"THE AMITYVILLE HORROR" AND "THE WHITE DON DAVE "THE CONCORDE - AIRPORT '79" SHADOW" BERG MARTIN

...AND THE USUAL GANG OF IDIOTS ARE ALL IN THIS ISSUE OF...

No. 214 April '80



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"Some people never do anything on time . . . except buy!"

-Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

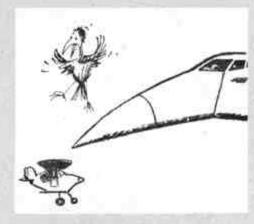
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MAD (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A.: 16 issues \$12.00. Outside U.S.A.: 16 issues \$13.00. Entire contents copyright ⊚ 1980 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

THE
CALAMITYVILLE
HORROR
(A Mad Movie
Satire)
Pg. 4





THE
CORNCORDE—
AIRPLOT '79
(More Movie
Satire)
Pg. 9

THE
LIGHTER
SIDE
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Pg. 16





MAD'S
NECROMANIA
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YEAR
Pg. 25

MAD'S ACADEMY AWARDS FOR DATING Pg. 35





THE WHITE, SHADOWED (A MAD TV Satire) Pg. 43

WHY KILL YOURSELF?



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LETTERS DEPT.



BORNE-IN-A-TRUNK COVER

Don't ever underestimate Jack Davis's power of illustrative suggestion. I get a tremendous headache just contemplating Neuman's noggin penetrating that tree-trunk.

Scott Tobin
Brooklyn, N.Y.



It really stumped me how Alfred E. crashed headlong through that tree and survived.

Walter Gologorsky Bergenfield, N.J.

ALIAS

Your "Alias" story's barf is worse than its bite! Randy Melton San Jose, Calif.

Tell Mr. Drucker that his drawings of the alien were MORTifving!

> Charlie Fuchs Avon, N.J.

When I saw your startling version of "Alien," I wondered where I could get that kind of pepperoni pizza for my little brother? Paul Watson Miami, Florida

It might embarrass Mort Drucker to know that the monster he was too busy cowering from while viewing "Alien" (which was quite apparent by the octopus creature he substituted in the MAD satire) has been patented as a children's toy.

Grift Heath
Snow Hill, N.C.

I would like to know why the "Alien" looked different each time?

Sawina Eller Delft, Holland

One time it was hungry, another time it was full!—Ed.

THE MAD RUNNING PRIMER

Being a veteran road-runner myself,
Davis and Siegel raised some familiar
blisters, crossed toes and skinned heels
with their swiftly-paced "The MAD Running Primer"! Roberto Santiago
New York, N.Y.

"The MAD Running Primer" was so real, it left me winded! Jan Bosman Syracuse, N.Y.

Siegel and Davis have a good track record! When will they take the field for another sports debacle?

> Bettina Fleisher Woodland Hills, Calif.

Siegel and Davis may try their skill on a soccer article soon.—Ed.

DON MARTIN LOOKS AT SPIDER-MAN

Don Martin's "Spider-Man" was really off the wall! Keep 'em coming; those comic book characters escapades.

> Mark Nicholson Santa Barbara, Calif.

Don Martin's "Look At Spider-Man" was a swinging spin-off! I got caught in its web. Jeff Strasser Goshen, Indiana

Don Martin's thoroughly engaging concept of Raid being sprayed on Spider-Man outstrips Superman's aversion to kryptonite! Natalie C. Atkins Denver, Colo.

SORRY, WRONG NUMBERS

A question regarding Tom Koch's "More Yellow Pages Through History": Could the demise of the Roman Empire be attributed to their inability to call for vital services as listed in your Historical Yellow Pages? I mean, what with opening your local directory and finding Arabic numerals instead of Roman numerals. It must have been all Greek to them, huh?

Bernd F.W. Hofman Rochester, N.Y.

TAXING

You have successfully lambasted enough bad television shows that you apparently don't know what to do with a good one. Your satire of "Taxi", like those of "M.A.S.H." and "Barney Miller" before it, suggests that when confronted with a show too good to put down, you simply ignore its attributes and slice away. Especially with your offensive suggestion that "Taxi" owes its success to the garbage that surrounds it on Tuesday nights. Your carving technique is great as long as you limit it to the turkeys that deserve it.

Lon West Silver Spring, Md.

I really couldn't "hack" Torres and Hart's version of "Taxing". But seriously, I "hail" them on their fine work.

> Paul Smith Sarnia, Ont. Canada

Talent-wise, Angelo Torres is a Checker cab and Stan Hart is a gypsy cab!

> Quentin Springsted Washington, D.C.

FOLD-IN FADE-OUT FUROR

What happened to the "Fold-In" in MAD #212? This is most certainly a break with tradition! You could lose readers . . . all four of them.

> David Mackey Oakhurst, N.J.

When you consider that Al Jaffee's "Fold-In" started with issue #86, April 1964, and I started reading MAD with the same issue, it was only natural that I would try folding Jaffee's "Lightning" sequence! It wasn't much of a message when folded, but it proves you'll always have this reader in the fold.

> David Toplitz New York, N.Y.

I was just wondering why you didn't have a "Fold-In" in the Jan. '80 issue. I really missed it! But I did enjoy Al Jaffee's "Lightning Never Strikes In The Same Place Twice!" It struck me funny!

May Kosoi Canoga Park, Calif.

An issue of MAD without a "Fold-In" is like an issue of Playboy without a "Fold-Out." Matt Schmitz Omaha, Neb.

BILK SYSTEM AD





Congratulations to your able photographer, Irving Schild. His "Bilk System" casting and staging rings the hell out of Bell! Kym Prahl Birmingham, Mich.

COMMUNICATIONS GAP?

I've just broken open a microphone made in Singapore and found they used MAD pages for wadding. I'm sending you the wadding to prove that old issues of MAD are really valuable!

> Jeffrey Joyce Terrell, Texas

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AVOID THAT SINKING FEELING!

THE WORLD IS ON THE ROCKS! SO IF YOU'RE LOOKING FOR A SAFE BERTH WHERE YOU CAN-

Fight The Undertow Of Moral Decay

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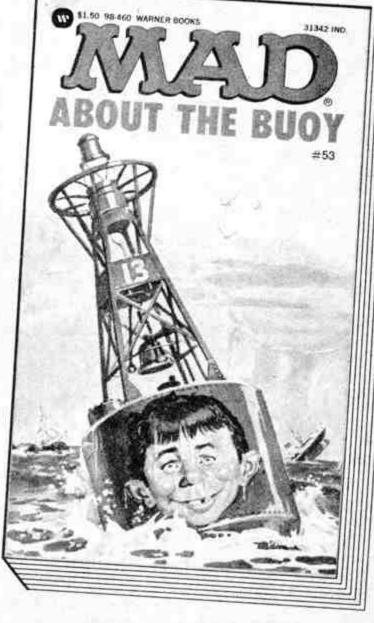
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...Then You'll Be

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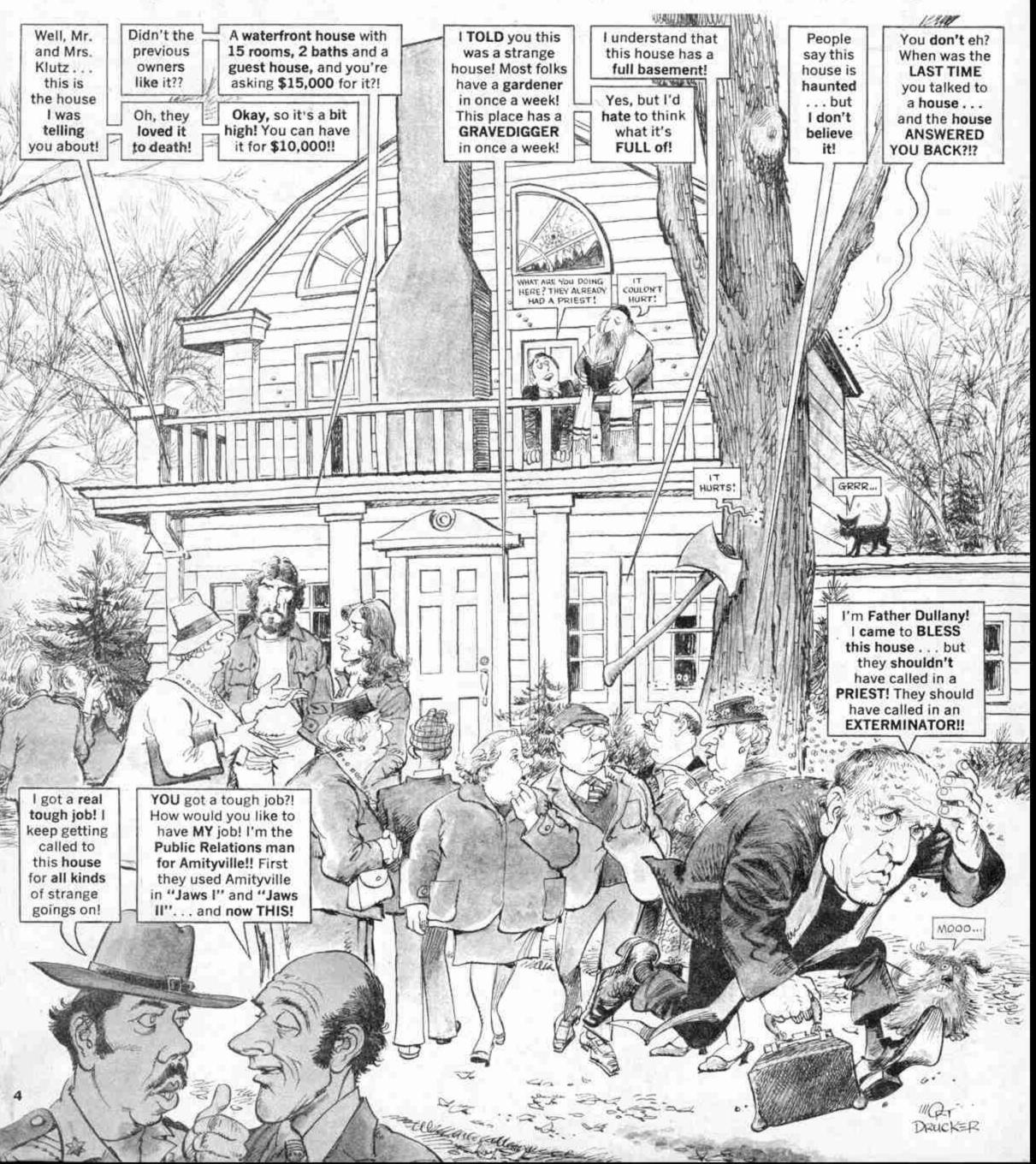
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MUCH A BOO ABOUT NOTHING DEPT.

Recently, there was a horror film that made the rounds which had as its advertising slogan, "FOR GOD'S SAKE, GET OUT!" Well, not until millions of moviegoers had paid their admissions fees did they realize that it was a warning to the audience—to GET OUT OF THE THEATER before this "horror" unfolded on the screen! But the warning had come too late to save both their money, and them from suffering through



THE CALAMITYVILLE HORROR

Have you noticed anything STRANGE about this house, Gored? I get the feeling we're NOT WELCOME here!

What makes you say that?? Well, we spend all day unpacking . . . and every morning when we wake up, everything is PACKED UP AGAIN!!



ARTIST: MORT DRUCKER

I don't know WHY there wasn't anyone home at the Klutzs' today! I think I'll call them up . . . Holy Moley! The phone is burning hot! It's scorching my hand! There's nothing but static on the line!

Gosh . . . I—I never realized how much God must hate the Phone Company!



WRITER: DICK DE BARTOLO

Answer the door, will you, Dear? It's my Aunt . . . Sister Helluva, the Nun! She—

Oh, my God! Look, Gored!! The toilet is overflowing black gook!!

So THAT'S what killed him!

Killed who

The TIDY BOWL MAN! I found him dead in his little boat this morning!!

Welcome to our new home, Sister Aunt-er -Aunt SisterYour new home is—gag—very lovely—choke —gasp—but I really must—gag—retch—be GOING!!

I just remembered

—gasp—wheeze—
something very—
gulp—important
I—choke—must do!

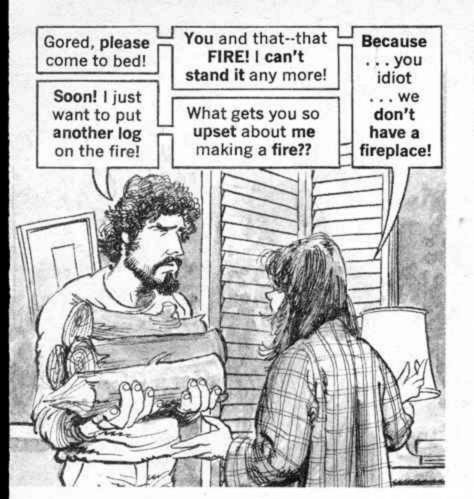
What's that . . . ?!

BARF!!

Out of my -gag--ulp-WAY!!





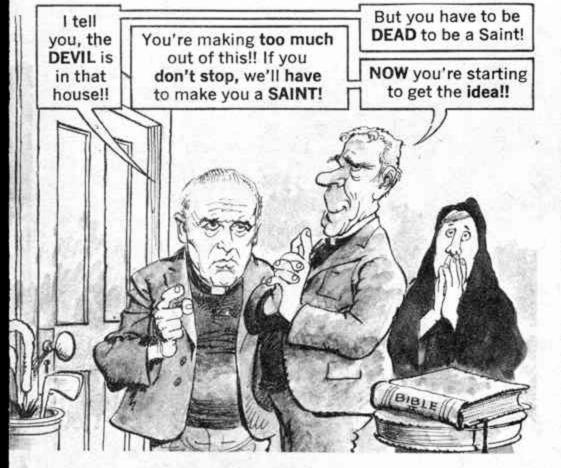


There's something wrong in that house the Klutzs' are living in, I tell you! We tried to DRIVE OVER there, and what happened?!

The brakes failed,
... and the gas
pedal stuck ... and
the steering wheel
column broke ...!!

What's so strange about that?! You DID borrow the BRAND NEW CAR we were going to raffle off next Sunday night!!





















Your business partner's

new house gives me the

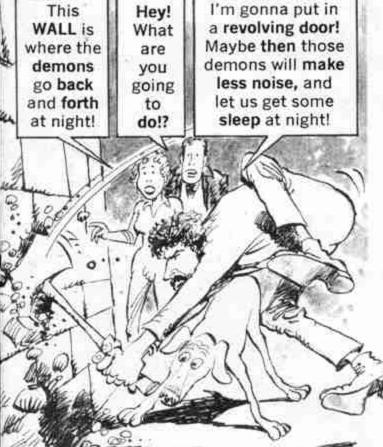
creeps! Let's go inside!

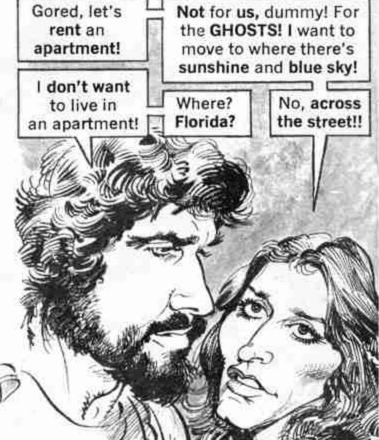
It

DOES!!

1 love









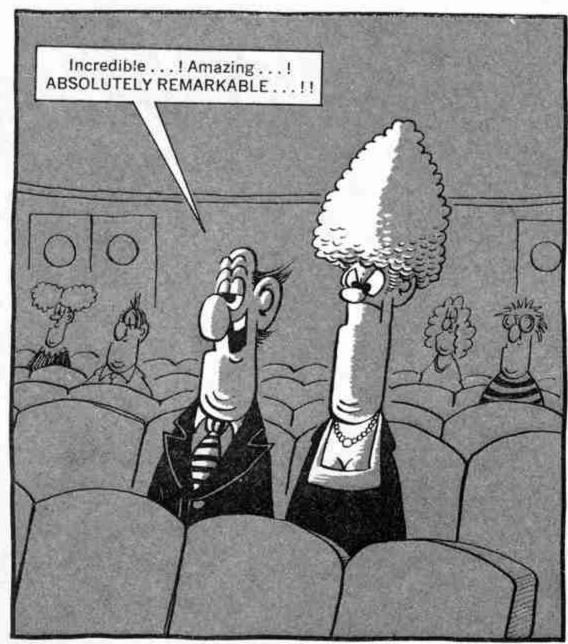


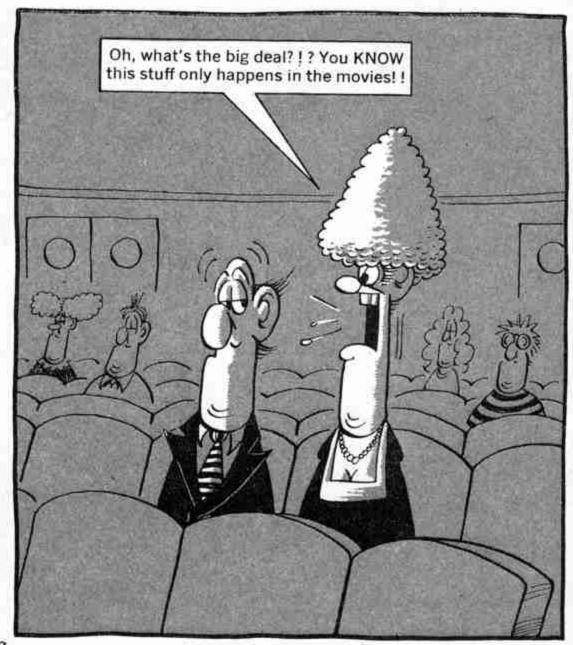
The Klutz's left their house and never went back for their personal belongings. They didn't have to! With the million bucks they've made from the book ... and a few million more from the movie ... why would they want any of that old junk, anyway?!

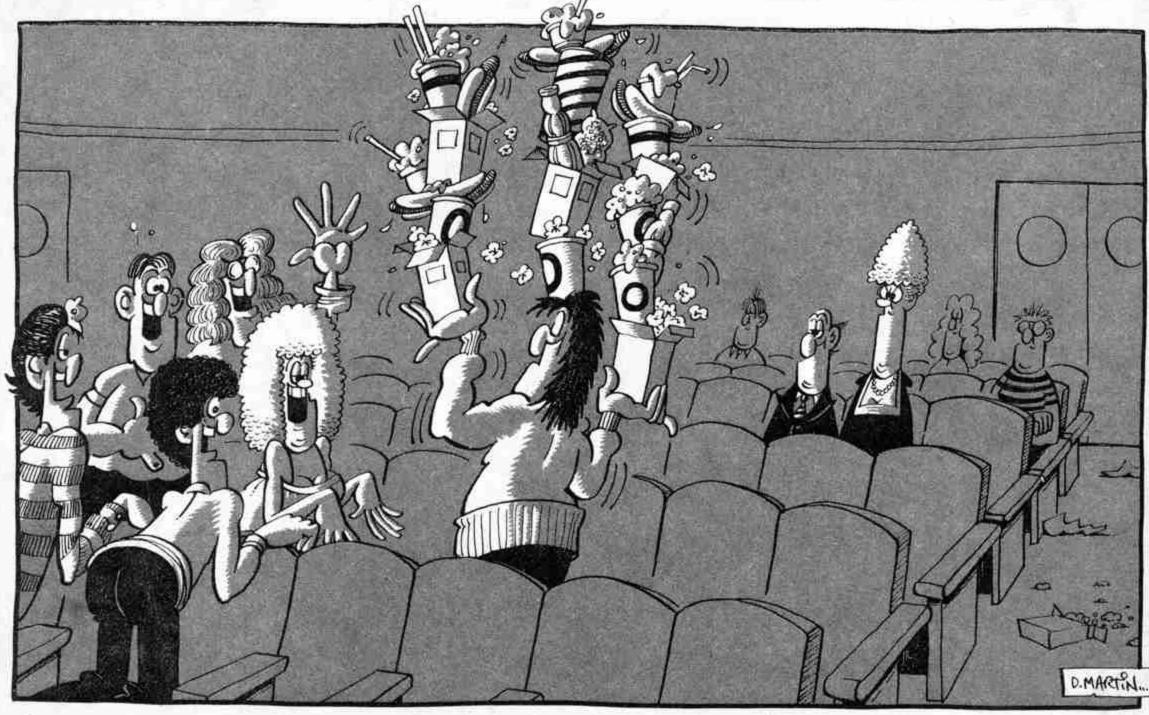


DON MARTIN DEPT. PART I

ONE FINE DAY DOWNTOWN WHILE WATCHING A DOUBLE FEATURE







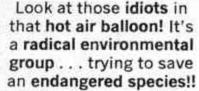
JUST PLANE NONSENSE DEPT.

"Another 'Airport' movie?!" you say. "Haven't they run out of ideas?" you ask. Sure! They ran out of ideas three "Airports" ago! But that didn't stop them from making . . .

THE GORNGORDE AIRPLOT 79

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



Well, here it comes! World Nauseating Airlines' brand new Corncorde I HOPE it's brand new! I mean, you can't tell! It's not in a box, or gift-wrapped or anything!

So World Nauseating has selected you as the pilot of their first Corncorde, eh, Baloney?!
I guess you've had a lot of iet-plane experience!

Oh, yeah! I was involved in the first 747 bomb blast . . . I helped out in the first 747 mid-air collision . . . and I was on hand when the first 747 sank in the ocean!

No WONDER they want you to fly a plane made outside the U.S.!



And now, here's tonight's news! Pay VERY close attention, because these next items comprise most of the plot!

Today, World Nauseating Airlines took delivery of their new Corncorde SST, which flies at TWICE THE SPEED OF SOUND!! Also today, Harassment
Industries demonstrated
its new "Vulture Rocket,"
which can shoot down any
target flying at twice
the speed of sound! Can
you see what's coming...

do I have to draw you a picture? Now let's cut to our remote cameras at the Harassment Industries Rocket Test Site . . .

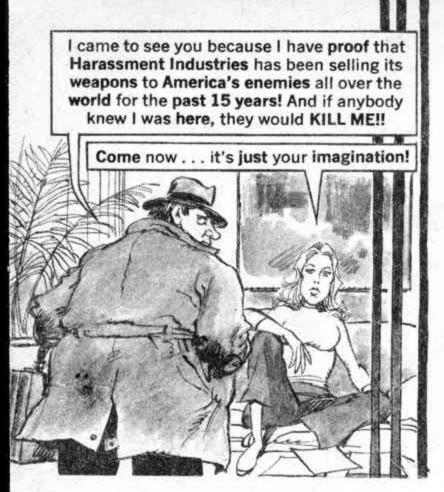
How deadly IS the new Harassment Vulture Rocket?

effective kill rate is 123%!

But . . . 100% is perfect! Yes, but this weapon not only completely destroys what's in the sky . . . but the FALLING DEBRIS usually kills an unplanned-for EXTRA 23% on the ground!

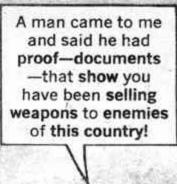






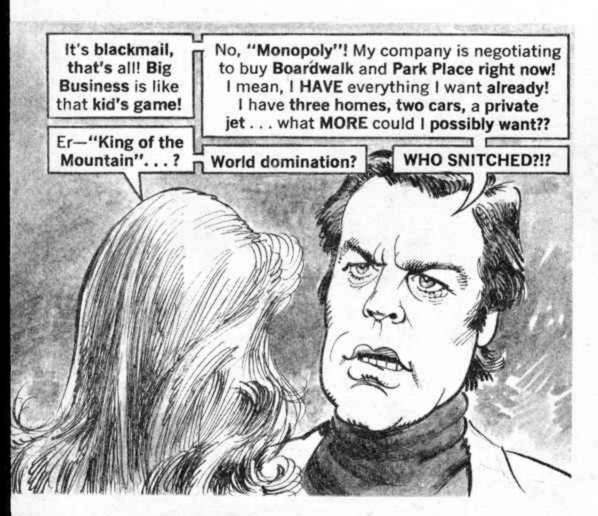


One thing you gotta say



Oh, Darling, don't be ridiculous! There are NO SUCH DOCUMENTS! Er—by the way . . . he didn't happen to GIVE you these "no such" documents, did he??

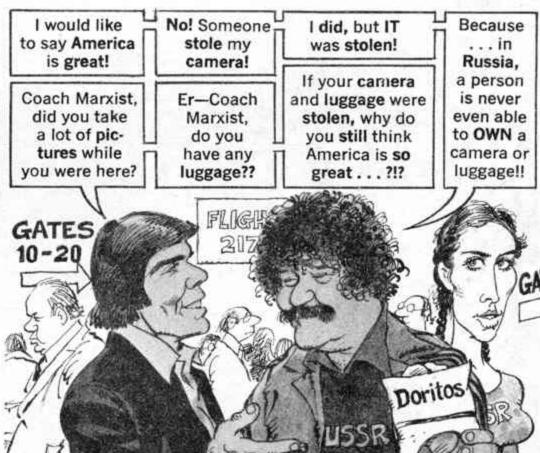




There are a million

back-up systems and

fail-safes! Security





This heart is for my Son! We've got to get it into the air as quickly as possible!

No, before the donor finds out! We took it without his permission! He was sleeping in the airport lounge!



We have a malfunction of the Vulture Rocket!
It has altered its course, and is now headed directly for the World Nauseating Airlines' Corncorde!

I thought you said this new weapon of yours was 100% accurate!

It may be wiping out the wrong target, but it'll do it with 100% accuracy!



Haggie has

the no-such

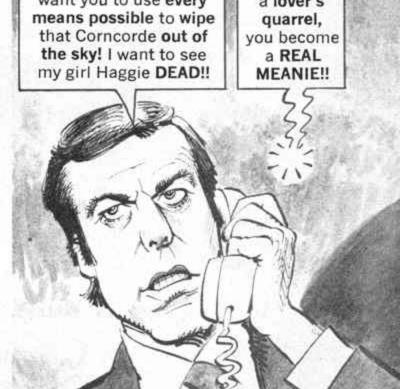
documents!



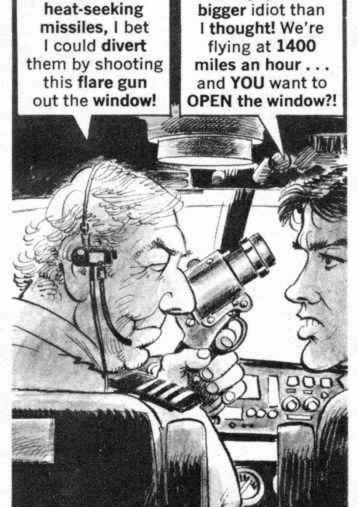




Baloney, you're a



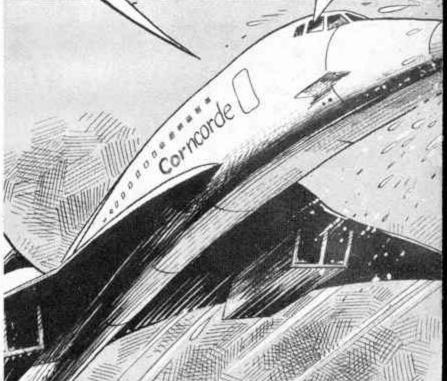




Since those are

Boy, that was hairy! We lost all our engine power in that dive to avoid the missile, but we pulled out just before we hit the ocean! Tell me, Mefriend, how close did we come to the water?

Let me put it this way: You know that long nose on our plane? Well, at the end of it are two bass, a sailfish, an octopus and a moray eel!







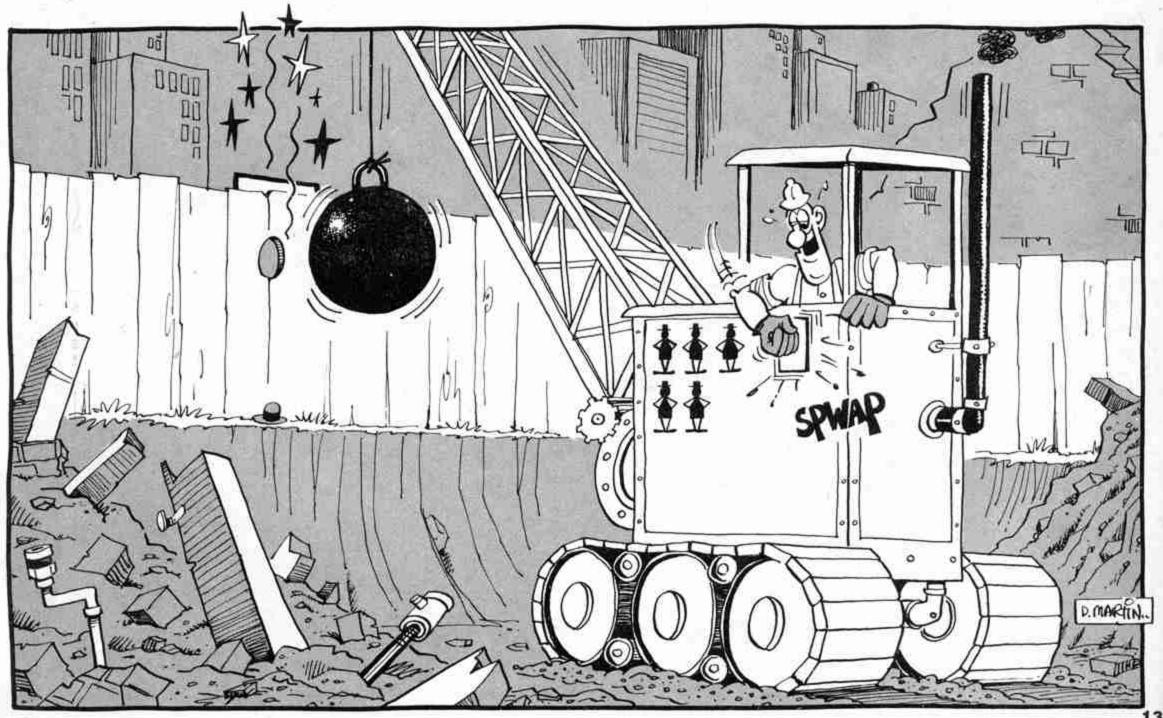
DON MARTIN DEPT. PART II

NE FINE DAY DOWNTOWN WHILE PASSING A CONSTRUCTION SITE









CRIME

July 16, 1980 75¢

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And Portland Cement

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SWITCH PARTY:
GINO VALENTI SWAPS
DETROIT FOR JERSEY
CITY, AND MUCH, MUCH
MUCH MORE

AN EXCITING PREVIEW
OF THE GREAT NEW FALL
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The Ten Best Contracts Of 1979

HALF AN EXCLUSIVE
INTERVIEW WITH HITMAN ALDO "DUM-DUM"
SIMONELL BY THE
LATE NICK "BLABBER"
DI POLUCCI



ARTIST: JACK RICKARD

ELDERLY

LE LIVE

July

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75¢

CONFESSIONS OF AN 89-YEAR-OLD SWINGER

"I Slept With Three Women In One Night And Didn't Wake Up Once!"

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★★★
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On The Shortcomines Of
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"MGWWF DRGF GWRRFRT GRMMPRFG GLB"

A DINING DELIGHT FOR
THE GRAY GOURMET:
The Many Marvels of Mush

"I SPENT 25 DAYS IN A JUNGLE EATING NOTHING BUT TREE BARK AND LIVED!"

* * *

One Octogenarian's Ordeal Of Life In New York City On A Fixed Income

EXCLUSIVE:

THE SURPRISE
WEDDING OF 92YEAR-OLD OIL
TYCOON HARRY
EPPIS AND 25YEAR-OLD MODEL
TERRI MAPES

The Reception. The Ceremony. The Wedding Night. The Funeral and Much. Much More



NEW YENTAPRISES DEPT.

One of the most successful magazines to come along in recent years is "PEOPLE Weekly" magazine. The main problem with it, though—as MAD sees it—is that it limits itself mainly to Show Business and

FOR OTHER SPE

OFFICE

July 16, 1980 75¢

PART 3 IN OUR REVEALING SERIES ON "MODERN BUSINESS PRACTICES" Easing An Overaged Vice-President Out Of His Office Without Really Firing Him

A PLEA FROM THE U.S.
EMPLOYMENT SERVICE:
Help The Handicapped . . .
Hire A Gentile Accountant

Ace Filing Clerk

Ace Filing Clerk
Edna Dabney Lists Her
Five Favorite Bosses
(In Alphabetical Order):
SIDNEY VLECK, CALVIN
GROSS, ED ZEBB, MARVIN
SPREEN, NED HOLUM
AND AARON AAMES

MIRACLE
ON 34th STREET
Macy's Billing Clerk
Dan Stortz Replaces
Bottle On Water Cooler
... and Doesn't Get
A Hernia

Ad Executive Ed Grubber's
Incredible Experience:
"I WAS STUCK ON AN
ELEVATOR BETWEEN THE
19TH AND 20TH FLOORS
WITH MY SECRETARY...
AND LIVED! (HOO-BOY,
DID I LIVE!!)"

ALSO IN THIS ISSUE: CPA Abe Semel's 1978 Tax Forms... And Other Great Words Of Fiction





Entertainment folks, with just a smattering of The Arts and Politics. We at MAD feel that many other important groups in this country are being totally ignored. Which is why we suggest they also publish

ALIZED GROUPS

RELIGIOUS

July 16, 1980 75¢
THE LAST WORD
ON SEX FROM
POPE JOHN PAUL II:
NO!

The Agonies Of A Born-Again Christian:
"I WAS BAPTIZED IN LAKE ERIE AND FOUND GOD IN MY HEART AND AN APPLE CORE IN MY FACE"

Sammy Davis, Jr. Speaks Out on Energy, World Peace, The Future Of Mankind, And His Forthcoming Bar Mitzvah

A Tireless Smut-Hunting Churchman Reveals: "I SAW 'DEEP THROAT' 14 TIMES . . . AND I STILL SAY IT'S SINFUL"

"MORMONS AND MORONS": An Uplifting Look At Donny And Marie's Many-Faceted Television Audience

HAPPINESS ... PLAYING BLACK JACK IN ATLANTIC CITY

HABIT, AND FOUND



Meet This Week's
Man Of The Cloth:
SWINGING REVEREND
TOMMY DINSDALE OPENS
HIS OWN MEN'S FASHION
BOUTIQUE IN NEWPORT



MEDICAL

LE DONNE

July 16, 1980 75

GOOD NEWS FROM THE SURGEON GENERAL: "I'm Down To Two Packs A Day"

A Johns-Hopkins Surgeon Speaks Out On Open-Heart Surgery: "Yicccch!"

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The Sad Confessions Of
A Deviate:
"I TRIED TO MAKE
AN OBSCENE PHONE
CALL TO A NEW YORK
DOCTOR ... AND WAS
PUT ON 'HOLD' FOR
FIVE YEARS"

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Administering Emergency Readings To Stricken Christian Scientists

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REVELATIONS OF AN AWED PATIENT: "I Told My Proctologist What To Do With His Bill— And He Did It Beautifully"

YOUR MODERN PHYSICIAN IN ACTION: Who Says House Calls Are Dead?

WRITER: LARRY SIEGEL

ARMED FORCES

July 16, 1980 755

THE MIDDLE EAST: A POWDER
KEG THAT COULD LEAD TO
WORLD WAR III . . . IF WE
PLAY OUR CARDS RIGHT

The New Mess Hall Staple:

SOUL FOOD

OF THE ALL-VOLUNTEER ARMY
ON SERVICE LIFE

* * *

"MY LIFE IN CLEVELAND — OUR NATION'S CAPITAL" The Exciting New Memoirs Of The Head Of Army Intelligence

THE MIRACULOUS RESCUE OF
ADMIRAL JAMES FLUBBER:
"I Was Lost And Half-Starved
For 22 Days In An Impenetrable
Corridor Of The Pentagon"

★ ★ ★
Colonel Mike Coughlan's
Strange Medical Problem:
"I HAVEN'T BEEN SEXUALLY
AROUSED SINCE I LAST
BOMBED HAIPHONG"

LATEST EXCITING BATTLEFIELD PHOTOS

Marine Drill Sgt. Karl Shtup Puts His Platoon Through Basic Training Exercises At Camp Pendleton Maryland









Dear friends and relatives! I must admit that this is the absolutely... without a doubt... BIGGEST SURPRISE I have ever had in my entire life!



Because my Birthday isn't

until NEXT MONTH!!

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

There he goes with his camera again! Whenever we're invited to Roger Kaputnik's house for an occasion, he invariably drags out his stupid camera!!



I CAN'T STAND it when he starts doing that! Those flashes are always going off and BLINDING me!!



By the way, Roger . . . what's the occasion?! What are we celebrating this time . . .?



I got a NEW CAMERA!!











EBRATIONS

ARTIST & WRITER: DAVE BERG

You are one sorry example of a Husband! You're a lazy bum, a klutz, and a good-for-nothing! You've never done any of the niceties of marriage, like buying me a gift on my Birthday!



Why, I'll bet you don't even remember our WEDDING ANNIVERSARY!!



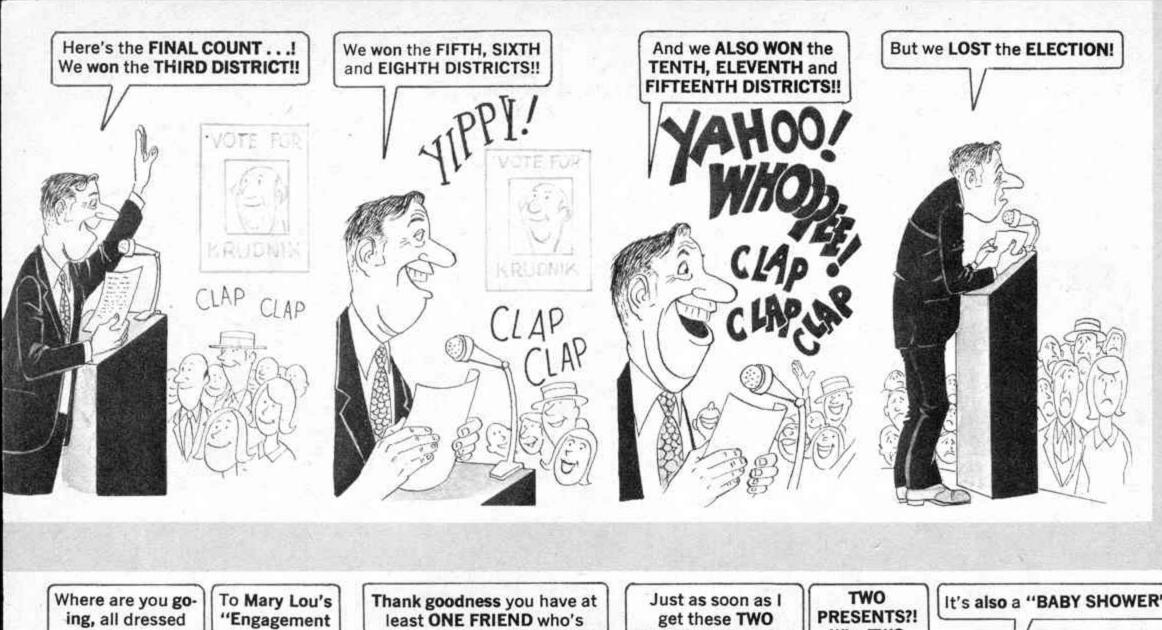


That's right! How come you remember it was July 4th?!



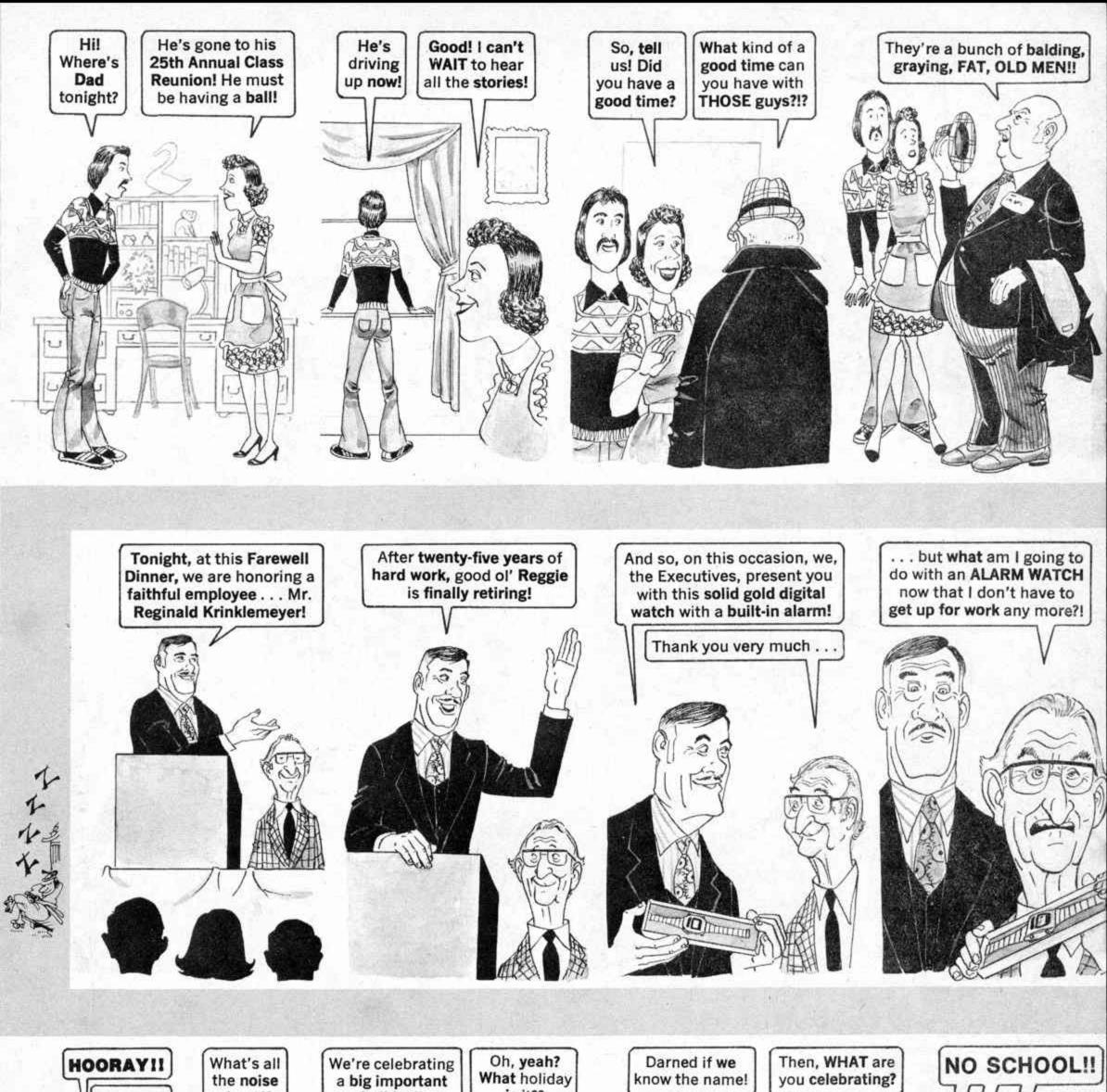
Because it was a very THAT'S when the FIREWORKS started!



















GIVIN' 'EM A RIBBIN' DEPT.

Why restrict the awarding of medals to the military? After all, Civilians perform heroic acts while fighting life's daily battles as well! Let's recognize them with

THIS ISSUE'S PROPOSED

ARTIST & WRITER: AL JAFFEE

TO BE PRESENTED TO DESERVING ACTORS

THE BANKROLL ROLE MEDAL



For bravely undergoing years of basic training in classic theater in order to turn out convincingly persuasive and highly profitable TV commercials.

THE AWKWARD "OSCAR" AWARD



For gallantly awakening and stunning a captive audience by making an inflammatory political acceptance speech at a televised "Academy Awards" ceremony. THE RINGS OF THE LATTER MEDAL



For heroically marrying and divorcing any number of famous and/or notorious people for publicity, resulting in the upward movement of recipient's career.

THE MYSTERY GUEST CITATION



For not having worked at acting in 15 years, yet still be able to maintain an ostentatious Beverly Hills mansion and life style by going on talk shows and boring us with tales of an ostentatious Beverly Hills mansion and life style.

THE HOLIER THAN ANYONE MEDAL



Awarded to all Actors who generously donate their time to TV Charity Telethons . . . and then eloquently entertain everyone with news about their forthcoming movies, books, plays, TV shows, concerts and bar mitzvah appearances. 21



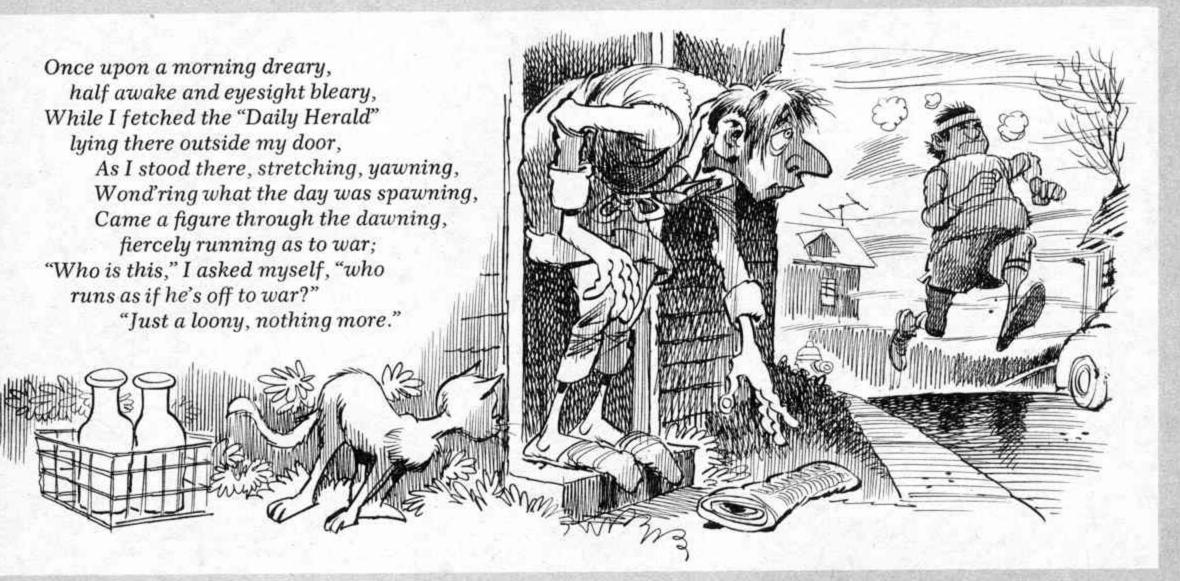
RAVIN' MANIAC DEPT.

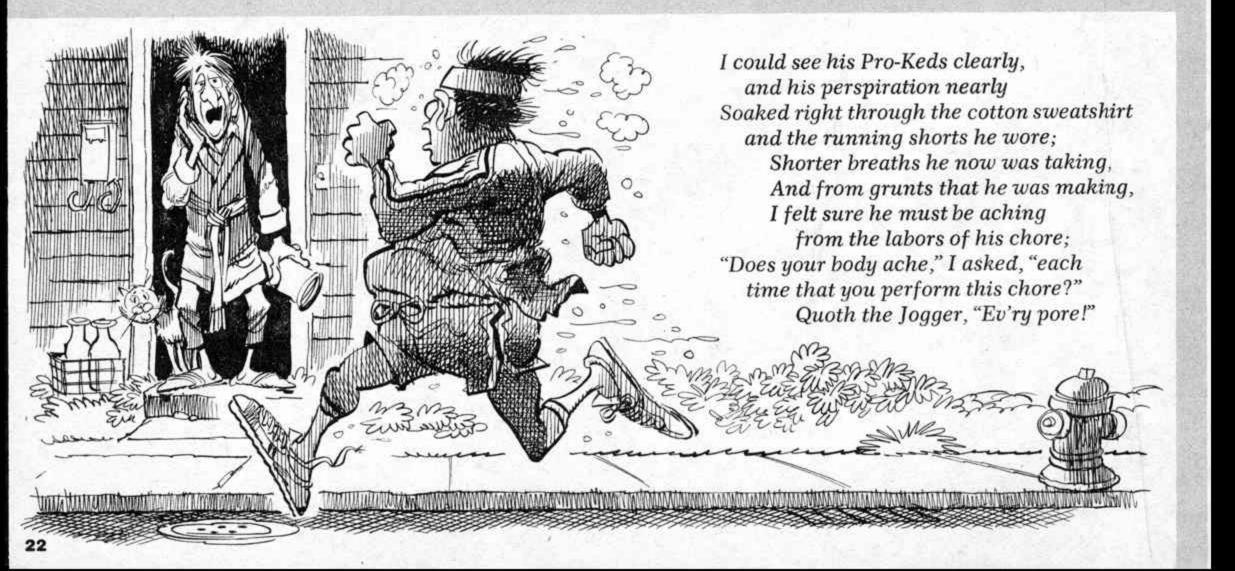
Many years ago, Edgar Allan Poe concocted a celebrated poem about a lonely creature who, for mysterious reasons, came out of nowhere to appear suddenly at weird hours. Poe called this creature "The Raven," probably the strangest bird in all of literature. Today, there's another creature who, for equally mysterious reasons, also comes out of nowhere to appear suddenly at weird hours. Meet this strangest of modern birds, as MAD presents . . .



ARTIST: JACK DAVIS





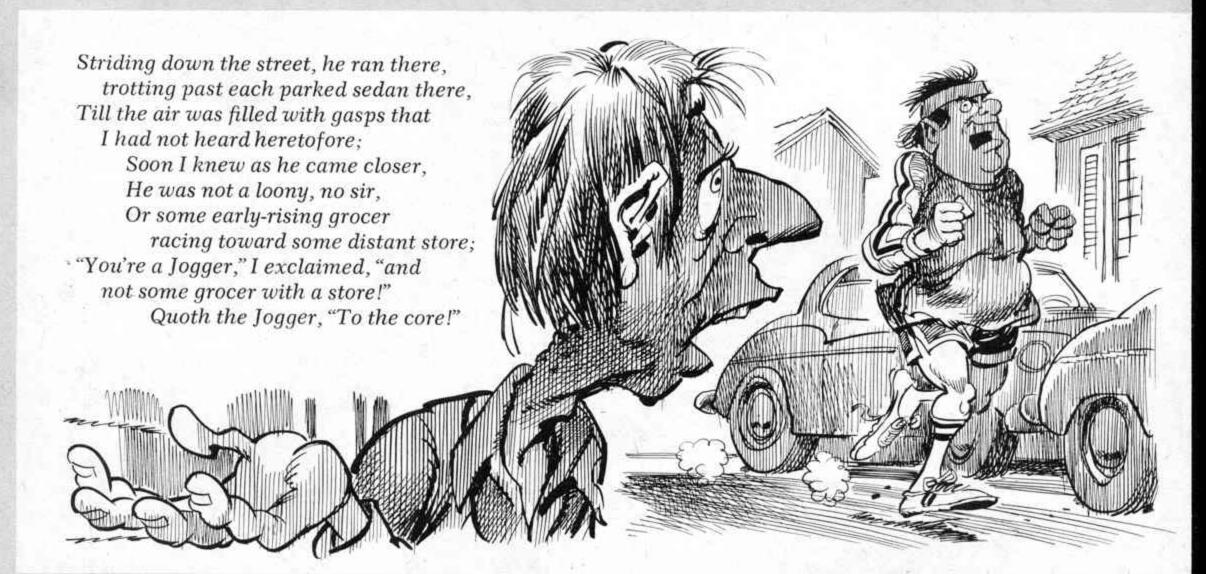


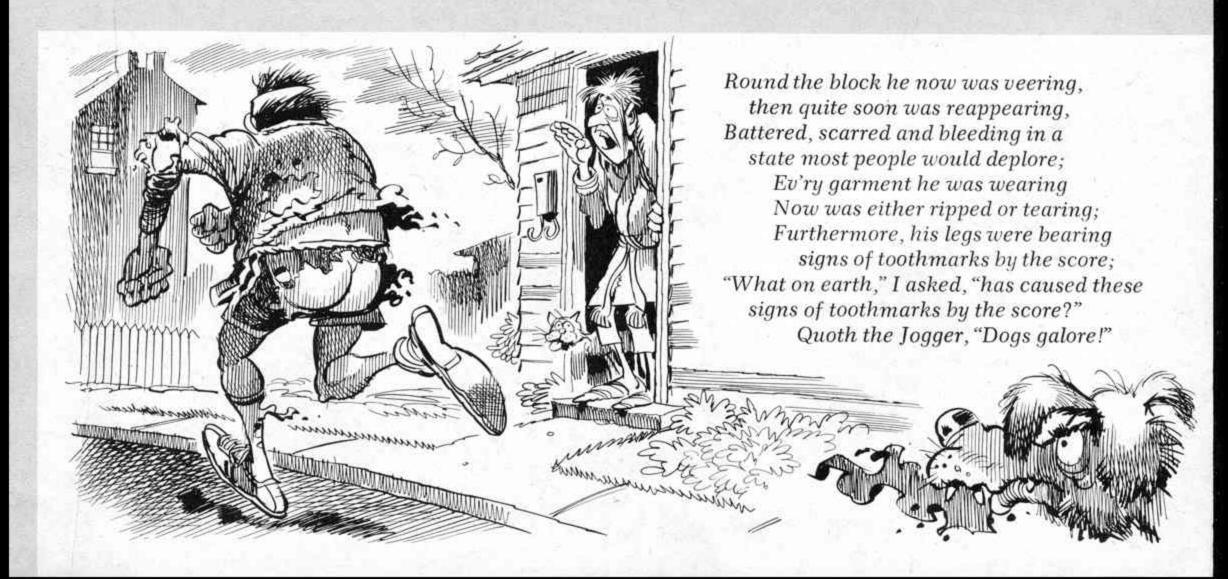


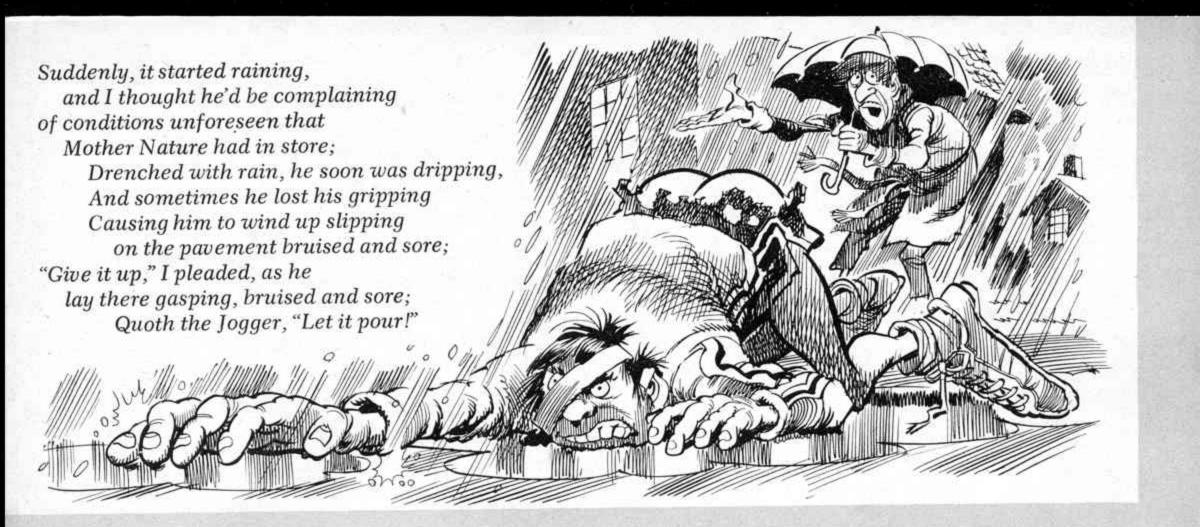
JOGETIN

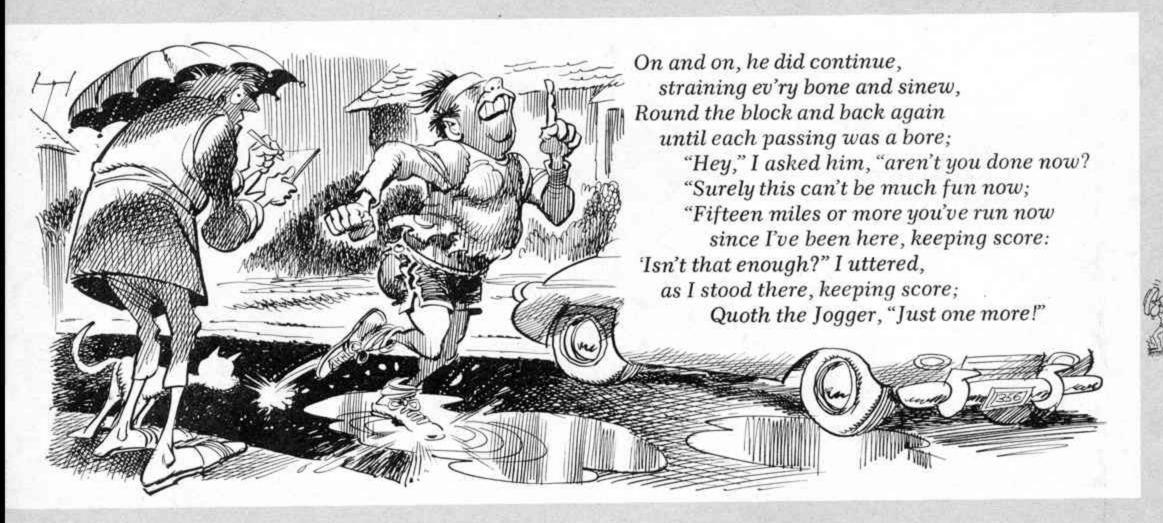
WRITER: FRANK JACOBS

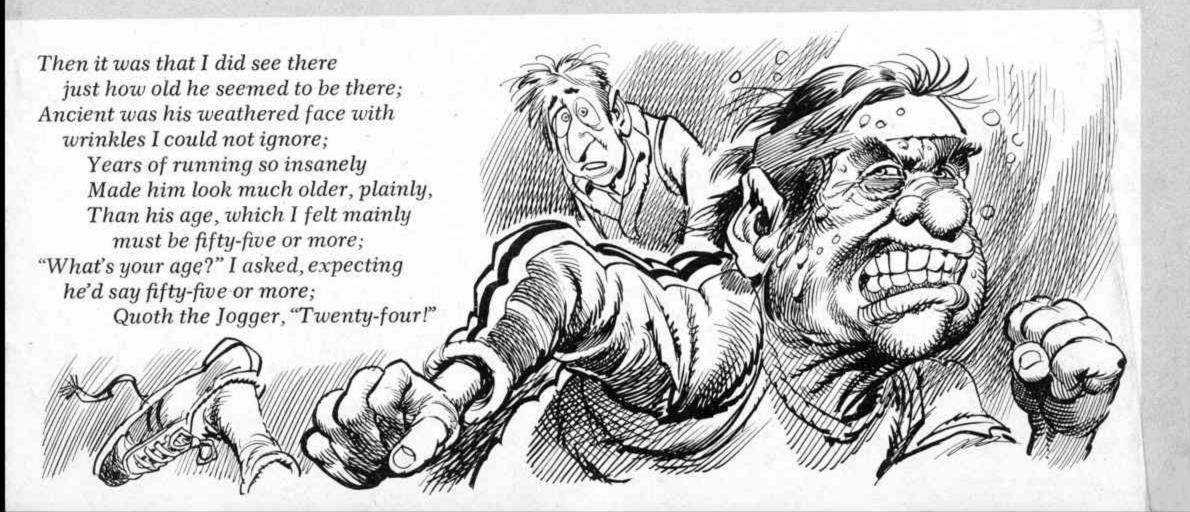
WITH APOLOGIES TO EDGAR ALLAN POE











TOMB BOOM DEPT.

Hi! I'm John Revoltya, "Superstar"! The reason I'm conductin' one of these stupid MAD interviews is to tap another faucet...
I mean facet...of my amazin' talent! I'm here today to interview Mr. Klone Ghoul, who has recently been chosen as...

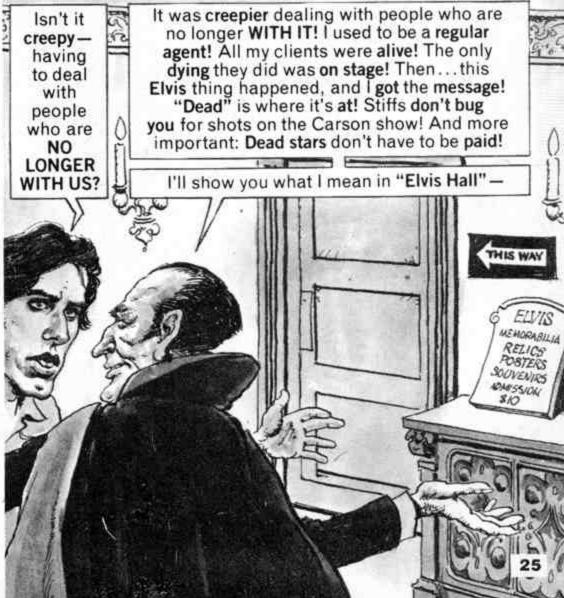
MAD'S "NECROMANIA AGENT" OF THE YEAR

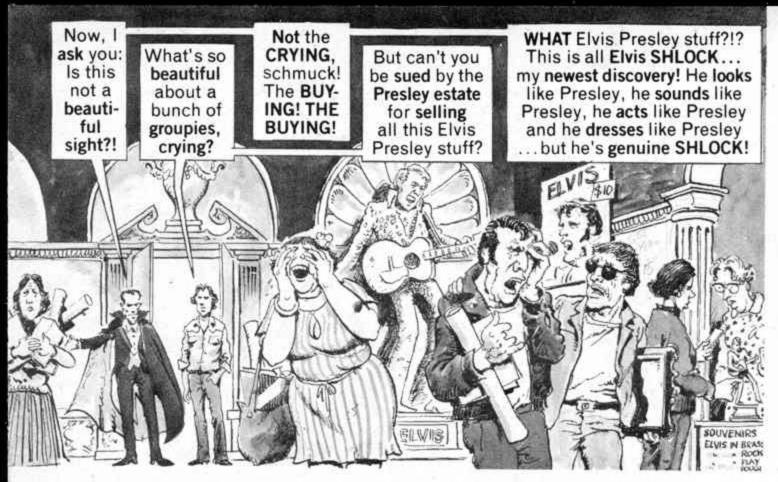


ARTIST: HARRY NORTH, ESQ.

WRITER: LOU SILVERSTONE









It's there! Right

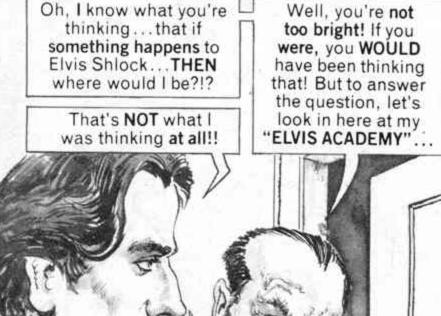
under the six-inch

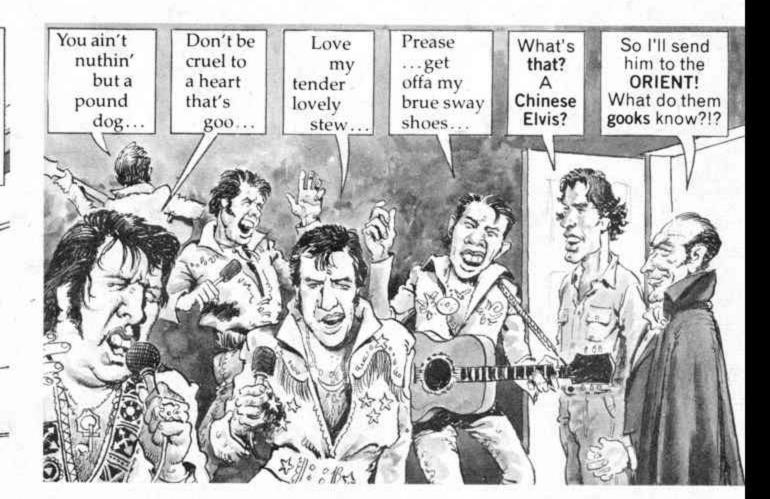
high "ELVIS"! See

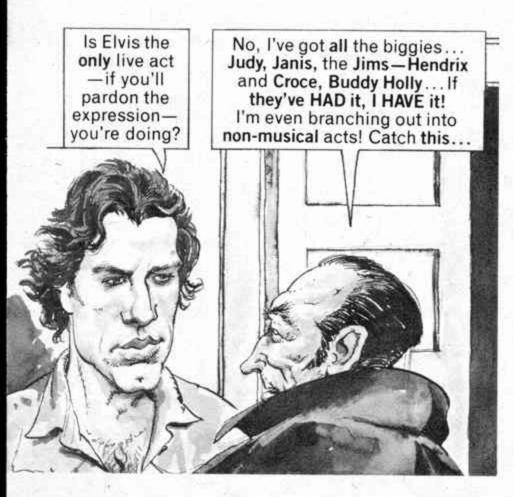
If all these records,

pictures, souvenirs

and mementos are of









Doesn't it bother you ... sitting around... waiting for a big star to croak?? busy while I'm waiting! Like in here! This is my "Film Morgue"!

Hmm! It figures!

By keeping an active film library on all the biggies, if somebody drops dead today, I can be ready with a TV Special on them tonight!

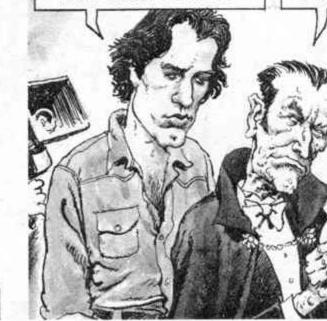
That sounds SICK to me!!

What sick?! That's a Public Service!! The TV Viewers get turned on seeing a dead celebrity on the tube before he's even buried!!

You know what makes me sick? "Beatlemania"! I mean, doing the Beatles BEFORE they're dead!!

You get sick because it's in such bad taste?

No... I get sick because I didn't think of it first!

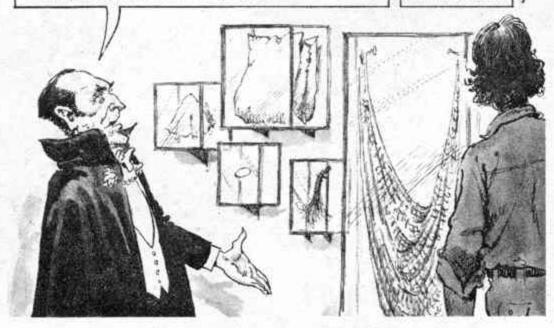


This is "Posterity Promenade," my gold mine I know she's BIG

This is "Posterity Promenade," my gold mine of the future! It's chock full of priceless treasures that are soaring in value by the minute! Here's a Kleenex used by Streisand, a barf bag used by Kiss, a lens from John Denver's glasses, a lock of Neil Diamond's hair, and this was used by Dolly Parton...

I know she's BIG ...but this is ridiculous!!

That's her HAMMOCK, shmendrick!



I don't get it!
Everyone that you mentioned is alive and well!

Nobody's immortal! Like the Boy Scouts say, "Be Prepared"! What's this? A model of a graveyard?? Something even more valuable! A swamp—
I mean—a farm that once belonged to a relative of James
Dean! I'm selling it for \$10 a parcel!



Ten dollars an acre?! That's cheap!

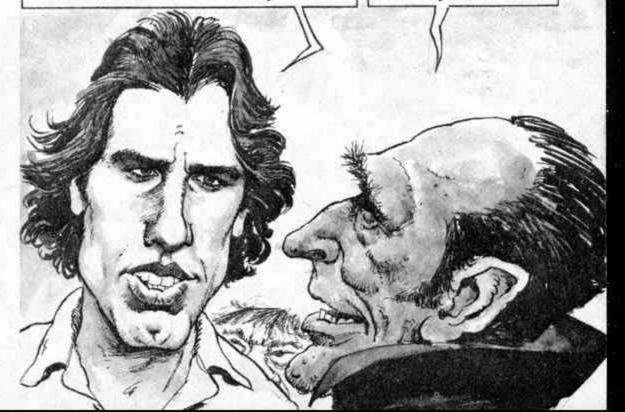
No...not ten dollars an ACRE, Dummy! Ten dollars a SQUARE INCH! Ten dollars a SQUARE INCH?! You must be making a fortune on this!

It's not ALL profit! Y'know how much it cost me to hire a lawyer to draw up six million deeds?!?



You mean there are six million crazies willing to shell out good bread for a square inch of swamp! Barnum was right! There IS a sucker born every minute!

Barnum was ALL WET! There are HUNDREDS of suckers born every minute!!

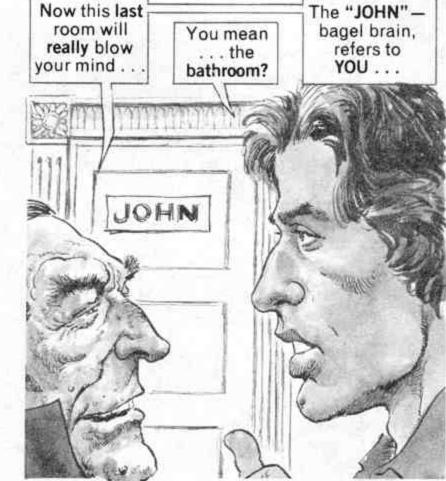




with an old success!

up the pieces, eh?

life, Revoltya!



knew

you'd

come

through

for me,

Ghoul!

Thanks!

Well, gi'me a call when you DO! I'm

putting on my big "Golden Oldie" show

soon ... and maybe

I can fit you in!



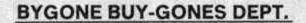


ONE SATURDAY AFTERNOON DOWNTOWN





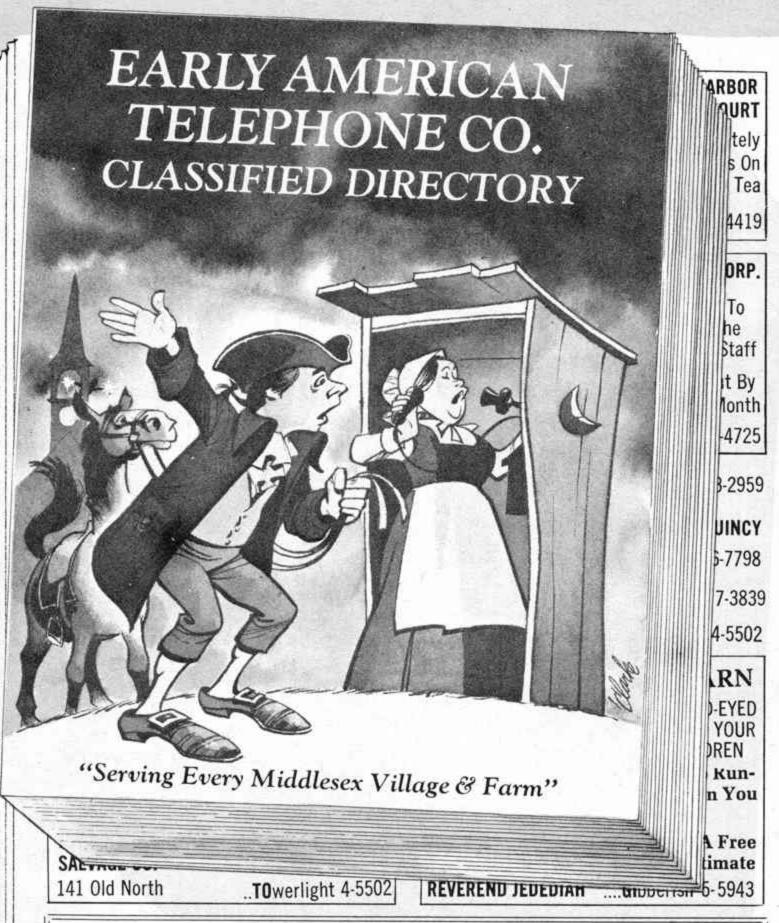




Despite all the books written about major events in history, we still know very little about the way our ancestors lived their normal, every-day lives. That's because the world didn't have Classified Telephone Directories in the past. And

STILL MORE YELLOW PA

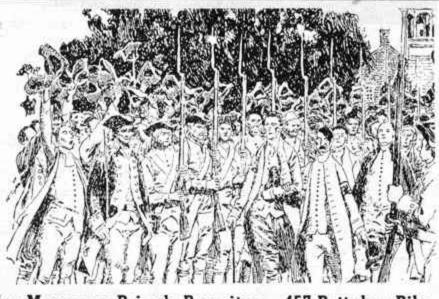
ARTIST: BOB CLARKE



You Vill Choin
Der Hessian
Mercenary Brigade
Und You
Vill Luff It!

Zign Up At Vunce Und Show Zese Crazy Colonials How Ein Disciplined Zoldier Vages Der Blitzkrieg Var!

30



Hessian Mercenary Brigade Recruiters 457 Pottsdam Pike For More Information, Don't Chust Shtand There, Fool! Phone AChtung 4-7977

Army Recruiting Offices BRITISH ARMY ENLISTMENT CENTER

"Join The Redcoats & Get Chased All Over The World!"

315 Yorktown Square GOodshow 5-6284

COLONIAL ARMY HEADQUARTERS

If You Dig Threadbare Uniforms, Lousy Food, Low Pay & Poor Equipment, You'll Love Joining Our Little Group

R.R. 2, Behind Oak Tree..Phone Disconnected Hessian Mercenary Brigade, 457 Pottstown Pike AChtung 4-7977

(See Our Display Ad This Page)

▶ Bells—Defective

Pass & Stow's Brittle Bell Foundry, 19 East Clang CRackfast 2-2123

►Clothiers

ROSS, BETSY

Experienced Dressmaker & Seamstress

All Fabric Colors In Stock (Assuming You Want Red, White Or Blue)

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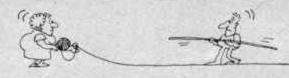
Gap Parkway Rifleball 4-5700

Inns & Hostelries

VALLEY FORGE TOURIST COURT

Ask About Our Special Winter Rates

294 Coldwater Rd. BLizzard 4-3811



there's no substitute for reading The Yellow Pages to find out how a community lives and works. So let's suppose that the telephone had been invented in Colonial Times, and phone books appeared a few months later. Here is a MAD look at

GES THROUGH HISTORY

WRITER: TOM KOCH *THIS IS PART IV OF A CONTINUING SERIES AND, THANK GOD, WILL PROBABLY BE THE LAST.

BEN FRANKLIN The Colonies' Only Full Service Printer

Offering A Wide Selection Of

- -Bifocal Glasses
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"I May Even Do Your Printing
If I Can Find The Time"

Franklin's 415 Riverbank Print Shop Alley



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GEORGE WASHINGTON SLEPT HERE

(But We Guarantee That The Linen Has Been Changed Since He Left)

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Pillory Space For Rent By Day—Week—Month

Humiliate Your Enemies By Slapping Them Into Our Public Stocks

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Soon To Become The George Washington Fan Club If Things Keep On Going As They Have Been

Secret Location Unlisted Phone

MINUTE MEN, THE

Harmless Social Club For Young Men Interested In Sabotage—Musketeering—Posing For Town Square Statues

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Mothers Of The American Revolution 136 Boston Common UPpity 2-8904

▶ Printers & Publishers

Franklin, Benjamin 415 Riverbank AlleyPEnnysave 2-1515 (See My Display Ad This Page)

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The Only Town Crier Also Serving Rural America On Horseback

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DROOLING DAVE

WACKO TO FRIGHTEN YOUR DISOBEDIENT CHILDREN

Unearthly Babbling—Ominous Laughter
—Menacing Gestures

34 Gutter in Back of

Ferd's Tavern SCatterbrain 4-5169

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Let A Bona Fide Religious Fanatic Handle Your Next Witch Hunt With Professional Thoroughness

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Don't Settle For A Cheap Run-Of-The Mill Traitor When You Need Accurate Secrets About Troop Positions, Battle Action Or What Washington's Got Up His Sleeve.

No Assignment Too Sneaky Call For A Free Work Estimate

DAY OR NIGHT PHONE TUrncoat 4-3232

GRINDING THE AXIOM DEPT.

Have you ever wondered why it rains every time you wash your car? Are you puzzled why the warranty on your TV runs out the day before your picture tube blows? The answer is obvious! We are all at the mercy of mysterious, unstated laws that have the power to make the young feel old, the wise look foolish and the strong turn into mush! In other words, we're all subject to

THE WAITING PRINCIPLE



Whichever line you pick to stand on, the other one moves faster.

WAITING PRINCIPLE COROLLARY



The moment you move to the faster line, it will start to move slower.

THE WINDFALL THEOREM



Any unexpected gift of money is immediately equalled in amount by an unexpected expense.

THE GYM-GOER'S MAXIM



The bulges on your body that you want most to get rid of are the ones least affected by exercise.

THE POSSESSION RULE



The more cherished the keepsake, the greater the chance it will be smashed beyond repair by your cleaning lady.

THE BICUSPID PRINCIPLE



The more excruciating the toothache, the more likely it will occur on the Friday evening before a long week-end.



ARTIST: PAUL COKER WRITER: FRANK JACOBS

THE SINGLES LAW



No matter when you arrive at a party, the best-looking girls have been taken.

THE TV EQUATION



The better the show, the greater the need to go to the bathroom.

THE SATURDAY NIGHT THEOREM



When two girls come on to you and your buddy, the uglier one will go for you!

THE 1ST LAW OF AIR TRAVEL



The earlier you arrive at the airport for your flight, the later your flight will depart.

THE 2ND LAW OF AIR TRAVEL



The amount of time saved by your plane arriving early at your destination is equal to the amount of extra time you have to wait for your luggage.

THE 3RD LAW OF AIR TRAVEL



The number of taxis at an airport is in inverse proportion to the number of flights arriving.

THE CAR OWNER'S AXIOM



Any repair bill below the mechanic's estimate indicates there was nothing seriously wrong with your car in the first place, and you're being cheated.

THE ESCAPE-THE-COLD AXIOM



The more you look forward to a Winter vacation in the sun, the more certain it is there will be more rain those 2 weeks than anyone there can remember.

THE LAW OF CONSULTATION



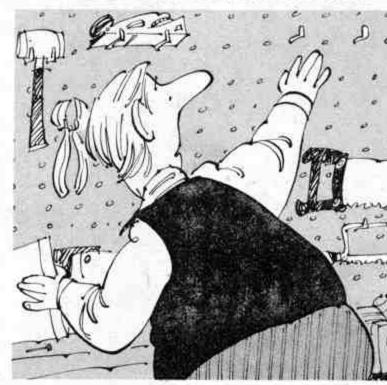
The chance of any two doctors giving a different diagnosis for the same symptoms becomes a virtual certainty when both doctors are "Specialists."

THE 1ST LAW OF HOME REPAIR



The most essential part of any article you repair is always discovered on the floor, after you put it back together.

THE 2ND LAW OF HOME REPAIR



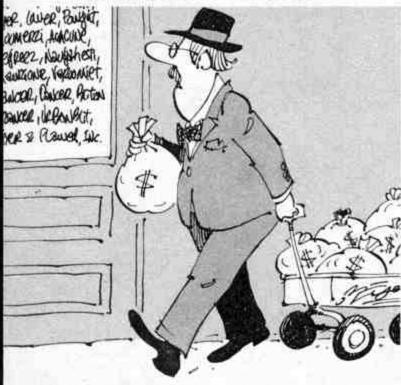
The one tool essential to the completion of a project is the very same one borrowed by your neighbor last Spring.

THE 3RD LAW OF HOME REPAIR



The more irreplaceable that one tool, the more likely it is your neighbor moved away last month.

THE LAWYER'S FORMULA



The fee charged by a lawyer increases in direct proportion to the length of the name of the law firm he works for.

THE RESTAURANT CONSTANT



The desire for a certain dish on the menu is in direct proportion to the probability that they'll be out of it.

THE PRIME TIME PRINCIPLE



The higher the quality of two TV shows, the greater the probability they will be aired at the same time.



Live-from the flashy, overdone and completely tasteless ballroom of the popular "Cafe Whoopie," the notorious "Singles Only" club, this is Abigail Van Boredom, your Hostess for this evening's ceremonies! Yes, tonight, we are honoring those lovely people whose fabulous feats of "acting" rival the best that Hollywood has to offer! Who ARE these talented folks who give such great performances? They're the people involved in every aspect of that famous social ritual known as "Dating"! So without further ado, here is

Academy Awards For Dating



In the important dating-acting category, "Meeting Mr. and Ms. Right," the first nominee is Howard Trent for WRITER: STAN HART

Hey, doll! There's

his outstanding performance in "The Power Of Prayer"!

I feel that I see you Great!! Sure! We'll go praying is in Church My-my! If you What an extremely to my wanted to, I'm do you every important sure my folks place and Sunday! think part of my make out! wouldn't mind I'm very I've life! | pray impressed if a boy like been praying for?!? all the time! MAKE with your YOU took me OUT?!? devotion! out on a date!

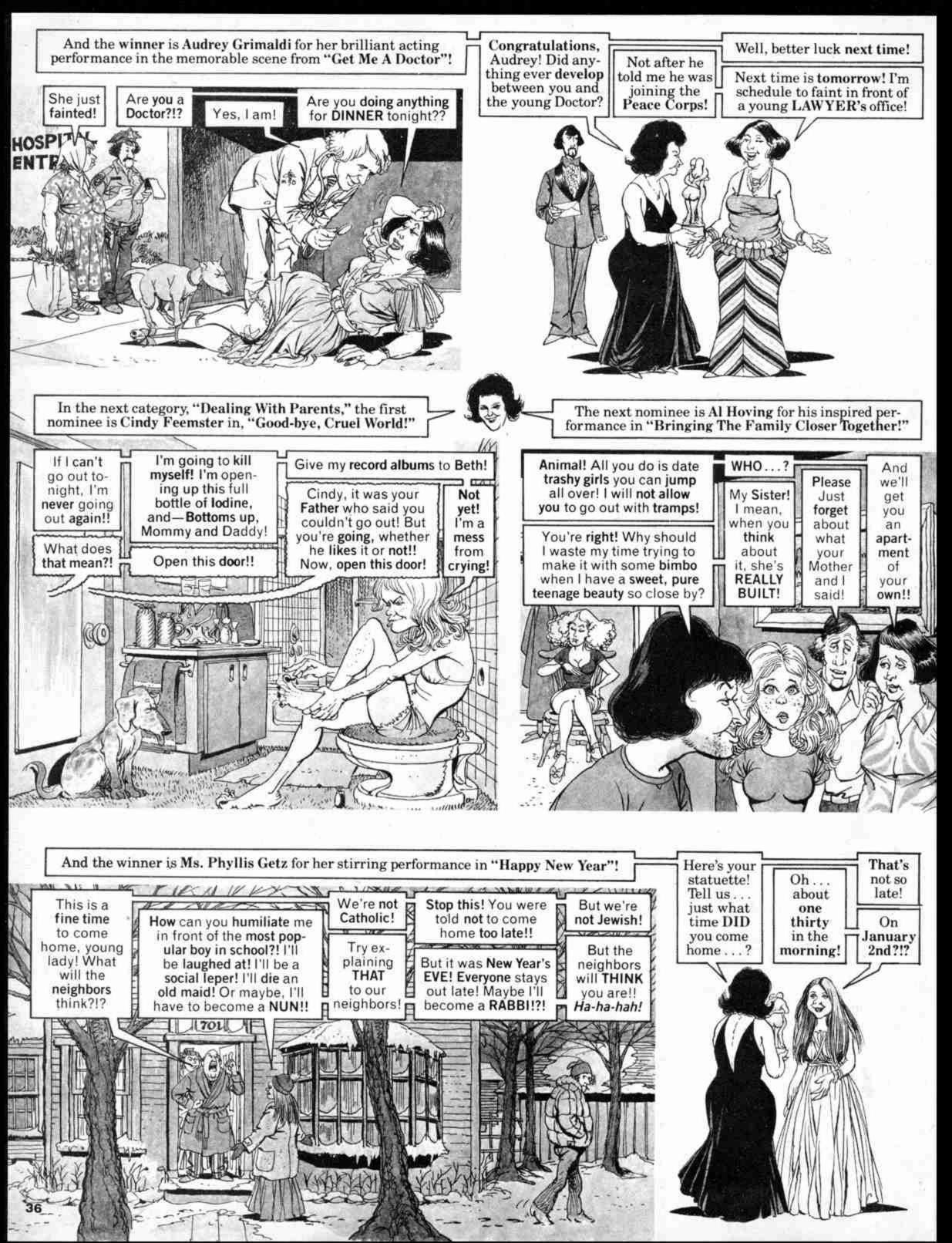
sen-saysh!! HER a really fantastic Hey. The absolute fun party starting Charlie! and HIT of the soon at my place! Who's ME! You'll hate yourself entire bash! Heh. going if you miss it! heh, Wait! |'|| at the heh, heh! Oh ... really? get my coat! party?

The second nominee in this category is Charlie

Spandau for his brilliant work in "Party Time"!

Just

You'd be a



The next award for dating-acting is in the very popular category of "Living Together," and the first nominee is Rene Coleman for her performance in "How To Say 'No!"



The second nominee is Jim Grunther for his portrayal of "A Meaningful Relationship!"

Hey, what do you say you move in with me?!?

—I don't

think so!

But, if we LIVE together, think of all the great things we could DO together!!

You're right! We could get up at six in the morning and jog five miles ... play a few hours of tennis every night and on week-ends, we could do crosscountry skiing . . . or mountain climbing!

Isaid wanted to LIVE with you . . . not DIE with you!

Forget it!

Having you move in was very important to me! You see, you're not just a casual relationship! You're much, much more! You're my friend, my confidant, my companion . . .

..and your sleep-in maid!



And the winner is Freddy Sorenson for his very sensitive interpretation of "Hey, Freedom Is The Name Of The Game!"

Hey, funny face! I thought we had an open relationship! I thought it was okay if one of us wants to do something without the other one! We need our freedom, remember? So don't feel bad! Stop worrying! Do what you want to do, you won't be hurting me!

You're so understanding! I don't deserve you!

Well

What was it she wanted to do, Freddy?

Spend one night a week 📙 with her

best friend!

Well, you're very considerate . . .

That's 'cause I know how she feels! I've been spending one night a week with her best friend for six months!



In the category, "Breaking Up," the first nominee is Helen Hardigan for her "Let Me Count The Ways!"



Maybe! But you're not as good as Al or Donald or Teddy or Eddie or Sy or my Home Room Teacher or the Varsity Football or Soccer or Lacrosse Teams!

Don't call me, and I won't call you!



The second nominee is Marcy Schoen in her dramatic rendition of "'Tis A Far, Far Better Thing I Do!"

think I'm wrong for you. Bryan!

Whaddya

I take up too much of your time! You have such potential and I'm standing in the way! So I'm going to make a very painful sacrifice, and stop seeing you!

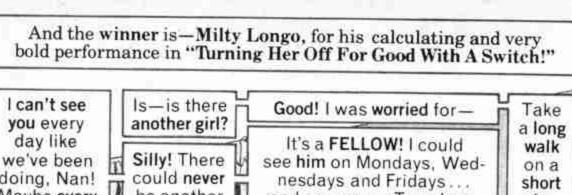
Hey, wait a second!!

No! You must think of your future! Your career is far more important than I am!!

My CAREER?!? As a "Box Boy" at Safeway?!?

But someday, who knows maybe even a "Checker"! We can't fight destiny! It's bigger than both of us! I'll never forget you!!







In the category, "Senior Citizen Dating," the first nominee is Edna Hellion for her "Breaking The News To The Children!"

That was a very shrewd move, Milty!

Yeah, but it backfired! She told everybody in school, and now I keep getting phone calls from the guys in the "Ballet Club"!



And the second nominee is Freddy Belasco for his convincing portrayal of "The Big Shot!"





And the winner is Mary Waltham for her convincing performance of shocked morality in the old cliché scene, "The Time Of Your Life!"



Congratulations, Mary! I'm really glad to see that you didn't let an abstract moral principle keep you from having a good time!

I got a great deal out of the relationship!

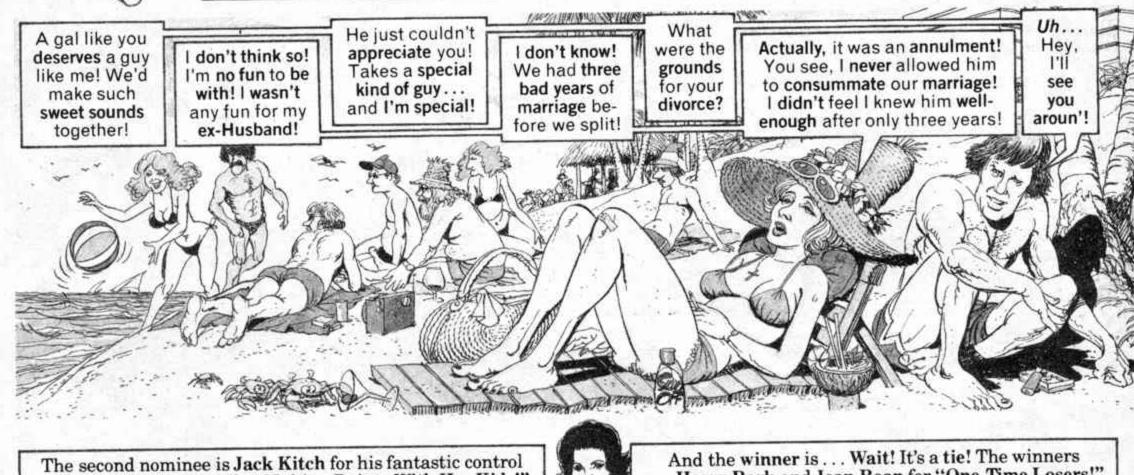
And what did HE A heart get out of it?

attack!



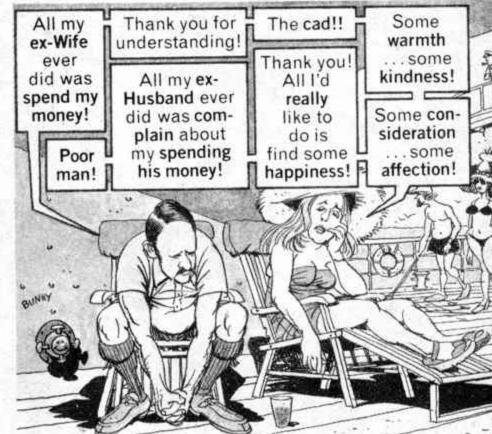


The final category, "Divorce Dating," is for outstanding performances by people while dating others who have been previously married! The first nominee is Fanny Pounders in "So Long, Smooth Talker!"

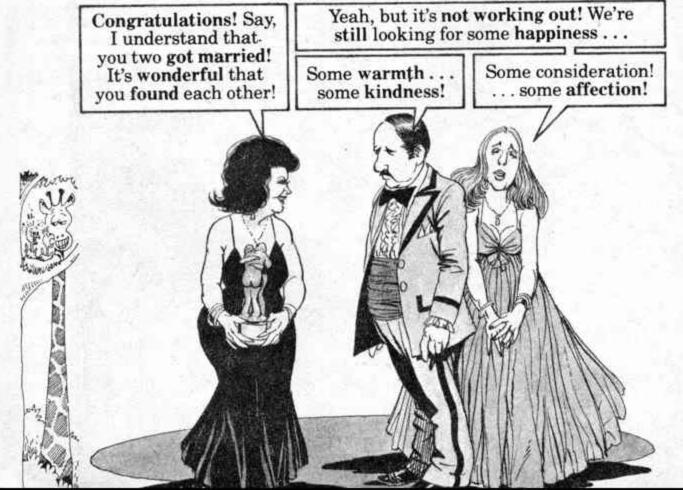




in his painful scene while "Making Points With Her Kids!"



are Harry Bork and Jean Bean for "One-Time Losers!"



Well, folks . . . that about wraps up this year's Academy
Awards For Dating! As the house lights dim,
and the happy winners and sad losers wend
their way out of the "Cafe Whoopie," remember
Abby's advice: When you feel like being a fink
or a louse or a bull artist, it's always more
satisfying if you share it with a date! 'Bye!



BLIP-TEASE DEPT.

Ever notice how comic strip characters are just like real people, in that when they curse, it's always in the same old tiresome way ... which in their case is something like this ...



That's because they all use the old standard stereotype comic strip cursing symbols to blow off steam! And yet, there are thousands of other symbols (courtesy of @#\$%e&! Madison Avenue) which could be used more appropriately in given situations! We'll show you what we mean—and probably inspire you to do some creative cursing of your own when you finish the article—as MAD has a few familiar faces deliver

... as a MOVIE-GOER



... as a TV-VIEWER



ARTIST: BOB CLARKE

... as a BILL-PAYER



... as a POLICY-HOLDER



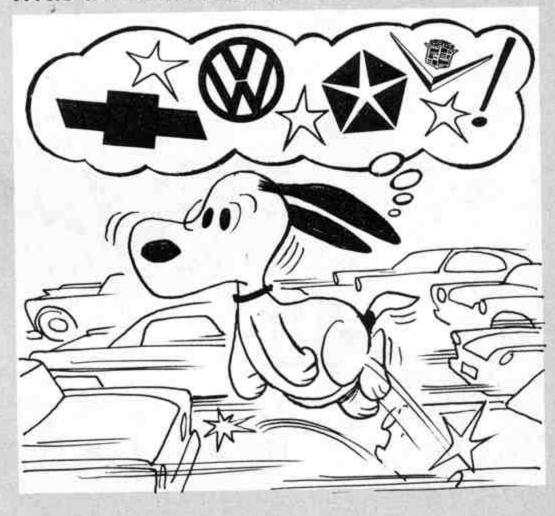
STRIP CURSING SYMBOLS TCH A GIVEN SITUATION

... as a MOTORIST



WRITER: HENRY CLARK

...as a PEDESTRIAN



... as a TOURIST



... as a HOSPITAL PATIENT



...as a SPORTS WIDOW (Winter)



... as a FEMINIST



... as an ENLISTED MAN



... as a SPORTS WIDOW (Summer)



... as an APPLIANCE OWNER



... as a WEIGHT-WATCHER



BASKET CASES DEPT.

There have been many different types of Coaches throughout Sports history! Like the legendary Rockne, and his inspirational type of coaching!

Boys . . . before we have our traditional half-time prayer and chorus of "Tura, Lura, Lura," I want to tell you a story about The Gipper! His last words to me on his death bed were, "Rock, someday, when the boys are losing, tell them to win one for me!" Well . . . ? Are we gonna let him down? Let's go out there and WIN ONE FOR THE GIPPER!

expect us to win?!? I'm so I can't

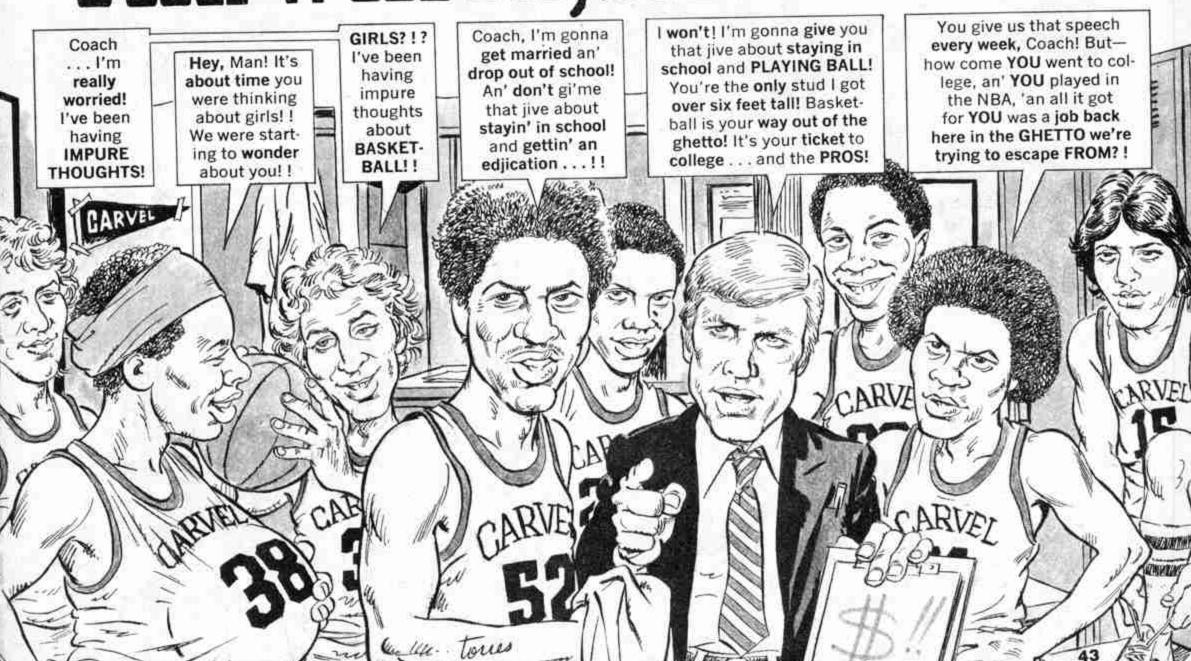
How can he choked up, even SEE!!



Times changed, and so did Coaches! And a

new, fiery kind of Coach emerged! He in-

Now, through the magic of Television, and the lack of imagination of Television writers, we have a brand new type of Coach. He doesn't care if his team wins or loses, or even how they play the game . . . just as long as they've got problems. He's the "Father Image" Coach, and his schtick is "giving advice" to his Players. On a new hit TV Show, this Coach is a tall WASP who is always closely followed by his ethnic minority Players! Actually he's



Hey, Coach! How about talkin' to my Science Teacher?! The man flunked me on a test! He asked for an example of an "Endangered Species"... an' I answered, "Coach Raves"!

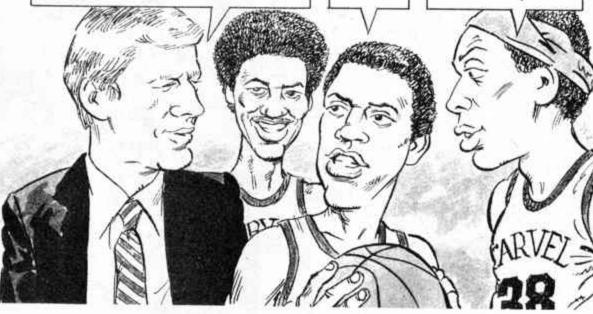
Me? ! An "Endangered Species"?

Yeah!
A
WHITE
DUDE—
playin'
in
the
NBA!

Man, no wonder
he flunked you!
That ain't no
example of an
Endangered
Species! That's
an example of an
EXTINCT Species!

Dig them turkeys! We're gonna whip their butt!! Coach, how come it's cool for the President to say "ass"... but WE gotta

Because this is a FAMILY type magazine But ain't he a FAMILY type Presi-





Coach Raves . . . my name is Debbie Gorgeous! I'm the famous TV Personality and Producer! I want to shoot a Documentary on a High School Coach and his typical High School Team . . .!

What makes you think these animals are "typical"?

Their NAMES . . . !!

Jerkson, Gallstone,
Gomanz, Coolaide—
They sound like a
platoon of GI's in
a WORLD WAR II
MOVIE!!



Sorry! Another time! I'm really busy now!

I know you think because I'm a woman who happens to be Miss America, that I don't know anything about sports! Well, you're wrong, Mr. Raves! I'm really INTO sports—especially BASKETBALL! I just love it when the batter kicks a touchdown basket!

Actually, I'm in favor of women in sports! If they'd let me use a few of those CHEER LEADERS, we'd be undefeated!



It's just that I have ENOUGH problems with my typical team! My Forwards are paranoid, one of my Guards is a kleptomaniac. the other is an alcoholic, my Black Center runs like a White guy, and every week, I have to deal with a special Guest Student who's really spaced out!

Gee . . . with all those GOODIES going for you, how come you have such a LOUSY RATING? ? Because
we don't
have a
LAUGH
TRACK—
so people
don't know
it's a
SitCom!!

C'mon, Coach! Let's
do this TV gig! Man,
once the people see
me on TV, they'll
name a CANDY BAR
after me . . . !!

They already have "EXLAX!"

Okay, if you stay out of

the way . . . !

won't even know I'm around!

You

Lady . . . anybody don't know YOU'RE around has got to be DEAD!!







Coach

Raves

better do

about

. . you'd

Gallstone, I want to talk to you about your Grandmother! I don't mind her sitting on the bench, or washing your back in the team shower, or lighting candles and chanting prayers when you shoot a foul shot-

Well, since Pastrami crosses himself at the foul line, she wants equal time for OUR people!



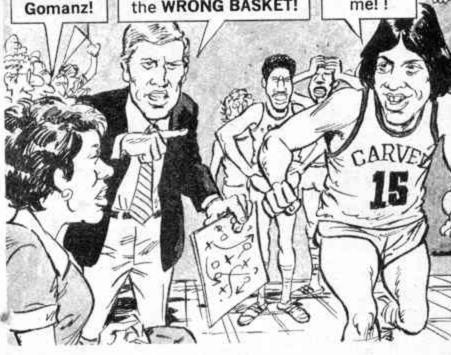
That's okay . . . but do you think you could stop her from giving out CHICKEN

Eat . . . eat, Coacheleh! Have a matzoball! It's



For once, you're right, Symple! That idiot just scored a basket for the other team! Hey, Gomanzsomething you shot the ball in the WRONG BASKET!

Sorry, Coach . . . but both baskets look the same to me!!



I'm talking about his GRADES! He's the only Spanishspeaking kid in the schoool, and he's flunking Spanish! Until he passes, he's off the team!



The rest of the guys are American, and their native tongue is English ... and they're all flunking English! So why pick on poor Gomanz . . . ?!

Man, that's tellin' 'er, Coach . . . !

Okay, then the ENTIRE TEAM is ineligible!

Hey, Coach! Anybody ever tell you you got a big mouth!?



At it again, eh?

1 2 4 We have to fight! If we didn't, you wouldn't have anything to do, and your eight years of college would be wasted!

Kin . . . on this one, I agree with Symple! If they want to play . . . they MUST pass their subjects!

That's the most un-American thing I ever heard! What would happen to our great Colleges and Universities if all the Jocks playing ball for them had to get passing grades?!?



Those are the rules, Kin . . . and don't give me your weekly heartbreaking speech about if it weren't for basketball, those kids would drop out of school and get into trouble!

You got it wrong, Gym! If they drop out of school I'M the one in trouble!! Who ever heard of a TV Father image without anybody to give advice to?!



Knock it off, you guys! I've got announcement! Miss Backgammon said that you jokers can stay on the team on one condition . . . ! I gotta tutor you in English!

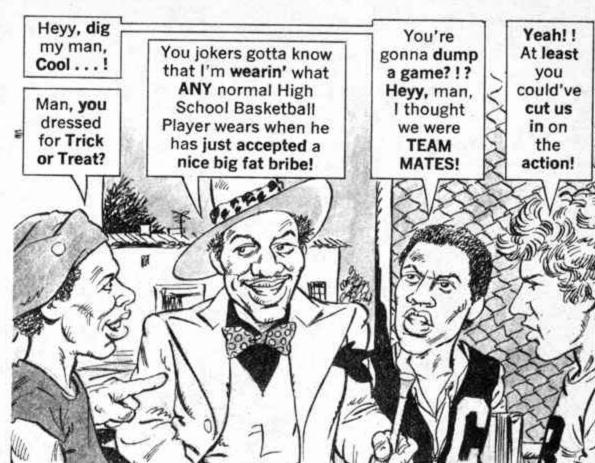
Great! I always did want to learn to talk like a "Dead End Kid"!!

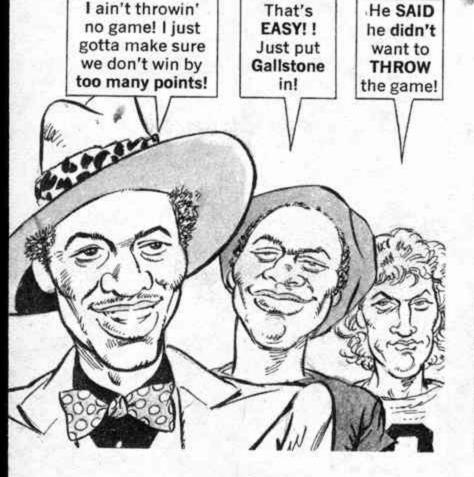
I'm dancin'!









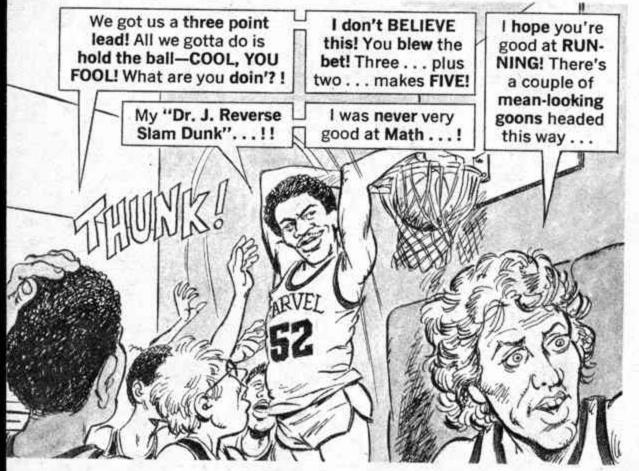


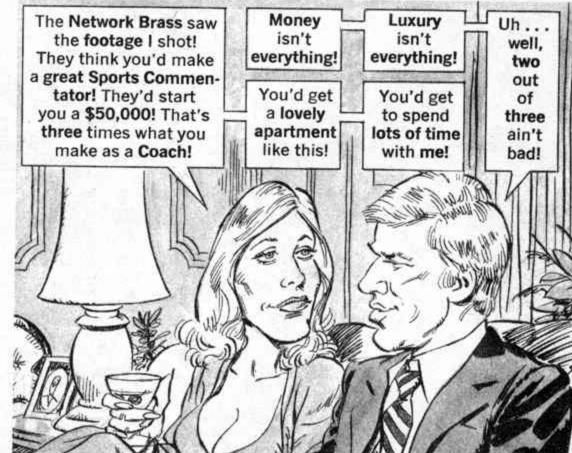
Since the game is in the bag anyway, why don't we get a few bets down? The point spread is 4, so all we gotta do is win by 3, and we got it made!

We can't do that! It would be DISHONEST! My Grandmother told me never to do anything that WASN'T HONEST!!











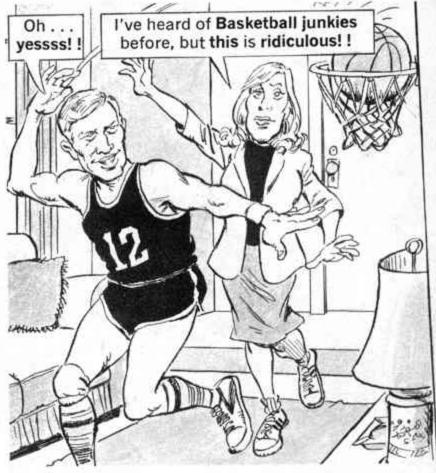


What's so special about your pad? Nothing!
But it
gives me
the home
court
advantage!



Just make yourself at home while
I slip into something a little
more comfortable . . . and then I'll
show you some of my best moves!!

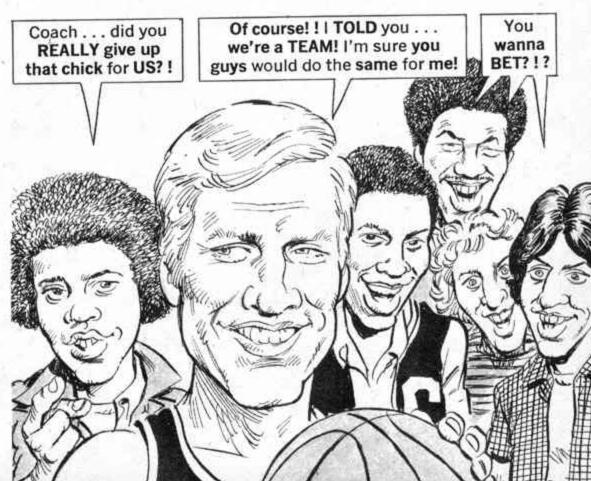


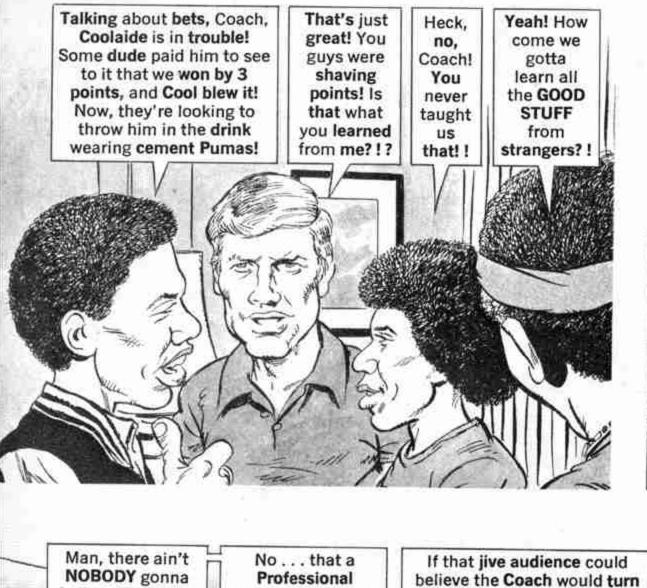




All the other spots were taken! Coach, you I wonder if Recess is in the shower, Gomanz said that DIGGER PHELPS any time is behind the couch, Pastrami's ever has this in the bathtub, Headwood's on the we got a kind of trouble! problem to Okay . . . what bookshelf, Gallstone's under the sink, Jerkson's behind the bar come on over are you clowns and rap . . . ! DOING here?!? and Throwup's in the dishwasher!







Gambler is gonna

play "One on One"

with an ex-Pro

Basketball Star!

believe THIS . . . !

What?! That the

Coach is winning?



YOU'RE a gambler! I tell you

what! I'll play you for what

you lost . . . double or nothing!

"One

on

One"!

You're on! Name your

game: poker, gin, war,

flip baseball cards-

Big Angie . . . I want you

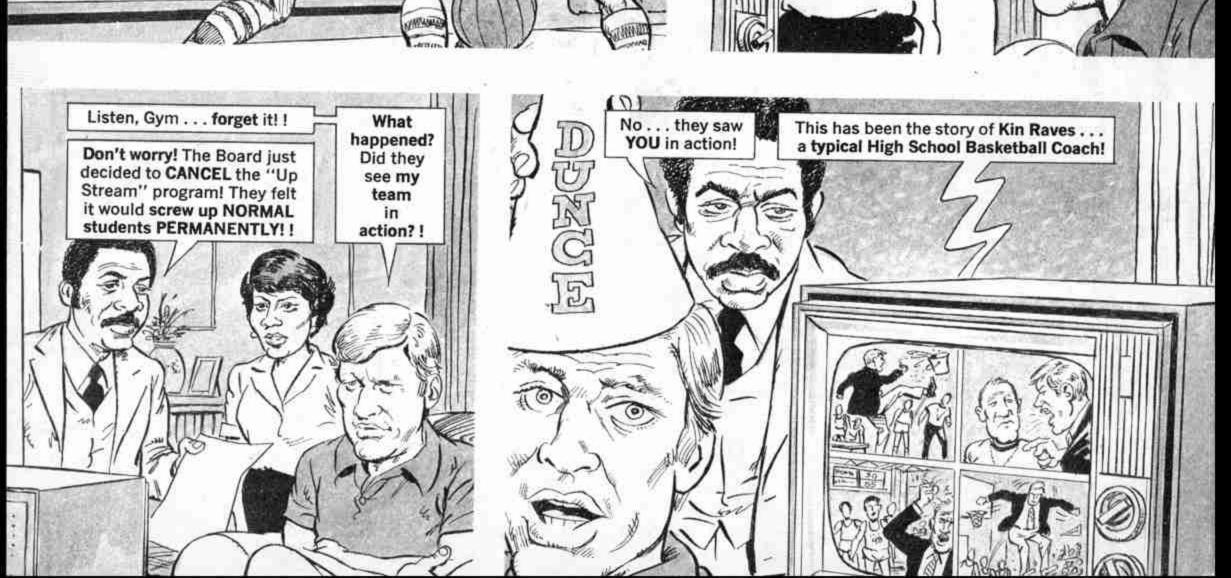
Heyy, it's Kin Raves!!

Nothin' personal, Kin,

but I dropped a bundle

because of your boys!

to leave my team alone!



to stay in the ghetto with

AS VEGAS

WHAT SCARY
NEW FORM OF
FALLOUT HAS
TECHNOLOGY
FOISTED ON
US LATELY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Everyone eagerly awaits each scientific wonder that modern technology continues to bring to us. But sometimes, there are serious problems that accompany these marvelous advancements. To see the latest scary problem, fold in page as shown.



A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



PLENTY OF LIVING THINGS, SO THIS ALMOST INSANE PASSION MUST BE CHECKED BY RESPONSIBLE EXPERTS

ARTIST & WRITER:

B

WHAT SCARY NEW FORM OF FALLOUT HAS TECHNOLOGY FOISTED ON US LATELY?



A | (B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE FALLING PLANE PARTS

ANB

