

OUR VERSION OF "ALIEN" A HACK JOB ON "TAXI" DAVE BERG JACK DAVIS DON MARTIN  
...AND THE USUAL GANG OF IDIOTS ARE ALL IN THIS ISSUE OF...

No.  
212  
Jan.  
'80

# MAD

IND  
OUR  
PRICE  
75¢  
CHEAP



HAIR ON HEAD OF MAN  
WATCHING "ALIEN" . . . WITH  
SON

0 1



# HAUNTED BY THE GHOST OF CHRISTMAS PRESENTS?



LIFT YOUR SPIRITS BY GIVING...  
**GIFT SUBSCRIPTIONS TO MAD**

...and we'll send cheery "Christmas Gift Announcements"  
telling the lucky recipients who the Dickens to blame!

use one or more coupons or duplicates

**MAD**

485 MADison Avenue  
New York, N.Y. 10022

I enclose \$12.00\* Please send a  
16 Issue GIFT SUBSCRIPTION TO:

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

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

use one or more coupons or duplicates

**MAD**

485 MADison Avenue  
New York, N.Y. 10022

I enclose \$12.00\* Please send a  
16 Issue GIFT SUBSCRIPTION TO:

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

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

\*In Canada, \$13.00 in U.S. Funds  
payable by International Money  
Order or Check drawn on a U.S.A.  
Bank. Outside the U.S.A. and  
Canada, \$13.00, payable by inter-  
national Money Order or Check  
drawn on a U.S.A. Bank. Please  
allow 10 weeks for your subscrip-  
tion to be processed. We cannot  
be responsible for any cash lost  
or stolen in the mails, so . . .  
CHECK OR MONEY ORDER PREFERRED!

\*In Canada, \$13.00 in U.S. Funds  
payable by International Money  
Order or Check drawn on a U.S.A.  
Bank. Outside the U.S.A. and  
Canada, \$13.00, payable by inter-  
national Money Order or Check  
drawn on a U.S.A. Bank. Please  
allow 10 weeks for your subscrip-  
tion to be processed. We cannot  
be responsible for any cash lost  
or stolen in the mails, so . . .  
CHECK OR MONEY ORDER PREFERRED!

# MAD

"Beware of the guy who comes up and slaps you on the back. He's bound to expect you to cough up something!"—Alfred E. Neuman

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

JOHN PUTNAM *art director* LEONARD BRENNER *production*  
JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*  
GLORIA ORLANDO, CELIA MORELLI,  
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

## DEPARTMENTS

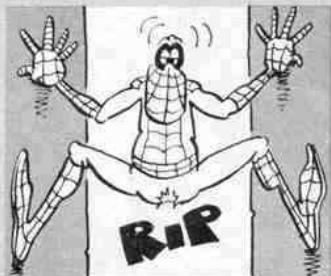
AD NAUSEA DEPARTMENT	
TV Ads We'd Like To See	23
ALMS RACE DEPARTMENT	
Appeals From Charities Through History	29
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of Toys	18
BYGONE BUY-GONES DEPARTMENT	
More Yellow Pages Through History (Ancient Rome)	24
CORN ON THE CAB DEPARTMENT	
"Taxing" (A MAD TV Show Satire)	43
DON MARTIN DEPARTMENT	
Don Martin Looks At "Spider-Man"	12
EATING OUT DEPARTMENT	
"Alias" (A MAD Movie Satire)	4
FATE ACOMPLI DEPARTMENT	
You're A Victim Of Bad Timing When	26
GIVIN' 'EM A RIBBIN' DEPARTMENT	
MAD Medals Of The Issue (Students)	28
JOGGER-NUTS DEPARTMENT	
The MAD Running Primer	15
KIDDIE LITTER DEPARTMENT	
MAD's "Children's Movie Producer" Of The Year	33
LETTERS DEPARTMENT	
Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" By Aragones	**
NO CONFIDENCE GAME DEPARTMENT	
More How Can You Trust . . . ?	40
WISHFUL INKING DEPARTMENT	
Newspaper Stories We'll Never Get To See	37

\*\*Various Places Around The Magazine

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

## VITAL FEATURES

"ALIAS"  
(A MAD  
Movie  
Satire)  
Pg. 4



DON MARTIN  
LOOKS AT  
SPIDER-  
MAN  
Pg. 12

THE  
MAD  
RUNNING  
PRIMER  
Pg. 15



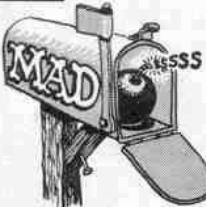
CHARITY  
APPEALS  
THROUGH  
HISTORY  
Pg. 29

CHILDREN'S  
MOVIE  
PRODUCER  
OF THE YEAR  
Pg. 33



"TAXING"  
(A MAD  
TV Show  
Satire)  
Pg. 43

## LETTERS DEPT.



### SERGIO ARAGONES'S MOWER POWER

Aragones's UPC symbol "cut-up" is "shear genius"!

Jeff Gray  
Montclair, Calif.

### THE RING AND I

For years I have been able to refrain from commenting on your magazine by reminding myself I am a logical, sensible person and I buy it during hallucinatory fits that only seem to occur when it appears on the newsstand. However, "The Ring And I" so caught the flavor of Tolkien, I must say "Frodo exults!" to Drucker and Jacobs.

G. Kambic  
S. Euclid, Ohio

Only you could do it, turn a serious classic into a comedy and still retain the Tolkien majesty! I thank you for not destroying a good thing.

Joe Abbott  
St. Paul, Minn.

Hobbits are supposed to have hairy feet. Mort Drucker made the feet of Frodo and his hobbits clean-shaven. Did they suddenly get "Nair" in Middle Earth?

Dorian Tenore  
New York, N.Y.

Imagine my surprise as a founder of a national Tolkien Club when I found a brilliant satire on my favorite subject! I loved the original "Lord Of The Rings" movie, because it was Tolkien, and I hated it, because it was flawed. Your satire did justice to both halves of me. Congratulations on a superb job, Frank Jacobs and Mort Drucker!

Renee (Arwen) Alper  
American Hobbit Assn.  
Wilmette, Illinois

### MARTIN'S COMICS SOUND EFFECTS

Being a comics fan, you can imagine my reaction to the articles in your recent issues; i.e. "The Incredible Bulk," "Superduperman," "Don Martin's Guide To Some Very Obscure Comics Sound Effects," etc. I was overjoyed! I hope that this is a sign that MAD may be returning to its original roots of comic book satire.

Shawn Poole  
Philadelphia, Pa.

How about the sound of Clark Kent, stomping on a cockroach in a crowded elevator at the top floor of The Daily Planet Building? Now, that reverberation and crash could shatter all the plate glass in Metropolis!

John Wiencko  
Ozone Park, N.Y.

Sandy warning Little Orphan Annie with a "Barf! Barf!"...? How does he warn her when he's about to throw up?

"Baby John" Swearingen  
New York, New York

### MAD'S TABLE OF LITTLE-KNOWN AND VERY USELESS WEIGHTS, MEASURES & DISTANCES

Remember when my mother, Carol Burnett, and I came to the MAD offices to protest your "Defamation of Earlobe" statement (You had written that her earlobe is 2.1 centimeters long because she pulled it at the end of each show for over 11 seasons.) and we proved it was more than 2.1 centimeters long? Well, even though you were very gracious and apologetic and gave us some delightful Alfred E. Neuman MAD mementoes, the laugh is on you because we still intend to sue!

Jody Hamilton  
Hollywood, Calif.



Carol Burnett and Daughter Jody  
Playing It By Ear At MAD Offices

In "MAD's Table Of Little-Known And Very Useless Weights, Measures & Distances," you said that 2.1 centimeters is how much Carol Burnett's right earlobe had stretched in 11 seasons. I am quite sure it is her left earlobe she pulled at the end of every show.

Gabrielle Esperdy  
Philadelphia, Pa.

Shhhh! You want to get us into another law suit?—Ed.

You failed to mention this little-known and very, very useless measurements: 10 Minutes . . . is the average time it takes to locate an issue of MAD Magazine that hasn't had the Fold-In already folded-in beyond recognition.

Lloyd Golubski  
Novato, Calif.

How about: 150,000,000 Gallons is the amount of water that annually runs over the sides of gas station toilets!

Larry Cole  
Newville, Alabama

### JAFFEE'S METAL-URGING

While the MAD MEDALS, "Presented To Deserving Athletes," may be richly deserved, I think Al Jaffee, who has rendered them so carefully, has actually added insult to injury. They all look as though they're made of cheap plastic. Jaffee should go back to Art School and improve his metal!

Joan Winters  
Great Barrington,  
Massachusetts

They look as though they're made of cheap plastic because they ARE cheap plastic! After all, MAD is a cheap magazine!—Ed.

### SIXTY SECONDS

Your "Sixty Seconds" stand with regard to the effects of television on the American intellect is most commendable. Sure, it makes great fun, but I do detect a seriousness behind the fun that is sobering.

Mark Hugo  
Omaha, Neb.

I simply couldn't withdraw from Silverstone's "TV-A" (Television Addiction) article! I'm hooked on his crafty treatise.

Rodney Bublitz  
Chicago, Ill.

Watch for a "Sixty Seconds" investigation of "MAD Addiction"!—Ed.

### VAGUE-\$

Torres and De Bartolo gave us such a vivid description of the activities, allures, and intrigues of "Vegas," it should send the gambling casinos booming . . . in Atlantic City!

Robert Capitani  
Rutherford, N.J.

When you published your version of "Vegas," you took a big gamble!

Dan Partridge  
Middletown, N.Y.

### "YES . . . ME WORRY!" MINI-POSTER

Your poster on the back cover is super and shows that maybe you are not such an idiot after all. Nuclear power is dangerous, expensive, and a stupid way to generate electricity. The tremendous government subsidies to the nuclear industry take away money from the development of proven safe alternatives such as solar and conservation.

Edmund Haffmans  
Innovative Studies  
S.U.N.Y.  
New Paltz, New York

I showed your Mini-Poster to the researchers in our Reactor Analysis and Safety Division, and they all got a real BLAST out of it!

Robert Erick  
U.S. Department of Energy  
Argonne National Laboratory  
Argonne, Illinois

I live right under those stacks at Three Mile Island. Your "Yes . . . Me Worry!" MAD Mini-Poster made my face radiate!

Thad Gutshall  
Middletown, Pa.

### THE MAD MAGAZINE GAME

I recently purchased "The MAD Magazine Game" by Parker Brothers, in which the object is to lose your money. However, a much quicker way to lose your money is to fill out a MAD Subscription coupon. I hope to lose a lot more money that way!

Joey Townsel  
Holtville, Calif.

Now that Parker Brothers has a "winner" in Monopoly and a "loser" in The MAD Magazine Game, maybe they'll "break even" by packaging "43-Man Squamish"?

Karen Conway  
Jersey City, N.J.

Please Address All Correspondence To:  
MAD, Dept. 212, 485 MADison Avenue  
New York, New York 10022

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

## WE'VE COME UP WITH ANOTHER

# ECCH

FOR YOUR  
ECCH-MAS GIFT LIST!

**Mainly, this latest MAD Paperback Book!**

# **GIVE ANY OR ALL ONE HUNDRED AND EIGHT**

# **MAD** **PAPERBACK BOOKS** **FOR CHRISTMAS!**

(THEY'RE AN ECCH-CEPTIONAL VALUE!)

use coupon or duplicate

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

PLEASE SEND THE MAD PAPERBACK BOOKS I HAVE CHECKED BELOW TO:

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

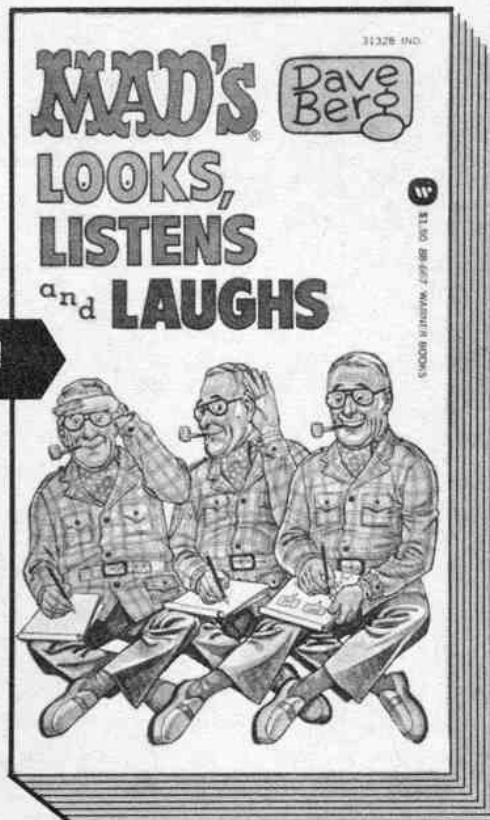
AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT ALONG WITH THEM BLAMING:

<input type="checkbox"/> The Bedside MAD	<input type="checkbox"/> The Non-Violent MAD	<input type="checkbox"/> DON MARTIN Steps Further Out	<input type="checkbox"/> AL JAFFEE Inventions
<input type="checkbox"/> Son of MAD	<input type="checkbox"/> The Rip-Off MAD	<input type="checkbox"/> DON MARTIN Forges Ahead	<input type="checkbox"/> Aragones's "Viva MAD"
<input type="checkbox"/> The Organization MAD	<input type="checkbox"/> The Token MAD	<input type="checkbox"/> DON MARTIN Digs Deeper	<input type="checkbox"/> Aragones's MAD About MAD
<input type="checkbox"/> Like MAD	<input type="checkbox"/> The Pocket MAD	<input type="checkbox"/> DAVE BERG Looks at the U.S.A.	<input type="checkbox"/> Aragones's MAD-ly Yours
<input type="checkbox"/> The Ideas of MAD	<input type="checkbox"/> The Invisible MAD	<input type="checkbox"/> DAVE BERG Looks at People	<input type="checkbox"/> Aragones's in MAD We Trust
<input type="checkbox"/> Fighting MAD	<input type="checkbox"/> Dr. Jekyll & Mr. MAD	<input type="checkbox"/> DAVE BERG Looks at Things	<input type="checkbox"/> Aragones's MAD As the Devil
<input type="checkbox"/> The MAD Frontier	<input type="checkbox"/> Steaming MAD	<input type="checkbox"/> DAVE BERG Modern Thinking	<input type="checkbox"/> Aragones's Incurably MAD
<input type="checkbox"/> MAD in Orbit	<input type="checkbox"/> MAD at You	<input type="checkbox"/> DAVE BERG Our Sick World	<input type="checkbox"/> MAD For Better or Verse
<input type="checkbox"/> The Voodoo MAD	<input type="checkbox"/> The Vintage MAD	<input type="checkbox"/> DAVE BERG Looks at Living	<input type="checkbox"/> Sing Along With MAD
<input type="checkbox"/> Greasy MAD Stuff	<input type="checkbox"/> Hooked on MAD	<input type="checkbox"/> DAVE BERG Looks Around	<input type="checkbox"/> MAD About Sports
<input type="checkbox"/> Three Ring MAD	<input type="checkbox"/> The Cuckoo MAD	<input type="checkbox"/> DAVE BERG Loving Look	<input type="checkbox"/> MAD's Talking Stamps
<input type="checkbox"/> Self-Made MAD	<input type="checkbox"/> The Medicine MAD	<input type="checkbox"/> The All-New SPY vs. SPY	<input type="checkbox"/> The MAD Jumble Book
<input type="checkbox"/> The MAD Sampler	<input type="checkbox"/> A MAD Scramble	<input type="checkbox"/> SPY vs. SPY Follow Up File	<input type="checkbox"/> More MAD about Sports
<input type="checkbox"/> World, World, etc. MAD	<input type="checkbox"/> Swinging MAD	<input type="checkbox"/> 3rd MAD Dossier of SPY vs. SPY	<input type="checkbox"/> MAD Around the World
<input type="checkbox"/> Raving MAD	<input type="checkbox"/> MAD Overboard	<input type="checkbox"/> 4th MAD Classified SPY vs. SPY	<input type="checkbox"/> MAD Word Power
<input type="checkbox"/> Boiling MAD	<input type="checkbox"/> MAD Clowns Around	<input type="checkbox"/> 5th MAD Report on SPY vs. SPY	<input type="checkbox"/> Politically MAD
<input type="checkbox"/> Questionable MAD	<input type="checkbox"/> The MAD Treasure Chest	<input type="checkbox"/> A MAD Look at Old Movies	<input type="checkbox"/> MAD Look at the Future
<input type="checkbox"/> Howling MAD	<input type="checkbox"/> MAD Sucks	<input type="checkbox"/> Return of MAD Old Movies	<input type="checkbox"/> MAD Cradle to Grave Primer
<input type="checkbox"/> The Indigestible MAD	<input type="checkbox"/> Super MAD	<input type="checkbox"/> MAD-vertising	<input type="checkbox"/> The MAD Make-Out Book
<input type="checkbox"/> Burning MAD	<input type="checkbox"/> The Abominable Snow MAD	<input type="checkbox"/> A MAD Look at TV	<input type="checkbox"/> The MAD Book of Revenge
<input type="checkbox"/> Goodo 'n' MAD	<input type="checkbox"/> DON MARTIN Steps Out	<input type="checkbox"/> A MAD Guide to Leisure Time	<input type="checkbox"/> The MAD Guide to Careers
<input type="checkbox"/> Hopping MAD	<input type="checkbox"/> DON MARTIN Bounces Back	<input type="checkbox"/> MAD Guide to Self Improvement	<input type="checkbox"/> History Gone MAD
<input type="checkbox"/> The Portable MAD	<input type="checkbox"/> DON MARTIN Drops 13 Stories	<input type="checkbox"/> AL JAFFEE's Snappy Answers	<input type="checkbox"/> MAD Stew
<input type="checkbox"/> MAD Power	<input type="checkbox"/> DON MARTIN's Captain Klutz	<input type="checkbox"/> AL JAFFEE's MAD Book of Magic	<input type="checkbox"/> MAD's Turned-on Zoo
<input type="checkbox"/> The Dirty Old MAD	<input type="checkbox"/> DON MARTIN Cooks	<input type="checkbox"/> More AL JAFFEE's Snappy Answers	<input type="checkbox"/> Clods' Letters to MAD
<input type="checkbox"/> Polyunsaturated MAD	<input type="checkbox"/> DON MARTIN Comes on Strong	<input type="checkbox"/> AL JAFFEE's Monstrosities	
<input type="checkbox"/> The Recycled MAD	<input type="checkbox"/> DON MARTIN Carries On	<input type="checkbox"/> Still More JAFFEE Snappy Answers	

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

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

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



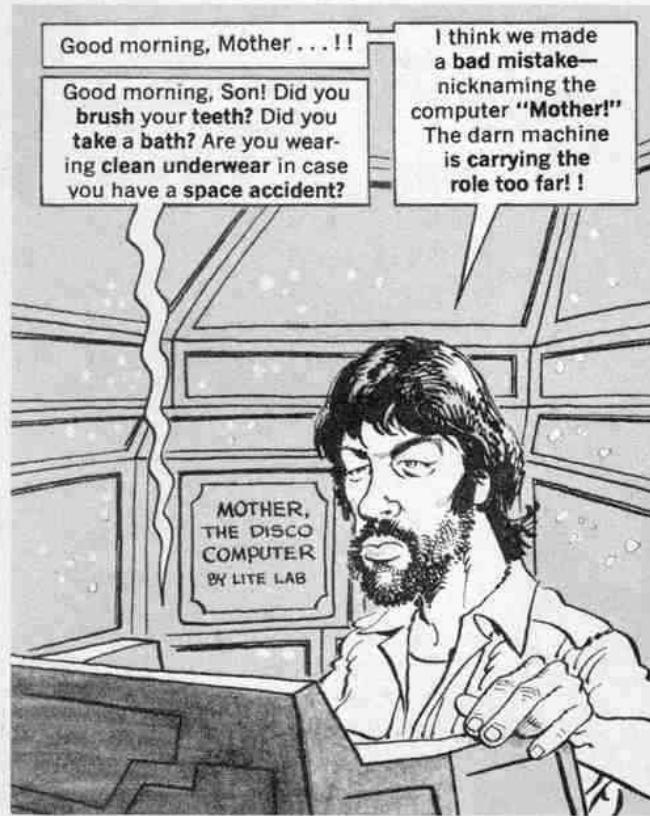
EATING OUT DEPT.



The latest hit movie making the rounds is about a creature from another planet. It's supposed to be an original film, but it's a lot like an old movie called "The Thing," and a little like "The Exorcist," with a touch of "Star Wars," and a hint of "The Creature From The Black Lagoon," with a slight echo of "Lost in Space." As a matter of fact, it reminds us of so many movies, instead of "Alien," it should be called ...

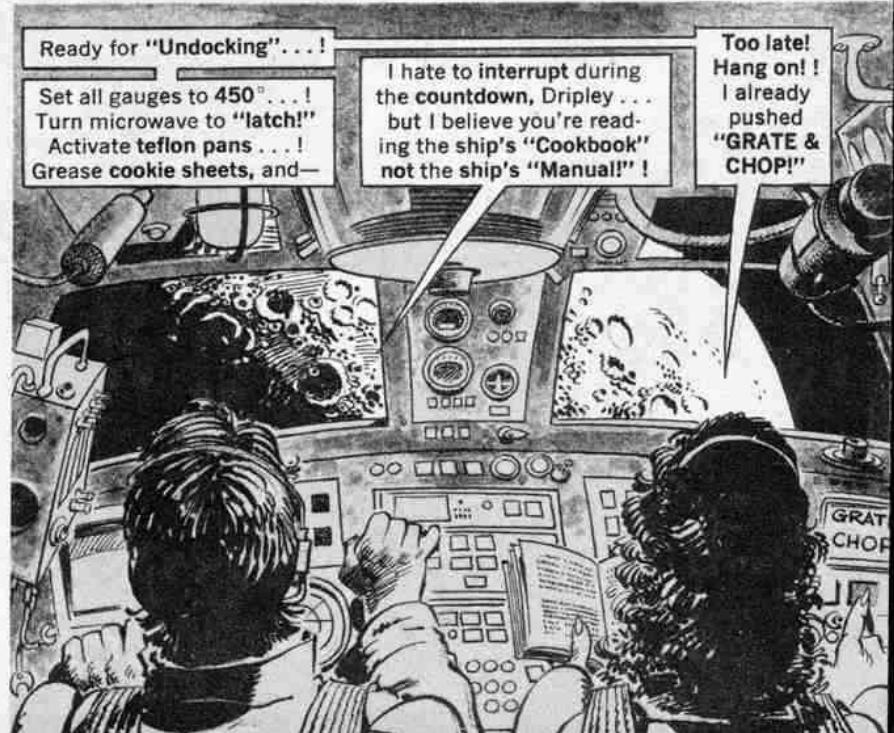


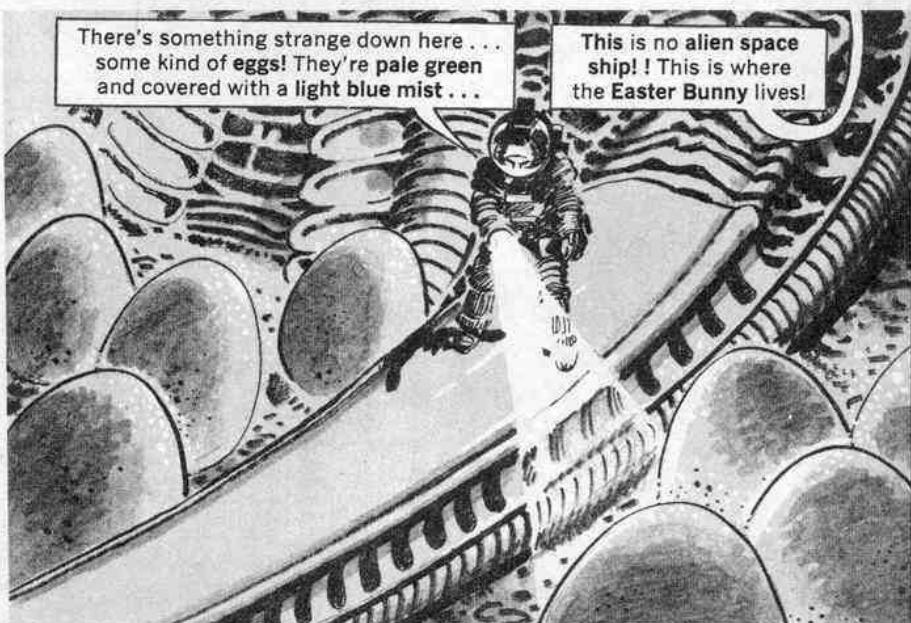
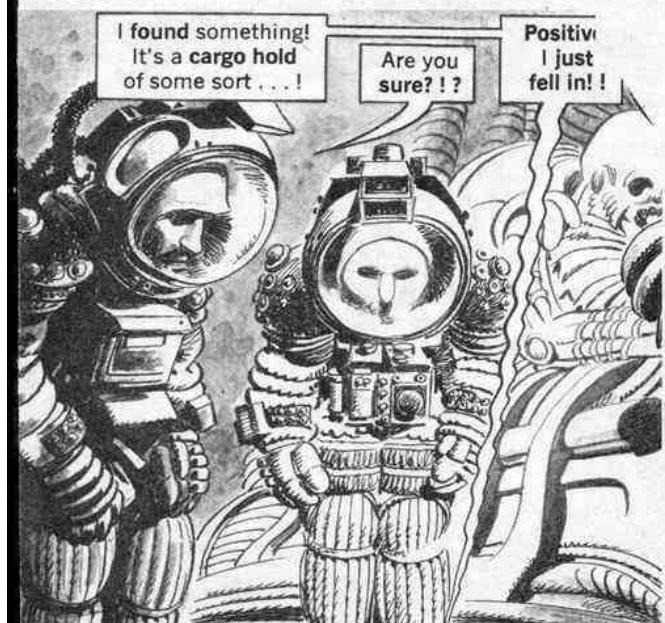
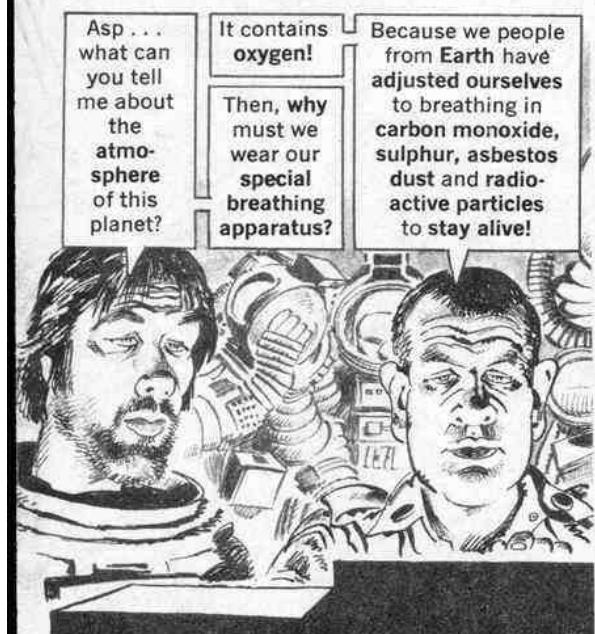
# ALIAS

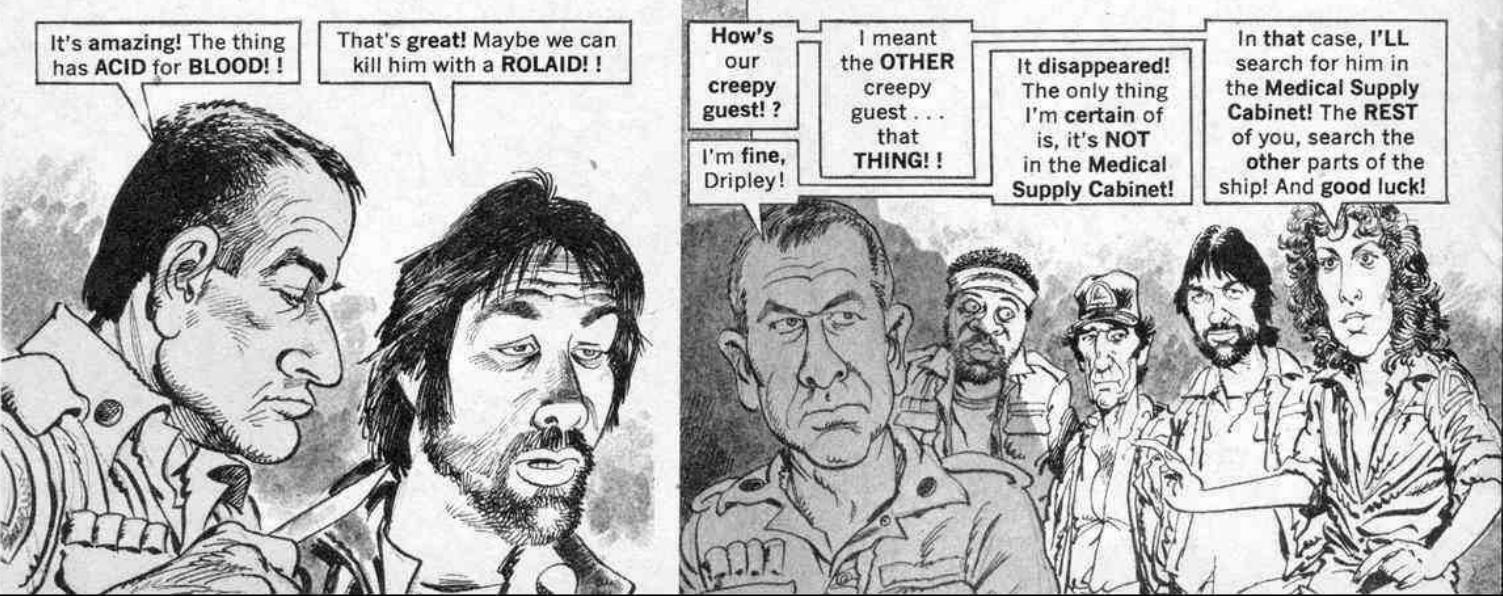
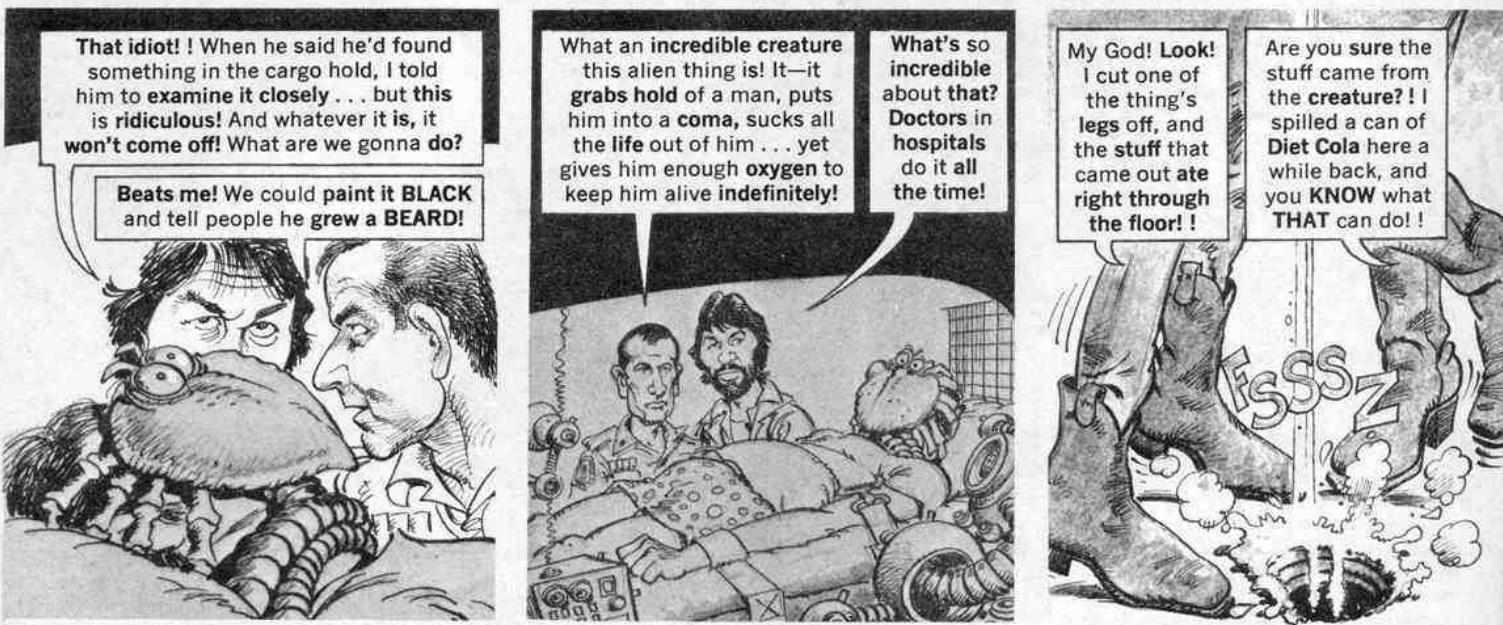


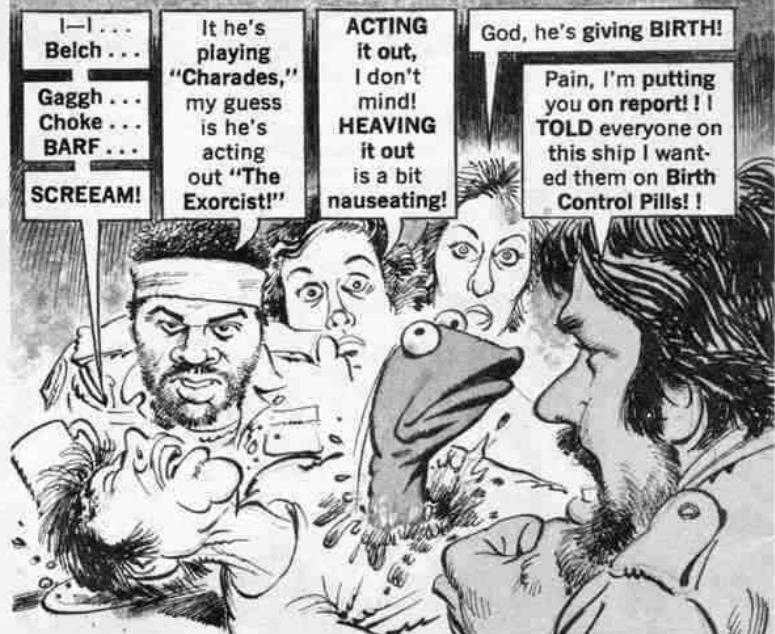
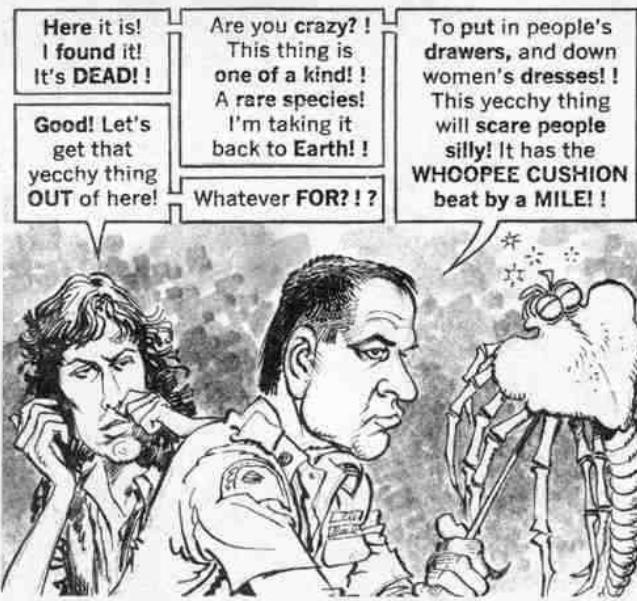
ARTIST: MORT DRUCKER

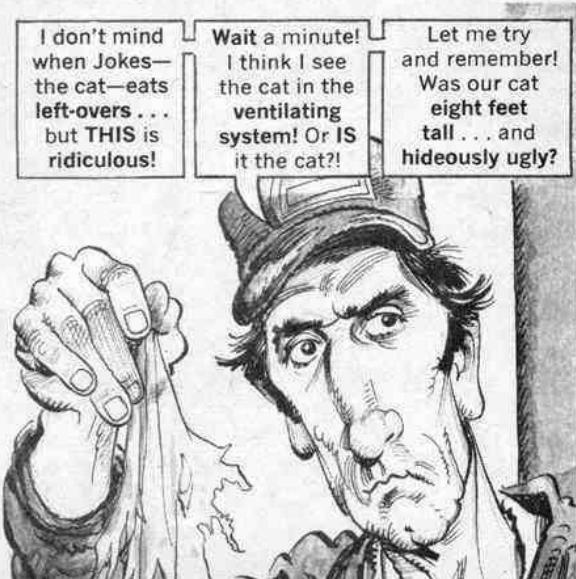
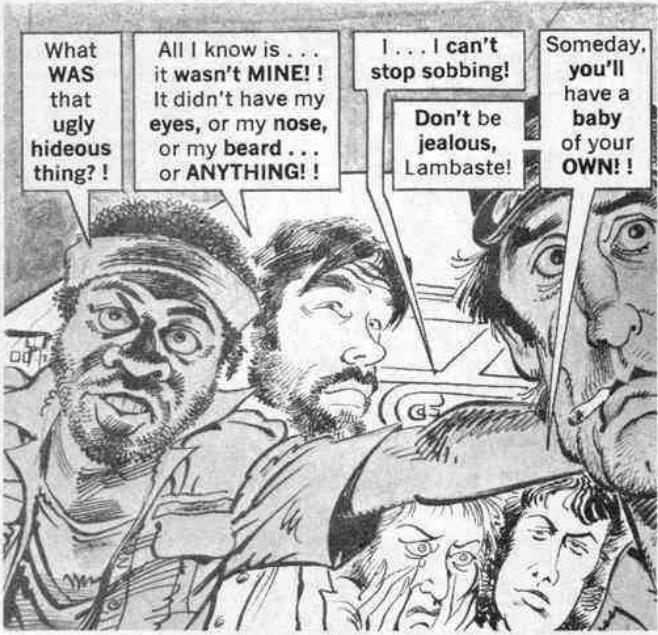
WRITER: DICK DE BARTOLO

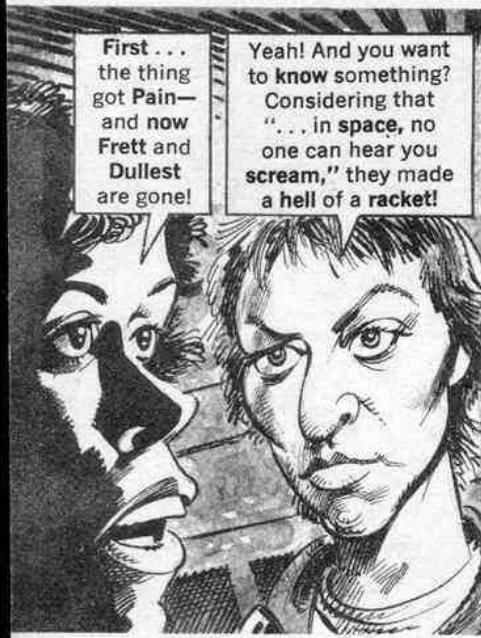


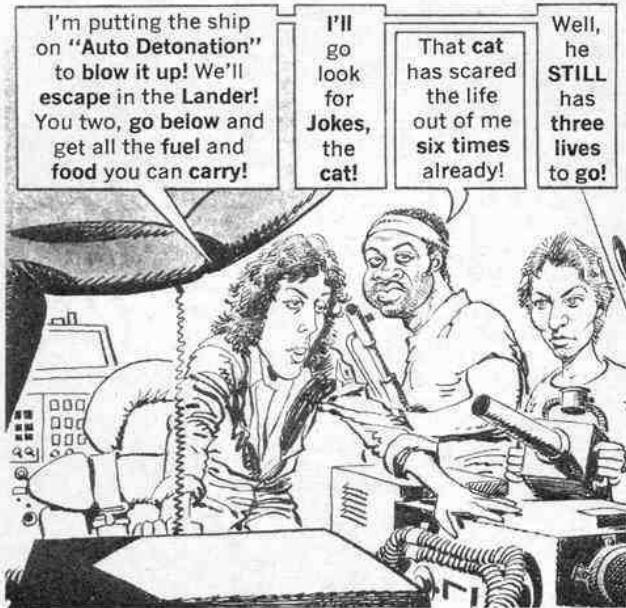










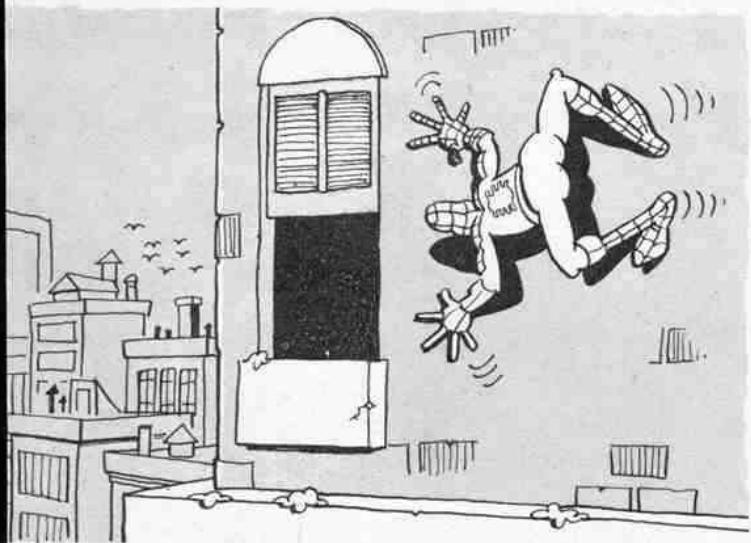
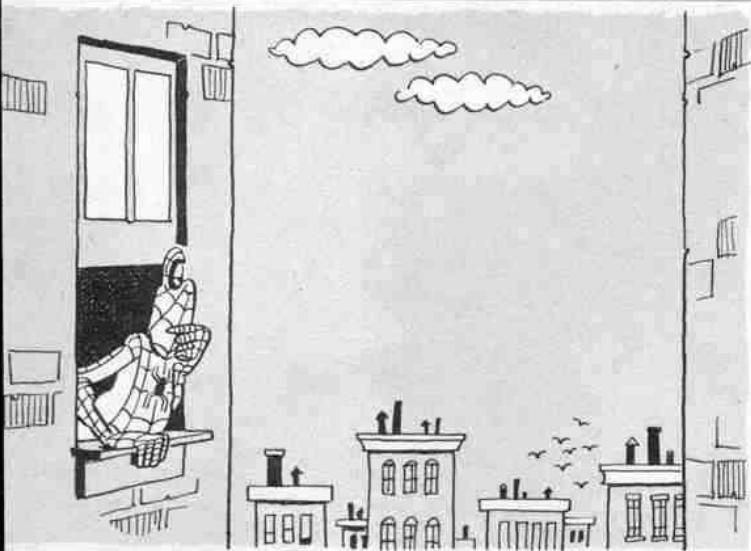


BB  
F  
C  
H

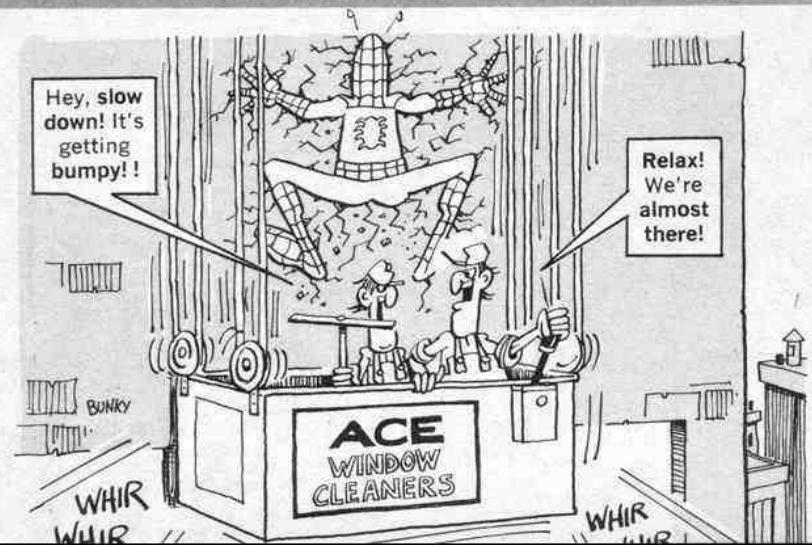
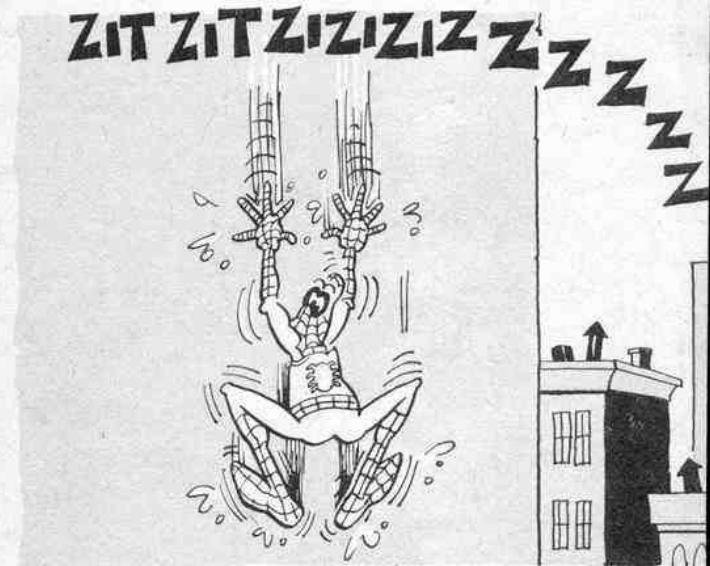
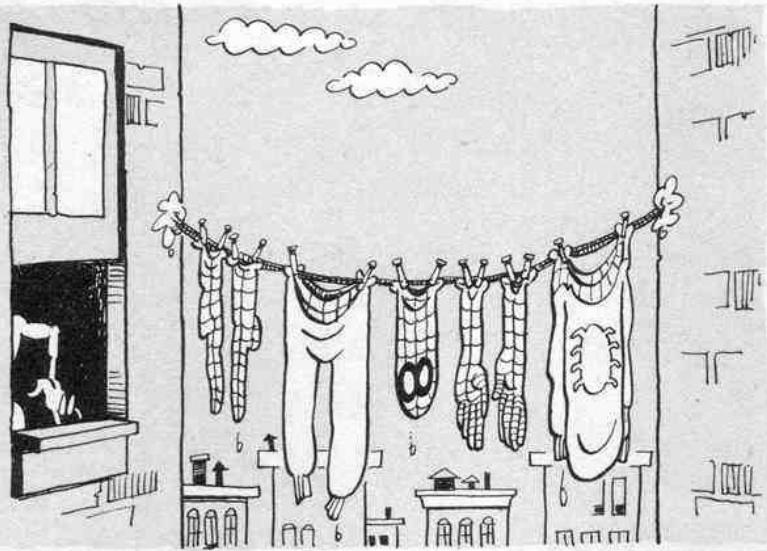


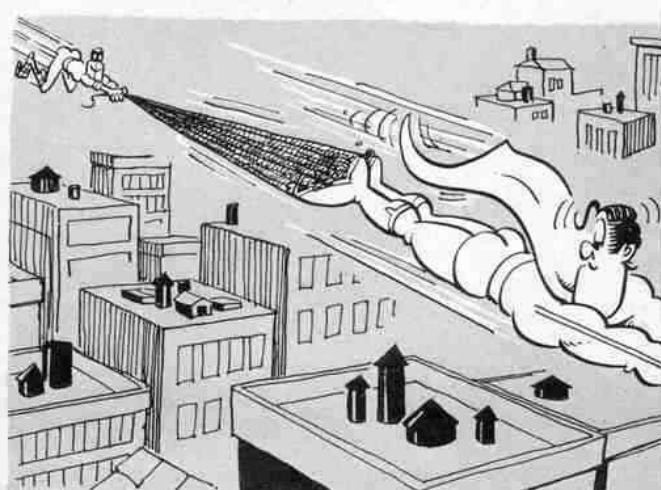
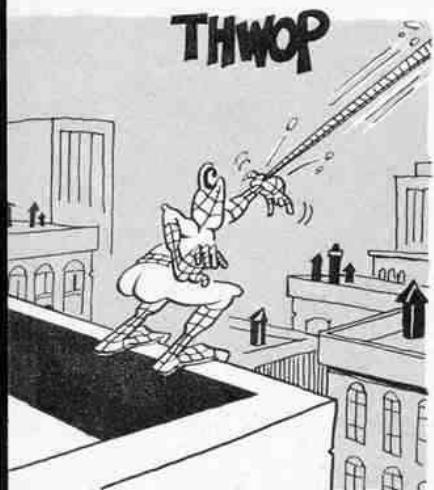
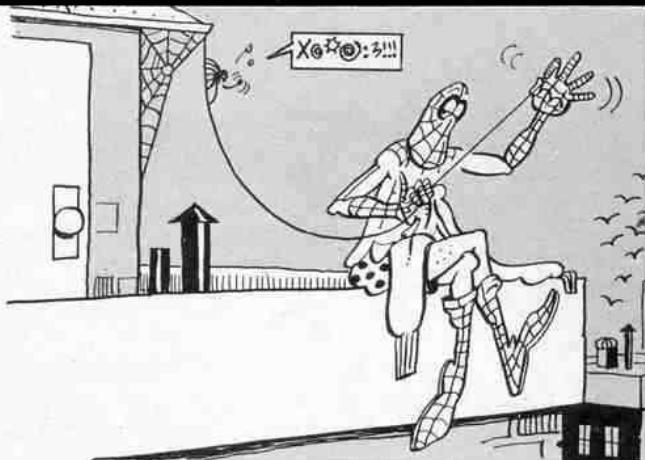
DON MARTIN B.P.T.

# DON MARTIN LOOKS AT SPIDER-MAN



# DER-MAN





## JOGGER-NUTS DEPT.

Remember how, in the past, the only people who did any running were football players, purse-snatchers and guys discovered in the wrong bedroom? Well, nowadays, it seems as if everybody's running. Some folks say it's because there's a new emphasis on health. We can't buy that. People have always been running for their health. Did you ever see what happens to football players or purse-snatchers or guys discovered in the wrong bedroom when they got caught?! So whatever the reason, everyone is running today, and that means it's time for us to bring you—

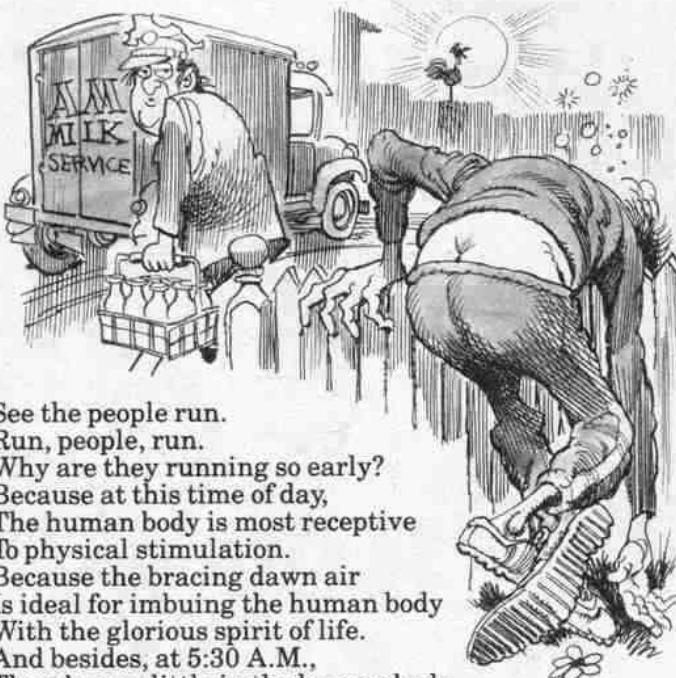


ARTIST: JACK DAVIS

WRITER: LARRY SIEGEL

### Chapter One

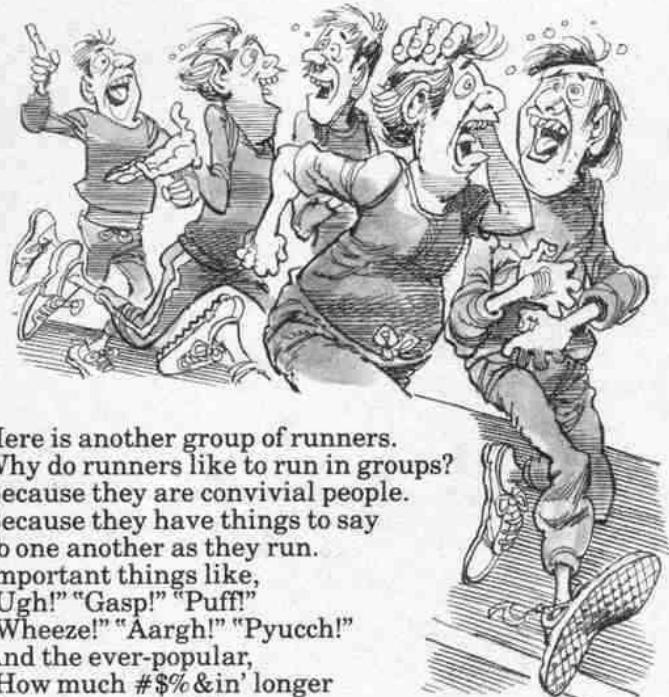
#### THE EARLY MORNING RUNNERS



See the people run.  
Run, people, run.  
Why are they running so early?  
Because at this time of day,  
The human body is most receptive  
To physical stimulation.  
Because the bracing dawn air  
Is ideal for imbuing the human body  
With the glorious spirit of life.  
And besides, at 5:30 A.M.,  
There's very little in the human body  
To throw up!

### Chapter Two

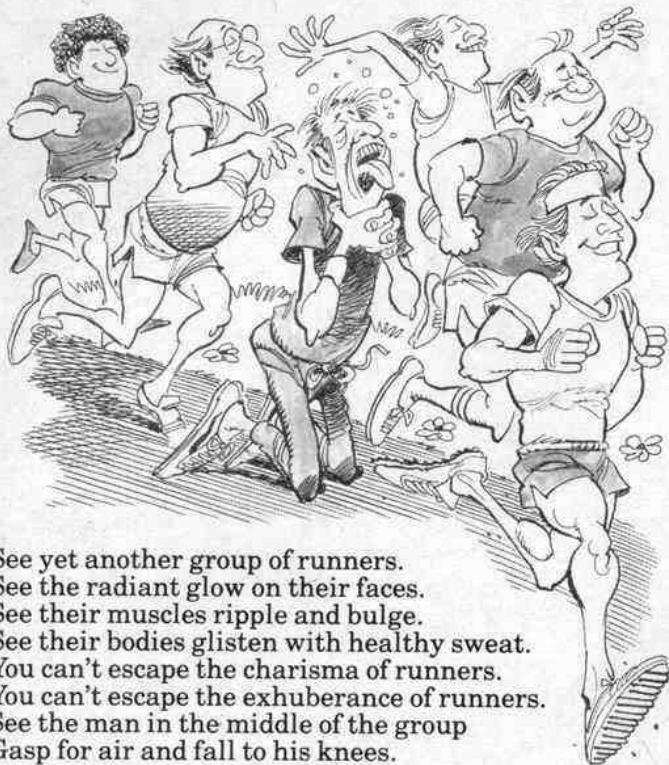
#### THE CAMARADERIE OF RUNNING



Here is another group of runners.  
Why do runners like to run in groups?  
Because they are convivial people.  
Because they have things to say  
To one another as they run.  
Important things like,  
"Ugh!" "Gasp!" "Puff!"  
"Wheeze!" "Aargh!" "Pyucch!"  
And the ever-popular,  
"How much #\$\$&in' longer  
Do we have to go?!"

### Chapter Three

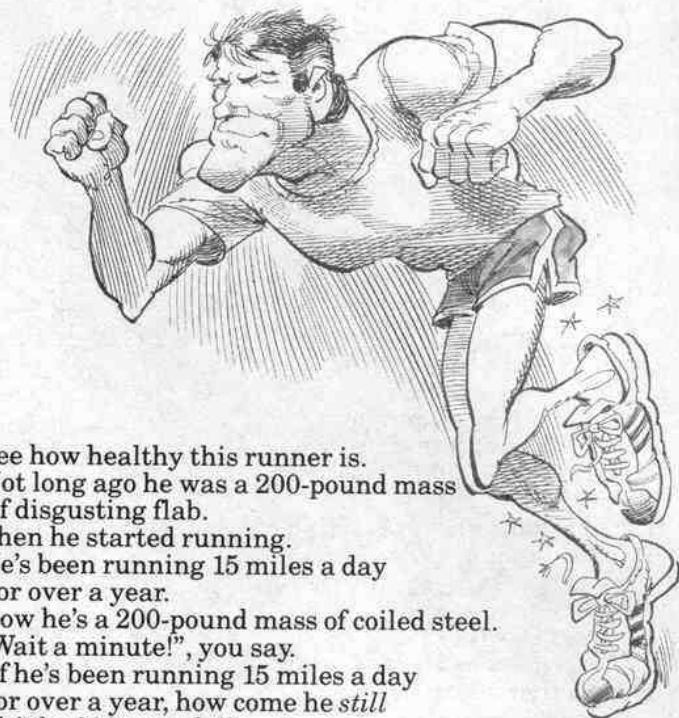
#### THE MAGIC AURA OF RUNNING



See yet another group of runners.  
See the radiant glow on their faces.  
See their muscles ripple and bulge.  
See their bodies glisten with healthy sweat.  
You can't escape the charisma of runners.  
You can't escape the exuberance of runners.  
See the man in the middle of the group  
Gasp for air and fall to his knees.  
You can't escape the smell of runners!

### Chapter Four

#### RUNNING FOR HEALTH

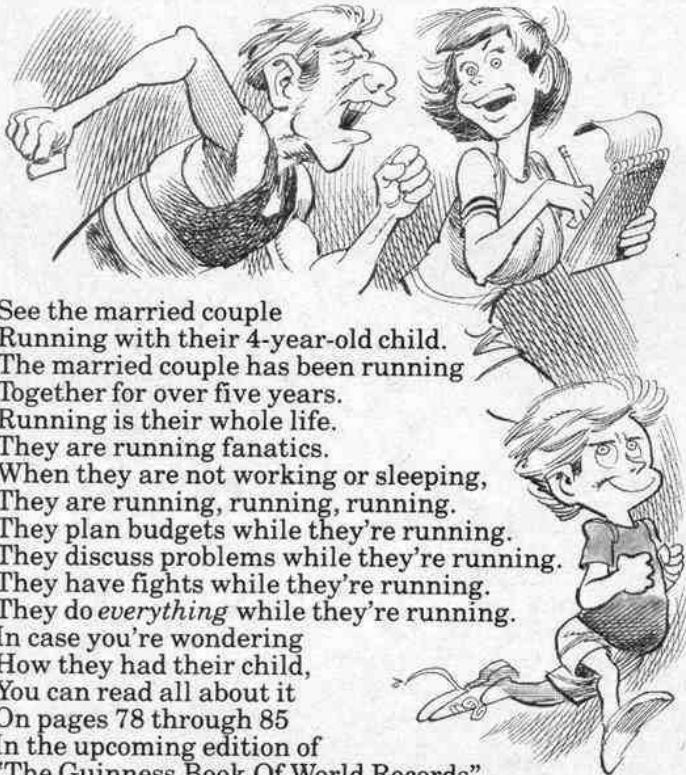


See how healthy this runner is.  
Not long ago he was a 200-pound mass  
Of disgusting flab.  
Then he started running.  
He's been running 15 miles a day  
For over a year.  
Now he's a 200-pound mass of coiled steel.  
"Wait a minute!", you say.  
"If he's been running 15 miles a day  
For over a year, how come he still  
Weighs 200 pounds?"  
That's because although he's lost 40 pounds,  
He's also acquired two 20-pound foot blisters!



### Chapter Seven

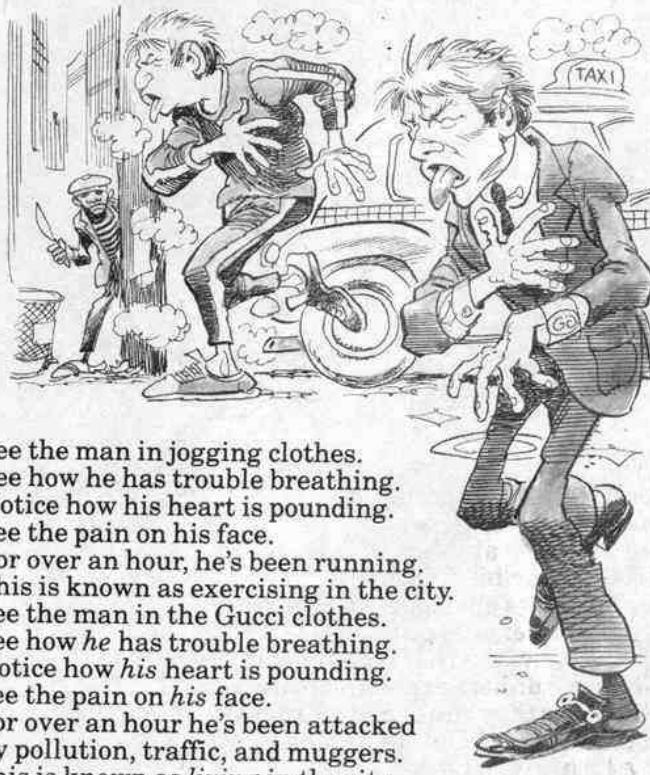
#### FAMILY RUNNING



See the married couple  
Running with their 4-year-old child.  
The married couple has been running  
Together for over five years.  
Running is their whole life.  
They are running fanatics.  
When they are not working or sleeping,  
They are running, running, running.  
They plan budgets while they're running.  
They discuss problems while they're running.  
They have fights while they're running.  
They do *everything* while they're running.  
In case you're wondering  
How they had their child,  
You can read all about it  
On pages 78 through 85  
In the upcoming edition of  
"The Guinness Book Of World Records".

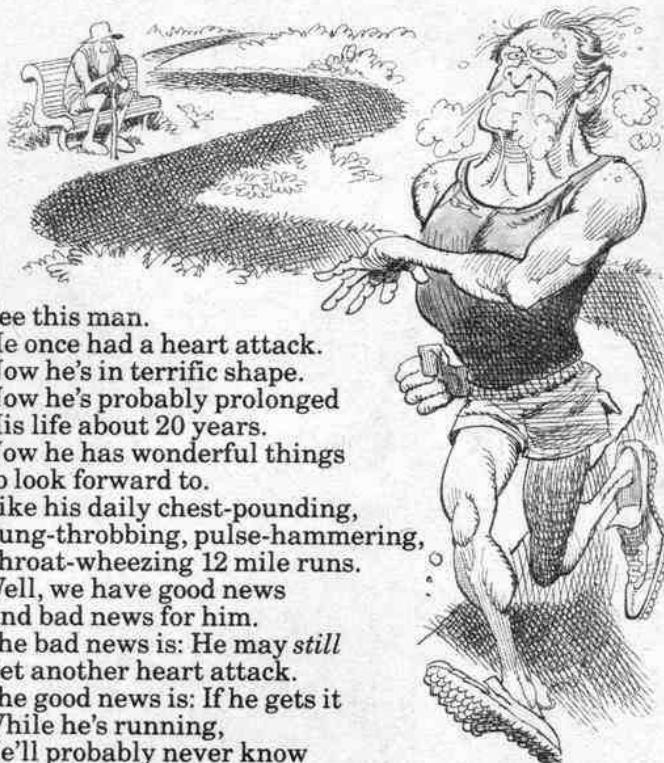
### Chapter Eight

#### EXERCISING IN THE CITY



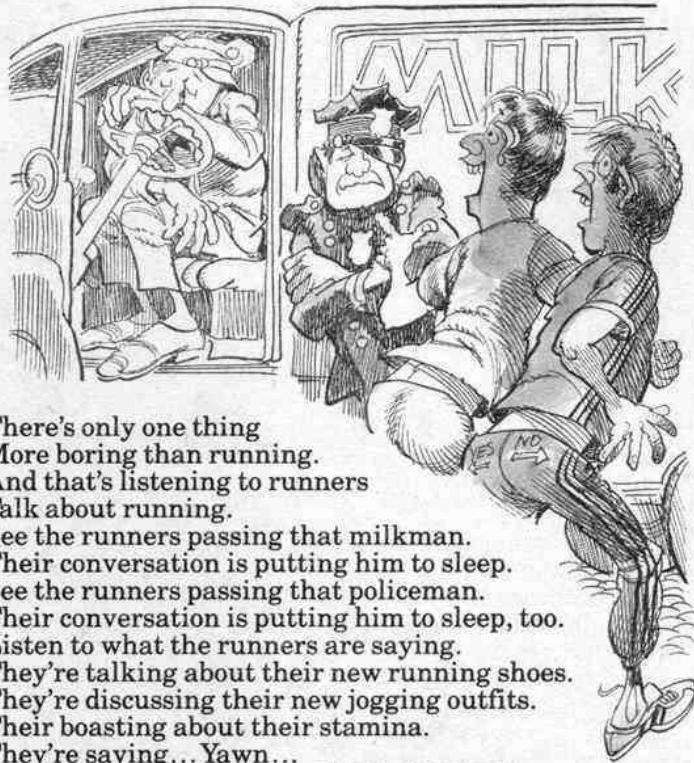
See the man in jogging clothes.  
See how he has trouble breathing.  
Notice how his heart is pounding.  
See the pain on his face.  
For over an hour, he's been running.  
This is known as exercising in the city.  
See the man in the Gucci clothes.  
See how *he* has trouble breathing.  
Notice how *his* heart is pounding.  
See the pain on *his* face.  
For over an hour he's been attacked  
By pollution, traffic, and muggers.  
This is known as *living* in the city.

## Chapter Five PROLONGING YOUR LIFE



See this man.  
He once had a heart attack.  
Now he's in terrific shape.  
Now he's probably prolonged  
His life about 20 years.  
Now he has wonderful things  
To look forward to.  
Like his daily chest-pounding,  
Lung-throbbing, pulse-hammering,  
Throat-wheezing 12 mile runs.  
Well, we have good news  
And bad news for him.  
The bad news is: He may *still*  
Get another heart attack.  
The good news is: If he gets it  
While he's running,  
He'll probably never know  
The difference.

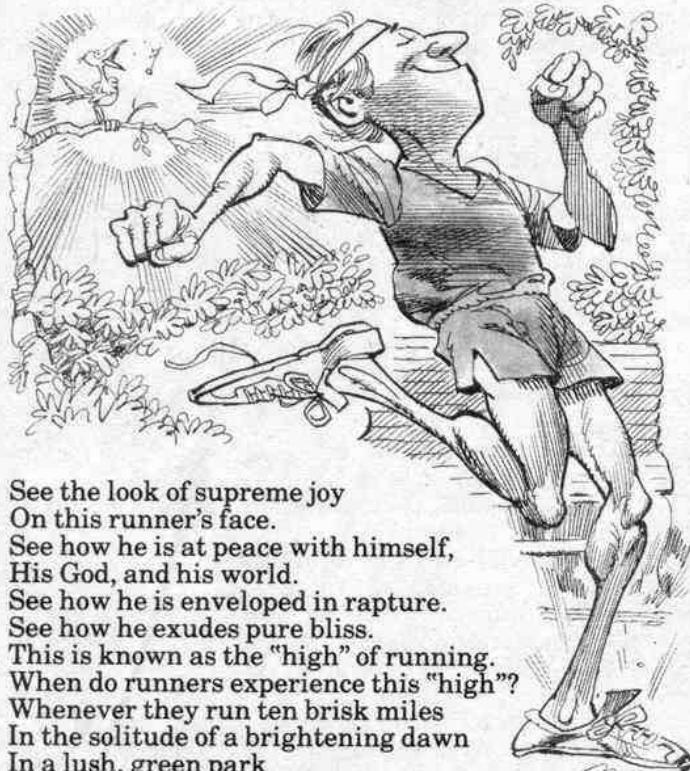
## Chapter Six THE BOREDOM OF RUNNING



There's only one thing  
More boring than running.  
And that's listening to runners  
Talk about running.  
See the runners passing that milkman.  
Their conversation is putting him to sleep.  
See the runners passing that policeman.  
Their conversation is putting him to sleep, too.  
Listen to what the runners are saying.  
They're talking about their new running shoes.  
They're discussing their new jogging outfits.  
Their boasting about their stamina.  
They're saying... Yawn...  
ZZ...

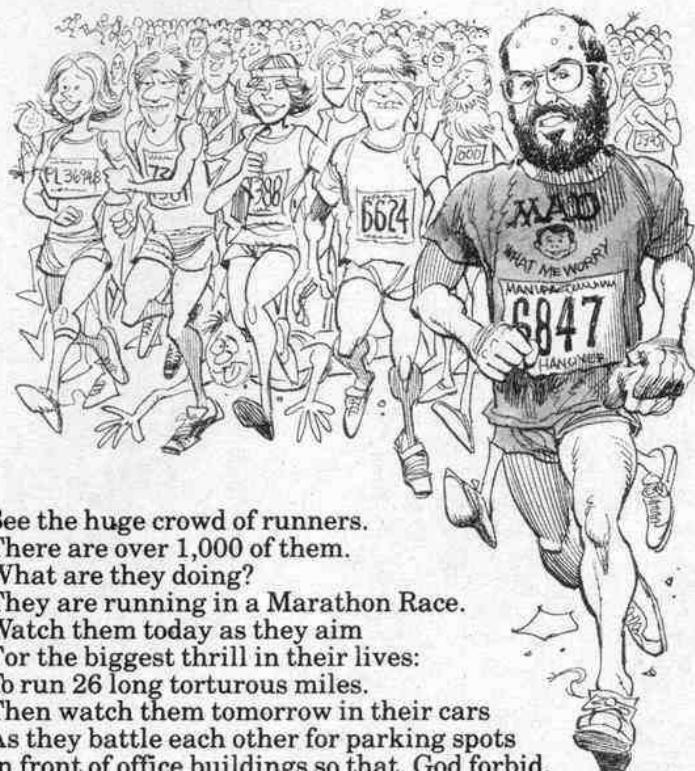


## Chapter Nine THE HIGH OF RUNNING



See the look of supreme joy  
On this runner's face.  
See how he is at peace with himself,  
His God, and his world.  
See how he is enveloped in rapture.  
See how he exudes pure bliss.  
This is known as the "high" of running.  
When do runners experience this "high"?  
Whenever they run ten brisk miles  
In the solitude of a brightening dawn  
In a lush, green park  
Without once stepping in doggie-doo.

## Chapter Ten MARATHON RUNNING



See the huge crowd of runners.  
There are over 1,000 of them.  
What are they doing?  
They are running in a Marathon Race.  
Watch them today as they aim  
For the biggest thrill in their lives:  
To run 26 long tortuous miles.  
Then watch them tomorrow in their cars  
As they battle each other for parking spots  
In front of office buildings so that, God forbid,  
They shouldn't have to walk a block to work.

Isn't that cute?! Timmy has all his toy vehicles lined up in front of his toy Gas Station! His imagination is being influenced by current events!

Oh, yeah!  
It's NOT  
imagination!

I've got a REAL  
energy crisis!

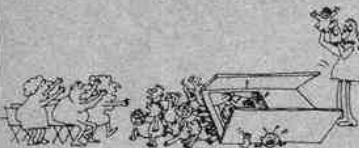
NO GAS . . . ??  
chuckle-chuckle

NO BATTERIES!!



BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...



Roller skates have sure changed since I was a kid! They used to have small metal wheels that always wore out . . . and we had to use skate keys to clamp the skates to our regular shoes . . .

Today, they're attached to colorful high shoes with racing stripes! They have double-cushioned chassis for a smoother ride, large plastic wheels with sealed bearings for longer wear, and built-in toe-stoppers for full-control braking!



Yep, things sure  
have changed!

Not  
everything!

They STILL have the same  
ol' built-in FLOP . . . !!





# TOYS

ARTIST & WRITER: DAVE BERG



Oh, boy . . . I love ridin' on these little hot cycles!! I love makin' believe I'm a **good guy** Motorcycle Cop, chasin' after the bad guys!

I love makin' believe I'm a **Jet Pilot**, breakin' the sound barrier!

I love makin' believe I'm a **Space Cadet**, shootin' down Darth Vader!

I just love makin' lots of **NOISE!!**



Hello, Doctor? This is Mary Lou Jenks! My Dolly isn't feeling very well!

What seems to be the trouble?

I think she has a fever and a bad tummy ache!

Give her two aspirins and call me in the morning!

But she's upchucking all over the doll house, Doctor! Could you come right over?

I don't make Doll House calls!



Package for Jimmy Kaputnik!

For ME?! Oh, boy!!

Oh dear! It's damaged . . . !!

**WAA!**

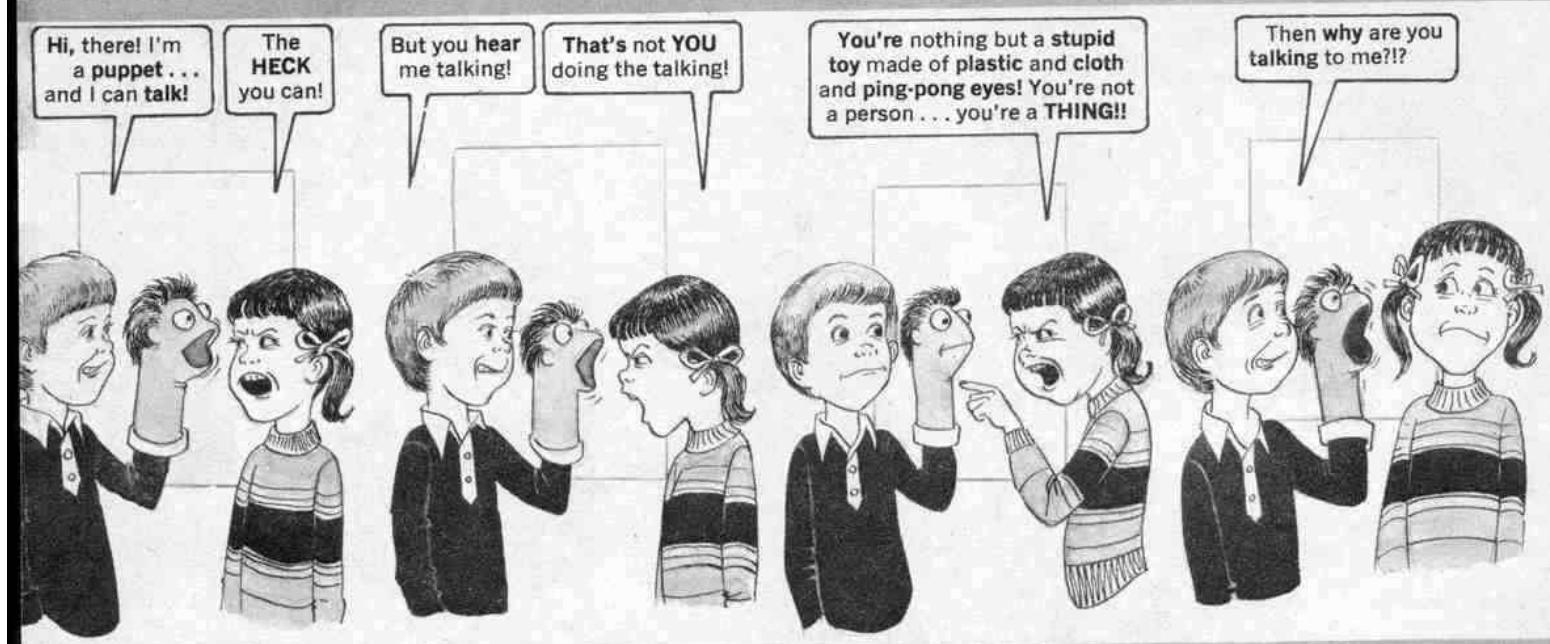
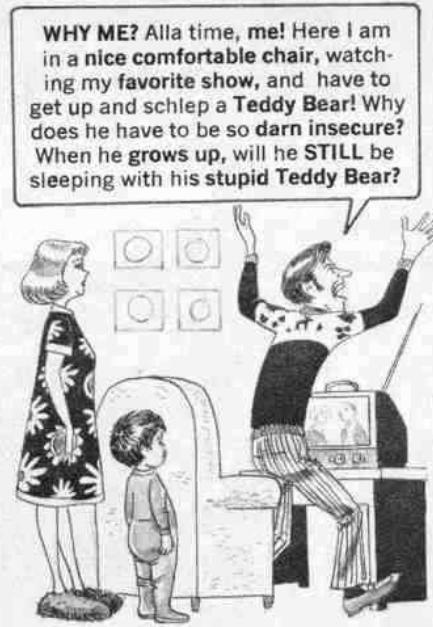
What are you crying about?

The Delivery Man broke my toy . . .

. . . before I could!!







AD NAUSEA DEPT.

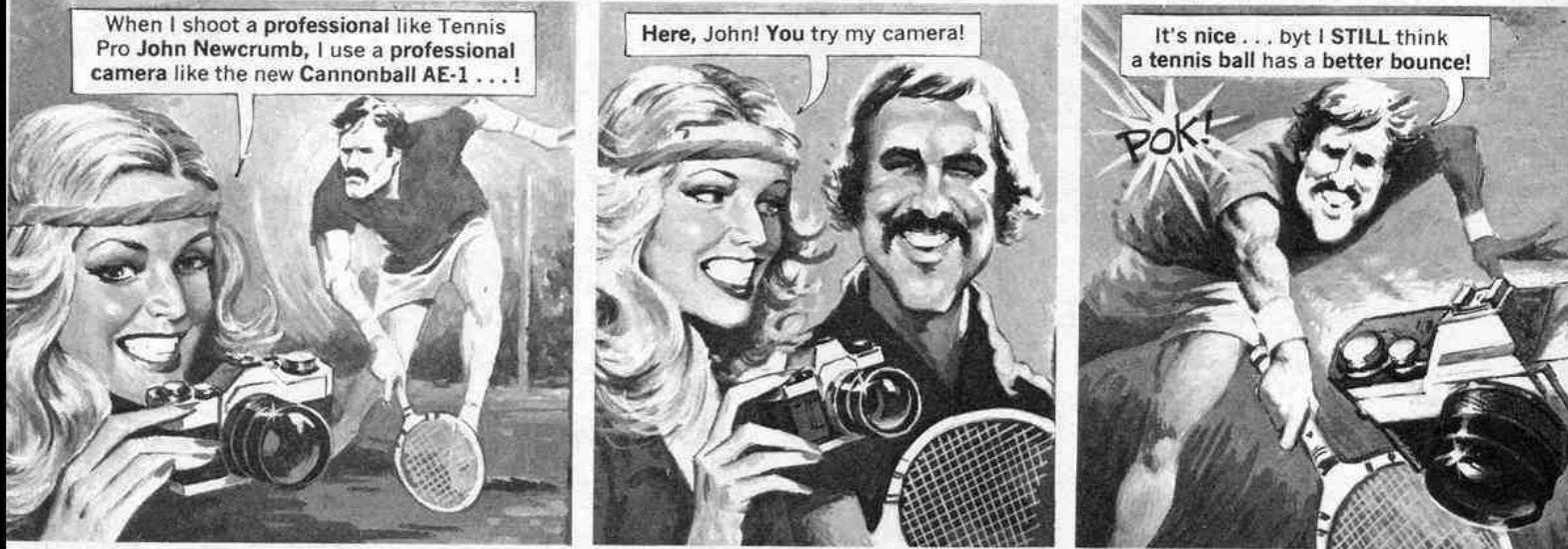


# ADS WE'D LIKE TO SEE

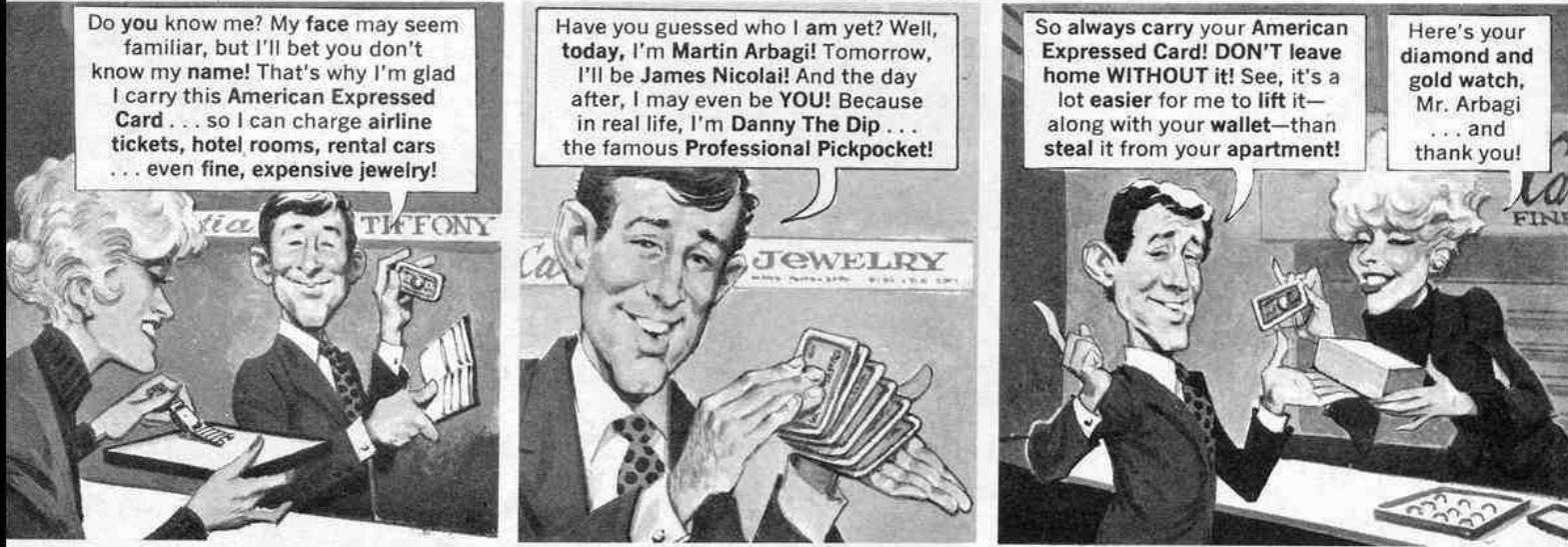
ARTIST: JACK RICKARD

WRITER: DICK DE BARTOLO

## THE CANNONBALL AE-1 AD



## THE AMERICAN EXPRESSED CARD AD



## THE WHISK DETERGENT AD



## BYGONE BUY-GONES DEPT.

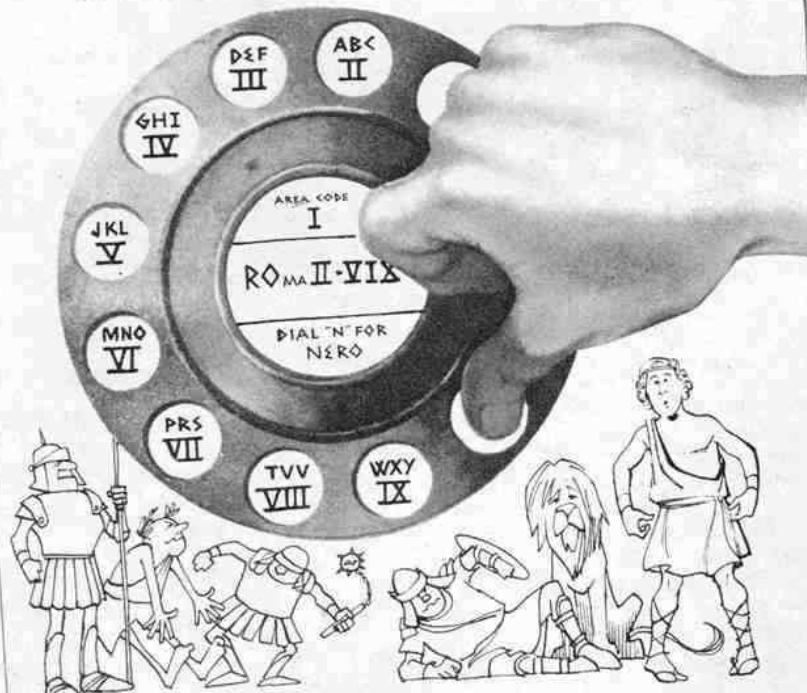
Despite all the books written about major events in history, we still know very little about the way our ancestors lived their normal, every-day lives. That's because the world didn't have Classified Telephone Directories in the past. And

# MORE YELLOW PAGE

ARTIST: BOB CLARKE

WRITER: TOM KOCH

## IMPERIAL ROMAN TELEPHONE CO.



WEST AREA YELLOW PAGES  
COVERING HILLS NUMBER II, IV & VII

Conquest 7-0233

460 Robbers Road.....Pillage 3-2290

MAKE NEW FRIENDS AS  
YOU TAKE PART IN THE  
DOWNFALL  
OF CIVILIZATION

Comely Maidens On Duty Around  
The Clock To Feed You Grapes And  
To Organize Orgies.

Special X-Rated Floor Shows Staged  
On Pagan Holidays, Caesar's Birth-  
Day & On Thanksgiving.

TO RESERVE A COUCH  
PHONE WHOOTIE 5-0191

CLUB DEBAUCHERY 414 Lane of Lechers



All Wine Half-Price During The  
Happy Hour—4 to 5 A.M.

8-6677

9006

RRY  
&  
rds

75

ty  
om

2

3

6

5

### ► Chariot Dealers—New CHARLTON OF HESTON, THE ELDER

Offering Rome's Most  
Popular New Models:  
The Heavy Duty Ben Hur For Him  
The Sporty, Compact Ben Him For Her  
3267 Via Luciano.....SPEEDIUS 6-7100

### ► Chariot Dealers—Used

#### HONEST HONORIUS

Dealing In Low Mileage  
Used Chariots  
Carefully Maintained By  
Little Old Estruscans

4115 Road of the  
Fast Talkers.....Larcenium 8-3490

#### MADMAN MARCANTONIO

Cheap Transportation Chariots  
XXXVI Months To Pay Se Habla Barbarian  
168 Alley of Thieves.....CLunkium 3-8855

### ► Clothiers

#### HOUSE OF HEADWEAR

Specializing In  
Oddly Formed  
Laurel Wreaths For  
Oddly Shaped Heads



1720 Fashionable Way..CRANium 4-5858

#### ROBERTUS HALLUM

LOW PRICED TOGAS FOR THE  
WORKING SLAVE

Thousands To Choose From One Size Fits All

1478 Massilia Way .....SHODDUS 5-8101

Sandals by Hippius  
269 East Thinker .....POdIATRI 8-2394

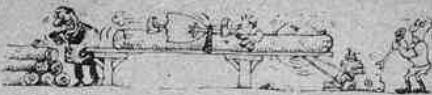
### ► Gladiators

#### ALI, MUHAMMIUS

First Rate Brutality Awful Poetry  
Endless Monologues  
"I AM THE GREATEST!"

561 Boulevard of  
The Beautiful .....ROPADOPUS 7-9926

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



# S THROUGH HISTORY\*

\*THIS IS PART II OF A CONTINUING SERIES. THE "MEDIAEVAL YELLOW PAGES" WILL APPEAR NEXT.

## ► Gladiators

### VICIOUS WARRIORS' BOOKING AGENCY

Hire A Pair Of Our Well Trained  
Brutes To Entertain Your Party  
Guests By Fighting To The Death

1819 Inhuman Way.....MAyhem 5-6188

## ► Government Buildings & Agencies

### IMPERIAL FIRE DEPT.

"WE PREVENT ROME FROM BURNING  
WHILE NERO FIDDLING"

227 Street of the  
Smoke Eaters.....ARsonus 5-3311

### ROMAN LEGION RECRUITING OFFICE

"Uncle Julius Wants You!"

Room CCLVII  
Forum Bldg.....VENividivici 5-5000

### The Coliseum

100 Sportsman's Pl.....THumsdown 5-5600

(See Our Display Ad This Page)

## ► Lion Trainers

### CRUEL CONSTANTINE'S SPORTS CAMP

HAVE YOUR LION TRAINED  
WHERE THE CHAMPIONS TRAIN  
Our Graduates Have Won 500 Straight Bouts  
Against Top Ranked Christians

Route 5,  
Rome Heights.....CArniverus 3-7988

## ► Orgies—Public

Club Debauchery  
414 Lane of Lechers.....WHOopie 5-0191

(See Our Display Ad)

### LONELY SINGLES WINE CELLAR

Bwoo By The Jug—Cozy Steam Baths—  
Festivals Nightly  
Unescorted Ladies Very, Very  
Cordially Invited

520 Via Voluptas.....PHilander 3-2290

## ► Orgy Supplies

### CITIZENS' PROCUREMENT CO.

Complete Stock Of Food—Drink—Party Hats  
(Also A Complete Stock Of Blondes—  
Brunettes and Redheads)

583 Sellers' Mkt.....WIlldfire 4-5903

## ★ COME ON OUT AND CHEER YOUR LIONS TO ANOTHER CHAMPIONSHIP ★

Phone Ahead For Reservations To  
Assure Yourself of a Good Seat  
Among Pagan Friends for All of  
This Season's Thrilling Action

## THE COLISEUM

"Home Of The Undefeated Lions"

Ticket Office.....THumsdown 5-5600  
Lion's Dressing  
Room.....THumsdown 5-5601  
Christians' Dressing  
Room.....THumsdown 5-5602  
Referees' & Coroner's Dressing  
Room.....THumsdown 5-5603



## ► Ox Kennels

### ANTHONY'S ANIMAL FARM

WE BREED & TRAIN OXEN FOR  
PULLING PLOWS—DRAGGING LOGS—  
MOVING BOULDERS  
Human Slaves Trained To Do The Same  
Things Also On Sale

13758 Appian Way.....LAborius 2-7755

## ► Plunder Importers

Hadrian the Wholesaler  
460 Robbers Road.....Pillage 4-5151  
(See Our Display Ad This Page)

## ► Real Estate Agents

Century 1 B.C. Realtors  
408 S. Escrow.....SUBurbius 4-5500

### POMPEII REALTORS

LOVELY VIEWSITES OVERLOOKING  
MOUNT VESUVIUS  
What Better Spot For Your  
Dream Home?

2614 Herculaneum  
Turnpike.....KAboom 6-7000

### SEVEN HILLS REAL ESTATE AGENCY

Exclusive Restricted Listings In  
Fashionable Tribune Terrace,  
North Of LXVIII Street

4455 Avenue  
of the Snobs.....WEstchestium 5-7777

## ► Social & Patriotic Organizations

### SPORTSMEN'S DICING & BEHEADING CLUB

JOIN ROME'S LEADING CITIZENS FOR  
LEISURE TIME FUN SHOOTING CRAPS &  
DECAPITATING CAPTURED ENEMY SOLDIERS

Low Yearly Dues All Needed Equipment Furnished

935 Forum Annex..FRaternum 3-2287

Veterans of the 1st Punic War

223 Legion Lane.....CONquest 4-5050

Veterans of the 2nd Punic War

441 N. Phalanx.....CONquest 5-6172

Veterans of the 3rd Punic War

509 Mercenary Manor.....CONquest 7-0233

## PLUNDER FROM CONQUERED LANDS AT DOWN-TO-EARTH PRICES!

- ★ Fancy Black Lace Stuff From Hispania
- ★ Cologne To Make You Smell Better From Gaul
- ★ High Quality Hour Glass Sand From Egypt
- ★ Hasenpfeffer & Bock Beer From Germania
- ★ Black & White Spotted Dogs From Dalmatia

### HADRIAN THE WHOLESALER

460 Robbers Road.....Pillage 4-5151

Member Of Greater Rome Chamber Of Conquest

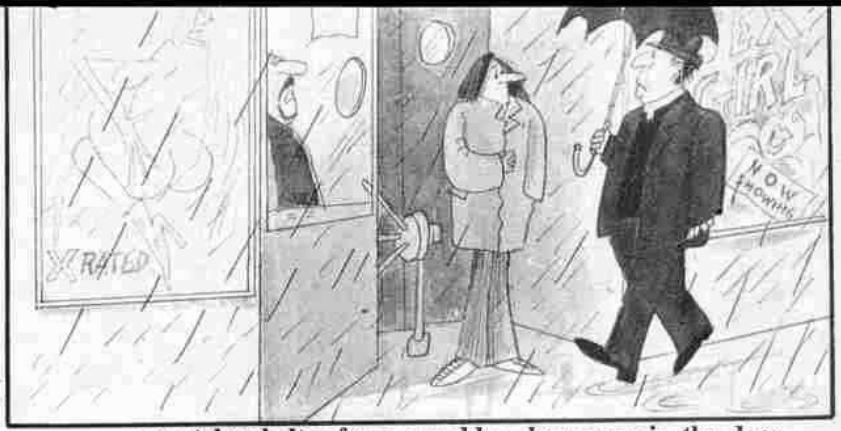
## ► Treachery—Wholesale

Bruté, Et Tu

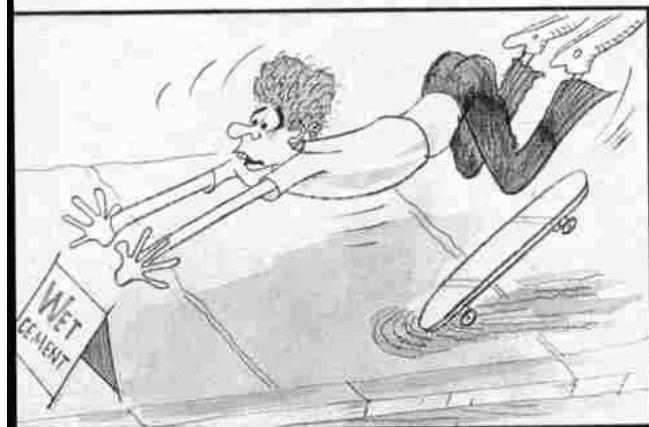
468 Senatorial Bluff.....SNeakius 6-3997



... you're carrying your TV set down to the Repair Shop, and a nearby burglar alarm suddenly goes off.



... you take shelter from a sudden downpour in the doorway of a porno movie house, and your Clergyman passes by.



... you try out your brand new skateboard the day they've re-cemented the sidewalks.

FATE ACOMPLI DEPT.

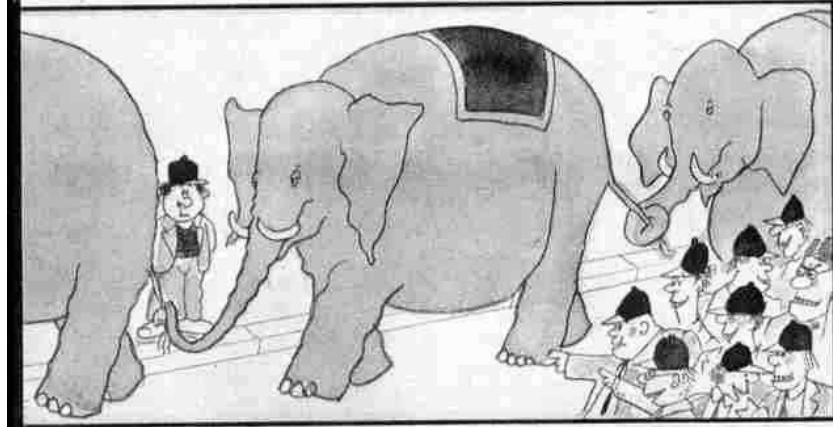
# you're a vi bad fim



... you get a flat, and you have to change the tire in the middle of a "Death's Head Motorcycle Gang" rally.



... you've bought a season ticket to the home team games, and they trade all of their stars for future draft picks.



... you play hooky to watch the Circus come to town, and your class goes on a field trip to watch the Circus come to town.



... you have your first big win at the races the day the I.R.S. arrives to audit your tax return.



... your Father finally lets you have the keys to the new car the night your best girl comes down with the measles.



... you had to go to the bathroom at the exact moment that your home team made their only triple play ever.

# ctim of ing when...

ARTIST & WRITER: PAUL PETER PORGES



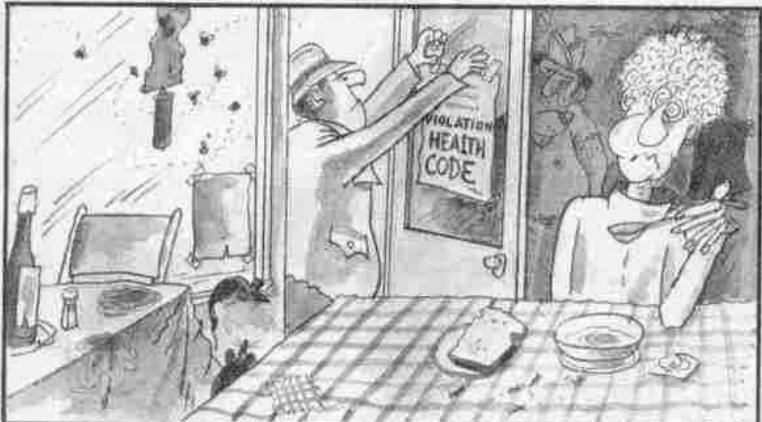
... you're putting in your contact lenses just as your plane hits sudden turbulence.



... you have yourself tattooed with your girl's name, and she's just dropped you for a music major with a guitar.



... the brand new car you've bought to go cross-country in has just been declared a "Death Trap" by Ralph Nader.



... the restaurant you just finished eating a huge meal in is raided by the Health Department ... and condemned.



... you happen to bump into the girl you're crazy about, having just eaten a raw onion sandwich on garlic bread.

**GIVIN' 'EM A RIBBIN' DEPT.**

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

# **THIS ISSUE'S PROPOSED MAD MEDALS**

**... TO BE PRESENTED TO DESERVING STUDENTS**

THE DEADLY  
DECIBEL MEDAL



For the performance of homework under extraordinary conditions, such as the TV, stereo tape player and FM radio blasting at full volume; thus preparing for noise pollution of daily life.

THE PERENNIAL  
STUDENT AWARD



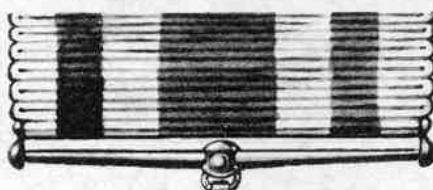
For the brilliant use of every device available to students, such as scholarships, loans, grants, etc., to stay in school forever . . . thus relieving pressure on the already-crowded job market.

THE CHAPTER XI  
CITATION



For heroically declaring bankruptcy so student loans need not be repaid, thus depriving the U.S. Government of money that might be otherwise spent on things like neutron bombs and welfare cheats.

THE SILVER  
XEROX AWARD

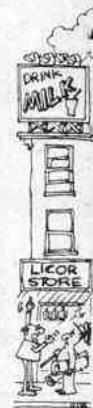


THE BLEEDING  
HEART MEDAL



For outstanding achievement in copying during exams from only the best fellow students so that only fantastic marks are brought home to make parents proud.

Awarded to all students who actively participate in protest demonstrations on campus while at the same time, never taking out precious time to vote.





Most of us are so accustomed to the avalanche of appeals for charitable donations that constantly swamp us via magazines, newspapers and direct mail that it's hard to envision a world without them. But, in fact, the world was totally without organized charities through most of its history. The ones we know today began appearing only about a century ago. In a way, this is a shame. Just think of all the interesting worthy causes of long ago that charity fund raisers could have sunk their teeth into. MAD can envision what some of the heart tugging appeals for money would have looked like if there had been...

# APPEALS FROM CHARITIES THROUGH HISTORY

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH



**"I Appeal To Humanitarian Semi-Humans Everywhere  
To Help Save The Wooly Mammoth!"**

—OONING THE SMELLY  
FUND RAISING CHAIRCREATURE



Urged on by fashion-conscious cavewomen, our hunters have virtually wiped out the Great Wooly Mammoth. The insatiable demand for chic fur coats, flashy cave blankets and luxurious shag rugs brought extermination to whole herds of these noble

beasts. As a result, the Prehistoric Wildlife Fund is working against time to buy Asia and turn it into a Wooly Mammoth Preserve while a few living specimens remain. Your donation of polished rocks, sea shells or other valuables used in bartering for real estate are urgently needed. Send now to

**Prehistoric Wildlife Fund \* Path That Runs Into The Swamp \* Village By The River**

**80,000 YEARS OF THIS  
IS ENOUGH ALREADY!**



## **COMBAT BRUTALITY!** *Give To The N.A.A.C.P.!*

(Neolithic Association  
for the Advancement of Cro-Magnon People)

For eons, the barbarian Neanderthals have been brainwashing us Cro-Magnons just because we don't resemble apes as closely as they do. This foolish prejudice must cease! The Neanderthals' low foreheads and excessive body hair do not make them a superior race, regardless of what they may claim.

The N.A.A.C.P. is seeking to aid Cro-Magnons by purchasing sentry wolves for the dwelling places of underprivileged Brothers. Won't you help meet the cost of this humanitarian endeavor by giving bits of flint, leather thongs or other precious items?

**N.A.A.C.P.**

BOX 1402, STALACTITE STATION  
MAMMOTH CAVE-BY-THE SEA



## **WHAT HAPPENS TO OLD PYRAMID BUILDERS WHEN THEY GET TOO FEEBLE TO DRAG ROCKS?**

Dear Concerned Egyptian:

Perhaps you weren't aware that there are no pension plans or other fringe benefits available to the construction workers on our pyramids. As a result, these men are turned out to beg and pillage in their declining years.

Your name has been selected from a list of Nile Delta Community Leaders who will immediately see the need for constructing an Old Pyramid Builders' Home. The site, on a lovely sand dune in the country, already has been chosen. Now, we ask you to donate gold, slaves or anything else you can spare to help finance the project. Please fill out the coupon below, and send it in with your gift today.

I enclose my  gold hoard  able bodied slave  other good stuff — (check one) as my tax deductible gift to the Home.

NAME \_\_\_\_\_ CLOSEST ANCESTOR \_\_\_\_\_ DYNASTY \_\_\_\_\_

PRESENT HOME ADDRESS \_\_\_\_\_ FUTURE TOMB ADDRESS \_\_\_\_\_

## **THE MOUNT ARRARAT Flood Victims NEED Your Help!**



As you may have heard, the entire population of Asia Minor (except for one old man) was recently left homeless after 40 days and 40 nights of rain in the Mount Arrarat area. Disaster workers from nearby Mesopotamian chapters of the Red Scroll are now on hand. However, it's proving difficult and expensive to reach flood victims trapped under rain water that is several miles deep.

But even when the poor wretches can't be saved, your Red Scroll volunteers are there, serving them hot wine and barley cakes. To help us in this merciful work, send your donations of loaves, fishes, first born children, fatted calves, or whatever to:

**THE INTERNATIONAL Red Scroll**  
P.O. Box 1, HANGING GARDENS STATION, BABYLON

# ENRICH THE LIVES OF ONE HUNDRED GALLEY SLAVES FOR ONLY TWO PIECES OF SILVER!



GALLEY SLAVES DRAFTED INTO OUR PHOENICIAN MERCHANT FLEET ARE ALLOWED 20 MINUTES A DAY FOR REST AND RECREATION. MOST OF THEM WASTE THAT PRECIOUS TIME SLEEPING, OR MERELY SLUMPING OVER THEIR OARS IN A STUPOR. WHY? BECAUSE THERE IS NOTHING TO READ ON TODAY'S AVERAGE SLAVE GALLEY!

YOUR PHOENICIAN LIBRARY ASSOCIATION IS SEEKING MONEY TO CORRECT THIS TRAGIC SITUATION. THINK HOW

MUCH IT WOULD MEAN TO OUR MEN IN SHACKLES TO RELAX OCCASIONALLY WITH AN EXCITING MYSTERY OR A LIGHT ROMANTIC NOVEL. YOUR DONATION OF JUST TWO PIECES OF SILVER WILL BUY A CLAY TABLET THAT A WHOLE SHIP'S CREW CAN ENJOY. WON'T YOU HELP?

PHOENICIAN LIBRARY ASSOCIATION  
Offices In Both Tyre And Sidon

## OPEN YOUR HEART AND ADOPT AN ORPHANED HUN



During the recent sweep of Attila's hordes through our ravaged nation, most of us were too distracted to think about the Hunnish soldiers who were giving their lives to pillage and rape among us. Many of these unlucky brutes were married men, who left little Huns behind them in their Asian homeland.

Now, those faraway barbarian toddlers face the unpleasantness of life in a Hunnish orphanage. If you have a spare room with a strong bolt on the door, won't you fill out the coupon below and volunteer to adopt a young Hun who wants what you've got? Do it today!

Send to:

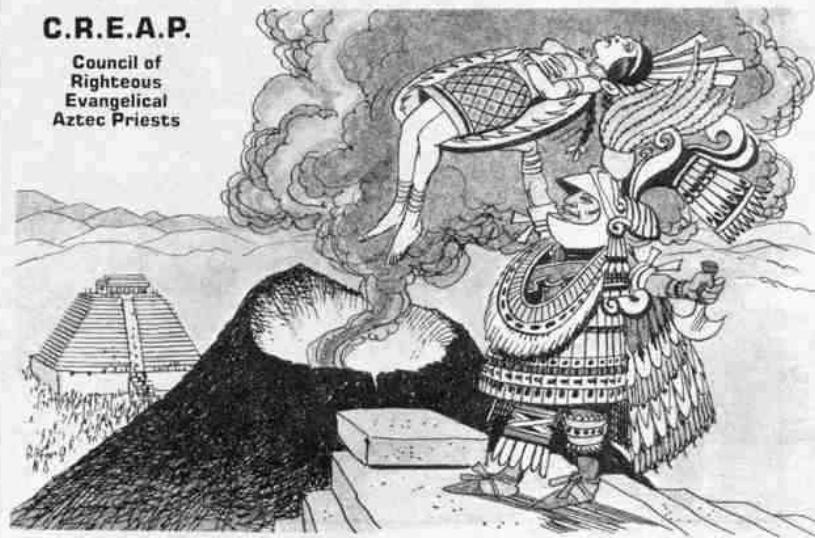
## CUDDLE-A-HUN FOUNDATION Visigoth Heights, Saxony

YES! I'LL HELP! MAKE MY HELLISH LIFE COMPLETE BY SENDING ME A LITTLE HUN AT ONCE!

NAME \_\_\_\_\_  
VILLAGE \_\_\_\_\_  
FIEFDOM \_\_\_\_\_

## C.R.E.A.P.

Council of  
Righteous  
Evangelical  
Aztec Priests



## GIVE 'TILL IT HURTS TO PROMOTE HUMAN SACRIFICE!

Dear Fellow Aztec:

Repugnant as the thought may be to an upright, spook-fearing person like yourself, we live in a world where heathen worship of weather phenomena and pussycats still runs rampant. It is our duty to spread the word that hurling maidens into volcanoes is the only enlightened way to attain the blessings of good crops and lucky tuna fishing.

Dedicated Aztec missionaries are going forth daily to deliver our holy message. But they need costly torture devices to win true converts. Won't you help finance this work by donating your pre-Columbian artifacts? The need is great.

Spiritually yours,

Xochotuxmetecl XIV,  
Chief Maiden Tosser



SUPPORT  
THE ANNUAL  
**JARIS  
LOONY  
"BLACK  
DEATH"  
JUGGLE-  
THON!**

ROYAL PALACE  
THRONE ROOM  
JULY 26-27  
1349

In addition to being the top fool among His Majesty's Court Jesters, Jaris Loony is also admired as a wonderful human being. On the week-end of July 26-27, Loony and other notable fools from throughout the kingdom will juggle for 48 consecutive hours to raise money for the Jaris Loony Foundation To Combat The Black Death. If you can't be there in person, send your coins and trinkets by courier to show that you care. Remember, the Black Death will strike 997 Englishmen out of every 1,000 this year. One could be you!

**WITCHCRAFT CAN BE WIPE OUT  
IN YOUR LIFETIME!**



Untreated Condition  
Before Diagnosis



Treated Condition  
After Diagnosis

Thanks to the wonders of modern 17th Century science, it is now possible to diagnose and treat the early symptoms of witchery before those afflicted can plague the whole Colony. However, your donations are needed to publicize these five early warning signs of the dreaded condition:

1. High pitched, cackling laugh.
2. Pulsating nose warts.
3. Tendency to drown in cold water.
4. Unexplained loss of front teeth.
5. Craving for newt or toad soup.

**GIVE NOW TO EDUCATE THE PIous!**

Salem Sorcery Smashers Society, Salem, Mass.

**PROVIDING A HOME AWAY FROM HOME  
FOR OUR PIRATES ON SHORE LEAVE!**



**YOUR PRIVATELY FUNDED P.S.O.**

*After months of sea duty, a night ashore in a strange port can be a lonely experience for a shy, homesick pirate. All too often, his revolting manners and awful smell cause him to be shunned in the town's better cafés.*

*Now, the P.S.O. (Pirate Services Organization) has come to the rescue. With local girls donating their time and other things, the P.S.O. has opened canteens all across the Spanish Main. There, lonely young pirates in search of a good time are welcomed with cold drinks, dancing and, if they're lucky, even better cures for loneliness. Please send your doubloons and pieces-of-eight to support this undertaking. Or else!*

**P.S.O.** "Helping Wherever The  
Jolly Roger Flies"

**SEND A CHILD AWAY FROM  
CAMP THIS SUMMER**

This is Jedediah W., age 10. He has spent his entire life in an Oregon lumber camp. For "Jed" and thousands of frontier children like him, the joys of growing up in 19th Century America are almost unknown. His summer days are a tedious round of fishing for pike, riding horseback and learning woodsy handicrafts.



Won't you help send a boy like Jedediah away from camp to a big, fascinating city this summer? Let him see the tenements and push carts and smokestacks that most kids take for granted. No matter how small your donation, Jedediah will never forget you for it.

**THE URBAN AIR FUND**

27 Bowery Alley, New York, N.Y.

KIDDIE LITTER DEPT.

Howdy, y'all! My name is Chipped Cahter! The reason why I'm doin' this MAD Magazine interview is to show all you folks that I can make it on my own . . . without any help from mah Daddy, the President! Jus' like the Ford kids did before me! So let's all meet Mr. Bernard Bunko, who has been chosen as . . .

# MAD'S "CHILDREN'S MOVIE PRODUCER OF THE YEAR"

Mr. Bunko . . . since you're a Producer of movies for the **younger set**, I imagine you jus' **LOVE** kids!

No, way, Man! I can't STAND kids! Unless they're at the box office, buying tickets to one of my flicks! Then, I got a warm spot for them—in the vicinity of my wallet!

But if you feel that way about children, how do you know what kind of movies they like . . . ?

Kids like the same kinds of movies as everyone else—with lots of sex and violence! But, since they're not allowed to see that type of film, I make good, clean, wholesome pictures for them!

But, do kids enjoy movies like that?

Who cares whether they enjoy them—just as long as they go **see** them!



ARTIST: HARRY NORTH, ESQ.

WRITER: LOU SILVERSTONE

But if they don't like your movies, why do they go to see them . . . ?!

Kids don't like **SCHOOL**. But they go 'cause they gotta! It's the same with my movies! We spend a **fortune** on TV commercials designed to make parents feel guilty if they don't drag the kids to my latest epic!

We just saw "The Forest Family Returns To The Forest"! Every family should see it, together!

If you're a responsible parent, you must see this film! We're going to take our kids to see it again!

Oh, boy, Mom—Pop! We're gonna see it again!

Is that a live, candid interview, Mr. Bunko . . . ? As close to live and candid as you can expect from a dead-head Brother In-Law and his dumb family!



ANOTHER  
GROAN  
HOUR

We used to aim our TV commercials at kids, but they're a lot smarter than their parents! After kids get ripped off a few times, they wise up! Their parents never learn! We use parents' feelings of guilt to our advantage!



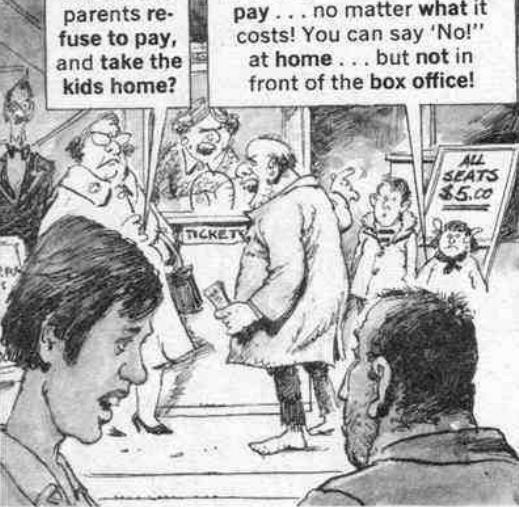
Is guilt the only reason parents take their kids to see your movies?

No, there's also desperation! We release our films during the Holidays, when kids are home from school! Parents aren't used to having their brats around, and after a few days, they'll do anything to get them out of the house!!



Wow! These prices are outrageous! What if the parents refuse to pay, and take the kids home?

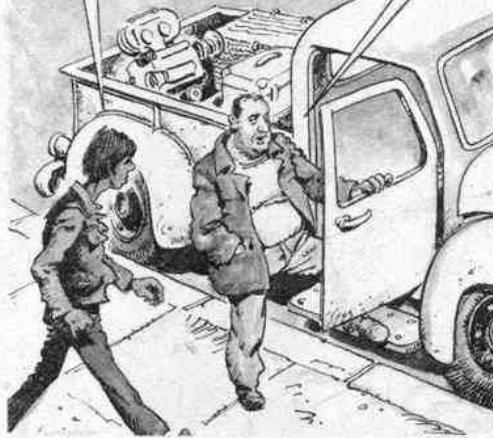
After schlepping the kids, parking the car, and having to deal with tears and temper tantrums, they pay... no matter what it costs! You can say 'No!' at home... but not in front of the box office!



C'mon! We gotta hurry! We're shooting some wild animal scenes on location!

Gee, I didn't bring any clothes for a long trip!

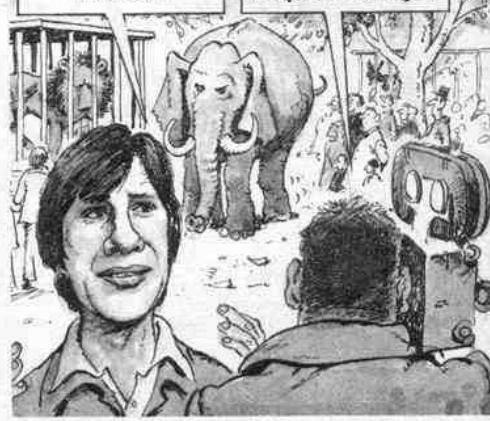
Who said anything about a long trip? We're going to the zoo!



Do you know how much it would cost to HIRE all these wild animals?

But how are you going to explain an ELEPHANT in a "North Woods" movie?!!

Who cares about details?! And who's gonna complain? The Elephant Lobby??

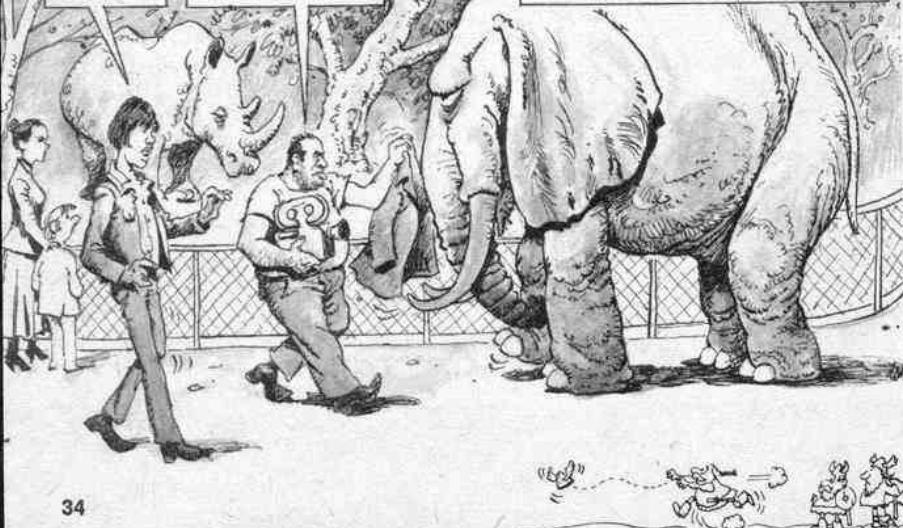


What in heck are you doing to that elephant?

I'm trying to get him angry for the scene where he chases the little boy!

But... I don't see any little boy!

Oh, I already shot the scene of the kid running! I merely intercut shots of the elephant! It's the same scene I used last year when the grizzly bear chases the kid! I just remove the bear!



Who works out these switches in the story lines for each movie... the writers?!!

No... the Accountants! Writers don't know beans about saving money!

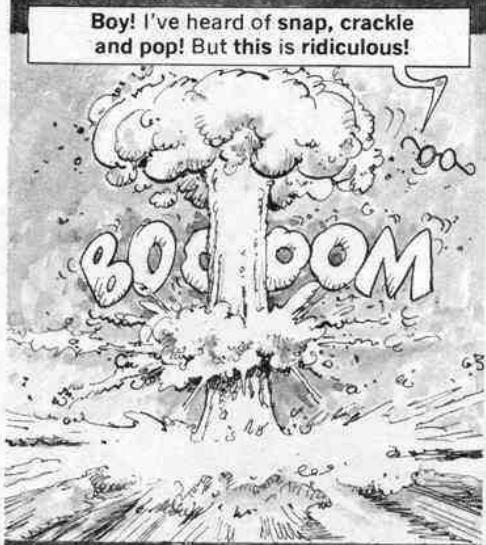
Actually, we don't even USE writers! We make up the story as we go along!



Another gimmick we use is the plain-looking kid who's a scientific genius! Now to test my latest invention ... a really HIGH PROTEIN CEREAL that will provide plenty of energy! I'll just pour in a little milk, and ...



But we always make the little Einstein a real klutz! That way, the Mothers in the audience will think that their own clumsy brats are really closet geniuses!



Another bit we like to use is to have the kid invent a potion that makes people and things invisible! It saves us a fortune on actors and props!



We'll go to the North Woods and shoot some nature stuff! Then ... we'll throw in some inane dialogue and some dumb situation like being trapped in a snowslide ... splice in some animal footage ...

... and then you've got a finished picture!

No, then I've got THREE finished pictures! I cut the whole mess into three sections, release them at Christmastime for a few years, then sell the whole package to a TV Network!



Do y'all make any other kind of movies besides nature films?

I produce COMEDIES for kids that are really different!

You mean the humor in these films is different!

No, I mean they've got NO HUMOR AT ALL! That's why they're different!!



We always use a standard formula! The Father is a schmuck!

I can't seem to get Channel 4 on the TV set!

Maybe that's because you're turning on BURNER 4, and looking in the OVEN, Dad!

Gee, don't all the Daddies in the audience object to being characterized as stupid?

Naah! Besides, people are used to seeing Fathers ridiculed on TV! It's expected!



Another foolproof ingredient is the large ungainly dog!

Oh?? Is that because kids love animals?

No, that's because dogs work cheap! And they don't have pushy, stage-struck Mothers like kid-actors do!



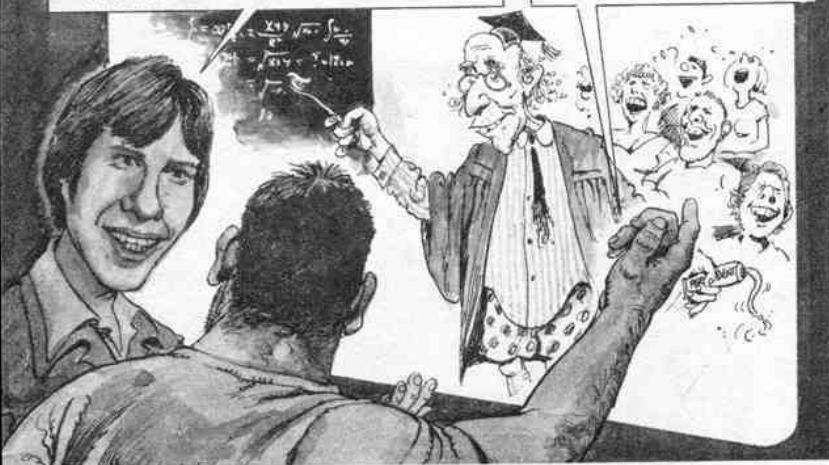
But my own personal favorite is the College Professor who's a complete idiot! Having flunked out of college, I get even with those creeps by making them even bigger idiots than Fathers!

Are these kinds of films successful?

You kidding? By making the Professor a real schlub, I keep the kids happy, and by using the word "Professor" in the title, the parents think the film is educational!

Since you feature a Professor, I assume you also show typical campus activities like Frat Parties and Food Fights and . . .

Are you crazy?! If I showed what college was REALLY like, I'd lose my precious "G" rating! You should be a College Professor with fuzzy thinking like that!



Do you ever use "Big Names" in your movies?

The biggest! Ford! Volkswagen! Moped!!

But they're vehicles . . . not actors!!

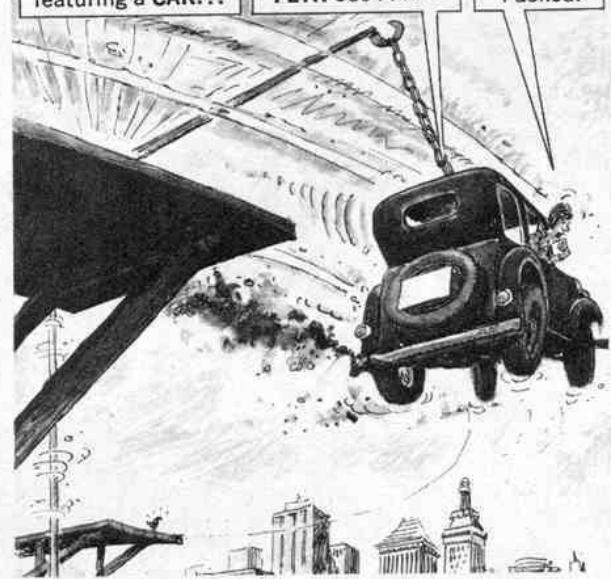
Man, that's the best kind of actor there is! No salaries! No agents! And wheels can't hold out for more dough when you want to make a sequel!



Why would anyone want to see a movie featuring a CAR?!!?

'Cause I make cars FLY!! See . . . ??

Gulp!! I'm sorry I asked!



Well, that about wraps it up! This is Chipped Cahter . . .

Wait a minute! You can't leave yet! You just gave me a . . . a million dollar idea! I can see it now . . .

"THE FUZZY-MINDED PRESIDENT"!! No . . . !!

"THE IDIOT, BEER-DRINKING PRESIDENT'S BROTHER"!! We could splice in a kid running from your Uncle Billy, and you'd play . . .

This is Chipped Cahter, running away from Mr. Bernard Bunko . . . and turning you back to MAD Magazine! 'Bye!



**WISHFUL INKING DEPT.**

All you newspaper readers probably feel sure that you've seen stories of just about every shocking event that could possibly happen. A "Law and Order" Presidency turned out to be riddled with crooks. The most important country in the world turned out to be Saudi Arabia. A woman tennis pro turned out to be a former man. And, if those items weren't bizarre enough for you, there were always the articles in the "National Inquirer" and the "Star" about people who married chickens and psychics who talked to Rudolph Valentino. Well, you may be right! It is possible that there just isn't anything shocking left that can happen in this crazy world. In which case, the following items may well turn out to be—

# NEWSPAPER STORIES WE'LL NEVER SEE

ARTIST: BOB CLARKE

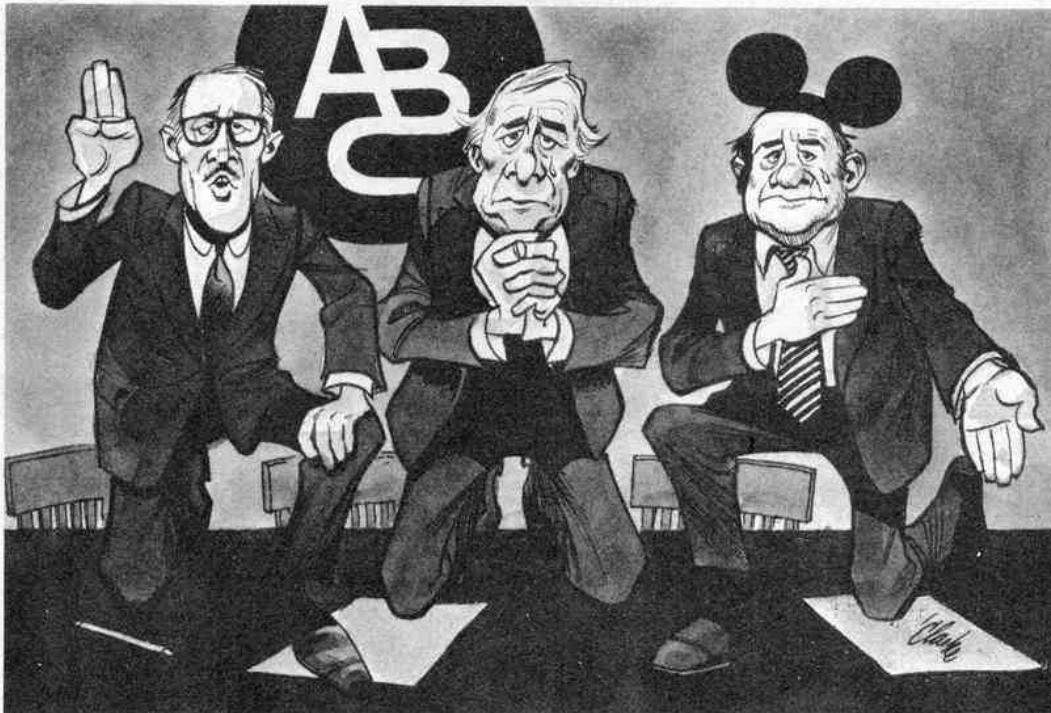
WRITER: TOM KOCH

## ABC EXECUTIVES PLEDGE TO END "ERA OF SILLY PROGRAMMING"

The American Broadcasting Company today begged forgiveness for the childish TV programs it has inflicted on the public in recent years, and promised to do better in the future. The humble words came in a statement from the network's Board of Directors.

The tearful executives conceded that a desperate bid to improve ratings a few seasons ago prompted them to set programming standards at a lower level than any other network had dared to go.

"We now hope to undo the terrible damage we've done," said one sobbing vice-president. "It may take time, but we're already hunting for new shows that feature performers who have real talent. We feel it's the least we can do to repay our viewers, who have suffered so long."



ABC network executives are shown here displaying mass humility after voting to apologize to the TV viewers.

## Post Office Urges Late Mailing For Xmas

Postal officials today confessed that their annual "Mail Early For Christmas" campaigns have been downright ridiculous, and they assured Americans that cards and packages posted by December 22 can be delivered easily before the holiday.

"Waiting until the last minute to do things is part of our national heritage," said Assistant Postmaster General Mark Fragile. "We shouldn't nag people to hurry just so our employees can have more time to hold Christmas parties and goof off."

Fragile announced that all postal workers will receive orders around December 1 to "shape up or ship out," and that a new holiday poster will soon go on display encouraging Christmas shoppers to take their own sweet time about mailing their cards and packages this year.



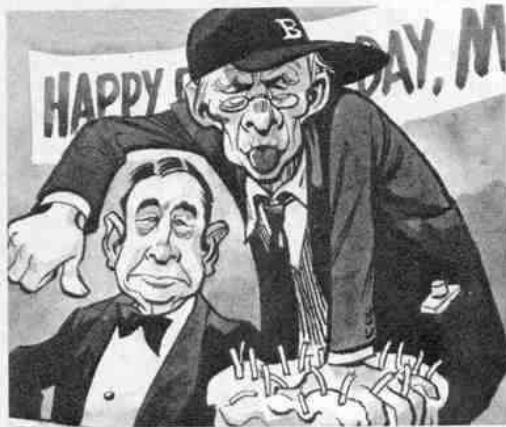
Assistant Postmaster Gen. Fragile unveils the new Christmas Season poster that reflects the department's unexpected policy change.

## OLDEST HALL OF FAMER BLASTS STARS OF HIS ERA

The oldest living member of Baseball's Hall of Fame has charged that the legendary stars of his time were all bums, compared to present-day Major Leaguers.

Speaking at his 90th birthday party, Moose W. (Fielding) Shoddie stated, "I had a lifetime batting average of .392, but that was only because the pitching back then was so lousy. This year, every second division team has at least five guys who can throw harder than Cy Young ever did."

Shoddie's best season came in 1912, when he batted .428 and received a salary of \$3,600. He said he thinks he was grossly overpaid, considering the fact that modern high school players face tougher competition than he did, and aren't paid anything at all for doing it.



Baseball Hall of Famer Moose W. (Fielding) Shoddie, celebrates his 90th birthday by offering this graphic opinion of early Major League baseball players, including himself.

## Joint Chiefs Beg Congress for Defense Spending Cutback

The Joint Chiefs of Staff today urged Congress to stop appropriating money for the Pentagon faster than they can spend it. The military leaders said that the Defense Department already has put every one of its extravagant plans into operation, and that more time will be needed to think up ingenious new ways to squander cash.

Speaking for the Joint Chiefs, Major General Curt Breefing said that the Pentagon recently embarked on such ridiculous money spending projects as stationing dance orchestras on submarines and testing the reactions of goldfish to high altitude flight. Added Breefing, "We're afraid that taxpayers may be upset if we have to launch even sillier projects to spend all the money that Congress has given us."



Unidentified officer poses amidst small portion of Pentagon's unspent appropriation money.

# ADMINISTRATION ADMITS CARTER CRITICS ARE RIGHT

White House spokesmen today admitted that Republican proposals for next year's federal budget are much more practical than those offered by President Carter in his message to Congress last week. As one of Mr. Carter's top economic advisors put it, "We just wish we'd been smart enough to think of those great ideas we've been hearing from the opposition. They've really made us look like a bunch of complete fools."

In the Oval Office, President Carter smiled amiably when informed that members of his own party are ready to junk his budget proposals. "Whatever the other guys want to do is fine with me," the President said.



A top White House aid rips President Jimmy Carter's budget proposal to shreds after conceding to newsmen that the Republican alternatives are much better.

## AUTO MAKERS ANNOUNCE MASSIVE PRICE CUTS

At a rare joint news conference, the presidents of the Big Three auto makers today announced sweeping price cuts that assured the return of the under-\$3,000 car. The surprise announcement, which came despite good sales volume at recently increased prices, was explained by General Motors Vice President Frank Disclosure.

"We just decided that it's immoral for us to make a \$2,000 profit on every new car when it means that the average American has to go without other luxuries to buy one," said Disclosure. "We haven't been pleasing anyone lately except our stockholders, and most of them show their gratitude by driving Rolls-Royces instead of our products. So we made up our minds to do something nice for our customers for a change."

Presidents of the Big Three auto-manufacturers display new-found friendship as they leave the history-making conference where price cuts were announced.



## MAFIA ANNOUNCES TAKEOVER OF CEMENT AND GRAVEL INDUSTRIES

Mafia leaders today called a news conference to confirm reports that they have assumed control of the cement and gravel industries in nine Eastern states.

Spokesperson Nitro (Boom-Boom) Bombadini told reporters that his announcement of the takeover was being made publicly because the Mob now feels brazen enough to operate in the open.

"We already own the Police Departments in every town where we're muscling in on the cement and gravel rackets, so what's to hide?" he shrugged.

In response to a reporter's question, he added that little change in company operations is anticipated under the new

ownership, except that the quality of cement will be lowered and the prices raised sufficiently to insure the 200% annual profit that the Mafia expects to earn on all of its business enterprises. And that anyone objecting would quickly learn the cement business first hand.



Veteran employees, who insist on remaining anonymous, handle part of the big backlog of orders at a Mafia-owned cement and gravel company.

# More HOW CAN



... the Ski Instructor in a body cast!



... the Blind Date who's all dressed up in leather and boots and chains!



... the Short-Order Cook with a cold!



... the brand new car with an oil spot the size of a wading pool underneath!

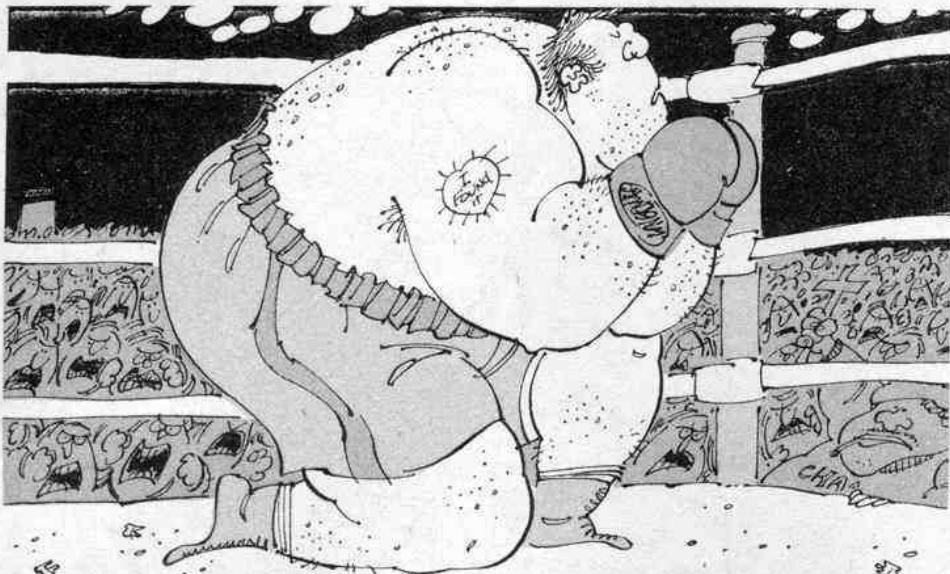


... the TV Weatherman who points to Texas and calls it the Ohio Valley!

# YOU TRUST...

ARTIST: PAUL COKER

WRITER: PAUL PETER PORGES



... the Boxer who kneels to pray before he knocks his opponent's brains out!



... the Safety Expert whose shoelaces are untied and shirt tails hang loose!



... the Faith Healer who has a hernia, suffers from gout and is nearly deaf!



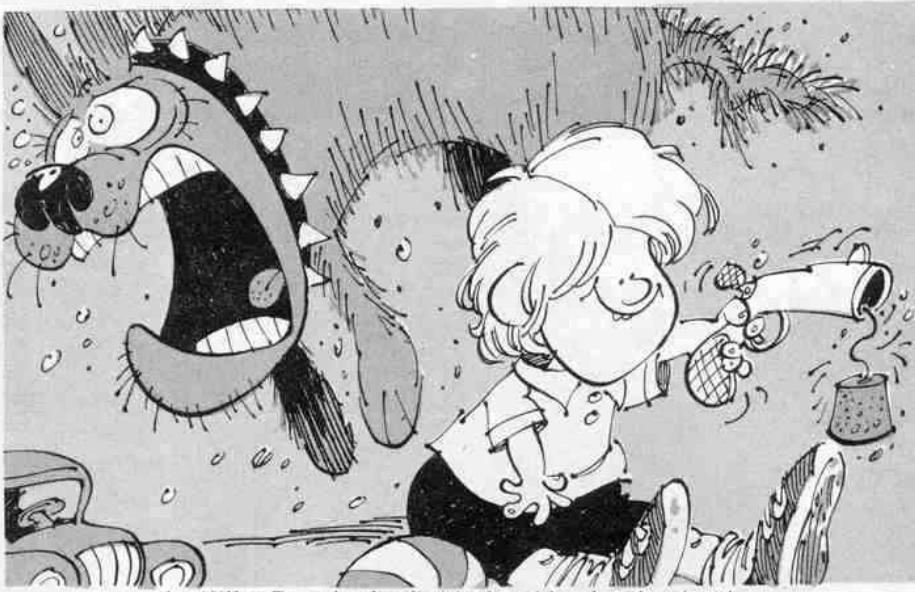
... the Tennis Pro who plays with an oversize and oddly-strung racquet!



... the Psychiatrist who pops Valiums!



... the Cab Driver who speaks with an accent and reads the city map upside down!



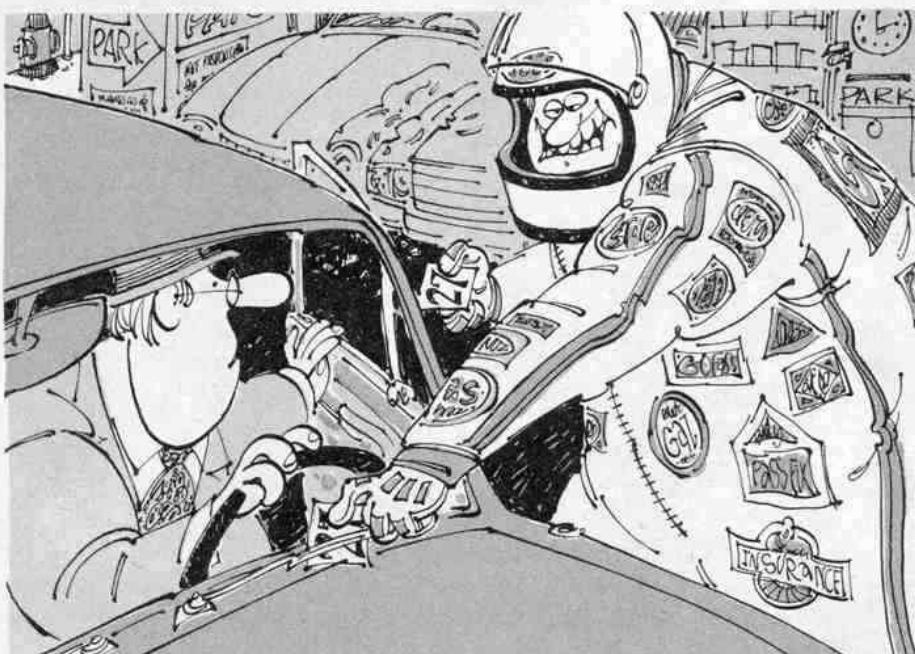
... the Killer Dog that's afraid of sudden loud noises!



... the Fire Chief who chain smokes while directing a four-alarm!



... the Travel Agent who books your trip to Hawaii via Cleveland, Ohio; St. Louis, Missouri and Vancouver, British Columbia!



... the Parking Lot Attendant who wears a crash helmet and racing gloves!

CORN ON THE CAB DEPT.

HERE WE GO WITH OUR VERSION OF A POPULAR WEEKLY TV SITCOM

(This is the shortest introduction MAD has ever run. If anyone misses a longer introduction . . . like the kind we usually run . . . drop us a line. If enough of you respond, we'll again include long, boring introductions in future TV take-offs.)

# TAXING



ARTIST: ANGELO TORRES

WRITER: STAN HART



Isn't it amazing that cabbies who either sit around in a garage all day... or are stuck in heavy New York traffic... lead such exciting lives?! What fascinating experiences did **YOU** have today, Alix???

Oh, the usual! Like this morning...

She's almost due! Can you get us to the hospital **FAST**??!

Calm down! Don't sweat it! I'm a licensed New York cabby!

Does that mean you can go through red lights?

No, it means I can deliver your baby! Cabbies always do that! Aren't we wonderful??!

Wonderful, **HELL**!! If we didn't have to wait an hour while dozens of you cabs IGNORED us, you wouldn't HAVE to deliver the baby!!



Here's your baby! He can ride for half-fare, since he's just a **kid**! And I'm sorry, but Blue Cross doesn't cover any part of the meter!!

Thank you! You did a wonderful job!!

A piece of Danish! You shoulda seen me yesterday!

I'd like to hear about it, but don't you think another flashback might be confusing since we're already in a flashback?

Ahhh, who cares? Listen!



Yesterday, I performed emergency brain surgery!

How do you feel?

I can't really tell you!

Of course not! Let me put your brain back in! Then, you can tell me!



And last Thursday, I separated Siamese twins! And two weeks ago, I did a **HEART TRANSPLANT**!

Oh, was it very difficult...?

Really tough! I had a lot of trouble locating the heart! The patient was a High School Principal!

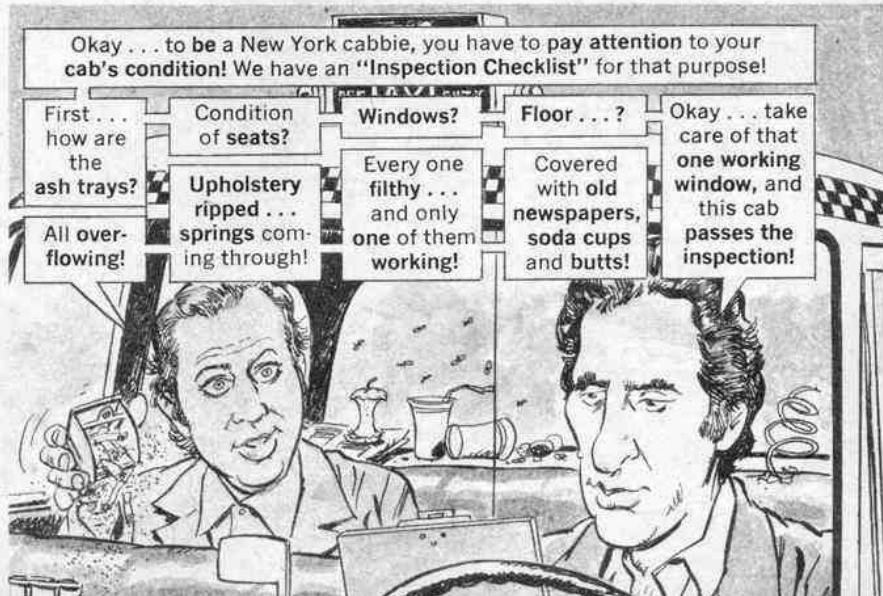
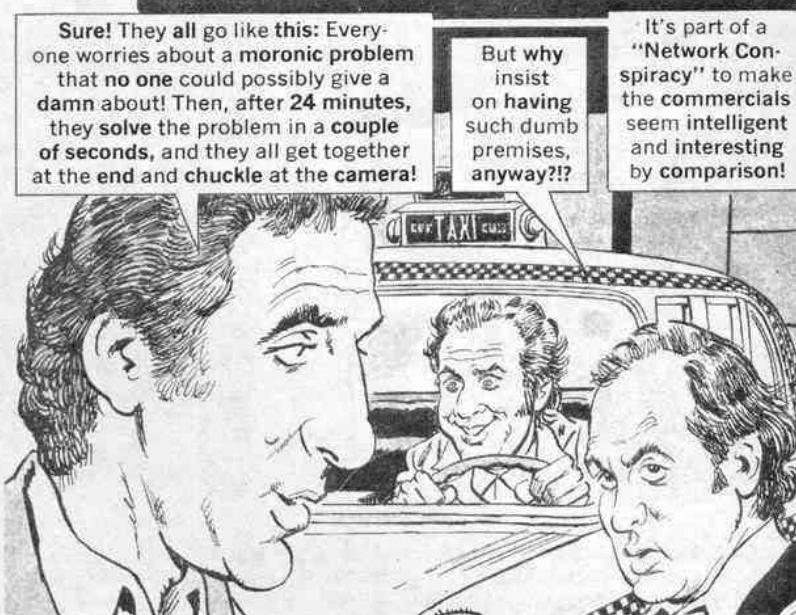
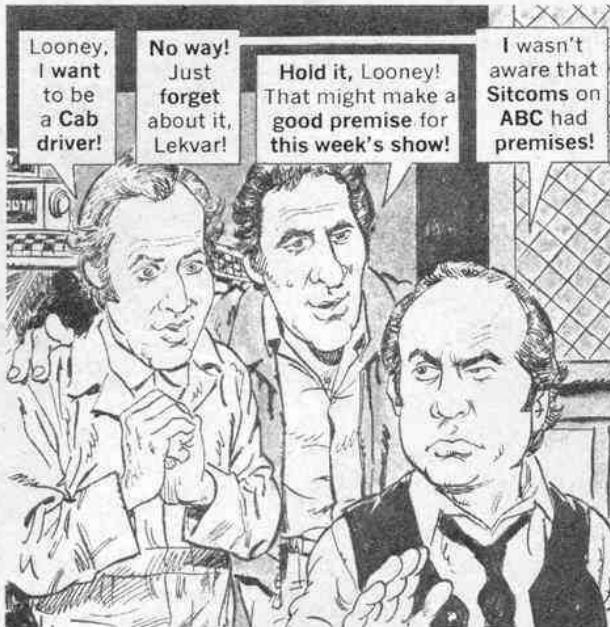
BUNKY



If you can do all these things, why don't you become a **Doctor**??!

And worry about getting a cab in the rain?? Are you crazy??





Lesson Number 2 . . . !

See that light? It's about to turn red! What should a **REAL** New York cabbie do?

Stop at the corner!

Wrong! New York cabbies go right to the center of the intersection before they stop for a red light!

Gee! How come?!

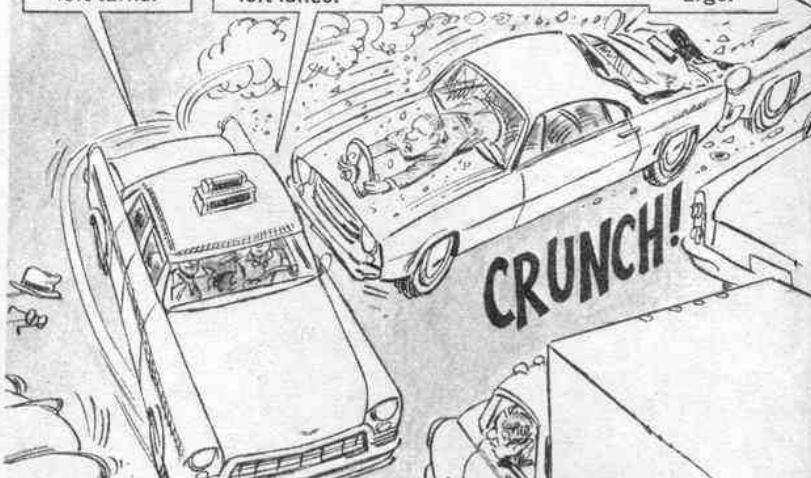
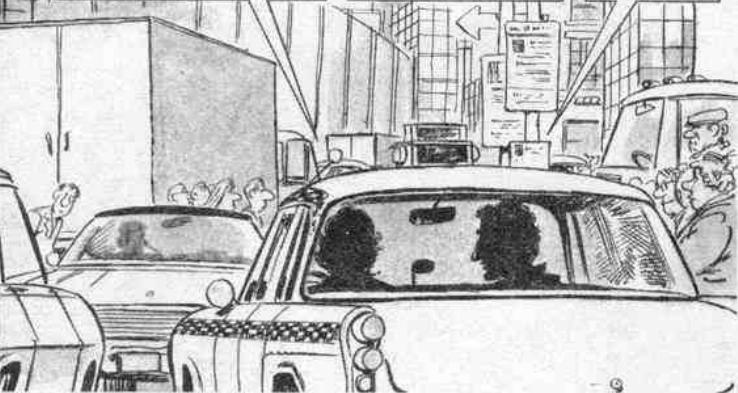
How ELSE are we gonna be able to tie up traffic in both directions?

Okay, Lekvar, what does the Manual say about making left turns?

It says, "Make left turns ONLY from left lanes!"

NOT "The New York Driver's Manual"! . . . "The New York CABBIE'S Manual"!

Oh! Er . . . Whenever you get the urge!!!



Now, before you start out, you have to wipe this glass partition between you and your passengers!

With a clean rag, I suppose!

But THEN, none of the passengers will be able to read the METER!!

No, a dirty oily one!

See that?! You're catching on!!



Another important point! When it starts to rain, always remember to turn on this little switch!

What does the switch do?



Hey, you dumb clowns! Stop that horsing around, and start picking up some fares!

Nov shmoz ka pop!! That's LOONEY! How'd he get inside that little compartment??!

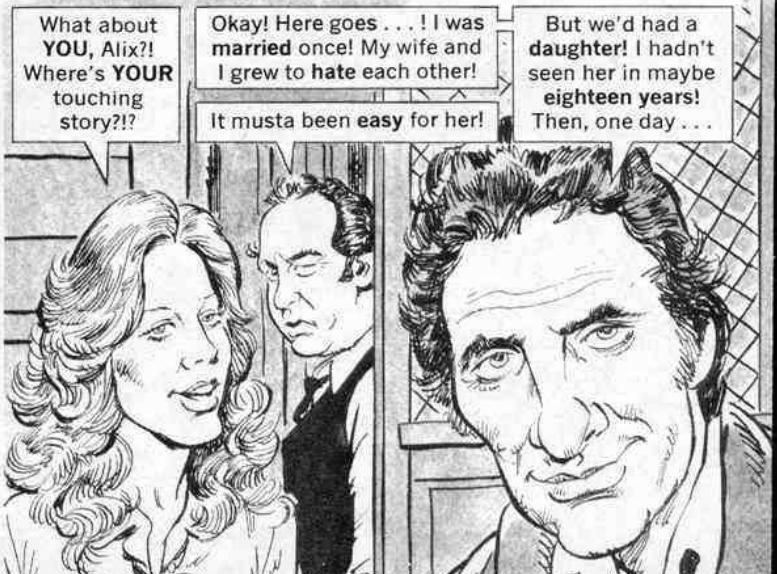
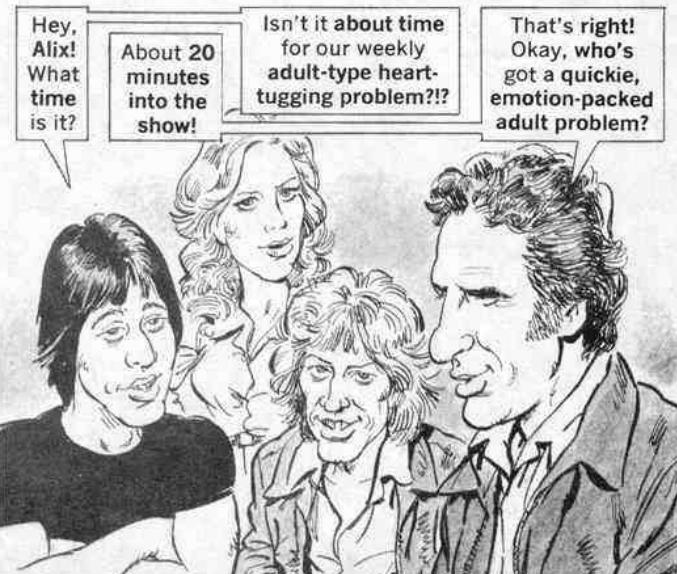
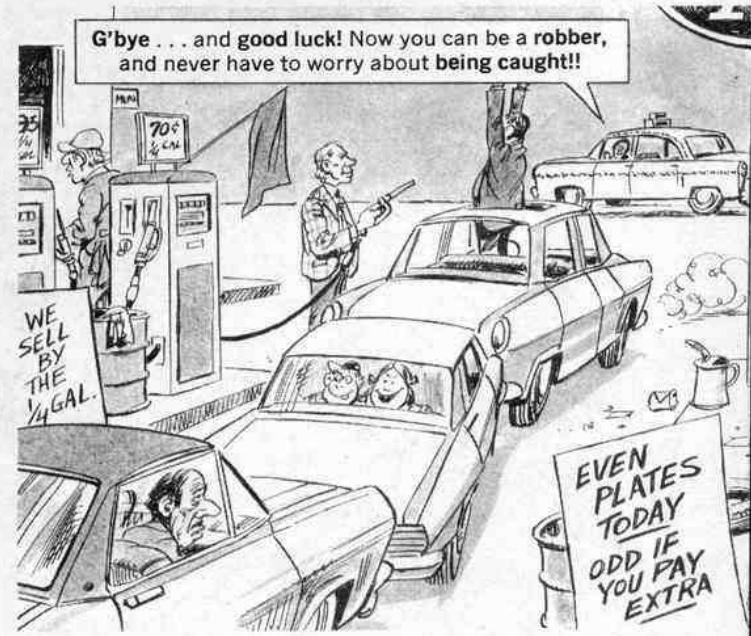
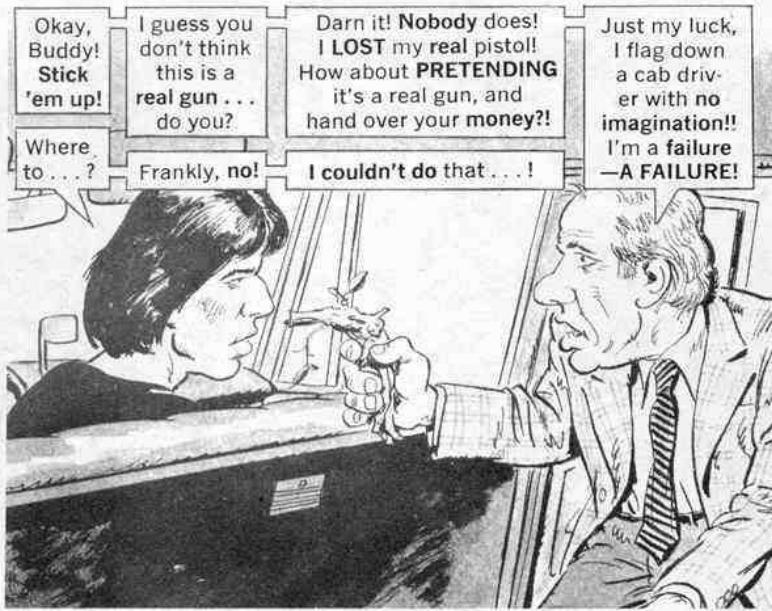
Nahh! That's not REALLY Looney! That's just his voice on the RADIO, you dumb refugee putz!!

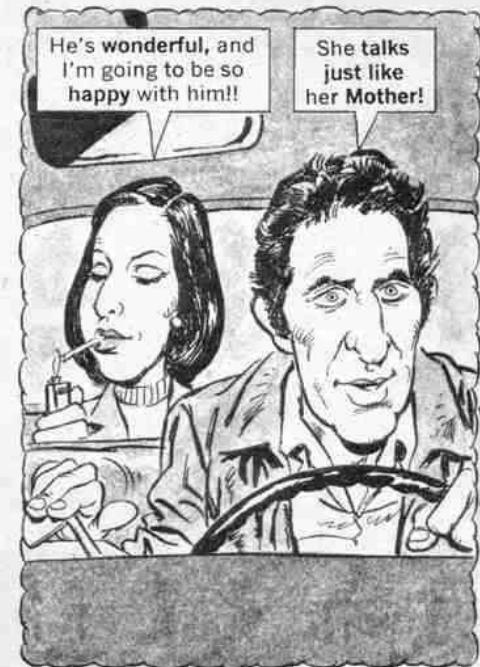
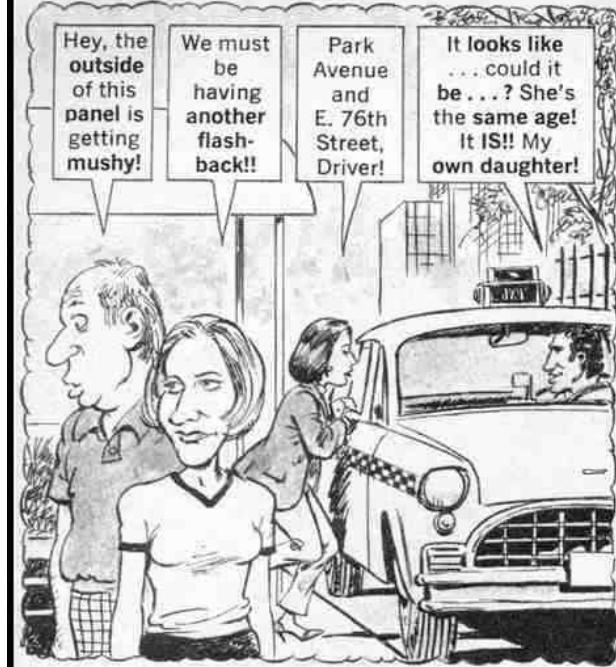


WHO you calling a PUTZ, Alix?

Wow! You really ARE SMALL!!

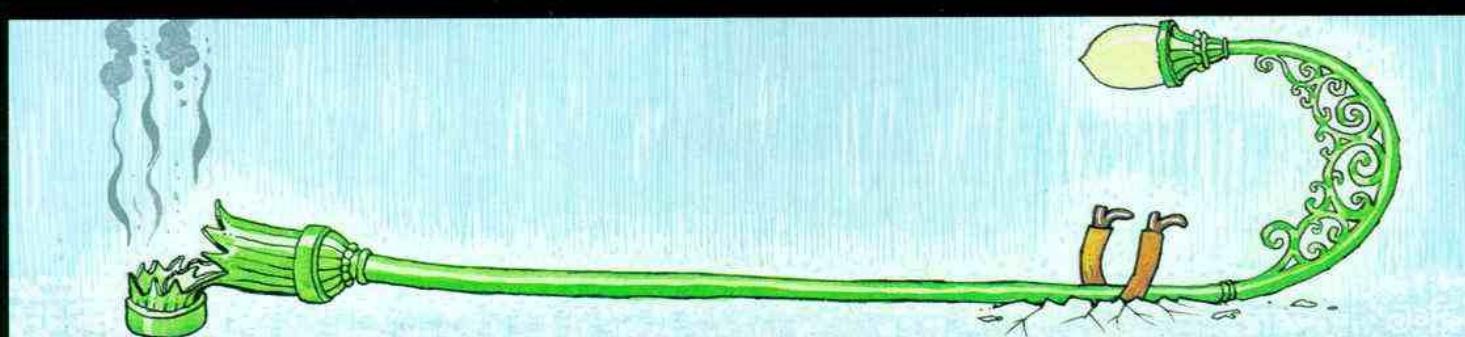
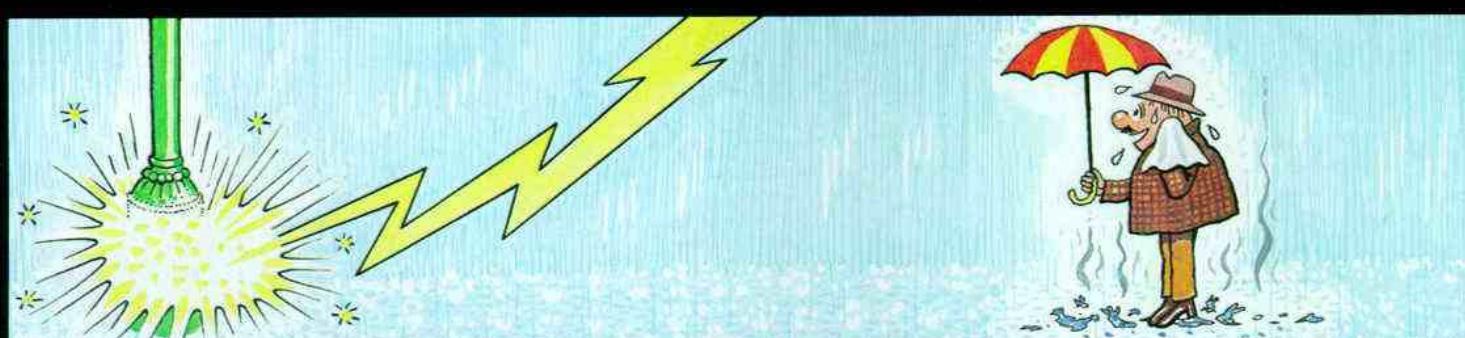






AL JAFFEE DEPT.

# LIGHTNING NEVER STRIKES IN THE SAME PLACE TWICE!



Hey, Dad! You know all those  
Long Distance calls I made to  
you and Mom last month...?



**Reach out. Reach out  
and put the touch on someone.**

Wherever you are, you're never too far away to spend a half hour or so on the phone with your folks back home. And don't worry about the cost. Just reach out. Reach out and put the touch on someone—mainly, them—with another phone call.



**Bilk System**

PHOTOGRAPHY: IRVING SCHICK