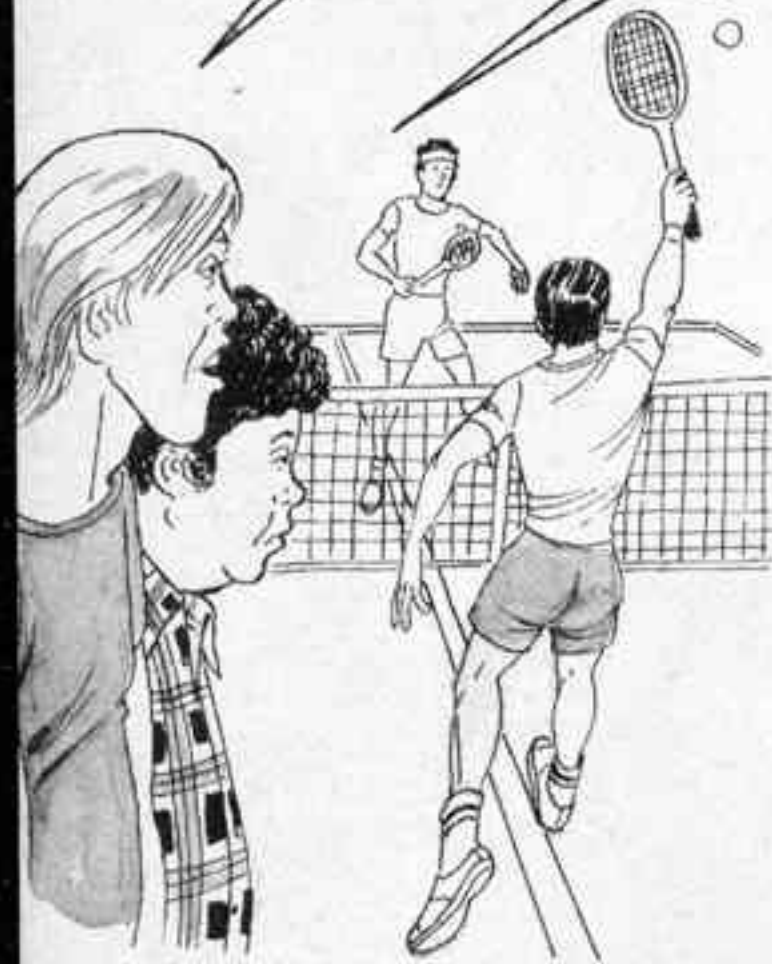
Lots of guys have to show off their Macho! They have to get their kicks out of beating other guys! Well... **NOT ME!!**

Me neither!

I just have **NO NEED** to compete!

Same here!

Oh, yeah?! I'll bet I'm less competitive than you!



Why... may I ask... are you kids playing handball?

Because it's **FUN!**

Oh, is it?! Well, not on **MY** beat! That sign clearly says, "**No Handball Playing Allowed!**"

NO
HANDBALL
PLAYING
ALLOWED

There are plenty of handball courts in the **Playground!** Why not be a couple of nice kids and play down there... where it's **ALLOWED?!?**

Because **THAT'S NO FUN!!**







Dad . . . when you and Mom are on your vacation, what are you going to get me?

GET!! GET!! GET!! That's all you ever think about is what you're going to GET!

For once, can't you think about GIVING?!!



You're right, Dad! I really SHOULD think about giving!

Dad . . . when you and Mom come home from your vacation, what are you going to GIVE ME?



Man, you missed the fun last night!

Yeah . . . the guys and the gals were sitting around with nothing to do, and somebody suggested we go "Skinny Dipping"! So a bunch of us took off for the old Swimming Hole . . .



You never heard so much laughing and giggling! Everybody was horsing around, water-wrestling COMPLETELY BARE!!

Oh, wow . . .



Just my luck, I miss out on all the fun!

Yeah, it was one WAY OUT SPLASH PARTY!



Of course, it would've been much more fun if the gals had joined us!

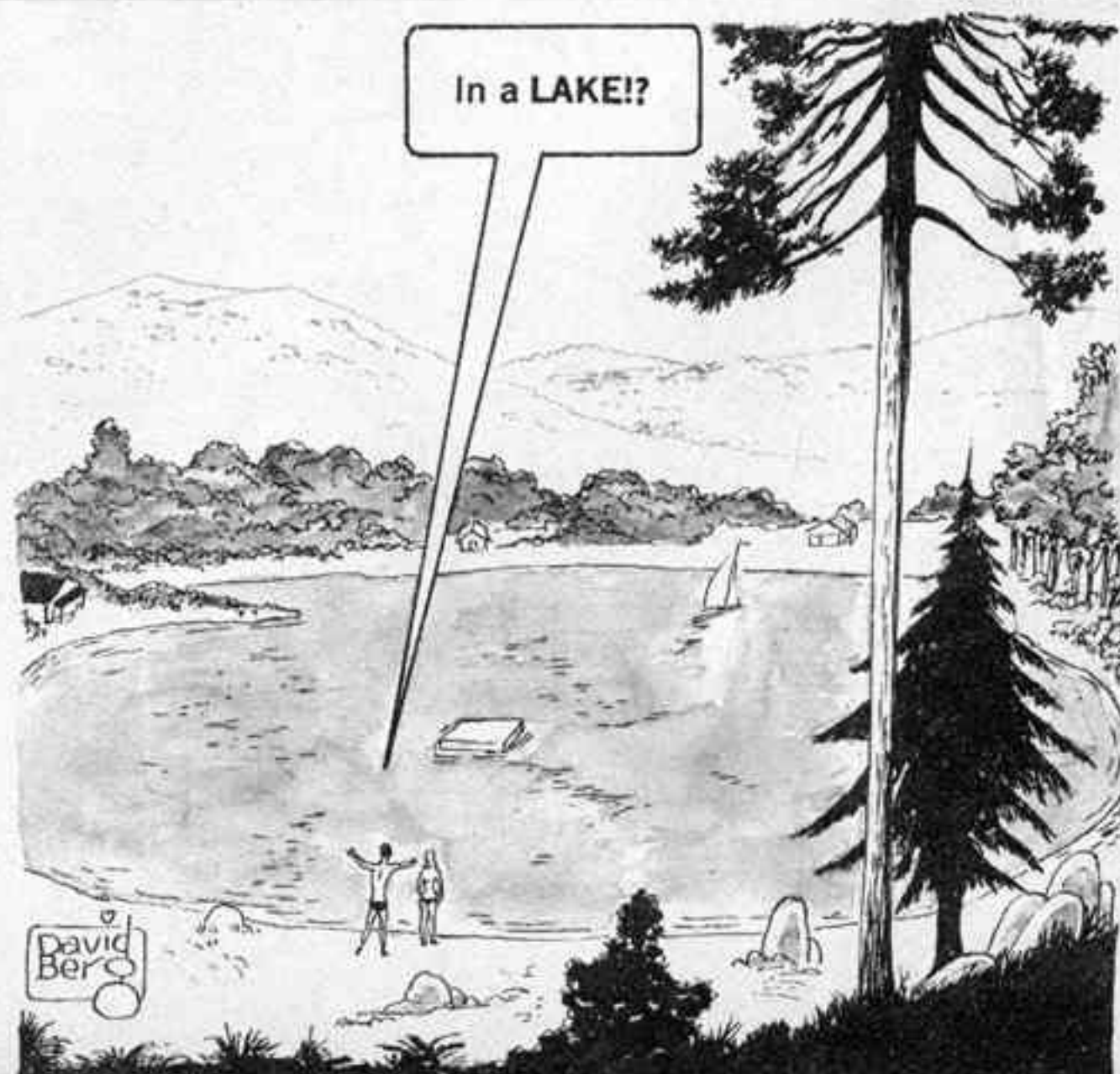


C'mon! I'll race you to the float!

Are you crazy or something?! You're not getting ME out into deep water!!



Seeing "JAWS" last Summer taught me a lesson! I don't know how many SHARKS are out there . . . waiting to tear me into tiny pieces!!



In a LAKE!?

David Berg



A MAD PEEK BEHIND THE SCENES AT THE MAJOR OIL COMPANIES AND THEIR MYRIAD OPERATIONS

ARTIST: JACK RICKARD

WRITER: DICK DE BARTOLO

Gentlemen, certain Government Officials are claiming that, to keep prices high, we aren't operating our refineries at full capacity! So we're issuing a Press Release stating that we are now running our refineries night and day!

What that means is: This week, we'll run them nights . . . next week, we'll run them days, etc.

Also, some reporters are saying that the Major Oil Companies do not operate as "Independents" . . . but work hand-in-hand to establish "policies"! So I propose that we issue a Press Release with the statement that these claims are totally false, that the Major Oil Companies have nothing to do with each other! Is it agreed . . . ?

"SHILL"
agrees!

"EXXUN"
agrees!

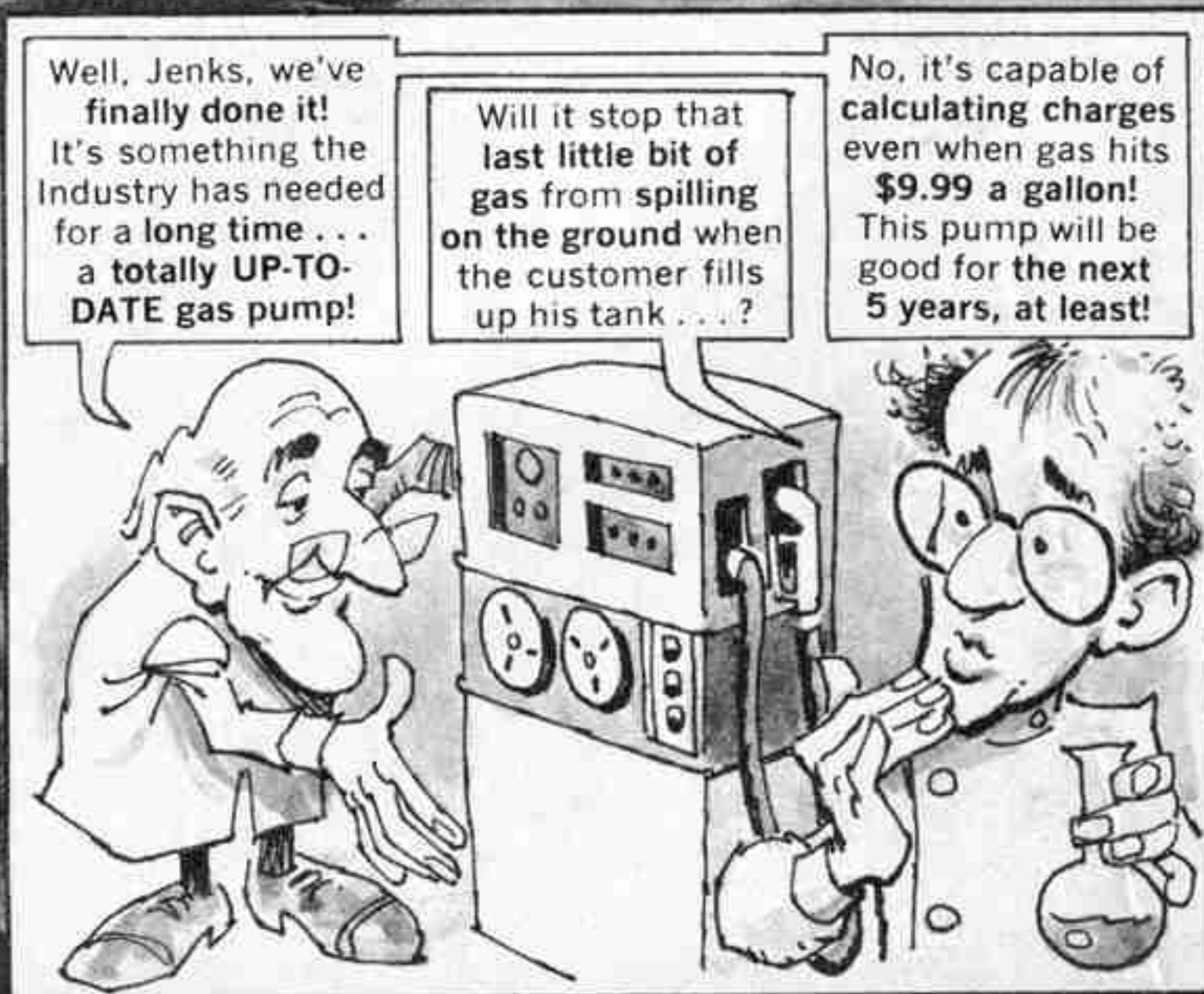
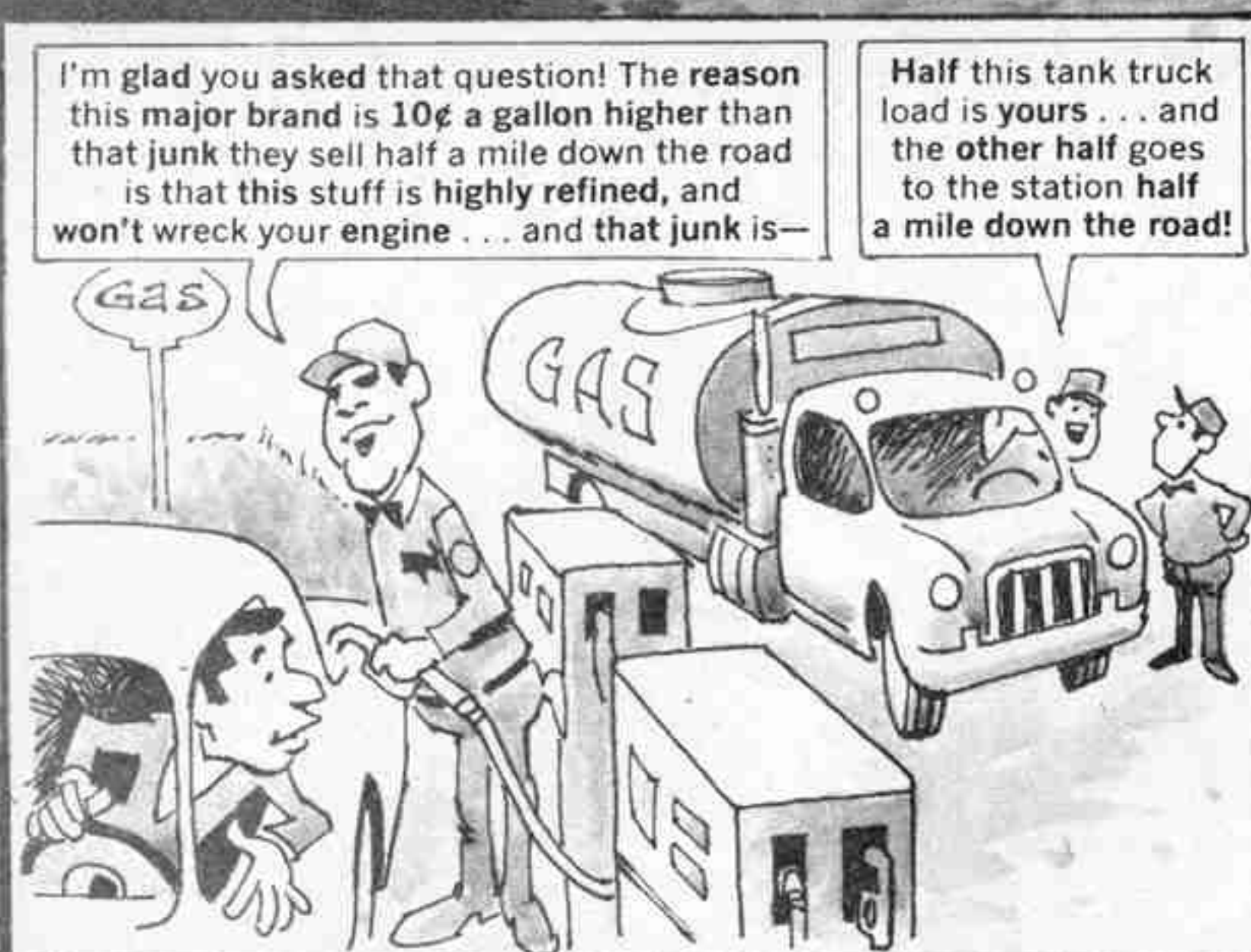
"TEXECO"
agrees!

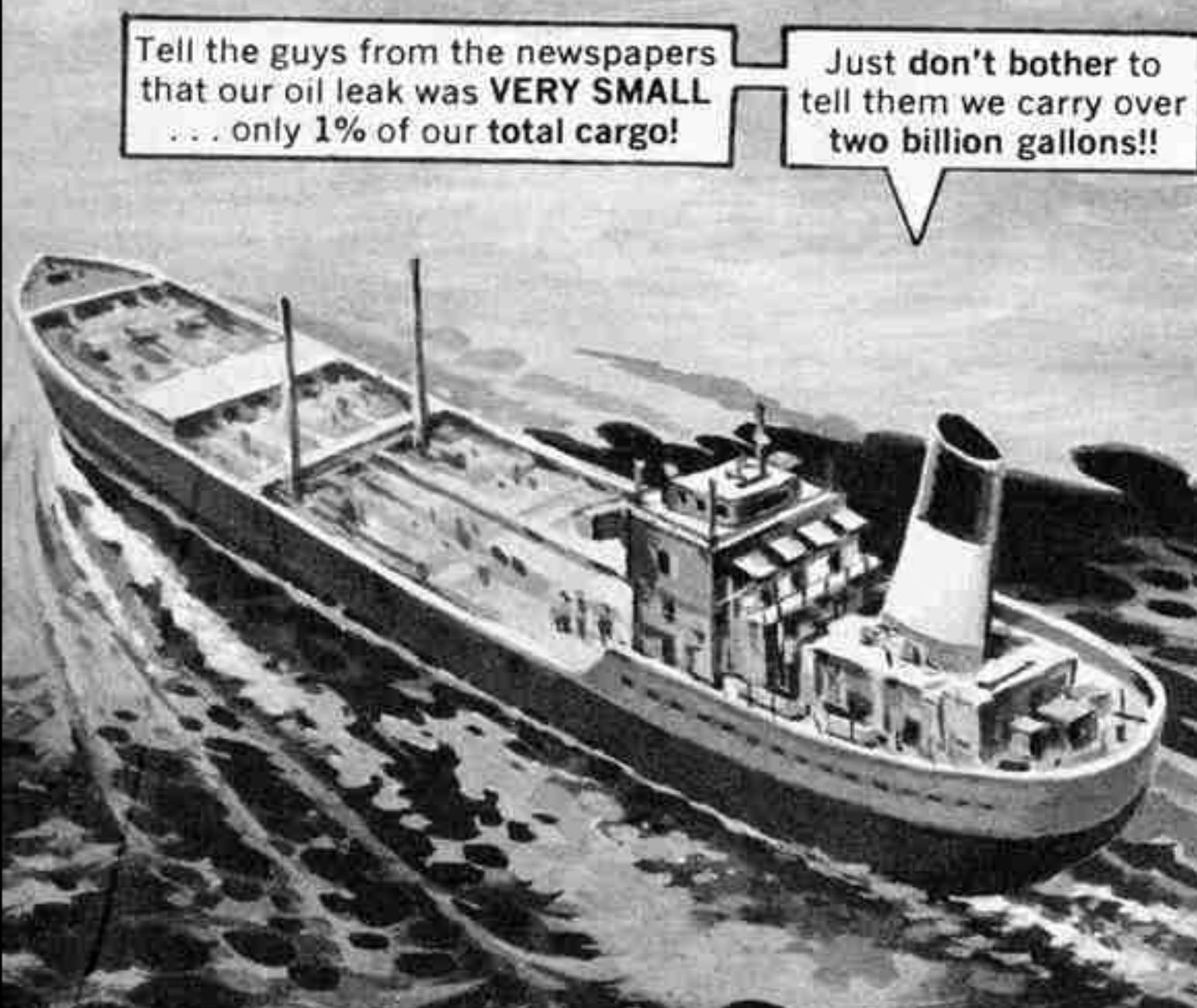
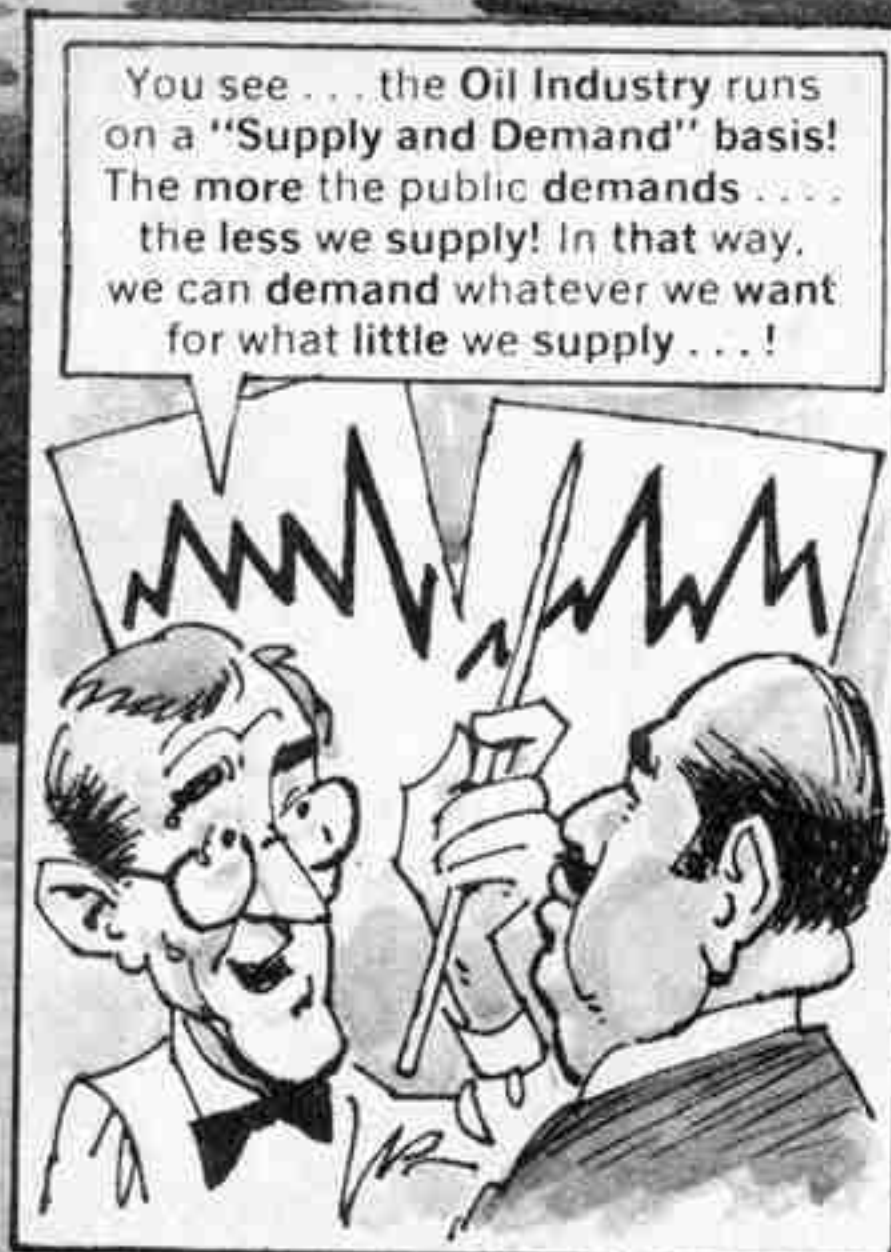
"GEDDY"
agrees!

"MOBILL"
agrees!

"GULP"
agrees!







TELLY LIKE IT IS DEPT.

The most frequent criticism of television comes from those who find TV's emphasis on sex and violence to be "an unrealistic depiction of American life." Apparently these critics get so wrapped up watching all that sex and violence that they never even notice the *really dumb* things on TV. Whoo-boy . . . talk about *unrealistic*! MAD invites all the anti-sex and anti-violence people to tell us if they can . . .

WHERE ELSE

ARTIST: JACK DAVIS

WRITER: TOM KOCH

WHERE ELSE BUT ON TV...



. . . do pet dogs and their charming masters share the amazing trait of never having to go to the bathroom?

WHERE ELSE BUT ON TV...



. . . does a Postman always bring vitally important letters, but never any unsolicited catalogues or bills or junk mail?

WHERE ELSE BUT ON TV...



. . . is it unnecessary for an apartment building to have a directory or an inter-com because there are always twenty gorgeous girls lolling around the pool . . . ready to supply the information (or anything else) a person might desire?

WHERE ELSE BUT ON TV...



. . . is there never the nuisance of taking off coats and galoshes because it's never cold or raining? (In fact, there's rarely weather of *any* kind on TV shows, except on Christmas Eve, when it suddenly starts snowing everywhere.)

WHERE ELSE BUT ON TV...



... do people who are eager for details of some specific news event invariably turn on their TV set at the exact moment the report they want to hear is being broadcast?

WHERE ELSE BUT ON TV...



... does a Landlady invariably have an I.Q. of 65, except when it comes to remembering the height, weight and hair color of every stranger that visited one of her tenants?

BUT ON

WHERE ELSE BUT ON TV...



... can people dial so many calls in frantic haste without ever reaching a wrong number, a busy signal or a recording?

WHERE ELSE BUT ON TV...



... can someone, breaking into a strange office in total darkness, never fail to locate that one important piece of evidence that the police couldn't find when they went over the place with a fine tooth comb in broad daylight?

TV...?



WHERE ELSE BUT ON TV...



... does every hospital maintain a complete spare staff of doctors and nurses that do nothing else but sit around and wait for the next emergency case to be brought in?

WHERE ELSE BUT ON TV...



... is the most profound wisdom dispensed by old duffers who never went to school, never held a job and never even scraped together enough money to buy some new overalls?

WHERE ELSE BUT ON TV...



... is a home-made time bomb expected to explode right on the split second, even though it's always attached to the type of cheap alarm clock that is notoriously inaccurate?

WHERE ELSE BUT ON TV...



... are planes and boats always completely serviced and ready for instant departure, just waiting for crooks to show up and steal them so they can make their getaways?

WHERE ELSE BUT ON TV...



... does anyone needing to make an emergency call always find himself next to a pay phone that's in working order?

WHERE ELSE BUT ON TV...



... are all hospital patients placed in private rooms with doctors and nurses clamoring to provide service?

WHERE ELSE BUT ON TV...



... is it impossible to find someone who just pumps gas—without being the town character, and/or the hatchet man for the local Sheriff, and/or the front for a drug ring?

WHERE ELSE BUT ON TV...?



... do newspapers ignore things like inflation, wars and unemployment in order to devote their page one headlines to some second-rate crime that almost nobody cares about?

WHERE ELSE BUT ON TV...



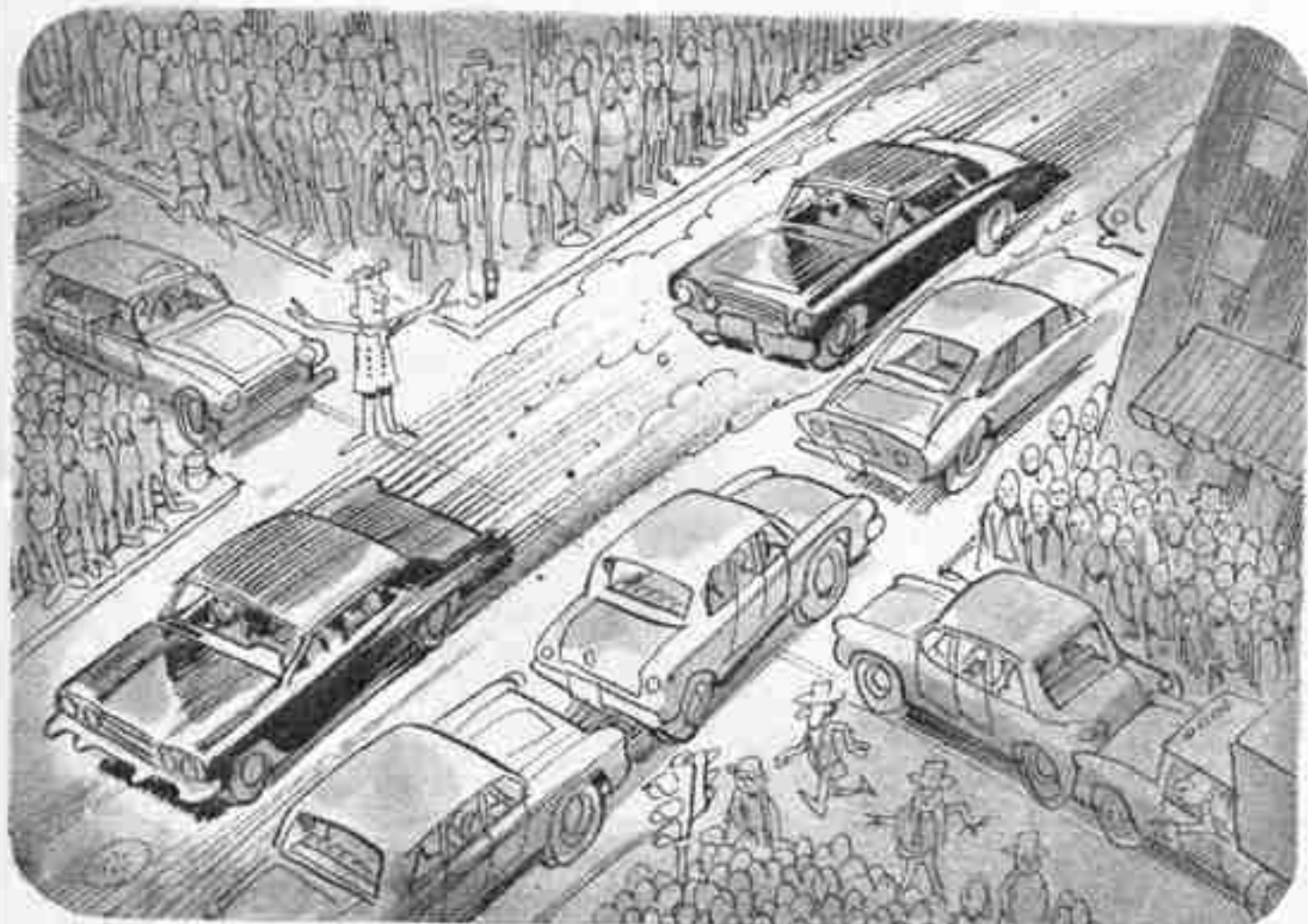
... can a person take one quick glance into a rear-view mirror and immediately differentiate between a car that's tailing him and one that just happens to be going his way?

WHERE ELSE BUT ON TV...



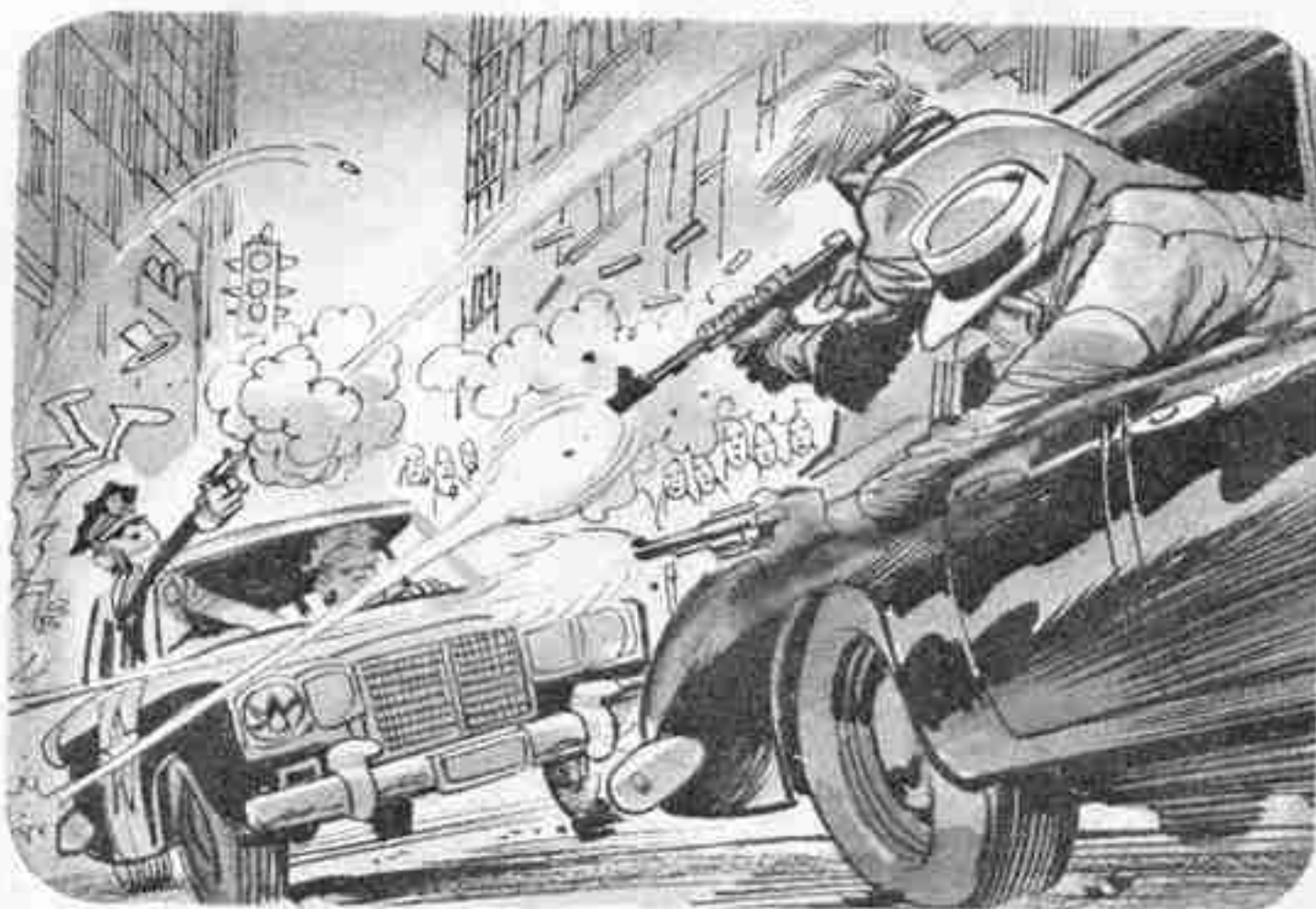
... are restaurants staffed with attentive waiters, all eager to run suspicious errands or fink on their closest friends or even (Hah-hah!) take a patron's dinner order?

WHERE ELSE BUT ON TV...

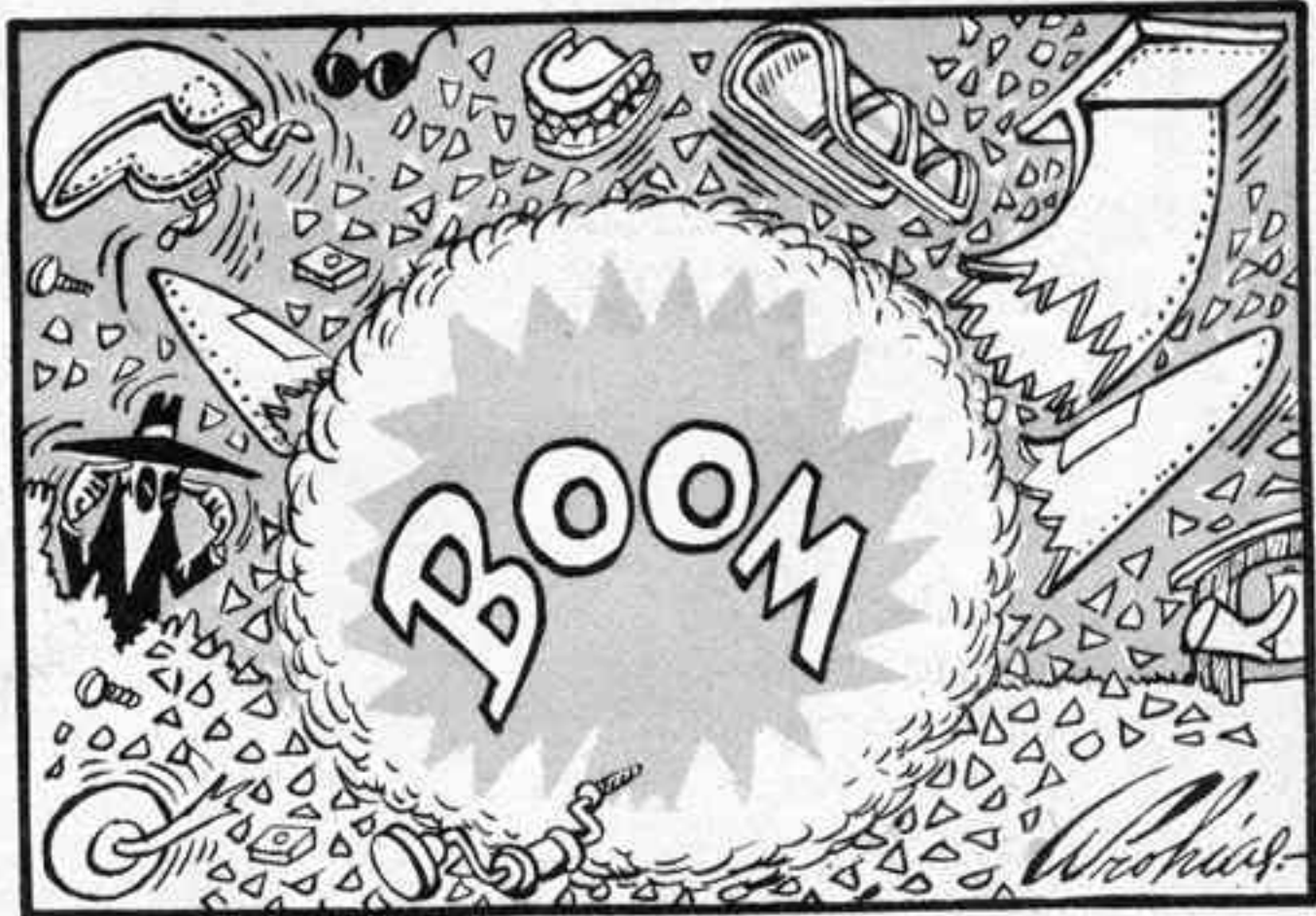
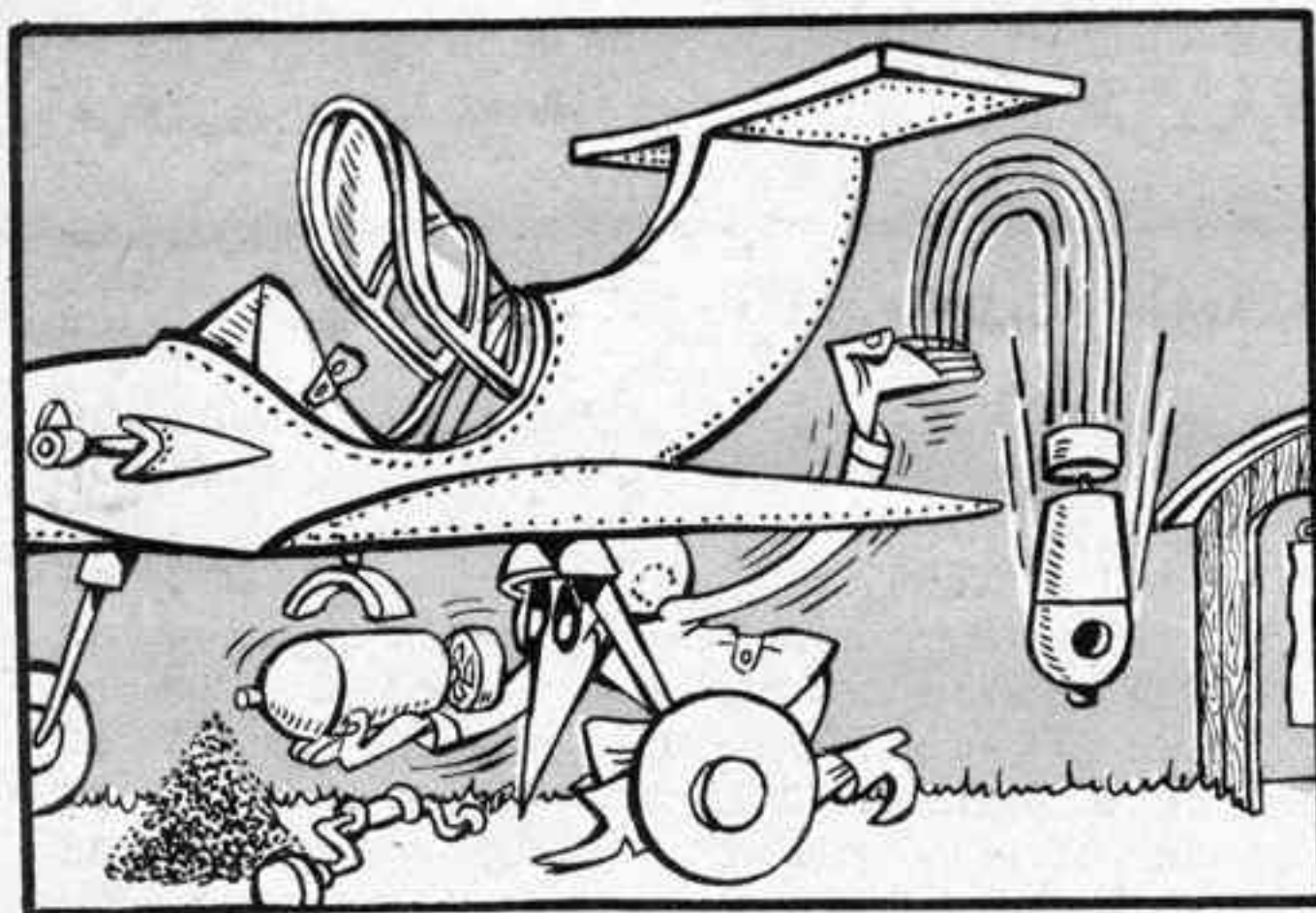
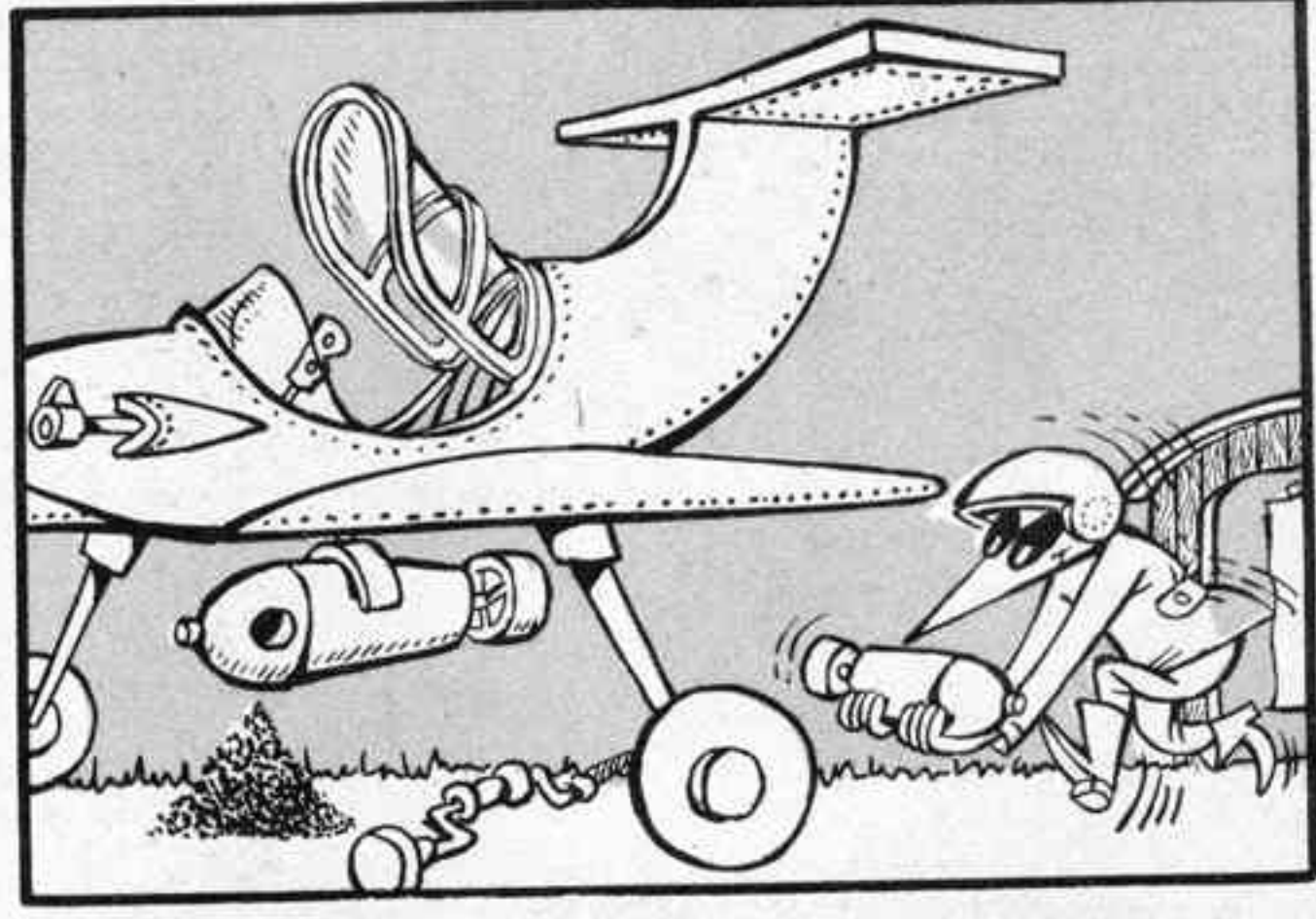
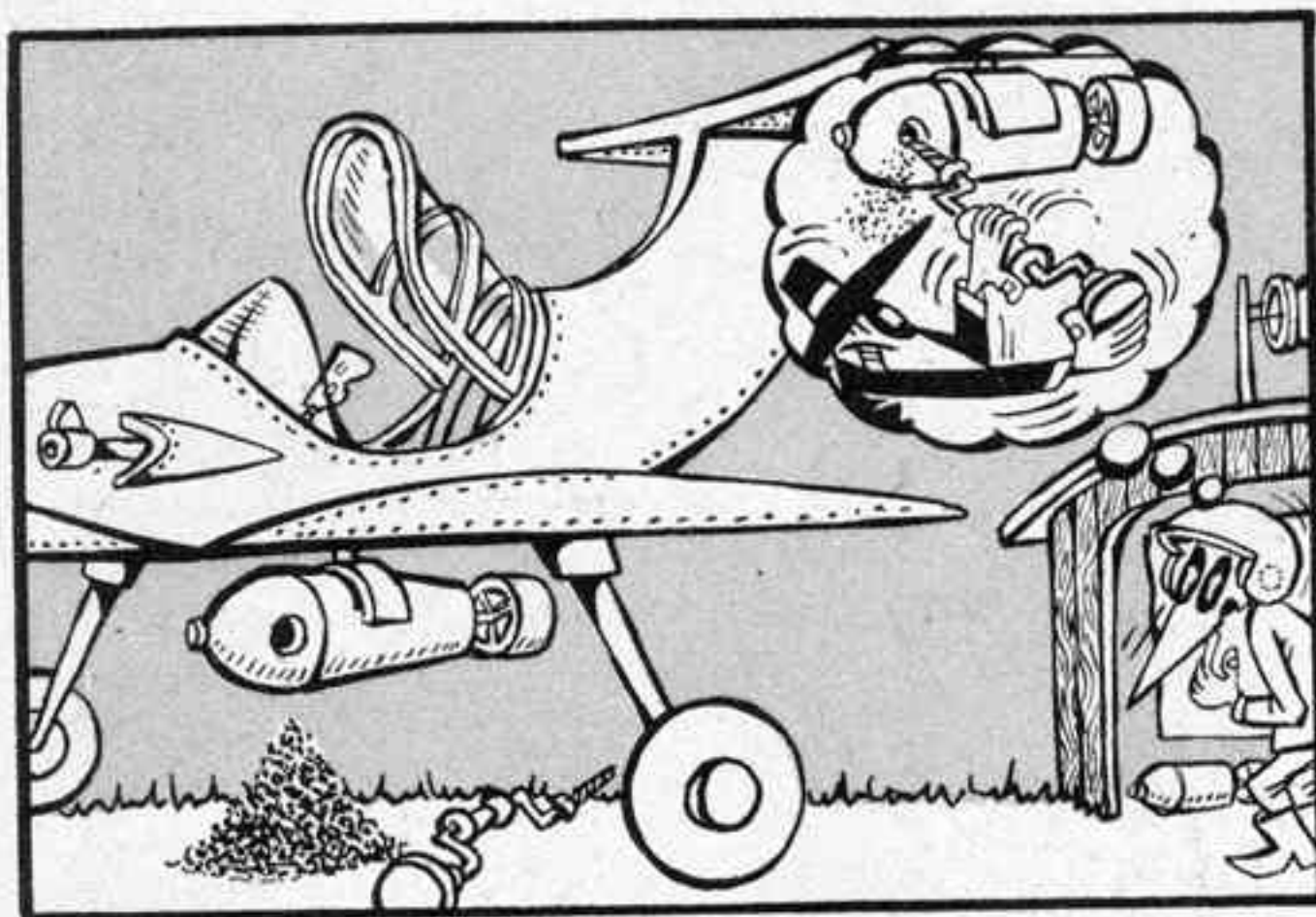
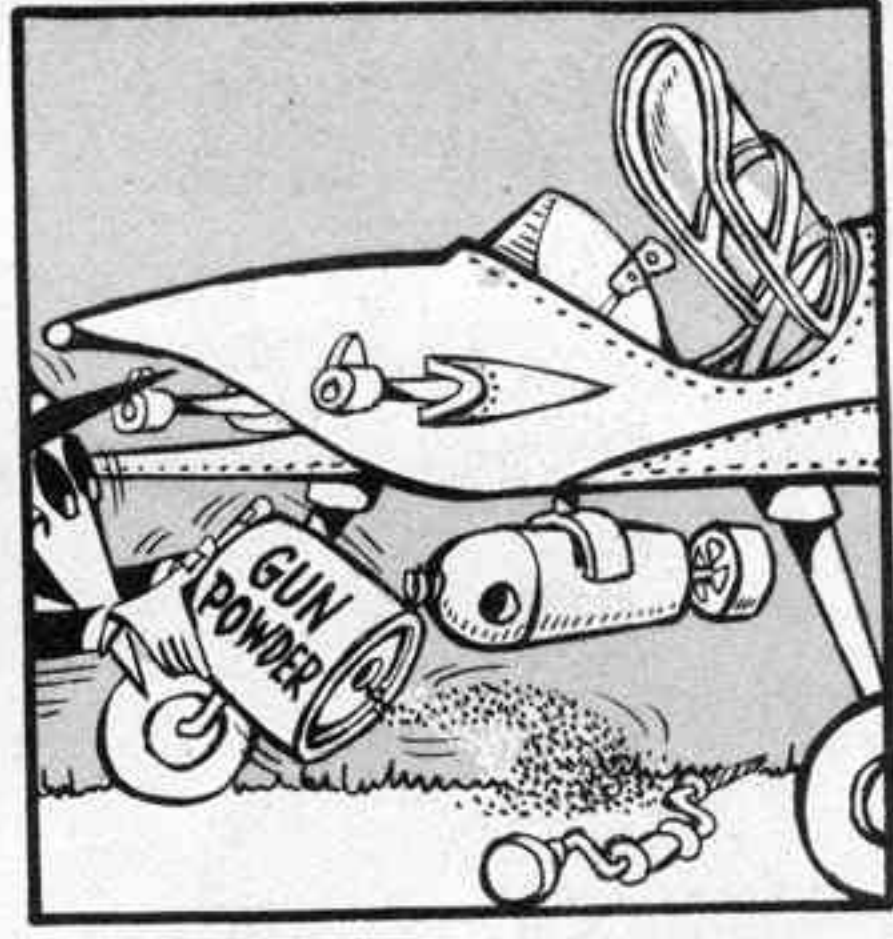
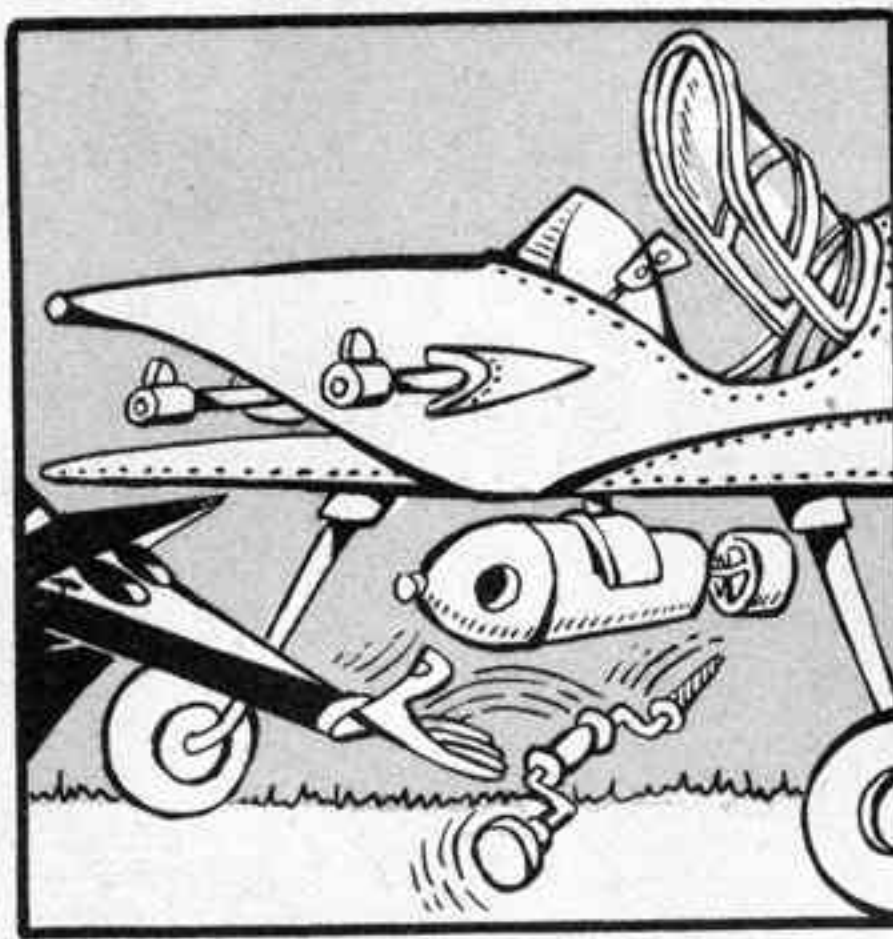
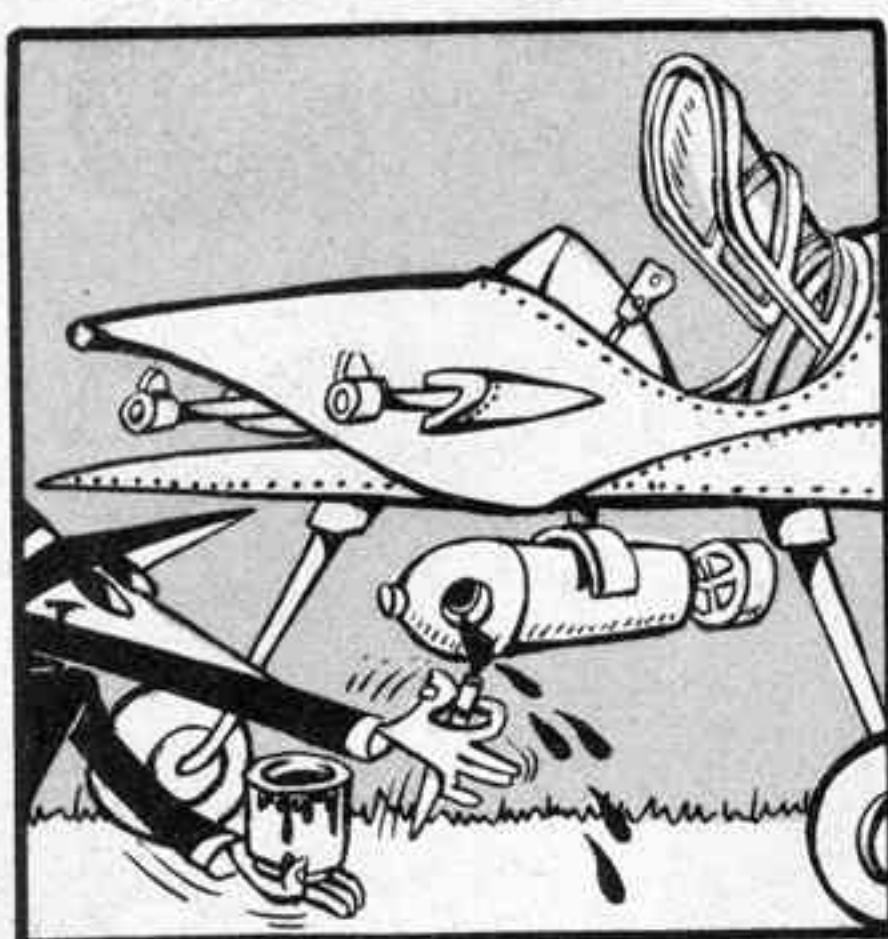
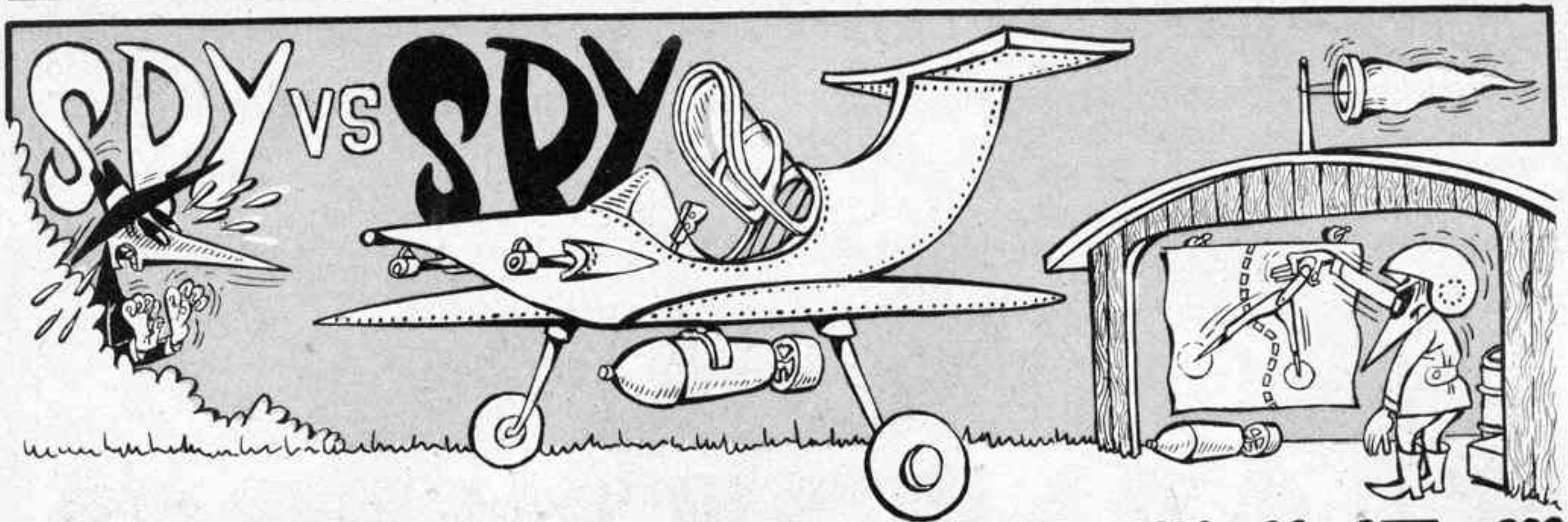


... can two cars engage in a 75-mile-an-hour chase through heavy traffic without ever hitting an innocent bystander?

WHERE ELSE BUT ON TV...



... can people continue to shoot at each other out of car windows while engaged in a 75-mile-an-hour chase through heavy traffic without ever hitting an innocent bystander? 27



A few issues back, we announced that you could now stop daydreaming about "fighting the system" and actually do something about it...mainly, drag those big, arrogant institutions into court and make them pay for all the incompetence, indifference and indignities they've heaped upon you over the years. Because the latest legal fad sweeping the country is the "Class Action Suit." All you need to file one is round up a few hundred other victims who are as hopping mad as you are, hire an attorney to file the legal briefs, and gain satisfaction and self-respect by "throwing the book" at the bums. Here then, you victims, are...

MORE LAWSUITS We'd Like To See

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH



Civil Court for
Uncivil Allegations
District of Columbia
District

THE
BAMBOOZLED CONSUMERS
OF TELEVISIONLAND
versus
THE FORKED TONGUED
ADVERTISING AGENCIES
OF AMERICA

Herein charged with:
Telling baldfaced lies
for fun and profit



HAVING ESTABLISHED that all aspirin is really alike, and

HAVING ESTABLISHED that ugly men who use expensive after-shave lotion still wind up with ugly girls, and

HAVING ESTABLISHED that results of gasoline economy runs are never duplicated by normal people driving normal cars,

THE PLAINTIFFS now seek redress of grievances against all named defendants in the form of (1) prompt refund of money as promised by advertising copywriters, and (2) prompt imprisonment of advertising copywriters as provided by anti-fraud laws.



Court of Last Resort
26th District

SICKLY CITIZENS OF THE CENTRAL STATES

seeking vengeance against

THE MEMBERSHIP OF THE AMERICAN MEDICAL ASSOCIATION

Summary of Charges Levied
Herein: Utilizing Arrogance
to reduce patients to
blubbling vegetables



DETERMINING beyond all doubt that doctors arrogantly schedule office calls in a manner calculated to keep infected patients crowded together in waiting rooms for long periods of time, and

DETERMINING FURTHER that said periods of anxious waiting time are designed to stupify patients into quick acceptance of mis-diagnosis and costly treatment.

NOW, THEREFORE, said patients demand court permission to send bills to their doctors based on the following schedule of fees:

Forced waiting time beyond scheduled appointment hour—

—\$1.00 per minute

Contagious diseases caught from other waiting patients—

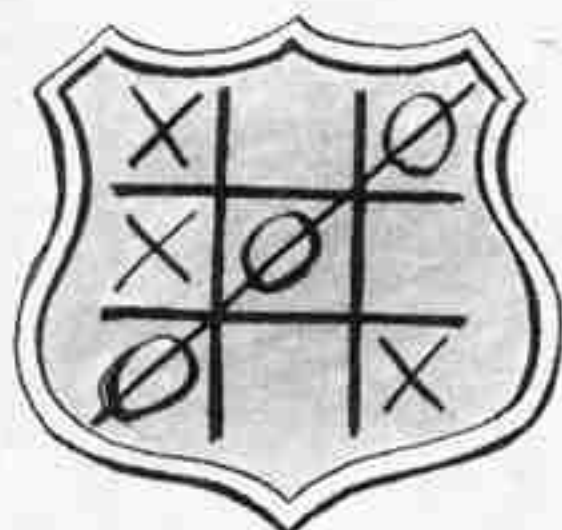
—\$50.00 per illness

Receiving prescription for drug that worsens conditions—

—\$25.00

Ego destroyed by doctor's standard office procedures—

—\$100.00



The Fairly Unappealing
Court of Appeals
Northern
Ohio District

THE DISCONNECTED TELEPHONE SUBSCRIBERS OF AKRON, OHIO

(As Plaintiff)
vs.

THE DISINTERESTED EMPLOYEES OF THE AKRON TELEPHONE CO.

(As Defendant)

The Charge as Detailed
Herein:

Behaving like a bunch of
\$#%&! for no \$#%&! good reason!



THE AGGRIEVED PLAINTIFFS come now before this court to seek cash judgements from the defendants after suffering suspension of telephone service for any or all of the following invalid reasons:

1. Customer refusal to pay for operator-assisted call to the right number in the wrong code area.

2. Voicing complaint about perpetual monthly charge for Princess phone that was never ordered.

3. Resisting acceptance of collect calls from unknown parties who were trying to reach someone else anyway.

4. Objecting to extra charge for restoration of service after it was disconnected for any of the above listed reasons.



The Superior
Superior Court
Superior, Wisconsin

THE
DISENCHANTED RECENT
GRADUATES OF
HOOHACK COLLEGE

vs.
THE
ADMINISTRATION
AND FACULTY OF
HOOHACK COLLEGE

General Allegations
Brought Forth:
Offering a \$12,000 education
that qualifies students for
\$6,000 jobs.



WHEREAS the plaintiffs have paid exorbitant tuition to sit through such required courses as "Introduction to French Poetry," "Intermediate Anthropology" and "Advanced Urban Problem Solving," and

WHEREAS knowledge acquired in said courses has proved utterly worthless in obtaining better jobs than those available to tenth grade drop-outs,

THE PLAINTIFFS do, therefore, each demand damage payments in the amount of \$20,000 per annum until reaching the normal age of retirement, if they could ever find a decent job to retire from, which they can't.



Overloaded
Circuit Court
Sault Stuck Machines,
Michigan

THE
ALLIANCE OF HARASSED
CREDIT CARD
HOLDERS

in class action against

THE
COMPUTERIZED
CREDIT CARD BILLING
COMPANIES OF
AMERICA

Summary of Charges:
Lots of felonious stuff arising
from defendants' refusal to
admit that their computers are
complete idiots.



AS PARTIAL REPAYMENT for outrages suffered by the plaintiffs at the hands of the defendants, cash awards based on the following schedule are demanded for each proven case of computerized larceny:

1. Plaintiff billed for more than 500 gallons of gasoline, all allegedly pumped into the same car on the same date—\$100.

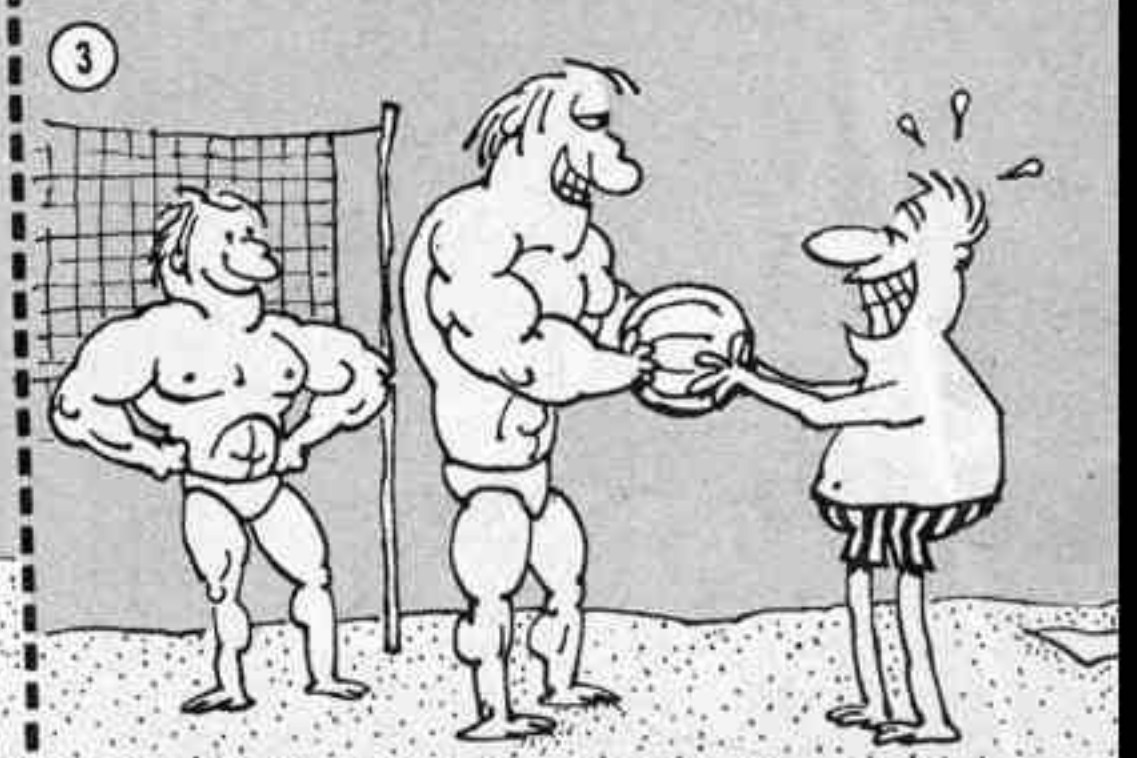
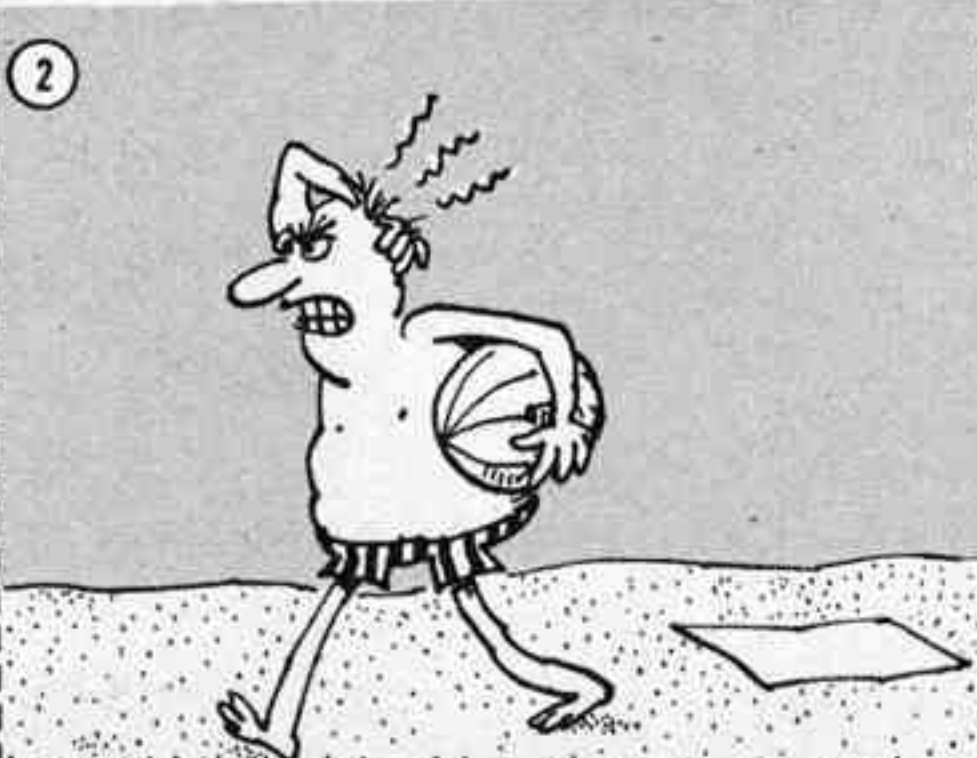
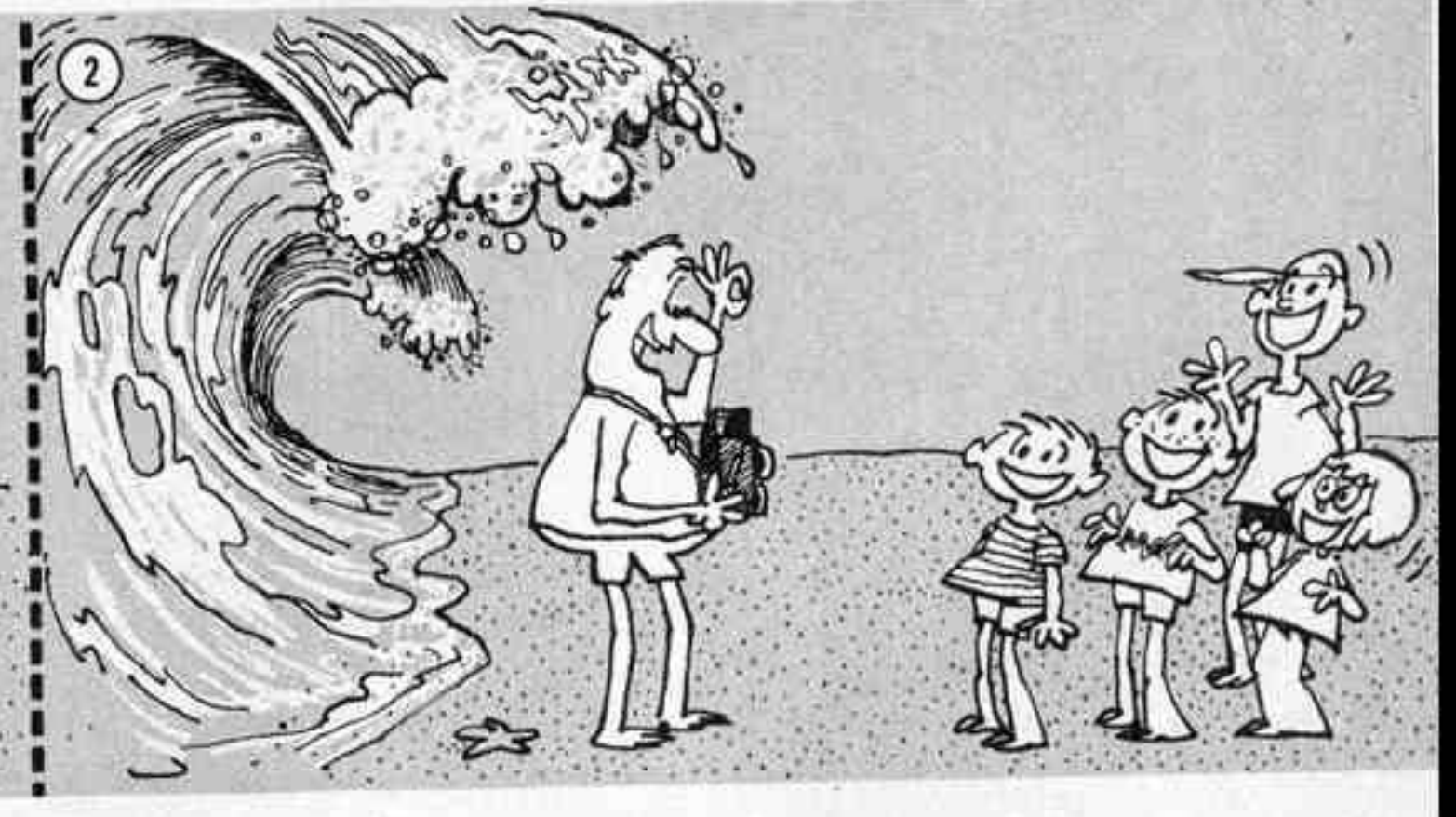
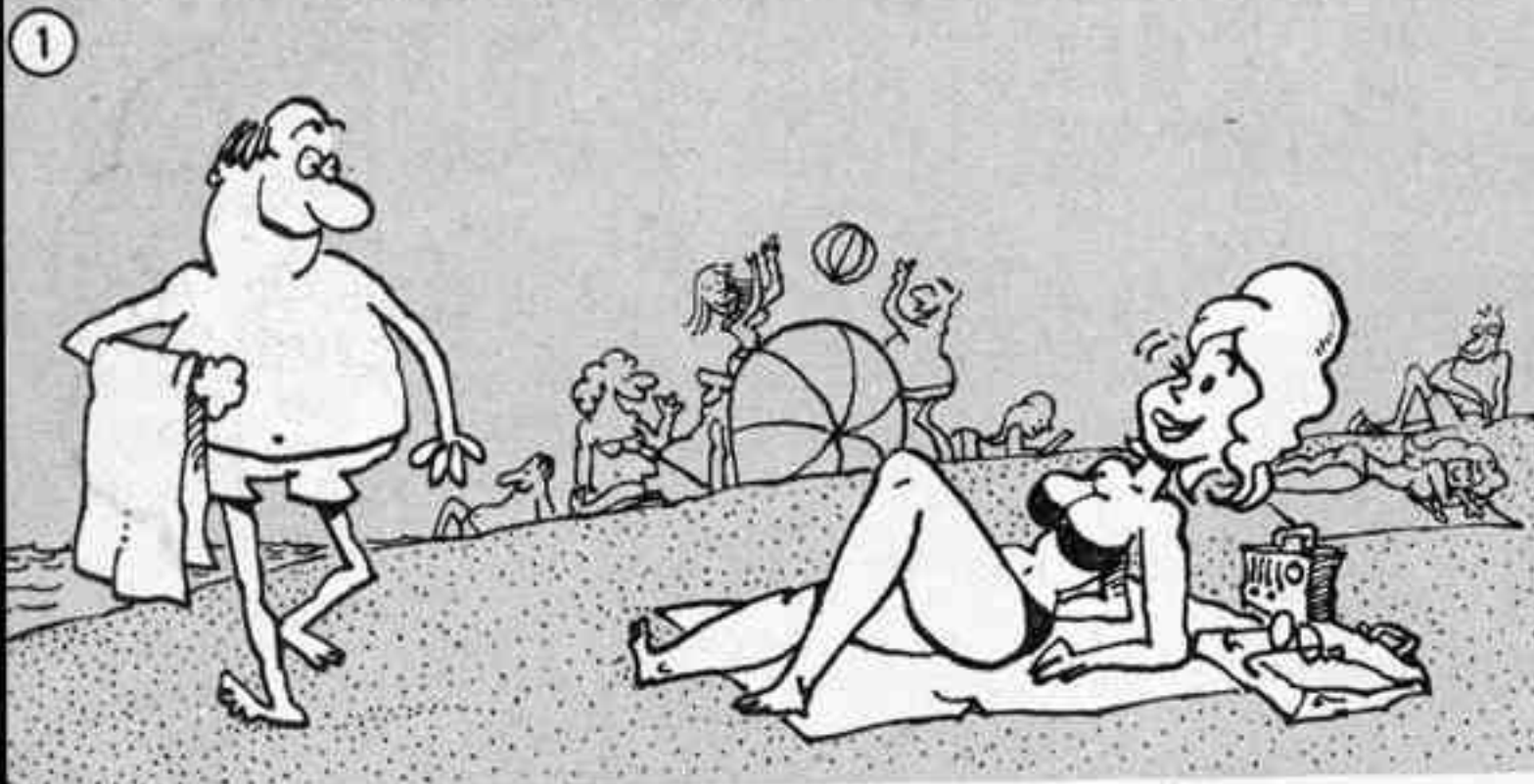
2. Exorbitant statement presented for motel rooms in a city where the plaintiff has never been—\$150.

3. Automatically placing bills for several credit card holders in the same envelope, and demanding that recipient pay all of them—\$225.

4. Instance of computer adding two single digit numbers together, and getting a total of more than 1,000,000—\$400.

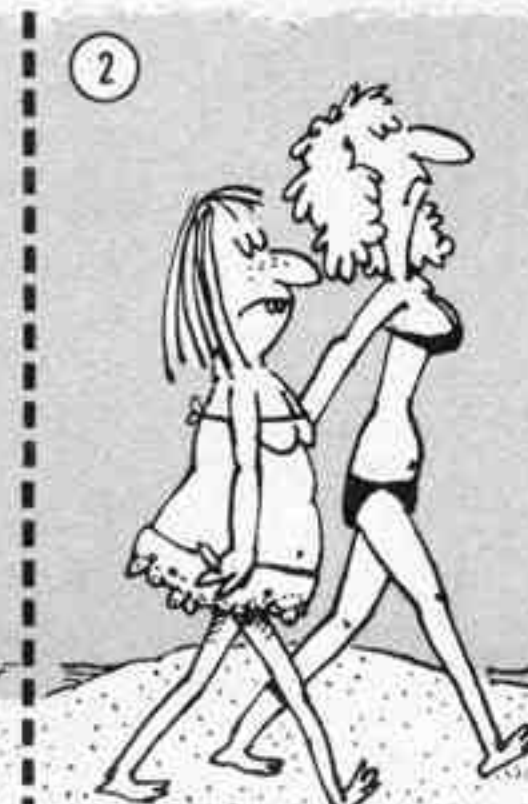
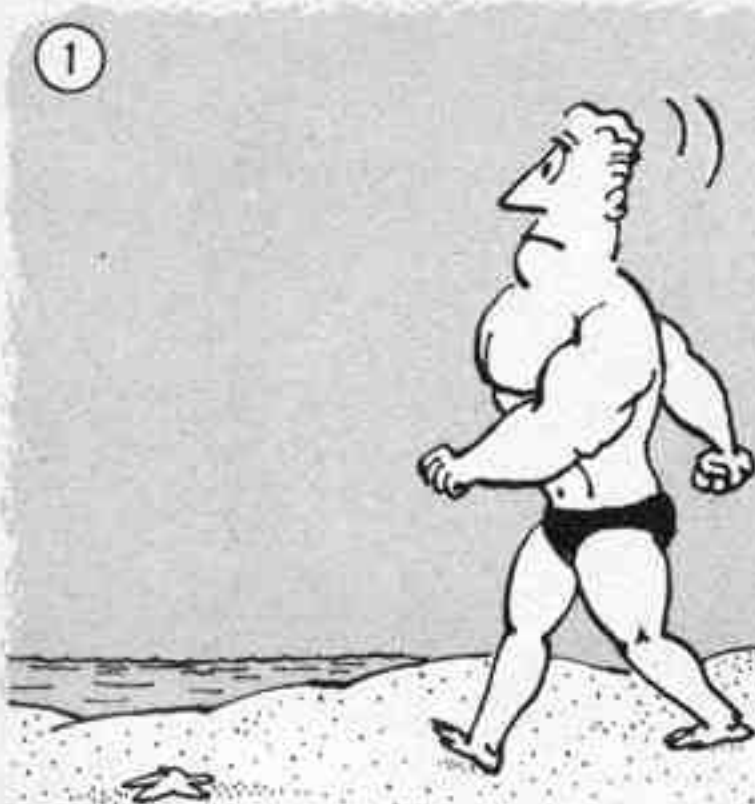
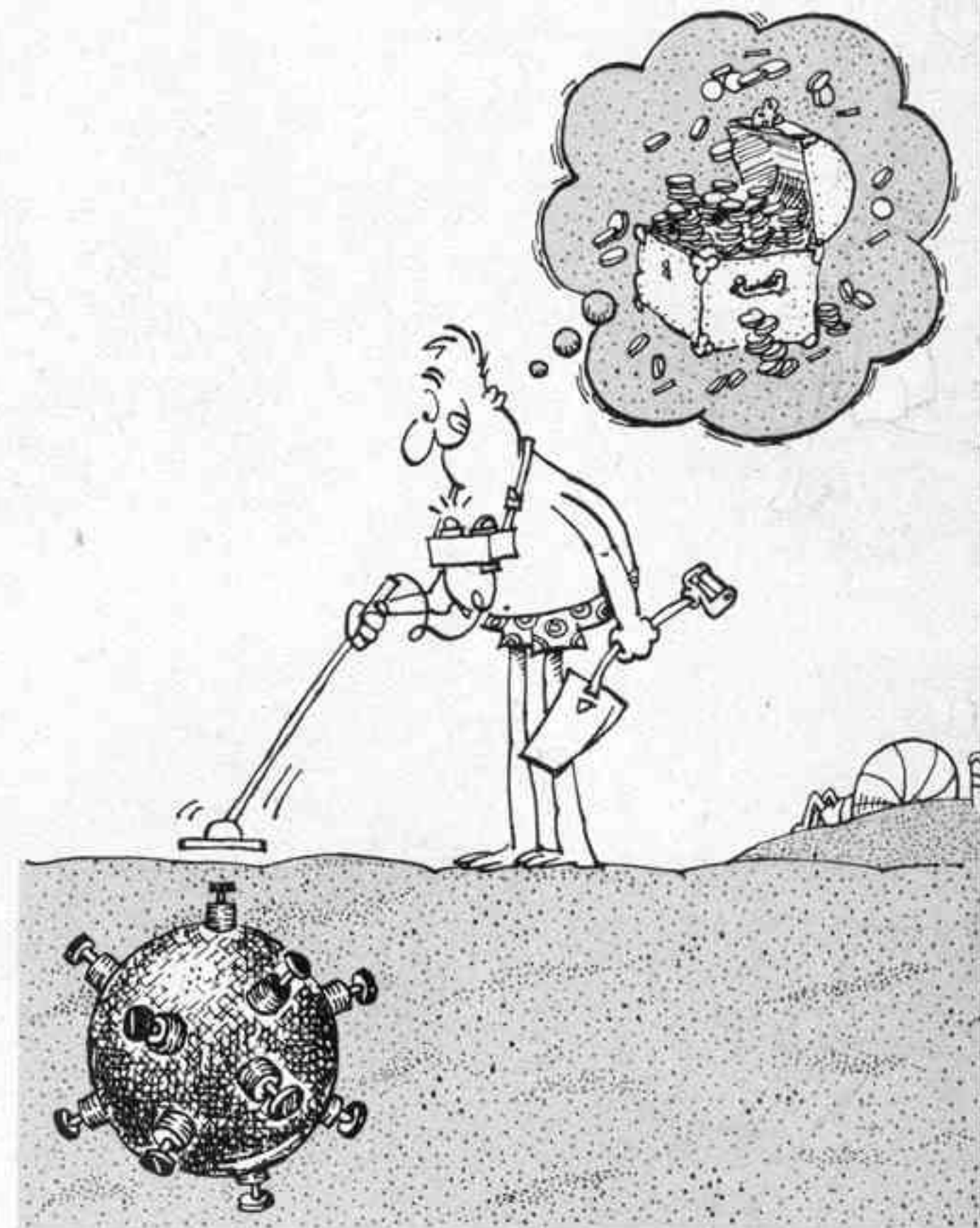
5. Contention that the card holder kept eating the same meal in the same restaurant on the same day until charges exceeded \$500—\$1,000.

A MAD LOOK AT



THE BEACH

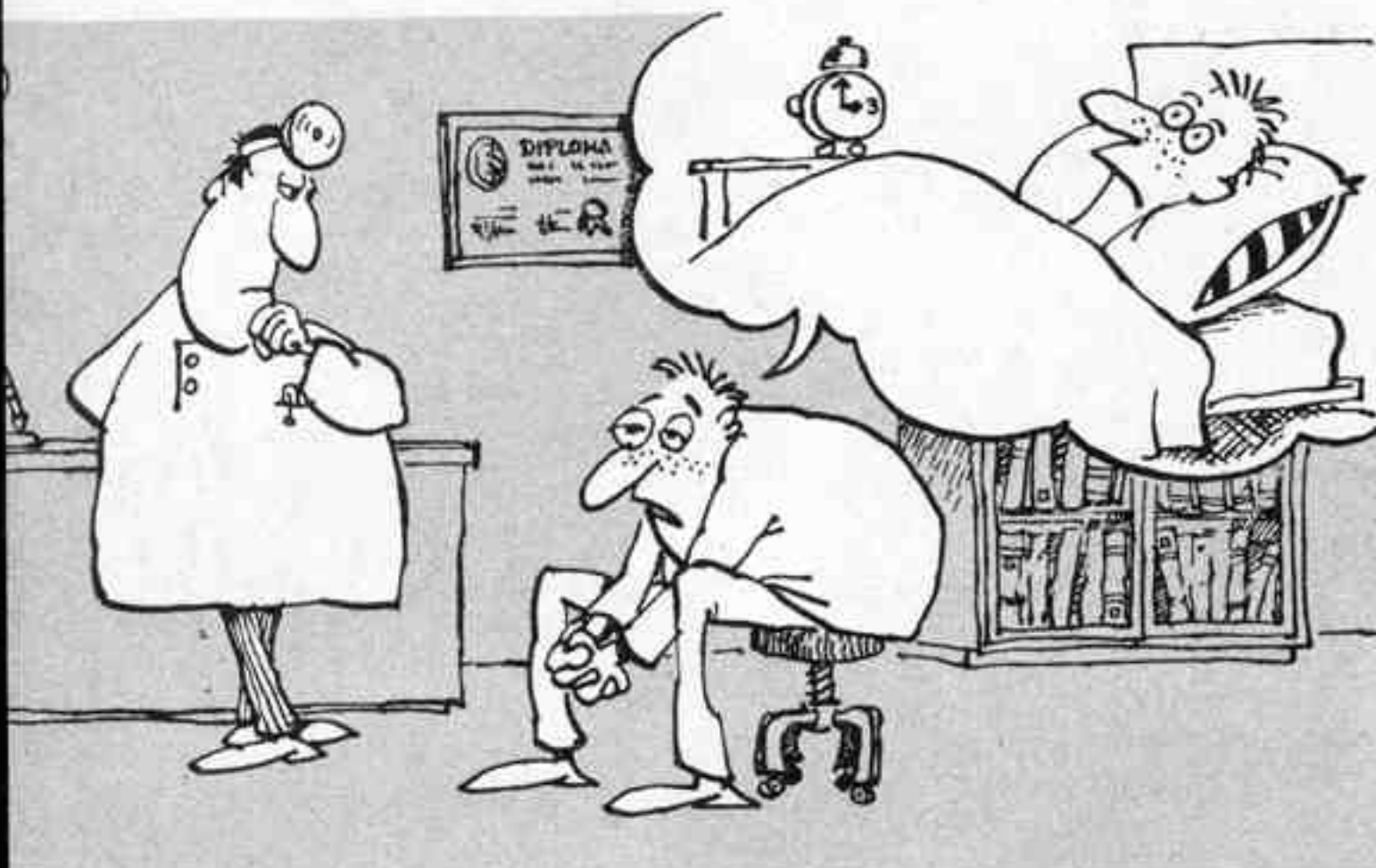
ARTIST & WRITER:
SERGIO ARAGONES



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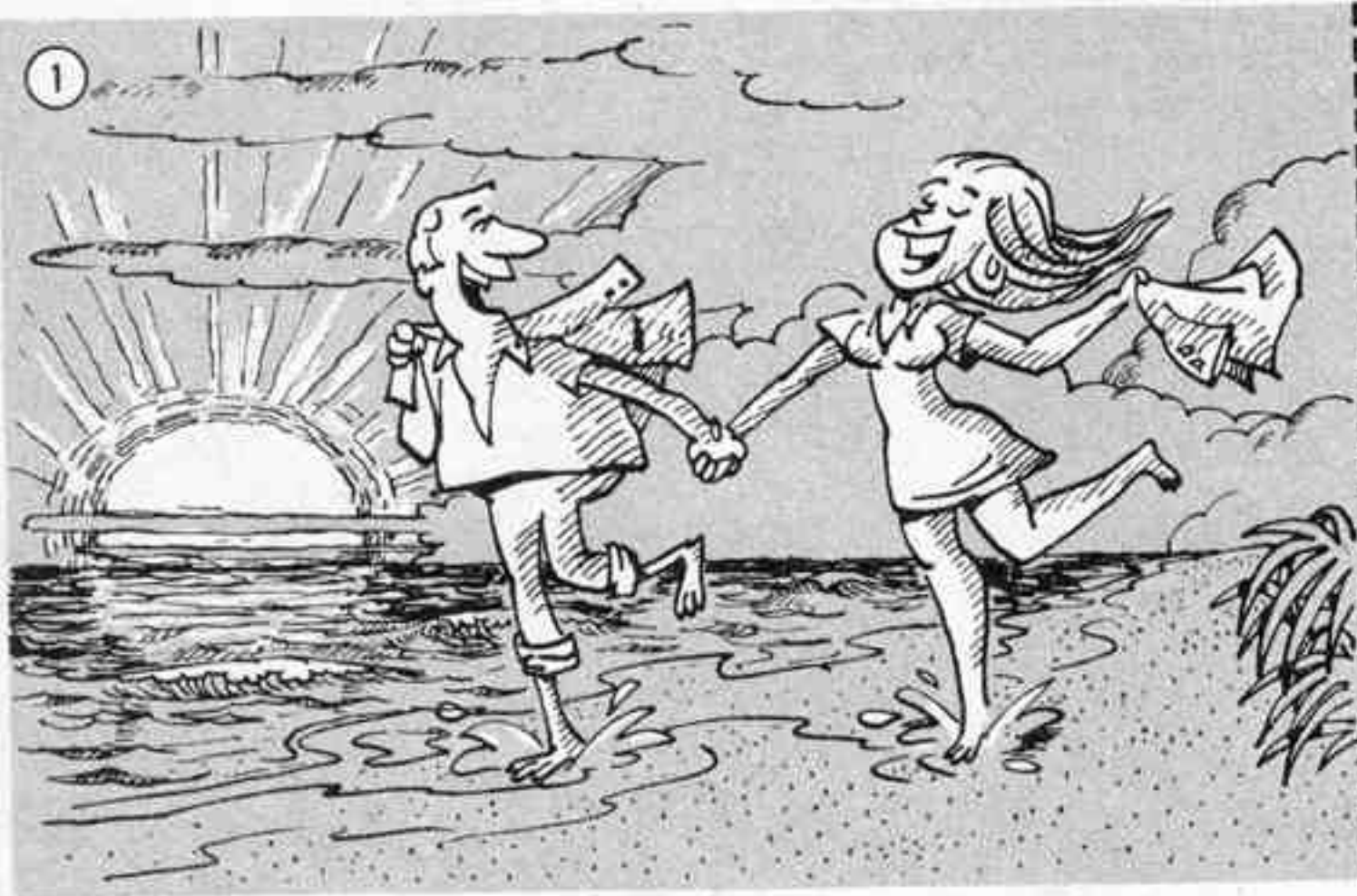
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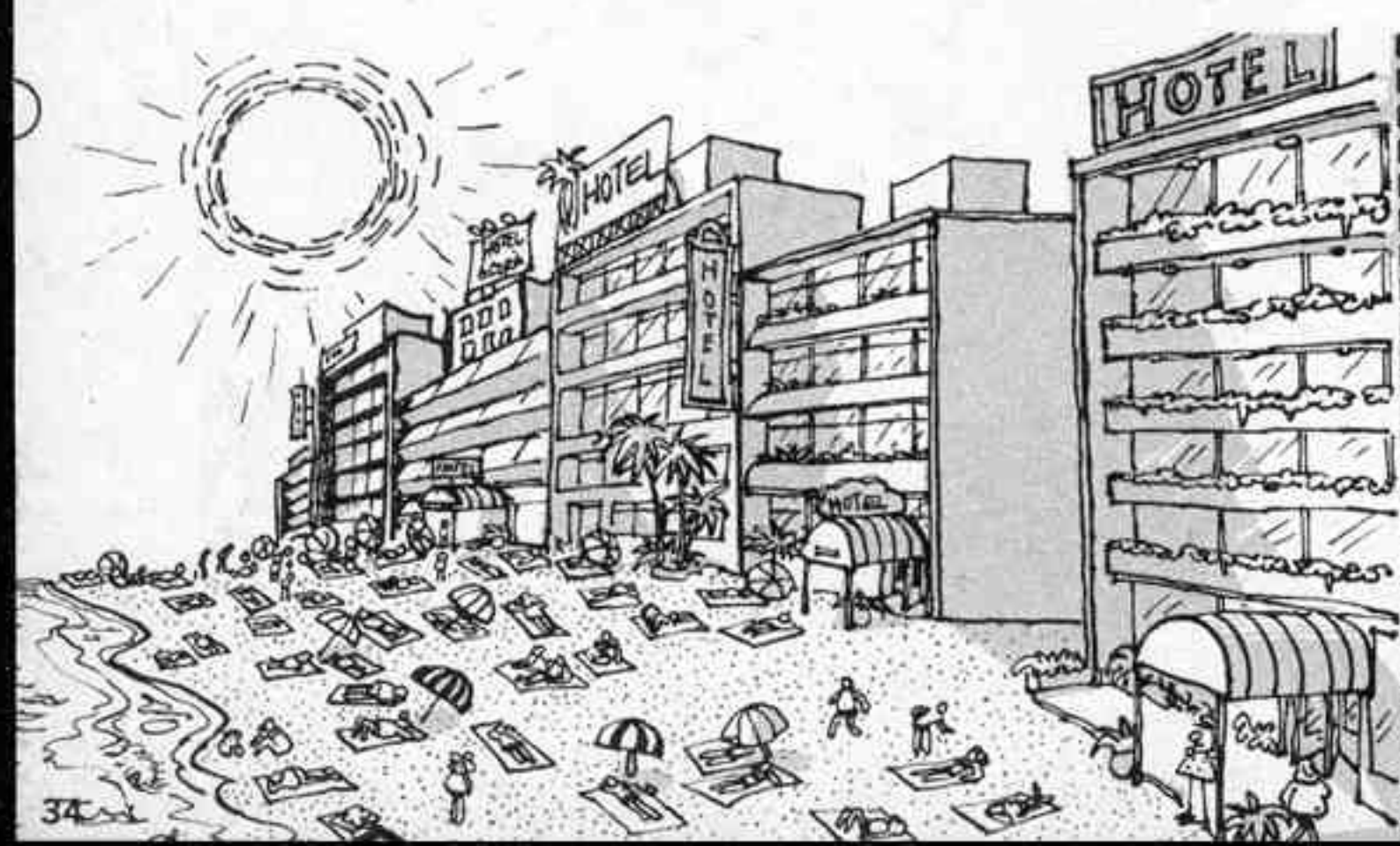
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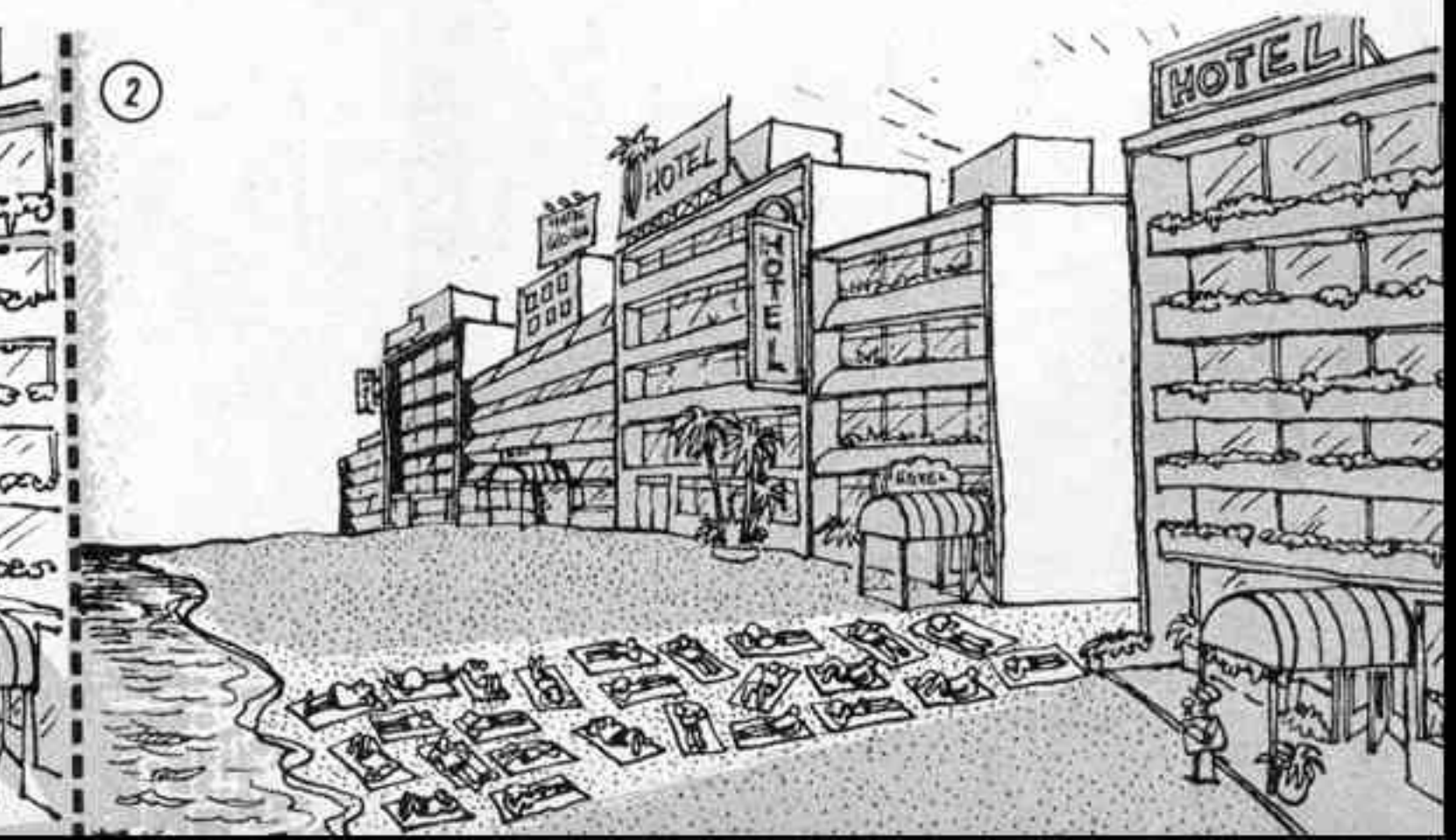
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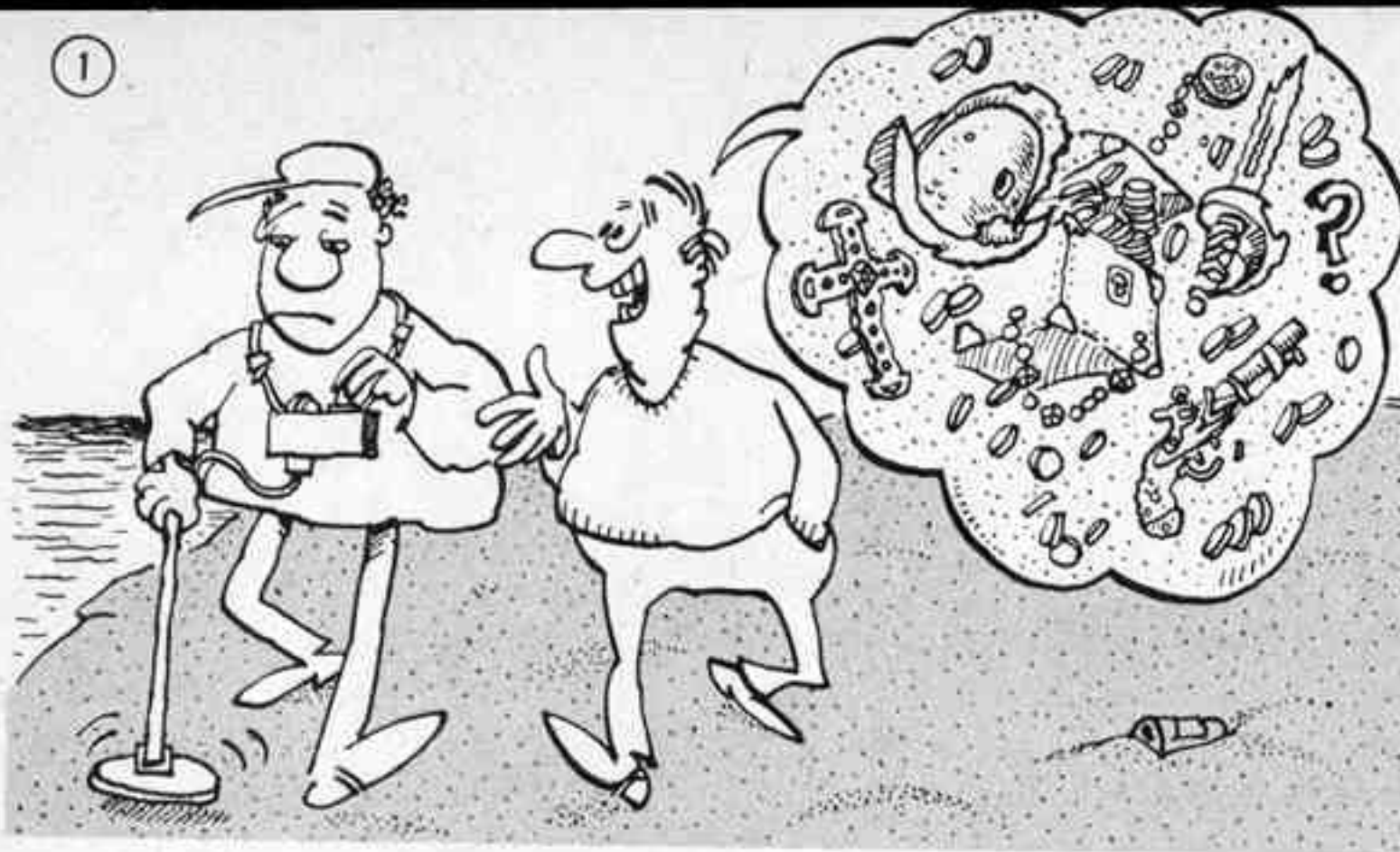


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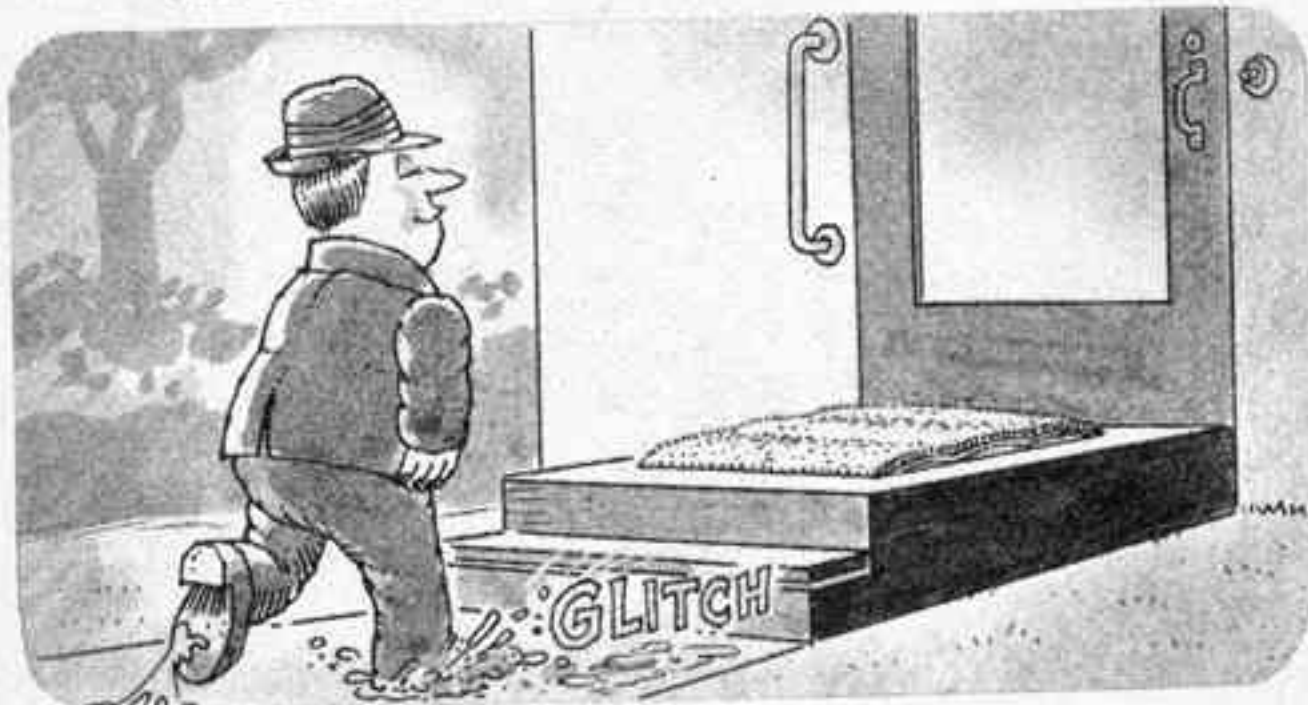
MESS HYSTERIA DEPT.

One of the most costly investments you can make is to furnish a home. But then, after you've spent all that money, along come klutzy guests who carelessly and methodically

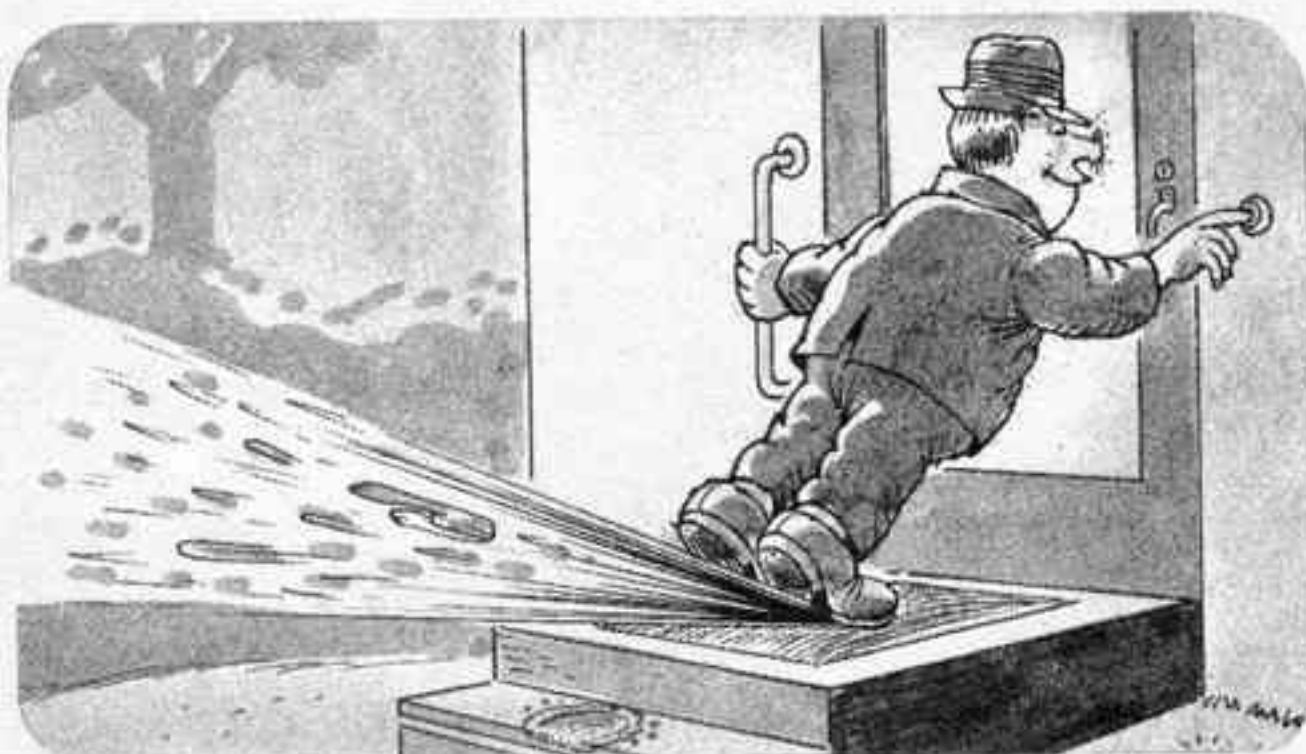
SOME USEFUL MAD GADGETS FOR...

SLOB-PRO

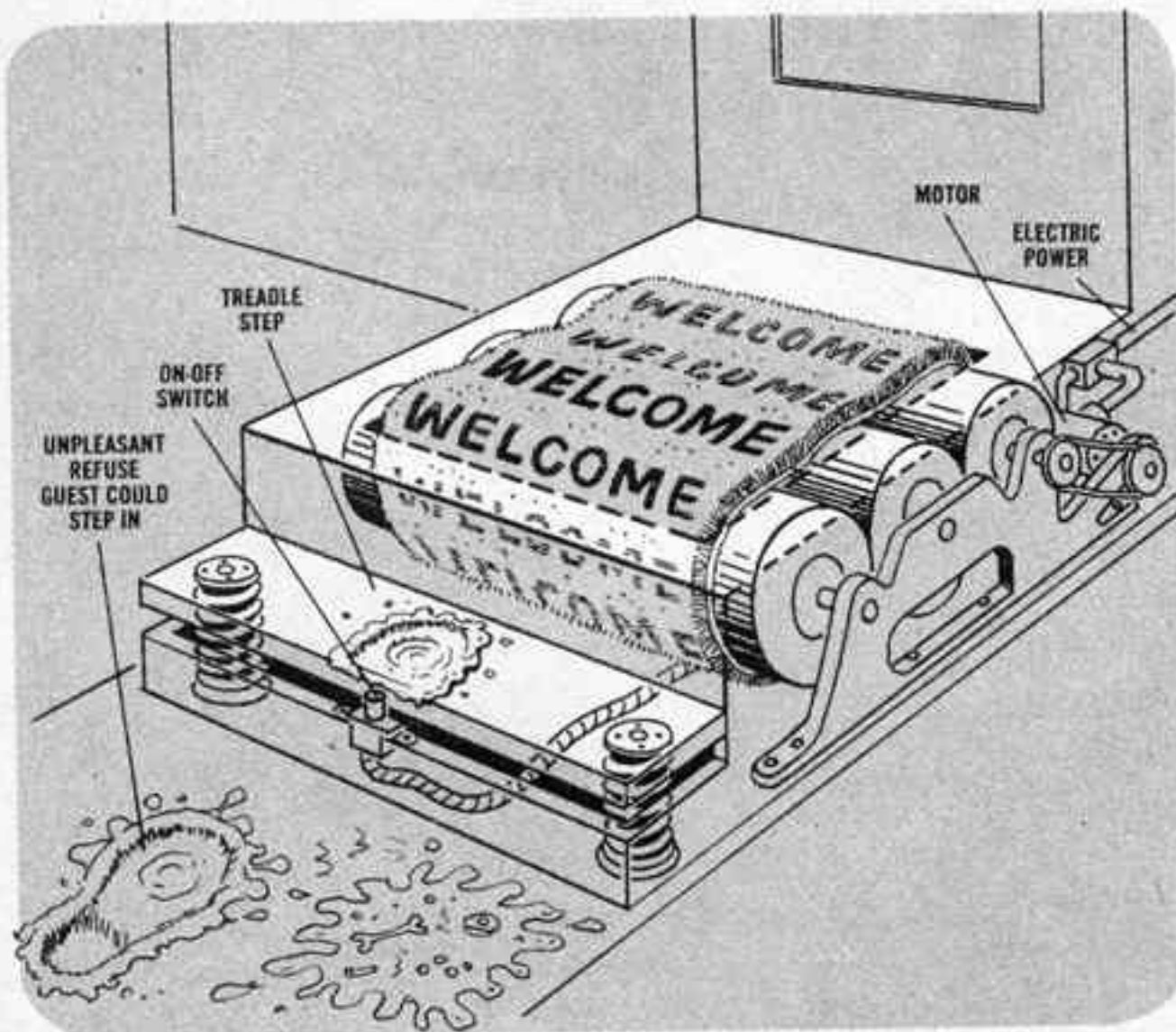
AUTOMATIC BELT DOORMAT WITH SAFETY HAND-HOLD



This gadget guarantees that no large quantities of outdoor filth can ever intrude upon your lovely home.



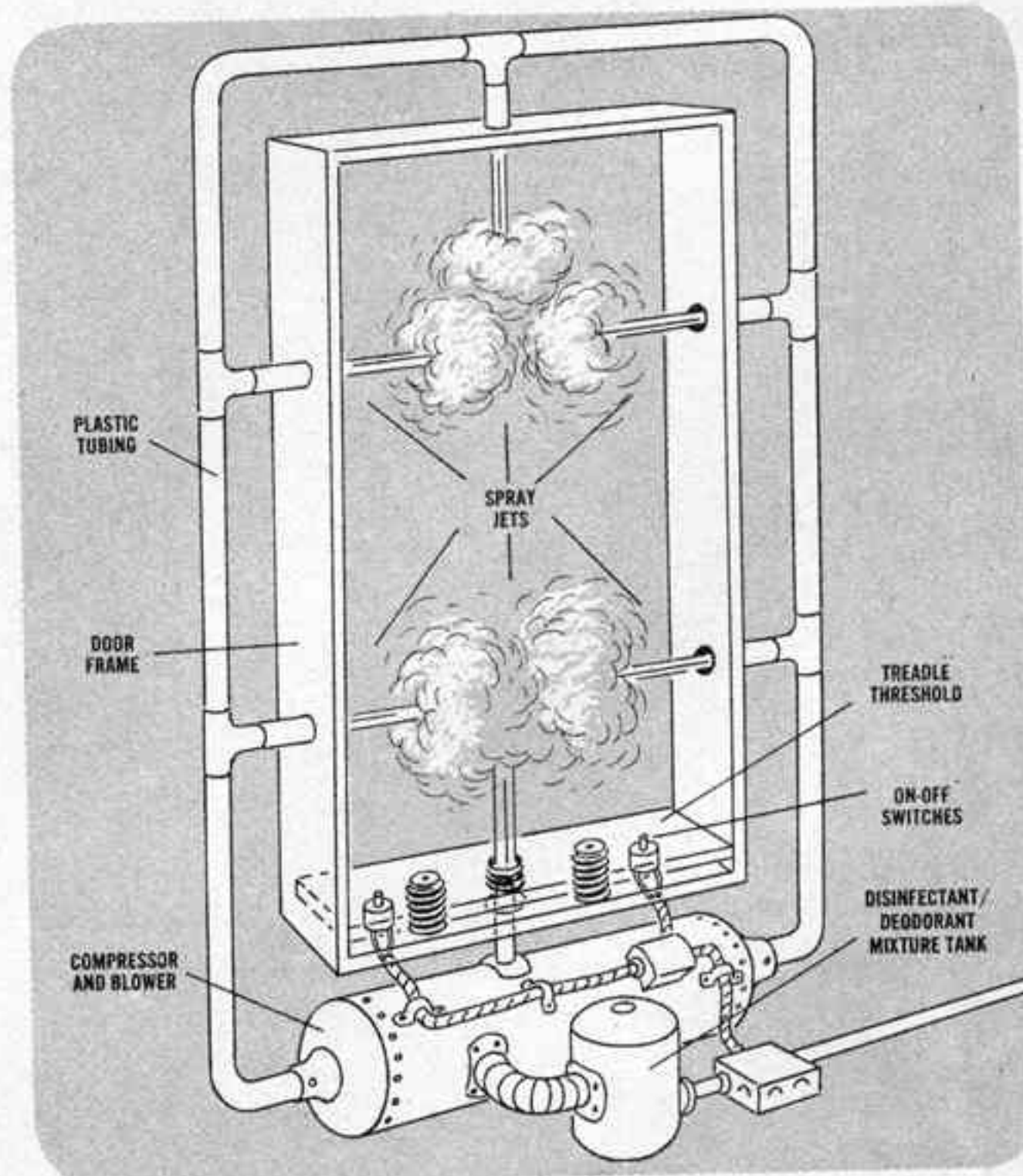
Treadle step contains switch that turns on continuous belt doormat. Safety hand-hold keeps visitors from flying across street. When door opens, belt shuts off.



AUTOMATIC FRONT DOOR DEODORIZER & DISINFECTOR



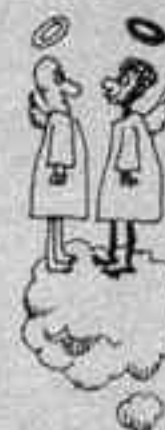
Many visitors need total slob-proofing before entering a home. This gadget accomplishes that. When guest steps on treadle threshold, switch activates a compressor-blower which instantly sprays mixture of chemical disinfectants and deodorants over entire body of the offending party.



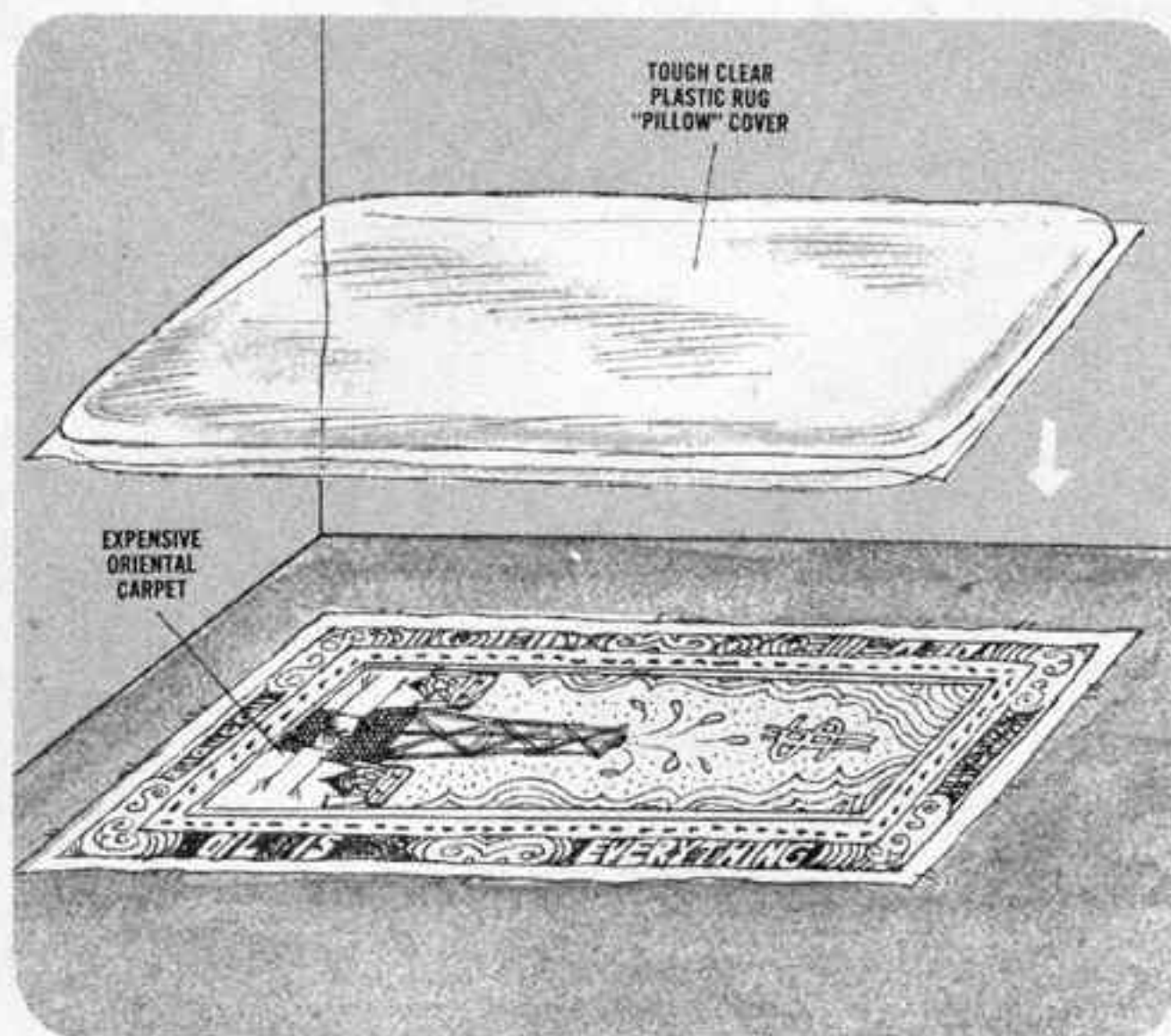
destroy it all. And so, taking a lesson from the wise Japanese who provide slippers to visitors so they don't bring outside filth into their houses, we now present . . .

PROTECTING YOUR HOME

ARTIST & WRITER: AL JAFFEE



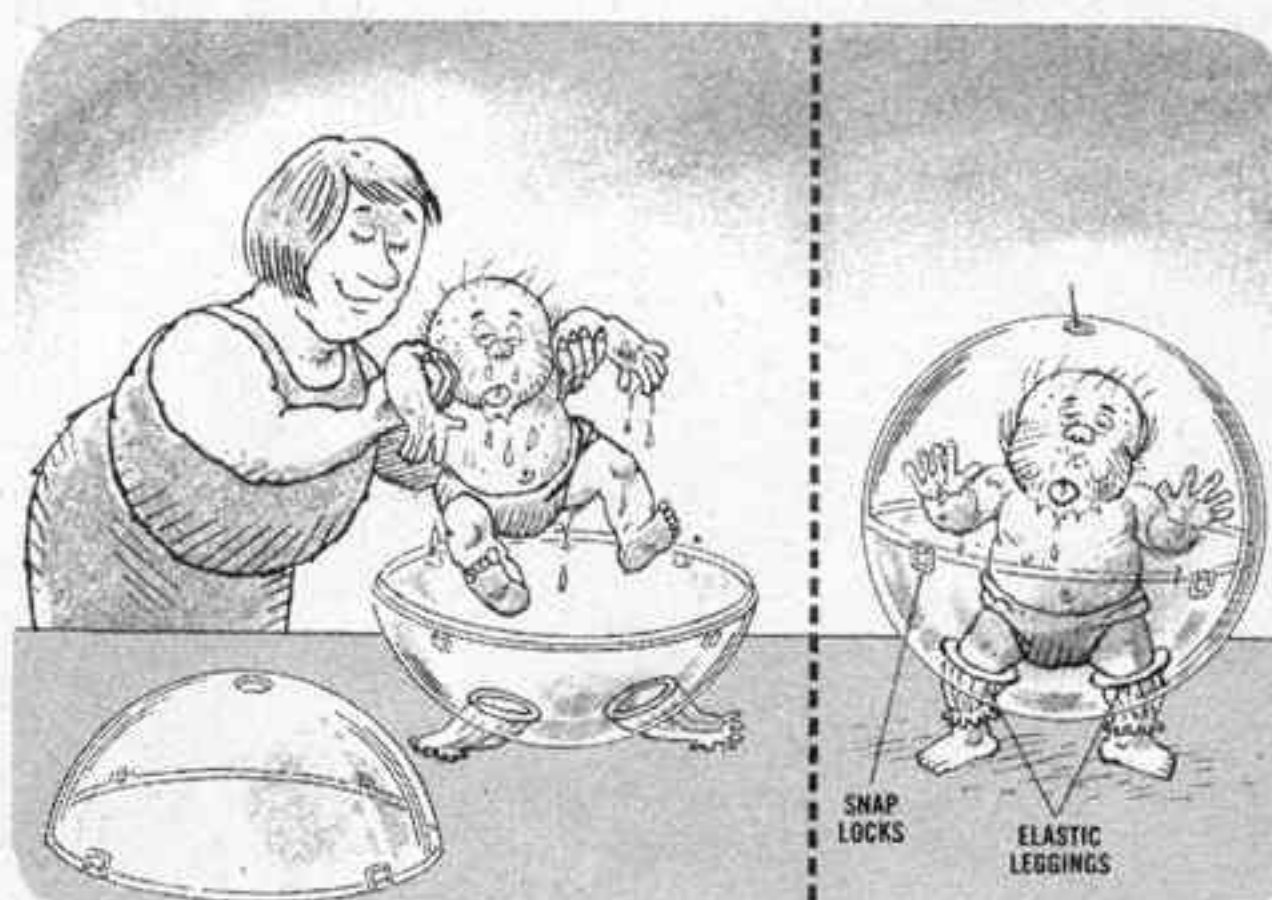
CLEAR PLASTIC "PILLOW" RUG & CROCKERY PROTECTOR



Inflatable clear plastic cover serves double function: (1) It protects precious rugs from spots, dirt, spills and ashes. (2) It cushions carelessly dropped glasses, dishes and expensive bric-a-brac, thereby preventing breakage . . . all this while at the same time allowing the beauty of prized rugs and carpets to show through.



CLEAR PLASTIC BABY BUBBLE MULTI-PURPOSE PROTECTOR



Visiting babies can create all sorts of havoc in a lovely home. Therefore, this gadget is a "must." Visitor's baby slips easily into romper-like leggings in bottom half of bubble. Top half with air holes then snaps on firmly and baby is now encased, except for feet. In this position, destructive child can move around without harming things.



Baby in bubble cannot reach for and break precious items.



Baby bubble also happily muffles irritating screams.

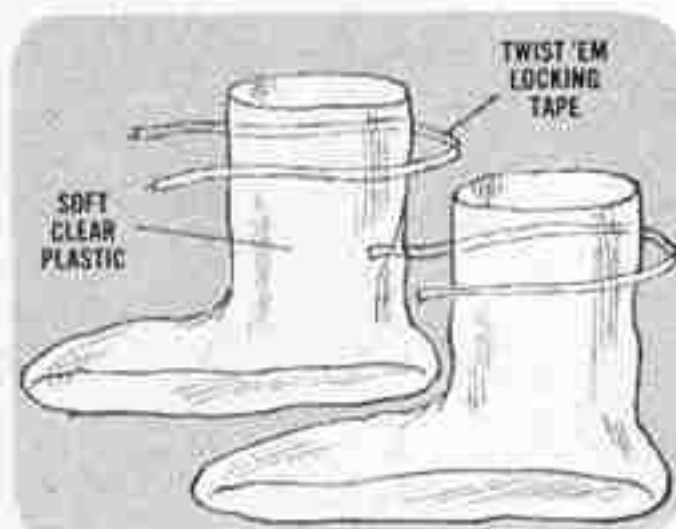


When baby grows tired, he merely lies down and goes to sleep in baby bubble.



When baby wets or soils, odor and stains cannot escape from bubble to spoil furnishings.

THROW-AWAY PLASTIC BOOTIES

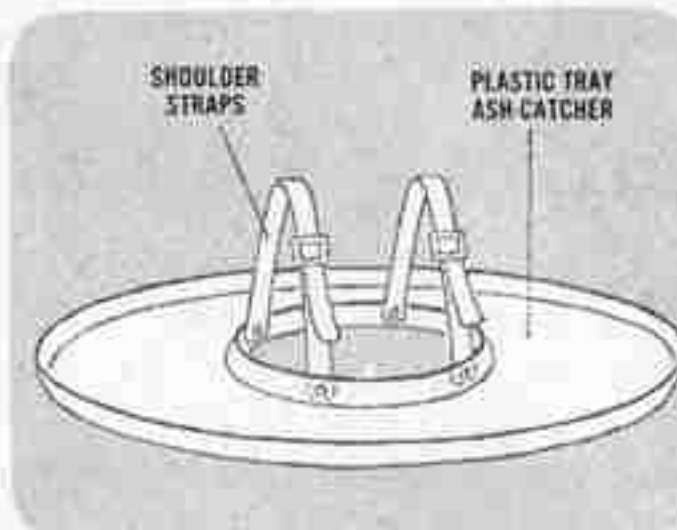


Outside filth tracked into your home can be damaging and disgusting. And since style-conscious Americans will not remove their shoes like the more practical Japanese, these clear plastic booties allow them to wear and display their precious shoes without dirtying rugs, carpets and floors.



THE SLOB-SMOKER ASH-CATCHER

A major cause of home furnishings damage is the carelessly dropped cigarette or cigar, or their equally damaging ashes. These convenient, light and easy-to-wear protective devices can be worn by your sloppy smoker guests, thereby eliminating worry over this irritating problem.



THE NOSY SLOB-GUEST DUMMY MEDICINE CABINET PROTECTOR



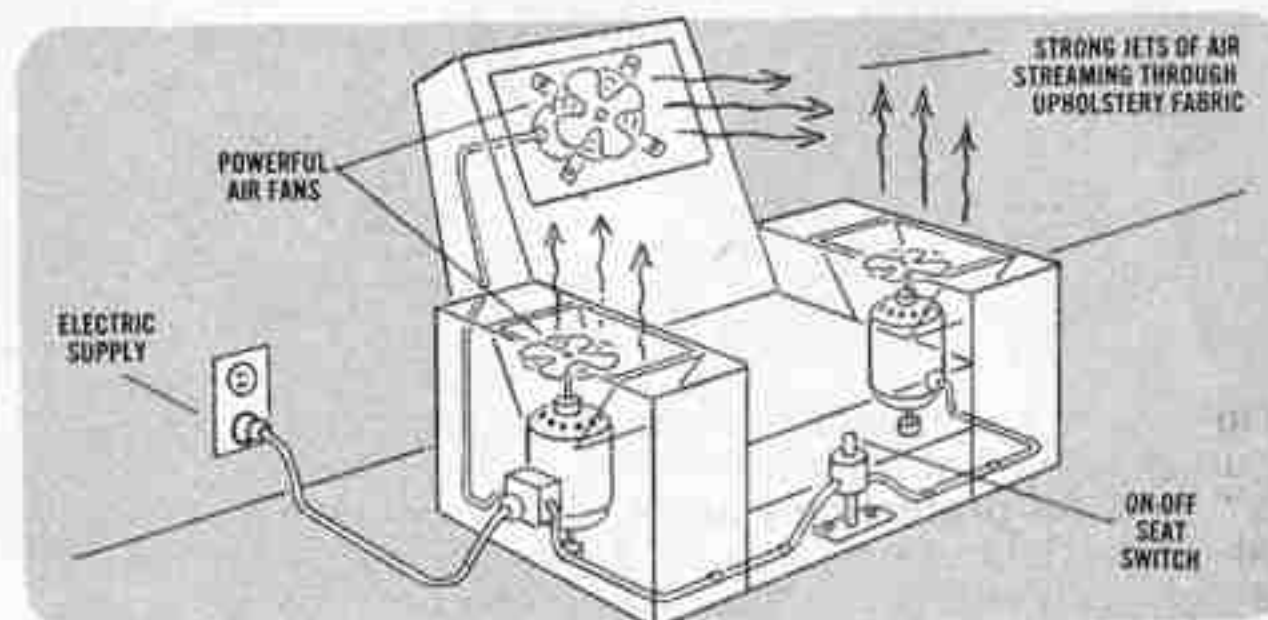
Nosy visitors love to poke around bathrooms in homes and carelessly make use of personal items like colognes, eye make-up, hair brushes and combs, tweezers, deodorants, etc. This gadget eliminates that irritating problem by safeguarding your personal things. Prior to slob guests' arrival, dummy medicine cabinet is slipped onto real one, and filled with junk you don't care what they do with.



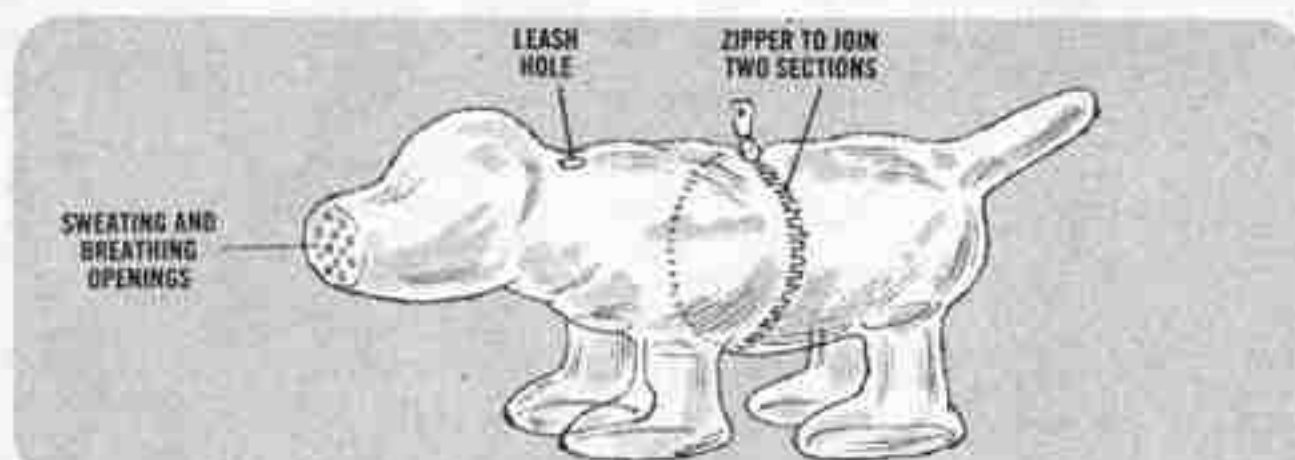
THE UPHOLSTERED FURNITURE ARM AND HEAD REST PROTECTOR



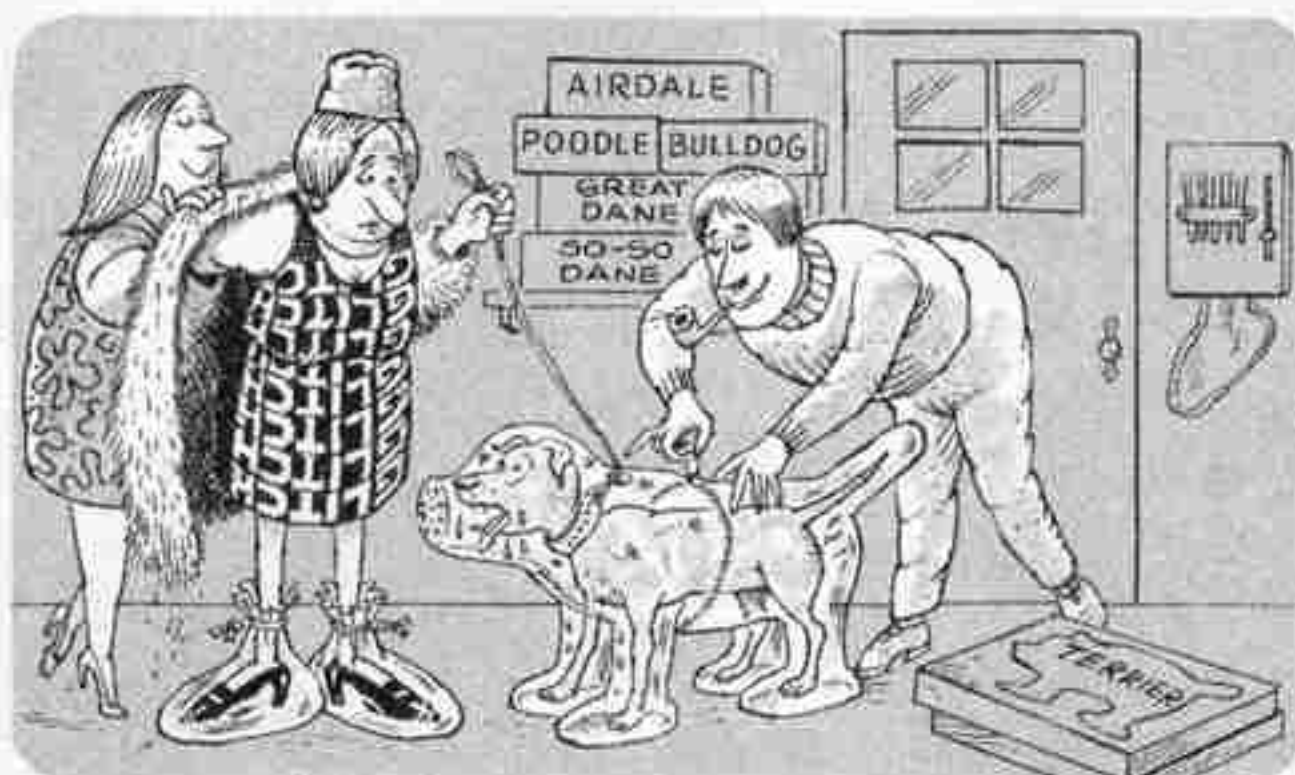
Special installation replaces old-fashioned ineffective doilies, slip-covers and other methods of protecting arms of chair from filthy, sweaty hands of careless visitors, and back of chair from oily, dandruff-laden heads. When guest sits down, fans inside arms and back of chair are switched on and powerful jets stream through the fabric and float the offending extremities on cushions of air.



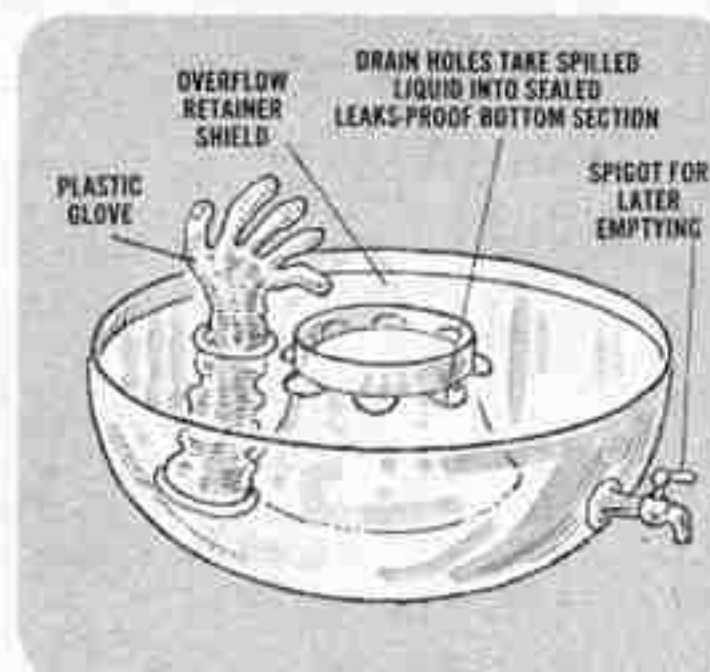
THE PET PLASTIC SAFETY BAG



Guests who insist upon bringing pets into homes should never be invited anywhere. But for those clods who arrive with their pets unannounced, this is a fine solution. A throw-away plastic bag catches everything the pet has to offer, including odor, hair, ticks, spoor, unwiped bottom and the usual yecchy accidents. If pet owner is insulted, that's even better! Maybe he or she won't ever come back!



THE SLOB-DRINKER CATCH-ALL



Drinkers are notorious furnishings destroyers. Anyone who has tried to remove Bloody Mary stains from a white couch knows what we mean! But this device works perfectly. Even if drinker falls down and passes out, overflow retainer shield does not permit the liquids to spill out.

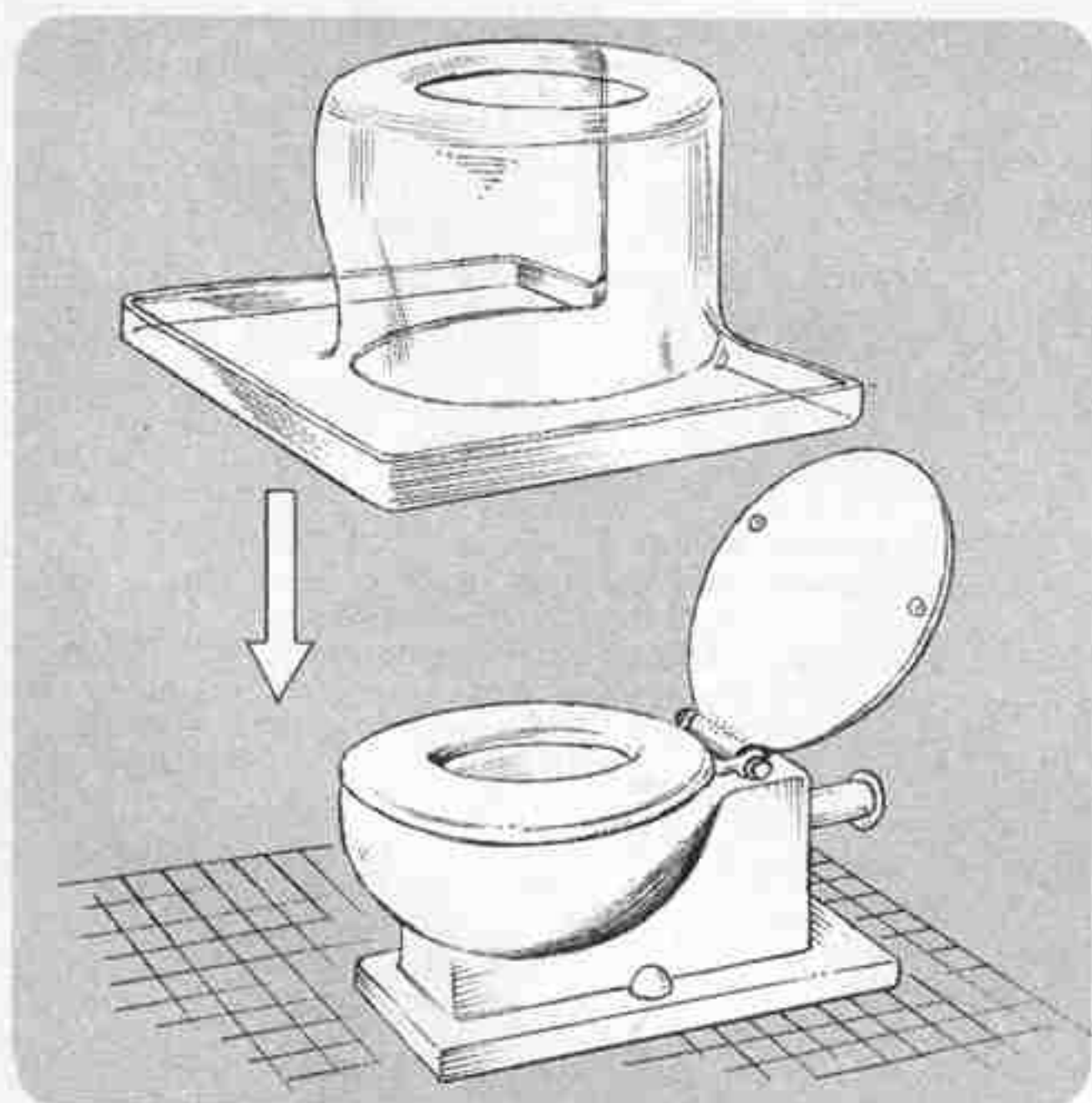


NOTE: ALSO SERVES VITAL NEED IN CASE DRINKER (YECCH) BARFS



HOW OVERFLOW RETAINER SHIELD WORKS WITH PASSED OUT DRUNK

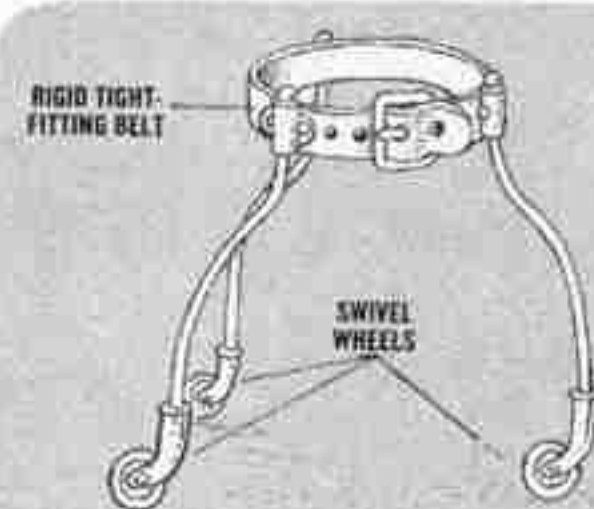
SLIP-ON DISPOSABLE PLASTIC TOILET AND FLOOR PROTECTOR



Nothing is more revolting than following careless sloppy guests into a bathroom. This simple but effective item is a 'must' for protecting your home from people like that. After guests leave, slip-on is quickly and safely removed and discarded, leaving a dry floor and a germ-free seat.

THE "KLUMSY-KART" ACCIDENT-PRONE SLOB-GUEST PROTECTOR

This simple belt-like device easily snaps around waist of clumsy, accident-prone guest and protects your home from his destructive tendencies. The three wheeled legs form a fall-proof tripod that prevents wearer from falling and breaking precious things . . . including his own neck.



As the clumsy guest walks, cart wheels glide smoothly along with him over floor.



When clumsy guest hooks foot under the carpet and trips, cart breaks his fall.



Thus clumsy guest is prevented from going through and destroying expensive window.

There are people who say that the American Class System is dying out... that America is becoming a "Classless Society." To those people, we say, "Forget it!" The Class System lives, and to help you distinguish who falls into what category, here's

A MAD GUIDE TO AMERICAN CLASS



WHEN YOU'RE DOWN AND OUT



You wait in line at the clinic.

WHEN YOU'RE JUST GETTING BY



You wait in line to see your family doctor.

WHEN YOU'RE MAKING IT



You're put first in line to see your family doctor.

WHEN YOU'RE ON TOP OF THE HEAP



Your family doctor waits in line to see you.



You're for Busing because you figure that any change in schools has got to help.



You're against Busing because the Down-And-Outers are for it.



You take whatever view of Busing is fashionable.



You're not for or against Busing, since your kids go to private schools anyway.



You collect matchbook covers from far-away places like The Trenton Holiday Inn and Al's Bar In Sandusky.



You collect stamps from exotic countries like Outer Mongolia and Tierra del Fuego.



You collect tropical fish from South-Sea paradises like Tahiti and American Samoa.



You collect common stock certificates from dull old companies like General Motors and U.S. Steel.



DE TO THE MODERN N CLASS SYSTEM

ARTIST: PAUL COKER, JR.

WRITER: FRANK JACOBS

IDEA BY: MARYLIN D'AMICO

WHEN YOU'RE
DOWN AND OUT



You peep at X-rated movies in penny arcades.

WHEN YOU'RE
JUST GETTING BY



You watch X-rated movies in theaters.

WHEN YOU'RE
MAKING IT



You rent X-rated movies and show them at home.

WHEN YOU'RE
ON TOP OF THE HEAP



You date the star.



You vote for the politician who promises to increase Welfare.



You vote for the politician who promises to preserve neighborhoods.



You vote for the politician who promises to lower taxes.



You vote for the politician you own.



You can't afford to worry about being in fashion ... and besides, nobody cares how you look anyway.



You think you're in fashion, but you're not—because the discount store you buy from is 3 years behind the times.



You wear whatever's "In" and "Now"—regardless of cost so that everyone else Making It will know **you're** Making It.



Whatever you wear is "In"—**or else!**

WHEN YOU'RE DOWN AND OUT



You own a '66 Volkswagen and you have your eye on a '71 Chevrolet.

WHEN YOU'RE JUST GETTING BY



You own a '71 Chevrolet and you have your eye on a '76 Gremlin.

WHEN YOU'RE MAKING IT



You own a '76 Oldsmobile and you have your eye on a '77 Mercedes.

WHEN YOU'RE ON TOP OF THE HEAP



You own a '21 Pierce-Arrow and you have your eye on a '06 Reo.



You let your daughter hear the Rolling Stones on the radio for her 16th Birthday ... after you're through listening to the ball game.



You give your daughter a Rolling Stones record album for her 16th Birthday.



You buy your daughter front-row seats for a Rolling Stones live concert for her 16th Birthday.



You hire the Rolling Stones to entertain at your daughter's Sweet Sixteen Birthday Party.



You don't think about the past or the future, being too worried about the present.



You wonder what you could have done in the past to improve the present that's been giving you so many worries about the future.



You hope the future will be as much of an improvement on the present as the present has been on the past.



You couldn't care less about the whole thing.



You scream at your wife for overspending.



You scream at your wife for overspending.



You scream at your wife for overspending.



You scream at your wife for overspending.

BLUNDER-COVER DEPT.

Here we go with MAD's version of TV's latest Hit Show in which two guys develop a close relationship while driving around in a car, fighting crime. It's sort of an up-dated, realistic rip-off of "Batman and Robin" called . . .

HARSKY & STUTCH

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE



Listen, mister . . . I'd advise you to come clean before my partner really loses his temper!

TALK, YOU @#\$%! AND YOU HAVE THE RIGHT TO HAVE AN ATTORNEY PRESENT DURING QUESTIONING!!

But I **AM** an Attorney! Gasp! I'm here to see a **CLIENT!!**

What's going on in here?! Sounds like somebody's getting killed!

It's **nothing**, Captain! We're just advising this citizen of his rights!

Could you send in a **Stenographer?**

Does he want to make a **confession?**

No . . . his **Last Will and Testament!**



You guys have got to cut down on the rough stuff! We've been getting a lot of complaints lately!

You mean from the **Police Brass . . . ?**

No, from the **TV Critics!** Better go easy on the violence, or you might find yourselves transferred!

You mean back to pounding a **beat . . . ?!**

Even worse! They might switch you to the **Family Hour!**

The Family Hour!?! That would mean no more bloody fights or fatal shootouts or wild car chases!

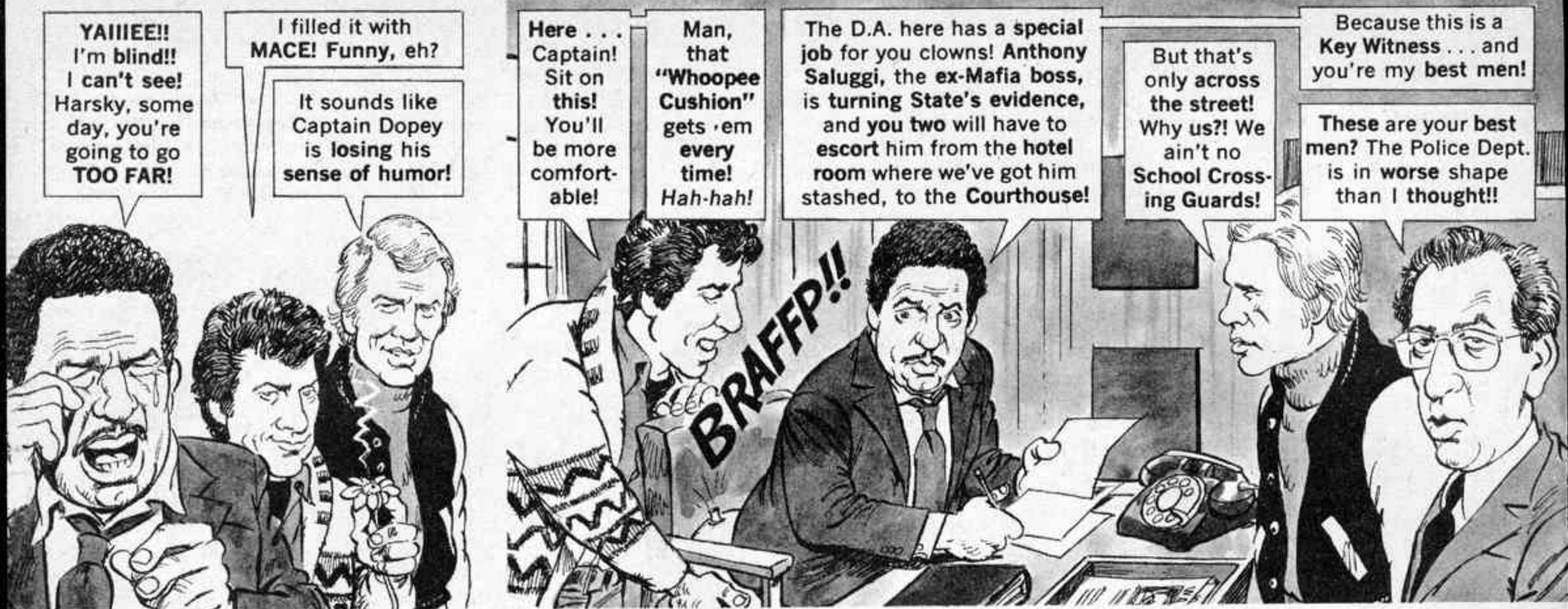
We'd end up with only a **fifteen-minute program!!**

We'll try to be **good boys**, Captain!! Right, Harsky . . . ?

You bet, Captain! Hey . . . smell my **flower!**

Harsky, that gag is older than the **Crime Plots** we use on this show! But if it'll make you happy . . .







Well, here we are! How's our boy doing?

He seems to be okay... except for some minor contusions and abrasions!

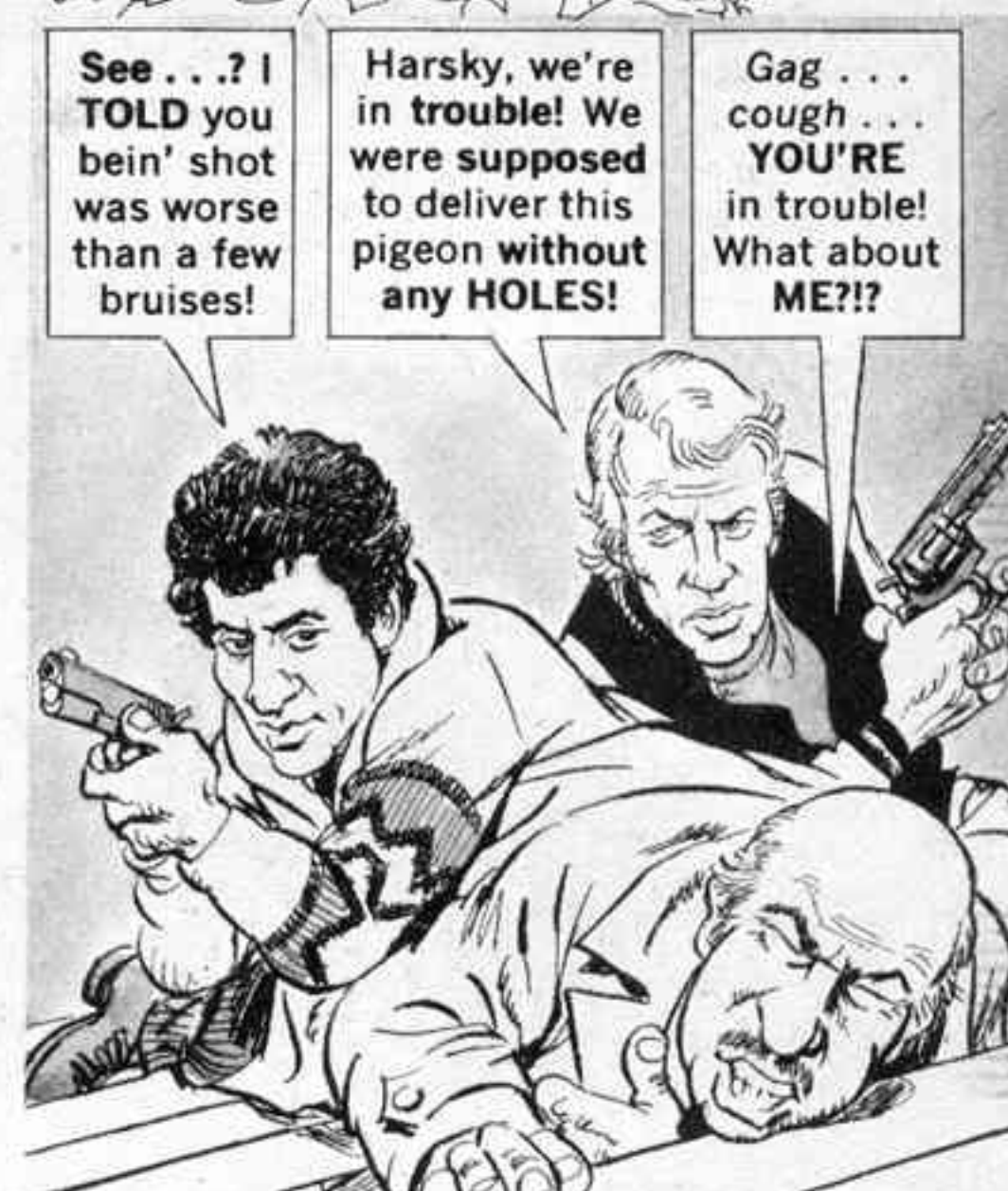
This is Police protection?! I'd be safer in a MINE FIELD!!



Stop your griping! A few bruises is better'n being shot!

BANG BANG

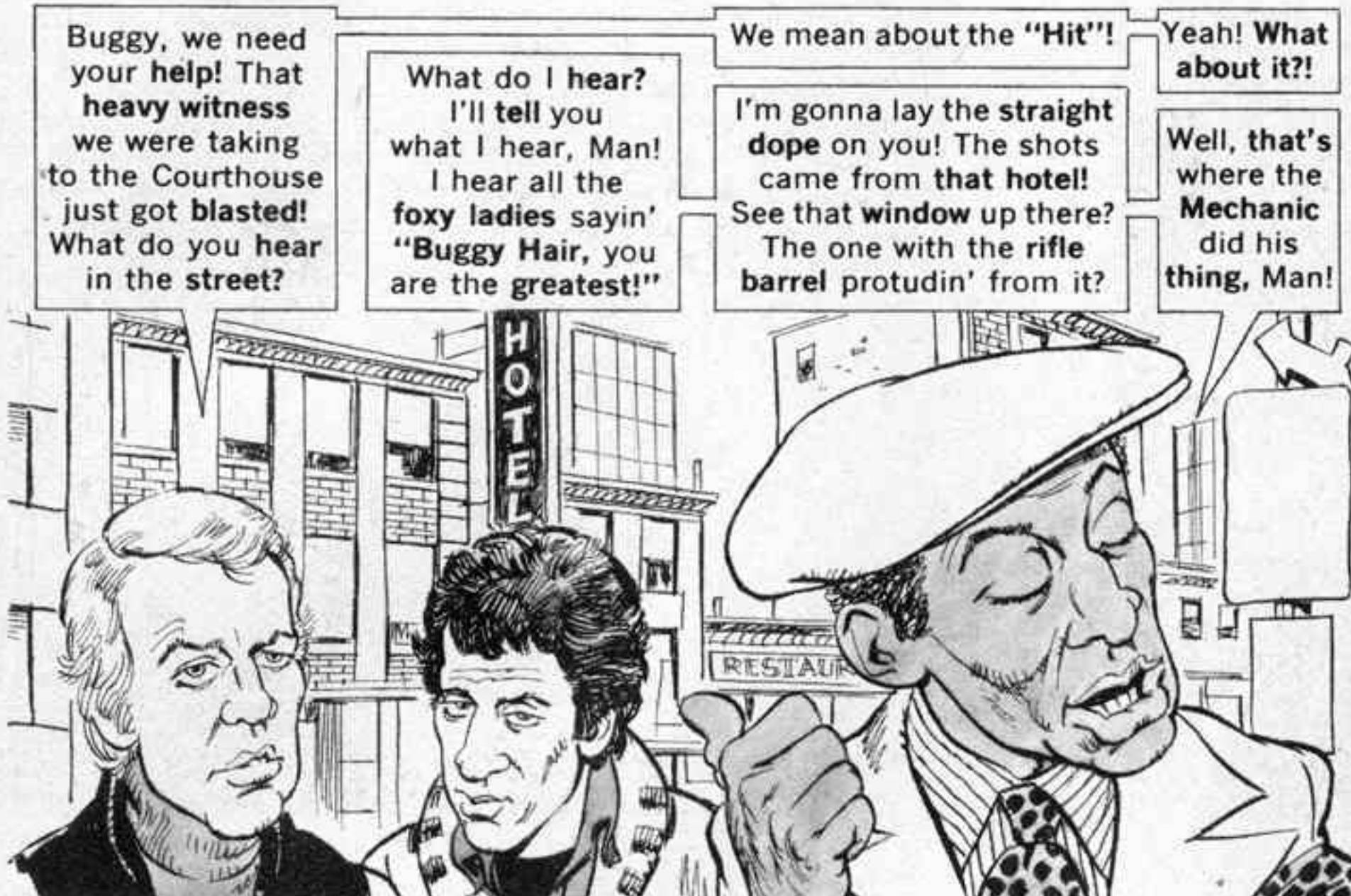
HARSKY! TAKE COVER!!



See...? I TOLD you bein' shot was worse than a few bruises!

Harsky, we're in trouble! We were supposed to deliver this pigeon without any HOLES!

Gag... cough... YOU'RE in trouble! What about ME??



Buggy, we need your help! That heavy witness we were taking to the Courthouse just got blasted! What do you hear in the street?

What do I hear? I'll tell you what I hear, Man! I hear all the foxy ladies sayin' "Buggy Hair, you are the greatest!"

We mean about the "Hit"!

I'm gonna lay the straight dope on you! The shots came from that hotel! See that window up there? The one with the rifle barrel protudin' from it?

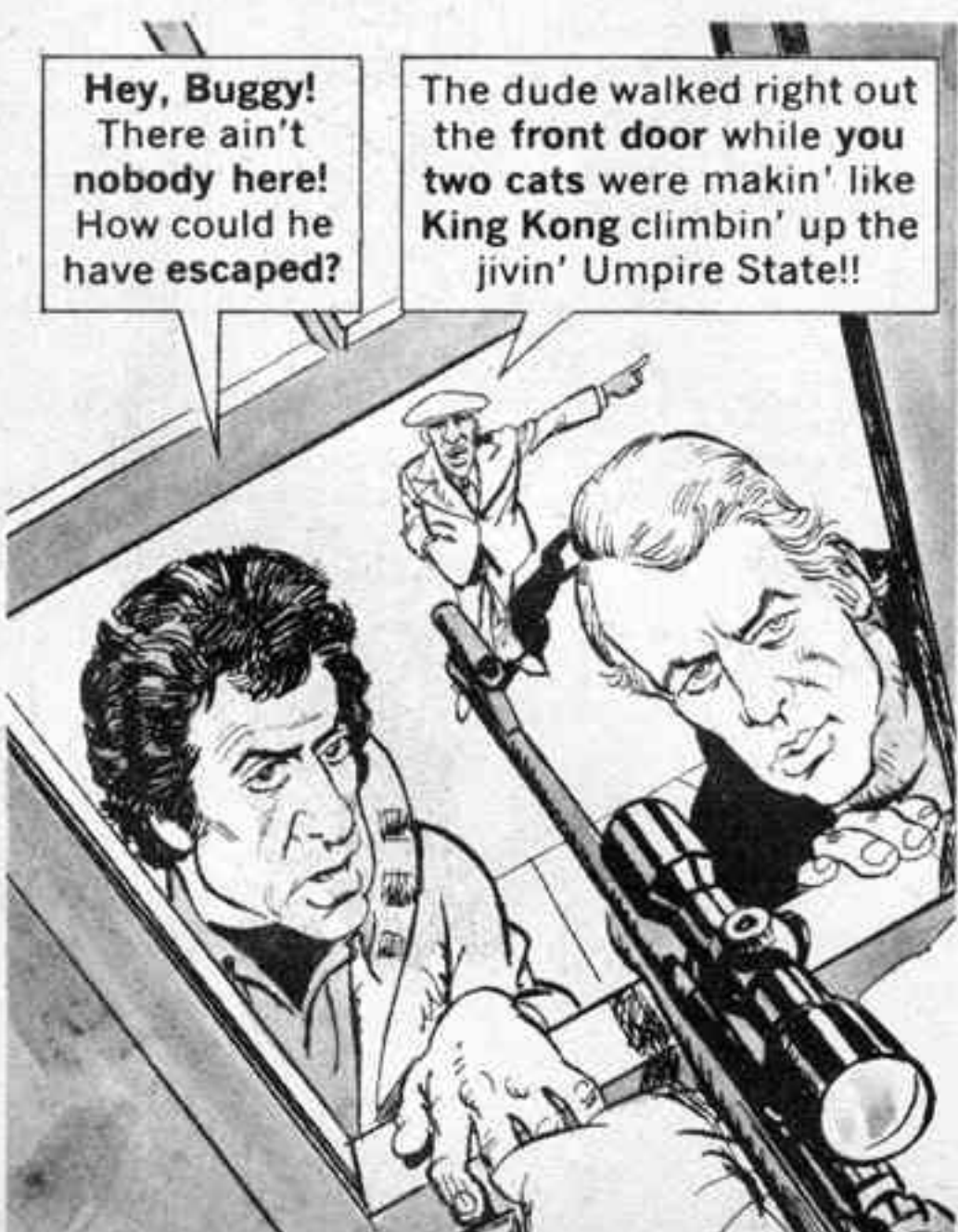
Yeah! What about it?!

Well, that's where the Mechanic did his thing, Man!



He may be right! Let's check it out!

I'm right behind you!



Hey, Buggy! There ain't nobody here! How could he have escaped?

The dude walked right out the front door while you two cats were makin' like King Kong climbin' up the jivin' Umpire State!!



Saluggi was only wounded, so he was rushed to the Hospital! But we're sure that they'll try to finish him off there...

Yeah, I know what you mean! Hospitals ain't what they used to be! My Aunt went in, just to have her tonsils out—and they wiped HER out, instead!

Harsky, I think the Captain means the Hit Man will try to finish the job at the Hospital!

Right! And you two are elected to see that it doesn't come off!

We already DID our Guard Duty bit! Get someone ELSE to handle it!

Sorry! If I send some other Cops to the Hospital, they might forget why they're there and start foolin' around with the Nurses! With you two guys, I don't have to worry!

Boy... a Hospital! What a chance to play "Doctor"!

With the patients?

No, with each other!

Forget it! Let's try to find our Hit Man! Spread out and scout around! Look for anybody acting suspicious!

Hey... what's going on in here?!

HOLD IT!! I'm a Police Officer!!

BLAMM
BLAMM

What happened...??

I spotted this guy wearing a mask and carrying a knife! I identified myself as a Cop, and then I blew him away!

Harsky, this is an Operating Room! ALL Doctors wear masks when they operate! You just burned the Chief Surgeon!

Ooops! Sorry about that! Okay... the rest of you can put down your hands!

Boy, the Captain's gonna be teed off when he hears about this!!

What are you getting uptight about!? I went according to the book!! Er... Stutch... I think I see our guy! He's wearing a mask... and he's doing a knife act!

It's just another operation!

Okay, have it your way! But it sure is a strange place to have an operation... out here in the HALL! And the PATIENT is the COP that's guarding Saluggi's ROOM!!

Harsky, you BLEW it! You let our man get away!!

I blew it?! How do you like that?! YOU said—

Never MIND what I said! C'mon!! Let's find him!

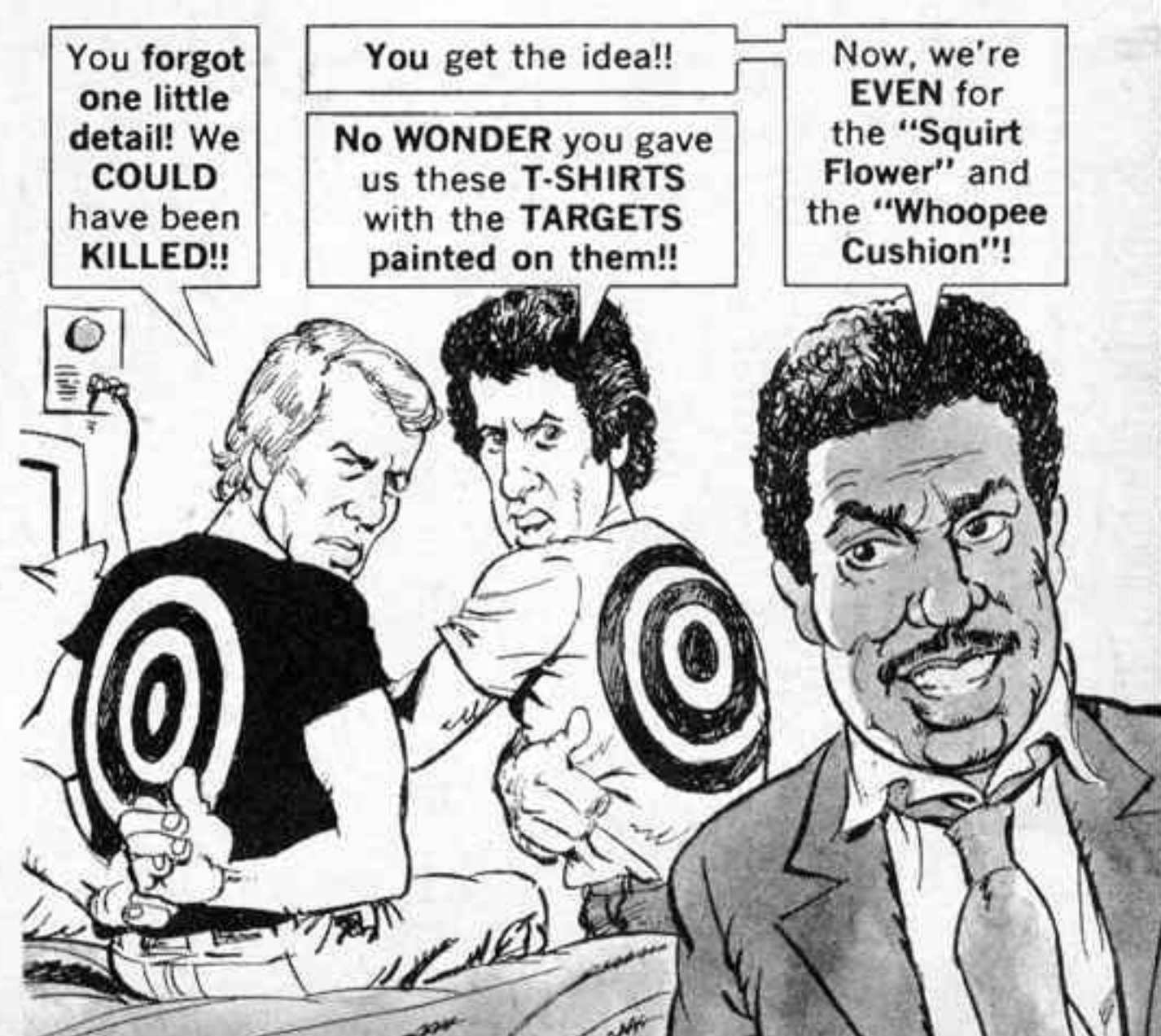
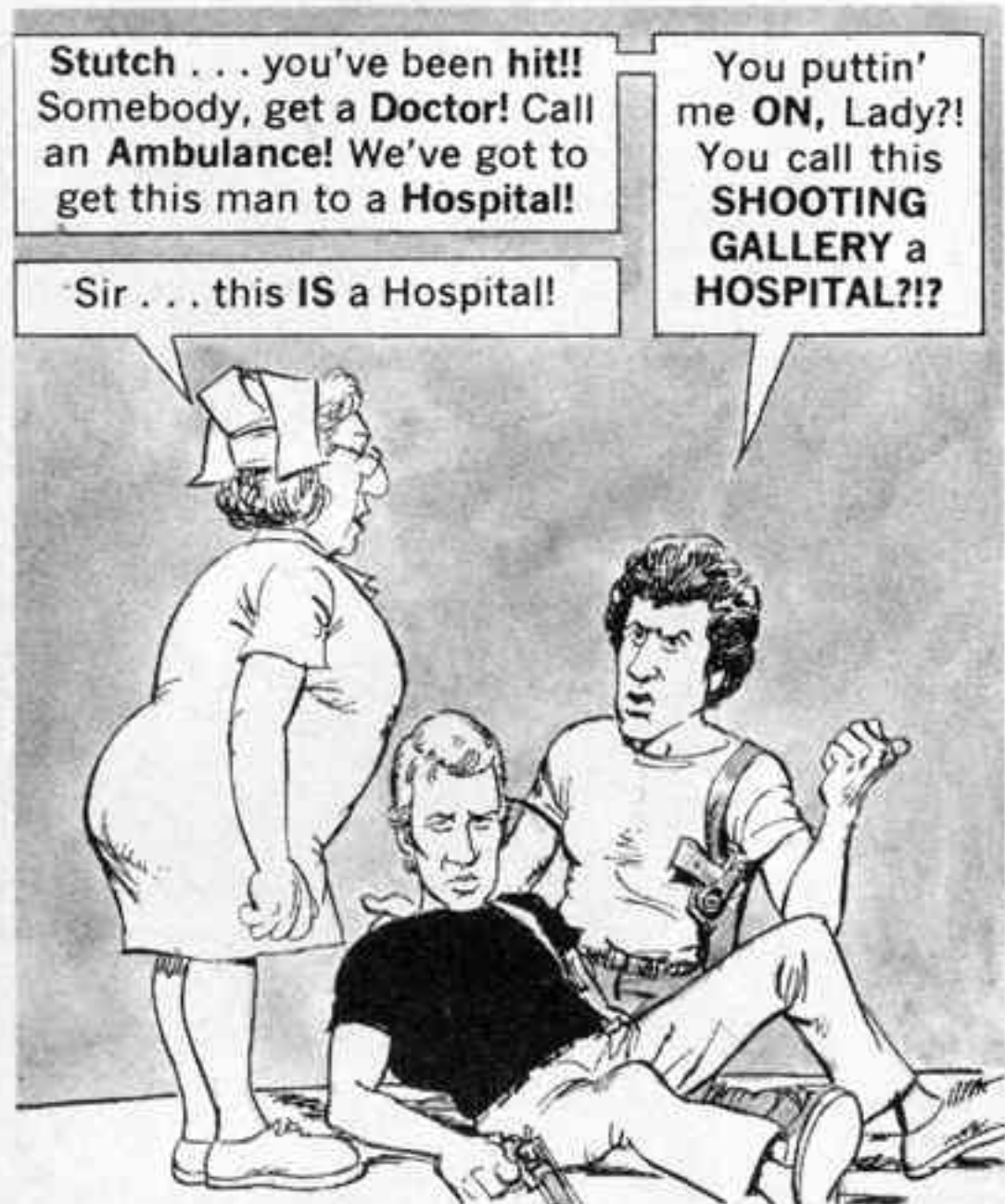
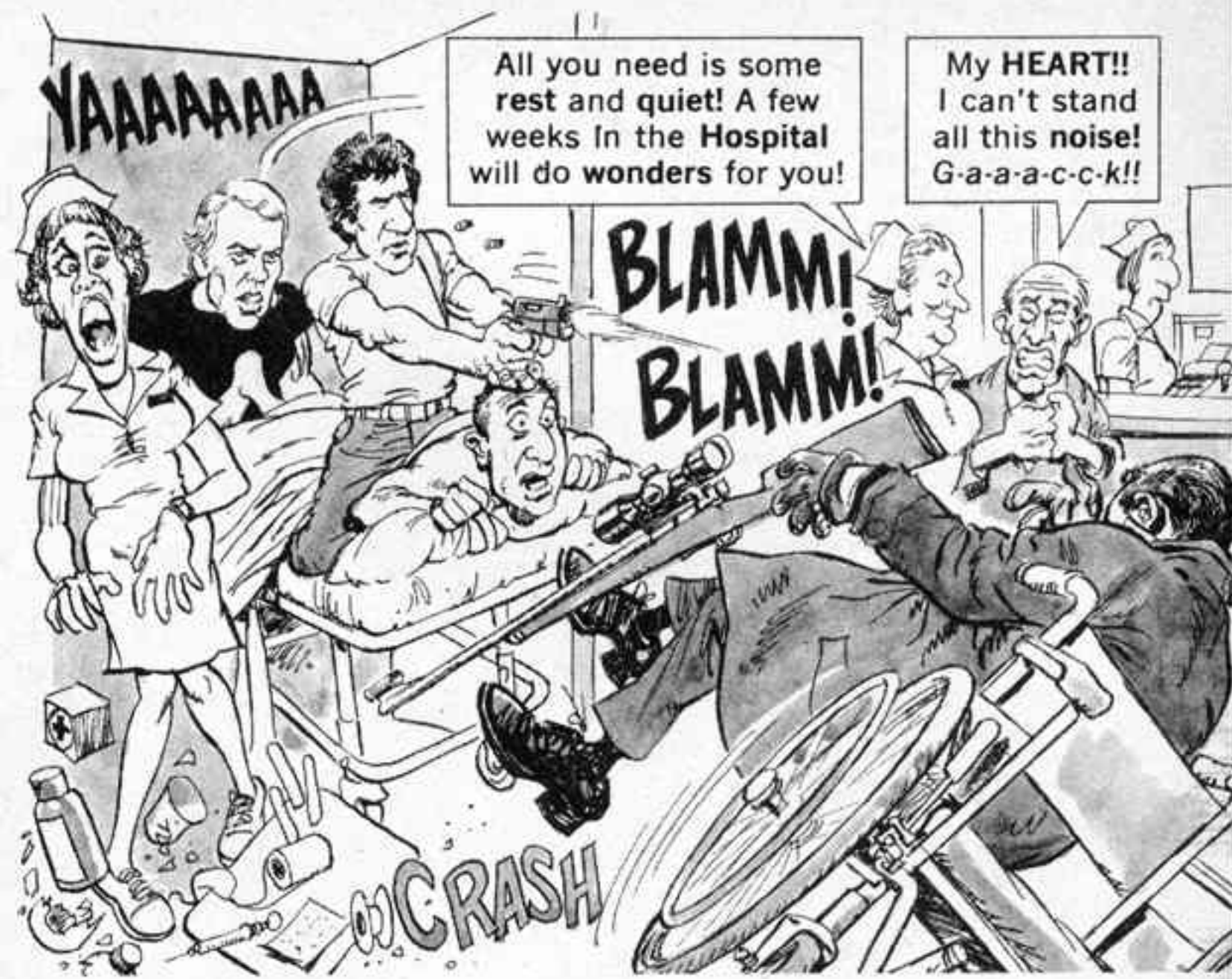
Stutch, that guy in the wheel chair! There's something SUSPICIOUS about him!

Hey, man! This IS a Hospital! What's so suspicious about a guy in a wheel chair?

Well, for one thing, he's pushing himself with a RIFLE!!

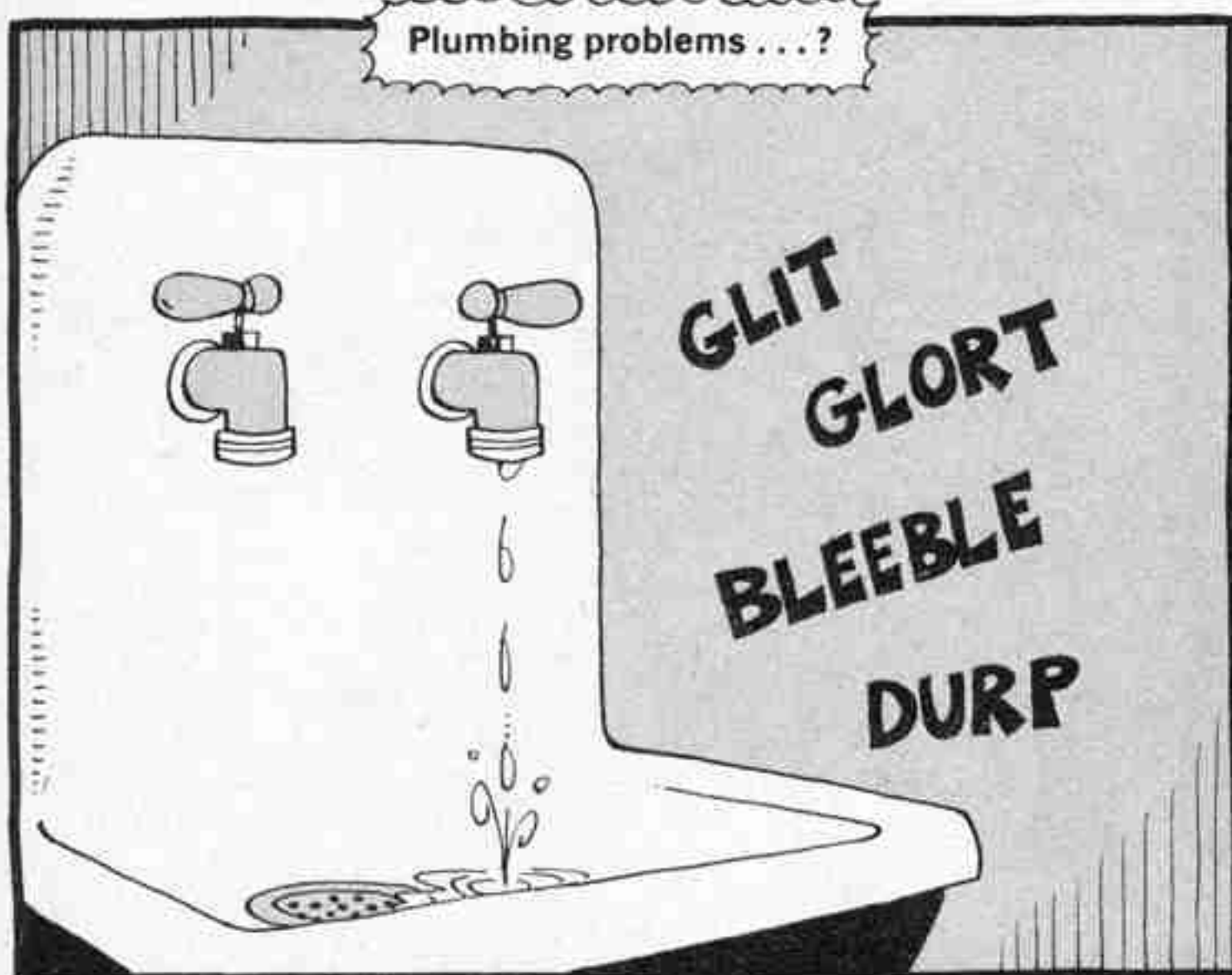
And now he's FIRING that rifle! At US!!

You're right! That IS suspicious!! Nail him!!



AN ADVERTISEMENT

Plumbing problems ... ?



And you don't know who to call ... ?



Well, there's only one place to call!



That's right ... !



... Call anytime!



D. MARTIN...

**WHAT ABUSED
OLD TIMER
NEEDS MORE
TENDER
LOVING CARE
THAN EVER
LATELY?**

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

The problems of The Aged have been in the news a lot lately. But one Old Timer in particular has taken some rough punishment in recent years. To discover the identity of this poor maligned and maltreated Old Thing, fold in the 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

**THE GENTLE NEEDS OF OUR SENIOR CITIZENS ARE MISUNDERSTOOD
OFTEN. SOMEDAY, WE'LL ALL BE IN TROUBLE IF WE BUILD
USELESS, UGLY PLACES INSTEAD OF SOLVING THIS DILEMMA**

A ▶

◀ B

**WHAT ABUSED
OLD TIMER
NEEDS MORE
TENDER
LOVING CARE
THAN EVER
LATELY?**



FOLD PAGE OVER LIKE THIS!

A ▶ ◀ B FOLD BACK SO "A" MEETS "B"



**ARTIST & WRITER:
AL JAFFEE**

**THE GOOD
OLD
USA**

A ▶ ◀ B

Sorry State U.S.A.

Political Directory
1976

 Bull System



PUBLIC
PHONE

OUT OF
ORDER