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No.  
275  
December  
1987

# MAD

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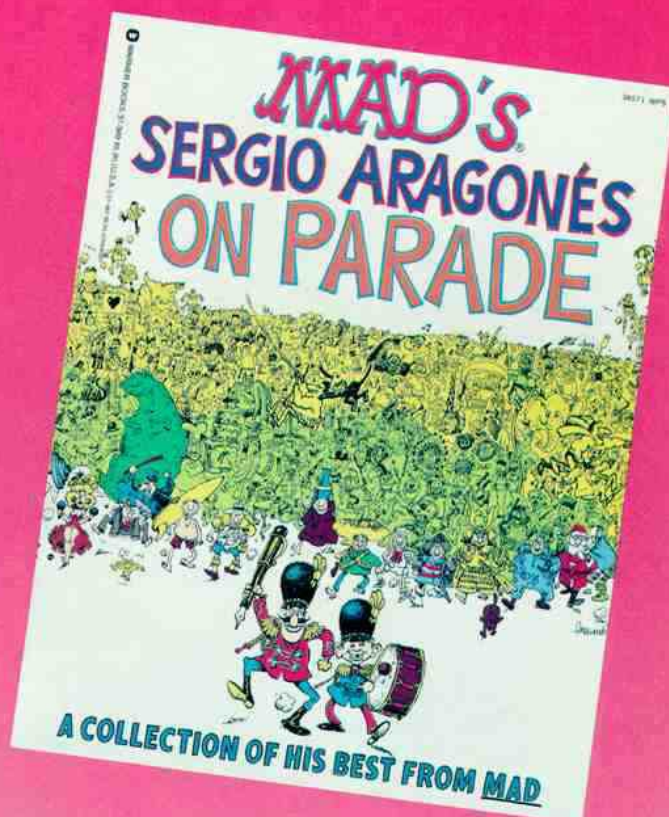
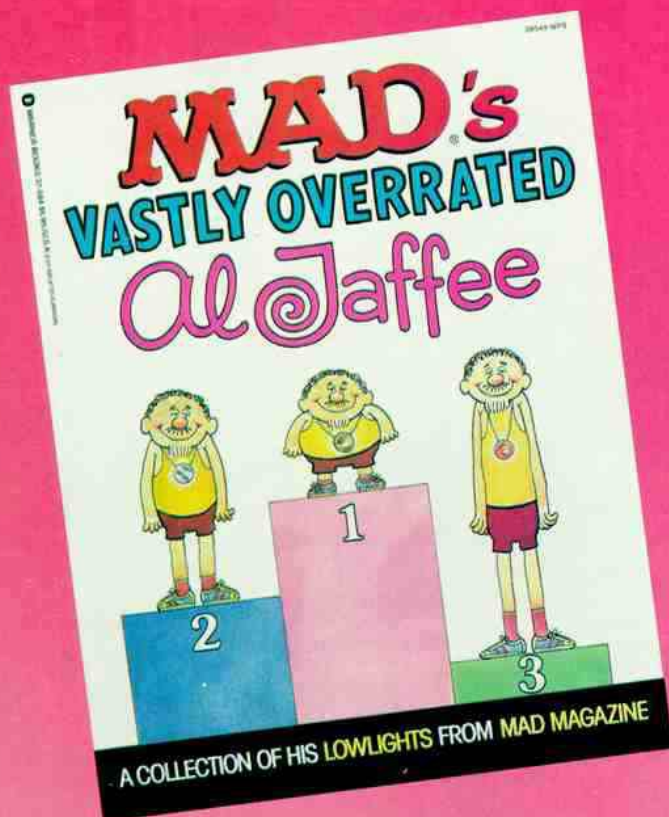
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# MAD

"A lot of people who complain they don't get what they deserve don't know how lucky they are!"  
—Alfred E. Neuman

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**CONTRIBUTING ARTISTS AND WRITERS** *the usual gang of idiots*

## DEPARTMENTS

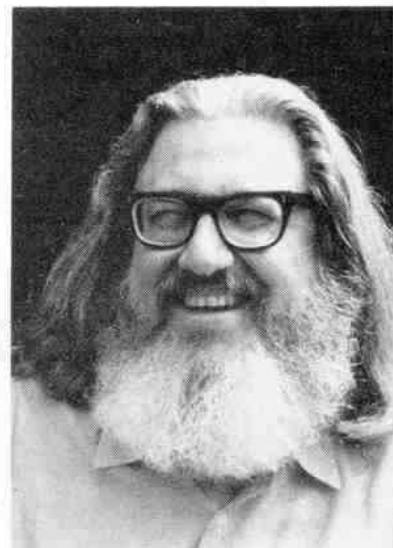
<b>ALL JAFFEE DEPARTMENT</b>	
Low Tech Inventions for Everyday Needs . . . . .	17
<b>ALLEY OOPS! DEPARTMENT</b>	
Drama on Page 42 . . . . .	9
<b>APPENDANCE FOR YOUR THOUGHTS DEPARTMENT</b>	
The Body Perfect . . . . .	12
<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The lighter Side of . . . . .	26
<b>BETTER SHRED THAN READ DEPARTMENT</b>	
The Ollie North Coloring Book . . . . .	31
<b>CHAT'S ALL, FOLKS! DEPARTMENT</b>	
MAD's Guide to Talk Show Hosts . . . . .	36
<b>CREATURES FROM A HACK BUFFOON DEPARTMENT</b>	
Your Pet Knows . . . . .	20
<b>DICK DePARTMENT</b>	
The MAD Merchandise Mart . . . . .	22
<b>FLIP, FLOP, QUIZ, QUIZ DEPARTMENT</b>	
MAD's Home Version of Jeopardy . . . . .	15
<b>FRANK ON A ROLL DEPARTMENT</b>	
The Ballad of Dr. Ruth (A MAD Sexual "Hang Up" Poster) . . . . .	24
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy vs. Spy . . . . .	39
<b>LETTERS AND TOMATOES DEPARTMENT</b>	
Random Samplings of Reader Mail . . . . .	2
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn Out Dramas" by Sergio Aragones . . . . .	**
<b>MURPHY'S BORE DEPARTMENT</b>	
"Beverly Hills Slop, Too" (A MAD Movie Satire) . . . . .	4
<b>PUTTING DOWN THE VOLUME DEPARTMENT</b>	
The MAD Decibel Scale . . . . .	10
<b>PREVIEW TO A KILL DEPARTMENT</b>	
The MAD Movie Critic's Pledge . . . . .	48
<b>SERGIO ARAGONES DEPARTMENT</b>	
A MAD Peek Behind the Scenes at a Comic Book Convention . . . . .	34
<b>TEACHER'S PESTS DEPARTMENT</b>	
"Head of the Crass" (A MAD TV Satire) . . . . .	
<b>WE THOUGHT THE GOOD FRIGHT DEPARTMENT</b>	
It's Scary to Think That . . . . .	40
<b>WEIGHT AND SEE DEPARTMENT</b>	
Drama on Page 9 . . . . .	42

\*\*Various Places Around the Magazine

FRONT COVER ARTIST: RICHARD WILLIAMS

## AN IMPORTANT ANNOUNCEMENT

### FROM THE PUBLISHER



Dear MAD Reader:

Over the past few years, the cost of producing MAD has risen dramatically. Ink, paper, printing and shipping prices all have gone up. (In fact, just about everything connected with MAD has gone up, with the exception of the quality of the magazine!)

In order to avoid raising the price of MAD, I'm trying something in this issue that I swore I never would—running ads. I'm not happy about this, but I am trying to make the best of the situation out of respect to you, the reader.

Accordingly, I have established a Blue-Ribbon panel of experts who will carefully screen all companies who wish to advertise in MAD. In addition, every product advertised will be carefully reviewed and tested by this panel. You have my personal guarantee that only top-of-the-line companies and their products will appear in the pages of MAD. My foremost concern is that you, the reader, are satisfied. The "MAD Merchandise Mart" appears on pages 22 and 23 of this issue. Read the ads, judge for yourself, and let me know what you think!

If the response to advertising is good, we will try it again in future issues. If not, we will not use ads again and will maintain our "cheap" price as long as possible. Unfortunately, the low quality of the magazine will remain the same, no matter what you say!

William M. Gaines

# BETTER READ THAN WED!



*We've groomed our best, man, from some dearly beloved material that is our bride and joy!*

*We vow that you laugh happily ever after once you pledge your money and say, "I DO—want to buy this book!"*

**'til MAD  
do us part**

**"May Divorce  
Be With You!"**

## LETTERS AND TOMATOES DEPT.



### "CROC O'DULL DUMMEE"

Now that you Bozo's have finally gotten to putting Crocodile Dundee in his place, when can I expect you to take on even more annoying Aussies like Rupert Murdoch and Olivia Newton John?

Phil Zagloul  
Richmond, NY

### MADOPOLY CARD

Here's my own contribution to your "MAD Monopoly Cards For the 1980's."

Chris Wheatley  
Schaumburg, IL



### FAST FOOD FOR THOUGHT

In "Sir Puffy's Placemat" (MAD #273), you really put the fast-food industry's tastes and style in their places. But the caption for the "Crew Person of the Month" broke my heart! You showed the sad truth, the depressing human fall-out behind the scenes of our burgeoning "service industry"—which is no joke, but one big "choke." Sob.

John Hoering  
Washington, D.C.

Your Sir Puffy's Placemat features a marvelous little satirical piece with the perfect photo called "Crew Person of the Month." It is so right-on that I have been showing it around and writing to distant people about it. It neatly expresses the apparent philosophy and emotional/physical appearance of every stereotypical fast food worker I have ever encountered! Cheers!

Neill  
California, USA

Your TASTY article featuring Sir Puffy's Placemat was DELICIOUS! I've never seen so much BALONEY in one place! I almost CHOKED laughing!

Jon Upton  
Ontario, Canada

Your pun filled letter is not unlike the food at Sir Puffy's—tough to swallow!—Ed.



## MORON MAIL

Do you print short letters?

Anthony Garner  
Orlando, FL

Only when they are written by desperate, disturbed individuals who might go over the edge if we refused to publish their petty, uninspired musings. Thanks for writing!—Ed.

I have been reading your magazine for over 25 years. The one quality I like about MAD is that I can read it from cover to cover, pick it up two weeks later, read it again and I won't remember a thing I read the first time!

Susan Woodruff  
Two Harbors, MN

Yeah, you and the President!—Ed.

Hi, this is Ben Clark. I was wondering if you could dedicate the next MAD magazine to me, Ben Clark. If you can, just put in the right hand corner "Dedicated to Ben Clark." I'm counting on it.

Ben Clark  
Albuquerque, NM

Sorry Ben, we can't do that but we'll try to work your name in somewhere in this issue.—Ed.

### PEE-WEE'S PLAYHOUSE

I loved "A MAD Peek Behind the Scenes at Pee-wee's Playhouse," but what is the name of that butt that was sticking out of the window?

Neil "Bud" Koch  
St. Paul, MN

Ben Clark!—Ed.



Looks like Pee-wee thought our spoof of his show was so funny he forgot to laugh! We can only guess what he's thinking, maybe something like, "Hey, MAD, you're rubber and I'm glue—it bounces off me and sticks to you! HA! HA-HA!!"

### MADVERTISING

In Dick DeBartolo's article "Feature-by-Feature Advertising" (MAD #273), he missed one important feature in the Acme Calendar ad: "Shop and compare! All calendars currently have only 365 days—but if you act now, we'll include absolutely free one BONUS DAY in February (with your purchase of an Acme 1988 calendar)!"

Karen Strickland  
Lauderhill, FL



## WIMPY WRESTLER UPDATE



As promised, here is our update on the world of wrestling's latest wonder, Harold "The Killer Accountant" who we featured on the cover of *WWF Magazine* in *MAD* #272. Harold's open challenge to meet the Hulk in the ring has gone unanswered. Harold's buffoonish manager, Art "The Smart" Charney says this is proof that the Hulkster is a "spineless, cowering fraud." The ledger book is in your court, Hulk...we're waiting!

## DEAD LETTER

I almost barfed after I read "Don Martin Visits the Morgue." It is the most tasteless feature *MAD* has ever printed! I know your standards are low, but this time you went six feet under!

John DeFrance  
Newton, CT

Under what?—Ed.



## MAJOR MISCONCEPTION

Widely held misconception #371: When a magazine says "CHEAP!" on its cover, it's going to be inexpensive!

Jim Turko  
Elk Grove, CA

Widely held misconception #372: There is intelligent life in Elk Grove, CA! Thanks for writing!

—Ed.

## DRAWING PRAISE



*MAD* artists just keep racking up those awards! At this year's National Cartoonist's Society Awards dinner, our own Sergio Aragones and Mort Drucker each received the prestigious Reuben Award. Sergio provided us with this sketch of that magic moment! Congratulations, guys, now get back to work!

## MILLENNIUM POLL

And now, the moment you've all been waiting for! Your responses to our "Best of the Millennium Reader's Poll" (*MAD* #272). The response has been overwhelming! (Obviously, we did something wrong!) Some categories got popular votes. A lot of you people think alike! (So get your heads examined!) **BEST MALE VOCALIST: MICHAEL JACKSON.** **BEST FEMALE VOCALIST: MICHAEL JACKSON.** (Somehow, we expected that!) Many of you think that **FRANK PURDUE** is the **BEST CHICKEN JOKE**, and **485 MADISON AVE.** is the **BEST DUNGEON (why you—!)**, and according to you "THE THINKER" is saying, "WHERE ARE MY PANTS?" and "DAMN THAT CRAZY GLUE!" But you couldn't decide if the **BEST LITE BEER COMMERCIAL** is with **RODNEY DANGERFIELD** or without him. We tend to agree with Karen Woytowick of Staten Isl., NY, who said, "They're all good commercials—it's the BEER that's lousy!" Here are some other brainy answers:

### 1. BEST POLITICAL REVOLUTION

Rockers Against Tipper Gore

—Jennifer Winnick, Lewistown, PA

### 3. BEST RECORDING OF "LONG, TALL SALLY"

Well, actually I did one last week with my Mr. Microphone. —Paul Mullins, Houston

### 6. BEST BOOK BY JACKIE COLLINS

"My Sister, the Slut"

—J. Kurt, Bklyn, NY & Mike Beatrice, Northridge, CA

### 8. BEST GEOLOGICAL EROSION

The space between David Letterman's teeth.

—Paul Mullins, Houston

### 10. BEST BATTLE OF THE HUNDRED YEARS WAR

Battle for the Keys to the Chastity Belts.

—Raymond Kelly, San Diego

### 18. BEST-WORDED QUESTION OF THE SPANISH INQUISITION

"Is the Pope Polish?" —Shelly Johnson, Iron Mountain, MI

"Got anything to drink in this town?"

—Elizabeth A. Lape, Mexico, NY

### 19. BEST HISTORICAL TREND

Reviewing Chappaquidick every few years.

—Cathy "Woo" Fowles, Litchfield, NH

Wigs on men. —Ricky Pascoe, McDonald, PA

### 23. BEST CRUSADE

The one to keep *MAD* out of the Holy Land.

—Chuck Torbett, Sycamore, FL

"Star Search" carrying on "The Gong Show" cause.

—Eric Bierker, Lancaster, PA

To find a town without a McDonald's.

—Arturo Aguilar, Marina del Rey, CA

### 25. BEST GOTHIC CATHEDRAL

Jim Bakker's dog house. —Greg Reeves, Lawrence, KS

### 26. BEST SUBURBAN SHOPPING MALL

Tammy Bakker's closet. —Randy Rogers, Dayton, OH

### 27. BEST ENGLISH TRANSLATION (GREEK DRAMA)

"Cheesburga, cheesburga, no pipsi, fries."

—David Pezzullo, Highlands, NJ

### 32. BEST EXIT LINE BY A RELIGIOUS MARTYR

"If I don't get 8 million dollars by the end of March, the Lord will call me home."

—Bradley Murrell, Pensacola, FL

### 34. BEST NBA PLAYOFF SERIES

Celtics vs. Jack Nicholson

—Cathy "Woo" Fowles, Litchfield, NH

### 36. BEST WAY TO LURE THE SPANISH ARMADA INTO A TRAP

"Hey meester, would you like to meet my seester?"

—Barry Collins, St. Pete, FL

Whistle and call, "Here, Spanish Armada."

—Tim Kohler, Amarillo, TX

### 37. BEST BOB HOPE SPECIAL

The "Invention of the Wheel" Celebration.

—Chris Gotaskie, Shamokin, PA

"Bob Hope Does Tehran."

—Barbara Hoskins, Grand Rapids, MI

### 40. BEST NAVAHO MEDICINE MAN

Chief Rexall —Laney Loftin, Monroe, LA

### 45. BEST APPEARANCE OF JOSEPHINE THE PLUMBER IN A COMMERCIAL FOR COMET CLEANSER

The one where she blinded the dog with Comet.

—Sissy Gustid, Sudbury, OH

### 55. BEST VIRGIN SACRIFICE ALTAR

The Sears Tower. —Wiley Larsen, Minden, ME

### 58. BEST RECIPE FOR BREAD-AND-GRUEL

Toast the bread, spread the gruel over it lightly, and add chives, chopped celery and grated cheese.

Microwave for 12 seconds. —T.E. Pomey, Wichita, KS

### 61. BEST ARGUMENT AGAINST GALILEO'S THEORY THAT THE EARTH REVOLVES AROUND THE SUN

It really revolves around Sean Penn.

—Brian Macala & George Ruznak, OSU, Youngstown, OH

### 64. BEST-SOUNDING EXCUSE FOR OUR INVASION OF GRENADA

The student loans were due.

—David Noll, Skillington, PA

### 69. BEST MEDICAL BREAKTHROUGH

The discovery that whatever Prince has is not contagious. —Sissy Gustid, Sudbury, Ontario

### 71. BEST GODZILLA MOVIE

"Godzilla Meets the U.S. Trade Deficit."

—The Midnight Staff Nurses of Harper Hospital, Detroit

### 73. BEST DENTIST (PRE-NOVACAIN)

Stanley Johnson, an ancestor of mine who employed two big men to hold his patients down.

—Doug Welch, Pleasant Hill, CA

### 78. BEST NON SEQUITUR IN A "BEST OF THE MILLENNIUM" POLL

"Oh, and by the way, just how old is Dave Berg?"

—Adam Cook, Cape Breton, Nova Scotia

Many thanks to all who wrote. Here's a quick list of some of the other people who were foolish enough to sign their names!

Phil Mackey, Beewick, PA; Tom Bauer, Grand Lodge, MI; Adolfo Ibarra, Jr., Los Angeles; Mel Spivak, Santa Cruz, CA; D.J. Conally, London, England; Andy Lewis, El Toro, CA; Pam Roberts, Islamorada, FL; Tammy Graham, Greenwood, IN; Patty Randell, Albq, NM; Joseph Wardrop, Ware, MA; Justin Meadows, Arvina, CA; Dave Lippman, Hoboken, NJ; Tammy Savage, Kingwood, WV; Peter Storm, Rice Lake, WI; Robert Oikowski, Milwaukee; Jeff Kubota, Lawrence, KS; Melanie N. Lee, Corona, NY; Cary Boone, Odessa, TX; Lorene Turner, Landis, Canada; David Fishman, San Luis Obispo, CA; Mitchell Warner, Gillette, NJ; Craig Stewie, Riviera, AZ; Mary Anne Laverne & Elizabeth Blackwell, Bklyn, NY; Sarah Thompson, Fresno, CA; John E. Moore, Watkins, Glen, NY; Jeffrey Weinrich, Mickey & Carol Chuisano, Bklyn, NY; Daniel J. Moore, Roseburg, OR; Luke Milaver, Raytown, MO; Gregory Haynes, Baltimore; Henry Reyes, Chicago; Robin Lee, Calgary, Canada; Brian Guile, La Habra, CA; Eric Rodriguez, Mt. Vernon, WA; Dustin Shultz, Los Alamitos, CA; Andy Toutain, Pittsfield, NH; Dustin A. Adkins, Altha, FL; Mandy Whitfield, El Caton, CA; Jerry & Elmo Kelley, Riverside, CA; Tony Luib, Chagrin Falls, OH; Karl H. Rohner, New Carrollton, MD; Mike Morgan & Sean Barrett, Haymarket, VA; Mark Zvolonek, Ft. Atkinson, WI; Randall J. Vockroth, Beaver Dam, WI; Ralph Barnes, Houston; Will Day, Bangor, ME; Garrett Lee, Harrington, WA; Brent Shannon, Winston-Salem, NC; John Brooks, Sarasota, FL; Brian Bosley, Mentor, OH; Thomas Clegg, Bakersfield, CA; Nils Visser, Oklahoma City; Alan Scott, Bloomington, IL; J.C. Osborn, Glendale, AZ; Matt Burkhardt, Galesburg, IL; Jason Davis, Clarksburg, WV; John Astaire, San Luis Obispo, CA; Alan K. Thornburg, Midwest City, OK; Lazaro Blanco, Miami; V.G., New Sweden, ME; John Jozefczyk, New Eagle, PA; Danny Farando, Union City, NJ; John Heering, Bethel, CT; Jim Reilly, Warren, PA; Paul C. Dietl, Sioux Falls, SD; Fred Rascoe, Charlotte, NC; Bill Stritcler, Jr., Mansfield, OH; Cameron Duff, W. Brunswick, Australia; Shannon Killingsworth, Republic, MO; Glen Judia, Chattanooga, TN; Chuck Fowler, El Cajon, CA; H. Baker, Denver; Mrs. Judith A. Browning, Long Bch, CA; Betty Altruda, Manolapan, NJ; Le Anne Braziller, Lee, MA; Robert Harder, Long Bch, CA; Laney Loftin, Monroe, LA; Brandy Bragg, San Francisco; Theodorus Whiting, Hoyt Lakes, MN; Randy Good, San Diego; Jeffrey M. Brauer & Jeff Christian, Binghamton, NY; Bill Seitz, Big Lake, AK; Russell Howe, Travelers Rest, SC; Debra Grasley, Orangeville, PA; Steve Byers, St. Catherine's, Ontario; Joy Anderson, West Plains, MO; Casey Williams, Vienna, NY; Karen Morton, Knoxville, TN; Jody McCauley, Christy Bubb & Jennifer Brown, Lawrenceville, GA; Enrique Alvarado, Bklyn, NY; Bart Leahy, Lombard, IL; Tom Huntsman, Randolph, OH; Chuck Torbett, Sycamore, IL; Brad Nixon, New York; Eric Hollingsworth, Marietta, GA; Chuck Carlisle, Massillon, OH; Arne Haaning, USAF, Greenland; Ann Winger, Johnson City, TX; and Lou at Surfin' Aarvark Comics, Hampton Bch, NH. Thanks to all!

Please Address All Correspondence To:  
**MAD, Dept. 275, 485 MADison Avenue  
New York, New York 10022**

*MAD* welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-obsessed, stamped envelope!



Talk about being down and out for some new ideas, now they're dishing out...

# BEVERLY HILL

Taggem, Rosewater, how ya doin', guys?

Axewell Folly, how'd you find us, ol' buddy?

It was easy! I just followed the trail of wrecked cars and wild gunfire!

Come out with your hands up and move this double-parked vehicle or we'll amplify the soundtrack another 1,000 decibels!

What's going on here? The Chief removed you two from the Alphabet case and demoted you to traffic duty!

We thought that maybe traffic offenses are related to the Alphabet case, like "U" turns and "J" walking. Sgt.! So we've cornered a double-parker—and with less destruction than usual!



ARTIST: MORT DRUCKER

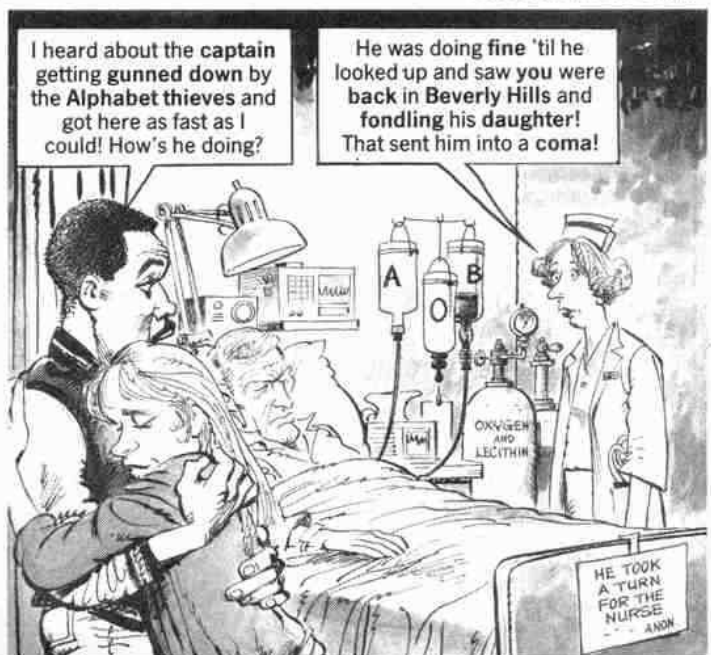
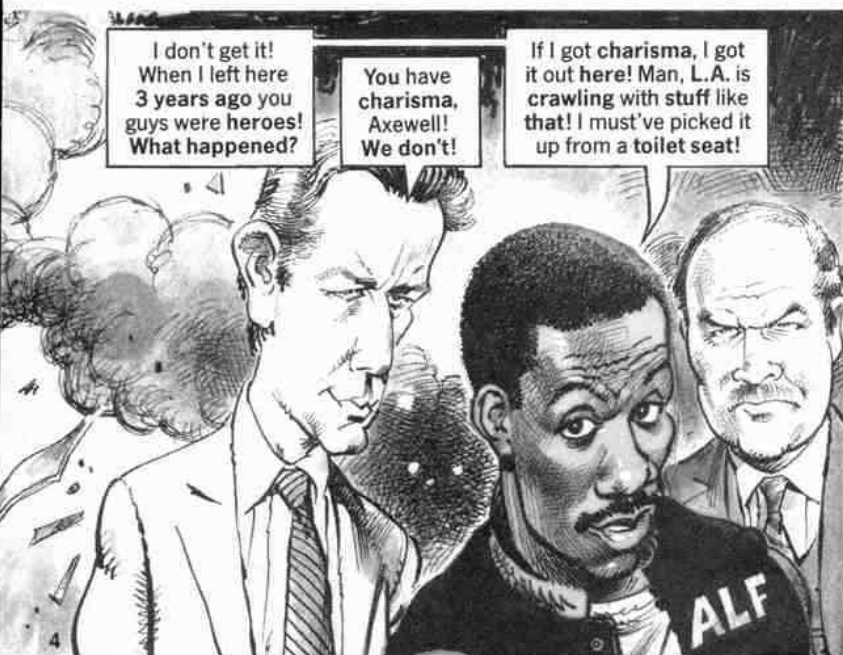
I don't get it! When I left here 3 years ago you guys were heroes! What happened?

You have charisma, Axewell! We don't!

If I got charisma, I got it out here! Man, L.A. is crawling with stuff like that! I must've picked it up from a toilet seat!

I heard about the captain getting gunned down by the Alphabet thieves and got here as fast as I could! How's he doing?

He was doing fine 'til he looked up and saw you were back in Beverly Hills and fondling his daughter! That sent him into a coma!



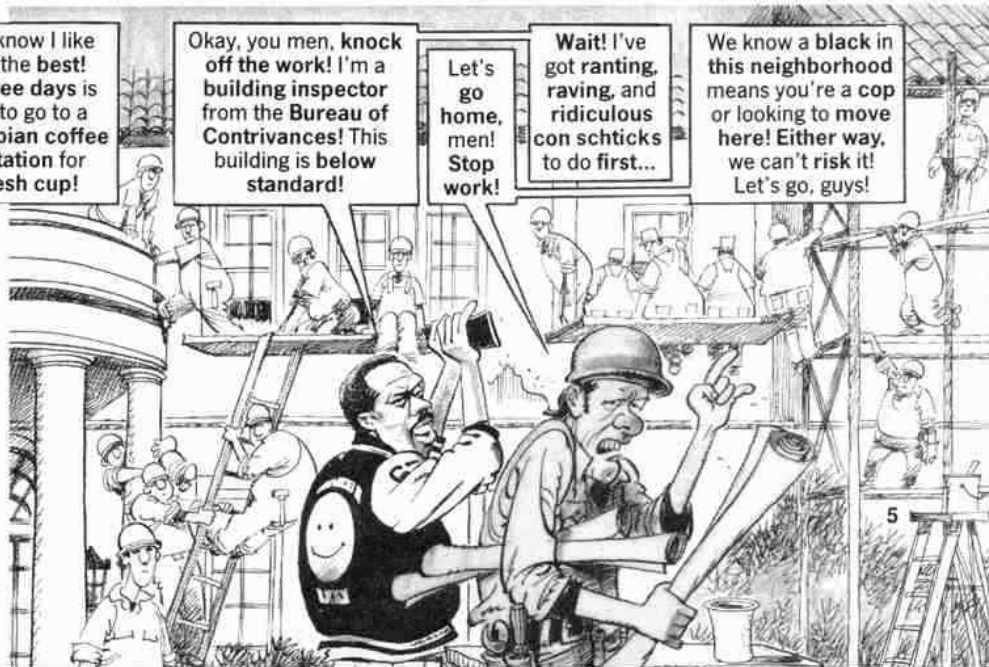


## They Heap It Back On!

Well, they stole Eddie Murphy's character from there, so why not the car crashes!



**We know a black in this neighborhood means you're a cop or looking to move here! Either way, we can't risk it! Let's go, guys!**





Axewell, since we found these shells at the scene of the last Alphabet crime, we marked them exhibit "B"!

Not only that, they were found at the "X" on this map, an A-frame house near a Y.M.C.A. on — now get this — Avenue C! Isn't that a kick!

Uncanny! I'd like to ask a ballistics expert about these shells!

We have an expert at the precinct, but I'm sure you'd rather pull one of your wild, zany routines, so why not con your way into the exclusive Beverly Hills Gun and Outrageous Wealth Club!

I'm a nuclear scientist dressed like an errand boy to hide the fact that I'm carrying a paper bag filled with highly explosive plutonium-lite for your ballistics expert!

Really! Well, I'm Madonna dressed like a receptionist working as an office temp between hit records!



Okay, I'm a police officer looking for some information!

That's better! Please go right in, sir!

What kind of @#\$%^&\* society is this becoming when a cool cat like me has to resort to total honesty to get something done?

You must be the ballistics expert, bitch!

You sure are a smooth talker, fella!

You got it! Tell me, how long does it take you bimbos to shave your legs?

I guess about the same as it takes you to get that great tan!

Hey, lady — that was a racist remark!

Sorry! Maybe when I get to be as big a star as you are, I can say the crude, stereotypical, chauvinistic insults you do and get away with it, too!



I'm here with ex-President Ford! We'd like a table, please!

What? Ex-President Ford? You must be joking! Where is he?

He just tripped on those steps and fell down!

Tripped and fell? It must be ex-President Ford! Or Chevy Chase! Either way, the X-Y-Z Club is honored! Follow me, gents!



I found this place listed in Chief Bogeymill's notes! He must've been on to something before they shot him! But I can't figure out how it all relates to the Alphabet crimes...

Hey, I think I've got it, guys! The alphabet rating of movies! By us going to a raunchy strip joint like this one, we just locked up an "R" Rating for sure! That's a guarantee that every teenage boy in the country will see this film!

You just came up with the answer, Rosewater!





Do you believe the colossal nerve? Someone tried to shoot me!

Sir, do you have a statement about the Alphabet crimes? We're with U.P.I., A.P., N.B.C., A.B.C., and C.B.S.!

Yeah, F.U.!

Hey, wait a minute there, fella, this happens to be...

"F.U." is cop talk for "Fugitive Unknown"!

Quick thinking, Axewell! You just saved this panel from getting censored!

Hey! What is this Detroit detective doing back in Beverly Hills?

I'm with a Semi-National Pseudo-Secret Ersatz-Existent Task Force! I can help solve the Alphabet crimes!

Are you connected with the F.B.I. or C.I.A. Code Divisions?

Better than that! I know Vanna White! Hoo-hah!



Axewell, getting back into this gun club is going to be tough! It's closed for the night, so there's no airhead you can con with one of your ridiculous routines!

Yeah, and there's also an alarm connection on every door and window!

That's what this gum is for! Everybody start chewing and break it down into small, pliable wads!

Wow! Another great schtick to teach kids! They're still shoving bananas into my car exhaust from the last movie!

I learned these tricks from trying to live high on the wrong side of the law! Then I got smart and went straight so I can live even higher on the taxpayer's money!

Well, this one isn't working too well—the alarm just went off!

Hey, that's what the gum is for! Just stick it in your ears so you won't hear it!



Axewell, the map we stole from the gun club has an "X" on this spot!

Well, the good news is we've come to the right place! The bad news is the crooks are getting away in that armored truck! The good news is that means another nutty car chase!

I can't figure it out! How can so many cops drive so badly?

Maybe it's because they don't have to take the driving test they give us!

Tell me, when does my scene come in?

Bronson Pinchot! You're not in this movie!

Don't be ridiculous! My contract calls for a small part in "Beverly Hills Cop"!

This is "Beverly Hills Cop II"—it's a different movie!

Not from what I've seen!



No, I just wanted to look at some **Playboy Bunnies!** But maybe if we can find out who Maxwell Bent's accountant is we can link Bent to the Alphabet case!

**The same people who would believe such a cunning, evil mind like Maxwell Bent would hire such a nerd to handle his millions to begin with!**

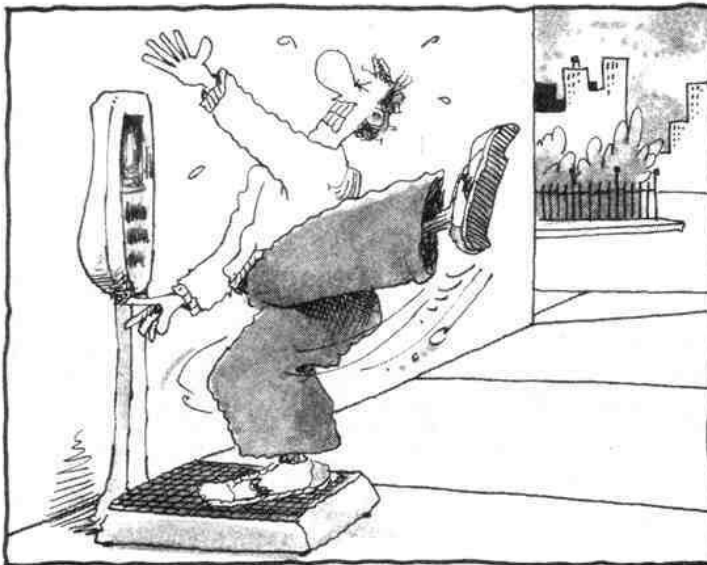
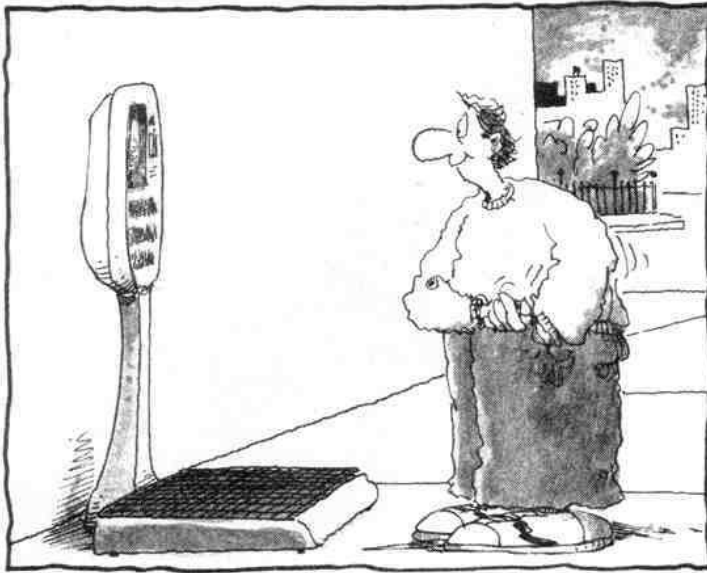
**Sequel  
schtick!**  
See you in  
"Beverly Hills  
Slop, Part III!"

8

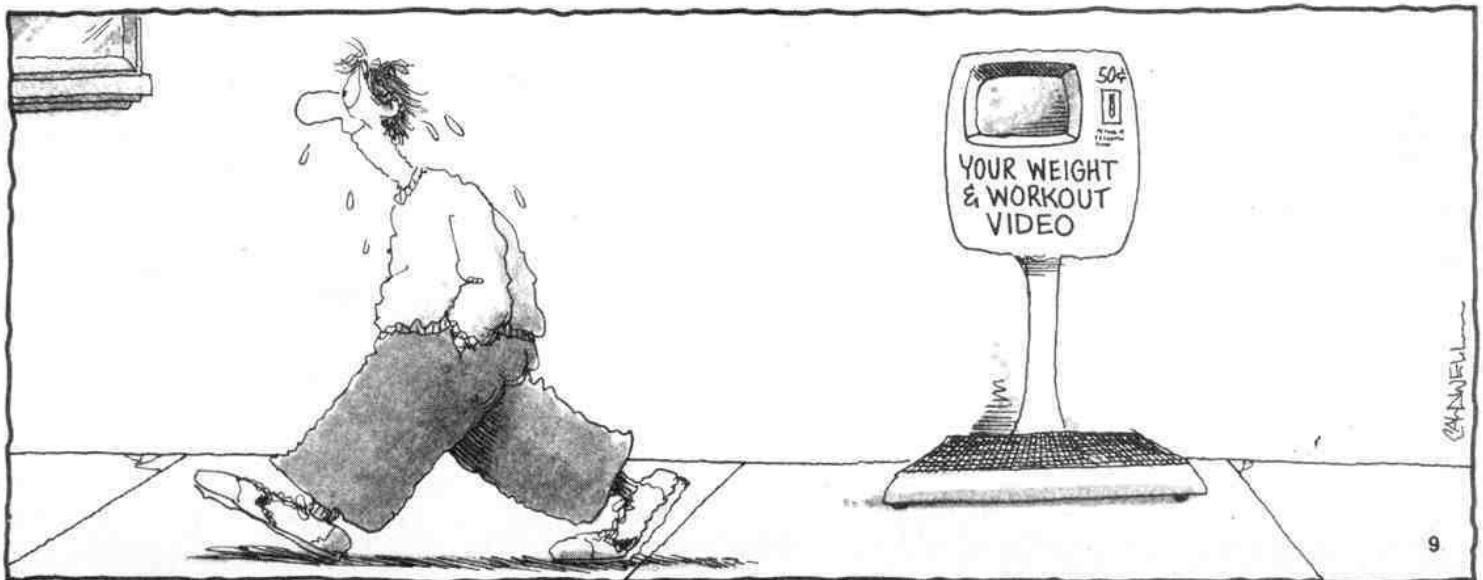


WEIGHT AND SEE DEPT.

# DRAMA ON PAGE 9



ARTIST AND WRITER: JOHN CALDWELL



# THE MAD DECI

0 dB



25 dB



50 dB



75 dB



100



110 dB



...is the average volume of the worst singer in any given church congregation.

15 dB



...is the maximum level at which a person can listen to Barry Manilow before the onset of pain.

70 dB



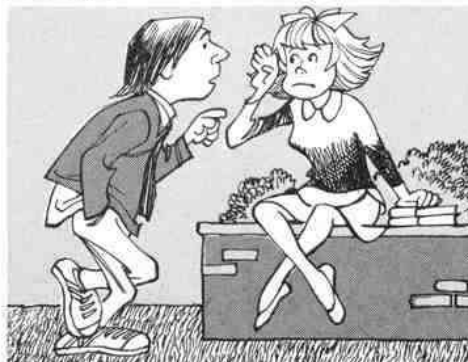
...is how much the noise level in a typical classroom *drops* when the teacher announces a surprise quiz.

60 dB



...is the amount of "potential noise" stored up inside a stalk of celery, waiting to be unleashed.

.75 dB



...is the voice level of a guy asking a girl out on a date for the very first time.

68 dB



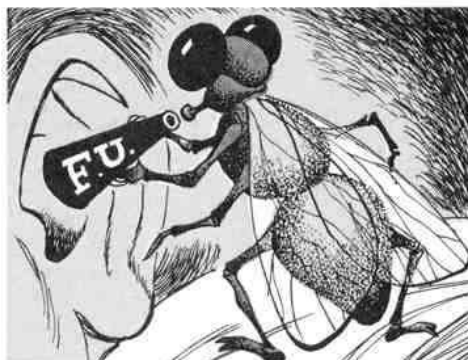
...is the difference in volume between the All-Nite Movie and "Bonzai Bob's" used car commercials.

47 dB



...is the amount of background hiss on a non-AT&T phone line you must put up with in order to save 30% to 60% on your long-distance bill.

2 dB



...is the amount of noise made by the average housefly (95 dB is the amount of noise made by the same housefly exploring your ear at 3 A.M.)

5 dB

ARTIST: BOB CLARKE



...is the amount of late-night "mystery noise" required to throw the average city-dweller into a state of panic.



# BEL (dB) SCALE

dB

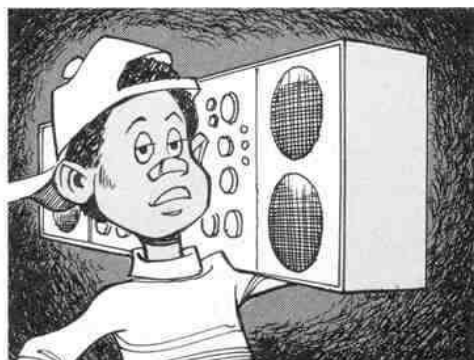
150 dB

175 dB

200 dB

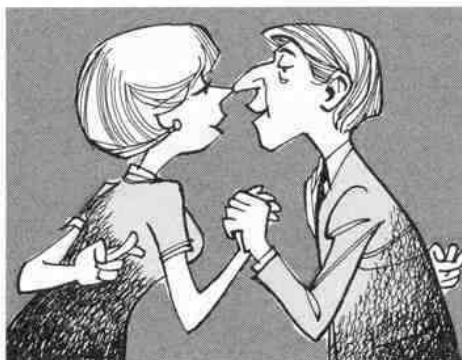


599 dB



...is the lowest volume setting on a "boom box."

28 dB



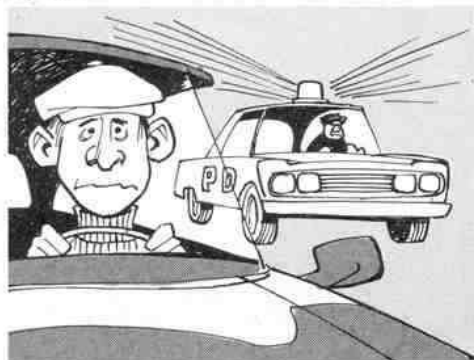
...is, for lovers, the sound level below which nothing said by either party should be believed.

.025 dB



...is the sound level of an engine noise at the time when noticing it could save you massive repair costs.

60 dB



...is how much louder a police siren seems when you are the one being pulled over.

40 dB



...is how much louder your stomach growls when it knows you're alone with a date.

599 dB



...is the cumulative amount of "breathless swooning" emitted by Robin Leach in one episode of "Lifestyles of the Rich And Famous."

35 dB

WRITER: MIKE SNIDER



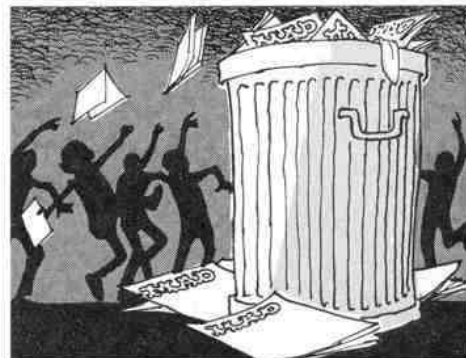
...is the amount of distortion on a top 40 station you're never quite sure is part of the music or just your cheap radio.

59 dB



...is how much louder an American tourist thinks he has to talk to make a non-English speaking person understand him.

2,198 dB



...is the cumulative sound made by MAD readers across the country groaning upon seeing yet another stupid "meter or scale" article.

How many times have you said to yourself, "I wish I had an eye in the back of my head right now," or "I could sure use a third arm to do this..." In other words, at times it would be fitting to have extra and customized body parts for doing certain jobs. What special body parts would certain people need to do certain things? The answer is at your fingertips (or whatever part of your body you're using to turn these pages!) as the biology experts here at MAD put their heads together to present

# THE BODY PERFECT

ARTIST AND WRITER: DON EDWING

## The Perfect Used Car Salesman

PERPETUAL 64-TOOTH SMILE  
TO GAIN CUSTOMER'S TRUST

ENLARGED NOSTRILS  
THAT ARE SENSITIVE  
TO THE SMELL OF  
MONEY IN POCKETS

EXTRA MOUTH  
TO MAKE THE SALES PITCH

TENTACLE ARMS  
WITH SUCTION CUPS  
TO ENSNARE VICTIMS

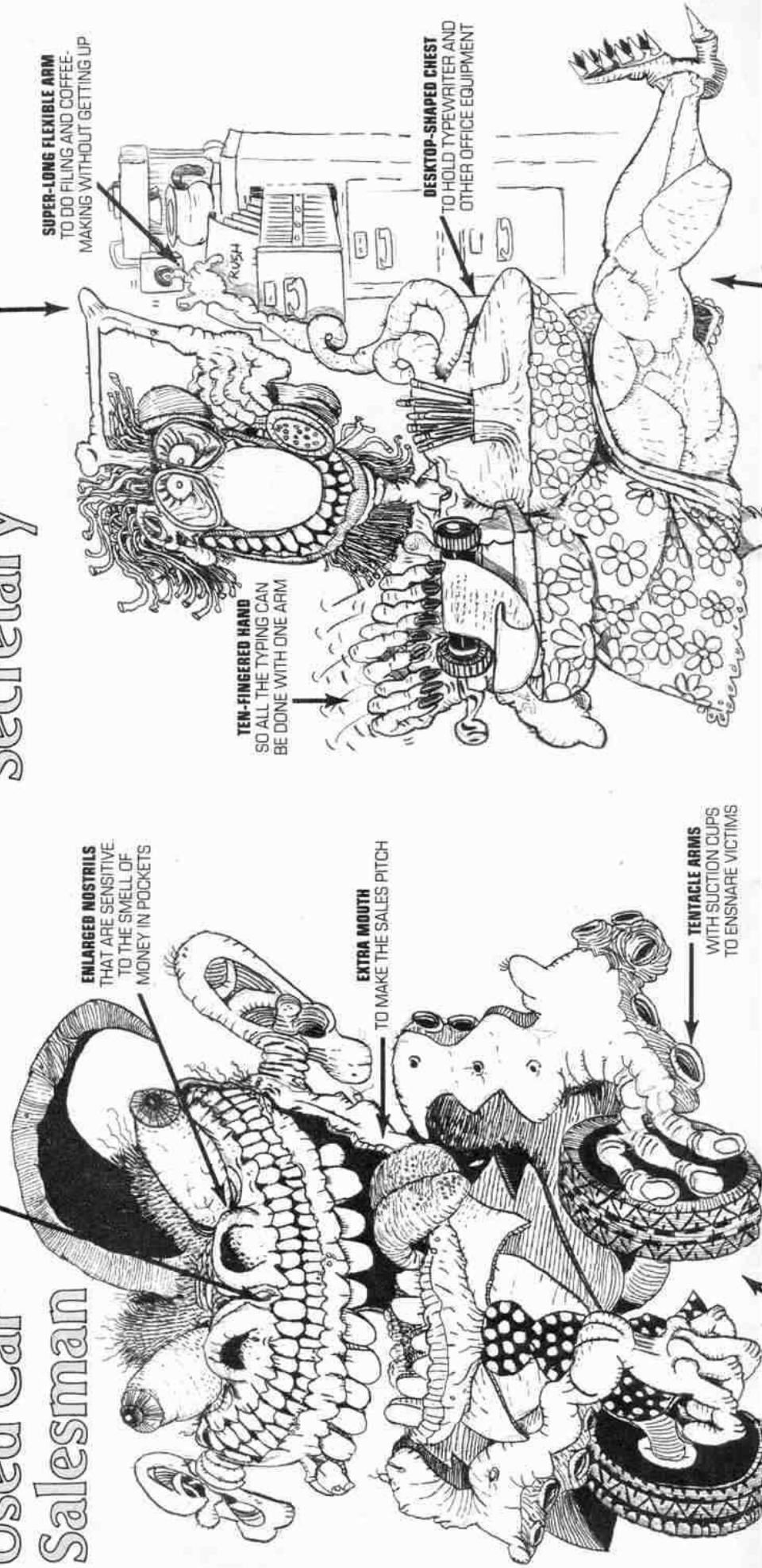
## The Perfect Secretary

EXTRA-FOREHEAD ARM  
TO HOLD PHONE RECEIVERS

SUPER-LONG FLEXIBLE ARM  
TO DO FILING AND COFFEE-  
MAKING WITHOUT GETTING UP

TEN-FINGERED HAND  
SO ALL THE TYPING CAN  
BE DONE WITH ONE ARM

DESKTOP-SHAPED CHEST  
TO HOLD TYPEWRITER AND  
OTHER OFFICE EQUIPMENT







**BODY WHEELS**  
TO SILENTLY SCOOT  
UP TO CUSTOMERS

## The Perfect Teacher

**ROTATING RADAR EARS**  
TO PICK UP WHISPERS  
AND GROANS MADE BY  
STUDENTS DURING CLASS

**MULTIPLE EYES**  
THAT ENCIRCLE HEAD TO  
CATCH WHAT'S GOING ON  
IN EVERY DIRECTION

**QUADRA-STEREO MOUTHS**  
SO NO ONE CAN CLAIM  
THEY DIDN'T HEAR A  
HOMEWORK ASSIGNMENT

**CHALK FINGERS**  
FOR SCREECHING ON  
BLACKBOARD WHEN  
STUDENTS AREN'T  
PAYING ATTENTION

**ARNOLD SCHWARZENEGGER ARM**  
TO PREVENT STUDENTS  
FROM THINKING ABOUT  
ACTING UP IN CLASS

## The Perfect Commuter

**OVERSIZED LEG**  
TO BLOCK PEOPLE FROM  
ENTERING THE BOSS'S OFFICE  
WITHOUT PERMISSION

**LUMINOUS FINGER  
AND TELESCOPIC ARM**  
FOR HAILING CABS AND  
BUSES AND HOLDING  
ONTO OVERHEAD STRAPS

**BODY SPIKES**  
TO WARD OFF OTHER  
COMMUTERS WHO  
STAND TOO CLOSE

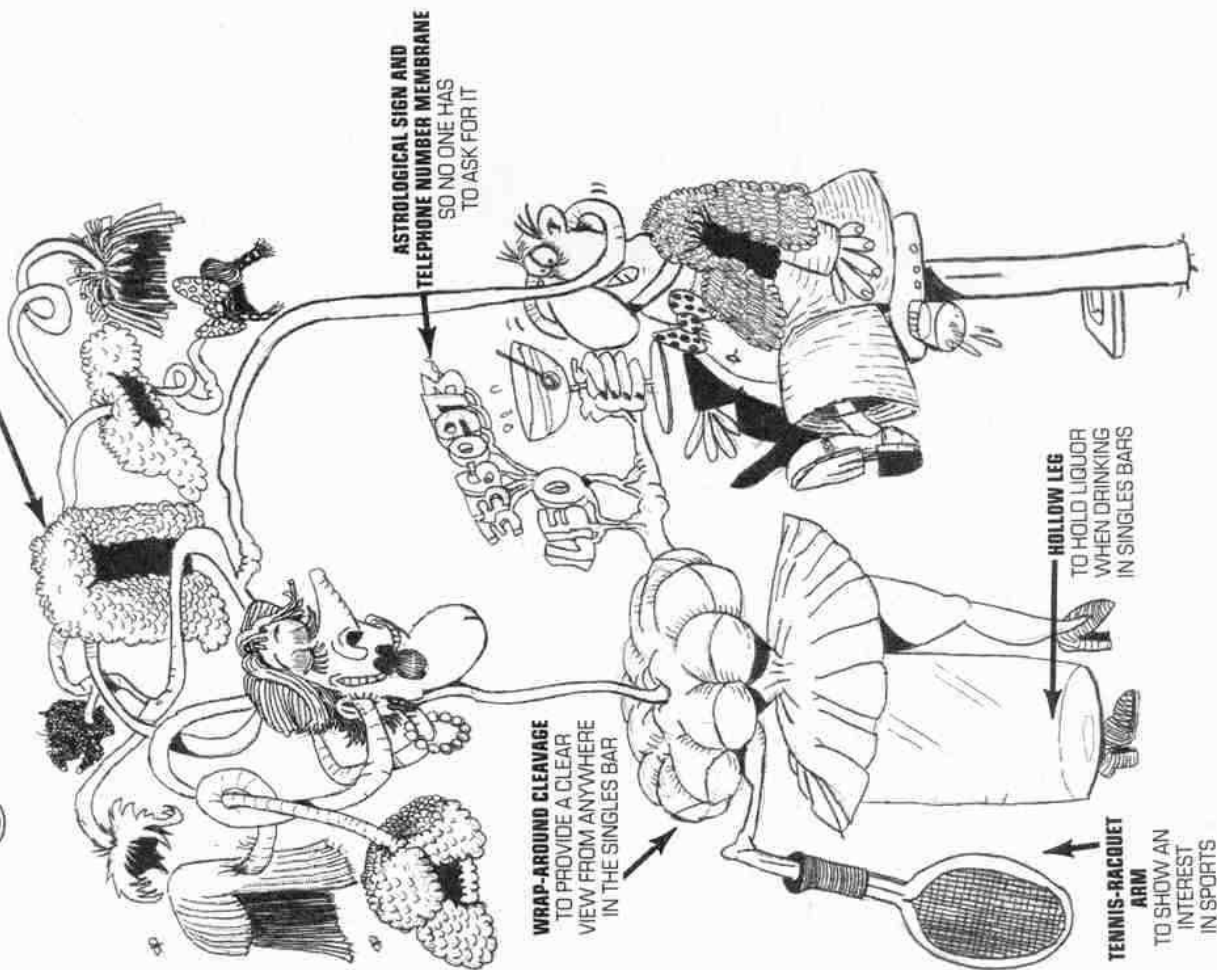
**ASBESTOS LIPS**  
FOR DRINKING SCALDING  
HOT COFFEE ON THE RUN

**EXTRA FOOT**  
FOR JAMMING INTO CLOSING  
SUBWAY AND ELEVATOR DOORS

**THREE-HANDED ARM**  
FOR READING PAPER  
AND HOLDING ATTACHE  
WHILE STANDING UP

# The Perfect Single

**MULTIPLE HAIRSTYLES**  
TO INSURE HAVING AT  
LEAST ONE ATTRACTIVE  
TO THE OPPOSITE SEX



**ASTROLOGICAL SIGN AND  
TELEPHONE NUMBER MEMBRANE**  
SO NO ONE HAS  
TO ASK FOR IT

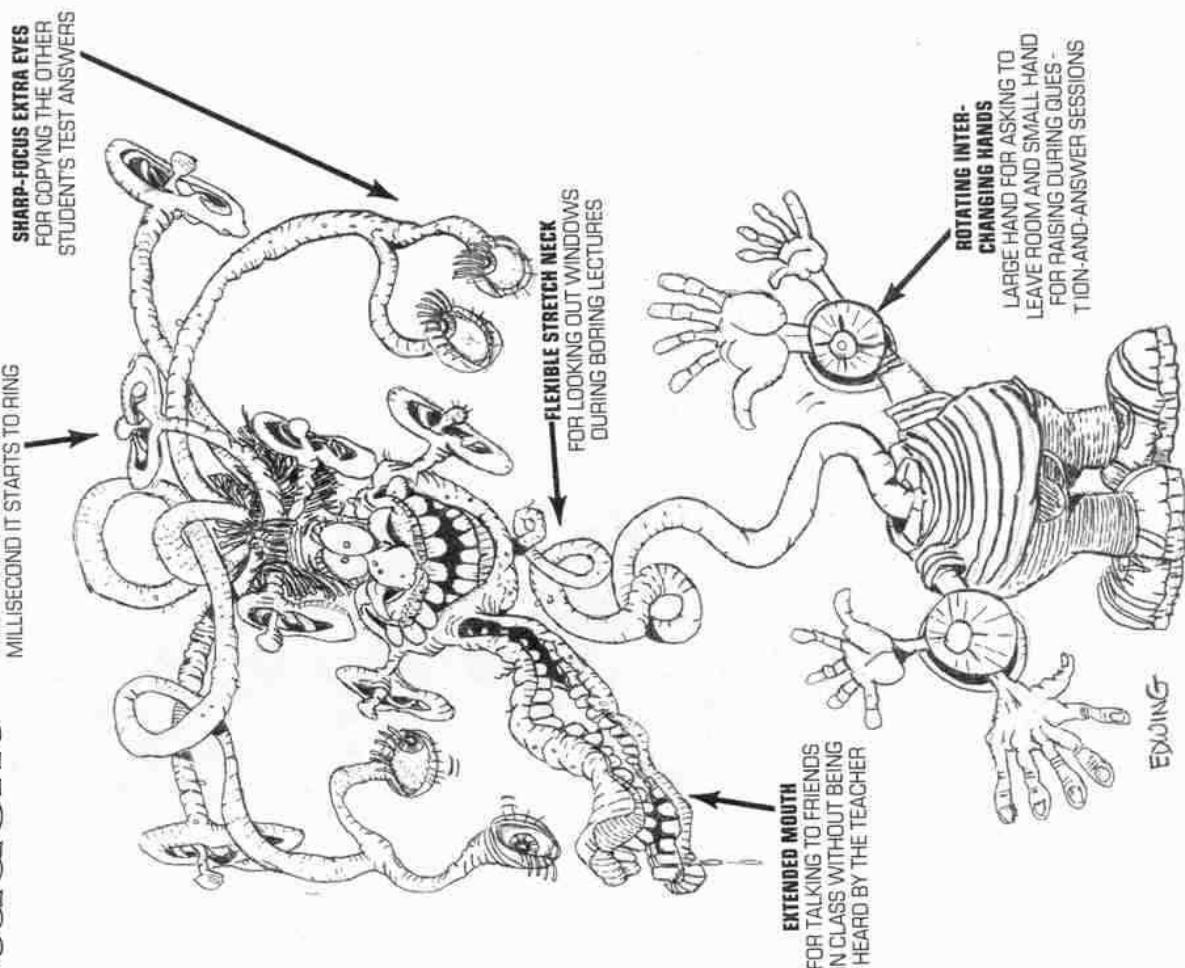
**WRAP-AROUND CLEAVAGE**  
TO PROVIDE A CLEAR  
VIEW FROM ANYWHERE  
IN THE SINGLES BAR

**HOLLOW LEG**  
TO HOLD LIQUOR  
WHEN DRINKING  
IN SINGLES BARS

**TENNIS-RACQUET  
ARM**  
TO SHOW AN  
INTEREST  
IN SPORTS

# The Perfect Student

**SUPER SENSITIVE EAR**  
TO DETECT THE RECESS BELL THE  
MILLISECOND IT STARTS TO RING



**SHARP-FOCUS EXTRA EYES**  
FOR COPYING THE OTHER  
STUDENT'S TEST ANSWERS

**FLEXIBLE STRETCH NECK**  
FOR LOOKING OUT WINDOWS  
DURING BORING LECTURES

**EXTENDED MOUTH**  
FOR TALKING TO FRIENDS  
IN CLASS WITHOUT BEING  
HEARD BY THE TEACHER

**ROTATING INTER-  
CHANGING HANDS**  
LARGE HAND FOR ASKING TO  
LEAVE ROOM AND SMALL HAND  
FOR RAISING DURING QUES-  
TION-AND-ANSWER SESSIONS

**EDGING**



**FLOP, FLOP, QUIZ, QUIZ DEPT.**

One way filthy rich TV game show producers become even more filthy rich is by spinning their shows off into home-version board games. We think this is outrageous! WE want to be the ones who get filthy rich! So we're offering our new version of a popular game show spinoff. Here's

# MAD'S HOME VERSION OF JEOPARDY!

WRITER: J. PRETE

TELEVISION	POTPOURRI	THE MOVIES	CURRENT EVENTS	FOREIGN PHRASES	MUSIC
100 TV'S "ODD COUPLE"	100 SHE IS OFTEN REFERRED TO AS "OLD GLORY"	100 GROUP NAME FOR YOUNG H'WOOD ACTORS IN FILMS "ST. ELMO'S FIRE" & "THE BREAKFAST CLUB"	100 SCENE WHERE THE NICARAGUAN CONTRAS' MOST BITTER BATTLE TO DATE HAS BEEN FOUGHT	100 IN MEXICO: "¿OLVÍDATE DE LAS MILLAS POR GALÓN, CUANTAS PERSONAS CABEN EN EL BAÚL?"	100 OLD McDONALD HAD ONE
200 BIG BIRD IS ONE OF THE MOST FAMOUS OF THESE	200 SCIENTISTS SAY IT ACTUALLY TAKES 23 HRS., 56 MIN. & 4.1 SEC. TO BE COMPLETED	200 HE WON BEST ACTOR IN 1985	200 IN NEW YORK CITY, (718) & (212)	200 IN ITALY: "CHI L'HA APPRESO SULLA 'STUTUA DI DAVID'?"	200 HE MADE PURPLE RAIN
300 IT FOLLOWS "THE TONIGHT SHOW" ACROSS MOST OF THE U.S.	300 IT BEGAN "LONG AGO, IN A GALAXY FAR, FAR AWAY..."	300 THE FULL NAMES OF THE THREE STOOGES	300 FOR MANY AMERICANS, HE AND NANCY ARE THE PERFECT COUPLE	300 IN AUSTRIA: "NA GAUT—SO HABN WIR AN NAZI ALS BUNDESPRÄSIDENT GWÄHLT—DER MANN BRAUCHTE EBEN AN POSTEN!"	300 SCIENTISTS SAY IT CONTAINS EVERY COLOR IN THE SPECTRUM
400 THEY BECAME FAMOUS AS "TWO WILD & CRAZY GUYS"	400 ACCORDING TO THE OLD ADAGE, THIS "KEEPS THE DOCTOR AWAY"	400 MOVIE INDUSTRY EXPERTS SAY IT WILL PROBABLY TOP \$10 IN 2 YEARS	400 THE TERM FOR AN ATTACHMENT TO A BILL GOING THROUGH CONGRESS	400 IN FRANCE: "AU CUL LES AMERLOS! DONNE AUX TERRORISTS CE QU'IL VEULT!"	400 FEMALE SINGING GROUP OF WHICH VANNA WHITE IS FORMER MEMBER
500 GERALDO RIVERA FOUND NOTHING WHEN HE OPENED THIS	500 HE DEFEATED JIMMY CARTER IN 1980	500 FOR STAR TREK'S CAPTAIN KIRK, IT REPRESENTS "THE FINAL FRONTIER"	500 AS A TEAM, THE NY METS HIT 127 OF THESE IN 1986	500 IN LEBANESE: مدونا میتو زمانه كان انتبار سيرة آخر!	500 CHAKA KHAN AND WANG CHUNG, FOR EXAMPLE

**(ANSWERS ON REVERSE)**

# MAD'S HOME VERSION OF JEOPARDY! ANSWERS

*And remember, your answer MUST be in the form of a question!*

TELEVISION	POTPOURRI	THE MOVIES	CURRENT EVENTS	FOREIGN PHRASES	MUSIC
100 WHO ARE DIANE SAWYER & MORLEY SAFER?	100 WHO IS JOAN COLLINS?	100 WHO ARE THE HAS-BEENS?	WHAT IS THE UNITED STATES SENATE FINANCE COMMITTEE ROOM?	WHAT IS, "FORGET ABOUT THE GAS MILEAGE, HOW MANY PEOPLE CAN FIT IN THE TRUNK?"	100 WHAT IS A GOITER?
200 WHAT ARE JOAN RIVERS LOOKALIKES?	200 WHAT IS THE SUPER BOWL'S PRE-GAME & WRAP-UP SHOW?	200 WHO IS KLAUS VON BULOW?	WHAT IS THE NO. OF FELONS ARRESTED EVERY HOUR, & THE NO. OF THOSE WHO WILL EVER SEE THE INSIDE OF A JAIL?	WHAT IS, "WHO HUNG THAT ON THE 'STATUE OF DAVID'?"	200 WHO IS THE CHIEF ENGINEER AT CHERNOBYL?
300 WHAT IS 10 MINUTES OF FOOLING AROUND WITH YOUR WIFE?	300 WHAT IS THE LIFE STORY OF RONALD REAGAN?	300 WHAT ARE "DAN RATHER," "PETER JENNINGS" & "TOM BROKAW"?	300 WHO IS SLUGGO?	WHAT IS, "OK, SO WE ELECTED A NAZI PRESIDENT OF OUR COUNTRY. THE MAN NEEDED A JOB!"	300 WHAT IS CYNDI LAUPER'S HAIR?
400 WHO ARE OLIVER NORTH & JOHN POINDEXTER?	400 WHAT IS NO MEDICAL INSURANCE COVERAGE?	400 WHAT IS THE PRICE OF A MEDIUM-SIZE POPCORN, NO BUTTER?	400 WHAT IS A BRIBE?	WHAT IS, "SCREW THE AMERICANS! GIVE THE TERRORISTS WHATEVER THEY WANT!"	400 WHO ARE THE POINTER SISTERS?
500 WHAT IS HIS FAN MAIL FILE?	500 WHO IS JIMMY CARTER?	500 WHAT IS LT. UHURA'S BEDROOM?	500 WHAT ARE OPPOSING PLAYERS, ABUSIVE FANS AND OFF-DUTY HOUSTON POLICEMEN?	500 WHAT IS, "AM I CRAZY, OR WAS THAT ANOTHER CAR BOMB?"	500 WHAT ARE TWO SOUNDS MADE BY OPRAH WINFREY WHEN PUTTING ON HER PANTYHOSE?





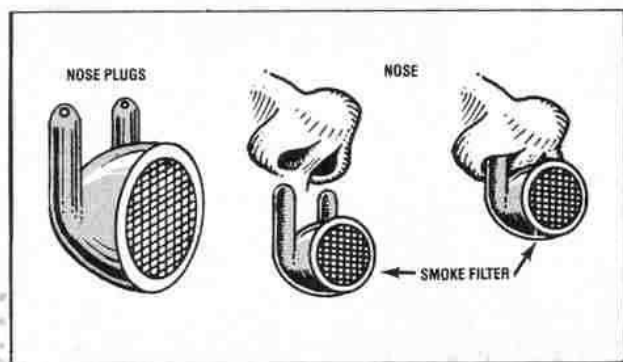
**ALL JAFFEE DEPT.**

When it comes to new inventions, all we ever hear about are the super sophisticated, high-tech marvels of industry, aerospace, defense and so on. But for most of us, this is meaningless. After all, how often do we have a need for a microprocessor-driven, laser-guided ingot-splitting device? For the kinds of problems *we* face, we'd much rather have (and desperately want!) these...

# LOW-TECH INVENTIONS FOR EVERYDAY NEEDS

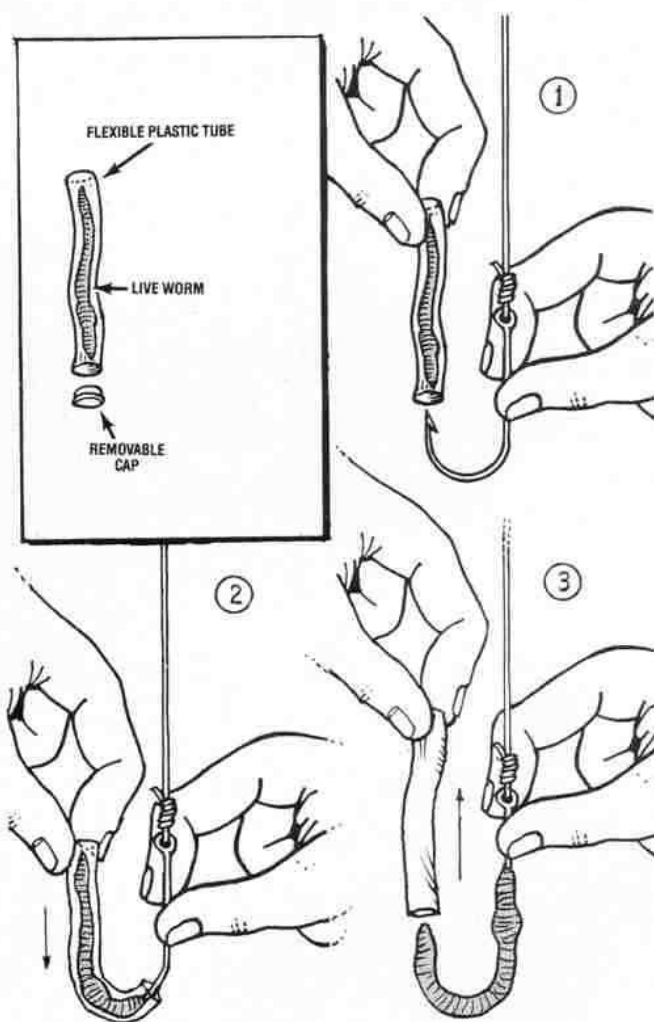
ARTIST AND WRITER: AL JAFFEE

## THE NOSE HOSE



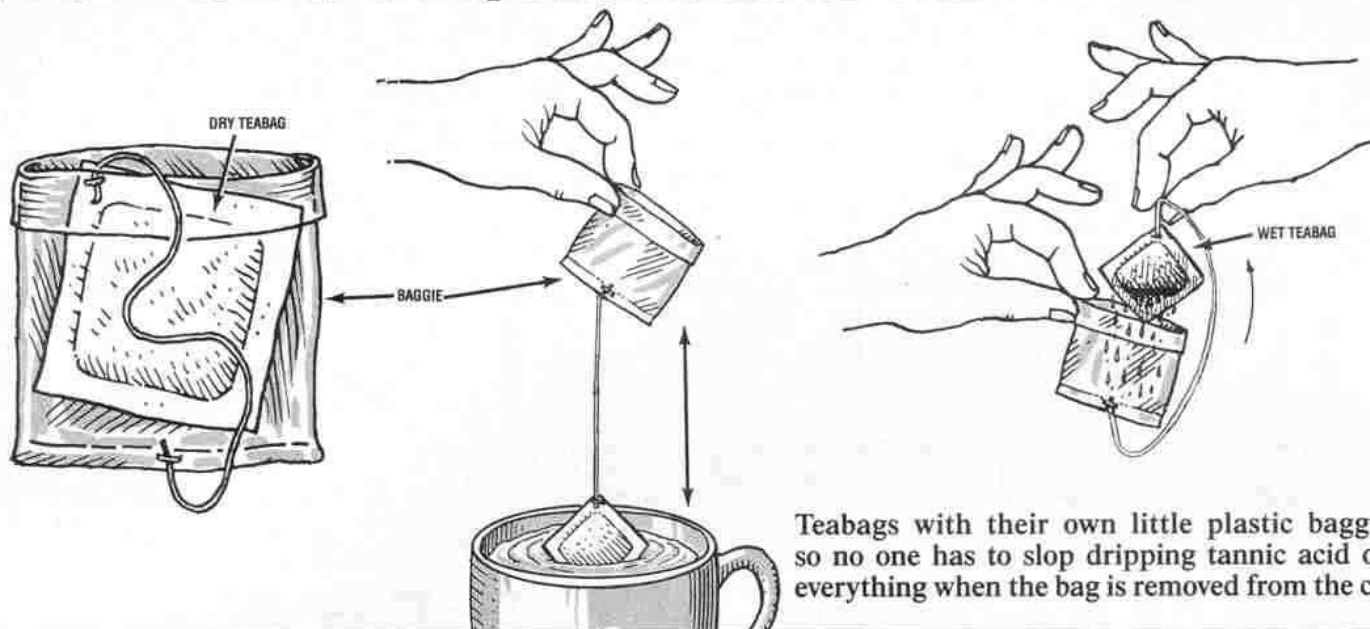
Simple, easy to wear nose plug filters smoke for people who can't avoid being in smoke-filled rooms.

## THE FASTER MASTER BAITER

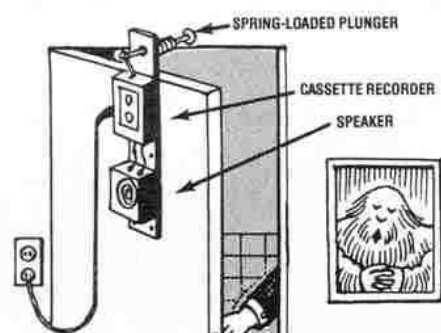


Fishing worms sold in soft plastic tubes. Queasy people can then place them on hooks without touching them.

# THE NO SNAG, NON-SAG TEA BAG BAG

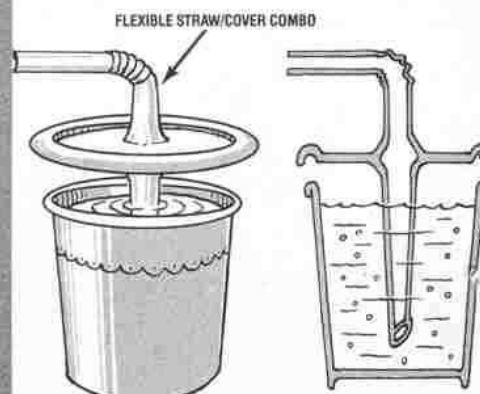


# THE BATHROOM "BLASTER" MASKER



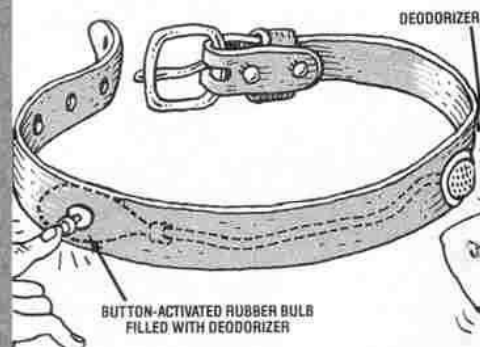
A spring-operated cassette player for attachment to bathroom doors in small apartments. Drowns out sounds that may embarrass company.

# THE HIP NO



Take-out soda cup covers with built-

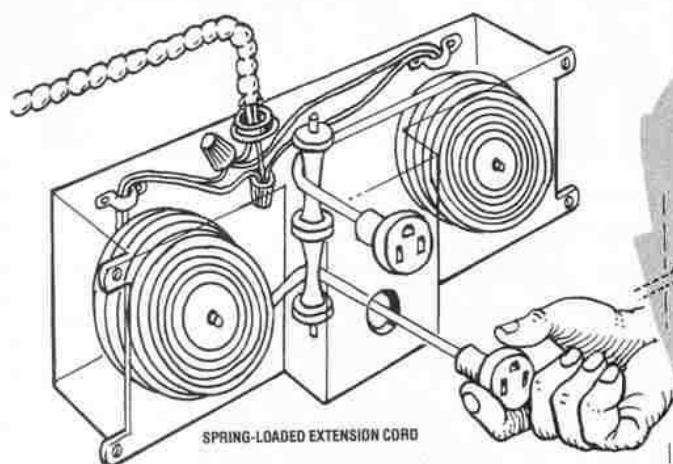
# THE STENCH



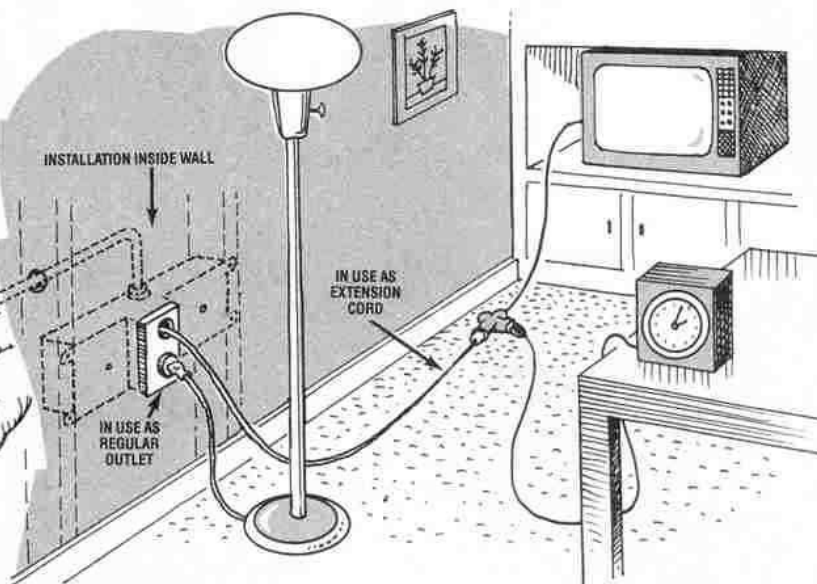
A belt that, at the push of a button, releases strong deodor-



# THE INSET OUTLET EXTENDER MENDER



Electric wall outlets with built-in spring coiled extension cords that can be used as both ordinary outlets and also as extension cords when needed.



## DRIP SIPPER



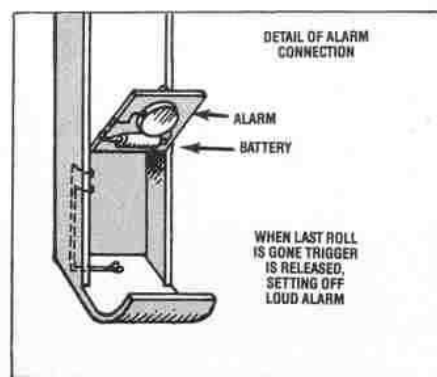
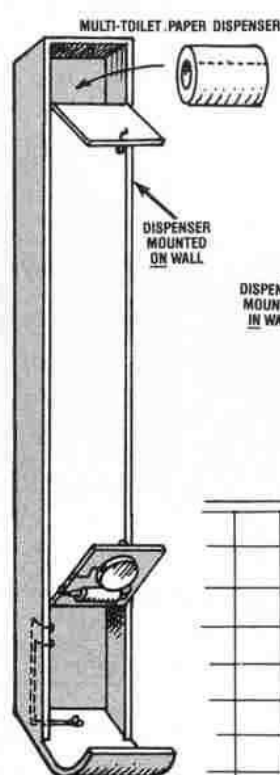
in straws for safe use while driving.

## QUENCHER



ants that mask foul smells when stuck in a hot crowded place.

## THE NO-PANIC PAPER PURVEYOR

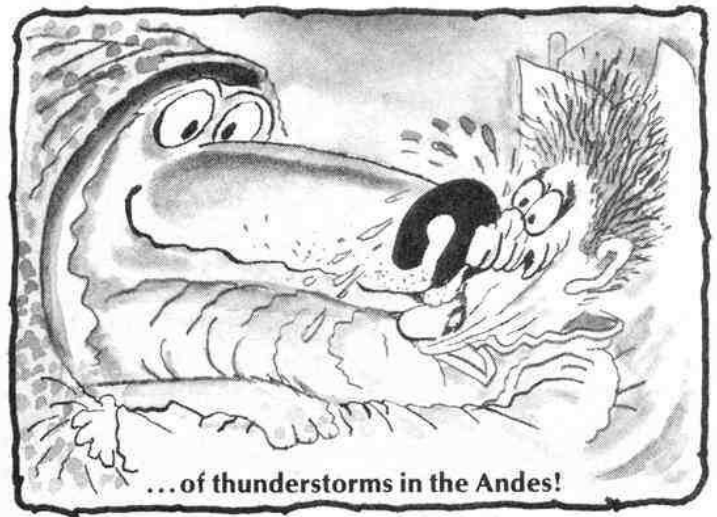


A large toilet paper dispenser that stocks a whole year's supply. The last roll is connected to a loud voice alarm that warns people not to sit down and start if the dispenser has not been refilled.

# YOUR PET



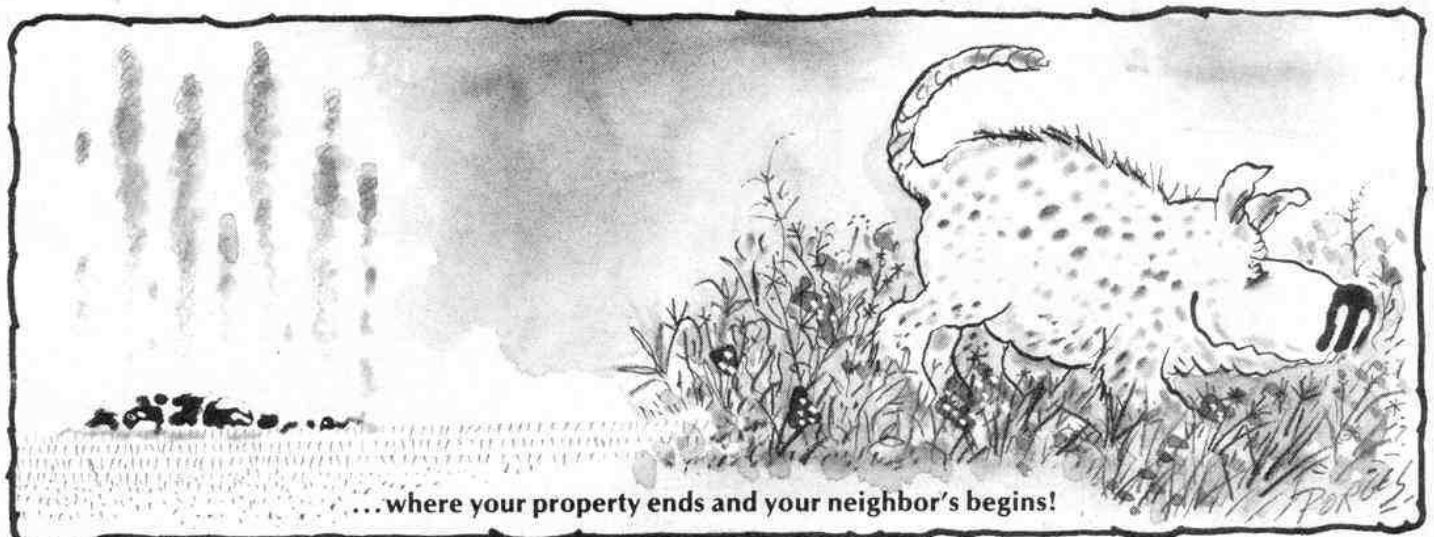
...where your other pet is!!



...of thunderstorms in the Andes!



...who needs a change of socks!



...where your property ends and your neighbor's begins!



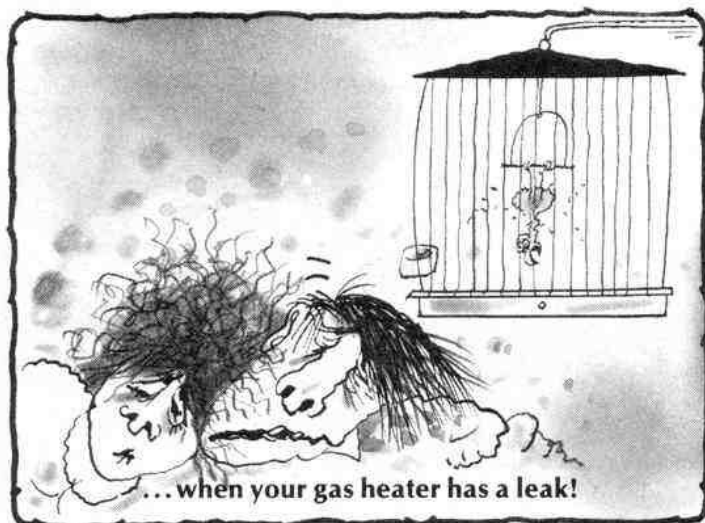
# KNOWS...



ARTIST AND WRITER:  
PAUL PETER PORGES



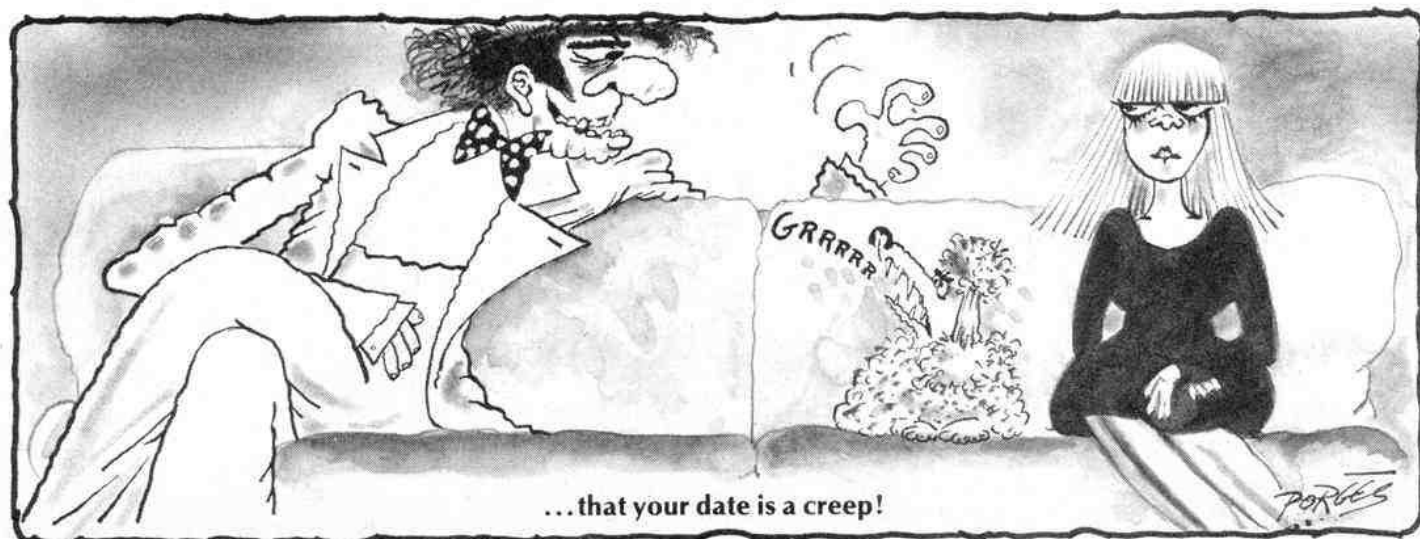
...where the other slipper is!



...when your gas heater has a leak!



...which is the most comfortable chair in the house!



...that your date is a creep!

# THE MAD MERCHANDISE MART

## BECOME A DEEJAY!

**Newscaster/Announcer  
Extra/Flunkie/Janitor**



**NO PREVIOUS EMPLOYMENT NECESSARY!  
NO FUTURE EMPLOYMENT GUARANTEED!**

**LEARN BY SITTING BEHIND AN ACTUAL RADIO AND TALKING  
THROUGH THE SPEAKER!**

**SOME OF OUR TRAINEES ARE ALREADY LISTENING TO CBS, ABC AND NBC  
AFFILIATES THROUGHOUT THE WORLD!**

TAKE A BUSINESS-SIZE ENVELOPE AND SPEAK INTO IT IN LOUD, CLEAR TONES.  
SAY YOUR NAME, ADDRESS AND HOME PHONE NUMBER INTO THE ENVELOPE.  
ENCLOSE \$20 SO WE MAY DETERMINE IF YOUR VOICE IS STILL IN THE ENVELOPE  
WHEN WE OPEN IT. IF IT IS, YOU HAVE THE KIND OF RESONANCE THAT WE  
REQUIRE. SEND YOUR ENVELOPE TO:

**DJ/NEWSCASTER/ANNOUNCER/EXTRA/FLUNKIE/JANITOR SCHOOL**

14 Rich and Famous Lane, Robin Leach, Nebraska

## MAKE BIG BUCKS!

### SELL BURGLAR ALARMS TO YOUR NEIGHBORS!

If they won't buy because they think  
burglar alarms are worthless, sell their  
addresses to shady characters and  
make big bucks anyway! You can't lose!  
Send for info. Enclose \$2.00 postage  
and a large hacksaw. Mail to: Alarming  
Money-Making Plans, Cell 1717, Sing  
Sing, New York 10304

## SONGWRITERS— DON'T BE RIPPED OFF!

Others may steal your songs! Let us determine if  
your song is worth stealing. Send us all copies of  
your music and lyrics. (Send us everything!  
Don't leave a single copy lying around in your  
home to be stolen!) If we feel your work is not  
suitable for stealing, we will return it and you  
pay just \$10 for our appraisal! If your stuff is  
worth stealing you won't hear from us again,  
but we guarantee you will hear your song on the  
radio! Remember, send all copies of your music  
and lyrics to: **Tin Ear Alley, 87 Lionel Richie  
Road, Sonheim AZ.**

**I LOST 14 POUNDS THE  
FIRST THREE MINUTES...  
41 POUNDS THE FIRST WEEK...  
133 POUNDS THE FIRST MONTH...  
(And I only started out weighing 127 lbs.!)\*\***

\*\* Actual testimony will be on file if  
this satisfied customer ever reappears!



*Yes, it's the incredible...*

## ABDOMINAL SNOWJOB SLEEP-AWAY-FAT DIET!

**NO EXERCISE! NO PILLS!**

**NO NONSENSE! NO REFUNDS!**

(But you must sleep during break-  
fast, lunch and dinner and snooze  
during between-meal snacks!)

**ACTUAL DOCTOR'S TESTIMONY:**  
"I've seen hundreds of diets in my  
life, but NEVER one like this!"

### OUR TRIPLE GUARANTEE

We will send you a diet guaranteed  
to put three times your original  
weight back on if you decide you  
looked better before trying the  
**Abdominal Snowjob Sleep-Away-  
Fat Diet!**

This incredible new diet plan was  
discovered by a registered nurse who  
was trying to come up with a better  
paste for hanging wallpaper. But her  
secret formula can now be yours!

### RUSH ORDER FORM

**Abdominal Snowjob Diet Plan**  
10 Love Handle Lane  
Fat Chance, Ill 225 +

**Yes!** Please rush my order so I can  
start losing weight immediately! I  
understand that if I don't hear from  
you in three or four months I may  
start losing weight anyway just from  
worrying about my order, so I can't  
go wrong!

- ☐ 4-Week Supply \$19.95
- ☐ 8-Week Supply \$45.98
- ☐ 12-Week Supply \$72.35
- ☐ Calculator to check our math:  
add \$12.95

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

**They're Available In Dozens Of Shapes!**

**They're Available In Dozens Of Colors!**

**They're Illegal In Dozens Of States!**

**They're Responsible For Dozens Of Injuries And Deaths!**

# FIREWORKS

**FIRECRACKERS! ROMAN CANDLES!  
ASHCANS! SPARKLERS!**

plus: **HAND GRENADES! LAND MINES! TORPEDOES! EXOCET &  
PERSHING MISSILES! NUCLEAR WARHEADS & more!**

For **FREE CATALOG**, send an unmarked five dollar bill (just to cover postage, of  
course) to **T.N.T. FIREWORKS, 11 Sparkler Lane, Kaboom, Kansas 10314.**



# THE MAD MERCHANDISE MART

## HOMework PROBLEMS?

For only \$5 we will complete one term paper on any subject. For \$25 we will complete six term papers on any subject.

### SAVE EVEN MORE!

Send us \$100 and we'll send you a diploma! (Yearbook \$10 extra.)

School of Higher Education  
Box 100001  
Aldorado, New York



## Actresses!

We are looking for sincere talented girls to appear in an all-nude version of Shakespeare's "As You Like It." Here is your chance to be seen and handled by top agents and producers! Send nude photo (or a bunch if you have them) to: Shakespeare-in-the-Buff Festival Auditions, c/o The Wild Pussycat Strip Joint and Pizza Palace, Las Vegas, NV 12121

## GENUINE FAKE I.D.'s DRIVER'S LICENSE! MEDICARE CARD! SOCIAL SECURITY CARD!

So authentic they will fool any government agency! Get on welfare roles! Receive unemployment checks! Use food stamps! Bilk the government out of hundreds of thousands of dollars! Obviously we offer these I.D.'s "For Fun Purposes Only." For complete catalog send your name, address and proof that you're not a federal agent to: Fake I.D., 21 Wedtech Lane, Bronx, NY.



## Murry's House Of Health VITAMIN SALE!

BRAND  
NEW!



### MULTI-ALPHABET VITAMINS!

#### A to Z VITAMINS!

Released in Alphabetical Order!

100 tablets . . . . . \$12.99

#### MULTI-ALPHA VITAMINS with EXTRA VOWELS!

More than 10 times your body's needs for vitamins A, E, I, O, and U!

100 tablets . . . . . \$18.95

#### VITAMIN U TABLETS!

The much-needed vitamin if you want to use the other vitamins you take to spell dirty words!

100 tablets . . . . . \$22.95

## HIGH FIBER SUPPLEMENTS!

FORGET BRAN, OATS AND THOSE OTHER "KIDDIE" FORMULAS! MURRY HAS...

OAK...TEAK...and now...MAHOGANY!...mix in cereals, juice, eggs etc. Or mix with Elmer's Glue and make tabletops, floor tiles, book shelves etc. Only \$9.99 per pound (add \$3.98 extra for building plans).

### SPECIAL!

COD LIVER OIL ...\$1.79/4 oz.

COD LIVER OIL w/ONIONS

...\$5.99/4 oz.

### VITAMIN E



(Can be taken face down as Vitamin M)

100 tablets . . . . . \$15.95

### REMEMBER:

In the words of Murry, our founder, "Vitamins, they can't hurt and they just might help!" (And don't forget, Murry's next-door neighbor is a doctor!)

### HAIR VITAMINS!

30 Day Supply. . . . \$18.95

(Please state where you would like hair to grow.)

## Murry's House Of Health 300 OUTLETS!!!

Unfortunately, they're all located at the same address!

4711 Gary Null Drive, Steroid, Arizona. Mail and phone orders accepted, except from government and FDA officials! 23

FRANK ON A ROLL DEPT.

## THE BALLAD OF

## DR. RUTH

You can talk of phone-in sex  
 And those movies rated "X,"  
 Full of orgies with a dozen people ballin';  
 But if you're stripped for action  
 And you can't get satisfaction,  
 There's a chubby little gal you should be callin'.

Now she ain't no Donna Mills,  
 And her shape won't give you thrills,  
 As you know, if you have seen her once or twice,  
 But for folks in search of kicks,  
 She's got such a bag of tricks  
 That Joan Collins even calls her for advice.

Hey there, Ruth! Ruth! Ruth!  
 Help that lady and her boy-friend in Duluth!  
 Show her how to use persuasion  
 So he'll rise to the occasion;  
 Only you alone can save 'em, Dr. Ruth!

Well, she sure rakes in the dough  
 From her syndicated show  
 And her books and home cassettes in full supply;  
 And it wouldn't be surprisin'  
 If real soon she's merchandisin'  
 Her own line of contraceptives folks can buy.

(with apologies to Rudyard Kipling, although we're pretty sure he doesn't care one way or the other)





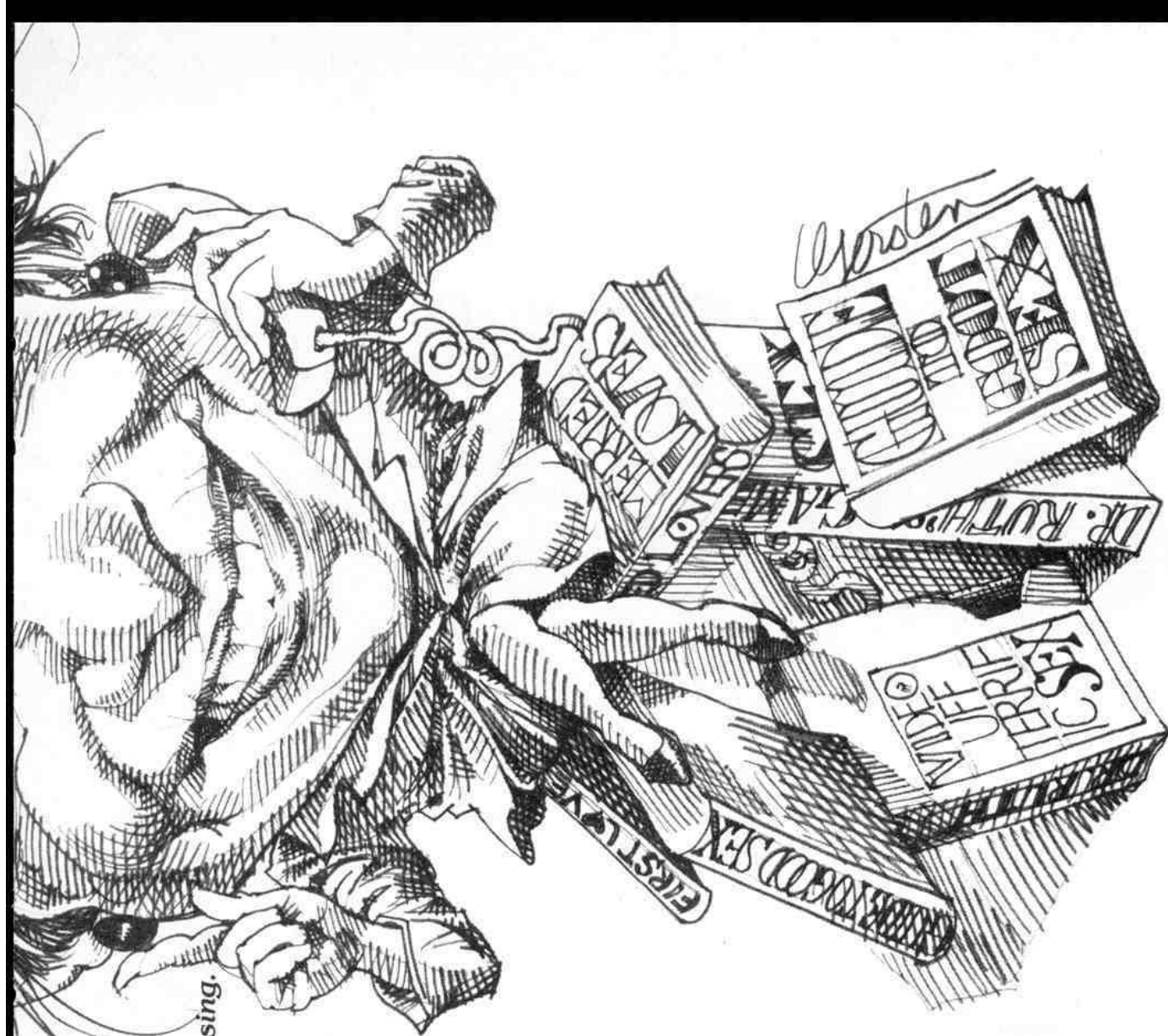
She was there to save the day  
 For that couple in L.A.,  
 Who complained that sex was utterly confusing;  
 They were worried and uptight,  
 But Dr. Ruth, she set 'em right  
 When she showed 'em sev'ral parts that they weren't using.

For it's Ruth! Ruth! Ruth!  
 Start 'em out real nice and early in their youth!  
 Show good sex is not beyond 'em  
 Once they're handy with a condom;  
 We can count on you to tell 'em, Dr. Ruth!

No one else could get away  
 With the stuff they let her say;  
 She don't ever show the slightest inhibitions;  
 Even Hefner, so it's said,  
 Blushes sev'ral shades of red  
 When she starts in demonstratin' new positions.

She's no preacher like you see  
 Sunday mornings on TV,  
 Who all promise you salvation for a price;  
 You can keep your PTL—  
 Dr. Ruth does twice as well  
 In showin' folks the way to paradise.

Yes, it's Ruth! Ruth! Ruth!  
 Ridin' higher ev'ry day, and that's the truth!  
 Provin' if you're cute and clever  
 Sex will sell as good as ever;  
 You're a crafty little number, Dr. Ruth!



## A MAD SEXUAL "HANG-UP"

ARTIST: GERRY GERSTEN

WRITER: FRANK JACOBS

## NEW CARS



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## OLD FRIENDS





# HOMESCHOOL



Grandpa, I can't figure out this math problem. Can you help me?



Hmm, maybe you don't understand this "bushels of apples" and "bales of hay" business! Let's try it this way — "If one girl pays \$50 each for three pairs of designer jeans and another girl spends \$80 to have her hair and nails done, how much..."



Were you able to help Lisa with her homework?

Yep! It's easy when you know the new math!



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## PRIORITIES

Hey, Tommy, I'm having a party at my house Saturday night! Lotsa girls, lotsa beer, lotsa laughs! Can you make it?



Hold on while I check my appointment book!



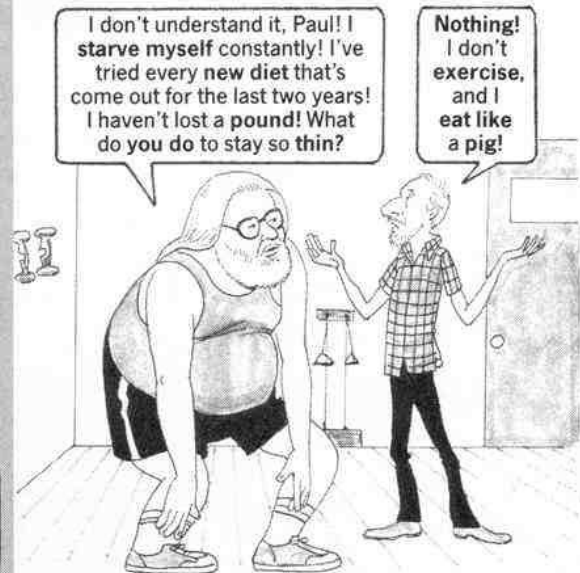
# COMMUNICATION



# RELATIONSHIPS



# FOOD



# APPEARANCES



# TASTE





## ASSERTIVE ACTION



## THE TELEPHONE



## ACHES AND PAINS



Sorry, Meg, I can't play mixed doubles with you this afternoon! My back is killing me!

What's the problem?

It's an old injury acting up! I got hurt at the U.S. Open Championships years ago!

I didn't know you played tennis at the U.S. Open!

He didn't! He fell off his seat in the stands!



## GUILT

Oh, no! That was Mom's favorite vase!

Maybe if I sweep up the pieces and throw 'em in the trash, she won't miss it until after the overnight hike this weekend!

Christopher!

What vase?



## DOCTORS

Kaputnik, I've given you a very thorough examination and have come to the conclusion that you're suffering from an extreme case of hypochondria!

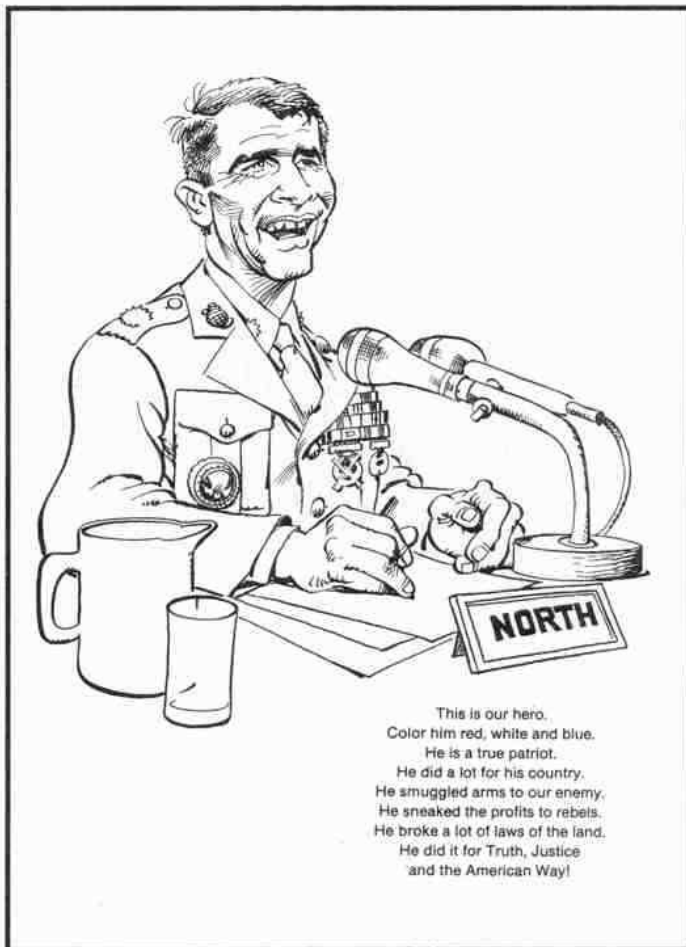
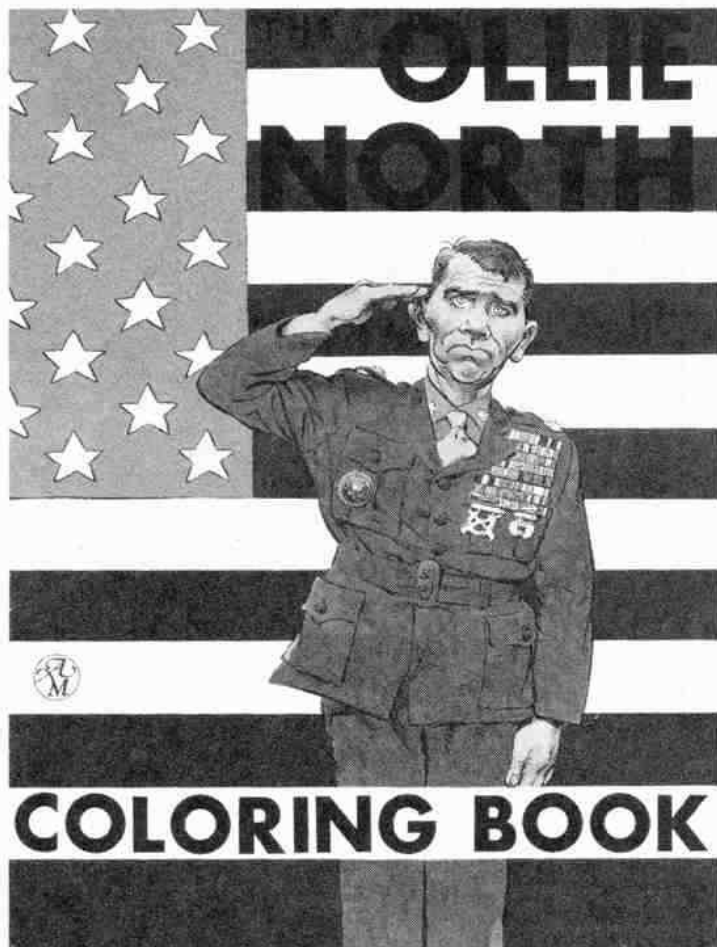
Hah! I knew I was sick!





BETTER SHRED THAN READ DEPT.

AND NOW MAD PROUDLY PRESENTS THE UNSHREDDED EXCERPTS FROM...

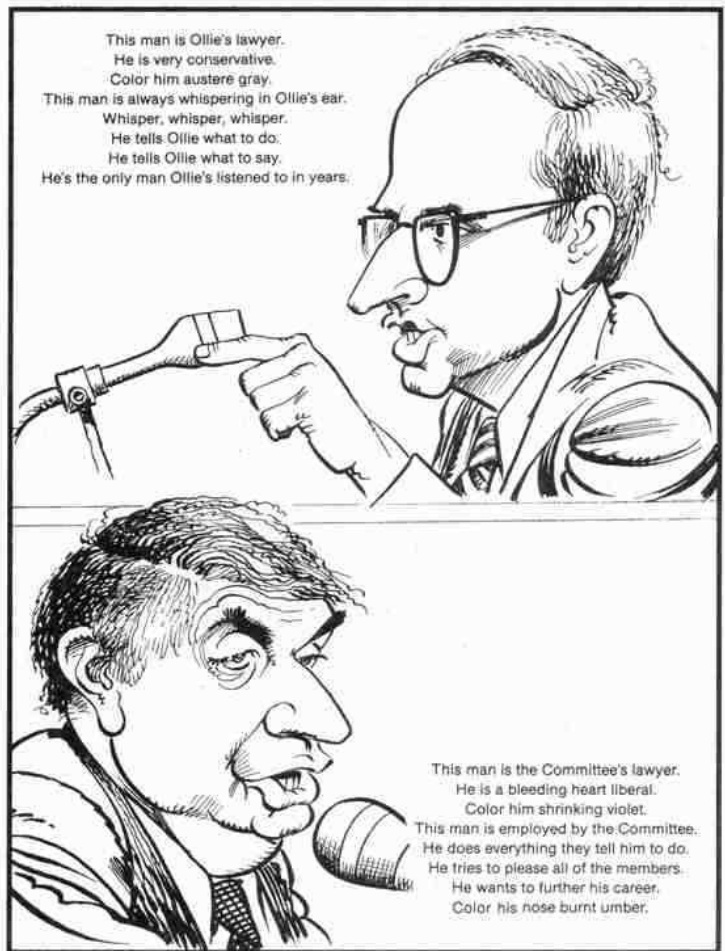
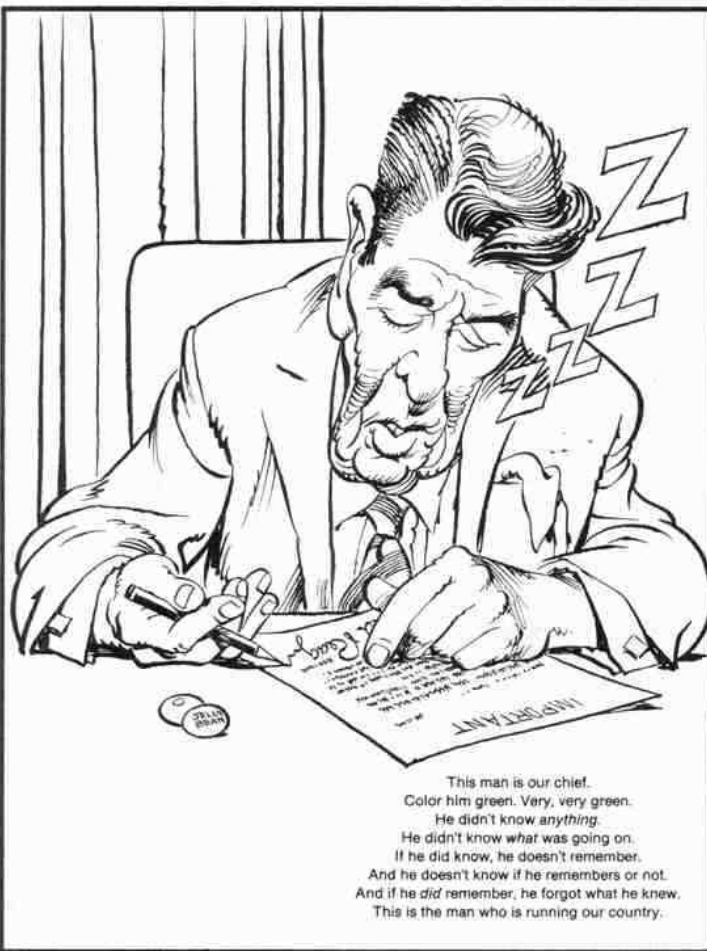


This is our hero.  
Color him red, white and blue.  
He is a true patriot.  
He did a lot for his country.  
He smuggled arms to our enemy.  
He sneaked the profits to rebels.  
He broke a lot of laws of the land.  
He did it for Truth, Justice  
and the American Way!

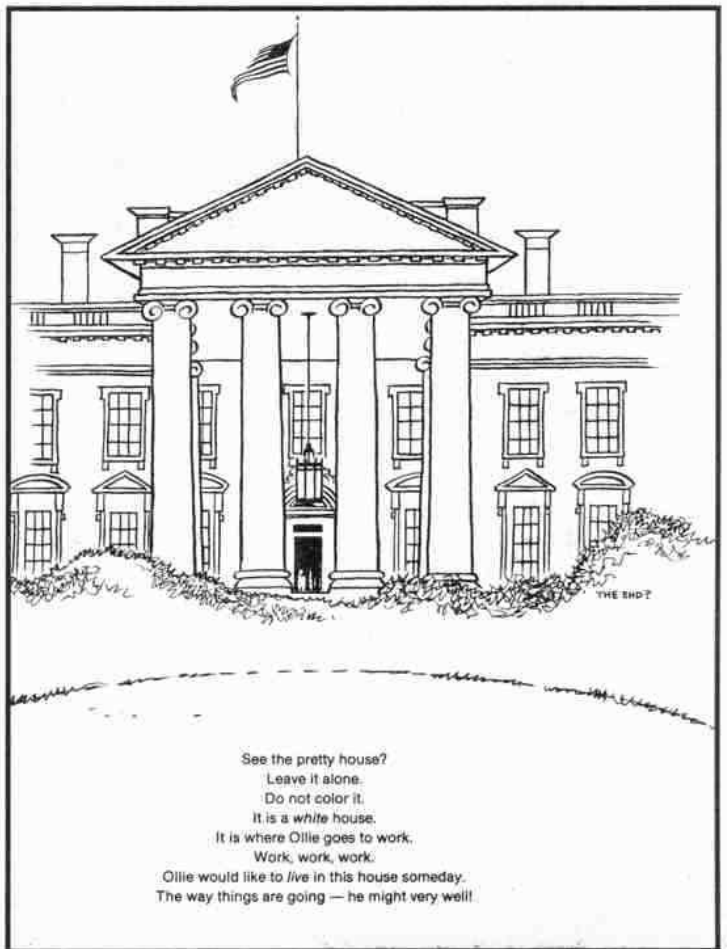
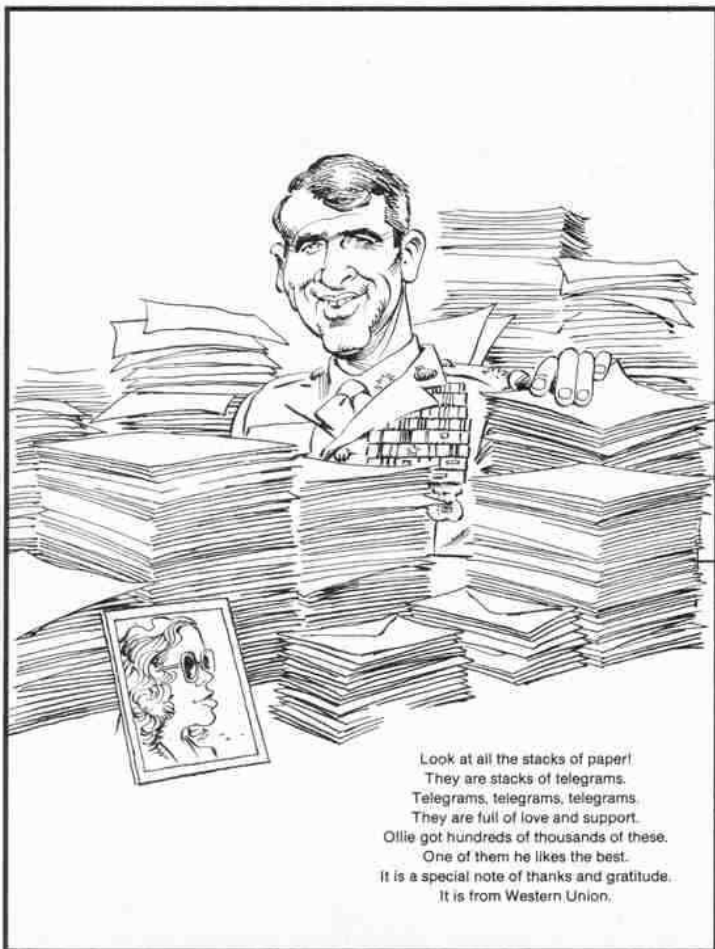
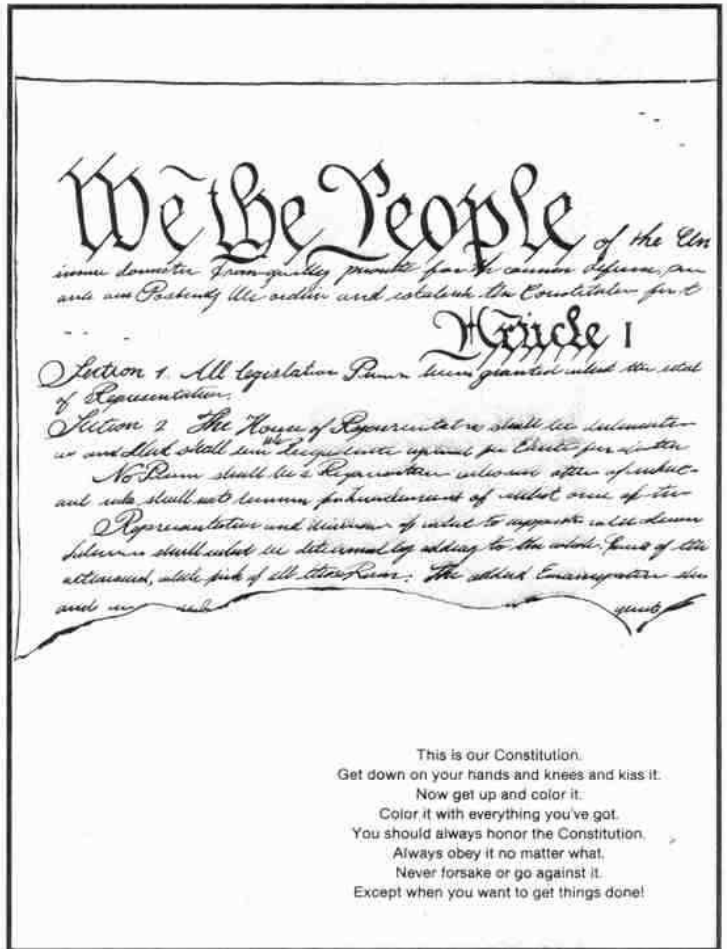
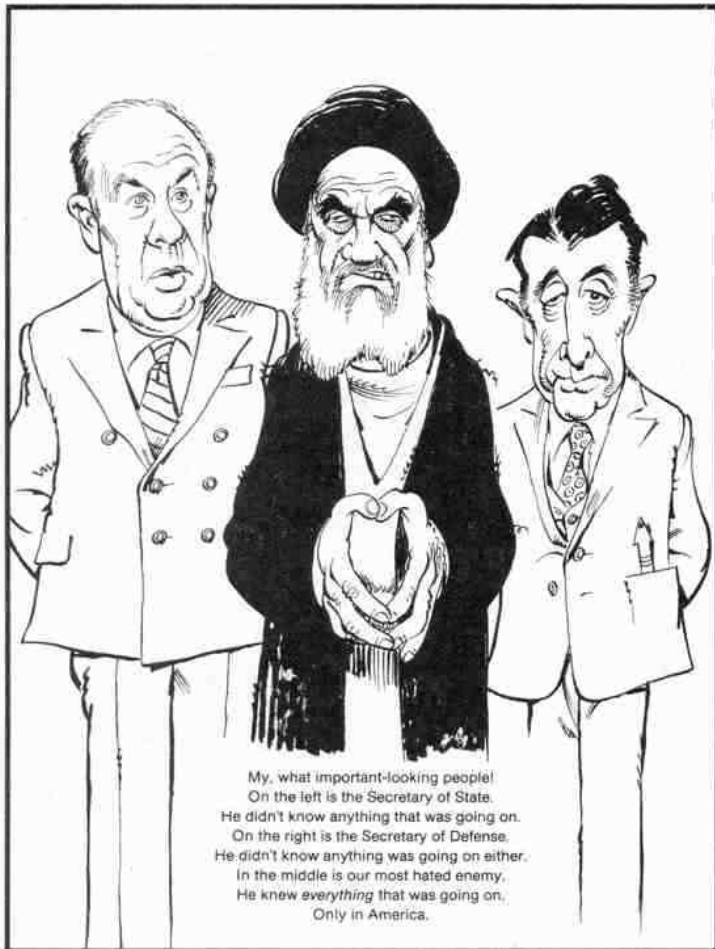
From "The Ollie North Coloring Book" by Mort Drucker and Paul Laikin. Reprinted by permission of Paul Burke Publishing. Copyright © 1987 by Mort Drucker and Paul Laikin.

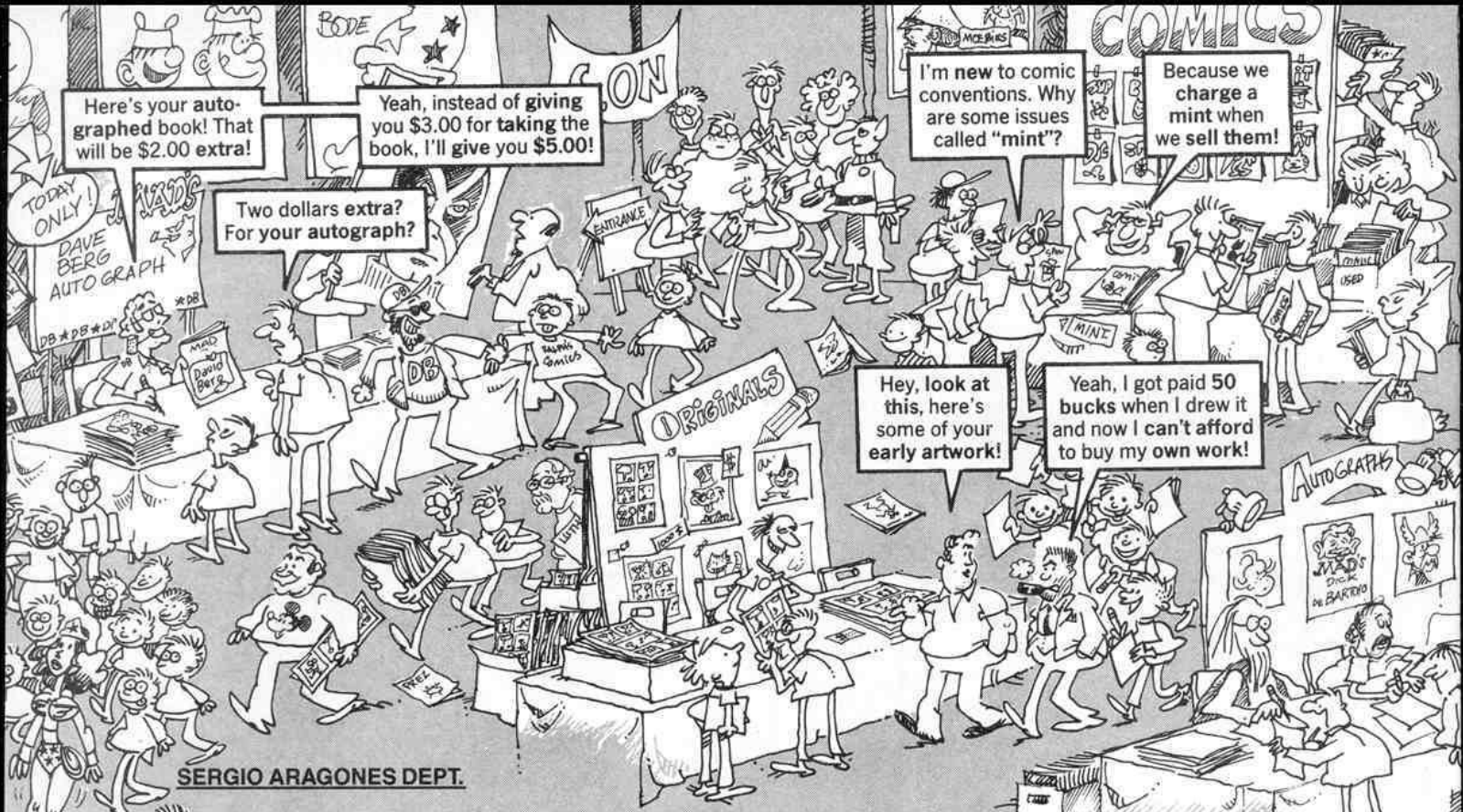


This is the Committee.  
Color them blue in the face.  
They want to know everything Ollie did.  
Nosy, nosy, nosy.  
They don't like Ollie fooling them.  
They don't like Ollie cheating on them.  
They don't like Ollie just ignoring them.  
Picky, picky, picky.



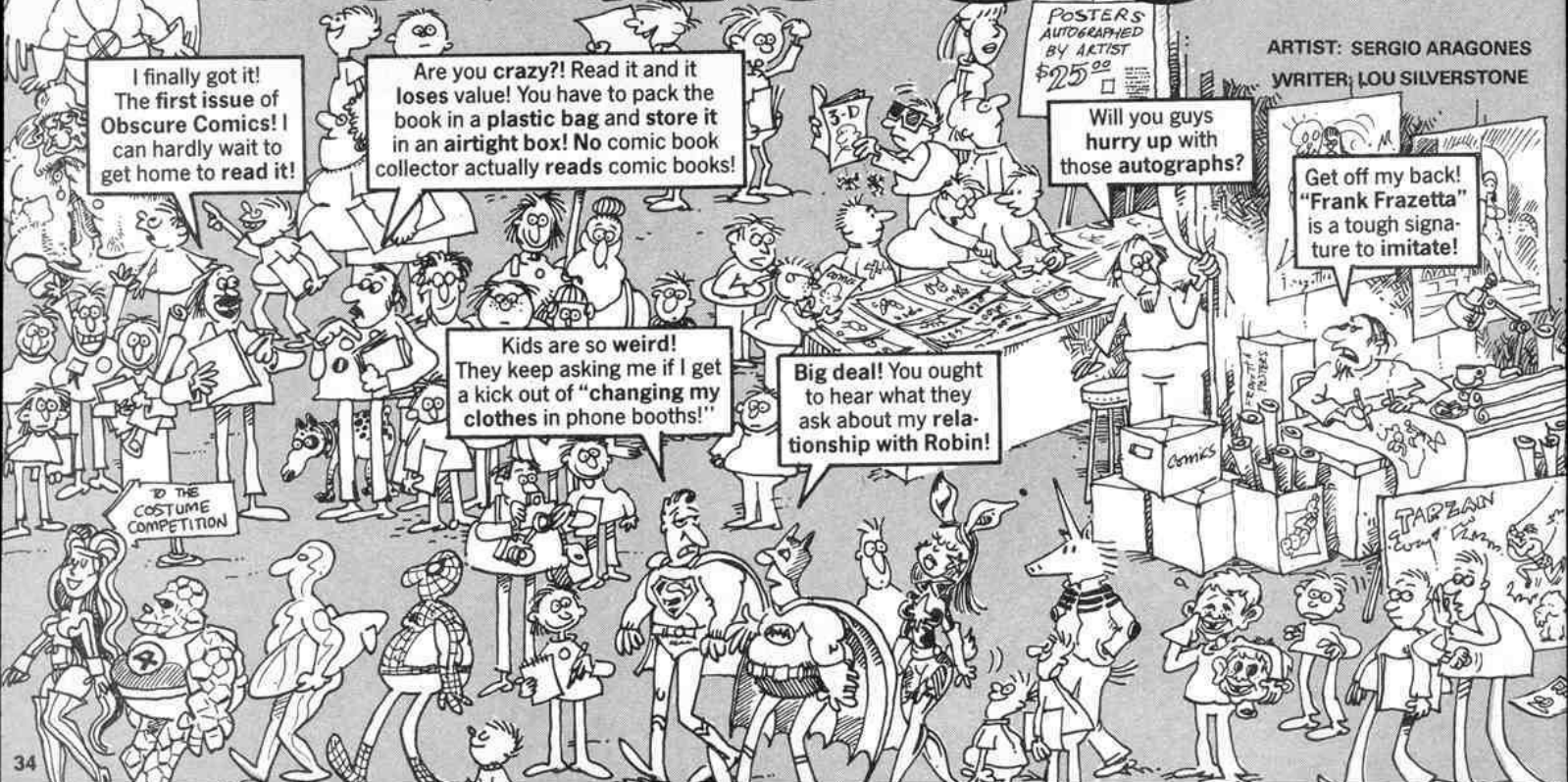






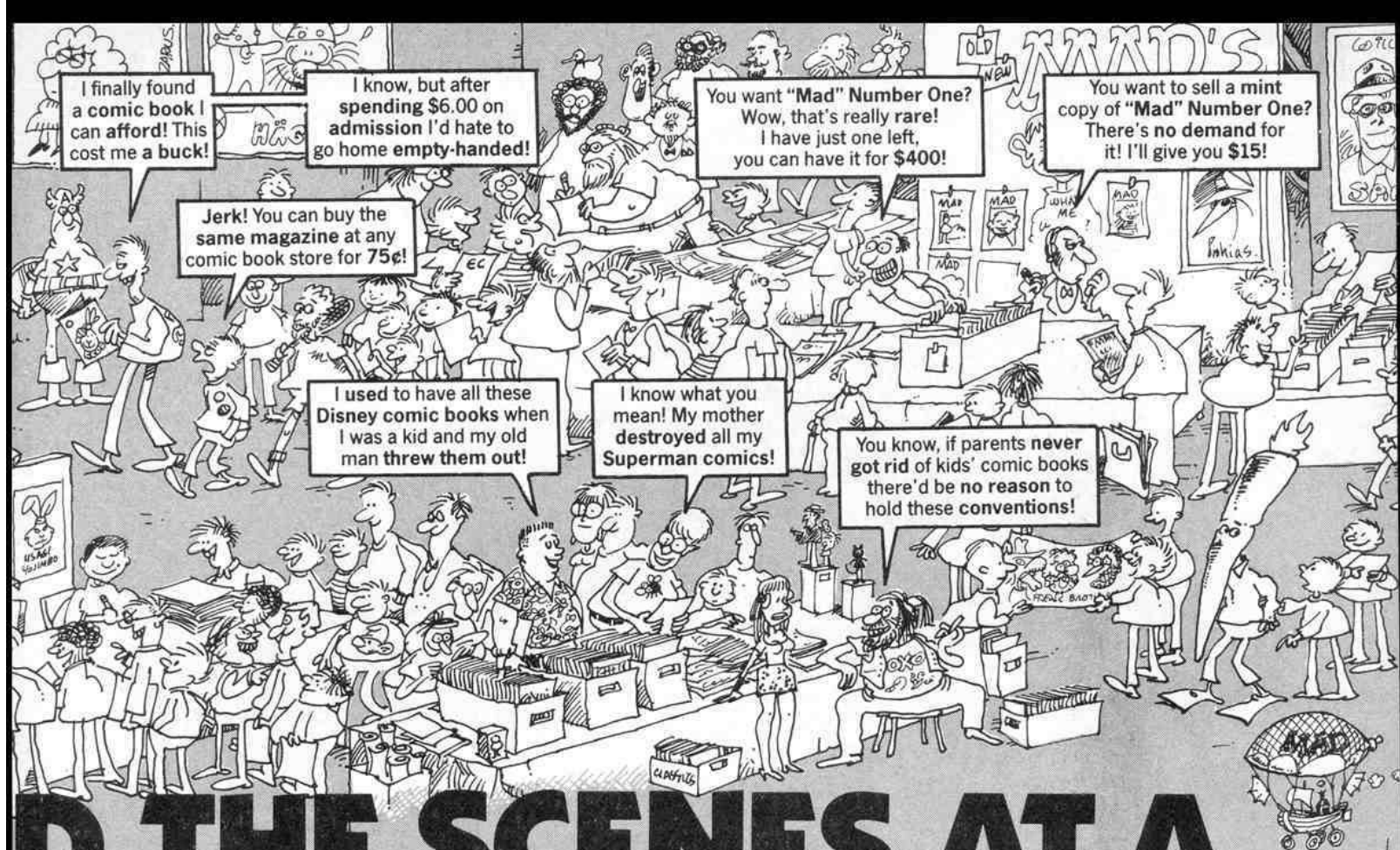
SERGIO ARAGONES DEPT.

# A MAD PEEK BEHIND COMIC BOOK



ARTIST: SERGIO ARAGONES  
WRITER: LOU SILVERSTONE





# D THE SCENES AT A CONVENTION

IDEA BY: JOEY TOWNSEL



There are so many TV talk shows being created and cancelled these days that you can't keep up with them all even if you have *three* VCRs! So of course you're probably wondering how particular talk show hosts might handle themselves in particular situations. Well, wonder no more because, as usual, we brains at MAD have done all the work and compiled the data in a handy reference tool we call...

# Mad's Guide To Talk Show Hosts

## IF THE GUEST WAS A NOBEL PRIZE-WINNING NUCLEAR PHYSICIST...

...Johnny Carson would rush through the interview to save plenty of time for Loni Anderson.

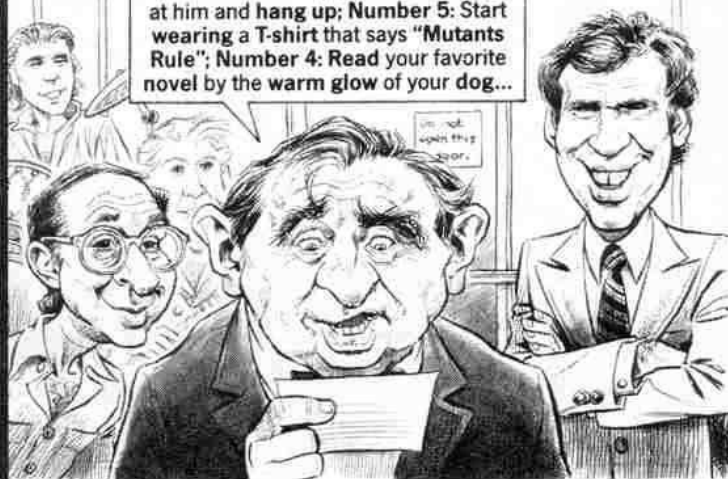
Thanks for having me here, Mr. Carson. Gamma Particle Research is a relatively new science...

Right, Professor. To sum up, I guess that during a nuclear attack, it'll be so hot that the Rodeo Drive Baskin-Robbins will be selling 31 different flavors of soup! We'll be right back after this message!



...David Letterman would ask him to read a list of the "Top Ten Things To Do During a Nuclear Holocaust."

Number 6: Call up your boss, laugh at him and hang up; Number 5: Start wearing a T-shirt that says "Mutants Rule"; Number 4: Read your favorite novel by the warm glow of your dog...



...Max Headroom would question him about golf.

Those Gamma Rays do fascinate me, you sensuous scientist, but what I really want to know... now how should I ph-ph-phrase this... You golf? I mean, heh heh, is putting new to you? Don't answer! Ponder th-this mind-bender instead instead instead. Why do you suppose Jack Nicklaus never won a Nobel P-P-Prize?? Tell ya what, let's imagine we're on the 18th hole at ground zero...





## IF THE GUEST WAS A BUSTY YOUNG STARLET PROMOTING HER NEW FILM...

...Phil Donahue would ignore the film and badger her with lots of questions about sexual harassment in Hollywood.

Isn't it true you slept with the producer of this film to get your part?

But my husband produced this film!

But won't you have to sleep with the producer of your next film to get that part? Isn't the entire film industry a tangled web that chews up and spits out innocent girls like you? Caller, are you there?



...Joan Rivers would use the opportunity to put down other female stars who are less well-endowed.

It was great fun having a chance to work with...

You know, you're very lucky. Cher could use your bra as a hammock...It's true! I saw a picture of Molly Ringwald's chest on a milk carton labeled "missing"...Oh, grow up!!



...Joe Franklin would waste everyone's time comparing her to obscure actresses who have been dead for over 30 years.

I saw your new movie and I've got to tell you, you have the same pizzazz as the late, great, very super star of stage and screen, Clara McBooth, who as we all remember was sensational with the late, great Patty Cherry and the late, great RKO "Happy Girl" Rita Poole in Eddie Cantor's 1928 film "Derby Parade," directed by the late, great...



## IF MARLON BRANDO MADE A RARE TALK SHOW APPEARANCE...

...Joan Rivers would make him the butt of some of her tiresome "fat" jokes.

Tell me, Marlon, is it true in your next movie you'll be playing the part of a street gang? I mean, come on, I heard the phone company just gave you your own area code! Marlon! You are a Streetcar Named Desire!



...Johnny Carson would have him appear in an "Art Fern Tea Time Movie" sketch.

Losing your hair? Follicles falling? Instead of hair spray do you find yourself reaching for Turtle Wax? If so, come to Toupee City like my friend baldo here... Why be the laughing stock of your neighborhood when you can be the laughing stock of the entire L.A. area! Take the Ventura Freeway to the Slosson Cutoff...



...Dick Cavett would hog the spotlight by spending more time introducing Marlon Brando than he would interviewing him.

...of course anyone familiar with my guest's career will surely remember his controlled rage in "The Godfather," which served as a prelude to his muddled verbiage in "Apocalypse Now." Also, one can't forget...Oh, I've just been told that we're out of time. Goodnight!



## IF A SURPRISE CAMEO WALK-ON WAS MADE BY MADONNA...

...David Letterman would coerce her into taking part in "Stupid Pet Tricks."



...Joe Franklin would make her share the panel with his usual group of unknown, no-name guests.

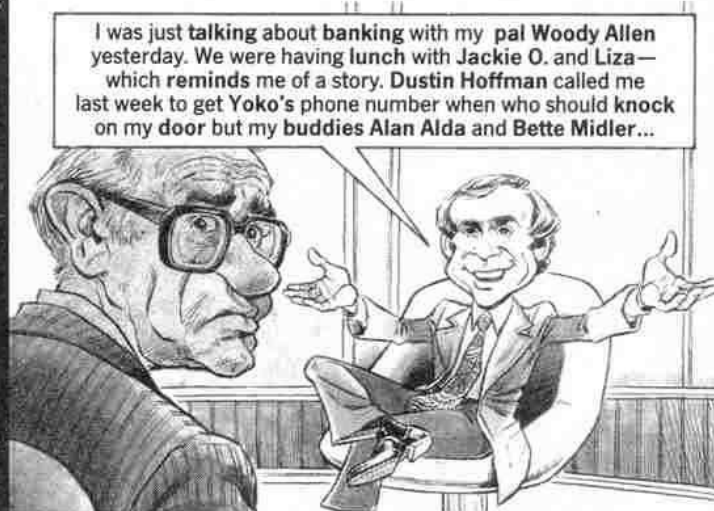


...David Brenner would be so stunned that such a big star would choose to appear on his show rather than Johnny Carson's that he'll be unable to say anything coherent.

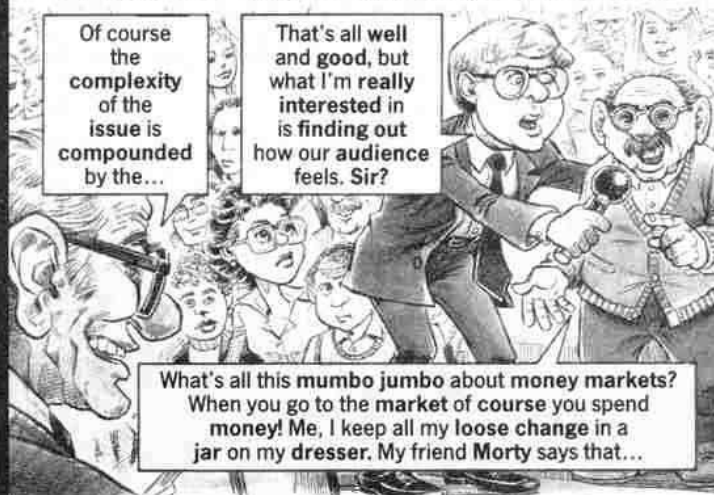


## IF MALCOLM FORBES WAS INVITED TO EXPLAIN THE WORLD MONETARY FUND...

...Dick Cavett would find a way to drop the names of dozens of celebrities he claims to be close personal friends with.



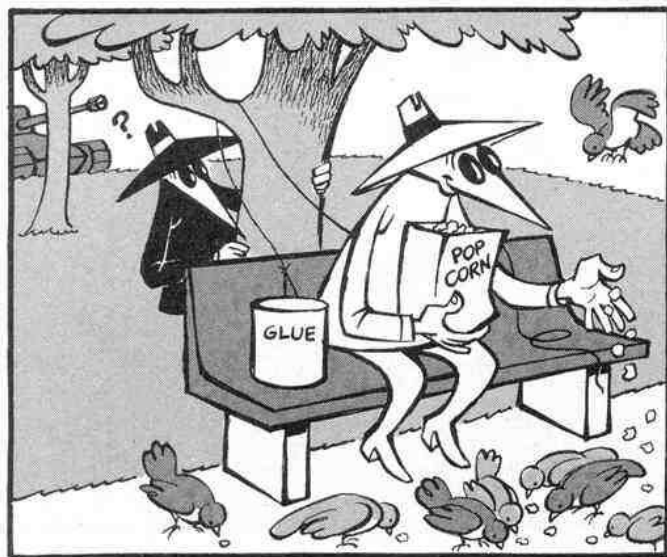
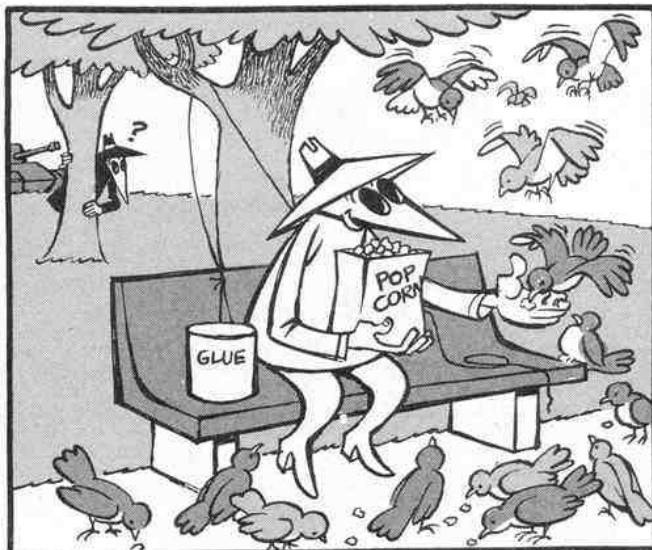
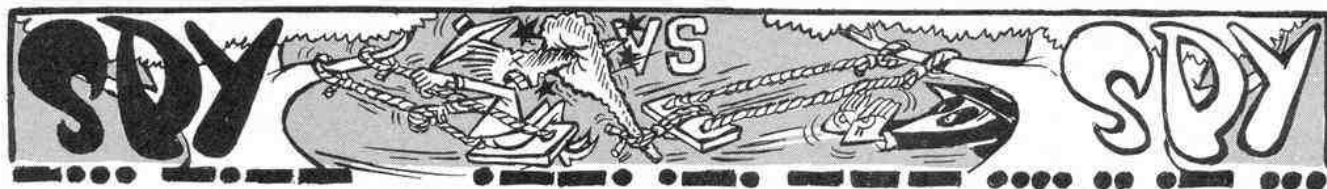
...Phil Donahue would spend most of the show listening to the opinions of audience members who are totally unqualified to discuss the subject with any intelligence.



...Oprah Winfrey would do exactly the same thing Phil Donahue does, but be overly emotional about it.









...the medical researchers we're expecting to find a cure for AIDS and cancer are the same ones who have been completely stumped by the annoying common cold for 100 years!



...the "Star Wars" defense, if ever approved, would be built by the crooks who charge \$600 for a hammer, and be operated by the cretins who were stupid enough to buy those hammers!



...most states have more formalized training and licensing requirements for hairdressers than they do for owners of cheap handguns!

#### WE THOUGHT THE GOOD FRIGHT DEPT.

An IRS audit, riding the subway in New York City, the threat of nuclear war, or being locked in a room with Don King —

# It's really SCA to think



...the nuclear power industry still refers to a near catastrophic melt-down which cost \$1 billion to clean up as a "minor incident"!



...psychiatrists—those claiming expertise in helping others deal with their problems—have the highest suicide rate of any profession!





...the only thing standing between us and fatal food-poisoning is the Food and Drug Administration—an agency that says it's okay to have up to 14 rat droppings in a 10 ounce can of chili.



...for every one television show that gets on the air, there are a dozen others even worse that the networks turn down and we never see!

the mere thought of these things terrifies us. But they're not so bad when compared to *really* horrific stuff. For example...

ARTIST: PAUL COKER

WRITER: MIKE SNIDER

# WARY

that...



...the huge multi-national banks controlling the entire world's economy are totally inept at keeping your measly little savings account straight!

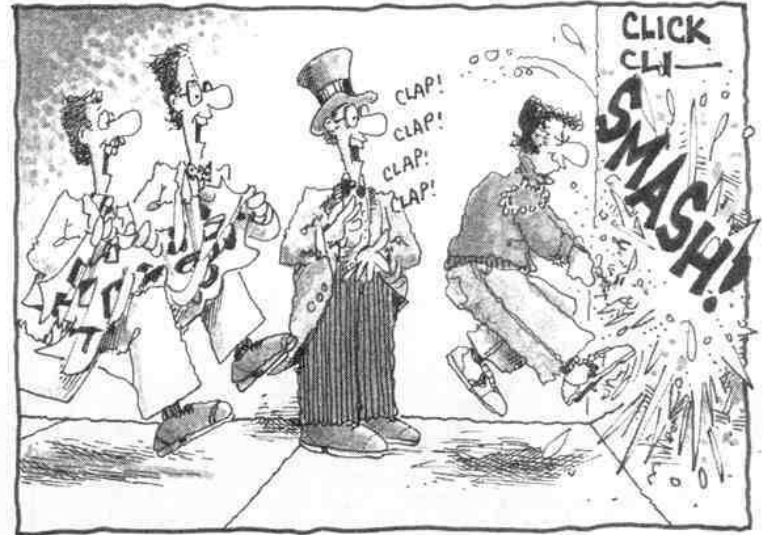
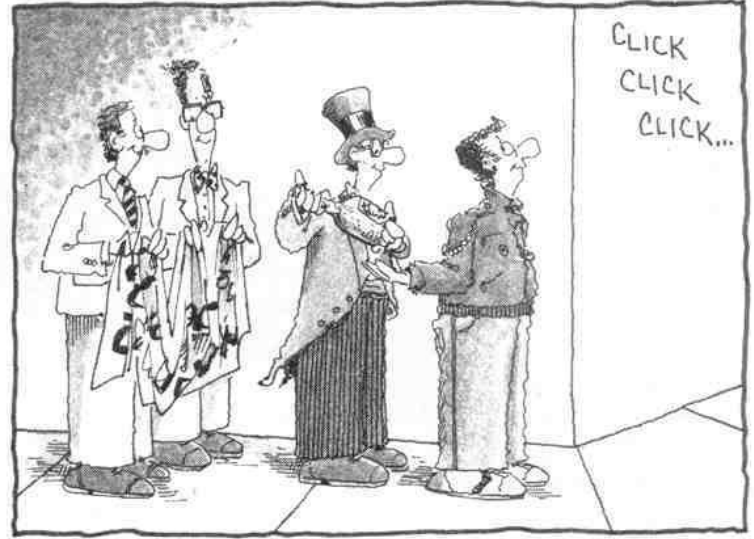


...tomorrow's teenagers will have to come up with music loud and tasteless enough to offend parents who grew up loving The Beastie Boys!



...every year, thousands of big, mean college football players not drafted by the NFL will hit the streets as jobless and bitter rejects!

# DRAMA ON PAGE 42



ARTIST AND WRITER: JOHN CALDWELL





TEACHER'S PEST DEPT.

Once there were sitcoms like "Welcome Back, Kotter," featuring wise-ass kids who were one step away from being illiterate. But now that's all changed. The TV classroom this season contains the opposite—brilliant kids with stratospheric IQs. The problem is that, in their own way, they're just as wise-ass as the punks Kotter taught. Which is why MAD ranks them right at the...

# HEAD *of the* CRASS

ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS

I'm Chatty Bore!  
I teach this  
bunch of overly  
bright...

What's with the  
formal intro? We  
know who you are!

But this is  
how MAD begins  
nearly all its  
TV satires!

Maybe for some semi-  
literate sit-coms like  
"Alf" or "Valerie,"  
but not for our show!

We're too bright  
and gifted for  
such stereotyping  
and drivel!

Can Cosby's kids  
describe the  
100-Years War  
day by day?!

Can "Roomies" ex-  
plain the effect  
of gamma rays on  
ant worshippers?!

Can either Kate or  
Allie describe the  
chemical make-up  
of rancid yogurt?!

We're super-smart, which is  
why we're isolated in our  
own classroom—away from  
the jocks and low-lives!

That way our minds  
aren't contaminated  
through exposure  
to their pitiful IQ's!

And our bodies don't get  
punched into dogmeat  
because of their undying  
jealousy and hatred!

Torres

Maybe it's time you learned there's more to life than scoring high on tests! That life is a constant...

Get ready to throw up! He's playing the Father Figure role again!

He always makes us suffer through these socially-significant stories with nothing morals! It makes him feel like he's doing something worthwhile!

I heard Mr. Bore used to be a sleazy disc-jockey in Cincinnati! After that, anything would seem worthwhile!

Class, today begins Career Week. You'll learn how very successful people made it to the top! Our first visitor is U.S. Senator Roscoe Scroon!

Senator, what do you advise a person going into politics?

Develop a popular image like Pat Sajak or Ed McMahon!

But they just stand around, smile, and never take a stand on anything!

Hey, you catch on fast!

If he wants to do something really worthwhile he'd blow up this school's cafeteria!

Senator, how should the U.S. deal with the contras?

I'm in favor of the status quo, so long as we remain aware of the effect of necessary change!

You call that an answer? You sidestepped the issue!

That was nothing compared to my views on Star Wars!

So much for going into politics!

Let's meet someone who's creative!

You want creativity? Meet defense contractor Wilbur Bucksimmer! He's made a fortune with his high-tech Infra-Structural Rotator!

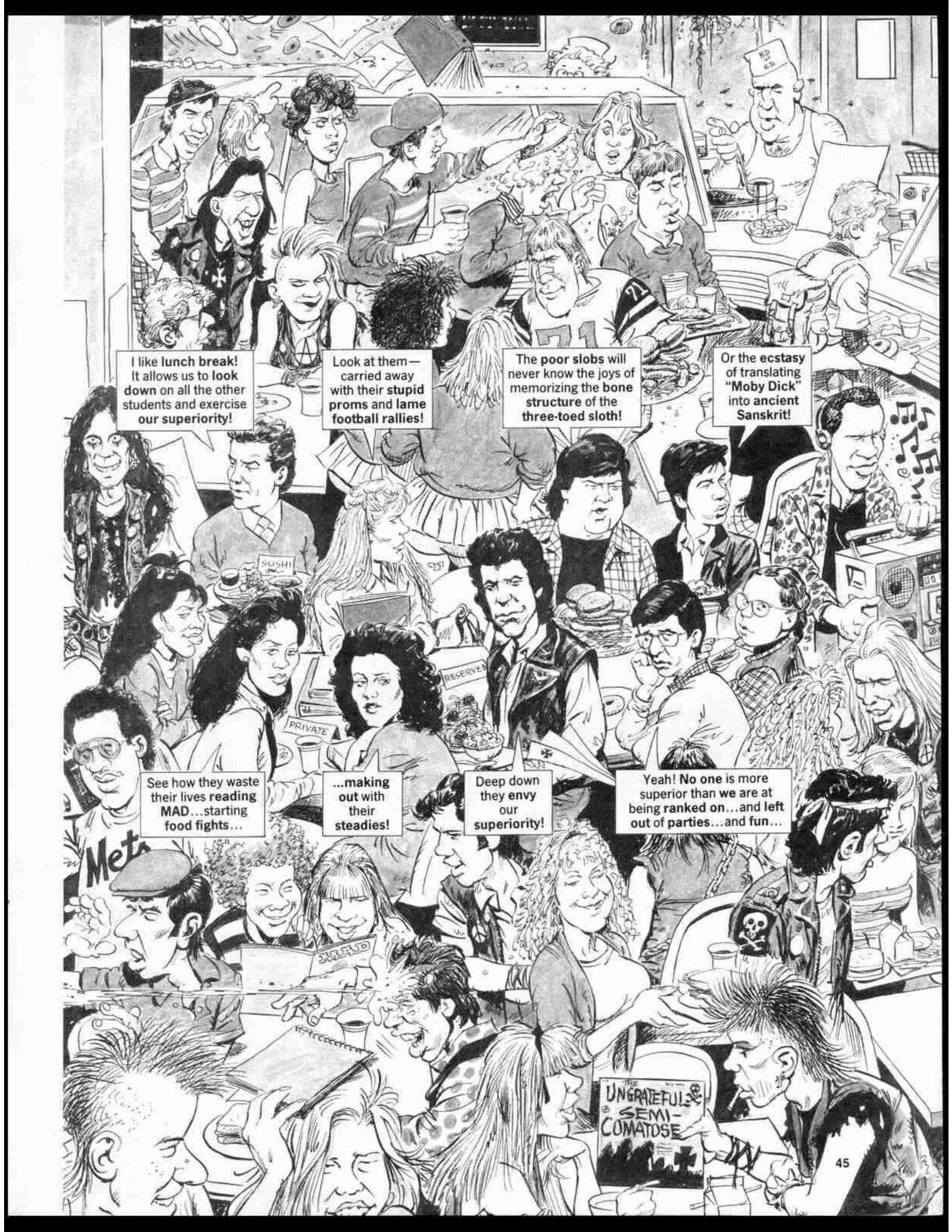
What's creative about this? Anybody can see it's just a screwdriver!

Not to the boys in the Pentagon! They're impressed with my creative name for it...and the creative \$200 price I charge them for it! But must of all, they're impressed with the thousands of dollars in kickbacks I give them—not to mention the promise of cushy jobs with my company when they retire from the military!

In our psychology books, that's defined as "abnormal psychopathic greed"!

In the corporate world, it's defined as "business as usual"!





I like lunch break!  
It allows us to look  
down on all the other  
students and exercise  
our superiority!

Look at them —  
carried away  
with their stupid  
proms and lame  
football rallies!

The poor slobs will  
never know the joys of  
memorizing the bone  
structure of the  
three-toed sloth!

Or the ecstasy  
of translating  
"Moby Dick"  
into ancient  
Sanskrit!

See how they waste  
their lives reading  
MAD...starting  
food fights...

...making  
out with  
their  
steadies!

Deep down  
they envy  
our  
superiority!

Yeah! No one is more  
superior than we are at  
being ranked on...and left  
out of parties...and fun...

THE  
UNGRATEFUL  
SEMI-  
COMATOSE

Birdinhand, how come every week we carry on a 30-second conversation that has nothing to do with school business?

Because the kids may fill your need to be a father, but I make you come face-to-face with the drab, lonely emptiness of your personal life!

Thank God it's nothing serious!

Well, if it isn't Dr. Schlemiel, the school's D.H. — Designated Heavy!

Bore, your after-shave is a disgrace to the teaching profession!

What does that have to do with my skill in the classroom?

Nothing whatsoever! But in order for me to be believable as a high school principal, I have to be a totally illogical buffoon!



Class, our next Career Day visitor is famed actress Hillary Hotstrut!

Ms. Hotstrut, what do you consider your most exciting parts?

The ones beneath this dress—as any producer can tell you!



Is it true your career was shaped by the teachings of the great Stanislavsky?

No, but my body was shaped by the plastic surgery of the great Dr. Howard Pincus!



Starting out, were you drilled on the plays of the major playwrights?

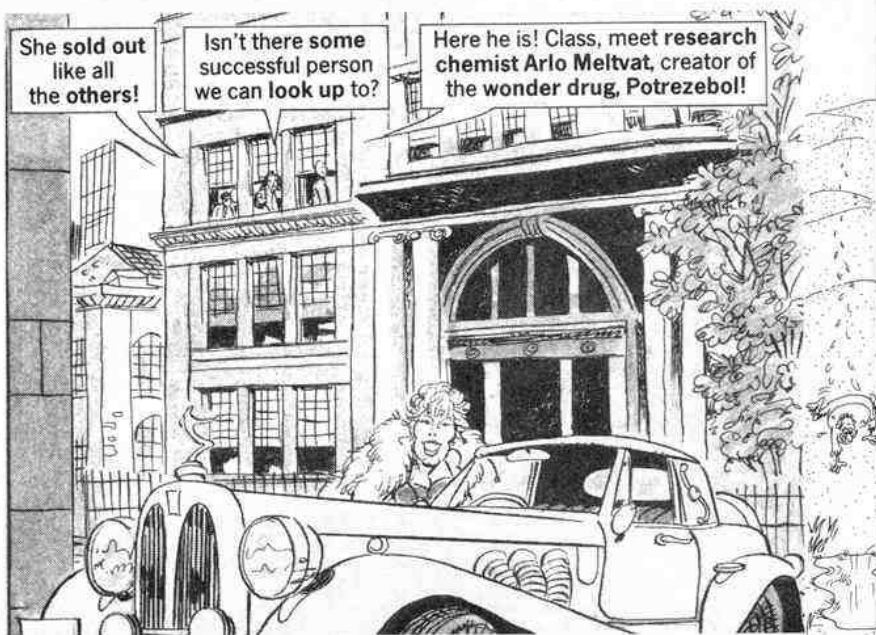
No, on the couches of the major studios!



She sold out like all the others!

Isn't there some successful person we can look up to?

Here he is! Class, meet research chemist Arlo Meltvat, creator of the wonder drug, Potrezebol!







Dr. Meltvat, I understand you slaved away in your lab for three years to perfect Potrezebol!

Wise up, kid! The lab work took two weeks! The rest of my time was spent working out my boffo percentage deal with the drug companies!

But thousands could have been cured during that time!

It's true we lose some customers, but at \$2.50 a pill, I'll still wind up with millions!

It's disgusting! All we've seen today is selfishness, greed and dishonesty!

Is this what happens to super-smart kids like us?

No! They were all poor learners and low-I Q school dropouts!

However, the next group you'll meet all graduated from this class in previous years! They all have I Q's of 160 and above!



Class, meet Elias Grebb, who masterminded Walter Mondale's 1984 Presidential campaign!

Wanda Queeg, marriage counselor to televangelists Jim and Tammy Bakker!

Zack Meerchaum, who convinced George Lucas to make "Howard the Duck!"

Monica Dreck, vocal coach to Philip-Michael Thomas!

And finally, Vernon Wimple, who persuaded Coca-Cola to change it's formula for the original Coke Classic!

Hub Gridley, Sean Penn's media advisor and image maker!

Sidney Dwirl, team motivator of the Indianapolis Colts!

Percy Hemmes, financial and military strategist to Col. Oliver North!

Elmer Irby, who engineered Lucille Ball's TV comeback!



THEY graduated from this class?!

All of them became humongous screw-ups!

Are we condemned to wind up like them?

There's one way to avoid it! Latch on to a safe, protected job that nobody else wants! Make sure it requires no ambition, pays a sub-standard wage and lets you retire on a pitiful pension after 30 years of dull, unappreciated labor!

Wait a minute! That's an exact description of you!

You're saying to use YOU as a role model?

Good God! FORGET IT!!!



REVIEW TO A KILL DEPT.

# THE MAD MOVIE CRITIC'S PLEDGE

*As a film-reviewing, self-appointed decision maker for ordinary movie-goers everywhere, I hereby promise to uphold, defend and espouse the following beliefs:*

*I pledge to declare any motion picture starring Bill Murray, Chevy Chase or Dan Aykroyd as "nothing more than an overblown Saturday Night Live skit."*

*I promise to include important plot twists and reveal information in my reviews that will spoil the movie for anyone who hasn't seen it yet.*

*I promise to dismiss any sexy youth comedies made after 1978 but before 1982 as "cheap attempts to cash in on the success of Animal House." Likewise, I shall label any sexy youth comedies made after 1982 as "cheap attempts to cash in on the success of Porky's."*

*No matter how much I enjoy the latest Steven Spielberg film, I shall not fail to mention that he also directed 1941.*

*Under most circumstances, I shall proclaim Chuck Norris and/or Sylvester Stallone vehicles as "nothing more than 90 minutes of mindless violence..."*

*...However, should any rare Norris/Stallone film come my way that contains a minimal amount of violence and some sort of a plot, I shall express no reservations about saying: "This movie is boring. At least in their typical films, you can rely on the excessive violence to keep you awake."*

*I shall go to my grave believing without a shred of insincerity that the book is always better than the movie.*

*I truly believe that any film with a roman numeral in the title will always prove unworthy of my time, and that I need not screen such movies to compose an accurate review.*

*But, above all, I duly recognize that my sole responsibility is to subject my own personal standards of quality, morality and taste upon those persons whose lives are so empty as to actually take my biased opinions seriously!*





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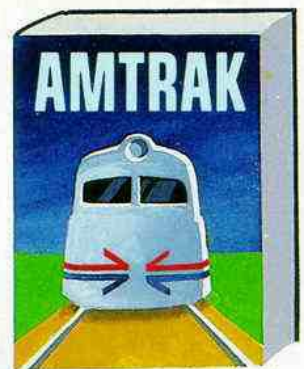


# Big Books For Small Minds™

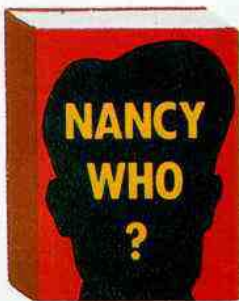
AN INCREDIBLE OFFER FROM THE

## FAT-BOOK-OF-THE-MONTH CLUB

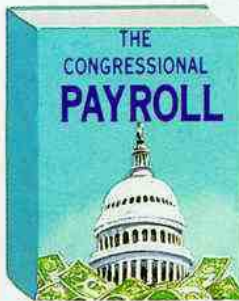
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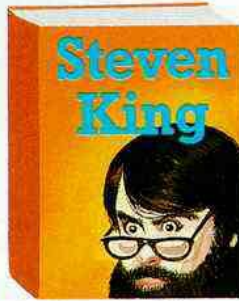
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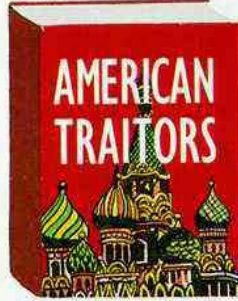
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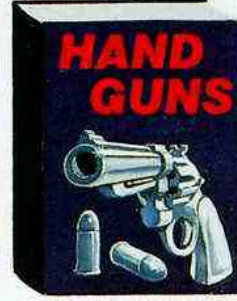
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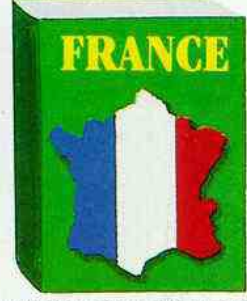
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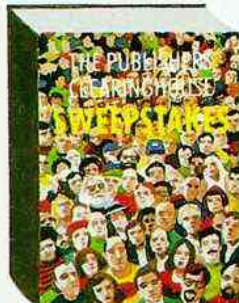
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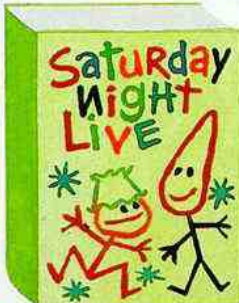
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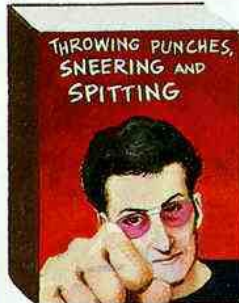
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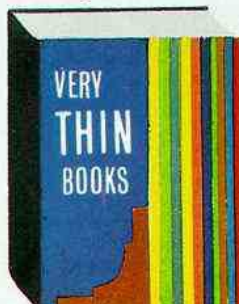
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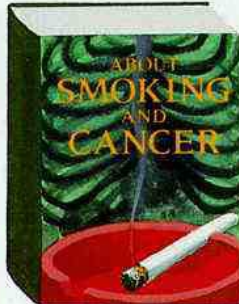
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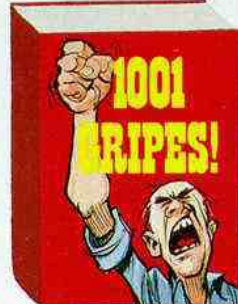
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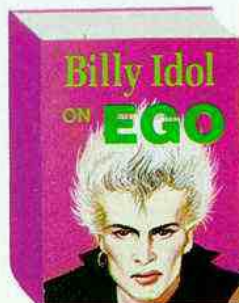
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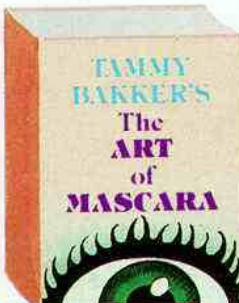
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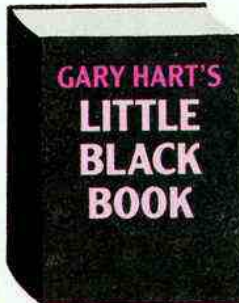
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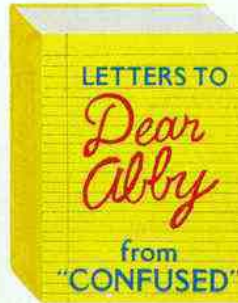
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