

No.
155
Dec.
'72
33230

MAD

IND

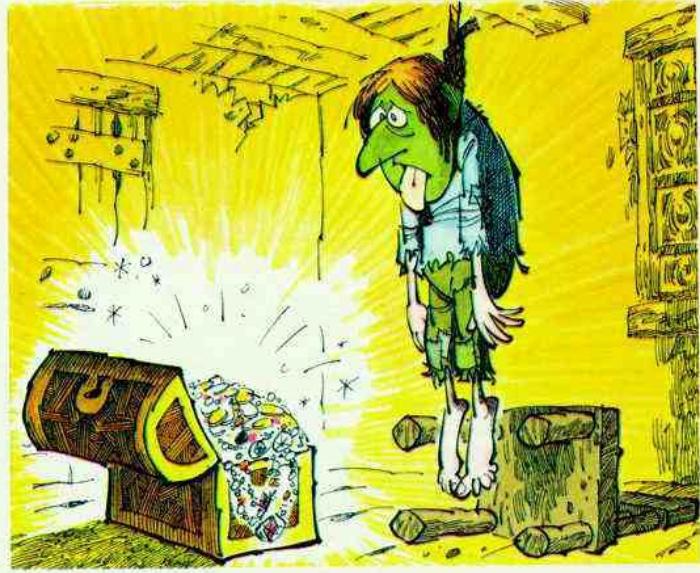
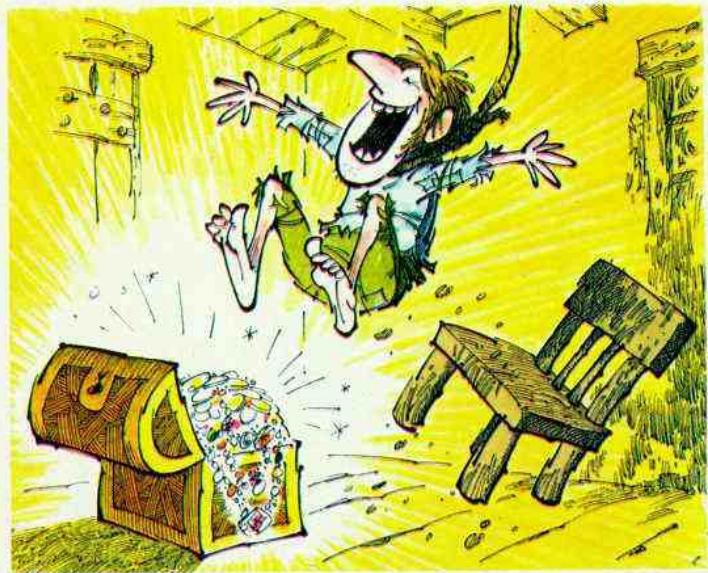
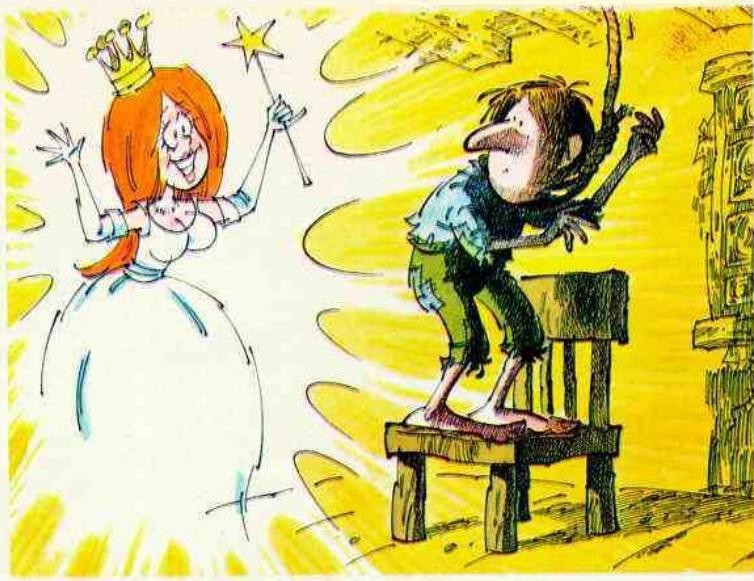
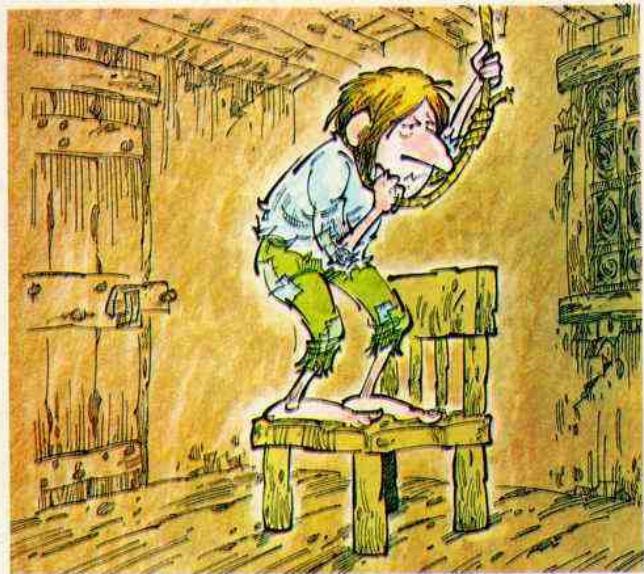
OUR PRICE
40¢
CHEAP



**IN THIS ISSUE
WE BLAST...**

The Godfather

A GRIM FAIRY TALE



MAD

"Many of our politicians who were swept into office should have been brushed aside!"—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, JOAN ZECCA,
CURTIS ANDERSON, DAVE FRASER *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Commuting 28

DON MARTIN DEPARTMENT

One Tuesday Morning 13
One Day At The Photographer's 38
One Day At A Seance 42

INSIDE-OUCH DEPARTMENT

Behind The Scenes At Your Power & Light Company 17

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy 23

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" by Aragones **

MOORE OF THE SAME DEPARTMENT

"The Mary Tailor-Made Show" (A MAD TV Satire) 43

POST WASTE DEPARTMENT

A Typical "Mail Order Gift Catalogue" 33

RABBLE-SCRABBLE DEPARTMENT

A Parade Of MAD Co-Signers 14

SPEECH-EASY DEPARTMENT

Bulling Your Way Through Election Campaigns 20

SPORTS-BLASTER DEPARTMENT

Howard At The Mike 39

THE FAMILY THAT PREYS TOGETHER SLAYS TOGETHER DEPARTMENT

"The Odd Father" (A MAD Movie Satire) 4

THE FOREST'S PRIME EVIL DEPARTMENT

A MAD Look At Hunting 24

**Various Places Around The Magazine

MAD—Dec. 1972, Volume 1, No. 155. 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 © 1972 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.

THE ODD FATHER
(Movie Satire)
Pg. 4



A PARADE OF MAD CO-SIGNERS
Pg. 14



BEHIND THE SCENES AT YOUR POWER & LIGHT CO.
Pg. 17



A MAD LOOK AT HUNTING
Pg. 24



HOWARD AT THE MIKE
Pg. 39



THE MARY TAILOR-MADE SHOW
(TV Satire)
Pg. 43



WHY NOT HAVE THE NEXT ISSUE SENT DIRECTLY TO YOUR HOME?



SUBSCRIBE TO

MAD

use coupon or duplicate -----

MAD

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

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

NAME.....

ADDRESS.....

CITY.....

STATE..... ZIP CODE.....

*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!

VOTE GETTER!

Yep, these full-color portraits of Alfred E. Neuman, MAD's "What-*Me* Worry?" kid—suitable for framing or wrapping fish—get our vote as the worst-selling item we ever produced! But you can sway our vote! 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



LETTERS DEPT.



DIRTY LARRY

I saw "Dirty Harry" four times and read "Dirty Larry" eight times. The Tony Bennett caricature made the piece all the more enjoyable. Congratulations to Mort Drucker and Arnie Kogen!

Vince Garofalo
Van Nuys, Calif.

"Dirty Larry" was a disgrace to your fine magazine! When I saw "Dirty Harry," everyone in the theatre was rooting for the cop Clint Eastwood played, Harry Callahan. I think we should all hope that there are such cops to combat the criminals in this land.

Christopher Riley
N. Arlington, N.J.

Warner Brothers has been asking me to do a sequel to "Dirty Harry." Could you please write your story *now* so I could have something to go by. All of us here were absolutely knocked out with "Dirty Larry."

Clint Eastwood
Universal Studios
Universal City, Calif.

SNAPPY ANSWERS TO TV COMMERCIALS

After reading "Snappy Answers To Stupid Television Commercials," I'm finally satisfied that justice has caught up to those unbearable inanities. Thanks for the retribution!

Amelia Bailey
Toledo, Ohio

I tried your "Snappy Answers To Stupid TV Commercials." Thought I was gonna die! Took two Bromo-Seltzers.

Joe St. Lawrence
Norwalk, Conn.

LONGSHOT

Congratulations to writer Stan Hart for using good taste and a great sense of humor in doing the delicate "Longstreet" satire.

Patti Webb
Flint, Mich.

James Franciscus has done a remarkable piece of acting as "Longstreet," and MAD has created a remarkable piece of satire in "Longshot."

Barry Maffris
Chicago, Ill.

"Longshot" was out of sight!

Peggy Ward
Palos Hills, Ill.

WATER OVER THE DAMNED

During the recent flooding caused by hurricane Agnes in Pennsylvania, we had a foot of water in our basement. It completely destroyed a pile of rags and every single MAD magazine or book I owned. I'll miss those rags.

Ed Seitz
Elizabethtown, Pa.

MAD "RELIGION IN AMERICA" PRIMER

I have been a fan and avid reader of MAD for many years, but have neglected to write. When everything is agreeable one usually finds himself content with just reading the material. But your "Religion Primer" compelled me to write, as it does such a good job of bringing to light the nonsense divisions and the petty prejudices of worship. Larry Siegel and Paul Coker certainly have mastered the art of presenting what can be a very touchy subject.

Arnold H. Beerenstrausch
DeWitt, Nebraska

I laughed when you satirized family life. I chuckled when you satirized entertainment. I roared when you satirized politics. But now you've gone too far. Your "Religion In America" was not funny at all. Actually, the sections on Judaism and Roman Catholics were pretty funny, but not the part about Protestants!

Rev. Everett L. Taylor
Phoenix, Arizona

As a Reform Jew and Unitarian Universalist turned Roman Catholic, I enjoyed your "Religion Primer." It made me proud to be an American, while your apt Fold-In, assailing Major Medical Expenses, made me feel ashamed to be one.

Ellen A. Lewis
Brookline, Mass.

Aw, come on! Your "Religion Primer" was hilarious, but I come from a Catholic family of not 50, not 35, not even 26, but only 2 (count 'em!) children. Amazing? No baby, we got Rhythm! Of course, being Black may have something to do with it!

Ann Plicque
New Orleans, La.

Might I remind you that it was Jesus Christ who started this whole thing about Peace and Love! You seem to think of religion as a farce...

Jim Douglas
St. Louis, Mo.

Your "Religion Primer" is accurate and funny. I've recommended it to my congregation. I wish you would devote more space to religion, in general, and The Church, in particular. The humor in our faith and practice are evident. Too often we're too up tight to recognize it and laugh. Our lack of humor may be a sign of real trouble in religion.

The Rev. Russell Block
Union, N.J.

Regarding your "Religion Primer," you have said, in five pages, what Christ said, what Martin Luther King tried to say, and what too few people in this world are saying. You couldn't have been more right! Congratulations, MAD!

James Crescitelli
Brooklyn, N.Y.

Hallelujah! Hallelujah! Alleluia!! Siegel!!!

Richard Kyle
Long Beach, Calif.

MINGO KEEPS HIM SMILING

I would like to extend my praise to Norman Mingo who has been doing your different and imaginative covers for years. He draws a better Alfred than anybody else.

Isabel Kraut
La Jolla, Calif.

PRESIDENTIAL TIMBER-R-R-R-R!

Whereas Alfred's immutable smile is covered up on the front of issue #153, I think he's just as happy he didn't throw his battered hat into the ring. Though rejected as a Presidential candidate, I'll bet he's still laughing on the inside!

Joanne D'Alcomo
Station WMEX
Boston, Mass.

BERG'S "SUMMER ACTIVITIES"

My compliments to Dave Berg for "Summer Activities." Especially the one about the boy who had fun in the Fall, and had to make it up in Summer school. I'm writing this in Summer school.

Jim Uht
Palos Verdes Pen.,
Calif.

MARTIN'S MUSICAL MAYHEM

Don Martin's fine "The Development Of Primitive Music" reminded me so much of our school orchestra's *first practice* of the school year. For that matter, it reminded me of our school orchestra's *last concert* of the school year!

Doug Holmes
Denver, Colo.

JAFFEE & FOLD-IN HONORED



I thought you'd swell with pride upon seeing a photo I took at the recent National Cartoonists Society Awards. The man on the left, holding the emblematic Reuben trophy is Milton Caniff, creator of "Steve Canyon." And the gentleman on the right is MAD's own Al Jaffee, holding his Special Category Award. Naturally, Al received this honor in due recognition of his "MAD Fold-In" feature, the cleverly teasing "fake-out" which he has perpetuated in MAD these past eight years.

Buck Peters
New York, N.Y.

Please Address All Correspondence To:
MAD, Dept. 155, 485 MADison Avenue
New York, New York 10022

BUY "THE NON- VIOLENT MAD" AND WE'LL KILL YOU!

75c HARPER PAPERBACK LIBRARY 64-346 #33
THE NON-VIOLENT
MAD



MAINLY WITH OUR RIDICULOUS HUMOR, SATIRE AND OTHER GARBAGE!

On Sale Now At Your Favorite Book Stand — Or Yours By Mail

use coupon or duplicate



MAD

485 MADison Avenue
New York, N.Y. 10022



NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP CODE _____

PLEASE
SEND ME: THE NON-VIOLENT MAD

ALSO PLEASE SEND ME THE
BOOKS CHECKED BELOW

- The MAD Reader
- MAD Strikes Back
- Inside MAD
- Utterly MAD
- The Brothers MAD
- 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
- 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

- 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

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

I ENCLOSE 60¢ FOR EACH
(Minimum Order: 3 Books!)

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

Hey, Gang!
Tired of
all the
garbage
they're
showing
on motion
picture
screens
lately?

Well,
here's a
"Family"
film for
a change!
And now,
meet the
"Family":



This is Don Vino Minestrone. Not too long ago, he was just a poor immigrant from Sicily. Now he's a leading racketeer, extortionist and killer. How did Don Vino get where he is today? By putting his faith in The American Way of Life.

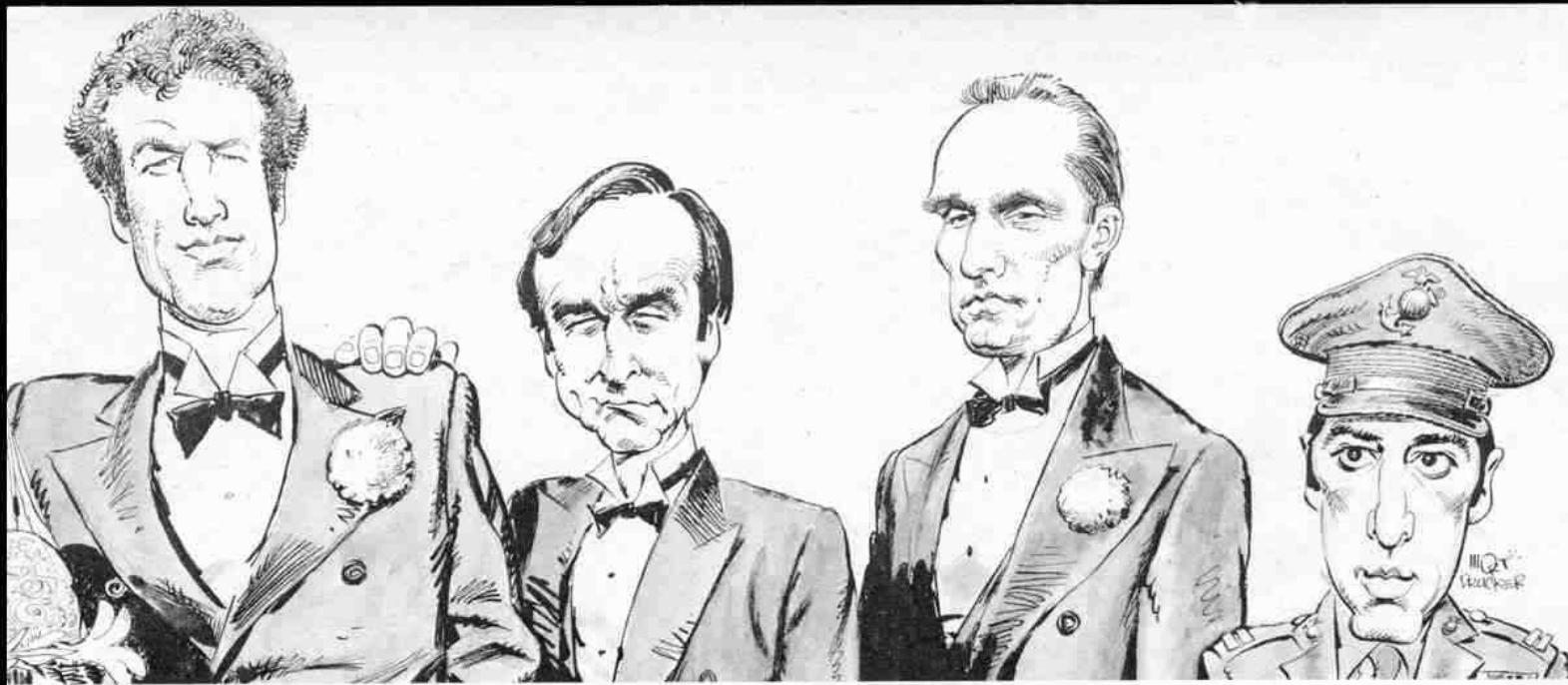
Here's Mama Minestrone, a typical lovable Sicilian housewife. It seems like only yesterday at another wedding that Mama herself said, "I do!" Come to think of it, that was the last time she opened her mouth.

This is Don Vino's daughter, Canny, and her bridegroom, Carly. Such a nice couple. Everyone is saying that Don Vino is not really losing a daughter. No, actually, in this kind of Family, he'll probably lose a Son-in-law.

And so, with such a strange family and such weird children,

THE ODD





This is Sinny Minestrone, the Don's eldest son. He's next in line, and it's only a matter of time before he gets the Family business. That is, of course, unless a rival Family decides to give him the business first.

This is the Don's second son, Freako. He's a sad, gentle soul. He cries at weddings and all kinds of Family crises. But he can also be a barrel of laughs. Just catch him at a funeral some time.

This is Tim Haven, the Don's adopted son. He's shrewd and smart. All his life, he dreamed of being a criminal lawyer. But he only finished half of his education—the "criminal" part.

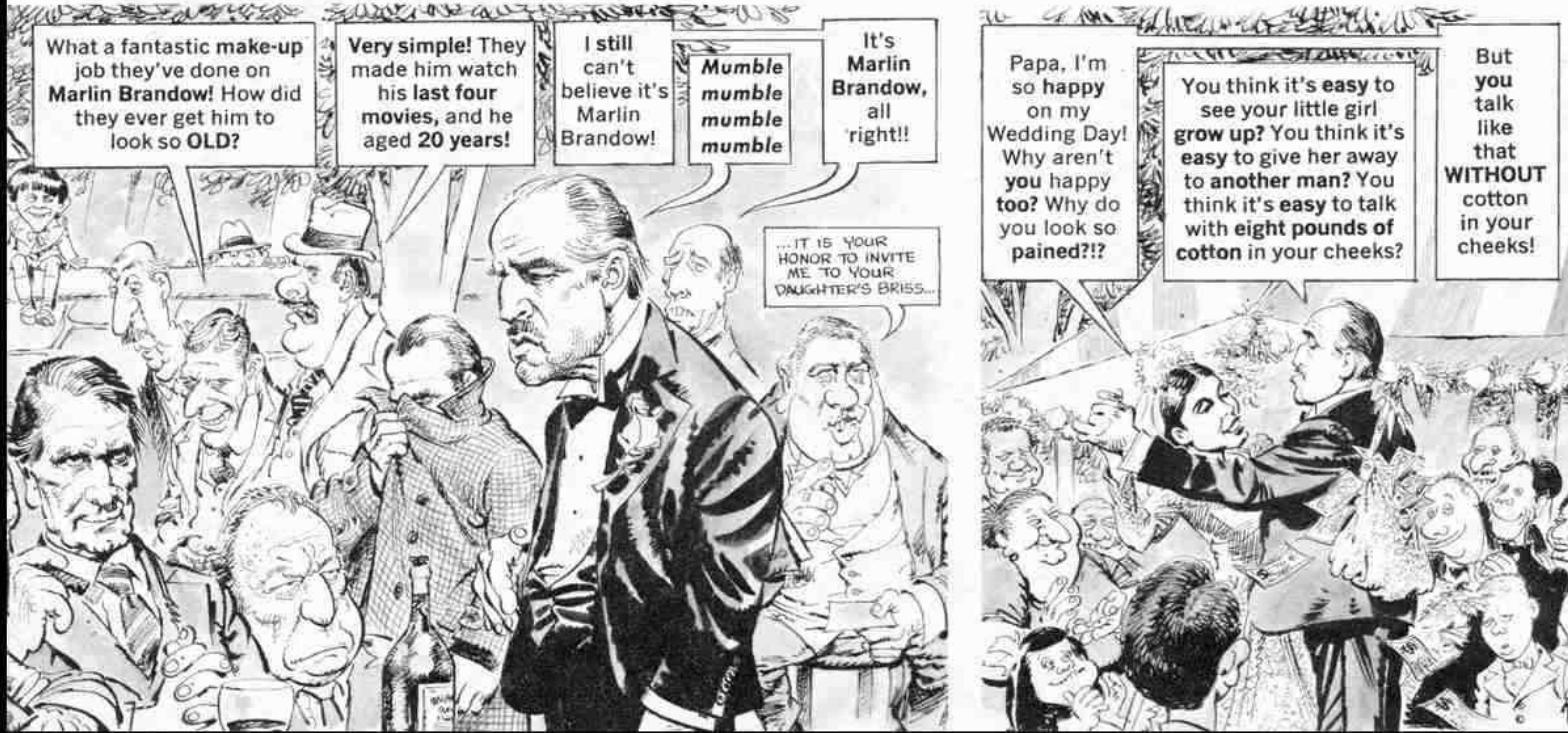
And this is Micrin, the Don's youngest son. He's a college graduate, a veteran war hero, an honest law-abiding citizen—and a disgrace to the entire Family.

it's easy to see why Don Vino Minestrone is known as...

FATHER

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



Boys, after this wedding, we gotta get right back to business! There's money to extort, rackets to run and guys to hit!

Right, son?
Right, son?

Right, son?
Right, son?

I kinda thought I'd get a Law Degree instead, marry this nice girl here, and go on to become a Governor or Senator

Get outta here! You're not my son!

Right, Papa!
Right, Papa!

Gee, I don't know, Dad...

Here's the schedule! Haven, you muscle in on juke boxes and laundries! Freako, you blow up six bars that won't pay protection! And Siny, you got a contract to blast five guys!

Dad... I'd like you to meet the girl I'm going to marry—Fay Wasp!

Well, you can't marry her!
Why not?
Because she's a Protestant, and we're good Catholics!

I'm worried about you, Micrin! You always gotta be different! Even as a little boy, you were different! When the brothers were stealing lunch money, you were doing homework! When they were out shaking down blind news dealers, you were helping little old ladies across the street! What happened to you, my son? Where did you go right??!

I'm sorry I turned out to be the white sheep of the family!

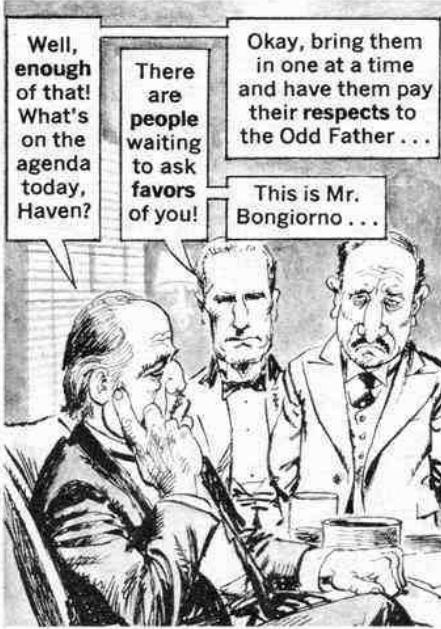
Well, enough of that! What's on the agenda today, Haven?

There are people waiting to ask favors of you!

Okay, bring them in one at a time and have them pay their respects to the Odd Father...

This is Mr. Bongiorno...

Don Minestrone, I kneel and kiss your ring... So far... so good!



And I grovel at your feet...

Not bad!

And I lick your left shoe...

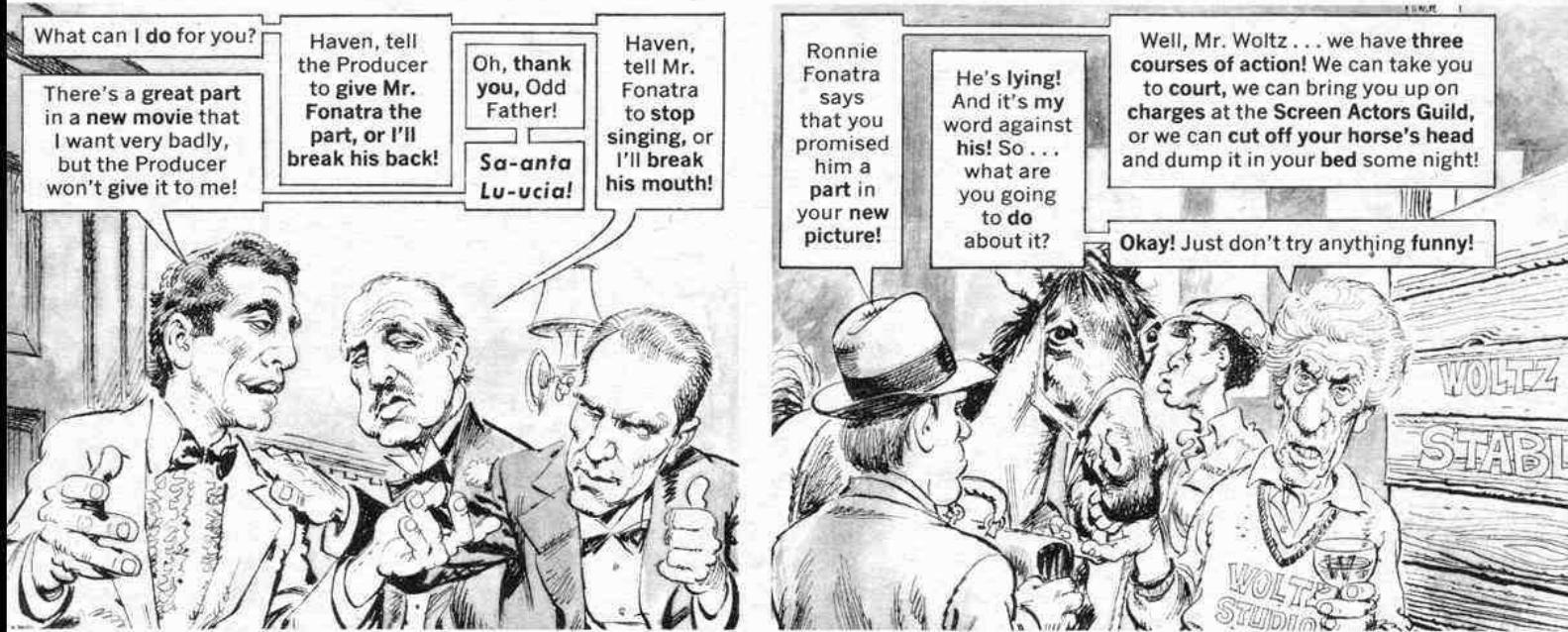
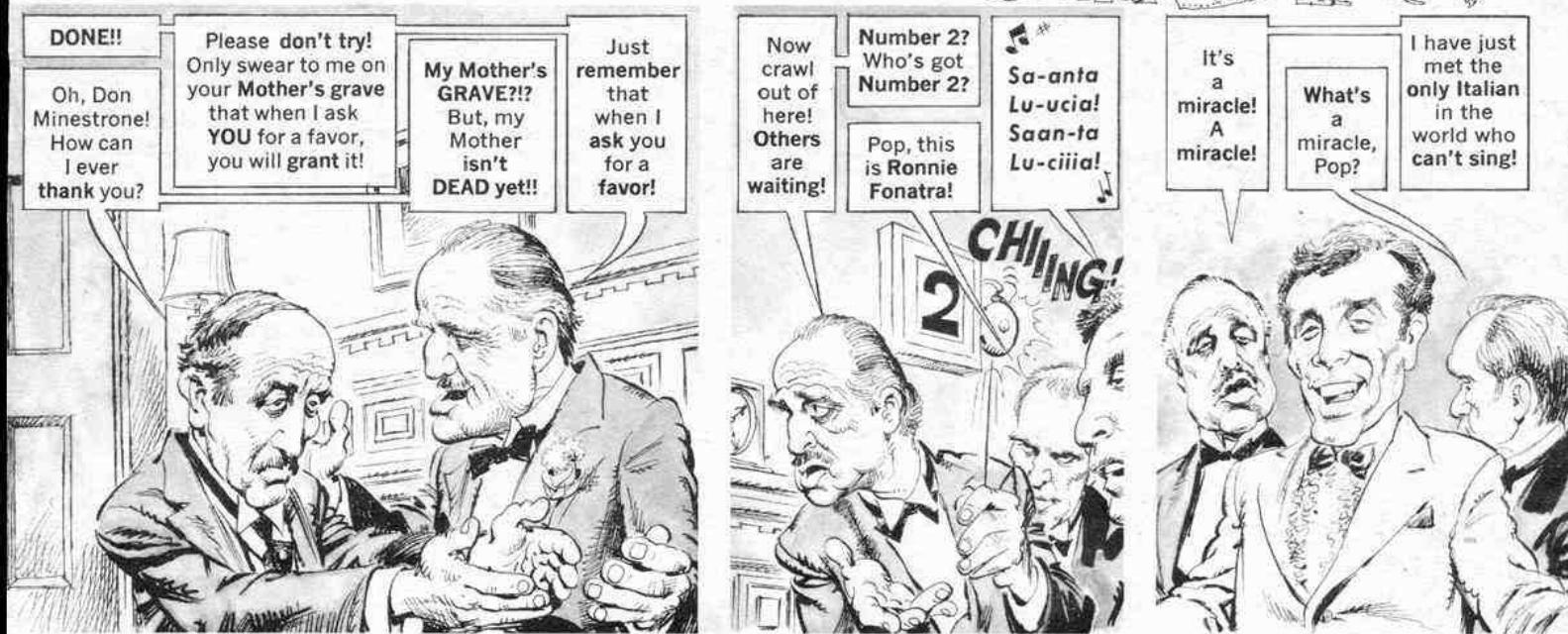
Better! Well, so much for preliminaries!... Now show some RESPECT!

Oh, dear and illustrious Odd Father, Manipulator of World Governments! Most exalted of personages! Hallowed be Thy name! For Thine is the Kingdom—and the Power—and the Glory... Forever! A-men!!

Beautiful! Now what can I do for you on this holy occasion?

I want you to rub out two %\$#@&* finks!





I've been worried about Plotzo ever since I refused to bankroll his narcotics operation! I think there's gonna be bloodshed between his Family and ours!

Maybe you shouldn't be walking the streets like this, Papa!

What could possibly happen to me here on Mulberry Street in New York? Could I be harmed by that cute Italian fish peddler? By those sweet Italian kids, playing Hop-Scootch? By those nice Italian button men in their big black car . . . barreling down on me at 80 miles an hour? OH-OHH!

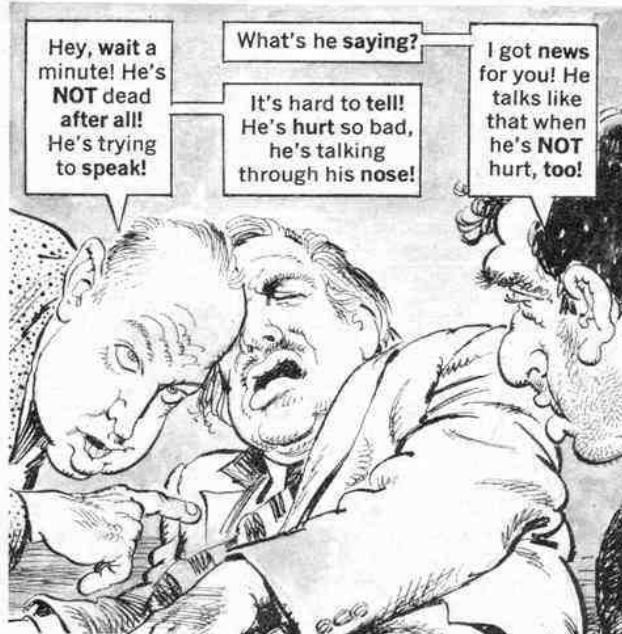


He—he's DEAD! Did the hoods in that big black car gun him down?

Not exactly! I think they WANTED to! But when they got within 50 feet of him, a mugger who was stealing a woman's purse ran into the path of a highjacked truck going the wrong way on a "One-Way" street which swerved into a drug pusher's stolen motorcycle, and they all fell on top of him! In other words, he died of natural causes!

Natural causes?!

In New York, that's natural causes!



What is it, Micrin?

I just got bad news! My Father is badly hurt! He's been lying in the street for three days!

Why don't they put him in the hospital?

He won't tell them his Blue Cross number!

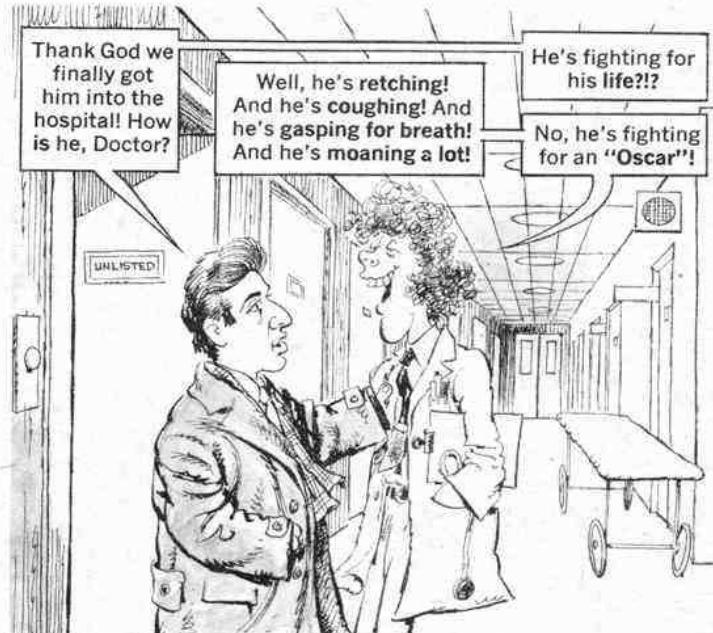
I've heard of the Mafia keeping secrets, but that's ridiculous!

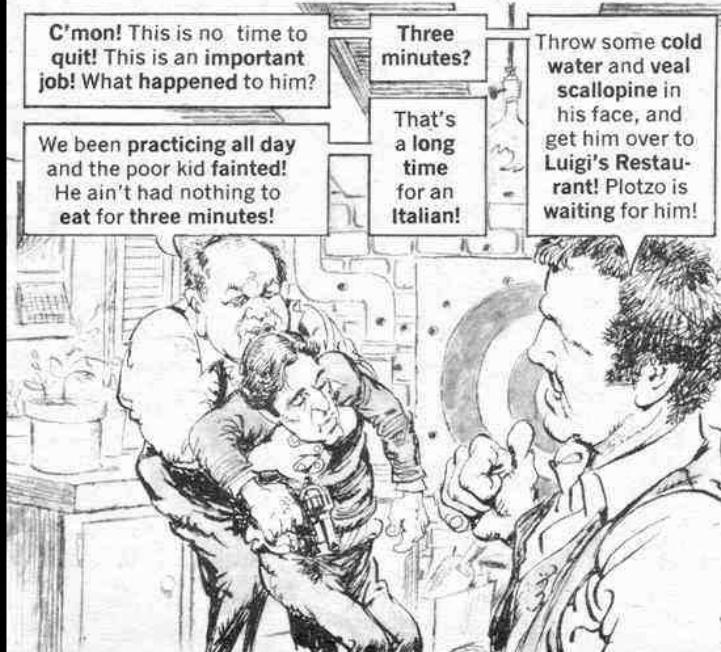
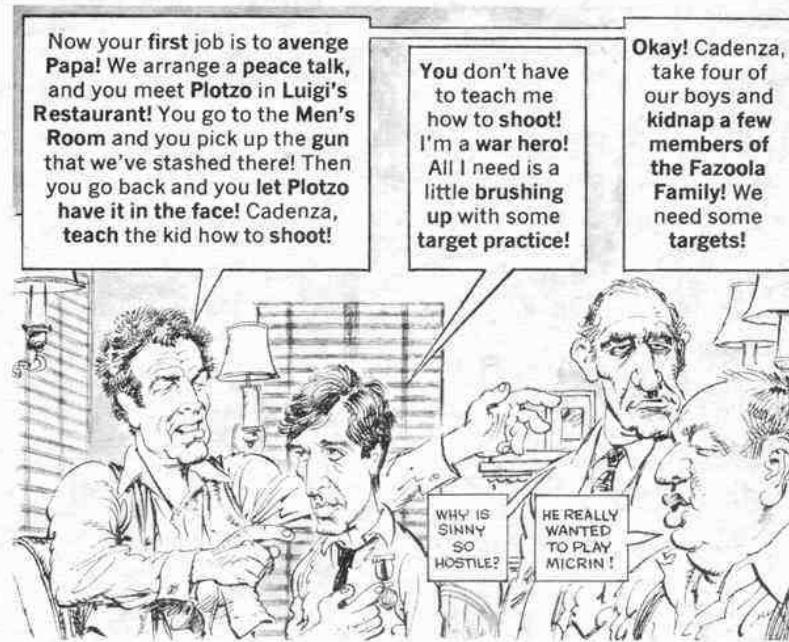
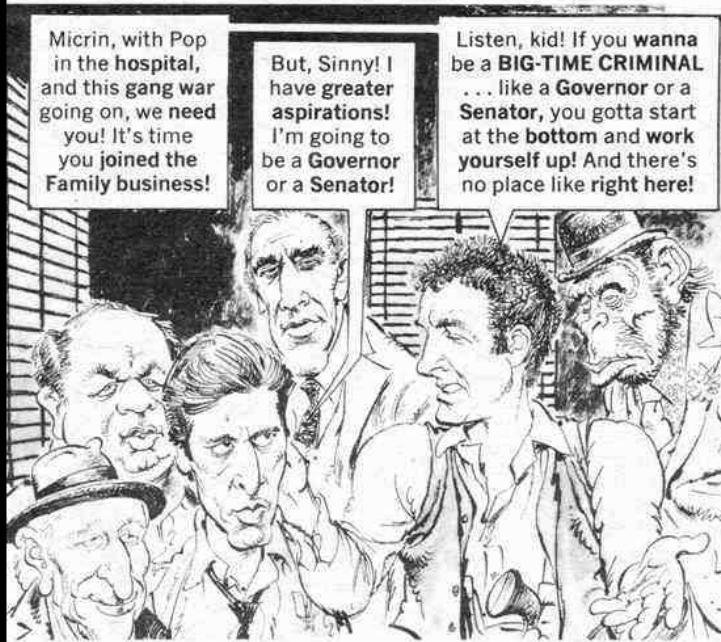
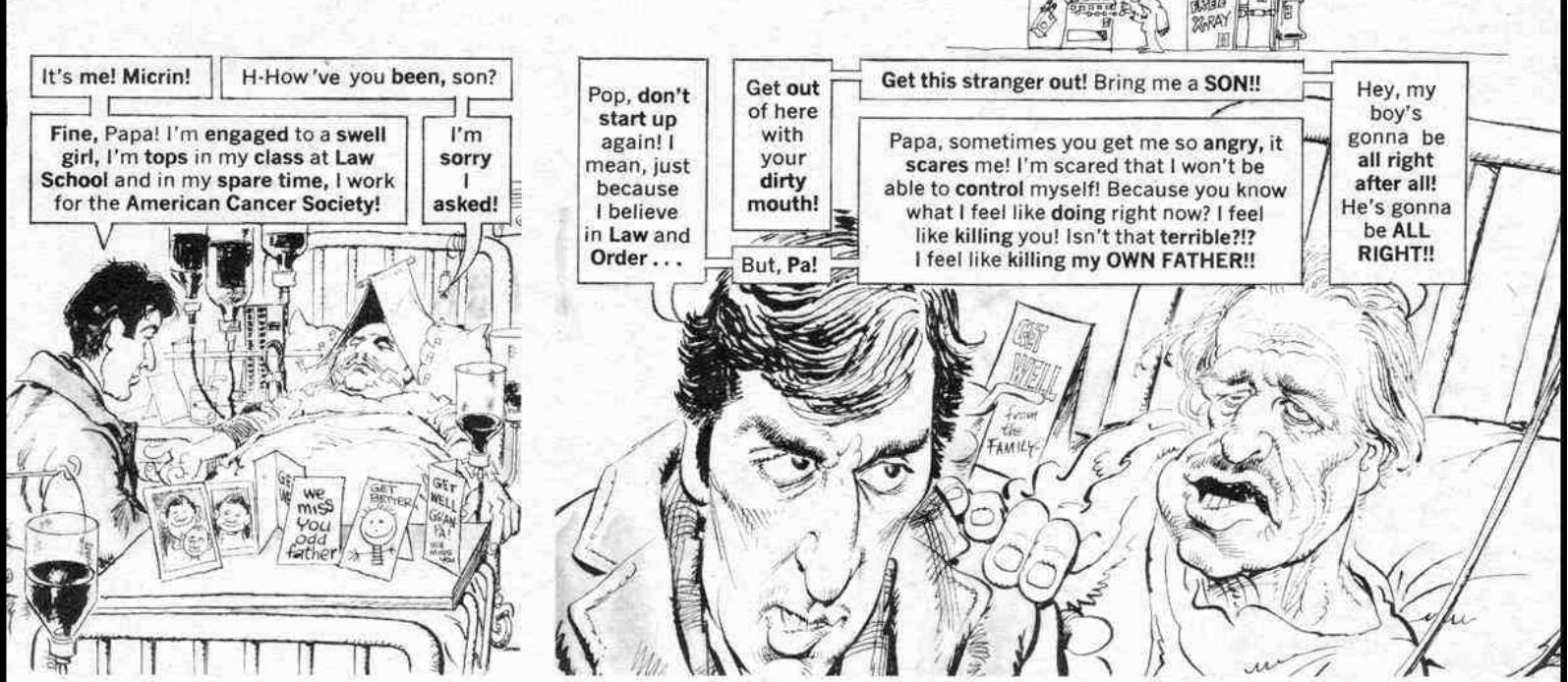


Thank God we finally got him into the hospital! How is he, Doctor?

Well, he's retching! And he's coughing! And he's gasping for breath! And he's moaning a lot!

He's fighting for his life?!! No, he's fighting for an "Oscar"!





Whew! I almost blew it! Oh, boy, am I scared! Now, where's that gun? Where did they stash it? Maybe they left a message telling me where it's hidden? Oh, here's something written on the wall! It says, "Here I sit, broken-hearted . . ." No, that's not it!

Got it!! Okay, now all I gotta do is remember what they taught me . . . Walk out calmly . . . go up to Plotzo . . . shoot him twice in the face . . . drop the gun . . . and leave! That's simple enough! Be calm . . . be cool . . . and above all, DON'T PANIC!!

SHRIEK!!
AAAHH! SHREIK!!
SCREEAMM!
TAKE THAT, PLOTZO, YOU &@%\$*#!!



What happened?

Some maniac came out of the Men's Room firing a gun!

Looks like he shot everybody in the place!

Everybody but HIM!!

How did HE get it?

From complications brought on by eating too much scungilli, veal parmigiana and lasagna! In other words . . . he died of natural causes!

Natural causes?

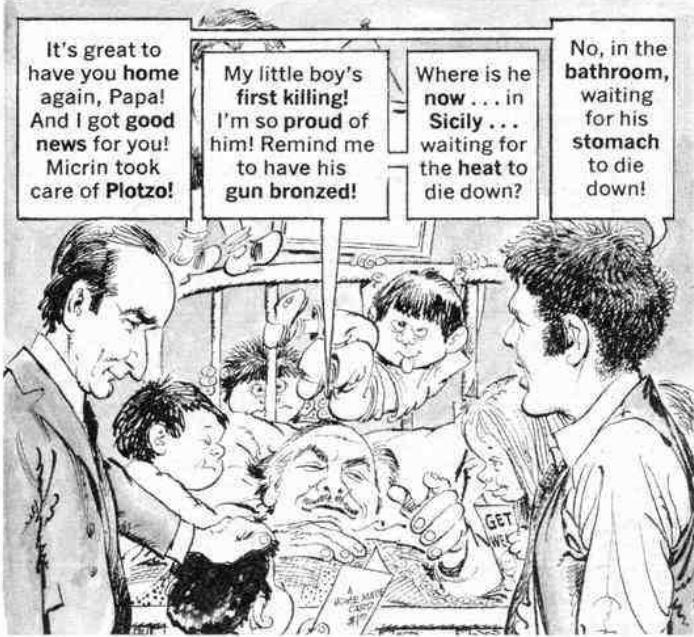
In an Italian restaurant, that's natural causes!

It's great to have you home again, Papa! And I got good news for you! Micrin took care of Plotzo!

My little boy's first killing! I'm so proud of him! Remind me to have his gun bronzed!

Where is he now . . . in Sicily . . . waiting for the heat to die down?

No, in the bathroom, waiting for his stomach to die down!



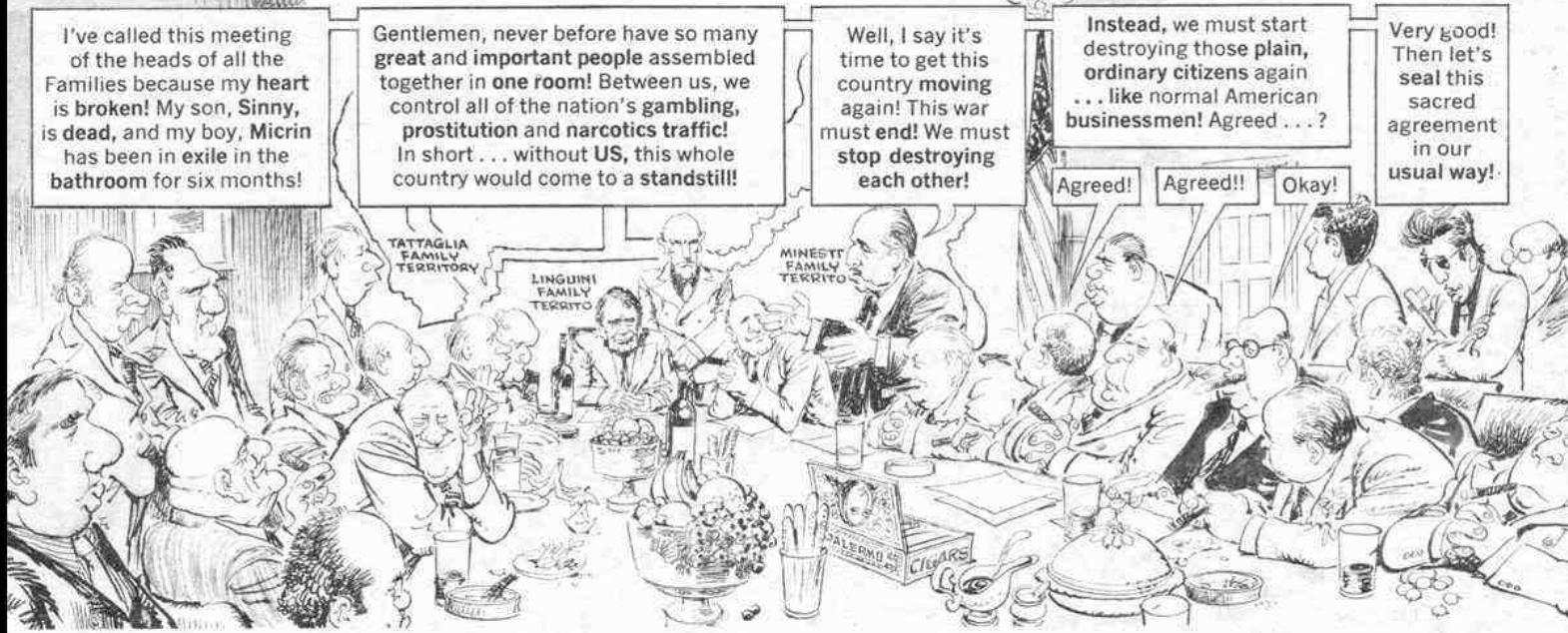
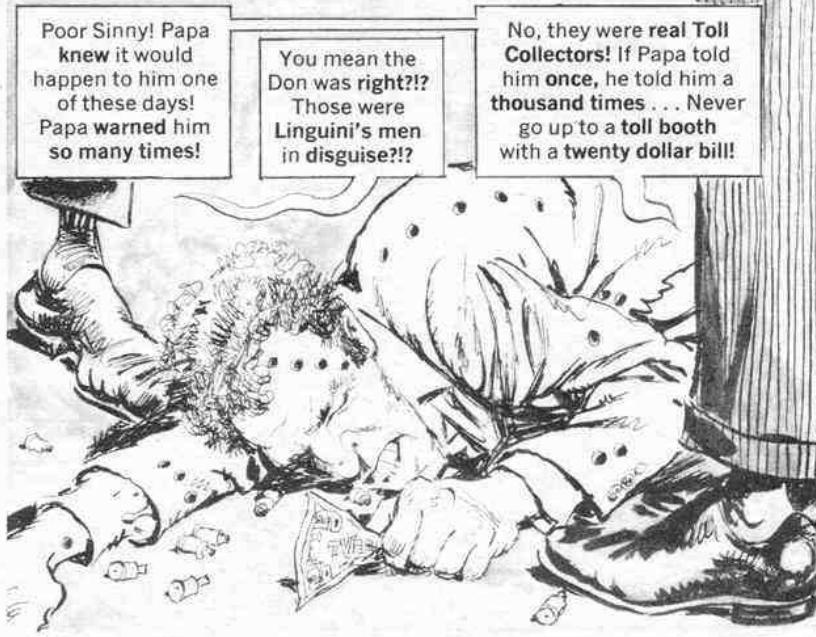
You rotten &@%\$! How can you serve me this lousy &@%\$#! You know I wanted chicken tetrazzini, pepperoni, ravioli, vermicelli, manicotti and zabaglione!

I know!! . . . But for breakfast?!

What's that, Canny?!? Carly beat you up again! That dirty &@%\$#! I'll kill him! Hold him till I get there! What? I don't know HOW! Hit him over the head or tie him up or something!

Wait! I got a better idea! Serve him a seven course Italian meal! He won't be able to move for five hours!





At last there is no more war between the Families, and now I can live to a ripe old age in peace!

You chase me, Grandpa ?

Of course I will chase you, Angie, my little Grandson! And then we will play some Mafia kiddie games like "Hide and Fink" ... and "Cops and Good Guys" ...

The Odd Father is dead! He suffered a heart attack chasing little Angie!

Oh ... how awful!

You know ... many people may disapprove of the kind of life the Odd Father led! But ... all in all ... he was a kind man, a gentle soul, a good-hearted person and a decent human being!

Did he say any last words before he died?

Yeah, he wants someone to lean on the KID!!

Boys, with Don Minestrone dead, I'm taking over as head of all the Families!

Not so fast, Linguini!

It—it's Micrin Minestrone! He's back from the bathroom!

He's beginning to ACT like the Odd Father!

Now ... let's get things straight! I'm in charge here!

He's beginning to LOOK like the Odd Father!

And from now on, what I say goes! Do I make myself clear?
mumble
mumble
mumble

He—he's even beginning to SOUND like the Odd Father!

And I've got plans ... big plans! We're gonna make millions!

Now here's what we're going to do! We're going "legit"! We're going into BUSINESS!

The Movie Business! We're going to make a movie! A movie about the greatest Folk Heroes in American History!

No, you idiots! We're going to make a movie about US!!

We're gonna make a movie about the MAFIA?!!

Well ... we won't exactly refer to it as the Mafia! But it'll be about US!!

Can't you just see it now! Theater owners everywhere will show it ... or ELSE!! Critics everywhere will love it ... or ELSE! And people everywhere will be standing on lines, waiting to see it ... or ELSE!!

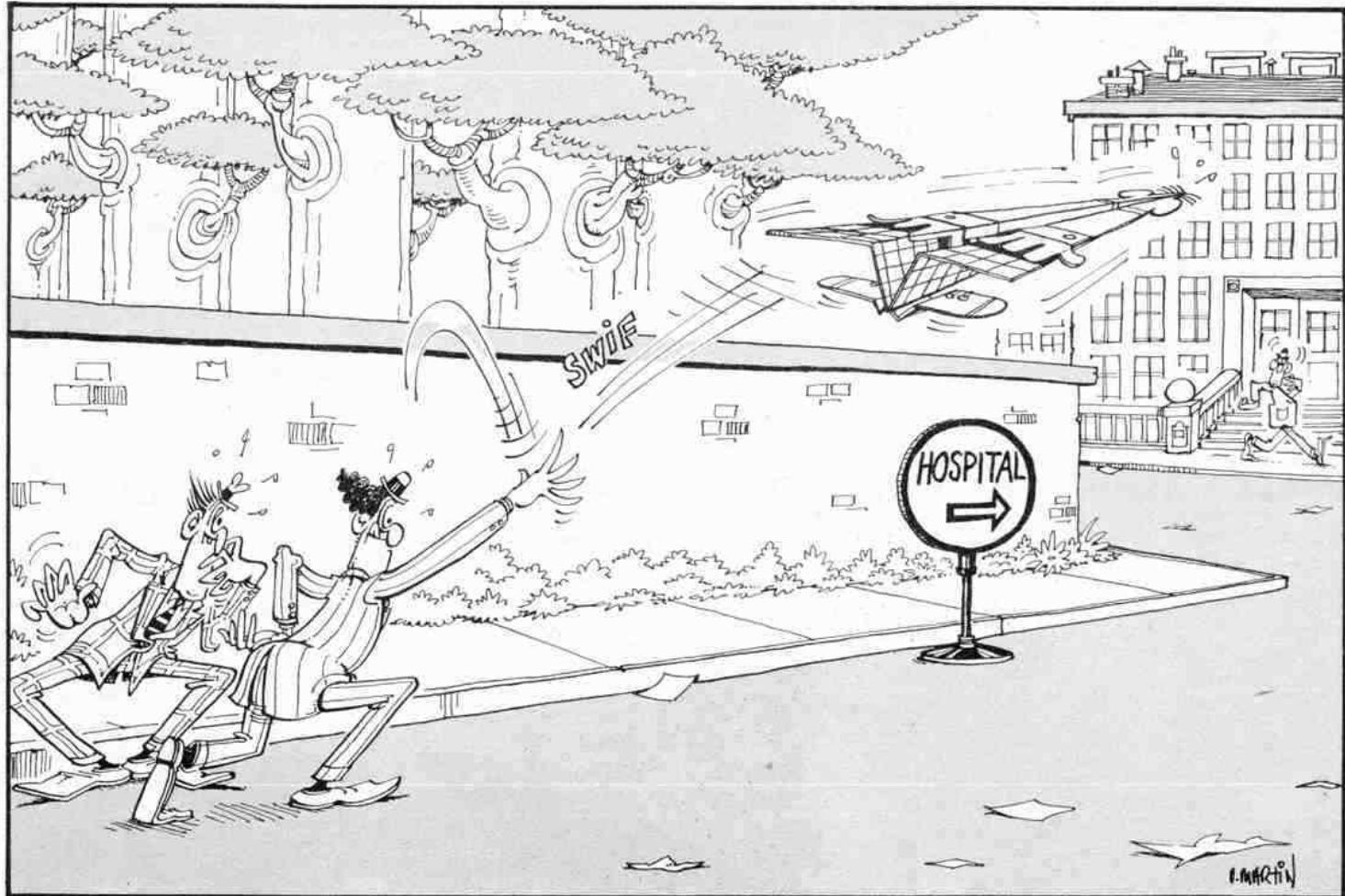
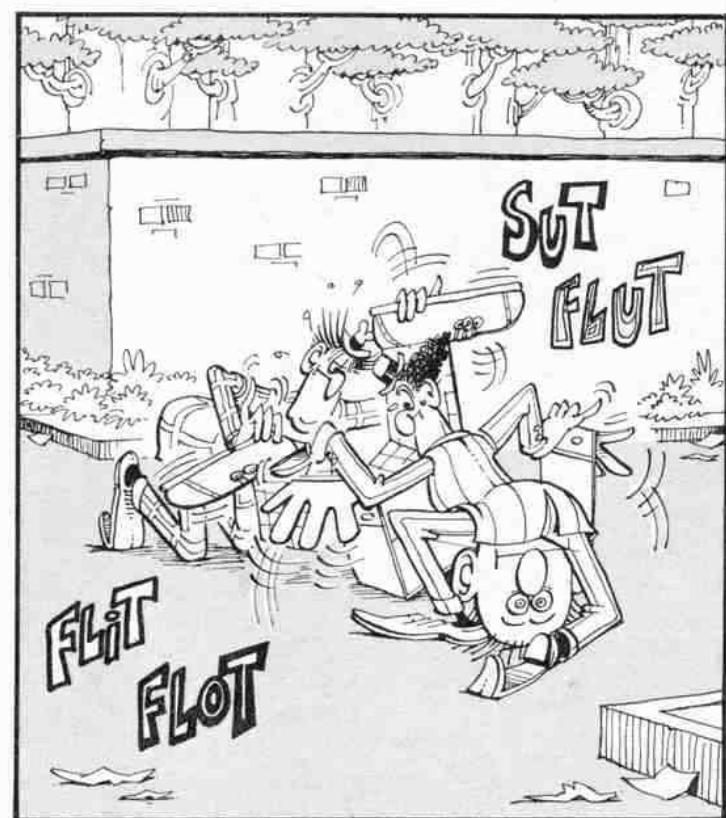
Now, we'll start the movie off at my sister Canny's wedding! Then ...

He IS the Odd Father!

What business?

Who? The pioneers?

ONE TUESDAY MORNING





CHANGE
THROUGH
EVOLUTION



DON'T
ABUSE
MINORITIES



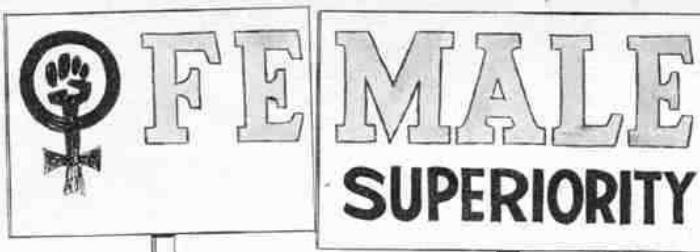
RABBLE-SCRABBLE DEPT.

A PARADE OF PROTESTING MAD



THE
BEAST
IS
RED

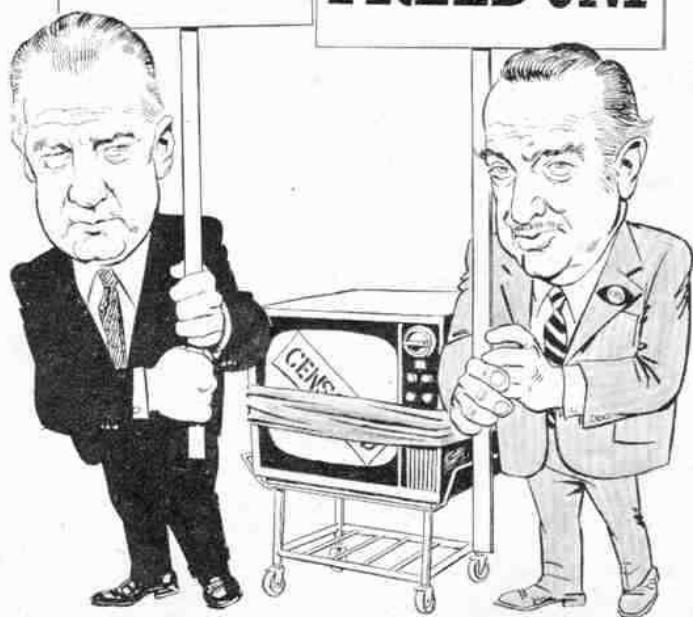
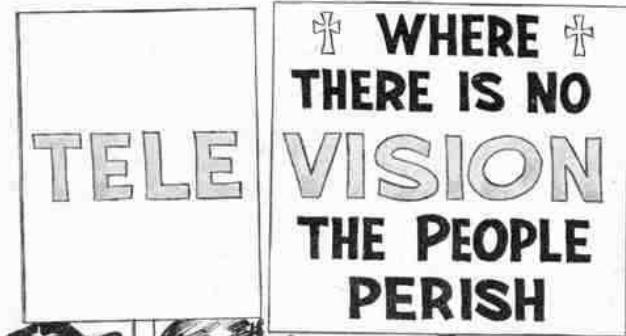




CO-SIGNERS

ARTIST: ANGELO TORRES

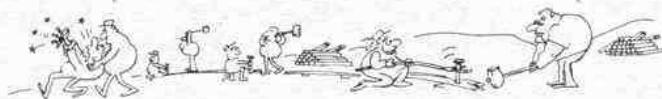
CONCEIVED BY: MAX BRANDEL



OUT LAW
AND
DIS ORDER

U.S. S.R.
GO HOME

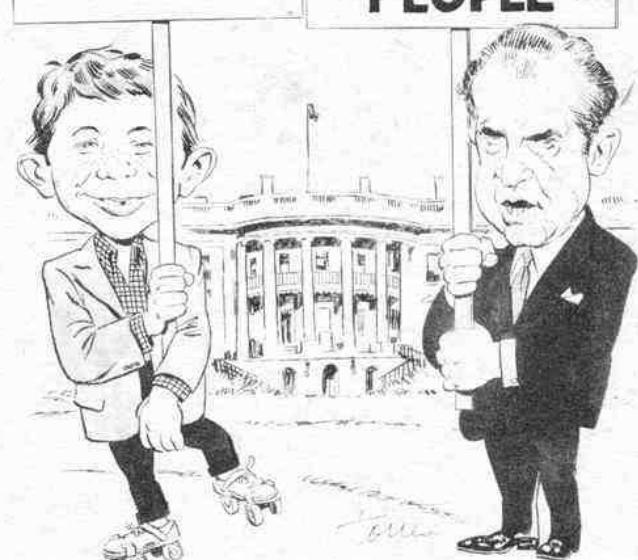
Make
ABORTION
ILLEGAL



THE LACK OF

MONEY
IS THE
ROOT
OF ALL
EVIL

LET'S TALK
SENSE
TO THE
AMERICAN
PEOPLE



INSIDE-OUCH DEPT.

A MAD PEEK BEHIND THE SCENES AT YOUR LOCAL POWER & LIGHT COMPANY

ARTIST: GEORGE WOODBRIDGE

WRITTEN BY: DICK DE BARTOLO & DON EPSTEIN



My electric bill seems abnormally high this month! Would you please explain your billing system?

Certainly, Madam! You see, you buy electric energy on the basis of metered kilowatts . . . which is the total amount of voltage supplied minus the amperage consumed with a reciprocal allowance for unknown conductances calculated.

Could you put that in layman's terms?

Sure! If you don't pay your bill by Monday, we shut off your power!

S'long, Charlie! I'm goin' out to read meters now!

But, Sid! It's only 9 o'clock! Better wait a few hours! Some people might still be AWAKE!



That's right, folks! The Smiths use oil to heat their home, and last year their heating bill was \$1,245.00! The Joneses, who use electricity to heat their home, only spent \$122.50 last year . . .

I sure hope nobody finds out that the Smiths live in Nome, Alaska, and the Joneses live in Miami, Florida!

Okay, men, the results of the "Blackout Poll" are in! We've got 19 votes to have it in the middle of "All In The Family" . . . 15 votes to have it during the last 10 minutes of "The Mystery Movie Of The Week" . . . and Bert Crocker wants it for two hours in the middle of the night so everybody's alarm is off and they're late for work the next morning and they're all fired!



Hey, Harry! Pick any four numbers from one to ten!

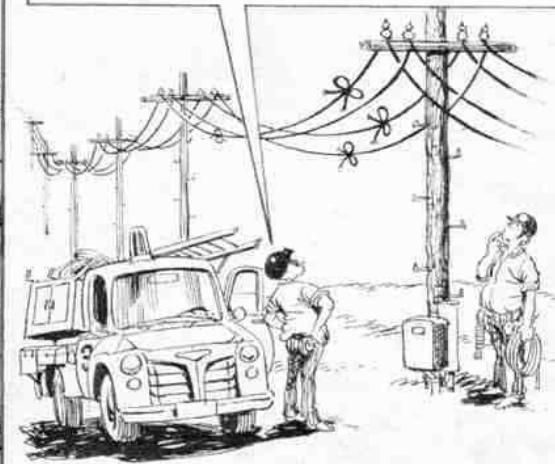
Okay! 7-8-3-2! What are they for?

It's the meter reading I'm putting down on the Baxter's bill! I never got to their house last month!

We haven't gotten one of those nasty letters from Mrs. Nickerson for several months! I think I'll credit her payment to the Johnson's again!



I really don't think they're letting the new guys spend enough time learning how to splice wires!



Okay, Gentlemen! Here's our Advertising Campaign for this year: We'll sponsor five big million-dollar TV Specials, run full page ads in every newspaper and magazine in the country, and send out fancy color brochures with every bill! And our new theme will be: "Your Electric Company Spends Its Money Wisely!"



Did you hear the good news? We've just been authorized a \$750,000 tax write-off so we can modernize our equipment!

Great! We'll put a new bar in the Executive Cocktail Lounge, expand the Executive Swimming Pool, and build a new Indoor Executive Parking Facility!



I'm new here!
How come the
Electric Company
pushes "cordless
appliances?"

Because after you run one, it
takes twice as much electricity
to recharge it as it would've
taken to run a regular appliance
for the same length of time!



The water enters the nuclear generator **here**, cools the
atomic pile, and gets dumped back into the river **there**!

But doesn't the
heated water
affect the ecology?

Naah! It kills a few fish
and plants and **birds**! But it doesn't
affect the ecology at all!



We got the authorization from
Washington! We can increase
our monthly rates by \$175,000!

That's not so much!

Per block?!!



We gotta be seen lurking around this neighborhood for
another week! There are still a few holdouts who refuse
to leave their lights on all night to ward off crime!



Hey, how come you set up the
barricades here?!! The cable
break is at Elm and Main!!

We know! But we
jam up more
traffic here!



Our effective control of pollution is
down 43%! Our uninterrupted service to
customers is down 52%! And our efficiency
is down 61%! What should we do?

Raise
our
rates
74%!



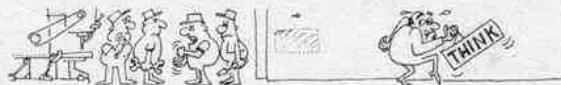
SPEECH-EASY DEPT.

MAD has received a lot of mail lately from readers who complain that the high cost of campaigning has prevented them from running for office in this year's elections. We, of course, assume that anybody who reads MAD isn't qualified anyway. Still, it seems un-

American to bar idiots from politics just because they're poor. So we're rushing to the aid of poverty-stricken candidates with "MAD's Instant Speech Writer", designed to eliminate the cost of hiring an expensive genius to compose your campaign oratory.

MAD'S SIMPLIFIED ABC METHOD Bulling Your Way Through

FOREIGN POLICY INSTANT PHRASEMAKER			ALL-PURPOSE FOREIGN POLICY STATEMENTS
(A)	(B)	(C)	
1. Wishy-washy	1. Incompetent	1. Fanaticism	1. This nation must not stand idly by and watch the councils of world diplomacy disintegrate into a formum for <u>(A)</u> <u>(B)</u> <u>(C)</u> .
2. Immoral	2. Knuckle-headed	2. Corruption	2. Throughout history, <u>(A)</u> <u>(B)</u> <u>(C)</u> has led, without exception, to <u>(A)</u> <u>(B)</u> <u>(C)</u> .
3. Mealy-mouthed	3. Lunatic	3. Saber rattling	3. If my opponent has his way, we will soon find ourselves in an unholy alliance with the forces of <u>(A)</u> <u>(B)</u> <u>(C)</u> .
4. Unmitigated	4. Two-faced	4. Anti-Americanism	4. In the realm of foreign aid spending, the time has come to separate our friends from the practitioners of <u>(A)</u> <u>(B)</u> <u>(C)</u> .
5. Short-sighted	5. Paranoid	5. Dictatorship	



URBAN CRISIS INSTANT PHRASEMAKER			ALL-PURPOSE URBAN CRISIS STATEMENTS
(A)	(B)	(C)	
1. Decaying	1. Contaminated	1. Ghettoes	1. I favor progress, but I also recognize that our ethnic minorities look upon <u>(A)</u> <u>(B)</u> <u>(C)</u> as part of their cultural heritage.
2. Crime-ridden	2. Rotten	2. Neighborhoods	2. In time, <u>(A)</u> <u>(B)</u> <u>(C)</u> will spawn <u>(A)</u> <u>(B)</u> <u>(C)</u> , and it may be a case of spending billions merely to trade one for the other.
3. Hazardous	3. Overcrowded	3. Firetraps	3. As a religious man, I must ask myself this question: Did the good Lord create <u>(A)</u> <u>(B)</u> <u>(C)</u> only to have us undo His work?
4. Turbulent	4. Unsanitary	4. Streets	4. Are we to view <u>(A)</u> <u>(B)</u> <u>(C)</u> as totally undesirable, or also as living testimony of America's maturing growth?
5. Depressingly	5. Polluted	5. Schoolrooms	



The Instant Speech Writer consists of lists of impressive words which can be assembled into impressive phrases to create "Instant Expertise" on every major campaign issue. Just pick any word from Column "A" of one of the "Instant Phrasemakers" below, add

any word from Column "B", complete phrase with one from Column "C", and drop the whole mish-mosh into any one of the "All-Purpose Statements" provided, and there you have it! Just one of the hopelessly confusing and meaningless oratory gems provided by . . .

HOD OF... gh Election Campaigns

WRITER: TOM KOCH

NATIONAL ECONOMY INSTANT PHRASEMAKER			ALL-PURPOSE NATIONAL ECONOMY STATEMENTS
(A)	(B)	(C)	
1. Burgeoning	1. Systematic	1. Imbalance	1. For twenty years, our fiscal policy has been one of <u>(A)</u> <u>(B)</u> <u>(C)</u> . Now, the inevitable consequence is <u>(A)</u> <u>(B)</u> <u>(C)</u> .
2. Unchecked	2. Deficit	2. Depletion	2. Our senior citizens faced with the plight of living on a fixed income should pause to consider the effects of <u>(A)</u> <u>(B)</u> <u>(C)</u> .
3. Spiraling	3. Subsidized	3. Productivity	3. Show me a nation that permits <u>(A)</u> <u>(B)</u> <u>(C)</u> , and I'll show you a nation that's headed for <u>(A)</u> <u>(B)</u> <u>(C)</u> .
4. Ill-conceived	4. Regulatory	4. Indebtedness	4. Small wonder that prices keep rising when our national leaders offer us nothing but more <u>(A)</u> <u>(B)</u> <u>(C)</u> .
5. Wasteful	5. Stratified	5. Unemployment	

CAMPAIGN PROMISE INSTANT PHRASEMAKER			ALL-PURPOSE CAMPAIGN PROMISE STATEMENTS
(A)	(B)	(C)	
1. Unwavering	1. Non-partisan	1. Ramification	1. You have my solemn pledge that I will go to Washington and give the voters of this district <u>(A)</u> <u>(B)</u> <u>(C)</u> .
2. Consistently	2. Representative	2. Dychotomy	2. Look at the record, and you will see that my <u>(A)</u> <u>(B)</u> <u>(C)</u> has always assured my constituents of <u>(A)</u> <u>(B)</u> <u>(C)</u> .
3. Dynamic	3. Proportional	3. Nepotism	3. I am sure I can count on all of you to cast your ballots for the only candidate who offers you another four years of <u>(A)</u> <u>(B)</u> <u>(C)</u> .
4. Tireless	4. Straightforward	4. Xenophobia	4. Surely, there can be no question of the outcome when my opponent promises nothing but <u>(A)</u> <u>(B)</u> <u>(C)</u> while I pledge <u>(A)</u> <u>(B)</u> <u>(C)</u> .
5. Dedicated	5. Meaningful	5. Verbosity	

LAW AND ORDER INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Irresponsible	1. Long-haired	1. Drop-outs
2. Misguided	2. Leftist	2. Rabble rousers
3. Giggling	3. Militant	3. Self-seekers
4. Shiftless	4. Pseudo-intellectual	4. Foreigners
5. Wild-eyed	5. Homicidal	5. Freaks

ALL-PURPOSE LAW AND ORDER STATEMENTS

1. Where but in America do we imprison common criminals while we allow (A) (B) (C) to walk the streets with impunity?
2. Remember, a vote for me will save your children, as well as generations yet unborn, from growing up to become (A) (B) (C).
3. I believe in the constitutional right of all those (A) (B) (C) and (A) (B) (C) to go back to Russia where they came from.
4. Unless we want our wives and mothers to be accosted by (A) (B) (C), then the course we must follow seems clear.

NATIONAL DEFENSE INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Nuclear	1. Megaton	1. Capability
2. First strike	2. Intermediary	2. Warhead
3. Multiple	3. Ultra-ballistic	3. Force
4. Modernized	4. Optimum	4. Rocket
5. Superior	5. Saturation	5. Arsenal

ALL-PURPOSE NATIONAL DEFENSE STATEMENTS

1. Much as I abhor military waste, the development of a (A) (B) (C) could mean thousands of new jobs for this district.
2. Unlike my inexperienced opponent, I have unbiased Pentagon contacts who keep me updated on the need for a (A) (B) (C).
3. We must ask ourselves whether it is prudent to delay appropriations for a (A) (B) (C) when the Russians already have a (A) (B) (C).
4. Let us not commit the sin of spending billions on a (A) (B) (C) when a (A) (B) (C) can obliterate more at less expense.

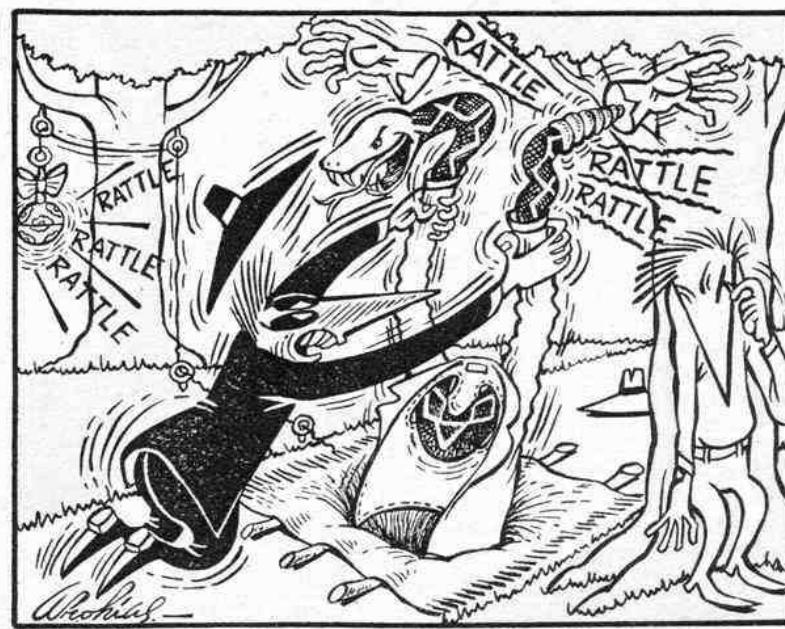
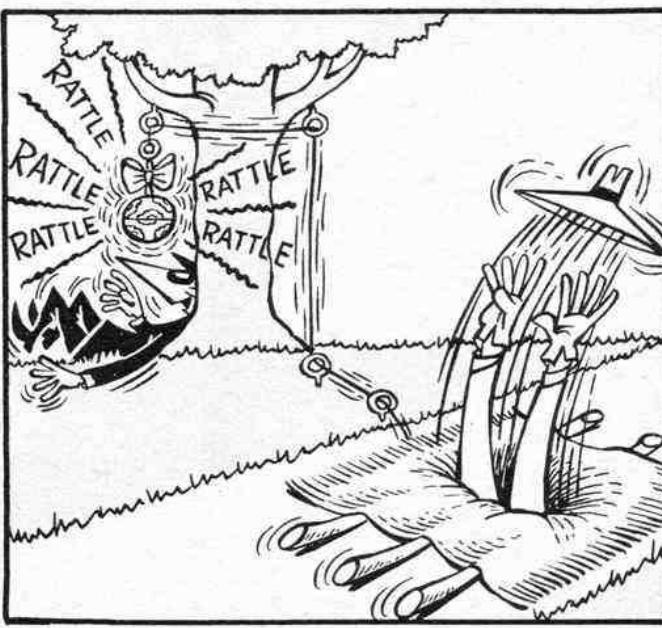
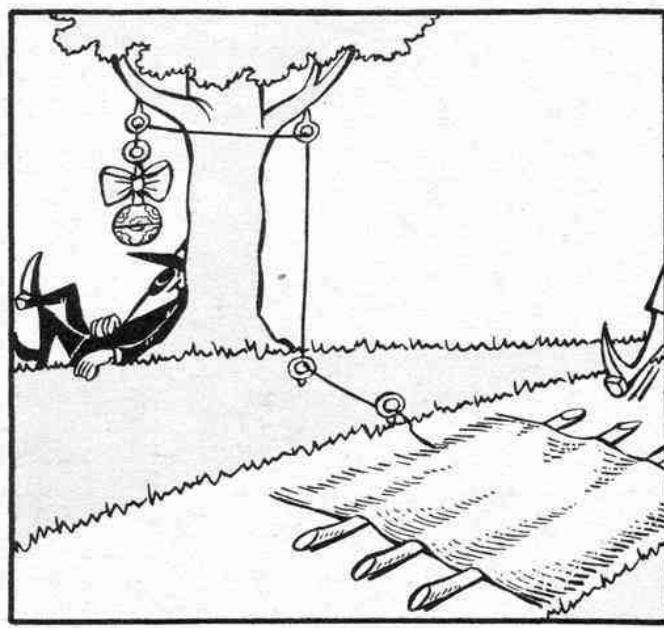
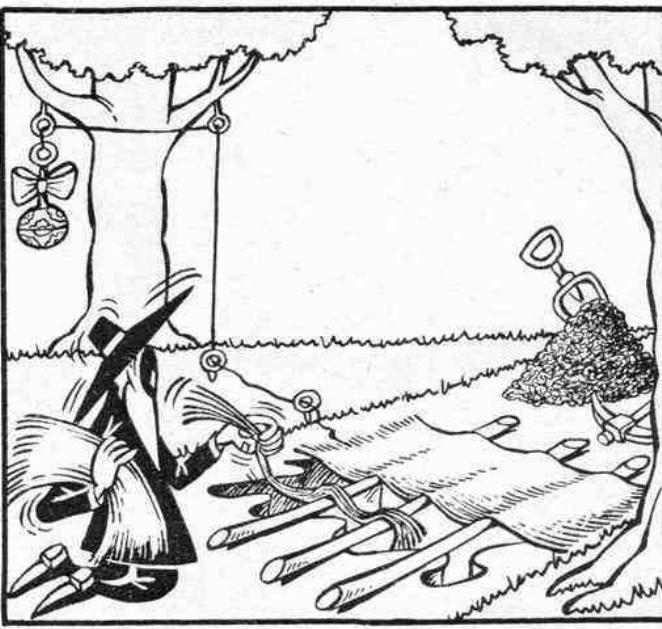
Naturally, many candidates hesitate to use Instant Phrases dealing with specific issues for fear that their statements will be mistakenly construed as advocating or opposing something. Then, too, many lack the intelligence to memorize all the Instant Phrases they need to speak out forcefully on a variety of subjects they don't understand. To help elect these mental deficient, a list of "Instant Phrase Political Platitudes" has been prepared. All are guaranteed to win applause, and none can result in embarrassing demands for clarification later. You may not make headlines, but you won't make a complete and utter fool of yourself either if you confine your speeches to . . .

POLITICAL PLATITUDES INSTANT PHRASEMAKER

(A)	(B)	(C)
1. Creeping	1. Socialistic	1. Bungling
2. Idiotic	2. Governmental	2. Interference
3. Sprawling	3. Bolshevik	3. Welfarism
4. Spendthrift	4. Meatheaded	4. Boondoggling
5. Repressive	5. Bureaucratic	5. Opportunism

ALL-PURPOSE POLITICAL PLATITUDE STATEMENTS

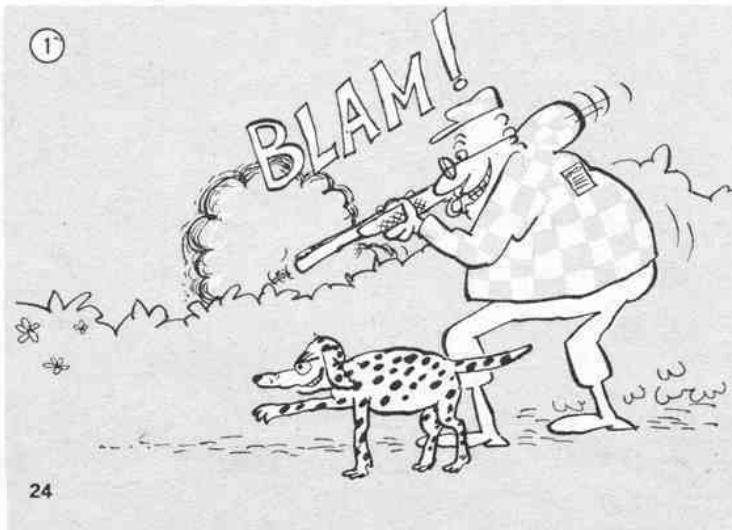
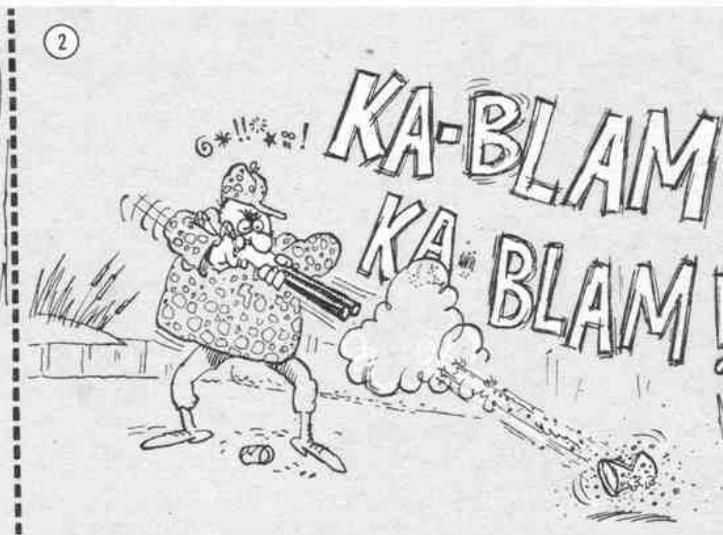
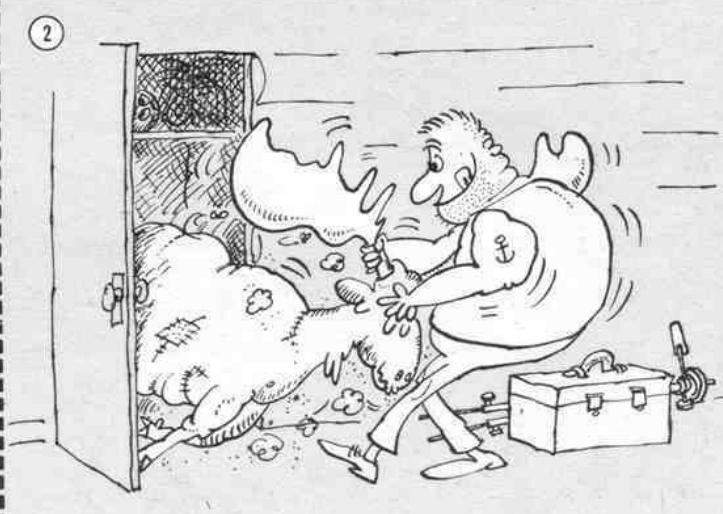
1. To paraphrase Abraham Lincoln, Albert Schweitzer and Joan of Arc, the American people will never tolerate (A) (B) (C).
2. Today's (A) (B) (C) can only lead to (A) (B) (C) tomorrow, and this is not what we want Old Glory to stand for.
3. Surely, no one within range of my voice wants his family to live in a corruptive atmosphere of (A) (B) (C).
4. My faith in the American voter makes me certain that you will not let this great land fall victim to (A) (B) (C).



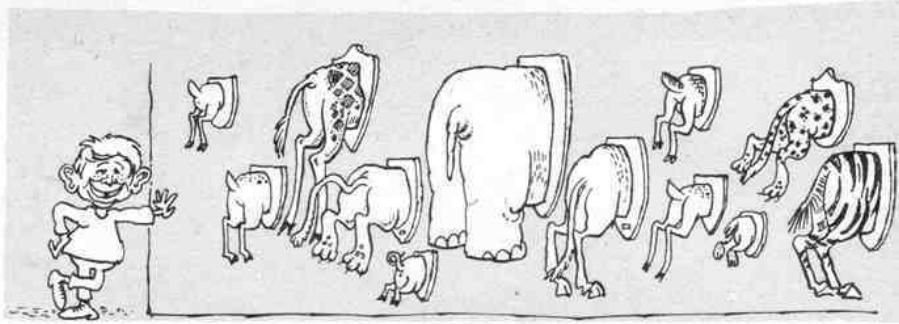
THE FOREST'S PRIME EVIL DEPT.

A MAD
LOOK
AT...

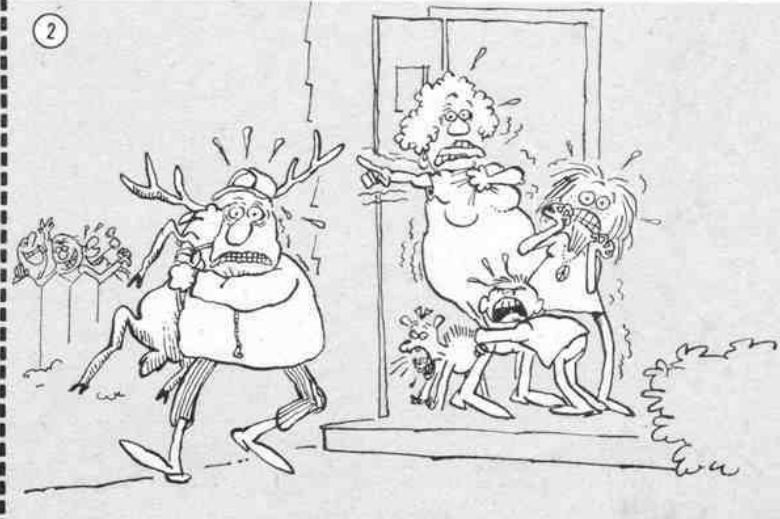
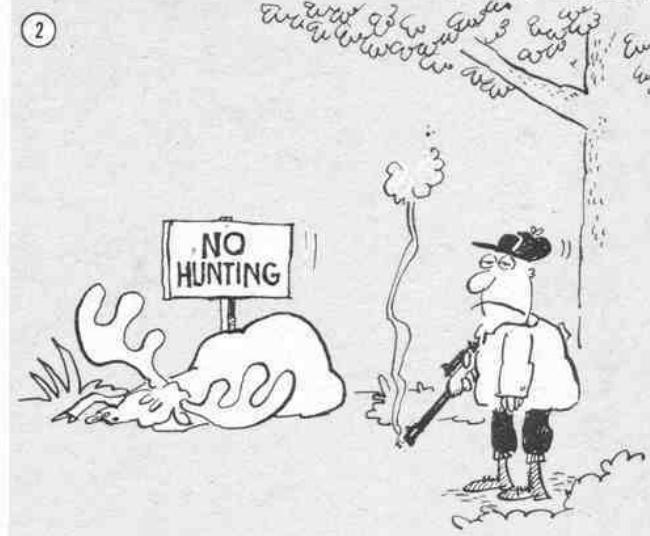
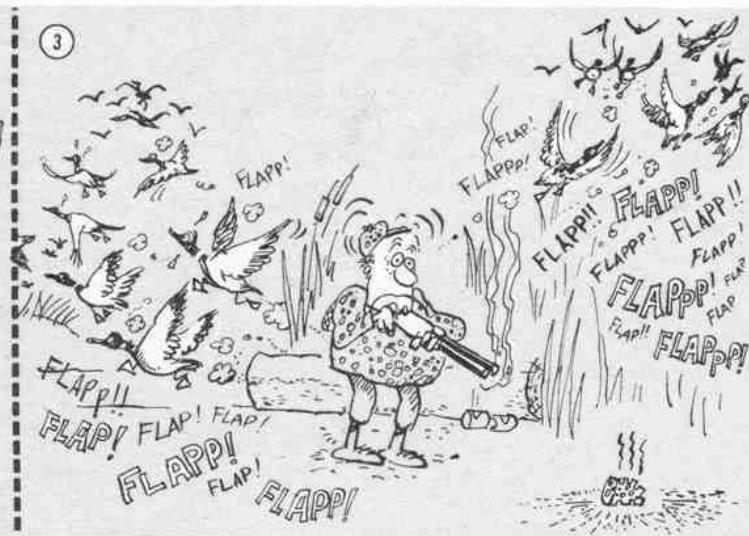
HUNT

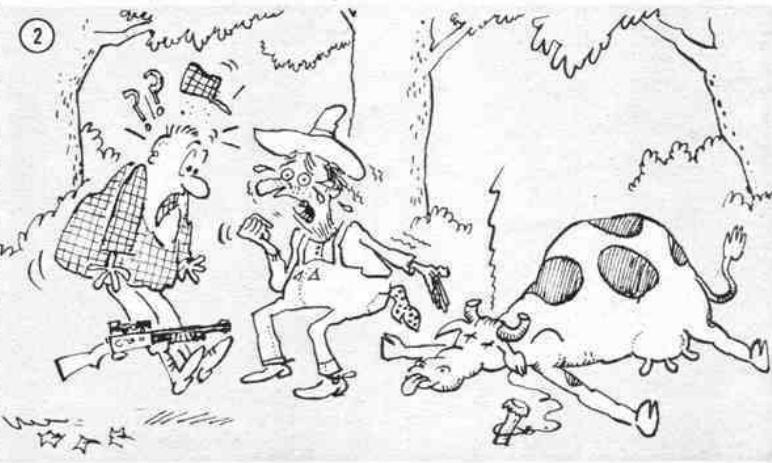
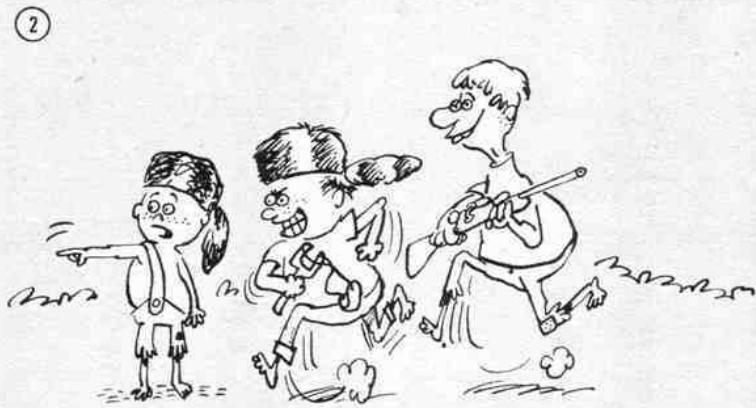
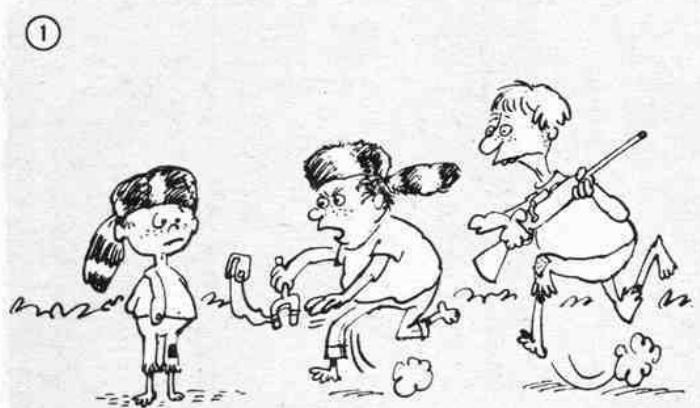
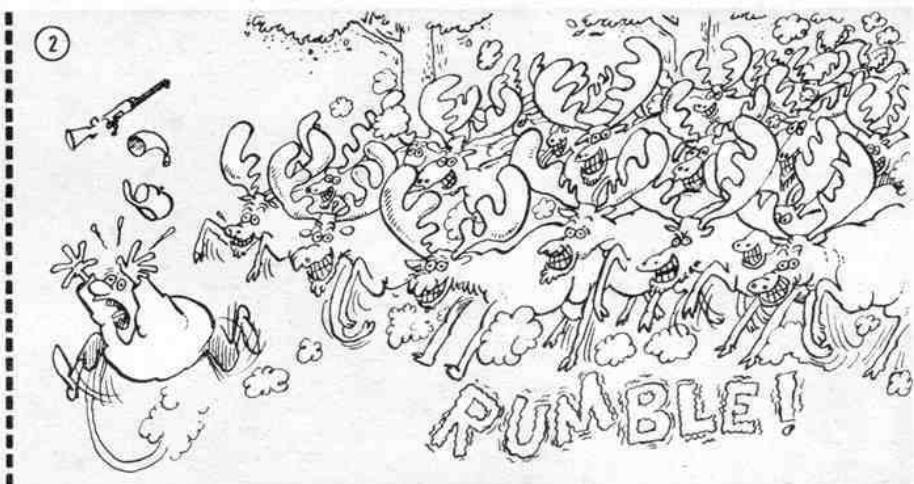


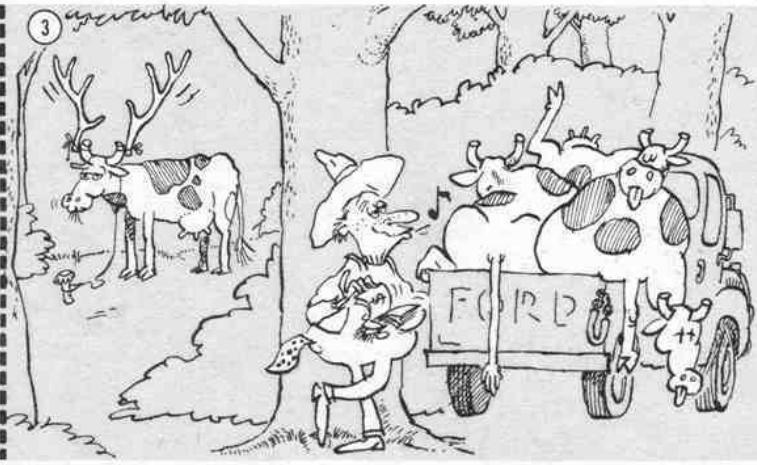
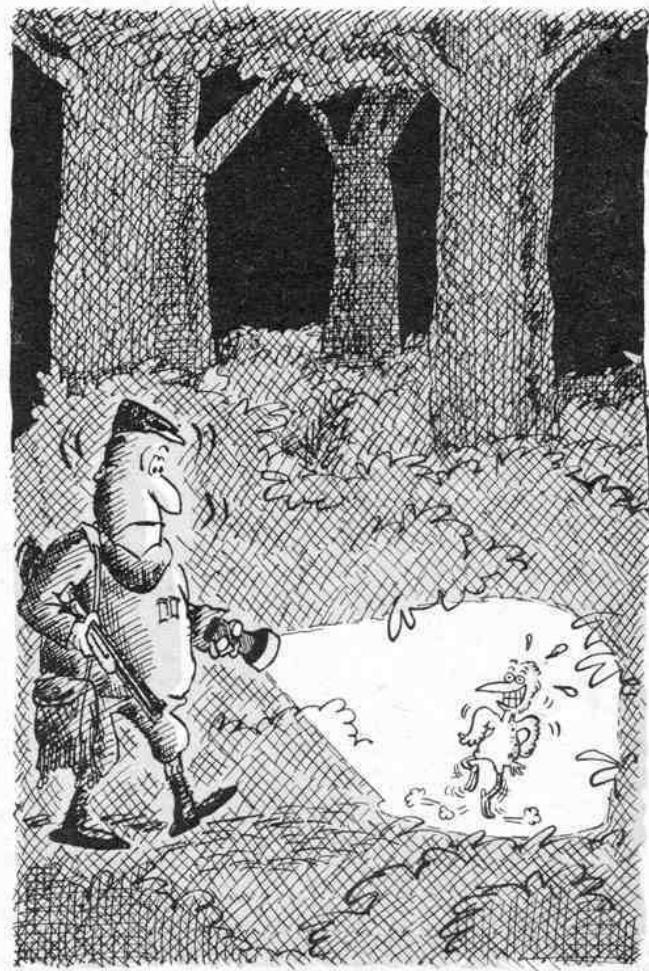
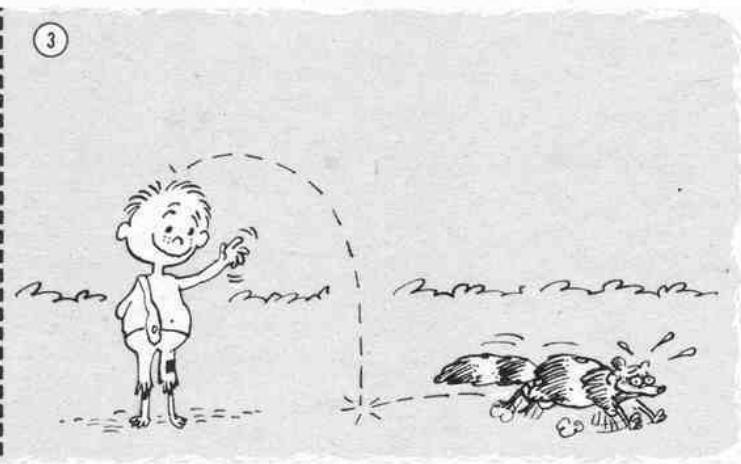
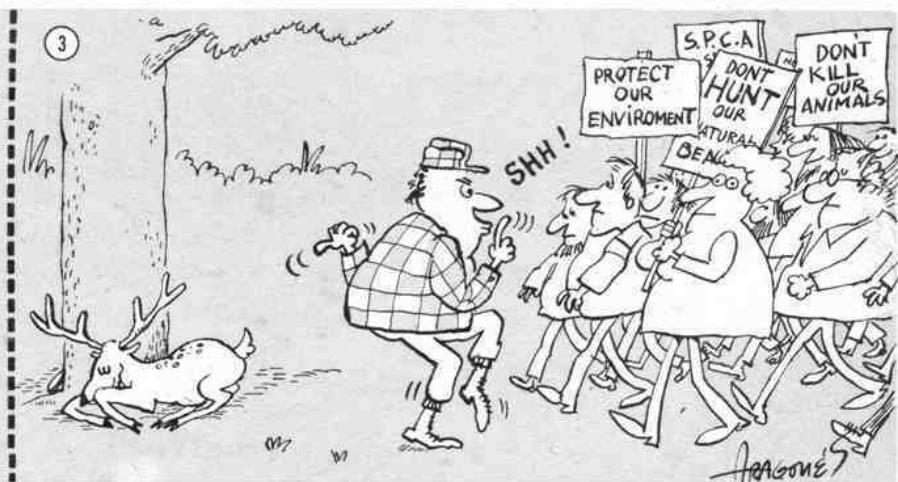
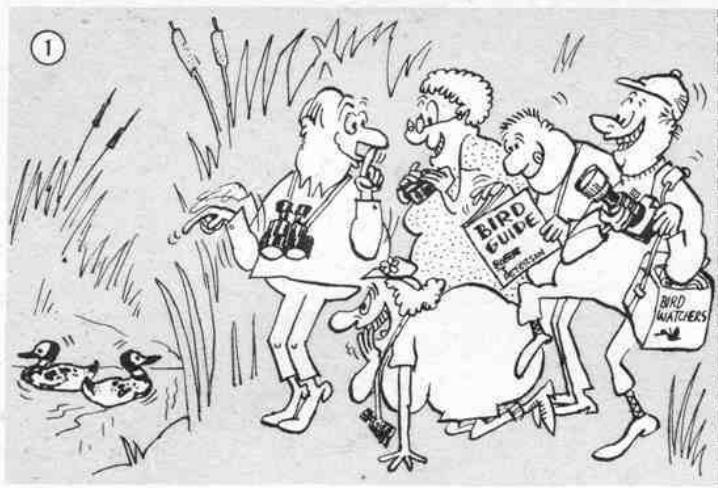
ING



ARTIST & WRITER: SERGIO ARAGONES

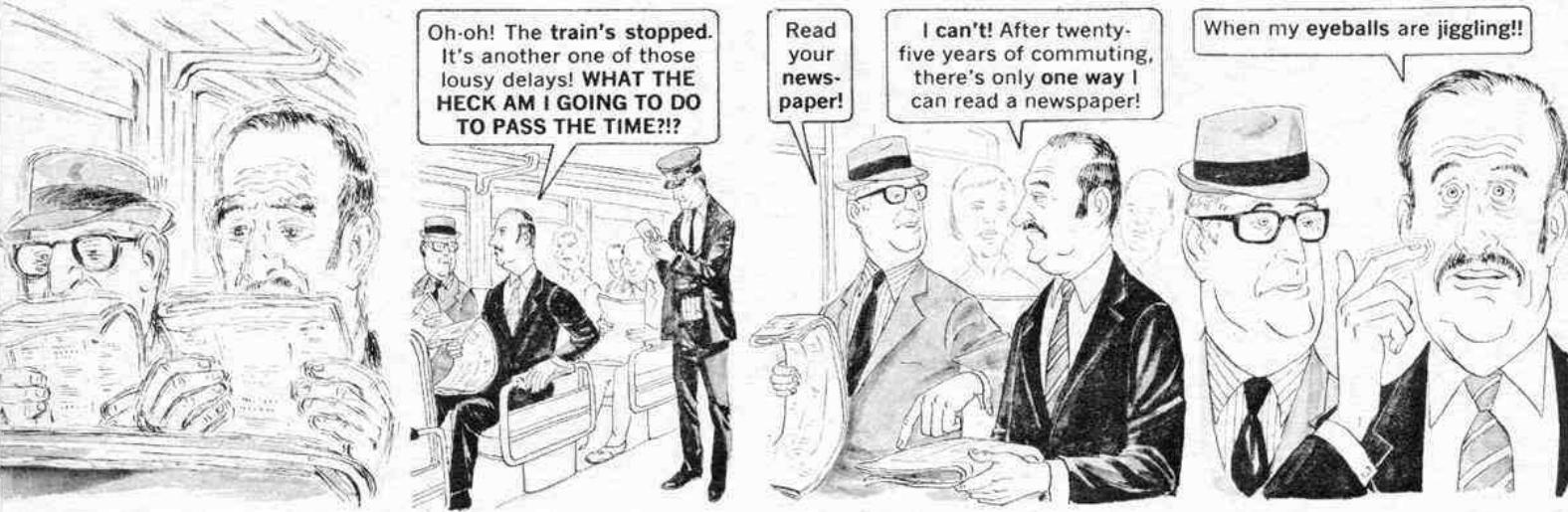








THE LIGHTER SIDE OF... COM



Busing kids from one neighborhood school to another in an attempt to affect an artificial kind of integration is not only ridiculous, it's DANGEROUS!!

It's an invitation to violence, riots and insurrection!

What are you—some kind of bigoted reactionary?

No, I'm a school bus driver!



Wow! Is she ever built! Boy, would I like to try making it with her! Please, God . . . let her sit down next to me! Please, God . . . please . . .

She—she DID it! She sat down next to me! Oh, thank you, God . . . thank you!

Hi, there! I don't remember seeing you on this train before!

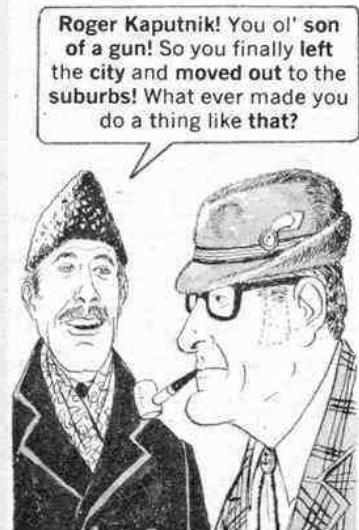
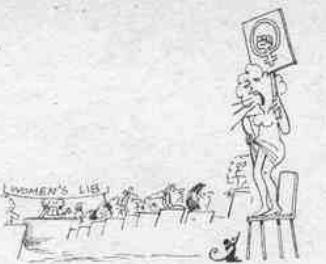
I usually take an earlier train! But if I knew guys like you were on this one, I'd change my schedule!

HEY, NICK BABY! LONG TIME NO SEE! HOW'S THE WIFE AND KIDS?!!?



MUTTING

ARTIST & WRITER: DAVE BERG



Well, it's about time!
Why are you late?

Don't blame me!
The school bus was way behind schedule!

That's terrible!
Why was the school bus way behind schedule?

Some kid was very late arriving at the bus stop!

That's awful!
Who was it?

NOW you can blame me!



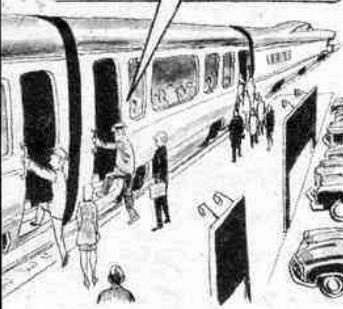
When I was a little kid, we were so poor we had to live in the **BACK** of the **STORE**! My parents merely had to take one step through the door to go to work!

That was a lot of years—and a lot of stores—ago! Today, I live in a magnificent home way out in the suburbs! Now, I drive my **Cadillac** to the station, park it for a buck—

—and board a high-speed commuter train for a 55 minute ride to **Grand Central Station** where I grab a cab to the huge **Department Store** I own!

Well, it's obvious that the more successful you are—

—the further you have to go from the **BACK** of the **STORE**!



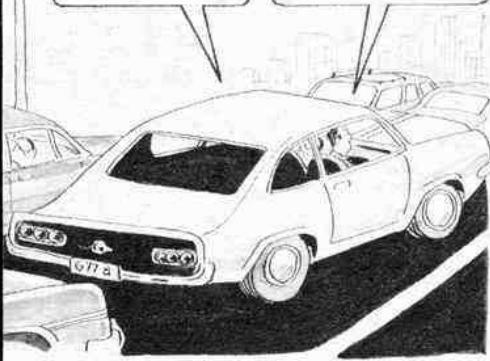
Dammit t' hell!
Another traffic tie-up! Nothing's moving for miles!

If driving to work every morning is so exasperating, why not take a train?

Because I love to **DRIVE**!

Then what are you complaining about?

SO WHO'S DRIVING!?



The fares have gone up, Sir!

WHAT AGAIN!?

Yes, Sir! Again! But this time, there'll be an improvement in service!

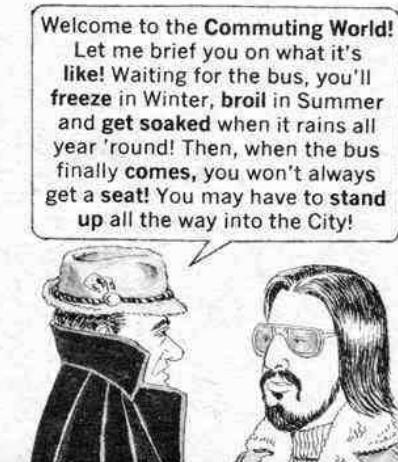
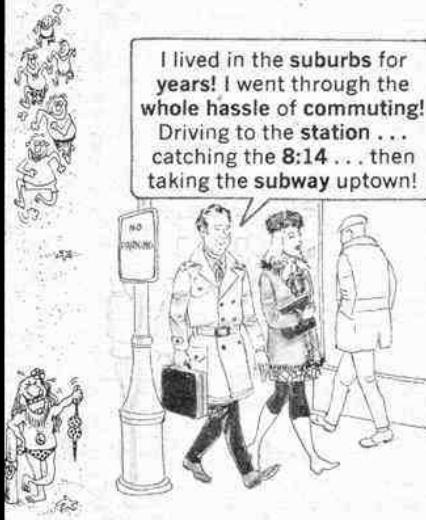
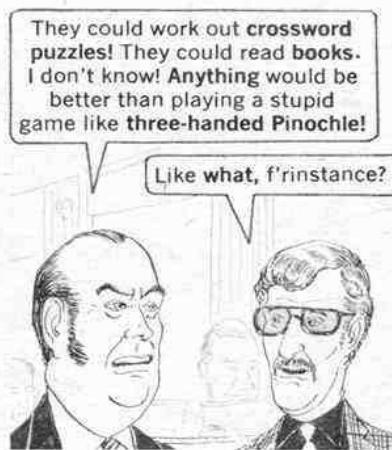
HAH! That I'd like to see!

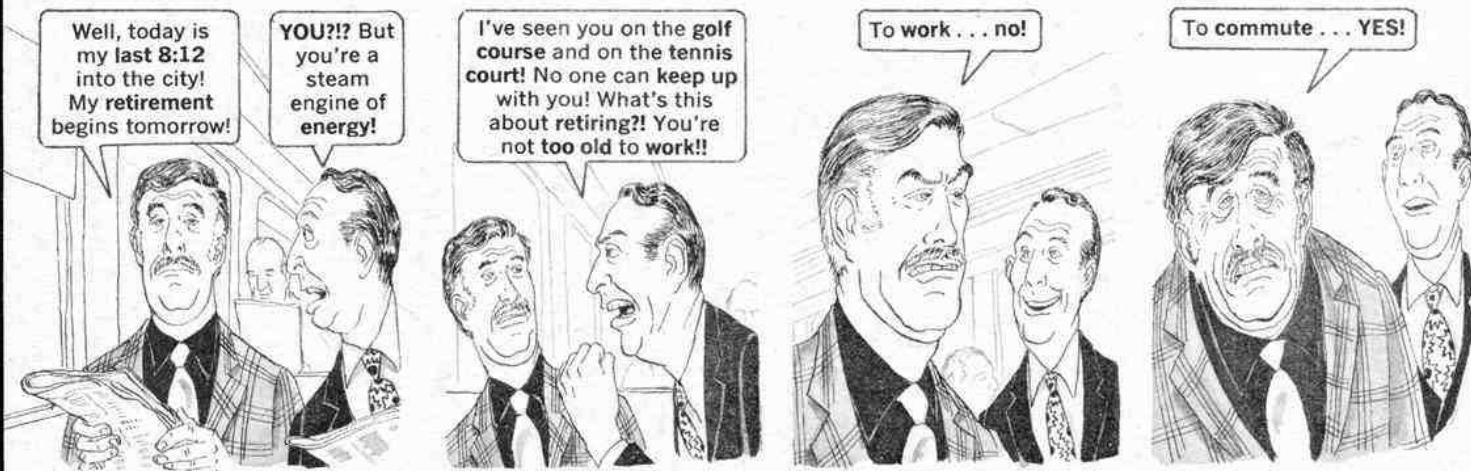
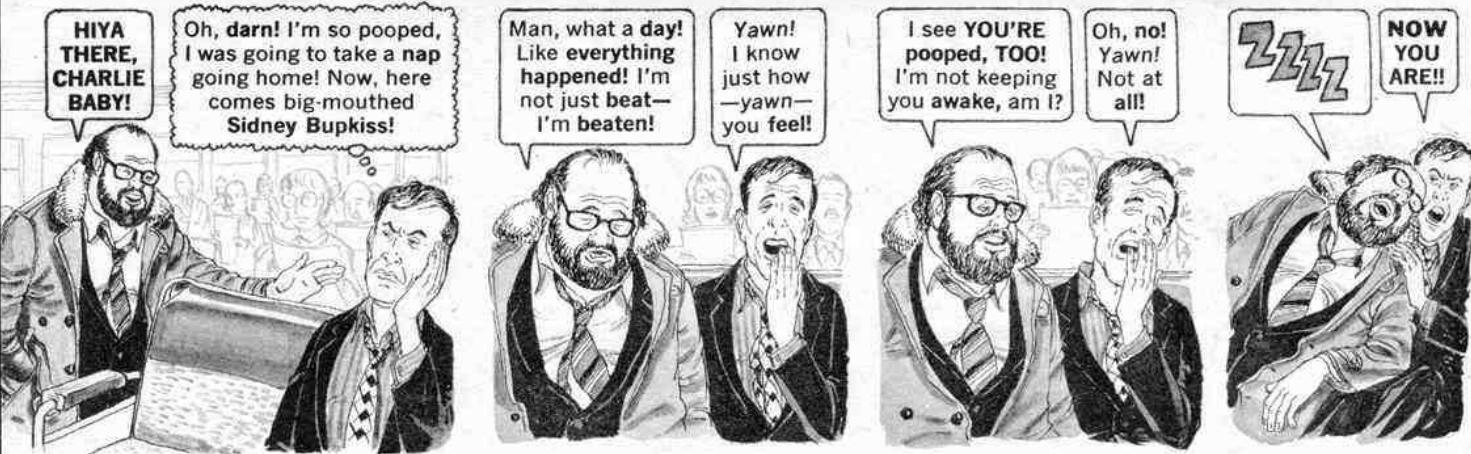
You will, Sir!
In fact, today!
You know the 7:40 train . . . ?

Do I ever! It's always a **HALF HOUR LATE**!!

Well, today it's only going to be **TWENTY MINUTES** late!







In the beginning, those pesky mail order gift companies seemed satisfied to squeeze a few dollars out of each of us at Christmas time. But soon, their catalogues began cluttering up our mail boxes in late summer, urging us to do our Christmas shopping early. Now, fearful that we may spend our off-season savings on mere necessities of life, their apparent plea is, "Do your Christmas shopping all year round." As evidence, we've selected one of the 23 we received just last week, and we herewith reprint a typical . . .

MAIL ORDER GIFT CATALOGUE

**YOUR 1972 SPRING, SUMMER & FALL
CHRISTMAS GIFT SELECTIONS FROM**

The House of Krudd

**YOU MAY ALREADY HAVE WON \$1,000,000 A DAY FOR LIFE!
(See Order Form page for details of LUCKY BUCK SWEEPSTAKES)**





KEEP TABS ON THE FAMILY DRUNK with easily installed liquor cabinet alarm system. Piercing siren wails automatically when booze hound opens cabinet to sneak a nip. Ear-piercing noise encourages abstinence by making hangover headaches unbearable. Deluxe model also spews forth Alcoholic Anonymous literature.

384—"WIND-ALERT" LIQUOR CABINET ALARM \$39.95
384A—DELUXE ALARM WITH A.A. LITERATURE DISPENSER 59.95



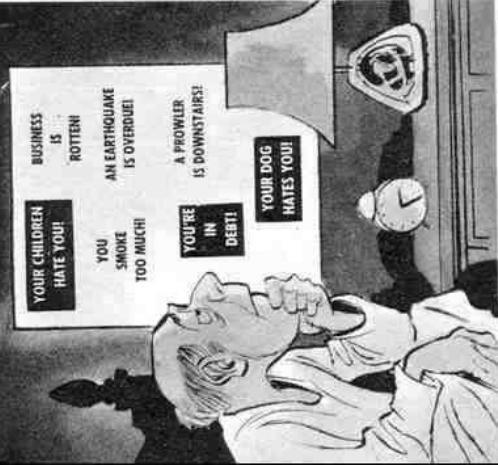
CAN'T SLEEP FOR NO APPARENT REASON? Jumbo glow-in-the-dark worry plaque supplies plenty of reasons for thoughtless insomnia. Phosphorescent lettering eliminates minor worry of running up light bill in order to read plaque, and frees your mind to concentrate on bigger problems.

872—NITE-GLO WORRY PLAQUE \$99.50
(Priced high so you can worry about your extravagance, too.)



END RISK OF FLUSHING TODDLERS AWAY with this safety bathroom seat, specially designed to fit tiny bottoms. Deluxe model also avoids danger of nasty spills from "potty" with dry ice unit that causes warm flesh to adhere to below-zero seat. Bitter cold saves Mother's time, too, by prompting youngsters to speed up.

497-A—TODDLER'S BATHROOM SEAT \$9.95
497-B—DELUXE SEAT WITH DRY ICE UNIT \$39.95



SAVE MONEY WITH AMAZING DOGGIE MOP! Why keep replacing worn out floor mops when this new device lets you pick up dust and grime with your household pet? Sturdy strap attached to handle fastens around Fido's middle to let him help with housework. Will not harm pet unless you dunk him in bucket of pure ammonia.

WIRE STRIPS COATED WITH FUZZY STUFF have hundreds of household uses. Teach kids to bend them into realistic animal shapes. Great for bundling uncooked spaghetti strands and broken ball point pens, too. Or hang one in bathroom for use as short, rainy day clothesline.

228—WIRE STRIPS COATED WITH FUZZY STUFF \$4.98



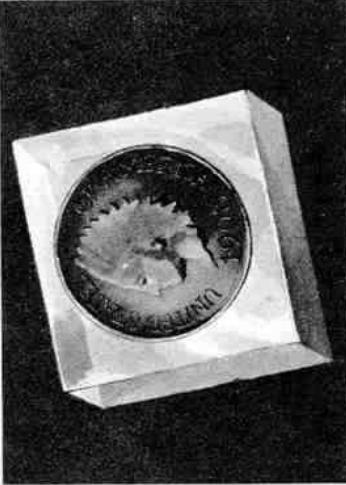
CHILDREN QUICKLY LEARN NATURE'S WONDERS with this fully equipped rattlesnake hutch. Complete with live baby snake which grows to adult snake as kiddies feed and care for interesting new pet. Easy-open hutch door permits even small tots to remove animal for closer study. Lets budding zoologists learn the fun way!

487A—CHILDREN'S RATTLESNAKE HUTCH \$27.95
488B—EXTRA LIVE SNAKES 12.95
489C—EXTRA LIVE CHILDREN 11.95



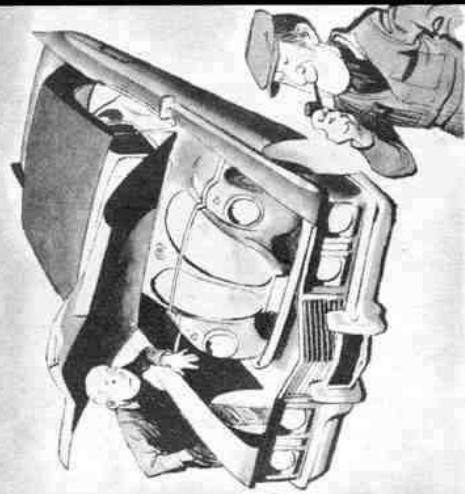
SAVE MONEY WITH AMAZING DOGGIE MOP! Why keep replacing worn out floor mops when this new device lets you pick up dust and grime with your household pet? Sturdy strap attached to handle fastens around Fido's middle to let him help with housework. Will not harm pet unless you dunk him in bucket of pure ammonia.

287T—SMALL DOGGIE MOP FOR PEKINSE, POODLES, ETC. \$2.98
287U—MEDIUM DOGGIE MOP FOR SPANIELS, HOUNDS, ETC. \$3.98
287V—LARGE DOGGIE MOP FOR DOBERMANS AND GERMAN SHEPHERDS (Not recommended for use unless dog is already dead.) 4.98



RARE OLD COIN WILL INCREASE IN VALUE! Genuine Indian head penny more than 60 years old is mounted in clear lucite holder for easy viewing without handling. Makes unique gift for all ages. Or buy several thousand for yourself for investment.

855—INDIAN HEAD PENNY IN LUCITE CASE \$4.98
856—CASE WITHOUT PENNY (Seldom in stock)10
857—PENNY WITHOUT CASE (Never in stock)30
858—OUR PROFIT WITHOUT CASE OR PENNY 4.58

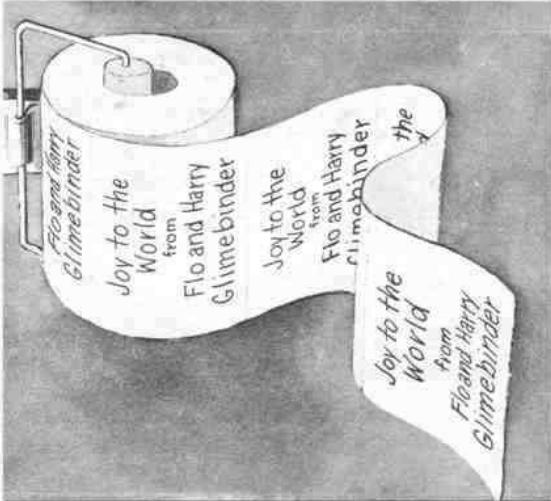


YOUR CHEAP CAR BECOMES AN \$8,000 LIMOUSINE when covered with this ingenious 1972 simulated Cadillac body. Made of sturdy plastic, authentic looking Caddy shell fits over most smaller cars with easily attached bolts and brackets. Impress your friends who always thought you were nothing but a loud-mouth fourflusher.

972A—PLASTIC CADILLAC BODY \$99.75
972B—DELUXE BODY WITH DOORS THAT REALLY OPEN \$49.75



"KIDIE-SCRAM" CHILD REPELLENT effectively and permanently rids your lawn of destructive neighbor children. Non-poisonous pellets give off strong odor of cooking Brussels sprouts to nauseate tots. Can also be used indoors to make your own unwanted children run away from home.



EXPRESS YULETIDE GREETINGS TO VISITING FRIENDS with cheery personalized holiday bathroom tissue. Full 1,000 sheet roll brings your warm message to all as they sit contemplating the true meaning of Christmas. Great for campers, too!

447—PERSONALIZED HOLIDAY BATHROOM TISSUE \$3.69



OBSCENE ICE CUBES liven up even the dullest party. Clever set of freezer molds permits you to turn out sculptured figurines in a variety of fascinating poses. Good for a million laughs. Or plop them in soft drinks to educate kiddies about those matters you've put off discussing.



STOP INVITING BURGLARS TO ROB YOU! Replace crime encouraging "WELCOME" mat with this newly devised home protector. Psychologically tested hostile message is certain to deter nervous or easily discouraged crooks. Also gives you an edge over pushy door-to-door salesmen.

348—"GO AWAY" DOOR MAT \$9.95



COLOR TV SET IS REALLY A GARBAGE CAN! Handsome walnut cabinet conceals embarrassing fact that you keep garbage in your living room. Envious friends will think you've acquired an expensive new TV. Fools everyone until they notice that picture never moves.



HAND MADE PARAGUAYAN COMPUTER combines crude charm of Amazon jungle artifact with efficient utility of I.B.M. 360. Hand-some cabinet crafted of stone and vines houses inner workings capable of solving complex problems of home and industry. (Inner workings not included.)

866K—PARAGUAYAN STONE COMPUTER \$49.95
866L—I.B.M. MECHANISM FOR STONE COMPUTER \$1,298,049.95

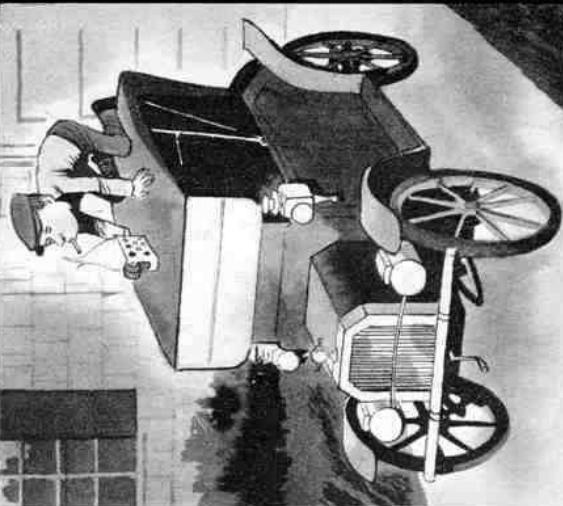


FEND OFF OVERLY AFFECTIONATE GIRLS with pocket size nerve gas sprayer. Looks like ordinary cigarette, but one blast can paralyze aggressive chicks while you flee to safety. Usually not fatal. Perfect gift for shy make-out men.

723—POCKET NERVE GAS SPRAYER \$4.98
723-R—REFILL CARTRIDGES \$6.69

231—DIRTY ICE CUBES \$4.98

500—CHILD REPELLENT PELLETS \$1.49



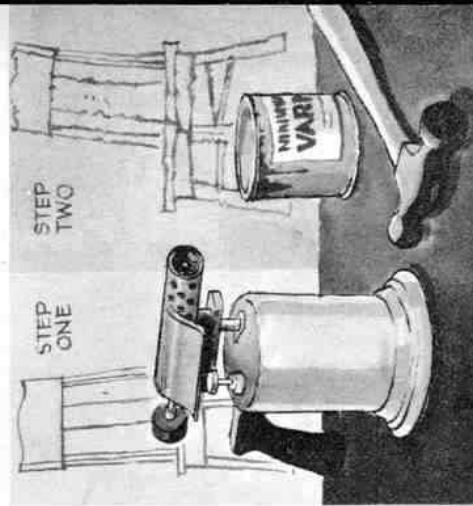
FULL-SIZE ANTIQUE CAR IS REALLY A CIGARETTE LIGHTER! Not just a conversation piece. Interior of authentic looking "Tin Lizzy" holds 150 gallons of lighter fluid for up to 75 years of trouble-free use. Immovable wheels prevent lighter from rolling down driveway even on icy winter days.

577—ANTIQUE CAR CIGARETTE LIGHTER \$895.98



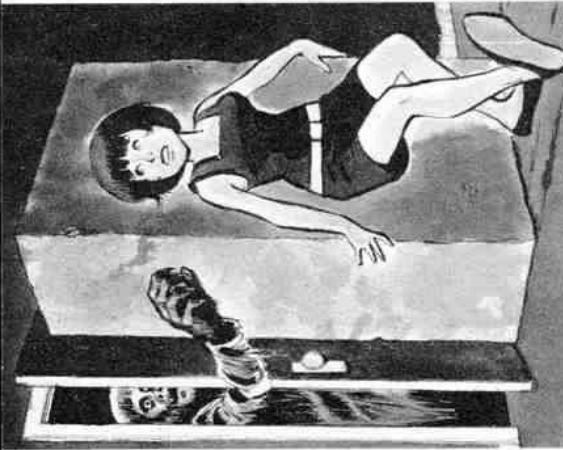
BENT COAT HANGER REPAIR KIT—Never need to buy new hangers again once you acquire the fix it knack. Kit includes work bench, sturdy vise, Swedish forged steel pliers, black touch-up paint and 96-page instruction book. Hanger repairing also makes a nice hobby for the sensible and stupid.

822—BENT COAT HANGER REPAIR KIT \$89.50



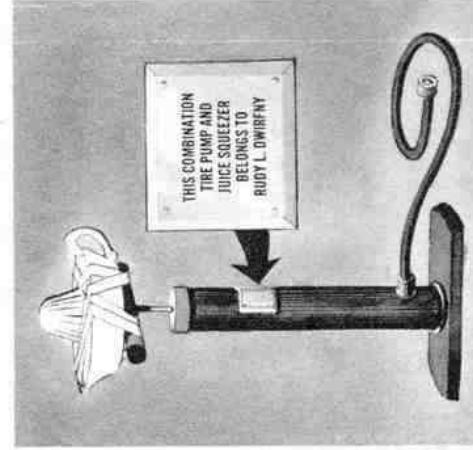
CONVERT NEW FURNITURE INTO SIMULATED ANTIQUES with this complete professional antiquing kit. Contains blow torch for creating fire damage effect, sturdy hammer for producing mottled, chipped surface, and dark lumpy varnish for instant aging. Why pay \$500 for a damaged authentic heirloom when you can wreck your present furniture inexpensively?

892—FURNITURE ANTIQUING KIT \$49.50



DOOR GUARD KEEPS OUT UNWANTED INTRUDERS! Hand-cut solid granite block offers protection against even the most determined homicidal maniac. Merely slide it against door and rest in peace. Or, should system fail, merely convert block to cemetery headstone and rest in peace.

1972-RP—ALL-PURPOSE DOOR GUARD \$198.50



PERSONALIZED TIRE PUMP AND JUICE SQUEEZER—Not just a toy. It really works! Pump up flat tires in a jiffy. Then quench your thirst with delicious hand squeezed orange juice. Or do it the other way around. Great for camping trips, too. And personalized nameplate makes it a "must" for boat owners. Specify name desired.

441—PERSONALIZED TIRE PUMP AND JUICE SQUEEZER \$14.96



MAZO BROTHERS HOME SURGERY KIT—Ideal gift for those unable to get hospital insurance. Contains everything needed to perform costly surgery for mere pennies: scalpel, needles, thread, anesthetic and beginners' instruction book showing approximate location of internal organs. Sturdy construction by famous Mayo Brothers Toy Co.

476—HOME SURGERY KIT \$12.98



PACIFIC STANDARD TIME SUN DIAL. A boon to westerners weary of ordering sun dials from eastern manufacturers, only to find they're always set three hours fast. Sturdy construction allows you to use dial with confidence even on rainy days. Or place it inside doors as handsome matching companion to your Pacific Standard Time clock.

783—PACIFIC TIME SUN DIAL \$116.27
(Slightly higher west of Rockies)

927—BATTERY POWERED BATTERY CHARGER \$8.99
(Batteries not included)

LUCKY BUCK SWEEPSTAKES!



HAVE TROUBLE GIVING AWAY UNWANTED PETS? Clever I.D. tags help you dispose of them permanently and humanely. Turn pets loose wearing phony owner tags and rest assured finders will ship them to cozy new home in Fairbanks, Alaska, post office. Really works! Fairbanks postmaster reports he's already received 10,000 unwanted rabbits.

976-PEE SHIP \$2.98



LET DAD WORK OFF HOSTILITY after watching the evening news by clobbering this life-size scapegoat punching bag. Comes with likeness of William Buckley on one side and Abbie Hoffman on the other for use by enraged TV viewers of all political persuasions. Unbreakable, except on days when news-makers issue particularly idiotic statements.

471—POLITICAL SCAPEGOAT
PUNCHING BAG \$19.98



teed not to shut up until lights are turned off at bedtime. Best of all, she can be thrown in trash without divorcing her first.

421-NAGGING HOUSEWIFE DOLL \$99.92



END LONELY-BACHELOR LIFE with this realistic, talking housewife doll. Electric eye mechanism causes silent house to be filled with sound of recorded nagging from "Mildred" as soon as front door is opened. Doll is guaranteed.

BRIGHTEN YOUR SMILE WITHOUT COSTLY DENTISTRY! Gleaming white plastic choppers fit snugly over your own discolored teeth. Ideal for covering up blackened snags, gaping holes and fangs. Adhesive edges make unbreakable one-piece plastic "smile" stick permanently to your gums. Convenient front tooth hole permits taking nourishment through

EEG EVER GROW DIPLASTIC TEETH
a straw.

HOUSE OF COMMONS ORDER FORM

(We will also notify Treasury agents to arrest you for counterfeiting because every dollar bill has a different serial number, and we already have the only real one with this number in our possession.)

ONE MILLION DOLLARS A DAY FOR LIFE!

BONUS OFFER YES. Enter my name in the drawing for the 1959 Studebaker.
 NO. Instead, I'd prefer to have my Xmas order filled before Xmas, just this once!

SUB-TOTAL _____

**ADD \$6.00 HANDLING
CHARGE ON ALL ORDERS**

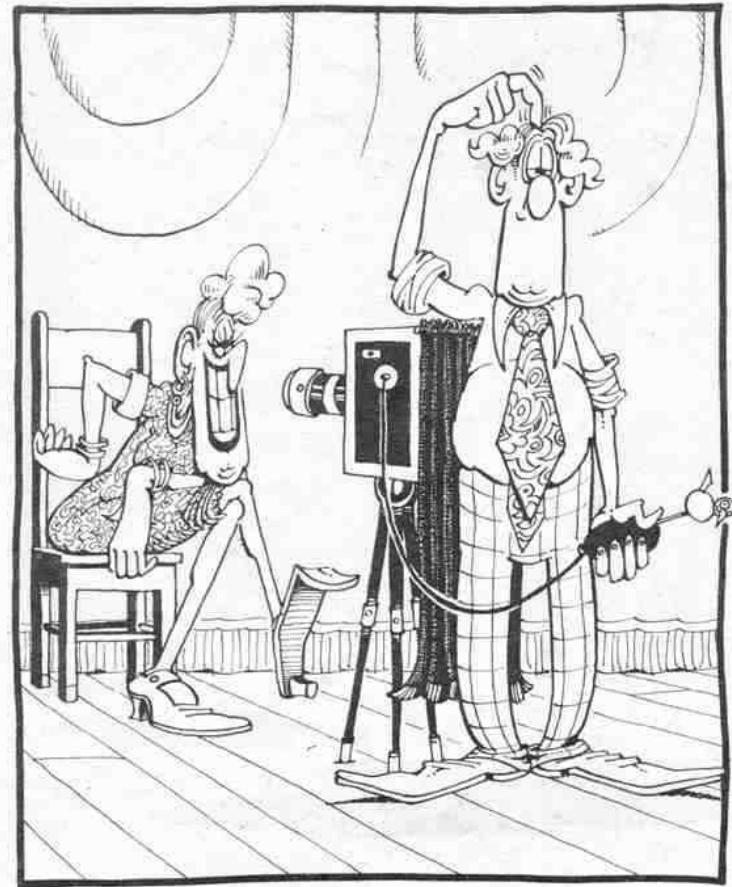
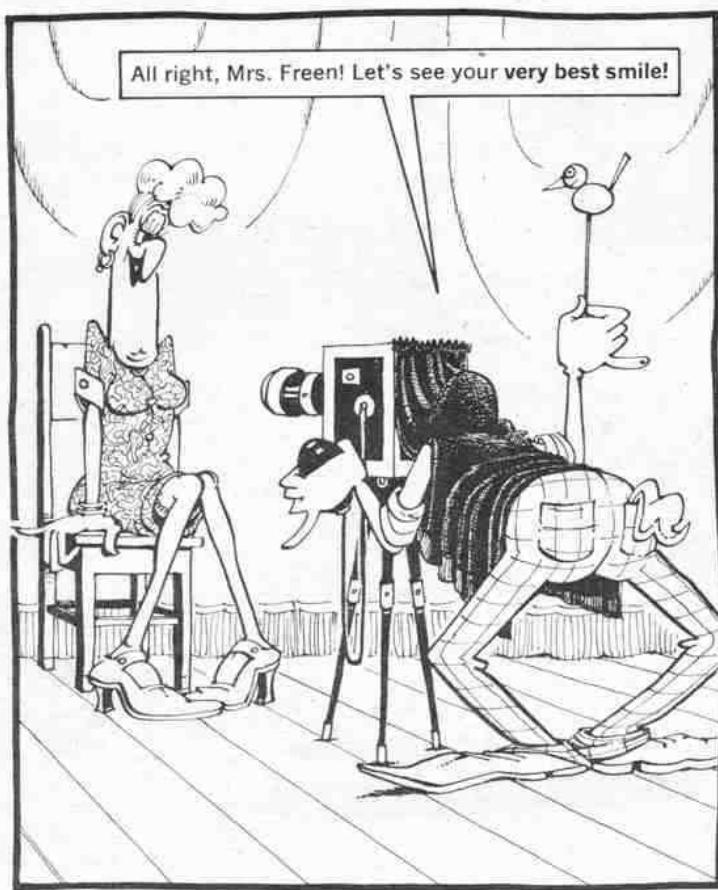
**ADD \$4.00 HANDLING
CHARGE ON ALL ORDERS
UNDER \$2.00**

**ADD 15% TIP FOR
ORDER FILLER**

* Better make it about 12% as tax rates may

***Residents of Ohio, Nebraska and Utah—
go up before we get around to this.

ONE DAY AT THE PHOTOGRAPHER'S



SPORTS-BLASTER DEPT.

This ode to his favorite Monday night commentator is a good example of the type of idiocy MAD sports freak, Frank Jacobs, is offering in his all-new paperback, "MAD About Sports." So consider yourself warned about this "Humor In A Jock-ular Vein."



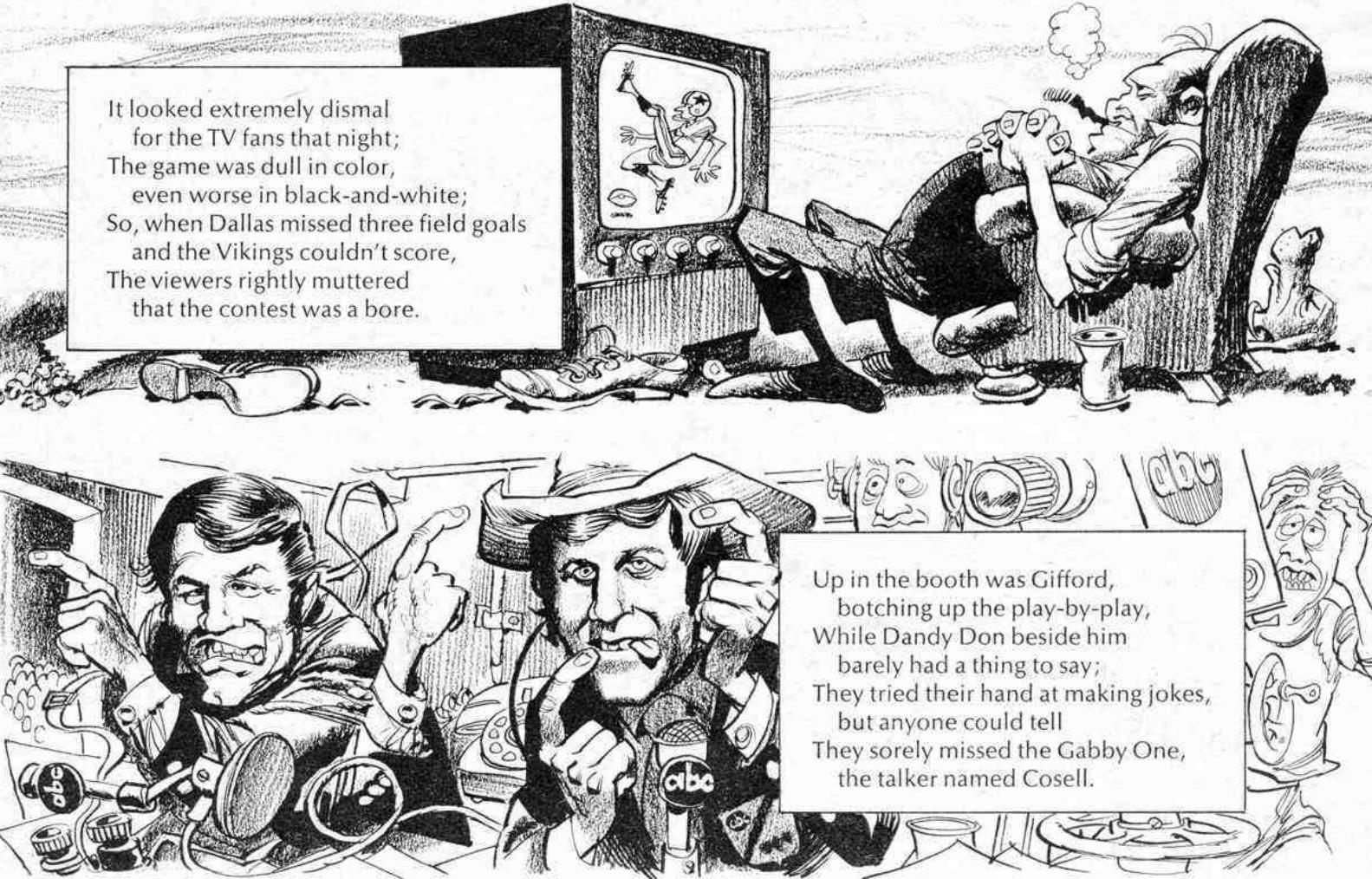
HOWARD AT THE MIKE

(with apologies to Ernest Lawrence Thayer)

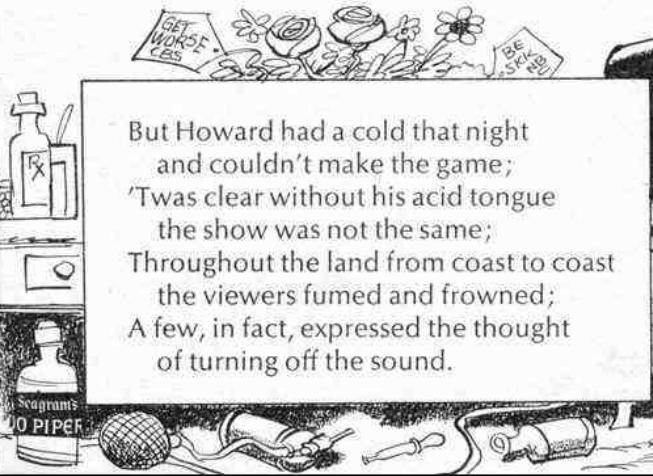
ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

It looked extremely dismal
for the TV fans that night;
The game was dull in color,
even worse in black-and-white;
So, when Dallas missed three field goals
and the Vikings couldn't score,
The viewers rightly muttered
that the contest was a bore.



Up in the booth was Gifford,
botching up the play-by-play,
While Dandy Don beside him
barely had a thing to say;
They tried their hand at making jokes,
but anyone could tell
They sorely missed the Gabby One,
the talker named Cosell.



But Howard had a cold that night
and couldn't make the game;
'Twas clear without his acid tongue
the show was not the same;
Throughout the land from coast to coast
the viewers fumed and frowned;
A few, in fact, expressed the thought
of turning off the sound.

Seagram's
O PIPER

39

The network switchboard buzzed with calls
—nine-tenths of them irate—
“We want Cosell,” fans screamed, “for he’s
the man we love to hate!”
The network brass behind the scenes
looked outwardly quite calm,
Though inwardly each bigwig knew
the evening was a bomb.



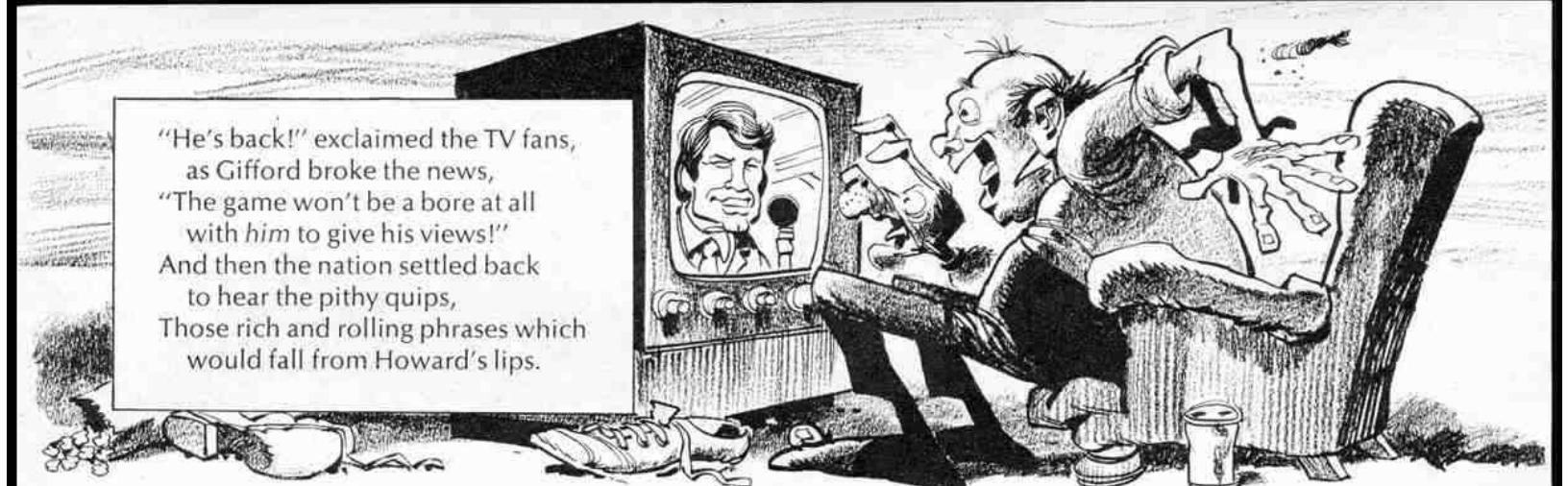
Then early in the second half
there rose a mighty cheer;
It thundered through the broadcast booth
and echoed far and near;
It warmed the hearts of network brass
and cameramen alike,
For Howard, gabby Howard,
was advancing to the mike.

His nose was red from sneezing fits,
his throat was raw and sore;
A headache racked his brow with pain;
his joints ached even more;
His cough was like the wheezing
of an ancient Greyhound bus,
Despite great use of Contac pills
and Alka-Seltzer Plus.



He flashed a silken handkerchief
and gave his nose a blow,
Then made his way across the booth
to watch the play below;
He coolly scanned the first-half stats
to see which men had played,
Then jotted down the key mistakes
each quarterback had made.





"He's back!" exclaimed the TV fans,
as Gifford broke the news,
"The game won't be a bore at all
with him to give his views!"
And then the nation settled back
to hear the pithy quips,
Those rich and rolling phrases which
would fall from Howard's lips.

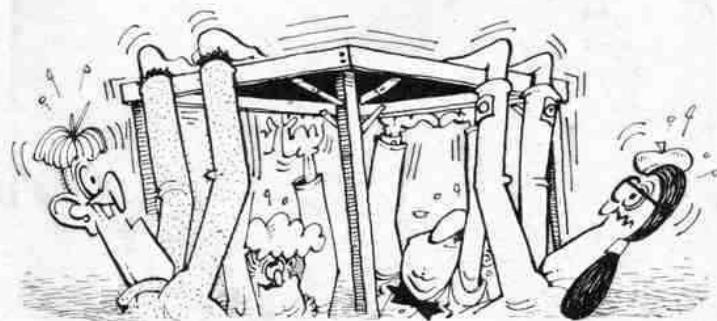
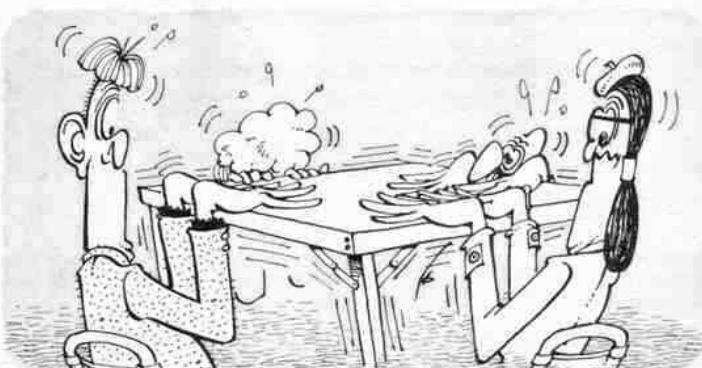
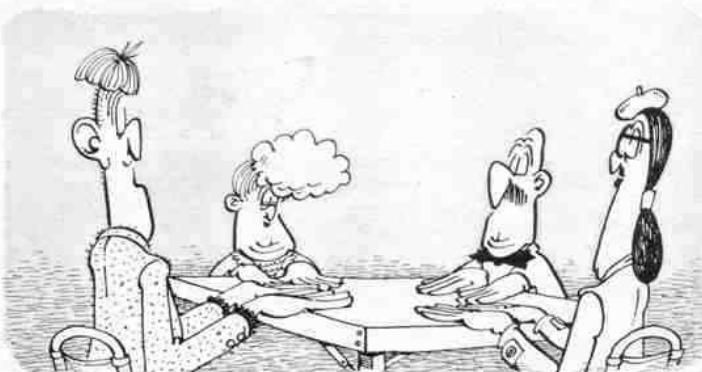
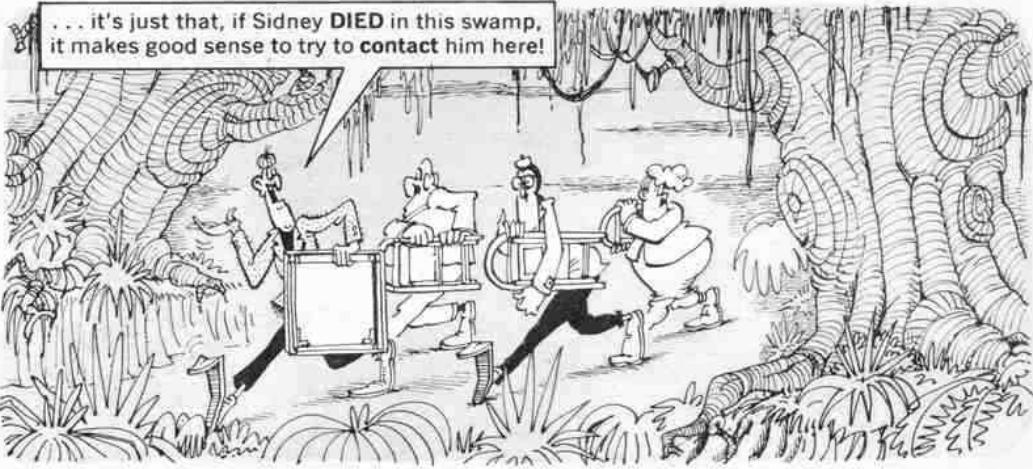
There was pride in Howard's bearing
as he took his seat on high;
There was ease in Howard's manner
as he loosened up his tie;
And neither of his colleagues
could dispute the awesome truth
That the power of his presence
could be felt throughout the booth.



A glint has come to Howard's eyes,
his tongue is poised to strike;
His hand is raised to make a point,
he leans into his mike;
And now we feel the fury
of that mighty mind of his—
And now the air is shattered
as he tells it like it is.

Oh, somewhere in this favored land
there is a happy place
Where folks are watching re-runs
of "I Spy" and "Lost In Space";
And somewhere there are TV sets
around which folks rejoice;
But there is no joy in football
—gabby Howard's lost his voice.

ONE DAY AT A SEANCE





Television may have an excuse for putting on all those unrealistic Medical Shows and unrealistic Police Shows and unrealistic Lawyer Shows and unrealistic Western Shows. After all, Television writers don't have any first-hand experience at being Doctors or Cops or Lawyers or Cowboys. But what's the alibi when Television puts on an unrealistic Comedy about Television? We're talking about the show that took that down-to-earth gal from the old "Dick Van Dyke Show," put her into an idiotic Television situation, and came up with the same old garbage...even though it was

THE MARY TAILOR-MADE SHOW

ARTIST: ANGELO TORRES

WRITER: TOM KOCH

Somebody just robbed the bank next door of a million dollars, and five innocent bystanders were shot!

Hey! Don't
bother me
with your
problems!
Can't you
see I'm
trying to
write a
newscast!

And can't you see I'm busy just standing around acting stupid? That's what a TV News Anchor Man does, you know!

Mary! It's
your job to
keep crackpots
out of this
office . . .
especially
crackpots who
don't even
WORK here!

I'm sorry, Mr. Grunt! But this IS a Newsroom, and he probably thought we'd WANT to cover a big story like that!

Are you
crazy?! In
all the
time you've
worked here,
have we
ever covered
ANY story?!

No, sir!
And I've
wondered
about
that! How
DO we
get out
news??

What a dumb question!! Come into my office so I can throw one of my hilarious tantrums while I answer it!



Mary . . . you just don't understand **TV Journalism!**
Blurry writes the news for
Klod to mispronounce so
I can yell at him! It's
as simple as that!

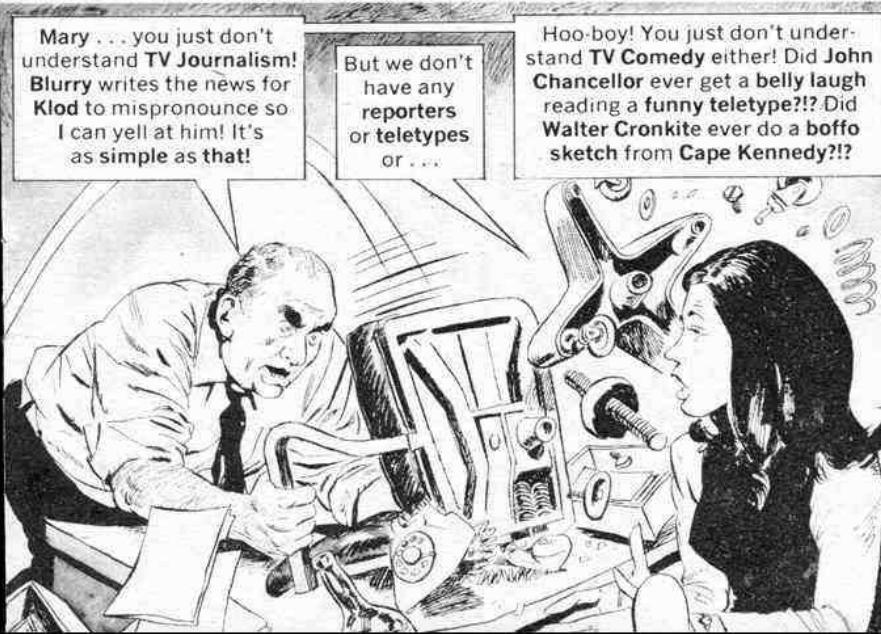
But we don't
have any
reporters
or teletypes
or ...

Hoo-boy! You just don't understand **TV Comedy** either! Did **John Chancellor** ever get a belly laugh reading a funny teletype?? Did **Walter Cronkite** ever do a **boffo** sketch from **Cape Kennedy**???

Besides! If we covered crime stories, we'd be just like "Mannix", or "Ironside"! And the one thing I'll never stand for on this show is **VIOLENCE!!**

I'm
sorry!
I've
been a
terrible
fool!

That's
the
way I
like to
hear
you
talk!



Now, do all those cute, efficient little chores that make me so dependent on you!

Like dusting off your typewriter so you can start working?

No, like dusting off my bottle so I can start drinking!

Let me change into another Christian Dior original first! I want to be among the world's ten best dressed \$92-a-week office flunkies!

Did you hear good old Lou screaming at Mary? What a great guy to work for!

Really the salt of the earth!

A truly beautiful person! Er—why do we always have to say these nice things when we're all scared to death of him?

That's obvious! How else would the TV audience know that anybody with such a lousy disposition was so lovable!?



Gee, Mary. You sure know how to dress!

This old thing? Nonsense! Now, where's that nice fella who came in to tell us about the bank robbery?

He left . . . just like Lou screamed at him to do!

What? Without trying to get my phone number—or asking me for a date?!! NOBODY does that!



Hey, Mr.! You! Come back here! I'm not finished with you!!



What's the matter? Are you just shy . . . or some kind of creep?!!

Please, lady! I got a wife and six kids!

No excuses! Every man who comes in here tries to make out with me! Didn't you read your contract?

Okay! You win! What evening are you free?

None! I just wanted to see that look of passion in your eyes!

Weren't you kind of rough on that poor guy?

Probably! But being unmarried and over thirty, I need reassurance that I'm still desirable! Otherwise, I tend to wave my arms in neurotic gestures of desperation!

Really? I hadn't noticed!

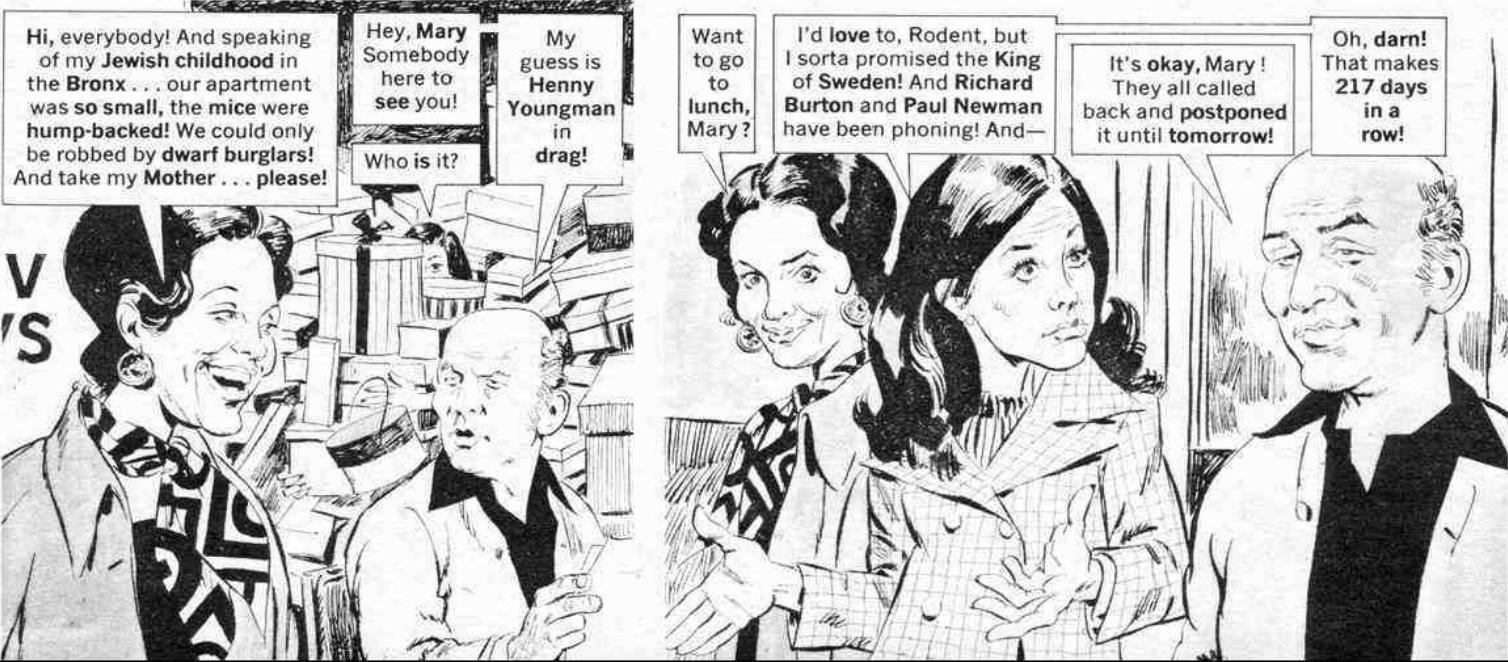
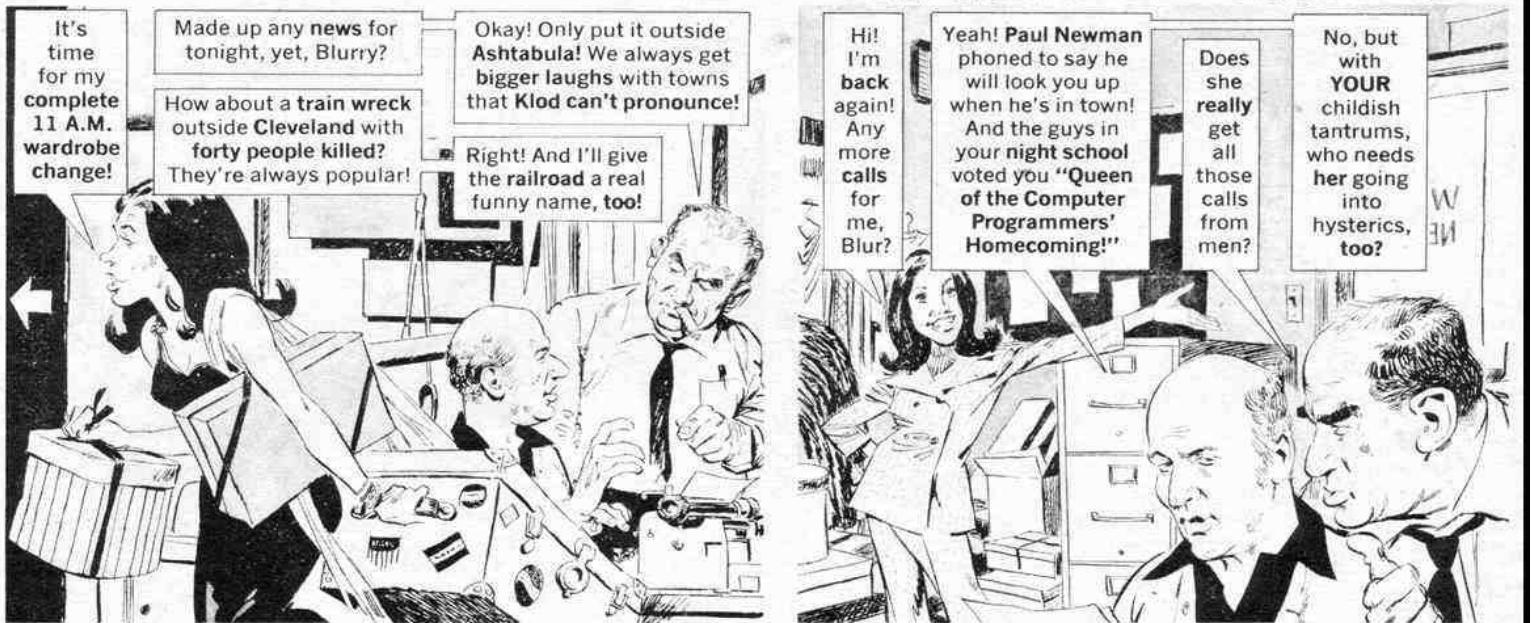
Well, astute viewers have!



Which reminds me . . . Did I get any personal calls?

Naturally! A guy you haven't seen since college phoned to threaten suicide unless you marry him! And the King of Sweden wants you to fly over for lunch! And Richard Burton will stop by if he can ditch Liz! So stop waving your arms around!





You don't have to pack a bag, Mary! We're only going downstairs to the coffee shop!

Well, you don't expect me to wear what I've got on for a whole hour, do you?

Mr. Grunt, meet my ugly friend, Rodent Droopstern! Notice how much less popular she is than me!

Hi! And speaking of my Jewish childhood in the Bronx, our idea of going to camp was sleeping on the fire escape for two weeks! We never heard of Cowboys and Indians! We played Slumlords and Tenants!

Pleased to meet you, Henny!



I don't care if people are staring! I just can't wear this same outfit for the whole trip down from the twelfth floor!

Hi, there! I'm Brute Trueblood, the new Sportscaster on the "Six O'clock News"!

Oh, wow! You're a MAN, aren't you?!

Can't you tell?

Yeah! But if you believe this show's premise, I've never seen one up close before!

I'm here, now, fellas! So you can stop boring yourself stiff talking to my homely friend!

Gasp! Why... you... you stepped out of a dream! You're sweeter than roses in May! A trip to the moon on gossamer wings!

Boy, it's lucky he reads his contract and boned up on Hit Parade "oldies"! If she started flapping her arms in this crowded elevator, somebody could get killed!



Mary, why is your station the only one that never covers the news?

Go ask Mr. Grunt! He's still got two chairs left to smash up while he tells you!

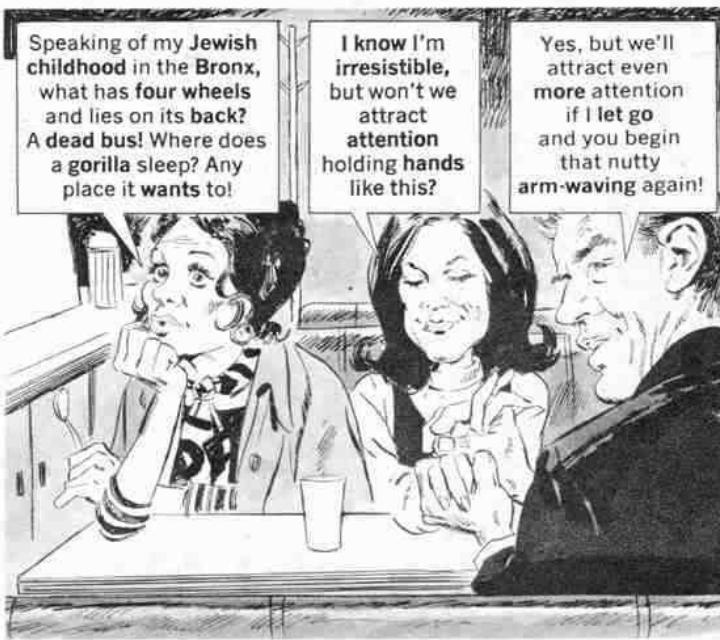
What a sweet guy! Er—does he always strap new employees to the water cooler and give them twenty lashes?

No! When he's in a bad mood, he makes them hang by their thumbs from the sprinkler system!

Speaking of my Jewish childhood in the Bronx, what has four wheels and lies on its back? A dead bus! Where does a gorilla sleep? Any place it wants to!

I know I'm irresistible, but won't we attract attention holding hands like this?

Yes, but we'll attract even more attention if I let go and you begin that nutty arm-waving again!



First, a three-hour lunch... and now you want to go home on company time just to change clothes?! Listen, every person in that newsroom has a vital public service to perform and—

But I'm expecting a package at home, too! A bottle of Scotch from a friend abroad!

SCOTCH???



Hi! I'm **Chillus**, Mary's bird-brained neighbor! I just stopped by for my weekly cameo spot so the audience can see how much common sense Mary has compared to my craziness!

Swell! She's in her room, compulsively changing her clothes for the fourth time since the show began—and you think **YOU'RE** loony!



But I follow the advice of far out psychology books to raise my bratty child! How that for craziness?

Then get this! In real life, I won an Oscar this year for my dramatic ability, but I'm still wasting my talent on this crummy TV show!

Only so-so!

Now, that's what I call craziness!

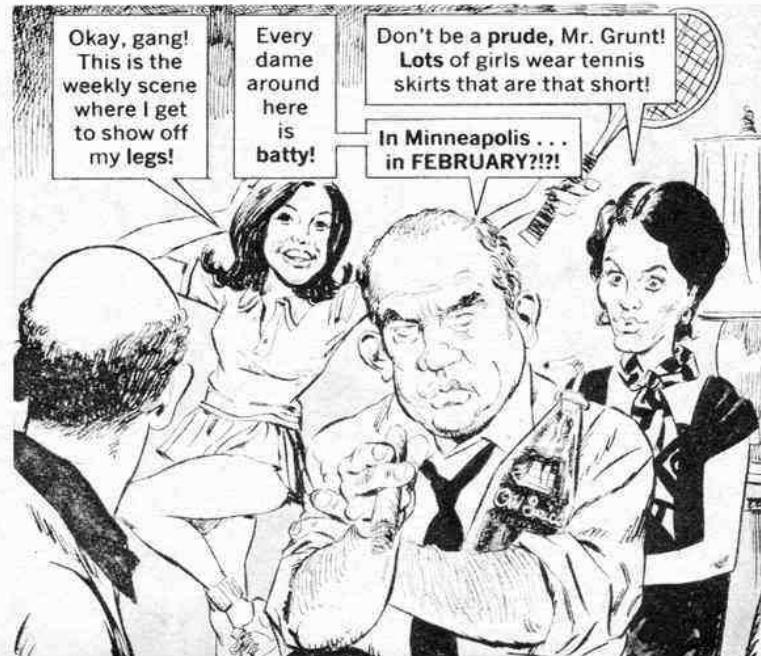


Okay, gang! This is the weekly scene where I get to show off my legs!

Every dame around here is batty!

Don't be a prude, Mr. Grunt! Lots of girls wear tennis skirts that are that short!

In Minneapolis... in FEBRUARY?!!



Hey, what say I write a story for tonight's news about a woman having eight babies?

Okay, but make it a Spaniel having eight puppies! I don't hate dogs as much as children!

Why are you going back to the newsroom, Rodent? You don't work there!

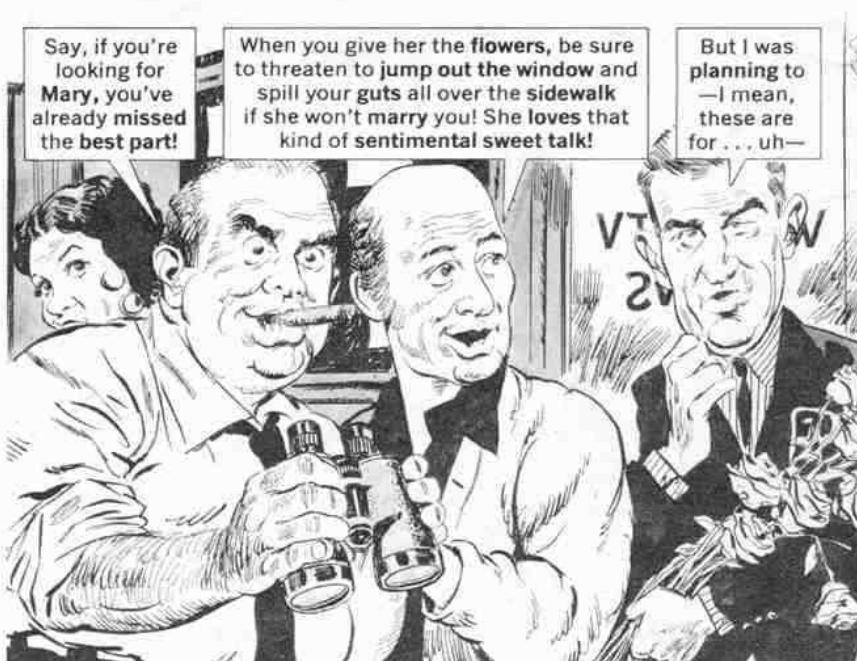
So?!? From what I've seen, nobody ELSE works there either!

Hey! Our news ranked first last Tuesday in the Nielsen ratings!

Mary! Get last Tuesday's script out of the file! We'll have Klod read it again tonight!

B-but is that right? Won't somebody notice if we re-run old news?

Can't you ever learn? When a TV show is popular, you always keep doing the exact same thing until the people get sick of it!



See everybody?! I knew I was irresistible! Now, give me those flowers before your passionate hot hands make them wilt!

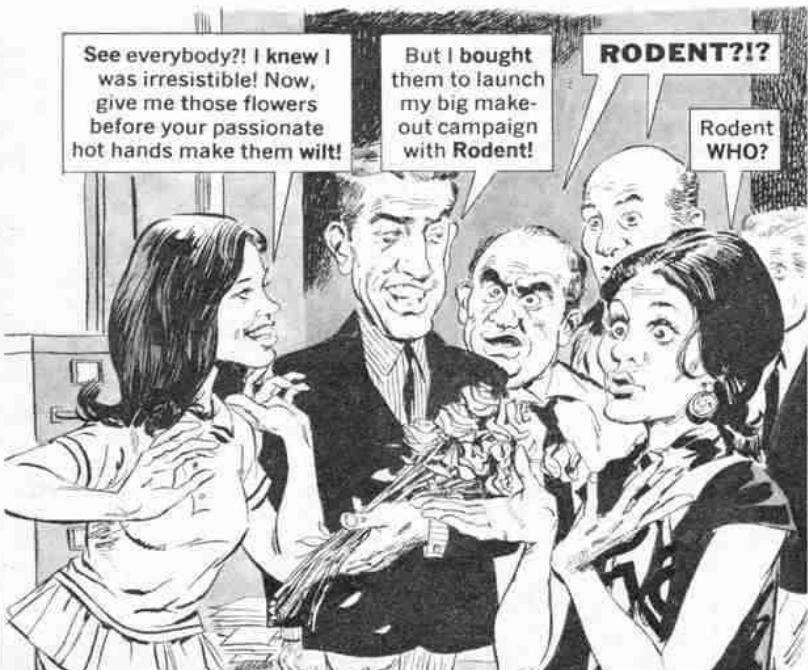
But I bought them to launch my big make-out campaign with Rodent!

RODENT?!

Rodent WHO?

You idiot! You just blew it for all of us! The whole bit! No more "Old Maid Jewish Rodent" jokes! No more "Homely Rodent" put downs! And worst of all, no more "Mary — The All-American Sweetheart" gimmick! I can't run a funny newsroom without them! We're finished! Kaput! Washed up! Through!

Gee, I'm sorry! I never even realized! I just picked the one who was the least neurotic!



**WHAT SPECIAL
SPIRIT SEEKS
TO INSPIRE
TODAY'S
NUTTY
FASHIONS?**

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

The wild, uninhibited, happy, youthful spirit in today's fashions seems to come from one special source. To find out what it is, fold in the page as shown at right.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ **B**

FOLD BACK SO "A" MEETS "B"

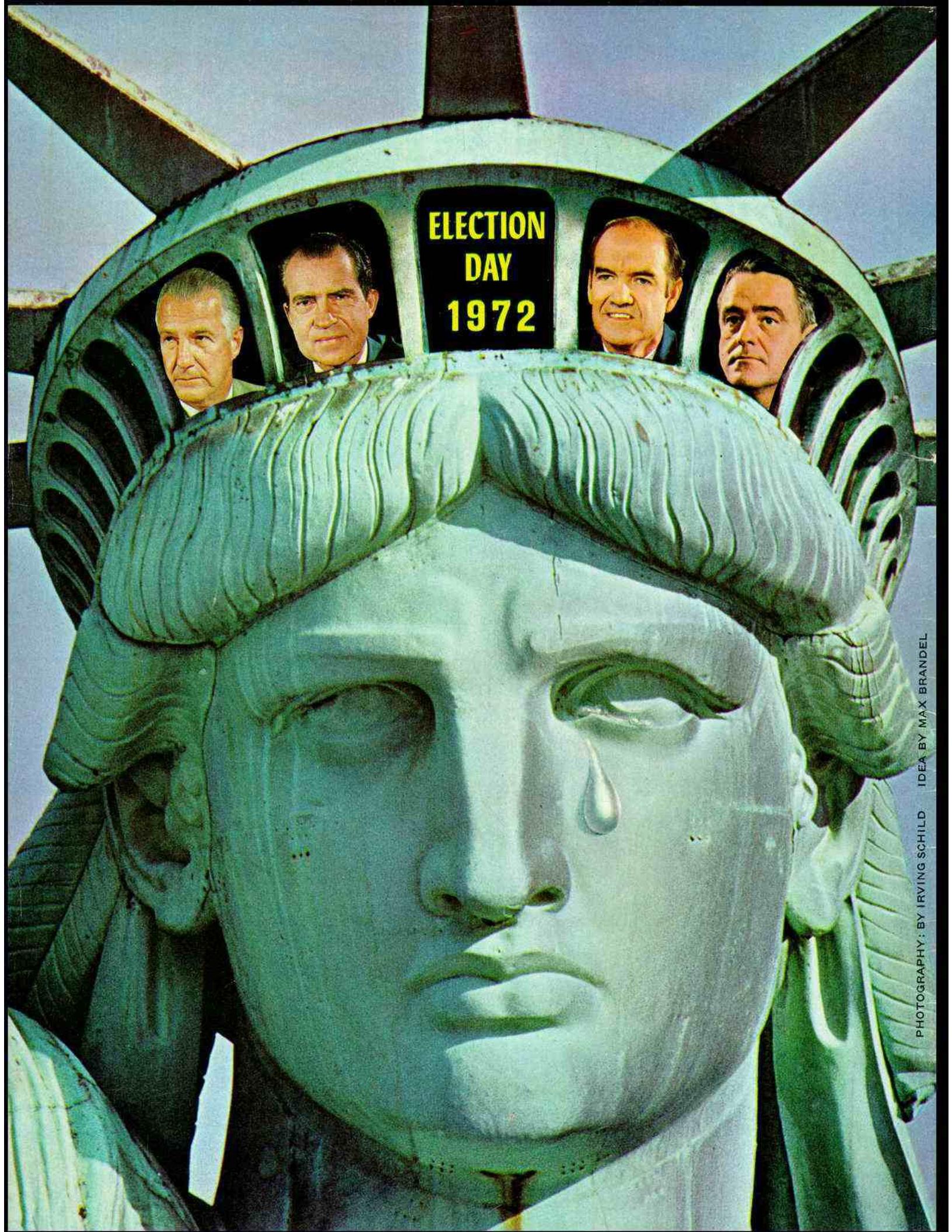


**HAPPY, HIGH-SPIRITED YOUTH TODAY IS FOLLOW-
ING ITS HEART IN THE UNINHIBITED
WEARING OF THE WILDEST STYLES EVER SEEN!**

ARTIST & WRITER:
AL JAFFEE

A ▶

◀ **B**



ELECTION
DAY
1972