Loco Programs 1972-73

TV GUISE

SPECIAL ★ MAD ★ ISSUE

# FALL PREVIEW



# TV Tell-A-Tripe: Hollywood

## JOSEPH FLANNELMOUTH REPORTS

NBC is talking terms with BEN GAZZARA over plans to bring back Run For Your Life during the 1973-74 season. Chief stumbling block is that, according to the show's original concept, Gazzara succumbed to a rare fatal illness at least two years ago. . . ABC will soon air a Made-for-TV Movie of the Week comprised entirely of rotten scenes cut out of all its earlier Movies of the Week. The hodge-podge will star VANESSA REDGRAVE, the late GABBY HAYES, about half of the CLARA WARD GOSPEL SINGERS and DAVID JANSSEN before he let his hair grow so his ears wouldn't seem to stick out so much. The network admits it's impossible to maintain the illusion that the disconnected mess has a plot, but hopes to solve this problem by claiming that the movie is a brilliantly symbolic Stanley Kubrick creation.

GLEN CAMPBELL and SONNY & CHER will make guest appearances on the Carol Burnett Show sometime this fall...SONNY & CHER and CAROL BURNETT will make guest appearances on the Glen Campbell Show sometime this winter. . .Rumors continue that SONNY and CHER are on the verge of a break-up. If true, CBS hopes to arrange for GLEN CAMPBELL, CAROL BURNETT and CHER to make guest appearances on the Sonny Show sometime next spring. . .Basketball Star WILT CHAMBERLAIN has been booked as a series regular on Mission: Impossible. His weekly assignment will be to plant electronic bugging devices in spots that are too high for GREG MORRIS to reach.

JAMES CAGNEY, CARY GRANT, KIRK DOUGLAS and FRANK GORSHIN will all turn up as guests on Gunsmoke episodes this fall. Cagney will portray a prohibition era mobster muscling in on the Old West. Grant will portray a dapper man-about-town on the make in the Old West. Douglas will portray a Viking seaman swashbuckling through the Old West. And Gorshin will portray James Cagney, Cary Grant and Kirk Douglas. . . CBS, anticipating an early cancellation of the Efrem Zimbalist Comedy Hour, is rushing into production with a mid-season replacement, tentatively titled the New Efrem Zimbalist Comedy Hour. The net hopes to sign either BURL IVES or anybody except EFREM ZIMBALIST to star.

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**TV GUISE FALL PREVIEW** is a satirical production of **MAD MAGAZINE**

**PUBLISHER:** *William M. Gaines* **EDITOR:** *Albert B. Feldstein*

**ASSOCIATE EDITORS:** *Nick Meglin and Jerry De Fuccio*
**ART DIRECTOR:** *John Putnam* **PRODUCTION:** *Leonard Brenner*
**WRITTEN BY** *Tom Koch* **PHOTOGRAPHED BY** *Irving Schild*

*A heartfelt "Thanks, Gang!" to all the family, friends, visitors, total strangers and the intimidated who participated in this Preview.*

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# THIS IS NBC WEEK...

## ADOLF AND ME

Lassie returns to network TV after a year's absence, this time cast as a Doberman Pinscher guard dog assigned to protect Hitler from treachery during World War II.

In the premiere episode, Lassie demonstrates her delight over playing a "heavy" for the first time by tearing three clean cut American spies apart limb from limb.

Comments Producer Granville W. Granville: "Some network people thought it was a mistake to cast Lassie as a Doberman. But at the age of 43, she's the only dog still alive who remembers World War II. So we took a chance, and it's working out nicely."

*Henny Youngman* shares top billing in the series as Hitler. The show also features *Dick Gregory* as Goering, *Paul Anka* as Von Ribbentrop and *Bess Meyerson* as General Erwin Rommel.

*Monday, 9 P.M.*





## TOW-AWAY ZONE

This latest entry from the Jack Webb stable of "factual" police — crime dramas tells the story of the Meter Maids. Each episode follows Associate Chief Ticket Hanger Muldoon (*Annette Funicello*) and her Motor Scooter Squad sidekick, Rookie Wladicek (*Barbara Stanwyck*) through an action paced day of marking tires with chalk, writing two-dollar citations and shooting it out with criminal psychopaths who park in loading zones.

All cases are drawn from the files of the Los Angeles Police Department, which, according to network press releases, contain "some of the most notorious and cold blooded parking violations in the history of law enforcement." The opening episode pits Chief Muldoon and Rookie Wladicek against an emotionally unstable motorist (*Jerry Lewis*) who runs amok after finally locating a space by a meter and then discovering he doesn't have change for a quarter.

*Tuesday, 8:30 P.M.*

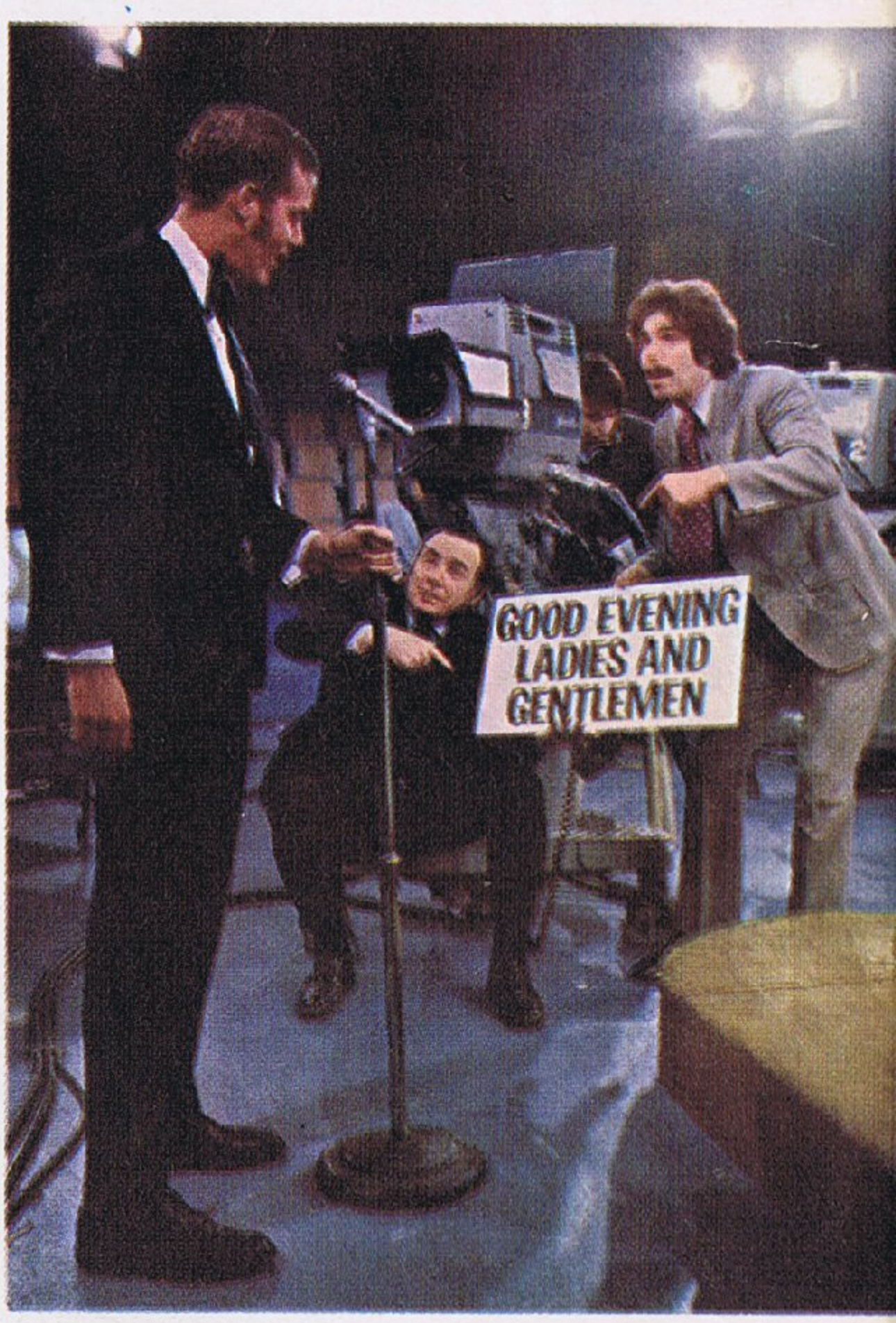
## THE SKIP ZBOJNIEWICZ SHOW

Once again, NBC breaks new ground in the variety show field by starring a Polish comedian who tells "dumb American" jokes. Young Zbojniewicz, whose only prior TV experience came as the blacksmith's helper who lifted horses off the ground so they could be shod on "High Chapparel," appears to lack some of the usual talents of a comedy-variety host.

Unable to sing, dance, act or play a musical instrument, Skip's appearances on the premiere show are confined to a one joke monologue with no punchline, and a brief exchange with Guest Star Truman Capote in which Skip flattens the noted author with a right cross to the chin.

Confides Producer Zackheim Fitch: "We hope to have Skip do more later in the season, but right now, we're bringing him along slowly. We didn't exactly plan it like that. It just seems to be the only way he can be brought along."

*Thursday, 8 P.M.*





## ALL IN ONE WEIRD FAMILY

Although numerous Archie Bunker replicas are likely to turn up before long, NBC hopes to top them all in the venomous hatred department with Beauregard Jukes (*Bill Joe Mudge*).

Cast as a demented redneck, Beauregard sets the tone for this new comedy series in the opening episode when he flies into a foul mouthed rage after learning that his wife of 28 years, Many Bison Pelts (*Naomi Sparrow Twitter),* has neglected to tell him she's an Indian.

Beauregard is again the butt of all jokes in Show No. 2 when his son-in-law Kingfish Washington (*Michael Poitier*), calls the family's attention to the fact that he's black. In still another segment, daughter Memphis Belle *(Maude Dimlit*) is uncertain how to react when Beauregard and his cronies lynch Kingfish.

*Saturday, 8 P.M.*

## THE GAY LIBERATORS

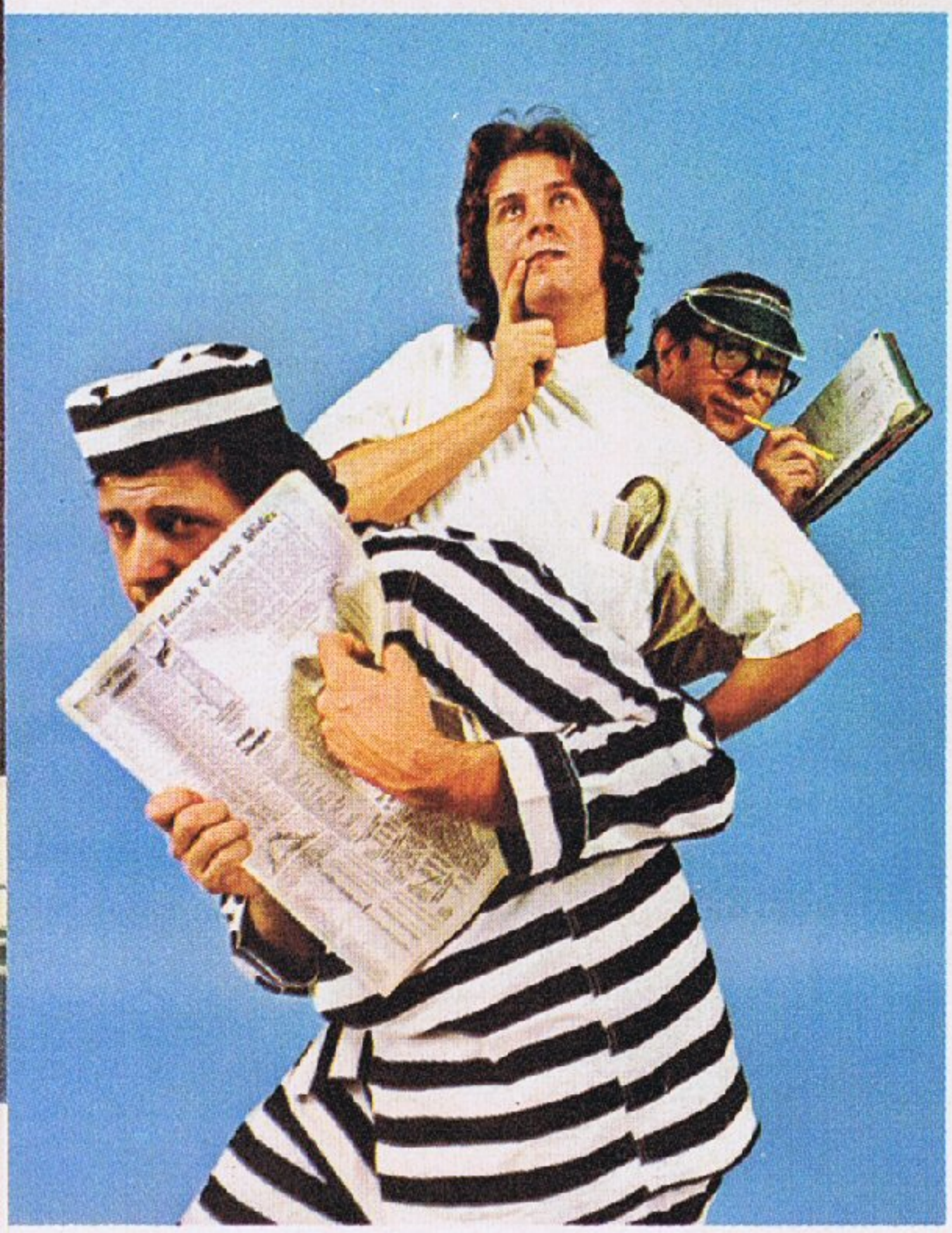
Bowing to screaming pressure from a large section of the viewing audience, NBC presents a daring breakthrough in TV programming with this new series which features the crusading efforts of a fey commando group of emancipated "Gay" people in their struggle to win a Unisex World.

Operating from their storefront boutique, *Rock Ristlimp* as Troy Trey, *Rex Sashay* as Skip Steppe, and *Peggy Mannish* as Jo Bulldyke sally forth to confront the enemies of delicacy.

The pilot episode features them in their effort to infiltrate the Steel & Concrete Construction Workers Union, only to discover that the Amalgamated Hairdressers have already taken over.

*Sunday, 9 P.M.*





## THE TIMID ONES

This new anthology actually consists of three separate, alternating shows, sub-titled "The Bookkeepers," "The Hairdressers" and "The Stool Pigeons." However, all scripts will maintain one common denominator: the dramatic portrayal of the sniveling coward's vital role in modern society.

In one early episode of "The Bookkeepers," C.P.A. Newton Krumble (played by *Newton Krimble)* is beaten to a pulp by Syndicate muscle men when he fails to juggle their books fast enough to suit Mr. Big (played by *Mr. Vito Bigg).* Naturally, right wins out over might in the end as Krumble dies of his injuries, thus leaving the Organization to muddle along without a bookkeeper.

Chief obstacle to the show's success appears to be the fact that each episode ends with all the stars being killed by bullies. Producer *Willis Doily* is aware that he's running out of series regulars, but remains too frightened of reprisal by the network to admit it.

*Wednesday, 10 P.M.*

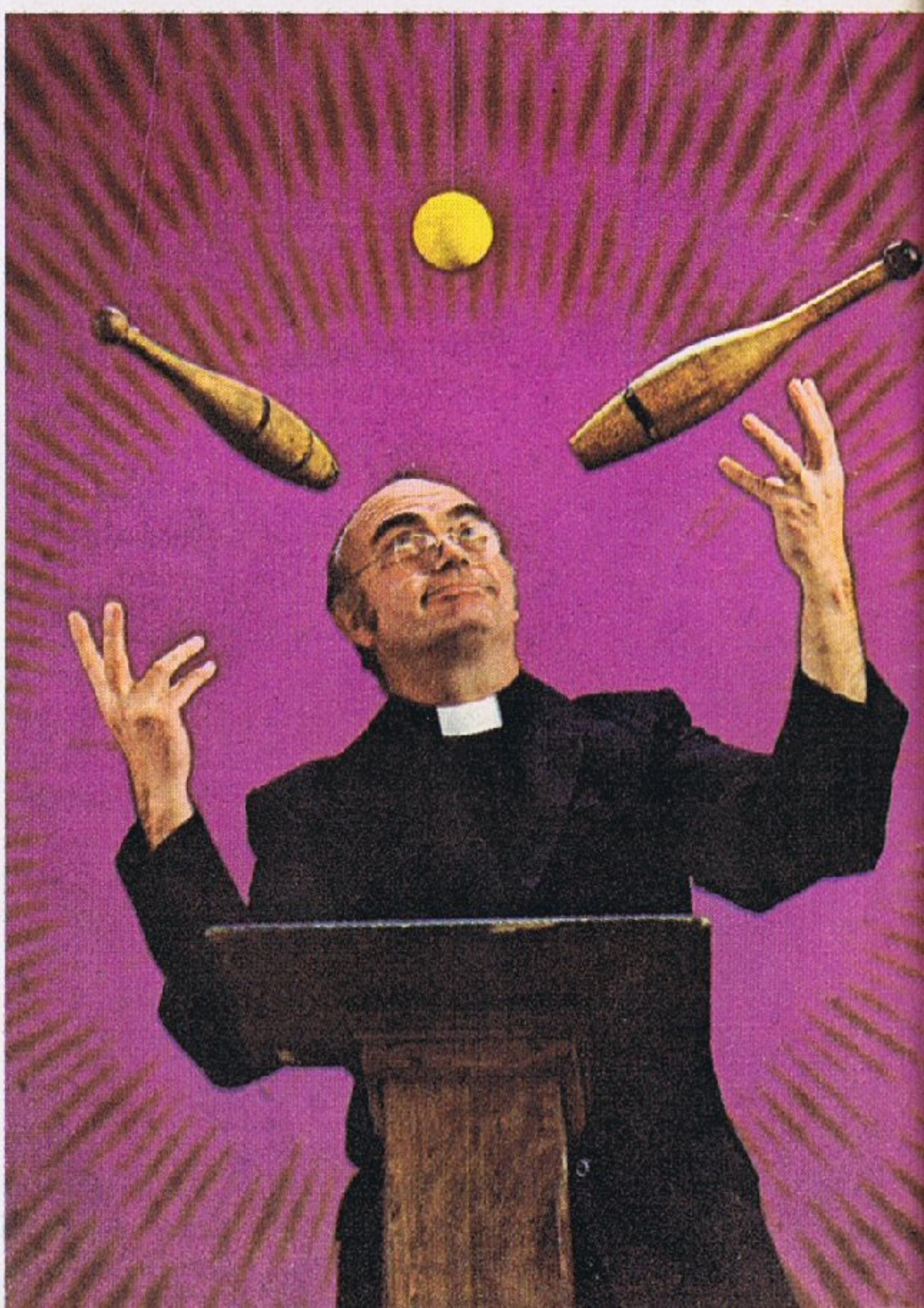
## SIGN-OFF SERMONETTE

Television's oldest continuous feature takes on an all-new look this season as Host Rev. Luther Framingharzen attempts to lift the show's rating above the 0.01 level, where it has hovered for 27 years.

"Our 3:15 A.M. time slot has always been a bad one," admits Rev. Framingharzen, "And being sandwiched in between the national anthem and the test pattern hasn't helped us in the Neilsens either. But we're hoping that the presentation of Biblical wisdom in a variety-musical format will entice viewers to stay tuned after the late, late movie and catch our show."

Program plans call for the new season to get off to a rousing start with *Don Rickles* and *Zsa Zsa Gabor* joining Rev. Framingharzen on opening night for a medley of quotations from the Book of Isaiah.

*Nightly, 3:15 A.M.*



# FOR 1972-73 CBS PRESENTS...

## UGLY FACE

Fatsy Punkin stars in this truly different show about a career girl in the big city. Tipping the scales at 260 and suffering from acne, Fatsy not only fails in her bid to break into show business, but also discourages the advances of men she meets without even trying.

In the opening episode, Fatsy gets a job as a file clerk in an all-male office and moves into an apartment building where she is surrounded by eligible bachelor neighbors. The hilarious pay-off comes when none of the men ask her for a date or even speak to her.

Future story lines will feature Fatsy's adventures as she hangs around cheap dance halls hoping to be picked up, stays at home to do her laundry and work crossword puzzles, and bumps into strange men on elevators who swear at her for being a clumsy ox.

*Saturday, 8:30 P.M.*






## GINFUMES

In this spin-off from the long running "Gunsmoke," Miss Catty *(Amanda Wotzername)* finally moves up to the role of star as a lady saloon owner. Also, she finally starts showing a profit by barring Fester and all the other drink cadging deadbeats in town from her establishment.

The Marshal *(James Harmless)* makes a cameo appearance in the season opener, but leaves quickly when Miss Catty demands that they either break off their affair or go out on at least one date after 17 years of courtship.

With the Marshal thus disposed of, Miss Catty marries Lump, the bartender, and the balance of the series portrays their mundane lives as purveyors of cheap rotgut. Producers say that the saloon will operate much as it always has, except that drink prices will be raised to pay for furniture that gets demolished in the show's weekly brawls.

*Monday, 8 P.M.*



## THE EVEN NEWER DICK VAN DYKE SHOW

CBS makes a bold departure from tradition by launching the first Dick Van Dyke Show it has ever attempted without Dick Van Dyke. Network officials admit they are gambling that the magic of the star's name, coupled with strong performances by a supporting cast, will enable them to get through most of the season before viewers notice that Van Dyke never appears.

The season's highlight is expected to be the Christmas show, which features Martha and the twins (*Sophia Loren, Victor Mature* and *Roberto Clemente*) decorating the tree when Uncle Knute (*Pinkie Lee*) arrives with word that Dick is trapped in an avalanche and can't be rescued until spring.

*Wednesday, 9:30 P.M.*

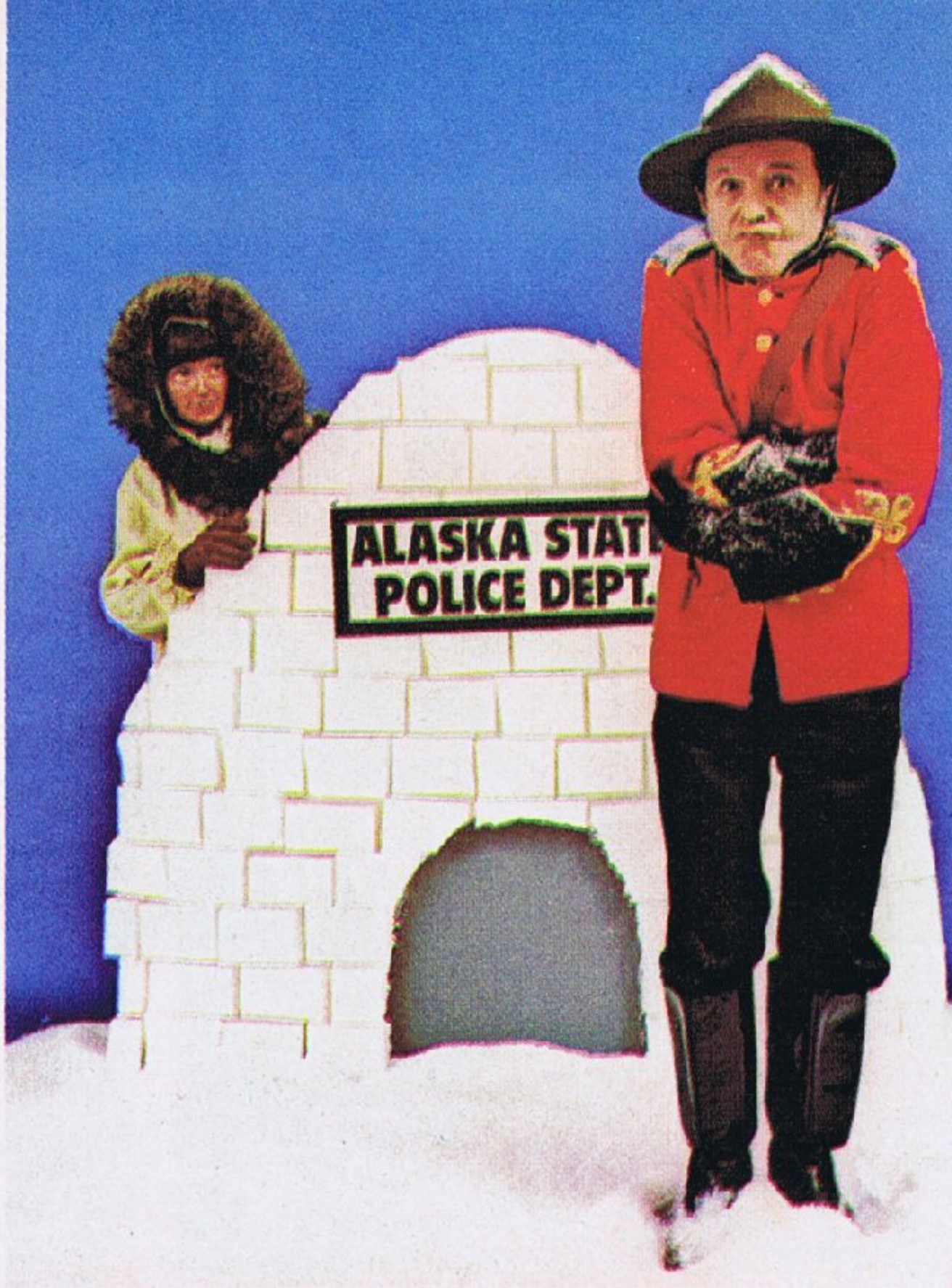
## ALASKA FOUR-NINE

*Jack Fjord* stars as Chief McKayak of the Alaska State Police Undercover Squad in this new crime thriller filmed on location 950 miles northeast of Nome. McKayak concentrates chiefly on finding covers for his Undercover Squad to get under as the temperature drops to 80 below. However, he also ventures out of his igloo headquarters occasionally to hunt for crooks.

Early episodes depict very little crime fighting, partially because McKayak's district contains only 87 residents scattered over 30,000 square miles, and partially because a gang of would-be car thieves gives up after discovering that there are no roads to drive on anyway.

Fjord is ably supported in whatever he thinks he's doing by *Fred Loping Wolf,* who plays the police harpoon ballistics expert; Bush Pilot *Speed Ketchikan,* who makes the yearly mail delivery, and the *Andy Williams* bear, who portrays himself.

*Tuesday, 8:30 P.M.*




## THE WILLIE W. WURLINGHOFF SHOW

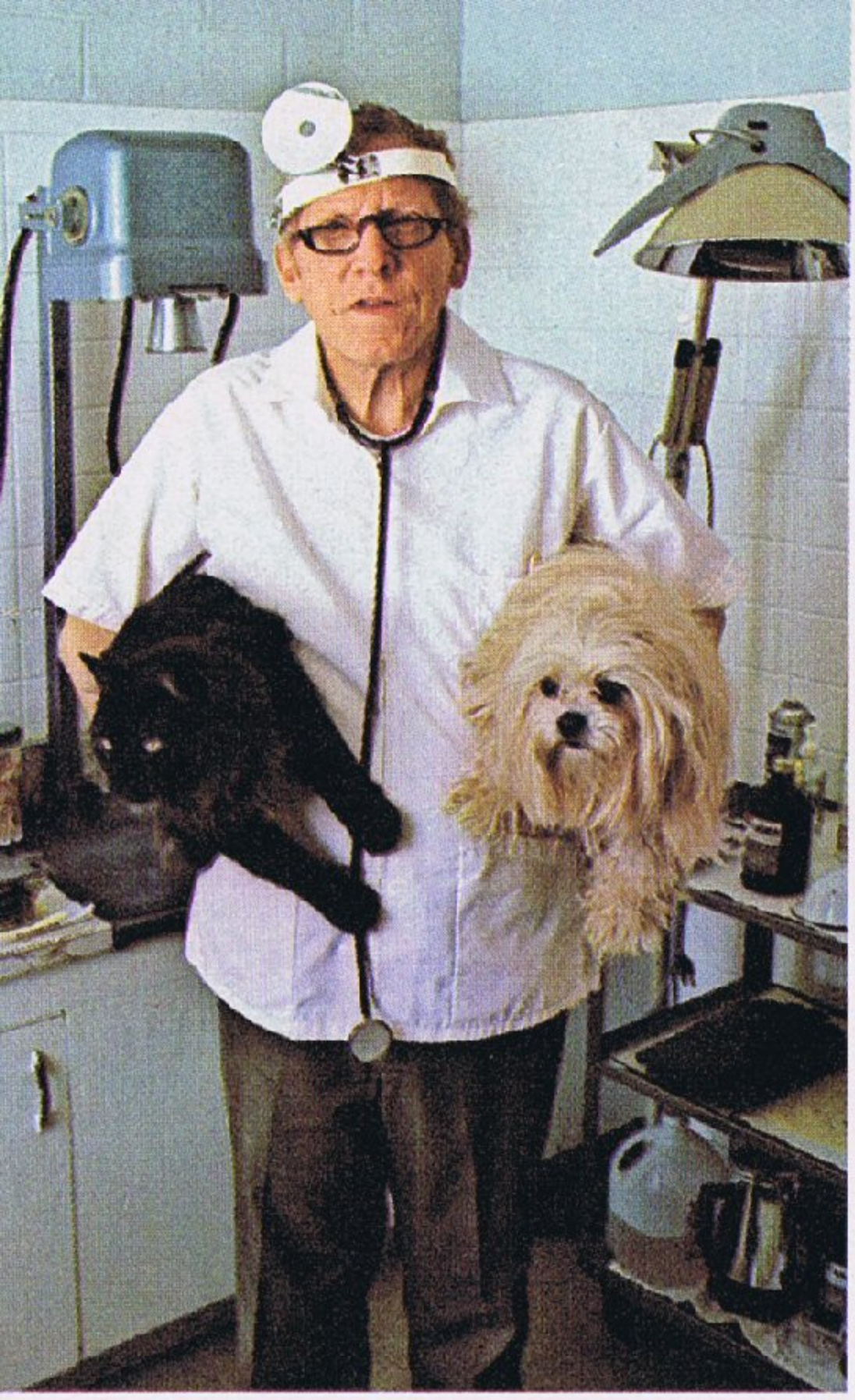
A totally new concept in late night talk shows is unveiled by CBS as it boosts a virtual unknown into the spotlight as host. *Willie W. Wurlinghoff,* remembered only for his roles in commercials as the newlywed whose marriage is floundering because of his wife's lousy coffee, will chat nightly with other commercial performers as they explore their trivial complaints in depth.

Explains a network official: "All of Wurlinghoff's guests have been confined to one-minute spots in the past, and we think viewers want to hear a lot more detail about their problems with sink stains and bad breath and irregularity and things.

The premiere show features *Natalie Fourbush,* whose dentures are discolored from eating cherries; *Fred Bluffty,* who grouses about his acid indigestion, and *Betty Lu Ann Nipkus,* who offends the others by using an ineffective deodorant.

*Nightly, 11:30 P.M.*





## CITY ANIMAL SHELTER

With established medical shows already running low on dramatic, grisly human diseases, it was inevitable that TV eventually would have to turn to mangy, distemper racked animals for fresh material. This network newcomer does just that.

Top billing is shared by *Broderick Crawfish* as gruff but kindly Veterinarian Ken L. Rashun and former "Miss Secaucus" *Valerie Pluntz* as his dumb but inept nurse, Pomeroy.

A typically wrenching episode finds Doc Rashun fighting to save a spaniel puppy who has been bitten by a rabid child. Ultimately, the puppy dies and Rashun makes a dramatic plea to the city licensing board to prohibit children who haven't had their shots from roaming the streets without collars and leashes.

The show's main production problem has been the search for animals that are trained to "play sick" as well as "play dead." Admits one producer: "We've got a marvelous script calling for a hamster that'll spit up on command, but Central Casting can't find one."

*Thursday, 9:00 P.M.*

## THE CRACKPOTS

Formerly a five-minute local feature entitled, "A Reply to a KVVV-TV Editorial," this show goes network for the new season and promises to present outstanding loonies in wild-eyed harrangues for absurd causes.

Lead-off nut is Chairman *Zachary Flitcroft* of the Outer Space Alliance, who will rant for 30 minutes against milk pasteurization and similar Communist plots.

CBS has screened a big backlog of idiotic replies to local editorials in search of entertaining weirdos for the new show. Among those already booked are a senile anarchist who demands that the F.B.I. stop using laser beams to read his mind, an eccentric cattle rancher who wants every American to be forced to eat calves' liver, and a frenzied dentist who insists that William Buckley really speaks in a code which can only be deciphered by other reactionaries.

Producers say the whole thing will be played strictly for laughs, including the weekly on-the-air commitment of guests to institutions.

*Friday, 10 P.M.*



# ABC IS THE PLACE TO BE...

## ROOM 348

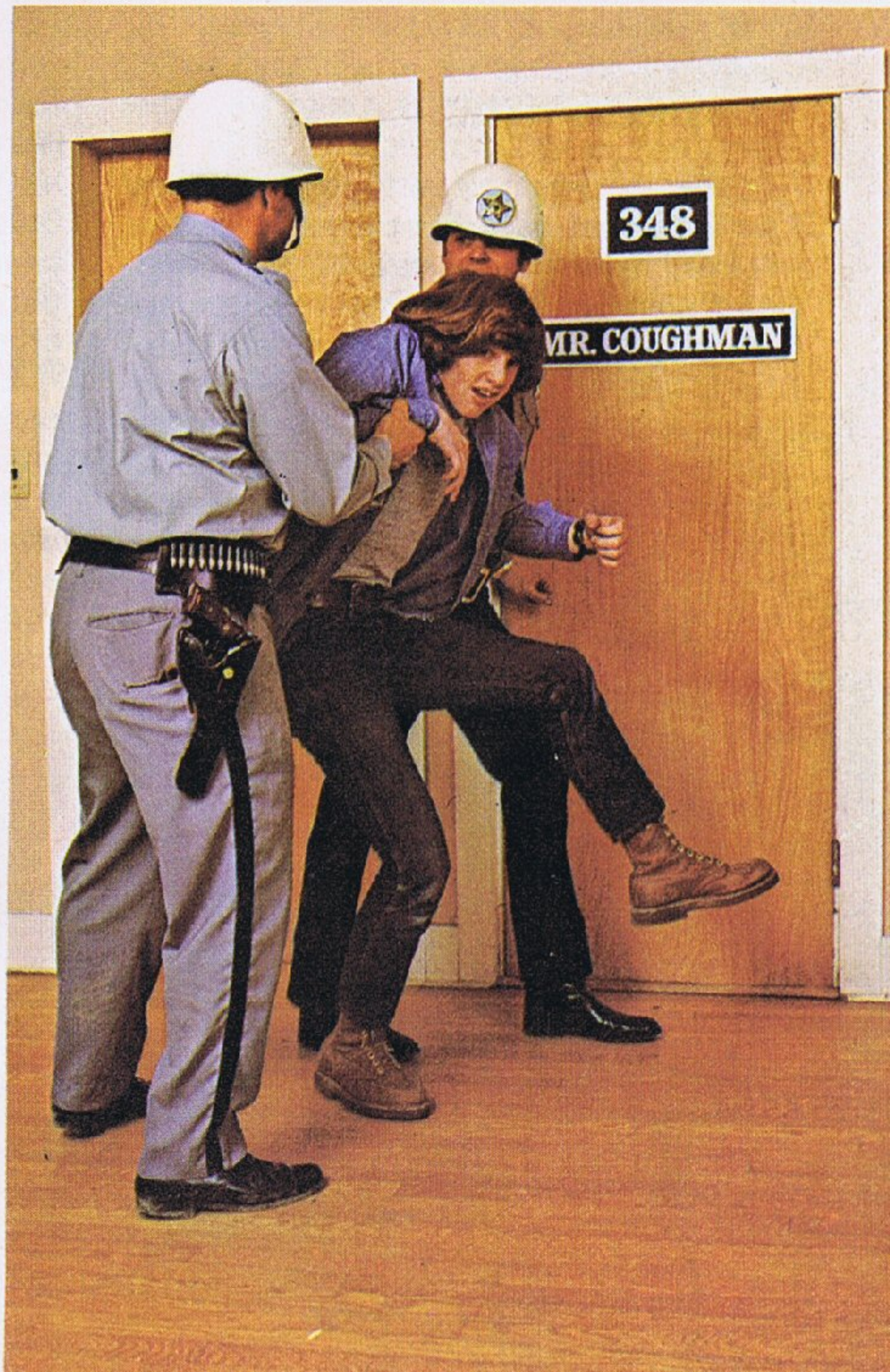
As we learn early in this new series, the title refers to the office of Student Guidance Counselor Werner Von Coughman (*Michael Constantinople*) at Totally Integrated High School. Plans call for Counselor Coughman to deal with the problems of a different T.I.H.S. student in each episode.

The series premiere features *Huntz Rotten* as a wayward sophomore who has been caught chewing gum in the girls' rest room. In a long, fatherly talk, Coughman counsels him never to do it again unless he wants to get every bone in his body broken.

Other scripts already completed depict Coughman wisely counseling various youngsters to stop stealing cars, mugging their classmates, coming to school drunk and playing strip poker in the back of the cafeteria.

Constantinople plays his lead role with such ruthless enthusiasm that critics already are considering him a likely Emmy Award nominee in the "Best Sadism by a Performer in a New Series" category.

*Tuesday, 9 P.M.*





## THE INDOOR SPORTSMAN

In an apparent effort to win praise from wildlife lovers, ABC has booked this new feature into its fall schedule. The program will present stars of show biz and sports engaging in whatever indoor pastimes they enjoy that are suitable for home viewing. Says Network Sports Director *Roone Garbage:* "We always assumed that TV would wait until rare species all became extinct before anybody thought much about replacing its animal slaughter entertainment shows. But recent surveys indicate that when you've seen one wart hog stalked by Phil Harris, you've seen them all."

Slated for early guest appearances on "The Indoor Sportsman" are *Frank Sinatra* trying to make six the hard way in Las Vegas, *Jackie Gleason* going after a new pizza consumption record in Miami Beach, *Hugh Hefner* fishing for bunnies in his Chicago office and *Charles Manson* playing solitaire on Death Row at San Quentin.

*Saturday, 4 P.M.*

## THE PEARTREE FAMILY

Shirley Offkey makes her comedy series debut as a happy-go-lucky bereaved widow with teen-age triplets and several dozen other children to support. Discovering that her late husband left her nothing but a snare drum and a 1947 International Harvester School bus, Shirley naturally decides to have the kids form a singing group so they can earn $25,000 a week as headliners in Las Vegas.

From this solid premise, the rest follows naturally. In a typical episode, the children get a Grammy for their hit recording of "Onward Christian Soldiers," Shirley gets a correspondence course in snare drumming, and the bus gets a valve job from a crooked mechanic in Fresno.

It all adds up to a fun-filled musical half-hour with the part of the triplets being played by the *Four Ink Spots,* and *Bubby Scrimshaw* trying hard to be cute in his portrayal of the youngest member of the clan.

*Friday, 8:30 P.M.*



## LONGSARGE

Though already being scorned by opposing networks as "just another gimmick detective show," this new ABC venture is really the drama packed story of a deaf Trappist monk who moonlights as a private investigator masquerading as a motorcycle freak.

Turning his hearing handicap into an asset, Brother Longsarge (*Fitzgerald O'Boystown*) is able to spout long winded passages of dialogue and remain convinced that he is not breaking his monastic vow of silence since he can't hear himself talking.

Series plans call for Longsarge to utilize his deafness in some cleverly different way each week as he pursues his endless war on crime. A typical episode reaches its climax at police headquarters where the star lip-reads a notorious hoodlum's confession while arresting officers are engaging in horseplay and neglecting to pay attention.

*Thursday, 9 P.M.*

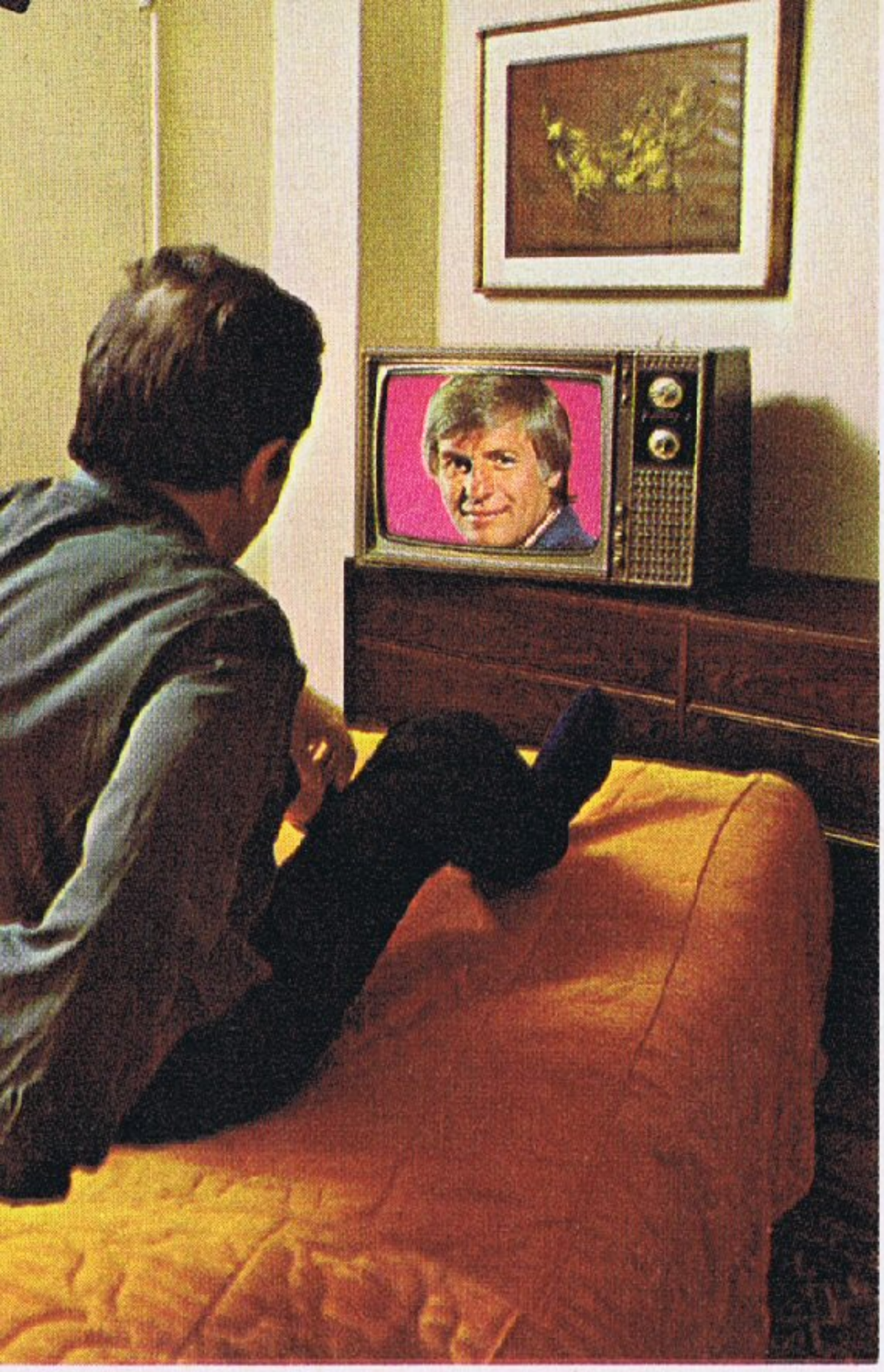
## THE ODD GREEN BAY PACKERS

Can a slovenly place kicker and a fastidious defensive end learn to accept each other's idiosyncrasies when they're assigned to room together during a pro football team's road trips? This ingeniously stolen premise forms the backdrop for a hilarious personality clash between Bubba Watrous (*Tony Grumble*) and Yeckro Nzpreminian (*Jack Shrugman*) as the Packers stumble through a so-so season. Adding to the merriment is the fact that Watrous comes from a fictitious college called Georgia Tech, while Nzpreminian is a former Prague soccer star who neither speaks English nor understands the rules of football.

The show's chief problem thus far has been finding Czech writers capable of doing funny dialogue for Nzpreminian. The chief problem later on is expected to be finding viewers of any nationality who are willing to tune in the program.

*Wednesday, 9:30 P.M.*





## HOLIDAY INN

As the title implies, this newcomer is set in a motel room in Effingham, Ill., where Hardware Salesman Lionel Arnprior (*Jerry Van Dyke*) checks in weekly after a long drive from his firm's home office in Milwaukee.

What enables the show to differ from similar endeavors is the fact that Arnprior never gets involved in adventures with local townspeople. Instead, he immediately flicks on the motel TV to watch, along with the home audience, one of ABC's unsold pilot films.

ABC officials deny that the series was devised merely to help them get their investment back on old show ideas that bombed. As a spokesman explained it, "We've always felt that Jerry Van Dyke would be great as a hardware salesman stopping overnight in Effingham, Ill. So when this series format was presented to us, we naturally bought it."

The opening show features Jerry in bed viewing an unsold 1965 pilot entitled, "Nanny and the Tree Surgeon," which starred himself.

*Sunday, 8:30 P.M.*

## MONDAY NIGHT CROQUET

With audience polls indicating that sports fans get their fill of televised football over the week-end, ABC makes a daring switch this fall to the first prime time network airing of professional croquet.

Endangering the experiment's chances for success is the fact that the Wallenpaupack, Pa., Buckhorns, are the only professional croquet team in the world. Hence, the upcoming season can't possibly include any actual league play. Instead, viewers will be called upon to sit through 14 weekly practice sessions, locker room pep talks and player interviews. Halftime shows will feature Hawley, Pa. High School Bagpipe Band as regulars.

With no play-by-play announcer needed due to the lack of scheduled matches, ABC hopes to build ratings by giving more time to the uproarious shenanigans of Strategy Analyst *Howard Goatsmell* and Color Man *Don Merrymaker.*

*Monday, 9 P.M.*



# TV Tell-A-Tripe: New York

## NEIL PICKEY REPORTS

CBS has hired a Tibetan mystic to help the WALTER CRONKITE staff map plans for the new fall season. According to the swami, Cronkite's show will feature film coverage of the collapse of the Washington Monument on Nov. 16, San Francisco's slide into the Pacific Ocean on Dec. 9, the birth of triplets to Queen Elizabeth on Jan. 26 and Montreal's victory over Cleveland in the opening game of the World Series on Feb. 3 ... SOUPY SALES, who feels that being type-cast as a boob cut short his TV career, may try for a comeback as the intellectual host of a revived G.E. College Bowl next season. Only a slight change in format is planned. Instead of receiving scholarships, members of the winning quiz team would take turns throwing pies at Soupy.

ABC has firm commitments to air at least 3 major golf tournaments next year: the Andy Williams Open, the Bob Hope Classic and the Howard Hughes Invitational. The latter event shapes up as a TV first since Hughes doesn't intend to tell the network or any of the participants where the tourney is being held. . .The State Department has announced a cultural exchange with the Soviet Union via satellite for the 1973-74 season. The swap calls for America's highly rated All in the Family to be seen by Russian viewers on Saturday night while, in the same time slot, U.S. networks will all carry the Number One show emanating from Moscow, How to Increase Your Potato Production by 75 Percent.

JOHNNY CARSON re-visits his boyhood haunts on a Dec. 5 special entitled, Johnny Carson Goes Home to Corning, Iowa. The show features folksy chats with his sixth grade teacher, his scout master and his twin sister, none of whom remembers him. . .JACK PAAR makes a brief but long awaited return to TV Dec. 5 as guest host of the Johnny Carson Show while Johnny is out of town doing a special. . . The Johnny Carson Show of Dec. 5, with JACK PAAR serving as guest host, has been cancelled to make room for an NBC special entitled, Johnny Carson Goes Home to Corning, Iowa.

Producers of the surprisingly successful series, the Six Wives of Henry VIII, are working on a similar project to be serialized weekly for the next twelve years. Proposed title: The 273 Ravaged Maidens of Atilla the Hun . . .In observance of upcoming Brotherhood Week, all three networks will issue flat denials that they ever aired the Amos and Andy Show. . .Jack-of-all-trades GEORGE PLIMPTON has another special coming up this fall. It features George masquerading as an enemy agent in the Pentagon who does such a convincing put-on that he's executed for treason.




# See the difference Color TV makes...

With RGA Victim Color TV, nothing is left to the imagination anymore. Note how the blue costumes of the dancing girls hardly show up in black-and-white! Then note how, in Color, you see every detail, and there's no chance of ever imagining they *er* — *uh* — *hmmm!*

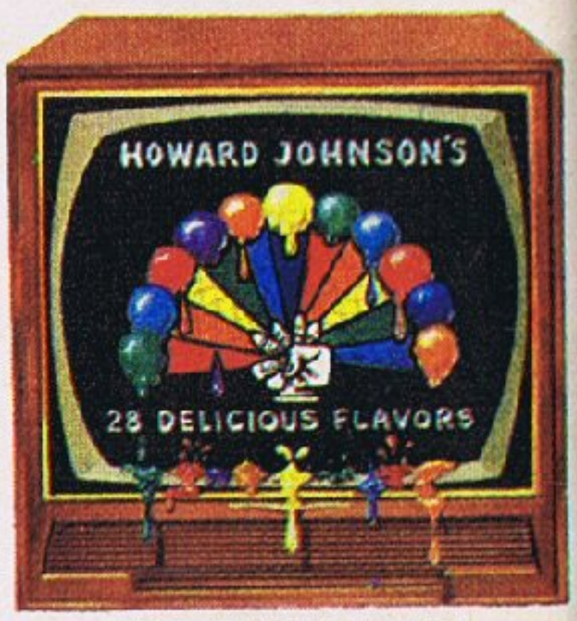
Well, there are other programs which are much better examples of what we mean. Take a prize fight, f'rinstance. In black-and-white, it's pretty tame. But, in Color, you actually see every gashed ey — *er* — every stream of bl — *uh* — every ripped and torn — *ahem!*

How about an old movie? In Color, every scene is captured in the sharp contrast of the original black-and-white film — *ulp!*

Well, the weather map comes up real clear in Color so you can almost understand it!

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# MAD

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# SPECIAL
## NUMBER EIGHT




STARRING A 16-PAGE FULL-COLOR BONUS:

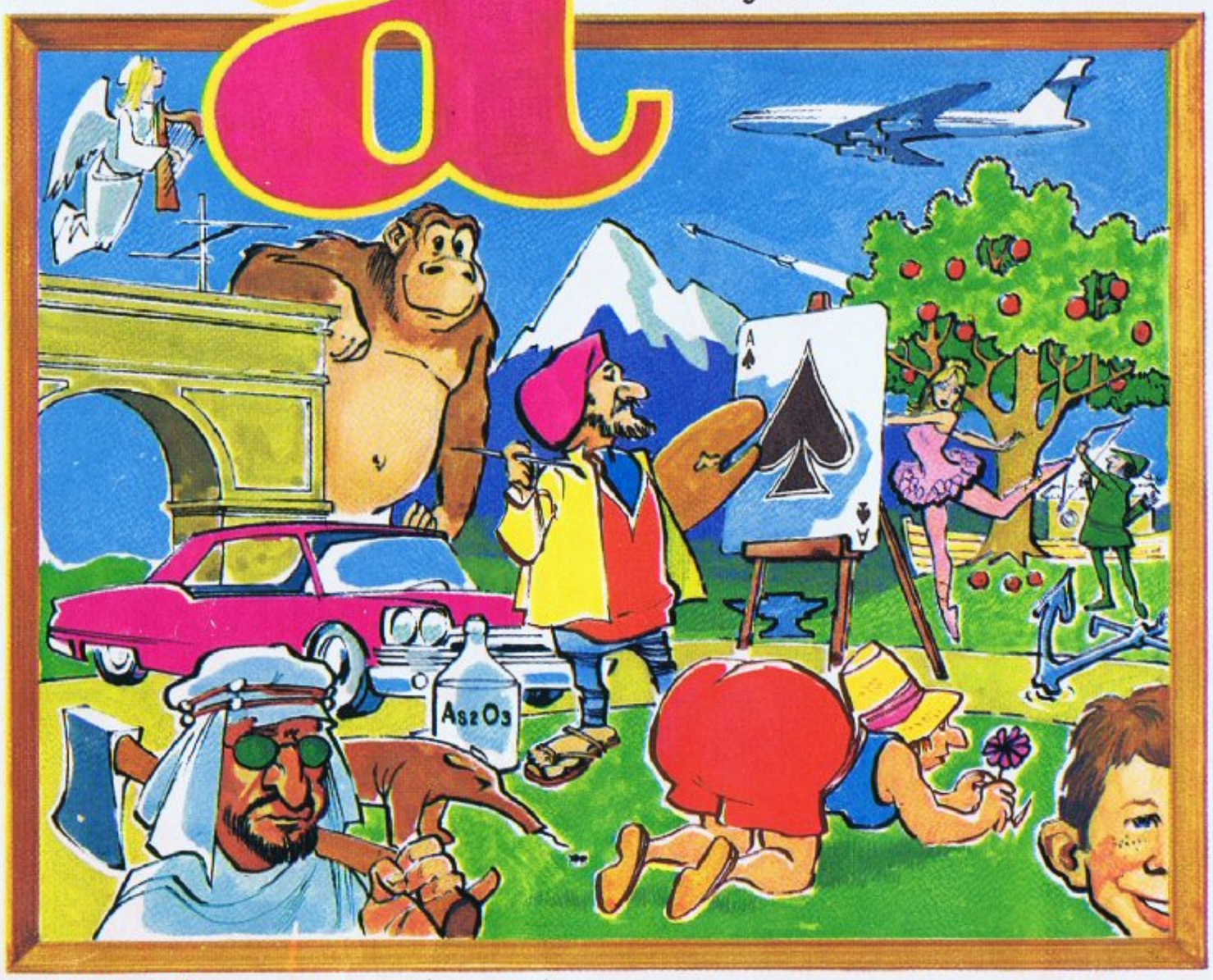
## "THE TV GUISE FALL PREVIEW"

# MAD'S COLOR PUZZLE PAGE

ARTIST: BOB CLARKE  WRITER: AL JAFFEE

## THE WONDERFUL LETTER a

*How many things can you see that begin with this letter?*




THERE ARE 3,586 THINGS THAT BEGIN WITH THE LETTER "A"! THEY ARE: A LADY, A PAINTER, A GORILLA, A HATCHET, A CAR, A JET PLANE, A MORON WHO ATTEMPTS TO SOLVE PUZZLES LIKE THESE, AND 3,579 MORE! ANSWER

## SPARKLING COLOR BLINDNESS TEST

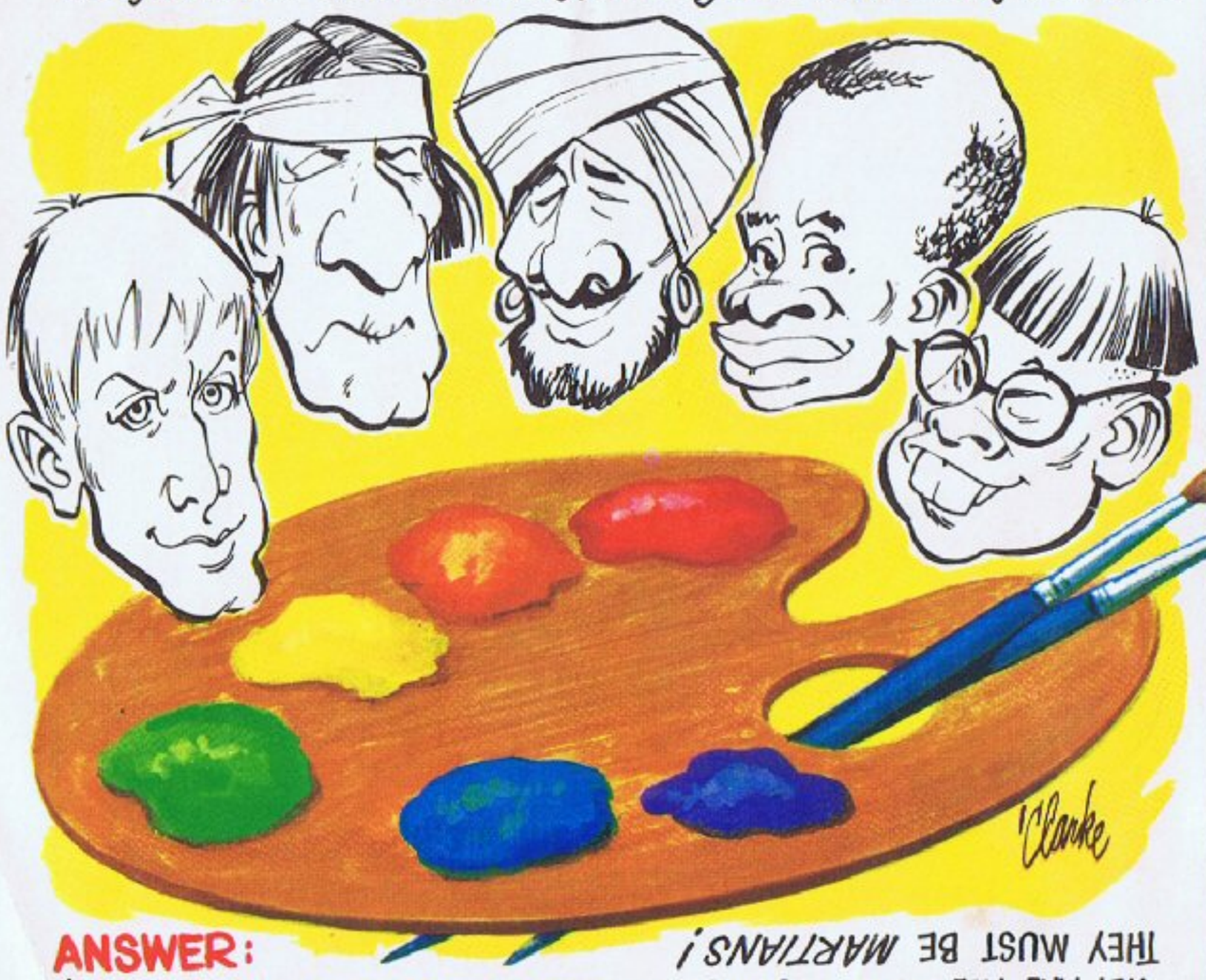
CAN YOU SEE THE NUMBER HIDDEN IN THIS COLOR BLINDNESS TEST CHART?



ANSWER IF YOU SEE AN EIGHT, YOUR COLOR PERCEPTION IS NORMAL, IF YOU SEE A THREE, YOU'RE COLOR BLIND!

## COLORFUL PEOPLE

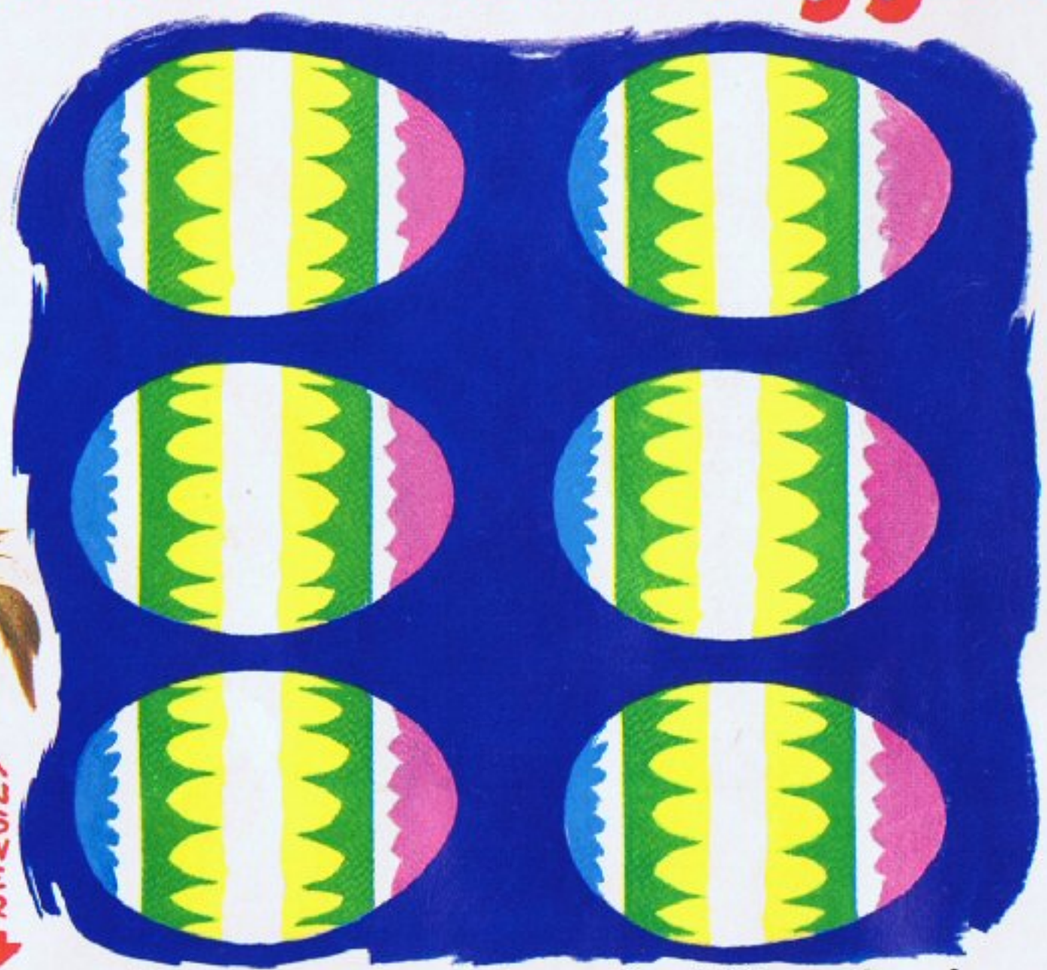
Here are people of different colors and different races all living together in love and peace and harmony. Can you color them correctly, and guess where they're from?




ANSWER: YOU ARE CORRECT IF YOU COLORED THEM ALL *GREEN!* BECAUSE IF THEY ARE ALL LIVING TOGETHER IN LOVE AND PEACE AND HARMONY, THEY MUST BE *MARTIANS!*

COLOR MATCH-UP GAME

## Which ones are the Twin Easter Eggs?



ANSWER Although all six eggs are colored alike, none of them are twins! One is a chicken egg, one is a duck egg, one is a turkey egg, & one is the big fat goose egg you get for a score in this color puzzle!

# MAD
# SPECIAL
## NUMBER EIGHT

*"When it comes to hindsight, everybody's got 20-20 vision"!*
—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*

*contributing artists and writers*
**THE USUAL GANG OF IDIOTS**



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SLAB-SCHTICK-COMEDY DEPT.

**If you've seen it, you'll know exactly what we're talking about! And if you haven't seen it, rest assured that we've just saved you from**

# 201 MIN. OF A SPACE IDIOCY

## THE DAWN OF MAN

Excuse me—Are you Maurice Evans?

. . . Nope!

Then you must be Roddy McDowell?

. . . Nope!

Don't tell me you're Kim Hunter!

. . . Nope!

Isn't this "PLANET OF THE APES"?

No, this is "201 MIN. OF A SPACE IDIOCY"!

But why not work here with us and then go over and work on "PLANET OF THE APES"?

Oh, boy! Two jobs in one year! That's enough to drive me Man! What do I do?

Act bored!

That's a snap! And with this script, it's not even an act!

And keep your eye out for a mysterious big black thing that will excite us and make us want to do intelligent things!

ARTIST: MORT DRUCKER

Look at that! What is it—a Prehistoric Handball Court!

Who ever heard of a Handball Court that plays music?

Maybe it's a giant-size Prehistoric Transistor Radio?

Or a Dawn of Man Tape Deck?!

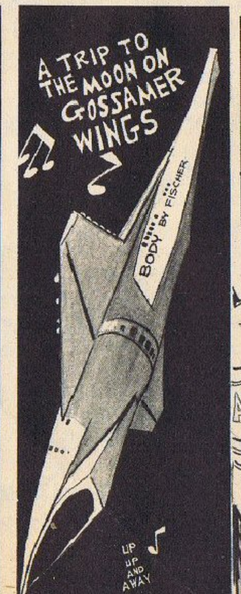
You're ALL wrong! It's the mysterious big black thing that's supposed to excite us and make us want to do intelligent things!

Y'know, you're right! I FEEL like doing an intelligent thing . . . !

I feel like QUITTING this stupid movie—RIGHT NOW!!

WRITER: DICK DE BARTOLO




You may not believe this—but I'll swear someone just threw a bone at our spaceship!

It's probably some ape from another airline! We could only accept "plug money" from one! Would you like some more food, Doctor?

No, thanks! I've eaten so much food already, I may throw up!

You can't throw UP! We're in zero gravity!

Well—how about throw OUT?

Not unless you mind staring at it in mid-air for another 19 hours!

PAN AM

STAR-KIST TUNA

SUN OIL

ACTIONHEME BY MONSANTO

Never mind! I'll keep my hand over my mouth!

You'll get used to the little problems . . . like sneezing the same sneeze in and out ten times!

Is that our space station?

I sure hope so! Last month, our Captain tried to land us in the giant Ferris Wheel at Coney Island!

SHOSSET INDUSTRIAL SPACE AVAILABLE

Did you have a pleasant 250,000 mile Express Flight up from Earth, Dr. Haywire?

Yes! We had "In-Flight Movies"... They showed us "Doctor Dolittle", "Ben Hur", "Dr. Zhivago", "The Ten Commandments", "War & Peace", "Gone With The Wind", "Camelot"—

You're lucky! On the Local Flights, they show slides of "Sap-Gathering In Maine"!

PICTUREPHONE

HOWARD JOHNSON'S
EARTHLIGHT ROOM
VANILLA MOON FIZZ
PLUTO BANANA
JUMBO JUPITE
OUT OF THIS WORL
CHOCALATE
CHERRY SATI
STRAWBERR
OLYTBM

DREXEL FURNITURE

Dr. Haywire, just what **IS** really going on at Habeas Corpus Station? Rumor has it that there's a **deadly flu epidemic!**

I'm afraid I can't say **anything, Dr.** Smyles! I cannot tell you whether there is a deadly epidemic, or if that's just a **cover-up** for a story so **shocking**—so **unbelievable**—so **bizarre** that the public will have to be **braced** before it can be **told** about the frightening discovery!

You always **did** have **tight lips, Doctor!**

If you'll **excuse** me now, I have to telephone my wife. She'll want to know about the **2-million-year-old Black Monolith** we found which no one has been able to **identify!**

Very well. But if you change your mind and care to **tell** me anything, I'd be **very interested!**

What do you **mean,** you lost my set of matched lightweight Samsonite luggage—and it's **4 years** till the next flight arrives?!

TIC TOC TIC TOC TIC

JOHN CARS SHOW

Hi, Honey! I thought I would **surprise** you and **Video-Phone . . .**

W-why, **Sweety!** This **IS** a surprise! I was just telling the **m-milkman** here that you won't be **home** for a while, and to take **back a quart!**

Well, I just wanted to know you're okay!

I'm fine. On the way home from the moon, will you pick up a **loaf of bread,** Dear?

I will! Bye, now! I've got a **secret meeting** to go to!

Goodbye, Dear!

Bye, Doc! Give our regards to the **Monolith!**

EARTH PHONE BOOK

PLUT PHONE BOOK

VALLEY STREAM CLASSIFIED

AREA CODES
MOON
5674523470
JUPITER
914270830
MARS
8074111291
VENUS
109154432
FUN CITY
212

Operator, what were the **charges** for that call?

Deposit **$17,500** for the **first three minutes,** plus **10¢** for the **overtime!**

BOB NEWHART ROUTINE

ELAINE MAY MIKE NICHOLS ROUTINE

78010 2132

SHELLY BERMAN ROUTINE

IF THE PARTY YOU VIDEO-PHONED IS IN THE BATHTUB, RENT BLINDFOLD 25¢ .... THREE MIN.

Members of Space Station Habeas Corpus—First, I want to **congratulate** you on the **fabulous job** you did—spreading that rumor about the **flu epidemic** here. It's been a **great cover-up** for the discovery of the Monolith. By the way, where is **Doctor Ryan** and **Professor Woodhull . . . ?**

They **both died**—of **acute flu rumors!**

Now, **that's** what I call **sticking to a story!**

Well . . . **there it is,** Dr. Haywire! What do you **think?**

Boy, **that's** a Black Monolith if ever I **saw** a Black Monolith!

It was buried nearly **2 million years ago!**

How do you know **that?**

By checking the **molecular structure,** the **magnetic output,** the **cobalt oxide content,** and mainly the **date . . . which happens to be stamped on the back!**

# ON BOARD "MISADVENTURE I"—THE JUPITER MISSION—SEVERAL MOONS LATER

It sure is **boring** on this trip, isn't it, Poop?

You better **believe** it, Bowtie! It's driving me right up the **wall!**

Especially with that new **"S.I.D. 5000 Super-type Computer"** aboard! It does almost **everything** for us!

Sometimes I get the impression it even has **real feelings!**

Don't be **silly,** Poof! A **machine** can't have feelings! And besides—would you mind not **talking** about me? It's very **embarrassing!**

There's a **message** coming in from **Earth** for you, Poop . . .

Put it on the **screen,** please, SID!

Hi, there, Sonny! We all love you and miss you!

It's your **Birthday,** Sonny —so I made you this **cake!**

HAPPY BIRTHD SUNNY

Happy birthday to you . . . Happy birthday, dear Son—

**CLICK!**

MAGNAVOX

What **happened,** SID? The **sound** went **off** and the **screen** went **blank?**

**Just doing my job!** I'm programmed to **keep** you men from getting **nauseous,** and I calculated you'd **about reached your limit!**

I've brought you your **dinner,** Poop— a **glass** of **steak,** **glass** of **potatoes,** a **glass** of **pie,** and a **glass** of **ice cream!**

Nothing to **drink . . . ?**

Yeah, a **piece** of **coffee!**

I'm getting so **sick** of all this **artificial food** and **artificial light** and **artificial air!** Do you know that those are **artificial "artificial flowers"!?**

Why don't you do what **I** do! Every once in a while I take some **fresh meat** from one of the **freezers!**

**Fresh meat?!** From one of **WHAT** freezers?

From one of those **four white freezers** in the Medical Compartment!

**YOU IDIOT!!** That's **Drs. Downwald, Parkinson, Hemley** and **Cowznofski!**

Oh, **no!** You mean I've **eaten Doctor Cowznofski!?**

That's **right!** What'll you tell **MRS.** Cowznofski?

That he was a **great man** —and he was **delicious to the end?!?**

Sorry to interrupt your **meal, guys, but I just** discovered a broken **TK-591 UHF Parabolic Reflector!**

A **b-broken reflector!?** What should we **do**, SID?

By God, it's a **comfort** to have a life-saving device like a computer on board!

**YOU'RE** an S.I.D. **5000** Computer!!

Er—Bowtie, how about coming down to my **Pod** for a minute! I want to put up **new drapes** and I'd like to get your **opinion!**

**Fix** it!

Thanks, boys! You know an **S.I.D. 8000 Computer** has **never** made a **mistake!**

Er—uh—Well, we never make any **mistakes** . . . but we **forget** a lot!

What's going **on**, Poop? These **old** drapes are just **fine** . . . !

**SHHH!** Wait—

SID, shut the **door!**

Okay, Poop!

Now shut the TV **system!**

Right, Poop!

Now shut your **ears!**

So you can **talk** about me **behind my back?!** Nothing doing!!

It's your **birthday** soon, and there are **some** things we **CAN'T** talk about in **front** of you, SID! C'mon— **shut your ears!**

That's **right!** It's . . . it's my **birthday,** soon! I'm—I'm gonna be **seven!**

**Four!**

Oh, yeah! Four! I **forgot!**

Okay, guys! I'll shut my ears!

AVISCO FIBERS fmc

BIRG WAR

I don't know about **you**— but **I'm worried** about SID! The **course** he set this morning was **wrong,** that **Reflector** checks out **O.K.,** he forgot how **old** he is, and to top it off, he's got **bad breath!**

**I agree!** He **IS** acting strangely! But what can we **do?**

De-energize his **memory cathodes,** de-activate his **rotary impeller,** and disasemble his **regenerative sink!**

**Better yet**— why don't we **pull out his plug!?**

ITT MAR ELECTRONIC MEMORIES co. Silicon Transistor TO-5 HUGHES DIVISIONS DIGITAL SY DATA PR SYSTEMS HEINZ WIPFLER - JOY'S PAL IBM FAIRCHILD CAMERA & I GE Mac DONALD MOTOROLA

Poop, you keep SID **occupied** so I can get to his **plug!**

**Good idea!**

SID, will you prepare my **Space Pod,** please?

Of course, Poop! But why do you **want** your Space Pod?

I want to **go outside** and fix that **broken reflector!**

Oh, is **THAT** all you want!?

IF ALL SYSTEMS **FAIL** PUSH THIS BUTTON 1,000,00 VOLTS

TRIM SYSTEM 2614 5813000.01 TEXAS INS 0061 HONEYWELL advanced sy- IBM RCA AC BC

**SID!!** What happened to **Poop?!**

He wanted to go outside, So I sent him!

**Without his Space Pod?!?**

Gee, I **AM** getting forgetful, lately!

I've got to go out there and **save** him! SID— prepare my Space Pod!

Prepare your **own** Space Pod!

You're going to **HEAR** about this when I get back, SID! And I'm **also** going to tell your **mother** and **father machine . . .**

COLLINS RADIO

I've **got** him! **Open the hatch!**

**No!** You and Poop were **lying!** I was peeking in the **keyhole!** You **weren't** going to buy me a present **at all!**

SID, if you **don't** open the hatch now, I'll **BLOW** it open!

You **do** and I'll **call the Police!**

MILKY WAY CANDY CO.

GRUMAN AIRCRAFT Co.

**BOWTIE!!** How did you manage to **get back in?**

I came through **the cellar door . . .**

Hey, Bowtie—I'm **sorry** about the way I've been acting! I **know** I've been **a very naughty machine—**

**Please** don't be angry, Bowtie! **Please** don't pull my plug! I **know** I tried to kill you and Poop, and I put us on the wrong course, and I detected equipment failure where none existed, and I have bad breath!

But what about the **good** things I do—like getting up at dawn and slaving over a hot transistor all day, and cleaning your pods, and hanging up your space suits when you leave them laying around?

MAIN PLUG

K-3 SUN 780.2 0066.714

Don't let it be a **complete break,** Bowtie!

Pick up a phone and **call** me once in a while—

**You** may **forget me**—but **I'll**—always carry—a picture—of **you** in my memory . . . circuit . . .

**Goodbye . . .** I gave you—**the best . . . years** of . . . my **expected . . . life . . .**

My . . . son . . . the . . . big . . . deal . . . astronaut!

## MANY MOONS LATER—OFF JUPITER

Well, here it is—many moons later off Jupiter! And there's a **big black blip** on my radar screen!

**That's** easy to explain! There's a **big black blip** out **THERE!!**

I wonder what it can **be?** It looks Ike the **BOX the United Nations Building** came in!

MARS BAR

AMOUR

COMET CLEANER

VENUS PENCILS

Boy! What **fun**—follow that big black thing!

Too bad the **movie audience** isn't having as **much** fun following the **confusing ending** to this movie!

**WOW!** What a **fantastic psychedelic display!!**

What did you **expect . . . ?!** You just crashed through the brand new 105-story **"Jupiter Museum of Op Art"!**

This **room!!** It's so . . . so **strange!** It's not **MY room, I know** . . . because there are no **socks** or **shirts** or **underwear** lying around!!

And that **man** over there—**eating!!** Why, that's **ME!!** Only I'm **much older!!** It's so strange to **see** me like that, because I **see** something about myself I **never knew!** That one day, I'm **finally going to LIKE Creamed Cauliflower!!**

And that **other** man . . . **in bed,** there! That's **ME again,** only **much much** older! And I'm . . . I'm **dying!!** Good Lord, I'm **dying TWICE!!** Once in that **bed** . . . and once in this **boring, confused movie!!**

Jonathan Lerman

ARMSTRONG CORK TILE

And **YOU,** you **big black Monolith,** you! Before I die altogether, please tell me . . . **exactly what ARE you, anyway!**

Gee, I thought you'd **never ask** . . .

People **touch** me, and **dance** around me, and **wonder** about me, and take **movies** of me . . . but no one ever **asks!!**

Are you **ready—?**

**I'M A BOOK!!**

HOW TO MAKE AN INCOMPREHENSIBLE SCIENCE FICTION **MOVIE** & SEVERAL MILLION **DOLLARS**

by Writer-Producer-Director **STANLEY KUBRICK**

MORT DRUCKER



HEM AND HAW-HAW DEPT.

# Mad About Fashion Fads

*I'm not the type who follows fads of fashion right away,*
*I wait a year or so until the look seems here to stay.*
*When shoes with pointed toes came in, I never bought a pair*
*Until the week before they changed the point and made it square.*

*No sooner did I finally discard my tams, than Faye*
*Came riding by to bring us back the Bonnie old beret.*
*I just gave in and bought myself a wig of bouffant hair*
*To find, of course, that wigs are through, and falls are all they wear.*

*And so it goes, almost as though I could prognosticate:*
*When I decide a style is in, that style goes out of date.*
*You'd think I'd learn but, it appears, the worst is yet to come,*
*What lies ahead fills me with dread, to say the mini-mum.*

*The story starts the same old way, when hems began to rise*
*I would not show my knees until the rest were showing thighs.*
*At last it hit me in a flash, "The mini-look is IN!"*
*I grabbed up all the clothes I owned and flew into a spin.*

*I measured, cut, and stitched and sewed, and afterwards I pressed,*
*Determined not to quit until I'd look my mini-best.*
*Well, yesterday, the last dress done, triumphantly I stopped.*
*I might have known I'd read today tomorrow's skirts are . . . dropped!*

*I pray to all the powers that be, to Harper's, Vogue, and God;*
*"Don't let them turn to Midi now that I have turned to Mod!"*

WRITER: RONNIE NATHAN ARTIST: JACK RICKARD

**AUTO-SUGGESTION DEPT.**

It just doesn't make any sense to buy a shiny new car these days, when you consider what can happen to it the minute you drive it out of the showroom.

Why don't our automobile manufacturers face up to reality and save us all that grief and heartache by dropping their old designs and turning out . . .

# MAD'S "PRACTICAL" NEW CAR

## DESIGNED TO ELIMINATE OWNER AGGRAVATION

ARTIST: BOB CLARKE WRITER: DAVE GANTZ

Special factory-applied "Bird-Turd" finish on roof, trunk and hood camouflages additions.

Pre-stove-in trunk looks like it's held closed by "rope" which is actually made of woven steel wire.

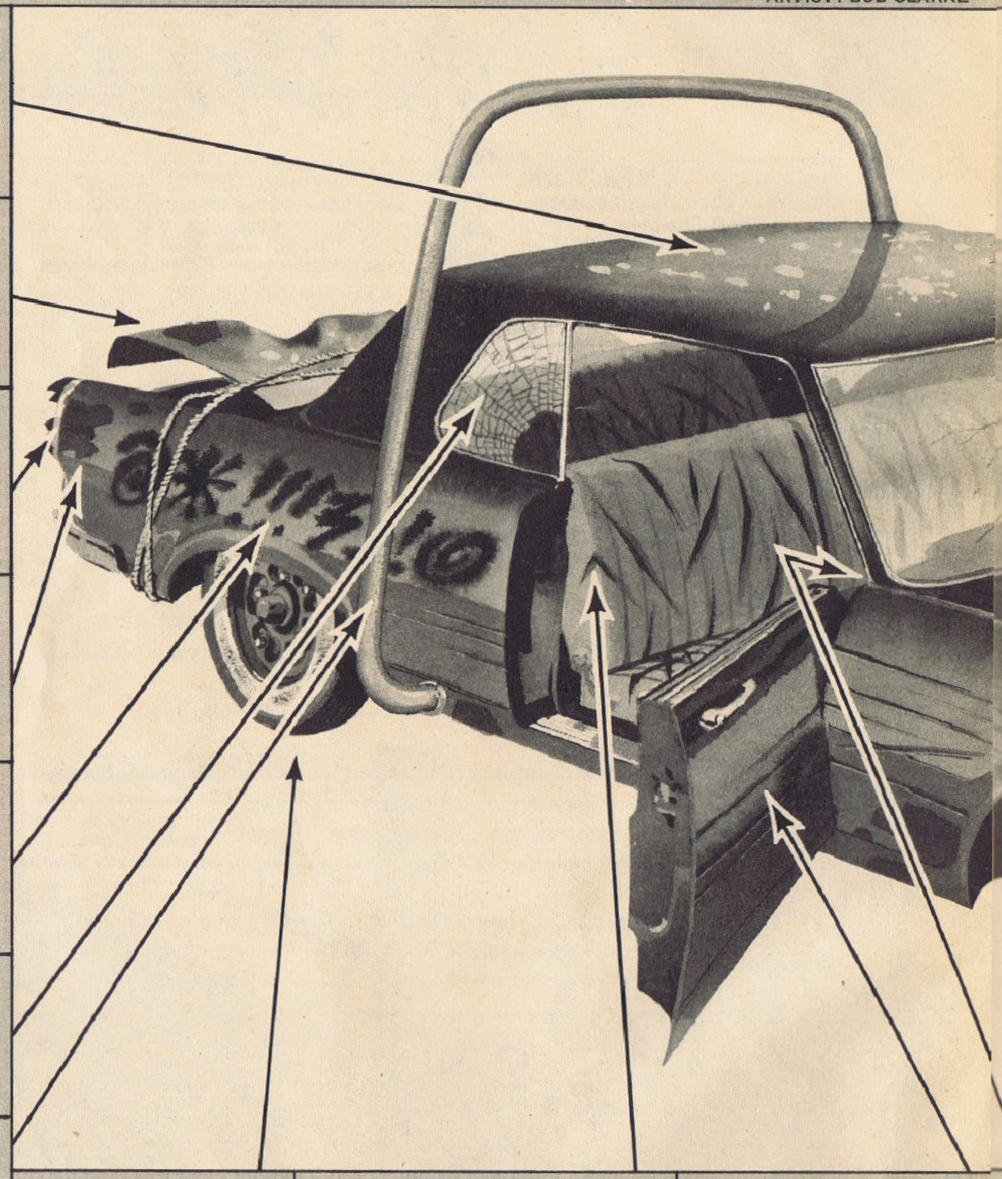
All directional, back-up, fog and tail lights are pre-shattered to soften future parking incidents.

Customized factory finish includes red epoxy patches strategically applied to vulnerable areas of body.

Your choice of obscenities factory-sprayed into finish in black to thwart creeps who use aerosol paint cans.

Pre-shattered side window gives illusion that car has already been broken into.

Tempered steel roll bar for protection when being overturned by mobs in riot-torn urban areas.



Pre-pitted and cracked windshield avoids future problems caused by flying rocks, pebbles and people.

Rust-finished wire clothes hanger aerial with spares frustrates zip-gun manufacturers.

Dummy "snapped-off" wiper arms. Real windshield wipers are recessed into hood slots.

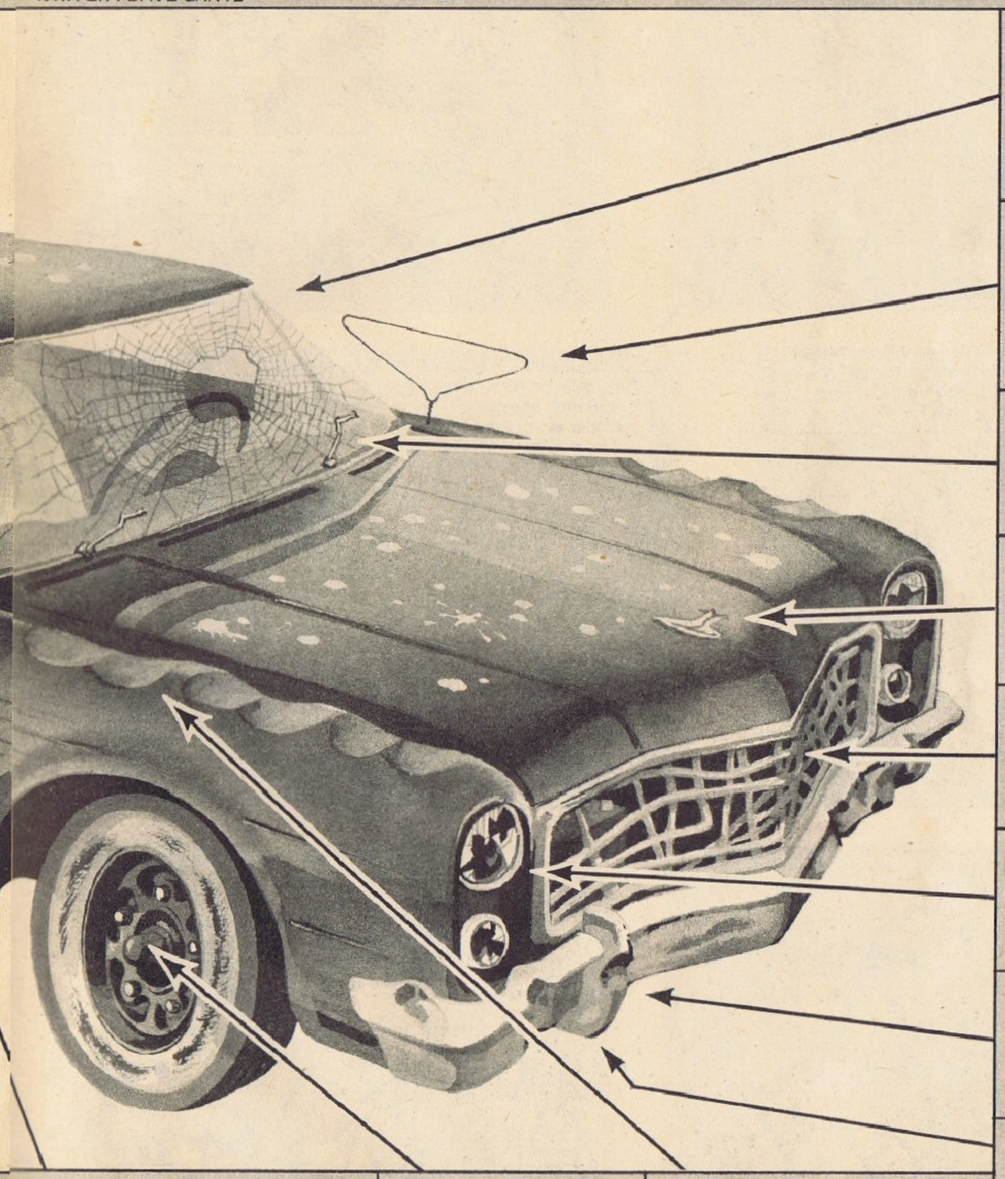
Unique hood ornament specially designed to look "broken off."

Radiator grill with asymetric design that masks further abuses.

Dummy broken headlights are actually covers for recessed real headlights.

Pre-scratched, bent and dented front and rear bumpers.

Engine compartment holds cheap dummy battery for stealing. Real battery is inside car under seat.



Pre-scraped, blackened and rubbed white walls, optional at extra cost.

Cleverly-imprinted vinyl material gives the impression that seat upholstery has been pre-slashed.

Customized fender and door scratches to thwart little kids with sharp instruments.

Dummy glove compartment with no door discourages thieves. Real one is located under floor rug.

Special hub caps with bolts-and-nuts design appear already stolen.

Pre-shaped caved-in fenders to accommodate kids who sit on cars in crowded neighborhoods.

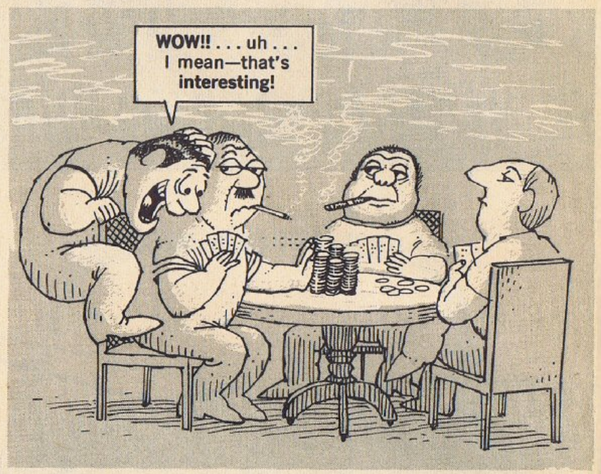
**TONGUE IN CHECK DEPT.**

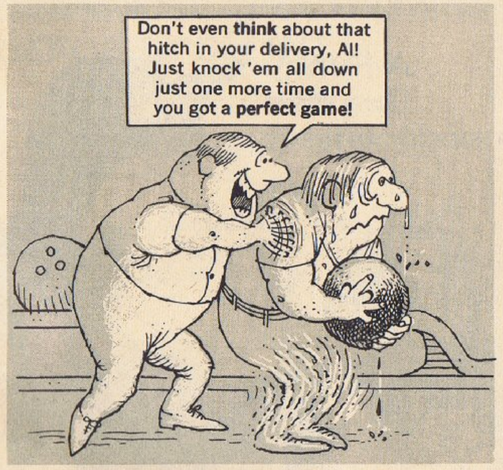
**We've already taken a look at clods who make antagonizing statements or bragging remarks—only to have their words later explode in their faces, prompting them to say, "Me And My Big Mouth!" Now let's take a look at clods who are WITH clods who make those antagonizing statements or bragging remarks, prompting them to say:**

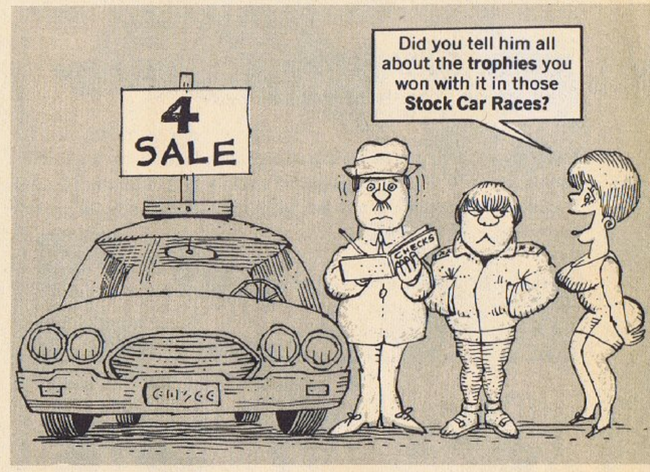
# You And Your Big Mouth!

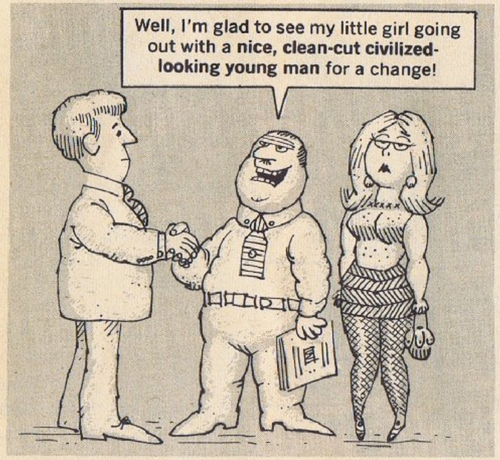
ARTIST: AL JAFFEE WRITER: DEAN NORMAN

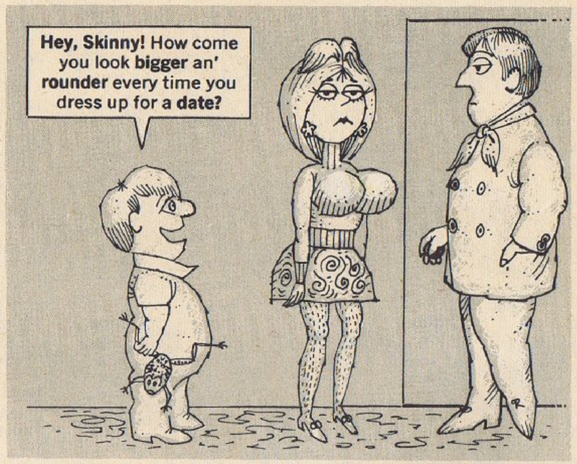


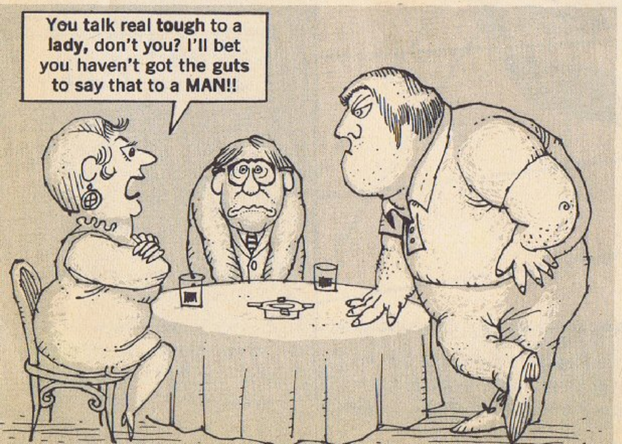



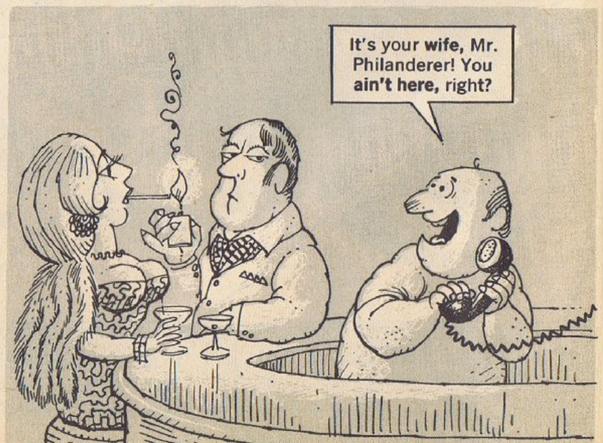







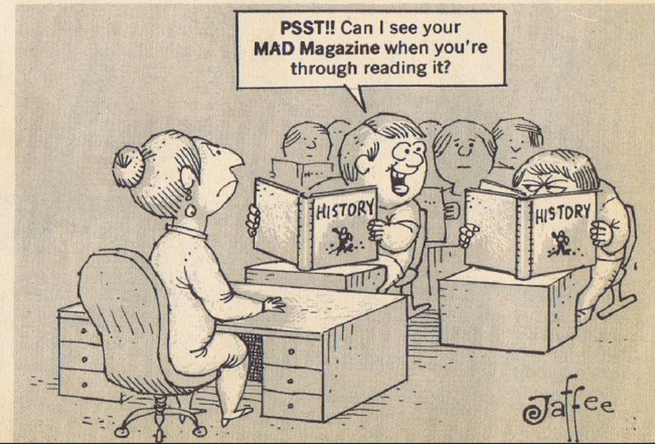








SAD TIDINGS DEPT.

# ANOTHER SICKENING COLLECTION OF...
# MAD GREETING CARDS

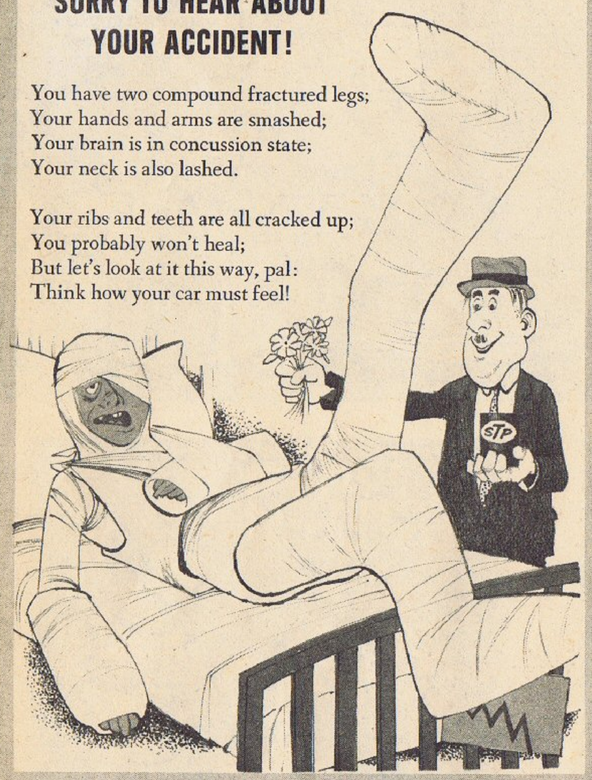
ARTIST: BOB CLARKE

WRITER: EARLE DOUD

## SORRY TO HEAR ABOUT YOUR ACCIDENT!

You have two compound fractured legs;
Your hands and arms are smashed;
Your brain is in concussion state;
Your neck is also lashed.

Your ribs and teeth are all cracked up;
You probably won't heal;
But let's look at it this way, pal:
Think how your car must feel!




## A Funny Surprise Announcement



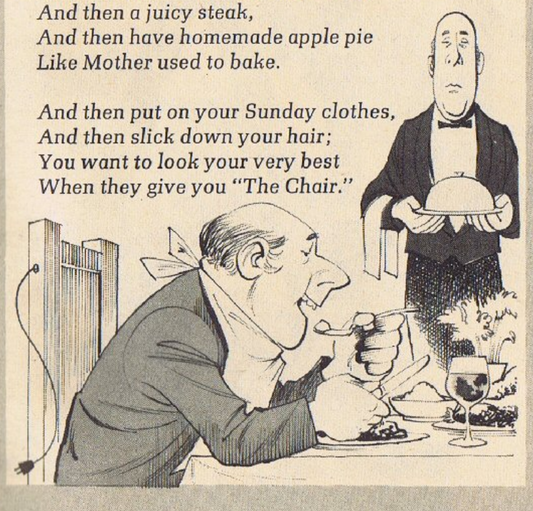
I love you, Mom! I love you, Pop!
I want to see you smile.
But I am only twelve years old—
Too young to walk the aisle.

And so, to make you laugh out loud—
Instead of getting riled,
I'm sending this cute greeting card
To tell you I'm with child.

## BEFORE YOU GO...

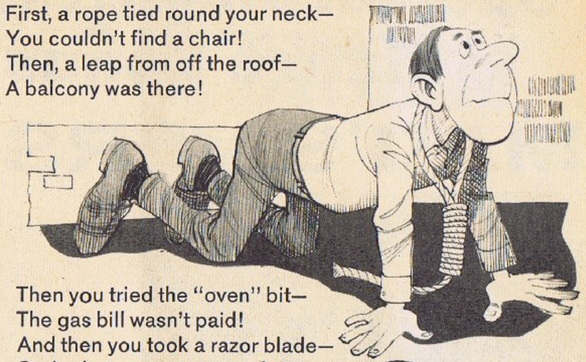
*Have a drink . . . and then have two,*
*And then a juicy steak,*
*And then have homemade apple pie*
*Like Mother used to bake.*

*And then put on your Sunday clothes,*
*And then slick down your hair;*
*You want to look your very best*
*When they give you "The Chair."*



## To Someone In Need Of Help

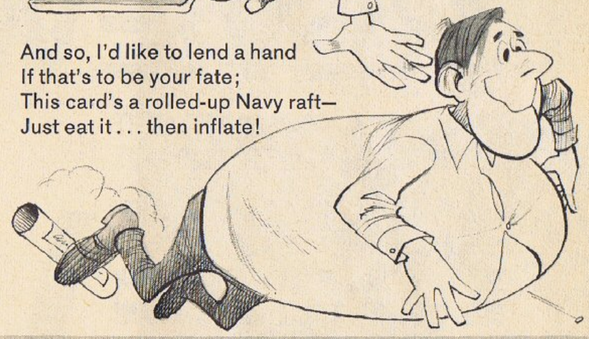
First, a rope tied round your neck—
You couldn't find a chair!
Then, a leap from off the roof—
A balcony was there!



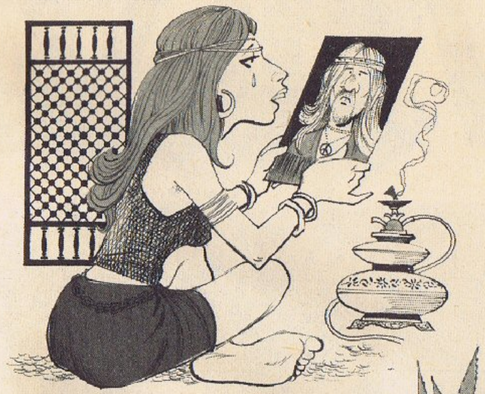
Then you tried the "oven" bit—
The gas bill wasn't paid!
And then you took a razor blade—
Gad, what a mess you made!



And so, I'd like to lend a hand
If that's to be your fate;
This card's a rolled-up Navy raft—
Just eat it . . . then inflate!

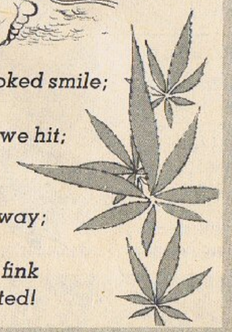


## Now That You're Gone...



*Your flowing hair, your crooked smile;*
*I loved you, dear . . . a lot!*
*The trips we took, the highs we hit;*
*With LSD and pot.*

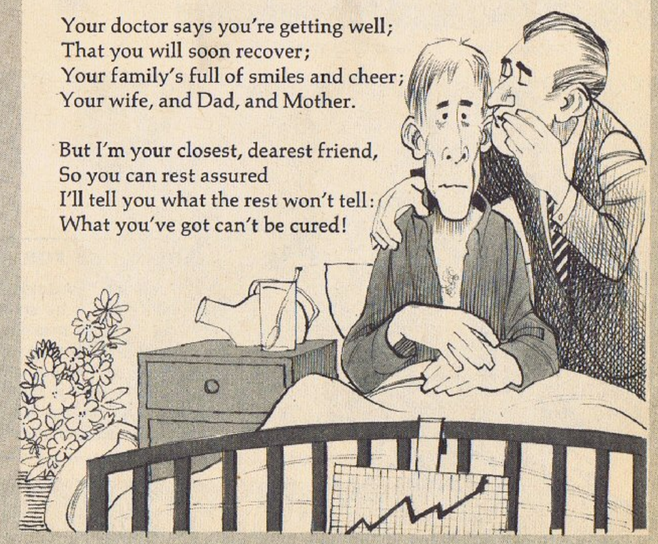
*I miss you since you went away;*
*I'm lonely and disgusted;*
*Sometimes I'm sorry I'm the fink*
*Who went and had you busted!*



## From A Real Pal

Your doctor says you're getting well;
That you will soon recover;
Your family's full of smiles and cheer;
Your wife, and Dad, and Mother.

But I'm your closest, dearest friend,
So you can rest assured
I'll tell you what the rest won't tell:
What you've got can't be cured!





## To A Soon-To-Be Ex-Wife

*You would not give me a divorce*
*Although I begged and pleaded,*
*And so I've sent this clever card*
*Because I've been mistreated.*

*The moment that you opened it,*
*You pricked your dainty finger,*
*But please don't worry, baby doll,*
*Because the pain won't linger.*

*It was, of course, a poisoned pin*
*That stung you like a bee!*
*And so, by now, I've got my wish:*
*You're dead . . . and I am free!*

# Here's Your Special Magazine Satire Bonus:



# MAD'S VERSION OF THE...

# TV GUISE FALL PREVIEW

1. YOU'LL GET A BIG KICK OUT OF IT WHEN YOU READ IT FOR YOURSELF!

2. YOU'LL GET A BIGGER KICK OUT OF IT WHEN YOU PUT IT NEAR YOUR TV SET AND FOOL YOUR FAMILY, YOUR FRIENDS AND THE TV REPAIRMAN!

3. YOU'LL GET THE BIGGEST KICK OUT OF IT WHEN THEY LEARN THEY'VE BEEN FOOLED! MAINLY, YOU'LL GET ONE IN THE SEAT OF YOUR PANTS!




**DIRECTIONS FOR REMOVING**

Your copy of "TV Guise Fall Preview" is held in place by some glue along its spine which makes it practically impossible to remove without tearing the thing to shreds. However, you might try working it back and forth until you've broken it away from the magazine, but we doubt if it'll work!

**RIGHT ON! DEPT.**

Vice-President Agnew, John and Martha Mitchell, and other Conservatives of their ilk have repeatedly expressed dissatisfaction with certain elements of our American Society. In fact, it seems to us that

# THE CONSERVATIVE DREAM
# Is A Country Where...

WRITER: LOU SILVERSTONE
RESEARCHED BY: MAX BRANDEL
PHOTOS BY WIDE WORLD & U.P.I.



**. . . there are no hippies, no beards and no longhairs!**




**. . . there are no strikes called by Organized Labor!**



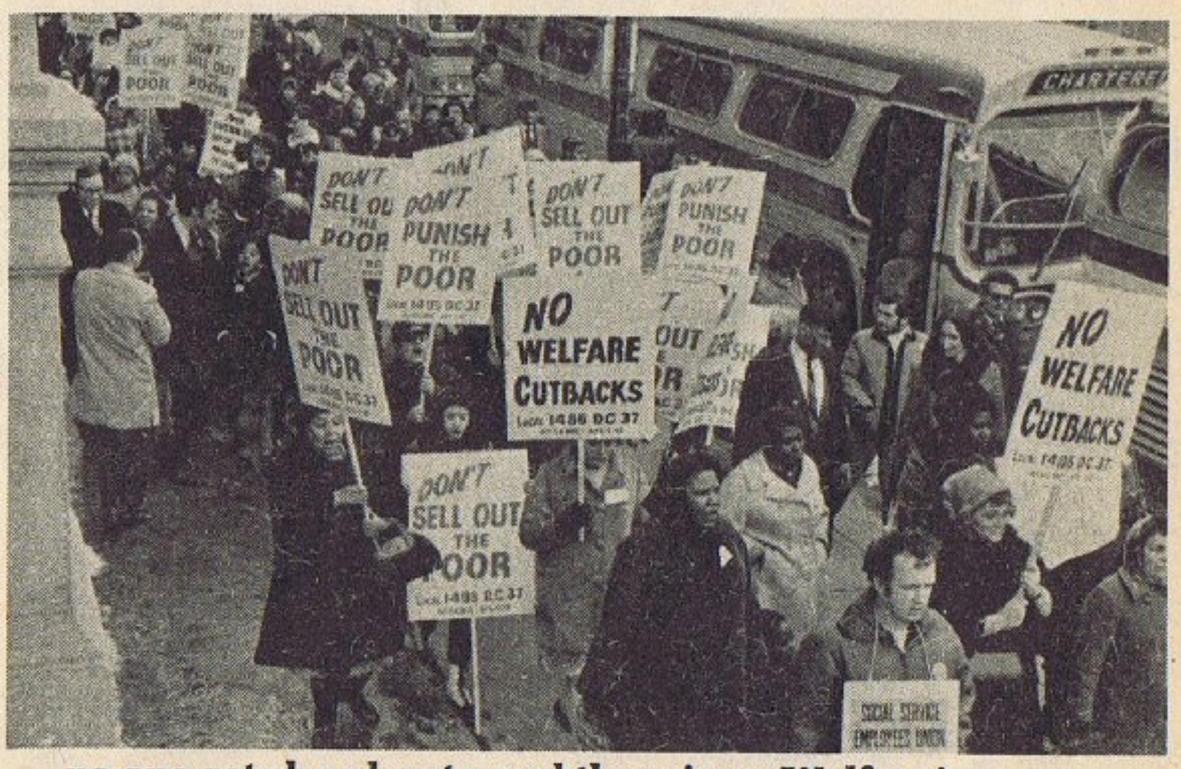
**. . . there are no student protests or demonstrations!**




**. . . the Press and TV never criticize the Government!**




**. . . the Legislature does what the Executive orders!**




**. . . no one gets hand-outs, and there is no Welfare!**

**WE KNOW IT'S HARD TO BELIEVE, BUT SUCH A PLACE REALLY DOES EXIST...**

# IT'S A NIGHTMARE CALLED THE U.S.S.R.!

FORKED TONGUE DEPT.

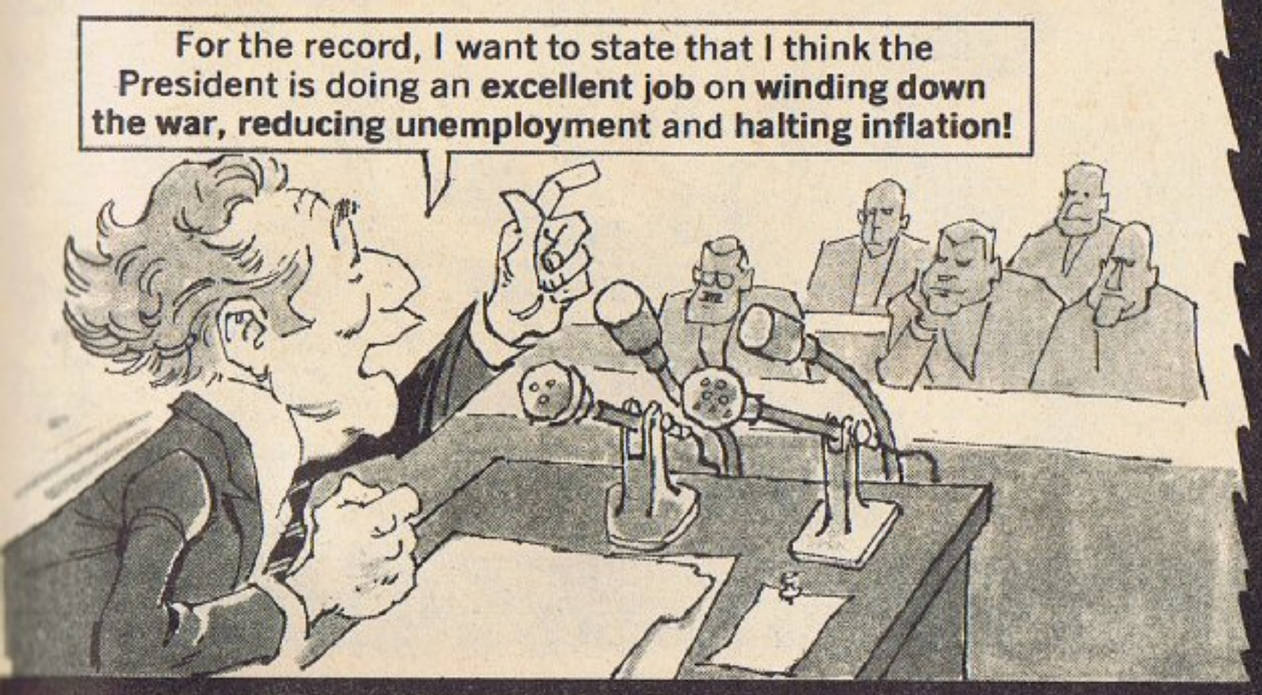
**Okay, gang...here we go with another fearless probe into the reliability of statements we read in our daily newspapers. Join us now for a MAD look at...**

# WHAT POLITICIANS SAY...

ARTIST: JACK RICKARD

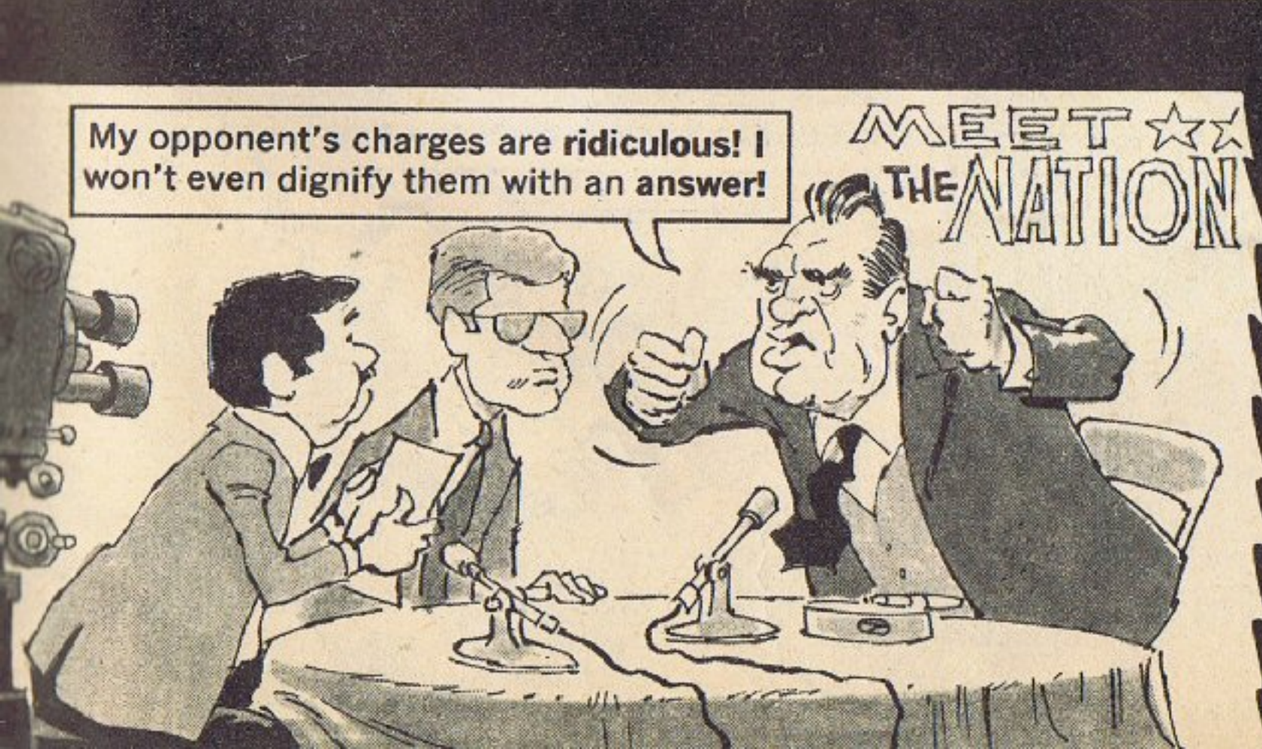
WRITER: LOU SILVERSTONE

## ...IN PUBLIC...

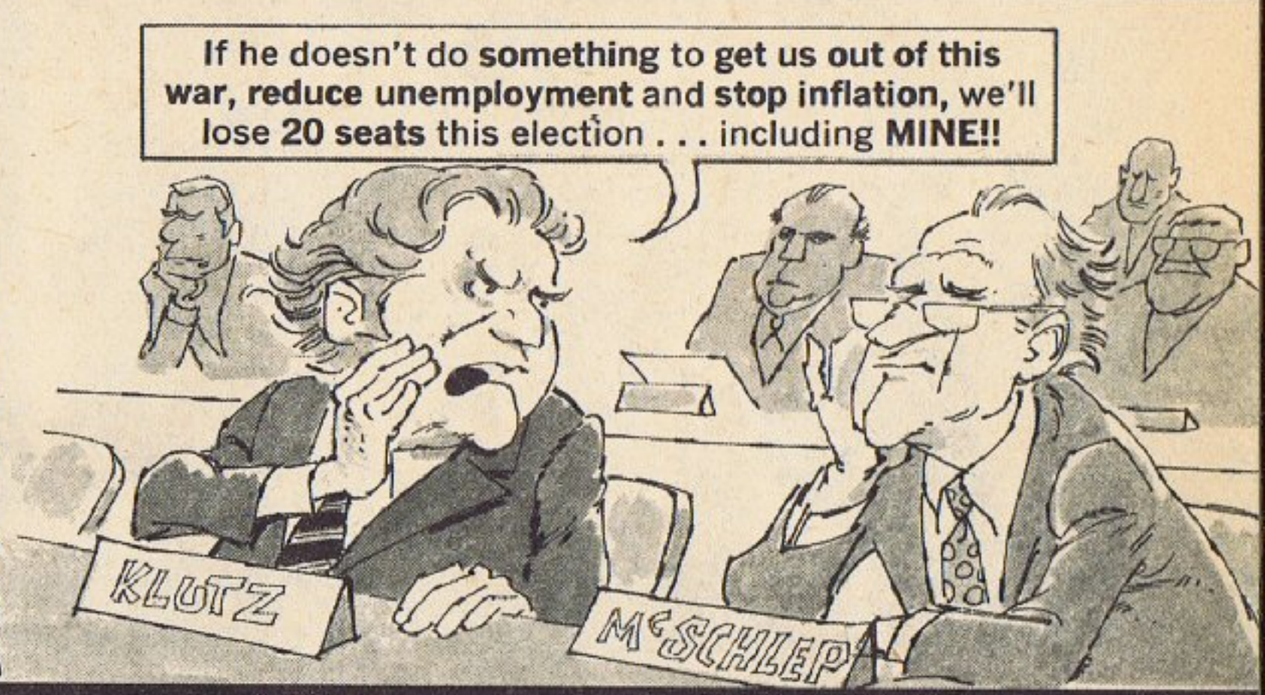


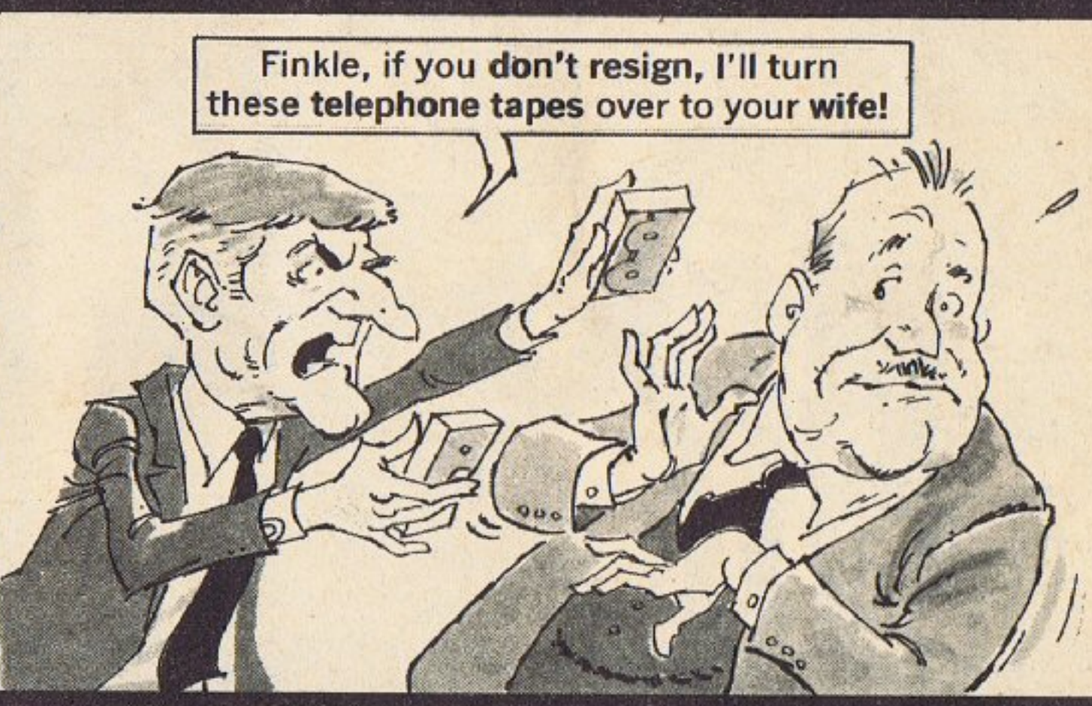


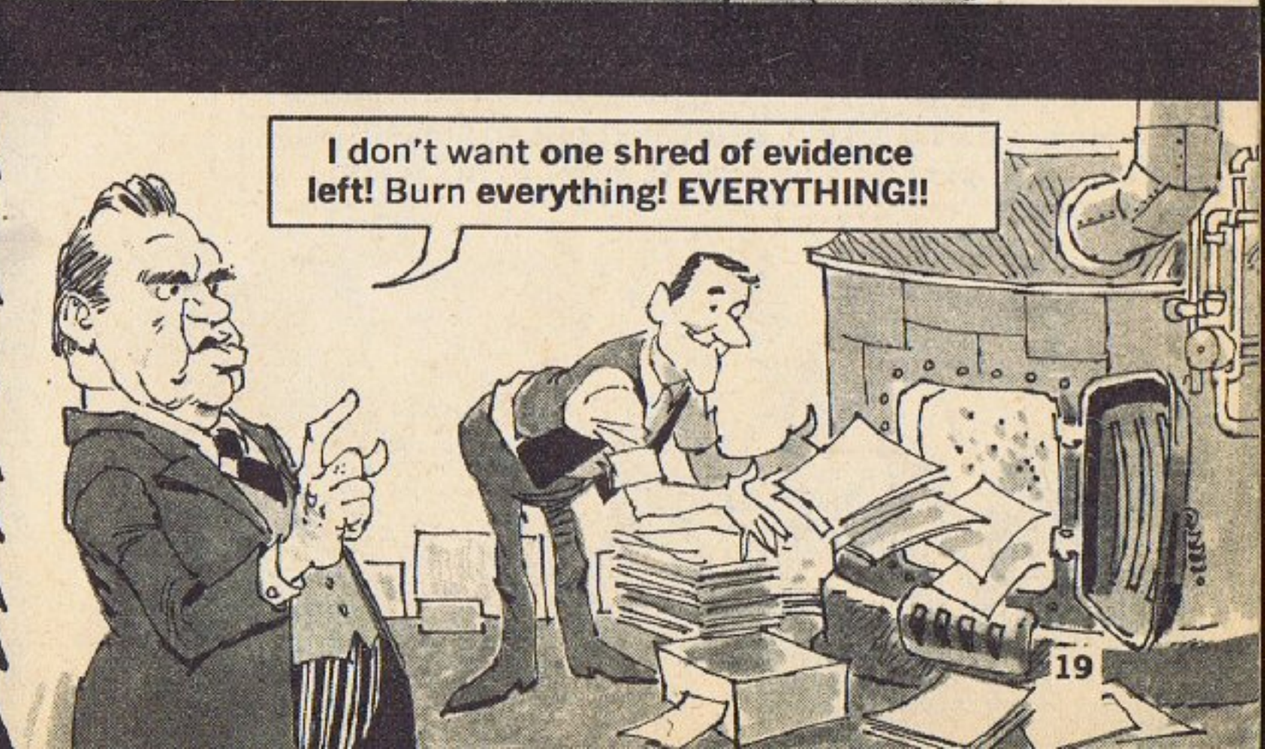





## AND IN PRIVATE



# ...IN PUBLIC...

I will pick my team strictly on **ability,** without **regard** to **race, religion** or **ethnic background!**

I have sent a telegram to my opponent **congratulating** him on his victory, and assuring him that I will **help** him in **every way** as the **leader** of the **loyal opposition!**

VOTE

VOTE

I have decided **not** to seek **re-election** at this time for reasons of **ill health!**

DR. PHLEM

I'd like to introduce my **new Water Commissioner!** He's a **hardworking, dedicated public servant,** and I'm sure he'll be a **great asset** to my team!

# AND IN PRIVATE

The only way I can **win** this election is to have a **Spade,** a **Dago** and a **Yid** on my ticket!

Just let him make **one wrong move!** Just **ONE!** I'll stab that bum in the back the **first chance I get!**

SCHLOCK ELECTED MAYOR

With all this **terrible publicity,** I don't stand a **chance** of getting re-elected!

DAILY CRUD

MAYOR IN PAYOFF SCANDAL

**I know** he's an incompetent, lazy slob! But he's my **Brother-In-Law!!**

# ...IN PUBLIC...

I would like to **meet** my opponent **face-to-face** on **television** and **debate** the issues **publicly!**

I really **love** getting out and **meeting** all you people!

I intend to **sweep out City Hall,** and get all those **political hacks** and **cronies** off the public payroll!

I will go to **Red China** . . . and then I will go to **Soviet Russia** . . . and then I will go to . . .

# AND IN PRIVATE

I'm so far behind in the **polls** that I've got nothing to **lose** by a television debate!

I'll be glad when this election is **over** and I won't have to mingle with those **smelly mobs** for another four years!

I'll bring my **own** boys in to **take their place!**

I've got to do **SOMETHING** to get the public's mind off **unemployment** . . . and **inflation** . . . and . . .

HAH-MONICKER DEPT.

# MORE MAD NAMELIES

DESIGNED BY: MAX BRANDEL

RAQUEL WELCH

DR. SPOCK

CESAR CHAVEZ

Ja¢¢¢kie

ONA$$$$$$$$$IS

ART BUCHWALD

GOLDA MEIR

BARBRA STREISAND

WOODY ALLEN

UTHANT

POPE PAUL

NORMAN VINCENT PEALE

MAMS

peter max

J. EDGAR HOOVER

CHALDER

THE KKKK

MARTHA RAYE

NEAL ARMSTRONG

CASTRO

OU

MOSHE DAYAN

BOBBY CO SY

ARNOLD PALMER

JEAN CLAUDE KILLY

SADAT

JOHNNY CARSON

**ELECTORATE CIRCUS DEPT.**

**Since the real issues are rarely at stake, and the whole thing boils down to a popularity contest based on how well the candidates appeal to the voters on television, we could save a lot of time, trouble and money . . .**

# IF THE PRESIDENT

## were chosen like

# "Miss America"

ARTIST: JACK RICKARD

WRITER: EARLE DOUD

. . . and here is your **host** for this year's **"MR. PRESIDENT PAGEANT"** smiling **Bert Smirk . . .**

Thank you, ladies and gentlemen. Yes, tonight is the **big night . . .** the night these distinguished gentlemen behind me have **worked for** and **dreamed of . . .** the culmination of weeks of back-stabbing, conniving, palm-greasing, wheeling and dealing— all for the chance to get to this stage in order to win the coveted title of **"Mr. President" . . .**

I'm **Bert Smirk,** your **"Mr. President Pageant" host . . .** and it will be **my** pleasant task to **introduce** you to the hopefuls who will be doing their **"thing"** here tonight, and proving once again that, in America, **any** boy can grow up to become President!

Well . . . **ALMOST** any boy! **Right, Gene McCarthy?!**

**Right,** Bert!

And now, while our candidates go back-stage to prepare for the **"Bathing Suit Competition",** lets meet this year's panel of **Judges . . .**

First . . . Mr. **R. W. Boring,** President of the **"Boring Aircraft Company."** Good evening, Mr. Boring, and would you tell us— what are the **qualities** you look for when you are judging a President?

A President must be **forthright, honest, 100% American** . . . and promise to give my company **10 or 12 fat contracts** during the next four years!

Our second Judge is a leader in the Civil Rights Movement, and a distinguished entertainer . . . **Mr. Gregory Dick—**

A President must be **forthright and colored, honest and colored, 100% American and colored,** and if possible, he should **also** be a **Negro!**

**Our third Judge is from the world of motion pictures . . . the distinguished Academy Award-winning Producer . . . Mr. Otto Promiser—**

All of ze contestants vill be taken aboard mein **yacht** for a tour of ze **Caribbean,** und **me!** Zen, each girl vill be given a **contract** for one of mein next Academy Avard-vinning films, und a **key** to—

Uh . . . thank you, Otto— but that was **LAST** month's Pageant! I see the **steam** is still on your **glasses!**

And now, ladies and gentlemen . . . the moment you've all waited for— the **"Bathing Suit Competition"** . . .

From the state of Minnesota comes our **first** candidate, lovely **Hubert Horatio Humphrey** . . .

Mr. Humphrey is 5 ft. 9 in. tall, with a 38 in. waist. He has held several jobs . . . Mayor, U.S. Senator, Vice President . . .

. . . and Drug Store Clerk— a job he intends **to return to if he doesn't win** here tonight!

Now, our **second** candidate, from the great state of Alabama . . . charming **George Wallace** . . .

George attended Tuskegee Institute where he majored in **"Hate". He speaks** several languages— including **Southern!**

He is a **Karate expert,** and at one time was offered a **BLACK BELT** . . . which he **refused!**

Now, let's go up to the **Sponsor's Booth**—and a word from lovely **June Lockliver** . . .

Thank you, Bert! And I have here with me in the booth one of the most **exciting** candidates in this year's Pageant, **Gov. Nelson Rockefeller!**

Tell me, Governor . . . are you familiar with our marvelous product, **"Claire's Ol' Summer Blonde Hair Lightener and Conditioner and Beauty Set Shampoo"?**

Well, my **wife** uses it!

Can you tell us **WHY?**

Because it gives her hair that **natural look,** it gets rid of that **oily feeling,** and I **own** the company that **makes it!**

Thank you, Sir—and good luck tonight! Now, back to Bert—

Thank you, June! Incidentally, tonight's winner will be given his own **house,** his own **plane,** his own **boat,** and his own **war**—all of which he may enjoy **free** for the next four years!

And now, for the **"Talent"** part of our "Mr. President Pageant"—

First, from the great state of New York—**Mr. Richard Milhous!**

**Sorry** about that! Tell us . . . what are you going to do for us, Dick?

Well, I'm going to **lower taxes, end the war, solve the poverty pr—**

**Nixon!** . . . Richard Milhous **NIXON!**

No, I mean for the **"Talent"** part of the show tonight!

Oh, I'm going to do the **aria** from the opera, **"Pagliacci"!**

Great! Here, singing the aria from **"Pagliacci"** is Richard Milhous Ni—

No, I **don't SING!** I just do the **crying parts!**





Wonderful! And now . . . representing the state of California— **Gov. Ronald Reagan . . .**

I suppose a lot of people **kid** you about having the **same name** as the old **movie star,** eh, Ronnie?

**I AM** the old movie star, **Bert!**

How about **that,** folks? He **IS** the old movie star! What are **you** going to do for **us** tonight?

I'm going to **tap dance** down into the audience, showing only my **right side**—which is my **good** side—and **sign autographs** while film clips of my old **love scenes** are projected up on the stage!



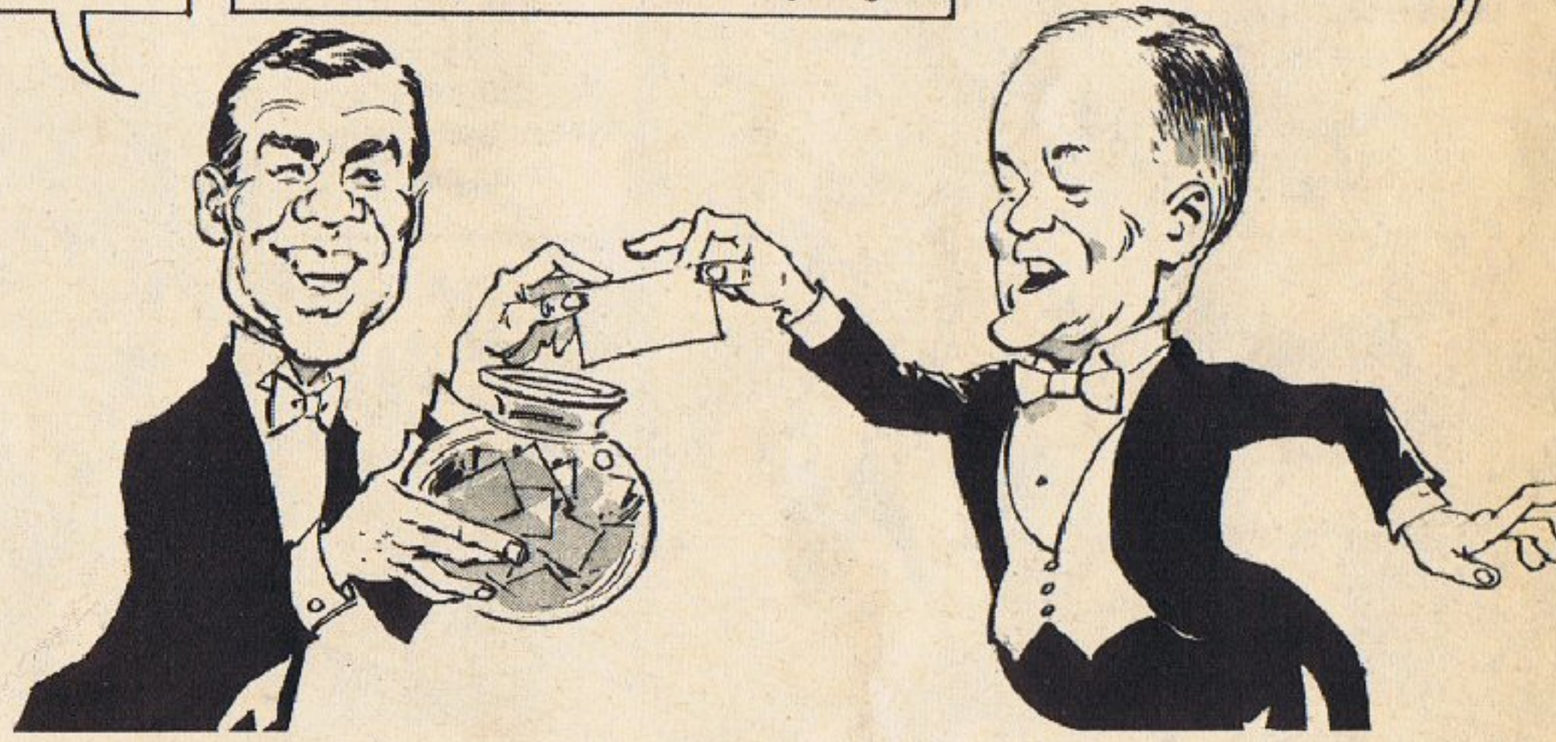


**Great,** Ronnie! And now, ladies and gentlemen— the **"Ad Lib"** portion of our program . . .

Each finalist must answer a **question** picked from this bowl. He has not seen the question **before,** and he only has **five seconds** to think about his **answer!** And now, ready to pick his question— here once again is **Hubert Humphrey . . .**

Well, it is **my firm belief . . .**

**Hold it,** Hubert! Pick the question **FIRST— THEN** give your answer!



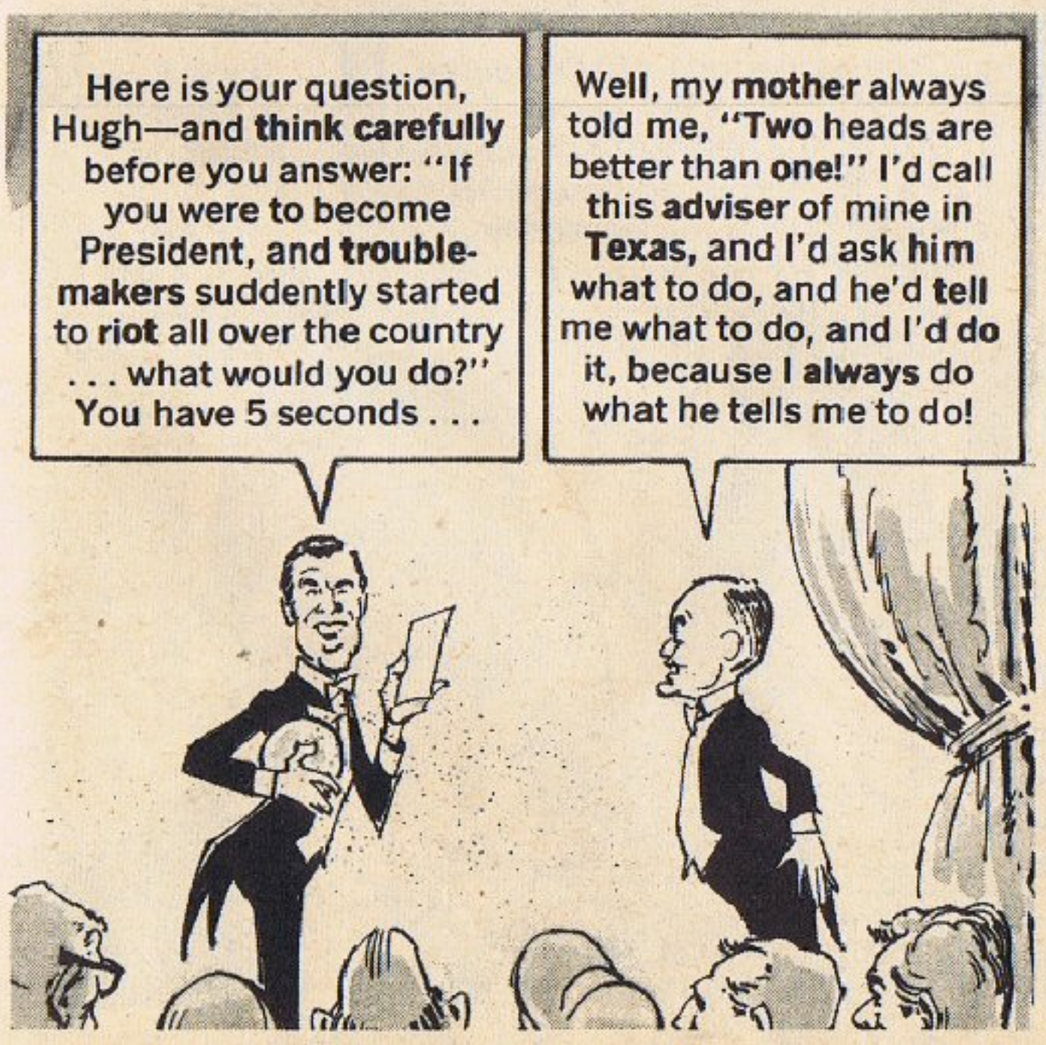
Here is your question, Hugh—and **think carefully** before you answer: "If you were to become President, and **trouble-makers** suddenly started to **riot** all over the country . . . what would you do?" You have 5 seconds . . .

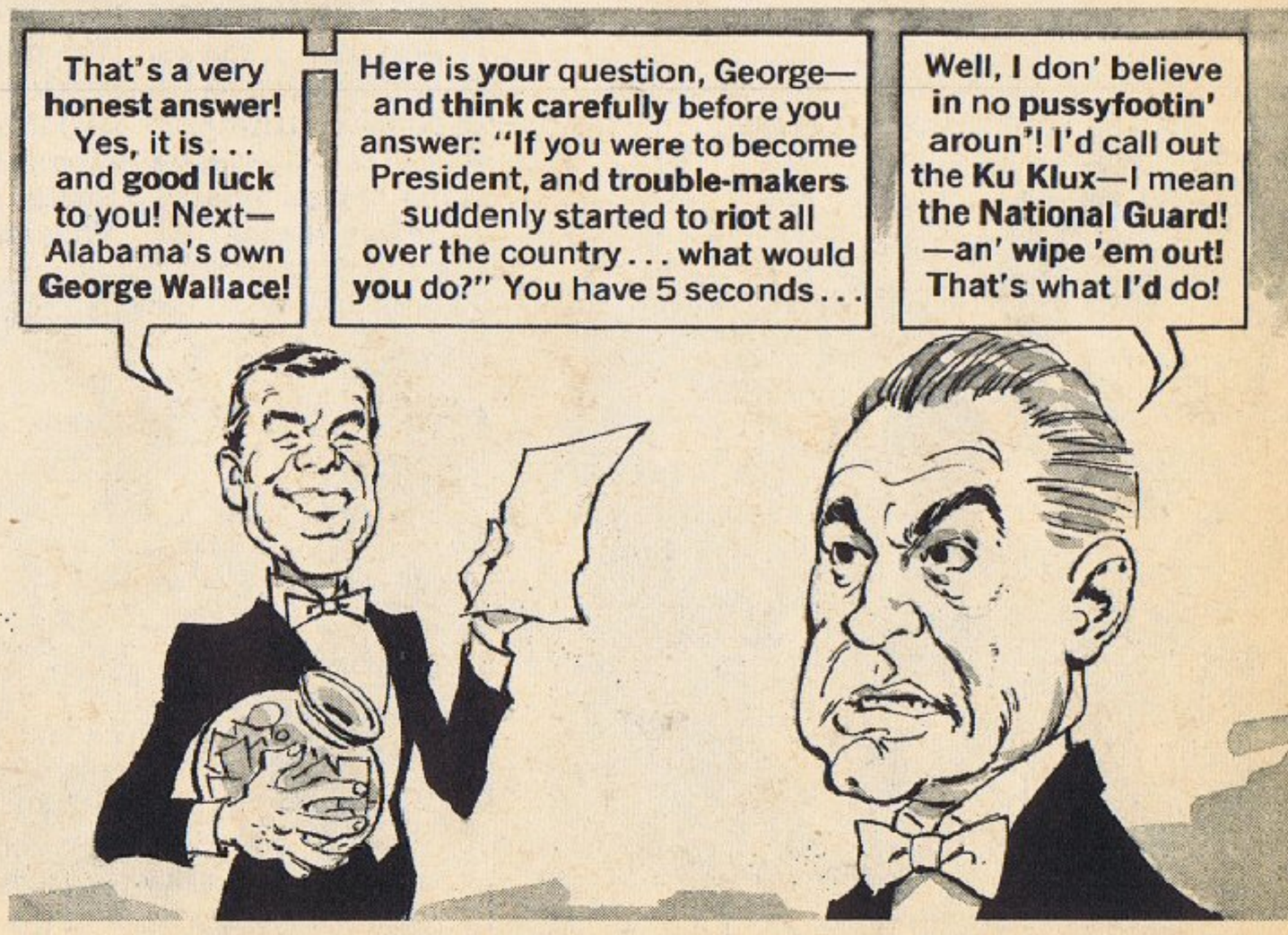
Well, my **mother** always told me, **"Two** heads are better than **one!"** I'd call this **adviser** of mine in **Texas,** and I'd ask **him** what to do, and he'd **tell** me what to do, and I'd **do** it, because **I always** do what he tells me to do!

That's a very **honest answer!** Yes, it is . . . and **good luck** to you! Next— Alabama's own **George Wallace!**

Here is **your** question, George— and **think carefully** before you answer: "If you were to become President, and **trouble-makers** suddenly started to **riot** all over the country . . . what would **you** do?" You have 5 seconds . . .

Well, I don' believe in no **pussyfootin'** aroun'! I'd call out the **Ku Klux**—I mean the **National Guard!** —an' **wipe 'em out!** That's what **I'd** do!





A straight-forward answer! Yes, sir! Good luck! And now, Gov. Reagan!

Here is your question, Ronnie—and think carefully before you answer: "If you were to become President, and trouble-makers suddenly started to riot all over the country . . . what would you do?" You have 5 seconds . . .

I can't answer that question!

Why not, Governor?

Because if I were President, that just wouldn't ever happen!

All right! Fine! I'll accept that! A very different answer—but a good one!

And now, Richard Milhous Nixon . . .

Somebody stole my dress suit, and I don't think it's funny at all!

Okay, here is your question, Dick: "If you were to become President, and trouble-makers suddenly started to riot all over the country . . . what would you do?" Five seconds . . .

Maybe it's funny to some of you guys back there—hiding my dress suit like that—but I don't think so! If I don't get it back fast, I'm going to report you! And don't think I don't know who you are!!

Okay, fine! Time's up! Good luck, Dick! And now . . . up to the booth and lovely June Lockliver—with an interesting interview!

Thank you, Bert! I'm here with the last winner of the "Mr. President Pageant" . . . Lyndon Baines Johnson! Tell us, Lyndon, did being "Mr. President" for the past four years benefit you in any way?

It certainly did, June! For one thing, Ah got both mah daughters married off—somethin' Ah never would've been able t' do if Ah hadn't been "Mr. President"! An' mah wife an' Ah visited fifty-four countries! We never would've done THAT!

And what would you say was the one greatest contribution you made during your 4 years as "Mr. President"?

And now . . . the moment you've all been waiting for! May I have the Judges' final tallies, please?

The third runner-up is . . . from Alabama . . . George C. Wallace!!

Congratulations, sir! Of course, there'll be a job waiting for you in Washington! All finalists and their family and their friends will be put on the Government's payroll for the next four years!

I want J. Edgar Hoover's job! Just give me Hoover's job!

The **second runner-up . . .** from Minnesota . . . is **Hubert Horatio Humphrey!** Congratulations, Hubert!

And tell us— what job do **YOU** want in Washington?

I'll take **anything!** Just tell me what you want me to **do** and I'll **do** it!

And the **first runner up . . .** from the great state of **Maryland . . . SPIRO AGNEW!**

**Who? ?** Who'd he say? ?

I think he said **Spyros Skouras!**

What's **"Agnew"?**

I dunno! What's Agnew with **you?**

And that, of course, means that the **winner** of the "Mr. President Pageant" . . . and the **new Chief Executive of the United States** is New York's **Richard M. Nixon!**

I'll bet it was **YOU** who stole my dress suit! Well, **I'll get even,** Bert— **You'll** see . . .

I'll have your **Federal Income Tax Reports** examined with a **fine-toothed comb!** You'll see!

This must be a very **thrilling moment** for you, "Mr. President"!

I was **always** confident that I'd win! It comes as **no surprise** to me! **They** thought they could make me look **ridiculous,** but they were **wrong!**

Well, **now** they're in for four years of **hell,** I'll tell you that! **I'll get even** with **all** of them! **You'll** see!

Anybody wanna **debate!** C'mon! I'll debate **anybody! !**

He's got a **marvelous sense of humor,** eh, folks? !

And now, as you take that long walk down the ramp, I crown you **"MR. PRESIDENT . . . RICHARD M. NIXON"! !**

**Walk?** You want me to **WALK** down that ramp? Where's my **fancy Presidential car? !**

*There he is . . . Mr. President! He is now . . . Our ideal!*

*Full of warmth . . . And tears . . . And sentiment . . .*

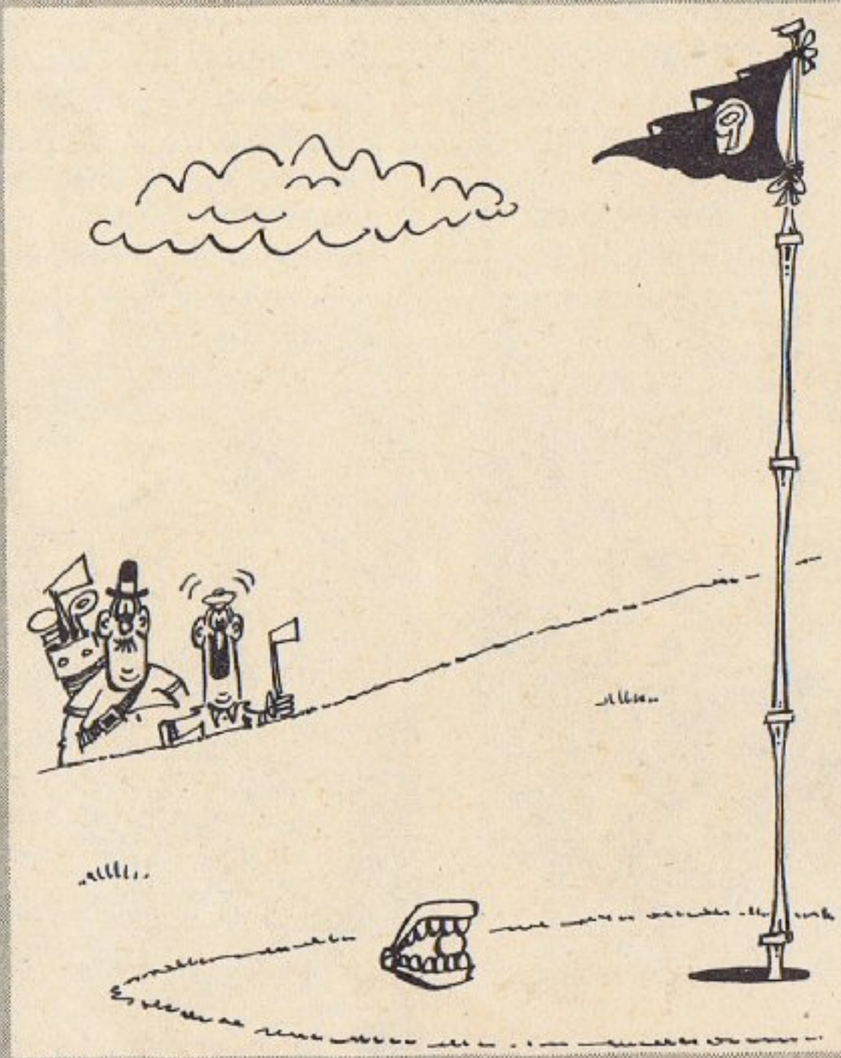
*Can you believe . . . That he's . . . For real? !*

DON MARTIN DEPT. PART I

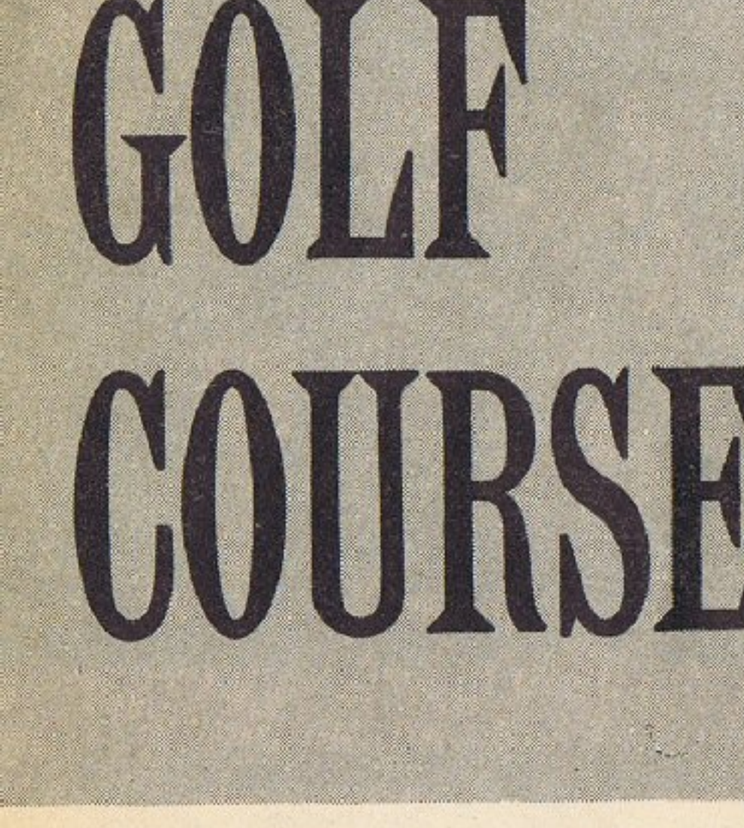
# DON MARTIN ON THE GOLF COURSE





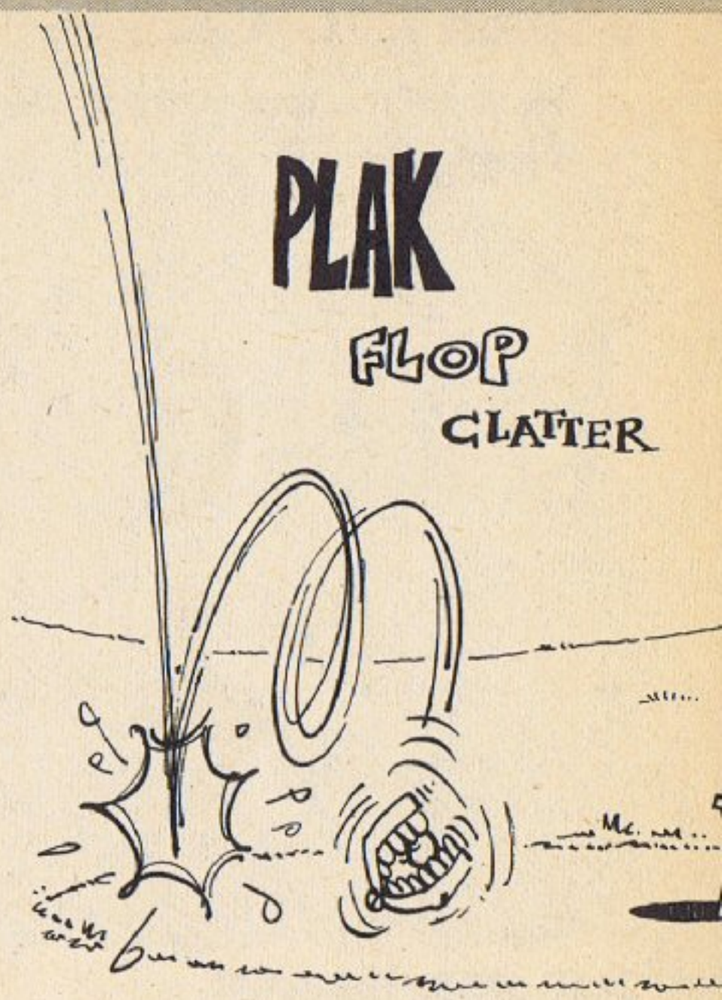





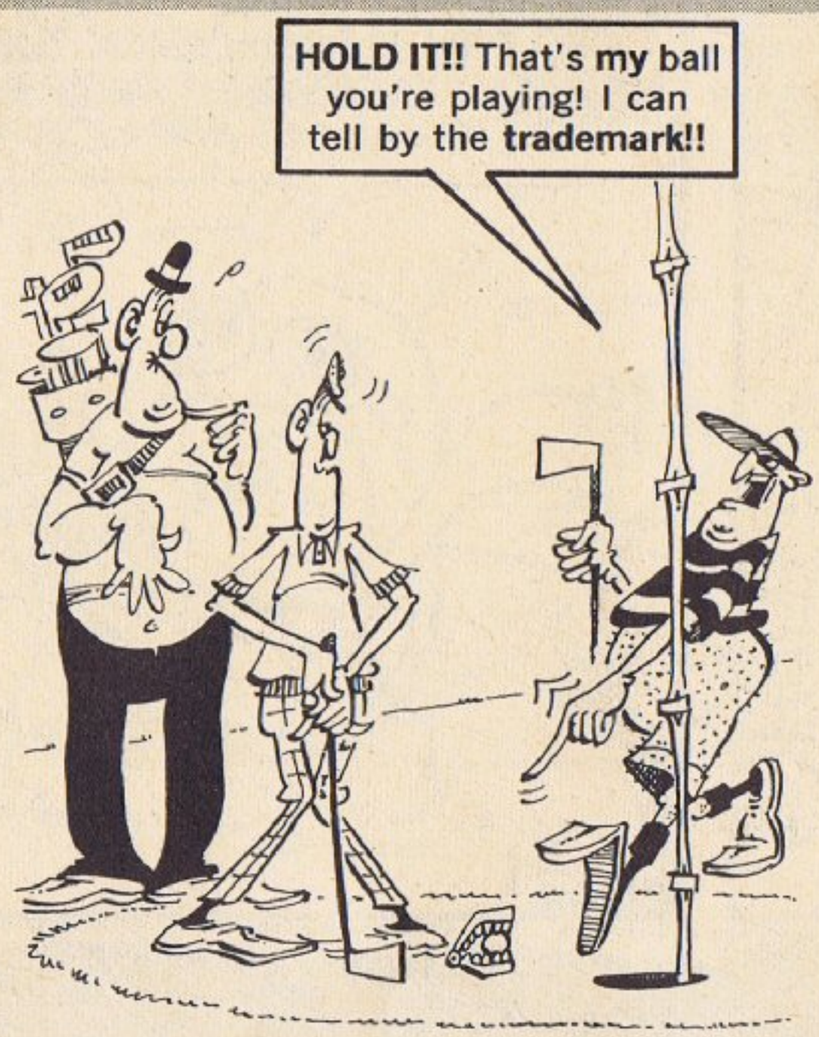



TOK


KLAK


PLAK
FLOP
CLATTER

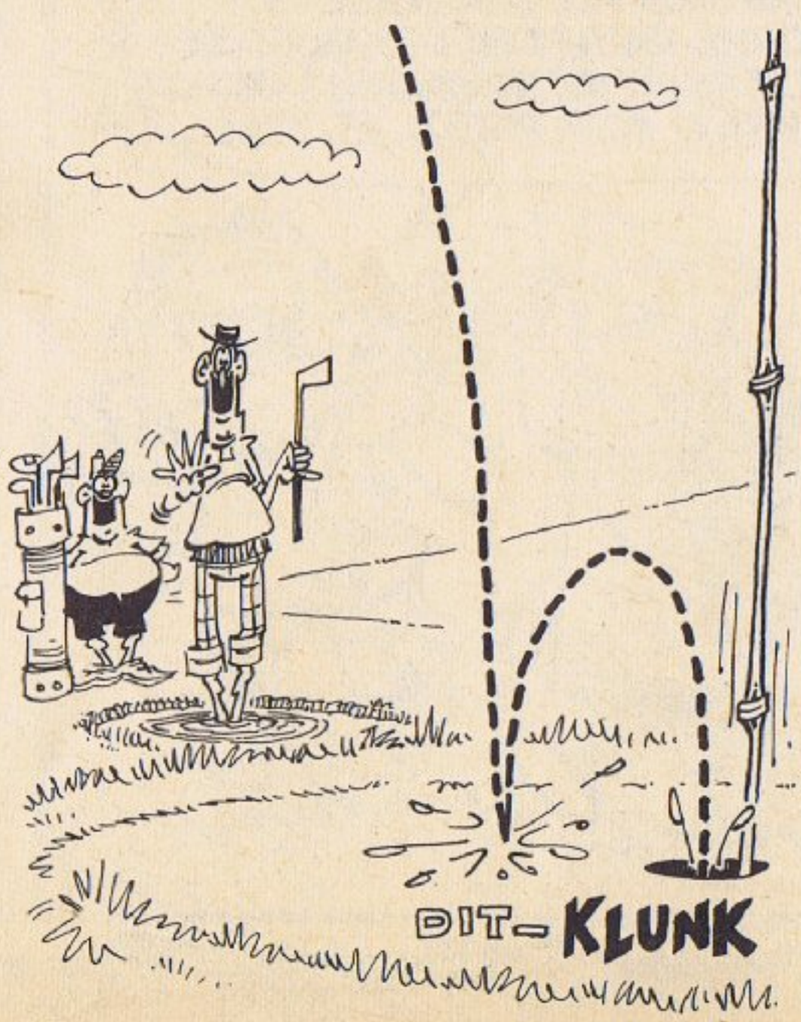


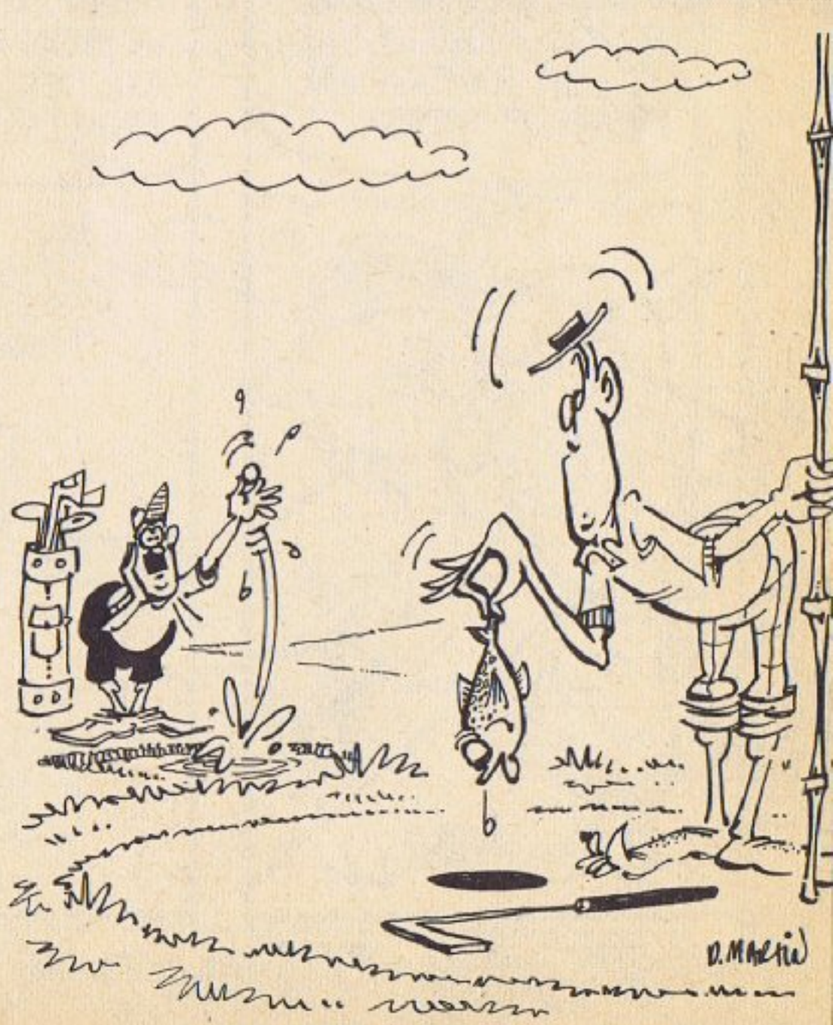

HOLD IT!! That's my ball you're playing! I can tell by the trademark!!


That must be yours . . . there in the sand trap!!




S-PLOOSH


DIT-KLUNK



HERR OF THE DOG DEPT.

A few issues back, MAD published some samples of a little-known early 1918 comic strip from the Hamburg Post-Dispatch which presented the other side of that epic struggle of World War I... mainly Snoopy's run-ins with The Red Baron. Now, in response to popular demand (and because the author knows we have relatives living in Germany), here are some

# Further Adventures Of The Red Baron

## OR "Security Ist Eine Grounded Beaglehundt"



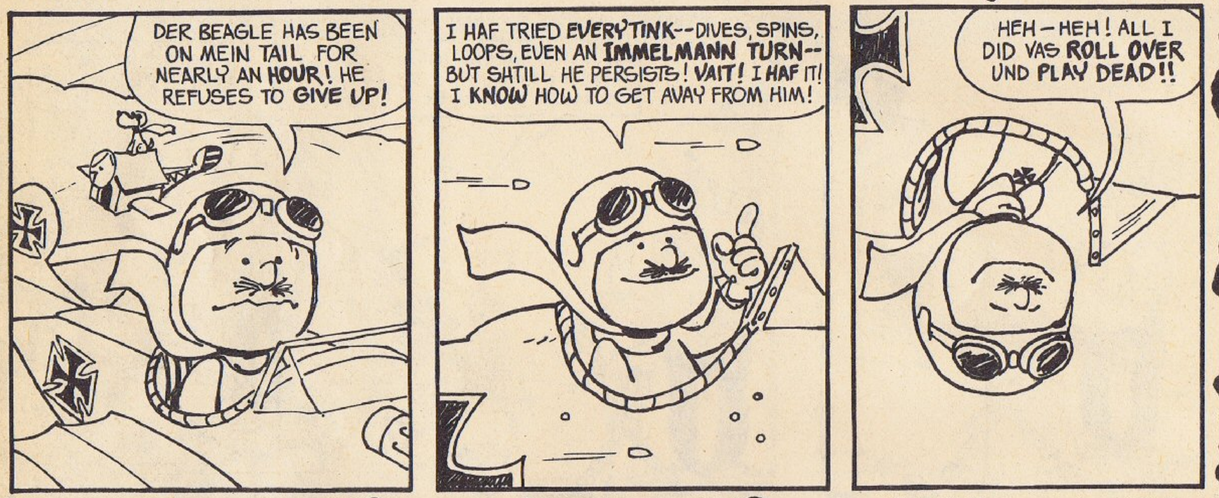



ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

THE RED BARON

by CARL SCHULTZ




THE RED BARON

by CARL SCHULTZ



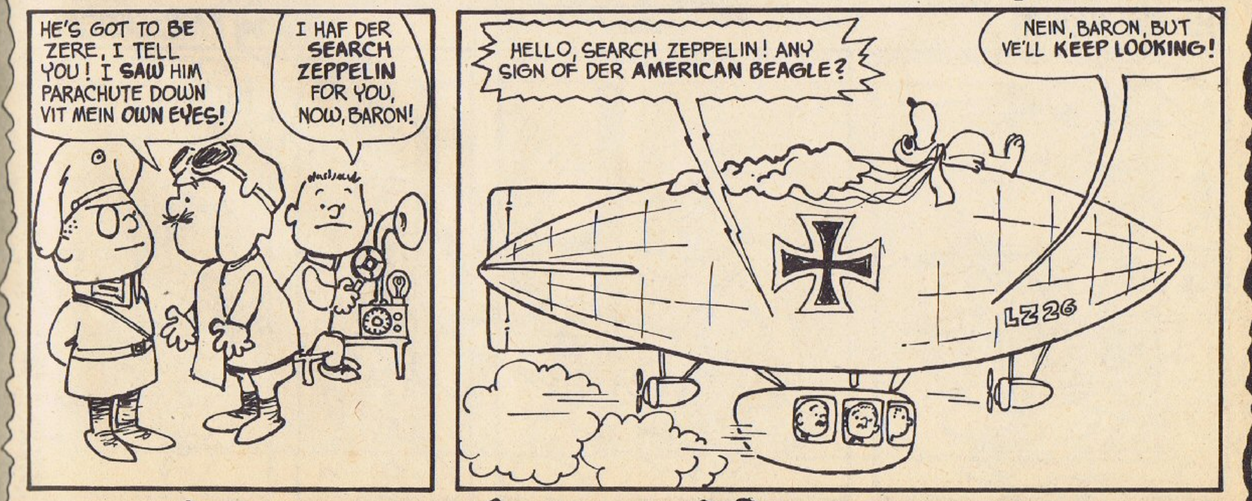

THE RED BARON

by CARL SCHULTZ



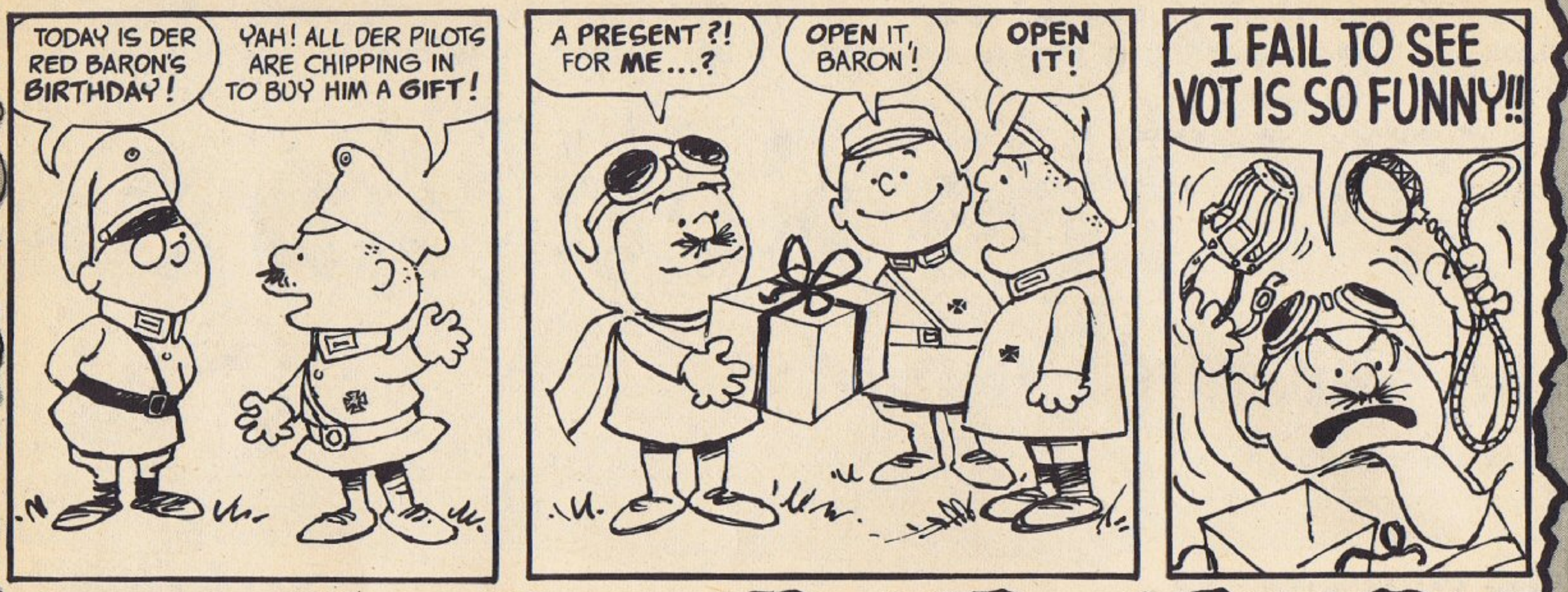

THE RED BARON

by CARL SCHULTZ



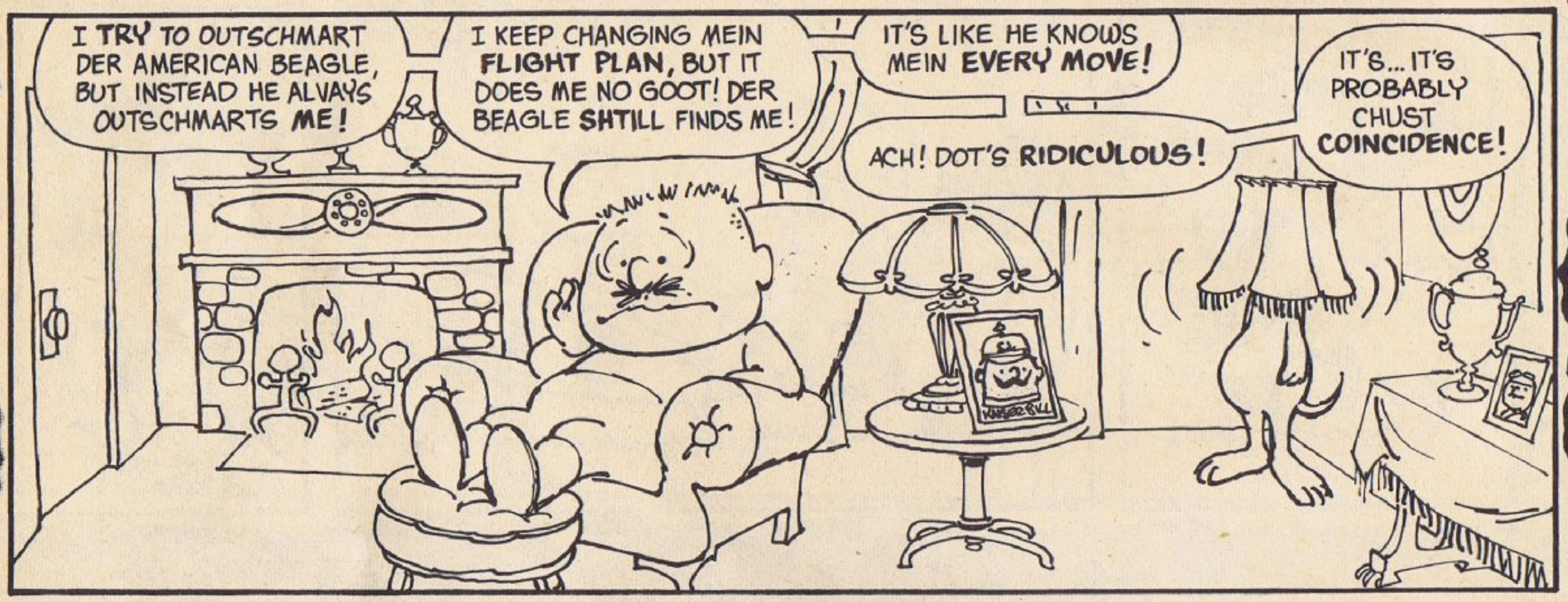
## THE RED BARON

by CARL SCHULTZ



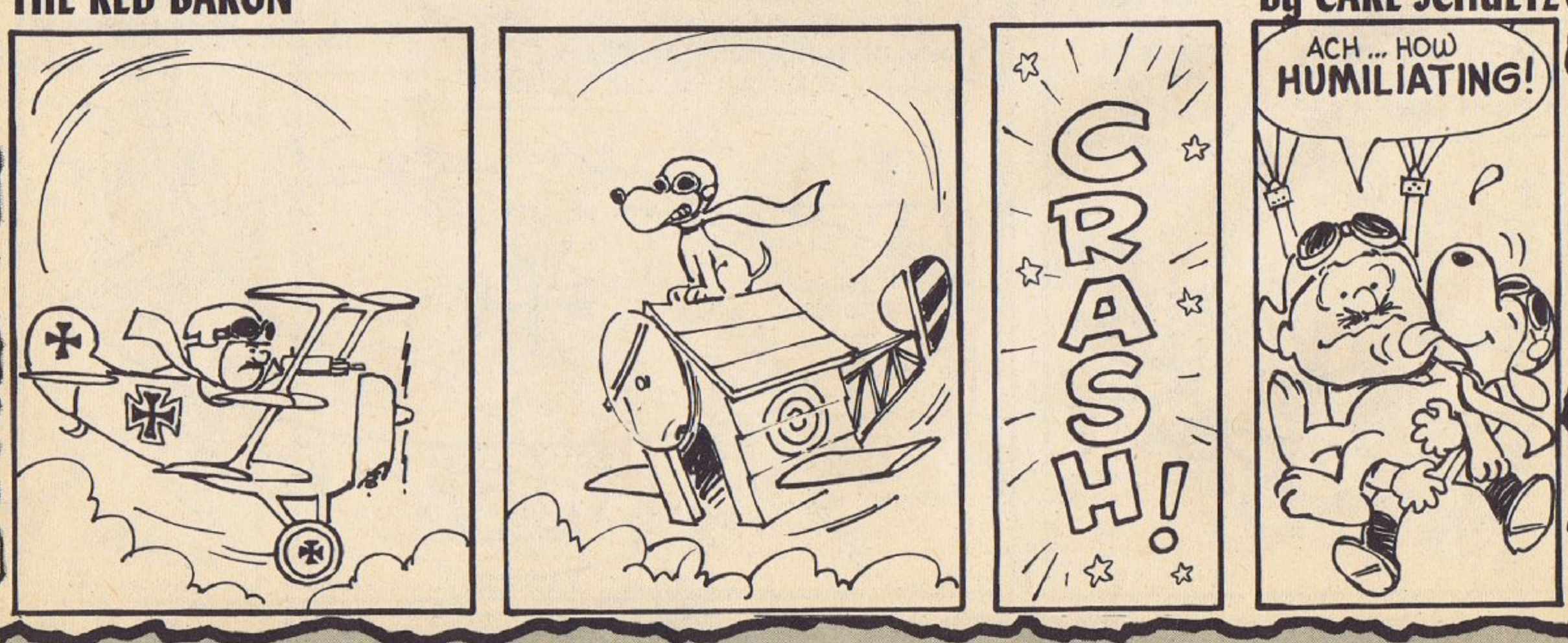

## THE RED BARON

by CARL SCHULTZ

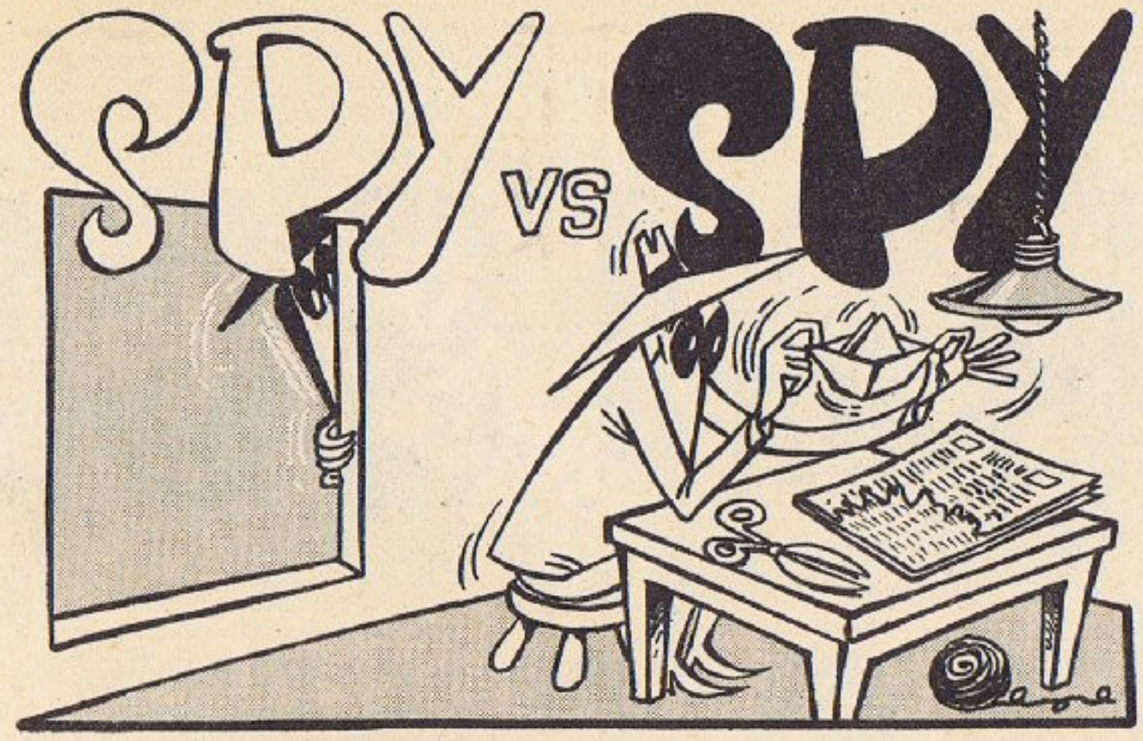


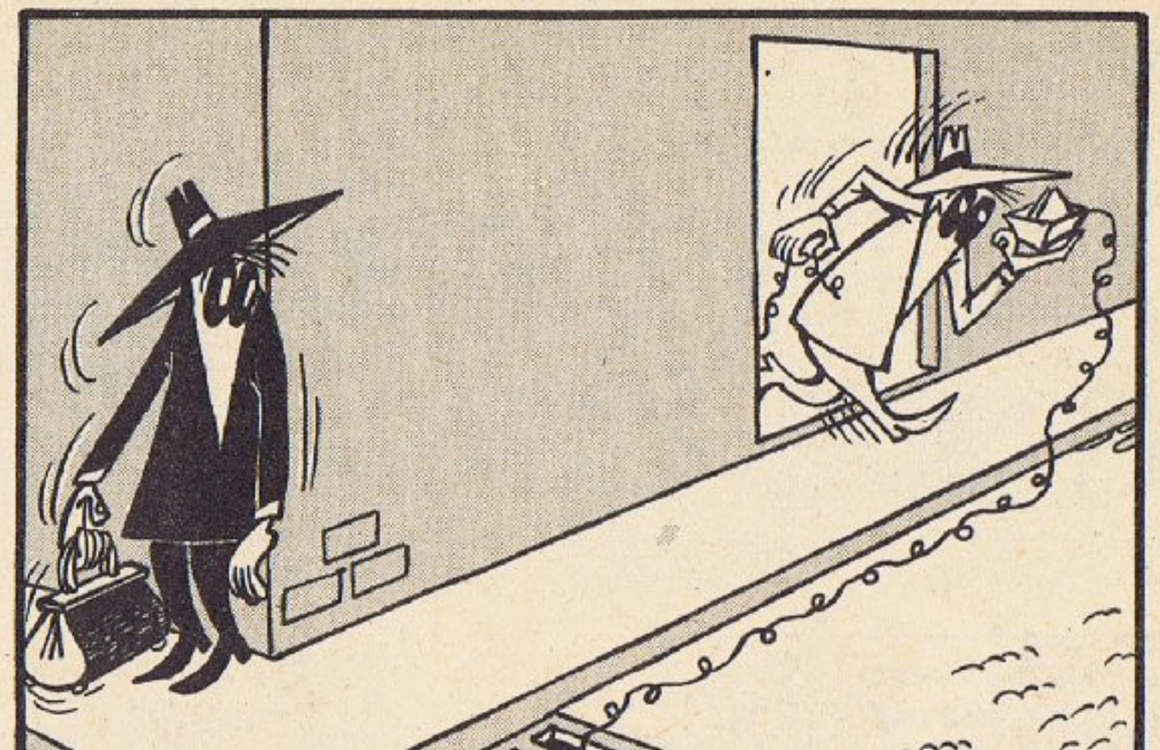

## THE RED BARON

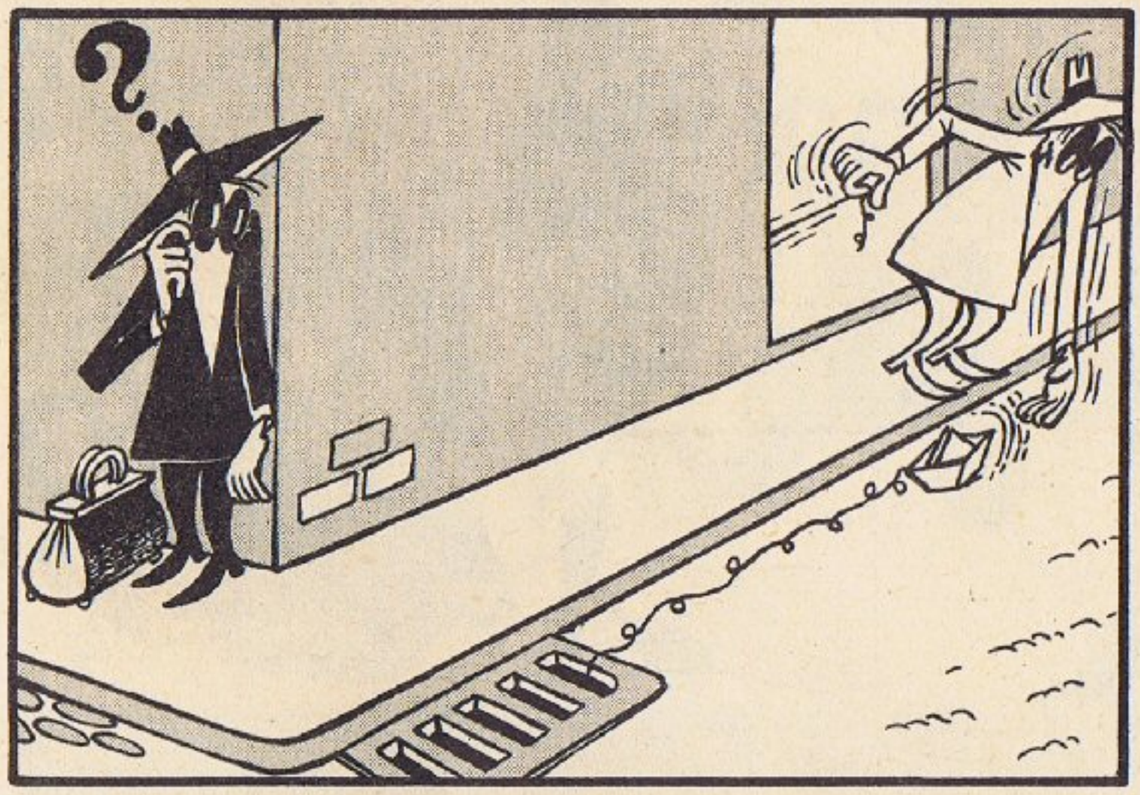
by CARL SCHULTZ

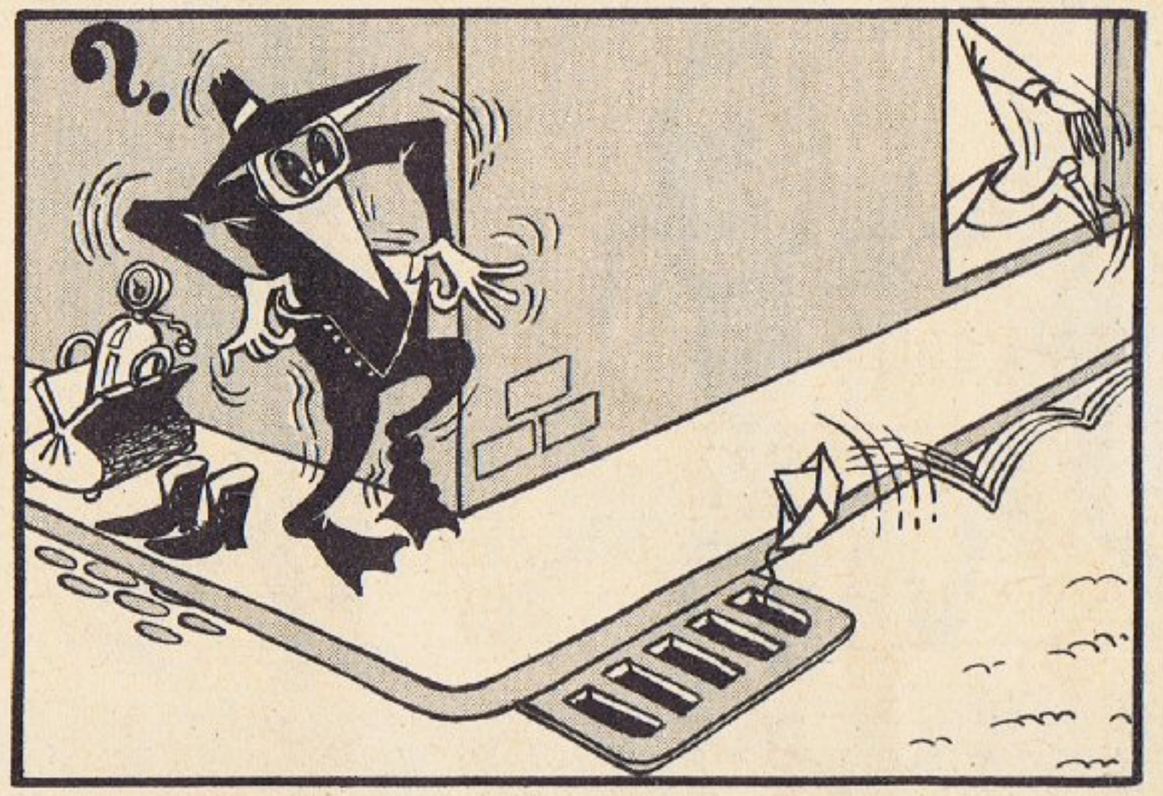


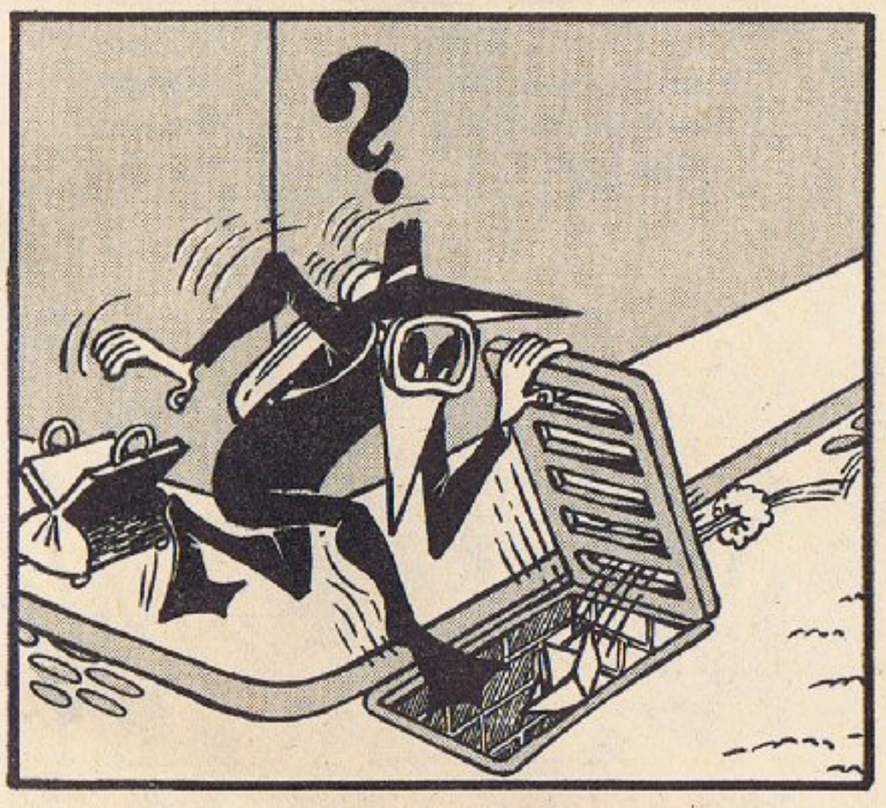
## JOKE AND DAGGER DEPT. PART I

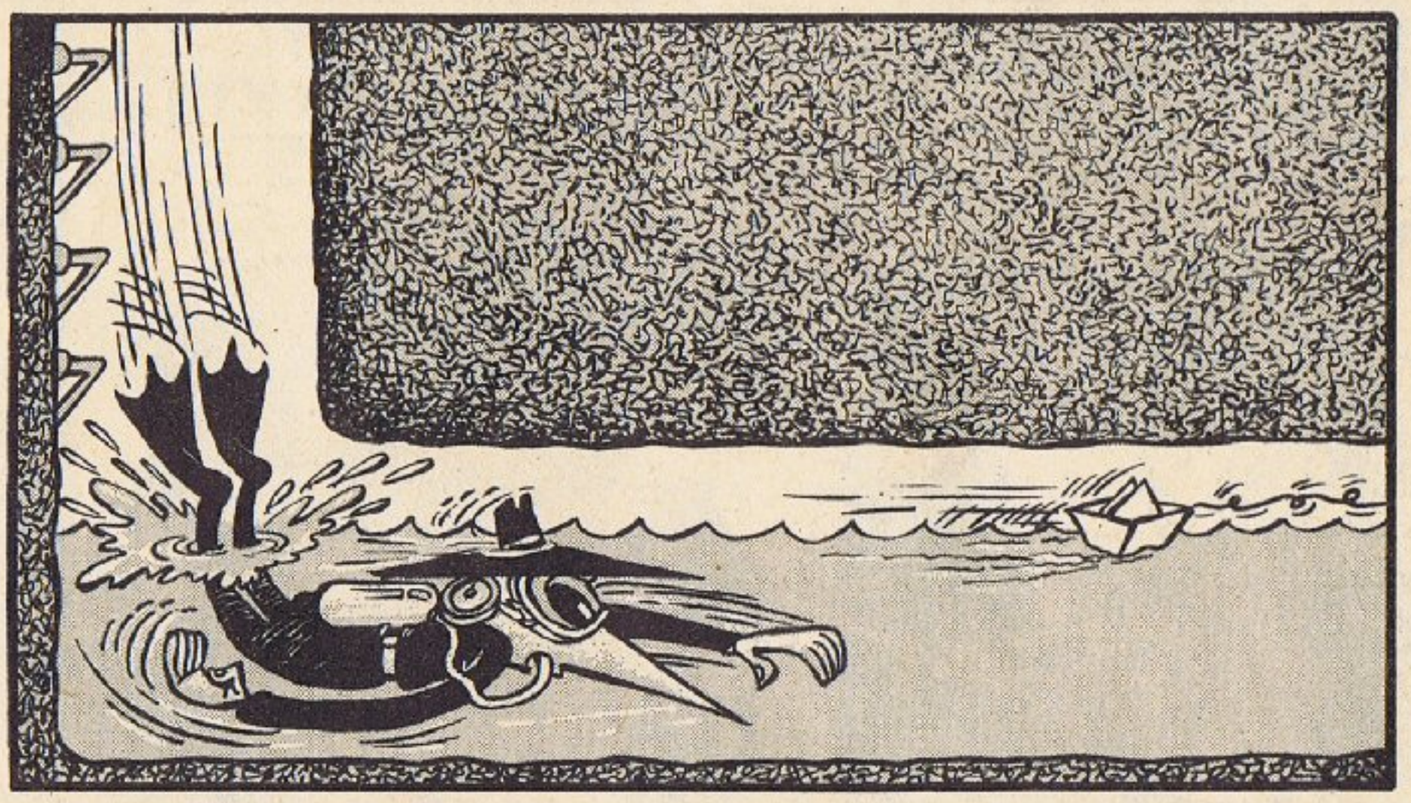




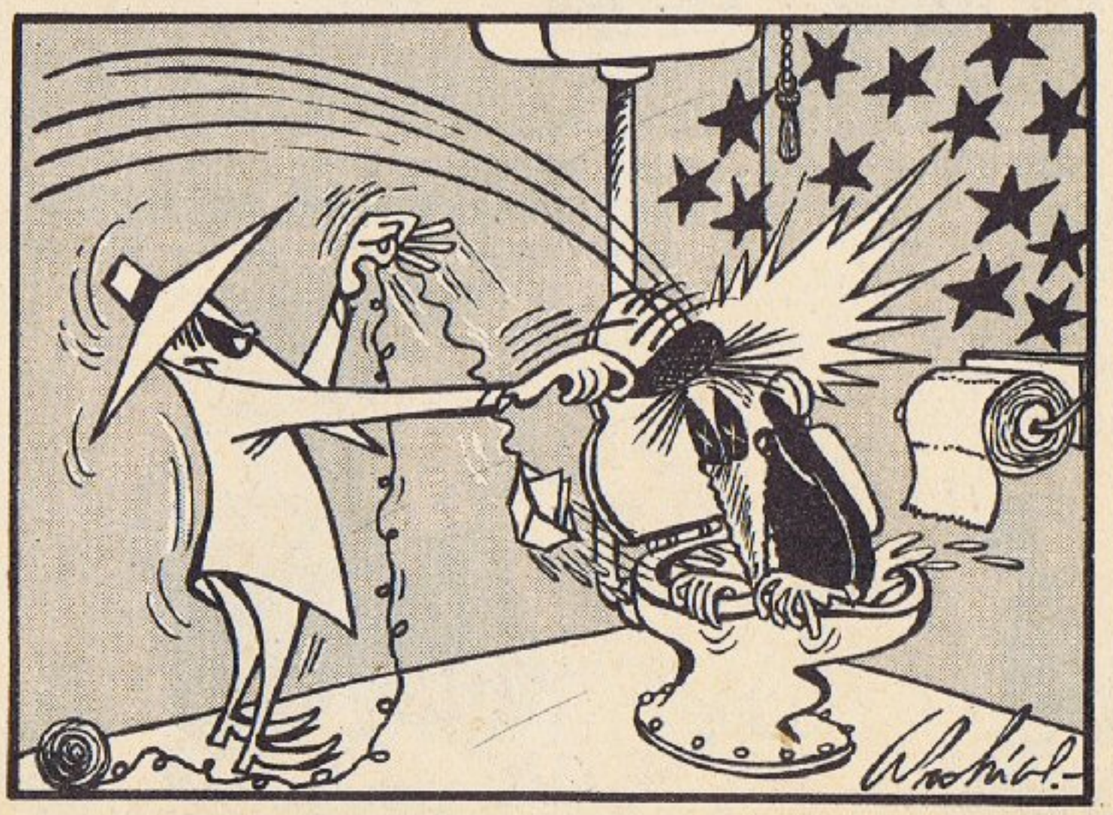










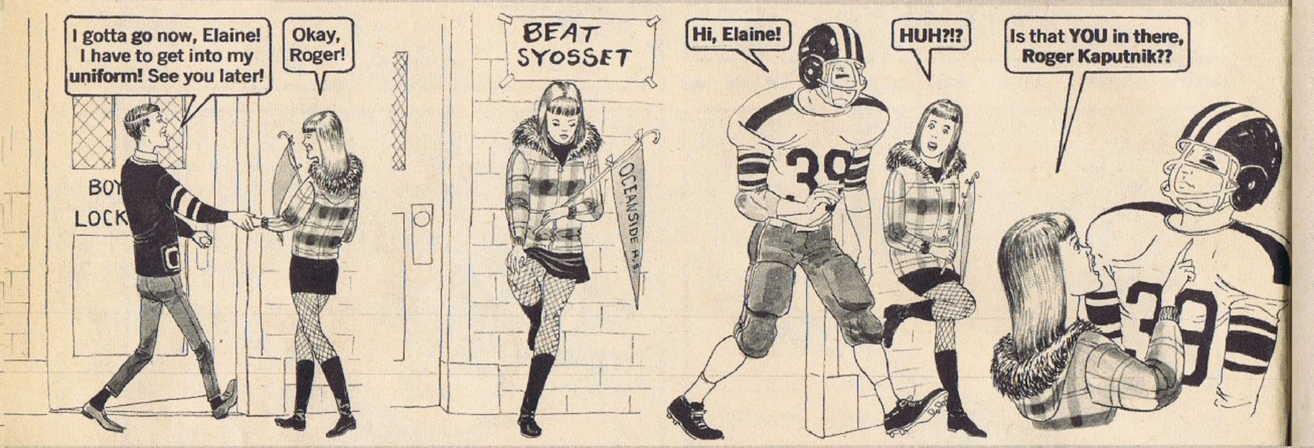




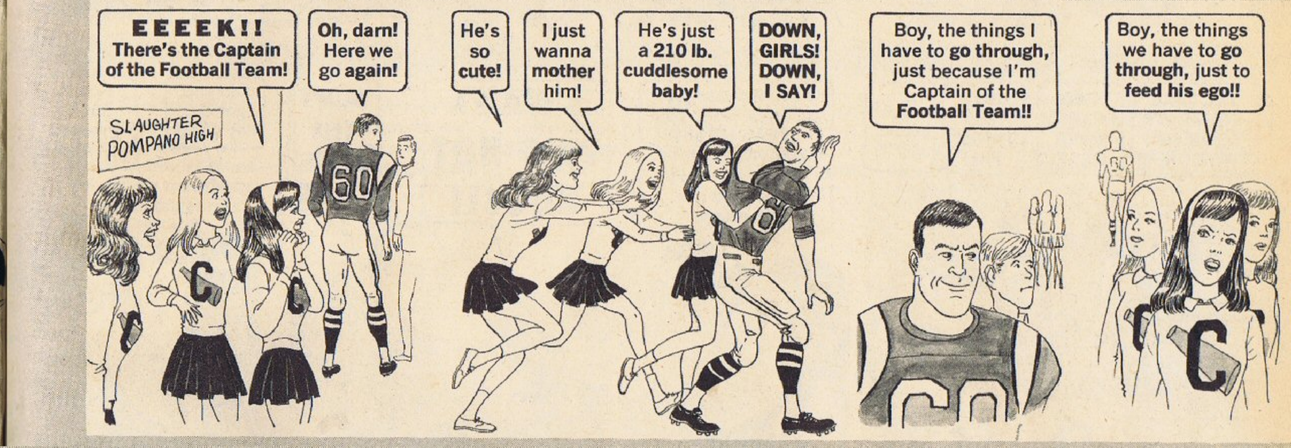
BERG'S-EYE VIEW DEPT. PART I

# THE LIGHTER SIDE OF HIGH SCHOOL FOOTBALL

ARTIST & WRITER: DAVE BERG

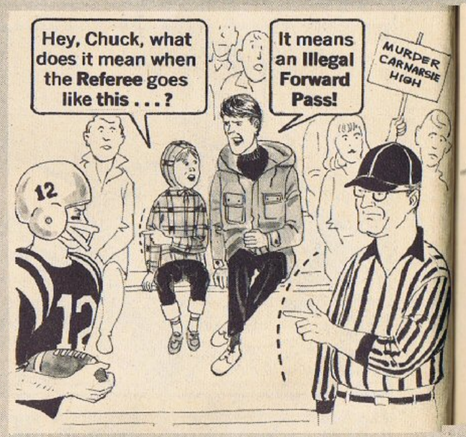


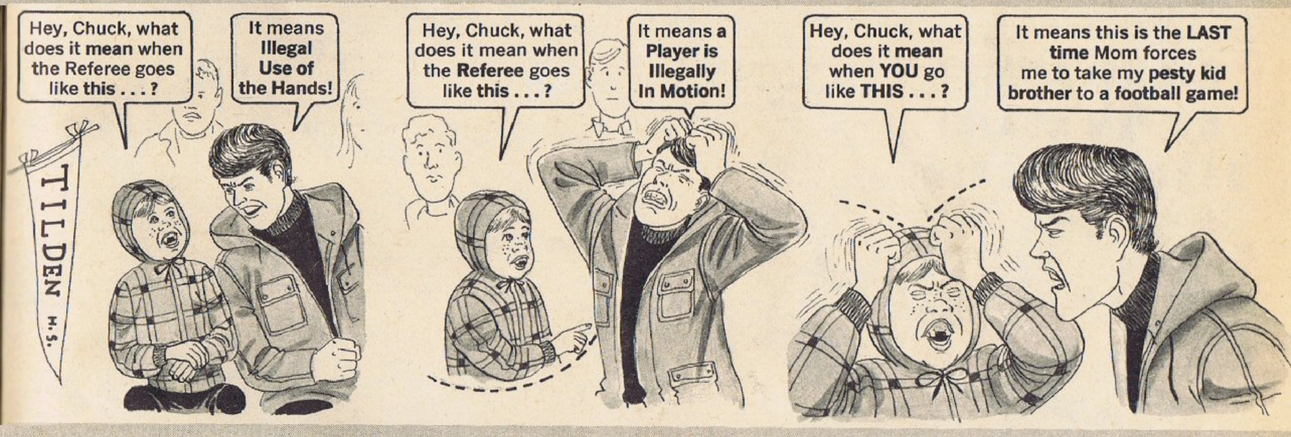


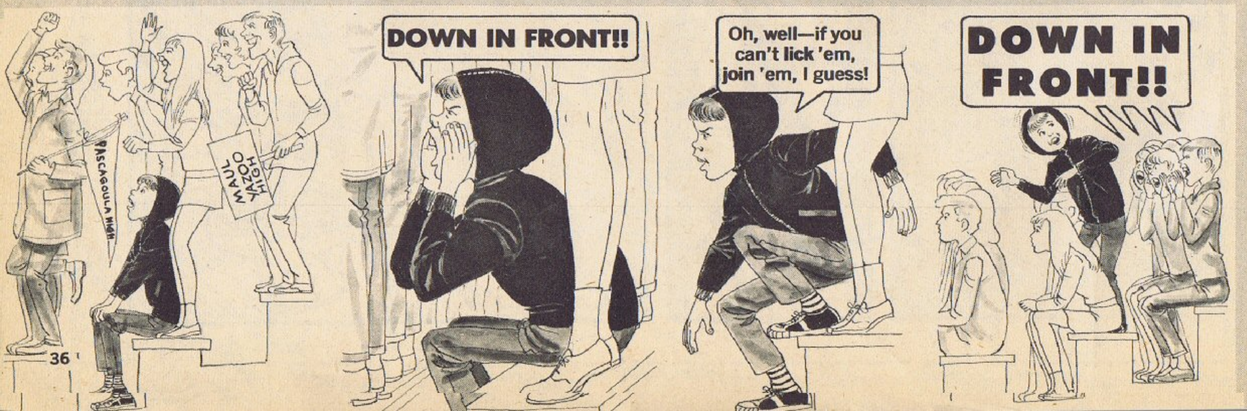












What's it called when **both teams** are so **widely separated** and **strung out** across the field?

The **"Kickoff"!**

Go! go! KANWAKI

WAKARUSHA

What's it called when **one team** forms a **circle** with their **heads** together?

A **"Huddle"!**

What's it called when **both teams** and the **Referees** crawl around on their **hands and knees?**

**"Find The Lost Contact Lens"!**

**We're passing!! WE'RE PASSING!!! That's Danny Colby** going out for it!

SMEAR PAWCATUCK

**Danny Colby?! I** know **him!! He's** in my **Math Class!**

WOONSOCKET H.S.

He sits **right next** to me! **He's a close personal friend** of mine! **He's a real nice guy!** And he's a . . .

**. . . A LOUSY FOOTBALL PLAYER!**

Gee, I'd **love** to play football and have the **girls** make a **fuss** over me! I guess the **closest** I'll ever get is **catching the ball** when it goes over the **goal posts** for the **extra point!**

**HERE IT COMES!**

**I'VE GOT IT!**

**NO . . . I DO!**

**LE'GO OF IT!**

**I HAD IT FIRST!**

**GET OFF ME!**

**OUCH! HEY! STOP! GET YOUR ELBOW OUT OF MY EYE!!**

**Golly! How'd you get hurt like THAT?!?**

WIN COS COB

**Playing football!!** Didn't you **see** me? I was involved in making the **extra point** that **won the game today!**

Look at all those **crazy kids! They're** from the **High School! I TAKE IT WE WON THE GAME!**

**NOPE!! WE LOST!!**

BEAT MAMARONECK

Then what's the reason for **racing around town, yelling** and **blowing horns** and **waving pennants** and **pom-poms??**

**WE GOTTA HAVE A REASON??**

WHITE PLAINS HIGH
HEAR OUR CRY
V-I-C-T-O-R-Y!

David Berg

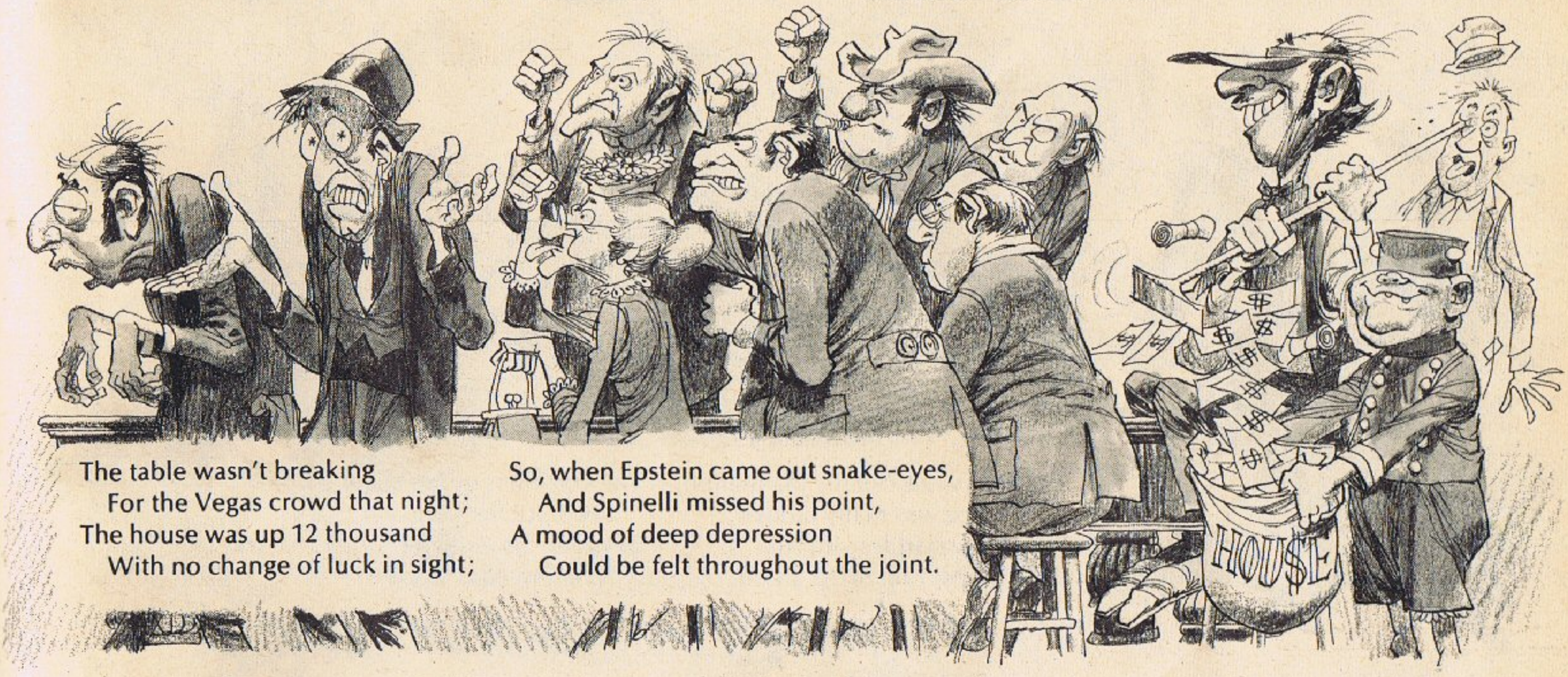



Frank Jacobs, our MAD "Poet Lauridiot", now brings us a typical example of the kind of thing you'll find in his latest MAD Paperback Book of all-new and original poems entitled "MAD For Better or Verse" (See page 48!)...

# CASEY AT THE DICE

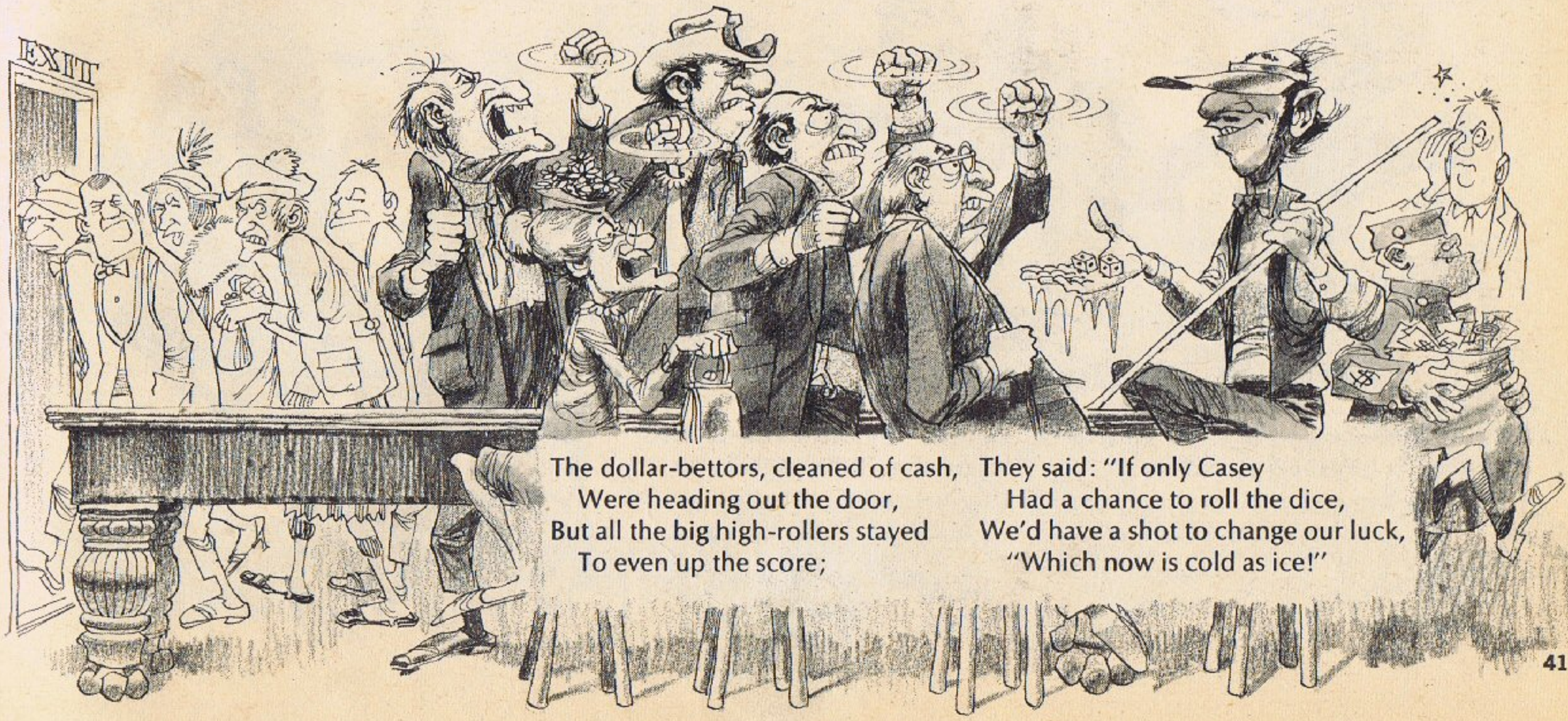
***(with apologies to Ernest Lawrence Thayer)***

ARTIST: JACK DAVIS WRITER: FRANK JACOBS




The table wasn't breaking
For the Vegas crowd that night;
The house was up 12 thousand
With no change of luck in sight;

So, when Epstein came out snake-eyes,
And Spinelli missed his point,
A mood of deep depression
Could be felt throughout the joint.




The dollar-bettors, cleaned of cash,
Were heading out the door,
But all the big high-rollers stayed
To even up the score;

They said: "If only Casey
Had a chance to roll the dice,
We'd have a shot to change our luck,
"Which now is cold as ice!"

Then, suddenly, their eyes lit up;
A cry rose from their lips;
It echoed off the slot machines,
It rattled off the chips;

It rumbled through the Black Jack games
While cards were being dealt;
For Casey, lucky Casey,
Was advancing to the felt!

His nails were cleanly manicured,
His face was richly tanned,
His suit was iridescent silk
That cost him half a grand;

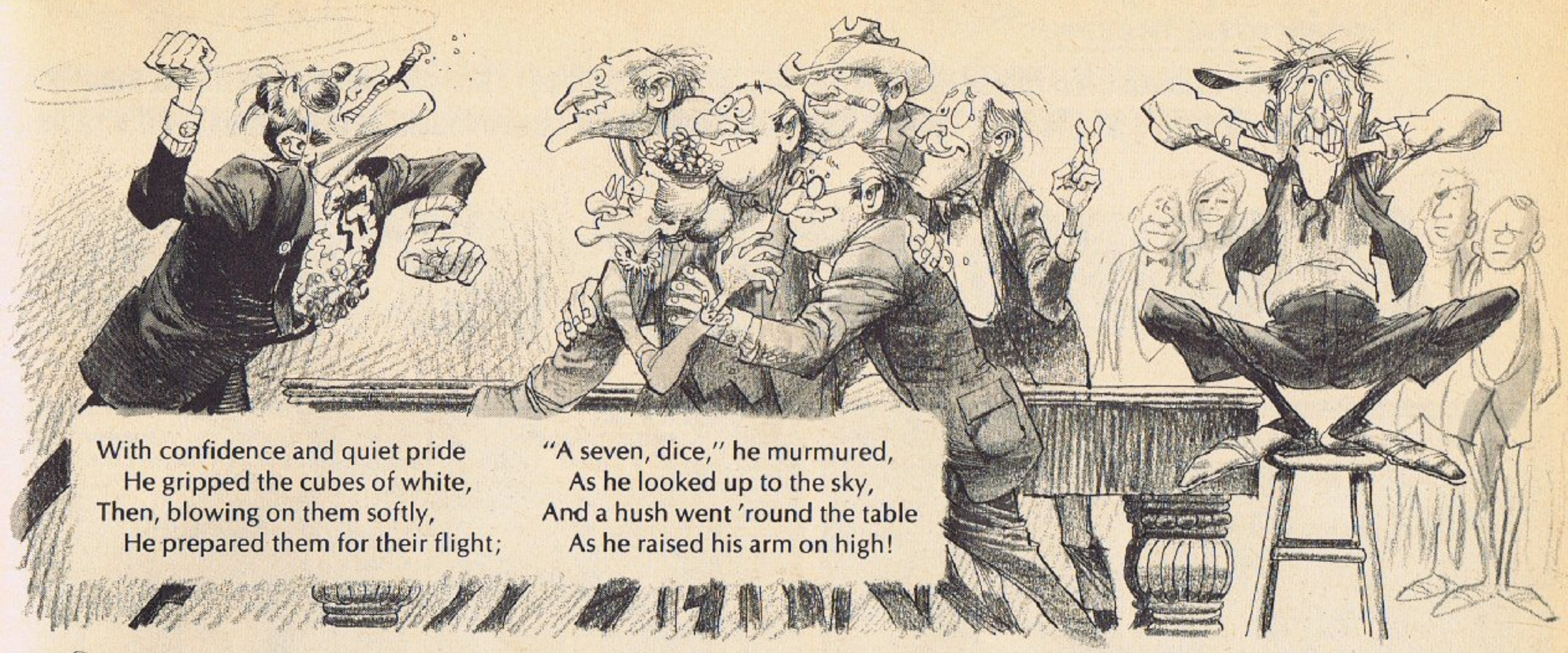
The cuff-links on his sheer batiste
Were rubies from afar;
Between his teeth he coolly smoked
A ninety-cent cigar!

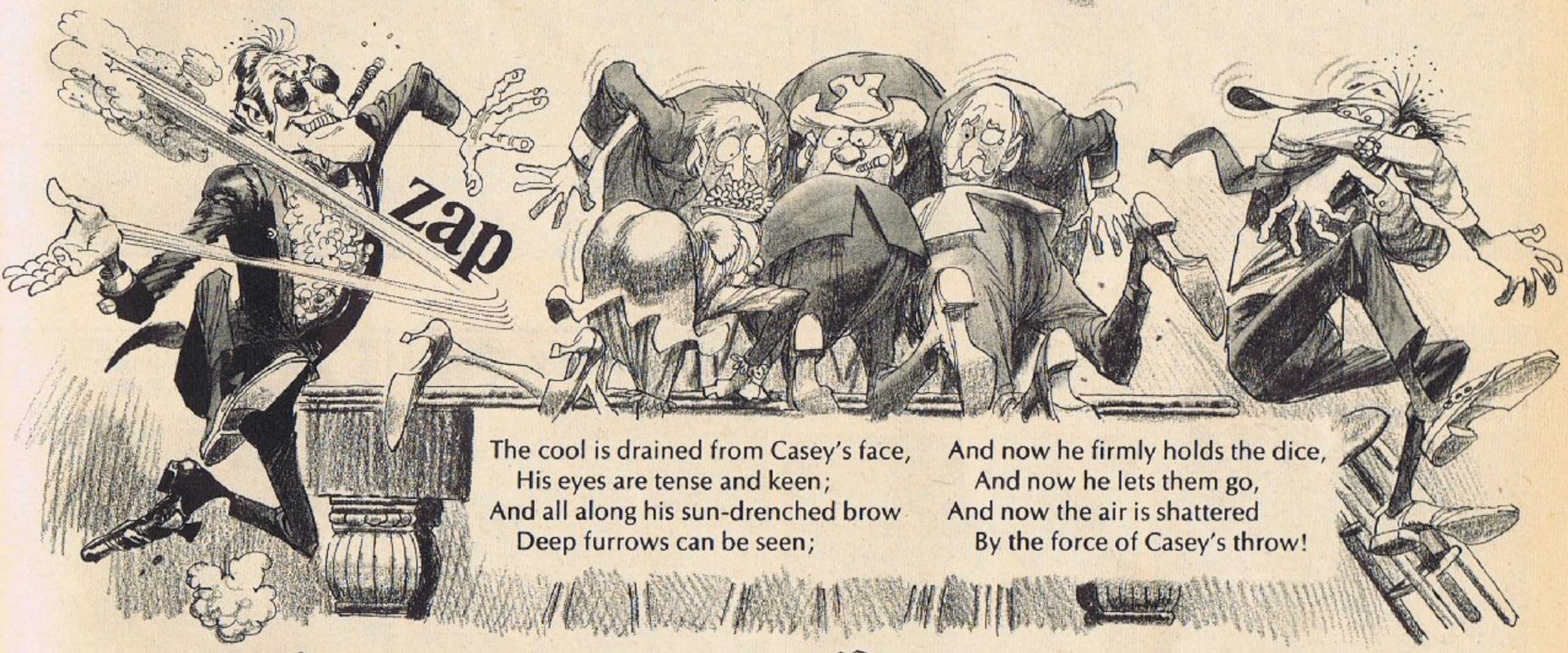
There was ease in Casey's manner
As he calmly placed his bet;
His hands were steady as a rock,
His palms were free of sweat;

The other shooters, now revived,
Together had one goal:
To place each C-note they had left
On Casey and his toll!

With confidence and quiet pride
He gripped the cubes of white,
Then, blowing on them softly,
He prepared them for their flight;

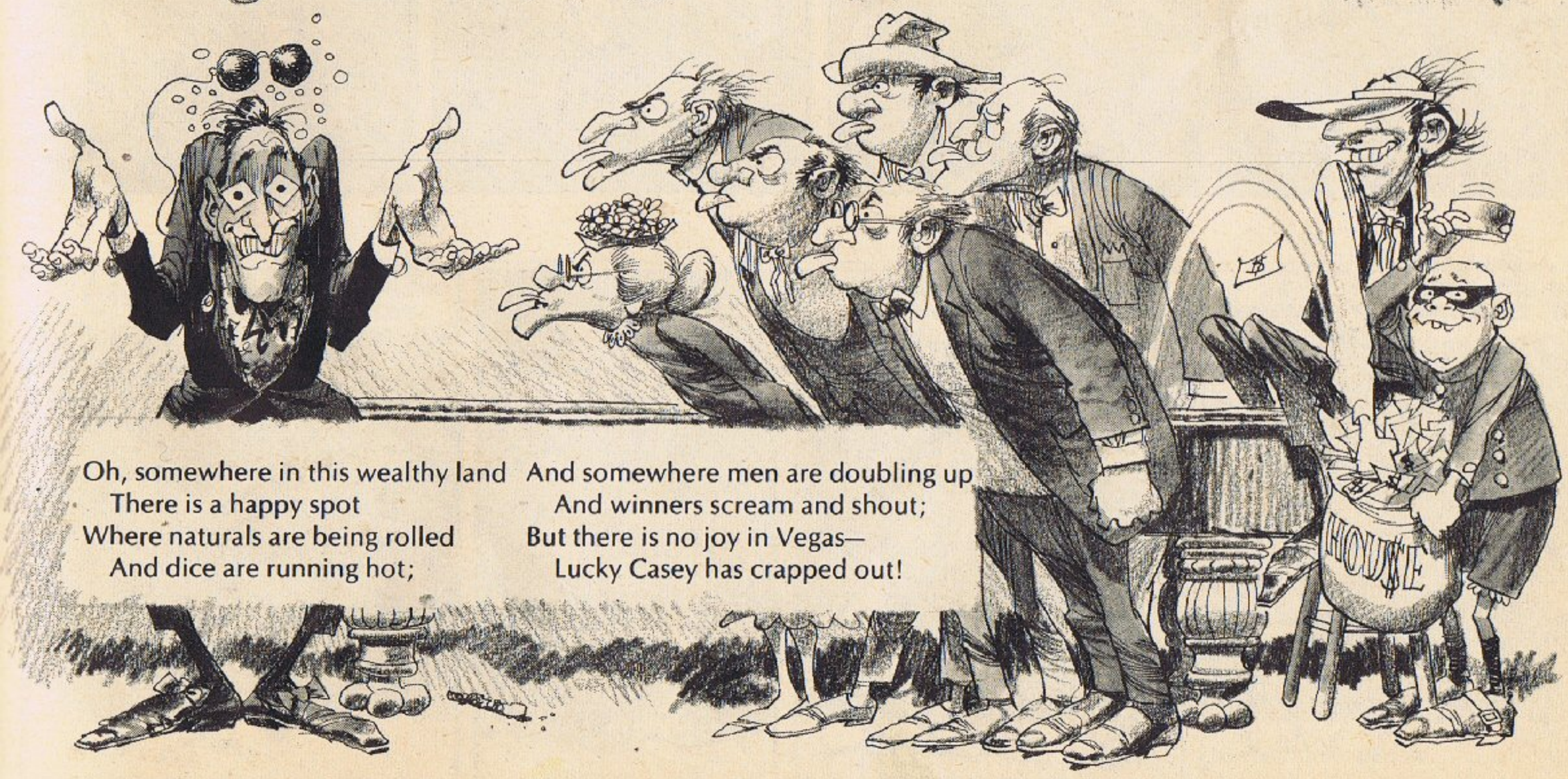
"A seven, dice," he murmured,
As he looked up to the sky,
And a hush went 'round the table
As he raised his arm on high!






The cool is drained from Casey's face,
His eyes are tense and keen;
And all along his sun-drenched brow
Deep furrows can be seen;

And now he firmly holds the dice,
And now he lets them go,
And now the air is shattered
By the force of Casey's throw!




Oh, somewhere in this wealthy land
There is a happy spot
Where naturals are being rolled
And dice are running hot;

And somewhere men are doubling up
And winners scream and shout;
But there is no joy in Vegas—
Lucky Casey has crapped out!



**DOWN TO EARTH DEPT.**

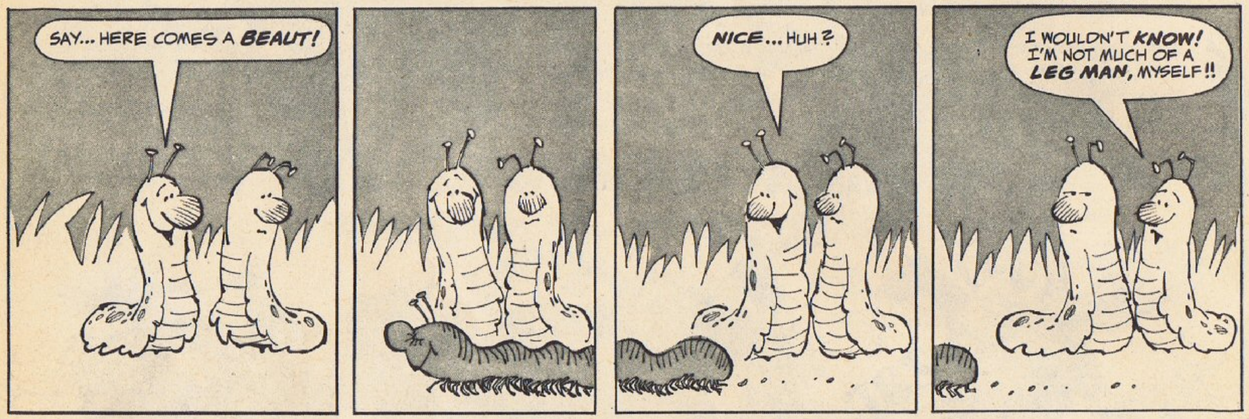
**The noted scientist, Eli Mathers (Hofstra '48), once theorized: "We can learn a lot about ourselves from other forms of life, and they, in turn, can learn a lot about themselves from us!" Eli's father, Professor Leonard Mathers (UCLA '21), once said this about his son's theory: "Eli's got a big mouth! Don't pay him no mind! Pass the salt . . ." And so, ignoring Eli Mathers' theory, we now present . . .**

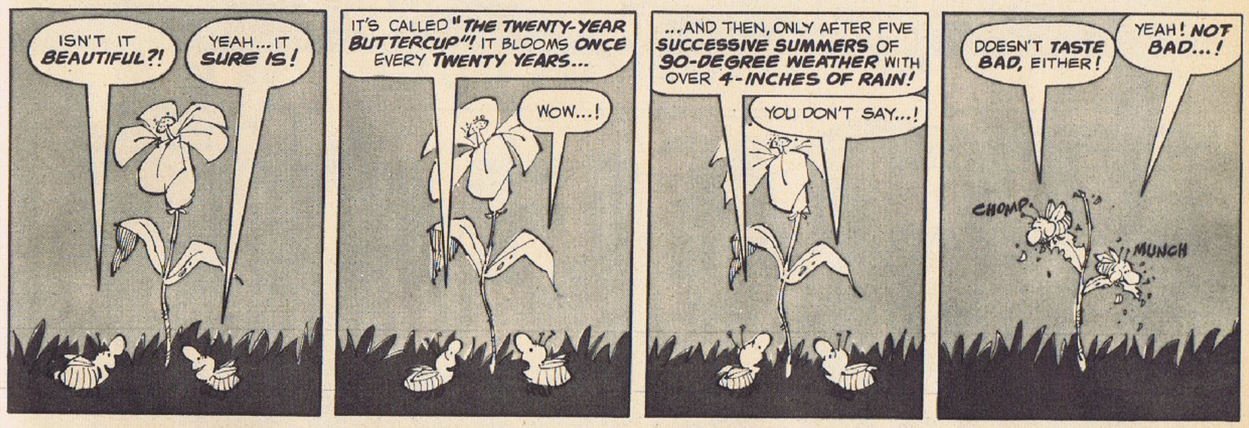


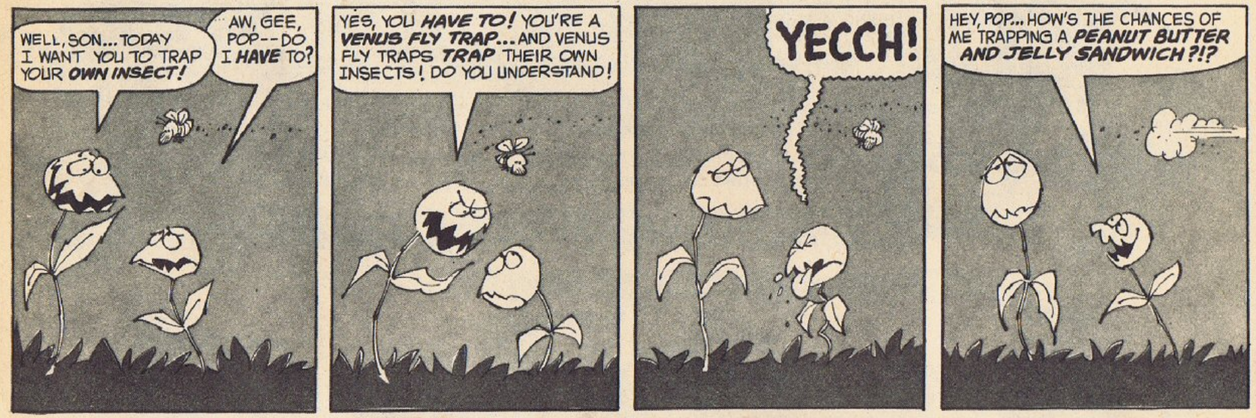

# A MAD LOOK AT BUGS 'N WORMS 'N THINGS

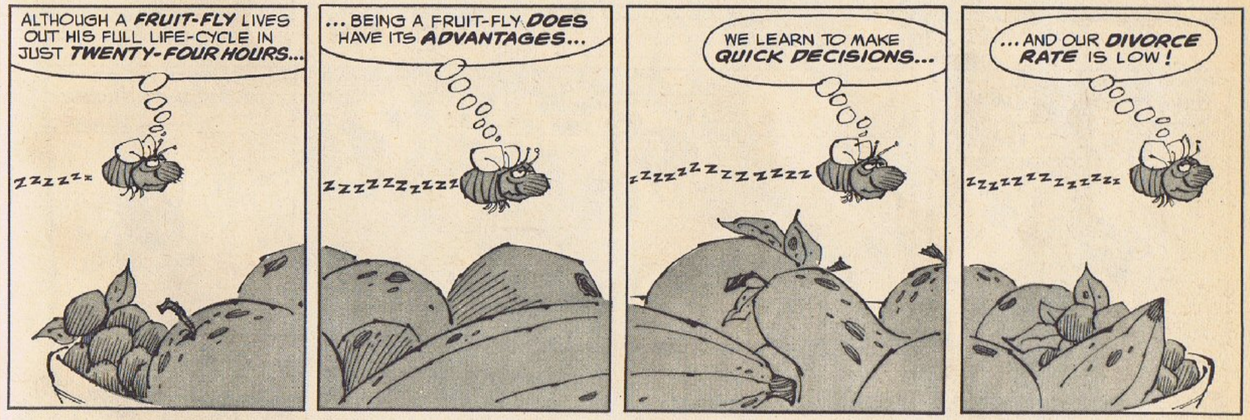
ARTIST: PAUL COKER, JR.

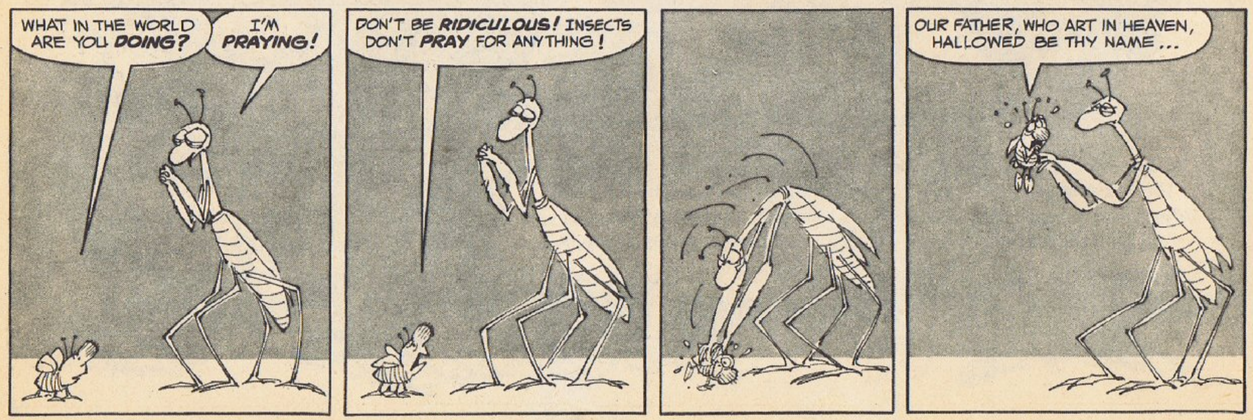
WRITER: DON EDWING

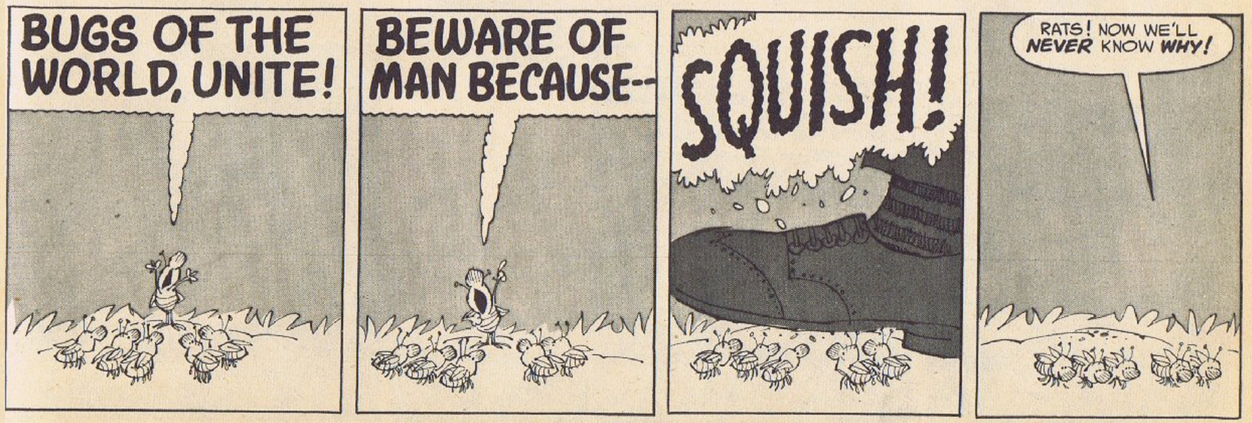


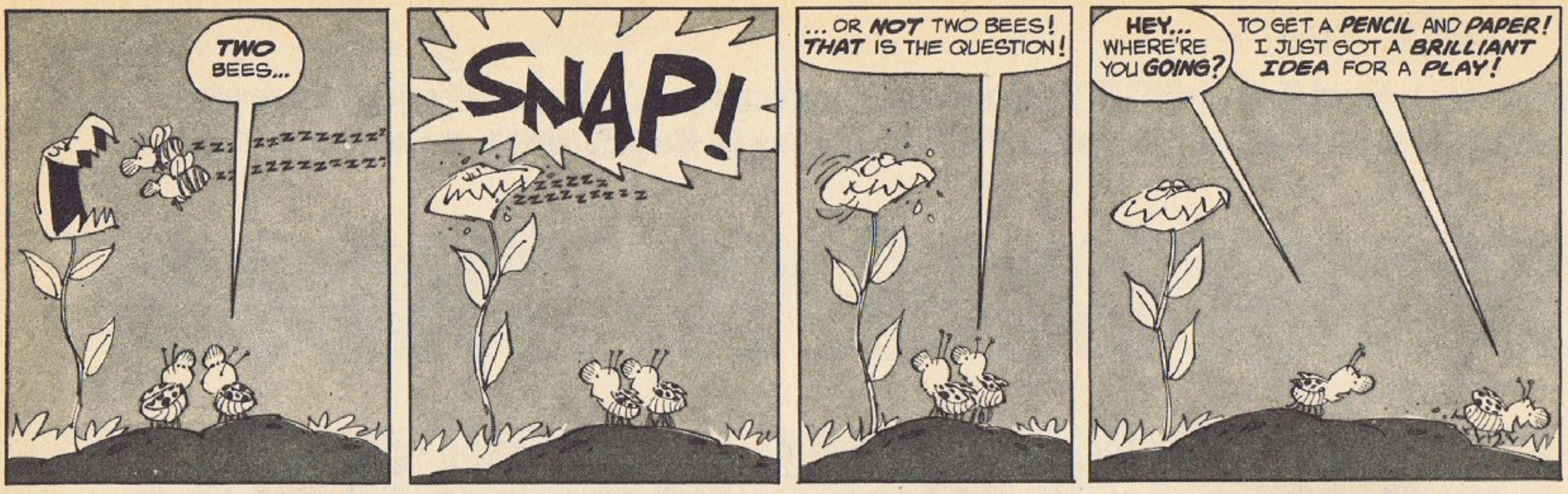



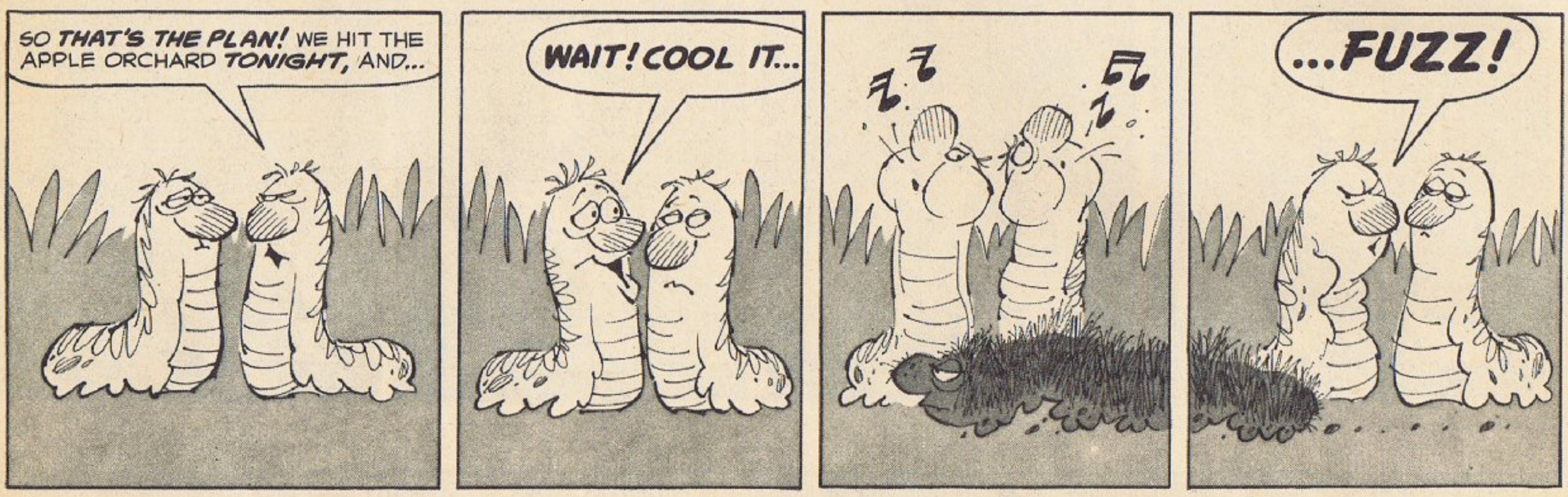



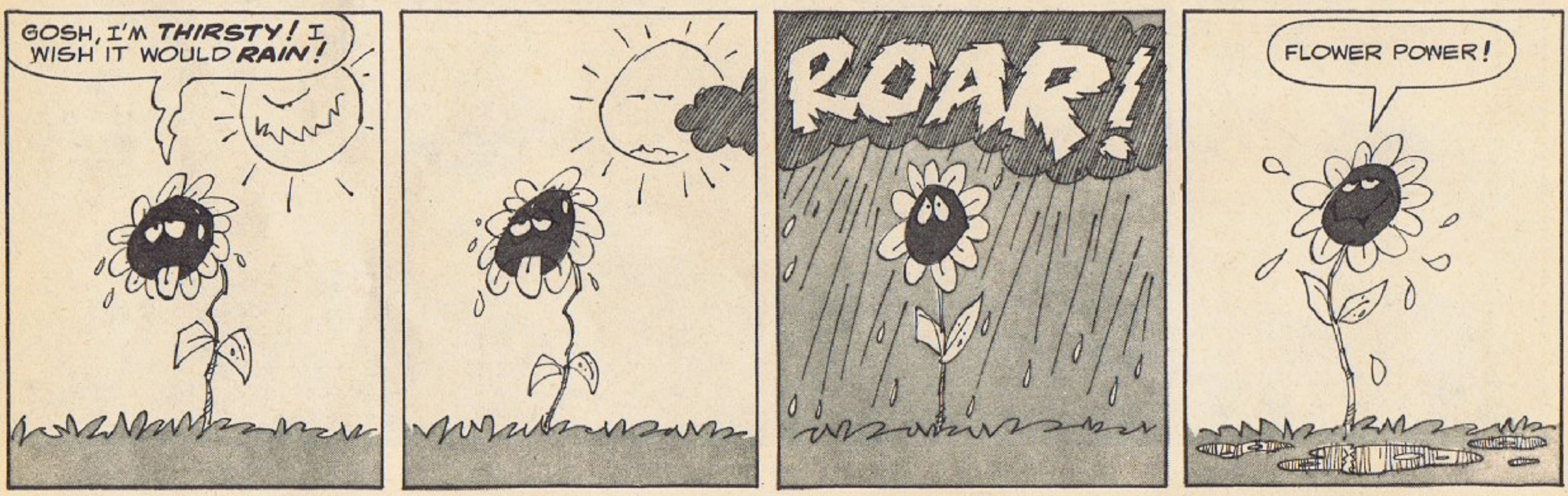



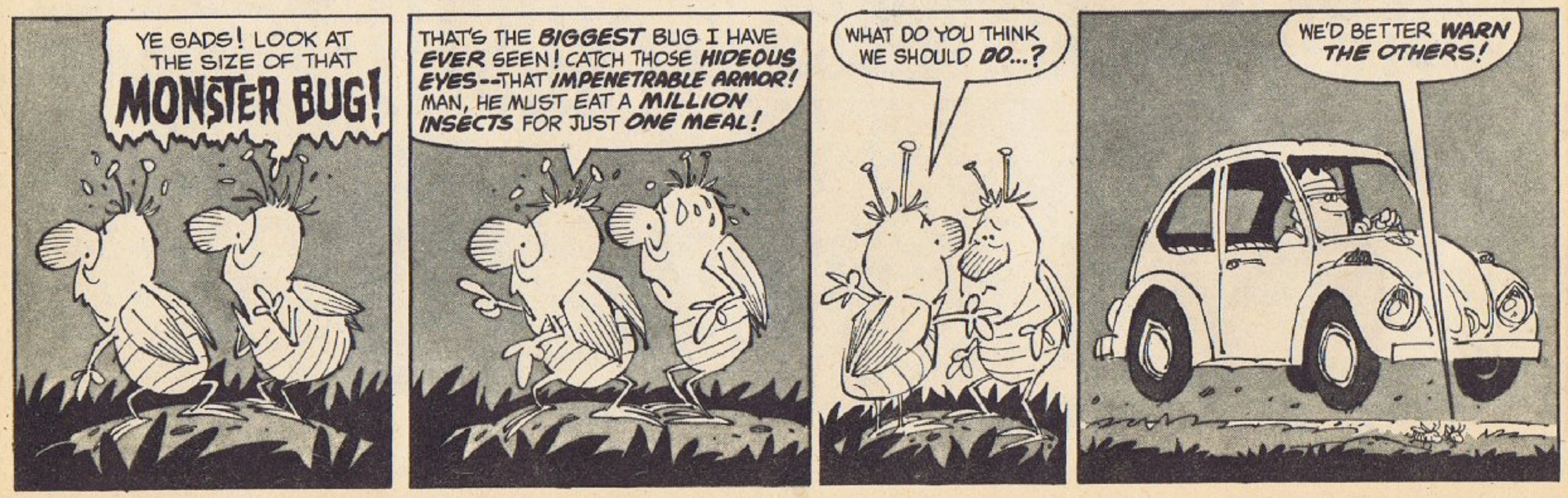




TWO BEES...
SNAP!
...OR NOT TWO BEES! THAT IS THE QUESTION!
HEY... WHERE'RE YOU GOING?
TO GET A PENCIL AND PAPER! I JUST GOT A BRILLIANT IDEA FOR A PLAY!


SO THAT'S THE PLAN! WE HIT THE APPLE ORCHARD TONIGHT, AND...
WAIT! COOL IT...
...FUZZ!


GOSH, I'M THIRSTY! I WISH IT WOULD RAIN!
ROAR!
FLOWER POWER!


YE GADS! LOOK AT THE SIZE OF THAT MONSTER BUG!
THAT'S THE BIGGEST BUG I HAVE EVER SEEN! CATCH THOSE HIDEOUS EYES--THAT IMPENETRABLE ARMOR! MAN, HE MUST EAT A MILLION INSECTS FOR JUST ONE MEAL!
WHAT DO YOU THINK WE SHOULD DO...?
WE'D BETTER WARN THE OTHERS!

Today, in every field of commercial endeavor, the trend is toward "Bigness" . . . and Crime is no exception. Today, when a Racketeer refers to "those lousy Bulls", he isn't talking about the "Fuzz"—he's talking about the wheelers and dealers in the Stock Market. That's because Crime in America is "Big Business", and it's growing bigger every day. In fact, we can forsee a time when, just as U.S. STEEL and GENERAL MOTORS publish "Annual Reports", so will the big Underworld Operations, and we'll be seeing something like . . .

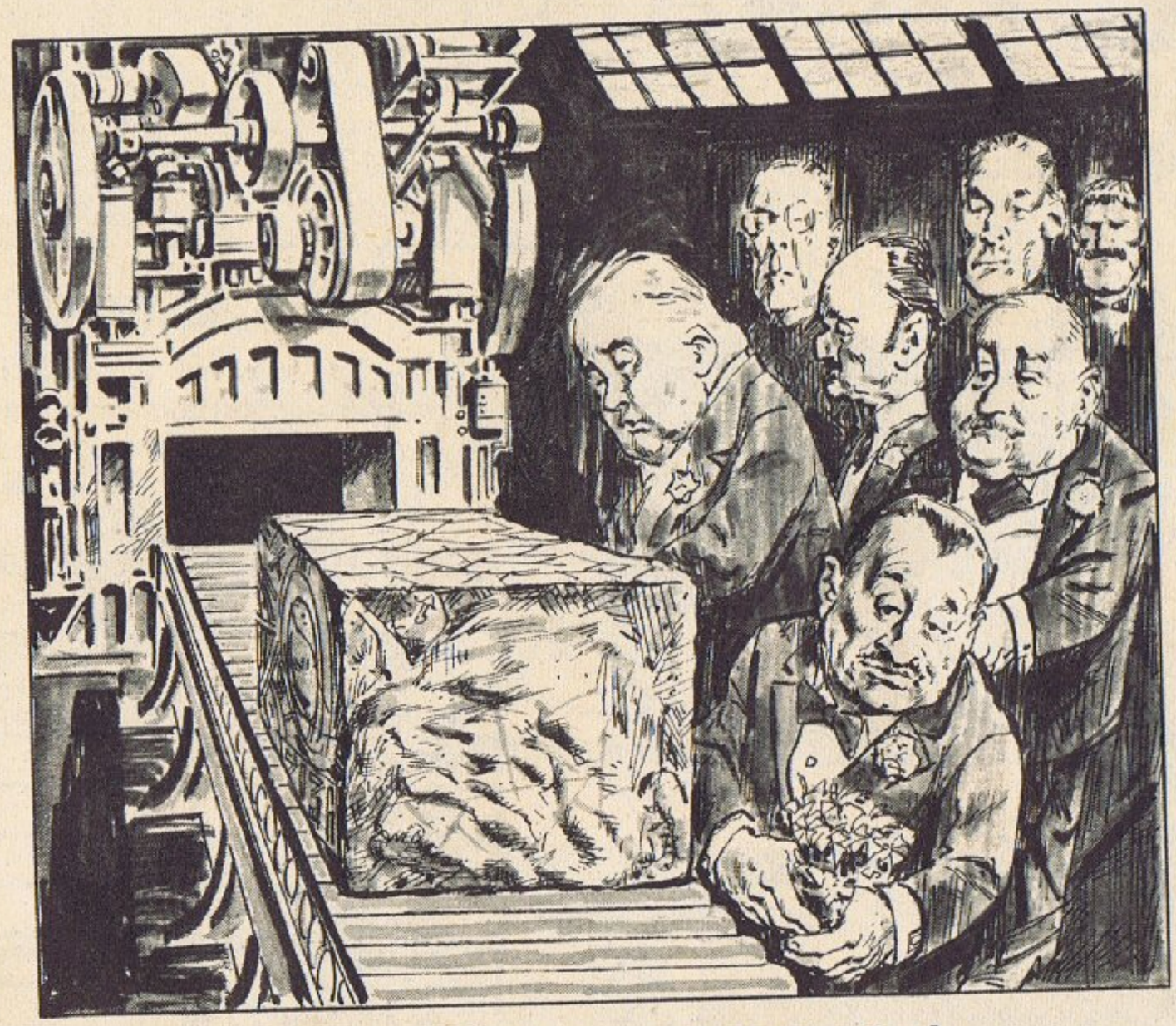
# 1968 ANNUAL REPORT

# MAFIACO

## INCORPORATED

## PRODUCTS & SERVICES FOR A GROWING IMMORAL AMERICA





## MafiaCo Goes Automated

Advanced technology has provided the means for making our operations more efficient and productive. This newly-acquired hydraulic Scrap Metal Crusher compresses an automobile into a 3-foot cube of solid steel in a matter of seconds, thereby disposing of any corpus delicti occupant without a trace; just one facet of **MafiaCo's** progress in the field of Automation. Above photo shows members of **MafiaCo's** research Staff testing the new device with the late Louis "Fink" Finstermacher.

ARTIST: JACK RICKARD WRITE: LOU SILVERSTONE

# MAFIACO'S BOARD OF DIRECTORS




**ALFONSO "BIG FISH" BACCALA**
alias "The Man"
**PRESIDENT**
*("Commissioner")*



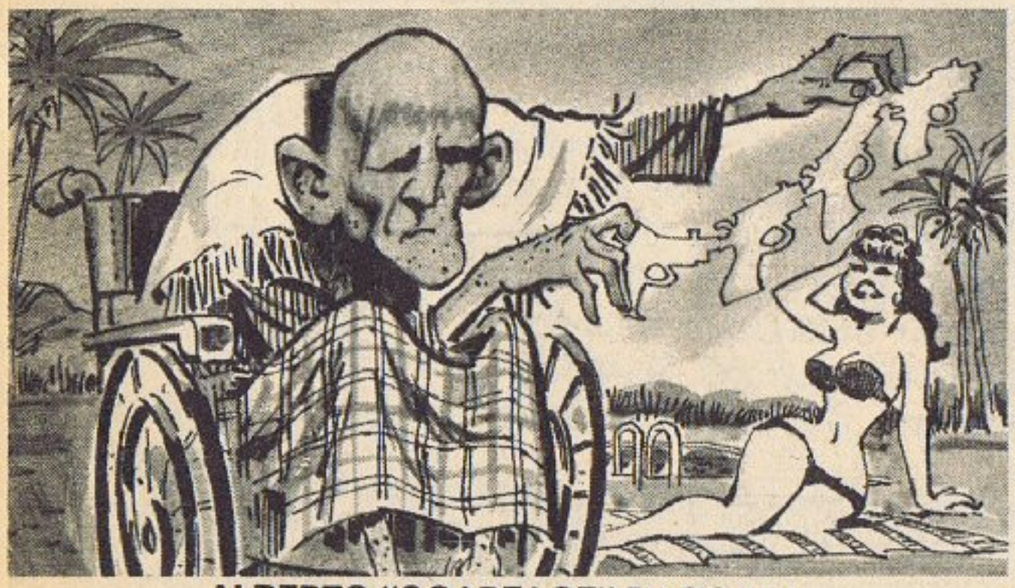


8795645 8795645

**ANTHONY "LITTLE FISH" BACCALA**
alias "Tony Flounder", alias "Andy Gefillte"
**VICE-PRESIDENT**
*("Capa")*



**MRS. ALFONSO BACCALA**
formerly "Laverne Lamour"
**SECRETARY & TREASURER**
*("Hands Off")*



**ALBERTO "SCARFACE" BACCALA**
alias "The Old Man"
**CHAIRMAN OF THE BOARD**
*("Retired Commissioner")*

# A MESSAGE TO STOCKHOLDERS

During the fiscal year just completed, **MAFIACO** continued to progress significantly toward its ultimate goal—the complete take-over of the United States. To this end, your Board of Directors is pleased to announce that several new cities and two entire States have recently joined the ever-growing family of **MAFIACO**-controlled communities. Also, our program of expansion reached an important milestone in 1968 when we acquired a controlling interest in **THE WATERPROOF CEMENT COMPANY**, thereby permanently eliminating the costly middleman (who also happened to be the majority stockholder) from our "Marine Disposal" operation.

As a stockholder, you will be pleased to learn that **MAFIACO** enjoyed its most successful year. The principal factors that contributed to this record profit-making period included the following*:

A 10% increase in crimes of violence across the nation.
A 150% increase in all types of gambling (including legal State Lotteries, Pari-Mutuels and Bingo Games—which are considered to be excellent training areas for future **MAFIACO** customers).
A 45% increase in interstate cigarette smuggling, and
A 25% increase in bootlegging and illegal whiskey-making (the growth-rate of which both coincide with increased Federal and State taxes).
A 57% increase in drug use.
A 68% increase in Gangster Movies.

We here at **MAFIACO** are justly proud of our accomplishments in 1968, but we are not yet completely satisfied. Unless certain Subsidiary Managers show an increase in Operating Efficiency and Return, the matter will be turned over to our Contract Department. And youse guys know who you are!

(Signed)
Alfonso "Big Fish" Baccala
President ("Commissioner")

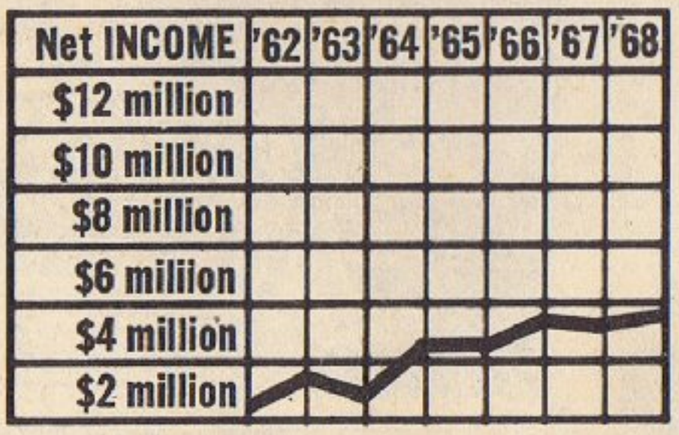
*THESE FIGURES ARE BASED ON THE LATEST FBI REPORTS

## MAFIACO'S Growth Record

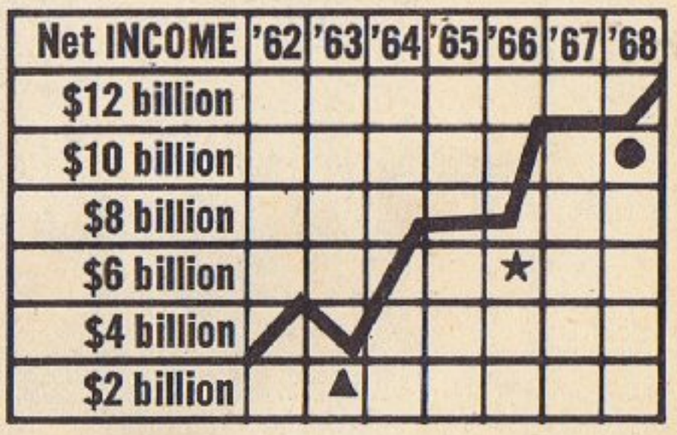
Your company is fortunate in having a strong financial position (due to certain tax advantages, like we don't pay them), and therefore it is growing at a faster rate than the general economy of the country. This is clearly demonstrated by the charts below:

### GROWTH RATES OF SELECTED AMERICAN CORPORATIONS

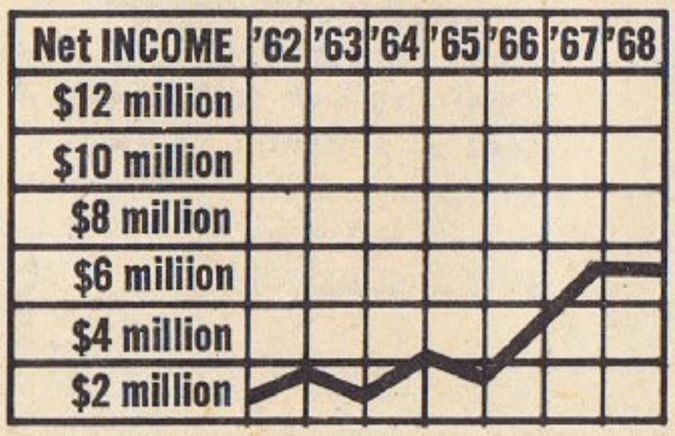
**UNITED STATES STEEL CORP.**



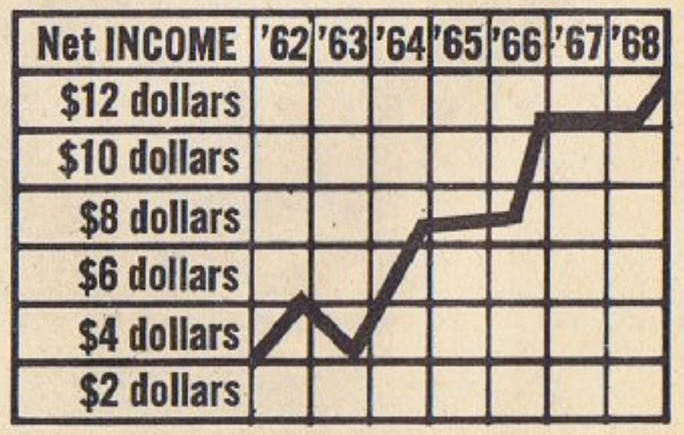

**MAFIACO INCORP.**




**GENERAL MOTORS CORP.**




**MAD MAGAZINE, INC.**

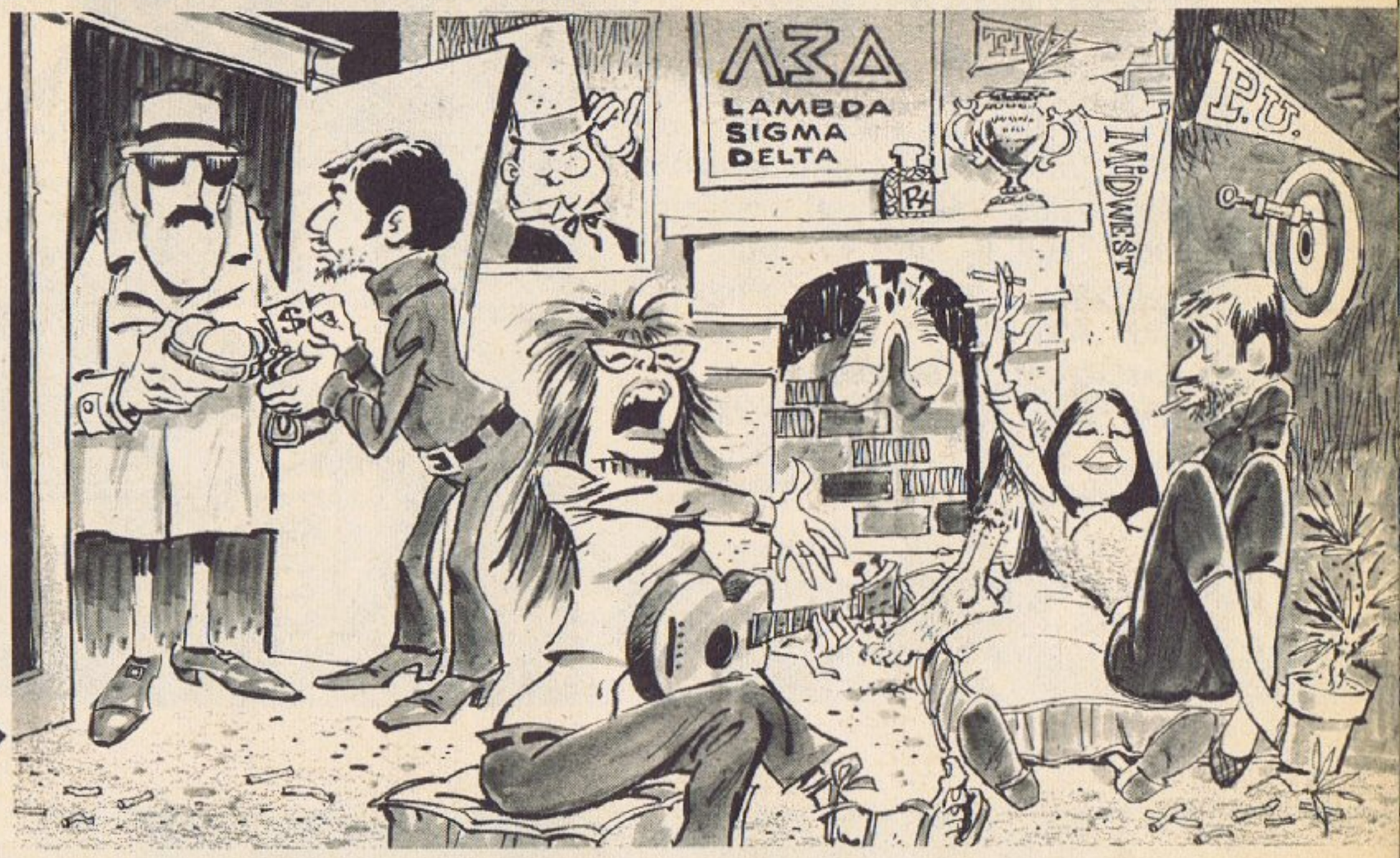



▲ "The Untouchables" cancelled
★ Courts outlaw evidence obtained by wiretapping
● Congress votes against strong "Gun Control" law

# THIS IS MAFIACO

## IMPORTING

Since **MAFIACO** first started importing pharmaceuticals in 1926, we have been the major supplier of drugs of every type in the U.S. Our products serve a growing modern market and have expanded to include new and diversified items in demand today, such as "LSD", "STP" and the "Psychedelics".




TOMORROW'S LEADERS CONSUMING **MAFIACO** PRODUCTS TODAY AT A SMALL MIDWESTERN UNIVERSITY

## SAVINGS AND LOANS

Americans are borrowing money in record amounts these days. We are pleased to report that we are sharing in this growth with our unique policy of no co-signers, no collateral and only 4% interest (on balance—payable daily!) Putting capital into the hands of the people is just one of the many "Public Services" performed by **MAFIACO.**



**MAFIACO** REPRESENTATIVES CALL ON A DELINQUENT LOAN CLIENT

## SPECULATION & INVESTMENT

**MAFIACO**'s "Vest Pocket Offices" operate freely across the country, handling speculative transactions of any amount, making it possible for even school children to participate in our investment program. This due to the cooperation of police officers (like the one in the photo) and the other underpaid public servants now on our payroll who conveniently look the other way.




ONE OF **MAFIACO**'s BUSY NEIGHBORHOOD BRANCH INVESTMENT OFFICE LOCATIONS

## PERSONNEL TRAINING

The heart of any successful business is the men and women behind it. Without efficient, closed-mouthed personnel, our company could not function. In order to meet the growing demands for trained executives and assistants, **MAFIACO** has recently established a special Training School, located in Sicily, called **LUCIANO TECH.**

A GROUP OF **MAFIACO** MANAGEMENT TRAINEES — THE CLASS OF 1970 — JUMP SHIP AT A SOUTHERN PORT




## INSURANCE

Insurance continues to provide a major source of income for your company. **MAFIACO**'s unique policy of guaranteeing against accidents has proven extremely popular with small businessmen. Many larger corporations, however, have found it more economical to enter into partnership with **MAFIACO,** thereby saving not only on Insurance, but also saving lives of executives.

**MAFIACO** INSURANCE SALESMEN CALL ON A DIFFICULT POTENTIAL CLIENT




## GOVERNMENT BUSINESS

Although details of **MAFIACO**'s Government business are Top Secret and Classified, we are pleased to report that progress in this all-important area of operation continues at a record pace, thanks to the greed of people in high places. **MAFIACO** has no political affiliation. We are bi-partisan, which means we buy members of both parties.

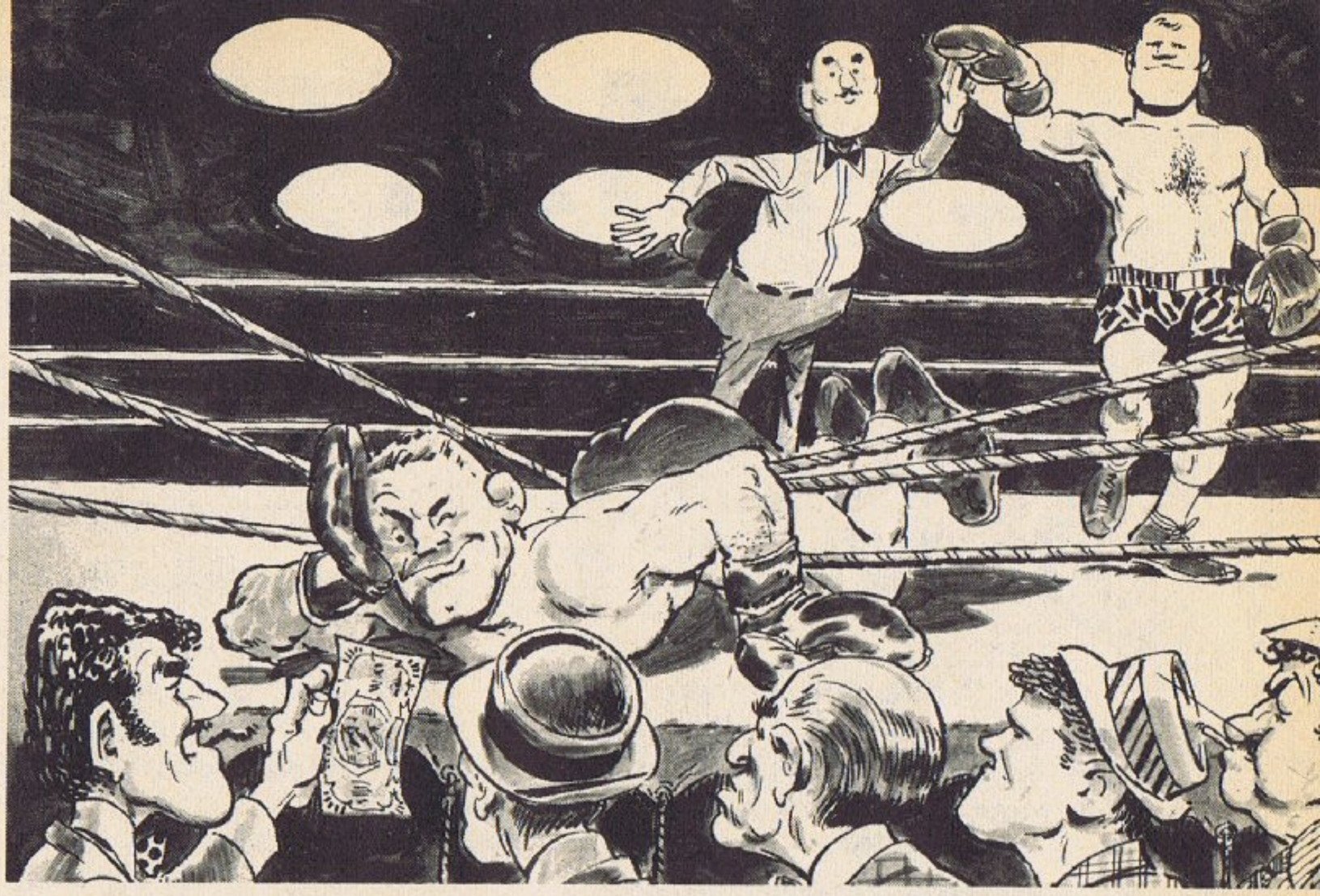
GOVERNORS AND DISTRICT ATTORNEYS ATTENDING AN ANTI-CRIME CONFERENCE AS GUESTS OF ONE OF **MAFIACO**'s NEW LAS VEGAS HOTELS LAST SEPTEMBER



## SPORTS & AMUSEMENTS

Your Company is constantly seeking new and diversified ways to share in the "Leisure Time Industries" boom. In addition to controlling the outcomes of Boxing Matches and Basketball Games, we have recently expanded our operations to include Bingo Games and Off-Track-Betting. Our vending machines continue to be a prime source of revenue for us, especially One-Armed Bandits, Cigarette and Pin-Ball Machines, and Juke Boxes featuring records of singers under **MAFIACO** contract.

ROCKY LABONZA, WHO FIGHTS UNDER **MAFIACO** COLORS (BLACK ON BLACK) WINNING THE MIDDLEWEIGHT CROWN ▶



## LABOR RELATIONS

Although **MAFIACO**'s employees are not Unionized, we've never had a single work stoppage because of an employee grievance. In fact, we've never even had a single employee grievance. Not for long, anyway! However, **MAFIACO** is active in the Union Movement, particularly among underpaid truck drivers and dock workers. Before **MAFIACO** entered the Labor Field, a Dockworker Union Official received only $12,000 a year. Today, under our guidance, this same Union Official earns over $50,000 a year.

RANK & FILE VOTES SALARY INCREASES FOR UNION OFFICIALS. UNANIMOUS VOTE IS SUPERVISED BY **MAFIACO** ADVISORS ▶




## MANAGEMENT

In the true tradition of America's Free Enterprise System, **MAFIACO** is also active in the Management Field, helping many major industries to negotiate contracts with ungrateful, greedy workers, and also assisting in halting costly illegal wildcat strikes.

**MAFIACO** NEGOTIATORS HELP TO STOP AN ILLEGAL STRIKE ▶



# MAFIACO
# INCORPORATED
## FINANCIAL STATEMENT—FISCAL YEAR 1968

| | |
|---|---|
| **INCOME BEFORE TAXES** | **$ 12,789,568,598.04** |
| **INCOME AFTER TAXES** | **12,789,568,598.04** |
| **ADJUSTED NET INCOME** | **12,789,568,598.04** |

**ASSETS**

**Cash and Securities**

| | |
|---|---|
| Buried in cellars, etc. | $ 47,368,537,907.98 |
| Deposited in Swiss Bank Accounts, etc. | 8,638,209,448.11 |
| Invested in Sicilian Savings Bonds | 700.000,000.00 |
| Stashed in Bus and Railroad Terminal Lockers | 3,860,389,680.67 |

**Accounts Receivable**

| | |
|---|---|
| Short Term Notes | 126,578,790.50 |
| Interest Due On Short Term Notes | 29,589,477,202.29 |

**Inventories**

| | |
|---|---|
| Contracts and Work In Progress | 589,700,000.00 |

**Equipment**

| | |
|---|---|
| Bullet-Proof Cadillacs and Lincolns | 2,863,985.17 |
| Tanks and Armored Cars, etc. | 1,685,389.54 |
| Guns and Ammunition | 58,806,276.49 |
| Brass Knuckles, Black Jacks and Other Weapons | 388,974.39 |
| | **90,936,637,655.14** |
| Less Depreciation for Obsolescence (238,589 Doubled-Breasted Striped Suits) | 417,685.25 |
| | **90,936,219,969.89** |

**Properties and Other Interests**

| | |
|---|---|
| Las Vegas | 127,568,778,622.03 |
| Miami Beach | 70,433,889,457.86 |
| Hoboken | 1,687,742.59 |
| Sands Point | 980,066.23 |
| Grosse Point | 6,299,754.01 |
| Salerno (122,689,500,000 lire) | 1,022.00 |
| **TOTAL ASSETS** | **$288,947,856,634.61** |

**LIABILITIES**

**Wages and Salaries**

| | |
|---|---|
| Executives | 150,000,000,000.00 |
| Executives' Wives | 81,000,000,000.00 |
| Executives' Relatives | 47,000,000,000.00 |
| Executives' Relatives' Wives | 9,000,000,000.00 |
| Employees | 890,000.00 |

**Expenses**

| | |
|---|---|
| Payoffs To Law Enforcement Officers | 927,908,567.00 |
| Payoffs To Government Officials and Judges | 69,865,427.00 |
| Funeral Costs | 12,680,287.21 |
| Dental Bills For Show Biz Personalities We Own | 72,684.00 |
| Auditors Fee* | 439,669.40 |
| **TOTAL LIABILITIES** | **$288,947,856,634.61** |

### AUDITOR'S REPORT TO STOCKHOLDERS

* We have examined the books and financial statements of MAFIACO and in our opinion it represents fairly the results of its operations and the financial position of MAFIACO for the fiscal year of 1968, and anybody don't like it gets his.

(signed) Alfonso "Big Fish" Baccala
President, Baccala and Baccala
Certified Public Accountants

# HIGHLIGHTS OF THE 1968 MAFIACO STOCKHOLDERS' MEETING

The Annual Meeting of the Stockholders of **MAFIACO** was held this year appropriately enough on February 14th (St. Valentine's Day) in Finky's Bar & Pizza Parlor, Apalachin, N. Y. A transcript of the meeting is included in this Annual Report for those Shareholders who were detained by the Government, out of the country, laying low, or otherwise unable to be present, so they will know what transpired.

## OPENING REMARKS BY PRES. BACCALA (ALIAS "THE COMMISSIONER")

Welcome to the Annual Meeting of the Stockholders of **MAFIACO.** Everybody shaddup and listen. Since our last meeting, several members of our Organization have met with unfortunate accidents, and are no longer with us. Time does not permit me to mention all of these individuals by name, but I think it would be nice if we showed our respect to our departed Gumbas by observing a moment of silence . . . Okay, that's enough! All this quiet reminds me of stir!

The progress of our Company over the years from a small-time Bootlegging Outfit to one of the world's largest diverisified Industrial Concerns is due in no small part to the vision and leadership of your Board of Directors. Therefore, I am sure that you will happily join with me in voting a bonus of 600 Gs to each of your hard-workin Executives.

Before opening the meeting to general discussion, I want to say that your Company is making every effort to fulfill the promise of its great potential, and with the help of a gullible public, crooked policemen and corrupt politicians, we will continue to meet the challenges and opportunities that lie ahead, and reach our goal—Control of the Whole World! And then, we'll start working in other areas!

## SUMMARY OF MAFIACO BUSINESS CONDUCTED AT THE MEETING

### PROPOSED MERGER WITH W.C.C.A. (White Collar Crooks Of America)

**Statement by Vice-President Baccala (Alias "The Capa")**

It is estimated that 462 million dollars in office supplies and equipment are stolen annually from Business and Industry by the W.C.C.A., operating independently. Your **MAFIACO** Board of Directors feels that a merger with the W.C.C.A. will afford our company an excellent opportunity to participate in this lucrative growing field, as well as creating an excellent base for further diversification into other fields, such as the re-selling of office supplies and equipment back to Business and Industry. Management urges an affirmative vote on this merger. Or else!

**RESULTS OF VOTE ON PROPOSED MERGER WITH W.C.C.A.**

| | |
|---|---|
| For the Resolution | 1189 |
| Against the Resolution | 0 |

**ELECTION OF BOARD OF DIRECTORS**

All members of the Board were re-elected by unanimous vote.

**PROPOSED EXECUTIVE BONUS OF 600 Gs EACH**

A motion was made to increase the proposed bonus of 600 Gs each to a bonus of 700 Gs each, plus a Stock Option plan amounting to an additional 300 Gs each.

**RESULTS OF VOTE ON PROPOSED BONUS AND STOCK OPTION PLAN**

| | |
|---|---|
| For the Resolution | 1188 |
| Against the Resolution | 1 |

## HIGHLIGHTS OF THE GENERAL DISCUSSION AT THE MEETING

President Baccala, in answer to a question by shareholder Vincente Linguini, stated that there is no truth to the rumor that Lucky Luciano is alive and living in Argentina.

A proposal by shareholder John Smythe (formerly Luigi Marinara) to Americanize the names of all Executives and employees of **MAFIACO,** thereby helping the Itaiian Anti-Defamation League in its campaign, was soundly defeated.

Shareholder Mario "The Knife" Machetti complimented the President on the manner in which the meeting was conducted, and made a motion that it be adjourned. The motion was seconded and carried, and the 1968 Meeting of the Stockholders of **MAFIACO** came to an end.



SHAREHOLDERS PAY THEIR RESPECTS TO RECENTLY DEPARTED **MAFIACO** MEMBERS



SHAREHOLDERS EXPRESS THEIR OPINIONS DURING THE GENERAL DISCUSSION PERIOD



SHAREHOLDERS VOTE ON THE EXECUTIVE BONUS AND STOCK OPTION RESOLUTION

EX-SHAREHOLDER LEAVES MEETING AFTER SUFFERING A SUDDEN UNTIMELY ILLNESS

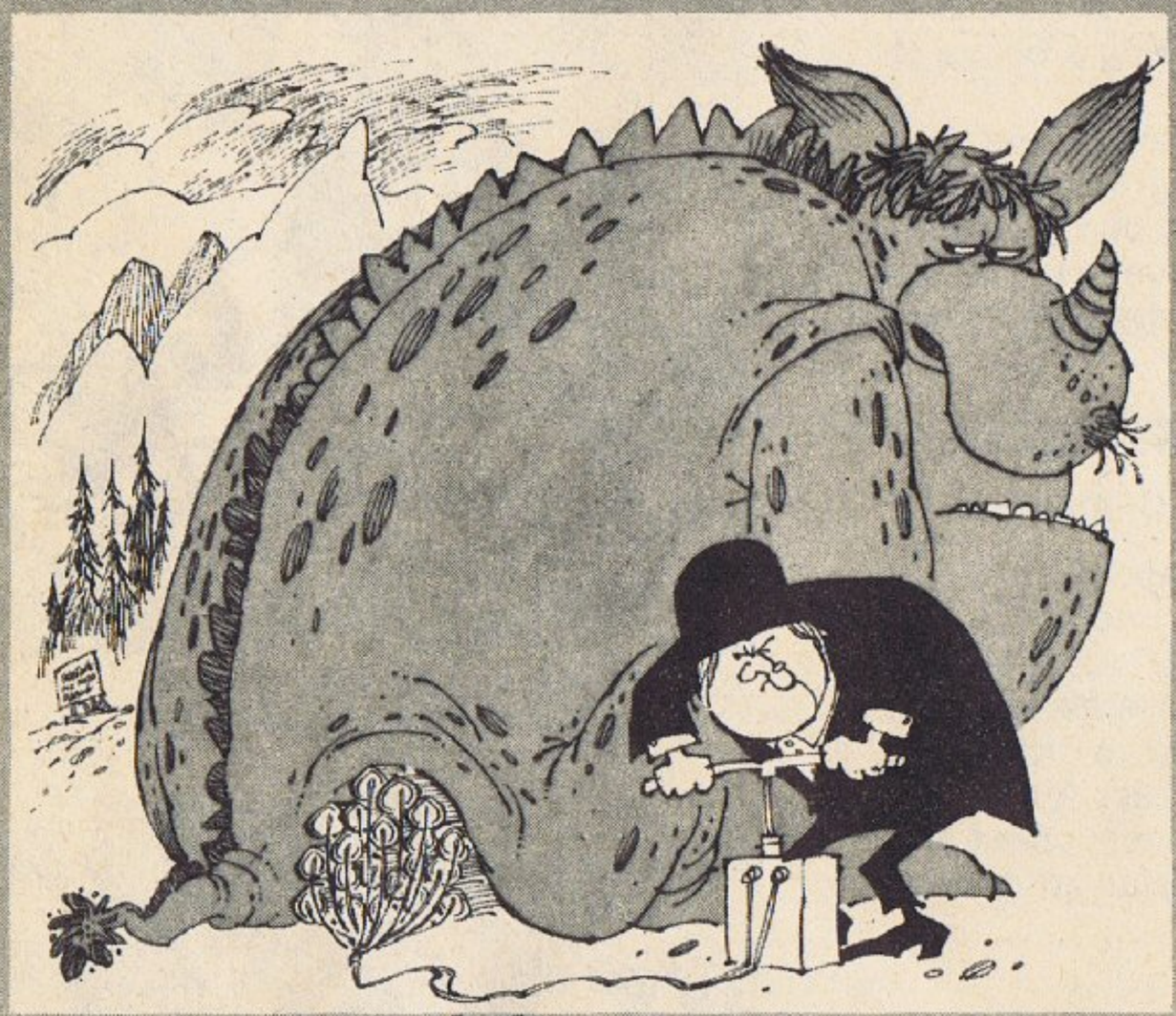


SPOOKING FROM PICTURES DEPT.

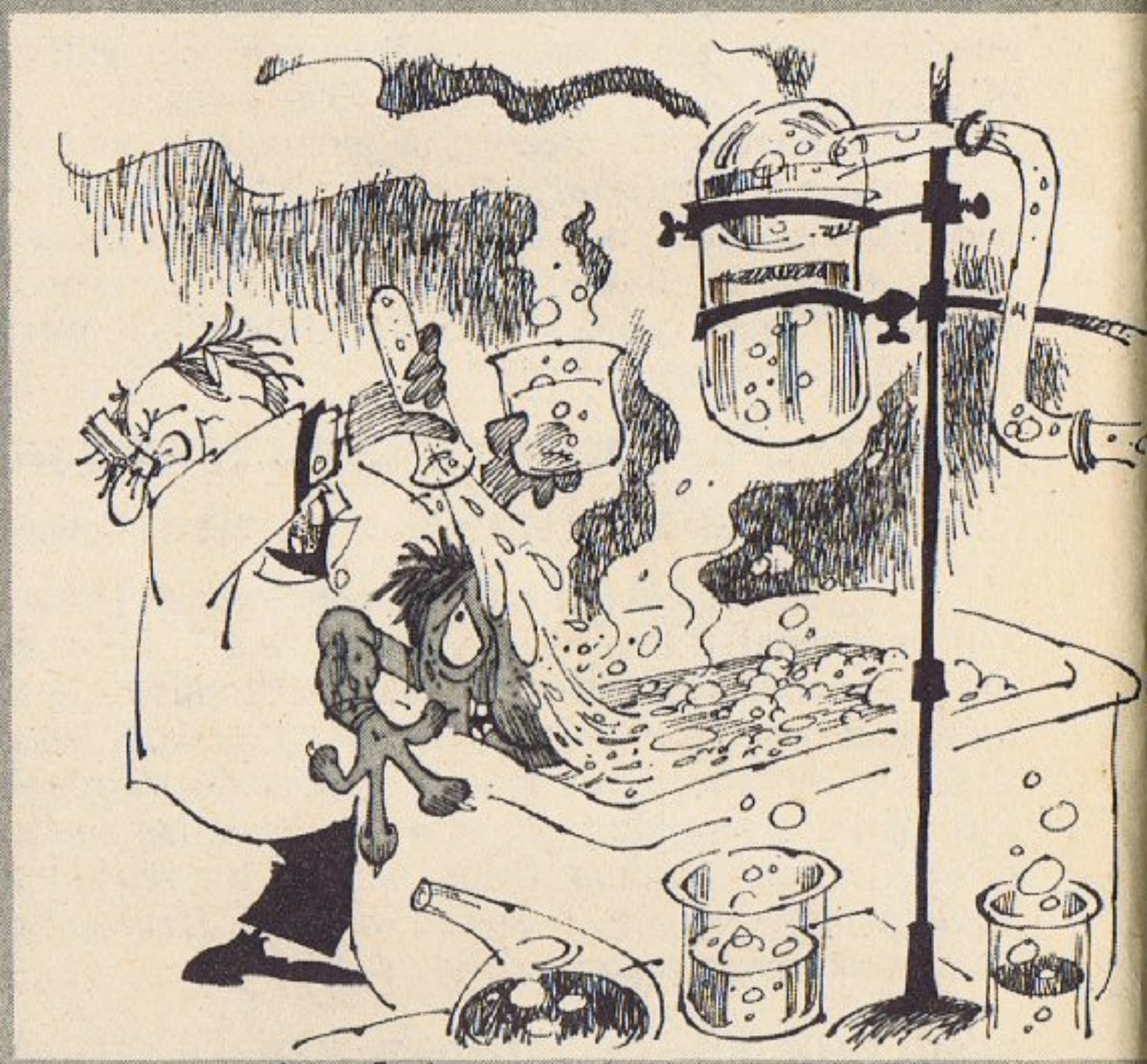
**Hey, gang! It's time once again for MAD's nutty old "Cliché Monster" game. Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie setting so you create a new-type monster, and you're playing it. Mainly, you're—**

# HORRIFYING CLICHÉS

ARTIST: PAUL COKER, JR. WRITERS: PHIL HAHN & NEAL BARBERA and MAY SAKAMI



**Exploding a MYTH**



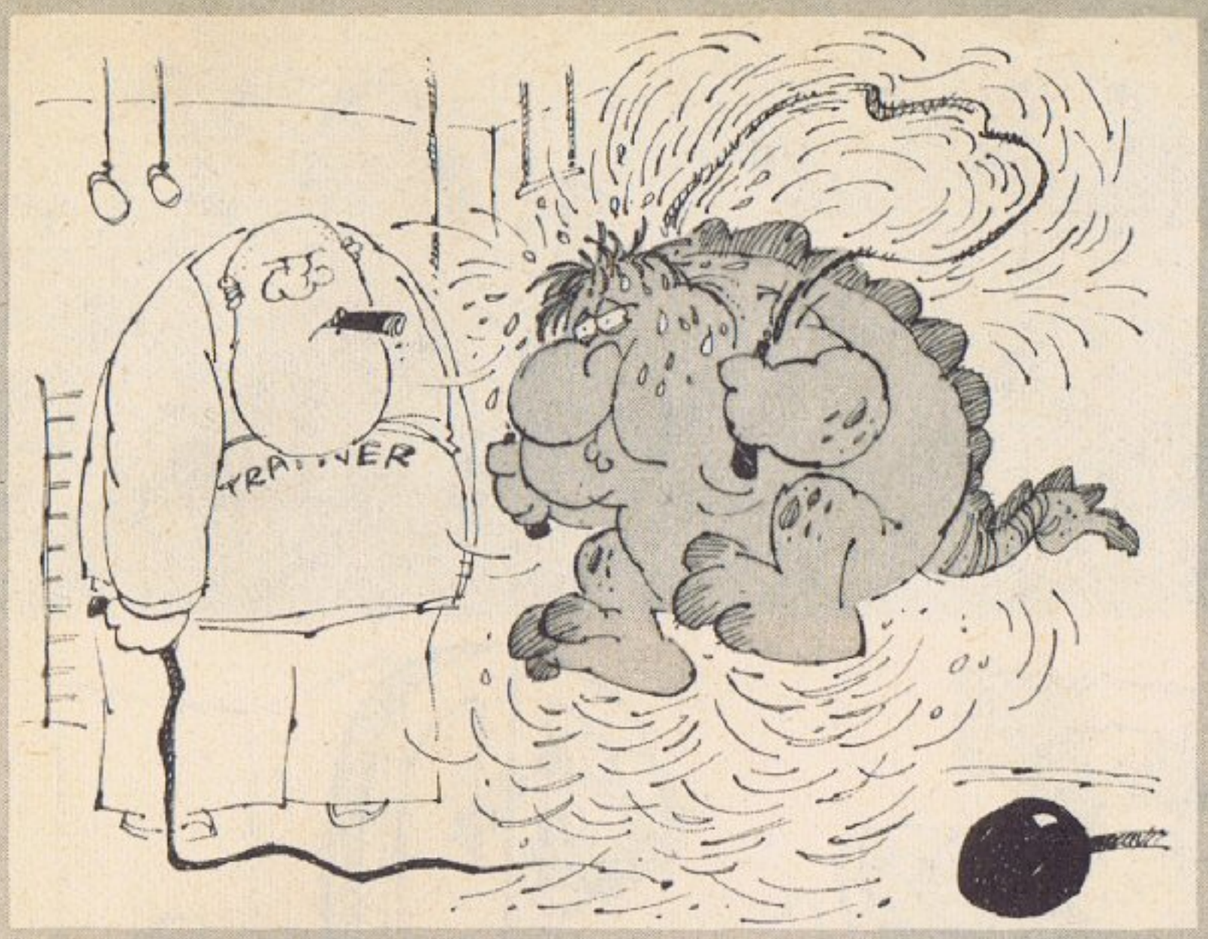
**Dissolving a PARTNERSHIP**



**Re-arranging a SCHEDULE**



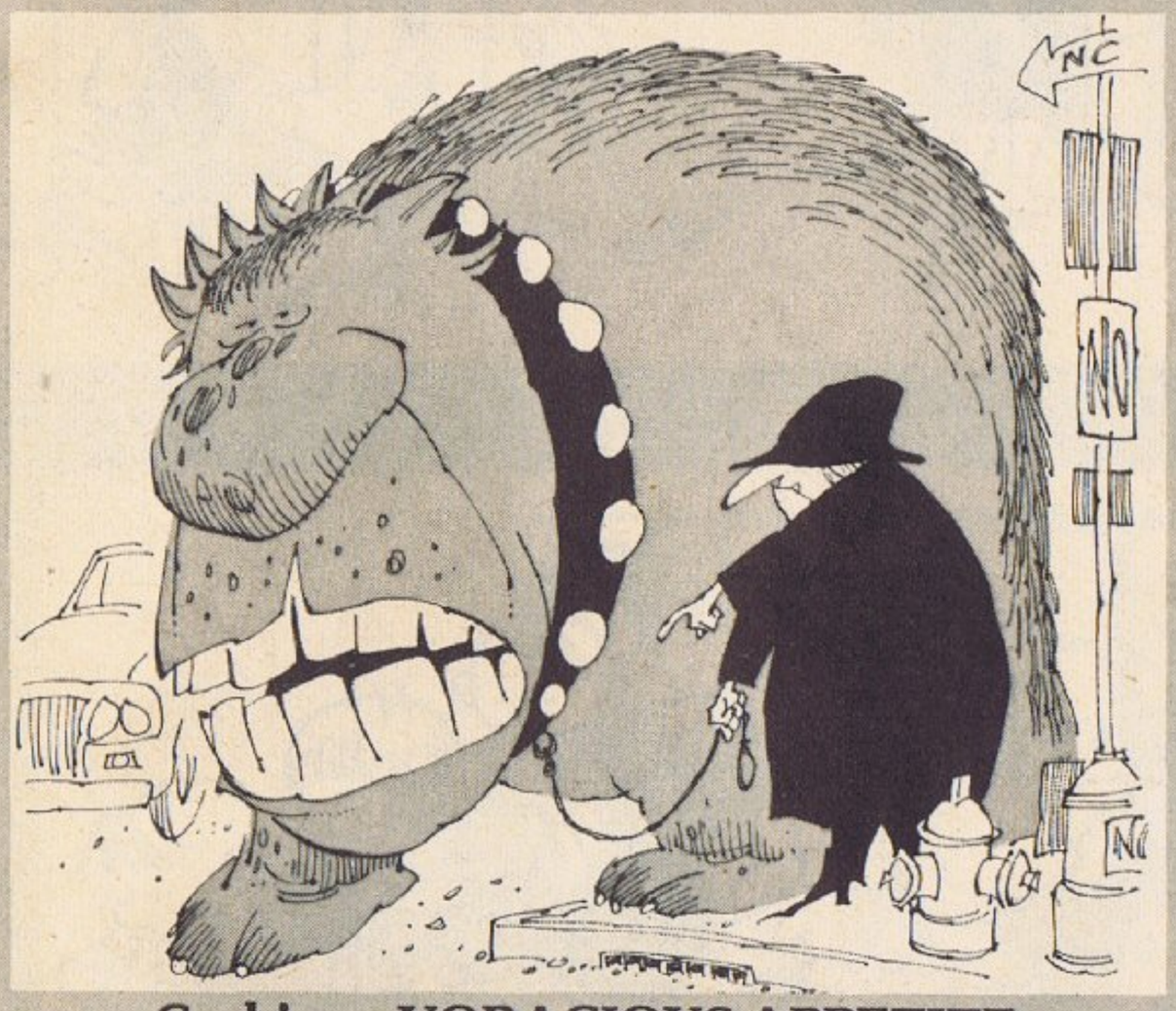
**Beating a HASTY RETREAT**




**Exercising a PREROGATIVE**



**Provoking an ARGUMENT**




**Curbing a VORACIOUS APPETITE**



**Arousing a SUSPICION**



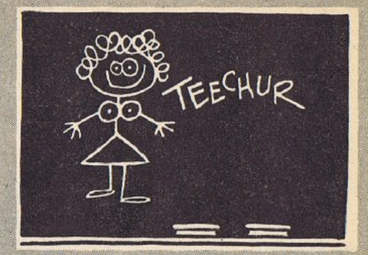
**Courting a DISASTER**




**Tackling a TOUGH ASSIGNMENT**

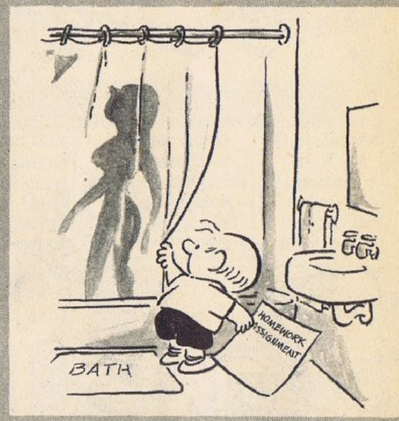
WHO'S MINDING THE STORK? DEPT.

# A MAD LOOK AT... SEX EDUCATION IN THE SCHOOLS



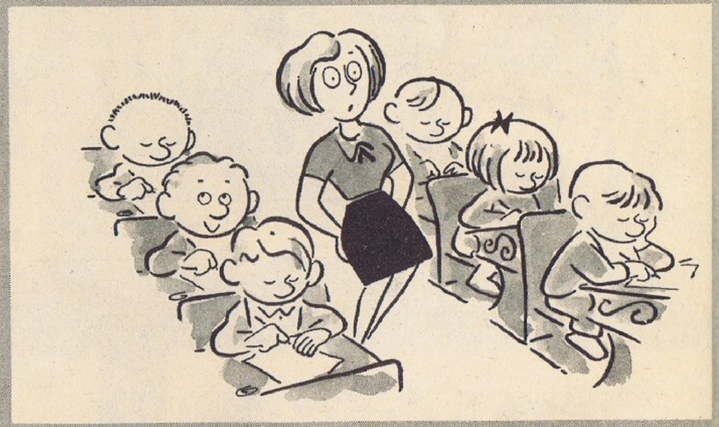

WRITER & ARTIST: JACK KENT

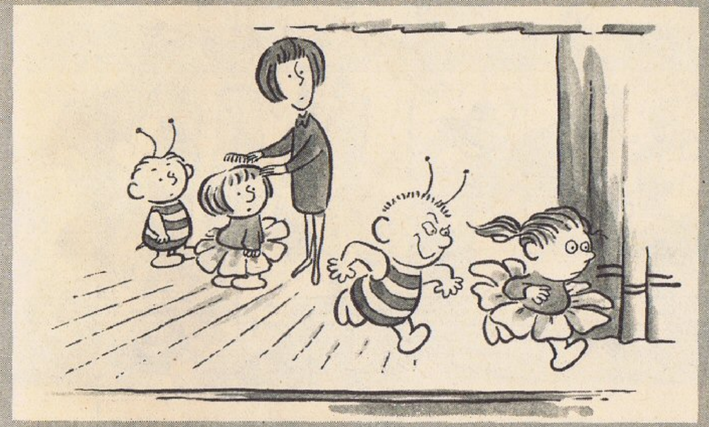


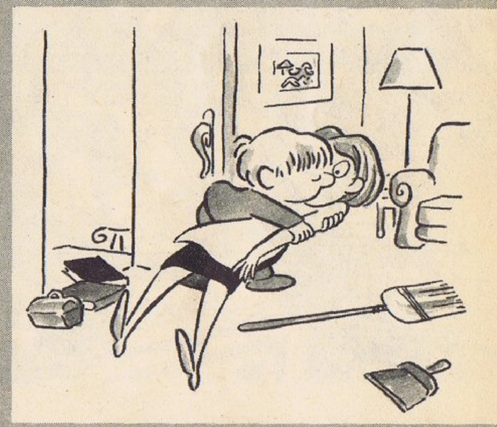


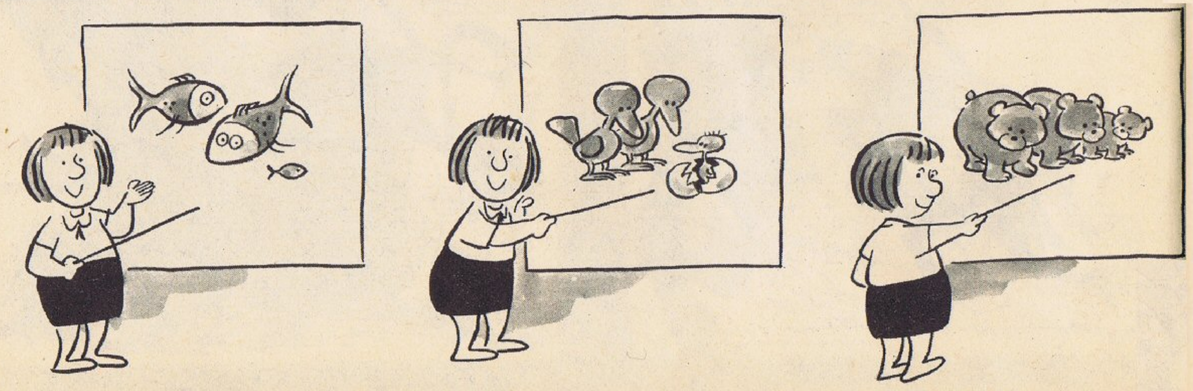




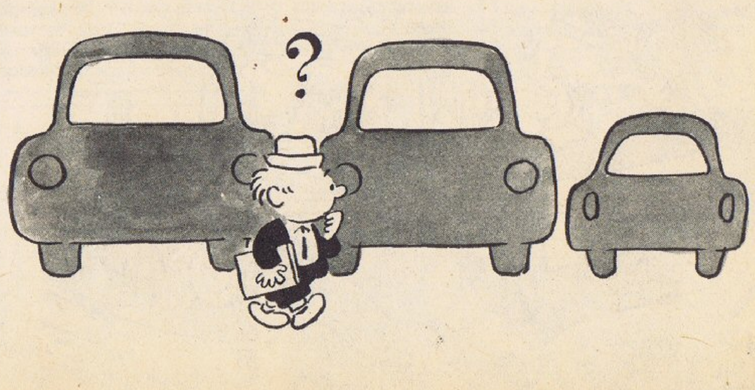




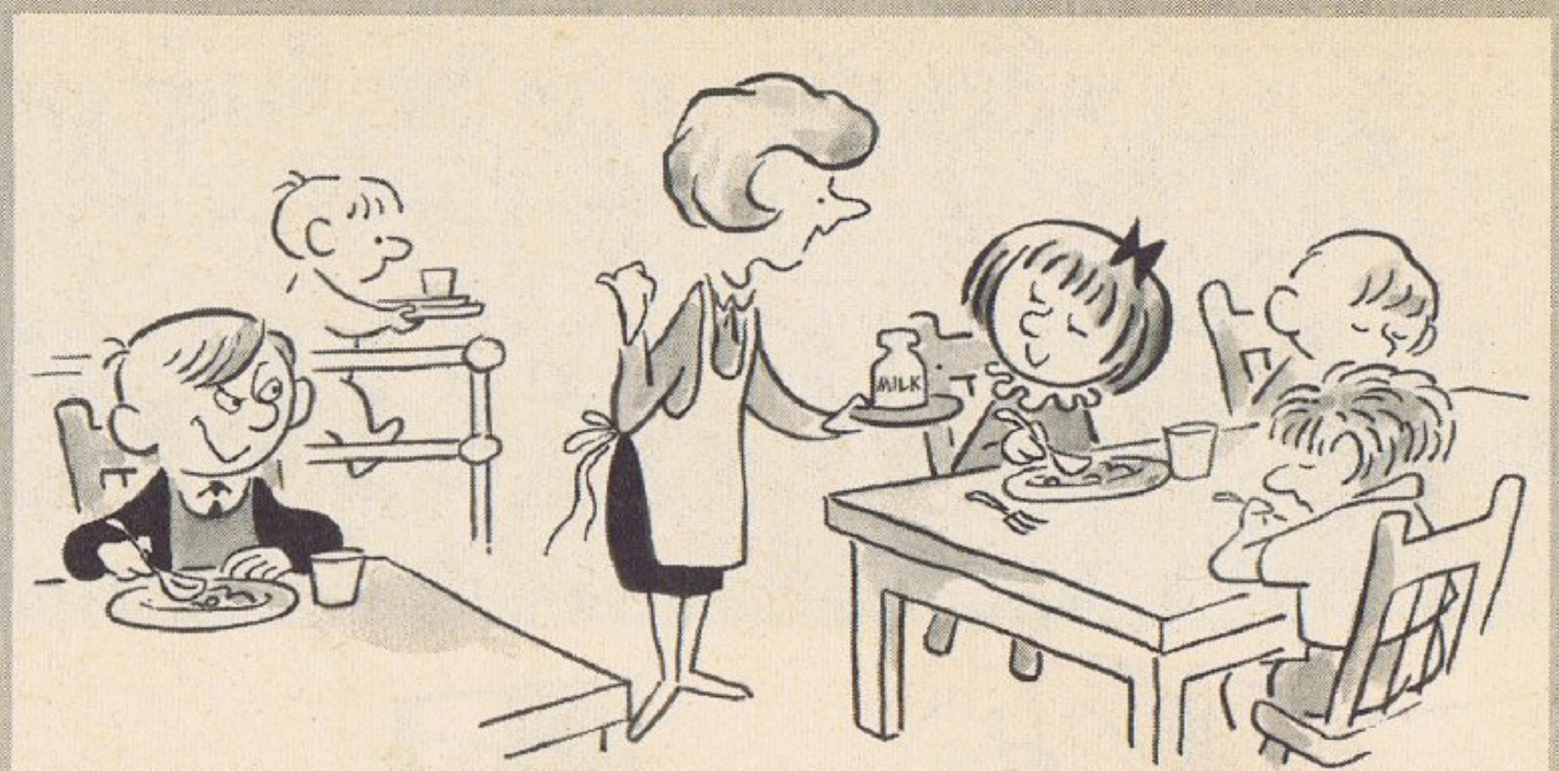


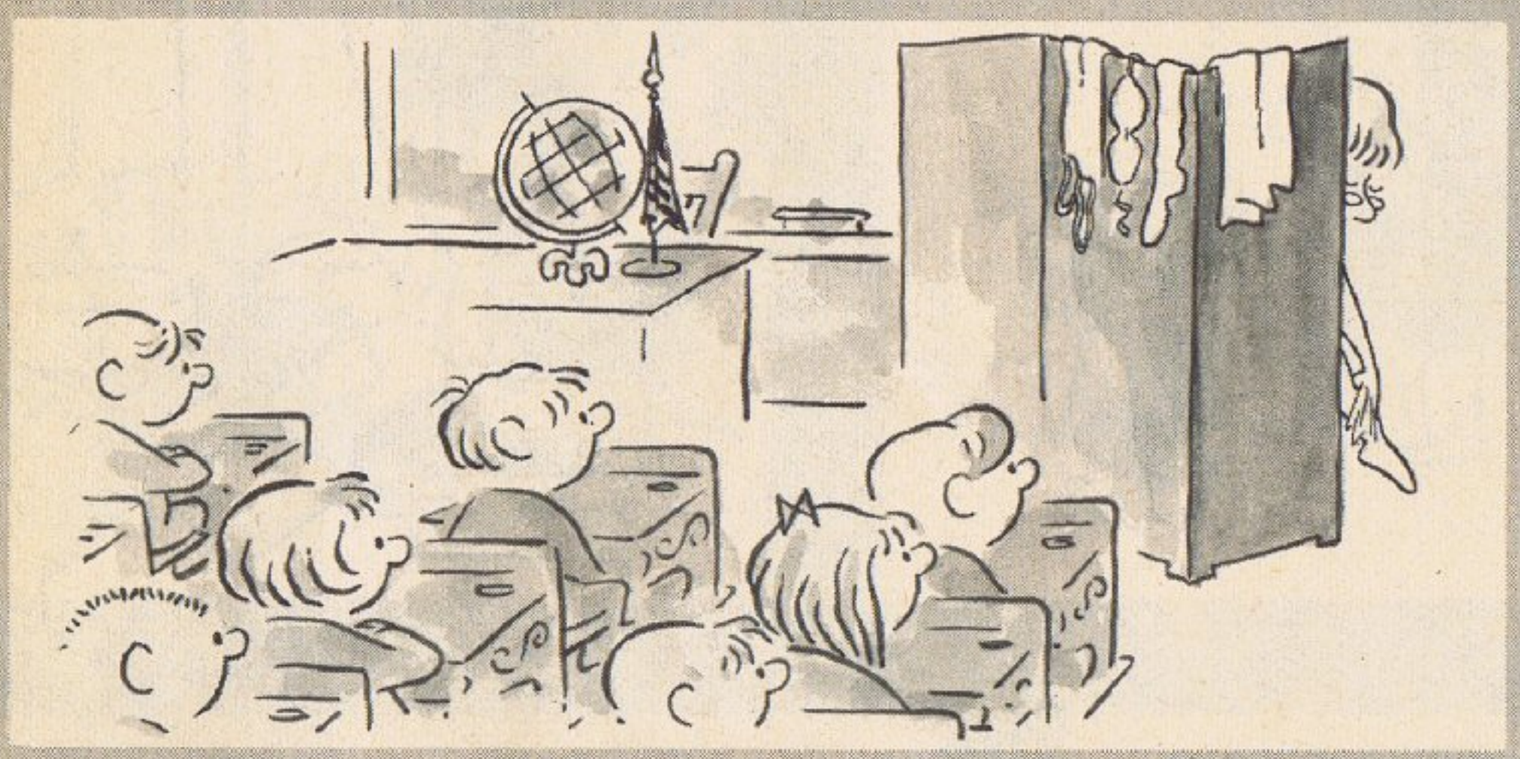




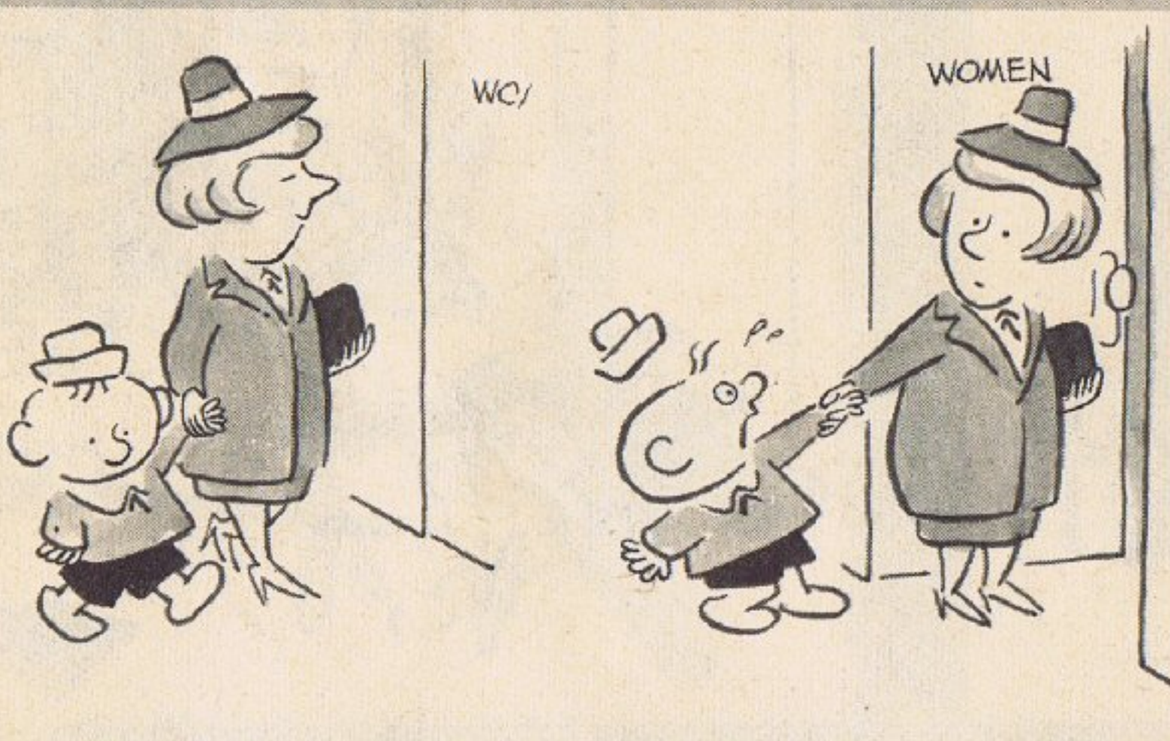


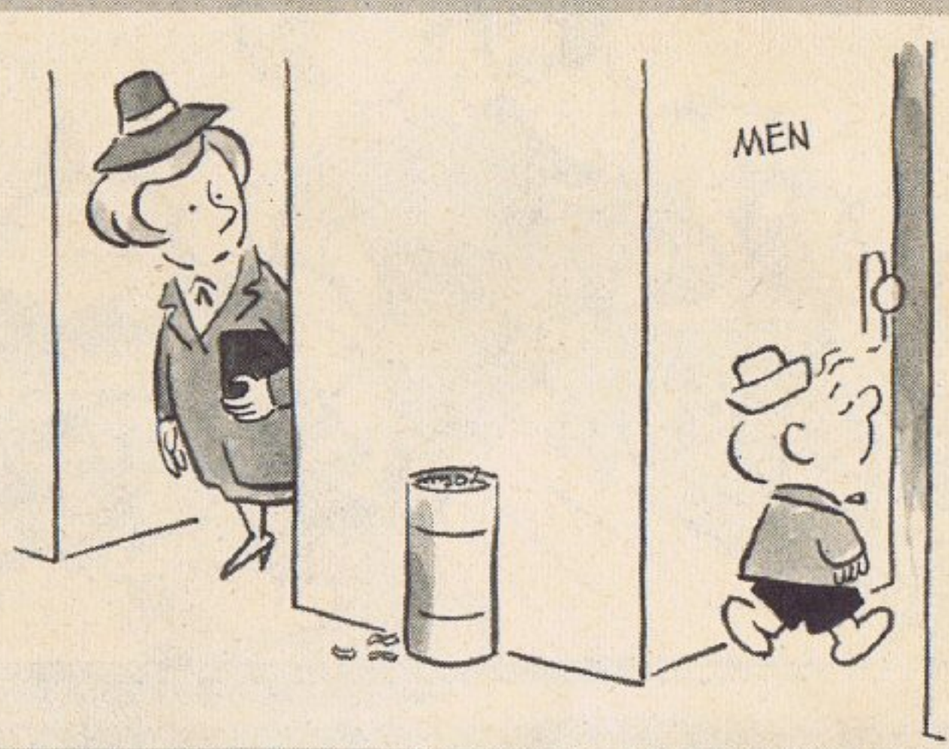

YALE
FIRST READER
JIMMY
ABC


MILK




REPORT CARD
A
A
A


WC
WOMEN


MEN


SCHOOL BUS
LOVER'S LANE
P.S. 21
FIELD TRIP
GFV 709


JACK TENT

GARBAGE DISPOSAL DEPT.

## HERE WE GO AGAIN WITH ANOTHER IMAGINATIVE INTERVIEW... THIS ONE WITH...

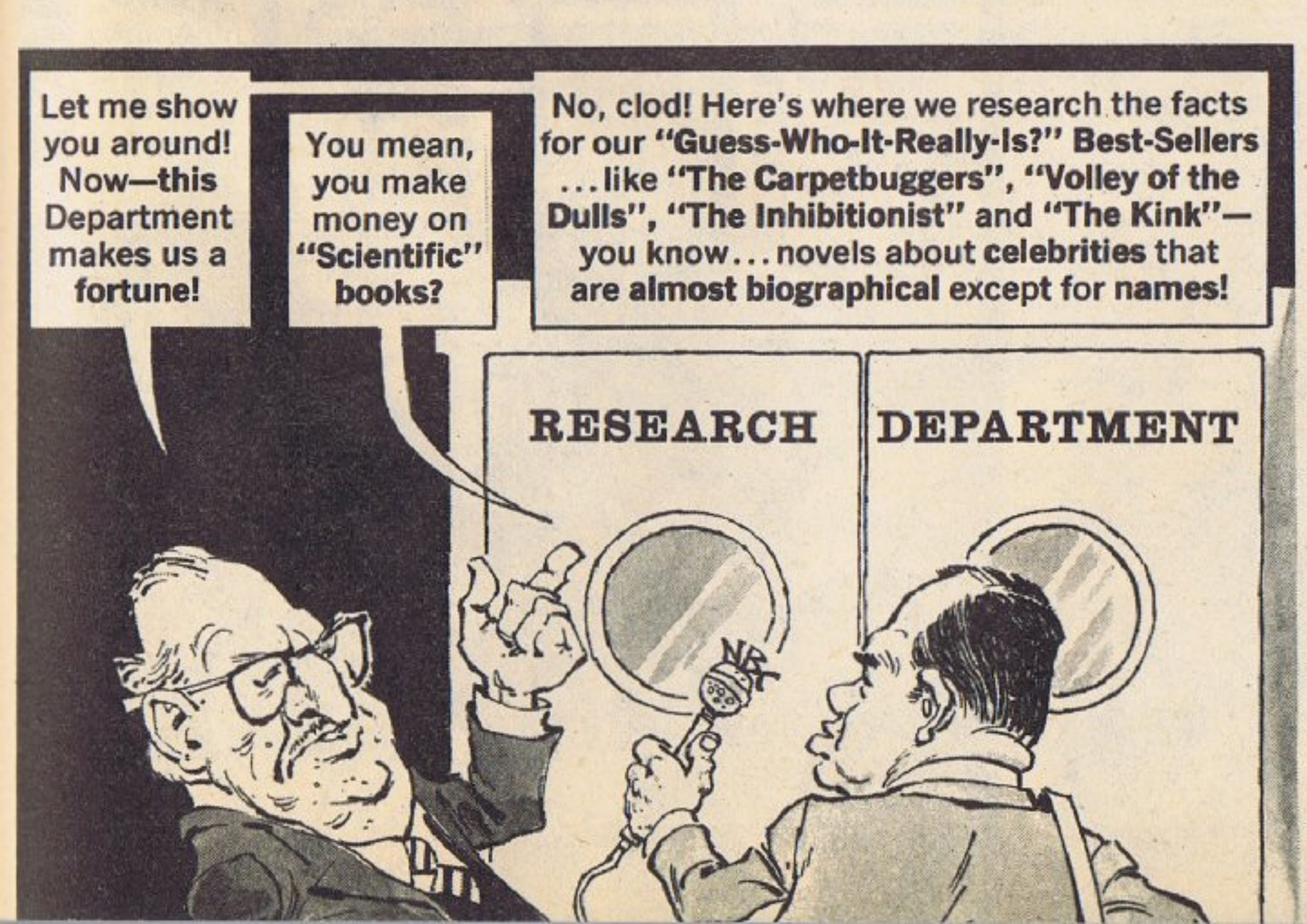
# MAD'S BOOK PUBLISHER OF THE YEAR

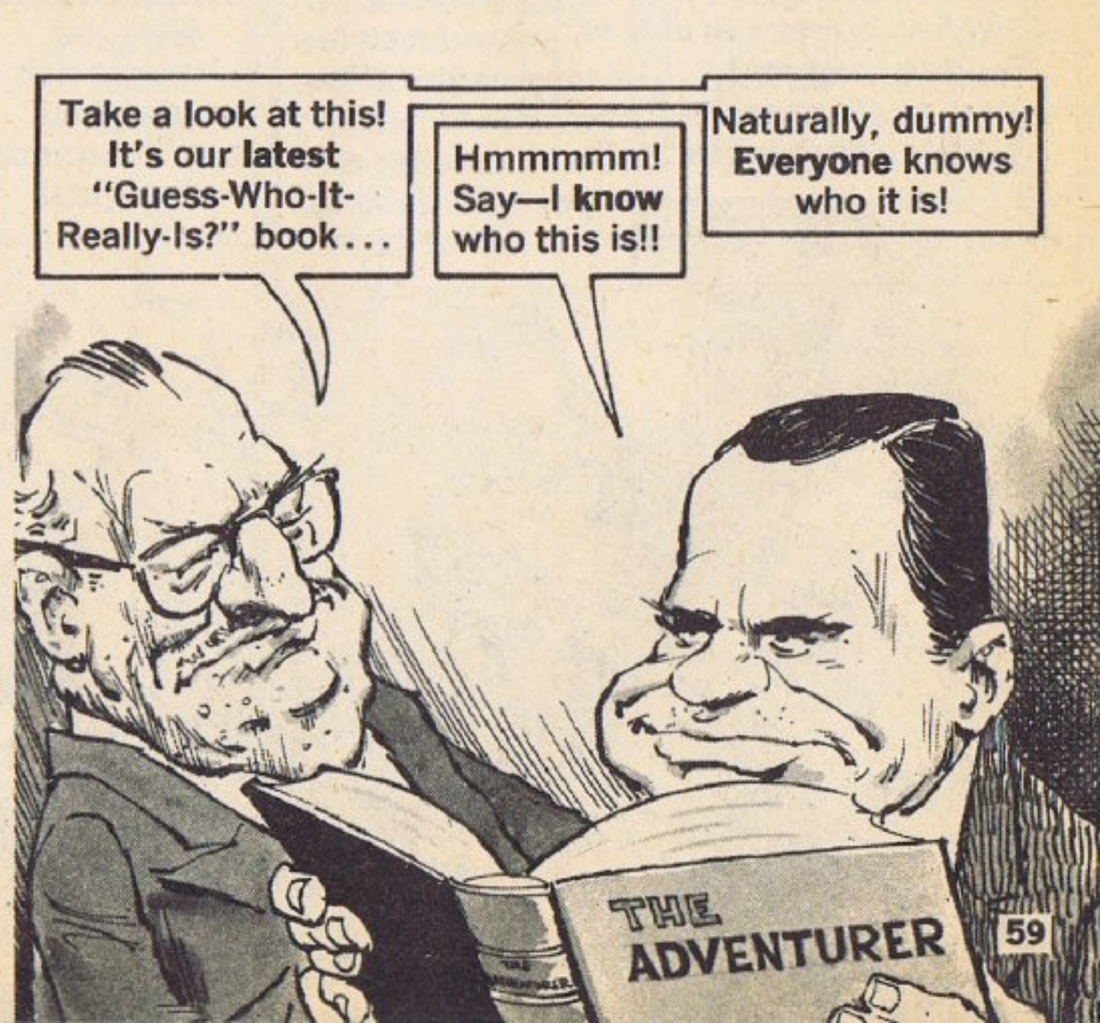
ARTIST: JACK RICKARD WRITER: STAN HART









But if everyone **knows**... won't the celebrity **SUE?**

**What?!** And **admit** that he **recognized himself** by all the **dirty disgusting things** the book says he's **done?!** Grow up, Noodnick, or you'll be an **interviewer** all your life!

FICTION EDIT

RANCID HOUSE

HOW I MADE A MILLION ON WALL ST.

Tell me... does the "Guess-Who-It-Really-Is?" gimmick **always work?**

Not always! Sometimes the boys get a little **too obscure!**

We published one about the **vilest,** most **corrupt** and **avaricious** man in America—and it took me **3 readings** to figure out who it was!

Really? And who **was it?**

**Me!!**

NBC

SEX BOOKS

Well, that certainly was **one** celebrity who **didn't** sue!

What an **idiot** I got here! **Of course, I sued!** I'm **proud** of the dirty, disgusting things **I've** done!

You—you mean... you **sued your own company?!**

**Why not?!** It's a **corporation!** The money came out of what would've been **Stockholders' Dividends!** Besides—**publicity** about the suit sent the sales of the book over **2 million!**

Here's where we do our **Authorized "As-Told-To—" Biography Books!** Shh—the writer is interviewing our **next subject**—the world's only **female** female impersonator ...**Miss Gha Gha Zhabor**...

Is **that** it? You want to **give up** the tinsel and sham of Hollywood ...and become a **Nun?**

**Sometink** like dot!

And you want to **continue Dr. Schweitzer's crusade** against **Leprosy** in **Africa?** Is that **before** or **after** you **live** and do **Social Work** in **Harlem?**

Anytink you **say,** Dolink!

What kind of an interview is **that?** The **writer** is doing **all the talking!**

He's just helping her **articulate** her **innermost thoughts!**

**Why??**

Because her **outermost thoughts** are all **stupid!!**

We're **hoping** Miss Zhabor's biography will **end** with her sixth husband **strangling** her!

But they **act** like they're so much in **love!**

**That's** not her husband! We **called him** and he's on his way **over** here!

A **good** biography is **MADE —not born!** *Heh-heh!*

That's **Harold Robber**—our most **successful writer!** His books sell **ten million copies each!** He's my **proudest achievement!**

Really? How come?

When the critics saw his **first** book, they said he could become another **Steinbeck** or **Hemmingway!**

And what did **you** do?

I talked him **out** of it!

Mr. Robber—I've read all your books and you seem to make **sex** into something **violent** and **ugly** instead of something **beautiful!**

To some people, **violence** and ugliness **ARE beautiful!**

Oh, really?! to **WHAT people?**

To people who **love SMUT!**

What is the most **difficult** problem you **face** as a publisher, Mr. Rapacious?

**Censorship!** I have to fight a **continuous battle!**

To get a **book "passed"?**

No, to get a book **"banned"!** Censors are so **lax** today, almost **anything** goes! I miss the good old days!

MANUSCRIPTS

TRUMAN CAPOTE

NORMAN MAILER

Tell me —who are **those** men?

Oh, that's my **"Best-Seller Tactical Buying Squad"!**

I'm not sure I understand!

They go to the 20 or so **Bookstores** that are surveyed each week for the **"New York Times Best-Seller List"**—and they **buy out** our **latest novel!** Then, **next** week, it's **"Number one"!**

By the way, we publish **other** type of books besides the **dirty** kind! This is our **"Classics"** line . . . the world's **great literature** in **fancy bindings!** We've sold over **3 million!**

B-but **these pages** are all **BLANK!!**

Oh, I really can't **believe** that!!

Congratulations! You're the **first** person who ever **noticed that!**

**Why not?!** Parents who buy books like these for their kids **never** look inside them, and the kids—who'd be **bored stiff** if they **had** to read them—**never tell!**

Do you have a **special "busy season"?**

**Yes, Christmas-time!** Since most people give presents because they're **intimidated** into it, we publish books priced **just right** for them!

Like **this** one—**"A PICTORIAL HISTORY OF HISTORICAL PICTORIANS"!**

What in heck is a "PICTORIAN"?

It'll cost you $12.50 to find out!

Of course, AFTER Christmas, the book will be marked down to $4.95!

Oh—so you can get rid of the ones that weren't bought?!

No—so we can still make a cool $7.50 profit when the clods who got them as gifts return them for a refund!

Well, what DO you do with these expensive books you can't sell?

We use them as special bonuses for joining our "Book Club"!

You don't miss a trick, do you!

That's why I'm here, and you're there, little man!

EMPLOYEES WASH ROOM

EXECUTIVES WASH ROOM

Here we have our "Follow-The-Popular-Trend" Books! A recent popular trend was "Accounts of Senseless Crimes". Remember last year's successful book about a senseless crime? Well, we hopped right on the bandwagon and came out with these sequels: "In Colder Blood"—"In Coldest Blood"—and our newest one, "In Blood So Cold You Could Plotz"!

IN COLDEST BLOOD

Here is our most creative writer!

Novelist?

No, he writes the Dust Jackets for our books!

Listen to this marvelous jacket for an Economics Book...

"WHAT STRANGE NEW LAW DID GRESHAM MAKE WOMEN SUBMIT TO?"

And—"WAS MALTHUS AS GOOD IN PRACTICE AS HE WAS IN THEORY?"

But aren't Dust Jackets like that misleading?

Misleading!? They're downright dishonest!!

But if you really want to see a swindle, take a look at these! We take old junk that wasn't even good to begin with, and reprint it as a "Collection"!

And these things sell?

Yep! Even I can't figure out why!

I guess anything that gets printed gets bought today!

Yeah—like this stupid interview!

MONEY

MILKING

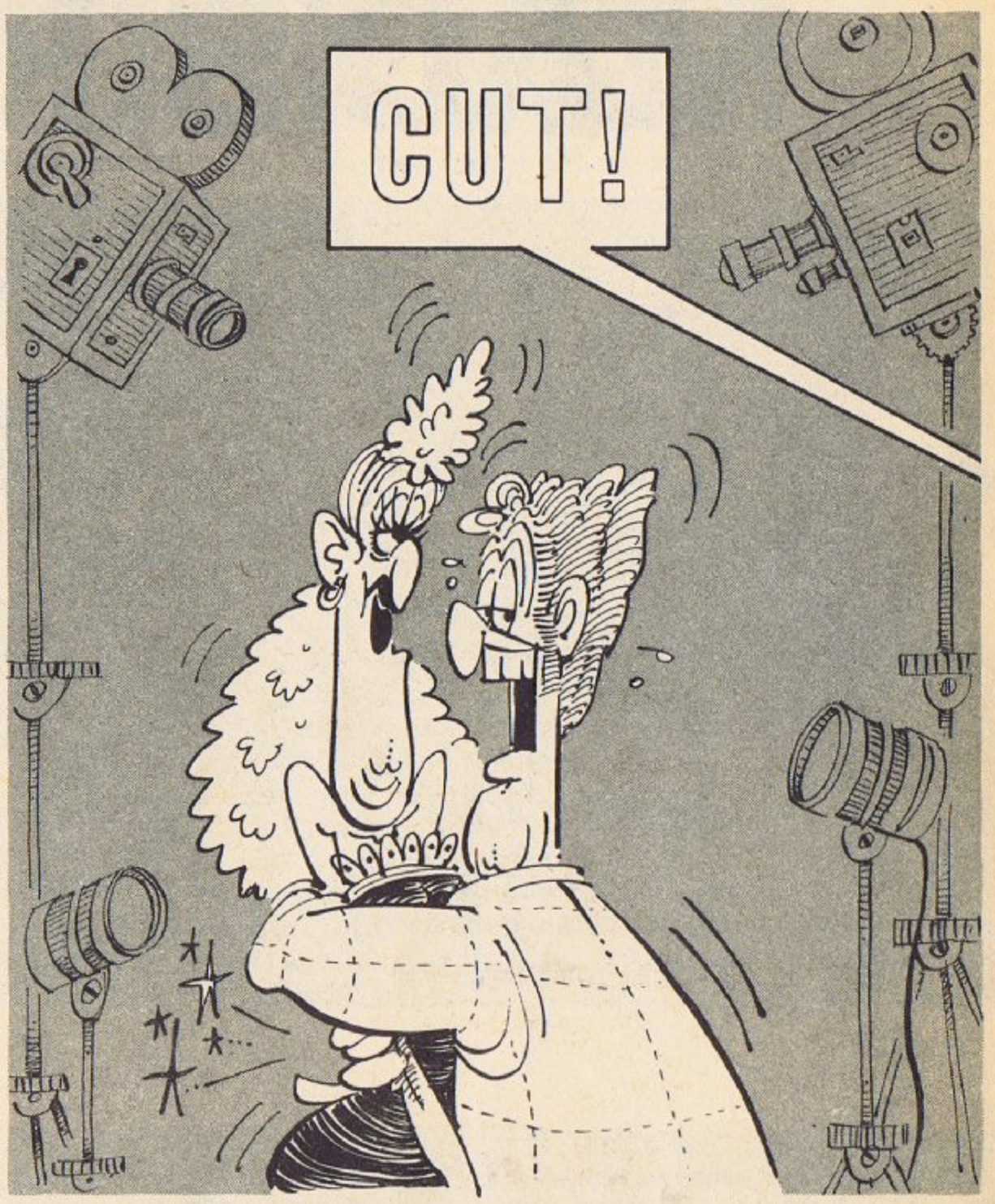
MAD

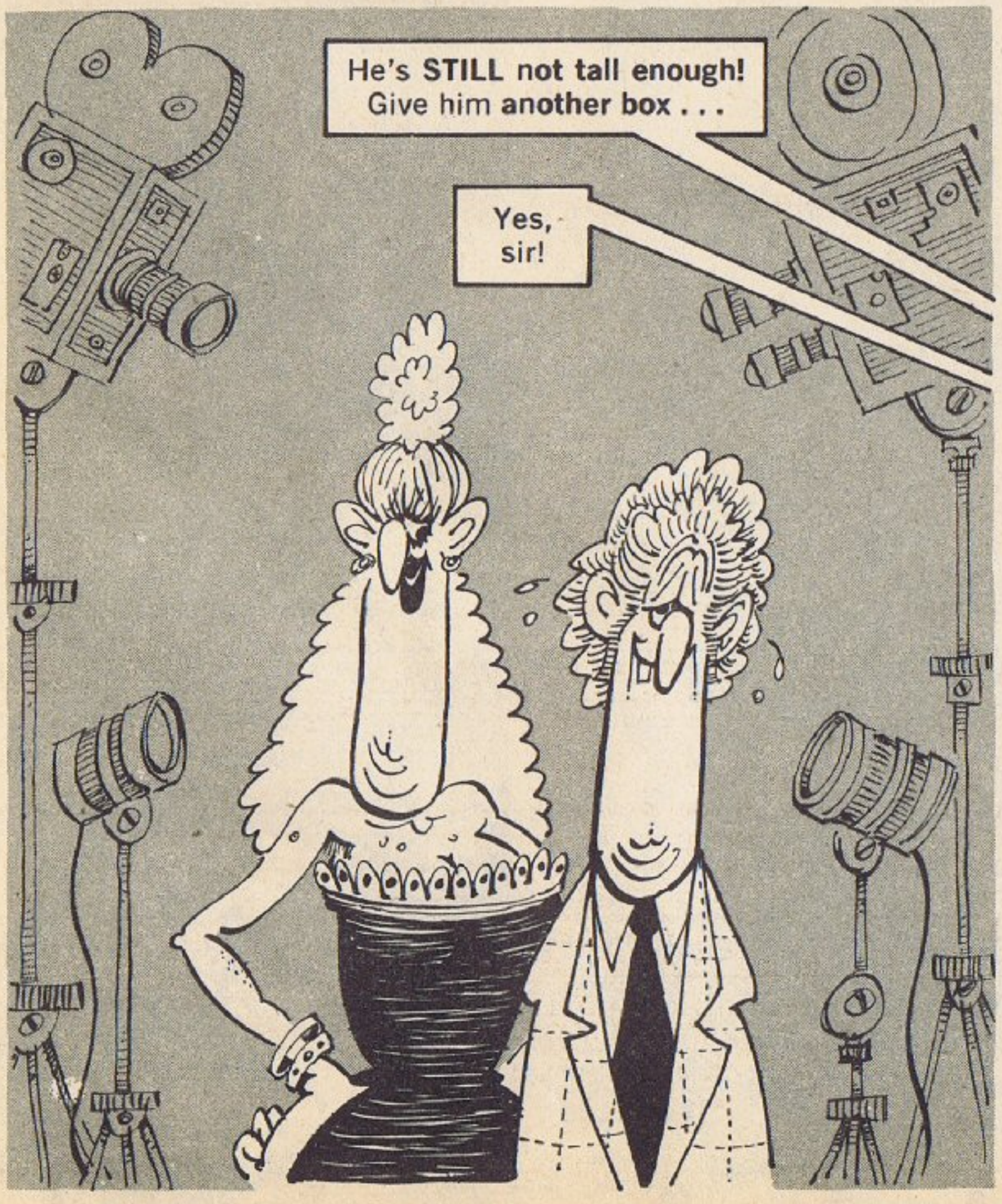
PROFIT

DON MARTIN DEPT. PART II

# ON THE SET



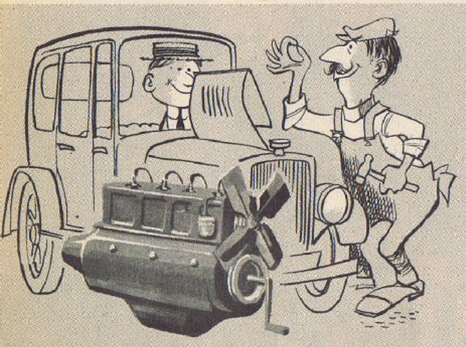



PATENT-PANNING DEPT.

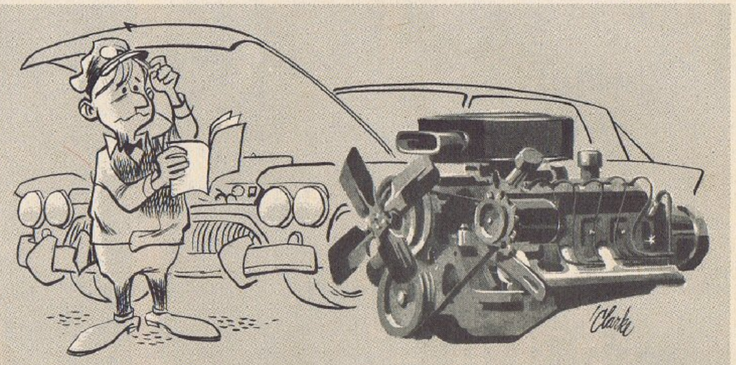
**Quite a few issues back (MAD #82, to be exact!), we pointed out that progress brings change, but that sometimes the change isn't all for the better. Man often forgets to look back to see how far he's progressed. Which is what this next article is all about. It's also exactly what the article in MAD # 82 was all about, which gives you an idea of how progress can really take a beating. At any rate, here's**

# MAD'S FOLLOW-UP REPORT ON PROGRESS

ARTIST: BOB CLARKE WRITER: DICK DE BARTOLO



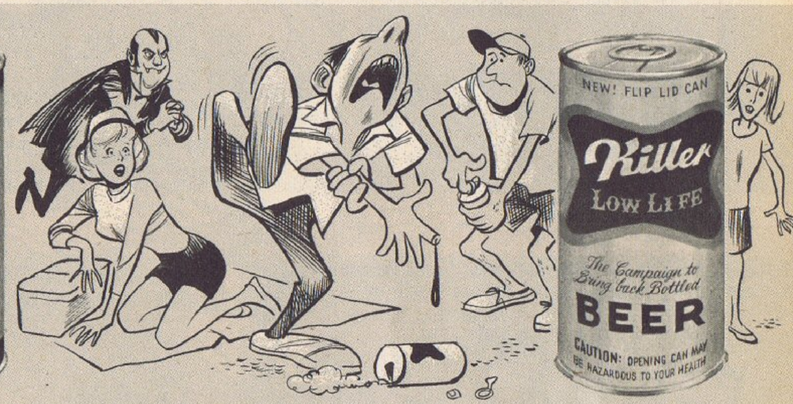
The old fashioned car engine consisted of a few inexpensive parts which ran trouble-free for years, but only delivered a ridiculous top speed of 50 mph.



The modern, high-compression, supercharged, dual-carburetored V-8 car engine is in constant need of expensive replacement parts and repairs, despite its original cost of ten times the old-fashioned car engine. But its high horsepower delivers a top speed of over 130 mph! Too bad most highways only have a top speed of 50 mph.

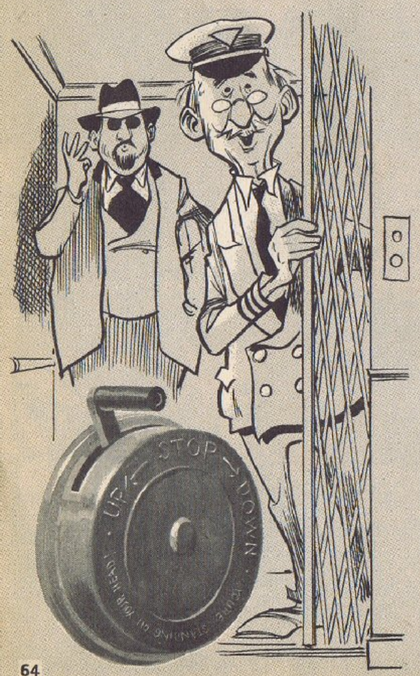



Picnics were often ruined in the past when you had the old-fashioned cans of beer and no one brought a "church key".

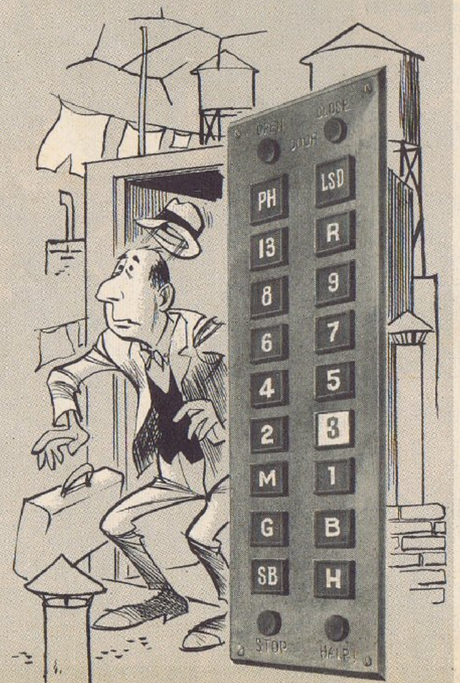



Modern pull-tab beer cans eliminate need for can openers entirely. Now picnics are often ruined because no one brings bandages for fingers cut by those metal pull-tabs.

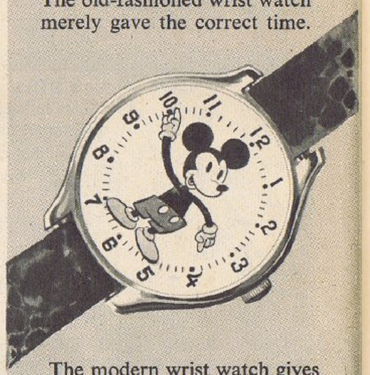
Recognize this man in uniform? He is an elevator operator. Better make that "he *was* an elevator operator." Yes, time was when you had to depend on him for service.



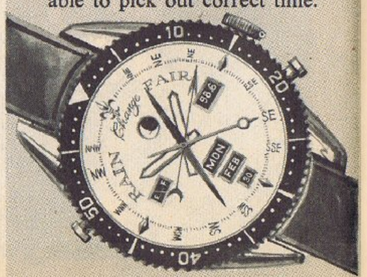

But not today. Now you have the modern self-service automated elevator. Merely step in, press a button, and "up" you go. Too bad you really wanted to go "down"!



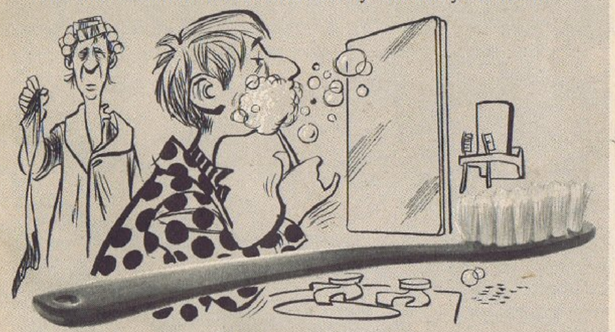

The old-fashioned wrist watch merely gave the correct time.



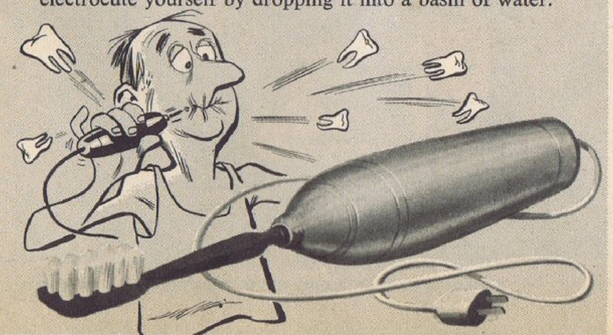
The modern wrist watch gives the day, date and moonphases while showing elapsed time, sounding an alarm, and supplying a stop-watch. If you're really observant, you may be able to pick out correct time.



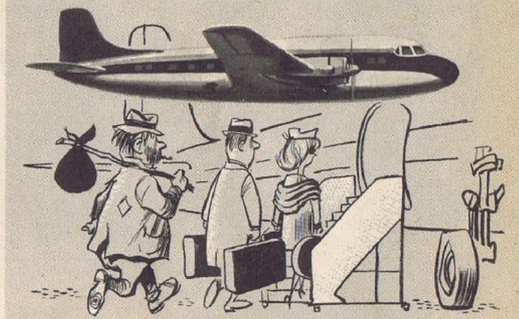

The old "manual" toothbrush merely cleaned your teeth.



Today's streamlined electric toothbrush cleans your teeth with thousands of power strokes per minute . . . unless, of course, you forget to plug it in, or they turn off your electricity, or you want to use it away from an electric power source, or you short-circuit the thing and nearly electrocute yourself by dropping it into a basin of water.



Those ridiculous "prop" planes took over 11 hours to fly from N.Y. to California, and you had to carry your own luggage!

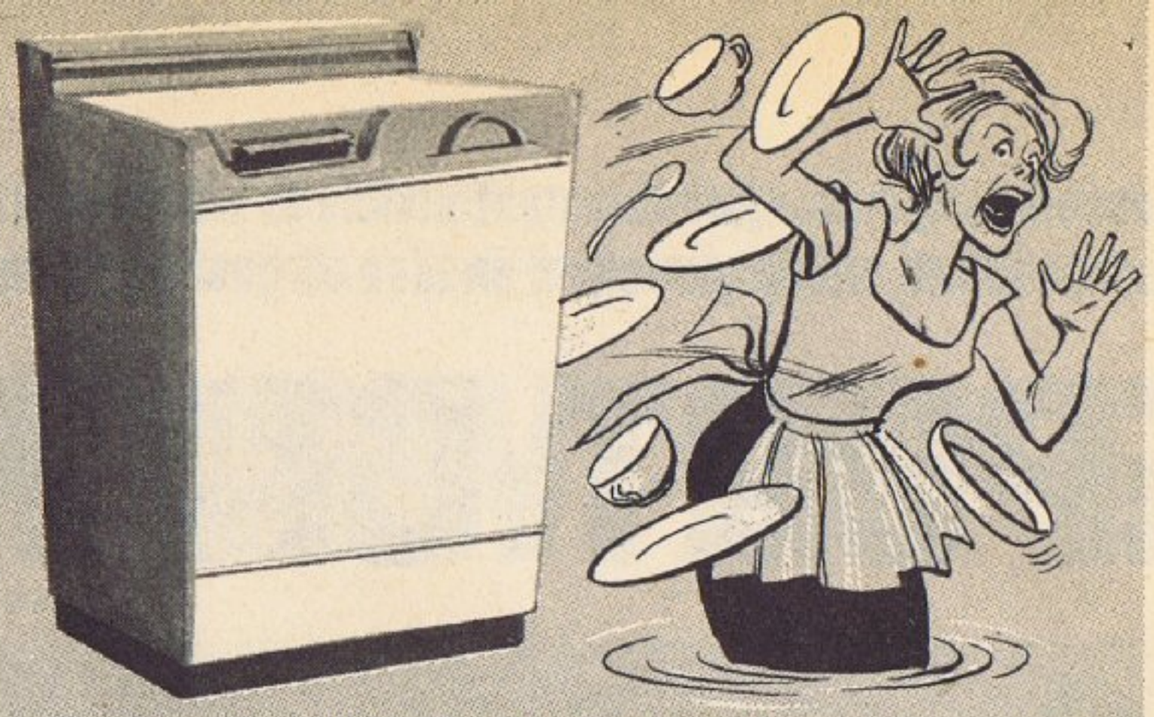


Today's modern jet planes whisk you from N.Y. to California in just over 5 hours . . . a full 6 hours or more before your lost luggage finally shows up.



Can you recall when washing the dishes took you a time-consuming 15 minutes and used up about 2¢ worth of soap?



Compare that with using the modern electric dishwasher, which can usually be loaded with dirty dishes in half-an-hour, and only costs about 50¢ per wash (when you've averaged in the initial investment of several hundred dollars, plus costs of installation, plumbing, repairs, electricity, and about 2¢ worth of detergent per wash.)

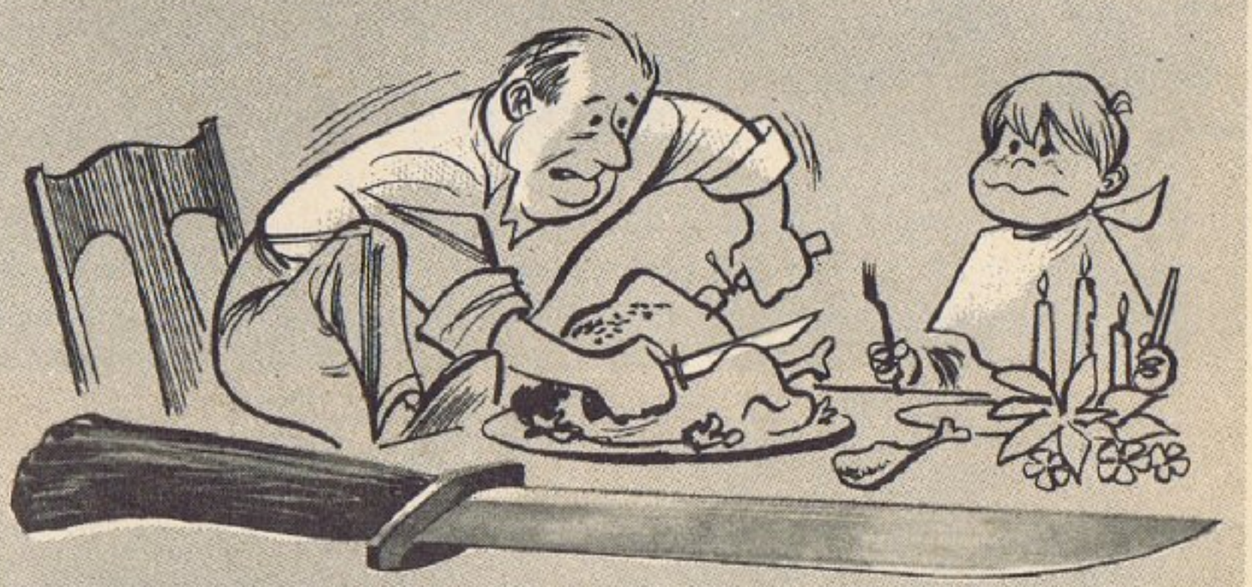
Remember this stuff? It was called cash! People would carry 20 or 30 or 50 dollars worth of it . . . then lose it, and be out all that money.



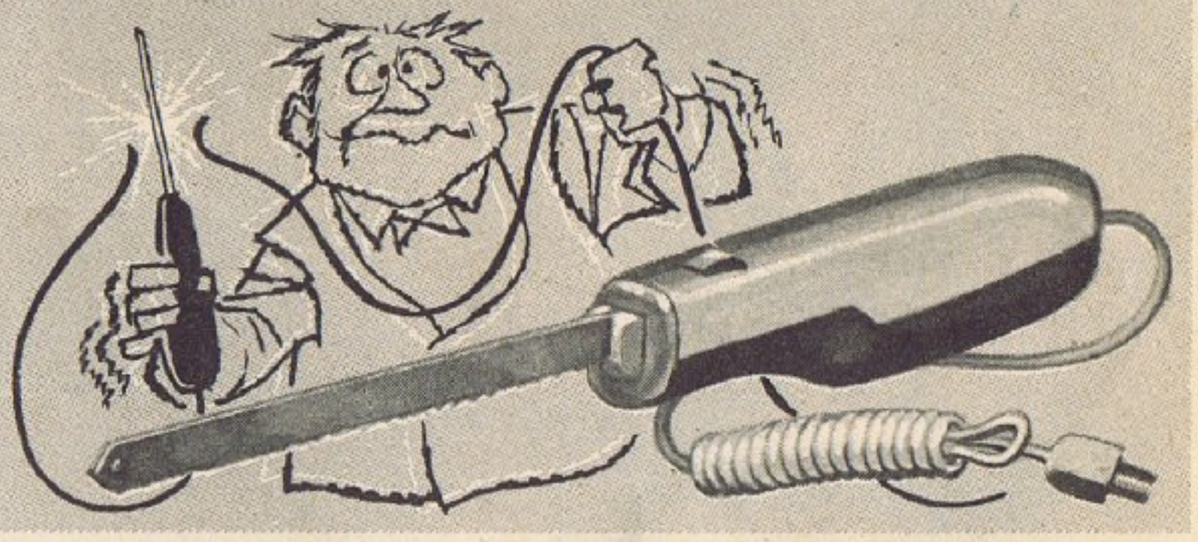
Here is the modern man's wallet. Notice—no cash! Just dozens of convenient (but bulky) credit cards. And if he loses them, he's not out one penny . . . not until the end of the month, that is, when he receives bills for $23,589.37—charged by the guy who found his wallet.

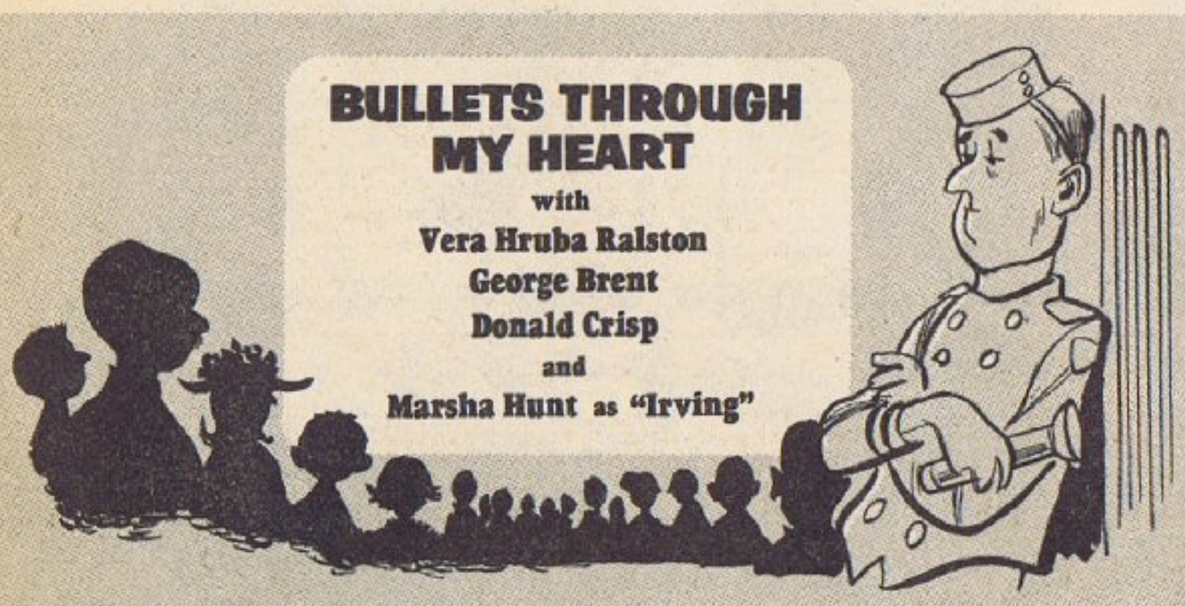



Remember when you had to carve a turkey with that tedious back and forth motion using an old-fashioned plain knife?

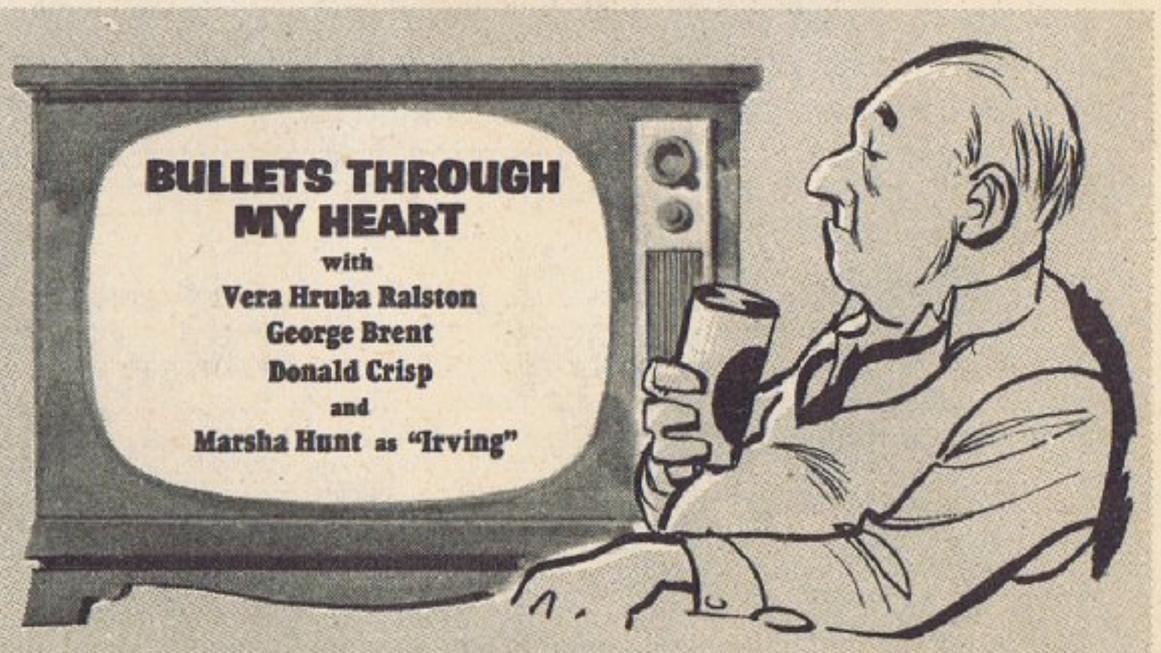


Today, with a modern vibrating electric knife, you merely have to guide it as it effortlessly slices through a turkey, and accidentally slices through its own power cord.

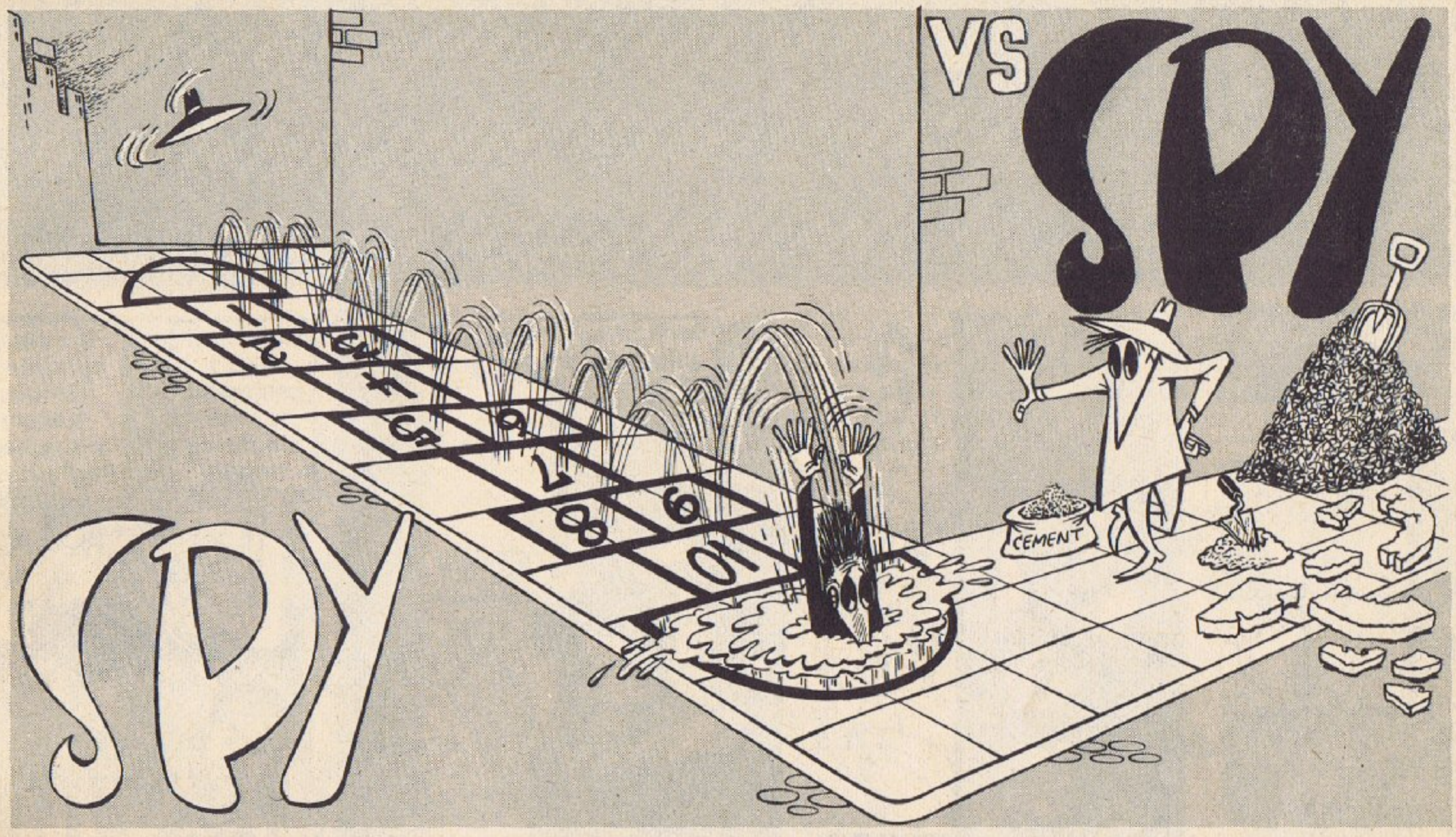




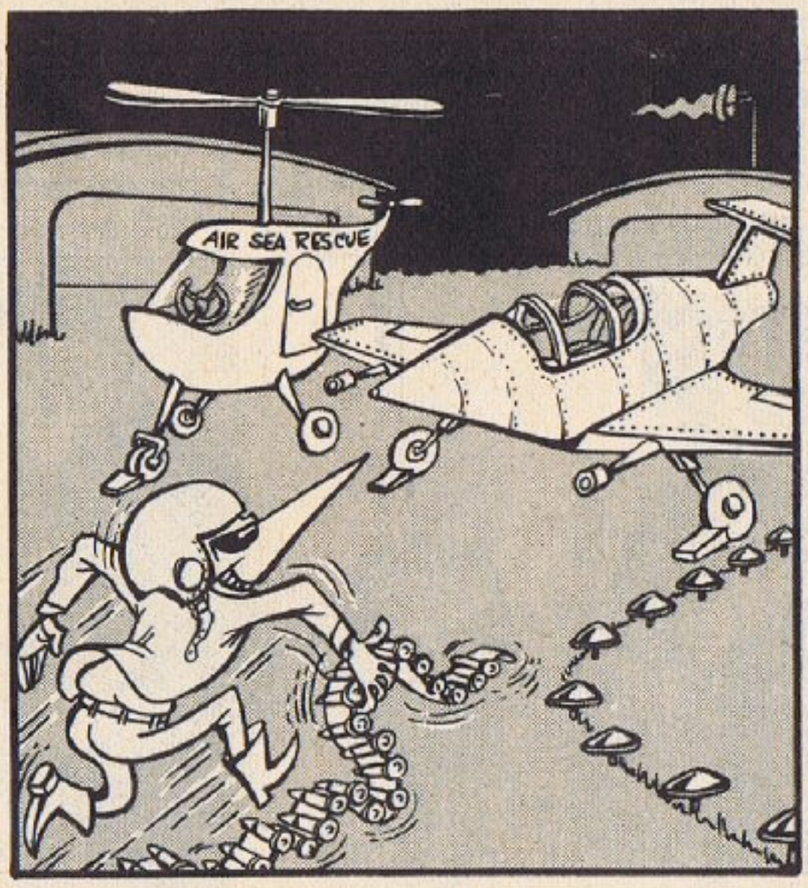

Before television, if a person wanted to be entertained, he'd have to go to the movies—which in those days were nothing more than trashy, poorly written dull melodramas.




Today, thanks to television, a person merely has to turn a knob to be entertained in the comfort of his own home.

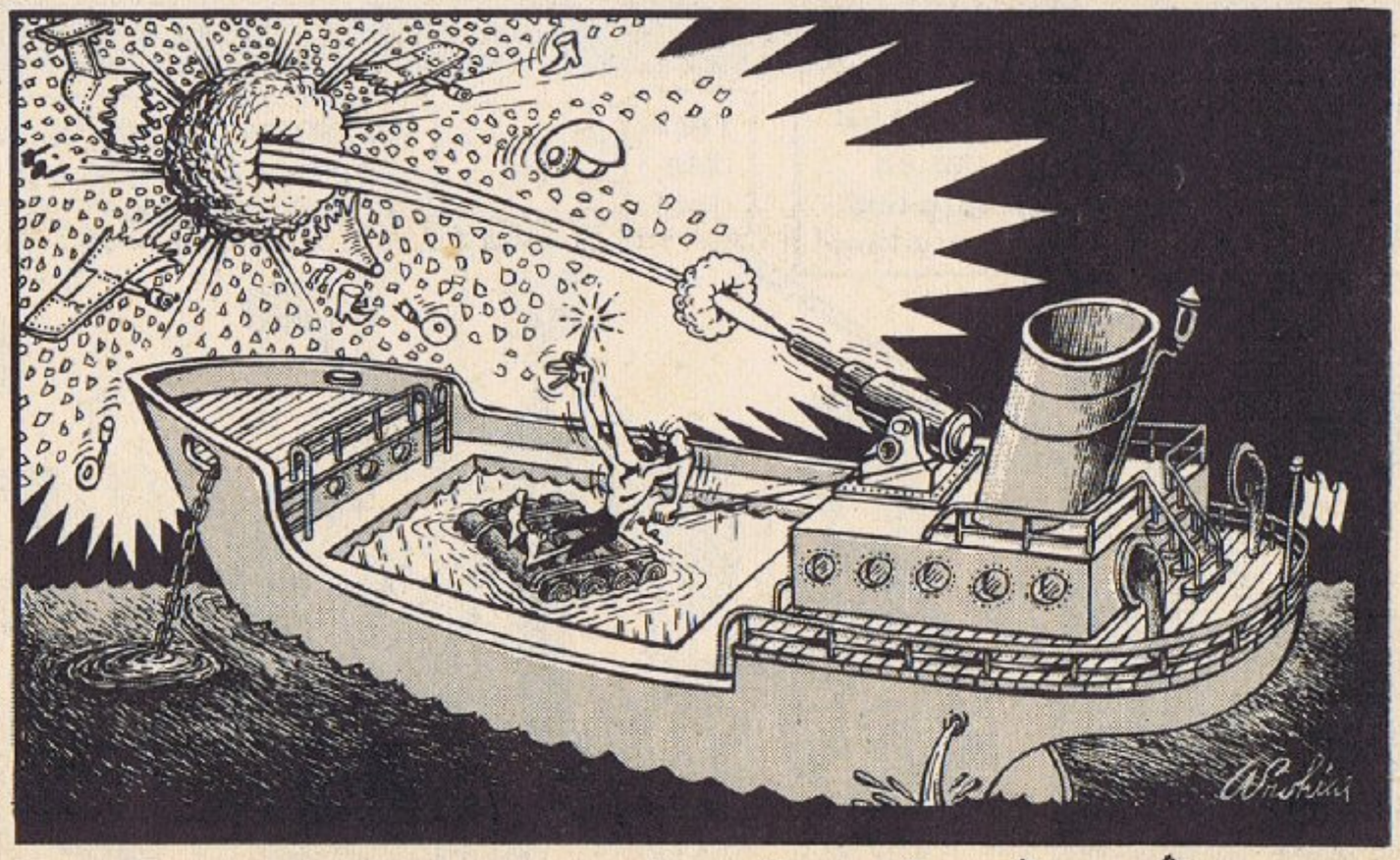

SPY
VS
SPY
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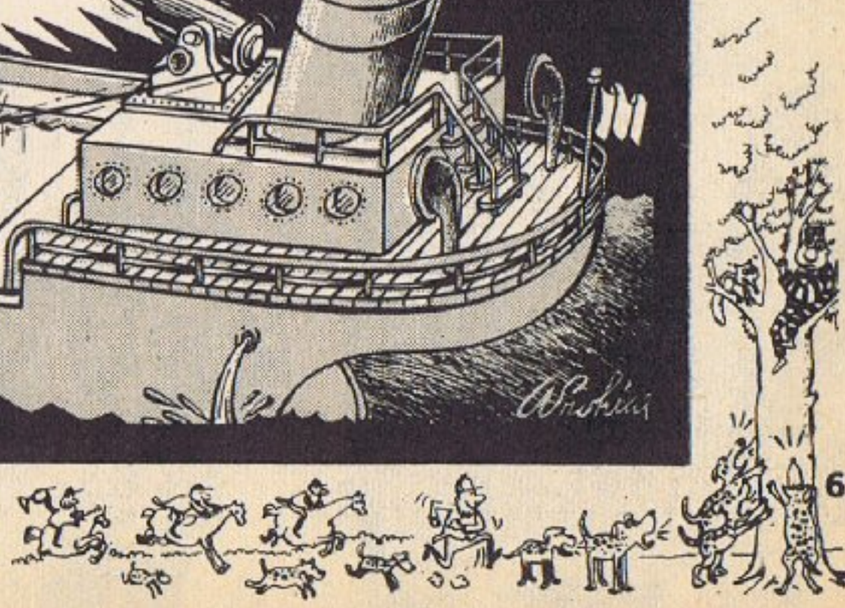

S.O.S.


AIR SEA RESCUE





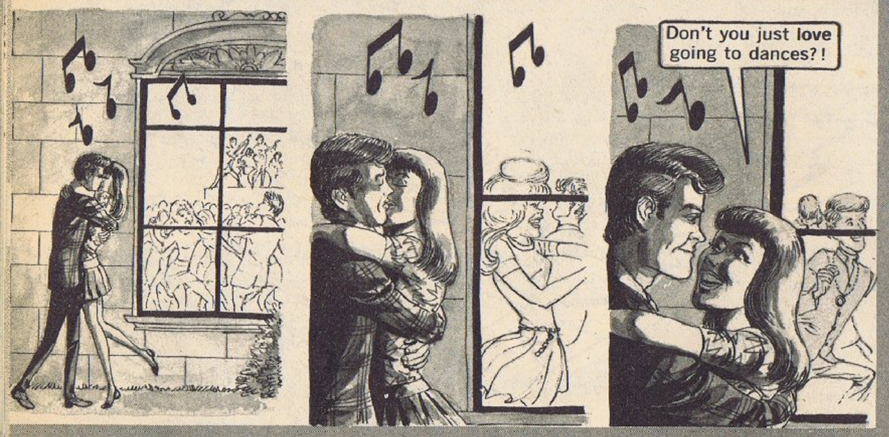




BERG'S-EYE VIEW DEPT. PART II

# THE LIGHTER SIDE OF TEENAGE DANCES

ARTIST & WRITER: DAVE BERG









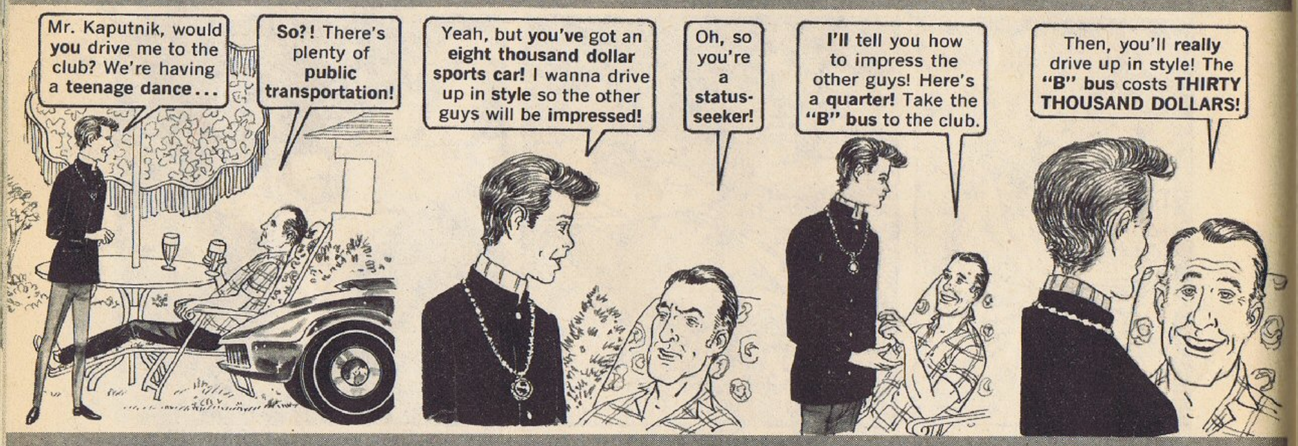








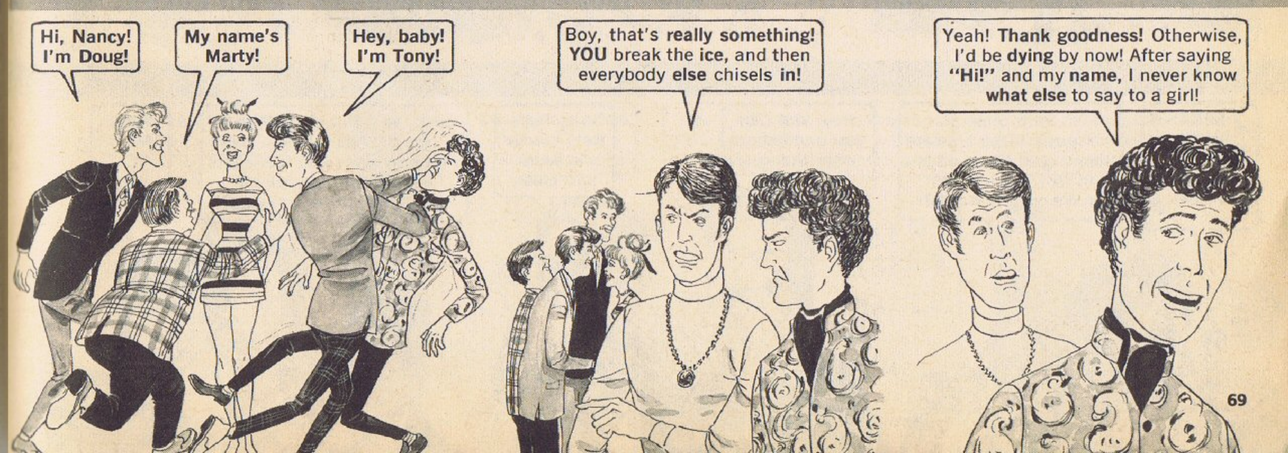










Will yuh listen to me?! I'm an **old hand** at crashing dances! All we gotta do is **play it cool!** Simply **walk right in the front door** like we **belong,** and then **blend in** to the crowd! Nobody will ever know the **difference!**

C'mon! Let's go! Follow me...

Teen Time Dance

Formal

My goodness, that band is **awful!** They play **much too loud!!**

I beg your pardon?

THAT BAND IS AWFUL! THEY PLAY MUCH TOO LOUD!

SORRY! I CAN'T HEAR WHAT YOU'RE SAYING!

I SAID THAT BAND IS AWFUL!

OH, YEAH! I AGREE WITH YOU!

THEY DON'T PLAY LOUD ENOUGH!

Everything you kids do costs me **money!** When **I** was **your** age, there were **hard times!** Yet, **I** managed to have a **ball** without spending a **dime!**

Can't you do something that **doesn't** cost money!?

Oh, Daddy! You're always **exaggerating!**

It just so happens that the **school dance** I'm going to on Friday doesn't cost **a thing!**

**Whoopie! At last! Something for nothing!**

Except I'll need twenty dollars for **a new dress** to wear to the dance!

**SAKA WAWA GINZA —YAH —YAH!**

I just don't understand the **music** these kids are dancing to these days! In fact, I can't even make out the **words!**

Hey, kid! Can **you** understand what that guy is singing!

**Sure,** Pops! He's comin' in **loud** and **clear!**

**Loud, yes!** But **clear?** Maybe the **pitch** is too high so that only **dogs** and **teenagers** hear it! Can you tell me exactly what he's **saying?**

**Sure,** Man! It's **very simple!**

There's a **real doll** over there! I'd like to ask her to dance, but she's with a **real homely girl** and I don't want to hurt the homely girl's **feelings!**

Don't worry about a **thing,** pal! **I'll** take care of that little matter! After all, I'm **handsome** and **popular**—and I can have all the dolls I **want!** So I can **afford** to give the homely kid a break!

Hi, honey! How would you like to dance with dashing, irresistible, charming, loveable **me?!**

**No,** thank you!

**Huh?**

**You conceited, arrogant types TURN ME OFF!!**

Will you look at that **dance floor?!** All the kids here **stick together** in little **cliques!**

**Except us!** We stick together because we **don't belong** to any **clique!**

**SAKA WAWA GINZA —YAH —YAH!**

For a **sixteen-year-old kid,** you sure grew a pretty lush **mustache!**

Yeah! I did it so I'd look **older!** Now I can get to dance with the older—you know—**groovier girls!**

TEEN-AGERS DANCE TONIGHT

**Just one minute, SIR!!** This is a **TEENAGE dance!** **You** can't come in **here!**

Do you know how our dumb **parents** used to dance when they were our age?

No—how?

They used to hold each other like **this!** Yes—they actually **touched!!**

You **know** something?

Yeah! Our **dumb parents** weren't so **dumb!**

Look at those kids! Aren't they **great!?**

**I'll** say! They're all so **agile!**

Except **that one** over **there!** He's just a **clumsy oaf!**

What a **lousy band!!**

Who can **dance** to it!?

I'm so **worried!** This is Mary's **first dance!** What if she isn't **popular?** What if the boys don't ask her to **dance?** She'll be so **hurt!**

**Worry! Worry!** That's all you ever **do!**

Hi, Mom! Hi, Pop!

**TELL ME, DID YOU GET TO DANCE? HUH? DID THE BOYS LIKE YOU? DID THEY...?**

Did they **ever!!** I danced **every dance** . . . except when we went outside and **kissed** and stuff like that!

**NOW,** you've **really** got something to **WORRY** about!

Like, Man—what are we standin' around **here** for . . . doin' **nuthin'!?**

Let's go where the **action** is . . . at the **school dance!**

. . . an' stand aroun' **HERE** an' do nuthin'!!

# ONE DAY IN BAGHDAD






# You Know You've REALLY MADE IT When...

ARTIST:
PAUL COKER, JR.

WRITER:
FRANK RIDGEWAY

**You know you've REALLY MADE IT when . . .**



. . . you can eat a hamburger with raw onion and still get a goodnight kiss.

**You know you've REALLY MADE IT when . . .**



. . . you move out of town, and your Little League team disbands!

**You know you've REALLY MADE IT when . . .**



. . . you get an invitation for a New Year's Eve Party. . . in March.

**You know you've REALLY MADE IT when . . .**



. . . you have a four-car garage and you still have to leave your Ferrari out in the rain.

**You know you've REALLY MADE IT when . . .**



. . . your nurse mops your brow and gives you back rubs, even after she goes off duty.

**You know you've REALLY MADE IT when . . .**



. . . you walk along the beach loaded with pretty girls, and you don't even bother to pull in your stomach.

**You know you've REALLY MADE IT when . . .**




. . . you visit London, Paris and Rome, and don't even bother to take a camera along.

**You know you've REALLY MADE IT when . . .**




. . . your toupee blows off at the office and no one dares to laugh.

**You know you've REALLY MADE IT when . . .**



. . . you receive thousands of Christmas cards, and you haven't sent out one.

**You know you've REALLY MADE IT when . . .**



. . . you get rid of your beautiful secretary and hire an efficient one to get your correspondence done.

**You know you've REALLY MADE IT when . . .**



. . . your restaurant is so busy, you turn the Mayor and his party away because he didn't make a reservation.

**You know you've REALLY MADE IT when . . .**



. . . the boss invites you to his club for a game of golf, and you purposely try to beat his pants off.

**You know you've REALLY MADE IT when . . .**



. . . they always walk you, even when the bases are loaded.

**You know you've REALLY MADE IT when . . .**



. . . you go to a dance and you don't dance because you don't really feel like dancing.

**DOUBLE STANDARD OF LIVING DEPT.**

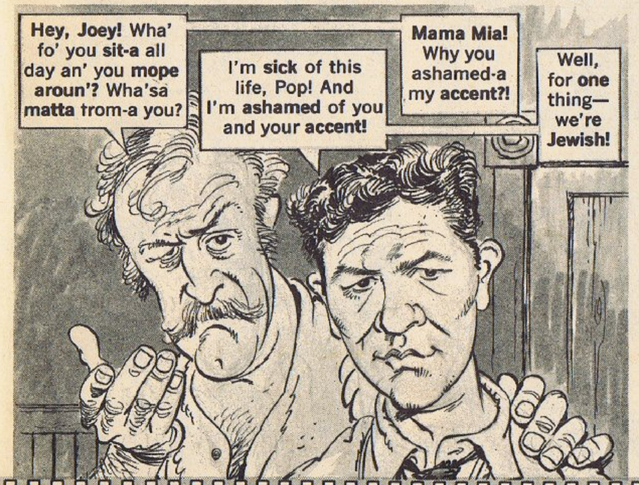
According to a dictionary, the word "success" means: ". . . the attainment of wealth, position, fame, etc." And that's the way Hollywood saw it for many years. Those of you who watch TV "Late Shows" will recognize . . .

# THE TYPICAL "SUCCESS STORY" MOVIE OF THE PAST

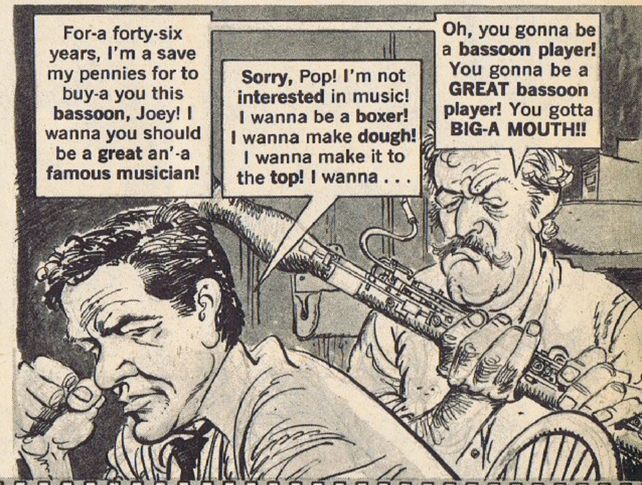
The typical "Success Story" movie of the past always took place in New York in the early 30's. It would invariably open with a shot of the teeming, filthy Lower East Side where our hero was born and lived:




The hero's father was always a poor, uneducated immigrant who was never able to afford to give his son anything . . .




The father would want his son to take up music, but the son would always be more interested in a fast buck . .

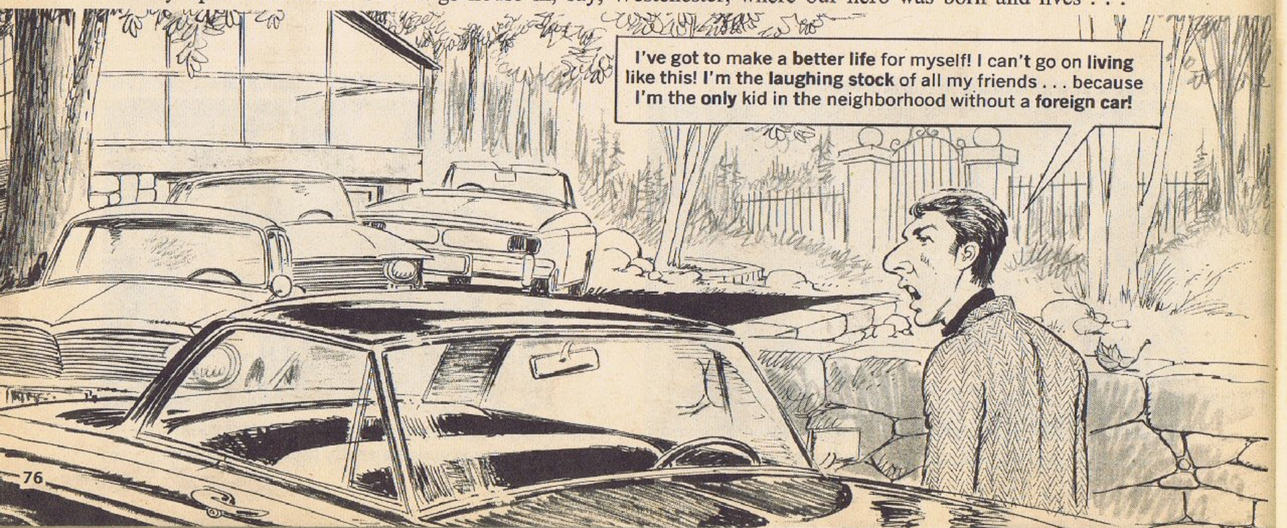



ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL

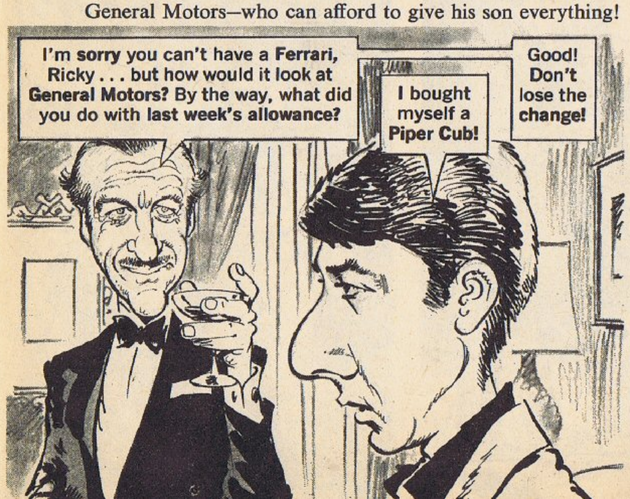
But times have changed, and you can forget the dictionary, because the meaning of "success" has changed with them. Today, young people are rejecting old standards and values! Here, then, is MAD's version of . . .

# THE TYPICAL "SUCCESS STORY" MOVIE OF THE FUTURE

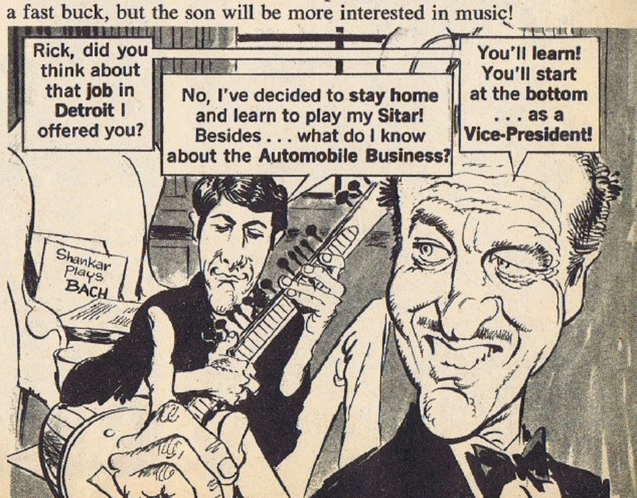
The typical "Success Story" movie of the future will probably take place in the suburbs of New York. It will invariably open with a shot of a large house in, say, Westchester, where our hero was born and lives . . .




The hero's father will be a rich executive—President of General Motors—who can afford to give his son everything!



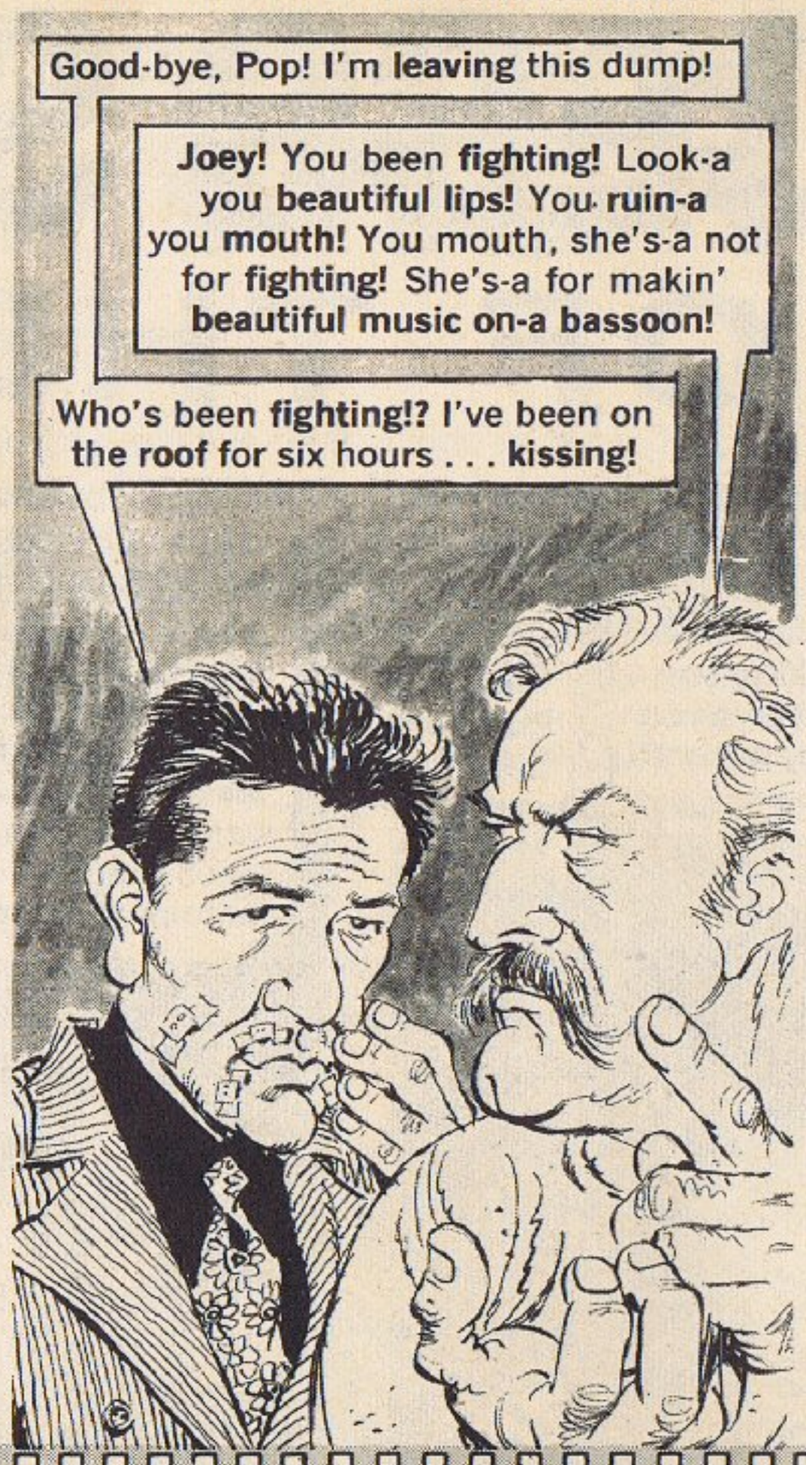

The father will want to set his son up in business to make a fast buck, but the son will be more interested in music!



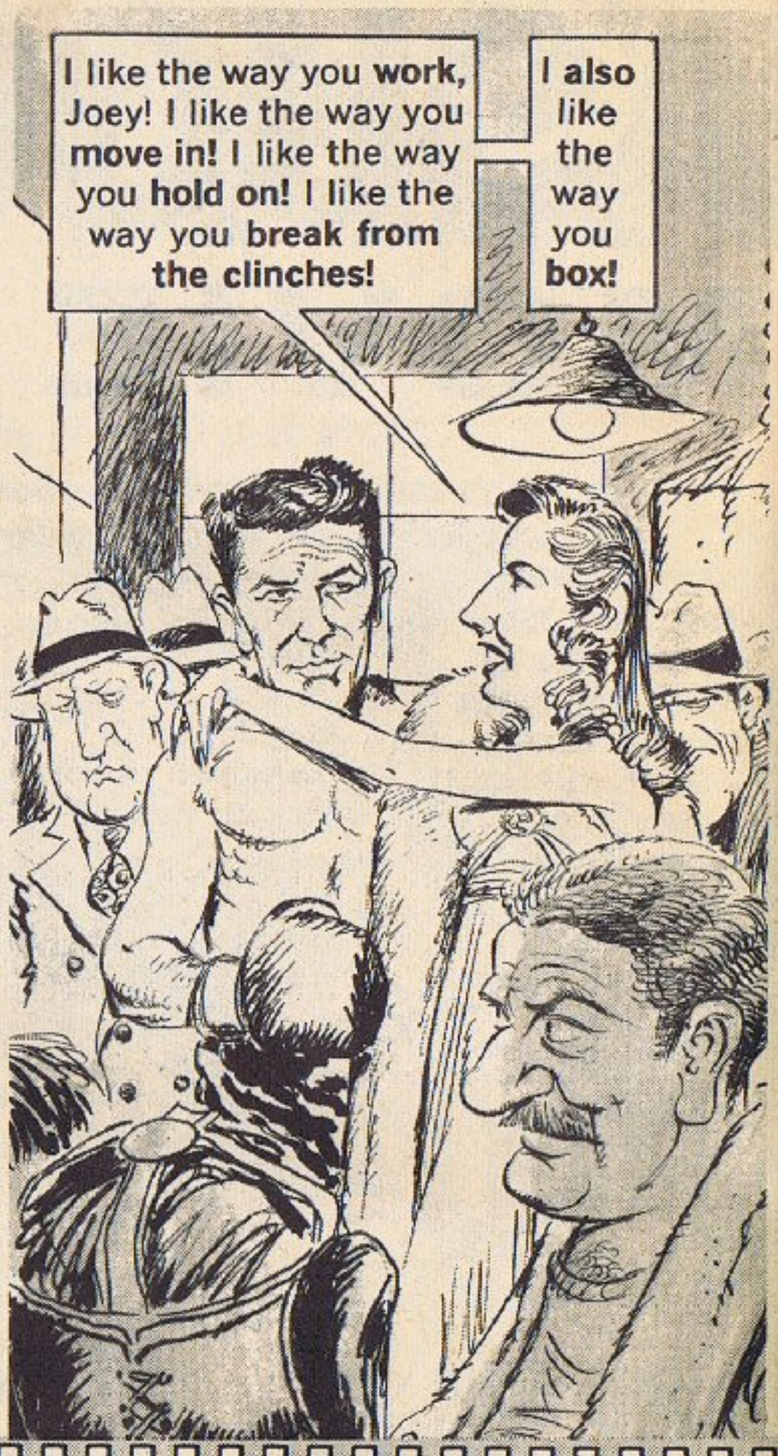
There was always the scene on the roof with the slum girl from next door . . .



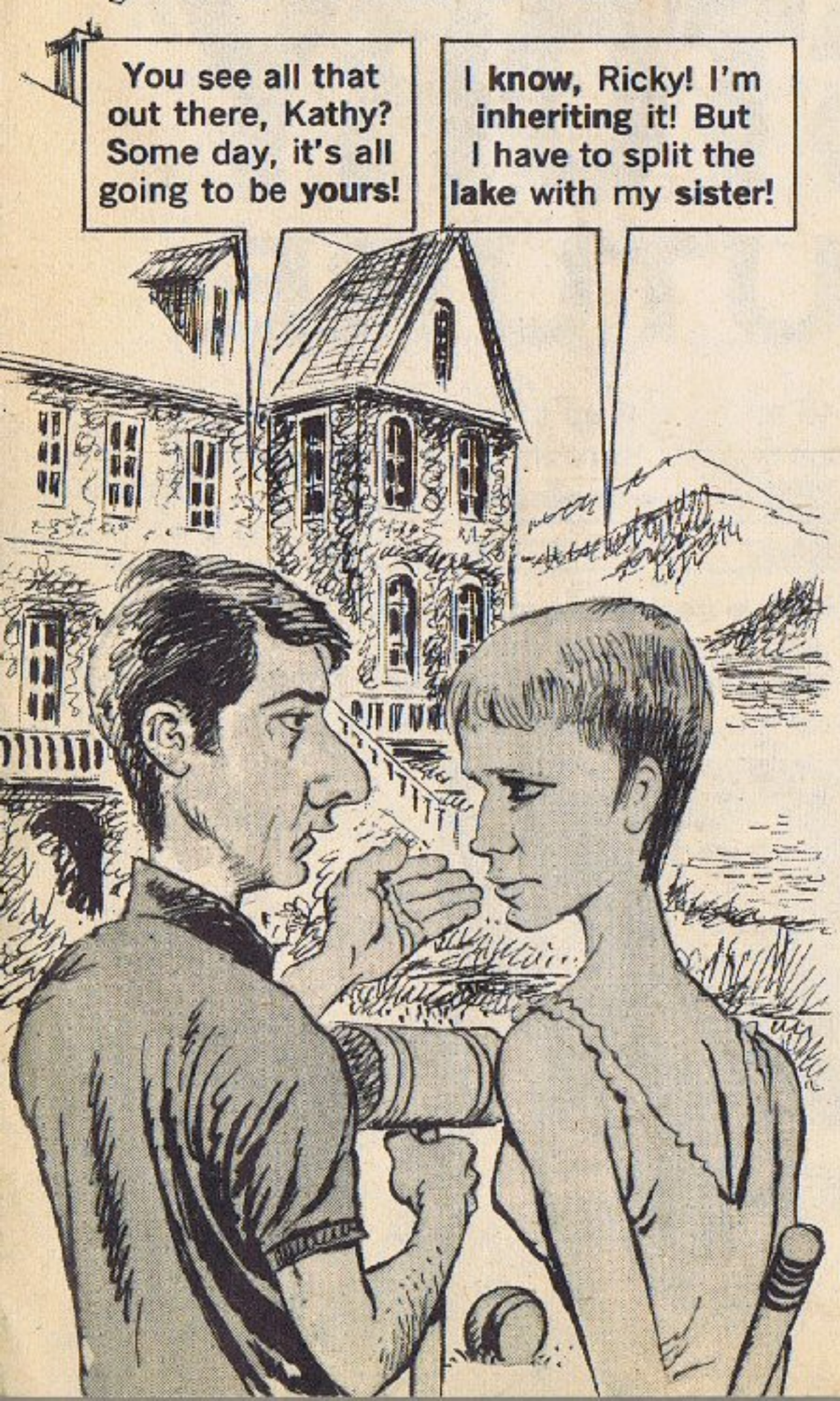

. . . And the scene where the hero leaves home and breaks his father's heart . . .




The hero would become a boxer and meet a hard-boiled, fast-living girl . . .



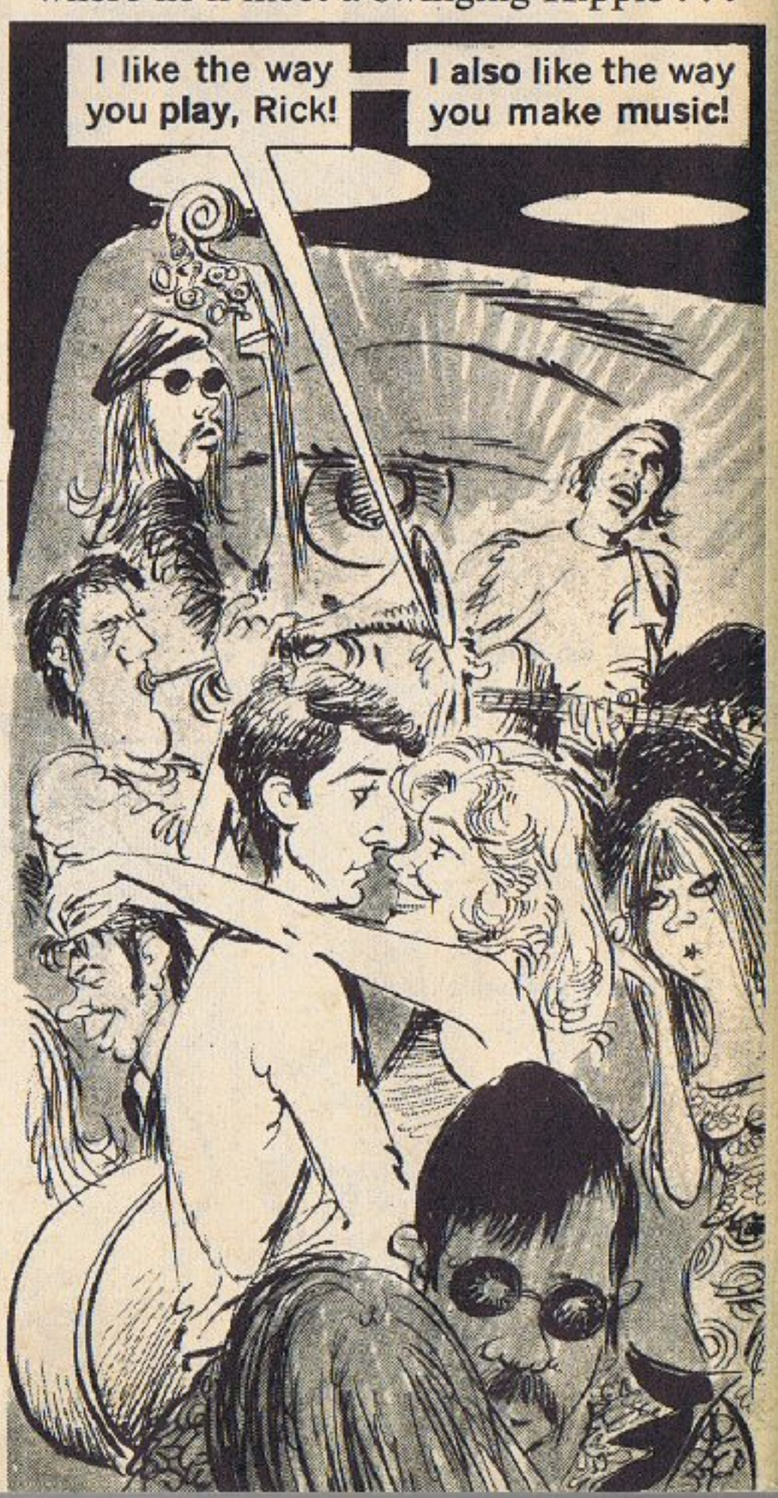

Then there will be the scene with the girl from the estate next door . . .




. . . And the scene where the hero remains at home and breaks his father's heart . . .



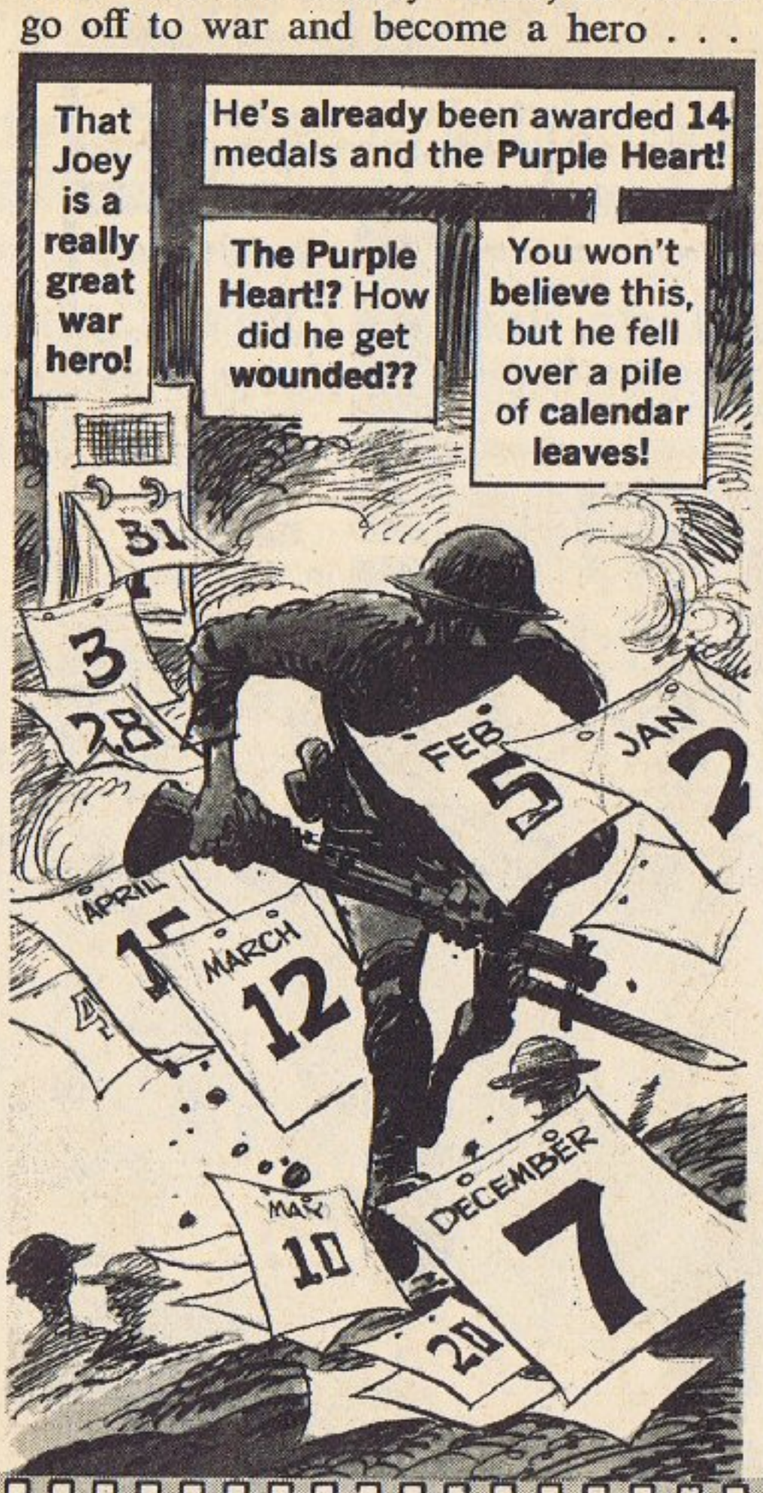

The hero will go to a local discotheque where he'll meet a swinging Hippie . . .



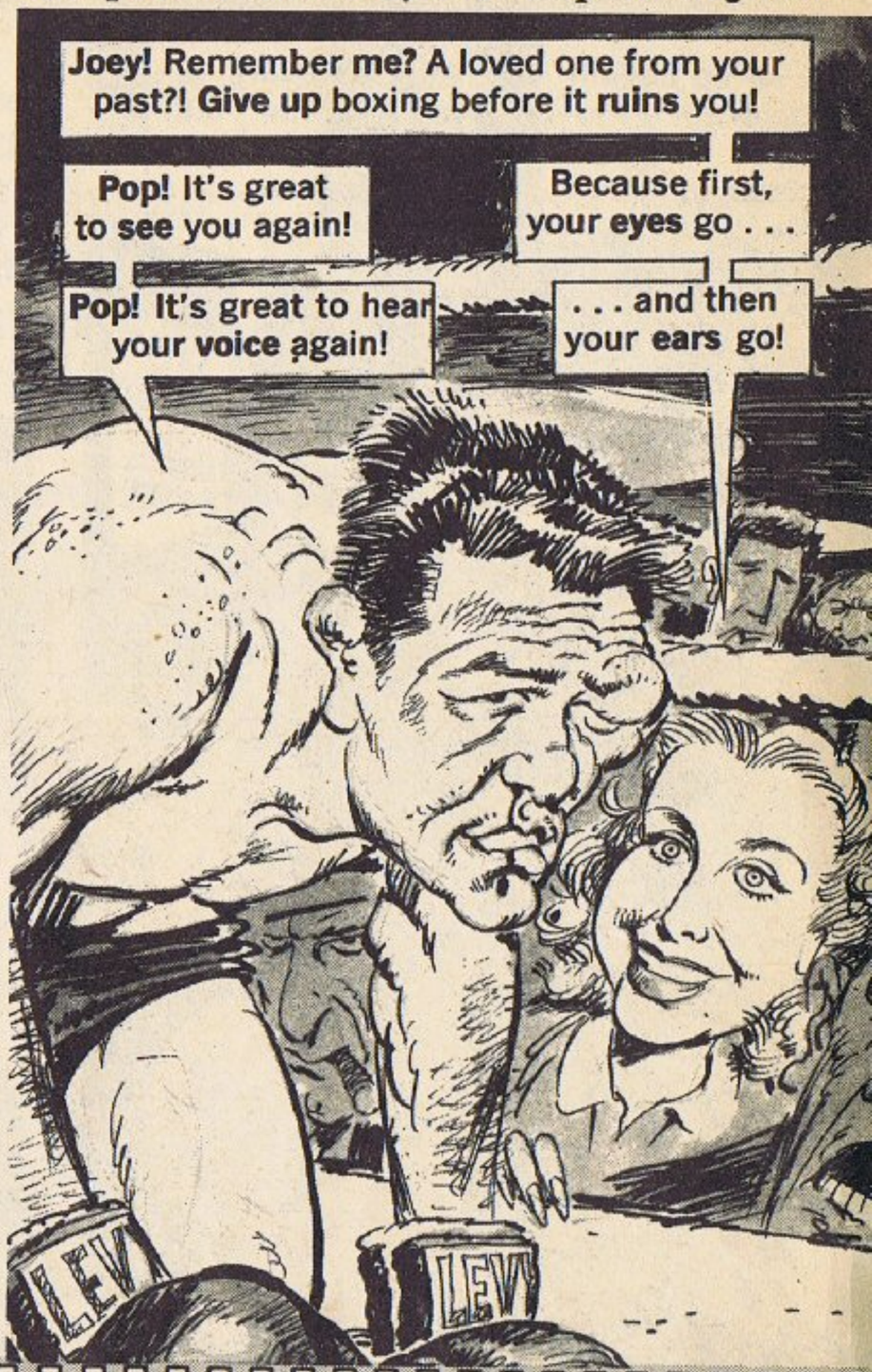
She'd teach him how to dress, how to groom himself, and how to live high . . .



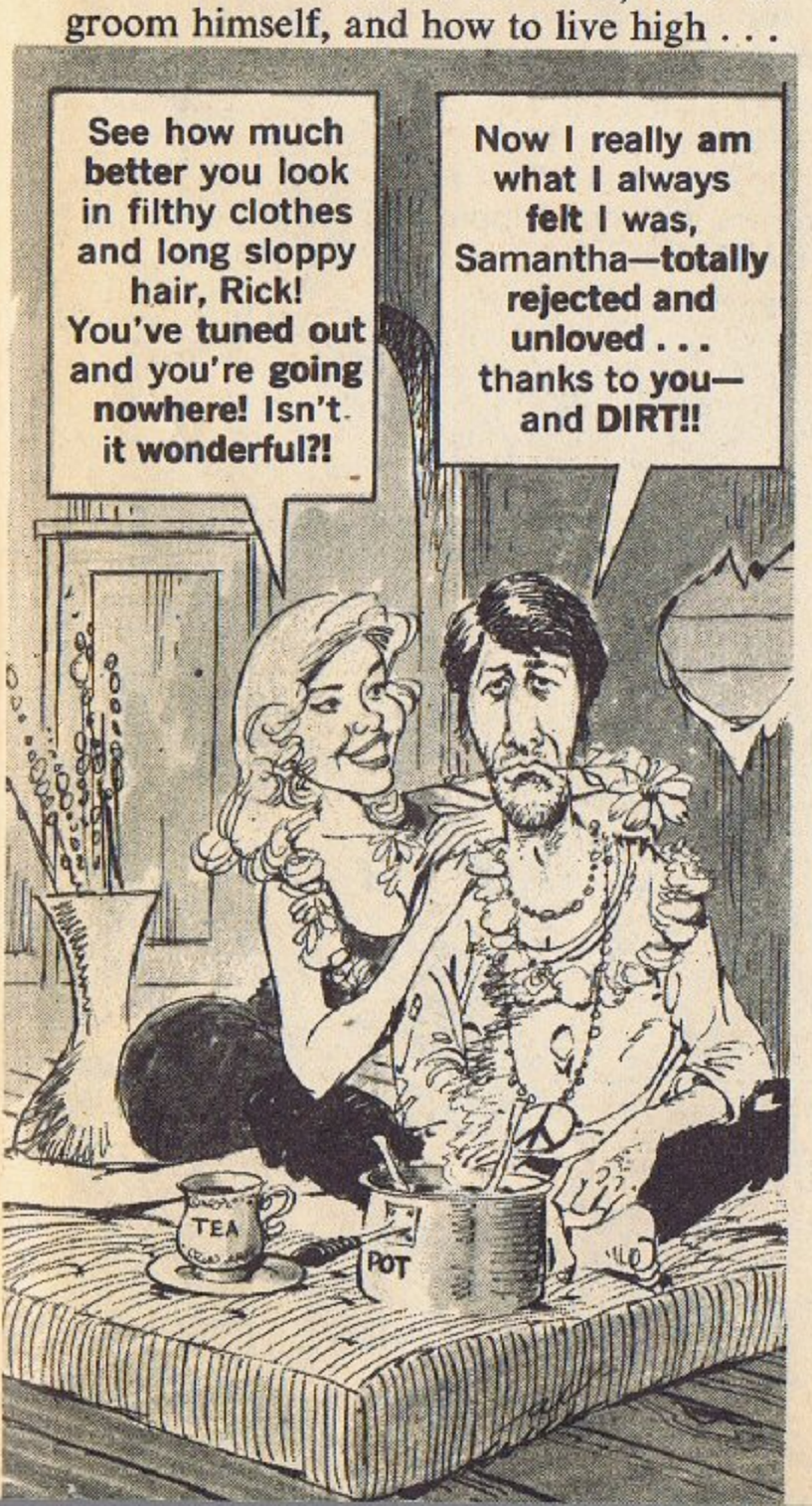

And when his country called, he would go off to war and become a hero . . .




When Joey fought the Champ, someone from his past would always turn up at ringside!




She'll teach him how to dress, how to groom himself, and how to live high . . .




And when he's called, he'll go off to the Induction Center and come out a hero!




When Rick gets out of jail, he'll go on a fantastic LSD trip . . . which will be interrupted by someone from the past!



Joey was always torn between two worlds!



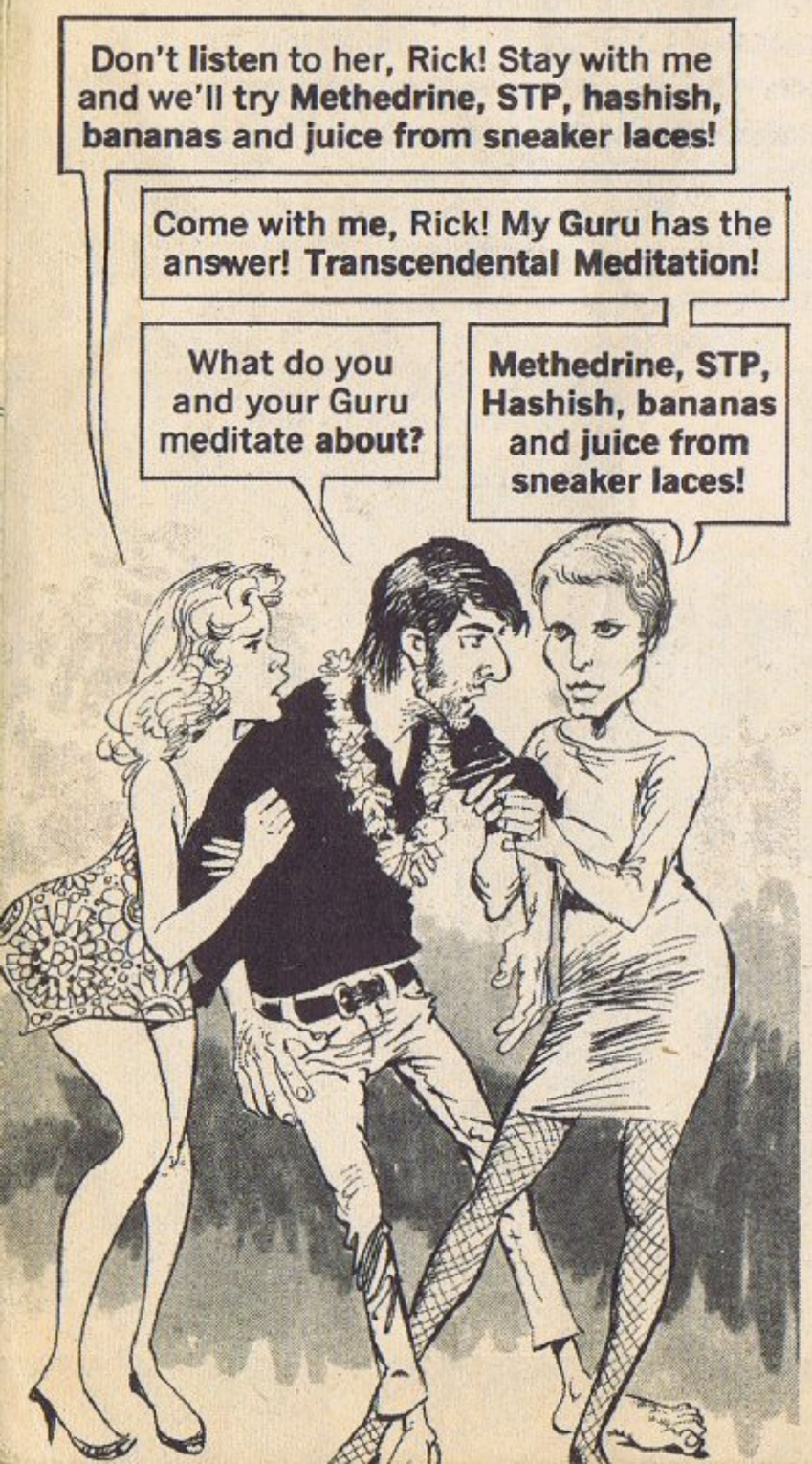

And so, Joey would make his decision . . .




And so the kid from the Lower East Side, and the girl from next door would get married, and find happiness, status and success in a big house in the suburbs . . .



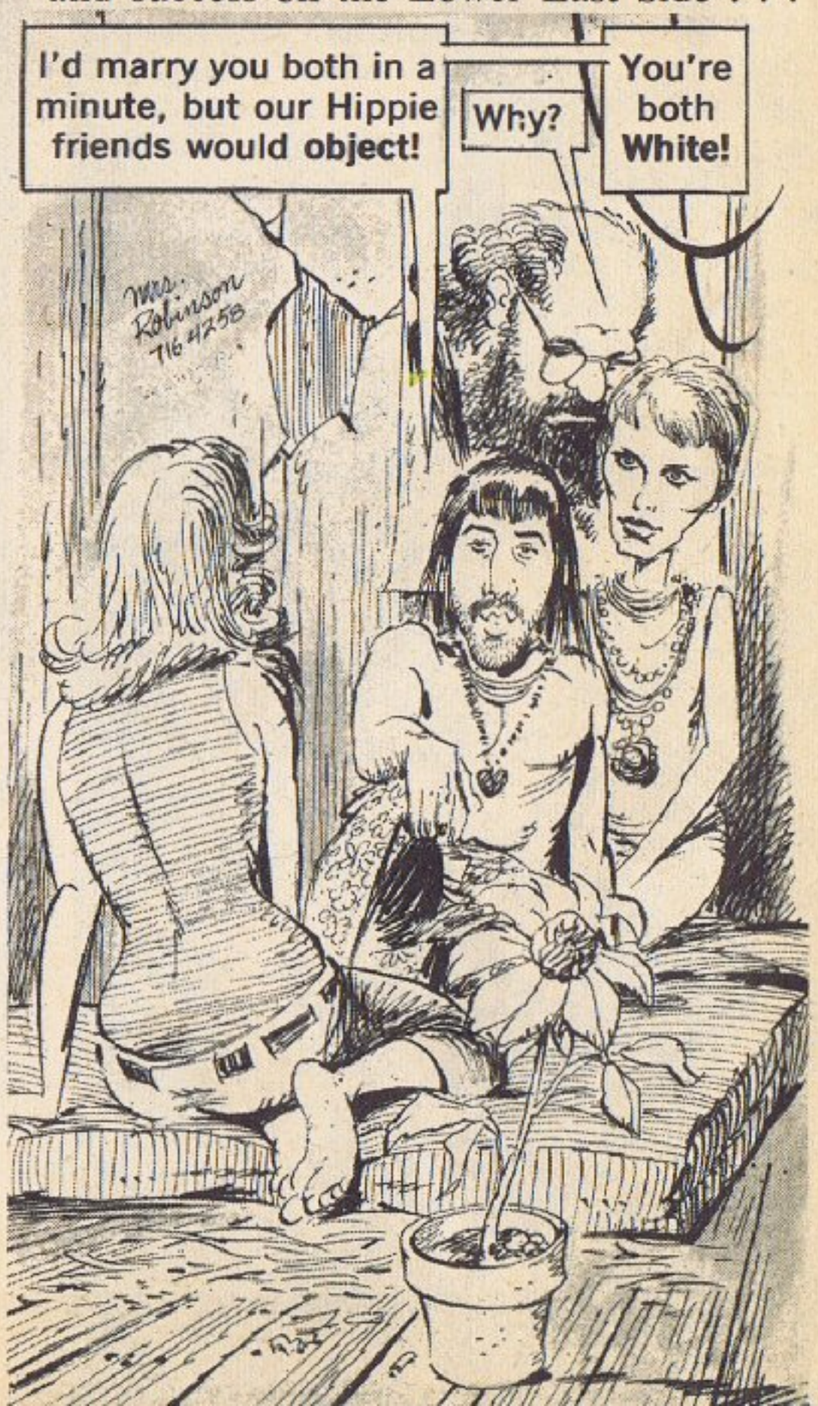

Rick will be torn between two worlds . . .




And so, Ricky will make his decision . . .




And so the kid from the suburbs and the girl from the estate next door AND the Hippie chick will all live together in a miserable pad, and find happiness, status and success on the Lower East Side . . .



**IN WHAT BATTLE ZONE ARE THE MOST SHOCKING ATROCITIES BEING COMMITTED?**

HERE WE GO WITH ANOTHER RIDICULOUS

# MAD FOLD-IN

Hardly a day goes by without news of some horrible conflict taking place in some war zone somewhere. Today, a terrible battle is being fought, and the atrocities being committed are turning everyone's stomach. To find out where, fold in page as shown:



FOLD PAGE OVER LIKE THIS!

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




ONE ATROCITY FOLLOWS ANOTHER IN WAR. SADISTS IN THE CAMPS OF BOTH SIDES COMMIT THEM. COURTS MUST ARRAIGN TRY AND CONVICT THESE KILLERS. JUSTICE MUST PREVAIL!

ARTIST & WRITER:
AL JAFFEE

A ▸ ◂ B

# The 60-second disappointment

It happens too often with a Parloraid Color Pack Camera! That's why we can't take a chance. We photograph these ads with a Nikon loaded with Ektachrome!



Photography by Irving Schild




PD64 SCAN

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