

No.  
162  
Oct.  
'73  
33230

# MAD

IND

OUR PRICE  
**40**<sup>c</sup>  
CHEAP



# GIVE ARCHIE BUNKER THE NEEDLE ...MAINLY THE ONE ON YOUR PHONOGRAPH... WITH A REAL 33-1/3 RPM RECORD...OUR SUPER SPECIAL BONUS!

YOU GET AN ADAPTATION  
INTO SOUND OF MAD'S  
CONTROVERSIAL SATIRE

## "GALL IN THE FAMILY FARE"

...PLUS THE UNCONDENSED  
SATIRE AS IT ORIGINALLY  
APPEARED IN MAD MAGAZINE



...PLUS 14 PAGES OF NEW,  
NEVER-PUBLISHED MATERIAL



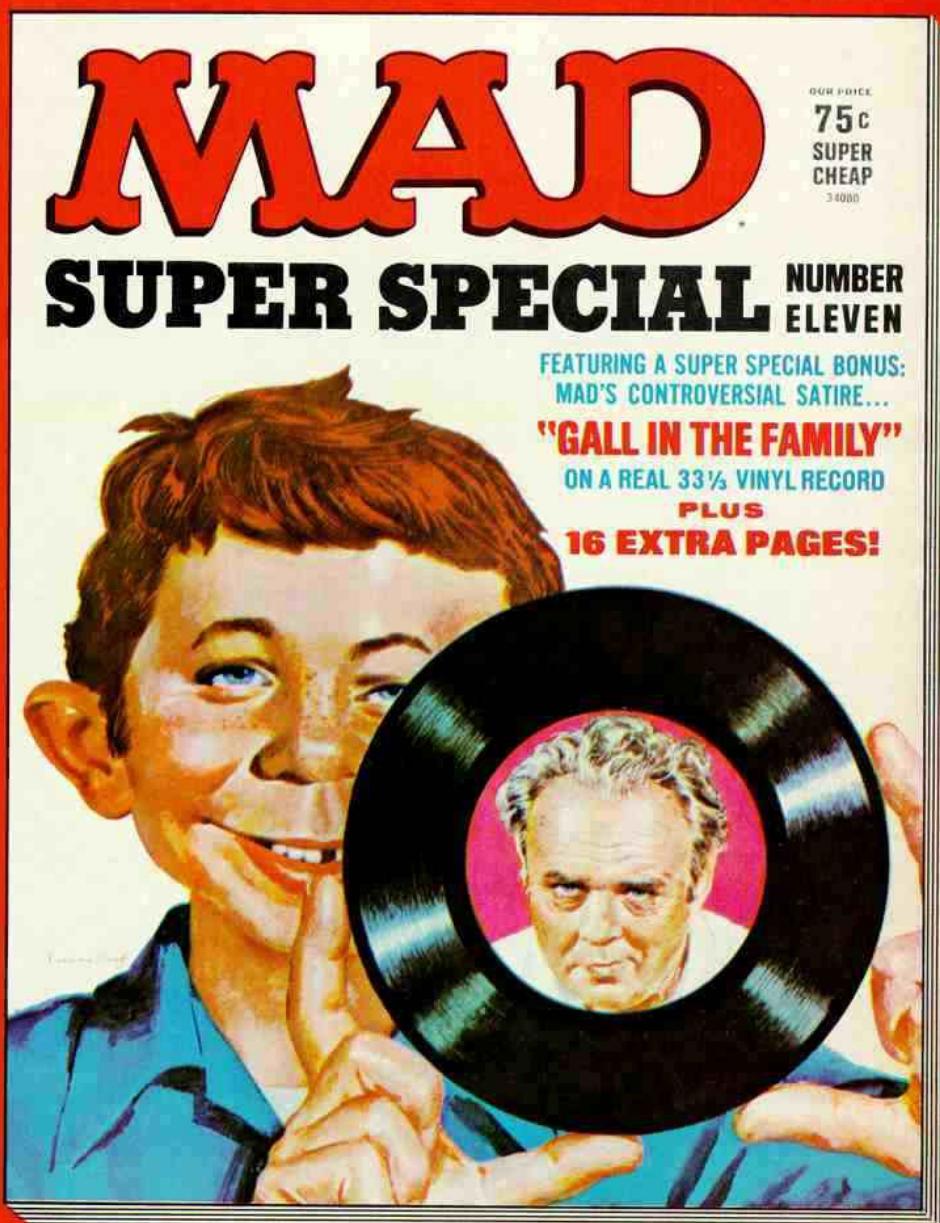
...PLUS THE USUAL PILE  
OF ARTICLES, AD SATIRES  
AND OTHER PAST GARBAGE



...PLUS 16 EXTRA PAGES  
OF COLLECTORS' ITEMS...

## IN THE NEW MAD SUPER SPECIAL **NUMBER ELEVEN**

NOW ON DISPLAY WHEREVER TRASHY, IDIOTIC MAGAZINES ARE SOLD (OR DISAPPEAR)!



# MAD

"The great advantage of compact cars is that you can get twice as many of them into traffic jams!"—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, ERIKA HOLTON,  
CURTIS ANDERSON, DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

## DEPARTMENTS

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Crime In The Streets..... 22

### BUMPER STICKERS DEPARTMENT

The MAD Motorists Guide To American Wild Life..... 11

### BUNK DEALER DEPARTMENT

MAD's Summer Camp Owner Of The Year..... 33

### CHOW MEIN LINERS DEPARTMENT

Fortune Cookies That Are Relevant..... 16

### DON MARTIN DEPARTMENT

One Morning In A Bus Depot..... 15

One Afternoon In The Northwest Territory..... 27

One Evening At Home..... 39

### GAMES OF NIL DEPARTMENT

Magazines For Neglected Sports..... 28

### HOT SHOTS DEPARTMENT

You Know It's Really Summer When..... 18

### JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy..... 21

### LETTERS DEPARTMENT

Random Samplings Of Reader Mail..... 2

### LIBERAL IN THE FAMILY DEPARTMENT

"Bawde" (A MAD Television Show Satire)..... 43

### LOVE, HONOR AND AWAY! DEPARTMENT

"The Heartburn Kid" (A MAD Movie Satire)..... 4

### MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" by Aragones..... \*\*

### MS.-ICAL COMEDY DEPARTMENT

Old Standards Re-Written For The Liberated Woman..... 30

### THOROUGHFARE-PLAY DEPARTMENT

A MAD City Street Scene We'd Like To See..... 40

A MAD Suburban Street Scene We'd Like To See..... 42

\*\*Various Places Around The Magazine

**MAD**—Oct. 1973, Volume 1, No. 162. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 19 issues \$7.00. Outside U.S.A., 19 issues \$8.75. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1973 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

## VITAL FEATURES

THE  
HEARTBURN KID  
(A MAD MOVIE  
SATIRE)  
Pg. 4



MOTORISTS  
GUIDE TO  
AMERICAN  
WILD LIFE  
Pg. 11

THE LIGHTER  
SIDE OF  
CRIME IN  
THE STREETS  
Pg. 22



OLD STANDARDS  
RE-WRITTEN FOR  
THE LIBERATED  
WOMAN  
Pg. 30

MAD'S  
SUMMER CAMP  
OWNER  
OF THE YEAR  
Pg. 33



BAWDE  
(A MAD  
TV SHOW  
SATIRE)  
Pg. 43

# Are You Looking For SHELF APPROVAL?

BRAVO!  
ENCORE! HURRAY!

You'll get the nod (from the men in the little white coats) when you order any or all of these . . .

## MAD PAPERBACK BOOKS

ON SALE AT ALL BOOKSTANDS—  
OR YOURS BY MAIL FOR 75¢ EACH

use coupon or duplicate

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

### PLEASE SEND ME:

- The Bedside MAD
- Son of MAD
- The Organization MAD
- Like MAD
- The Ides of MAD
- Fighting MAD
- The MAD Frontier
- MAD in Orbit
- The Voodoo MAD
- Greasy MAD Stuff
- Three Ring MAD
- Self-Made MAD
- The MAD Sampler
- World, World, etc. MAD
- Raving MAD
- Boiling MAD
- Questionable MAD
- Howling MAD
- The Indigestible MAD
- Burning MAD
- Good 'n' MAD
- Hopping MAD
- The Portable MAD
- MAD Power
- The Dirty Old MAD
- Polyunsaturated MAD
- The Recycled MAD
- The Non-Violent MAD
- The Rip-Off MAD
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- MAD's Captain Klutz
- DON MARTIN Cooks
- DON MARTIN Comes On Strong
- DON MARTIN Carries On
- DAVE BERG Looks at the USA
- DAVE BERG Looks at People
- DAVE BERG Looks at Things
- DAVE BERG Modern Thinking
- DAVE BERG Our Sick World
- The All-New SPY vs. SPY
- SPY vs. SPY Follow-Up File
- 3rd MAD Dossier of SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-VERTISING
- AL JAFFEE's Snappy Answers
- More AL JAFFEE Snappy Answers
- The MAD Book of Magic
- Aragones's "Viva MAD!"
- Aragones's MAD about MAD
- Aragones's MAD-ly Yours
- MAD for Better or Verse
- Sing Along With MAD
- MAD About Sports
- MAD Word Power
- MAD's Cradle to Grave Primer

I ENCLOSE 75¢ FOR EACH  
(Minimum Order: 3 Books!)

NAME.....  
ADDRESS.....  
CITY.....  
STATE..... ZIP.....

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

### LETTERS DEPT.



### GOING THY WAY, GOING WAY OUT

I suspect that writer Lou Silverstone is no more Vatican-esque than I, but his "Going Thy Way" reflected a knowing holier-than-now humor. And his follow-up, "Going Way Out", comes closer to what should be the Gospel truth.

Carol Bortstein  
Bronx, N.Y.

Congratulations to Silverstone and Torres on "Going Thy Way" and "Going Way Out". All I want to know is what happens after Kowalski...?

Jenny Jacobs  
Jericho, Vt.

Angelo Torres and Lou Silverstone gave us a blessed event in their perceptive *then and now* churchgoings on.

Shirley Jo Probert  
San Marino, Calif.

### LIGHTER SIDE OF LEISURE TIME

Regarding Dave Berg's "The Lighter Side Of Leisure Time", I concluded that I read MAD so much, I don't have any leisure time!

Lisa Perillo  
Staten Island, N.Y.

### MAD PREDICTIONS OF NATIONAL INFAMY?

Apparently, MAD Magazine was trying to prepare us for Watergate, way back in 1971!

Gene Gladson  
Indianapolis, Ind.

Back cover of MAD #147, December, 1971



### A MAD LOOK AT WEDDINGS

Sergio's spread on "Weddings" was hilarious and, as usual, his Drawn-Out Dramas were great. Although there are many great cartoonists in MAD, he is Numero Uno in my book. And *your* book.

Mark Cardigan  
Shrewsbury, Mass.

Upon reading "A MAD Look At Weddings", I've decided to remain a bachelor.

Bill Fridl  
Yonkers, N.Y.

Sergio Aragonés' "A MAD Look At Weddings" really takes the cake!

Lynne Ware  
Pine Bluff, Ark.

### CORPORATE ECOLOGIST OF THE YEAR

If any industrialists happen to read "MAD's Corporate Ecologist Of The Year", maybe industry could learn to use paper as efficiently as Lou Silverstone and Paul Coker, Jr. Congratulations on your paper product.

Mikael Lancaster  
Palo Alto, Calif.

After reading "MAD's Corporate Ecologist Of The Year", I wondered how come it's the first time I've ever seen anything against garbage...inside of garbage.

Clif McQueen  
Saginaw, Mich.

### YEAR BOOK THAT TELLS IT LIKE IT IS

I enjoyed "A High School Year Book That Tells It Like It Really Is." Rolling Stones High School...? Is that where writer Tom Koch got his "education"?

Jon Deininger  
Tamaqua, Pa.

Tom Koch and Jack Rickard described the Youngstown, Ohio, City Schools so magnificently!

Larry Tropepe  
Boardman, Ohio

### CANNONBALL

"Cannonball" by Dick De Bartolo and Jack Davis was super. Let's see how many more like these they can throw up.

Kevin Carroll  
Washington, D.C.

I just couldn't swallow your "Cannonball"! Who wants to see a guy eating every time you turn the page? But your introduction to it was brilliant!

Anne Shearing  
Orono, Maine

William Conrad, who plays Cannon, is a truly dedicated and exceptional actor. Glad to see him immortalized by artist Jack Davis. May they both live off the fat of the land!

Lyra Halprin  
Santa Monica, Calif.

Jack Davis and Dick De Bartolo served up a delicious satire on "Cannon".

Eric Holmberg  
Glenshaw, Pa.

You said Frank Cannon suffers from the worst handicap, being overweight. I'm fat and I'm proud!

Bill Mapes  
S. Daytona, Fla.

"Cannon" is a great show and he can't help it if he's fat.

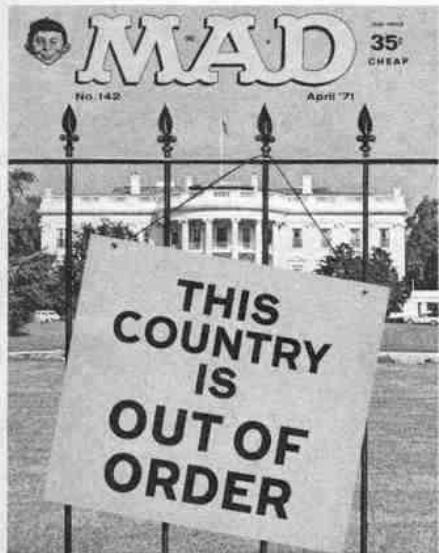
Larry Metzger  
Arletta, Calif.

"Cannonball" was a big, fat success!

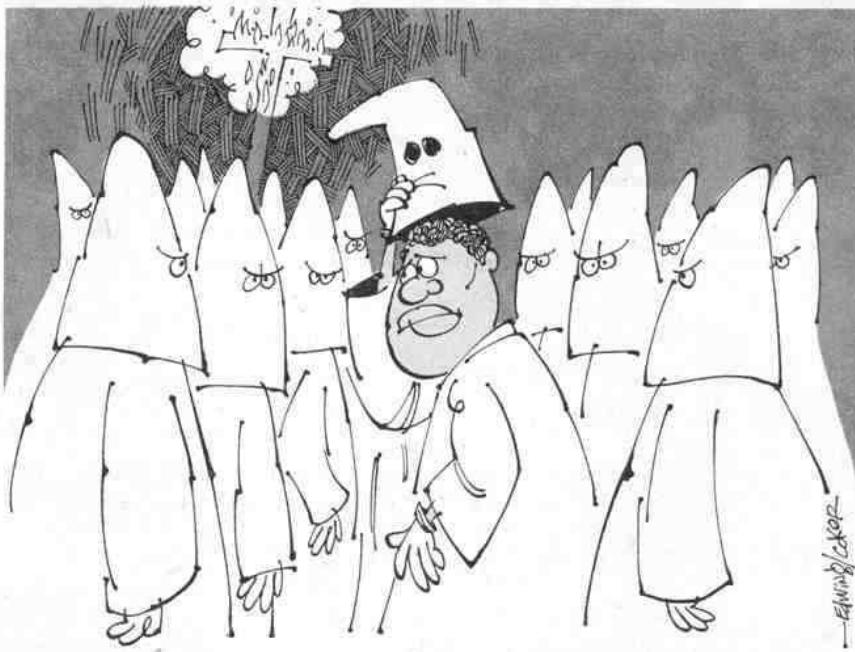
Mike Pryich  
Rock Springs, Wyo.

Please Address All Correspondence To:  
MAD, Dept. 162, 485 MADison Avenue  
New York, New York 10022

Front cover of MAD #142, April, 1971



# WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE  
LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO  
**MAD**  
AND HAVE IT MAILED TO YOUR HOME!

----- use coupon or duplicate -----

**MAD**

485 MADison Avenue  
New York, N.Y. 10022

NAME.....

ADDRESS.....

CITY.....

STATE.....

ZIP CODE.....

I enclose \$7.00\*. Enter my name on  
your subscription list, and mail me  
the next 19 issues of MAD Magazine.

\*In Canada, \$7.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, \$8.75, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so **CHECK OR MONEY ORDER PREFERRED!**

**CHARGE  
IT!**

Okay! So charge it to cheapness...charge it to laziness...charge it to the fact that we just plain don't trust you clods to pay your bills, but you'll have to pay cold cash for these full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, suitable for framing or wrapping fish. So send 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADison Avenue, New York, N.Y. 10022



LOVE, HONOR AND AWAY! DEPT.

Hi, there, you good-looking devil, you! This is **your picture** coming up! It's all about how you ruin two girls, shatter their Mothers, destroy their Fathers, and end up with **fame** and **fortune**! In other words, it's just another **typical American Success Story**! And it opens on a **Jewish Wedding** . . . where you've **already eaten** Chopped Liver, Stuffed Derma, Gefilte Fish, Pickled Herring, and two pounds of Hot Pastrami! Which explains why you're known as:

# THE HE



ARTIST: MORT DRUCKER

Isn't it exciting, Benny? After our Honeymoon in Miami, we'll come back here to New York, and spend the rest of our lives together! How long do you think we'll live?

If you plan on going out at **NIGHT**, about 15 or 20 minutes!

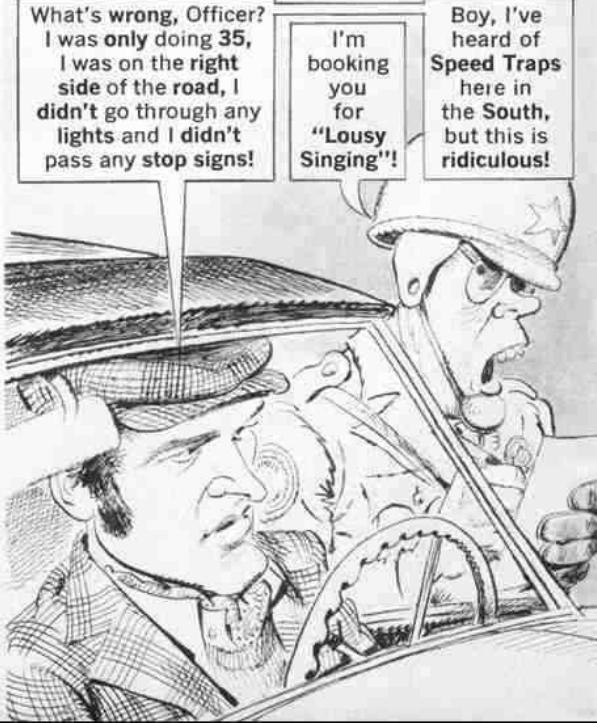
Someone's in the kitchen with Di-nah . . .  
Someone's in the kitchen I know-ow-ow-ow!  
Someone's in the kitchen with Di . . . NAHH . . .

Okay, Mac! Pull over t'he side!

What's wrong, Officer? I was **only** doing 35, I was on the right side of the road, I didn't go through any lights and I didn't pass any stop signs!

I'm booking you for "Lousy Singing"!

Boy, I've heard of Speed Traps here in the South, but this is ridiculous!



# ARTBURN KID



WRITER: LARRY SIEGEL



We'll make Miami Beach by tomorrow at Noon! In the meanwhile, Baby, tonight, just as soon as we finish dinner, we're gonna get a motel room, I'm gonna put on some soft music, I'm gonna turn the lights down low, and then, do you know what I'm gonna do . . . ?

No, what are you gonna do? I'm gonna THROW UP!!



Boy, are you disgusting! Who, in the movie audience, is going to believe that such a clean-cut guy as me married a slob like you!?

The same people who'll believe that we went together for three years, and you never saw me eat!

Wow! What a Wedding Night this is, Benny! Isn't this the greatest?!!

You never dreamed anything could be so wonderful, right?!!

I'll bet you never thought I was such an acrobat in bed!!

Yeah . . . the greatest!

Right . . .



Oh, yeah . . . some acrobat!

Come to bed, Benny! I've got something for you . . .

No, thank you! I've already HAD acne!

But it's our Wedding Night! You HAVE to come to bed with me!! Who says I do?!!

My Mother says you do!

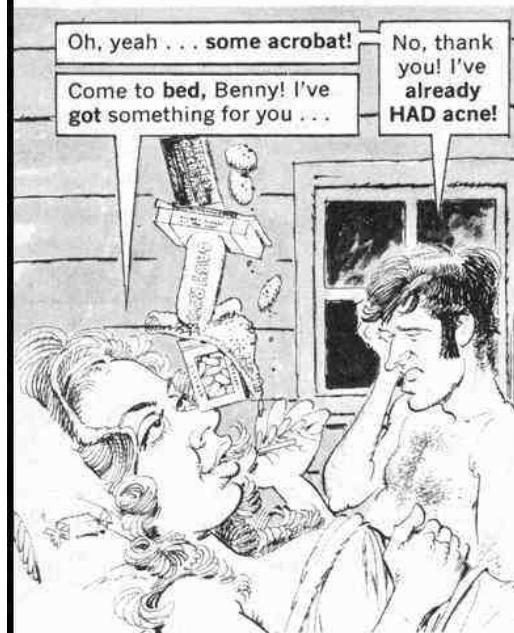
Your MOTHER?!! Boy, are you square! Who listens to Mothers nowadays? Give me one good reason why I should listen to yours!

She happens to be a devoted Parent, she knows what's best for her children—

You call those good reasons?!!

And she's ALSO the Director of this picture!

THAT'S a good reason!

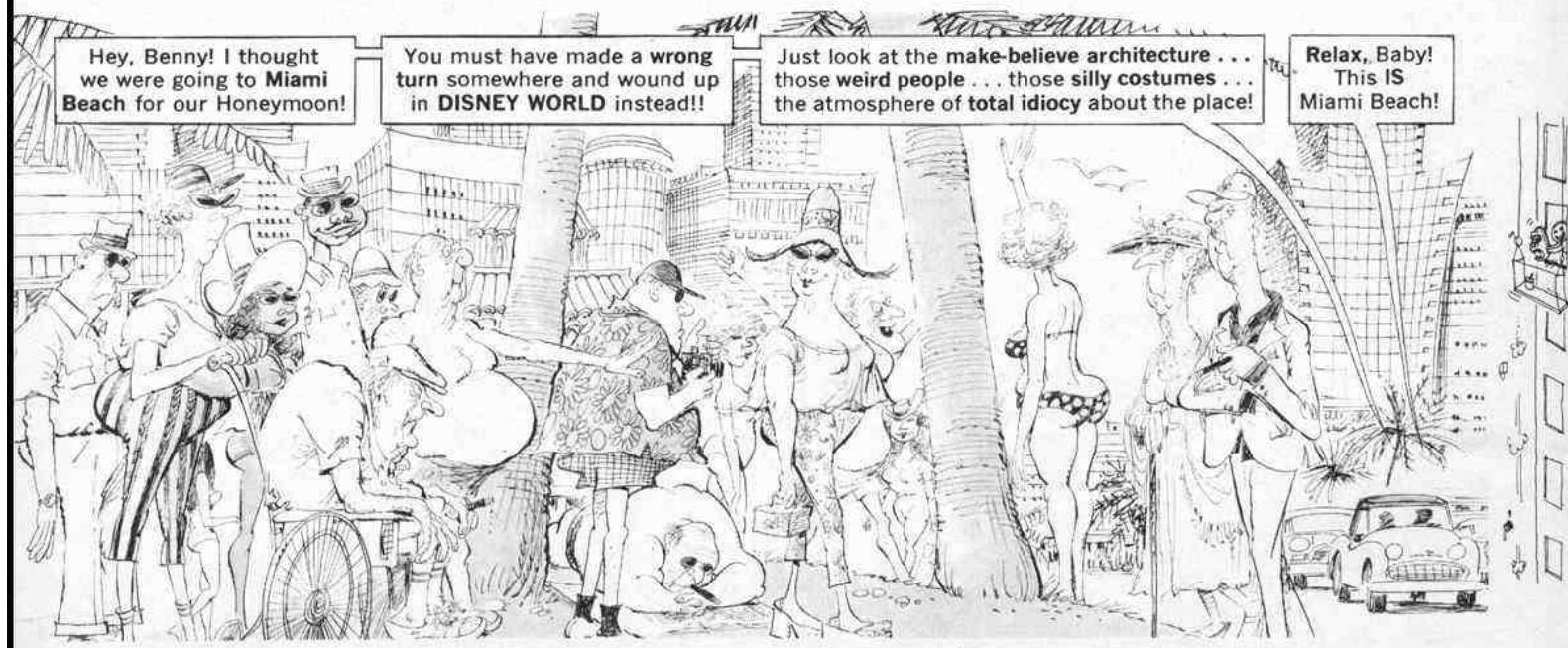


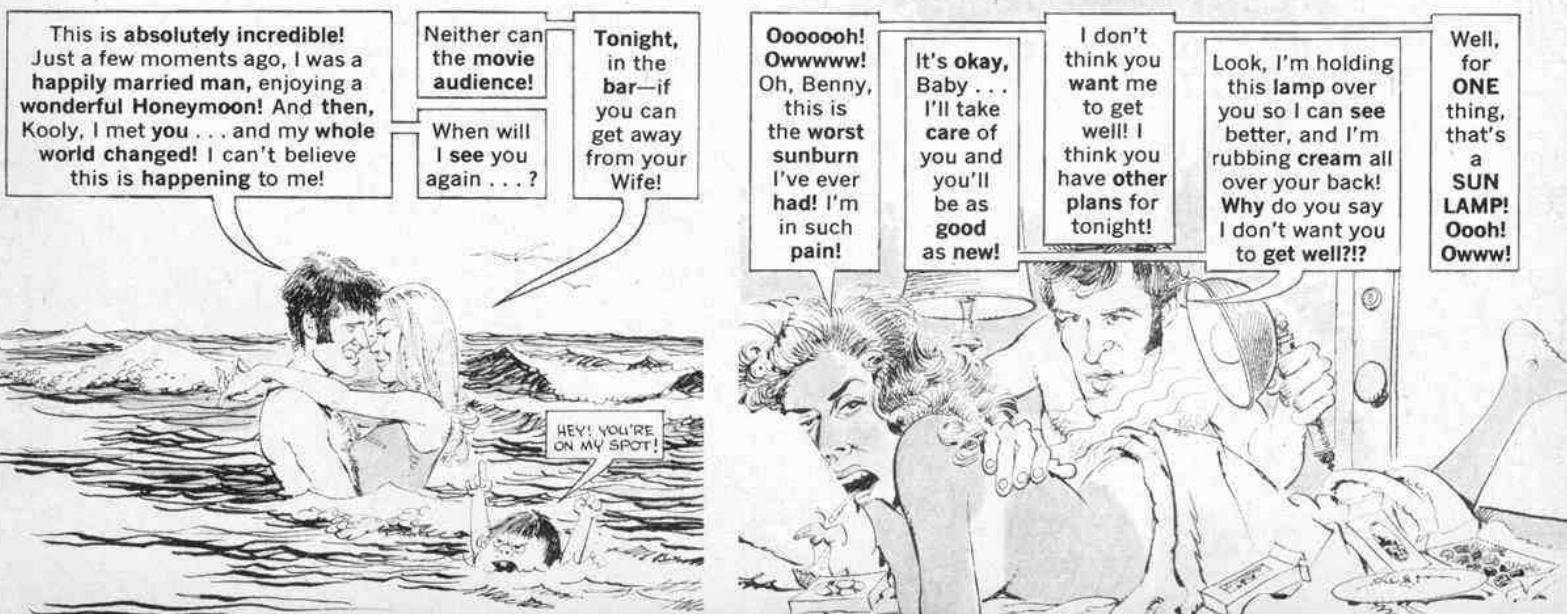
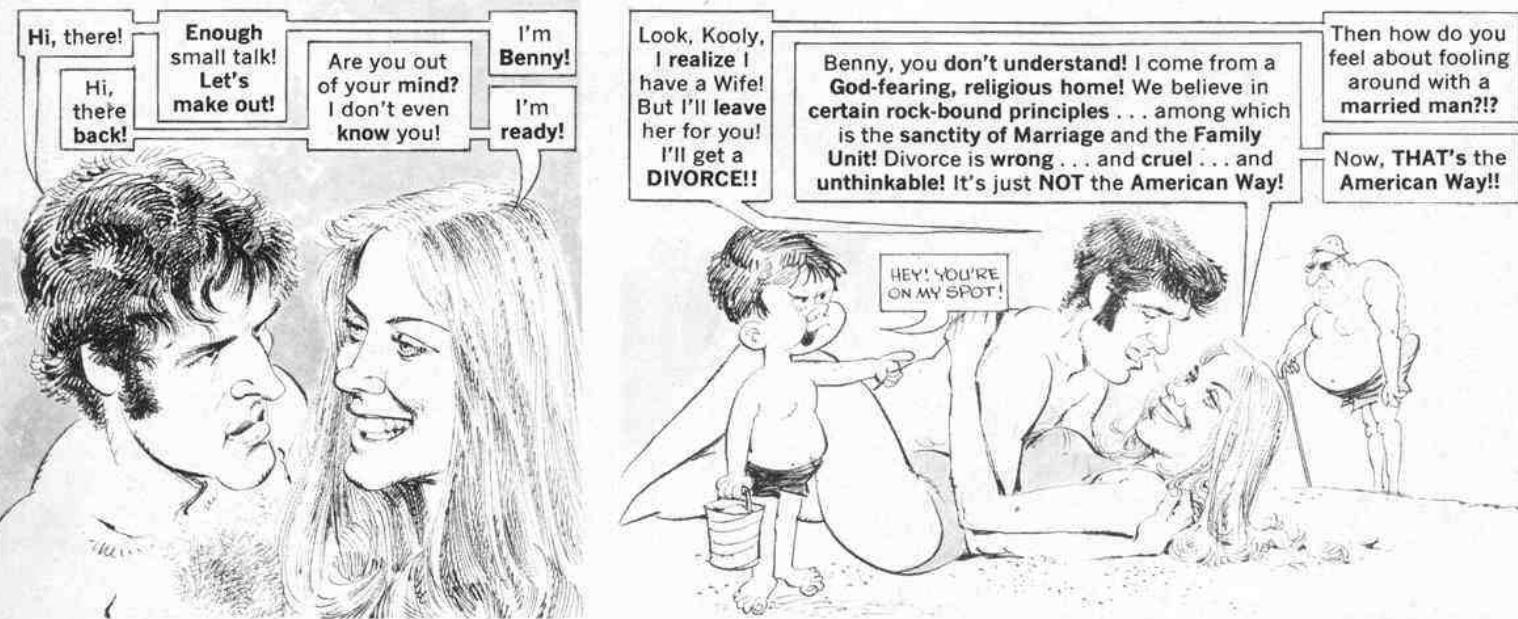
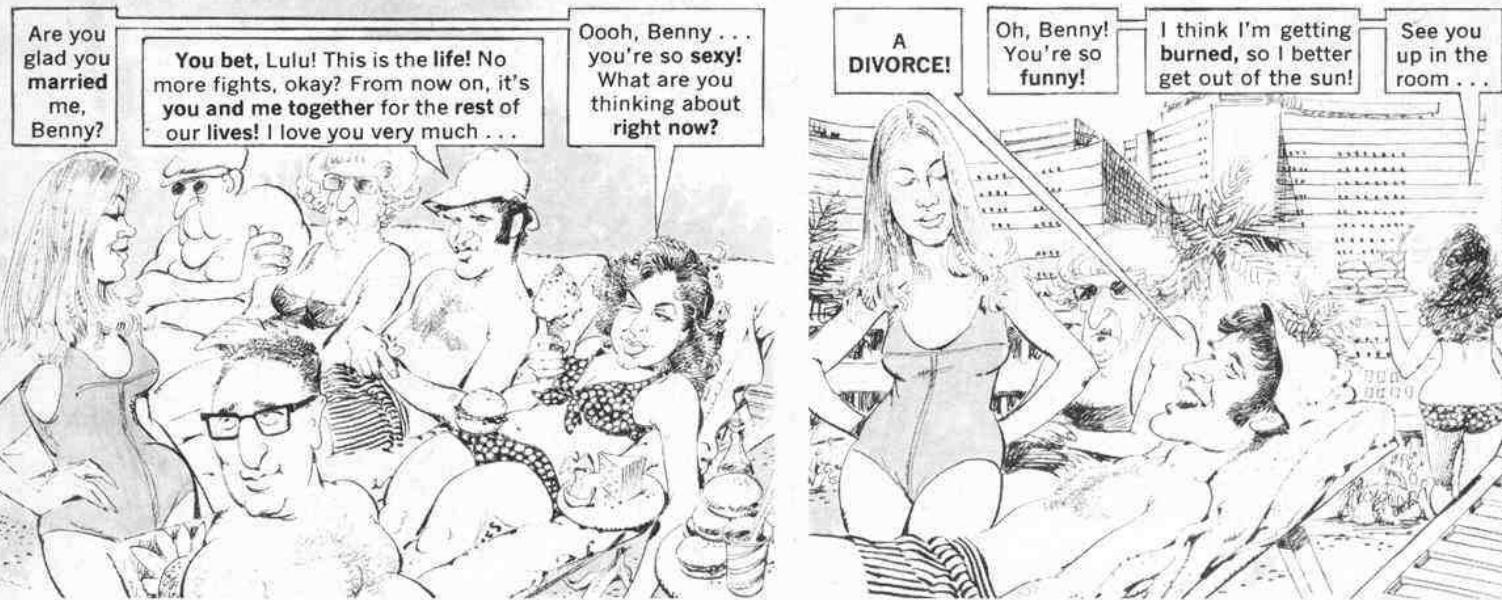
Hey, Benny! I thought we were going to Miami Beach for our Honeymoon!

You must have made a wrong turn somewhere and wound up in DISNEY WORLD instead!!

Just look at the make-believe architecture . . . those weird people . . . those silly costumes . . . the atmosphere of total idiocy about the place!

Relax, Baby! This IS Miami Beach!





Daddy . . . this  
is **Benny!**  
Benny . . . this  
is my **Father!**

Hi, Mr.  
Corker!

Look, punk! My **Daughter** wants  
whatever I want! And I'll tell  
you right now, I don't want a  
**Benny!** I also don't want an  
**Irving** . . . or a **Murray** . . . or a  
**Morris!** You know what I mean?

**Sure!** I get it! You  
don't have to spell  
it out! I know what  
you want, you **Bigot!**  
You want a **Wayne** or  
a **Keith** or a **Lance!**

No, as a matter  
of fact, I want  
an **OSCAR!** Now,  
cool it and let  
me really ham up  
this once-in-a-  
lifetime role!

Remember what I told you, you  
\*&%\$#@\* punk! Keep your &%\$  
hands off my **Daughter** or I'll  
break every \*&%\$#@\* bone in  
your \*&%\$#@\* @#\$%& body!!



What  
happened?  
Was he  
hit by  
a truck?

No . . . I  
think he  
was stung  
by a  
**WASP!**

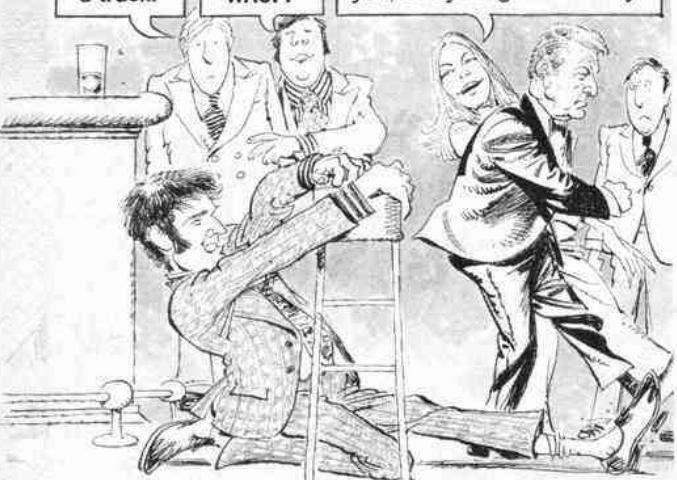
Don't give up, **Benny!** We're  
going for a ride on our boat  
tomorrow! Why don't you join  
us? Once Daddy gets to know  
you, everything will be okay!

I feel  
great this  
morning,  
**Benny!**  
Let's go  
down to  
the beach!

I'd love to, but **something** came  
up! I read where an **Army** buddy  
I haven't seen for years was in  
an **auto accident** and was rushed  
to the **hospital** where he's been  
calling my name on his **deathbed!**

Where did you read  
that idiocy . . . in  
the newspaper the  
**Bellhop** gave you??!

No, in the **script**  
your **Mother** gave me!



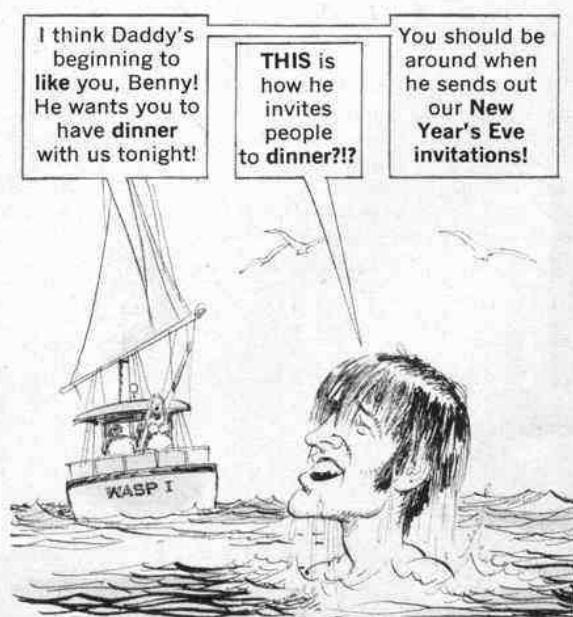
Hi, **Kooly!** Hi, Mr. Corker!

Bye, **Kooly!** Bye, Mr. Corker!

I think Daddy's  
beginning to  
like you, **Benny!**  
He wants you to  
have dinner  
with us tonight!

**THIS** is  
how he  
invites  
people  
to dinner??!

You should be  
around when  
he sends out  
our **New  
Year's Eve**  
invitations!



Let's go out to dinner tonight, Benny!

I can't, Lulu! Something just came up again!

**Hold it, Buster!** I've been cooped up in this hotel for **three days!** So if you think I'm going to buy **another cockamamie excuse** from you, you're **crazy!** Don't tell me your old Army buddy **needs** you again! And don't tell me he's **dead** and you have to complete a **secret mission to Red China** for him! **No more lies, Benny!** A good marriage is based on **TRUTH!**

**Okay, Lulu!** I can't have dinner with you because I'm having dinner with a girl I just met . . . and her **Parents!** I've fallen madly in **love** with her, and I'm trying to **sell** myself to her **Parents!** That's the truth . . . and I'll never lie again!

Thank God our marriage is **saved!** I was getting a little worried there for a minute!

Mr. Corker, Mrs. Corker . . . I'll put my **cards** right on the **table!**

I want to marry your **Daughter!**

Now, let's list all the **facts:** First, I hardly **know** her! Second, she hardly knows me! Third, **you** hardly know me! Fourth, we're from two different **worlds!** Fifth, I have no **money!** Sixth, we're of different **religions!** Seventh . . .



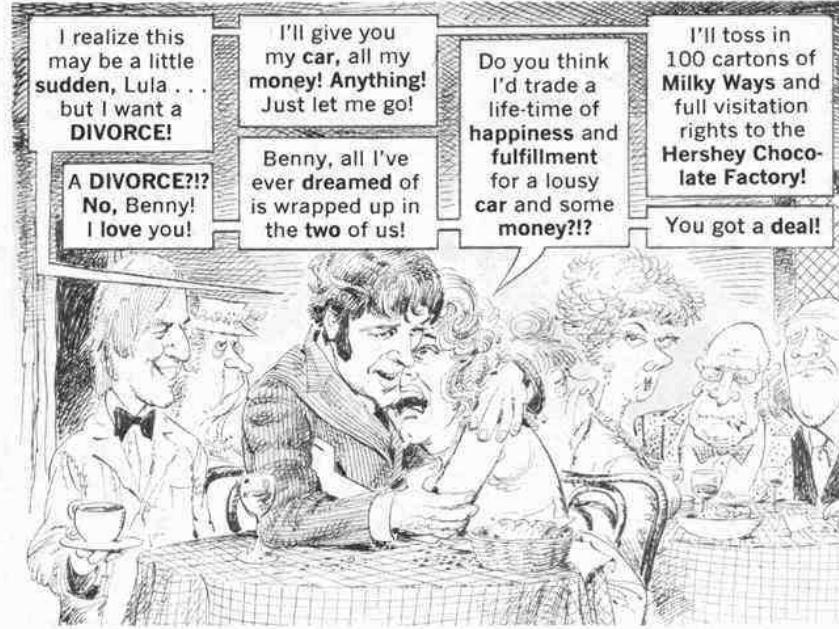
What lousy luck! One more minute and I would have sold him! He didn't give me a chance to play my ace in the hole!

What was that?

I was just getting ready to tell him I'm **ALREADY MARRIED!**

Well . . . I guess this is **Goodbye!**

No, it's not! I'm getting rid of my **Wife!** Then, in a few weeks, I'm coming out to your home and marry you! So . . . order the **Wedding Invitations!**



Benny! What are you doing in Minneapolis?

I've got great news, Kooly! I divorced my Wife! Now we can get married!

Benny, I could never marry a **Divorced Man!** I told you about my moral principles! What you did is an act against **God!**

But . . . I love you! What should I do??

Marry somebody else! Then we can fool around again!

Listen, Kooly, I happen to know you're **Protestant!** And Protestants **DO** believe in **Divorce!**

They **DO**! I didn't know that!

Then you'll **MARRY** me??

Of course, Benny! If it's okay with my **Father!** And then, once we're married, you and I will . . . uh . . .

You and I will **WHAT . . . ?**

We'll fool around with other people!



Daddy said he wants to speak to you right after dinner . . . about our plans to get married!

Dinner is almost set, kids! I'm just about to start carving!

Sounds great, Mr. Corker! I'm famished! What'll you be carving?

YOU, punk!

It's no use trying to talk me out of it! I'm going to marry Kooly . . . and that's FINAL!

Over my dead body, you will!

Hah! You don't scare ME, Mr. Corker!

Isn't Benny forceful and ruthless, Mother?!? Who does he remind you of . . . ?

Uh—Adolf Hitler?

No . . . DADDY!!

Same thing!



Okay! Now I'll put MY cards on the table! I'll give you \$10,000 if you give up my Daughter!

You can't buy me off, Mr. Corker!

\$20,000!

If you think I'd accept mere money for a sweet, adorable girl . . .

\$50,000!!

The dearest thing in my life! Pure! Untouched! Innocent . . .

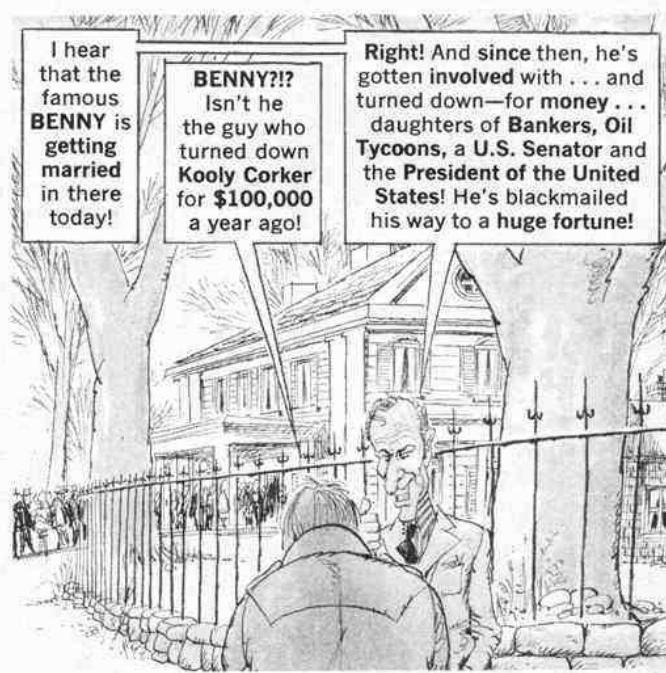
\$100,000!!

Uh . . . on second thought, who needs a tramp!!

I hear that the famous BENNY is getting married in there today!

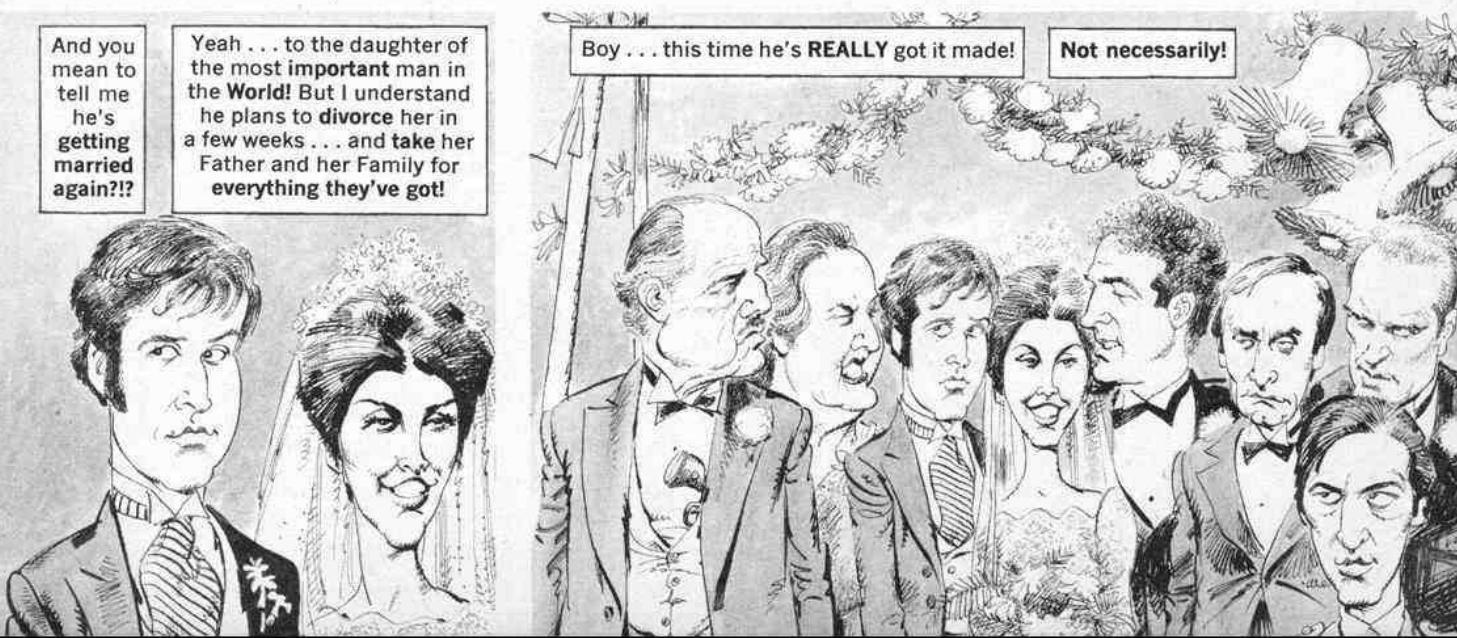
BENNY?!? Isn't he the guy who turned down Kooly Corker for \$100,000 a year ago!

Right! And since then, he's gotten involved with . . . and turned down—for money . . . daughters of Bankers, Oil Tycoons, a U.S. Senator and the President of the United States! He's blackmailed his way to a huge fortune!



And you mean to tell me he's getting married again?!?

Yeah . . . to the daughter of the most important man in the World! But I understand he plans to divorce her in a few weeks . . . and take her Father and her Family for everything they've got!



Boy . . . this time he's REALLY got it made!

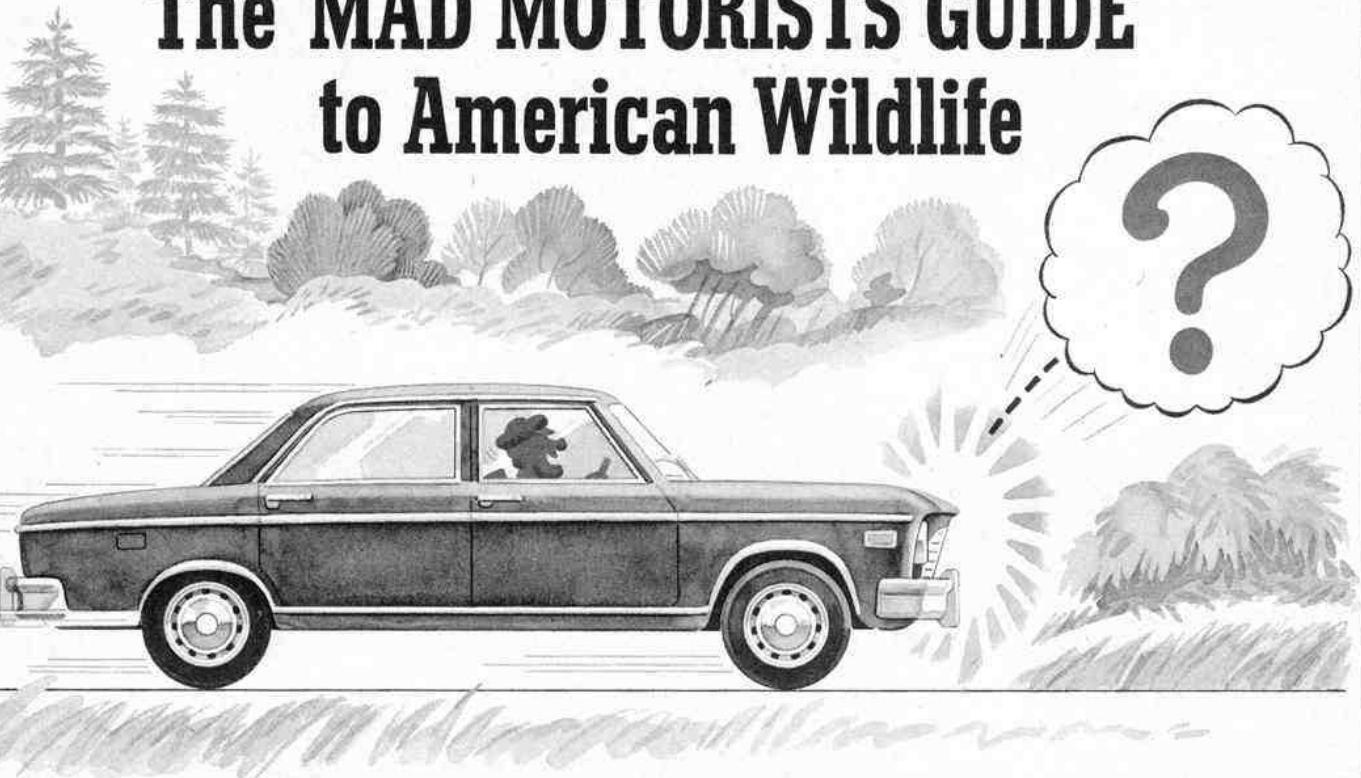
Not necessarily!

**BUMPER STICKERS DEPT.**

There are more conservation groups and ecology clubs in America than ever before. Unfortunately, there are also more cars on the road than ever before, and it isn't hard to guess who's winning the daily battle between automobile and animal. With this in mind, we now propose a more practical handbook for nature study—one geared to help the reader identify Mother Nature's creatures as we most often view them . . .



# The MAD MOTORISTS GUIDE to American Wildlife

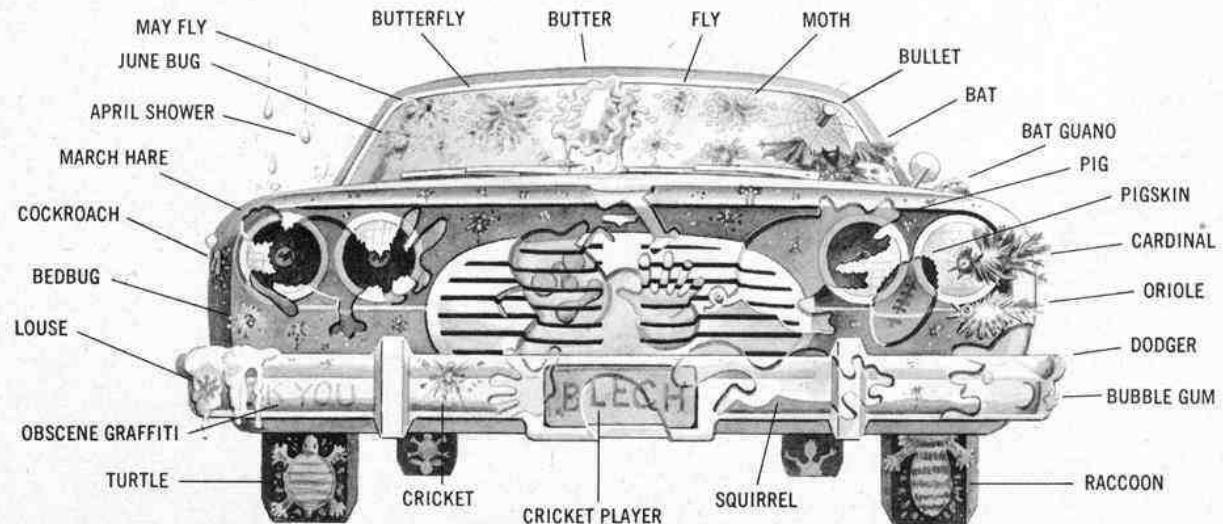


ARTIST & WRITER: AL JAFFEE

IDEA BY: ROBERT KAUFMAN

## Chapter I IDENTIFYING WILDLIFE

One of the great pleasures of driving is identifying the specimens one comes across in one's travels, not to mention specimens that other motorists have run across in *their* travels. Perhaps the most convenient way is when you've returned home, you can leisurely study and identify the specimens indelibly etched on your car.



The key to specimen identification is to learn what nature's creatures look like in their *altered state*. It is important not to confuse wildlife with other things, such as the windblown refuse thrown out of the windows of other cars. Then too, the splotch from a praying mantis could easily be confused with the splotch from a preying pigeon with accurate aim. A few weeks of hard study is all anyone ever needs to become expert, so stick with it!

## Chapter III

### IDENTIFYING WILDLIFE BY SOUND

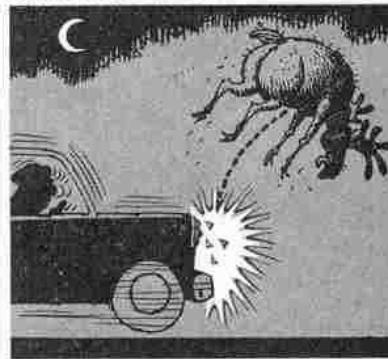
Most highway specimens are created at night. But, of course, in the dark viewing is sometimes impossible. The *serious* highway wildlife collector must learn the *sounds* of his prey. The following examples will start you off on the right road! Allow for minor differences in specimen sounds depending upon locale.

THE SOUND YOU HEARD

**WHUMP!**



WHAT CAUSED IT

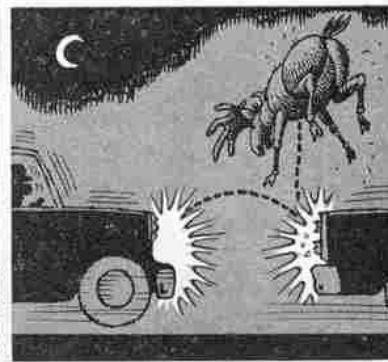


THE SOUND YOU HEARD

**WHUMP! WHUMP!**



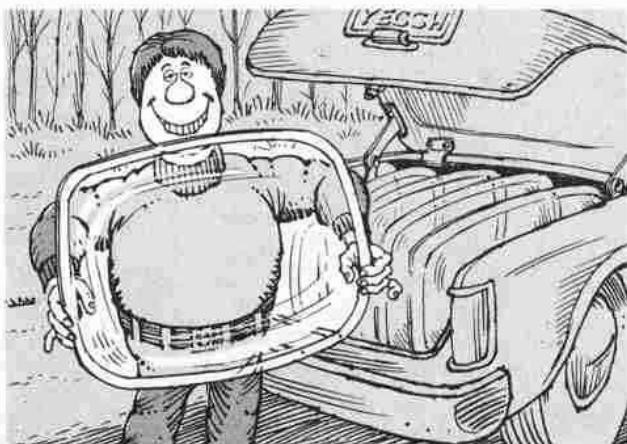
WHAT CAUSED IT



## Chapter VI

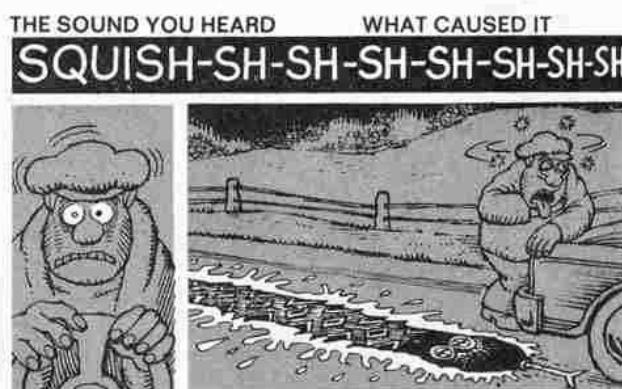
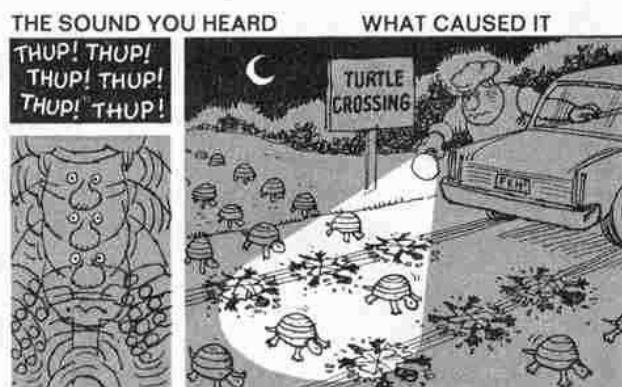
### CONSERVATION

With conservation uppermost in our minds today, we must think of those that follow us on life's broad highway. We must not selfishly enjoy, but learn to share. With this in mind, *Motorist's Guide* recommends all wildlife enthusiasts utilize the shatter-proof, low silhouette plastic covers available in a variety of shapes and sizes and which are easily stored in your rear trunk.



To conserve your specimen so others can delight in your findings also, merely place appropriate sized cover over it. Its self-sticking adhesive edge will keep everything in place for weeks.

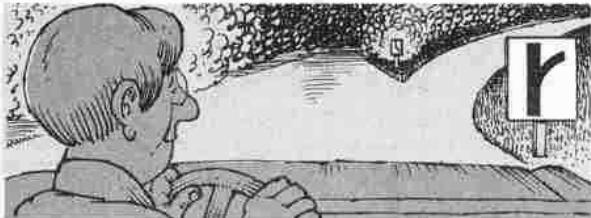




## Chapter IX

### ROAD HAZARDS FOR ENTHUSIASTS

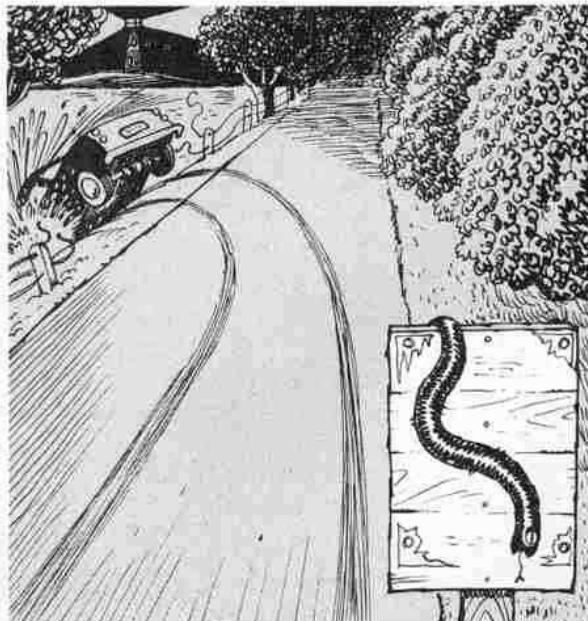
Due to the scanning nature of the wildlife enthusiast's driving style, he often devotes too little time to familiar road signs and responds reflexively to their warnings.



A case in point is when a driver observes the typical "curve in the road" caution and turns the wheel automatically...



...only to find the "warning" was nothing more than a snake flung across a blank billboard by a previous car!



## Chapter XII PHOTOGRAPHS AND TROPHIES

A hit is as good as a miss if you end up with nothing to show for it. Two popular ways of showing off specimens that you may personally encounter are photos and mounted trophies. Here are some helpful tips on both methods.

### PHOTOGRAPHS

Always plan your shot around the features that will best identify your specimen, assuming, of course, some identifiable characteristics remain. Consider the examples of *good* and *bad* shots that follow.

**GOOD SHOT** Overhead view of turtle

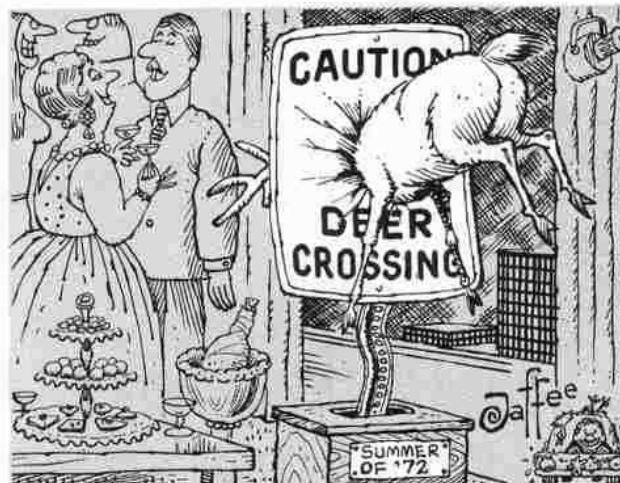


**BAD SHOT** Side view of turtle



### TROPHIES

Mounting trophies is strictly a matter of personal taste, and thus little can be said about it. One hint, however, is that you carry a hacksaw in your trunk for cutting road signs "that tell a story." These will invariably prove to be the best souvenirs of your trip!

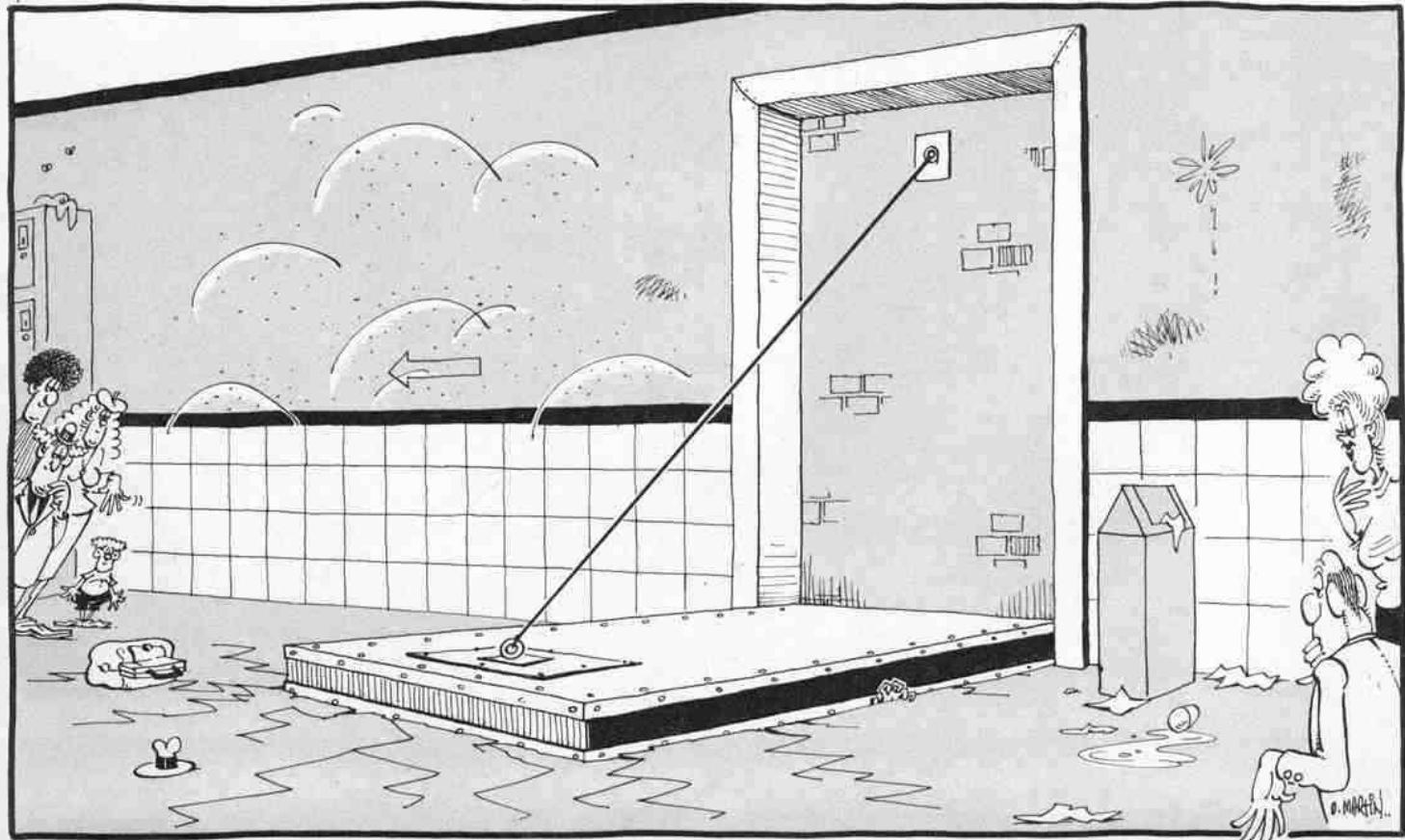
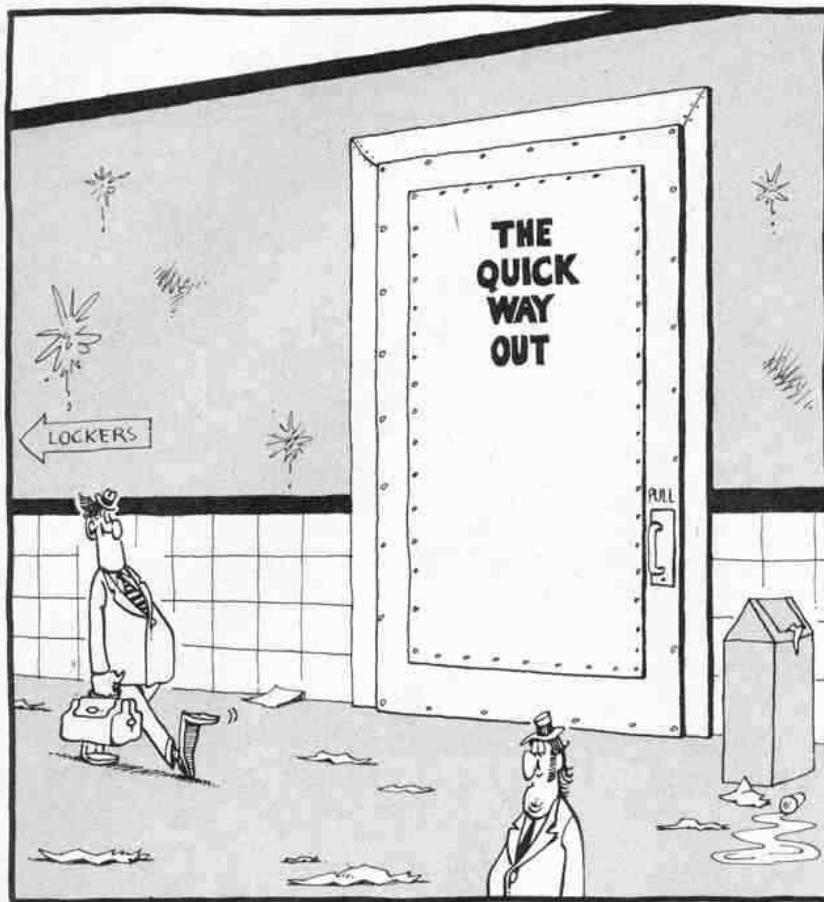


## Chapter XV CHARTING SPECIMENS

Like any great sport, a 'score card' is half the fun. A specimen chart for charting specimens that any wildlife enthusiast will find simple to make and pleasurable to use follows below:

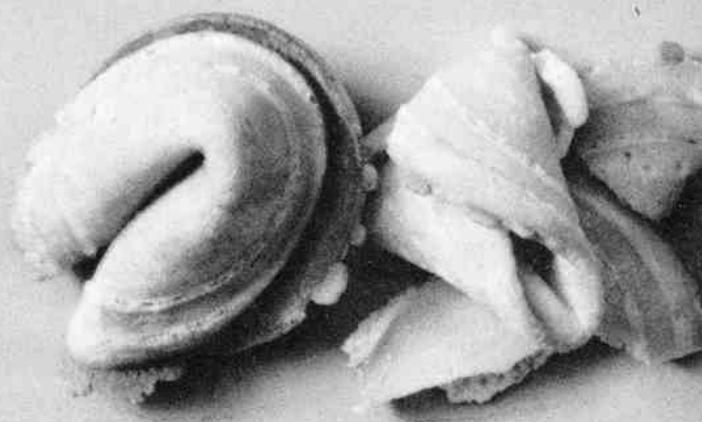
| My trip across Northwest U.S.A. from July 20, 1973 ending August 6, 1973 |                        |                            |                        |                       |                                 |                                       |
|--|------------------------|----------------------------|------------------------|-----------------------|---------------------------------|---------------------------------------|
| SPECIMENS SIGHTED BY ME  | SPECIMENS STRUCK BY ME | SPECIMENS STRUCK BY OTHERS | SPECIMENS OFF THE ROAD | SPECIMENS ON THE ROAD | SPECIMENS STILL BOUNCING AROUND | GENERAL CONDITION OF SPECIMENS        |
| 24 rabbits   | 8                      | 16                         | 5                      | 9                     | 10                              | Disgusting                            |
| 8 Bears  | 3                      | 5                          | 5                      | 2                     | 1                               | Fair                                  |
| 14 Racoons   | 11                     | 3                          | 2                      | 11                    | 1                               | Good                                  |
| 9 Snakes   | 3                      | 6                          | 3                      | 2                     | 4                               | Yecch!                                |
| 27 Squirrels   | 12                     | 15                         | 8                      | 16                    | 3                               | Pleasant                              |
| 4 Moose  | 1                      | 3                          | 2                      | 1                     | 1                               | Very Good                             |
| 2 Elk  | 2                      | 0                          | 1                      | 1                     | 0                               | Aromatic                              |
| 1 llama  | 1                      | 0                          | 0                      | 0                     | 1                               | So-So                                 |
| 10,031 insects   | 10,027                 | 4                          | 0                      | 4                     | 0                               | REVOLTING<br>The rest were on the car |

# ONE MORNING AT A BUS DEPOT



**CHOW MEIN LINERS DEPT.**

The idea of Fortune Cookies dates back thousands of years. Unfortunately, so do most of the fortunes you find in them. They're usually filled with boring words of wisdom like "The seed of Knowledge that falls upon a barren mind will not flower!" or "The wise man will learn from his mistakes!" Well, it seems to us that people living in the "Now Generation" need



**SAVE OUR FORESTS! PLEASE RETURN THIS FORTUNE TO YOUR WAITER FOR RE-CYCLING!**

**V.D. IS ONE SECRET YOU SHOULD NOT SPREAD AROUND.**

*As you sit here eating, there is a 75% chance that your house is being robbed.*

**TIRED OF CHINESE FOOD? NEXT TIME TRY "ROCKY'S PIZZA"!**

**FORTUNE COOKIE ADS GET READ! FOR A SPACE IN A COOKIE LIKE THIS ONE, CALL:**  
Business Biscuits Enterprises, Incorporated, 42 Main Street, City—555-9900

**LEGALIZE ACUPUNCTURE!**

**Why bother to save for a rainy day? You only get soaked by inflation!**

An apple a day could give you more pesticides than your body can tolerate.

**THE GRASS IS ALWAYS GREENER...FOR THE PUSHER.**

# FORTUNE COOKIES

## THAT ARE RELEVANT

WRITTEN BY: DICK DE BARTOLO & DON EPSTEIN

CRIME DOES NOT PAY... INCOME TAXES!

**BOYCOTT LETTUCE!**

Please open another cookie. The Fortune you have reached is not in service at this time!

**BE CAREFUL OF WHAT YOU TALK ABOUT! THE TEAPOT MAY BE BUGGED!**

EATING THIS COOKIE CAN BE HAZARDOUS TO YOUR HEALTH. IT CONTAINS  
EMULSIFIED GLYCOL, HYDROGENATED BENSOMENICAINE, PLUS BTA AND BHA.

Walk softly and carry a big stick. It's the only way you won't get mugged.

LIVE LONGER! BREATHE LESS OF TODAY'S AIR!

BYE, BYE BLACKBIRD... AND ALL THE OTHER ENDANGERED SPECIES!

A DOG IN THE BUSH IS WORTH TWO ON THE SIDEWALK!



HOT SHOTS DEPT.

# You Know IT'S REALLY

You Know It's REALLY SUMMER When ...



... the TV Networks start telling you how much better the new Fall Shows will be than the lousy re-runs you're watching now.

You Know It's REALLY SUMMER When ...



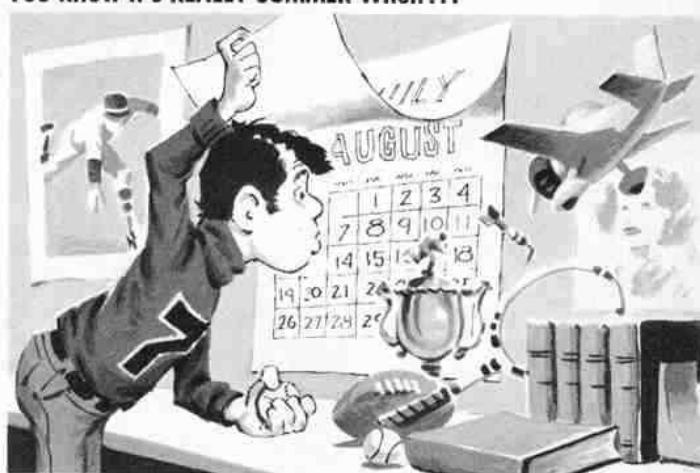
... you discover you're the only kid around who isn't rich enough or under-privileged enough to go to camp.

You Know It's REALLY SUMMER When ...



... you use up your savings for your own vacation to feed the relatives who came to visit you on their vacation.

You Know It's REALLY SUMMER When ...



... school has been out just long enough for you to glumly start counting the weeks until the day you have to go back.

You Know It's REALLY SUMMER When ...



... your Secretary stops taking long weekends off to go skiing, and starts taking long weekends off to go surfing.

You Know It's REALLY SUMMER When ...



... the post season basketball play-off games are almost over, and the pre-season football games have just begun.



ARTIST: JACK RICKARD

WRITER: TOM KOCH

# SUMMER When...

You Know It's REALLY SUMMER When...



... you feel a sudden pang of regret that you didn't spend \$2,000 more and get a convertible.

You Know It's REALLY SUMMER When...



... you're sent off to visit Grandma and Grandpa for a month, and you begin wondering what you did to deserve it.

You Know It's REALLY SUMMER When...



... an uneasy tension begins to spread every time the ice cream truck is five minutes late.

You Know It's REALLY SUMMER When...



... the season's first lightning bug appears, setting off the season's first stampede of kids with jars trying to catch it.

You Know It's REALLY SUMMER When...



... you gladly pay to get into an Annette Funicello Film Festival just because the theater is air-conditioned.

You Know It's REALLY SUMMER When...



... you first notice that sometime during the "Heavy Coat Season," the little girl across the street grew up to be a—gulp—big girl.

You Know It's REALLY SUMMER When ...



... daylight lasts long enough for kids on roller skates to continue driving you crazy all evening now.

You Know It's REALLY SUMMER When ...



... flowers you planted in April start blooming, and you discover you're allergic to all of them.

You Know It's REALLY SUMMER When ...



... the time arrives once again for you to go to the "Annual Company Picnic" and make a fool of yourself.

You Know It's REALLY SUMMER When ...



... you can't get a call through to the air conditioner repairman.

You Know It's REALLY SUMMER When ...



... your next door neighbor returns your snow shovel and borrows your lawn mower.

You Know It's REALLY SUMMER When ...



... you suddenly find out how few people pay attention to deodorant commercials.

You Know It's REALLY SUMMER When ...



... the Major League Baseball season is far enough along for the last-place teams to start firing their Managers.

You Know It's REALLY SUMMER When ...

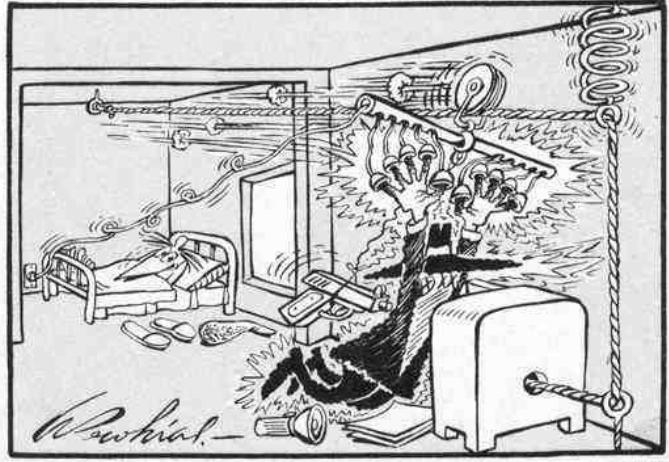
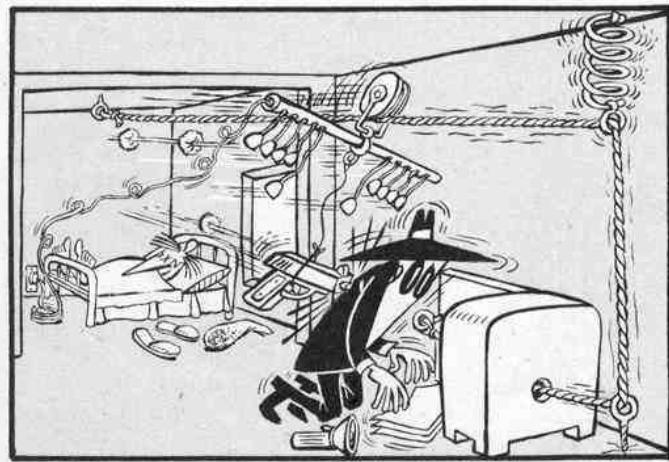
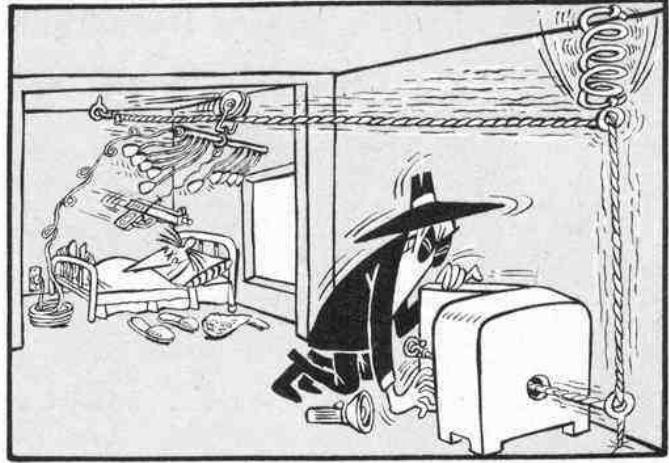
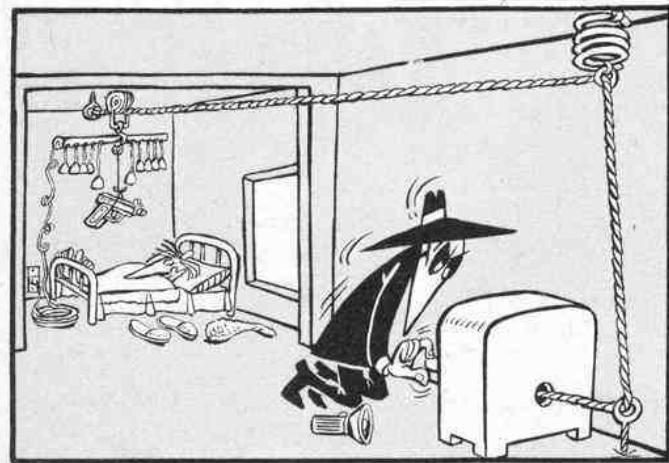
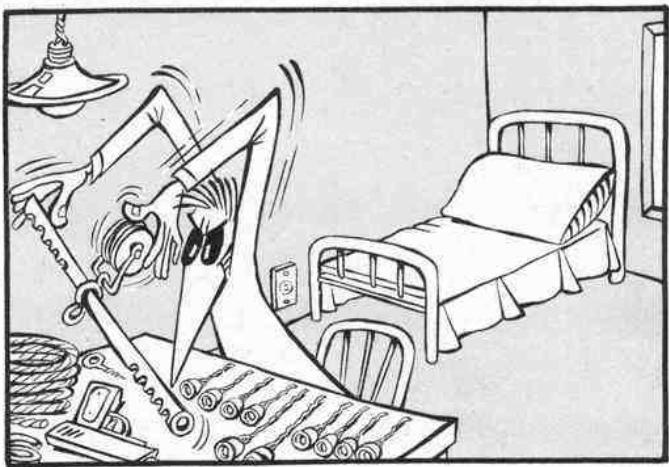


... you feel obligated to drink nine glasses of luke warm Kool-Ade on your way home from the bus stop.

You Know It's REALLY SUMMER When ...



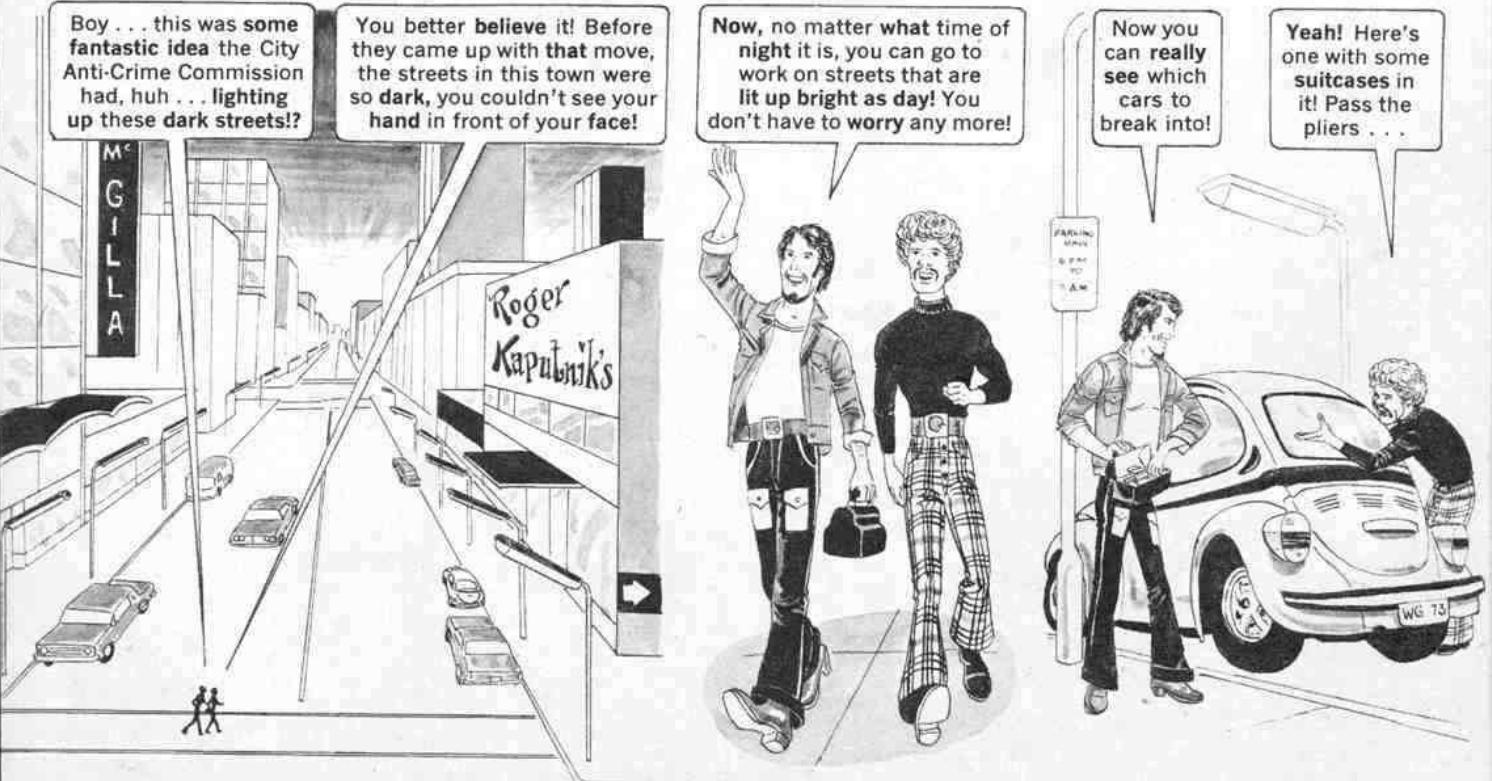
... your yearly prediction that girl's swim suits can't possibly get any more revealing is proved wrong once again.





BERG'S-EYE VIEW DEPT.

## THE LIGHTER SIDE OF... CRIME





# IN THE STREETS

ARTIST & WRITER: DAVE BERG



We are in the midst of the worst crime wave in history! And what's the biggest cause of crime? Drug addiction! Drug addicts have to steal to finance their habit!

I say they should take all the drug addicts and put 'em in Concentration Camps! Let 'em prey on each other, and leave us honest folks alone!

That is the worst, Fascist, un-American idea I ever heard of! Besides . . . think of all the money that would be wasted!

Huh? What money would be wasted?

All the money I spent burglar-proofing my home!



You—you're back here again?!

Yep! This is the third time my house was broken into—and my television set stolen!!

And you have to replace it again, eh? Let me show you our stock . . .

As you can see, we have a large variety!

How about this one?

I don't recommend that model! It'll give you nothing but trouble!

Good! I'll take it!!

Let the next house-breaker suffer!!



See this lamp! It's connected to a gadget that automatically turns the light on at dusk! A light is supposed to scare off burglars when we're not home!

Isn't that ingenious?! Modern-day Technology has made such great strides!

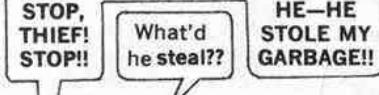
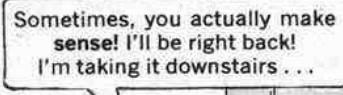
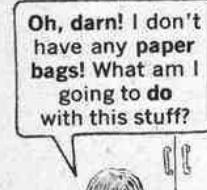
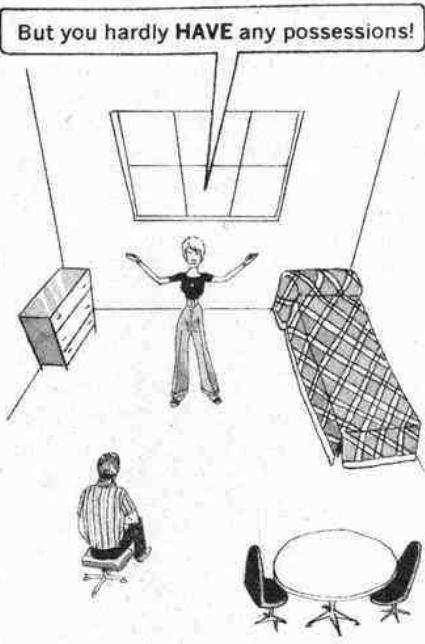
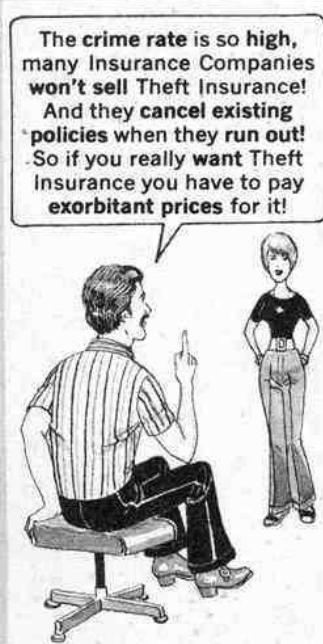
Big deal! It didn't do ME any good! We were ripped off anyway!

Really? How did that happen?

It happened because of Modern-day Technology!

The bulb in the lamp blew out!





Boy, I have to go to the bathroom so bad, my back teeth are swimming!

Then why don't you go?



BOYS

You kidding?!? I wouldn't go near the place! Last time I was in there, "Big Dom" and "Rocko The Knife" mugged me for five bucks!

Did you report it to the Principal?

Are you crazy?!?

There's nothing worse than a SNITCHER!!

BOYS



I was really scared to walk the streets in this city! I mean, there's so much talk about robberies and muggings!

Then I got myself this Attack Dog—and now I'm not scared anymore!

Gee, Attack Dogs are expensive, aren't they?

You bet! This mutt cost me over \$500!

Oh, wow! Where'd you get that kind of bread?!

I mugged a few people!

ONE WAY



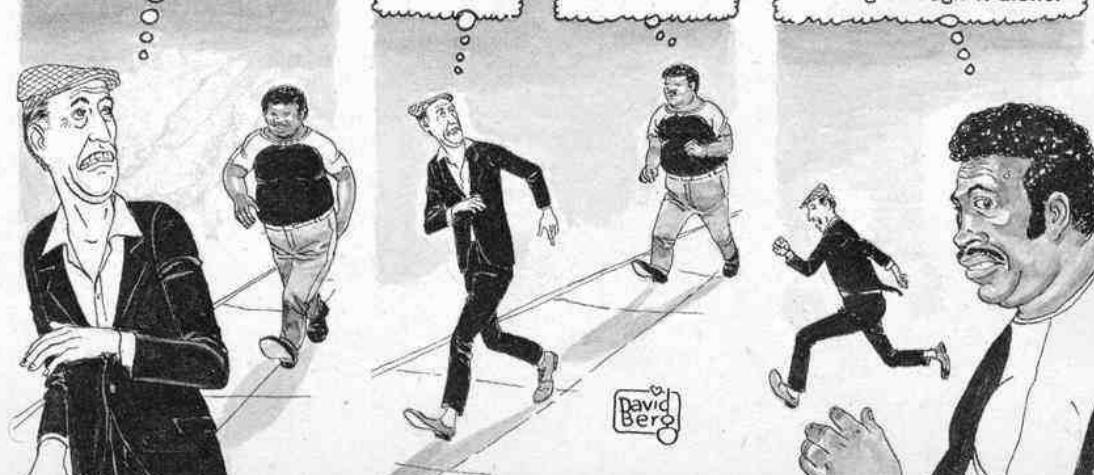
Gulp! This is one rough-looking neighborhood! I'm really scared stiff to be walking through it alone!

Oh, no! Now, there's a big Black guy following me! I think I'm in heavy trouble!

The faster I walk, the faster HE walks!!

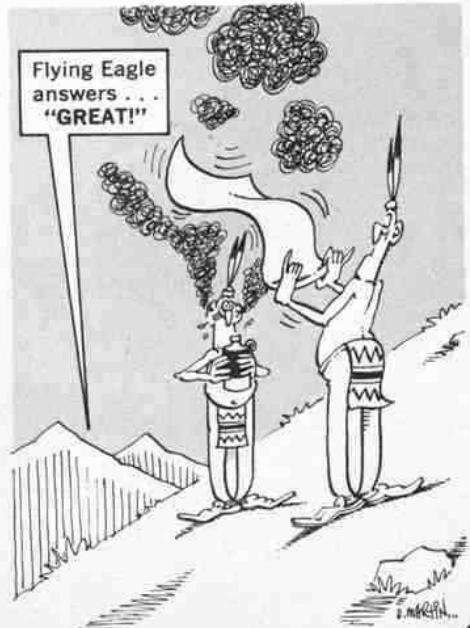
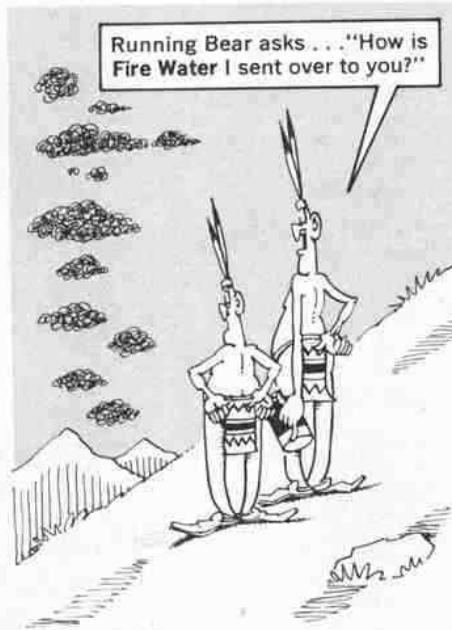
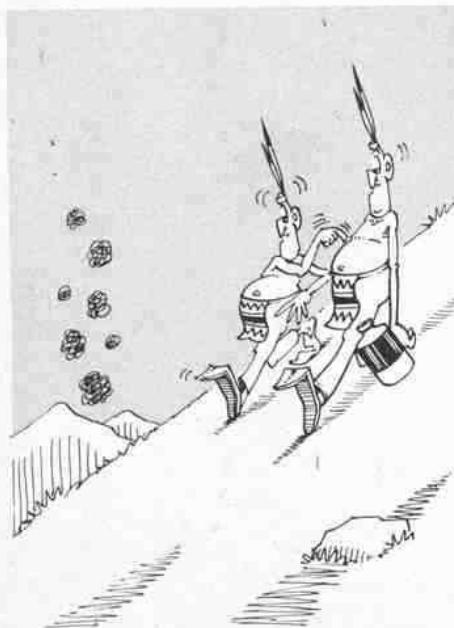
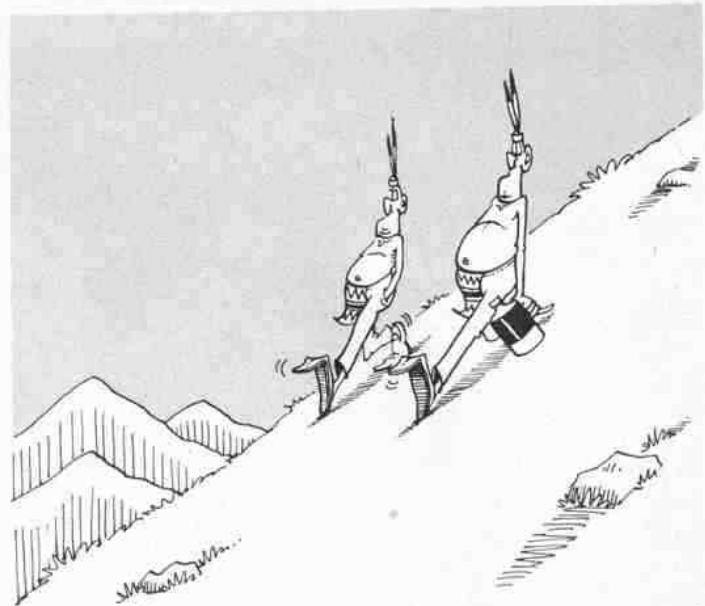
Gulp! I wish that big White guy would walk slower!

This is one rough-looking neighborhood . . . and I'm really scared stiff to be walking through it alone!



DON MARTIN DEPT. PART II

# ONE AFTERNOON IN THE NORTHWEST TERRITORY



## MINIATURE GOLF WORLD

February (A Short Month) 20c (A Small Amount)

**TIMING YOUR  
DRIVE TO GET  
THROUGH THAT  
REVOLVING  
WINDMILL**

**NEW NATIONAL  
JUNIOR CHAMP  
REPORTS:**

*"If I Can't Have  
The Orange Ball,  
I Throw A  
Temper Tantrum!"*

## DISADVANTAGES OF TRYING TO HIT 200-YARD DRIVES ON 15-YARD HOLES

This Month's Top  
Tourney:  
THE  
MICKEY ROONEY  
MINIATURE  
OPEN

**That Treacherous  
Uphill Drainpipe  
On The 7th Hole At  
"Sol's Fun-O-Rama"**

## **GAMES OF NIL DEPT.**

It would seem that this country has at least as many Sports Magazines as it needs, and probably quite a few more than anybody wants. Because a recent survey turned up almost 400 of them, covering a flock of leisure time activities from Archery to Yachting. Why, Motorcycling alone has about three dozen publications, presumably all trying to appeal to the same three dozen motorcyclists who know how to read. But

# MAGAZI NEGLECTE

ARTIST: JACK DAVIS

Price: Fifty Cents  
(Or Six Rejected  
Bent Dimes)

Outdoor Arcade Season  
1973

# The **American Pinball Pusher**

Price: Fifty Cents  
(Or Six Rejected Bent Dimes)

The  
American Pinball Pusher

Outdoor Arcade Season  
1973

Is The Absence Of Left-Handed Machines A Civil Rights Violation?

"CLOUT-A-HOMER!"  
SUCCESS STORY:  
"I Broke Babe Ruth's  
Lifetime Record With  
My First Ball!"

A Preview Of  
The 1973  
Omaha Bus  
Station  
Play-Offs

GRACEFUL  
BODY ENGLISH  
CAN REDUCE  
YOUR "TIFF"  
HAZARD

"MY WIFE DIVORCED ME WHILE I WAS PLAYING OFF  
435 FREE GAMES!"

strangely enough, MAD finds that many pastimes enjoyed by millions do not have any magazines at all devoted to them. This strikes us as an undemocratic threat to freedom of the press, and also a great chance for some sharp operator to make a bundle (Besides the writer of this article who came up with the stupid idea!). So MAD herewith passes along to magazine publishers its suggestions for a whole new crop of

# NES FOR D SPORTS

WRITER: TOM KOCH

**The Solitaire Player's Companion**

MONOTONY 1973 PRICE: A QUARTER (FACE DOWN)

A Tragic True Story:  
"I PLAYED WITH  
A 51-CARD DECK  
AND LOST EVERY  
GAME FOR  
EIGHTEEN YEARS!"

The Only Entry In  
The 1972 National  
Tournament Loses

Why You Always Turn  
Up A Red Jack,  
Except When You  
Need One

CAN THEY ARREST  
YOU FOR BETTING  
WITH YOURSELF  
ON SOLITAIRE?

"MY HUSBAND HID  
MY DECK OF CARDS,  
SO I CUT HIM  
INTO FOUR EQUAL  
PILES!"  
By Lucille  
"Looney Lucy"  
Fledblatt

**The Paper Airplane Pilot**

WINDY SEASON  
1973

PRICE: TWO DOLLARS  
(But Each Page Is Printed  
On Genuine Foldable Paper)

MANAGER

TIPS ON  
CLIP PLACEMENT  
FOR MAXIMUM  
THRUST POTENTIAL

WHY THE  
SOVIETS TRAIL US:  
"Pravda" Makes  
Lousy Airplane Paper

CAN WE REALLY  
SAIL A PAPER  
SPACE CRAFT  
TO THE MOON?

"MY X-25-RJ HIT  
THE TEACHER IN  
THE HEAD, SO SHE  
FLUNKED ME!"

This Month's  
Paper Aircraft Tragedy:  
"I FOLDED MY  
PAYCHECK INTO A  
PLANE, AND IT FLEW  
OUT THE WINDOW!"

**The CARNIVAL & COUNTRY FAIR GAMESTER**

Long Hot Summer  
1973

Price: Only 25c,  
Neighbor (How  
Can You Lose?)

So You Finally  
Won An Eight-  
Foot Stuffed  
Panda!  
Now What...?

THIS MONTH'S  
MIDWAY  
SUCCESS STORY:  
"I Tested My  
Manliness On The  
Strength Machine  
... And Won A  
Dolly!"

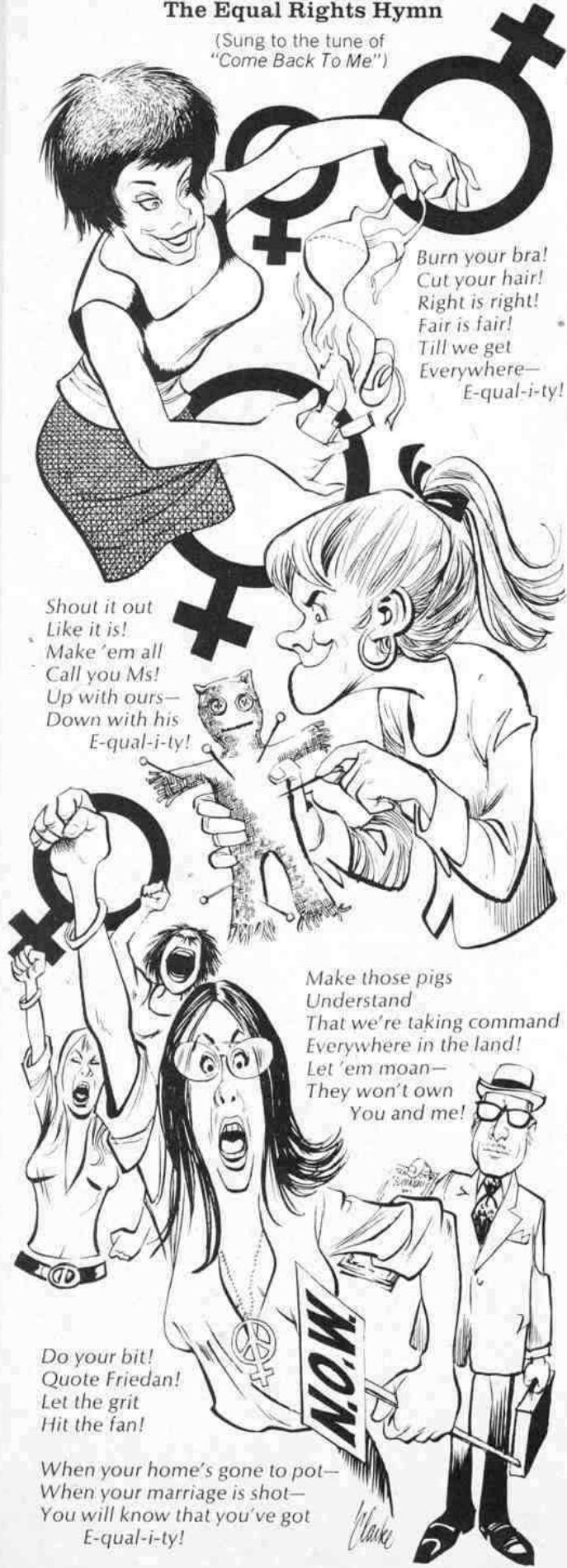
THE REAL  
HE-MAN'S  
CARNIVAL SPORT:  
TROLLING FOR  
CELLULOID FISH

The 1972 Ring  
Toss Champion  
Confesses:  
"It Cost Me  
Nearly \$300 To  
Win A Solid  
Aluminum  
Ash Tray!"

Report From Death Row:  
"I Aimed An Air Rifle At A Plastic Duck—  
And Killed The Sheriff!"

### The Equal Rights Hymn

(Sung to the tune of  
"Come Back To Me")



Burn your bra!  
Cut your hair!  
Right is right!  
Fair is fair!  
Till we get  
Everywhere—  
E-equal-i-ty!

Shout it out  
Like it is!  
Make 'em all  
Call you Ms!  
Up with ours—  
Down with his  
E-equal-i-ty!

Make those pigs  
Understand  
That we're taking command  
Everywhere in the land!  
Let 'em moan—  
They won't own  
You and me!

Do your bit!  
Quote Friedan!  
Let the grit  
Hit the fan!

When your home's gone to pot—  
When your marriage is shot—  
You will know that you've got  
E-equal-i-ty!

### LIBERAL IN THE FAMILY DEPT.

Most of our favorite songs are (1) written by men, (2) written from a man's point of view, or (3) ballads that treat women as soft, lovely, feminine creatures. But now Woman's Lib is changing every-

# OLD STA REWRITTE LIBERATE

ARTIST: BOB CLARKE

### The Anti-Chivalry Anthem

(Sung to the tune of  
"Mame")



Who...o-pens...doors when we get in cars?  
Men!  
Who...buys...us...drinks when we go to bars?  
Men!  
Who gives us seats in buses  
Just so we won't get weary in the feet?  
Who makes those great big fusses  
And takes us by the arm to cross the street?

Who...sends...us...bon-bons, perfume and flowers?  
Men!  
Who...lets...us...gab on and on for hours?  
Men!  
They claim they're idolizing us—  
We know they're patronizing us—  
Deep down they're all despising us!  
Men!

one's outlook, which means it's only a matter of time before the once weaker sex takes over popular music along with everything else. When this happens, we'll probably be hearing and suffering with these . . .

# STANDARDS IN FOR THE OLD WOMAN

WRITER: FRANK JACOBS

IDEA: MS. M. PESEK

## The Wardrobe Waltz

(Sung to the tune of  
"My Favorite Things")

Coats made of beaver and shoulder-strap purses,  
Boots with high heels and a cape that reverses,  
Bright silken scarves and a perfume that clings—  
These were a few of our feminine things;

Hair-dos and face-lifts and wigs in resplendence,  
Belts of blue satin and cameo pendants,  
Rich, golden bracelets and emerald rings,  
These were a few of our feminine things;

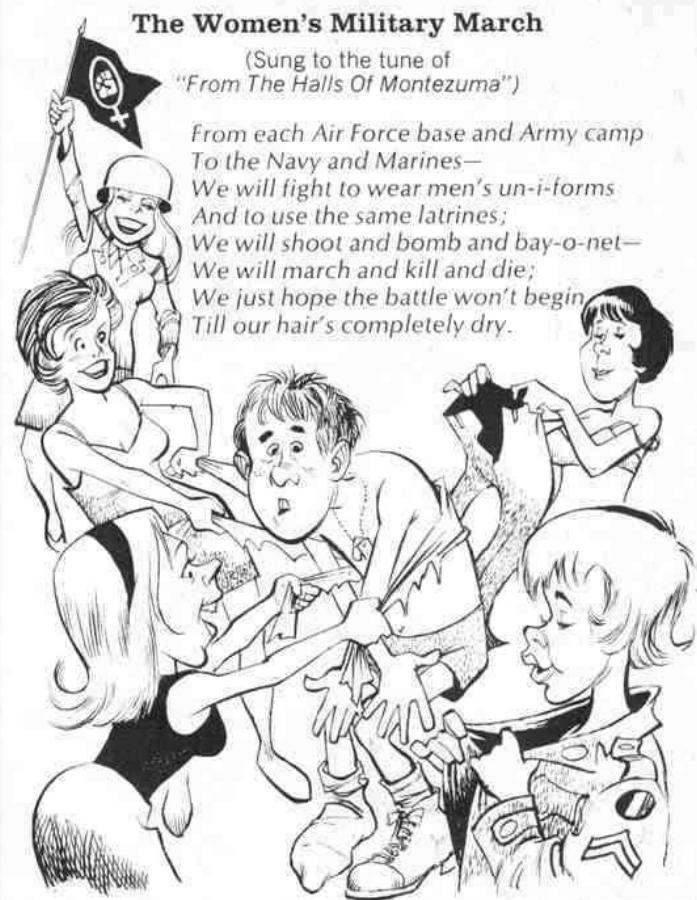
If you wonder,  
Why we hate them,  
Take a look, and then  
You'll find that each one of  
These feminine things  
Is now being used . . . by men.



## The Women's Military March

(Sung to the tune of  
"From The Halls Of Montezuma")

From each Air Force base and Army camp  
To the Navy and Marines—  
We will fight to wear men's un-i-forms  
And to use the same latrines;  
We will shoot and bomb and bay-o-net—  
We will march and kill and die;  
We just hope the battle won't begin  
Till our hair's completely dry.



## Melody For A Maiden Name

(Sung to the tune of  
"Maria")



Skryplynzski—  
I want to be called Ann Skryplynzski;  
All other names I scorn—  
It's mine since I was born,  
You see.

Skryplynzski—  
I never will part with Skryplynzski;  
I'd rather die of shame  
Than use my husband's name  
Of Lee.

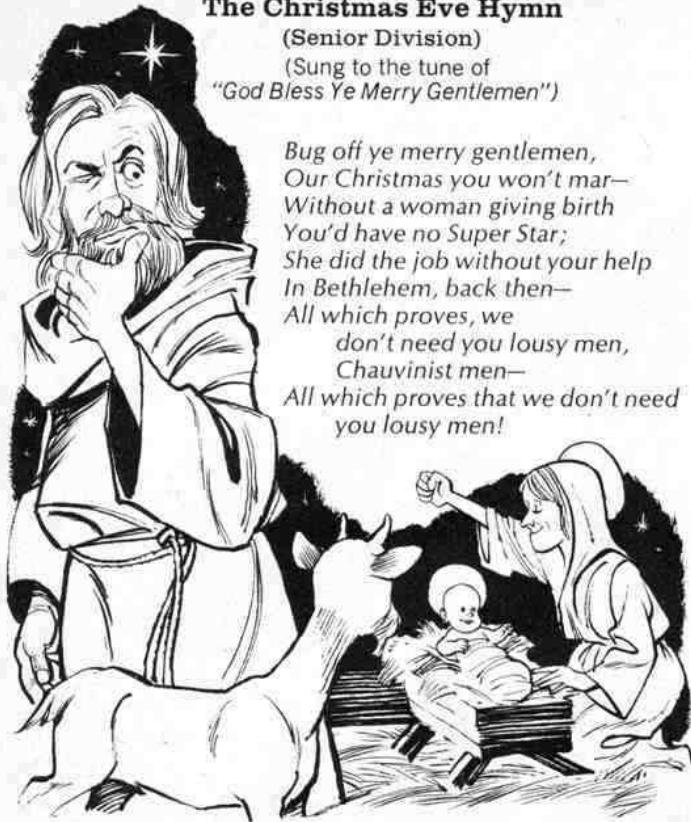
Skryplynzski—  
Say it once and feel lib-er-a-ted—  
Say it twice and your tongue's dis-located—  
Skryplynzski—  
They'll write on my tombstone Skryplynzski.

### The Christmas Eve Hymn

(Senior Division)

(Sung to the tune of

"God Bless Ye Merry Gentlemen")



Bug off ye merry gentlemen,  
Our Christmas you won't mar—  
Without a woman giving birth  
You'd have no Super Star;  
She did the job without your help  
In Bethlehem, back then—  
All which proves, we  
don't need you lousy men,  
Chauvinist men—  
All which proves that we don't need  
you lousy men!

### The Christmas Eve Hymn

(Junior Division)

(Sung to the tune of

"Santa Claus Is Coming To Town")



You better not fret;  
You better not jeer;  
We're gonna upset  
Tradition this year—  
Santa's wife is coming to town!

She's driving the sleigh;  
She's running the trip;  
She's wearing the pants  
And cracking the whip—  
Santa's wife is coming to town!

She won't use any rein-deer  
To pull her sleigh, because  
She wants to show that she's in charge,  
So she's using Santa Claus!

So what'll we get  
In '73?  
The biggest old bag  
You ever did see—  
Santa's wife is coming to town!

### Anthem For A Liberated Marriage

(Sung to the tune of

"Tea For Two")

See how we  
Make marriage do—  
It's me for me  
And you for you,  
Yes, me for me  
And you for you  
Today.

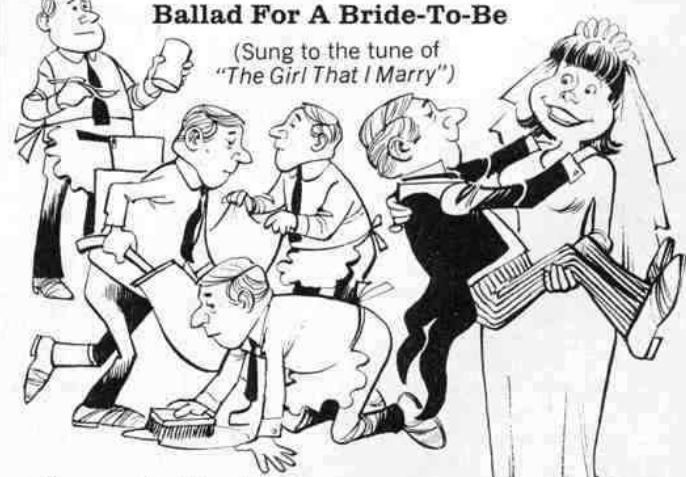
Separate dinners  
At separate tables,  
And separate TVs  
With separate cables—  
You live in Boston  
While I live in Santa Fe, dear.

Hear me cheer  
That you're not here,  
'Cept once a year  
When you appear  
To honor, dear,  
Our ann-i-ver-sar-y.

We will live in harmony  
As long as you stay far from me;  
No wonder we  
Are happy as can be.

### Ballad For A Bride-To-Be

(Sung to the tune of  
"The Girl That I Marry")

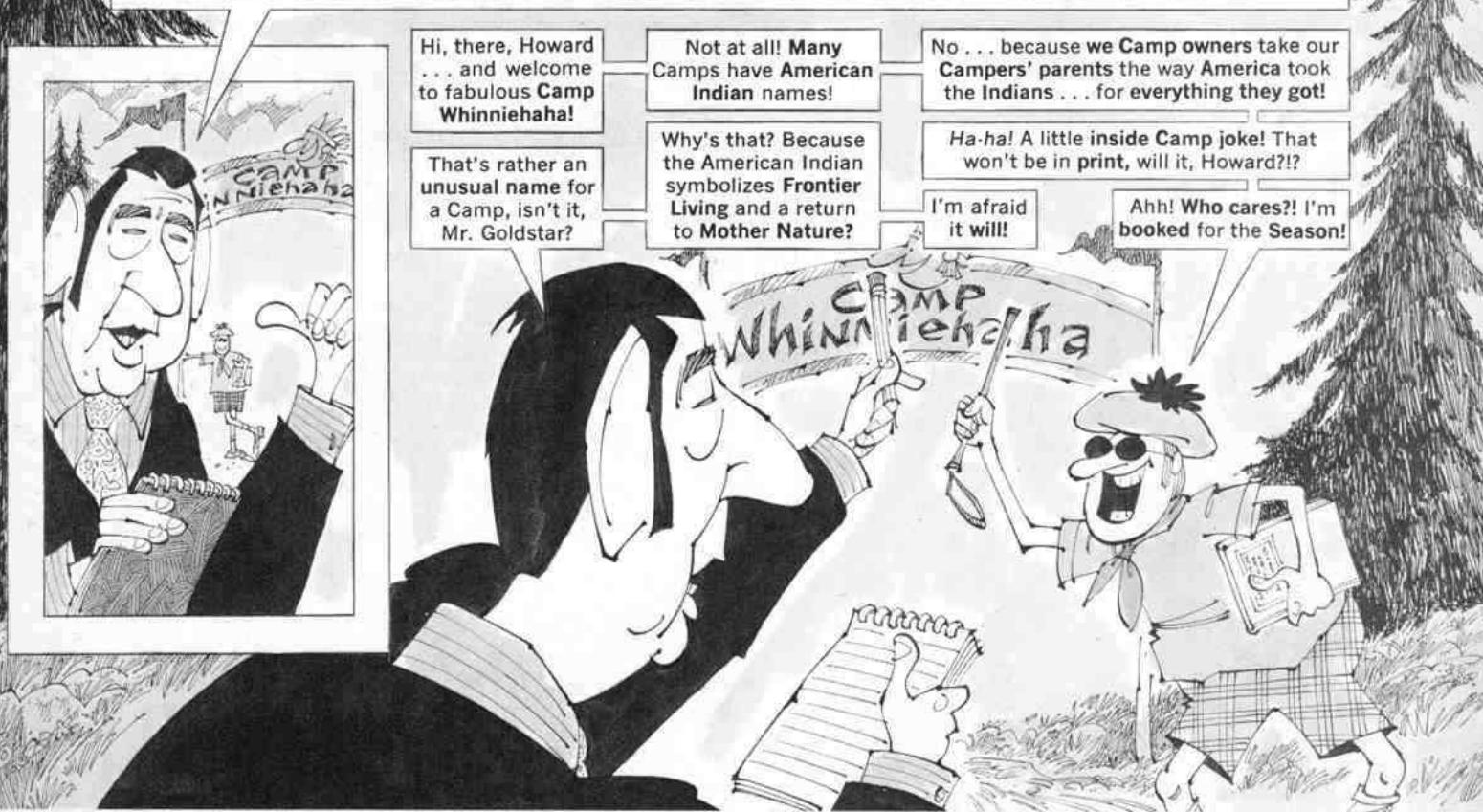


The man that I'm choosing  
Will have to be  
An expert in household ef-fic-i-en-cy;  
The gent whom I adore  
Will cook pot-roast for two while he glo-coats the floor;  
He'll launder my undies with loving care;  
He'll serve up the snacks when my Lib group's there;  
He's repairing  
What I'm tearing—  
Like this rip in the pants suit I'm wearing;  
A wife I'm abusing  
The man that I'm choosing  
Will be.

**BUNK DEALERS DEPT.**

Hello! I'm **Howard Excell!** Every so often, MAD Magazine selects famous TV interviewers to speak to important business or professional leaders in various fields. Well, this issue, I lose! So join me now as I interview **Mr. Sidney Goldstar**, who has just been chosen...

# MAD'S SUMMER CAMP OWNER OF THE YEAR



ARTIST: PAUL COKER, JR.

WRITER: LARRY SIEGEL

As the owner of a Summer Camp, Mr. Goldstar, you must really like kids!

Frankly, I hate their guts! But that's what I've got Counselors for—to keep 'em off my back! Personally, I don't understand kids! I've got no patience with them! And I have no relationship with them whatsoever! Boy, am I glad this isn't an all-year 'round job!

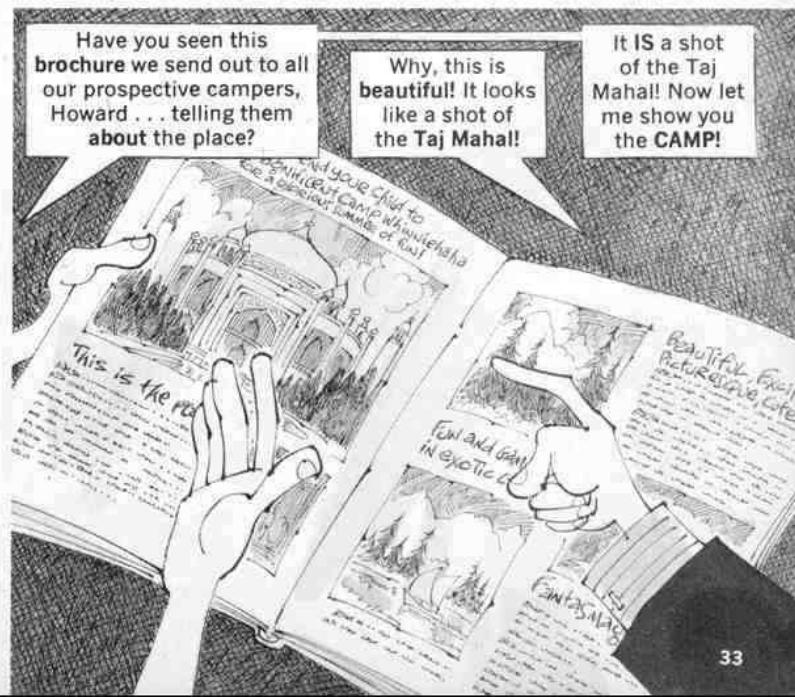
What do you do the rest of the year?

I'm a High School Principal!

Have you seen this brochure we send out to all our prospective campers, Howard . . . telling them about the place?

Why, this is beautiful! It looks like a shot of the Taj Mahal!

It IS a shot of the Taj Mahal! Now let me show you the CAMP!



JACK LOVES P...

This is the Camp?!? But this place doesn't look at ALL like the picture in the brochure!

Of course, not, Silly! After all, there's only ONE Taj Mahal!

But that's outright false representation!! What happens when the Parents come up to camp on Visiting Day? This must be the biggest shock of their lives!

The second biggest!

The . . . SECOND?!? But what could look more broken-down and horrible than this . . . this Camp?!

The CAMPERS! Twenty pounds underweight! Covered with poison ivy! You talk about shock?!? Boy, I'm glad I don't have to go near them!

What do you say we drive back to the city and meet the new Campers at the Bus Terminal! The Camp Season begins today!



Look at them, Howard! A sea of shining, eager faces . . . ready for a whole Summer of wild adventure without a worry or a care in the world!

Why, those kids look miserable to me! Most of them are crying!

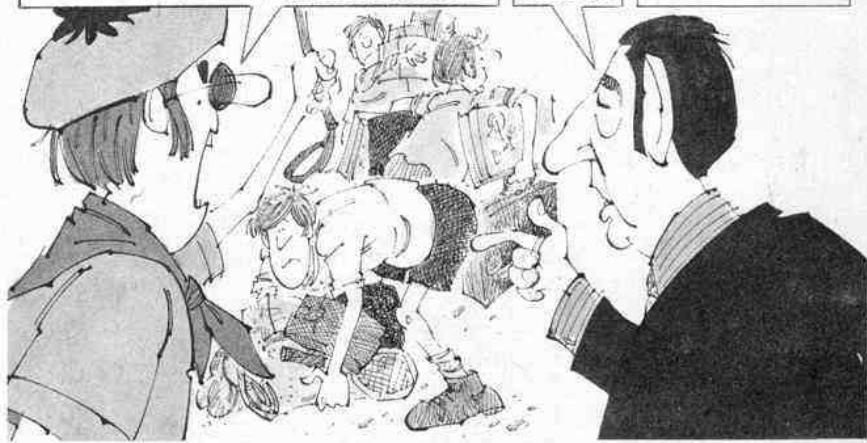
Who's talking about the kids?! I mean the Parents! They're gonna have a ball with those brats off their backs!

There are some of my Counselors, Howard!

Okay, you Counselors! Get the baggage on board! Round up the kids! Take roll-call! Lead them in song! Keep them amused! Take them to their bunks when we arrive! Help them undress! Then, lights out at 9:00!!

What do you pay your Counselors, Mr. Goldstar?

Who pays them?!? If they're lucky, they'll pick up tips! But why think about money when they're here to have FUN?!?



Well, here we are . . . back in Camp, Howard! This is a typical Bunk!

Look at the water pouring down from the ceiling!

Aside from that, it's really very comfortable in here! Except when it rains!

You can say that again!

So let's hope it doesn't rain!

You mean it's NOT raining?! So where's all the WATER coming from?!

How do I know?! You want to know about leaking water—go interview a Plumber!

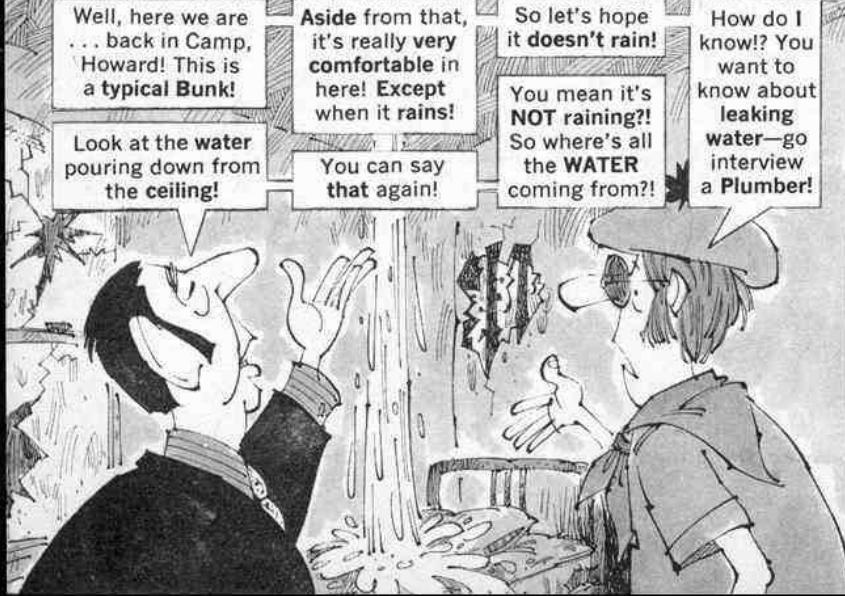
Now let's look at the Dining Hall . . . Whoops! Watch out for the Garbage Truck, Howard!

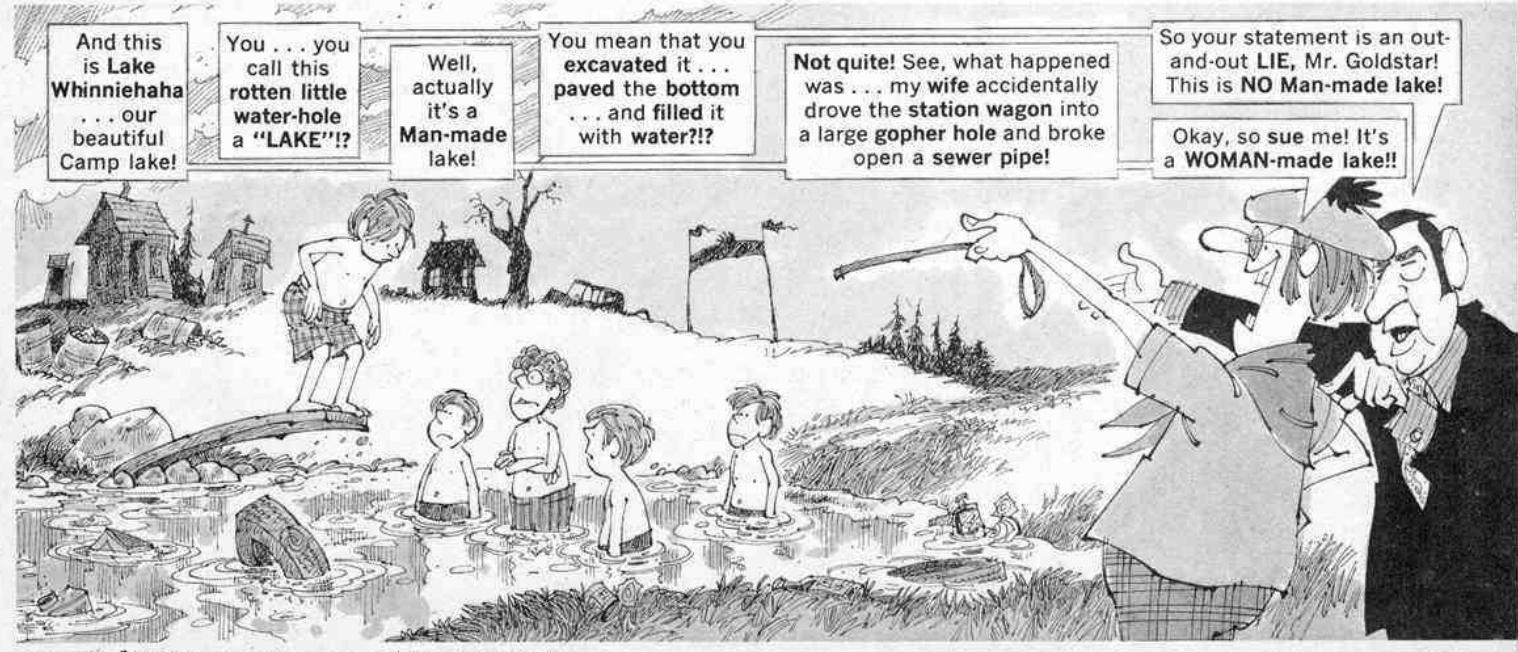
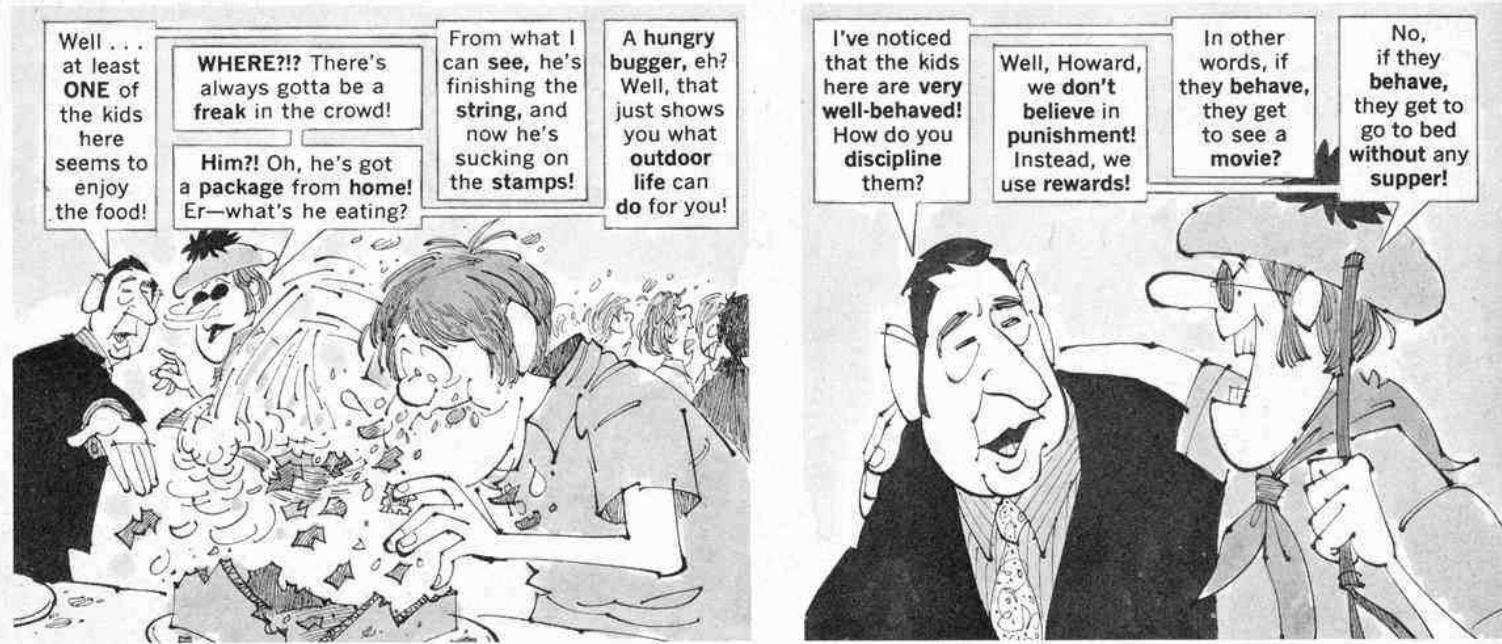
Where's HE going?

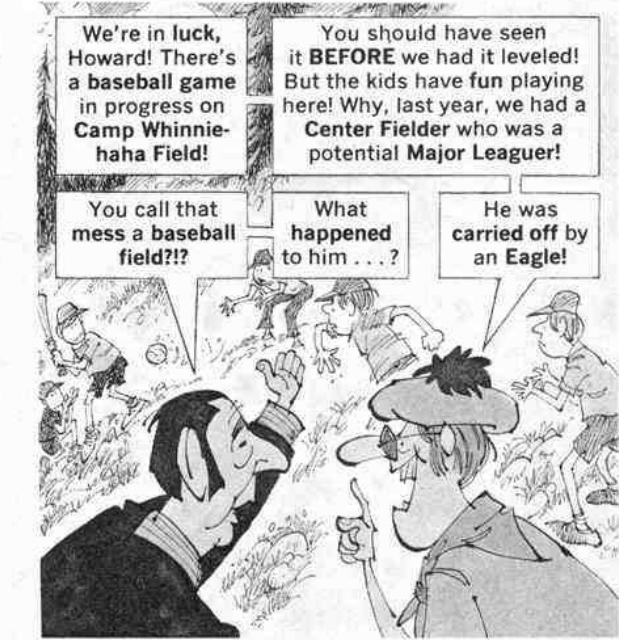
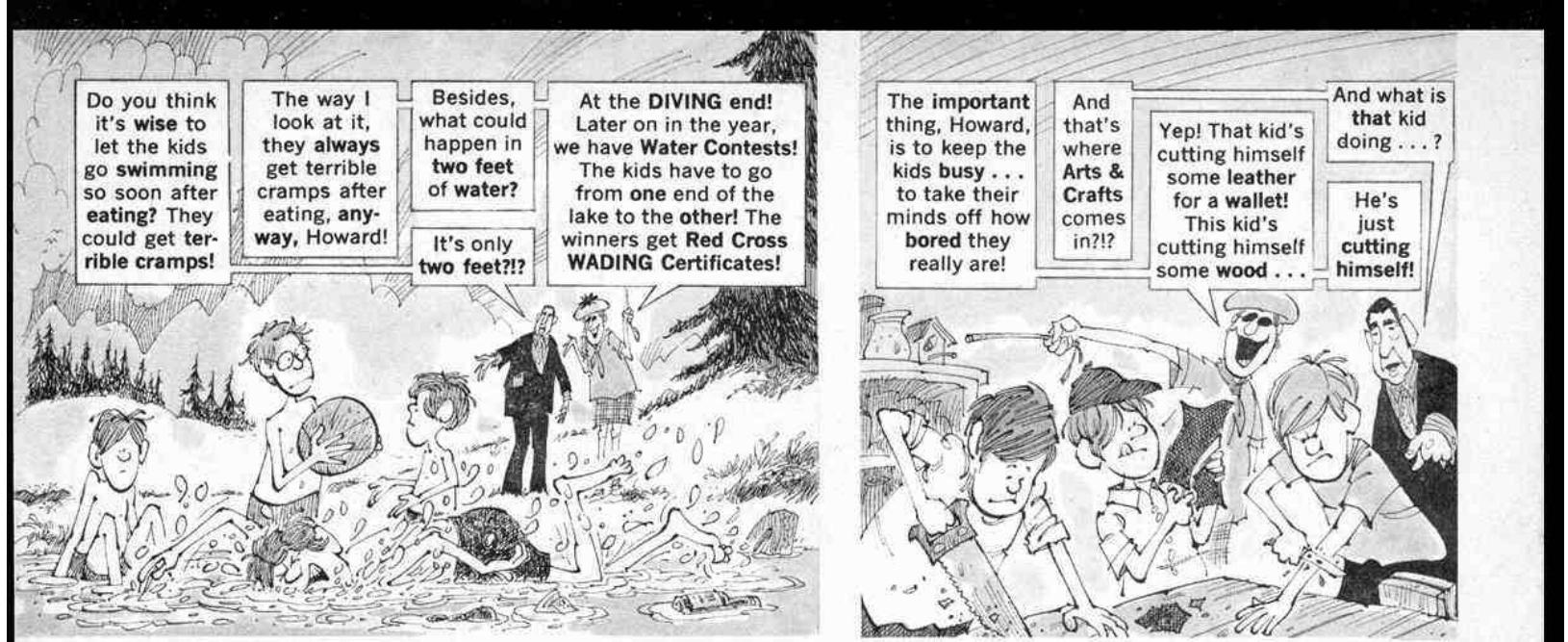
To the Kitchen entrance! But I'm not sure if he's taking away the garbage, or delivering the Dinner! Ha-ha! That's another little Camp joke . . .

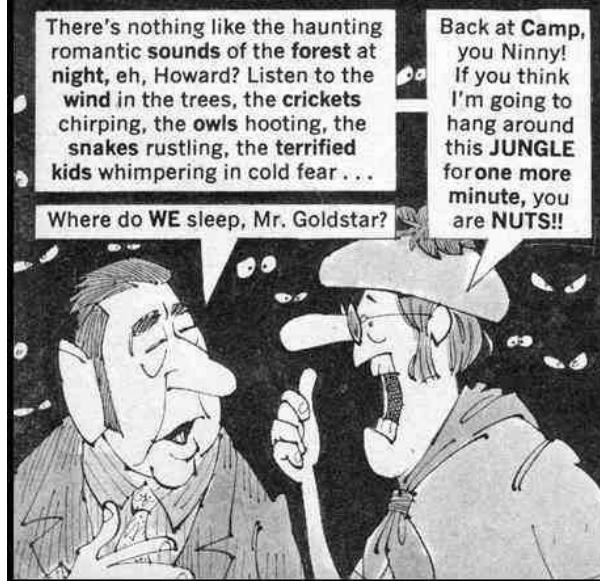
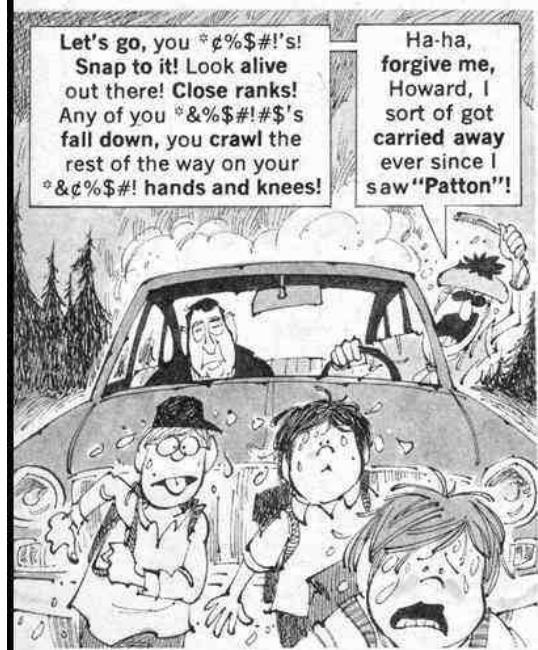
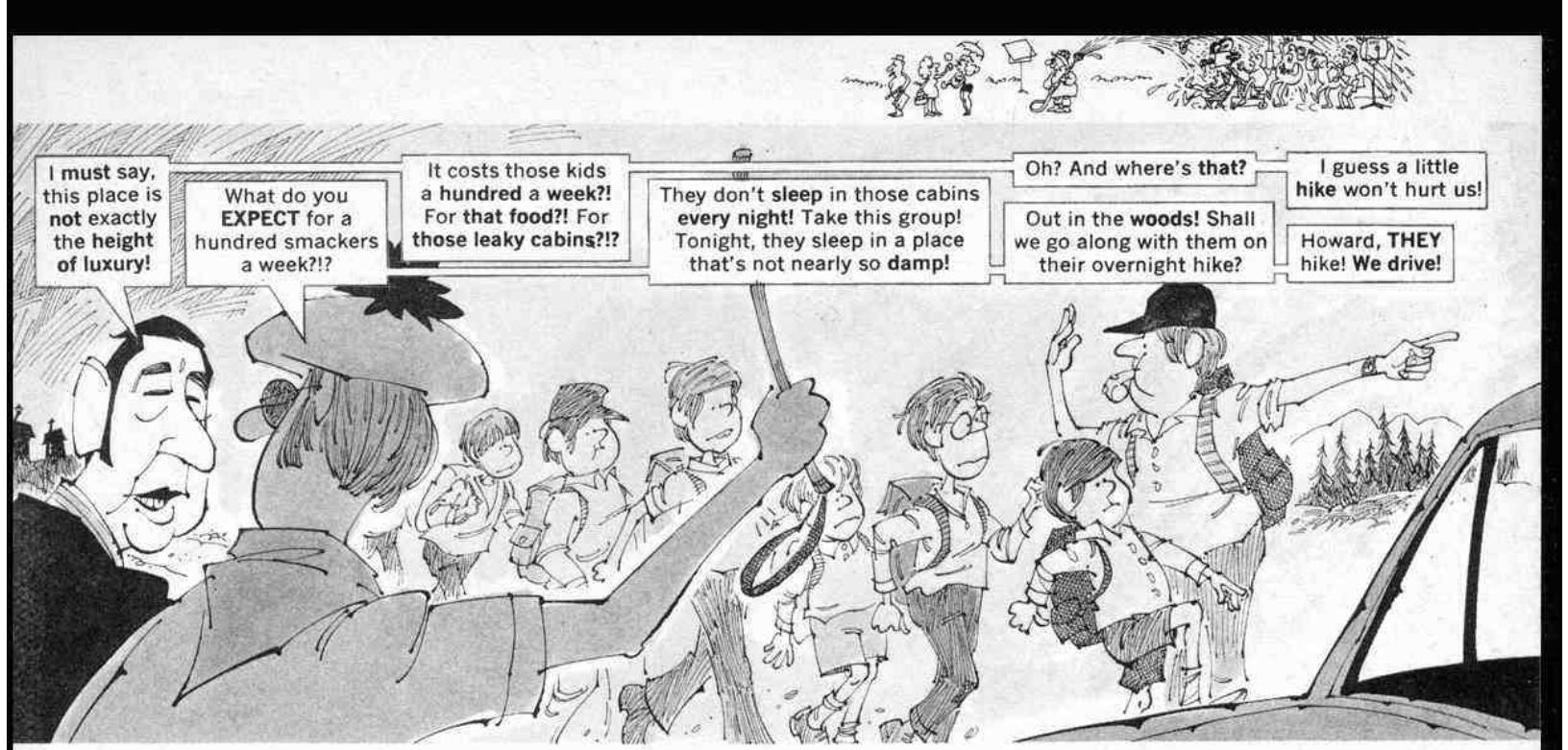
You seem to have jokes for everything here!

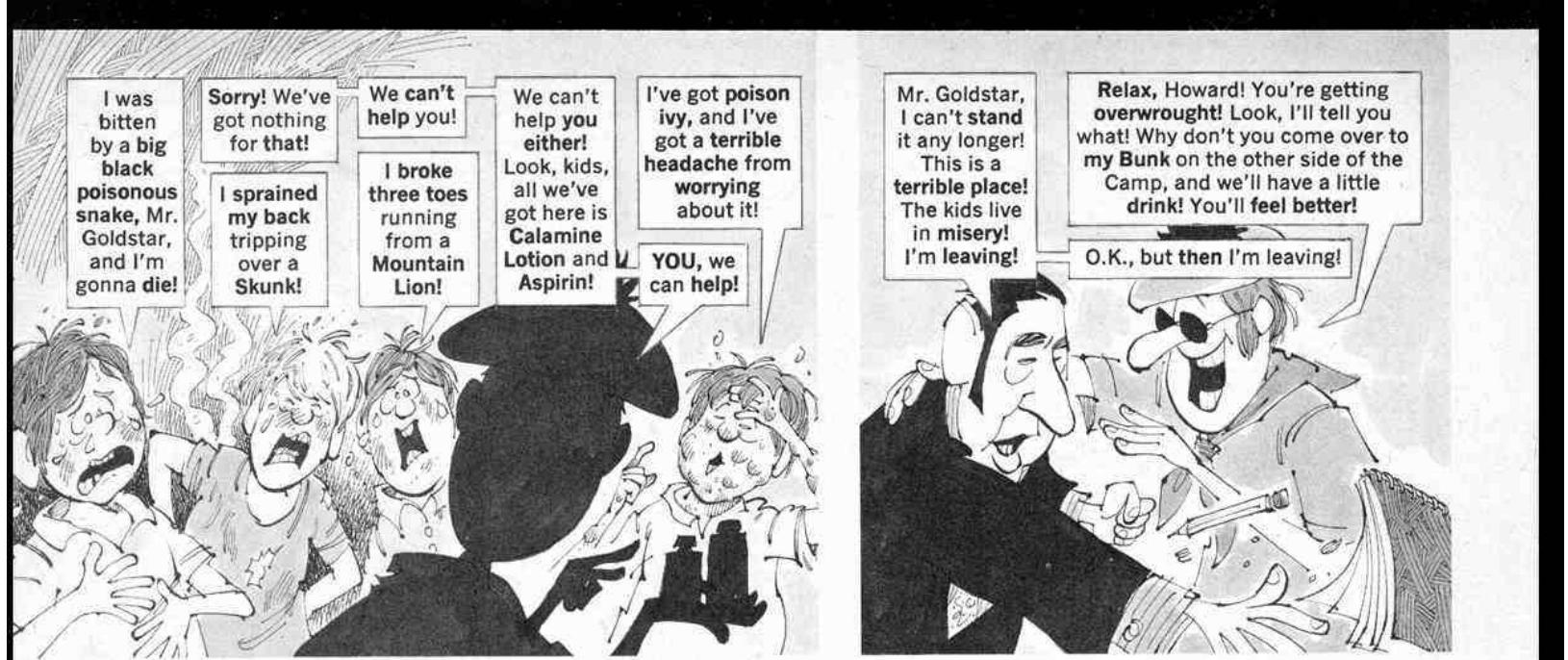
You said it! And Camp food is the biggest joke of them all! Come! I'll show you!



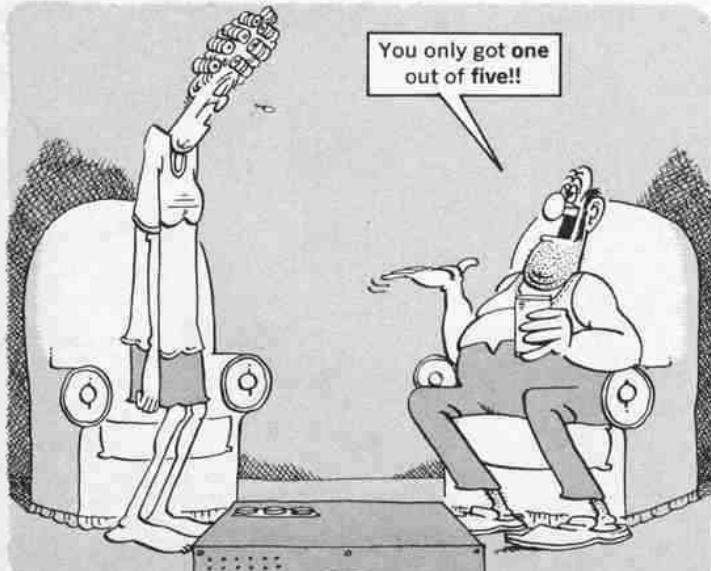
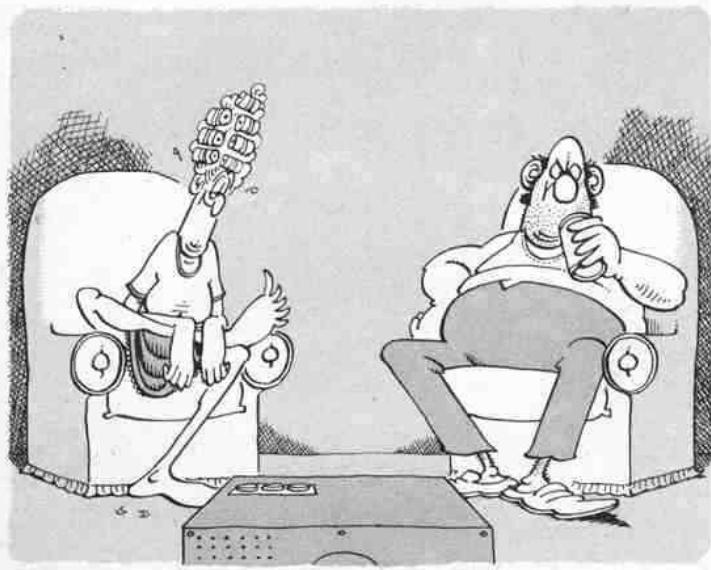
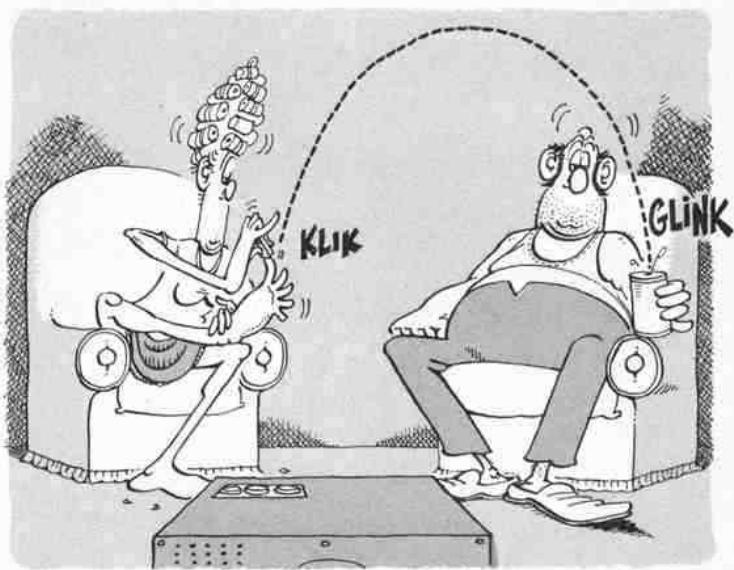
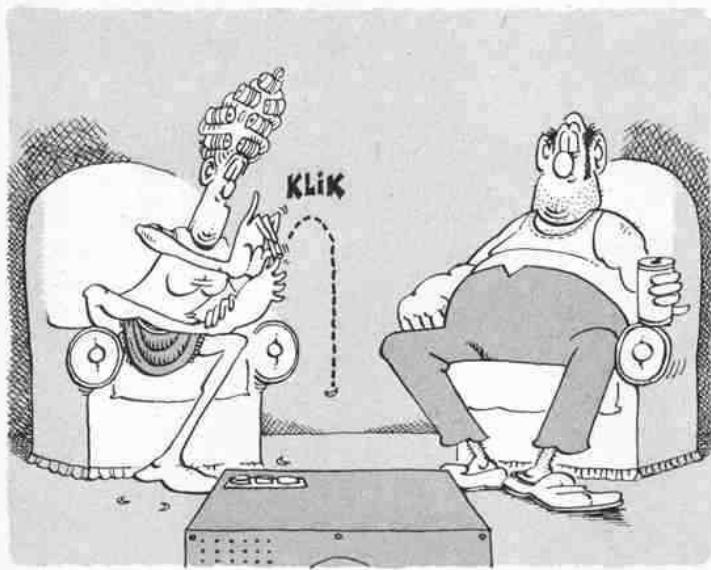


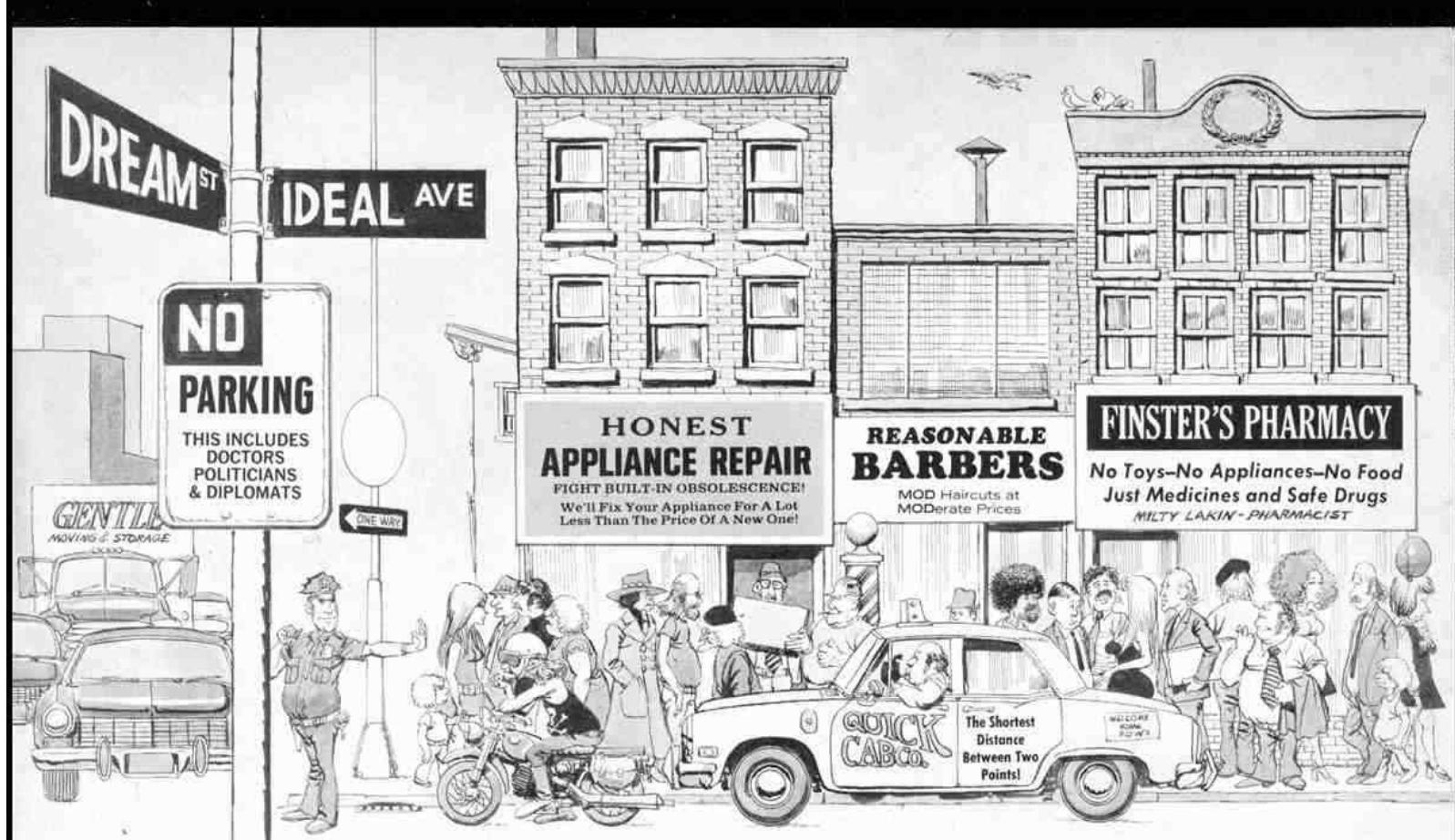






# ONE EVENING AT HOME



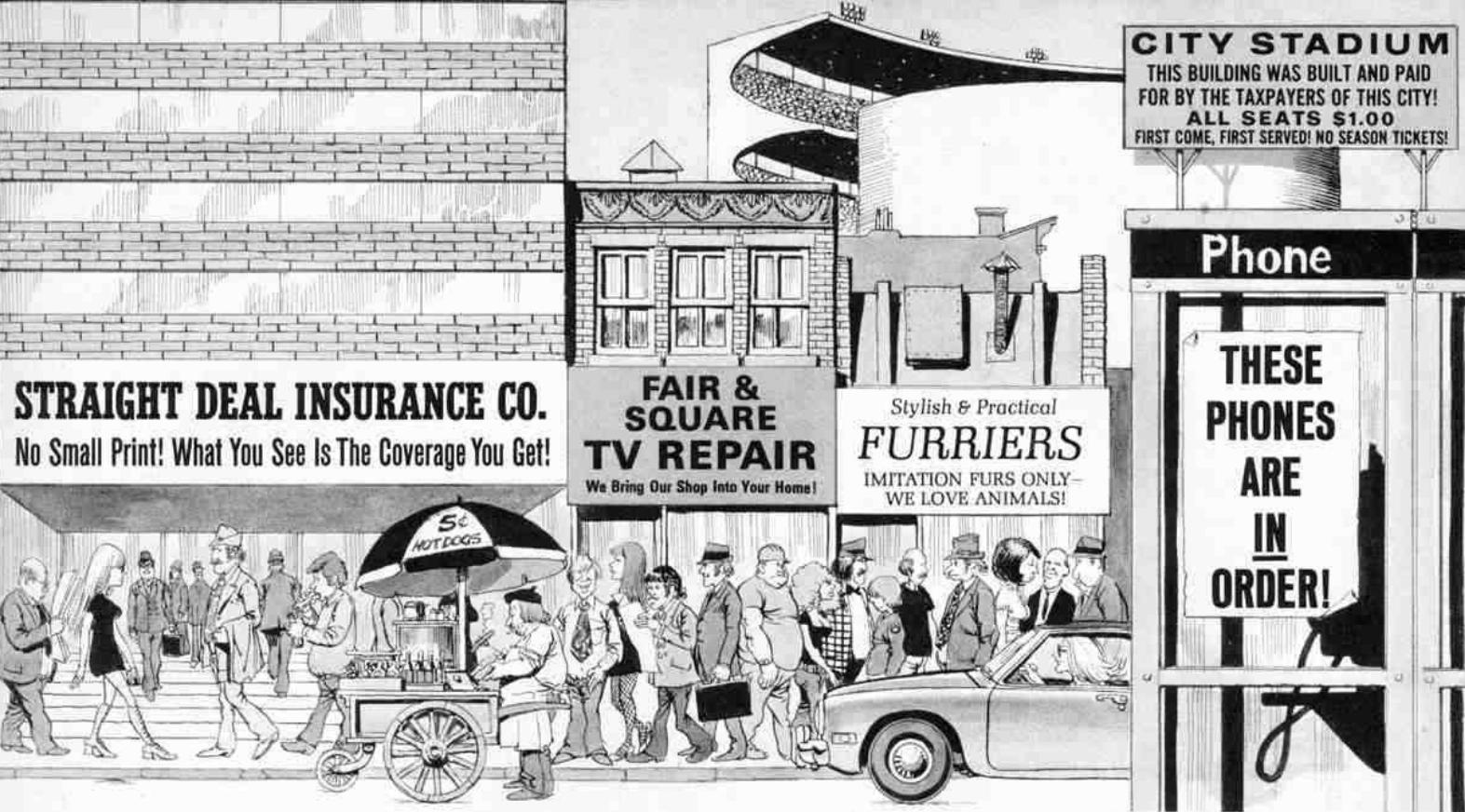


THOROUGHFARE-PLAY DEPT. PART I

# A MAD CITY STREET SC

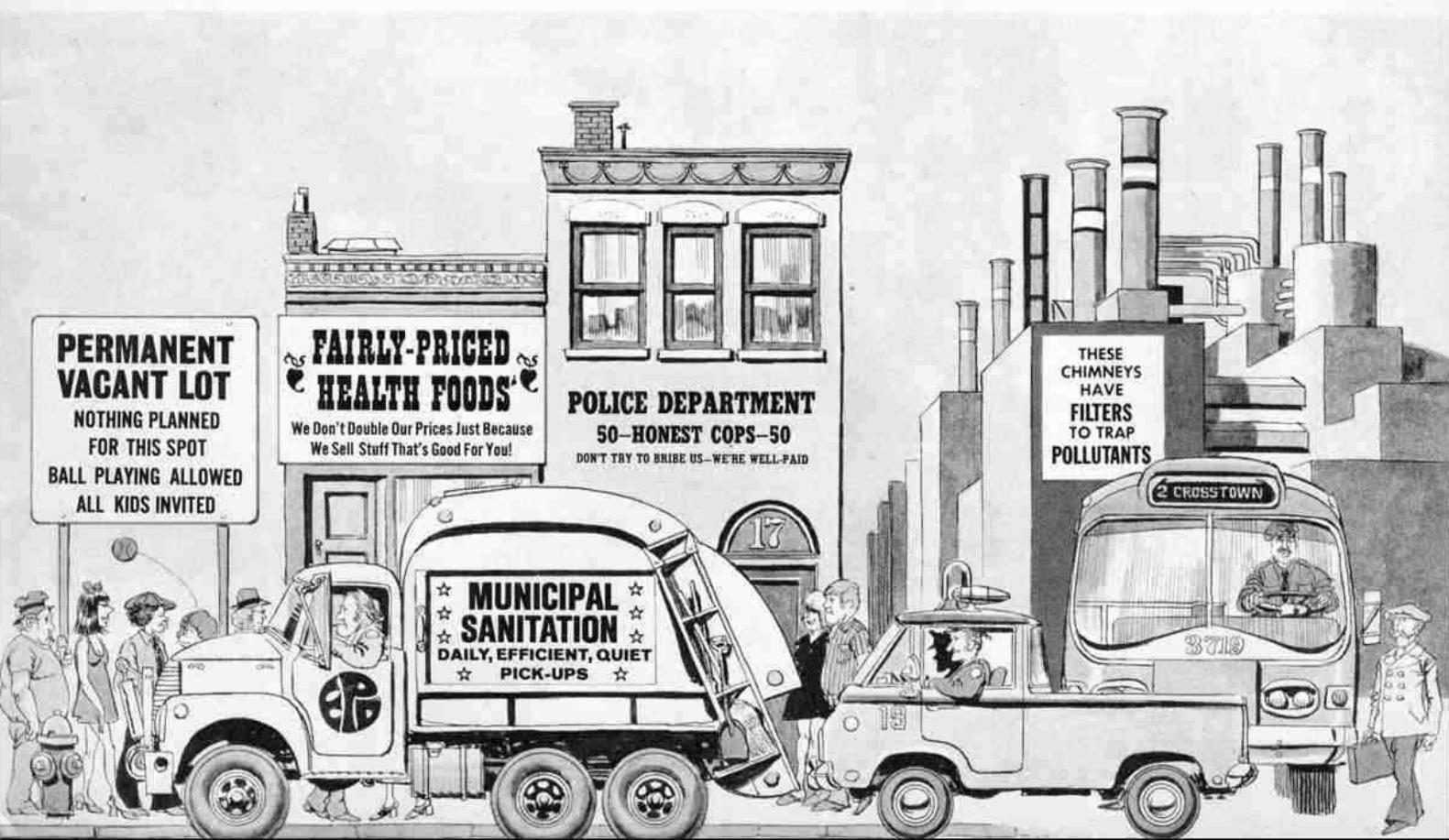
WRITER: LOU SILVERSTONE

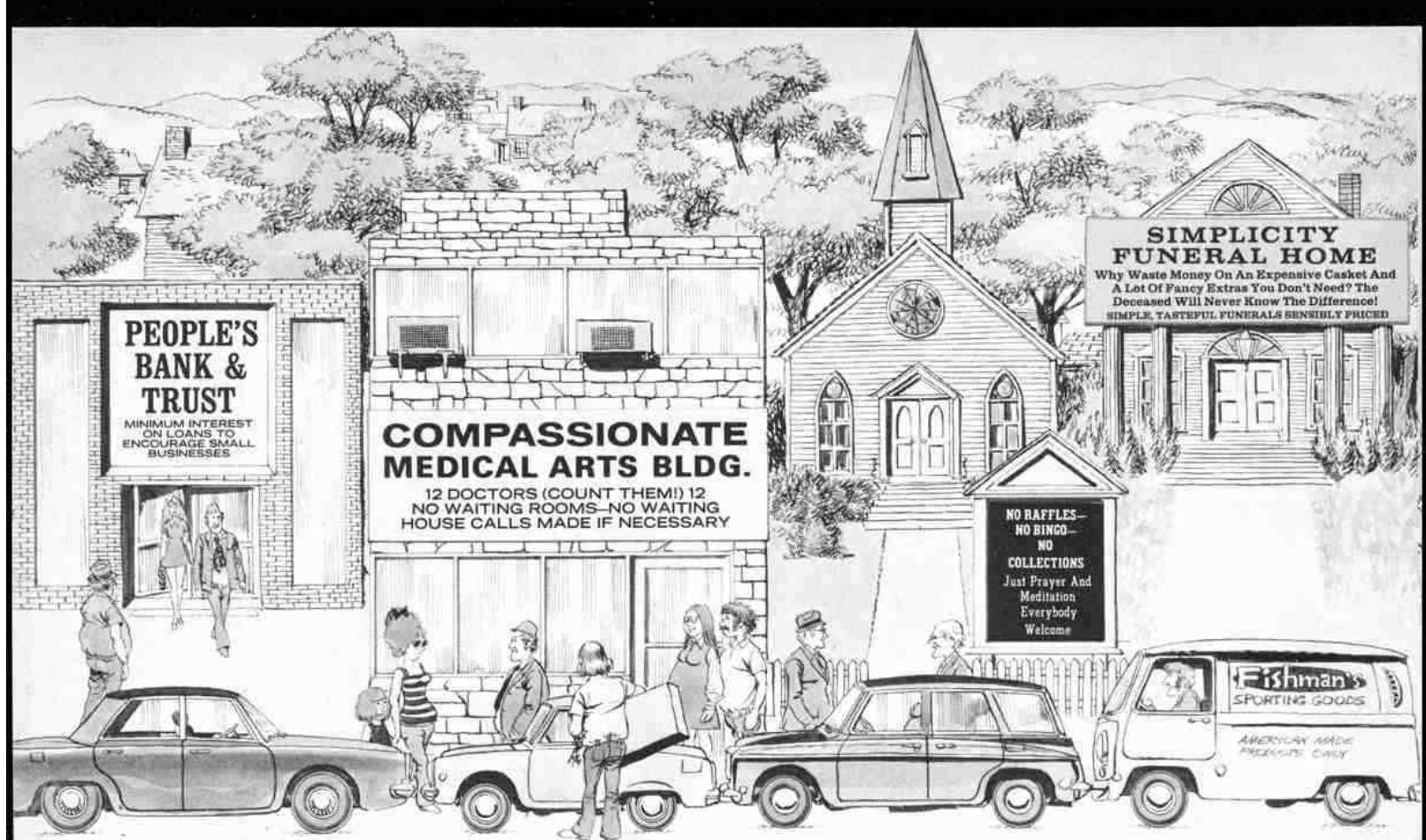




# ONE WE'D LIKE TO SEE

ARTIST: GEORGE WOODBRIDGE





THOROUGHFARE-PLAY DEPT. PART II

# A MAD SUBURBAN STREET SCENE WE'D LIKE TO SEE



After subjecting the American TV Viewing Public to "All In The Family," in which the Right-Wing Reactionary point of view was thoroughly misrepresented, and bigotry was depicted as lovable, C.B.S. is now blessing the Left-Wing Liberal point of view with *equal time* . . . and *equal misrepresentation* . . . by subjecting the TV Viewing Public to the ravings of a large loud lady named

# BAWDE



Now, everybody clear out! I've been appointed by the League of Baritone Women to head up their "Voter Registration Drive", and I have a lot of calls to make!

You can start with ME, Bawde! I'M not registered to vote!

Wallow, don't be ridiculous! You are the very type we want to take the vote AWAY FROM . . . a middle class white Male! Yeccccch!!

Bye, Mom! if you need me, I'll be making hand grenades for the Black Panthers all morning! I'll be at an Anarchist Lunch Rally! And this afternoon, I'm helping Weathermen throw rocks at Public Buildings!

That's really great, Dear . . .

I'll just be at the Hospital . . . performing delicate surgery to save a victim of a Coronary!

Artery . . . when are you ever going to stop fooling around and start making something of yourself?!!?

What do you mean, you can't register to vote because you're not a citizen?!! Listen, Golda, I didn't blow twenty bucks on an overseas call just to have you turn me down!

Oh I wish I wuz in de land ub cotton!

Utah . . . I don't want to hear you singing that song in this house again!

What's wrong with it?

It merely reinforces the stereotyped image of your people that bigots already have! Now, tap dance out to the kitchen and enjoy some of that nice watermelon I bought you!

Just sign your little names here . . . and you can become registered voters for the Gay Liberation Party, the Universal Abortion Party, or the Pro-Porno Party . . .

Lady, we're only selling COOKIES! We don't know what those things mean!

I know you don't! But our viewers do! And you brats just gave me a chance to boost our Nielsen rating by shocking twenty million people three times in one sentence!

I'll buy ALL of your cookies if you each pick out fifty ethnics to call and demand that they vote against WASP chauvinist swine!

Bawde, why don't you give all this up, and use your natural ability to help people who really need you?

You mean . . . I should go to Washington and lobby for the underprivileged??

No, you should go to Detroit and play Linebacker for the Lions!

God will get you for that, Wallow!

Gee! That's the 217th time this season you've said that, but I never get tired of hearing it!

Why? Because it shows that I still have a sparkling wit, even though I'm angry??!

No . . . because it still gets a laugh, even though it's NOT FUNNY!!

By the way,  
aren't you  
home from  
the store  
a little  
EARLY,  
Wallow?  
It's only  
9:30 A.M.!

I know! The Producer  
thought I might shock  
a few more stations  
into cutting us off  
the air this week if  
I just hung around  
the house and talked  
about my hemorrhoids!

Well, I'm busy!  
So if you plan  
to make a lot  
of sexy remarks  
leading into a  
vulgar bedroom  
scene, you'll  
have to do it  
with the Maid!!

What a  
great idea!  
It's so  
shocking,  
even the  
Producer  
hasn't  
thought  
of it yet!

Veg-a-table  
Man is-a  
here, Lady!  
Oh, good! I  
must get you  
registered as  
a Minority  
Group Voter!

I'm-a not sure that's  
such-a good-a idea!  
Nonsense! Think of Old  
World pride! Wouldn't  
you like to some day  
cast a ballot for a  
candidate with the  
same heritage as you?

Sure! But-a  
who'll-a buy  
veg-a-tables  
from-a me on  
this-a show  
again when  
they find out  
I'm-a vote for  
Spiro Agnew!



I want a big bunch  
of dried carrot  
tops and fifty  
pounds of bananas!  
Then go tell all the  
neighbors about it!

Tell 'em-a  
what? That  
you people  
eat-a weird  
food?

No . . . that we smoke it,  
and you're our Pusher!  
We need that type of  
status symbol to  
maintain our image as  
enlightened Liberals!



Call the  
Police!  
There's a  
Spick  
rooting  
through  
my clothes  
closet!

Don't ever use that ugly  
word to describe one of  
our underprivileged  
Latin-American brothers!  
You should be glad to  
share your wardrobe with  
those less fortunate—

He's already cleaned  
out YOUR closet!

Hold these, while I go  
teach that shiftless  
Wetback to keep his  
greasy paws off White  
People's property!



Stop struggling! I  
merely want to  
lend you my  
understanding ear  
as you pour out  
your pathetic tale  
of oppression that  
forced you into a  
life of Crime!

Then please stop  
tearing off MY  
understanding  
ear, or nothing  
will pour out  
except my  
brains . . . all  
over your  
carpet!

You  
shouldn't  
have  
tried to  
overpower  
him alone,  
Bawde!  
That's a  
job for the  
Police!

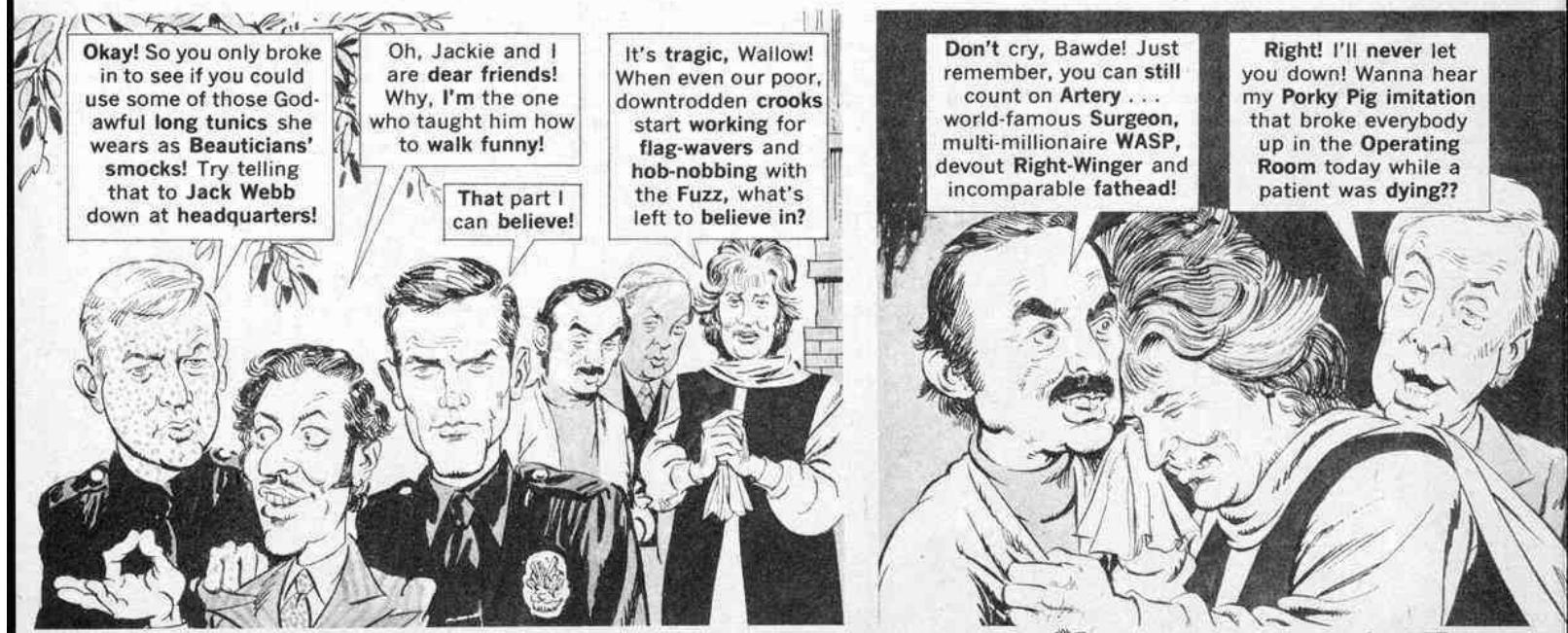
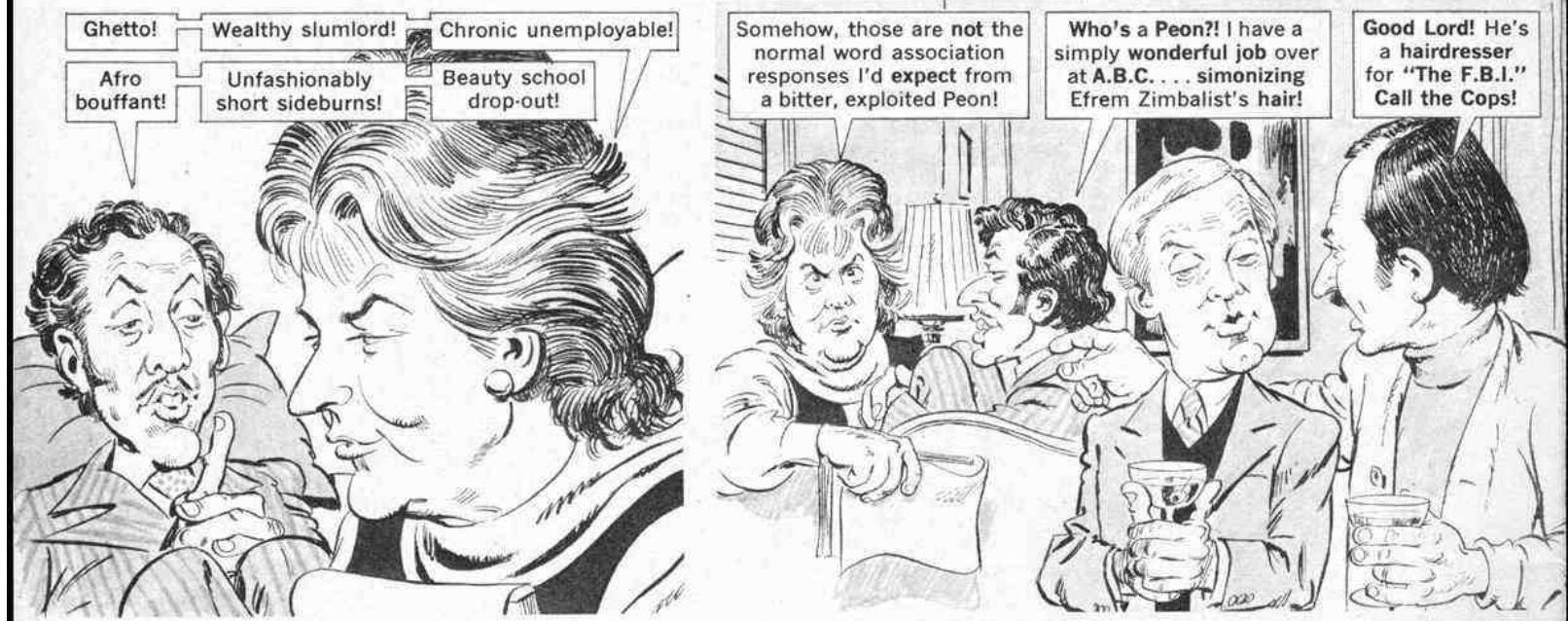
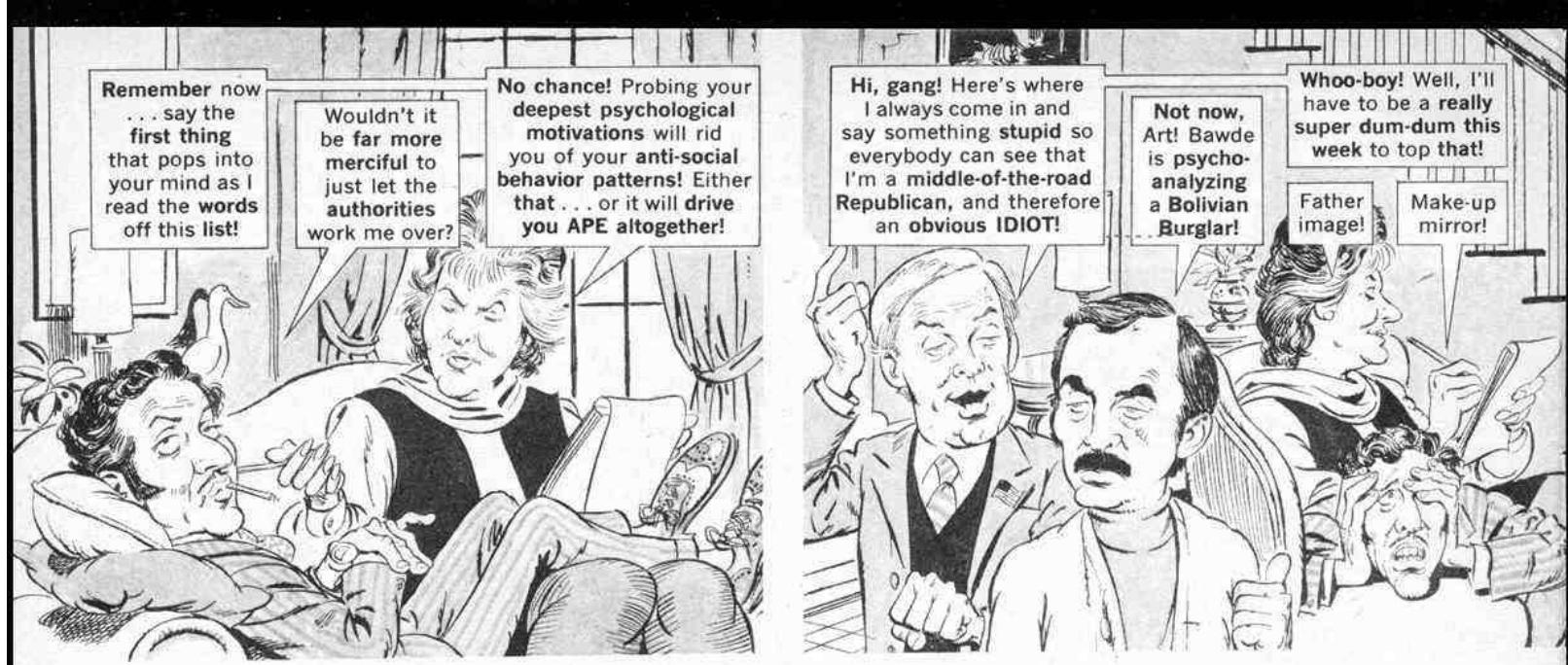
ME . . . turn a fellow  
human being over to  
the brutality of those  
Fascist Pigs?! Never!!  
Besides, this was  
the first chance I  
had to practice  
since I won my  
Black Belt in  
Groin-Kicking!

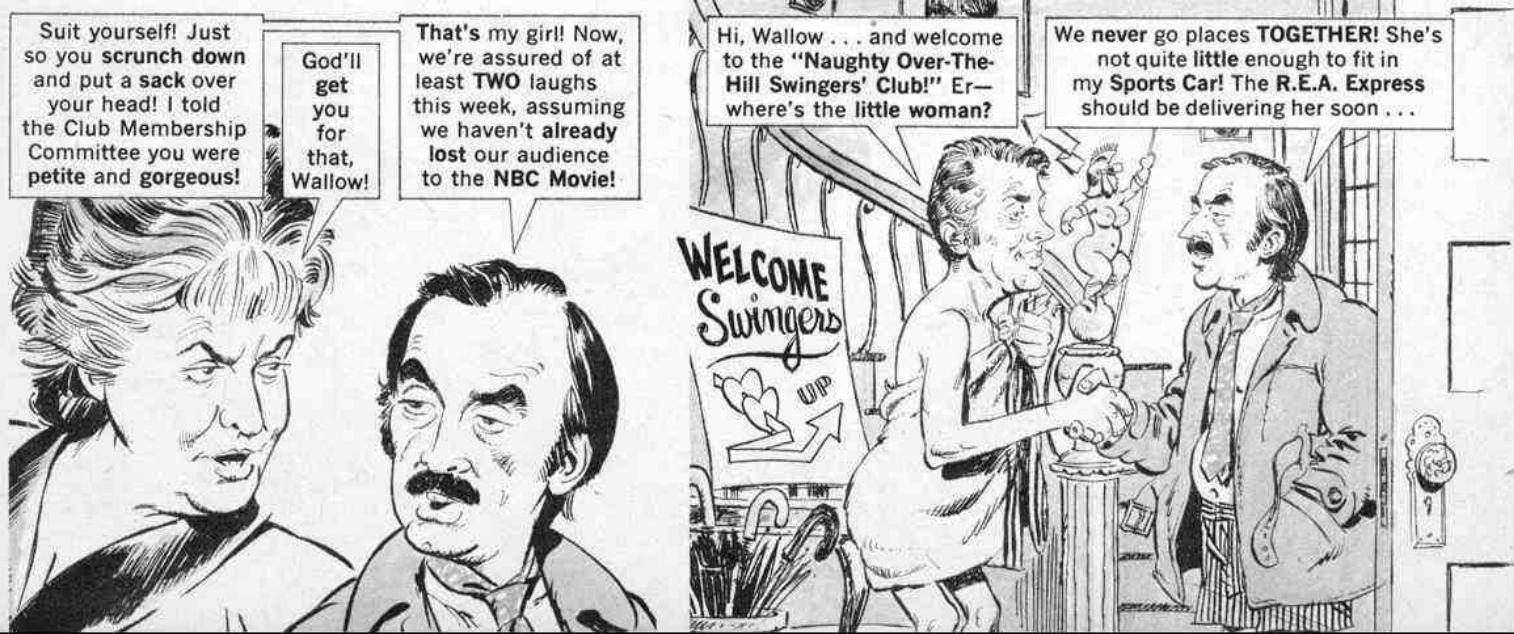
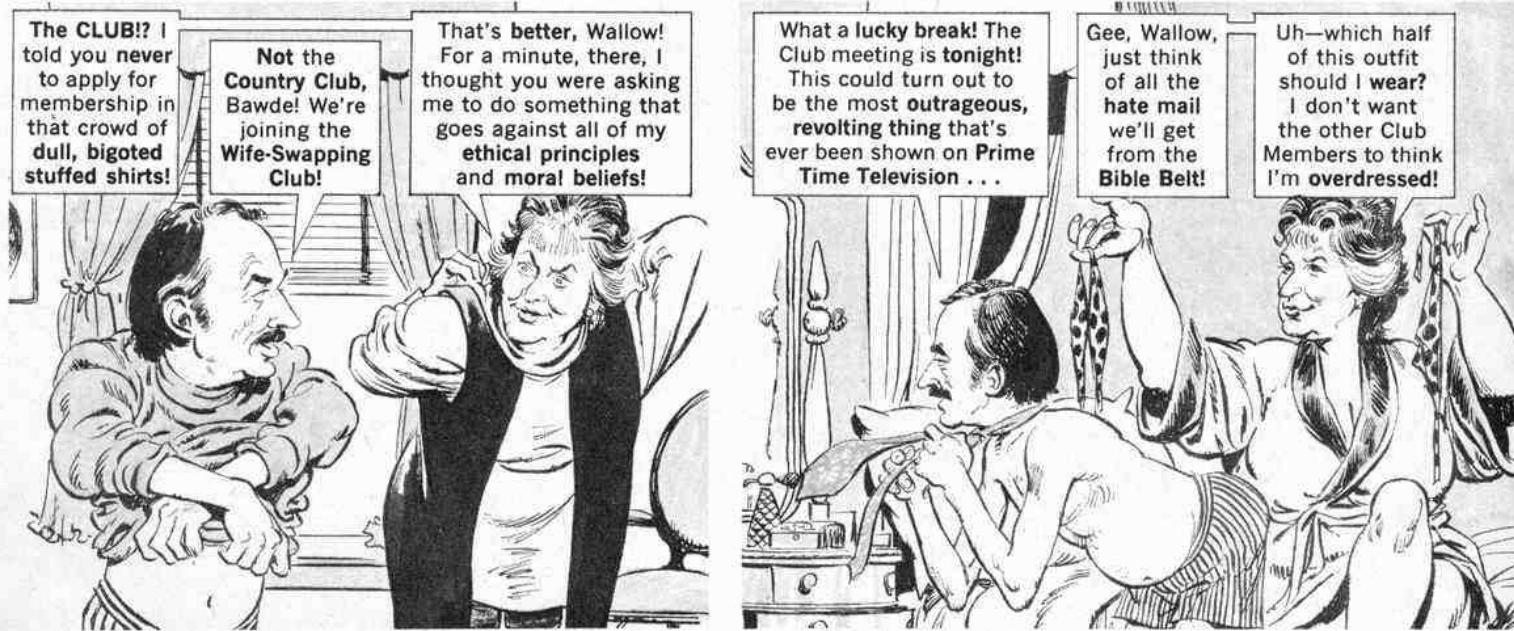
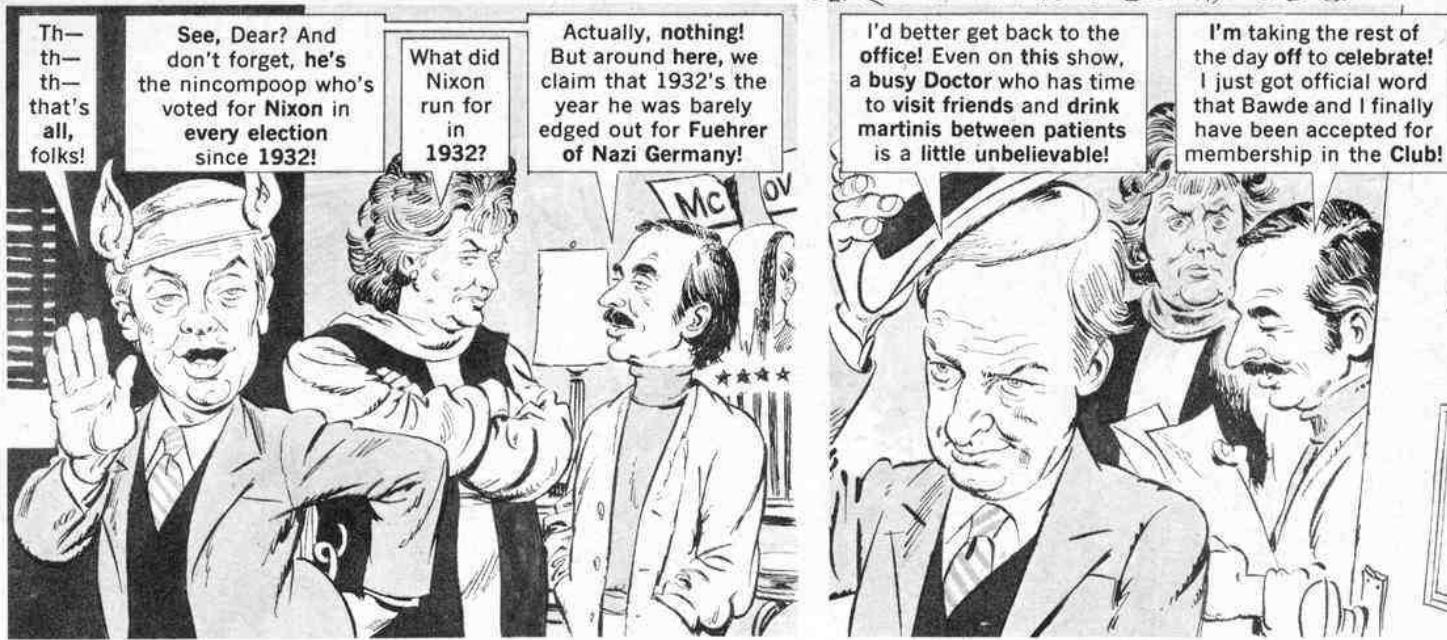
What an earache  
she gave me! Ooh!

We don't discuss  
mundane physical  
problems like ear-  
aches in this  
house! How are  
your hemorrhoids?

Well . . .  
like most  
Bolivians,  
I don't  
especially  
like being  
called  
either  
one!







Well, I guess you want to get started on the fun and games, so I'll introduce you to the hot little chick you've drawn for tonight!

Great! I can see that this is going to be a big milestone in TV Comedy . . . the pinnacle of raunchy bad taste . . . the ultimate disgusting shocker!

Edith . . . say hello to Wallow!

Pleased t' meetcha, I'm sure!

Well . . . ol' Buddy? What do you think?

I think I was right! This is definitely the ultimate disgusting shocker!

Somehow, you don't seem quite the type to be at a place like this!

Oh, I'll go anywhere to get away from home! My Husband's always throwing tantrums and spouting his crazy opinions and treating me like an idiot!

No kidding? I thought I was the only one who had that kind of marriage!

. . . and if you attempt to talk sense, does yours try to stifle you?

That's his favorite word! My! The two of them are so much alike, you would think they were dreamed up by the same Producer!

They WERE! Which explains why we have so much in common! Now, let's go someplace and talk about US!

A double divorce ceremony?! I'd like that! But how could we earn a living without them?

Easy! We'll start our own TV Series! Maybe call it something like "Peace and Quiet In The Family"!

Oh, that should be a big hit with all the viewers who are fed up with smut and screaming and social messages on Comedy Shows!

Yeah! And to be really different, we'll co-star a couple of kids who just act NORMAL!

GOD'LL GET YOU FOR THIS!

Are you sure that's your Wife?! It sounds exactly like my Husband!!

**REA**

**SCRE**

**ECH**

HANDLE WITH CARE

**SC**

**REA**

**FRAG**

WHAT OLD  
INDIAN TRICK  
IS ACTUALLY  
AVENGING THE  
WHITE MAN'S  
MASSACRES?

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

The White Man's guns were just too much for the primitive American Indians. But the Indians had a "secret weapon" far deadlier than their bows and arrows. Today, its impact is being felt more and more. To find out exactly what this sneaky Weapon of Revenge is, fold in the page as shown.

FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



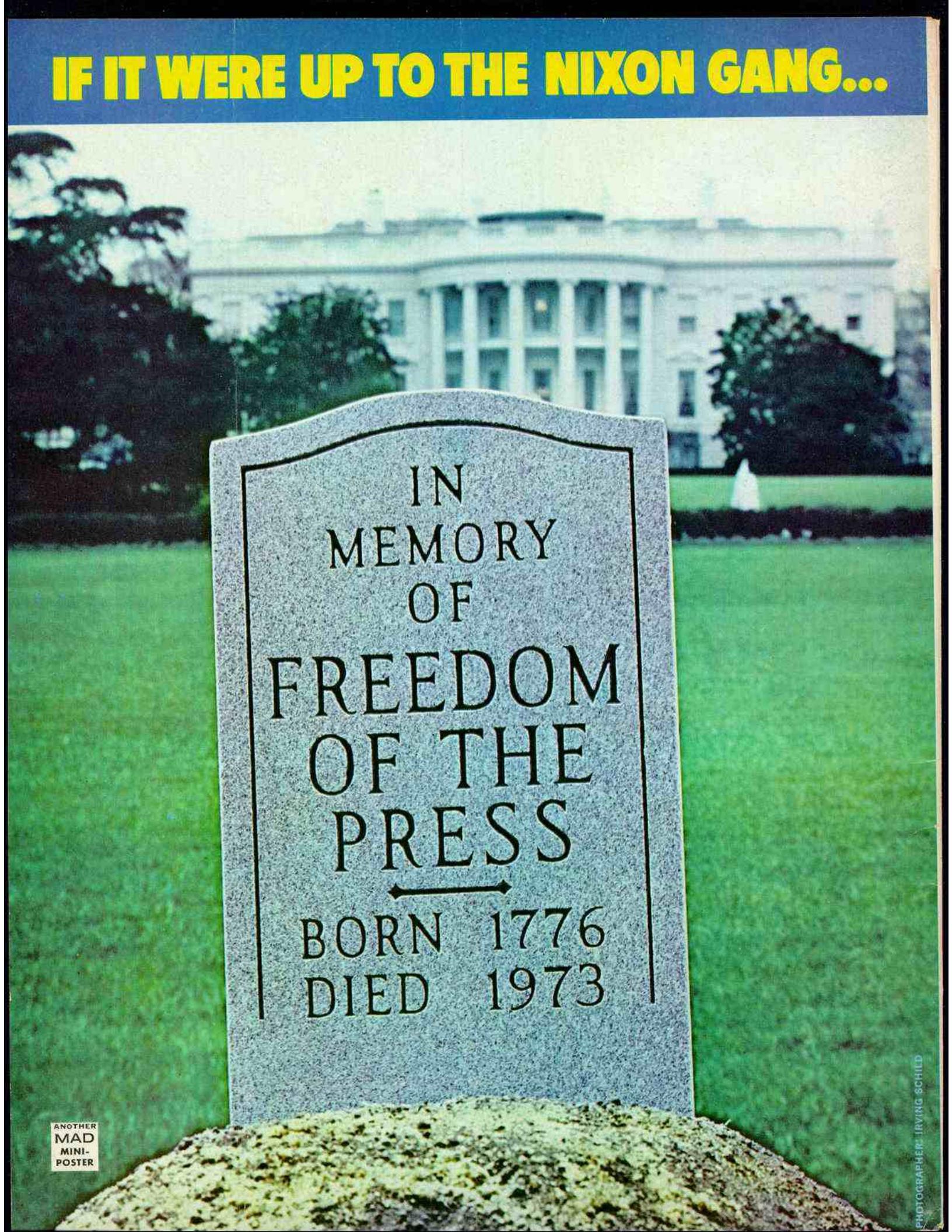
THE U.S. GOVT.'S INDIAN POLICY HAS ALWAYS BEEN BADLY  
TAINTED. MANY UNDESERVED, SAVAGE ARMY ATTACKS BROUGHT  
PALMS-OUT SURRENDERS. SUCH WARS WERE ALWAYS THE PREFACE  
TO SMELLY TREATIES CALCULATED TO KEEP THE INDIANS BROKE

ARTIST & WRITER:  
AL JAFFEE

A

B

# IF IT WERE UP TO THE NIXON GANG...



IN  
MEMORY  
OF  
FREEDOM  
OF THE  
PRESS  
BORN 1776  
DIED 1973