

No.  
211  
Dec.  
'79

# MAD<sup>IND</sup>®

OUR PRICE  
**75c**  
CHEAP



EXCLUSIVE: SPECTROGRAM REVEALS NO GASOLINE ON MARS, EITHER!

real advertisement



# AT LAST! A BOARD GAME THAT TURNS YOU, YOUR FAMILY AND FRIENDS INTO RAVING LOONIES!

The goofed up, wacked out,  
insane, weirdo, off beat, odd ball,  
freaky, idiotic, new

## **MAD MAGAZINE GAME.**

Now at unsuspecting stores everywhere!



A Real Game From **PARKER BROTHERS**  
Mad Magazine designs © 1979 E.C. Publications, Inc.  
Game Design © 1979 Parker Brothers, Beverly, MA

real advertisement

# MAD

"They really shouldn't ban praying in public schools! After all, that was the only way most of us got through!"—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,**

**DAVID FRAZIER** subscriptions

**CONTRIBUTING ARTISTS AND WRITERS**  
the usual gang of idiots

## DEPARTMENTS

|                                                             |    |
|-------------------------------------------------------------|----|
| <b>ACCLAIM JUMPING DEPARTMENT</b>                           |    |
| The MAD Overrated-Underrated Book .....                     | 40 |
| <b>BERG'S-EYE VIEW DEPARTMENT</b>                           |    |
| The Lighter Side Of Guilt .....                             | 18 |
| <b>BYGONE BUY-GONES DEPARTMENT</b>                          |    |
| The Yellow Pages Through History (Paleolithic Period) ..... | 24 |
| <b>CHILD'S PLAGUE DEPARTMENT</b>                            |    |
| Sibling Misery Is .....                                     | 14 |
| <b>DON MARTIN DEPARTMENT</b>                                |    |
| Early One Morning High In A Tree Top .....                  | 23 |
| Late One Fine Afternoon On An Uptown Bus .....              | 34 |
| One Evening In A Nice Young Couple's House .....            | 48 |
| <b>GAME SHOW DEPARTMENT</b>                                 |    |
| The Gift .....                                              | 35 |
| <b>GIVIN' 'EM A RIBBIN' DEPARTMENT</b>                      |    |
| MAD Medals Of The Issue (Medical Workers) .....             | 17 |
| <b>HONESTY IS THE BEST POLITICS DEPARTMENT</b>              |    |
| MAD's Ingenious Plan For A More Efficient Government .....  | 37 |
| <b>JOKE AND DAGGER DEPARTMENT</b>                           |    |
| Spy Vs. Spy .....                                           | 42 |
| <b>LETTERS DEPARTMENT</b>                                   |    |
| Random Samplings Of Reader Mail .....                       | 2  |
| <b>LIB-SCHTICK DEPARTMENT</b>                               |    |
| When Women Take Over Movies Completely .....                | 30 |
| <b>MARGINAL THINKING DEPARTMENT</b>                         |    |
| "Drawn-Out Dramas" By Aragones .....                        | ** |
| <b>NEEDLEPOINT OF VIEW DEPARTMENT</b>                       |    |
| The MAD Ad Man's Sampler .....                              | 12 |
| <b>PORTAL TO PORTAL PLAY DEPARTMENT</b>                     |    |
| A MAD Look At Doors .....                                   | 26 |
| <b>THE BEST LAID PLANTS... OFT GO BOOM DEPARTMENT</b>       |    |
| "The China Sin-Dome" (A MAD Movie Satire) .....             | 4  |
| <b>WARNING: CONTAINS CYCLE-MATES DEPARTMENT</b>             |    |
| "CHimps" (A MAD TV Show Satire) .....                       | 43 |

\*\*Various Places Around The Magazine

MAD (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A.: 16 issues \$12.00. Outside U.S.A.: 16 issues \$13.00. Entire contents copyright © 1979 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

## VITAL FEATURES

**"THE CHINA SIN-DOME"**  
(A Movie Satire)  
Pg. 4



SHAME ON YOU!!



**THE LIGHTER SIDE OF GUILT**  
Pg. 18

**A MAD LOOK AT DOORS**  
Pg. 26



**WHEN WOMEN TAKE OVER MOVIES COMPLETELY**  
Pg. 30

**MAD'S PLAN FOR A MORE EFFICIENT GOVERNMENT**  
Pg. 37



**"CHIMPS"**  
(A MAD TV Show Satire)  
Pg. 43

# WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE  
LAST ISSUE AT THE NEWSSTAND?

# SUBSCRIBE TO MAD

AND HAVE IT MAILED TO YOUR HOME!

use coupon or duplicate

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

I enclose \$12.00\*. Enter my name on  
your subscription list, and mail me  
the next 16 issues of MAD Magazine.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*In Canada, \$13.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside U.S.A. and Canada, \$13.00, 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!

## OVER 10 MILLION SOLD!

Yep, over 10 million MAD readers are sold on the idea that these ads offering full color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid, suitable for framing or wrapping fish, will never work! So be an exception to the fool! Prove them wrong! Mail: 35c for one, 75c 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.



### NATIONAL SAFETY COUNCIL'S NEUMAN

I'm glad to see Alfred finally got his award (Safety's Man Of The Year), in the cause that either safeguards or vexes all of us; i.e. the 55 speed limit and "child-proof" medicine bottles!

Edward F. Geis  
Chesapeake, Va.

### INVASION OF THE BOOTY SNATCHERS

Drucker and Hart's "Booty Snatchers" made my Venus flytrap barf! That's more than it did when I took it to see the movie.

David Green  
San Juan Capistrano,  
California

"Invasion Of The Booty Snatchers" really grew on me!

Phil Kopp  
Seattle, Wash.

I was very pleased to see the reference to the Burpee Seed Company on the Lima "Pod" in your satire, "Invasion Of The Booty Snatchers." It is encouraging to know that Alfred E. Neuman and friends not only know something about humor, but also gardening. I am not sure that Burpee breeders have quite yet developed a Lima plant that produces humans, but with some MAD inspiration, who knows what could happen!

W. Atlee Burpee IV  
W. Atlee Burpee Co.  
Santa Paula, Calif.

Tell Drucker and Hart that podding was such sweet sorrow!

Keith Pevey  
Houston, Texas

### KUDOS FROM WAY OUT FATHER

Since I was ten years old, MAD has been must reading. I am now a Catholic Priest and MAD continues to be must reading for me. Your satires help all of us to see if we really are who we say we are, and to really look at how our lives represent our real values. Keep poking our minds.

Fr. Phil Schmitter  
Flint, Michigan

### MEANWHILE, BACK AT THE KLAN . . .

As both the director and star of "Animal House," we would like to thank MAD Magazine for offending the Ku Klux Klan (Letters Dept., Sept. '79) in your "Abominal House" satire. It is an honor to be associated with any insult to the Klan.

John Landis  
John Belushi  
Universal City Studios  
Universal City, Calif.

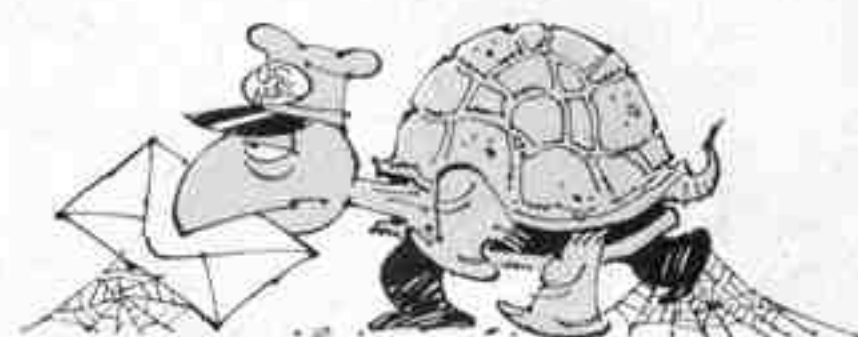
### MAD SALUTES THE TURTLE

After reading "The Turtle," by Coker and Porges, I let my Hortense go swimming in my "inexpensive swimming pool." Then I thought, "Hey! Why don't I give her a whirlpool bath!" And you know something? I haven't seen the ungrateful critter since!

James Ganzer  
New Britain, Conn.

I enjoyed your salute to "The Turtle" but Porges and Coker forgot to mention that turtles can be used as mail carriers by the U.S. Postal Service.

Brandon Hunt  
Malibu, Calif.



Coker's turtle drawings are truly expressive. My turtle has a subscription to MAD himself and the other day I caught him swimming in his new-found "turtle swimming pool!"

Carol Spizman  
Los Angeles,  
California

Now that you have elevated "The Turtle," how about giving snails equal time?

Matthew K. Walt  
Indianapolis, Ind.

### THE GAME OF THE NAME



I'd like to share an intriguing pastime with your readers: trying to guess the title of Dave Berg's "The Lighter Side Of . . ." by reading the article, starting on the last page. It's a lot trickier than you might think. It's fun to see how many panels it takes to guess it right, or who among your friends can guess it first. As a college math teacher, I find it a challenging recreation.

Bill Leonard  
Berkeley, Calif.

It's also much funnier that way!—Ed.

### MAD ASSORTMENT OF EXPOSED JOCKS

Judging by Paul Peter Porges's blundering "Exposed Jocks," the locker-room insurance premiums must far exceed the annual gate receipts.

Charles Poggi  
Hoboken, N.J.

## A MUSICAL COMEDY

I thought you might like to add this to whatever "museum" you have about MAD Magazine. It happened during a Commencement, and the culprit is my son, Sheldon Granor.

Marie Granor  
Dresher, Pa.



PHOTO COURTESY OF THE AMBLER GAZETTE

## THE DISCO MAN

Considering I just studied Alfred Noyes's "The Highwayman" in school, I thoroughly enjoyed Tom Koch and Don Martin's "The Disco Man." Tom and Don put pepper in the Salsa beat.

Matthew Hendley  
Waterloo, Canada

## SHMORK & WINDY

Tonight I watched "Mork & Mindy" on TV and then turned to your TV satire. Presto! Instant replay! However, I think you missed the perfect cover. Mainly, Mork with Alfred's face, saying, "Shazbat ... me worry?"

Lois Aleta Fundis  
Weirton, West Virginia

What you did to Robin Williams in "Shmork & Windy" was absolutely inhuman. Luckily, so is Mork.

Michael Webster  
Tucson, Arizona

I think your "Shmork & Windy" stinks! Mork & Mindy is a funny comedy and you have no right to make fun of shows like that.

Michelle Wall  
Ft. Wayne, Ind.

## RICKARD'S "HEAVY" MINI-POSTER

Rickard's back cover presentiment, the Presidential pickaback, now sadly shapes up as a "fond" farewell to the Chief. Oh, the heat in that White House kitchen!

Joe Capitani  
Rutherford, N.J.

Please Address All Correspondence To:  
MAD, Dept. 211, 485 MADison Avenue  
New York, New York 10022

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

# DOUBLE OR NOTHING!

## WE GET DOUBLE... YOU GET NOTHING!

### TWO GOOD BETS FROM YOUR MAD BOOKMAKERS!



FIRST, AN  
ALL-NEW  
**LONGSHOT**  
ON TRAVEL

\*  
THEN, A  
COLLECTION  
OF GREAT  
OLD

**MAD**  
FAVORITES



## EITHER WAY YOU LOSE... MAINLY YOUR SANITY!

(But you win a stable of horse-laughts!)

On Sale Now At Your Favorite Bookstand—Or Yours By Mail

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

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

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PLEASE  
SEND ME:

☐

MAD AROUND  
THE WORLD

☐

THE ABOMINABLE  
SNOW MAD

ALSO PLEASE SEND ME THE  
BOOKS CHECKED BELOW:

- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ MAD in Orbit
- ☐ The Voodoo MAD
- ☐ Howling MAD
- ☐ Burning MAD
- ☐ MAD Power
- ☐ The Dirty Old MAD
- ☐ Polyunsaturated MAD
- ☐ The Recycled MAD
- ☐ The Non-Violent MAD
- ☐ The Rip-Off MAD
- ☐ The Token MAD
- ☐ The Pocket MAD
- ☐ The Invisible MAD
- ☐ Dr. Jekyll & Mr. MAD
- ☐ Steaming MAD
- ☐ MAD at You
- ☐ Hooked on MAD
- ☐ The Cuckoo MAD
- ☐ A MAD Scramble
- ☐ Swinging MAD
- ☐ MAD Clowns Around

- ☐ The MAD Treasure Chest
- ☐ MAD Sucks
- ☐ Super MAD
- ☐ DON MARTIN Cooks
- ☐ DON MARTIN Comes on Strong
- ☐ DON MARTIN Carries On
- ☐ DON MARTIN Steps Further Out
- ☐ DON MARTIN Forges Ahead
- ☐ DON MARTIN Digs Deeper
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
- ☐ DAVE BERG Looks At Living
- ☐ DAVE BERG Looks Around
- ☐ DAVE BERG Loving Look
- ☐ 3rd MAD Dossier of SPY vs. SPY
- ☐ 4th MAD Classified SPY vs. SPY
- ☐ 5th MAD Report on SPY vs. SPY
- ☐ A MAD Look at Old Movies
- ☐ Return of MAD Old Movies
- ☐ MAD-vertising
- ☐ A MAD Look at TV
- ☐ A MAD Guide to Leisure Time
- ☐ MAD Guide to Self Improvement

- ☐ AL JAFFEE's MAD Book of Magic
- ☐ More AL JAFFEE's Snappy Answers
- ☐ AL JAFFEE's Monstrosities
- ☐ Still More JAFFEE Snappy Answers
- ☐ AL JAFFEE Inventions
- ☐ Aragon's MAD-ly Yours
- ☐ Aragon's in MAD We Trust
- ☐ Aragon's MAD As the Devil
- ☐ Aragon's Incurably MAD
- ☐ Aragon's Shootin' MAD
- ☐ MAD For Better or Verse
- ☐ Sing Along With MAD
- ☐ MAD About Sports
- ☐ More MAD About Sports
- ☐ Politically MAD
- ☐ MAD Look at the Future
- ☐ MAD Cradle to Grave Primer
- ☐ The MAD Make-Out Book
- ☐ The MAD Book of Revenge
- ☐ The MAD Guide to Careers
- ☐ History Gone MAD
- ☐ MAD Stew
- ☐ Clods' Letters to MAD

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

I ENCLOSE \$1.25 FOR EACH  
(Minimum Order: \$3.75)

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

**THE BEST LAID PLANTS ... OFT GO BOOM DEPT.**

In the past, there have been many hit motion pictures that have echoed sensational news stories. But recently, there was a sensational news story that echoed a hit motion picture. Some people say it was a coincidence, some people say it was ESP, and a few people claim it was a stunt by a publicity man that got out of hand. The incident, of course, was the "Three Mile Island Nuclear Power Plant Mishap" ... and the movie, of course, was the thrilling, frightening account of what goes on under:

Which sounds better? "255 die in plane crash!" ... "137 die in plane crash!" Or "14 die in plane crash!"?

I think "137 die in plane crash!" 255 is too high! It might ruin people's dinner! And 14 is too low! No one will care!

How can you **MAKE UP** news headlines like that?

We're members of the **WRITER'S GUILD!** We're paid to be creative!

Honey, I need help fast! The phone at the Weather Bureau is busy, and I have to make my forecast in three minutes! Can you look out the window for me?

Er ... does anybody know when we're going to finish shooting this last scene?

Yeah! We've been waiting around here a long time!

Good Heavens! Didn't anyone tell you?!? They wrapped up "NETWORK" three years ago! Go home! **GO HOME!**



Attention! One minute to air!

We're opening with the Clowns, cutting to the Marching Band, then dissolving to the Hot Dog Eating Contest ... right?

Right! Boy, directing a "News Show" is really tough!!

Hey, this is Kiddingly Welts! I can't go on at the top of the show! My cameraman went to the bathroom, and he took his Mini-Cam with him!

We know!! And the jerk left it on!! No matter what—don't ANYBODY cut to that remote Mini-Cam camera!!

**CAM 2**

**CAM 3**

GET DRUCKER

# The China Sin-Drome

Okay, cue Kiddingly!!

Hi! This is Kiddingly Welts ... with today's "CALIFORNIA SWEET"...

... a bit of very light news designed to take your mind off all the sadness in the world ... by making you think of all the NAUSEA you'll get as you watch this segment!



... so if you want to send a special telegram to someone, "Lively Wires" has the answer! Its service is very different from Western Union in TWO ways! First, they SING the telegram! And second, they ACTUALLY DELIVER the message! Not only does "Lively Wires" have "SING-GRAMS," they also have "DANCE-GRAMS," GIFT-GRAMS" and for people you hate ... "BOMB-GRAMS"!



Okay, everybody, let's pack it up! We have to get right over to the Banana Nuclear Plant to film our Energy Special!

Miss Welts? I have this FLOWER DELIVERY for you! That'll be \$10.00!

I owe YOU \$10.00?!!

That's right! It's a "C.O.D.-GRAM"!



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

Hello! I'm Bull Glib ... the Public Relations man for C.G.&E.!

C.G.&E.? Is that "California Gas & Electric?"

Yeah, but around here, we jokingly refer to it as "California Gouging and Embezzlement"! Now let me show you how nuclear power works!

A nuclear chain reaction produces heat, the heat produces steam, the steam turns the turbine, the turbine rotates the generator, the generator powers the computer, and the computer sends out your Electric Bills! So, the faster we turn the turbine, the higher your Electric Bills!



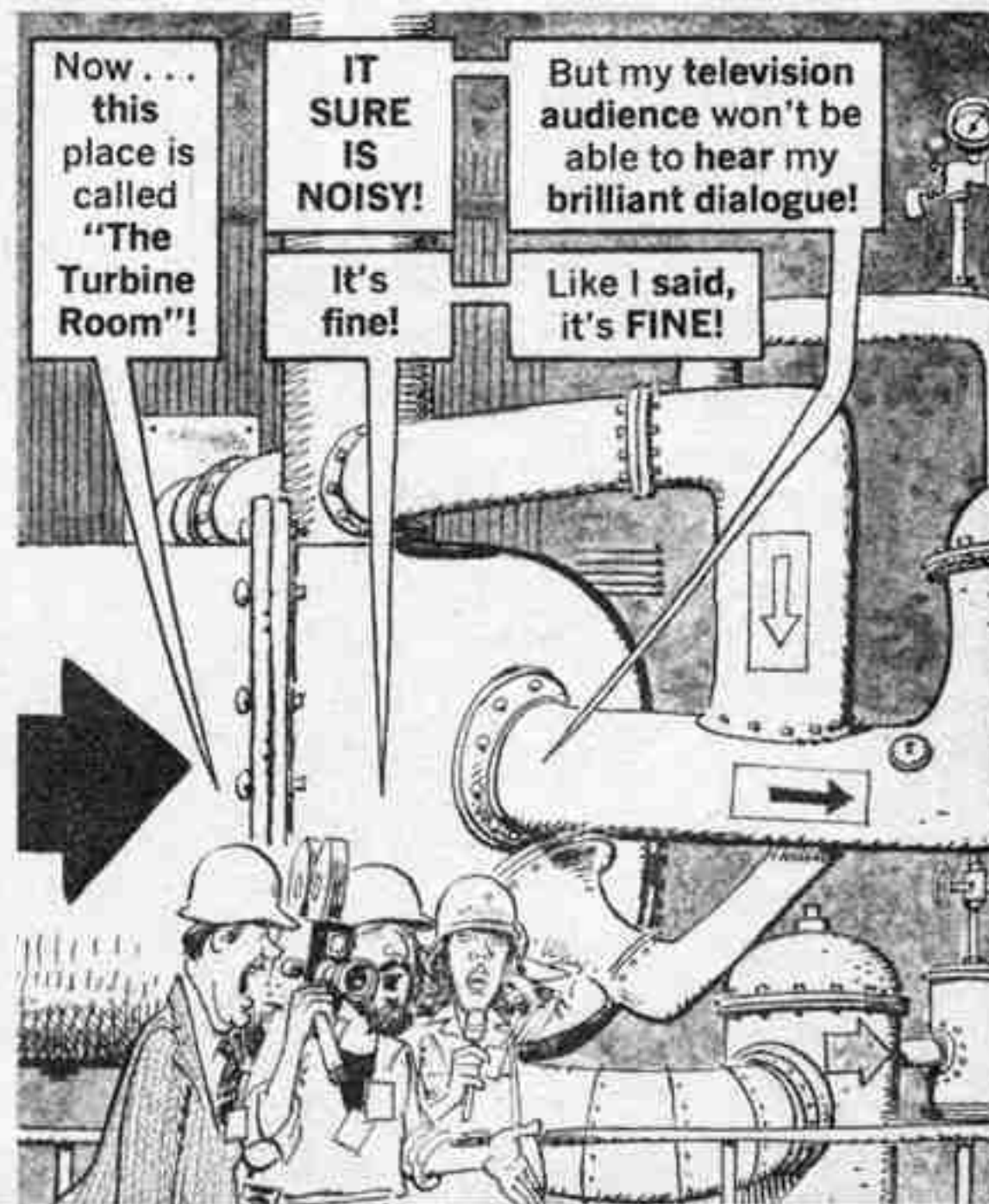
Now ... this place is called "The Turbine Room"!

IT SURE IS NOISY!

It's fine!

But my television audience won't be able to hear my brilliant dialogue!

Like I said, it's FINE!





Now, down there is the **Control Room** . . . but I'm afraid you cannot photograph it for security reasons!

What kind of security reasons?

If people on the outside see how casually we run this plant, they'll lose their **SECURE FEELINGS** about nuclear power!



What was that?

That vibration!

Then why is that **ALARM** sounding??

Oh . . . that's our "**Nothing Alarm!**" It sounds when **NOTHING** goes **WRONG!!**

What was **WHAT** . . . ?

Forget it! It was nothing!



We've got a turbine "**trip!**" Take it off the line and stabilize the reactor!

This gauge says we have **TOO MUCH** water in the core!

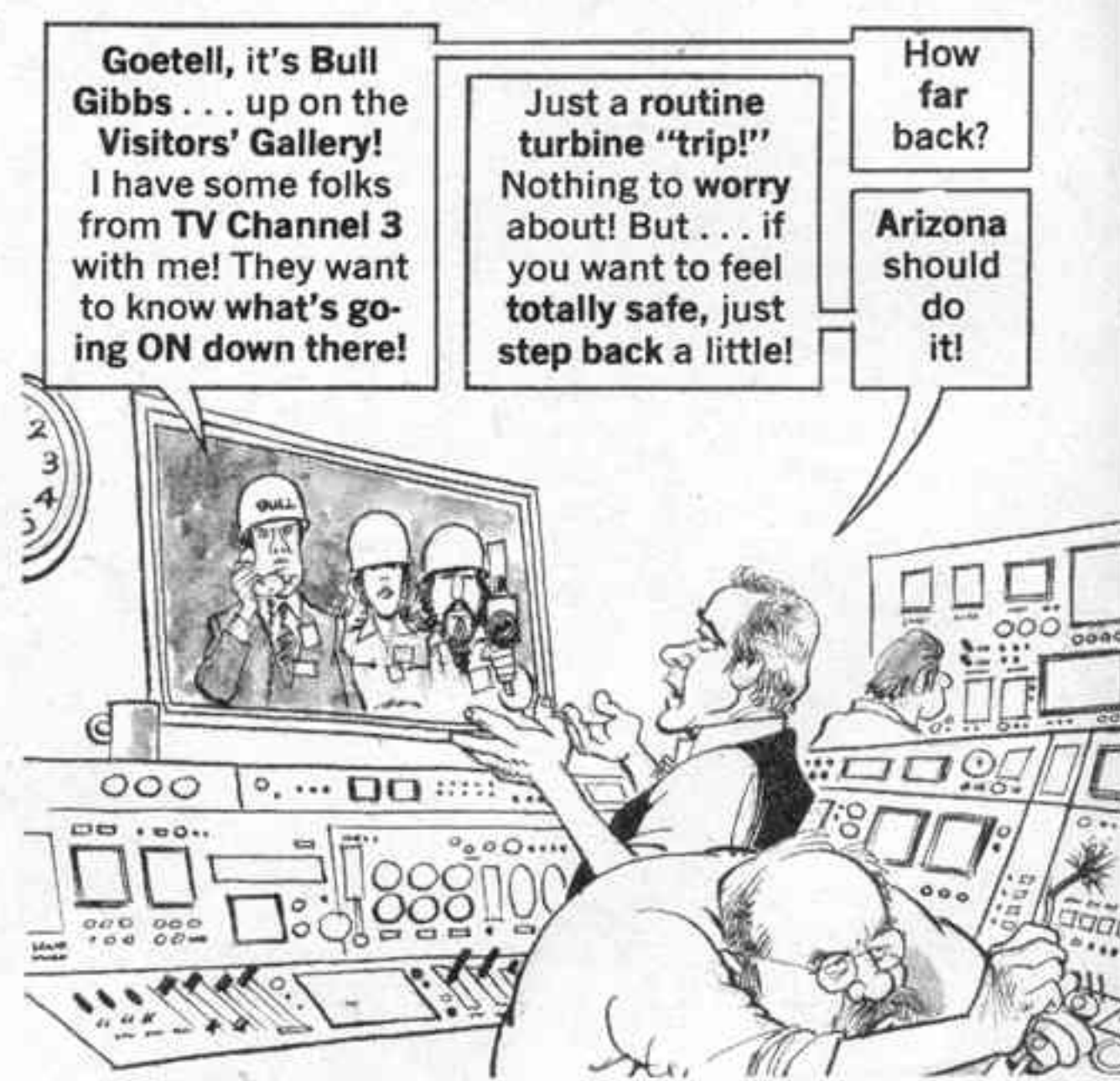
Don't panic! We've got a **second gauge!**

The second gauge says we have **TOO LITTLE** water in the core!

That, men, is the reason we have **THREE** gauges! What does the third gauge say . . . ?

The third gauge is **BROKEN!!**

Damn! If someone would've thought about having **FOUR** gauges, we wouldn't be in the mess we're in right now!

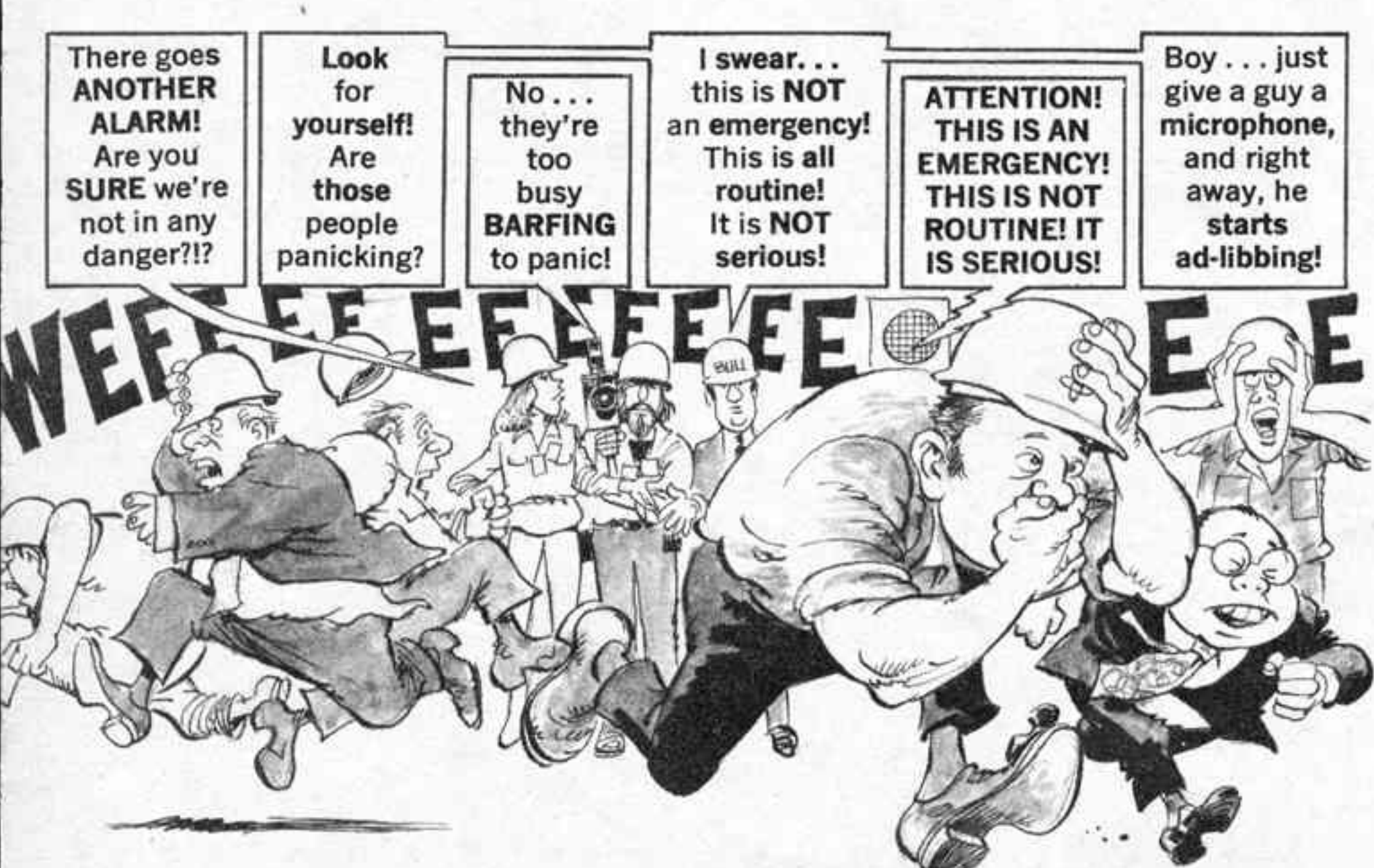


Goetell, it's Bull Gibbs . . . up on the **Visitors' Gallery!** I have some folks from **TV Channel 3** with me! They want to know what's going **ON** down there!

Just a routine turbine "**trip!**" Nothing to worry about! But . . . if you want to feel **totally safe**, just step back a little!

How far back?

**Arizona** should do it!



There goes **ANOTHER ALARM!** Are you **SURE** we're not in any danger?!!?

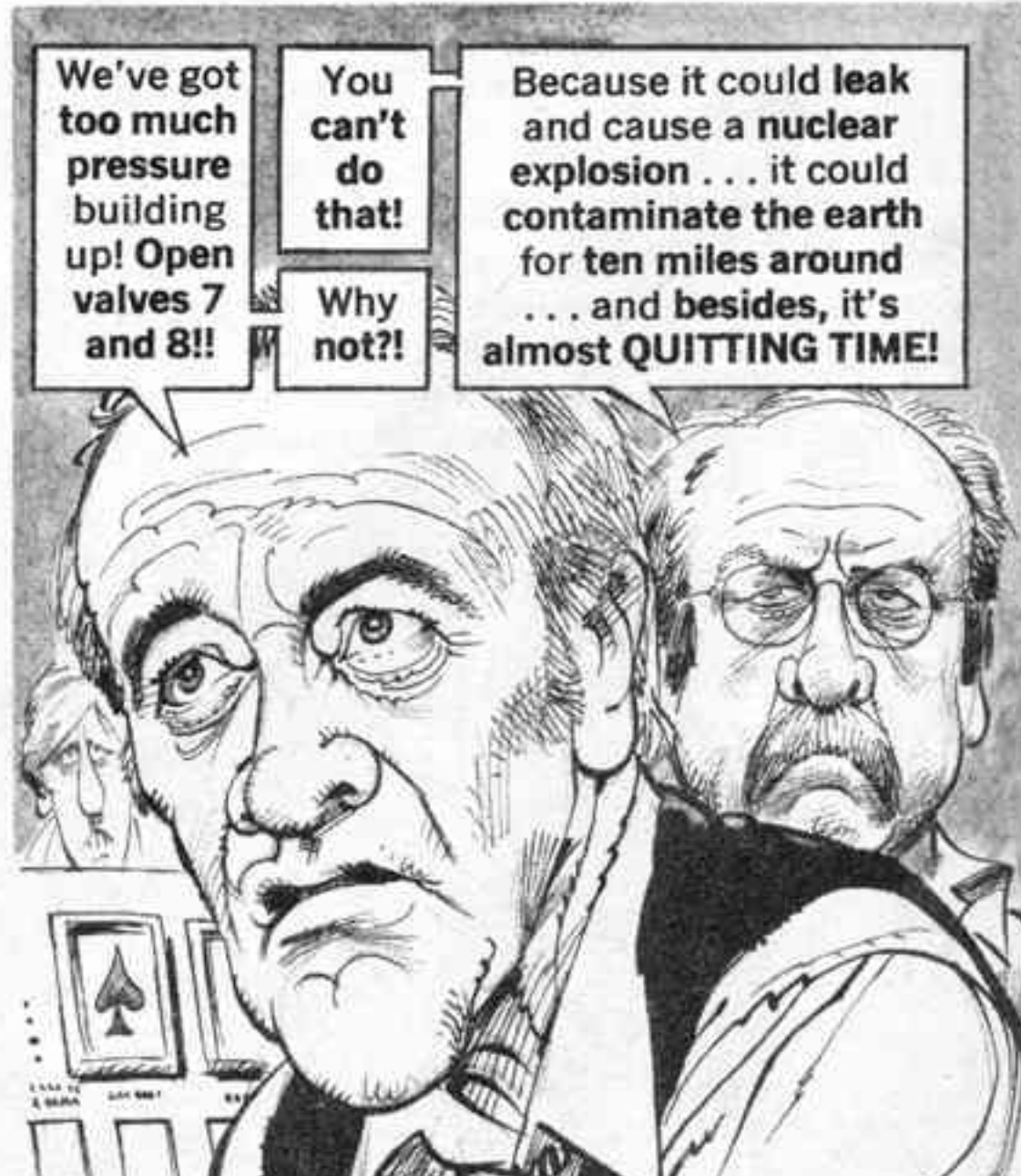
Look for yourself! Are those people panicking?

No . . . they're too busy **BARFING** to panic!

I swear . . . this is **NOT** an emergency! This is all routine! It is **NOT** serious!

**ATTENTION! THIS IS AN EMERGENCY! THIS IS NOT ROUTINE! IT IS SERIOUS!**

Boy . . . just give a guy a microphone, and right away, he starts **ad-libbing!**



We've got **too much pressure** building up! Open valves **7 and 8!!**

You can't do that! Why not?!

Because it could **leak** and cause a **nuclear explosion** . . . it could contaminate the earth for ten miles around . . . and besides, it's almost **QUITTING TIME!**



We've got tonight's lead! Adamant shot film of an actual nuclear accident and no one knows we have it!

Too bad we can't use it! It's totally irresponsible to go on the air without all the facts!

But if we don't use this film, we don't have a **LEAD STORY!**

That's no problem! I'll make one up! Let's see... "Nursery Burns To The Ground! Sixteen Infants Perish!" Or how about "Tornado Hits Old Age Home!"

Boy... look who's talking "irresponsible!!"

**NEWS**

Mr. Sonovitch! I want to do stories with more meat in them! Like today, all I got to do was go to the zoo and cover a lion's birthday party!

Don't worry, Kidding! Tomorrow, we've got an assignment for you that's meaty and weighty and religious! You're going **BACK** to the zoo and cover an elephant's bar mitzvah!

Spineless, after the turbine "trip," did you feel a secondary vibration?

Yeah! It was my stomach! I was scared witless!

I **SWEAR** there was a secondary vibration! Why doesn't this sensitive Vibration Recorder tape **SHOW IT?!!**

Because, for some odd reason, at the very second you claim you felt a secondary vibration, the Recorder needle fell off the machine!

I'm worried about this investigation! The experts from the Atomic Energy Agency are really digging deep! They even asked me my home phone number!

Don't worry! You'll come out just fine!

That's easy for **YOU** to say! You're an engineer and an ex-Navy man! I'm just an ordinary worker! I didn't even know till today this is a **NUCLEAR** Power Plant!

**DO NOT ENTER INVESTIGATION GOING ON**

You can stop worrying and go home now, Spineless! The investigation is over! I don't think they want to see you...!

Oh...? How come?

I told them exactly what happened... and they all **FAINTED!**

You better find your cameraman, Adamant! He stole the film of the nuclear power plant accident out of the film vault!

WHAT?! How did he get into the vault?

The vault is **NEVER** locked! Who ever heard of a **Network Executive** with brains enough to remember a combination to a safe?!!

Hi! Won't you join me?

Well, this **IS** a coincidence! That I work at the power plant?

That out of all the bars in California, I pick the same one you're in!

**BAR**

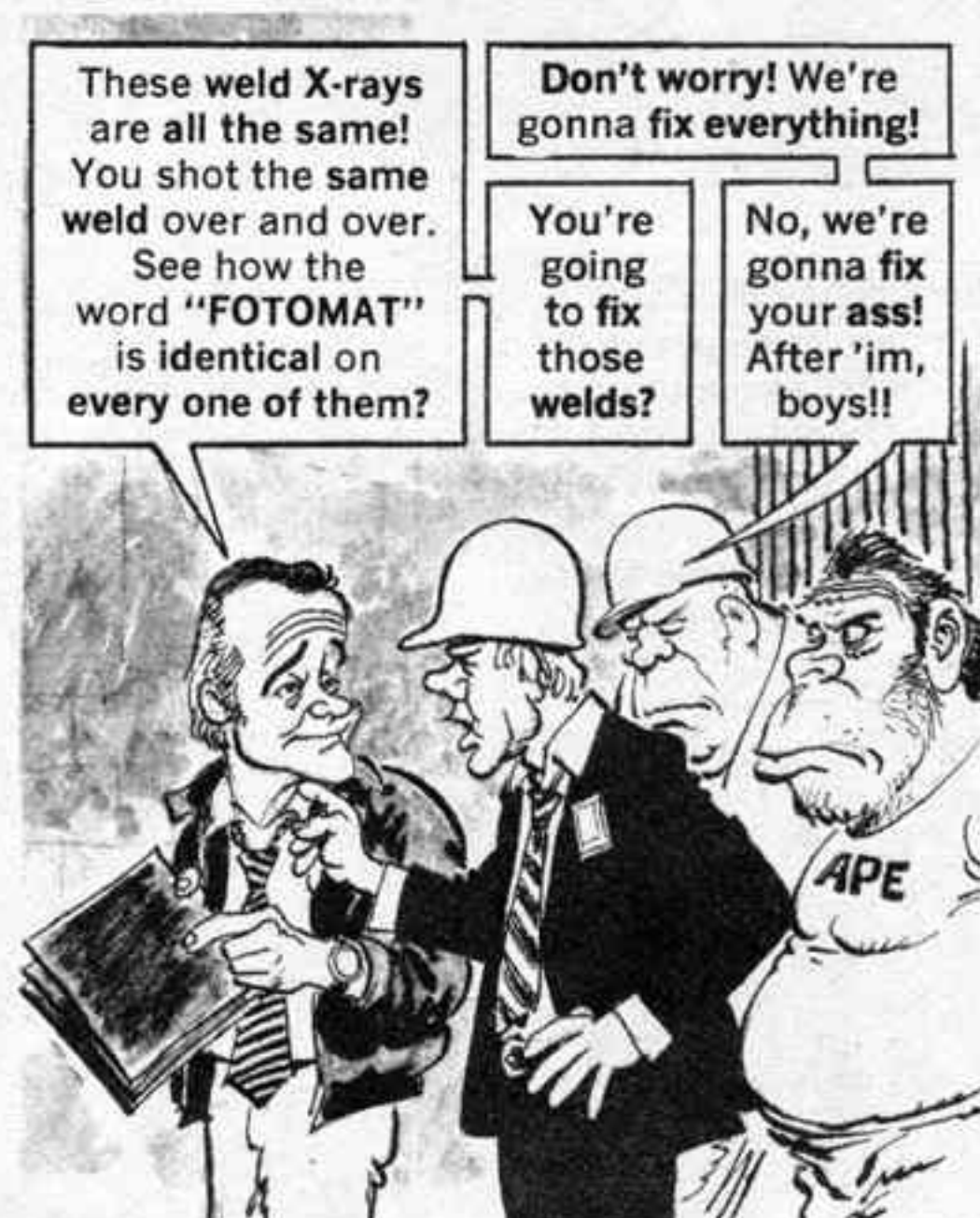
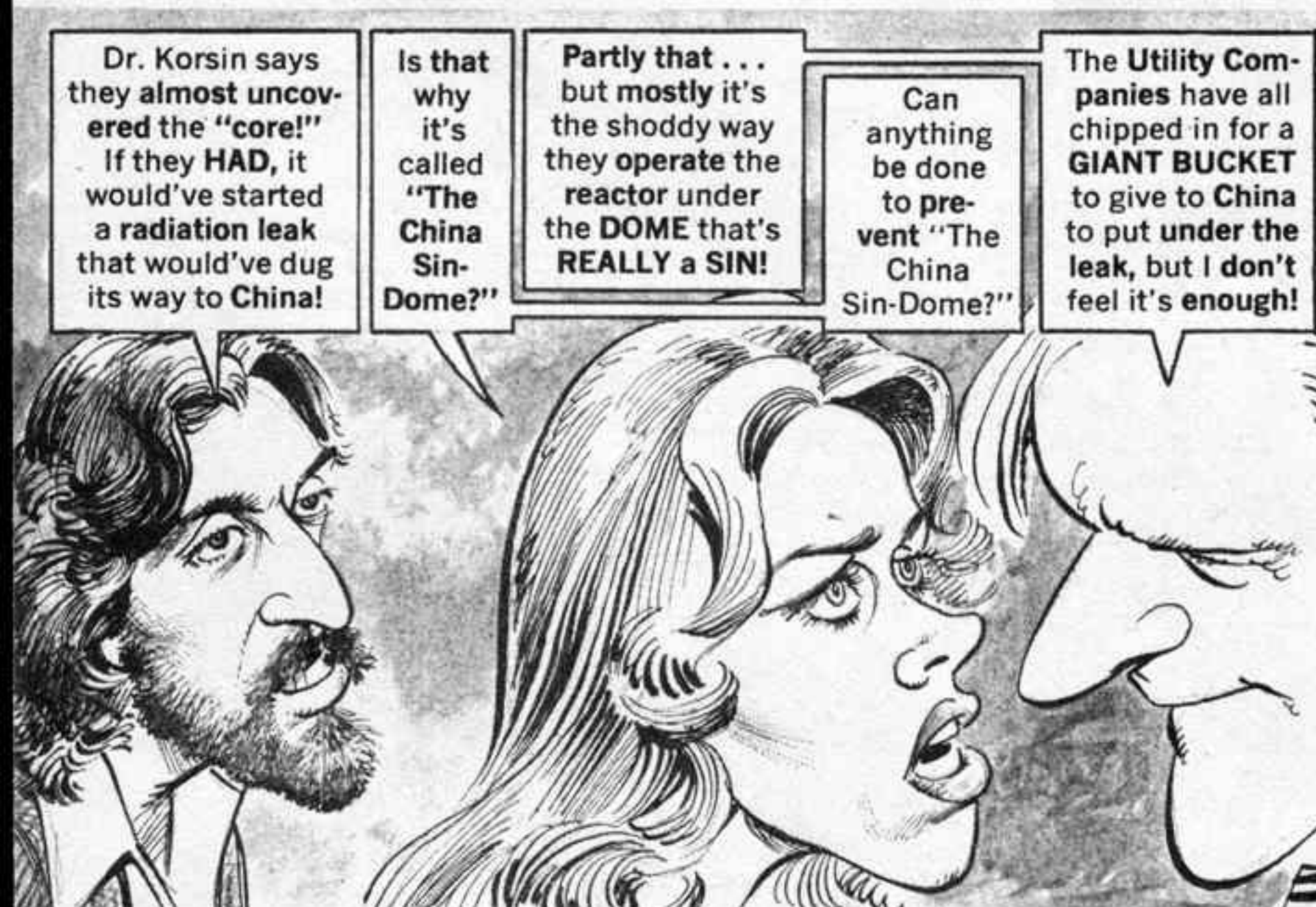
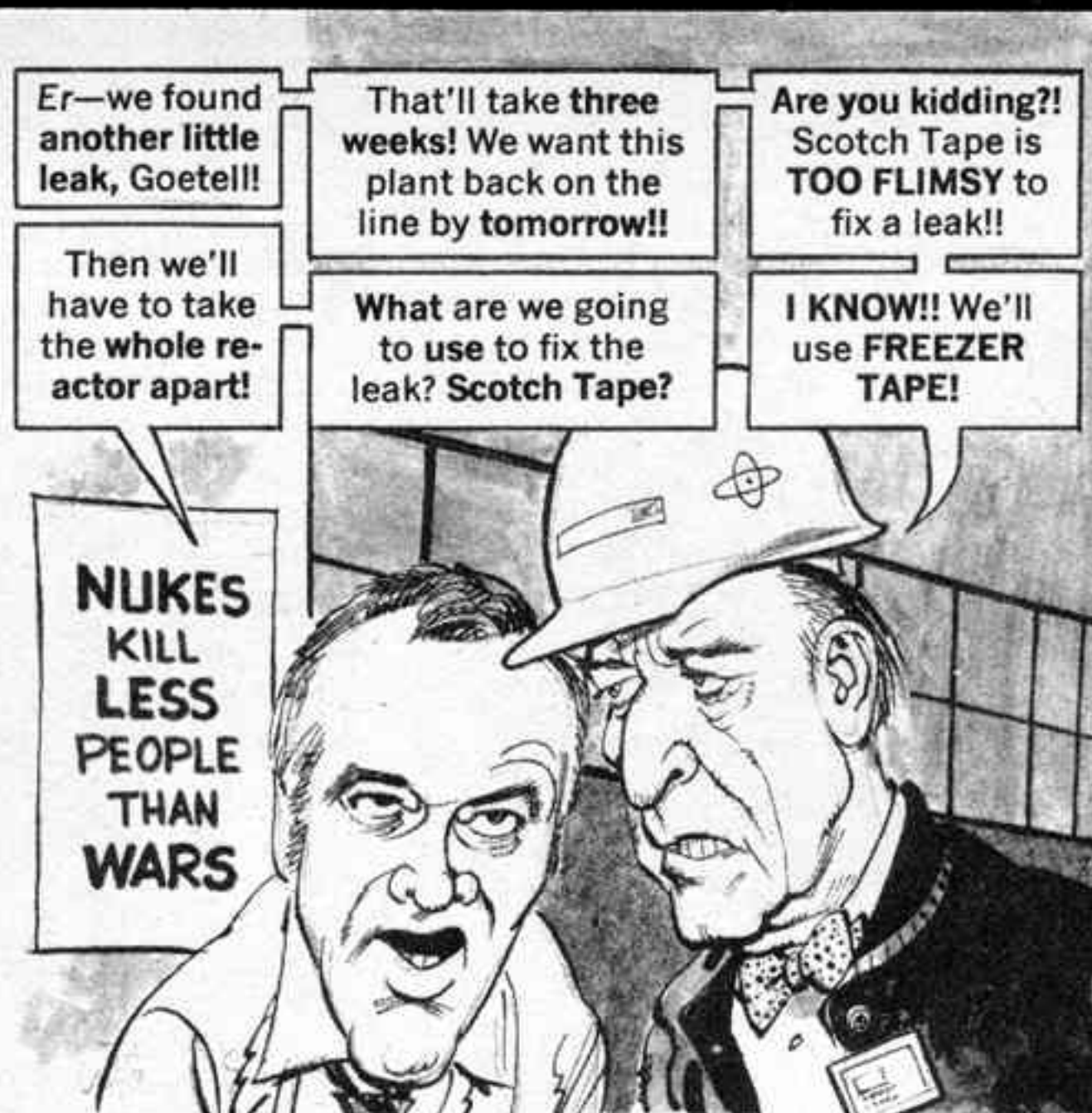
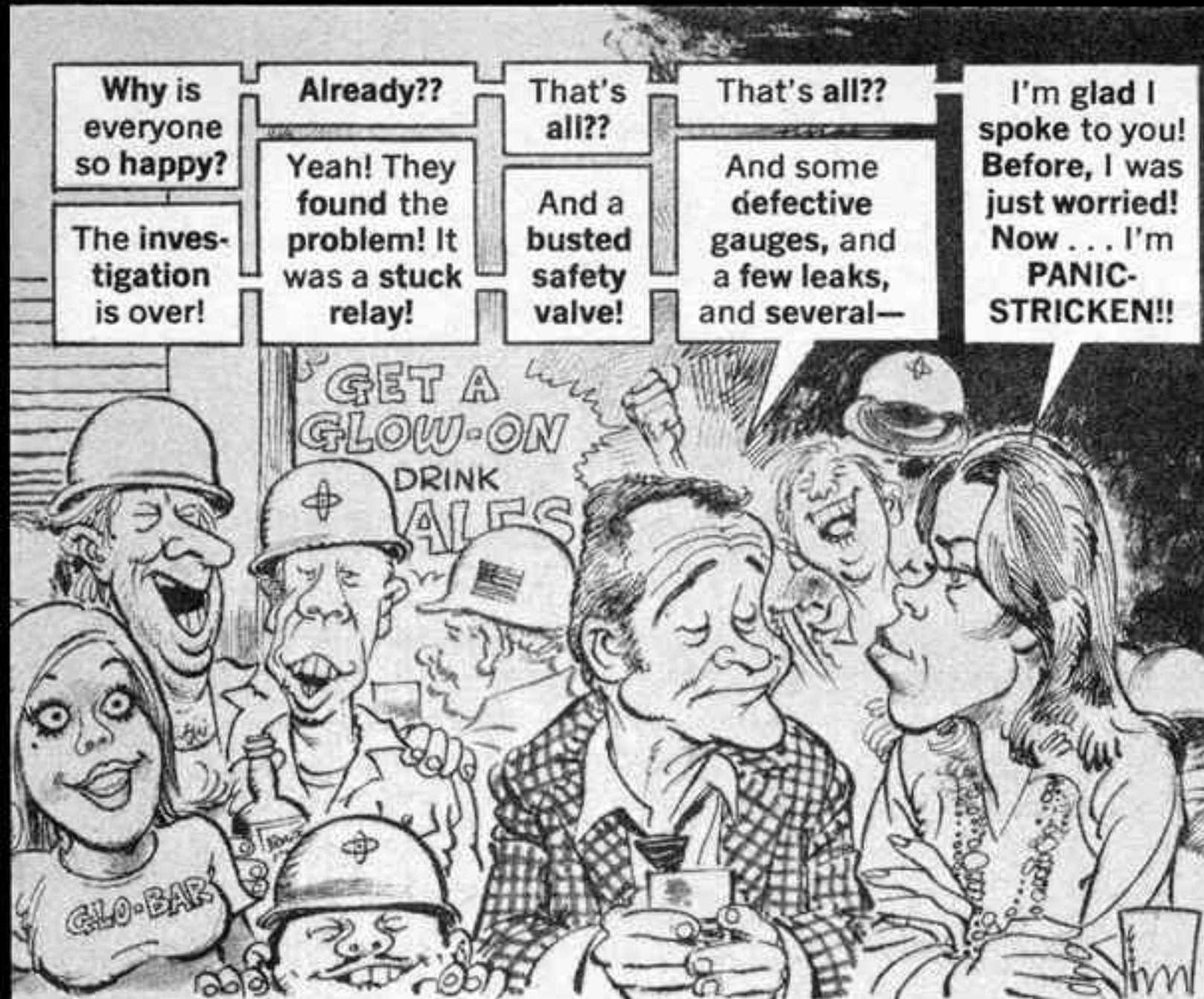
**EXIT**

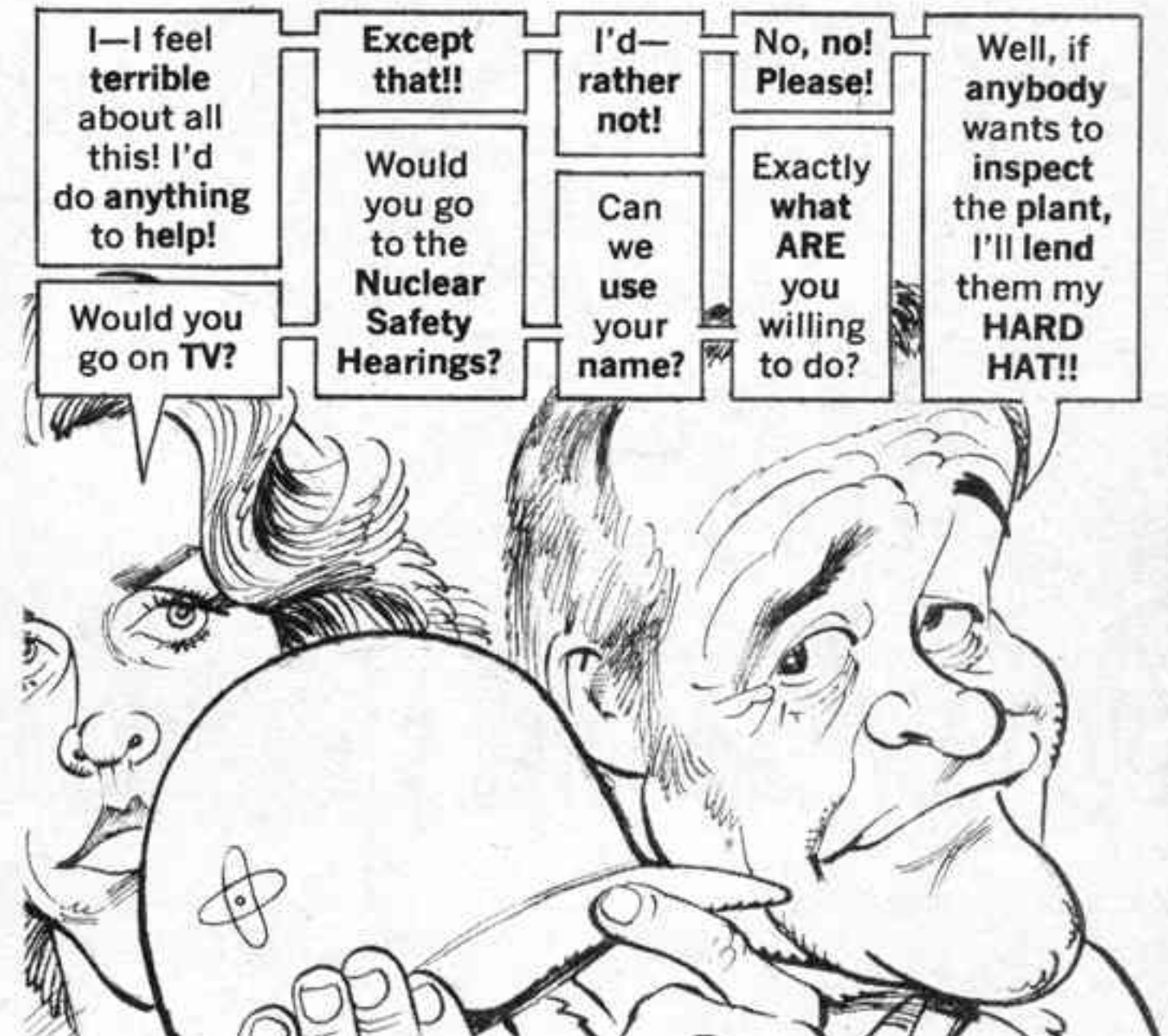
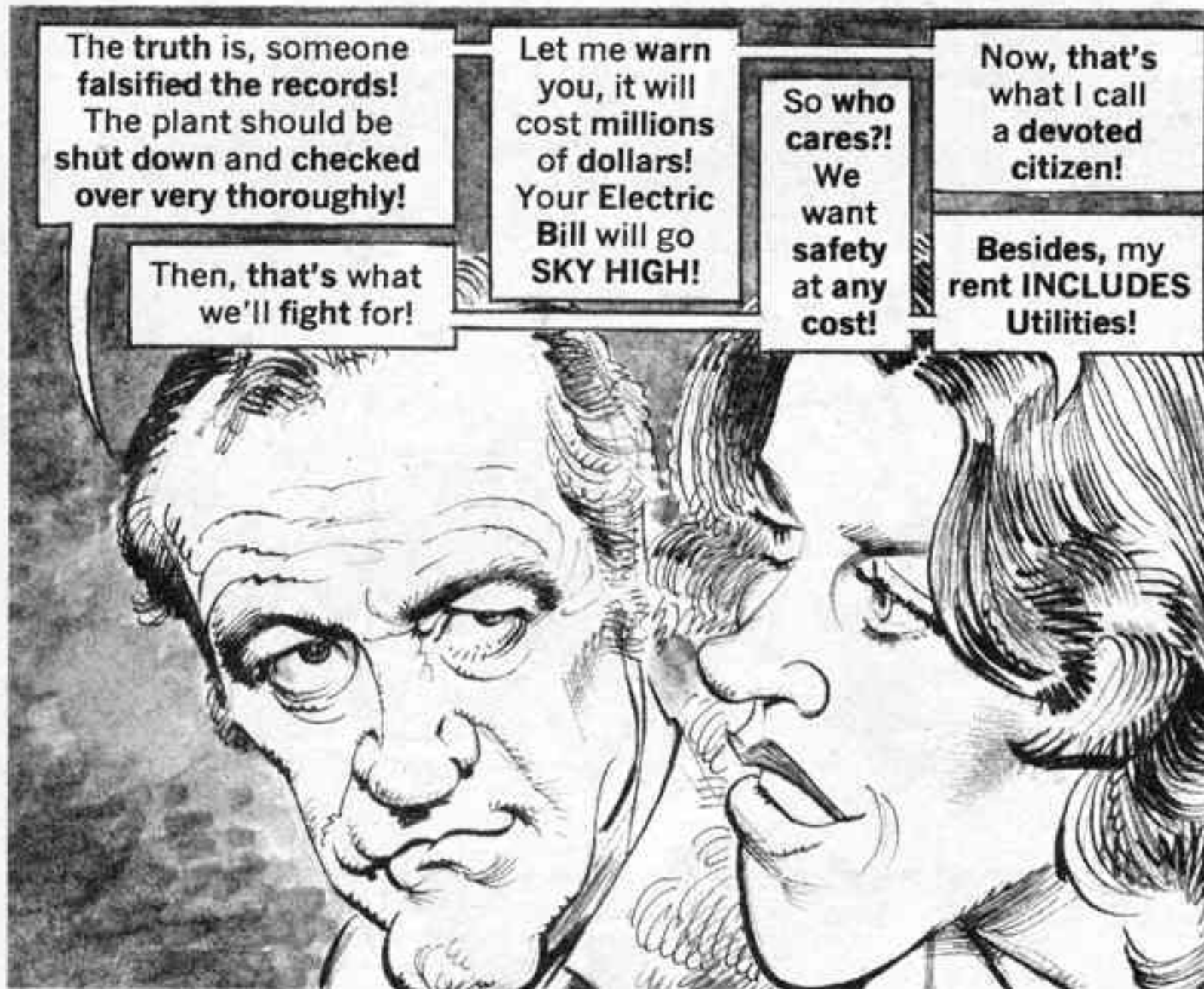
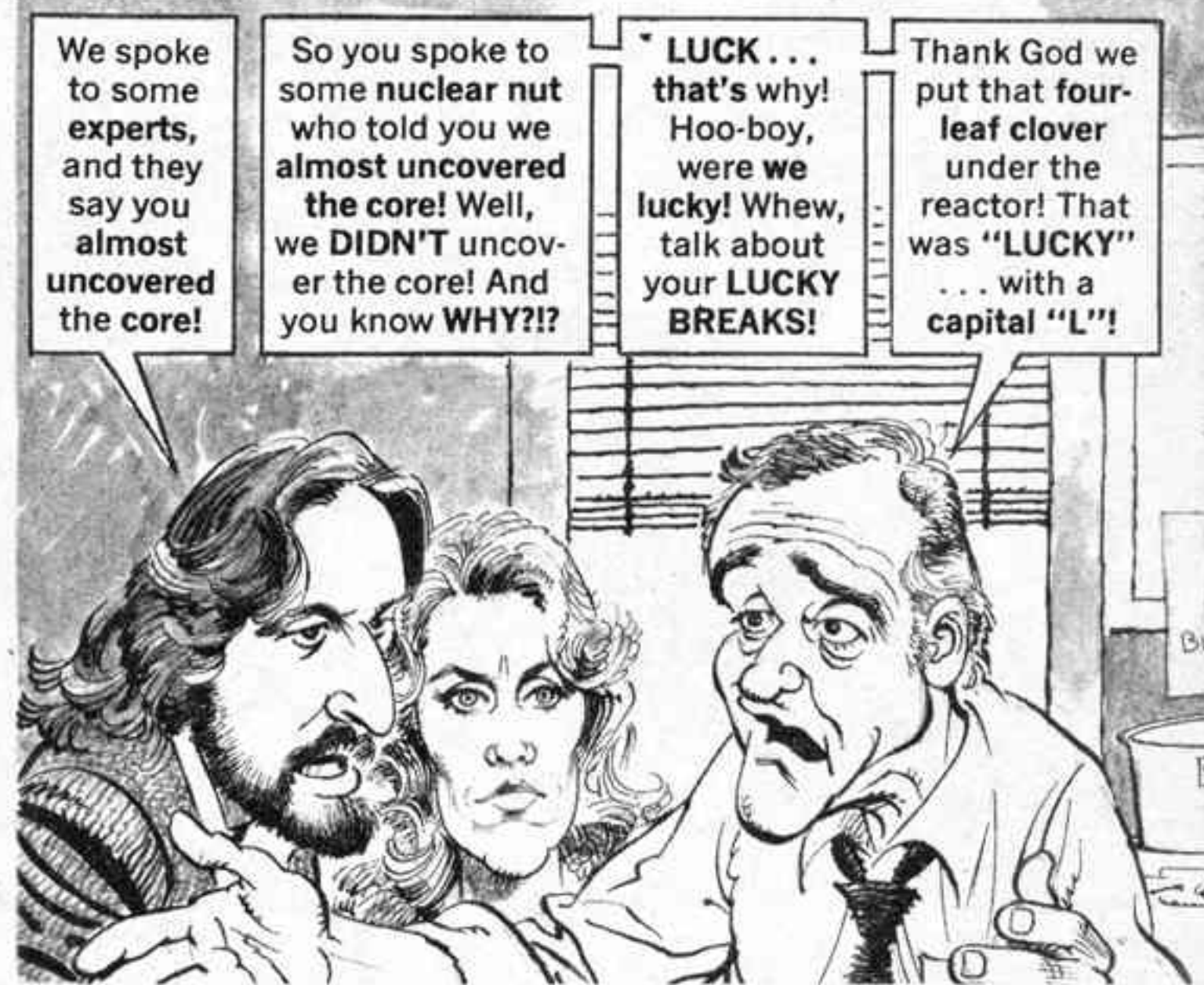
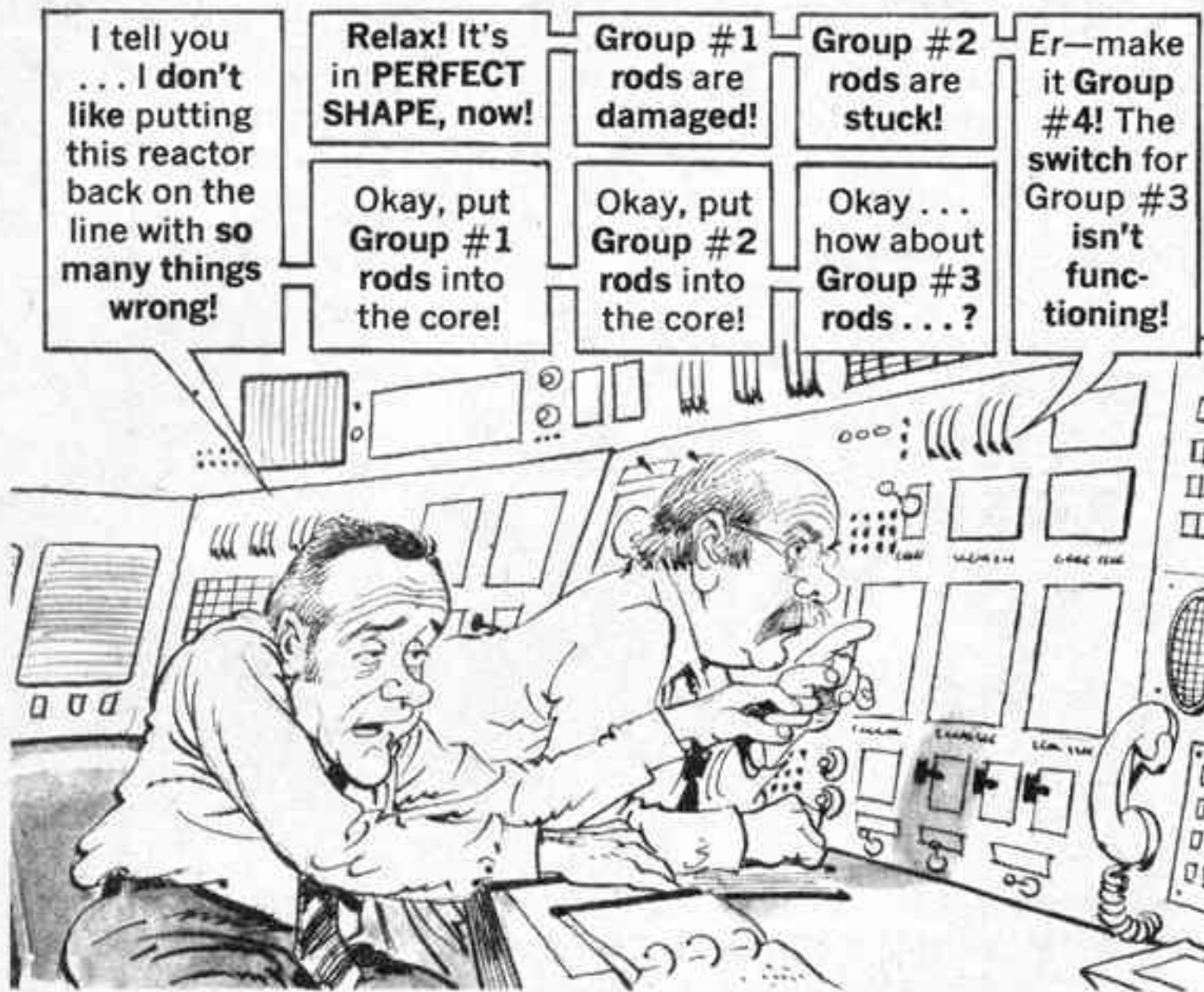
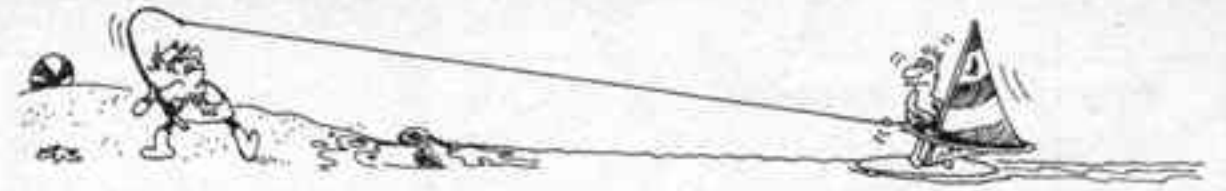
**DUKE**

**LUKE**

**JR**

**DOWN WITH SOLAR ENERGY**





What's going ON here! I TOLD you you can't put this plant back on the line! I mean, listen to it! It sounds awful! It's moaning and groaning! How much power is it up to?!

About 11%!

11%?! At this rate, it'll fall apart at 20%!!

No problem! We're not going to run it at 20%! We're going to run it at 100%!!

Okay . . . everybody OUT!! I'm taking over!

And I warn you! Don't monkey around with the security system, or I'll flood the place . . . and do a LOT of damage!

Big deal! There's so much damage NOW, what's a little MORE?!!



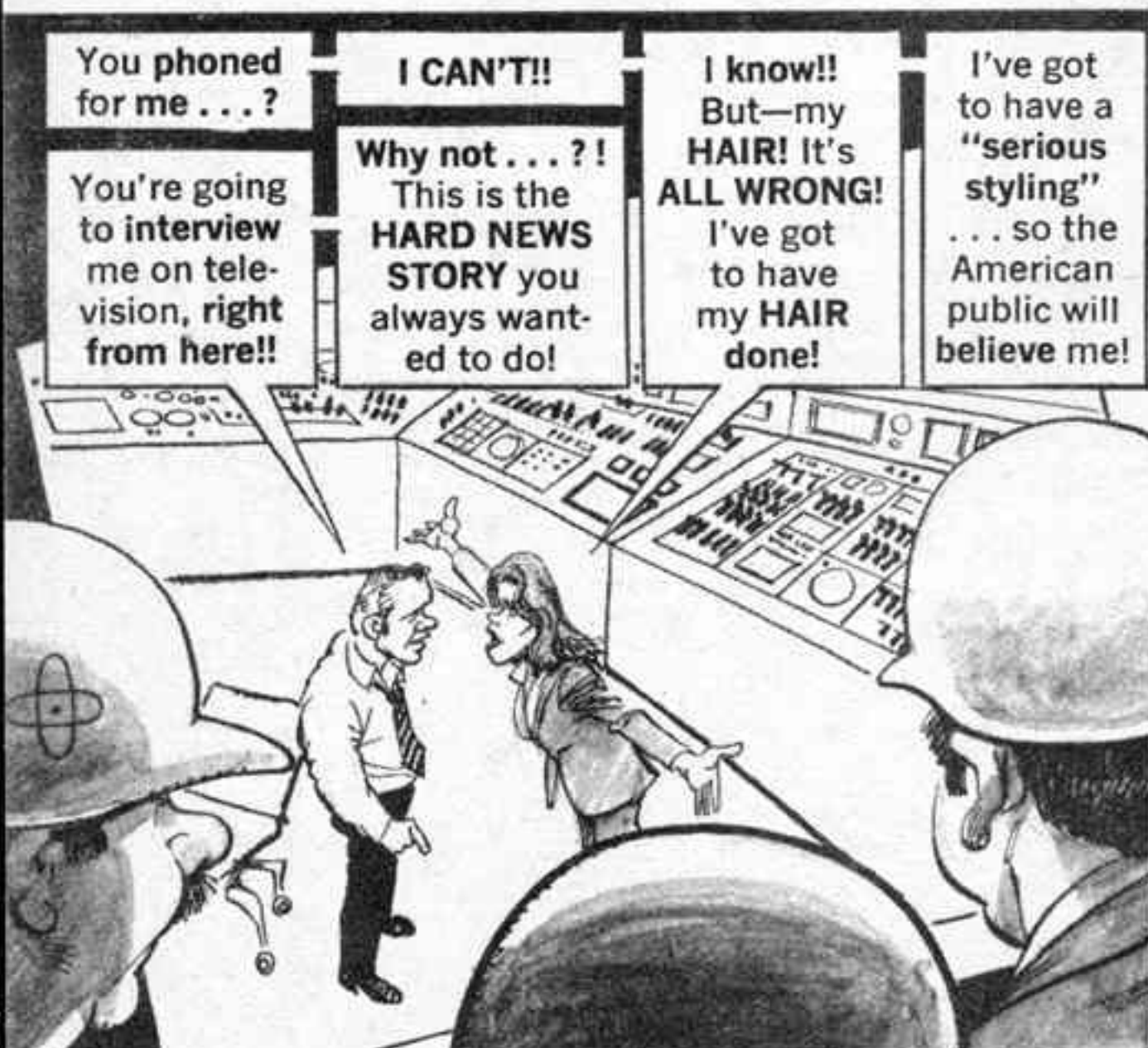
You phoned for me . . . ?

I CAN'T!!

Why not . . . ?! This is the HARD NEWS STORY you always wanted to do!

I know!! But—my HAIR! It's ALL WRONG! I've got to have my HAIR done!

I've got to have a "serious styling" . . . so the American public will believe me!

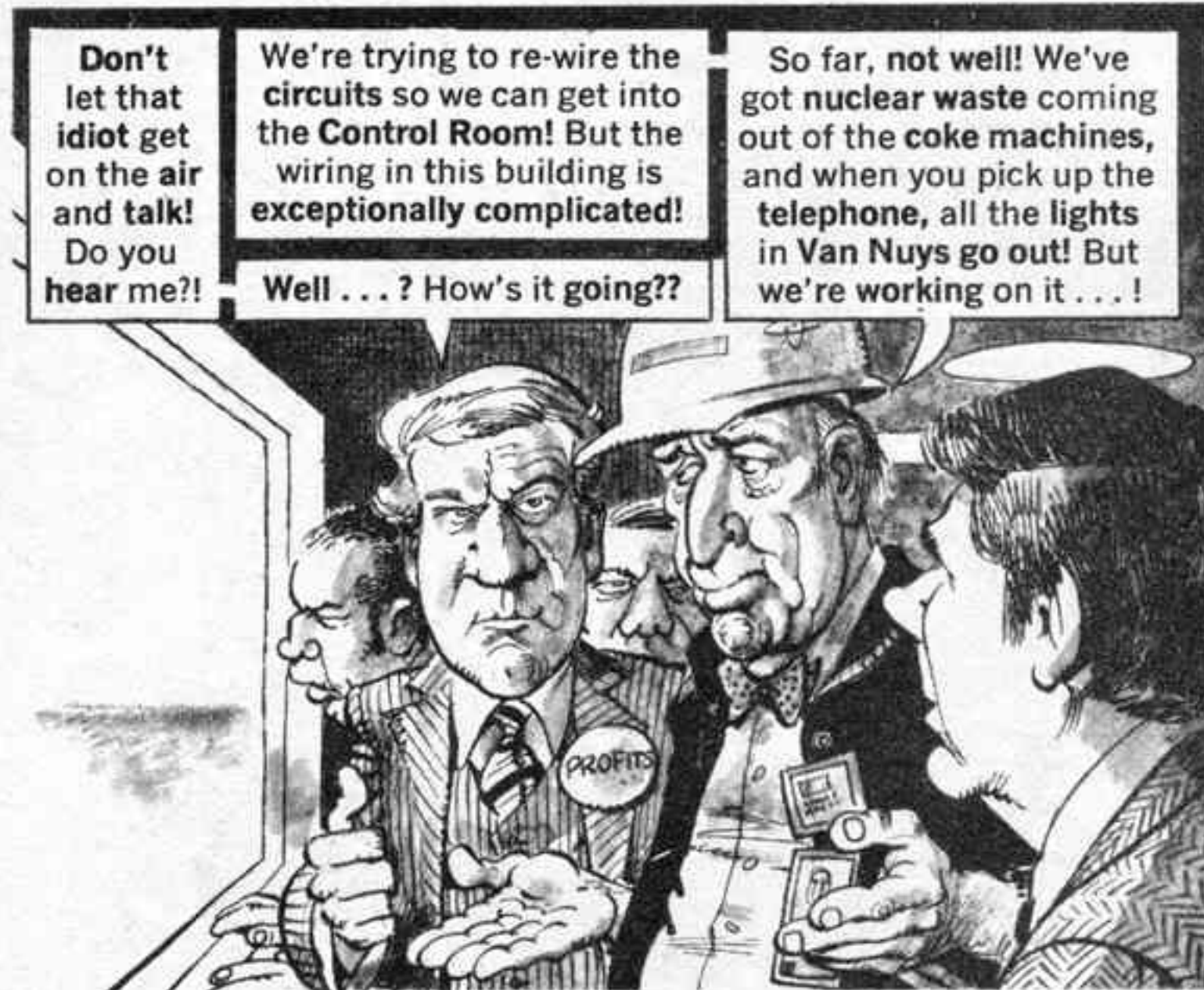


Don't let that idiot get on the air and talk! Do you hear me?!

We're trying to re-wire the circuits so we can get into the Control Room! But the wiring in this building is exceptionally complicated!

Well . . . ? How's it going??

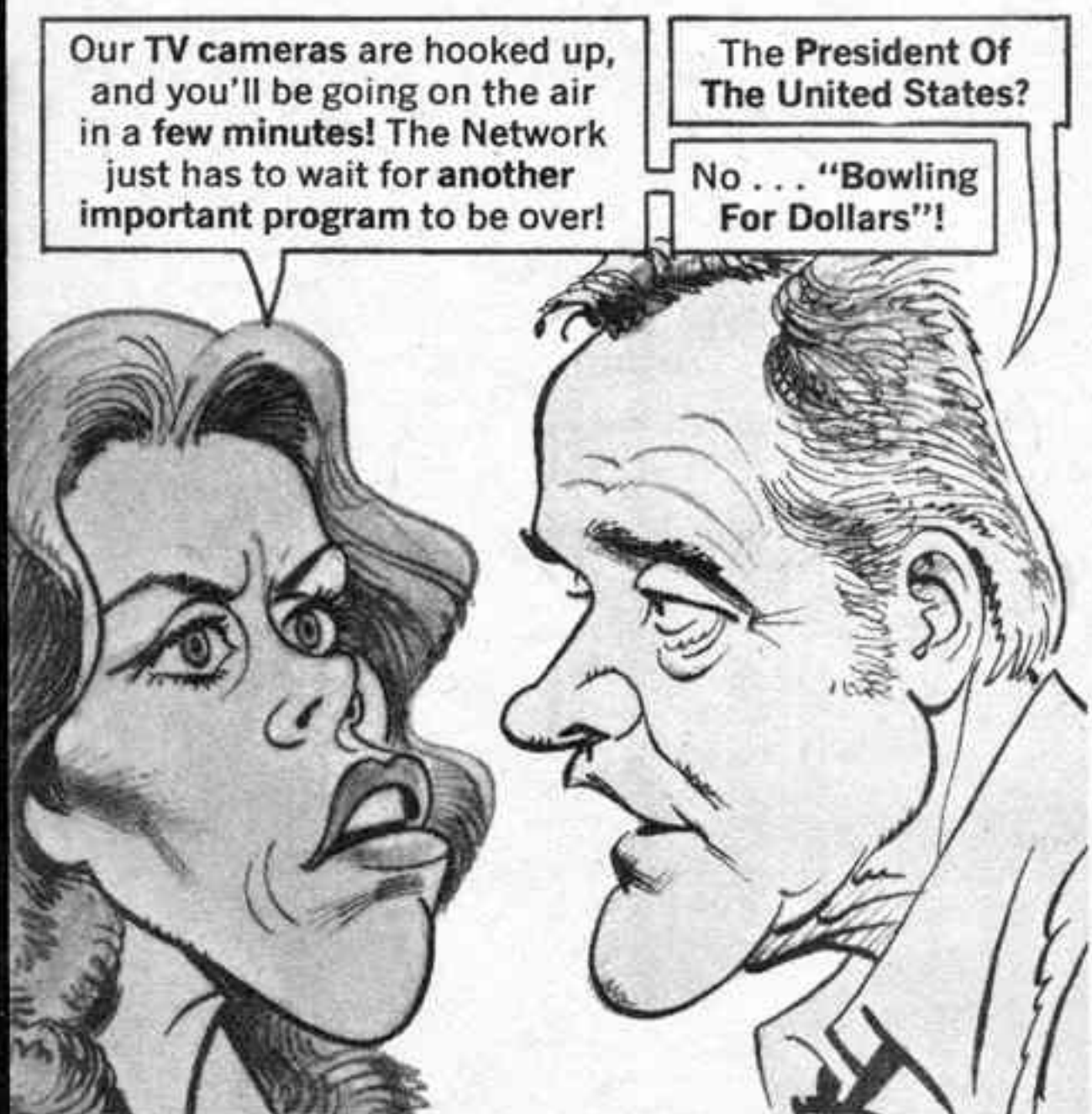
So far, not well! We've got nuclear waste coming out of the coke machines, and when you pick up the telephone, all the lights in Van Nuys go out! But we're working on it . . . !



Our TV cameras are hooked up, and you'll be going on the air in a few minutes! The Network just has to wait for another important program to be over!

The President Of The United States?

No . . . "Bowling For Dollars"!



Okay, we're on the air! Now—Mr. Goetell . . . would you explain to our viewers what's happened here?

Well, see . . . this relay . . . no, this defective valve . . . uh . . . this stuck petcock . . . er . . . there was this second vibration—

I . . . I'm afraid I just can't go on!

For someone as TECHNICAL-MINDED as me, this accident was just TOO DAMN SIMPLE to explain!!



Oh, my God!! There goes the **ALARM** again!!

And the generator is tearing loose from its base!!

And here comes a **SWAT Team** ... smashing through the locked doors with their guns blazing ...!!

We'll be back with **MORE** live action in a moment!

But first, these important messages from our sponsors!

My God!! He's **DEAD!!** They **SHOT GOETELL!!**

Who'd believe that **C.G.&E.** would let things go this far?!

You folks who are **two or three months BEHIND** on paying your **Electric Bills** ... maybe we better show you that shooting again in **slow motion!!**



I really don't know what all the **commotion's** about!

You **DON'T?!?** An employee is shot!! A reactor falls apart! A reactor core is almost uncovered! News is withheld from the public!

But these things happen **EVERY DAY** at a nuclear power plant! I wish the Press wouldn't make such a **BIG DEAL** out of some routine problems!



Folks, I have a prepared statement to read ...! "At **NO TIME** was this nuclear power plant in danger!"

Okay ... the **PLANT** was never in danger! But what about the **PEOPLE?!**

Like I said ... the **PLANT** was never in danger! Now, if you want to talk to any **C.G.&E.** Executives personally, you can phone them at the **Golden Lei Hotel!**

The **Golden Lei Hotel?!** That's in **HAWAII!!** Why are they in Hawaii?!?

Because it was just impossible to get airline tickets to **EUROPE** on such short notice!'



Folks, this is one of Mr. Goetell's best friends ...

People here are saying that Jack Goetell was a looney! **WAS** he in fact a looney?

**Definitely not!** Weird—maybe! Sick—a touch! Off the wall—perhaps! Bonkers—a bit! Crazy—

Well, folks, if this is one of Jack Goetell's **BEST FRIENDS**, it's no wonder he wasn't shot a lot earlier than this!!

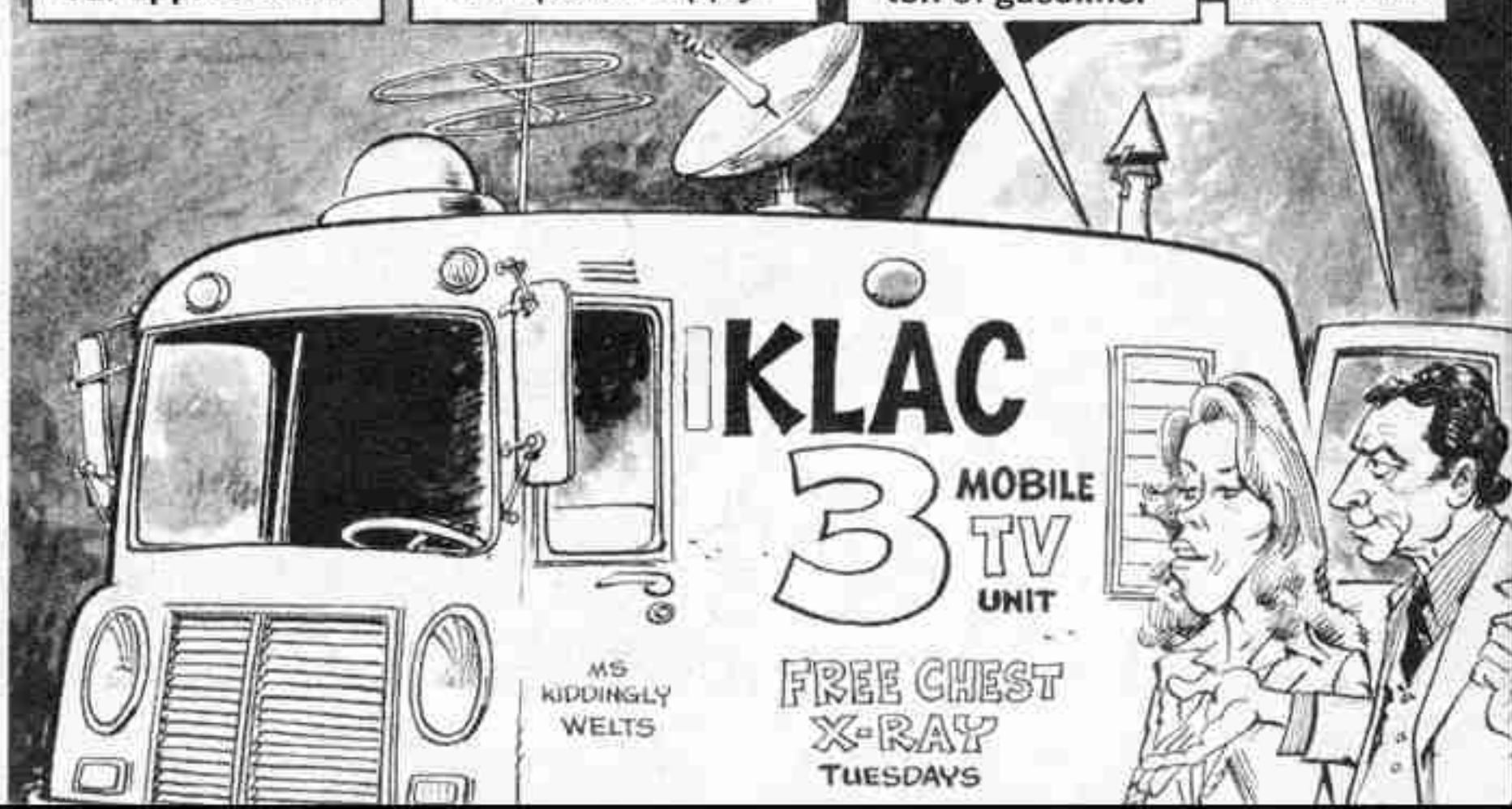


Kiddingly, you did such a fantastic job on the **Reactor Mishap** story, we've bought you something to show you our appreciation!

No more covering an assignment in that little **Jeep!** The station has bought you your own fully-equipped **Mobile TV Studio** ... with its own power supply!

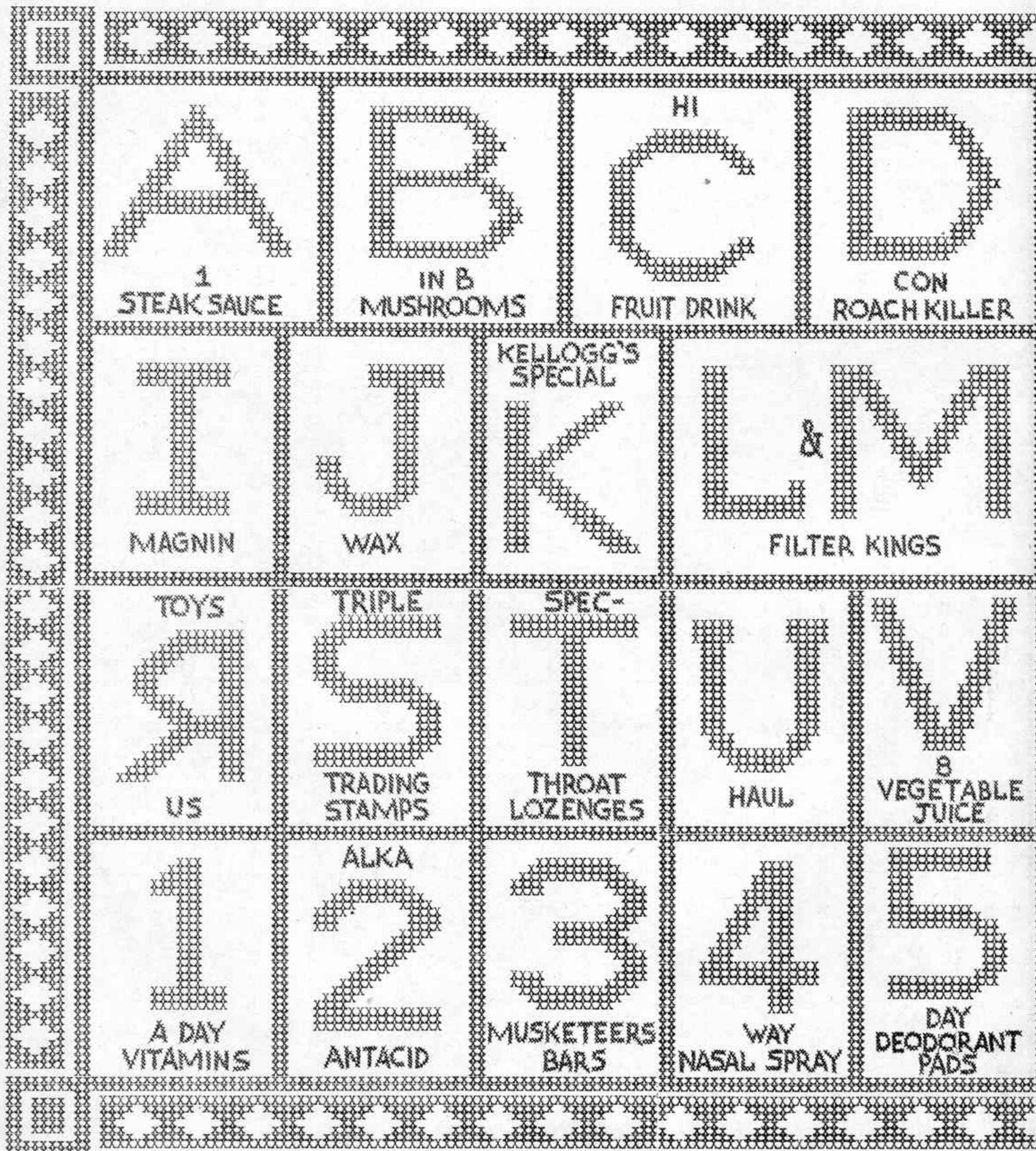
That's wonderful, Mr. Sonovitch—but with the gas shortage, is it a wise investment!? It must burn a ton of gasoline!

That's the best part! The van is **NUCLEAR POWERED!**



Hey, there, all you ulcerated and unnerved Madison Avenue executives! Here is our alternative to basket-weaving and bead-stringing: mainly our easy-to-follow pattern for...

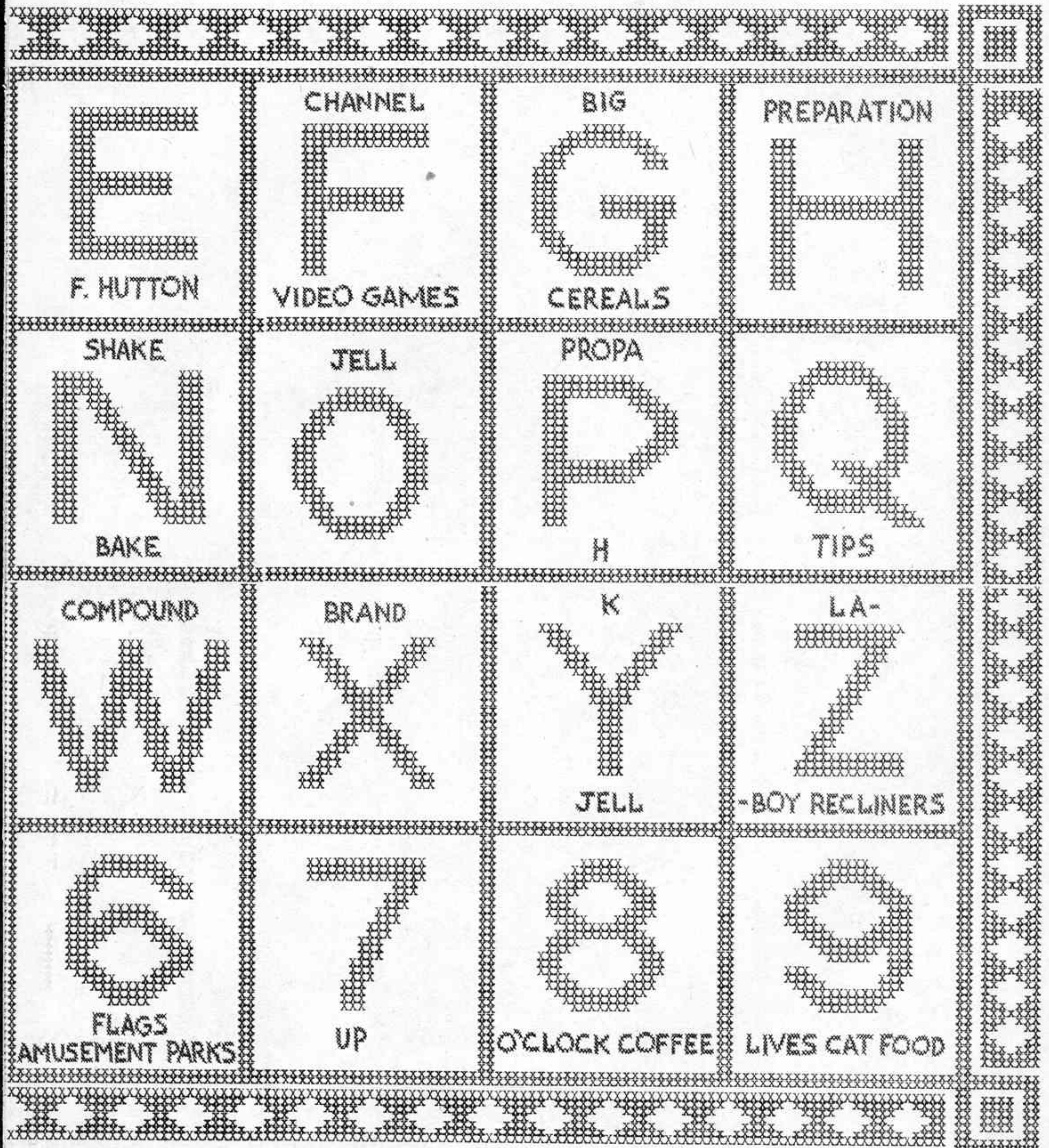
# THE MAD A





# D-MAN'S SAMPLER

ARTIST & WRITER: HENRY CLARK

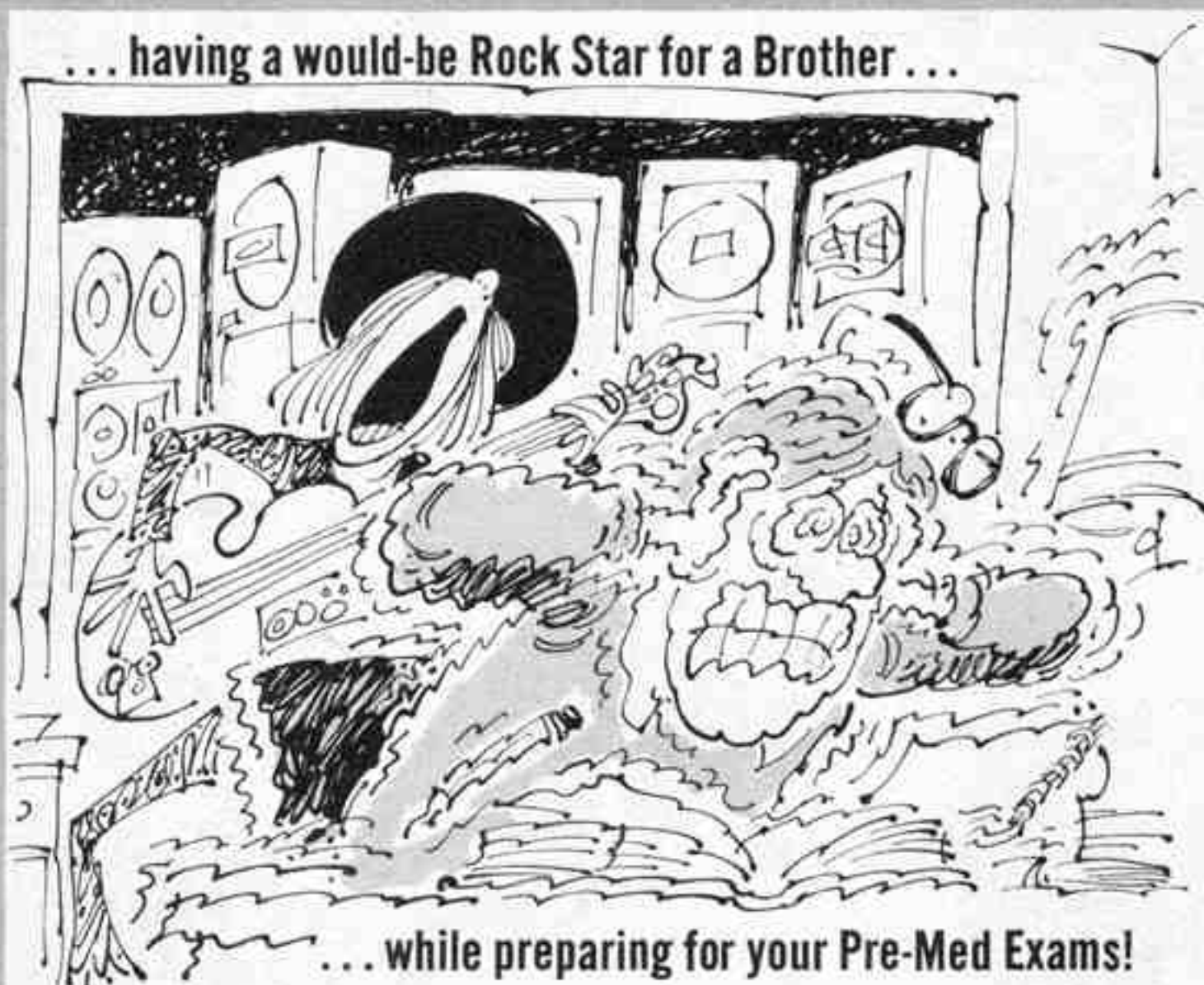


... being the youngest ...



... of fast-growing Sisters!

... having a would-be Rock Star for a Brother ...



... while preparing for your Pre-Med Exams!

CHILD'S PLAGUE DEPT.

# SIBL MIS IS

ARTIST: PAUL COKER

... having a 9:30 curfew ...



... while all the others get away with murder!

... having a jock Brother ...



... and the washing-machines busted!

... having an over-weight Sister ...



... who's trying to diet!

# ... LING ... ERY

WRITER: PAUL PETER PORGES



... being the only Brother ...



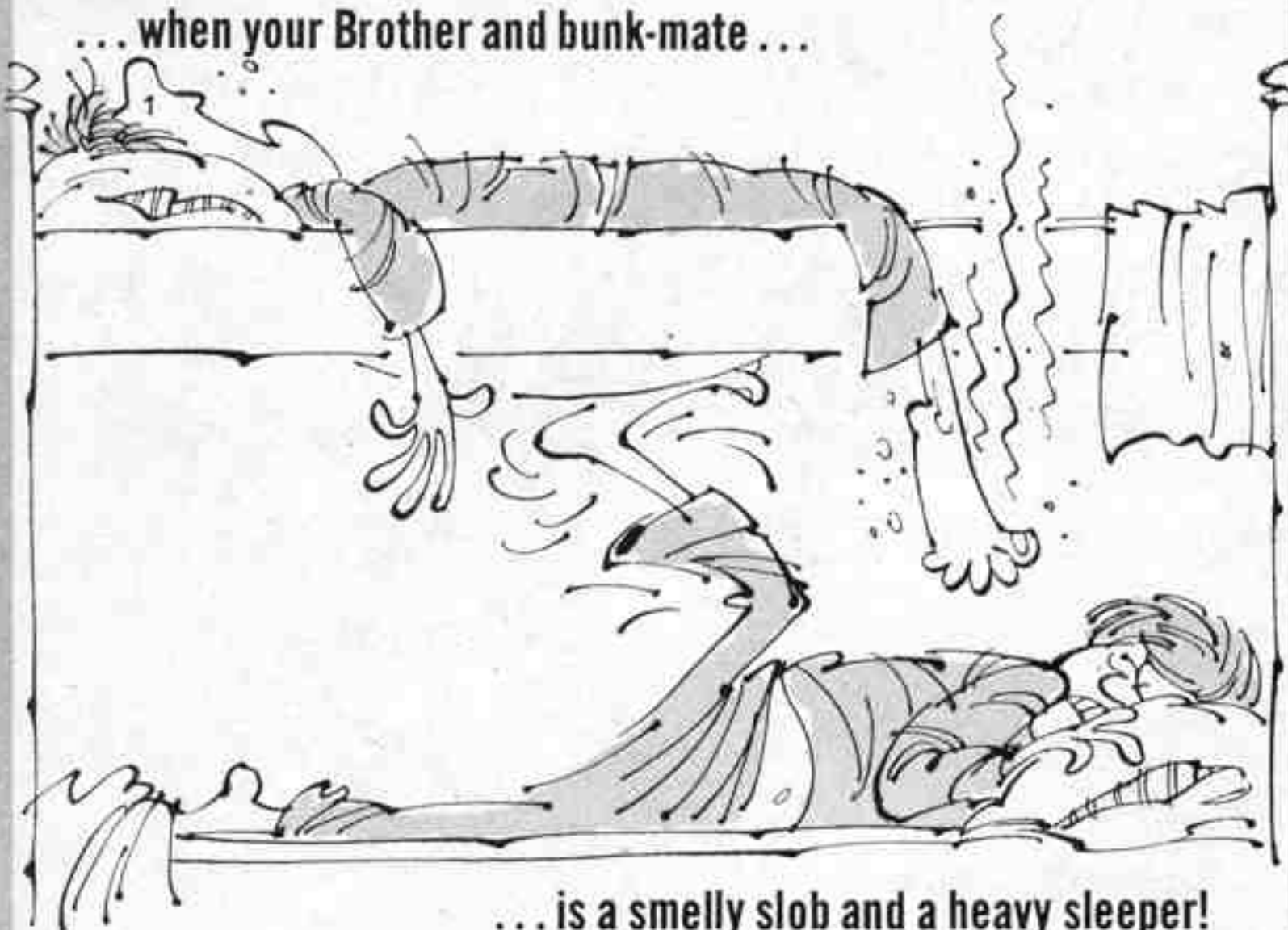
... of a beautiful Sister!

... being the big Brother ...



... of a wise-ass!

... when your Brother and bunk-mate ...



... is a smelly slob and a heavy sleeper!

... when you're the only boy of six ...



... who's not an athlete!

... being the teen-age Sister ...



... of an unexpected baby Brother!

... when your big Brother is a lousy dresser ...



... and you have to wear his hand-me-downs!

... having five older Sisters ...



... and only one bathroom!

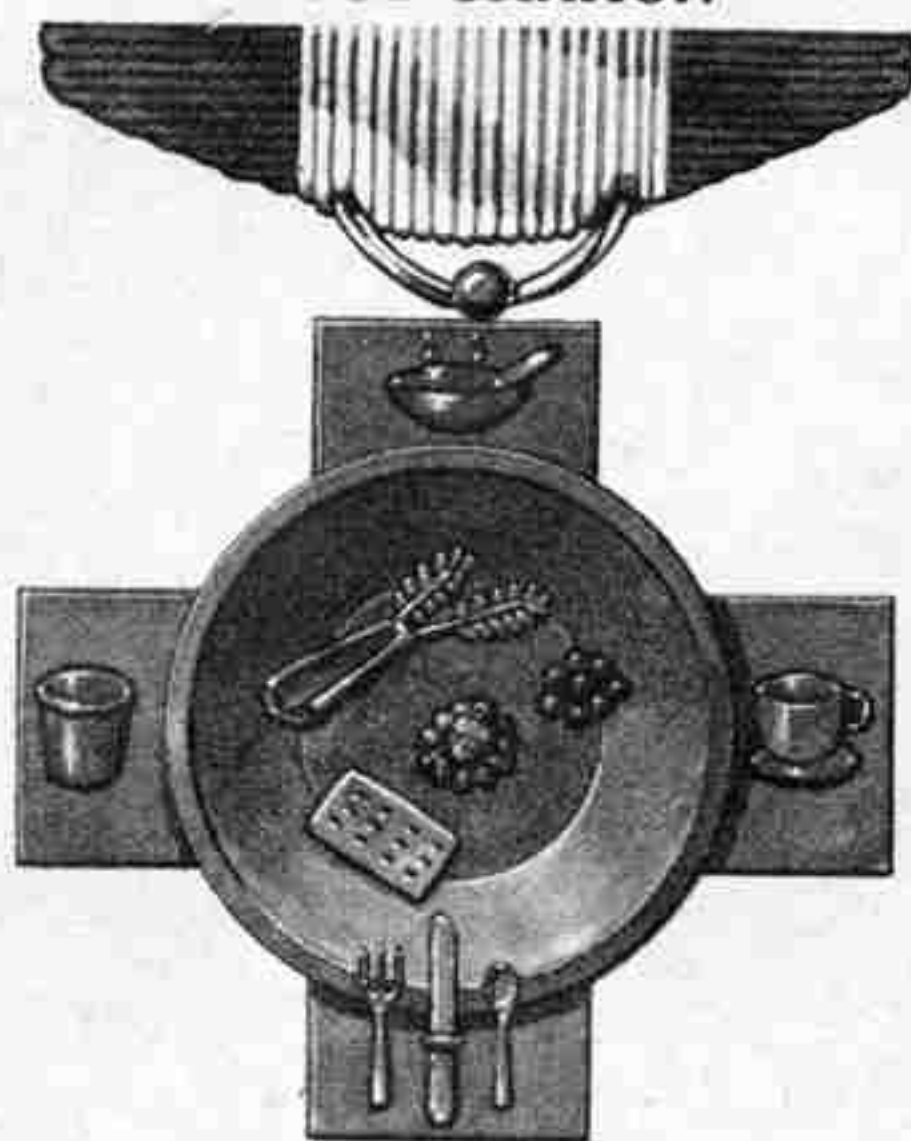
GIVIN' 'EM A RIBBIN' DEPT.

Why restrict the awarding of medals to the military? After all, Civilians perform heroic acts while fighting life's daily battles as well! Let's recognize them with

# THIS ISSUE'S PROPOSED MAD MEDALS

... TO BE PRESENTED TO DESERVING MEDICAL WORKERS

THE FETID  
FOOD CITATION



For bravely facing without fear the verbal wrath and physical abuse of hospital patients while courageously producing inedible food so patients won't over-eat and get tummy aches.

THE WINGED  
BILL MEDAL



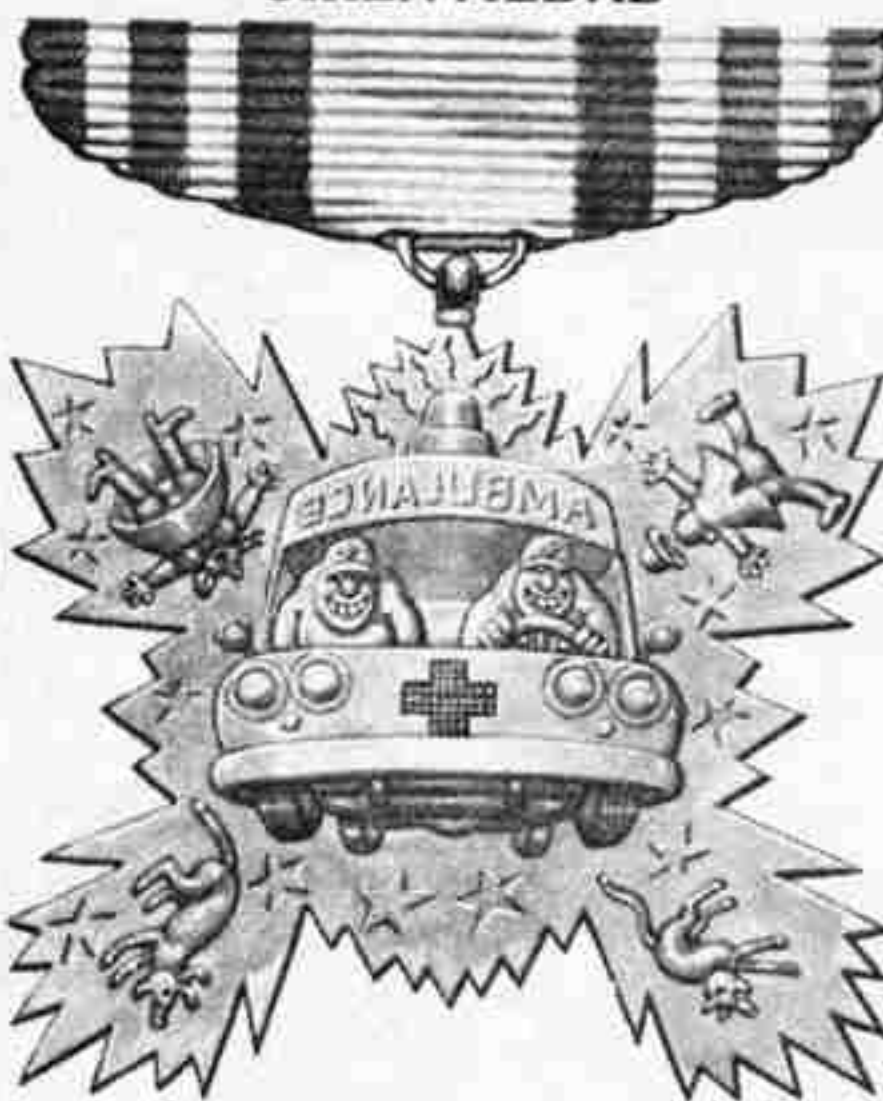
For promptness above and beyond belief in sending out bills so that patients need not suffer the agony of delay in arranging loans, or selling their cars or homes to raise money to pay them.

THE STONE  
HEART AWARD



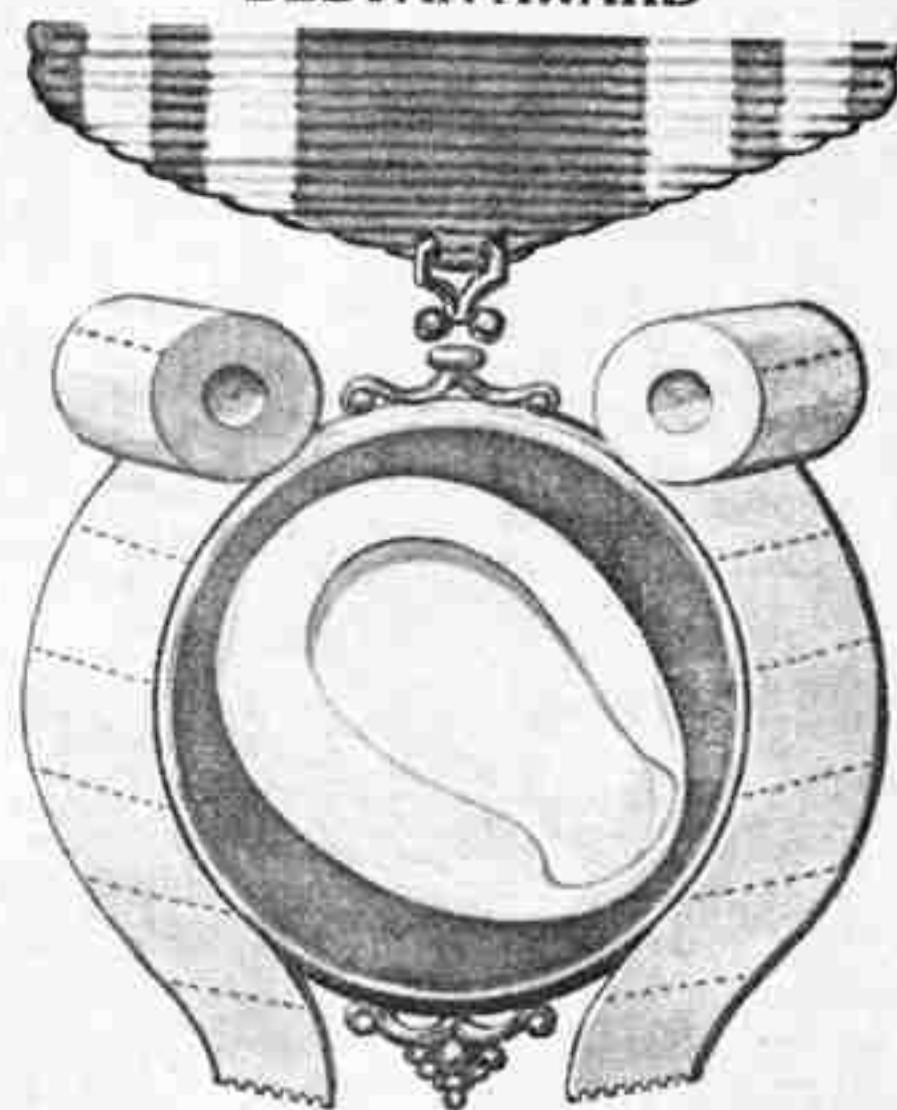
For gallantly treating all patients—regardless of race, color or creed—with equality . . . which means never ever showing favoritism such as being sweet, considerate and understanding.

THE SCREAMING  
SIREN MEDAL

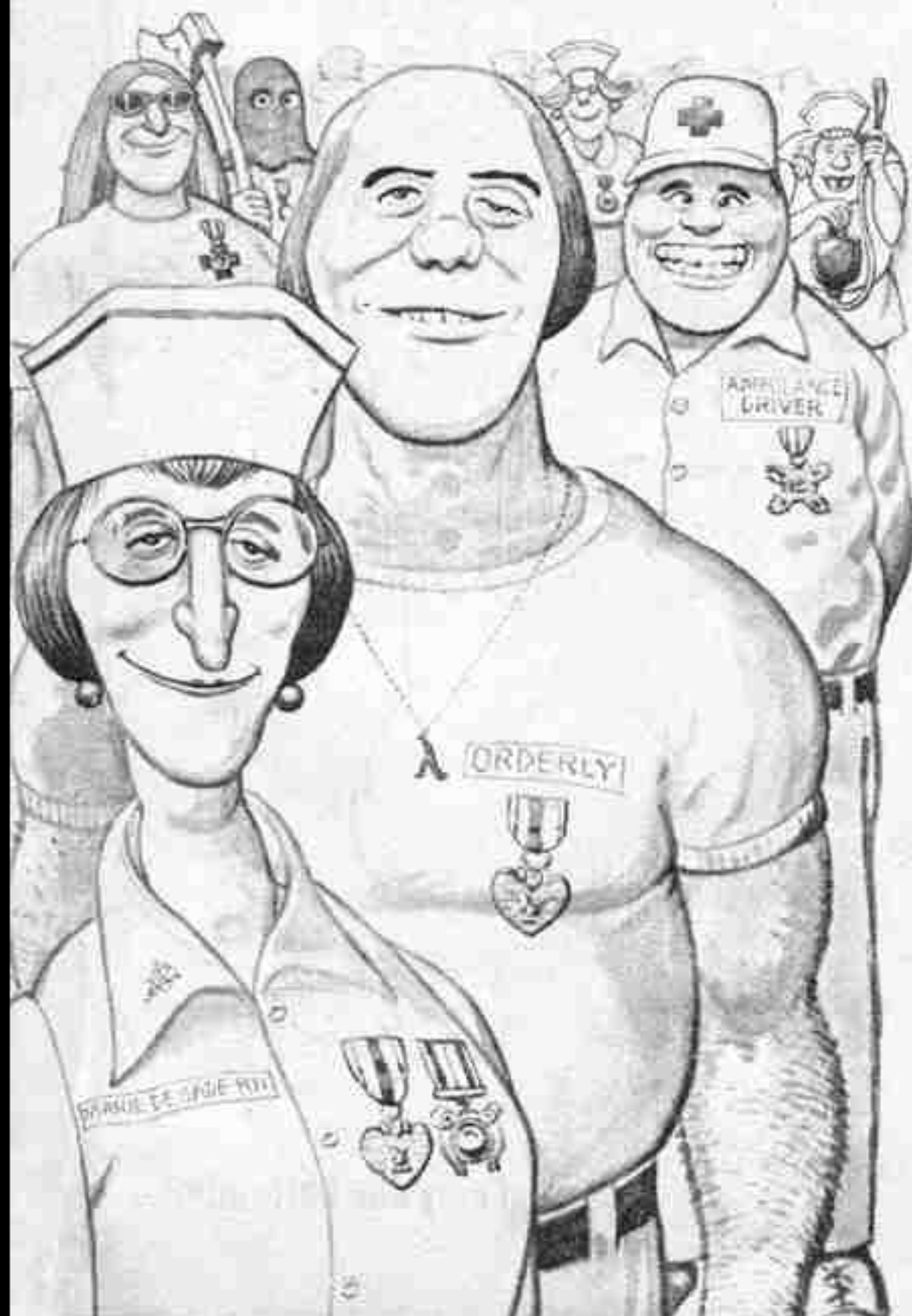


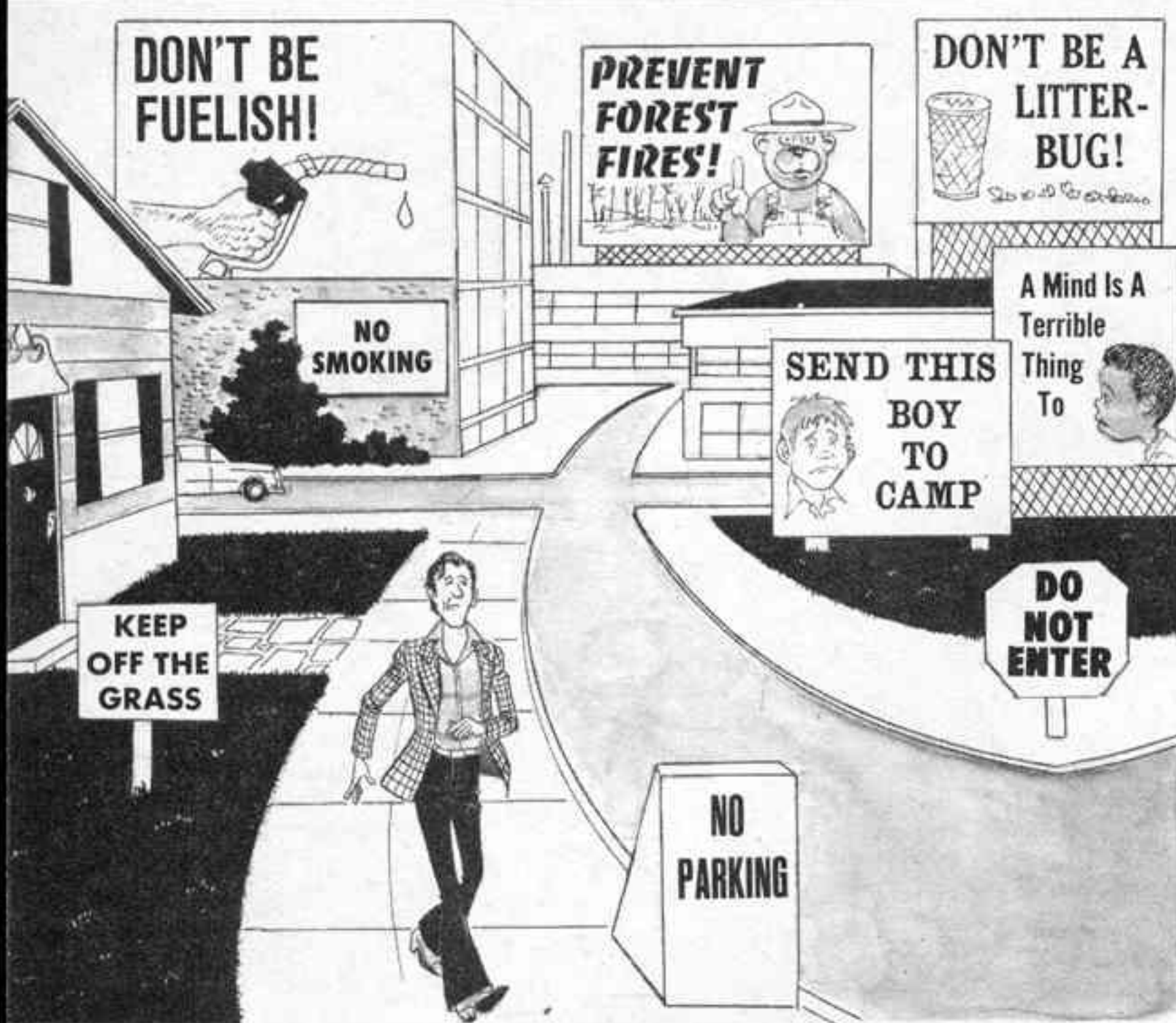
For heroically risking life and limb in order to race patients to the hospital emergency room, even though the place is hopelessly overcrowded and the patients won't even be looked at for eight or nine hours at the least.

THE SILVER  
BEDPAN AWARD



For ignoring the selfish screams of emergency patients while faithfully carrying out the vital job of filling out Blue Cross forms. As many of the patients will die, catering to their whims would be a waste of time anyway.





BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...



Oh, I guess my conscience is bothering me! I should be at my desk in my room, wrestling with a History book—instead of goofing off in a comfortable chair, staring at TV!



Well, if YOU have no self-control, I guess I'll have to be the heavy! GET UP, MARCH INTO YOUR ROOM AND PICK UP THAT HISTORY BOOK!

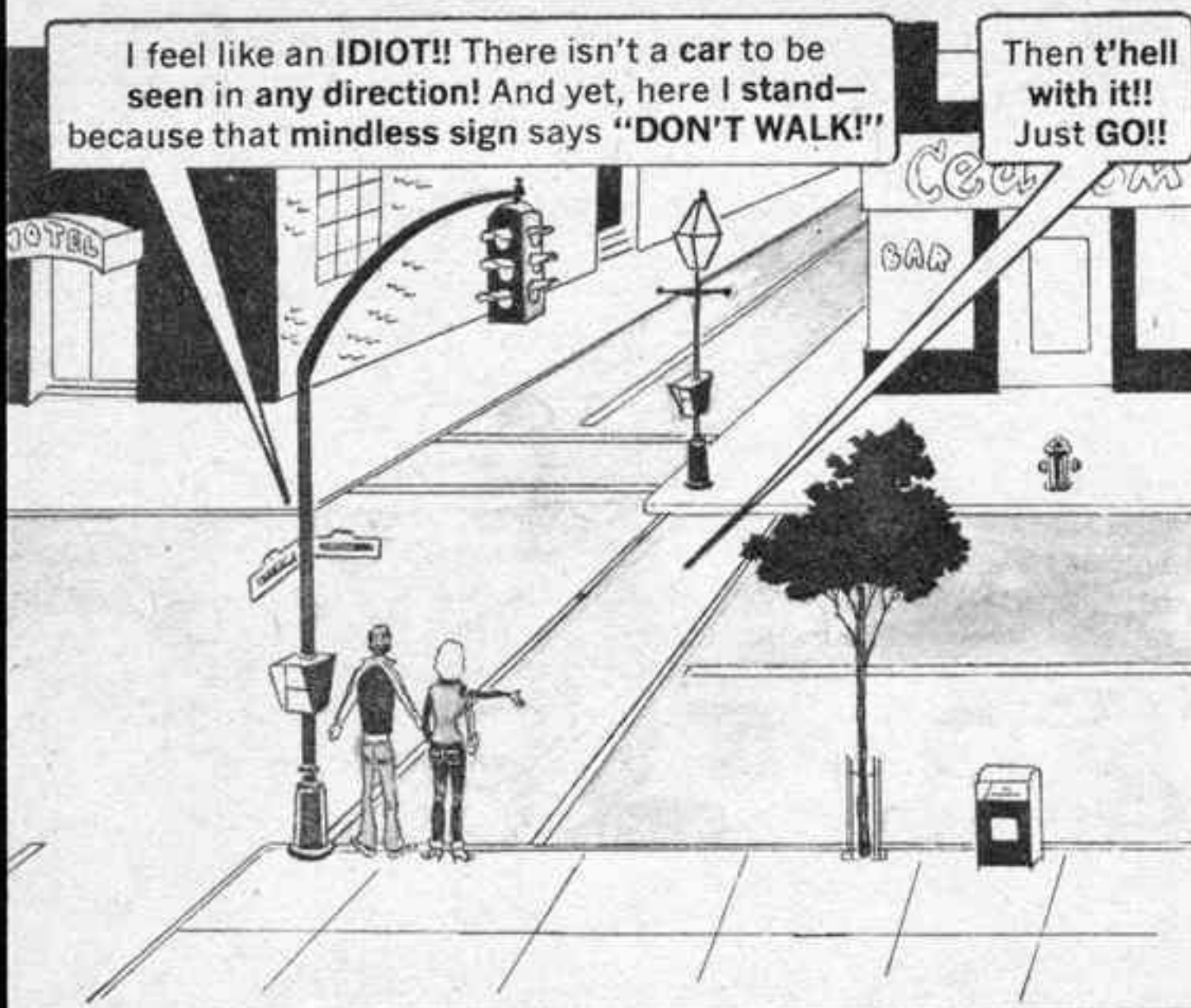




# GUILT

ARTIST & WRITER:  
DAVID BERG





I feel like an **IDIOT!!** There isn't a car to be seen in any direction! And yet, here I stand—because that mindless sign says "**DON'T WALK!**"

Then t'hell with it!! Just **GO!!**



Okay, you've crossed the street against the sign! Now you don't feel like an idiot any more, right?

Right . . .



Now I feel like a **LAWBREAKER!**



I can sure go for a piece of apple pie! I've got such a hunger, my mouth is watering!



Aw, gee! There's only one piece left! I—I can't eat this! I'd feel guilty as hell! What if someone else in the family has the same painful hunger?!

Then that somebody is going to have the same guilt feelings!



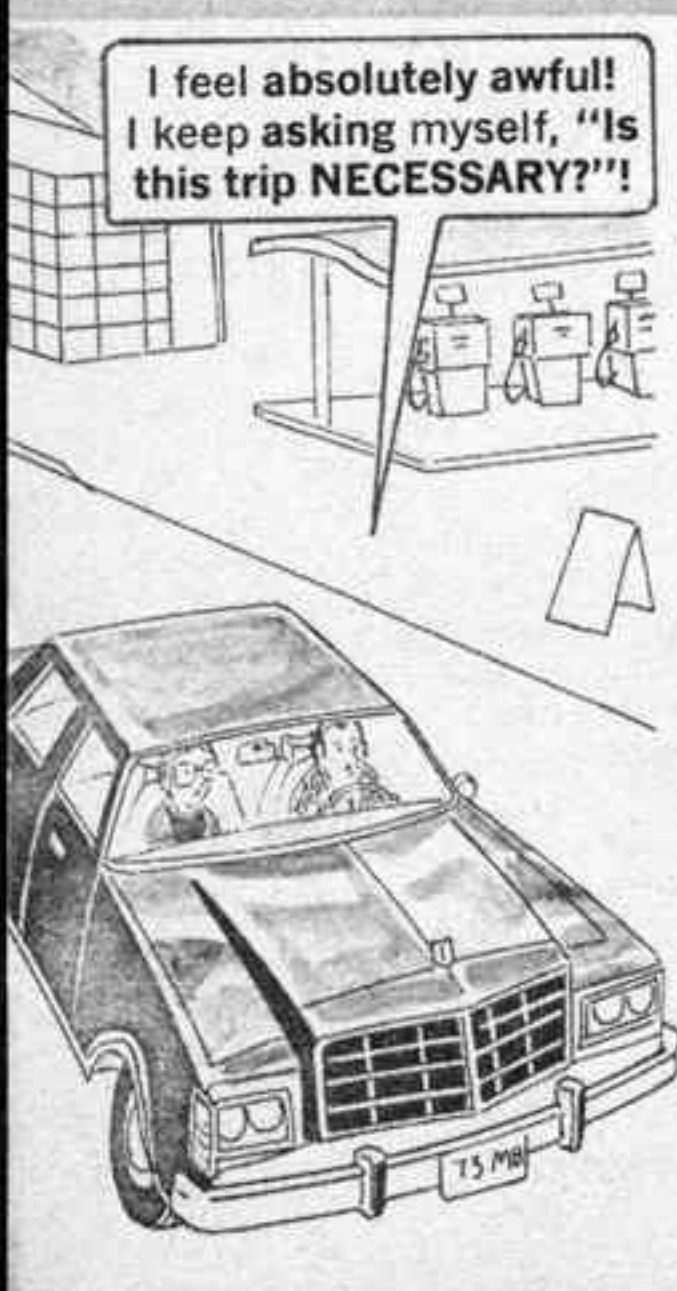
You're right!

Oh, you **PIG!** You **ARE** eating it after all!!

Chomp!



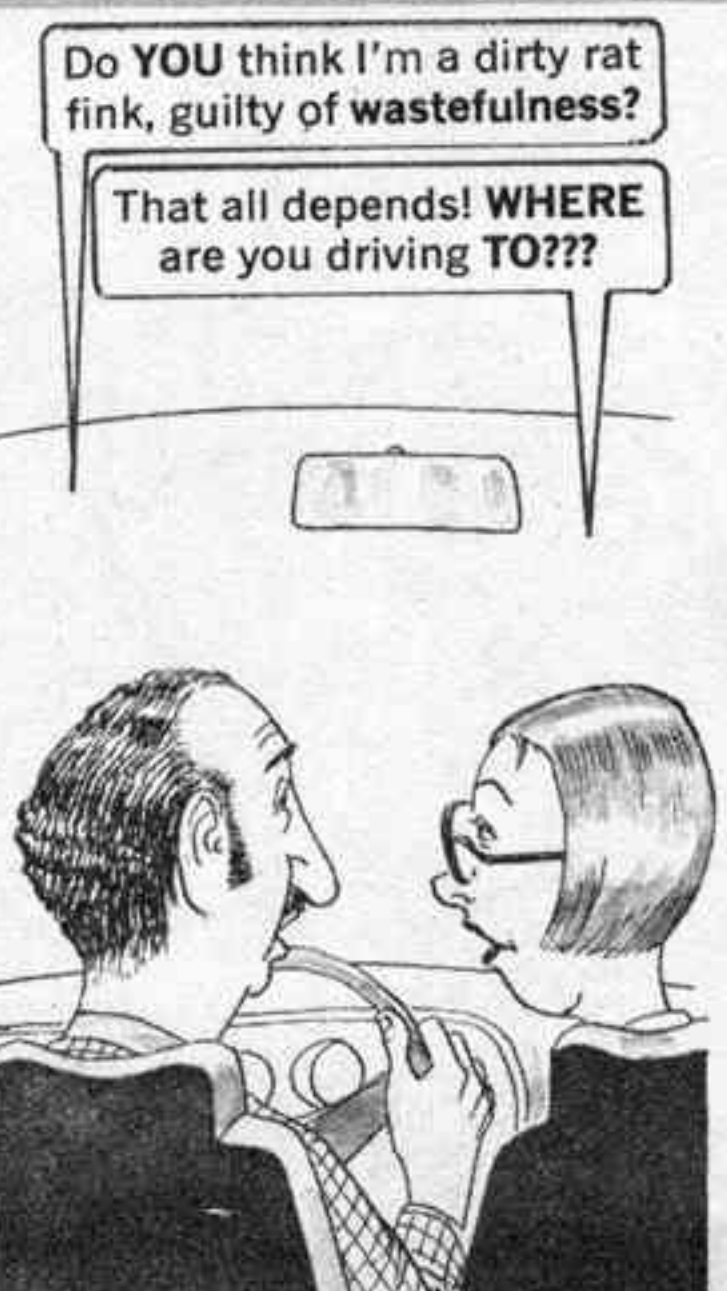
Why should I let someone **ELSE** in the family suffer?!?



I feel absolutely awful! I keep asking myself, "**Is this trip NECESSARY??!**"



The whole country is suffering a gas shortage! The price keeps going higher and higher! And still, here I am . . . driving all over the place!

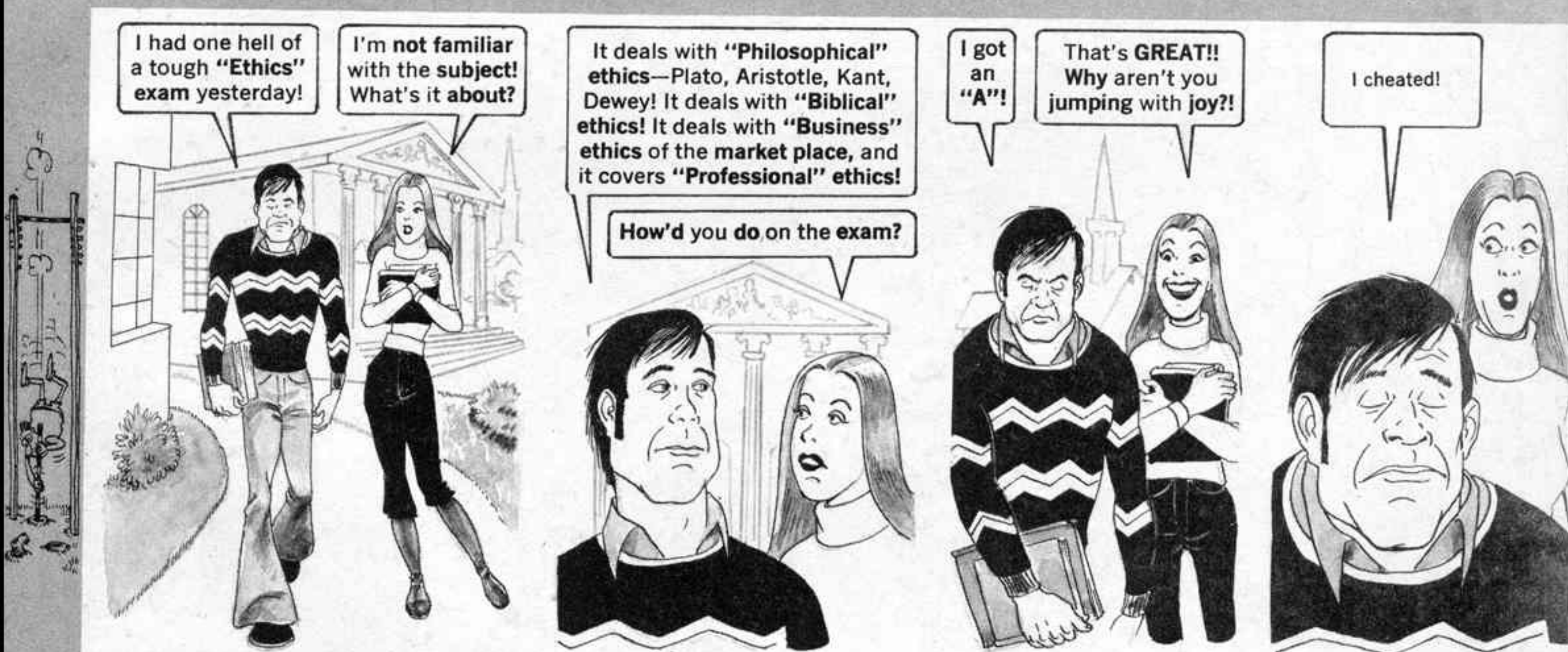


Do **YOU** think I'm a dirty rat fink, guilty of wastefulness?

That all depends! **WHERE** are you driving **TO???**



I'm trying to find a gas station that has **GAS!!**



I was demonstrating against Nuclear Power all day—a cause I truly believe in! And yet, I have such twinges of GUILT!!

Why do you feel so strongly against Nukes?

Because RADIATION causes CANCER!!

That sounds like a noble reason! Why do you feel so guilty . . . ??

Because in the six hours I was on the picket line—

—I smoked TWO PACKS OF CIGARETTES!!



There are times when I look at a poor man like that and I get pangs of conscience!

After all . . . I've got wealth . . . and everything that goes with it, while that poor soul has absolutely NOTHING!!

But then there are times when I say, "Why doesn't he go out and get it . . . the way I did!!?"

INHERIT IT?!!



Oh-oh! I just dented the fender of that car as I was pulling out of the parking space! I think maybe I ought to do something about it . . . !

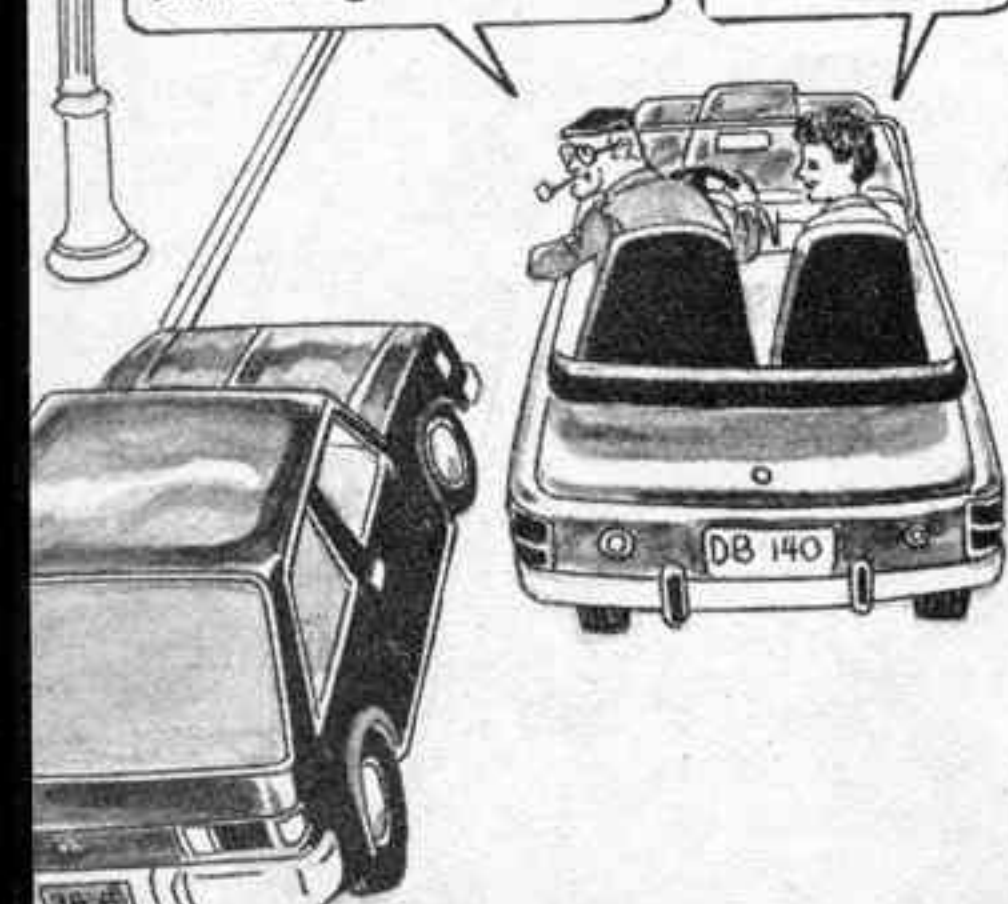
So DO it! Go back and leave a note. Besides, it happens to be the law!

When you're right, you are right! I'll DO it!

Okay, I DID it!

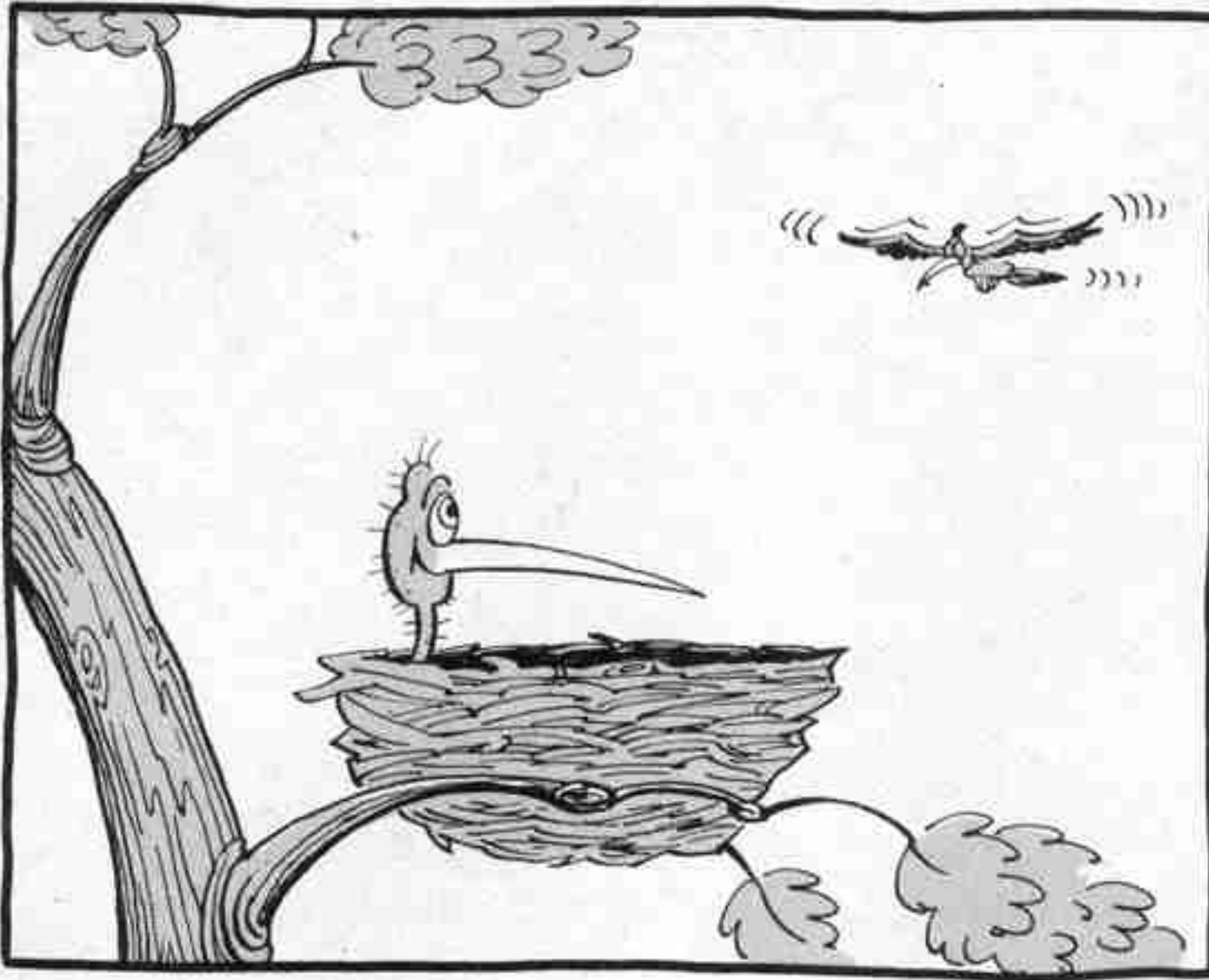
Good for you! What did you write . . . ?

"Sorry!"



David Bero

EARLY ONE MORNING HIGH IN A TREETOP



## BYGONE BUY-GONES DEPT.

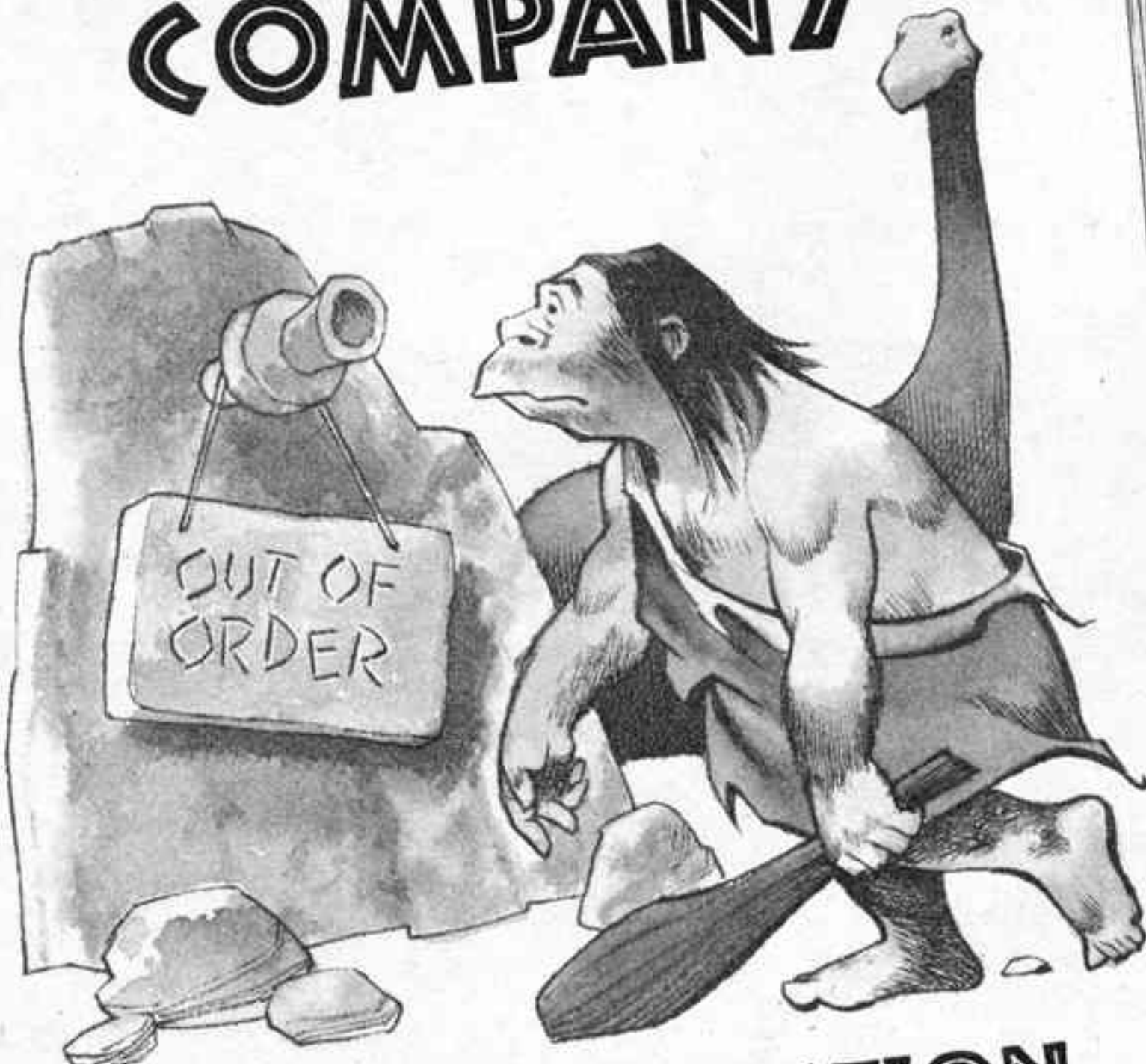
Despite all the books written about major events in history, we still know very little about the way our ancestors lived their normal, every-day lives. That's because the world didn't have Classified Telephone Directories in the past. And

# THE YELLOW PAGE

ARTIST: BOB CLARKE

WRITER: TOM KOCH

## PALEOLITHIC TELEPHONE COMPANY



### CLASSIFIED SECTION

Crude

Upper Ledge, Chasm Place **HOtstuff** 5-4380

5-7172

Animal &  
Words

SCAPE  
SOUTH

4133

Small  
people  
eties

916

MRP.  
sher

75  
ld  
y!

### ► Cemeteries

#### SHADY ACRES MEMORIAL GORGE

Achieve Lasting Fame By Letting Us  
Bury Your Bones Where Future  
Archaeologists Will Be Most Likely  
To Find Them

427 Road to Where the Sun

Comes Up ..... **SToneage** 6-9094

Village Burial Mound & Garbage Dump

231 Hilly Path ..... **PIltdown** 5-2177

### ► Dating Services

#### MURD THE MATCHMAKER

Still Hoping To Meet That "Dream  
Girl" You'll Want To Club Over  
The Head And Drag Back To Your Cave?

Let Our Personalized Introduction  
Service Help You

Upper Ledge, Chasm Place **HOtstuff** 5-4380

### ► Exterminators

#### ORK, AN EXTERMINATOR

Experts Dispatched Promptly To Smoke  
The Bats Out Of Your Cave

703 Road Where No One

Passes By ..... **AMphibian** 4-7878

Pong's Pest Riddance

161 Path That's Overgrown .... **BRutal** 6-3284

(See Our Display Ad This Page)

### ► Firemakers' Supplies

#### CLUG & OONG'S RETAIL FLINT SHOP

"Rub Two Of Our Products Together  
& Watch The Sparks Fly"

Cave 26, Cliff That's

Crumbling ..... **LOWbrow** 3-8182

Irg's Stone Quarry

272 Path Running Downhill.. **PLiocene** 6-5275

(See Our Ad Under "Weapons—Primitive")

### ► Interior Decorators

#### WOG & CHUCKIE

Brighten Up Your Cave Walls With  
Hunting Scenes Drawn By  
Talented Young Artists

Semi-Lifelike Animals Somewhat Human Figures  
"Good Art Increases In Value Over The Eons"

419 Bare Patch Of Ground ... **PUce** 5-6987

## Let A Pong's Professional Help Rid You Of Insect Pests

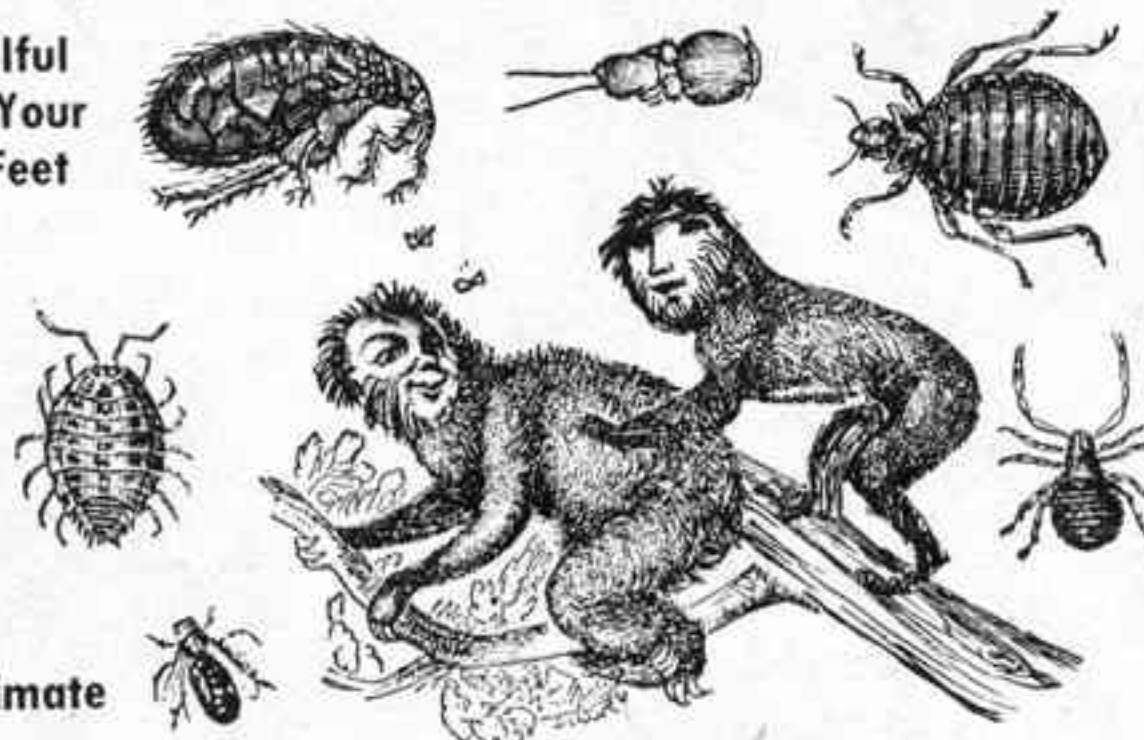
All Vermin Exterminated by Skillful  
Hand Removal From the Hair on Your  
Head, Shoulders, Back, Arms & Feet

SPECIALIZING IN  
PAINFUL INFESTATIONS OF

NITS  
LICE  
FLEAS  
BIG WOLLY THINGS  
FORAGING RODENTS

Bring Your Body In For A Free Estimate  
Or Call

**PREhensile** 6-3282



**Pong's Pest Riddance** 161 Path That's Overgrown

there's no substitute for reading The Yellow Pages to find out how a community lives and works. So let's suppose the telephones had been invented at the Dawn of Mankind, and phone books appeared a few months later. Here is a MAD look at



# S THROUGH HISTORY

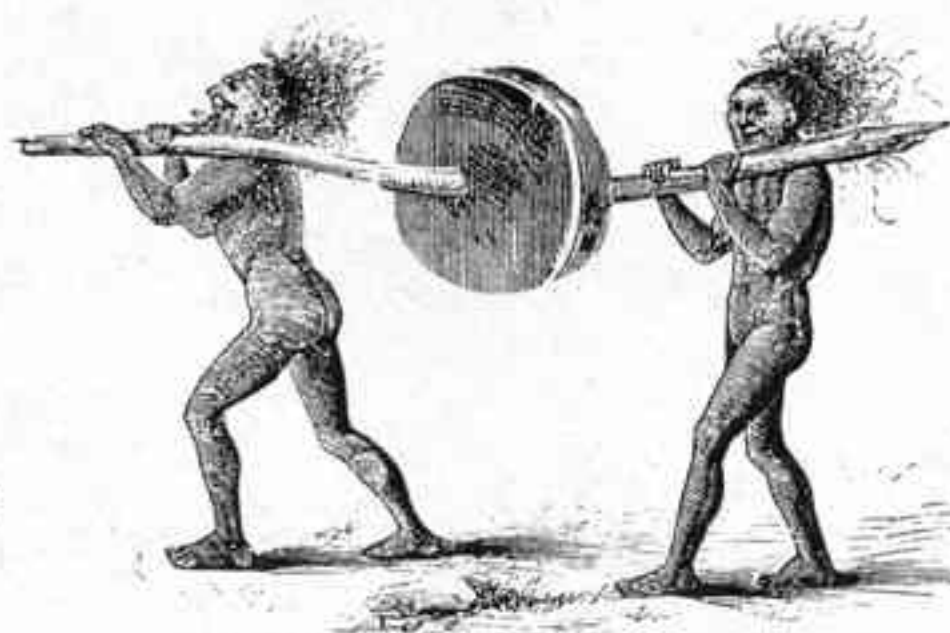
\*THIS IS PART I OF A CONTINUING SERIES. THE "ANCIENT ROME YELLOW PAGES" WILL APPEAR NEXT.

## THE WHEEL— MANKIND'S HOTTEST NEW INVENTION:

Be The First In Your Neighborhood  
To Own One While It's Still In  
The Experimental Stage!

IDEAL FOR USE AS A CONVERSATION  
PIECE, A LAZY SUSAN OR SOME-  
THING DECORATIVE TO LEAN AGAINST  
YOUR FAVORITE TREE

For Prices & Specifications  
PHONE  
BRainstorm 3-9077



67 Path That's Always Muddy—Futuristic Gadget Company

## ► Ladies' Fashions

### MR. LUB'S FUR SALON

FEATURING GORGEOUS  
SABER TOOTH  
TIGER PELTS

Many With Skulls Still Attached For  
Wear As Fashionable Parkas

345 Path Through The  
Garment District .....FAngsnarl 5-6336

## WOOLY MAMMOTH MART

Enjoy The Splendor Of Warm, Hairy,  
Dual-Purpose Mammoth Fur

Wear It As A Coat By Day Use It As A Rug By Night

222 Field Where The  
Sloths Hibernate .....PAchyderm 9-4141

## ► Pet Obedience Schools

### GRAK'S TYRANNOSAURUS TRAINING

TURN YOUR BIG LOVABLE MUTT  
INTO A GUARD DINOSAUR!

We Teach Pets to Stomp on  
Intruders at Your Command!

116 Place of Slimy  
Green Water .....ROckside 8-2660

## ► Physical Therapists

### APEMEN OF MERCY CLINIC

No Need To Endure Pain When Our  
Competent Specialists Can Hurl  
You Off A Cliff And Put You  
Completely Out Of Your Misery

717 Top of The Bottomless Pit ....AArg 5-6175

## ► Real Estate Agents

Century 13,279 B.C. Realtors

Big Bonfire Circle .....Midden 7-2800

## OKK & OKK

OFFERING CHOICE ACREAGE IN  
THE PRIVEAL OOZE!

An Investment With A Big Future  
Profit Potential

The Farthest Hill ....CLubswinger 5-4239

## ► Religious Organizations

Fellowship of Dirt Worshipers

394 Winding Path .....APelike 7-8192

### FIRST CHURCH OF THUNDER FEARERS

Come Join Us In Awaiting The End  
Of The World During The Next  
Electrical Storm

146 Trail That  
Doesn't Go Anyplace ..TImedawn 8-9935

### SOCIETY OF THE TREE DEITY (ORTHODOX)

See How Worshiping A Lombardy  
Poplar Can Help You Recover From  
Toothache, Enjoy A Fuller Love  
Life And Create Ample Rainfall

Sunday Leaf Raking Ceremonies  
Thursday Night Twig Snapping

509 Path Made By  
Extinct Animals .....PLiocene 6-5275

## ► Rock Groups

Irg's Stone Quarry

275 Path Running Downhill ..OOuch 9-0987

(See Our Ad Under "Weapons—Primitive")

## ► Schools—Private

### BUR & LITZ LANGUAGE INSTRUCTION

Stop Grunting Like An Animal &  
Learn To Speak Meaningful Words  
The Easy Bur-Litz Way!

Cave 8, Cliff by the Gully .....GRunt 8-6677

## ► Travel Agencies

### OVERLAND MIGRATION TOURS

MAKE RESERVATIONS NOW TO ESCAPE  
THE NEXT ICE AGE BY WALKING SOUTH

Reach The Tropics In Less Than  
Four Generations

Nightly Food & Lodging  
Arranged On Pillage  
Or Barter Plan

816 Track of the  
Scary Animals .....LAndbridge 6-4133

## ► Weapons—Advanced

Arr's Arsenal

Flat Place Atop The Hill .....ALIfours 8-9006

(See Our Display Ad This Page)

### GREAT UNITED ARROWHEAD CORP.

MANUFACTURING THE ULTIMATE WEAPON:  
HAND-SHARPENED POINTY ROCKS!

760 Road to Where the  
Sun Goes Down .....JAvaman 4-4916

## ► Weapons—Primitive

### IRG'S STONE QUARRY

Many Varieties of Large & Small  
Rocks for Throwing At Many Varieties  
of Large & Small People

"We Chisel To Meet Your Requirements"

2 Path Running Downhill PLiocene 6-5275

### OOM'S HOUSE OF BOULDERS

"Serving The Brontosaurus Squasher  
Since 1,327,941 B.C."

Free Layaway We Absolutely Don't Deliver

676 Dry River Bed .....PRimate 5-7172

## ► Wheels—Crude

Futuristic Gadget Co.,

67 Path That's Always Muddy ....GLork 3-9077

(See Our Display Ad This Page)

## Want To Survive Your Next Big Game Hunt?

Then Let Us Help You Kill Any-  
Thing That Moves With Our  
Complete Selection of Lethal Goods

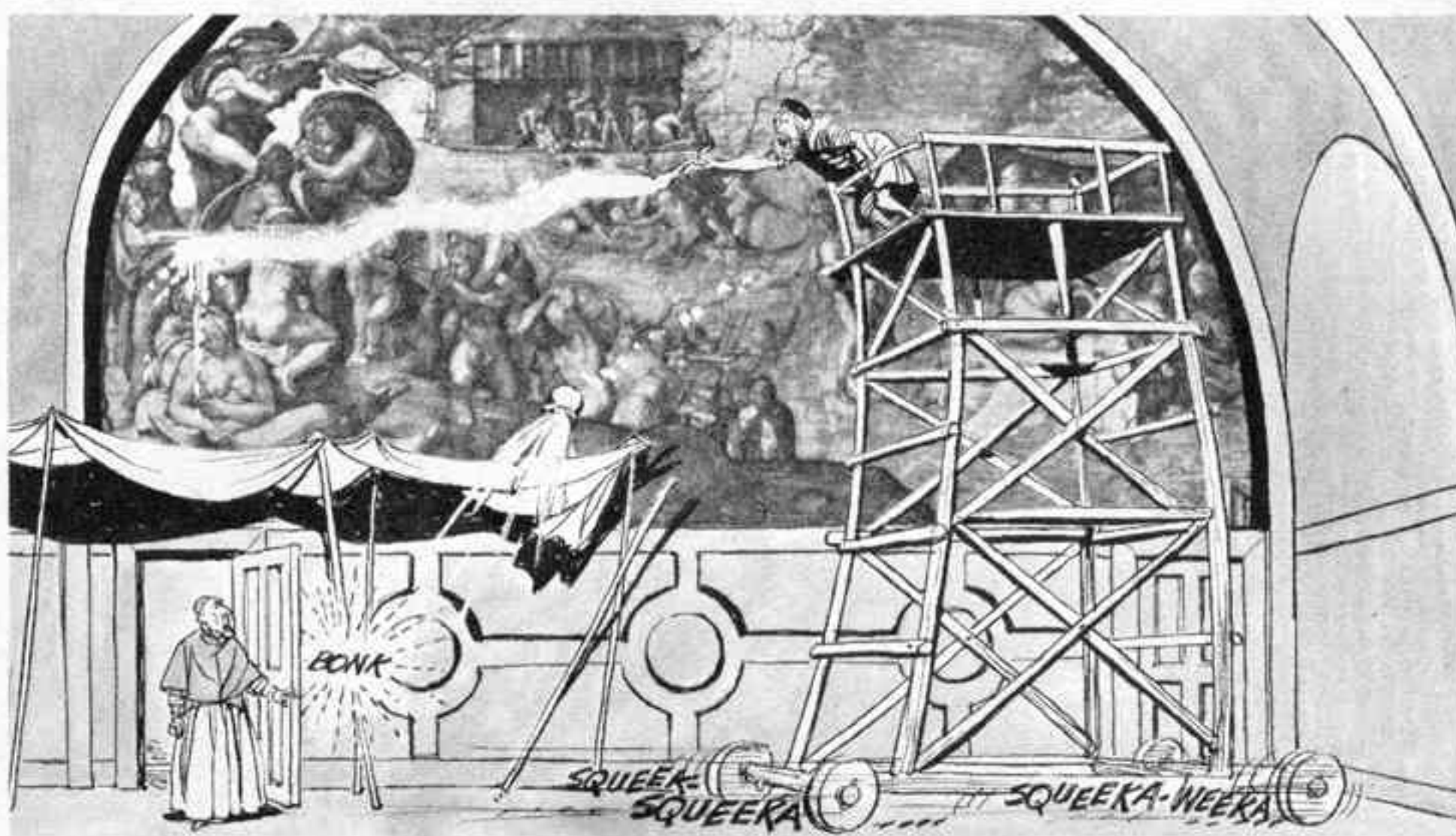
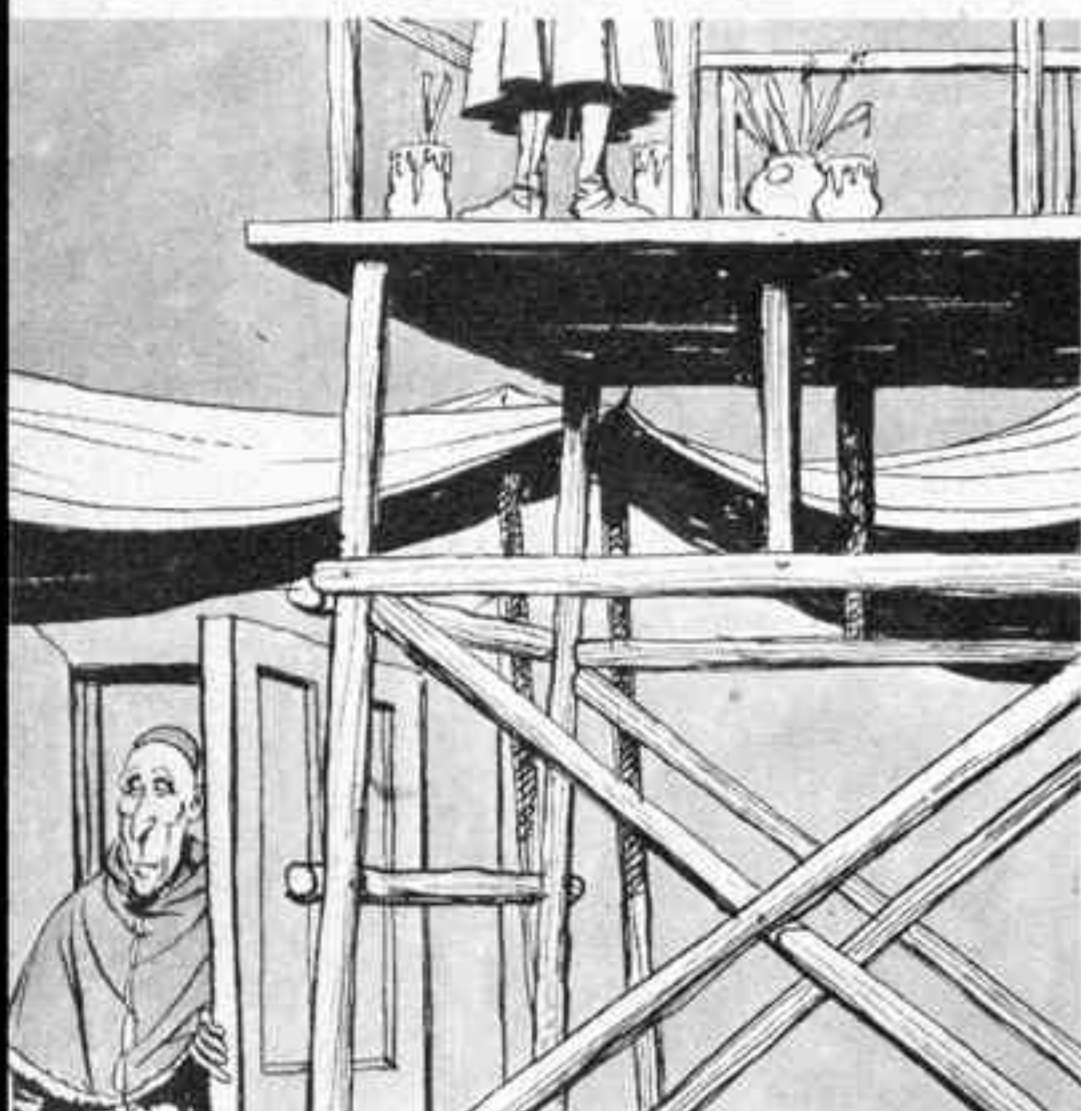
—Solid Stone Axe Heads  
—Polished Hardwood Spears  
—Heavy Duty Clobbering Clubs

### ARR'S ARSENAL

Also Inexpensive Sharpened Sticks &  
Other Saturday Night Specials

PORTAL TO PORTAL PLAY DEPT.

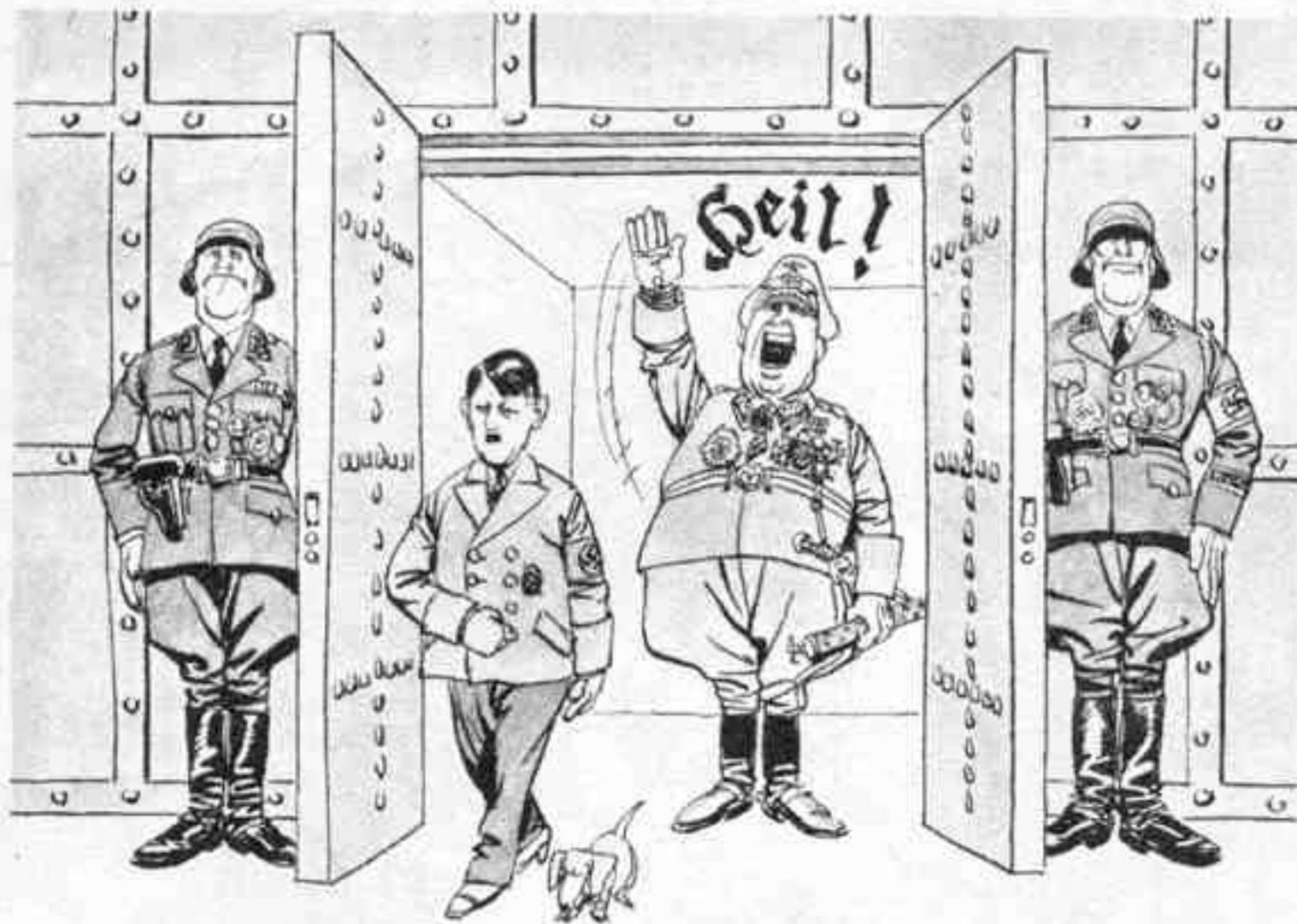
# AMAD LOO



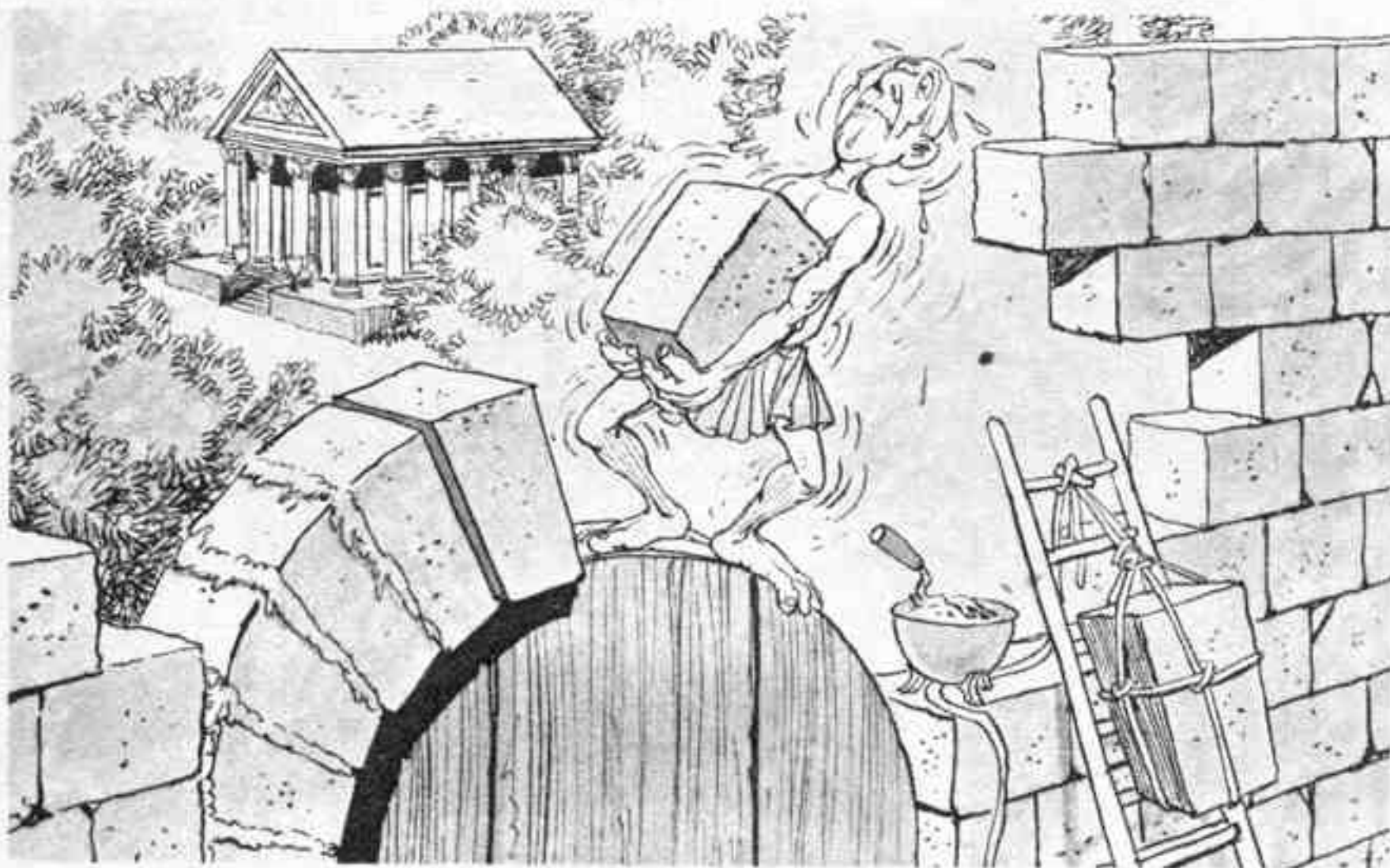
ARTIST: GEORGE WOODBRIDGE

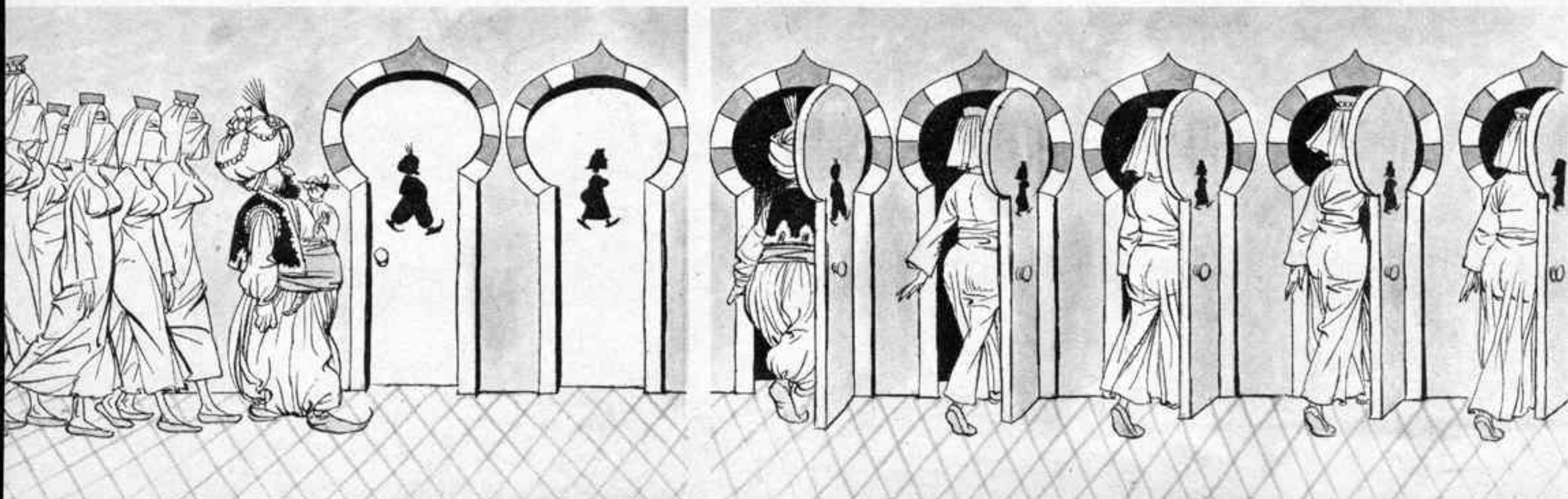
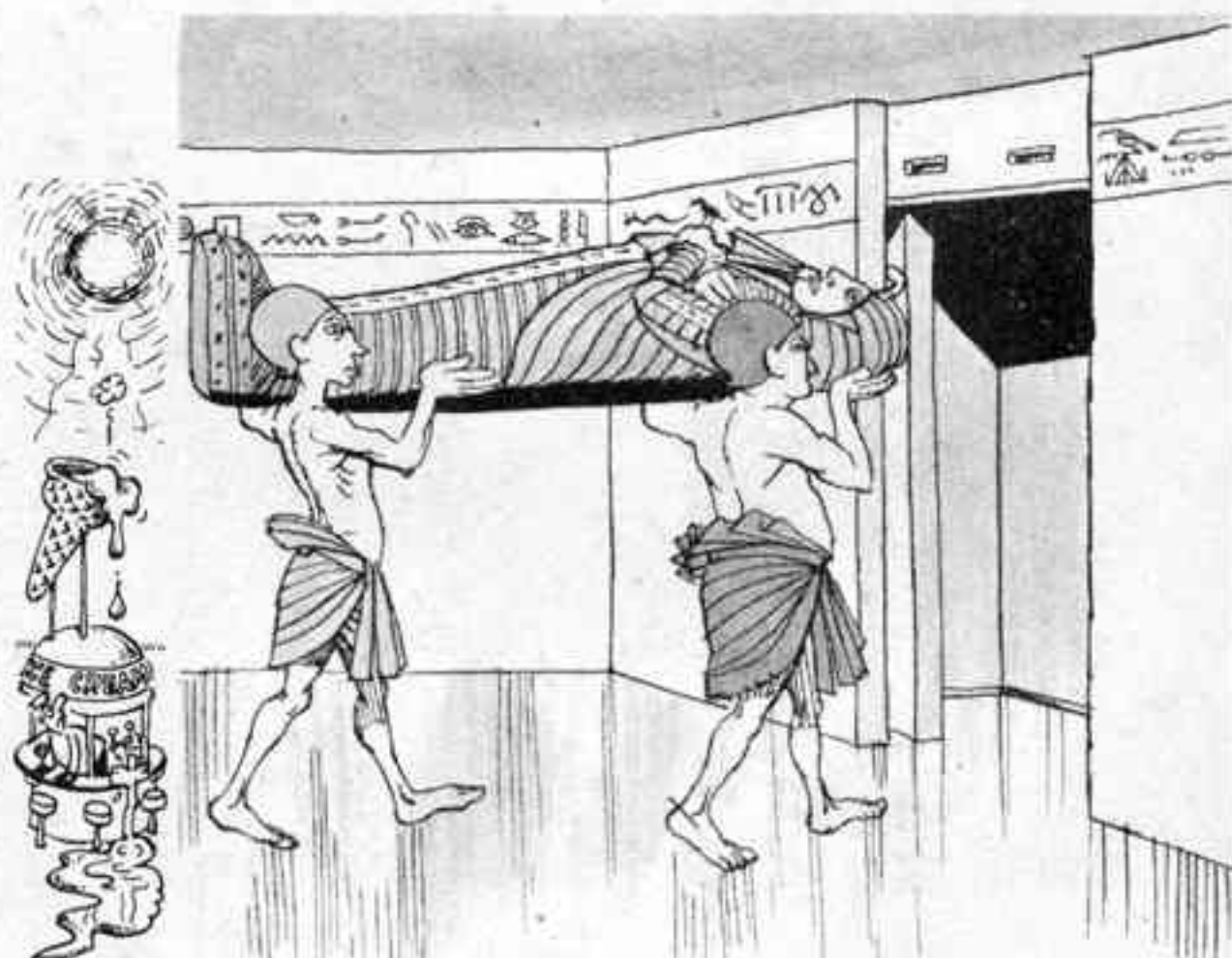
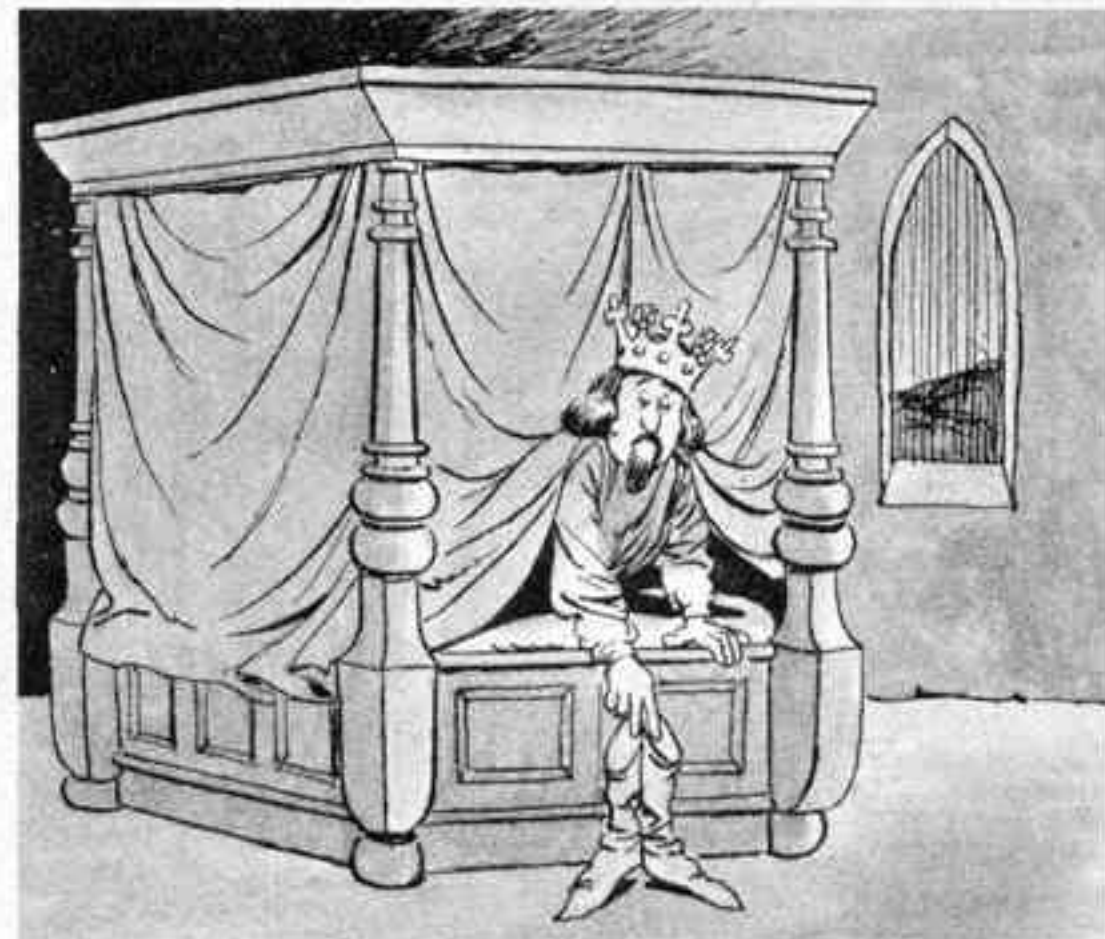
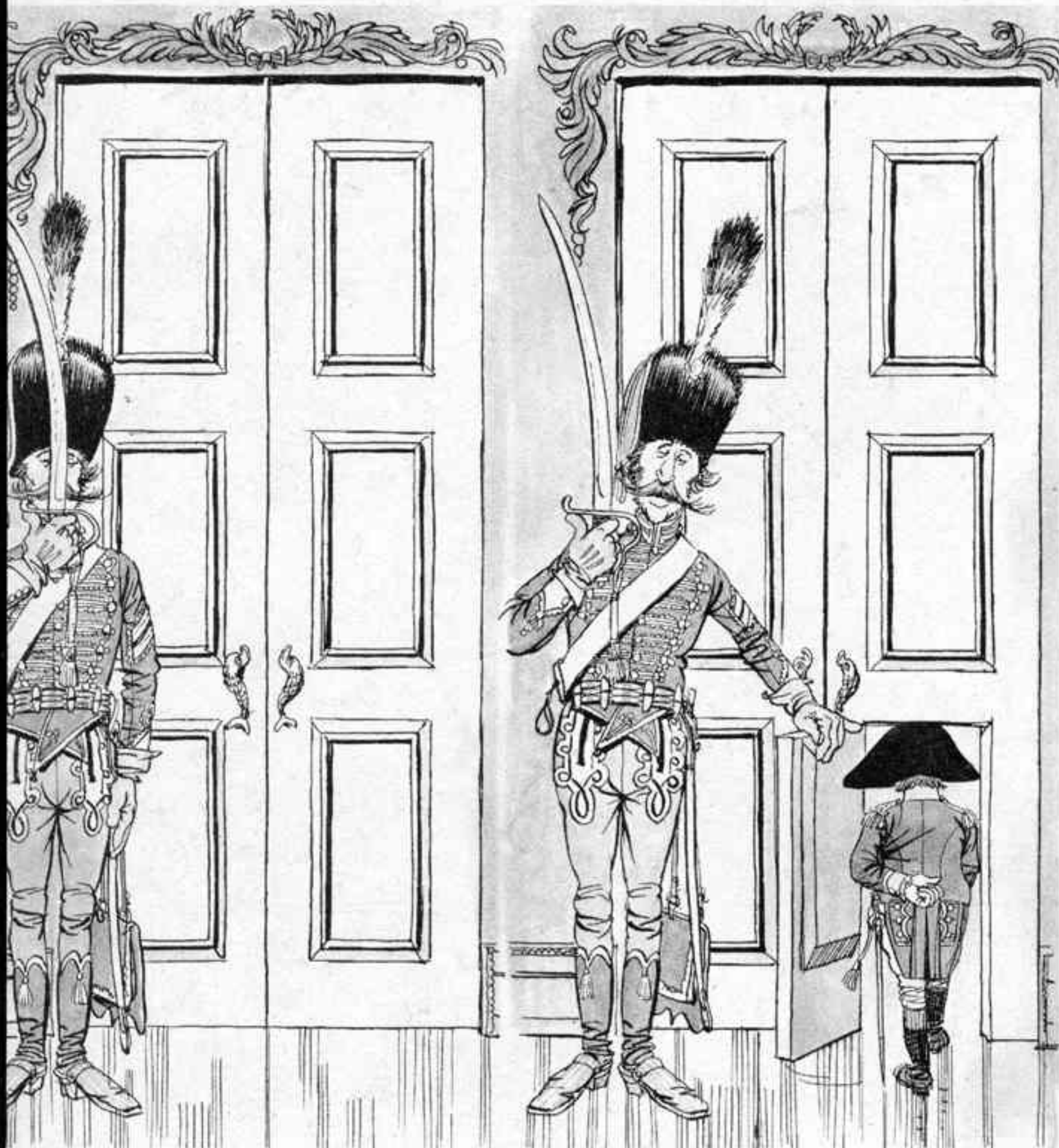
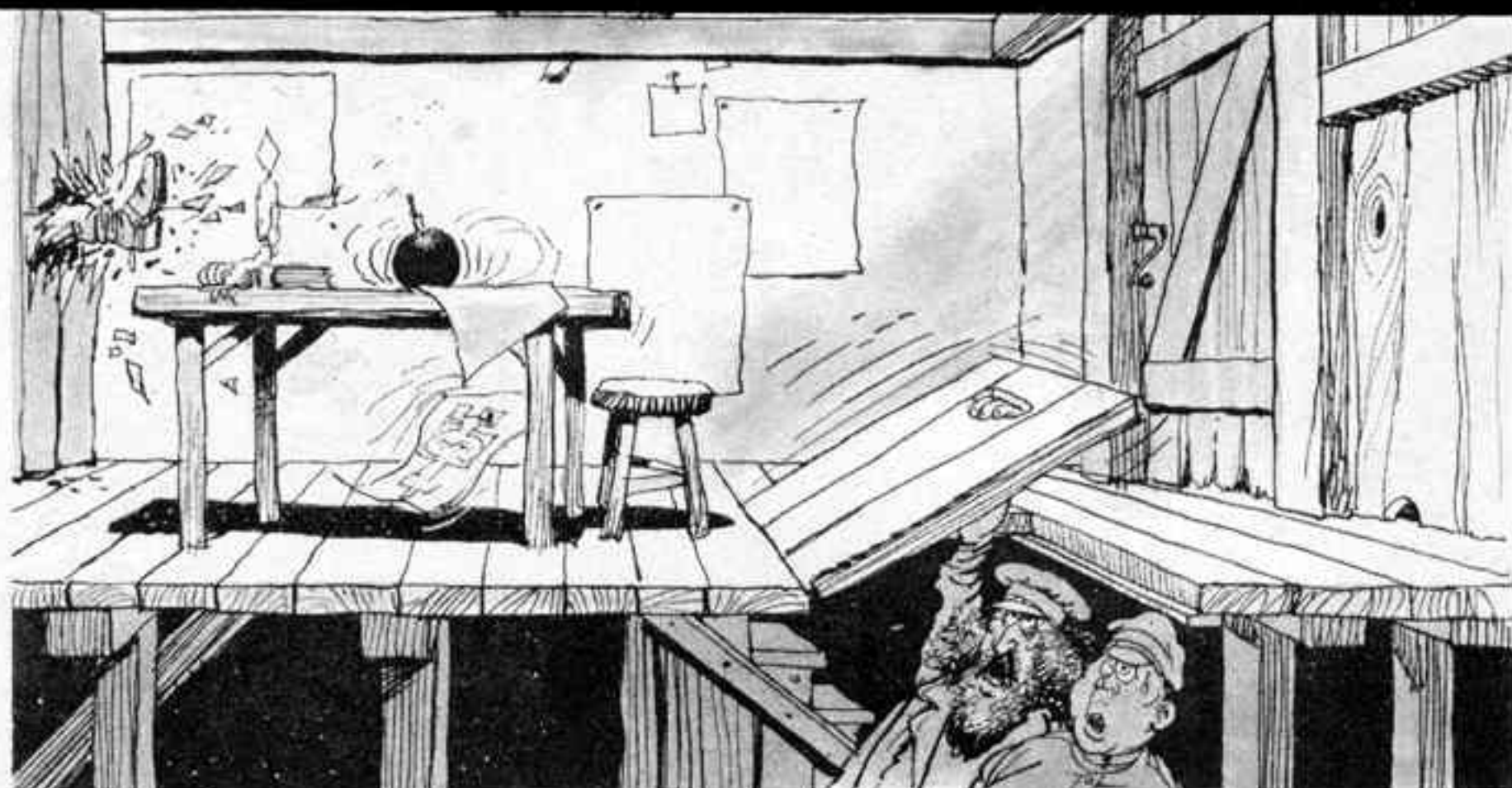


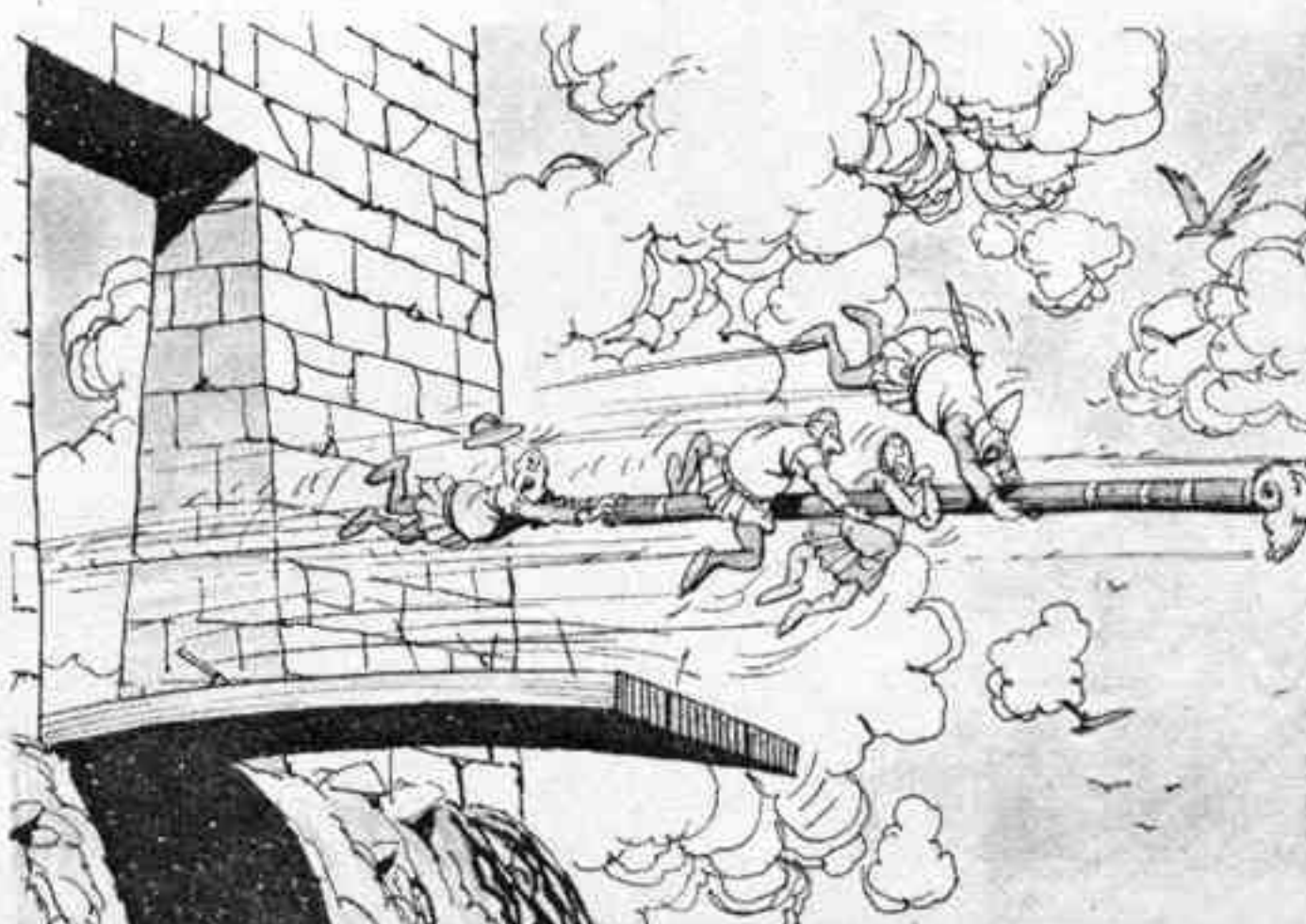
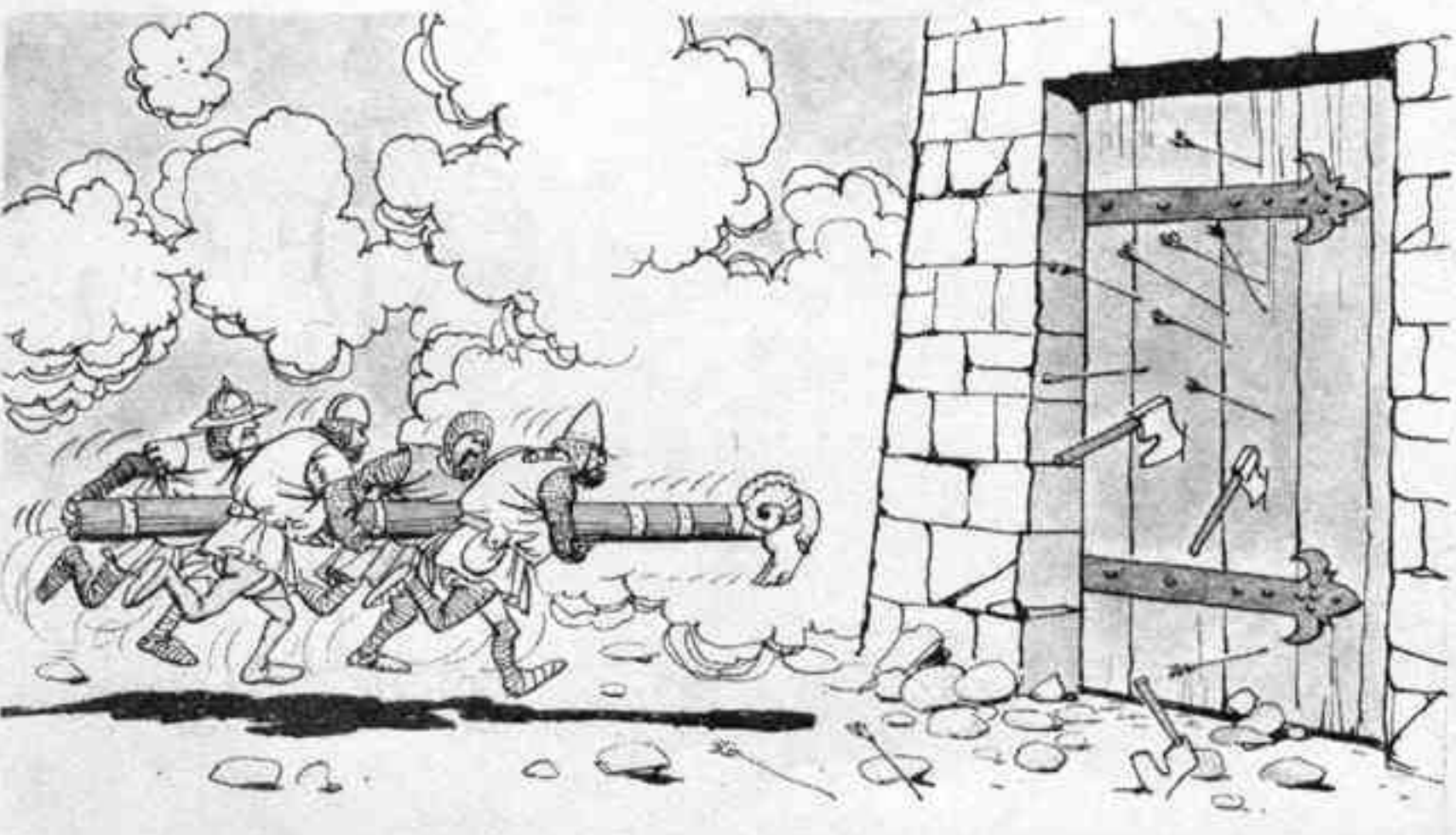
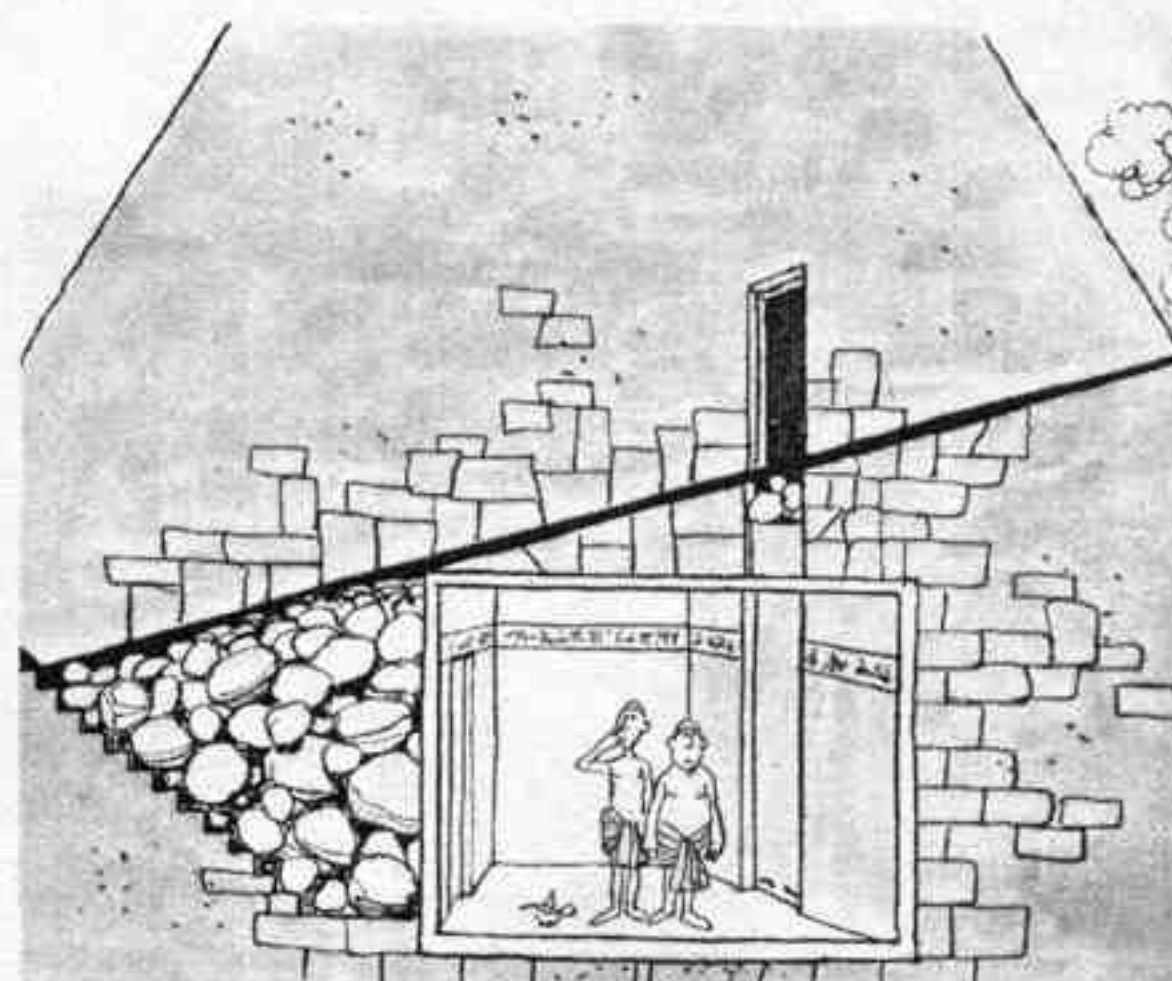
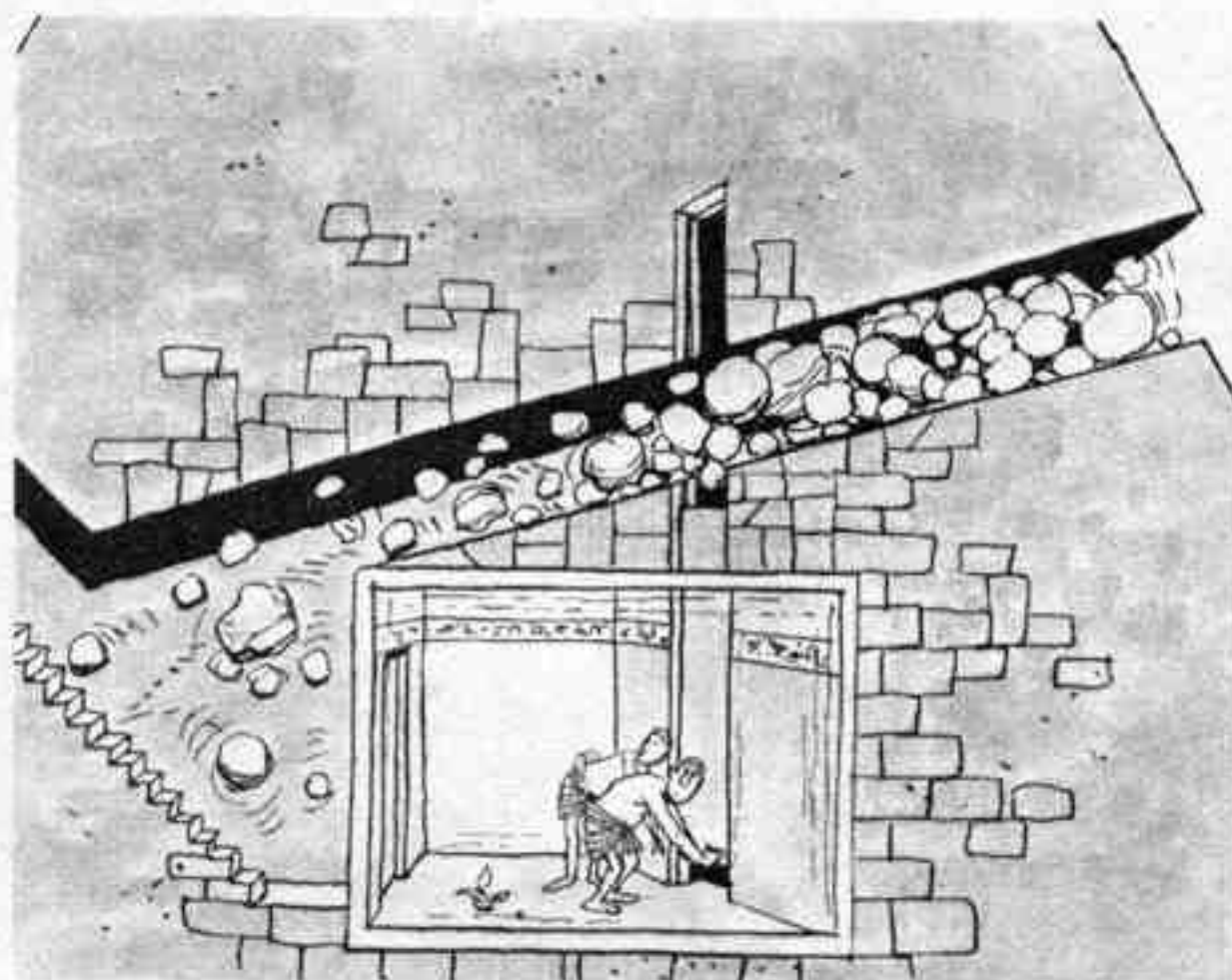
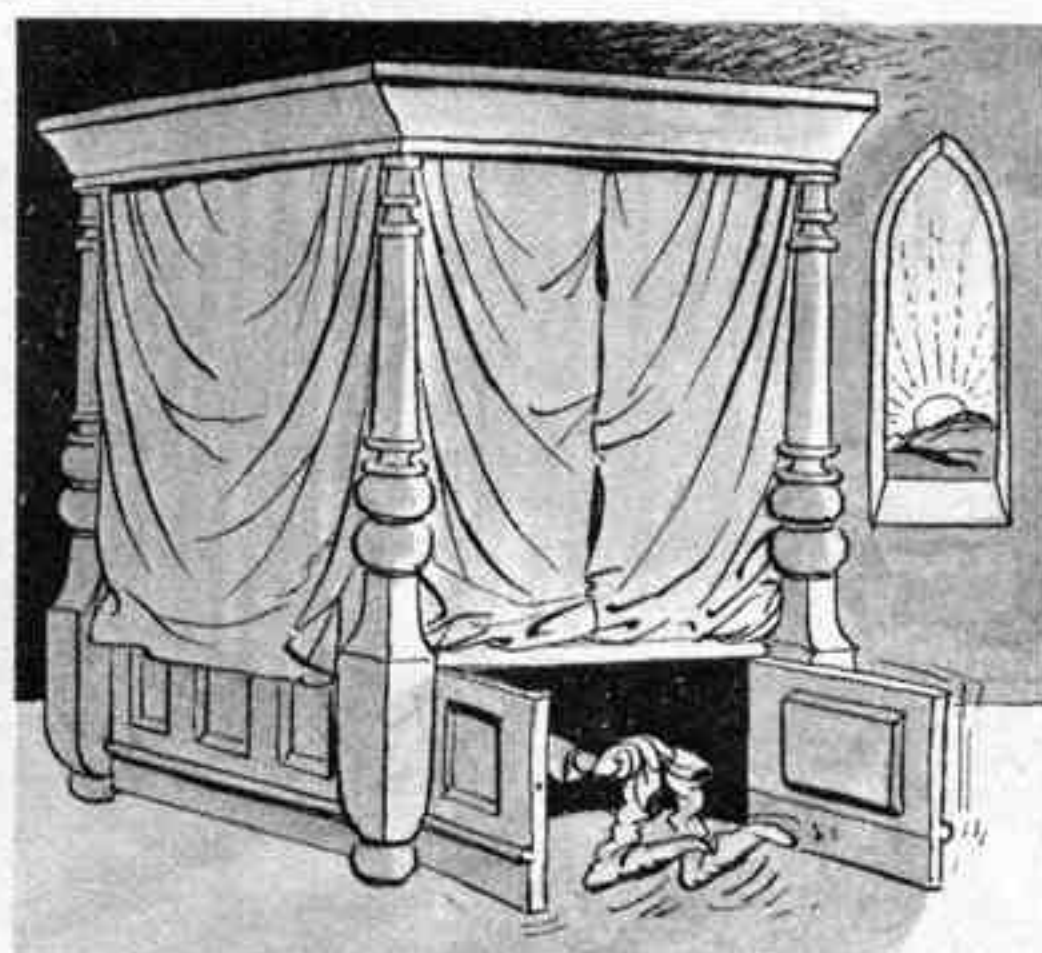
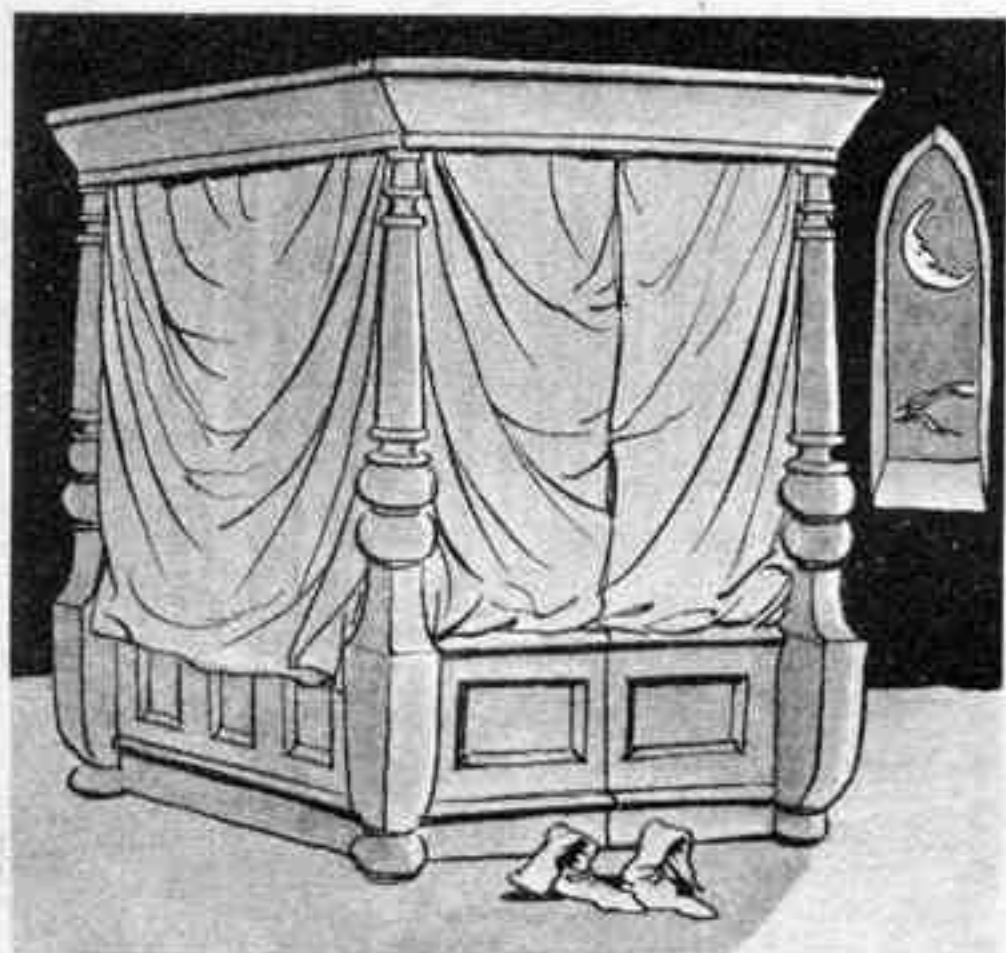
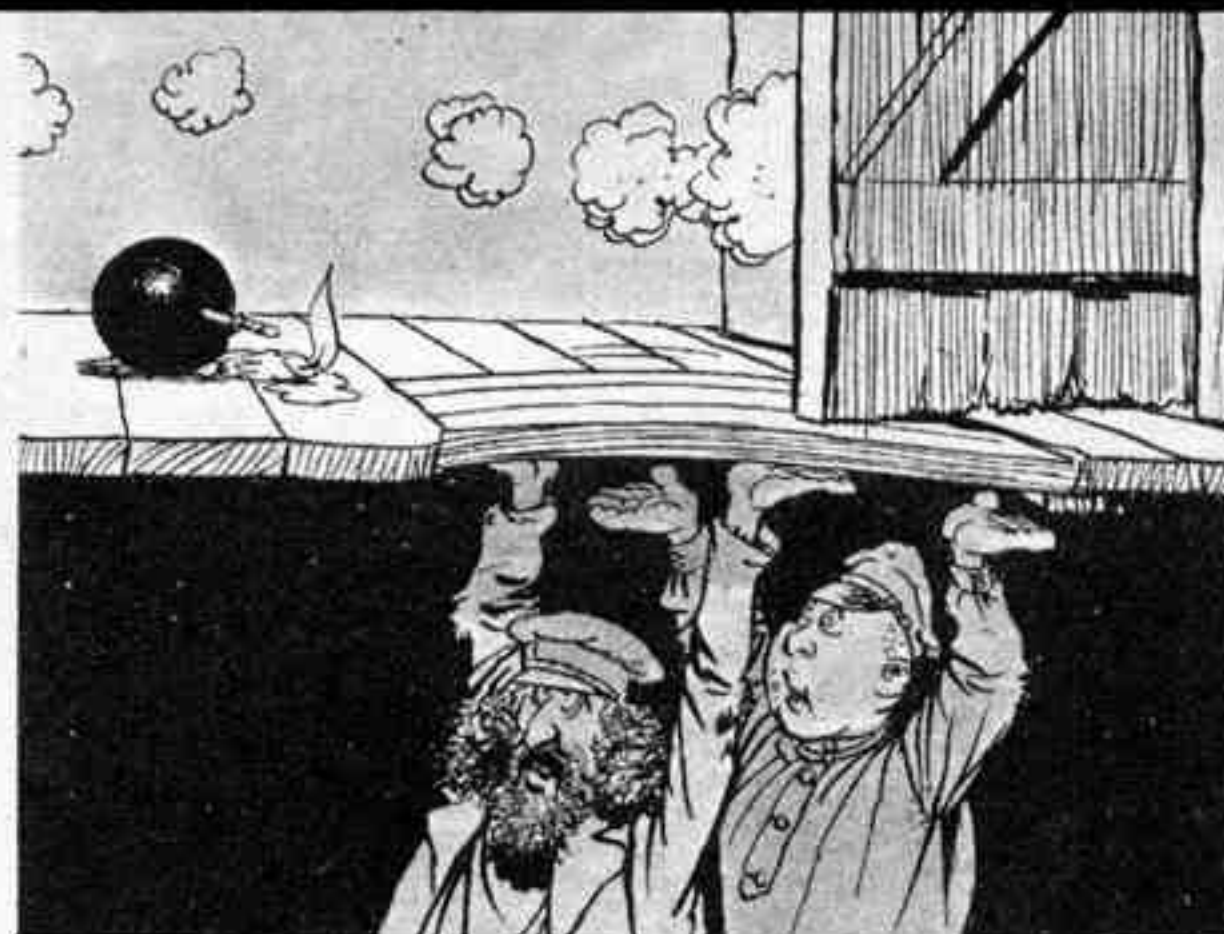
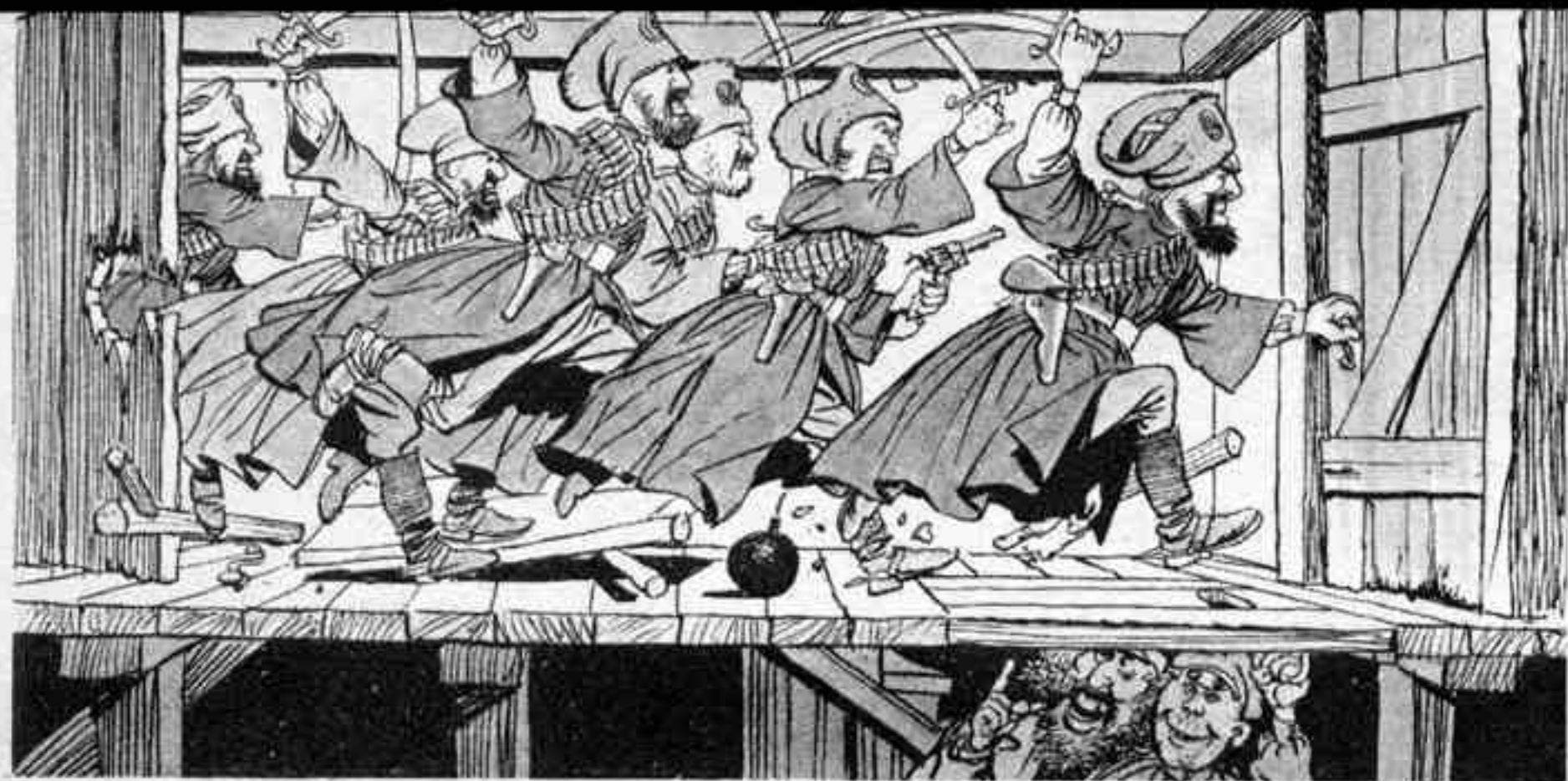
# KAT DOORS



WRITER: PAUL PETER PORGES







## LIB-SCHTICK DEPT.

Remember when this used to be a man's world? And then, something called "Women's Lib" came along, and females took over? Well, they've taken over a lot more than we

realize. Particularly in the entertainment world. It started on TV with "Charlie's Angels," "Police Woman" and a slew of female-oriented shows. Then it made its

# When Women Take Ov

## A MODERN VERSION OF AN OLD GANGSTER FILM

You haven't got a chance, Goldie! Throw down your gun and come out with your hands up!

I'm warnin' you, Coppers! Make one wrong move, and I'll blow my brains out! Then you're gonna have my blood on your hands!

Let ME try talking to her, Chief...

Remember me, Goldie...? Remember two motherless girls, growing up on the Lower East Side? So alike and yet so different...? One became a NUN...and the other turned to crime!

Sure I remember you, Sister! Tell me... where did you go wrong?!!

Give yourself up, Goldie! Please!!

Stand back, Sister!! Take one more step, and I'll blow my brains out!



ARTIST: HARRY NORTH, ESQ.

## A NEW PRODUCTION OF AN OLD HORROR CLASSIC

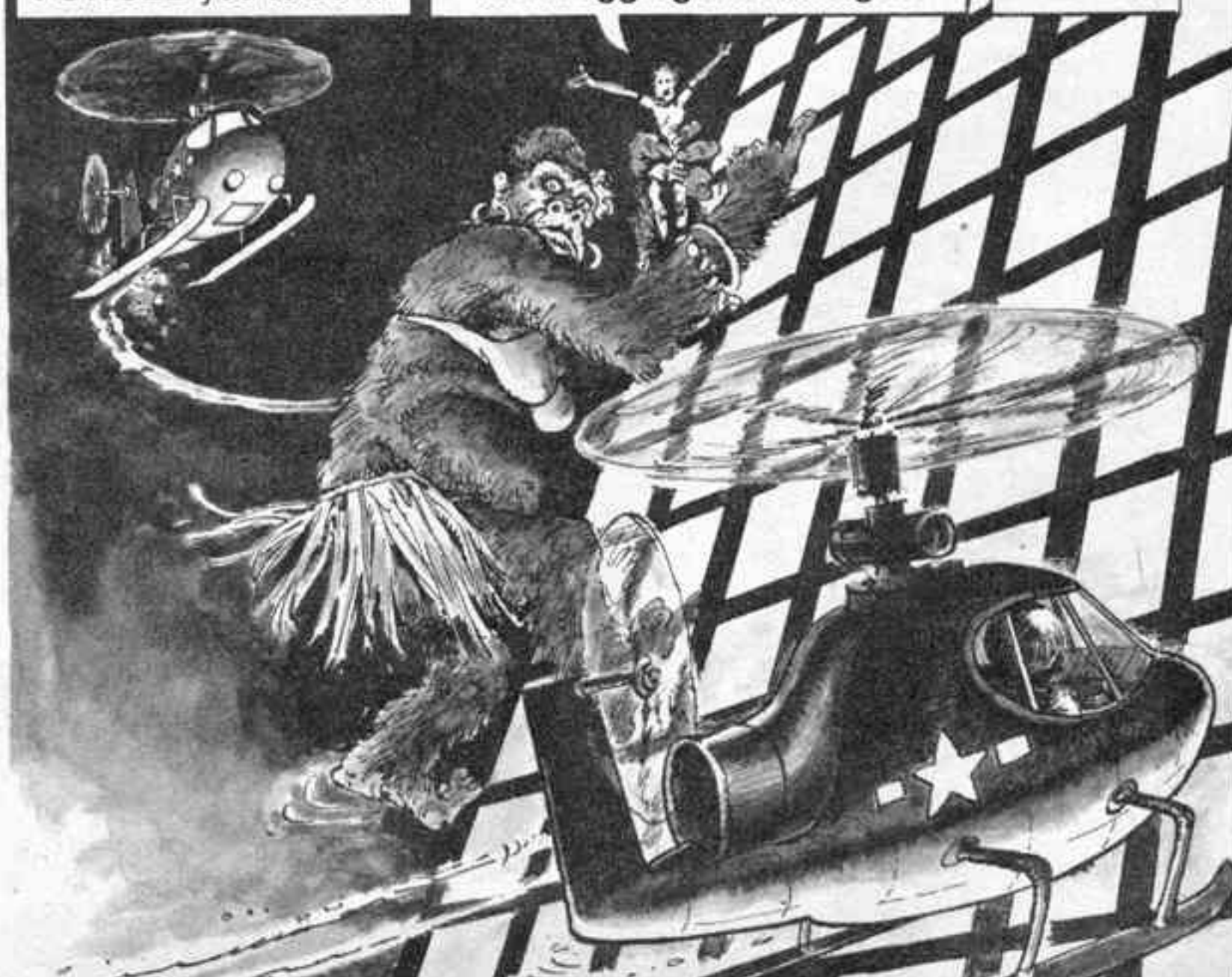
Good Lord! Trapped in the clutches of this horrible monstrous jungle beast! I've got to play my cards right... or I'm DOOMED!

Hi, there, Queen Kong! I want you to know that no matter WHAT they say about you, I have nothing but compassion for you!!

You never WANTED to leave your jungle home, right?!? They FORCED you to do it!

They call YOU a savage?!? HAH!! You see the way THEY live?!? All that robbing and mugging and killing?!?

Why, next to THEM, you're an ANGEL!!



way to the big screen with women's films like "Julia" and "Turning Point." Then it really got out of hand with "Coma," which featured a gorgeous young woman who

not only beat up on hoods, but performed stunts what would frighten Evel Knievel and Clint Eastwood. Well, if this trend keeps up, here is what might happen...

# er Movies Completely



It's no use!  
She's not  
coming out!

I'LL talk  
to her,  
Chief...

Goldie! It's me!  
Herbert! And our  
ten kids! Give  
yourself up! If  
not for YOUR  
sake, at least  
for OURS! Please  
—sob— PLEASE!

Okay, Herbert...  
I will! Thank you  
for showing me the  
light! I've been  
such a fool! Life  
is really worth  
living after all!

Thank you, Goldie! You'll  
never regret it! You'll  
see! In no time, you'll  
be out of jail and back  
home... cooking for all  
of us and cleaning the  
house and shopping and  
riding in car pools and—



WRITER: LARRY SIEGEL



You know what's so  
**incredible?! That**  
someone your size  
has such **style...**  
and **grace!** I mean  
you move like  
**poetry in motion!**

And you know **some-**  
**thing else!?** Man,  
I mean, the way you  
climbed up the side  
of this building,  
you are **ONE HELL**  
**OF AN ATHLETE...**



... for a female!!

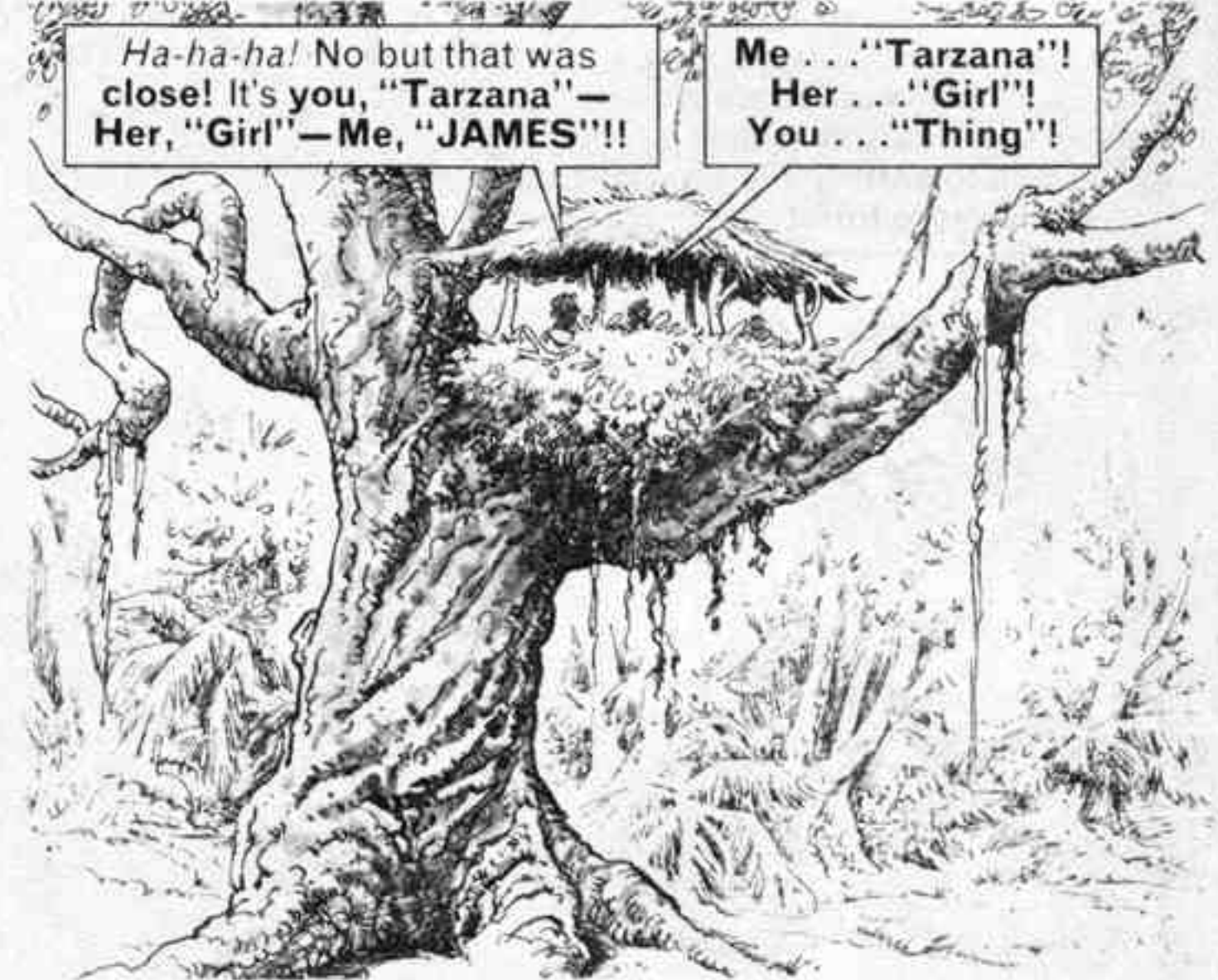


Damn! And I was doing so  
well there for a while...

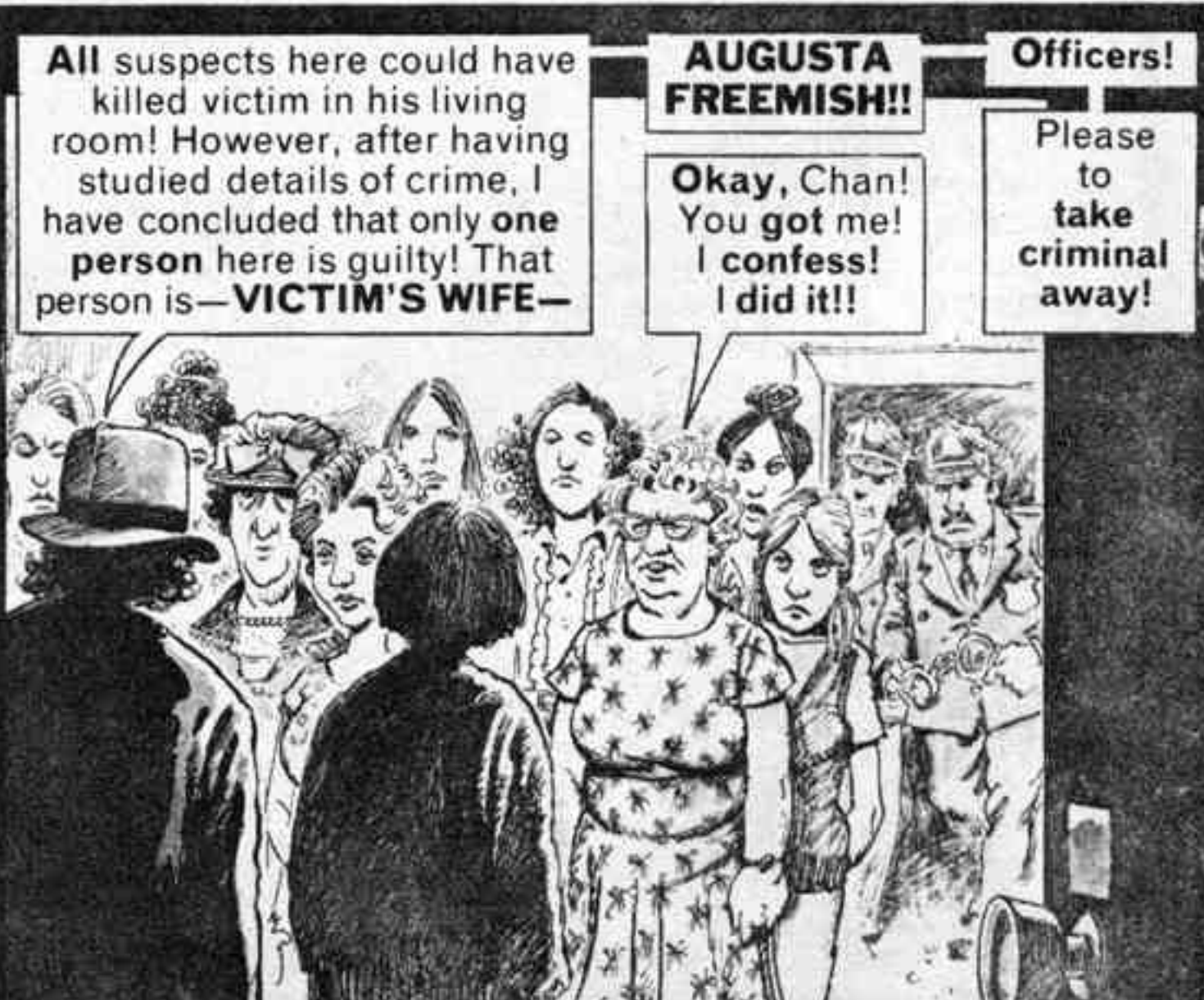
## AN UPDATE OF A TYPICAL WESTERN MOVIE

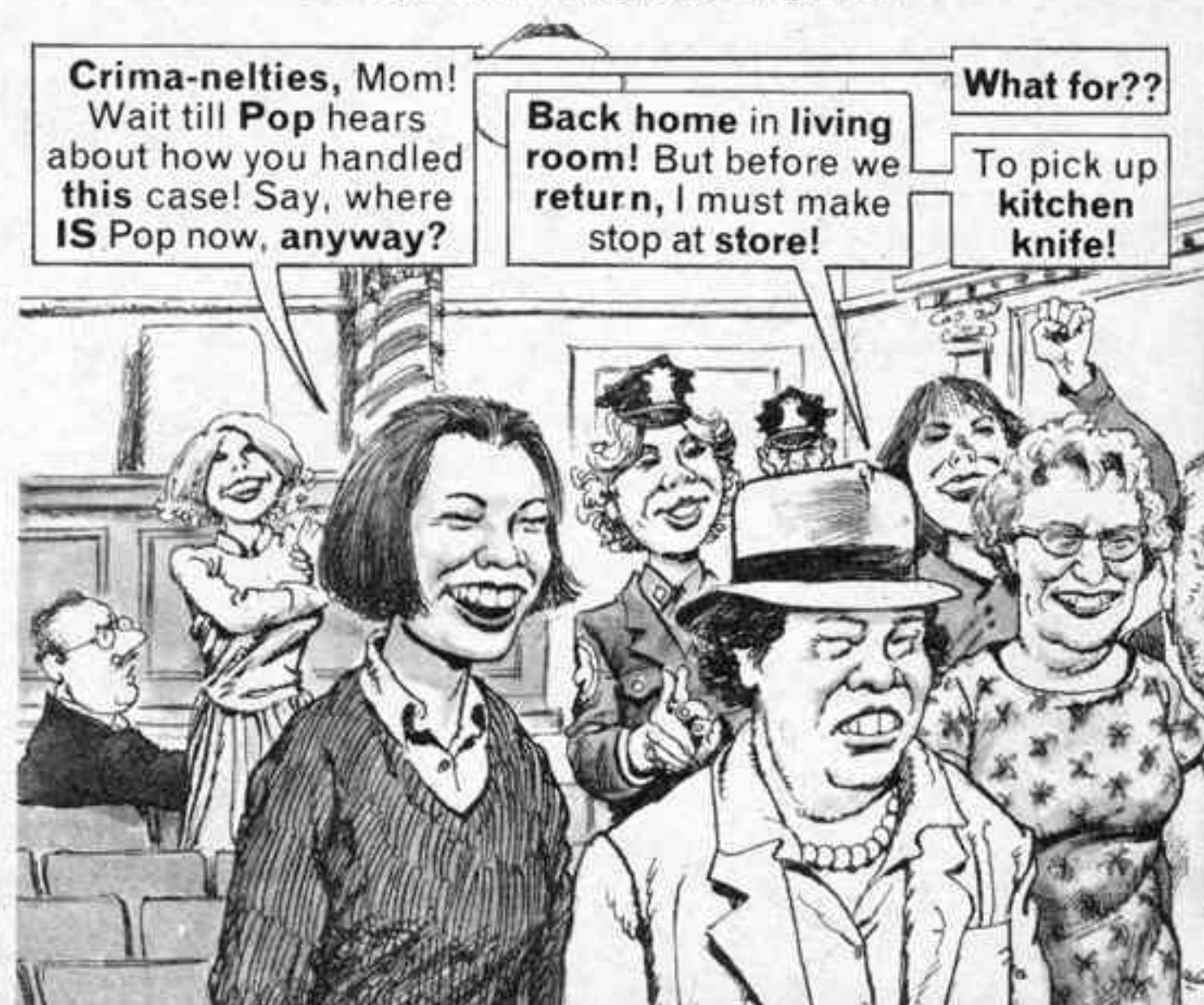
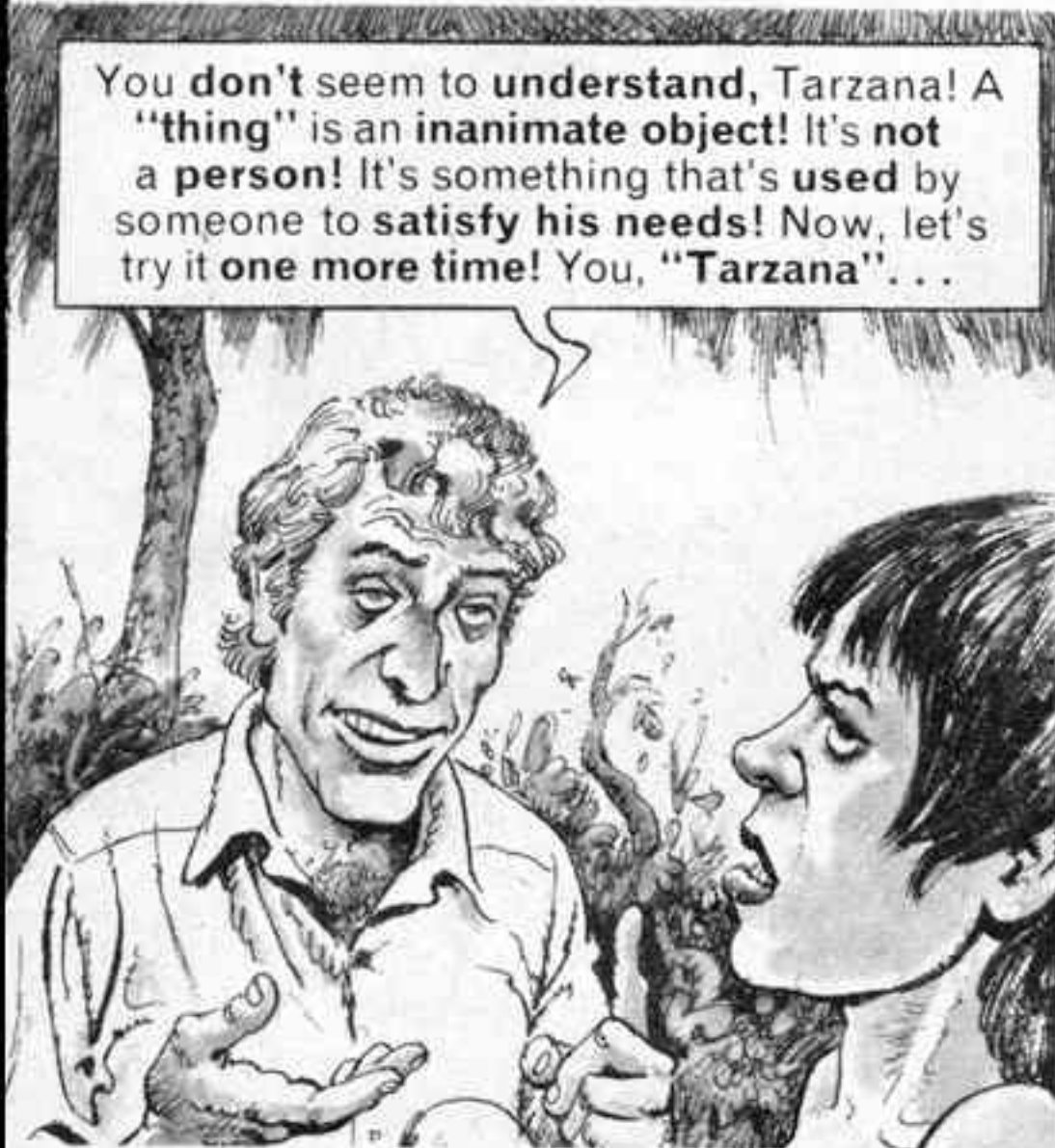
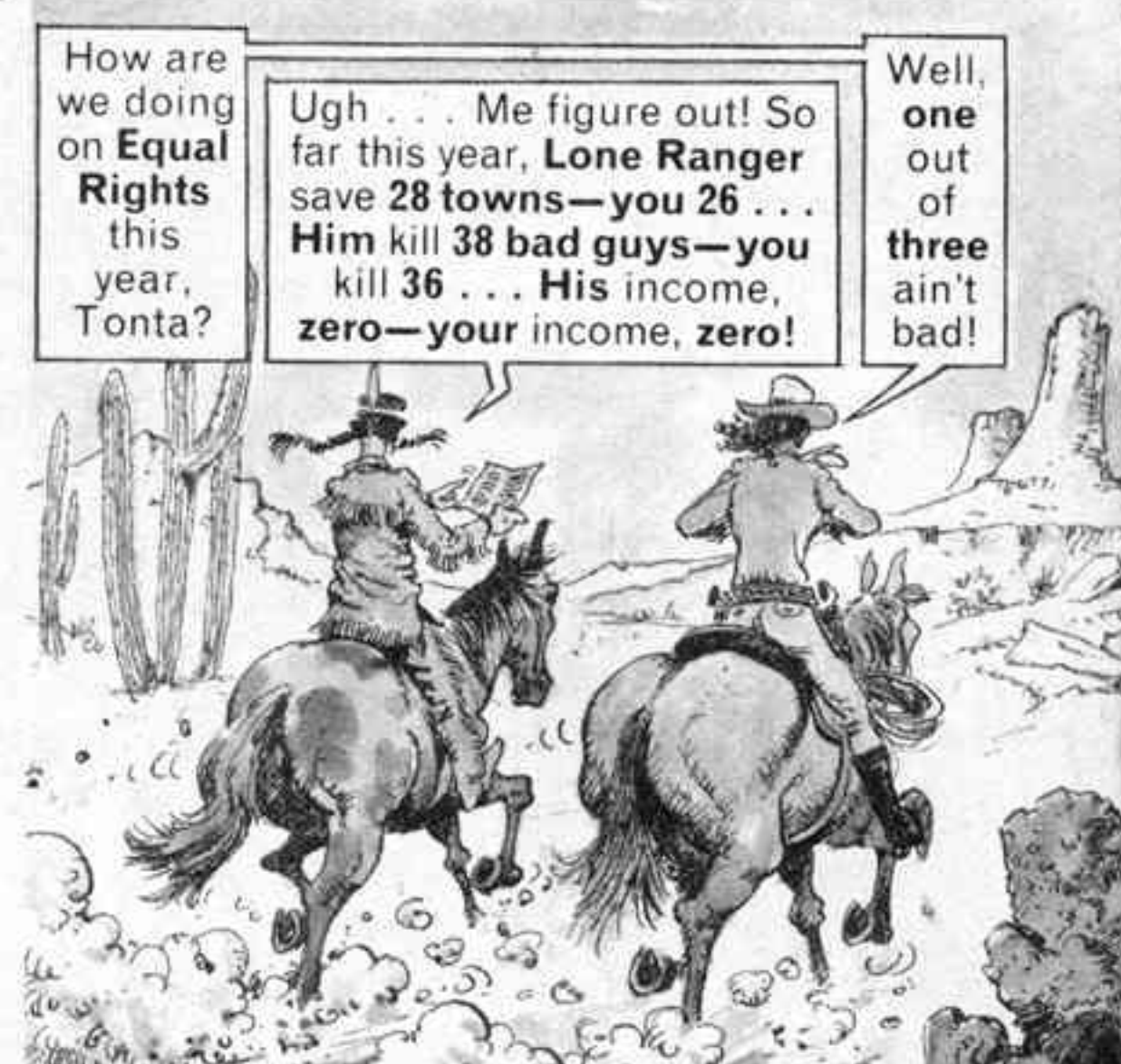
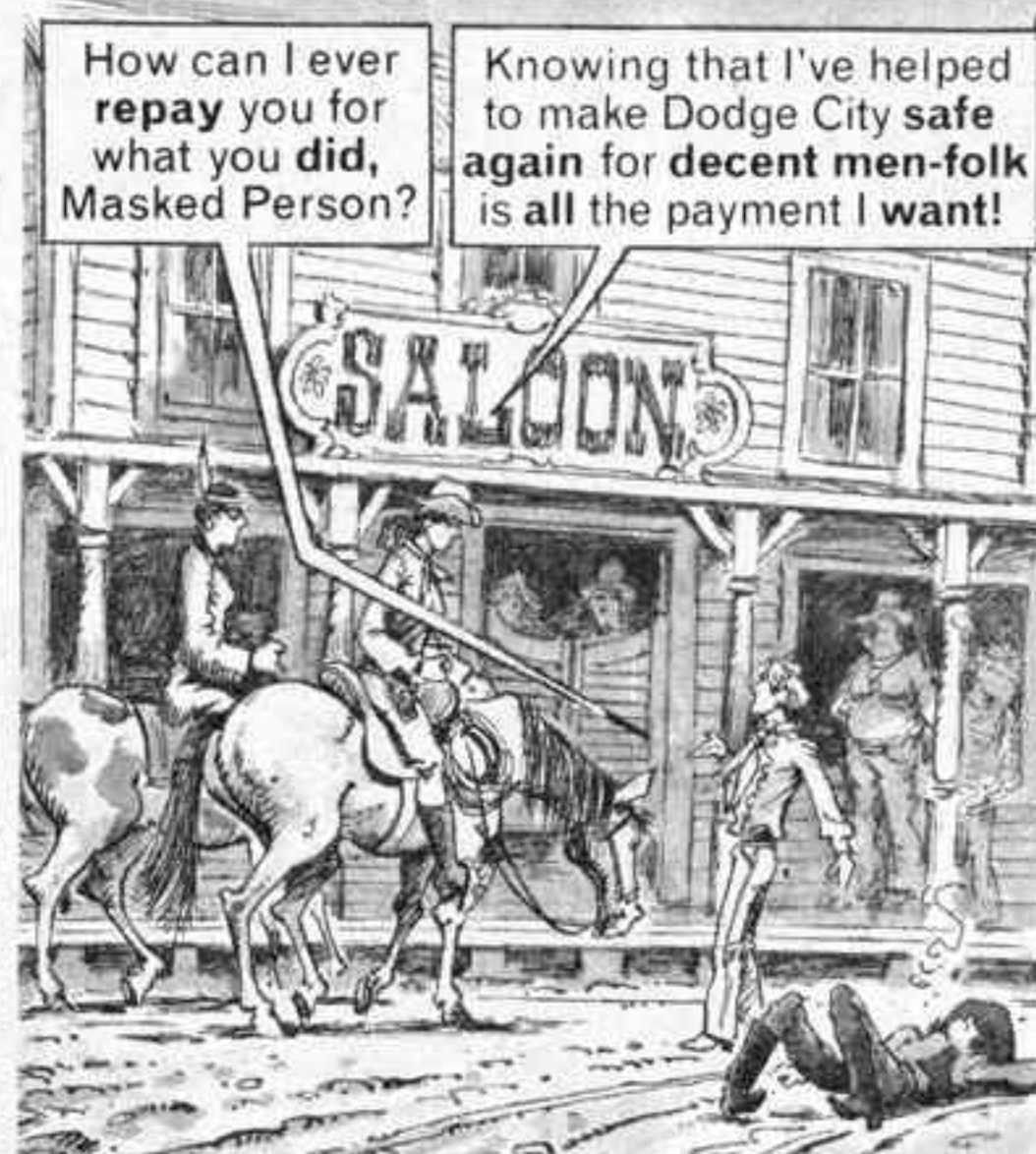


## A RE-MAKE OF A FAMOUS OLD JUNGLE EPIC



## A NEW VERSION OF AN OLD DETECTIVE FILM





LATE ONE FINE AFTERNOON ON AN UPTOWN BUS

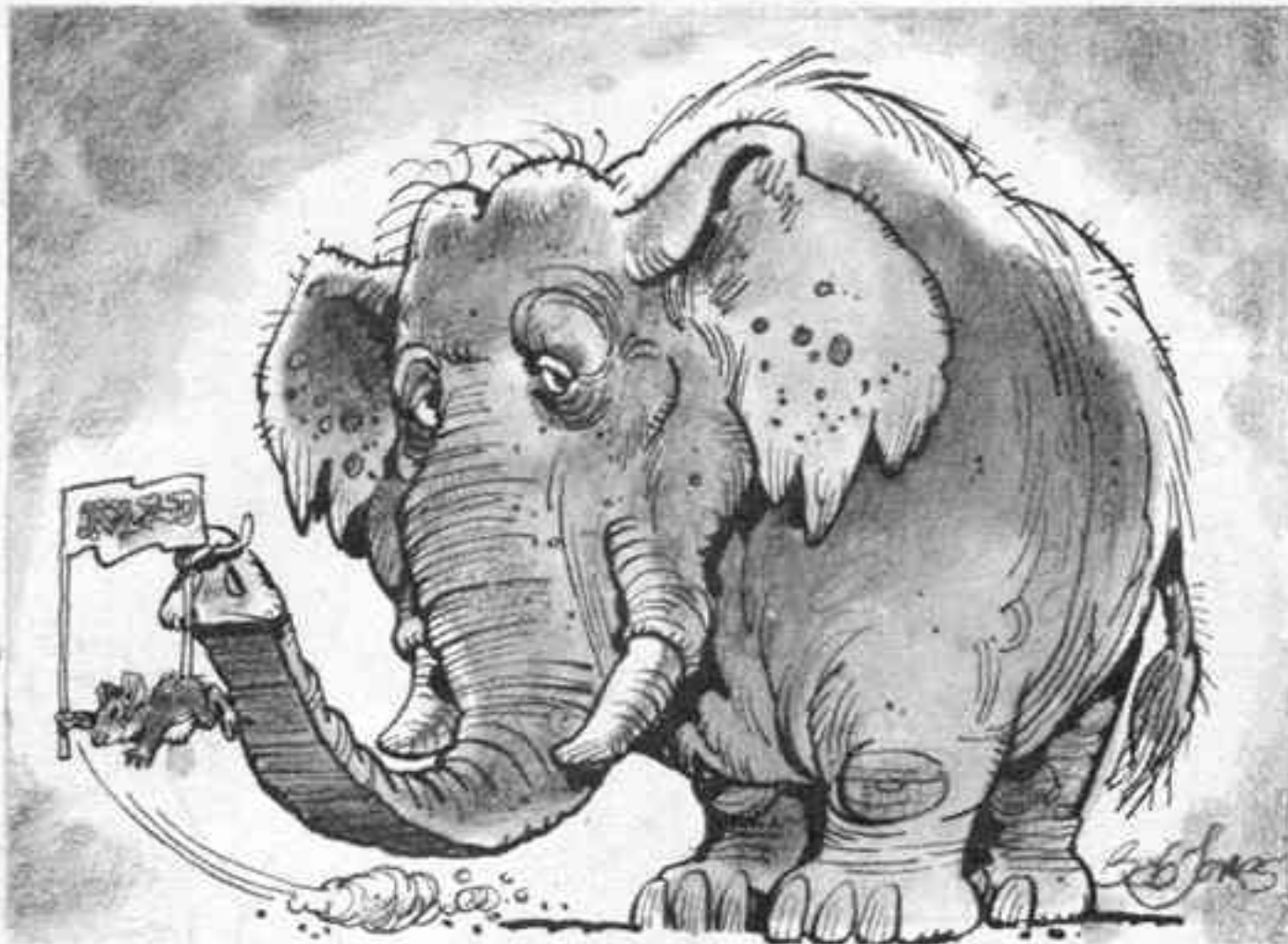




# THE GIFT

ARTIST: BOB JONES

WRITER: FRANK JACOBS



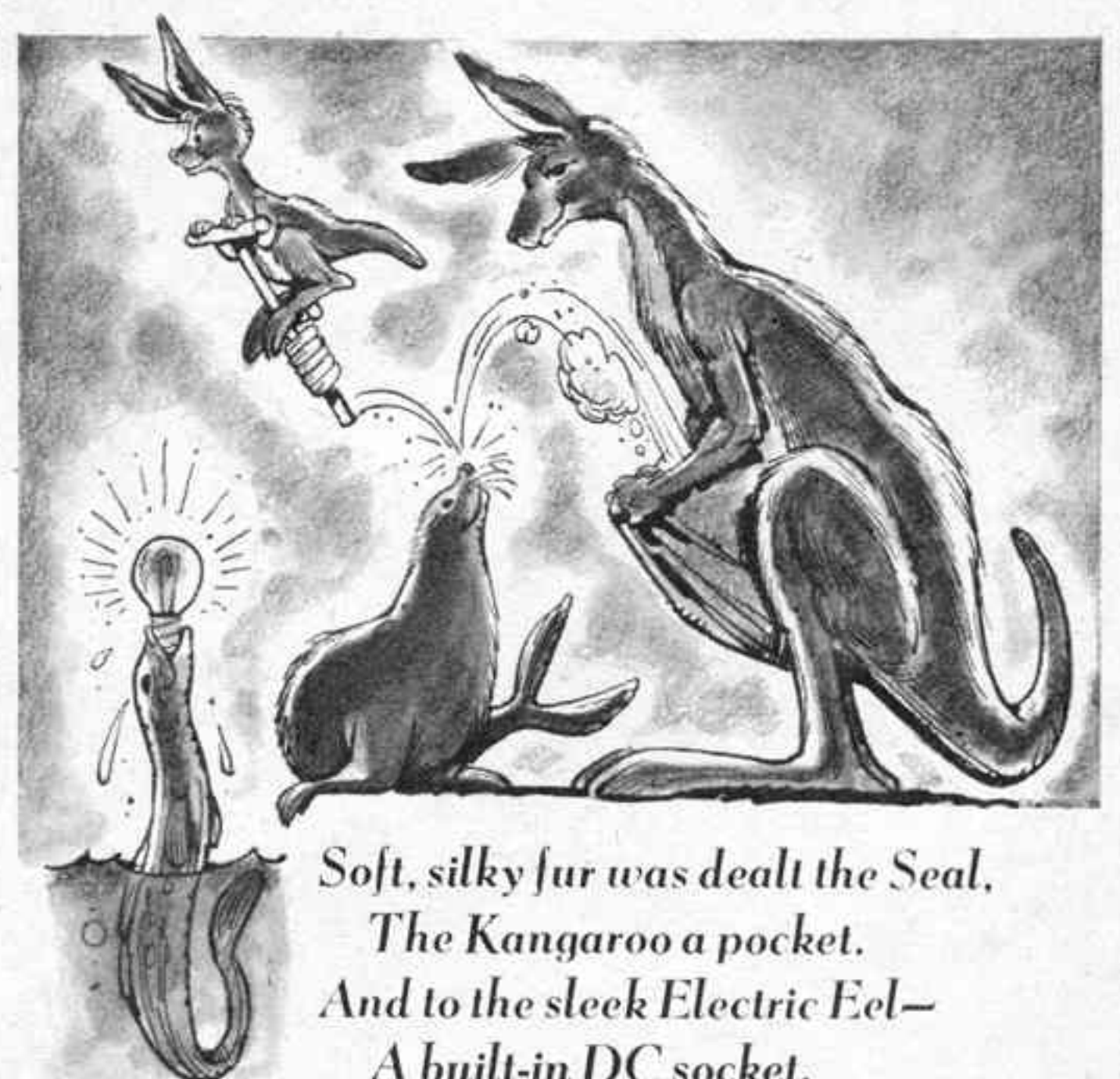
*When Nature made the Elephant,  
A gift she did bequeath—  
A trunk which hangs down from the front  
And picks up things beneath.*



*The Whale was blessed with tail and fin  
For swimming through the seas;  
The Walrus with great folds of skin  
Providing anti-freeze.*



*The Polar Bear was colored white;  
The Skunk was filled with gases;  
The Hawk was blessed with wondrous sight  
Without the aid of glasses.*



*Soft, silky fur was dealt the Seal,  
The Kangaroo a pocket.  
And to the sleek Electric Eel—  
A built-in DC socket.*





And Man, as anyone can see,  
With his great gift is blessed:  
A mind to think up ways that he  
Can kill off all the rest.



# MAD'S INGENIOUS PLAN FOR A MORE EFFICIENT GOVERNMENT

ARTIST: JACK DAVIS

WRITER: BARRY LIEBMANN



Candidates will not be allowed to receive campaign contributions from individuals or large corporations. However, they will be allowed to finance their campaigns by driving a cab or panhandling on the street.



Outside interests in large corporations, real estate ventures or the stock market will be forbidden to all politicians. However, they will be allowed to moonlight as garbage men, soda jerkers, gas station attendants or something equally suitable.



The President of the United States will receive a minimum wage (\$2.65 an hour) and, at the end of his term, will be "tipped" by the American Public. Tips will not be allowed to exceed \$5 per person (since that's too small to be considered a bribe).



The salaries of the President, his Cabinet members, and all members of Congress will not be raised in accordance with the rising cost of living, since it's their job to keep it down in the first place.



In order to prove their dedication to their job, all politicians will be forced to take a "vow of poverty" before entering office.



In order to speed up the Congress, a limit of 5,000 words will be placed on every speech, and a fine of \$10 per additional word will be imposed on any Congressman who goes over this reasonable limit.



Because Congressmen have a tendency to fall asleep while on the job, a Surprise Quiz will be given at the end of each daily session of Congress, and the results published.



A fine of \$50 (per word) will be charged to all candidates who use five-syllable words where a two-syllable word (or less) would do just as well.



Government agencies will no longer be allowed to spend tax dollars (for any reason whatsoever) without first having to ask permission from each and every taxpayer.



Any politician claiming to be "one of the common people" will be required to live among the "common people" in a slum neighborhood while serving his full term of office.



Expense allowances for Congressmen will not exceed \$149.50 per week. (If they can't manage THEIR budget, why should they be allowed to manage OURS?)



After the election, all candidates (winners OR losers) will personally have to eat all their posters, handbills, and stickers that haven't been removed by mid-December.



All political candidates will be obliged to draw up a contract explaining (in outline form) what they plan to do if elected. And at the end of their terms, they will be paid a flat fee for every promise that wasn't broken.



To avoid further hanky-panky on Capital Hill, all new Secretaries will be chosen by a Committee of Congressional Wives.



Congressmen, Governors, Mayors and Supreme Court Judges will not be given bodyguards or Secret Servicemen since it's their job to keep the streets safe to begin with.



When they retire, all politicians will receive the same type of pension that is given to the average school teacher, coal miner, auto worker, clerk, etc.

# THE MAD OVERRATED.

**MORK**  
is overrated



**MINDY**  
is underrated



**FOOTBALL RUNNING BACKS**  
are overrated



**THEIR BLOCKERS**  
are underrated



**THE BOARDWALK**  
is overrated



**TENNESSEE AVENUE**  
is underrated



**LUCY**  
is overrated



**LINUS**  
is underrated



© 1968 by United Feature Syndicate, Inc.

**THE 7TH COMMANDMENT**  
is overrated



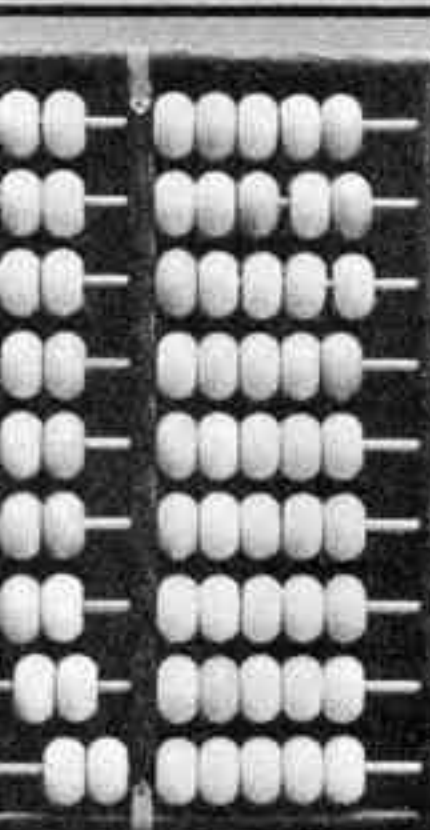
**THOU SHALT NOT**  
**COMMIT ADULTRY**



**THOU SHALT NOT COVET**  
**THY NEIGHBOR'S WIFE.**

**THE 10TH COMMANDMENT**  
is underrated

**ELECTRONIC CALCULATORS**  
are overrated



**ABACUSES**  
are underrated



# UNDERRATED BOOK

WRITER: FRANK JACOBS

PHOTOS BY U.P.I.

**CHER**  
is overrated



**TONI TENNILLE**  
is underrated



**LOVE**  
is overrated



**LIKE**  
is underrated



**BIG BIRD**  
is overrated



**GROVER**  
is underrated



**LUKE SKYWALKER**  
is overrated



**CHEWBACCA**  
is underrated



**HOME RUNS**  
are overrated



**TRIPLES**  
are underrated

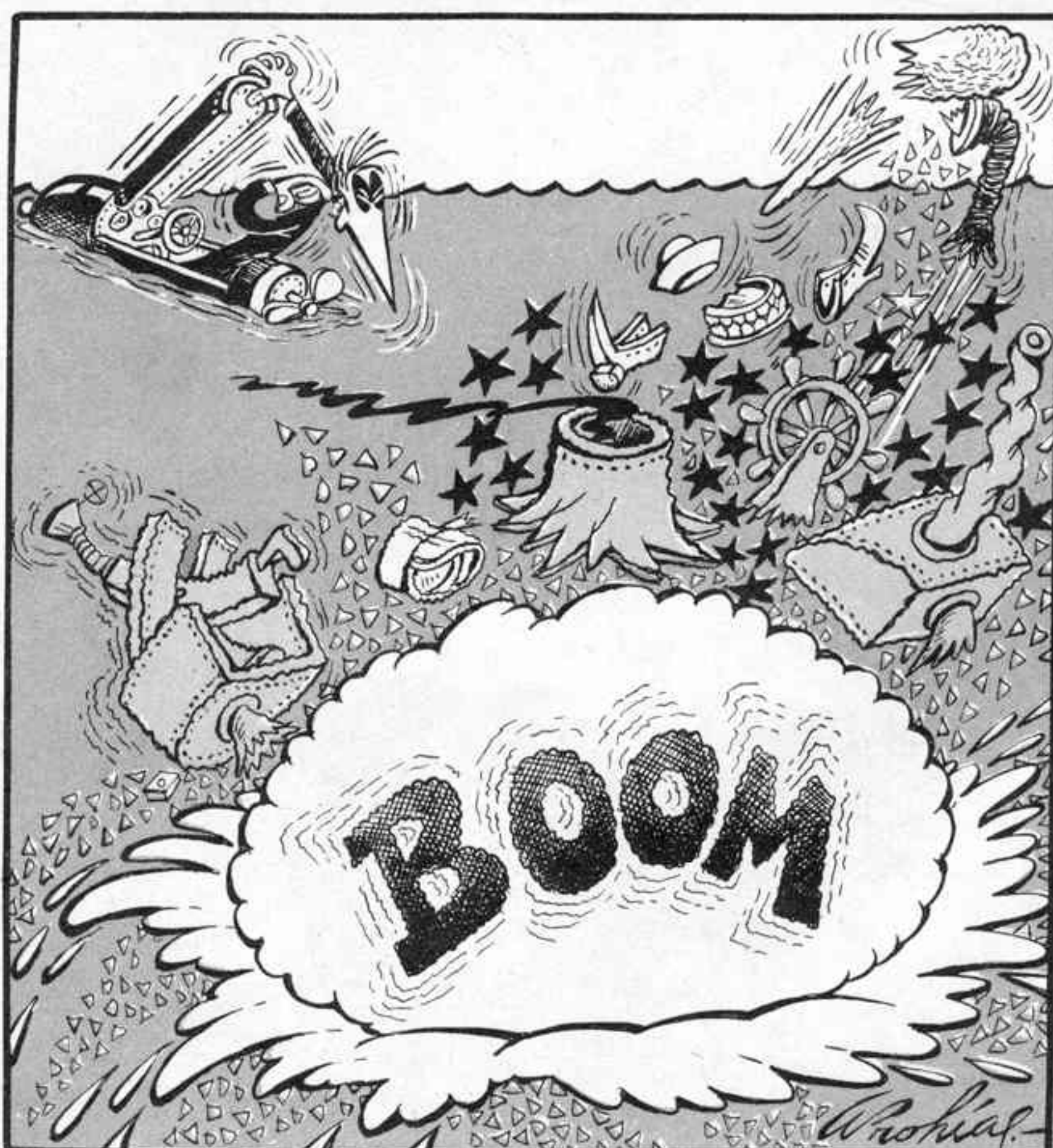
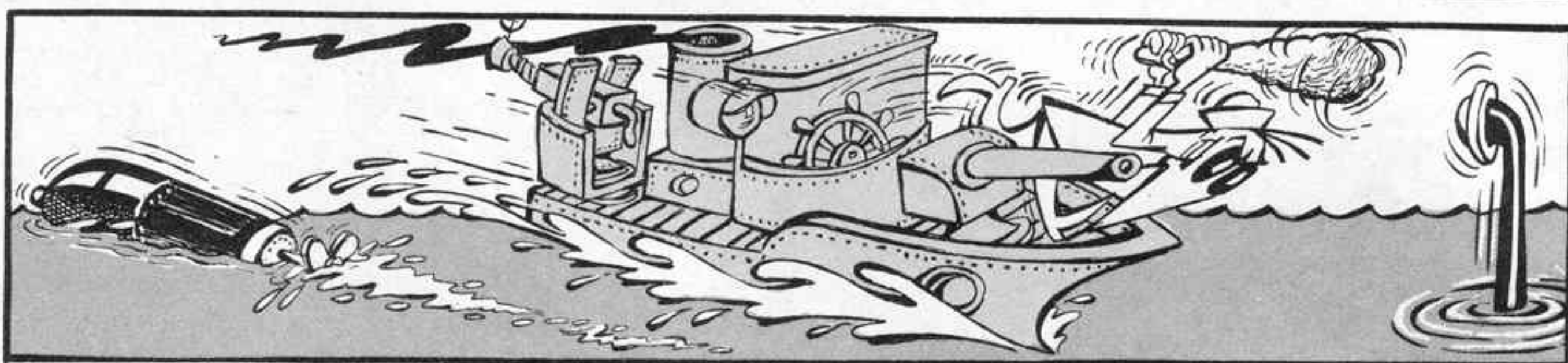
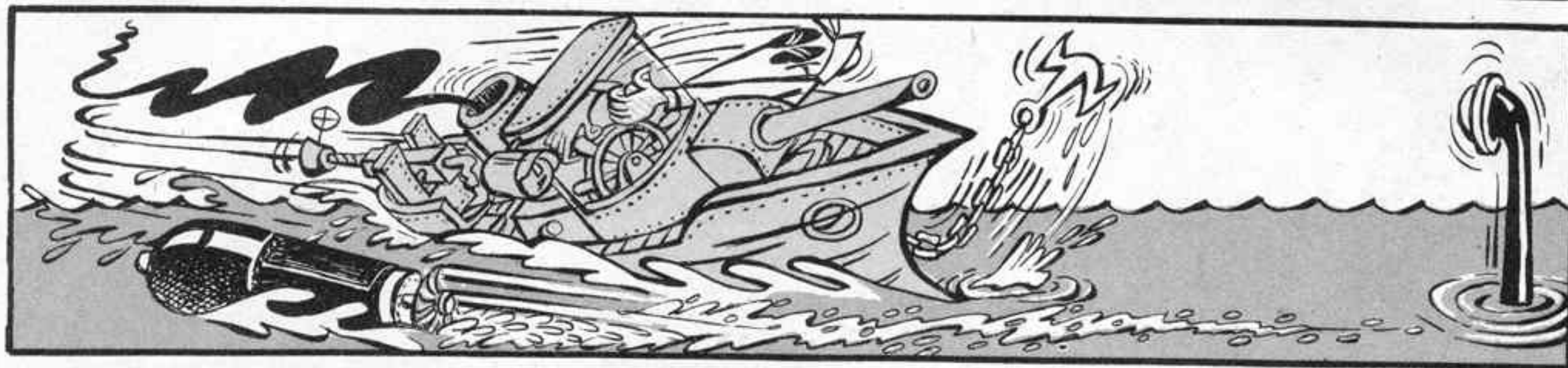


**MR. SPOCK**  
is overrated



**MR. SCOTT**  
is underrated





**WARNING: CONTAINS CYCLE-MATES DEPT.**

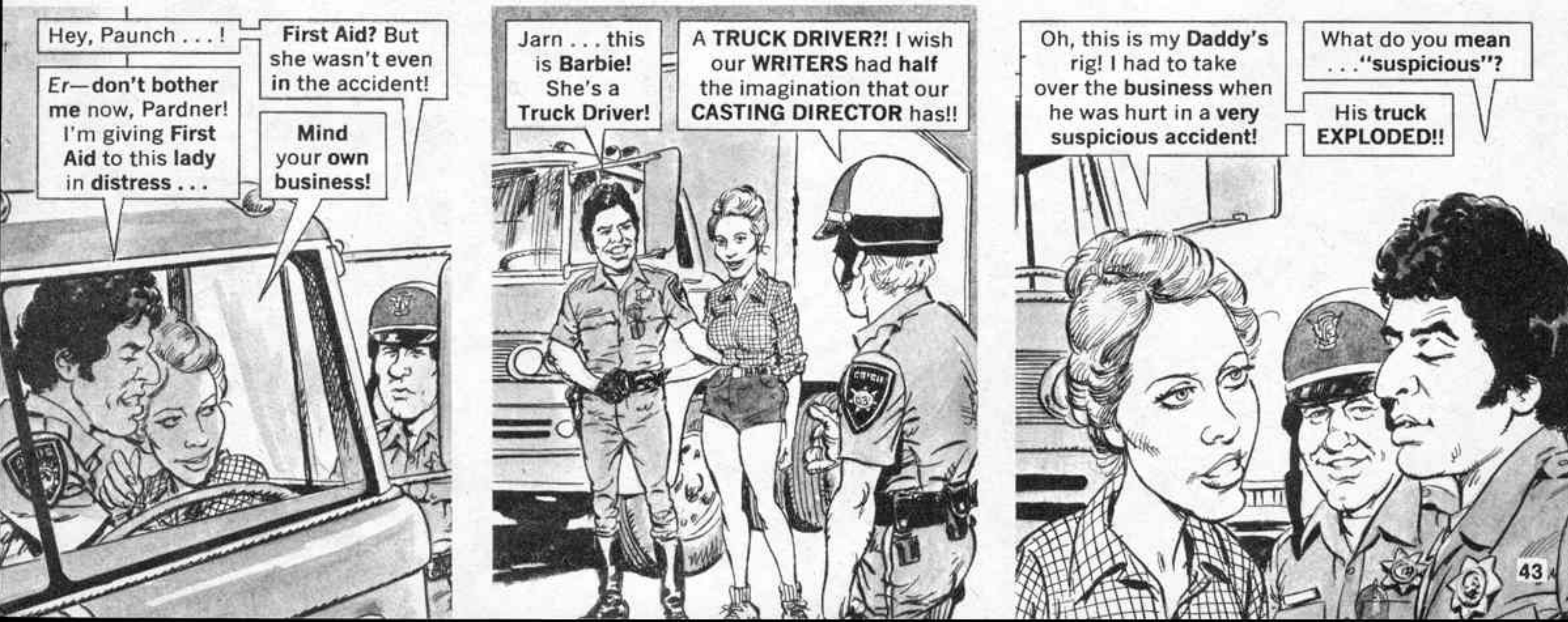
In real life, most cops spend their time writing tickets, busting bad guys, cooping, saying "perpetrator," and griping about their pay. But on a weekly hit TV series, the cops are different. They spend their time doing un-cop-like things, like giving advice and counseling, and getting involved with the people they're supposed to be arresting, and their victims. No . . . we're not talking about "Adam-12"! But it's the latest clone from that old show! We're talking about those two **California Highway Mounted Psychologist-Social workers** . . . better known by their popular acronym as . . .

# "CHiMPs"



ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE



Hey, Paunch . . . !

Er—don't bother me now, Pardner! I'm giving First Aid to this lady in distress . . .

First Aid? But she wasn't even in the accident!

Mind your own business!

Jarn . . . this is Barbie! She's a Truck Driver!

A TRUCK DRIVER?! I wish our WRITERS had half the imagination that our CASTING DIRECTOR has!!

Oh, this is my Daddy's rig! I had to take over the business when he was hurt in a very suspicious accident!

What do you mean . . . "suspicious"?

His truck EXPLODED!!

Maybe you're being paranoid! It was probably just his radial tires!

THAT'S what was so suspicious! The whole truck blew up EXCEPT for his radial tires!



Paunch! Look out! It's a FIRE BOMB!

It looks more like somebody flipped his "BIC"!

In our non-violent time slot, THAT's a FIRE BOMB!



It was probably thrown by some poor dude trying to get rid of his pent-up guilt feelings!

He's also trying to get rid of my pent-up TRUCK!

Gee, are you carrying explosives? Not exactly! The load is—



... POPCORN ...

FOOM!



Sgt. Contraire ... this is Paunch! I want to report — uh — what's the code for when your bike is lost in a mountain of popcorn???

WHAT ... ?!?

Popcorn, Sarge! My bike is buried in POPCORN!!

How come this never happens to Starsky and Hutch?! Well—pour on some melted butter and salt, and keep eating until you find your bike!!



Barbie, tell us! When did these alleged "suspicious accidents" start happening to your Daddy's trucks?

They began shortly after my Daddy refused an offer to buy his company! I ... I think there's a connection! I mean, we've had 7 trucks destroyed, our house has burned down, and my Daddy's mysteriously disappeared!

Barbie, how long have you had this feeling that people were out to get you? You can talk to us! We're friends!

What's this? A traffic jam—or an encounter session?!? Let's get these cars moving!!



Hey, Harlequin! Why wouldn't you come out on the Freeway to repair my bike?

I don't make "Road Calls"! And don't come in here until you've scrubbed up!





Screw driver!

Ratchet wrench!

Wire cutter . . .

Can't you operate any faster?! I have to go to a meeting of the Junior CHIMPS Bike Club!

These things take time! Does anybody try to rush Dr. Welby?!?

First, I want to give you guys some important safety tips . . . !

Don't ride your bikes on the sidewalk!

And never, never ride anyone on your handle bars! It's very dangerous!

And now . . . if one of you will be kind enough to lend Officer Paunch your bike, he'll show you how to do a wheelie over six barrels while blindfolded, with his hands tied behind his back!

Hey . . . are you sure Evel Knievel started like this?!

Wayyyy to go, Paunch!

Y'know, Paunch, our bike program is really great for those kids! We start teaching them on their bicycles, and as they get older, we move them on to motor bikes!

Yeah . . . and when they're big enough, they get their own MOTORCYCLES . . . !

I've been thinking . . . ! Maybe we ought to start a Volley Ball team instead!!

**VROOOOM!**

Okay . . . okay . . . settle down! Here's today's briefing! Somebody's been stealing flowers from alongside the Freeways, and the Captain wants the perpetrator apprehended! Those flowers cost the taxpayers a lot of money!

Not HALF as much as it's gonna cost 'em for the gas we'll waste looking for this dude!



How many miles of Freeways would you say there are in this area . . . ?

There's gotta be **THOUSANDS!** Our chances of spotting that guy actually picking flowers are maybe **one in a million!**

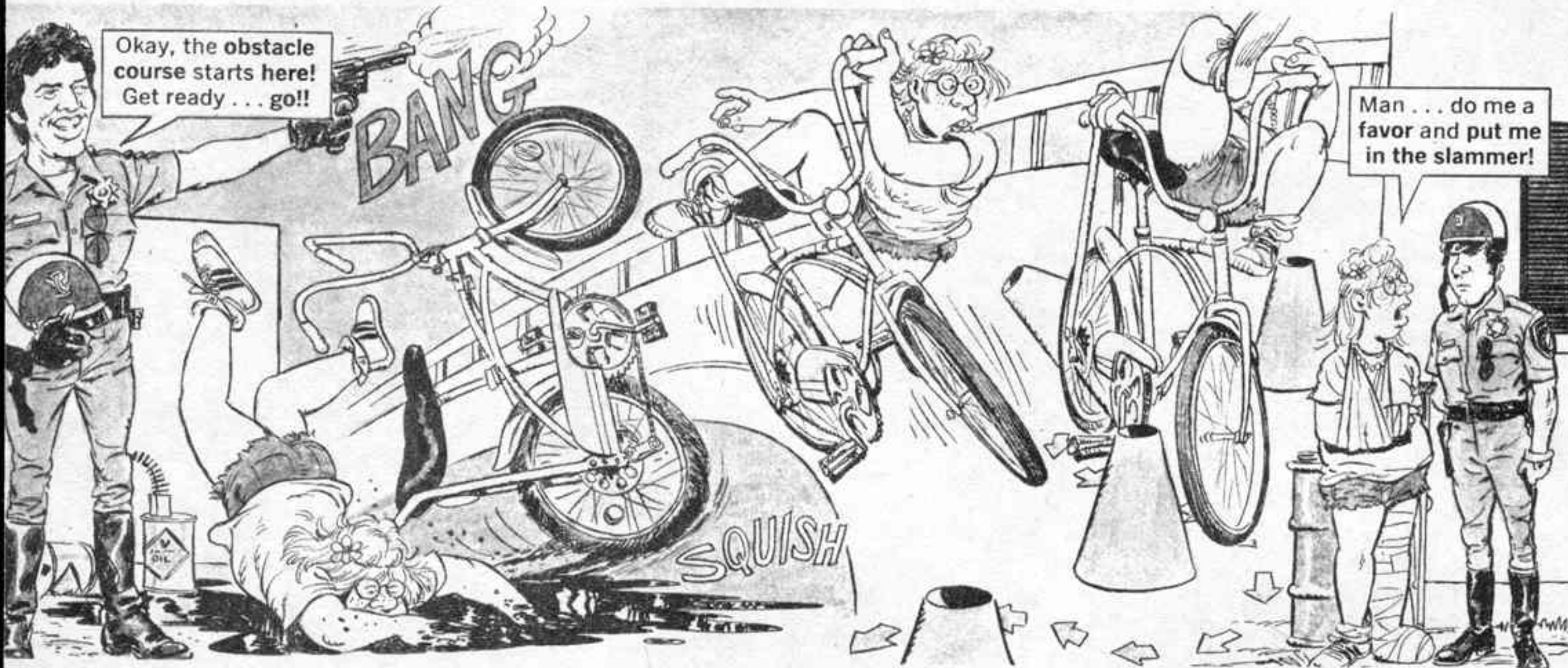
So how come we find him in **ONE PANEL?!!**



You're in a lot of trouble, kid! Stealing Government Property is a felony! You can pull some hard time for this!

But we can help you! Only you'll have to promise us: No more stealing! No more smoking dope! No more cutting school! And you also have to promise to join our Teenage **CHIMPS** Bike Club!

Man . . . like what ever happened to my right to remain silent . . . and all that jazz!?!

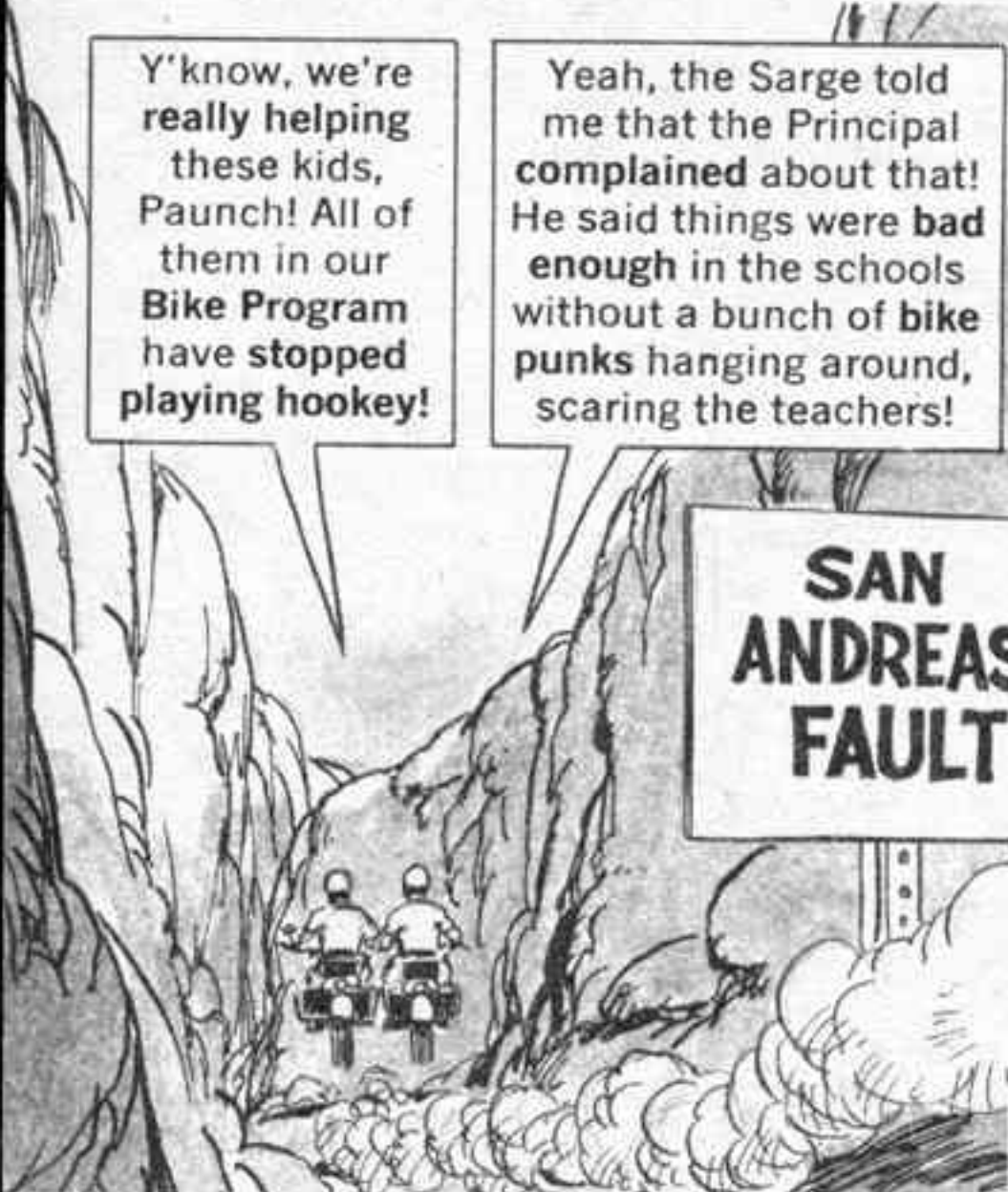


Okay, the obstacle course starts here! Get ready . . . go!!

**BANG**

**SQUISH**

Man . . . do me a favor and put me in the slammer!



Y'know, we're really helping these kids, Paunch! All of them in our Bike Program have stopped playing hookey!

Yeah, the Sarge told me that the Principal complained about that! He said things were bad enough in the schools without a bunch of bike punks hanging around, scaring the teachers!

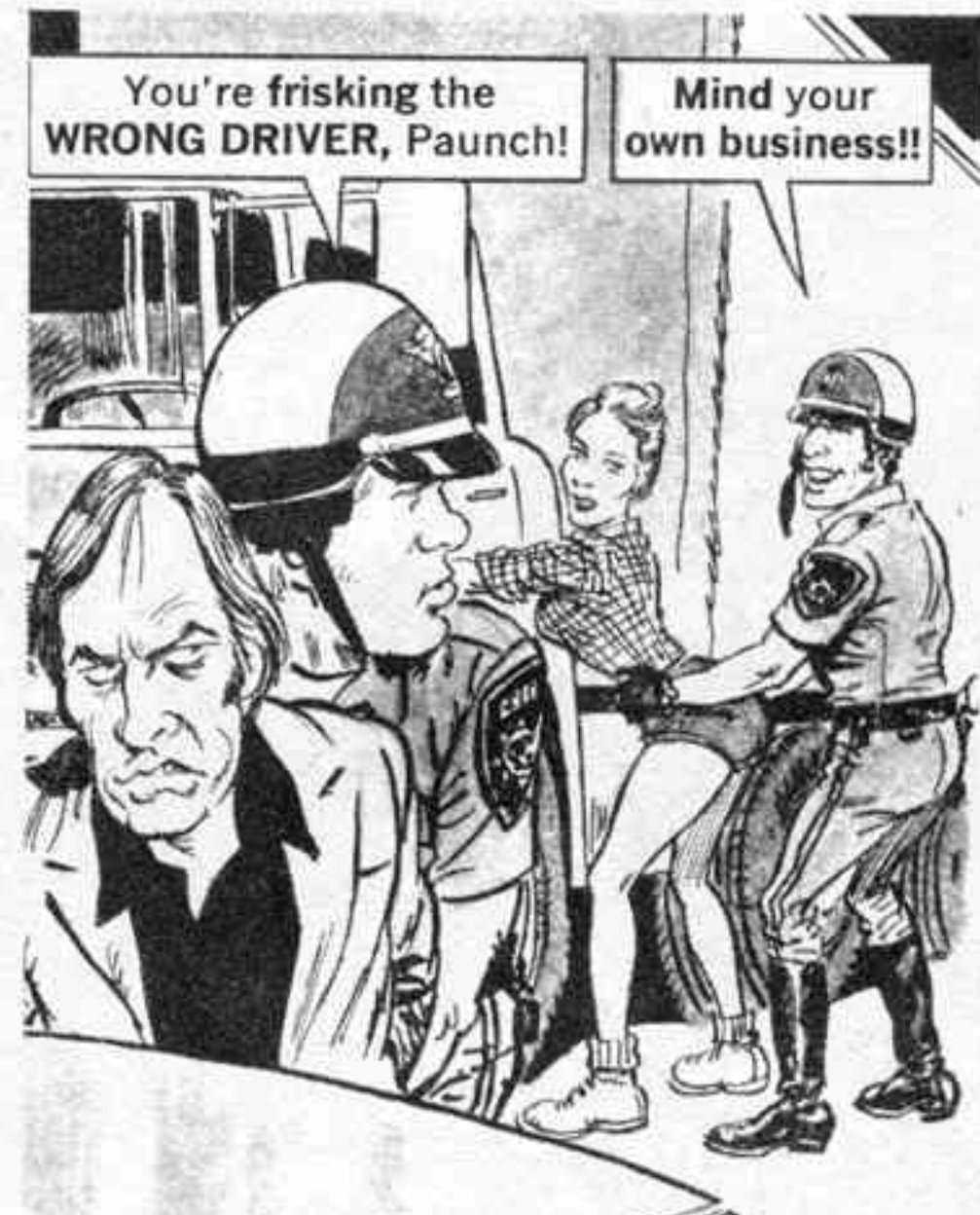
**SAN ANDREAS FAULT**



Look!! That **CAR** is trying to force that **TRUCK** off the road!

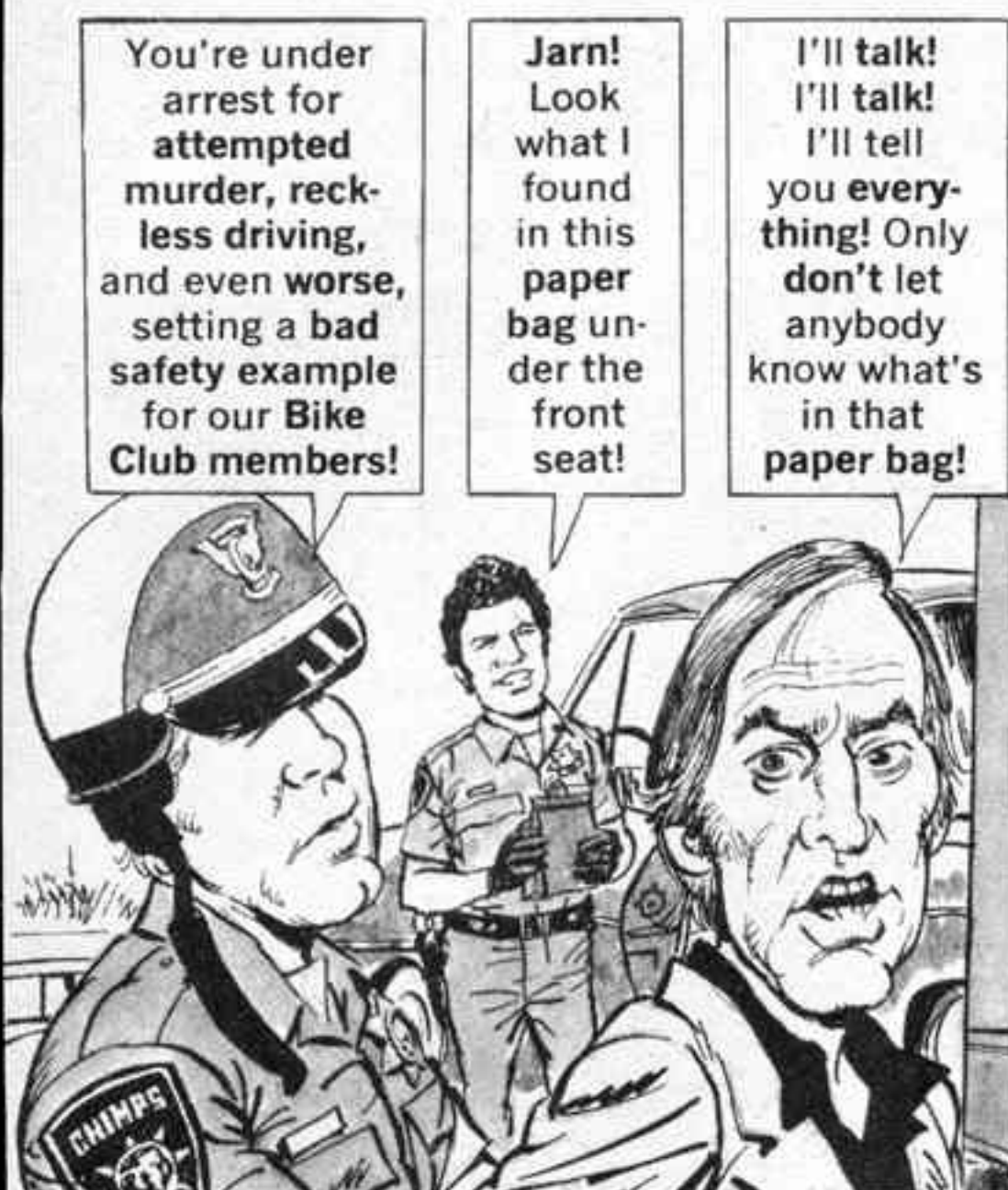
Hey, that's **BARBIE's** rig!! Let's go . . . !!

**CRUNCH**



You're frisking the **WRONG DRIVER, Paunch!**

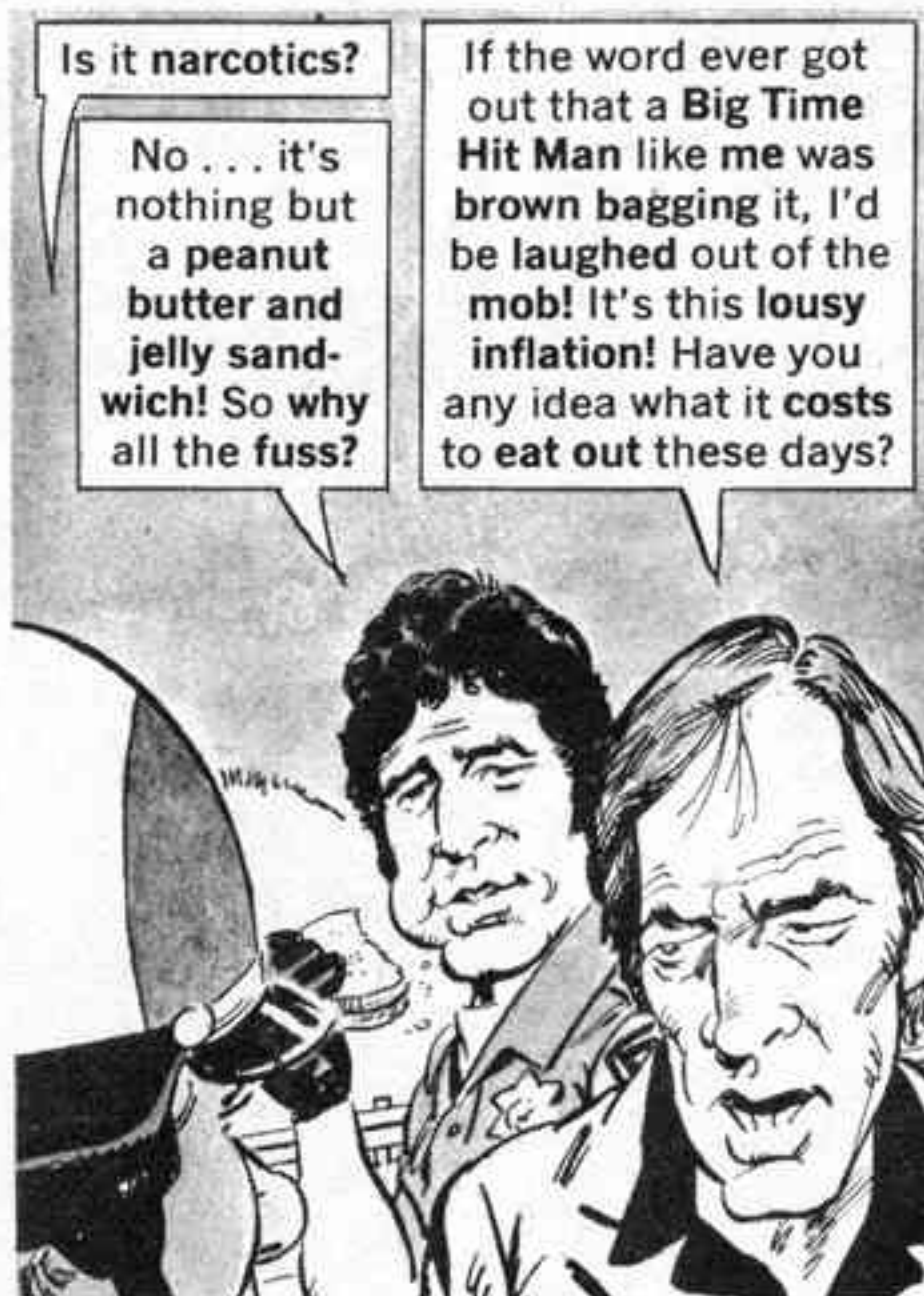
Mind your own business!!



You're under arrest for attempted murder, reckless driving, and even worse, setting a bad safety example for our Bike Club members!

Jarn! Look what I found in this paper bag under the front seat!

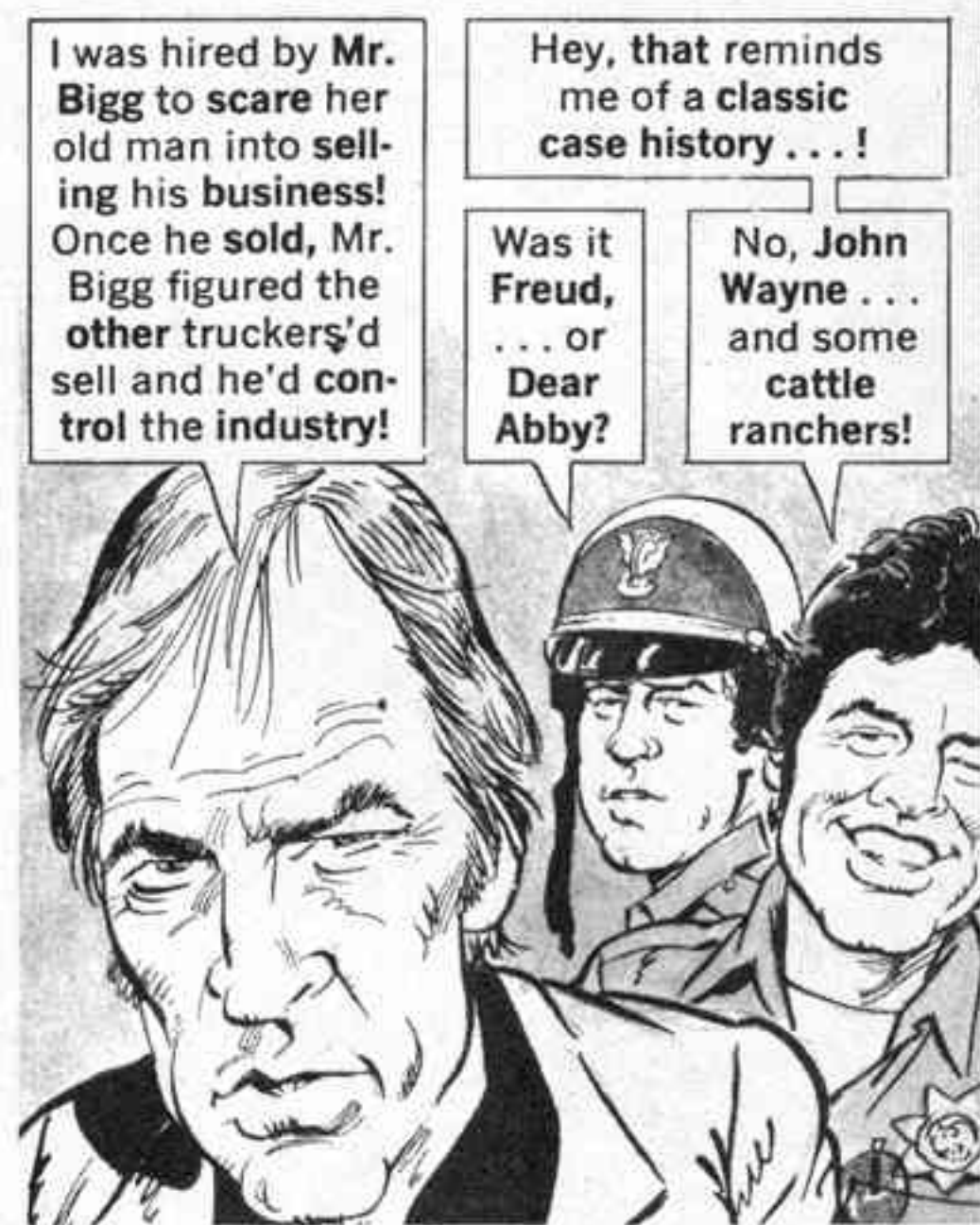
I'll talk! I'll talk! I'll tell you everything! Only don't let anybody know what's in that paper bag!



Is it narcotics?

No... it's nothing but a peanut butter and jelly sandwich! So why all the fuss?

If the word ever got out that a Big Time Hit Man like me was brown bagging it, I'd be laughed out of the mob! It's this lousy inflation! Have you any idea what it costs to eat out these days?

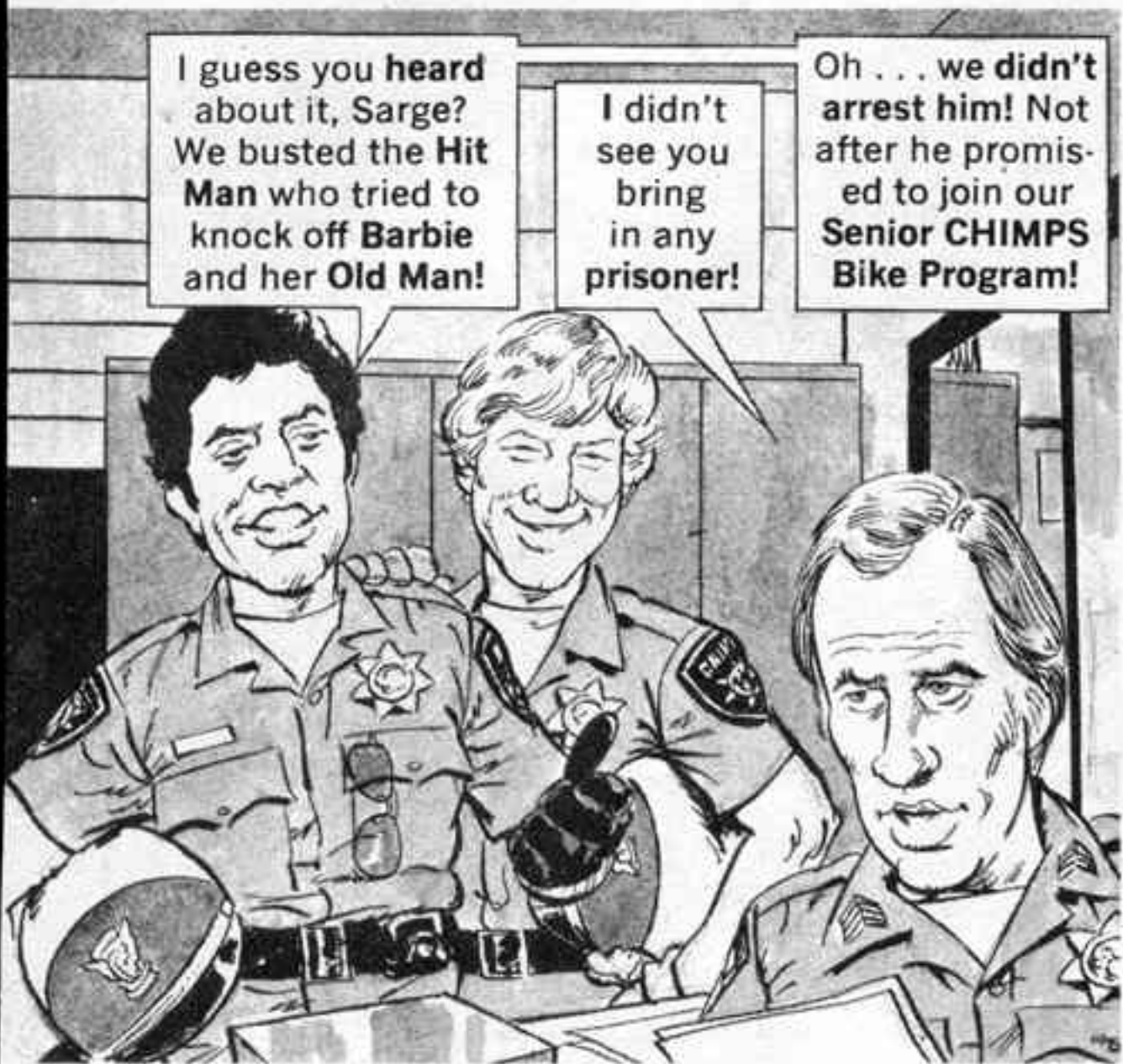


I was hired by Mr. Bigg to scare her old man into selling his business! Once he sold, Mr. Bigg figured the other truckers'd sell and he'd control the industry!

Hey, that reminds me of a classic case history...!

Was it Freud... or Dear Abby?

No, John Wayne... and some cattle ranchers!



I guess you heard about it, Sarge? We busted the Hit Man who tried to knock off Barbie and her Old Man!

I didn't see you bring in any prisoner!

Oh... we didn't arrest him! Not after he promised to join our Senior CHIMPS Bike Program!



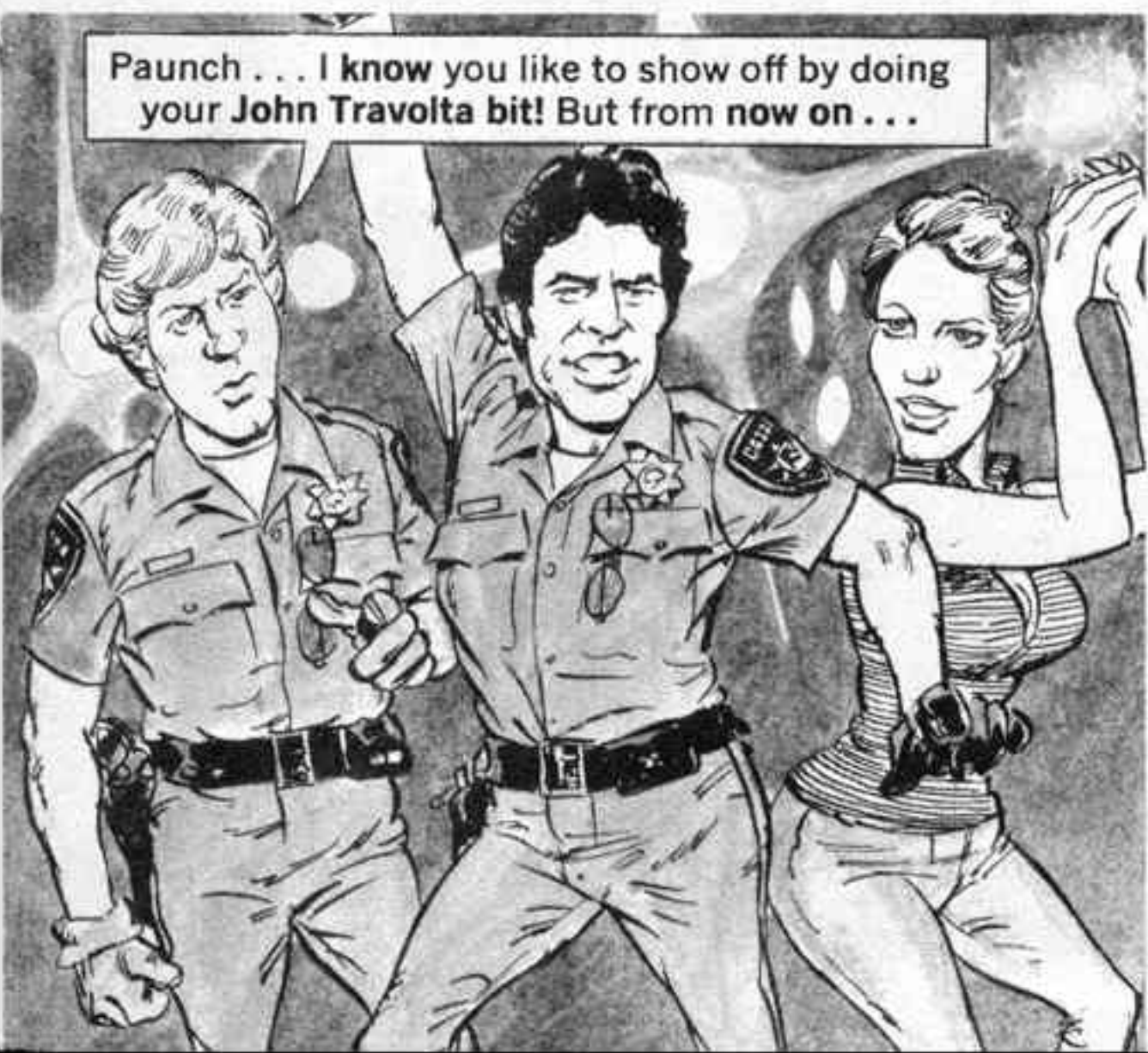
I stopped by to remind you you're taking me to the Trucker's Disco tonight, Paunch!

Allll right!! Say, how about getting dates for my buddies?

It's kinda short notice!

Just bring along some Truck Drivers like YOU... right guys???

RIGHHHHHT ON!!



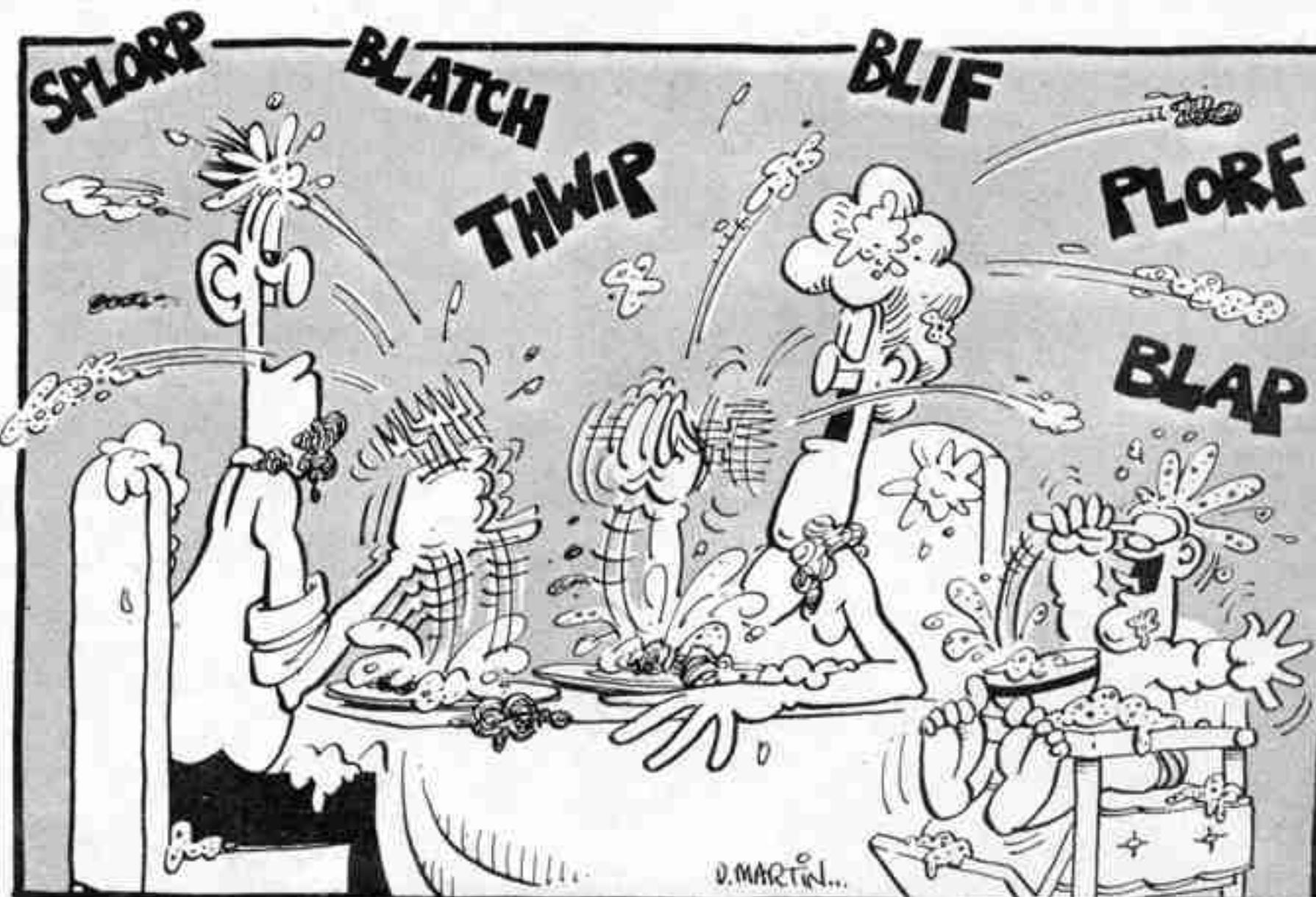
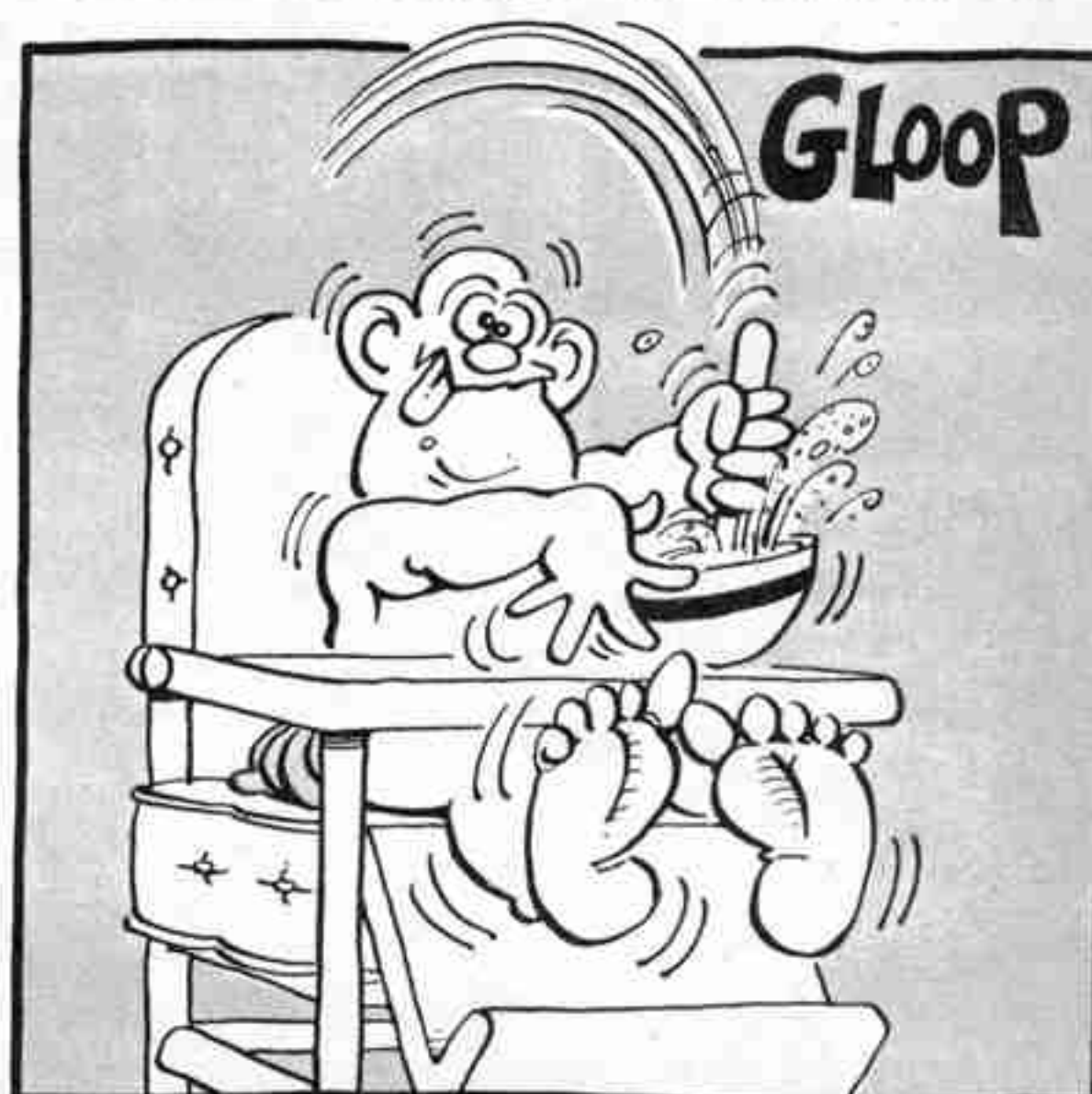
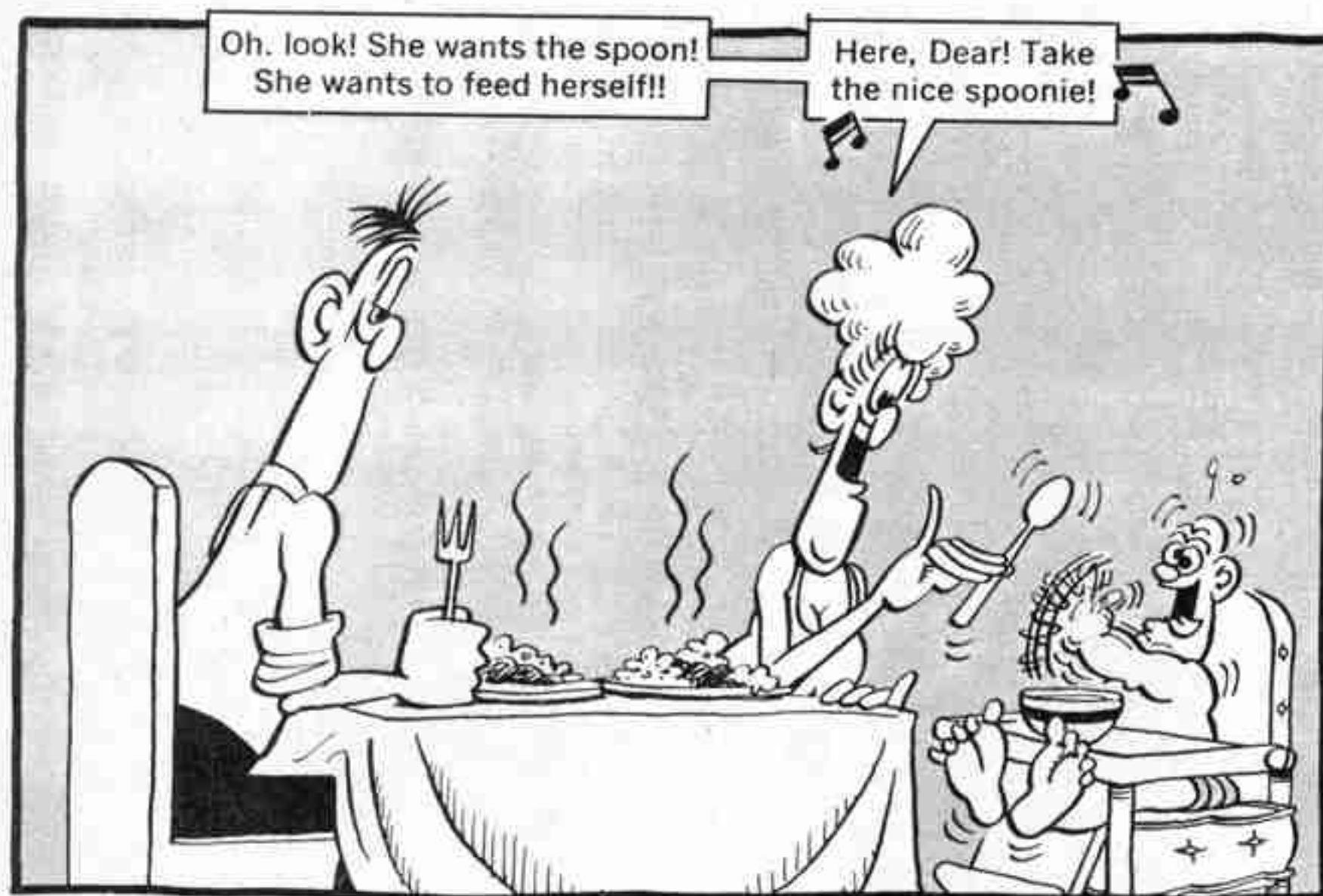
Paunch... I know you like to show off by doing your John Travolta bit! But from now on...



... we'll get our OWN dates!

I HATE touch dancing!!

# ONE EVENING IN A NICE YOUNG COUPLE'S HOUSE



# THE FOLD-IN FANATIC AWARD

Presented to all those stalwart MAD Readers who have carefully and consistantly folded in their "Fold-Ins." This...the highest award that MAD can bestow...duly recognizes what you, the faithful "Fold-In" Fan, has become. (To find out what *that* is, fold in the award!)



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



YOUR PICTURE HERE

YOUR NAME HERE

Jaffee

# THE FOLD

Presented to all the  
carefully and con  
This...the highest  
recognizes what  
become. (To find



FOLD PAGE OVER LIKE THIS!

A ▶ ◀ B FOLD BACK SO "A" MEETS "B"



