

# Another Lemon Issue Of **MAD**

No.  
279  
June  
1988

Our  
Price  
\$1.50  
Cheap!

If You Don't Believe Us, Go Scratch!



06



IN THIS ISSUE WE STINK UP  
**FATAL ATTRACTION & DESIGNING WOMEN**



# IT'S BACK! THE BOARD GAME THAT TURNS YOU, YOUR FAMILY AND FRIENDS INTO RAVING LOONIES!

The goofed up, wacked out, insane, weirdo,  
off beat, odd ball, freaky, idiotic,  
**MAD MAGAZINE GAME.**

 PARKER BROTHERS

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# MAD

"When most people put in their two cents worth, they aren't overcharging!"  
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*

DICK DE BARTOLO *creative consultant*

JACK ALBERT *lawsuits* ANNE GAINES *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: JAMES WARHOLA

BACK COVER WRITER: DICK DEBARTOLO PHOTOGRAPHER: IRVING SCHILD

THE MAD FAT BOYS:

AL GOLDSTEIN, Newspaper Publisher and Renaissance Man

LYLE STUART, Book Publisher, who has More Money than Goldstein

BILL GAINES, Magazine Publisher, who Eats Better than Both of the Above

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## VITAL FEATURES

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# Did we PICK our revolting best? Who NOSE???

Fall  
1988  
Super  
Special

## MAD GROSS-OUTS



16 PAGES OF COLLECTOR'S ITEMS  
INCLUDING A 48-PAGE HEAP OF OUR VILEST,  
MOST DISGUSTING, YECCHY TREASURES!

Hankering for some  
**JUICY**  
**TIDBITS?**  
Boogie down to your  
newsstand and pick  
yourself a winner!

**MAD**  
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### LETTERS AND TOMATOES DEPT.



#### "ROBOSLOP"

I have a question. In your satire "Roboslop" (MAD #277), what's the droid's name? On page five he's Rubbishcop, on page six he's Hobocop, on page seven he's Rotocop, Robocrock, Rubecop and Roboflop and on page eight he's Roboschlock and Rubbishcop. So what's up?

Todd Scott  
Hanover, PA

What's up? Obviously not your I.Q.! — Ed.

#### CRITIC'S ACCLAIM

MAD's brilliant Jack Davis showed his acumen (has he no shame?) by putting me in front of those movie review clods (oops—I almost said "those other clods"!). A couple of those guys have no vocabulary—cut off their thumbs and they can't express an opinion! OK, I'll take the oath and pledge!

Gene Shalit  
The Today Show  
New York, NY



"Today Show" film reviewer Gene Shalit takes "The MAD Movie Critic's Pledge" from issue #275.



#### MORON MAIL

While listening to the radio the other day I heard the Beatles song, "I Wanna Hold Your Hand." I was thinking, if they were cannibals, the song would probably sound like "I Wanna Eat Your Hand!"

Mike Bilsky  
Closter, NJ

Phew! It's a good thing you weren't listening to "God Bless America" or "Like a Virgin"! — Ed.

### THE \$80,000 CAPTION

While reading your "Letters and Tomatoes" Dept. in MAD #277, I saw something about the missing caption from "Your Pet Knows" in MAD #275. Is it true it is worth \$80,000? And if it is, would you like to buy one?

Amanda Gilbreath  
Double Springs, AL

I sold my copy of MAD #275 with the missing caption to a local collector and I only got \$1.00 for it because it was used. Where's my other \$79,999?

Paul Bartell  
Lindenhurst, NY

In issue #277 you said that some issues of #275 are worth \$80,000. Is this true or are you pulling my leg? I have an issue like the one stated. Even if it's only worth a lousy \$1.50, it'll be worth selling!

Nicole Gray  
Lorain, OH

We are sorry to inform everyone that the issue in question is no longer worth \$80,000. In fact, we've heard a rumor that popular demand has pushed the price of this rare collector's item to \$125,000 (Cheap!). Check with your local comics dealer, as prices fluctuate greatly! — Ed.

#### "HOT AIR" MAIL

Your timely, biting satire on the "Moral Majority" in the Hot Air MAD Super Special #63 had me chuckling. I'm just glad someone has finally had the guts to take on these narrow-minded bozos. If only you had thought to do a satire on Jerry Falwell and the rest of that gang 10 years ago, maybe they wouldn't have gotten so far with their dastardly schemes. Oh well, better late than never!

David Nethery  
Glendale, CA

You're right, David. It would have been much more timely if we had run "The Moral Majority Manual" in oh, say, MAD #230 (April '82)! Guess we just missed the boat. — Ed.

#### SATURDAY NIGHT JIVE

I thought MAD only published satire, not the cheap potshots usually found in gossip tabloids. You owe Garrett Morris and Laraine Newman—two wonderfully talented if underrated performers—an apology after what you wrote about them in "Junky Video Collections We're Sure to See" in MAD #277. What makes me doubly angry is the fact that you probably don't care about the insulting comments you made. To you, it was just one more lame joke in a second-rate article no one will look at twice.

Will Day  
Bangor, ME

No one would have looked at the article twice, Will, but now everyone who sees your letter will go back and enjoy our cheap shots once again. Thanks for writing! — Ed.

## GILBERT FINDS HIMSELF

After playing the lawyer in "Beverly Hills Cop II" it was with great joy and even greater shame that I found my picture in MAD #275! Thanks!

Gilbert Gottfried  
New York, NY



Comedian Gilbert Gottfried, from "Beverly Hills Cop II," finds his picture in MAD #275.

## MORE MORON MAIL

If MAD isn't the best magazine around, my name ain't Jack Tremp!

Tim Hammack  
Collinsville, IL

And if yours isn't the most asinine, trivial and boorish letter we've ever printed, our name ain't Ed.I-Ed.



## THE ENVELOPE, PLEASE

And now, my personal "Best of the Year Awards" for 1987:

*Best Movie Satire:* Star Blech IV (#271)

*Best TV Satire:* Amends (#273)

*Best Article:* In the Beginning... (#274)

*Best Satire of a Movie that Deserved It:* Crock O' Dull Dumme (#273)

*Best Satire of a TV Show that Deserved It:* Perfectly Strange (#270)

*Best Lighter Side Of...:* (#273)

*Best Spy Vs. Spy:* (#275)

*Best Cover:* Alfred E. Headroom (#269)

*Best Marginal:* Page 31 of issue #268

*Best Poem:* Dr. Ruth (#275)

*Best Fold-In:* Dial-A-Porn (#270)

*Best Super Special:* MAD Mania

*Best Paperback:* Wet and Wisdom of MAD

*Best Overall Issue:* #275

There you have it. Thanks and goodnight.

Justin Meadows  
Arvin, CA

Best Letter of the Letters Page: not yours! — Ed.

Please Address All Correspondence To:  
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USE COUPON OR DUPLICATE

AND THEY CALL IT YUPPIE LOVE DEPT.

Why did this very ordinary movie draw such a big audience? Is it a modern morality tale illustrating the evil that can befall one who transgresses his marriage vows? *Nah!* Is it a cautionary tale about fooling around with a modern woman? *Nah!* Is it a warning to Yuppies about the perils of being upwardly mobile? *Nah!* So what is it? Who knows! But one thing is certain—for millions of people this film was a

# Feeble ATTRACTION

ARTIST: MORT DRUCKER

WRITER: STAN HART



Hi, I'm Alox and I have a terrific job! I'm a book editor in a big publishing house and I'm right under the president!

How'd you get that great job?

I just told you! Now listen, let's not rush this relationship! But at the outset, there's something I have to know! What's your name?

Duncey! And even though we're rather intimate for people who've only known each other seven minutes, there's something I have to ask, too...

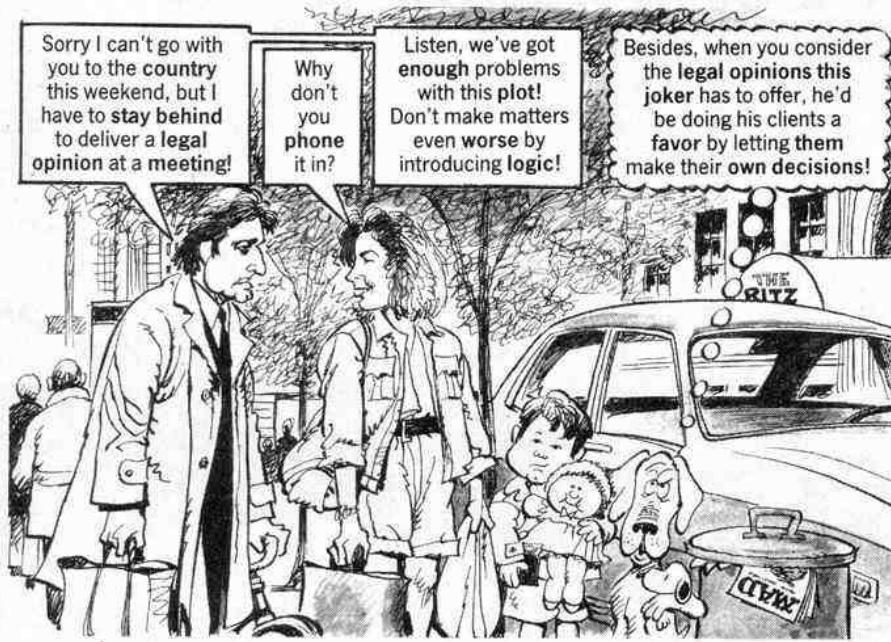
The answer is, "No, I don't have any communicable diseases!" I'm in a very low risk group!

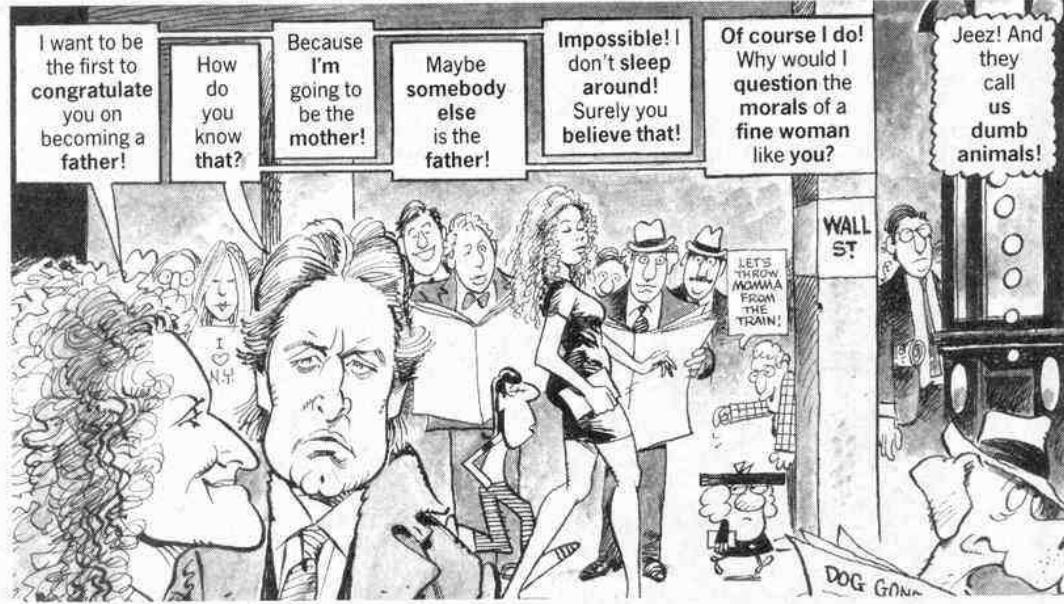
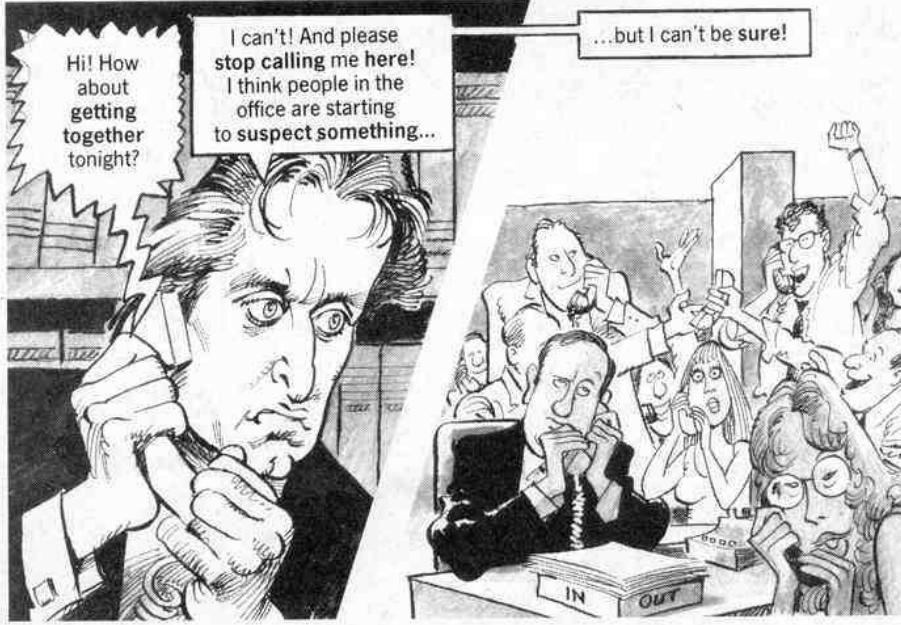
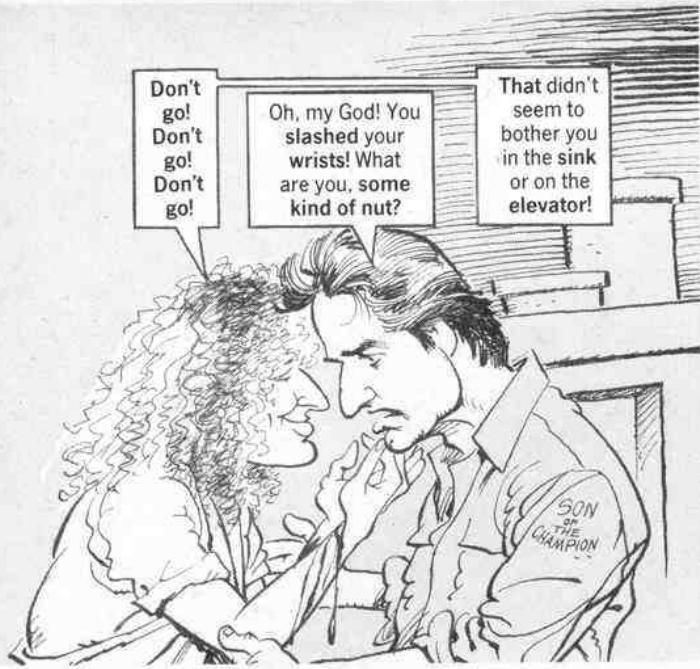
Oh? Which group is that?

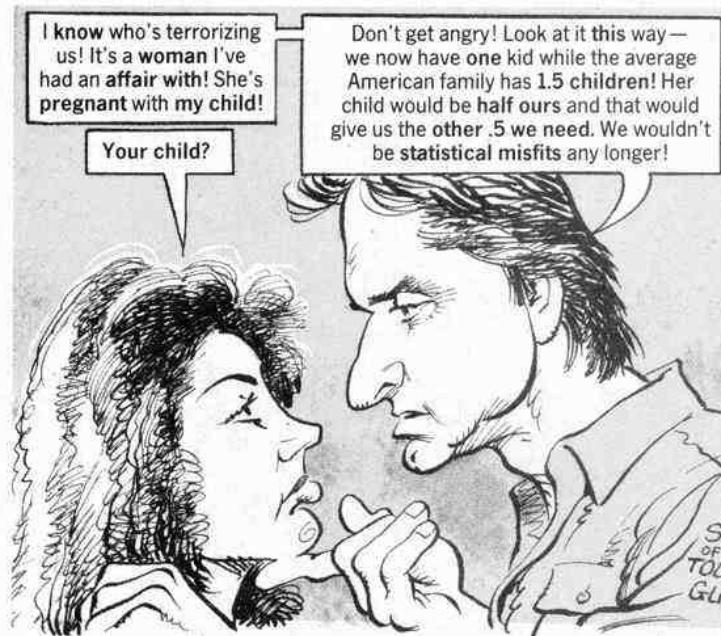
Homicidal maniacs!

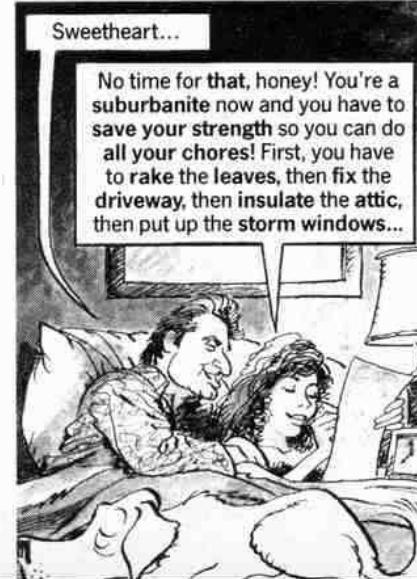
I hate watching my master cheat on his beautiful, trusting wife without feeling any pangs of conscience! He's acting like an animal! Not this animal, mind you — me he had fixed! Had he been fixed, it would've saved us all a lot of trouble!



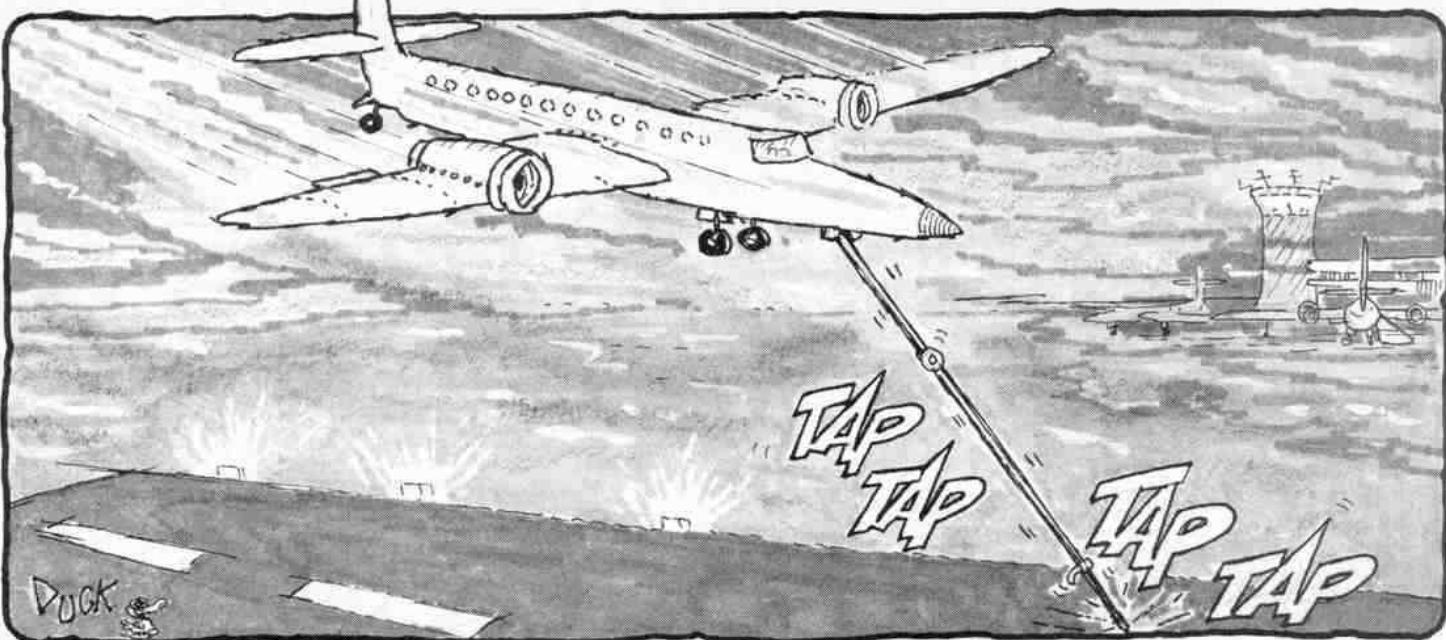
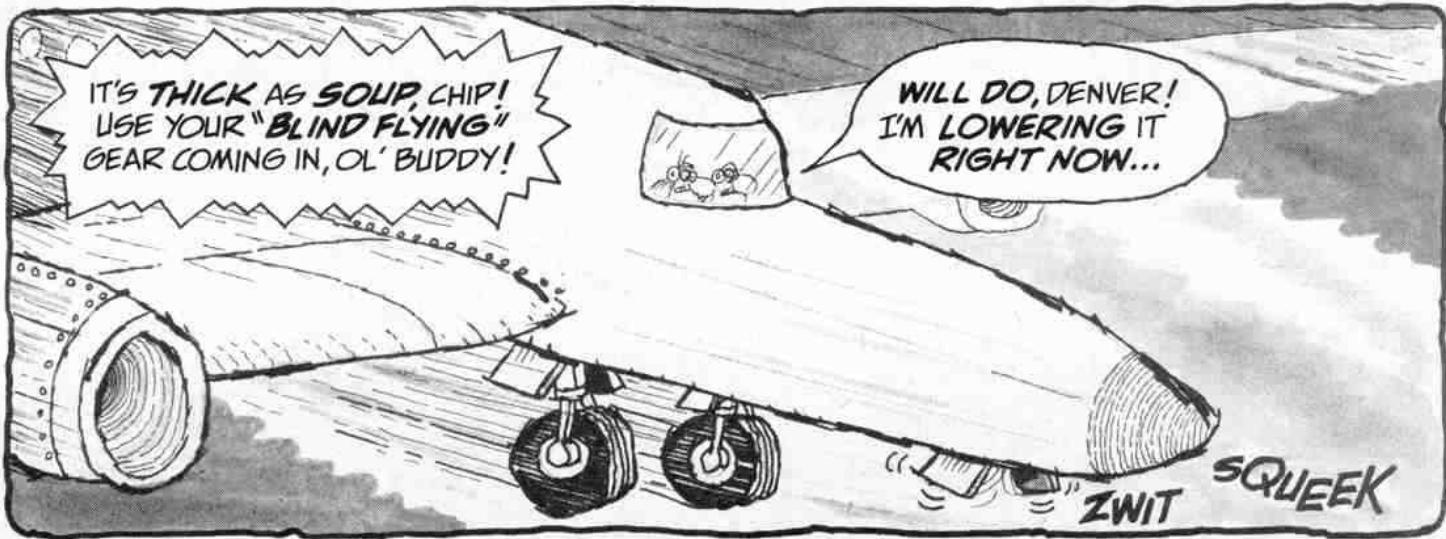




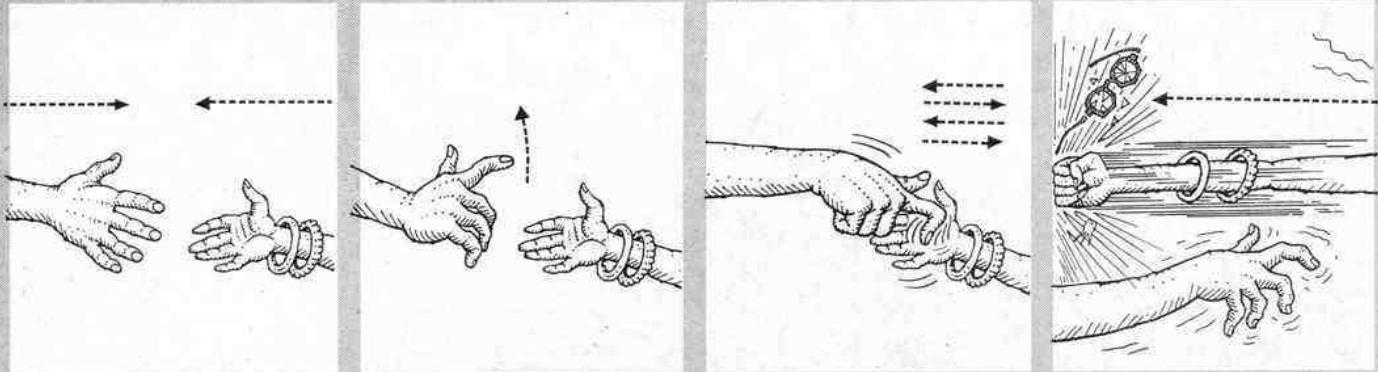




# THE FRANTIC FOG-FILLED FOLLY



### The Let-Her-Know-You're-Hot-For-Her Palm Tickle



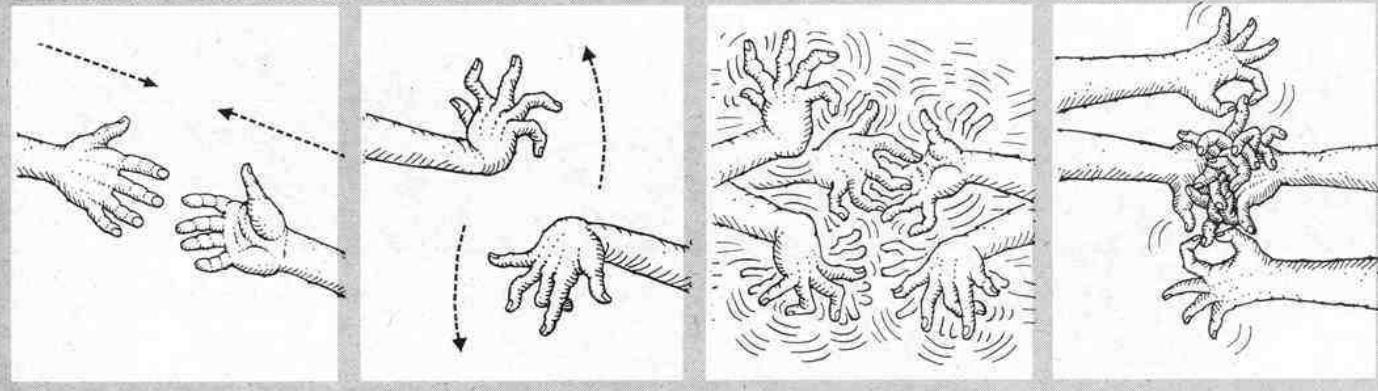
#### ALL JAFFEE DEPT.

When we're very young, we're taught that shaking hands is the polite thing to do. But as we get

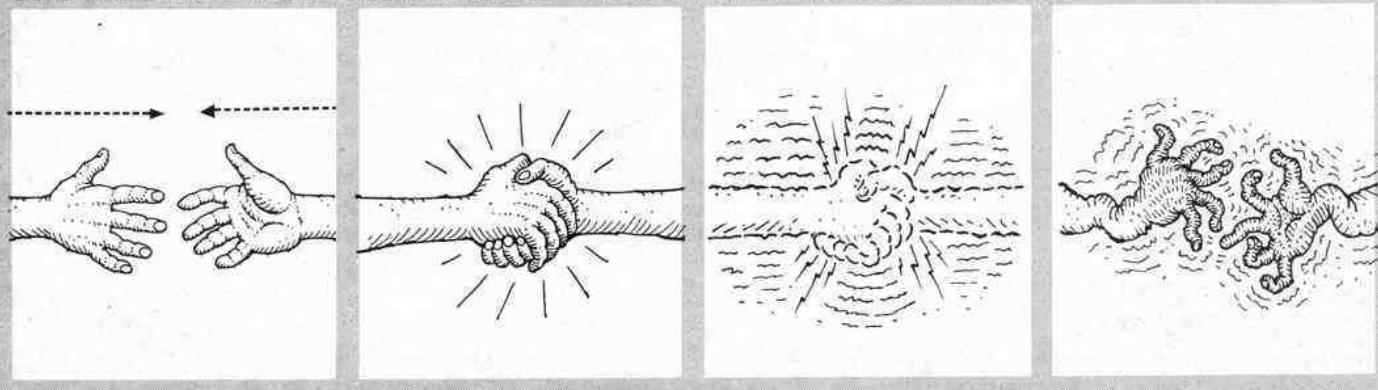
# MAD LOOKS AT

IDEA: FRANK JACOBS

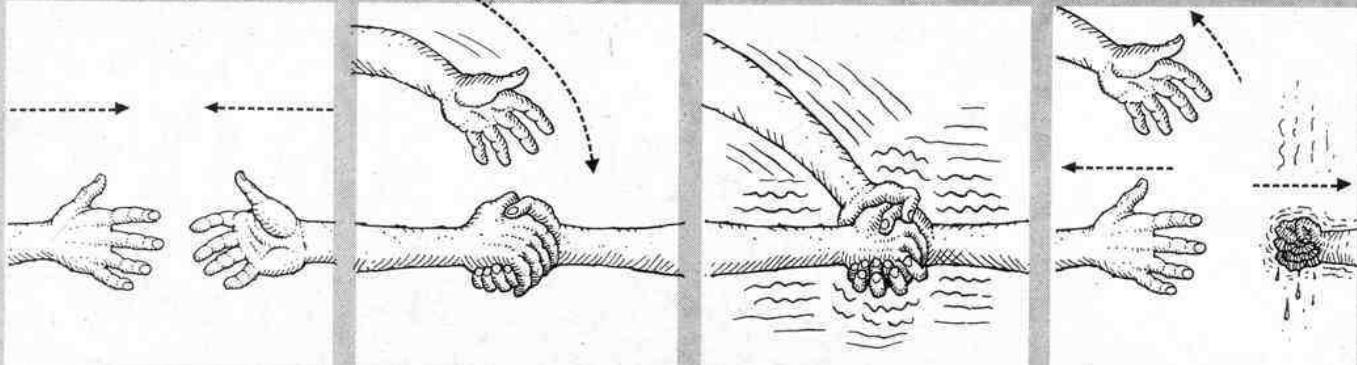
### The Prove-You're-A-Member Secret Brotherhood Grab



### The Let's-See-Who-Cries-“Uncle”-First Macho Knuckle Crunch



### The Phoney-Show-Of-Sympathy Sandwich Crush



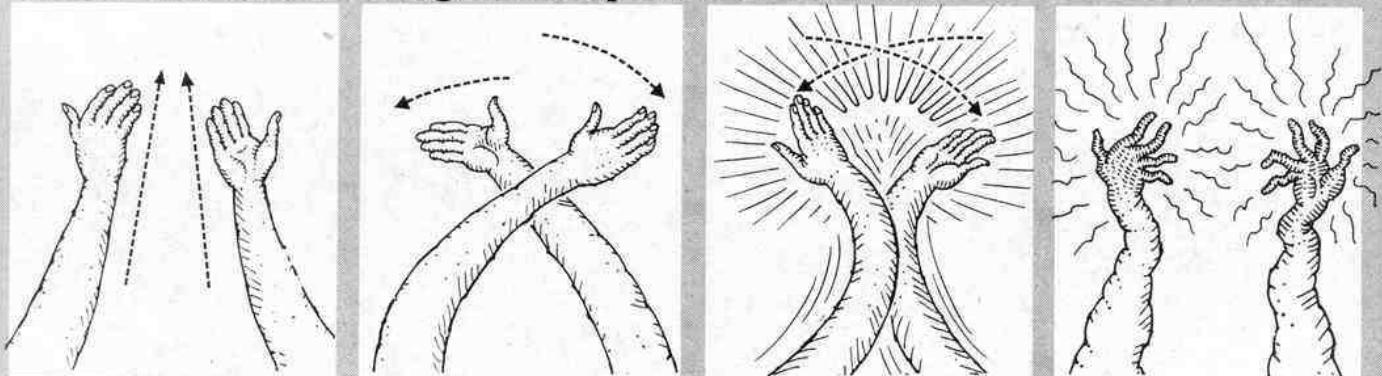
older, we discover that a handshake can have a variety of meanings and uses. As you'll see as...

# HANDSHAKES

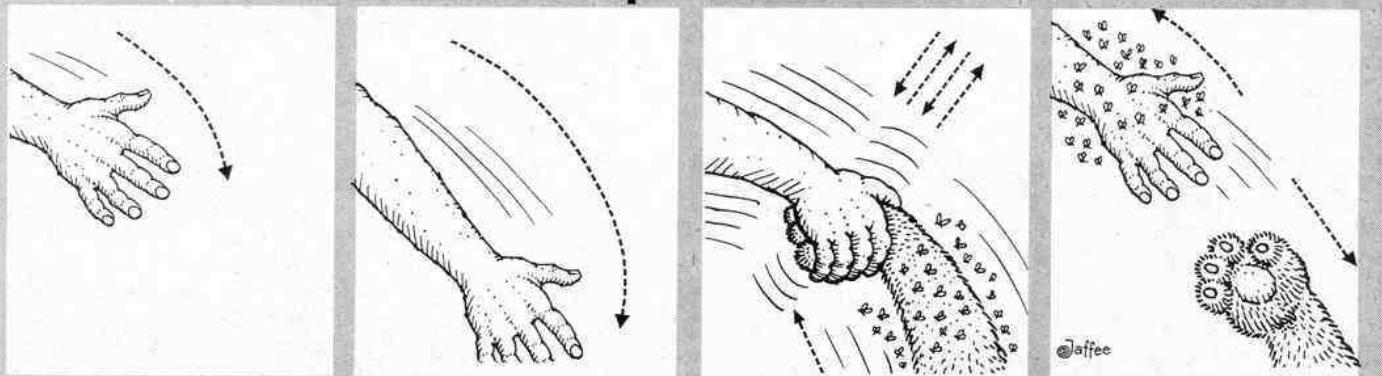
ARTIST & WRITER: AL JAFFEE



### The Show-You're-Cool High Five Slap Shake



### The Man's-Best-Friend Clutch And Squeeze Hold

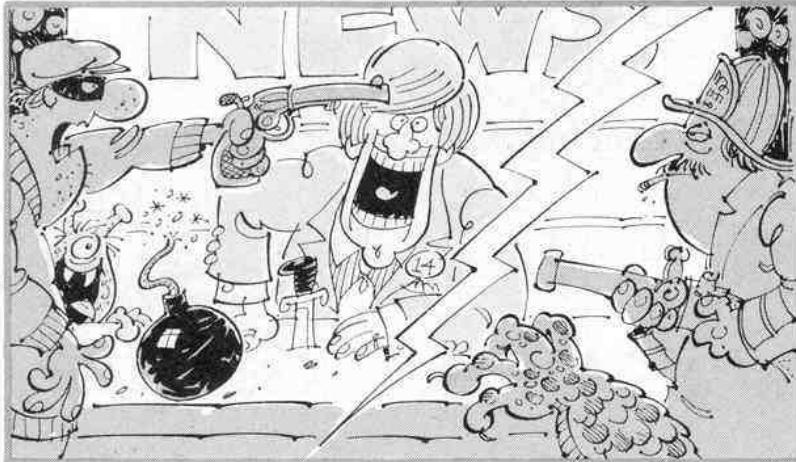




#### BETTER LEGISLATE THAN NEVER DEPT.

It's well known that congressmen will do almost anything to get re-elected. They'll kiss thousands of babies, eat tons of creamed chicken at banquets and have their pictures taken wearing endless funny hats. In fact, it seems the only time they draw the line is when it comes to doing something meaningful, such as passing a few good laws to make our lives a

# NEW LAWS THAT CON RIGHT NOW! RIGHT



#### **"FILM-AT-ELEVEN" CURTAILMENT MEASURE**

1. Local newscasters are henceforth barred from attempting to snare viewers by popping in at station breaks to promise exciting stories on the 11 O'clock News that are clearly fake, exaggerated or rehashes of 6 O'clock News stories.
2. This law specifically bans newsbreaks that pledge "film at eleven" of nudist conventions, flying saucer landings and/or public temper tantrums thrown by members of the British Royal Family.
3. Convicted newsmen shall be sentenced to one solid week of station breaks during which they must beg viewers to stay tuned for a boring round-up of the day's traffic tie-ups, Teamster picketings and inaccurate weather forecasts.

#### **DOCTOR'S OFFICE PAPERWORK STATUTE**

1. It shall henceforth be a misdemeanor for medical office personnel to require any suffering person to fill out a "new patient" form in the doctor's waiting room before receiving emergency treatment.

2. Said misdemeanor shall become a felony in cases where the patient is required to fill out a second form when blood dripping from his injuries causes the original form to become illegible.

3. Said felony shall become a crime against humanity in cases where the form requires the suffering victim to supply such unnecessary data as (a) mother's maiden name, (b) address (including zip code) of patient's health insurance company, or (c) details of treatment by school nurse while in the sixth grade.



ARTIST: PAUL COKER



#### **MERCIFUL RESTAURANT SEATING REGULATION**

1. Without regard to race, creed or color, restaurant patrons shall henceforth be segregated into groups consisting of those under the age of five who scream, drool and throw their vegetables, and those over the age of five who normally do not.

2. Each "Toddlers" Section shall be policed by a burly restaurant employee assigned to prevent the escape of small children into the civilized adult's area.

3. Should the U.S. Supreme Court rule that this form of segregation is unconstitutional, restaurant managers may retaliate by seating all Supreme Court Justices who patronize their establishment at tables next to unruly children who scream, drool and throw their vegetables.

little easier! With the next election shaping up as a tough one, MAD thinks the time has come for our lawmakers to pull out all the stops if they hope to be returned to office. We know it's radical and outrageous to propose that our public servants actually engage in some real public service, but we at MAD feel we can wait no longer to recommend these...

# GRESS SHOULD PASS NOW! *RIGHT NOW!*



## TRUTH-IN-SALESLADIES ORDINANCE

1. Females employed in department stores, dress shops and boutiques shall be subject to severe punishment for deceptively gushing over the "stunning" appearance of customers who actually resemble farm animals when clad in the store's merchandise.
2. Salesladies are specifically prohibited from emitting little squeals of approval as they observe hefty customers in tent stripes, psychedelic prints and/or billowing bows. Also, these lardos must never, *ever* be encouraged with the words, "Oooo! It's definitely you!"
3. Salesladies engaging in such obvious deceit for the purpose of making a fast buck shall be given five years in which to discover how "stunning" they look wearing a standard grey prison housedress.

## COMPUTER WORSHIPER'S LIMITATION LAW

1. Freedom of Religion (as defined by the U.S. Constitution) shall not include the right of office workers to regard every computer printout as a holy document, no matter how many obvious or outlandish errors it contains.
2. Under this law, Computer Worship may no longer be used by corporate flunkies to hold a telephone customer responsible for 2,000 wrongly billed calls to the Antarctic, or to insist that a penniless bag lady pay tax on a huge income credited to her Social Security number by a crazed computer.
3. Violators of this law shall be put to work making license plates in a prison where any attempt to blame human mistakes on "computer error" will result in additional imprisonment.



WRITER: TOM KOCH

## UNASSEMBLED PRODUCTS INFORMATION ACT

1. Retail stores are henceforth forbidden to offer products requiring assembly, except in cases where the customer is adequately warned that he is getting himself into a mess that will endanger his sanity.
2. Said warning must include notification that (a) each carton has at least 5% of its necessary pieces missing, (b) the assembly instruction sheet was written and printed in a country where English is virtually unknown, and (c) the "simple tools" required for assembly include a riveting gun and a jackhammer.
3. Violators of this act shall have their stores broken into 14,000 pieces, which they must then reassemble with the aid of only a pocket screwdriver and a Chinese road map.



## RELATIONSHIPS



BERG'S-EYE VIEW DEPT.

# THE LIGHT

## MODERN TECHNOLOGY



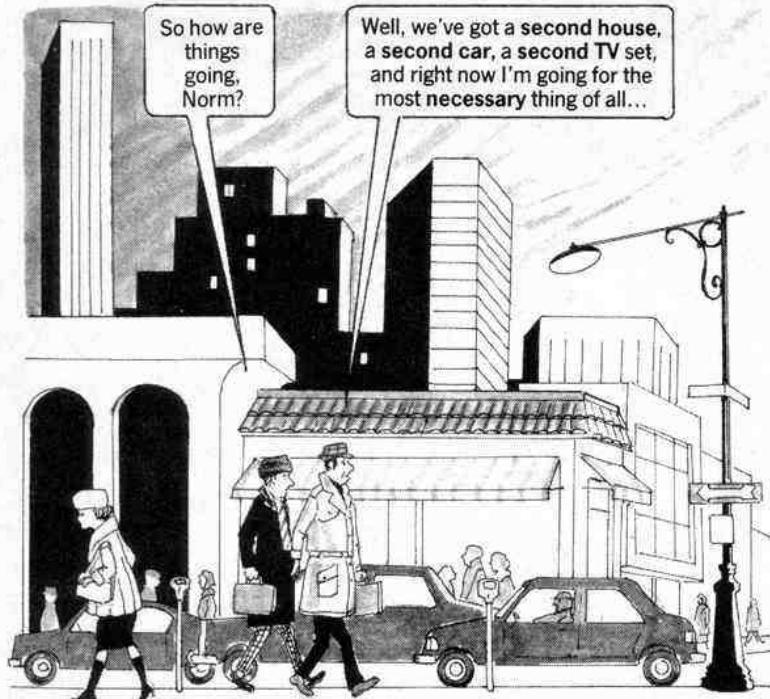
## TANTRUMS



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## STATUS



## SELF-EFFACEMENT

Roy, you are without a doubt the most conceited man I've ever heard of!

C'mon, Sybil, you're dead wrong! You know I'm not conceited in the slightest!

Though heaven knows, I have every right to be!



## NEIGHBORS

I see the Conways finally returned our lawn mower!

Ours?

I just bought it from them at their garage sale!



## QUOTATIONS

Dad, who said, "There're only two sure things—death and taxes!"?

Gee...



## STYLE

How do you look? I'd say pretty as a picture!

Gee, thanks, Dad!

The kind of picture that says, "Find ten things wrong with it!"

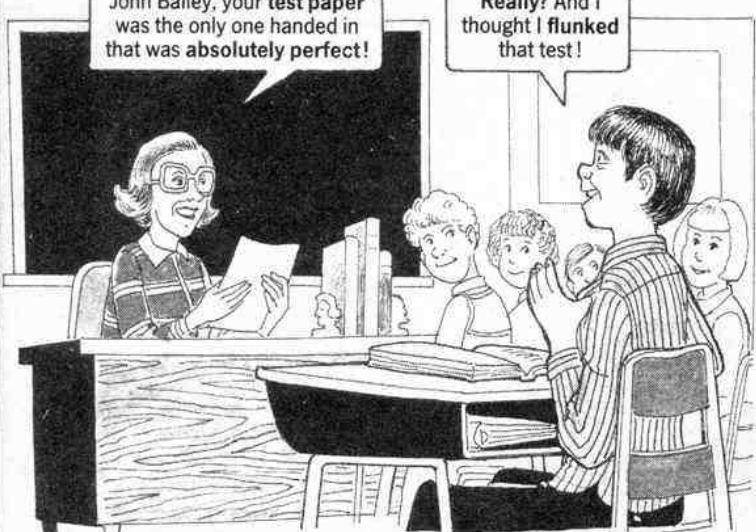


# SCHOOL

John Bailey, your test paper was the only one handed in that was absolutely perfect!

Really? And I thought I flunked that test!

You did, but it was perfect! Every answer was wrong!



# SHOPPING

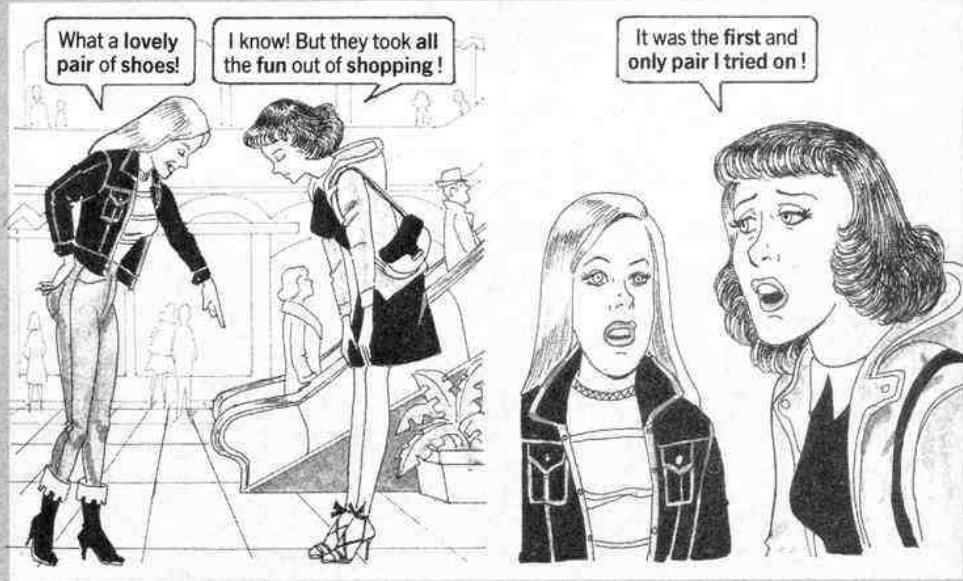
Just about everybody!



What a lovely pair of shoes!

I know! But they took all the fun out of shopping!

It was the first and only pair I tried on!



# CARS

Think of it, Bill—nowadays we fill our own tanks, put air in our tires, wash our own windshields...



So how come they still call them service stations?

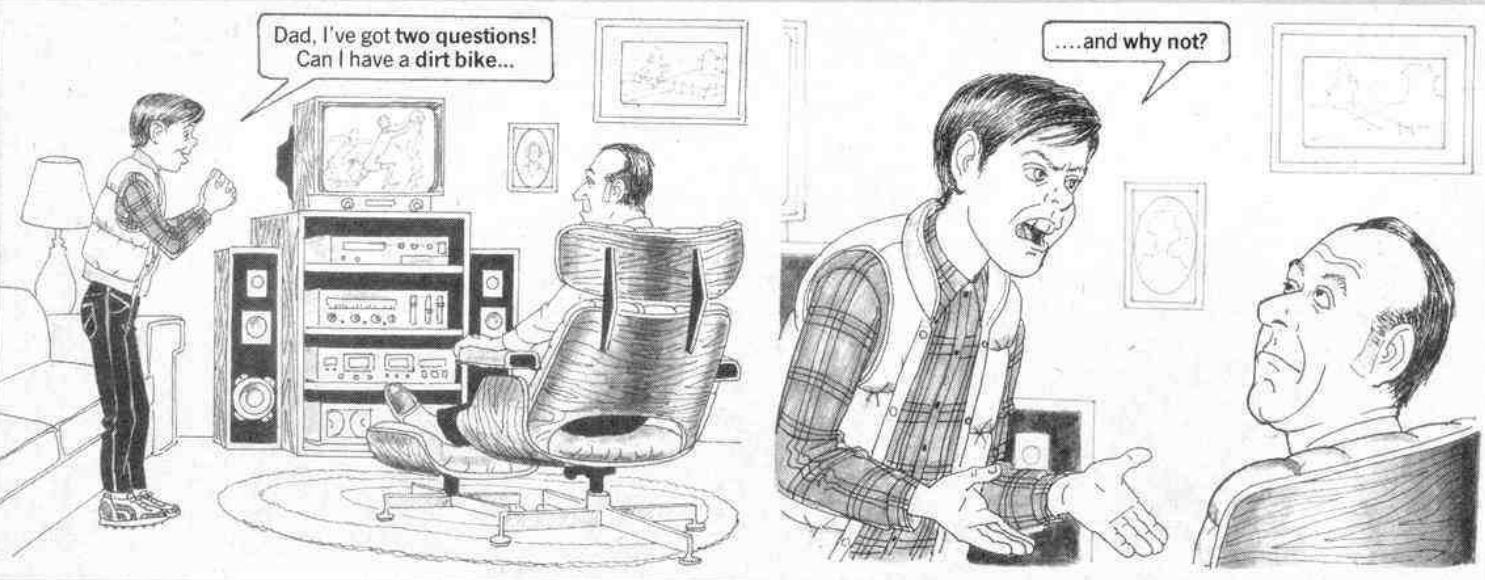
Self Service



# EFFORT



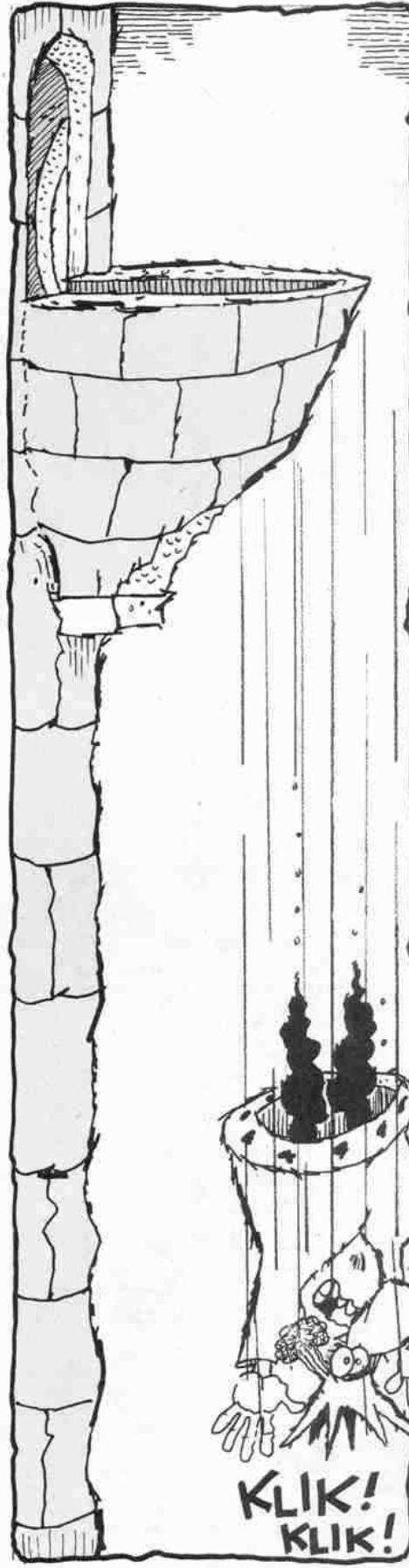
# PREDICTABILITY

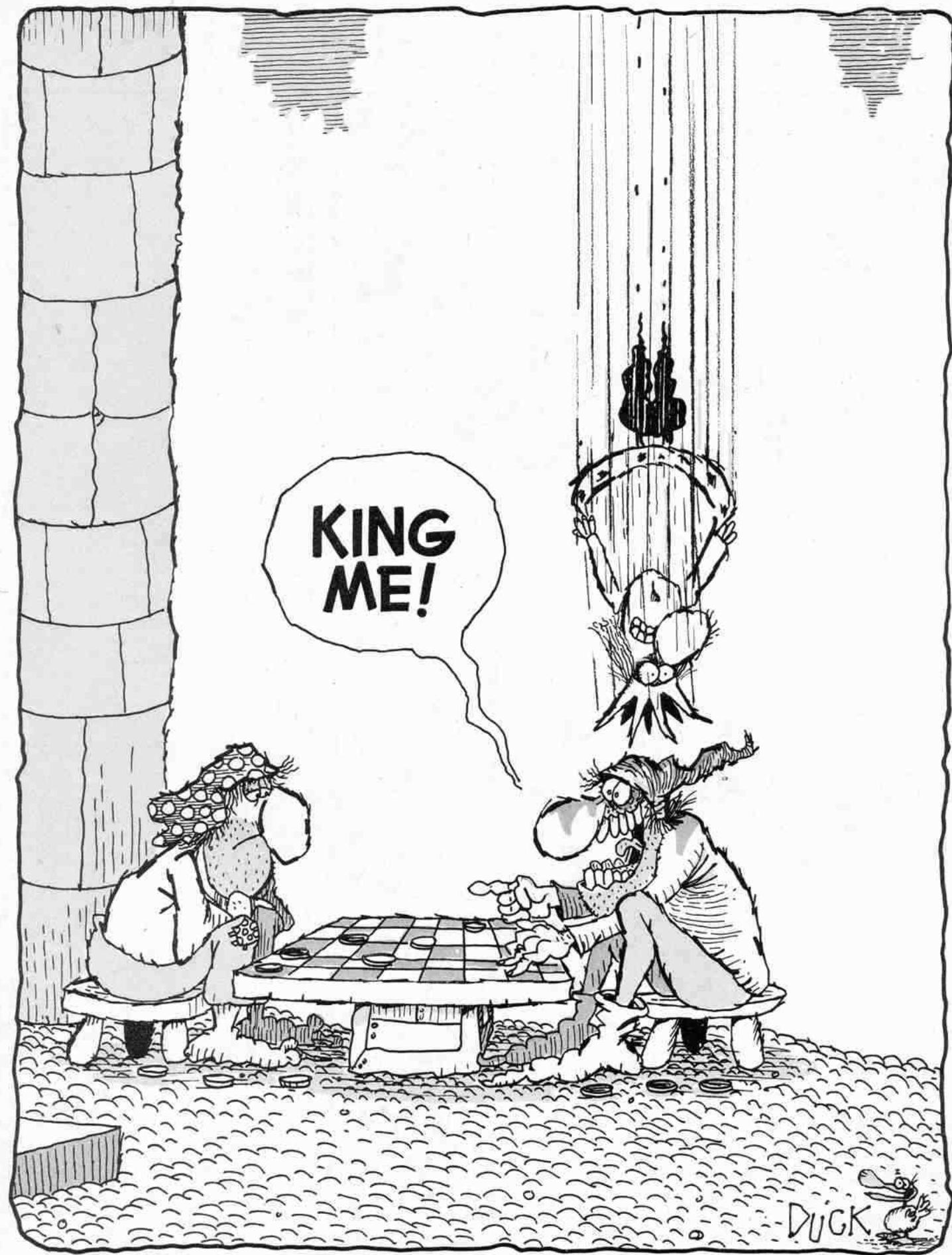


# DOCTORS



# THE BEFUDDLING BALCONY BLUNDER





THE ENVELOPE, SLEAZE! DEPT.

You probably know loads of people who receive fat envelopes in the mail that are filled with chances to win fantastic prizes and mucho bucks if they will only send in the entry form (and hopefully order some dumb magazines as well). But, how many people do you know who have actually been a winner in one of these cockamamie contests? Well, we don't know any either! And we thought it was about time we got even with the creeps who keep sending out this stupid trash. So without further ado,

# MAD OPENS A TYPICAL MAGAZINE SWEEPSTAKES PACKAGE

ARTIST: BOB CLARKE

WRITERS: CHARLIE KADAU & JOE RAIOLA

## YOU CAN WIN THESE GRAND PRIZES!

### *Super Spectacular Grand Prize #1*



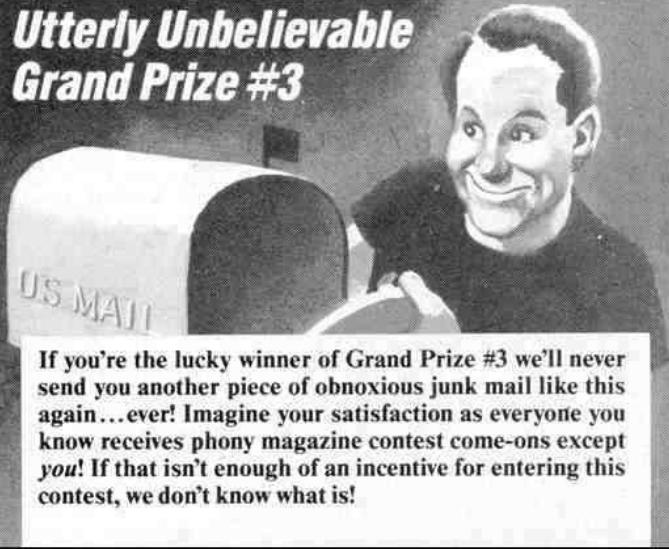
Imagine yourself at the wheel of this luxurious 58 foot yacht! Imagine setting sail for such exotic ports as the Caribbean, The French Riviera and the South Sea Islands! If you're our *BIG* winner, you'll be able to imagine all this and more every time you look at your prize—a full-color 8×10 photograph of this luxurious 58 foot yacht!

### *Wild Incredible Grand Prize #2*



Just think of what your friends will say as you proudly display your new dream house... Complete with 18 rooms, a 4 car garage, patio and in-ground swimming pool! You'll be the talk of your neighborhood, or wherever you carry this  $\frac{1}{64}$ th scale model house... Grand Prize #2 in our amazing magazine sweepstakes!

### *Utterly Unbelievable Grand Prize #3*



If you're the lucky winner of Grand Prize #3 we'll never send you another piece of obnoxious junk mail like this again...ever! Imagine your satisfaction as everyone you know receives phony magazine contest come-ons except *you*! If that isn't enough of an incentive for entering this contest, we don't know what is!

## WHO CAN ENTER

Our 5 Million Dollar Bonus Sweepstakes is open to all residents of the United States and Canada with the following exceptions: Anyone under the age of 18, women, left-handed people, good dancers, wristwatch owners, taxidermists, circus midgets, football fans, ex-members of Menudo, wax fruit manufacturers, Christians, and men.

*If you've decided not to order...  
please read this!*

Dear Friend:

If you've decided you don't want to take advantage of our incredibly spectacular and truly amazing magazine buys, YOU CAN STILL ENTER OUR SWEEPSTAKES EVEN IF YOU DON'T BUY ANYTHING! But remember: for some unexplainable reason, a person's chances of winning seem to increase when they buy lots and lots of magazines from us. I'm not saying you *have* to buy magazines in order to win anything, but I can't think of a single winner we've had who didn't buy multi-year subscriptions to several dozen of our fine magazines!

What do you take me for, a blithering idiot? Only a moron would give away hundreds of thousands of jerks who think they can and ugly as sin to boot. ought to be shot!

Fondly,



Emerson L. Bunk  
President  
Fat Chance Publishers

**Potholder Monthly**

From the publishers of *Cardboard Illustrated*

Only \$23.40

**Illegal Business Week**

Only \$11.95

**OUCH!**

*The Magazine of Painful Dentistry*

Only \$14.97

**ALL ADS**

We dare you to  
find an article

Only \$48.50

**VD Guide**

Where It Is and  
How To Avoid It

Only \$13.32

**Better Avocado**

(Includes our Annual  
Guacamole Issue)

Only \$14.99

**This Check Could**

**Fat Chance Publishers**  
12 Bogus Boulevard  
Shady Groves, Connecticut

Pay To the  
Order Of

*Mr. Occupant and  
Five Million Dollars*

**First National  
Void Bank**

**Official Signature Here**

Only \$23.40

Only \$9.99

Only \$48.50

**MAD**

Winner  
of the VEEKO  
Award

**Sports  
Titillated**

52 Swimsuit Issues  
A Year!

\$62.79

**Teen  
Rabbi**

*The Magazine for  
Everyone!*  
Only \$20.00

**A Personal Note From  
Fat Chance Publishers**

Dear Mr. Occupant,

You may already be the winner of our 5 Million Dollar Bonus Prize... and not even know it!

Just think of what 5 Million Dollars could do for the Occupant family... A mink coat for Mrs. Occupant... A college education for the Occupant children... Yes, Mr. Occupant, you could be

WE MEAN IT!

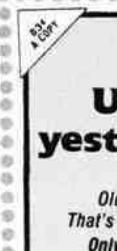
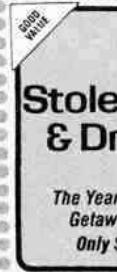
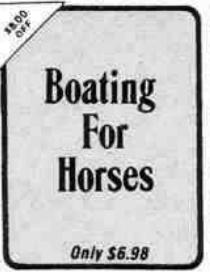
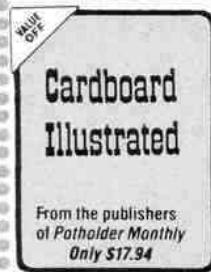
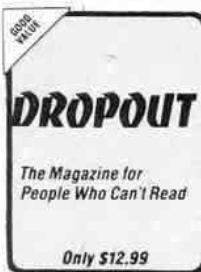
READ THIS!

**ES  
AN**

Journal for  
Business Executives  
Only \$44.56

**CREATIVE  
TERRORISM**

Free Hostage with Paid  
Subscription!  
12 Explosive Issues  
Only \$29.99



Be Yours!

Any Day Now! 98!  
It's  
\$5,000,000!!

## It's Easy To Find Out If You're A Winner!

All you have to do is watch TV! We'll be announcing the winners of our super duper Grand Prizes and the 5 Million Dollar Bonus Giveaway sometime in September (or October) during channel 39's 4 AM Farm Report program in Bagboro, Montana! In order to protect your privacy, this is absolutely the *only* place and time we will be announcing the winners. See you in Bagboro!

## OFFICIAL ENTRY CARD

SPECIAL COLOSSAL  
GRAND PRIZE  
STAMP HERE!

MAGAZINE STAMPS HERE

VERY  
SPECIAL  
PRIORITY  
STAMP  
HERE

THE STAMP THAT  
LOOKS  
LIKE  
FLORIDA  
HERE

AREN'T YOU GLAD  
WE DIDN'T DESIGN  
A STAMP THAT  
LOOKS LIKE THIS?

PUT  
YOUR VERY  
SMALL STAMP  
THAT YOU  
PROBABLY  
LOST HERE

PLACE ANY STAMPS YOU  
HAVE LEFTOVER HERE!

YES, charge me a lot more for the  
magazines than you said you would.

### HOW TO ENTER

- 1.) If you are ordering magazines, affix a postage stamp and mail immediately!
- 2.) If you are only entering our sweepstakes and not ordering magazines, that's fine with us! Simply mail your entry to:

Yung Scrap Paper Company  
Baktash  
South Korea 80921

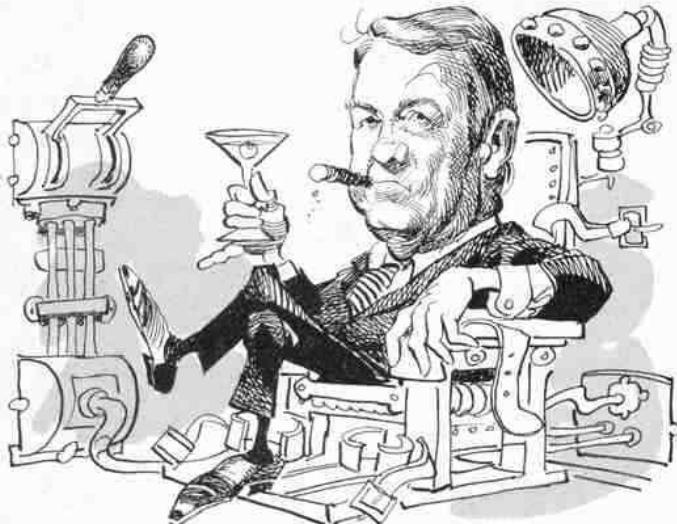
PLACE YOUR ADDRESS LABEL HERE



...when any of us can get a bank loan as easily as the fascist dictator of some debt-ridden country.



...when Reagan forgets a 1947 anecdote about the movies as easily as he forgets the details of Iran-Scam.



...when politicians who are "tough on crime" insist on the death penalty for graft, corruption, and bribe-taking.



...when we can remember who last year's Miss America was if she doesn't take off all her clothes.

THE ODDS MUST BE CRAZY DEPT.

# THE ODDS MUST BE CRAZY DEPT. THE We're pleased

We're pleased to announce that MAD this year's Pulitzer Prize for Literature gullible readers have passed out from like to present a few other events.

# THE

ARTIST: JACK DAVIS



...when participants in sleazy scandals are too ashamed to sell their stories to producers and book publishers.



...when drug addicts go cold turkey and give up cocaine because Nancy Reagan tells them to "Just Say No."



...when Americans care more about the Sandinistas vs. the Contras than they do about the Colbys vs. the Carringtons.

# LL BE

0 has been selected to receive  
ure. HA! Now that our more  
om shock—or schlock!—we'd  
that will make you shout...

# DAY!

WRITER: BARRY LIEBMAN



...when some poor, oppressed, down-trodden country actually *improves* after covert C.I.A. interference.



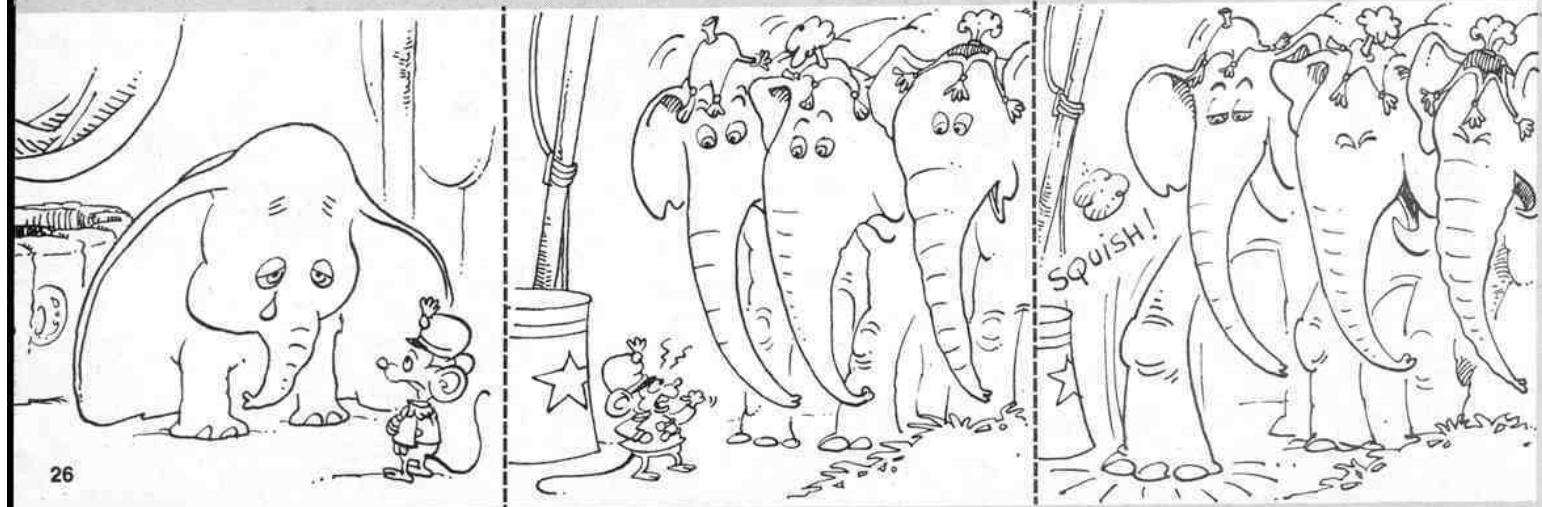
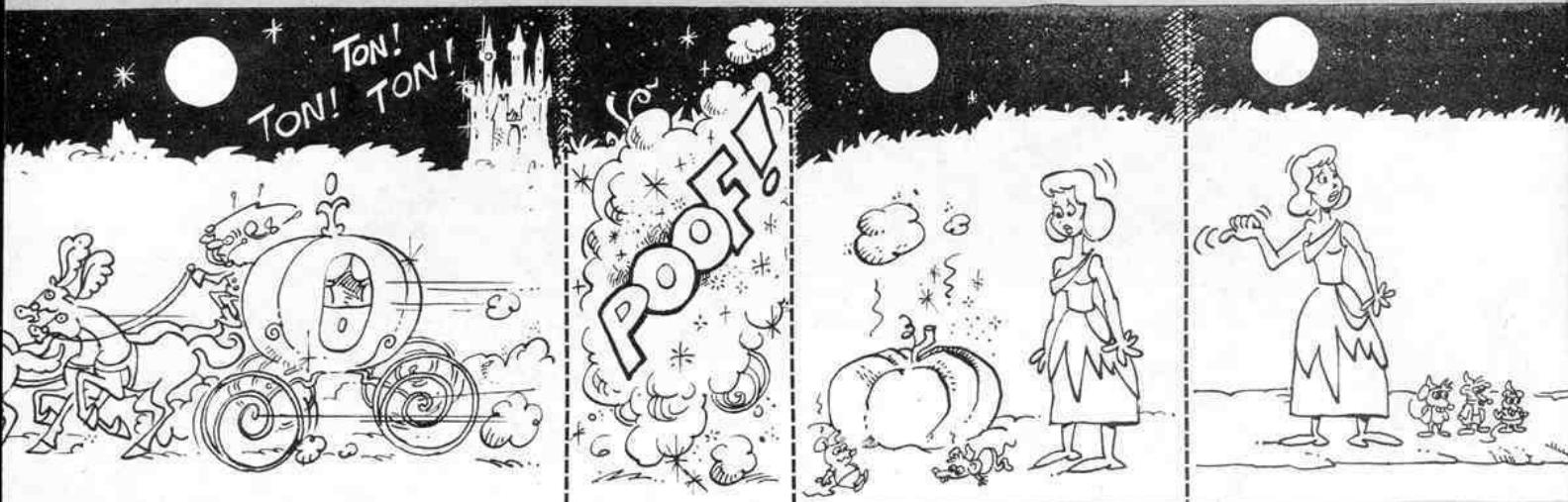
...when other motorists start driving more carefully the moment they see a stupid yellow "Baby on Board" sign.



...when Madison Avenue shows us what construction workers *really* look like after they've chugged down a few beers.

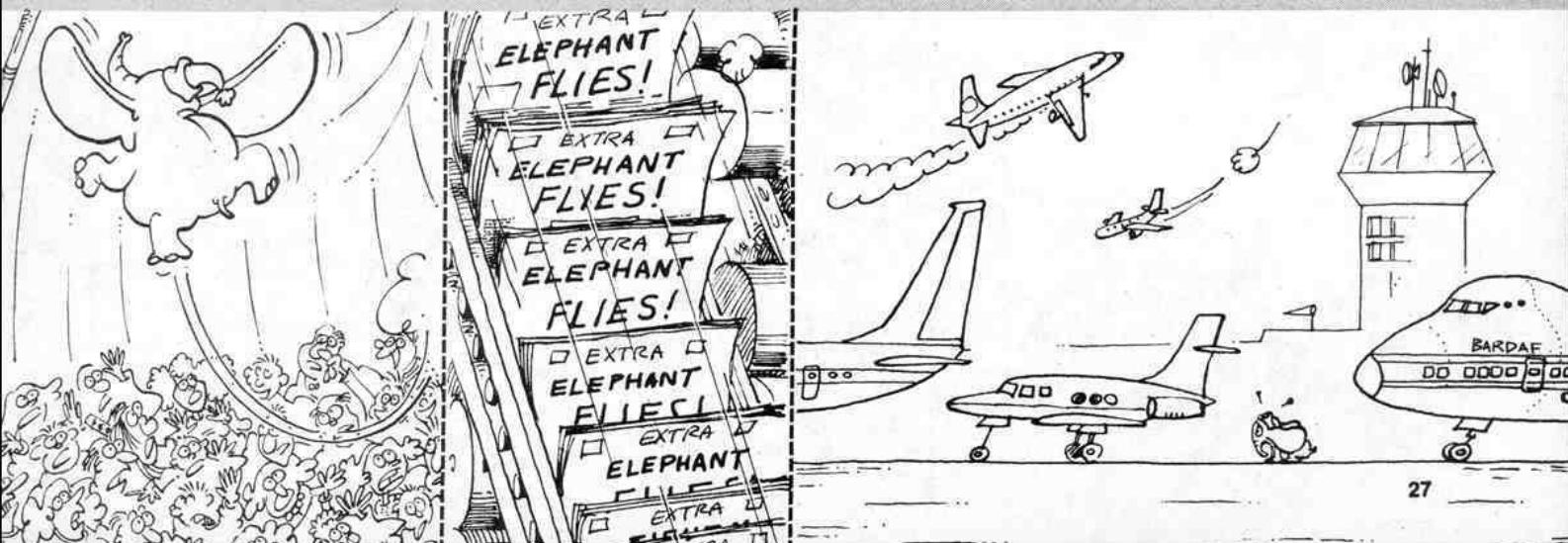
SERGE-IN GENERAL DEPT.

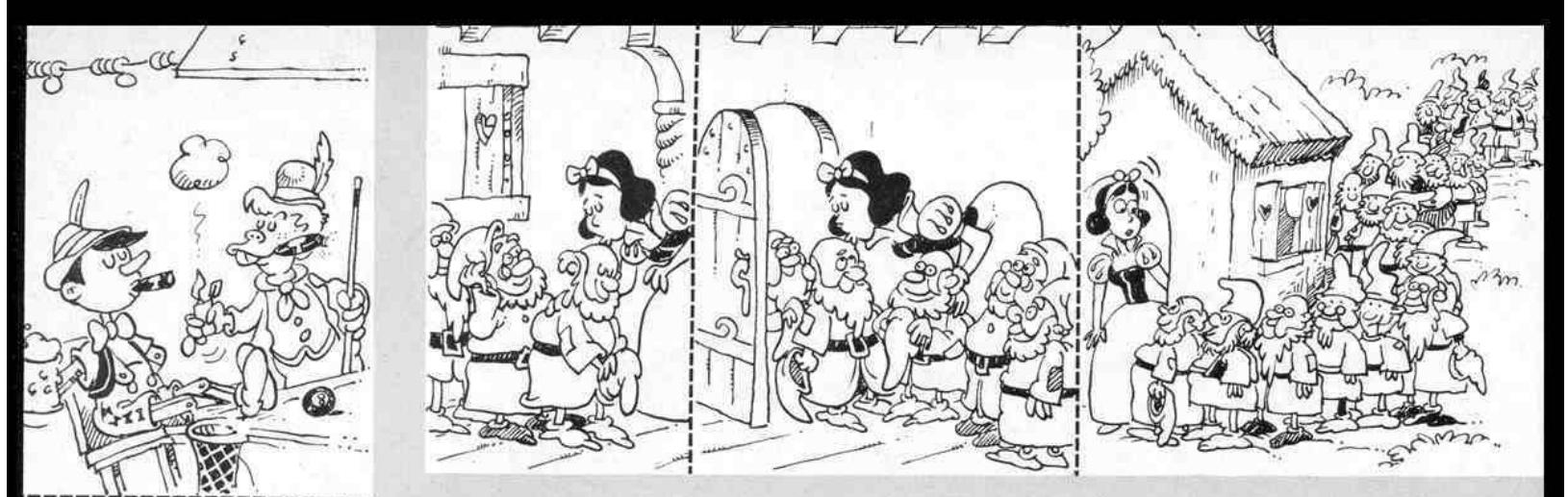
# A MAD LOOK AT DISNEY



# CLASSICS

ARTIST & WRITER: SERGIO ARAGONES





HIRE EDUCATION DEPT.

Like it or not, you can't go to school forever. So, in the not too distant future, when you're 25 or so, you're going to wake up one morning and be faced with a momentous decision: either finish high school and go on to college, or go out and get a job. If you decide to go to college, you've got nothing to worry about for another ten years at least. But if you plan to get a job, pay close attention to:

MAD'S GUIDE TO

# MAKING IT IN THE BUSINESS WORLD

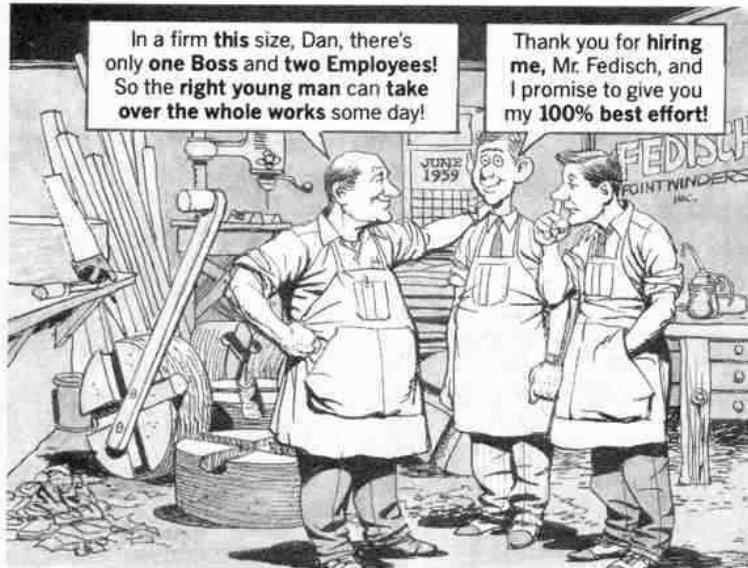
ARTIST: GEORGE WOODBRIDGE

WRITER: LARRY SIEGEL

## CHOOSING THE KIND OF COMPANY TO JOIN

**In the business world, you usually have a choice of two kinds of firms to join, Small or Large.**

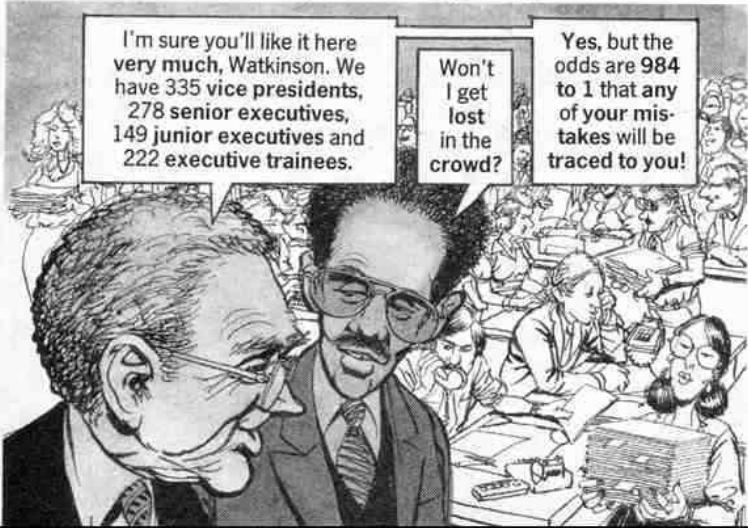
### One Of The Advantages Of Joining A Small Firm



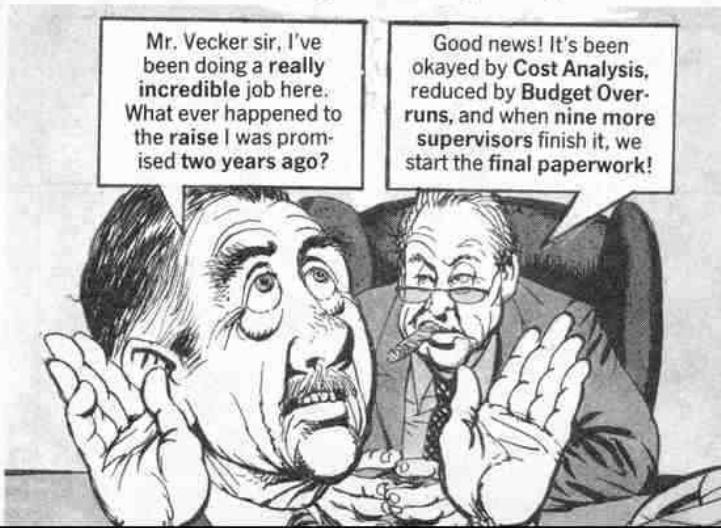
### One Of The Disadvantages Of Joining A Small Firm



### One Of The Advantages Of Joining A Large Firm



### One Of The Disadvantages Of Joining A Large Firm



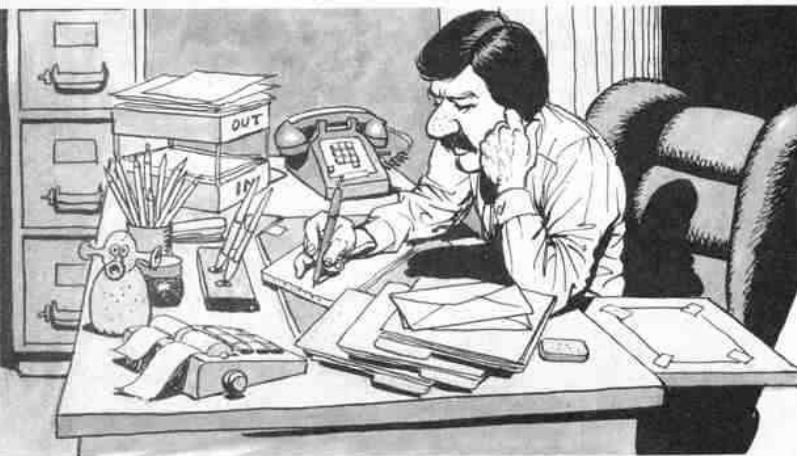
## PATTERN YOURSELF AFTER SUCCESSFUL PEOPLE

The quickest way to achieve success in a large office is to model your behavior after those who are making it, and avoid the mistakes of those who aren't. Here are examples of what we mean...

### The Way They Keep Their Desk



This man's desk tells us that he is a conscientious and tireless worker. It tells us that he has no time for petty politics and no desire to engage in vicious acts like screwing the guy ahead of him on the job scale. It also tells us that this guy is a TOTAL FAILURE IN BUSINESS.



This man's desk contains only a minimum amount of work. The rest, he either passes on down to underlings, or he destroys. This gives him a free hand to work on important projects. It also gives him his other free hand to knife people in the back who are in his way up the job scale. This guy is obviously a MODERATE SUCCESS IN BUSINESS.



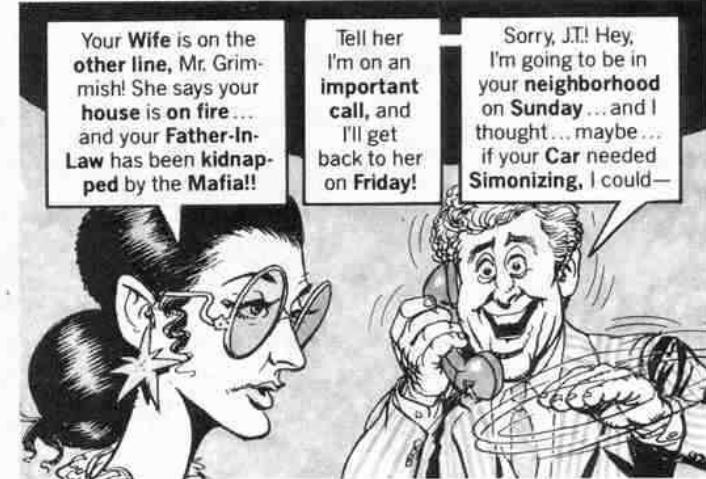
This man's desk is absolutely, totally clean. Everything ... including his work load, his expense account records, and the man he replaced... are in the waste basket under his desk. This guy is obviously CHAIRMAN OF THE BOARD.

### The Way They Handle Themselves On The Phone

This man will accept all calls, will talk to anybody on the phone, and if he's not at his desk, will return calls immediately upon his return, which gives him no time to make plans to screw the man ahead of him. Obviously, this man is another example of a TOTAL FAILURE IN BUSINESS.



This man only speaks to people who can help him, and ignores the calls of others. Which gives him time to suck around superiors, or make plans to knife them. This guy is another example of a MODERATE SUCCESS IN BUSINESS.



Even until his dying day, this guy never accepts calls from anyone! Yep... he's the CHAIRMAN OF THE BOARD.



## THE VITAL IMPORTANCE OF BUSINESS MEETINGS

Business meetings are the very life blood of any large firm. Following are the "Three W's" of business meetings: "When," "Who," and "Why."

**WHEN** Should You Call A Business Meeting...?

**Answer:** At Least Twenty-five Times A Day...?



**WHO** Should Attend These Business Meetings?

**Answer:** Anybody In The Office! And Remember, There Are Never Too Many Or Too Few People!



**WHY** Should You Call A Business Meeting...?

**Answer:** If You Think You Need A Good Reason, You'd Better Get Out Of The Business World!!



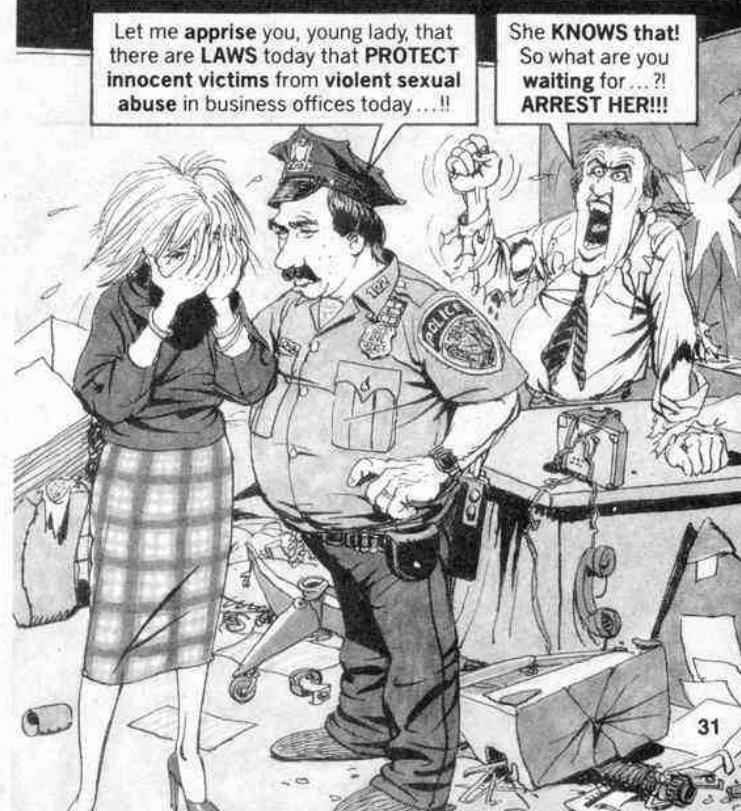
## SEX IN BUSINESS

In the business world, you'll come across women of all ages, sizes and shapes! Take warning...!

Back in the old days, the following scene of sexual harassment was very common around most business offices...



Today, of course, with the advancement of "Women's Rights," the times... and the scene... have changed dramatically...



## HOW TO DRESS IN THE BUSINESS WORLD

In business, it's important to conform to certain dress codes which coincide with your career.

As A Shipping Clerk...



As An Executive Trainee...



As A Vice President...



As Chairman Of The Board...



...you will wear battered running shoes, torn jeans, a dirty tank shirt, a beard, a Willie Nelson hair style and an earring. You will be known as a STRANGE WEIRDO SLOB!

...you will wear a conservative suit, a dark blue shirt, a paisley tie, Italian shoes and short hair. You will be known as a FASHION PLATE ... WITH UPWARD MOBILITY!

...you will be a symphony in black... a black vested suit, black tie and black shoes framing a white shirt. You will be known as an EXECUTIVE WHO'S MADE IT!

...you will wear battered running shoes, torn jeans, a dirty tank shirt, a beard, a Willie Nelson hair style and an earring. You will be known as an ECCENTRIC GENIUS!

## THOSE LEGENDARY OFFICE CHRISTMAS PARTIES

One of the marks of a successful executive is how well and how often he makes out at the Office Xmas Party. Watch some experts in action and, if you value your career, follow their examples.

Mr. Conroy...! We never say one civilized word to each other for twelve months! And then...once a year...you want me to go to bed with you! Just who do you think I am?

For a minute, there, I thought you were my Wife!

The Big Boss is really something!! How can a man his age be so GOOD at that?

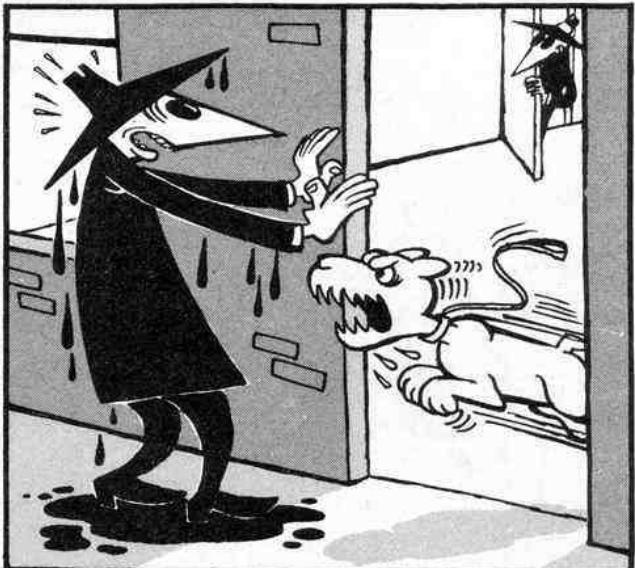
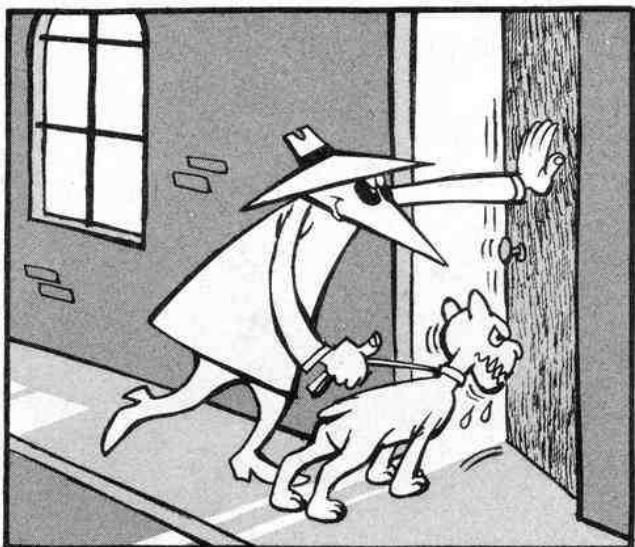
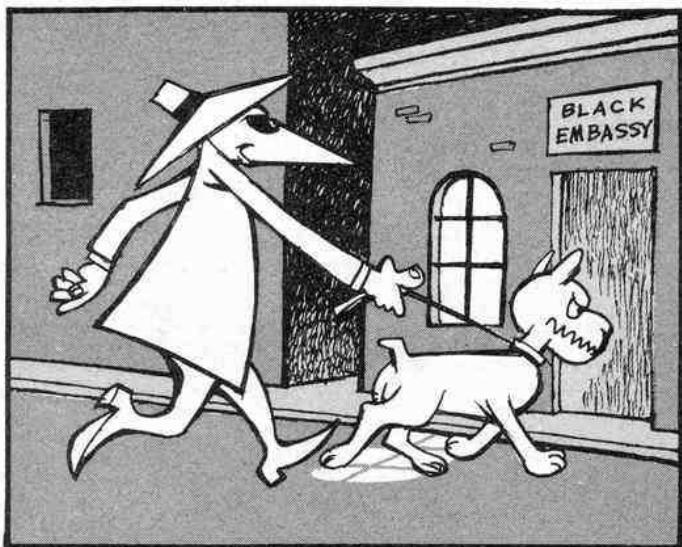
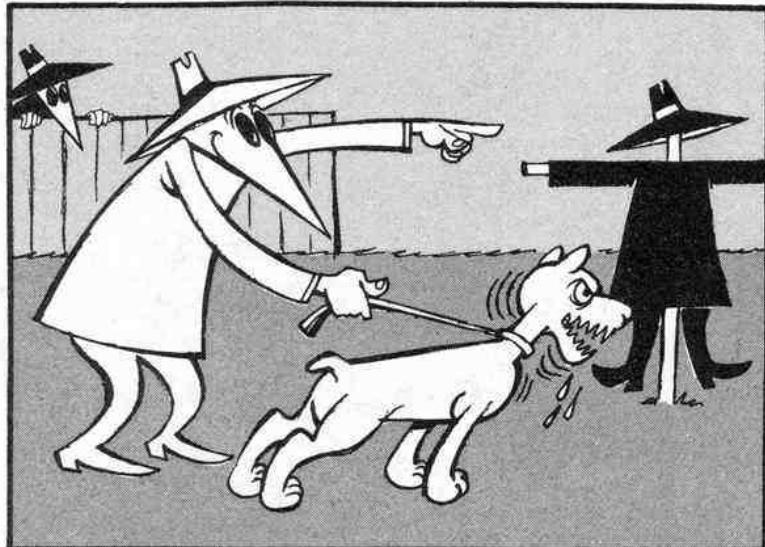
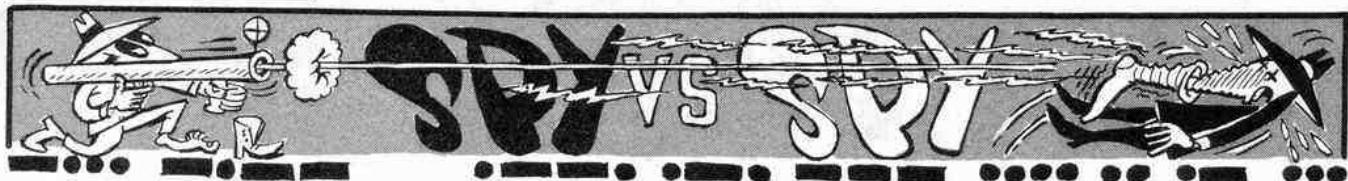
Experience...!! Don't forget, he's been doing the same thing to the STOCKHOLDERS for over 30 years now!

Well... hello!!! I'm looking for a HUSBAND!!

Well, goodbye...!! Wait...! You don't understand! He just disappeared with a tall sexy blonde!!

Well, hello again!!

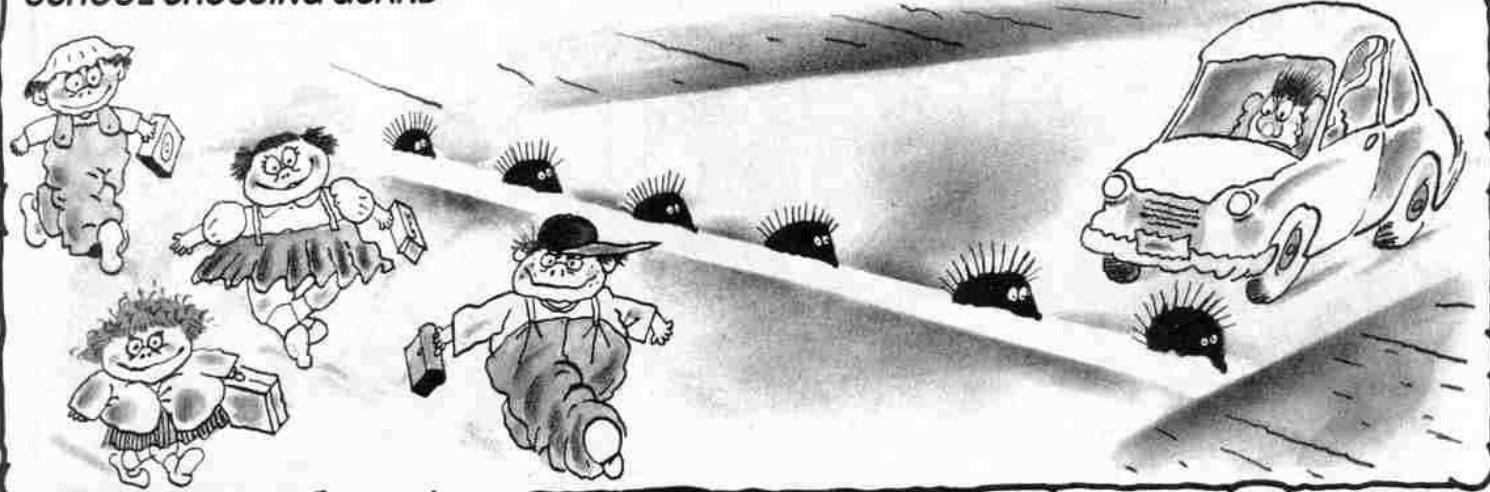




A VIEW TO A QUILL DEPT.

# PRACTICAL USES FOR WE

SCHOOL CROSSING GUARD



MULTI-HEADED TRASH PICK-UP



PUNK HAIRPIECE FOR THE BALDING



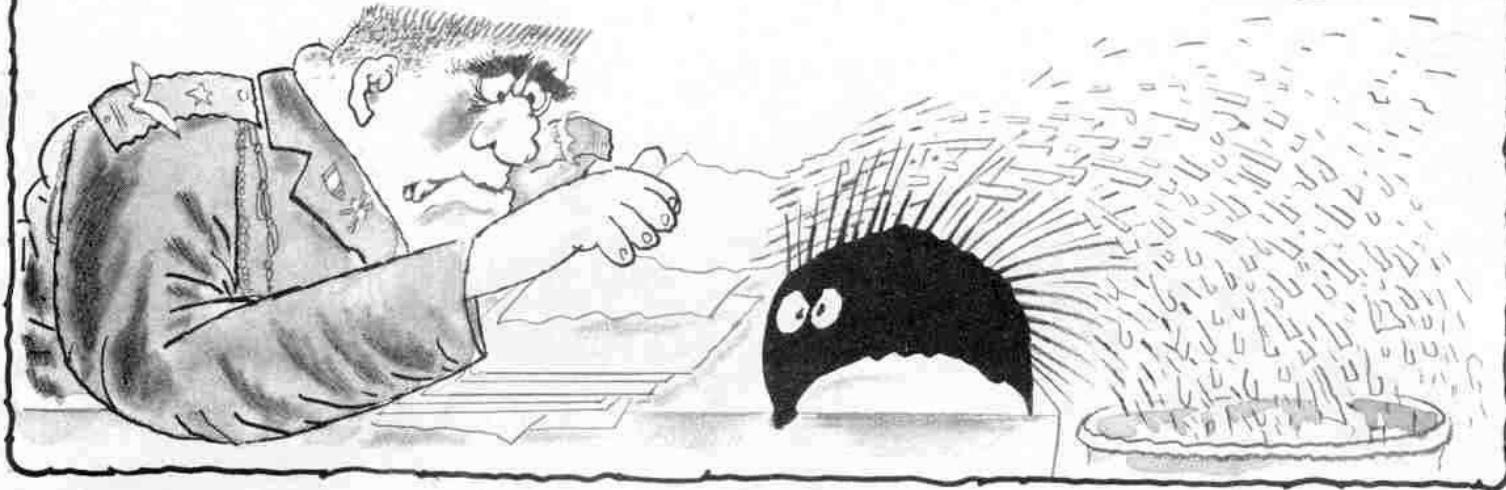
BUFFET TABLE AIDS



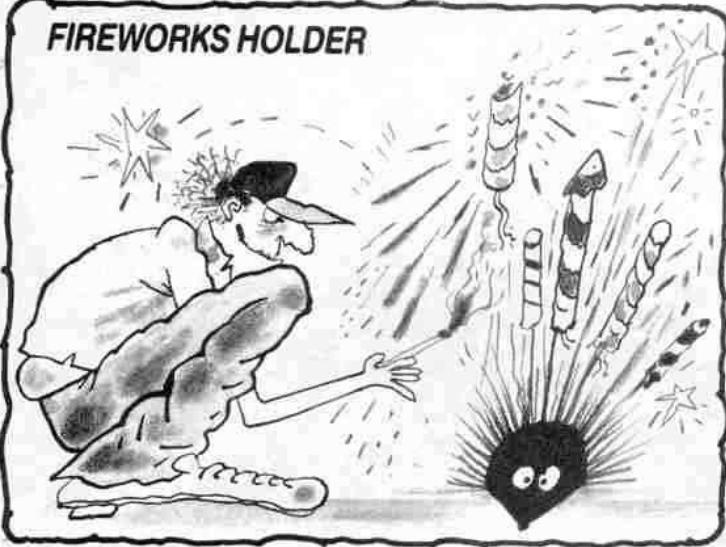
# LL-TRAINED PORCUPINES

ARTIST & WRITER: PAUL PETER PORGES

## PORTABLE PAPER SHREDDER



## FIREWORKS HOLDER



## FAKIR'S PILLOW



## SEAT RESERVER





DEEDIED

2

wiped out  
overrun  
taxed to death  
bench-pressed  
baked at 350°  
humiliated  
slobbered over  
sweet-talked  
tail-piped  
reincarnated  
spindled and mutilated  
Sanforized

3

invading  
alien  
whining  
bleeding-heart  
rush-hour  
lead-free  
guilt-ridden  
sleazy  
unabridged  
nerdlike  
low-calorie  
Methodist

4

spacemen  
mutants  
Hukons  
Zarks  
flashers  
summer replacements  
wimps  
saxophonists  
break-dancers  
zinc worshipers  
Cornhuskers  
Peruvian Jaycees

6

the Blast Button  
the joystick  
lies and deceit  
your toes  
the bump-and-run  
Herbalife  
Bob's lawn mower  
limp pizza  
the handy twist-top lid  
the gifts God gave you  
hired gnomes  
all Utica has to offer

7

armies  
missiles  
"nice guy" image  
moments of intimacy  
Roach Motels  
hopes of citizenship  
singles bars  
dream kitchens  
retirement villages  
Olympic pin collections  
memories of Duluth  
pockets of cellulite

8

atomic torpedoes  
rockets  
killer minnows  
spit  
a dash of tabasco  
a knee in the groin  
a belt-high fastball  
stoned droids  
attack poodles  
raw sewage  
Pia Zadora films  
fur-bearing mercenaries

10

phasers  
space cannon  
trained gnats  
Alf look-alikes  
in-laws  
trivia freaks  
few remaining virgins  
all-Capricorn army  
fiddlers three  
late-night talk shows  
vegetarian death squads  
anti-abortionists

11

Every 100 ships destroyed  
Every 1000 Fleegs vaporized  
A score of 600 zillion  
Landing on Baltic Avenue  
Tipping the maitre d'  
Bathing regularly  
Punching yourself in the face  
Rolling a hard six  
Saying you're a friend of Sid's  
Getting it on with a Martian  
Raising with a pair of kings  
Draining your sinuses

12

extends your playing time  
wins a free game patch  
looks good on your resumé  
brings on rigor mortis  
means oh so very much  
helps control psoriasis  
brings grief and suffering  
feeds an Albanian  
provides a cheap thrill  
sucks  
won't help James Caan's career  
means absolutely nothing

POOPED

GAME OVER

10

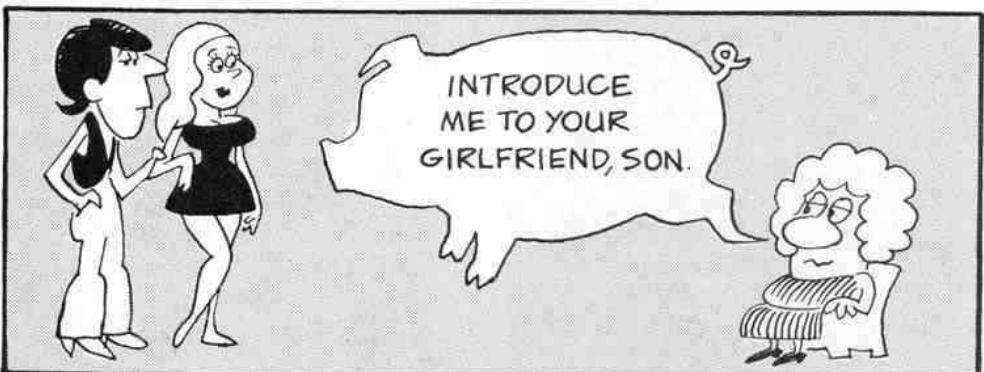
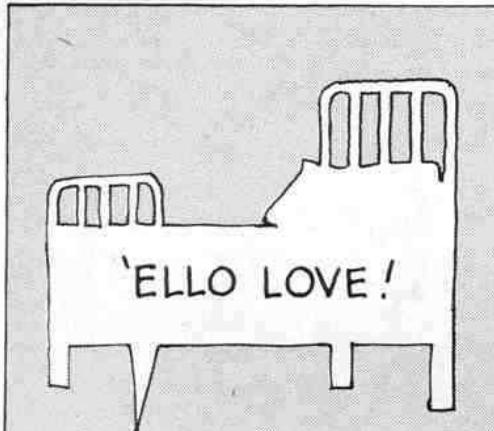
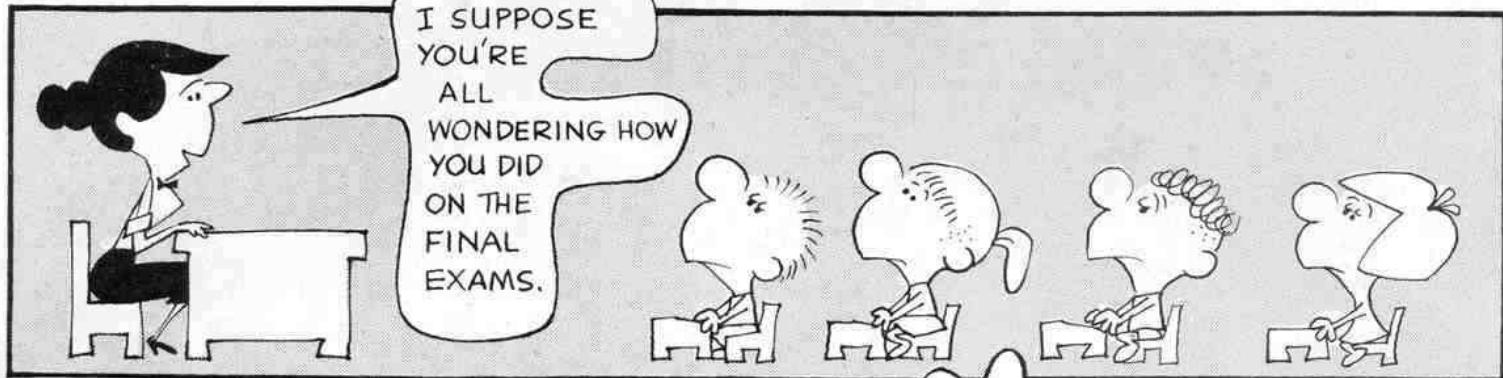
A

10

According to a recent study 76.4% of all MAD readers think 48.9% of all MAD intros are funnier than the articles they introduce. We figure this means one of two things: either 48.9% of our articles are absolute clinkers or 76.4% of our intros are masterful works of comic

# TELL-TALE COMIC STRIP

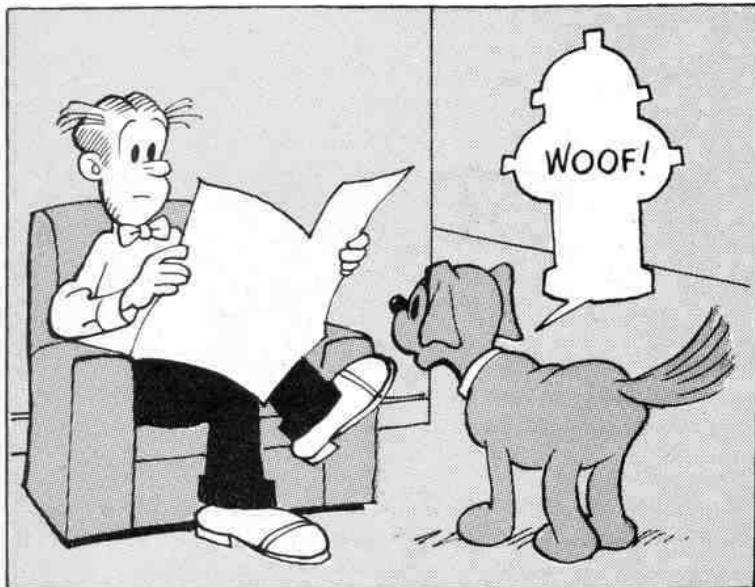
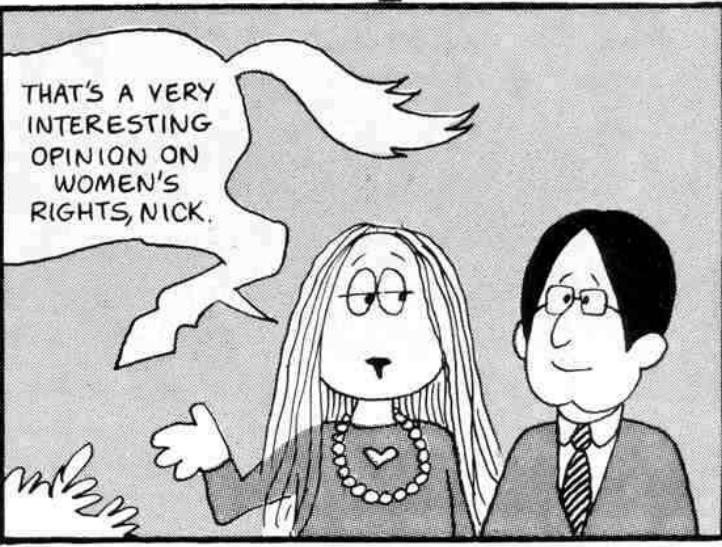
ARTIST: BOB CLARKE



genius. Whatever the case, we worked very hard at keeping this intro especially uninteresting and bland so the article which follows will seem clever and witty in comparison. But the only way you'll know whether we were successful in achieving this is by taking a look at...

# BALLOONS (The Sequel)

WRITER: DUCK EDWING



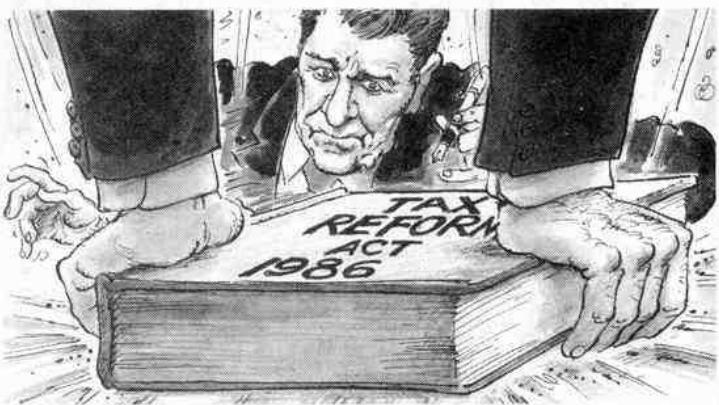
NONE DARE CALL IT REASON DEPT.

We all know how the government works—wait! That's a contradiction in terms! Maybe we should

# A MAD LOOK AT REAL-LIFE GOVERNMENT "LOGIC" is...

ARTIST: HARRY NORTH

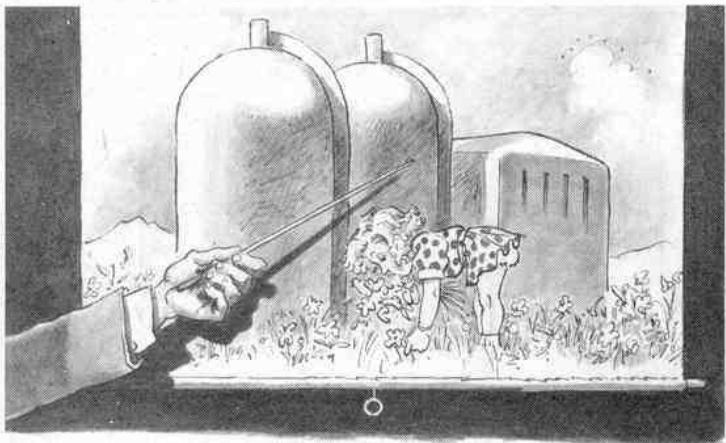
...passing a "tax simplification" act...



...that's 850 pages long!

## GOVERNMENT "LOGIC" is...

...continuing to promote nuclear power plants as "totally safe"...



...even though no insurance company will insure them—at any price!

## GOVERNMENT "LOGIC" is...

...requiring competitive bids on government contracts...



...then paying whatever outrageous "cost overruns" contractors can claim with a straight face!

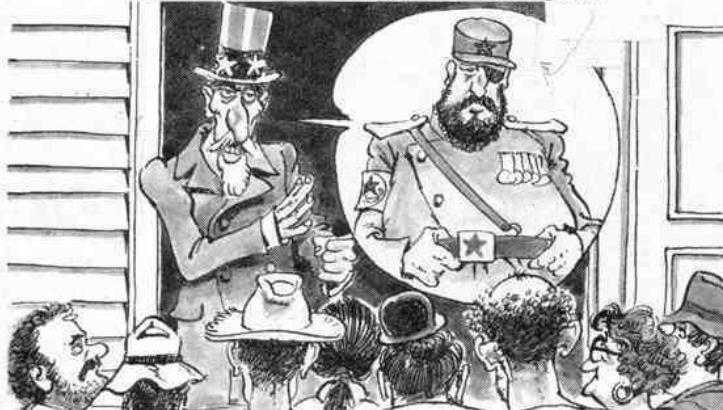
say "...how the government *thinks*"—naw, they don't do that either! See what we mean as we take

# THE GOVERNMENT "LOGIC"

WRITER: MIKE SNIDER

## GOVERNMENT "LOGIC" is...

...saving other countries from the oppression of left-wing dictatorships...



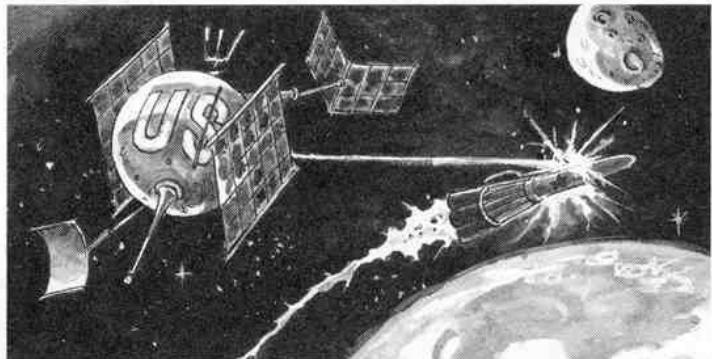
## GOVERNMENT "LOGIC" is...

...entrusting the protection of our national parks and wilderness areas...



## GOVERNMENT "LOGIC" is...

...turning down a plan that would eliminate all nuclear missiles...



...so that we can build a trillion-dollar "star wars" system to defend us from the

## GOVERNMENT "LOGIC" is...

...diligently keeping "undesirables" out of the U.S....



...but welcoming with open arms the likes of Ferdinand and Imelda Marcos!

## GOVERNMENT "LOGIC" is...

...punishing states with too many speeders...



...by cutting off their Highway Construction funds—and making roads twice as dangerous!

## GOVERNMENT "LOGIC" is...

...maintaining public health and safety by regulating everything under the sun....



except cheap, easily concealed handguns!

CATTY-SHACK DEPT.

There's a new sitcom about four typical working ladies. One is a bubble-brain beauty pageant champ. Another is a soft touch and is so easily duped, it seems she also has a soft brain. A third falls in and out of love at the drop of a bathrobe and the fourth has a tongue that makes Howard Stern sound like a Boy Scout. That's how Hollywood sees four **TYPICAL** ladies! But we wish Hollywood would take a good look at some **REAL** typical female types and just stop...

# REDESIGNING WOMEN

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Hi, I'm Foolya! I run Sugardaddies Interior Designs. We do very thorough work. We choose your furniture, your drapes, your rugs, but **most important**—we choose the person we think you should share it with!

I'm Charmin, the office manager here at Sugar Daddies! Believe it or not, I average one affair a week. In this group that makes me an old prude!

I'm Marry-Dough, a divorced mother! My ex-husband sued me for cruel and inhumane treatment... of my hair!

I'm SnoozeAnne! I hold a dozen pageant titles, all because of my natural beauty. As a matter of fact, those guys are delivering more of my "natural beauty" now!

We'll go back out to the truck and bring in the rest of this month's delivery!

I'm Agony, the office flunkie! I also serve a more useful purpose. Those four women are so tough, they put **ME** in the show to give it a feminine touch!



Hi everybody! I just came back from surveying Rick's place. He's that cute bachelor lawyer, and you'll never guess what... He made a pass at me!

I thought he wasn't going to be home.

He wasn't home, but he left my favorite champagne chilling in the fridge! If that isn't a come-on, I'd like to know what is!

Charmin, I do believe you think men are more interested in you than they really are. Last week at the football game, you insisted the men in the huddle were planning a way to get your phone number!

Do you know that Rick has satin sheets on his bed and bottles of aphrodisiacs on his dresser?

Charmin darling, so do you!

My aphrodisiacs are in my medicine cabinet!

And I bet he doesn't have a needlepoint over the bed that says "GO FOR IT," like you do!

Well, those are enough catty remarks to last us for at least two minutes, so let's shift gears and start a story that shows how we're really tender, we're loving, we're sensitive and—

—we're ready to sink our claws into any guy who shows the slightest interest in our flirtations!

Hi, I'm Rick!

You do what?

I do!

Wasn't that a proposal?

You'll have to forgive Snoozeanne. Somehow she thinks when a man says "Hi" and holds out his hand, it's a marriage proposal!

You know, I'm glad I stopped by. I hired you girls on the basis of a friend's recommendation. I hadn't seen the kind of work you do. This place is gorgeous!

Oh, we didn't do this place ourselves! We're much too busy trying to run everyone's lives to actually have time to design something this nice!



Someone left this book at my apartment.

Oh, it's one of our sample books!

I took a peek. It's all 8 x 10's of young men!

Yes, it's our sample book of eligible bachelors in the Atlanta area!

You girls wanted to know what to do with my old furniture. Can you donate it to that Drooping Belles Retirement Home on Peachtree Landing?

Sure, but retirement homes give me the creeps! They're so drab and depressing...

I know what you mean. They need to relax their admittance procedures and allow YOUNG people in to add some life to the place!



Charmin, if they brought in young people it wouldn't be an old folks home, now would it??!

No, but what's wrong with it being a YOUNG old folks home?!

Well, girls, I have to be going. I assume saying "good-bye" to Snoozeanne will not be taken as another proposal!

Just make it "so long." Snoozeanne feels a man saying "good-bye" automatically entitles her to alimony!

Well, I guess the first step is to have the furniture from Rick's sent over to the retirement home.

Are we actually going to do a show about a retirement home?

Well, we already did fun shows about AIDS, cancer and heart attacks. It would be a nice switch to do a show about a more SERIOUS subject!



Listen, we're donating a client's furniture to a retirement home — why don't we donate our services, too?

Donate our services!! I'm not going to make it with some old geezer! I'm not an easy woman!

You're not easy? Since when?!! And anyway, I meant donate our DESIGNING SERVICES!!

Try that over by the window, move this table over there and put this bright light on a dimmer...

We appreciate your help, but you can't come in and rearrange our Emergency Operating Room!

Very well! If you want your doctors to work in these bright, antiseptic surroundings, be my guest!



No, no! You can't use that!

But it's my bedpan!

It WAS your bed pan! We have transformed it into a paisley flower... something useful!

Now that I'm living on \$160 a month from Social Security, I was forced to come here! It's an awful situation!

Oh, I know about awful situations! Do you know I have only 16 pairs of shoes?

SIXTEEN!

It gets worse! Only 16 pair of shoes to go with 35 outfits! But each of us has our cross to bear!

You know, there've been an awful lot of "free hands" around here!

Yes, I know! And I wish you girls would stop touching the elderly gentlemen!

But they're SO grateful!

You girls have done a wonderful job here!

Yes, I think it came out nice in spite of Snoozeanne!

You're just jealous because more older men smiled at me than smiled at you!

Those weren't older men smiling at you! It was their teeth in all those glasses smiling at you!!!

Girls! Girls! This was a group effort! We did something really special here!

Speaking of a group effort, you girls made my nursing home so much better, I'm going to have to raise the rates the old folks pay...unless you girls want to do something special for me...

Like what...?

Close the door...

Oh, just "Close the door!" Sure, that's easy! For a minute I thought you wanted something kinky!

Charmin, wake up!  
I am suggesting  
something kinky!  
What I'm suggesting  
is a little  
"roll in the hay"!

A roll in the hay! Well, let me tell  
you something, Mr. Cheat-the-Old-Folks  
Out-of-Their-Life-Savings! Each week  
we try to deflate one male ego, but in  
your case we're bypassing deflation and  
going straight to CASTRATION!!!

Right! If you raise the  
rents here one cent, the  
four of us will swear out  
a warrant for your arrest!  
We'll say you forced your-  
self upon us at knifepoint!

And they'll be-  
lieve us, because  
everyone around  
here knows we're  
not "those kind"  
of girls!!!

I just hope the  
cop they send  
over to take our  
statement has a  
tight uniform  
and nice buns!



Listen, I never would have  
suggested it if it weren't  
for the reputation you  
girls have in this town!  
I heard the Post Office  
sends you any mail addressed  
to "Loose-Moraled Occupant"!

Well, I've got news for  
you, mister! We do not  
let rich men push us  
around! Nor old men,  
young men, smart men,  
nor any other men!!!

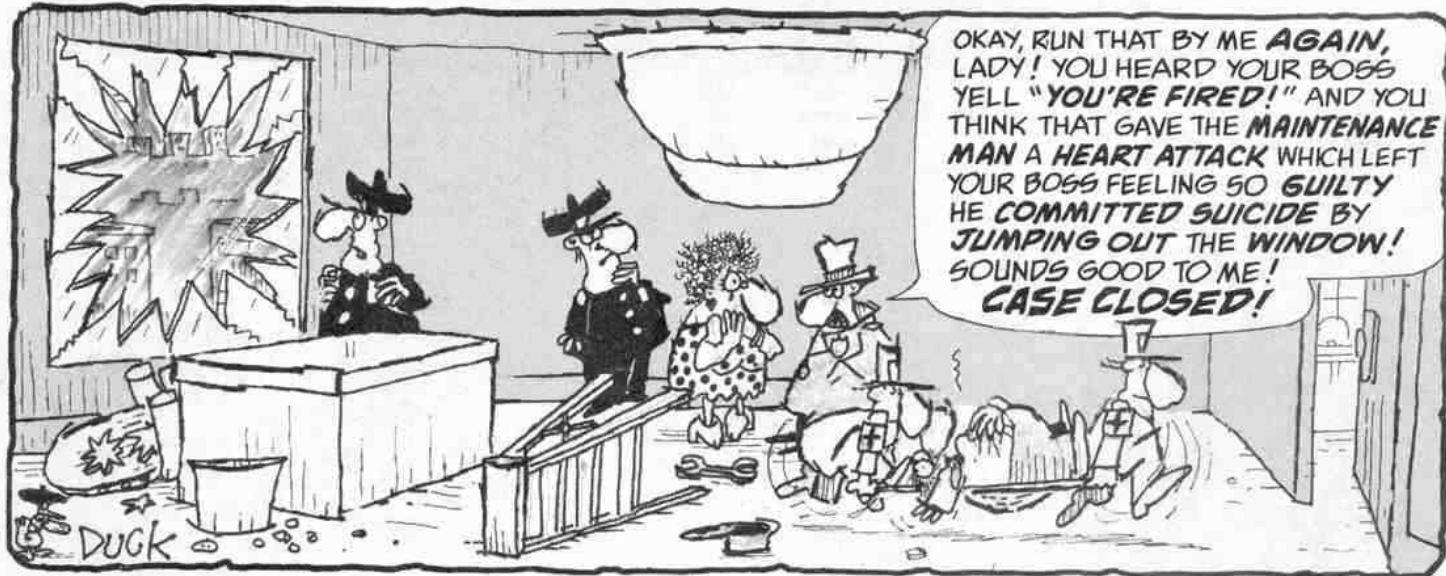
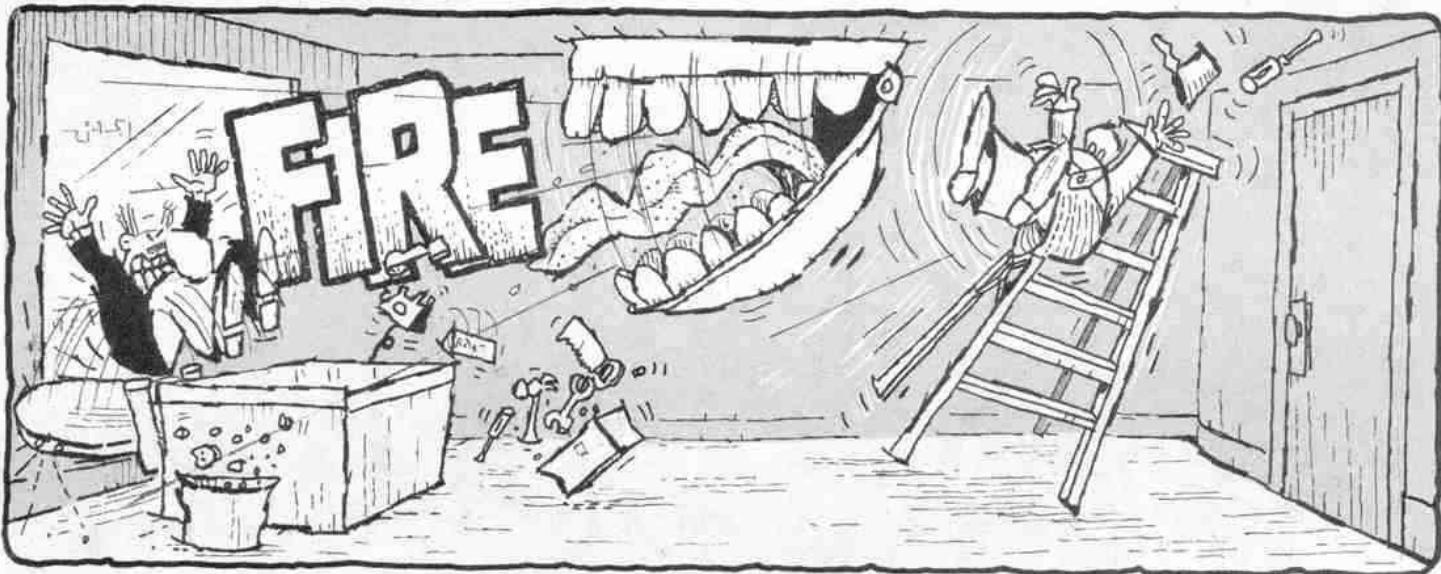
I get the picture!  
You girls win!  
I can't wait to get  
back to dealing with  
people who have some  
mercy — like loan-  
sharks and mobsters!

Well, I just finished  
the accounting for last  
month. We made \$8,000 —  
\$75 of that is from our  
designing services, the  
other \$7,925 is from our  
combined alimony checks!

Hey, we're  
up! Last  
month it was  
only \$62  
from our  
designing  
services!



# THE DEMONIC DETECTOR DISASTER



**WHAT POPULAR  
TEENAGE  
TURN ON  
IS A  
TURN OFF  
FOR PARENTS?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

**Kids always manage to startle their parents. To find out what the latest jolt is, fold page in as shown on right.**

A

FOLD THIS SECTION OVER LEFT

FOLD PAGE OVER LIKE THIS!

4B FOLD BACK SO "A" MEETS "B"



**PARENTS THINK TODAY'S KIDS SHOULD  
SHOW RESPECT FOR OLD VALUES. THEY ATTACK  
RADICAL IDEAS THAT KIDS OFTEN TURN ON TO**

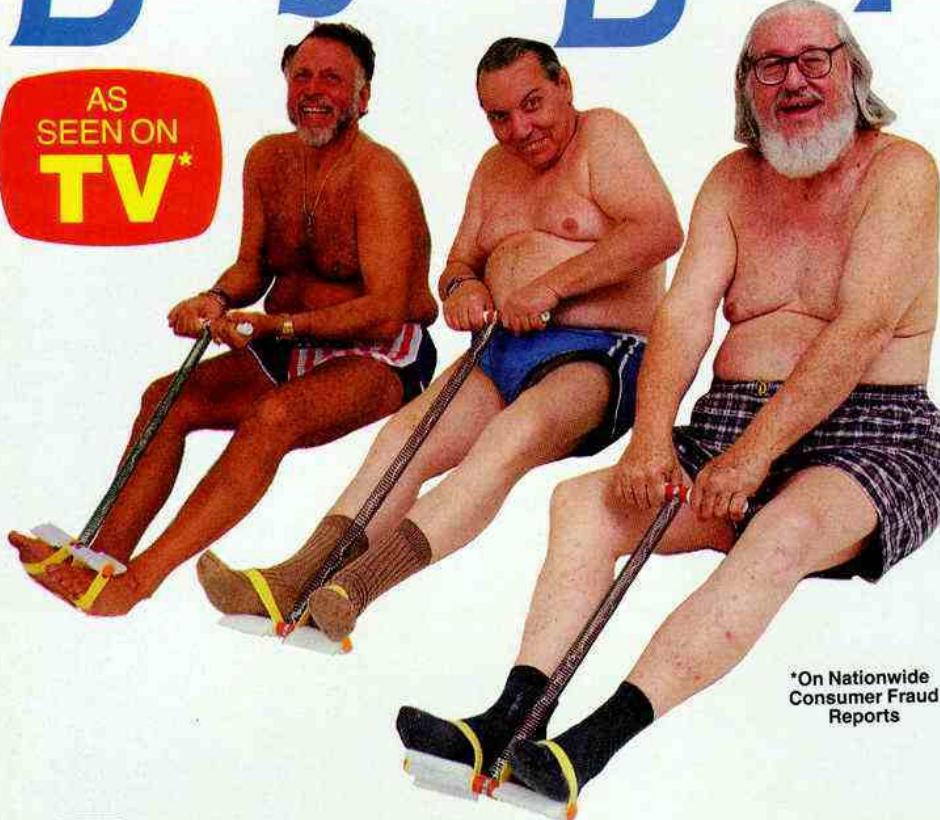
A

B

**Why are we giving away the Bulgin' Belly Burner™ for only \$10?  
(Because we tried to give it away for \$20 and that didn't work!)**

# Bulgin' Belly Burner™

AS  
SEEN ON  
**TV\***



\*On Nationwide  
Consumer Fraud  
Reports

**Don't waste your hard-earned  
cash on inferior imitations  
when you can get the inferior  
original for the same price!**



To see how desperate overweight people are, our Special Consumer Alert Movement (SCAM) is offering this truly amazing device.

#### **NOT AVAILABLE IN ANY STORE**

The amazing Bulgin' Belly Burner will not be sold in any store! It's only offered by mail, where you can't get your hands on one until you have already paid for it!

Use it to flatten your tummy, firm your buttocks, mow your lawn, grate your cheese, slice your eggs—just about anything you can think of!

Forget about expensive gyms, difficult rowing machines and all the ridiculous claims in this ad. Just 10 minutes with the Bulgin' Belly Burner makes you feel as nauseous as if you had worked 40 minutes with heavy weights.

#### **IRON CLAD MONEY-BACK GUARANTEE**

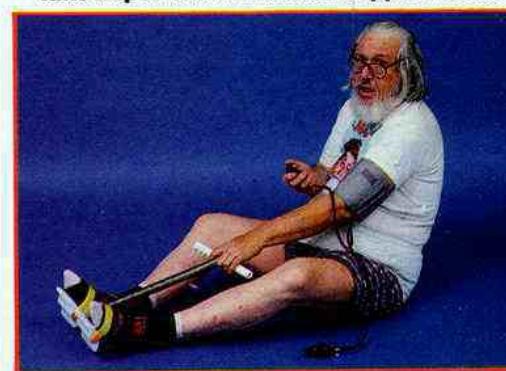
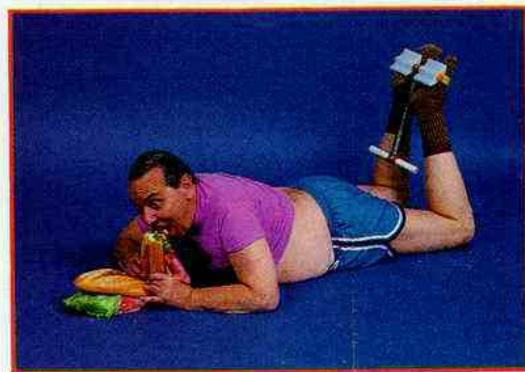
Use the Bulgin' Belly Burner just 10

minutes a day for 5 years. If you're not 100% delighted with the new "you," try using it 20 minutes a day for the next 10 years. If you're still not in better shape than our professional models shown above, return the unit for a full refund. (Must be in brand-new condition, in original package, to qualify. Please include a \$15 restocking charge.)

#### **ONLY ONE BELLY BURNER PER PERSON!**

Only one unit per customer may be purchased. But we won't insult your intelligence by checking to see if you sent in multiple orders, so feel free to do so!

To order, mail this original ad together with \$10 for each Bulgin' Belly Burner, plus \$19.95 postage and handling and \$12.76 insurance, and an additional \$7.95 for the translated-from-Japanese instruction sheet. Allow 6 to 8 months for us to ship it and for you to forget that you ordered it.



**Bulgin' Belly Burner, Cockamamie Products, Dept. Y-U, Gullibility, TX.**