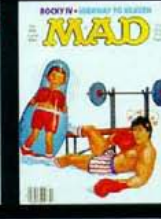
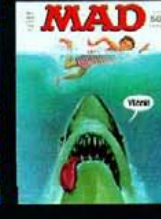




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MAD

Readers' Choice 2

Super Special

Number 131

October 1998

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MAD SUPER SPECIAL NUMBER 131
OCTOBER 1998 (ISSN 1081-471X).

MAD Super Specials are published eight times a year by E.C. Publications, Inc. 1700 Broadway, New York, N.Y. 10019. Entire Contents copyright © 1956, 1960, 1961, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1973, 1976, 1979, 1981, 1982 and 1998 by E.C. Publications, Inc. The names and characters used in MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in the U.S.A.

DEPARTMENTS AND COMMENTS, part 1

ONCE UPON A TIME-AND-A-HALF DEPARTMENT

Bedtime Stories as Told by Job Conscious Fathers.....**2**
This volume of Reader's Choice begins with an article from July, 1961 illustrated by Wally Wood and written by Frank Jacobs. This four-page story was very effective because it really did put people to sleep — much like speaking with Frank on the phone does!



WHO'S MINDING THE STORK? DEPARTMENT

A MAD Look at Sex Education in the Schools.....**6**
Contrary to what some people may think, sex education was being taught in schools as early as March, 1969. That's why we ran this article by Jack Kent that month. We're reprinting it this month because we like to get the word "sex" in MAD as often as possible! Requested by Ronald Vairo of East Lyme, CT.



DON MARTIN DEPARTMENT

On the "Tarzan" Set.....**9**
There's nothing like a Don Martin-illustrated gag with a gorilla, a fat annoying woman or a guy run over by a steamroller in it. In this classic "switcheroo" from October, 1967, it's a gorilla!

FAT CHANCE! DEPARTMENT

That'll Be The Day!.....**10**
A simple idea perfectly executed by writer Dick DeBartolo and artist Paul Coker. If we did this article today, we'd probably show the Chinese Prime Minister saying, "Free speech for all effective immediately, and next month — democratic elections!" From January, 1971.



BERG'S-EYE VIEW DEPARTMENT

The Lighter Side of Amusement Parks.....**12**
Reader Meghan McLeod of Methuen, MA requested this article from July, 1969 about a magical fantasy world where nothing is real. Come to think of it, that could be said about any episode of "The Lighter Side."

THE BEST SPLAYED PLANS DEPARTMENT

An Architectural Triumph.....**17**
Al Jaffee takes on the world of architecture. If this skyscraper was actually constructed, it would be the most appropriate building ever to have Donald Trump's name on it. Originally published in January, 1974 and requested by Blake Masters of Tucson, AZ.



SHAW-FIRED PLOT DEPARTMENT

My Fair Ad-Man.....**19**
Written by MAD co-editor Nick Meglin, this, the first-ever MAD musical parody, opened the door for us to publish dozens more over the years. We've never forgiven Nick. From April, 1960.

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy.....**26**
A devious tale from July, 1965. Oh my God! Now that we think of it, either the White or Black Spy was being killed in every episode of Spy Vs. Spy decades before Kenny was being killed in every episode of South Park. That's \$#@% up, dude!



Continued on Page 27



Editor's Note:

Many readers chose their favorite articles from the first 23 issues of MAD. We didn't include any of those stories here because we're already reprinting them in an eight-volume, full-color series called *Tales Calculated to Drive You MAD!* The next 96-page issue goes on sale January 18th, 1999! Don't say we didn't tell you!

Were these readers' favorites YOUR favorites? Do you think there should be a *MAD READERS' CHOICE VOLUME 3*? Then write down YOUR three favorite MAD articles of all time and tell us why you picked them! We have bad memories, so try to include the issue number and the artist's and writer's names too! Include your name, address and phone number and send it to:

MAD 1700 Broadway New York, NY 10019
Attention: MAD FAVES EDITOR

DECLARATION OF DEPENDENCE DEPARTMENT

MAD's "Lifetime—People" Chart **28**

Illustrated by MAD's first art director, John Putnam, this piece from April, 1966 was requested by Marge Lotter of Horsham, PA. She writes, "This article chronicles our lives from birth to age 65 and beyond. It has guided my future for over 30 years." If, like the *Psychic Friends Network*, we charged \$3.95 per minute for guiding someone's future, Marge would now owe us \$62,329,104 and counting.

DON MARTIN DEPARTMENT

The Hunter **30**

Reader Mark D. Grebenau of West Orange, NJ shares this story: "Several of us at Yeshiva University were sitting around and the topic of MAD and Don Martin came up. Someone said 'How about the moose call?' and those who knew the cartoon started breaking up, able only to dissolve into helpless giggles." And Yeshiva wonders why it's not considered ivy league! From March, 1964.

SEUSS YOUR OLD MAN DEPARTMENT

The Cats Are All Bats **31**

What if Dr. Seuss left the world of fantasy and wrote about the world of today ("today" being October, 1967)? Only a Grinch would argue that this is anything but a classic of rhyming parody.

SLIPPED DISC DEPARTMENT

The Rise and Fall of a Recording Star **36**

"VERY sad and very thought-provoking" is how John Lockwood of Washington, D.C. describes this Jack Rickard-illustrated article from June, 1963. Thanks, John! As humorists, we know we've done our job when readers characterize our articles as "very sad."

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy **38**

Exquisite espionage from January, 1967. As far as we can tell, this is the first time this page has been reprinted in 20 years. Some might say it hasn't been reprinted for a good reason!

RIGHT WING-NUTS DEPARTMENT

The Model Majority Manual **39**

Reader Andrew C. Jones of Gladstone, MI summarized this article as "A Corrosive satire that burned that bunch where they deserved to be burned." From April, 1982. Amen!

WE GOT YOUR PENUMBRA DEPARTMENT

The Shadow Knows **46**

This is the first of an occasional feature by Sergio Aragones from December, 1966. Plans for a 1998 "The Shadow Knows" were scrapped due to excessive cloudiness brought on by El Niño.

TUNING FORK DEPARTMENT

Songs of Food **48**

Requested by Sharon Wood of Millbury, MA, she writes of this article from April, 1967, "We used to sing these at school lunch and on the bus." If you don't know the songs to sing Frank Jacobs' lyrics to, ask either your parents or Sharon's bus driver.

INHALE-SAFE DEPARTMENT

Some MAD Devices For Safer Smoking **50**

This inventive article, first published in December, 1964, incited the false (we think) rumor that artist/writer Al Jaffee and former Surgeon General C. Everett Koop are brothers. Requested by Tate Graham of Ontario, Canada.

DON MARTIN DEPARTMENT

Don Martin Takes a Last Look at the Same Fairy Tale **54**

Lesly Van Dame of Houston, TX writes of this one-pager from September, 1969, "It reminds me that MAD gets away with things no one else would even dare to try. Also, I liked it because it poked fun at the 'male saves helpless female' theme while admitting once and for all that women do have..." (to tell you the rest of her quote would be giving away the ending. Go look at it!)

MAD Readers' Choice 2 Super Special



DEPARTMENTS AND COMMENTS, part 3

GIFT TILL IT HURTS DEPARTMENT

A MAD Shopping Guide to Gifts for Finks 56
This article was requested by Manuel Ferro of New Bedford, MA. We present it now as our gift to him. Any inference that Mr. Ferro is therefore a fink is purely your own, fink! From January, 1967.

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side of the Boss 58
This edition of "The Lighter Side" from July, 1965 takes us back to a time when bosses were dim-witted, self-important tyrants, ready to fire decent, hard-working employees at the drop of a hat. Come to think of it, it looks like time has stood still here at the MAD offices! Requested by Sal Vitela of Lake Havasu, AZ.

COMMON CENSOR DEPARTMENT

MAD's "Nice" Graffiti 62
Jason W. Smith of Fayetteville, NY writes that this article from July, 1976 is "Clever word-play in the grand MAD tradition." Kind words, which make the many hours artist Bob Clarke spent skulking around public restrooms researching this article all worthwhile!

BEAT-A-PATH DEPARTMENT

MAD Builds a More Civilized Mousetrap 64
Though this article (the oldest in this volume) appeared in MAD #30 in December, 1956, artist Jack Davis was already a grizzled MAD veteran, having illustrated the very first story in MAD #1 four years earlier. Hoohah!

MANY UNHAPPY RETURNS DEPARTMENT

The Rejection Slip 66
"The Rejection Slip" is, ironically, the only article artist/writer Tom Hudson ever had published in MAD. Reader David Robinson of Peterborough, England analyzed the piece by writing, "...its three short pages encapsulate the MAD approach, and the fictitious replies from the magazine nevertheless have an authentic ring..." We reject that analysis, but print it here nonetheless. From July, 1963.

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy Vs. Spy 69
When the Gray Lady Spy was introduced in September, 1962, the Diabolical Duo became a Treacherous Trio, which was good news for fans of alliteration everywhere. This episode is from April, 1965.

HAIL TO THE CHIEF COPYWRITER DEPARTMENT

President Johnson on Madison Avenue 70
An article from a time when some people still had respect for our elected officials. Lyndon Johnson, by the way, was the 36th President of the United States. From October, 1967.

WITHDRAWN AND QUARTERED DEPARTMENT

What is an Introvert? 74
First appearing in 1966, the "What is a...?" series presented essays (which we normally wouldn't print) by MAD writer Tom Koch combined with illustrations by Sergio Aragones (which we normally would print, providing we had an appropriate essay to accompany them. You see our problem). This installment is from June, 1974.

BOTTLED POP DEPARTMENT

Fathers are Two-Time Losers 76
One of MAD writer Stan Hart's many biting articles about family life. Since this article is from June, 1966, the kids in the "now" examples are Baby Boomers shown 32 years ago. Maybe they're (gulp!) your parents!

DON MARTIN DEPARTMENT

Gambling in the Amazon 79
There's nothing like a Don Martin-illustrated gag featuring smelly cavemen, a pot-bellied headhunter or a guy having his tongue run over by a parade. In this classic "fakeout" from June, 1967 it's a pot-bellied headhunter!

INSIDE BACK COVER

For over 36 years, Al Jaffee's MAD Fold-Ins have dealt with subjects such as war, music, politics, crime and society. This one dealt with a topic close to Al's heart — fans of MAD Fold-Ins. From January, 1982.

BACK COVER

The Three Mile Island nuclear reactor accident in 1979 prompted this MAD mini-poster, in which, as reader Joe Gibbons of Andover, NJ points out, "It includes the one thing we never thought we'd hear Alfred E. Neuman say." Since Andover, NJ is only 132 miles from Three Mile Island, we understand why this one from October, 1979 stood out in Joe's memory.

MARGINAL THINKING DEPARTMENT

"Drawn Out Dramas" by Sergio Aragones **
***Various places around the magazine*



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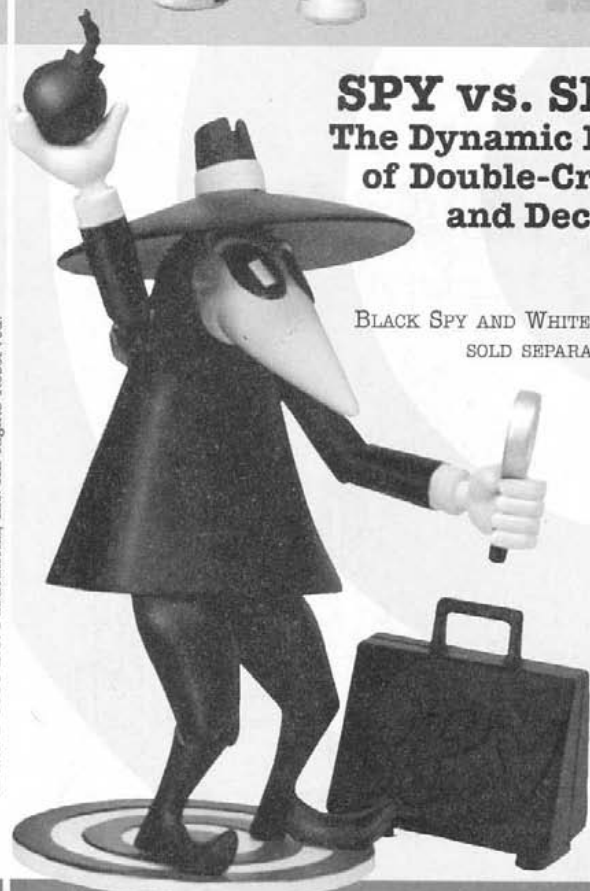
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DIFFERENCE
BETWEEN AN
IDIOT—AND
SOMEONE
WHO FOLDS
"FOLD INS"?

◀ A MAD FOLD-IN RIDDLE

For years, we've wondered what kind of person actually sits down and "folds" a page so the little "A" meets the little "B." Well, we've found out! And if you want to know too, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



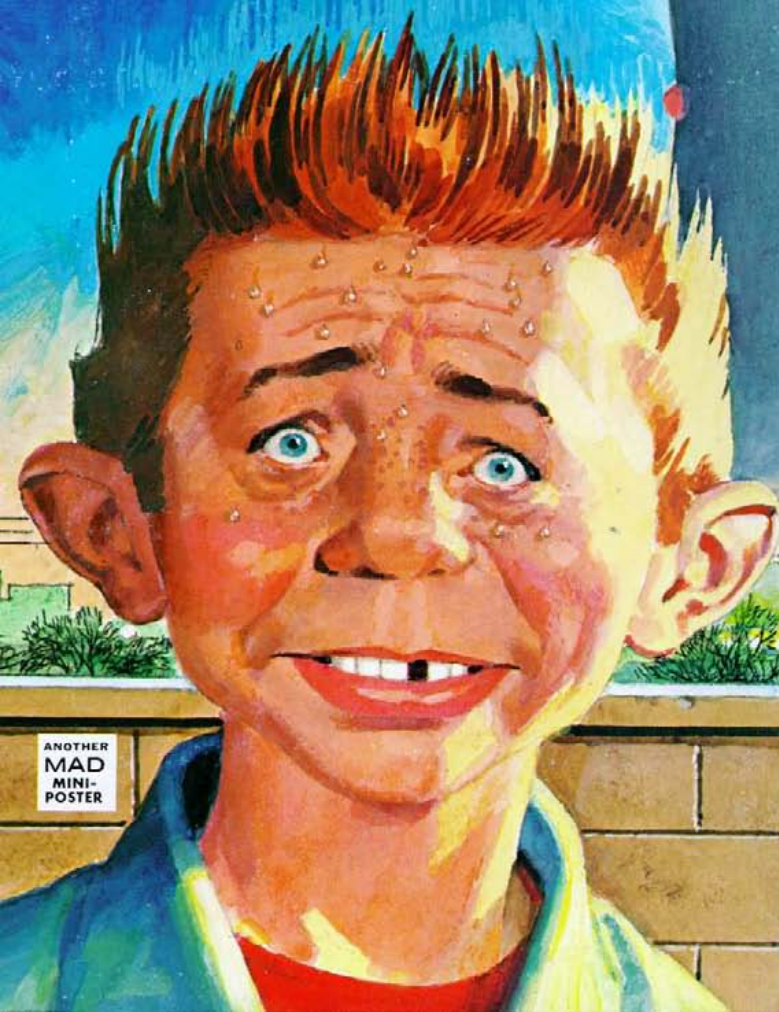
TREMENDOUS NUMBERS OF PEOPLE EVERYWHERE
IN THE WORLD HAVE FOLDED FOLD-INS. THIS
NONSENSICAL ACT REVEALS THEIR TRUE IMAGE

A▶

◀B

ARTIST & WRITER:
AL JAFFEE

**YES...ME
WORRY!**



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POSTER

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POWER
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