No. 176 July '75



50c CHEAP



IN THIS ISSUE, WE SOCK AIRPORT'75!



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DEDC'S EVE VIEW DEDARTMENT



"Eliminating unemployment should be our major concern . . . and we can start by getting rid of the thousands of 'non-workers' on Government payrolls!" —Alfred E. Neuman

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JACK ALBERT lawsuits
GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER subscriptions

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—July, 1975, Volume 1, No. 176. 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., 20 issues \$10.00. Outside U.S.A., 20 issues \$12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1975 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.

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DON MARTIN ESCAPES FROM PRISON . . . ALMOST Pg. 12

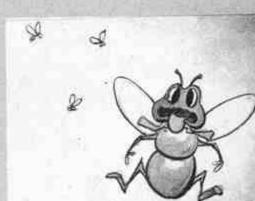
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LETTERS DEPT.



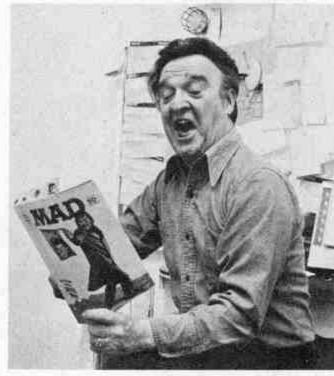
DEATH WISHERS

Stan Hart's pacing of "Death Wishers" is masterful and frighteningly thought-provoking! It's tough to laugh so much when you're envisioning having your windpipe squeezed. Choke!

Jack Borgen Baldwin, N.Y.

Having played the role of Chief of Detectives Frank Ochoa in "Death Wish," I was delighted with my appearance in the MAD version, "Death Wishers." Your satire was terrific, very funny and very true! Congratulations!

Vincent Gardenia New York, N.Y.



Vincent Gardenia Enjoys His Appearance In "Death Wishers"

Thank you so much for "Death Wishers," Stan Hart and Mort Drucker. I never ride the subways without carrying your Bronson cover issue to repel muggers. It's reassuring how safe MAD has made me feel!

J. S. Genn New York, N.Y.

HIGHWAY SAFETY COMMENDATION

I'm sure many readers have told you how your magazine provides them with an oasis of humor and innocent sarcasm in an all-too-serious world. While I wish to extend thanks for the humorous aspects of MAD, I commend you for the clever and serious message about drinking drivers on the inside back cover of the March, 1975, issue. Those of us in the Traffic Safety field can use all the public influence possible, and I know your efforts are most effective.

Lance C. Clem
Public Information
Division of Highway Safety
Denver, Colo.

THE TOMMY-RED SEED

Dick De Bartolo and Angelo Torres are to be admired for their gentle treatment of Julie Andrews in "The Tamarind Seed"! Hopefully, it'll help her laugh it off, too!

> Connie Ives Hammond, Ind.

Dick De Bartolo should have had a hand in the original screenplay. It could have been a good comedy, instead of a farce, with his touch. The appropriate ending of "The Tommy-Red Seed" served to remind us that Julie Andrews gave us the very fine "Mary Poppins," "The Americanization Of Emily," and "The Sound Of Music" before this unfortunate venture.

Kathleen McCarter Pasadena, Calif.

GOOD NEWS-BAD NEWS

"Good News" is going to the store to find the latest MAD has disappeared from the racks. "Bad News" is finding it covered up by Today's Health!

Leonard B. Gray Niantic, Conn.

"Good News" is your mother throws out your new MAD. "Bad News" is your little brother rummages through garbage cans. "Good News" is your father throws out the coffee grounds-stained MAD again, just as the garbagemen make the pickup. "Bad News" is the garbagemen by-pass your house!

Mary Ann Stroud Deer Park, N.Y.

A MAD LOOK AT THE MILITARY

Thought your "Mad Look At The Military" was really explosive!

Michael McAllister Williston Park, N.Y.

Arnoldo Franchioni really shows the "Military" as overgrown children, playing with very dangerous toys and very precious lives!

Faith Bernstein Yonkers, N.Y.

"They" want us to throw skillions of loot into Cambodia and we're taking a left to the family budget and a knockout blow to the stomach, here at home! Why were you so easy on the "Military"?

Felicia Harkness Potomac, Md.

IT ALMOST RESTORES YOUR FAITH

"It almost Restores Your Faith When
..." you buy a MAD magazine, doubting
you'll find something intelligent in it, and
you don't!

Ron Verderame West Haven, Conn.

"It Almost Restores Your Faith When
. . ." your mother starts reading MAD
and stops throwing it out!

John Marshall North Tarrytown, N.Y.

MARTIN'S YOUNG DOCTOR FREEN

Don Martin's "Young Doctor Freen" might be a throwback to his being launched from the Delivery Room!

Tom Pritchard Ocean Grove, N.J.

SECOND COLLECTION OF THIN BOOKS

Arnie Kogen's "A Second MAD Collection Of Extremely Thin Books" should have included "Really Creative Article Ideas For MAD by Arnie Kogen, Repeated Even Thinner"!

Michael Maddox Chase, Md.

I enjoyed #174 until I came to your "Second MAD Collection Of Extremely Thin Books." The Osmond Brothers have contributed a lot more to music than your magazine contributed to humor!

Mary Kate Mulkeen Oceanside, N.Y.

THE SILENCERS

You have repeatedly surpassed your previous efforts re your anti-smoking graphics, but the brilliant "The Silencers" back cover is really loaded!

Tom Henry Bronx, N.Y.

Perhaps an even more appropriate title would be "The Smoking Gun"!

Lino Lipinsky, Jr. Katonah, N.Y.

"The Silencers" convinced me to bite the bullet!

Fawn Carroll Merced, Calif.

ADDITIONS TO THE DICTIONARY

How about some "Additions To The Dictionary" that are all based on MADmen?

Richard Mattersdorff Camp Springs, Md.

Editor's Note: Due to the above request, Frank Jacobs has gone to absolutely no effort to give us "Additions" derived from MAD people:

aragones (ä-râ-gō-nûs) n.: a marginal

jaffee (jâf-ē) adj.: folded in; squashed beyond recognition.

¹martin (mär-fin) adj.: describing one with hinged feet.

²martin interj.: vreep, sklortch, thwoom. drucker (druk-êr) n.: a distorted image. (We looked for Charles Bronson but could only find a drucker.)

kogen (kō-gǔn) v.i.: to suffer from a gag reflex. (We read the satire and we kogened.) syn. siegel, hart, silverstone, de bartolo.

prohias (pro-hë-ús) v.t.: to double-cross. (I've been prohiased again by that white spy!) or (I've been prohiased again by that black spy!)

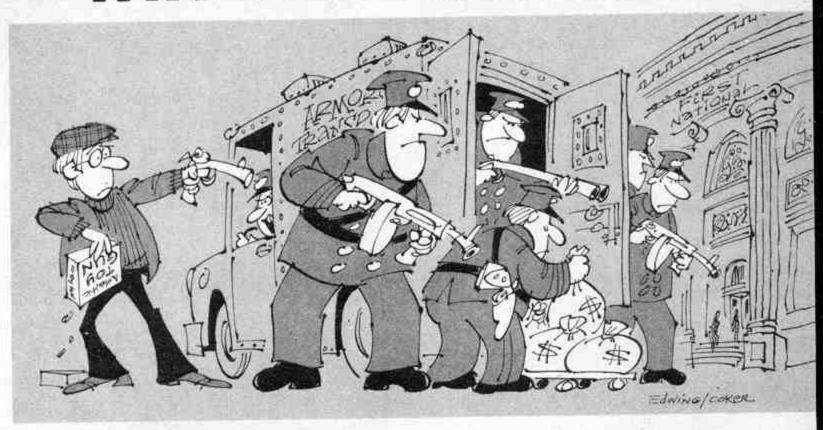
Re "Additions To The Dictionary," you omitted one:

jacobs (ja-cubz) ad.: to induce vomiting. syn. repulsive, disgusting, sickening. (MAD articles can be very jacobs.)

Marc Hankin Purchase, N.Y.

Please Address All Correspondence To: MAD, Dept. 176, 485 MADison Avenue New York, New York 10022

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Every year around now, we run this pitch for our full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry? Kid, hoping we can make a sale when your resistance is low, mainly when you're studying for Final Exams! So here we go, putting you to the test: They're suitable for framing or for wrapping fish! Send 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to... MAD, 485 MADison Avenue, New York, N.Y. 10022. (Remember... pass this offer and we fail again!)



CRASHING BORE DEPT.

A few years back, Hollywood took the best-selling book "Airport" by Arthur Hailey, and turned it into a mediocre movie that made millions! Recently, Hollywood turned out a NEW movie which carries the credit: "Inspired By The Novel 'Airport' by Arthur Hailey." Unfortunately, the only resemblance it has to the novel is that it's ANOTHER mediocre movie that will make millions! So here's our version of:







940775





Hello, Mrs.

Since my husband is

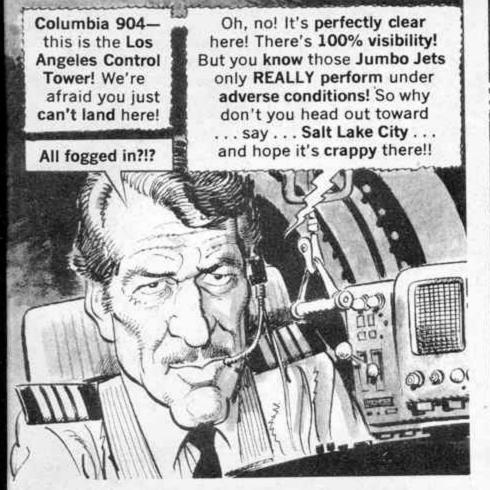














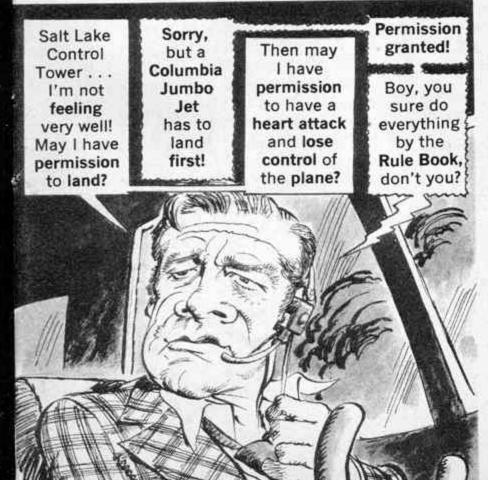
Salt Lake





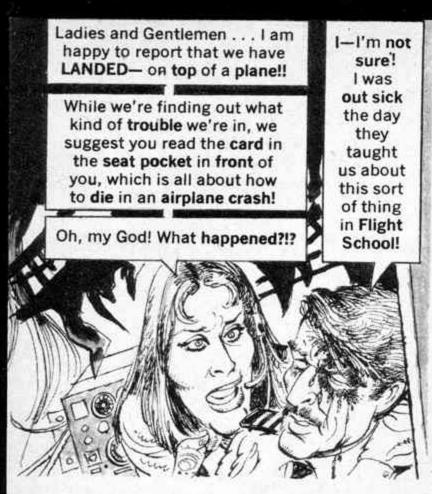


It's our











Oh, c'mon now!

NO Women's Lib,

Women's Lib or

Salt Lake Tower,

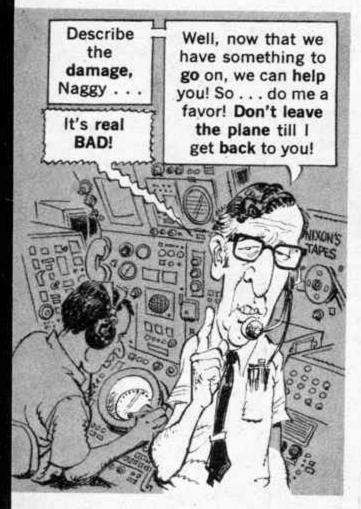
this is Naggy-

Stewardess on

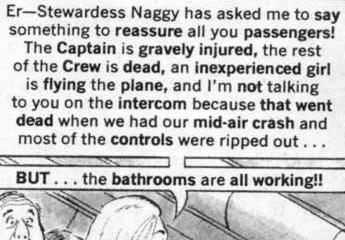


The Crew is dead ...

You sound like a







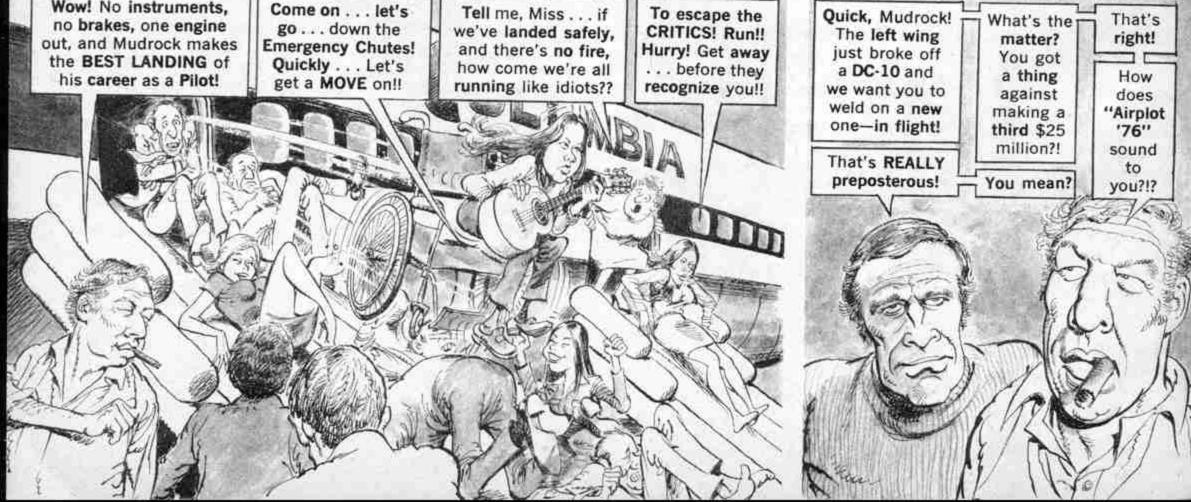












I am a Roman Catholic. In case of accident,

please call a priest.

FRIGHT INSTRUCTORS DEPT.

In the event they are hit by a passing car or incapacitated by a passing mugger, many people carry special cards, like the one at the left. These cards bear vital information, which can be of great help to the people who come across the body. And now—with this necessary, but thoroughly dull, introduction out of the way, let us herewith present a random selection of

IN-CASE-OF-EMERGENCY CARDS for Special People WRITER FRANK JACOBS

I am a Jewish Mother.
In case of stroke, nervous collapse or, God forbid, pains in my chest, call my son and tell him it is much worse than it looks.

I am Harold Pemberton, who, until a recent operation, used to be known as Harriet Pemberton. In case of serious injury, tell the doctor not to be too surprised at what he finds.

I am a masochist.
In case of accident, please
don't call anyone. Just let me
lie back and enjoy it.

I am a Mafia Don.
In case of sudden accident,
call my Capo and tell him
to rub out "Legs" Fazio.

I am a Garment Center Executive.
In case of mortal accident,
phone my partner, Sol,
and tell him I'll be
watching him from Up There.

I am a physical coward.
In case of accident,
please tell me my
wounds are superficial.

I am a lawyer.
Should I be hospitalized and fail to pull through, institute a suit for malpractice.

I am the leader of a spiritualist cult. In case of death, notify my followers to expect me at their next seance.

I am a Christian Scientist.
In case of illness,
it's just your imagination.

I am a neurotic beset by traumas dating back to my childhood.
In case of death, call up my father and tell him I forgive him.

I am BILLY SMITHERS,

age 5. IN Case of

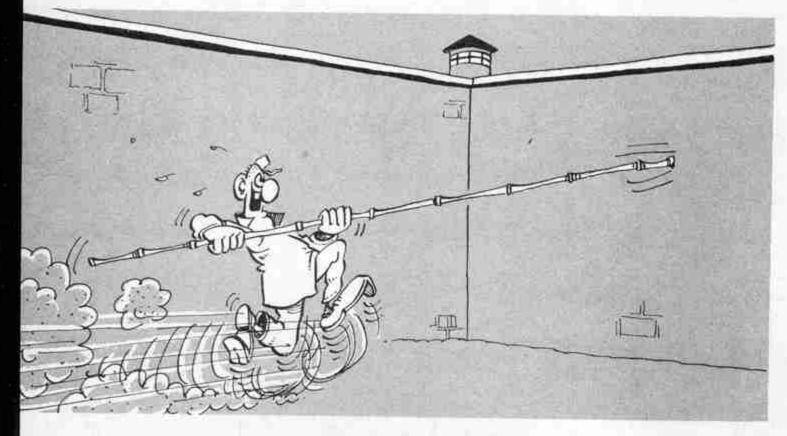
ACCIDENT, Please

ACCIDEN

I AM A VAMPIRE
In case of accident, my
blood types are A, O, AB, X,
RH Negative & RH Positive.

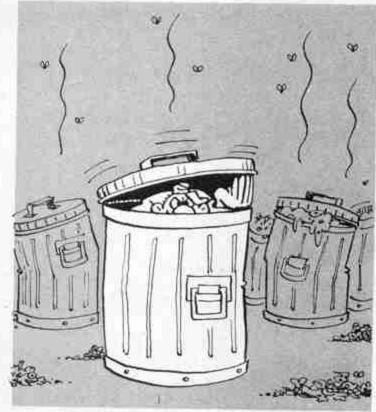
DON MARTIN DEPT.

DONIWARTIN

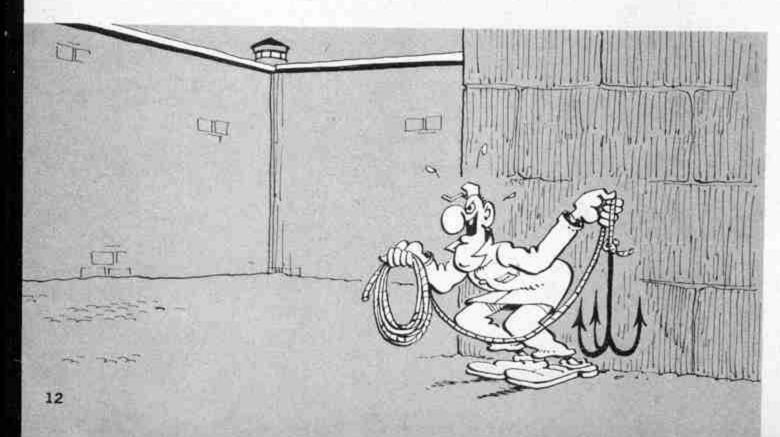










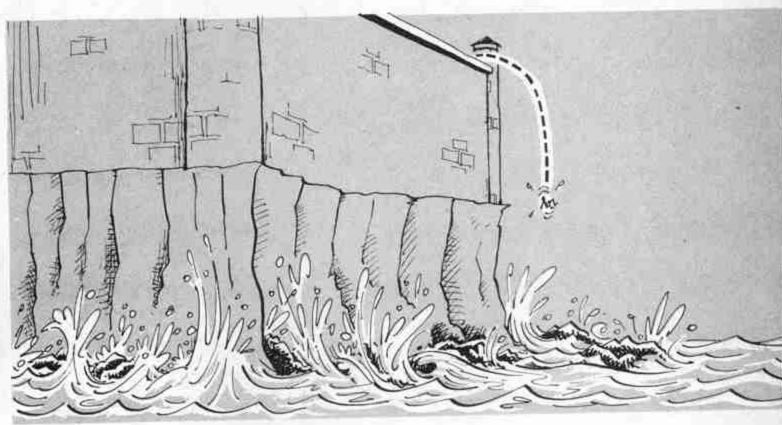




ESCAPES

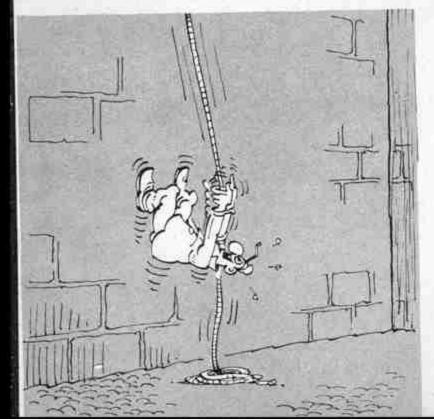
...FROM PRISON... ALMOST!

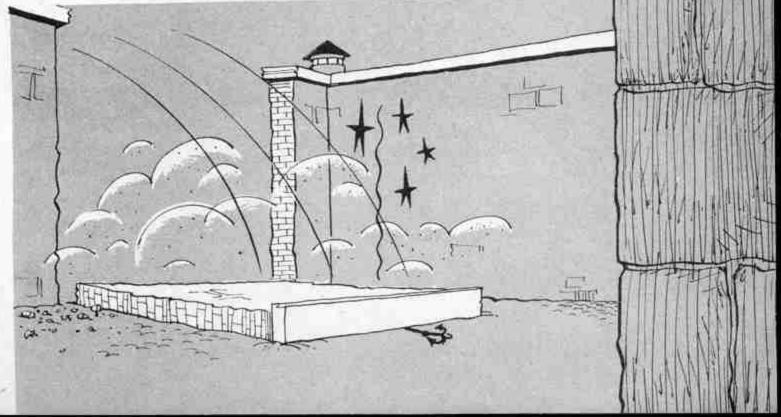


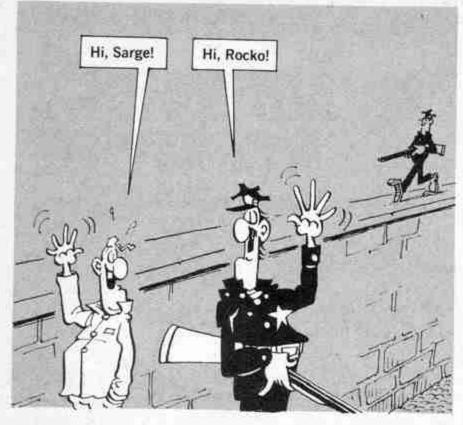


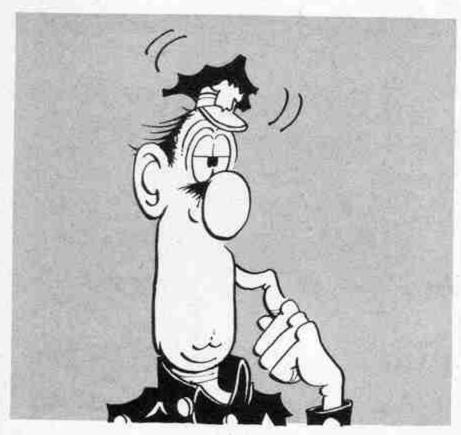


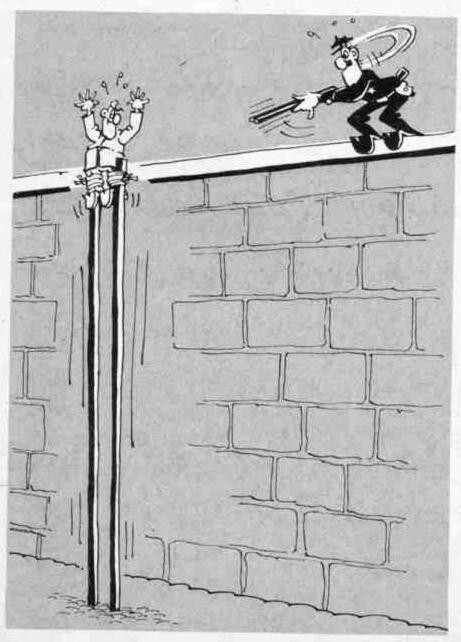




















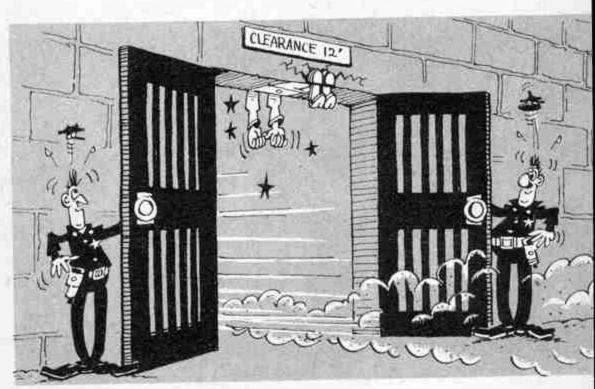












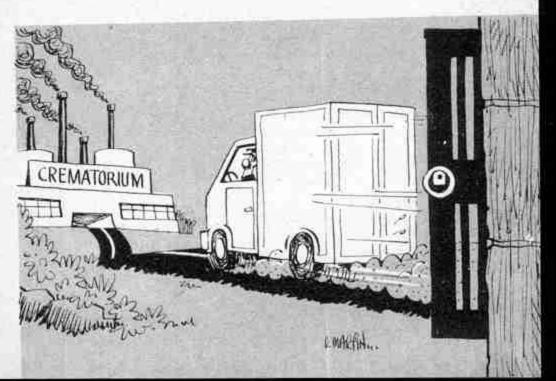












TRUE TO FORM DEPT.

THEY SAY "ONE PICTURE IS WORTH A THOUSAND WORDS!" WELL, MAD SAYS, "WHY



LIMIT IT TO ONLY THAT?" PICTURES CAN SAY A WHOLE LOT MORE BY USING ...



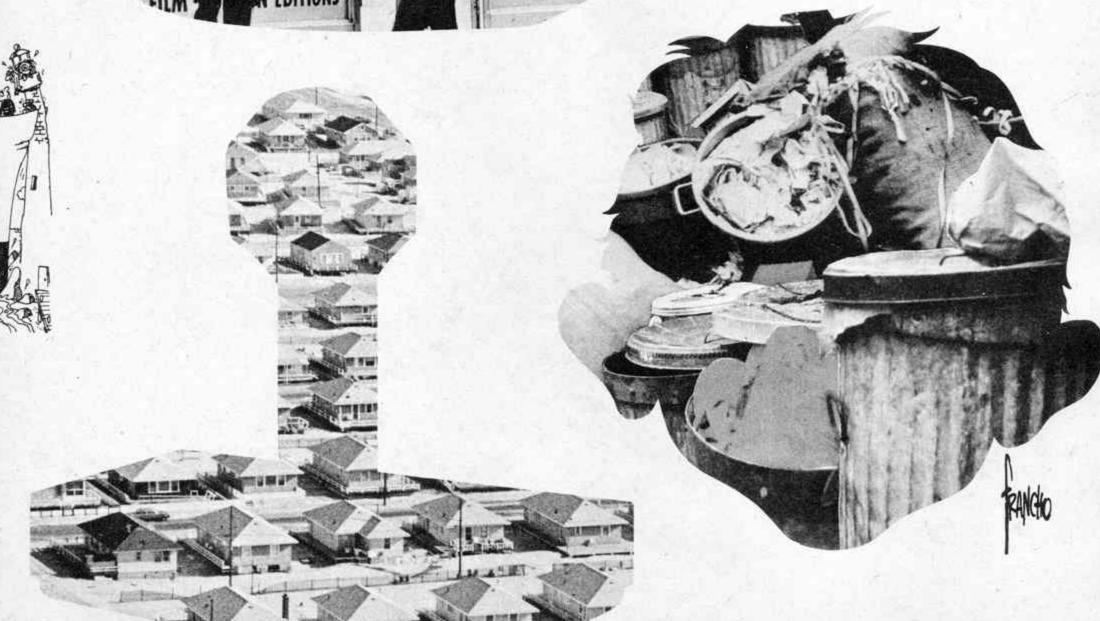


PORNO SUPERMARKE

ADULT BOOK STORE







With today's ridiculously high cost of food and lodging, travel has become an almost impossibly expensive proposition. However, there is a sure-fire method of cutting costs while still seeing the country. It's called "House-Guesting" ... which means you stay with friends or relatives and sponge off them! And so, to teach you the elementary aspects of this fine art, we now present ...

The MAD Handbook Of HOUSE-GUESTING

HOW TO "JUST DROP IN"... AND STAY FOR SEVEN WEEKS

> Making your Host Into Your Personal Slave

HOW TO APPEAR LIKE YOU'RE BEING HELPFUL...WITHOUT LIFTING A FINGER

A Skilled House-Guest Can Wheedle Breakfast In Bed

* * *

IF HIS (OR HER) WARDROBE FITS YOU ... THEN WEAR IT!

Insuring Your Privacy At The Risk Of Being Rude

* * *

HOW TO GAIN AN ADVANTAGE AND/OR PROFIT FROM THEIR DOMESTIC SQUABBLES

> Getting-Sick On Their Health And Accident Plan

CONTROLLING BRATTY KIDS THROUGH GENTLE TERROR

How To Use Their Car Without Buying Any Gas

* * *

CHANGING THEIR MEALTIMES TO SUIT YOUR OWN SCHEDULE

> "House-Guest Fatigue"... And How To Combat It



A SELECTION OF "INVITATION-GETTING" LETTERS

Dear Sue and andy, It's hard to believe that five years have passed since you two got married and moved away. I'll be going South this Fall and, as 5 promised myself, would like to take The opportunity to personally hand you your Wedding Present which finally came from

Dear ancle Harold, Somehow, I have never forgotten that straight-from-the-shoulder talk we had in my Freshman year when you convinced me to change my Major from Modern Dance to Forestry. Well, once again I am in dire used of a strong, clear, no-nonsense talking to ... and since I will be passing through your area next month I thought

Dear Mr. Wambaugh,

Having followed your law suit against Breakwind Airlines with great interest in the newspapers, I thought you might like to know that I worked as a freight handler for them. During that time, I came into possession of some revealing papers concerning the sloppy way they handle live Cobras. And since I am quite willing to appear as a witness for you in your upcoming trial, I thought you might want to have me visit you in to plan our attack and prepare

Dear Mr. Tremaine

Before she died, my aunt Iola entrusted me with a packet of letters that you wrote to her while you were an art student at the school where she modeled. These letters are so full of youthful exhuberance and passionale longings That I am sure you would enjoy re-reading Them. Since I will be passing your estate on my forthcoming tryp, I decided

Dear Mr. Trevor-Clydesdale III,

In my research concerning early shipping along the Eastern Seaboard, I have come into possession of a map indicating that Pirate Treasure is buried on your waterfront property at Sea Island, Ga. It would take me only about two weeks to uncover the references and decipher the symbols on this ancient map, and I could stay at your elegant home during that period, where we could also discuss a fair split if and when the treasure is found and we are able to make a proper

Dear Cousin Mildred,

I was sorry to hear that you are having such expensive problems with your septic tank. As it happens, I have just graduated from a six month Correspondence Course in Leaching Fields, and I would be happy to make a slight detour in my forthcoming trip West to visit you and give you the benefit of my Knowledge of the problems involved as

Dear Mr. Finklestein,

I could not help but notice that we share the same surname, and so I have taken the liberty to write. Recently, I undertook an intensive search into our ancestry and discovered that our name dates back to the sixth century.

As I will be passing through your town next month, I thought that you might be fascinated to see my study and have me explain it to you. Did you know that we had two Transylvanian Counts and one French Marquis in our heritage?

Please let me know what date will be to meet and discuss the



SOME INEXPENSIVE HOUSE GIFTS YOU CAN BRING

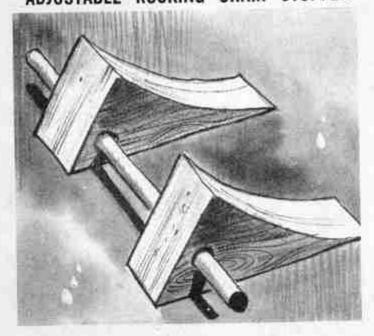
MATCHING "HIS & HERS" DIXIE CUPS



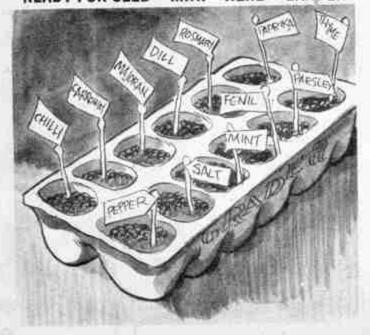
MATCHING PAIR OF HURRICANE LAMPS



ADJUSTABLE ROCKING CHAIR STOPPER



READY-FOR-SEED MINI HERB GARDEN



ATTRACTIVE ALL-CHROME DINNER GONG



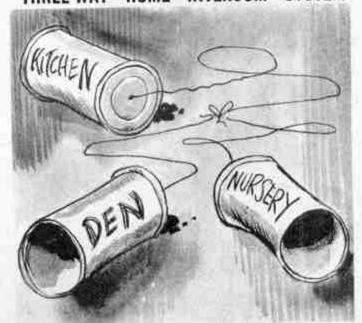
3 MONOGRAMMED WIRE COAT HANGERS



MATCHBOOK COLLECTOR'S STARTER SET



THREE-WAY HOME INTERCOM SYSTEM



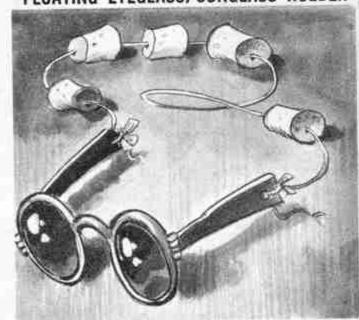
SET OF PERSONALIZED LOBSTER BIBS



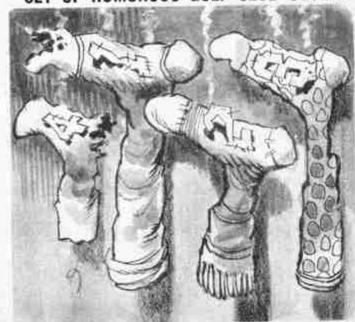
"WHO'S WHO IN N.Y." IN SOFT COVER



FLOATING EYEGLASS/SUNGLASS HOLDER



SET OF HUMOROUS GOLF CLUB COVERS



MAKE YOUR STAY A HAPPY ONE BY AVOIDING...

... HOMES WITH ONE BATHROOM



... unless you enjoy standing in line.

... HOMES WITH PLAYROOMS



. . . unless you really enjoy going into debt for twenty years at 12% interest.

... HOMES WITH LARGE FAMILIES



. . . unless you really dig babysitting.

... HOMES WITH FOLD-OUT BEDS



... unless your Uncle's a Chiropractor.

... HOMES OF FOOD FADISTS



. . . unless you like organic bran and alfalfa for breakfast, lunch & dinner.

... HOMES WITH NO DRIVEWAYS LOCATED ON TOP OF HIGH HILLS



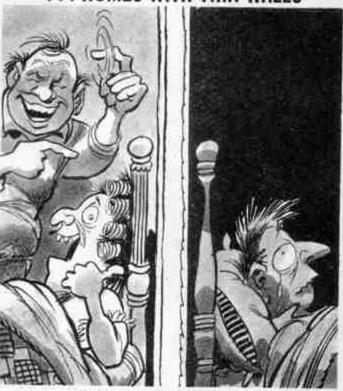
. . . unless you like hauling groceries.

... HOMES OF POPULAR PEOPLE



... unless you like sleeping in a dorm.

... HOMES WITH THIN WALLS



. . . unless you actually like hearing what people really think about you.

... HOMES WITH UGLY DAUGHTERS



. . . unless you like shotgun marriages.

YOU KNOW YOU'VE OVERSTAYED YOUR WELCOME...



. when they wake you at 3 AM for fire drills.



. . . when they move the baby back into your room.



. . . when you share your towel with "Old Rover."



. . when the kids exclude you from their prayers.



... when they empty the pool without telling you.



... when they turn off the radiator in your room.



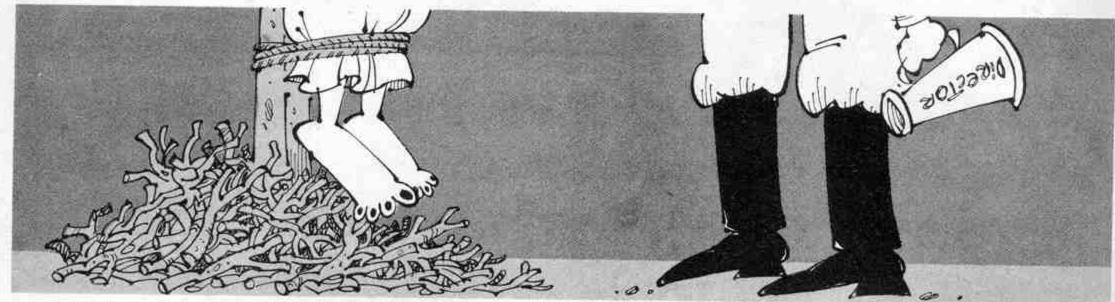
... when they serve baked beans and stewed prunes for supper, and then put a lock on your bathroom.



... when your place mat at the table is a roadmap with all exit routes clearly marked in black ink.

FOOTNOTES*T

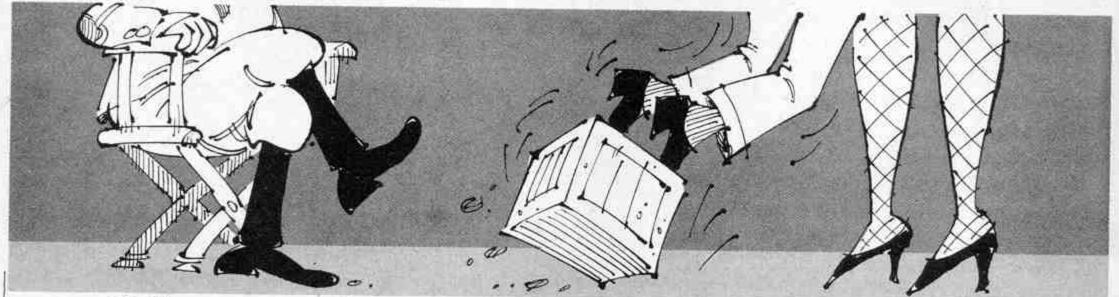
ARTIST: PAUL COKER, JR.



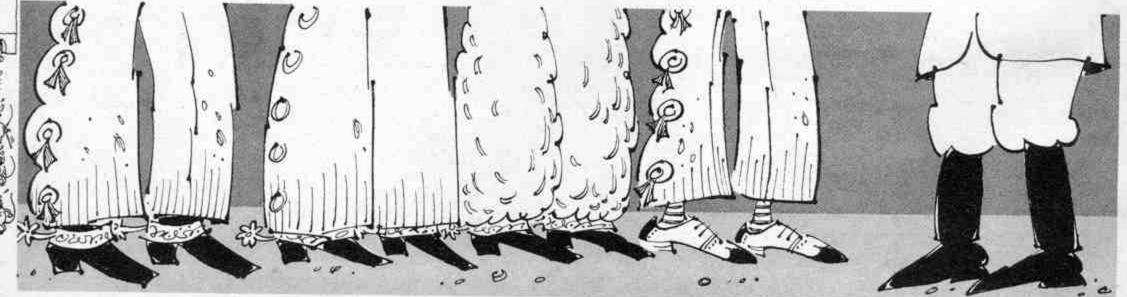
*"Sorry, but our Research Department insists that Joan of Arc did not wear nail polish!"



*"Okay! So he's got a great monster personality! But, can he act?"



*"Either we get ourselves a taller leading man, or this one learns how to balance!"



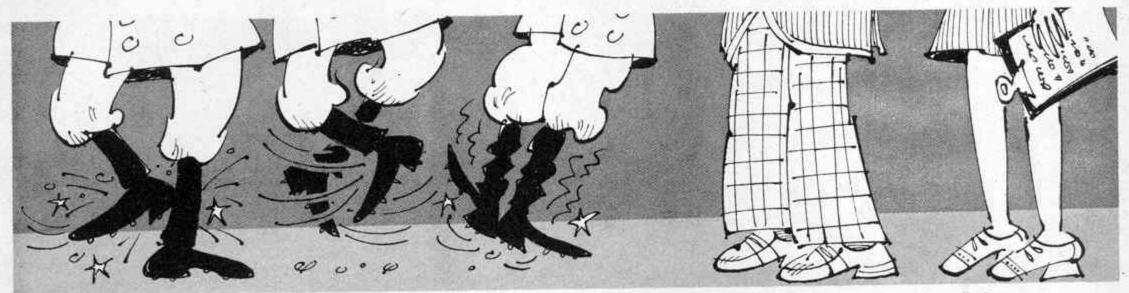
*"Get me the Wardrobe Department!"

DHOLLYWOOD

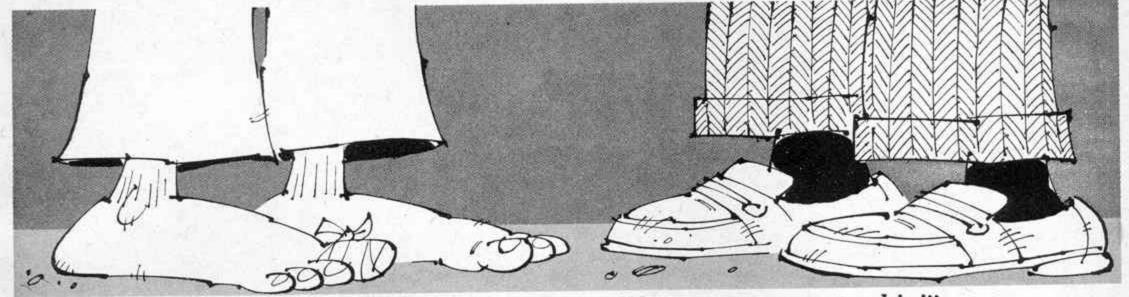
WRITER: PAUL PETER PORGES



*"Toto did WHAT on the Tin Man...?!?"



*"Uh-let's have some Nazi extras out here that know how to click their heels!"



*"... but for the Kung Fu close-ups, we'll have to use your stand-in!"



*"Meet the greatest stuntman in the business..."



Remember? classes together?

Oh, sure! Uh ...

were we in any

Peggy

Blande!

"Home Room"! | not remember?

ALL of them!

Remember . . . ?

Including

Oh, yeah!
That's right!
How could I
ot remember?

Jo My dear
old friend
Peggy,
I'll always
remember
you and the

I'll always
remember
you and the
great times
we had in
school
together!

BRAD RIMSHOT

Best Athlete, Finster
Trophy, Glick Medul
Captain, Football Team;
Member, Baseball Team;
Member, Track Team; Field
House Club; Weight-Lifting
Club; Stamp Club.



Club, Art Club, Booste Club, Poetry Club, Kung Fe Team; Gurden Club.

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

GRA



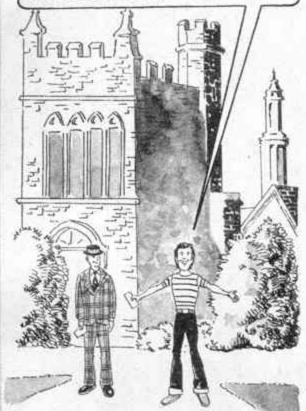




What are you

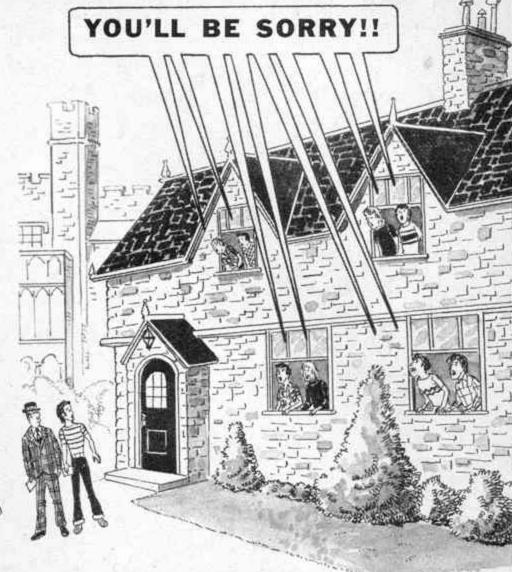


Boy, am I glad I came to visit this College! You can forget about all the others! I LOVE this place! The campus . . . the buildings . . . the dorms . . . the atmosphere! It's what I always dreamed a College would be like!



Let's rush over to the Administration Building and submit my application!

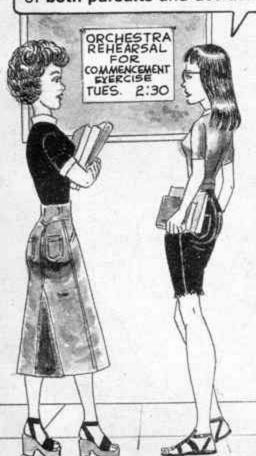




DUATION

ARTIST & WRITER:

My parents have given me a choice: Get a JOB, or go on to COLLEGE! It's really a momentous decision! I'll have to weigh the attributes of both pursuits and decide!



It's a matter of which will enlarge my capabilities for coping with our technological society... and which will further my understanding of the conflicting factors affecting our competitive life styles!



Sounds like a very difficult problem! How do you intend to solve it?



On a purely

rational

and

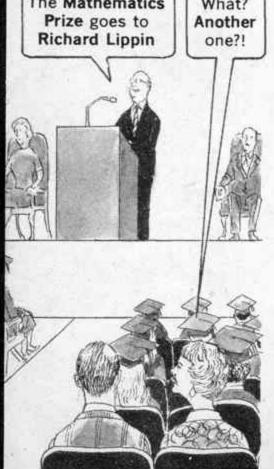
intellectual

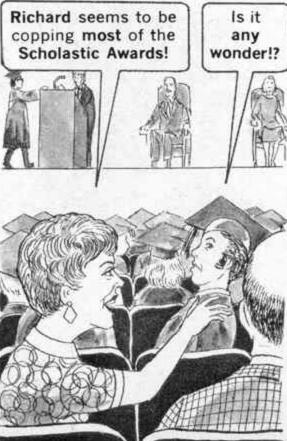
Where will I meet more fellas?!





The top dog Juniors and But now I'M a Senior! First, I was a Freshman . . . Seniors looked down on Next semester, I'm gonna A WINNER!! A TOP DOG me like I was a LOSER! **ABOUT TO GRADUATE!!** be a Freshman again . . . Aren't you going to your High How much could things have So far, it Why not?!? And It's hard to Because, so far, no why are you looks like explain! Things changed? A boy is still a girl has asked me! School Prom? I'm not! boy . . . and a girl is still a girl . . . and you still sitting there, have changed since you were staring at the haven't told me WHY you're telephone? a graduate! not going to the Prom! 1000000 The Mathematics What? Richard seems to be Is it Boy, is he dumb!! While the rest of us are Prize goes to Another copping most of the any out having a good time . . . one?! Scholastic Awards! wonder!? boozing it up and smoking pot and sniffing coke . . . Richard Lippin stays home and studies and studies!













What are you talking about! The first one I turned to is darling!

"First comes love . . .

Then comes marriage . . .

Then comes Deena

With a baby carriage!"

Signed . . . "Charles Rudik"



That Charles Rudik is a very clever and original young man!

He

sure

is!



And when you look through the album, you'll see six MORE of exactly the SAME clever and original poems!



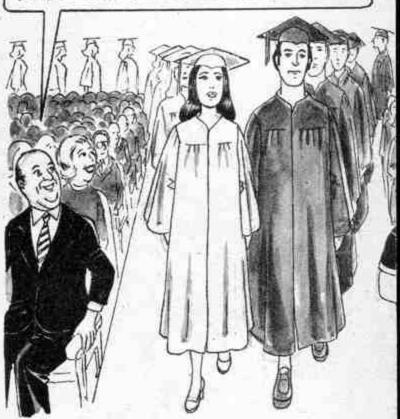
What a cruddy-looking bunch of creeps!

They shouldn't even let such slobs into the Graduation Exercises!





Now, THERE'S a fine-looking group of young people! There's the REAL hope of the world!



These caps and gowns are rented! They have to be returned! Yeah, but we can keep the TASSEL as a souvenir of a very important day in our lives!



I'm gonna hang mine on the rear view mirror of my car! I'm putting mine in a hand-carved jewel case where I keep my mementos! Where are you putting yours, Arnie?

Considering the immense value of a Post-Graduate Degree in today's job market, I'm placing mine with great care into a strong metal container!

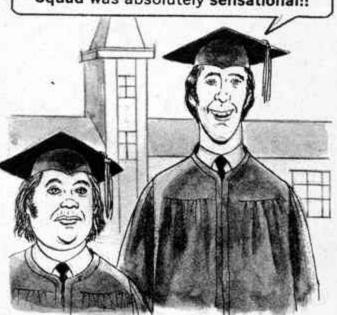






Really? Le'me take inventory on that!

I was on a real ego trip when I had
the lead in the school play! I had a
blast with the Photography Club!
Winning that Basketball Scholarship
was a nice surprise! And making out
with the Captain of the Cheering
Squad was absolutely sensational!!

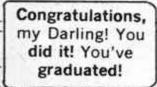


Yep! All in all, I'd say High School definitely was NOT A DRAG!!



Did it ever occur to you that YOU were the drag?!?



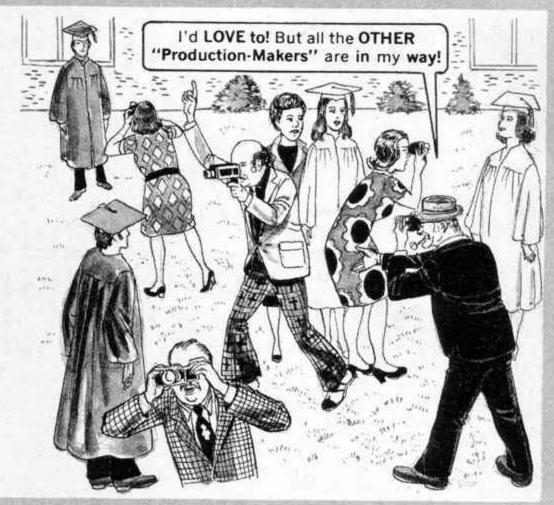


Hold it, just like that! I want to get a shot of this!



Oh, Daddy . . . you always embarrass me by making such a PRODUCTION! If you must take a picture, will you do it quickly?!





FANTASTIC!! After twelve long years of required education, I'm FREE! I've GRADUATED!! I never have to go back to school again!



What a great feeling! I can GO anywhere . . . DO anything . . .



So what ARE you going to do?



And where are you going to hang around?





DRAW THIS FIGURE



WE'LL EVALUATE YOUR ARTISTIC TALENT FREE!

Have you ever suspected that you may possess the skill to make big money as a Commercial Artist or a free lance Pencil Sketcher? Then don't wait another day to find out whether your dreams of a profitable Art Career can be attained. Let our professional staff evaluate your talent NOW at no immediate cost to you.

Simply draw the animal pictured above (which is a horse) on a plain sheet of paper and submit it, together with the attached coupon, for a free estimate of your artistic ability.

If we honestly believe that you have natural talent, we may allow you to develop it by enrolling in our home art study course. So take that first step toward great wealth today! Draw your horse and mail it in quickly!

HORSE DRAWERS' ART INSTRUCTION SCHOOL

Penthouse Suite Odd Fellows Bldg. Endless Plains, Kansas

I enclose my horse. Please evaluate it and let me know if I have enough talent to become a paying student in your Art School.

NAME	
ADDRESS	
CITY	
STATE	

"CON" TESTS DEPT.

Unless MAD is the only magazine you read, this ad probably looks familiar to you. It should. It appears in virtually every periodical in the known world. At times the horse changes to a fawn, and at times scholarship prizes are promised to those with "outstanding ability." But the ad hasn't undergone any basic changes in a generation.

We have no idea how many students have enrolled in Art Courses as a result of this "Free Evaluation" offer. But it seems safe to assume that no school would keep running the same type of ad for years unless it produced the desired results.

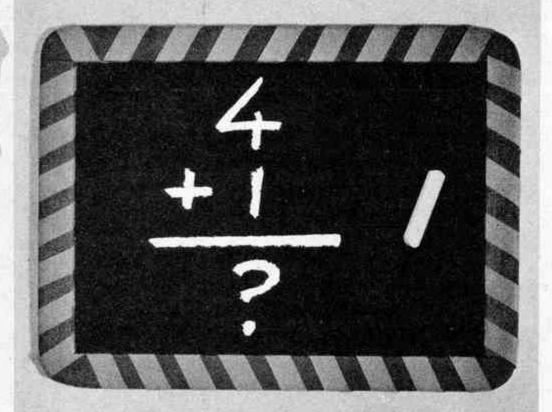
And that raises a logical question. If the "Free Talent Evaluation" deal works for an Art School, why couldn't it be utilized just as successfully to bring students into other kinds of Home Study Programs? And for example, just imagine how irrisistible the lure would be to sign up for a ten week course if you were offered the following...

"TALENT EVALUATION" ADS FOR OTHER CAREER TRAINING PROGRAMS

WRITER: TOM KOCH



ADD UP THESE FIGURES



YOU MAY HAVE A NATURAL FLAIR FOR ACCOUNTING!

Undoubtedly, you are one of countless millions wasting time in some tedious job because you're afraid you may not have what it takes to launch a fun career in the glamorous field of Accounting.

Now, at last, you can have your aptitude for Accountant Training tested in strictest confidence. Just try to add the figures together that are shown above, and mail in your result for a FREE TALENT EVALUATION.

If the answer you get to this tough problem is somewhere between 2 and 9, you may well possess that certain, knack for figures that our faculty seeks in enrolling new students at the Red Debit School of Accounting.

To have your skills evaluated at absolutely no cost and only a certain amount of obligation, merely copy the figure "4" on a plain sheet of paper in your own handwriting. Then place the figure "1" beneath it, and attempt to add the two together. (Counting on your fingers to get the result in an accepted accounting procedure, but you should not cheat by borrowing an arithmetic book to discover that the right answer is 5.)

Once you complete work on your talent evaluation test, mail it in together with the signed coupon below for a prompt professional appraisal of your undeveloped ability.

RED DEBIT SCHOOL OF ACCOUNTING

Box 314 (That's three-fourteen) North Fiscal, N.J.

Boy, oh boy! Would I ever love to escape from my life of boring drudgery by becoming a suave Accountant that everybody will look up to. Please let me know at once if I have what it takes to cut the mustard. If so, I naturally want to enroll at your fine school, and agree to abide by all the tuition payment requirements which you will bill me about at your earliest convenience.

LEGALLY BINDING SIGNATURE

STREET ADDRESS_	
CITY	_ STATE

RE-WRITE THIS STORY

NOTRE DAME DEFEATS SOUTHERN CALIFORNIA IN FOOTBALL GAME

Notre Dame defeated Southern California, 33-14, in a football game today before 90,000 fans in Los Angeles. At least this is assumed to be what happened since Article XVI, Section 9 of the Football Rules states that the team which scores the most points prior to the end of the game shall be deemed the winner. And the Notre Dame team scored the most points today. It scored 33, and Southern Cal only scored 14.

YOU MAY QUALIFY FOR TRAINING AS A HIGHLY PAID NEWSPAPER SPORTS EDITOR

If you see any way that this news item might be shortened without omitting vital facts, the chances are good that your talent for Sports Editing can lead to a profitable career.

The Grantland Flack Memorial School of Journalism is searching for capable students who can be trained to fill the thousands of executive job vacancies that always exist in the Sports Departments of America's big city newspapers.

For a FREE EVALUATION OF YOUR EDITING SKILL, simply re-write the above sports story in your own words, taking care to include such facts of interest as the score, who played, etc. If your version turns out to be shorter than ours, mail it in to receive a guaranteed favorable evaluation, and a somewhat guaranteed chance to enter the exciting field of sports editing.

Just one point to remember! A good Editor must be able to work fast, so don't fail to send your sample story at once if you want to convince us that you can stand the pressure of big time newspapering.

GRANTLAND FLACK MEMORIAL SCHOOL OF JOURNALISM

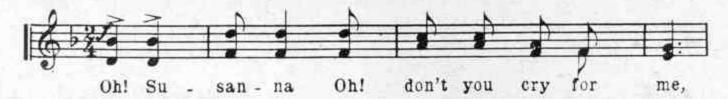
Rural Route 4

Leapers Ridge, Ark.

I enclose my re-written story, which I have cut to the bone to demonstrate my talent for Editing. If I qualify for admission to your school, I promise to display my skill again by writing a check in twenty-five words or less to cover the cost of my full tuition.

NAME	
ADDRESS	
CITY	
STATE	

DO YOU HAVE MUSICAL TALENT?



HUM THIS TUNE, AND WE'LL JUDGE YOUR ABILITY FREE!

Did you find yourself miraculously humming that melody, even though you thought you couldn't read music? If so, you could well be an undiscovered prodigy capable of earning millions as a Vocalist or Background Hummer in the lucrative Country & Western music field. Our experts will gladly judge your heavensent talent at ABSOLUTELY NO COST TO YOU, until later.

Best of all, it is not necessary for you to send us a record of your humming in order to learn whether you could benefit from the training program of the Nashville Sound Music Academy. If you think you were close to the right tune, just say so on the coupon at the right, and we'll take your word for it.

But don't delay in requesting your free talent evaluation! The Country & Western recording field could conceivably become overcrowded with musical geniuses of your caliber at any time. So submit your entry now while there are still fortunes to be made by trainable Hummers.

NASHVILLE SOUND MUSIC ACADEMY

I am clinging to the hope that my humming may be good enough to qualify me for professional training by the maestros at your Academy. To assist you in judging my musical ability, I have taken your talent test in the privacy of my own home, and I think that the results came out as follows

	ı	sounded	pretty	good	to	me,	especially	wher
	1	did it in a	tile-w	alled	bat	hroo	m.	

- I couldn't hum because it made my lips tingle and feel funny, but I said the words out loud real nice and clear.
- I was too embarrassed to take the test here alone, but I'm sure I'll do fine once I get on stage in front of a big audience.

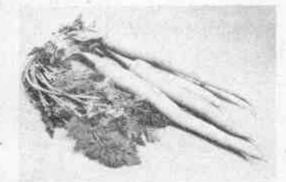
					-
- 1	N	Δ	N	n i	
- 1	м	т.	и		

ADDRESS

MY FAVORITE MUSICAL NUMBER IS

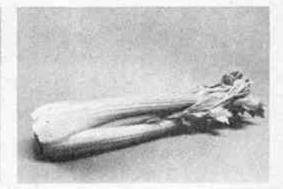
MY BANK ACCOUNT NUMBER IS.

OVER \$500 IN PRIZES TO BE AWARDED!









IDENTIFY THESE VEGETABLES!

With a bushel of tomatoes currently retailing for somewhat more than a bunch of carrots, it is vital that today's Professional Super Market Checker be able to tell these two vegetables apart. Maybe you already possess this perceptive skill without even knowing it! To have your Vegetable Identification Quotient evaluated by experts, and enter our contest for a cash prize as well, simply write down what you think the above pictured vegetable may be, and rush your completed test paper to us today! There are 500 lucky winners of \$1 each to be selected in the Ace Super Market Checker Training School's big "Produce Identification Sweepstakes!" Sloppy penmanship, bad spelling and incorrect answers will not spoil your chances of winning IF you take care to fill in the attached coupon completely and return it to us along with your contest entry.

Ace Super Market Checker Training School

Box 1.69 lb.

Dozen Palms, Calif.

NAME

ADDRESS

I enclose my entry, and also express the following gut feeling:

(CHECK ONE)

- ☐ YES. If I am a lucky winner, I want to have all of my prize money applied toward tuition payment at the Ace Super Market Training School for the Complete 2 Year Course!
- NO. If I am not a lucky winner, I certainly will not let that stand in my way of a profitable career, and wish to be enrolled as a student at the Ace Super Market Checker Training School anyway.

ODDS FOR THE LOVE OF MOOLA DEPT.



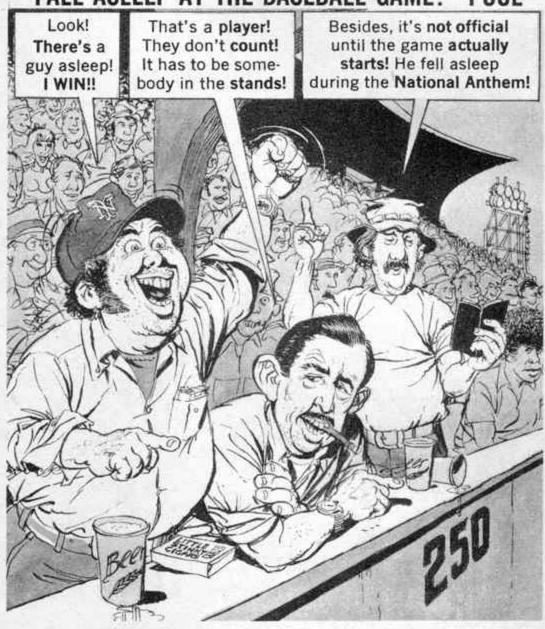
It's a national craze! Everybody, into the pool! No, not the swimming pool, clod! The "Baseball High Inning" pool, the "Biggest Fish" pool, the "What Time Will The Ship Drop Anchor?" pool, the "In What Round Will The Fight End?" pool, and whatever other pool is being organized this week! How far will this new compulsion go? It's just getting started! And so, to add to the list, MAD now suggests . . .

OTHER

THE "FAMILY VACATION TRIP CAR-SICK" POOL



THE "WHAT INNING WILL THE FIRST SPECTATOR FALL ASLEEP AT THE BASEBALL GAME?" POOL



THE "WHAT TIME WILL THE NEXT OFFICE COLLECTION BE TAKEN?" POOL





BETTING POLS

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

THE "WHAT TIME DOES THE SCHOOL BUS DRIVER BLOW HIS TOP?" POOL



THE "HOW LONG AFTER A GUY FINALLY QUITS SMOKING WILL HE LIGHT UP AGAIN?" POOL

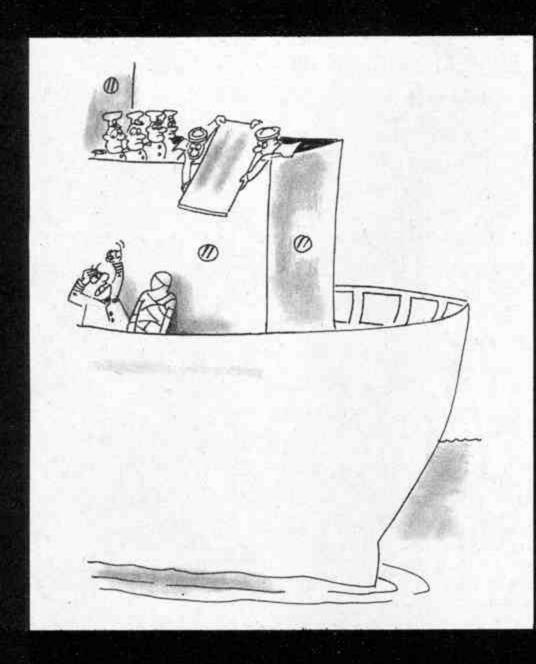


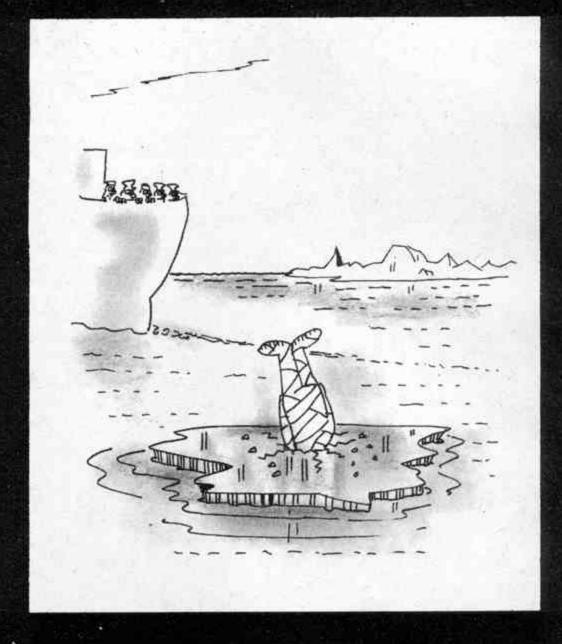
THE "WHO'LL BE FIRST ON THE BLOCK TO NEED FIRST AID AFTER SHOVELING HIS WALK?" POOL

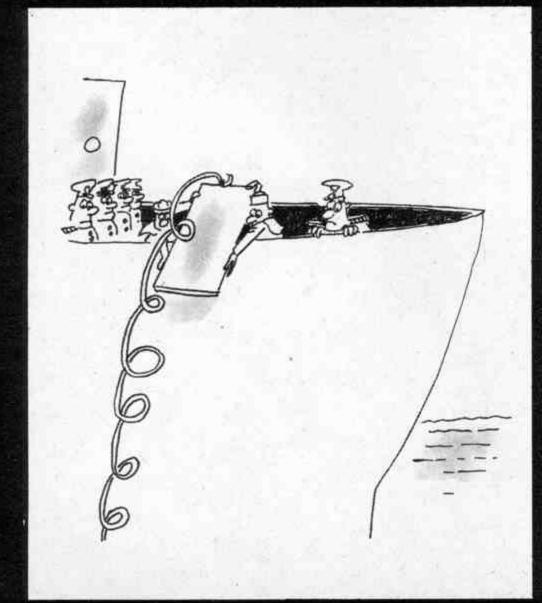


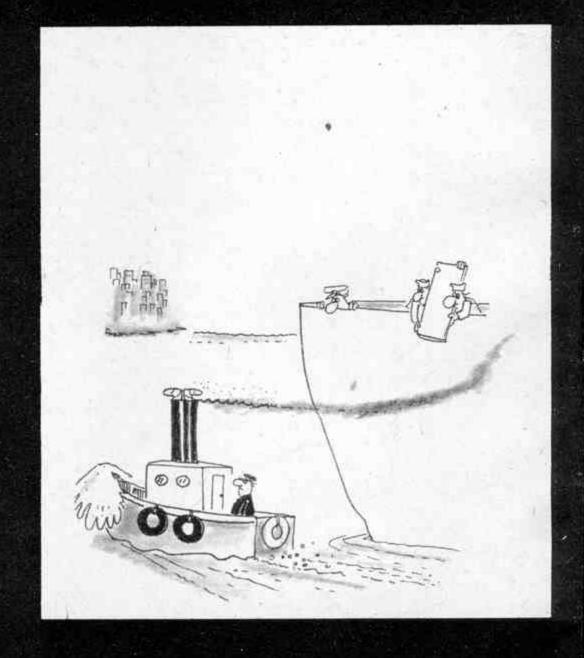
FLOAT SOME AND JETTISON SOME DEPT.

LOCKAT BEER

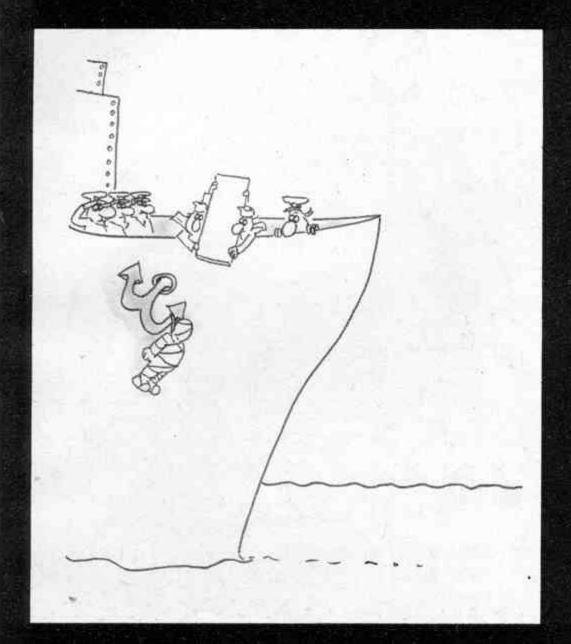




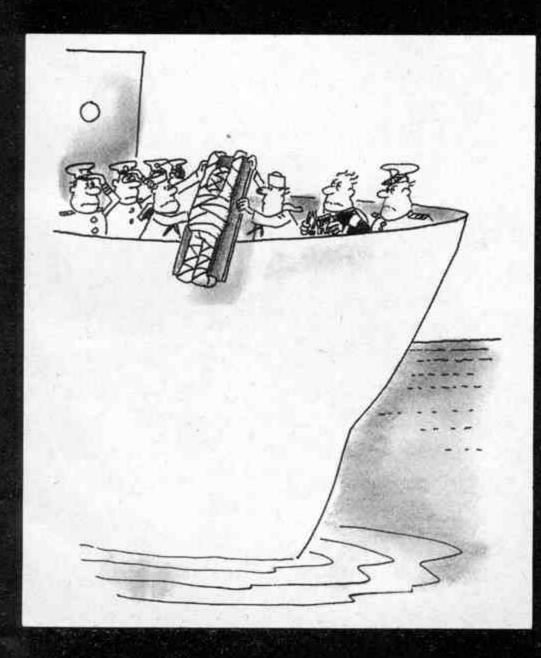




ARTIST AND WRITER: DON EDWING









IF YOU THINK WE HUMANS ARE THE ONLY ONES WHO SU

HEADLINES OF TH





SURPRISE TERMITE DEMOLITION ACTIVATES URBAN RENEWAL PROGRAM



STAGGERED LUNCH HOURS IMPLEMENTED AT LEADING INDUSTRIAL BEEHIVE COMPLEXES



RED AND BLACK INTEGRATED HIGH-RISE CO-OP ANT HILL OPENS IN GREENVALE



INVADING GYPSY MOTHS COMPLETE TACTICAL DEFOLIATION OPERATION

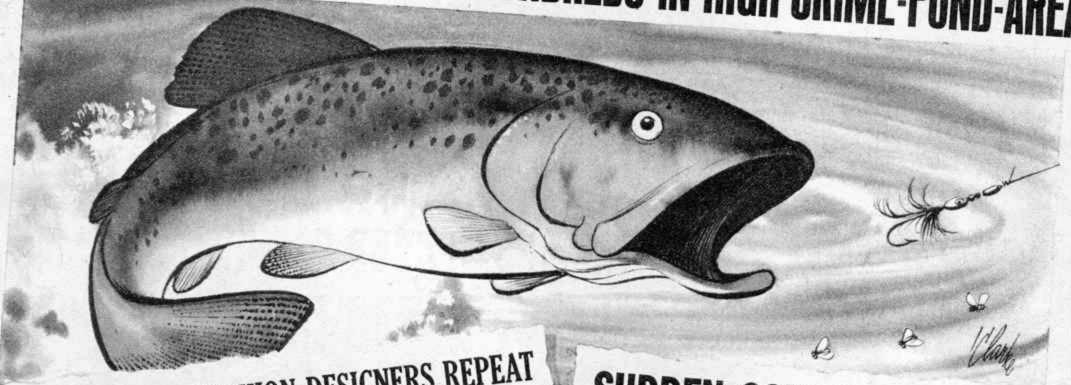


FFER FROM THE PROBLEMS OF TODAY, DIG THESE...



EINSECTWORL

DECOY FLY NABS KILLER OF HUNDREDS IN HIGH-CRIME-POND-AREA



LADYBUG SPRING FASHION DESIGNERS REPEAT "POLKA DOT LOOK" FOR 1,370,210th SEASON



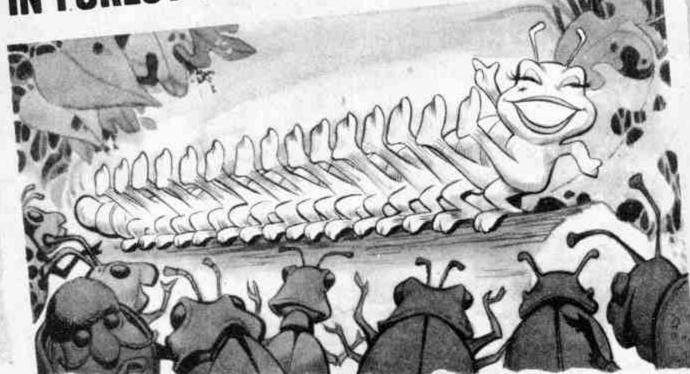
SUDDEN COLD WAVE CAUSES PARTIAL FIREFLY BLACKOUT



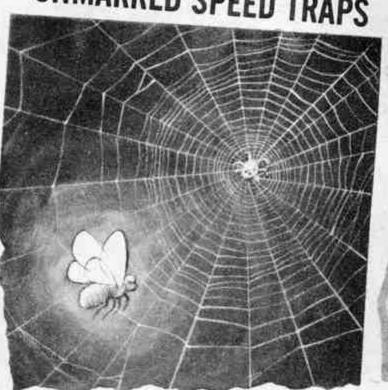
LOCAL CITIZENS OUTRAGED BY OUTDOOR CRICKET ROCK CONCERT



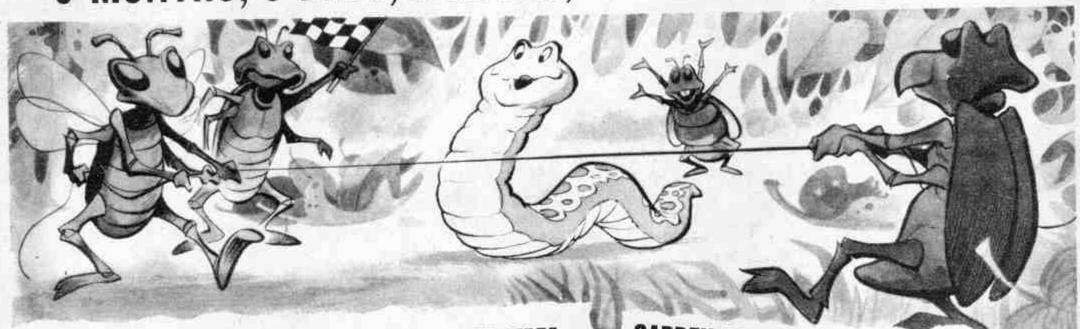
ONE-CENTIPEDE-CHORUS LINE OPENS IN FOREST HILLS TO RAVE REVIEWS



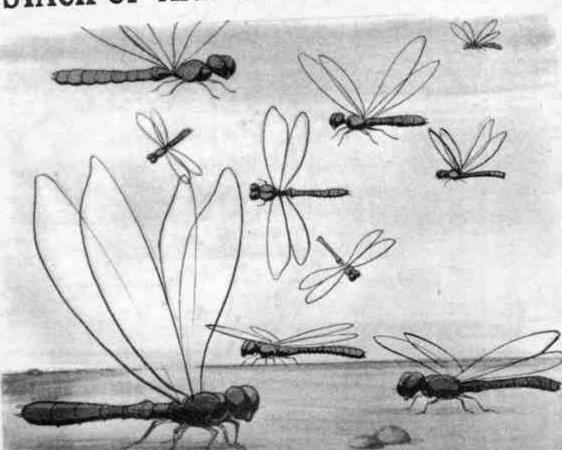
LOCAL BUGS WARNED OF UNMARKED SPEED TRAPS



INCHWORM SETS NEW WORLD'S RECORD FOR OUTDOOR MILE: 5 MONTHS, 3 DAYS, 8 HOURS, 12 MINUTES, 45 SECONDS



GROUND SMOG CAUSES DRAGON FLY STACK-UP AND TAKE-OFF DELAYS



GARDEN APARTMENT RESTRICTED TO WASPS IS CITED BY INSECT RIGHTS COMMISSION





There's an old joke that goes: "Football is a strange sport! Where else can 22 guys pat each other on the behind in public . . . and not get arrested?" Well, in a recent, popular movie, they've BEEN arrested! In fact, the whole picture takes place in a Maximum Security Prison. Why Hollywood suddenly decided to make a "Prison-Sports" film, we'll never know! But we suspect that it's just one more gimmick for showing off a certain sexy actor's chest hairs! Anyway, here is MAD's version of



Hey . . . where are you going, Crude?

I'm going to slip into something a little more comfortable! Your CAR!! You can't run out on me! I've supported you ever since you were a Pro Football Star eight years ago! You haven't worked a day since! TYPHATT

True-

but I'm

scoring

more

now

than

I did

then!

you ungrateful pig! If you're leaving, give me back the money and clothes you took from me!

You crazy broad! WHAT CLOTHES?? My PANTY HOSE!!

Ooops! I didn't realize I was wearing yours! Y'know, ever since that Joe Namath TV Commercial, these things have caught on with

Football Players!



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

Okay! So I TOOK the girl's car!
And I DROVE 120 miles an hour
through the city streets! And I
CAUSED 7 pile-ups and crashes
along the way! And I DUMPED the
car in the river! So what? That
was all FUN AND GAMES! There's
nothing wrong with a little FUN
AND GAMES, is there, Officers?

Not at all, fellah! So let's play ANOTHER game! Here pick a card! Now, what's It says, "Go to Jail! Go directly to Jail! Do not pass Go! Do not collect \$200!" Y-you mean . . .?

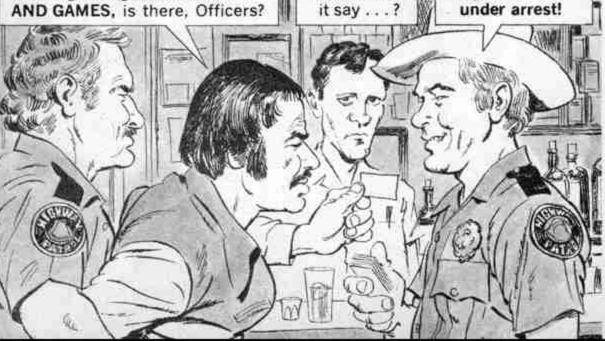
Right! You are

Welcome to Grapefruit
State Prison, Mr. Crude!
I'm Captain Clobber! I'm
working you over because
I don't like what you've
been doing lately! It's

You mean stealing an auto and assaulting an officer?

Terre

No, I mean appearing on the "Tonight Show," and bragging about your sex life!!



made me mean and ornery!

your sex life!!

41





I never cared much for Football! CHESS has suddenly become my favorite sport!!

Hi, there!

I guess

Come to think of it,

Mr. Crude, I am NOT a very likeable guy! Even margarine won't talk to me! But let me also add that I am an ardent Sports Fan! Would you like a ticket to the BIG FIGHT?

Sure! When IS the big fight?

Unless you promise to coach my Football Team!!

Yeah, Golden

Boy! And you

But they're

NOW!!!



Hey, you!

Super Star!

But 1,11 have to turn you

down!

Championship, Mr. Crude! I-I NEED your support!

You can't HAVE my support, Warden!! I'm wearing it!!!

You're being very difficult!

Look . . . all I want is to do my time, make a few quips, and get out of here.

Okay! Maybe you'll change your mind after you've tried our program of

SWAMP's!! mine?

Okay,

This

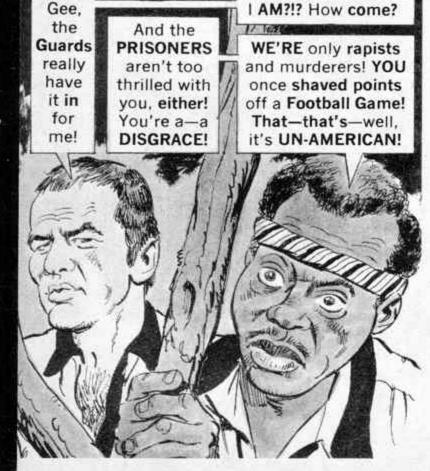
rehabilitation! No . . . our Er-



Better a swamp

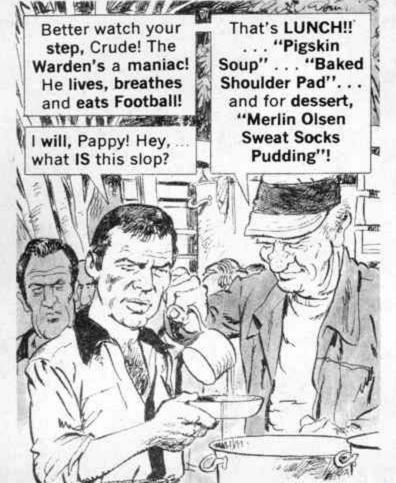
than a river!

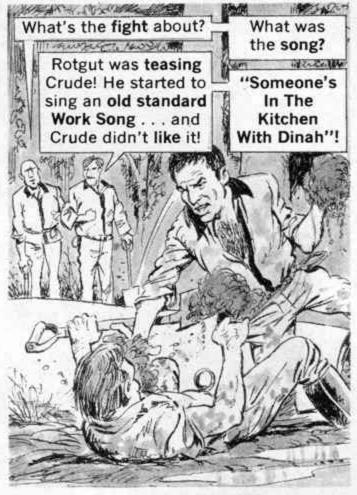






No. . . the







Crude, I want you to organize That wouldn't a Football Team be a Football of Prisoners to Game! That would be an play against my Team of Guards! atrocity!

Precisely! This new "Permissive Penal System" is making my Guards SOFT!! They're forgetting the basics . . . like punching and beating! But organized, legal violence like Football can be a perfect outlet for their sadism!



Christians were even money! we have a chance?

Well, let me put it this

way! Compared to US, the

Listen, you'll never win anything with that bunch! They're the SECOND most pathetic group of Football Players I've ever seen!

The New York Giants! I'm Nate Scarbooboo! I used to play for them! I also coached a little!

If you were a PRO, how come the Warden didn't ask YOU to coach his team all these years? Search me! All I know is Football! Obviously, he wanted a SEX

Carefaker, there is just ONE object to this crazy upcoming game!

How do they look,

Crude? You think

Sure! To WIN!!

NO!! To protect my HANDSOME FEATURES! Man, I am going to surround myself with the most violent, insane convicts in Prison Movie History! Okay, b let's start recruiting 'em . .







Man, if that Crude is our Quarterback, we are in big trouble!

He just threw the wreath into Carefaker's grave, and MISSED!!

Oh-oh!!
Maybe
he's
shaving
points
at the
funeral!

Okay, you men, I want a good, rugged game! I expect both the Guards AND you Prisoners to play your hardest! And, if the Guards win . . . they will get congratulations and glory!

And what if us Cons win!

An extra five to ten years!





Simple! Okay, guys! Here it is-The Great!! numbers Carefaker's Er . . . each final gift how do match to you allwe know STOLEN your whose is UNIFORMS!! I.Q.'s! whose?

And now . . .

Ladies and
Gentlemen,
here comes
"The Obscene
Machine". . .

WIN, OBSCENE MACHINE! WIN!

YAAAYYYY!

Y! to those cheers?!

Will

you

listen

Yeah! It's really hard to believe that a bunch of murderers, thieves and rapists are the "sentimental favorites"! Remember years ago when G-Men, Cops and other Law Enforcers were the "Good Guys"!?

How do you like that?! The game hasn't even started yet, and we're penalized twenty yards!

Really? How come . . . ?

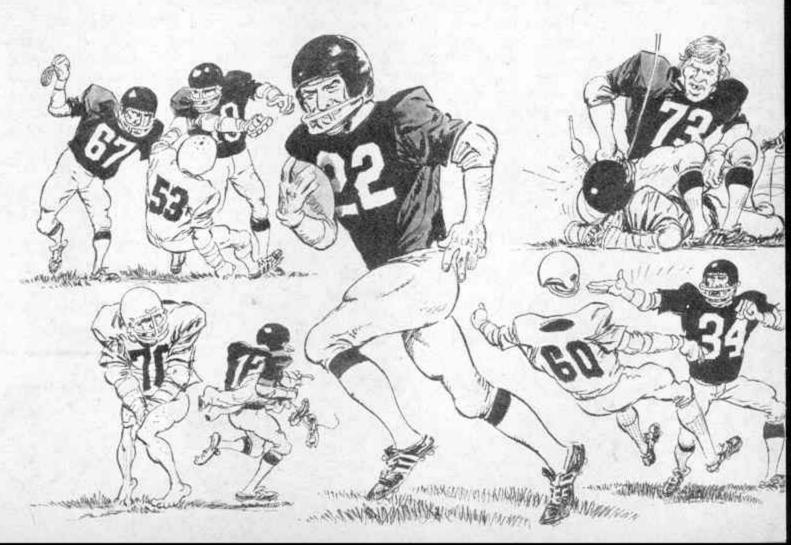
During the Coin Toss, one of our players STOLE the coin!!





Okay, they're in a 3-2 Zone with the strong Safety deep and the Linebacker split left! It's a possible "blitz", but more likely a "red-dog"! To offset this very sophisticated defense, we'll use "Play Number Two!" Ready . . . GO!!





Here comes Bianco in with a play from the bench!

Okay, Bianco! What's the message . . . ?

The break is at Midnight! Pass it . . .

Cut that dialogue out, Man! This isn't a CLICHE PRISON

MOVIE!

It's MORE than that!

Yeah! It's a CLICHE FOOTBALL MOVIE!!

Mr. Crude . . . the halftime score is embarrassingly close! Just what do you think you're doing out there?

Playing my heart out for the crowd! Do you realize there are more spectators jammed into those grandstands today than all the people who saw "The Man Who Loved Cat Dancing"!

Mr. Crude, you will now proceed to LOSE this game . . . by 21 points!! I don't like being made a fool of! I had **EIGHT YEARS** of that playing opposite Eva Gabor in "Green Acres"!



I can't do that, Warden! The men trust me! They're irrepressible rejects from society-loveable misfits who are counting on me to lead them to Victory . . . to give them one small moment of dignity and pride and-

16.00 J.

You'll dump this game, Crude . . . or you're looking at 20 years of hard labor!

Come to think of it, what do I need with a bunch of cutthroats, goons and sadists! But if I DO shave points. Warden, you gotta protect my men from VIOLENCE!

From the Guards?

No, themselves-when they want to kill me!

I think Crude sold us out!

How can

you tell?

Well, he's thrown seven straight interceptions, he's fumbled six times . . . and he's calling our plays from the huddle!

What's wrong with that?

lt's THEIR huddle he's calling them from!!



Looks like Crude is THROWING THE GAME!

So?! What are they gonna do to him . . . put him in Prison?! He IS in Prison!!



Our guys are gettin' KILLED out there. Crude! What kind of deal did you make?!?

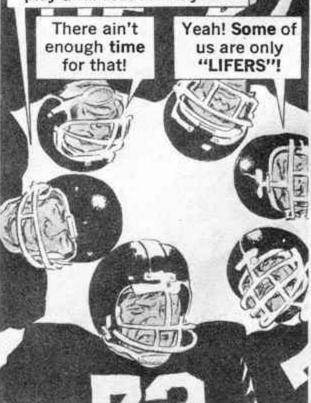
Why, he double-crossed me! When I get through with him, he's gonna be the most humiliated Warden in the country!

You gonna go out there and lead the Team in a spectacular comeback?!

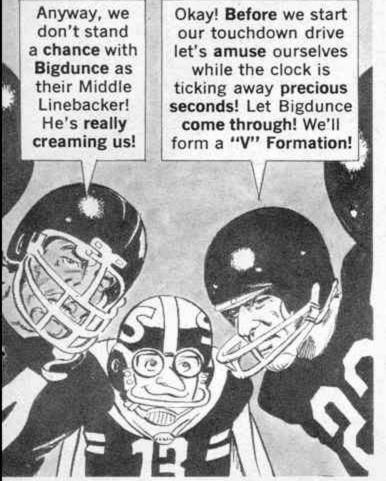
Worse! I'm gonna use my Show Biz connections to make sure Johnny Cash concert in this Prison!



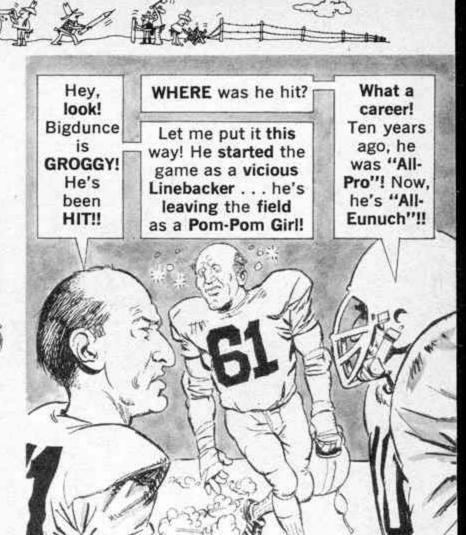
Okay, now I'm ready to lead a spectacular comeback! I'll play until I redeem myself!! There ain't enough time







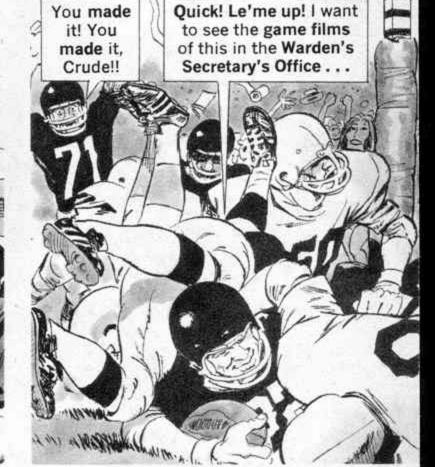




I've called you to the sidelines because Pat O'Brien isn't doing these movies any more! So I'm gonna make the speech that he would have made! Fellow Teammates . . . Jocks . . . Sex Maniacs . . . and other lovers of Sports! We're four points behind, we're on the one yard line, and there are three seconds left! We've come too far to go back! So let's win this one for Carefaker, Scarbooboo and Groanville! I know you don't trust me because I once threw a game years ago—and I almost threw one today! But I'm begging! Let's win THIS ONE!

He can't break the habit! With that SPEECH, he just threw the PICTURE!!



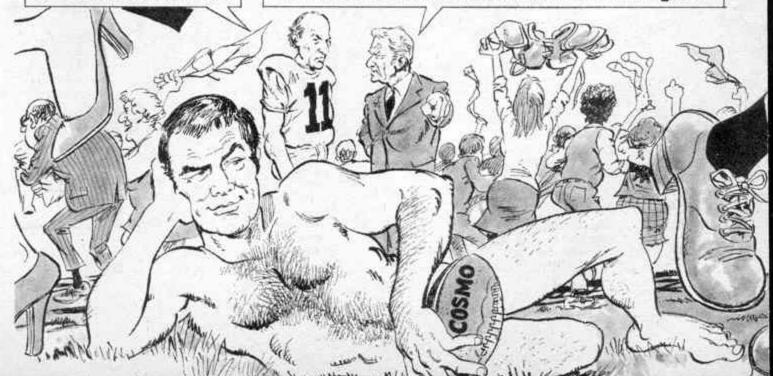


Well, Warden! We lost! There goes your Power Theory! And LOOK . . . they're mobbing Crude! He's a HERO!! He's a NOTHING, Clobber! And he's going to have 20 years in solitary to relish this empty victory!



Well . . . at least he'll always be remembered as a really fabulous FOOTBALL PLAYER . . . !!

You're wrong, Clobber! I'm afraid . . . no matter WHAT that man does for the rest of his life . . . he'll always be remembered for only ONE THING! He can never erase his PAST! Look . . . it's come back to haunt him again!!



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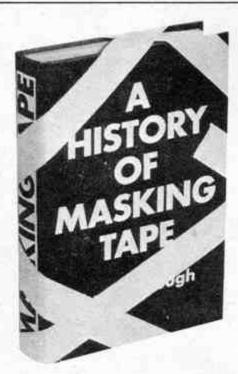
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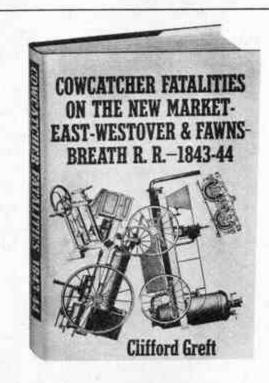
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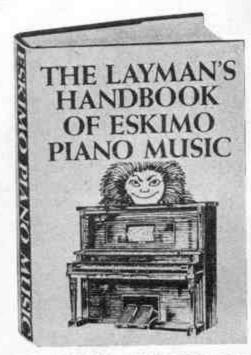
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FOLD THIS SECTION OVER LEFT

■B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE

AMOUNTS AND TYPES OF CRIMES VARY GREATLY DURING THE YEAR. BUT THE MAJORITY OF THE PEOPLE WE'VE POLLED MOSTLY FEAR INCREASES IN MUGGINGS AND VICE!

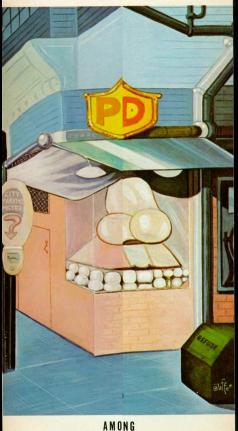
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WHERE HAS THE MOST SHOCKING RISE IN CRIME TAKEN PLACE?



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



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OCCUPANCY BY MORE THAN PEOPLE IS PEOPLE ROUS AND SHOULD BE UNILAINE

