

We topple

**KING
KONG**

... send

NETWORK
down the
tube

... rip up

**MOVIE
ADS**

... tarnish

**ACADEMY
AWARDS**

... and
finally
blast

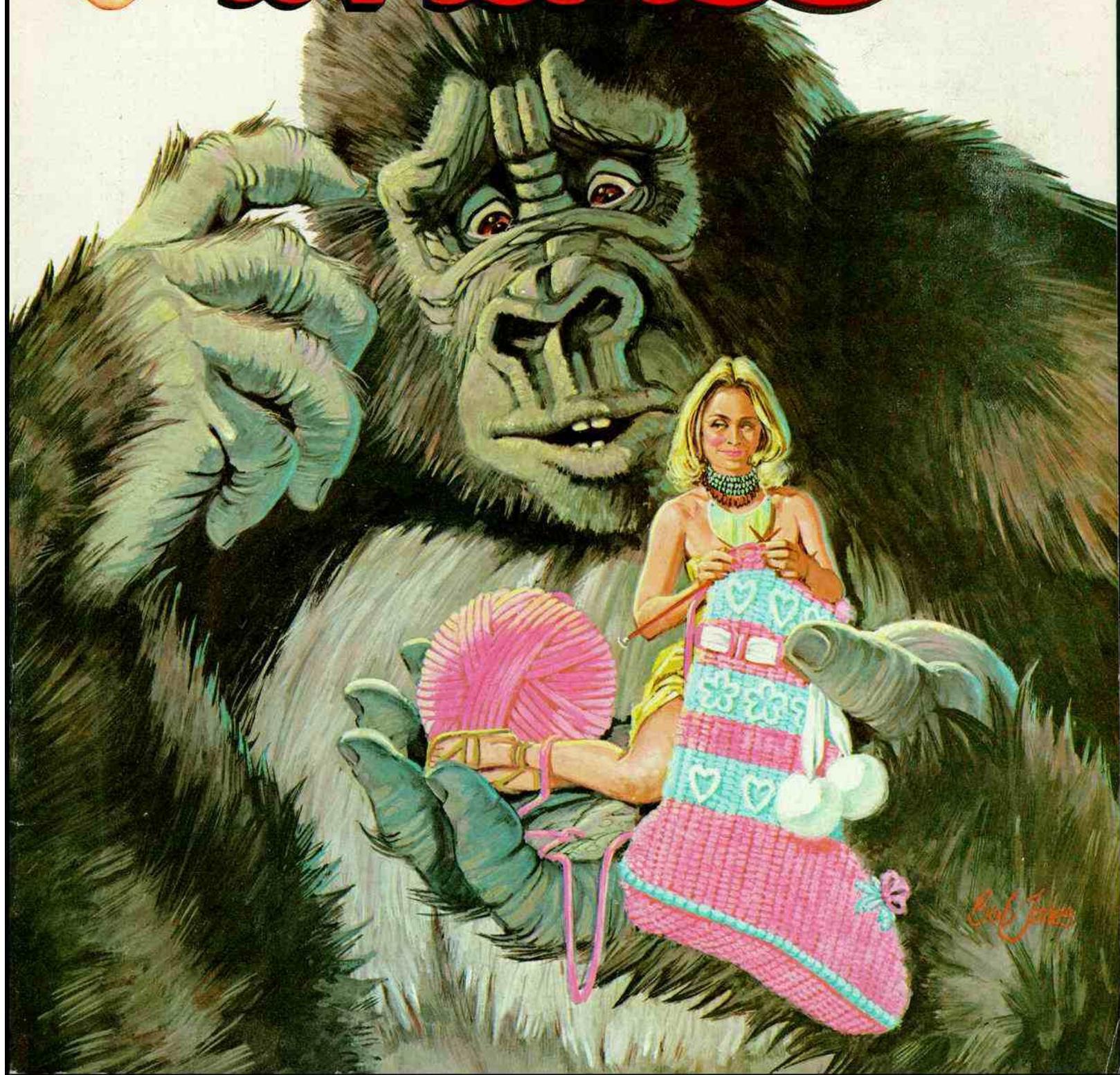
CB RADIOS

MAD

IND

No. 192
July '77

OUR PRICE
60c
CHIMP
33230



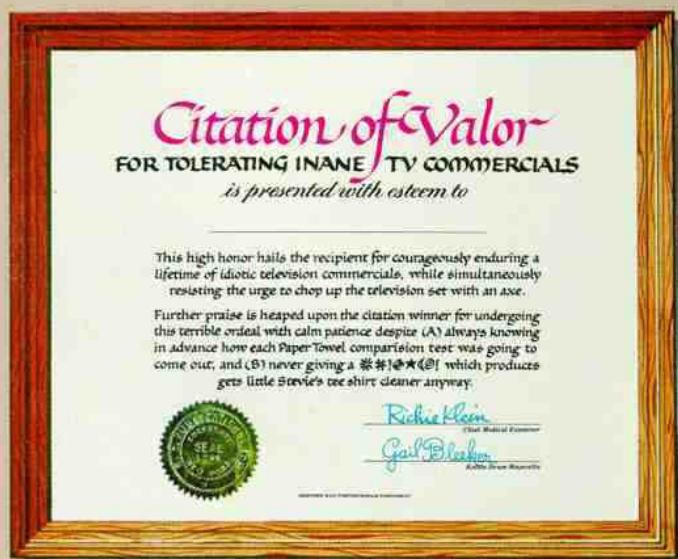
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(THAT MEANS YOU FILL IN YOUR NAME)



This high honor hails the recipient for courageously enduring a lifetime of idiotic television commercials, while simultaneously resisting the urge to chop up the television set with an axe.

Further praise is heaped upon the citation winner for undergoing this terrible ordeal with calm patience despite (A) always knowing in advance how each Paper Towel comparison test was going to come out, and (B) never giving a ***@!# which produces gets little Stevie's tee shirt cleaner anyway.

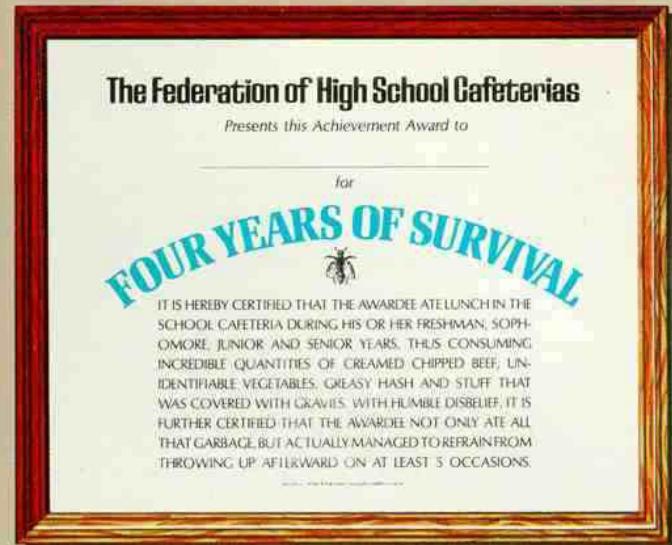


*Richie Klein
Carl Blesch*

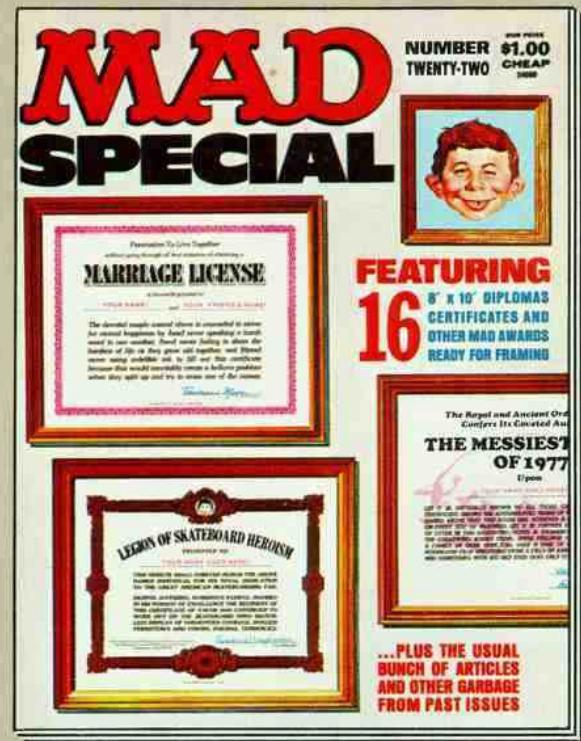


LET IT BE OFFICIALLY KNOWN TO ALL THOSE CAPABLE OF FINDING THIS CERTIFICATE AMONG THE ACCUMULATED TRASH OF THE SLOVENLY INDIVIDUAL NAMED ABOVE THAT THIS ROOM HAS ACHIEVED A PERFECT SCORE OF ZILCH ON EVERY TEST OF NEATNESS. LET IT BE FURTHER KNOWN THAT THE MOUND OF LITTER IN THIS DISGUSTING HOVEL IS GUARANTEED TO CONTAIN ALL OF THE FOLLOWING BURIED ITEMS: APPLE FEELINGS FROM LAST YEAR'S CROP; A FAMILY OF DEAD HAMSTERS; HALF A PAIR OF GAMY SWEAT SOCS; A MUSHROOM CROP SPROUTING FROM A FIELD OF RANCID SPILLED MAYONNAISE, AND SOMETHING WITH BIG RED EYES THAT ONLY COMES OUT LATE AT NIGHT.

*William Mervell Crouch
Harry J. Bauer*



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NOW ON DISPLAY WHEREVER MAGAZINES ARE SOLD, READ FOR FREE, OR SWIPE!

MAD

"Cast your bread upon the waters, and it will return...as soggy bread!"—Alfred E. Neuman

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

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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WHY KILL YOURSELF?



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LAST OFFER AT THIS LOW PRICE

If you'll recall, our last offer for these full color portraits of Alfred E. Neuman, **MAD's** "What—Me Worry?" kid, suitable for framing or wrapping fish, was at this same low price! So was the one before that, and the one before that! Like, how could we charge more when we can't even sell them at this price? Order today! Merely send 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to: **MAD**, 485 MADison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.



THE SHOOTIEST

Dick De Bartolo's superlative retention of the mood and pacing of "The Shootist" film, plus his addition of funny lines and appropriate meter, indicate he'd make a damn fine scenarist; if he isn't one already. His understanding of "The Shootist" evolution is all the more admirable and perceptive as he slipped into a gear *unlike* his "Towering Sterno", "Poopsidedown Adventure" and "The Omenous" triumphs!

Arthur Greenwald
Pittsburgh, Pa.

High caliber, high explosive, high comedy!

Rich King
Spokane, Wash.

What a unique opportunity for Mort Drucker to line up his sights on all those "shooting stars" and durable character actors. John Wayne never had it so good in ink.

Sally Mudge
Rochester, Kent
England

A secondary perusal of **MAD** art is always rewarding. Like concentrating on details and finding those darling Pigs-In-Blankets on Widow Bland's stove.

Rachel Ralston
San Francisco, Calif.

I think Drucker and De Bartolo made a bigger hit than the movie makers!

Jim Hash
Appomattox, Va.

MAD "DEATH" ANNOUNCEMENTS

After reading Frank Jacobs's "MAD 'Death' Announcements" I *happily* announce the death of intelligence in **MAD**. Services should be held immediately, if not retroactively!

David Gomes
Anaheim, Calif.

"Death" Announcements died on the table!

John Donart
Princeton, Kan.

Joey Nespor
Is Grieved To Announce
The Death
Of His **MAD** Magazine Collection
Following An Unexpected Cleaning
Of His Room
By His Mother
Mrs. L.J. Nespor

On Friday, The Fourth Of March
Nineteen Hundred And Seventy-Seven

Joey Nespor
Columbus, Ohio

ORIGINAL COVER, MOMENT LATER

"Presenting The Original **MAD** Cover, And One **MAD** Moment Later!", by Rickard and Edwing, is a brain-game of possibilities that have often occurred to me as I've contemplated my array of **MAD** covers. Fabulous follow-ups!

Ted Schwartz
New Haven, Conn.

Talking about "Original Cover, Moment Later", your best example is your ski cover mishap on the very same issue. The #190, April '77, cover is the aftermath to your #173, March '75, ski cover.

Don MacEwan
Salem, Oregon



ONE MORNING BACK ON MAIN STREET

Don Martin's "One Morning Back On Main Street" was entirely unreal. First, nobody was getting mugged. Second, there was no doggy-do or litter in the street. Third, there was no graffiti on the wall.

Pablo Mahoney
Tollhouse, Calif.

That sidewalk sequence is concrete evidence that Don Martin should throw in the trowel!

J.J. Kramer
Dryden, Mich.

IF BUSINESSES OFFERED "NO-FRILLS"

MAD is a "No Frills" magazine!

David L. Arnold
Ridgecrest, Calif.

KONG-PHEW DEPT.

Well, that old loveable ape is back in the movies. We're referring, of course, to Dino De Laurentiis. Clever Dino has taken the old classic, "King Kong," and he's up-dated it . . . he's put it on the wide screen in color . . . he's invented new special effects . . . and he's added something new: Humor! Yessir, it seems they decided to play this remake for laughs! Unfortunately, they don't go far enough! Because all they end up with is

KING

Gentlemen . . . welcome aboard our ship, "The Petlox Explorer"! I had to wait until we were on the high seas to tell you where we plan to look for oil! Not at the bottom of the ocean . . . but on a desolate, uncharted fog-bound island . . .

Gee, I was wondering how you expected us to look for oil on the ocean floor with only seven feet of PIPE on board!!

Man . . . it takes guts to gamble on finding oil on an island that no one's ever seen before!

Well, Fraud Winsome has plenty of guts! I know because I watched him heave them up all over my cabin during that last storm!

Let me tell you what a satellite photo of the island reveals about its composition! First it contains pre-hydro carbons! Next, radical binocular nitrogens! Third, excess carbon dioxide! And last . . . artificial flavorings and coloring! Now, we-

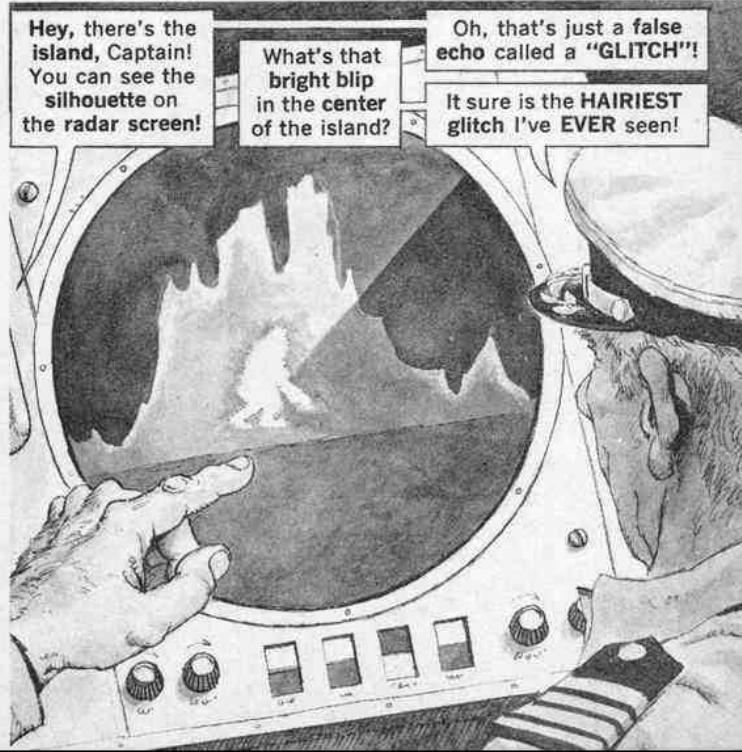
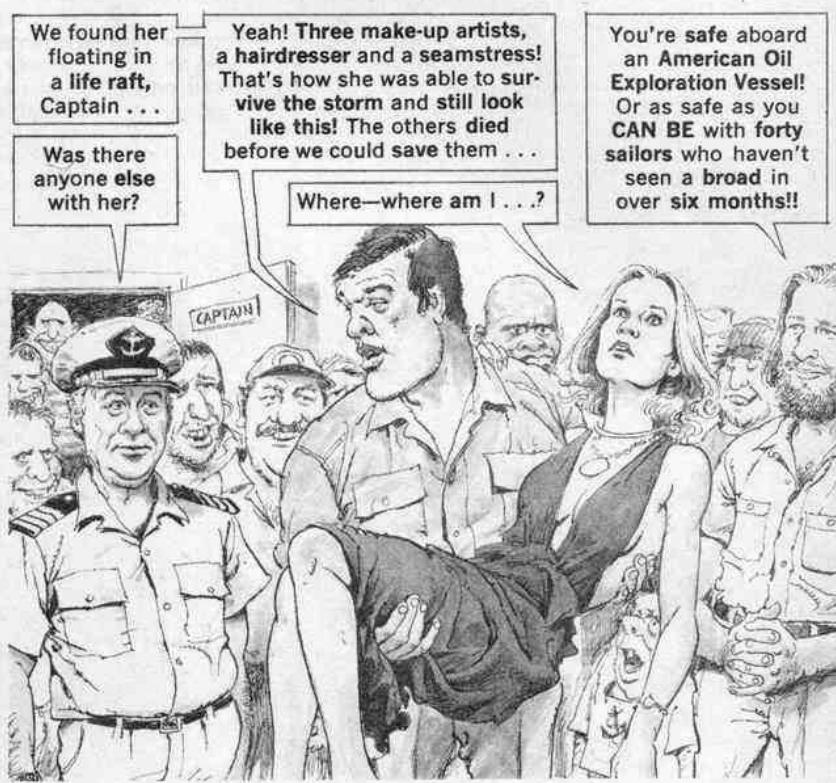
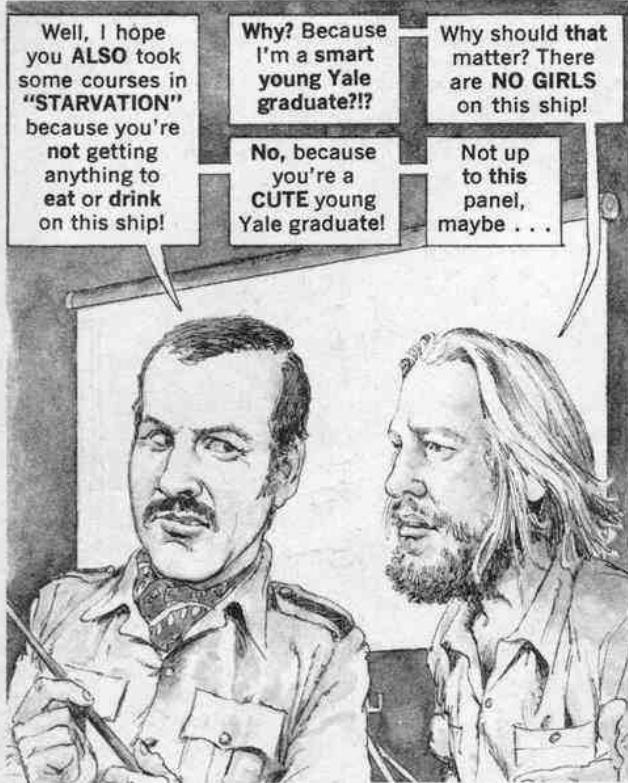
May I take a minute to break in here? I'm not officially signed on this ship . . . so let me introduce myself! I'm Hack Pressclot! I'm from Yale University, where I majored in "Gigantic Primate Behavior", and minored in "Stowing Away Aboard Ships" . . .



KORN



ARTIST: HARRY NORTH, ESQ.
WRITER: DICK DE BARTOLO



Okay, Hack, I believe you're not employed by one of our competitors! But to earn your keep, I'm appointing you "Official Photographer"!

Take our picture now, Hack!

Okay! Can I see a little more leg?

I've got my pants rolled up as far as I can now!!

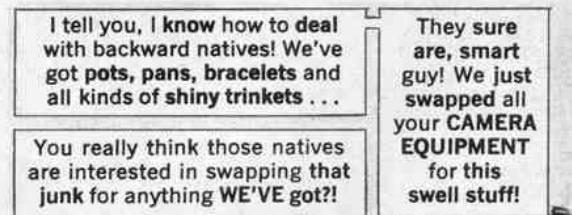
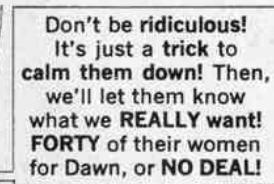
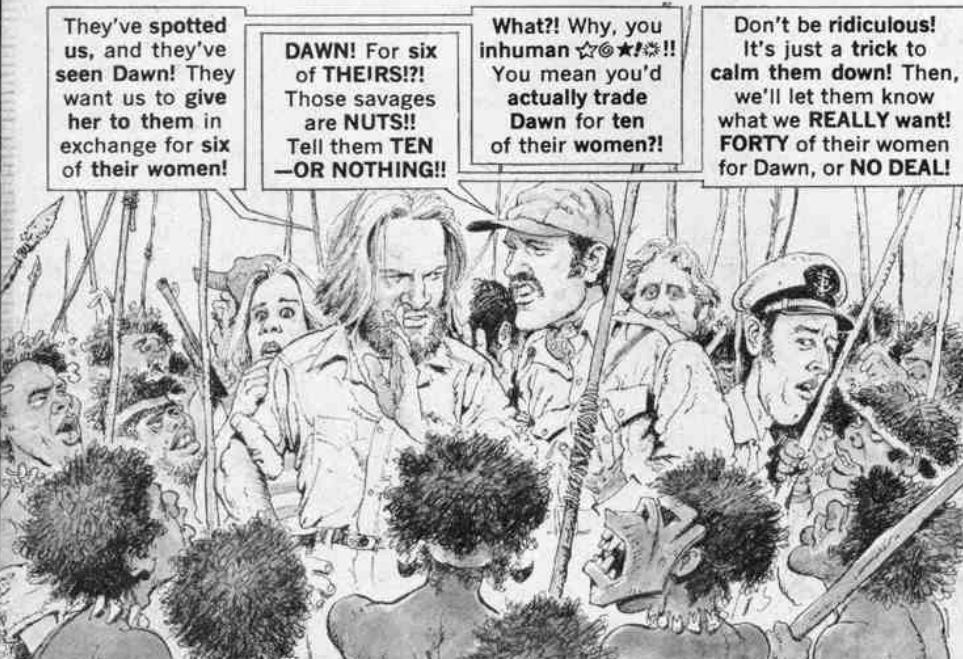
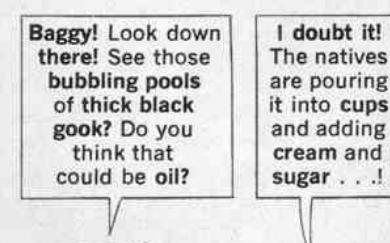
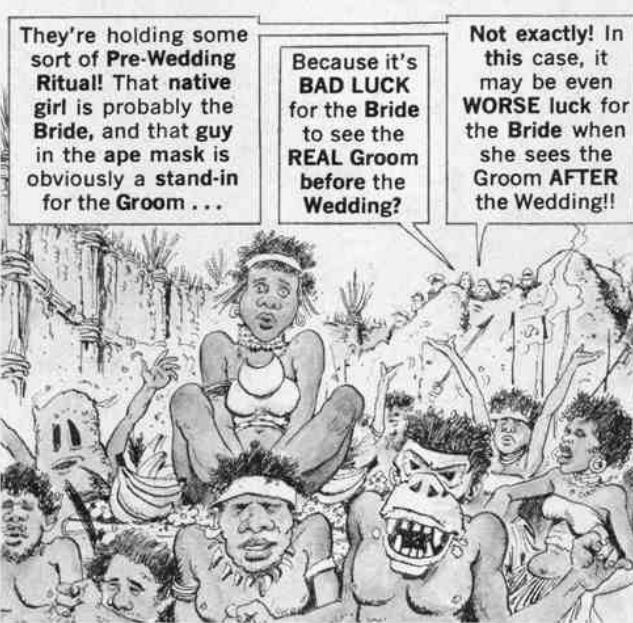
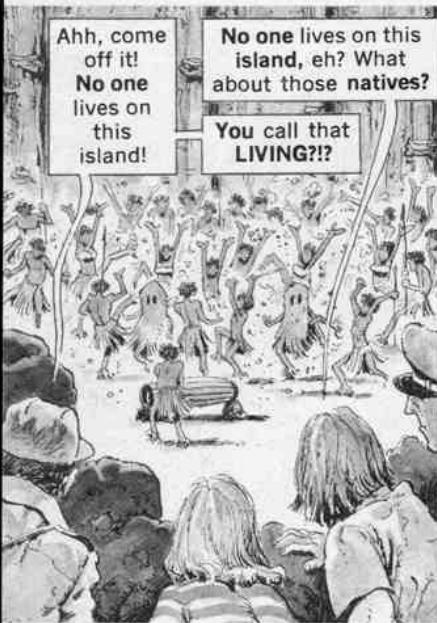
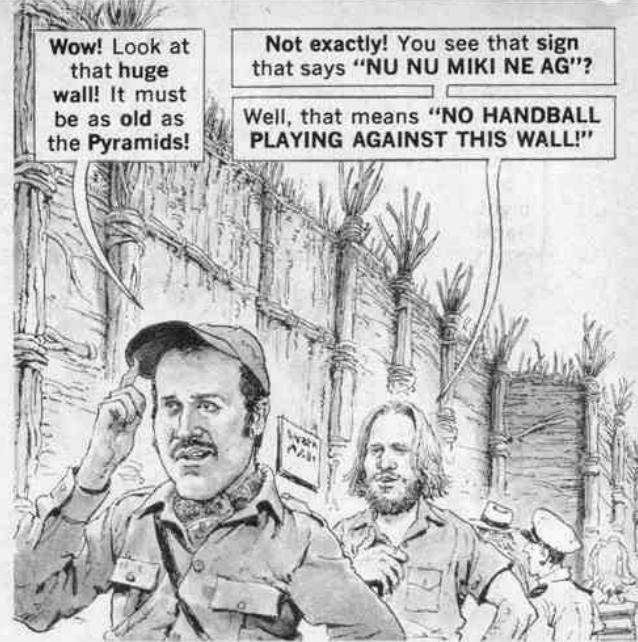
I was talking to DAWN!!

Hmm! On second thought, maybe we can charge your room and board to your American Express Credit Card!

Wow! Look at that huge wall! It must be as old as the Pyramids!

Not exactly! You see that sign that says "NU NU MIKI NE AG"?

Well, that means "NO HANDBALL PLAYING AGAINST THIS WALL!"

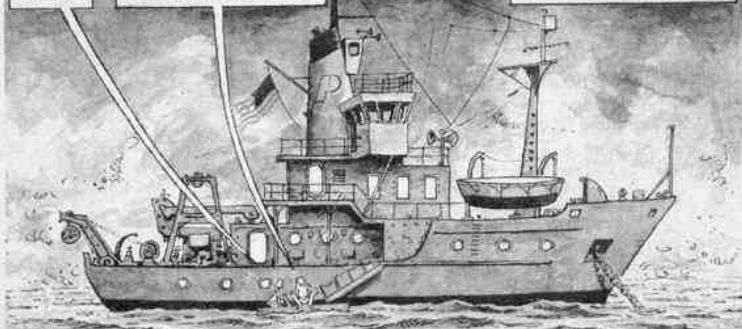


Where are you going THIS time of night, Hack?

To the island . . . to get my equipment back! Man, my cameras are the most important thing in my life right now!

Oh . . . ? Too bad! I—I was kind of hoping you might come to my cabin!

Well, what do you know! I just lost all my interest in photography!! Why don't you slip into something comfortable, like your bed, and I'll go brush my teeth!



Come on, guys! I'm not in the mood to meet anybody new tonight! And besides, I already HAVE a heavy date!

Will you lay off, fellas? Listen, I appreciate the non-stop drumming and the thousands of torches, but I'm not really INTO "Discos"!!!

Tell you what! I'll give you my telephone number and maybe we can set something up for next week! Okay?



Hey . . . just one minute! Where do you think you're taking me? Look, I dig tall, dark, hairy men . . . but THIS is ridiculous! Put me down now! I will not go home with you!

Well . . . maybe for a little while! But I have to be back by 10 o'clock!

Okay! By 11 o'clock! But not a minute later!

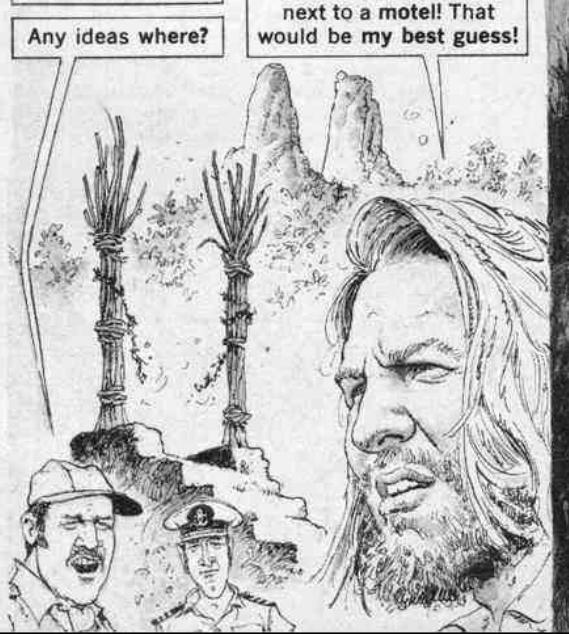
It would be different if this were on a week-end, King! But it's a Tuesday! Who stays out late on a Tuesday??



We're too late! King has already taken Dawn . . . !

Any ideas where?

Well, there's a small candle-lit restaurant overlooking the lagoon next to a motel! That would be my best guess!



We've got nothing to go on! There are no footprints . . . just those great big holes through the jungle!

Those aren't HOLES, you idiot! Those ARE the footprints! C'mon . . .

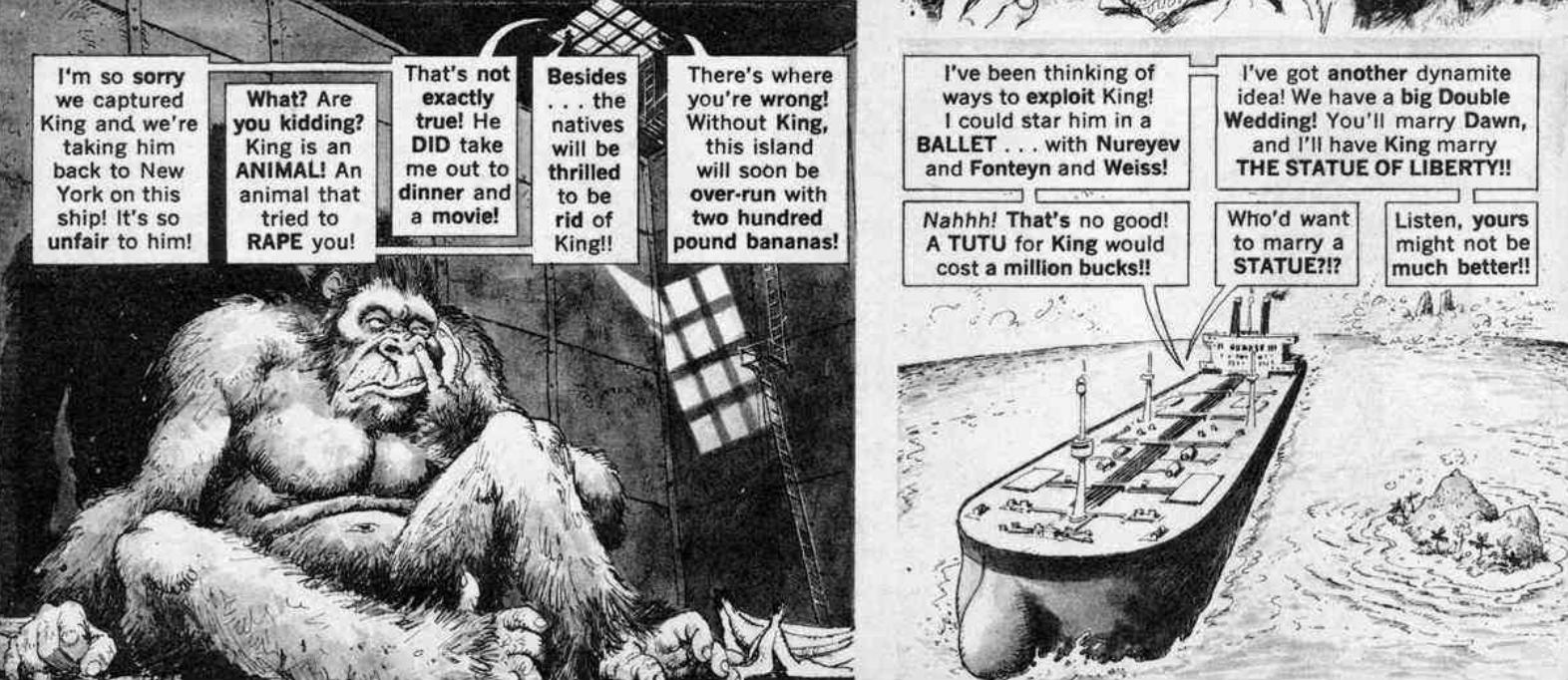
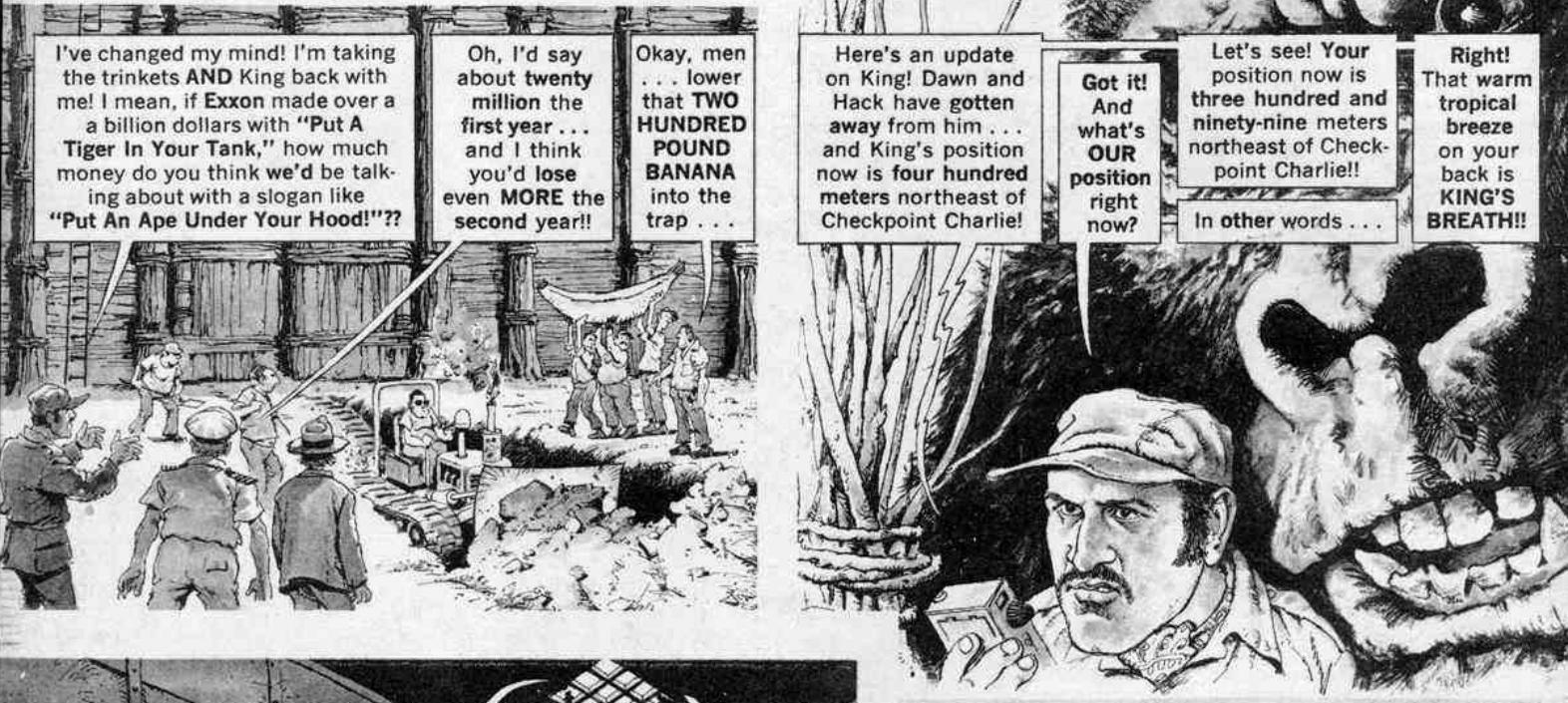
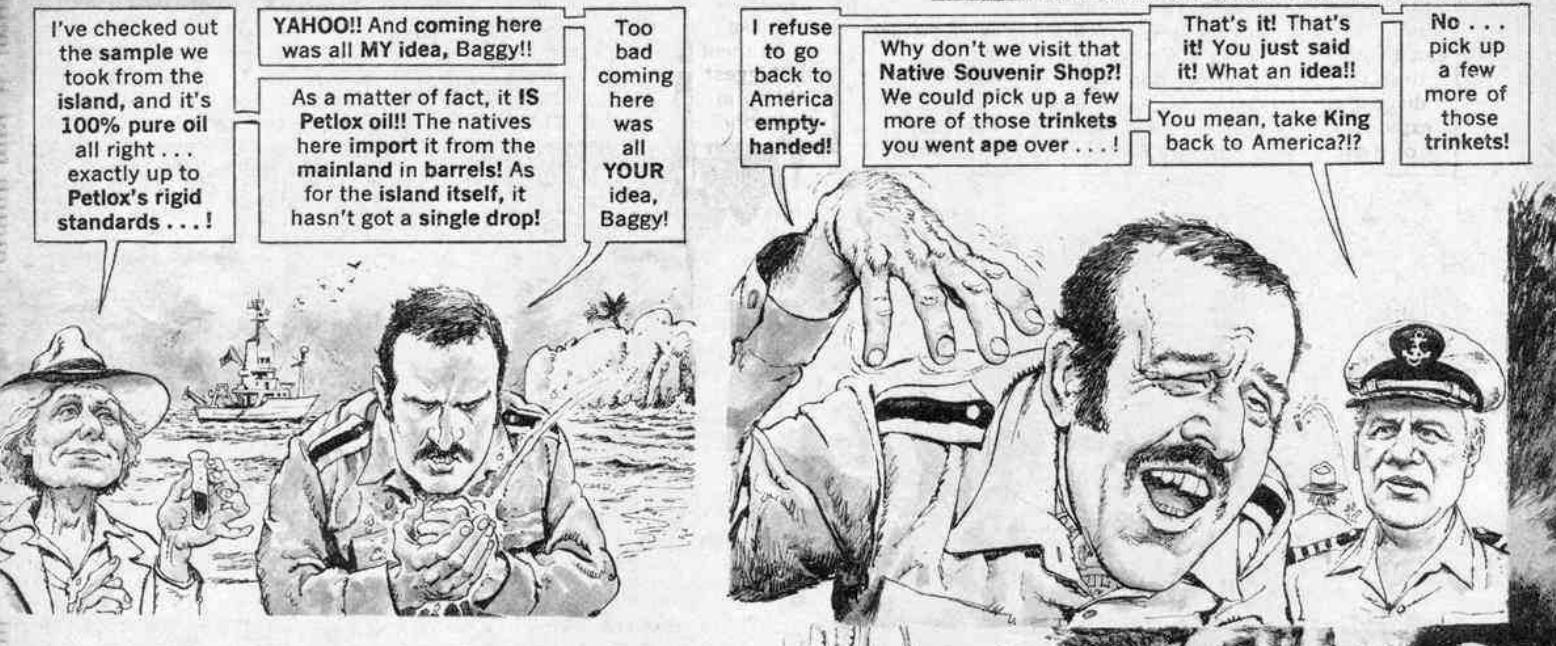


Y'know, King . . . as big as your hands are, I've had less trouble with you than with most of the men I've dated!

You're not a bad ape! First, you gave me a bath in a jungle pool, then you blew me dry, and now you've brought me a couple of eggs for breakfast . . .

Er . . . you wouldn't happen to have a twelve-foot frying pan, would you??!





I'm quitting this circus. Fraud! I just can't stomach this cruel, disgusting exploitation of King!

If you go with him, kid . . . if you quit on me now, I'll make sure you never get another booking in Show Biz! You'll end up tap dancing at Rotary Clubs!

Gee, that doesn't sound so bad . . . especially since I can't tap dance now!

Ladies and Gentlemen, I'd like you to meet the biggest chimp in the world!

Th-thank you for that wonderful introduction! The introduction was for KING!! I said "Chimp" not "CHUMP"!

Listen, all you reporters! Don't get so close to Dawn! King will think you're trying to tear her clothes off!

Hey, kid! Mind your own business! We ARE trying to tear her clothes off!



Look! King is breaking free!

Ladies and Gentlemen, don't panic! I assure you the cage is escape-proof! I was locked in it all day yesterday . . . and I couldn't get out of it!

Look! He's torn his cage apart!

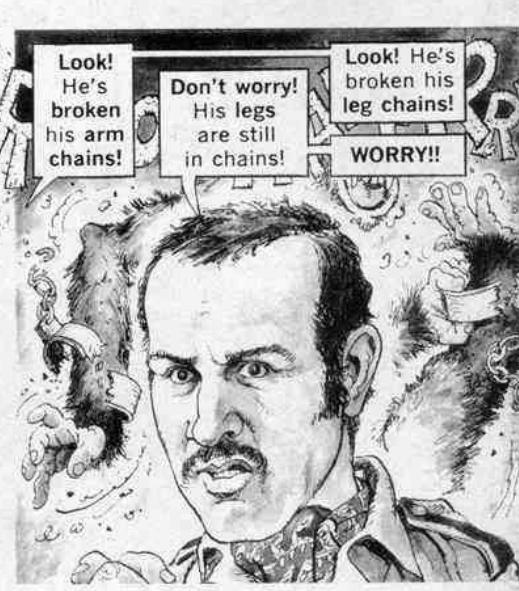
Don't worry! His legs and arms are still in chains!

Look! He's broken his arm chains!

Don't worry! His legs are still in chains!

Look! He's broken his leg chains!

WORRY!!



No, King! No!! Don't step on me!

I suggest that you study the fine print in your contract, King! It's got a "No Squish" clause!!

You can't leave me FLAT, King!!

Do you think we're safe on this train, Hack?

Of course we're safe! King doesn't have a subway token . . . so they'll never let him on!

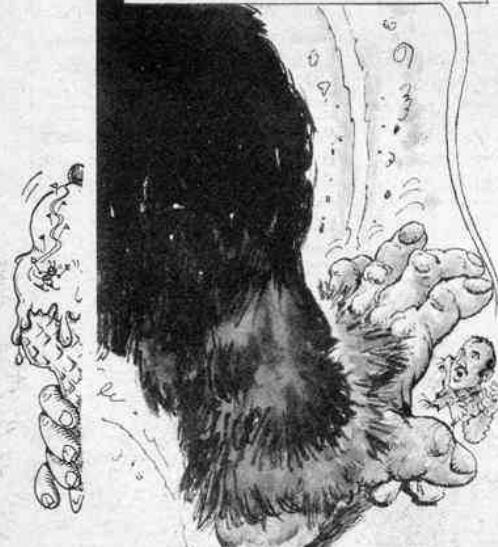
Put this train down this instant, you great big juvenile delinquent ape!

Hey, is this 42nd Street? Can you drop me at 42nd Street?

Oh, my God! He's gonna roar again! I can't stand it when he roars . . . !

I know what you mean! The sound is enough to KILL you!

FORGET the sound! It's the BREATH that'll kill you!



If that giant ape ever crosses the East River . . .

Don't worry! He can't make it! He'll be dead by then!!

You mean from the tanks and planes?

No, from the East River! If he ever enters the water, the POLLUTION will kill him!

It's Presslot! I know where King's going! He's headed for the Twin Towers of the World Trade Center! They remind him of the JUNGLE!

Oh, c'mon! There may be a few weird characters hanging around the lobby!! But, why condemn a WHOLE BUILDING?!

Do you know where King is now . . . ? Yes! He just took a Fifth Avenue bus!

Uptown, or downtown?? We don't know WHICH way he threw it!

Hey, you! Get out of that river! You're leaving a ring around Manhattan!!



We can't go up there, King! You don't have a jacket and tie on!

They'll only send you down again when they see you haven't got a reservation!

Please, King! I have a terrible fear of heights!

I once threw up at the Empire State Building! And that's while I was still out on the street!

Pick me up, King!
Do you hear me? Pick me UP!!

I know I keep saying, "Put me down!" But NOW I want you to pick me up!!

Duck those bullets, King! DUCK! Don't you ever do what I say? You act like we're married!

Don't eat that Helicopter, King! I said DON'T EAT IT! It's bad for your digestion!

Will you LISTEN and stop acting so MACHO??



No wonder the big ape wants to die! How would you like to have to listen to HER nagging all day and all night?

Are you listening to me?! Didn't I TELL you not to come up here?!? I hate to be the one who says, "I told you so!" But I TOLD YOU SO!

Boy, she could drive ANYONE to an early grave!

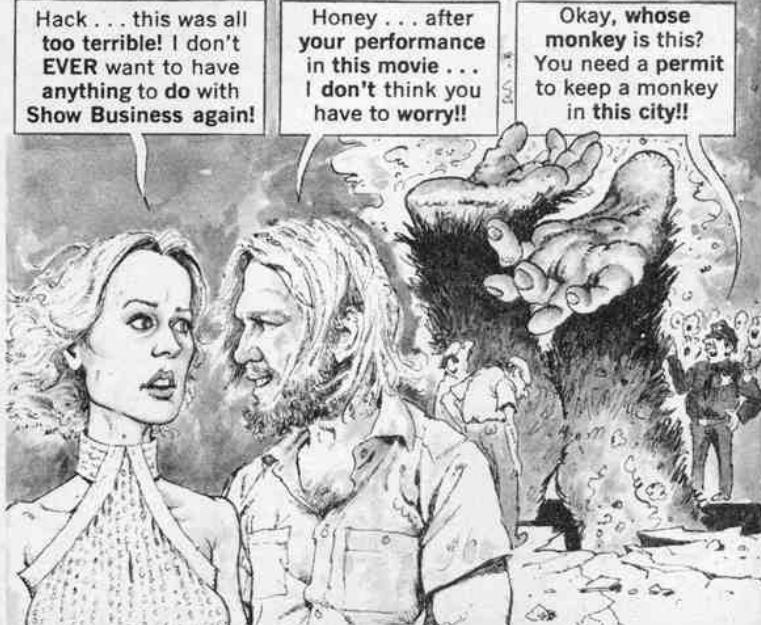
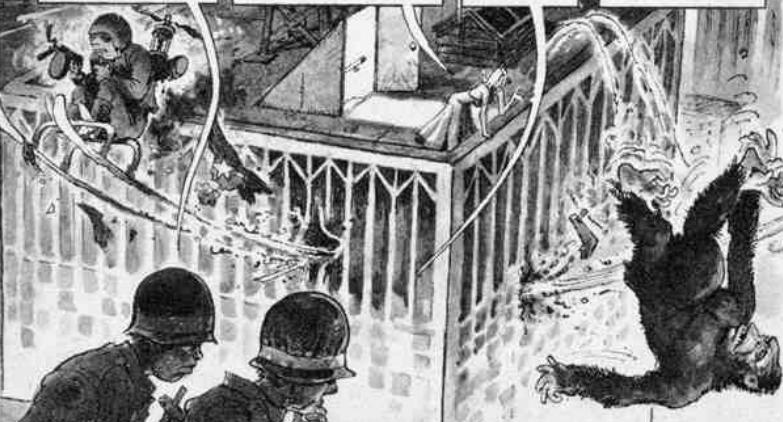
King, don't go over the edge! I said, don't—

Now look at the fine mess you've gotten yourself into!

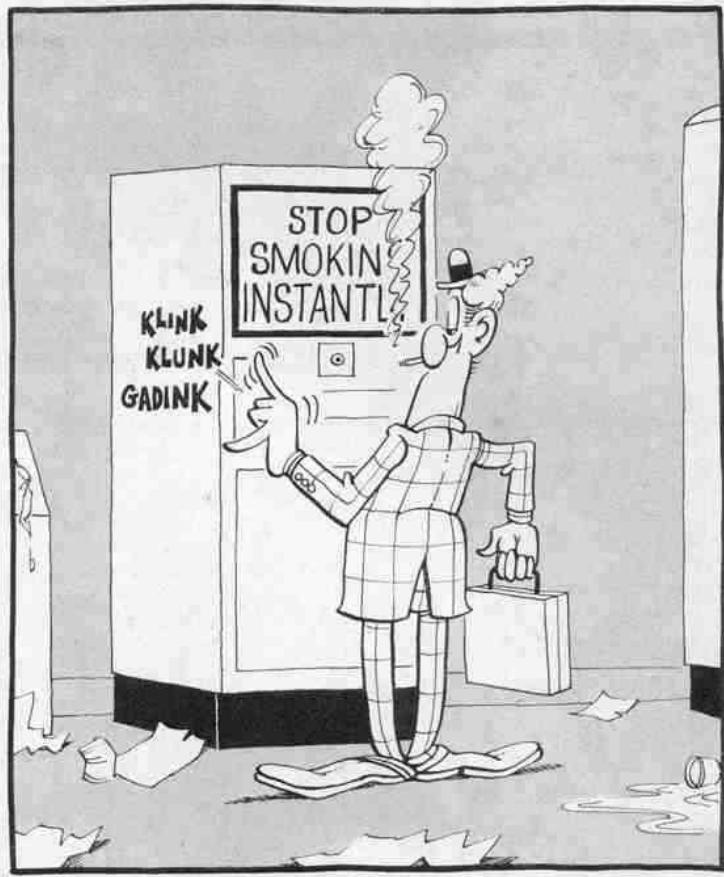
Hack . . . this was all too terrible! I don't EVER want to have anything to do with Show Business again!

Honey . . . after your performance in this movie . . . I don't think you have to worry!!

Okay, whose monkey is this? You need a permit to keep a monkey in this city!!



ONE DAY IN PHILADELPHIA





AERIAL BOREFARE DEPT.

Americans are fad crazy. Remember several years ago . . . how the Hula Hoop swept the nation? Millions of Americans spent hours twirling those round plastic hoops on their hips. Well, the latest thing Americans have taken to is Citizen Band Radios. But trying to spin a Citizen Band Radio around

A MAD LOOK

ARTIST: JACK RICKARD

THE HANDLE

A CB Radio buff never uses his own name. Instead, he uses a made-up name, or "handle," which is supposed to describe

him. But, since no one can see him, the "handle" he picks out usually describes him as he wishes others to see him.

HERE ARE SOME SAMPLE CB RADIO "HANDLES"



"Big Stud"



"Tycoon Tom"



"Sexy Venus"



"White Knight"



"Jail Bait"

The most popular code used by CB'ers is called the "10-Code." Some examples of the "10-Code" are . . .

10-4	O.K. Yes
10-1	Receiving poorly
10-2	Receiving well

What many novices do not realize is that the "10-Code" goes up into the hundreds. For example . . .

10-100	Restroom stop
10-200	Police needed at _____

But what even experienced CB'ers don't realize is that for the elite . . . the tried-and-true CB'er who's been at it for years, there's even a higher, more specific "10-Code." For example . . .

10-2, 354	My pantyhose is caught in my front left door
10-3, 459	The mangos in my trunk are rotting
10-4, 768	I don't think I've got enough money for the toll
10-5, 745M	There's no toilet paper in the Men's Room at the next Texaco station
10-5, 745W	There's no toilet paper in the Ladies Room at the next Texaco station
10-5, 756	I don't think I can hold out for another station



their hips is difficult and expensive. So they've given up the idea and started using them for communication. There are over 15 million CB Radios now in use, and over 500,000 new licenses being issued monthly. Obviously, MAD can no longer ignore the CB Scene, unless we junk this article called



ATCB RADIO

WRITER: DICK DE BARTOLO

THE EQUIPMENT

4 watts is the maximum power output any CB rig can have. This has been established by the Federal Communications Commission.

So all CB'ers have 4 watts...

...but some CB'ers have 4 WATTS!!



The great advantage CB Radio has over telephone is that you can communicate with other CB'ers, and you don't have to pay the telephone company one cent!

You mean I can talk to as many CB'ers as I want, and there's never a CHARGE?!?

That's right! Just get on your rig, and racketjaw away! It's ALL FREE!

Now the CB unit I recommend for you will cost \$239.99 for the base station, \$199.95 for the mobile station, \$93.24 for the antennas, \$39.95 for the special microphone, \$42.50 for—



ADIO CODES

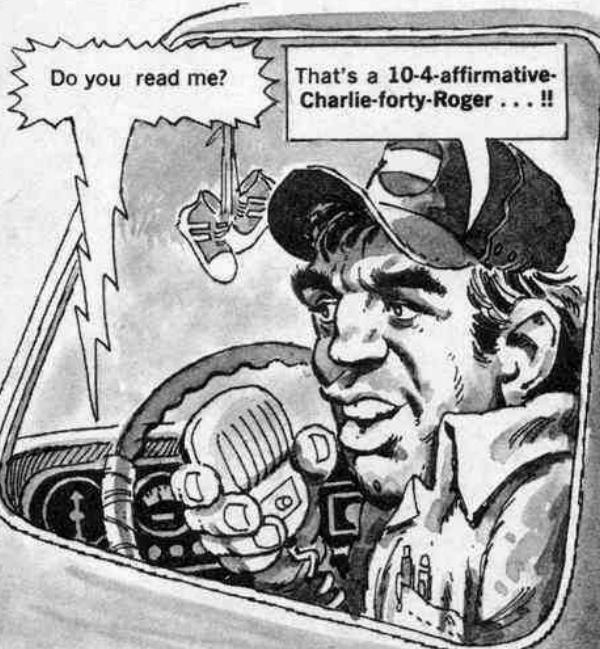
In addition to the numbers codes, CB'ers love to use verbal codes. These codes vary from region to region, but some typical expressions follow...

BREAK, BREAK
BEAR TRAP
BEAR CAVE
BEAR ASS
GOOD BUDDY

EIGHTEEN WHEELER
MERCY SAKES
DOUBLE BUFFALO

What often happens to your antenna, antenna
Police with radar
Police station
Policeman on donkey
What the salesman who sold you \$875
worth of CB equipment considers you
Large truck, or 9 guys on bicycles
#@#%&c@#\$%&c\$!
55MPH, or "I just picked up two hitchhiking bison!"

And of course, CB'ers never use the word "yes." They've shortened it considerably!



WHAT IT'S LIKE COM



OTHER PRACTICAL U

NOT ONLY ARE THE MOTORIST AND THE HOBBYIST USING RIGS. MORE AND



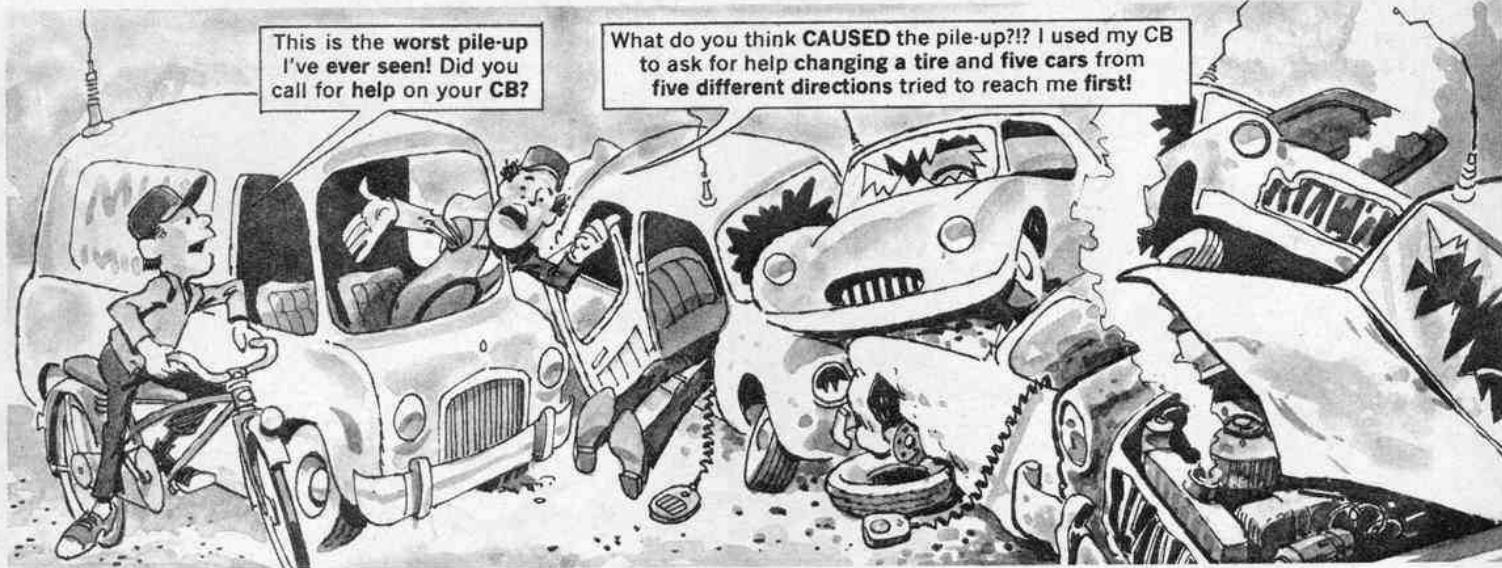
AN IMPORTANT TIP

Although you can talk to a person on a CB radio, anybody else that's tuned to that channel can hear your conversation.

Okay, Swinging Sally, this is Lonesome George saying a big "10-4" to meeting you for a drink at the Softlight Café!

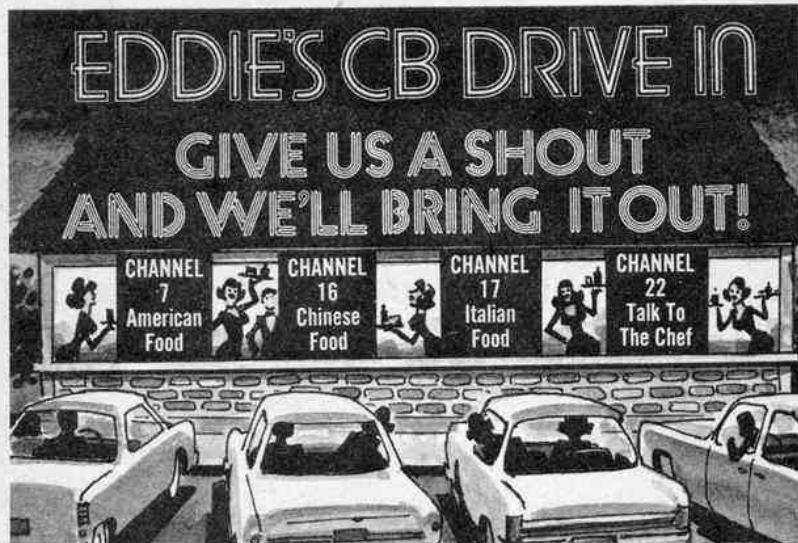


MUNICATING ON CB



USES FOR CB RADIOS

MORE PEOPLE ARE FINDING OTHER NEW AND EXCITING USES FOR CB RADIOS



THE FUTURE OF CB

As we've said, there are over 15 million CB radios in use right now, and more being bought every day. So many that the FCC has added 17 more to the 23 existing CB channels, for a total of 40. There's only one problem . . .

All 15 million present CB'ers own 23 channel rigs, and those channels are too crowded to find anyone to talk to.

And the folks who bought the new 40 channel receivers will also have difficulty finding anyone to talk to . . .

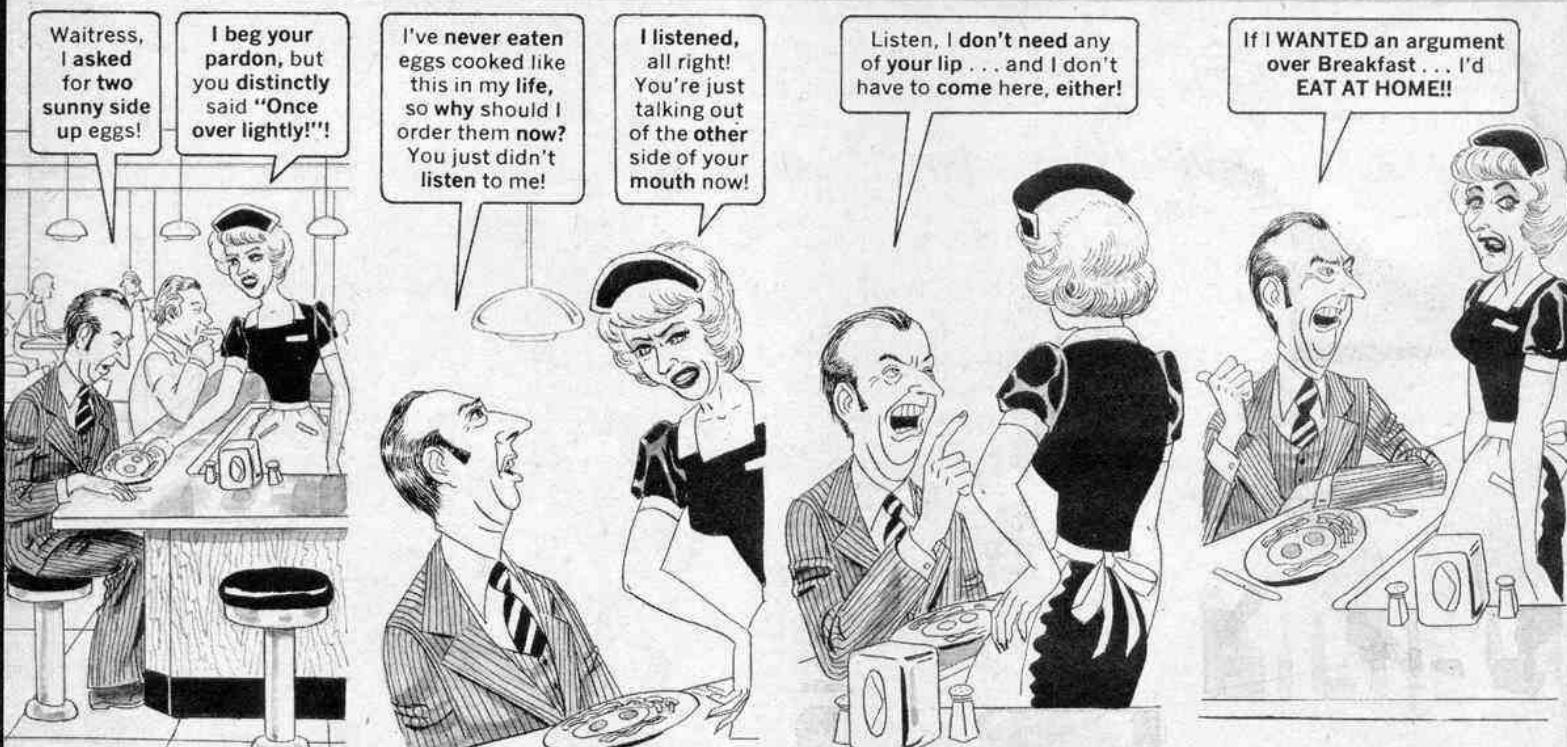




BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

MOR



What a disgusting thing to see the first thing in the morning! "Old Hairy Face"!

Yeah! Why don't you cut off that dumb beard, and be clean-shaven ... like Daddy!!

Like DADDY?? That's a heck of an example!!

In the morning when he shaves, everybody's banging on the bathroom door, waiting to get in! As a result, he ends up looking REALLY DISGUSTING!!

And here he comes now ... "OLD TOILET PAPER FACE"!!



NINGGS

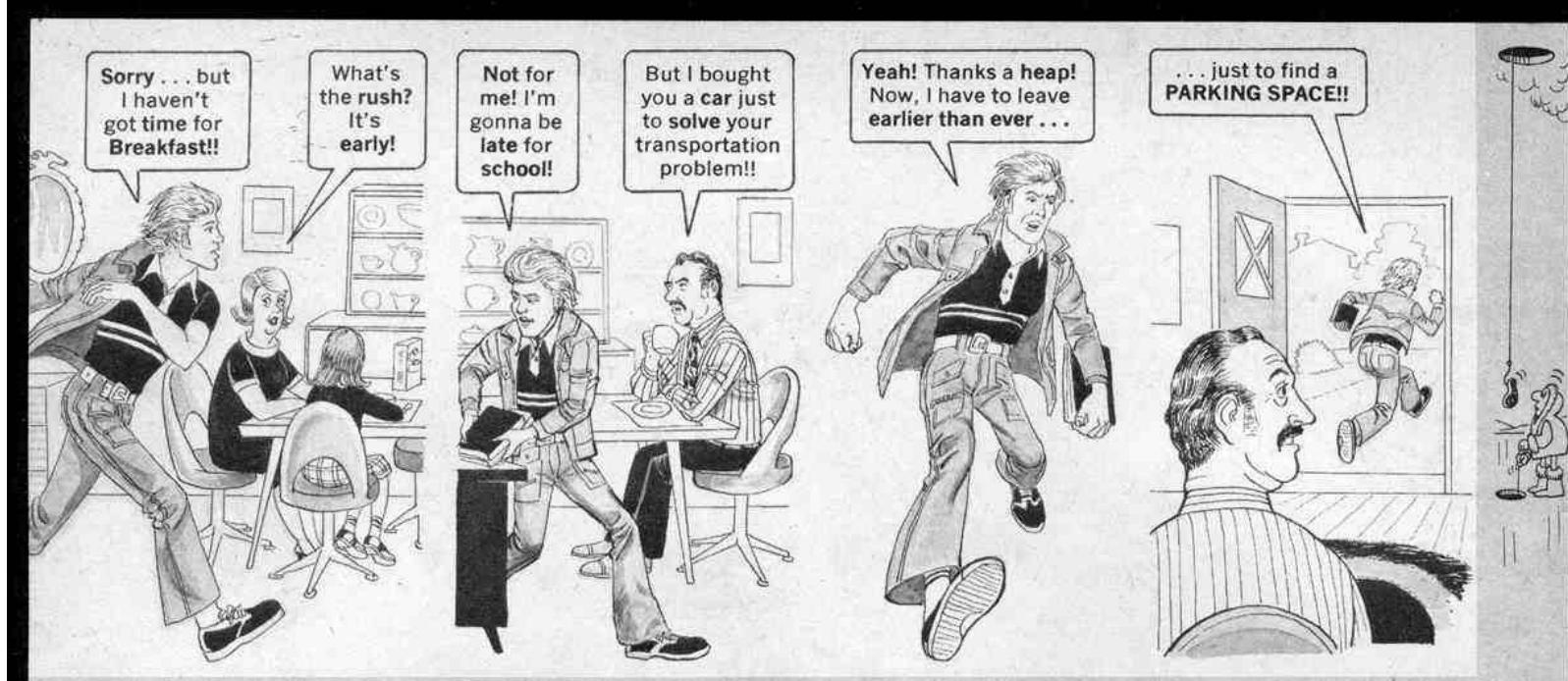
ARTIST & WRITER:
DAVE BERG

Well, well! Look who's here!
A diller ... a dollar ...

You should have been in
school an HOUR ago!!

Why? Did I miss something?!!





Hey, Driver! This bus is crawling! Can't you go any faster? I'll be late for work!



It's the traffic, pal! If you don't like it, get out and walk!



Before I get dressed, I want to hear the Weather Forecast!



The weather today will be sunny and warm with temperatures in the upper sixties! The chance of precipitation is near zero!



Okay! Now I know how to dress!



Mom . . . ? I just called up to let you know I stayed over at a friend's house last night, and I'm okay!



Oh . . . ? That's nice! Did you take a toothbrush . . . ?

Yes, Mom!

And a Nightie? And a change of clothes?

And a Nightie? And a change of clothes?

And a Nightie? And a change of clothes?

C'mon, Mom . . . ! Stop making noises like a Mother! Don't worry! I took EVERYTHING!!

... Including the PILL??



This is a heck of a way to start the school day! I want everyone of you to come to order so I can take attendance! Leonard, get back to your seat! Mary Lou and Joanne, stop your gossiping! Herman, put away that MAD Magazine ...

And as for you, Richard, wake up! You can't sleep in my Home Room class!!

I know that!

You HOLLAR too loud!!



Gee . . . I can't decide what suit, shirt and tie to wear today!

Never mind those things! What about your UNDERWEAR?!!

Oh, Ma! Don't bug me again with that "What if you're in an accident?" bit! Big deal! So they find a hole!

Who's talking about holes?! The way they make Men's Underwear these days . . .

. . . they shouldn't think you're a TRANSVESTITE!!



Gee . . . do you watch all them morning Kiddie TV Programs?

You mean . . . like "Captain Kangaroo" 'an "Romper Room" 'an "Sesame Street"? NAHH!

Why not?

I think they're too BABY-ISH!!

But I hear one of 'em on in the next room! Why don't you shut it off?!!

I can't do that!

My Mom is HOOKED on 'em!



GESUNDHEIT!

David Bera



Modern Society demands that our lives conform to set patterns. And, worse yet, we aren't even allowed to stop conforming after we die. That's because the Wills we leave behind are drawn up by lawyers who all write the same legal-ese double talk. Every "whereas" is identically placed, and only a few different names prevent one Will from looking exactly like every other one. We here at MAD now offer you the opportunity to be a rugged individualist before you die . . . and also afterward. So just rip out and fill in your own appropriate selection from the following assortment of

MAD FORMS FOR PERSONALIZED WILLS

ARTIST: ANGELO TORRES

WRITER: TOM KOCH

NATIONAL SOCIETY OF UNAPPRECIATED MOTHERS



LAST SIMPLE REQUESTS THAT CERTAINLY WON'T PUT ANYBODY OUT

To My Beloved Children:

1. See? Didn't I tell you I'd die? Well, now you know I wasn't exaggerating. Maybe next time you'll take a minute to listen when a person has symptoms.
2. Make sure I get laid out wearing gloves. Heaven forbid that your friends should see how rough and red my hands got from all those years of keeping house for you, not that I ever once complained.
3. Don't waste your good money on sending flowers to me at the mortuary. Use it to buy something nice for yourselves, as usual.
4. Getting to the only part of this you care about, namely who inherits my money, the answer is nobody. For once, I've decided to put my own wishes first and

- (A) take it with me.
- (B) buy a comfortable, furnished mausoleum.
- (C) have my body sent on a world cruise.
- (D) spend my winters in a Florida cemetery.

(CHECK ONE)

(a/k/a Mom)

LAST WILL AND PRESS RELEASE OF INCUMBENT CONGRESSMAN



First, let me silence the vicious lies being spread by the opposition about the effect of my recent death on my future political plans. Let me assure you that I still intend to run for re-election in 19_____, so I may continue to serve my constituents as capably as I have in the past.

Meanwhile, I am proud to announce that my estate is to be distributed with the same openhanded generosity and lack of prejudice that were my loveable trademarks when I was still alive.

Recalling that some of my best friends were _____, I leave the sum of \$_____ to "The Loyal Sons Of _____", and all the wonderful foreigners who compose its membership.

To _____, who has always been a credit to his race, I bequeath \$_____.

And to help him overcome his ethnic disadvantages, I leave _____ the sum of \$_____.

Whatever funds remain shall be spent on having my private papers shredded.

INSTRUCTIONS FOR WHILE I'M AWAY LEFT BY NOTED SPIRITUALIST



1. By the time you read this, I will have departed for the Other Side of the Cosmos, where I plan to stay until 19_____, when I shall return as:
 - Prince _____, rightful heir to the throne of _____.
 - Inter-Planetary Space Flight Cadet _____.
 - _____, winner of the 19____ Kentucky Derby.
2. Until then, please see to it that my estate is put into sound, conservative investments. I would hate to return and find myself so broke that I'd have to start all over again.
3. If you need to get in touch with me about anything in the meantime, just knock three times on the dining room table, and I'll hurry back.
4. Please don't clown around by knocking on the table just to show off for your friends, as I don't want to stop what I'm doing and have to rush back here every time I hear some idiot knocking.

Until we meet again,

THE HEIRS AND INHERITORS TOUT SHEET

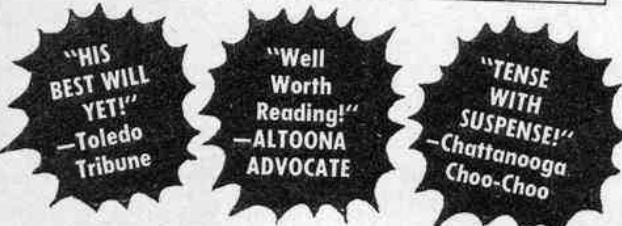
**HOT, INSIDE
TIPS ON THE
ESTATE OF
HONEST BOOKIE**

Today's top event is the "Divvying Up Of The Purse Of The Deceased," a Claiming Race carrying First Prize money of \$_____. With a large field of entries expected to turn out for this Will Reading, most late starters are relegated to the ranks of the longshots, and only a few favorites emerge. Here's the rundown:

ENTRY	ODDS	EXPERT OPINION
(1) GRIEVING WIDOW	6-5	Has inside track against the field.
(2) GREEDY OFFSPRING	3-1	Tried to look better in recent outings.
(3) SECRET LOVER	7-2	Moving up fast. Could take it all.
(4) DISTANT COUSIN	30-1	No chance unless favorites falter.
(5) WORTHY CHARITY	100-1	Figures to be out of the money again.

And the Winner is... !!!

ALL-NEW REVISED EDITION! Last Will & Testament Of Talented Author:



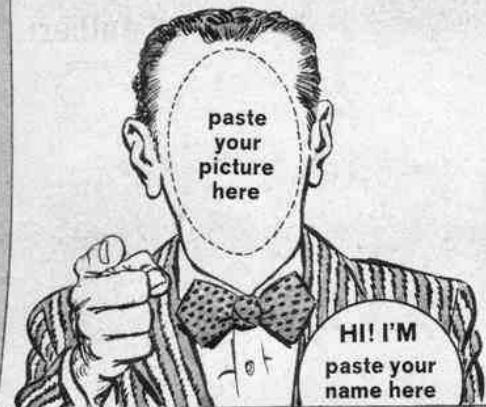
It is the best of times. It is the worst of times. A tragic sense of personal loss is sure to hang heavy in the air as this document is opened and read. Even as total strangers, those gathered in the room will share the realization that a figure of towering literary magnitude has been snatched from their midst.

Yet, as each gut tightens into a knot of despair, a bright glimmer will somehow pierce the darkness. After all, the deceased has chosen one of those gathered for this Will reading to be his sole beneficiary. Someone here is destined to become wealthy.

But which one? Will it be his mousy but devoted _____? What about his ne'er-do-well _____? Or could it possibly be _____, the vibrant and mysterious _____, with whom the deceased supposedly _____ whenever he chanced to be passing through _____?

Deep in their hearts, those gathered should have sensed that the one he chose could only have been _____.

BROTHERHOOD OF SUPER-SALESMEN OFFICIAL WILL FORM



ASSOCIATION OF
FRUMPY TEACHERS

FINAL WILL &
EXAMINATION HANDED
OUT BY MISS

INSTRUCTIONS
Sit up straight and pay attention to this Will. If you don't understand a bequest, go on to the next one. Anyone caught fidgeting gets disinherited.

1. The deceased owned ____ acres of land. She sold ____ percent of it to Farmer Jones, and is leaving the rest to her favorite nephew. How many acres will the nephew get?
2. The dearly departed is dividing her \$____ worth of stocks and \$____ worth of bonds equally among her ____ heirs. How much will each heir receive?
3. To her faithful companion of many years, ____, the deceased is leaving her furniture, including an ottoman and a credenza, and her jewelry, including a lavaliere and an amethyst brooch. Close your eyes and spell each of the items the faithful companion will receive.
4. Add up your scores. Those placing in the bottom third must stay after the Will reading and clap erasers.

Signed with beautiful penmanship by _____

Have I got a deal for you!

To prove that you're getting in on a good thing, just as you always did when I was alive, let's begin this Giant Estate Clearance by offering my valuable _____ my beloved _____. Please notice that this is no ordinary _____. It comes with a fully equipped _____, not to mention a Lifetime Warranty.

Also, we'll be clearing out my beautiful _____, which was so often admired by good ol' _____, and my stylishly fashioned _____, which I always hoped would eventually go to _____, God love him.

Now that I've departed, these fine quality, near-new items are being offered to the named recipients **BELOW DEALER'S COST!** This is a **BUYING OPPORTUNITY** you lucky beneficiaries **CAN'T AFFORD TO MISS!** So **ACT QUICKLY** by signing the purchase contracts handed to you by my honest Estate Executor.

(NO MONEY DOWN to Heirs with approved credit!)



PLAY FUNERAL SWEEPSTAKES!

WIN AN ESTATE WORTH
OVER \$ _____ !

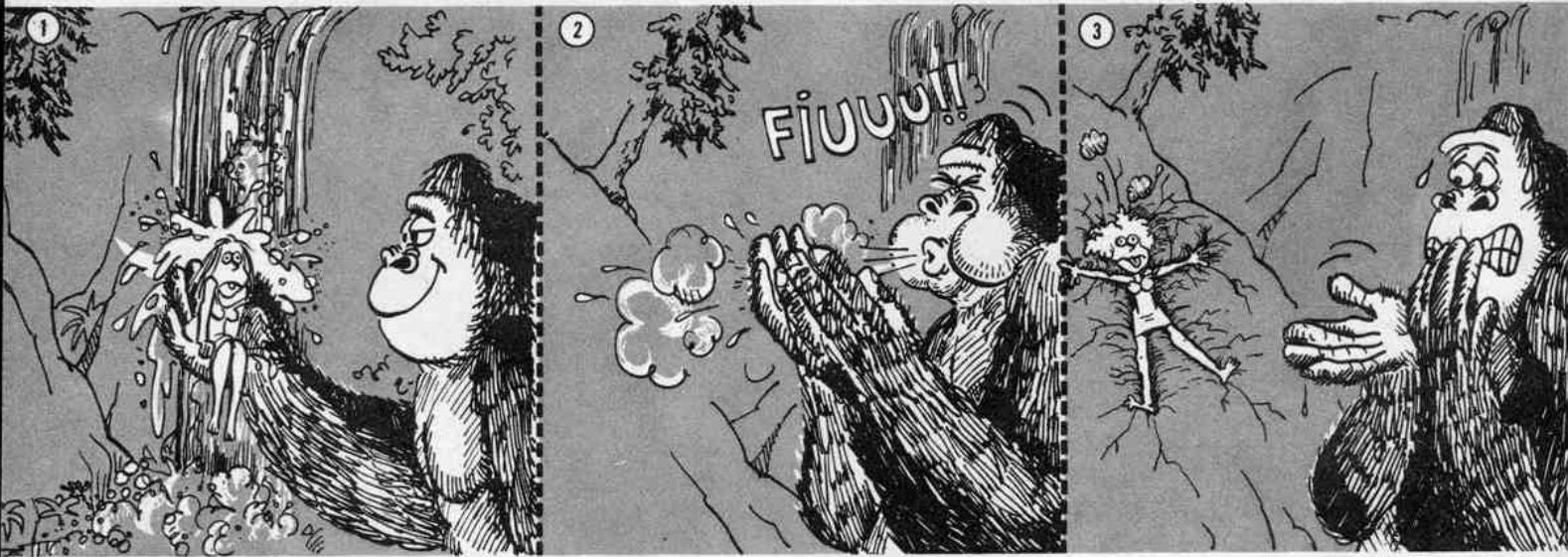
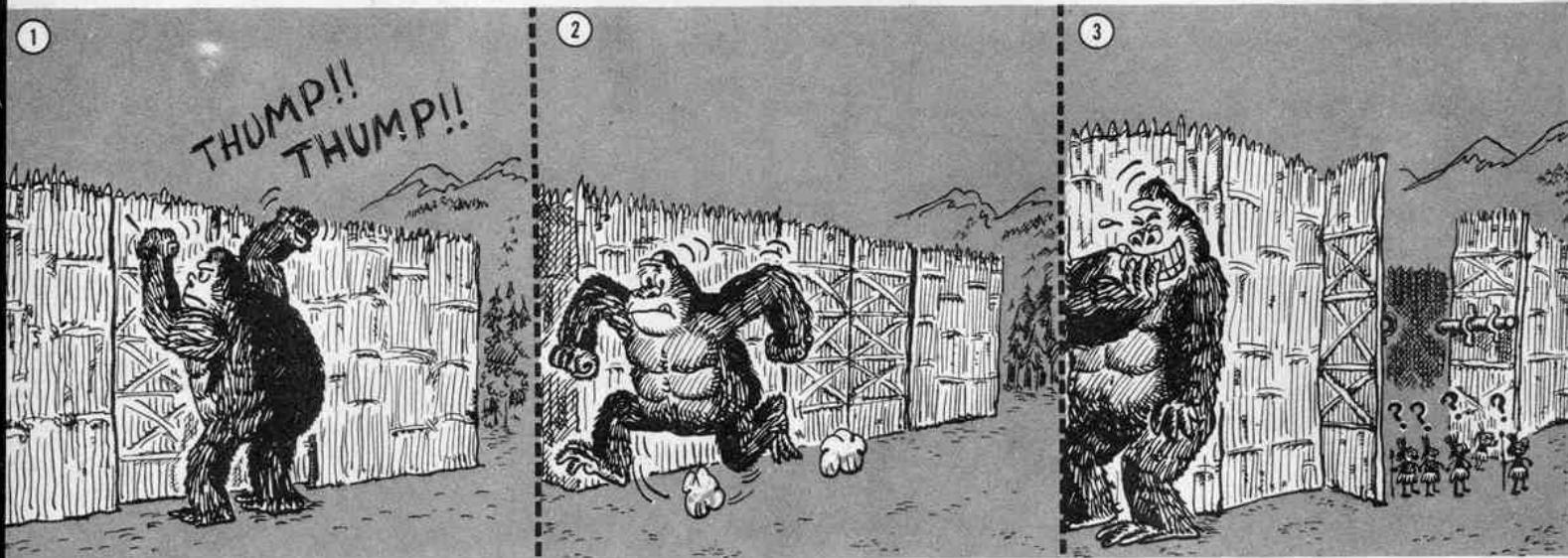
SPONSORED BY
Lately-Departed Game Show Host



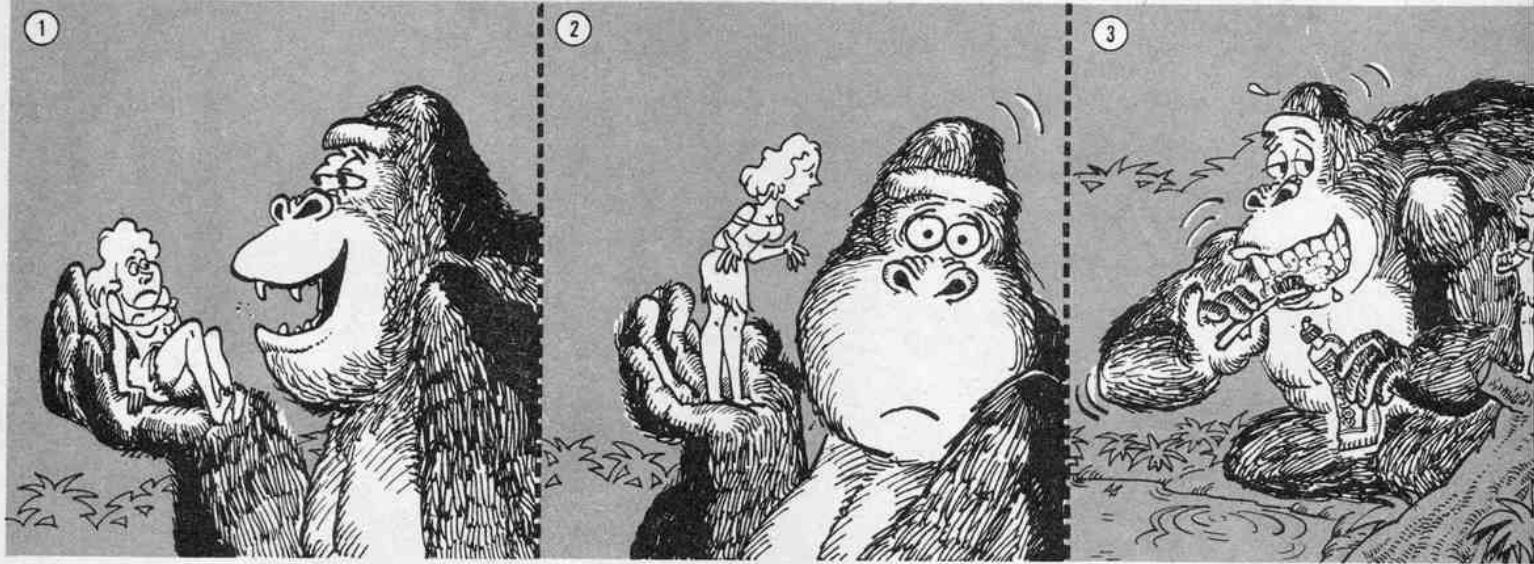
RULES FOR PARTICIPATING MOURNERS

1. Finalists in the fun battle for top money shall consist of the three relatives at my funeral who are deemed to be the funniest looking.
2. As play begins, three closed caskets will be wheeled into the Slumber Room of the Mortuary. One casket contains the final remains of Yours Truly. One contains a pair of round-trip plane tickets to exotic _____. The third contains the Grand Prize, my entire estate in cash!
3. While Reverend _____ spins the giant Eulogy Wheel, each player will try to guess the number of trite cliches written into the Reverend's prepared text. The player coming closest gets first choice of caskets.
4. After the winners collect their prizes, the unlucky relative who has chosen the casket containing the deceased must fork over \$_____ to pay for a cemetery plot, and to hire goons to whisk away Reverend _____ before he has a chance to deliver the eulogy.

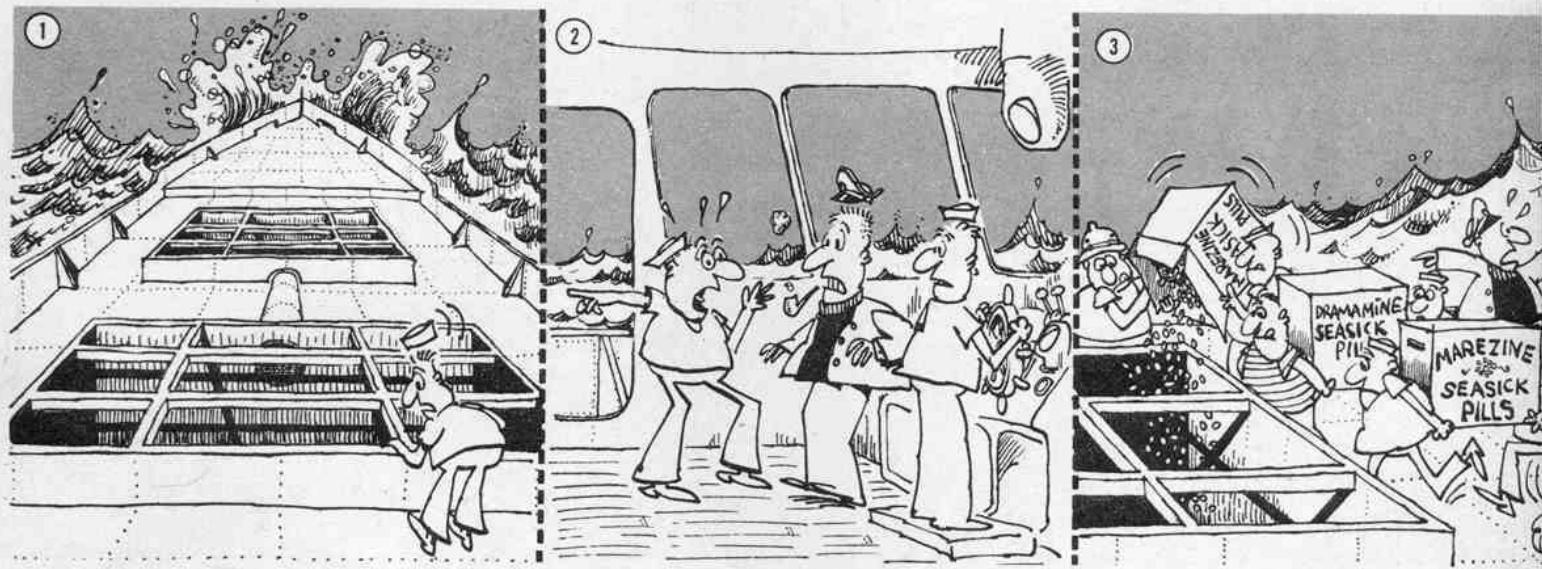
A MAD LOOK

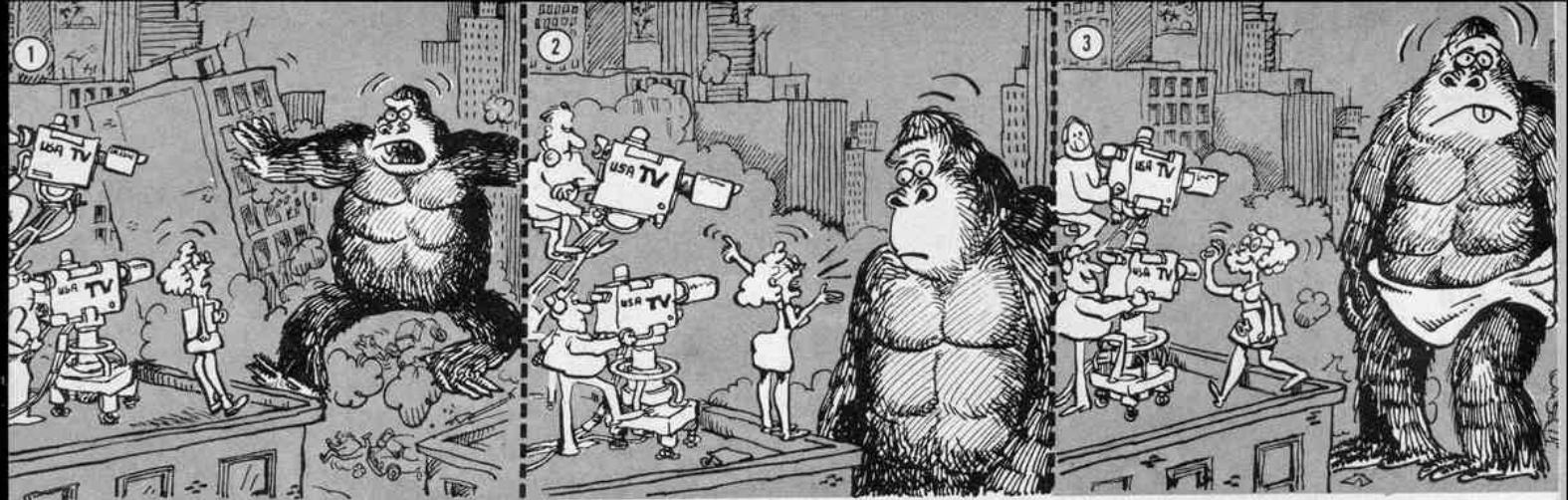


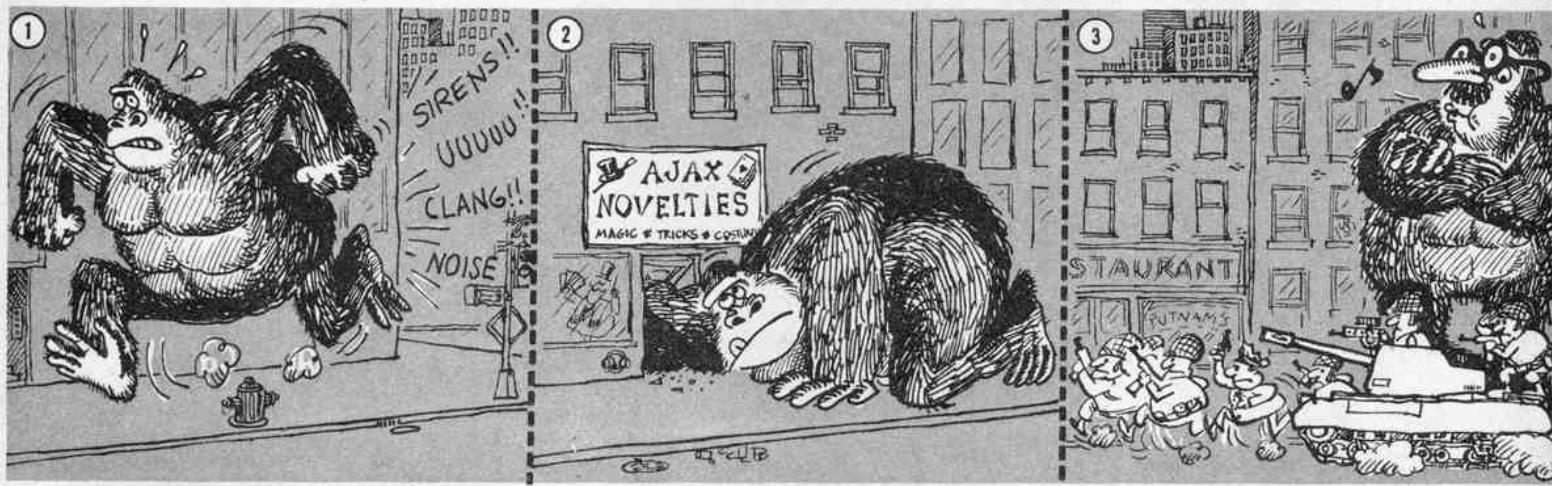
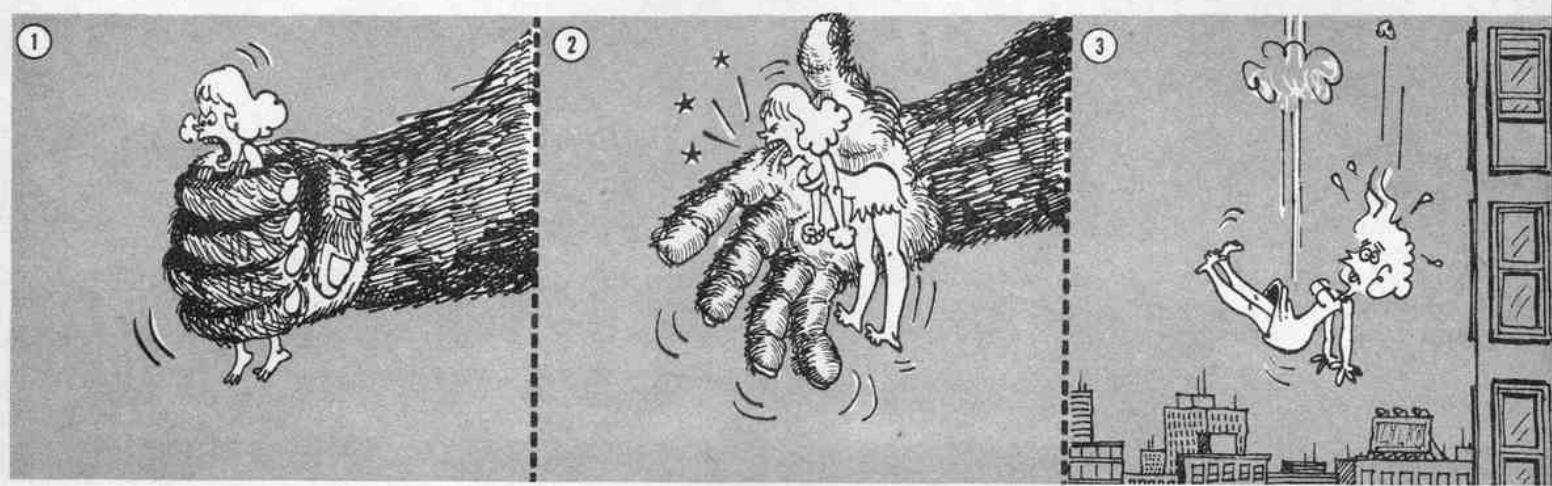
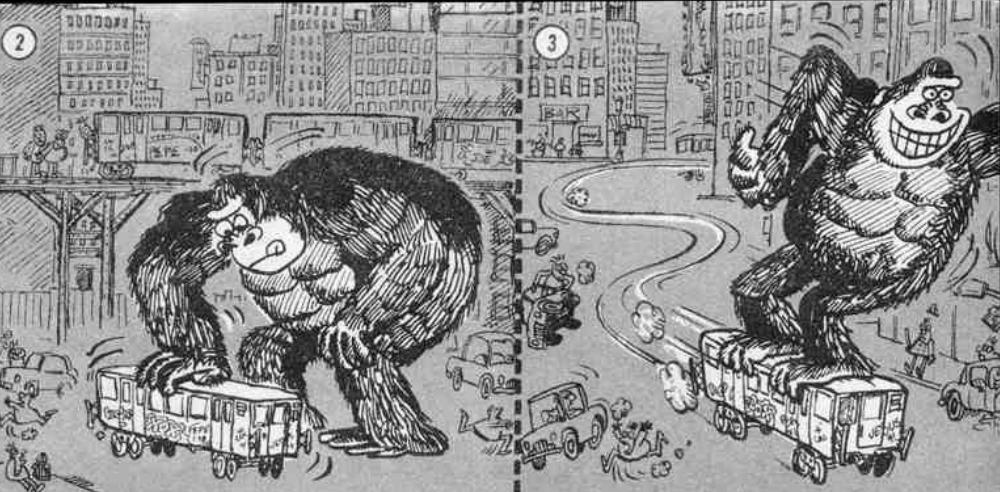
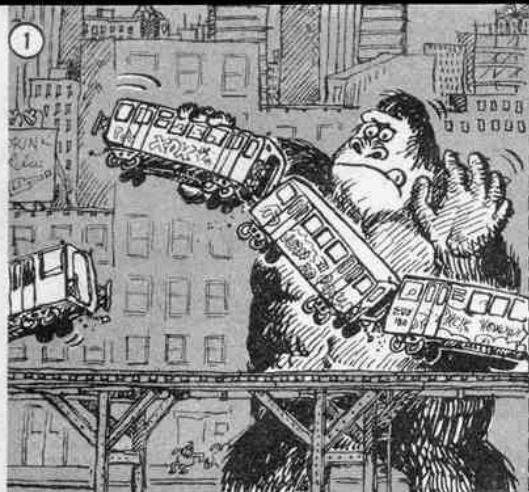
AT KONG KONG



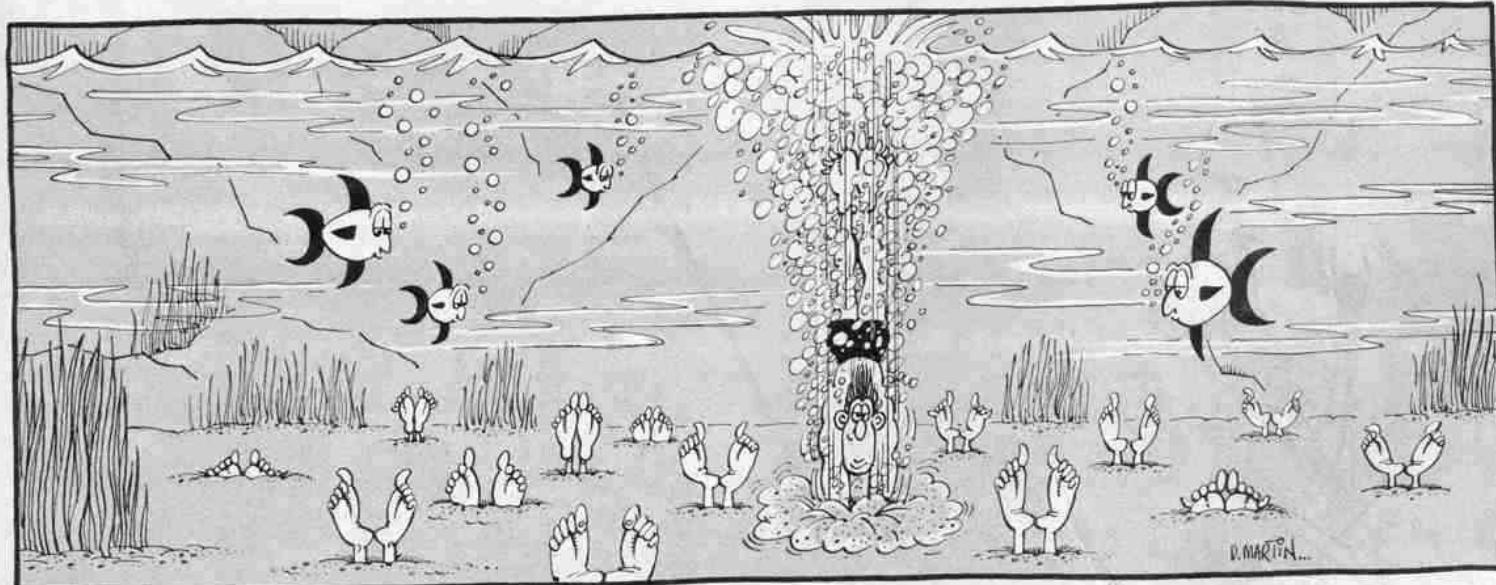
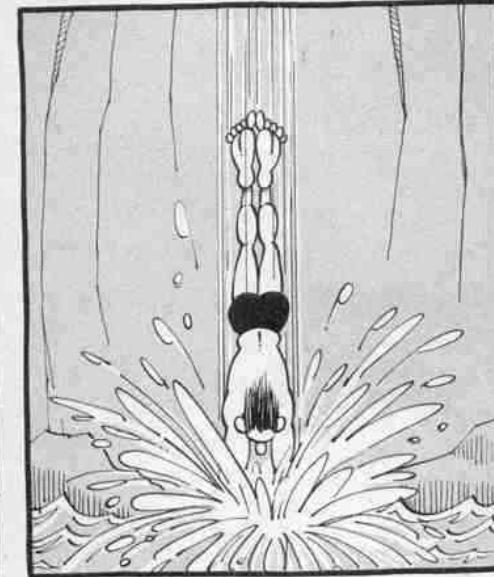
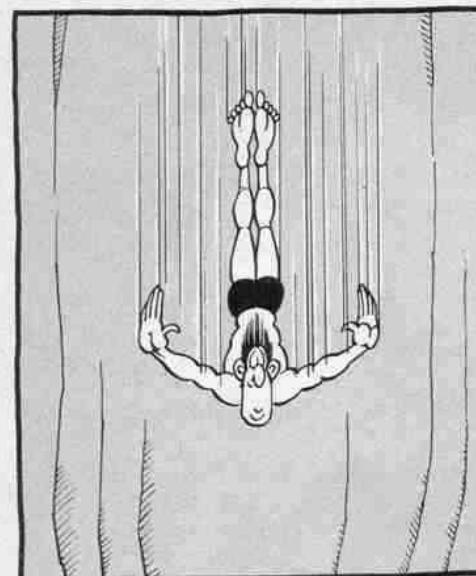
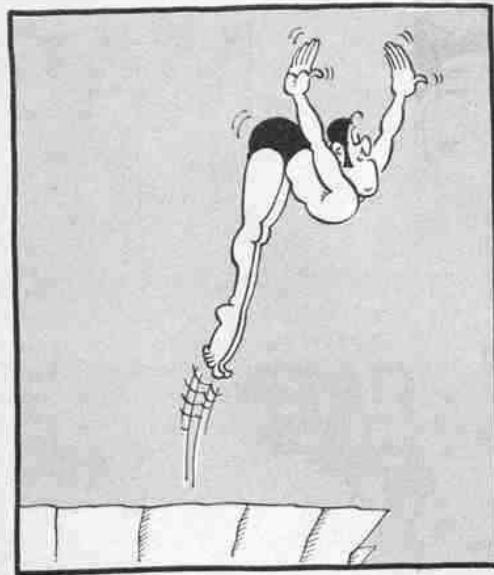
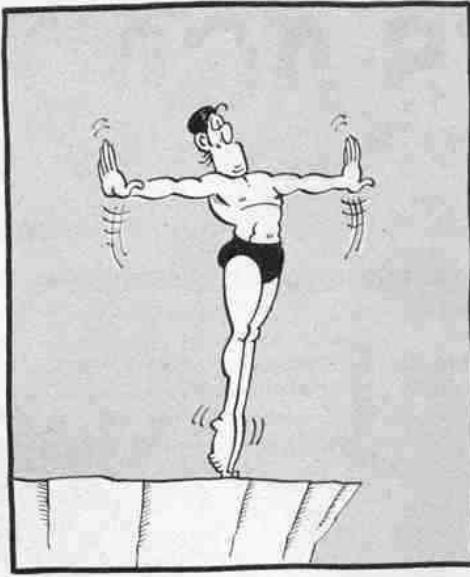
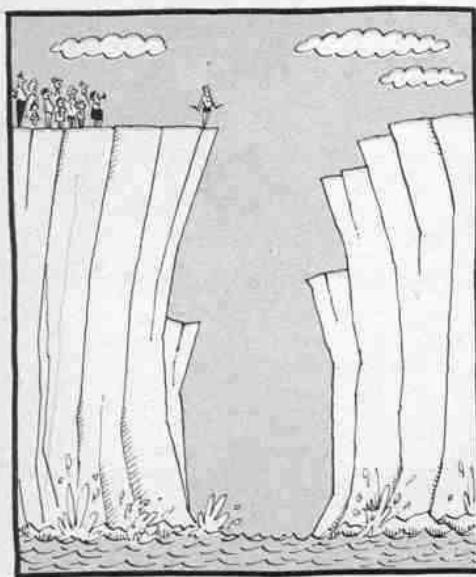
ARTIST & WRITER: SERGIO ARAGONES







ONE AFTERNOON IN ACAPULCO



ATHLETE'S FEAT DEPT.

Live . . . from the Professional Athlete's favorite hangout . . . the vault of the Chase National Bank . . . we bring you the First Annual Presentation Ceremony of

MAD'S ACADEMY AWARDS FOR JOCKS

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE

As all true sports fans know, the greatest acting in the world does not take place on the stage or movie screen, but in the arenas and on the playing fields of our great sports complexes! For far too many years, these brilliant performances have gone unrewarded! But tonight . . . all that will change!

Tonight, we are gathered to honor these great stars by presenting this solid gold statuette . . . the "Howie" . . . for the best performance in each sport! So we invited all the big names in sports to be here tonight, and they all gave the same reply—

HOW MUCH DO I GET PAID???

And now . . . on with the show! May I have the envelope, please . . .



The first category is for "Best Performance in Baseball." The nominees are: **Billy Bluster**, Manager of the Yankees, for his inspired work in "Ump, You're A Stupid @#\$%&!!!"

The second nominee is **Charlie O'Mulley** of the L.A. Dodgers for his outstanding performance in "The Manager Has My Complete Confidence!"

Whaddya mean,
"Strike"?!?
That pitch was in the
dirt! Open your eyes!!

It was
right
over
the
plate!

Get a
pair of
glasses,
you blind
@#\$%&!!

Why are
you making
such a fuss?
You're ten
runs ahead!

Because this
game's on TV,
and I'll never
get on camera
sitting in
the dugout!!

I just want to say
that our record is
no reflection on
my Manager! Yuggi
Borer is doing an
outstanding job! I
have complete faith
in him . . . and I'm
behind him 100%!

Gee, I wanna
thank you for
that nice vote
of confidence,
Mr. O'Mulley!
I guarantee
you that I'll
get the team
moving again!

You'd better,
or you're the
one that'll
be moving!
But you just
said on TV
I'm doing a
great job!"

I had
to say
that,
idiot!
I'm the
dummy
that
hired
you!



The third nominee is **Norman Pithant** of the Cincinnati Reds for his splendid portrayal in "You Throw At Me Again An' I'm Gonna Shove This Bat Down Your Throat!"

You big stiff! You almost beaned me! You ever throw near me like that again ... I'm gonna brain you!

What are you talking about, you creep? Why would I want to hit you? That's the only way you could get on base!!



... and the winner is **Norman Pithant**! Congratulations, Norm! I really admire your courage, challenging Lefty Blitzkrieg to a fight! He must outweigh you by a **hundred pounds** or more!

Well, I knew his teammates would hold him back! He's **much too valuable** to risk gettin' hurt in a fight! Otherwise, you wouldn't've heard a **peep** out of me!



The next category is for "Best Performance In Basketball." The first nominee is **Wilt 'The Stilt' Klutzz** for his touching performance in "He Charged Me!!" ...

Hey, Ref! What happened? Did you swallow your whistle?? Didn't you see the way he charged me??

Wilt, it's no foul when a guy fakes you out of your Jockey Shorts!



That's a DELIBERATE FOUL ... TWO SHOTS!

Foul?? On who?? ME?? I never touched him!! He must've SLIPPED!!

If you never touched him, how come his teeth are embedded in your elbow??



The third nominee is **Bruce Splint** for his stirring Cheer Leading performance in "Way To Go, Guys! Way To Go!" ...

C'mon, you guys! We can still do it! We're only twenty-five points behind! Just hang in there!



And the winner is ... **Bruce Splint**! Congratulations, Bruce! It's really great the way you cheer your teammates on to victory! No matter what the score, you never give up, eh??

Well, actually, I don't care **WHO** wins the game!

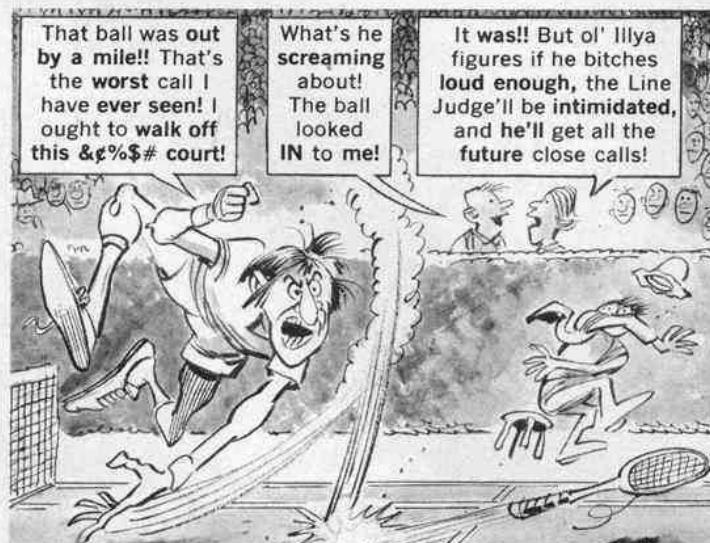
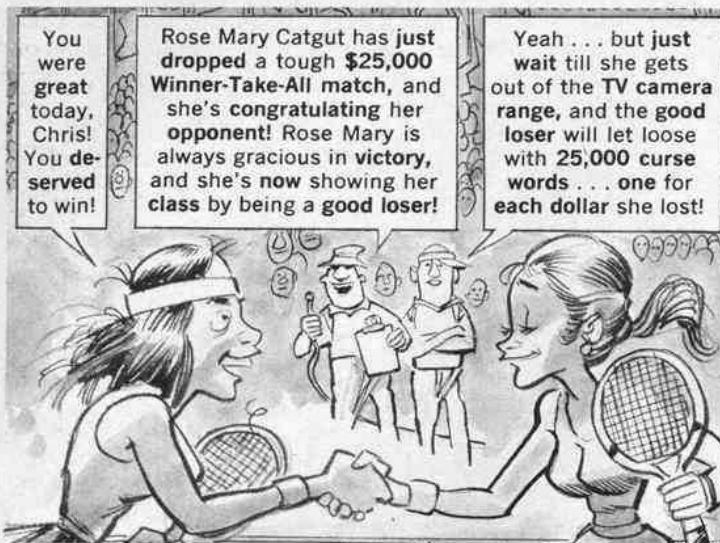
I just love patting the fellas on their fannies!



The next category is for "Best Performance In A Tennis Match" . . . and the first nominee is Rose Mary Catgut for her compelling work in "Look What A Good Loser I Am!" . . .



The second nominee is Illya Nasty for his magnificent temper tantrum in "That Ball Was Out!"



The third nominee is Jimmy Connman for his loveable performance in "Look At Me, Everybody . . . Ain't I Cute?!"

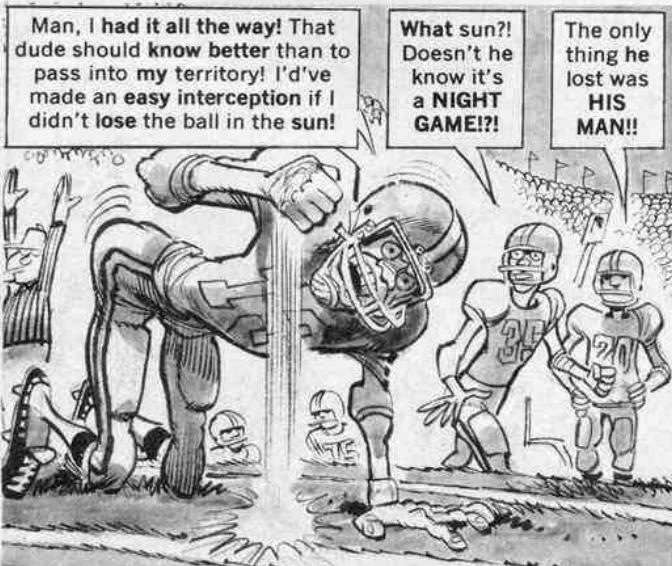


And the winner is Jimmy Connman! Congratulations, Jimmy! Your far-out antics really add a lot of color and excitement to the game of Professional Tennis!

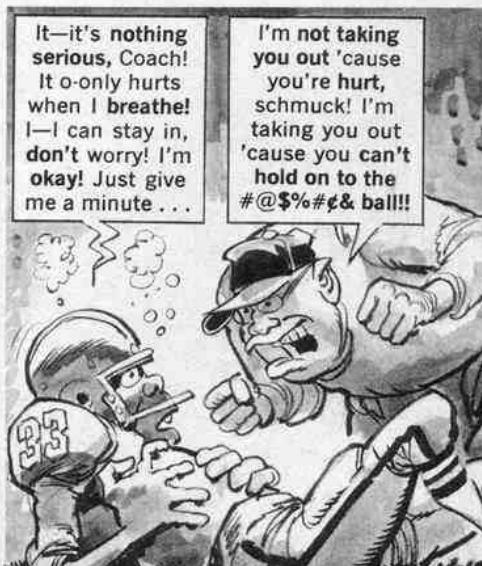
Yeah, and they also add a lot of bucks to my bank accounts! The more ridiculous I behave, the more TV Commercials I'm in demand for!



The next category is for "Best Performance In A Football Game." The first nominee is Claude Bigfoot for his dynamic portrayal in "Oh, Man . . . I Shoulda Intercepted That Mother!"



The second nominee is Bo-Bo Flanken for his touching work in "It's Only A Flesh Wound!"



The third nominee is Coach Weeb Mindblank for his matchless performance in "Yes, I'd Call That Exact Same Play Again!"

Coach Mindblank, how come you didn't go for the Field Goal?! It would have given you the lead . . . with just about two minutes to play!

Yes, but a **TOUCHDOWN** would have put the game **out of reach**! And nine times out of ten, we'd have made it! It was a **good call**, and I'd do the same thing again!



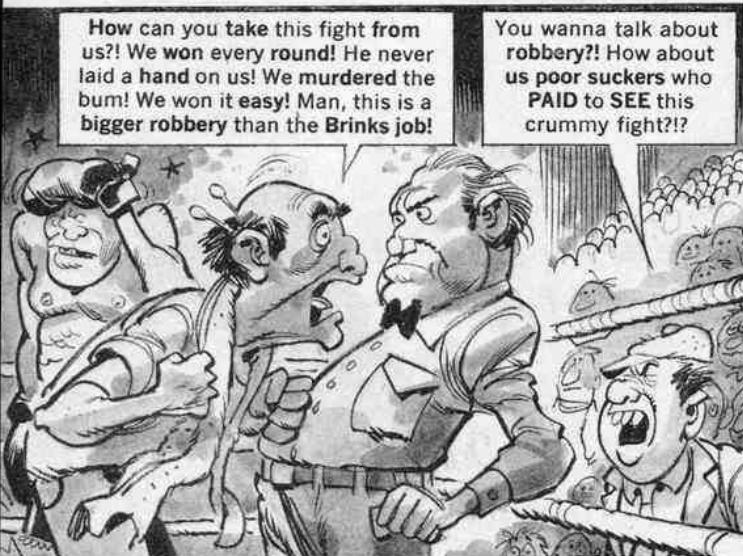
... and the winner is Coach Mindblank! Our congratulations, Coach!

I guess it took a lot of guts to make that call! It could have cost you your job!!



The last category is "Best Performance In A Boxing Bout."

The first nominee is Manager Angelo Zucchini for his sensitive rendition of the popular "We Waz Robbed" act.



The second nominee is the **Champion himself . . .**

Muhammad Ali Washtup, for his unbelievable performance in "This Was One Of My Toughest Fights!"

How can you take this fight from us?! We won every round! He never laid a hand on us! We murdered the bum! We won it **easy**! Man, this is a bigger robbery than the Brinks job!

You wanna talk about robbery?! How about us poor suckers who PAID to SEE this crummy fight?!!

Champ, you looked slow and out of shape tonight! It was lucky you had an easy opponent!

Easy?! That man was one of the toughest guys I ever fought! He gave me the hardest fight of my career, and he deserves a return match! I know the public is gonna demand to see us fight again, so I want to make it official right now! I'm gonna give him another shot at me!



And the winner is **The Champ, Muhammad Ali Washtup**! Nice going, Champ! Are you really going to give The Bleeder a return match? He didn't win a round!

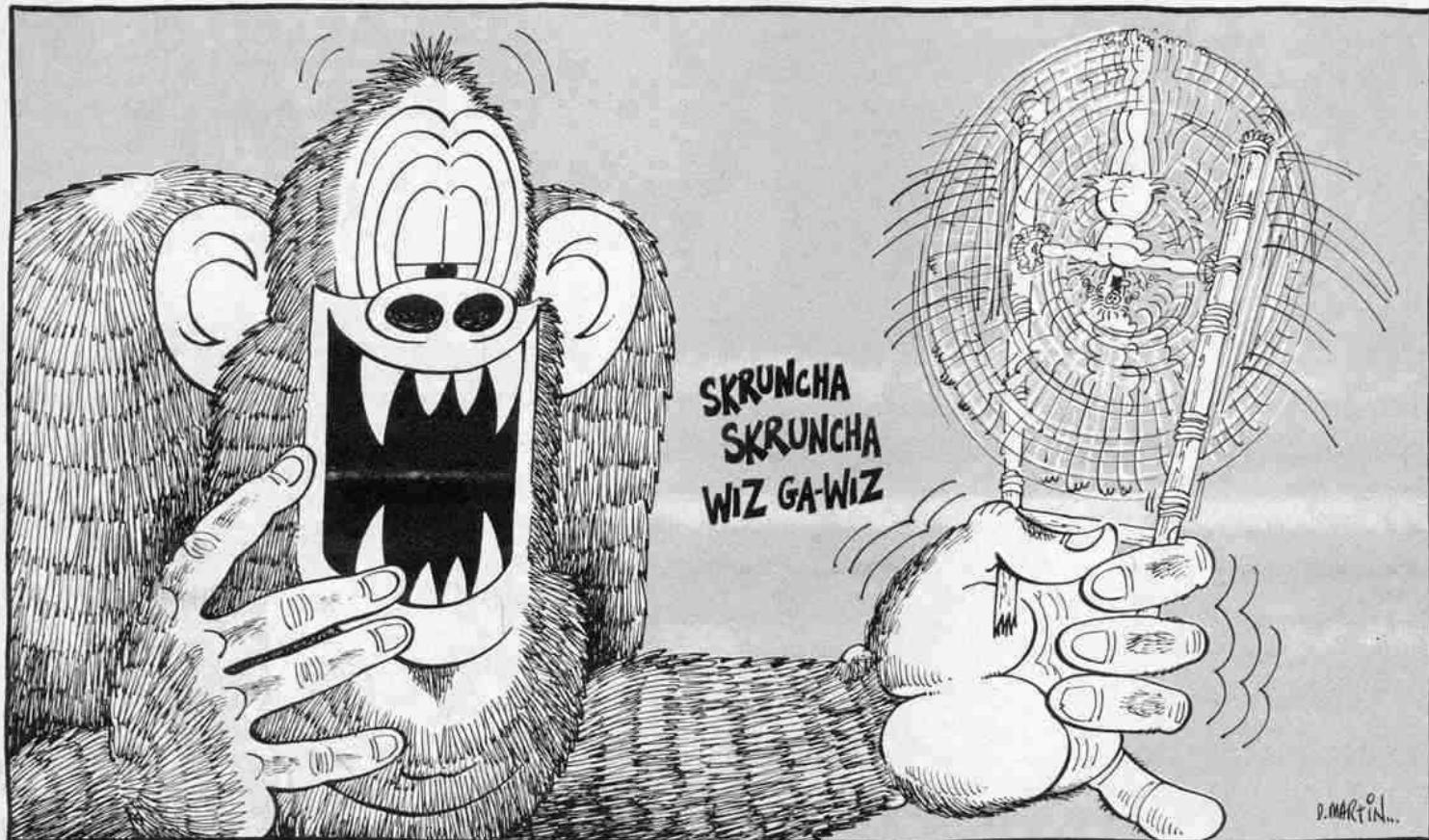
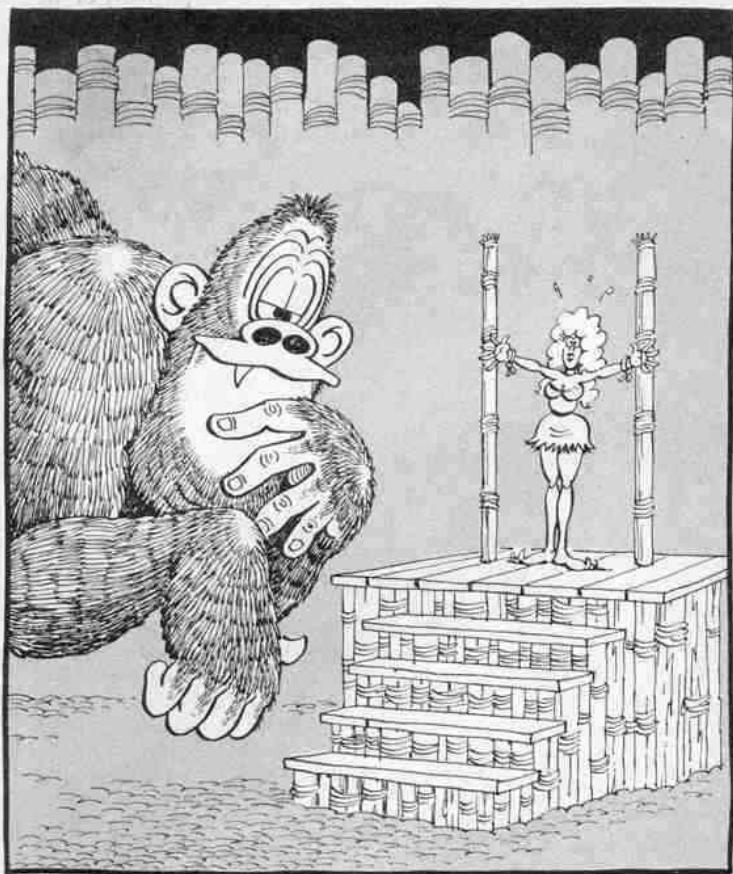
That's why I'm giving him another shot! Man, as long as the **TV networks** will pay me millions to fight bums, I'll keep on fighting them!



That wraps up "MAD's First Annual Academy Awards For Jocks"! We'll be back again next year . . . unless the athletes and their **agents** keep on making outlandish salary demands, and you fans out there finally get fed up paying **ridiculously high prices** for tickets . . . in which case, our next year's awards will be for "Ex-Jocks Now Driving Trucks And Pumping Gas"!



ONE NIGHT ON SKULL ISLAND



"SNOW" BIZ DEPT.

There's one thing that can be said about American advertising: It may confuse you, unnerve you, infuriate you or bore you . . . but it cannot flagrantly lie to you. That's because we have "Truth-In-Advertising" laws that prevent manufac-



WHEN "TRUTH-IN-LAWS APPLY"

ARTIST: BOB CLARKE

"INCREDIBLY CONCEIVED . . . A STIRRING ENDEAVOR . . . WELL DONE"

—The Hollywood Supporter

(As required by the Truth-In-Advertising Law, the full statement of the reviewer from which this edited version is taken is as follows:

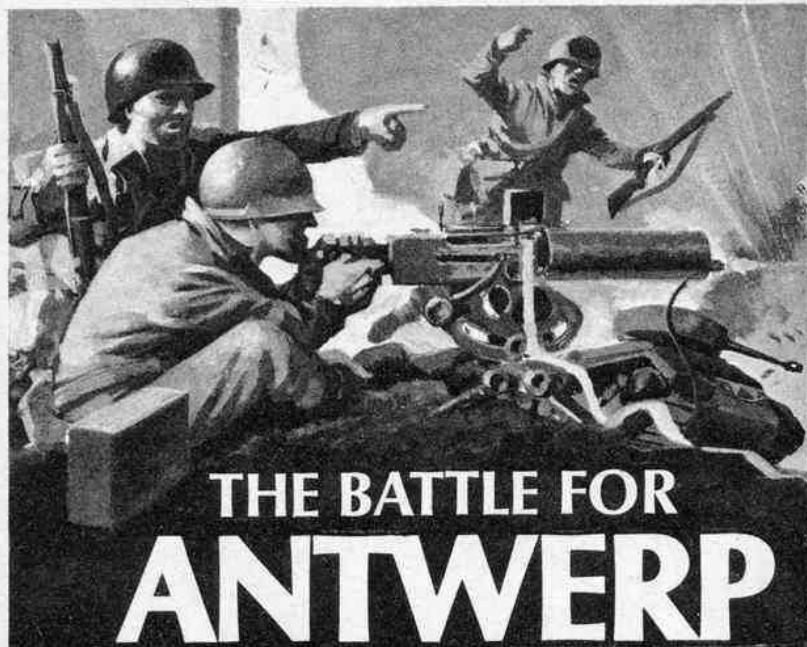
"This picture is an incredibly conceived bungle which makes mish-mosh of a stirring endeavor in military history. As viewed by this critic, it comes across as nothing more than yesterday's well done goulash.")

"A MONUMENTAL UNDERTAKING . . . THIS MOVIE STANDS OUT . . . GREAT ACTING TALENT . . ."

—St. Louis Post Disgust

(As required by the Truth-In-Advertising Law, the full statement of the reviewer from which this edited version was taken is as follows:

"Sitting through this clunker proved to be a monumental undertaking. Sad to say, this movie stands out as a glaring example of the waste of supposedly great acting talent on a script that is truly awful.")



**THE BATTLE FOR
ANTWERP**

STARRING

CHARLTON HESTON

who always demands star billing even though he only makes a cameo appearance that lasts for 30 seconds or so, which means that the film actually features

MAX BANGHORN LILY THWANK HOBART STAFFLE CLAUDE RUMLY & EDITH BLUX as The B-17

ONE OF THE YEAR'S BEST EROTICA FEATURETTES¹

Starring All Your Favorites from Our Porno Classic, "Clutched Throat" ²

Rated XXX
Absolutely
No One Under
18 Admitted ⁴



**"WILD
TEEN-AGE
MASSEUSES"⁵**

FILMED IN PORNO-VISION ⁶
A TOUCHING MOVIE EXPERIENCE
YOU'LL NEVER FORGET ⁷

IN COMPLIANCE WITH THE MOVIE "TRUTH-IN-ADVERTISING" LAW, THE FOLLOWING MANDATORY FOOTNOTES TO THIS AD ARE PRESENTED

1. "Erotica Featurette" is the term used to describe any dirty movie that runs for less than 20 minutes and doesn't have a shred of plot.
2. The attractive model featured here does not appear in the movie. The girls in the movie are all much fatter, more ugly and have acne.
3. This includes the man who wears the black socks to bed, the woman with the tattoo and the sweaty guy who portrays the hotel desk clerk.
4. Unless he can come up with enough money for an admission ticket.
5. The average age of the girls is 38, but all are former teenagers.
6. "Porno Vision" is a catchy name to describe grainy black & white.
7. Getting touched for \$6 to sit on a broken folding chair and watch this movie is, we think, an experience that no one could ever forget.

turers from making wild claims of excellence for worthless junk. But one huge industry remains that can still legally run false and misleading ads to palm off defective products on unsuspecting clods. MAD envisions that great day . . .



N-ADVERTISING" O MOVIE ADS

WRITER: TOM KOCH

THE YEAR'S MOST SHOCKING FILM!

(But only in the opinion of the Producer and the Director who were both shocked because they thought it would turn out much better than it did.)

SEE IT FROM THE BEGINNING!

(That's because those who enter the theater after it starts risk being trampled by the angry people storming out to demand their money back.)

YOU'LL WANT TO TELL YOUR FRIENDS!

(What are friends for, if not to tip each other off about these bombs?)

OVERWHELMING IN ITS POWER!

(Comparison tests prove that only tainted fish washed down with Scotch and Root Beer can make you throw up as violently as this picture will.)



"The Bad Scene"

STARRING
NUMEROUS PROFESSIONALS
WHO'VE ASKED THAT THEIR
NAMES NOT BE MENTIONED

THIS AD HAS BEEN PREPARED
SO IT CLEVERLY COMPLIES
WITH THE MOTION PICTURE
TRUTH IN ADVERTISING LAW

FOR THE FIRST TIME EVER,
ONE FILM
SWEEPS THE ACADEMY AWARDS
IN
ALL FIVE MAJOR CATEGORIES*



RAQUEL
WENCH & LON
CHIMNEY, JR.
IN

"Vampires Of The Roller Derby"

*Truthfully, we had to convince ourselves that "Best Picture" and "Best Actor" are just MINOR Academy Awards before we became certain that we had swept all of the MAJOR categories by winning these five:

1. Best Sound Effects In A Mob Scene Of Three People
2. Best Film Splicing Done With Ordinary Scotch Tape
3. Best Foreign Sub-Titles For Overseas Distribution
4. Best Costumes On A Budget Of Less Than \$1000.00
5. Best Mimeographing Of A Feature Length Film Script



WAS WATERGATE A PLOT TO DESTROY AMERICA? WERE DEMENTED MANIACS RUNNING OUR COUNTRY?

In all honesty, the Producers of this film don't think so. But then, sitting way out here in Hollywood, how the heck would we know? All we're interested in, quite frankly, is using sensationalism to make a fast buck.

So if you'd like to help us achieve our goal...

YOU MUST SEE THIS MOTION PICTURE!



**H.R. REDFORD / G. DUSTIN HOFFMAN
"ALL THE WHITE HOUSE FLUNKIES"**

WITH E. JASON ROBARDS as E. HOWARD HUNT

THE FOLLOWING REVIEW STATEMENTS APPEAR IN FULL SOLELY TO COMPLY WITH THE "TRUTH-IN-ADVERTISING" LAW, AND DO NOT REPRESENT THE TRUE FEELINGS OF THE PRODUCER, DIRECTOR OR ANYONE ELSE OF IMPORTANCE AT THE STUDIO!

NOTE: THE MINOR PARENTHETICAL INSERTIONS IN THIS AD WERE MADE BY OUR CLEAN CUT, PATRIOTIC EXECUTIVES AT WALT DIZZY PRODUCTIONS TO COMPLY WITH THE "TRUTH-IN-ADVERTISING" LAW. NOW, WE URGE YOU TO EXERCISE YOUR RIGHTS AS AMERICANS BY REFUSING TO READ THESE INSERTS WHICH THE #\$%#@#\$! WASHINGTON BUREAUCRATS ARE FORCING US TO RAM DOWN YOUR THROATS.

FUN FOR THE WHOLE FAMILY!

(Assuming everyone in your family is under the age of 5)

YOU WILL LAUGH OUT LOUD!

(If you're the type that normally laughs out loud at the mere sight of a tousle-haired freckle-faced child actor)

MORE AMUSING THAN "FANTASIA"!

(Which we feel safe in saying because most of you are too young to remember that "Fantasia" wasn't at all amusing)

DONE AS ONLY DIZZY CAN DO IT!

(Unless you realize that other studios certainly could do it the way we do if they chose to drop down to our level)



"SCRUFFY AND THE FLASHER"

The Touching Story Of A Boy And His Turtle

STARRING:

SOME CHILD ACTOR WHO WILL EXPERIENCE A METEORIC RISE TO STARDOM, FOLLOWED BY A METEORIC FALL TO OBLIVION

&

SOME OVER-THE-HILL STAB WE RESURRECTED FOR THIS BOMB BECAUSE HE COULD BE HAD CHEAP

was "Blazing Saddles." Too bad Hollywood couldn't stop right there before spawning this junk!"
Pittsburgh Beacon-Scimitar

when you stop to think that this feeble effort is being palmed off as a Reserved Seat Spectacular with an All-Star Cast!"
Milwaukee Beacon-Scimitar

for any studio to sink a bundle into a production as terrible as this one!"
Omaha Beacon-Scimitar

"THE FUNNIEST WESTERN EVER MADE "YOU WILL FALL DOWN LAUGHING "IT'S ABSOLUTE HILARIOUS INSANITY "IT'S A WILD, WILD, WILD, WILD WEST"



Starring (in alphabetical order)

ADAM ADAMS • DON ADAMS • EDIE ADAMS • JOHN QUINCY ADAMS • CANNONBALL ADDERLY • JACK ALBERTSON • MAUDE ADAMS • ALAN YOUNG • GIG YOUNG • LORETTA YOUNG • CAROL ANNE YOUNG • ROBERT YOUNG • HENNY YOUNGMAN • ELMER ZILCH • EFREM ZIMBALIST, JR. • NORMA ZIMMER



The big new craze these days is CB Radio, and if you're traveling on a highway, you're likely to hear strange conversations like this one:

Hey, Gear-Jammer!!
Give me a shot . . .²

You've got Crazy
Ken streakin' West
for Shy Town!⁴ What's
the Bear report?⁵

Smokey was thick with X-Ray
Machines⁶ in the last patch,⁷
and there was a Smokey dozing⁸
10 miles back! But now the
honey's off the road⁹ and you
can let the hammer down!¹⁰

Those are happy numbers,¹¹
so I'm tightening up the
rubber band¹² and poppin'
the national limit by
20!¹³ Thanks a lot for
the info, Good Buddy!

WHAT "Good Buddy"?!?
You've been jaw-jacking¹⁴
with a Smokey in a brown
paper bag¹⁵ with a
sneaky snake!¹⁶ So pull
over, dum-dum!¹⁷ You're
gonna feed the bears!¹⁸

1. Truck-Driver
2. Talk to me
3. I'm called "Crazy Ken"
4. Chicago
5. Police location report
6. Lots of Police with Radar

7. Last town
8. Patrol car stopped
9. The coast is clear
10. Go full speed
11. Good news
12. Speeding up

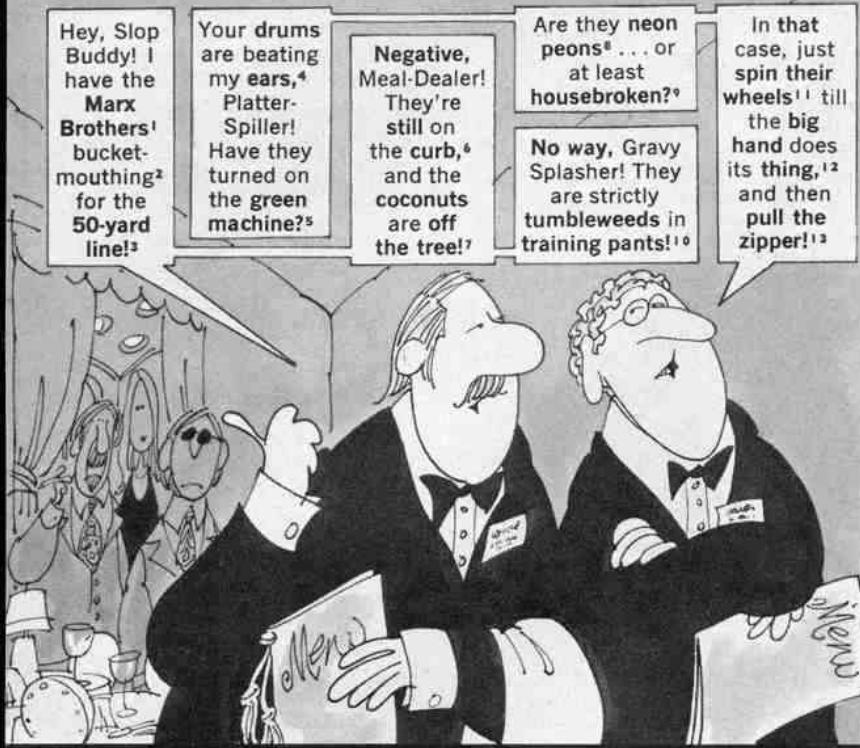
13. Driving 75 mph
14. Talking
15. An unmarked patrol car
16. With its own CB Radio
17. Dum-dum
18. You're getting a summons

Yessiree, the CB Radio crowd has a language all its own, which started out as a kind of code so that non-CB people wouldn't know what in heck they were talking about. And that got us to wondering what it would be like if people in other walks of life started using CB-type lingo as their own kind of code. And that brought us to this article, called—

WHEN CB-TYPE CODE LANGUAGE IS USED IN OTHER WALKS OF LIFE

IN A RESTAURANT

ON A JET AIRLINER



Hey, Slop Buddy! I have the Marx Brothers' bucket-mouthing² for the 50-yard line!³

Your drums are beating my ears,⁴ Platter-Spiller! Have they turned on the green machine?⁵

Negative, Meal-Dealer! They're still on the curb,⁶ and the coconuts are off the tree!⁷

Are they neon peons⁸... or at least housebroken?⁹

No way, Gravy Splasher! They are strictly tumbleweeds in training pants!¹⁰

In that case, just spin their wheels¹¹ till the big hand does its thing,¹² and then pull the zipper!¹³

What's with the cloud crowd¹⁴ in the cattle car?¹⁵

The tongues are in the trays,¹⁶ but my rubber-band's breakin'¹⁷ from that gray groper¹⁸ doing handsprings all over my runway!¹⁹

Got the copy,⁷ Sky-Sister! Jaw me⁸ if you ten-thirty-four⁹ and I'll fetch out Dragonfly¹⁰ from the hot seat¹¹ to jam the gray groper into neutral!¹²

Pair of sevens!¹³ The gray groper IS Dragonfly!¹⁴

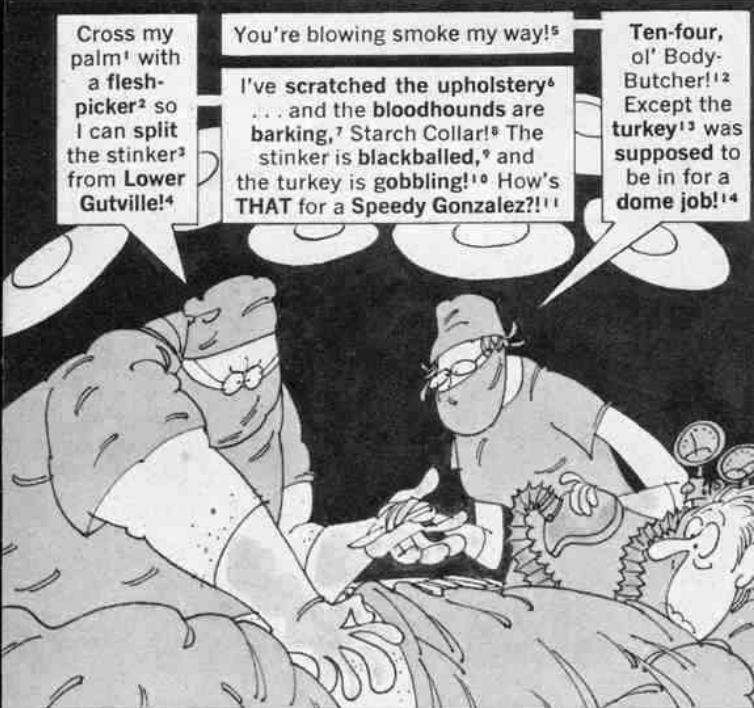


1. A party of three
2. Requesting
3. A good table
4. I hear you
5. Have they slipped you any money?

6. They haven't come across yet
7. My palm is still empty
8. Celebrities
9. Regular customers
10. Tourists here for the first time
11. Make them wait
12. For an hour
13. Tell them that we're closing.

1. Passengers
2. Tourist section
3. They're having dinner
4. I'm losing my patience
5. Dirty old man
6. Pawning my body
7. I hear you
8. Let me know
9. Need help
10. The pilot
11. The cockpit
12. Get rid of that dirty old man
13. No dice
14. The dirty old man IS the pilot

IN THE OPERATING ROOM

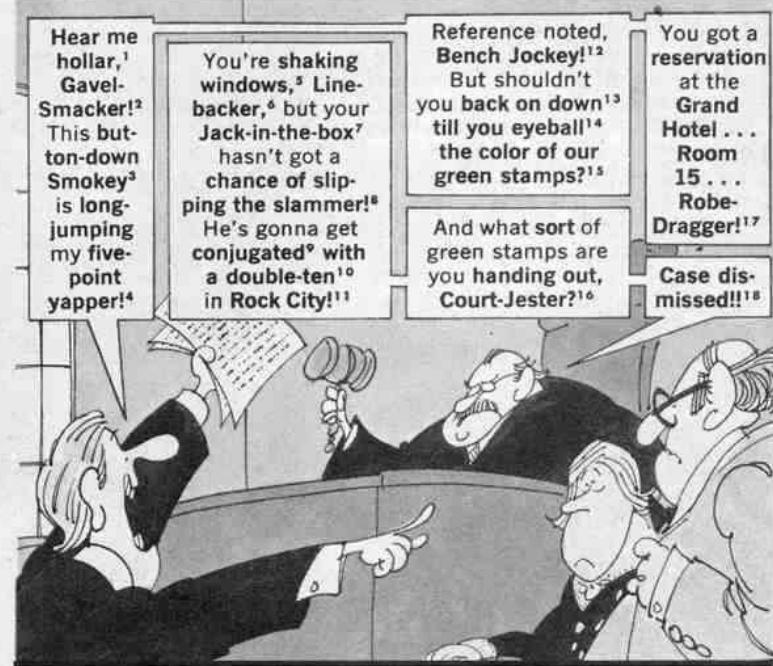


Cross my palm¹ with a flesh-picker² so I can split the stinker³ from Lower Gutville!⁴

You're blowing smoke my way!⁵
I've scratched the upholstery⁶... and the bloodhounds are barking,⁷ Starch Collar!⁸ The stinker is blackballed,⁹ and the turkey¹⁰ is gobbling!¹¹ How's THAT for a Speedy Gonzalez?!¹²

Ten-four, ol' Body-Butcher!¹³ Except the turkey¹⁴ was supposed to be in for a dome job!¹⁵

IN THE COURTROOM



1. I object
2. Your Honor
3. The District Attorney
4. Leading my star witness
5. I hear you
6. Counsellor
7. Your client
8. Avoiding prison
9. Sentenced
10. Twenty years
11. The State Penitentiary
12. I hear you, Your Honor
13. Wait
14. See
15. How big our bribe is
16. How much is the bribe, Counsellor?
17. \$15,000, Your Honor
18. I accept

1. Hand me a scalpel
2. Remove the appendix
3. The abdomen
4. I understand
5. Made the incision
6. I've located the problem
7. Nurse
8. The appendix has been removed
9. The patient is breathing
10. Quick operation
11. Okay, Doctor
12. The patient
13. Brain surgery

Reference noted, Bench Jockey!¹² But shouldn't you back on down¹³ till you eyeball¹⁴ the color of our green stamps?¹⁵

And what sort of green stamps are you handing out, Court-Jester?¹⁶

You got a reservation at the Grand Hotel... Room 15... Robe-Dragger!¹⁷

Case dismissed!!¹⁸

ON A USED-CAR LOT

We've got candy on a stick¹ orbing² a pregnant roller-skate³

Loud and proud,⁴ Scrap Dealer!
Have you checked for live frogs in the pocket?⁵

Affirmative! I've met Ben Franklin and his cousins!⁶ Looks like we can spring the trap-door⁷ on that yellow football⁸ with the heartburn⁹ in Glue City!¹⁰

I dig you out!¹¹ Just tie the ribbon pronto!¹² before the tree-trickle!¹³ flip-flops!¹⁴



1. A sucker
2. Looking at
3. Volkswagen
4. I hear you
5. Cash

6. He's loaded with \$100 bills
7. Get rid of
8. That lemon
9. Bad transmission
10. We're stuck with
11. I understand
12. Make the sale fast
13. Before the sap
14. Changes his mind

IN THE CLASSROOM

My lobes are hot,⁷ but if you don't unzip your lip,⁸ Smart Buddy, you're gonna get a fast five that'll unglue your thirty-two!⁹

You're walking the dog,⁵ Class Cousin, but there's a Band-Aid on my brain and I've missed the train!¹⁶

Uh—that money horse¹⁰ in the fourth is "Big Daddy in the Deep Freeze"!!!



1. The teacher
2. Isn't looking
3. Let me know
4. The answer to the fourth question
5. Coming in clear
6. I don't know the answer myself
7. I hear you
8. Start talking
9. Punch in the mouth
10. Correct answer to the fourth question
11. Washington at Valley Forge

AT A PARTY

There's a Land Rover¹ flashing his blinkers on² your size ten!³

Oh . . . ? What's his blueprint,⁴ Beaver Buddy?⁵

No leaves on the tree⁶ with double-hung windows⁷ and a chopper in heaven!⁸ He's in a Studebaker wrapping⁹ with a dickey doing its thing¹⁰ and he's got a King Kong stove in a cabin!¹¹ Should I send up a green balloon,¹² Pal Juicy¹³ . . . ?

Forget it! That's my trained flea!¹⁴



1. Single guy
2. Looking at
3. Your body
4. What's he look like?
5. Woman-friend
6. Bald
7. With bifocals
8. And a tooth missing
9. Wearing a suit from the '50's
10. With a tie that doesn't match
11. A pot belly
12. Invite him over
13. Husband

IN THE UNDERWORLD

Then it's agreed, Goon Buddy! We're toting the cheese-bait¹ in a pastrami sandwich² down the rip strip!³

That's a ten-four,⁴ Racket Swinger! The X-rated⁵ Smokey-hugger⁶ is gonna buy a closeout!⁷ I can't wait to snap the sticks⁸ and redraw the map!⁹

Nix on the stretch marks,¹⁰ Thug Buddy! We gotta leave the load unopened!¹¹

Unopened . . . ?! How come . . . ?!

So the two-by-four¹² will look like the whole deck was dealt¹³ at his box show!¹⁴



1. Taking the rat
2. Sitting between us
3. For a ride
4. I hear you
5. Double-crossing
6. Cop-lover
7. Have an accident
8. Break his bones
9. Carve up his face
10. No rough stuff
11. His body unmarked
12. Stiff
13. He died of natural causes
14. At his funeral

PARITY BEGINS AT HOME DEPT.

For years, the Federal Government has been shelling out heaps of money to farmers for not growing unneeded crops like wheat or corn or alfalfa. Now, we may not agree with this practice when it comes to food, but we feel the

GOVERNMENT CHECKS FOR

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury
1
OFFICE OF POPULATION CONTROL

Check No. 85,550,701

SYMBOL 3003

MONTH	DAY	YEAR
04	21	77

1

PAY TO THE
ORDER OF

Bruce and Carolyn Flench

1
1
EXACTLY 94 DOLLARS AND 83 CENTS

DOLLARS	CTS.
\$ 94	83

11

FOR

Giving birth to no additional children during the period of January through December, 1976, thus easing our national over-population crisis. Amount includes extra payment of \$12.17 awarded as bonus for Bruce's grandfather, Ezra, who kicked off June 22.

★ ★ ★
Syd Mangwitz
★ ★ ★
REGIONAL DISBURSING OFFICER

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury
1
Office Of Unemployment And Welfare Abuse

Check No. 85,550,703

SYMBOL 3005

MONTH	DAY	YEAR
06	21	77

1

PAY TO THE
ORDER OF

Dwight H. Freen

1
1
EXACTLY 25 DOLLARS AND NO CENTS

DOLLARS	CTS.
\$ 25	00

11

FOR

Not leaving home, although 27 years of age, and continuing to live off parents, thus not becoming one more welfare case and requiring far greater Government assistance caused by payee's lack of ambition and inability to hold down any job no matter how menial, non-thinking and unskilled it might be.

★ ★ ★
Joe House
★ ★ ★
REGIONAL DISBURSING OFFICER

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



DO NOT FOLD, SPINDLE OR MUTILATE
KNOW YOUR ENDORSEER... REQUIRE IDENTIFICATION

WASHINGTON, D.C.

United States Treasury
1
DEPARTMENT OF JUSTICE
Violent Crime Division

Check No. 85,550,705

SYMBOL 3007

MONTH	DAY	YEAR
01	28	77

1

PAY TO THE
ORDER OF

Ozzie and Floyd Dreggs

1
1
EXACTLY 119 DOLLARS AND 43 CENTS

DOLLARS	CTS.
\$ 119	43

11

FOR

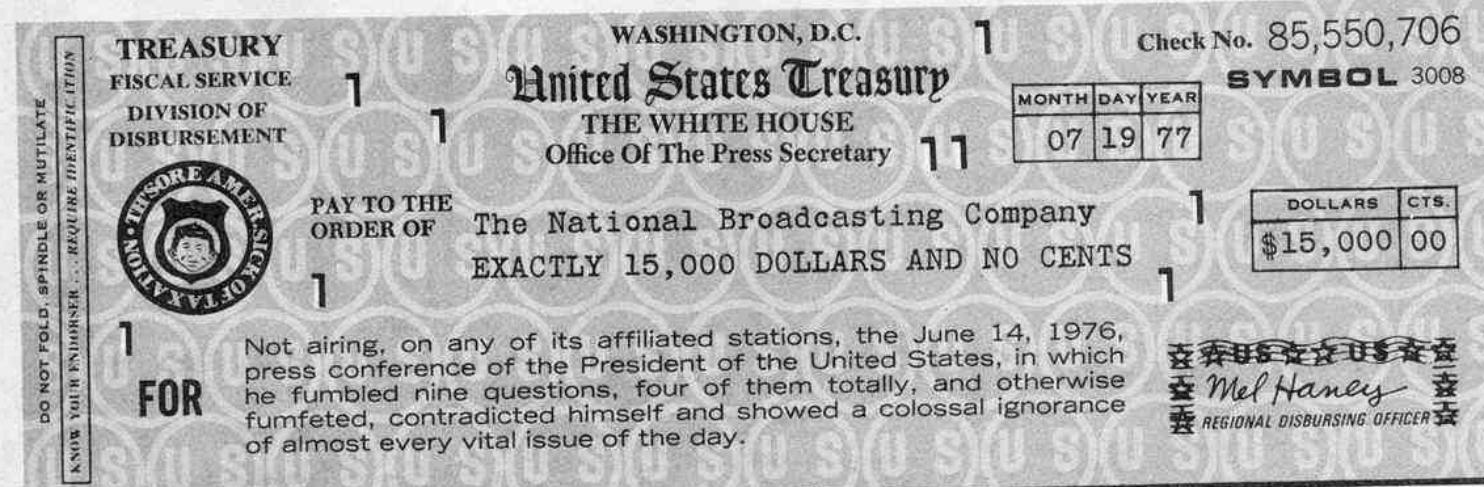
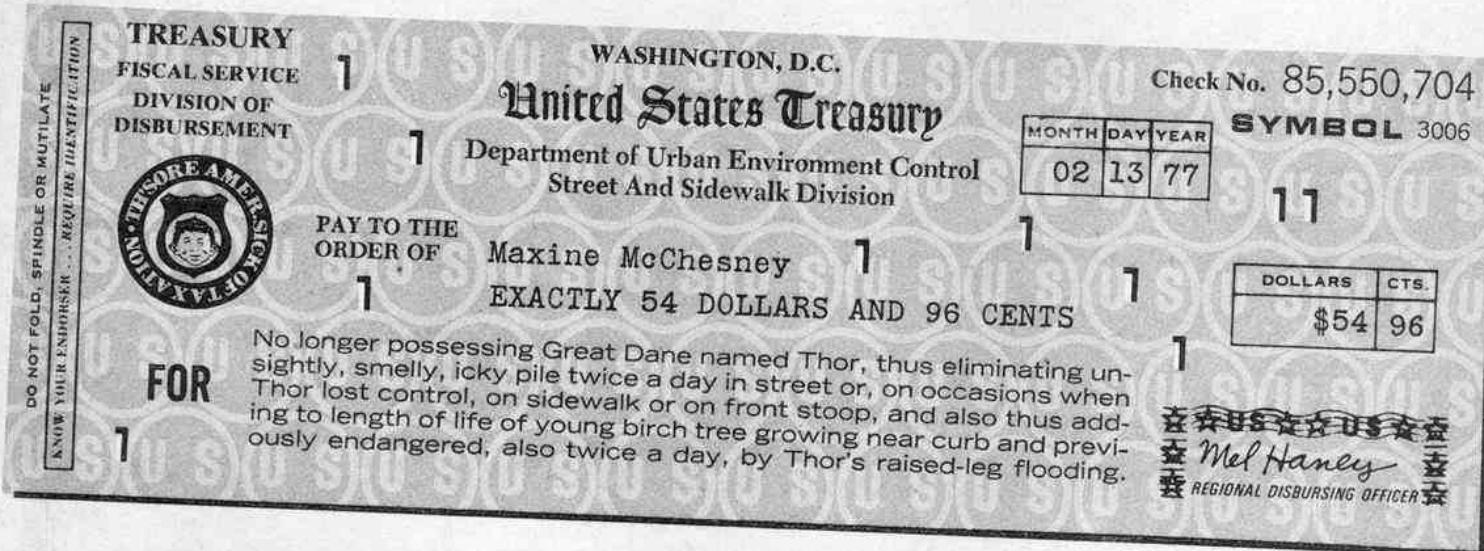
Having committed no muggings, armed robberies, rapes or assaults with a deadly weapon during the month of June, 1976, despite having been kicked around by society a lot and not having a decent place to hang out on Saturday nights.

★ ★ ★
A. E. Neuman
★ ★ ★
REGIONAL DISBURSING OFFICER

concept is fine: To pay people for not doing certain things. In other words, the Government should quit paying farmers, but apply the "subsidy" idea to people in other problem areas. Then we'd be seeing these really necessary—

OR NOT DOING ANYTHING

WRITERS: FRANK JACOBS AND ELAINE DUNN



TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



FOR

PAY TO THE
ORDER OF

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF LABOR
Building Construction Division

Check No. 85,550,707

SYMBOL 3009

MONTH	DAY	YEAR
03	30	77

1

Francine LaFleur

EXACTLY 175 DOLLARS AND 18 CENTS

DOLLARS	CTS.
\$175	18

Syd Manginitz
REGIONAL DISBURSING OFFICER

FISCAL SERVICE
DIVISION OF
DISBURSEMENT



FOR

PAY TO THE
ORDER OF

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF STATE
Diplomacy Division

Check No. 85,550,708

SYMBOL 3010

MONTH	DAY	YEAR
12	25	77

1

Lester and Wanda Wiltfang

EXACTLY 517 DOLLARS AND 47 CENTS

DOLLARS	CTS.
\$517	47

Not taking their trip to Europe, thus preventing anti-American feelings caused by their boorish behavior, their reactions of loud disgust to any European not speaking English, and their obnoxious complaints about not being able to order a Big Mac with French Fries and a Malted Milk in Barcelona.

Joe House
REGIONAL DISBURSING OFFICER

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



PAY TO THE
ORDER OF

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF THE INTERIOR
Power Conservation Division

Check No. 85,550,709

SYMBOL 3011

MONTH	DAY	YEAR
10	12	77

DOLLARS	CTS.
\$77	21

1

Edgar Entwhistle and Family

EXACTLY 77 DOLLARS AND 21 CENTS

Mel Hanley
REGIONAL DISBURSING OFFICER

FOR

Not erecting their planned spectacular Christmas display, consisting of an illuminated Santa Claus and reindeer on their roof and a 50,000-watt Nativity Scene on their front lawn, thus conserving electricity and not giving their neighbors the incentive to outdo them with even more lavish, illuminated displays, thus conserving even more electricity and preventing a possible blackout of the entire city.

TREASURY
FISCAL SERVICE
DIVISION OF
DISBURSEMENT



PAY TO THE
ORDER OF

WASHINGTON, D.C.
United States Treasury
DEPARTMENT OF JUSTICE
Anti-Riot Division

Check No. 85,550,710

SYMBOL 3012

MONTH	DAY	YEAR
11	14	77

DOLLARS	CTS.
\$307	80

1

Philo Muldoon

EXACTLY 307 DOLLARS AND 80 CENTS

A.E. Neuman
REGIONAL DISBURSING OFFICER

FOR

Not fomenting any student riot during Sophomore year at Berkeley campus, 1975-76, thus eliminating need of intervention by local police, state militia and National Guard and allowing students to devote energies to rooting for football team, making out and, in-frequently, studying.

TELE LIKE IT IS! DEPT.

As if you don't see enough TV on TV, now you can go to the movies and see movies about TV. So stay home, turn off your boob tube, and read this satire instead. It won't do much for you, but it'll save you an admission price and some electricity.



NUTWORK

ARTIST: MORT DRUCKER

WRITER: STAN HART

I'm going to get to the top of this **☆#!☆** network, and no **☆#!☆** is going to stop me! I'll show the **☆#!☆** Network Brass that I'm as good as **ANY!#☆** man!!

But . . . you're **NOT!!**

What do you mean, you **★#☆#?!?**

No man talks as **DIRTY** as you do!

As a long-time concerned TV Newsman, I say that murders, shootings and rapes do not belong on TV Dramatic Shows!

You mean they offend your moral code?

No . . . my **NEWSMAN'S CODE!** They belong on **TV NEWS SHOWS** only!!

I'm a **ruthless** Network Executive who'll stop at nothing to get good ratings!!

You'll stop at nothing?

That's right! If I thought we could get good ratings, I'd even bring back "The Captain and Tennille"!!

Nobody could be **THAT** ruthless!



"Nutwork" is the story of how a TV Newsman destroys himself! It's a unique plot!

No, it isn't! Harry Reasoner did it on ABC! When??

Last year . . . when he agreed to have Barbara Walters as his partner!

This picture is an exposé of the idiotic Stupidity of TV!

Who needs it! I see TV exposing stupidity seven nights a week!!

My show's been canceled, so I've decided to do something people have never seen on TV! One last futile, but romantic gesture . . .

And what's that?

I'm going to pick my nose before forty million viewers!

You can't do that on TV! It's horrible!

Okay, then, I'll KILL myself on camera!!

NOW you're talking! That's much more acceptable!!

These days, the Networks only want PRETTY BOYS to sit there and read the news off idiot cards! It's not like the great OLD DAYS, when they had JOURNALISTS like us sit there and read the news off idiot cards!

You're just experiencing a depression, Harrowed! Give it time and you'll come out of it! I remember a depression I had back in 1945...

When did you come out of it?

Last Friday!



Impossible! We CAN'T let Harrowed Bile SHOOT HIMSELF!!

But he WANTS to die!

Tell him to swallow a slow poison that takes thirteen weeks to work!

Why THIRTEEN WEEKS???

That way, we might get a SERIES out of it!



We need a HIT SHOW, or this ~~@@@!★~~ Network is FINISHED! Somehow, our shows always seem to miss!

You mean like "Little House On The Rockies" or "The Two Million Dollar Man" or "Happy Years"!!

You bet your ~~!#*~~ We need something that will make a frustrated public ANGRY!

We could bring back "Bridget Loves Bernie"!!

MAN ON THE FLOOR
FAMILY
ONK
OOT
CB
NOT THAT Angry!



Okay, here's the line-up for tonight's news show! We've got two-minutes on the sexual assault of a 93-year-old woman, six minutes on a tiger tearing a little girl's arm off, and three minutes of a mother who just found out that all of her kids perished in a school fire!

Only three minutes? We need two more!

No sweat! We get the Mother to sing the school song!

That still leaves us a minute short!

Just enough time for Harrowed Bile to shoot himself on camera!



Folks... I'm old, and a drunkard! My wife is dead, and my children hate me! I haven't got a dime to my name, and I've just been fired! So, I am going to kill myself on this show tomorrow!

No! No! You can't do it!

Why not?

Because you have so much to LIVE for!



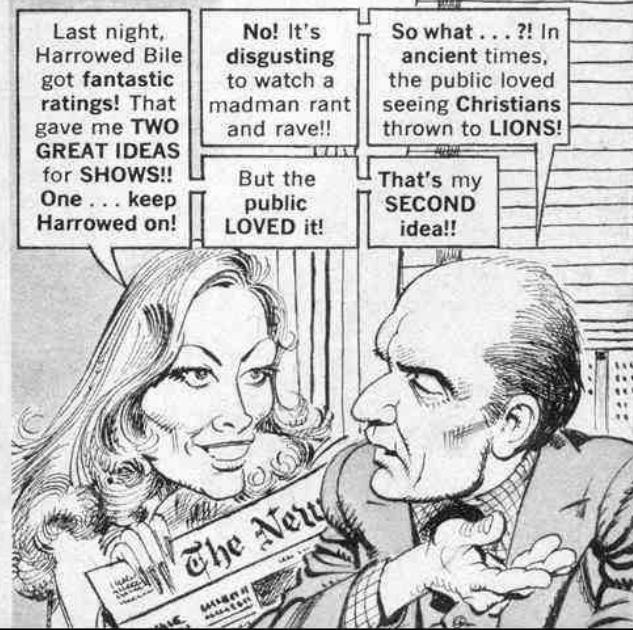
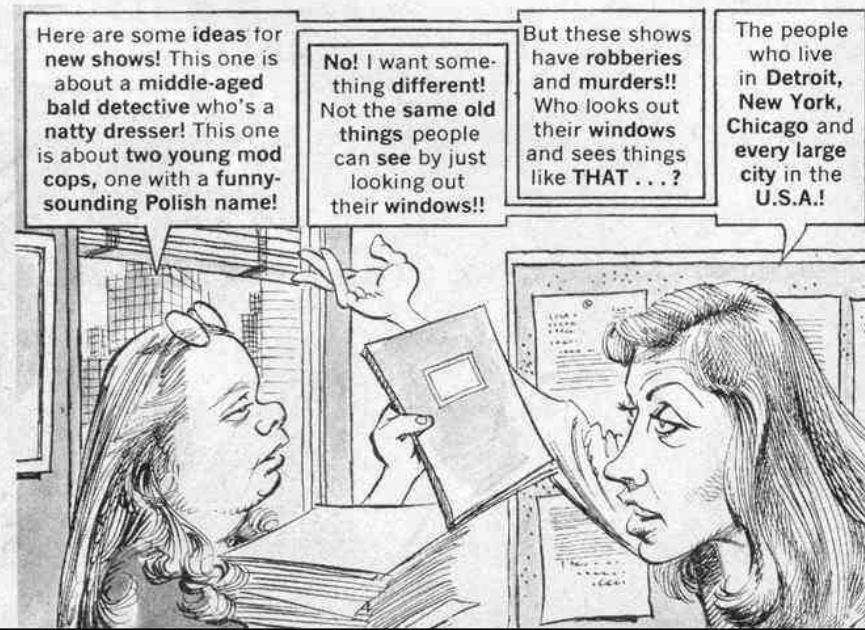
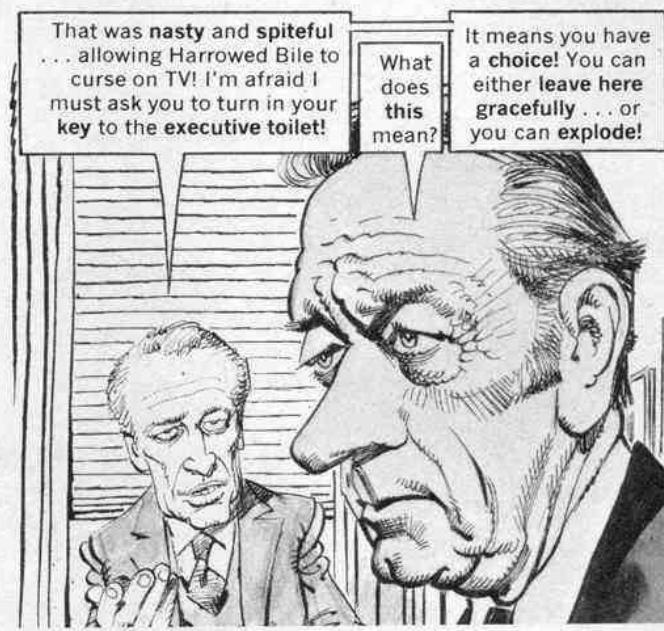
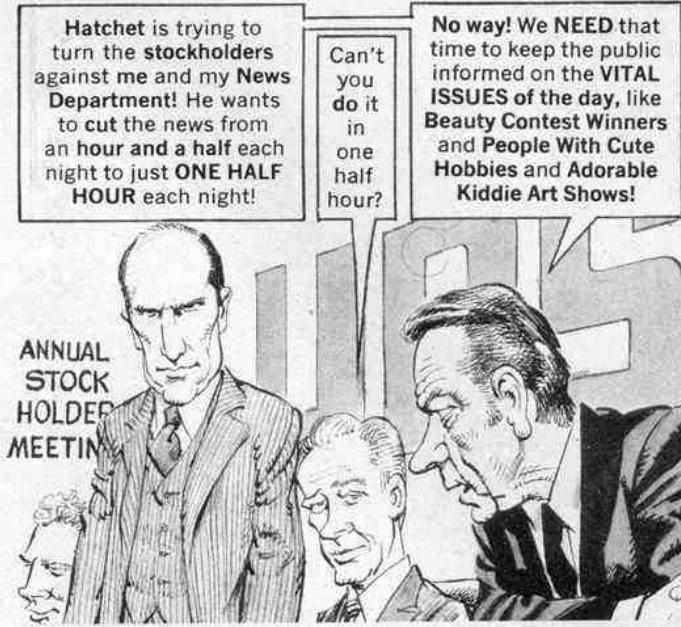
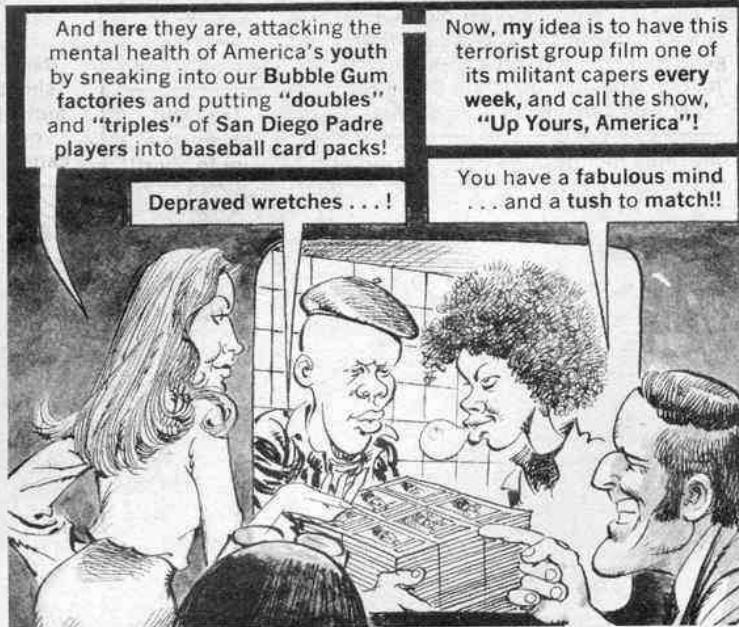
We need something like this! This is a film of a terrorist group dedicated to destroying America by driving everyone insane! They took this of themselves as they actually broke into a Supermarket...

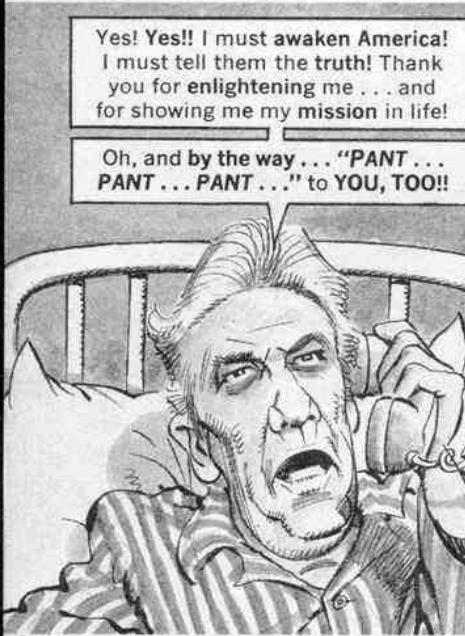
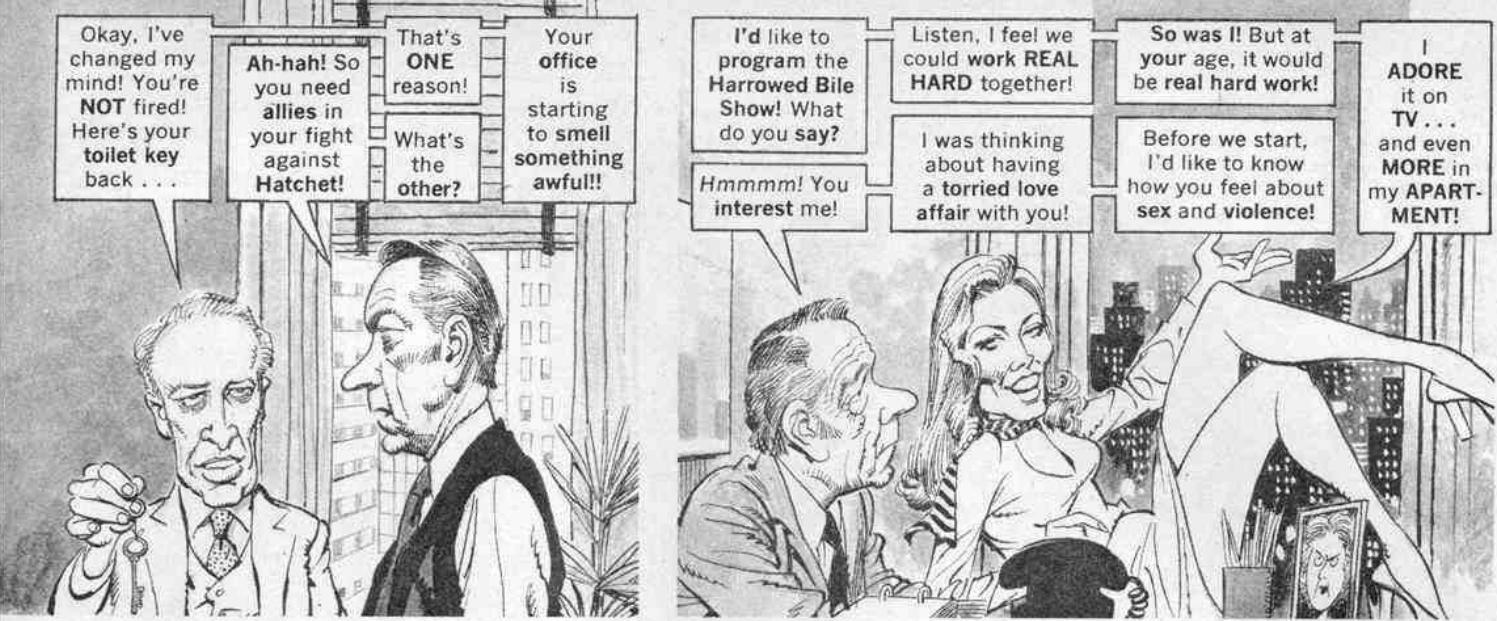
What are they doing in there?

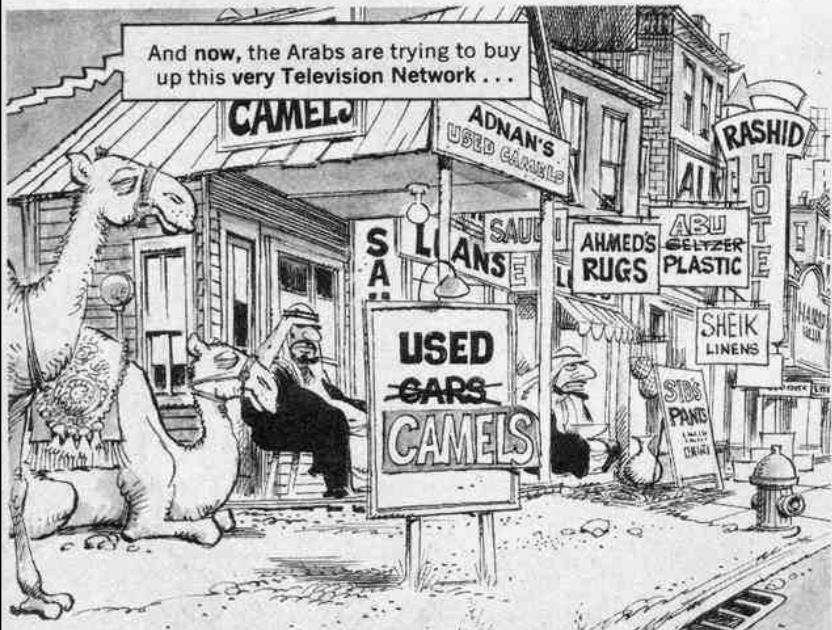
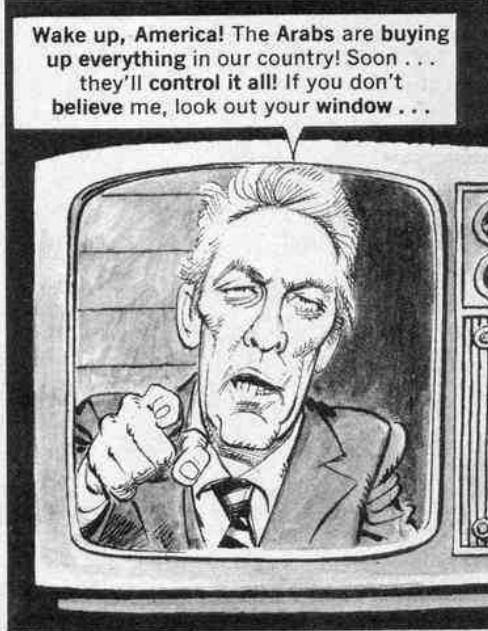
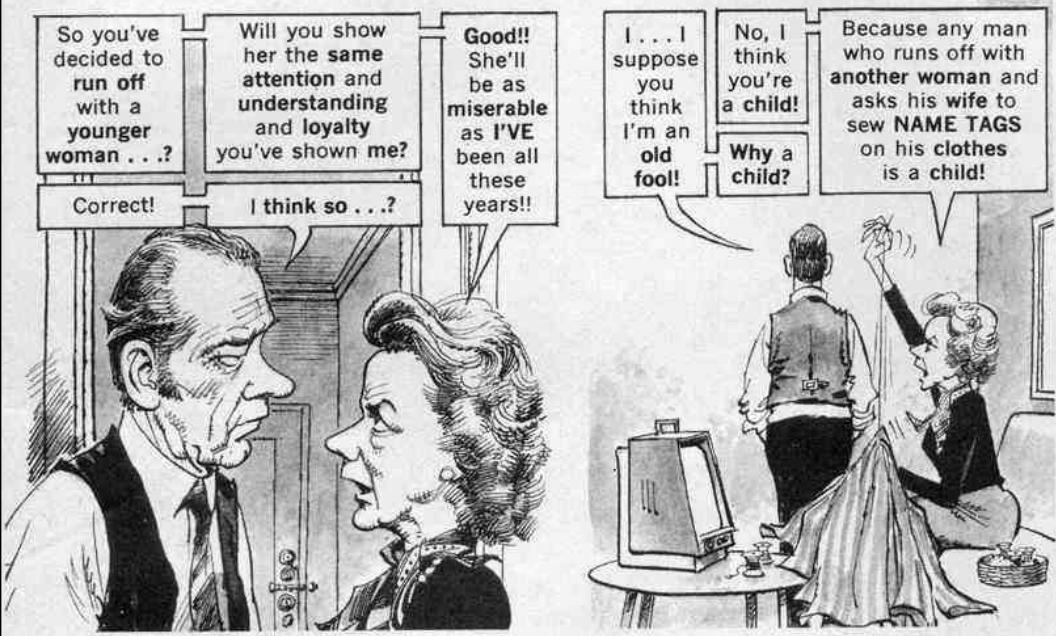
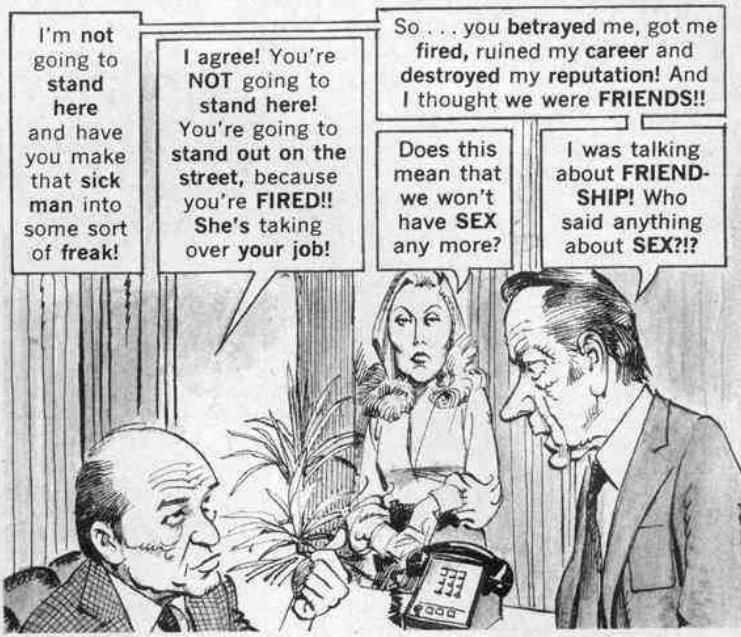
Fixing the wheels of shopping carts so that no one can steer them straight down the aisles!

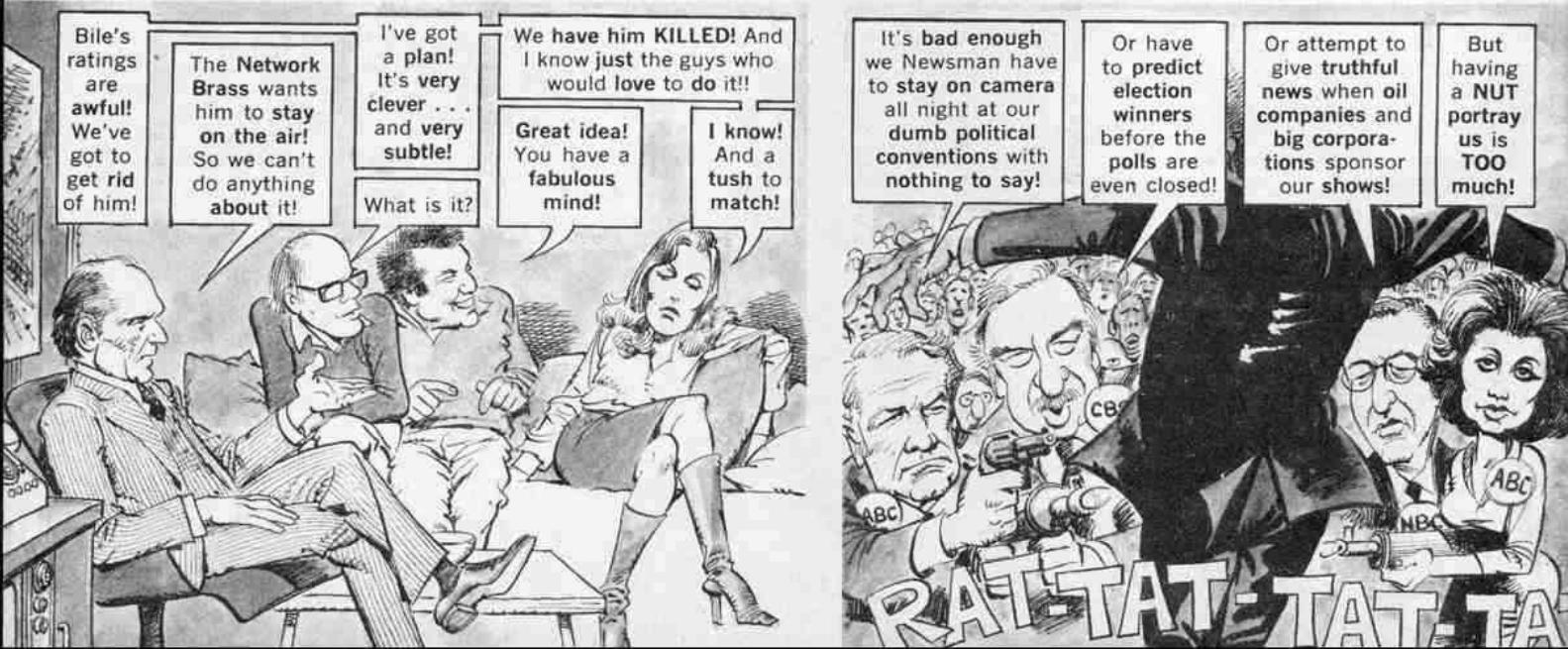
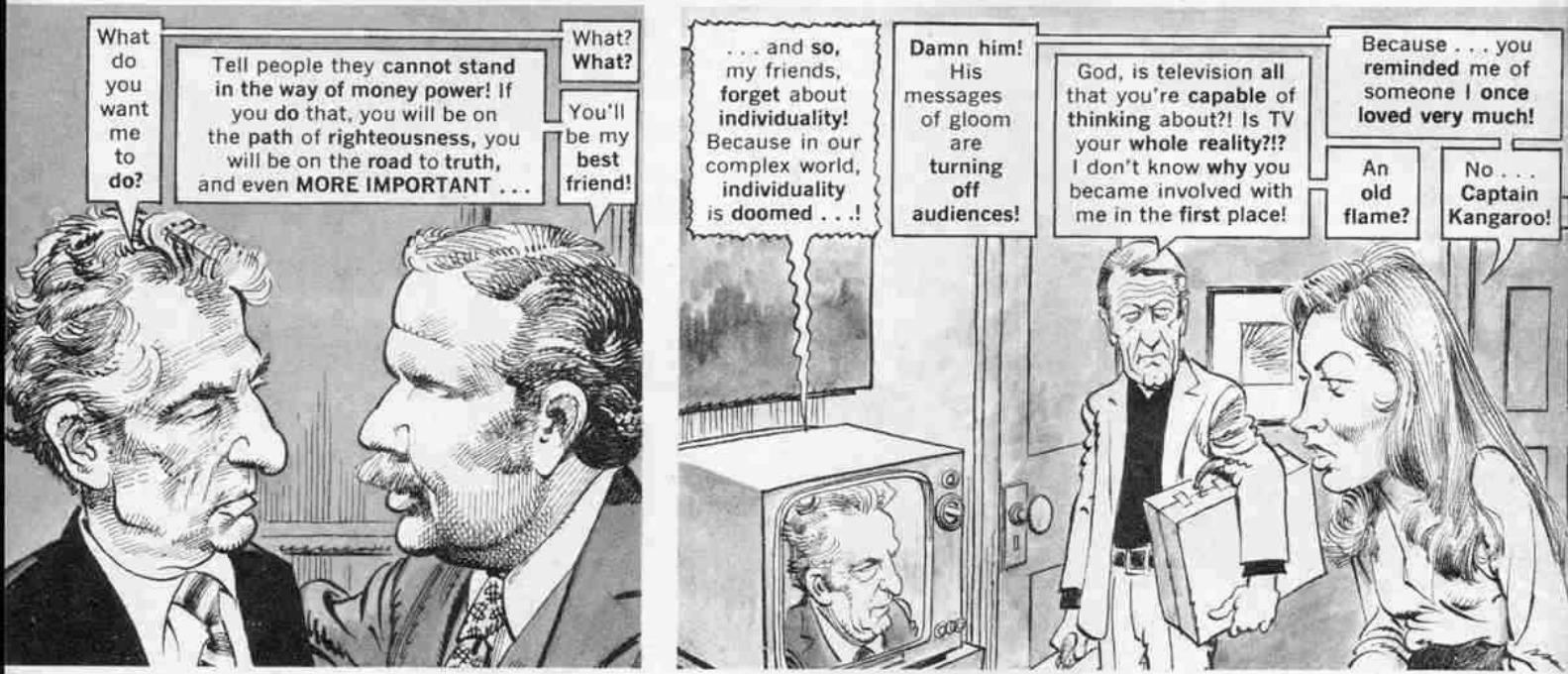
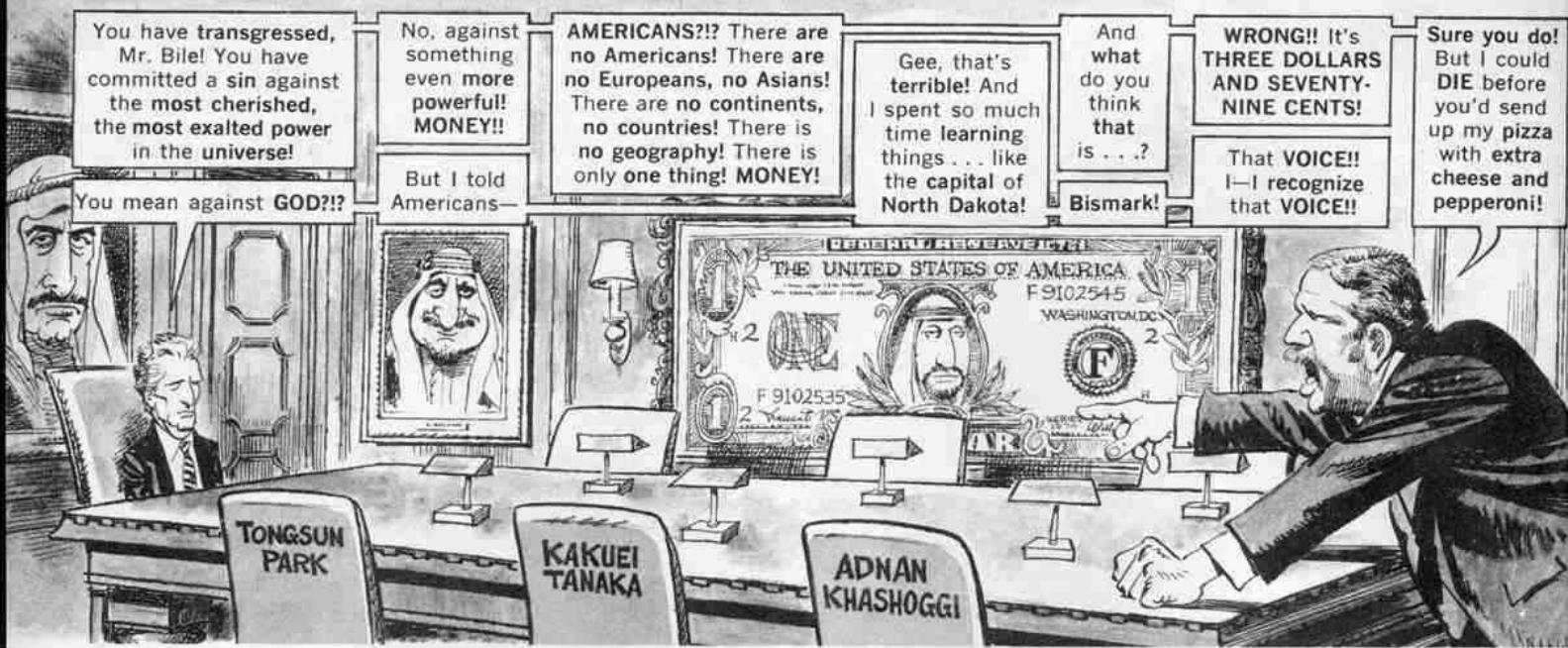
Diabolical fiends!











**WHAT'S
THE MOST
POPULAR
TALK SHOW
ON THE AIR
TODAY?**

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

More than any other thing, people are interested in people. That's why "Talk Shows" have always been so popular. But lately, a certain type of "Talk Show" has become more popular than all the others. To find out what it is, fold in the page.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ **B** FOLD BACK SO "A" MEETS "B"



THE FAMILIAR TALK SHOW OF TODAY INVITES EXCITING GUESTS, RANGING FROM ASTRONAUTS ON UP TO ZEN BUDDHISTS. THIS NEW, DIFFERENT, FREE-WHEELING AND RADICAL APPROACH SEEMS TO IGNORE EVERY OLD TABOO

ARTIST & WRITER:
AL JAFFEE

A ▶

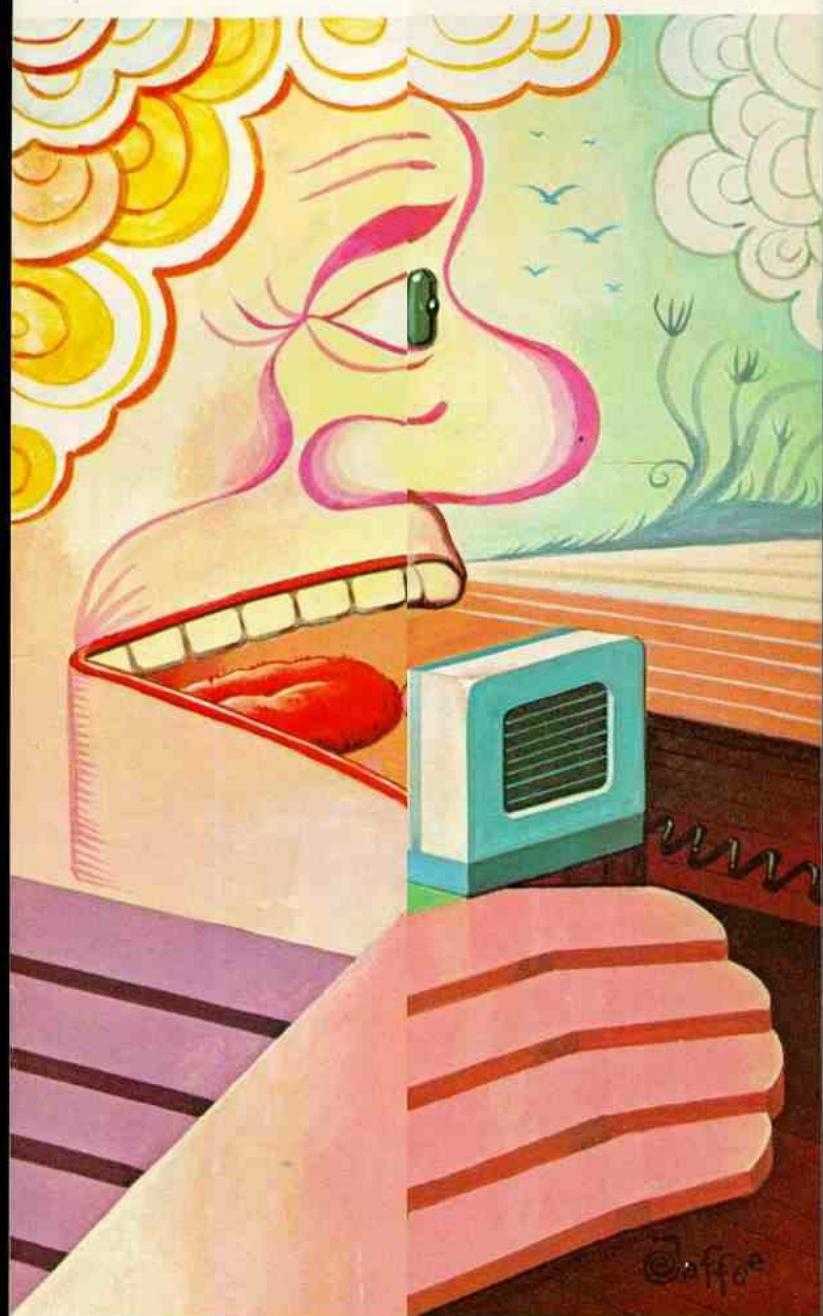
◀ **B**

WHAT'S
THE MOST
POPULAR
TALK SHOW
ON THE AIR
TODAY?



FOLD PAGE OVER LIKE THIS!

A ► B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

CITIZEN
BAND
RADIO

A ► B

ONE NIGHT IN THE BIG CITY

