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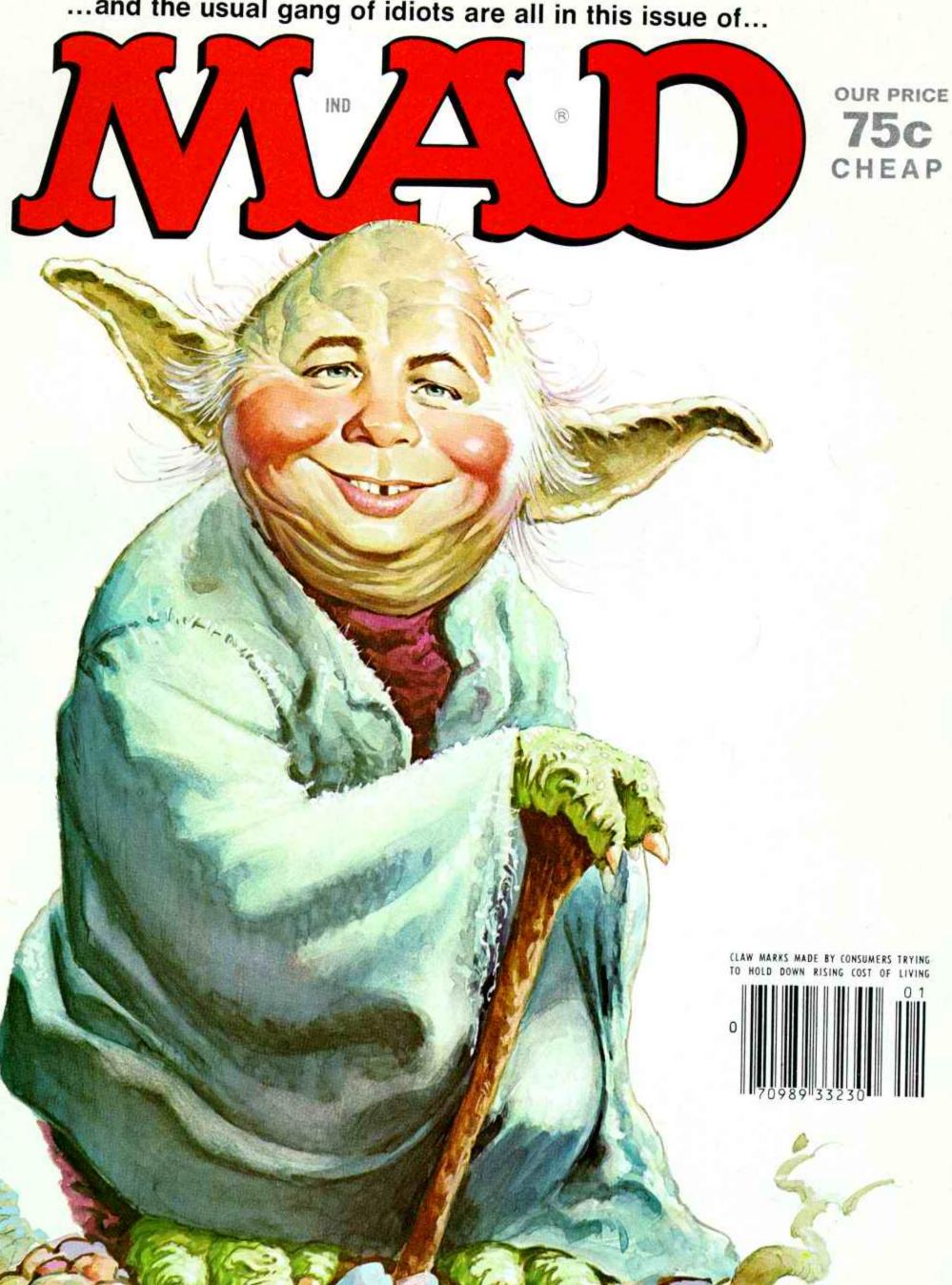
DON MARTIN

DAVE BERG

AL **JAFFEE**

... and the usual gang of idiots are all in this issue of...

No. 220 Jan. '81



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"If you're watching a movie on TV, and the girl says 'No!'-you know it's an old movie!"-Alfred E. Neuman

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VITAL FEATURES

"THE **EMPIRE** STRIKES OUT" (Movie Satire) Pg. 4





A MAD LOOK AT "THE DOUBLE STANDARDS OF AGE" Pg. 16

"EVERYDAY CRIMES THAT SHOULD BE PUNISHED" Pg. 24





"REALLY IMPORTANT AND RELEVANT LIFE-SPANS" Pg. 29

ANOTHER DAVE BERG'S "THE LIGHTER SIDE" Pg. 32





"QUEEZY" (A Mad TV Show Satire) Pg. 43



ALFRED E. NEUMAN FOR PRESIDENT

Alfred E. Neuman's cover pitch for the Presidency must be a serious matter with you guys! You omitted the alwayssocko joke accompanying the UPC symbol. Dennis Cochran Long Beach, Calif.

CRYMORE VS. CRYMORE



Anything but dopey-looking!

"Crymore Vs. Crymore" was too much. It's terrible the way Mort Drucker and Stan Hart kept criticizing Dustin Hoffman's nose and (lack of) height! Dustin Hoffman is an outstanding actor and an extremely sexy man. Take it from me, he is anything but dopey-looking!

Laura Munger Umatilla, Oregon

We can imagine what YOU look like!-Ed.

I only have one question for you, Mr. Drucker. If Streep has a nose like a skislope, and Hoffman has one like a wombat, why did you give the kid such a dinky, nondescript, little button schnoz? Allison Radke Ellensburg, Wa.

Congratulations! You guys beat all the mesmerized movie critics in discovering the flaw of this all-single-husbandsare-klutzes film: "How come a well-paid Advertising Executive like you can't afford to hire someone to help around the house and pick me up after school?"

Lawrence Leibowitz Bronx, New York

Chatham, N.J.

A MAD LOOK AT SKATING

Sergio Aragonés's free-wheeling "A MAD Look At Skating" drove me to rink! Allison Schupak East Meadow, N.Y.

I marvel at the mileage Sergio got out of "Skating." For that matter, all his themes entail mounting laughs and variations no other funny-man could think of! Fred Mann THE MAD SOCCER PRIMER

In your "The MAD Soccer Primer," you forgot the chapter on the Americanization of soccer. Now we can listen to idiot sportscasters who know nothing about the game call all the plays wrong and contradict the referees. We can also watch the cheerleaders (generally football rejects) jump up and down at all the wrong times. Then again, there are the ever-popular shootouts to decide who wins the game, since in America there is no such thing as a tie. Yes, the bigger soccer gets in America, the more it resembles another American sport . . . foot-Michal Clements ball! Gainesville, Fla.

I showed my soccer coach Siegel's hilarious article. He thought it was a kick in the grass!

Bob E. Morton Palo Alto, Calif.

MAD'S "THEY" AND "YOU" BOOK

Frank Jacobs and Paul Coker forgot one in their "MAD's "They' And 'You' Book." THEY read a trashy, childish magazine like MAD. YOU like to see how the other half lives. Jim Bardler Paramus, N.J.

"THEY" (other magazines) charge inflationary prices; "YOU" (MAD Magazine) have high production costs but are reasonable, considering!

> Mrs. Samuel Bagdon Bayside, N.Y.

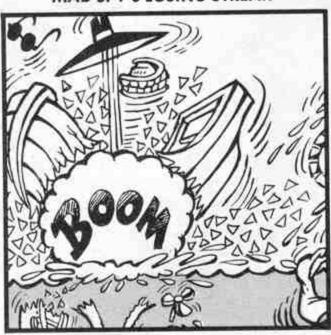
"THEY" believe everything that's told to them; "YOU" have faith in others! Greg Wooten

I was particularly blown away by "MAD's 'They' and 'You' Book"!

Toni Ashwood Ingram, Texas

Wickliffe, Ohio

MAD SPY'S LOSING STREAK



Spycial Prejudice??

I'd like to direct your attention to "Spy Vs. Spy." In your last 16 issues the White Spy has defeated the Black Spy five battles to three. Why is this? I happen to be a Black Spy fan. Come on, MAD Magazine, let's keep it 50/50!

Stuart Schneider Covina, Calif.

Antonio Prohias may be partial to the White Spy because he's easier to drawl—

THE CROCKFORD FILES

"The Crockford Files" proves that Silverstone is one of the best MAD writers. The story was magnificent and delivered superb comedy with a little help from Torres. Keep up the good work, Silverstone!

Matthew Guimes Wyckoff, N.J.

"The Crockford Files" proves that
Torres is one of the best MAD artists.
The art was magnificent and delivered
superb comedy with a little help from
Silverstone. Keep up the good work,
Torres!

Matthew Guimes
Wyckoff, N.J.

In addition to his funny lines, Lou Silverstone's discerning ear has caught the unique speech patterns of Rockford and father. In the past, he has been unerring with Columbo and Baretta, too. What next for Silverstone?

Jeff McKinley Santa Clara, Calif.

Silverstone dissects "Quincy" in this issuel —Ed.

NOAH'S ARK

Aside from his compressed menagerie, George Woodbridge is to be commended for his see-worthy Noah's Ark, on the back cover. You're fortunate to have a shipwright-artist who knows his scuppers, gunwales, and bulwarks from his elbow.

Hames Ware
Little Rock, Ark.

Why would Noah bring fish on board the Ark, when all that water was supposed to be coming?

> Bryant MacQuinnan Fox Chapel, Pa.

> > Connecticut

Because all that water was fresh water, and those were salt water fish!—Ed.

The only animal forms missing on Noah's Ark were dinosaurs. How come? Tony Di Preta Old Greenwich,

The dinosaurs were over on the port side, facing Jaffee's Fold-InI—Ed.

MAD AMONG THE MIGHTY

In my library, along with the works of such authors as Winston Churchill, Eric Hoffer, William F. Buckley, Jr., Robert Ardrey, Stewart Udall, Adolf Hitler, Alexander Solzhenitsyn, Mari Sandoz, Chairman Mao, A. B. Guthrie, Jr., Ayn Rand, H. M. Worthington, and the like, are 195 bound copies of MAD, #24-#218. Can you tell me why?

R. C. Buckholder Tucson, Ariz.

Because, along with all those dreamers, visionaries, reformers and malcontents, you need a sober chronicle of world events from 1955 until nowl—Ed.

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Aragones's MAD as the Devil Aragones's Incurably MAD Aragones's Shootin' MAD
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MAD's Talking Stamps The MAD Jumble Book More MAD About Sports MAD Around the World MAD Word Power Politically MAD MAD Look at the Future MAD Book of Mysteries MAD Cradle to Grave Primer MAD Make Out Book MAD Book of Revenge MAD Guide to Careers MAD Survival Handbook History Gone MAD
The MAD Worry Book
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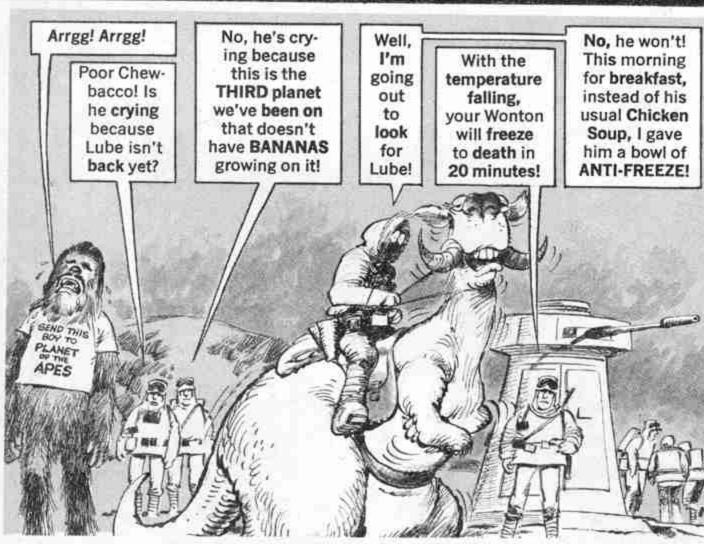
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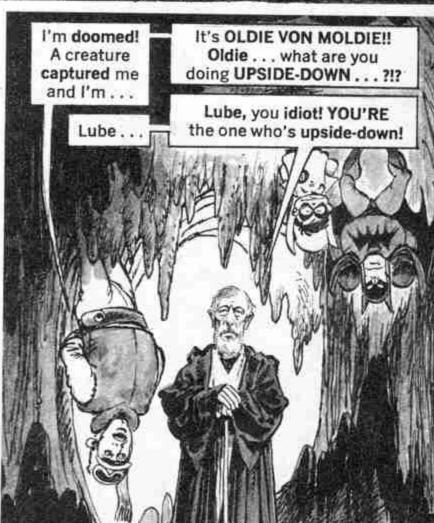
THE FARCE BE WITH YOU! DEPT.

A couple of years ago, they made a movie called "Star Wars." It was a smash hit, so they announced that they would make a sequel. Everybody thought it would be called "Star Wars II"...but, lo and behold, they called it "Episode V"! Which means that "Star Wars" was actually "Star Wars IV," and "Star Wars VI" through "X" will be made after "V" but before "I" through "III"! In any case, they'd better surpass this sequel, which doesn't compare to the original! In fact...



THE SINGES





ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

Lube, listen to me! You must go to the Dairybar System! There, you will learn from Yodel, the Jet-Eye Master who taught me!

Sounds great,
Oldie! But
first, who's
going to
teach me how
to get down
from HERE?

Your lightsaber is nearby! Whatever you WISH into your hand shall BE in your hand!

Really?? Then FORGET about the lightsaber! I'M going to wish for a sexy BLONDE with a big pair of scissors!



Lube! Thank God you're alive! I've brought you some food! But first, I must get you warm! I'm cutting open my dead Wonton and spreading his intestines and his liver and his kidneys all over you! That'll get you warm! Now about the food—

Ulp! Choke! Gagg!

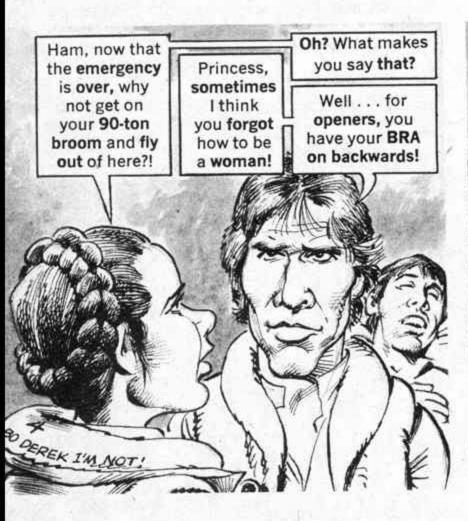
Er, Ham . . . FORGET about the food! I seem to have lost my—ulp—appetite for some reason!!





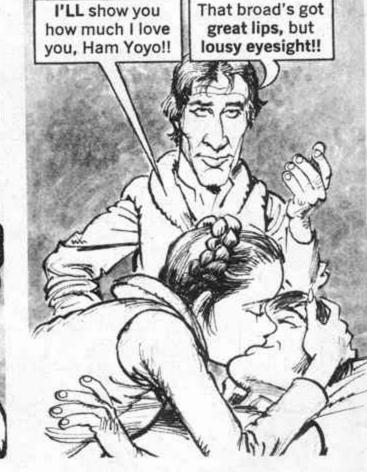


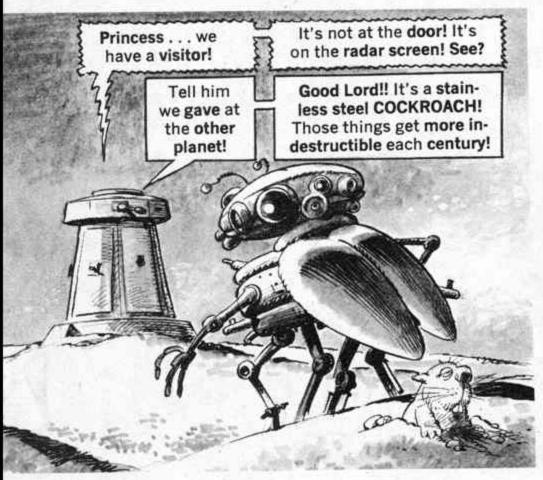
Yeah, but

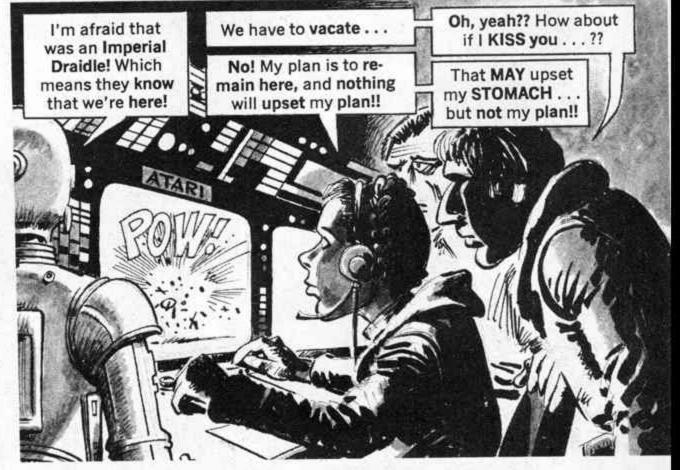




C'mon, Princess!









Excuse me, Your Royal Highhandedness, but we've received a very fragmentary report from one of our Probe Draidles in the Zoth System! It's such a slim lead that I hesitate to mention it . . .

That's it! That's **EXACTLY** where Lube Skywalker, the Princess and the rebels ARE!

But out of ten million places to hide in the universe, why THERE?

Why NOT . . . ?!?

Good Lord, your Imperial Logic is overwhelming! We shall attack Zoth at once!



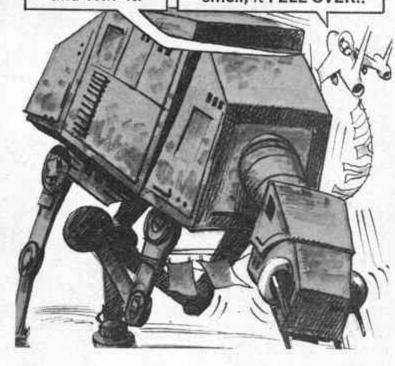
Princess Don't worry! We'll open Laidup, the Energy I'll make sure **Fighters** Shield for six Star against you're covered Destroyers a moment by our lon Imperial are on to let the Cannon . . . and Star their way **Fighters** by our Major Destroyhere . . . Medical Policy! out ...! ers . . . ?!

These Imperial Klunkers have armor so thick, our lasers bounce off them! Which is why I'm making a pass across this one's legs with a clothesline!



It worked!! It worked! Did the clothesline tangle up the Klunker's legs and TRIP it?

No, the clothesline had all our Yucchies' dirty laundry on it! When the Klunker puts its leg up to its nose to block the smell, it FELL OVER!!

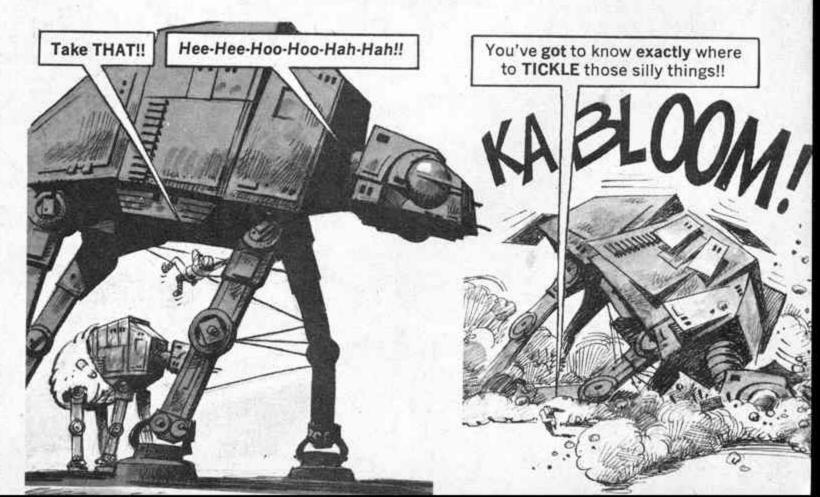


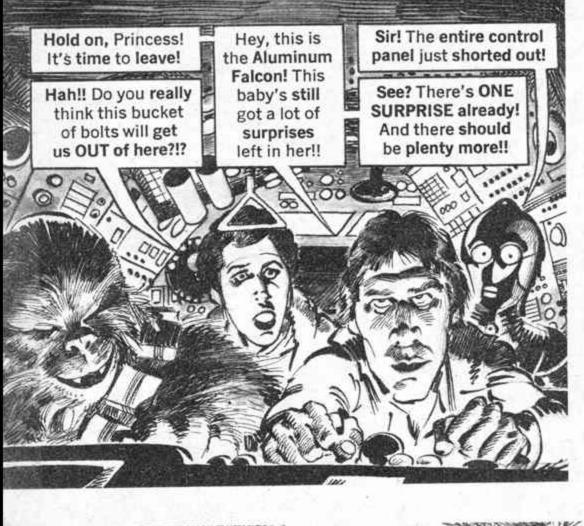
We've been HIT! Hold on tight!! I'll try to find a CLEARING to crash-land into!

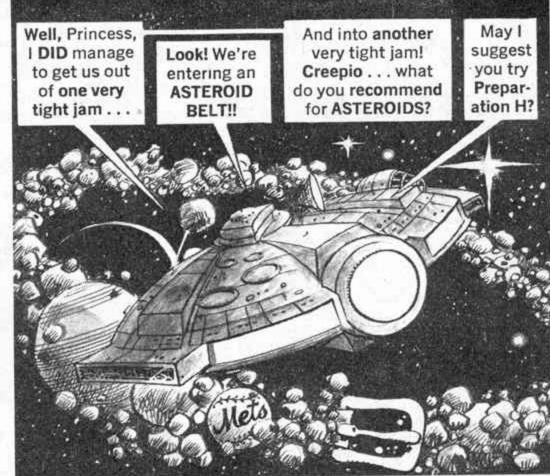
A CLEARING?!? This planet has a million square miles of flat ice . . . and he's going to look for a clearing!

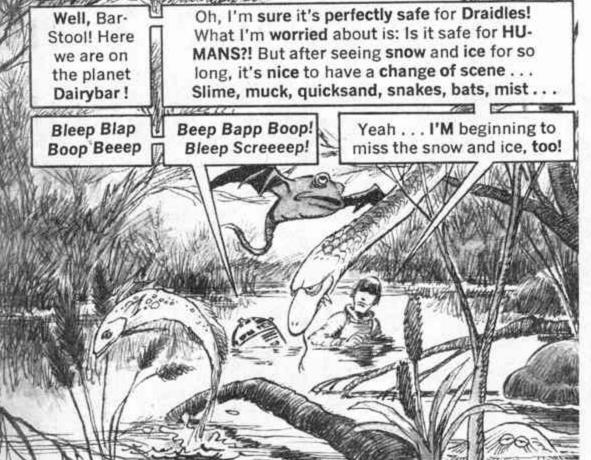


I may have crash-landed my Fighter, but I'm still going to try to destroy another one of those Imperial Klunkers!!









Good! Let's

get started!

Don't talk to me

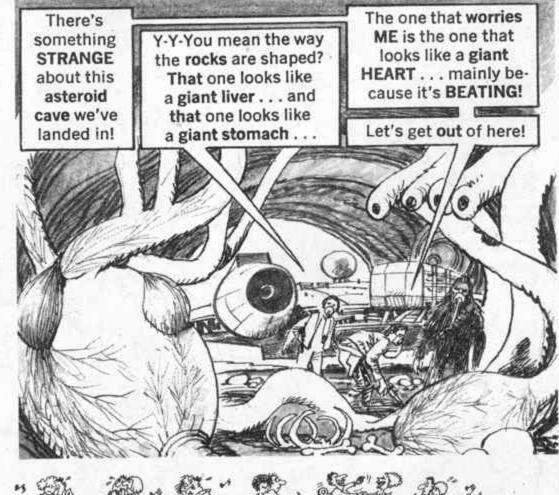
about patience!



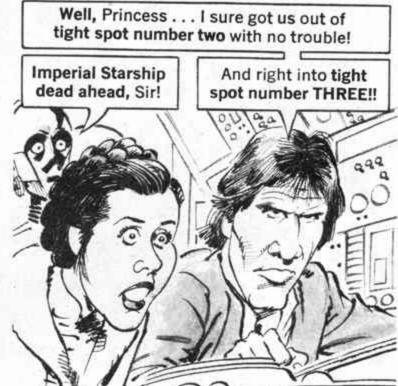


I am Yodel! I can teach you

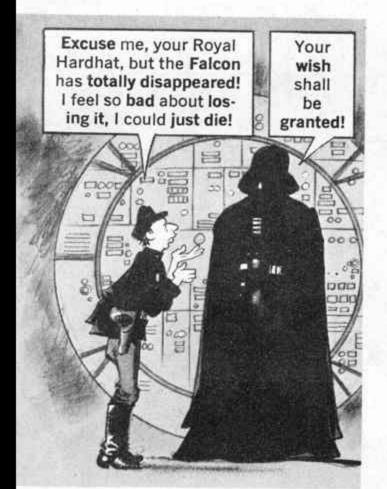
everything! How to levitate



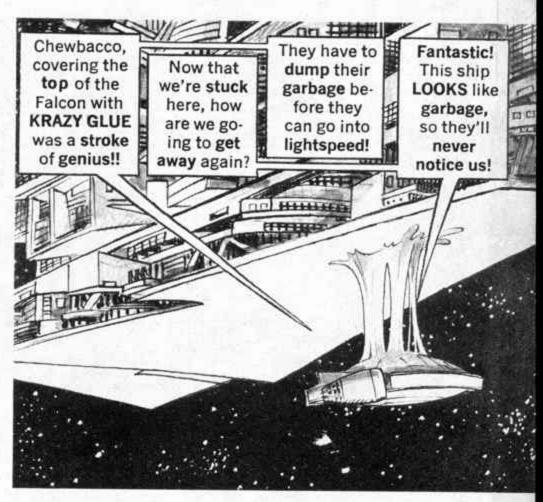


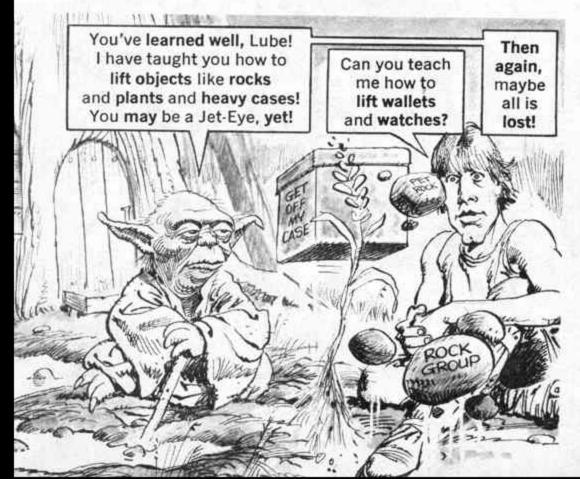














An! You have

been given

the gift of

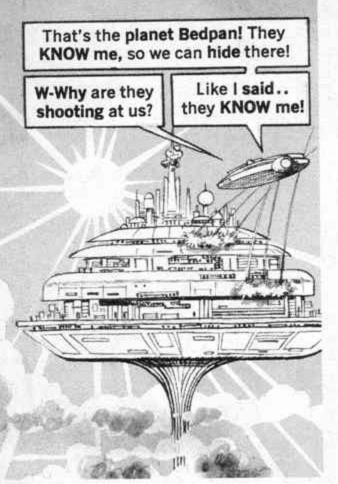
clairvoyance!

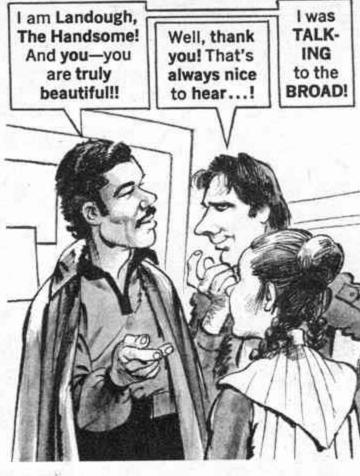
What are you

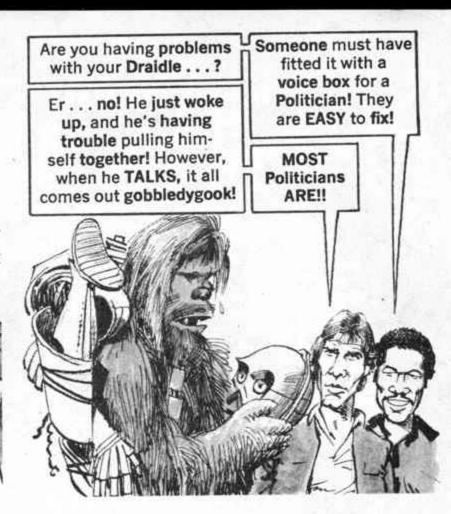
seeing now?

I'm seeing an Operator, from Galactic Bell, asking for \$40 for the next three minutes!

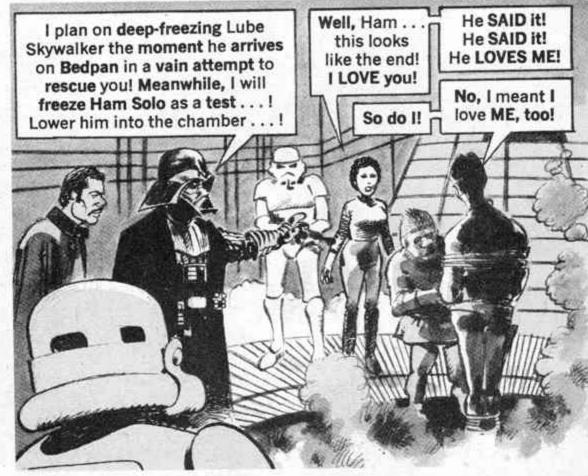
I wondered how long it would take the Telephone Company to find a way to charge for ESP!

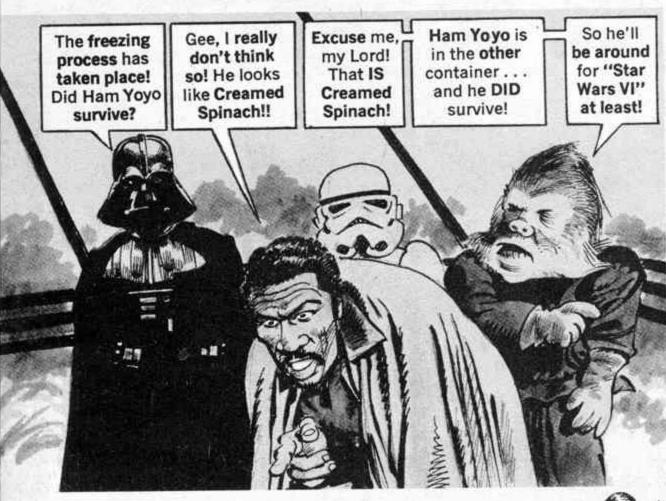




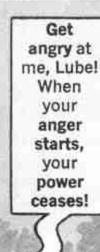






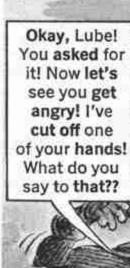


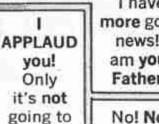




Get ANGRY at you? Whatever for? I don't GET angry! Besides, I put on one of those extra dry deodorants this morning! I'm calm and cool and I have no underarm wetness!







be TOO

LOUD!



No! No! It can't be . . . !

That's it! You're geting angry! I AM your Father! What are you going to do about it!?

I'm NOT going to send you a Father's Day card, if that's what you're hinting at!!



In that case, I push you

off this planet . . . and



Turn this ship around . . . and give me \$47.00 for the Thought Operator! Lube was thinking "Collect"!



Now that we've picked up Lube, how's he doing?

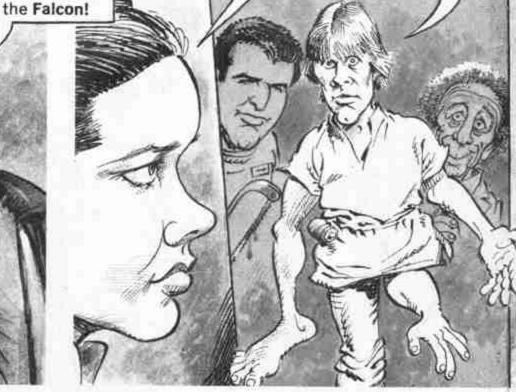
His LEG?! Fine!! I thought I think Zader cut his leg off his will be HAND!! okay!

Zader DID cut off his hand! I broke off his leg when I pulled him aboard

Well, Lube, we've given you a new arm and a new leg! You've got nothing to complain about now!

Hmmmmmm! I'm not so sure about that!





There goes Landough and Chewbacco in the Falcon! I thought we should try to find HamYoyo, and I ordered them to set a course of N-30°-W-17°!

But, Princess . . . the ship with Ham and the **Bounty Hunters** was last seen going in the opposite direction!

I KNOW! I said we should try to find Ham Yoyo! I DIDN'T SAY we were in any particular hurry!



SO ENDS EPISODE V OF "STAR BORES

WHEN LANDOUGH AND CHEWBACCO FIND THE FROZEN HAM YOYO, WILL HE CONTINUE TO GIVE PRINCESS LAIDUP THE COLD SHOULDER?

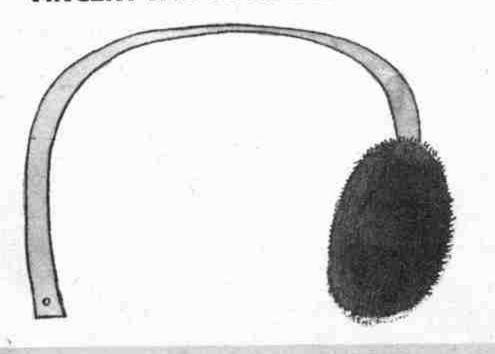
WILL CREEPIO KEEP BABBLING ON ENDLESSLY, AND FINALLY BE ELECTED TO PUBLIC OFFICE?

WILL DART ZADER STOP BEING "MR. NICE GUY." AND REALLY TRY TO DESTROY LUBE SKYSTALKER?

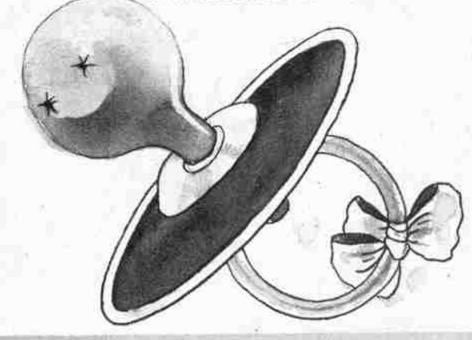
. WILL ANY OF US REALLY CARE WHAT HAPPENS, AFTER ANOTHER TWO-YEAR INTERMISSION ... ?? TAKING OUR CUE FROM THE RECENT RASH OF PUBLIC SALES OF PERSONAL ITEMS OF SUCH

AMARIA LEGENDARY CELEBI

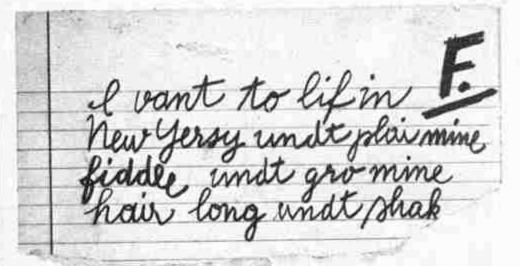


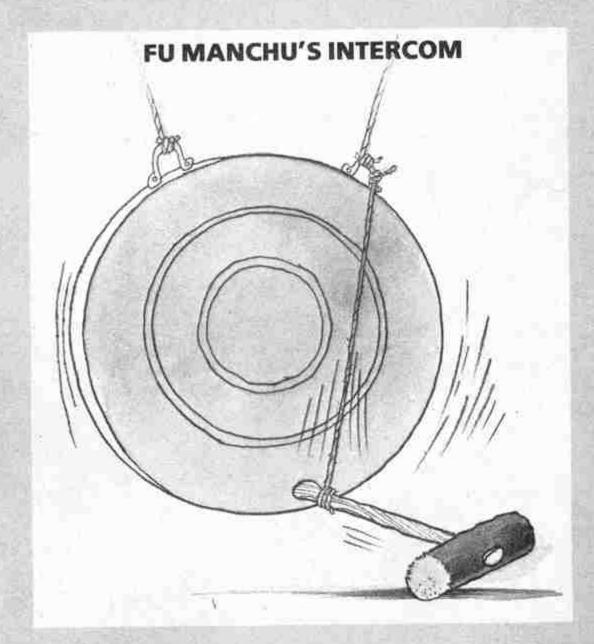


DRACULA'S PACIFIER



PROF. EINSTEIN'S 8TH TERM PAPER





HARRY HOUDINI'S FIRST TRICK HAT

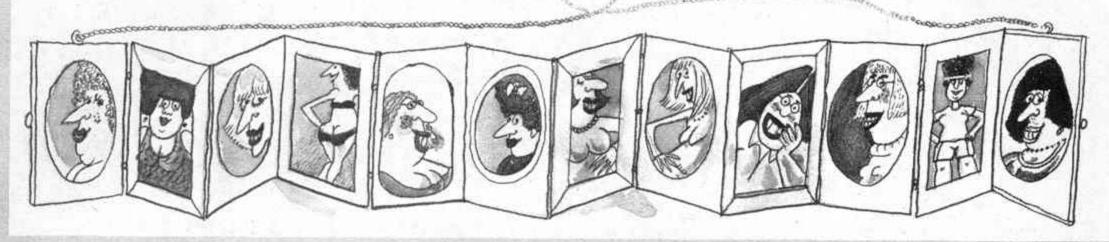


CELEBRITIES AS JOAN CRAWFORD, JUDY GARLAND AND ELVIS PRESLEY, WE NOW PRESENT:

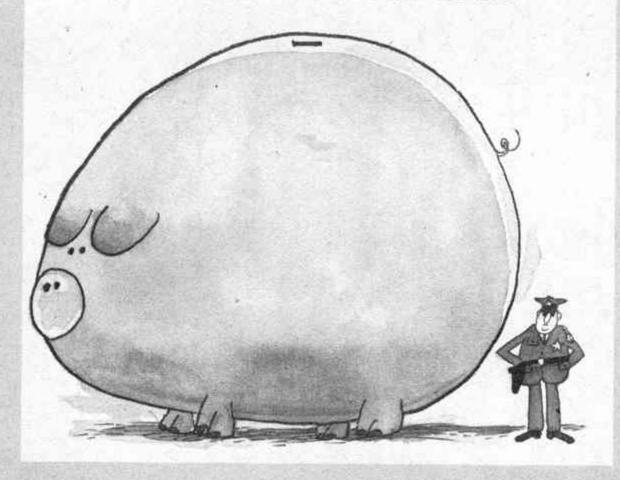
RITIES PERSONAL ITEMS

ARTIST & WRITER: PAUL PETER PORGES

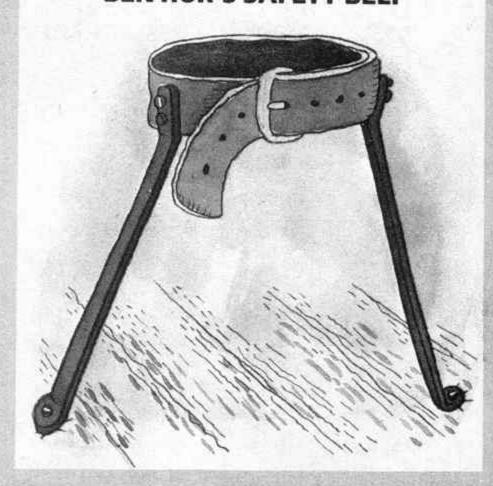
CASANOVA'S SWEETHEART LOCKET



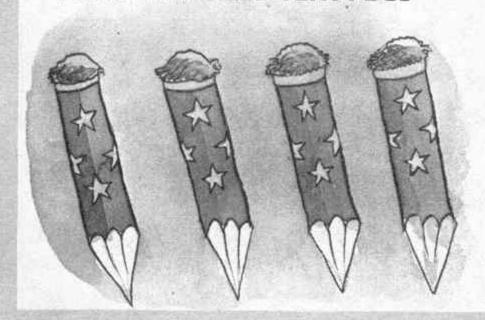
HOWARD HUGHES'S PIGGY BANK



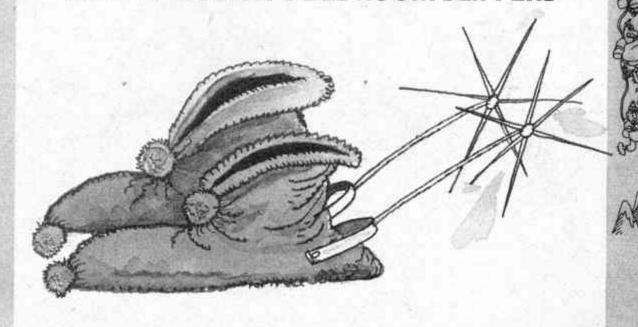
BEN HUR'S SAFETY BELT



GENERAL PATTON'S MATCHING PEARL-HANDLED TENT PEGS

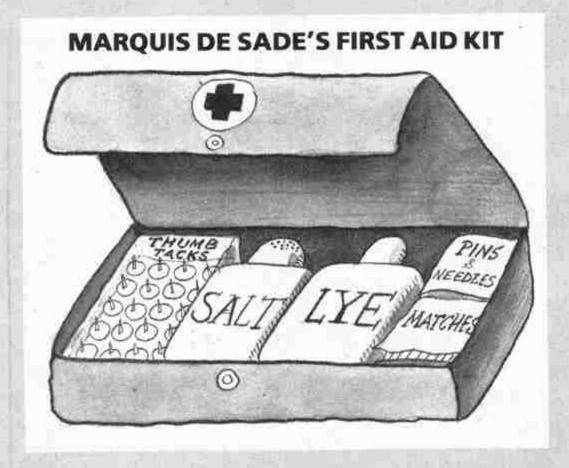


ATTILA THE HUN'S BEDROOM SLIPPERS







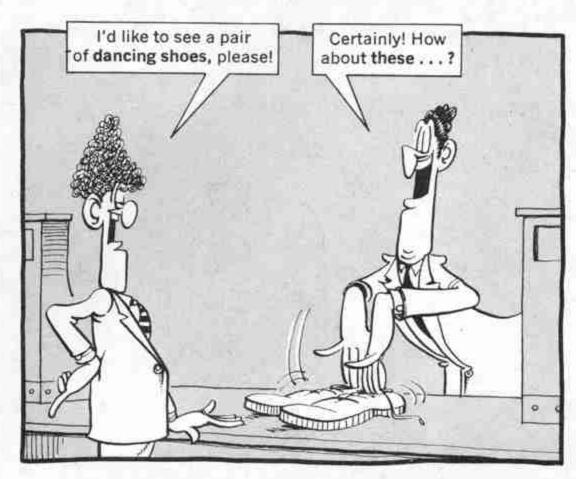




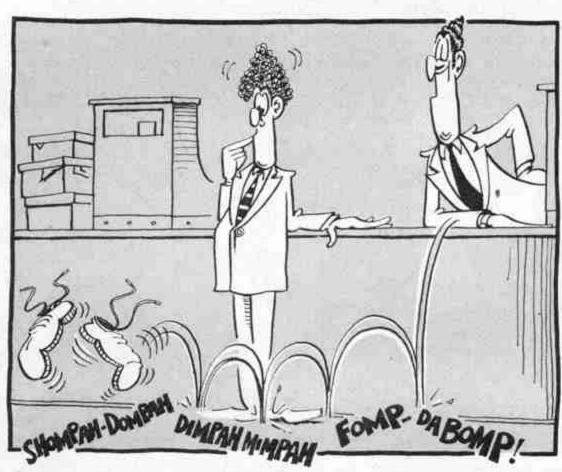


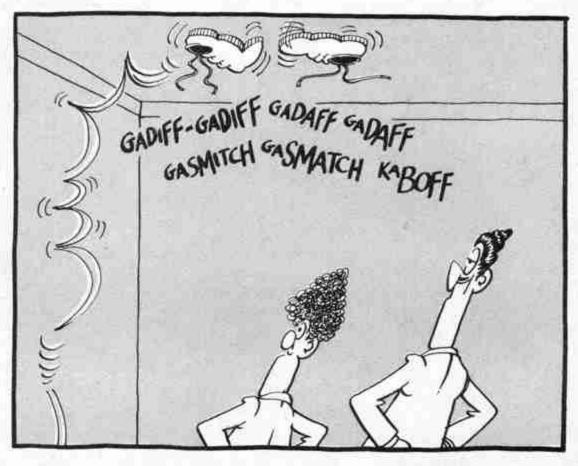


ONE MORNING IN A THEATRICAL SHOP

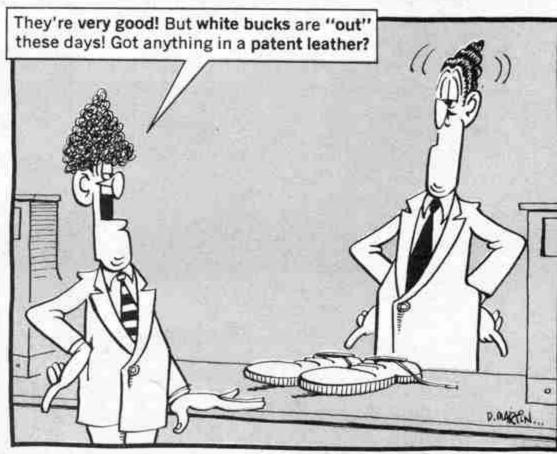












BEFORE AND LAUGHTER DEPT.

A MAD GUIDE

THE DOUBLE

When you're a kid, and you insist on having things done your way, you're ...

When you're older, and you insist on having things done your way, you're...



A SPOILED BRAT

A PERFECTIONIST

When you're in school, and you only do well in some subjects and the rest you just aren't interested in, you're . . . When you're working, and you only do well in certain areas, while the rest you just aren't interested in, you're . . .



AN UNDER-ACHIEVER

When you're young, and dress and act

like everyone else your age, you're . . .



When you're older, and dress and act like everyone else your age, you're . . .



ONE OF THE CROWD



A CONFORMIST

girl in sight, you're a young man . . .

When you're 18, and you chase every

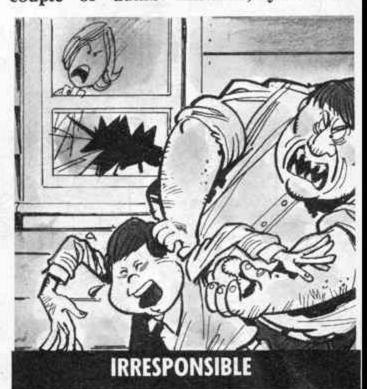
SOWING HIS WILD OATS

When you're young, and you're always criticizing people and pointing out their faults, everyone says you're . . .



A SMART-ALEC

When you're young, and you make a couple of dumb mistakes, you're . . .



STANDARDS OF AGE WRITER: BARRY LIEBMANN

When you're 65, and you still chase every girl in sight, you're just . . .



When you're older, and you're always criticizing people and pointing out their faults, everyone says you're . . .



When you're older, and you make a couple of dumb mistakes, you're . . .

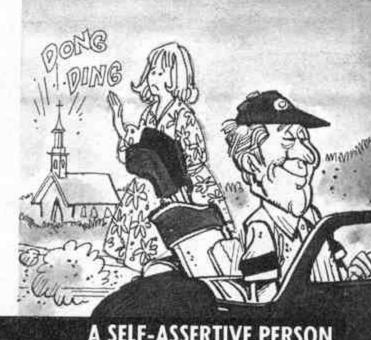


ARTIST: BOB JONES

When you're young, and you speak up and demand your rights, you're . . .



A PUSHY LITTLE KID



When you're older, and you speak up

and demand your rights, you're . . .

A SELF-ASSERTIVE PERSON

When you're a high school student and you like to read comic books, and you love to watch trashy movies, you're . . .



A TASTELESS ILLITERATE

When you're a grown-up, and you still like to read comic books and you still love to watch trashy movies, you're . . .



A NOSTALGIA BUFF

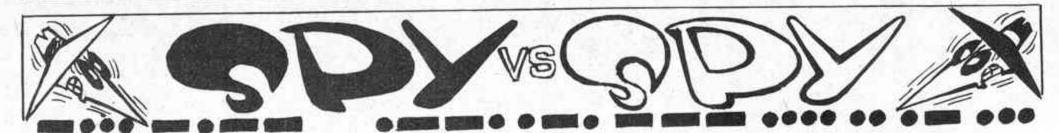
When you're young, and you lie, cheat and steal, your parents brand you as

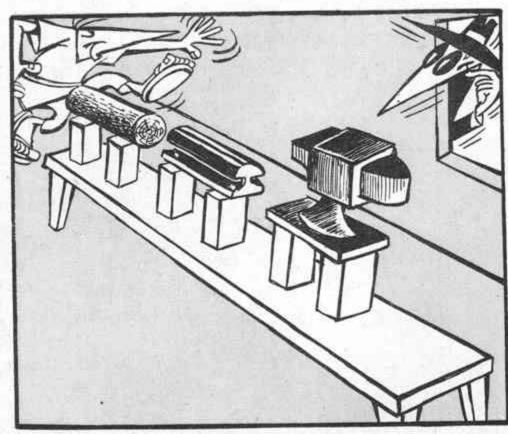


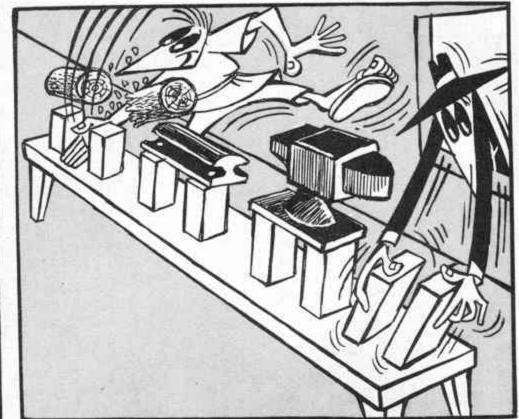
When you're older, and you still lie,

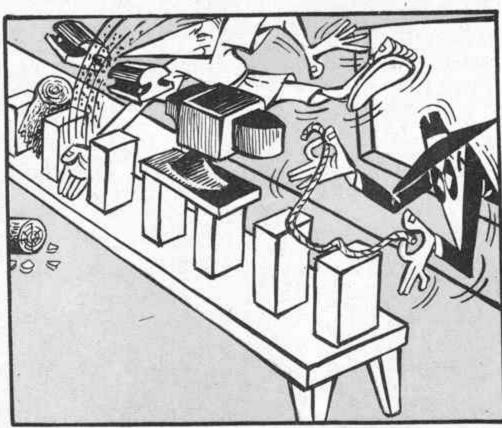


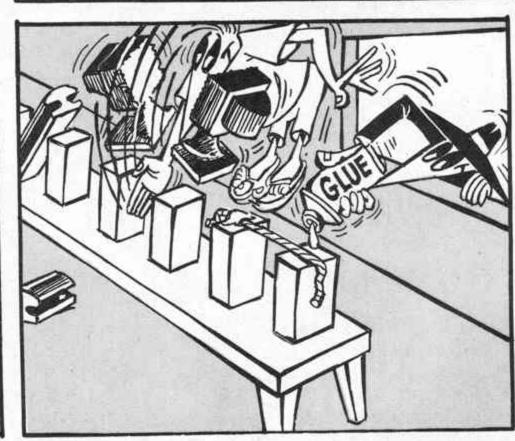
AN AGGRESSIVE BUSINESSMAN



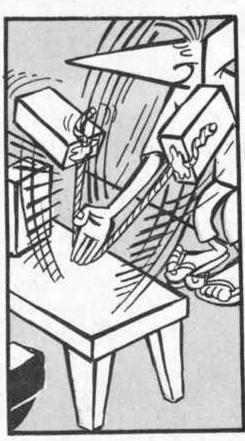


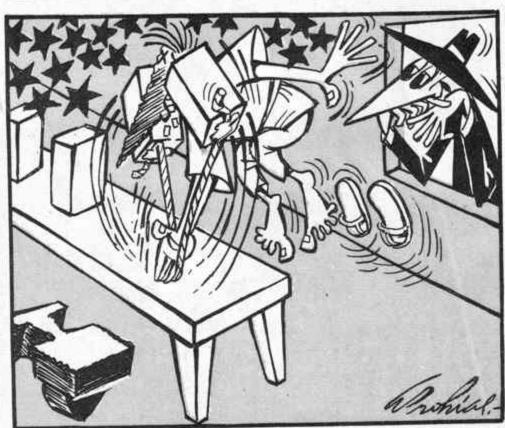












POWER TO THE PUPIL DEPT.

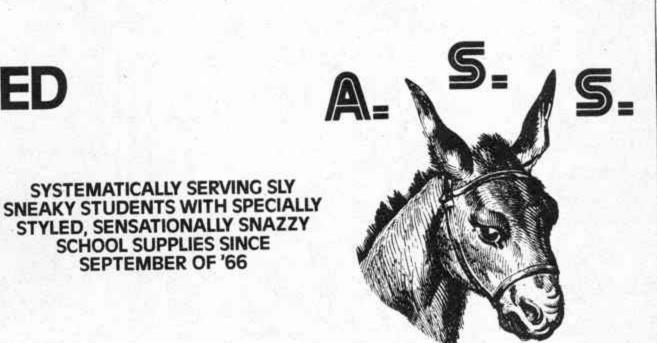


A while back (in MAD #198, we reprinted the secret catalogue used by Boards of Education throughout the country to order all those cheap, junky classroom supplies that are notorious for making school officials rich while they make students retch. Well, MAD soon received piles of angry letters from school kids, all contending that students should have their own catalogue of sneaky supplies in order to survive the daily battle with insensitive teachers and brutal classmates. What the letter writers obviously didn't know is that such a catalogue already exists. It's put out by a few small, underground dealers who are dedicated to making life tolerable for kids while they're making a fast buck for themselves. So, as a service to those who want to be thoroughly equipped for the rigors of modern school life, we at MAD now reprint the latest edition of the . . .



S TUDENT

S UPPLY CO.



MAIL ORDER CATALOG 1980-1981 SCHOOL YEAR

SCHOOL SUPPLIES SINCE

SEPTEMBER OF '66



ABSOLUTELY NO ORDERS ACCEPTED FROM SUCH NO GROUPS AS DROP-OUTS, TEACHERS OR OTHER UNDESIRABLES!

HIDE YOUR SCRAWNY BODY FROM PRYING EYES

20

weighs less than 40 lbs. for easy carrying by any normal teen-ager less puny than yourself.

31551 — "LOCKER-PLUS" PORTABLE DRESSING by changing for gym class in new Locker-PlusTM. Complete small private room attaches to regular locker with suction cups to conceal you from jeering classmates as you disrobe. Fold-away steel unit\$79.50.

ROOM



teachers that you were a star athlete at Make new girls! Make new teachers fearful of flunking you! (Available with MOVING TO A NEW TOWN SOON? Then to convince new classmates and your former school. Make new friends! "Q" or "X" only to minimize danger of be sure you have a phony letter sweater conflicting with real school letters.

of throwing young shoulders out of joint with wild arm waving to gain recogni-tion. Let this electronic wonder show

ACRYLIC

LOUDMOUTH \$36.95

71146-LITTLE BULLHORN

ahead

more passing grades in the semesters

you how more vocal power can mean



POWERFUL BATTERY OPERATED **BULLHORN** lets you attract attention fast on the rare occasions when you can answer a teacher's question. Ends risk

shows how to construct high profit items with simple **DUMB BOOK-ENDS!** Terrific new do-it-yourself guide tools. Complete step-by-step instructions for fashionbottom suitcases, burled walnut window jimmies and STOP WASTING TIME IN WOOD SHOP MAKING ing mahogany counterfeit money plates, maple false-

other lovely, salable handicrafts.
49007 — GUIDE TO PROFITABLE WOODWORKING &\$8.50 CHISELING



49929-AUTHENTIC

SYNTHETIC ATHLETIC SWEATERS

from surprise quizzes by quickly dis-playing symptoms of a major conta-gious illness. Kit contains large supply of self-sticking measles biotches, grey under-eye circles, inner cheek mumps sores of the Black Death. All are easily INSTANT DISEASE KIT lets you escape and even ghastly draining removable once you're excused and padding

> L (3) call

> > 58

22105 - "SICK-IN-A-FLASH" DIS-EASE KIT sent home



\$5.98 33797-LILY WHITE SKIN TONER 33796-MACHO LATINO SKIN 33795-BEAUTIFUL BLACK



vides you with new convenience while forcing those teachers you hate to wade reminding pampered faculty members of just who pays their salary. Decal fits OFFSPRING" PARKING STICKER proany car, moped or bike to assure you of OFFICIAL LOOKING "TAXPAYER'S on wintry days, easy parking

\$1.19 through icky slush. 16738—OFFICIAL LOOKING UNOF-FICIAL PERMIT

last in the lunch line. Watch others flee as they assume that cafeteria cooks clear out fast whenever a stick is lighted in the school cafeteria. Ends tedious waiting for those who always wind up NOON. SICKENING "ESSENCE OF BURNT CABBAGE" INCENSE causes crowds to

have botched up another main dish 72787 — "NAUSEA AT NOO BRANDCEREMONIAL INCENSE \$3.95 BOX









keep you warm in drafty, unheated school gyms when worn under even the scantiest Phys. Ed. uniforms. Lifelike texture fools keen-eyed, sadistic teachers, who will merely think that your skin has grown loose and porous. Specify flesh color desired: Pale, Ruddy or Afro-American.

89026—"HOT-TO-TROT" BRAND THERMAL GYMSKIN \$9.95



LOUD, EMBARRASSING BURGLAR ALARM lets you gain revenge against snoopy teachers who insist on searching your locker for porno books, cheap wine or other contraband items. Battery operated unit screams recorded protest at the slightest touch to make faculty members think twice before invading your privacy again.

32995—"SCREAMING SENTRY" BURGLAR ALARM\$89.50



NO NEED TO STRAIN YOUR ARM when you're already straining your bladder as you signal helplessly for permission to leave the room. Sturdy metal based elbow grip is designed to hold arm in raised position for lengthy periods while you await recognition from long-winded (or short-sighted) teachers.

44518-"PROP 'N' PLEAD" BRAND ARM RAISER \$7.49



PHONY DISMISSAL BELL fits snugly inside desk, just waiting to end dull classes at the pre-set time you select. Amazing device is no larger than a joy buzzer, but contains wind-up mechanism and miniature clock to trigger authentic sounding class bell. Great for keeping ultra-boring lectures within tolerable limits, or letting you get an early start for lunch.

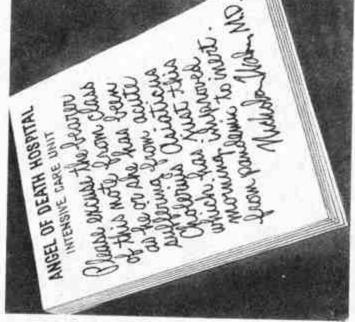
57623 — EARLYBIRD DISMISSAL BELL



AMAZING CRIB NOTE SHIRT appears at first glance to be covered with a harmless printed pattern. In fact, design contains answers to over 1000 frequently asked exam questions. Available in small, medium and large. Also available in History, Math and English. Make the Honor Roll by reading your own clothing!

2927—SHORT-SLEEVE SHIRT FOR INTRO-DUCTORY COURSES.

\$8.95
2928—LONG-SLEEVE SHIRT FOR AD-WANCED COURSES.



CUSE NOTES are signed by famous doctors, clergymen and parole officers to gain quick acceptance from school officials. Package of 50 authentic looking excuses will let you ditch almost one full year of classes. Guaranteed to contain many impressive words you couldn't possibly spell if you wrote your own fake notes.

39970—"WELL, EX-CUSE ME!" BRAND ABSENCE NOTES.



PLATES for creating hallway clatter that's guaranteed to drown out the whiny yammering of Corridor Monitors. For maximum effectiveness, get together with 71 of your two-legged friends and order a gross.

friends and order a gross.

44879—"IRON MAIDEN" BRAND HEEL
PLATES....\$2.79 DOZEN



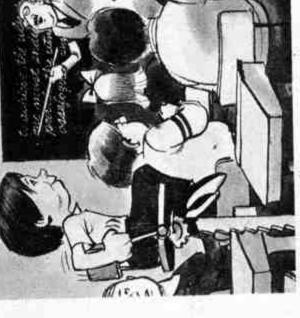
HAIR-COVERED MINIATURE RADIO lets you enjoy your favorite programs as you appear to be listening to class lecture. Transistorized AM unit fits tightly in ear, and is cleverly camouflaged with your choice of blonde, brunette or auburn spaniel fur that looks for all the world like human hair.

7122—PHONY HAIR RADIO \$16.95 7123—PHONY EYEGLASS FRAME AN-TENNA FOR PHONY HAIR RADIO ... \$3.95



SHIELD lets you enjoy relaxing lunch hours without being caught in cross-fire of rowdy food fights and other "Animal House" dining hall activities. Keeps hair and clothing neat while you look out and enjoy watching cafeteria monitors drag others away for harsh discipline.

78031—GARBAGE-PROOF PROTECTIVE PARTITION\$19.50



STURDY LOCK-LATCH LIFT SEAT saves you from flunking after insensitive teachers assign you a rear desk where you can't see the blackboard over bigger classmates. Portable unit works on bumper jack principle to raise you above even the hugest hulks in relative safety. Equipped with Comfort-Contour's seat to fit small fannies.

90051—"BOTTOMS-UP" BRAND SCHOOL-ROOM SEAT\$23.99



MAKE BIG MONEY BETWEEN CLASSES peddling candy, gum and soft drinks from the hidden storage pockets of this "Contraband Coat." Ankle-length garment was fashionably designed by a big name Paris shoplifter. Has 62 roomy inside pockets for easy dispensing of wares. Never arouses suspicion of teachers,

who merely assume you're a flasher.

21257 — HANDY DANDY CANDY COAT

OUTFIT



reserve your own private booth in the school reserve your own private booth in the school rest room. Device attaches in mere minutes, but keeps other kids away all semester with its realistic notice of cash deposit presumably required. Provides a foolproof way to let you smoke or do your own thing in peace.

22997—"TOIDY TOLL" FAKE PAY TOILET



teachers by appearing to be jam packed with your studiously written notes. Actually, it contains only three pages plus a secret camouflaged drawer for holding bubble gum, Penthouse Magazine and other vital, forbidden

school needs.
81244—CONTRABAND CONCEALER NOTE800K



PARENTS QUICKLY OVERLOOK POOR RE-PORT CARD GRADES when a simulated note of praise from Teacher is cleverly slipped into the same envelope by you. We offer a variety of authentic looking notes, all produced in that neat, prissy handwriting that genuine teachers love to use. Order several styles. You'll be

pleased. 48979—"YOUR CHILD SHOWS INTEREST" NOTE 98¢ EA. 48980—"YOUR CHILD SHOWS INITIATIVE" NOTE 98¢ EA. NOTE 98¢ EA.



REMOTE CONTROL FIRE DRILL SIREN ACTIVATOR enables you to empty classrooms at any time of your choosing. Electronic device sets offall alarms within 500 feet. Ideal for use during exams when you desperately need time away from your desk to confer with brainy friends.

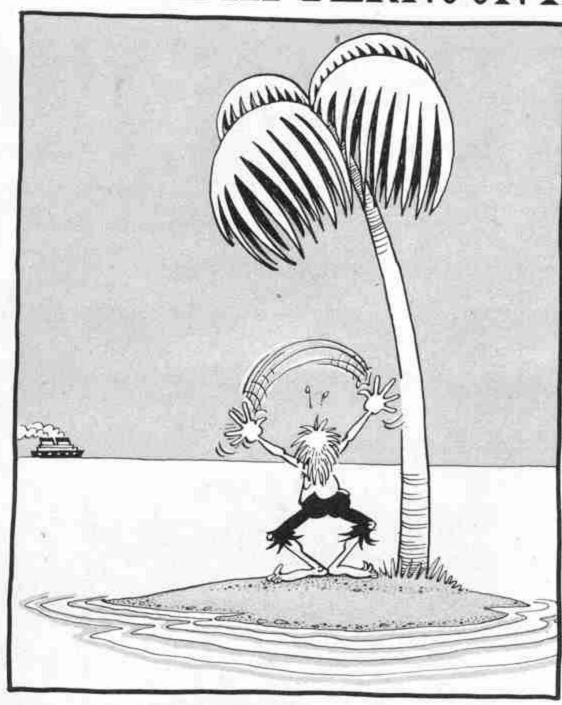
11702 -- "FALSE ALARM" BRAND FIRE SI-REN ACTIVATOR\$29.95

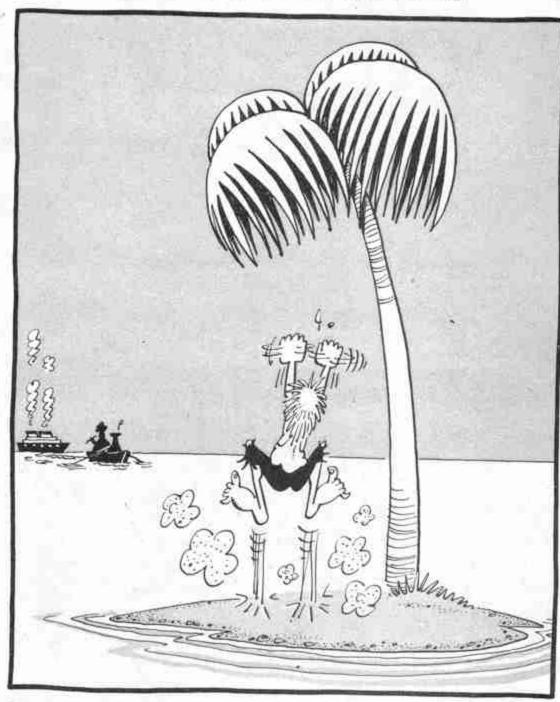


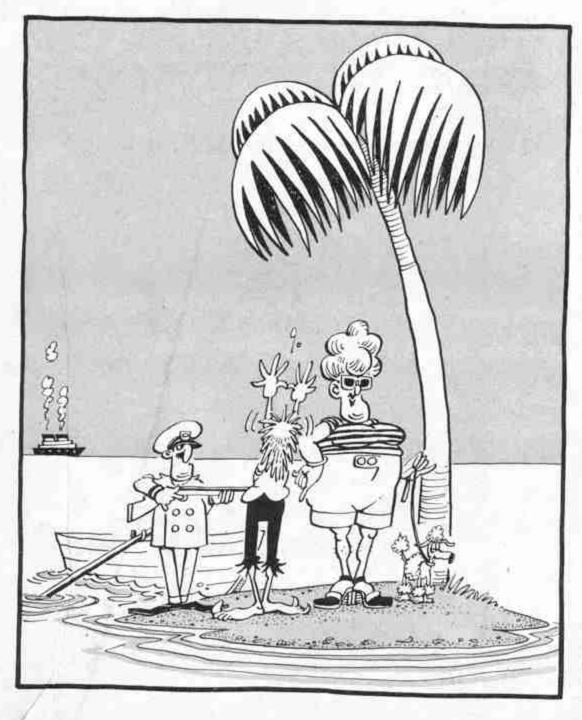
ACADEMIC TRIVIA BOOK helps you memorize all those minor facts that mistakenly cause teachers to think you have mastered an entire subject. Contains complete lists of early French kings, minor Latvian poets, seldom used chemical elements and much more for use in recitations and exam papers to guarantee straight A's.

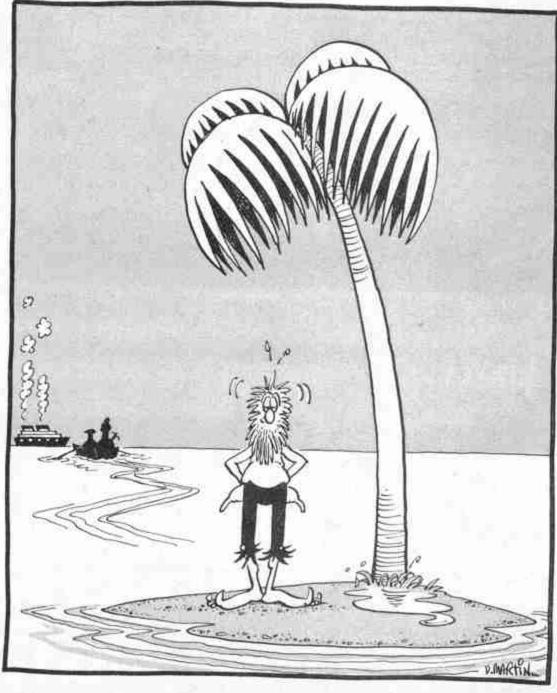
85730—USEFUL BOOK OF USELESS FACTS \$11.95

ONE AFTERNOON IN THE SOUTH SEAS









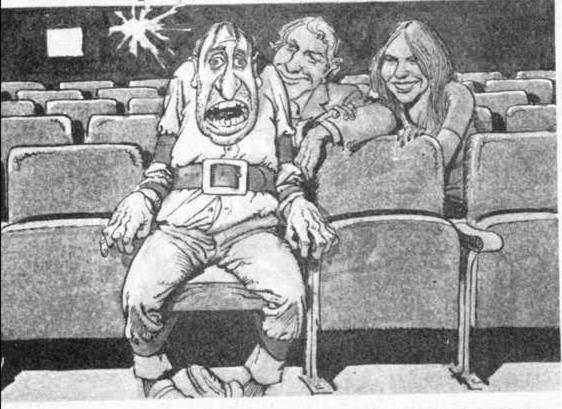
PEST CONTROL DEPT.

Since a complete set of Criminal Law books would fill one whole room in a library, it's hard to believe that most of the outrageous things done to us by other people have not as yet been ruled illegal. Obviously, these statutes need a complete over-

EVERYDAY (RIMES THA

ARTIST: HARRY NORTH, ESQ.

Conspiracy To Reveal Movie Plots



A serious infraction chargeable against any movie goer who has seen a picture before and insists on revealing the suspenseful details in a loud voice that you can't help overhearing. This crime shall be punished by chaining the perpetrator to his theater seat for an entire Nelson Eddy—Jeanette MacDonald Film Festival . . . after which, he must remain awake long enough to describe the plot of each picture in detail.

Forced Nuzzling With Accompanying Bad Breath



A form of unacceptable behavior that violates the civil rights and the nasal passages of defenseless minors with unwanted hugging of distant relatives. Harshest punishment shall be reserved for aunts with large bosoms and cheap dentures who have the potential to suffocate children as well as nauseate them. In such cases, the convicted criminal shall be imprisoned up to one full year—in a zoo cage with an affectionate polar bear who always eats raw fish and never brushes after every meal.

Malicious Shpritzing



The high crime committed by clods who deliberately install their lawn sprinklers in such a way that no pedestrian can pass their house without suffering drenched feet and ankles. A first offender convicted of this crime shall be required to stand at attention in his front yard through one entire cloudburst. For the two-time loser, the punishment shall be increased to total permanent drowning by means of hurricane.

Compound Check-Out Counter Stalling



This felony is chargeable against any person ahead of you on a Supermarket check-out line who engages in the following indecent acts: (1) Arguing with the checker over each blurred price marking; (2) comparing register tapes against all items purchased; or (3) attempting to cash a check without presenting any form of identification. All those ajudged guilty of said crimes shall be required to spend the rest of their natural lives pushing shopping carts with broken, stuck wheels.

haul to provide punishment for the hordes of self-centered idiots who threaten our safety and sanity. MAD is already lobbying for such legislation, and it's only a matter of time before we'll be able to call the Police to arrest clods who commit:



T SHOULD BE PUNISHED

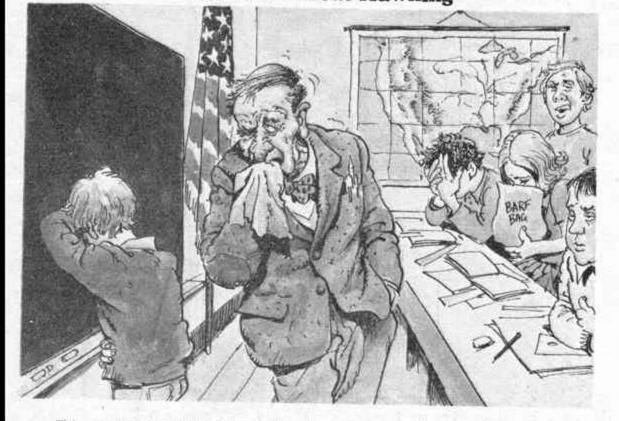
WRITER: TOM KOCH

Gross Negligence Of Civil Foot Wiping



A disgusting act that makes any slob liable to arrest when apprehended clomping across the victim's pastel carpet while wearing unwiped shoes tainted with axle grease, doggy-doo, chewing gum and/or squashed garbage. The convicted tracker-inner shall be required to atone for his slovenly actions by impersonating a throw rug and covering the stain with his body until Rug Cleaners can be called in to undo the damage.

Felonious Throat Hawking



This abominable infraction is also known as snorting, glonking, deep snuffling, bronchial rattling and early morning phlegm raising. It is most often committed by elderly school teachers who thoughtlessly try to dispel their mucous as they simultaneously disgust their students. In order to stamp out this nauseating crime in our lifetime, convicted throat hawkers shall henceforth be led to a public place and forced to eat luke warm raw oysters while standing barefoot in a bucket of worms.

Impatient Honking In The First Degree



Chargeable against the creep in the car behind you who feels he must display his superior reflexes, the instant a traffic light turns green, by pressing his horn button faster than you can depress your accelerator pedal. Any perpetrator of this atrocity shall be mercilessly made to endure a lifetime of being awakened each morning by an alarm clock whose bell has been replaced with an ear-splitting diesel truck horn.

Cruel And Inhuman Pants Manufacturing



The crime committed by unscrupulous clothing manufacturers who eliminate several square feet of necessary material from every pair of pants they make. In promoting this torturous style, said manufacturers are deemed responsible for the epidemic of Groin Cramp and Crotch Agony that have seized the male population. Guilty individuals apprehended and convicted shall be forced to serve long terms in solitary confinement wearing jockey shorts originally designed for Herve Villechaize.

Premature Elevator Button Pushing



The inhuman offense perpetrated by cretins who rush ahead to board the elevator you've been waiting for, and then immediately punch a button that causes the door to close before you can get on. A victim of such barbarous behavior shall be allowed to retaliate by throwing the main switch, thereby trapping the wrongdoer between floors until he is driven stark staring mad by either claustrophobia, or that sickening Muzak.

Illegal Grope And Seizure



This form of sneaky activity is made indictable to protect members of the feminine gender who prefer not to be groped or seized while attending such events as football games, parades and rush hour bus boardings. Members of the masculine gender judged guilty of premeditated groping shall be dunked, seat first, into a lobster tank, and required to suffer the pain and humiliation of having their posteriors pinched for a term of not more than three hours, nor less than one hour per offense.

Petty Parking Space Grabbing



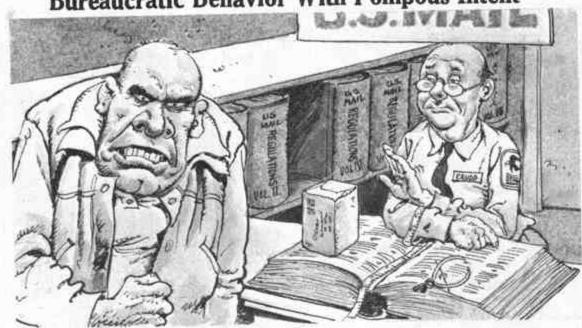
A loath some crime committed by idiots who swerve around their victims in public parking lots for the purpose of glomming onto the last empty spot. Although Petty Parking Space Grabbing is only a misdemeanor, it quickly becomes Felonious Grand Parking Space Grabbing when two spots are empty and the accused thoughtlessly straddles the line to occupy both of them. In such cases, the guilty party shall be bound and gagged and rolled into the main aisle of public parking facility, where he will be at the mercy of enraged little old ladies driving Ramblers.

Drunken Telephone Dialing



The act of operating a telephone while under the influence of alcohol is a felony when committed between midnight and dawn by those who dial the numbers of innocent strangers in a fumbling attempt to reach old army buddies, long lost girlfriends, etc. Persons convicted shall be forced to spend 90 days answering irate phone calls that come into the complaint department of a notoriously shoddy Television Repair Service.

Bureaucratic Behavior With Pompous Intent



This violation of the Criminal Code is committed by Postal Clerks who invariably feel compelled to drag out a big volume of government regulations to find some new reason for rejecting every package presented for mailing. Public servants who display this form of arrogance shall be painfully incarcerated in a corner collection box until the next mail pick-up, which is usually scheduled to occur late that afternoon but often fails to take place until some time the following Wednesday.

Aggravated Motorcycle Vrooming



This is the legal term used to describe that unspeakable act committed by chowderheads who thoughtlessly rev their motorcycle engines while parked in residential neighborhoods. In most instances, guilty parties shall be dealt with on the spot by having their handlebars wrapped around their necks. However, in serious cases where vroocoming occurs before ten o'clock on Sunday morning, the rudely awakened victim shall be entitled to strike the vroocomer over the head with his 32-section Sunday paper until major skull fracture has been righteously inflicted.

PUT YOUR FUNNY WHERE YOUR MOUTH IS! DEPT.

ANAL SNAPPY ANSWERS TO STUPID QUESTIONS

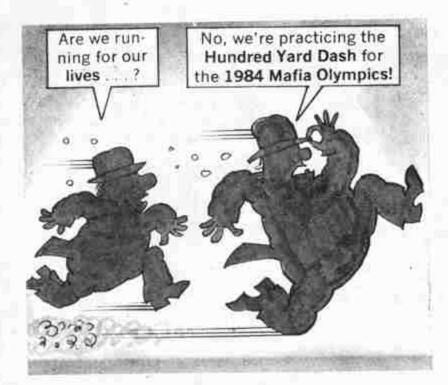
Gangland Episode



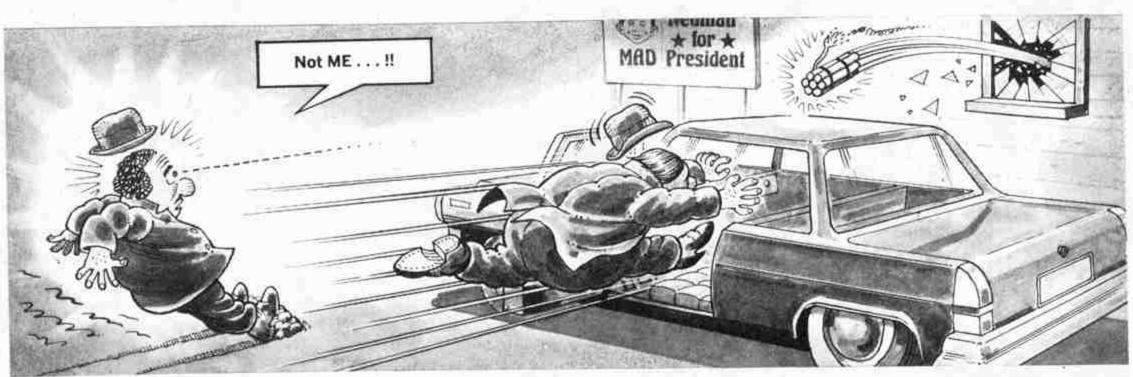














JEST IN TIME DEPT.

There's a new book on sale these days called "Life Spans" which lists the average length of life for people, animals, foods and other basic, standard things. Like for instance, the Life Span of an American man is 67.6 years, a walrus . . . 40 years, an ostrich . . . 25 years, and an octopus . . . 10 years. Now, all these facts may help you win money on a quiz show, but they're not much help in social situations, family life and other areas of day-to-day living. Therefore MAD now presents its own

REALLY IMPORTANT AND RELEVANT LIFE SPANS

THE LIFE SPAN OF AN EMBARRASSING PIMPLE IS
4 DAYS



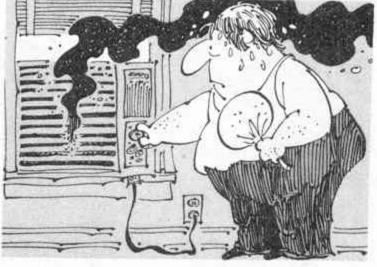
... unless you've got several heavy dates and social functions planned, in which case it's always 13 days.

THE LIFE SPAN OF A PRO
FOOTBALL QUARTERBACK
IS
84 GAMES



... depending on what shape his knees are in. (The Life Span of a Pro Football Quarterback's knees is 11 games).

THE LIFE SPAN OF A NEW AIR CONDITIONER IS



... after the 90-Day Warranty Period.

THE LIFE SPAN OF A POLITICAL PROMISE BEFORE YOU REALIZE THE GUY WHO MADE IT HAS NO INTENTION OF CARRYING IT OUT IS

100 DAYS



THE LIFE SPAN OF A MASS
OF FRESH, CLEAN AIR OVER
A LARGE AMERICAN CITY
IS
3 SECONDS



ARTIST: PAUL COKER WRITER: FRANK JACOBS

THE LIFE SPAN OF A STEREO SET WITH NEW, BUILT-IN FEATURES BE-FORE YOU COME ACROSS ONE WITH EVEN NEWER, BUILT-IN FEATURES

7 WEEKS



THE LIFE SPAN OF A MAFIA STOOL PIGEON IS OVER AS

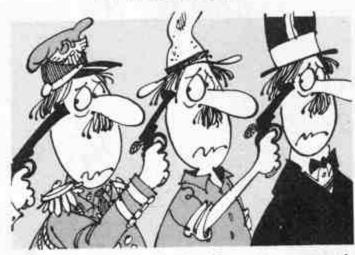


THE LIFE SPAN OF AN HONEST, RELIABLE, EFFICIENT, SMALL MANUFACTURER BEFORE HE'S ABSORBED BY A DISHONEST, UNRELIABLE, INEFFICIENT GIANT CONGLOMERATE

2 YEARS, 1 MONTH



THE LIFE SPAN OF A SOUTH AMERICAN DICTATORSHIP IS



The Life Span of the Free Democratic Regime that replaces it is 54 days. And the Life Span of the Military Junta that replaces it is 54 days.

THE LIFE SPAN
OF AN UMBRELLA
IS
176 DAYS



However, the Life Span of its Possesion by You is 9 hours, figured from the moment you purchase it until the time you stupidly leave it somewhere. THE LIFE SPAN OF \$100 AT A LAS VEGAS CRAP TABLE IS



THE LIFE SPAN OF A WEEKLY SALARY IS 4 HOURS



And the Life Span of a Weekly Salary supplemented with a "Cost Of Living Increase" is 4 hours and 5 minutes.

THE LIFE SPAN OF AN OBSCENE PHONE CALL IS

9 HEAVY



THE LIFE SPAN OF A MARRIAGE OF TWO POPULAR FILM STARS IS

2 YEARS, 5 MONTHS



The Life Span of the Publicity about their Marriage Breaking Up is 2 years, 4 months.

THE LIFE SPAN OF AN OPEN CAN
OF BEER BEFORE IT GOES FLAT
IS
17 MINUTES



The Life Span of a Beer Drinker before he Falls Flat is 2 hours, 15 minutes. THE LIFE SPAN OF A NEW POPULAR CAUSE, SUCH AS "LEGALIZE WITCH-CRAFT" OR "FREE THE ANAHEIM 7"

5 MONTHS



THE LIFE SPAN OF A CHRISTMAS TOY IS

2 HOURS



... plus the time it takes you to put in the batteries.

THE LIFE SPAN OF THE GOOD BEHAVIOR OF A MUGGER WHO'S PAROLED FROM PRISON WITH TIME OFF FOR GOOD BEHAVIOR IS

6 DAYS



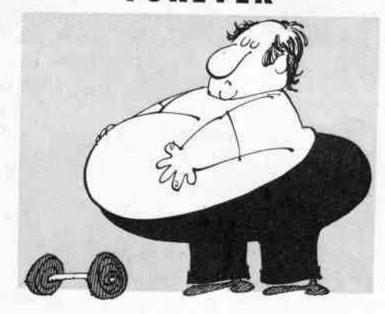
THE LIFE SPAN OF AN OUT-DOOR SCULPTURE BEFORE IT IS SMEARED WITH GRAFITTI

27 MINUTES



THE LIFE SPAN OF THE SPECIFIC BULGE YOU'RE TRYING TO ELIMINATE THROUGH EXERCISE OR DIET IS

FOREVER



THE LIFE SPAN OF A PAINFUL TOOTHACHE IS

EXACTLY 41 HOURS



. . . beginning at 5 P.M., Saturday and lasting until 10 A.M., Monday, which is the earliest your Dentist can see you.

THE LIFE SPAN OF YOUR LUST FOR A GIRL YOU'VE DECIDED YOU WANT TO MAKE OUT WITH

43 DAYS



The Life Span of your Interest in her after she Finally Agrees is 12 days.

THE LIFE SPAN OF A
PUBLIC PHONE BEFORE
IT'S OUT OF ORDER
IS
5 DAYS



THE LIFE SPAN OF A
TYPICAL ROCK BALLAD
IS

1 WEEK



The Life Span of the Group that Recorded it is 3 weeks, or when the drummer gets busted for drug possession, whichever comes first.

SCHOOL

The Statue of Liberty is the largest cast metal sculpture ever made! It was a gift from France in 1884! It stands on Bedloe's Island in New York Harbor, and was a symbol of hope and freedom for millions!



At its base are written some very famous words! Does anyone know what they say . . .?



I was there! I read it!

Tell the class what it says!

I DO! I DO!

Yes, Bernard?



BERG'S-EYE VIEW DEPT.

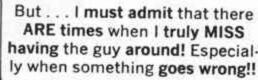
THELIGHTE

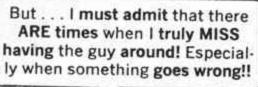
TRAVEL



DIVORCE

Well, I'm finally rid of that bum Husband of mine! We are finished . . . over with . . . kaput ... splitsville ... DIVORCED!







Ahh! When you need a shoulder to lean on . . .?



No . . .

When I need someone to BLAME things on!



ARTIST & WRITER: DAVE BERG

SPORTS

YOU STUMBLE BUM! THAT WAS AN EASY CATCH YOU MISSED! DO YOURSELF A FAVOR! TAKE LESSONS!!



YOU CLOWN! YOU COULDN'T HIT THE SIDE OF A BARN! GO BACK TO THE MINORS!!



KLUTZ! MY SIX-YEAR-OLD **NEPHEW IN LITTLE LEAGUE** PITCHES BETTER THAN YOU!



I love Baseball!



MARRIAGE

Gee! I overslept! I'll be late for work! Honey, you better get up and help me . . . !!

It's not necessary! Everything is taken



You'll find your underwear and socks in the right hand drawer . . . and a clean shirt in the left hand drawer . . .

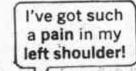


Your shoes are under the bed . . . your tie and your suit are hanging in the closet . . .





OLD AGE







My RIGHT shoulder doesn't hurt, and it's JUST AS OLD!



WEDDINGS

I've made such delicious plans for a June Wedding, but my boyfriend keeps postponing things!



MOTHERS

Look at you! You're all skin and bones! That's from eating JUNK FOOD!! For once, you're going to have a nice, hot, nourishing meal! Now, EAT . .





And as a reward for eating such good food, I'm going to let you listen to your Rock music on your earphone radio!

FRESH





MEDICINE

Fried foods, bread, processed sugar and starchy foods like pizza pies and cakes are all fattening and unhealthy . . .



Like the PROPOSAL!!





According to this "TV Guide,"









FAMILY

But, Dad!! WHY do I have to go into the Family Business?! I'd LIKE to try SHOW BIZ!! Bah! How many people make it in Show Biz?! Hardly any! The rest STARVE!!



You want something SOLID . . . something SECURE! Stick with ME and you'll be guaranteed a GREAT FUTURE! Remember. . .



GOING OUT OF BUSINESS SALE

everything last go! 3days

PHONE CALLS







CHILDREN

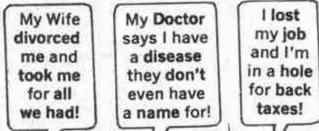








BOOZING



says I have a disease they don't even have a name for!

my job and I'm in a hole for back taxes!

My landlord raised my rent and I can't come up with any more money!

I totalled my car and the Insurance Company won't pay up!

I've never heard so many tales of woe! What IS this, anyway . . .?!?

at most bars every evening between 5:00 and 7:00 . . .!

This goes on It's called "The Happy Hour"!

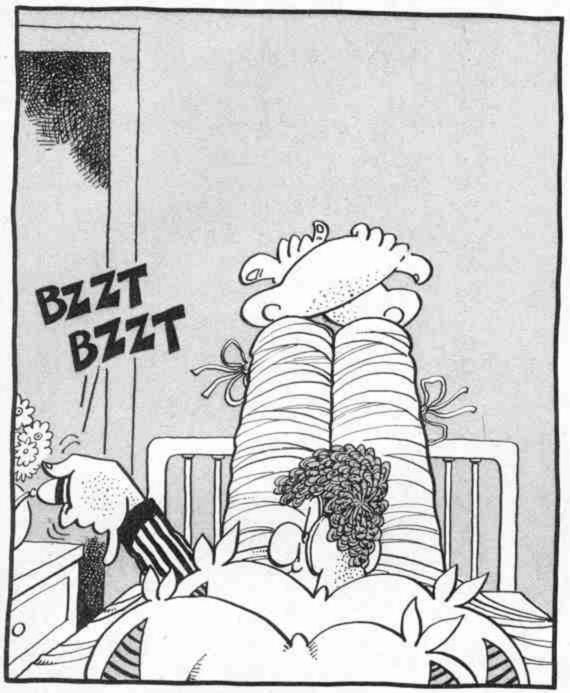


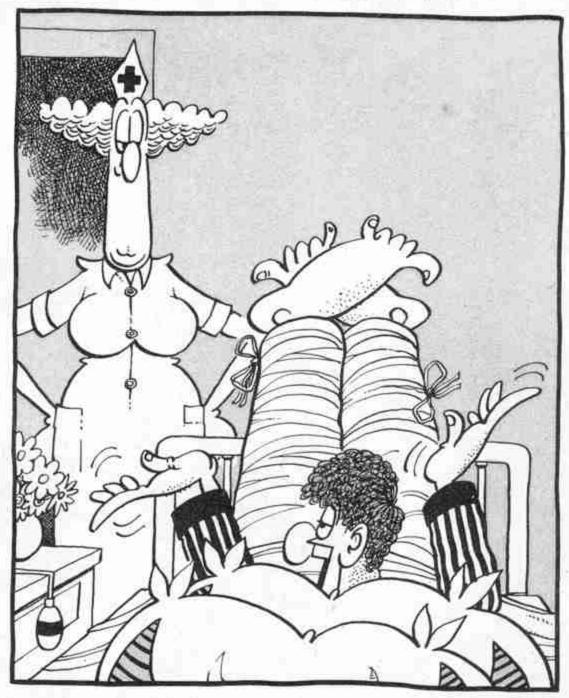


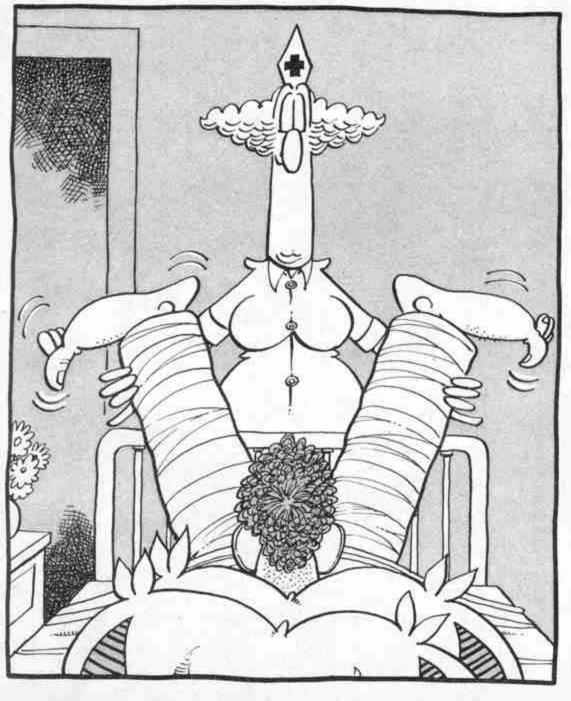


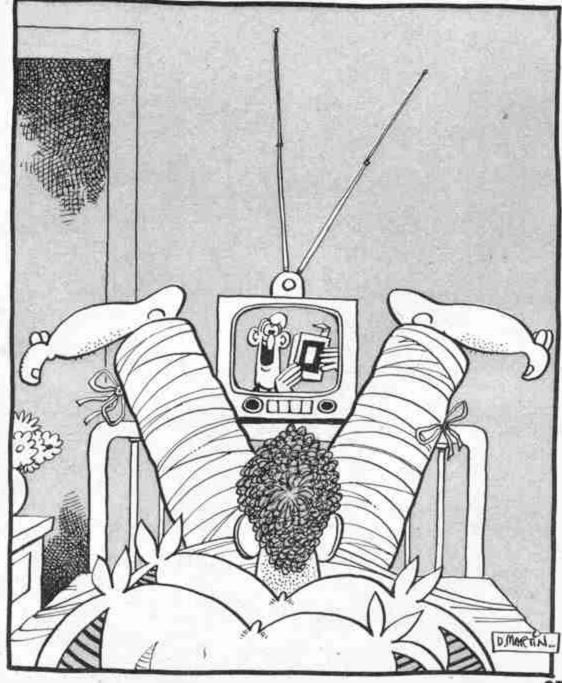
DON MARTIN DEPT. PART III

ONE EVENING IN A HOSPITAL ROOM









ES A BEAR SPIT IN THE WOODS? DEPT.

NEXT TIME THE OPPORTUNITY ARISES, SURPRISE YOUR FRIENDS WHO ASK IDIOTIC

WEALER BURE

Does Dolly Parton have trouble

Does airport luggage take forever to arrive? Is John Denver laid back?

Is the Post Office slow?

Do supermarket shopping cart

Are visiting Conventioneers horny?

Does Times Square have hookers?

Is the dollar worth fourteen cents?

Does Clint Eastwood have only one facial

Do McDonald's counter

Is there doggie-doo on New York City sidewalks?

Is the "TV Guide Crossword Puzzle" easy?

OBVIOUS QUESTIONS WITH ONE OF THESE NEW, UPDATED MAD VERSIONS OF ...

(CATH()) (CY?"

Do the Osmonds have teeth?

seeing her navel?

Can you get a hernia from opening a child-proof safety cap?



Has "Star Wars" been commercialized? Does Ilie Nastase get fined?

wheels wobble?

Does Howard Cosell wear a rug?

Does John McEnroe pout?

expression?

Is there pot smoke in a High School bathroom? Is Merv Griffin mediocre?

Do fish choke in Lake Michigan? clerks have pimples?

Do Pintos explode?

Does Johnny Carson take time off?

Does MAD capitalize on flimsy premises?

MELTING THE POT DEPT.

When people want to burn calories to lose weight, they think about strenuous activities like swimming or jogging or tennis. Somehow, they never consider

ame BURNING CALOR TO...

JUMPING TO CONCLUSIONS



225-350 Calories

EATING CROW



110-175 Calories

SWEATING OUT A DOCTOR BILL



350-475 Calories

CROSSING A STREET AGAINST THE LIGHT



250-325 Calories

WATCHING THE BOSS'S SECRETARY WALK BY



450-575 Calories

CARRYING SUPERMARKET BAGS OUT TO THE CAR



875-1025 Calories

the simple everyday activities that are already burning up plenty of calories. We'll show you just what we mean as your slightly overweight Editors present:



ESWITHOUT EXERCISE

ARTIST & WRITER: DON EDWING

TAKING A FINAL EXAM



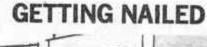
800-1000 Calories

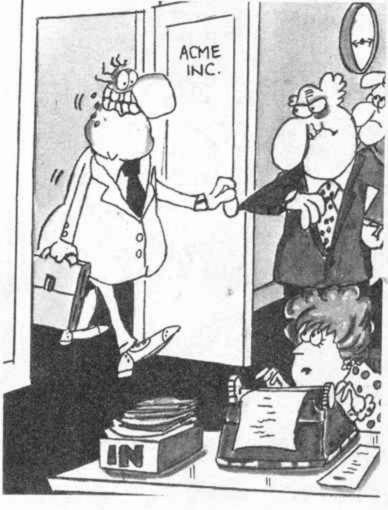




COMMUTING

675-800 Calories





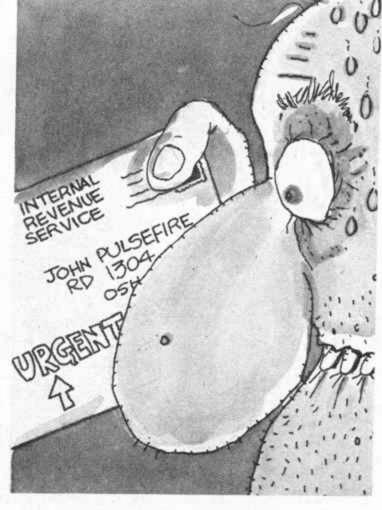
75-150 Calories

LEAVING FOR WORK FIVE MINUTES LATE



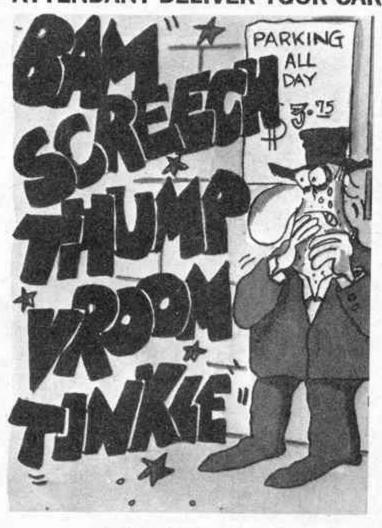
350-425 Calories

GETTING AN ENVELOPE FROM THE I.R.S.



375-450 Calories

WATCHING A PARKING LOT ATTENDANT DELIVER YOUR CAR



525-675 Calories

BEATING AROUND THE BUSH



125-175 Calories

GETTING STUCK FOR THE TAB

180-235 Calories



400-500 Calories

LISTENING TO THE NEWS



50-85 Calories



950-1400 Calories



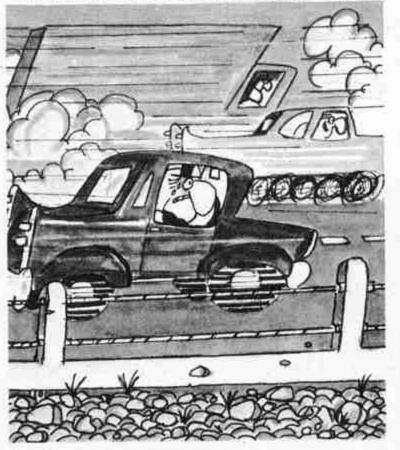
1100-1200 Calories

DUCKING CONFERENCES



150-225 Calories

MERGING ONTO A HIGHWAY

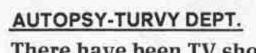


375-450 Calories

GETTING UP IN THE MORNING



200-275 Calories



There have been TV shows about some pretty dull professions: School Teachers, Bar Tenders, Auto Mechanics, Brewery Workers, Junk Dealers, etc. Mostly, these shows were just boring, and put you to sleep! But there's one long-running series about a real far-out profession: a Medical Examiner (which is fancy for Coroner!). This program has a different effect on us. Mainly, every time we watch it, we feel ...

Ladies and Gentlemen, you are about to enter the fascinating world of FORENSIC EATING!!

I have here the corpse of a male Tom Turkeyage, 2 years-weight, 35 pounds-height, 3 feet!

A violent blow delivered to the neck, severing the spinal column and jugular vein . . . causing massive bleeding and the loss of its head! There is also evidence of some severe contusions of the skin, resulting in the violent removal of its feathers!

I'll need some bowel samples . . . and several digestive tract specimens to complete my tests, but that can wait! Right now, I'm sure that everybody is STARVING . . . so let's dig in . . .

Forget it!! I just lost my ap-

This is the last time I every come to Queezy's for Dinner!!

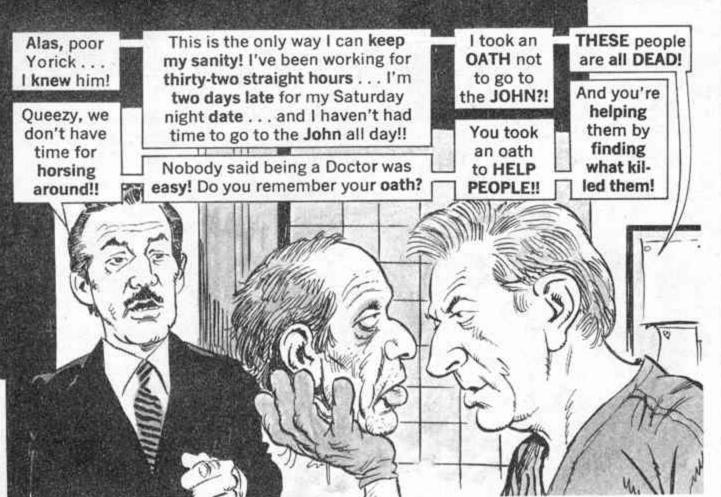
At least he coulda COOKED the bird

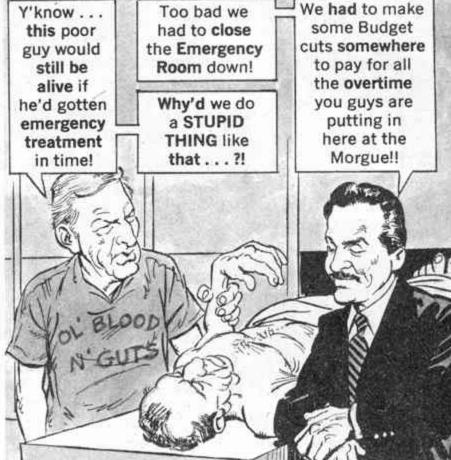
Queezy ... when you set the table, you forgot

Yeah? What's that?

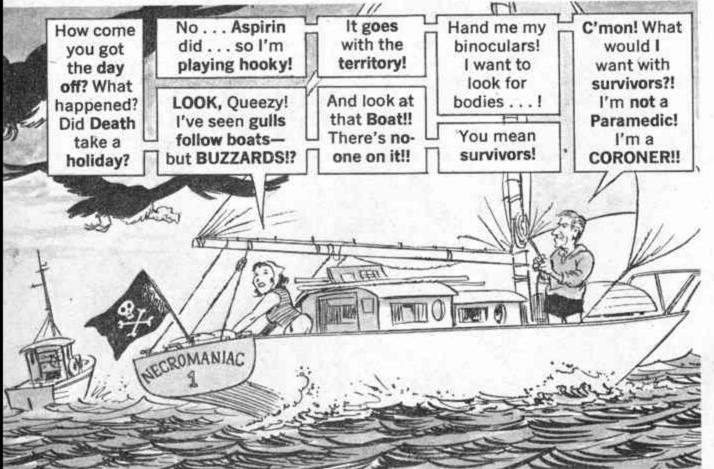
WRITER: LOU SILVERSTONE ARTIST: ANGELO TORRES







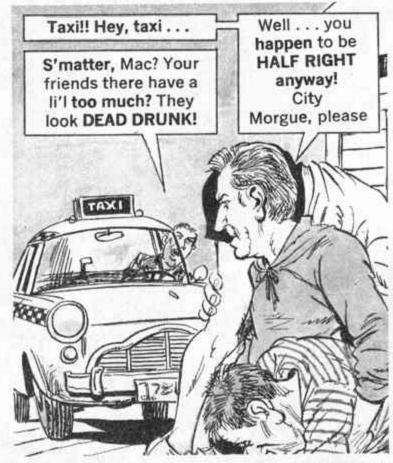
What about your





I guess now







Come back! I'm gonna turn you





We all have those feelings! Take those two cadavers you brought in . . .!
They APPEAR to be drowning victims, but they've
REALLY been POISONED!
Now I KNOW I've lived
through THAT plot before!



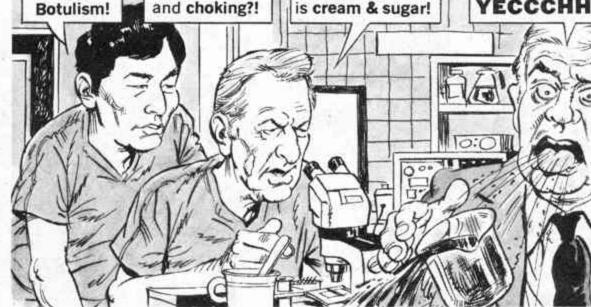
Queez, from the symptoms, I'd say it was

Gee, whatever happened to good old-fashioned TV homicides like shooting and stabbing and choking?!

There's no trace of poison in the gastric juices! All that shows up is cream & sugar! Queez, you're testing Lt. Moronohan's coffee!

Ha-ha! That's a hot one! Uh—WAIT A MINUTE!! If you're testing my coffee, what am I drinking . . . ?!

YECCCHHHHHH!!





Oh, my God!!
An epidemic
would be
unthinkable!

See?!? You really care about people!

PEOPLE? I care about my BUDGET!
We can't AFFORD another epidemic!
Last week we had a first outbreak
of Bubonic Plague in four hundred
years! And the week before, we had
a Terminal Athlete's Foot epidemic! Do you have any idea what our
refrigeration bill is this month?!



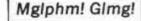
This is the first time I've sat down to eat in a week!

Let's go, Queezy!! They just brought in another Botulism case . . . ! What's the big hurry? The guy's not GOING anywhere!

This one's still alive, so get moving! You haven't got time for luxuries like eating! Ahh . . . bring me a menu, Bum! I'm STARVING!

I can't go! We haven't done our weekly Lunchtime bit where I tell a joke, and you give away the punchline!

Okay! Okay! One to hold the light bulb, and two to turn the ladder! Now GET GOING!



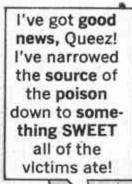
Sorry! I haven't finished my lunch yet! I have to talk to your patient, Doctor! Maybe he can supply us with information that will save hundreds of lives! Alright, but only for two minutes! He's in critical condition ... and the slightest shock could prove fatal!











That's fantastic,
Spam! Now all we have to do is check out all the places that serve candy and goodies and we've got the thing whipped!!

There must be THOUSANDS of places! It's an impossible job!

In real life it would be! This is TV! Nothing is impossible! How about shows with realism or humor or good taste?

Well . . .
EXCEPT
for that!



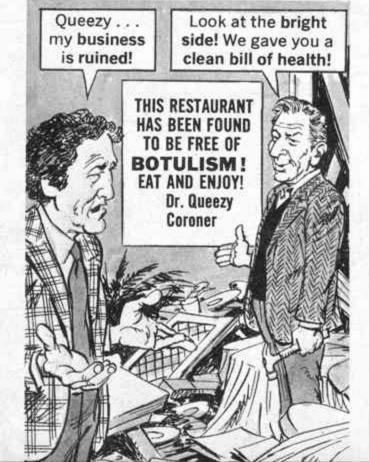


Who's gonna Don't remind Come back me! Other order a Queezy later! The Sandwich . . . restaurants place is so get Sports chopped liver crowded, you figures and and brains on might start **Movie Stars!** white bread?! a panic!

Hi, I'm from the Medical Examiner's
Office! There have been five fatal
cases of food poisoning! I'd like
to check your Mousse for Botulism!







Look! A Snow Cone Vendor! I haven't had one of those since I was a kid!

How's business?

Don't ask!! All week long, I only had five customers! It's those fast-food joints! People don't appreciate fine quality any more!



Maybe
it's your
location
—next to
the City
Dump!

Wait a minute! Wow! Talk about your unlikely coincidences! I know this is a long shot, but he had FIVE CUSTOMERS, and we've got FIVE BODIES . . . and they all ate something sweet!!





WHAT IS A RIDICULOUSLY EXPENSIVE TRIP TODAY THAT MOST OF US WOULD RATHER AVOID?

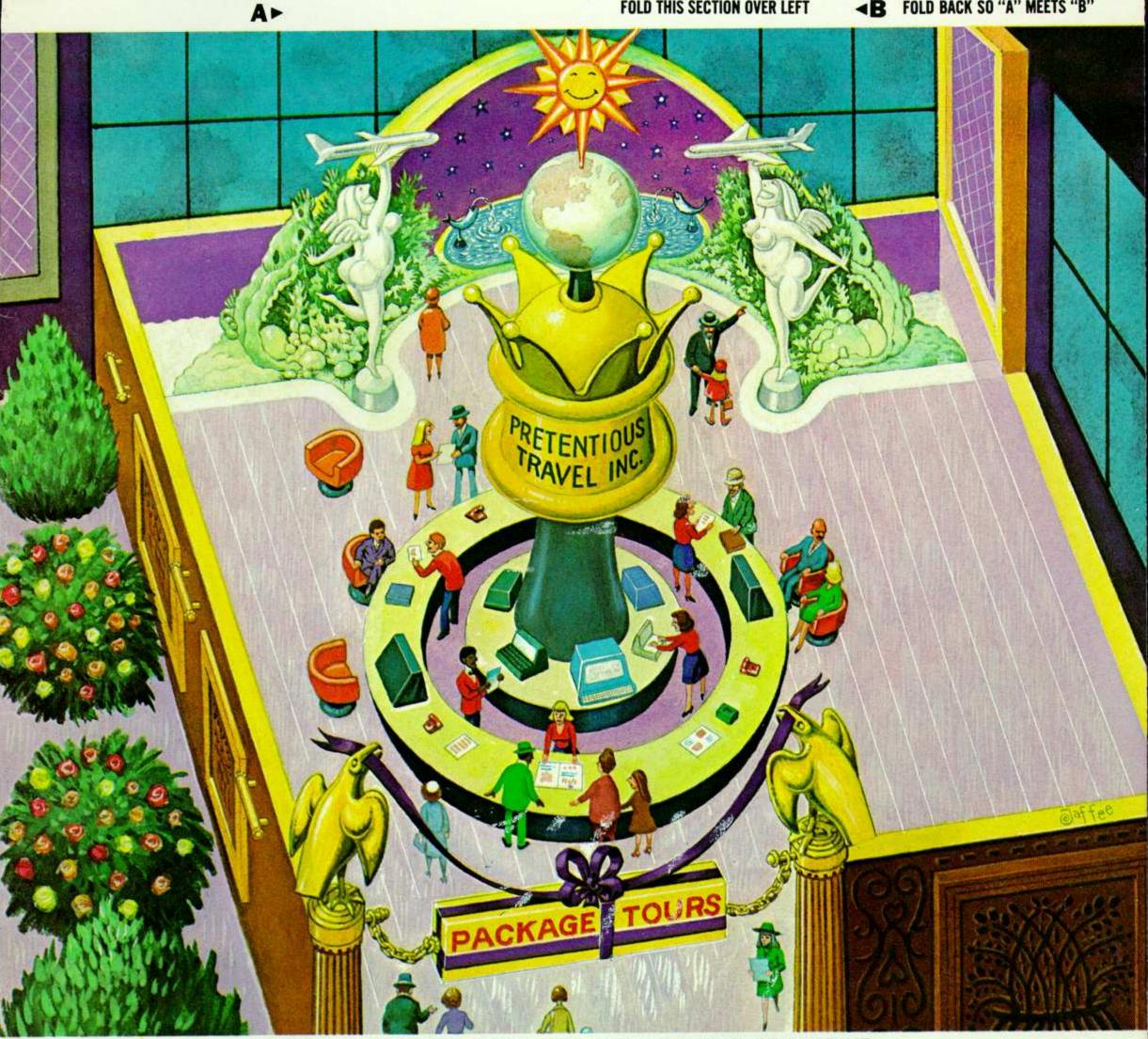
HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Almost all Travel Ads today seem to feature "Bargain Trips". However, there is still one trip that remains as costly as ever. To find out what that trip is, fold in page as shown.



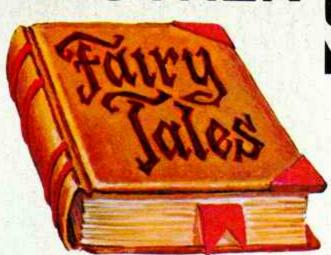
FOLD THIS SECTION OVER LEFT

■B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE

THOUGH BARGAIN TOURS ARE POPULAR, ONE EXPENSIVE LUXURY TRIP IS STILL BEING TAKEN. EVEN THE LEAST OPULENT OF THESE HAS TO COST YOU A SMALL FORTUNE!



ANOTHER SCENES WE'D AeTO See

(THE FROG PRINCE)





