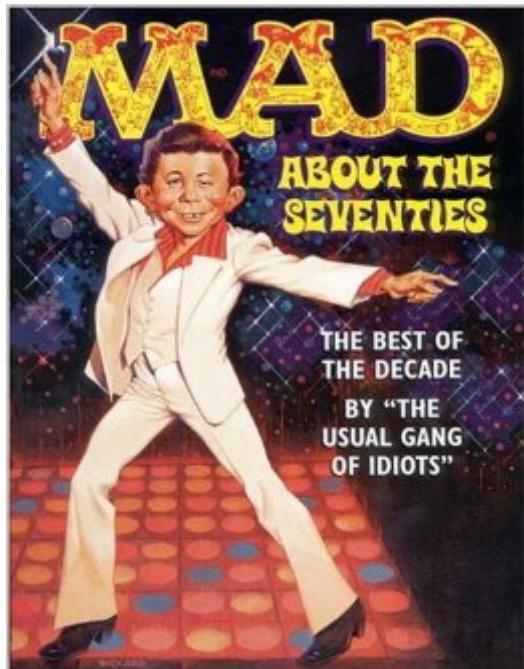


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# Mad About The Seventies: The Best Of The Decade



## Synopsis

Alfred E. Newman does disco? Ecch! In the bestselling tradition of "MAD About the Sixties," here is a hilarious look back at the "Disco Decade" from America's foremost satire magazine. Illustrated throughout in color and black and white, this MADcap compendium rehashes the best send-ups, takeoffs, and put-ons from the era that gave us Spiro Agnew, smiley faces, and the Bee Gees. You'll be grateful for these dead-on parodies as "The Usual Gange of Idiots" - the artists, writers, and editors of MAD Magazine - present classic features from their past. So sit back, grab a Billy Beer, and get down, get funky, and get it on with "Mad About the Seventies." And may their farce be with you!

## Book Information

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## Customer Reviews

Mad as a magazine hit its pinnacle in the mid 1960s and then began a decline away from the adult readership to the aimed at kids pap it is today. The 1970s was however was a fertile period but you can see Mad's shift away from social issues towards the entertainment industry. Still a fun read though.

Reading this book shows you MAD Magazine as it once was, the only place where anyone and anything can be slammed without stirring controversy. I am a MAD subscriber and the issues I get have a lot of sexual innuendo or white trash humor or stereotypes of young adult life. (But it's still funny) MAD was great in the 70s, and am I glad to own a copy of this!

If you lived through the seventies, and watched t.v. and movies during that period, this will bring all

of the fun memories back to you! The satires of the movies and t.v. shows are, in particular, HILARIOUS!!!

I got this as a gift for my dad who was in high school in the seventies so I thought it would be pretty cool for him to go back and read a lot of the MADs that the kids were reading those days. From what I have heard he loves it. MAD never lets you down!

This is the third "MAD About . . ." book I've gotten. I related to the other two ("the Fifties" and "The Sixties") because I was just starting reading MAD in the late Fifties and through most of the Sixties I bought just about every issue of MAD and owning the book on the Sixties brought back so many memories of all the times I had laughed uproariously at the unique humor of the MAD writers and artists. However, by the Seventies I had outgrown MAD (or so I thought) and was embarking on my career as a teacher. I don't think I bought more than two copies of the magazine that entire decade. And that's why I found MAD About the Seventies to be so funny and informative. To me this was all new material. And I was able to see what I had missed by not purchasing MAD during that time. The best of the parodies, David Berg's "The Lighter Side of . . ." and Don Martin's cartoons were all there, as were other ongoing features that were part of the magazine. It was a delightful experience. Having read it, I was convinced that MAD was still a great magazine back then, and much better than the late Nineties, which I occasionally glanced through one of the copies of MAD my own kids had bought.

I read and collected MAD in the 70's and when I went off to college my mother allowed my nephew to "borrow" them and I never got them back-an entire decade of MAD was gone. This book brings back all the great memories and I love the artwork (I was an art major). Only disappointment: It doesn't include the satire on "The Sting" but it does show the cover of that issue.

I Love Disco Music and other things about the decade of the 1970's. This magazine is perfect for anyone that loves the Decade of the 1970's. It features all of the Mad magazines from the 1970's and all of its Moderness (at the time) and it also features many of Mad's famous Fold in Pages.

Brings back lots of memories. This satirical reprint of MAD from the 70s is a wonderful gift for anyone who appreciates satire--whether you were there in that decade or not.

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