

We topple

**KING
KONG**

... send

NETWORK
down the
tube

... rip up

**MOVIE
ADS**

... tarnish

**ACADEMY
AWARDS**

... and

finally
blast

CB RADIOS



MAD[®] IND

No. 192

July '77

OUR PRICE

60c

CHIMP

33230



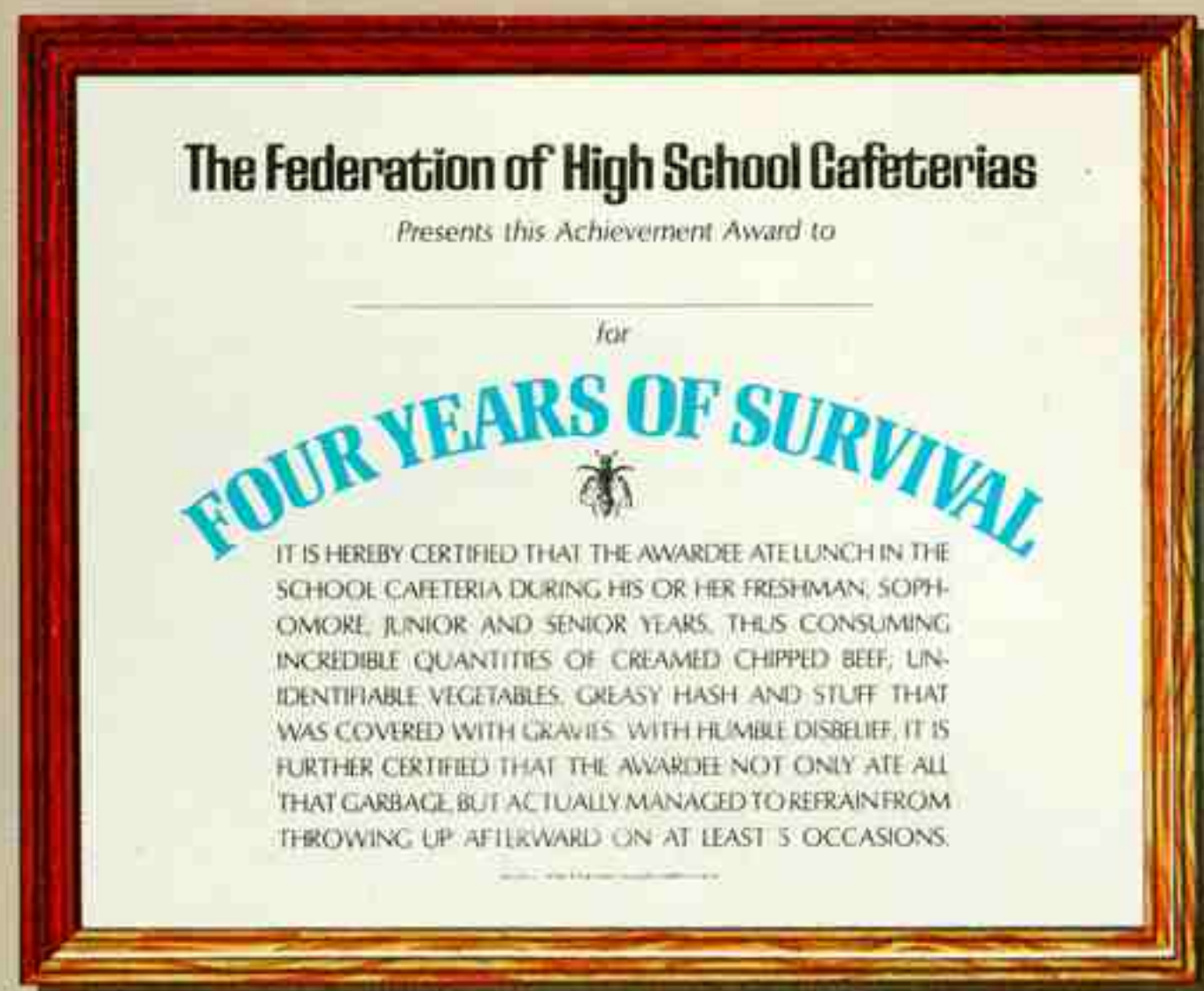
PLASTER YOUR WALLS WITH THESE MAD MIRTH CERTIFICATES

YOU GET 16 FREE 8 X 10

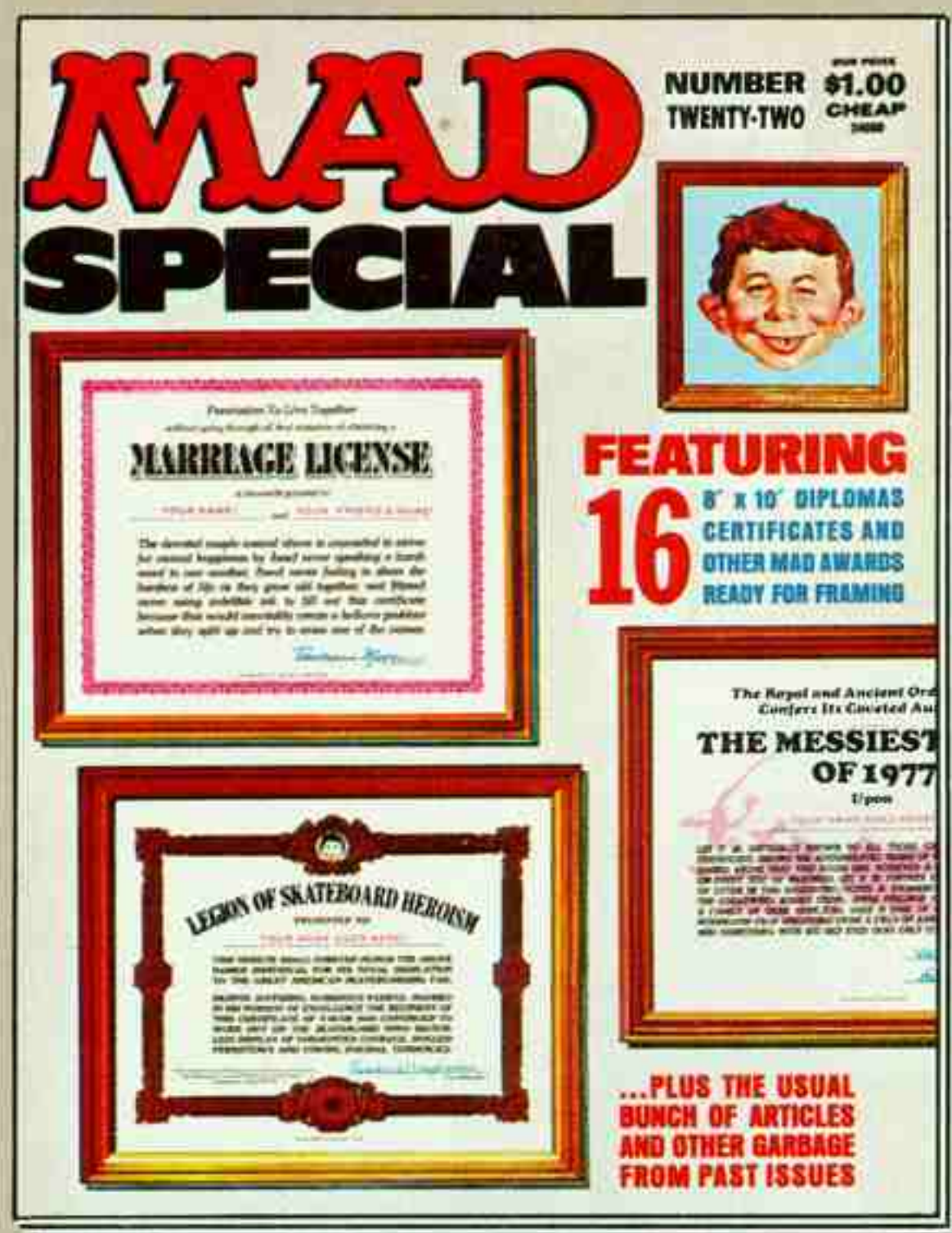
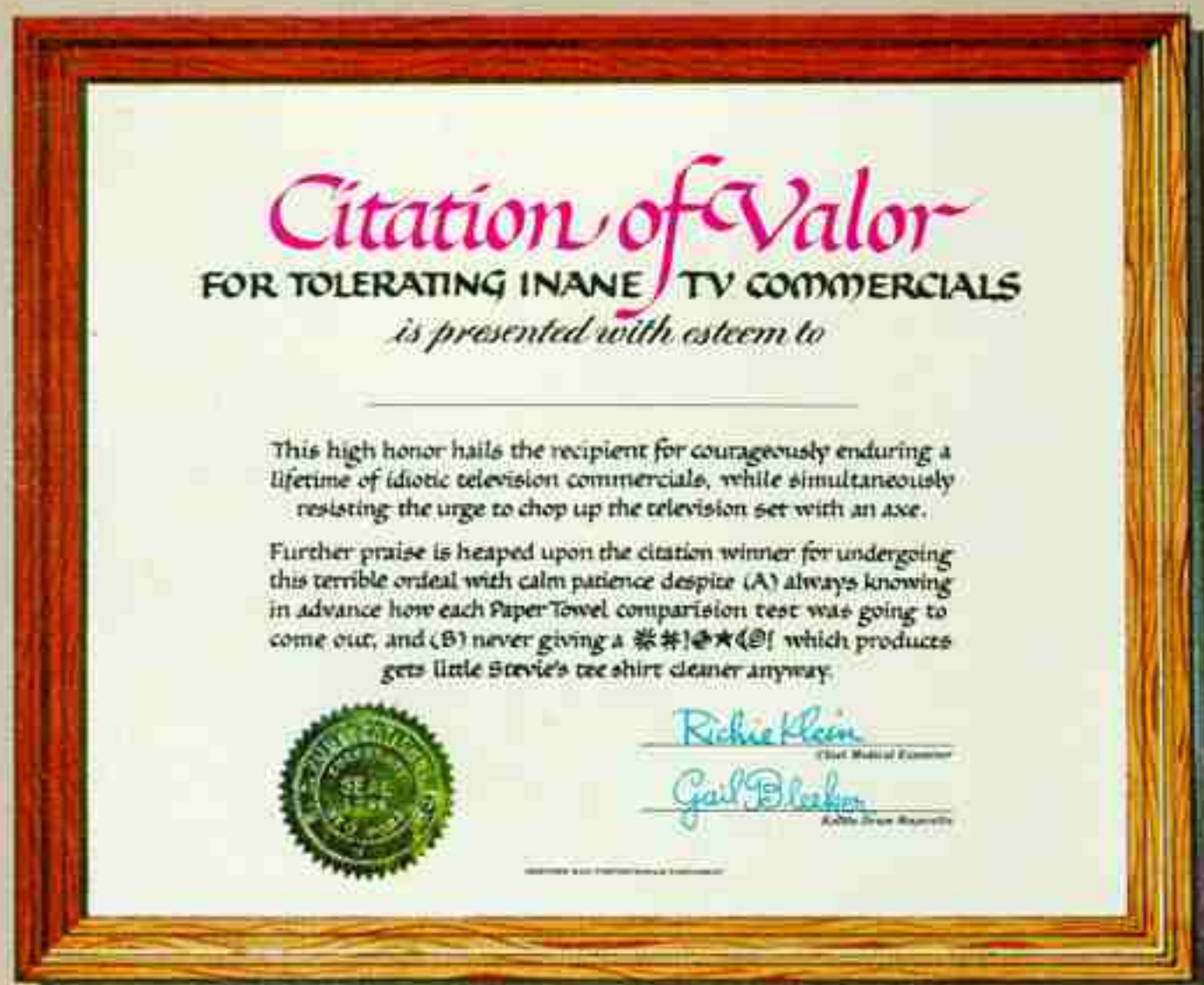
... DEVILISH DIPLOMAS, AUDACIOUS AWARDS, COCKAMAMIE CREDENTIALS AND OTHER DUBIOUS DISTINCTIONS!!

READY FOR FRAMING AND CUSTOMIZING!

(THAT MEANS YOU FILL IN YOUR NAME)



PLUS THE USUAL COLLECTION
OF OLD GARBAGE IN THE NEW
MAD SPECIAL
NUMBER TWENTY-TWO



NOW ON DISPLAY WHEREVER MAGAZINES ARE SOLD, READ FOR FREE, OR SWIPED

MAD

"Cast your bread upon the waters, and it will return
...as soggy bread!"—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, JANET SERPICO,

DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

AERIAL BOREFARE DEPARTMENT

A MAD Look At C.B. Radio 12

ATHLETE'S FEAT DEPARTMENT

MAD's Academy Award For Jocks 29

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Mornings 16

DON MARTIN DEPARTMENT

One Day In Philadelphia 11

One Afternoon In Acapulco 28

One Night On Skull Island 33

KONG-PHEW DEPARTMENT

"King Korn" (A MAD Movie Satire) 4

KONG-TWO DEPARTMENT

A MAD Look At King Kong 24

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" by Aragones **

PARITY BEGINS AT HOME DEPARTMENT

Government Checks For Not Doing Anything 40

PUTTING ON HEIRS DEPARTMENT

MAD Forms For Personalized Wills 21

RIG-LATIN DEPARTMENT

C.B.-Type Code Language In Other Walks Of Life 37

"SNOW" BIZ DEPARTMENT

When "Truth In Advertising" Laws Apply To Movie Ads 34

TELE LIKE IT IS! DEPARTMENT

"Nutwork" (Another MAD Movie Satire) 43

**Various Places Around The Magazine

VITAL FEATURES

"KING
KORN"
(MOVIE
SATIRE)
Pg. 4



A MAD
LOOK AT
C.B.
RADIO
Pg. 12

THE
LIGHTER
SIDE OF
MORNINGS
Pg. 16



A MAD
LOOK AT
"KING
KONG"
Pg. 24

ACADEMY
AWARDS
FOR
JOCKS
Pg. 29



"NUTWORK"
(ANOTHER
MOVIE
SATIRE)
Pg. 42

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 \$9.00.* Enter my name on
your subscription list, and mail me
the next 15 issues of MAD Magazine

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

*In Canada, \$10.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside U.S.A. and Canada, \$10.00, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!



**LAST OFFER AT
THIS LOW PRICE**

If you'll recall, our last offer for these full color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid, suitable for framing or wrapping fish, was at this same low price! So was the one before that, and the one before that! Like, how could we charge more when we can't even sell them at this price? Order today! Merely send 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.



THE SHOOTIEST

Dick De Bartolo's superlative retention of the mood and pacing of "The Shootist" film, plus his addition of funny lines and appropriate meter, indicate he'd make a damn fine scenarist; if he isn't one already. His understanding of "The Shootist" involvement is all the more admirable and perceptive as he slipped into a gear *unlike* his "Towering Sterno", "Poopsidedown Adventure" and "The Omenous" triumphs!

Arthur Greenwald
Pittsburgh, Pa.

High caliber, high explosive, high comedy!

Rich King
Spokane, Wash.

What a unique opportunity for Mort Drucker to line up his sights on all those "shooting stars" and durable character actors. John Wayne never had it so good in ink.

Sally Mudge
Rochester, Kent
England

A secondary perusal of MAD art is always rewarding. Like concentrating on details and finding those darling Pigs-In-Blankets on Widow Bland's stove.

Rachel Ralston
San Francisco, Calif.

I think Drucker and De Bartolo made a bigger hit than the movie makers!

Jim Hash
Appomattox, Va.

MAD "DEATH" ANNOUNCEMENTS

After reading Frank Jacobs's "MAD 'Death' Announcements" I *happily* announce the death of intelligence in MAD. Services should be held immediately, if not retroactively!

David Gomes
Anaheim, Calif.

"'Death' Announcements" died on the table!

John Donart
Princeton, Kan.

Joey Nespor
Is Grieved To Announce
The Death
Of His MAD Magazine Collection
Following An Unexpected Cleaning
Of His Room
By His Mother
Mrs. L.J. Nespor
On Friday, The Fourth Of March
Nineteen Hundred And Seventy-Seven
Joey Nespor
Columbus, Ohio

ORIGINAL COVER, MOMENT LATER

"Presenting The Original MAD Cover, And One MAD Moment Later!", by Rickard and Edwing, is a brain-game of possibilities that have often occurred to me as I've contemplated my array of MAD covers. Fabulous follow-ups!

Ted Schwartz
New Haven, Conn.

Talking about "Original Cover, Moment Later", your best example is your ski cover mishap on the very same issue. The #190, April '77, cover is the aftermath to your #173, March '75, ski cover.

Don MacEwan
Salem, Oregon



ONE MORNING BACK ON MAIN STREET

Don Martin's "One Morning Back On Main Street" was entirely unreal. First, nobody was getting mugged. Second, there was no doggy-do or litter in the street. Third, there was no graffiti on the wall.

Pablo Mahoney
Tollhouse, Calif.

That sidewalk sequence is concrete evidence that Don Martin should throw in the trowel!

J.J. Kramer
Dryden, Mich.

IF BUSINESSES OFFERED "NO-FRILLS"

MAD is a "No Frills" magazine!
David L. Arnold
Ridgecrest, Calif.

TESTIMONIAL ROASTS

"Testimonial Roasts For Ordinary People", by Bob Jones and Arnie Kogen, was well-done and easy-to-swallow.

Herman Hogston
Columbus, Ohio

Bob Jones's readily recognizable celebrities in "Roasts" gives MAD the corner on the finest caricaturists in the world!

Richard Cole
New Castle, Pa.

THE LIGHTER SIDE OF GOOFS

Printing Dave Berg's "The Lighter Side Of Goofs" was a real ~~mistake~~ mistake.

Greg Blair
Emporia, Kan.

ONE DAME AT A TIME

Angelo Torres's and Larry Siegel's "One Dame At A Time" was one dame too many!

R. Devorin
Elmhurst, N.Y.

TOP SECRET MINUTES OF MEETINGS

"Top Secret Minutes Of Top Secret Meetings" should have been kept secret!

Ray Cavenee
Arroyo Grande, Calif.

WHEN YOU'RE POOR, WHEN YOU'RE RICH

Frank Jacobs and Jack Davis did a great job on the "When You're Poor . . . And . . . When You're Rich" feature. They just about covered everything except for one aspect of the law that has come into the spotlight the last few years. That is: "When You're Poor . . . you're a common criminal, and When You're Rich . . . you're a victim of society".

Bill Maslen
Montreal, Quebec,
Canada

THE FROG PRINCE FOLD-IN SALUTES THE AUTOMOBILE INDUSTRY

How come there was no Fold-In in issue #190? While I enjoyed Al Jaffee's back cover, "MAD Salutes The Automobile Industry", I wondered why Jaffee relinquished his time-honored Fold-In place to that Frog Prince, Don Martin.

Michael McClintock
Brockville, Ont.,
Canada

The Fairy Tale of "The Frog Prince" really had me this time. I folded that inside back cover every way I could think of, and I still can't figure it out!

Sheryl A. Baugh
Pleasant Hill, Calif.

My wife watched me struggle with the inside back cover for 45 minutes before telling me that there was no MAD Fold-In in that issue.

G. W. Buckley
Kitchener, Ont.,
Canada

Please Address All Correspondence To:
MAD, Dept. 192, 485 MADison Avenue
New York, New York 10022

FOR THOSE OF YOU WHO THINK THE ORIGINAL WAS BETTER...

... many MAD
Paperback Books
contain choice
reprints of our
original material
from past issues.
The rest contain
all-new original
material you can't
get anywhere else.

YOU'LL GO
A P E
OVER BOTH
KINDS OF



MAD PAPERBACK BOOKS

ON SALE NOW AT ALL BOOKSTANDS, OR YOURS BY MAIL

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

MAD

485 MADison Avenue
New York, N.Y. 10022

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

OKAY, YOU KONGED ME INTO PARTING WITH A FEW HARD-EARNED BANANAS!
PLEASE SEND ME THE BOOKS OF MONKEY BUSINESS I'VE CHECKED BELOW:

- | | | |
|---|--|---|
| ☐ The Bedside MAD | ☐ The Rip-Off MAD | ☐ 3rd MAD Dossier of SPY vs. SPY |
| ☐ Son of MAD | ☐ The Token MAD | ☐ 4th MAD Classified SPY vs. SPY |
| ☐ The Organization MAD | ☐ The Pocket MAD | ☐ A MAD Look at Old Movies |
| ☐ Like MAD | ☐ The Invisible MAD | ☐ Return of MAD Old Movies |
| ☐ The Ides of MAD | ☐ Dr. Jekyll & Mr. MAD | ☐ MAD-Vertising |
| ☐ Fighting MAD | ☐ Steaming MAD | ☐ A MAD Look at TV |
| ☐ The MAD Frontier | ☐ MAD At You | ☐ A MAD Guide to Leisure Time |
| ☐ MAD in Orbit | ☐ The Vintage MAD | ☐ AL JAFFEE's Snappy Answers |
| ☐ The Voodoo MAD | ☐ The Cuckoo MAD | ☐ AL JAFFEE's MAD Book of Magic |
| ☐ Greasy MAD Stuff | ☐ Hooked On MAD | ☐ More AL JAFFEE Snappy Answers |
| ☐ Three Ring MAD | ☐ The Medicine MAD | ☐ AL JAFFEE's MAD Monstrosities |
| ☐ Self-Made MAD | ☐ DON MARTIN Steps Out | ☐ Still More JAFFEE Snappy Answers |
| ☐ The MAD Sampler | ☐ DON MARTIN Bounces Back | ☐ Aragon's "Viva MAD" |
| ☐ World, World, etc. MAD | ☐ DON MARTIN Drops 13 Stories | ☐ Aragon's MAD about MAD |
| ☐ Raving MAD | ☐ DON MARTIN's Captain Klutz | ☐ Aragon's MAD-ly Yours |
| ☐ Boiling MAD | ☐ DON MARTIN Cooks | ☐ Aragon's In MAD We Trust |
| ☐ Questionable MAD | ☐ DON MARTIN Comes On Strong | ☐ Aragon's MAD as the Devil |
| ☐ Howling MAD | ☐ DON MARTIN Carries On | ☐ MAD for Better or Worse |
| ☐ The Indigestible MAD | ☐ DON MARTIN Steps Further Out | ☐ Sing Along With MAD |
| ☐ Burning MAD | ☐ DAVE BERG Looks at the U.S.A. | ☐ MAD About Sports |
| ☐ Good 'n' MAD | ☐ DAVE BERG Looks at People | ☐ More MAD About Sports |
| ☐ Hopping MAD | ☐ DAVE BERG Looks at Things | ☐ MAD's Talking Stamps |
| ☐ The Portable MAD | ☐ DAVE BERG Modern Thinking | ☐ MAD Word Power |
| ☐ MAD Power | ☐ DAVE BERG Our Sick World | ☐ The MAD Jumble Book |
| ☐ The Dirty-Old MAD | ☐ DAVE BERG Looks at Living | ☐ Politically MAD |
| ☐ Polyunsaturated MAD | ☐ DAVE BERG Looks Around | ☐ MAD Cradle to Grave Primer |
| ☐ The Recycled MAD | ☐ The All-New SPY vs. SPY | ☐ The MAD Book of Revenge |
| ☐ The Non-Violent MAD | ☐ SPY vs. SPY Follow Up File | ☐ MAD's Turned-On Zoo |
| | | ☐ Clods' Letters To MAD |

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

I ENCLOSE 95c FOR EACH
(Minimum Order: 3 Books)

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

Unsolicited Manuscripts will not be returned unless
accompanied by a self-addressed, stamped envelope!

KONG-PHEW DEPT.

Well, that old loveable ape is back in the movies. We're referring, of course, to Dino De Laurentiis. Clever Dino has taken the old classic, "King Kong," and he's up-dated it . . . he's put it on the wide screen in color . . . he's invented new special effects . . . and he's added something new: Humor! Yessir, it seems they decided to play this remake for laughs! Unfortunately, they don't go far enough! Because all they end up with is

KING

Gentlemen . . . welcome aboard our ship, "The Petlox Explorer"! I had to wait until we were on the high seas to tell you where we plan to look for oil! Not at the bottom of the ocean . . . but on a desolate, uncharted fog-bound island . . .

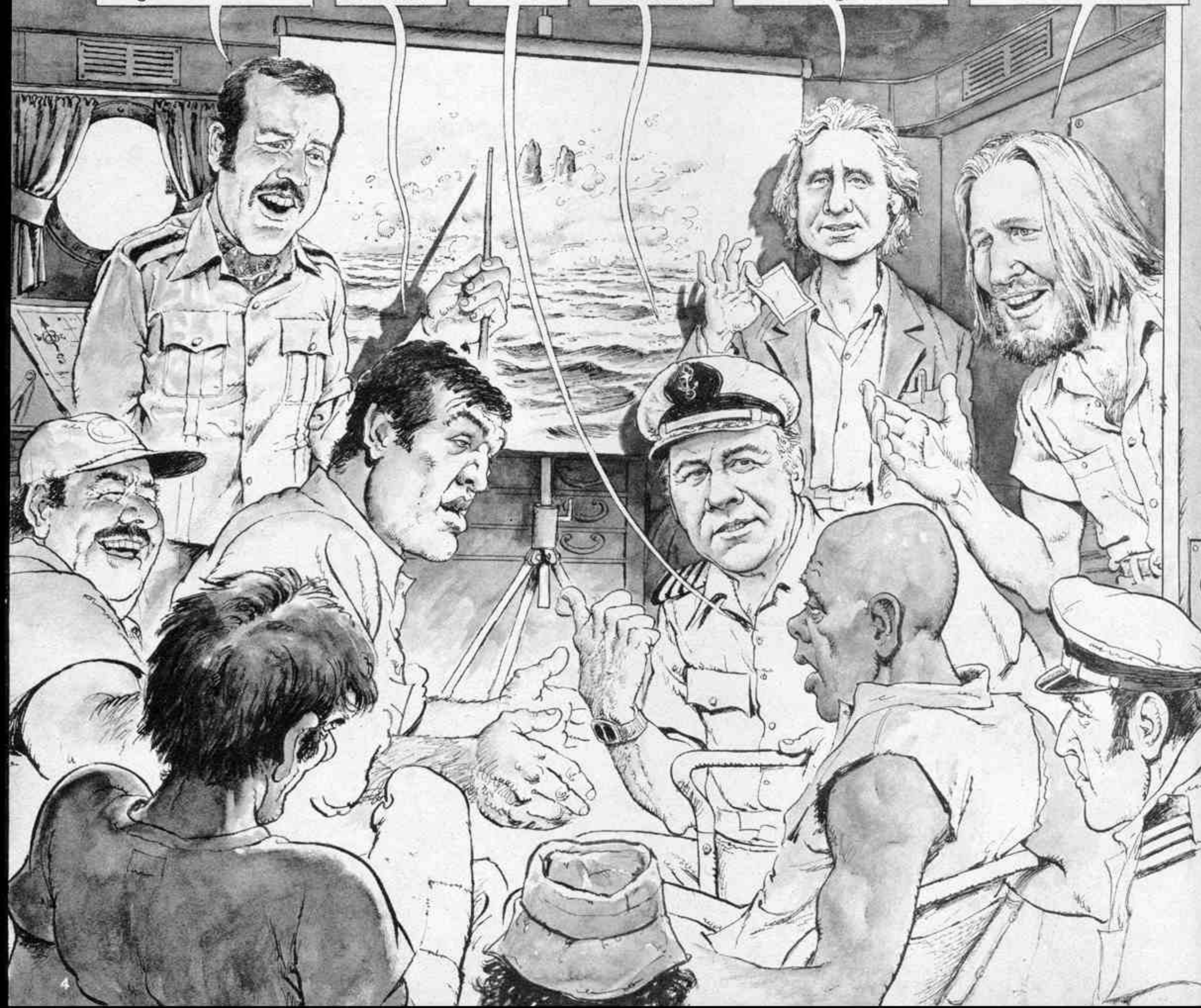
Gee, I was wondering how you expected us to look for oil on the ocean floor with only seven feet of PIPE on board!!

Man . . . it takes guts to gamble on finding oil on an island that no one's ever seen before!

Well, Fraud Winsome has plenty of guts! I know because I watched him heave them up all over my cabin during that last storm!

Let me tell you what a satellite photo of the island reveals about its composition! First it contains pre-hydrocarbons! Next, radical binocular nitrogens! Third, excess carbon dioxide! And last . . . artificial flavorings and coloring! Now, we—

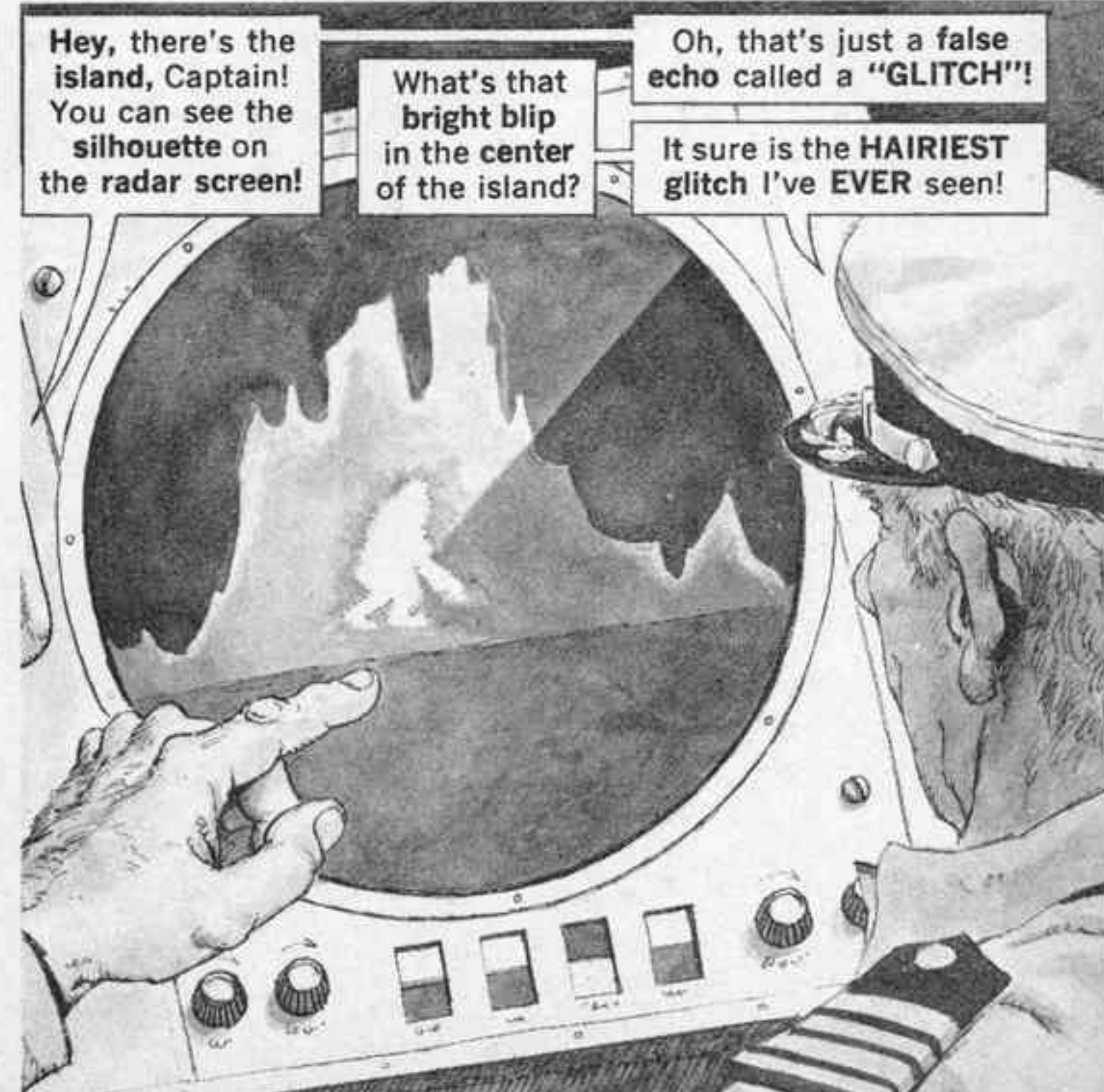
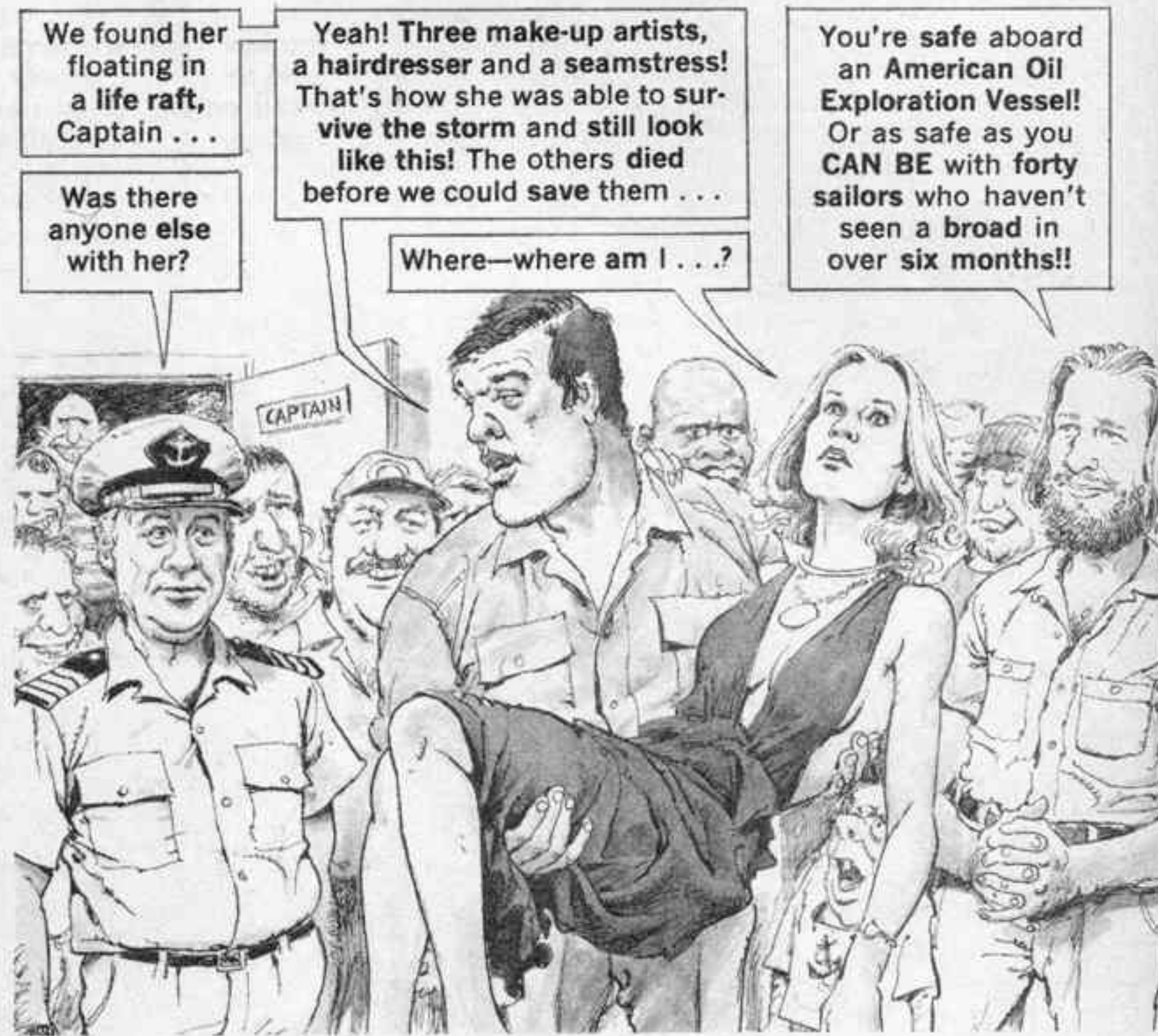
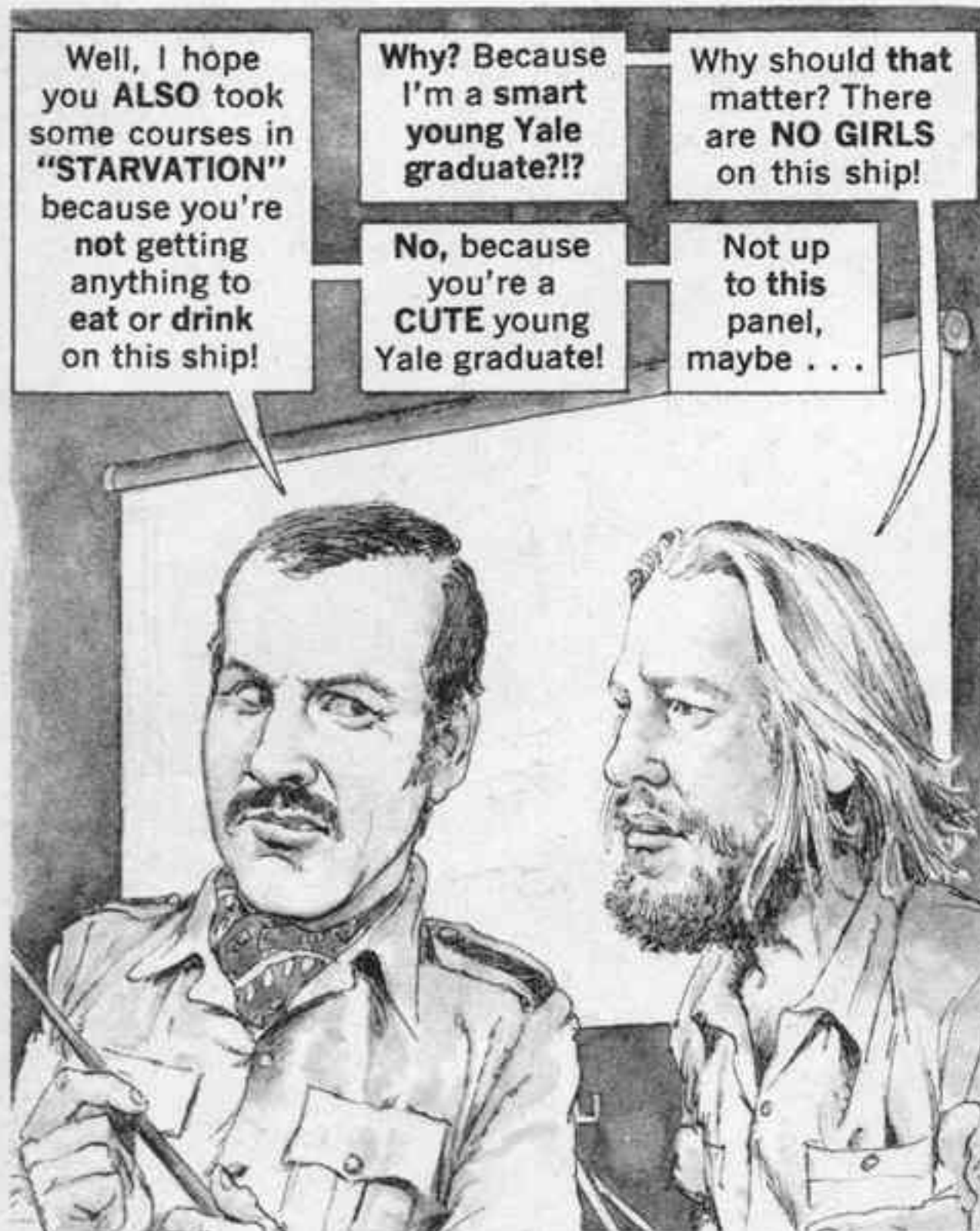
May I take a minute to break in here? I'm not officially signed on this ship . . . so let me introduce myself! I'm Hack Pressclot! I'm from Yale University, where I majored in "Gigantic Primate Behavior", and minored in "Stowing Away Aboard Ships" . . .



KORN



ARTIST: HARRY NORTH, ESQ.
WRITER: DICK DE BARTOLO



Okay, Hack, I believe you're not employed by one of our competitors! But to earn your keep, I'm appointing you "Official Photographer"!

Take our picture now, Hack!

Okay! Can I see a little more leg?

I've got my pants rolled up as far as I can now!!

I was talking to DAWN!!

Hmm! On second thought, maybe we can charge your room and board to your American Express Credit Card!

Wow! Look at that huge wall! It must be as old as the Pyramids!

Not exactly! You see that sign that says "NU NU MIKI NE AG"?

Well, that means "NO HANDBALL PLAYING AGAINST THIS WALL!"



Ahh, come off it! No one lives on this island!

No one lives on this island, eh? What about those natives?

You call that LIVING?!!

They're holding some sort of Pre-Wedding Ritual! That native girl is probably the Bride, and that guy in the ape mask is obviously a stand-in for the Groom...

Because it's BAD LUCK for the Bride to see the REAL Groom before the Wedding?

Not exactly! In this case, it may be even WORSE luck for the Bride when she sees the Groom AFTER the Wedding!!

Baggy! Look down there! See those bubbling pools of thick black gook? Do you think that could be oil?

I doubt it! The natives are pouring it into cups and adding cream and sugar...



They've spotted us, and they've seen Dawn! They want us to give her to them in exchange for six of their women!

DAWN! For six of THEIRS?! Those savages are NUTS!! Tell them TEN—OR NOTHING!!

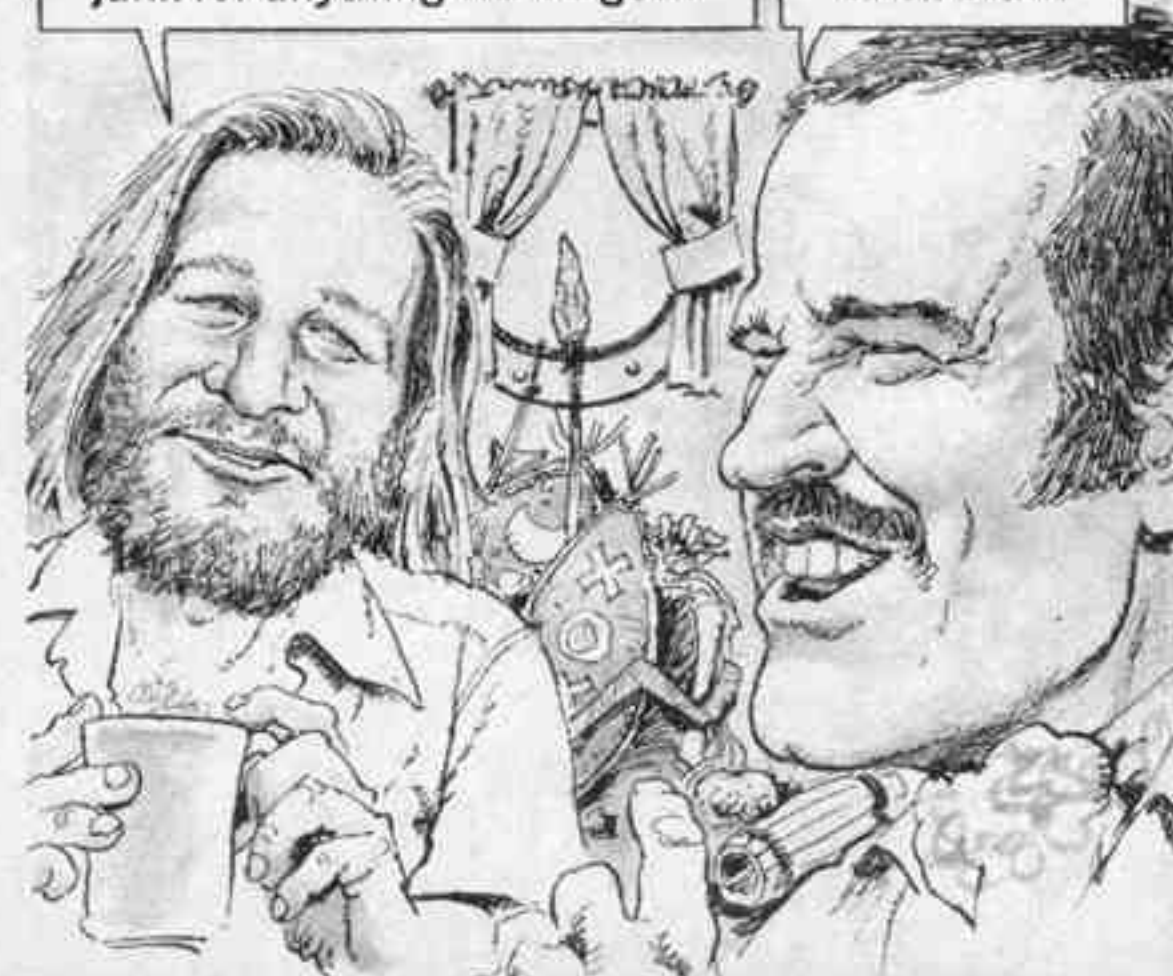
What?! Why, you inhuman ☆☆☆!! You mean you'd actually trade Dawn for ten of their women?!

Don't be ridiculous! It's just a trick to calm them down! Then, we'll let them know what we REALLY want! FORTY of their women for Dawn, or NO DEAL!

I tell you, I know how to deal with backward natives! We've got pots, pans, bracelets and all kinds of shiny trinkets...

You really think those natives are interested in swapping that junk for anything WE'VE got?!

They sure are, smart guy! We just swapped all your CAMERA EQUIPMENT for this swell stuff!

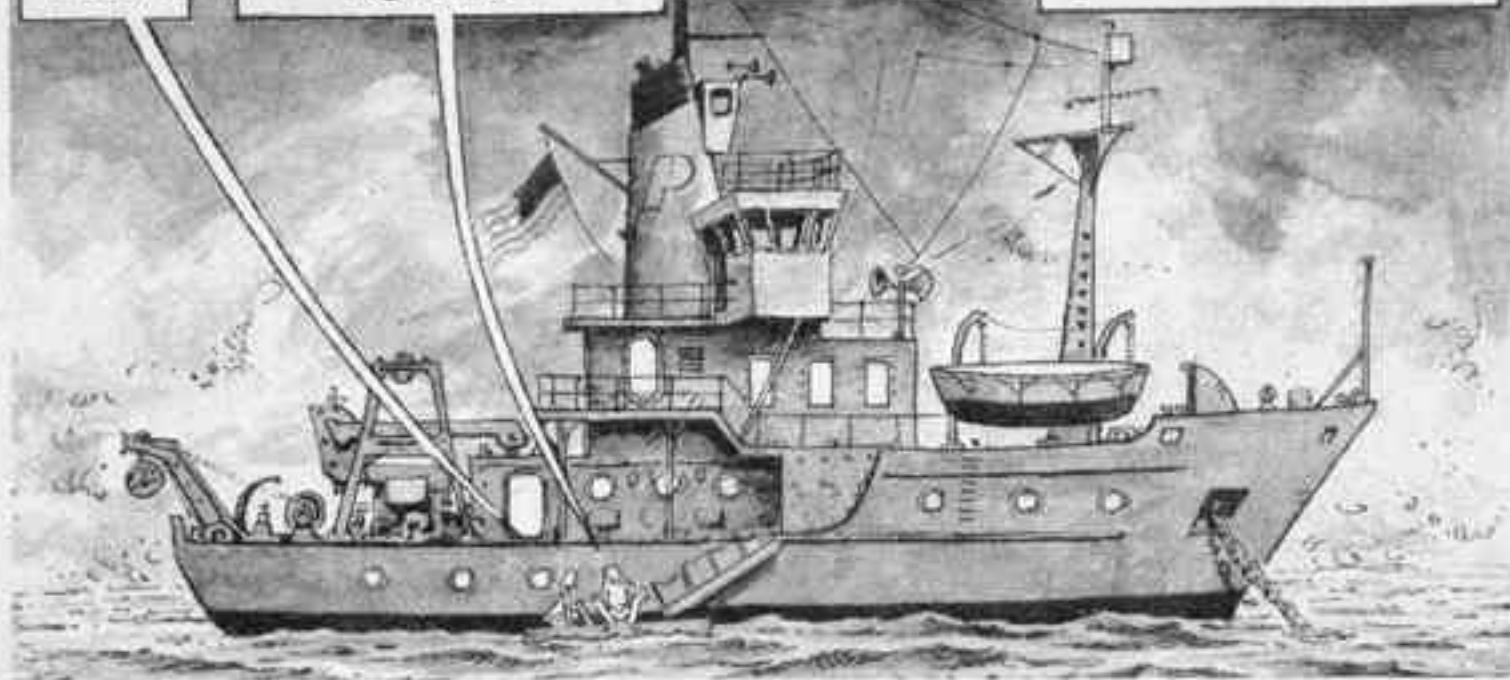


Where are you going **THIS** time of night, Hack?

To the island ... to get my equipment back! Man, my cameras are the most important thing in my life right now!

Oh...? Too bad! I—I was kind of hoping you might come to my cabin!

Well, what do you know!? I just lost all my interest in photography!! Why don't you slip into something comfortable, like your bed, and I'll go brush my teeth!



Hey!! What the—?

Why is it I have so much trouble staying on ships?!

If I'm not getting thrown off, I'm being taken off!!



Come on, guys! I'm not in the mood to meet anybody new tonight! And besides, I already **HAVE** a heavy date!

Will you lay off, fellas? Listen, I appreciate the non-stop drumming and the thousands of torches, but I'm not really **INTO "Discos"!!**

Tell you what! I'll give you my telephone number and maybe we can set something up for next week! Okay?



Hey... just one minute! Where do you think you're taking me?!? Look, I dig tall, dark, hairy men... but **THIS** is ridiculous! Put me down now! I will not go home with you!

Well... maybe for a little while! But I have to be back by 10 o'clock!

Okay! By 11 o'clock! But not a minute later!

It would be different if this were on a week-end, King! But it's a Tuesday! Who stays out late on a Tuesday?!



We're too late! King has already taken Dawn...!

Any ideas where?

Well, there's a small candle-lit restaurant overlooking the lagoon next to a motel! That would be my best guess!

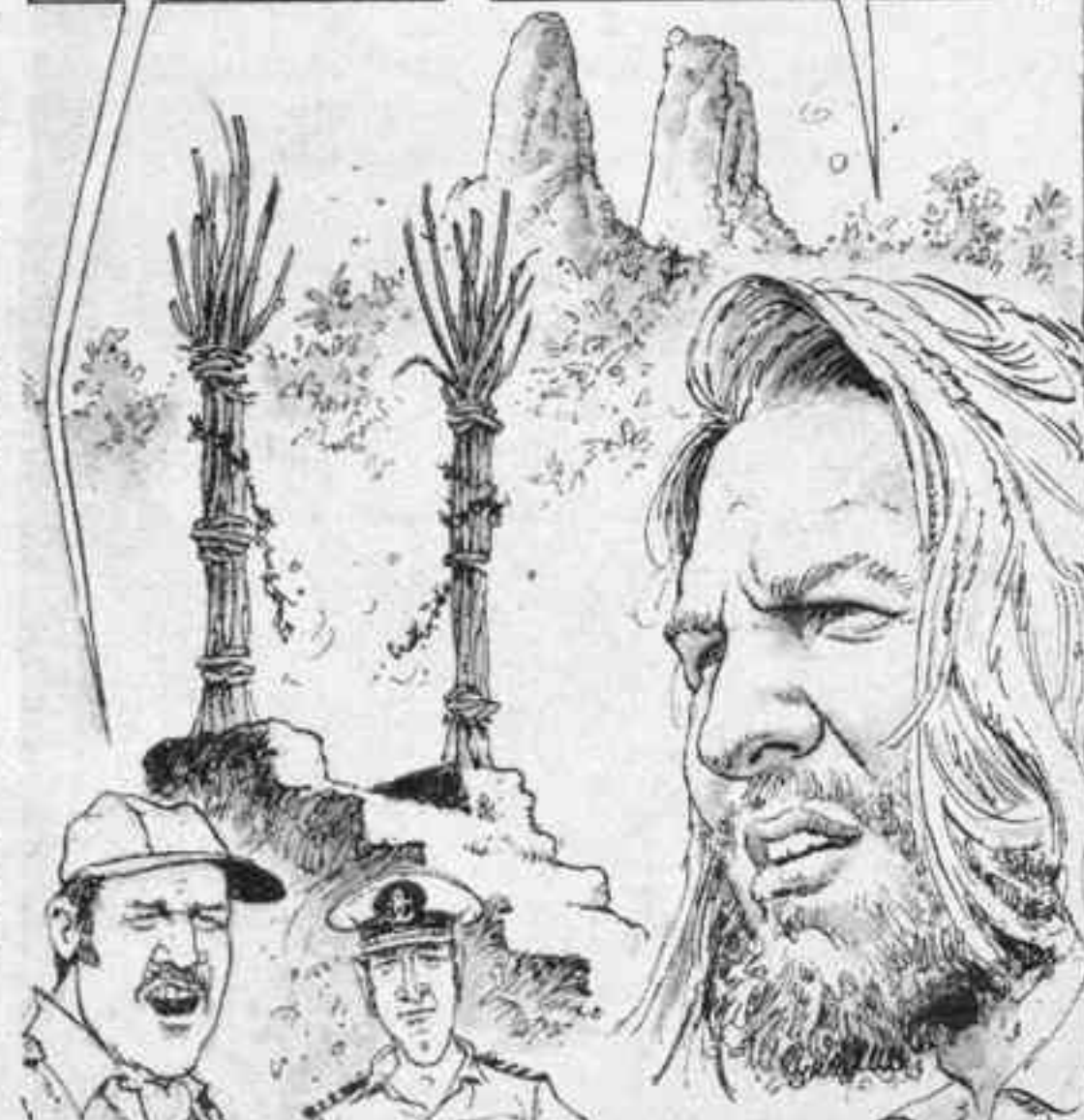
We've got nothing to go on! There are no footprints... just those great big holes through the jungle!

Those aren't **HOLES**, you idiot! Those **ARE** the footprints! C'mon...

Y'know, King... as big as your hands are, I've had less trouble with you than with most of the men I've dated!

You're not a bad ape! First, you gave me a bath in a jungle pool, then you blew me dry, and now you've brought me a couple of eggs for breakfast...

Er... you wouldn't happen to have a twelve-foot frying pan, would you?!



I've checked out the sample we took from the island, and it's 100% pure oil all right . . . exactly up to Petlox's rigid standards . . . !

YAHOO!! And coming here was all MY idea, Baggy!!

As a matter of fact, it IS Petlox oil!! The natives here import it from the mainland in barrels! As for the island itself, it hasn't got a single drop!

Too bad coming here was all YOUR idea, Baggy!



I refuse to go back to America empty-handed!

Why don't we visit that Native Souvenir Shop?! We could pick up a few more of those trinkets you went ape over . . . !

That's it! That's it! You just said it! What an idea!!

You mean, take King back to America?!?

No . . . pick up a few more of those trinkets!



I've changed my mind! I'm taking the trinkets AND King back with me! I mean, if Exxon made over a billion dollars with "Put A Tiger In Your Tank," how much money do you think we'd be talking about with a slogan like "Put An Ape Under Your Hood!"??

Oh, I'd say about twenty million the first year . . . and I think you'd lose even MORE the second year!!

Okay, men . . . lower that TWO HUNDRED POUND BANANA into the trap . . .



Here's an update on King! Dawn and Hack have gotten away from him . . . and King's position now is four hundred meters northeast of Checkpoint Charlie!

Got it! And what's OUR position right now?

Let's see! Your position now is three hundred and ninety-nine meters northeast of Checkpoint Charlie!!

In other words . . .

Right! That warm tropical breeze on your back is KING'S BREATH!!



I'm so sorry we captured King and we're taking him back to New York on this ship! It's so unfair to him!

What? Are you kidding? King is an ANIMAL! An animal that tried to RAPE you!

That's not exactly true! He DID take me out to dinner and a movie!

Besides . . . the natives will be thrilled to be rid of King!!

There's where you're wrong! Without King, this island will soon be over-run with two hundred pound bananas!



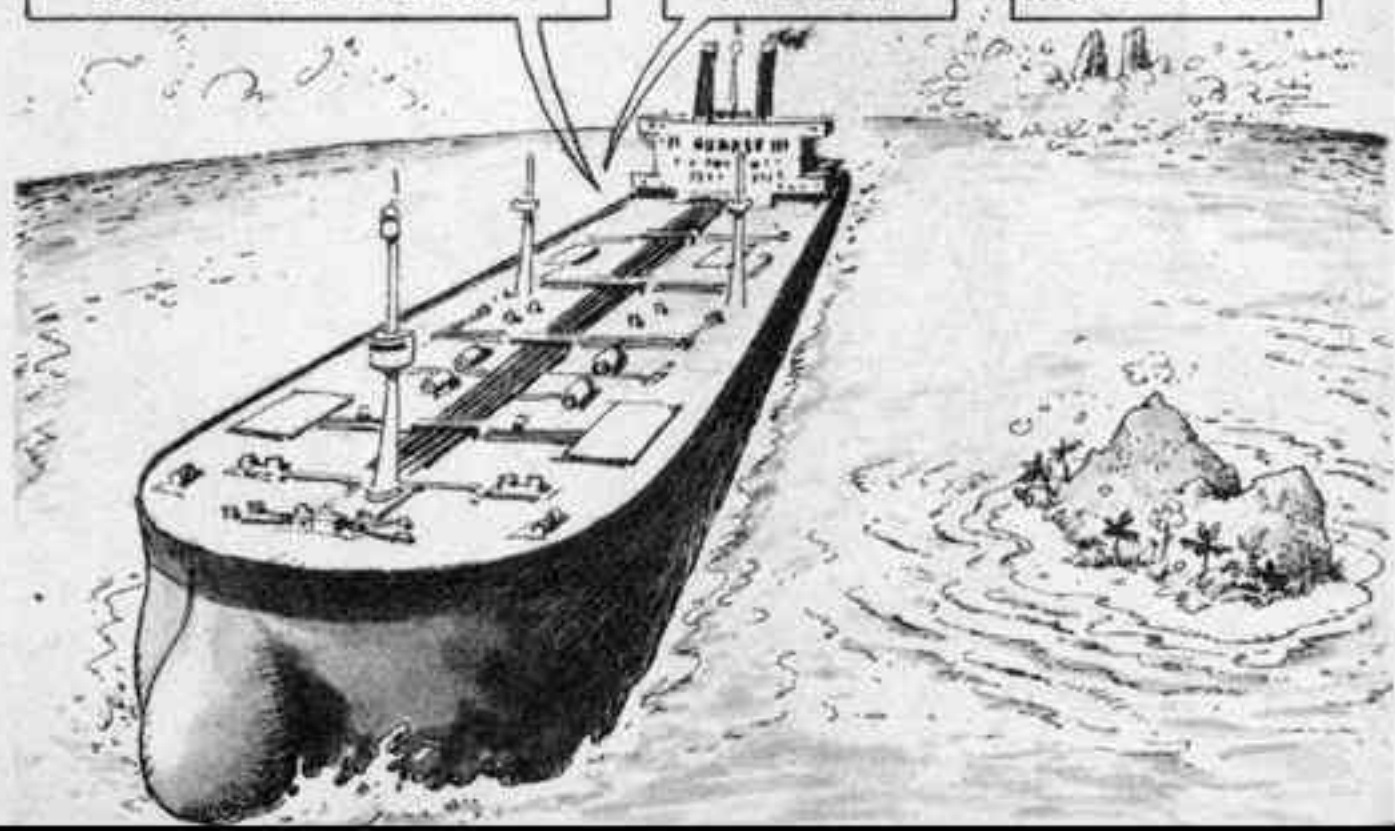
I've been thinking of ways to exploit King! I could star him in a BALLET . . . with Nureyev and Fonteyn and Weiss!

I've got another dynamite idea! We have a big Double Wedding! You'll marry Dawn, and I'll have King marry THE STATUE OF LIBERTY!!

Nahhhh! That's no good! A TUTU for King would cost a million bucks!!

Who'd want to marry a STATUE?!?

Listen, yours might not be much better!!



I'm quitting this circus, Fraud! I just can't stomach this cruel, disgusting exploitation of King!

If you go with him, kid... if you quit on me now, I'll make sure you never get another booking in Show Biz! You'll end up tap dancing at Rotary Clubs!

Gee, that doesn't sound so bad... especially since I can't tap dance now!

Ladies and Gentlemen, I'd like you to meet the biggest chimp in the world!

Th-thank you for that wonderful introduction!

The introduction was for KING!! I said "Chimp" ... not "CHUMP"!

Listen, all you reporters! Don't get so close to Dawn! King will think you're trying to tear her clothes off!

Hey, kid! Mind your own business! We ARE trying to tear her clothes off!



Look! King is breaking free!

Ladies and Gentlemen, don't panic! I assure you the cage is escape-proof! I was locked in it all day yesterday... and I couldn't get out of it!

Look! He's torn his cage apart!

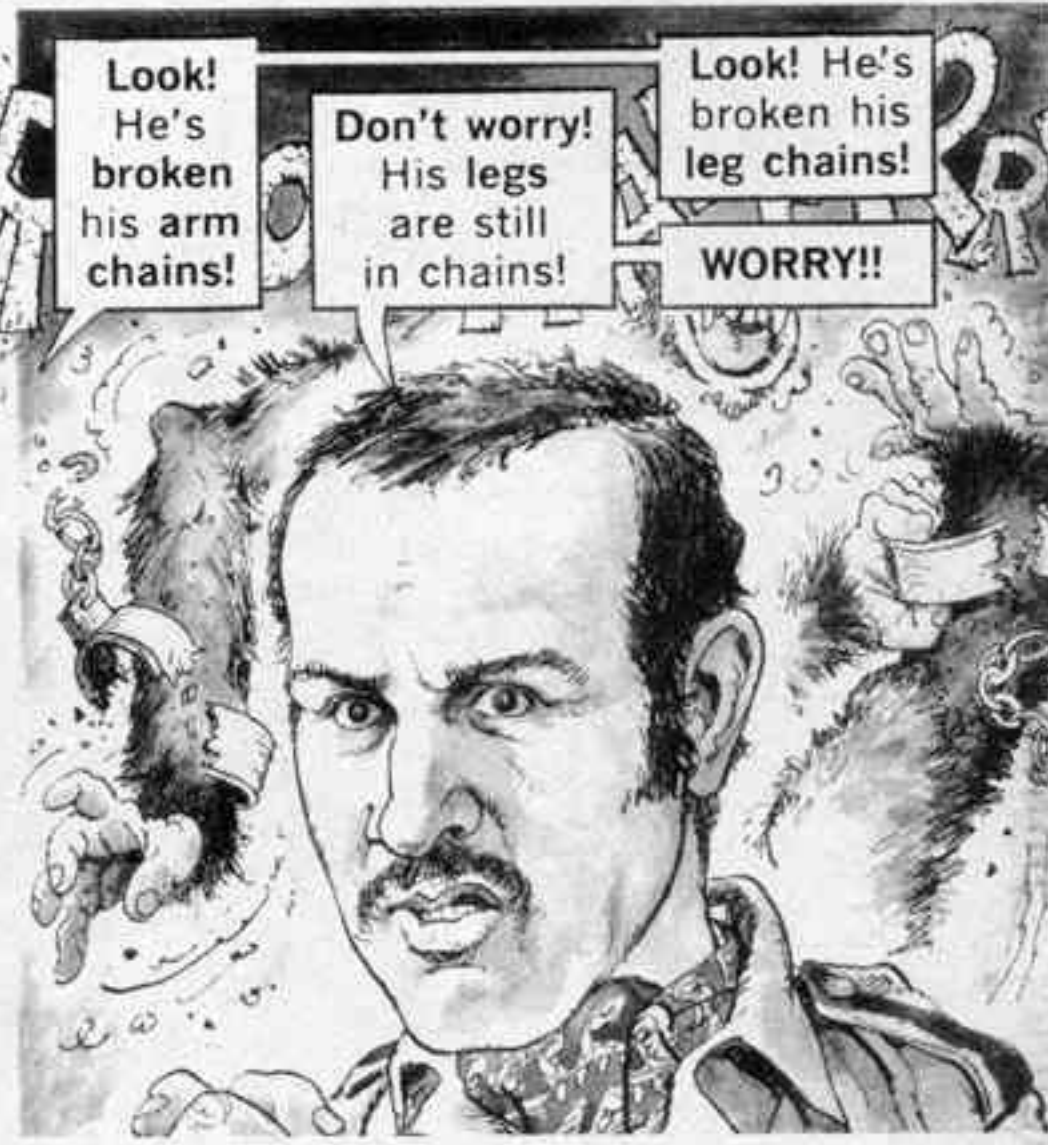
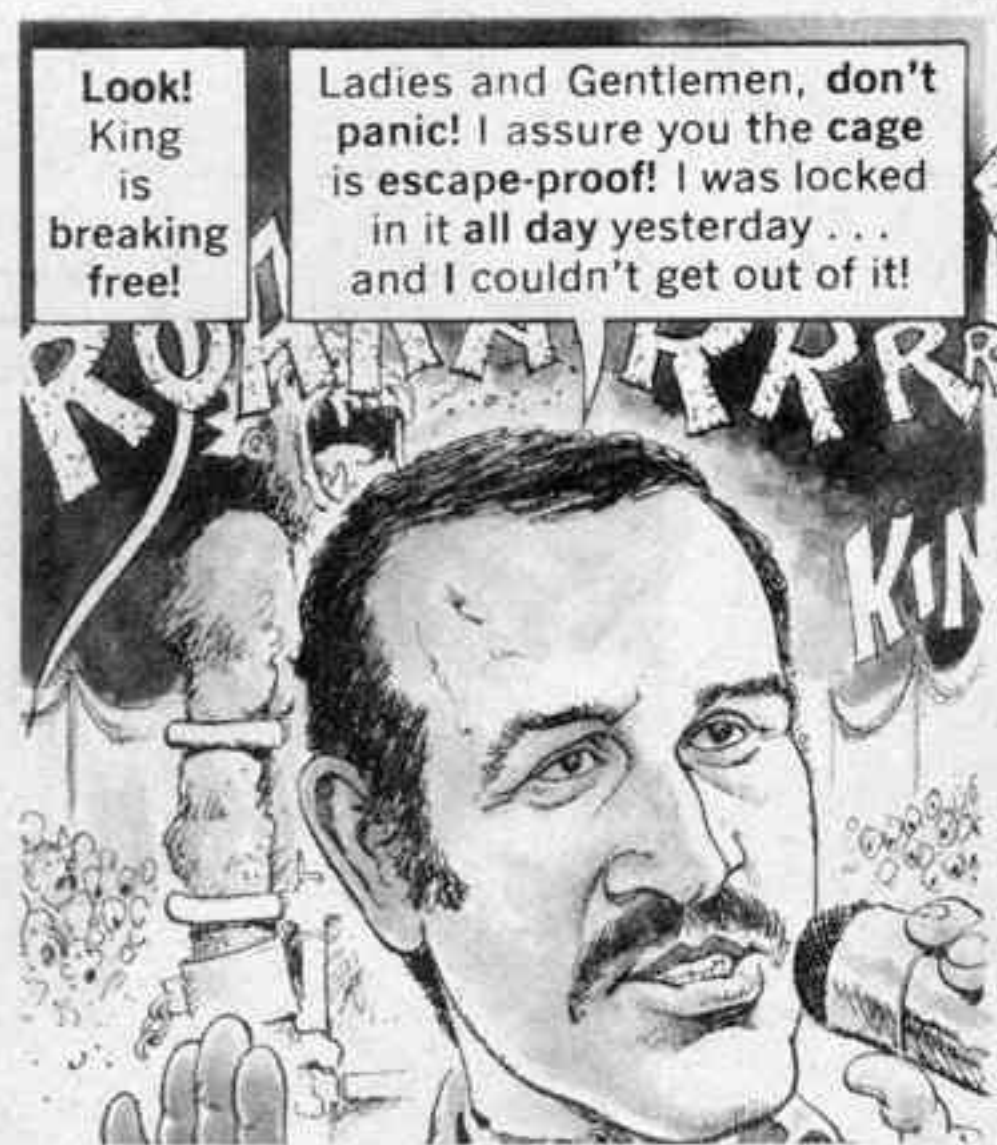
Don't worry! His legs and arms are still in chains!

Look! He's broken his arm chains!

Don't worry! His legs are still in chains!

Look! He's broken his leg chains!

WORRY!!



No, King! No!! Don't step on me!

I suggest that you study the fine print in your contract, King! It's got a "No Squish" clause!!

You can't leave me FLAT, King!!

Do you think we're safe on this train, Hack?

Of course we're safe! King doesn't have a subway token... so they'll never let him on!

Put this train down this instant, you great big juvenile delinquent ape!

Hey, is this 42nd Street? Can you drop me at 42nd Street?

Oh, my God! He's gonna roar again! I can't stand it when he roars...!

I know what you mean! The sound is enough to KILL you!

FORGET the sound! It's the BREATH that'll kill you!



If that giant ape ever crosses the East River...

Don't worry! He can't make it! He'll be dead by then!!

You mean from the tanks and planes?

No, from the East River! If he ever enters the water, the POLLUTION will kill him!

It's Pressclot! I know where King's going! He's headed for the Twin Towers of the World Trade Center! They remind him of the JUNGLE!

Oh, c'mon! There may be a few weird characters hanging around the lobby!! But, why condemn a WHOLE BUILDING?!

Do you know where King is now...?

Yes! He just took a Fifth Avenue bus!

Uptown, or downtown??

We don't know WHICH way he threw it!

Hey, you! Get out of that river! You're leaving a ring around Manhattan!!

We can't go up there, King! You don't have a jacket and tie on!

They'll only send you down again when they see you haven't got a reservation!

Please, King! I have a terrible fear of heights!

I once threw up at the Empire State Building! And that's while I was still out on the street!

Pick me up, King!

Do you hear me? Pick me UP!!

I know I keep saying, "Put me down!" But NOW I want you to pick me up!!

Duck those bullets, King! DUCK! Don't you ever do what I say? You act like we're married!

Don't eat that Helicopter, King! I said DON'T EAT IT!

It's bad for your digestion!

Will you LISTEN and stop acting so MACHO?!

No wonder the big ape wants to die! How would you like to have to listen to HER nagging all day and all night?!

Are you listening to me?! Didn't I TELL you not to come up here?!? I hate to be the one who says, "I told you so!" But I TOLD YOU SO!

Boy, she could drive ANYONE to an early grave!

King, don't go over the edge! I said, don't—

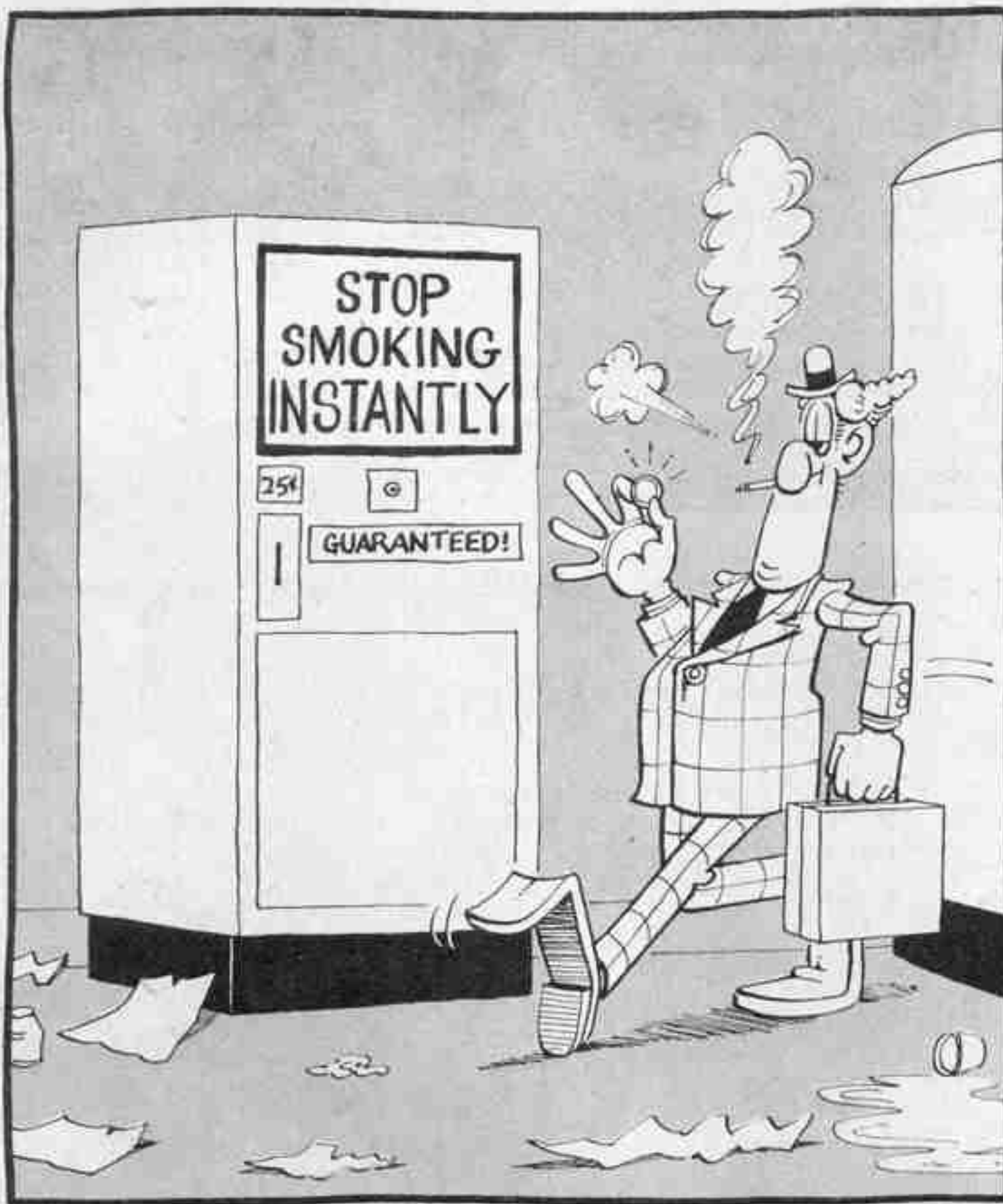
Now look at the fine mess you've gotten yourself into!

Hack... this was all too terrible! I don't EVER want to have anything to do with Show Business again!

Honey... after your performance in this movie... I don't think you have to worry!!

Okay, whose monkey is this? You need a permit to keep a monkey in this city!!

ONE DAY IN PHILADELPHIA





AERIAL BOREFARE DEPT.

Americans are fad crazy. Remember several years ago . . . how the Hula Hoop swept the nation? Millions of Americans spent hours twirling those round plastic hoops on their hips. Well, the latest thing Americans have taken to is Citizen Band Radios. But trying to spin a Citizen Band Radio around

AMAD LOOK

ARTIST: JACK RICKARD

THE HANDLE

A CB Radio buff never uses his own name. Instead, he uses a made-up name, or "handle," which is supposed to describe

him. But, since no one can see him, the "handle" he picks out usually describes him as he wishes others to see him.

HERE ARE SOME SAMPLE CB RADIO "HANDLES"



"Big Stud"



"Tycoon Tom"



"Sexy Venus"



"White Knight"



"Jail Bait"

THE CB RA

The most popular code used by CB'ers is called the "10-Code." Some examples of the "10-Code" are . . .

10-4		O.K., Yes
10-1		Receiving poorly
10-2		Receiving well

What many novices do not realize is that the "10 Code" goes up into the hundreds. For example . . .

10-100		Restroom stop
10-200		Police needed at

But what even experienced CB'ers don't realize is that for the elite . . . the tried-and-true CB'er who's been at it for years, there's even a higher, more specific "10-Code." For example . . .

10-2, 354		My pantyhose is caught in my front left door
10-3, 459		The mangos in my trunk are rotting
10-4, 768		I don't think I've got enough money for the toll
10-5, 745M		There's no toilet paper in the Men's Room at the next Texaco station
10-5, 745W		There's no toilet paper in the Ladies Room at the next Texaco station
10-5, 756		I don't think I can hold out for another station



their hips is difficult and expensive. So they've given up the idea and started using them for communication. There are over 15 million CB Radios now in use, and over 500,000 new licenses being issued monthly. Obviously, MAD can no longer ignore the CB Scene, unless we junk this article called



AT CB RADIO

WRITER: DICK DE BARTOLO

THE EQUIPMENT

4 watts is the maximum power output any CB rig can have. This has been established by the Federal Communications Commission.

So all CB'ers have 4 watts...

...but some CB'ers have 4 WATTS!!



The great advantage CB Radio has over telephone is that you can communicate with other CB'ers, and you don't have to pay the telephone company one cent!



DIO CODES

In addition to the numbers codes, CB'ers love to use verbal codes. These codes vary from region to region, but some typical expressions follow...

BREAK, BREAK	What often happens to your antenna, antenna
BEAR TRAP	Police with radar
BEAR CAVE	Police station
BEAR ASS	Policeman on donkey
GOOD BUDDY	What the salesman who sold you \$875 worth of CB equipment considers you
EIGHTEEN WHEELER	Large truck, or 9 guys on bicycles
MERCY SAKES	#@\$%&@#\$%&@#\$%
DOUBLE BUFFALO	55MPH, or "I just picked up two hitchhiking bison!"

And of course, CB'ers never use the word "yes." They've shortened it considerably!





WHAT IT'S LIKE COM



OTHER PRACTICAL U

NOT ONLY ARE THE MOTORIST AND THE HOBBYIST USING RIGS. MORE AND



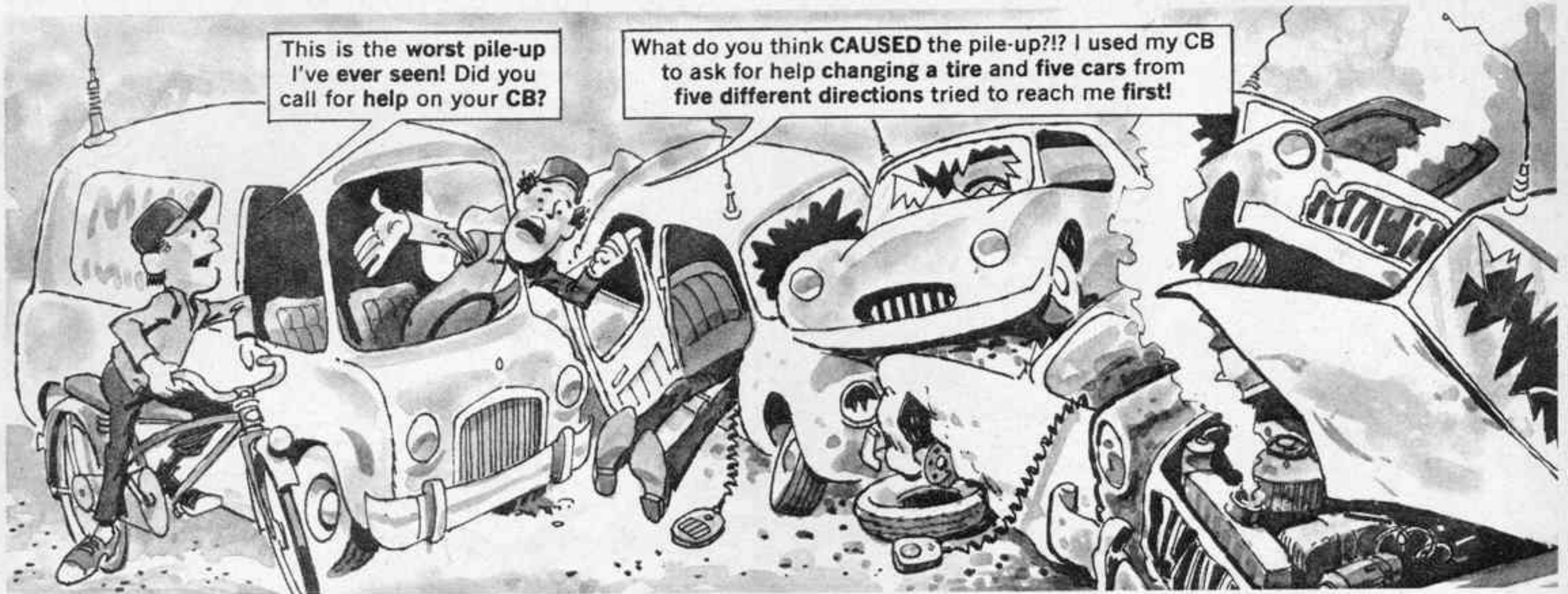
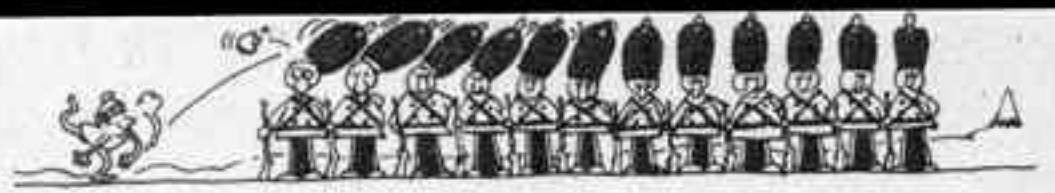
AN IMPORTANT TIP

Although you can talk to a person on a CB radio, anybody else that's tuned to that channel can hear your conversation.

Okay, Swinging Sally, this is Lonesome George saying a big "10-4" to meeting you for a drink at the Softlight Café!

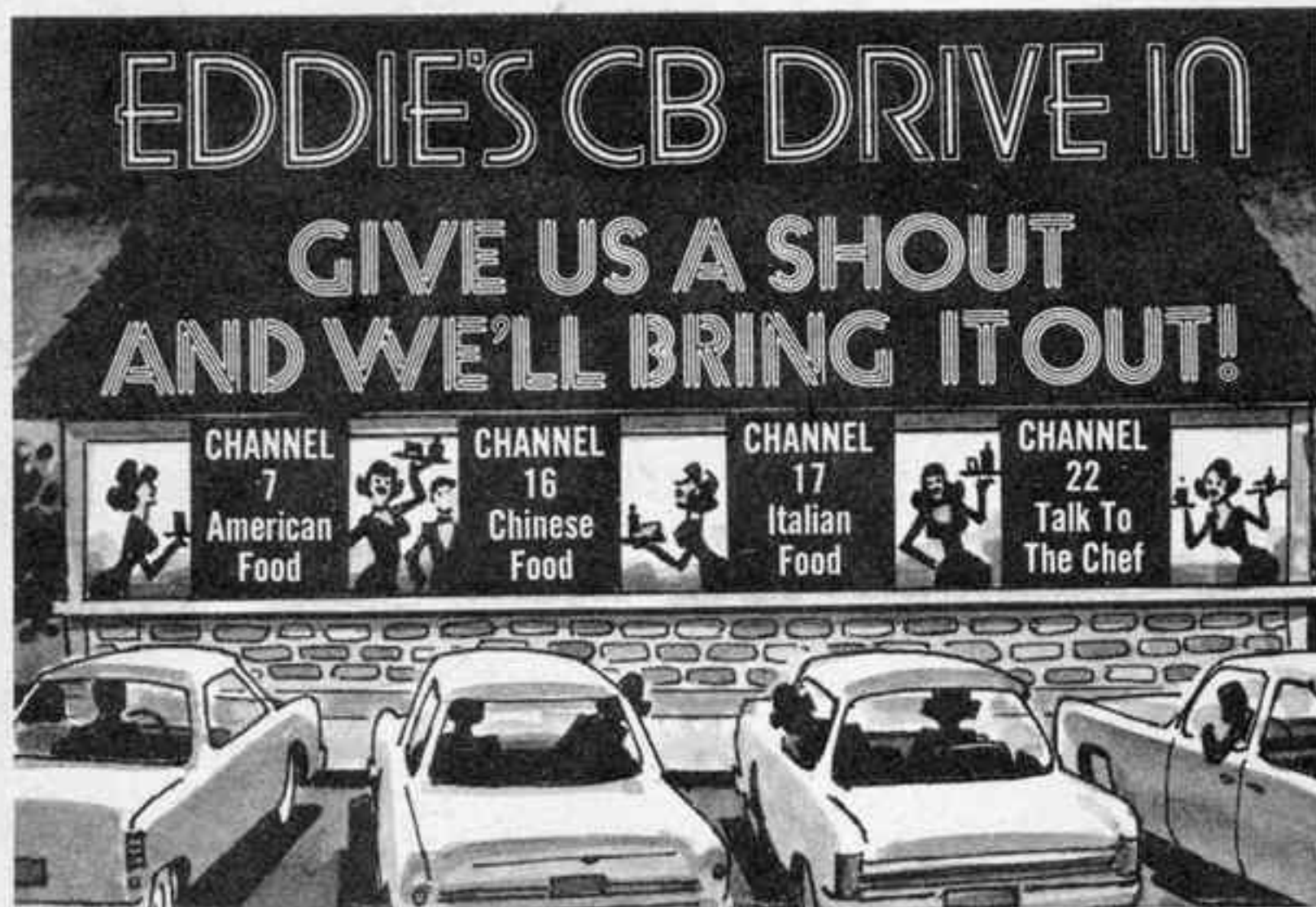


MUNICATING ON CB



USES FOR CB RADIOS

MORE PEOPLE ARE FINDING OTHER NEW AND EXCITING USES FOR CB RADIOS



THE FUTURE OF CB

As we've said, there are over 15 million CB radios in use right now, and more being bought every day. So many that the FCC has added 17 more to the 23 existing CB channels, for a total of 40. There's only one problem . . .

All 15 million present CB'ers own 23 channel rigs, and those channels are too crowded to find anyone to talk to.

And the folks who bought the new 40 channel receivers will also have difficulty finding anyone to talk to . . .



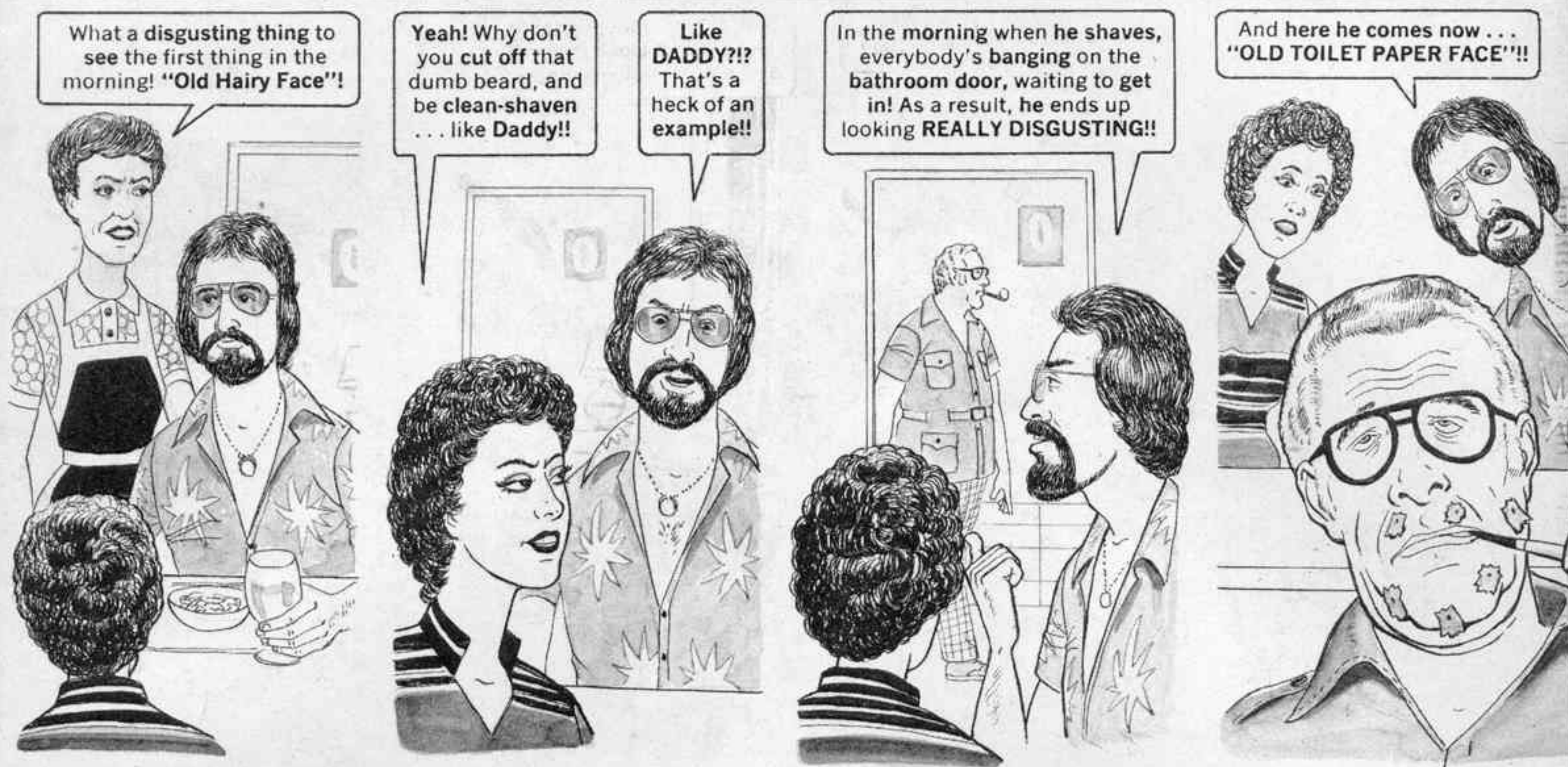


BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

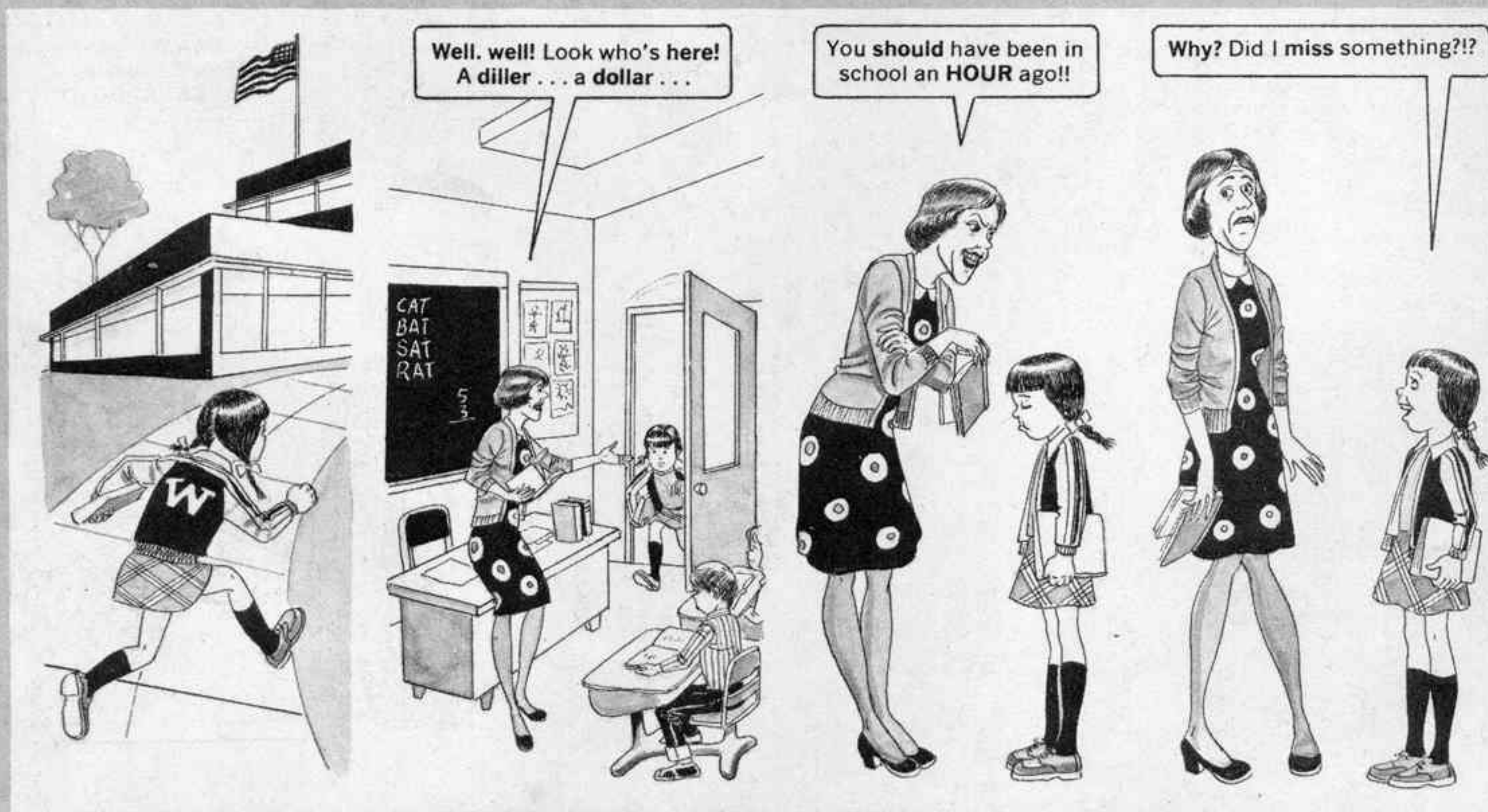
MOR





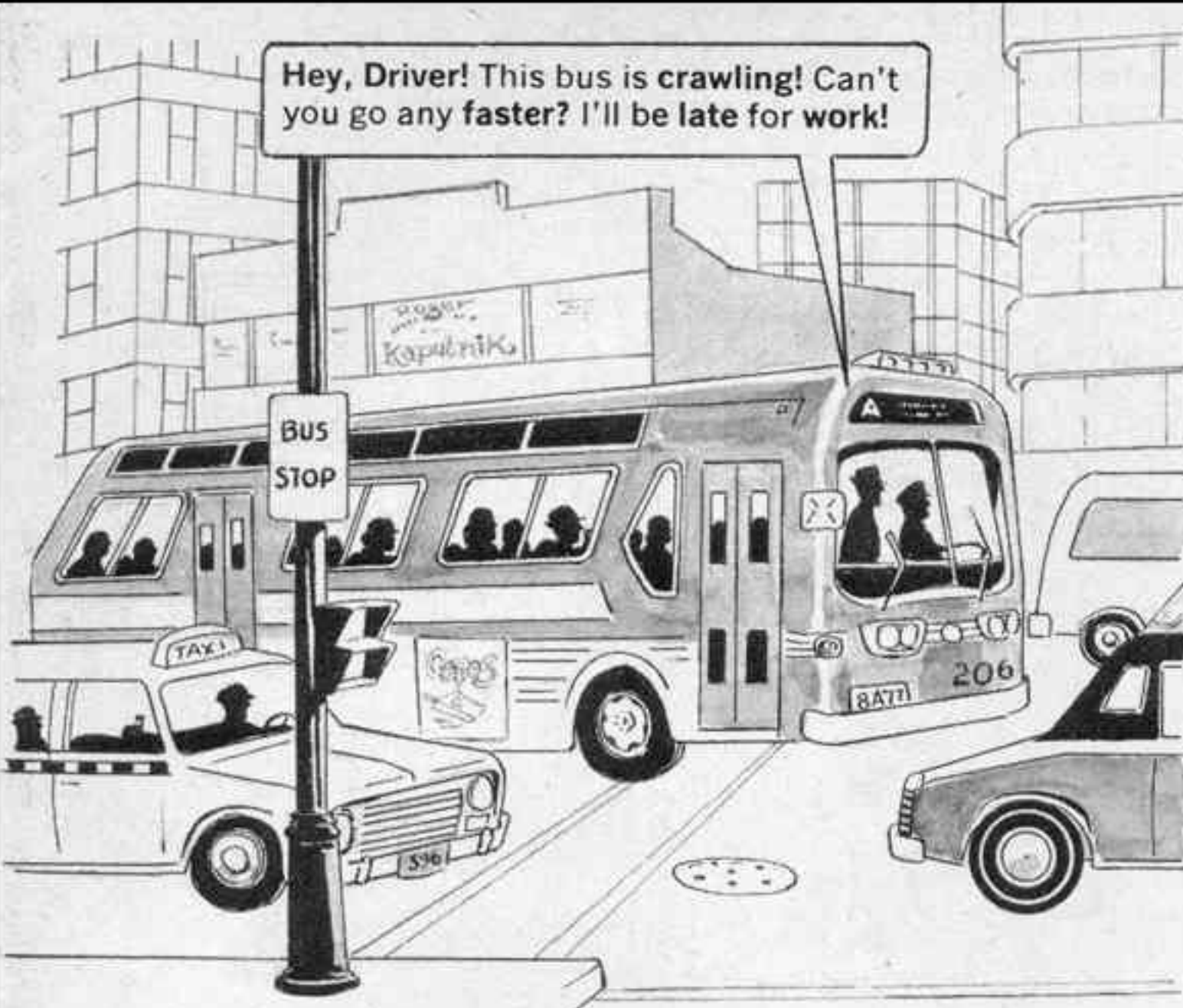
NINGS

ARTIST & WRITER:
DAVE BERG





Hey, Driver! This bus is crawling! Can't you go any faster? I'll be late for work!



It's the traffic, pal! If you don't like it, get out and walk!

I would . . .



But I don't want to get to work early!



Before I get dressed, I want to hear the Weather Forecast!



The weather today will be sunny and warm with temperatures in the upper sixties! The chance of precipitation is near zero!



Okay! Now I know how to dress!



Mom . . .? I just called up to let you know I stayed over at a friend's house last night, and I'm okay!



Oh . . .? That's nice! Did you take a toothbrush . . .?

Yes, Mom!

And a Nightie? And a change of clothes?

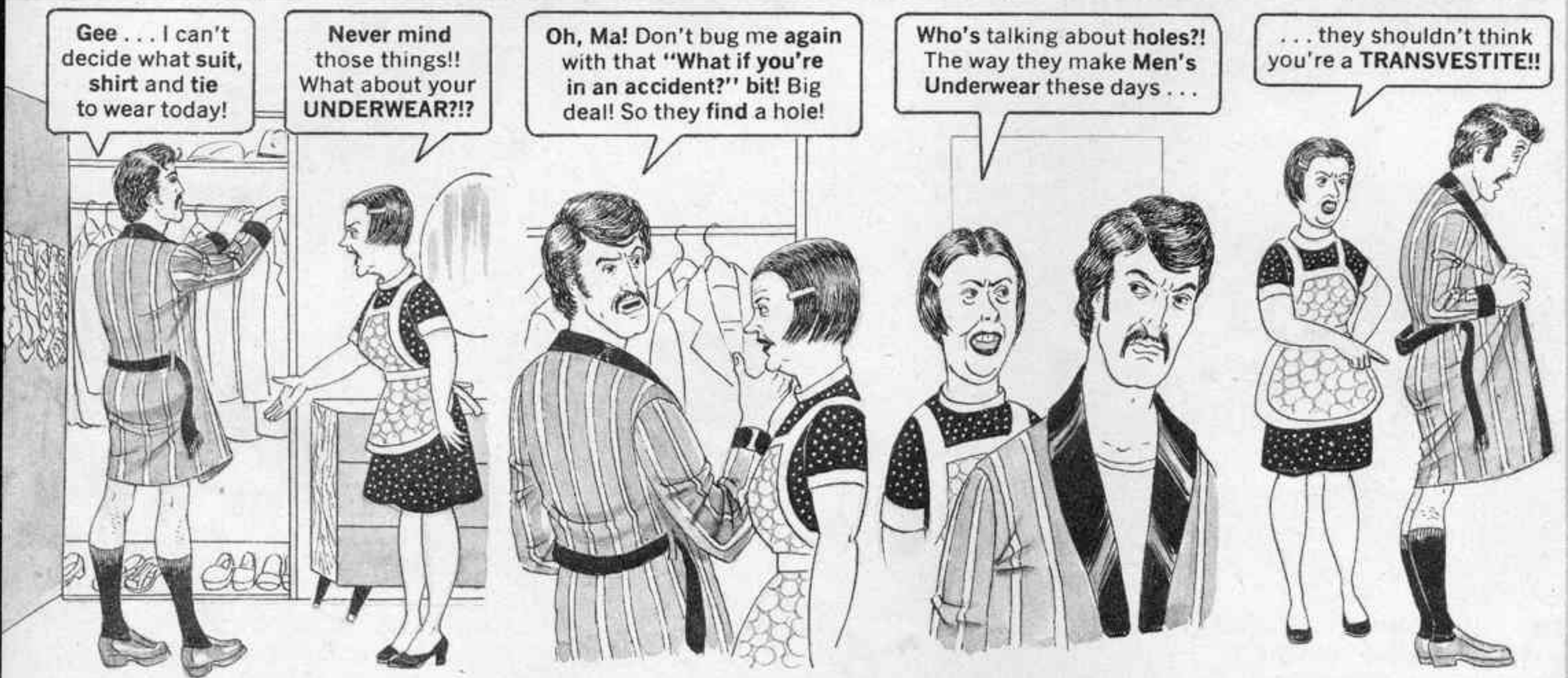
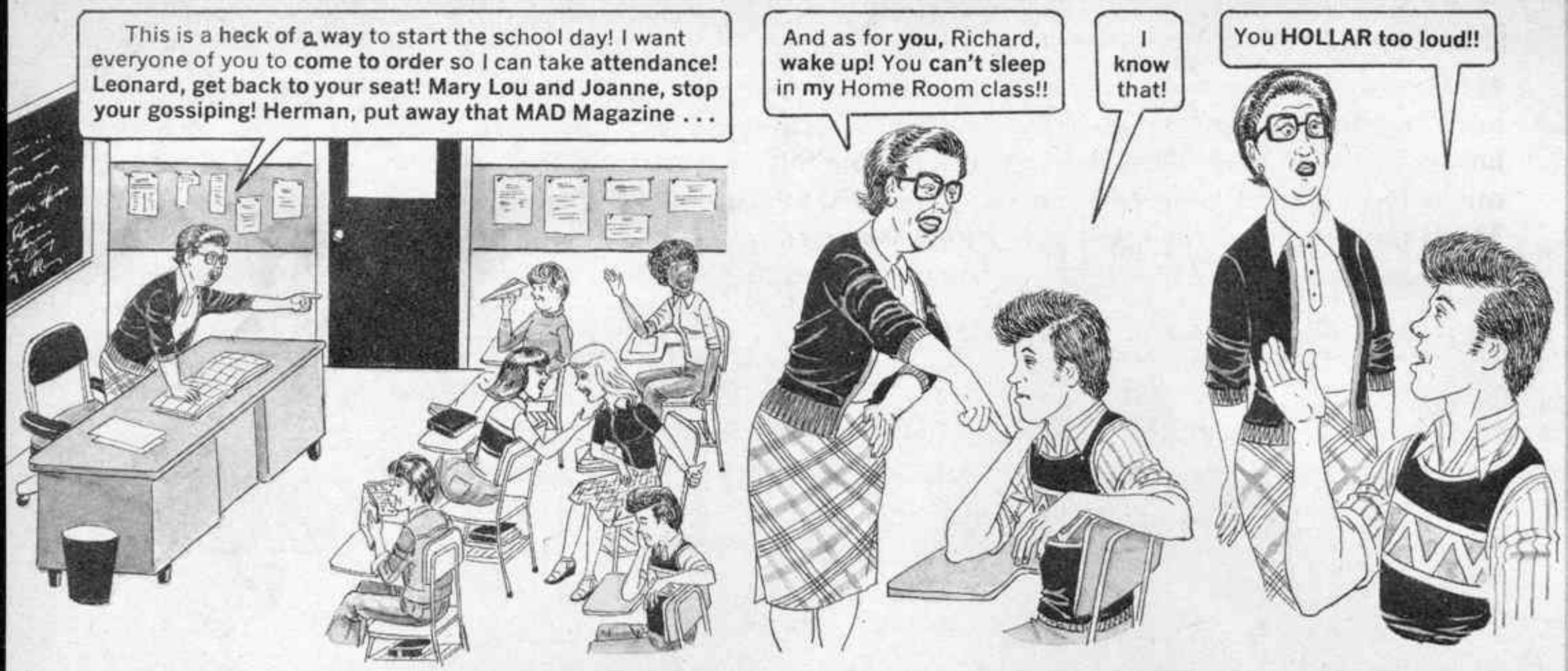


C'mon, Mom . . .! Stop making noises like a Mother! Don't worry! I took EVERYTHING!!



. . . Including the PILL?!!







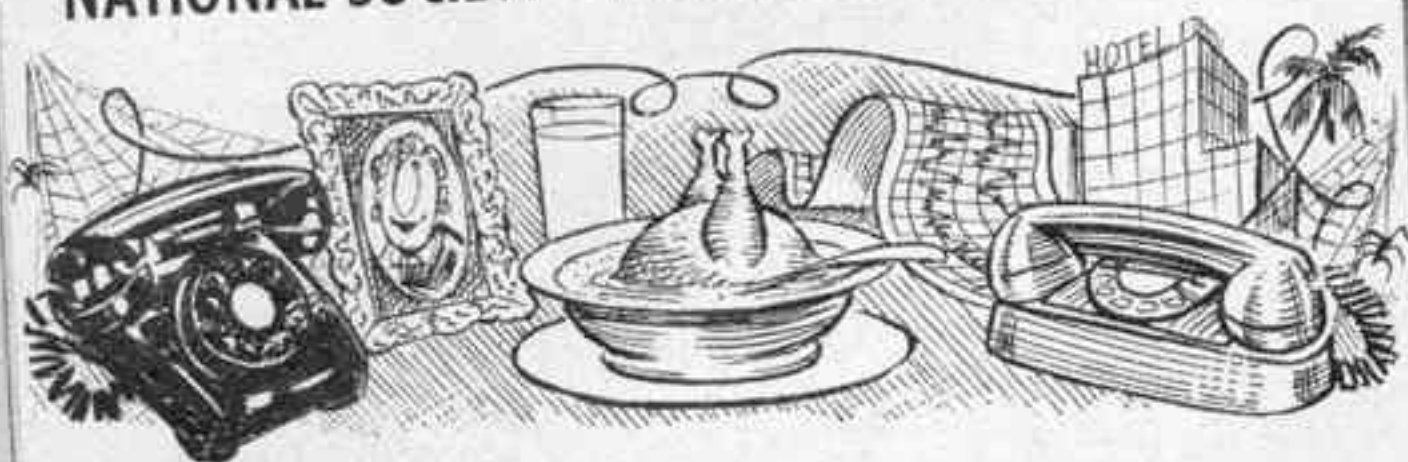
Modern Society demands that our lives conform to set patterns. And, worse yet, we aren't even allowed to stop conforming after we die. That's because the Wills we leave behind are drawn up by lawyers who all write the same legal-ese double talk. Every "whereas" is identically placed, and only a few different names prevent one Will from looking exactly like every other one. We here at MAD now offer you the opportunity to be a rugged individualist before you die . . . and also afterward. So just rip out and fill in your own appropriate selection from the following assortment of

MAD FORMS FOR PERSONALIZED WILLS

ARTIST: ANGELO TORRES

WRITER: TOM KOCH

NATIONAL SOCIETY OF UNAPPRECIATED MOTHERS



LAST SIMPLE REQUESTS THAT CERTAINLY WON'T PUT ANYBODY OUT

To My Beloved Children:

1. See? Didn't I tell you I'd die? Well, now you know I wasn't exaggerating. Maybe next time you'll take a minute to listen when a person has symptoms.
2. Make sure I get laid out wearing gloves. Heaven forbid that your friends should see how rough and red my hands got from all those years of keeping house for you, not that I ever once complained.
3. Don't waste your good money on sending flowers to me at the mortuary. Use it to buy something nice for yourselves, as usual.
4. Getting to the only part of this you care about, namely who inherits my money, the answer is nobody. For once, I've decided to put my own wishes first and

- (A) _____ take it with me.
- (B) _____ buy a comfortable, furnished mausoleum.
- (C) _____ have my body sent on a world cruise.
- (D) _____ spend my winters in a Florida cemetery.

(CHECK ONE)

(a/k/a Mom)

LAST WILL AND PRESS RELEASE



OF INCUMBENT CONGRESSMAN

First, let me silence the vicious lies being spread by the opposition about the effect of my recent death on my future political plans. Let me assure you that I still intend to run for re-election in 19____, so I may continue to serve my constituents as capably as I have in the past.

Meanwhile, I am proud to announce that my estate is to be distributed with the same openhanded generosity and lack of prejudice that were my loveable trademarks when I was still alive.

Recalling that some of my best friends were _____, I leave the sum of \$_____ to "The Loyal Sons Of _____", and all the wonderful foreigners who compose its membership.

To _____, who has always been a credit to his race, I bequeath \$_____.

And to help him overcome his ethnic disadvantages, I leave _____ the sum of \$_____.

Whatever funds remain shall be spent on having my private papers shredded.

INSTRUCTIONS FOR WHILE I'M AWAY LEFT BY NOTED SPIRITUALIST



1. By the time you read this, I will have departed for the Other Side of the Cosmos, where I plan to stay until 19____, when I shall return as:
 - ☐ Prince _____, rightful heir to the throne of _____.
 - ☐ Inter-Planetary Space Flight Cadet _____.
 - ☐ _____, winner of the 19____ Kentucky Derby.
2. Until then, please see to it that my estate is put into sound, conservative investments. I would hate to return and find myself so broke that I'd have to start all over again.
3. If you need to get in touch with me about anything in the meantime, just knock three times on the dining room table, and I'll hurry back.
4. Please don't clown around by knocking on the table just to show off for your friends, as I don't want to stop what I'm doing and have to rush back here every time I hear some idiot knocking.

Until we meet again,

ALL-NEW REVISED EDITION! Last Will & Testament Of Talented Author:

"HIS
BEST WILL
YET!"
—Toledo
Tribune

"Well
Worth
Reading!"
—ALTOONA
ADVOCATE

"TENSE
WITH
SUSPENSE!"
—Chattanooga
Choo-Choo

It is the best of times. It is the worst of times. A tragic sense of personal loss is sure to hang heavy in the air as this document is opened and read. Even as total strangers, those gathered in the room will share the realization that a figure of towering literary magnitude has been snatched from their midst.

Yet, as each gut tightens into a knot of despair, a bright glimmer will somehow pierce the darkness. After all, the deceased has chosen one of those gathered for this Will reading to be his sole beneficiary. Someone here is destined to become wealthy.

But which one? Will it be his mousy but devoted _____? What about his ne'er-do-well _____? Or could it possibly be _____, the vibrant and mysterious _____, with whom the deceased supposedly _____ whenever he chanced to be passing through _____?

Deep in their hearts, those gathered should have sensed that the one he chose could only have been _____.

THE HEIRS AND INHERITORS TOUT SHEET

HOT, INSIDE
TIPS ON THE
ESTATE OF
HONEST BOOKIE

Today's top event is the "Divvying Up Of The Purse Of The Deceased," a Claiming Race carrying First Prize money of \$_____. With a large field of entries expected to turn out for this Will Reading, most late starters are relegated to the ranks of the longshots, and only a few favorites emerge. Here's the rundown:

ENTRY	ODDS	EXPERT OPINION
(1) GRIEVING WIDOW	6-5	Has inside track against the field.
(2) GREEDY OFFSPRING	3-1	Tried to look better in recent outings.
(3) SECRET LOVER	7-2	Moving up fast. Could take it all.
(4) DISTANT COUSIN	30-1	No chance unless favorites falter.
(5) WORTHY CHARITY	100-1	Figures to be out of the money again.

And the Winner is...

!!!

BROTHERHOOD OF SUPER-SALESMEN OFFICIAL WILL FORM



Have I got a deal for you!
To prove that you're getting in on a good thing, just as you always did when I was alive, let's begin this Giant Estate Clearance by offering my valuable _____ my beloved _____. Please notice that this is no ordinary _____. It comes with a fully equipped _____, not to mention a Lifetime Warranty. Also, we'll be clearing out my beautiful _____, which was so often admired by good ol' _____, and my stylishly fashioned _____, which I always hoped would eventually go to _____, God love him.

Now that I've departed, these fine quality, near-new items are being offered to the named recipients BELOW DEALER'S COST! This is a **BUYING OPPORTUNITY** you lucky beneficiaries **CAN'T AFFORD TO MISS!** So **ACT QUICKLY** by signing the purchase contracts handed to you by my honest Estate Executor.
(NO MONEY DOWN to Heirs with approved credit!)



ASSOCIATION OF



FRUMPY TEACHERS

FINAL WILL & EXAMINATION HANDED OUT BY MISS

INSTRUCTIONS

Sit up straight and pay attention to this Will. If you don't understand a bequest, go on to the next one. Anyone caught fidgeting gets disinherited.

1. The deceased owned _____ acres of land. She sold _____ percent of it to Farmer Jones, and is leaving the rest to her favorite nephew. How many acres will the nephew get?
2. The dearly departed is dividing her \$_____ worth of stocks and \$_____ worth of bonds equally among her _____ heirs. How much will each heir receive?
3. To her faithful companion of many years, _____, the deceased is leaving her furniture, including an ottoman and a credenza, and her jewelry, including a lavalier and an amethyst brooch. Close your eyes and spell each of the items the faithful companion will receive.
4. Add up your scores. Those placing in the bottom third must stay after the Will reading and clap erasers.

Signed with beautiful penmanship by _____

PLAY FUNERAL SWEEPSTAKES!

WIN AN ESTATE WORTH OVER \$ _____!

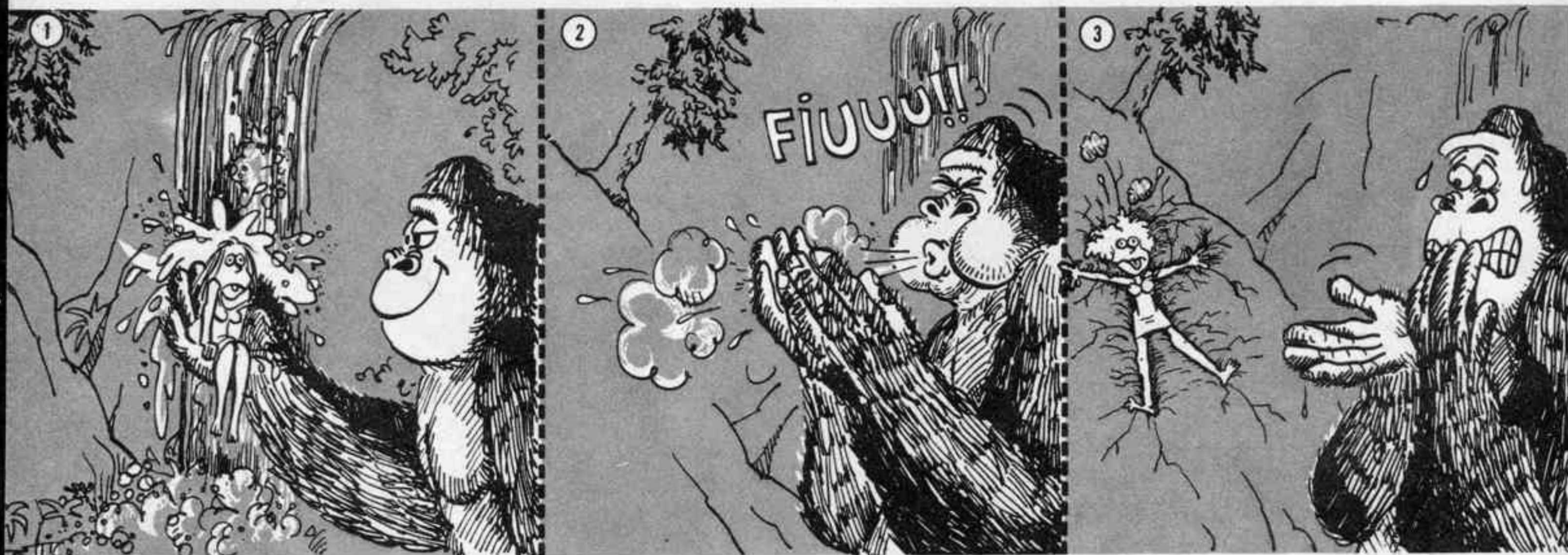
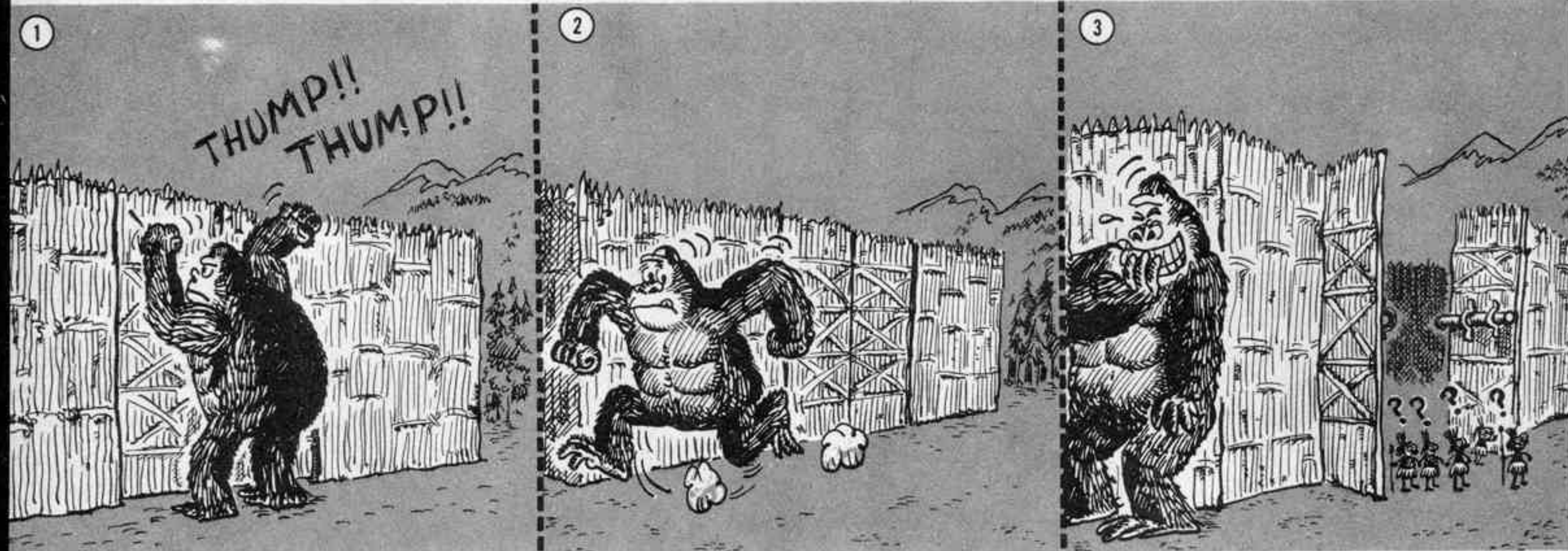
SPONSORED BY
Lately-Departed Game Show Host



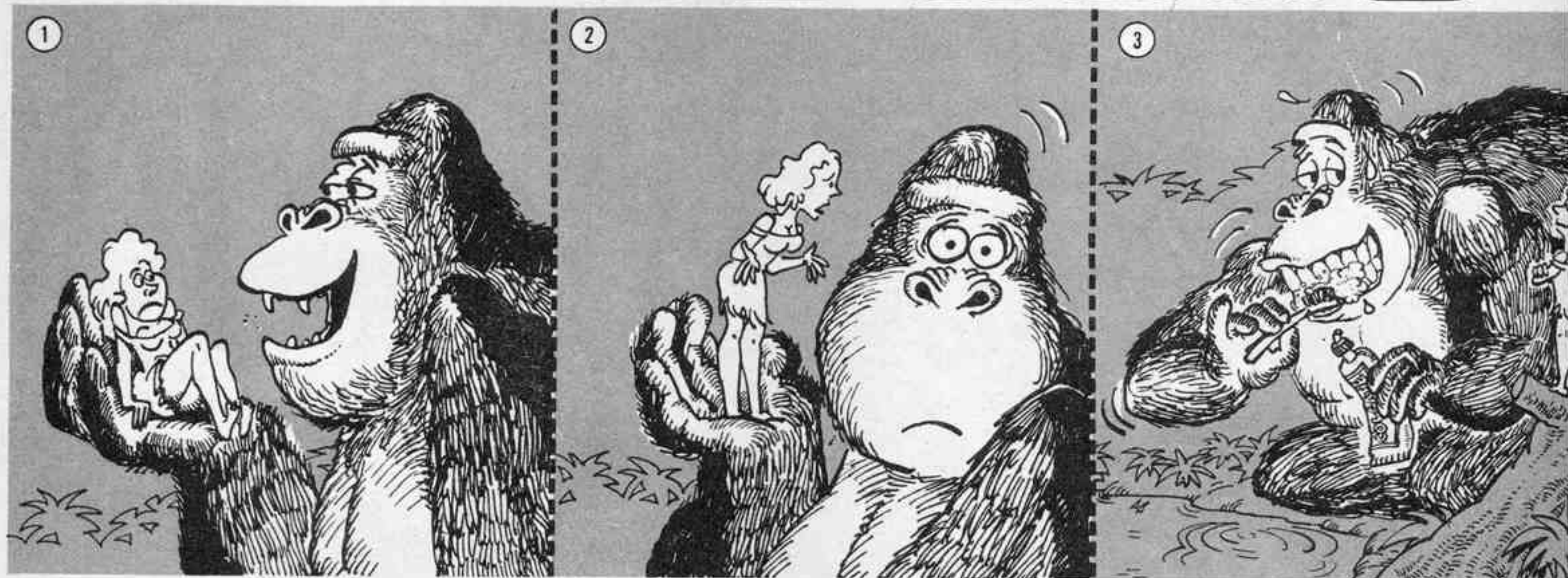
RULES FOR PARTICIPATING MOURNERS

1. Finalists in the fun battle for top money shall consist of the three relatives at my funeral who are deemed to be the funniest looking.
2. As play begins, three closed caskets will be wheeled into the Slumber Room of the Mortuary. One casket contains the final remains of Yours Truly. One contains a pair of round-trip plane tickets to exotic _____. The third contains the Grand Prize, my entire estate in cash!
3. While Reverend _____ spins the giant Eulogy Wheel, each player will try to guess the number of trite cliches written into the Reverend's prepared text. The player coming closest gets first choice of caskets.
4. After the winners collect their prizes, the unlucky relative who has chosen the casket containing the deceased must fork over \$_____ to pay for a cemetery plot, and to hire goons to whisk away Reverend _____ before he has a chance to deliver the eulogy.

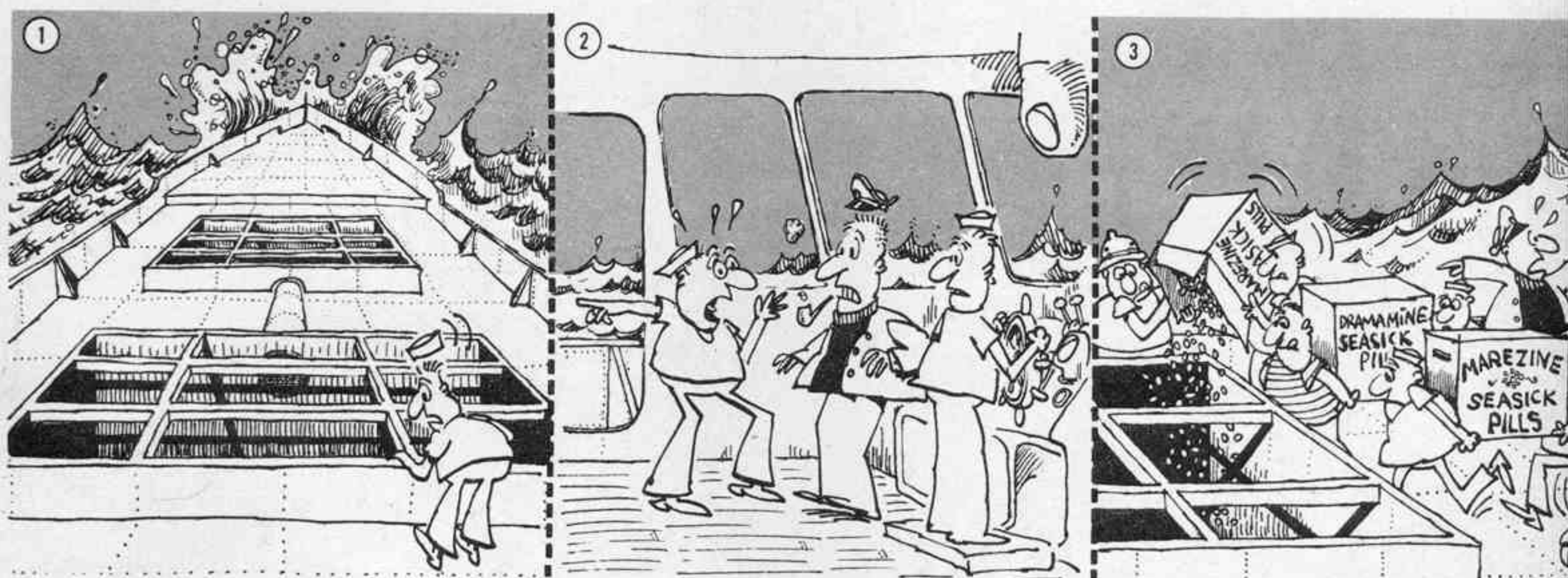
A MAO LOOK

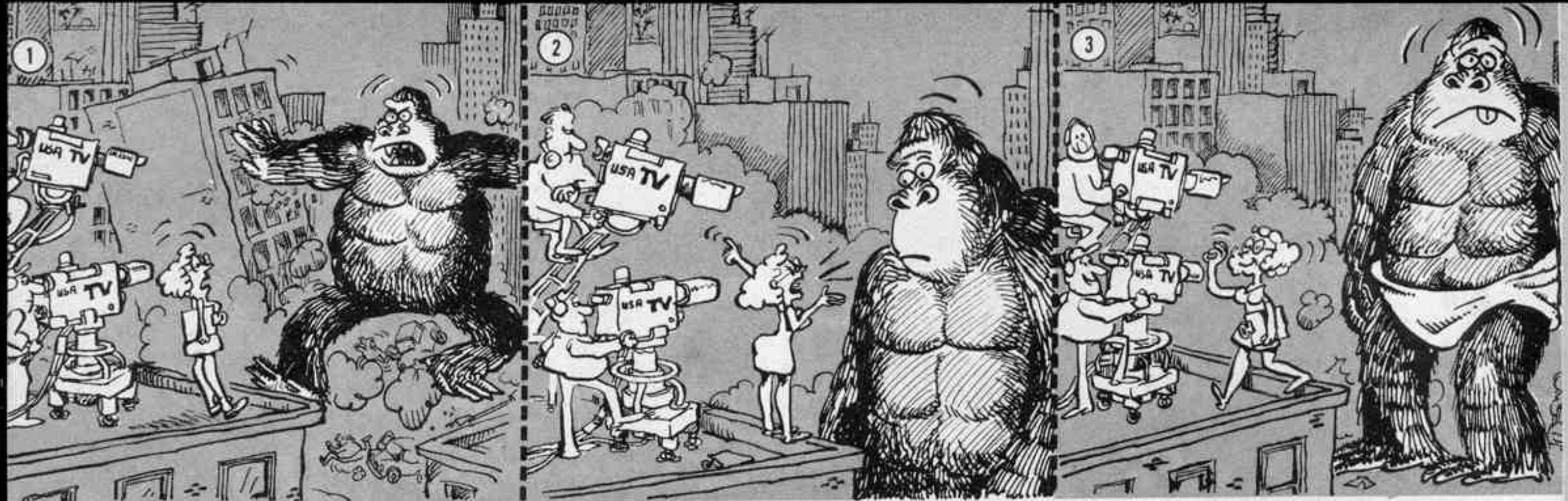


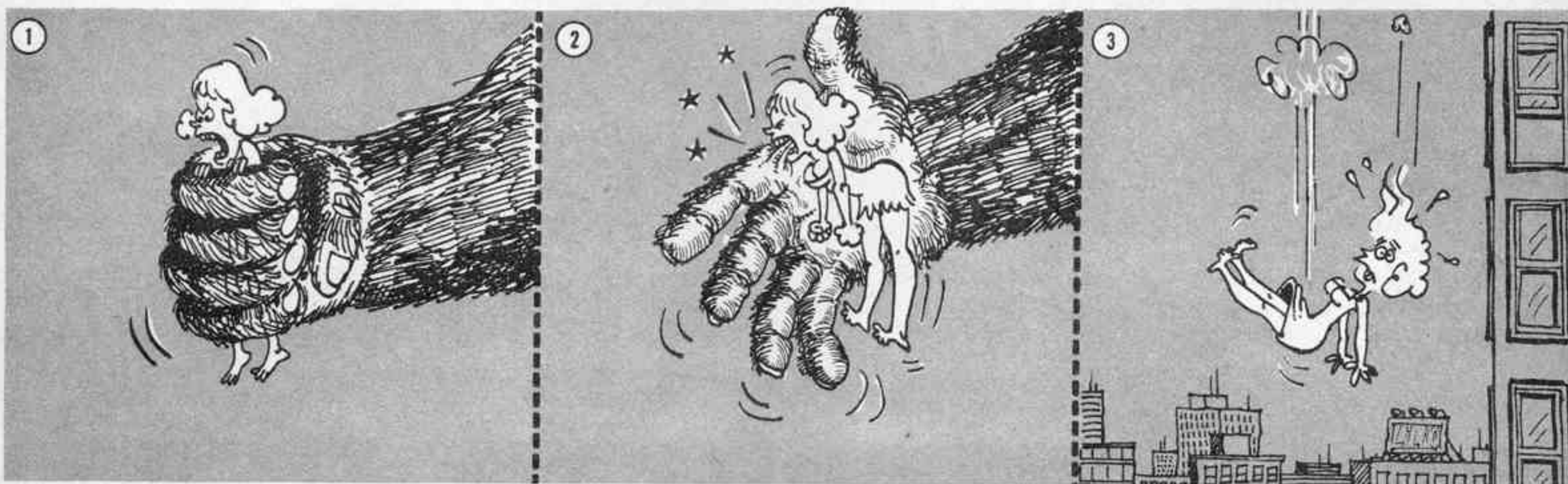
AT KING KONG



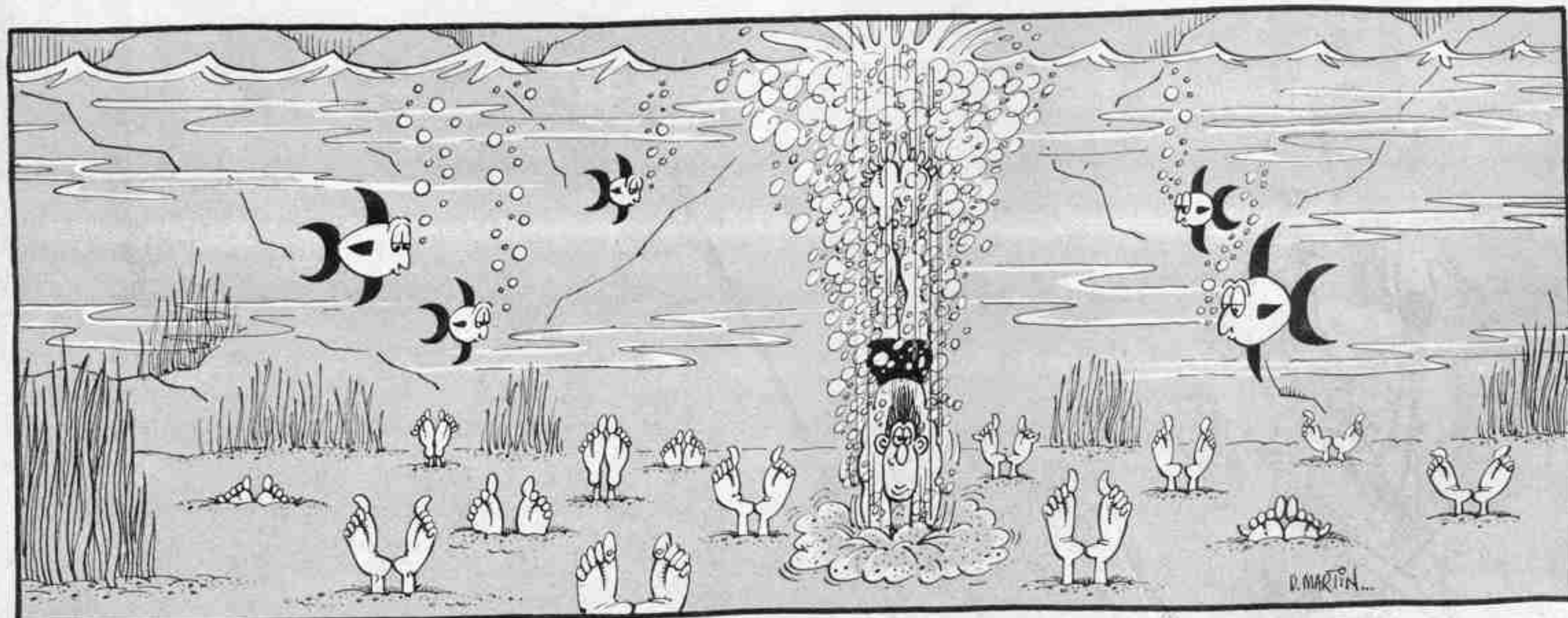
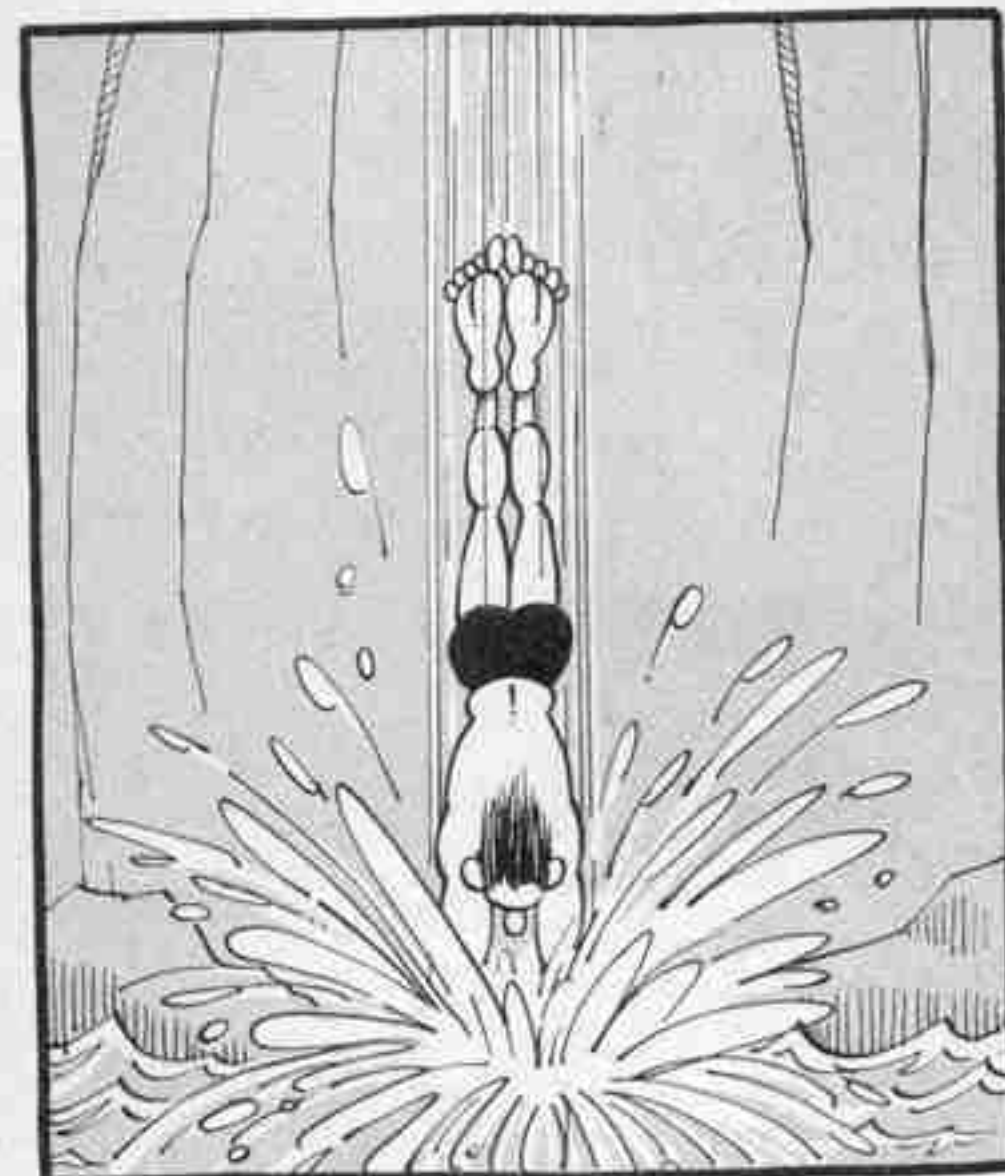
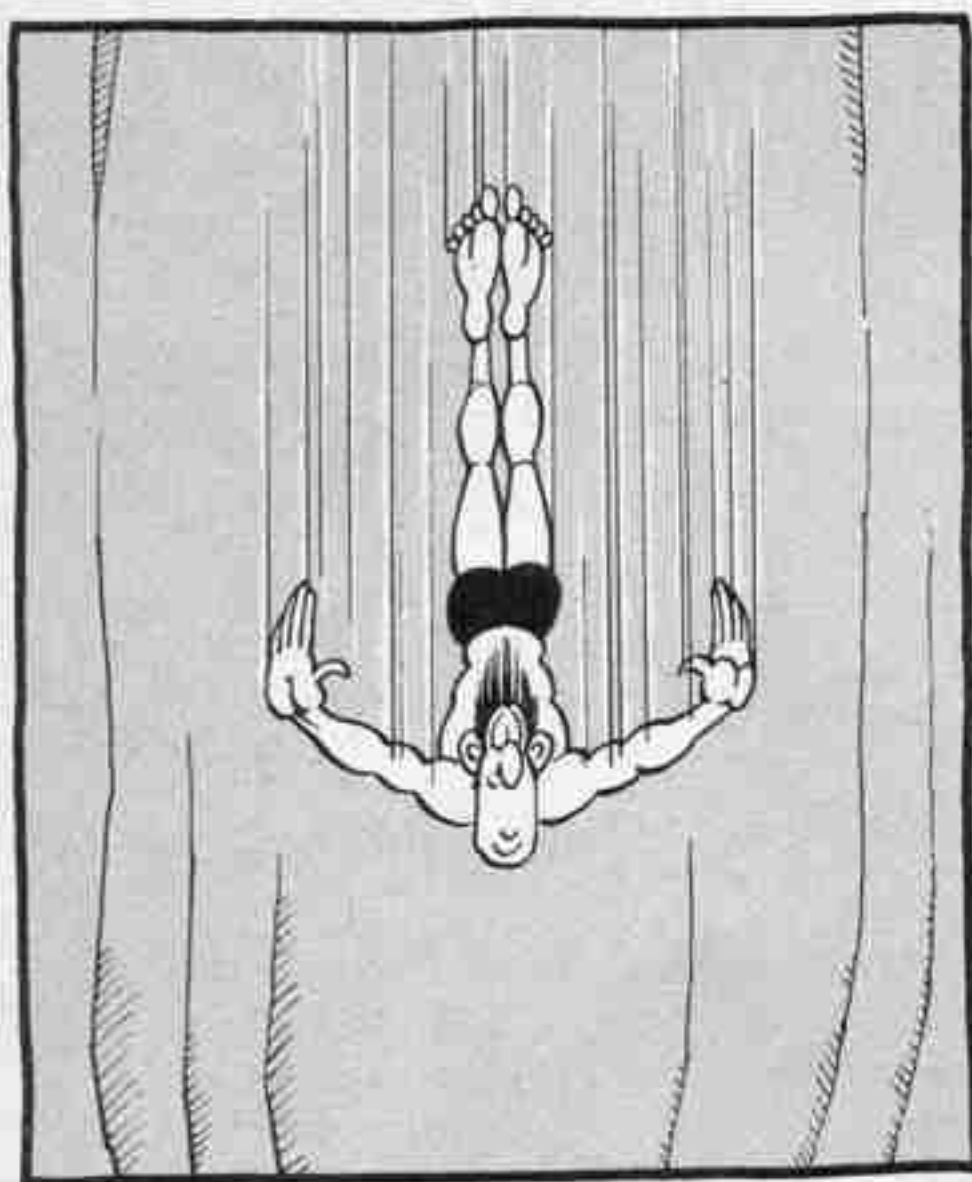
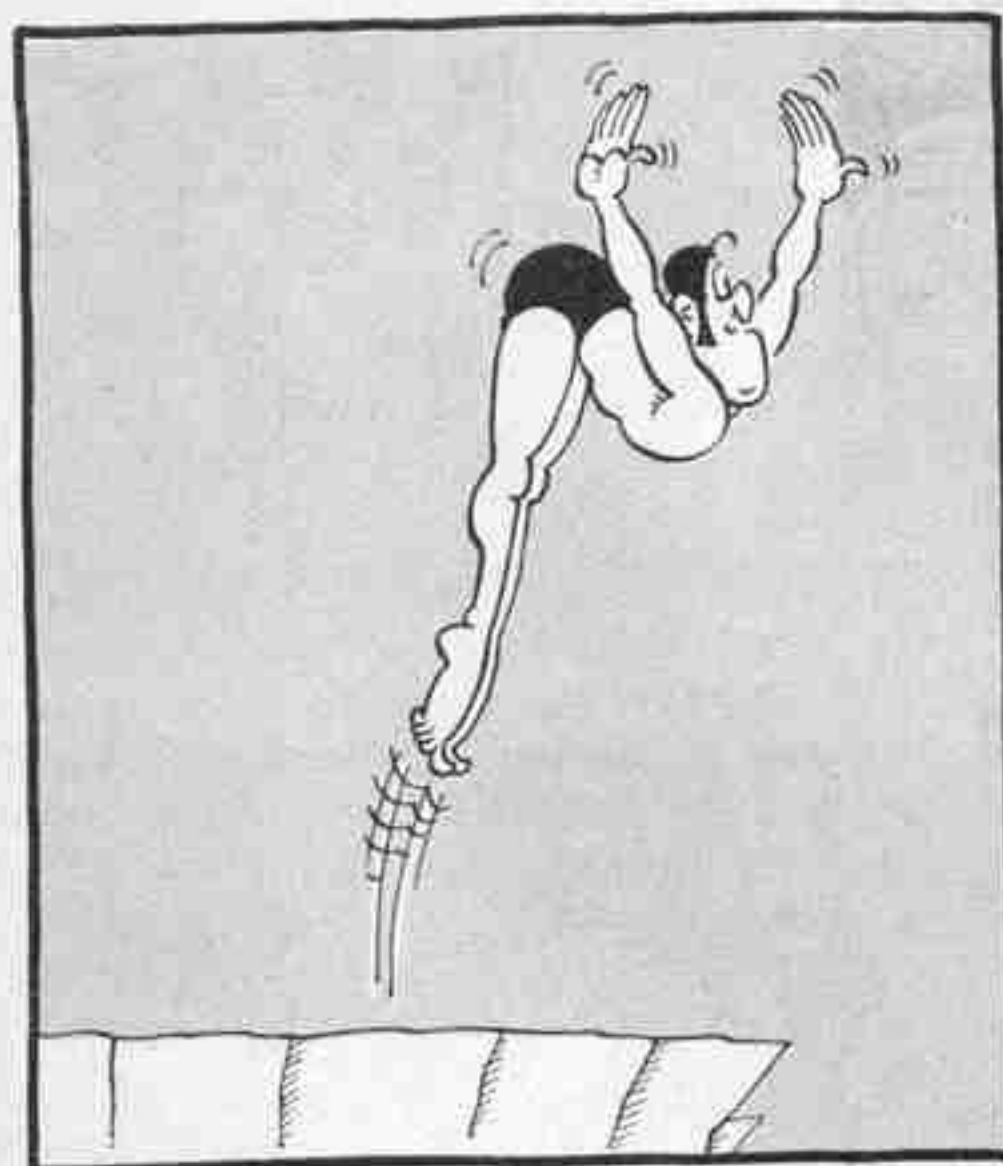
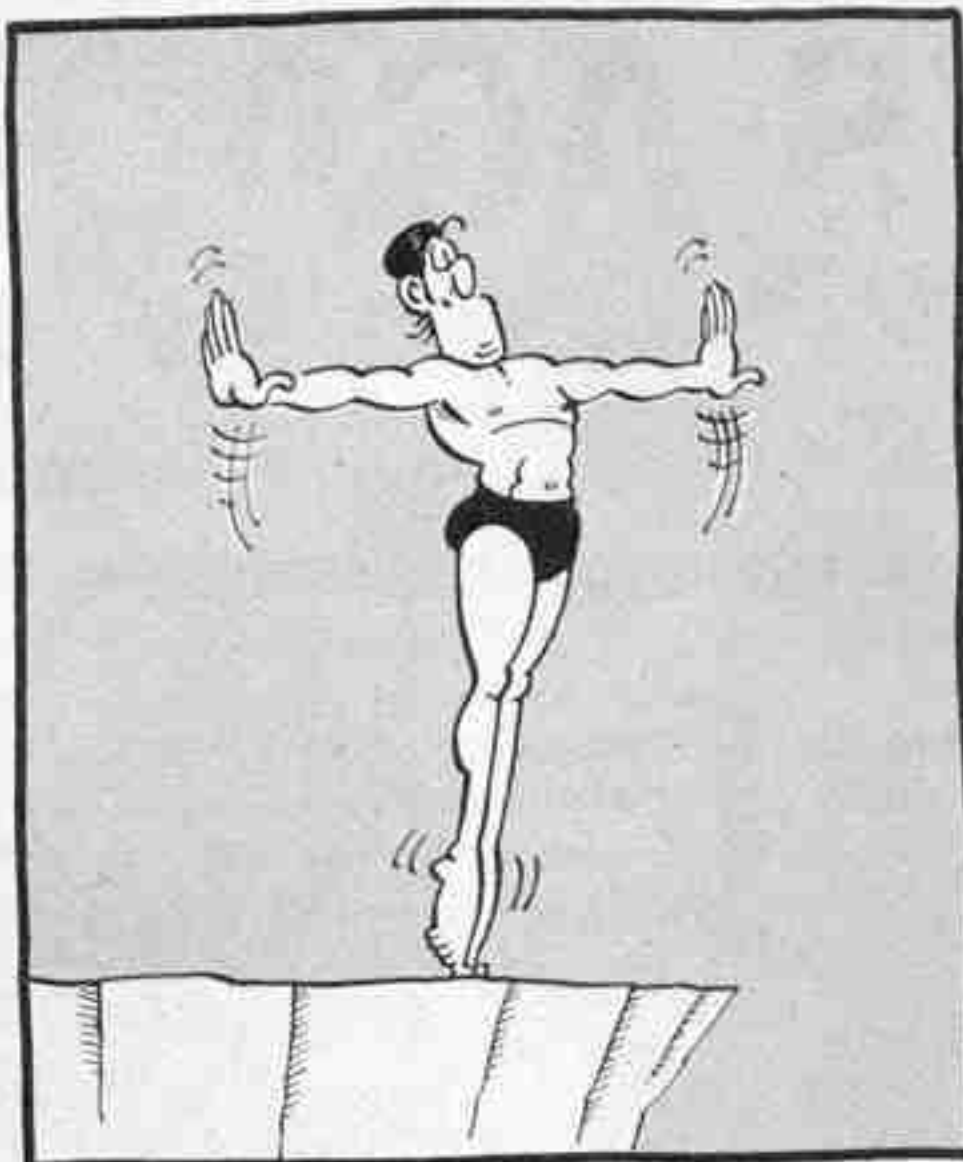
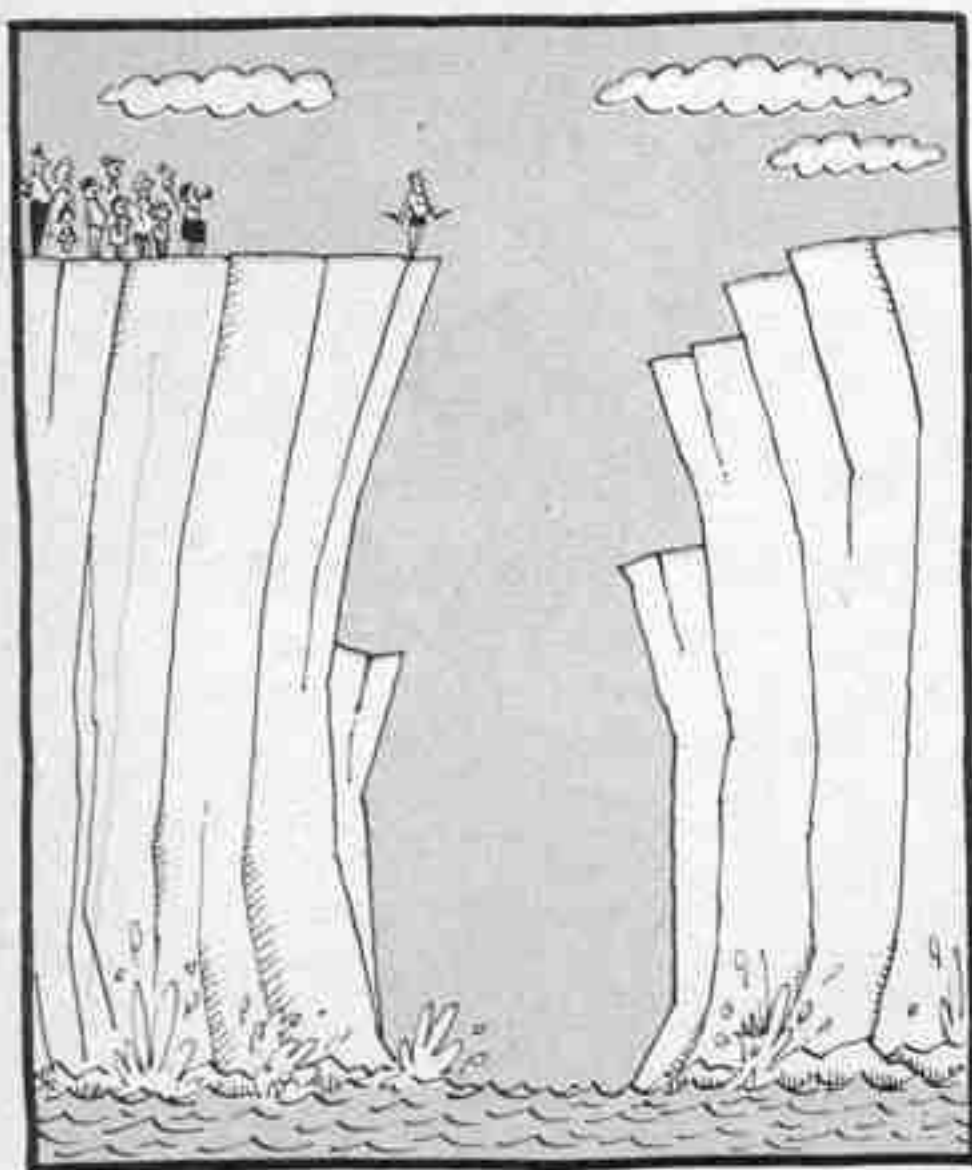
ARTIST & WRITER: SERGIO ARAGONES







ONE AFTERNOON IN ACAPULCO



ATHLETE'S FEAT DEPT.

Live . . . from the Professional Athlete's favorite hangout . . . the vault of the Chase National Bank . . . we bring you the First Annual Presentation Ceremony of

MAD'S ACADEMY AWARDS FOR JOCKS

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE

As all true sports fans know, the **greatest acting** in the world does **not** take place on the **stage** or **movie screen**, but in the **arenas** and on the **playing fields** of our **great sports complexes**! For far too many years, these brilliant performances have gone **unrewarded**! But tonight . . . all that will change!

Tonight, we are gathered to **honor** these great stars by presenting this solid gold statuette . . . the "**Howie**" . . . for the **best performance in each sport**! So we invited all the **big names in sports** to be here tonight, and they all gave the same reply—

HOW MUCH DO I GET PAID???

And now . . . on with the show! May I have the **envelope**, please . . .



The first category is for "**Best Performance in Baseball.**" The nominees are: **Billy Bluster**, Manager of the Yankees, for his inspired work in "**Ump, You're A Stupid @\$%&*!!**"



The second nominee is **Charlie O'Mulley** of the L.A. Dodgers for his outstanding performance in "**The Manager Has My Complete Confidence!**"

Whaddya mean, "**Strike**"?!? That pitch was in the dirt! Open your eyes!!

It was right over the plate!

Get a pair of glasses, you blind @\$%&*!!

Why are you making such a fuss? You're ten runs ahead!

Because this game's on TV, and I'll never get on camera sitting in the dugout!!



I just want to say that our record is **no reflection** on my **Manager**! Yuggi Borer is doing an **outstanding job**! I have **complete faith** in him . . . and I'm behind him 100%!

Gee, I wanna thank you for that nice vote of **confidence**, Mr. O'Mulley! I guarantee you that I'll get the team moving again!

You'd better, or you're the one that'll be moving! But you just said on TV I'm doing a **great job**!

I had to say that, idiot! I'm the dummy that hired you!



The third nominee is **Norman Pithant** of the Cincinnati Reds for his splendid portrayal in "You Throw At Me Again An' I'm Gonna Shove This Bat Down Your Throat!"

You big stiff! You almost beaned me! You ever throw near me like that again ... I'm gonna brain you!

What are you talking about, you creep!? Why would I want to hit you!? That's the only way you could get on base!!



... and the winner is **Norman Pithant!** Congratulations, Norm! I really admire your courage, challenging Lefty Blitzkrieg to a fight! He must outweigh you by a **hundred pounds** or more!

Well, I knew his teammates would **hold him back!** He's **much too valuable** to risk gettin' hurt in a **fight!** Otherwise, you wouldn't've heard a **peep** out of me!



The next category is for "Best Performance In Basketball." The first nominee is **Wilt 'The Stilt' Klutz** for his touching performance in "He Charged Me!!" ...



The second nominee is **LeRoy 'The Enforcer' Barndoor** for his heartrending rendition of "Who ... Me??? Why, I Never Touched Him!"

Hey, Ref! What happened? Did you swallow your whistle?!? Didn't you see the way he charged me?!?

Wilt, it's no foul when a guy fakes you out of your Jockey Shorts!



That's a **DELIBERATE FOUL ... TWO SHOTS!**

Foul?? On who??? ME??? I never touched him!! He must've **SLIPPED!!**

If you **never touched** him, how come his **teeth are embedded** in your elbow?!?



The third nominee is **Bruce Splint** for his stirring **Cheer Leading** performance in "Way To Go, Guys! Way To Go!" ...

C'mon, you guys! We can still do it! We're only **twenty-five points** behind! Just hang in there!



And the winner is ... **Bruce Splint!** Congratulations, Bruce! It's **really great** the way you **cheer** your teammates on to victory! No matter **what** the score, you **never give up**, eh?!

Well, actually, I don't care **WHO** wins the game!

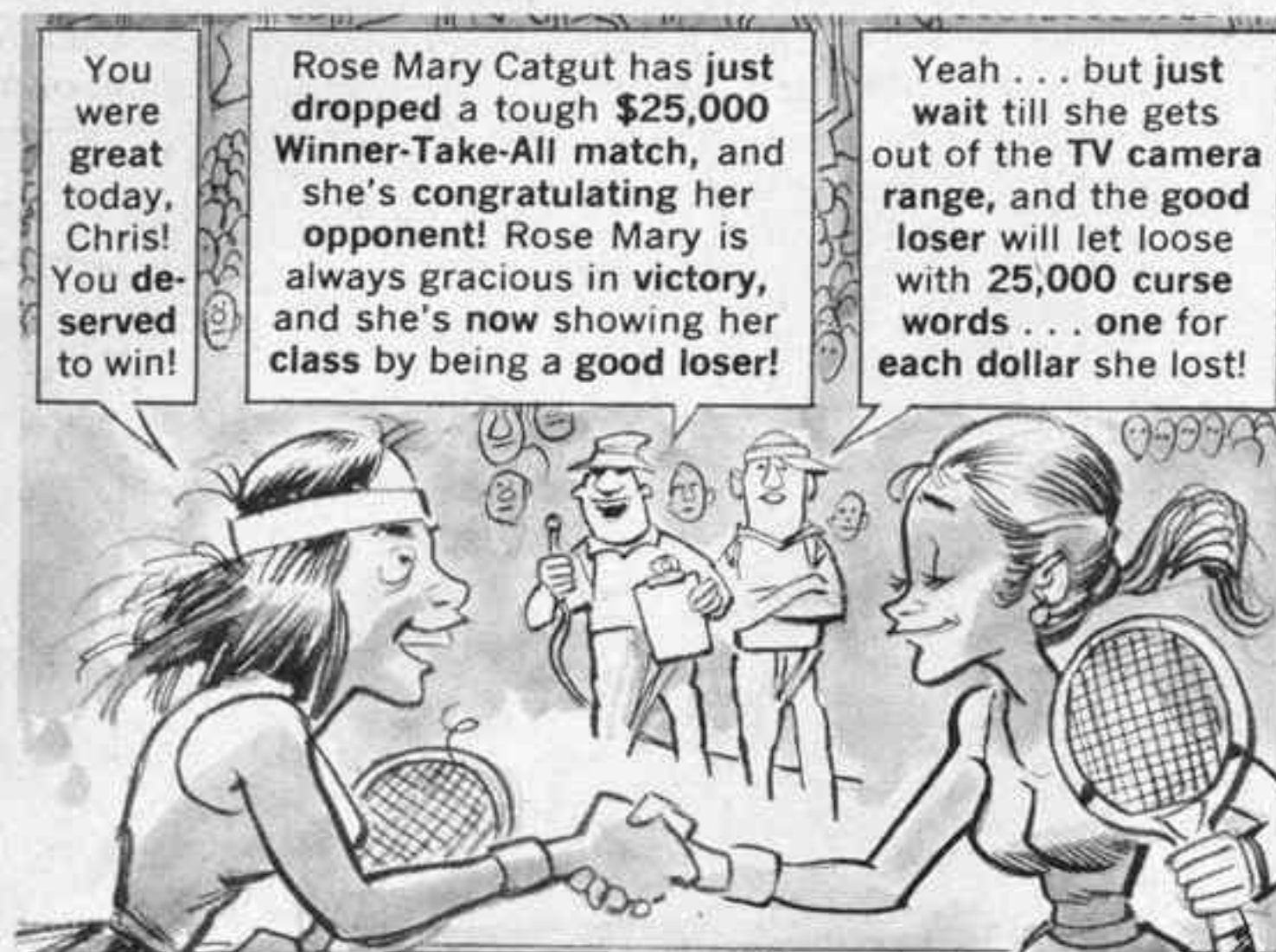
I just love patting the fellas on their **fannies!**



The next category is for "Best Performance In A Tennis Match" . . . and the first nominee is **Rose Mary Catgut** for her compelling work in "Look What A Good Loser I Am!" . .



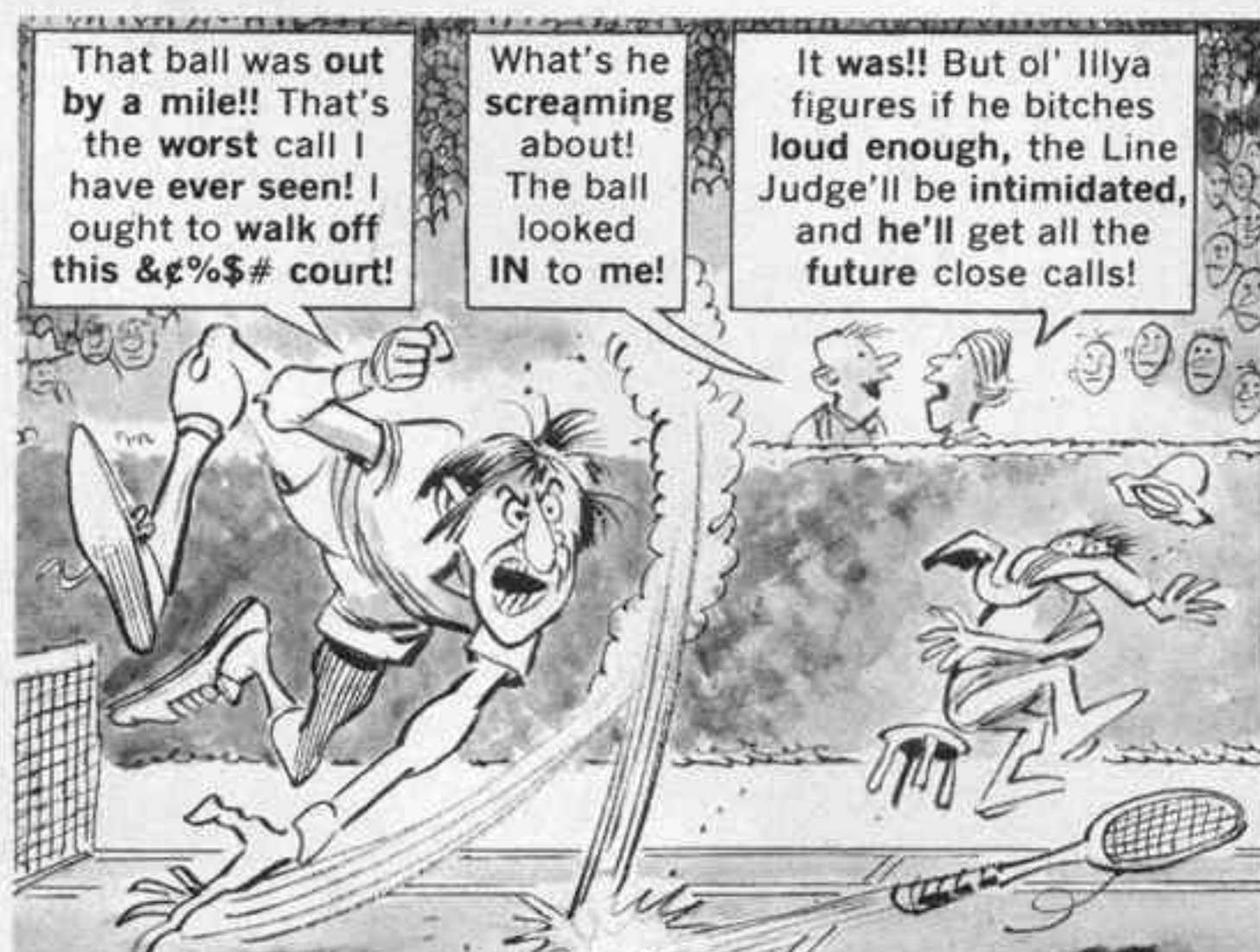
The second nominee is **Illya Nasty** for his magnificent temper tantrum in "That Ball Was Out!"



You were great today, Chris! You deserved to win!

Rose Mary Catgut has just dropped a tough \$25,000 Winner-Take-All match, and she's congratulating her opponent! Rose Mary is always gracious in victory, and she's now showing her class by being a good loser!

Yeah . . . but just wait till she gets out of the TV camera range, and the good loser will let loose with 25,000 curse words . . . one for each dollar she lost!



That ball was out by a mile!! That's the worst call I have ever seen! I ought to walk off this & court!

What's he screaming about! The ball looked IN to me!

It was!! But ol' Illya figures if he bitches loud enough, the Line Judge'll be intimidated, and he'll get all the future close calls!

The third nominee is **Jimmy Connman** for his loveable performance in "Look At Me, Everybody . . . Ain't I Cute!?"



Cockee-doo-doo! Tinkle in the toidy! Behind—poo-poo!

And the winner is **Jimmy Connman**! Congratulations, Jimmy! Your far-out antics really add a lot of color and excitement to the game of Professional Tennis!

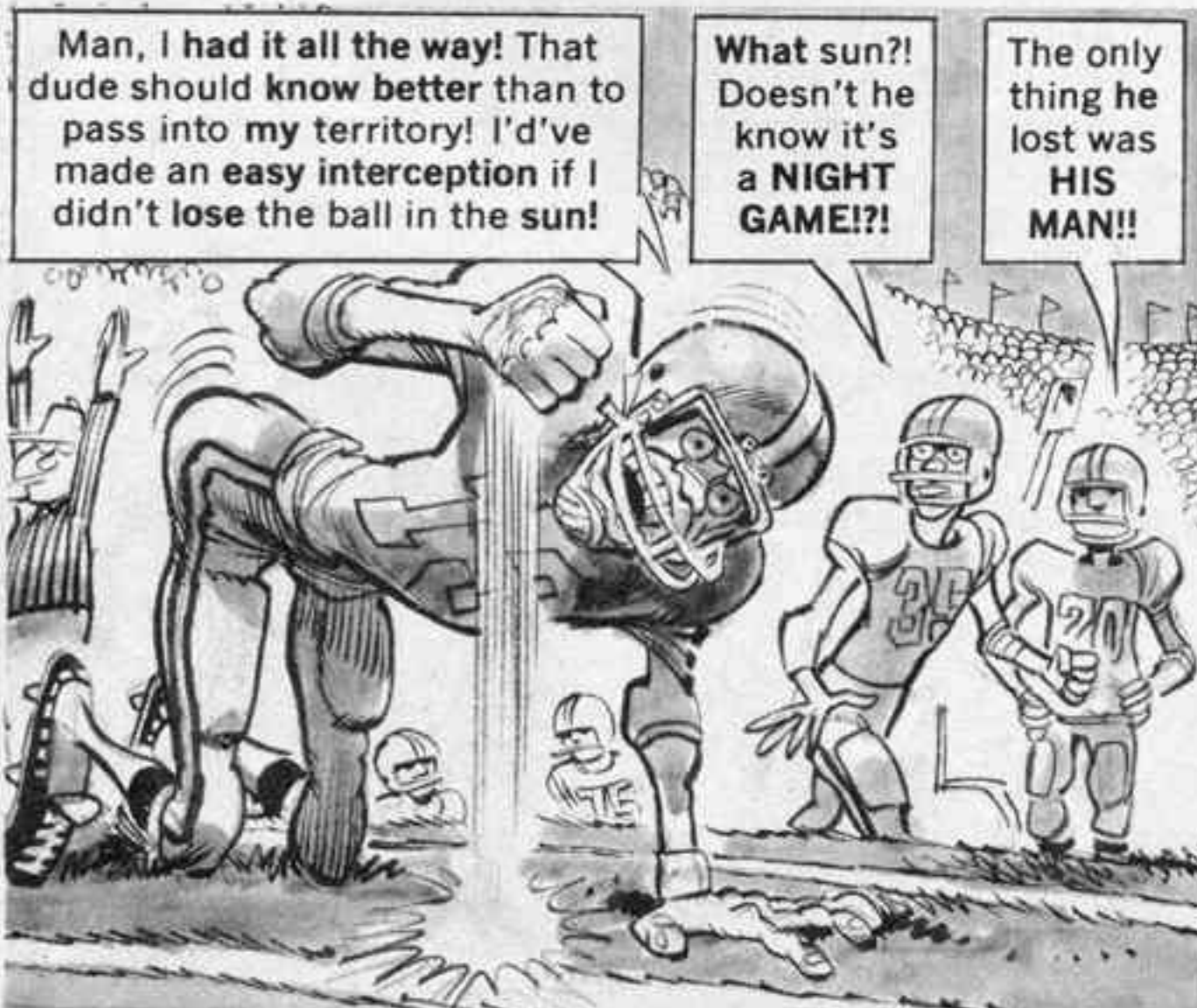
Yeah, and they also add a lot of bucks to my bank accounts! The more ridiculous I behave, the more TV Commercials I'm in demand for!



The next category is for "Best Performance In A Football Game." The first nominee is **Claude Bigfoot** for his dynamic portrayal in "Oh, Man . . . I Shoulda Intercepted That Mother!"



The second nominee is **Bo-Bo Flanken** for his touching work in "It's Only A Flesh Wound!"



Man, I had it all the way! That dude should know better than to pass into my territory! I'd've made an easy interception if I didn't lose the ball in the sun!

What sun?! Doesn't he know it's a NIGHT GAME!?!?

The only thing he lost was HIS MAN!!



OOOOFF!!

It—it's nothing serious, Coach! It o-only hurts when I breathe! I—I can stay in, don't worry! I'm okay! Just give me a minute . . .

I'm not taking you out 'cause you're hurt, schmuck! I'm taking you out 'cause you can't hold on to the #@%\$& ball!!!



The third nominee is Coach Weeb Mindblank for his matchless performance in "Yes, I'd Call That Exact Same Play Again!"

Coach Mindblank, how come you didn't go for the Field Goal?! It would have given you the lead... with just about two minutes to play!

Yes, but a TOUCHDOWN would have put the game out of reach! And nine times out of ten, we'd have made it! It was a good call, and I'd do the same thing again!



... and the winner is Coach Mindblank! Our congratulations, Coach! I guess it took a lot of guts to make that call! It could have cost you your job!!

I wasn't worried! If I get fired, there's always another team that will hire me because they want a guy with experience! That's the way things are done in Pro Sports! Which is why you see so many of us Coaches calling stupid plays!



The last category is "Best Performance In A Boxing Bout." The first nominee is Manager Angelo Zucchini for his sensitive rendition of the popular "We Waz Robbed" act.



The second nominee is the Champion himself... Muhammad Ali Washtup, for his unbelievable performance in "This Was One Of My Toughest Fights!"

How can you take this fight from us?! We won every round! He never laid a hand on us! We murdered the bum! We won it easy! Man, this is a bigger robbery than the Brinks job!

You wanna talk about robbery?! How about us poor suckers who PAID to SEE this crummy fight?!!



Champ, you looked slow and out of shape tonight! It was lucky you had an easy opponent!

Easy?! That man was one of the toughest guys I ever fought! He gave me the hardest fight of my career, and he deserves a return match! I know the public is gonna demand to see us fight again, so I want to make it official right now! I'm gonna give him another shot at me!



And the winner is The Champ, Muhammad Ali Washtup! Nice going, Champ! Are you really going to give The Bleeder a return match? He didn't win a round!

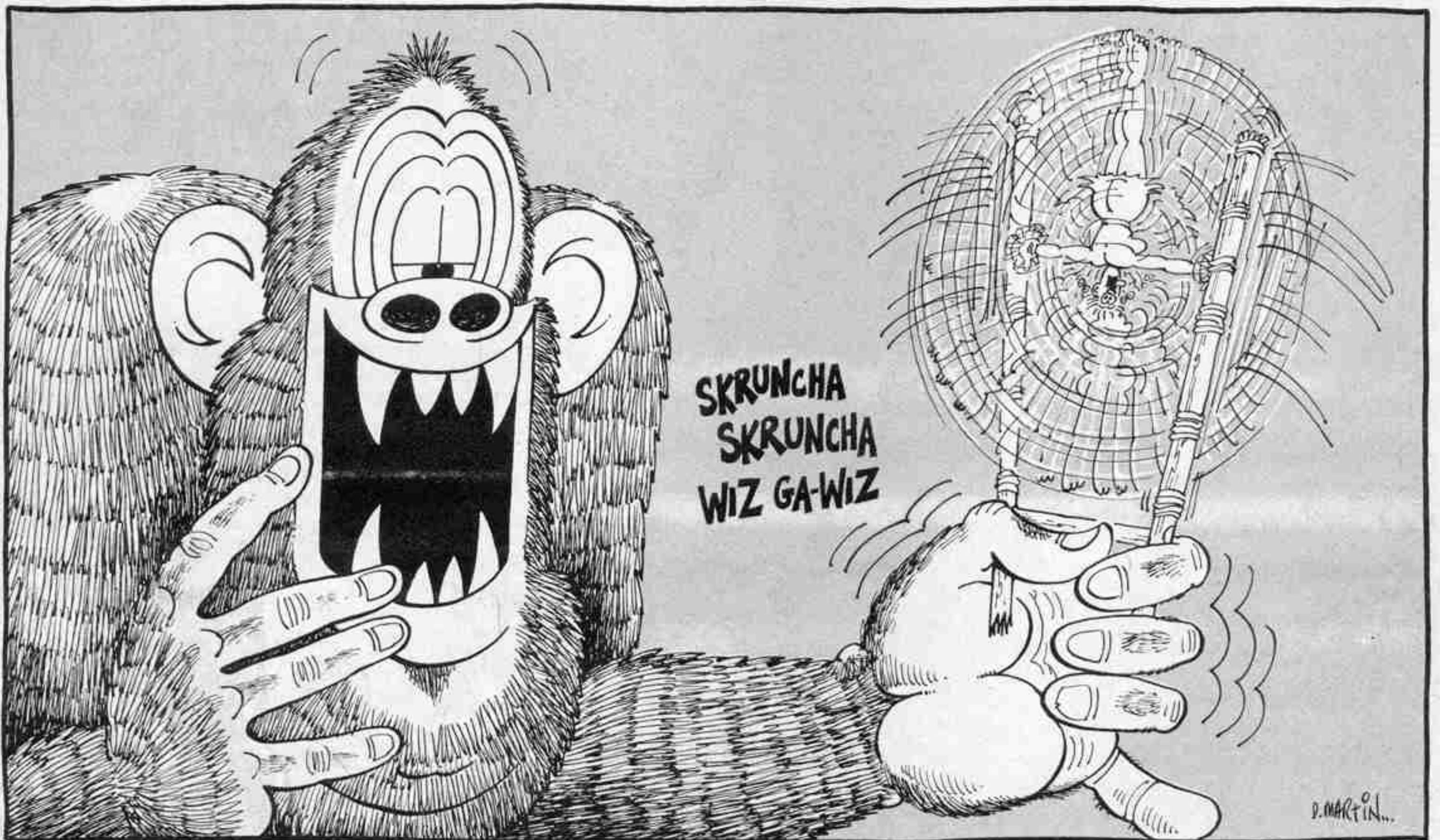
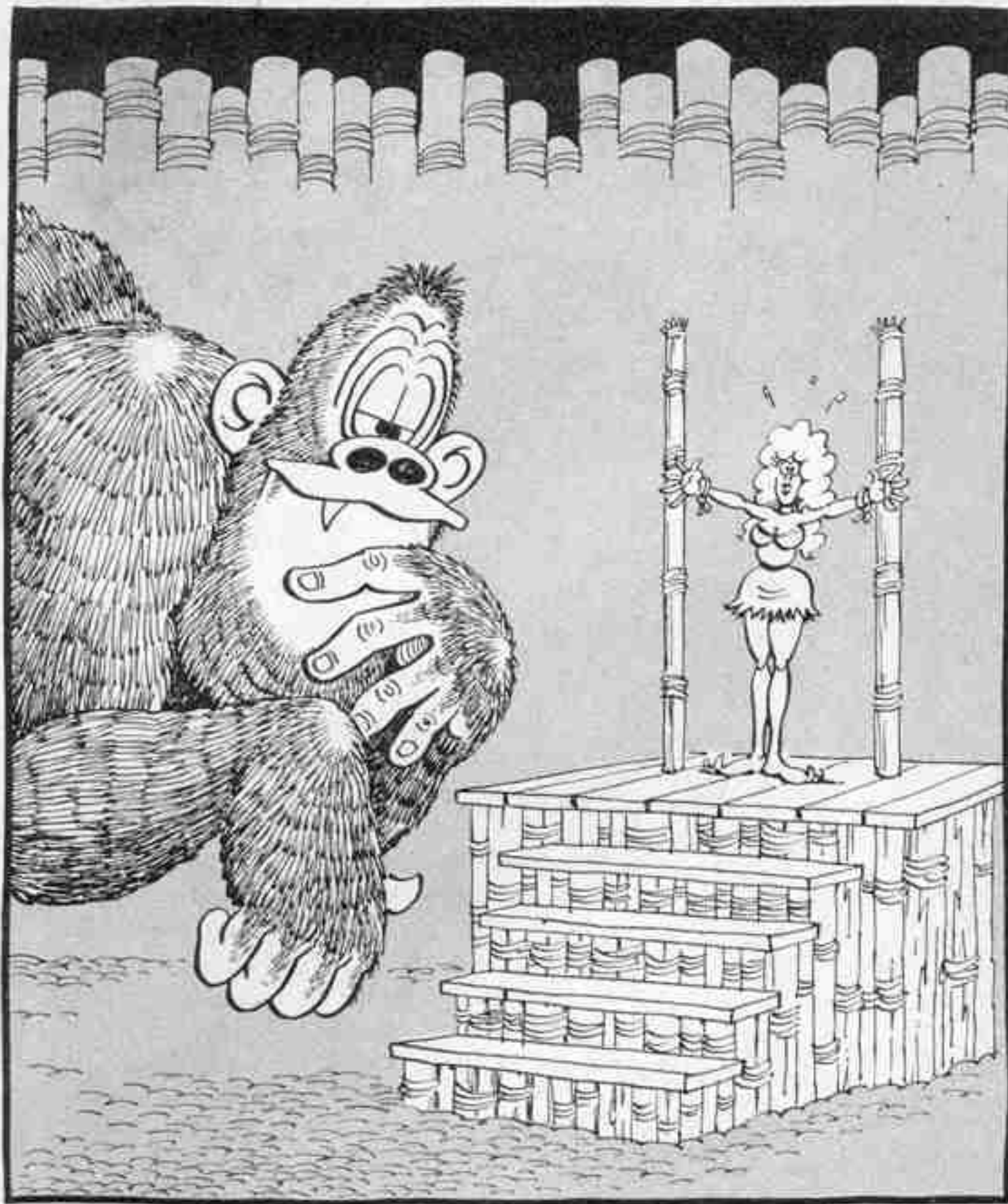
That's why I'm giving him another shot! Man, as long as the TV networks will pay me millions to fight bums, I'll keep on fighting them!



That wraps up "MAD's First Annual Academy Awards For Jocks"! We'll be back again next year... unless the athletes and their agents keep on making outlandish salary demands, and you fans out there finally get fed up paying ridiculously high prices for tickets... in which case, our next year's awards will be for "Ex-Jocks Now Driving Trucks And Pumping Gas"!



ONE NIGHT ON SKULL ISLAND



"SNOW" BIZ DEPT.

There's one thing that can be said about American advertising: It may confuse you, unnerve you, infuriate you or bore you . . . but it cannot flagrantly lie to you. That's because we have "Truth-In-Advertising" laws that prevent manufac-



WHEN "TRUTH-IN-ADVERTISING" LAWS APPLY TO

ARTIST: BOB CLARKE

"INCREDIBLY CONCEIVED... A STIRRING ENDEAVOR... WELL DONE"

—The Hollywood Supporter

(As required by the Truth-In-Advertising Law, the full statement of the reviewer from which this edited version is taken is as follows:

"This picture is an incredibly conceived bungle which makes mish-mosh of a stirring endeavor in military history. As viewed by this critic, it comes across as nothing more than yesterdays well done goulash.")

"A MONUMENTAL UNDERTAKING... THIS MOVIE STANDS OUT... GREAT ACTING TALENT..."

—St. Louis Post Disgust

(As required by the Truth-In-Advertising Law, the full statement of the reviewer from which this edited version was taken is as follows:

"Sitting through this clinker proved to be a monumental undertaking. Sad to say, this movie stands out as a glaring example of the waste of supposedly great acting talent on a script that is truly awful.")



**STARRING
CHARLTON HESTON**

who always demands star billing even though he only makes a cameo appearance that lasts for 30 seconds or so, which means that the film actually features

MAX BANGHORN LILY THWANK HOBART STAFFLE CLAUDE RUMLY & EDITH BLUX as The B-17

**ONE OF THE YEAR'S BEST
EROTICA FEATURETTES¹**

Starring All Your
Favorites from
Our Porno Classic,
"Clutched Throat"³

Rated XXX
Absolutely
No One Under
18 Admitted⁴



**"WILD
TEEN-AGE
MASSEUSES"⁵**

FILMED IN PORNO-VISION⁶

A TOUCHING MOVIE EXPERIENCE
YOU'LL NEVER FORGET⁷

IN COMPLIANCE WITH THE MOVIE "TRUTH-IN-ADVERTISING" LAW, THE FOLLOWING MANDATORY FOOTNOTES TO THIS AD ARE PRESENTED

1. "Erotica Featurette" is the term used to describe any dirty movie that runs for less than 20 minutes and doesn't have a shred of plot.
2. The attractive model featured here does not appear in the movie. The girls in the movie are all much fatter, more ugly and have acne.
3. This includes the man who wears the black socks to bed, the woman with the tattoo and the sweaty guy who portrays the hotel desk clerk.
4. Unless he can come up with enough money for an admission ticket.
5. The average age of the girls is 38, but all are former teenagers.
6. "Porno Vision" is a catchy name to describe grainy black & white.
7. Getting touched for \$6 to sit on a broken folding chair and watch this movie is, we think, an experience that no one could ever forget.

turers from making wild claims of excellence for worthless junk. But one huge industry remains that can still legally run false and misleading ads to palm off defective products on unsuspecting clods. MAD envisions that great day...



N-ADVERTISING" O MOVIE ADS

WRITER: TOM KOCH

THE YEAR'S MOST SHOCKING FILM!

(But only in the opinion of the Producer and the Director who were both shocked because they thought it would turn out much better than it did.)

SEE IT FROM THE BEGINNING!

(That's because those who enter the theater after it starts risk being trampled by the angry people storming out to demand their money back.)

YOU'LL WANT TO TELL YOUR FRIENDS!

(What are friends for, if not to tip each other off about these bombs?)

OVERWHELMING IN ITS POWER!

(Comparison tests prove that only tainted fish washed down with Scotch and Root Beer can make you throw up as violently as this picture will.)



"The Bad Scene"

STARRING
NUMEROUS PROFESSIONALS
WHO'VE ASKED THAT THEIR
NAMES NOT BE MENTIONED

THIS AD HAS BEEN PREPARED
SO IT CLEVERLY COMPLIES
WITH THE MOTION PICTURE
TRUTH IN ADVERTISING LAW

FOR THE FIRST TIME EVER,
ONE FILM
SWEEPS THE ACADEMY AWARDS
IN
ALL FIVE MAJOR CATEGORIES*



RAQUEL WENCH & LON CHIMNEY, JR.

IN

"Vampires Of The Roller Derby"

*Truthfully, we had to convince ourselves that "Best Picture" and "Best Actor" are just MINOR Academy Awards before we became certain that we had swept all of the MAJOR categories by winning these five:

1. Best Sound Effects In A Mob Scene Of Three People
2. Best Film Splicing Done With Ordinary Scotch Tape
3. Best Foreign Sub-Titles For Overseas Distribution
4. Best Costumes On A Budget Of Less Than \$1000.00
5. Best Mimeographing Of A Feature Length Film Script



WAS WATERGATE A PLOT TO DESTROY AMERICA?

WERE DEMENTED MANIACS RUNNING OUR COUNTRY?

In all honesty, the Producers of this film don't think so. But then, sitting way out here in Hollywood, how the heck would we know? All we're interested in, quite frankly, is using sensationalism to make a fast buck.

So if you'd like to help us achieve our goal...

**YOU MUST
SEE THIS
MOTION
PICTURE!**



H. R. REDFORD / G. DUSTIN HOFFMAN
"ALL THE WHITE HOUSE FLUNKIES"

WITH E. JASON ROBARDS as E. HOWARD HUNT

THE FOLLOWING REVIEW
STATEMENTS APPEAR IN
FULL SOLELY TO COMPLY
WITH THE "TRUTH-IN-
ADVERTISING" LAW, AND
DO NOT REPRESENT THE
TRUE FEELINGS OF THE
PRODUCER, DIRECTOR OR
ANYONE ELSE OF IMPOR-
TANCE AT THE STUDIO!

"THE FUNNIEST WESTERN EVER MADE

"YOU WILL FALL DOWN LAUGHING

"IT'S ABSOLUTE HILARIOUS INSANITY

was "Blazing Saddles." Too bad
Hollywood couldn't stop right
there before spawning this junk!"
Pittsburgh Beacon-Scimitar

when you stop to think that this feeble
effort is being palmed off as a Reserved
Seat Spectacular with an All-Star Cast!"
Milwaukee Beacon-Scimitar

for any studio to sink a
bundle into a production
as terrible as this one!"
Omaha Beacon-Scimitar

"IT'S A WILD, WILD, WILD, WILD WEST"



Starring (in alphabetical order)

ADAM ADAMS • DON ADAMS • EDIE ADAMS • JOHN QUINCY ADAMS • CANNONBALL ADDERLY • JACK
ALBERTSON • MAUDE ADAMS • ALAN YOUNG • GIG YOUNG • LORETTA YOUNG • CAROL ANNE YOUNG
ROBERT YOUNG • HENNY YOUNGMAN • ELMER ZILCH • EFREM ZIMBALIST, JR. • NORMA ZIMMER

NOTE: THE MINOR PARENTHEICAL INSERTIONS IN THIS AD WERE MADE BY OUR
CLEAN CUT, PATRIOTIC EXECUTIVES AT WALT DIZZY PRODUCTIONS TO COMPLY
WITH THE "TRUTH-IN-ADVERTISING" LAW. NOW, WE URGE YOU TO EXERCISE YOUR
RIGHTS AS AMERICANS BY REFUSING TO READ THESE INSERTS WHICH THE #\$\$%@
@#\$\$! WASHINGTON BUREAUCRATS ARE FORCING US TO RAM DOWN YOUR THROATS.

FUN FOR THE WHOLE FAMILY!

(Assuming everyone in your family is under the age of 5)

YOU WILL LAUGH OUT LOUD!

(If you're the type that normally laughs out loud at the
mere sight of a tousle-haired freckle-faced child actor)

MORE AMUSING THAN "FANTASIA"!

(Which we feel safe in saying because most of you are too
young to remember that "Fantasia" wasn't at all amusing)

DONE AS ONLY DIZZY CAN DO IT!

(Unless you realize that other studios certainly could do
it the way we do if they chose to drop down to our level)



"SCRUFFY AND THE FLASHER"

The Touching Story Of A Boy And His Turtle

STARRING:

SOME CHILD ACTOR WHO WILL
EXPERIENCE A METEORIC RISE
TO STARDOM, FOLLOWED BY A
METEORIC FALL TO OBLIVION

&

SOME OVER-THE-HILL
STAB WE RESURRECTED
FOR THIS BOMB BECAUSE
HE COULD BE HAD CHEAP



The big new craze these days is CB Radio, and if you're traveling on a highway, you're likely to hear strange conversations like this one:

Hey, Gear-Jammer!¹
Give me a shot...²

You've got Crazy Ken³ streakin' West for Shy Town!⁴ What's the Bear report?⁵

Smokey was thick with X-Ray Machines⁶ in the last patch,⁷ and there was a Smokey dozing⁸ 10 miles back! But now the honey's off the road⁹ and you can let the hammer down!¹⁰

Those are happy numbers,¹¹ so I'm tightening up the rubber band¹² and poppin' the national limit by 20!¹³ Thanks a lot for the info, Good Buddy!

WHAT "Good Buddy"?! You've been jaw-jacking¹⁴ with a Smokey in a brown paper bag¹⁵ with a sneaky snake!¹⁶ So pull over, dum-dum!¹⁷ You're gonna feed the bears!¹⁸

1. Truck-Driver	7. Last town	13. Driving 75 mph
2. Talk to me	8. Patrol car stopped	14. Talking
3. I'm called "Crazy Ken"	9. The coast is clear	15. An unmarked patrol car
4. Chicago	10. Go full speed	16. With its own CB Radio
5. Police location report	11. Good news	17. Dum-dum
6. Lots of Police with Radar	12. Speeding up	18. You're getting a summons

Yessiree, the CB Radio crowd has a language all its own, which started out as a kind of code so that non-CB people wouldn't know what in heck they were talking about. And that got us to wondering what it would be like if people in other walks of life started using CB-type lingo as their own kind of code. And that brought us to this article, called—

WHEN CB-TYPE CODE LANGUAGE IS USED IN OTHER WALKS OF LIFE

IN A RESTAURANT



Hey, Slop Buddy! I have the Marx Brothers¹ bucket-mouthing² for the 50-yard line!³

Your drums are beating my ears,⁴ Platter-Spiller! Have they turned on the green machine?⁵

Negative, Meal-Dealer! They're still on the curb,⁶ and the coconuts are off the tree!⁷

Are they neon peons⁸... or at least housebroken?⁹

No way, Gravy Splasher! They are strictly tumbleweeds in training pants!¹⁰

In that case, just spin their wheels¹¹ till the big hand does its thing,¹² and then pull the zipper!¹³

- | | | |
|-------------------------------------|---------------------------------|--------------------------------------|
| 1. A party of three | 6. They haven't come across yet | 10. Tourists here for the first time |
| 2. Requesting | 7. My palm is still empty | 11. Make them wait |
| 3. A good table | 8. Celebrities | 12. For an hour |
| 4. I hear you | 9. Regular customers | 13. Tell them that we're closing. |
| 5. Have they slipped you any money? | | |

ON A JET AIRLINER



What's with the cloud crowd¹ in the cattle car?²

The tongues are in the trays,³ but my rubber-band's breakin'⁴ from that gray groper⁵ doing handsprings all over my runway!⁶

Got the copy,⁷ Sky-Sister! Jaw me⁸ if you ten-thirty-four⁹ and I'll fetch out Dragonfly¹⁰ from the hot seat¹¹ to jam the gray groper into neutral!¹²

Pair of sevens!¹³ The gray groper IS Dragonfly!¹⁴

- | | | |
|---------------------------|-------------------|------------------------------------|
| 1. Passengers | 6. Pawing my body | 11. The cockpit |
| 2. Tourist section | 7. I hear you | 12. Get rid of that dirty old man |
| 3. They're having dinner | 8. Let me know | 13. No dice |
| 4. I'm losing my patience | 9. Need help | 14. The dirty old man IS the pilot |
| 5. Dirty old man | 10. The pilot | |

IN THE OPERATING ROOM



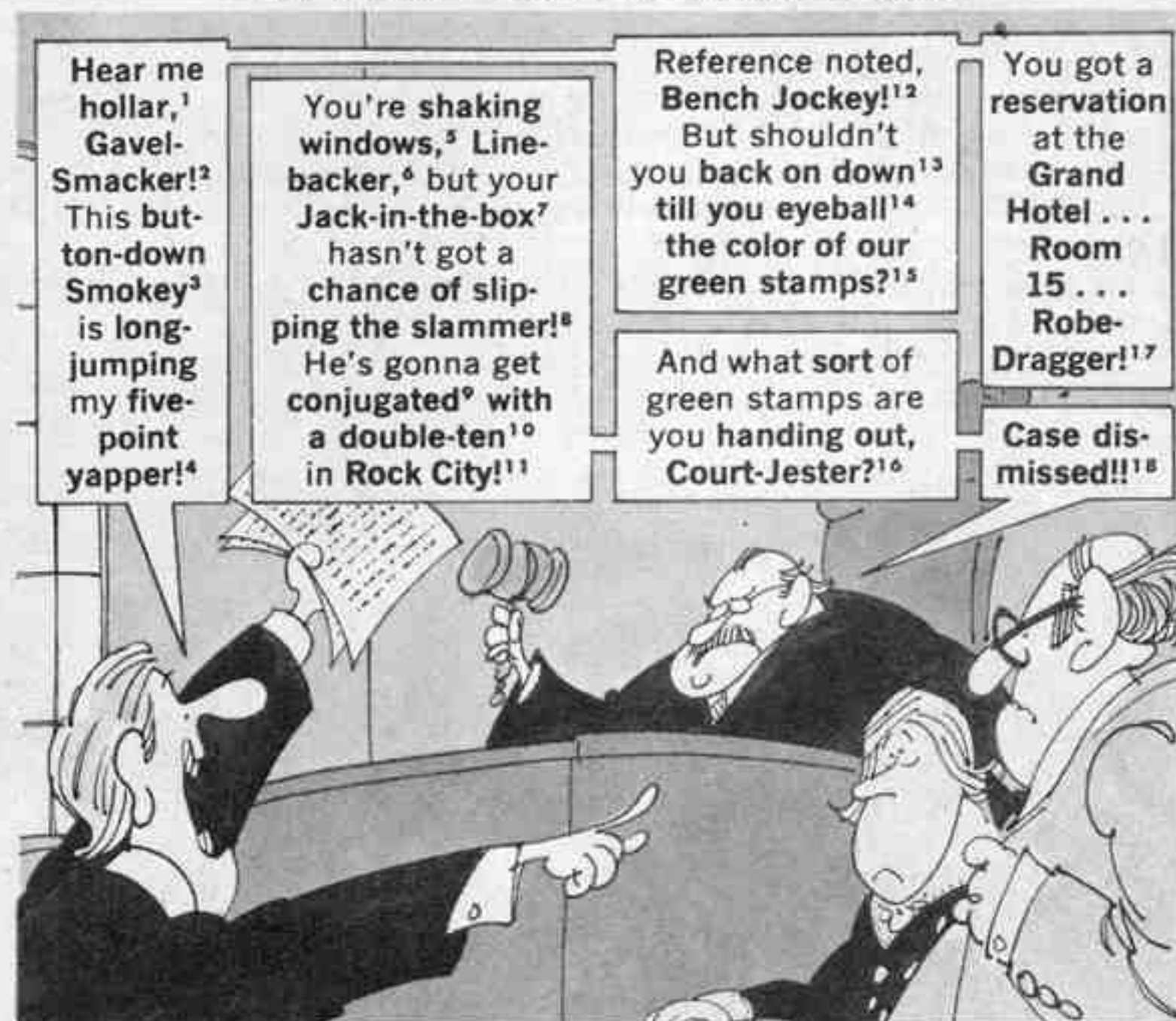
Cross my palm¹ with a flesh-picker² so I can split the stinker³ from Lower Gutville!⁴

You're blowing smoke my way!⁵ I've scratched the upholstery⁶... and the bloodhounds are barking,⁷ Starch Collar!⁸ The stinker is blackballed,⁹ and the turkey is gobbling!¹⁰ How's THAT for a Speedy Gonzalez?¹¹

Ten-four, ol' Body-Butcher!¹² Except the turkey¹³ was supposed to be in for a dome job!¹⁴

- | | | |
|------------------------|----------------------------------|------------------------------|
| 1. Hand me | 6. Made the incision | 10. The patient is breathing |
| 2. A scalpel | 7. I've located the problem | 11. Quick operation |
| 3. Remove the appendix | 8. Nurse | 12. Okay, Doctor |
| 4. The abdomen | 9. The appendix has been removed | 13. The patient |
| 5. I understand | | 14. Brain surgery |

IN THE COURTROOM



Hear me hollar,¹ Gavel-Smacker!² This button-down Smokey³ is long-jumping my five-point yapper!⁴

You're shaking windows,⁵ Line-backer,⁶ but your Jack-in-the-box⁷ hasn't got a chance of slipping the slammer!⁸ He's gonna get conjugated⁹ with a double-ten¹⁰ in Rock City!¹¹

Reference noted, Bench Jockey!¹² But shouldn't you back on down¹³ till you eyeball¹⁴ the color of our green stamps?¹⁵

And what sort of green stamps are you handing out, Court-Jester?¹⁶

You got a reservation at the Grand Hotel... Room 15... Robe-Dragger!¹⁷

Case dismissed!!¹⁸

- | | | |
|----------------------------|----------------------------|--|
| 1. I object | 7. Your client | 13. Wait |
| 2. Your Honor | 8. Avoiding prison | 14. See |
| 3. The District Attorney | 9. Sentenced | 15. How big our bribe is |
| 4. Leading my star witness | 10. Twenty years | 16. How much is the bribe, Counsellor? |
| 5. I hear you | 11. The State Penitentiary | 17. \$15,000, Your Honor |
| 6. Counsellor | 12. I hear you, Your Honor | 18. I accept |

ON A USED-CAR LOT



We've got candy on a stick¹ orbing² a pregnant roller-skate!³

Loud and proud,⁴ Scrap Dealer! Have you checked for live frogs in the pocket?⁵

Affirmative! I've met Ben Franklin and his cousins!⁶ Looks like we can spring the trap-door⁷ on that yellow football⁸ with the heartburn⁹ in Glue City!¹⁰

I dig you out!¹¹ Just tie the ribbon pronto!¹² before the tree-trickle¹³ flip-flops!¹⁴

- | | | |
|---------------|---------------------------------|------------------------|
| 1. A sucker | 6. He's loaded with \$100 bills | 10. We're stuck with |
| 2. Looking at | 7. Get rid of | 11. I understand |
| 3. Volkswagen | 8. That lemon | 12. Make the sale fast |
| 4. I hear you | 9. Bad transmission | 13. Before the sap |
| 5. Cash | | 14. Changes his mind |

IN THE CLASSROOM

Hey, Smart Buddy! When Lady Dracula¹ brings down her periscope,² scratch my back³ with the winner in the fourth race!⁴

You're walking the dog,⁵ Class Cousin, but there's a Band-Aid on my brain and I've missed the train!⁶

My lobes are hot,⁷ but if you don't unzip your lip,⁸ Smart Buddy, you're gonna get a fast five that'll unglue your thirty-two!⁹

Uh—that money horse¹⁰ in the fourth is "Big Daddy in the Deep Freeze"¹¹!



- | | | |
|--------------------------------------|-----------------------------------|---|
| 1. The teacher | 5. Coming in clear | 9. Punch in the mouth |
| 2. Isn't looking | 6. I don't know the answer myself | 10. Correct answer to the fourth question |
| 3. Let me know | 7. I hear you | 11. Washington at Valley Forge |
| 4. The answer to the fourth question | 8. Start talking | |

AT A PARTY



There's a Land Rover¹ flashing his blinkers on² your size ten!³

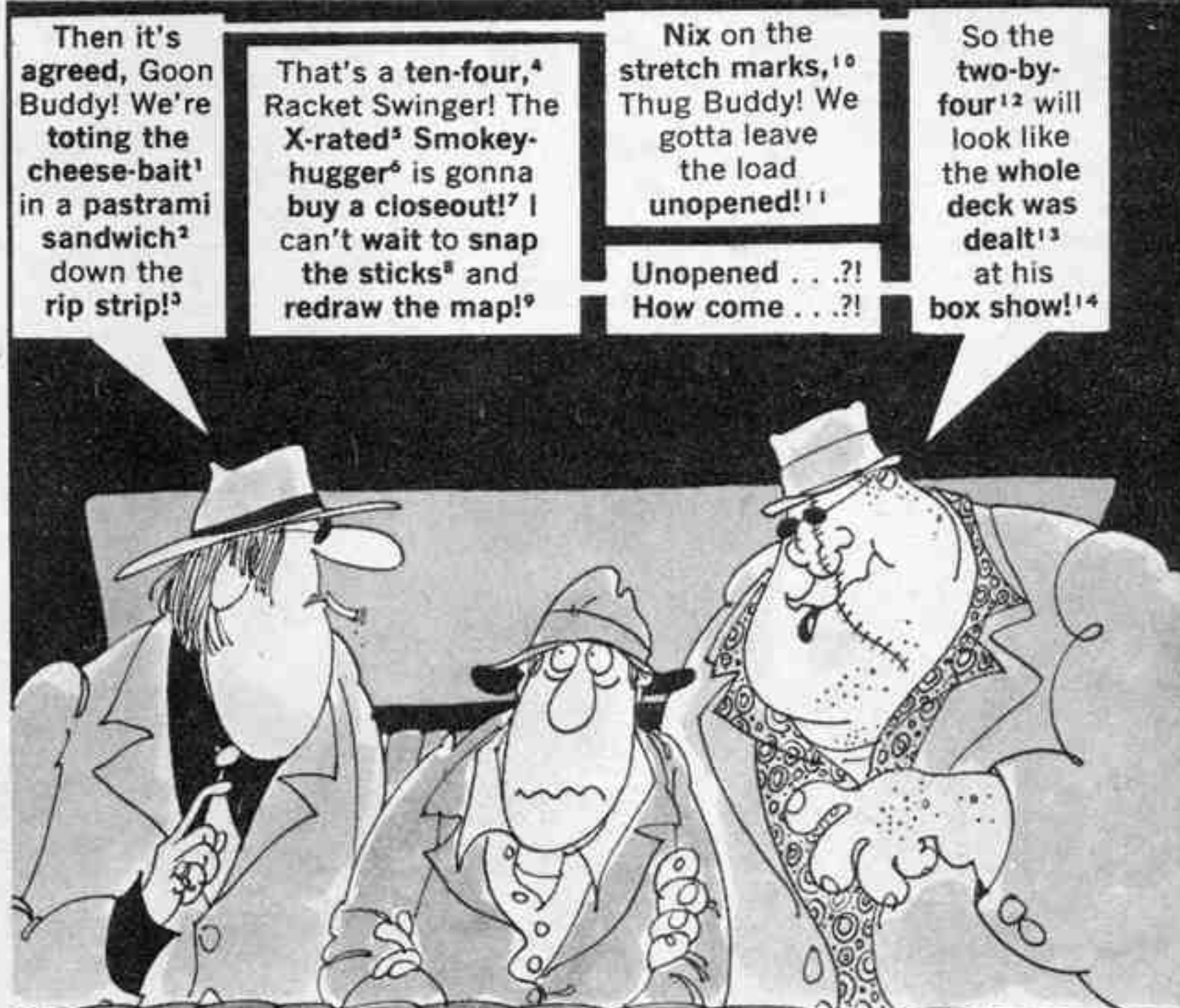
Oh...? What's his blueprint,⁴ Beaver Buddy?⁵

No leaves on the tree⁶ with double-hung windows⁷ and a chopper in heaven!⁸ He's in a Studebaker wrapping⁹ with a dickey doing its thing¹⁰ and he's got a King Kong stove in a cabin!¹¹ Should I send up a green balloon,¹² Pal Juicy¹³...?

Forget it! That's my trained flea!¹⁴

- | | | |
|-------------------------|----------------------------------|-----------------------------------|
| 1. Single guy | 6. Bald | 10. With a tie that doesn't match |
| 2. Looking at | 7. With bifocals | 11. A pot belly |
| 3. Your body | 8. And a tooth missing | 12. Invite him over |
| 4. What's he look like? | 9. Wearing a suit from the '50's | 13. Husband |
| 5. Woman-friend | | |

IN THE UNDERWORLD



Then it's agreed, Goon Buddy! We're toting the cheese-bait¹ in a pastrami sandwich² down the rip strip!³

That's a ten-four,⁴ Racket Swinger! The X-rated⁵ Smokey-hugger⁶ is gonna buy a closeout!⁷ I can't wait to snap the sticks⁸ and redraw the map!⁹

Nix on the stretch marks,¹⁰ Thug Buddy! We gotta leave the load unopened!¹¹

Unopened...?! How come...?!

So the two-by-four¹² will look like the whole deck was dealt¹³ at his box show!¹⁴

- | | | |
|-----------------------|----------------------|-------------------------------|
| 1. Taking the rat | 6. Cop-lover | 11. His body unmarked |
| 2. Sitting between us | 7. Have an accident | 12. Stiff |
| 3. For a ride | 8. Break his bones | 13. He died of natural causes |
| 4. I hear you | 9. Carve up his face | 14. At his funeral |
| 5. Double-crossing | 10. No rough stuff | |

PARITY BEGINS AT HOME DEPT.

For years, the Federal Government has been shelling out heaps of money to farmers for not growing unneeded crops like wheat or corn or alfalfa. Now, we may not agree with this practice when it comes to food, but we feel the

GOVERNMENT CHECKS FOR

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



WASHINGTON, D.C.

United States Treasury
OFFICE OF POPULATION CONTROL

Check No. 85,550,701
SYMBOL 3003

MONTH	DAY	YEAR
04	21	77

PAY TO THE
ORDER OF

Bruce and Carolyn Flench

EXACTLY 94 DOLLARS AND 83 CENTS

DOLLARS	CTS.
\$ 94	83

FOR

Giving birth to no additional children during the period of January through December, 1976, thus easing our national over-population crisis. Amount includes extra payment of \$12.17 awarded as bonus for Bruce's grandfather, Ezra, who kicked off June 22.

SYD MANGWINTZ
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



WASHINGTON, D.C.

United States Treasury
Office Of Unemployment And Welfare Abuse

Check No. 85,550,703
SYMBOL 3005

MONTH	DAY	YEAR
06	21	77

PAY TO THE
ORDER OF

Dwight H. Freen

EXACTLY 25 DOLLARS AND NO CENTS

DOLLARS	CTS.
\$25	00

FOR

Not leaving home, although 27 years of age, and continuing to live off parents, thus not becoming one more welfare case and requiring far greater Government assistance caused by payee's lack of ambition and inability to hold down any job no matter how menial, non-thinking and unskilled it might be.

JOE HOUSE
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



WASHINGTON, D.C.

United States Treasury
DEPARTMENT OF JUSTICE
Violent Crime Division

Check No. 85,550,705
SYMBOL 3007

MONTH	DAY	YEAR
01	28	77

PAY TO THE
ORDER OF

Ozzie and Floyd Dreggs

EXACTLY 119 DOLLARS AND 43 CENTS

DOLLARS	CTS.
\$119	43

FOR

Having committed no muggings, armed robberies, rapes or assaults with a deadly weapon during the month of June, 1976, despite having been kicked around by society a lot and not having a decent place to hang out on Saturday nights.

A.E. NEUMAN
REGIONAL DISBURSING OFFICER

concept is fine: To pay people for not doing certain things. In other words, the Government should quit paying farmers, but apply the "subsidy" idea to people in other problem areas. Then we'd be seeing these really necessary—



OR NOT DOING ANYTHING

WRITERS: FRANK JACOBS AND ELAINE DUNN

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF DISBURSEMENT

WASHINGTON, D.C.

United States Treasury
DEPARTMENT OF COMMERCE
Balance Of Trade Division

Check No. 85,550,702
SYMBOL 3004

MONTH	DAY	YEAR
05	12	77

PAY TO THE ORDER OF Myran Gribbish and Family

EXACTLY 77 DOLLARS AND 41 CENTS

FOR

Not purchasing Sony Color TV, Peugeot automobile, or any other foreign-made product, thus preserving balance of trade. Amount includes Hardship Bonus of \$31.65 to cover exasperation and disgust caused by sloppy performance and extreme breakdown level of American-made products purchased grudgingly by payee.

A. E. Neuman
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF DISBURSEMENT

WASHINGTON, D.C.

United States Treasury
Department of Urban Environment Control
Street And Sidewalk Division

Check No. 85,550,704
SYMBOL 3006

MONTH	DAY	YEAR
02	13	77

PAY TO THE ORDER OF Maxine McChesney

EXACTLY 54 DOLLARS AND 96 CENTS

FOR

No longer possessing Great Dane named Thor, thus eliminating unsightly, smelly, icky pile twice a day in street or, on occasions when Thor lost control, on sidewalk or on front stoop, and also thus adding to length of life of young birch tree growing near curb and previously endangered, also twice a day, by Thor's raised-leg flooding.

Mel Haney
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF DISBURSEMENT

WASHINGTON, D.C.

United States Treasury
THE WHITE HOUSE
Office Of The Press Secretary

Check No. 85,550,706
SYMBOL 3008

MONTH	DAY	YEAR
07	19	77

PAY TO THE ORDER OF The National Broadcasting Company

EXACTLY 15,000 DOLLARS AND NO CENTS

FOR

Not airing, on any of its affiliated stations, the June 14, 1976, press conference of the President of the United States, in which he fumbled nine questions, four of them totally, and otherwise fumbled, contradicted himself and showed a colossal ignorance of almost every vital issue of the day.

Mel Haney
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



PAY TO THE
ORDER OF

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF LABOR
Building Construction Division

MONTH	DAY	YEAR
03	30	77

Check No. 85,550,707
SYMBOL 3009

DOLLARS	CTS.
\$175	18

FOR

Francine LaFleur
EXACTLY 175 DOLLARS AND 18 CENTS
Not walking by construction sites during working hours, thereby removing temptation of laborers to halt work and leer and whistle at her fabulous body, thus saving 36 man-hours per week, not to mention injuries to high-beam workers losing concentration and balance while gaping downward at her incredible cleavage.

Syd Mangwitz
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

FISCAL SERVICE
DIVISION OF
DISBURSEMENT



PAY TO THE
ORDER OF

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF STATE
Diplomacy Division

MONTH	DAY	YEAR
12	25	77

Check No. 85,550,708
SYMBOL 3010

DOLLARS	CTS.
\$517	47

FOR

Lester and Wanda Wiltfang
EXACTLY 517 DOLLARS AND 47 CENTS
Not taking their trip to Europe, thus preventing anti-American feeling caused by their boorish behavior, their reactions of loud disgust to any European not speaking English, and their obnoxious complaints about not being able to order a Big Mac with French Fries and a Malted Milk in Barcelona.

Joe House
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



PAY TO THE
ORDER OF

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF THE INTERIOR
Power Conservation Division

MONTH	DAY	YEAR
10	12	77

Check No. 85,550,709
SYMBOL 3011

DOLLARS	CTS.
\$77	21

FOR

Edgar Entwhistle and Family
EXACTLY 77 DOLLARS AND 21 CENTS
Not erecting their planned spectacular Christmas display, consisting of an illuminated Santa Claus and reindeer on their roof and a 50,000-watt Nativity Scene on their front lawn, thus conserving electricity and not giving their neighbors the incentive to outdo them with even more lavish, illuminated displays, thus conserving even more electricity and preventing a possible blackout of the entire city.

Mel Haney
REGIONAL DISBURSING OFFICER

DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



PAY TO THE
ORDER OF

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF JUSTICE
Anti-Riot Division

MONTH	DAY	YEAR
11	14	77

Check No. 85,550,710
SYMBOL 3012

DOLLARS	CTS.
\$307	80

FOR

Philo Muldoon
EXACTLY 307 DOLLARS AND 80 CENTS
Not fomenting any student riot during Sophomore year at Berkeley campus, 1975-76, thus eliminating need of intervention by local police, state militia and National Guard and allowing students to devote energies to rooting for football team, making out and, infrequently, studying.

A. E. Neuman
REGIONAL DISBURSING OFFICER

TELE LIKE IT IS! DEPT.

As if you don't see enough TV on TV, now you can go to the movies and see movies about TV. So stay home, turn off your boob tube, and read this satire instead. It won't do much for you, but it'll save you an admission price and some electricity.



NUTWORK

ARTIST: MORT DRUCKER

WRITER: STAN HART

I'm going to get to the top of this ☆#!★ network, and no ☆!★ is going to stop me! I'll show the ☆!★ Network Brass that I'm as good as ANY ☆!★ man!!

But . . . you're NOT!!

What do you mean, you ☆!★?!!

No man talks as DIRTY as you do!

As a long-time concerned TV Newsmen, I say that murders, shootings and rapes do not belong on TV Dramatic Shows!

You mean they offend your moral code?

No . . . my NEWSMAN'S CODE! They belong on TV NEWS SHOWS only!!

I'm a ruthless Network Executive who'll stop at nothing to get good ratings!!

You'll stop at nothing?

That's right! If I thought we could get good ratings, I'd even bring back "The Captain and Tennille"!

Nobody could be THAT ruthless!

UNSCRUPULOUS BROADCAST SYSTEM, INC.

"Nutwork" is the story of how a TV Newsmen destroys himself! It's a unique plot!

No, it isn't! Harry Reasoner did it on ABC!

When??

Last year . . . when he agreed to have Barbara Walters as his partner!

This picture is an exposé of the idiotic stupidity of TV!

Who needs it! I see TV exposing stupidity seven nights a week!!

My show's been canceled, so I've decided to do something people have never seen on TV! One last futile, but romantic gesture . . .

And what's that?

I'm going to pick my nose before forty million viewers!

You can't do that on TV! It's horrible!

Okay, then, I'll KILL myself on camera!!

NOW you're talking! That's much more acceptable!!

These days, the Networks only want **PRETTY BOYS** to sit there and read the news off idiot cards! It's not like the great **OLD DAYS**, when they had **JOURNALISTS** like us sit there and read the news off idiot cards!

You're just experiencing a **depression**, Harrowed! Give it time and you'll come out of it! I remember a depression I had back in **1945**...

When did you come out of it?

Last Friday!



Okay, here's the line-up for tonight's news show! We've got **two-minutes** on the sexual assault of a 93-year-old woman, **six minutes** on a tiger tearing a little girl's arm off, and **three minutes** of a mother who just found out that all of her kids perished in a school fire!

Only three minutes? We need **two more**!

No sweat! We get the Mother to sing the school song!

That still leaves us a minute short!

Just enough time for Harrowed Bile to shoot himself on camera!



Impossible! We **CAN'T** let Harrowed Bile **SHOOT HIMSELF!!**

But he **WANTS** to die!

Tell him to swallow a slow poison that takes thirteen weeks to work!

Why **THIRTEEN WEEKS**???

That way, we might get a **SERIES** out of it!



Folks... I'm old, and a drunkard! My wife is dead, and my children hate me! I haven't got a dime to my name, and I've just been fired! So, I am going to kill myself on this show tomorrow!

No! No! You can't do it!

Why not?

Because you have so much to **LIVE** for!



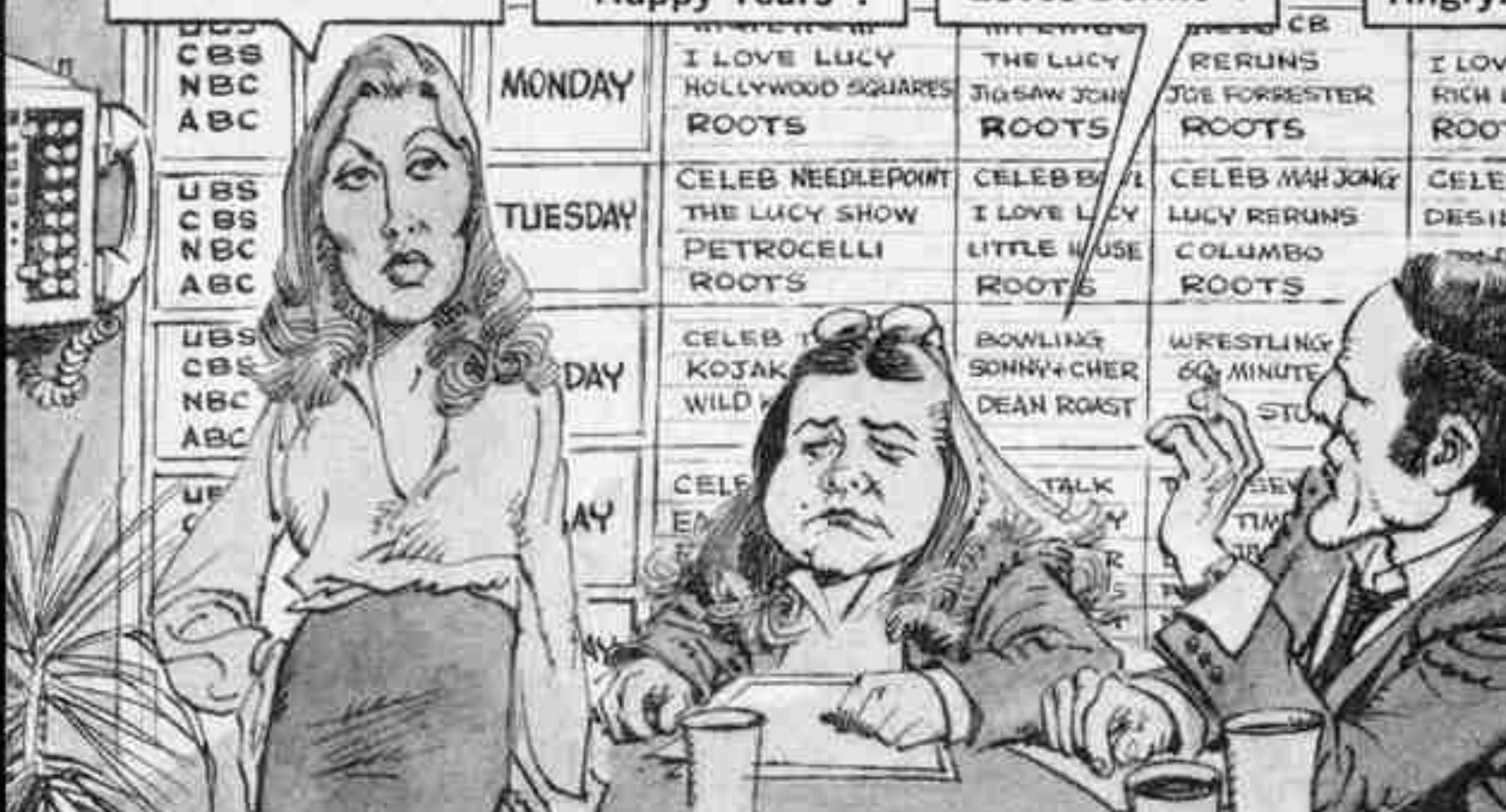
We need a **HIT SHOW**, or this **Network** is **FINISHED**! Somehow, our shows always seem to miss!

You mean like "Little House On The Rockies" or "The Two Million Dollar Man" or "Happy Years"!

You bet your **!##*!** We need something that will make a frustrated public **ANGRY**!

We could bring back "Bridget Loves Bernie"!

Not **THAT** Angry!



We need something like this! This is a film of a **terrorist group** dedicated to **destroying America** by driving everyone insane! They took this of themselves as they actually broke into a Supermarket...

What are they doing in there?

Fixing the wheels of shopping carts so that no one can steer them straight down the aisles!

Diabolical fiends!





And here they are, attacking the mental health of America's youth by sneaking into our Bubble Gum factories and putting "doubles" and "triples" of San Diego Padre players into baseball card packs!

Now, my idea is to have this terrorist group film one of its militant capers every week, and call the show, "Up Yours, America"!

Depraved wretches . . . !

You have a fabulous mind . . . and a tush to match!!

Hatchet is trying to turn the stockholders against me and my News Department! He wants to cut the news from an hour and a half each night to just ONE HALF HOUR each night!

Can't you do it in one half hour?

No way! We NEED that time to keep the public informed on the VITAL ISSUES of the day, like Beauty Contest Winners and People With Cute Hobbies and Adorable Kiddie Art Shows!

ANNUAL STOCKHOLDER MEETING

Ladies and Gentlemen, I have decided not to kill myself tonight! Instead, as a final grand gesture of contempt, I am going to curse for five minutes! Starting off the Top Fifty Dirty Words is "COCKY-DOODY" . . . followed fast by "PEE-PEE" and "EH-EH" . . .

No! No! Let him finish! He's getting to some of my favorites!

Quick! Cut him off the air!!

... and who could forget those oldies but goodies, "POO-POO" and "WEE-WEE"!

That was nasty and spiteful . . . allowing Harrowed Bile to curse on TV! I'm afraid I must ask you to turn in your key to the executive toilet!

What does this mean?

It means you have a choice! You can either leave here gracefully . . . or you can explode!

Here are some ideas for new shows! This one is about a middle-aged bald detective who's a natty dresser! This one is about two young mod cops, one with a funny-sounding Polish name!

No! I want something different! Not the same old things people can see by just looking out their windows!!

But these shows have robberies and murders!! Who looks out their windows and sees things like THAT . . . ?

The people who live in Detroit, New York, Chicago and every large city in the U.S.A.!

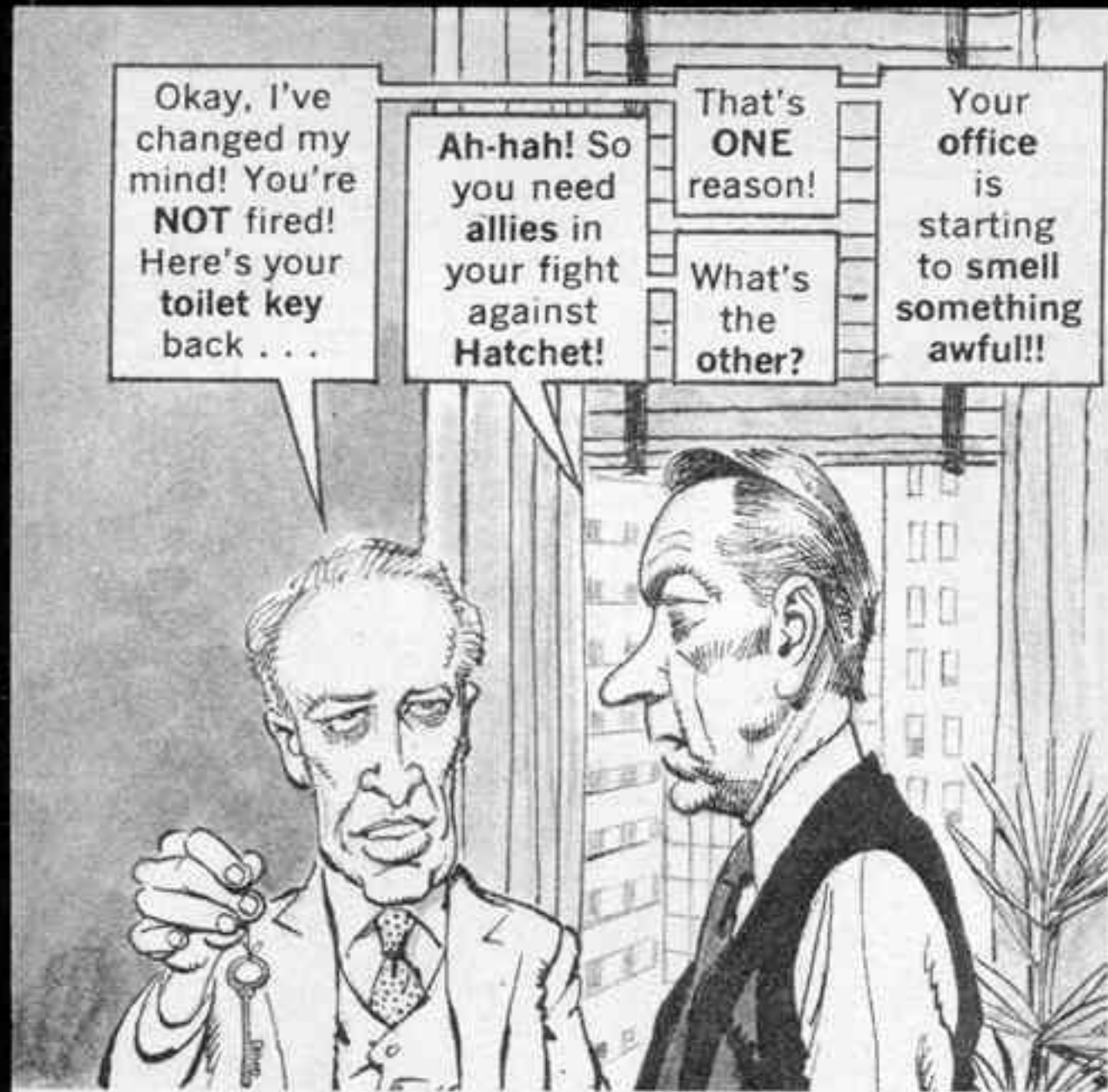
Last night, Harrowed Bile got fantastic ratings! That gave me TWO GREAT IDEAS for SHOWS!! One . . . keep Harrowed on!

No! It's disgusting to watch a madman rant and rave!!

So what . . . ?! In ancient times, the public loved seeing Christians thrown to LIONS!

But the public LOVED it!

That's my SECOND idea!!

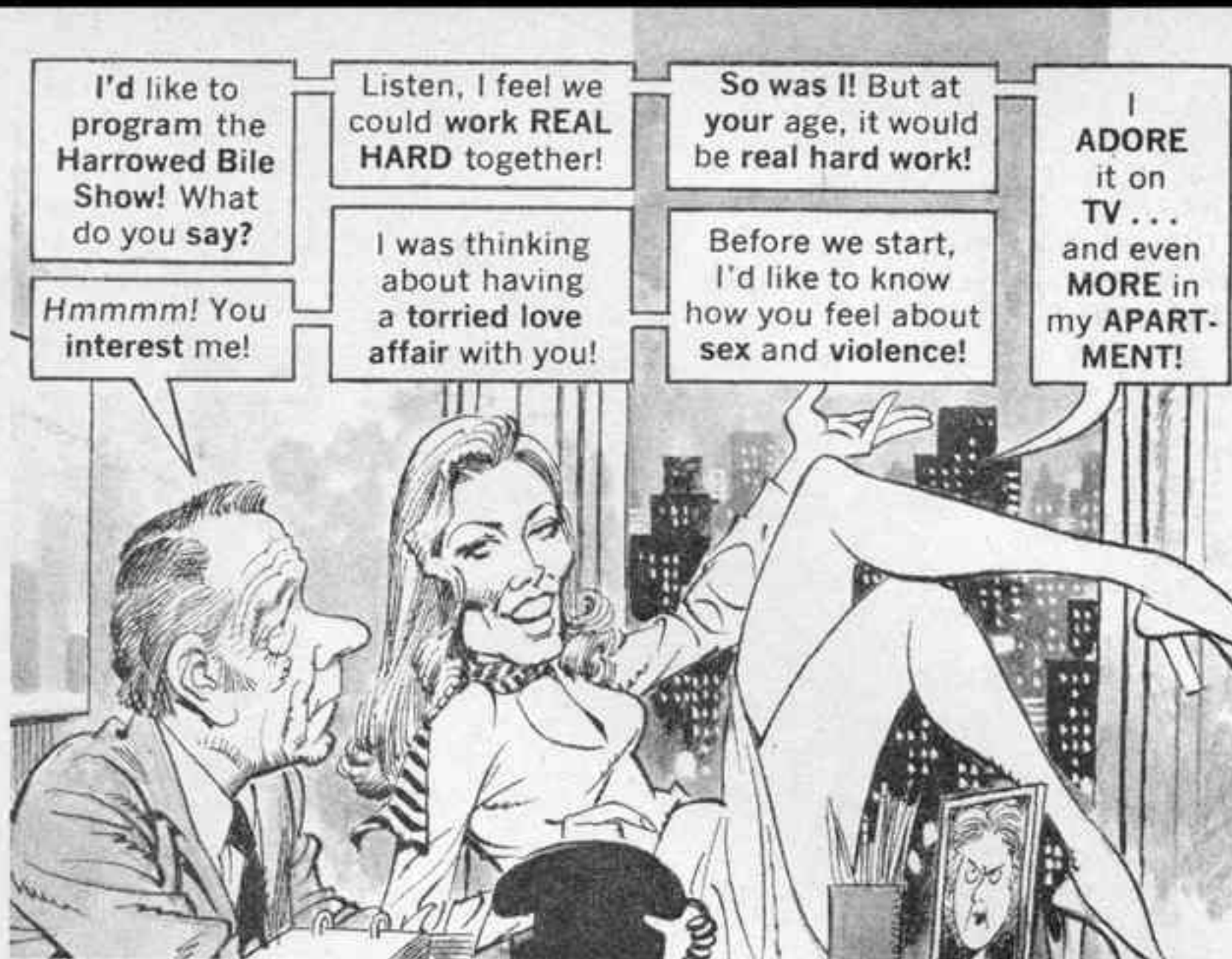


Okay, I've changed my mind! You're **NOT** fired! Here's your toilet key back . . .

Ah-hah! So you need allies in your fight against Hatchet!

That's **ONE** reason! What's the other?

Your office is starting to smell something awful!!

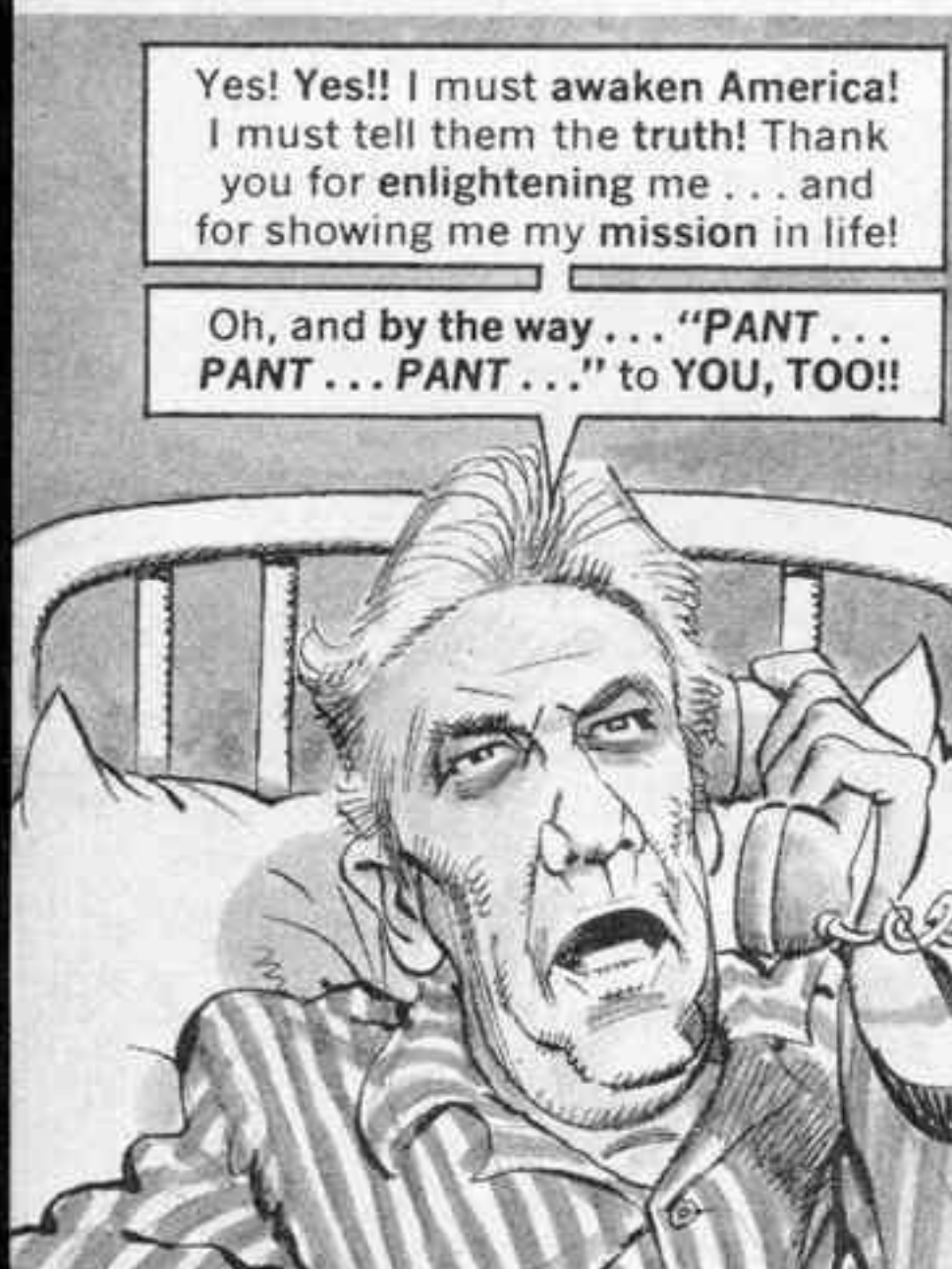


I'd like to program the Harrowed Bile Show! What do you say? Hmmm! You interest me!

Listen, I feel we could work **REAL HARD** together! I was thinking about having a torried love affair with you!

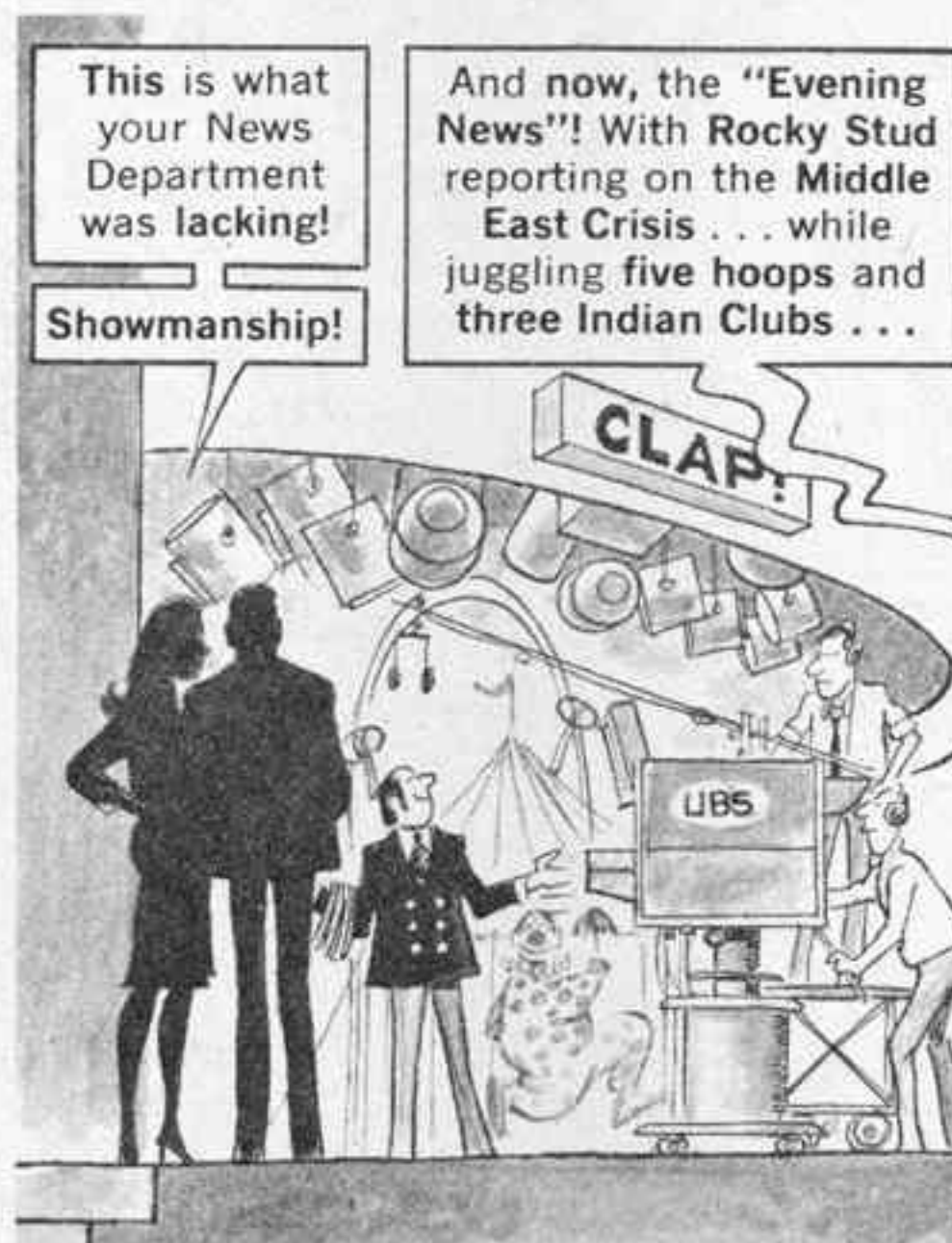
So was I! But at your age, it would be real hard work! Before we start, I'd like to know how you feel about sex and violence!

I **ADORE** it on TV . . . and even **MORE** in my **APARTMENT!**



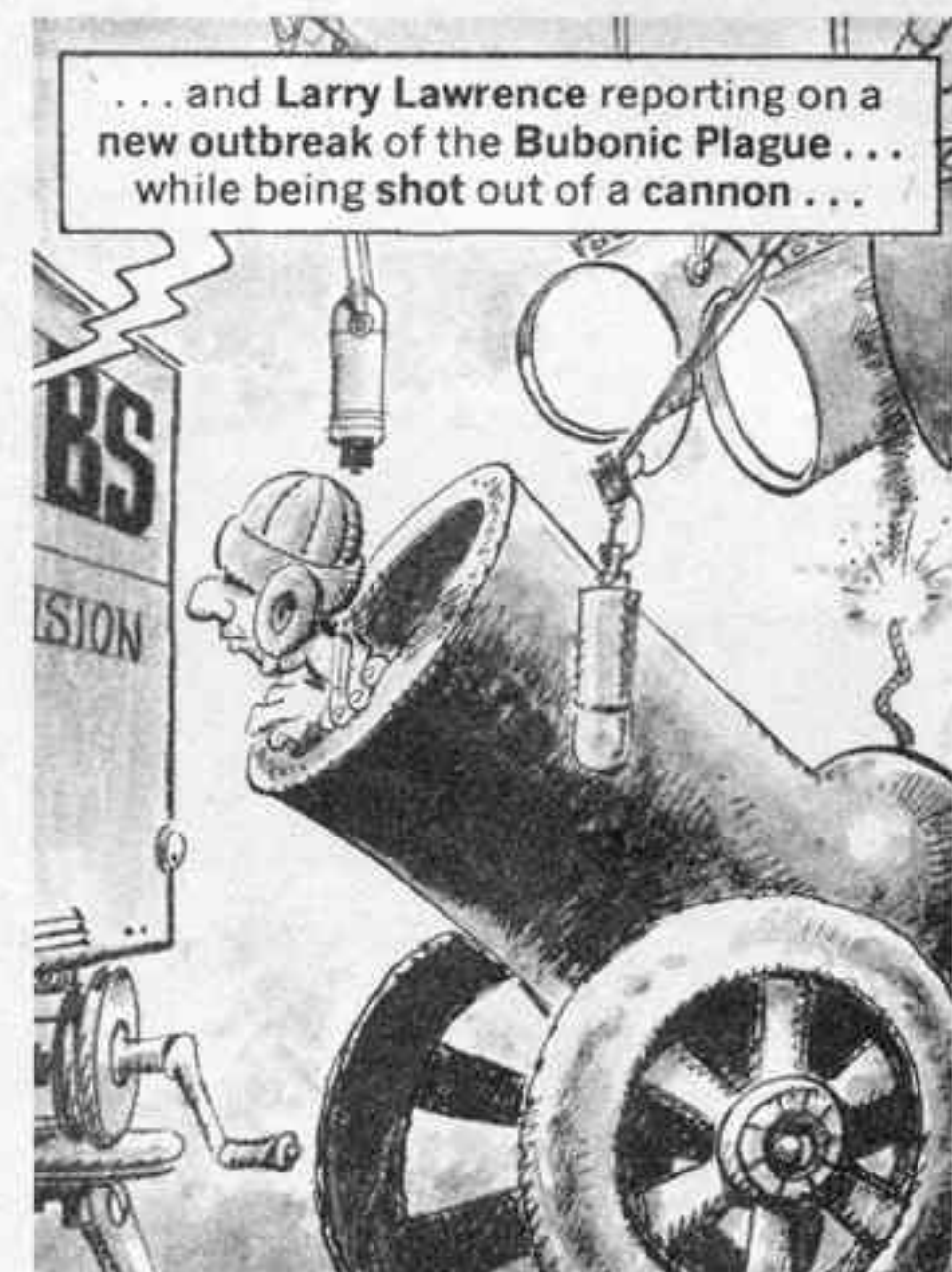
Yes! Yes!! I must awaken America! I must tell them the truth! Thank you for enlightening me . . . and for showing me my mission in life!

Oh, and by the way . . . "**PANT . . . PANT . . . PANT . . .**" to YOU, TOO!!



This is what your News Department was lacking! Showmanship!

And now, the "Evening News"! With Rocky Stud reporting on the Middle East Crisis . . . while juggling five hoops and three Indian Clubs . . .



. . . and Larry Lawrence reporting on a new outbreak of the Bubonic Plague . . . while being shot out of a cannon . . .

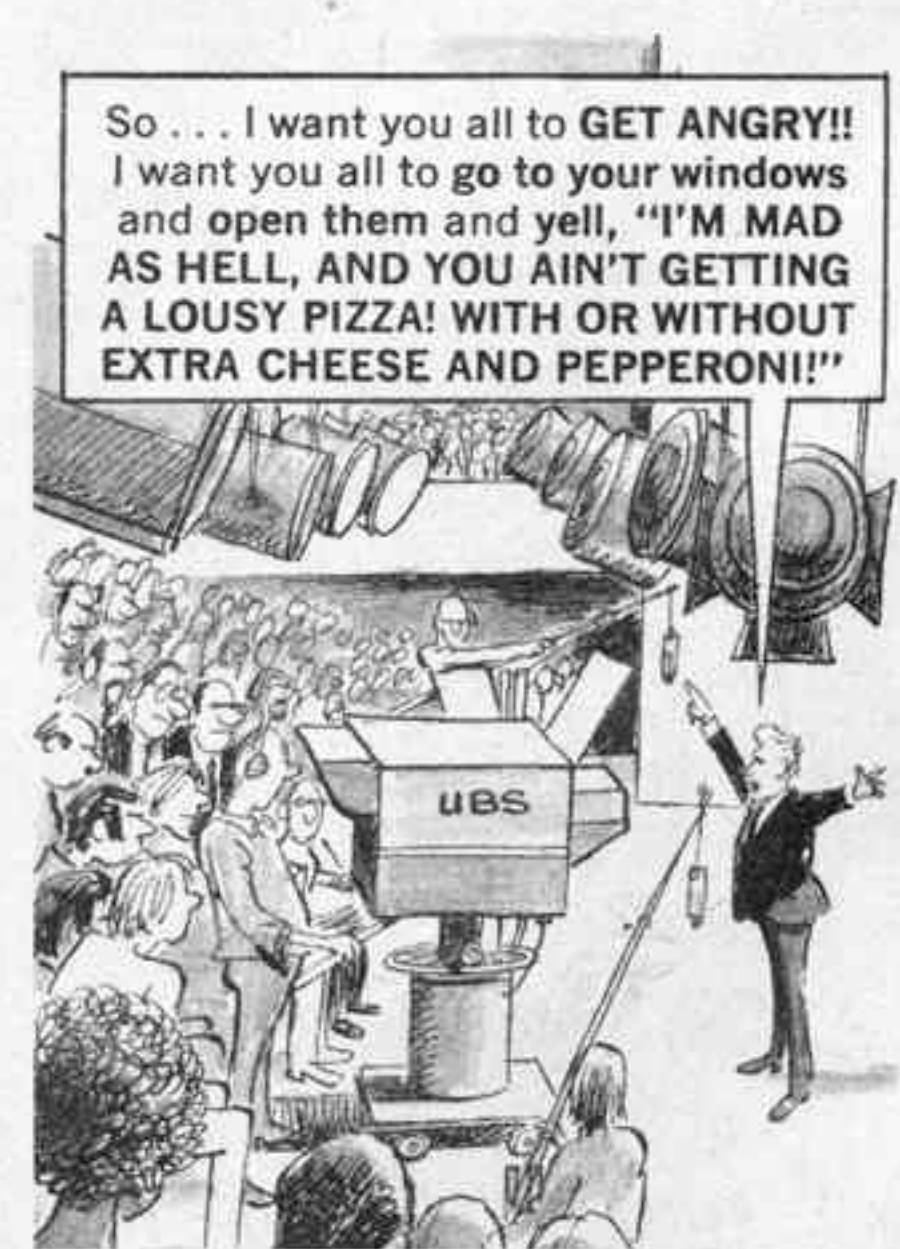


. . . with Linda VaVoom, our "Shower Or Shine Girl" doing her Nude Weather Report . . . and featuring the **STAR** of our show . . . crazy **HARROWED BILE!!**



Last night, I received two phone calls, and heard strange voices! The first one said, "Tell America the truth! Tell them that TV is turning them into mindless robots!"

The second was even stranger! It said, "Send up a pizza with extra cheese and pepperoni!"



So . . . I want you all to **GET ANGRY!!** I want you all to go to your windows and open them and yell, "**I'M MAD AS HELL, AND YOU AIN'T GETTING A LOUSY PIZZA! WITH OR WITHOUT EXTRA CHEESE AND PEPPERONI!!**"

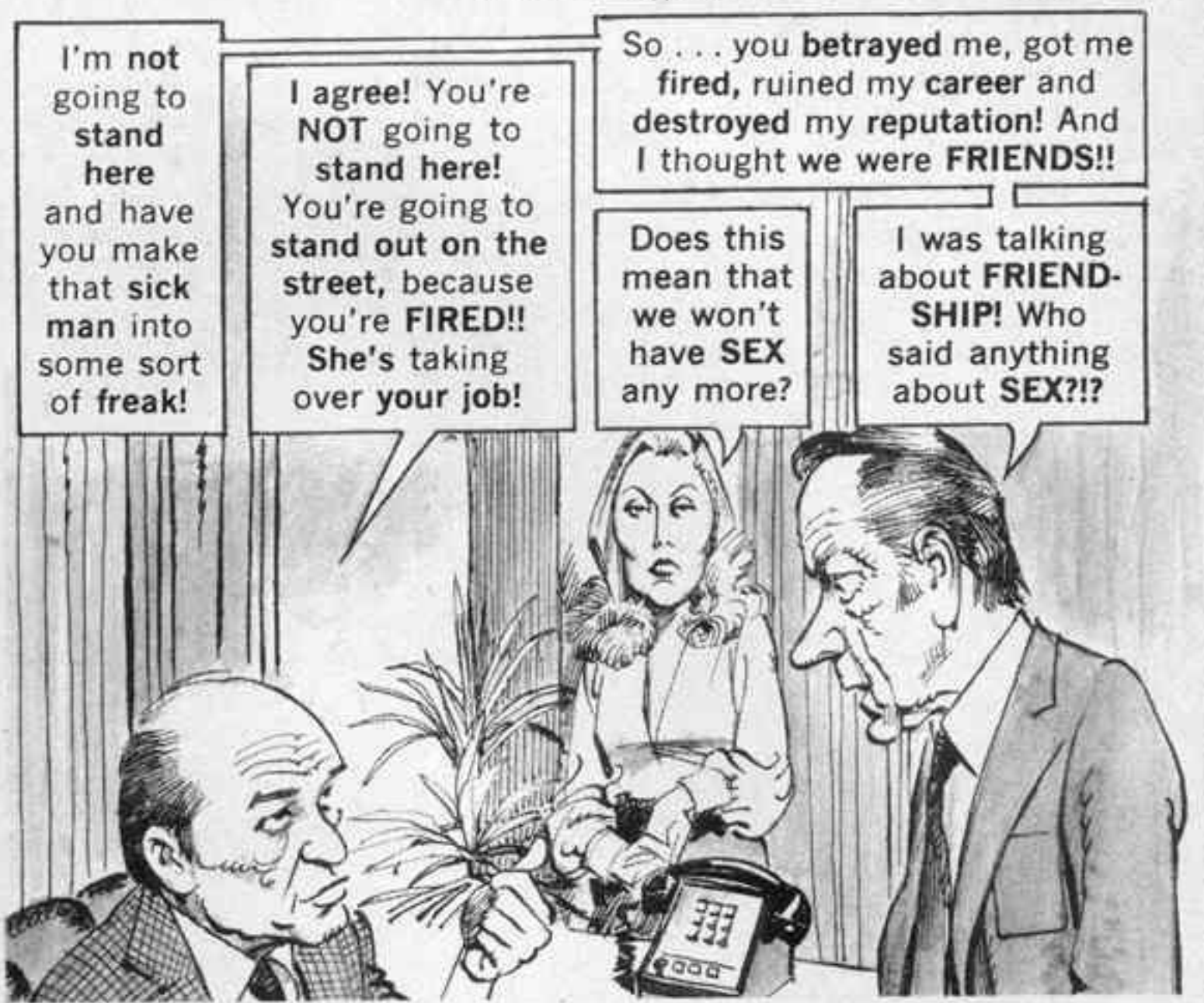




I'M MAD AS HELL, AND YOU AIN'T GETTING A LOUSY PIZZA! WITH OR WITHOUT EXTRA CHEESE AND PEPPERONI!

I'm even madder than they are!
How come?

I'm trying to crack this safe, and I can't hear the **TUMBLERS** fall with all the **YELLING** going on!!



I'm not going to stand here and have you make that sick man into some sort of freak!

I agree! You're **NOT** going to stand here! You're going to stand out on the street, because you're **FIRED!!** She's taking over your job!

So... you **betrayed** me, got me fired, ruined my career and destroyed my reputation! And I thought we were **FRIENDS!!**

Does this mean that we won't have **SEX** any more?

I was talking about **FRIENDSHIP!** Who said anything about **SEX!!?**



So you've decided to run off with a younger woman...?
Correct!

Will you show her the same attention and understanding and loyalty you've shown me?
I think so...?

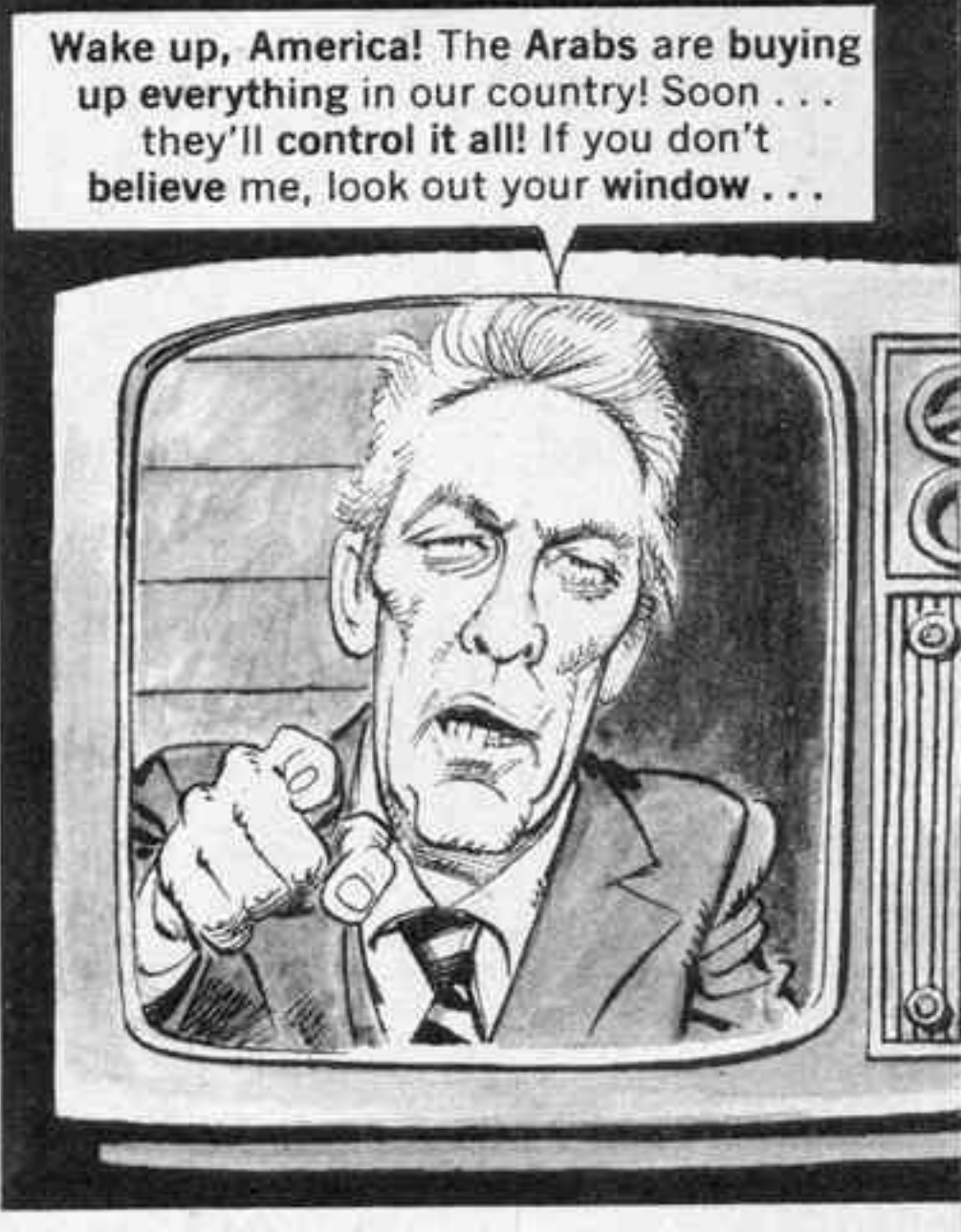
Good!! She'll be as miserable as I've been all these years!!



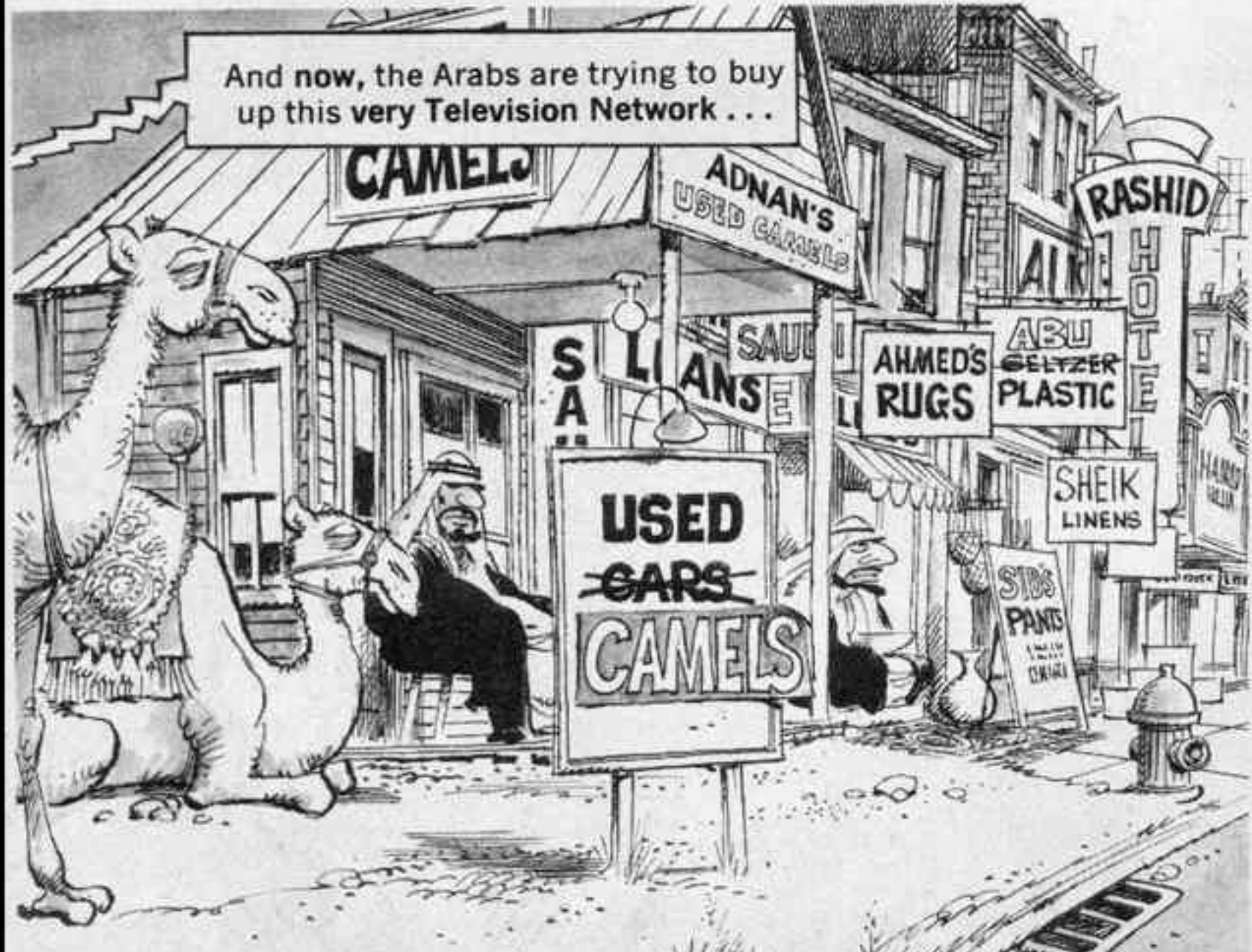
I... I suppose you think I'm an old fool!

No, I think you're a child!
Why a child?

Because any man who runs off with another woman and asks his wife to sew **NAME TAGS** on his clothes is a child!



Wake up, America! The Arabs are buying up everything in our country! Soon... they'll control it all! If you don't believe me, look out your window...



And now, the Arabs are trying to buy up this very Television Network...

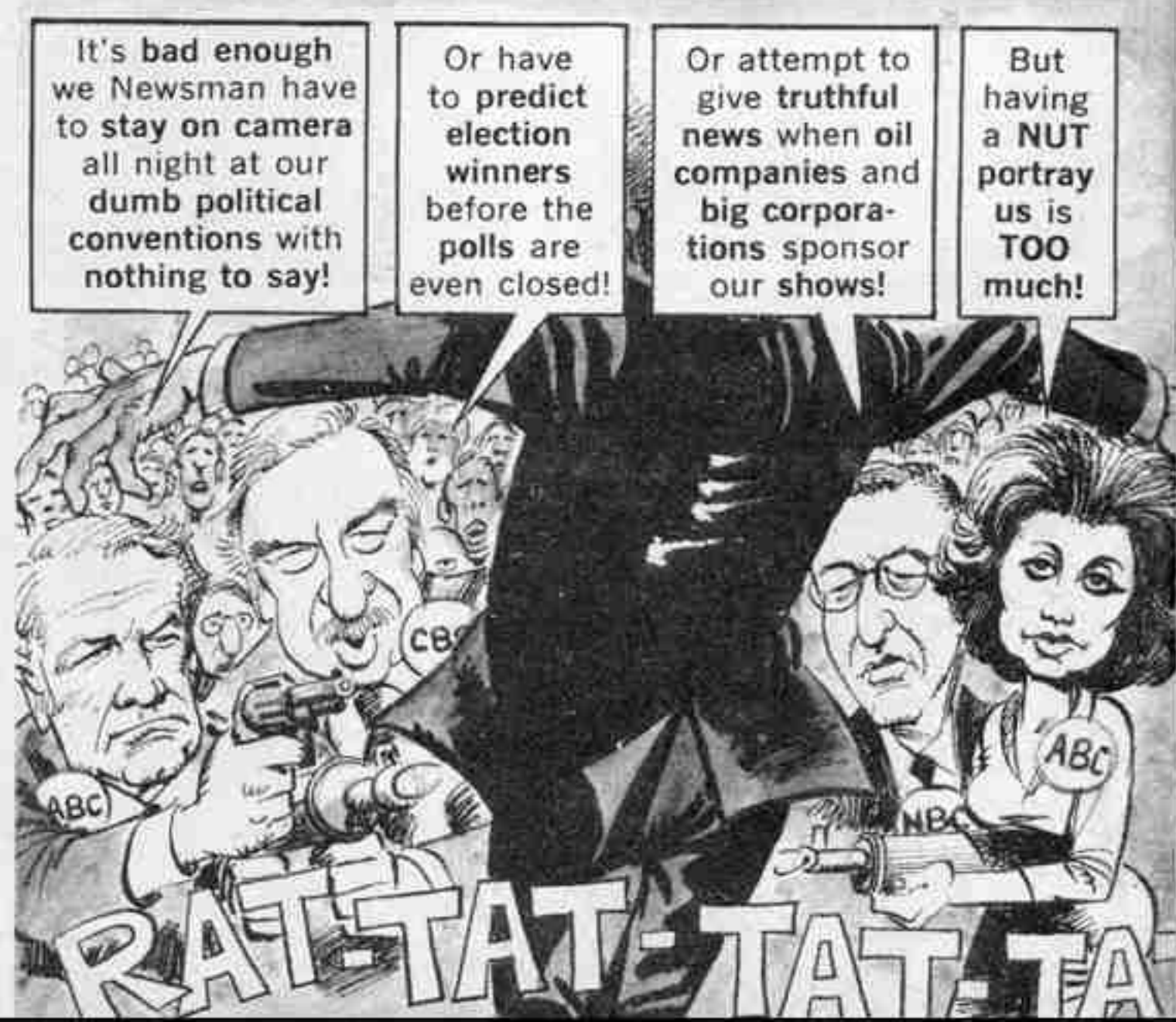
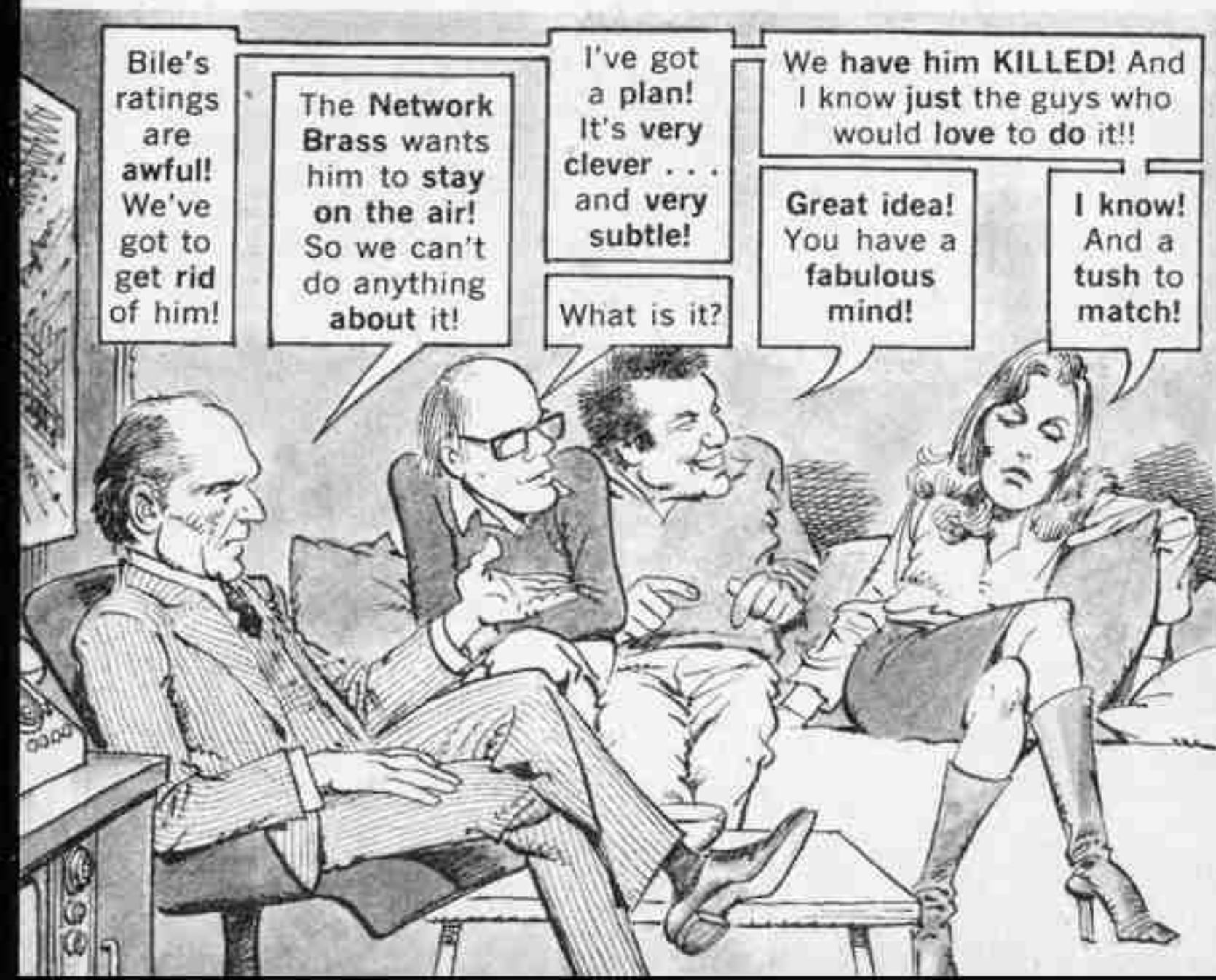
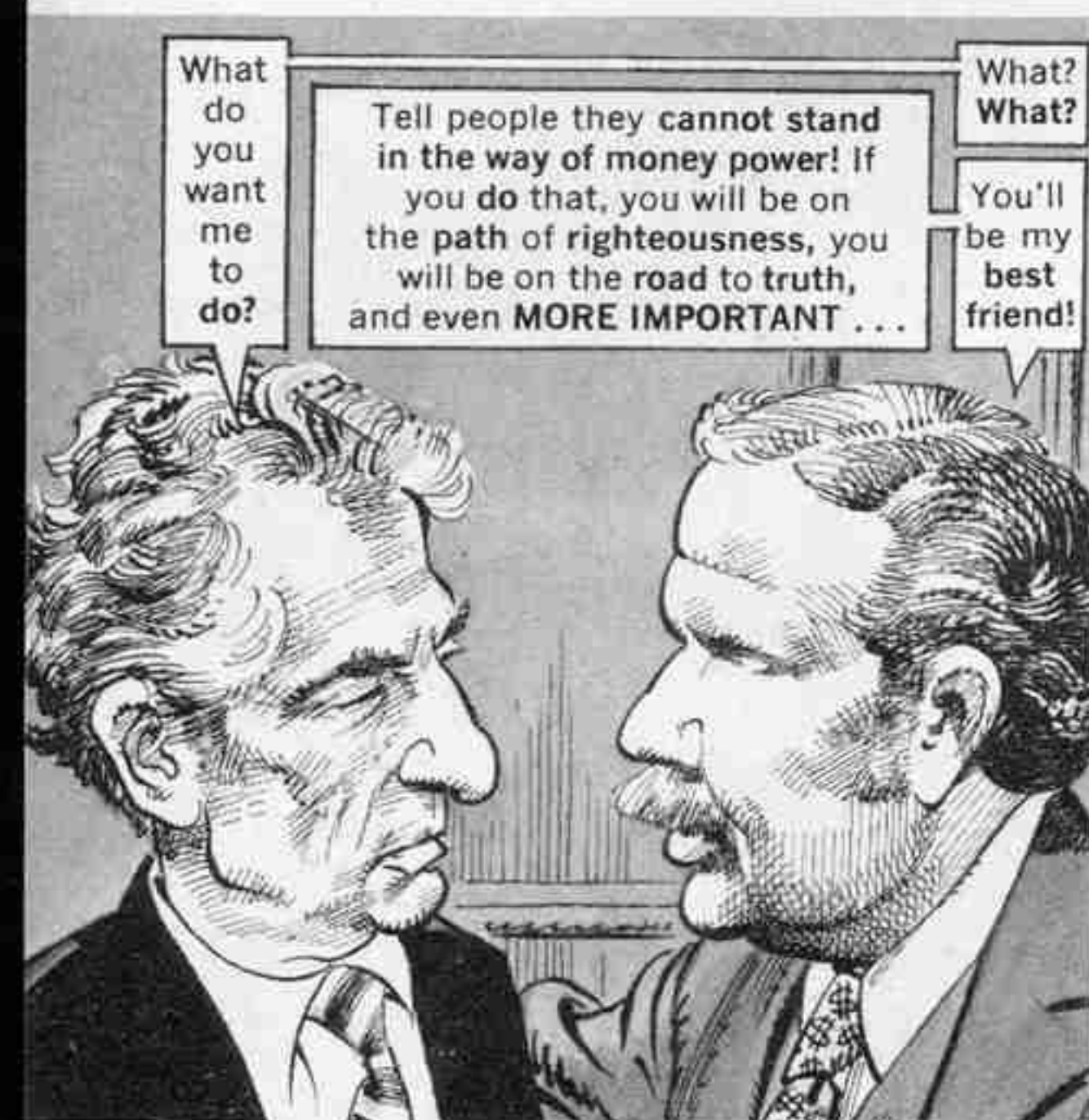


My God! He just told about the Arab deal! No one was supposed to know about that! It was a top-level hush-hush project!!

Uh... do you think he ruined it?

There's a very slim chance it might still go through! It all depends on one **IF-y THING!!**
What's that?

If forty million Americans can keep a secret!!



**WHAT'S
THE MOST
POPULAR
TALK SHOW
ON THE AIR
TODAY?**

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

More than any other thing, people are interested in people. That's why "Talk Shows" have always been so popular. But lately, a certain type of "Talk Show" has become more popular than all the others. To find out what it is, fold in the page.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

THE FAMILIAR TALK SHOW OF TODAY INVITES EXCITING GUESTS, RANGING FROM ASTRONAUTS ON UP TO ZEN BUDDHISTS. THIS NEW, DIFFERENT, FREE-WHEELING AND RADICAL APPROACH SEEMS TO IGNORE EVERY OLD TABOO

A▶

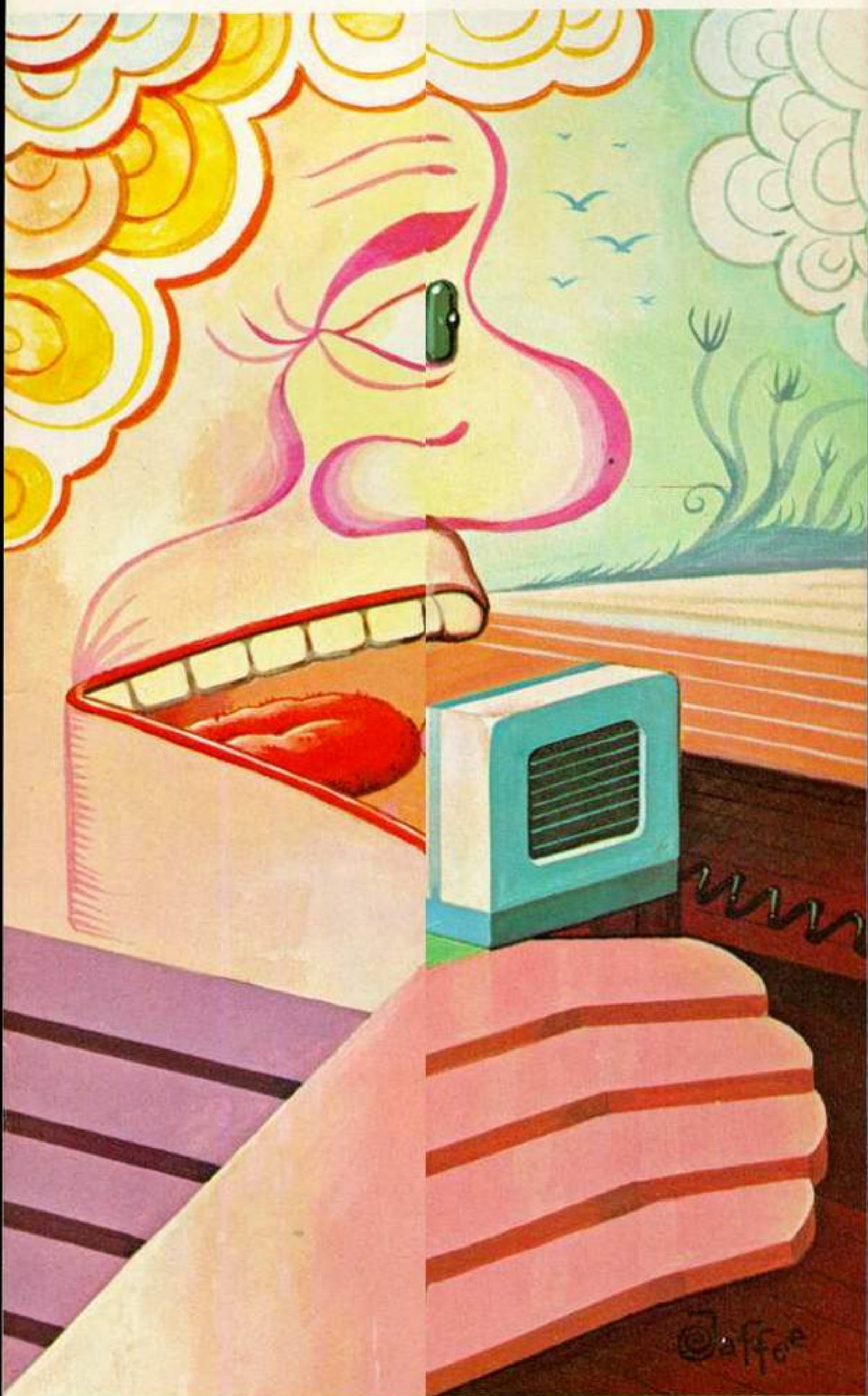
◀B

**WHAT'S
THE MOST
POPULAR
TALK SHOW
ON THE AIR
TODAY?**



FOLD PAGE OVER LIKE THIS!

A ▶ ◀ B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

**CITI ZEN
BAND
RADIO**

A ▶ ◀ B

ONE NIGHT IN THE BIG CITY

