

No.
221
Mar.
'81

MAD IND ®

OUR PRICE
75c
CHEAP

MAGAZINE

SHORTAGE

COMING!

**HOARD THIS
ISSUE!**

WITH THE MAD GARBAGE
COMPACTOR, THE STUPID BECOMES
USELESS UPC SYMBOL . . . THIS!



**COMMIT HOME & HIGHWAY RIBBERY!
JUST STICK 'EM UP! MAINLY THESE**



MAD

CAR & HOME

WINDOW STICKERS



YOU GET 14 LARGE,
SELF-ADHERING AND
PERFORATED, FULL-
COLOR CAR AND HOME
"WINDOW STICKERS"
... PLUS ARTICLES,
TV AND MOVIE SAT-
IRES AND LOTS OF
OTHER MAD GARBAGE
FROM PAST ISSUES
... IN OUR NEW ...

ON SALE NOW AT UNSUSPECTING NEWSSTANDS

MAD
SUMMER 1981 No. 35
**SUPER
SPECIAL**



MAD

"When you're in deep water, it's a good idea
to keep your mouth shut!"—Alfred E. Neuman

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

JOHN PUTNAM art director **LEONARD BRENNER** production

NICK MEGLIN associate editor

JACK ALBERT lawsuits

GLORIA ORLANDO, CELIA MORELLI subscriptions

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

AN EYE FOR AN "I" DEPARTMENT	
MAD Image-Builders	34
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side	26
GREEN AND BARE IT DEPARTMENT	
Don Martin Looks At "The Hulk"	14
HATCHET JOB DEPARTMENT	
"The Shiner" (A MAD Movie Satire)	4
HOKEY-FOCUS DEPARTMENT	
More Candid Snapshots Of Historical Celebrities	40
HYPE TRIPE DEPARTMENT	
"Variety" For Other Occupations	11
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy	31
LETTERS DEPARTMENT	
Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" By Aragones	**
"MASH" MURDER DEPARTMENT	
"Crapper John, M.D." (A MAD TV Show Satire)	43
THE DREAD MENACE DEPARTMENT	
MAD'S New Phobias For The '80's	22
TICK-TICK SHTICK DEPARTMENT	
The MAD Stop Watch	24
TRIPLE HYPE DEPARTMENT	
If "Hollywood Hype" Were Used In Everyday Situations	18
PARTING SHOT DEPARTMENT	
A Basket Case High Up On The 37th Floor	48
POST WASTE DEPARTMENT	
Mixed-Up Junk Mail Mailing Lists	32
USED PARTS DEPARTMENT	
Customized Organ Donor Cards For Very Special Donors	38

**Various Places Around The Magazine

VITAL FEATURES

"THE SHINER"
(A MAD
Movie
Satire)
Pg. 4



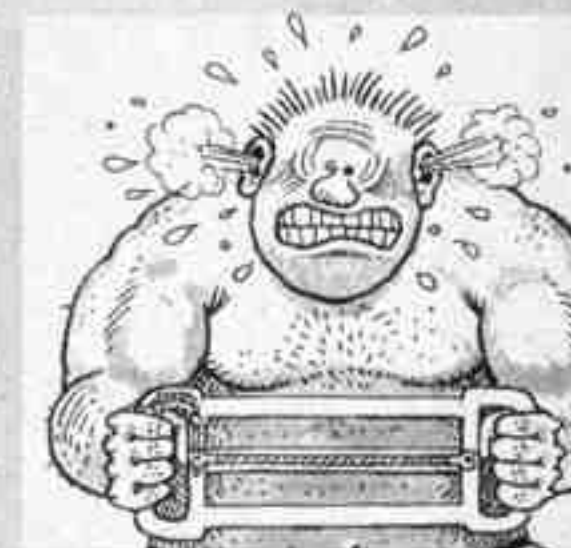
**DON
MARTIN
LOOKS AT
"THE
HULK"**
Pg. 14

**IF HOLLYWOOD
HYPE WERE
USED IN
EVERYDAY
SITUATIONS**
Pg. 18



**MAD'S
NEW
PHOBIAS
FOR THE
'80'S**
Pg. 32

**SUGGESTIONS
FOR
MAD
IMAGE-
BUILDERS**
Pg. 34



**"CRAPPER
JOHN, M.D."**
(A MAD
TV Show
Satire)
Pg. 43

WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE
LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO MAD

(YOUR LAST CHANCE AT THIS LOW
PRICE! IT GOES UP NEXT ISSUE!)

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!**

BELOW COST!

Yessir, the cost of these full-color portraits of MAD's "What-Me-Worry?" kid, Alfred E. Neuman... suitable for framing, or wrapping fish, or training puppies, or lining bird cage bottoms, or whatever... is printed below! Mail 50¢ for one, \$1.05 for 3, \$2.15 for 9, \$4.35 for 27 or \$8.75 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.



BOMBS AWAY

Thanks for owning up to the fact that "Up With The Academy" stunk.

Darel Jevens
Eau Claire, WI

It just occurred to me that "Throw Up The Academy" was as terrible as the movie. Throw Up The Magazine!

Allan Mantell
Hollywood, FL

LITTLE "STAR" LINGS

I thought "Little Starlings" was your "star attraction!"

Scott Reeder
Barstow, CA

I just got finished reading your satire "Little 'Star'lings." It was pretty funny. But you want to know what's going to be *really* funny? When *your* lawyer gets through reading what *my* lawyer just sent him! Now *that's* going to be funny! So funny, I'll probably laugh all the way to the bank!

Matt Dillon
Hollywood, CA



**Matt Dillion Squawks Over Getting
The Bird In "Little 'Star'lings"**

GETTING NASTY

The "MAD Nasty Book, Volume Two" proves that MAD will put new graphics on old ideas, old graphics on new ideas, old graphics on old ideas and old graphics on no ideas.

D. L. Polonsky
Newtonville, MA

Maybe, but there's no need for you to get nasty about it!—Ed

GARBAGE EXPLAINED

My compliments to Leibmann and Coker for "The MAD Dictionary of Cliche Parental Terms." However, they left out one very familiar phrase—"Garbage: Universal term for anything you like and your parents don't!"

Michael Pollack
Brooklyn, NY

SCHMUCK! SCHMUCK!

Was I ever swindled! Swapping a copy of my book, "Explaining China," for a copy of (Yecch!) MAD Magazine. My book makes for intelligent, stimulating reading. As for *your* magazine...

Steve Allen
New York, NY



**MAD Writer John Ficarra Swindling
Steve Allen (Reading Right To Left).**

FIREMEN GET A HOSING

Don Martin's "Look At Firemen" was really HOT!

Robert Rothstein
Rego Park, NY

OUR SLIP IS SHOWING

Regarding issue 218, "Advertising Makes You Wonder"... why the average, thoughtless clod would want to kill himself just because he missed the last issue of MAD at the newsstand!

Stacy Freeberg
Fullerton, CA

"WKRAP" IN MAD

I thought "WKRAP In Cincinnati" was excellent—particularly, "this is the part of the show where two characters get down and level with each other." I didn't know my formula was showing. Thanks for the attention.

Hugh Wilson
Executive Producer
"WKRP In Cincinnati"
Studio City, CA

DO NOT FOLD...

I think Al Jaffee's see-through back cover was his greatest creation since... well... his fold-in!

Bill Schove
Williamson, NY

I folded it six or seven times before I figured it out. I guess I'm just another no-class MAD fan.

Donnie Vaughn
Madison, IN

Paul Peter Porges covered all the angles in "Wait Till You Get Home and Find That..." except one: Wait till you get home and find that... the MAD Magazine you bought while you were out doesn't have a MAD fold-in!

Cliff Woodgate
Byron, MI

Please Address All Correspondence To:
MAD, Dept. 221, 485 MADison Avenue
New York, New York 10022

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



STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685) 1. Title of Publication: MAD A. Publication No. ISSN 0024 9319 (324520) 2. Date of filing: Oct. 1, 1980 3. Frequency of issue: Monthly, except Feb., May, Aug., Nov. A. No. of issues published annually: 8 B. Annual subscription price: \$12/16 issues 4. Location of Known Office of Publication: 485 MADison Avenue NYC 10022. 5. Location of the Headquarters or General Business Offices of the Publishers: 485 MADison Avenue NYC 10022. 6. Names and Complete Addresses of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue NYC 10022; Editor: Albert B. Feldstein—485 MADison Avenue NYC 10022; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E. C. Publications, Inc., wholly owned by Warner Communications, Inc. a publicly held corporation—75 Rockefeller Plaza NYC 10019. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

10. EXTENT & NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	2,262,499	2,380,505
B. PAID CIRCULATION 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	1,263,013	1,379,415
2. MAIL SUBSCRIPTIONS	79,627	78,600
C. TOTAL PAID CIRCULATION	1,342,640	1,458,215
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS, SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES	65	65
E. TOTAL DISTRIBUTION	1,342,705	1,458,280
F. COPIES NOT DISTRIBUTED: 1. OFFICE USE, LEFT OVER, UNACCOUNTED, SPOILED AFTER PRINTING	600	600
2. RETURNS FROM NEWS AGENTS	919,194	921,625
G. TOTAL	2,262,499	2,380,505

11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

12. For completion by Publishers mailing at the regular rates (Section 132.121, Postal Service Manual) 39 U.S.C. 3626 provides in pertinent part: "No person who would have been entitled to mail matter under former section 4359 of this title shall mail such matter at the rates provided under this subsection unless he files annually with the Postal Service a written request for permission to mail matter at such rates." In accordance with the provisions of this statute, I hereby request permission to mail the publication named in Item 1 at the phased postage rates presently authorized by 39 U.S.C. 3626.

William M. Gaines, Publisher



IS YOUR VISION BLURRED? HOW ABOUT YOUR JUDGEMENT?

**A
SIGHT
FOR SORE EYES!**
MAINLY, THIS COLLECTION OF
OF THE BEST OF SERGIO ARAGONES'S
"MAD MARGINALS" FROM THE PAGES OF MAD
HAVE BEEN FAITHFULLY RE-DRAWN AND ENLARGED
BY THEIR CREATOR TO MAGNIFY YOUR AMUSEMENT. SO—
NOW YOU CAN ENJOY THOSE HILARIOUS "DRAWN OUT DRAMAS"
WITHOUT THE STRAIN ON YOUR EYES...ONLY YOUR WALLET!



SERGIO ARAGONES'S MAD MARGINALS

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 MARGINALS

ALSO PLEASE SEND ME THE OTHER
MAD COLLECTIONS I'VE CHECKED:

- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides Of MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier
- ☐ MAD in Orbit
- ☐ The Voodoo MAD
- ☐ Greasy MAD Stuff
- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
- ☐ World, World, etc. MAD
- ☐ Raving MAD
- ☐ Boiling MAD

- ☐ Questionable MAD
- ☐ Howling MAD
- ☐ The Indigestible MAD
- ☐ Burning MAD
- ☐ Good 'n' MAD
- ☐ Hopping MAD
- ☐ The Portable MAD
- ☐ MAD Power
- ☐ The Dirty Old MAD
- ☐ Polyunsaturated MAD
- ☐ The Recycled MAD
- ☐ The Non-Violent MAD
- ☐ The Rip-Off MAD
- ☐ The Token MAD
- ☐ The Pocket MAD
- ☐ The Invisible MAD

- ☐ Dr. Jekyll & Mr. MAD
- ☐ Steaming MAD
- ☐ MAD at You
- ☐ The Vintage MAD
- ☐ Hooked on MAD
- ☐ The Cuckoo MAD
- ☐ The Medicine MAD
- ☐ A MAD Scramble
- ☐ Swinging MAD
- ☐ MAD Overboard
- ☐ MAD Clowns Around
- ☐ The MAD Treasure Chest
- ☐ MAD Sucks
- ☐ Super MAD
- ☐ The Abominable Snow MAD
- ☐ MAD About The Buoy
- ☐ The Uncensored MAD

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

I ENCLOSE \$1.50 FOR EACH
(Minimum Order: \$4.50)

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

HATCHET JOB DEPT.

A talented writer named Steven King once wrote a terrifying book called "The Shining." Now, a famous Director named Stanley Kubrick has made a movie out of it. Unfortunately, his film has given Mr. King's book, and all the other great horror films of the past, a black eye! Which is why we at MAD call our version:

THE



SHIMER



ARTIST: ANGELO TORRES

WRITER: LARRY SIEGEL





We're gonna have a great time at the hotel, right, Boney...?

Right, Dinny!

Windy, I'm a little concerned about that kid! Has he ALWAYS been having those idiotic conversations with his Index Finger?

Not always! Just since YESTERDAY, when he had a fight with his PINKY!

Whew! For a while there, I was really worried!

LET YOUR FINGER DO THE TALKING!!



Hi, folks! You're just in time! We're closing up right now! Remember, I'm leaving \$50 million worth of property in your hands...!

Who'd believe that anyone would entrust a magnificent hotel to a demented writer with a boring, ugly wife, and a kid who talks to his finger?

The same people who'd believe that a hotel in Colorado would close in winter—and miss the SKI season!

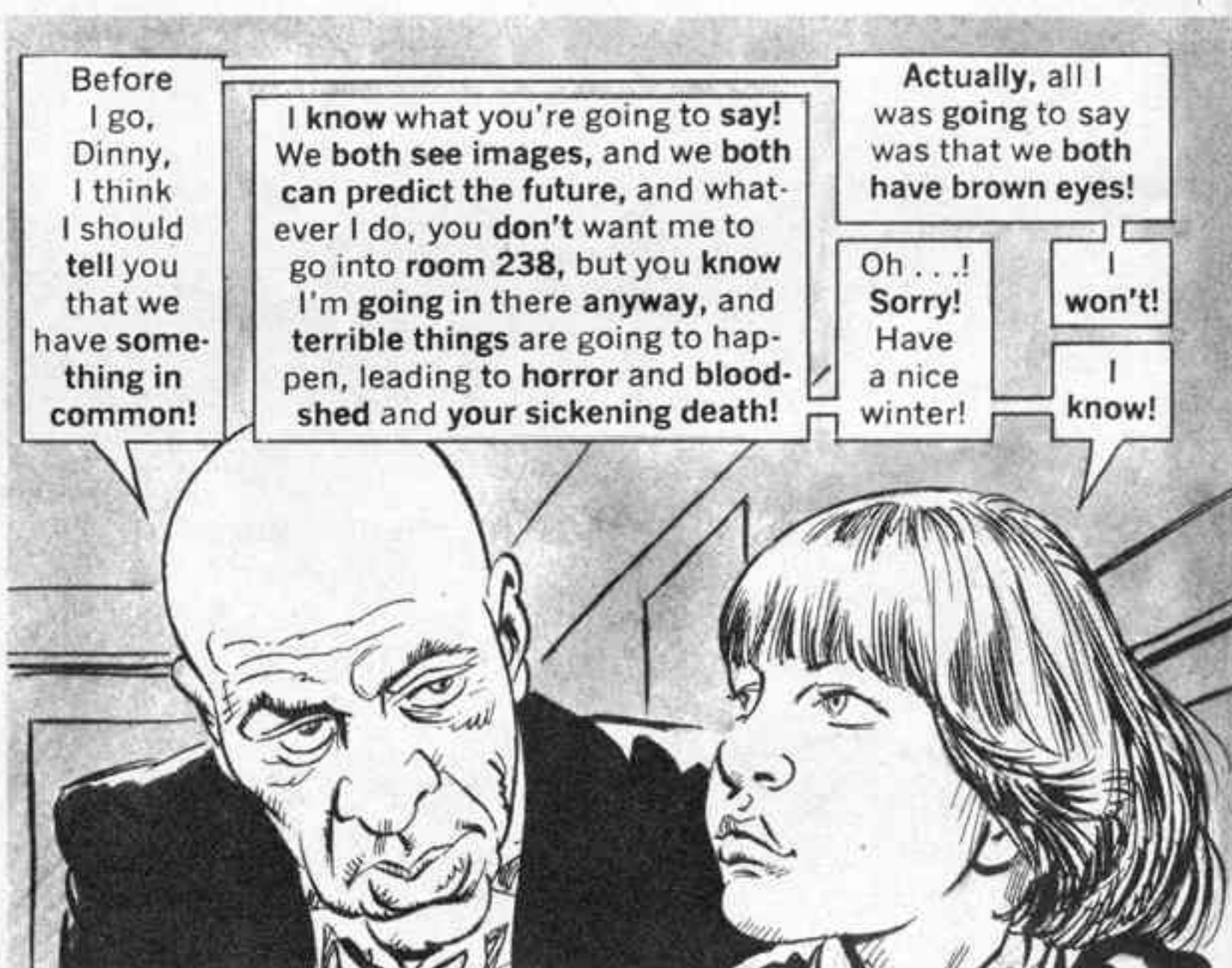


This is Dork Hollerman, our Head Cook and Dietician!

You folks'll find more than enough provisions to get you through the winter! We got 68 cases of potato chips, 110 gross of frozen tacos and 2 tons of Twinkies!

HE's a DIET-ICIAN?! Where'd you get HIM from?!?

He used to run a Junior High School Cafeteria!



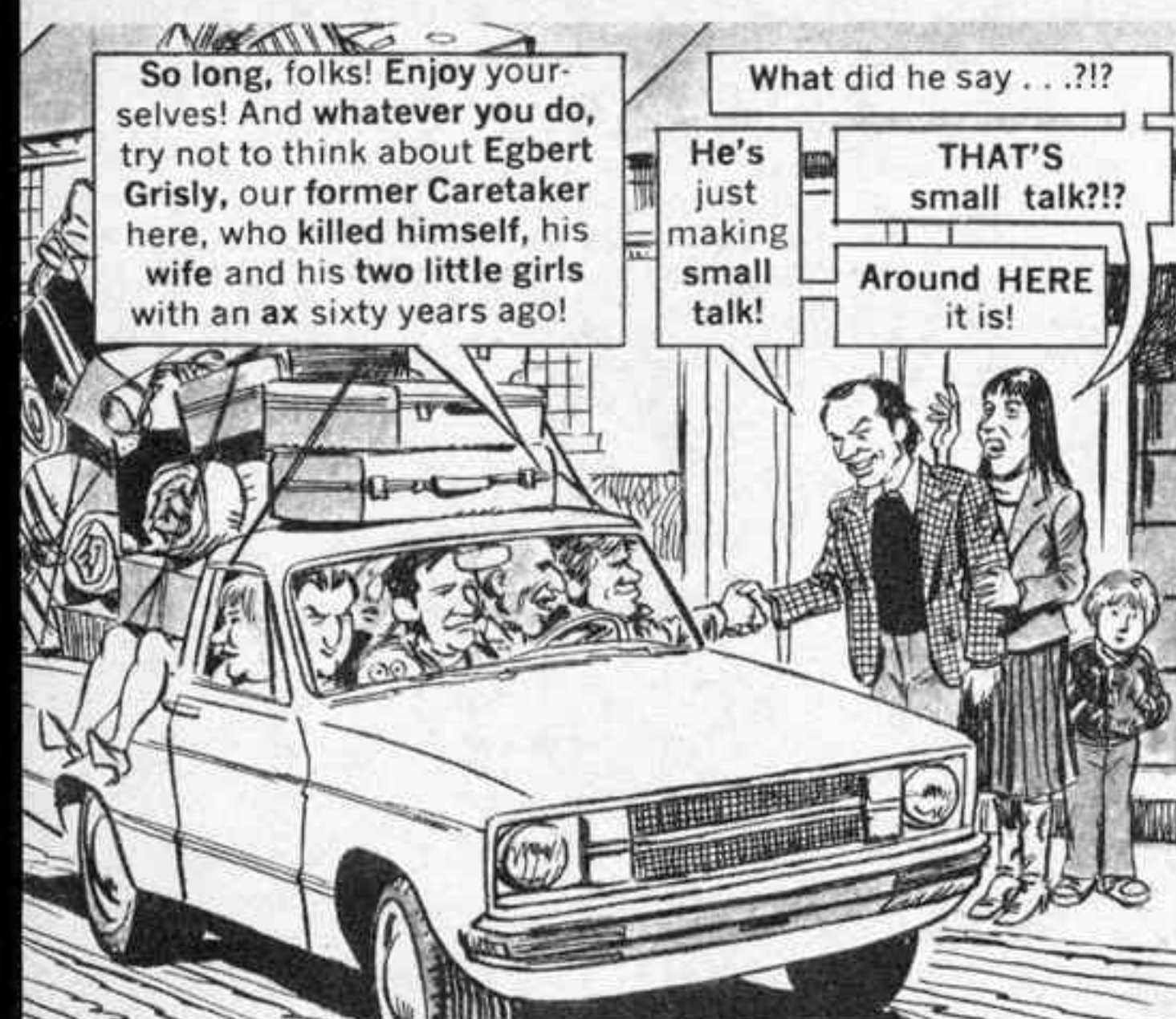
Before I go, Dinny, I think I should tell you that we have something in common!

I know what you're going to say! We both see images, and we both can predict the future, and whatever I do, you don't want me to go into room 238, but you know I'm going in there anyway, and terrible things are going to happen, leading to horror and bloodshed and your sickening death!

Actually, all I was going to say was that we both have brown eyes!

Oh...! Sorry! Have a nice winter!

I won't! I know!



So long, folks! Enjoy yourselves! And whatever you do, try not to think about Egbert Grisly, our former Caretaker here, who killed himself, his wife and his two little girls with an ax sixty years ago!

What did he say...?!?

He's just making small talk!

THAT'S small talk?!? Around HERE it is!



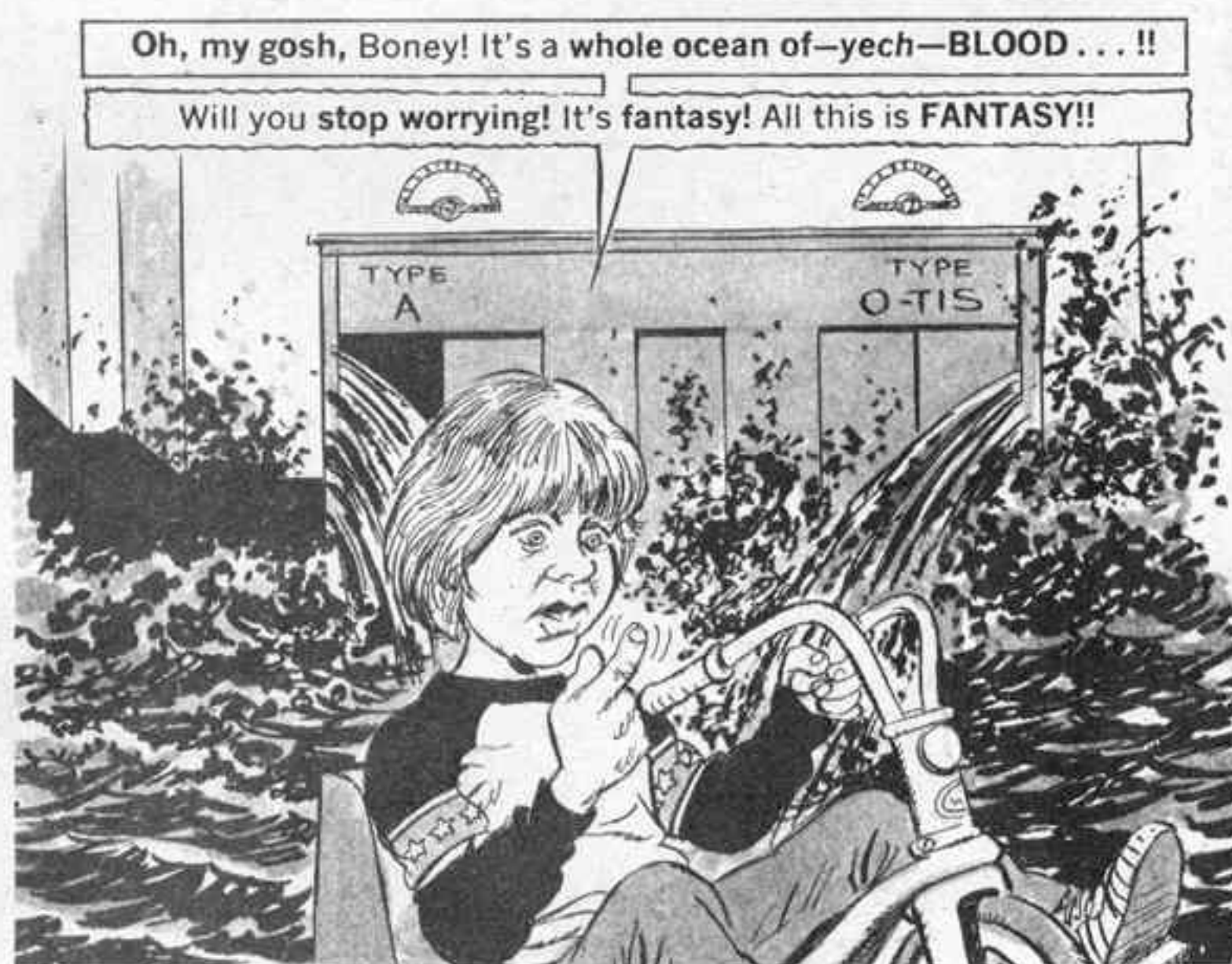
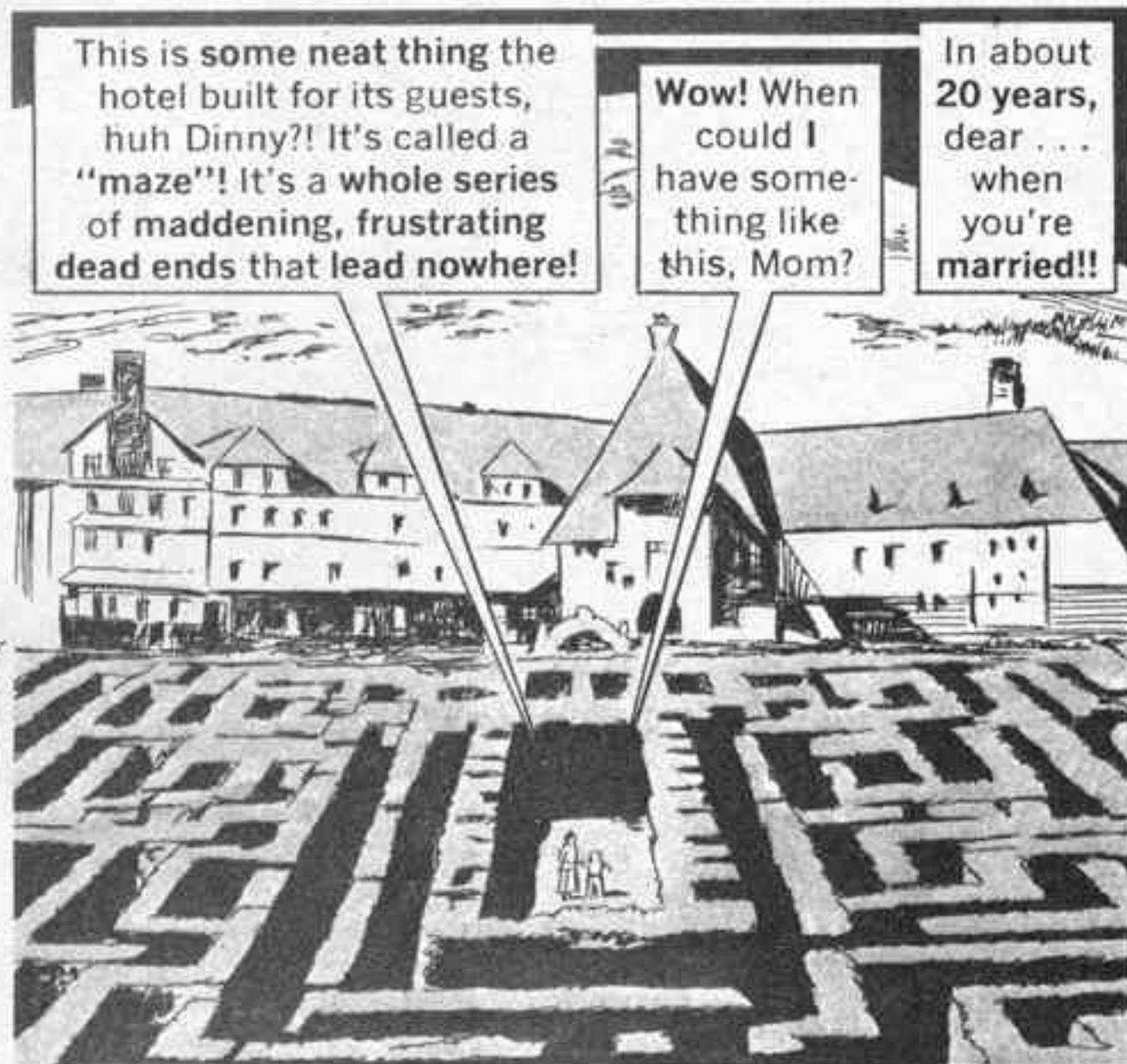
We've been here a month, and things are great! I'm writing a new book, you and Dinny are keeping busy, and we've got the run of the whole hotel!

Wack... do you realize we haven't SLEPT TOGETHER since we've been here?!

Yeah! I was looking for you in room 607 last night! Where were you?? In room 693!

Well, at least I'm on the right floor now! Hang in there! I should catch up with you some time in February!





Okay, Son, now you tell me all about what's troubling you ... and Daddy will help you!

Daddy, you got a strange look in your eyes! Are you gonna hurt me and Mommy?

HURT you?! Why should I HURT you?! You're my FAMILY, and I LOVE my family! Just like I love the family I come from!

WHAT family is THAT, Daddy ... ?

The "Charles Manson" family!

Now, let's clear up this silly business about room 238! I assure you, there's nothing unusual in here ...

REDRUM
SERUTAN

YRRAB
NODNYL

ON-THE-SPOT
GRAFFITI!

See? I told you there's nothing unusual here!

But, Daddy! Look ... !!
LOOK ... !!

Son, trust me! This happens in EVERY hotel when a guest waits for a Bell Hop to come up and help him down with his luggage!

See ... ? There was nothing to worry about! Now, you go back to Mommy, and I'm going to stop off at the Bar for a few drinks ... !

But, Daddy! The Bar is CLOSED! Didn't Mr. Ulpman tell us we're the only ones here and there's no liquor in the hotel?

Dinny, I happen to know for a fact they serve spirits in here!

Gee, Daddy ... are you SURE??

BIER
AND
AHL
—
DIE IT
SODA
—
VERY
BLOODY
MARY
—
STIFF
DRINKS
—
CHARGE
IT

The
BOOM
BOOM
ROOM
Red
★
SKELETON

Shweet Ad—oh—line!
My Ad—oh—line ... !!

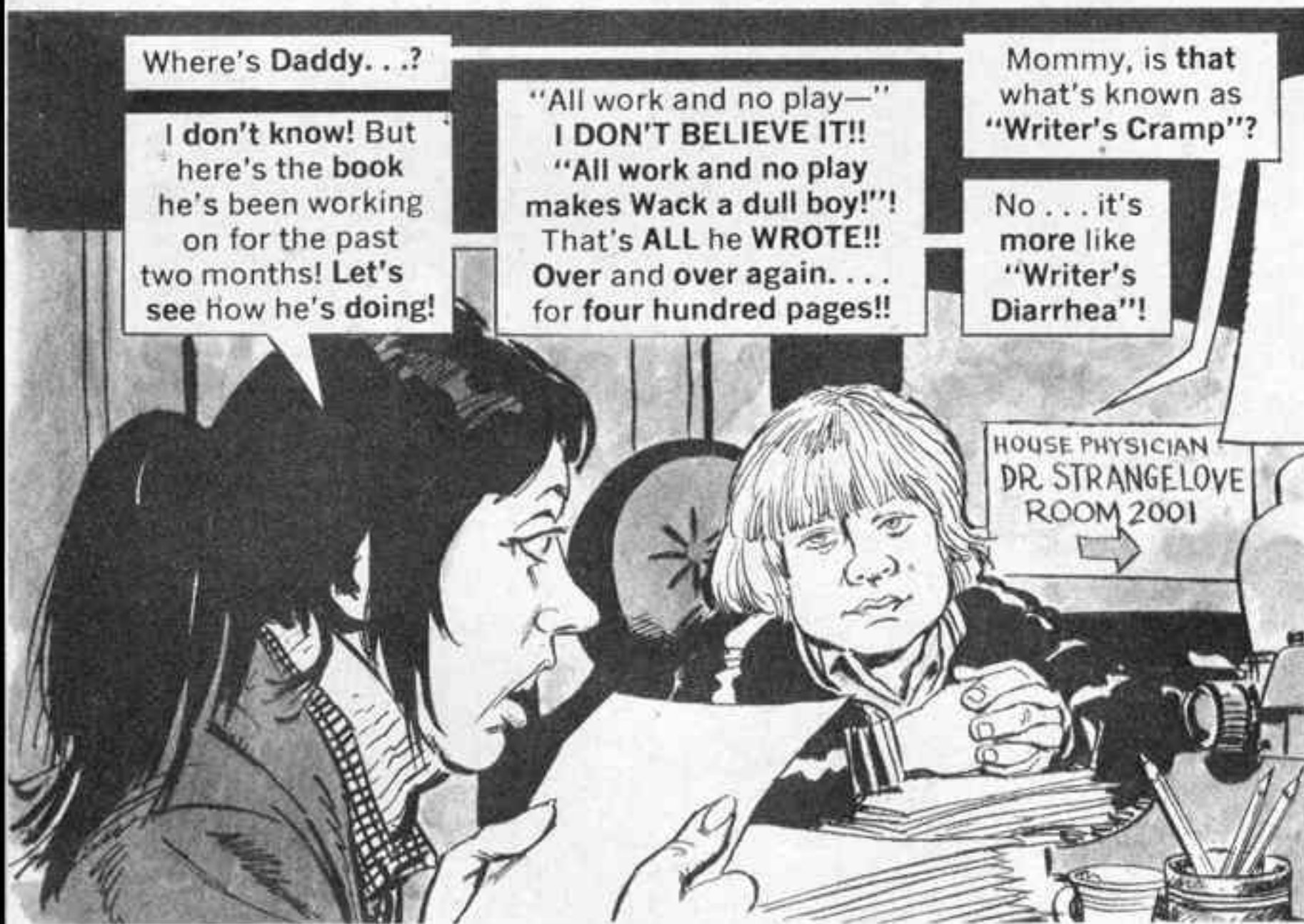
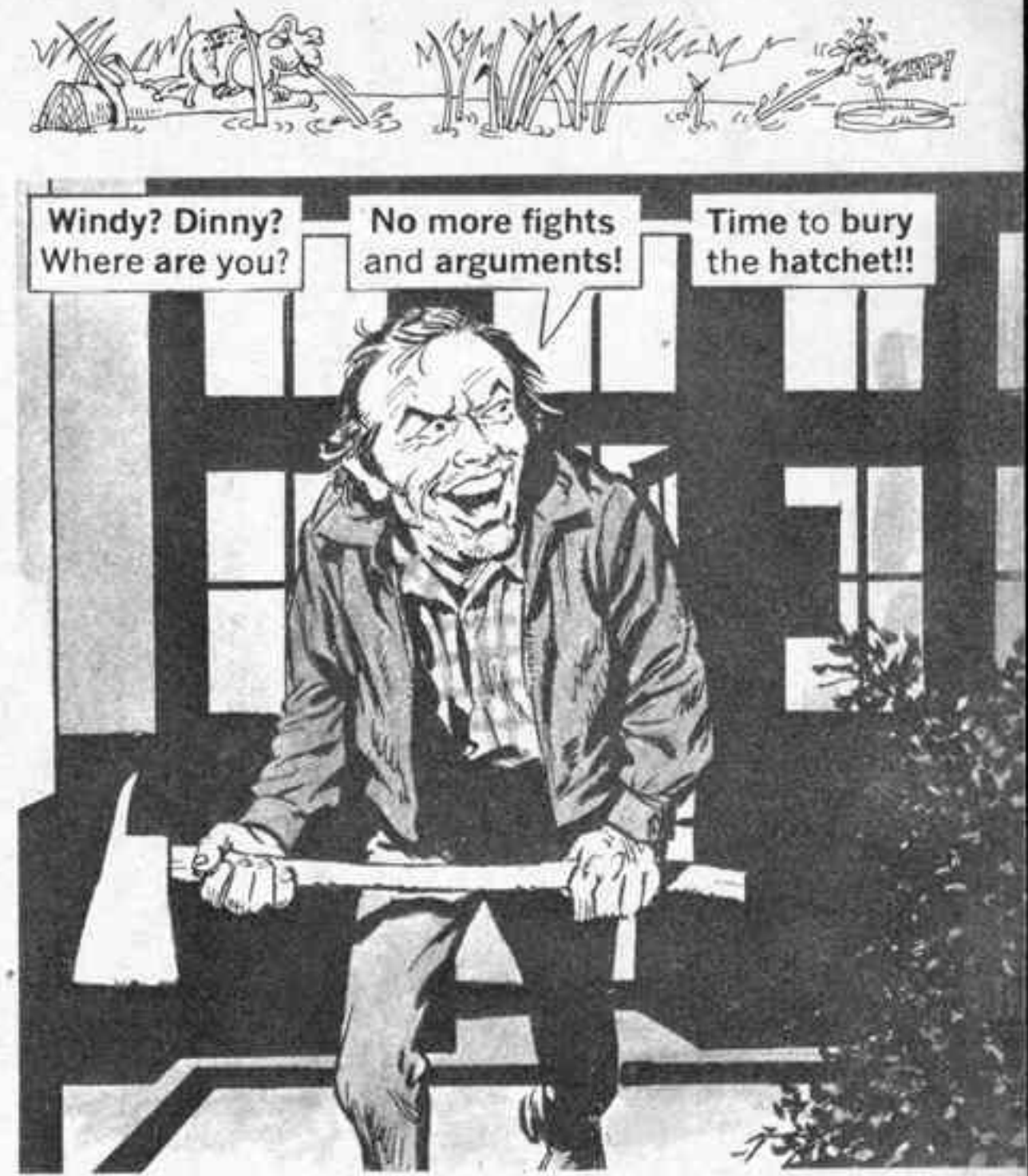
Son, trust me again!!

Welcome to the Fantasy Bar, Mr. Torrents! I am your phantom bartender, Floyd ... and I hope you enjoy your make-believe drinks! You see, everything here is imaginary ...

Oh, my God!

... EXCEPT the check!!

NAME
YOUR
POISON



So much for your "Shining," Old Man! Too bad it couldn't tell you I was laying for you with an ax!



You ... you'll pay ... for ... this, Torrents!

For killing a HOTEL COOK?! The most any jury would give me is 30 days!!

Well ... at least that's SOMETHING! Thank God I'm not a WAITER!!



Come back, Dinny! You have been a naughty boy, and Daddy has to punish you ...!!

Can't you just send me to bed without supper—like other Fathers?!

But you KNOW what we eat around here! That wouldn't be a punishment! That would be a REWARD!!!



Mommy ... —sob-sob! Daddy is DEAD ... —sob-sob! It ... it's TERRIBLE!

I know, dear! But it's better this way! You have to remember that he committed some AWFUL CRIMES ... like murder ... and over-acting!

Now, let's go have some dinner!

Okay, what are we gonna have?

What else? The usual junk ... tacos, Twinkies, potato chips ...



Wait a minute! That reminds me ...!! In the freezer! There IS a piece of FROZEN HAM!



Mommy, what are we gonna DO ... now that Daddy is gone??

It's going to be tough! But we'll struggle through somehow! You may have to sell newspapers ... and I may even have to sell my body!

Gee ... I'll feel funny, making MORE MONEY than you!!



Mrs. Torrents, we're from Simonize and Schmutzer, the New York publishing firm! We've just read your late husband's manuscript and we think it's sensational!

What?!? Those 400 pages of babbling idiotic gibberish?!

But that's what the public is reading these days!

You'll make a fortune from the hardcover and paperback rights! And that doesn't include film rights! It's going to make one hell of a movie! I can see it now! It starts off with this guy applying for a job as a sitter for this remote Colorado hotel—



TRIPE HYPE DEPT.

What makes a dull business like show business seem so exciting? Variety, the jazzed up newspaper for that industry. If Variety is the spice of life for them, how about the rest of us slobs who would like *our* dull professions made to seem fascinating? With this in mind, we at MAD now present examples of ...



VARIETY

FOR OTHER OCCUPATIONS

WRITER: STAN HART

FIXING

RE-FIXING

RE-RE-FIXING

REPLACING

FIXING REPLACEMENTS

PLUMBERS *VARIETY*

DIX CLIX HIX STIX QUIX FIX PIX UNION DETECTIVES NAB BADDIES

Plumbers Bash A Smash; Ignore Backlash

New York City

Last week's Plumbers Annual Banquet and Dance at Madison Square Garden was a sensash! Two thousand plumbers and their ladies showed and all enjoyed themselves to the hilt. Unfortunately, there were some unpleasant rumblings that almost ruined the evening. Since many of the guys came right from work, other patrons in the area were seen running out into the street, gasping for fresh air. Seems the civilians can't take the smell of a hard day's work. Sam Bobrick, who arrived late from his job on a clogged sewer line, quipped when he saw the distressed patrons fleeing, "Like Harry Truman once said—'If you can't stand the smell, get out of the bathroom!'" When asked what he meant by the remark, Bobrick said, "Ask Harry Truman, he's the one who said it."

A fun night was had by all and the management of Madison Square Garden announces they are fumigating the place in preparation for the circus, arriving Sunday.

Dothan, Ala.

The Plumbers Union, in an all-out effort to crack down on members who work fast, hired detectives to go out into the boonies and get proof that rural plumbers were violating the "Go Slo" union understanding. The dicks were successful in snapping photos of out-of-line plumbers who made only one visit per job and who fixed toilets, sinks, and pipes in a manner that caused no later problems. Union nabob Rizzo said, "Hey, if we allowed our members to work fast and efficiently, there wouldn't be enough work to go around!" Good thinking, Union Boss.

Penalties were assessed against two members of the Dothan, Ala. local who actually stopped a toilet leak, repaired it, and then—and this is what *really* steamed union brass—gave a *guarantee* on their work. The two errant members have been sentenced to do their next three jobs without using snakes or plumbers' helpers.

Boo Hiss For Household Helpers

Las Vegas, Nev.

Roundly denouncing the non-pro use of common household aids such as Drano, Liquid Plumber and other popular glitch-unstoppers, Art Charney, internationally known sink fixer, received a standing ovation at last week's Plumbers Convention.

"By allowing homeowners to do their own work on sinks, toilets, and pipes, we run the risk of creating an army of incompetent plumbers." Charney went on to say that we already have enough incompetent plumbers, namely, the total registry of union members. "Plumbing is an art. There is no place for the non-professional screw-up, at least not until all the professional screw-ups are employed."

SHAKE IT, SNAKE IT, FAKE IT

What does Allen Kane do when faced with a clogged toilet? Here's his expert advice! "First I take off the tank top and shake the metal float. If nothing happens, I run a snake through the pipe. If nothing happens then, I fake it by telling the customer that the toilet is fixed and they shouldn't use it for at least a half hour until it 'normalizes.' This gives me enough time to get out of there and call my service and instruct them to stall with an 'out-of-town emergency' story. It also gives me the chance to cash the check before they can stop payment. From that

MAKING CHANGE**SHORT-CHANGING****MIS-DIRECTING****FLIRTING**

TOLL COLLECTORS

VARIETY

COLLECTOR ANKLES TO MIAMI WITH MUCHO \$

"Whaddya Call This?!"

Oakland, Cal.

Don Herter, a tollie on the Oakland Bridge, has filed suit against motorist John Boni for "aggravated assault." Seems that Boni thought Herter's booth was an exact change lane and shoved two dimes and a nickel up Herter's nose as he drove through. One of the dimes and the nickel are still lodged in Herter's nostrils. Last night, Herter stated, "Unnng unnng," which his wife interpreted to mean, "The whole affair has definitely impaired my breathing and speech!"

"BRING BACK MINI-SKIRTS" SEZ TOLLIE FASHION EXPERT

"C'mon, you guys, get outta here with those long skirts for

Bronx, N.Y.

Fred Carswell, toll collector at the Queens Midtown Tunnel, retired last week and aired down to his new \$350,000 condominium in the Sunshine State. He paid cash for his condo—all in coins. Fred landed in Miami with one suitcase and 86 bags of half dollars and quarters.

When asked how he acquired such a tidy sum on his modest toll collector's salary, Fred quipped, "I gave up buying lunches, coffee snacks, and chewing gum. It all adds up." Thrifty Fred figures to be active in his new digs with plans to build his own causeway, for which he insists he will hire no toll collectors.

"Are you nuts?", Fred offered, "Those guys rob you blind!" Fred's wife of two weeks, Melanie, a 23 year old former Las Vegas showgirl, said...

"I Ain't No Travelers' Aid!," Sez Mort To Dopey Drivers

Weston, Conn.

What to do when a driver stops at your booth and starts asking for directions has always been a problem for tollies. But Mort Fenster has an answer and it works just fine. Mort, toll collector on the New England Thruway, tells the driver to "Get lost!" Since the driver is *already* lost,

By not stopping to answer questions like, "Is Massachusetts this way?", and, "Is there a comfort station nearby?", has allowed Mort more time for his rare coin collection. Mort hasn't made matters worse. Of course, he hasn't made matters better, either, but that's another matter.

OVERTIME**MESSING UP****ALIBIS****UNDERESTIMATING****MORE MESSING UP**

HOUSE PAINTERS

VARIETY

PAINTER GOOFS: PAINTS 3 RMS. & OLD LADY

Champ Streaker Feted At Bucket And Brush Bash

Bangor, Maine

At the House Painter's Annual Bucket and Brush Bash, Dick Bensing was honored with a scroll proclaiming him "Streaker of the Year." It seems that Dick, who worked full time last year, never completed a job where the work wasn't streaked. In each case, other painters had to be brought in to touch up Dick's streaks. In appreciation, his fellow painters presented him with the coveted scroll. "With Dick around," the presenter of the award stated, "we'll always have work!"

NEATNESS SEMINAR SCRUBBED

The Union Seminar on "Neatness in Housepainting" was cancelled last

"OOPS!" SEZ FAST WORKER IN LAWSUIT

Provo, Utah

Claiming that "when I get paid by the job and not by the hour, I paint anything that doesn't move," Harry Kruger denied guilt in a million dollar lawsuit brought against him by Majorie Clemens, an 85 year old little blue lady.

From pre-trial testimony, it appears that Kruger wanted to finish the paint job in Ms. Clemens's apartment in an hour, and while she stood in the corner watching him work, he became so involved with watching the clock he didn't realize he painted over the woman with his roller. Ms. Clemens was stuck to the wall for three days before being noticed by her husband, Walter.

Incidentally, ol' Walt will be a star

"Renaissance Man" Perfects Time-Stretch Technique

Valley Stream, NY

Bill Negron, whose name is a household word with housepainters, has come up with a scheme that justifies his wide acclaim. When getting paid by the hour, Bill uses his "Michelangelo routine." He lies on his back and paints. What's so unusual about that, you ask? Bill uses this approach when painting walls, not ceilings. It takes twice as long for the job and that's twice as much Florentine gold in Bill's spotted overalls pocket!

witness for the defense, admitting he preferred Majorie painted blue. "I never could stand her pasty, white looks. I felt like I was living with a ghost. Now she has some color, a little flair to her," he stated.

OVER-CHARGING**SHIPPING****CHIPPING****BREAKING****TAKING**

MOVING MEN *VARIETY*

ON TIME DELIVERY TRIGGERS PROBE UNION SPOTS "NO-NO" IN PENNSY

Philadelphia, Pa.

After thoroughly checking moving men's records for the past year, the Movers Union spotted a flagrant violation of its work rules. It appears that in Wilkes Barre, Pa., on Dec. 13 of last year, a shipment of household goods was delivered on time and in perfect condition as promised to the customer.

"This is an outrage," sputtered

John Blauner, head of the Union. "Some movers are bad apples, try as we might to weed them out," he remarked in a thinly veiled reference to Jerry Granat, the Wilkes Barre mover who made the boo-boo. When asked for his comment, Granat said, "Mistakes will happen. Hell, I'm only human! I thought the work order read Dec. 3, but even then, 10 days late would have still been too early."

HANDY DANDY COP-OUTS FOR HEADS-UP MOVERS

1. The truck broke down.
2. The signs in this area are the worst. I couldn't find your street/city/state (choose one)
3. That was chipped before we loaded it on the truck.

Honking Horns Music To Movers' Ears

San Diego, California

It's not all work and no fun for movers, especially in heavy traffic. "When I hear those drivers laying on their horns because I've blocked a street with my truck, I don't get shook," claims Eric Wessel, 1977 Mover of the Year. "I have a ball trying to pick out tunes from the horn honking. Yesterday, for instance, I noticed that a combo of 1972 Dodge and 1975 Chevy horns sounds like the opening notes of Chopin's Nocturne in C Sharp."

Of course, sequence plays a very important part, here. For instance,

CHASING KIDS**EXCUSES****TIPS****DRINKING****MOONLIGHTING**

JANITORS *VARIETY*

SEVENTY-SEVEN STRAND MOP A SOCKO!

Dolph Kicks Off Tenants Do-It-Yourself Campaign

Terre Haute, Indiana

A real Do-It-Yourself Campaign debuted in T. H. last week when Dolph Strauss told a meeting of complaining tenants, who were fed up with peeling plaster and unreplaced burned-out light bulbs, to "Do it yourself!" Dolph followed the catchy slogan with a two minute tirade about being fed up himself with "the lack of get-up-and-go and good ol' American initiative being displayed throughout the country's grass roots."

Once again Dolph let the tenants know who was running the show and that he wouldn't be railroaded into working any 3-hour day. "All work and no play," claimed Dolph, "makes..." Unfortunately, he forgot the rest of the cliché and just stormed out of the meeting.

HEAVY MITTING FOR NEW SOPPER-UPPER

New York City

Janitors from Pig Sur to the Pig Apple gave rah-rah approval to the new 77 strand mop, intro'd at the Annual Janitors and Maintenance Men Trade Show at the New York Coliseum last week.

"This new 77 is a beaut," enthused Stanislaus Kepler, who did the debut mop-up after the Coke machine at the show overflowed. Manufacturer biggies claim the new 77 will replace the old 55 strand model that had been the industry's standard swabber.

Dubbed, "The Spirit of 77—One Better Than The Spirit of 76," the new mop will cut down on work hours, freeing Janitors to devote more time to crossword puzzles and serious drinking.

Walt's Sure-Fire Gimmick For Shafting Xmas Non-Tippers

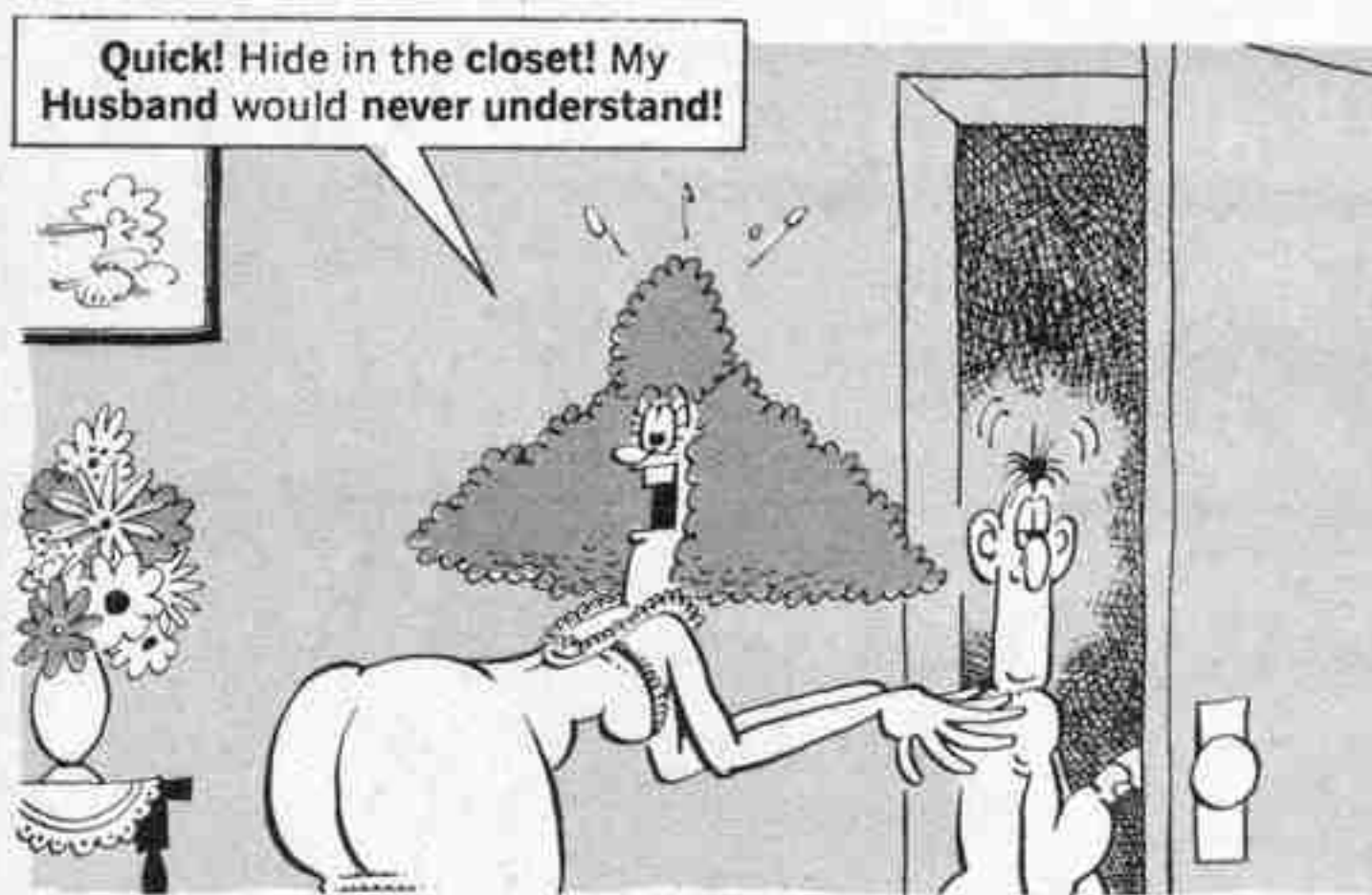
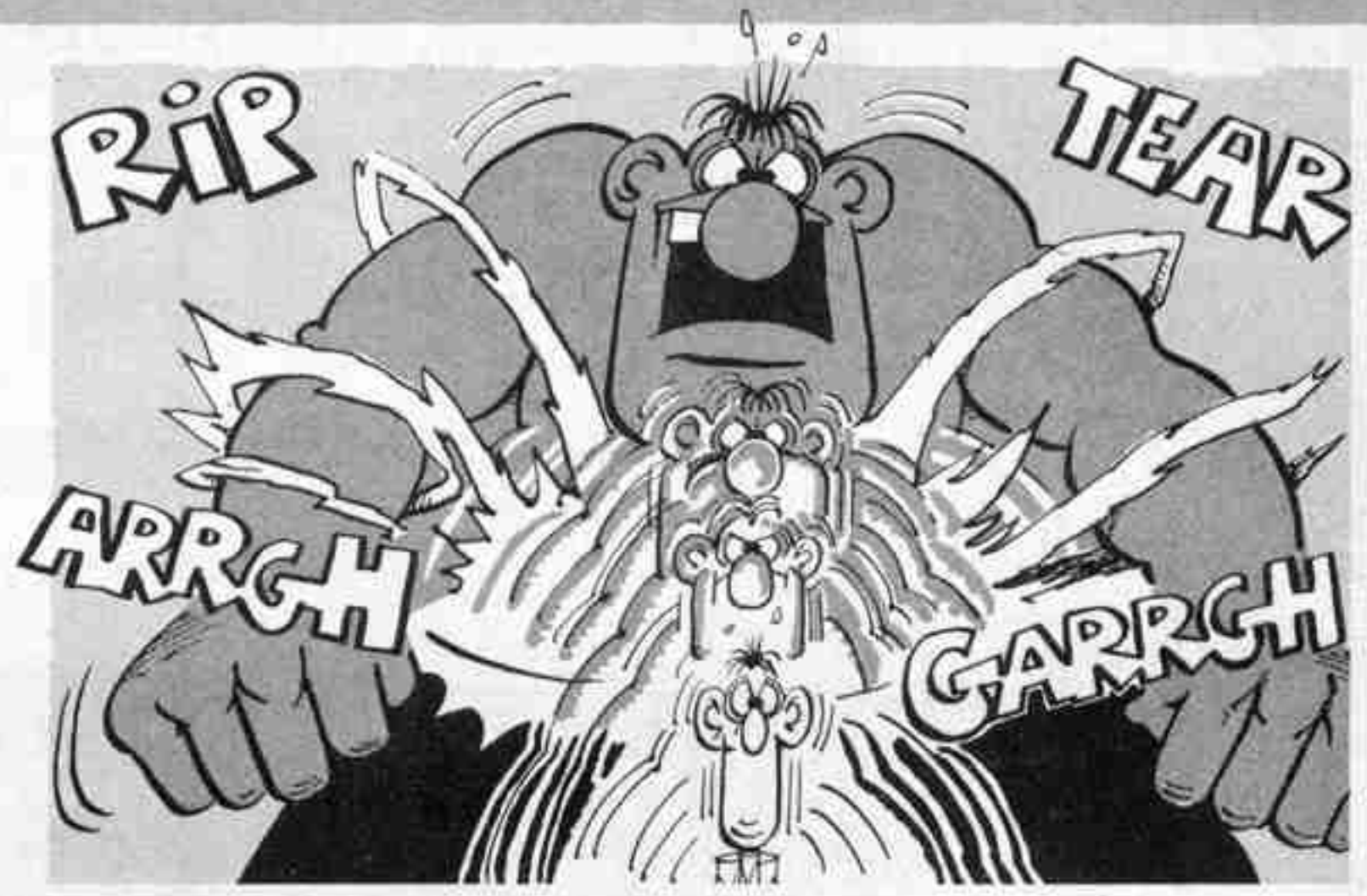
Chicago

Hallways on the 3rd, 6th, and 7th floors of 811 East Washburn Ave. in the cindy Windy City are a mess. Garbage, uncollected since Xmas when the tenants of those floors stiffed Janitor Walt O'Neil, has been yecching the place. "Xmas is a time for giving and for getting," sez Wise Walt, "and if the tenants don't give, then they don't get! And what they don't get is their garbage collected!"

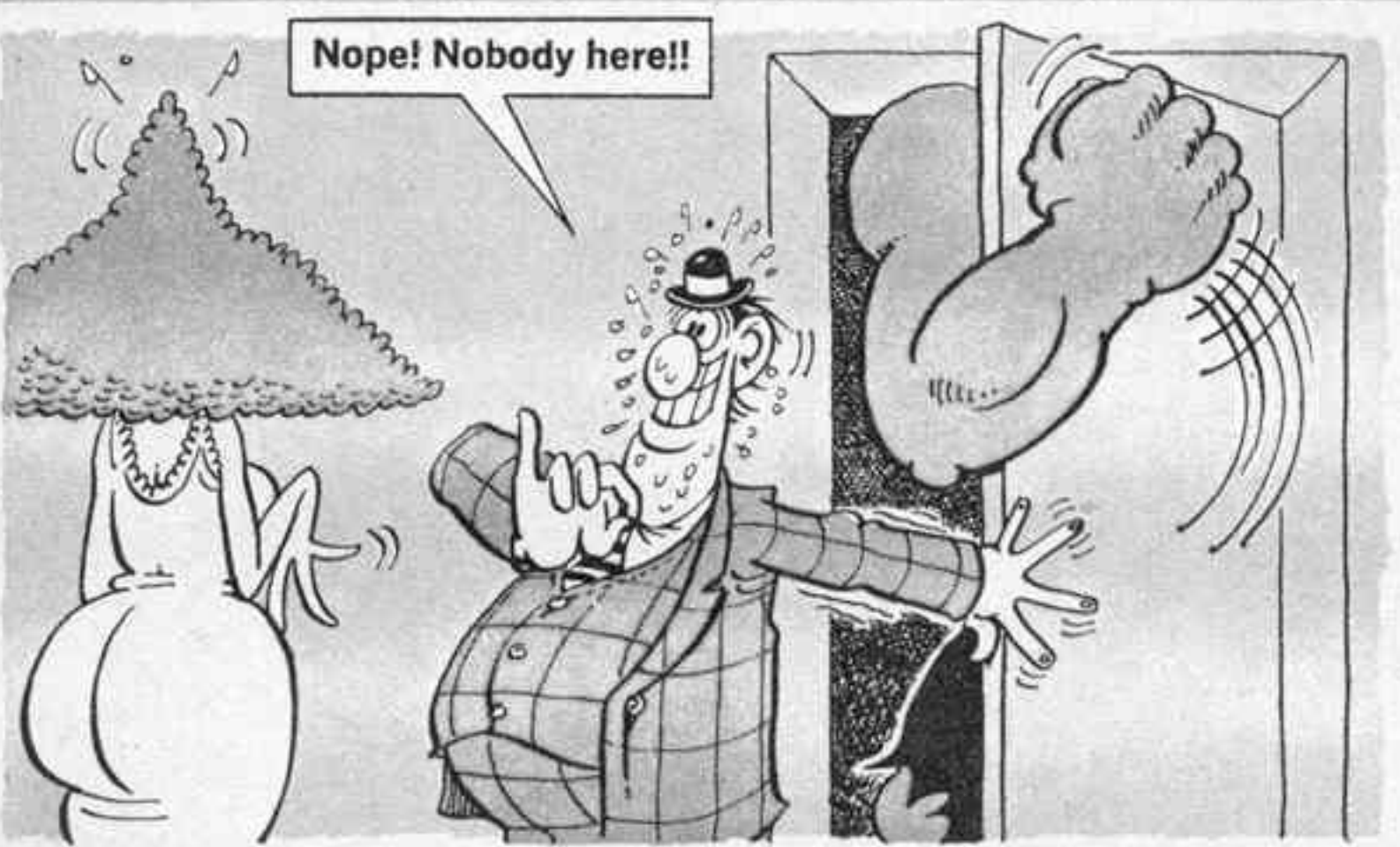
Walt figures that by the end of February they'll get the point, stating, "I never received Washington's Birthday gifts before, but I expect a few this time around!"

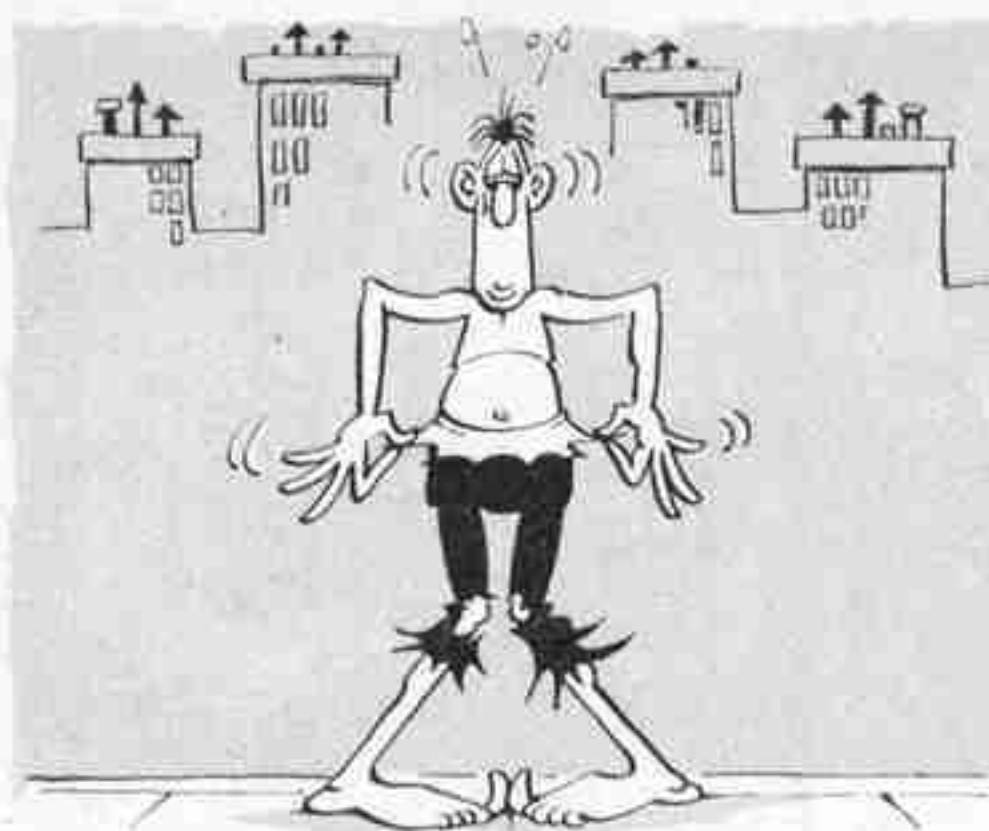


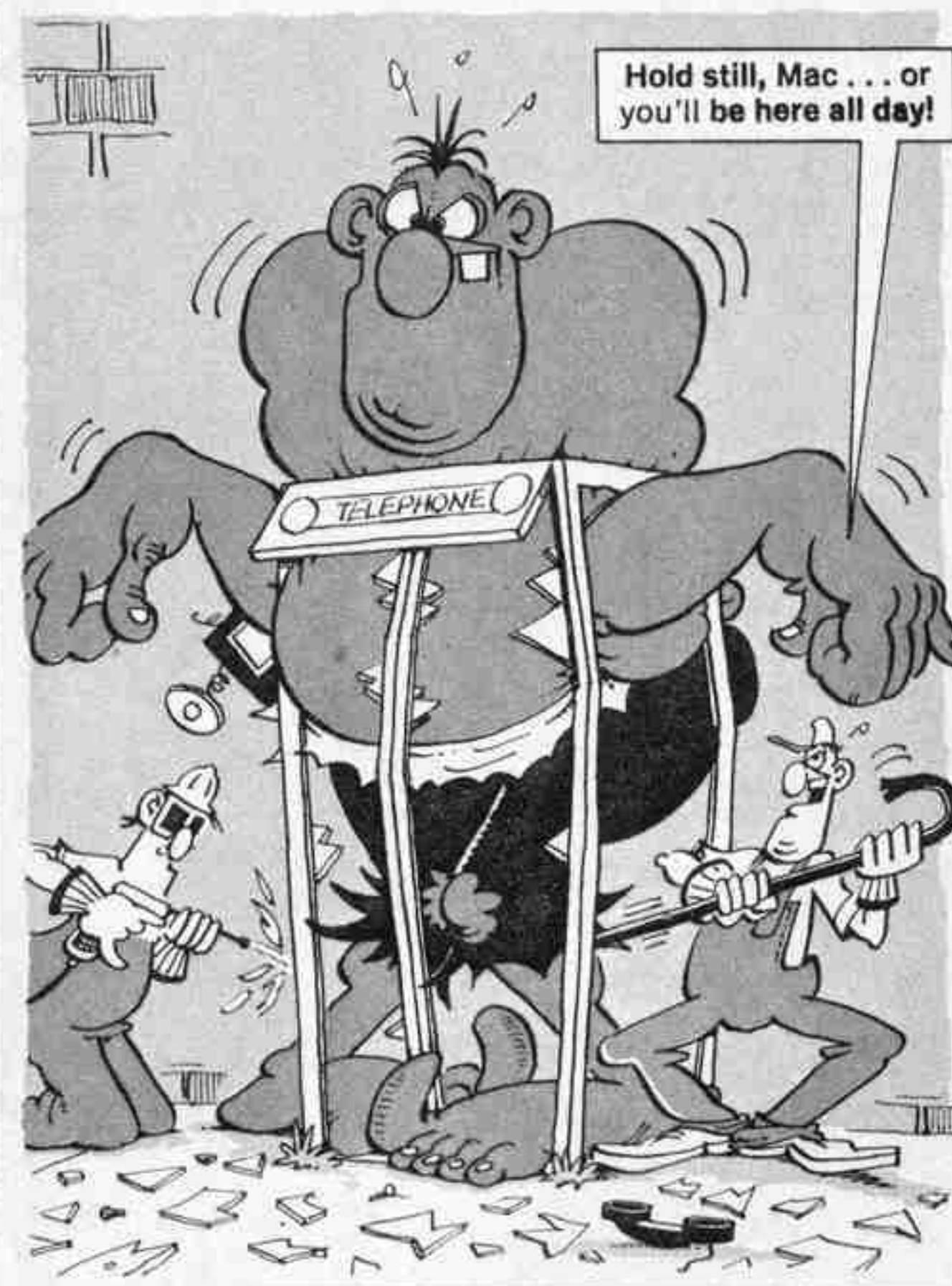
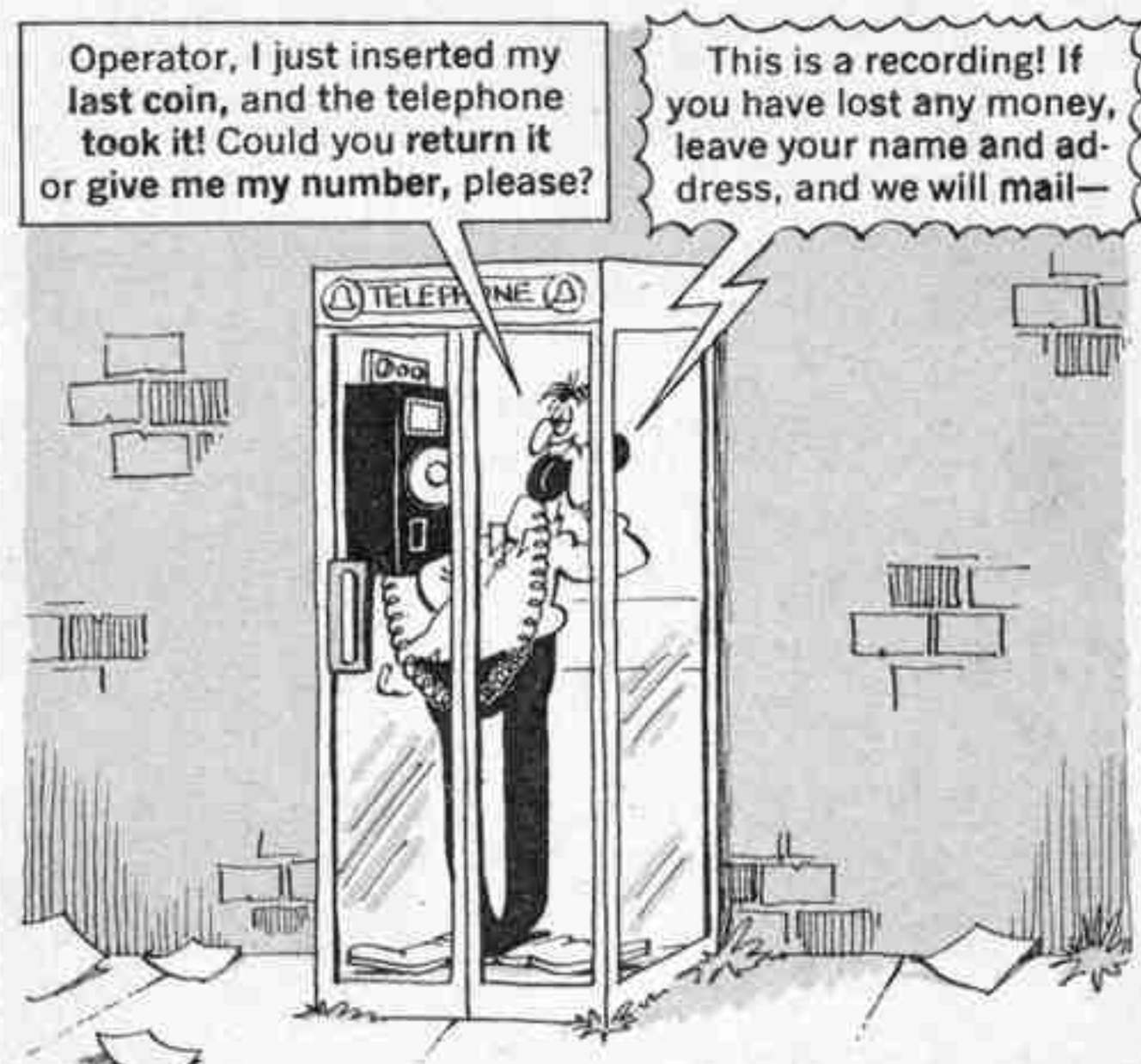
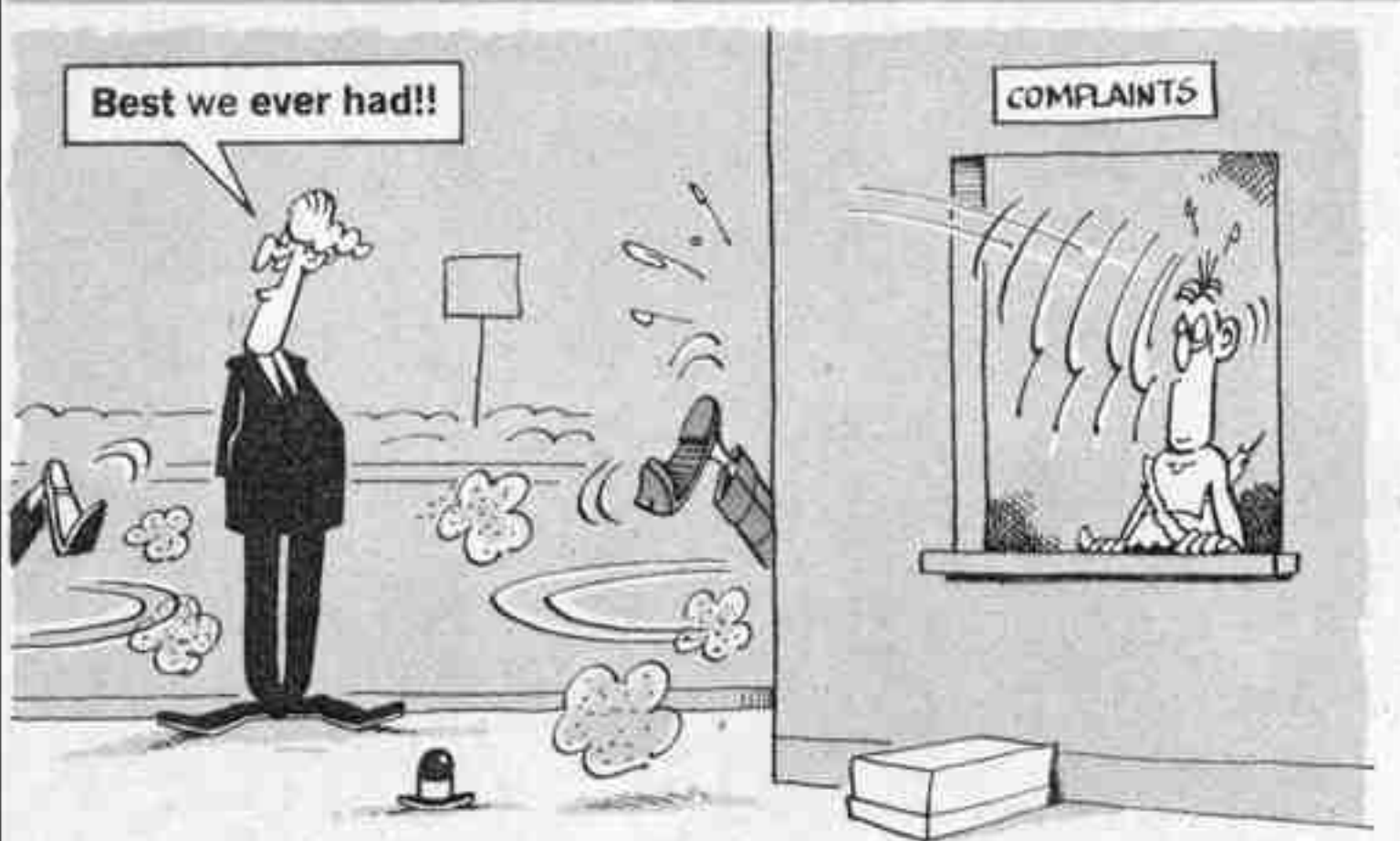
DON MARTIN LOOKS AT...



THE HULK







HYPE TRIPE DEPT.

Whenever a movie-maker wants to make a film look more impressive than it really is, he takes out a big, important-looking ad. This is called "hype" and the ad usually looks something like this...

KYLE AND LYLE BRISKET
In Association With
H. SIDNEY MANGOLD
Present
A Monumental Picture
ALEXANDER BARFKIN'S
Production Of
JASON FREEN'S

THE GREAT DISCO SPACE WAR

A Frederick Bilge Presentation

STARRING

ELWOOD SCURVY MONICA WAXWING LANCE MALOMAR

and FEATURING

VICTOR McSWEEN BEVERLY NURD ZOLTAN ZANDAR KYLE UNDERFOOT
AXEL VETCH PHILO E. LODESTAR SYNDA STAGMIRE

And Introducing DWAYNE OXBRIGHT as "The Visitor"

With HERMAN HERM NADIA OMM J. STUART WANG XERXES SMITH LORD UNKY

And A Special Guest Appearance by MERVYN ELBERTOOTH as himself

SCREENPLAY by TELFORD MUSK, Based on ALVIN TOGGLE'S Novel "Space Boogie"

Costumes by HILDA HUNGERLIP Miss Waxwing's Gown by WALTER Miss Waxing's Pantyhose by SUPREME Miss Waxwing's Teeth by Milton Beemish, D.D.S.

Filmed on Location in Burma, Morocco, and a Sidewalk in Suburban Knoxville

Color by WILCO	Processing by NILCO	Developing by SILCO	Credits by FORBUSH	Casting by DAPHNE TRIVET	Sound by APEX	Filmed in XZ-47 SUPER VISION
----------------------	---------------------------	---------------------------	--------------------------	--------------------------------	---------------------	------------------------------------



Pretty impressive, huh? But it seems a waste that hype like this is reserved only for movies. There's no reason it couldn't serve us all. By George, let's see some examples of what we'd have ...



IF "HOLLYWOOD HYPE" WERE USED FOR EVERYDAY DRAMATIC OCCASIONS

ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

FOR A MAFIA VENDETTA

Don Rico Manicotti
in Association with
Salvatore "Fats" Tortoni
Presents
A Manicotti Family Production

WIPE-OUT ON NOSTRAND AVENUE

STARRING

"BIG
LOUIE"
LASAGNA

SAL "THE
BARBER"
SPUMONI

&

(by arrangement
with Don Carlo
Zucchini)

"SID
THE SHIV"
MANUCCI

AND INTRODUCING

For the First and Last Time "Shades" Finelli as "The Squealer"

Plus a Milling Throng of Terrified, Uninvolved Onlookers

Travel
Arrangements
by Acme Cement

Casting
by Don Rico
Manicotti

Assisted
by Capo Vito
Corona

Entire Production Planned,
Supervised and Disavowed
by Don Rico Manicotti



FOR A SURGICAL OPERATION

St. Ignatius Hospital and
THE SURGICAL TEAM OF OPERATING ROOM B
PRESENT
A Dr. Leon Mishkin Operation
The Grand Opening of

THE STOMACH OF MORRIS PUTTERMAN



STARRING
DR. LEON MISHKIN

with
Nurse Elvira Quigley **Interne Sidney Birnblatt** and **Dr. Dwayne Farfel**
as "The Specialist"

With a Special Guest Appearance by
MORRIS PUTTERMAN

and Introducing
Putterman's Hysterical Wife, Rosalie
Plus a Supporting Cast
of Nurses, Orderlies and
Inquiring Relatives

Anesthetics **Gauze by** **Sutures**
by Dr. Byron Wimple Johnson & Johnson by Acme

Financed by Blue Shield and United Major Medical

Entire Production Supervised
by Dr. Leon Mishkin

FOR A DIVORCE TRIAL



The State of New York in association with
Justice Felix J. Grumwort Bailiff W. Culpepper
Presents

A Divorce Court Production

HAROLD SMEED **LAURA YURGLE SMEED**

in

THE BIG SPLIT

Based On a Scheme by
LAURA YURGLE SMEED

From an Idea of Her Meddling Mother

ELVIRA YURGLE

Co-Starring

ATTORNEY STEVEN WEEDLE

Arguing Greedily Over the Objections Of
ATTORNEY RAMSEY BLIGHT

With a Special Guest Appearance by
STAR WITNESS

LOLA "LEGS" WICKERSHAM

(by arrangement with Private Detective Gump McCall)

And a Tear-Jerking Performance by

SIX-YEAR-OLD BILLY SMEED

Entire Production Paid For Through The Nose By

HAROLD SMEED

FOR A FAMILY DINNER

Clarabelle Grommet
With Assistance From No One
Presents

WEDNESDAY NIGHT DINNER

Based On A Recipe By Neighbor Dora Mulvaney

STARRING

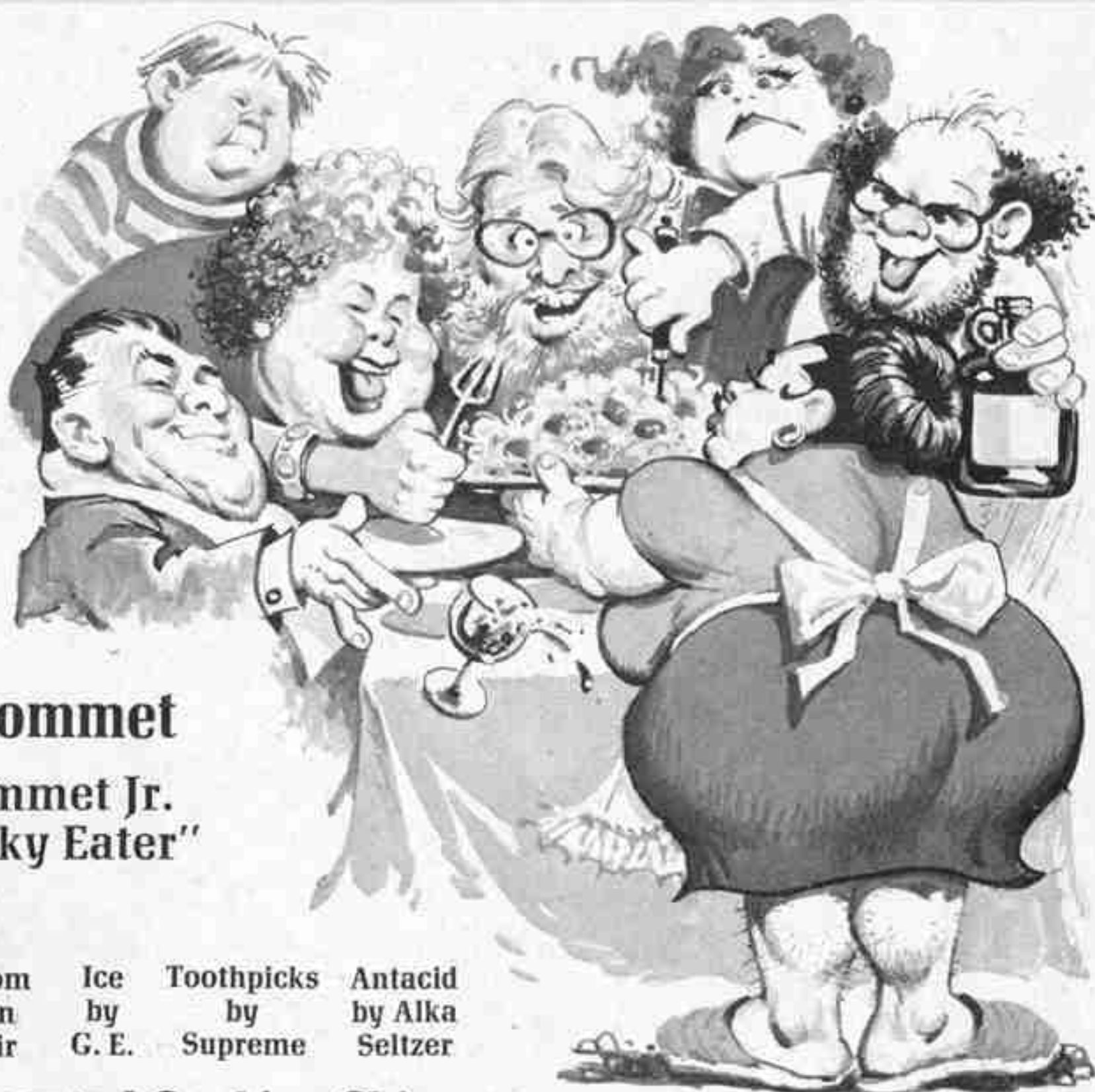
Clarabelle Grommet Morris Grommet

WITH Sheila Grommet Morris Grommet Jr.
as "The Fat One" as "The Finicky Eater"

FEATURING—

Ground Round by Barney the Butcher	Potatoes and Lima Beans by Ernie's Grocery	Bread by Tasty-Fresh	Water from the Town Reservoir	Ice by G. E.	Toothpicks by Supreme	Antacid by Alka Seltzer
--	--	----------------------------	-------------------------------------	--------------------	-----------------------------	-------------------------------

Produced in a Hotpoint Oven and Presented On Ajax China
Entire Production Overcooked by Clarabelle Grommet



FOR A TEENAGER MAKING OUT

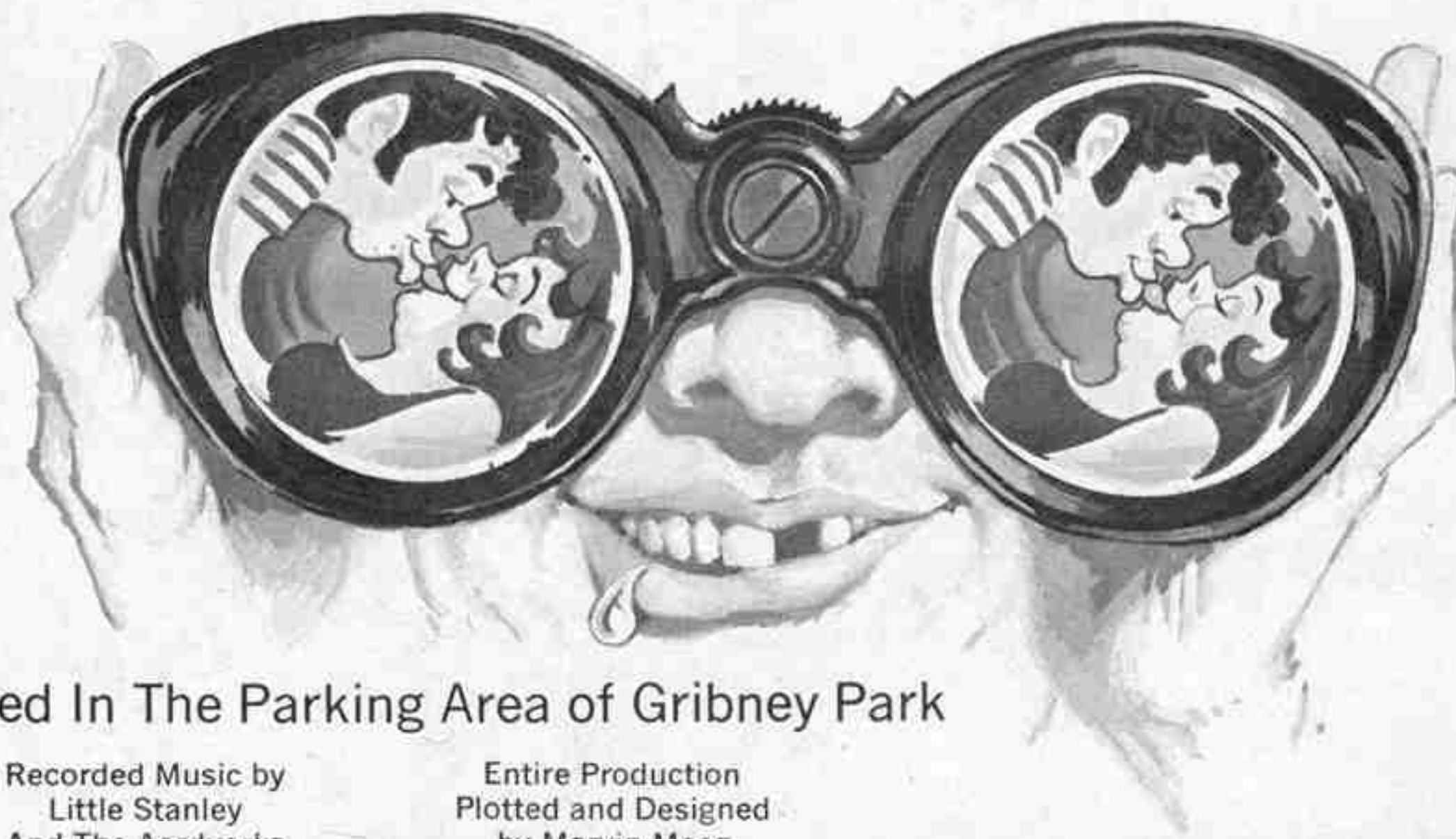
Marvin Meeg In Close Association With Esther Grush
Presents A Saturday Night Production

"I MADE OUT IN GRIBNEY PARK WITH ESTHER GRUSH"

Scenario by Marvin Meeg
Based On The Teen Age Lust
of Marvin Meeg
Inspired by a \$10 Bet With
Charlie Vorch

STARRING

MARVIN MEEG
ESTHER GRUSH
AND
CHARLIE VORCH
as "The Hidden Observer"



Entire Production Staged In The Parking Area of Gribney Park

Automobile
by
Chevrolet

Recorded Music by
Little Stanley
And The Aardvarks

Entire Production
Plotted and Designed
by Marvin Meeg

THE DREAD MENACE DEPT.

MAD'S NEW PHOB

ARTIST: PAUL COKER



INFERNOPHOBIA



Fear of being hit from behind while driving a Ford Pinto.

CUTSEYPHOBIA



Fear of not being able to buy anything that doesn't have a "Peanuts" or "Sesame Street" character on it.

MALDENPHOBIA



Fear of leaving home with your American Express Card and still not being recognized.

MEDIPHOBIA



Fear of checking out of a hospital even sicker than when you checked in.

BIMBOPHOBIA



Fear of being booked on a TV Talk Show between Cheryl Tiegs and Charo.

FELONIAPHOBIA



Fear of being mugged while walking from your bedroom to your bathroom.



IAS FOR THE '80'S

WRITER: JOHN FICARRA

GACKAPHOBIA



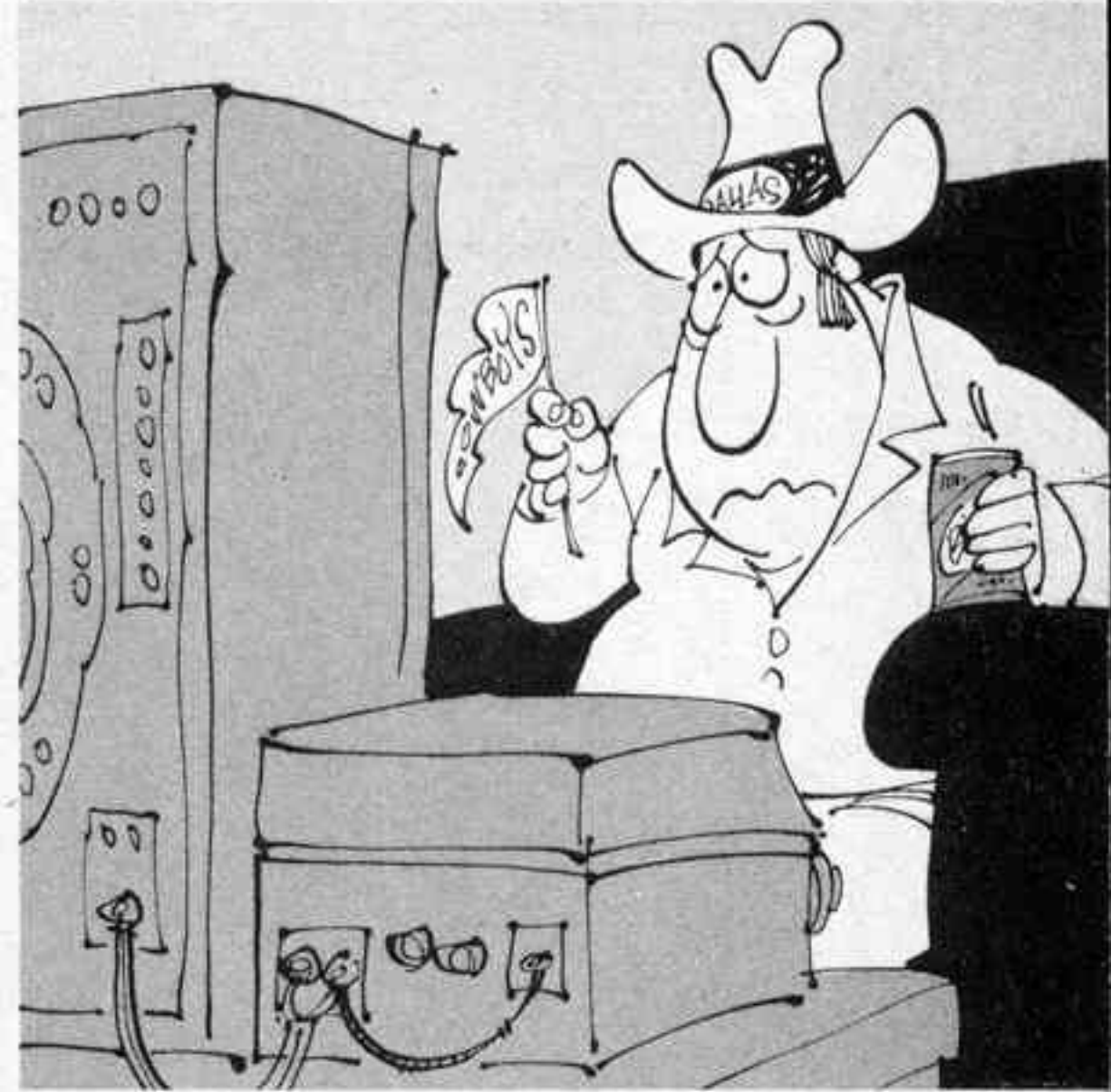
Fear of catching your tie in your food processor.

OPECAPHOBIA



Fear of the price of gasoline going up while it's being pumped into your car.

BETAPHOBIA



Fear of misprogramming your Video Recorder so instead of getting a tape of the Superbowl game, you get four hours of "The First Annual Telethon To Wipe Out Dental Plaque."

ROOTSAPHOBIA



Fear of having to be out of the house on the concluding night of a 7-part TV movie.

FRACASAPHOBIA



Fear of stopping by a strange bar and standing next to Billy Martin.

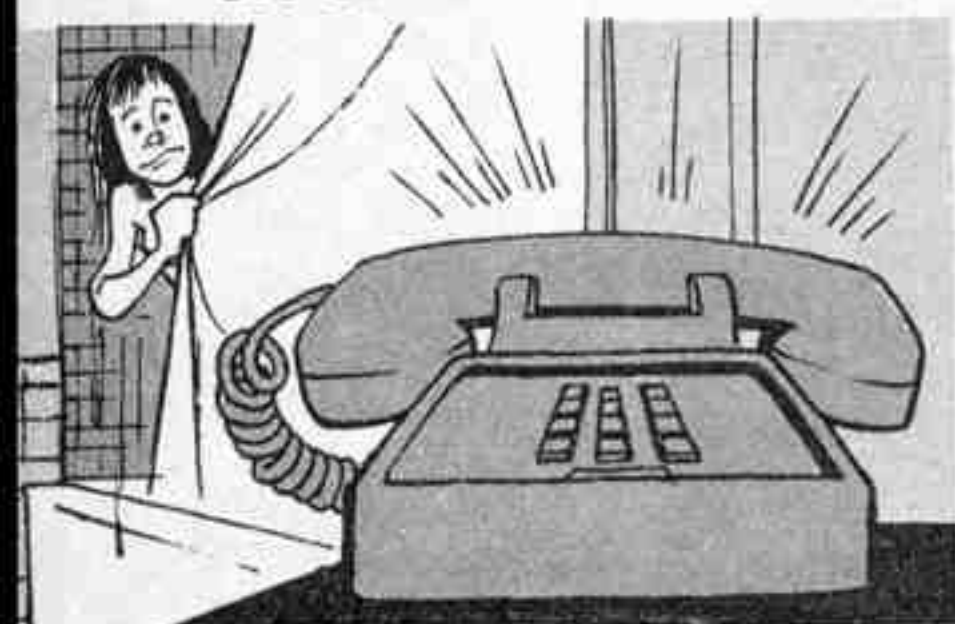
SPLATAPHOBIA



Fear of learning that the plane you're about to board is a DC-10.

THE MAD S

8.3 SECONDS



... is the amount of time between when you first step into the shower till your phone starts to ring.

3 WEEKS AND 2 DAYS



... is how long you're already back from vacation when the post card you sent your neighbor finally arrives.

4 DAYS



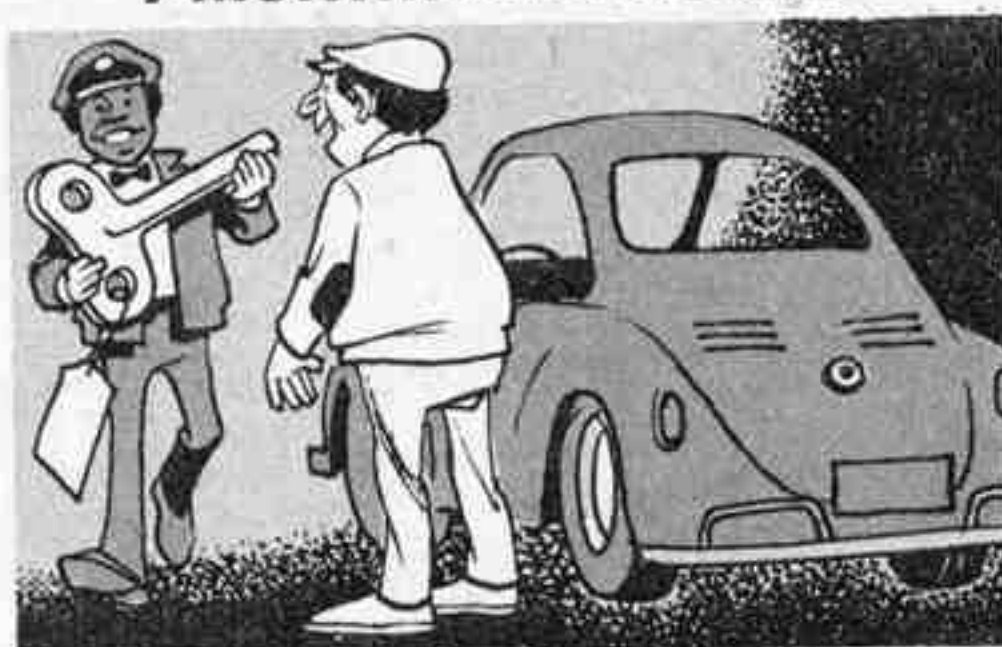
... is the amount of time between when the warranty on your TV runs out ... and something goes wrong with the set.

37.1 MINUTES



... is the amount of time you watch *The Tonight Show* before you doze off.

9 MONTHS AND 3 DAYS



... is the time it takes for the foreign car part you need to be shipped.

5 YEARS, 9 MONTHS, 2 DAYS



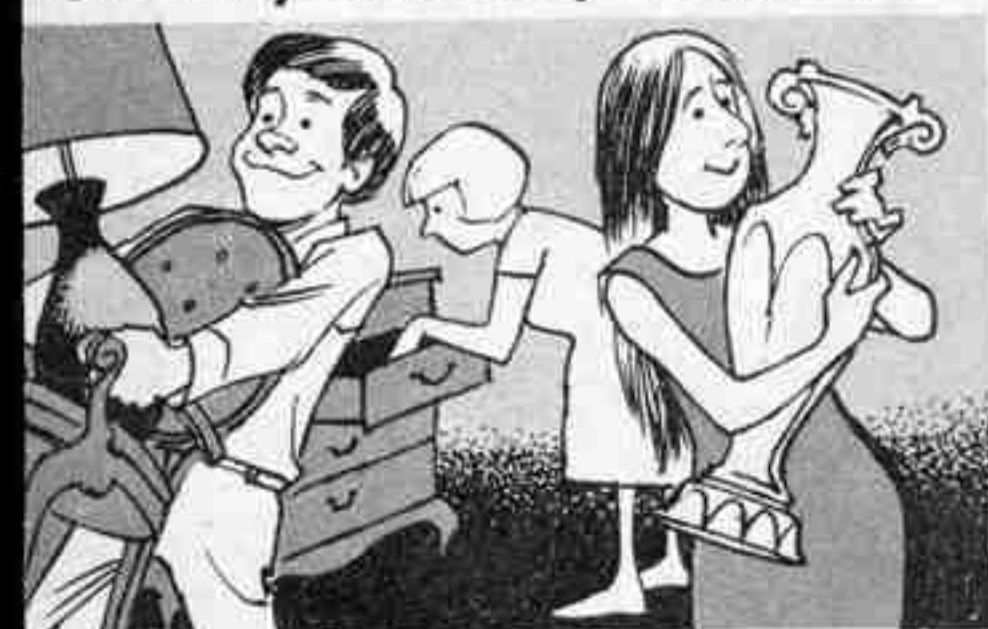
... is the amount of time you spend in your life looking for your keys.

14 MONTHS, 2 DAYS



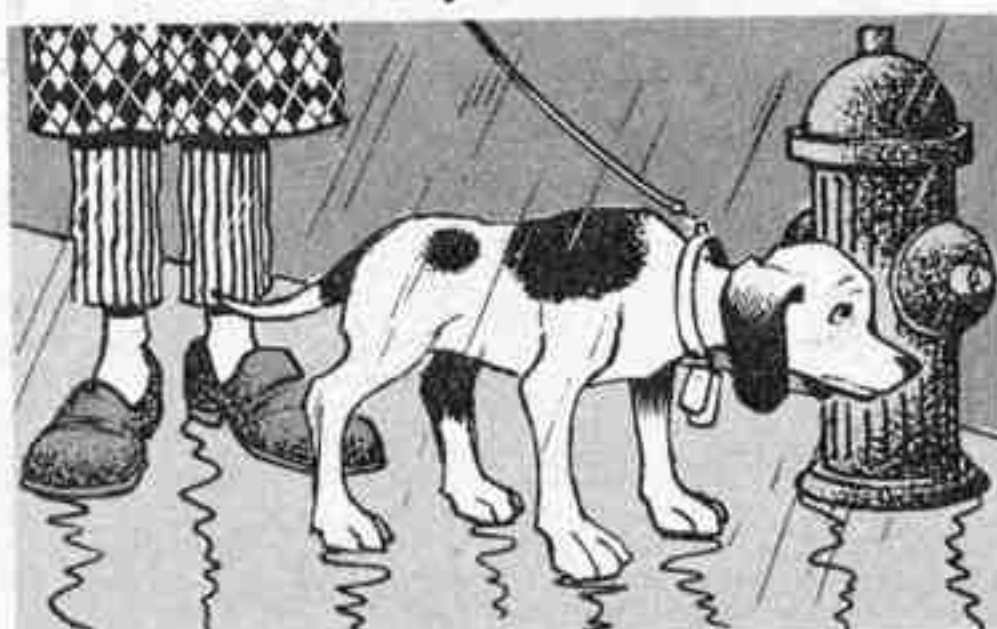
... is how long you'll be dead when relatives stop coming to your grave.

3 DAYS, 2 HOURS, 1 MINUTE



... is the amount of time between when someone dies, and his heirs start laying claim to his worldly possessions.

4 MINUTES, 46 SECONDS



... is how much longer it takes your dog to find a suitable spot to do his thing whenever it is pouring outside.

4 MINUTES, 10 SECONDS



... is the amount of time the average couple in a "Drive-In Movie" spends watching the action upon the screen.



ARTIST: BOB CLARKE

TOP WATCH

7 MONTHS AND 20 DAYS



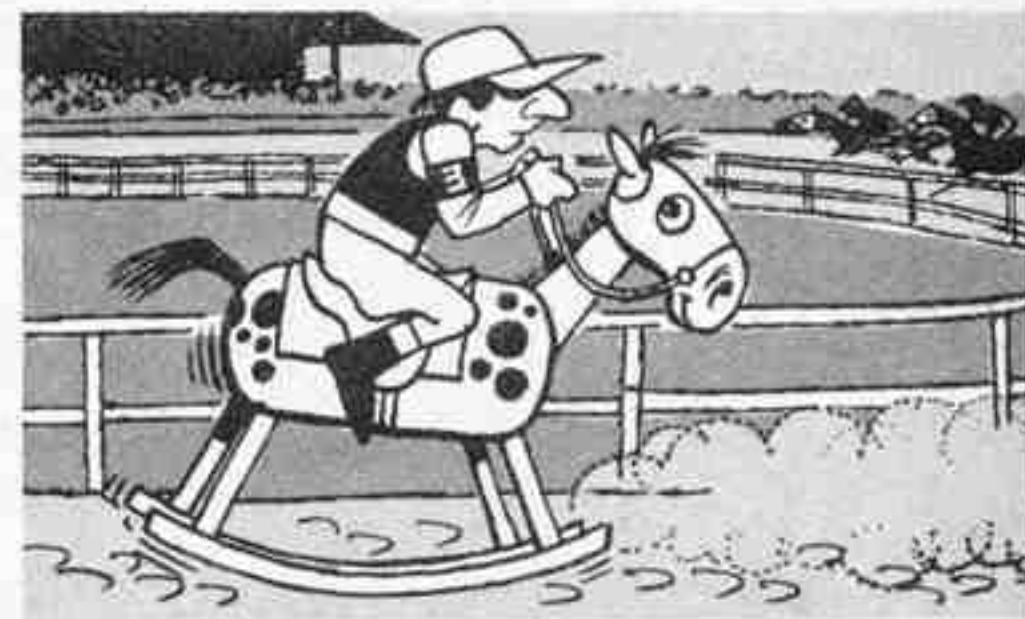
... is how long after the Orthodontist promises to take off your braces that he finally does take the things off.

3 YEARS, 8 MONTHS, 9 DAYS



... is the amount of time it takes a worker to make up the money he lost when he went on strike for more pay.

1 MINUTE, 38 SECONDS



... is the time between when the winning horse crosses the finish line ... and the horse that you bet on comes in.

13 DAYS



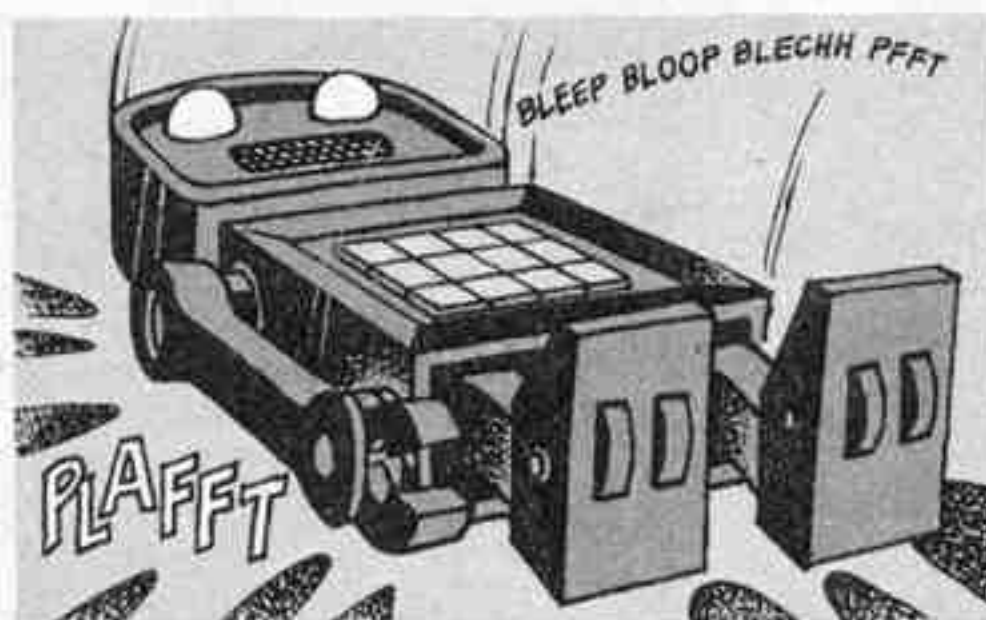
... is the time it takes the Post Office to deliver a letter cross town.

2 MINUTES, 12 SECONDS



... is the average time it takes a gal to find something in her purse.

16 MINUTES, 8 SECONDS



... is the amount of time the average battery in a new electronic toy lasts.

29 SECONDS



... is how long a guest is on a "Talk Show" before he plugs his latest film.

27 MINUTES



... is the time it takes you to wrap a child's birthday present that the little brat will rip off in 2 seconds.

12 SECONDS



... is the amount of time that passes between when a man picks up a copy of Playboy and he flips to the centerfold.

3 MINUTES, 22 SECONDS



... is the amount of time the average American spends listening to a Presidential address before shutting it off.

WRITER: JOHN FICARRA

GROWING PAINS



Hey, everybody!!
I registered for
the Draft today!

Gee!
No
kidding?

Where did the years go? It
seems like only yesterday
that he was a little boy!!

Now, all of a sudden, he's all
grown up! He can be drafted!!
He can vote! He's an ADULT!!

... don't you think that I
deserve a bigger allowance?!

In that case ...



BERG'S-EYE VIEW DEPT.

THE LIGHTE

CAR OWNERS

How come you're taking the bus today,
Harold? You always **DRIVE** to school!

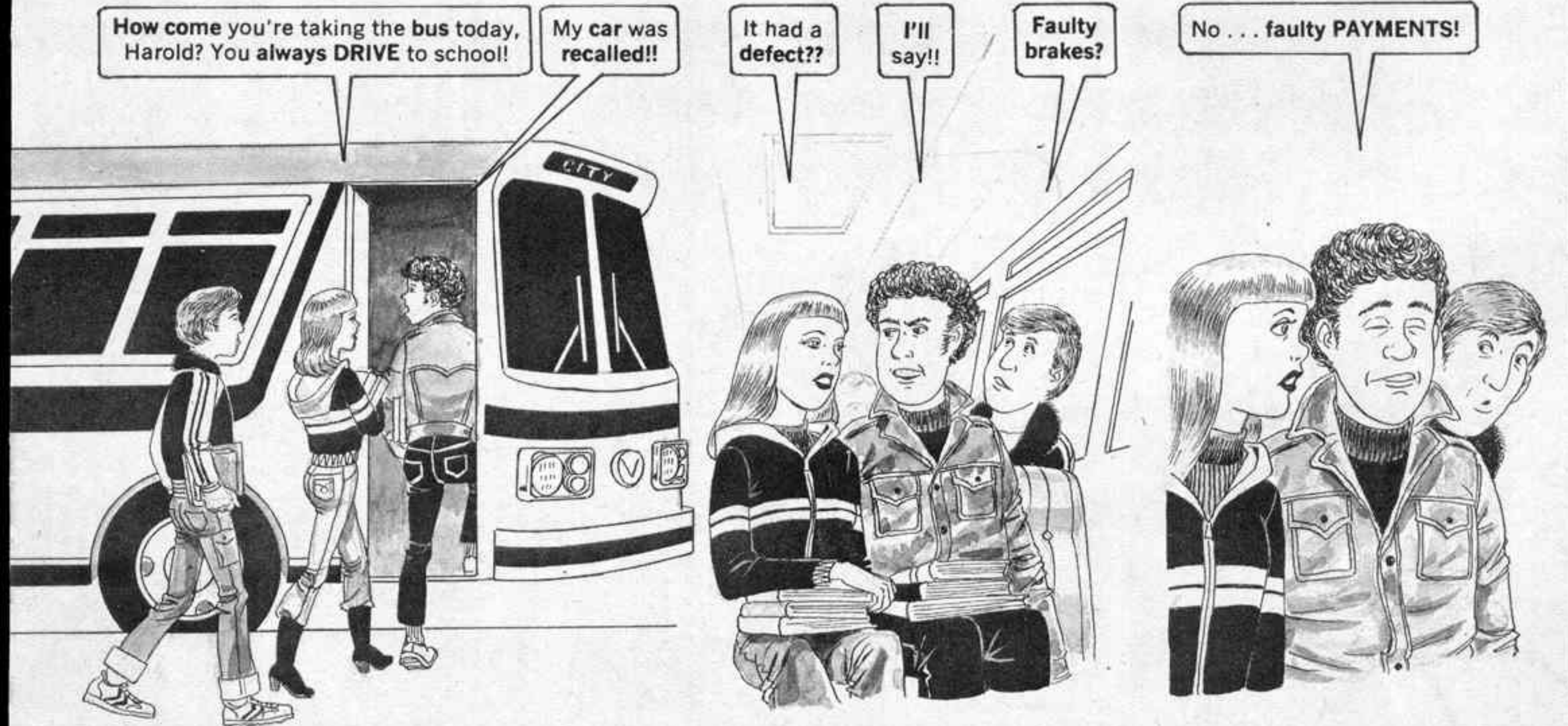
My car was
recalled!!

It had a
defect??

I'll
say!!

Faulty
brakes?

No ... faulty **PAYMENTS!**



SUCCESS

You have no drive, Kowalski!
You have no ambition! You're
standing still! Marking time!

I'VE risen to the TOP, and
YOU'RE still in the SAME
JOB! Yet we both started out
in this company TOGETHER!

How long ago
WAS that??

Uh . . . it was six-
teen years ago . . .

. . . that we BOTH started
working for your FATHER!!



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

PARKING

You can't park
the car here!
The sign says
"Tow-Away Zone"!

There isn't
another park-
ing place for
five blocks!

Listen, I've got an idea!
Let's have a snowball fight!

Whatever for . . .?!



EDUCATION

What did you learn in school today?

"The Metric System"! Eventually, the United States will change over completely to this European method of measuring weights and distances!

We're going crazy, learning to change inches to meters, miles to kilometers, ounces to grams, pounds to kilograms and gallons to liters!

Do you like the change?

If I had MY way...

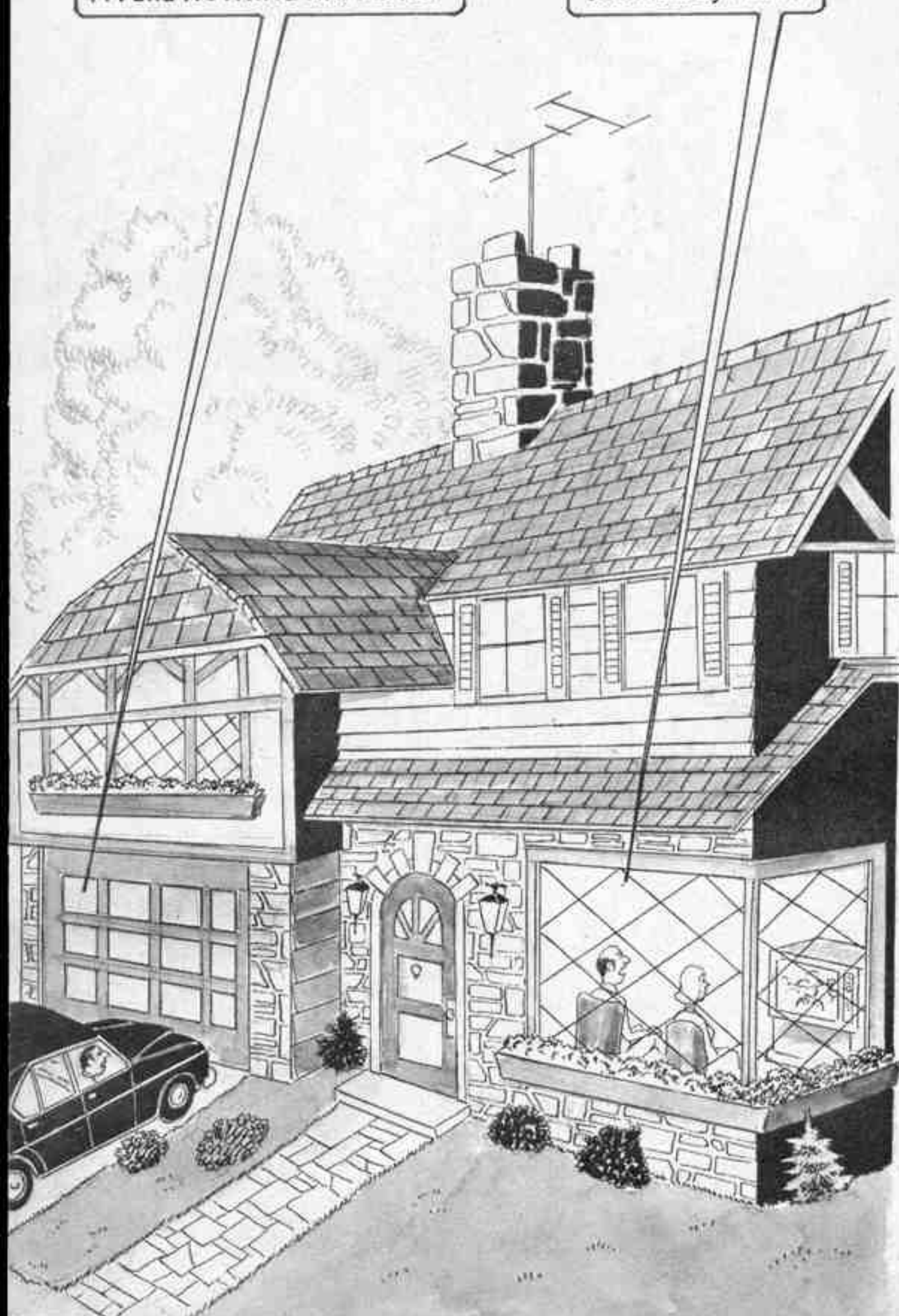
... I wouldn't touch that stupid Metric System with a 3.048 METER POLE!!



MODERN TECHNOLOGY

That's funny! I keep pushing the button on the Electronic Garage Door Opener control ... and NOTHING HAPPENS!!

That's funny. The Remote Control TV keeps changing the channels by itself!!



THE ENERGY CRISIS

This darn gas-guzzling car is costing me a small fortune for fuel!

Don't complain! I've got a car that hardly uses ANY fuel at all!



INFLATION

Hey, Ralph! I hear you made a REAL GOOD BUY on a house!

Yep! I got a sixty thousand dollar house with four bedrooms and three baths on a half-acre lot...

Gee! That IS a good buy!!



MARRIAGE



SHOPPING



CHILDREN



WINTER

Bernard, come look out the window! It's a regular "Winter Fairyland"! It's as if the little fairies spent the night blanketing the trees, roofs and streets with soft, downy, pure-white snowflakes!

And with their magic wands, made the icicles sparkle like precious jewels!

About those little fairies of yours!

You think you could get those little stinkers to shovel the sidewalk and driveway now?!!



ON THE JOB

ROGER KAPUTNIK INC.

Hello . . .? Oh, hi, Janet!

Listen, Janet, I can't talk now! I'm on my LUNCH BREAK!

Call me back during business hours when I have more time, and we can have a long chat!



DISCIPLINE

Uh . . . my Teacher sent home a note!

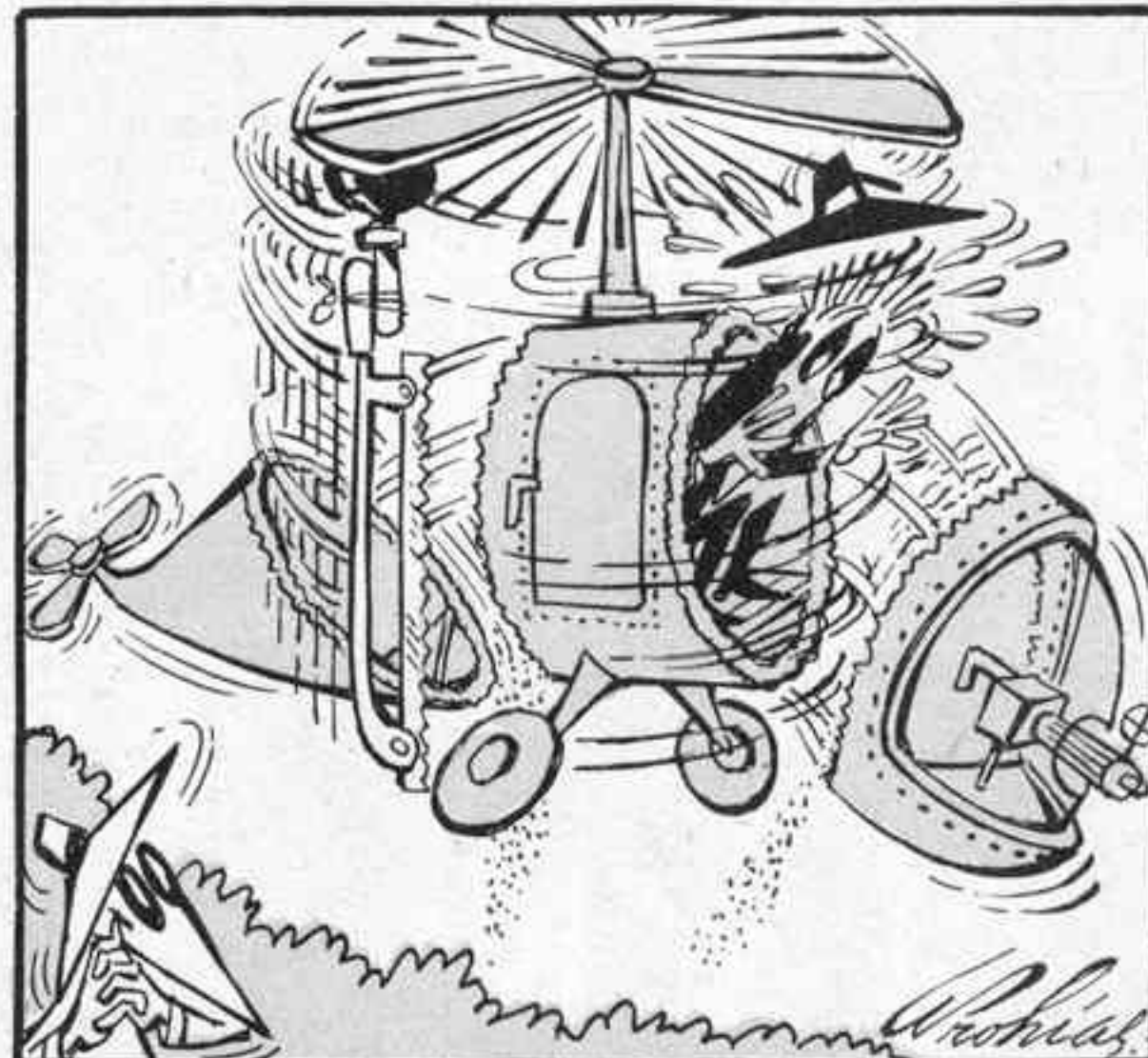
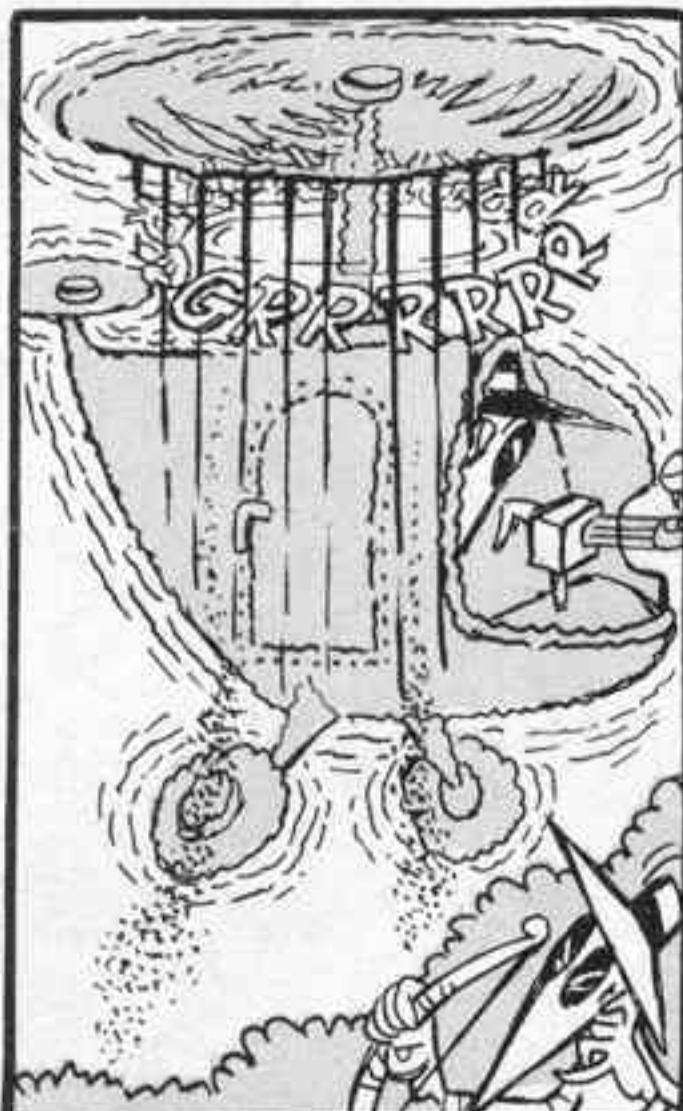
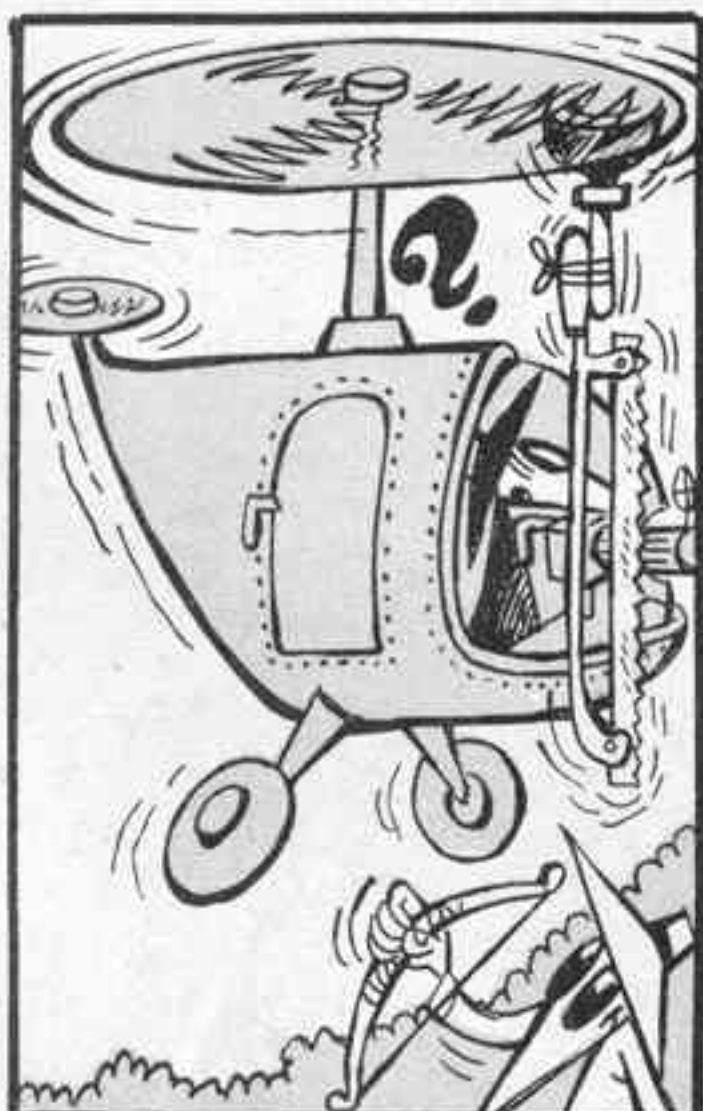
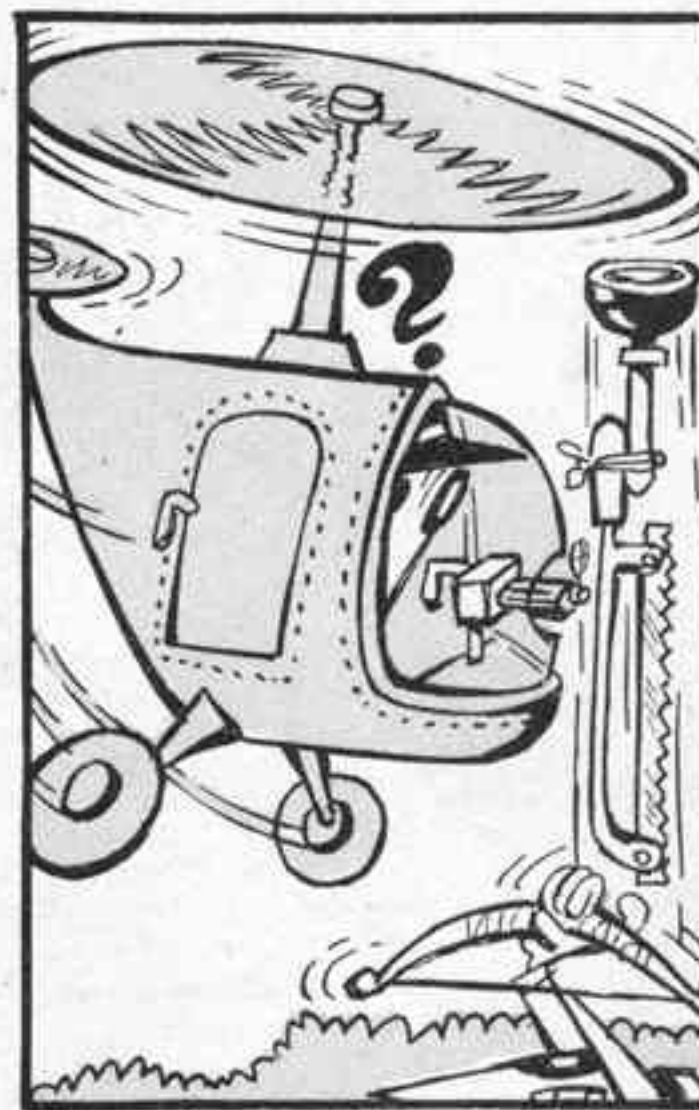
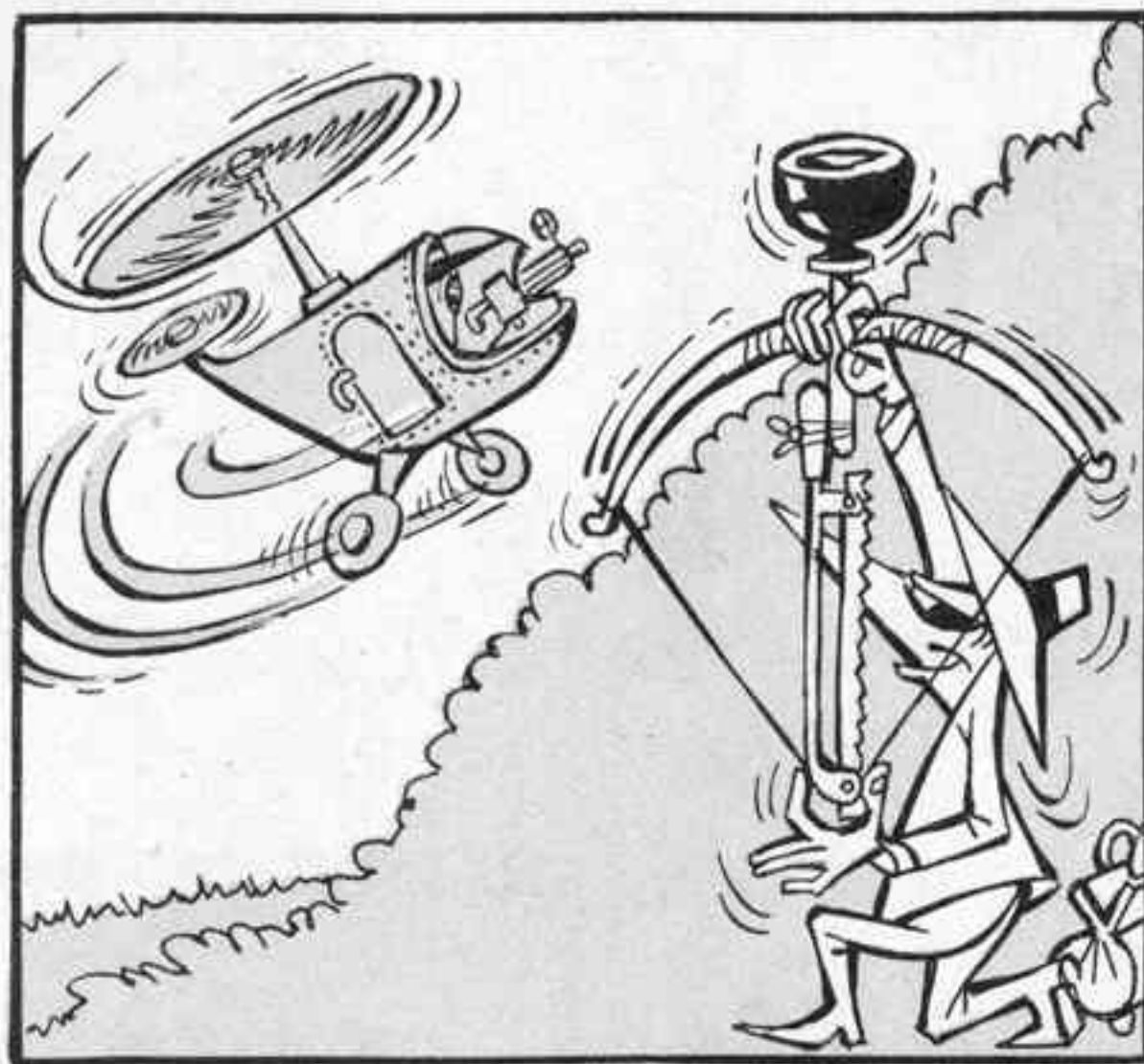
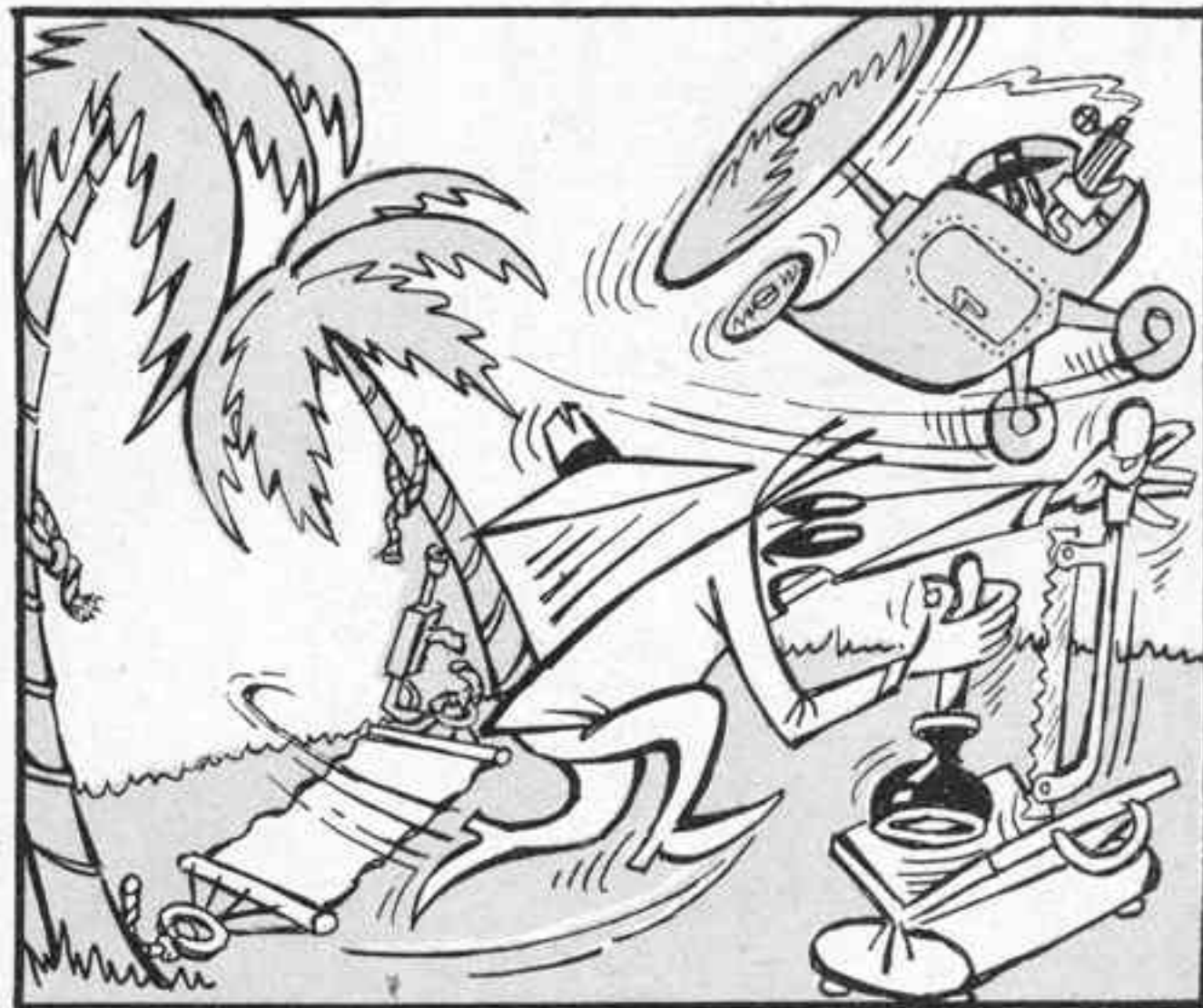
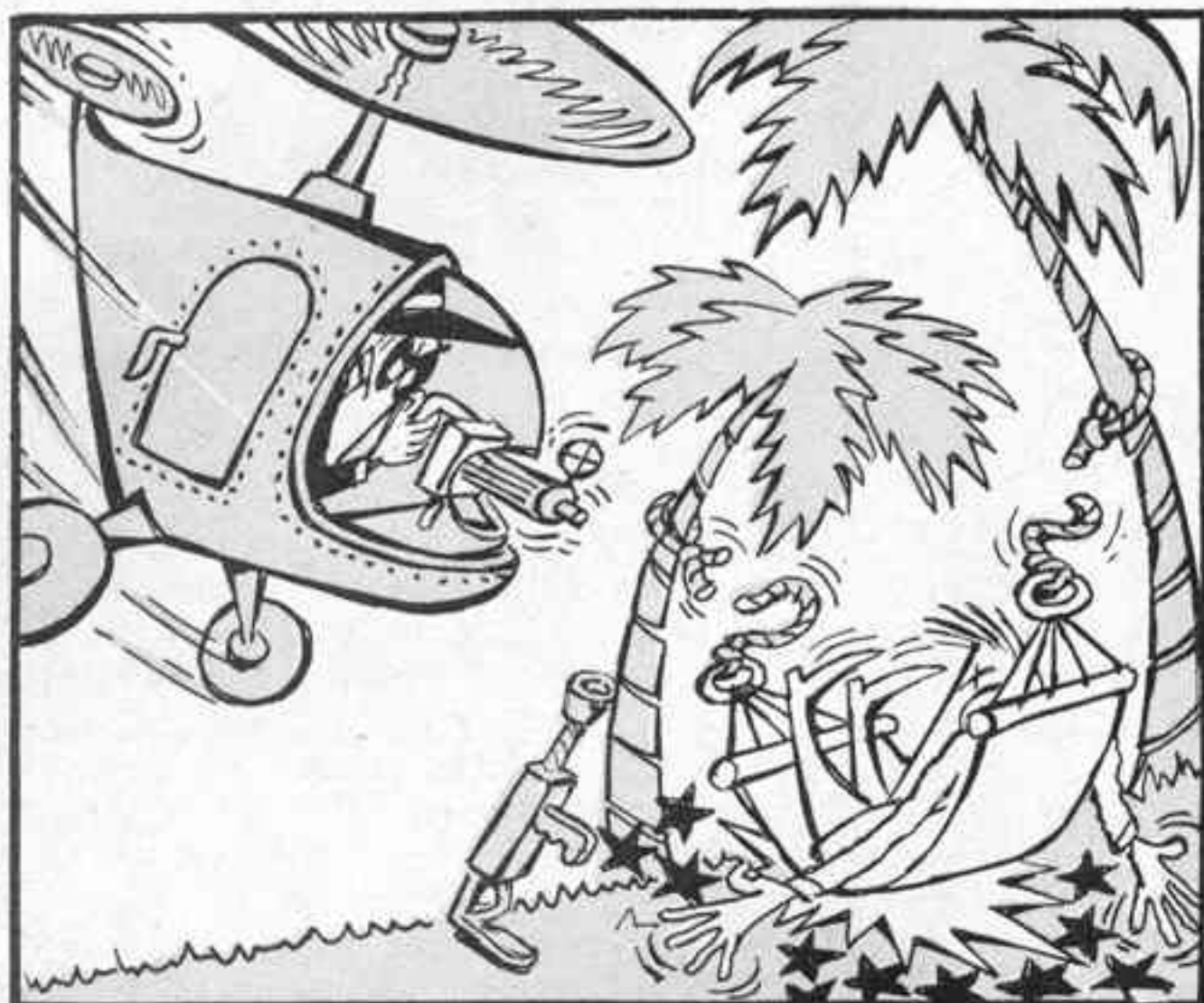
You don't have to say it!!

There's NOTHING GOOD on television this week anyway!



David Berg

QDY VS QDY



POST WASTE DEPT.

Don't you just love it when you run to your mail box in hopes of finding that somebody's sent you five bucks for some old debt because you haven't paid your rent and you don't have a dime for food . . . but the only letter there is a piece

MIXED-UP JUNK M

ARTIST: HARRY NORTH, ESQ.

Dear Swinging Single:

How many nights have you sat around alone, wondering where all the good-looking guys are hanging out?

Well, here's your chance to join "The After Midnight Swinging Singles Club" at our special introductory price, and banish loneliness forever! Just fill out the applica-



Dear Potential Homeowner:

"White Oaks" is no ordinary housing development, and that's why this pre-opening offer is not going to everyone! Located almost entirely within Wasp Woods, "White Oaks" will be an exclusive residential community made up of the most desirable families. So if you're the type of person we're looking for, why not come out to "White Oaks" today, and let us show you our planned private community of Luxury



Dear Lover of Fine Foods:

Your reputation as a knowledgeable gourmet is on record. But how much do you really know about the proper wines to serve with such gourmet dishes as Quenelles De Brochet or Tournedos Rossini or Poulet A La Creme?

The "World Book Of Wines" will put at your fingertips



Dear Home Handyperson:

What's your next home improvement? A finished basement? A swimming pool? A guest room?

Whatever your plans, "Home Handyperson Magazine" can help you with any of these projects, and



of junk mail that starts out: "We know you are the kind of man who appreciates the value of a well-made \$300 suit, which is why this offer is being sent to men like you!" Well, we wonder what other goofs are being made because of ...



ALL MAILING LISTS

WRITER: DICK DE BARTOLO

Dear Discerning Homemaker:

You probably haven't had your rugs and or furniture cleaned lately because you just can't find someone you can trust with your valuable and cherished furnishings and floor coverings.

Well, with "Luxury Cleaners," your worries are over!



Dear Business Executive:

Isn't it time that a busy man like yourself stopped missing those important after-hour dinner engagements and business meetings because your secretary can't be at your side 24 hours a day?

"Pocket Gal Friday," can end all that! This new



Dear Householder:

It's an unpleasant thought, but what if a fire were to wipe you out tonight? Just take a look around you. What if everything you owed were reduced to ashes? Could you survive such a catastrophe? "Mutual Fire Insurance"



Dear Fellow American:

Tired of being screwed by your government—the people who you helped elect? Well, now you can join thousands of your fellow citizens in an attempt to clean up the mess in Washington and bring honesty and integrity back to gov-



AN EYE FOR AN "I" DEPT.

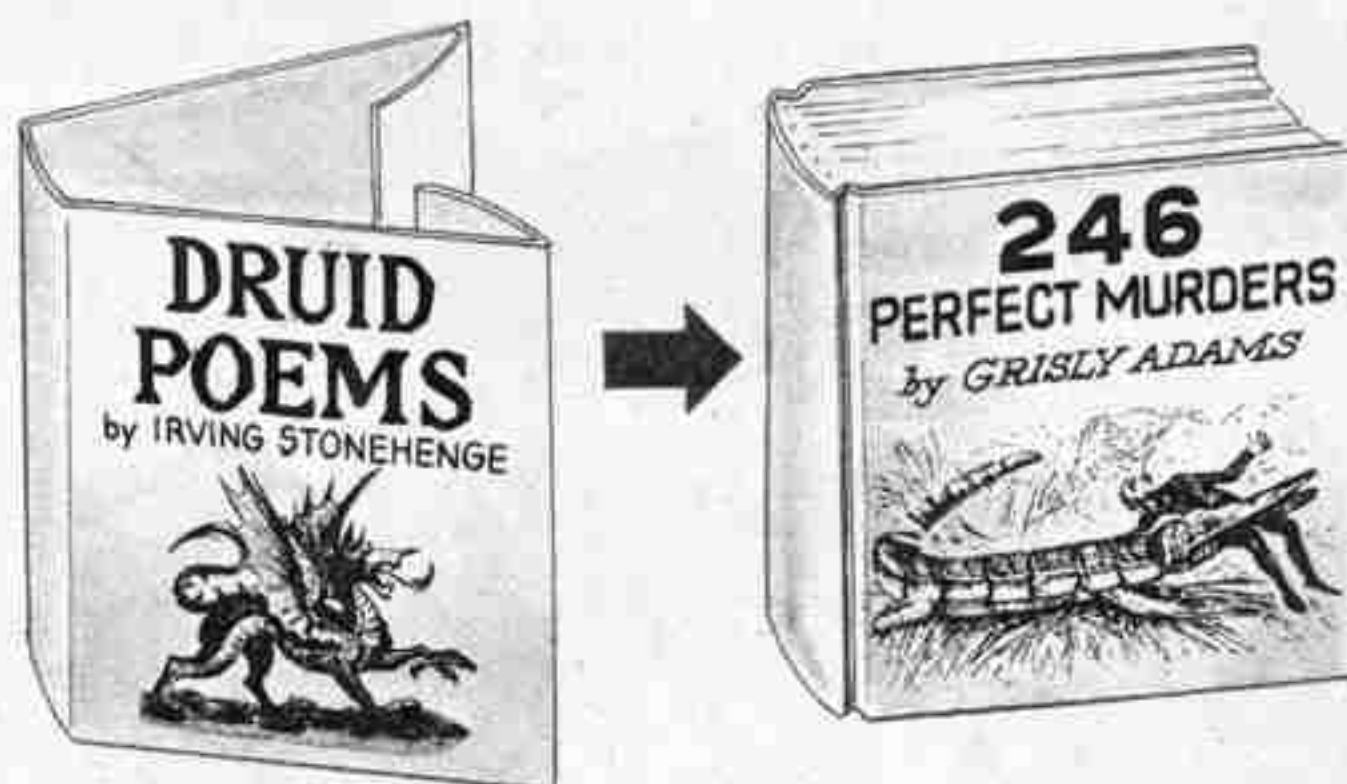
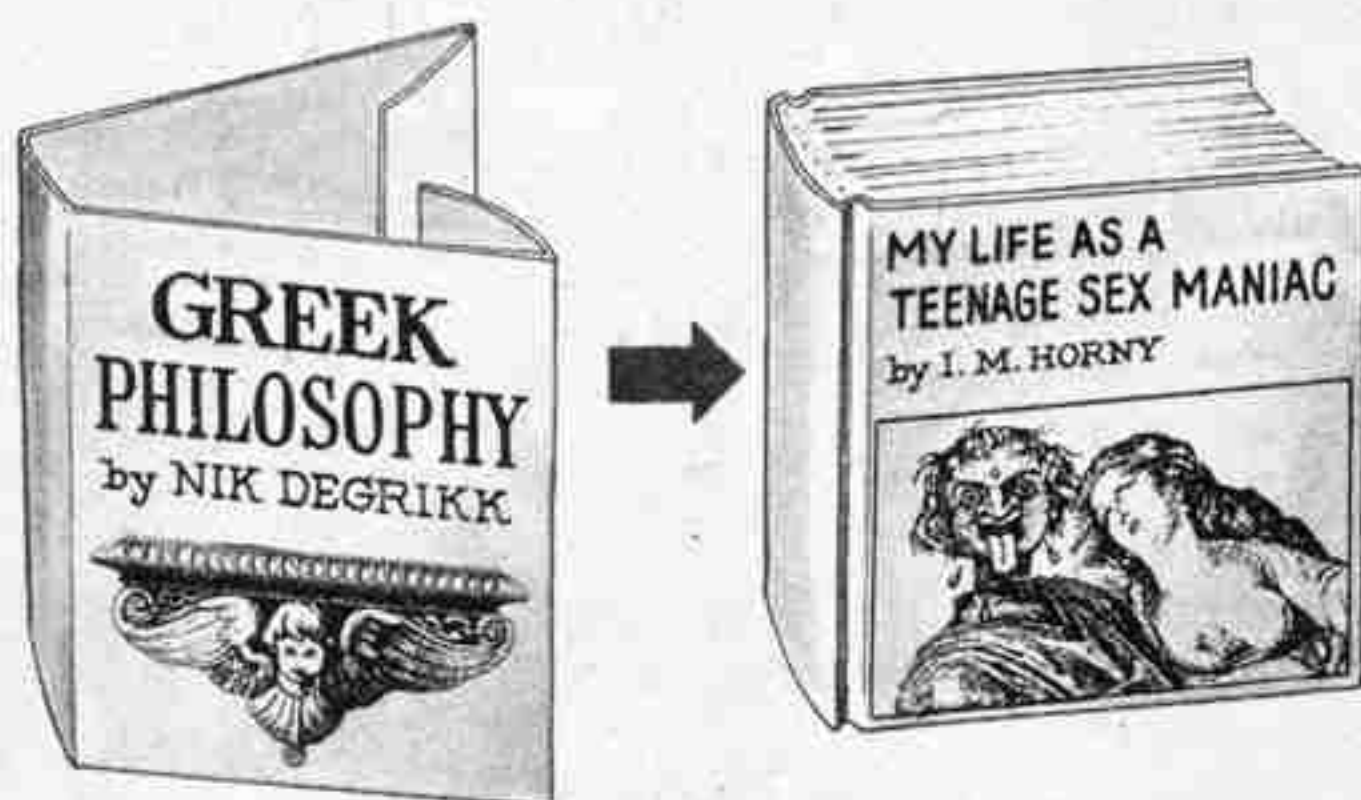
Are you a doormat for the whole world to step on? Do friends walk away while you're talking? Are you credited with inventing the yawn? Are you introduced to people as "Mr. What's's-Name"? Then you need help. And we don't mean the kind of help that everyone else has offered you in the

MAD IMAGE

HIGH-CLASS BOOK COVERS

Carrying highly-intellectual books onto buses, trains and planes will make people admire and respect you. However, such books are almost impossible to read. But these

book jackets slip easily over those trashy books you love and understand...and other passengers will look with awe at how absorbed you are in reading such classy literature.



V.I.P. BUSINESS CARDS

You can make yourself into anything you want with business cards, and the people you give them to will shower you with ego-gratifying attention. Later, if they chance to call you at "your office," they'll find out the truth, but so what?! By then, you'll be working your card trick on someone else.



THE "FANTASTIC STUDENT" PLOY

If you want a really effective image booster, merely take a course in a school subject that you're already thoroughly expert in, without letting on that you are. The respect and admiration you get will make you feel just marvelous.



past . . . like suggesting that you become "educated," or "talented," or "more interesting." We know that's impossible for you. But there is a practical way to make you appear terrific without changing that simple-minded clod you've always been. Just try these sure-fire guaranteed . . .

- BUILDERS

ARTIST & WRITER: AL JAFFEE

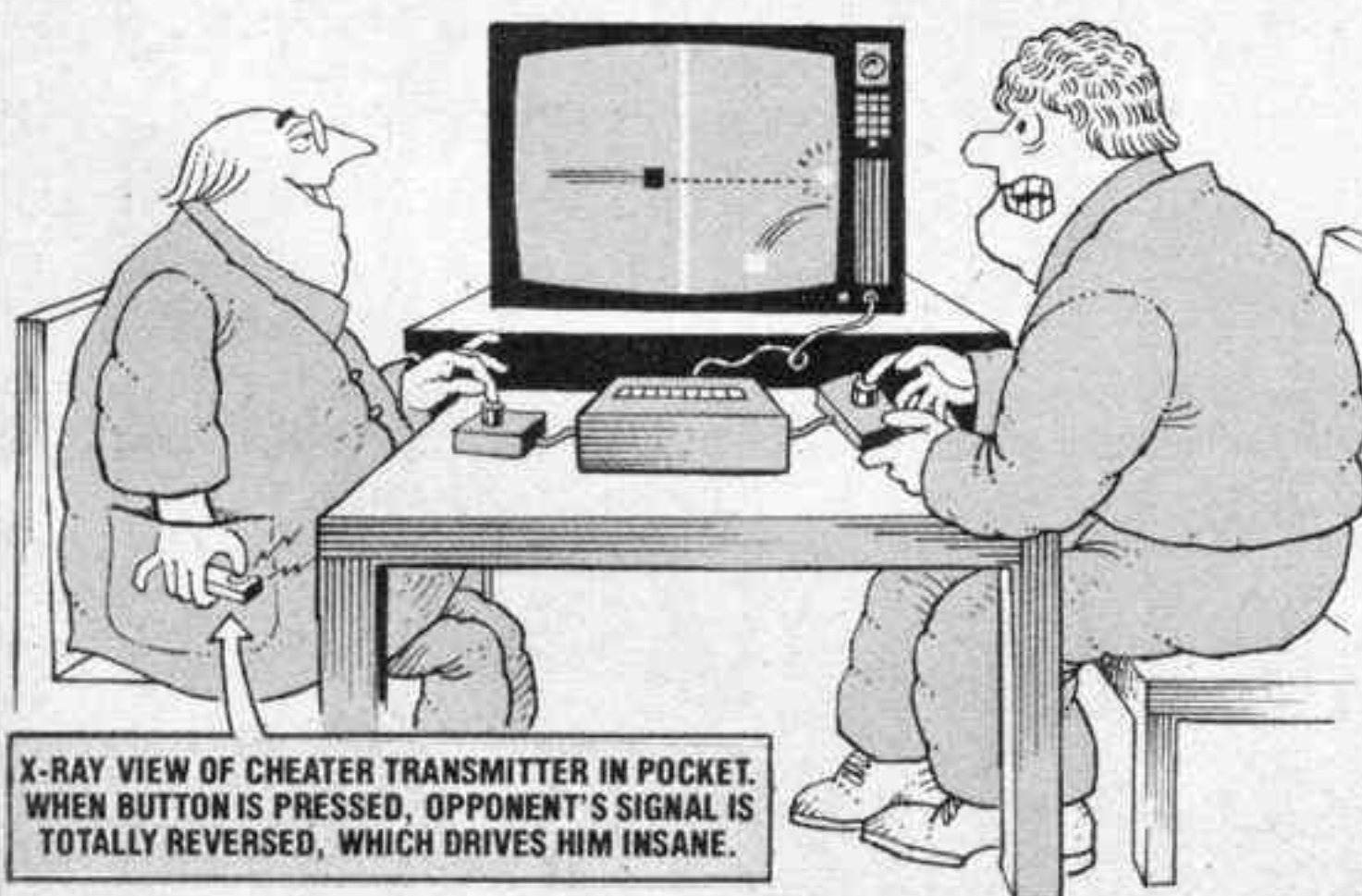
THE "TOUGH CROSSWORD PUZZLE" GAMBIT

When sitting next to someone while traveling, tear *The New York Times* puzzle out and start filling it in very quickly with a pen. To your neighbor's astonishment, you will have it done in less than three minutes. Then, mutter something like, "I wish they'd come up with a real challenge for a change!" and angrily crumple it into a ball and discard it. Your fellow passenger will be unbelievably impressed, and never know you filled the puzzle in with absolute nonsense.



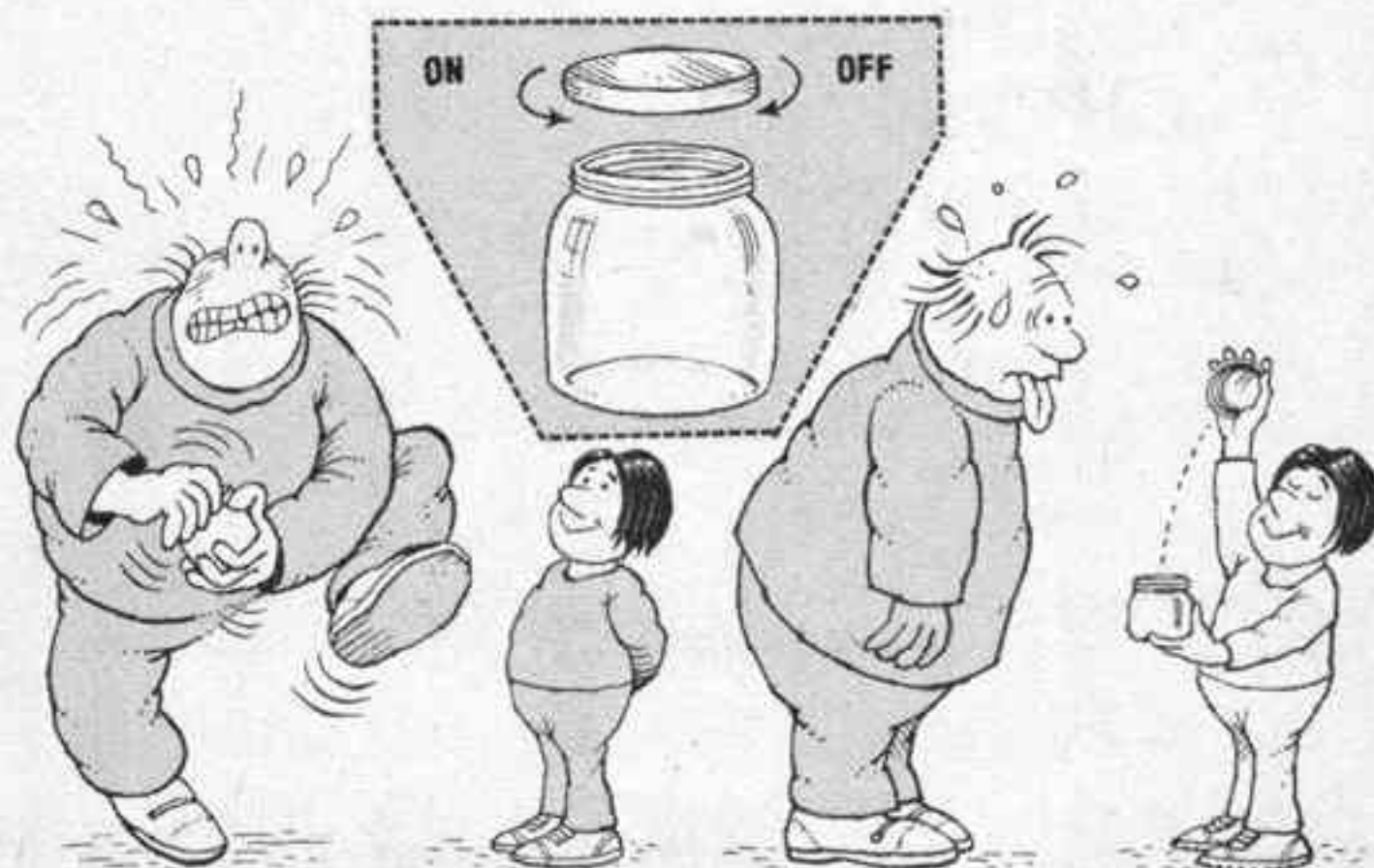
THE RIGGED TV GAME

Millions of TV-owners now own "Pong"-type TV games. Unfortunately, some jocks are hard to beat at these games because they do nothing but hang around bars, practicing on coin-operated ones. With this electronic cheater transmitter, you improve your image and win every time.



WRONG-WAY TWIST-OFF JAR TOPS

These jars and jar tops have left-handed threads. That is, they open the opposite way from normal. When you're going to a party, bring along one or two of these — filled with nuts or candy. Soon, some pretty young thing will try to open one and fail. Next, she'll ask some jock to try, and to everyone's amazement, he too will fall down exhausted with the unopened jar. Then, to everyone's astonishment, you open the jar effortlessly.



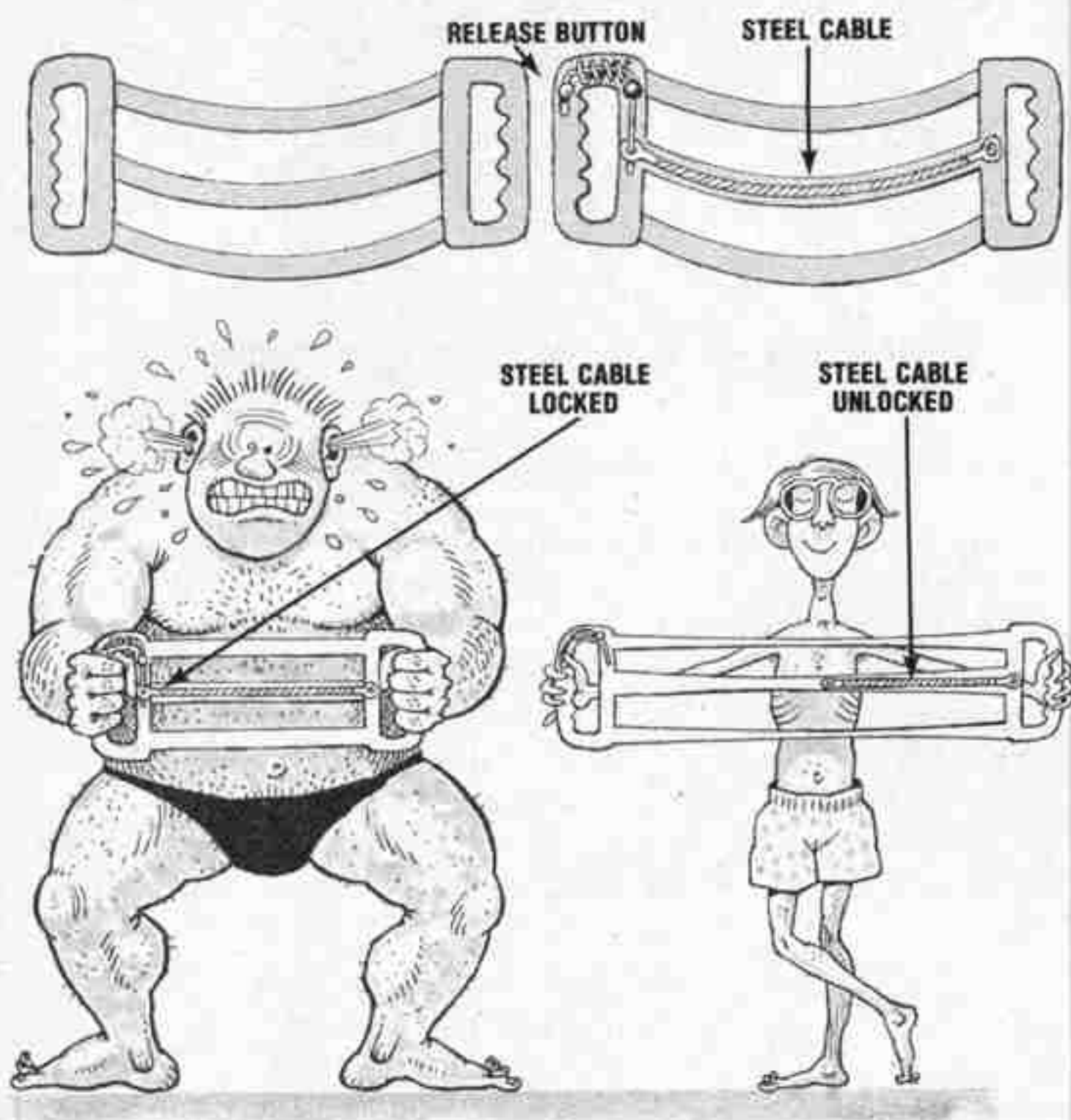
MOBILE CAR TELEPHONE

Here's an easy way to look and feel important. Any old used telephone instrument, placed in your car, will do the trick. Merely lift receiver, and hold important-sounding business conversations while people are watching. And if you want to impress them more, a hook-up to car's cigarette lighter can make phone ring when you touch a secret switch.



FANTASTIC DISPLAY OF STRENGTH

When you offer this spring-stretcher to a jock, he cannot budge it. But when you take it, you stretch it out a mile. Secret lies in middle rubber tube, which contains a steel cable that you can release by pushing a button in handle. When stretcher is relaxed once more, cable automatically locks into position. Thus, when you hand stretcher back to the jock, he goes crazy again with shame and frustration.



HERO AWARDS

A sure-fire way to improve your image is to be a hero. But how many of us ever get the chance to be one? And even if we got that chance, how many of us would have the courage to act? Well, with a simple, high-sounding citation, all these problems are solved, and so you become a hero instantly.



THE SPEED-READING EXHIBITION

Before boarding a bus, train or plane, read a copy of *Time* or other popular magazine thoroughly. Then, when you're on board and sitting next to a stranger, ask the Stewardess for a copy of that same magazine. Next, pretend to read it by running your finger down each page at the rate of one a second. Then, hand the magazine over to your neighbor, and recommend several articles in detail. To his (or her) utter amazement, your facts will be correct, and he will believe that you can actually read faster than is humanly possible.



FRAMED NEWSPAPER STORIES

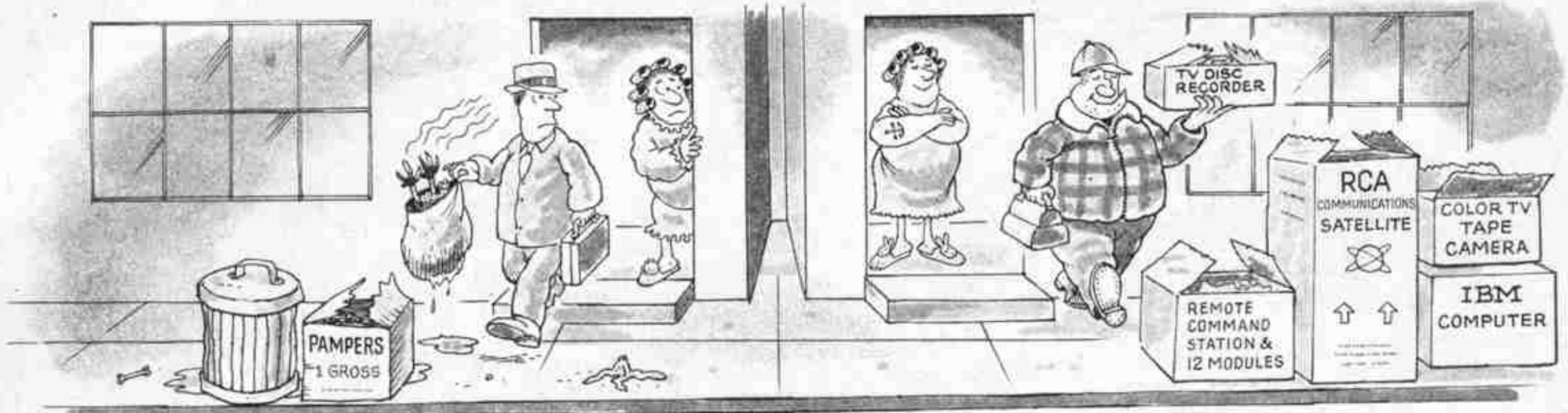
People will believe anything they see in print, and almost any printer can produce a facsimile newspaper story for you at a nominal charge. Framed and placed in den or office, a news story about you can add immeasurably to your prestige, and no one will ever question its authenticity.



STATUS TRASH

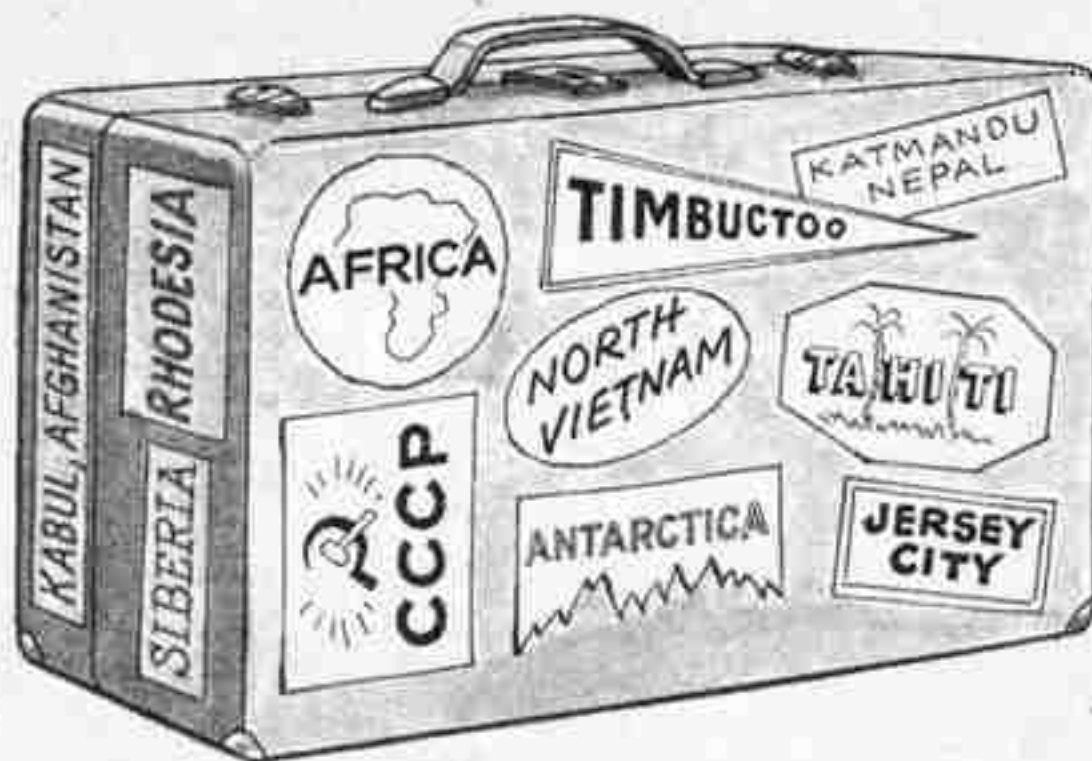
A terrific image-builder is to let your neighbors know that you can afford the best of everything. One sure-fire way of letting those nosey creeps know is by the kind of trash you

put out. By collecting an assortment of impressive cartons, and placing them outside your home on trash pick-up days, you will elevate yourself to top dog in your neighborhood.



EXOTIC LUGGAGE LABELS

A well-traveled person is always envied and admired. So no matter where you go, even if it's just to visit your Aunt May for a weekend, if you carry a heavily-labeled suitcase, people will look at you with envy and admiration.



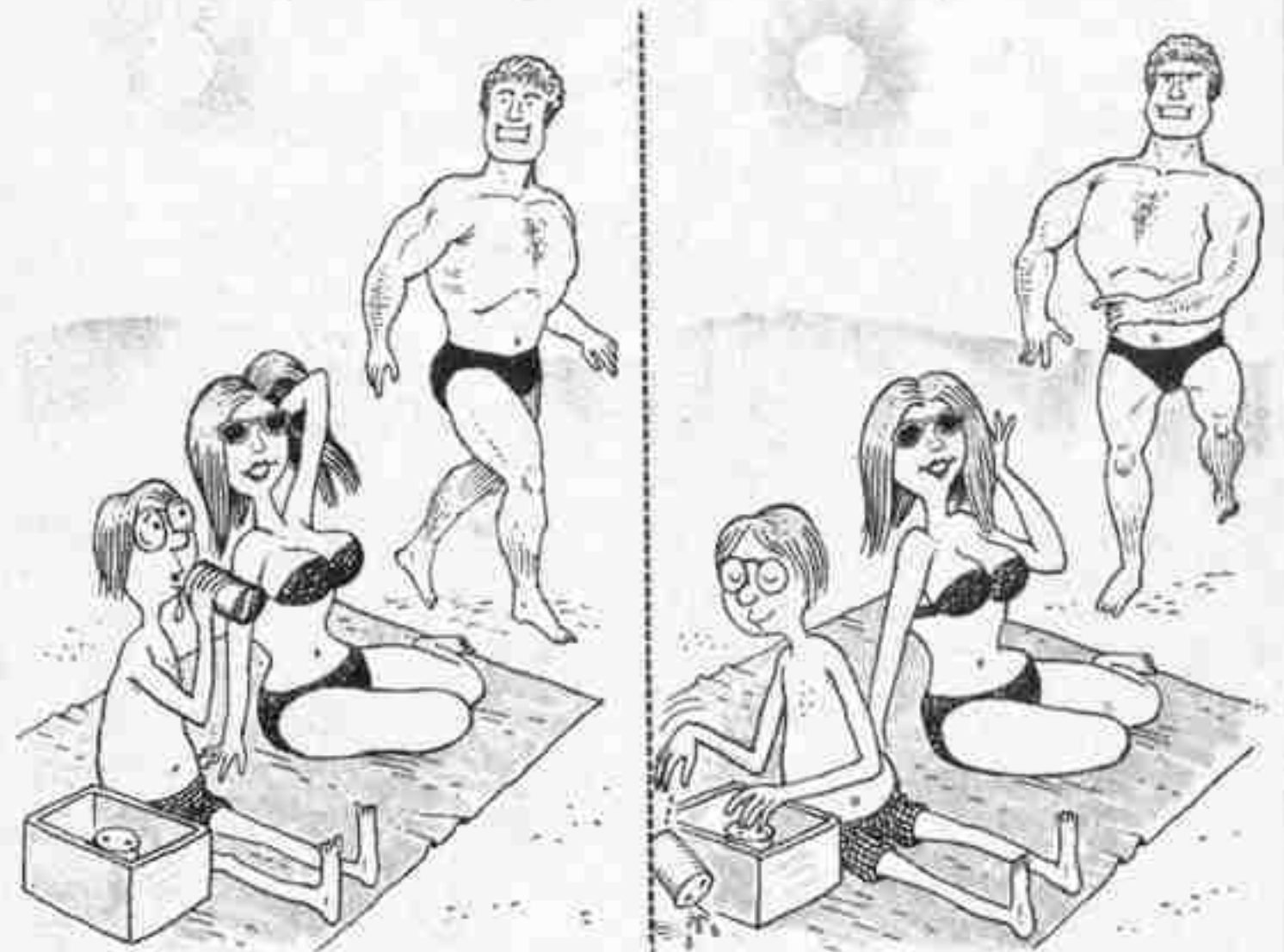
WELL-WORN SAFARI JACKET

A Safari Jacket is always associated with macho adventure. To heighten the effect, jacket should look beat up, as if wearer has been through hell in the jungles of Africa. And wearing an eyepatch will add immeasurably to your image.



PHONY "FOIL" BEER CAN

Have you ever watched some gorilla crush an empty beer can while girls look on in awe and admiration? Well... now you can show him up! After drinking from "real" can, switch it with phony "foil" can, neatly crumple phony into tiny ball and calmly toss it away. Your resultant image is fantastic.



USED PARTS DEPT.

With organ transplants becoming increasingly commonplace these days, many people now carry "Donor Cards" authorizing the use of their anatomical parts upon their deaths.

CUSTOMIZED ORGAN DON

U.C.L.A. MEDICAL CENTER Organ Donor Card

JOHNNY CARSON

I hereby bequeath my usable organs to the UCLA Medical Center, unless ...

I die on a Monday, in which case my "guest donor" will discharge these responsibilities; or ...

I die on a Tuesday, when only my vital organs—or "The Best Of Carson"—shall be donated.

ORGAN DONOR CERTIFICATE

Richard Milhous Nixon

I wish to donate my ex-Presidential organs to medical science upon my death, providing that:

(1) They are utilized only by my fellow Americans. This does not include any members of the news media, or any registered Democrats.

(2) They are accepted without comment or speculation concerning the 18 inch gap in my lower intestinal tract, and

(3) My estate is not offered a sum less than one million dollars for their use on a network television "special" by David Frost.

Richard M. Nixon

HOLLYWOOD SQUARE MEDICAL CENTER Organ Donor Certificate

R I C H L I T T L E

I hereby bequeath my body to medical science with the stipulation that the attending physician make absolutely certain that I am in fact deceased, and not merely impersonating a famous dead celebrity.

Rich Little

LOUISVILLE GENERAL HOSPITAL Organ Donor Certificate

MUHAMMAD ALI

I donate all my organs to worthy donees; Just one thing I ask, and that is to, please—

If I seem deceased, let me set overnight; 'Cause I just may return for one more 'final' fight!

ORGAN DONOR CARD Cedars Of Lebanon Hospital

Don Rickles

Having made a fortune by insulting Blacks, Orientals, Chicanos, Tall People, Short People, Fat People, Skinny People, Bald People, Ugly People, Senior Citizens and other persons of every conceivable Race, Religion and National Origin, I hereby donate—upon my death—my organs to any member of the above-mentioned groups, with the exception of my tongue, which is considered a dangerous weapon and should be promptly destroyed.

THE ROONE ARLEDGE MEDICAL FACILITY AND TV SPORTS INFORMATION CENTER

**Organ Donor Card
HOWARD COSELL**

Yes, and what more natural a reaction that this: to give pause at such a momentous occasion when, by putting pen to paper and affixing one's signature, one is forever bound by a decision as irrevocable as it is eternal, to donate one's God-given anatomical gifts to the purpose of medical science. Of course, the idea is revolutionary! Of course, the idea is bold! And yet, I do intend, I do consent that my bodily organs be utilized by the scientific authorities in command at the moment I shed my mortal coil. Indeed, how noble, how right, how sportsman-like the notion that one's functionable remains survive one's brief encounter with this temporal sphere. Certainly, it is not my intent nor purpose to wax melifluous at this juncture, and yet I

(Continued on the other side)



But what about the famous (or infamous) people of the world, who might want certain "modifications" to their donations? MAD speculates on these "restrictions" with . . .

OR CARDS FOR SOME VERY SPECIAL DONORS

WRITER: DENNIS SNEE

UGANDA STATE HOSPITAL ORGAN DONOR CERTIFICATE

This is to certify that His Excellency President
Field Marshal General Doctor Tenured Professor
Licensed Electrician and Supreme Astronaut

IDI AMIN DADA

has decreed that upon his death, his bodily organs
may be used by medical science as needed (as may
the organs of any other persons found inside my
digestive system) in the name of general progress
and scientific advancement.

ORGAN DONOR CARD RALPH NADER

I hereby relinquish my body & bodily organs upon
my death* for the purposes of medical science.

*Assuming I'm not burned beyond recognition in
an automobile accident, or lost at sea in an airline
disaster, or contaminated by radioactive waste
material from a breeder reactor mishap, or abduct-
ed and mysteriously disposed of by persons whose
livelihoods have been disrupted as a result of my
various investigations, findings and statements.

ORGAN DONOR FORM The Amazing Kreskin

Knowing as I do not only the date, but also the
circumstances that will surround my demise, I
hereby give my blessings to the medical agen-
cies that will send my liver to the Mayo Clinic,
my kidneys to the Downstate Hospital, and my
eyes to the New York Eye Bank. And to Walter
Winkle of Bayonne, New Jersey, who will
discover my dead body, I forgive you, Walter,
for taking the cash from my wallet prior to
reading this Donor Card.

T. A. Kreskin

MILLIONAIRE'S HOSPITAL OF BEVERLY HILLS

Organ Donor Release
NORMAN LEAR

In accordance with the philosophy I've utilized
successfully as a television producer, I hereby
decree that, upon my death, my usable organs be
"spun-off" and featured individually in any new
recipient's format deemed worthy and promising.

Norman Lear

ORGAN DONOR INFORMATION Robert "Evel" Knievel

DAREDEVIL ★ SHOWMAN ★ WAGER-MAKER

Having a minimum of original parts left, I would
like to keep my remaining remains to myself!

Robert "Evel" Knievel

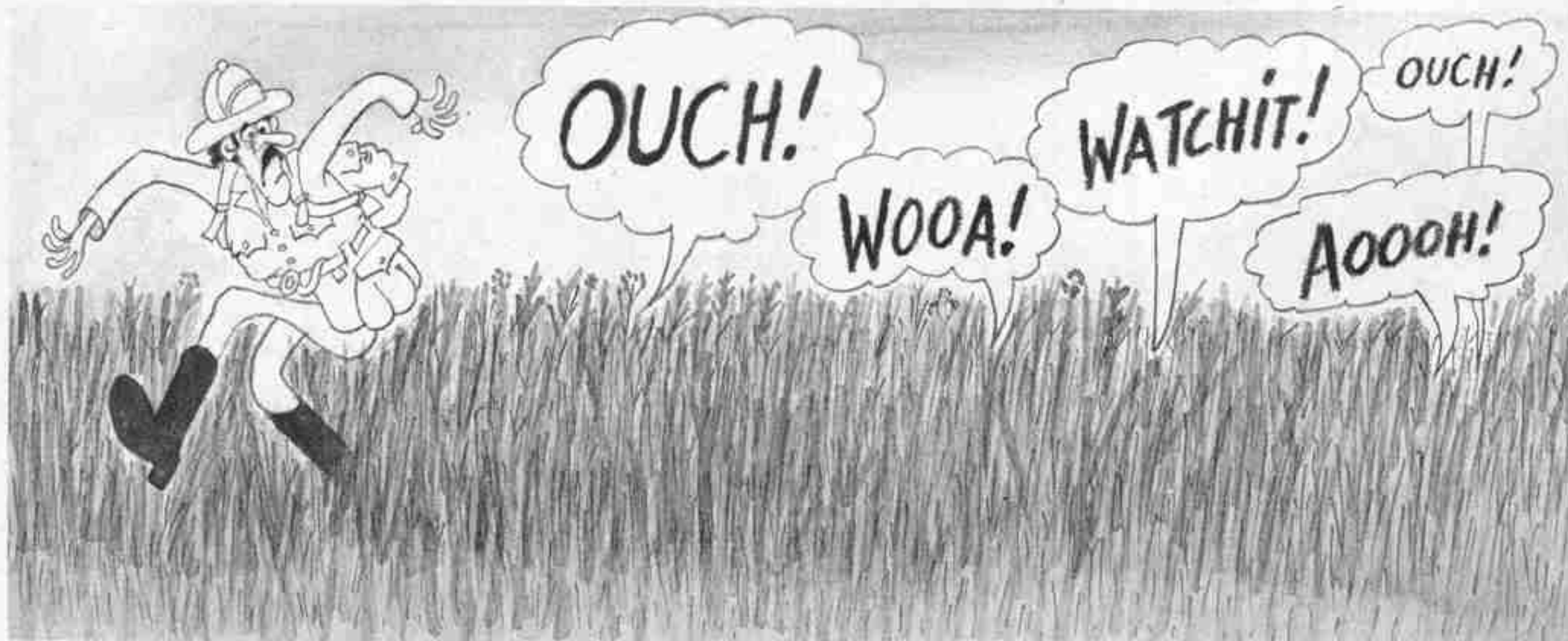
MORE MAD CAN OF HISTORICA



**YOUNG EMPEROR NERO'S FIRST VIOLIN
TEACHER, SHORTLY BEFORE HE QUILTS**



**WM. SHAKESPEARE SHOWS HIS CONTEMPT
FOR SOME BAD FIRST-NIGHT REVIEWS**



DR. LIVINGSTON MEETS HIS FIRST TRIBE OF PYGMIES

DID SNAPSHOTS L CELEBRITIES

ARTIST & WRITER: PAUL PETER FORGES



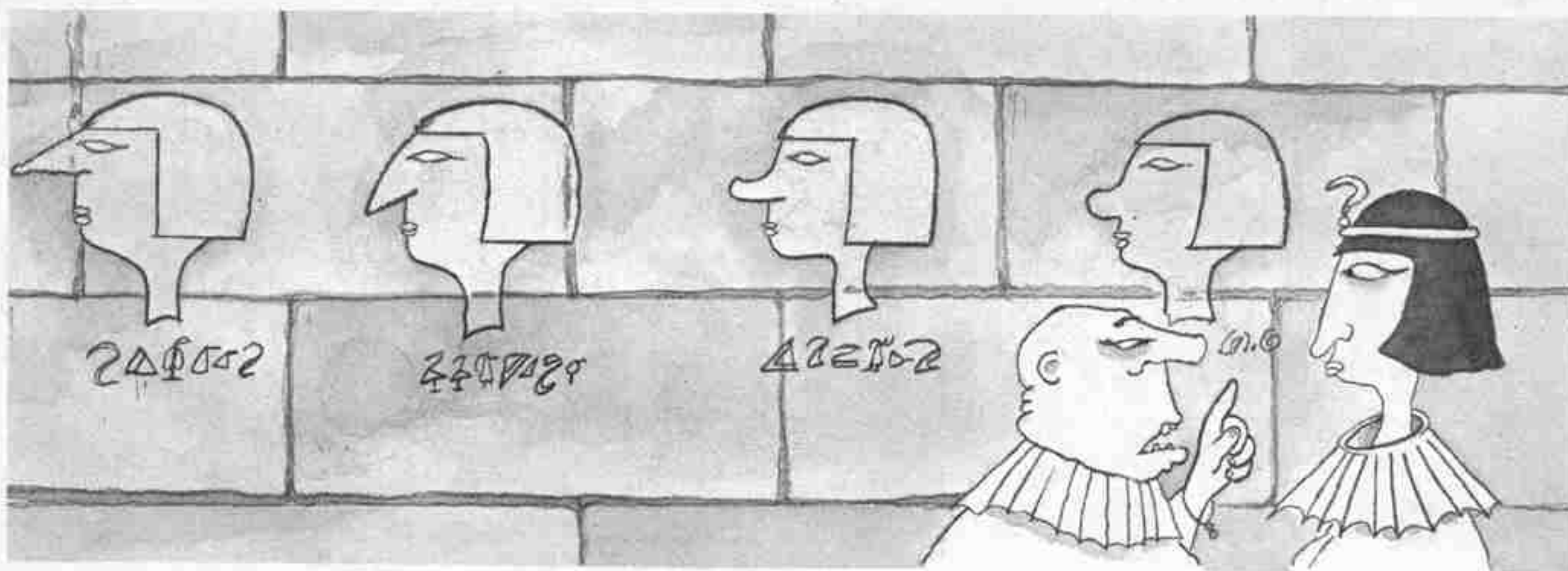
YOUNG KING DAVID TRAINS FOR HIS UPCOMING BOUT



QUEEN VICTORIA IS SLIGHTLY AMUSED



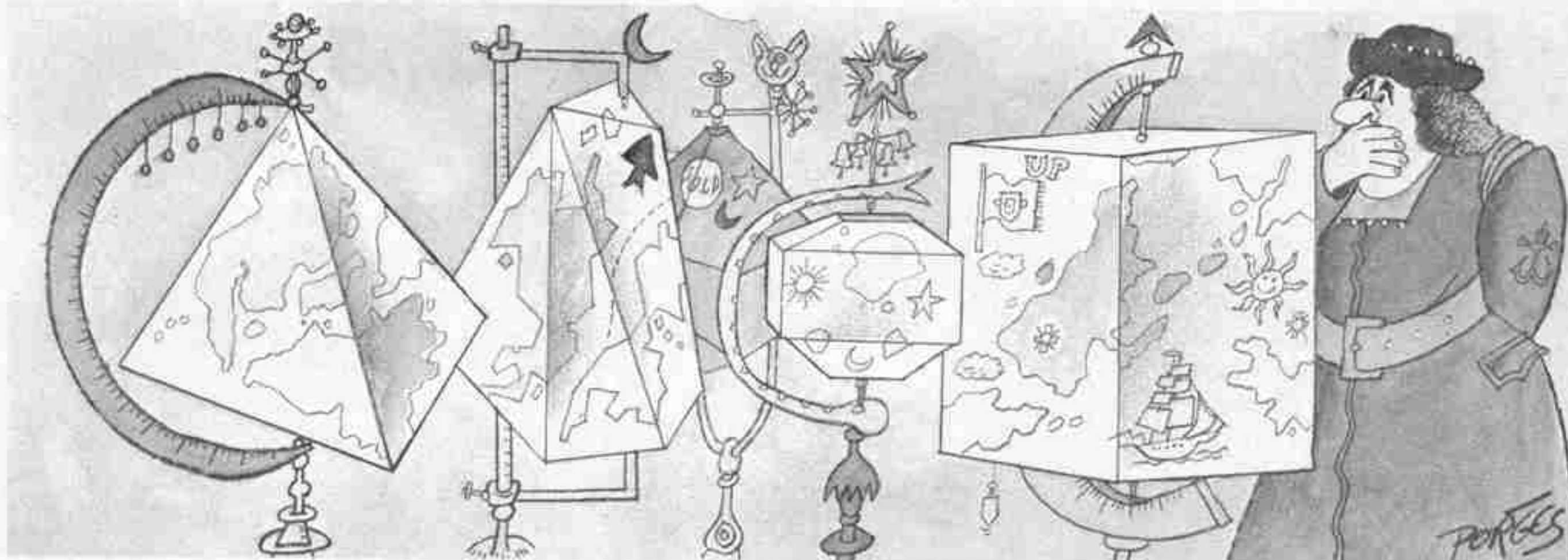
ADOLPH HITLER INVENTS THE GOOSESTEP



CLEOPATRA CONTEMPLATES HAVING A NOSE JOB PERFORMED



KING MIDAS OVER-TIPS AS HE LEAVES PALACE BANQUET



CHRISTOPHER COLUMBUS WITH EARLIER MODELS OF THE EARTH

"MASH" MURDERER DEPT.

There's a new "Doctor" show on the tube, filled with those recurring cliches we all know so well from Marcus Welby, Ben Casey, Dr. Kildare, General Hospital and so on, and so on, and so on. F'rinstance, the Young "Hip" Doctor who's loved by his patients, distrusted by the hospital administration, and groomed by the Network for his own series. Or the Childishly Confused Nurse who would be a genius if boobs contained brains. Or the Doctor Who Lives For Money, knows nothing about Medicine, and wants all his patients to treat him like God; in short, the only True-To-Life Character in this medical fantasy. We're talking, of course, about

CRAPPER JOHN, M.D.

ARTIST: JACK DAVIS

WRITER: STAN HART

Crapper, how did you get into this TV Series??

The character Crapper John was originally a Doctor in the movie, "M*A*S*H"!

And you played him in the movie?

No... Donald Sutherland did!

Then you played him in the TV Series?

No... Wayne Rogers did!

I see! But Wayne didn't want to play a Doctor any more, right?

No, Wayne's playing a Doctor in the TV Series, "House Calls"!

Which is a spin-off from the MOVIE, "House Calls"!

Did Wayne star in it?

No, Walter Mathau did!

Boy... I'm REALLY confused! Where did YOU come from?

I come from an old established TV family!

Do you see them?

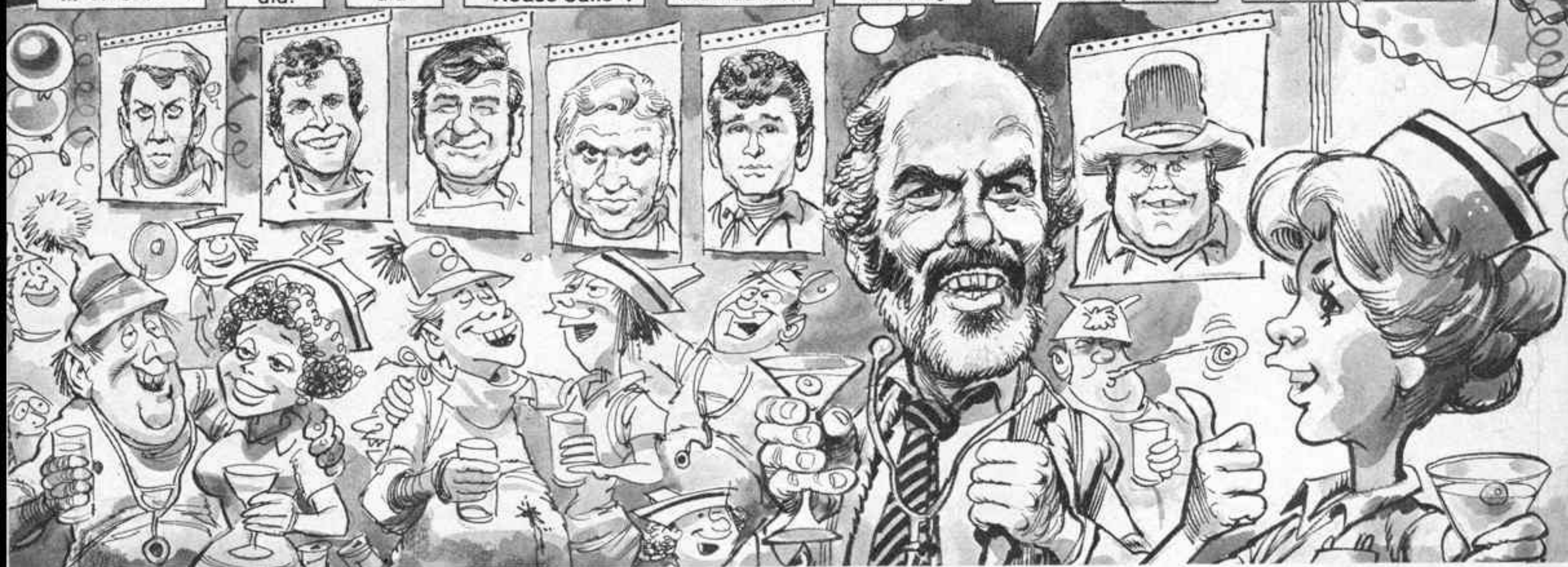
No! My Dad is out hustling dog food and making cutesy Nature films! And my Brother Joe is living with a big family in a little house on some God-forsaken prairie!

How about THIS Brother?

He was killed by a 2000 pound horse!

You mean, he was trampled to death after being thrown from it...?!

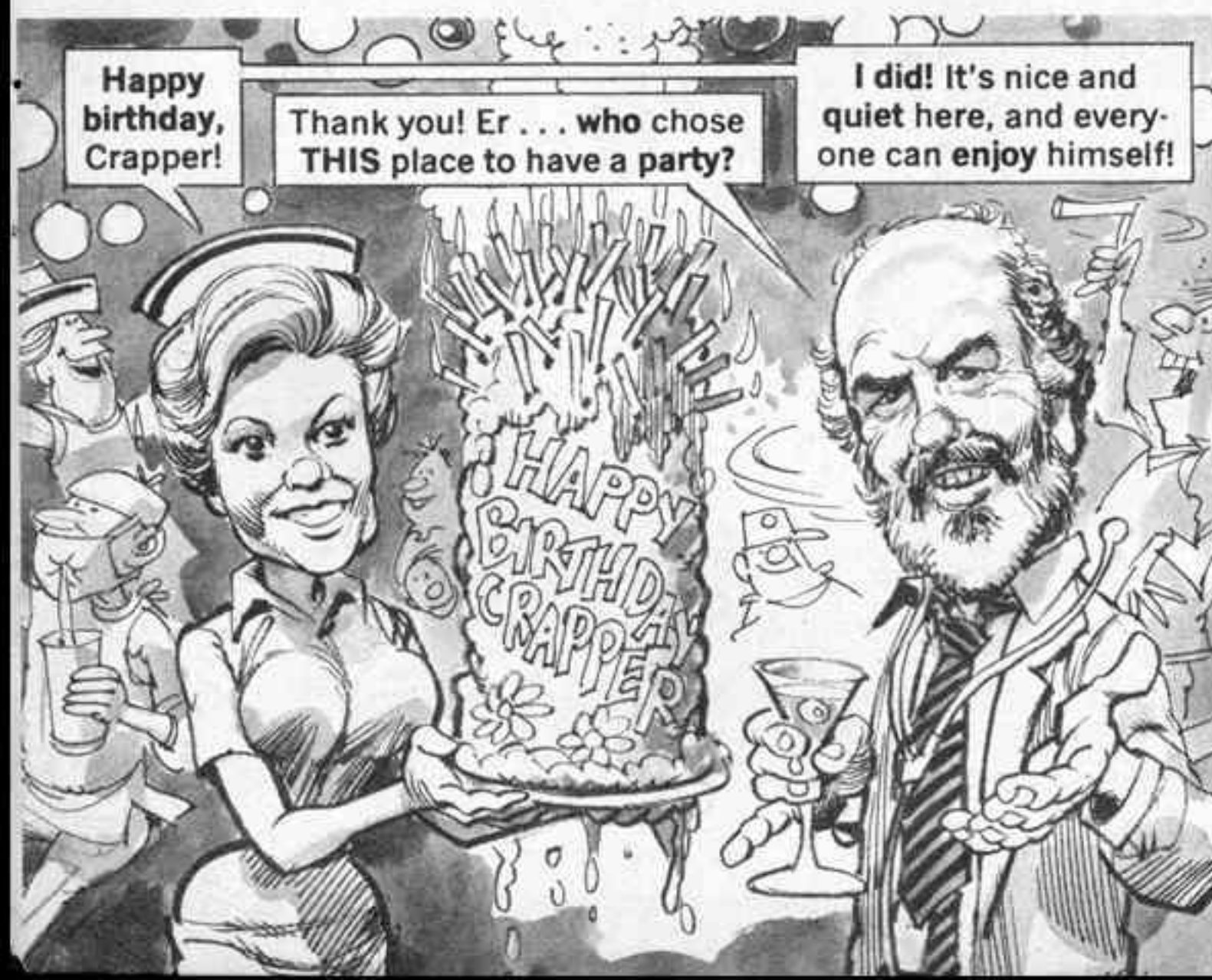
No, he exploded after eating it!



Happy birthday, Crapper!

Thank you! Er... who chose THIS place to have a party?

I did! It's nice and quiet here, and everyone can enjoy himself!



Well... not EVERYone!!

INTENSIVE CARE UNIT



Bonzo, I'm concerned about Dr. Williams! He seems to have lost his confidence!

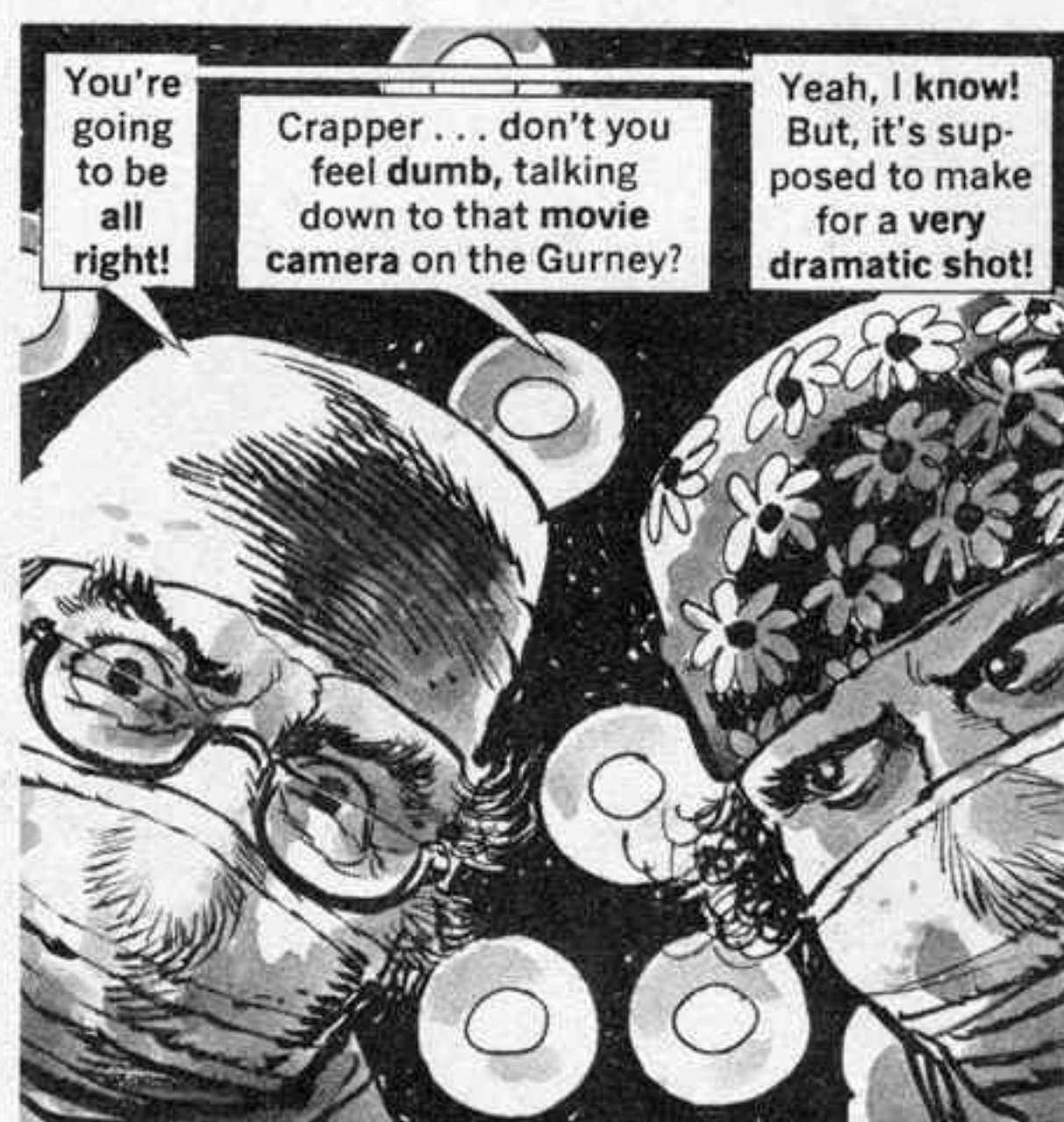
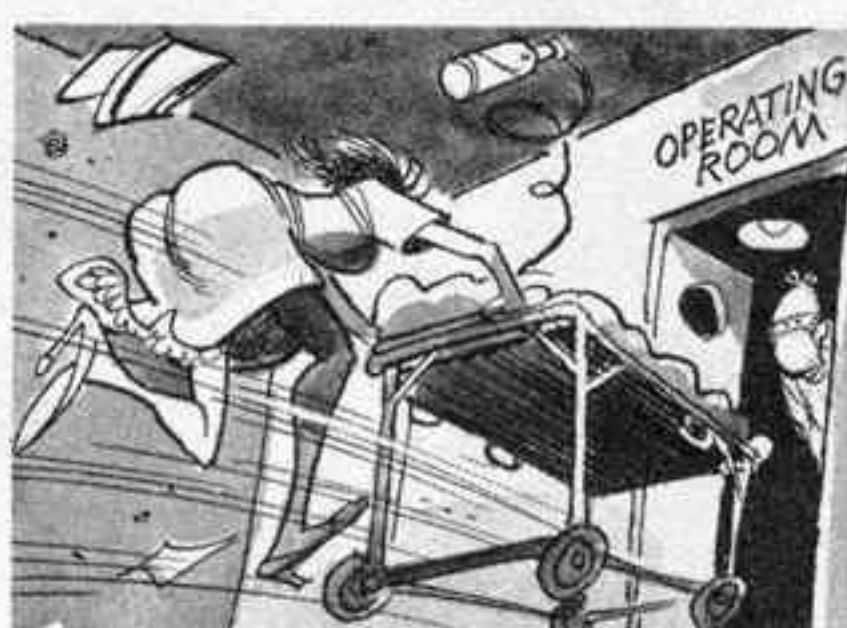
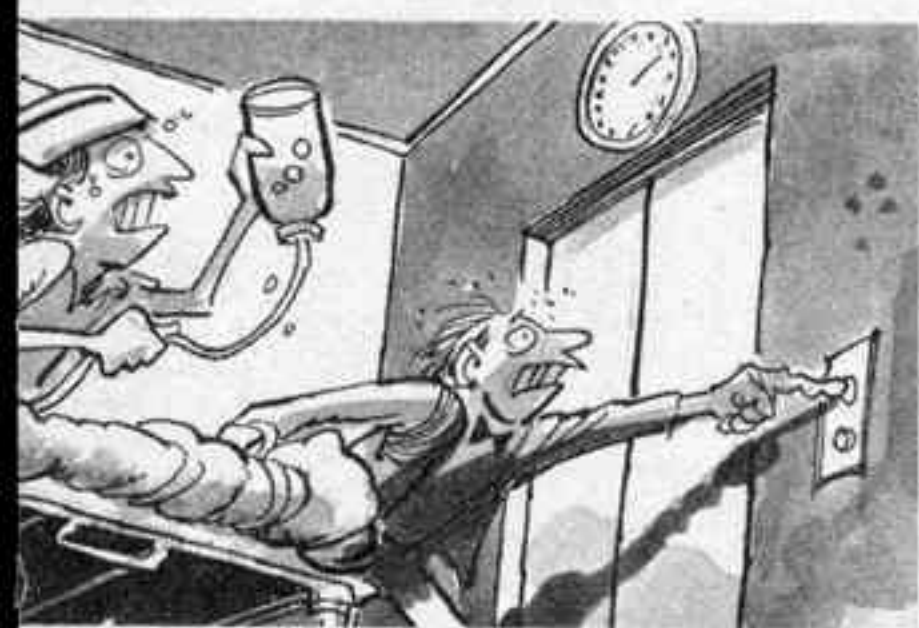
But Dr. Williams is one of our foremost surgeons! Only last week, he did an arterial bypass, and I hear the patient was out of the hospital the very same day!

Right! We shipped him to the funeral parlor!

Between you and me, Crapper, do you think a plot about Dr. Williams' problem is enough for a whole hour show?!

No, but we have ways of stretching things...!!
Like HOW???

Well, in "Cop Shows," they stretch a half-hour plot into an hour by having endless **CAR CHASES!** In "Medical Shows," we do endless "Life-or-Death Rides" on **GURNEYS!**



You're going to be all right!

Crapper... don't you feel dumb, talking down to that movie camera on the Gurney?

Yeah, I know! But, it's supposed to make for a very dramatic shot!

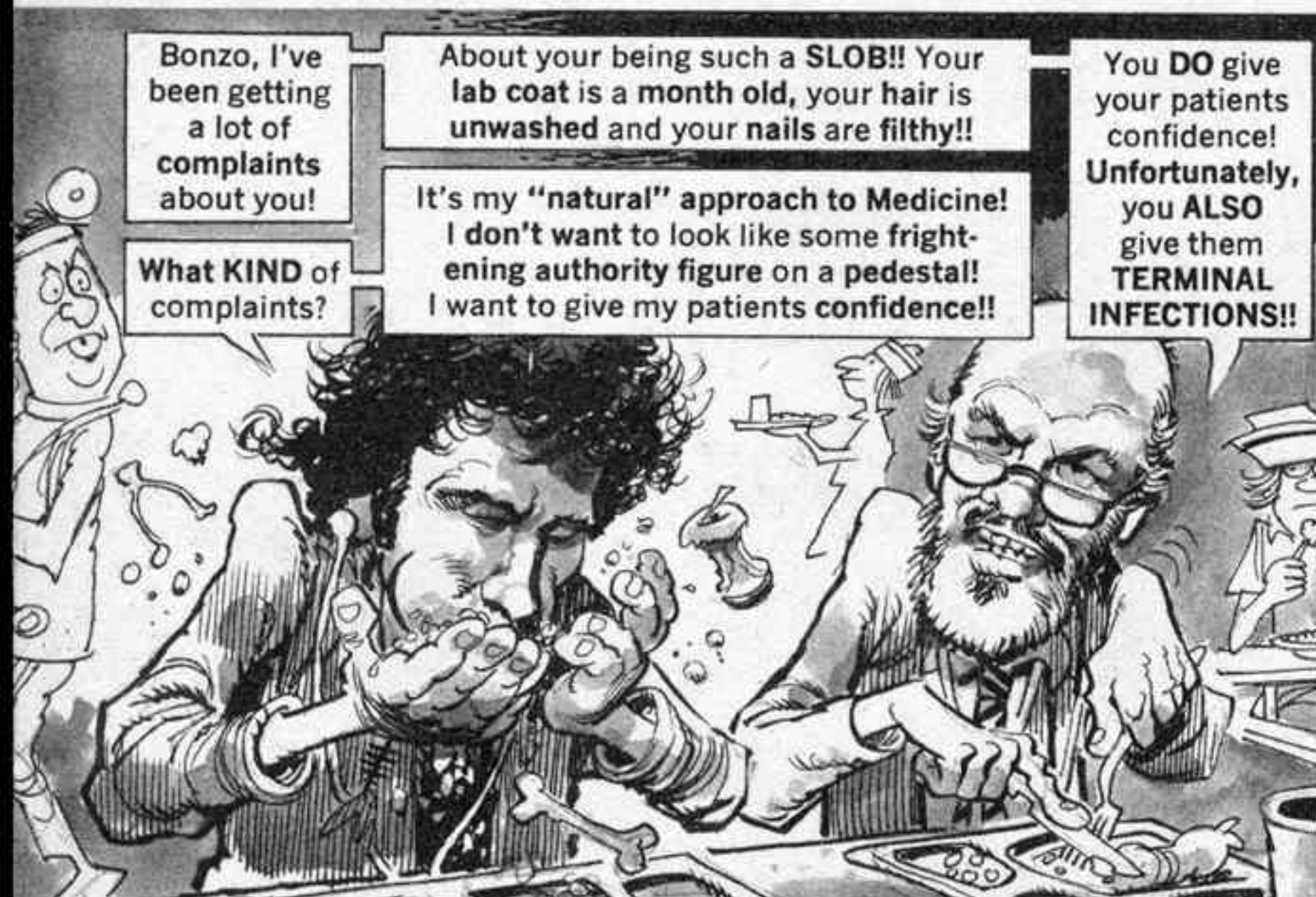
Bonzo, I've been getting a lot of complaints about you!

What KIND of complaints?

About your being such a **SLOB!!** Your lab coat is a month old, your hair is unwashed and your nails are filthy!!

It's my "natural" approach to Medicine! I don't want to look like some frightening authority figure on a pedestal! I want to give my patients confidence!!

You **DO** give your patients confidence! Unfortunately, you **ALSO** give them **TERMINAL INFECTIONS!!**



Yecch! What's going on here? I don't remember treating this patient!

You **DIDN'T** treat him! You just **SHOOK HANDS** with him!





And how is your patient, Doctor Riverbender...?

I have his chart here! He'll have to undergo an expensive operation!

But—But I thought that things were looking better!

Better and better! Take a gander at THIS...!

This isn't his Medical Report!

It's his Dun and Bradstreet Report! This guy's worth a fortune! What's a \$25,000 operation to HIM?!

You mean you'd operate when it isn't really necessary?!!

This operation IS necessary—to ME! I've got my Mercedes payments to keep up!



This creep want you to do a complete physical examination!

Why the ANGER?

He wants YOU to do it to ME while HE WATCHES! Pervert!!



I'm all washed up, Crapper! I can't operate any more!

Nonsense, Williams! You're the finest surgeon in the field!

Really? Well if I'm so good, how come I've lost my last three patients!? How come they all died on the table?!

You were probably performing very difficult operations!!

How difficult could two nose jobs and an ass lift be?!



And the one patient that DID survive—the young girl who wanted to have her nose fixed so she'd look like a movie star—is SUING ME!!

Wasn't the operation a success?

It WAS...



... but I don't think THAT was the star she had in mind!!

That—that incompetent made me into a "9"!

So what's wrong with THAT?!

On a scale of 1-to-100?!



Bonzo, I'm really worried about Dr. Williams—

Oh, Crapper, stop taking everything so seriously! Why not lighten up and enjoy life like me!

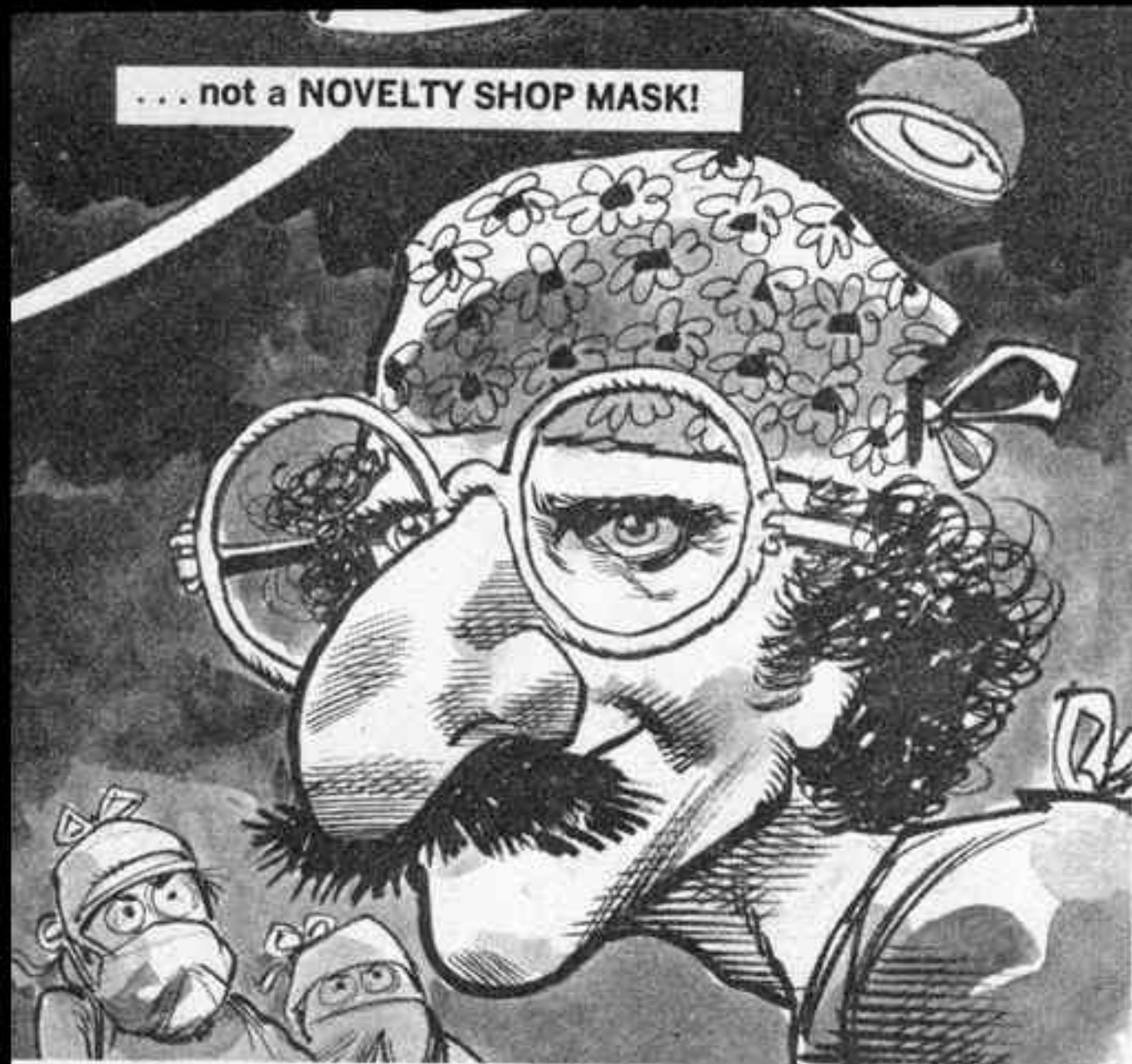
Listen, Bonzo... sometimes your lightheartedness is out of place!

Yeah? Like when?

Like NOW! At an operation, you're supposed to wear a SURGICAL MASK...



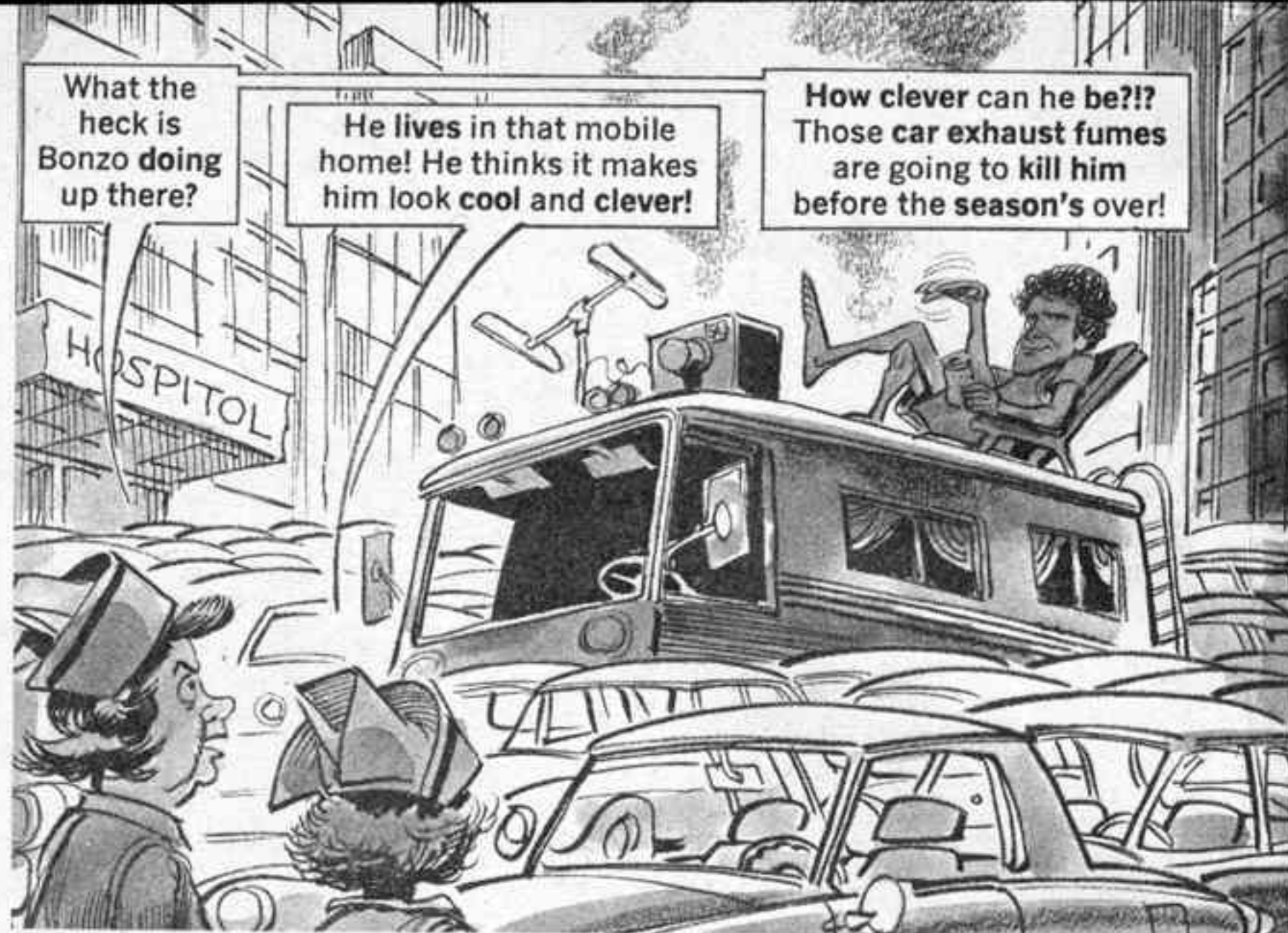
... not a NOVELTY SHOP MASK!



What the heck is Bonzo doing up there?

He lives in that mobile home! He thinks it makes him look cool and clever!

How clever can he be?!? Those car exhaust fumes are going to kill him before the season's over!



Have you ever noticed that all patients in medical shows have one thing in common?!

One thing? And what's that...?

No matter how poor they are, they all have private rooms!



I understand that you're a Circus Performer!

It's a family act! A tradition, handed down through generations! It's my life!

The operation you need is a very dangerous one!

I have to take that risk! I have to get well! My little old Mother prays for my speedy recovery every single night!!

Well, she IS your Mother!!

Not only that...



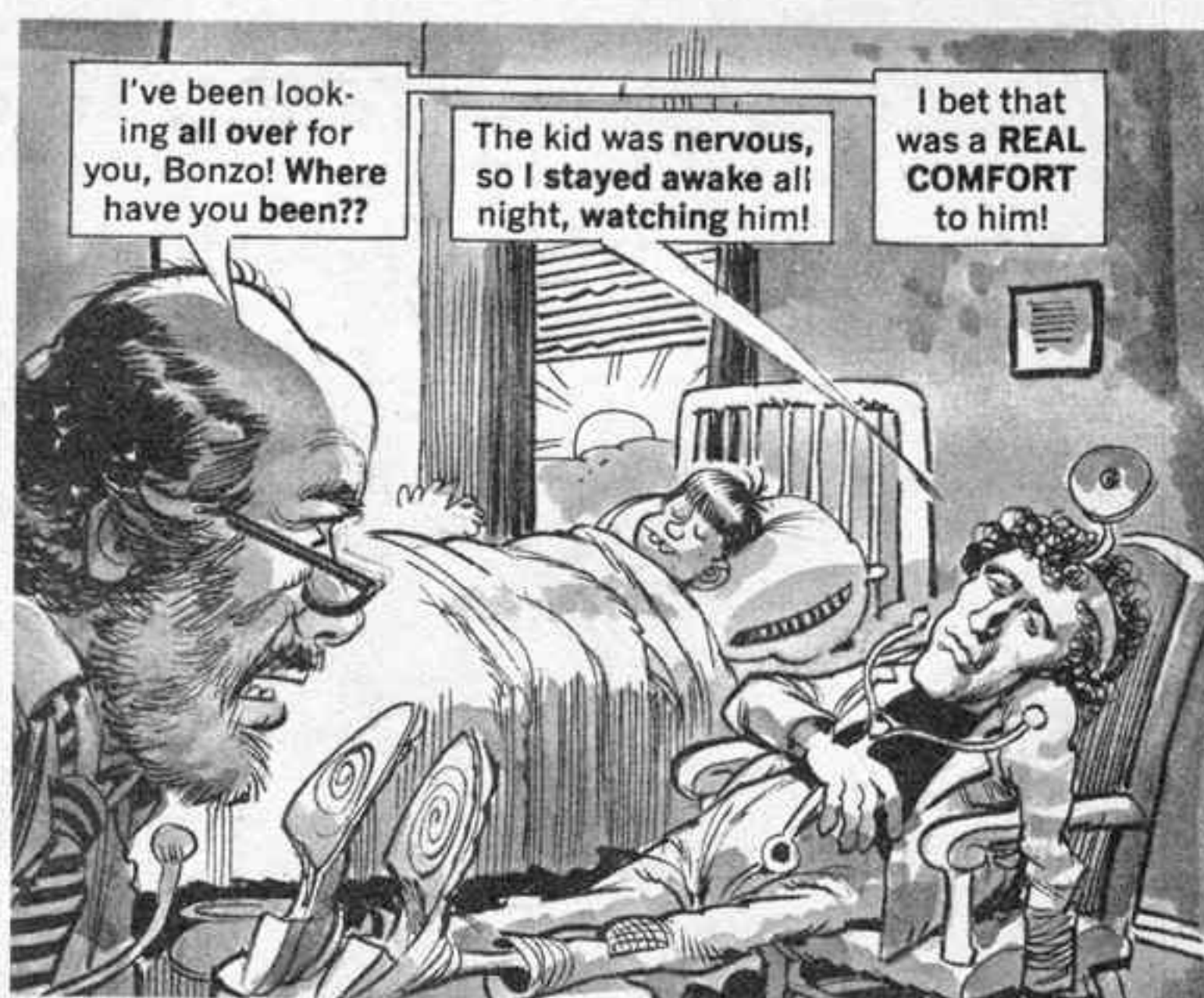
... she's ALSO my replacement!!



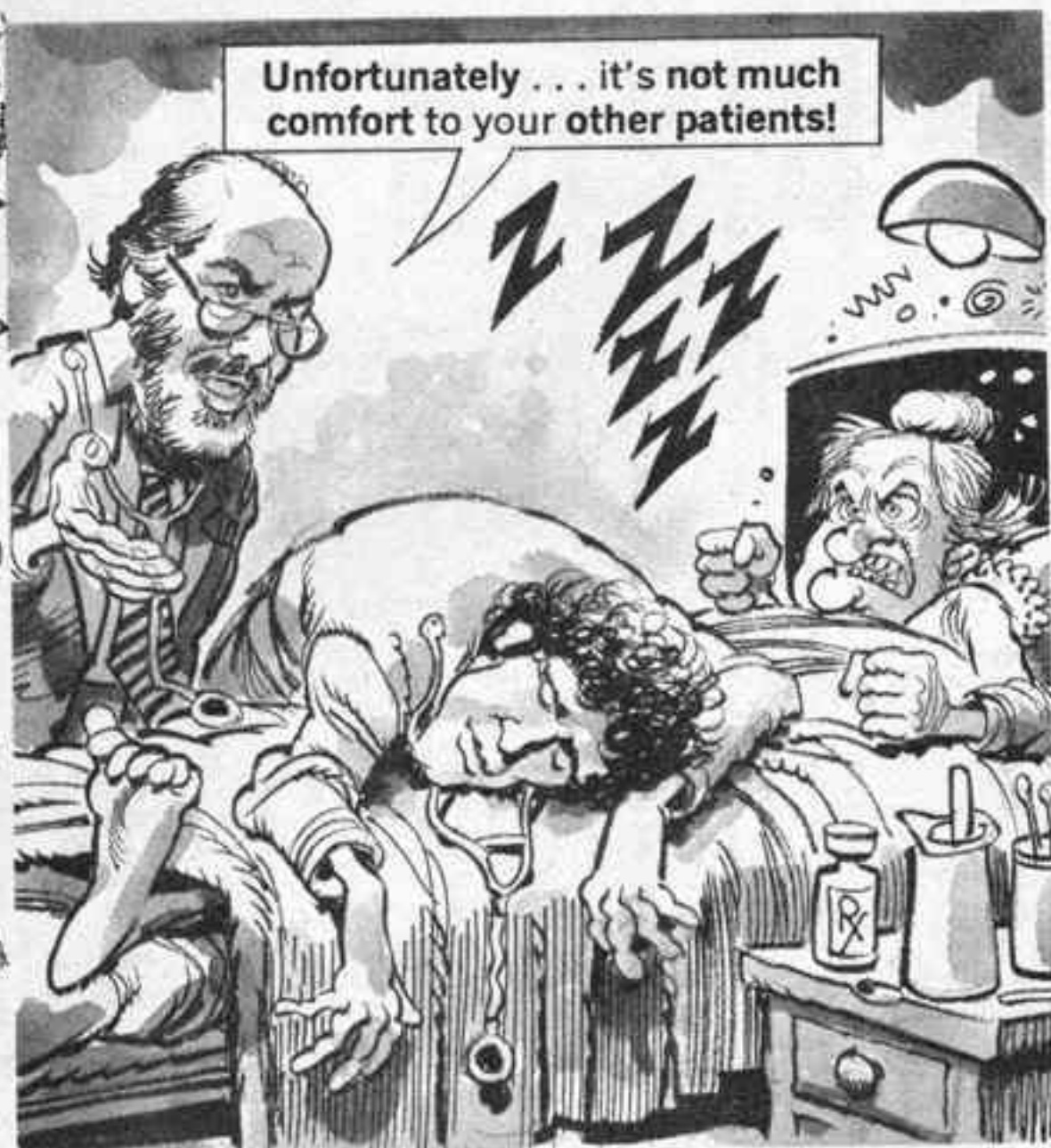
I've been looking all over for you, Bonzo! Where have you been??

The kid was nervous, so I stayed awake all night, watching him!

I bet that was a REAL COMFORT to him!



RUMBLE!
RUMBLE!
RUMBLE!



Unfortunately... it's not much comfort to your other patients!



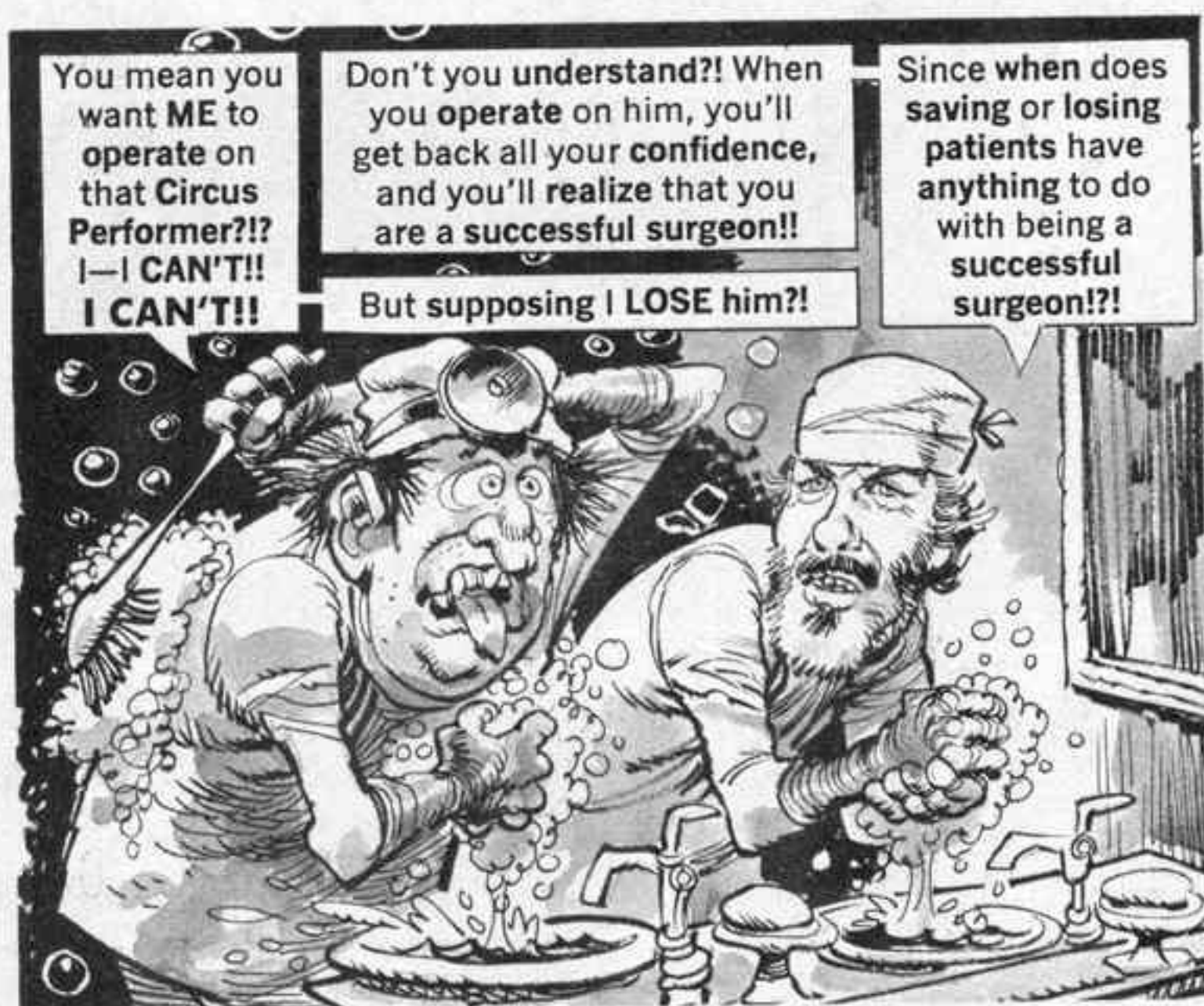
Hmmmm! I've got some bad news and some good news...

Okay! First give me the bad news!

You only have a 50-50 chance of making it!

And the good news...

I get paid, either way!!



You mean you want ME to operate on that Circus Performer?! I—I CAN'T!! I CAN'T!!

Don't you understand?! When you operate on him, you'll get back all your confidence, and you'll realize that you are a successful surgeon!!

But supposing I LOSE him?!

Since when does saving or losing patients have anything to do with being a successful surgeon?!



Get a grip on yourself! I know you can do it, Williams! Take my word for it! You can do it!

Don't you think the patient will need a bit more than that?

Okay, first prepare 500 cc's of anesthesia to deaden the nerves!

What patient?!? That's for ME!!



Crapper, why not use that new anesthesia we developed?! It's better than sodium pentathol or ether!

Okay, let's try it, Bonzo! Ask the Anesthetist to administer it!

It's not administered by an Anesthetist! It's administered by a PROJECTIONIST!



We show the patient re-runs of "Crapper John, M.D." episodes! Works like a charm!

Now, in this episode, Crapper must operate to save the life of the only man who knows the combination of the safe where 12 people are locked in without oxygen...

... while at the same time, he must save a desperately ill little boy who has lost the will to live because his parents are getting a divorce!

ZZZZZZ

CRAPPET

PARTING SHOT DEPT.

A BASKET CASE HIGH UP ON THE 37TH FLOOR

ARTIST & WRITER: DON EDWING



**WHAT
DISGUSTING
FORM OF
POLLUTION
IS NOW
CONSIDERED
DANGEROUS
TO US ALL?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

For years, one common form of pollution has been accepted as merely annoying and disgusting. But recently, it has been reclassified as dangerous to us all. To find out what this lethal form of pollution is, fold in the page as shown at right.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



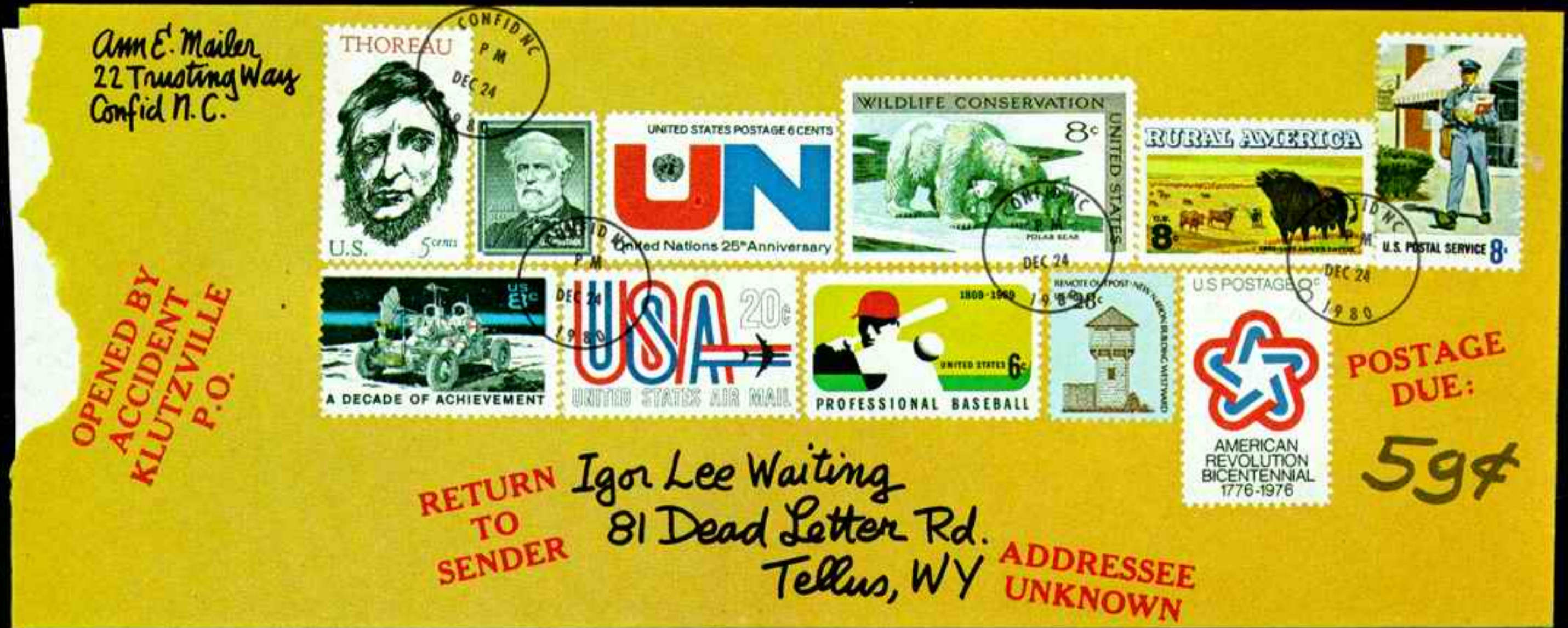
ARTIST & WRITER:
AL JAFFEE

**SMOLDERING FLAMES AND TOXIC FUMES ARE STINKERS
EXHAUSTING OUR AIR, BUT ONE POLLUTION IS DEALING
A FATAL BLOW TO LOTS OF LIVING THINGS.**

A

B

MAD'S STORY-TELLING U.S. POSTAGE STAMPS



(THOREAU)



(LEE)



(UN)



(BEAR)



(A BULL)



(POSTAL SERVICE)



(DRIVING)



(AMERICA)



(BATS)



(FORT)



(200 YEARS)

"THOROUGHLY UNBEARABLE
POSTAL SERVICE ...
DRIVING AMERICA BATS
FOR 200 YEARS!"