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SUMMER 1981 No. 35
**SUPER
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NUMBER 221

MARCH 1981

MAD

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

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*
 JOHN PUTNAM *art director* LEONARD BRENNER *production*
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 JACK ALBERT *lawsuits*
 GLORIA ORLANDO, CELIA MORELLI *subscriptions*
 CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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VITAL FEATURES

"THE SHINER"
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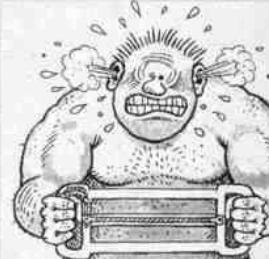
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LETTERS DEPT.



BOMBS AWAY

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

Darel Jevens
Eau Claire, WI

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

Allan Mantell
Hollywood, FL

LITTLE "STAR"LING

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

Scott Reeder
Barstow, CA

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

Matt Dillon
Hollywood, CA

SCHMUCK! SCHMUCK!

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

Steve Allen
New York, NY



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

FIREMEN GET A HOSING

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

Robert Rothstein
Rego Park, NY

OUR SLIP IS SHOWING

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

Stacy Freeberg
Fullerton, CA

"WKRP" IN MAD

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

Executive Producer
"WKRP In Cincinnati"
Studio City, CA

DO NOT FOLD . . .

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

Bill Schove
Williamson, NY

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

Donnie Vaughn
Madison, IN

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

Cliff Woodgate
Byron, MI



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

GETTING NASTY

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

D. L. Polonsky
Newtonville, MA

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

GARBAGE EXPLAINED

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

Michael Pollack
Brooklyn, NY

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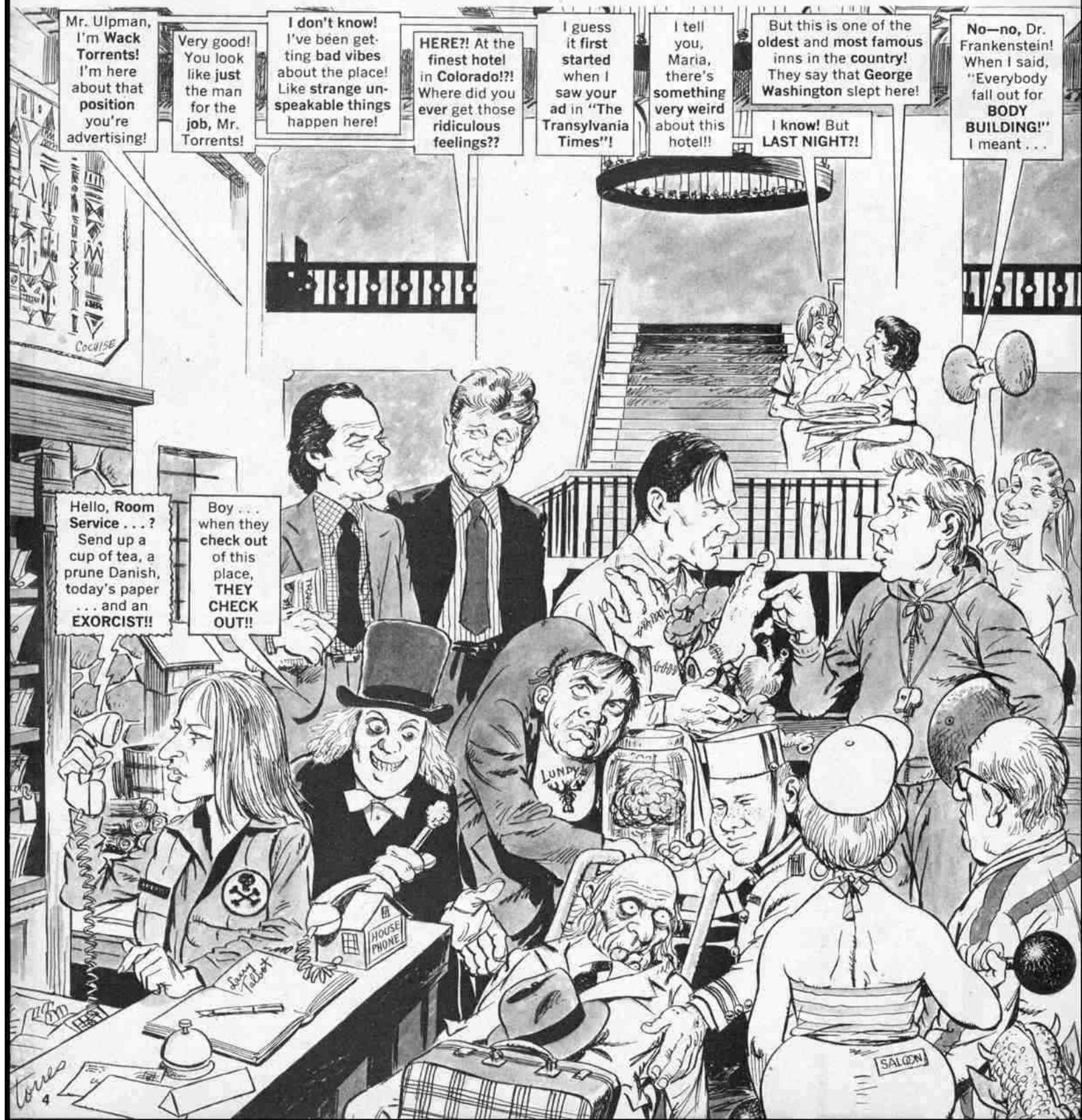
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HATCHET JOB DEPT.

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

THE



SHINER

Our hotel **closes** for the winter in a few days, and we like to have someone around to keep an eye on it until spring, when we **re-open**! Have you had any experience as a **HOTEL-SITTER**, Mr. Torrents . . . ?

Plenty! I sat for a few **Holiday Inns**, a couple of **Hiltons**, and just recently I sat for **Caesars Palace** in Las Vegas!

Hey, wait a minute! **CEASARS PALACE NEVER CLOSES!!**

It DID THEN! It was the week **MCLEAN STEVENSON** was appearing there . . . !

He cleared out the whole hotel?!!?

The hotel, the entire state, and three border towns in Arizona!

You've got yourself a job! You know, of course, that it's lonely in an empty hotel! I hope you have enough to keep yourself **occupied**!

Yes! I'm a writer!

Oh? What are you working on?

A new TV sit-com series for **McLean Stevenson**! The way I figure . . . that should clear out the Network!!

Ah-hah! So when you're finished here, you can sit for **NBC**! I like a man who plans for the future!



ARTIST: ANGELO TORRES



WRITER: LARRY SIEGEL



I'll go pick up my wife and son and be here on Friday!

Wonderful! And . . . please! Ignore all those rumors you keep hearing about this hotel being weird and haunted!

I will! Oh, by the way . . . who's HE??

He's our Night Clerk! It's a thankless job being on duty all night long, but he seems to love it!!

I'm not too crazy about this job, Wack!

Aw, c'mon, Windy! We're gonna have a terrific winter!

But we've done it all before! Sitting around a hotel day after day after day . . . BORING each other to death!!

You know . . . you're right! It WILL be just like a **SECOND HONEYMOON!**

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

Right, Dinny!

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

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

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

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

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

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

LET YOUR FINGER DO THE TALKING!!

This is Dork Hollerman, our Head Cook and Dietician!

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

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

He used to run a Junior High School Cafeteria!

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

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

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

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

I won't!
I know!

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

What did he say . . . ?!

He's just making small talk!

THAT'S small talk?!!

Around HERE it is!

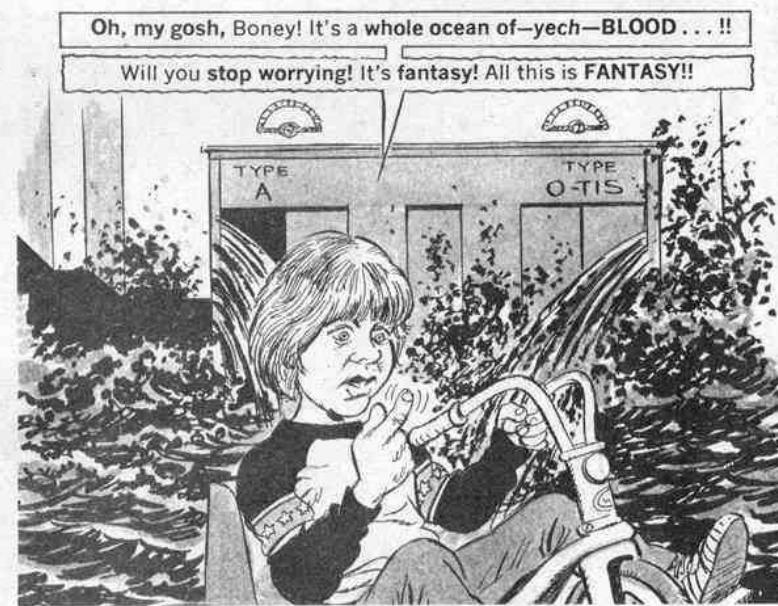
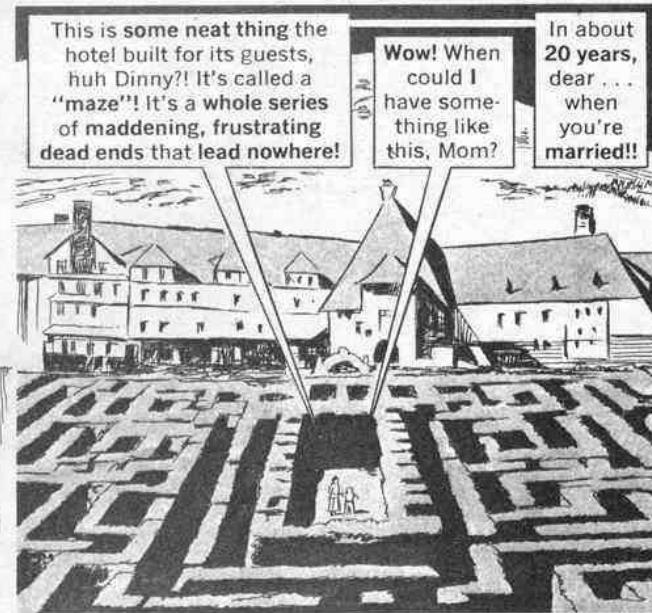
We've been here a month, and things are great! I'm writing a new book, you and Dinny are keeping busy, and we've got the run of the whole hotel!

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

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

In room 693!

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



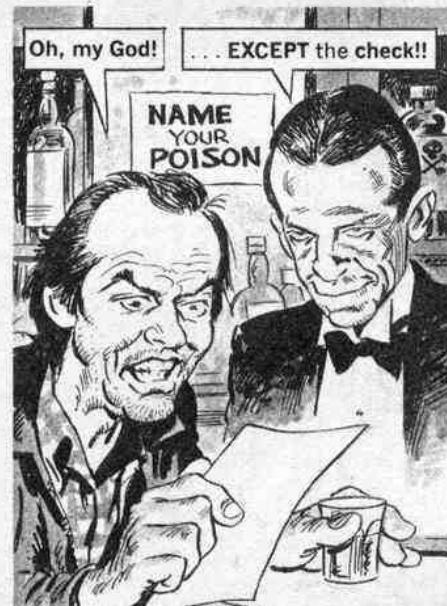
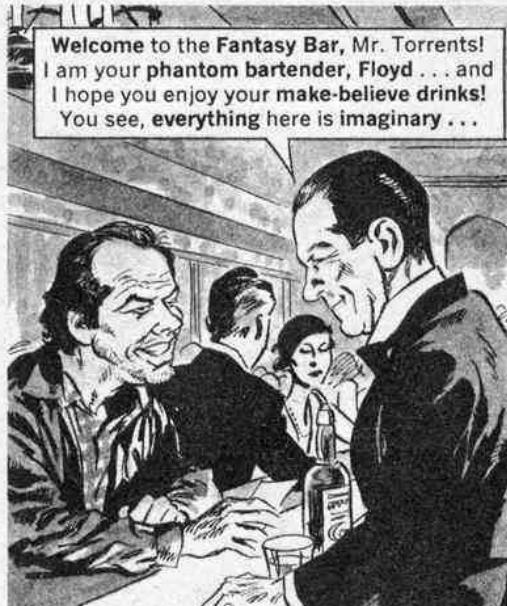
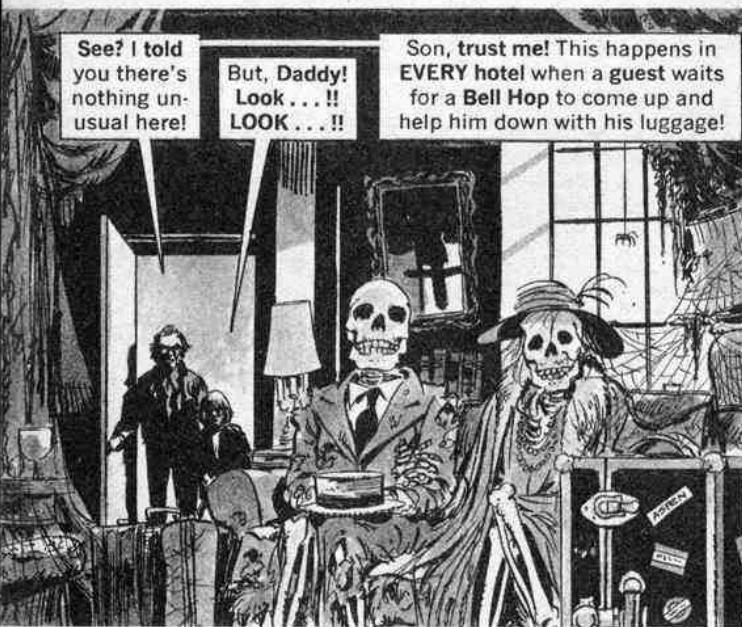
Okay, Son, now you tell me all about what's troubling you ... and Daddy will help you!

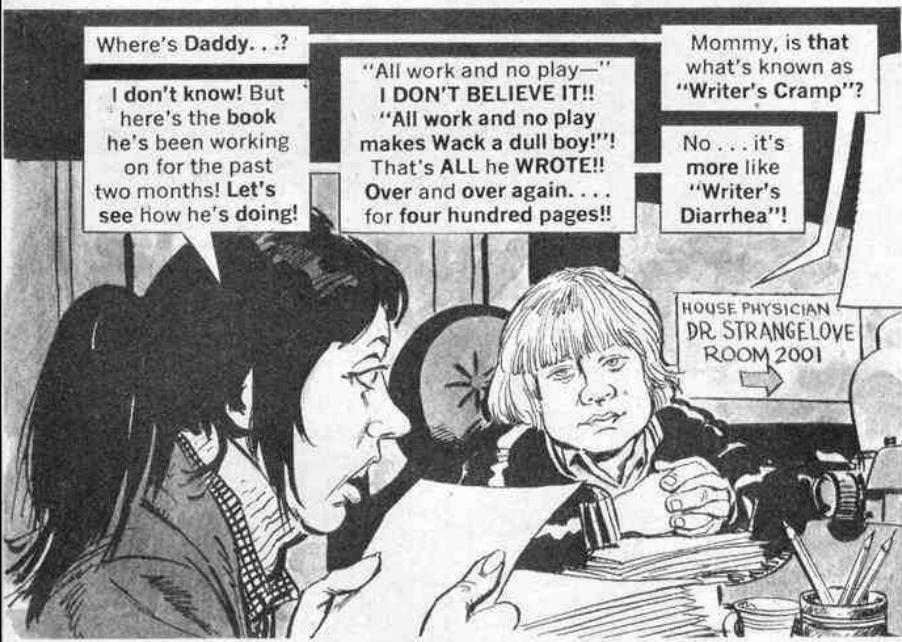
Daddy, you got a strange look in your eyes! Are you gonna hurt me and Mommy?

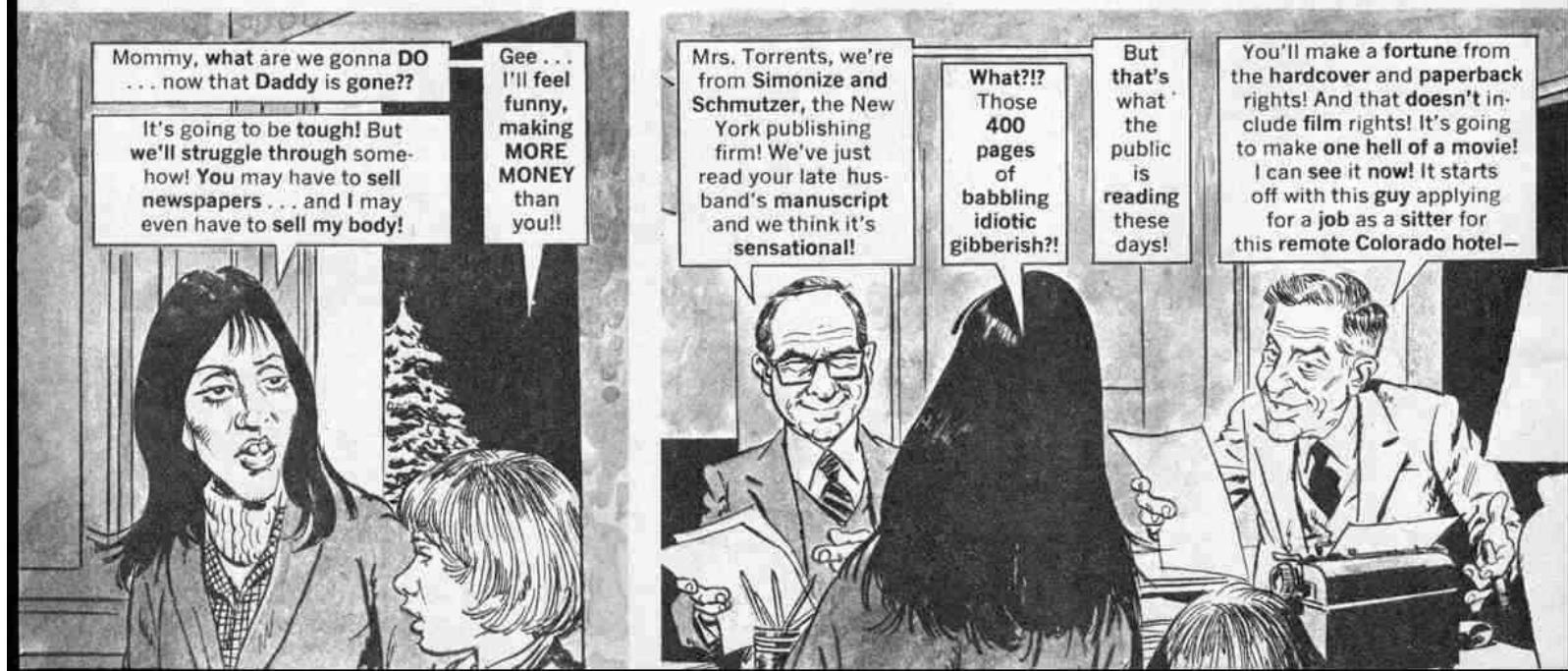
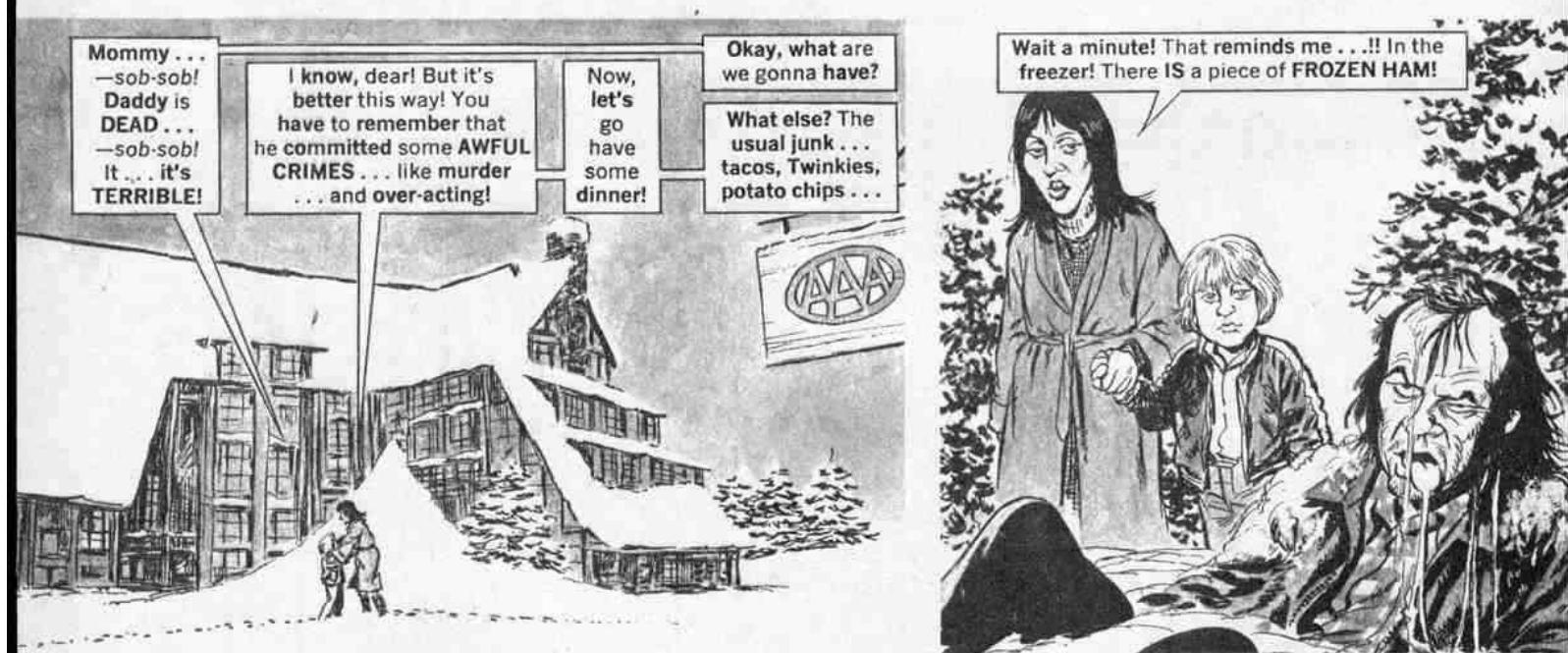
HURT you?! Why should I HURT you?! You're my FAMILY, and I LOVE my family! Just like I love the family I come from!

WHAT family is THAT, Daddy ... ?
The "Charles Manson" family!

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







TRIPE HYPE DEPT.

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



VARIETY FOR OTHER OCCUPATIONS

WRITER: STAN HART

FIXING RE-FIXING RE-RE-FIXING REPLACING FIXING REPLACEMENTS

PLUMBERS VARIETY

DIX CLIX HIX STIX QUIX FIX PIX UNION DETECTIVES NAB BADDIES

Plumbers Bash A Smash; Ignore Backlash

New York City

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

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

Dothan, Ala.

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

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

Boo Hiss For Household Helpers

Las Vegas, Nev.

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

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

SHAKE IT, SNAKE IT, FAKE IT

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

MAKING CHANGE**SHORT-CHANGING****MIS-DIRECTING****FLIRTING****TOLL COLLECTORS****VARIETY****COLLECTOR ANKLES TO MIAMI WITH MUCHO \$****"Whaddya Call This?!"**

Oakland, Cal.

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

"BRING BACK MINI-SKIRTS" SEZ TOLLIE FASHION EXPERT

"C'mon, you guys, get outta here
... and long skirts for

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

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

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

Bronx, N.Y.

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

Weston, Conn.

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

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

OVERTIME**MESSING UP****ALIBIS****UNDERESTIMATING****MORE MESSING UP****HOUSE PAINTERS****VARIETY****PAINTER GOOFS: PAINTS 3 RMS. & OLD LADY****Champ Streaker Feted At Bucket And Brush Bash**

Bangor, Maine

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

NEATNESS SEMINAR SCRUBBED

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

"OOPS!" SEZ FAST WORKER IN LAWSUIT

Provo, Utah

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

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

Incidentally, ol' Walt will be a star

"Renaissance Man" Perfects Time-Stretch Technique

Valley Stream, NY

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

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

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

MOVING MEN *VARIETY*

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

Philadelphia, Pa.

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

"This is an outrage," sputtered

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

HANDY DANDY COP-OUTS FOR HEADS-UP MOVERS

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

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

JANITORS *VARIETY*

SEVENTY-SEVEN STRAND MOP A SOCKO!

Dolph Kicks Off Tenants Do-It-Yourself Campaign

Terre Haute, Indiana

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

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

HEAVY MITTING FOR NEW SOPPER-UPPER

New York City

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

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

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

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

Chicago

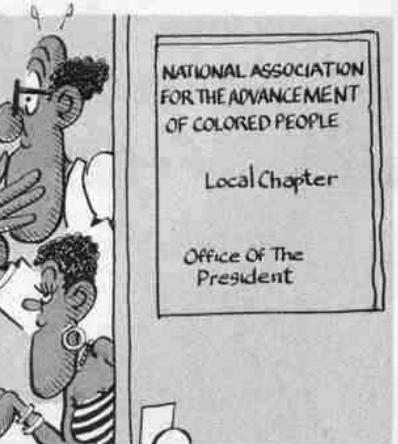
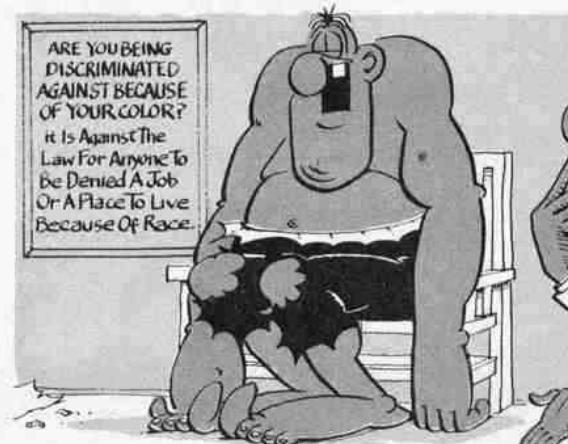
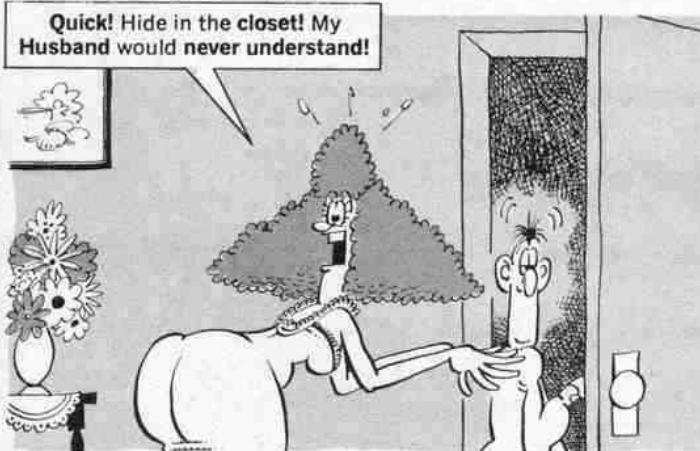
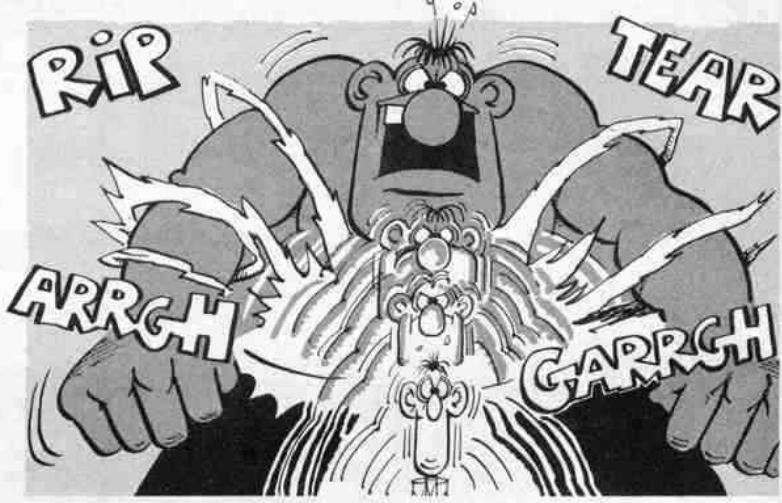
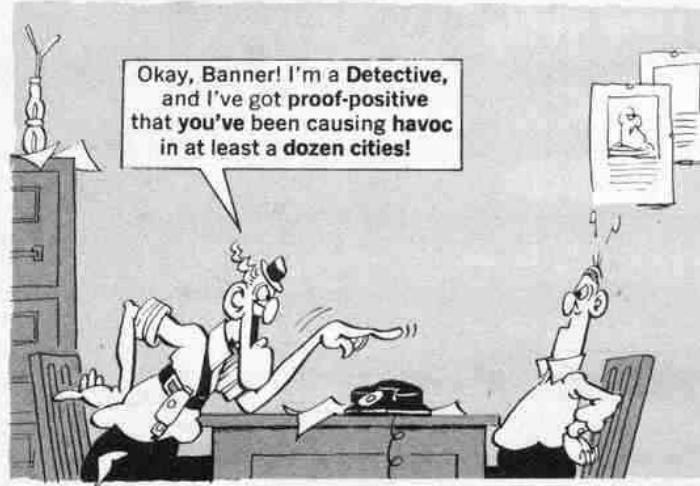
Hallways on the 3rd, 6th, and 7th floors of 811 East Washburn Ave. in the cindy Windy City are a mess. Garbage, uncollected since Xmas when the tenants of those floors stiffed Janitor Walt O'Neil, has been yecching the place. "Xmas is a time for giving and for getting," sez Wise Walt, "and if the tenants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

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

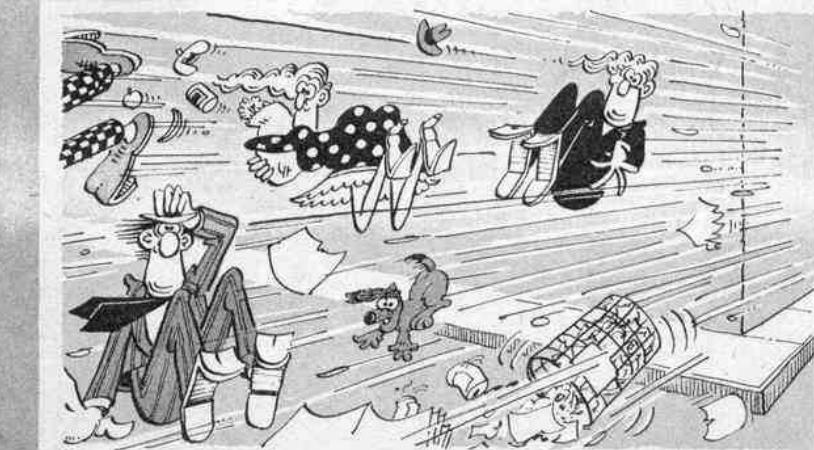
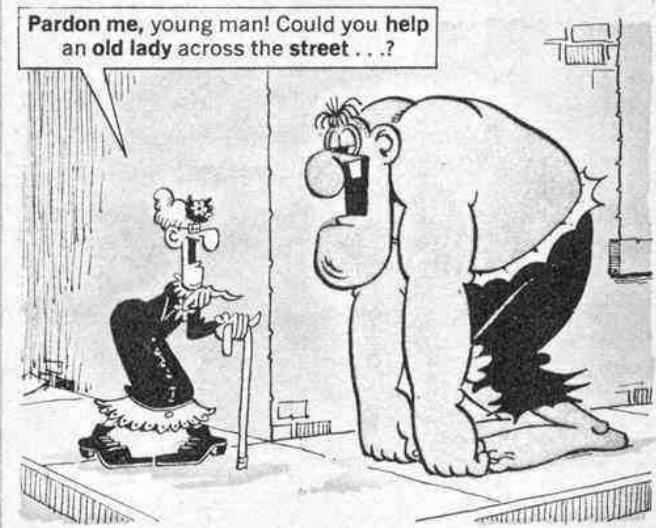


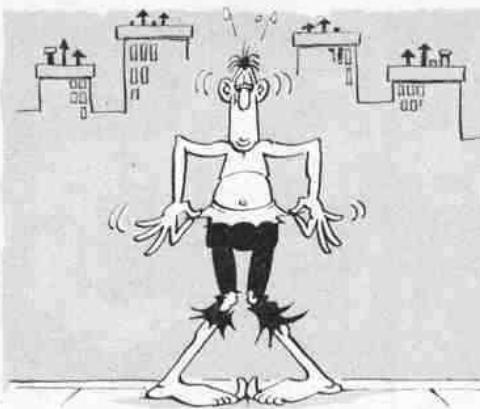
GREEN AND BARE IT DEPT.

DON MARTIN LOOKS AT...



THE HULK





I'll take it . . . !!

Operator, I just inserted my last coin, and the telephone took it! Could you return it or give me my number, please?

This is a recording! If you have lost any money, leave your name and address, and we will mail—

Best we ever had!!

COMPLAINTS

Yes, sir! Can I help you??

Yes, sir! What's your pleasure??

Coming, sir!!

I'll be right there, sir!!

Hold still, Mac . . . or you'll be here all day!

ARRARGH
WAMP * OOF *
BLAMP YUG



HYPE TRIBE DEPT.

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

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

THE GREAT DISCO SPACE WAR

A Frederick Bilge Presentation

STARRING

ELWOOD MONICA LANCE
SCURVY WAXWING MALOMAR

and FEATURING

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

And Introducing DWAYNE OXBLIGHT as "The Visitor"
With HERMAN HERM NADIA OMM J. STUART WANG XERXES SMITH LORD UNKY

And A Special Guest Appearance by MERVYN ELDERTOOTH as himself
SCREENPLAY by TELFORD MUSK, Based on ALVIN TOGGLE'S Novel "Space Boogie"

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

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

Color by WILCO	Processing by NILCO	Developing by SILCO	Credits by FORBUSH	Casting by DAPHNE TRIVET	Sound by APEX	Filmed in XZ-47 by SUPER VISION
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Pretty impressive, huh? But it seems a waste that hype like this is reserved only for movies. There's no reason it couldn't serve us all. By George, let's see some examples of what we'd have . . .



IF "HOLLYWOOD HYPE" WERE USED FOR EVERYDAY DRAMATIC OCCASIONS

ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

FOR A MAFIA VENDETTA

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

WIPE-OUT ON NOSTRAND AVENUE

STARRING

"BIG LOUIE" SAL "THE
LASAGNA BARBER" SPUMONI

&

(by arrangement
with Don Carlo
Zucchini)

"SID THE SHIV"
MANUCCI

AND INTRODUCING

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

Plus a Milling Throng of Terrified, Uninvolved Onlookers

Travel
Arrangements
by Acme Cement

Casting
by Don Rico
Manicotti

Assisted
by Capo Vito
Corona

Entire Production Planned,
Supervised and Disavowed
by Don Rico Manicotti



FOR A SURGICAL OPERATION

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

THE STOMACH OF MORRIS PUTTERMAN



STARRING

DR. LEON MISHKIN

with

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

With a Special Guest Appearance by

MORRIS PUTTERMAN

and Introducing
Puttermans Hysterical Wife, Rosalie
Plus a Supporting Cast
of Nurses, Orderlies and
Inquiring Relatives

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

Financed by Blue Shield and United Major Medical

Entire Production Supervised
by Dr. Leon Mishkin

FOR A DIVORCE TRIAL



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

HAROLD SMEED LAURA YURGLE SMEED

in

THE BIG SPLIT

Based On a Scheme by
LAURA YURGLE SMEED
From an Idea of Her Meddling Mother

ELVIRA YURGLE

Co-Starring

ATTORNEY STEVEN WEEDLE
Arguing Greedily Over the Objections Of
ATTORNEY RAMSEY BLIGHT

With a Special Guest Appearance by

STAR WITNESS

LOLA "LEGS" WICKERSHAM

(by arrangement with Private Detective Gump McCall)

And a Tear-Jerking Performance by

SIX-YEAR-OLD BILLY SMEED

Entire Production Paid For Through The Nose By

HAROLD SMEED

FOR A FAMILY DINNER

Clarabelle Grommet
With Assistance From No One
Presents

WEDNESDAY NIGHT DINNER

Based On A Recipe By Neighbor Dora Mulvaney

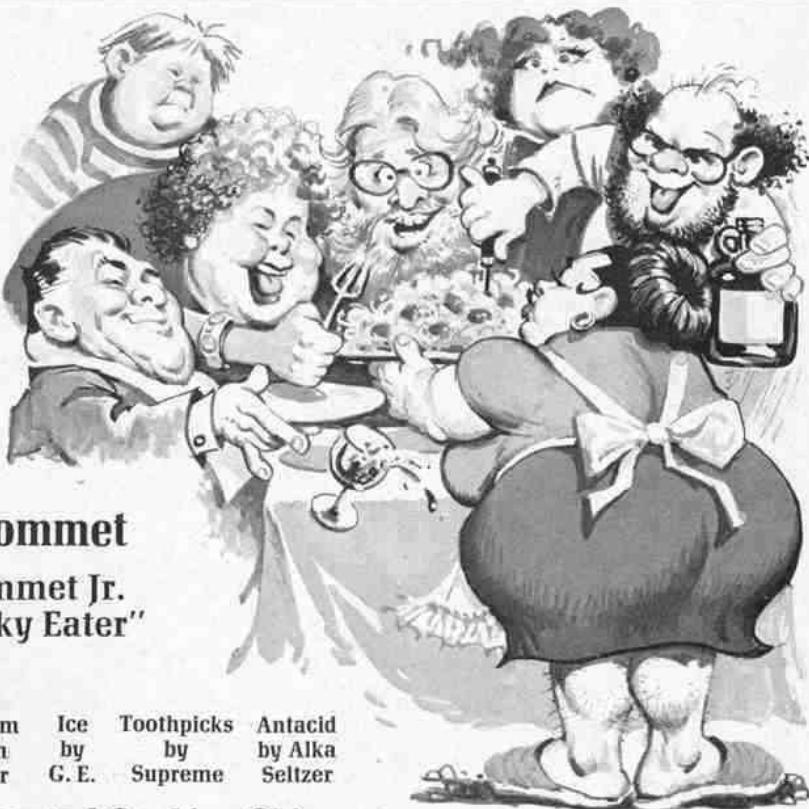
STARRING

Clarabelle Grommet Morris Grommet

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

FEATURING—

Ground Round by Barney the Butcher	Potatoes and Lima Beans by Ernie's Grocery	Bread by Tasty-Fresh	Water from the Town Reservoir	Ice by G. E.	Toothpicks by Supreme	Antacid by Alka Seltzer
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Produced in a Hotpoint Oven and Presented On Ajax China
Entire Production Overcooked by Clarabelle Grommet

FOR A TEENAGER MAKING OUT

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

"I MADE OUT IN GRIBNEY PARK WITH ESTHER GRUSH"

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

STARRING

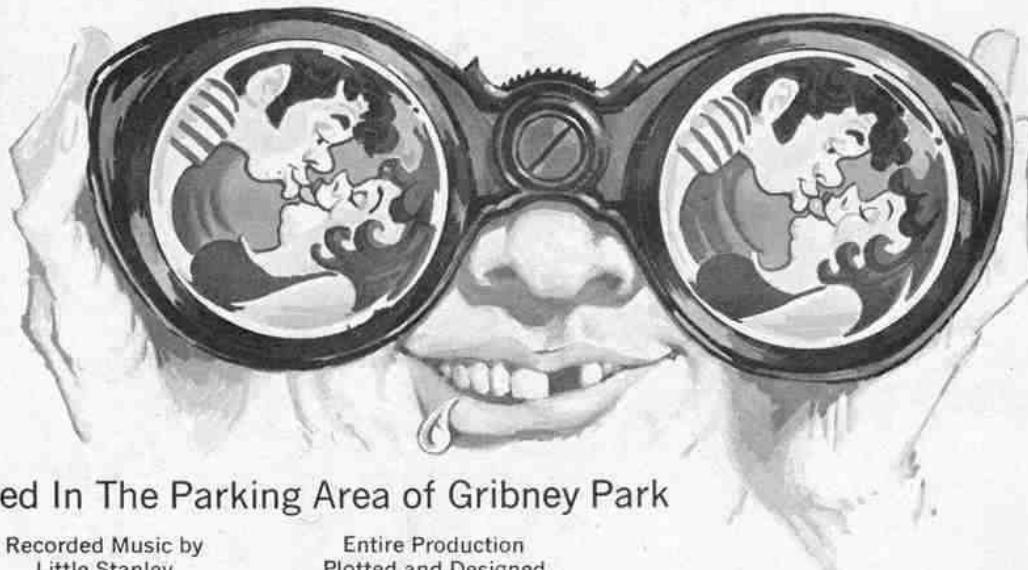
MARVIN MEEG
ESTHER GRUSH
AND
CHARLIE VORCH
as "The Hidden Observer"

Entire Production Staged In The Parking Area of Gribney Park

Automobile
by
Chevrolet

Recorded Music by
Little Stanley
And The Aardvarks

Entire Production
Plotted and Designed
by Marvin Meeg



THE DREAD MENACE DEPT.

MAD'S NEW PHOB



ARTIST: PAUL COKER

INFERNOPHOBIA



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

CUTSEYPHOBIA



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

MALDENPHOBIA



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

MEDIPHOBIA



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

BIMBOPHOBIA



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

FELONIAPHOBIA



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



IAS FOR THE '80'S

WRITER: JOHN FICARRA

GACKAPHOBIA



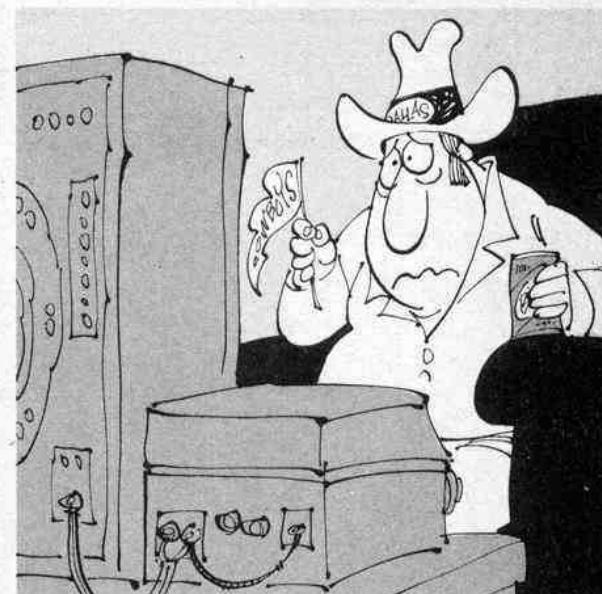
Fear of catching your tie in your food processor.

OPECAPHOBIA



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

BETAPHOBIA



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

ROOTSAPHOBIA



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

FRACASAPHOBIA



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

SPLATAPHOBIA



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

THE MAD S

8.3 SECONDS



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

37.1 MINUTES



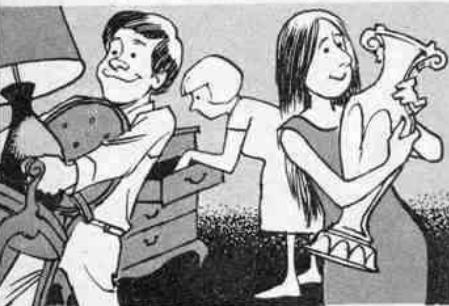
... is the amount of time you watch *The Tonight Show* before you doze off.

5 YEARS, 9 MONTHS, 2 DAYS



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

3 DAYS, 2 HOURS, 1 MINUTE



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

3 WEEKS AND 2 DAYS



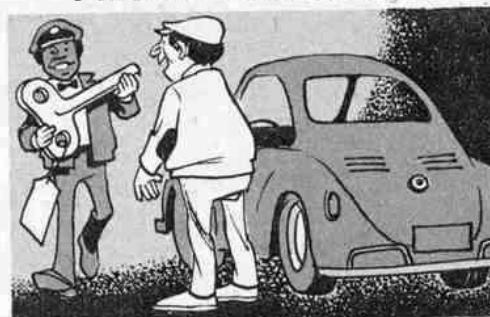
... is how long you're already back from vacation when the post card you sent your neighbor finally arrives.

4 DAYS



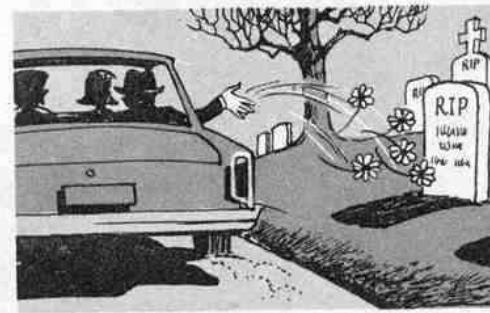
... is the amount of time between when the warranty on your TV runs out ... and something goes wrong with the set.

9 MONTHS AND 3 DAYS



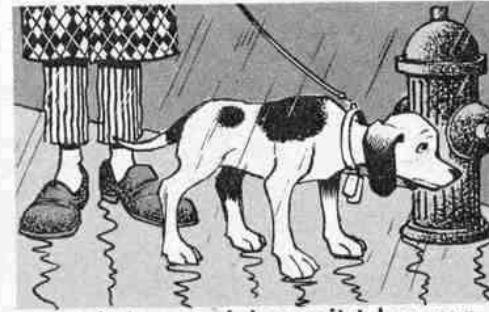
... is the time it takes for the foreign car part you need to be shipped.

14 MONTHS, 2 DAYS

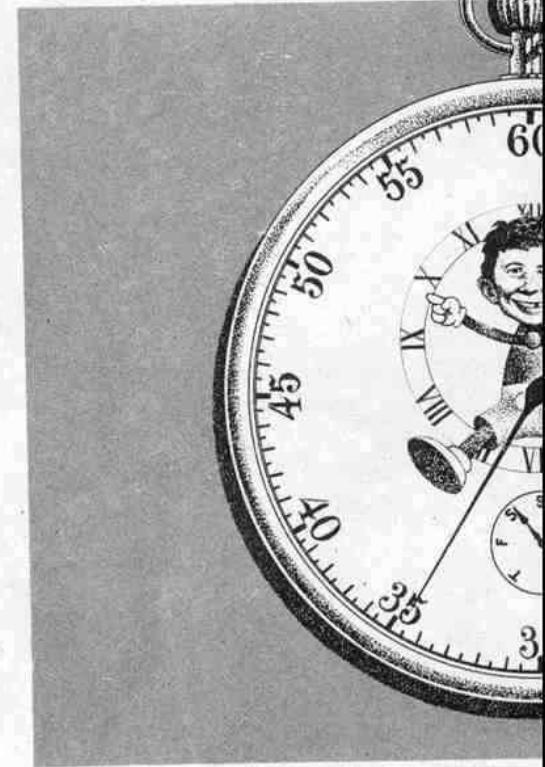


... is how long you'll be dead when relatives stop coming to your grave.

4 MINUTES, 46 SECONDS



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



ARTIST: BOB CLARKE

4 MINUTES, 10 SECONDS



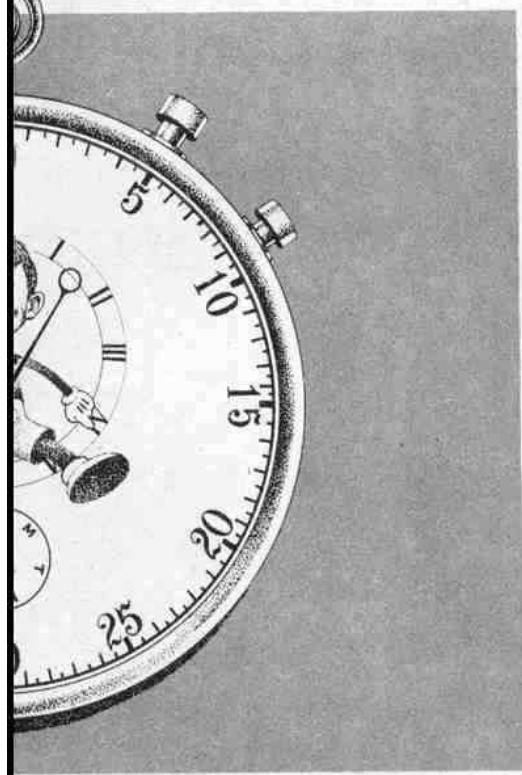
... is the amount of time the average couple in a "Drive-In Movie" spends watching the action upon the screen.

TOP WATCH

7 MONTHS AND 20 DAYS



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



WRITER: JOHN FICARRA

27 MINUTES



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

3 YEARS, 8 MONTHS, 9 DAYS



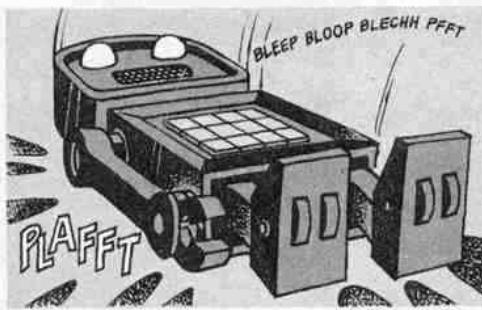
... is the amount of time it takes a worker to make up the money he lost when he went on strike for more pay.

13 DAYS



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

16 MINUTES, 8 SECONDS



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

12 SECONDS



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

1 MINUTE, 38 SECONDS



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

2 MINUTES, 12 SECONDS



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

29 SECONDS



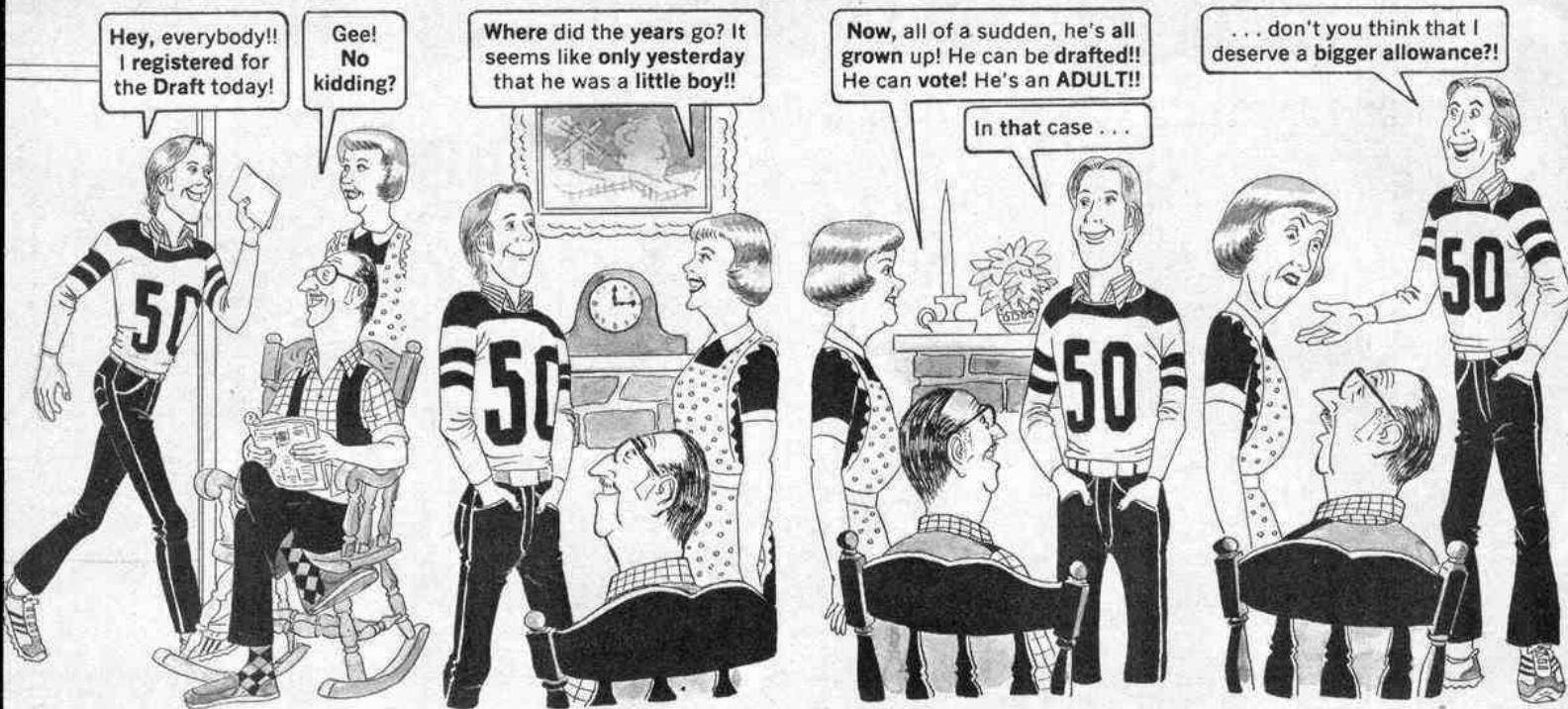
... is how long a guest is on a "Talk Show" before he plugs his latest film.

3 MINUTES, 22 SECONDS



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

GROWING PAINS



BERG'S-EYE VIEW DEPT.

CAR OWNERS

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

My car was recalled!!

It had a defect??

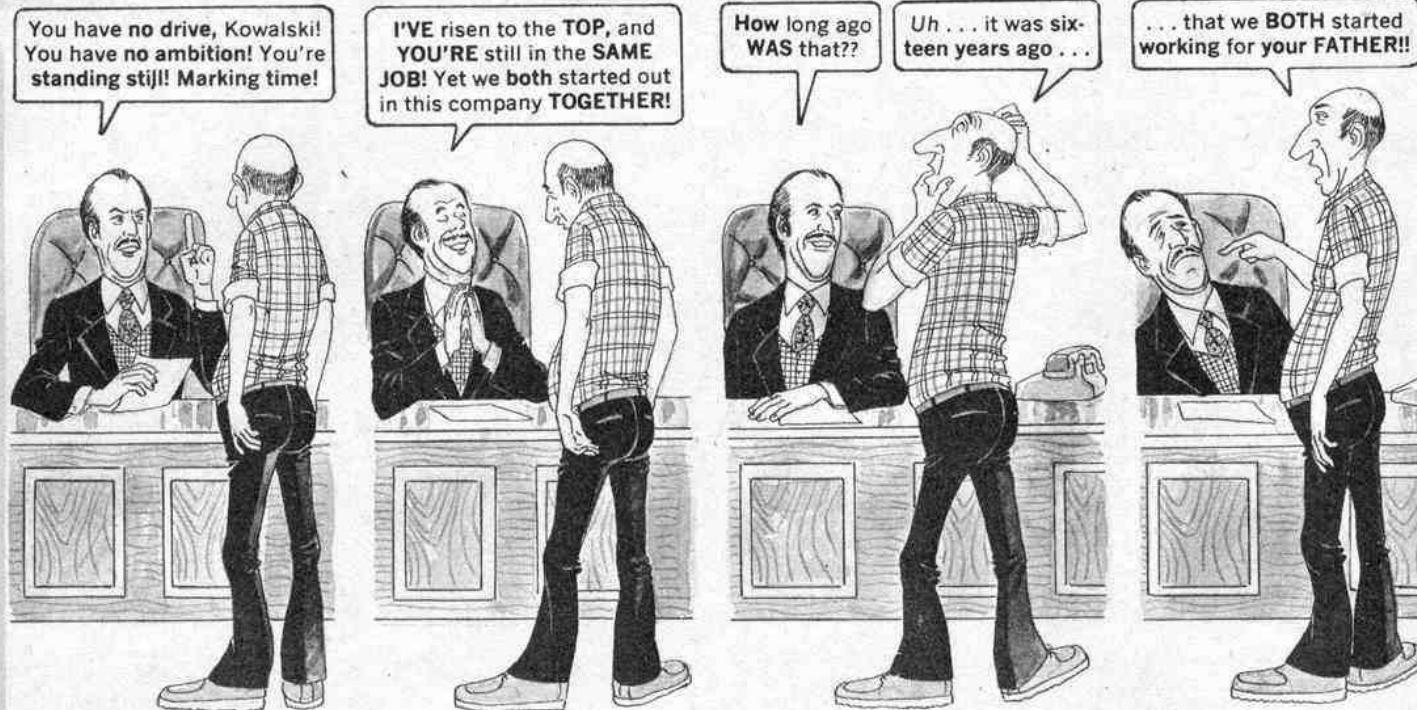
I'll say!!

Faulty brakes?

No ... faulty PAYMENTS!



SUCCESS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

PARKING



EDUCATION

What did you learn in school today?

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

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

Do you like the change?

If I had MY way...

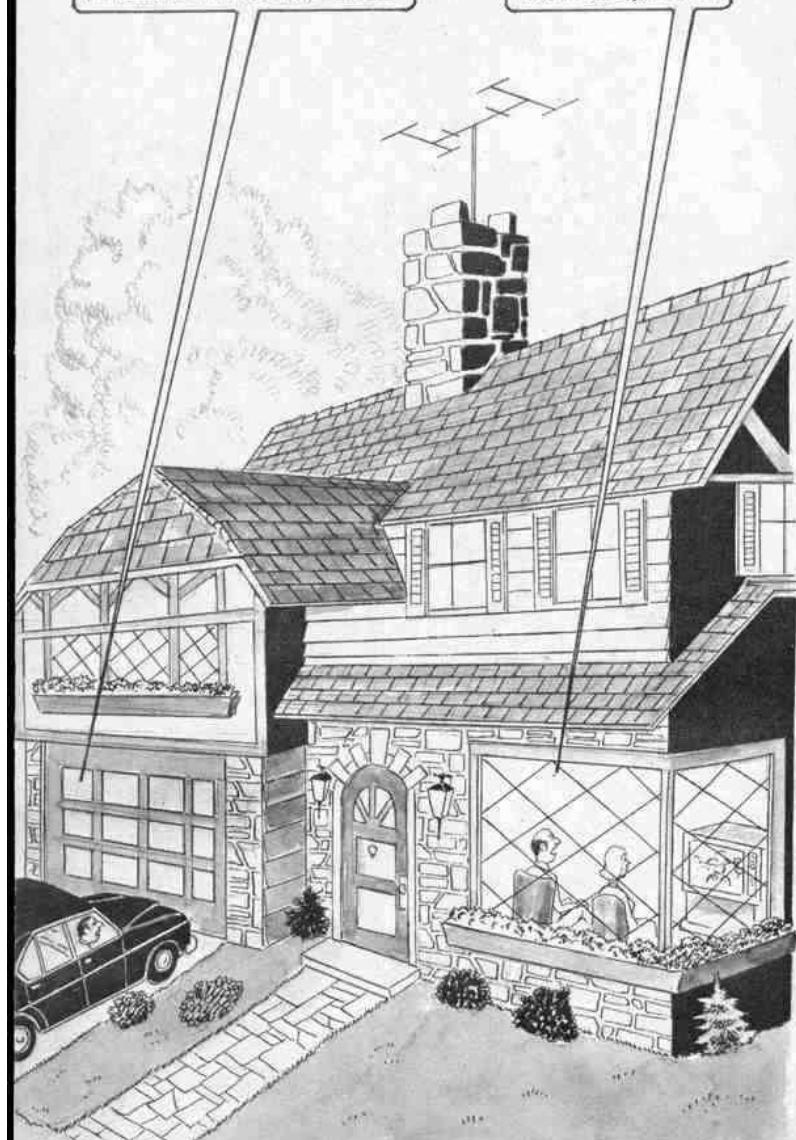
... I wouldn't touch that stupid Metric System with a 3.048 METER POLE!!



MODERN TECHNOLOGY

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

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



THE ENERGY CRISIS

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

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



INFLATION

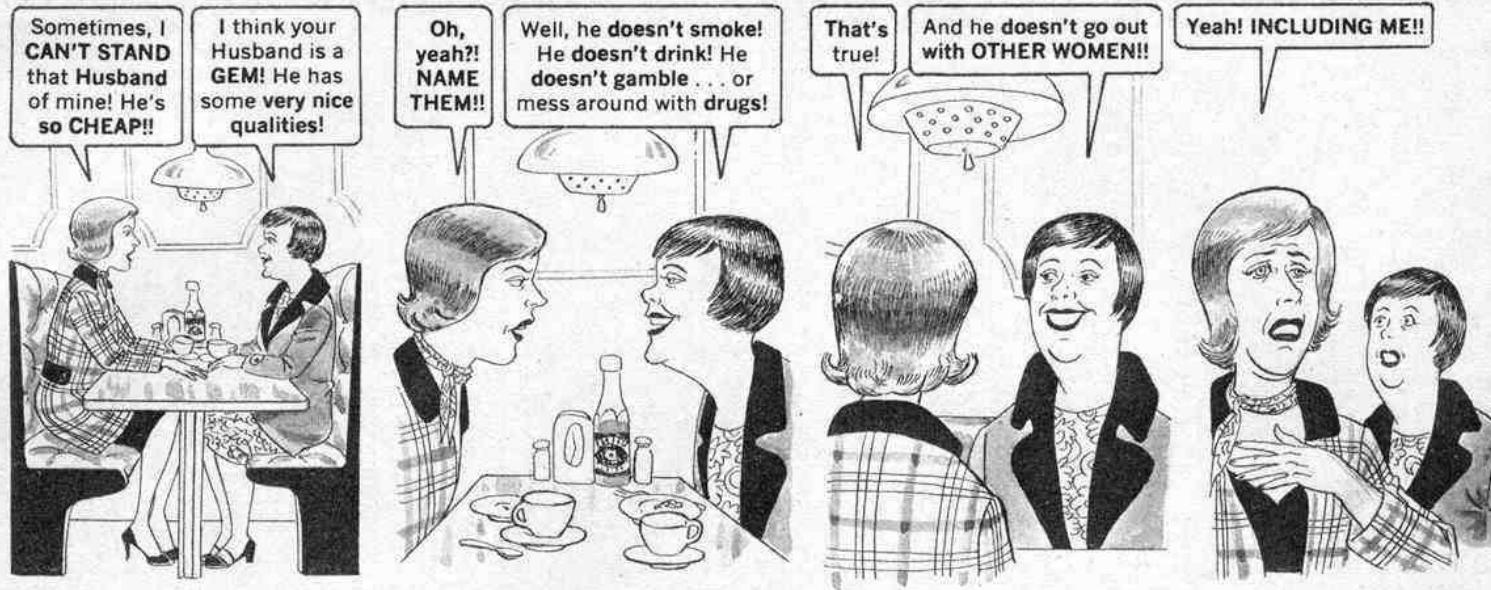
Hey, Ralph! I hear you made a REAL GOOD BUY on a house!

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

Gee! That IS a good buy!!



MARRIAGE



SHOPPING



CHILDREN



WINTER

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

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

About those little fairies of yours!

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



ON THE JOB

ROGER KAPUTNIK INC.

Hello . . . ? Oh, hi, Janet!

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

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

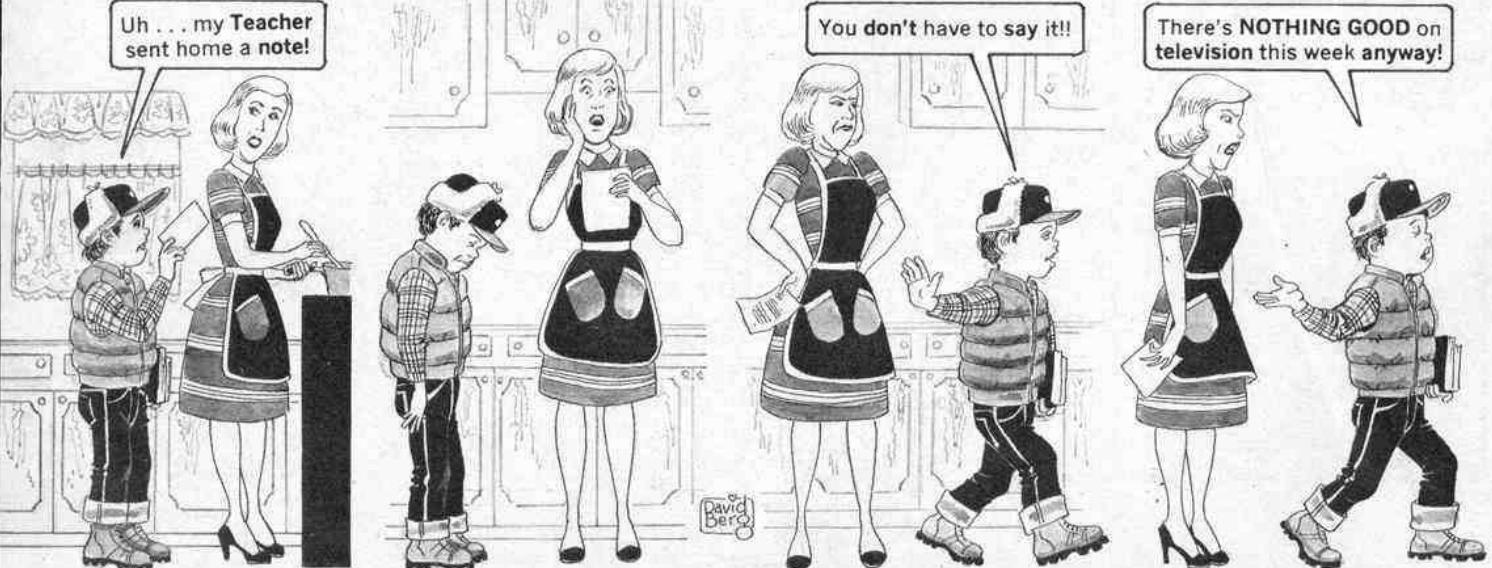


DISCIPLINE

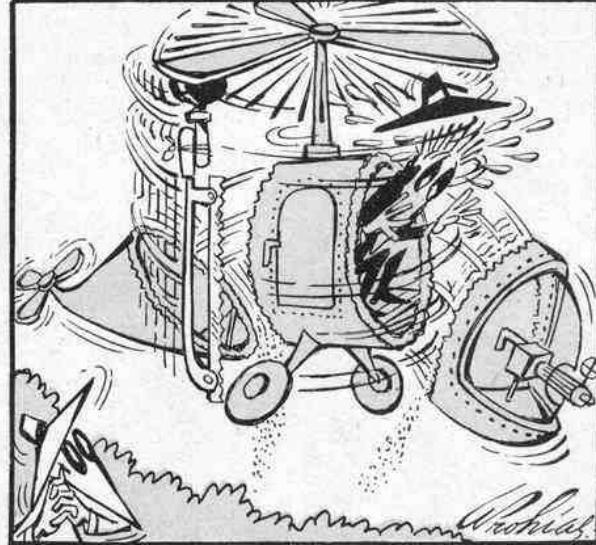
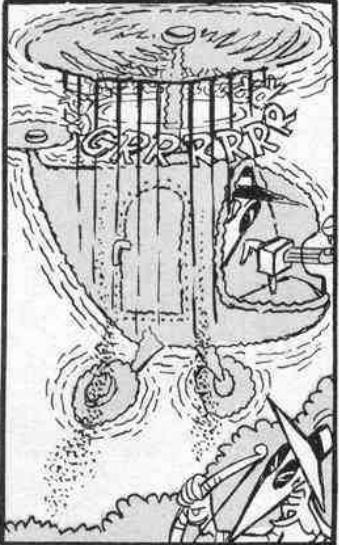
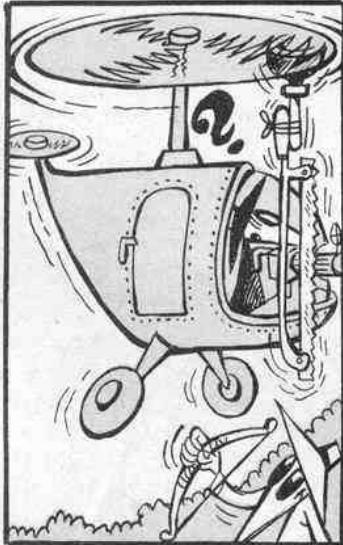
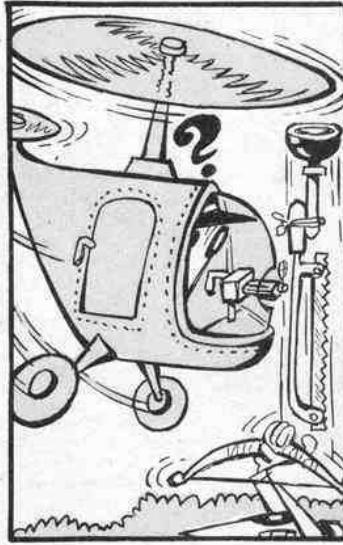
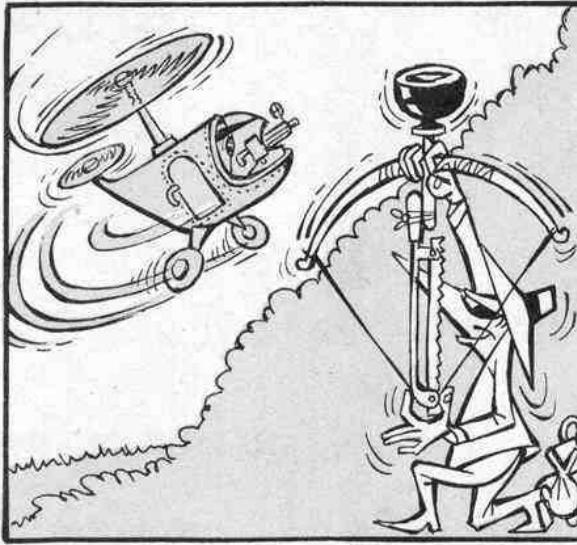
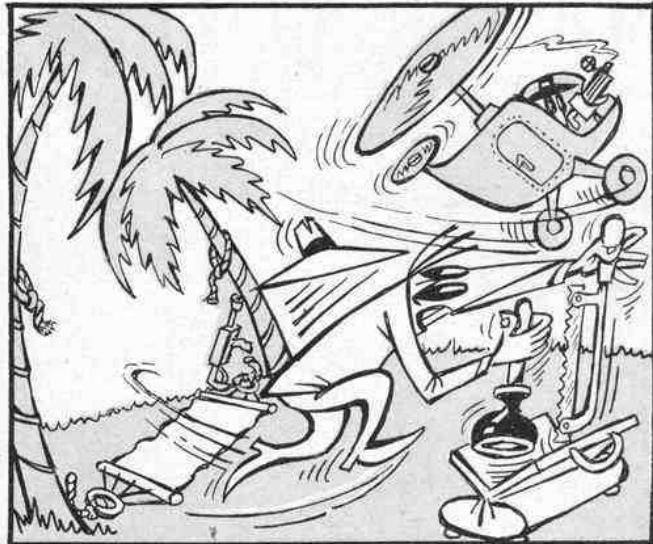
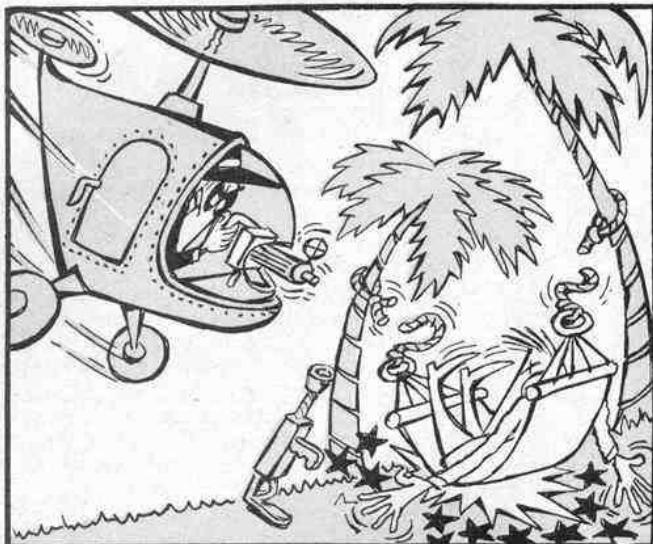
Uh . . . my Teacher sent home a note!

You don't have to say it!!

There's NOTHING GOOD on television this week anyway!



SPY vs SPY



Abelgas

POST WASTE DEPT.

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

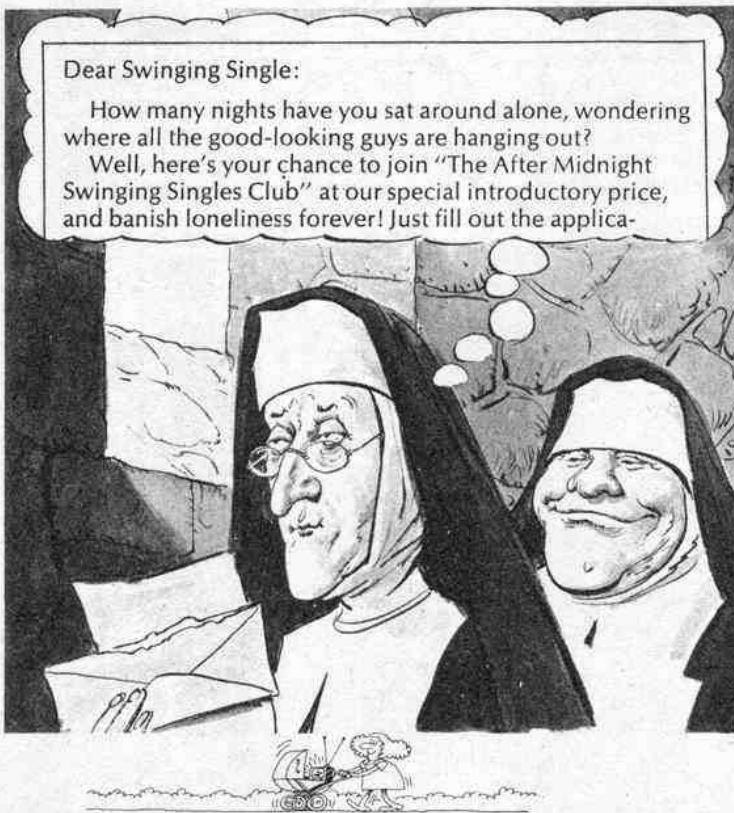
MIXED-UP JUNK M

ARTIST: HARRY NORTH, ESQ.

Dear Swinging Single:

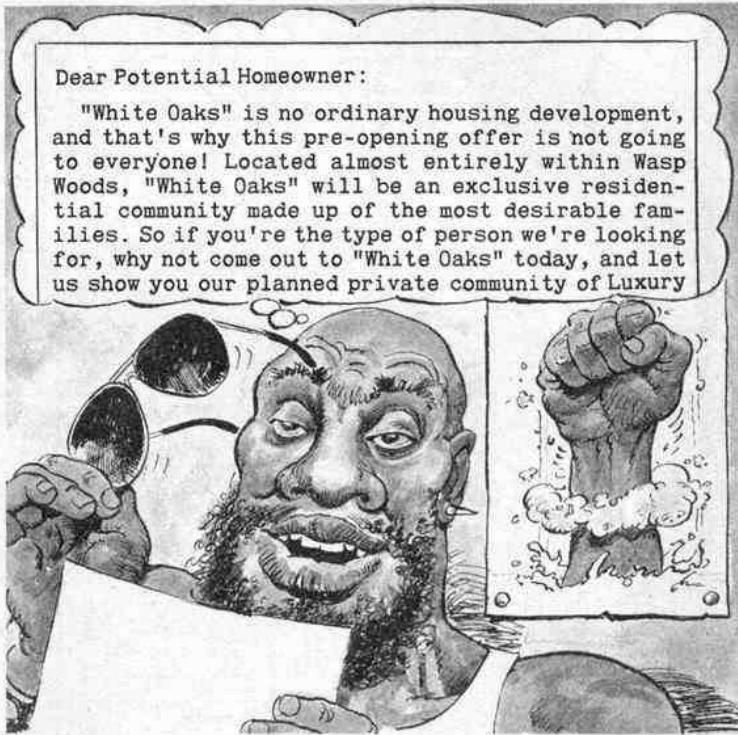
How many nights have you sat around alone, wondering where all the good-looking guys are hanging out?

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



Dear Potential Homeowner:

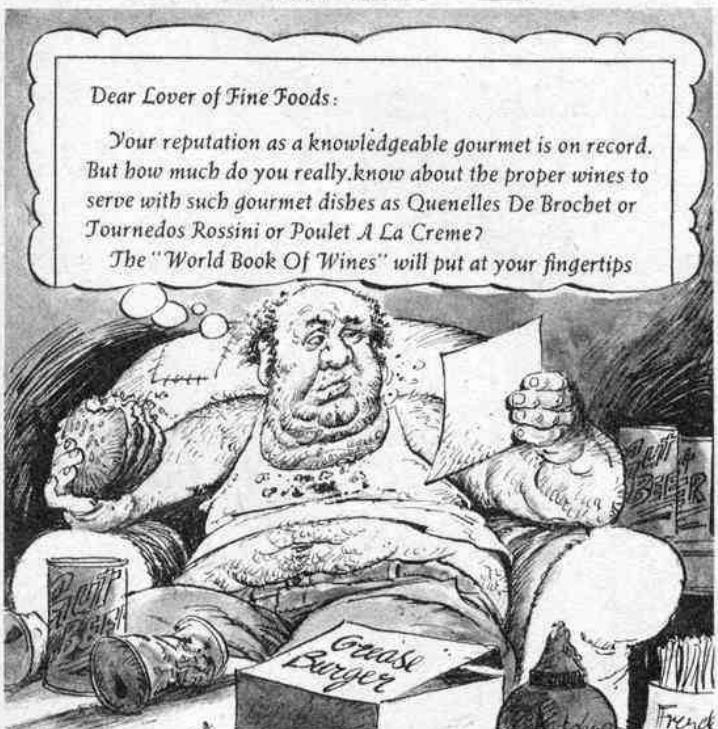
"White Oaks" is no ordinary housing development, and that's why this pre-opening offer is not going to everyone! Located almost entirely within Wasp Woods, "White Oaks" will be an exclusive residential community made up of the most desirable families. So if you're the type of person we're looking for,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



Dear Lover of Fine Foods:

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

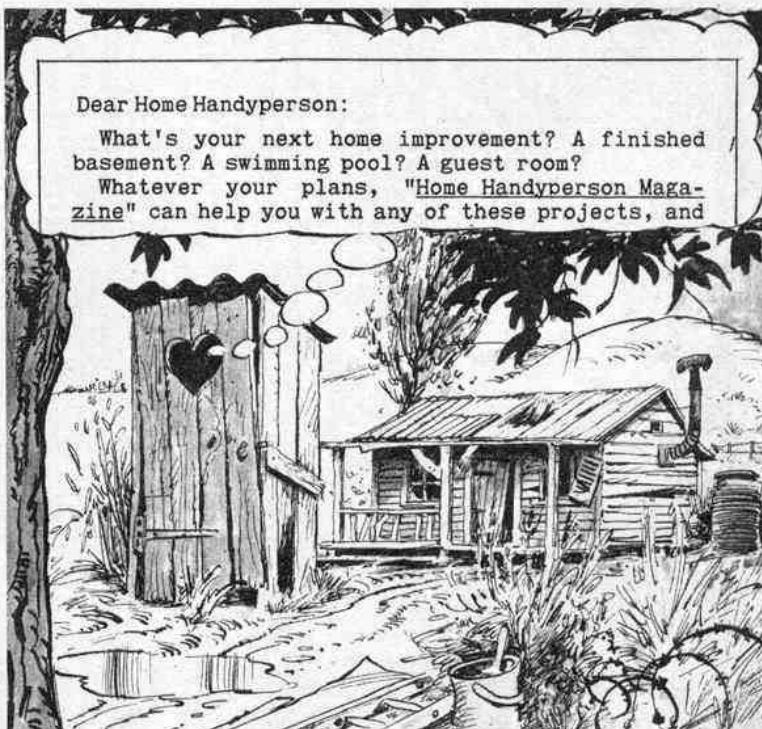
The "World Book Of Wines" will put at your fingertips



Dear Home Handyperson:

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

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

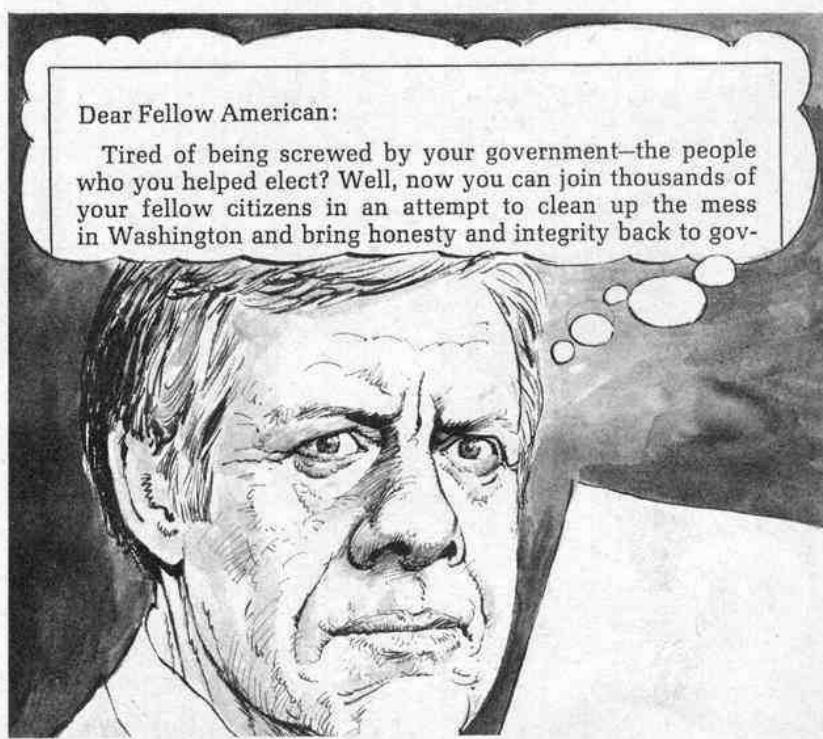
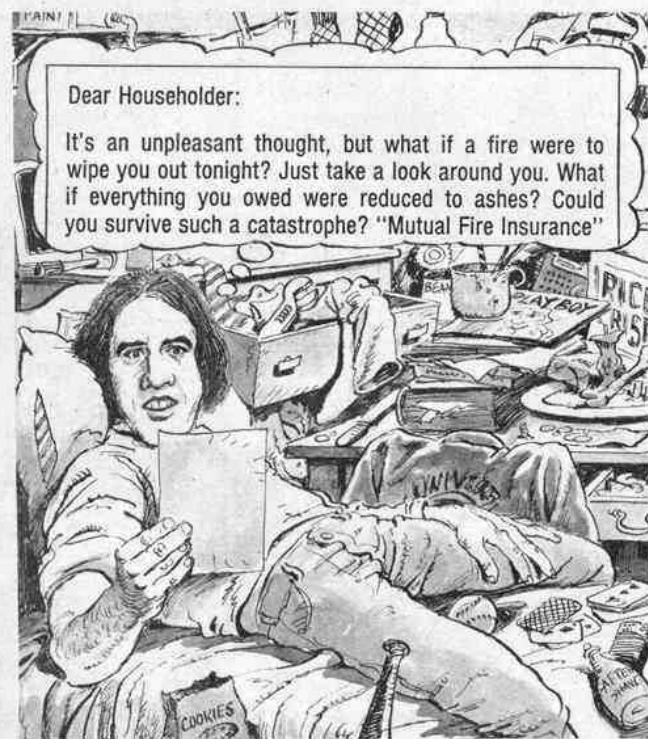
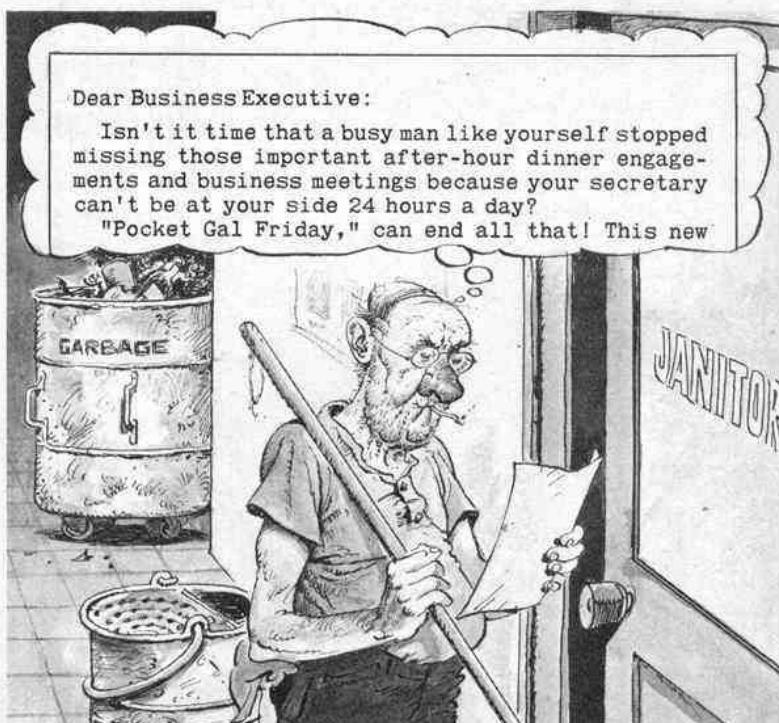
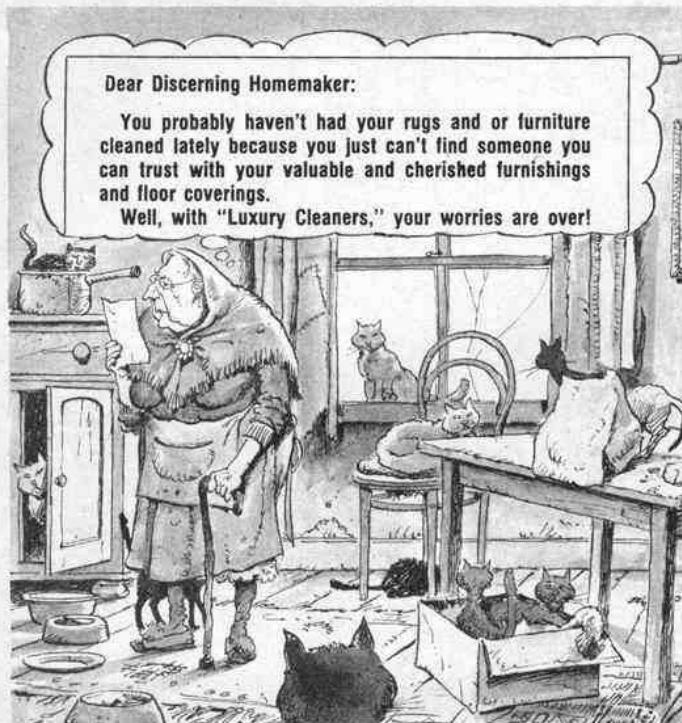


of junk mail that starts out: "We know you are the kind of man who appreciates the value of a well-made \$300 suit, which is why this offer is being sent to men like you!" Well, we wonder what other goofs are being made because of . . .



AIL MAILING LISTS

WRITER: DICK DE BARTOLO



AN EYE FOR AN "I" DEPT.

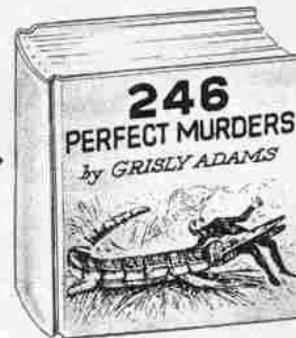
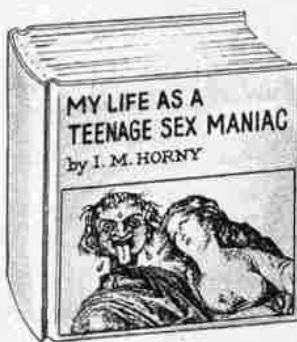
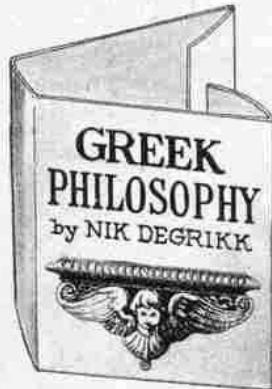
Are you a doormat for the whole world to step on? Do friends walk away while you're talking? Are you credited with inventing the yawn? Are you introduced to people as "Mr. What's-s-Name"? Then you need help. And we don't mean the kind of help that everyone else has offered you in the

MAD IMAGE

HIGH-CLASS BOOK COVERS

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

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



V.I.P. BUSINESS CARDS

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



THE "FANTASTIC STUDENT" PLOY

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



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

-BUILDERS

ARTIST & WRITER: AL JAFFEE

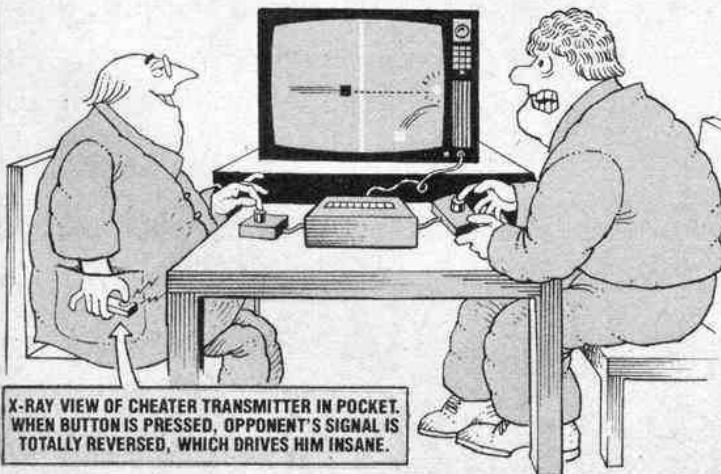
THE "TOUGH CROSSWORD PUZZLE" GAMBIT

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



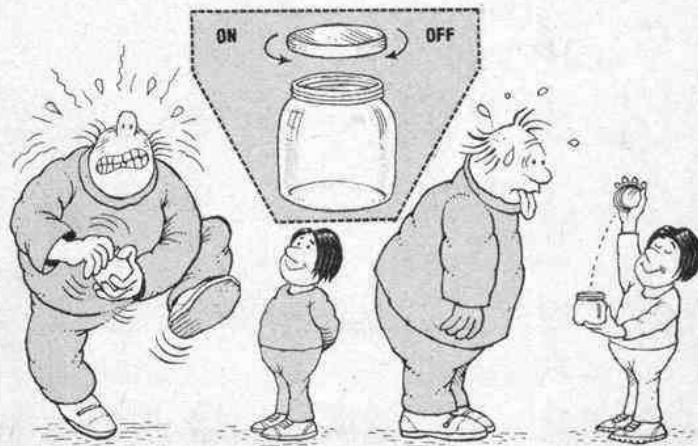
THE RIGGED TV GAME

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



WRONG-WAY TWIST-OFF JAR TOPS

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



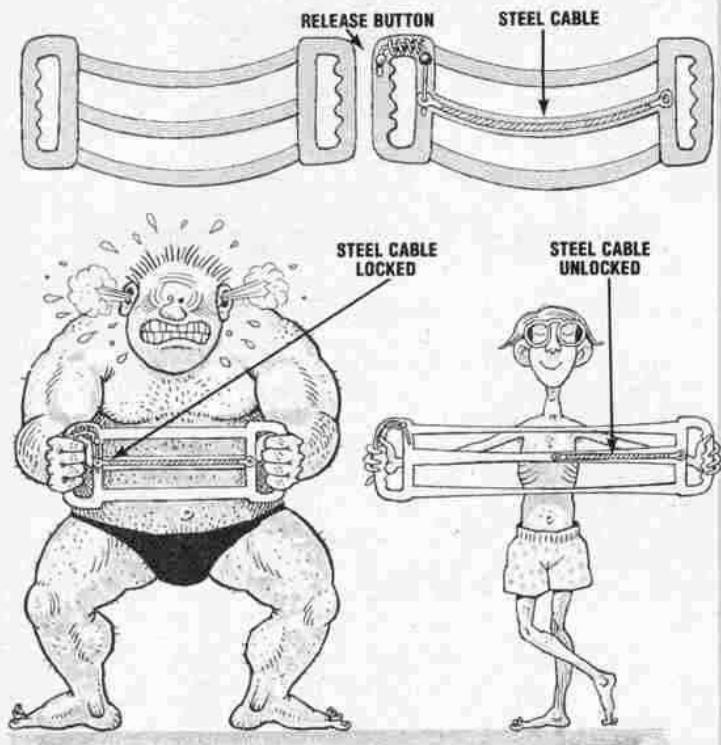
MOBILE CAR TELEPHONE

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



FANTASTIC DISPLAY OF STRENGTH

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



HERO AWARDS

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



THE SPEED-READING EXHIBITION

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



FRAMED NEWSPAPER STORIES

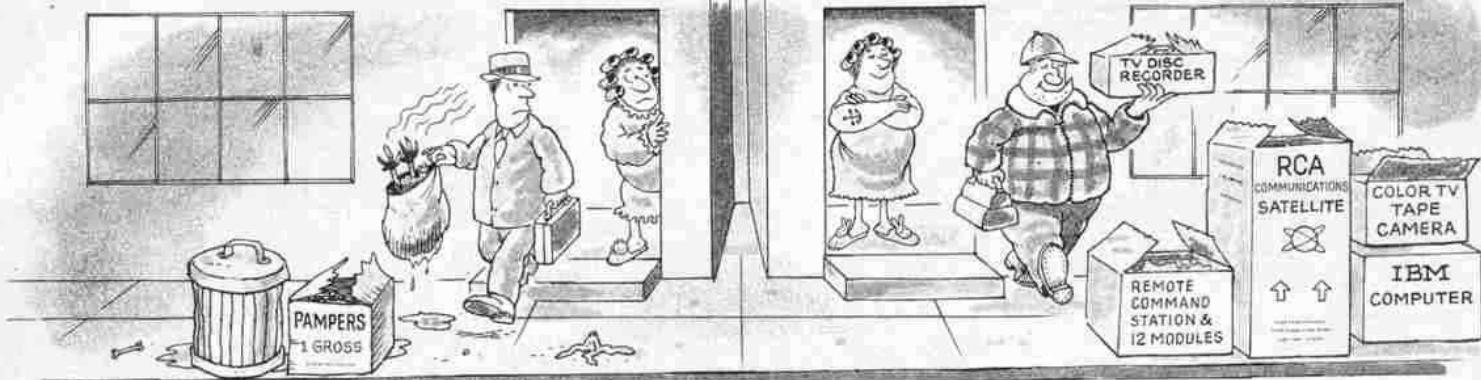
People will believe anything they see in print, and almost any printer can produce a facsimile newspaper story for you at a nominal charge. Framed and placed in den or office, a news story about you can add immeasurably to your prestige, and no one will ever question its authenticity.



STATUS TRASH

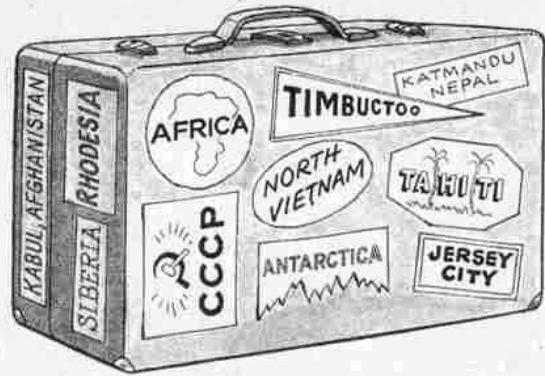
A terrific image-builder is to let your neighbors know that you can afford the best of everything. One sure-fire way of letting those nosey creeps know is by the kind of trash you

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



EXOTIC LUGGAGE LABELS

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



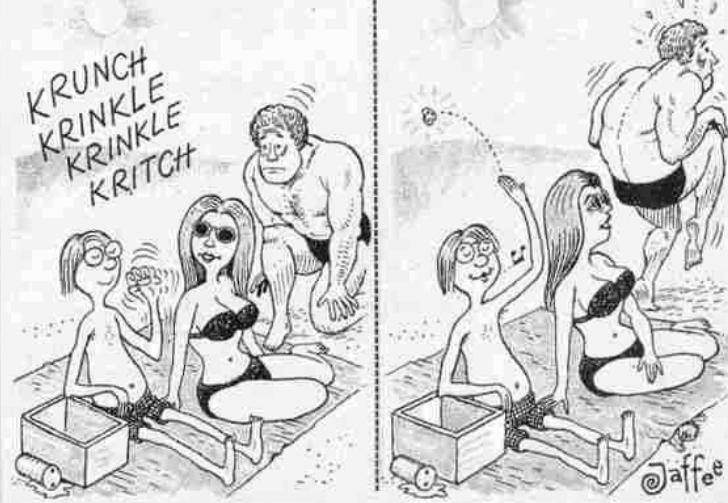
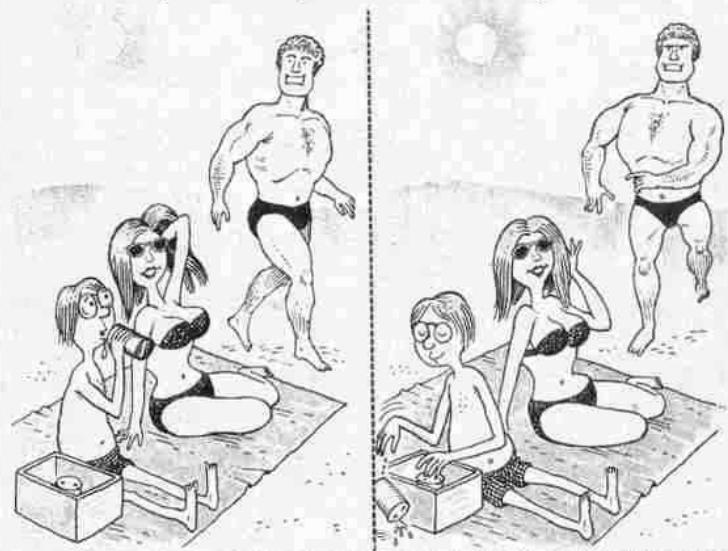
WELL-WORN SAFARI JACKET

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



PHONY "FOIL" BEER CAN

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



USED PARTS DEPT.

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

CUSTOMIZED ORGAN DON

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

JOHNNY CARSON

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

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

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

**ORGAN DONOR
CERTIFICATE**

Richard Milhous Nixon

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

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

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

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

Richard M. Nixon

HOLLYWOOD SQUARE MEDICAL CENTER
Organ Donor Certificate

R I C H L I T T L E

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

Rich Little

LOUISVILLE GENERAL HOSPITAL
Organ Donor Certificate

MUHAMMAD ALI

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

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

ORGAN DONOR CARD
Cedars Of Lebanon Hospital

Don Rickles

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

**THE ROONE ARLEDGE MEDICAL FACILITY
AND TV SPORTS INFORMATION CENTER**

Organ Donor Card
HOWARD COSELL

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

(Continued on the other side)



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

DR CARDS FOR SOME VERY SPECIAL DONORS

WRITER: DENNIS SNEE

UGANDA STATE HOSPITAL ORGAN DONOR CERTIFICATE

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

IDI AMIN DADA

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

ORGAN DONOR CARD RALPH NADER

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

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

ORGAN DONOR FORM The Amazing Kreskin

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

T. A. Kreskin

MILLIONAIRE'S HOSPITAL OF BEVERLY HILLS

Organ Donor Release **NORMAN LEAR**

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

Norman Lear

UNIVERSITY OF GEORGIA MEDICAL CENTER

in association with
THE BREWMASTERS OF AMERICA

hereby ascribe their endorsement to the following donor information regarding

Billy Carter
First Brother, U.S. of A.

FIRST
That his vital organs may be flammable.

SECOND
That organs related to his digestive tract may be worn beyond any further use; and

THIRD
That the only organ which may have a useful lifespan is his brain, which, to the best of our knowledge, has not, so far, been taxed.

ORGAN DONOR INFORMATION

Robert "Evel" Knievel

DAREDEVIL ★ SHOWMAN ★ WAGER-MAKER

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

Robert "Evel" Knievel

HOKEY FOCUS DEPT.

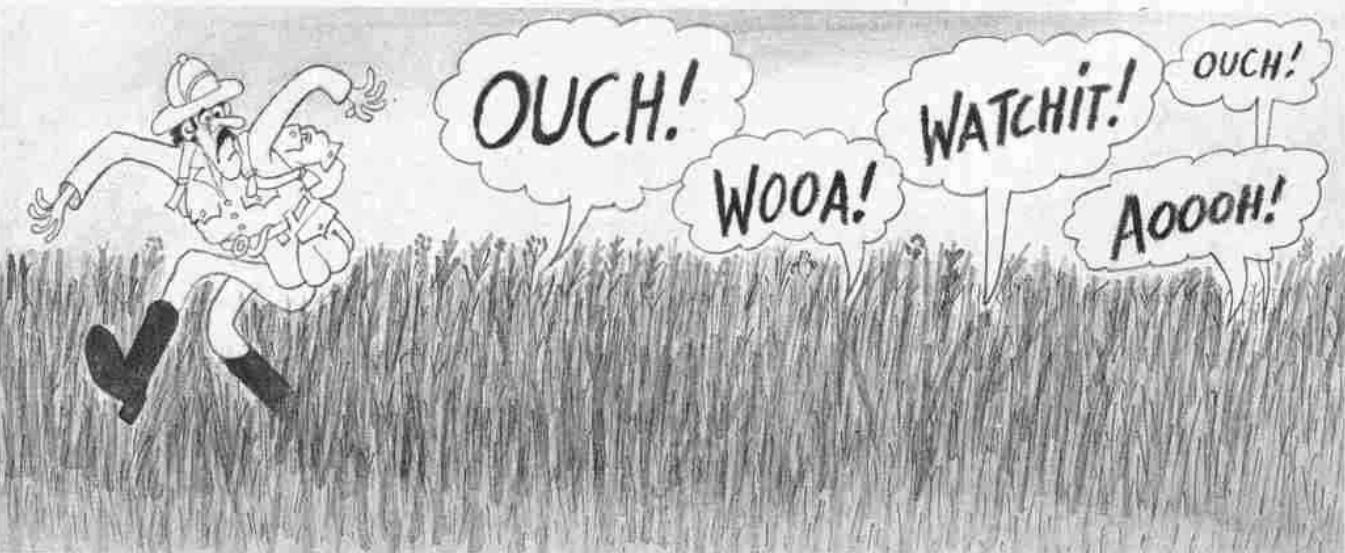
MORE MAD CAN OF HISTORICA



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



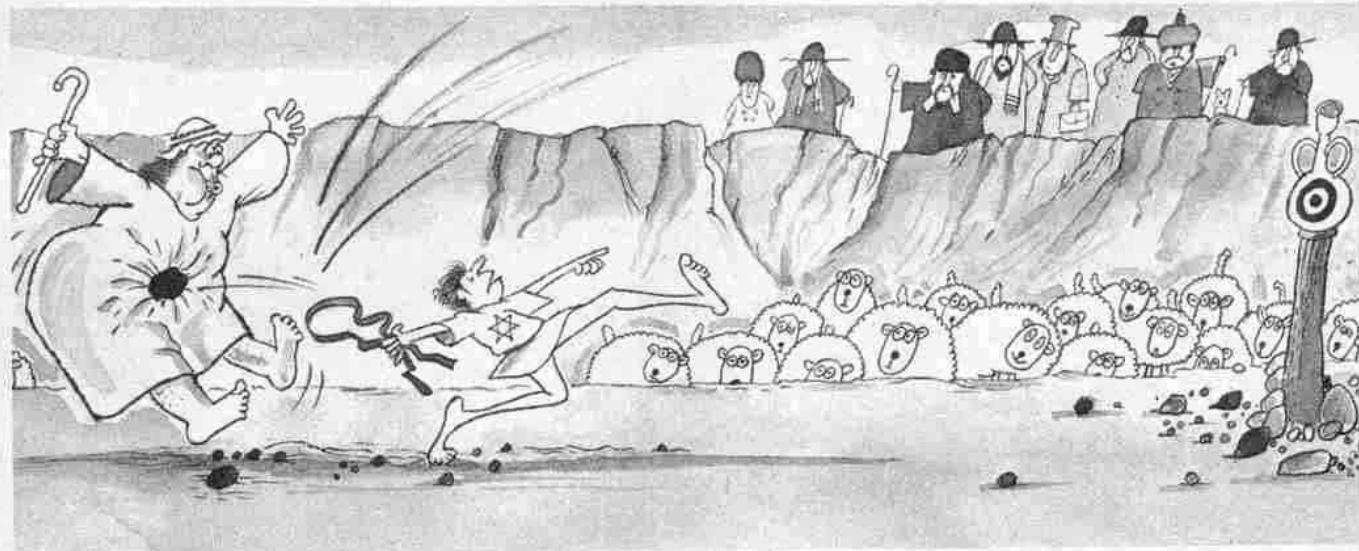
WM. SHAKESPEARE SHOWS HIS CONTEMPT
FOR SOME BAD FIRST-NIGHT REVIEWS



DR. LIVINGSTON MEETS HIS FIRST TRIBE OF PYGMIES

DID SNAPSHOTS OF CELEBRITIES

ARTIST & WRITER: PAUL PETER PORGES



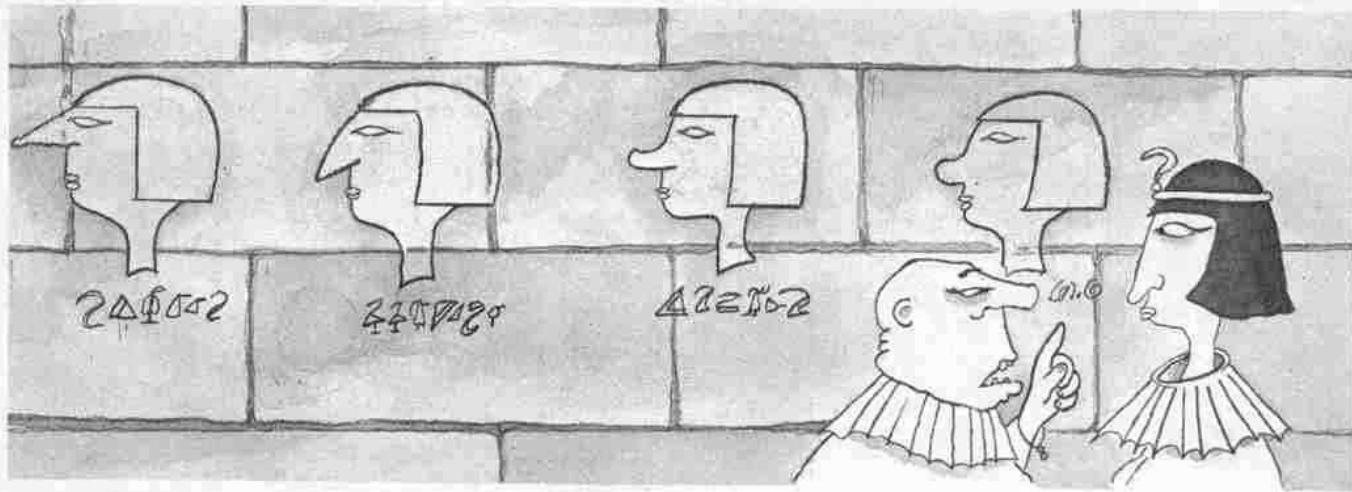
YOUNG KING DAVID TRAINS FOR HIS UPCOMING BOUT



QUEEN VICTORIA IS SLIGHTLY AMUSED



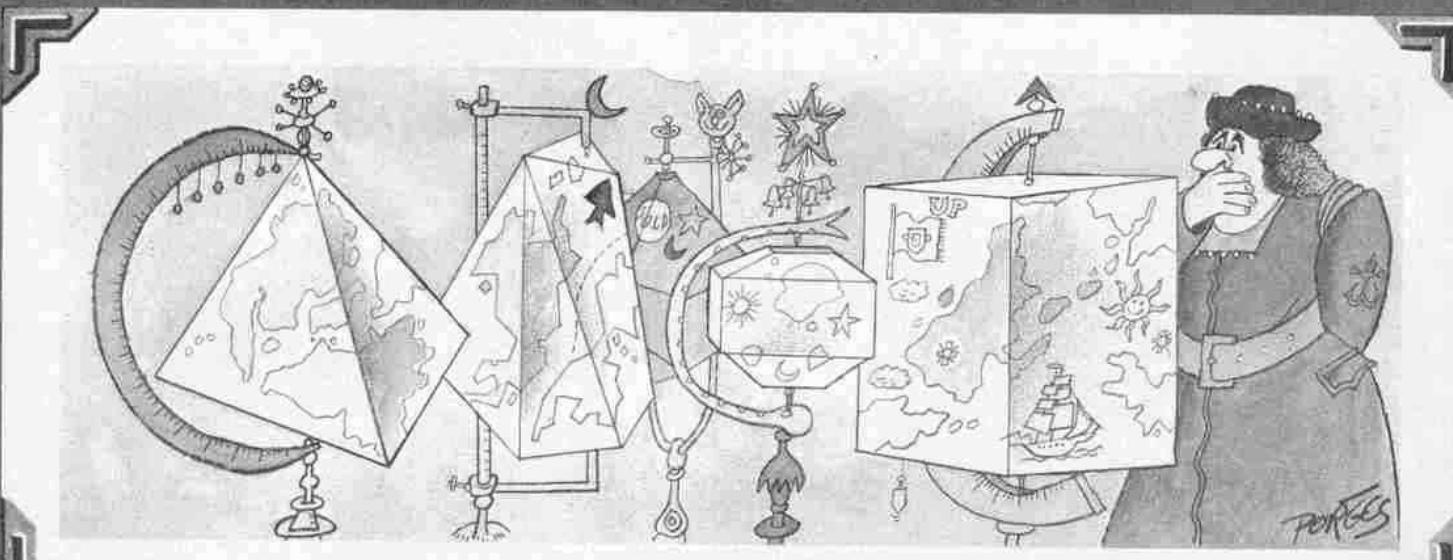
ADOLPH HITLER INVENTS THE GOOSESTEP



CLEOPATRA CONTEMPLATES HAVING A NOSE JOB PERFORMED



KING MIDAS OVER-TIPS AS HE LEAVES PALACE BANQUET



CHRISTOPHER COLUMBUS WITH EARLIER MODELS OF THE EARTH

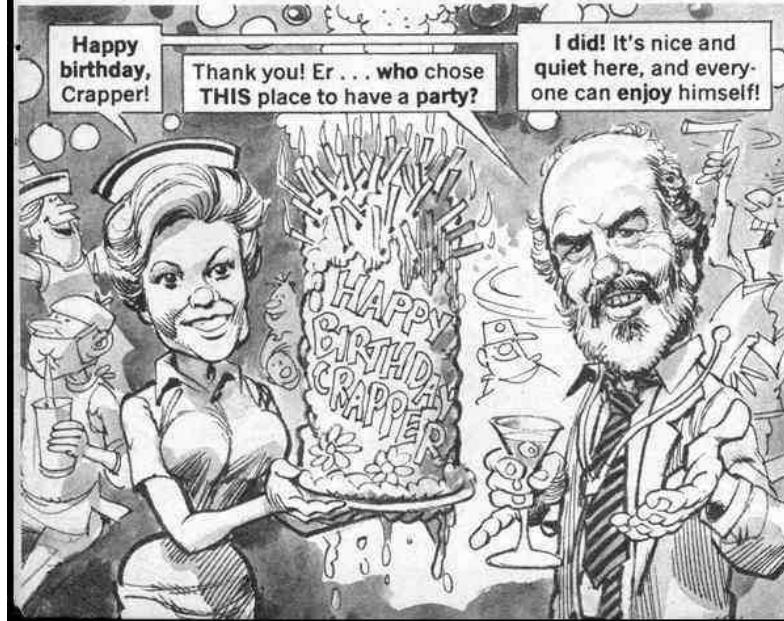
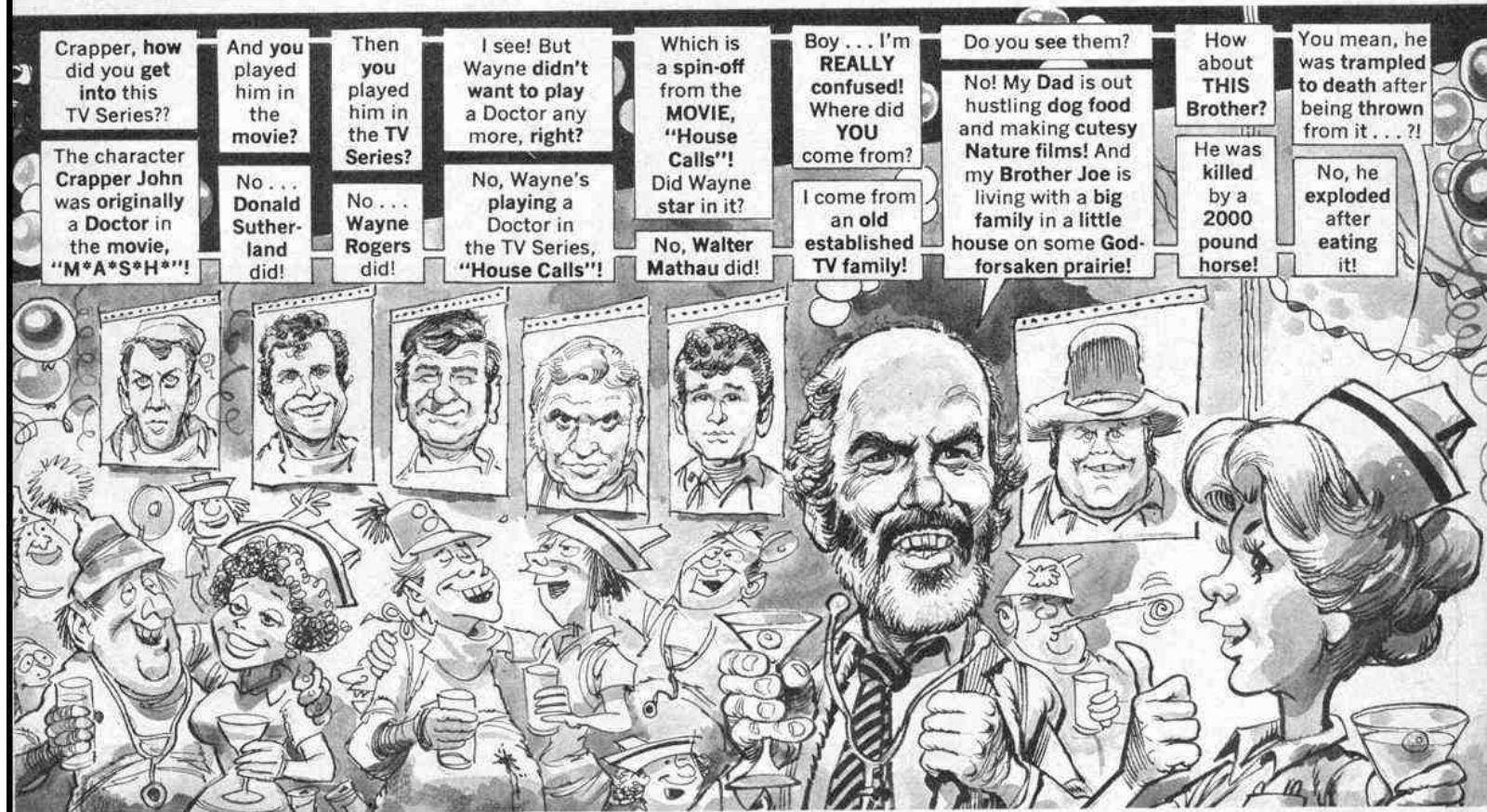
There's a new "Doctor" show on the tube, filled with those recurring cliches we all know so well from Marcus Welby, Ben Casey, Dr. Kildare, General Hospital and so on, and so on, and so on. For instance, the Young "Hip" Doctor who's loved by his patients, distrusted by the hospital administration, and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



CRAPPER JOHN, M.D.

ARTIST: JACK DAVIS

WRITER: STAN HART



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

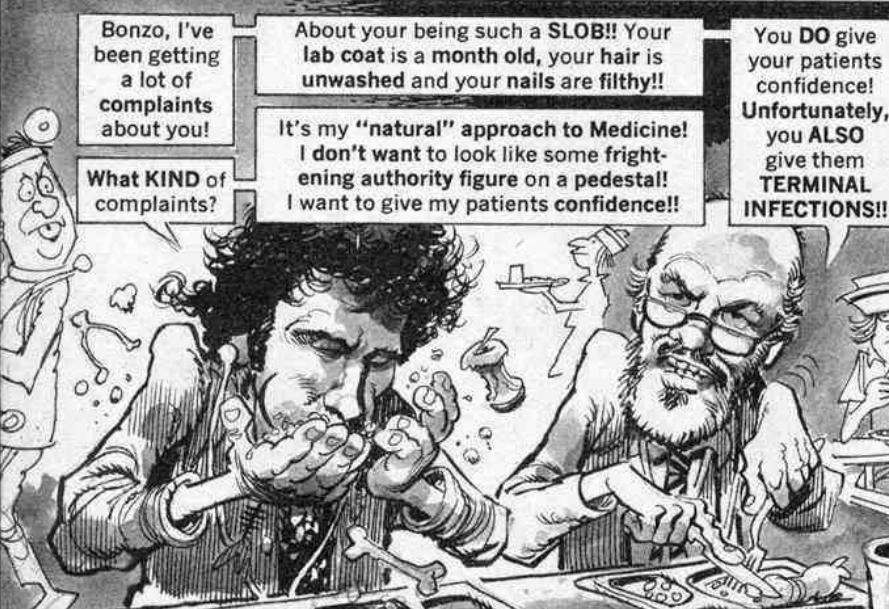
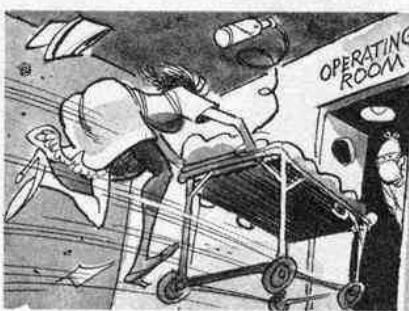
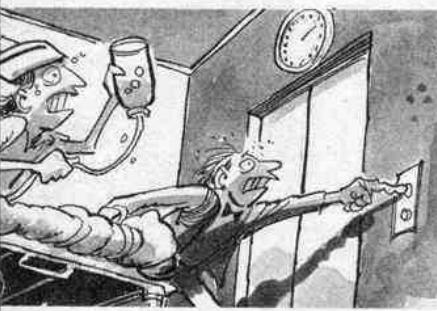
But Dr. Williams is one of our foremost surgeons! Only last week, he did an arterial bypass, and I hear the patient was out of the hospital the very same day!

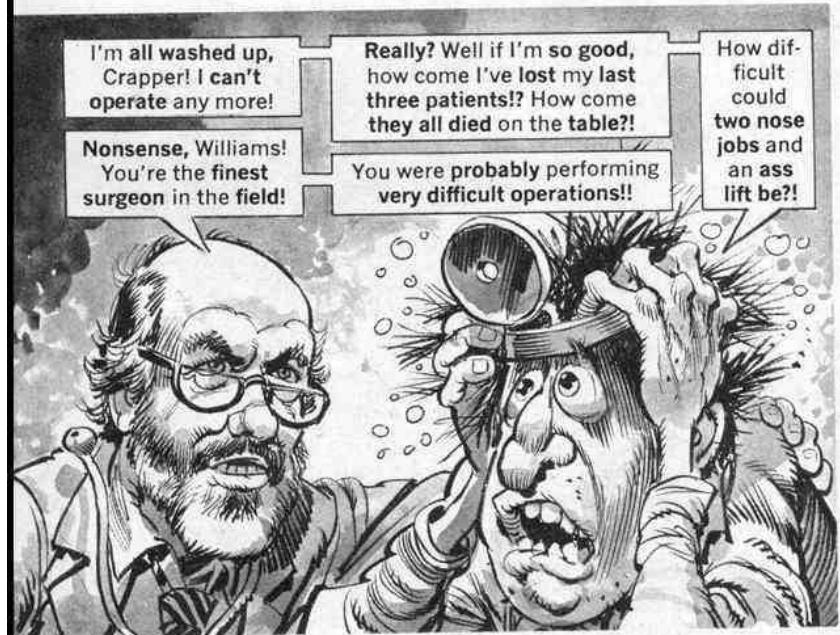
Right! We shipped him to the funeral parlor!

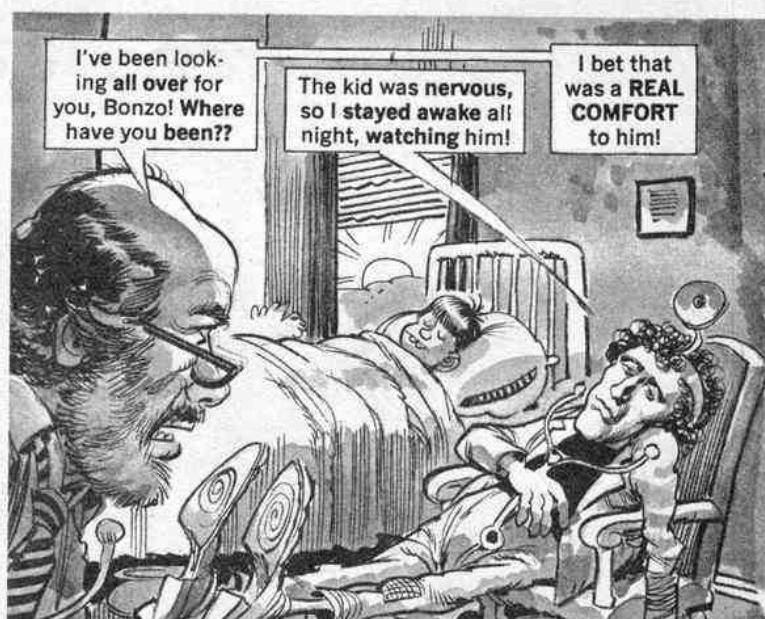
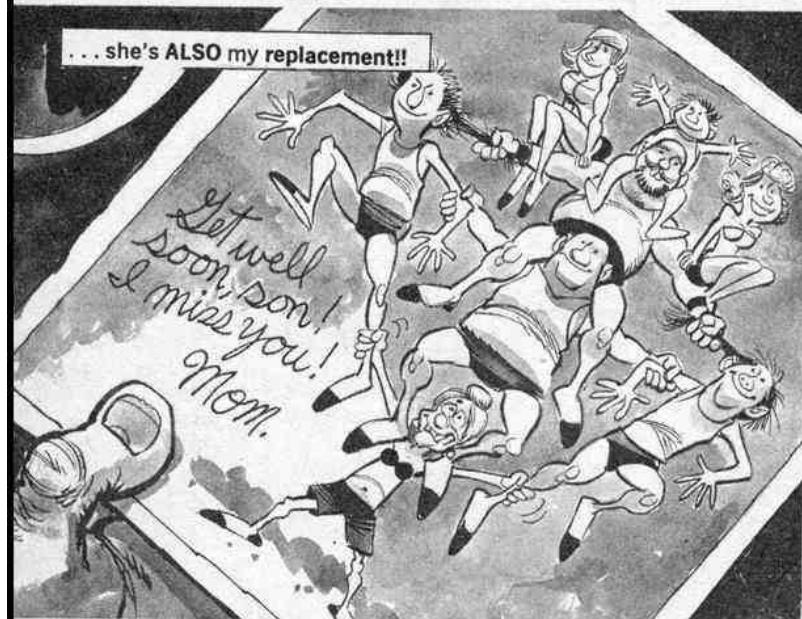
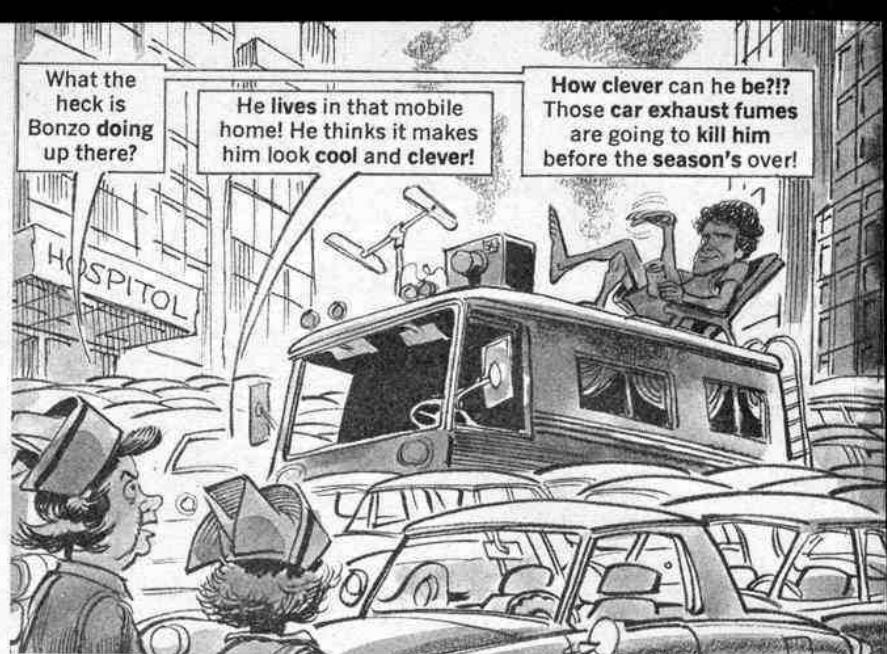
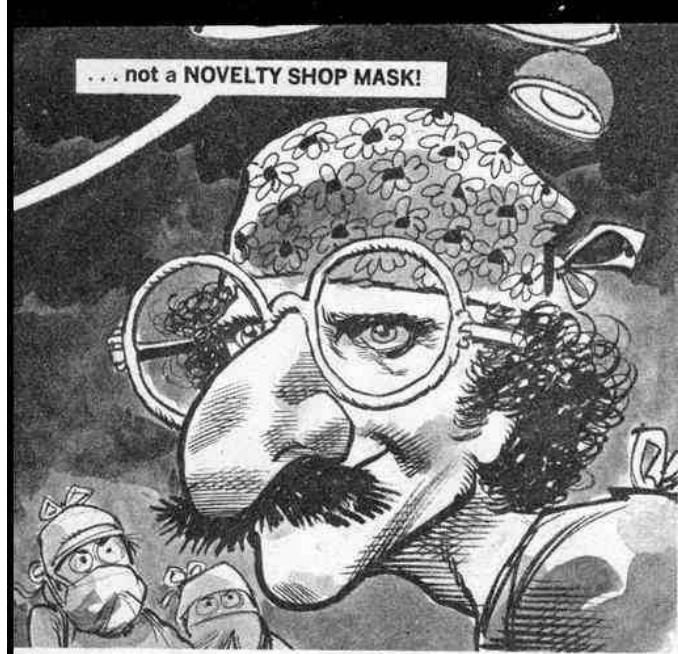
Between you and me, Crapper, do you think a plot about Dr. Williams' problem is enough for a whole hour show?!

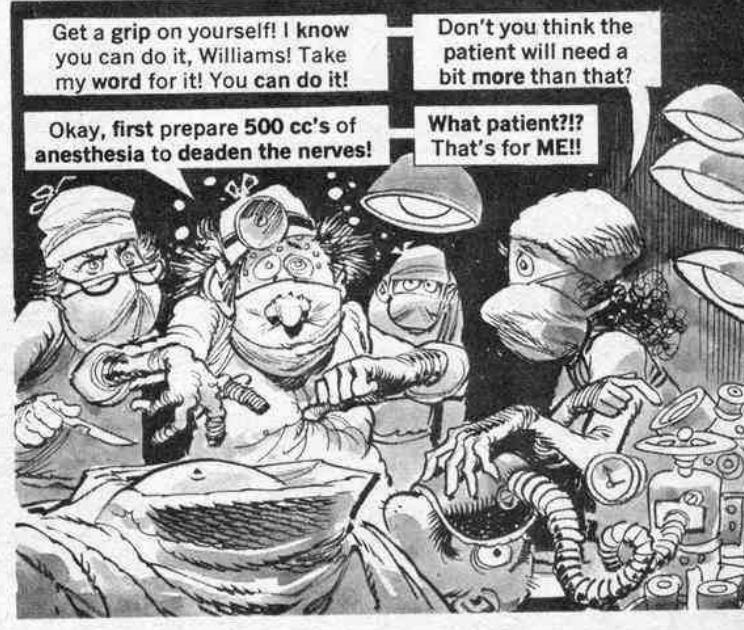
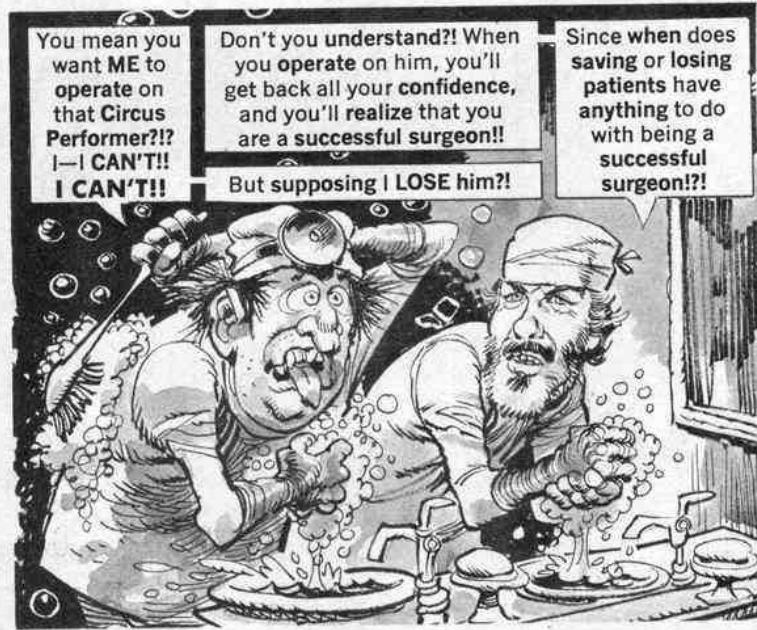
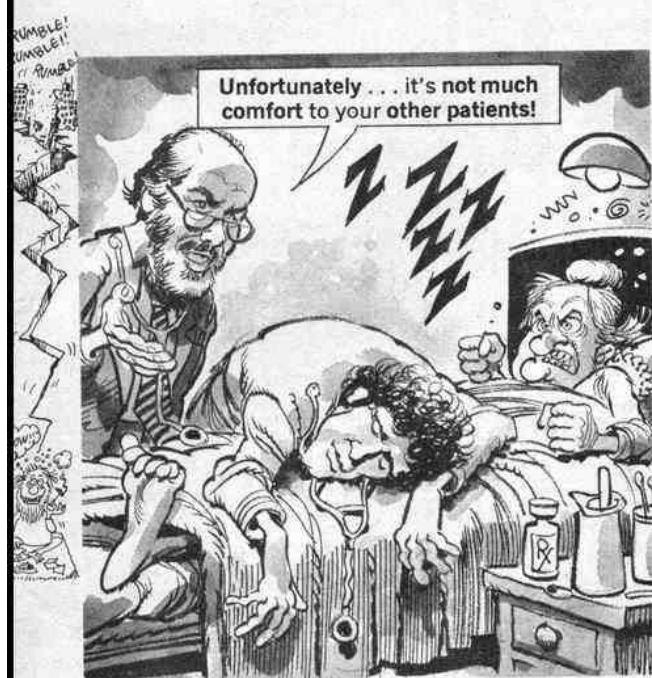
No, but we have ways of stretching things . . . !! Like HOW???

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









PARTING SHOT DEPT.

A BASKET CASE HIGH UP ON THE 37TH FLOOR

ARTIST & WRITER: DON EDWING



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

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

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



FOLD PAGE OVER LIKE THIS!

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



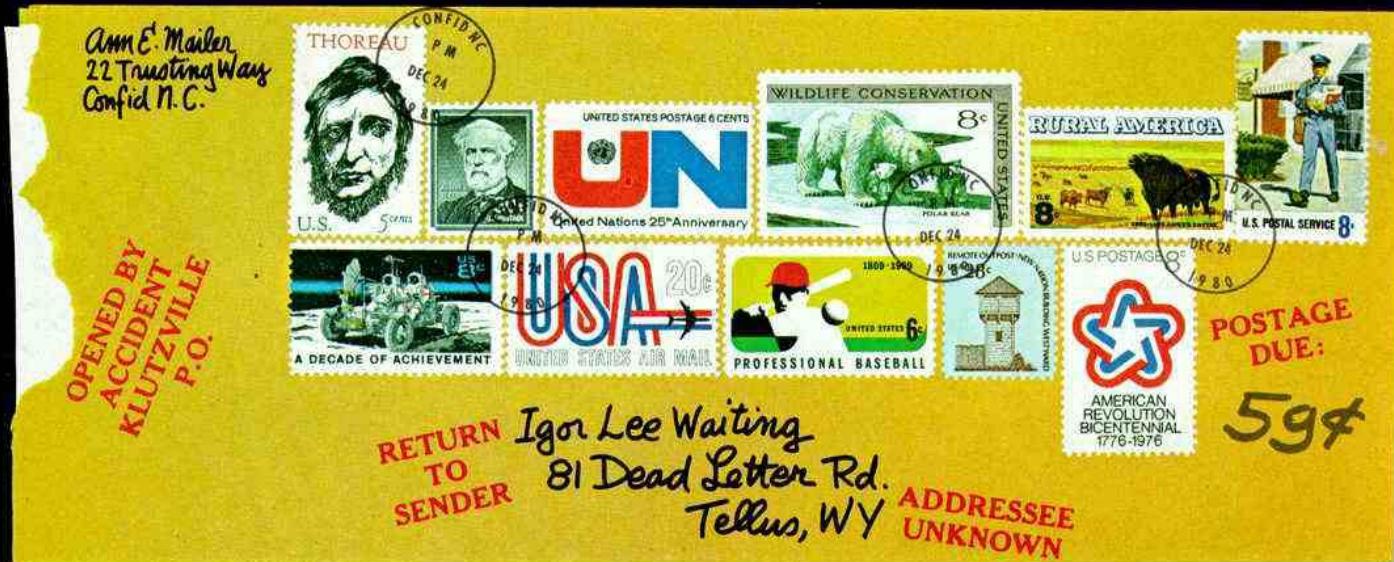
ARTIST & WRITER:
AL JAFFEE

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

◀ A

◀ B

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



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