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No. 199 June '78

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MAD

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. . .—Alfred E. Neuman

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the usual gang of idiots

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LETTERS DEPT.

THE WHITE HOUSE FOLLIES OF 1977

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

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

"The White House Follies Of 1977" has made me think about giving up my subscription to Time and subscribe to MAD instead. After all, where else can I sing about the Washington news?
Richard M. Hybner
St. Michael's College
Winooski, Vermont

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

CAUSE CELEBRE

How come you mock movie stars, TV producers, doctors, and the President's Cabinet? Jeff Sabo
Buffalo, N.Y.

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

DON MARTIN STICKS BY HIS GUNS

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

"IN SEARCH OF..." MOVIE

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

"Big Tush" is alive and teaching English in my school!
D. M. (name withheld)
Silver Spring, Md.

I suppose now Leonard Nimoy will be "In Search Of..." another job!
David Schmidt
Hockessin, Del.

"Big Tush" is the living end!
J. Justin Kramer
Dryden, Mich.

THE LIGHTER SIDE OF AIR

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

Nozzletov!—Ed.

INSTRUCTIONS FOR THINGS THAT NEED INSTRUCTIONS

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

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

I needed instructions to read, "Instructions For Things That Need Instructions"!
Kathy Weisner
Poughkeepsie, N.Y.

You forgot to include "Instructions..." for obtaining best results from reading MAD. David L. Klees
Newton Centre, Mass.

A MAD LOOK AT "STAR WARS"

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

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

ROMANCE-LOVE-RELATIONSHIP BOOK

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

LITTLE HOUSE OH, SO DREARY

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

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

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

THE NECESSITY OF JAFFEE'S INVENTIONS

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

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

"RAPUNZEL" BY DON MARTIN

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

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

No, two horses also wrote in!—Ed.

It was great horseplay and gave me a real horselaugh! DeAnne Kay
Franklin Lakes,
New Jersey

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PUTTING OUT THE BOND FIRE DEPT.

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

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

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

That wasn't me! That voice came from your combination **Music Box/ Jewelry Case/ Command Module!**

I must report to **KGB Headquarters IMMEDIATELY!**

No wonder you always make out in **full uniform!**

What **time** is it, Dames, dear?

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

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

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

THIS WEEK'S SCORES

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

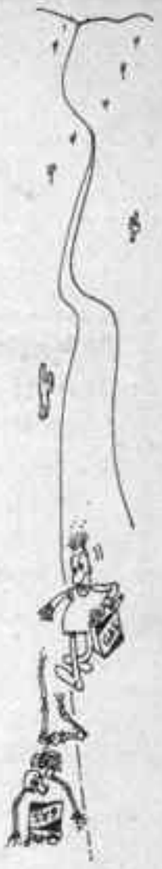
There's only **ONE explanation,** Sailor! This submarine has **fallen IN LOVE!**

WILL DRUCKER

YOUR LOCAL MOVIE THEATER, AN UNDERWATER SPECTACULAR WHICH WE CALL...

THE SPY WHO GLUBBED ME

ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO



Hmmm! I get the impression I'm being **followed,** since I'm **50 miles from civilization,** and there are **six skiers forty feet behind me!**

This should take care of them! I **certainly do RELISH** the fact that I'm a **HOT DOG skier!**

Hmmm! My **good looks** are **only exceeded** by my **wit** . . . and my **skiing ability** is **only exceeded** by the fact that I **just skiied off the side of this mountain!**

BLAM

Now watch the **surprise** on **everyone's face** when they see my **backpack** contains a **parachute** made from the **British flag!**

Now watch the surprise on **MY face** when I realize I accidentally put on the **backpack** that contains my **galoshes . . . !**

HEL-L-L-L-L-L-L-L-L-L-L-L-P !

Before I brief you on your **assignment,** Major Aryusober, I must tell you that your boyfriend and lover, **Purgei,** was involved in a **dangerous mission** for our Government!

And, **of course . . . he carried it out!**

You're **close . . . !** Actually, **they** carried **HIM** out!

On **crutches?**

No, **on ICE!**

This **map** our **agent** turned up **matches perfectly!** It means **someone** has **access** to the **courses** of our **nuclear submarines!**

But how can that **be?!** The **only two people** who **see** these charts are the **Commander of the Royal Navy,** and the **guy** in the **Five & Dime** who makes our **photocopies** for us!

AND, of course, the **Commander** of the **sub!**

No, we **NEVER** let **HIM** see it!

Hmm! That **MAY** be **carrying secrecy** a **bit too far!**

MARSEILLES CORSICA ITALY YUGO SLAVIA ROMANIA SARDINIA SICILY SUB ROUTE CLUB MEDITERRAN SEA TOP SECRET MAP

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

But **this check** is for only **$231.44!**

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

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

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

In **this** case, it's a **woman-eating** shark!

What did she **do** to **deserve** such a death?

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

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

GRUNNNT!!

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

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

GRUNNNNT!!

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

I've got my **eye** on some **microfilm!**

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

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

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

Thanks for that piece of **information,** Abu!

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

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

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

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

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

Boy . . . you **certainly** know **EVERY-THING** there is to know about **ME!**

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

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

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

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

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

I **wouldn't** be **concerned!**

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

No, because this is a **rented truck!**

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

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

Here, have a **cigarette!**

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

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

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

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

In **that** case, I'll **share** the **blame!**

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

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

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

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

Why, you **dirty** @#$%¢&+!

I bought her **champagne!**

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

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

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

Er . . . that's a **fish!**

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

Are there any **problems?**

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

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

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

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

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

I **don't** see **anyone!**

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

What was that **noise,** Dames . . . ?

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

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

No . . . on the **California freeways!**

BLAM!

WHAM!

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

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

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

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

RAT-TAT-TAT!

SPLASH!

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

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

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

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

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

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

Shall we **abandon ship,** Captain?

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

That a **Captain goes down with his ship?!**

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

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

No . . . Don't!

We'll come out! Wait!

Please!

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

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

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

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

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

Great! **I** need a few laughs, **too!!**

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

WAK!

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

SOK!

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

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

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

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

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

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

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

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

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

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

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

B!AM!

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

FRANCE
PORTOFINO
CANNE
LISBON
SPAIN
MARSEILLES
ITALY
CORSICA
MALAGA
SARDINIA
CASABLANCA
MOROCCO
MEDITERRA

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

Now I'll take a **shot** at **you!**

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

Correct!

PHFT!

VIP!

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

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

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

You haven't heard the **last** of me!

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

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

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

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

Oh, a **slow death,** eh?

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

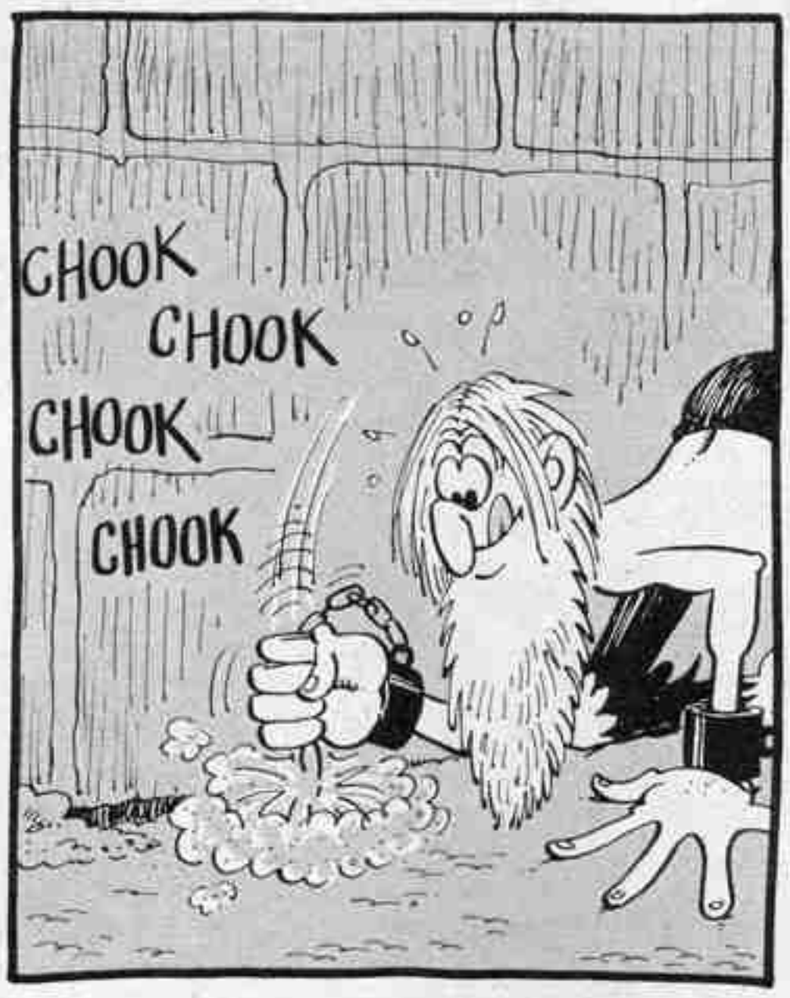
Listen! What's that **strange sound?**

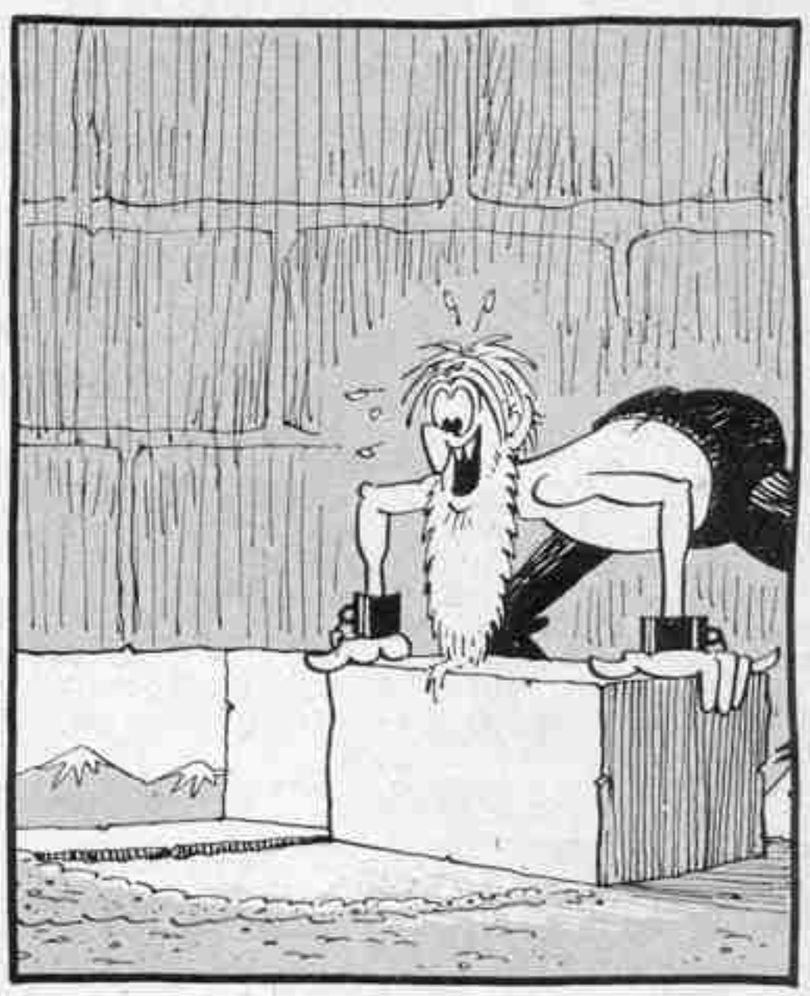
It's almost as if **something** were **chewing up the bottom** of the **capsule!** You know, Dames, it **could** be **MAWS!**

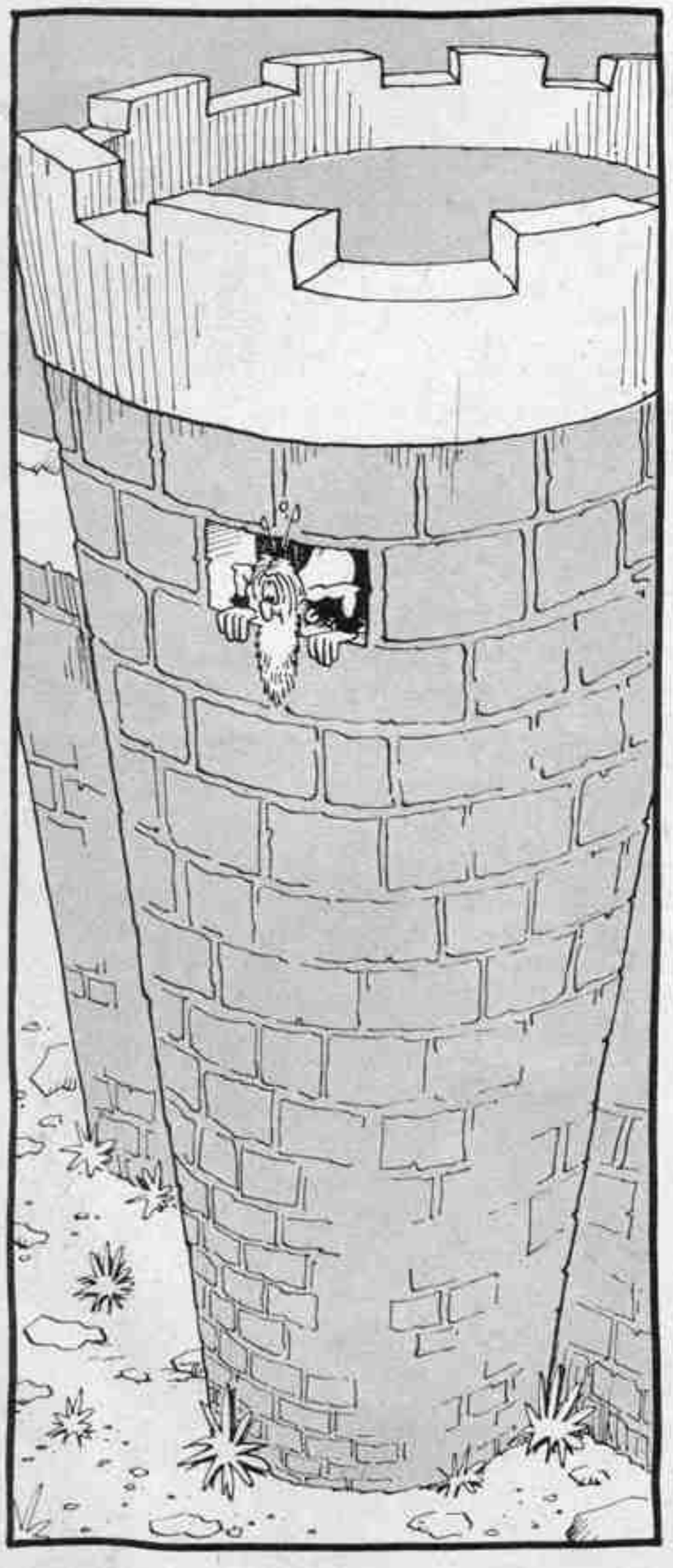
Or it could be **Miss Pennymoney!** She's **THAT JEALOUS!**

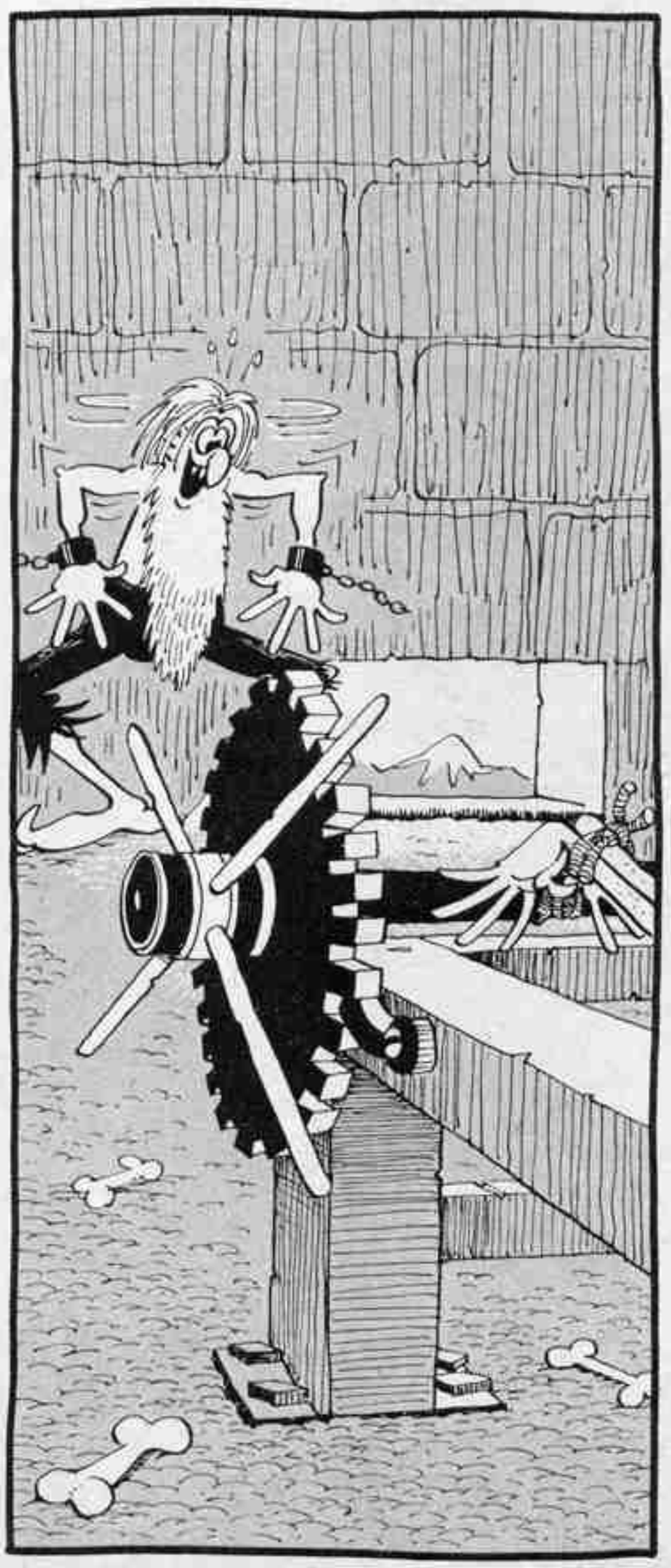
DON MARTIN DEPT. PART I

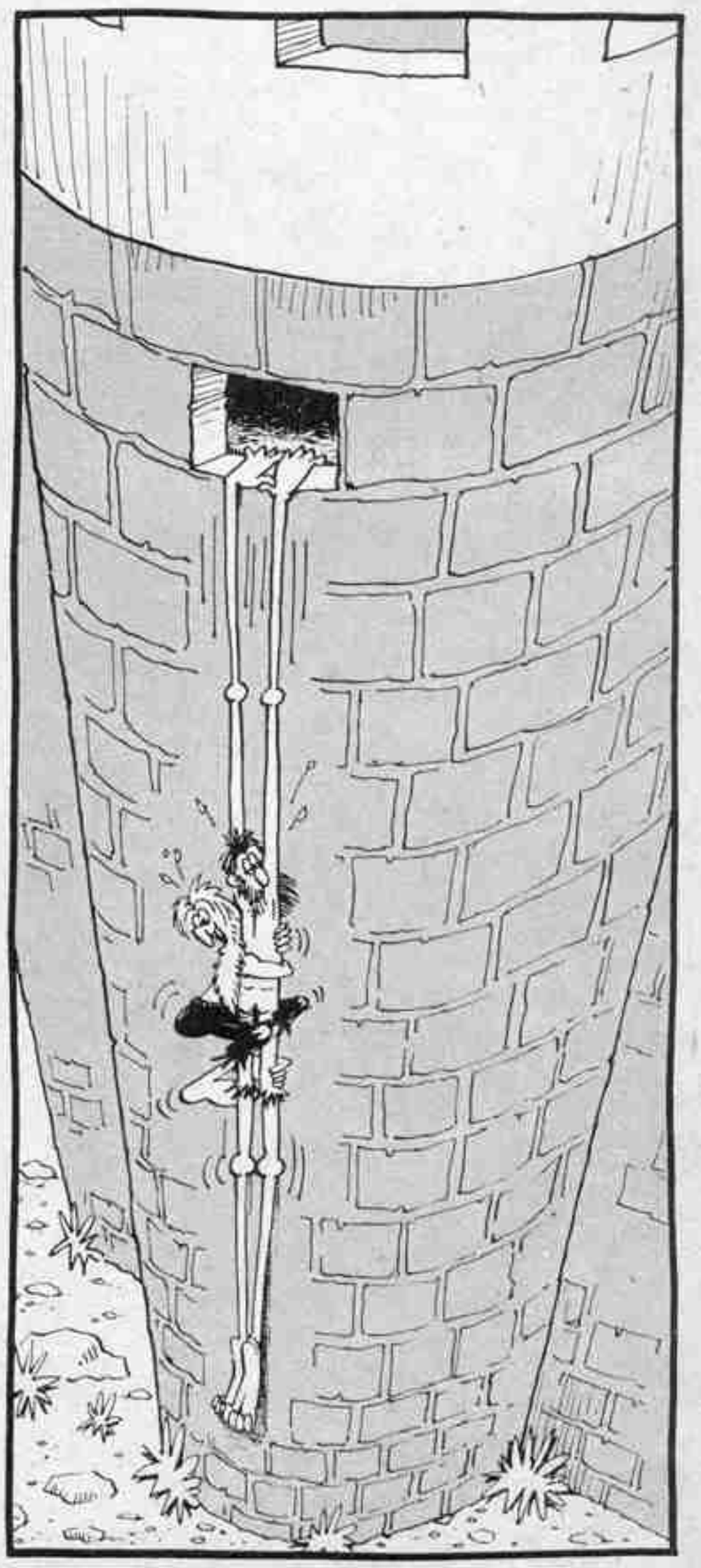
ONE MORNING IN A PRISON TOWER







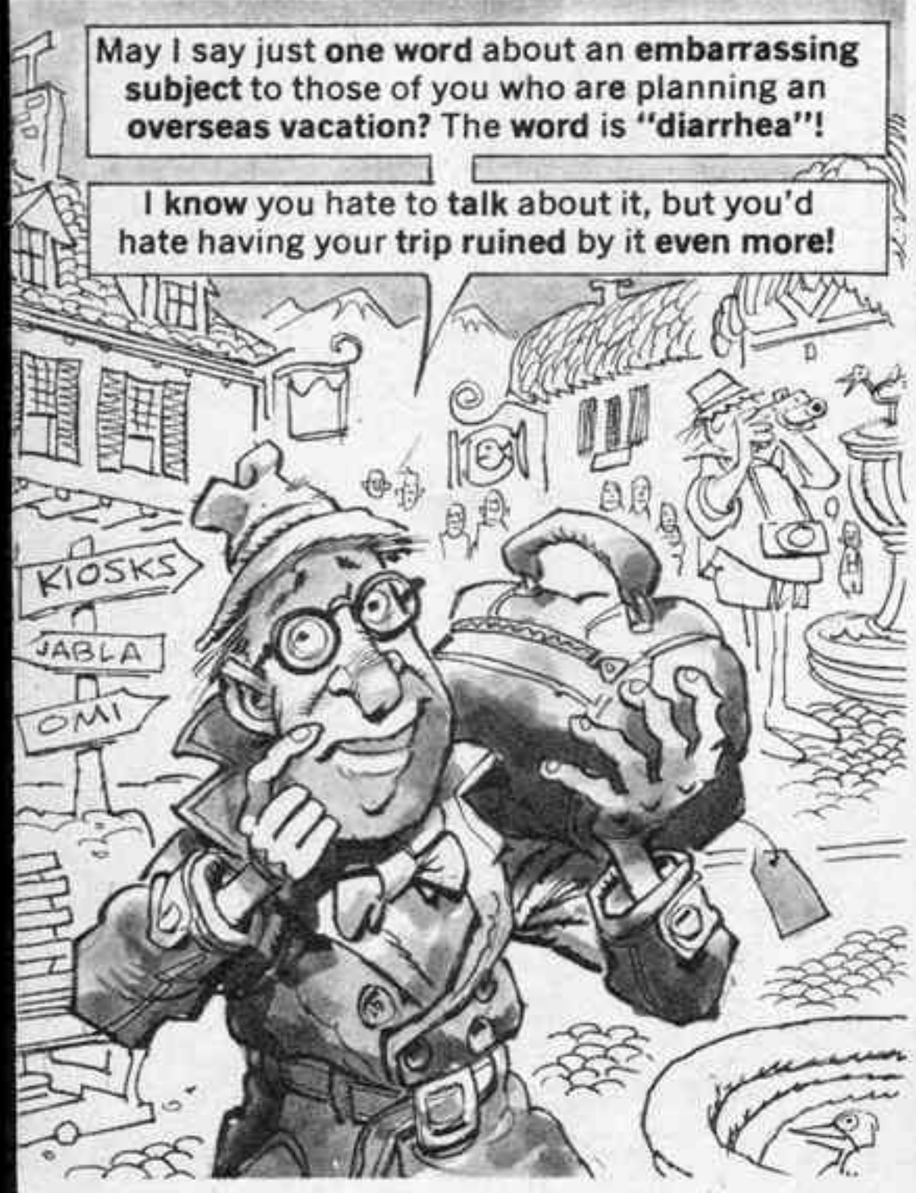




SWITCH PITCH DEPT.

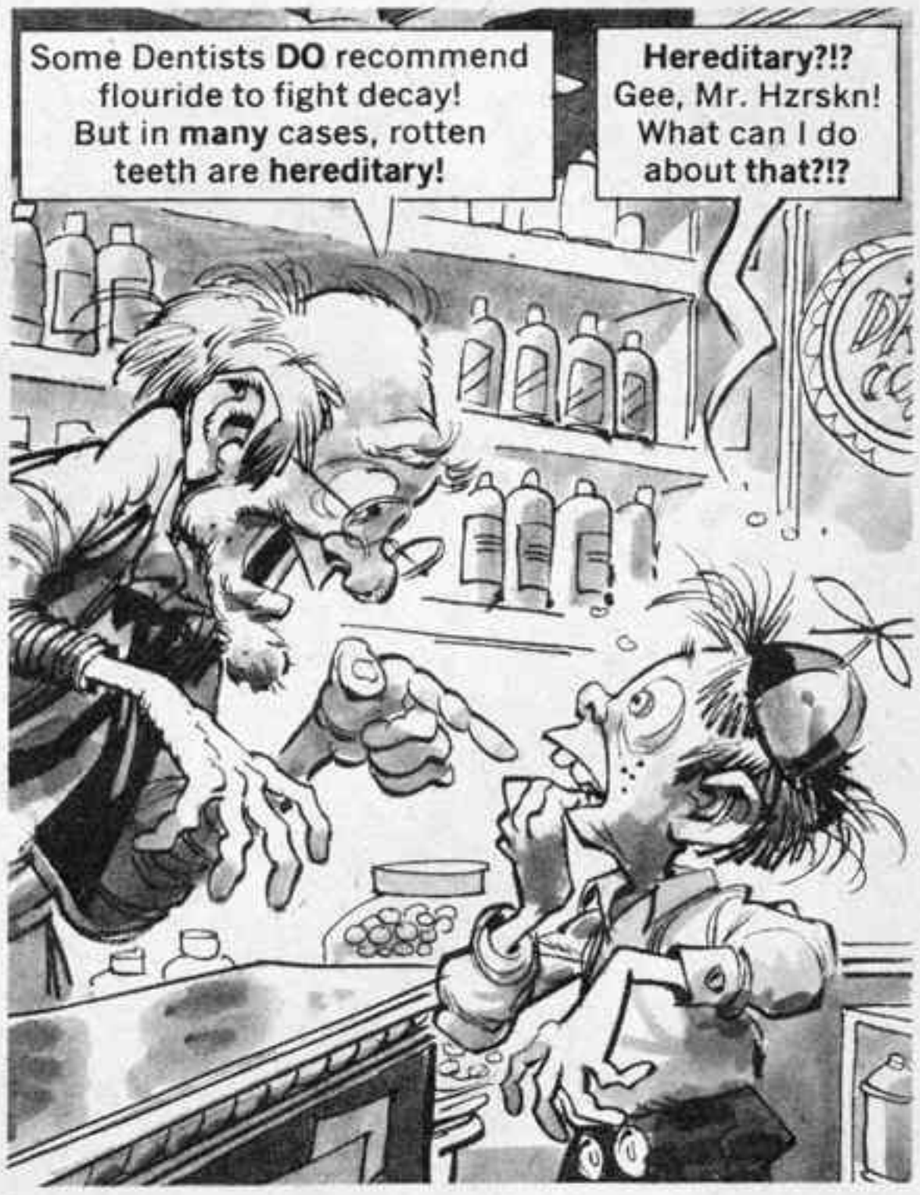
There are two things wrong with TV Commercials. They're stupid . . . and they're boring. The stupid part we can't do anything about because they're created by stupid people. The boring part is easy to fix. TV Commercials are boring because they're so utterly predictable. After watching for a few seconds,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

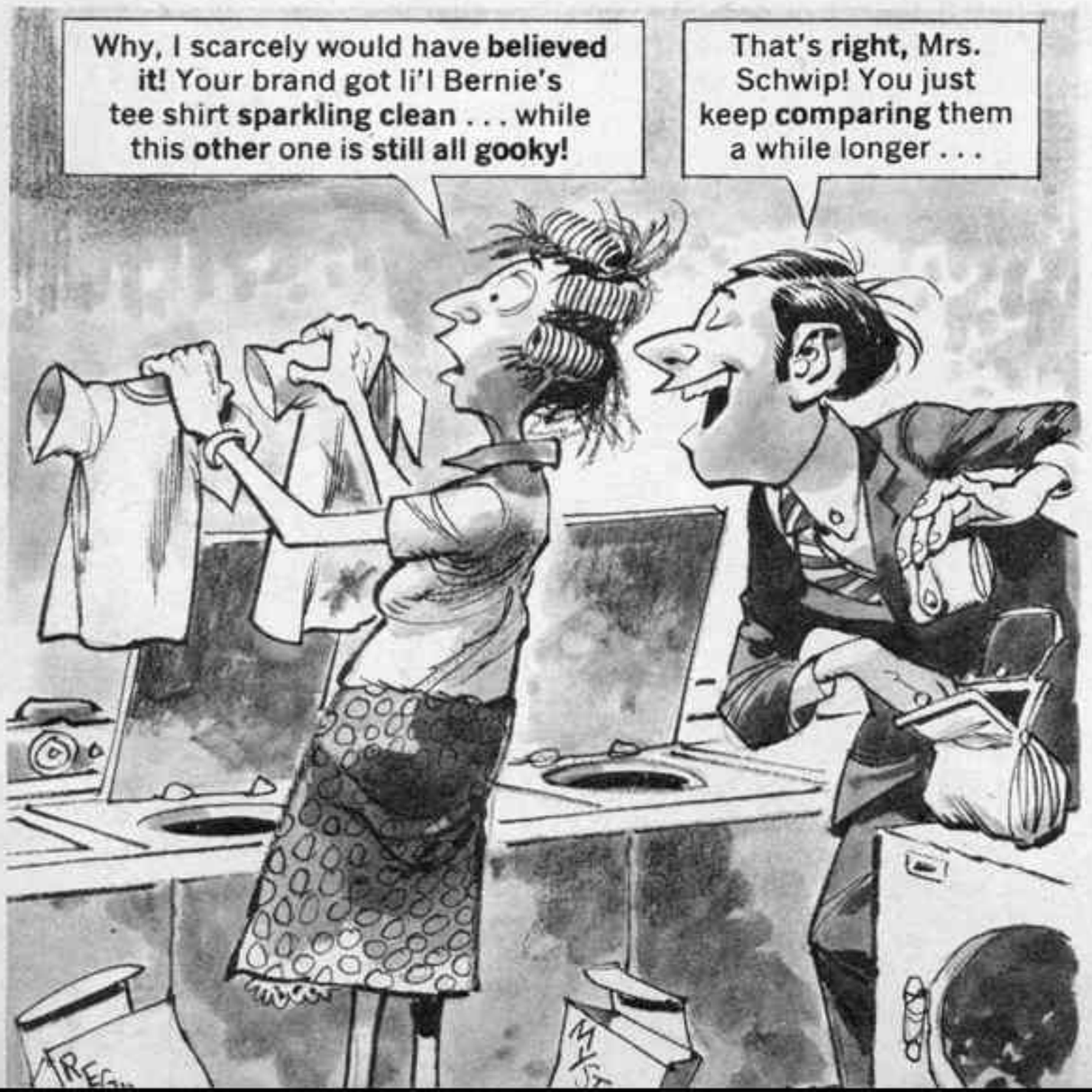
SOAP



RISE TELEVISION COMMERCIALS

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





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

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

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

ALKA-SPRITZER

BLITE

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

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

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

Cretin Formula 44

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

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

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

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

LEGRIN MEDICATED CREAM

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

A JOB RESUMÉ FOR AN AVERAGE HOUSEWIFE

WRITER: LARRY SIEGEL IDEA BY: MARY SARAZIN TIMMONS

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

CAREER OBJECTIVE

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

ALTERNATE CAREER OBJECTIVE

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

EXPERIENCE

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

Over

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

PERSONAL

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

REFERENCES

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

SCHLOCK 'N' ROLL DEPT.

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

MAD'S "PUNK ROCK GROUP" OF THE YEAR

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

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

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

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

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

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

But, **what** are they protesting **AGAINST?!?**

Whatever **sanity** and **decency** is **LEFT!**

FLIGHT ARRIVALS

ARTIST: HARRY NORTH, ESQ. WRITER: LARRY SIEGEL

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

Why are they so **late??**

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

And what might **that** be, Mr. Rakeoff?

Namely, **themselves!**

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

I'm going to **throw up!!**

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

FLIGHT SCHEDULE

DELAYED
CANCELLED
RE ROUTED
BERMUDA
STRIKE
FOGBOUND
LOST
HIJACKED
CRASH LANDED ?
SOLD TO ARABS

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

JERRY GREENBLATT . . . ?!?

That's the **weirdo!!**

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

Hop it, Love, before we kick your @#☆%&★ teeth down your throat!

Get this ☆@!(#★ bloody **twit out** of here!

Screw you . . . and everything you **stand** for, you stupid ★%@#@! bird!

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

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

Wait! The evening is **still young!**

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

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

What **happened?**

He **broke** his **middle finger!**

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

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

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

Good Heavens, what are they **DOING** back there?

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

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

What tags?

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

The ones that prove they got their **RABIES SHOTS!**

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

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

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

Look! Up ahead! **HOLY CRAP!**

Nothing That's just the **name** of the **club** where they're going to be **performing!**

It used to be a **Church** before they **converted** it!

What's wrong?!?

The **place** is called **"Holy Crap" . . . ??**

TONITE The Commodes PUNK ROCK

Aw! Isn't that cute! Their adoring fans want **autographs!**

But look what "The Commodes" are **DOING** to them!

Yeah, I **know!** Calm down! **THAT's** how Punk Rock groups **give AUTOGRAPHS!**

Me! **Me, first!** Sock **ME,** Johnny!

Punch me for my **kid sister** who's **sick at home,** Harvey!

Hit me one for my **girl friend** who's **vacationing** on **Cape Cod,** Hugo!!

WE WANT THE COMMODES!

WE WANT THE COMMODES!

The crowd is **really restless** for Johnny and the boys . . . **aren't** they?

Yeah, but that's **not** what they're **screaming** about! This place is **so NEW,** they **still** haven't installed the **REST ROOMS!!**

And **now,** ladies and gentlemen, **heeeeere's "JOHNNY. . . AND THE COMMODES"!**

Shut up, you @!#★@&% twits! The boys and I don't know **who** in bloody hell you **are,** but we **still hate** your ☆@%!@★@ **guts!** So why don't you all **crawl back** under the **rocks** where you **came** from, and **go** @#@☆@%!★# **yourselves!?!**

What a strange outburst! When do they do their **opening number?**

That was it! Now stand by for the **ballad!**

Oh, man, the world is **garbage,** and life is full of **crap!**

Whoaaa . . . ohhhhh! Ohhhhh! **OHHHHHH!**

The **United Nations** has got the **clap!**

Whoaaa . . . ohhhhh! Ohhhhh! **OHHHHH!**

Down with **charity**— and **down** with **laws!** **Down** with **everything**— and **up, up yours!**

Up, up **yours,** bay—bee, up, up **yours!** Down with **everything**— and **up, up yours!** **Yeeaaaaaahhhh!**

Good Heavens! What do they call **THAT?!?**

"The Bluebird of Happiness"!

Johnny Thunders Commodes

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

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

Oh? What's **that?**

Some of the **greatest PUKING** you've **ever seen!**

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

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

Johnny Turd's Commodes

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

What are they **doing?**

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

FLASSHER

AAAAAAAAAAAAAHHHHHH!

SCREEEEEEEEEEEAAAAM!

SHRIEEEEEEEEEEEKKKK!

EXIT

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

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

What could possibly happen **after that?**

The act DIED!

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

STAGE DOOR

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

Listen to the **crowd!**

I **loved** it!

It was **great!!**

Fantastic!

I've seen better!

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

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

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

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

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

HARVEY

JERRY

HUGO

JOHNNY

PERPLEXI-TEASE DEPT.

SOME MAD THINGS WE'LL NEVER UNDER-STAND

ARTIST: JACK RICKARD
WRITER: STAN HART

WE'LL NEVER UNDERSTAND WHY...

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

while the victim's family gets nothing.

WE'LL NEVER UNDERSTAND WHY...

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

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

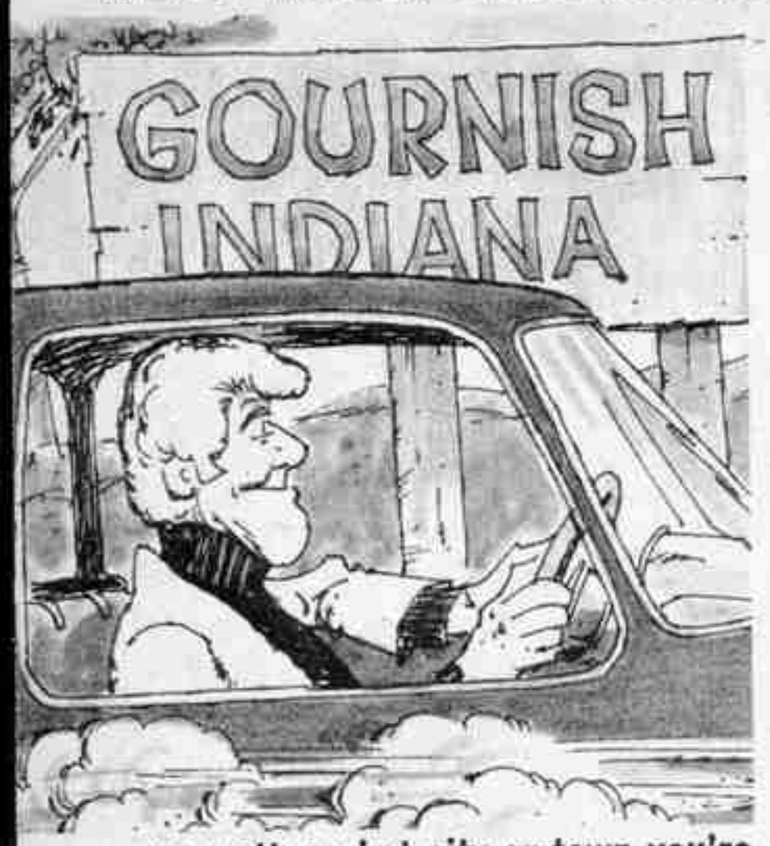
WE'LL NEVER UNDERSTAND WHY...

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

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

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

WE'LL NEVER UNDERSTAND WHY...



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

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

WE'LL NEVER UNDERSTAND WHY.

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

WE'LL NEVER UNDERSTAND WHY...

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

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

WE'LL NEVER UNDERSTAND WHY.

. . . important letters get lost . . .

WE'LL NEVER UNDERSTAND WHY...

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

will wear fun tee shirts with commercial messages on them.

WE'LL NEVER UNDERSTAND WHY.

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

..

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

WE'LL NEVER UNDERSTAND WHY...

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

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

..

while junk mail never does.

WE'LL NEVER UNDERSTAND WHY...

. . . you want your best friend to succeed . . .

. . . but when he does, you feel depressed.

.

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

WE'LL NEVER UNDERSTAND WHY...

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

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

OFF THE WALL DEPT.

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

APARTMENT HOUSE

WRITER: FRANK JACOBS

E COPIES
YOU WAIT

R Y 'S
O C O P Y
V I C E

r a c t i o n
n t e e d

Orchard Street
e: 555-8976

WE MAK
WHILE

H A R
P H O T
S E R

S a t i s f
G u a r a

21-25 West
Telephon

$100.00 REWARD!

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

A Sony 19" Trinitron TV

A Pioneer 520 Stereo System with two speakers

A GE AM-FM Clock Radio

A Bulova watch with silver band

FOR SALE
CHEAP!

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

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

TEL
555-
8288

I'VE GOT ~~2 7 18~~ 62
RABBITS TO GIVE AWAY
BOBBY SMITHERS APT. 15-H

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

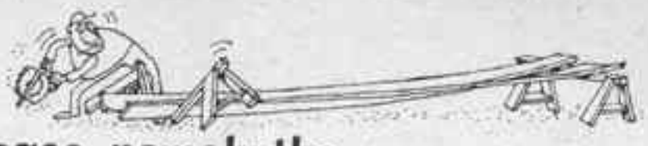
P I S T
T y

wi.l type ŕ yur
manuscrŕipt too
your coMpletE
satisfacfactio n!
REASONABLE
RAITS!
WILL PICK #P
AND DeLIVUR

Calll Clarisse
555 -7843

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

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



E BULLETIN BOARD

IDEA BY: T. PEPLINSKI

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

For cost and complete information please dial this number:

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

MUST GET Rid of MY doberMAN FAST
WILL MAKE FINE ~~PET~~
GUARD DOG
FOR
RIGHT PERSON
CALL B. JONES
12-B
{TemporArily in MERCY HOSPitAL}

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

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

EXPERT ACCOUNTANT
WILL PREPARE YOUR TAXES

Low-Cost Package

Federal Return—$15.00
State Return—$10.00
City Return—$10.00
Total:—$42.00

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

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

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... ID

You're **too drunk** to **drive!**

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

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

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

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

ANGER

ARTIST & WRITER:
DAVID BERG

Just **where** do you think **YOU'RE going?**

Over to **Harold's house!**

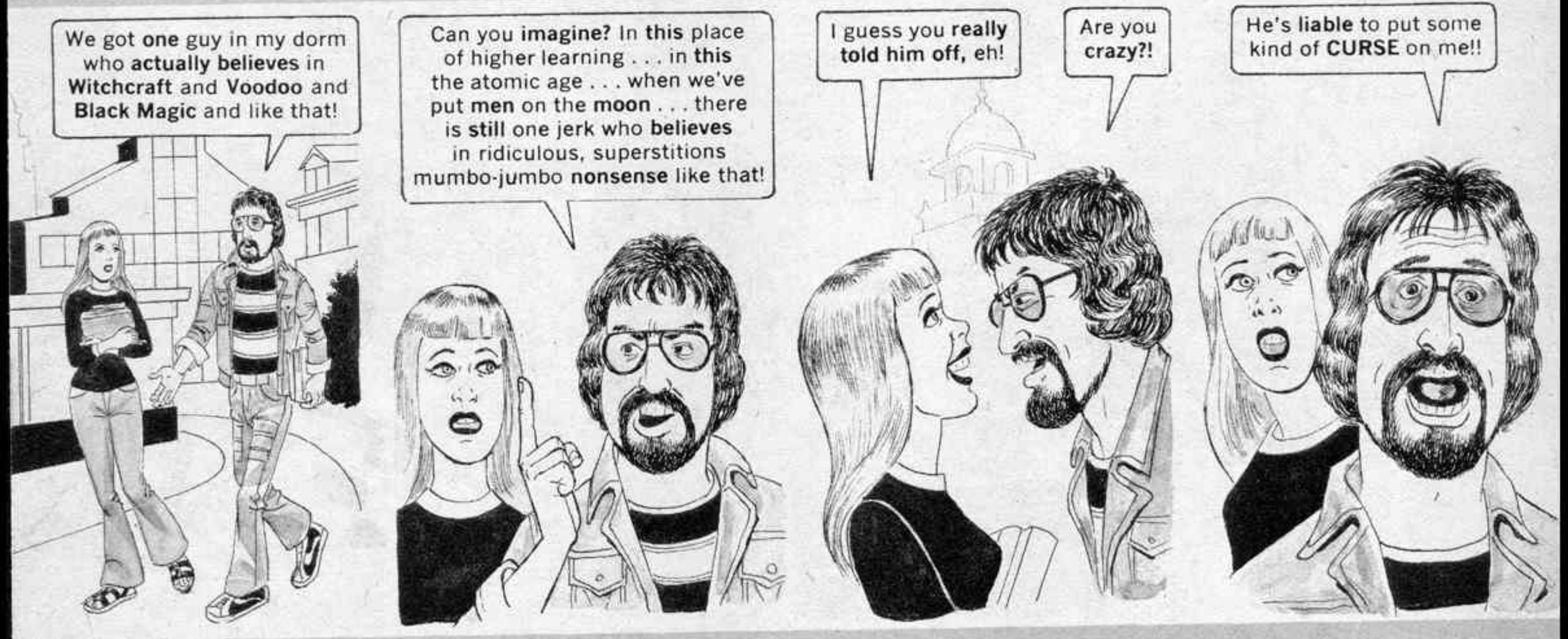
On a **skateboard?!** After it gave you all that **trouble?!**

One little **wipe out** is **trouble??**

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

I want him to **sign my cast!**

BEWARE! DANGEROUS ATTACK DOG
KNOCK KNOCK
THAT's the dangerous attack dog?!?
YIPE YIPE YIPE
Shhh! He THINKS he's a dangerous attack dog!
GRR
WET PAINT


We got one guy in my dorm who actually believes in Witchcraft and Voodoo and Black Magic and like that!
Can you imagine? In this place of higher learning . . . in this the atomic age . . . when we've put men on the moon . . . there is still one jerk who believes in ridiculous, superstitions mumbo-jumbo nonsense like that!
I guess you really told him off, eh!
Are you crazy?!
He's liable to put some kind of CURSE on me!!

HEY! BE CAREFUL! DON'T STAND UP IN THE BOAT!! THAT COULD MEAN TROUBLE!
NOW SEE WHAT YOU'VE DONE!
SPLASH
YOU'VE SCARED ALL THE FISH AWAY!!

Oh, **Daddy!! WAAAA!!**

Honey . . . what **happened** to you?

I—*sob-sob*—I— I **failed my**—*sob* —**driving test!!**

Oh, you **poor, poor little darling** . . .

And I **know** how **much you** wanted to **pass,** too! What a **tragedy** for you! We can **talk about it later!** Right now, why don't you **go to your room, close the door** and **have a good cry!** Get it **all** out of your **system!**

Sob . . . sob . . .

Will you **slow down!** You're going **70 miles an hour!!**

I'm **only** going the **posted speed limit!**

Where did you see **that . . . ?**

On the **side** of the **road!** It said **"70"!**

Dummy! That was the **ROUTE NUMBER!!**

Oh!

Thank God we didn't take **Route 100!!**

Bernie, this is **Maxwell!** Can I come down to your **apartment?** I gotta **see** you for a minute!

You're **always** a **welcome guest!** But **be careful** on the **stairs!** They're **really steep** and the **rug** is tattered!

What's taking Maxwell so **long?**

That must be him **now!**

BING BONG

Good Lord! Look at you! Didn't you **listen** to me! I **TOLD** you the stairs were dangerous!!

I know!! That's why I took the **elevator . . .**

. . . and **got MUGGED!!**

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

QUACK QUACK QUACK

TWANG!

ZING!

SPLAT!

BANG! BLAM! CRACK!

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

ROTTER

Okay! You can **let go** now!

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

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

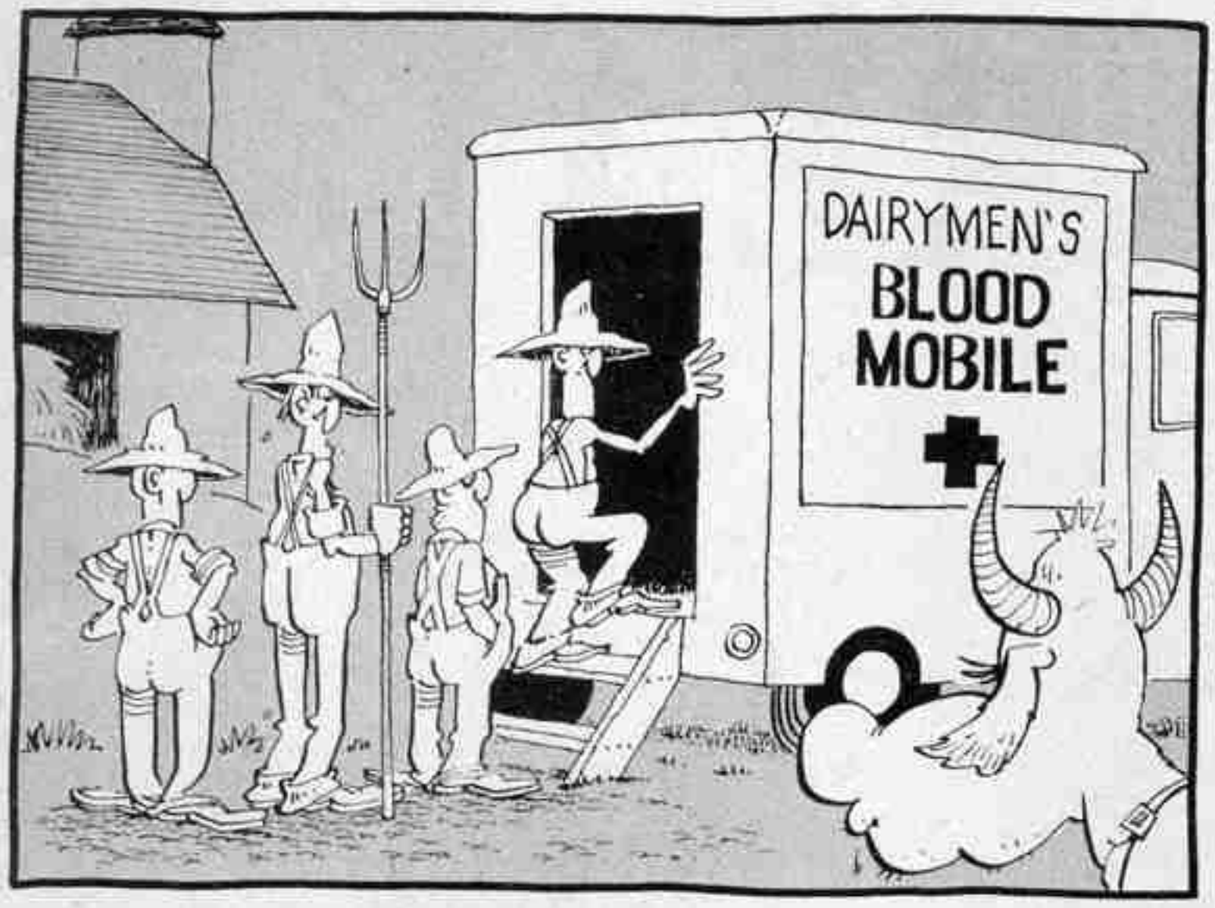
And what am **I?!** A lousy **HIGH SCHOOL TEACHER?**

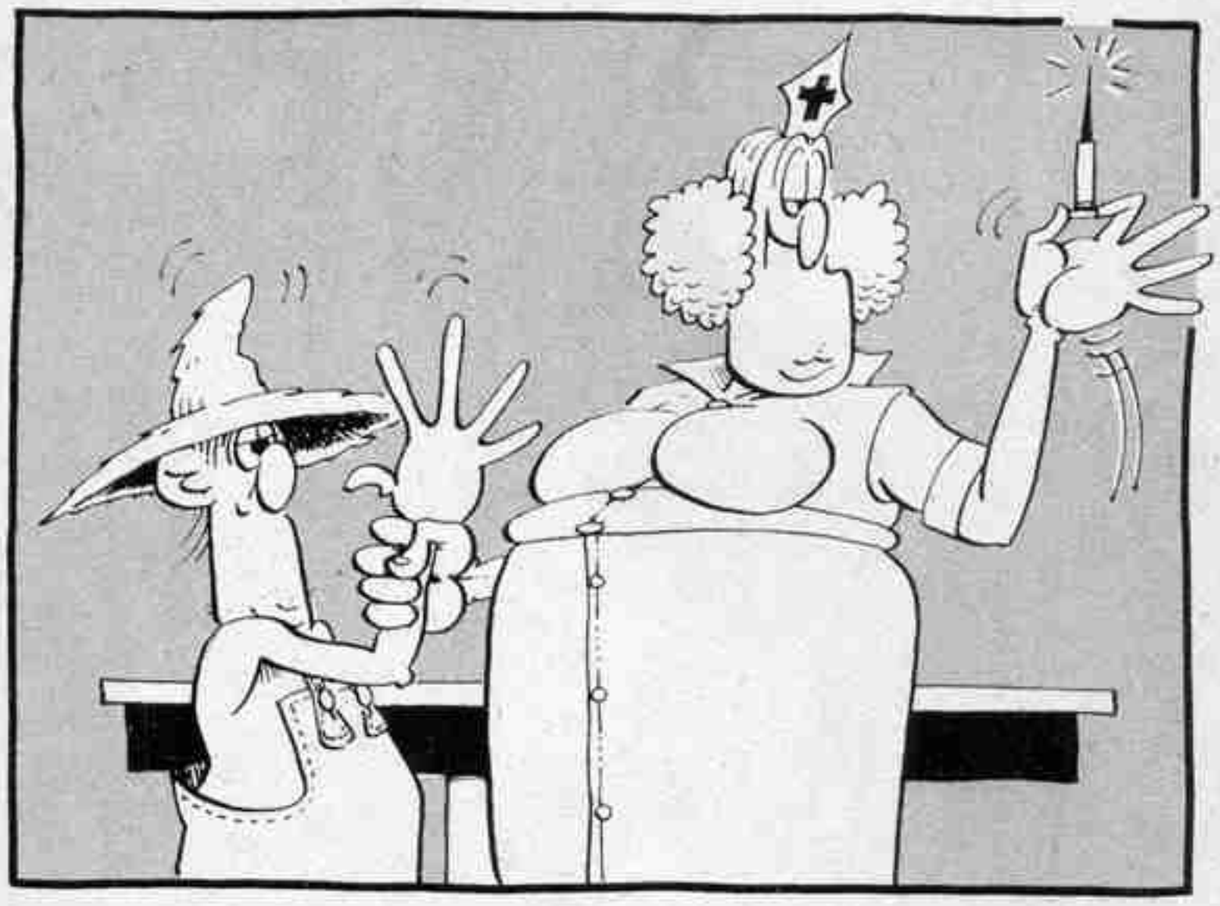
THE MOST DANGEROUS JOB OF ALL!

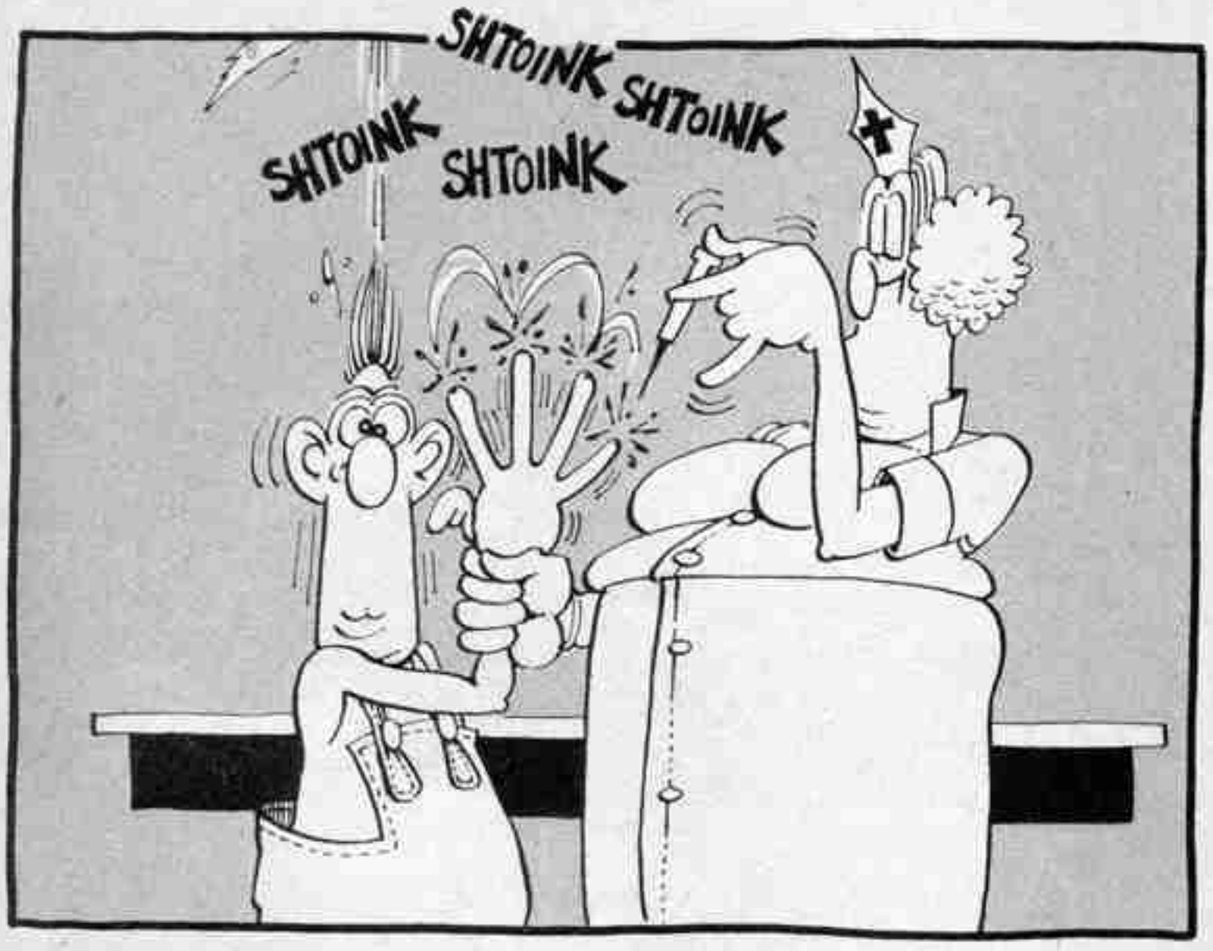
David Berg

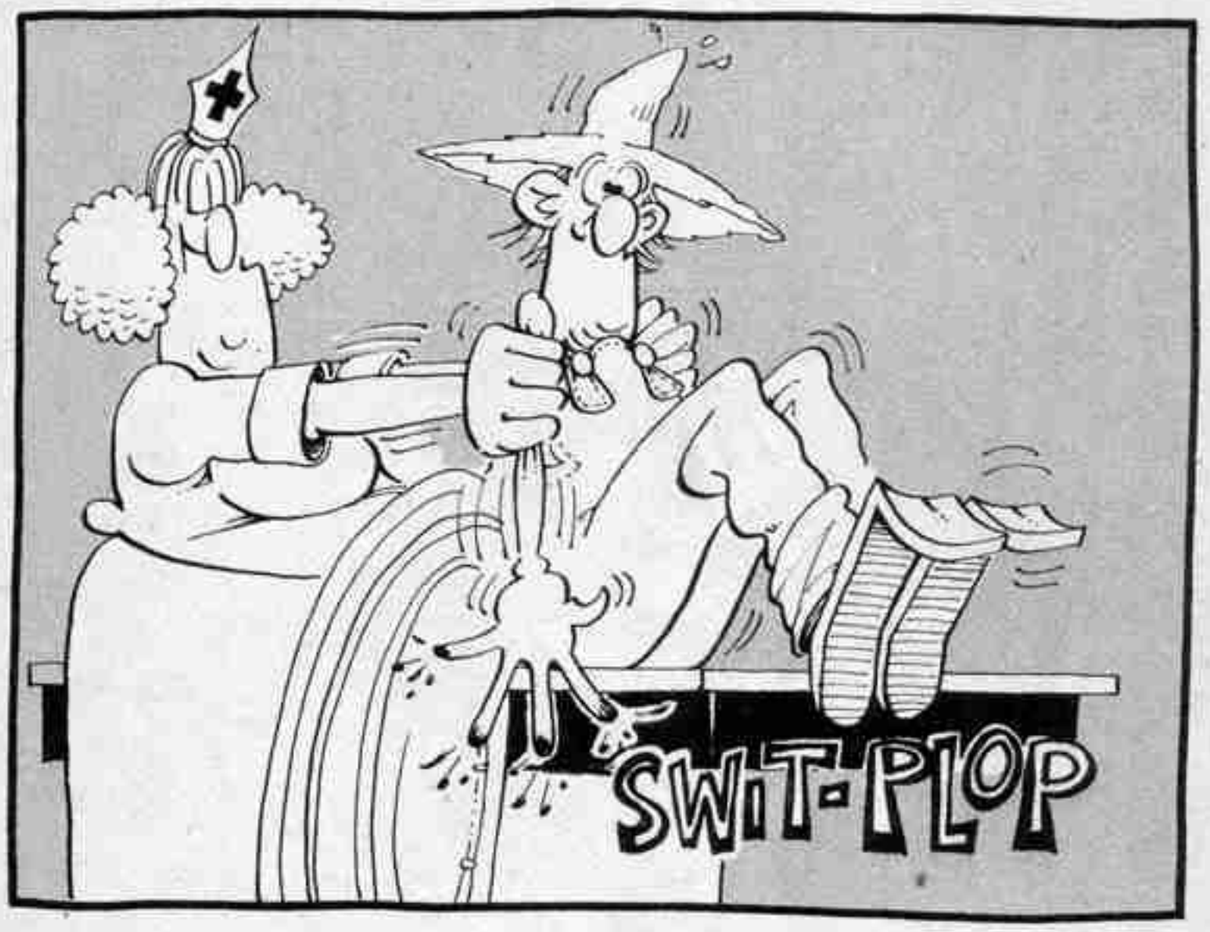
DON MARTIN DEPT. PART II

ONE AFTERNOON DOWN ON A FARM









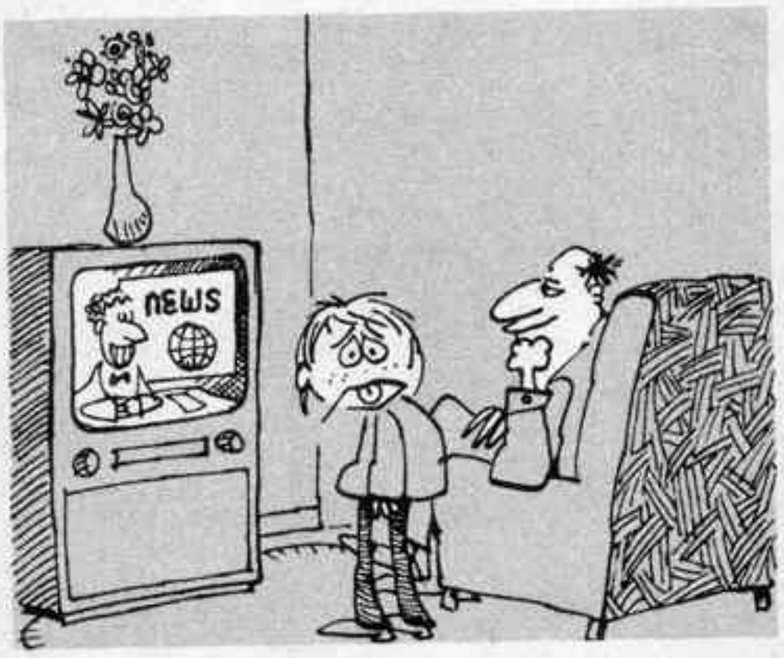
TWIN SCREWS DEPT.

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

MAD'S REAL-LI

ARTIST: SERGIO ARAGONES

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



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

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

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

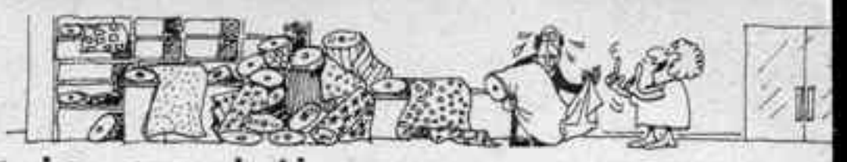
. . . but if you make the team, you have an early curfew, and she won't go out with guys who have to sign in at 11:00 o'clock.

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

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

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

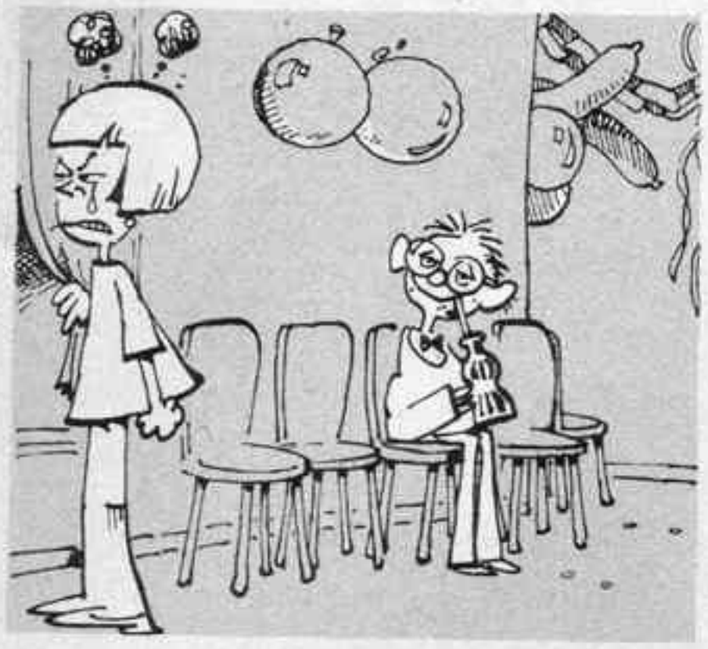
Your Dad says you can stay out as late as you want on weekends if you get straight A's . . .



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

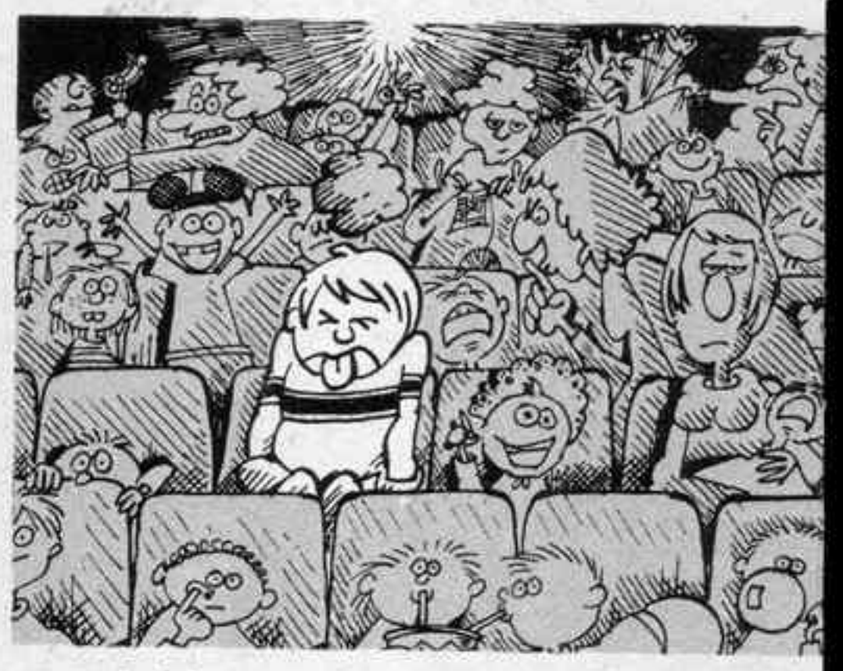
FE "CATCH-22's"

WRITER: LOU SILVERSTONE

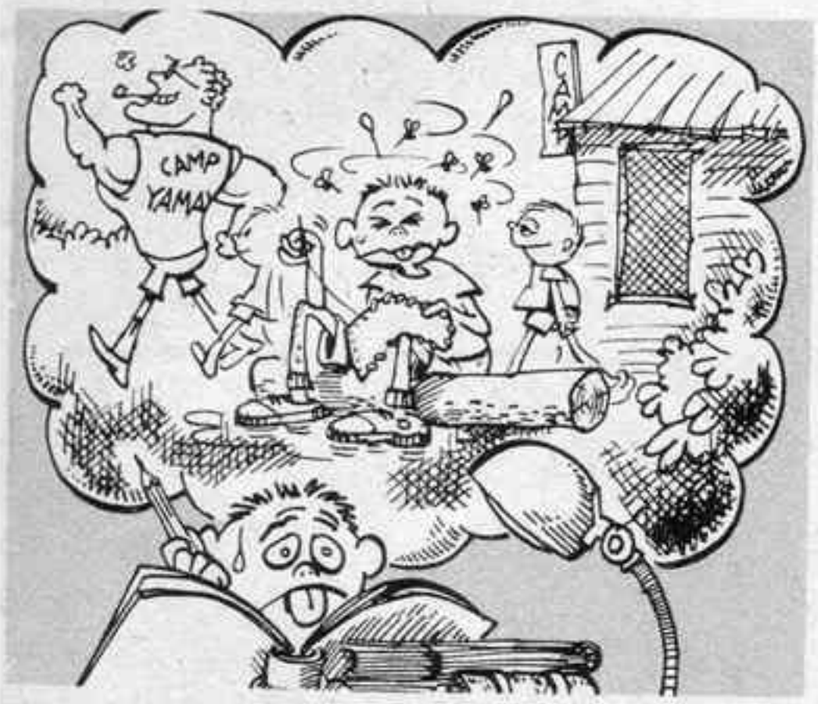


. . . and if there's no beer, the gang won't come to your party.

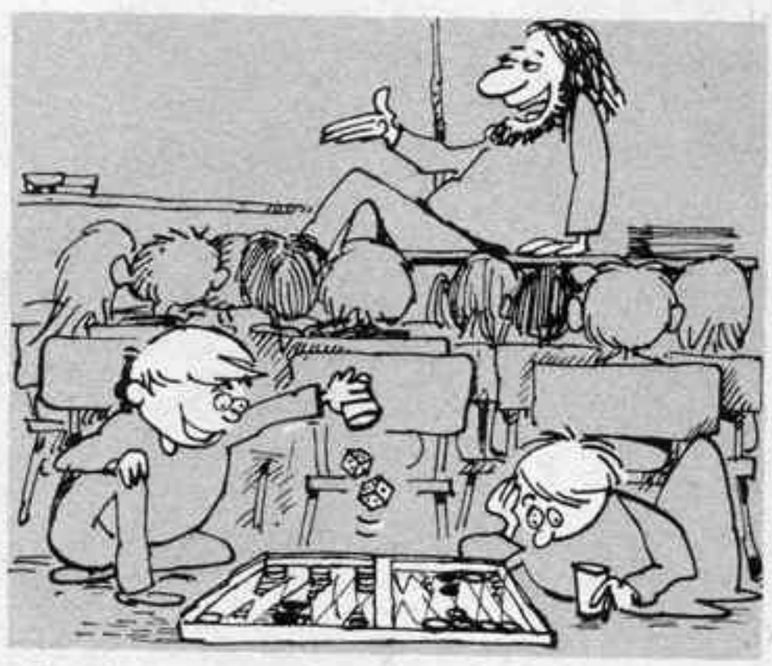
If you're over 12, you have to pay an adult admission price at the movies . . .



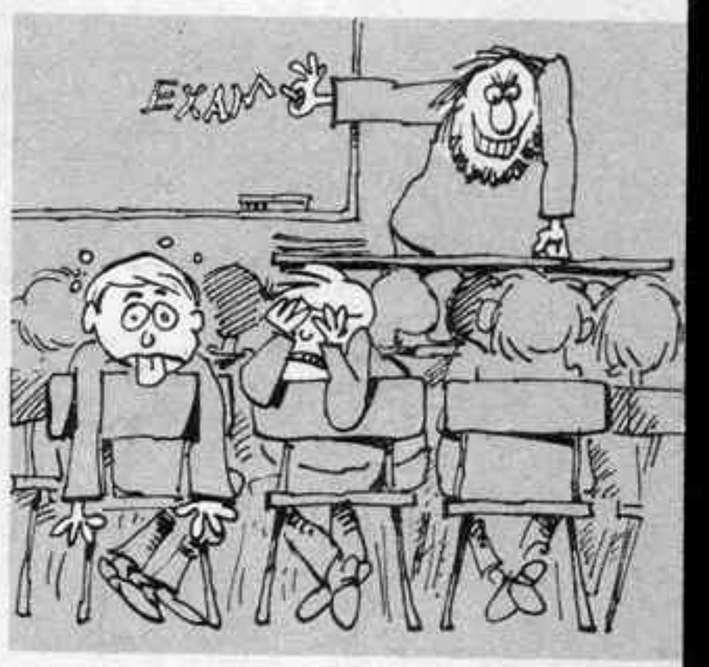
. . . but because you're under 18, you're only allowed to see boring "kid" movies.



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



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



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

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

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

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

BUCK SHOT DEPT.

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

WHERE Y

WHERE YOUR ENTERTAINMENT DOL

MOVIES

19¢

Consisting of: 5¢ to the theater owner (which would be more if he provided a place to stand that wasn't out in the rain, or had his theater cleaned once a month); 10¢ to stars and studios (to help recoup investments in past bombs); 4¢ to the stars' agents (for no reason any grown-up person can understand).

POPCORN

8¢

Although Popcorn should be classified as a "food" instead of entertainment, it qualifies because of the fun you have trying to get the smell of rancid butter off your hands and lips for the next six days!

DRIVE-IN MOVIES

6¢

This includes the bill from the owner for the speaker you ripped off when you forgot to remove it as you drove away!

BOOKS

8¢

This amount applies to "books bought," not "books read." For "books read" the amount is about 2¢!

MAGAZINES

9¢

This amount applies to "magazines bought," not "magazines read." For "magazines read," the amount is 21¢, if you can tolerate the store owner shouting, "This ain't a library!"

WHERE YOUR SHELTER DOLLAR GO

MORTGAGE PAYMENTS

12¢

When you pay off the mortgage in 30 years, the house will be all yours—but it'll only be worth half what you put into it because no one will want a run-down old house!

TAXES

7¢

Your tax money pays for Fire, Police and Sanitation services! It also pays for Congressmen's sex services!

TELEPHONE

9¢

The family's teenagers are responsible for most of this cost! And the cost skyrockets even higher when they have to stay home from school because "their throats hurt them"!

HOUSE REPAIRS

8¢

It is well worth getting someone to do the house repair jobs! If family members attempt to do them, add 24¢ for doctor bills!

CLEANING

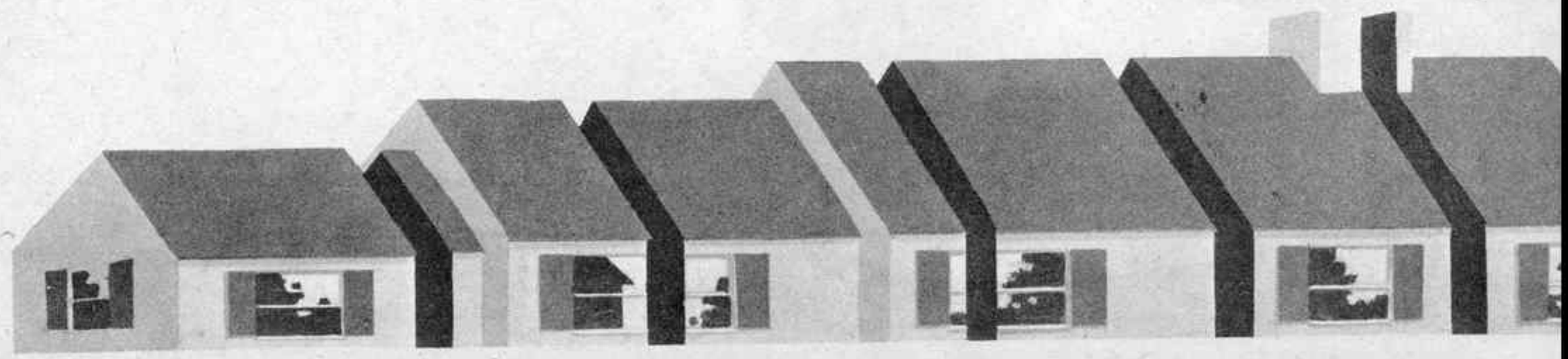
9¢

A kid's room must be cleaned at least once a week so the parents can find valuables in the pile of clothes on the floor . . . namely their kid!

AIR CONDITIONING

8¢

This isn't electric air conditioning . . . but "incense" air conditioning, so the parents can't tell what the kids have been smoking in their rooms!



OUR DOLLAR GOES

ARTIST: BOB CLARKE WRITER: STAN HART

LAR GOES

BOWLING

10c

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

BOWLING MEDICAL COSTS

12c

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

ROCK CONCERTS

9c

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

REFRESHMENT AT ROCK CONCERTS

6c

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

GETTING OUT OF JAIL

5c

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

AMUSEMENT PARKS

8c

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

ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE

ES

ELECTRICITY

7c

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

PLUMBING REPAIRS

6c

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

TELEVISION REPAIRS

8c

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

UPHOLSTERY REPAIRS

9c

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

DISHWASHER REPAIRS

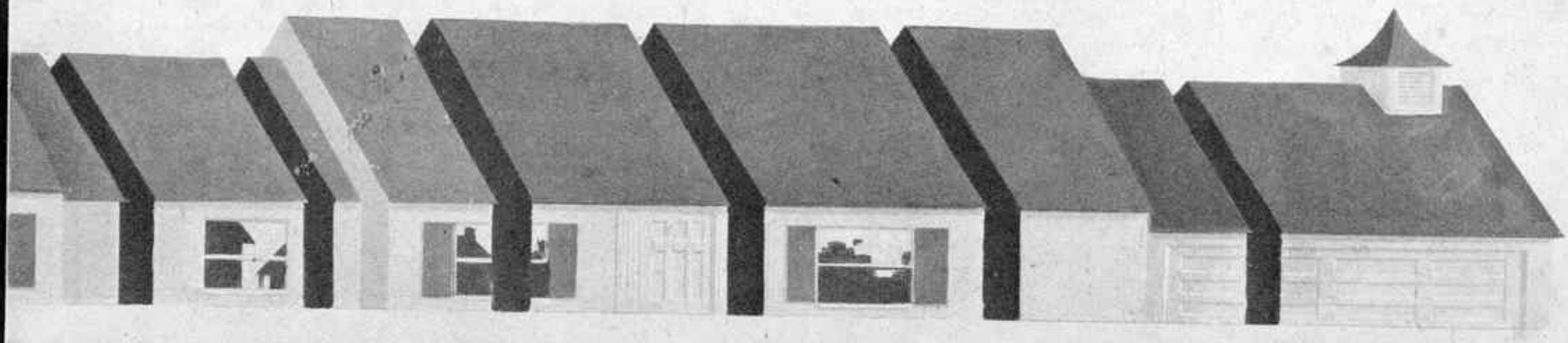
8c

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

INSURANCE

9c

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



WHERE YOUR MEDICAL DOLLAR G

OFFICE

8c

Includes cost of occasionally re-upholstering the 35-year-old sofa and cleaning the carpet once every seventeen years!

RECEPTIONIST

9c

A high priced job—only for qualified person with special talent for booking three, four or more patients for the same exact time!

NURSE

8c

Includes cost of special brush-up training course on how NOT to find a vein with an old, dull hypodermic needle!

EQUIPMENT

6c

This would be much higher if only the doctor could bring himself to discard those old hypodermic needles!

ANSWERING SERVICE

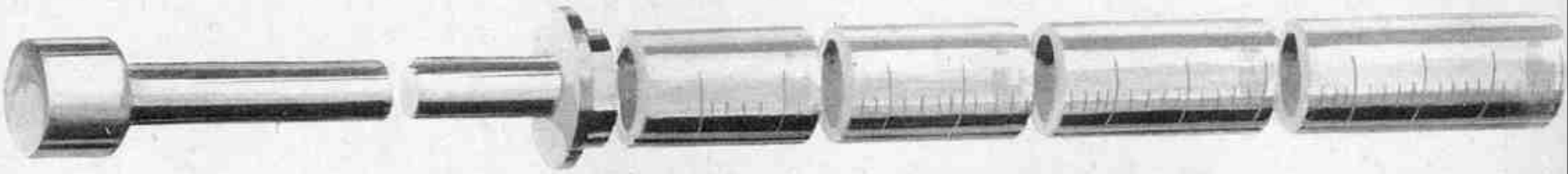
8c

Includes the cost of the hypnotist who wipes out the Answering Service operator's memory for names, dates places and facts!

MALPRACTICE INSURANCE

12c

Insurance companies are bloodsuckers, charging so much! Then again, they wouldn't have to charge so much if doctors didn't screw up so badly and lose malpractice cases!



WHERE YOUR FOOD DOLLAR

FARMER

7c

. . . which is plenty for someone who just plays around in dirt all day long!

ADDITIVES

5c

The stuff that makes your food look great and your X-ray look awful!

LEGAL COSTS

8c

To fight the Food and Drug Administration over the use of all those harmful additives!

PACKAGING

9c

. . . including high-priced Designers and expensive—but useless—packaging materials!

ADVERTISING

14c

You love your TV shows? Guess who pays for them! That's okay with you? Now guess who pays for the ones you hate as well!

LEGAL COSTS

7c

To fight the Federal Trade Commission over false and misleading advertising claims

WHERE YOUR TRANSPORTATION D

CAR PAYMENTS

12c

The easy way to buy a car! Only trouble is, by the time you finish paying the car off, it's ready for the junk yard!

GAS AND OIL

7c

This item could be reduced a lot if you could just find a girlfriend that lives at the bottom of a hill!

REPAIRS

10c

This figure includes 4¢ for initial repair and 6¢ for taking it to another mechanic to undo the job done by the first butcher!

OVERSIZED TIRES

9c

If you drive on these "conventional" tires, all your friends will laugh at you! It's a small price to pay to avoid humiliation!

TRAFFIC TICKETS

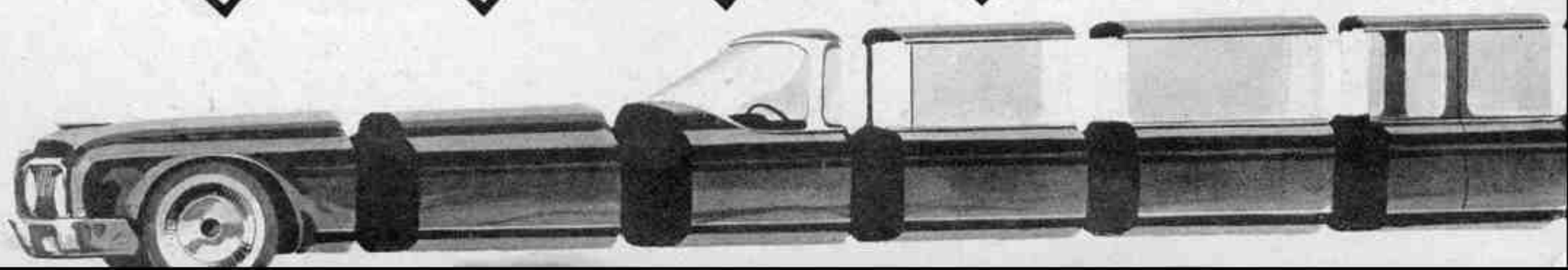
8c

It takes a while to find out that all those posted speed limit signs aren't just roadside eye charts!

CLEANING

7c

For getting them ground-in pizza, hamburger, taco and ice cream stains out of the upholstery!



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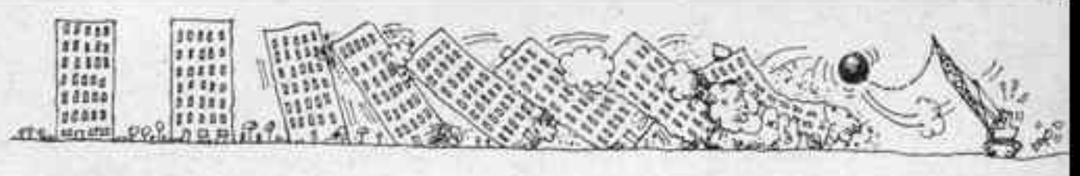


MEDICAL CONVENTIONS

9c

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

CONSULTATIONS

10c

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

COVERAGE WHILE ON VACATION

9c

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

RECREATION

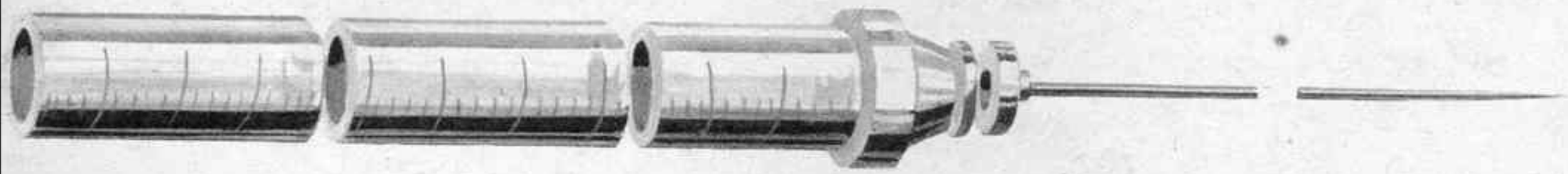
11c

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

CONTRIBUTIONS TO THE A.M.A.

10c

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



GOES

TRUCKING

6c

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

TEAMSTERS PENSION FUND

7c

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

OFFICIALS OF TEAMSTERS PENSION FUND

11c

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

SUPERMARKET PROFITS

5c

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

SUPERMARKET PROFITS

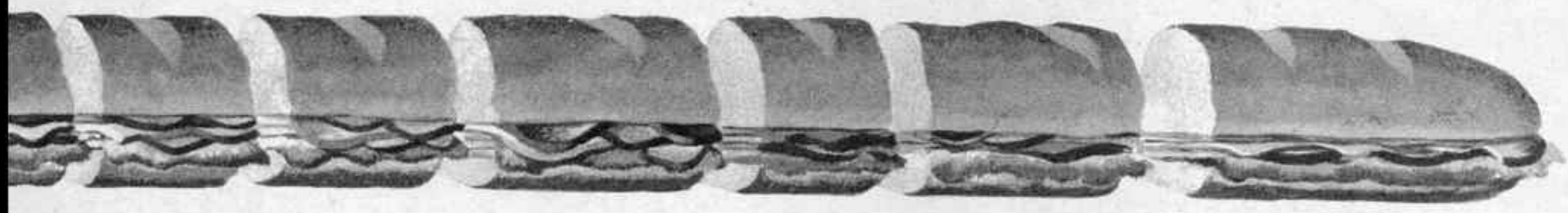
9c

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

MISCELLANEOUS

12c

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



OLLAR GOES

INSURANCE

9c

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

CASSETTE TAPES

10c

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

NEW PAINT JOB

8c

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

BUS FARES

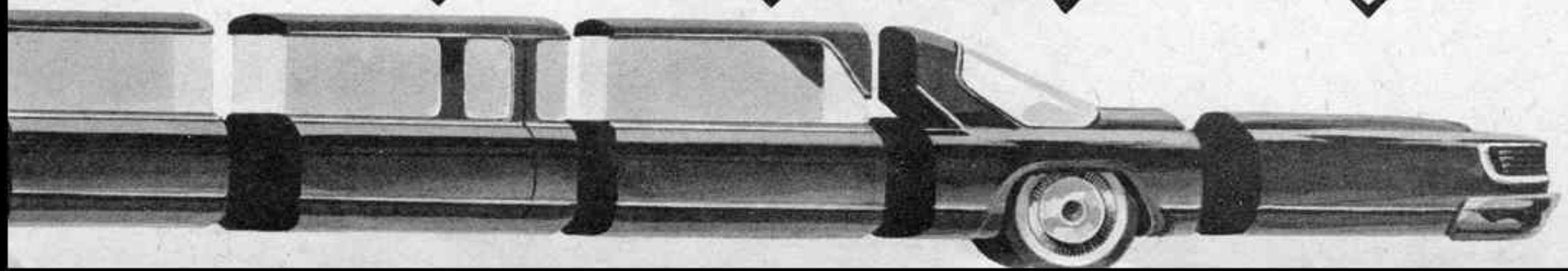
7c

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

COST OF GETTING EXACT CHANGE

13c

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



ECCH-CESS BAGGAGE DEPT.

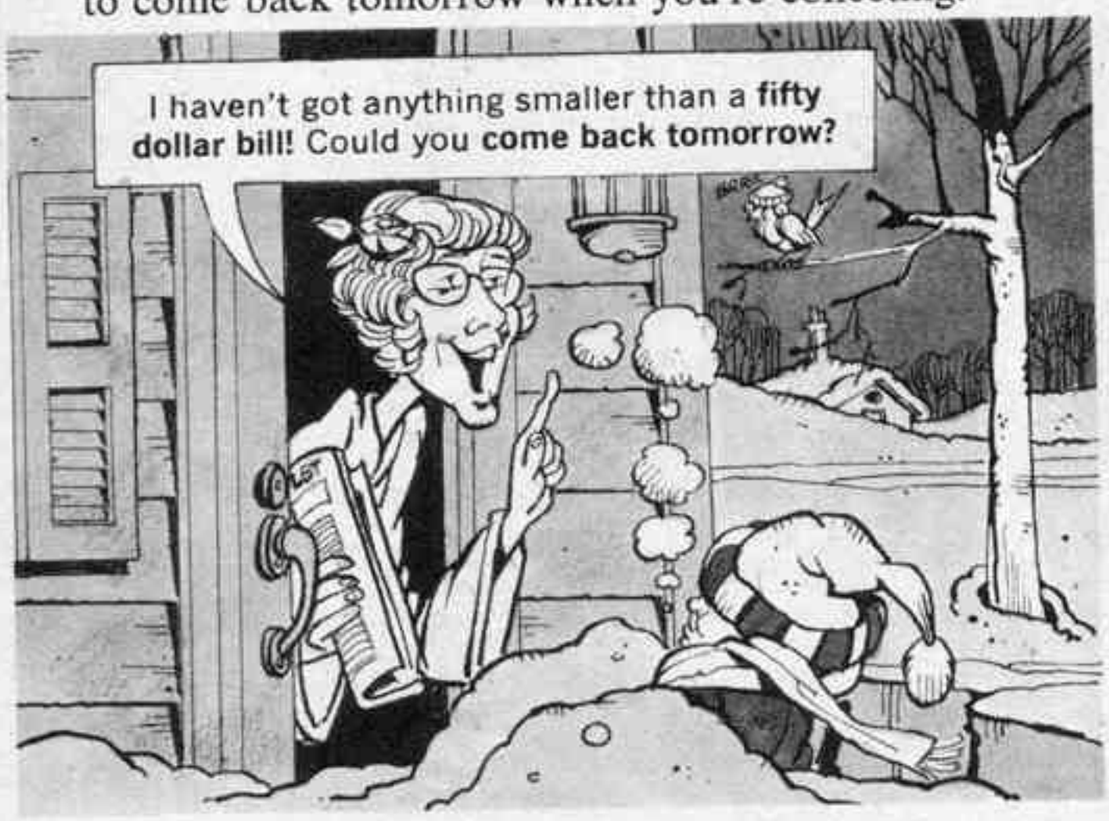
WE COULD SURE

ARTIST: BOB JONES

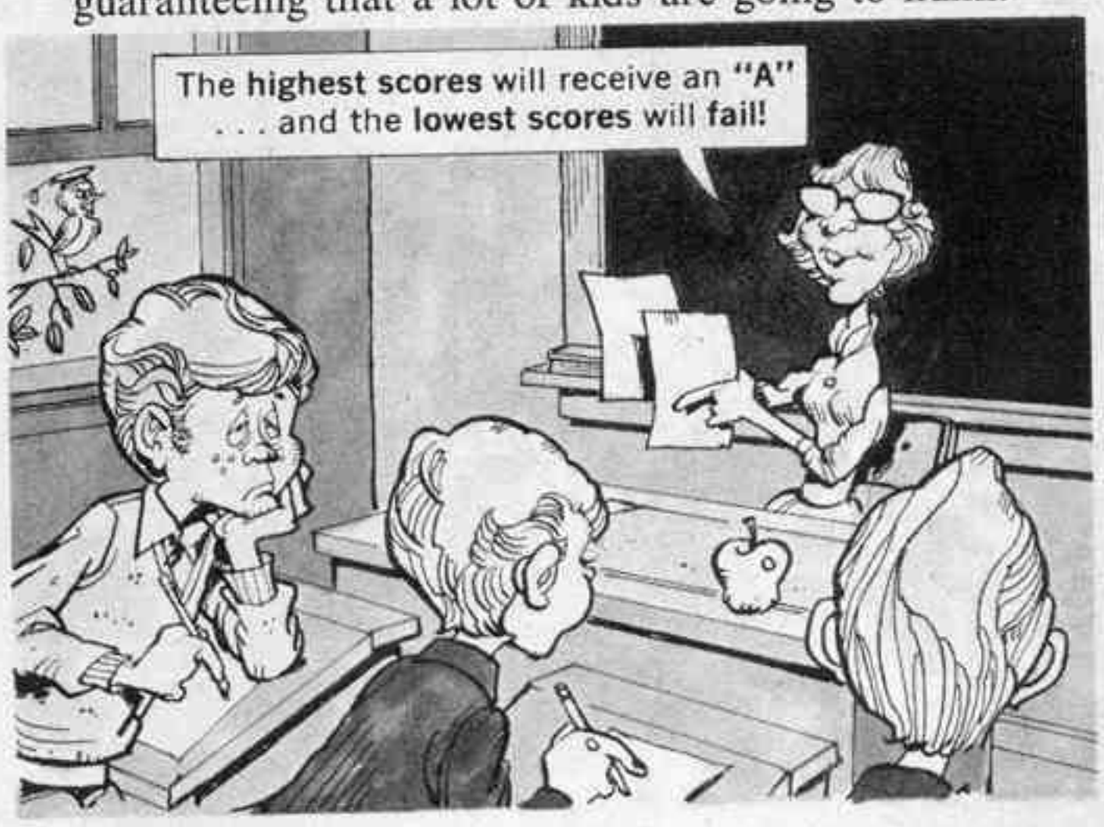
. . . people who hire you to babysit, and have nothing but health food in the refrigerator.

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

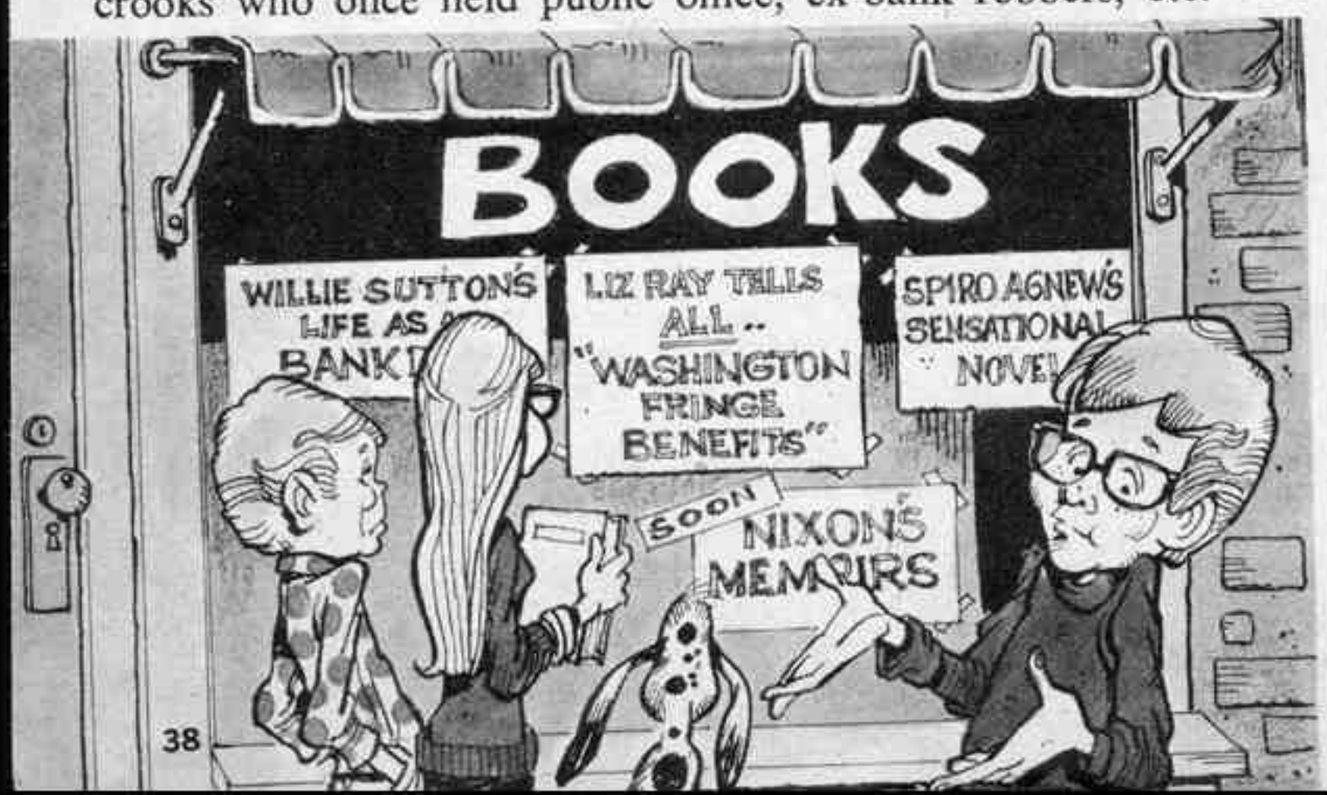
. . . customers on your paper route who tell you to come back tomorrow when you're collecting.



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



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



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

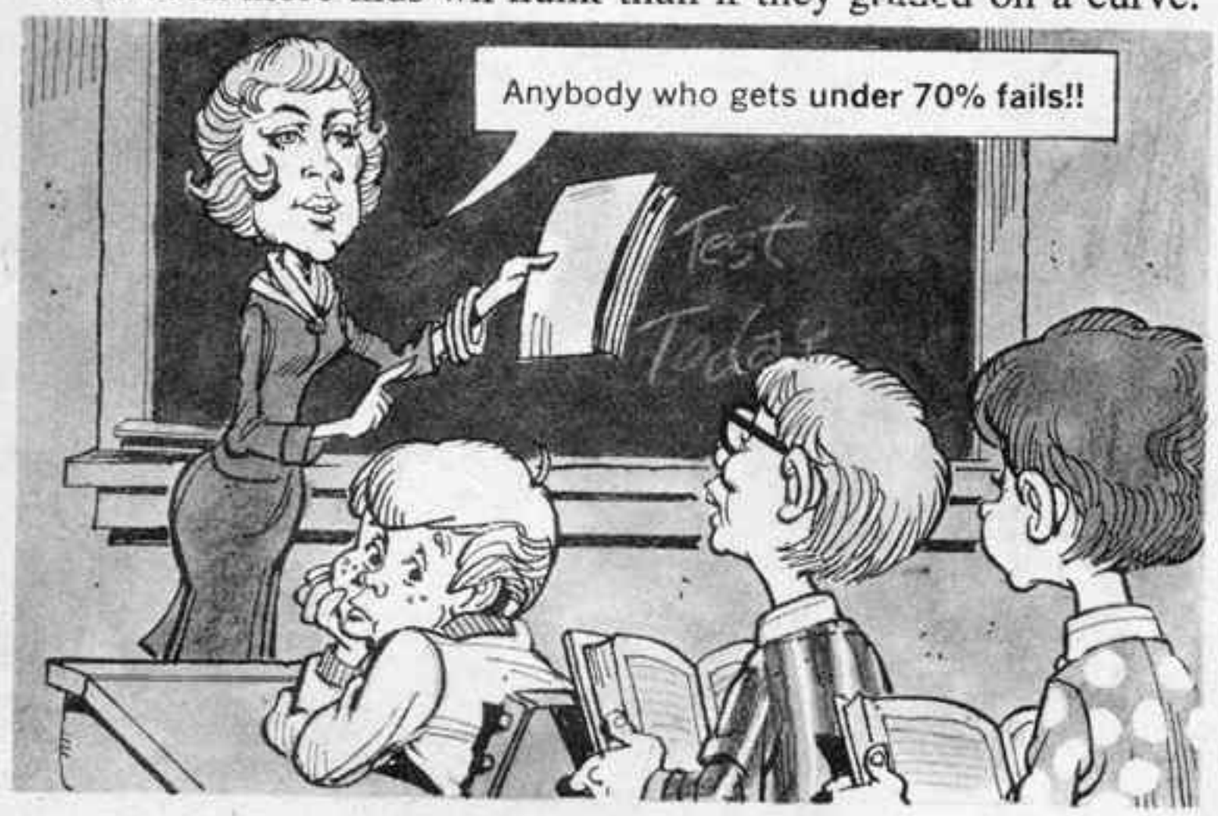
DO WITHOUT...

WRITER: LOU SILVERSTONE

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

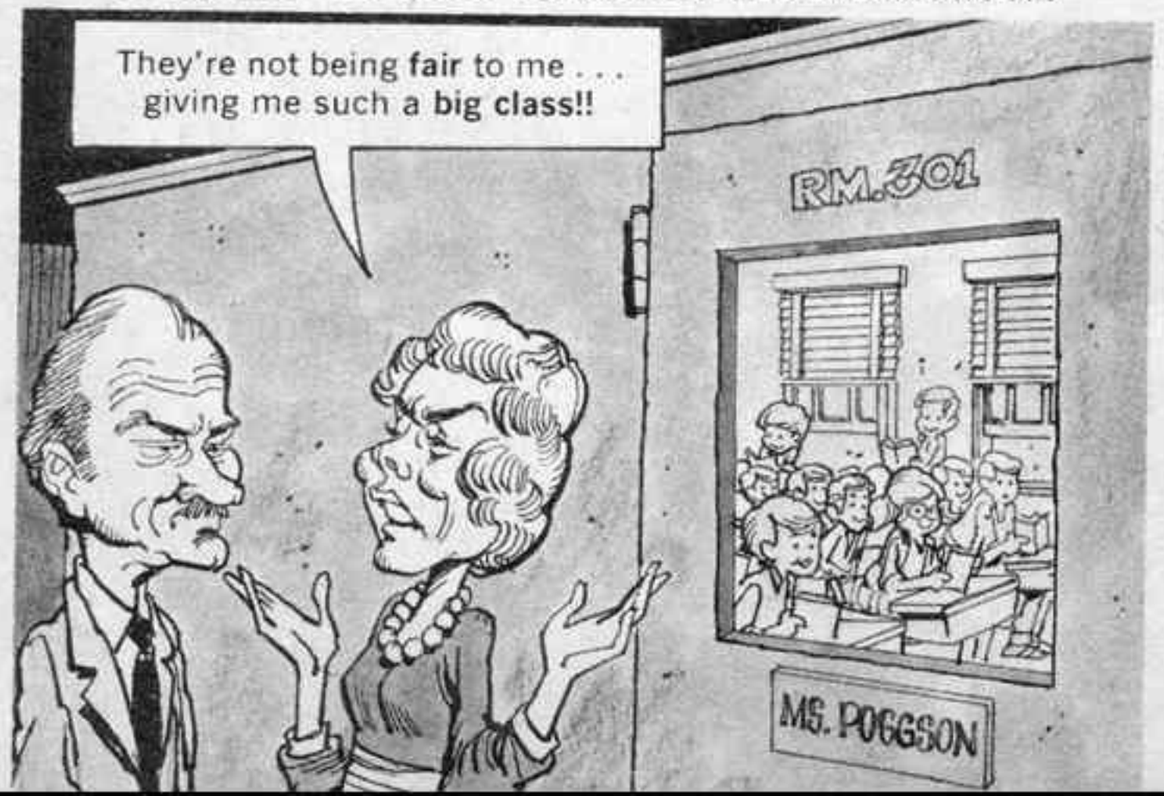
. . . politicians who think that saying prayers is going to solve the problems in our schools.

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



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

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



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

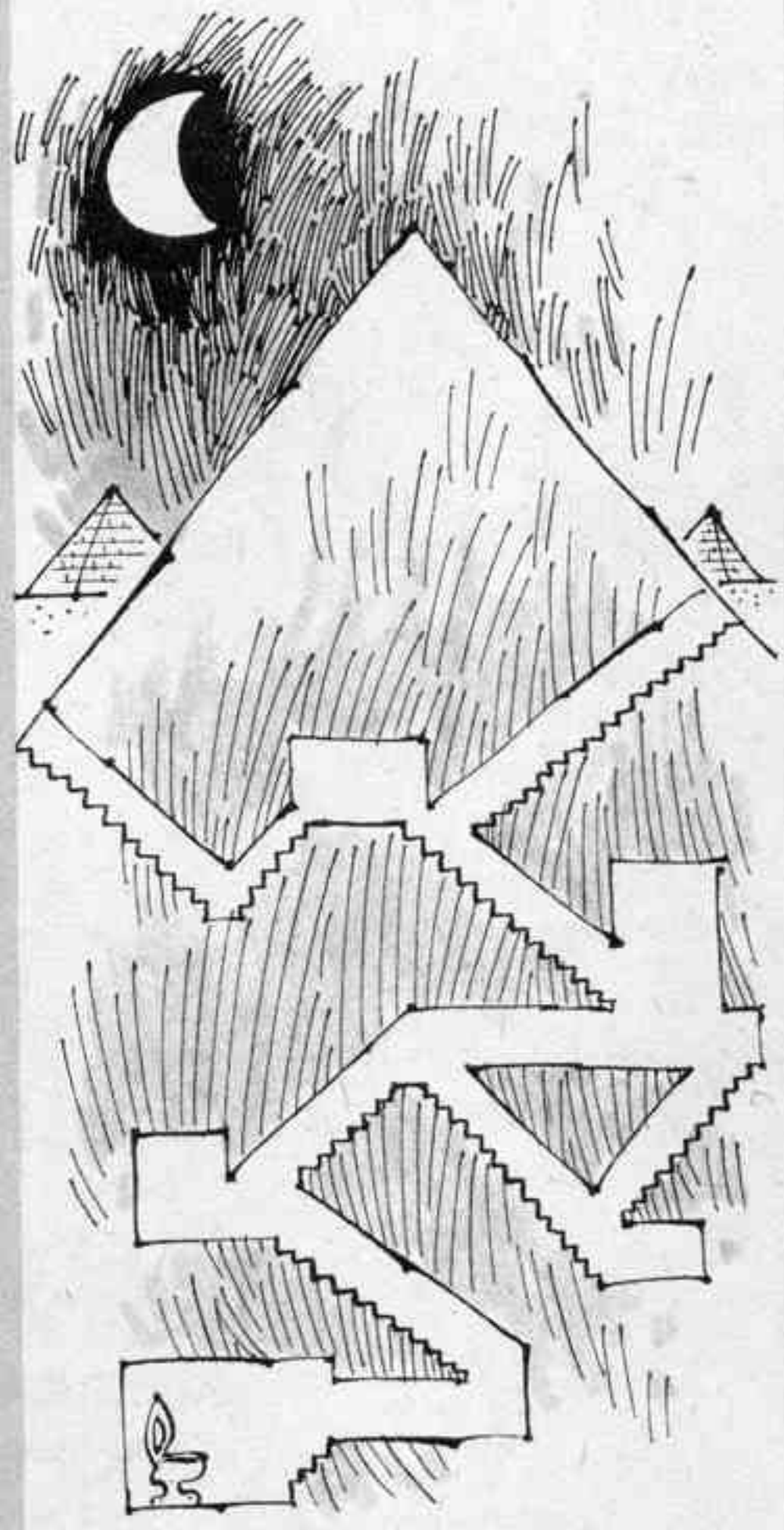
HERE THEY SAT... DEPT.

A MAD LOOK AT... SOME LEGEN

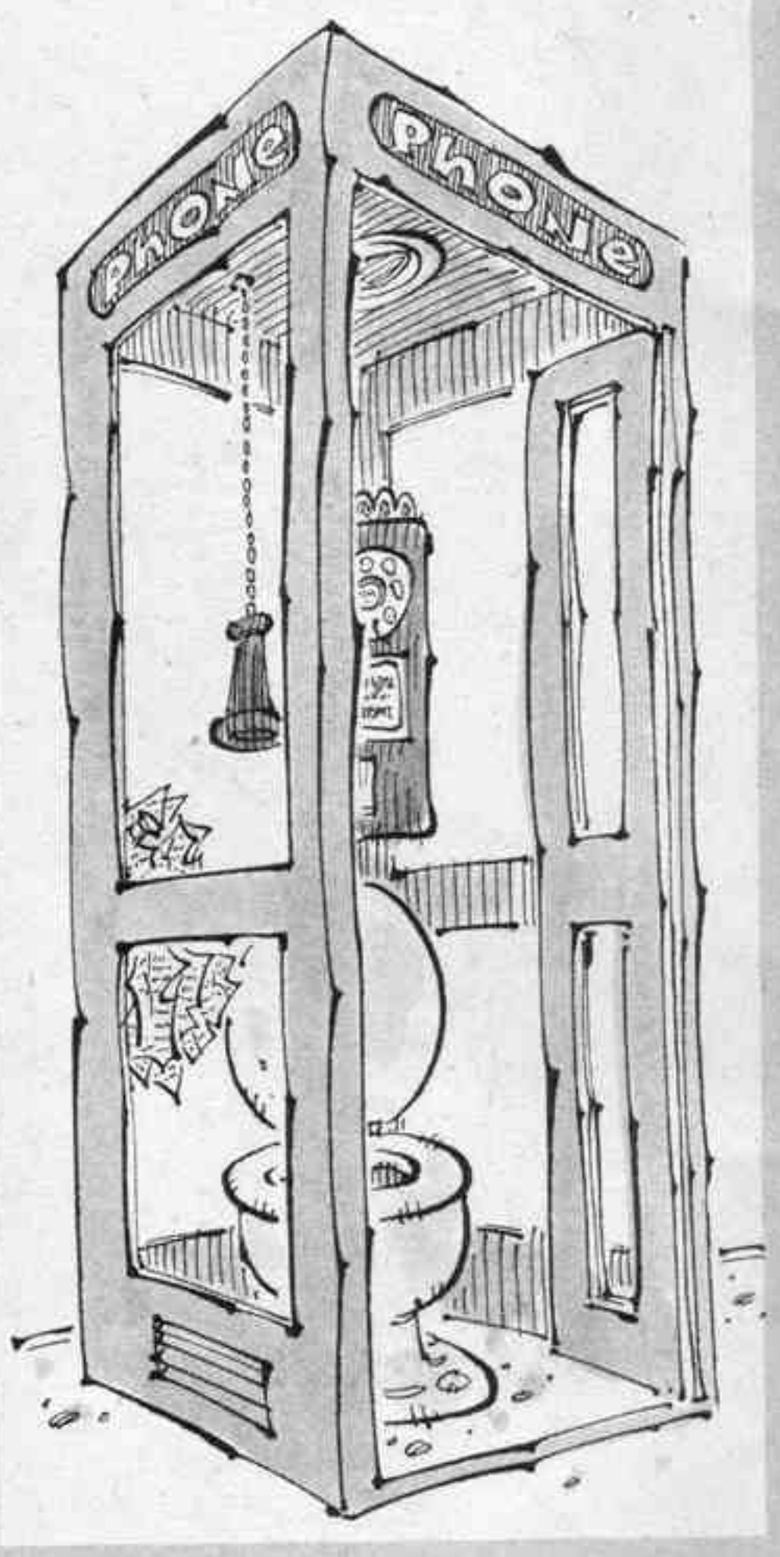
ARTIST: PAUL COKER, JR.

DRACULA'S

KING TUT'S

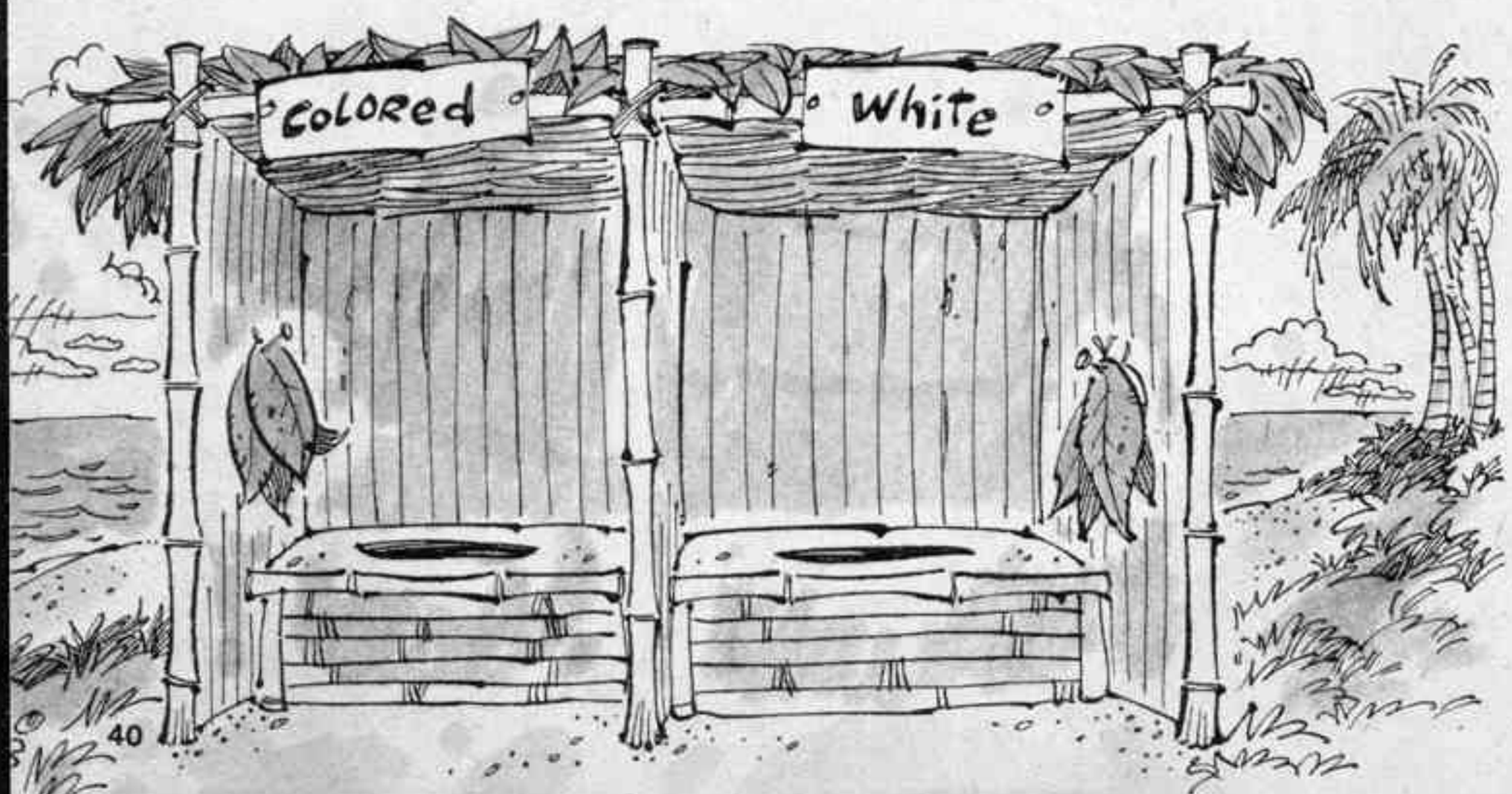


SUPERMAN'S

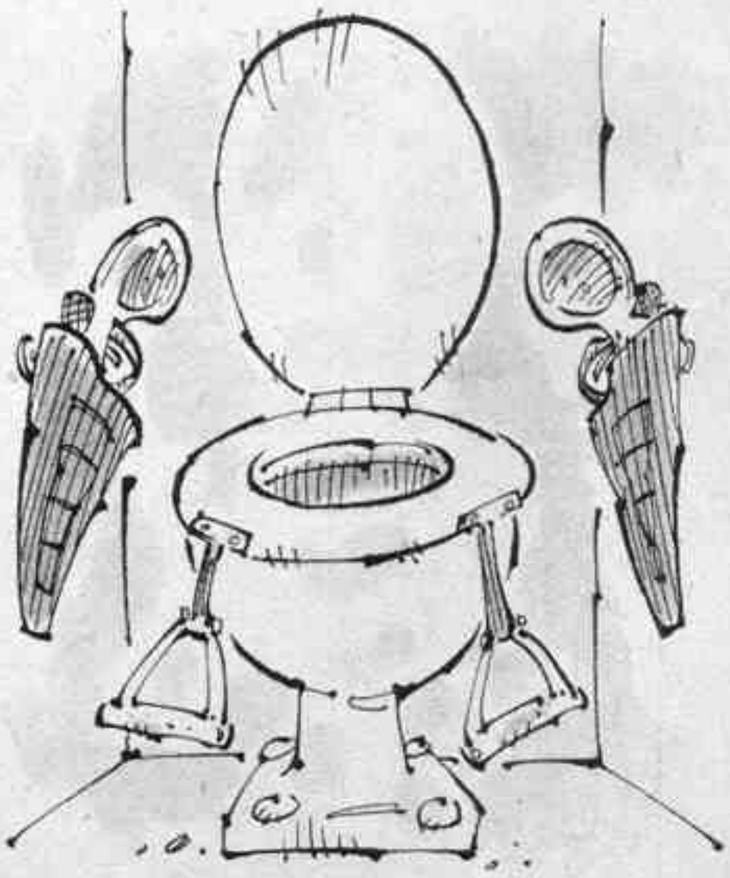


ROBINSON CRUSOE'S

(AND HIS MAN, FRIDAY'S)



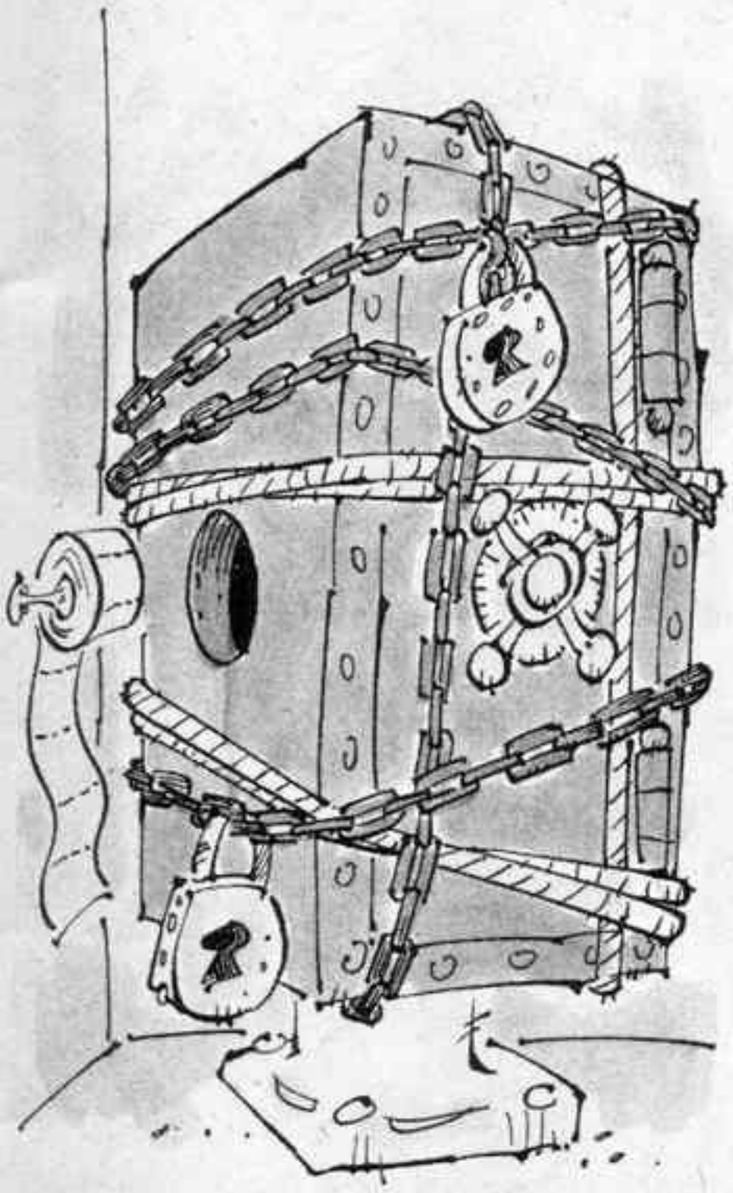
JESSE JAMES'



DARY COMMODES

WRITER: PAUL PETER PORGES

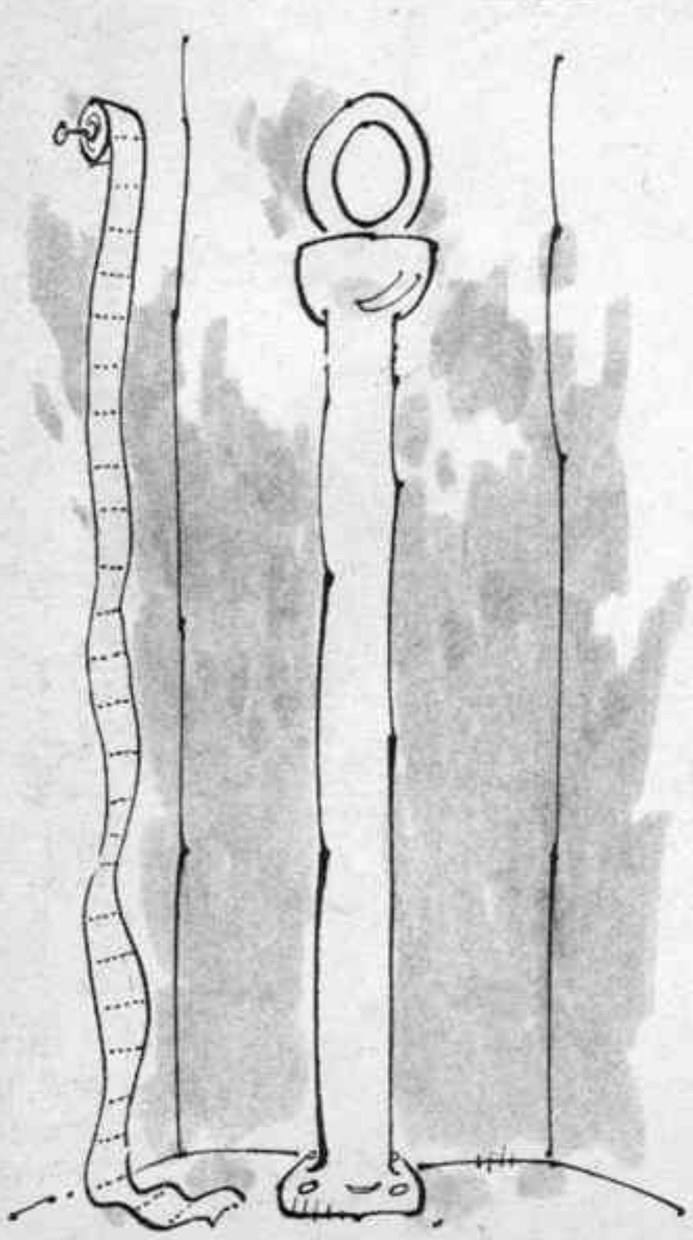
HOUDINI'S



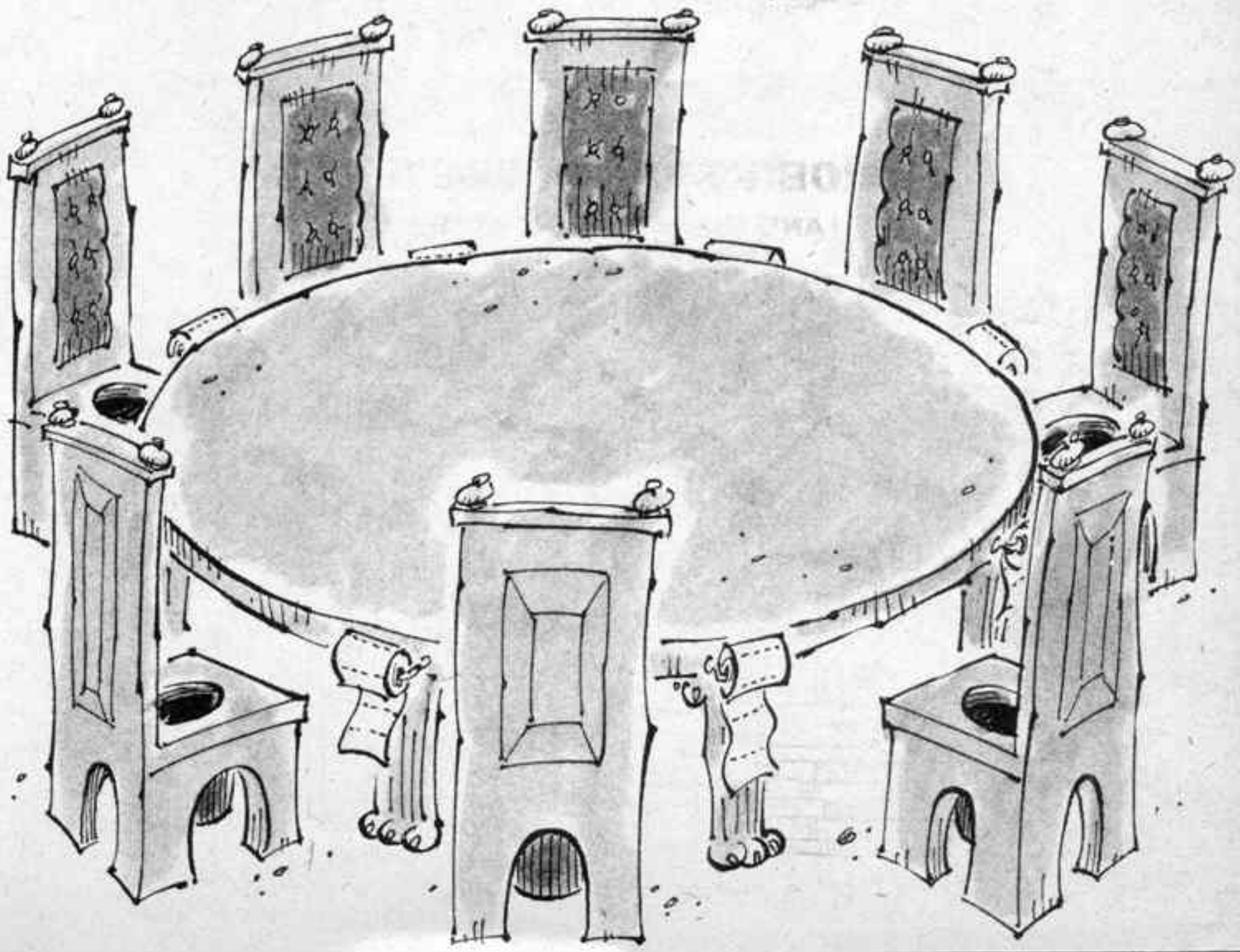
ROBIN HOOD'S

RONALD McDONALD'S

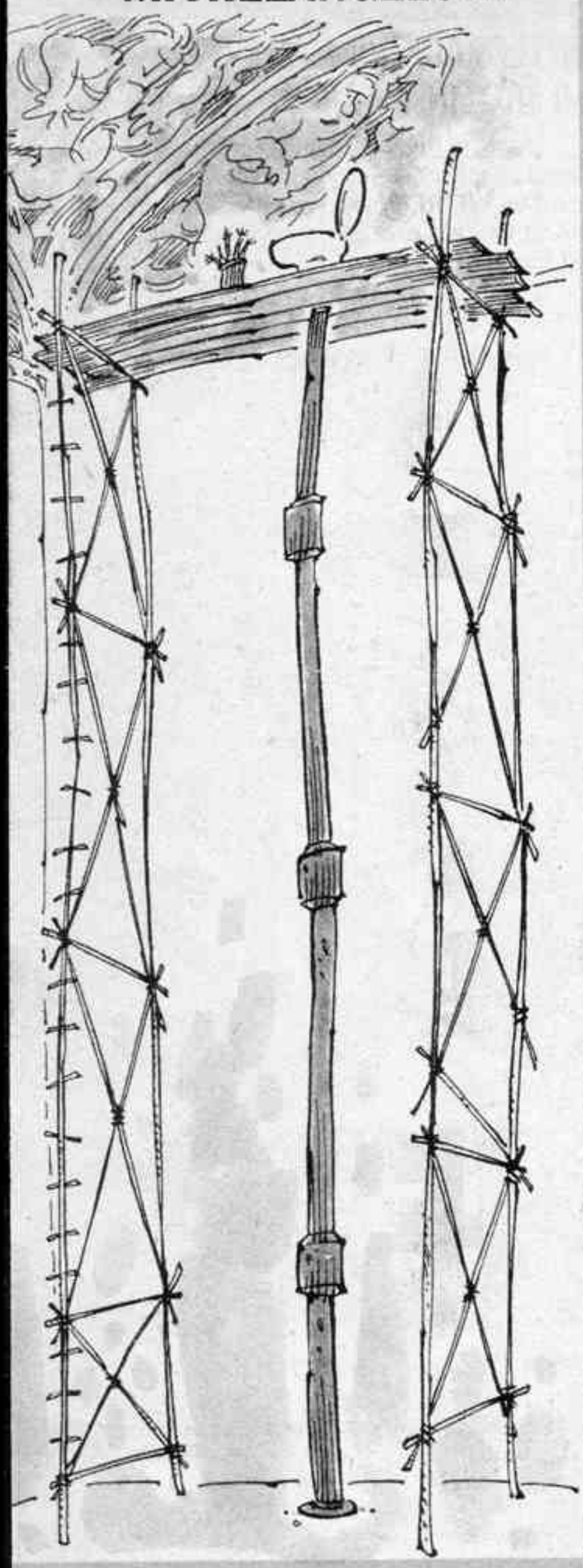
DADDY LONG LEGS'



KING ARTHUR'S
(AND HIS KNIGHTS')

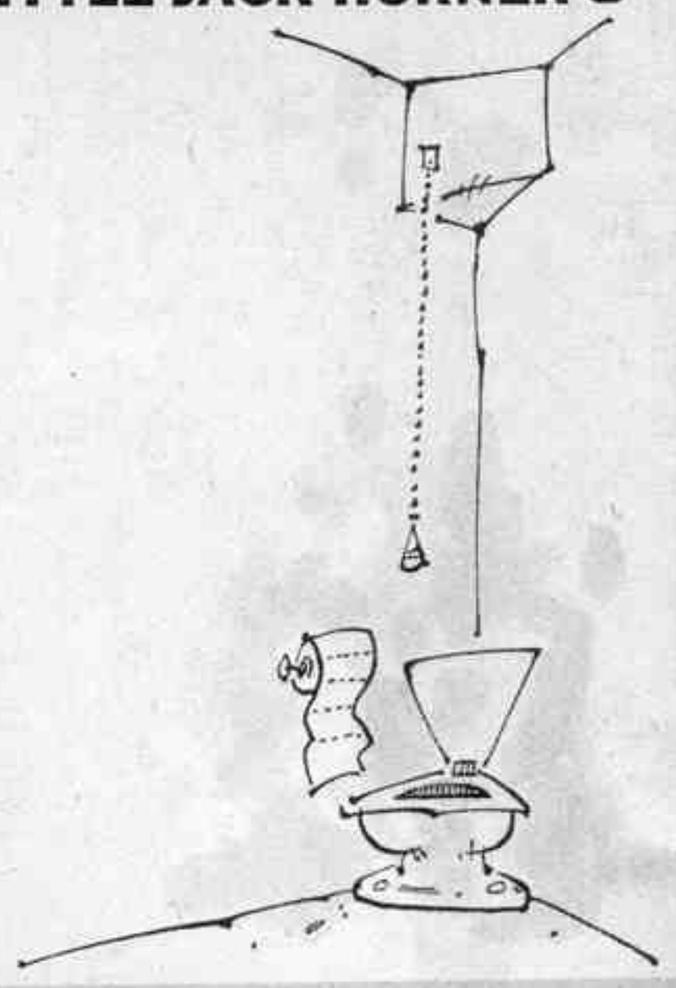


MICHELANGELO'S

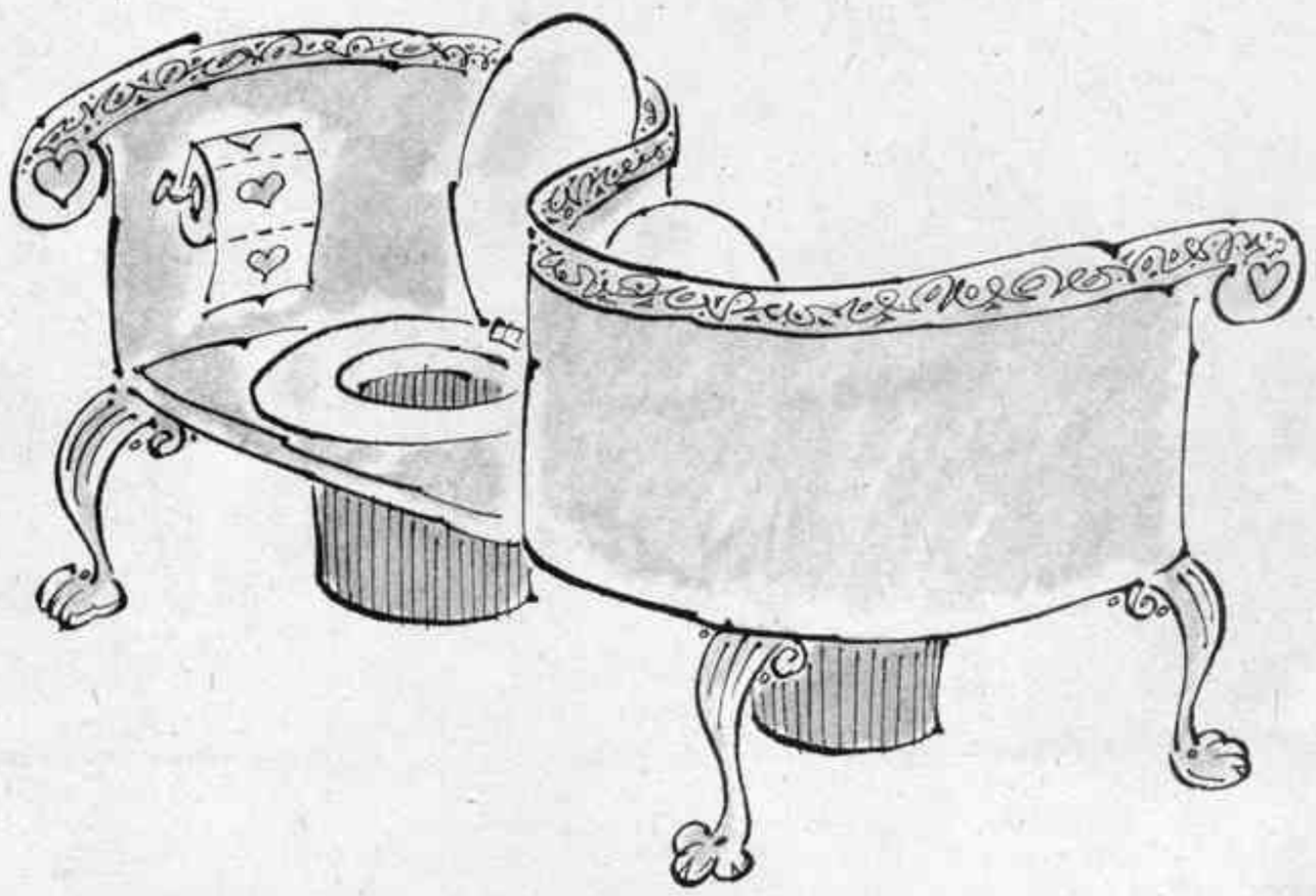


LOUIS XIV'S

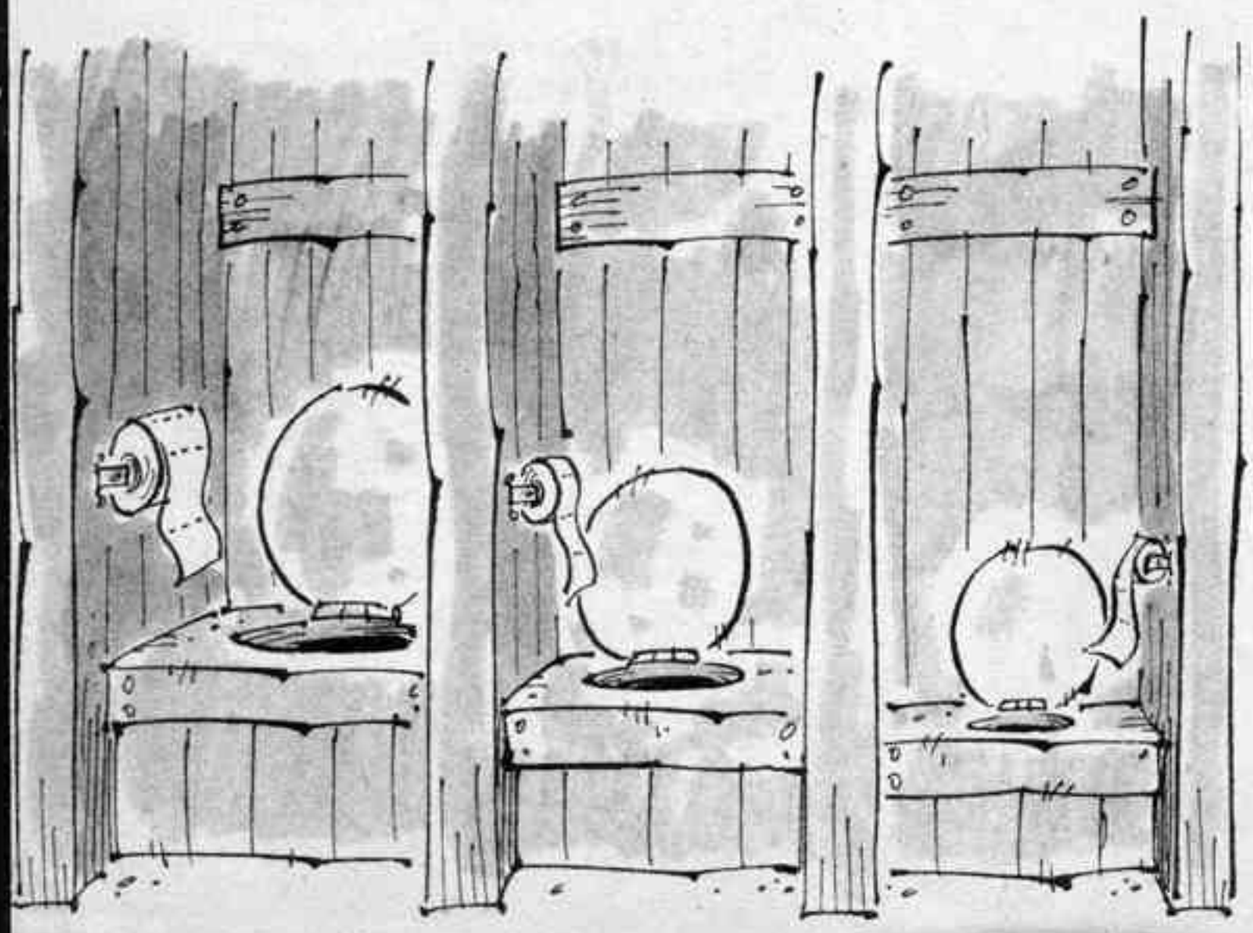
LITTLE JACK HORNER'S



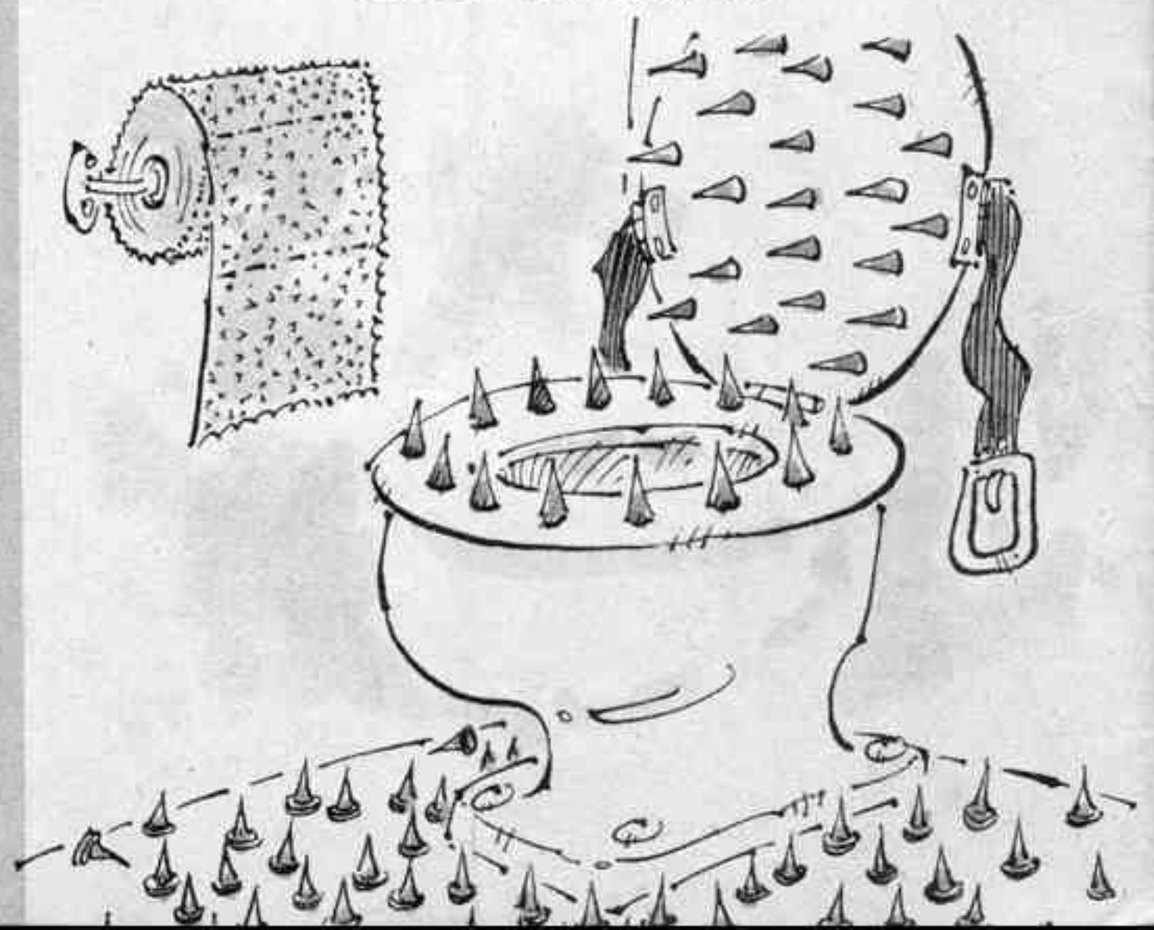
CASANOVA'S



THE THREE BEARS'



THE MARQUIS DE SADE'S
(GUEST BATHROOM)



BLACK-SLIDING DEPT.

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

HEY-YAYYYYYY! WHOAH-OHHHHH!

I'll have a **burger** with **ketchup!**

And I'll have a **burger** with **everything!**

I'll have the **same!**

The same as **Itchie**—or **Putzie?**

The same as **BOTH!** I'm a **growing boy!**

Er—I'm a little **short,** Groanie! How about lending me a **dollar?**

Sit on it, Nerd!

HOLD IT!! This is the **wrong show!**

How can you **tell?!?**

Because it's **Tuesday,** and the Teenage Comedy **WE'RE** doing is on on **Thursday!** And there's **one other** difference! As an **Equal Opportunity Network,** we have to insult the intelligence of **Blacks** as **well** as Whites, or people will ask—

WHAT HAPPENED?

ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE

HEY, HEY HEY . . . **ALL RIGHT!**

I'll have a **vanilla cone,** Surly!

I'll have—*uh*—**32!**

Number 32 . . . That's **pistachio!**

NOT "Number" 32! I want **ALL 32 FLAVORS!!**

Uh—Bee, could I borrow some **money?** I'm **FLAT BROKE!**

You may be **broke,** Rerunt, but you're **not FLAT! No way!**

BOOB'S PLACE

BOOB'S PLACE

Draine, I got a **serious problem!** I got to talk . . .

You got a problem?! How about **ME?!** I don't know which chick to take to the **school dance** Saturday night! **Bonnie's** the **best dancer,** but **Debbie's father** owns a **car! Chris** is the **prettiest,** but **Laura** helps me with my **homework!**

40¢

You two think **YOU** got problems! Look at **THAT . . .**

Rerunt, **why** are you **dancing?**

'Cause I hear **music!**

What music?!? The **juke box** is **busted!!**

The sound of **French fries, sizzling in oil!** That's **music** to **MY** ears!!

C'mon, kids, it's time to **hit your books . . . !**

Hey, hey, hey . . . all right! Let's GO!

She means it's time to **STUDY them,** Rerunt— **not EAT them!**

Rerunt, **how come** you're so **anxious** to do your **homework?**

Because **homework** requires **energy, energy** requires **nutrition,** and **nutrition** means **FOOD!!**

Yeah, only **every-thing** you do means food!

You **can't** expect a person to **think** on an **empty stomach!**

Man, **YOUR stomach** is **never** empty! That's where your **brains** are!

Come to **think** of it, **that's nearly empty!!**

Rerunt, what are you **doing** here so **early** in the **morning . . . ? !**

Glugh, mmmpf, shlogh!

Don't talk with your **mouth full! It isn't polite!**

He can't **help** it, Mamma. His mouth is **always** full!

What I'm **doing** is **eating Rahs' break-fast!**

I can **see** that! **WHY** are you eating his breakfast?

'Cause I'm **hungry!**

Where **IS** Rahs . . . ?

He went to school **early** to see the **Psycholcgist** about his **problem!** I'm not supposed to **mention** it, but I'm a **fink!**

WHAT problem?!? We live in a **nice house** in a **decent neighborhood!** He eats **good food,** wears **good clothes** and goes to a **good school!**

That's his **problem!** He doesn't think he's **Black!**

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

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

I don't know! I **flunked puberty!**

Tell me, Rahs . . . what's **troubling** you . . . ?

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

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

What **color** is this **apple?**

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

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

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

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

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

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

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

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

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

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

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

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

Nobody in your family ever **READ** a book!!

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

The **Geneology Department** is up on the **second floor!**

Is that near the **cafeteria?**

We **don't serve** food here!

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

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

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

Who said that . . . ?!

I did! My name is **Richard Priority!**

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

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

That **dumb library was no help** in tracing our roots!

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

Mine, too . . . ! !

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

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

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

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

Now **this** is where you will **find** your roots!

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

See what's on the **Late Movie** tonight!

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

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

That figures!

Rerunt, I **see** where you get **YOUR** roots!

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

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

Well, I found **MY** roots!!

Not only was Julia **beautiful,** she was a **professional lady!**

She was a **Hooker?!?**

I'm leaving! I'm only **12 years old,** and I **don't know** about such things!

No, no Julia was a **Doctor's NURSE!**

Hey, hey! She could take **my** temperature **any time!**

Next came **"Geraldine"!**

Yech! **Forget it!** Let's go back to **"Julia"!!**

Geraldine was actually **Flip Wilson** in **DRAG!**

Just what we **needed!** A **Black Rene Richards!**

Then there was **"Sanford"!** Mr. Sanford was a **Junkman!**

A junkie! That figures!!

Not **THAT** kind of **junk!** He was a **Scrapdealer!**

What happened? Suddenly, we're headed in the **wrong direction!**

Next came **"The Jeffersons"!** Mr. Jefferson owned a chain of **Dry Cleaning Stores!**

A Black tycoon! All right!!

Hey, we're **back on track!** He probably drove a **Caddy . . .** and he **wasn't** a **Bookie . . .** or a **Pimp . . .** or a **Basketball Star!** Now, **that's PROGRESS!**

Big deal! That was **all very interesting,** but we **really haven't made THAT much progress!**

How can you **say** that?! The **FIRST** Black TV show was about an **overweight domestic—**

. . . and **NOW . . .**

Hi . . . !

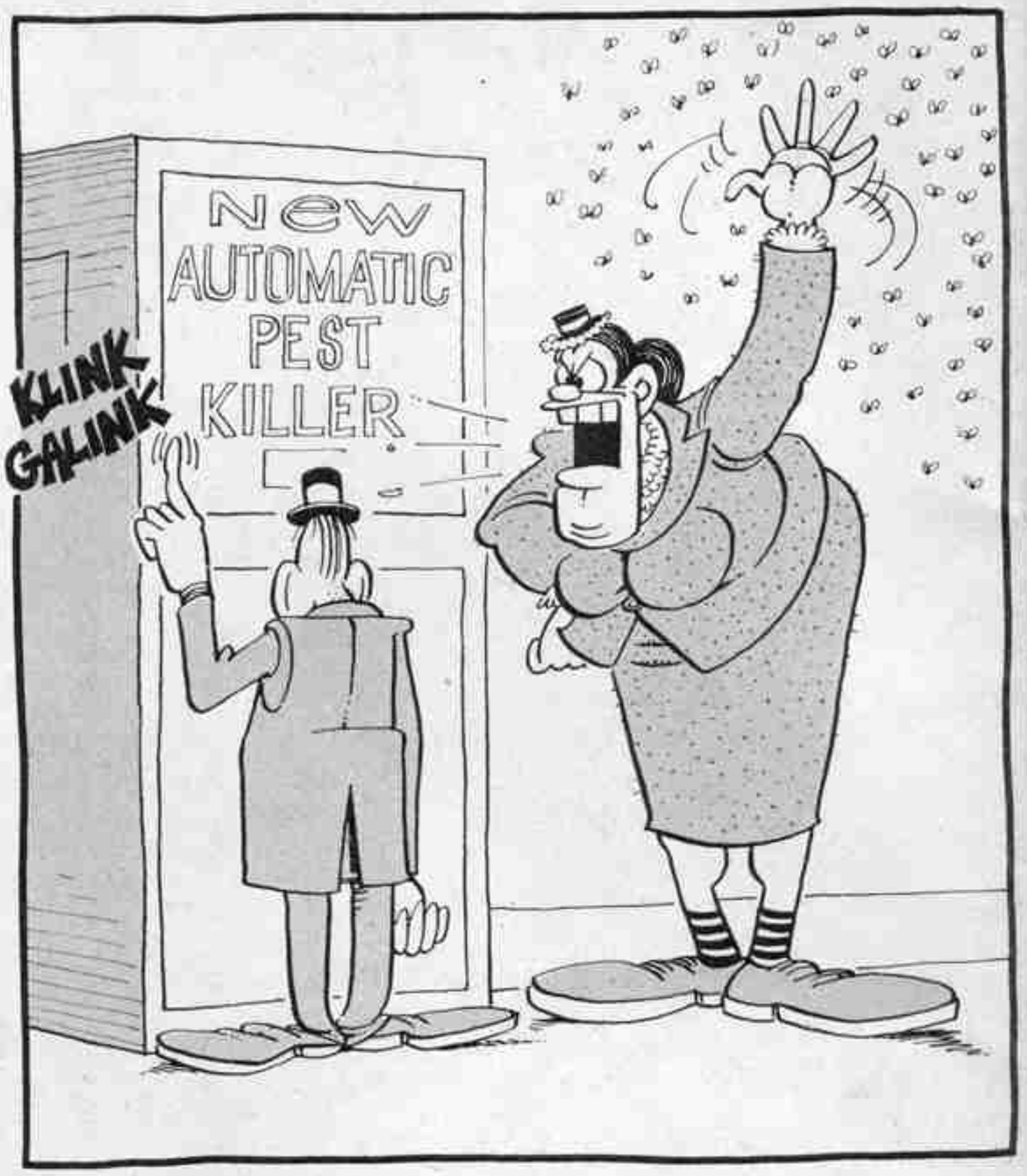
See what I mean?

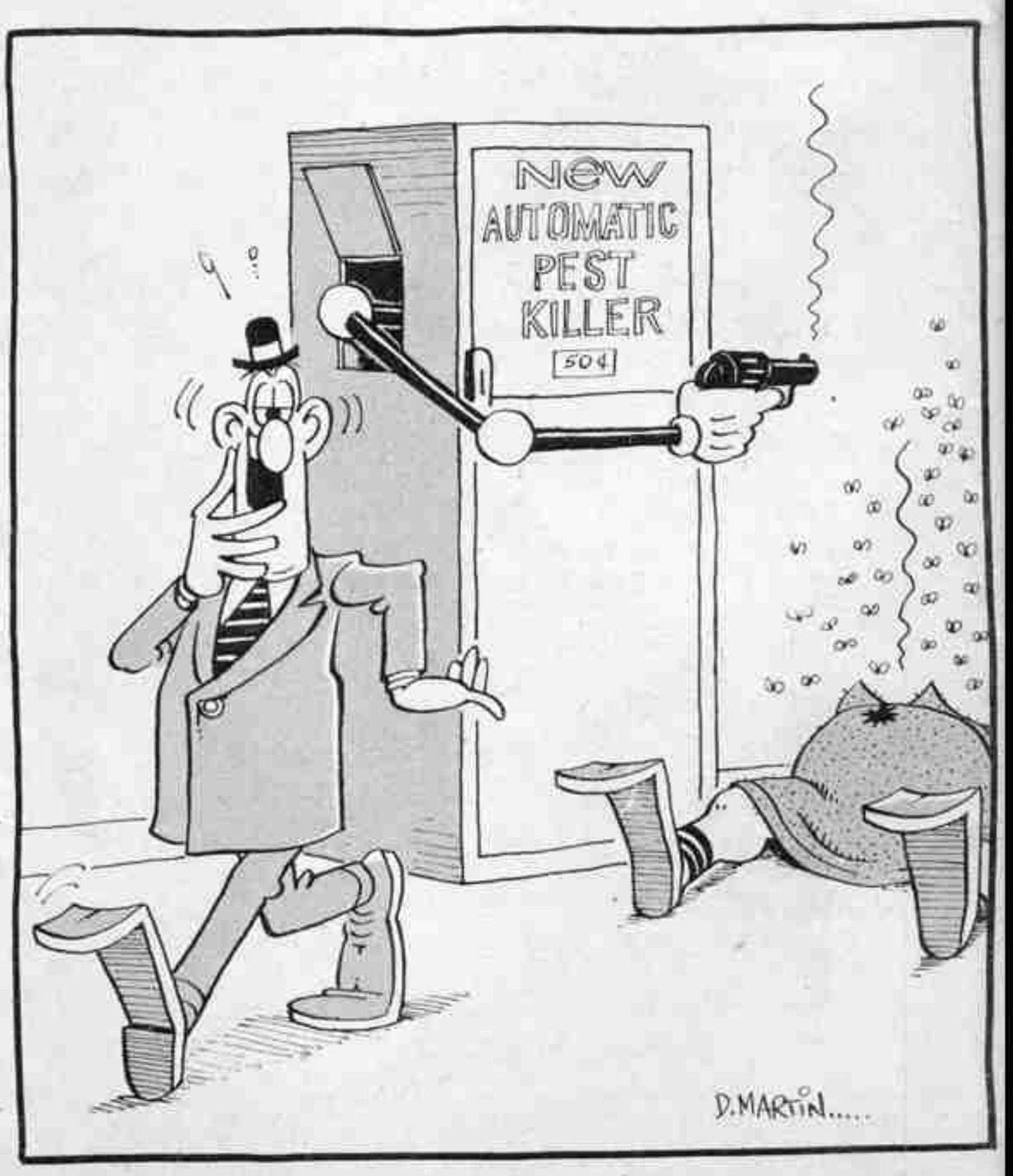
Well, we've made **SOME** progress! At least **Mama** doesn't do **windows!**

THAT oldie again! We haven't made much progress in the **Humor Department,** either!

DON MARTIN DEPT. PART III

ONE EVENING IN A BUS STATION





WHERE ARE SOME VERY SUCCESSFUL ACTORS COMING FROM LATELY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

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

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

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

ARTIST & WRITER:
AL JAFFEE

A▸ ◂B

WHERE ARE SOME VERY SUCCESSFUL ACTORS COMING FROM LATELY?

FOLD PAGE OVER LIKE THIS!

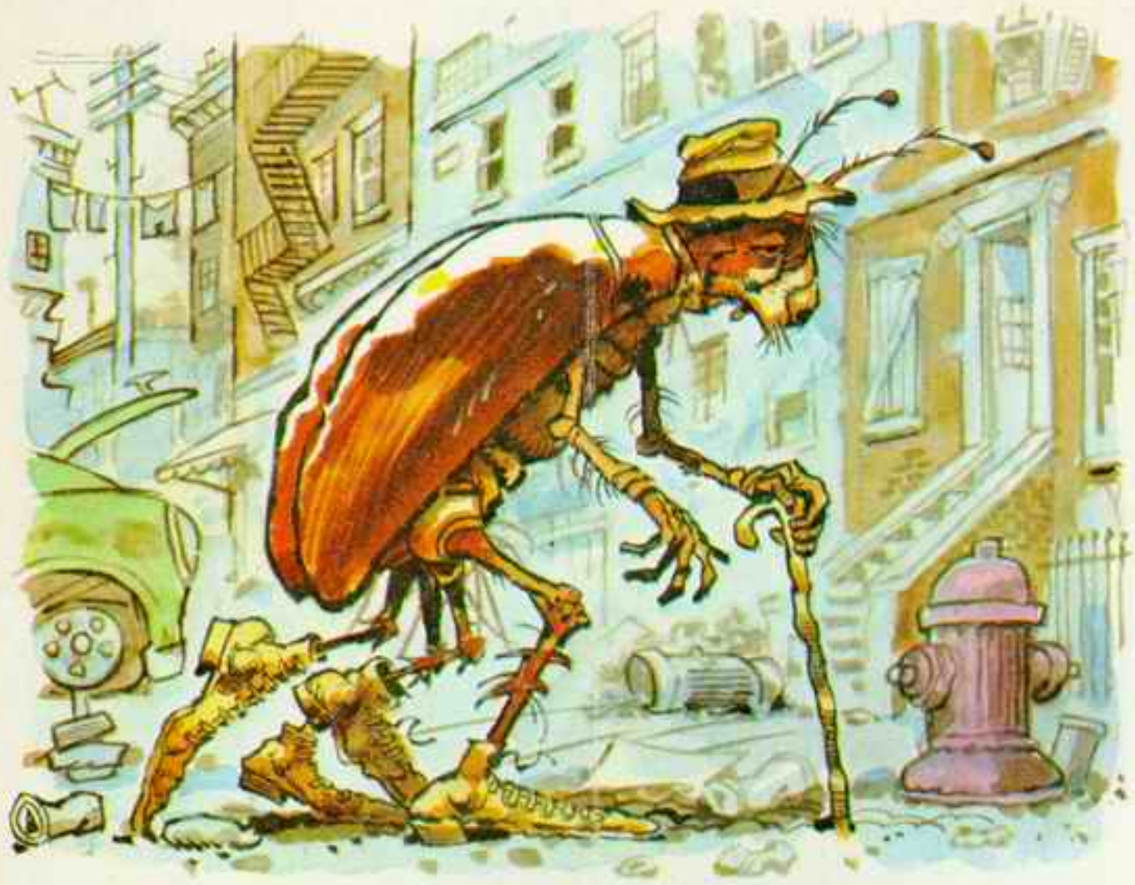
A▸◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

THE MACHINE SHOP

A▸◂B

ONE NIGHT IN THE CITY



ARTIST: JACK DAVIS

WRITER: AL JAFFEE