

In this  
issue, we  
uppercut  
**ROCKY**

...roundhouse  
**LAVERNE &  
SHIRLEY**

...knock down  
**RELIGIOUS  
CULT LEADERS**

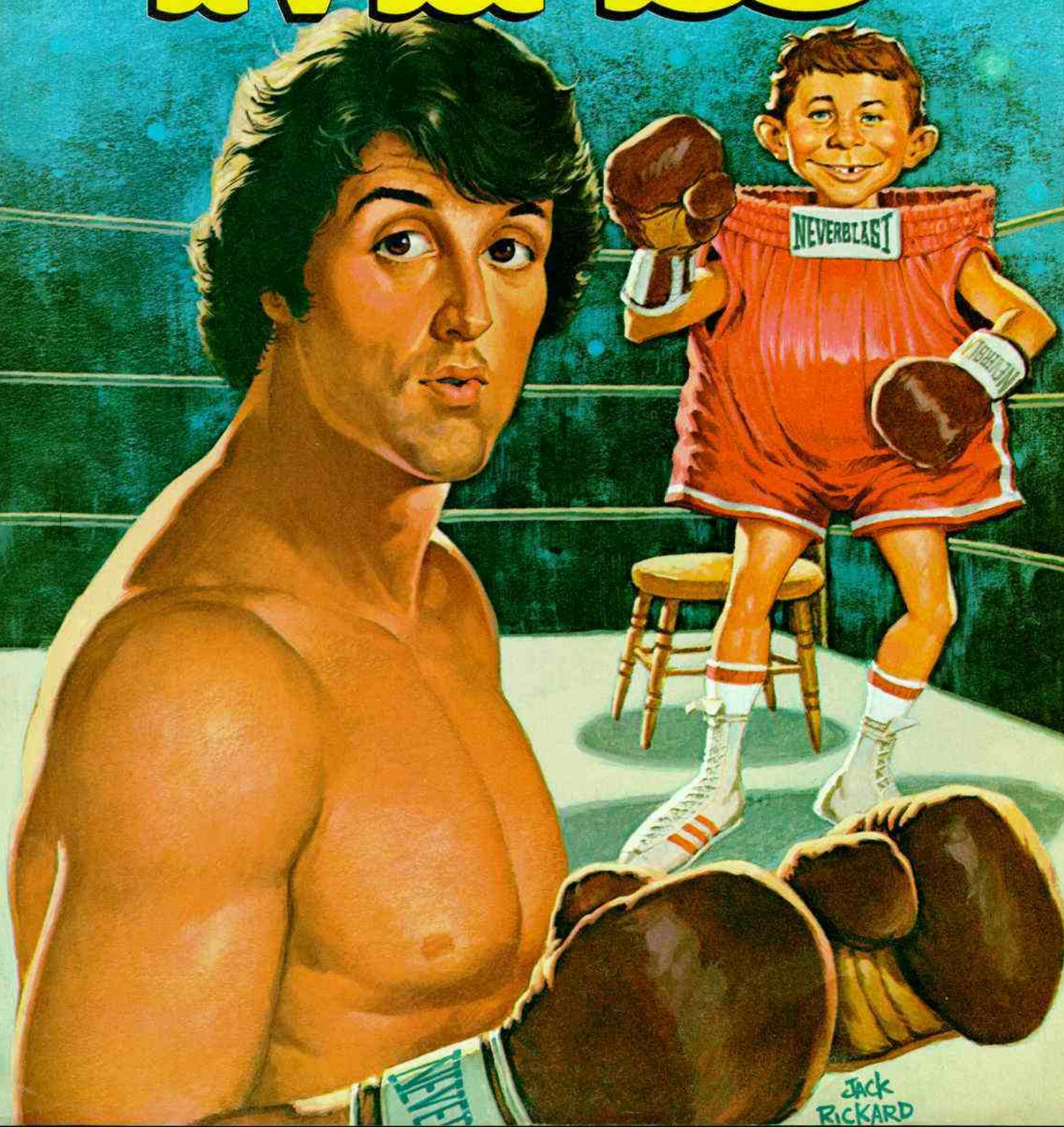
...count out  
**DAILY  
NEWSPAPERS**

...and ignore  
**BILLY  
CARTER**

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*the usual gang of idiots*

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MORE OF  
MAD'S  
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Maybe spending  
the night in  
the slammer  
will teach  
you a lesson!

It will... if  
I'm studying  
to be a drunk,  
or a junkie, or  
a prostitute!



LAVOINE &  
SHOILEY  
(TV SHOW  
SATIRE)  
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## LETTERS DEPT.



### KING KORN

"King Korn" was a bouncing success.  
You can depend on De Bartolo and North  
to come up with a "biggie"!

Peter Crewe  
Montreal, Quebec  
Canada

I went ape over the North-De Bartolo  
gorilla tactics!

Brett Steindl  
Scottsdale, Ariz.

"King Korn" has an edifice complex!

D. L. Nelson  
Salt Lake City, Utah

In show biz lingo, De Bartolo and  
North should "break a leg" on a two  
hundred pound banana peel!

John Barrett  
Cupertino, Calif.

"King Korn" was really HAIRY!

Russ Ovans  
Chilliwack, B.C.  
Canada

"King Korn" really had me in its grip!

Damon Gill  
Oakley, Calif.

### A MAD LOOK AT KING KONG

"King Korn" played Second Ape to  
Sergio Aragonés's funnier "A MAD Look  
At King Kong"!

Dan Harris  
College Station, Tex.



### Aragonés Gets Well-Deserved Hand (Foot?) From "Kong"

I hope we haven't seen the last of  
Aragonés's "Kong", and that was just an  
APE-itizer!

Dick Walker  
Des Moines, Iowa

## JONES' KONGCUPISCENCE COVER

That's some dumb ape Bob Jones  
painted! I guess he never was told about  
the birds, the bees and the baboons.

Bob Langhus  
Beloit, Wisc.



What'll they call the kid, "Prince  
Kong"?

Frankie Russo  
Wayne, N.J.

I understand that King Kong's brother  
saw Bob Jones's cover to your July issue  
and said, "Well, I'll be a monkey's uncle!"

John Fohrman  
Glencoe, Ill.

### A MAD LOOK AT CB RADIO

"A MAD Look At CB Radio" gave a  
true view of the craze that's bleeping the  
country. It was worth waiting three issues  
to see you blast all those "good buddies"!

Al Stroupe  
Ripley, Miss.

While drinking my battery acid, I read  
your "MAD Look At CB Radio." It was  
as funny as green go-go girls in Georgia  
overdrive!

Kenny "Cars" Lasky  
Troy, New York

This is "Lucky Hunter" going 10-77's  
(negative contact) on the MAD CB  
static. We got a big 10-1 with poor mod-  
ulation for sure, good buddies!

Dan Metz  
Perryville, Mo.

Your CB coverage was a big 10-192\*!  
(\*Yecch!)

Kena Massey  
Fontana, Calif.

### CB-TYPE CODE LANGUAGE IN OTHER WALKS OF LIFE

Upon orbiting your "CB-Type Code  
Language In Other Walks Of Life," my  
fuel box flapjacked and I had to do a  
Speedy Gonzalez to the sluice chamber!

Rich Feltz  
Crystal Lake, Ill.

Although you guys finally quit ignor-  
ing CB radio, I decided to keep up the  
tradition by ignoring your CB articles!

Peter Callas  
Fullerton, Calif.



### THE LIGHTER SIDE OF MORNINGS

Dave Berg's "The Lighter Side Of Mornings" got an early rise out of me!  
Andy Hanas  
Baltimore, Md.

There was no mention of morning sickness. After reading it in bed, that's what I got the following morning.

Susan Rand  
Toledo, Ohio

### ONE DAY IN PHILADELPHIA

For non-smokers like myself, Don Martin's "One Day In Philadelphia" had a happy vending!

Jacob J. Kramer  
Birmingham, Mich.

Don Martin's "Stop Smoking Instantly" method is a flush in the pan!

Teddy Khoury  
Brigantine, N.J.

### NUTWORK

Stan Hart and Mort Drucker have given us a sublime synthesis of the Unscrupulous Broadcasting System that will long be regarded as a classic jab at "Network" and the networks. Screenwriter Paddy Chayefsky may level his sights at a satire magazine next, in retaliation!

Gordon Duerbauer  
Baltimore, Md.

"Nutwork" turned me off!

Kelly A. O'Brien  
Owasso, Okla.

### ONE NIGHT IN THE BIG CITY

Al Jaffee's genie in "One Night In The Big City" had a very good punch line!

David Chadwick  
Oakton, Va.



Jaffee's Very Good Punch Line

I guess that's what you'd call a shot of jinn!

Elaine Schmidt  
Langhorne, Pa.

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## IT'S STALLONE RANGER! DEPT.

For years, Hollywood made movies about the Fight Game that were loaded with clichés. Recently, however, instead of bringing back another one of those "Joe Palooka" pictures, they made a brand new type movie about the Fight Game . . . loaded with brand new clichés. You'll see what we mean in this version of

# ROC

Hey, Rockhead! You are one lousy fighter!

Oh, yeah? Know what I'm gonna do? I'm gonna get a shot at the Champ!

The only way you'll get a shot at the Champ is if you buy a GUN!

LOOK at me! I'm a loser!

If you put on some makeup, bought some nice clothes and went to Charm School, you know what you'd be . . . ?

Yeah! Wasting my time!

My Sister's got no social life! I see her sitting at home every night . . . watching TV!

What kind of social life YOU got . . . sitting at home every night watching your Sister while she's watching TV!?

ZIP!

DEC. 21

TONIGHT  
BILL  
K. MURKY  
MEAT CO.

I . . . Appalling Greed . . . will stage a Championship Fight on July Fourth to celebrate Independence Day!

Why Independence Day . . . ??

'Cause I am gonna separate some Honky's head from his Honky body!

This movie shows what can happen to an underdog who keeps his faith and fights valiantly against tremendous odds!

You mean he wins in the end?

No, he gets his brains beaten out!

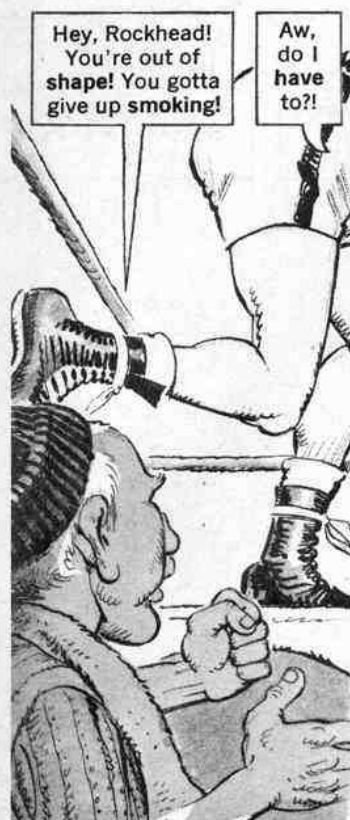
TRUCKER



# KHEAD

ARTIST:  
MORT DRUCKER

WRITER:  
STAN HART



Aw, do I have to?!



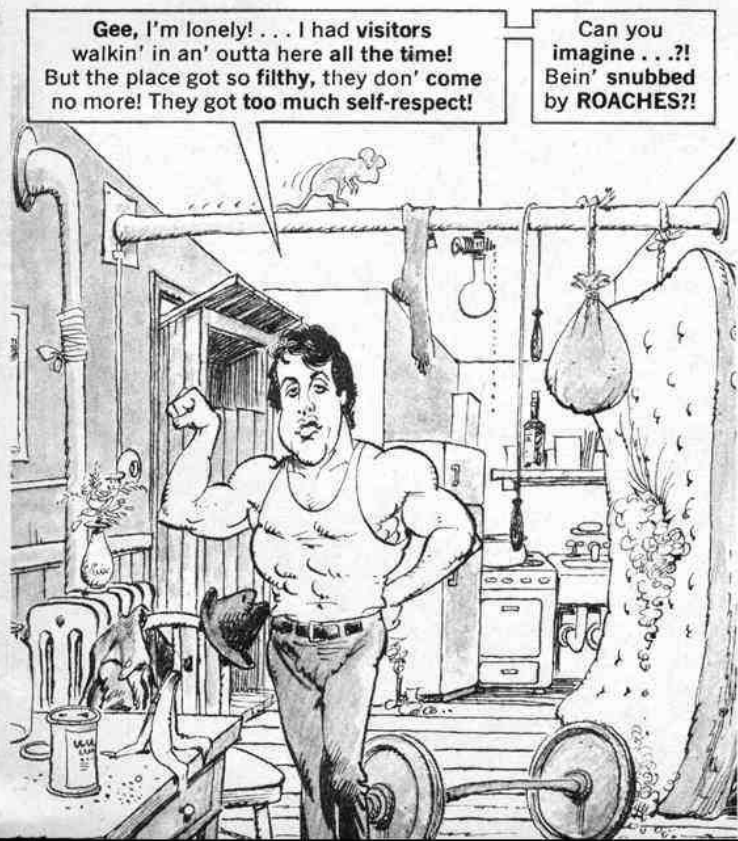
Well, at least while you're in the ring!!



Y'know, you goldfish are my only friends...

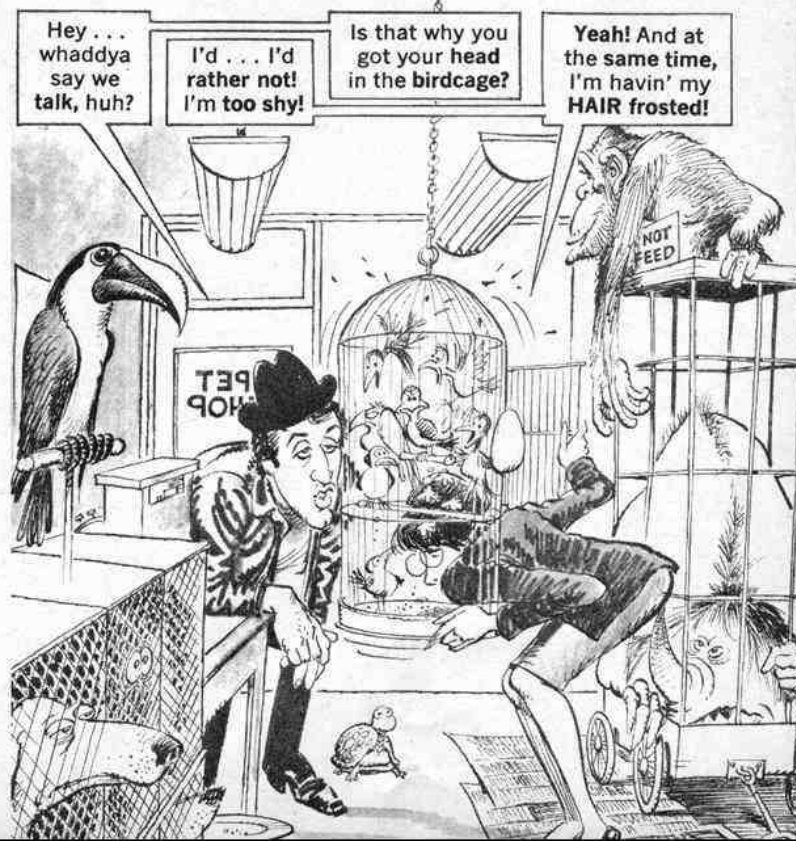
... but I'm afraid YOU'RE out of shape, too...

... 'cause every time I take you out for a walk, you pass out before we're halfway down the block!



Gee, I'm lonely! ... I had visitors walkin' in an' outta here all the time! But the place got so filthy, they don't come no more! They got too much self-respect!

Can you imagine ... ?! Bein' snubbed by ROACHES?!



Hey ... whaddya say we talk, huh?

I'd ... I'd rather not! I'm too shy!

Is that why you got your head in the birdcage?

Yeah! And at the same time, I'm havin' my HAIR frosted!

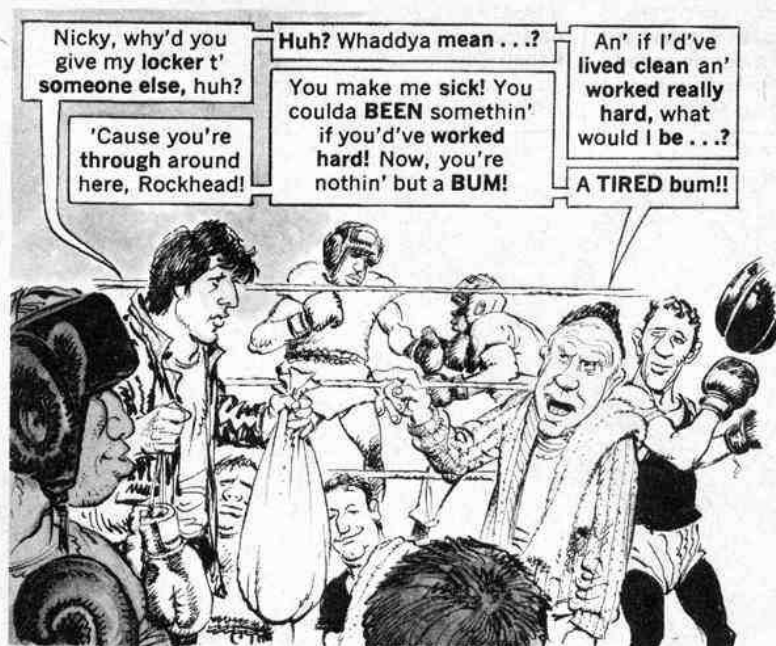




Listen, I'm warnin' you! You better pay Greaso The Loanshark the money you owe him ... or ELSE ...!

Aw, c'mon! You ... you wouldn't hurt me!

You say that 'cause I'm too nice a guy??  
No, I say that 'cause I've seen you fight!



Nicky, why'd you give my locker t' someone else, huh?

Huh? Whaddya mean ...?

An' if I'd've lived clean an' worked really hard, what would I be ...?

'Cause you're through around here, Rockhead!

You make me sick! You coulda BEEN somethin' if you'd've worked hard! Now, you're nothin' but a BUM!

A TIRED bum!!



Wanna go to the Basketball Game wit' me, Atrium?

No ... I'm busy tonight!

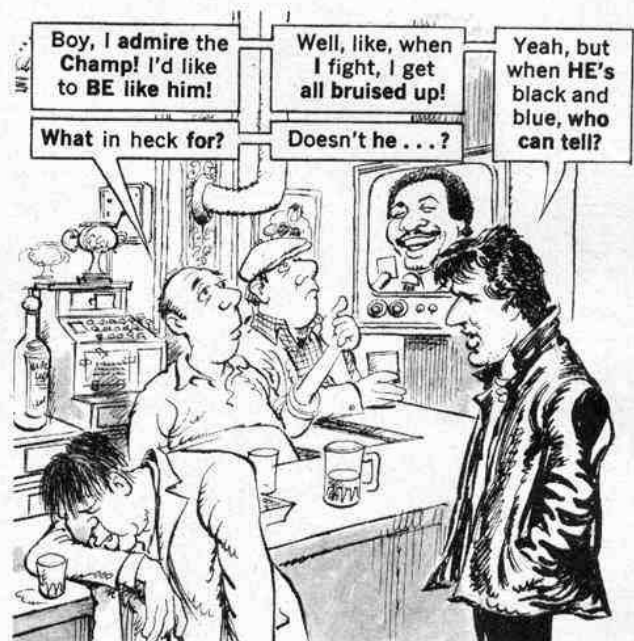
Oh? Whatcha doin' ...?

Readin'!

Oh ...? Whatcha readin'?

"Do Not Remove This Tag Under Penalty Of Law!"

I'll wait till the movie comes out!



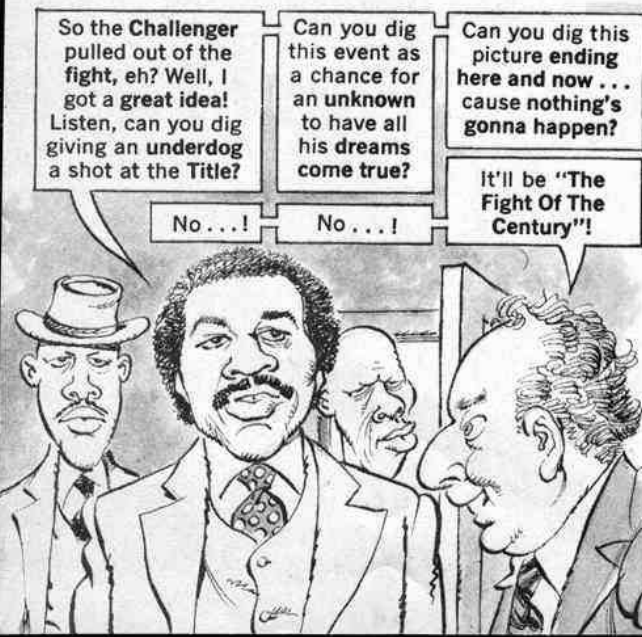
Boy, I admire the Champ! I'd like to BE like him!

Well, like, when I fight, I get all bruised up!

Yeah, but when HE's black and blue, who can tell?

What in heck for?

Doesn't he ...?



So the Challenger pulled out of the fight, eh? Well, I got a great idea! Listen, can you dig giving an underdog a shot at the Title?

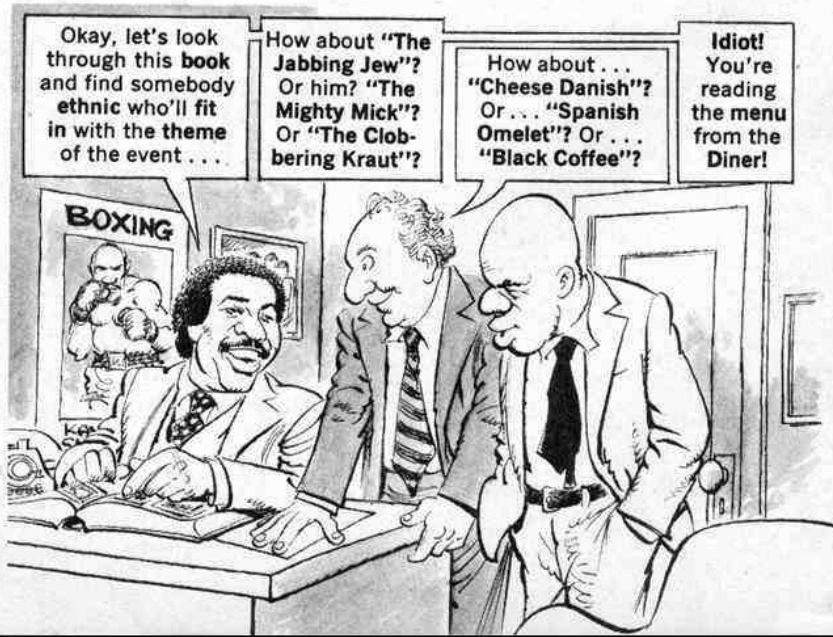
Can you dig this event as a chance for an unknown to have all his dreams come true?

Can you dig this picture ending here and now ... cause nothing's gonna happen?

No ...!

No ...!

It'll be "The Fight Of The Century"!



Okay, let's look through this book and find somebody ethnic who'll fit in with the theme of the event ...

How about "The Jabbing Jew"? Or him? "The Mighty Mick"? Or "The Clobbering Kraut"?

How about ... "Cheese Danish"? Or ... "Spanish Omelet"? Or ... "Black Coffee"?

Idiot! You're reading the menu from the Diner!



Okay, here's the one I want! "The Italian Stallion"! He must be called that because of his **BUILD**!

I know him! That's a typo! Actually, he's called "The Italian Scallion" ... because of his **BREATH**!

Hey, Rockhead! If you get me a part time job with Greaso The Loanshark, you will go out with my Sister!

An' if I get you a **FULL TIME** job wit' him ... ?

Then I won't make you go out with her!

I want you should go out with Rockhead!

No, Bawly! He wants what all the other guys want!

Sure ... but the difference is ... he forgets what it **IS**!

No ... I **refuse**!!

This is some Thanksgiving Day Party!! You know what you can do?! You can t'row the damn turkey out the window for all I care!!



I meant **THIS** turkey ... not **THAT** turkey!!

Hey, Atrium! How about goin' out wit me, huh ... ?

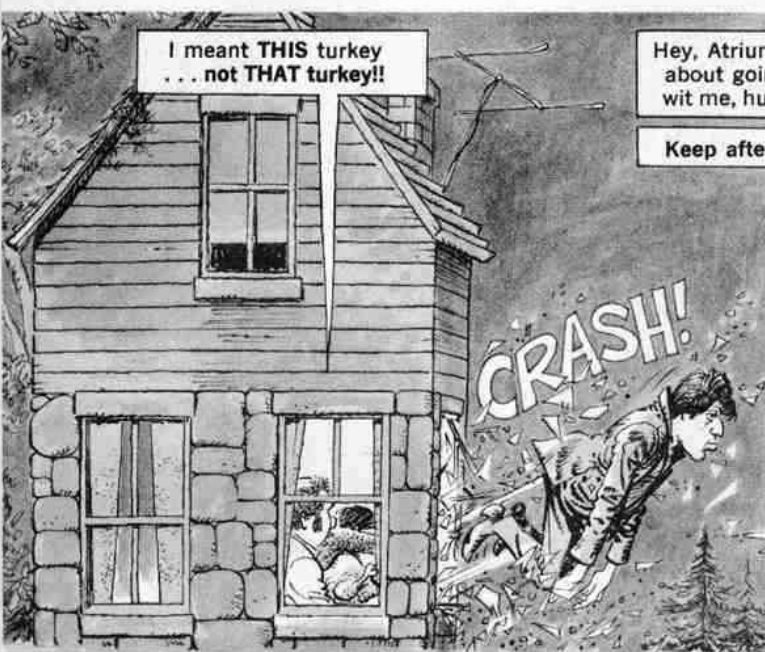
She ain't answering, Bawly! I don't think she likes me!

C'mon, will you! I'm stupid, I'm a slob and I got no future! What kinda quality have I got?

Keep after her!

Sure she does! You got a certain quality she loves!

Honesty ... !!



My Fadder tol' me t' always use my brawn ... 'cause I got a great body, but no brains!

My Father told me to use my brains ... because my body is nothing!

Hey, we make a great team! Imagine if we had a baby an' he had your brains an' my body?!!

With our luck, he'd have **YOUR** brains and **MY** body!

Ahhh, so what! That didn't stop Sonny Bono!



Nobody wants to fight me 'cause I'm a lefty! I never amounted to much 'cause nobody gave me a chance!

Could your clumsiness have anything to do with it?

I'm not Clumsy! This ice is slippery!

But we're not on the ice anymore!







You live here all alone?!?  
That you needed some help to get this place as filthy as it is!  
I don't think I should stay, but somehow, I can't seem to leave!  
No... I'm stuck here in your couch... because of this broken spring!  
Hold still! Let me take off your glasses!  
Oh, that's such a cliché! You wanna see if I'm pretty!  
Please! Don't start anything! I have a confession to make! I'm 30 years old and still a virgin!  
It's only been tough the last 20 years!

Sure!! Wha'd ya think?  
C'mon, now! Why don't you relax?

You're turned on by my looks, huh?



Please! I... I never kissed a man before!  
What HAVE you kissed?  
You'll never know the difference!  
Every animal in the pet shop...



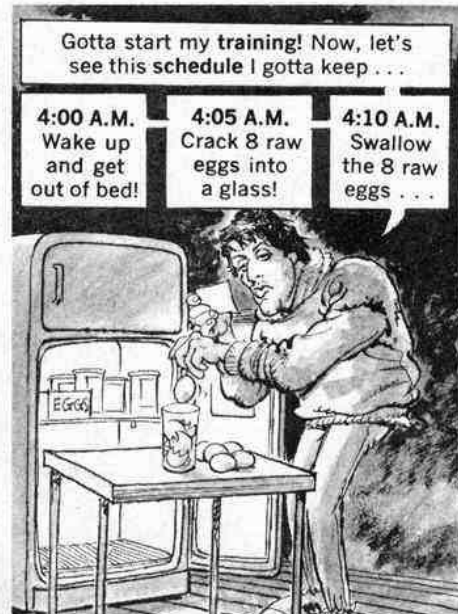
Rockhead... how would you like to fight the Champ... Appalling Greed?  
Are you kiddin'?! I ain't good enough t'-oops!



You're perfect!! You'll get 150 grand for doing what you just did!  
Fall on your face!  
My guess would be... just once!  
What'd I just do??  
Will he hit me a lot!?!?



I'd like to manage you for the big fight, my boy!  
'Cause I've always treated you like a Father would!  
See! I told you I treat you like a Father would!  
What? You t'row my stuff in the street... you yell at me in front of everyone... you make me feel like a stupid useless little kid!



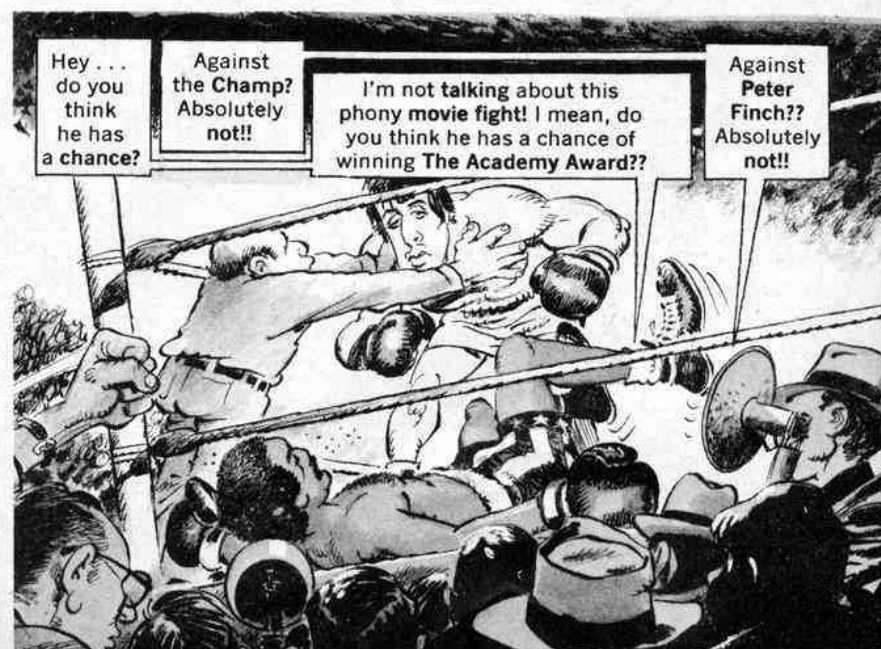
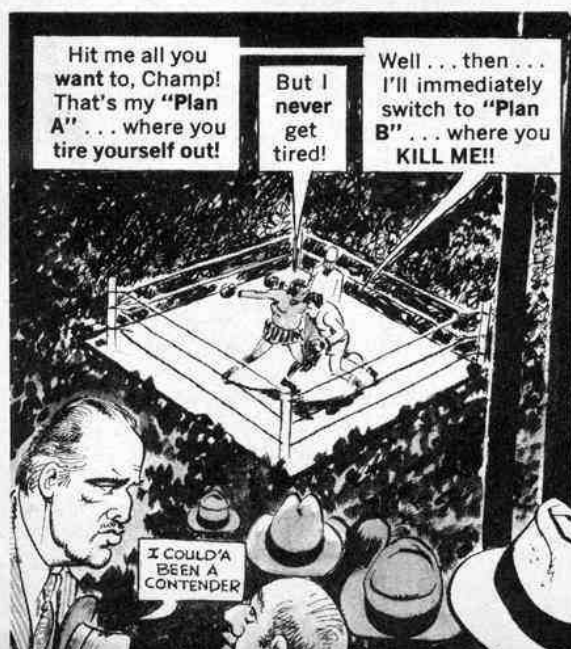
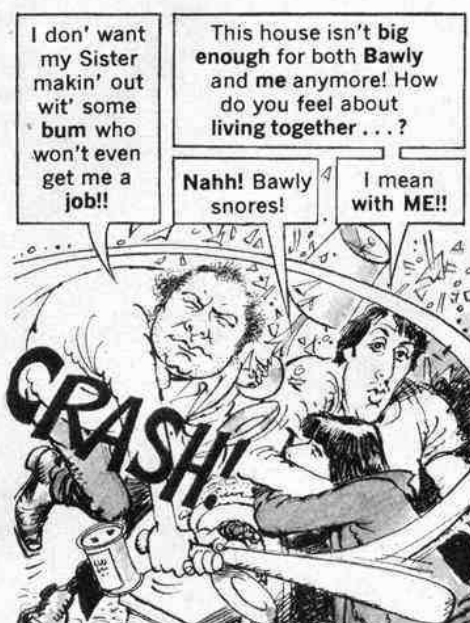
Gotta start my training! Now, let's see this schedule I gotta keep...  
4:00 A.M. Wake up and get out of bed!  
4:05 A.M. Crack 8 raw eggs into a glass!  
4:10 A.M. Swallow the 8 raw eggs...



4:12 A.M. ... vomit ...









Both your eyes are shut tight! At least that's **ONE** lucky thing . . . !

What's lucky about that?

Now you can't see your nose is broken!

This round, I give him and uppercut in the ribs, a hook in the sirloin and a jab in the brisket!

Geez, I told you you were sparring with those sides of beef too much!

I . . . I gotta get up! An' . . . an' I only got ten seconds to do it!

Take your time! Don't you know that in all **Fight Pictures**, it takes the Referee a full two minutes to count to ten?!



This is the **bloodiest**, most gruesome encounter I've seen since last Thursday!!

What happened last Thursday?

The Philadelphia Flyers played The New York Rangers in a hockey game!!

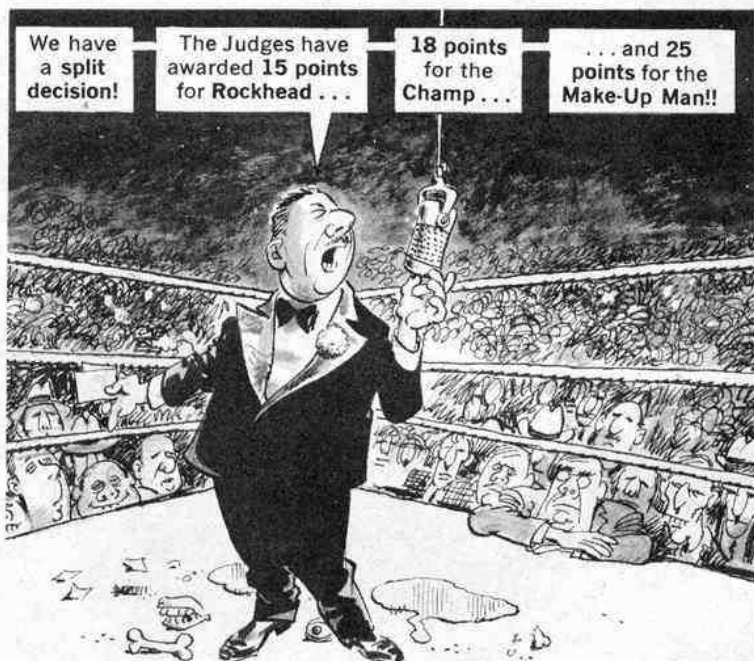


We have a split decision!

The Judges have awarded 15 points for Rockhead . . .

18 points for the Champ . . .

. . . and 25 points for the Make-Up Man!!



Atrium, I love you! Will ya marry me?

Oh . . . yes! Yes! I will Rockhead!

Isn't that warm and wonderful! An underdog sees his dreams come true, marries the girl and lives happily ever after!!

Oh, yeah? I'm not so sure! Look . . .



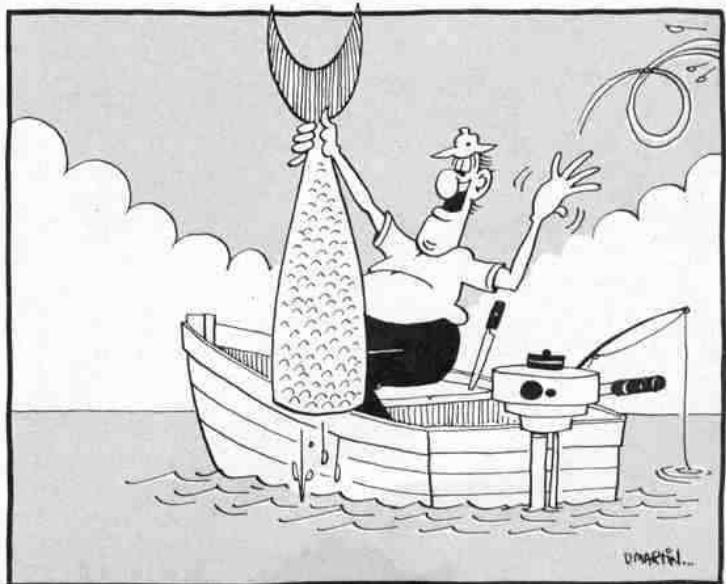
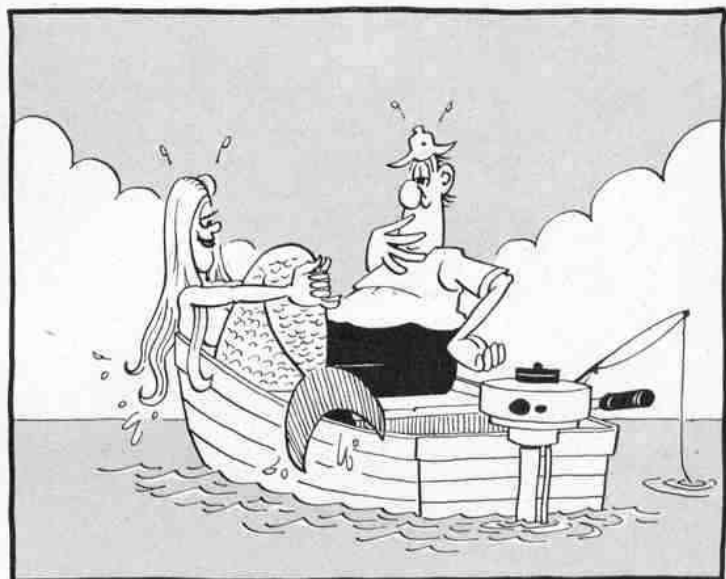
Stand up, Rockhead! Don't slouch! Stop mumbling when you talk! Tie your robe! Wash your hands and face and show me they're clean! If they're not, back you go to the bathroom and do it all over again! Now, the first thing—

Hey, le'me get MY licks in, Atrium, in as much as I'm gonna live wit' you! Now, I need a new car, an' a new suit, an' . . .





# EARLY ONE MORNING OUT ON THE BAY





What's black and white and dead all over? Today's newspaper, that's what! Wherever you look, you find a "Morning Gazette" or "Evening News" gasping for circulation and fighting to stay alive. We at MAD, as usual, have the answer to the plight of our

Verses and  
limericks just  
for a dime...

# THE DAIL

ARTIST: BOB CLARKE

## VAST BLAST FROM GRAY'S BLAZE DOUSES HOUSES, SOAKS FOLKS Goof of Daughter Spreads to Water, Causes Slaughter



By Melvin Spelvin

A raging blaze swept through today  
The residence of Quincy Gray  
Who lives at 24 - 0 - 2  
South Lackawanna Avenue.  
The house went up when  
Gray's young daughter  
Mistook turpentine for water,  
After which the fire spread  
To Gray's adjoining backyard shed,  
Igniting sticks of dynamite  
Which filled the air with  
Gray's son, Dwight.

**Lloyd Destroyed**

The blast brought down a power line,  
Electrocuting Lloyd T. Fein,  
And then ripped through a water main,  
Which flooded homes on Yulvey Lane  
And swept three cars and  
one old flivver  
Straight into the Chumbee River,

**Very Hairy on Ferry**

There they went downstream afloat  
Until they struck a ferryboat,  
Which sank in seconds in the sound  
And left some 37 drowned,  
Whose families assert that they  
Will now be suing Quincy Gray,  
Who's fully covered, if you please,  
With large insurance policies,  
Except, "The Rhyme"  
learned late today,  
His premiums he didn't pay.

## You Shouldn't Miss A Scoop Like This

This story in "The Daily Rhyme"  
Confirms a piece in this week's  
"Time,"

Based on a rumor NBC  
Got wind of Monday from AP,  
Who picked it up from CBS,  
Who read it in the foreign press.  
It seems this famous millionaire...  
But face it, do you really care?



## NEWS OF STOCKS

By Murray Fox

GM's off 3,  
And so's GE  
While Exxon's down to 81.  
Pan Am has slipped,  
Gulf Oil has dipped  
Because of news from Washington.  
The steels are weak,  
Down from their peak,  
And Polaroid's begun to fall.  
It's very clear  
A crash is near,  
So sell before you blow it all!

## DAKOTA TOYOTA IN RASH CRASH

**Runs Into Datsun  
Of Oliver Watson**

By Chester Fester

Young Philo Freen of North Dakota  
Late last night in his Toyota  
Crashed into the light-blue Datsun  
Occupied by C. T. Watson,  
Then bounced off a red Polara  
Driven by John J. O'Hara,  
Sending five folks straight to heaven  
Three miles west on Highway 7.

**Freen Not Clean**

State Police out at the scene  
Have thrown the book at driver Freen.  
"It's clear the creep was  
stoned on grass,"  
Declared patrolman Walter Kass,  
"Or high on speed or smashed on junk—  
"If not, then he was driving drunk."  
"In any case, he's one bad punk  
"And what he did—it really stunk."

**Marshal Is Partial**

Said County Marshal Elmer Yost,  
"It's punks like Freen  
I hate the most."  
"I'd like to see the rat get jailed  
"And whipped and clubbed  
and stoned and flailed  
"Or, failing that, tied in a sack  
"And stretched upon a torture rack."  
"I'd never let the punk go free—  
"Too bad that he died instantly."

## GAY LIB PANTHER HAS THE ANTHWER

The Cleveland Zoo announced today  
a panther there named Ralph is gay.  
Two weeks ago he left his mate  
and moved in with a chimp  
named Nate.

**PUBLIC NOTICE FROM EDWIN OTIS**

My wife has left my bed and board;  
Should anyone find her,  
there's no reward.



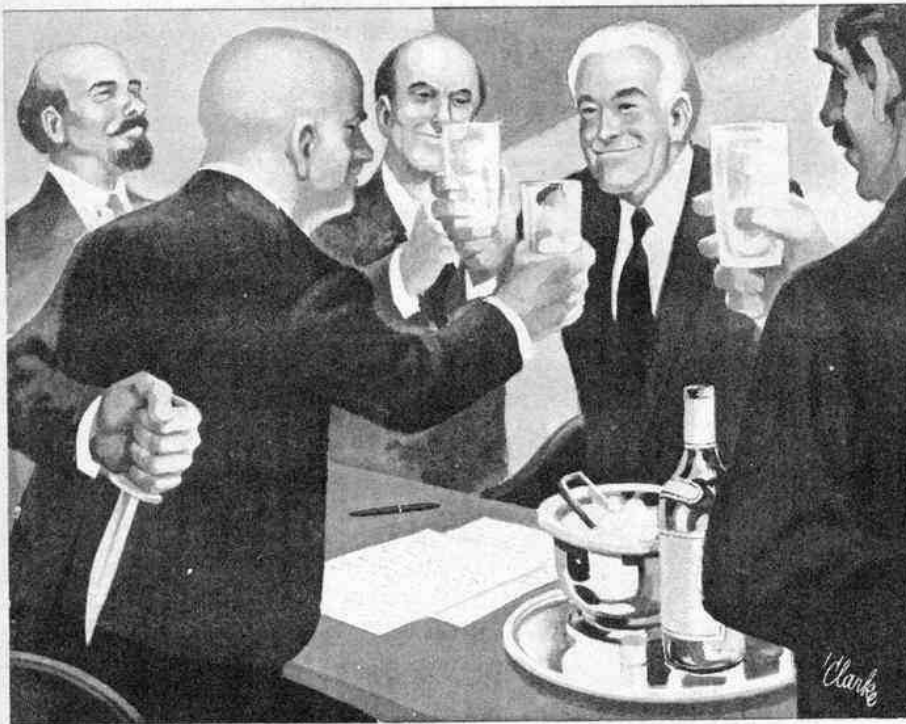
newspapers. Mainly—make them more entertaining, and folks will start reading them again! You're asking, "How?" Well, first of all, we'd get rid of the dull, everyday writing and replace it with something better—or verse! We'd then wind up with...

# Y RHYME

WRITER: FRANK JACOBS

... if you've got  
the money, then we've  
got the rhyme!

## U.S., RUSSIANS, END DISCUSSIONS WITH A TREATY THAT'S A SWEETIE



Just moments after both sides signed this pact for all posterity  
The diplomats exchanged a toast to show their deep sincerity.

By Milton Stilton

The U.S. and the Soviets  
Have signed a guarantee  
That neither side will lose its cool  
In case of World War III.  
No matter which side starts the war,  
There is a special clause  
Outlawing H-bombs and the like  
Unless there's some good cause.

### Test is Stressed

Should either side get so upset  
It has to use its warheads,  
The other nation has the right  
To call them silly soreheads.  
The day before the war begins  
Both sides will get the chance  
To test their bombs by blowing up  
Rumania or France.

### Less Trouble with Rubble

Should either side be laid to waste  
With very few left living,  
The loser has to sign a pledge  
That he will be forgiving.  
The signers of the treaty say  
The pact should now increase  
The chance that they'll be given this  
year's Nobel Prize for Peace.

## NO SURPRISE AS TAXES RISE TO THE SKIES

By Irwin Kerwin

The City Council said today  
That citizens will have to pay  
New taxes on their diamond rings,  
On Dairy Queens and Burger Kings,  
On first-born girls and red-haired sons,  
On basset hounds who get the runs,  
On Hershey bars and cigarettes,  
On losses by the New York Mets,  
On trousers that are cleaned and pressed,  
On people who have gone through EST,  
On anyone who's name is Fred,  
On being born and dropping dead.  
Said Council leader Quincy Blair,  
"We think these taxes are quite fair.  
"We need them all, because today  
"We gave ourselves a raise in pay."

## QUICK REVIEWS OF MAJOR NEWS

A plane hijacked by terrorists  
is heading for Damascus.  
The leader says, "We'd like to land,  
but no one's thought to ask us."

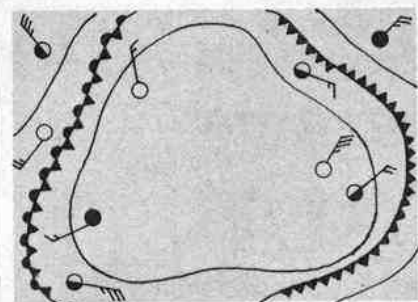
\* \*

Sextuplet girls were born today  
to Bessie Kaye of San Jose.  
Their names are Fay and Kay and May—  
the rest she hopes will go away.

\* \*

In Santa Fe, a man named Ware  
has made a St. Bernard his heir.  
In Jacksonville, a man named Brock  
has willed his fortune to a rock.

\* \*



Today there's rain,  
but don't complain  
or waste your tears of sorrow.  
If you can wait,  
we'll have a great  
big hurricane tomorrow!



## The Stars And You

By Hugh DePew

### ARIES

Today a Libra  
friend you'll see  
Who'll prove to  
be your enemy,  
And then you'll  
meet a Capricorn  
Who'll make you wish  
you'd not been born.



### TAURUS

The planets bring  
great pleasure to  
Most everyone today  
but you;  
The future's rotten  
down the line;  
Too bad that you  
can't change your sign.



### GEMINI

Although this day  
dawns clear and bright  
With all your lifelong  
goals in sight,  
Before you shout  
and dance and sing,  
Remember you're  
a ding-a-ling.



### CANCER

'Round 10 a.m.  
you're sure to feel  
Like signing some  
big business deal;  
Should this take place,  
we have no doubt  
'Round 2:15  
you'll be wiped out.



## PATTER 'N CHATTER

By Harvey  
Garvey

Hi out there, it's time that you  
Found out who's doing what with who...  
The biggest item deals with Liz  
Who's going in the TV biz;  
She'll get a million bucks a year  
Replacing Cronkite, so we hear...



We're told Sinatra toured the South  
And punched a possum in the mouth...

\*\*\*\*\*

The word is out that Tommy Smothers  
May team with the Osmond Brothers;  
Should the deal go through, prepare  
For brother Dick to team with Cher,  
Which means that Sonny will be free  
To start his Shakespeare company...

\*\*\*\*\*

Don't be surprised if Bob Goulet  
Will film the life of Turhan Bey...



We're told Sinatra toured Duluth  
And punched a hamster in the tooth...

\*\*\*\*\*

Seen 'round town are Phyllis Diller,  
Johnny Miller, Jerry Stiller,  
Arte Johnson, Charles Bronson,  
Gloria Swanson and Stan Bahnson,  
Lauren Bacall and Lucille Ball,  
Monte Hall back from Nepal,  
Barbara Bain, MacArthur Lane,  
Joan Fontaine and Michael Caine,  
Bobby Orr, Daniel Schorr,  
Don DeFore and many more...



We hear while touring overseas  
Sinatra punched a Pekingese...

\*\*\*\*\*

Although there's lots more I could say,  
I'll write 'em down another day;  
It's not that I don't have the time;  
It's just that I can't make 'em rhyme.

## Believe It or Leave It!



SIX YEARS AGO,  
**RALPH WEMBLEY**  
LOST HIS WATCH IN  
GUATEMALA.

LAST WEEK HE  
FOUND IT IN  
DETROIT  
WHILE EATING  
VEAL MARSALA!

## PINE NUTS

KICK THE FOOTBALL,  
CHARLIE BROWN!  
I PROMISE I WON'T  
LET YOU DOWN!

I THINK YOU'RE  
LEADING ME  
ASTRAY!



# ADVICE TO THE NEEDY

By Edie McReedy

Dear Edie:

I'm engaged to a girl with a twitch,  
And each time I touch her, I itch;  
She walks on all fours,  
Never goes out-of-doors,  
And on weekends turns into a witch.  
Upset

Dear Upset:

It's clear from your girl you are shook  
And would like to be let off the hook;  
Although you can't face her,  
Before you replace her,  
Find out if she is a good cook.

Dear Edie:

My boy-friend is handsome and kind  
And he's blessed with a beautiful mind;  
He never ignores me  
And always adores me;  
No happier girl you can find.  
Joyful

Dear Joyful:

What kind of a loony would think  
That her love-life was rosy and pink?  
You must be psychotic  
Or on some narcotic;  
I'll send you the name of my shrink.

# ON THE SCREEN

With Chauncey Green

*I think that I shall never see  
A movie done so terribly  
As something called "The Swollen Gland,"  
Which now is playing at the Strand.  
It stars George Segal as a cop,  
Who, staking out a barber shop,  
Observes a Fresno CPA  
Attempt to kill Faye Dunaway,  
Which leads into a torrid scene  
With Goldie Hawn and Steve McQueen,  
Who, on the lam with Robert Shaw,  
Get lost in downtown Wichita.  
Before it ends, James Caan is slain  
And Michael Caine, declared insane,  
Climbs thirty flights and takes a leap—  
Don't ask me why, I fell asleep.*



by Sharly Schuts





**A STAR IS SHORN DEPT.**

Have you ever taken a real good look at some of today's big "glamorous sex symbol" stars? Many of them aren't really that "glamorous" or "sexy."

# IF TODAY'S SEX SYMBOLS

## THE WAY IT IS...



## THE WAY IT WOULD BE...



## THE WAY IT IS...



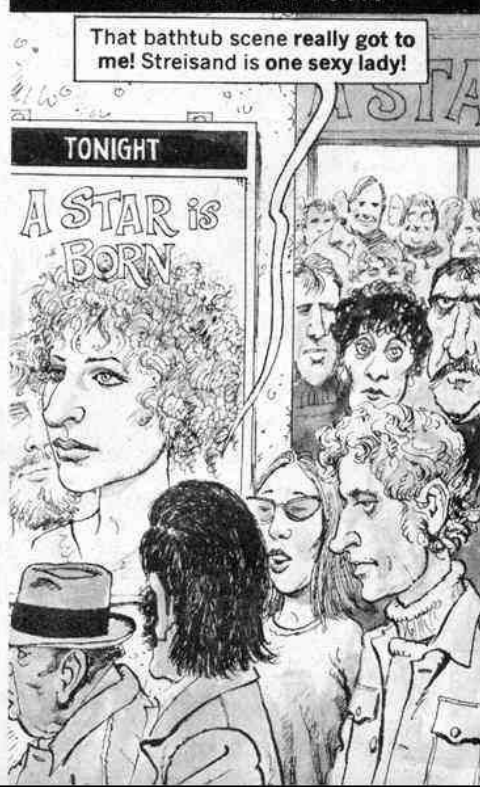
## THE WAY IT IS...



## THE WAY IT WOULD BE...



## THE WAY IT IS...



Actually, they're merely products of their various Studios' or Networks' Publicity Departments. Which got us to wondering what it would be like

# WEREN'T IN SHOW BIZ

ARTIST:  
HARRY NORTH, ESQ.

WRITER:  
LOU SILVERSTONE

## THE WAY IT WOULD BE...

In the future, Mrs. Allman... please wear a top that covers your navel! Our customers are losing their appetites!



## THE WAY IT IS...

And now, here's Alice Cooper!

Oh, my God! Yiii!

Hey! Is there a doctor around? This chick just fainted!



## THE WAY IT WOULD BE...

Daddy, you gotta help me! My blind date just showed up! I can't go out with that weirdo! Tell him I'm sick or something!!



## THE WAY IT WOULD BE...

Mr. J... TELEPHONE...

Your new secretary with the big mouth is one broad your wife doesn't have to worry about your fooling around with!

Forget it! Her NOSE would get in the way!



## THE WAY IT IS...

How can you watch that dumb show? Why don't you turn on something else?

Who cares about the show?!? I just want to see The Fonz! Ooooh, there he is...!



## THE WAY IT WOULD BE...

I hate getting gas here! I can't stand that creep mechanic with the greasy hair who thinks he's a great lover!





It's after two o'clock, and she's **STILL** not home from her date! Maybe she was in an auto accident! Maybe she was mugged . . . or murdered . . . or raped . . . or worse!

Dear God, please bring my daughter home safely to me! If you do, I promise I'll live an exemplary life . . . showing love, kindness and understanding to all people!

She's here! She's home, safe! Oh, thank you, God! Thank you!

DO YOU KNOW WHAT TIME IT IS, YOU ROTTEN KID?! I COULD **MURDER** YOU!!



BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

# N

Please, darling! Don't talk so loud! I have a splitting headache!

I was **only** saying my prayers!

Oh, well . . . as long as you're talking to the **Good Lord**, ask Him to make my headache better!

Okay, Daddy . . .

. . . and Dear God, please make my Daddy's headache go away! He was **boozing** it up all day . . . and now he's terribly hung over!

Why'd you tell Him **THAT** for?! Why couldn't you just say I had a toothache or something?!



10-4, Good Buddy! This is Night Rider saying "Happy numbers to you!" and going 10-7!

MUST you play with that toy every time we go for an evening drive?!!

Toy? TOY? This is an expensive, high-technology CB Radio . . . not a plaything! It's a modern method of communicating messages between moving vehicles that was originally developed by professional drivers, but has now come into general use!

What, may I ask, do you do for a living?

You know very well that I'm a Harvard graduate, that I'm a Corporate Lawyer earning an income in six figures!!

So WHY are you playing at being a TRUCK DRIVER?!



# IGHTS

WRITER & ARTIST:  
DAVID BERG

What are you doing?

I'm having a Midnight snack! And, boy, is it ever delicious!

But I put those away for tomorrow night! Those are left-overs from supper!!

LEFT-OVERS?!

Am I glad that I'm eating them tonight!

Because I HATE left-overs!





Just look at this meal!  
Everything is harmful!  
The sugar is poison ...  
the salt is bad for high  
blood pressure ... the  
bread has no nutrition!

Oh-oh!  
The  
Health  
Nut is  
at it  
again!

Yeah!  
Knock  
it off  
and  
let us  
eat!

The milk has radiation fall-out  
... the butter, eggs and meat  
have artery-clogging cholesterol  
... the fruits and vegetables are  
poisoned by chemical sprays ...  
the fish has traces of mercury—

Hey,  
c'mon!  
You're  
spoiling  
my  
appetite!

Yeah!  
Knock  
it off  
and let  
us eat  
already!

If we listened to you, everything  
at this table would be eliminated!!

Not EVERYTHING!!



Geez, this is a  
dark street!

I'm terrified  
of the dark!

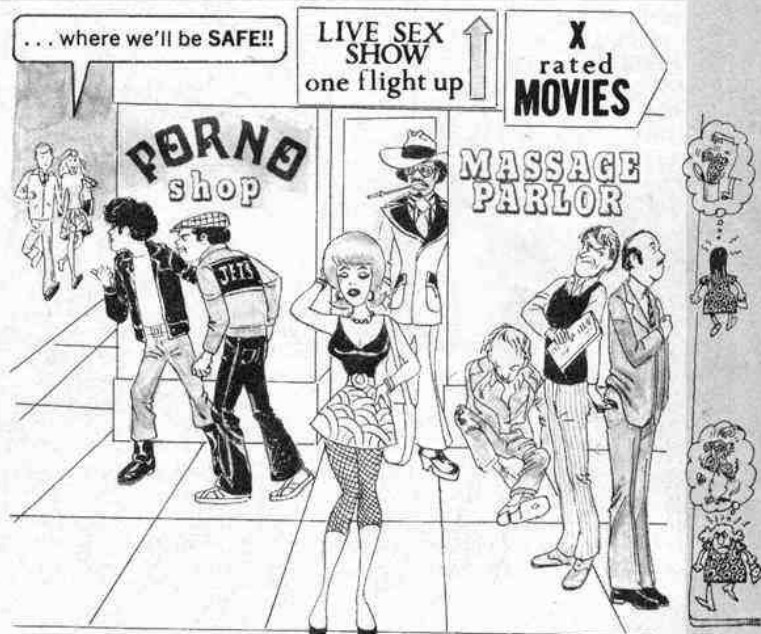
Me, too!  
Let's get  
out of here!

Let's head for  
the bright lights  
of the main drag ...

... where we'll be SAFE!!

LIVE SEX  
SHOW  
one flight up

X  
rated  
MOVIES



Will you hurry  
up! We'll miss  
the first act!

I'm hurrying  
as fast as  
I can!

What's slowing you  
down is that enormous,  
heavy purse you carry  
around! You've got too  
many things in there!!

I never  
know when  
I'm going  
to need  
something!

In fact, you've  
got everything in  
that purse but the  
bedroom dresser!

Oh, God!  
I wish  
it was  
in there!

That's where I left  
the TICKETS!!



There would still be the **STUPIDITY!!**



Hi! I'm home! Was there any mail today?

The usual! A lot of junk mail . . . and a notice from the bank that my checking account is overdrawn!

WHAT?!? Can't you keep a simple checking account straight?!

Now, don't get excited! The matter was taken care of!

I sent the bank a check for the overdrawn amount!



Oh, darn! The lights went out! Probably a fuse!

Better to light one little candle than to curse the darkness! And I have one little candle right here . . .

A candle?! Are you kidding?! We're practically living in the 21st Century! A candle is a prehistoric anachronism! We own a flashlight that throws a beam a quarter of a mile!!

So why don't you use it?

I can't find it in the dark!

Okay, Mr. 21st Century man . . . Now, what are you gonna do?!?

I'm not going to curse in front of the children!



What are you doing up?

I can't sleep!

I've tried taking some warm milk . . . and a night cap . . . and some sleeping pills the Doctor gave me!

None of them worked!

Hummmm! That's strange! I can't understand it!

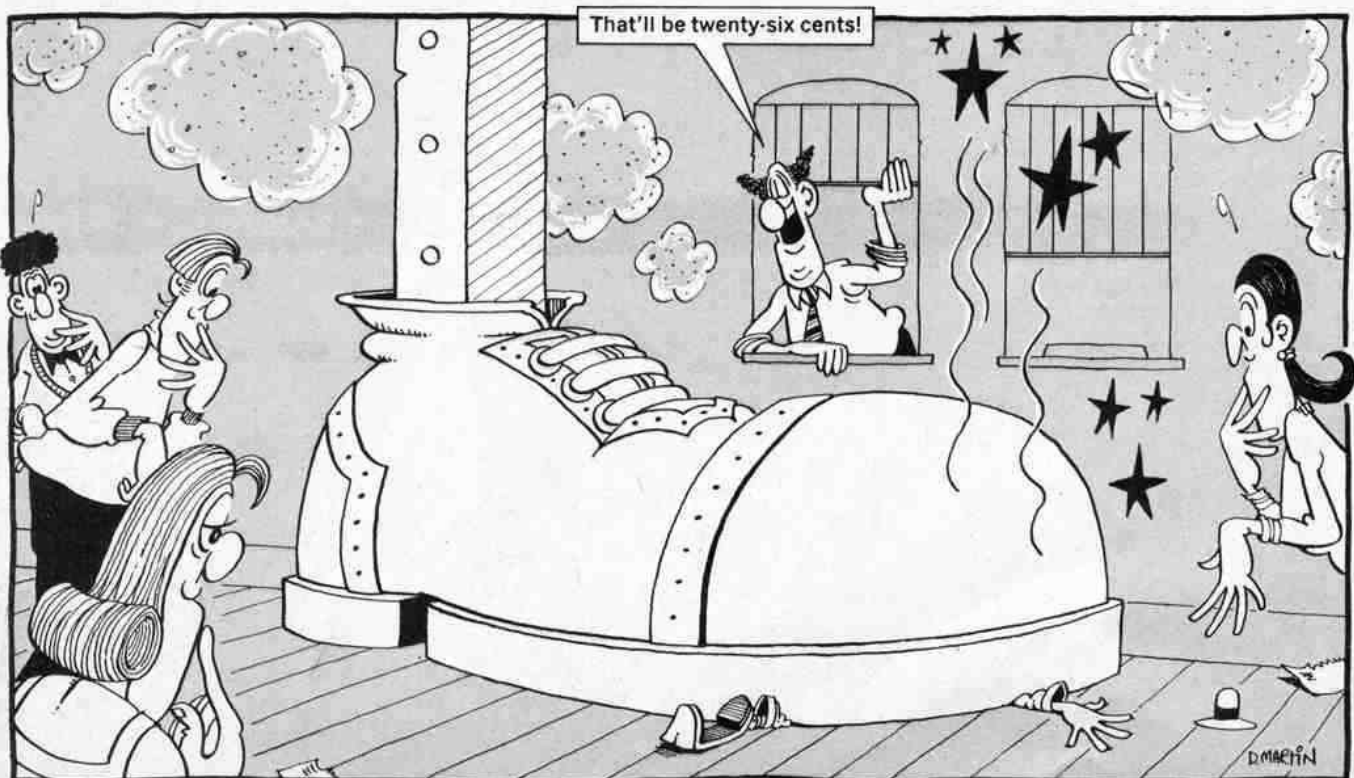
You slept fine ALL DAY!

FRESH CEMENT











**FOOL'S PARADOX DEPT.**

As every rational, intelligent person knows, we live in a time when most everyday occurrences are bad, and all of them are due to get a whole lot worse. There-

fore, it stands to reason that only a complete idiot could remain optimistic in the modern world. MAD is aware that the complete idiots who read this magazine

# YOU'RE AN ETERNAL OPTIMIST

ARTIST: JACK DAVIS

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you assume that you'll get your flat tire changed in a jiffy, now that a whole motorcycle gang has stopped to lend you a helping hand.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you scan the movie ads, expecting to find something to take the whole family to.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you can't imagine why your Doctor would call in four Specialists for consultation, unless he needs their help to tell you how well you're progressing.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you think you've found a garage sale where a millionaire art collector is disposing of genuine art masterpieces at five bucks apiece.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you can hardly wait for some newly-elected politician to take office so he can start keeping his campaign promises.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you ask your Dentist if it's going to hurt, and he says, "No!" ... and you really believe him.

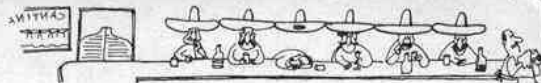
**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you think your new after-shave lotion will make women find you irresistible when they never even found you tolerable before.

are constantly in fear of being exposed as complete idiots. But actually, you're giving your secret away by stupid optimism you don't even know you're exhibit-

ing. So there isn't a moment to lose in comparing your own behavior with these MAD examples. Because if you display any of these symptoms, it's a sure sign that—



# NAL OPTIMIST IF...

WRITER: TOM KOCH WITH JACK KENT

**YOU'RE AN ETERNAL OPTIMIST IF ...**



...you assume there's nothing to hang-gliding that you can't teach yourself as you go along.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you figure that arriving at the airport ten minutes late is close enough because they'll hold the plane until you get there.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



...you expect anything you order from a mail order house to look even half as good as the picture in the catalogue.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



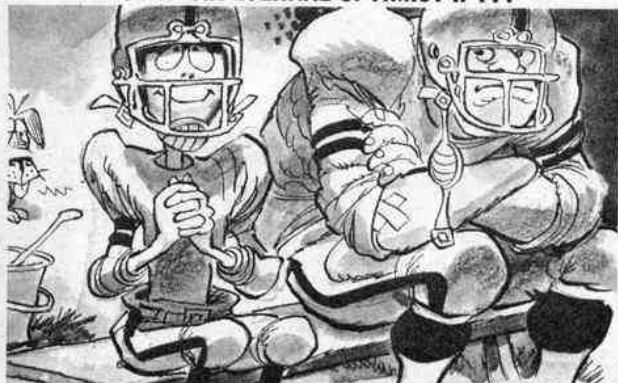
... you assume every girl you've ever dated is free tonight, and just waiting by the phone in hopes you'll call.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you buy a catalogue that describes valuable coins on the assumption that your pocket change is worth a fortune.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... being allowed to suit up for Junior College football prompts you to start planning your illustrious career in the N.F.L.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you have complete faith in those old adages that barking dogs never bite ... and bees never sting if you just leave them alone ... and lightning never strikes twice in the same place.



**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you assume you'll be able to see and hear everything perfectly from the \$2.00 seats at a Neil Diamond concert.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you think that, even though your gas gauge reads empty, you have enough to make it to the next station.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you decide to wait for the next bus because this one is already too crowded.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you buy a "new, improved" product and expect it to be new and improved.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you really expect the other driver to yield the right of way.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



...you take your kids to the zoo...thinking that you're finally getting them away from all that sex and violence.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you expect to look like the model looked when you buy the dress in your size that she just wore.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you expect your new 1978 car to perform as well as that old Studebaker you're trading in.

**YOU'RE AN ETERNAL OPTIMIST IF ...**



... you don't foresee any problems in hitchhiking around the world because you're sure that all foreigners love American tourists.

## A MOON FOR THE MISBEGOTTEN DEPT.

Recently, there has been an alarming upsurge of **weird behavior** among a group of our young people! We mean **real funky stuff**, like **being polite** and getting **short haircuts** and wearing **clean, neat clothes**! Naturally the **parents** of these youngsters are **worried**! And so, as a public service, MAD now investigates the man who is **responsible** for this freaky behavior, the head of **The Loonation Church**, the Reverend **Sun Set Loony**, who has been named . . .

# MAD'S "RELIGIOUS CULT LEADER" OF THE YEAR

Reverend Loony . . . I'm Mike Malice . . . for MAD Magazine! They've asked me to conduct an "In-Depth Interview" with you, so—

Say, this is some fantastic place you have here! What do you call it . . . **SAN SIMEON EAST??**

I call it **"THE GARDEN OF EDEN"**! Would you care for an apple?

No, thanks! Y'know . . . I always thought that Religious Leaders lived—er—**SIMPLY!**

You thought wrong! Why shouldn't I live as comfortably as a **Rock Star** or a crooked **ex-President**? Do you know that it is written: "**The New Messiah** shall come from **Korea** . . . he shall be **five-foot-two-inches tall** . . . have **dark hair and eyes** . . . and be born under the sign of **Taurus The Bull** . . ." which happens to be **MY SIGN!?!**

No, where is that written?

In my book, **"THE WIT AND WISDOM OF REVEREND LOONY, THE NEW MESSIAH!"**

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

You haven't read my book?! It usually sells for **\$5.95**, but we're having a **SPECIAL SALE** this week! For **\$5.95**, you get my book **PLUS** this Volume of **Authentic Golden Oldie Korean Hymns**—including such favorites as **"Let's All Gather At The Bank Vault"**—**PLUS** **"The Korean CIA Handbook On How To Buy Friends And Influence People"** . . . **AND** this real collectors' item, the **"Reverend Loony Superstar Tee Shirt"**!

Reverend Loony . . . if you ever decide to leave the **Religion Business**, you have a great future on **Madison Avenue** . . . !

Tell me, sir! Why did you come to the U.S.?

I was in my garden one day when I received a message!

A Divine Message from God?

No, it was a **Mailgram** from my **Accountant**! He explained that **"Religious Organizations"** do not have to pay **TAXES** in the U.S.! So I packed my **carpetbag** and here I am! And it's a good thing I **CAME** to your country!

Why? Because there are so many Americans who need **salvation**?

No, because there are so many **dumb suckers** who are willing to pay **\$2.00** for a box of **lousy candy** that costs me **23 cents**!





Is it true that you only have 2000 church members in the U.S.?

Allow me to quote a great wise leader who once said, "It is better to have 2000 followers and 250 million dollars in the bank than to have 250 million followers and 2000 dollars in the bank!"

What wise leader said that?

Richard Nixon!



Then you're satisfied with the small number of converts you've been getting?

If YOU were the head of a Church, would you rather win the heart and brain of a man ... or his purse?

His heart and brain!

Boy, are you stupid! What good is a heart and brain ... unless you're a DOCTOR FRANKENSTEIN!!



Tell me, Reverend, how do you get your new recruits?

Simple! We run ADS in college newspapers, saying that we are seeking people who want to do their bit for the Ecology ... or want to better Mankind ...

But ... isn't that false advertising?

Is there any other kind?!



What happens when young people answer your ads?

We start by having "Rap Sessions" like this one ...

Loony ... Loony ...

LOONY ...

LOONY!

Loony is the Master! You will obey the Master!

Loony is your mind! Loony is your brain!

You will give us the plans, Yank ... or you will DIE!



But ... but isn't that BRAINWASHING?

I am only a poor Oriental! What do I know of such things? Come! I will let you speak to some of my Zombies—I mean LOONIES ... and you'll see for yourself that they have not been brainwashed!

Have you been subjected to any form of mind control?

We joined the Master of our own free will!

Master—good! Parents—finks!



Candy! Flowers! Candles! Please! Won't you help the poor orphans? Candy! Flowers! Candles ...

Do the proceeds from your street sales really go to orphans?

Why, of course! I'M an orphan!!





Tell me, do you allow members of your Church to get married?

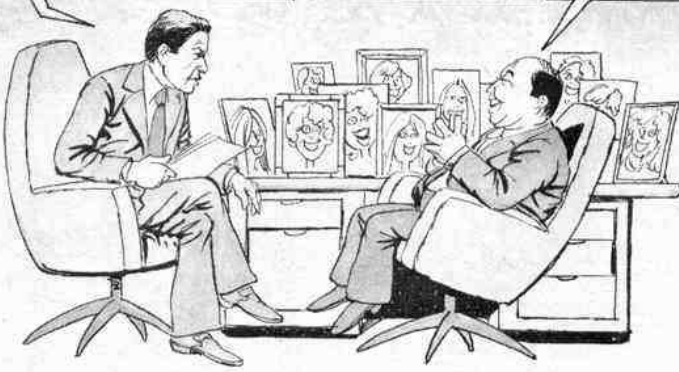
Of course! I perform the marriage myself! It's very very beautiful ... especially the **Bride-Purifying Ceremony** ...!

How does a **Bride** become **PURIFIED**?

How do **YOU** think?! She must ... as you Americans say ... "**make it**" with a **PURE MAN**!

I'll bet **YOU** are **MR. PURE**!

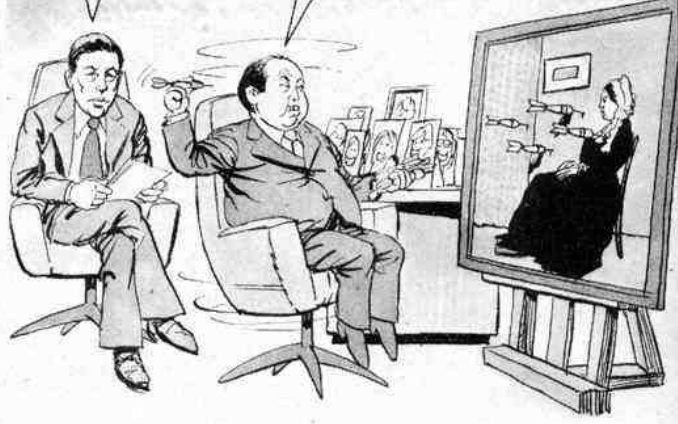
You better believe it! It's a fringe benefit of being a **Messiah**!



Could you tell us some of the problems you've encountered since you came here to America?

My biggest problem is trying to eat **Fillet Mignon** with **CHOPSTICKS**!

Another **Excedrin** headache is **American Parents**! They hire these so-called **DE-PROGRAMMERS** to get their kids back!



And do these **De-Programmers** that they hire cause you much trouble??

They are the tools of the Devil!!! They **KIDNAP** my slaves—uh—followers, and they turn them against me by telling them dirty vicious Communist lies!

You mean they quote to them from **MARX**??

No, they quote to them from the **BIBLE**!!



Reverend Loony ... is it true that you own several companies in Korea?

Yes, we manufacture many useful things ... like **Ginseng Tea**! I intend to make **Ginseng Tea** into America's **National Drink**!

If you're pushing **Ginseng Tea**, why are you drinking **COKE**??

Just because I sell the stuff doesn't mean I gotta drink it!

Man ... have you ever **TASTED** **Ginseng Tea**??



What else do your companies manufacture?

Rifles!

Isn't making guns a strange business for a Church to be involved in?

If you were going to be killed, wouldn't you prefer to be wasted by a rifle that has my **Holy Seal of Approval**??



There are **OTHER** Koreans who **ALSO** claim they are the **Messiah**!

I am reminded of an old Korean saying: "Religion is a lot like **Show Biz**! When you finally get a good gimmick, everybody tries to steal your act!"

But how can we know you are the **TRUE Messiah**?

Would I **LIE** ... ?!

Come! I must go forth into the evil city to see if my heavenly message is getting across!







For many television viewers, the characters on their favorite TV shows are very real. Networks get many letters each year addressed to Steve Austin, Marcus Welby, Maude Findlay and the rest, which proves how true-to-life these characters are. Eventually, of course, even the most successful show runs its course, and after it's cancelled, the characters just disappear. This hardly seems right. After all, if they were lifelike to start with, they should die like the rest of us. Which explains the MAD logic behind these

# OBITUARIES FOR TV SHOW CHARACTERS

WRITER: FRANK JACOBS

IDEA BY: BILLY DOHERTY

## TED BAXTER FOUND DEAD

Ted Baxter, 45, a newscaster for station WJM-TV in Minneapolis, Minnesota, was found dead yesterday in his apartment.

According to the city coroner's report, Baxter had been dead for at least four days before his body was discovered.

Baxter's co-workers expressed mild surprise on hearing of his death.

"We all wondered where Ted was these past few days," said Mary Richards, an associate producer. "Most of us figured he was staying away to give us all a free vacation."

"The first day he didn't show up, I became a little concerned," said station manager Lou Grant, "but the college kid we replaced him with did such a great job that I soon put Ted out of my mind."

In accordance with his wishes, Baxter will be given a lavish funeral, with recordings of his favorite news bulletins being played during the service. Baxter's co-workers have been trying to track down his friends who might wish to attend the funeral. So far, they have had no success.



MR. TED BAXTER

## ARCHIE BUNKER DIES; Noted Bigot Was 66

Archie Bunker is dead at 66.

The noted hard-hat and bigot collapsed of a heart attack last night after learning that his wife, Edith, was one-sixteenth Jewish. Bunker had been in ill health since May, when he developed a nervous disorder brought on by a Jamaican family moving into the house next door. Survivors include,



MR. ARCHIE BUNKER

in addition to his widow, a daughter, Mrs. Mike Stivic, and a grandson. Moments before he died, Bunker removed all of their names from his will. His estate, estimated at approximately \$900, will go to the Council to Renounce, Eliminate and Eradicate Pinkos. (CREEP) A World War II veteran, Bunker was a member of the American Legion, Veterans of Foreign Wars, and regional vice-president of Patriotic Right-Wingers Indicting Draft Evaders (PRIDE).

A memorial service for Bunker will be held tomorrow at Grogan's bar. The family requests that no one attend the funeral.



## Steve Austin Dies at 55, A Victim of Obsolescence

Colonel Steve Austin, Government agent, former astronaut, and the world's first bionic man, died last night at 55. According to Austin's superior,

Oscar Goldman, death was caused by "bionic obsolescence". Six months ago, Austin suffered a fractured transistor, followed by a pulled hamstring wire and several short-circuited organs. No spare parts were available, so a wind-up key was inserted in Austin's back, which his body rejected. He was kept alive briefly by plugging his body into an electric generator, but last night the plug was



COL. STEVE AUSTIN

pulled because of rising utility costs. A native of Ojai, California, Austin entered the nation's space program in 1968, when NASA was testing its Fiasco rocket, officially known as Project Armageddon. Austin volunteered to test the rocket after 24 other spacemen had refused, affirming at the time his belief in "American know-how and superior technology." After the rocket exploded 15 seconds after launching, Austin, severely injured, was rebuilt completely with bionic parts, the operation costing \$6 million. Unable to pay the bill, Austin agreed to work it off in installments by destroying America's enemies at home and abroad.

Austin will be buried in Arlington National Cemetery next to the grave of Jaime Sommers, the first bionic woman, who died a year ago, a victim of inadequate wiring.

## "Mother" Jefferson Dies of Overdose



"MOTHER" JEFFERSON

"Mother" Jefferson, 78, died today from an overdose of sleeping pills. According to a neighbor, Florida Evans, she had been suffering from a severe depression brought on by an attack of laryngitis, which prevented her from talking.

Neither her son, George, or her daughter-in-law, Louise, were available for comment. On hearing the news of Mrs. Jefferson's death, they took off immediately for an extended holiday and celebration. Funeral services will not be held, there being no mourners.

## Marcus Welby Dies Of Natural Causes

Dr. Marcus Welby, 72, died yesterday of natural causes. The prominent physician collapsed in his home late in the morning and was unable to persuade any of the city's doctors to make a housecall. He succumbed at about 4 p.m., his death coinciding with the arrival of the ambulance he had called five hours earlier.

Said Welby's colleague, Dr. Steven Kiley, "In the world of medicine, these are natural causes."

"I wish I could have saved him," Kiley added, "but he wasn't my patient and I could have been sued for malpractice."

"I knew he was ailing," said Dr. James Kildare of Blair General Hospital, "but I couldn't treat him until I was certain he was covered by Blue Cross." "Welby left a message on my answering service," said Dr. Joe Gannon of Medical Center, "but I was tied up making rounds at the hospital. I'm sorry to hear of his death, but I hear it's going around."

Funeral services will be held tomorrow, at which time, in Welby's memory, mourners will take two aspirins and call each other in the morning.



DR. MARCUS WELBY

## J.J. Evans Dies at 17



Mr. "J.J." EVANS

J. J. Evans, 17, son of Florida, brother of Thelma, and older brother of Michael, died suddenly yesterday. He was working at his summer job as a warehouse assistant at the Acme Munitions Plant.

According to eyewitnesses, Evans absent-mindedly lit a match to get a closer look at a case of high power explosives. The last thing he said, before being blasted out of existence, was "Dy-no-MITE!"

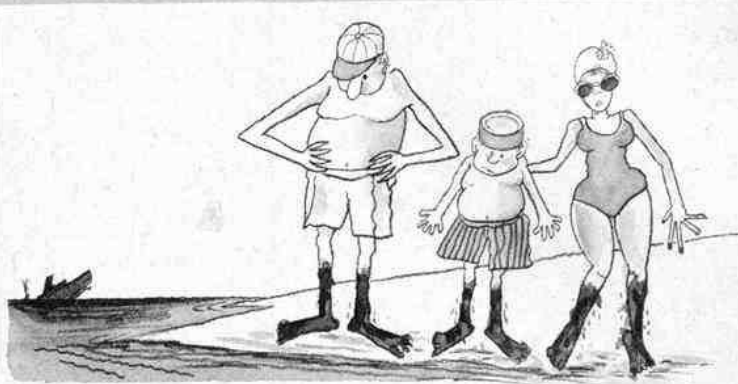
Although details of his death have as yet to be determined, it appears that the head of the celebrated crime-fighter was mistaken



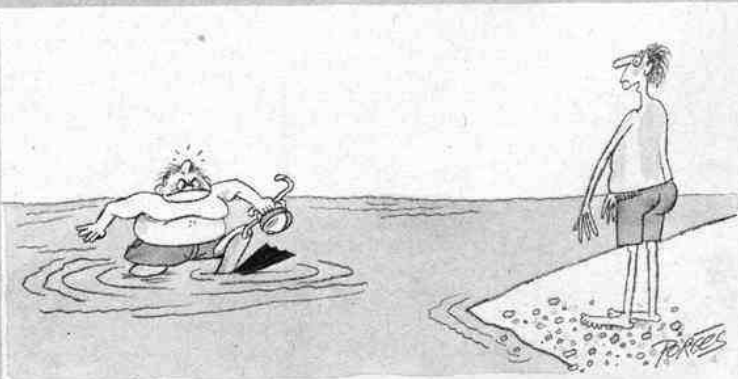
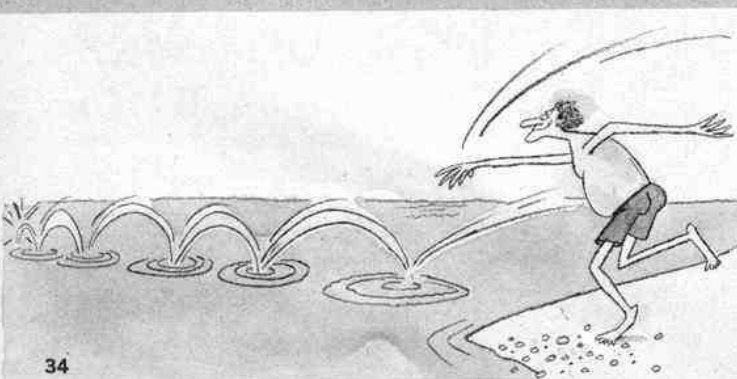
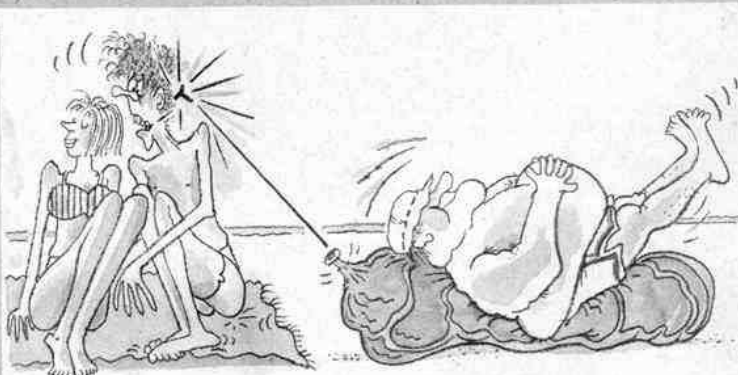
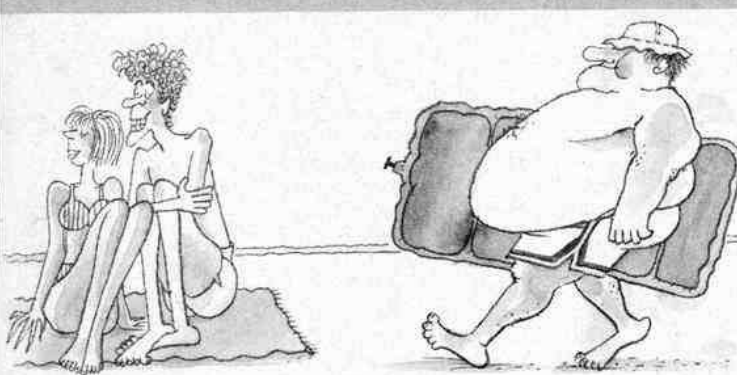
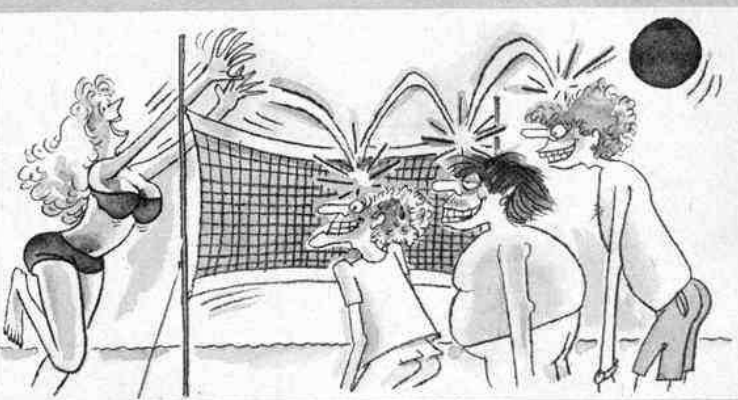


BEACH NUTS DEPT.

# A MAD LOOK A



ARTIST & WRITER:

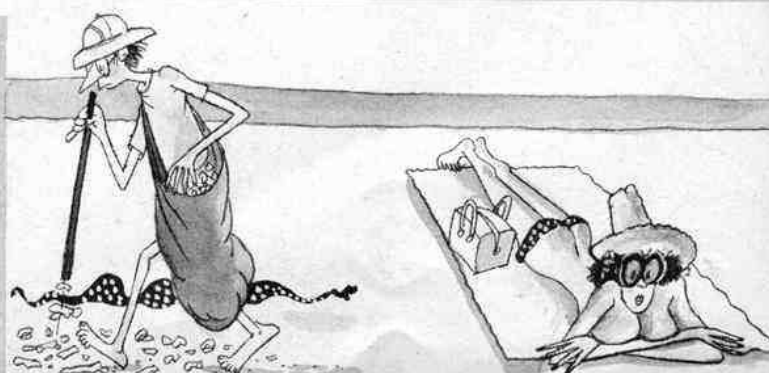
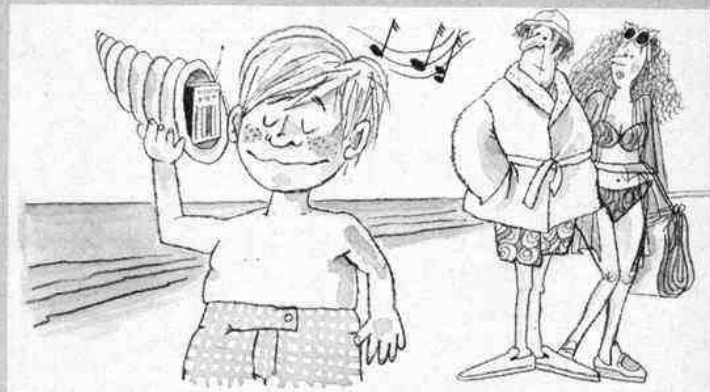
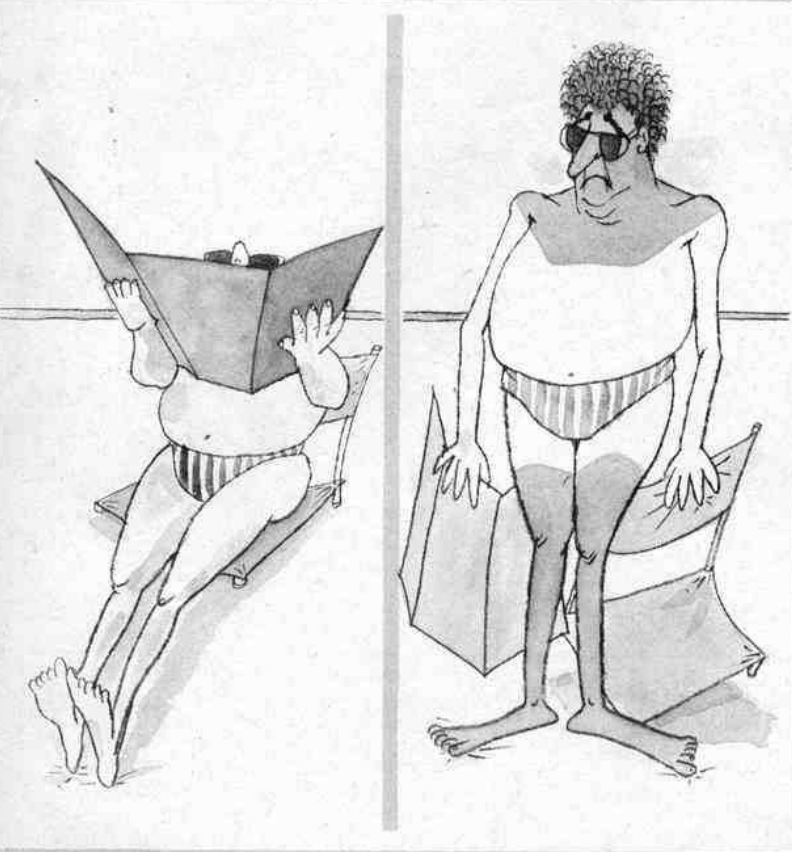




# T SUN 'N' SURF



PAUL PETER PORGES





**PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.**

**NOTE:** A number of years ago, we ran a few articles entitled "MAD's Cliché Killers." Perhaps most of you were too young (or too smart) to read them, so we'll go over the premise again. But pay attention, it may be the last time!

**PREMISE OF ARTICLE:** Ahem! Have you noticed that most people talk in clichés? The worst part of a cliché is

# MAD'S CLIC

ARTIST: PAUL COKER, JR.

## COMING HOME LATE



## VISITING A DOCTOR'S OFFICE



ing for a response? Of course not! But now you can surprise them! Because here is some ammunition to fire right back at those insufferable cliché poppers. We call them . . .

WRITER: STAN HART

Listen, I started out just like you!

Yes, but you ended up just like you!

I give you a simple job to do, and you can't even do it!

That's because I'm not simple like you!

You've got the wrong attitude about your job!

I know! Somehow, I just can't get into being a slave!

Is that how you dress to come to work?

Not usually! But my silk sequinned gown is at the cleaners!

There are lots of boys who would love to have your job!

Yeah ... they're called "masochists"!





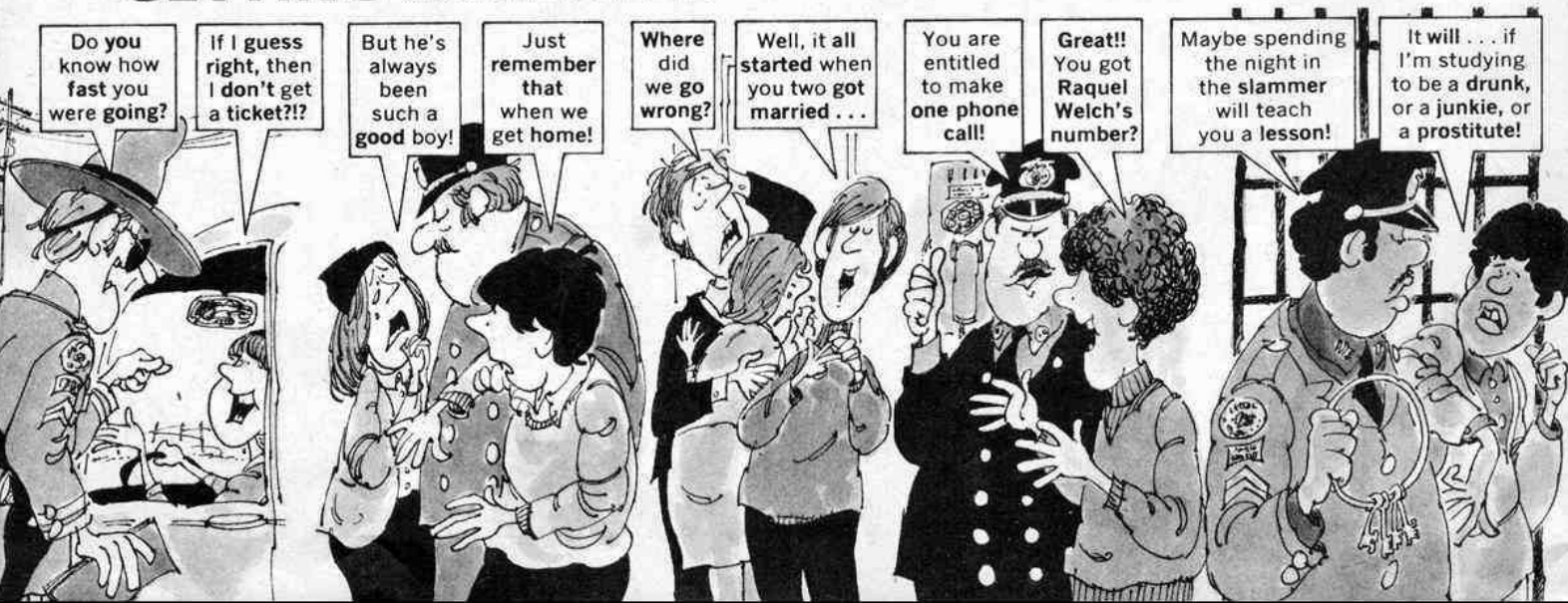
## SHOPPING IN A DEPARTMENT STORE



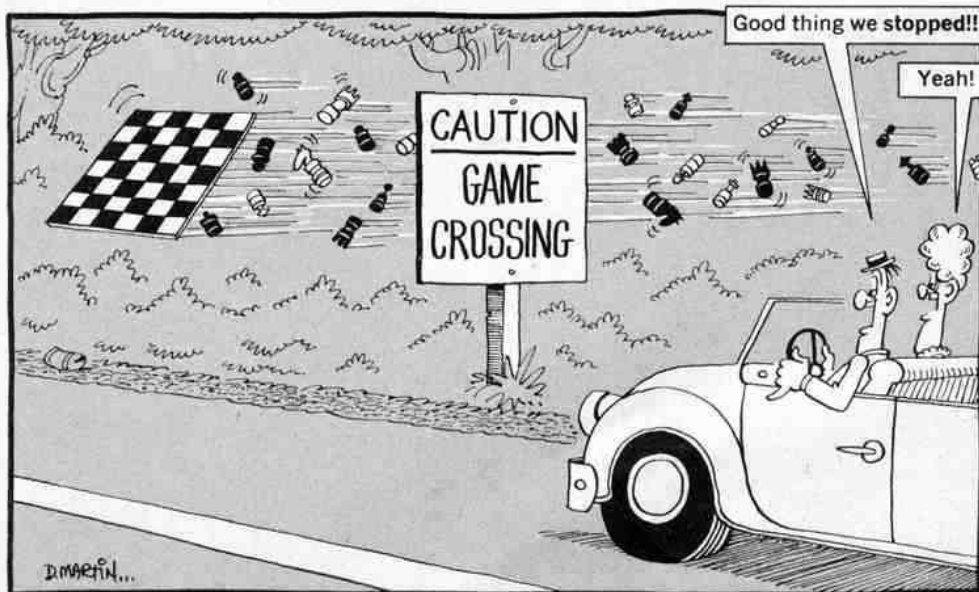
## PLAYING IN LITTLE LEAGUE



## GETTING ARRESTED



# EARLY ONE EVENING IN THE COUNTRY





ON THE JOB, STRAINING DEPT.

There's a "Baseball Hall of Fame" and a "Football Hall of Fame" and a "Basketball Hall of Fame" and a "Hockey Hall of Fame." There's an "Aviation Hall of Fame" and

# THE OFFICE WORKER

WRITER: DICK DE BARTOLO



## JULIET WYBRANTS

LEGAL SECRETARY  
SUDEM, SERVEM & SETTLE  
JANUARY 1976 TO DECEMBER 1976

HOLDS THE WORLD'S RECORD FOR  
"OFFICE WORKER HONESTY" BY  
LEAVING HER PLACE OF EMPLOYMENT  
EVERY EVENING FOR A SOLID YEAR  
WITHOUT TAKING HOME ANY SUPPLIES!



## IRA SKUTCH

MIMEOGRAPH OPERATOR  
DITTO COPIER CORP.  
FEBRUARY 3, 1977

ON THIS DATE, IRA ASTOUNDED  
HIS FELLOW EMPLOYEES AND  
AMAZED HIS BOSS BY TAKING  
ONLY TEN MINUTES FOR HIS  
TEN-MINUTE COFFEE BREAK!



## RAY PICHON

LOAN ARRANGER  
TONTTO FINANCE CORPORATION

FRIDAY, APRIL 8, 1977

ON THE ABOVE DATE, RAY PICHON TOOK THE DAY  
OFF FOR RELIGIOUS OBSERVANCE, AND THEN  
ACTUALLY WENT TO A HOUSE OF WORSHIP!



## BRUNO ZIRATO

ORDER CLERK  
NEW DEHLI DELI PRODUCTS, INC.  
FEBRUARY, 1976

THIS PLAQUE HONORS BRUNO ZIRATO  
WHO, DURING THE ENTIRE MONTH  
CITED ABOVE, NEVER MADE MORE  
THAN ONE PERSONAL PHONE CALL  
IN ANY GIVEN EIGHT HOUR SHIFT!





a "Great Americans Hall of Fame." But what about the everyday slobs that have to work from 9 to 5 in offices all across America? Why not honor their great feats in

# ERS' HALL OF FAME

ARTIST: BOB CLARKE



## ROBERT NORDSKOG

ASSISTANT EXECUTIVE  
AMALGAMATED  
RUST CORP., INC.

OCTOBER 19, 1976

ON THIS DATE, ROBERT  
NORDSKOG TOOK A  
PROSPECTIVE CLIENT TO  
DINNER AT HIS COMPANY'S  
EXPENSE, AND HE DID NOT  
ORDER THE MOST EXPENSIVE  
ITEM ON THE MENU!  
FURTHERMORE, HE ONLY  
HAD ONE DRINK,  
AND HE SKIPPED DESSERT!



## ELLIOTT FELDMAN

MAIL ORDER CLERK  
SCHLOCK PRODUCTS, CORP.  
NOVEMBER 3, 1976

ON THE ABOVE DATE, ELLIOTT PUT  
A PERSONAL LETTER THROUGH THE  
POSTAGE MACHINE, AND THEN PAID  
PETTY CASH 13¢ FOR THE STAMP!



## JAY WOLPERT

ARCHITECT

TILT & SINK BUILDING CORP.  
JUNE 2, 1976

ON THE ABOVE DATE, JAY WOLPERT  
ASKED HIS FINELY PROPORTIONED  
SECRETARY, WHOSE DIMENSIONS ARE  
38-23-36, TO STAY AFTER FIVE SO  
THEY COULD "WORK LATE"...AND  
THEN THEY DID IN FACT WORK LATE!



## DIANE JANEVER

SECRETARY-TYPIST

HUNT AND PECK  
PRODUCTS CORP.

AUGUST 10, 1976

ON THE ABOVE DATE  
DIANE JANEVER ALLOWED  
HER BOSS TO GIVE HER A  
LETTER TO TYPE WITHOUT  
SWEARING AT HIM UNDER  
HER BREATH...EVEN THOUGH  
IT WAS FIVE MINUTES  
TO QUITTING TIME!





## HOWARD FELSHER

UNEMPLOYED OFFICE WORKER  
JANUARY  
FEBRUARY & MARCH, 1977

DURING THE MONTHS INDICATED, HE COLLECTED UNEMPLOYMENT BENEFITS. BUT AT THE SAME TIME, HE WAS ACTUALLY LOOKING FOR WORK, AND HE REALLY DID HAVE JOB INTERVIEWS WITH ALL OF THE PEOPLE HE'D LISTED ON HIS UNEMPLOYMENT QUESTIONNAIRES!



## PHILLIP WAYNE

STOCK CLERK & GOFER  
BULL, BEAR & BUST, BROKERS

EVERY MONDAY DURING SEPTEMBER  
OCTOBER AND NOVEMBER, 1977

FOR HIS OUTSTANDING RESTRAINT, THIS PLAQUE IS PRESENTED TO THE ABOVE NAMED INDIVIDUAL FOR NEVER HAVING MENTIONED ONE WORD ABOUT WEEK-END FOOTBALL DURING NORMAL BUSINESS HOURS



## JOE NEUSTEIN

XEROX MACHINE OPERATOR  
FINSTER, FINSTER  
AND FINSTER  
JULY 5TH TO JULY 5TH, 1976

AT THE HEIGHT OF THE SUMMER SEASON, DURING THE ENTIRE WEEK CITED, JOE NEUSTEIN WORKED DILIGENTLY AT HIS PLACE OF EMPLOYMENT FROM 9 TO 5 EVERY DAY, EVEN THOUGH HIS BOSS WAS ON VACATION!

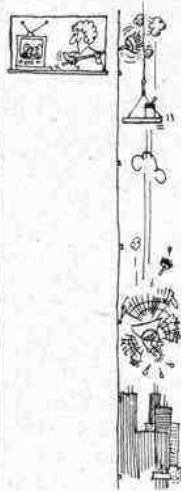


## ROBERT SHERMAN

SHOE SALESMAN  
FOOT FETISH  
FITTERS, INC.

FRIDAY, MARCH 11, 1977

ON THIS DATE, ROBERT DISTINGUISHED HIMSELF BY FILING AN EXPENSE ACCOUNT FOR THE EXACT AMOUNT OF HIS EXPENSES!



## MIMI O'BRIEN

CLERK-TYPIST-RECEPTIONIST  
LOW PAYING INDUSTRIES, INC.  
FRIDAY, DECEMBER 24, 1976

ON THIS DATE, MIMI O'BRIEN, WHO WAS RECEIVING THE MINIMUM WAGE, CALLED THE ACCOUNTING DEPARTMENT TO INFORM THEM THAT SOMEONE HAD ACCIDENTALLY OVERPAID HER \$10



## BILL WENDELL

CIVIL ENGINEER  
CIVIL TONGUE & GROOVE, INC.

JAN. 3, MARCH 5,  
AUGUST 29,  
OCTOBER 12 & 20, 1977

TO HONOR BILL WENDELL'S PHENOMENAL BEHAVIOR ON THE DATES LISTED, WHEN HE WENT TO THE DOCTOR ON HIS OWN TIME!!

**BROAD HUMOR DEPT.**

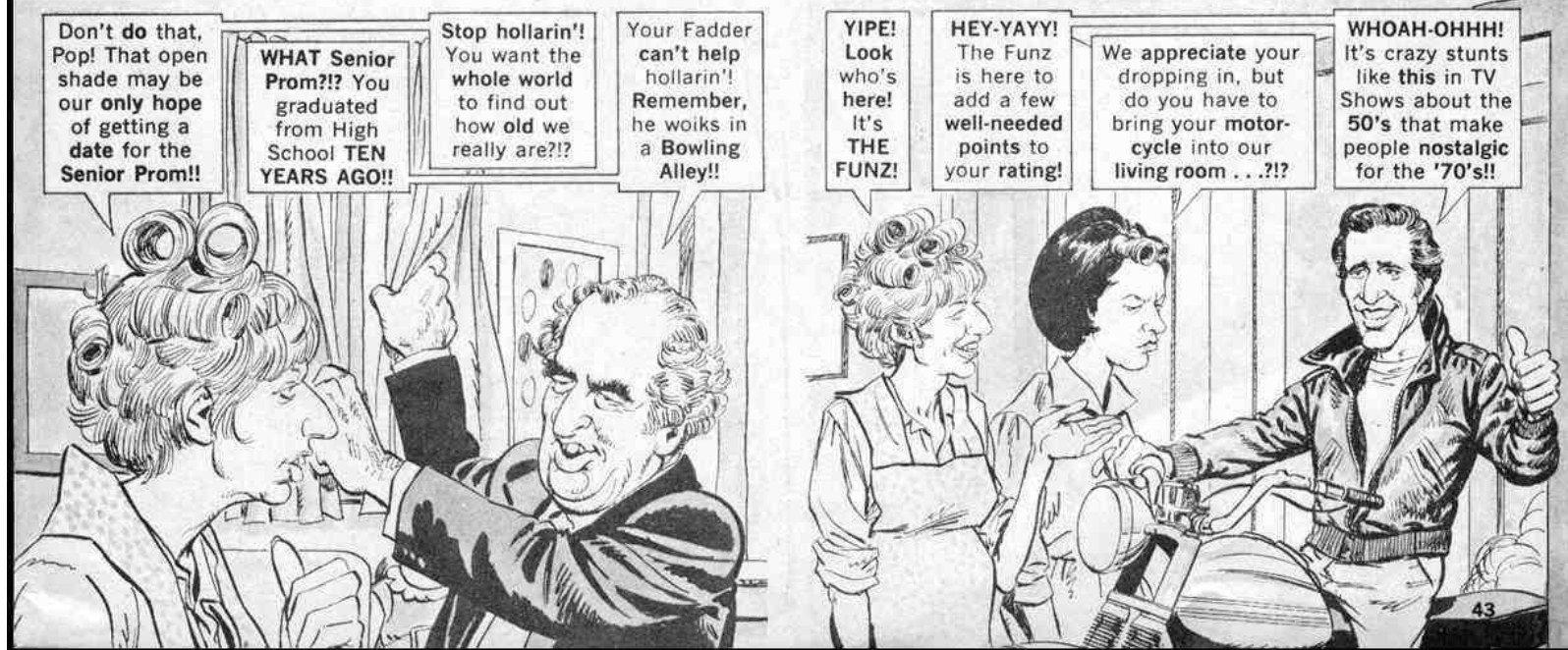
Today, there are women Governors, members of Congress, newscasters, executives, West Point cadets, etc. Women have a brand new image everywhere . . . except in the world of TV Sitcom Shows, where they apparently never heard of Women's Lib. There, women are still portrayed as sex symbols or brainless dolts or helpless clods or man-hungry idiots. This is especially true of the hit show about two female brewery workers who are all of the above . . . except sex symbols! Namely:

# Lavoine & Shoiley



ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE





Tonight, we're using that old reliable "Continued Story" gimmick! On "Crappy Days", I had a date with the Sensuous Sextuplets! But unfortunately, my two Cousins were visitin' me! So I announced that I would ask Lavoine and Shoiley if they would entertain my Cousins . . . an' all my fans have stayed tuned! You dig??

Are they **BOY Cousins** . . . ???

**HEY-YAY!** Would the Funz have any other kind???



Gee, Funz, you didn't tell us they were **MIDGETS!!**

**Whoa-ohh!** They ain't midgets! They're only ten years old!

You didn't tell us that, either!

Hi, little fellah! Have you ever been to a Senior Prom . . . ?

Sit on it, Nerd!



Hi, there, girls! Did you have an exciting week-end?

Sure! If you can call babysitting with a couple of ten-year-old midgets exciting!

The reason you girls sit home so much is . . . well, it's your reputation! I mean, who ever heard of "not shaking hands on a first date"??!

Good morning! I brung you a pizza . . . !

For breakfast?!

Sure! Instead of mozzarella an' anchovies, I put on corn flakes an' bananas!!



Could we use your bathroom? Ours's flooded! I was washing my bowling ball and Squeegee accidentally flushed it down the John!

Be our guest!

Thanks, Squeegee! Er . . . why are you taking off a shoe?

You want a jelly bean?

I got a hole in my pocket, so I keep the jelly beans in my sock!



Uh . . . y'know that offer you made me for a jelly bean? Well, forget it!!

Boy, ain't that just like a dame, makin' me take off my shoe for nuttin'!?!?

I'll have some, Squeegee! You got a black one?

They're **ALL** black!

Hey . . . Shoiley! Look at what it says here on the Bulletin Board!!

Well, since our writers obviously watch old Mickey Rooney movies for their ideas each week, I figure it probably says the Company is gonna put on a **SHOW!!**

It's not exactly a Show! It's a **Talent Contest!** They're gonna choose two girls to be "Dancing Beer Bottles" for a TV Commercial!

Gee . . . it's too bad they ain't pickin' "**Dancing Beer BARRELS**" . . . because you two would be sure winners!



Some day, I'm gonna drop that bimbo!

Hey, Lavoine, remember you're a lady! Instead of resorting to fisticuffs, rank her with a cutting remark... like, "People in glass houses shouldn't throw stones!"



Okay, I took your advice! I zapped her with a rock!

Now, let's fill out an entry blank for the Talent Contest!

We can't! It's too undignified!

What's so undignified about a Dancing Beer Bottle?



We GOTTA enter, Shoi! I mean, I'm tired of being a nothin'! Maybe we would win! Then we would BE somebody! We would be **CONTENDERS!**

Gi'me one good reason why I should make a fool of myself!

**MEN...!!**



That's a good reason!

Uh... **WHAT men?!!**

All those TV guys who'll make the Commercial! The camera men, the producers, the directors, the real classy types! Not like the creeps and slobs we usually associate with!

Did somebody call us...??



Hey! It ain't fair! It says this contest's for girls only! I went and shaved my legs for NUTHIN'!

You shaved your legs in our bathroom sink?!!

No... in your kitchen sink! Loonie was rinsing his unmentionables in your bathroom sink!

If we can't be in the contest, how about we act as your Managers?!

It's a deal! Now, let's see if you can manage to make yourself **SCARCE!!**



We ain't gonna be your Managers for nothin'!

Okay, you get the usual 10%!

You think we're dummies?!? We want 1% EACH! That way... together, we get 11%!!



One thing bothers me! How does a beer bottle dance??

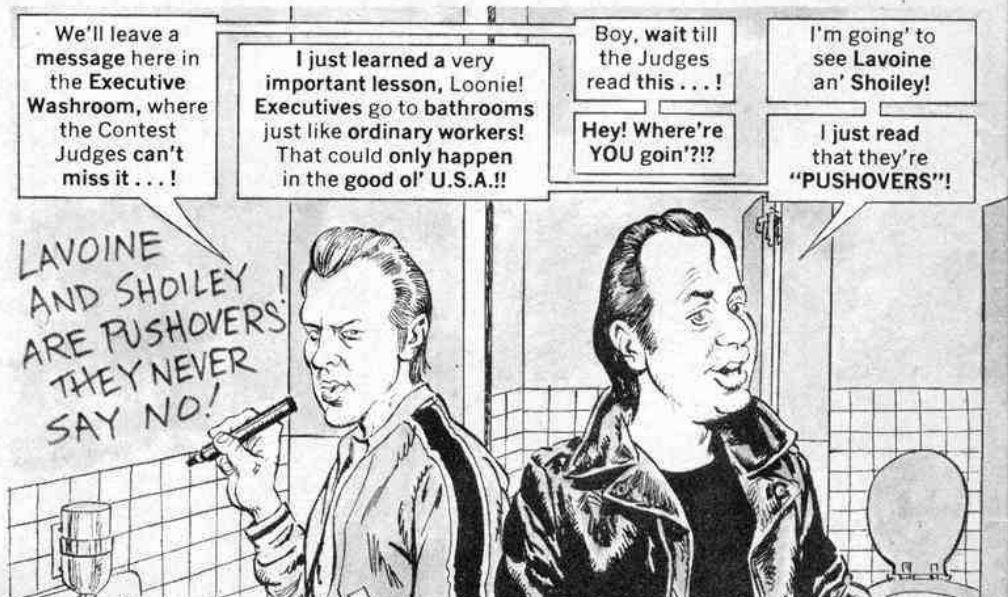
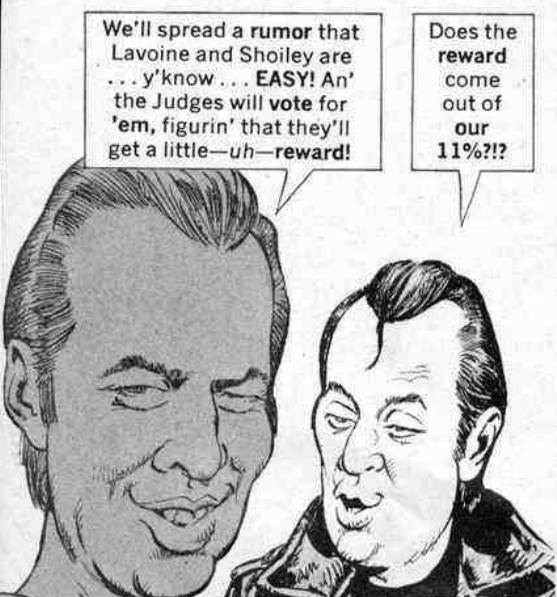
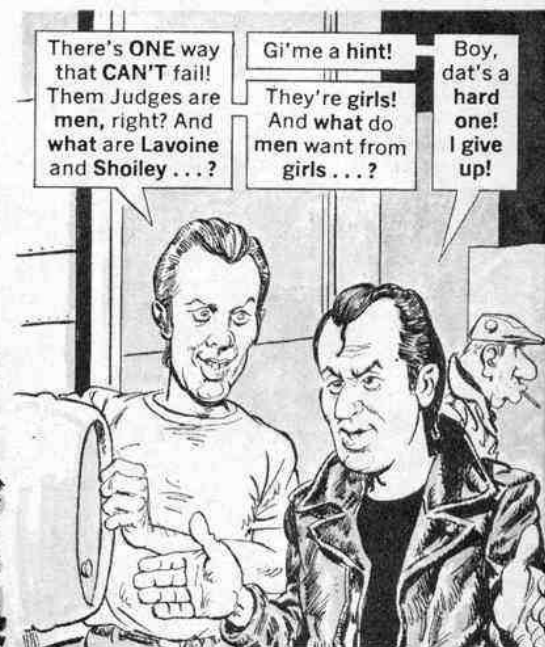
Hey, Pop! Did you ever see beer bottles dance...?

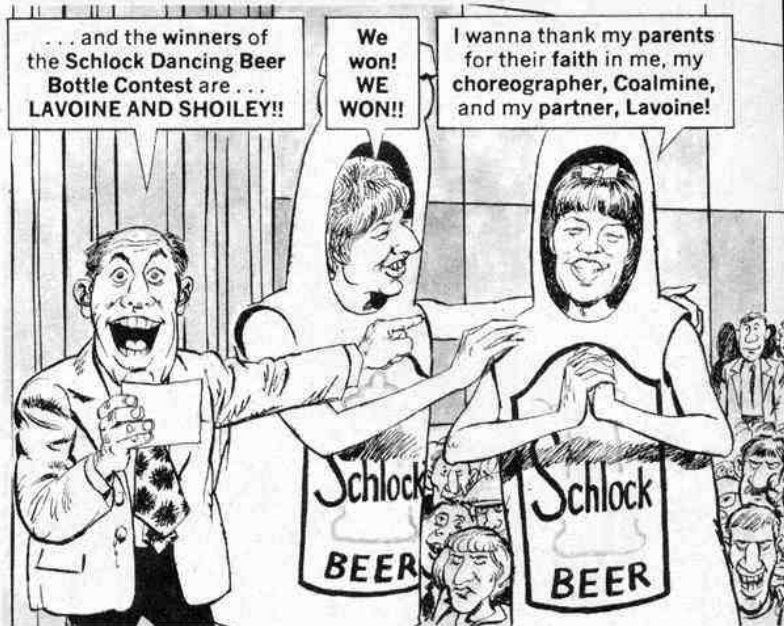
No... but I remember a few nights around here when I seen beer bottles FLY!!

Any more lines like that, and you'll be back doing "Men's Hair Coloring" TV Commercials!!















**WHAT POPULAR  
SOURCE OF  
ENERGY IS  
SHORT-LIVED  
AND OF  
QUESTIONABLE  
VALUE?**

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

Finding sources of energy has become a major activity throughout the world. One source of energy is quite popular in this country, even though everyone knows it is not a long-range solution. To find out what it is, fold in page.



FOLD PAGE OVER LIKE THIS!

**A▶**

FOLD THIS SECTION OVER LEFT

**◀B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

**JUST ABOUT EVERY AMERICAN TRIES TO THINK  
UP WAYS TO PROVIDE NEEDED ENERGY  
FOR CITIZENS FROM CALIFORNIA TO CAPE COD**

**A▶**

**◀B**

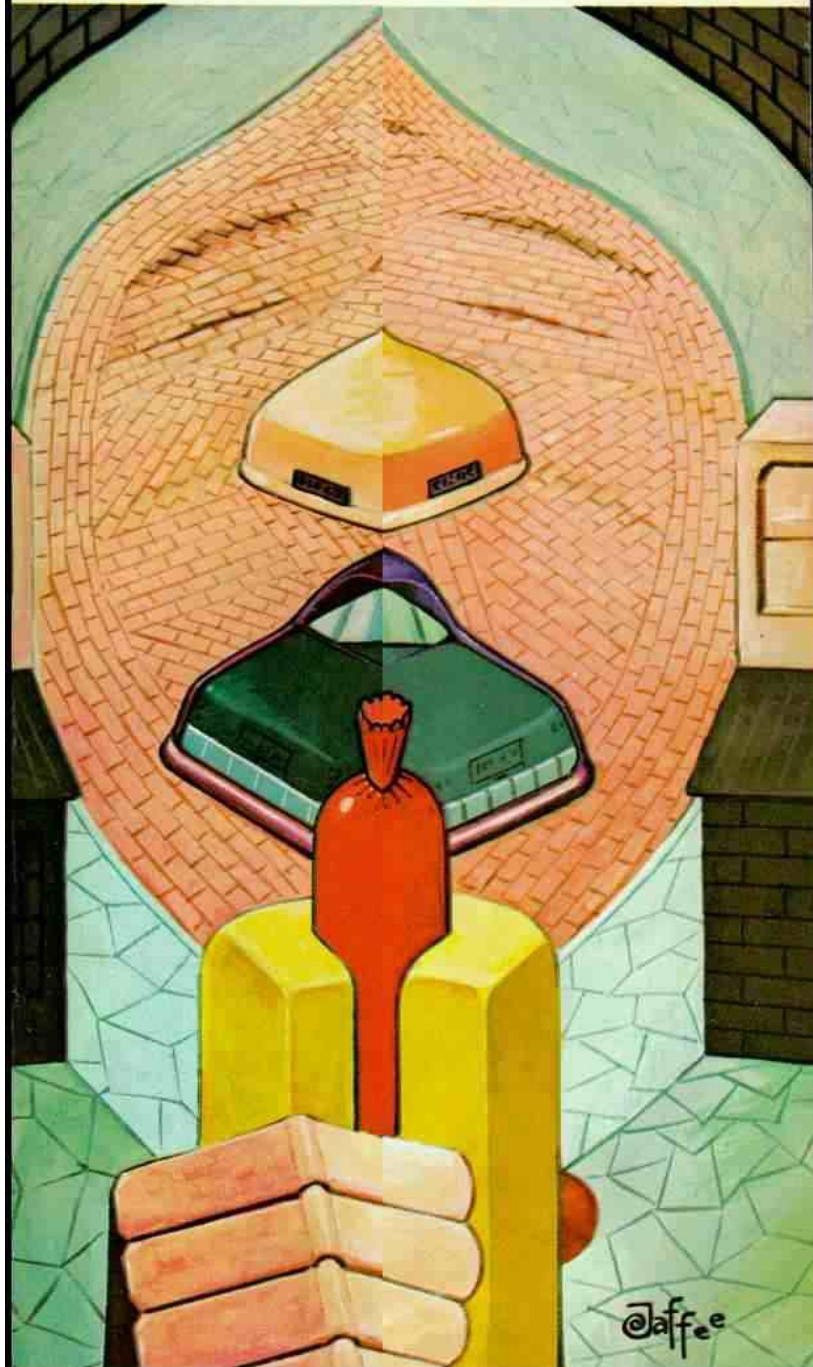


WHAT POPULAR  
SOURCE OF  
ENERGY IS  
SHORT-LIVED  
AND OF  
QUESTIONABLE  
VALUE?



FOLD PAGE OVER LIKE THIS!

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



ARTIST & WRITER:  
AL JAFFEE

**JUNK**

**FOOD**

**A B**



**MORE**



# SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)



ARTIST & WRITER: DON MARTIN

