

We chide ...

... divide

... deride

... abide

the

... and

(poetically)  
ride

CLOSE  
ENCOUNTERS

DONNY  
& MARIE

GRADUATION  
PICTURES

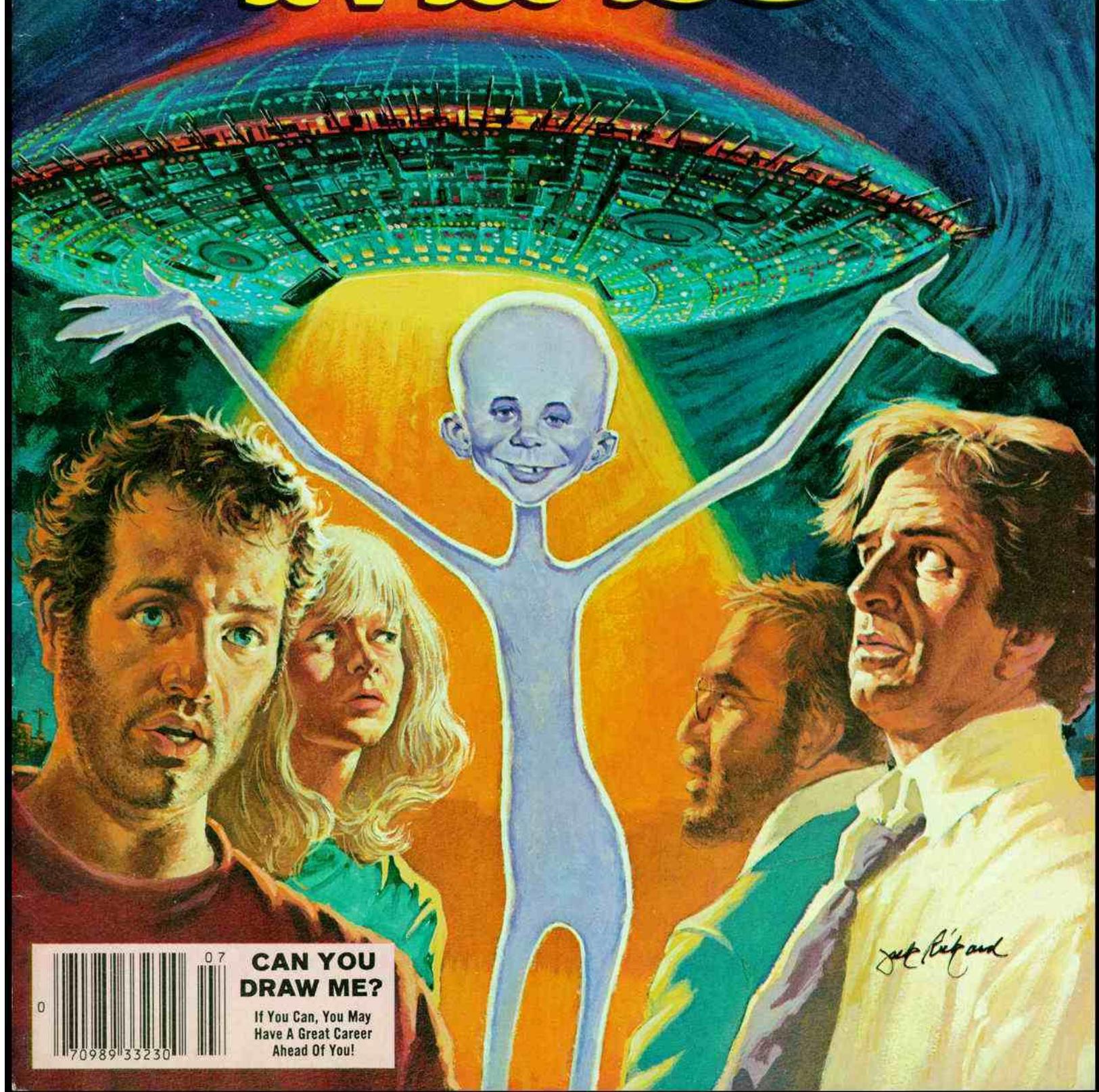
DOONESBURY  
trend ...

SKATEBOARDS

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OUR  
200TH  
ISSUE!  
(Big  
deal!)

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July '78  
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07

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*Joe Lefand*

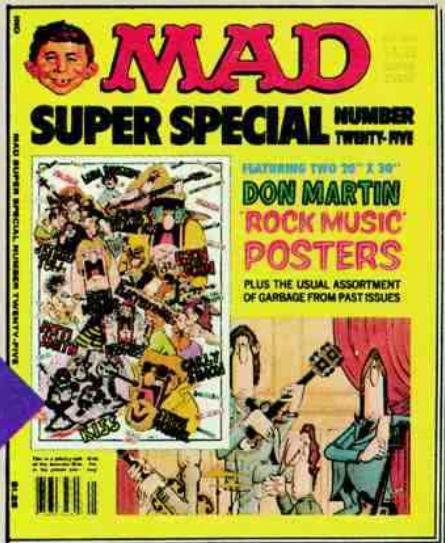
# THEY'RE OFF THE WALL!

AND YOU CAN HANG  
THEM ON YOUR WALL!



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# MAD

"Living it up is like taking out insurance . . . the older you get, the more it costs you!" — Alfred E. Neuman

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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*

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\*\* Various Places Around The Magazine

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## VITAL FEATURES

"CLOD  
ENCOUNTERS  
OF THE  
ABSURD KIND"  
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THE RIME  
OF THE  
MODERN  
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YOU CAN  
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ESCAPE  
STRESS  
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HERE WE SIT IN  
MIDDLE AMERICA,  
HAVING MANAGED  
TO AVOID EVERY  
SOCIAL ISSUE  
OF THE PAST  
40 YEARS.  
/

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# WHY KILL YOURSELF?



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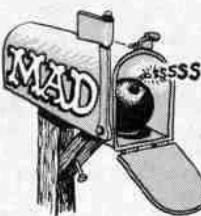
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## CLEANED OUT!

Yep, we cleaned out our stockroom, and found millions more of these full-color portraits of Alfred E. Neuman, MAD's "What-*Me* Worry?" kid. They're swell for framing, wrapping fish or lining the bottoms of bird cages. They're not so swell for selling, as we've found out. So, c'mon. Help us to clean them out for good by sending 35¢ for one, 75¢ for 3, \$1.85 for 9, \$3.15 for 27 or \$6.35 for 81. Mail money to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



## LETTERS DEPT.



### COMPUTER DISPUTER COVER

I enjoyed your front cover on #198. It's about time somebody cut down those disgusting UPC symbols, the blemishers of every product you see!

Anthony Milanese  
Gibbstown, N.J.

I love the way you guys get back at people who force things like the "Universal Products Code" upon you. Just the thought of defacing your great cover with this symbol makes me UPChuck.

Alan Daughton  
Syracuse, N.Y.

Everybody with eyes hates that UPC symbol. Since I collect magazine cover art from way back, I find it particularly distressing. It reduces everything to supermarket level.

Ken Anger  
New York, N.Y.

Did you ever stop to think that maybe your yecchy cover will be defacing the UPC symbol from now on?

William Rooney  
Notre Dame, Ind.

### "THE DIP"

"The Dip" made me drown in a sea of laughter.

Eve Deem  
Daytona Beach, Fla.

Hart and Drucker really went off "The Deep" end. Is anything worth the terror of their 'Dip'?

Paul Smith  
Sarnia, Ont.,  
Canada

Liked your "sequel"! Mark O'Neill  
Crestwood, N.Y.

### ADVANCEMENT OF HUMOR

I'm very pleased with your advancement in humor. I appreciate what you're doing to make the world a little happier.

Roxy Corlino  
Westfield, N.J.

### WHEN THE "UPC" SYMBOL TAKES OVER

I truly pine for the old-time "Mom & Pop" grocery stores whenever that malevolent UPC symbol reminds me that "Big Brother is watching!" the store.

Fran Bojar  
Kearny, N.J.

Regarding Henry Clark's "When The 'UPC' Symbol Takes Over Completely", the man's an innovative genius.

Barbara J. Keiler  
Chico, Calif.

## SCHOOL SUPPLIES CATALOGUE

"School Supplies Catalogue" was very educational. You did, however, neglect to mention that the "Arctic Knight" gym showers, which filter out all hot and lukewarm water, channel that water directly to the drinking fountains. Mary Moad  
Oklahoma City, Oklahoma

Congrats to Tom Koch and Bob Clarke on "School Supplies". After great effort, I managed to acquire a copy of the Cincinnati School Board Supply Listings. An exact duplicate! However, you did forget unlightable Bunsen burners.

Greg Gast  
Cincinnati, Ohio

Koch and Clarke forgot those metal-tipped, top-heavy, thoroughly unwieldy window poles that often bring down a shower of glass on some poor, straining Window Monitor.

Karen Carbone  
Whitman, Mass.

It looks like my school bought *all* of the items!

Jim McDermott  
Wantagh, N.Y.

### YOU CAN'T BEAT THE SYSTEM

"You Can't Beat The System" really hit home with me. I moved to Chicago six months ago and have been turned down repeatedly when I apply for credit cards to local stores. The reason: I don't have a sufficient credit record in Chicago, but obviously can't build a credit rating until I obtain some credit cards!

Judy Spira  
Chicago, Ill.

### AROUND NOON ON A MOVIE SET

Don Martin's "Around Noon On A Movie Set" was very hard to swallow!

Rick Dunlap  
Park Forest, Ill.

Was the actress in Don Martin's "Around Noon On A Movie Set" an appetizer?

Lane Timmons  
Baldwin Park, Calif.

### MAD ONE-TIME-USE-PRODUCTS

What a match-up in Porges and Jaffee. A writer-artist collaborating with an artist's artist-writer's writer. Not to be a "One-Time-Use"!

Hames Ware  
Pine Bluff, Ark.

"One-Time-Use Products" was the limit!

Laurence Abraham  
Teaneck, N.J.

I think your "MAD One-Time-Use Products" article should also be put on the list of "One-Time-Use-Products".

Gwen Urdang  
Providence, R.I.

### LEGENDARY WIRE HANGERS

I was really hung up on "Some Legendary Wire Hangers".

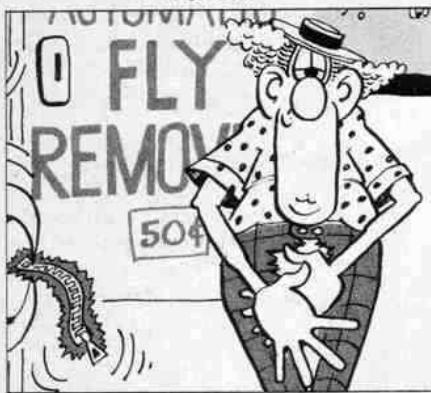
Jill Southers  
Encino, Calif.

#### BUS STATION CRIME

Don Martin's "One Evening In A Bus Station" was a real rip-off!

Greg Lamson  
Agawam, Mass.

Rip Off?



#### TEN LITTLE BUSINESSMEN

Frank Jacobs' "Ten Little Businessmen" was regrettably realistic. May I add:

*All the "Little Businessmen"  
Who tried so hard to win,  
Now stand in long employment lines  
At Shell and IBM!*

Andy Siedlecki  
Dartmouth College  
Hanover, N.H.

I never thought I'd write a serious letter to MAD but I read "Ten Little Businessmen" and I wanted to cry. It's an accurate picture of my beloved South Bronx, which I fled! All the grimy goings-on that culminated in it becoming a wasteland, where once there were dreams and hope.

Dorothy Parker  
Levittown, Pa.

*The "Ten Little Businessmen"  
Was really quite profound;  
City fathers, please take heed,  
Or else we're ghetto bound!*

John Rios  
Los Angeles, Calif.

#### A WHALE OF A FOLD-IN

Happy to see Al Jaffee accentuated the fact that Japan and Russia were neck-to-neck in the race for depleting the number of whales, to the shame of the humane world. Maybe a subsequent Fold-In could show the recent winner of that race, Japan. Thanks to the slaughter of one thousand dolphins, close relatives of the whale, by Japanese fishermen, their country has finished first on both accounts!

Mary-beth Gadzik  
New Britain, Conn.

We who love and respect whales are very grateful.

Chas Stevenson  
Connecticut Cetacean Society  
Avon, Connecticut

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

ALSO PLEASE SEND ME THESE OTHER ORIGINAL SINS I'VE CHECKED BELOW:  
(I'M Really Going To Hell With Myself!)

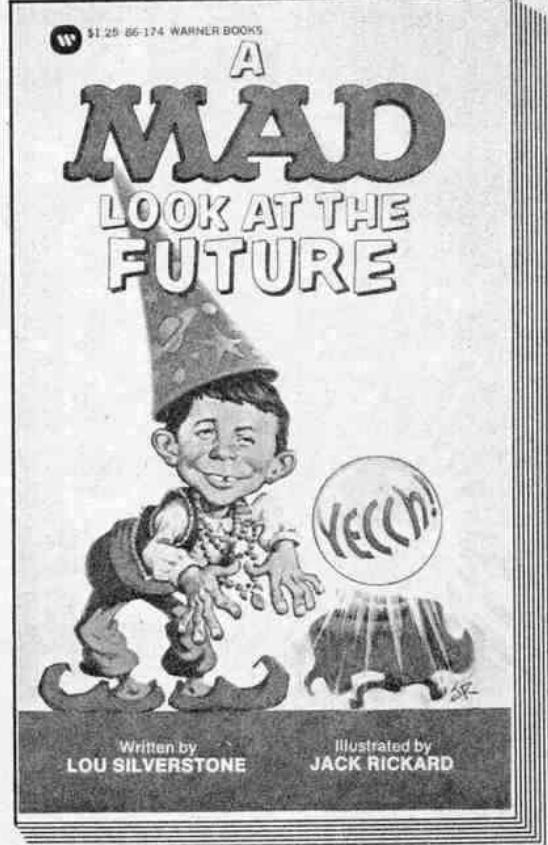
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- DON MARTIN's Captain Klutz
- DON MARTIN Cooks
- DON MARTIN Comes On Strong
- DON MARTIN Carries On
- DON MARTIN Steps Further Out
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- DAVE BERG Looks at Living
- DAVE BERG Looks Around
- DAVE BERG Loving Look
- The All-New SPY vs. SPY
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BOFFO UFO DEPT.

How about a big budget science fiction flick about real people coming into contact with creatures from outer space? Just ordinary people like you and me . . . facing a

# CUOD ENC

How come we're working in such a foul wind???

One of the staff made a foolish mistake!

You mean the staff meteorologist, in predicting the weather?

No, the staff cook, in feeding the troops tacos and beans!

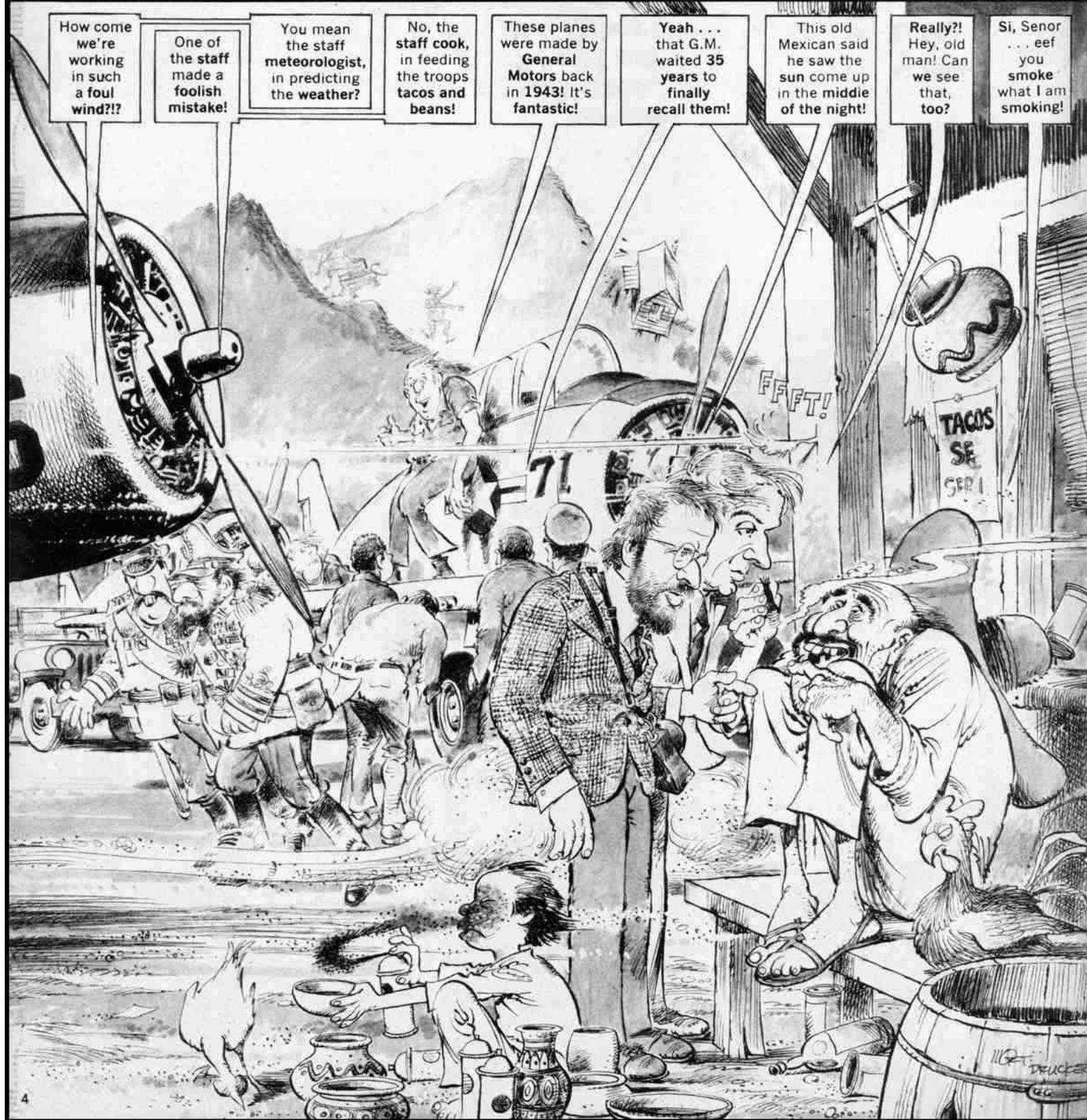
These planes were made by General Motors back in 1943! It's fantastic!

Yeah . . . that G.M. waited 35 years to finally recall them!

This old Mexican said he saw the sun come up in the middle of the night!

Really?! Hey, old man! Can we see that, too?

Si, Señor . . . eef you smoke what I am smoking!



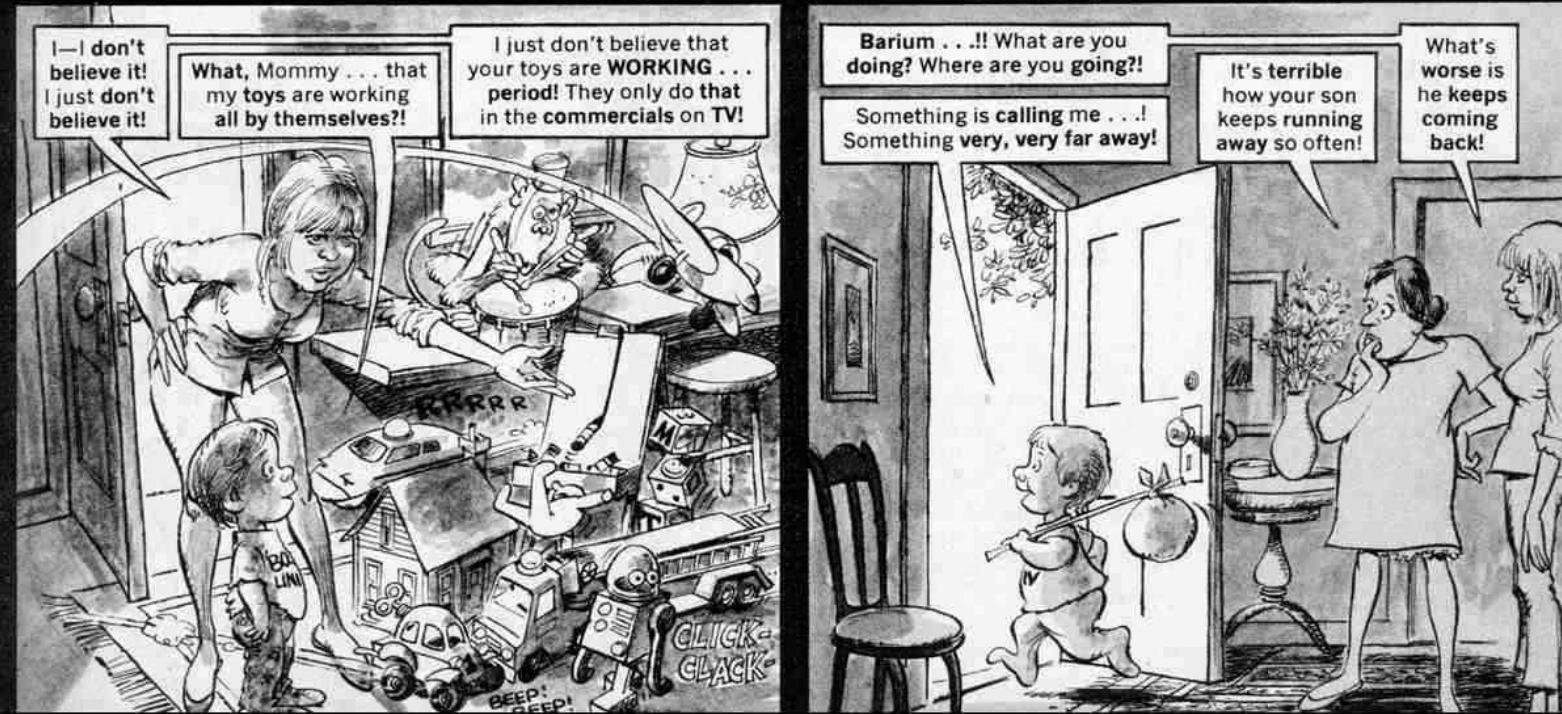
totally new experience! Sounds like a fantastic idea, huh? Well, somehow, between the idea and the execution, something went wrong, and what they ended up with was

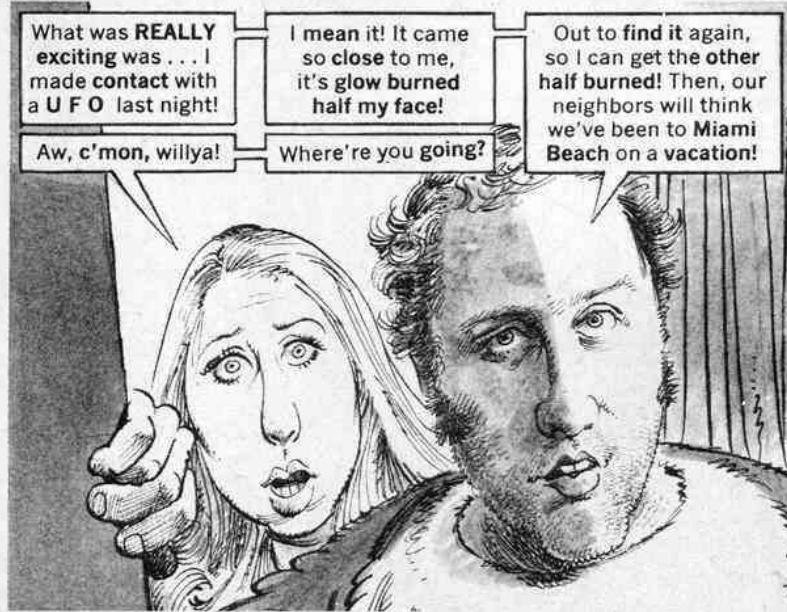
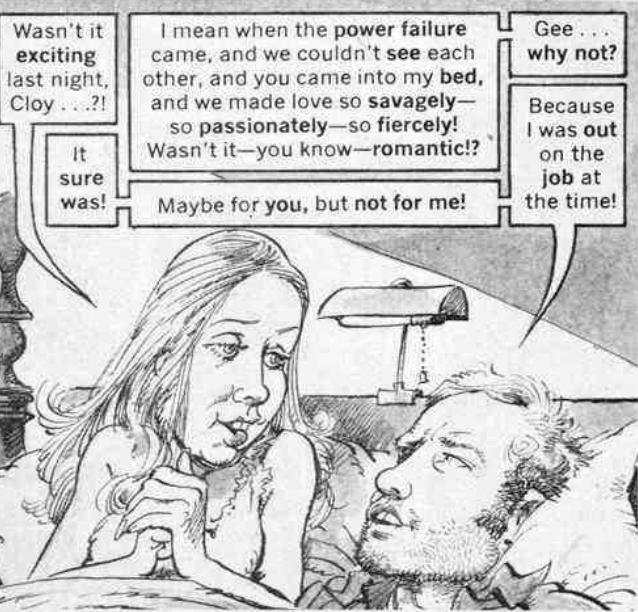
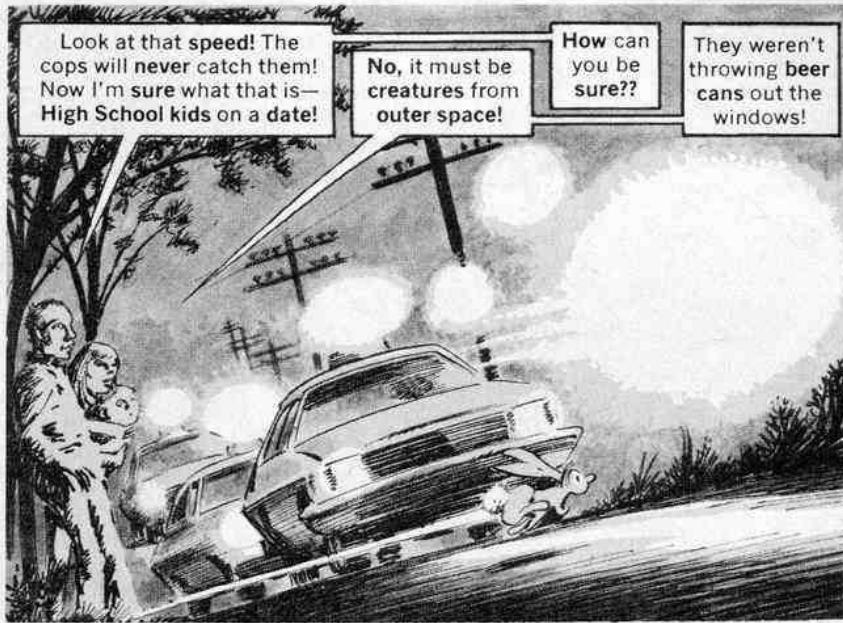
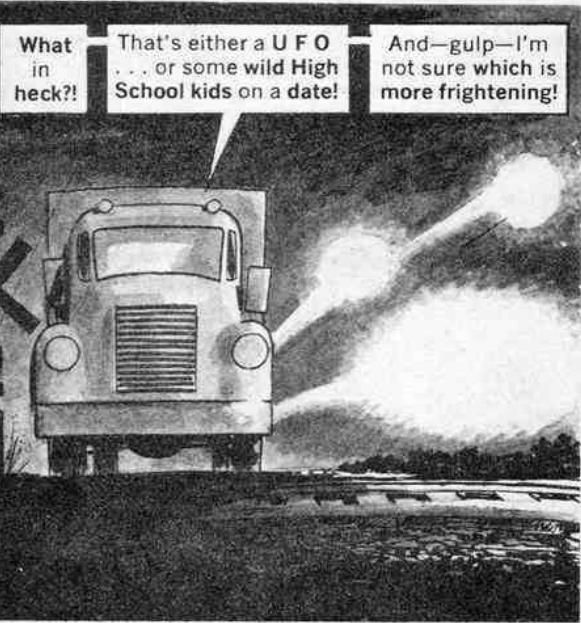
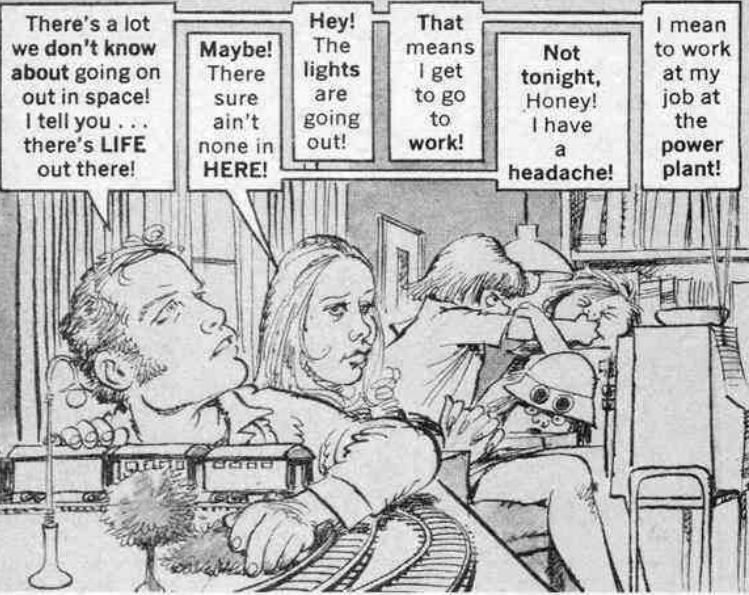
# OUNTERS OF THE ABSURD KIND



ARTIST: MORT DRUCKER

WRITER: STAN HART







Why are we in India? What are all these people doing?

They heard some strange musical tones . . . coming from ze air!

But why did they come to this spot? There's no shelter from the scorching sun . . . nothing to drink . . . no toilet facilities . . . and they can't possibly see where the music is coming from!

They thought eet was a Rock Concert!

I've got it! Look! If we convert those tones they heard in India into numbers and letters, we get "G-47" . . . "N-33" . . . "O-72" and "B-12"!!!

Ah-hah! Zat is eet! Zat is eet! Mon dieu, we haf intercepted an inter-galactic "Bingo" game!

No, I think they're global coordinates! Someone . . . or some thing from outer space is trying to arrange a meeting with us somewhere!



Beep!  
Boop!  
Bing!  
Bong!

What are you doing, Barium?

Dopey kid! You'll outgrow all your silly fantasies by the time you're sixteen—which—unfortunately, is next year!



There! I've blocked out all the light!

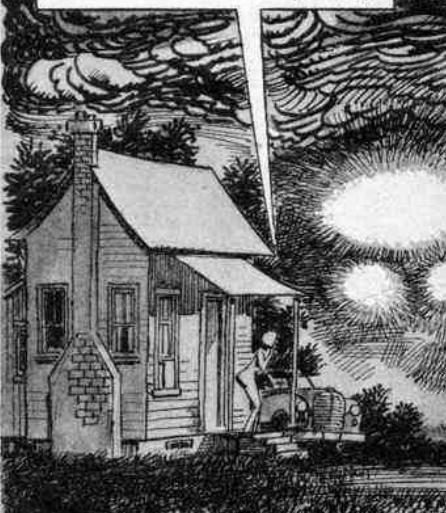
You'll be all right now, Barium!

Barium? Barium?! Don't be frightened! You can talk now!

Not . . . quite! You're standing on my throat!



I've heard of child care centers . . . but never one that picks up!



There are no such things as UFO's!

How can you say there are no UFO's! I've seen them myself!

And one took my child!

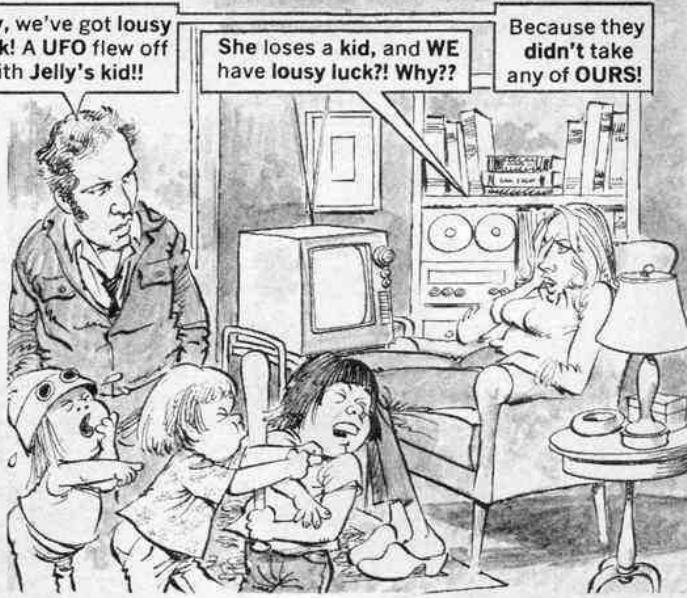
Let me assure you, Madam . . . the Government would never lie to the American public!

Really? How about Vietnam and Watergate?

Boy, we've got lousy luck! A UFO flew off with Jelly's kid!!

She loses a kid, and WE have lousy luck?! Why??

Because they didn't take any of OURS!



That mound-shape fascinates me . . . almost hypnotizes me! It must mean something!

Maybe we're being invaded by alien mashed potatoes!

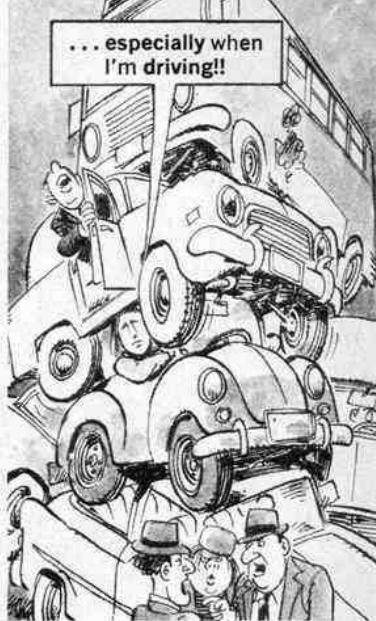
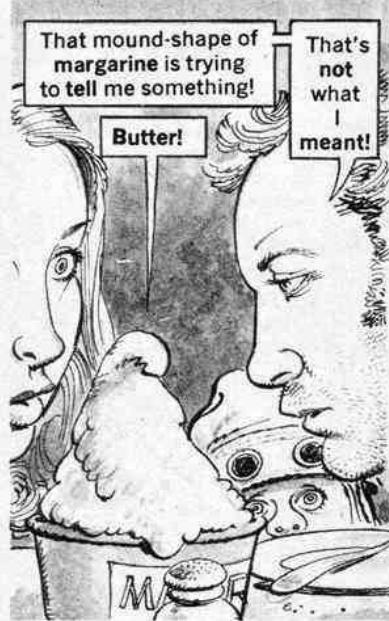
That mound-shape of margarine is trying to tell me something!

Butter!

That's not what I meant!

That mound-shape again! I must try to stop thinking about it . . .

. . . especially when I'm driving!!



He hit me first!

I hate him! He started it!

Men on first and third—two out, top of the sixth!

I told my buddies they could come over, and they're coming over!!

Over my dead body!

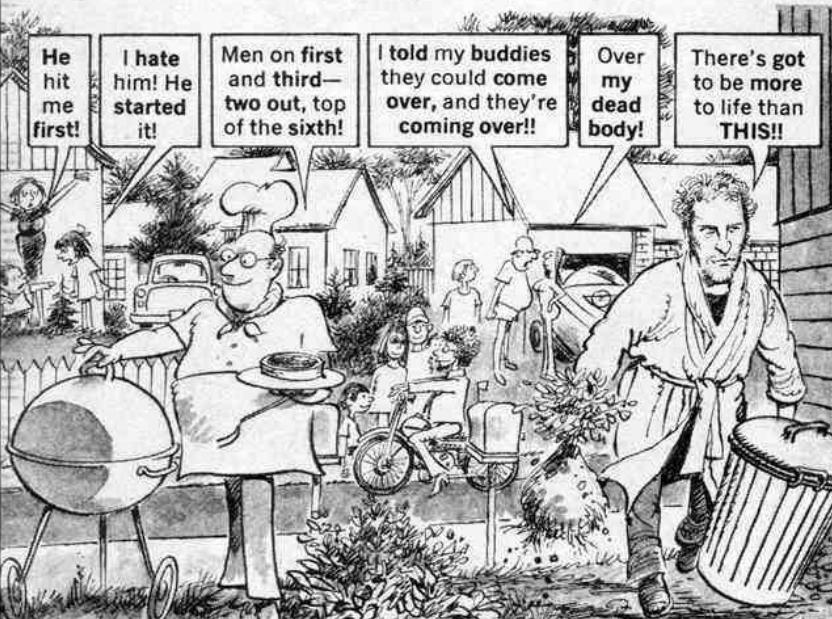
There's got to be more to life than THIS!!

But we're living the American Dream! We have a house . . . a huge mortgage . . . two and a half kids—

Yes! A boy, a girl . . . and I'm not sure about Bruce! We're a typical American suburban family! What could be better than this?

Two and a half kids?!

In a word—ANYTHING!



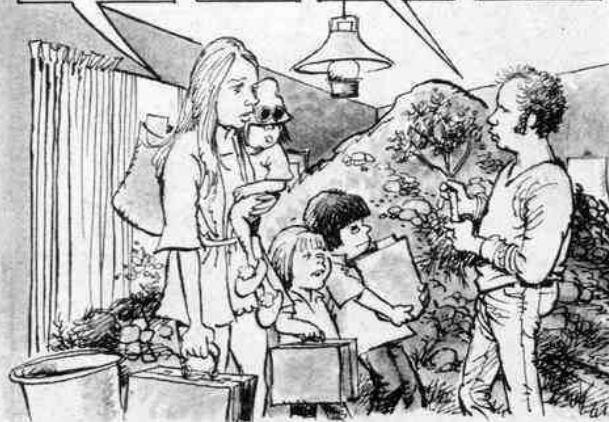
You expect me to live in a house with all that mud and schmutz? I'm leaving!

When will you be coming back?

I'm not coming back! I'm getting a divorce!

But why?!!

I TOLD you we were the typical suburban American family!



That's it! That's the mound I've been seeing!

Yes! This mound is in Wyoming!

What's going on out there...?

Glad you asked! The U.S. Army is evacuating the area because of poison gas!

I don't believe it!

Neither do I, but I only read the news, kiddo!

I'm going to Wyoming to see for myself!

Bon voyage and dress warm!

Boy! Talk about your friendly TV News-caster!



What are you doing here in Wyoming?

I'm looking for Barium! I thought I'd start with the last state in the alphabet and work backwards!

Ever see that shaped mound before?

All the time... when I'm changing my kid's diapers!

There seems to be a LOT of that in this movie!



Let's take off these gas masks and make a break for it! The army is lying about that poison gas!

I knew the truth the minute I made that model of "The Devil's Tower" from all that garbage and mud and manure!

If you don't mind, I'll leave the gas mask ON when we make our break! You should've showered before you left home!



They're getting away! We have to stop them! Okay—who wants to go? It's a swell climb up a lovely mountain! It's wonderful exercise, with plenty of fresh air, and a berry patch at the top! Uh... anyone care to join me?

Boy, when they made it an all-volunteer army, they really made it an all-volunteer army!!!



They're spraying sleeping gas, but we're in luck! It's drifting away from us!

I think some of the gas drifted into the audience!

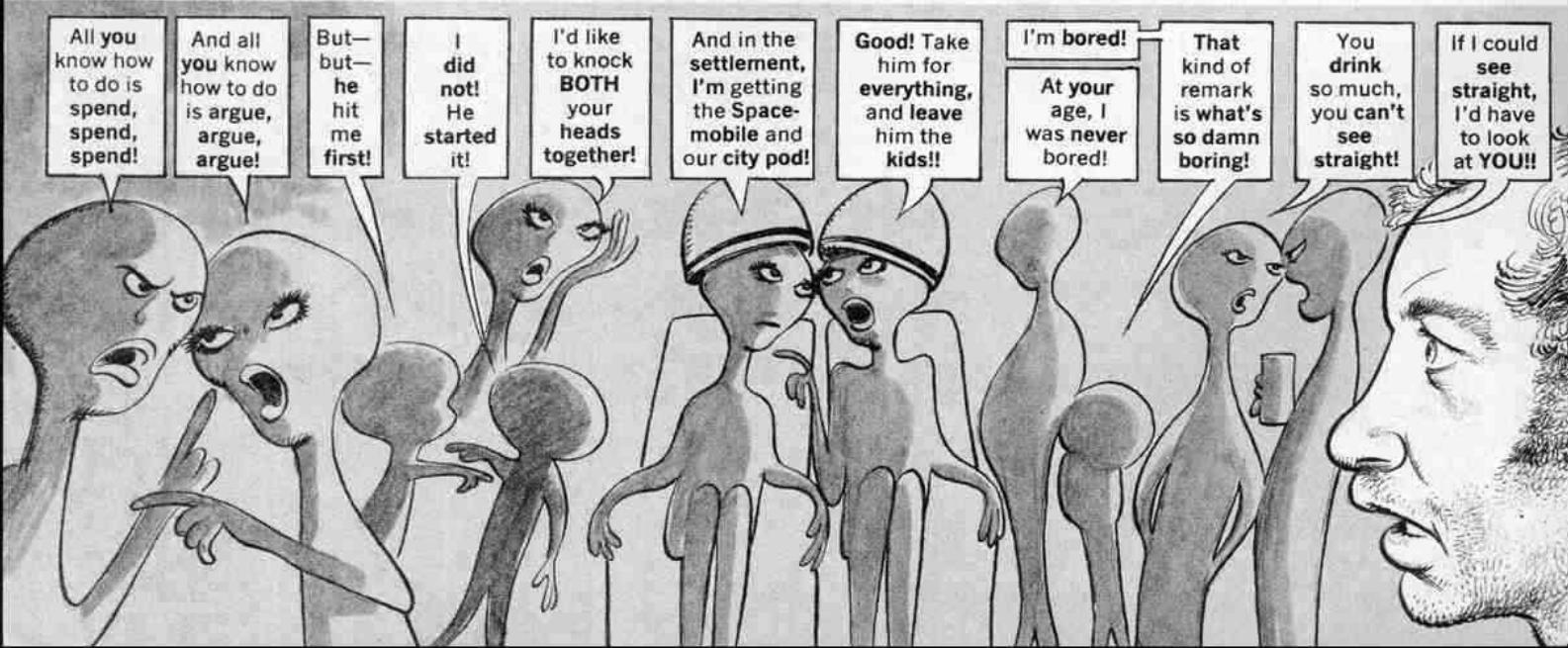
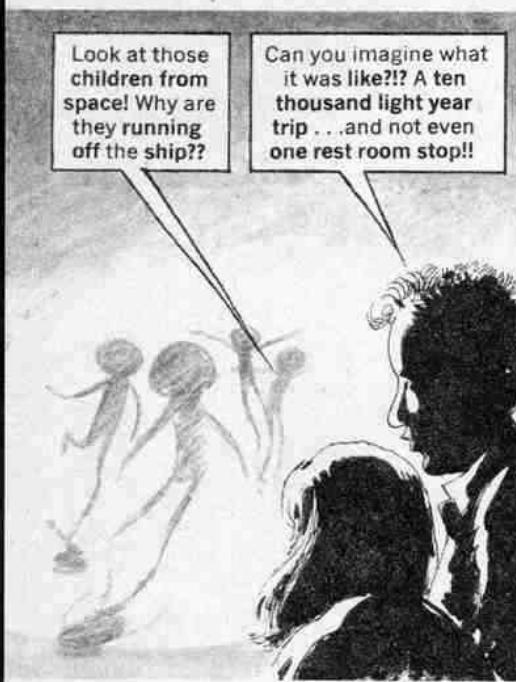
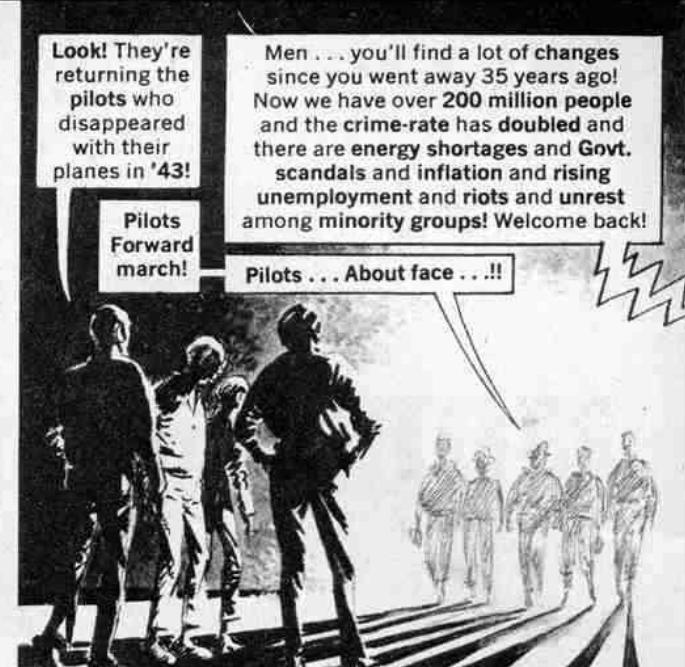
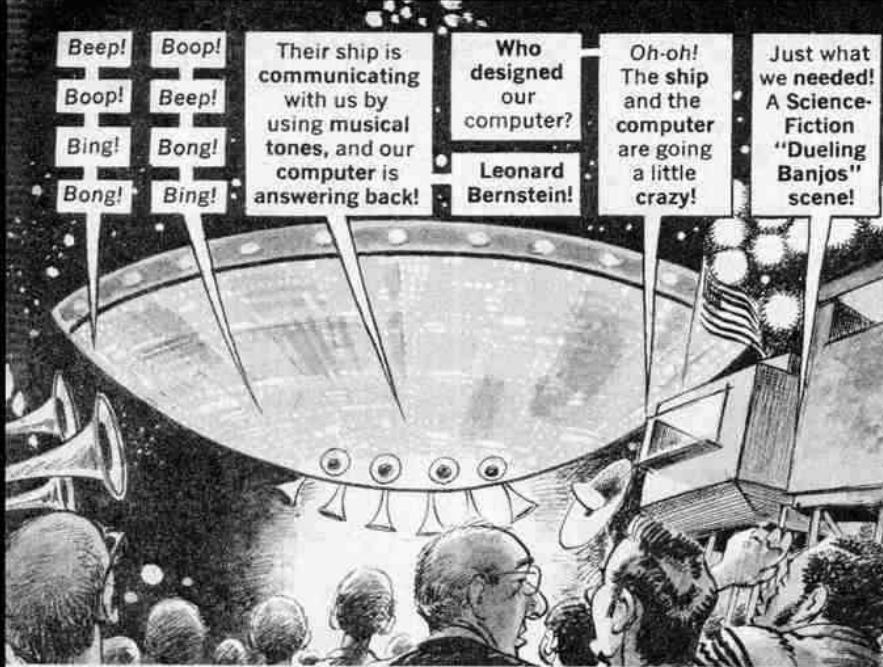
No... THEY fell asleep waiting for the dazzling SPECIAL EFFECTS we publicized!



See?! I TOLD you there was something going on up here!!

We climb this whole damn mountain just so you could take me to a NIGHT GAME??!







# THE RIME OF THE MODERN SKATEBOARDER

(With apologies to Samuel Taylor Coleridge's "The Rime of the Ancient Mariner")

Written by Tom Koch Illustrated by Don Martin



He was a wild-eyed skateboard freak; "I've slalomed all through hell," he said.  
He stoppeth one of three. "That's where I skinned my knee."

He freestyle up the wall and back; Then, crouching on his board,

He launched into his ghastly tale, While those around him snored.



"It started at a Skatepark near My California home.  
'Twas there I met two kindred souls, Big Stan and Small Jerome.

"The three of us all shared the dream  
Of learning far-out tricks  
Like tail-taps and three-sixty turns  
To help us score with chicks.



"Six days a week we practiced on  
The Skatepark's asphalt deck.  
(The seventh day, I washed my hair  
And cashed my welfare check.)

"In time, we three had learned to do  
The One-Wheel Pirouette;  
And then we stopped to marvel that  
No girls had noticed yet.

"Said Stan, 'I fear these hot-dog tricks  
Will never land a dame.  
So why not try for second best:  
The Skateboard Hall of Fame?'



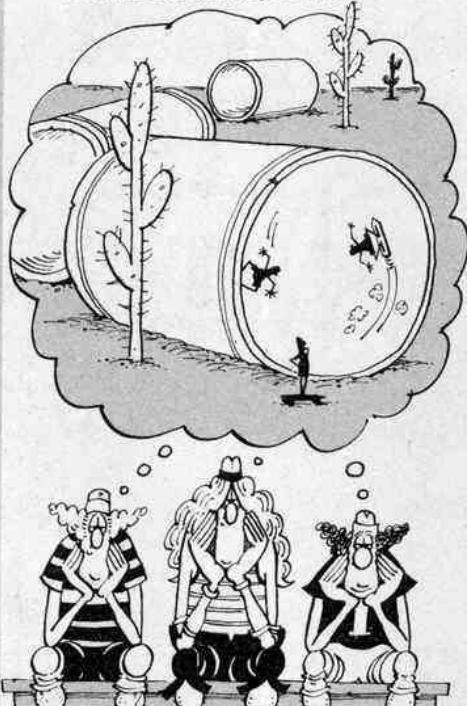
"The Hall of Fame!!!? We'd seen its plaques,  
And knew its honored types  
Were those who'd dared to skate inside  
Of giant, hollow pipes.

"To make our trip a sure success,  
We packed our kits with care.  
I brought the jelly sandwiches,  
The plates and silverware.



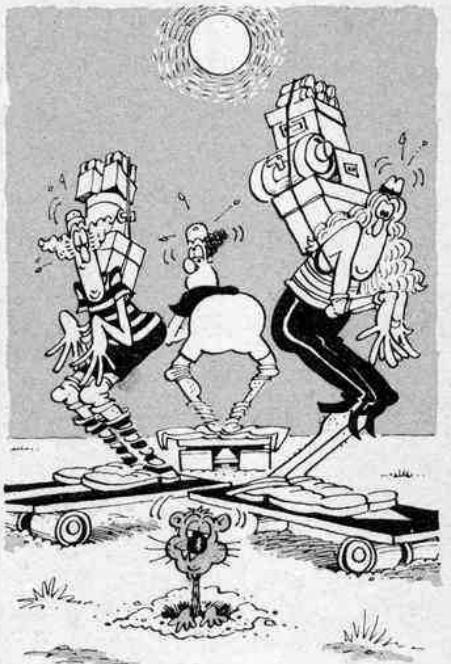
"Stan brought some skateboard urethane  
In case the wheels got hot.  
Jerome said he'd bring water bags,  
But somehow, he forgot.

"Two stories high, those lengths of pipe  
Loom o'er the desert floor,  
Abandoned there by thirst-crazed men  
Who'd passed that way before.



"To reach them, you must slog through sand  
A hundred miles from town.  
Still worse, when skating in a pipe,  
You're often upside down.

"And so, our throats became more parched  
With every passing day.  
Worse yet, we found no pipes to skate.  
We'd clearly lost our way.



"As time slipped by, our hopes grew dim  
Of ever being found.  
Then, suddenly, a gopher popped  
Its head above the ground.

"This prospect panicked Small Jerome,  
Who asked, 'Why must we dare  
To skate someplace we might get killed?'  
Quoth Stan: 'Because it's there!'



"Such logic could not be denied.  
It drove us forth to meet  
The destiny that lurked there in  
The hellish desert heat.

"'A good luck omen!' cried Big Stan,  
And Small Jerome agreed:  
'A gopher-powered skateboard is  
The very thing we need.'



"A tiny treadmill soon was built  
Where gopher paws could run.  
We nailed it to our strongest board;  
Then climbed on, one by one.

"Big Stan yelled, 'Mush!' The gopher strained.  
I felt the skateboard start!  
And as it moved, a giant weight  
Was lifted from my heart.



"We all felt cheered, and foolishly  
We laughed and joked and talked;  
For we had yet to learn how slow  
A weary gopher walked.

"His treadmill pace was soon a stroll;  
Our motion all but ceased.  
Half crazed, I screamed, 'You goldbrick, you!'  
And then I killed the beast.



"'You fink! You've killed our good luck charm!'  
I heard Big Stan emote,  
While Small Jerome the gopher tied  
Around my pulsing throat.

"My former friends then left me there.  
Stan put their reason well:  
'In summer weather such as this,  
Dead gophers tend to smell.'



"Left with the skateboard all alone,  
Time weighed upon my hands.  
It's hard to practice wheelies 'mid  
The shifting, whisp'ring sands.

"In that unceasing desert heat,  
My mind began to fail.  
One time, I even thought I saw  
The gopher wag its tail.



"Thus, I assumed my eyes played tricks  
When on the seventh day,  
A grizzled skateboard spook appeared,  
And slalomed straight my way.

"I sensed he was no earthly thing.  
For though his speed was great,  
I saw his board had rusty wheels  
From some old roller skate.



"His eyes were wild; his socks were torn;  
His beard was long and fine.  
Said he, 'That gopher 'round your neck  
Was once a friend of mine.'

"'You killed my pal!' he shrieked at me.  
'For that, you'll dearly pay.  
My ghostly curse will follow you  
Until it's Judgement Day.'



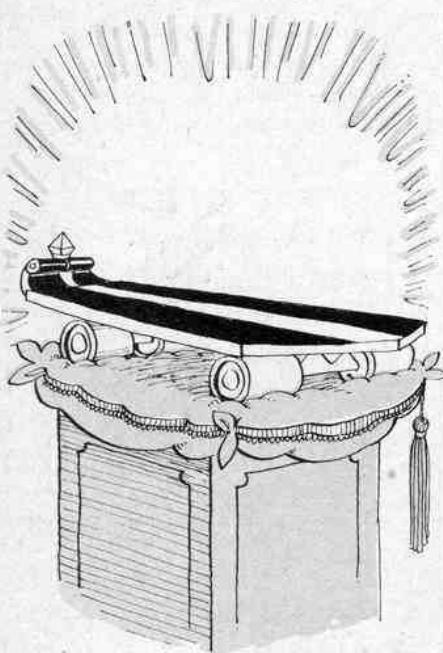
"He vanished, and I glumly thought  
That things could not be worse.  
Forever seemed like quite a while  
To stay beneath a curse.

"I can't recall how long I'd walked  
In mindless exercise  
When far away, I thought I saw  
A town of goodly size.



"It's only a mirage, I guessed.  
No town could really be  
In such a God forsaken spot.  
Still, why not check and see?

"I won a million bucks that night,  
And made a gambler's vow  
To have the custom skateboard built  
That stands before you now.



"Its wheels are made of diamond dust  
Mixed in with urethane.  
The trucks are cast of solid gold.  
The kicktail's teakwood grain."

"To my surprise, the town was real.  
I whooped with sheer delight  
To see old broads in tennis shoes  
Stand bathed in neon light.



"'I'm saved!' I screamed at one old dame.  
'This place is Xanadu!'  
Said she: 'Las Vegas is its name,  
I'll bet you five-to-two.'

The skateboard freak then paused amid  
The tale he'd come to tell;  
And as he hugged his costly board,  
One teardrop on it fell.



Spake he at last: "I still have times  
When sorrow seizes me.  
A guy gets glum to know he's cursed  
For all eternity."

"The gopher I soon flung aside  
To toast my change of fate.  
Its body struck a roulette wheel,  
And stopped on number eight.



"'You win!' I heard a voice call out.  
'That's quite a clever play.'  
And then I saw the man in charge  
Push piles of chips my way.

"For though I've lived through my ordeal,  
And ditched the gopher, too,  
And have the finest skateboard known,  
One thing still makes me blue.



"I'm doomed through life to tell my tale,  
So ghastly and unreal.  
If you've been bored to hear it once,  
Just think how I must feel."

**THAT OLD FAMILIAR STRAIN DEPT.**

Pick up any popular magazine, and you're sure to find an article proclaiming, "Stress is the Number One health problem in the nation today! It can kill you!" Naturally, reading this statement causes you to suffer a lot more stress. But reading the rest of the article can push your blood pressure even higher, because the author invariably claims to have found some miraculous new thought process or life style that will enable you to escape from all of the pressures of daily existence. Who do these writers think they're kidding? They must take us for a bunch of idiots! Because, as anyone knows who lives in the real world of unending frustration and annoyance and fear . . .

# YOU CAN NEVER ESCAPE FROM STRESS

ARTIST: JACK DAVIS

WRITER: TOM KOCH

**YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .**



... having Tony Orlando and Dawn finally off weekly television offers absolutely no assurance that they won't soon be back.

**YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .**



... even after you've studied hard and memorized the answer to every possible exam question, you still have to worry that you may get sick and throw up before you can write enough stuff down to avoid flunking.

**YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .**



... Selective Service still keeps a file on every man who ever registered so they can all be drafted in case of a national emergency, but Lord only knows what the Pentagon considers a national emergency.

**YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .**



... you're constantly reminded that Steve Cauthen is more successful at the age of 17 than you'll probably be in your entire life.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE ...



... Carmelite nuns, Utah State football players, left-handed Volvo salesmen and Irish contraltos are all members of minority groups, and there's no telling which will become the next to turn militant.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE ...



... the world is made up of only two kinds of people: those who ride motorcycles, and those who have to listen to the people riding them.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE ...



... that brainy kid who won your sixth grade spelling bee is still out there, somewhere in this world ... just waiting for another chance to make you look bad.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE ...



... ridding our society of all the substances that have been found to cause cancer in rats may just mean we'll soon be confronted by billions of robust, healthy rats.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE ...



... we'll have at least five more Presidential elections in which Teddy Kennedy will still be young enough to run, and by then we'll have to start worrying about David Eisenhower.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE ...



... buying a clock radio just means that you'll be jolted awake every morning by a grating disc jockey instead of a clanging bell or an irritating buzz.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .



... there's a chance that this will be the day when Ralph Nader denounces the cereal you always eat for breakfast as being "... a dangerous potential killer."

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .



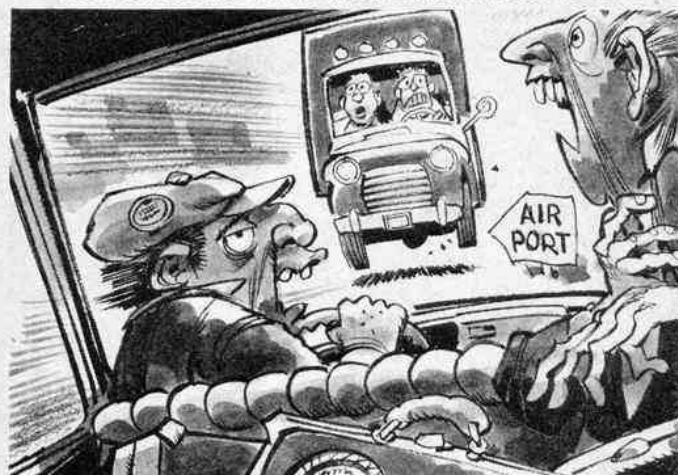
... members of other racial groups may interpret the way you behave in their presence as being too hostile . . . or too patronizing . . . and either way, you're in big trouble.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .



... seeing how even Anita Bryant can become controversial makes you worry about your publicly expressed opinions of Ron Howard, Donny and Marie, Tom Seaver and Winnie the Pooh.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .



... commercial aviation is becoming safer at just about the same rate that your chances of getting to the airport alive are becoming almost negligible.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .



... every time you follow a highway flagman's signal, you know that you're putting your life in the hands of some high school drop-out who makes \$3.16 an hour.

YOU CAN NEVER ESCAPE FROM STRESS BECAUSE . . .



... you strongly suspect that Idi Amin's broad smile, lavish promises and professed love of the common people could get him elected President here, too, if he ever decides to run.

Did you know that "jeans" . . . which were originally made to be worn by **workmen**, **farmers** and **laborers**, and are now the "IN" thing to wear in this country . . . are also the rage in **Europe**???

In fact, when I was in **Moscow** on this trip, a **Russian** guy offered me a lot of money for my jeans!

Did you sell them to him?

I never got a chance! A couple of **Communist** **Policemen** showed up suddenly and arrested him!

Whatever for . . . ?!?

For wanting to look like a **CAPITALIST**!!



**BERG'S-EYE VIEW DEPT.**

# THE LIGHTER SIDE OF...

If Roger Kaputnik calls, I don't want to talk to him! If he comes to the **house**, before you slam the **door** in his face, tell him he's no longer welcome here!!

But Roger is the **BEST FRIEND** you have in this world! You've been buddies ever since you were kids!

I don't care! It's all over between us! He cheated me out of thousands of dollars! I lost out on the biggest real estate deal I ever had going for me!!

But . . . but it was **ONLY** a Monopoly Game!!





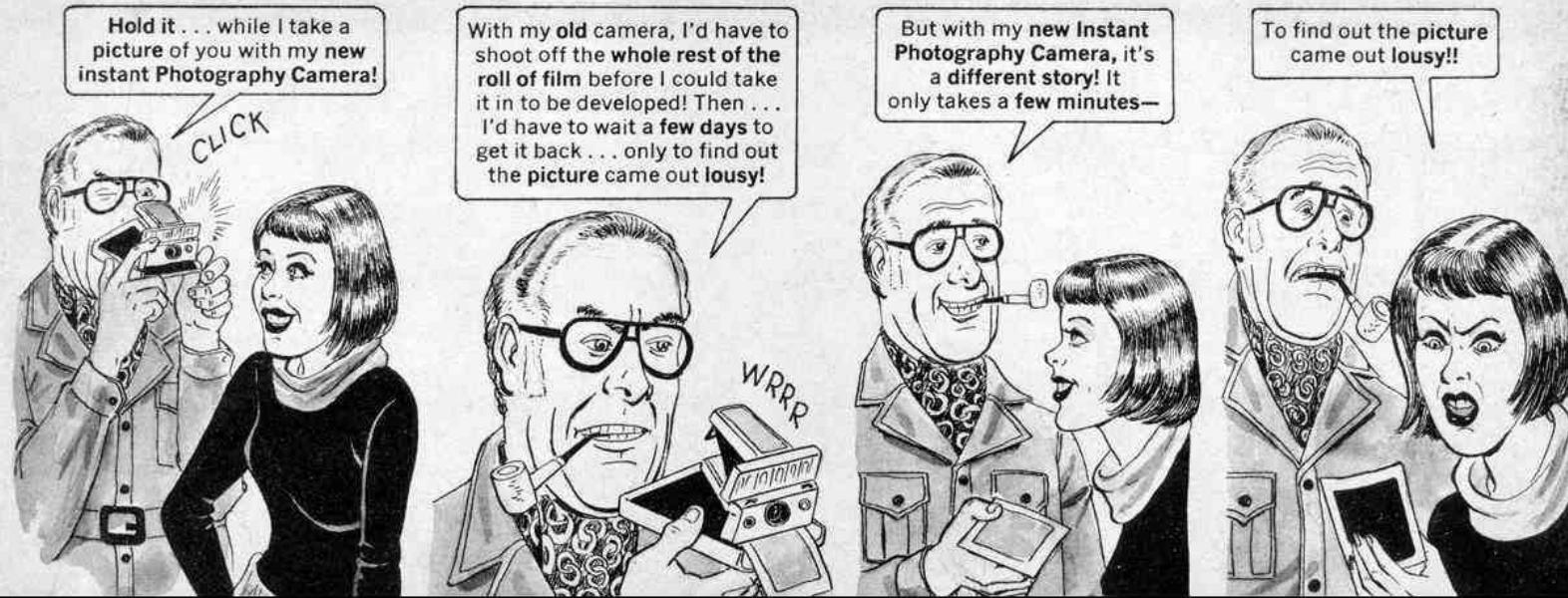
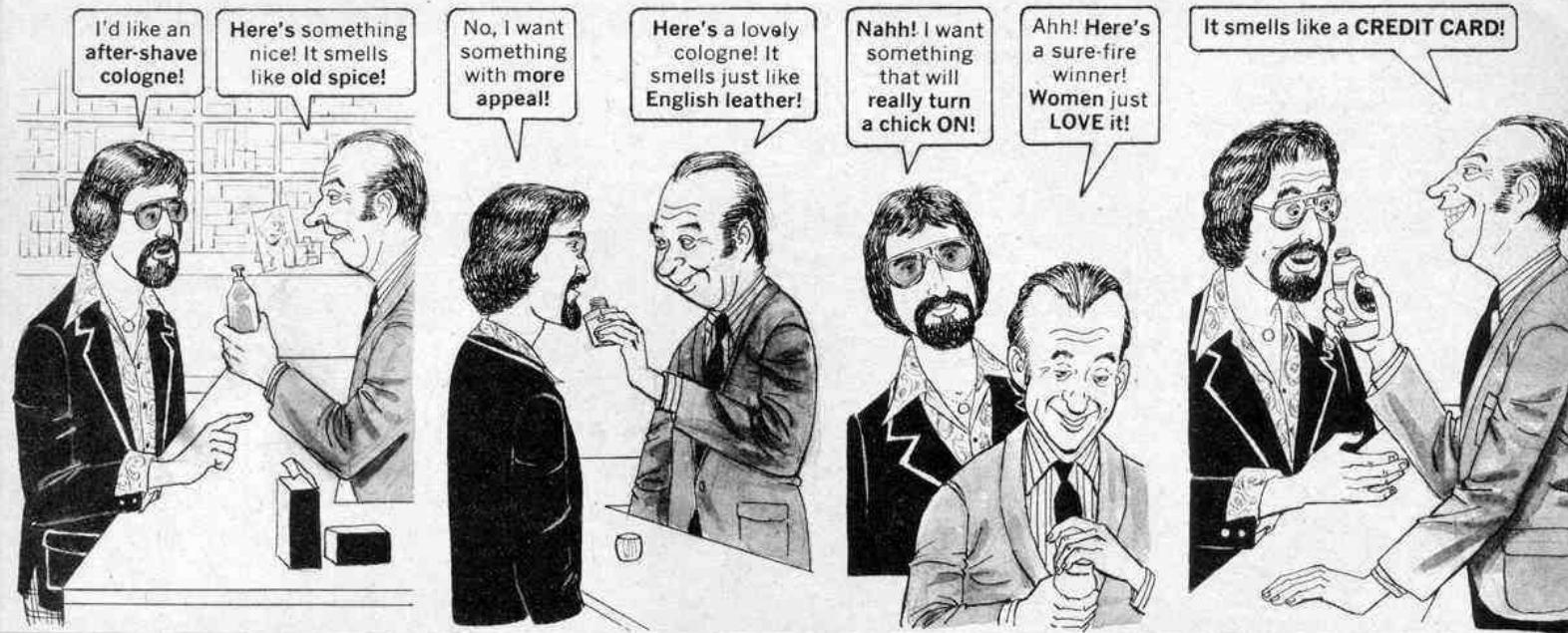
# FADS FADS

# FADS FADS

ARTIST & WRITER:  
DAVID BERG







Boy, you sure  
are dressed  
up! Where are  
you going?!

Some place  
where I can  
be seen . . .  
and heard!!

## PALACE DISCO

How'd you  
make out?

Not so  
good!

It was **TOO DARK** to be seen,  
and **TOO NOISY** to be heard!

What a cute little girl!

I'm **NOT** a girl,  
you creep!!

**OOOFF!!**

Boys and girls are  
wearing the same  
long hair styles  
these days! How am  
I supposed to know  
which is what?!

I've got the  
same problem  
. . . but I've  
learned how  
to tell the  
difference!

The **BOYS** punch you  
in the stomach . . . and  
the **GIRLS** scratch!

You've tried all the fad  
diets, right? **Macrobiotics?**  
**Low carbohydrates?** **Liquid**  
**protein?** **High protein?**  
You've tried them all, eh?

Yeah . . .

You've starved yourself?  
You were miserable? And  
whatever weight you lost,  
you gained back, right?

Yeah . . .

Well, cheer up! Here's a  
brand new fad diet! The  
guy who invented it says  
you can eat all you want!

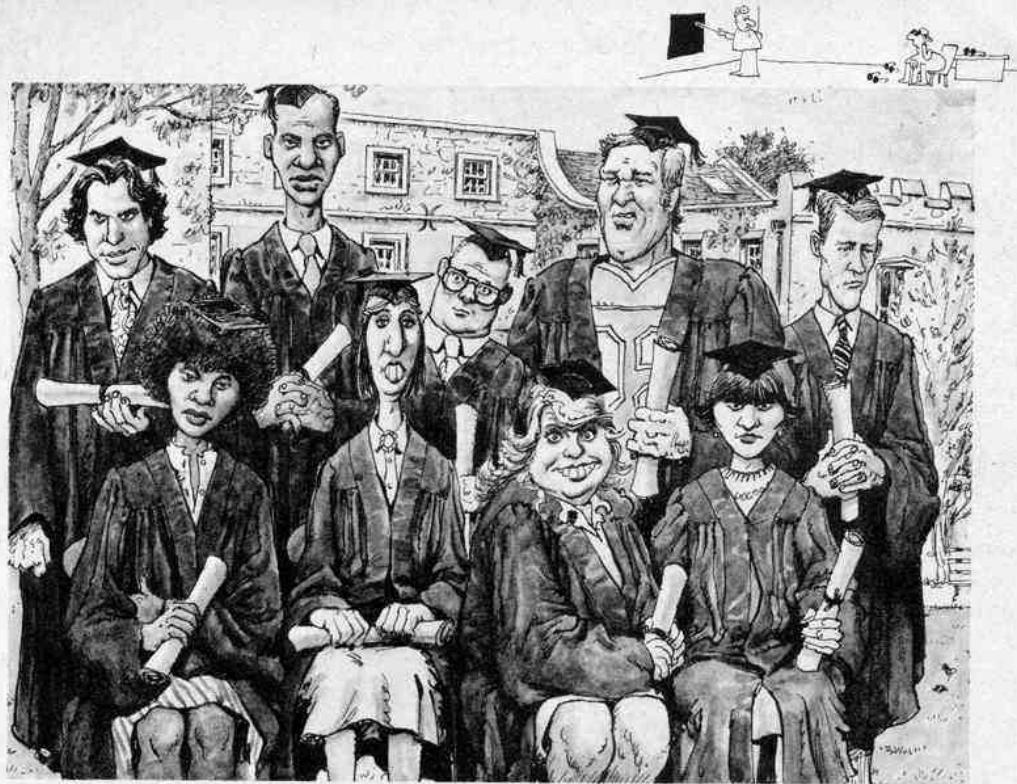
**YEAH!?**

Of everything you don't like!



AWFUL ASSEMBLY DEPT.

Like this example most Graduating Class pictures are usually unexciting groupings of the subjects, lacking in creativity and void of inspiration. Which got us at MAD to thinking that it really doesn't have to be that way. Like f'rinstance, why not hire talented people to stage interesting interpretations of these usually deadly groupings? Like these



# GRADUATING CLASS PICTURES

## AS STAGED BY SOME OF THE WORLD'S BEST-KNOWN PICTURE-MAKERS

ARTIST: HARRY NORTH, ESQ.

WRITER: PAUL PETER PORGES



BUSBY  
BERKELEY

CECIL B.  
DE MILLE

JOHN  
FORD

FEDERICO  
FELLINI

ALFRED  
HITCHCOCK

SAM  
PECKINPAH

MEL  
BROOKS

WOODY  
ALLEN

STEVEN  
SPIELBERG

**BUSBY BERKELEY**



**CECIL B.**



**FEDERICO FELLINI**



**ALFRED H.**



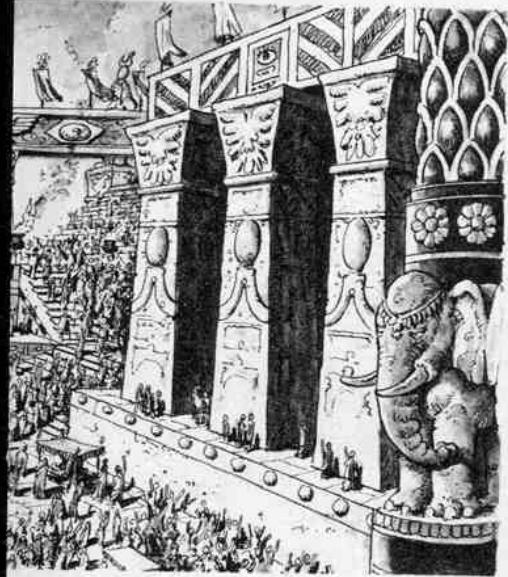
**SAM PECKINPAH**



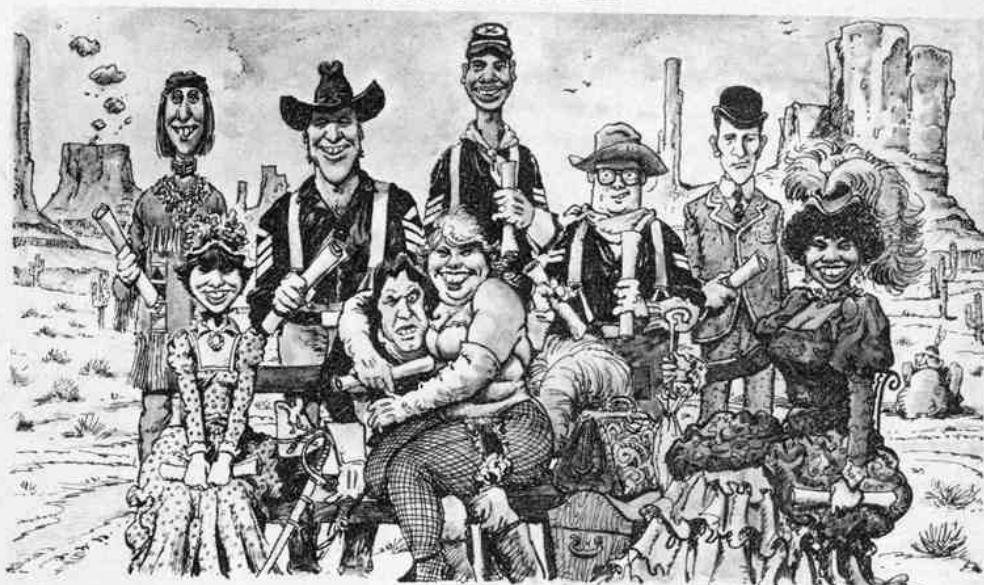
**WOODY**



DE MILLE



JOHN FORD



ITCHCOCK



MEL BROOKS



Y ALLEN



STEVEN SPIELBERG



TRIED AND TRUDEAU DEPT.

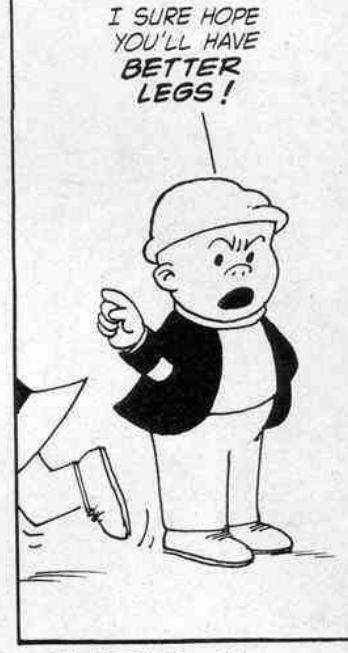
There's a new look to the comics, and the man most responsible for it is Gary Trudeau, the creator of

"Doonesbury". Thanks to Gary, more and more strips are becoming intellectual and cerebral and involved

# ...When Those "Old Li The New Wave, Cerebr

ARTIST: JACK RICKARD

## NANCY



## REX MORGAN, M.D.



in the social issues of today. The old strips, however, stay the same as they were—with the same

stock situations and routines. Eventually, they'll have to get with it, and we'll see what happens . . .



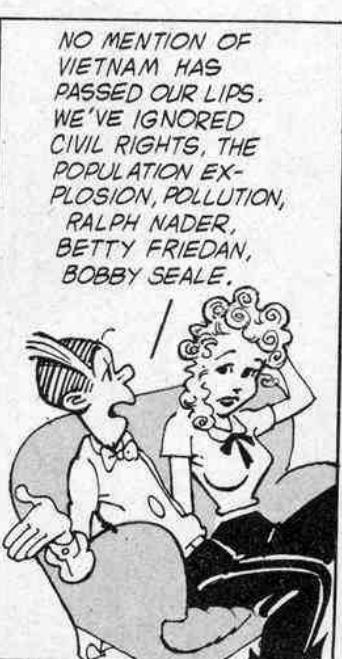
# ne "Comic Strips Follow al "Doonesbury" Trend

WRITER: FRANK JACOBS

## DICK TRACY



## BLONDIE



## BEETLE BAILEY



## LI'L ABNER



## DONALD DUCK



Hi! I'm Chivy Chaste and you're not! I'll bet you're wondering what a superstar like me is doing here! Well, after my last TV comedy special . . . and it may very well be my last —ha-ha . . . N.B.C. felt that maybe my talent lies in a different direction, like doing interviews! Who knows? If I do good on this assignment for MAD, I might become the male Barbara Walters . . . or, as I used to refer to her on Saturday Night . . . Babwa Wawa! But seriously, folks, I'm here to interview Mr. Cool Carnal, who has been designated as . . .

# MAD'S COLLEGE CONCERT COMIC OF THE YEAR

Cool, why have you become the "Big Comic on Campus?" Do you have something special the kids relate to?

Nahh! Nothing like that, Man! I need the bread!

Actually, I had better vibes with their parents!

See, I was a standup comic! "Carl Carnal . . . the Clown Prince of Comedy"—that was me! I was doing real groovy material . . . like my great Lawrence Welk classic . . .

Mr. Welk, do you think violence should be banned on TV?

Uv course not! Violence are d' most important instruments in my orchestra!! A-vun anda two anda t'ree . . .

Hahah! Violence! Violins! Oh, Cool, you really kill me!

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

Man . . . and then, it HAPPENED!

People got tired of "Lawrence Welk" jokes . . . ?

No, the clubs started to fold! And then Ed Sullivan went to that Big Variety Show in the Sky! Man, there was no place for a class act like mine! It was either the colleges—or back to selling storm windows!

EXIT

Man, my first college gig was an education! I made an amazing discovery . . . !

College kids LIKE "Lawrence Welk" jokes?

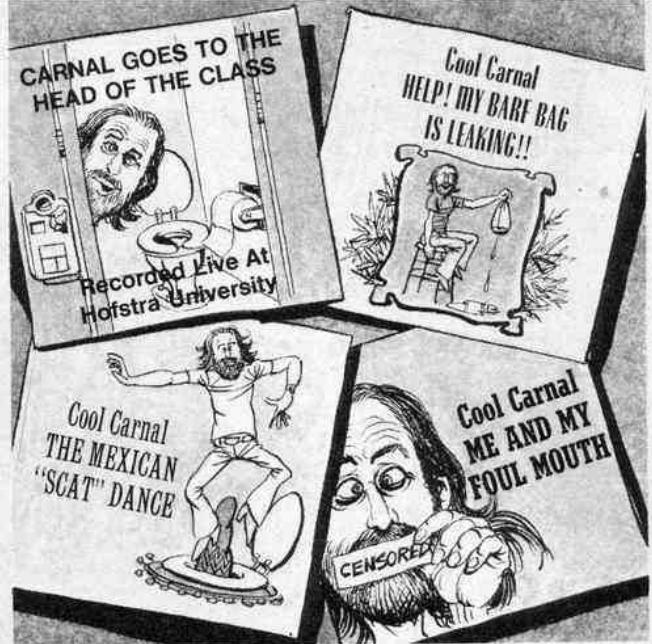
No . . . I found out that with a college audience, I didn't NEED jokes! They were so stoned, they laughed at anything I said!

So I turned in my tux for blue jeans and a tee shirt, grew a beard, got myself a new hair style, and the rest is history! Man, those kids really dig me!

In other words, they got your message!

Man . . . I ain't got no message! I'm disgusting! DIS—GUST—ING!! That's my message!!

Yeah . . . he's disgusting . . . but funny!! Here, look at these record albums! They'll KILL yuh!



Cool, besides "Bathroom Humor," what else makes the kids laugh? Do they go for "Sex Humor"?

No way, Man! Sex is OUT!

Sure, they dig sex! But they aren't HUNG UP on it like their parents! I mean, these kids don't have to READ about it or JOKE about it! Man . . . they DO IT!!



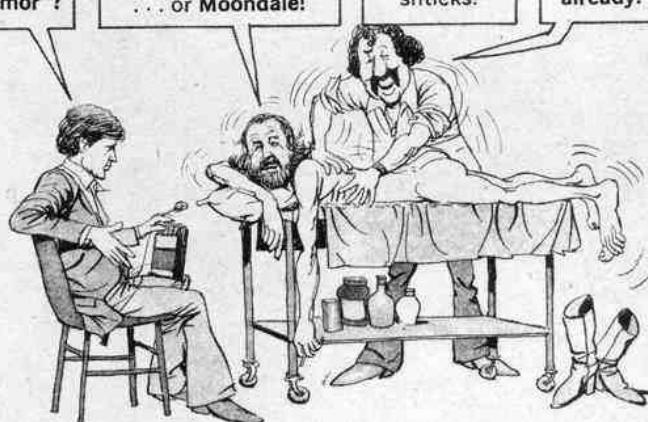
Are young people today turned off by "Political Humor"?

No, these kids are into the political scene! I mean, they just don't dig the HEAVYWEIGHT stuff . . . like Kissinger . . . or Mondale!

That's "MONdale!"

Whatever! But they flip over my Billy Carter shticks!

Do your Billy Carter Nose Bit! Ha-ha! I'm laughing already!



You know how Billy Carter gets "high"? Man, he grabs a six-pack and climbs up to Amy's treehouse!

I'm only kidding! Billy really gets it on by sniffing peanuts! Man . . . that's a groovy high—sniff-sniff! But there's only one problem . . .

You sniff too hard—and one of them goobers is gonna get stuck up your nose!

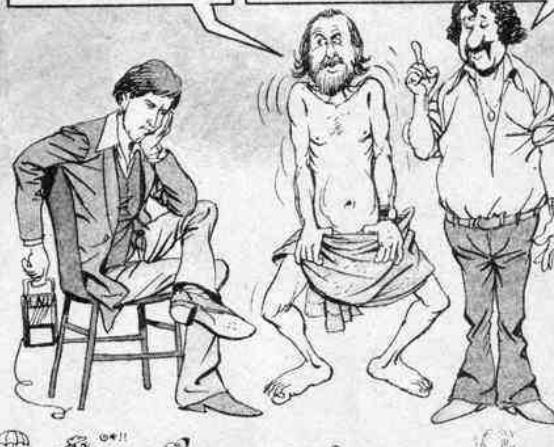
Ha-ha! Isn't he fantastic?! You dig how cleverly he works in the "Finger Up The Nose" bit! That's what he's most famous for!!

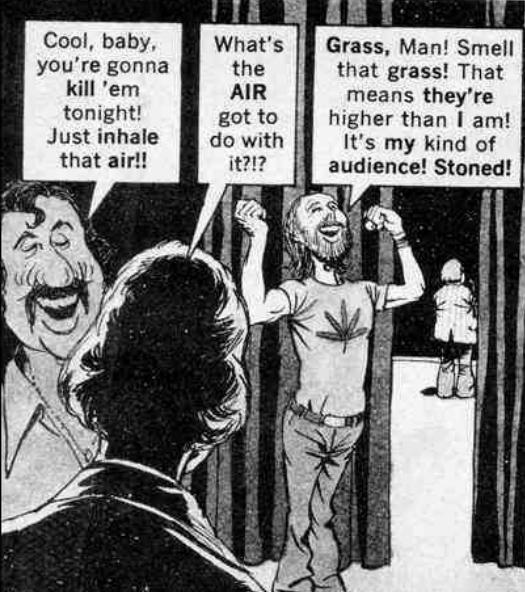
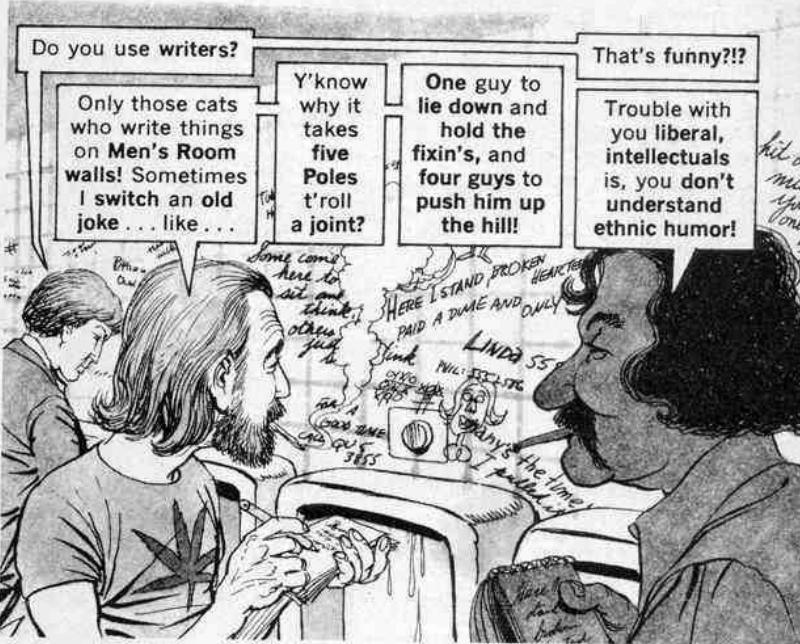
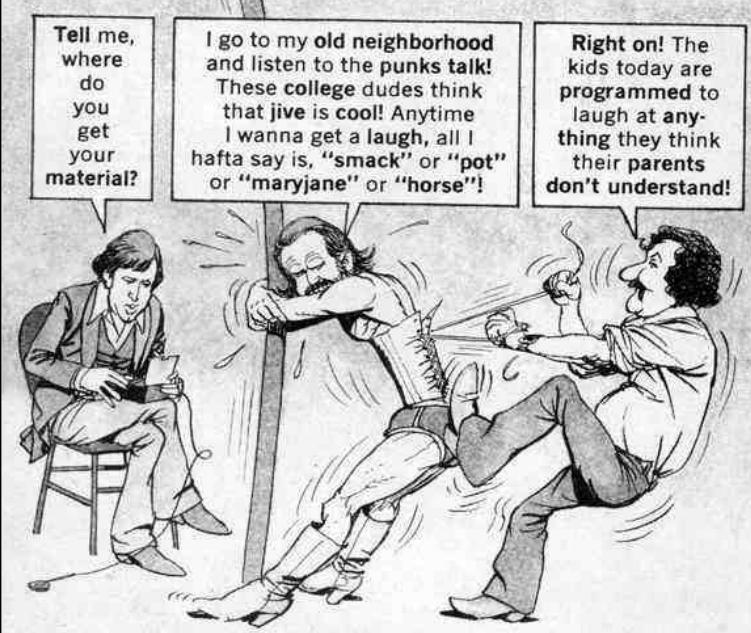
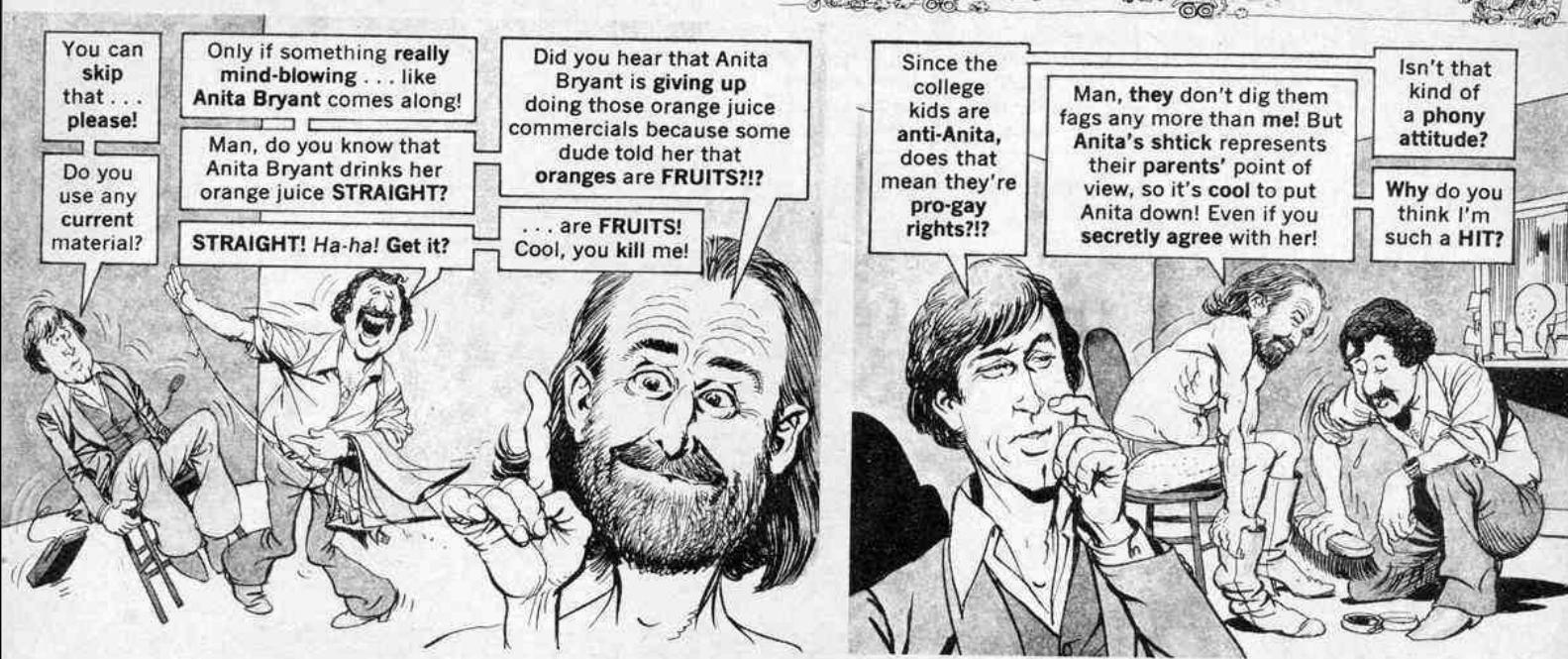


Sometimes, when I play them egghead "Ivy League" schools, I go into more sophisticated political stuff . . . like . . .

Did y'hear about Jimmy's new energy program? He wants everybody to put Castor Oil in their car so it'll GO faster!

Tell 'im about your "Bean-Eating Contest" to relieve the natural gas shortage!!





My Old Man used to tell me that everybody who smoked grass would end up as a junkie!!

If he was right . . . then we got some pretty big cats who are junkies!

Like, when they elect a new Pope, what do you think that little white puff of smoke is?!!

Fantastic! He just put down parents and the Church in the same bit!

He'd better not use that gag when he plays a Jesuit School!

I'll tell you one thing, Man! When you turn on with pot, you get a clean high! You don't barf all over your Pumas!

G-A-A-C-C-C-K!  
Ever see a Martini drinker when he's high?  
G-A-A-C-C-C-K!

Hah! I'm getting sick to my stomach from laughing!

I'm feeling a little ill, too . . . but it's not from laughing!!



Sir, as a member of the Faculty, what do you think of the students' taste in comedy . . . ?

You call this "comedy"?!? I never thought I'd get nostalgic for the good old days of campus riots! But after seeing our kids break up over this schmuck, I'd welcome a real old-fashioned campus protest!

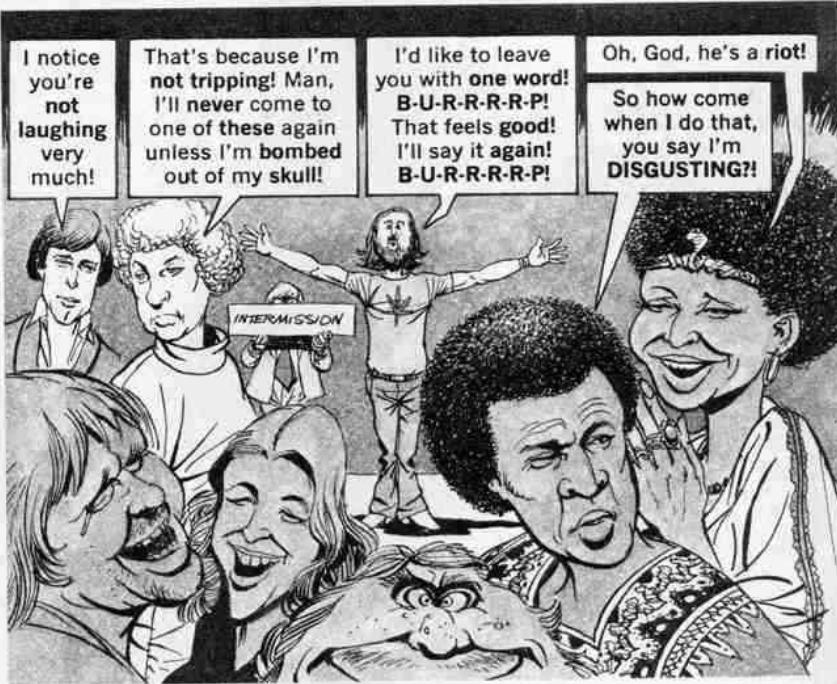
Yeah! Like an "Anti-College Concert Comic" protest!

I notice you're not laughing very much!

That's because I'm not tripping! Man, I'll never come to one of these again unless I'm bombed out of my skull!

I'd like to leave you with one word! B-U-R-R-R-P! That feels good! I'll say it again! B-U-R-R-R-P!

Oh, God, he's a riot! So how come when I do that, you say I'm DISGUSTING?!



Well . . . thanks a lot for the interview, Mr. Carnal!

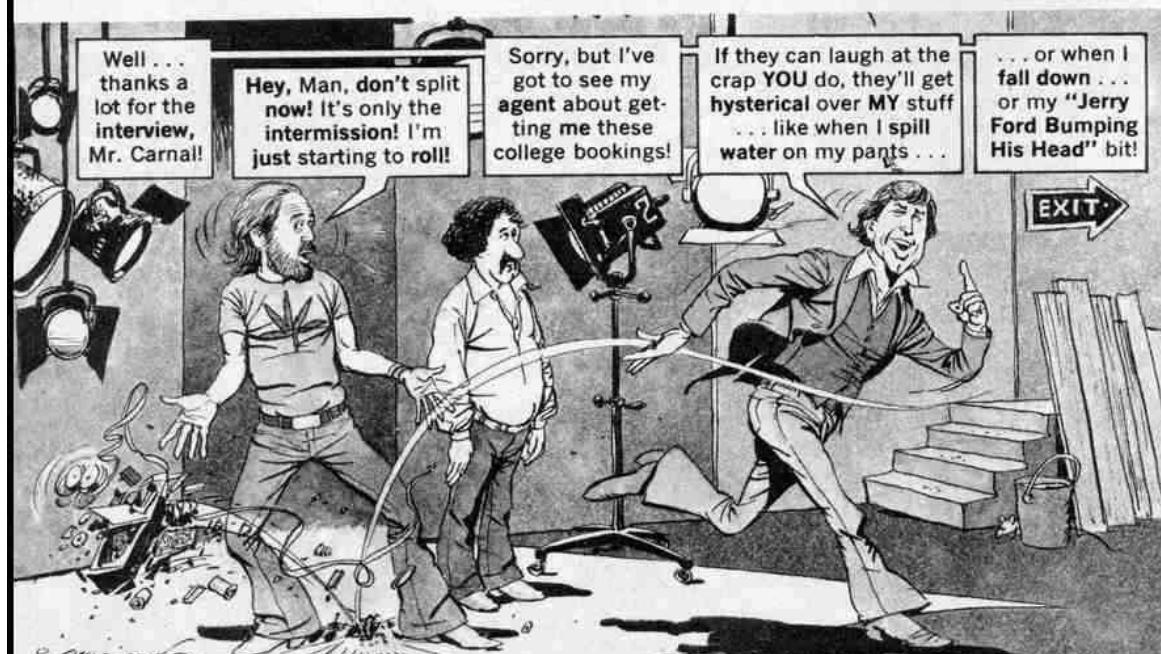
Hey, Man, don't split now! It's only the intermission! I'm just starting to roll!

Sorry, but I've got to see my agent about getting me these college bookings!

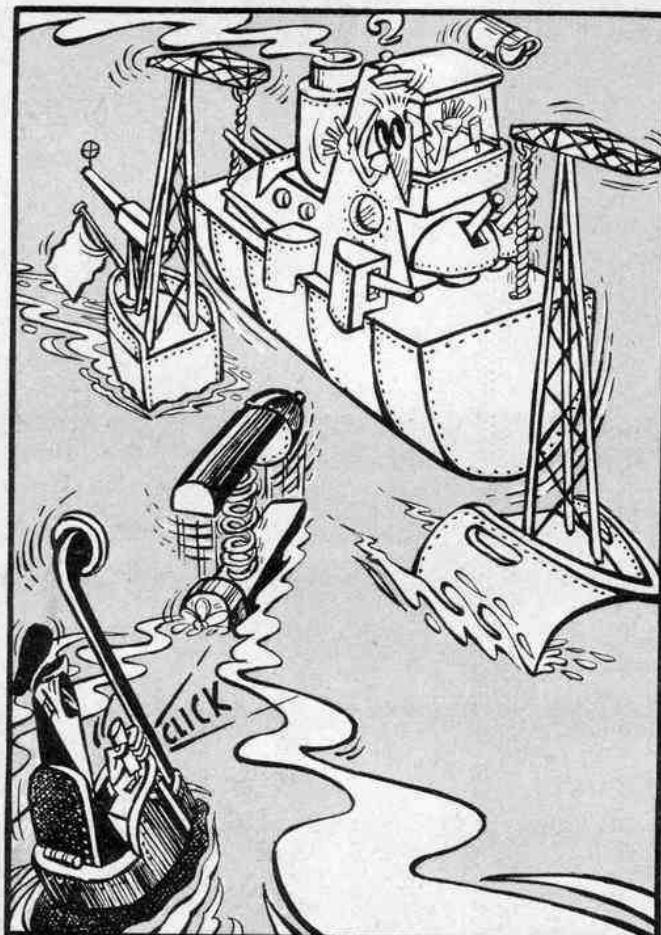
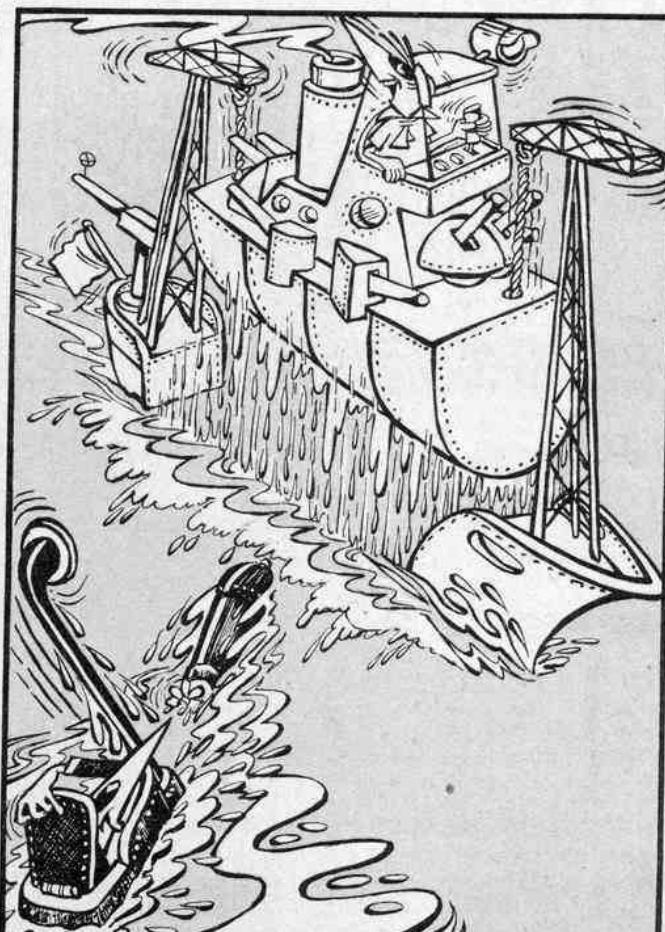
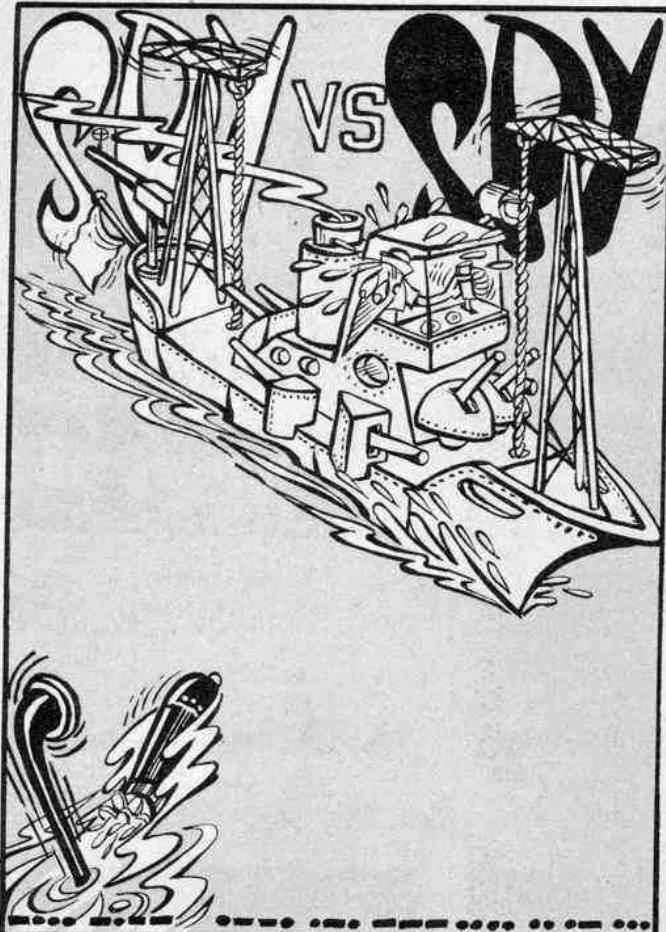
If they can laugh at the crap YOU do, they'll get hysterical over MY stuff . . . like when I spill water on my pants . . .

. . . or when I fall down . . . or my "Jerry Ford Bumping His Head" bit!

This is Chivy Chaste, turning you back to MAD Maga . . . OOOPS!!



JOKE AND DAGGER DEPT.





## YOU BET YOUR LIFE DEPT.

Gambling is stupid! "No," you say? You wanna bet?! Okay, go ahead and gamble... but know the odds. Because knowing the odds is necessary if you're gonna gamble

# THE MAD BOOK

ARTIST: PAUL COKER, JR.

**IT'S 3 TO 1...**



... when you get stuck in traffic, you'll have to go to the bathroom.

**IT'S 7 TO 5...**



... you'll get a whole new cluster of pimples the day of the Senior Prom.

**IT'S 2 TO 1...**



... your nose will start to run when you don't have a handkerchief.

**IT'S 5 TO 1...**



... that when you get a Summer job, your Mother will come into the store every day to see how you're doing.

**IT'S 3 TO 2...**



... that the morning you have an important job interview, your alarm will fail to go off.

**IT'S 8 TO 5...**



... you'll finish an exam in record time, only to find out later that there were 13 questions on the last page you didn't see.

**IT'S 4 TO 3...**



... your finger will slip just as you dial the last number of a long distance telephone call.

**IT'S 5 TO 3...**



... on the first day of your family vacation, your Mother and Father will have an argument, and then fight the entire trip.

**IT'S 5 TO 2...**



... when you're selected to lead the assembly in "The Pledge Of Allegiance" you'll discover later your fly was open.

and win. And that means not only the odds on horse races and ballgames, but on life's everyday situations as well. To help you in this important area, here is...



# BOOK OF ODDS

WRITER: STAN HART

**IT'S 3 TO 1...**



... that the next time you have a blind date, you'll be disappointed.

**AND IT'S EVEN MONEY...**



... your date will be disappointed.

**IT'S 3 TO 2...**



... it'll rain on your overnight hike.

**IT'S 3 TO 1...**



... while trying to impress your pretty tennis partner, you'll hit her in the back of her head with your first serve.

**IT'S 2½ TO 1...**



... whenever you try to hail a cab to impress your date, you'll have ugly sweat stains under your arms.

**IT'S 4 TO 1...**



... your Mother will take a "terribly important" telephone message for you but she can't remember who it's from.

**IT'S 4 TO 3...**



... your date's old man is asleep when you go out, but awake when you return.

**IT'S 3 TO 2...**



... the worst picture ever taken of you will be in your School Year Book.

**IT'S 6 TO 5...**



... when you go to the bathroom in your date's house, the toilet doesn't work.

HIDDEN MEANIES DEPT.

So you believe everything you read, eh? Well, if you do, you're a dummy (and *that you can believe!*). Because what is most important about what is said in print is what is NOT said! Got that? No? Well, maybe with these examples, we here at MAD can teach you clods

# How To Read

## A BOOK JACKET

THE ACTUAL QUOTE  
WAS, "I COULDN'T  
PUT IT DOWN  
FAST ENOUGH!"

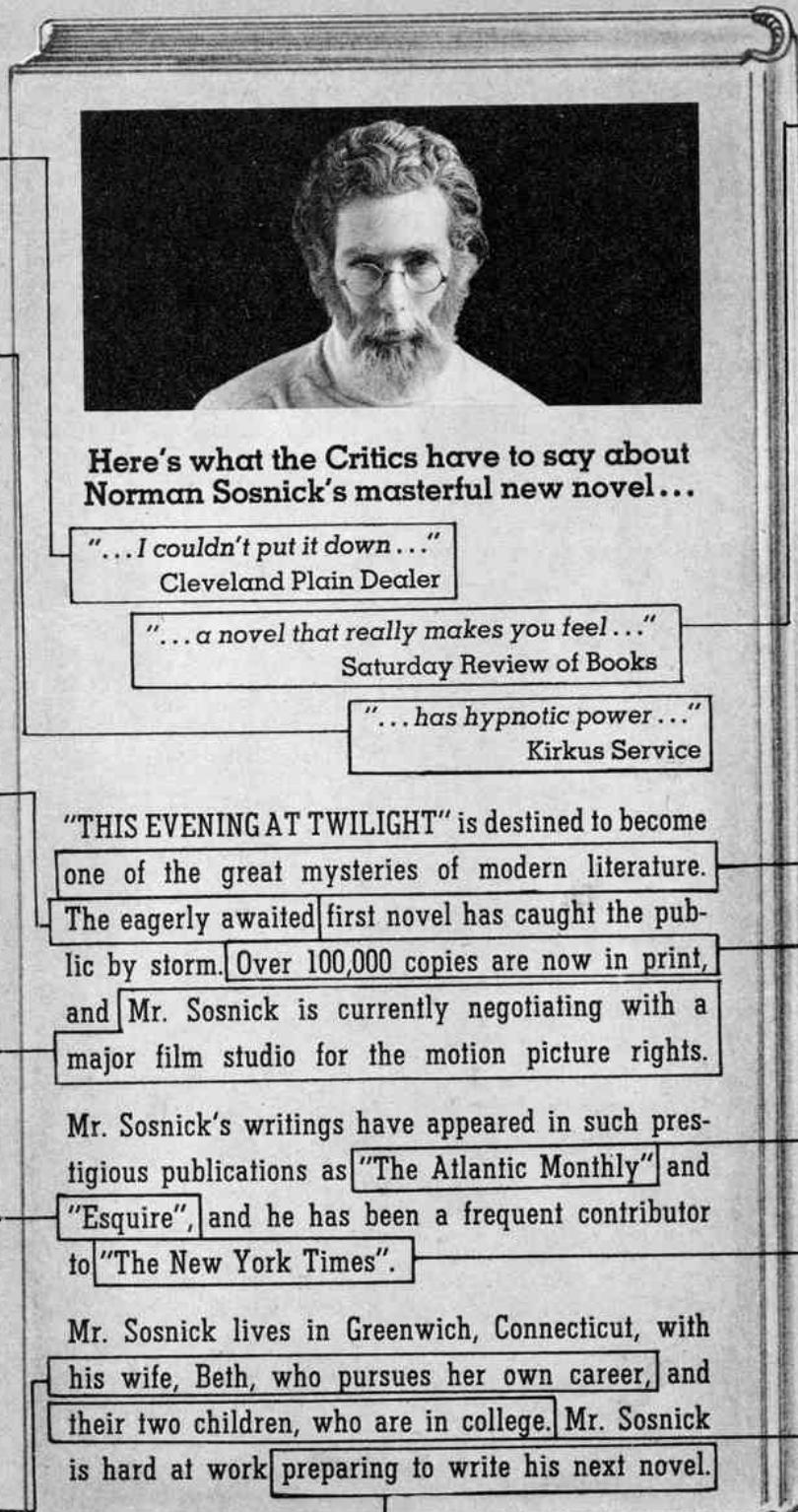
THE HYPNOTIC POWER  
OF THE BOOK IS  
THE POWER TO PUT  
YOU TO SLEEP!

IT WAS EAGERLY  
AWAITED BY THE  
PUBLISHER BE-  
CAUSE SOSNICK  
TOOK THE \$2500  
ADVANCE AND  
PARTIED IN MEXICO  
FOR SIX MONTHS!

THE NEGOTIATIONS  
ARE VERY HEATED.  
MR. SOSNICK WANTS  
THEM TO BUY IT AND  
THE STUDIO DOESN'T!

ESQUIRE ONCE  
PRINTED HIS "LETTER  
TO THE EDITOR" COM-  
PLAINING THAT THERE  
WEREN'T ENOUGH  
DIRTY PICTURES  
IN THE MAGAZINE!

SHE HAS TO WORK  
AS A WAITRESS  
BECAUSE MR. SOSNICK  
IS UNEMPLOYABLE!



THE BOOK MADE  
THE REVIEWER  
FEEL..."NAUSEOUS."

WHATEVER  
COMPELLED THE  
PUBLISHER TO  
PUT OUT SUCH A  
PIECE OF CRAP  
IS A MYSTERY!

100,000 COPIES  
WERE PRINTED,  
AND 99,992 ARE  
STILL SITTING  
ON BOOK  
STORE SHELVES!

HE ONCE HAD A  
"WANT AD"  
PRINTED IN THE  
ATLANTIC MONTHLY,  
TRYING TO SELL HIS  
TWO-SPEED BIKE!

HE CONTRIBUTES  
\$2.99 TO THE  
NEW YORK TIMES  
"SEND A KID TO  
CAMP" FUND  
EACH YEAR!

THE KIDS ARE  
IN COLLEGE  
BUT THEY  
HAVEN'T TOLD  
SOSNICK  
WHICH ONE  
BECAUSE THEY  
DON'T WANT  
ANYTHING TO  
DO WITH THE  
OLD BORE!

HE'S TRYING TO GET HIS  
FAVORITE CRAYON SHARPENED!



# Up And Between The Lines

WRITER: STAN HART

## A CAMP BROCHURE

THAT'S INDIAN FOR  
"ABE SHAPIRO  
AND HIS COUSIN  
OWN 51% OF THE  
BUSINESS"!

HE WAS ONCE  
KNOWN AS  
JIM GRABOWSKY,  
WHO WAS THROWN  
OUT OF THE NFL  
FOR FONDLING  
A WATERBOY!

DURING THE GREAT  
FAMINE OF 1878!

WHERE ANY GIRL WHO  
LOOKS LIKE ANYTHING  
IS IMMEDIATELY  
GLOMMED BY A  
COUNSELOR OR JC!

THEY'RE HAPPY BE-  
CAUSE THEY LOVE  
TO PICK ON YOU,  
FRENCH YOUR BED  
AND NAIL YOUR  
SHOES TO THE FLOOR!

SHE'S REGISTERED IN  
NEW YORK CITY AS  
A DEADLY WEAPON!

AND NEVER FORGIVE  
YOU FOR IT, EITHER!

### CAMP ARAMAPOOPOO

Nestled high on a lush mountain in Pennsylvania, Camp Aramapoopoo offers a carefree active summer for your child. Our camp has long been famous for its well-rounded program of athletics, supervised by Uncle Bulljock, a former professional athlete.



Situated on picturesque Lake Wappencheecheeglopp, Camp Aramapoopoo features movies every Saturday, food just like the Indians once ate, and social dances with its sister camp, Camp Yippeedoodoo. Camp Aramapoopoo is a friendly place, filled with happy campers living in comfortable modern bunks. The food is tastefully prepared by our Master Chef, and your child's health needs are supervised by Aunt Ilsa, who is a Registered Nurse.

Send your child to Camp Aramapoopoo, and he will never forget you for it.

A MOUNTAIN OF  
SMOLDERING  
COAL SLAG.

THE COUNSELORS  
ARE WELL-ROUNDED  
EACH BEING FROM  
20 TO 50 POUNDS  
OVERWEIGHT.

THAT'S INDIAN  
FOR "THE LAKE  
THAT DIED FROM  
DOODY"!

IT'S THE SAME  
MOVIE ALL  
SEASON LONG:  
"THE EXCITEMENT  
OF LEATHERCRAFT"!

FORMER MIGRANT  
WORKER SHACKS  
THAT WERE  
CONDENMED BY  
THE DEPARTMENT  
OF AGRICULTURE!

A SANITATION  
WORKER! IN  
WINTER HE  
MAKES PICKUPS...  
IN SUMMER  
HE MAKES-  
DELIVERIES!

SO GOOD THAT NO ONE IN THE FIRM COULD THINK OF A SON OR A NEPHEW TO TAKE THIS COCKAMAMIE JOB, SO THEY RAN AN AD IN THE PAPER TO CATCH A SLICKER.

WHICH MEANS IF YOU REALLY MAKE A GOOD IMPRESSION, YOU GET THE MINIMUM WAGE!

YOUR FIRST LESSON WILL COME WHEN YOU TRY TO COLLECT YOUR PAY CHECK AT THE END OF THE WEEK!

THIS MEANS YOU MUST KEEP THE RECEIPT FOR THE REST OF YOUR LIFE! ALSO, IF YOUR PARENTS BOUGHT THE SKATEBOARD FOR YOU, IT IS ACTUALLY THEIR SKATEBOARD, NOT YOURS. AND THE COMPANY CAN NOT TAKE ANY RESPONSIBILITY FOR SKATEBOARDS LOANED TO OTHER PEOPLE!

THE SKATEBOARD CAN ONLY BE CLASSIFIED AS NOT FUNCTIONING IF 3 OR MORE WHEELS FAIL TO ROTATE, OR 3 OR MORE WHEELS HAVE FALLEN OFF ENTIRELY!

IT WILL COST YOU FOUR BUCKS TO MAIL THE THING BACK TO THE MANUFACTURER!

## A WANT AD

### BUSINESS TRAINEE

Excellent opportunity for a bright young person willing to start at the very bottom.

No experience is necessary. Just ambition and a strong desire to get the job done.

Salary open. Our office is convenient to transportation.

Chance to learn the exciting field of finance awaits the person who can fill the bill. Call in AM for appointment.

555-0809

BY THE AFTERNOON, THE ENTIRE BUSINESS MAY HAVE DISAPPEARED!

AND STAY THERE!

THEY NEED A DUMMY WHO CAN'T COMPARE THIS LOISY JOB TO ANYTHING HE'S HAD!

THIS JOB IS ANYTHING THE BOSS WANTS YOU TO DO FROM CLEANING TOILETS TO DRIVING HIS WIFE DOWNTOWN!

RIGHT NEXT TO THE SANTA FE R.R. STOCKYARDS. IT'S CONVENIENT IF YOU HAPPEN TO BE A HEAD OF CATTLE!

## A WEDDING INVITATION

Mr. and Mrs. Duane Fairfax

take great pleasure

in announcing

the wedding

of their daughter

Melanie Beth

to

Mr. Elliot Weemsborough

on

October 24th, 1977

at

St. Czonka Church

A reception will follow

at

Pierre Française Manor

R. S. V. P.

## A SKATEBOARD WARRANTY



### GONIFF SKATEBOARD LIFETIME WARRANTY

This Warranty is in effect as long as you own your Goniff Skateboard.

It covers any defective parts, or any parts that may become defective from normal wear and tear.

If the skateboard fails to function, return it along with this Warranty

to: The Goniff Skateboard Company  
Rte. 6 South, Secaucus, New Jersey.

(Allow five weeks for servicing)

YOU MAY THINK THAT IF A SKATEBOARD BREAKS WHEN YOU STAND ON IT, IT IS DEFECTIVE, BUT THE MANUFACTURER WILL NOT! AND WHO KNOWS SKATEBOARDS BETTER THAN THE PEOPLE WHO MAKE THEM.

NORMAL WEAR AND TEAR MEANS RIDING ON IT ONLY IN A STRAIGHT LINE ON SOFT CARPETING, KEEPING IT AT ROOM TEMPERATURE AND LUBRICATING IT TWICE DAILY WITH IMPORTED TIBETAN YAK OIL!

ONCE YOU SEND THEM THE WARRANTY, YOU NO LONGER HAVE IT... DO YOU?

WHAT KID CAN GO FIVE WEEKS WITHOUT HIS SKATEBOARD?! YOU KNOW YOU'LL DRIVE YOUR FOLKS CRAZY TO BUY ANOTHER ONE IN THREE DAYS! SO WHEN THE MANUFACTURER DOESN'T RETURN YOUR OLD ONE, YOU WON'T EVEN NOTICE BECAUSE YOU'LL HAVE BOUGHT A NEW ONE!

GREAT PLEASURE?!? THEY'RE THRILLED BEYOND BELIEF THAT THEIR DAUGHTER, WHO HAS BEEN LIVING IN SIN FOR TWO YEARS IS FINALLY LEGALIZING IT!

THE KIDS HAVE WRITTEN THEIR OWN CEREMONY CONSISTING OF CHANTING DAVID BOWIE'S LATEST HIT SINGLE AND SWAPPING ROACH TEE SHIRTS!

THIS IS THE FIRST AND PROBABLY THE LAST TIME THE FAIRFAX'S WILL REFER TO ELLIOT AS "MISTER"! THEY USUALLY CALL HIM "THAT PERVERT"!

THIS WILL GIVE THEM SEVEN MONTHS BEFORE THE BABY COMES! THE FAIRFAX'S PRAY THAT THEIR FRIENDS EITHER FORGET THE DATE, OR CAN'T COUNT!

ST. CZONKA CHURCH WAS THE KID'S IDEA! IT'S LOCATED IN A TREE!

THIS MEANS "PLEASE TELL US YOU CAN'T COME SO WE CAN SAVE MONEY, BUT SEND A WEDDING GIFT ANYWAY!"

IT COSTS 45¢ TO PRINT STUFF AND MAIL EACH OF THESE BEGGING LETTERS!

WE NEED IT TO AT LEAST BREAK EVEN ON THIS EXPENSIVE CAMPAIGN!

BUT ONLY A SECOND! IF YOU THINK ANY LONGER, YOU'LL REALIZE THAT THIS IS JUST ANOTHER SLICK HYPE JOB!

SOME PEOPLE ARE LUCKY!

YOU'RE NOT! ACTUALLY YOU'RE HELPING THE FUND RAISER WHO GETS A HUGE PERCENTAGE OF THE TAKE...PLUS HIS EXPENSES WHICH LEAVES ABOUT 3 CENTS ON EVERY DOLLAR FOR THE SCHOOL.

## A YEARBOOK ENTRY



DORA SHICKSA

One of the most popular gals among the faculty at Finster High is Dora Shicksa. Nick-named "Bunny" because of the cute way her nose moves whenever she laughs, Dora has beauties aplenty, including star quarterback Rick Brock. Some of Dora's extra-curricular activities include the Drama Club, where she won attention for her memorable performance in "Oklahoma," and the Camera Club, where her pictures have won her an enthusiastic following. Writing is Dora's hobby, and she's real good at it, too. When she graduates, she wants to go to U.C.L.A., where she plans to study Anatomy. Dora's favorite motto is, "in God We Trust."

SHE PUTS OUT FOR TEACHERS!

HER NOSE DOESN'T BUDGE! SHE'S CALLED "BUNNY" FOR MORE OBVIOUS REASONS!

WHO GOES OUT WITH HER ONLY AFTER HE FAILS TO SCORE WITH GLORIA EPPS, HIS STEADY GIRLFRIEND!

SHE WAS IN THE CHORUS, BUT WON ATTENTION WHEN SHE HIGH-KICKED WITHOUT WEARING ANY PANTIES!

SHE POSES IN THE NUDE!

SHE WROTE THE FAMOUS GRAFFITI IN THE PHONE BOOTH: "WANT ACTION-- CALL DORA-555-3421"!

NOT IN THE CLASSROOM-- IN THE CO-ED DORM!

WHICH MEANS SHE SOMETIMES FORGETS TO TAKE THE PILL!

## A CHARITY LETTER

San Fernando School Of Podiatry  
Box 2295 New York, N.Y. 10095

Dear Sir:

Today, it costs a great deal of money to run a school!

To put it frankly, we need money... a lot of money!

Think for a second! What if--God forbid--someone in your family, some loved one, should suddenly need a Podiatrist in the middle of the night, and there is no one to call--It could happen...

because there simply are not enough Podiatrists to go around, leaving many people without their services.

The San Fernando School of Podiatry trains young people and helps them get their degrees so they can go out into their communities.

So when you contribute, don't think that you're just helping a school! You may be helping yourself!

Thank you,

Roscoe Knipe  
Roscoe Knipe, Dean

A "FAMILY MEMBER" AND A "LOVED ONE" ARE NOT NECESSARILY THE SAME THING. THIS APPEAL IS TO THE GUY WHO FOOLS AROUND AS WELL AS TO THE SOLID FAMILY MAN!

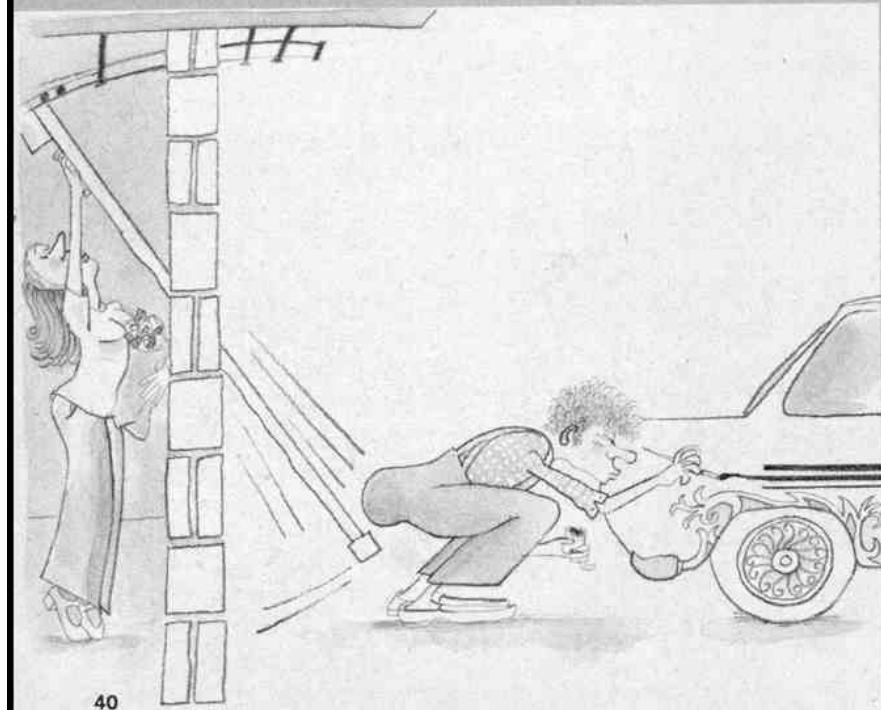
CALL YOUR OLD AUNT! SHE'LL PROBABLY HELP YOU AS MUCH, AND IT WON'T COST YOU \$50!

AND GOLF ON COMMUNITY COURSES, AND DRIVE THEIR ROLLS ROYCES ON COMMUNITY ROADS, AND SAIL THEIR BIG BOATS ON COMMUNITY LAKES!

P.S. EVEN IF YOU DON'T CONTRIBUTE, PLEASE KEEP THE ATTRACTIVE KEY CHAIN AS A GIFT FROM A FRIEND!

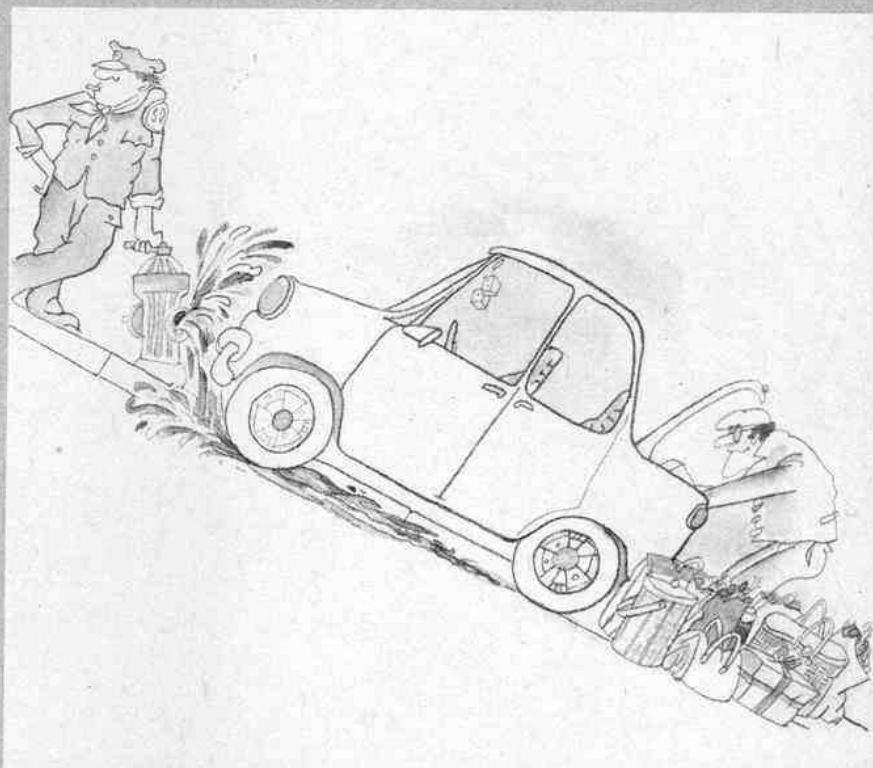
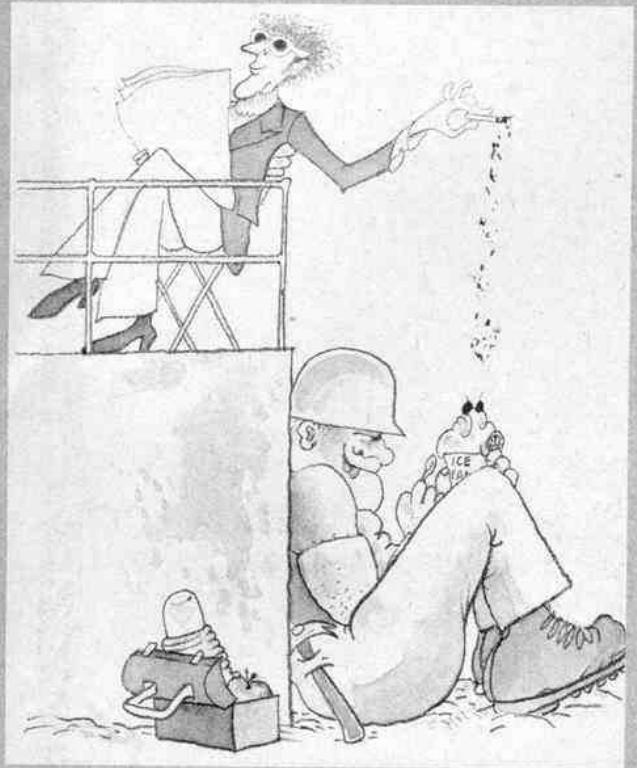
ZINGS TO COME DEPT.

# A MAD LOO Moment Before

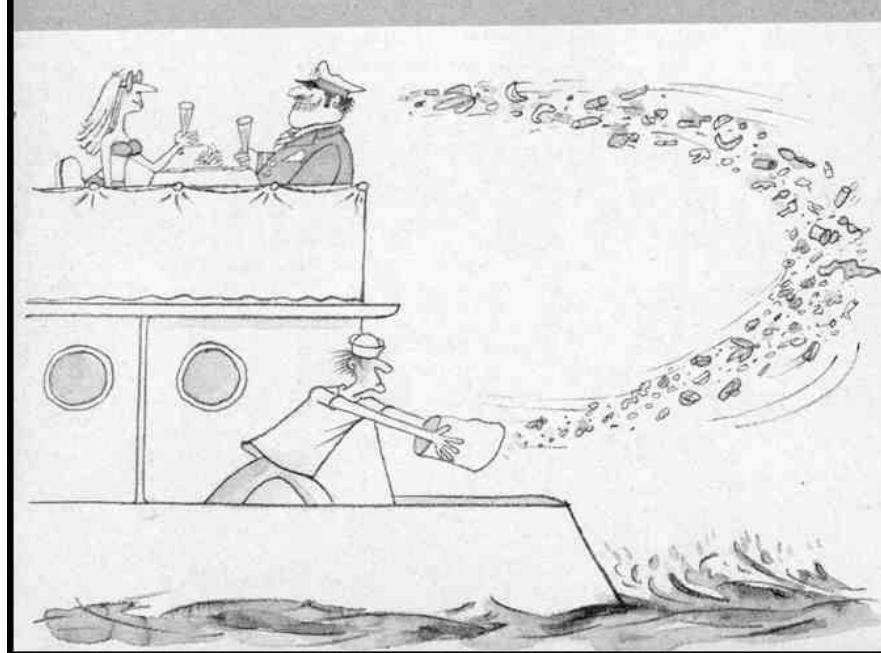
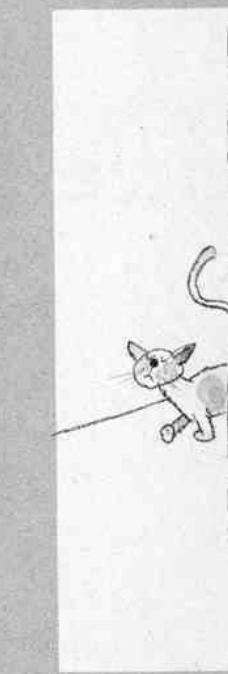
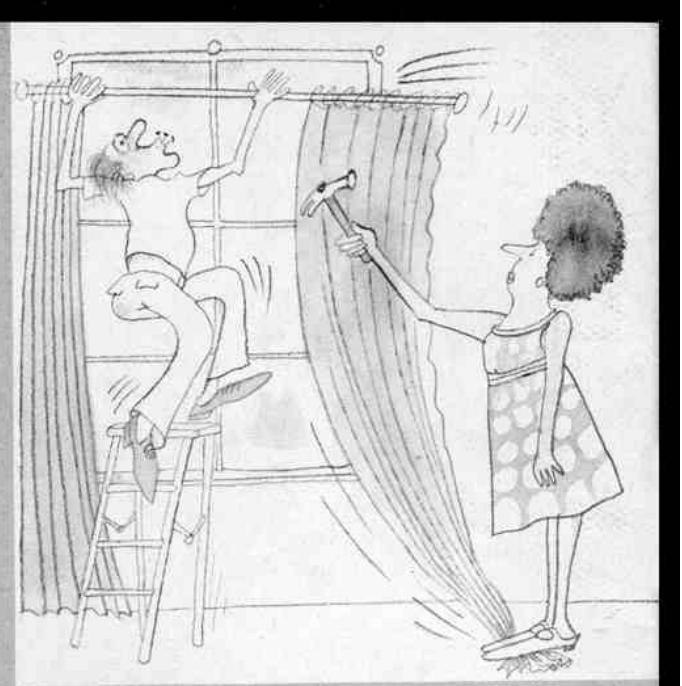


# K AT THE The Disaster

ARTIST & WRITER: PAUL PETER PORGES



PORGES



SWEETNESS COUNTS DEPT.

Wow! Look at those clods!

No . . . I mean look at those CLODS! It's . . .

You mean look at those clouds . . . !

# THE DUMMY & MAREEK SHOW

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

This is our op'ning:  
It's a beaut!  
We're—oh, so darling;  
Oh, so cute!

So if your screen gets blurry,

You needn't start to worry;

It only means your set's begun to puke!

We've got such vitality,

And even more banality;

So call in Mom and Dad—  
It gets much rougher . . .

And let's have the entire family suffer!

ton

Hi!  
I'm  
Dummy—

And I'm  
Mareek!

So much for the comedy portion of our show! Let's get serious and talk about our guest stars!

Wait a minute, Dummy!  
Just wait . . . a . . .  
min—it! Just one . . .  
min—it-toe . . . !

Mareek . . . I said we were FINISHED with our uproarious opening! Stop doing our "A" material!

That's their "A" material all right!  
It's Awful!!!

Naturally, with the amount of talent Dummy and I have, we don't have to count on big-name guest stars to pull in the audience ...

So tonight's minor guest stars are: Frank Sinatra ... Jimmy Carter ... Johnny Carson ... Pope Paul ... and The Queen of England!

And now, ladies and gentlemen ... our famous "Ice Angles"!

How do they skate like that??

It's simple! They just tilt the camera!!

Skating on ice that's on an angle like this is just MURDER!

You'd think the Producer would come up with the idea of just tilting the camera!

Ladies and gentlemen, the Captain has just informed me that we're about to be struck by a tidal wave!

A tidal wave? At 30,000 feet?!!

Talk about SURF'S UP!!

I'd rather die right now! So, serve me some airline food!!

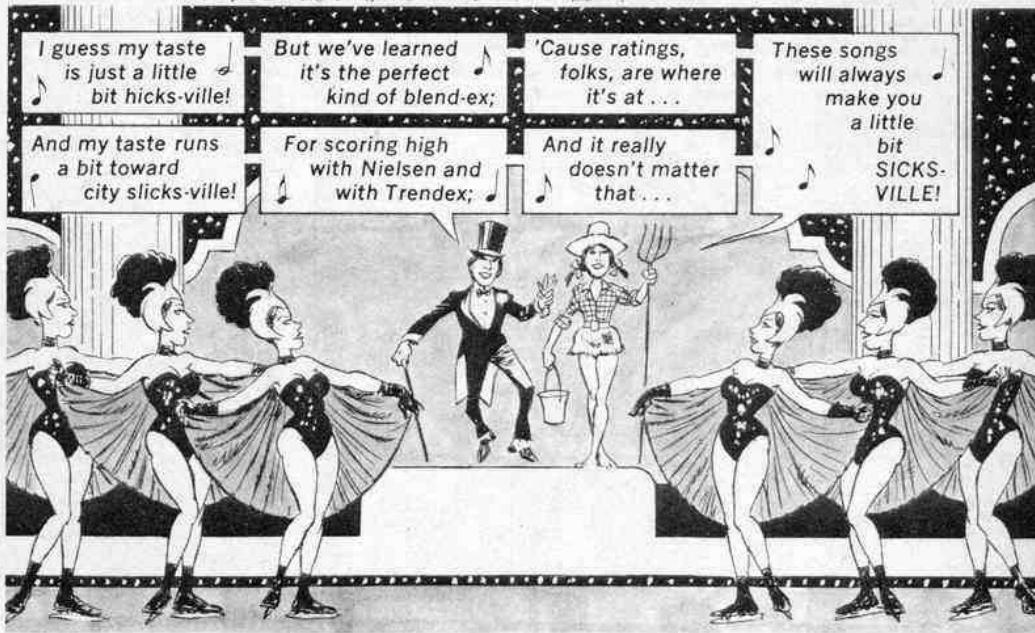
WOW! LOOK WHAT'S COMING UP NEXT!  
(Besides Your Dinner, That Is!)  
A DUMMY AND MAREEK COMEDY SKETCH!  
(This is the only clue you get!)

Is this supposed to be a take-off of the movie, "AIRPORT"???

If it is ... they have a long way to go! "Airport" was much funnier!!

And now folks ... some REAL ENTERTAINMENT ...

Here come the COMMERCIALS!!



We said things like "Gosh!" and "Pretty please!" And we even went as far as "Shucks, Mr. Producer, can't we do something **DIFFERENT** after all these years?" And by golly, we got our way!!

That's right! so, next week, I sing the country songs, and Mareek sings the big city songs!

**NEXT ON YOUR SCREEN:**  
Another Comedy Sketch!  
(This will be your only warning!)

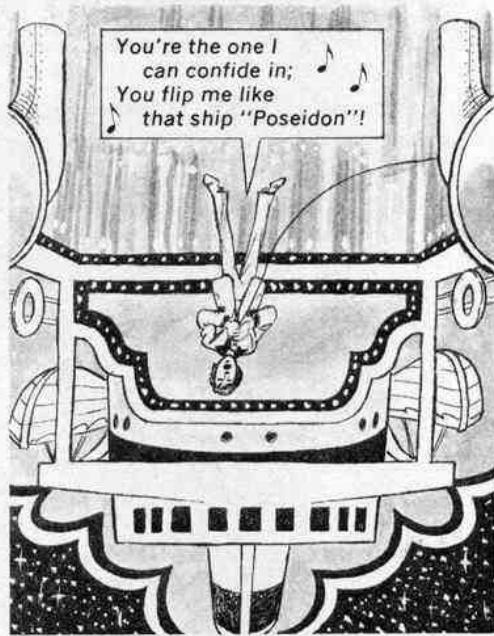
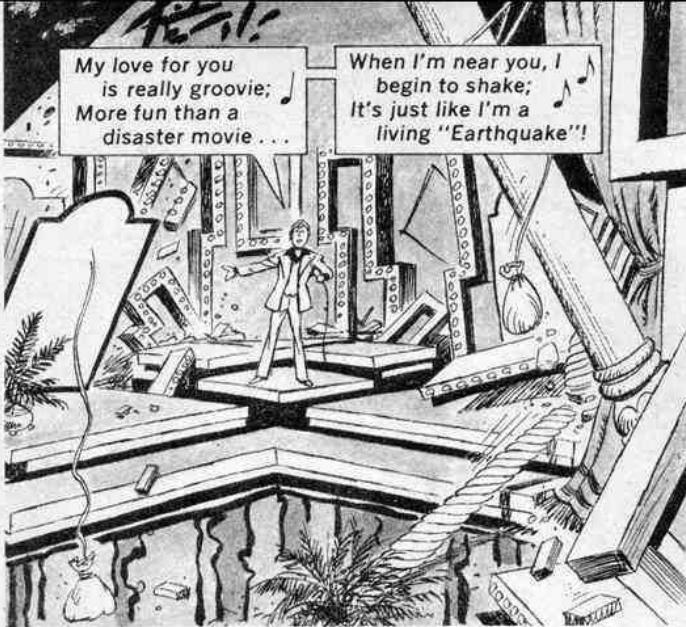


I'm sure, at this point, you're probably saying to each other, "Gosh, but Dummy and Mareek have been so wonderful, with their skating and their singing and their jokes and their acting and their playing musical instruments . . . but now, how about a little ENTERTAINMENT?!" Well, Dummy and Mareek Osmundane are not going to monopolize the entire hour! No sir! And so, ladies and gentlemen, welcome JAKE Osmundane . . .

... And pay attention to the subtle production we give Jake's number . . . to take your attention away from his voice!!

My love for you is really groovie; More fun than a disaster movie . . .

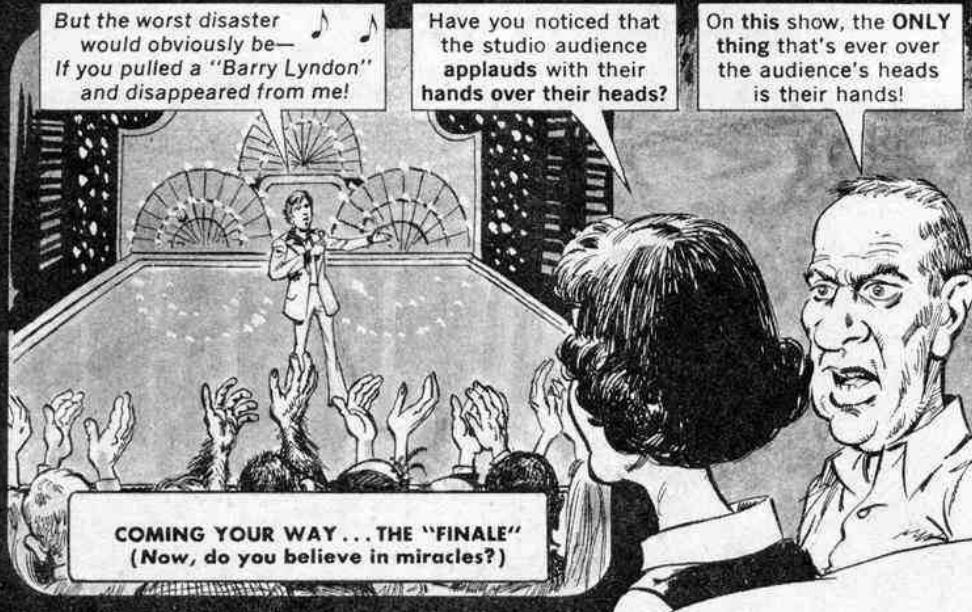
When I'm near you, I begin to shake; It's just like I'm a living "Earthquake"!



But the worst disaster would obviously be— If you pulled a "Barry Lyndon" and disappeared from me!

Have you noticed that the studio audience applauds with their hands over their heads?

On this show, the ONLY thing that's ever over the audience's heads is their hands!



COMING YOUR WAY . . . THE "FINALE" (Now, do you believe in miracles?)

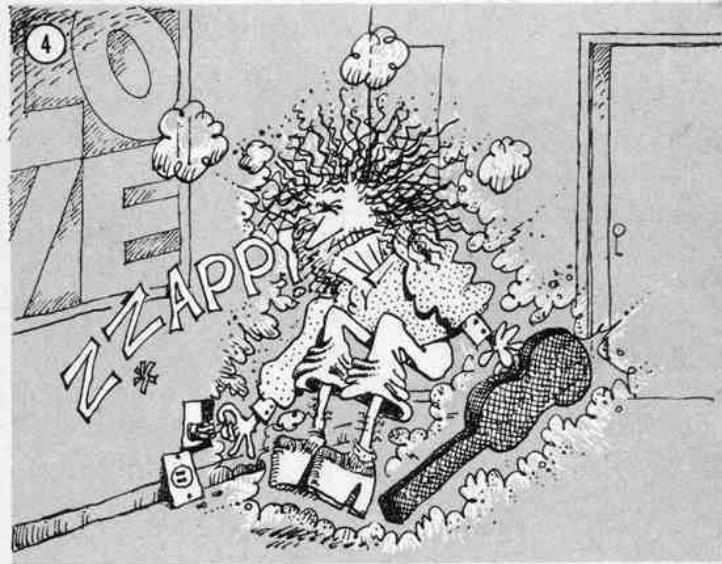
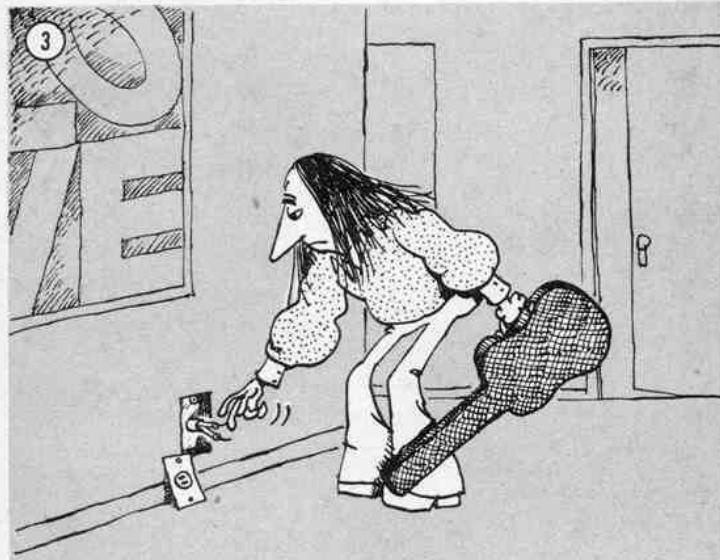
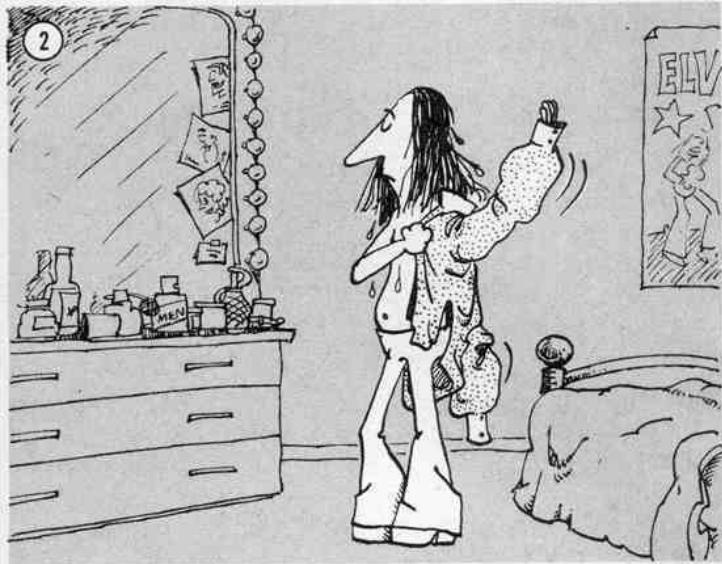
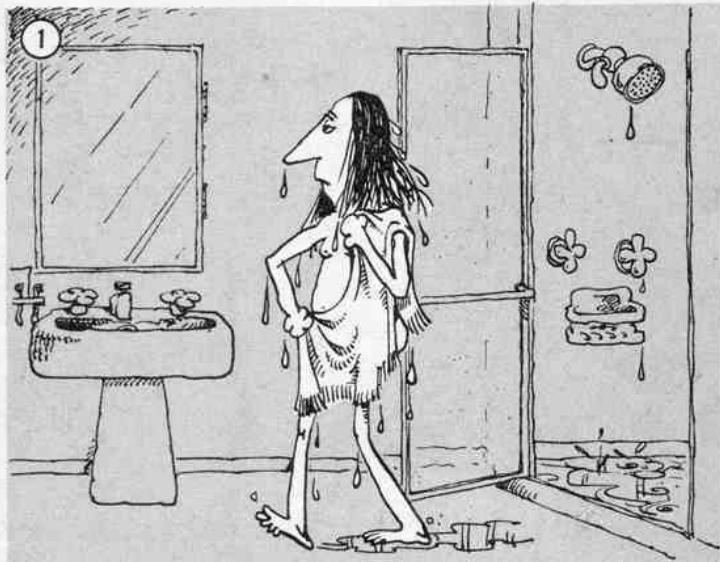
As you know, on every show, we have a huge "theme" finale! In the past, we've had as our themes such dynamic subjects as Movies, Broadway, Circus, and like that! And then there were weeks when we had to resort to lesser "themes" like Air and Lint! Well . . . tonight's wild, wacky, way out "theme" is "TRANSCENDENTAL MEDITATION"!





SOCKET TO 'EM DEPT.

# BEFORE THE ROCK CONCERT



ARTIST & WRITER: SERGIO ARAGONES



WHAT VOLATILE  
INGREDIENTS—  
NOW BEING  
FORMULATED—  
ARE SURE TO  
CAUSE FUTURE  
CATASTROPHES?

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

It's always a mystery why human beings are constantly developing new formulas guaranteed to cause future disasters. To find out what one such formula is, fold in the page as shown at the right.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



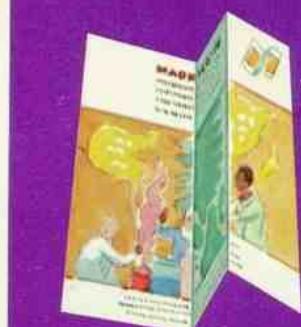
ARTIST & WRITER:  
AL JAFFEE

RESPONSIBLE SCIENTISTS EVERYWHERE ARE  
AFRAID THAT CHINESE, RUSSIAN, ARAB, OR AMERICAN  
RADICALS WILL ACQUIRE DEADLY WEAPONS. A SPECIAL  
POLICE FORCE IS NEEDED TO CONTROL THESE ENEMIES

A

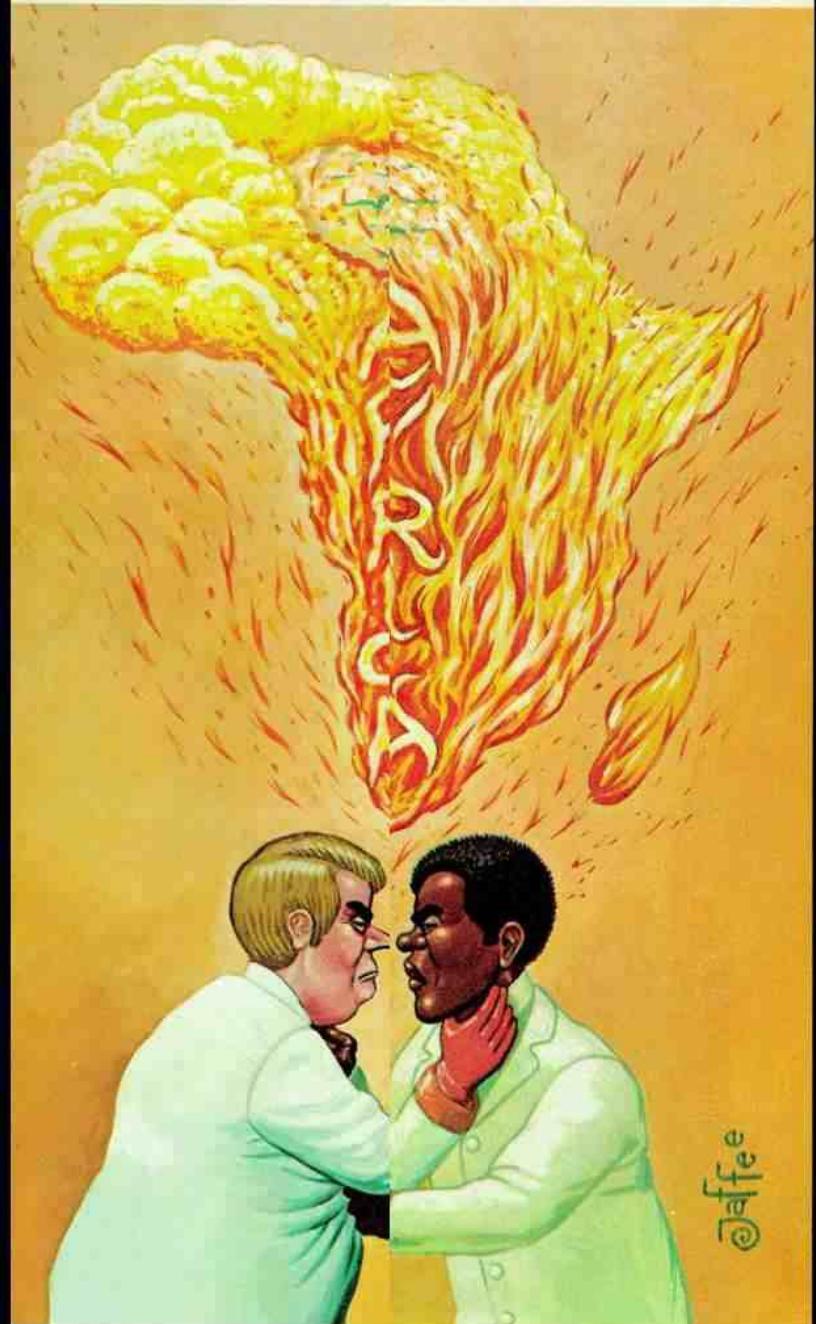
B

WHAT VOLATILE  
INGREDIENTS—  
NOW BEING  
FORMULATED—  
ARE SURE TO  
CAUSE FUTURE  
CATASTROPHES?



FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

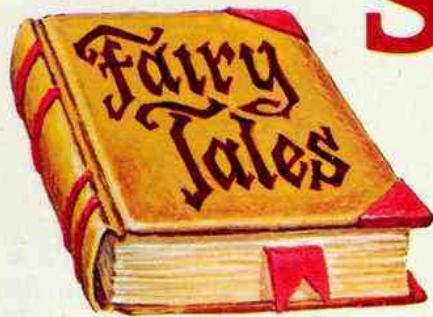


ARTIST & WRITER:  
AL JAFFEE

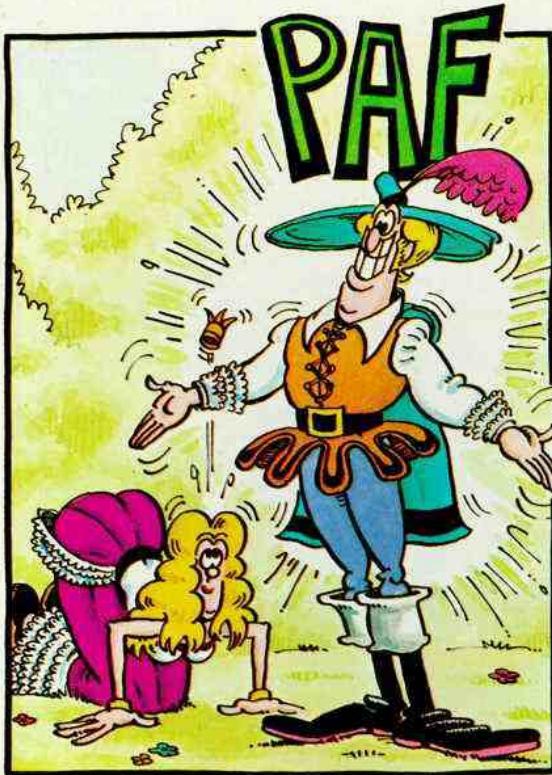
AFRICAN  
RACIAL  
POLICIES  
A**1**B

**MORE**

# SCENES WE'D LIKE TO SEE



(THE FROG PRINCE)



ARTIST: DON MARTIN

WRITER: AL JAFFEE

