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HERMAN

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TV'S
AMEN

DON MARTIN
IN THE MORGUE

BASE-
BALL

No.
273
September
1987

MAD

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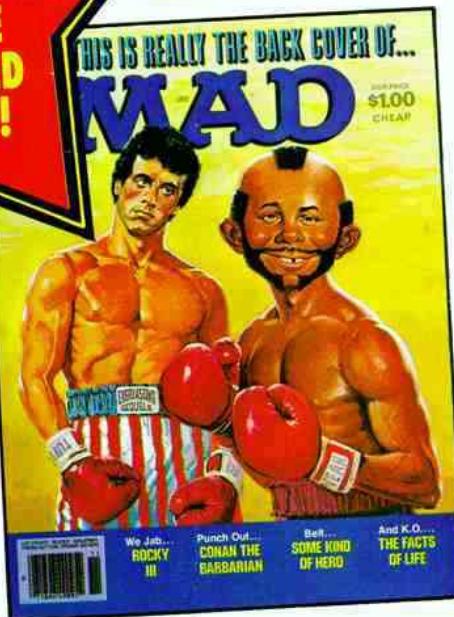
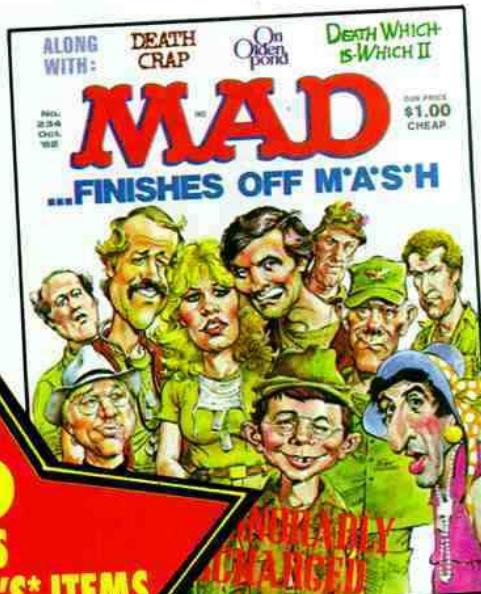
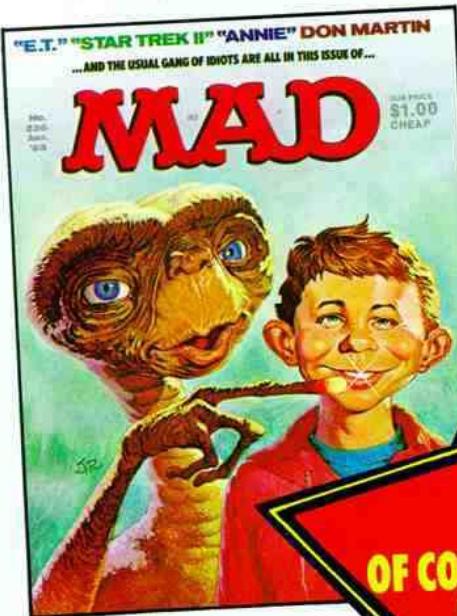
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FOUR NO-SCORES FROM SEVERAL YEARS AGO...

WINTER
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MAD

4-STAR SUPER SPECIAL



FOR THE PEOPLE... BUY IT PEOPLE... OR WE SHALL PERISH FROM THE EARTH!

MAD

"The ups and downs of the economy are the result of having elected too many yo-yos!"
—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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485 MADison Avenue **MAD** New York, New York 10022

I enclose \$42.75.* Please send me the next 40 issues of MAD...PLUS THE DON MARTIN BIG BOOK AND TWO DON MARTIN PAPERBACKS AND TWO MAD PAPERBACKS ABSOLUTELY FREE!

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LETTERS AND TOMATOES DEPT.



"STAR BLECH IV"

Stupidity, the final frontier. These are the parodies of the magazine MAD. Its five-page mission: to spoof the movie "Star Trek IV." To seek out new limits of bad taste and satire. To boldly go where no idiot has gone before! Live long and prosper!

J. Pecar
Sunnyvale, CA

Please stop writing to us about all your trib-
bles!—Ed.

THE WINGS OF MAD



Readers of Eastern Airline's in-flight magazine *Eastern Review* were recently treated to an article all about MAD Publisher William Gaines. The story featured this portrait of Bill drawn by our own Al Jaffee. Now we know why Eastern carries barf bags on their planes!

OH SAY CAN UPC?

Concerning your "Sneaky UPC Symbols," you forgot the one that appears on the cover of your own magazine!

Greg Thady
El Paso, TX



MAD's UPC Symbol?!

Please Address All Correspondence To:
MAD, Dept. 273, 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-distressed stamped envelope!

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MAD DOCTORS

After my daughter Elizabeth reads it from cover to cover, I place MAD in the magazine rack in my dental office. My patients love to read MAD. In fact, MAD is responsible for almost as many smiles as my excellent dentistry!

Donald E. Feeney Jr., D.M.D.
Louisville, KY

Yes, but after our readers finish each article, we don't make them spit! (They do that voluntarily!) — Ed.

In your Letters and Tomatoes Dept. in MAD #271, you stated that despite all of our medical training, we doctors don't know much about the funny bone. I am here to tell you that I have had MAD in my office since I started my practice six years ago. It is one of the most read magazines in my office (that is, when and if the staff can get it off my desk!).

William T. Jones, M.D.
Gainesville, GA

While you're reading MAD, what do your poor patients have to read? Those old copies of Trout Fishing Digest?? Readers, if you want your doctor or dentist to keep MAD in their waiting rooms, slip them a subscription blank next time you pay their overpriced bill!! — Ed.

"SUBWAY BINGO"

Regarding "Subway Bingo," I can't understand why people say they hate riding the subways when I think it's the best way to make friends and have a social life. One year ago when I was going home, I was squeezed so tight on the train that I was forced to marry the girl in front of me. Next month, we're going to ride to Coney Island during rush hour for our anniversary. It'll be like a second honeymoon!

Robert Santiago
New York, NY

If you're thinking of having children, we suggest you take the 7th Ave. local! — Ed.

MORON MAIL

I'm tired of seeing nothing but junk mail on your letters page. You should publish real interesting letters, like for example talking about science, U.S. history, etc. Please do this, the future of the next generation is in your hands.

Angel Guaynabo
Puerto Rico

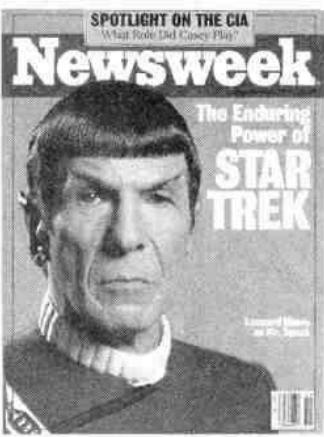
We were going to print a thoughtful note we received from astronomer Carl Sagan this month, but we bumped it in order to print your letter! — Ed.

MAD VS. NEWSWEEK: THE GREAT RIP-OFF BATTLE CONTINUES

People who saw the cover of the April 20, 1987 edition of Newsweek are of course well aware that it was a blatant rip-off of the cover of MAD issue number 269, March '87!



Of course, Newsweek can claim that the cover of MAD #271 was a rip-off of their Dec. 22, 1986 cover, but we know it was just one of those quirky, one-in-a-million coincidences!!



T.N.T.

(Trite, Nonsensical Trash)

You'll get anything but a blast from this fizzling collection...



....An unmatched schlock-pile of dynamite schtick!!!



Brought to you by...
"the usual bang of idiots!"

A MAD PEEK BEHIND PEE-WEE'S

I've never met Pee-wee. What's he like?

Imagine if Jerry Lewis and Cyndi Lauper had a child... that was dropped on its head at birth!

How would you describe the show?

It's sort of a combination of Soupy Sales and an LSD trip!!

Pee-wee's voice is two octaves higher than it should be.

That's because his pants are two inches higher than they should be!

Every week Pee-wee has a cow wearing pearls looking in his window!

Yeah, talk about milking a gag!

Do you have any suggestions for this week's secret word?

How about "intelligence"?

Come on! Who's going to use a word like that around here??

Hi, Reba, thanks for courteously delivering all my mail on time and in undamaged condition.

You're welcome, Pee-wee, but remember, this is a fantasy show. Nothing like this happens in real life!

The art department needs more supplies.

Crayons? Paper?

Drugs!

U.S. MAIL

ON THE SCENES AT PLAYHOUSE



A MAD LOOK AT BASEBALL

TOP OF THE FIRST...



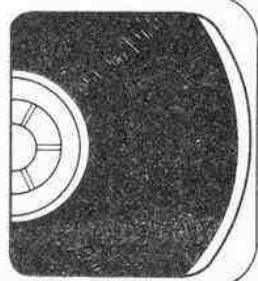
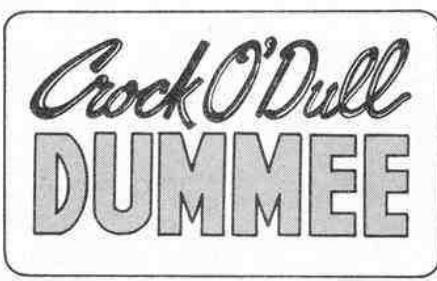
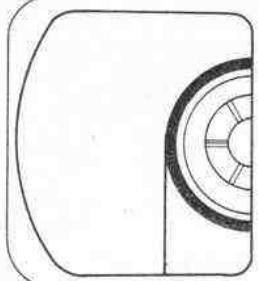
BOTTOM OF THE FIRST...



ARTIST AND WRITER: SERGIO ARAGONES

OUTBACK TO THE VIDEO STORE DEPT.

At first glance this may appear to be another *MAD Movie Satire*. But *hoo-hah!* We say, "*Negatory!*" This is a *MAD Videocassette Satire*—an *entirely different thing!* Our *Movie Satires*, you see, are satires of *films*. But our all new *Videocassette Satires* are satires of *films*! So now that we've cleared up that confusion, here's...



SHA



ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

I'm Zoo, a **reporter**!
My newspaper sent
me here to find
the guy who looked
death in the face
and **laughed**!

That could be anyone in this place who ate the "catch of the day"!

Wait, mate—the lassie might be talkin' about me, **Crock O'Dull Dumbee**—fisherman, explorer, guide, and the only man alive who still **dresses** like **Davy Crockett!**

Wow!
This
drink
tastes
awful!

I don't know why,
the **snake venom's**
fresh! Hmm,
maybe the
bat blood's
gone sour...

It sure is great
they finally got
a television
set for this
god-forsaken
place!

Yeah! It'll be even greater when they start broadcasting a signal out this way so we can watch something!



So the **crocodile** crushed my boat and almost **tore** my leg **off**! Look at the **body damage**!

All I see is a tiny **band-aid**!

Yeah, but you can't imagine the **horrible damage underneath** that band-aid! You can't judge a **boo-boo** by its **cover**!

I do want to see where that **crocodile attacked** you, but is this the **best road**?

Lady, out here this is a **super highway**!

That was amazing—you just **raised your arms** and that water buffalo keeled **over**! Is it the **power of your mind over his mind**?

It's more like the **power of my underarms**! We don't do much **bathing** in the **outback**!

Well, let's see you **hypnotize** some of his **friends** into moving his butt **off** this one-lane **freeway** so we can **get going**!

You know **Crock**, you never cease to **amaze** me! Before I even knew there was a **snake** around, you killed it and **threw** it in the **fire**!

Ah, it was **nothing** really! Killing **deadly reptiles** to **save** a lady's **life** is all in a **day's work** out here!

I'm **impressed**! But **why** does that **snake** smell like **burning rubber**?

Oh, that's typical of the species—**rubberi noveltius conjobium**!

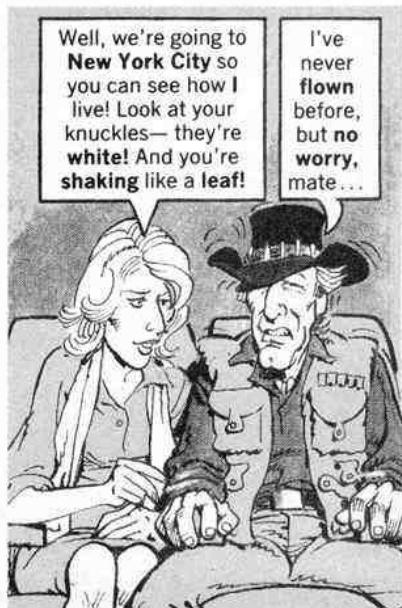
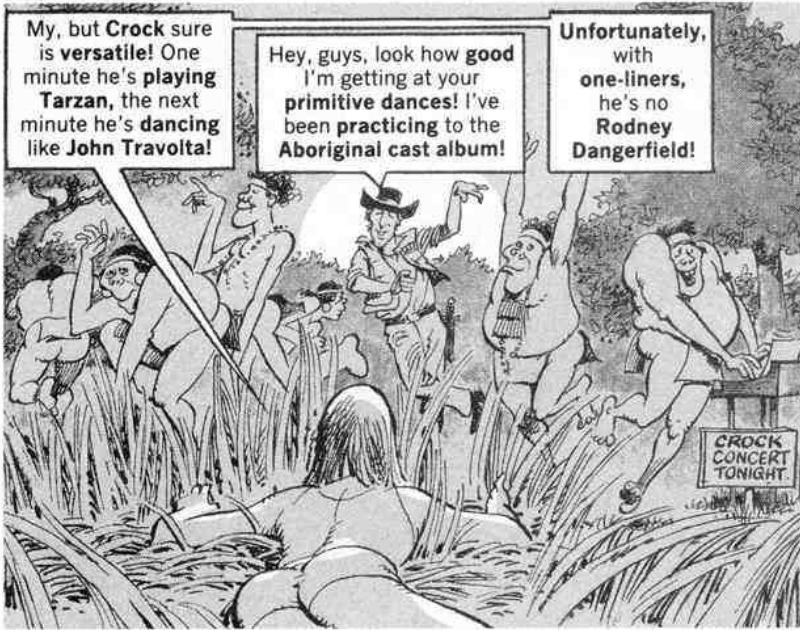
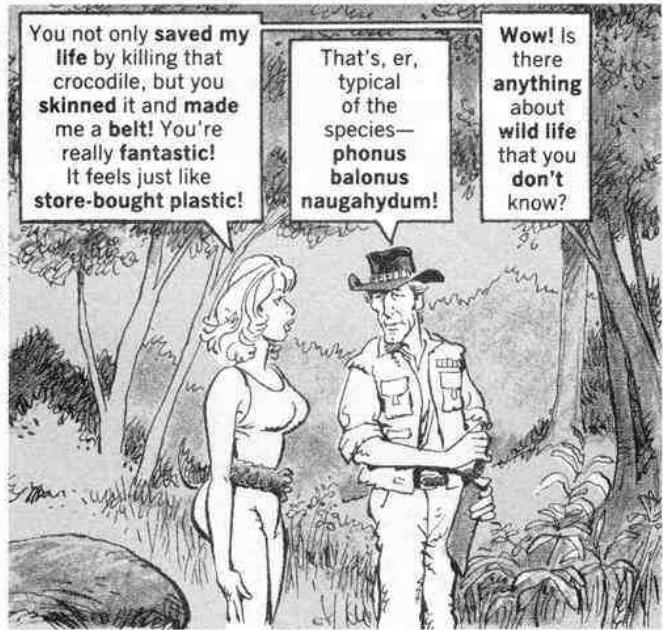
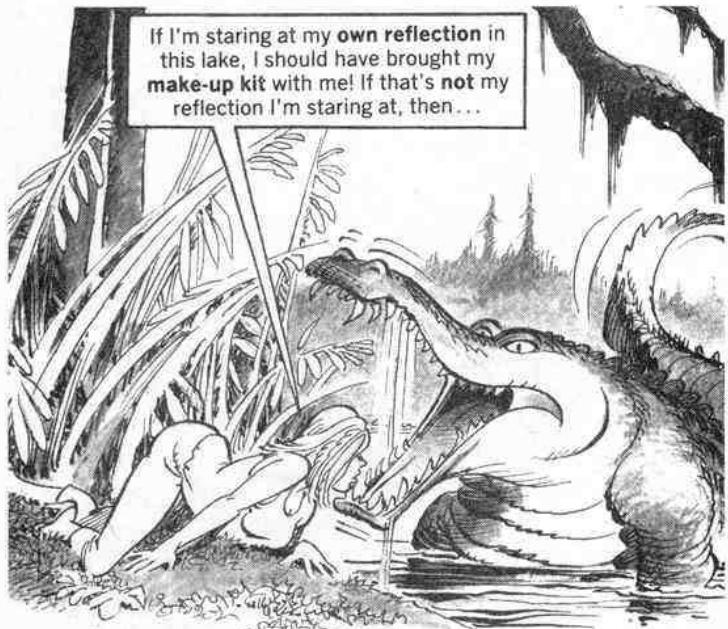
Because I'm from **New York City**, you assume I don't know my way around this **natural environment**! Let's **split up** here, and meet in two hours at **Skinny-Dip Lake**!

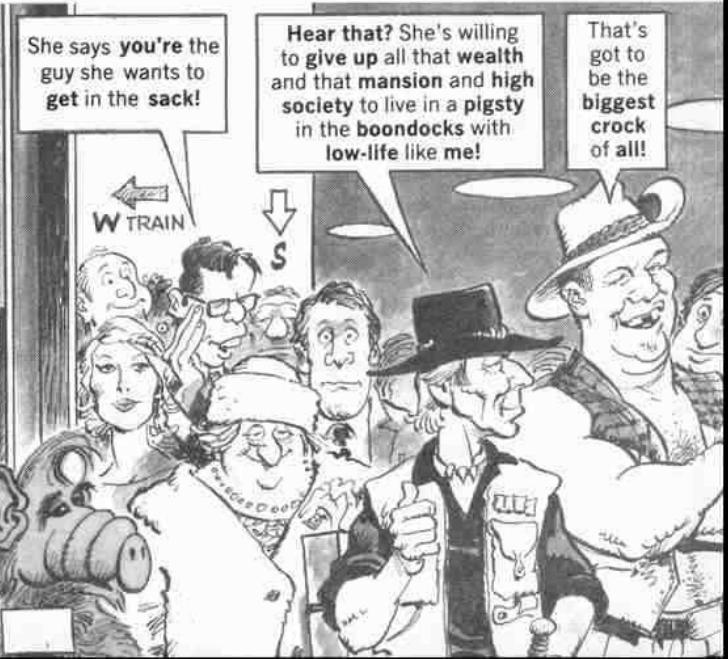
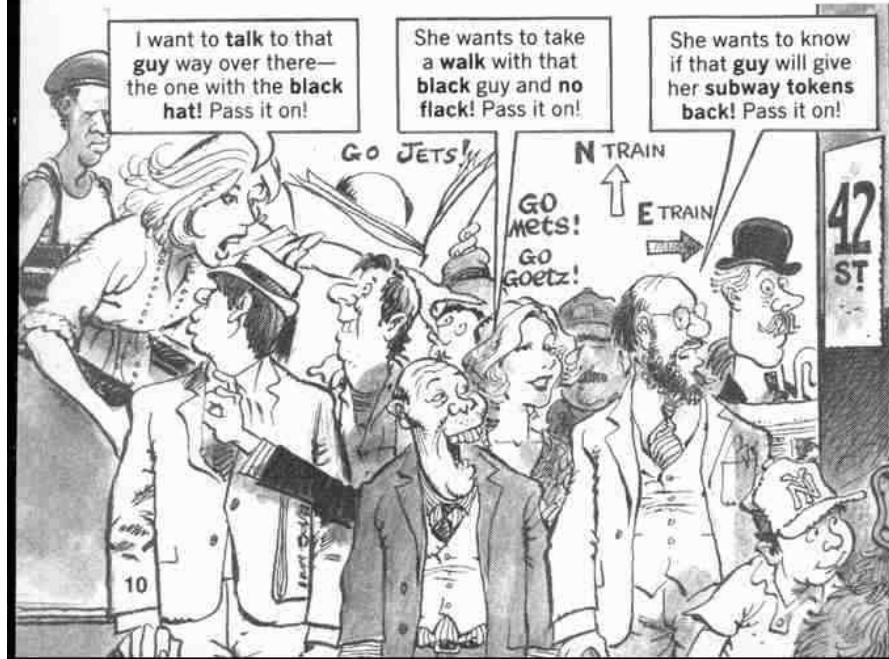
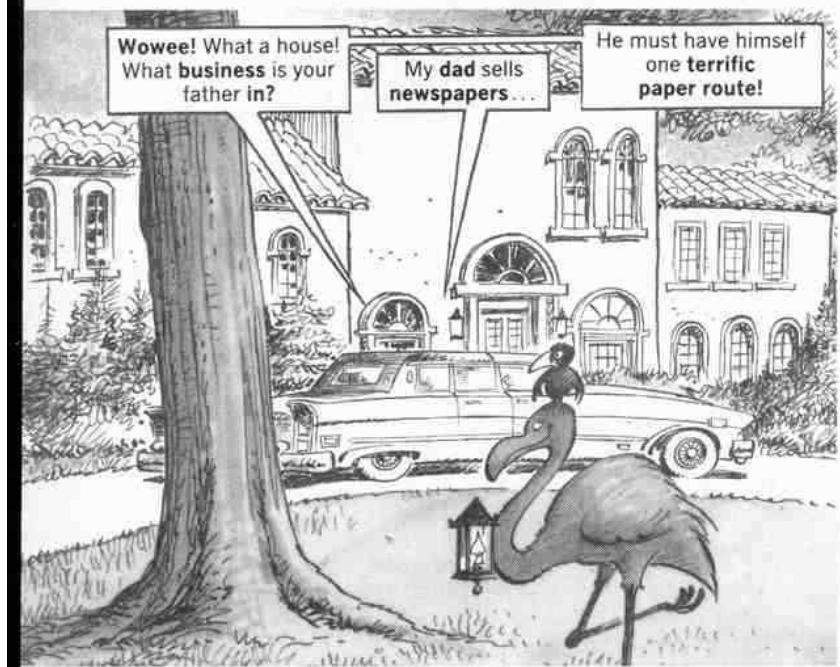
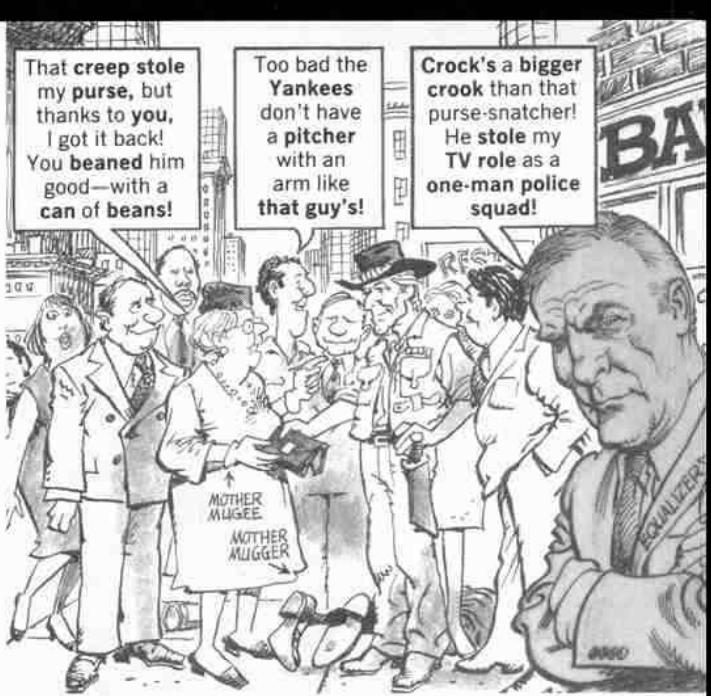
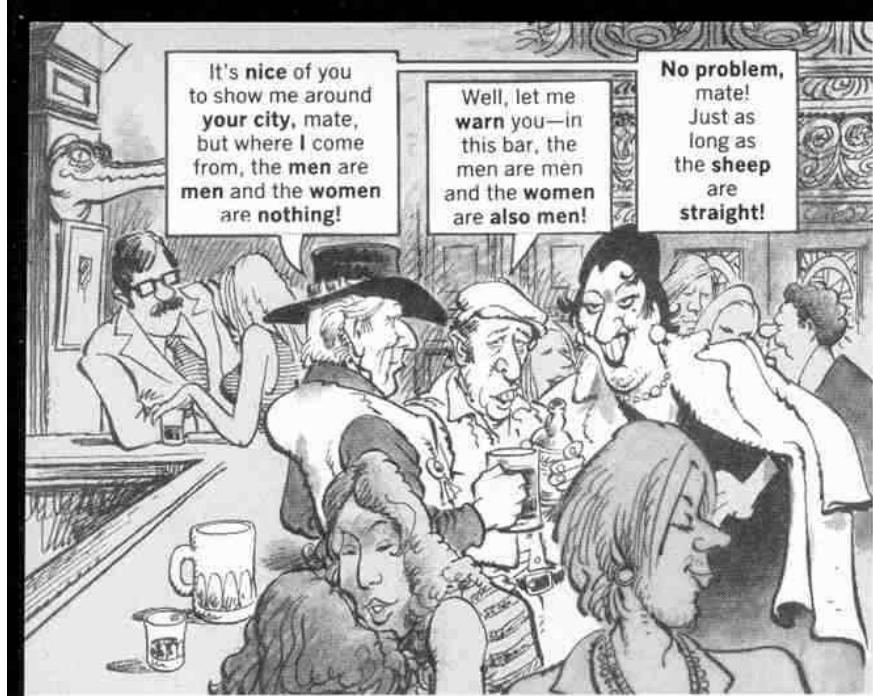
You're **sure** you want to travel **alone**?

Absolutely! Just give me a little **hint**—which trees go **uptown** and which trees go **downtown**?

I'm **warning** you, **Zoo**, you're **not prepared** to make it out here! This is **man's country**! You have no **knife**, **gun**, or **bow and arrow**!

In a **real man's country**, all I need is **tight leotards**, **T-shirt**, and a **skirt slit to the equator**! **Nature** takes care of the rest!



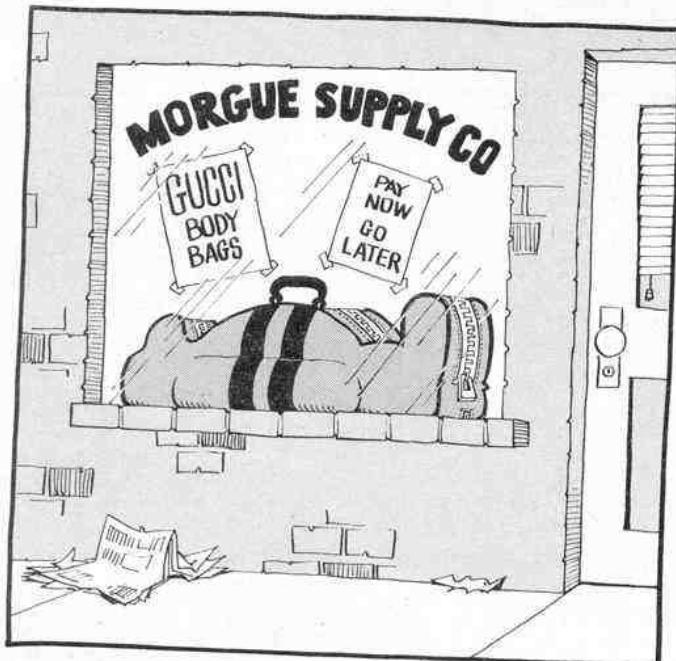


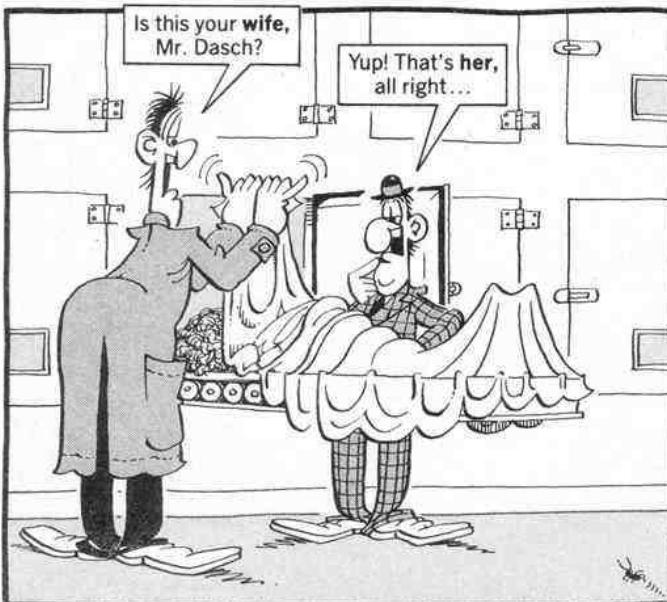
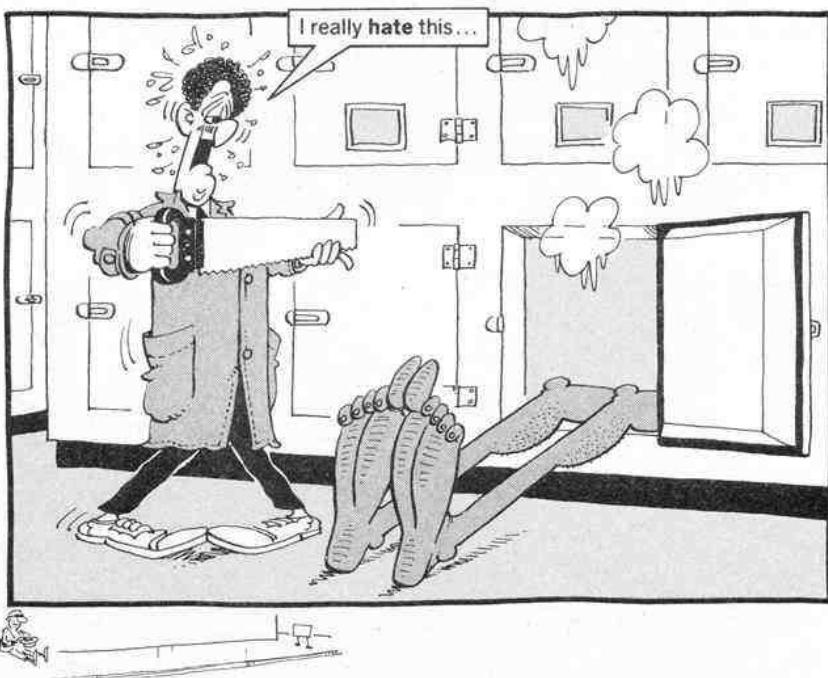
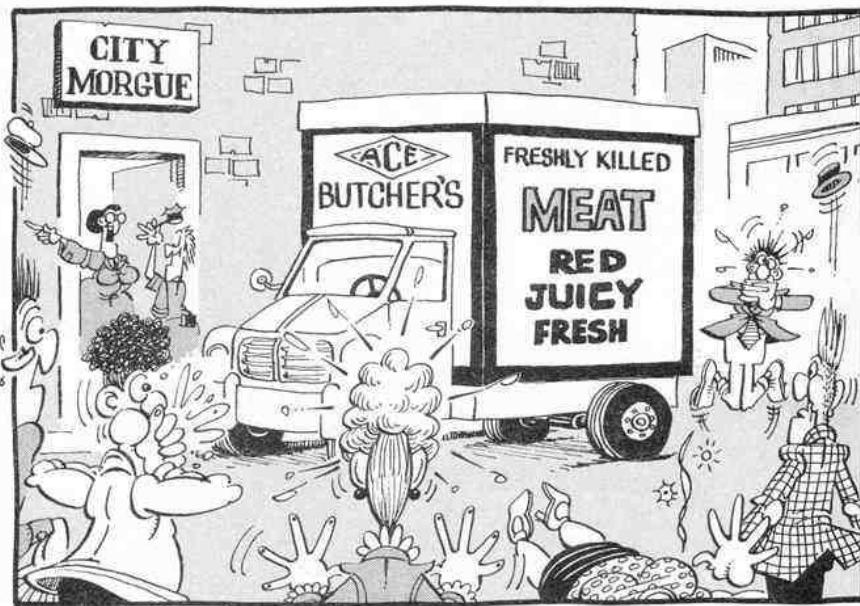


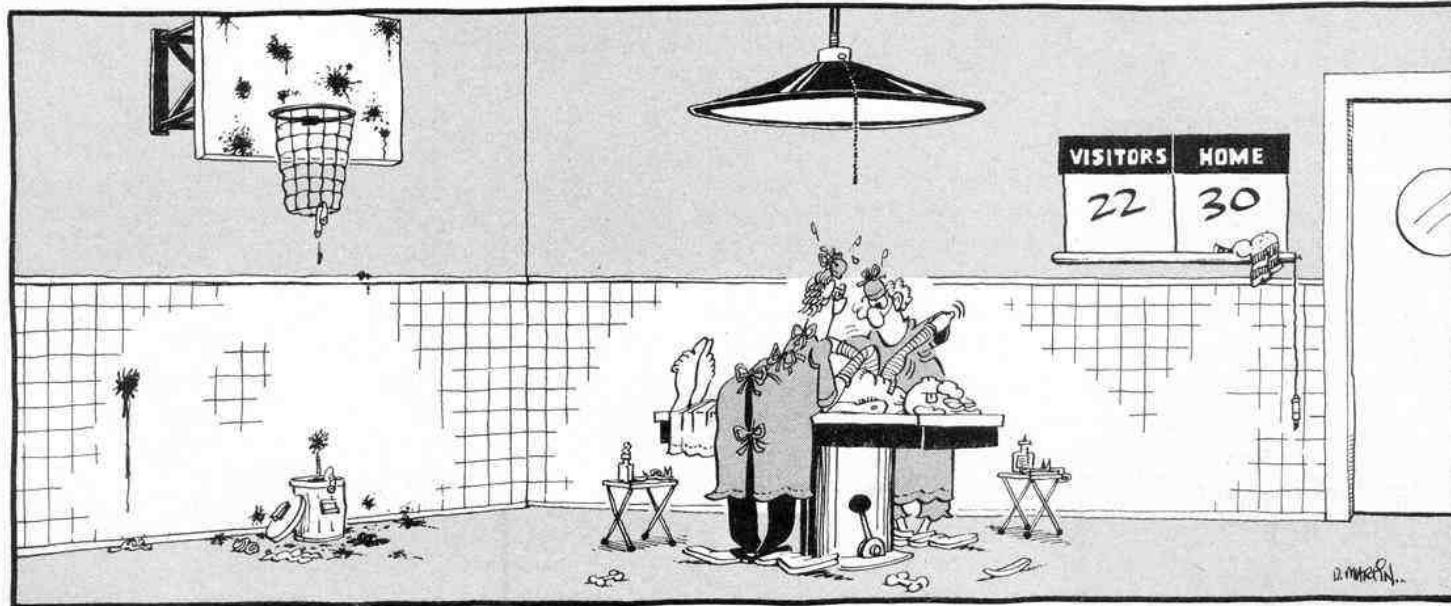
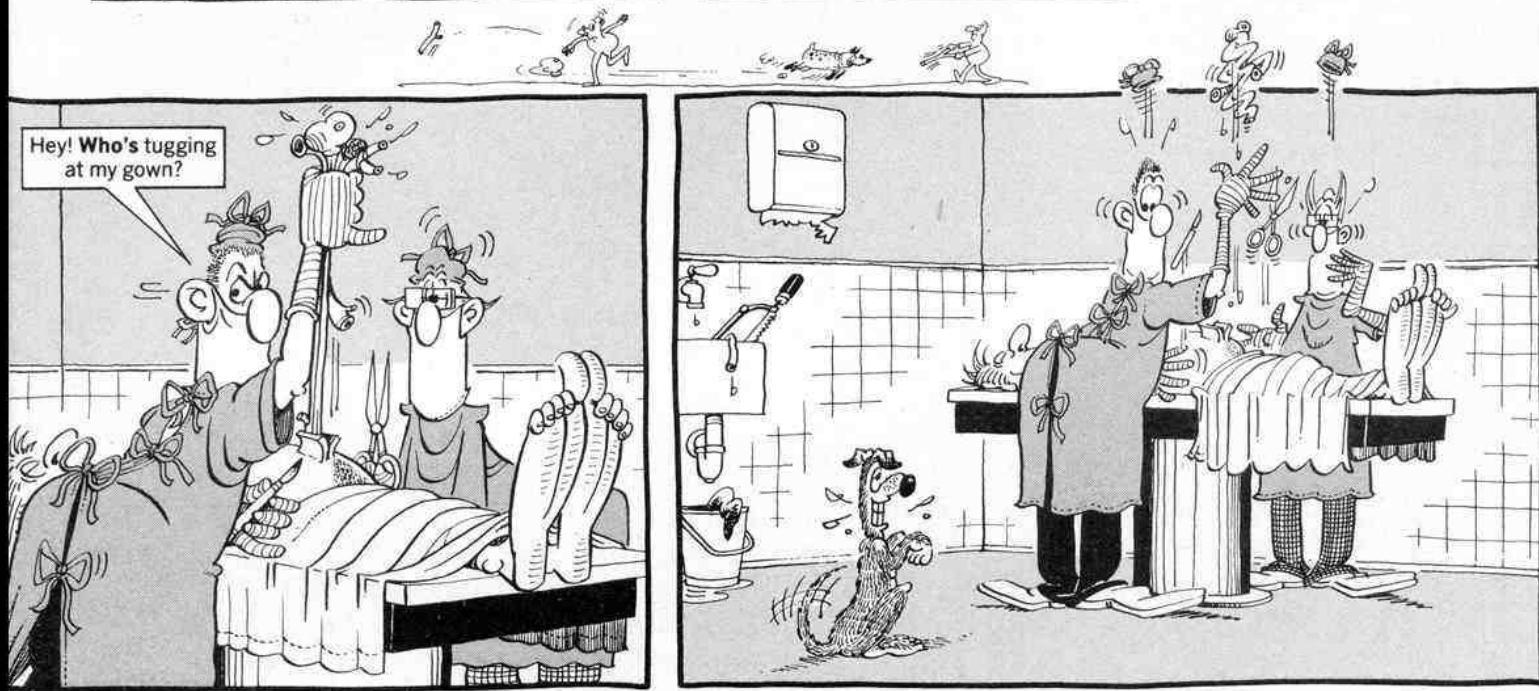
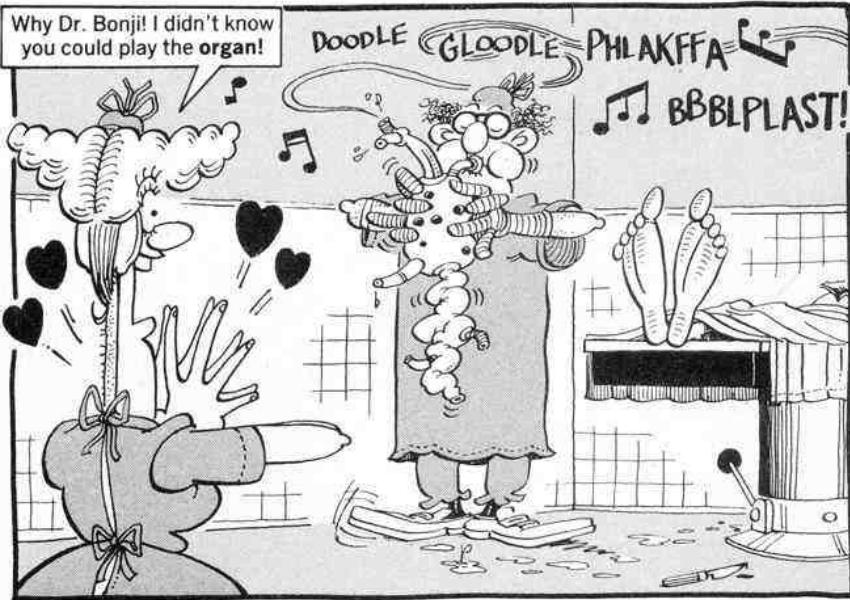
DON MARTIN VISITS THE MORGUE

ARTIST: DON MARTIN

WRITER: DON EDWING







THE MAD D.

CHAPTER ONE

See the DJ work!
Work! Work! Work!
First he gives the news!
Then he does a commercial!
After that the weather report!
Then he does another commercial!
Next he gives the sports update!
Followed by a station break and the correct time!
Question: Why is he called "disc jockey" when he hasn't
played a disc in the past 47 minutes?



CHAPTER THREE

Hear the studio technicians laughing!
Har! Har! Har!
They laugh at everything the DJ says!
"It's raining outside—lovely weather for ducks!"
Har! Har! Har!
Do they really think the DJ is funny and amusing?
Let's rephrase the question—Do they want to keep their jobs?
Har! Har! Har!

CHAPTER FIVE

Hear the DJ speckle his banter with interesting information!
Like how the gang at Via Veneto Ristorante on West 54th Street
listen in every day!
And how Irma at A-1 Dry Cleaners on East 23rd Street wears the
station's sweat shirt!
And how Vinnie, the expert mechanic at Sassone Auto Repair,
personally requested this next great golden oldie!
What a nice guy the DJ is for passing out this valuable
information!
Ever wonder where the DJ eats, has his clothes laundered,
and his car fixed—for free?



J. PRIMER

ARTIST:
JACK DAVIS

WRITER:
LOU SILVERSTONE

CHAPTER TWO

This DJ is playing Beethoven!

Third! Fifth! Ninth!

Followed by Vivaldi, Mozart, Copland, Ravel,
Mussorgsky, Respighi, Mendelssohn!

Bach! Bach! Bach!

You'll hear no ads for jeans, sneaks, or acne creams!

Is this because of the DJ's respect for the serious composers?

Don't be a shmendrick! This is because of the sponsor's
respect for the ratings which tell them that teens
with big bucks don't listen to this square station!

Beethoven was no Mick Jagger!



CHAPTER FOUR

See the DJ is interviewing his guest!

He plays his guest's recordings!

He tells his guest how great he is!

At the show's end, he invites his guest to come back anytime!

Does he really like the guest that much?

Does he really think the guest is as wonderful as
he said all show?

Don't be a shmendrick! The DJ likes anyone who'll
do his show free!

CHAPTER SIX

See the angry man and lady!

They listen to this "zany" DJ every morning!

They listen to his vulgarity, obscenity, and blasts
at the flag, mom, and apple pie!

Why do they listen to him?

So they can record all the vulgar and obscene things
he says—and then write to the FCC demanding the
DJ be taken off the air!



WE'RE IN HEAT DEPT.

Budding trees signal spring, changing leaves indicate autumn, and heavy snow means winter. But what about that other season—how can we tell when it begins? Beach parties? Picnics?

SUMMERTIME HAS A

...LITTLE KIDS SELL LEMONADE FOR 5¢ A GLASS, COMPLETE WITH SAND AND DROWNED

FOR FREE MEALS ENROUTE TO RESORTS YOU CAN'T AFFORD

SURFBOARD

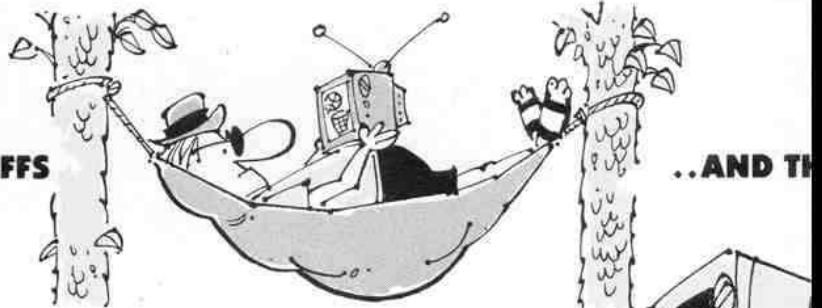


...AND YOU RUN OUT OF DENTAL FLOSS TRYING



FOR NO REASON EXCEPT THAT THE OIL COMPANIES KNOW YOU'LL PAY MORE IN WARM

HAVE BEEN CUT FROM THE NBA PLAYOFFS



CONDITIONER ON THE FIRST DAY YOU REALLY NEED IT



UP THE STORM WINDOWS BECAUSE IT'S TIME AGAIN TO PUT UP THE SCREENS

TICKET PRICES REMAIN SKY-HIGH



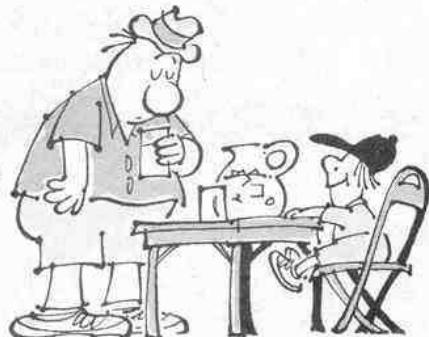
...AND TV NETWORKS

Think again! (And while you're at it, throw another shrimp on the barbie!) MAD has some other signs in mind... warning signs! The signs that mean three months of torture! You know that

ARRIVED WHEN...

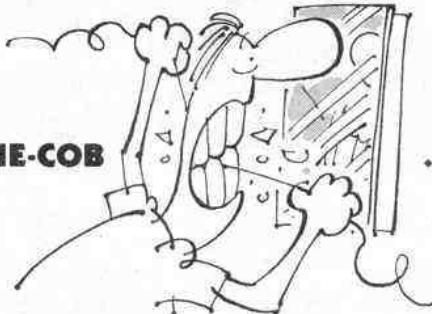
ARTIST: PAUL COKER

WRITER: TOM KOCH



...AND DISTANT RELATIVES UNEXPECTEDLY DROP BY

...AND YOUR LOCAL YUPPIE REPLACES THE SKI RACK ON TOP OF HIS BMW WITH A



...AND GAS PRICES GO UP



YES, SUMMER'S HERE...WHEN ALL BUT 8 TEAMS

WEATHER.

THE ELECTRIC CO. ASKS YOU TO HELP AVERT A POWER FAILURE BY TURNING OFF YOUR AIR

...AND YOUR FAMILY STOPS BUGGING YOU TO TAKE DOWN THE SCREENS AND PUT



...AND ROCK CONCERTS MOVE OUTSIDE TO BIG STADIUMS, BUT

BEGIN BRAGGING ABOUT THEIR NEW FALL LINEUP-DURING JUNKY RERUNS OF THE SHOWS



THEY RAVED ABOUT LAST YEAR.



IT'S DEFINITELY SUMMER...WHEN

YOU STOP SETTING YOUR ALARM FOR SCHOOL, BUT THE IDIOT NEXT DOOR WAKES

YOU EVEN EARLIER WITH HIS LAWN MOWER



...AND YOUR

ONLY POSSIBLE CONTACT WITH AN AIR CONDITIONING REPAIRMAN IS HIS ANSWERING

MACHINE



...AND DAD SAYS HE'LL SPEND HIS VACATION BECOMING

YOUR PAL AS THE TWO OF YOU PAINT THE GARAGE TOGETHER



...AND PARK RANGERS REPORT THAT THE THREAT OF FLOODS HAS BEEN REPLACED BY

THE THREAT OF BRUSH FIRES

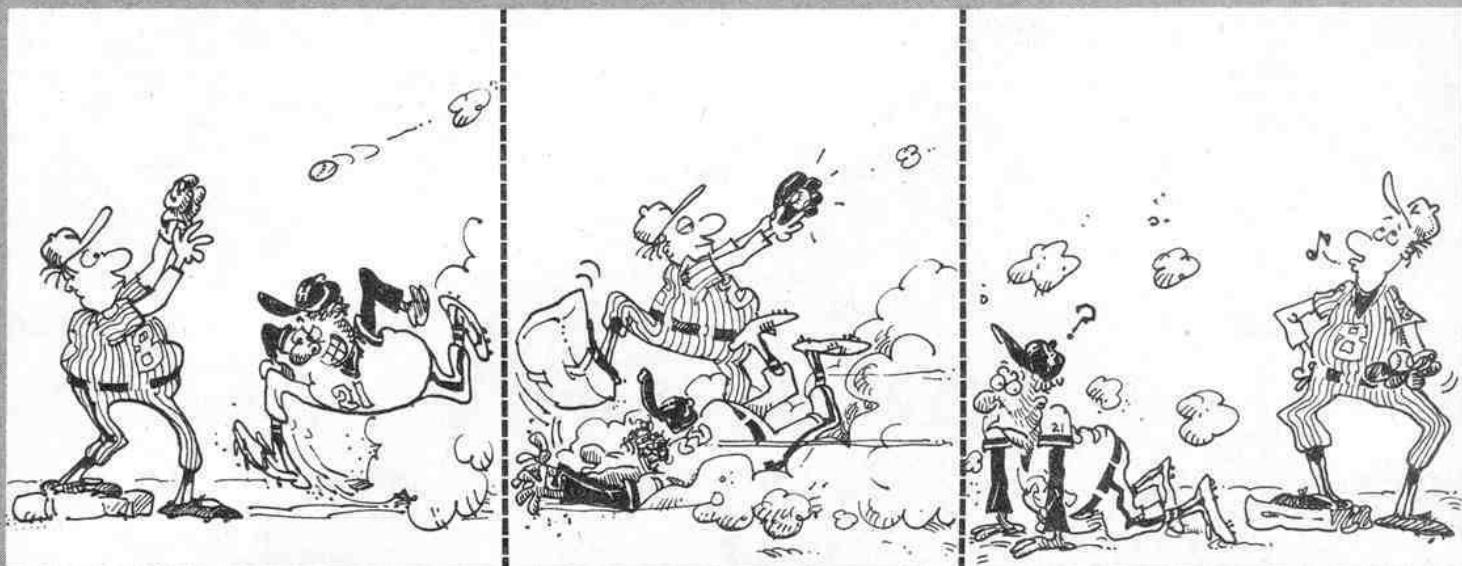


...AND OVER-EAGER MERCHANTS RUIN

YOUR VACATION BY STARTING THE FIRST BACK-TO-SCHOOL SALES.



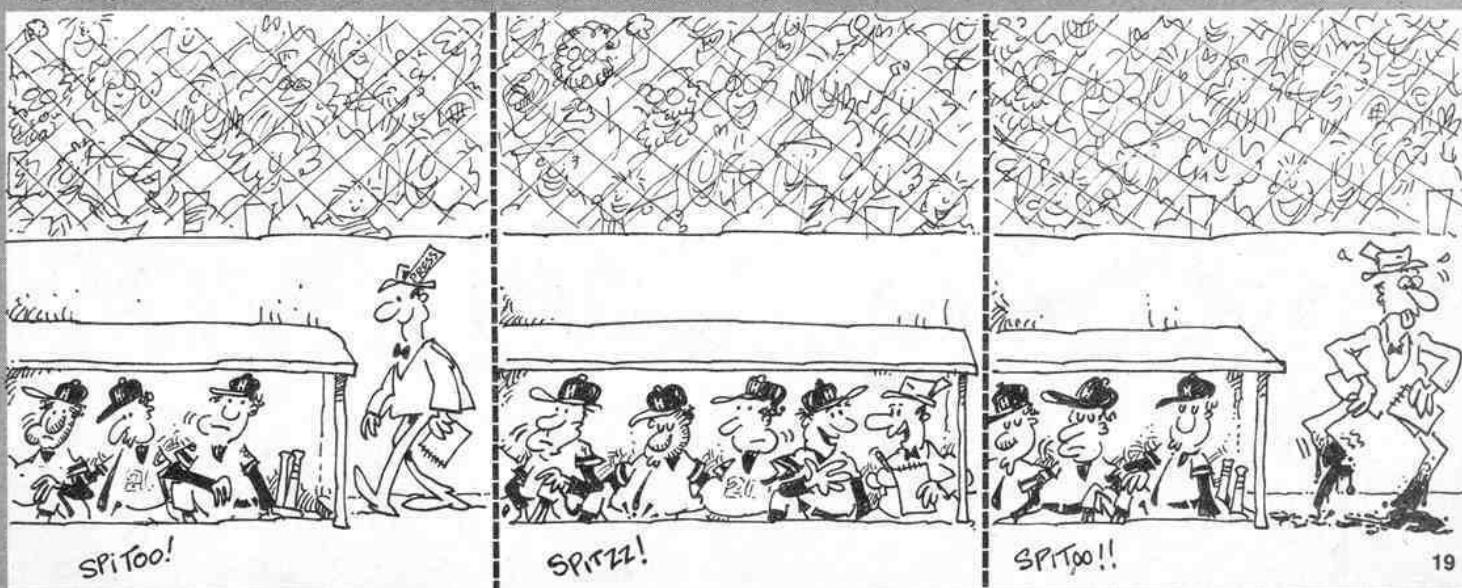
MAD BASEBALL BOTTOM OF THE SECOND—STILL SCORELESS



BOTTOM OF THE THIRD—SCORE TIED 1-1...



TOP OF THE FOURTH—PRESS COVERAGE



Hi, y'all. I'm **Andy Talker**. I'm the Sheriff here in **Mudborey**. Nothin' much happens in these parts. Why, heck, the leading cause of death is **chronic yawning**!

I'm **Hellin**. Andy's sure right about **nothing** ever happening. We've been going steady for eight years and believe me, **nothing has happened**, exciting or otherwise!

Hi, I'm **Dopie**, Andy's son. I'm not your usual smart-assed, wise-cracking TV kid. I'm polite to adults, I obey my **Paw**, I don't lie or cheat and I always do my homework. I guess you could call me one of television's first nerds!

My name's **Blarney Flute**. I'm the Sheriff's **Deputy**. I don't like to **brag** much, but I've had the honor of being chosen Mudborey's Deputy of the Year **eight times** in a row!



ARTIST: SAM VIVIANO

WRITER: LOU SILVERSTONE

Hold it or I'll blow you away! Jest 'cause your Daddy's the Sheriff you can't commit a major criminal act!

But I'm just gettin' my ball!

In Mudborey, walkin' on the grass is as major a crime as we get!

Blarney, I don't care if you play with Dopie but **put the gun away!** Lordy, it's no toy! No wonder Andy won't give you **real bullets!** Here, try my peach cobbler.

Glummm-fffss.

Howdy there, Blarney, watcha' doin'?

Reading these **suspects** their rights, but it's **tough** with a mouthful of **peach cobbler**!

You're under arrest too, for interferin' with a **lawman** in the execution of his duty!

I seen **Sgt. Friday** readin' a guy his rights on TV last **Tuesday**... or was it **Sgt. Tuesday** last **Friday**?

Gaw-lee, are you going to execute Dopie and Aunt Tea?



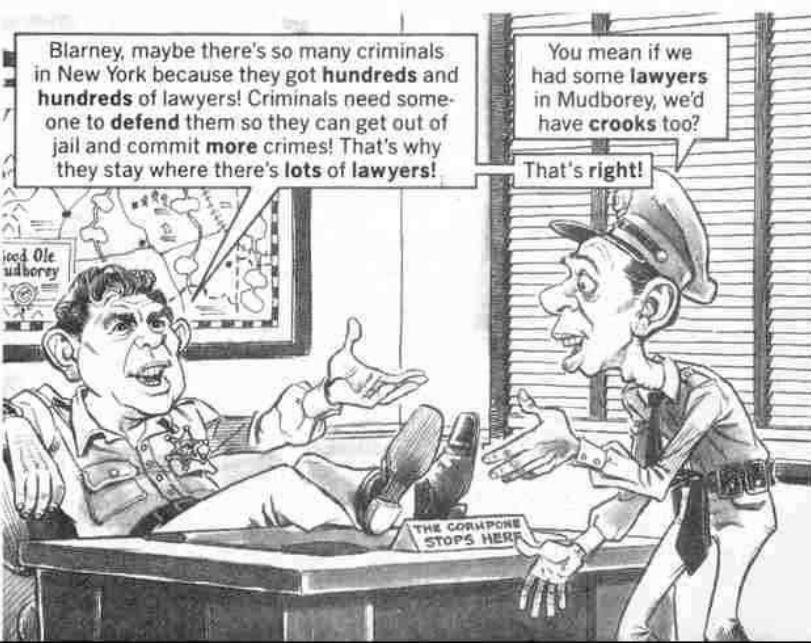
It's not fair! I hear tell in New York they have so many prisoners, that there ain't enough jails to hold them all!

Wow, I wonder who's in charge of decorating over there. Those cells must be a **real attraction**!

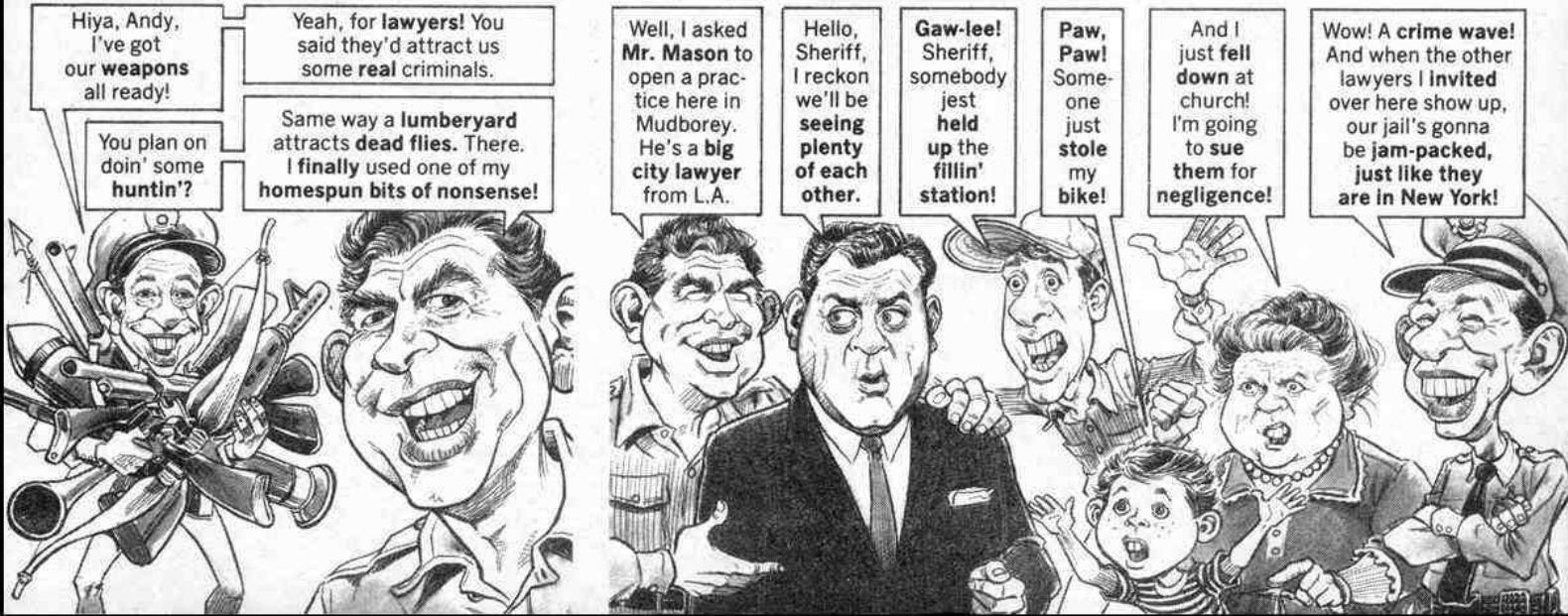
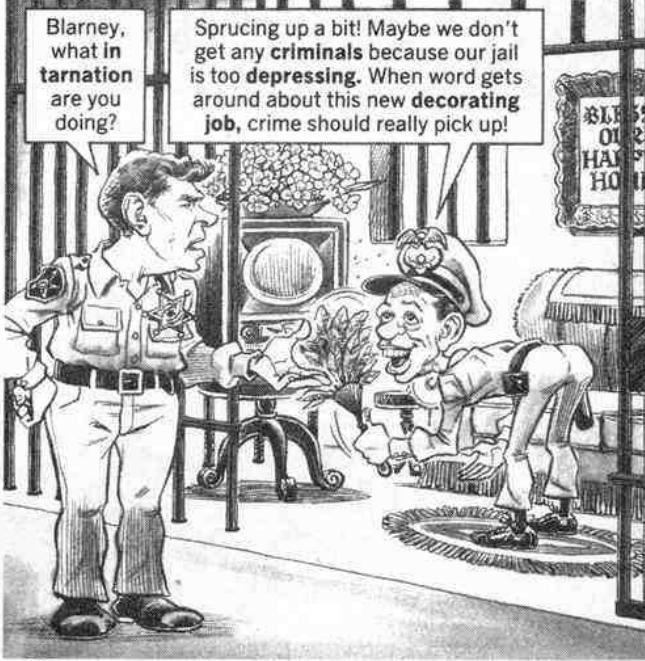
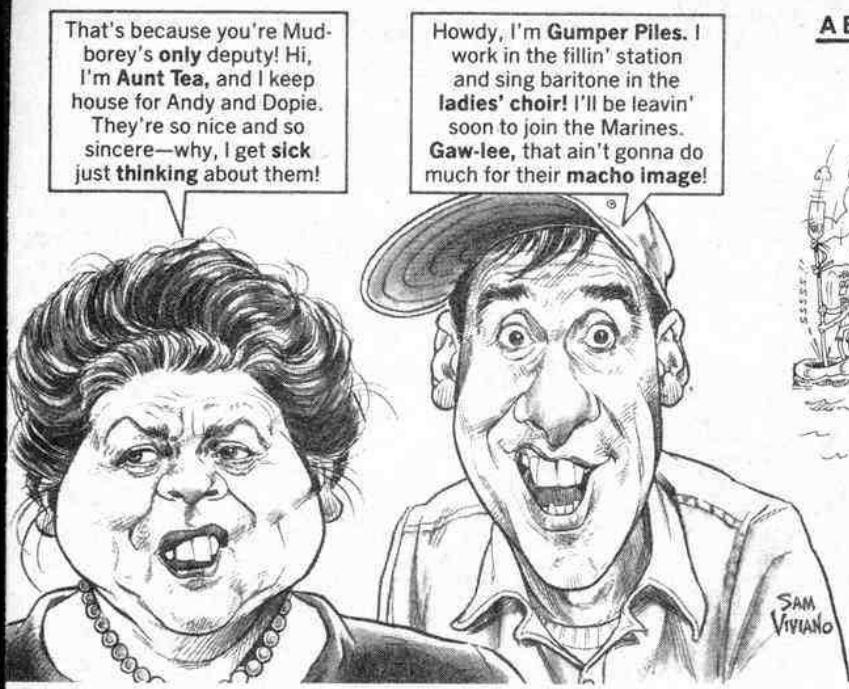
Blarney, maybe there's so many criminals in New York because they got **hundreds** and **hundreds** of lawyers! Criminals need someone to **defend** them so they can get out of jail and commit **more crimes**! That's why they stay where there's **lots of lawyers**!

You mean if we had some **lawyers** in Mudborey, we'd have **crooks** too?

That's right!



THE ANDY GRINNING SHOW



MISCONCEPTION #29



If you don't feed your pets the right nationally advertised pet food they'll stop eating and die.

MISCONCEPTION #701



The price of a loaf of bread in 1953 is a topic of great interest among most younger people today.

MISCONCEPTION #180



Americans are sick and tired of deciding for themselves what they should or should not read.

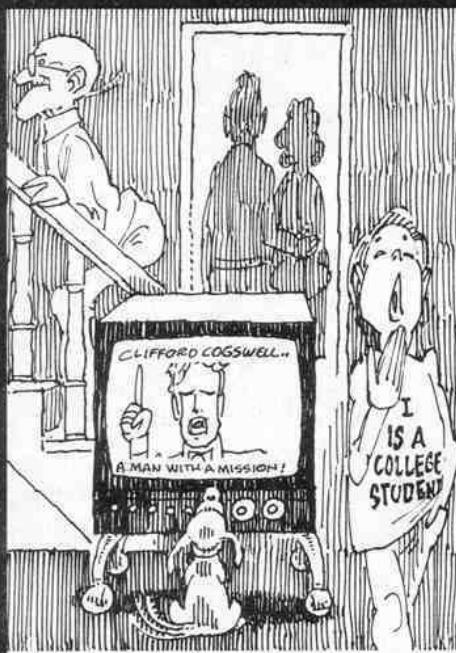
HAVING A TRUTH PULLED DEPT.

A MAD
LOOK
AT SOME

WIDELY HELD

ARTIST: HARVEY KURTZMAN

MISCONCEPTION #82



The best way for a candidate to "win over" voters is to pre-empt their favorite television show with a half-hour political spiel.

MISCONCEPTION #425



People who wait in line and pay \$5.00 for a theater seat would much rather listen to a neighbor's "running commentary" than watch the movie itself.

MISCONCEPTION #65



Students have plenty of time for extra homework—especially since their other four or five teachers don't believe in assigning any.

MISCONCEPTION #14



Attractive women can't resist obscene propositions from sweaty, overweight men in smelly T-shirts.

MISCONCEPTION #213



Elevators are intelligent beings and sense impatience when someone bangs their buttons repeatedly.

MISCONCEPTION #566

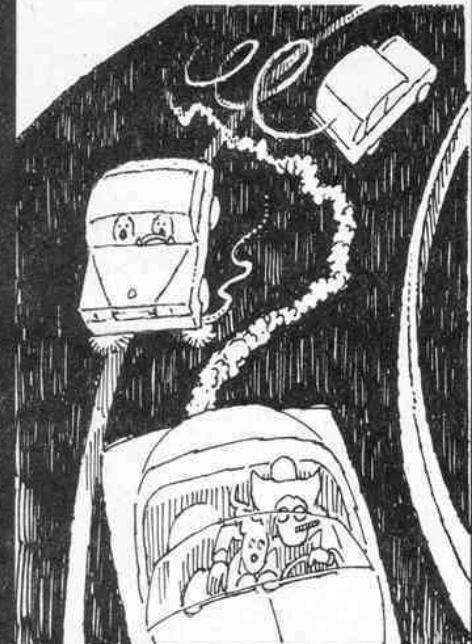


Nothing stimulates conversation like a mouthful of Novocain, dental instruments and fingers.

MISCONCEPTIONS

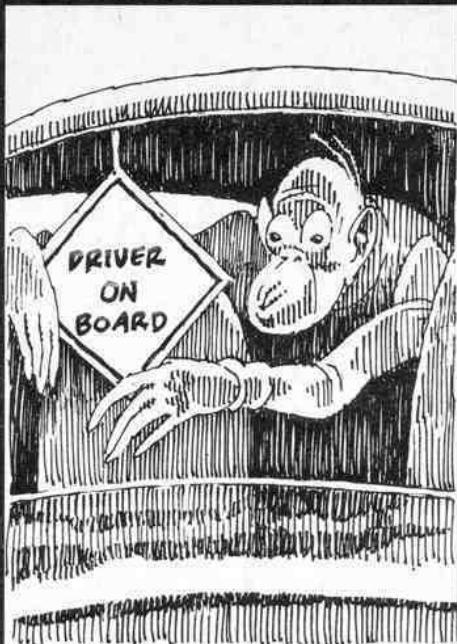
WRITER: MIKE SNIDER

MISCONCEPTION #31



Especially in high-speed traffic, using directional signals before making a lane change is unnecessary between experienced drivers.

MISCONCEPTION #7



There is nothing that shows your cleverness and wit better than a store-bought "gag sign" which five million people already own.

MISCONCEPTION #37



The proper greeting for a caller to a Customer Service line is 25 minutes of "The Hollywood Strings Play the Best of Barry Manilow." 23

ON-TRAY VIEW DEPT.

What's the worst thing about going to a fast food joint? The long lines? Lousy food?



SIR PUFFY'S®

FAMILY RESTAURANTS Serving

COMMUNITY BULLETIN BOARD

PARANOIDS ANONYMOUS will hold its monthly meeting July 24th at 8 PM. All are invited, but since the members wish to maintain their anonymity, they refuse to reveal where the meeting will be held.

THE JASPER HIGH SCHOOL MOTHER'S CLUB is having its monthly mud-wrestling night with the Bunville Ladies Society on July 16th starting at 7:30 PM at Elk's Lodge #59. Bingo to follow.

COMMUNITY BOARD #5 presents an evening of skin rash identification. Refreshments. Victor Lipper Hall, July 9th, 9 PM. Free!!

LITTLE BROTHERS, INC. is a community service organization providing neighborhood bullies and other tough guys with defenseless children to push and order around. Volunteers are desperately needed. Call Mr. Rocco at KL 5-1763.

UNSKILLED MEDICAL VOLUNTEERS, 85 Butt Street, provides second-rate, inadequate and potentially dangerous health services to area residents who can't afford professional help but make too much to be eligible for Medicare. Also available: Poorly managed day care center. For information phone 171-8898.



**HAVE YOU TRIED
SIR PUFFY'S®
STUFF ON A STICK™
GOES GREAT WITH OUR
GOOP IN A CUP™!**

NOW MADE WITH 100% PIG FAT!

SPECIAL OFFER

WHILE SUPPLIES LAST

The Toxic Dump Site Collector's Glasses Are Here! Nuclear Waste, Caustic Chemicals and More...

All pictured in Full Color on these festive 12-ounce tumblers! FREE with your purchase of a half-gallon size PuffBucket™ Shake. We're adding new dump sites every week.



COLLECT THEM ALL!

FUN FACTS ABOUT SIR PUFFY'S®



Every single one of Sir Puffy's® 912 restaurant managers has completed almost *two years* of high school!

If all the burgers served at Sir Puffy's® in one day were laid from end to end on a highway, it would take over *six hours* to wash, reheat and sell them to unwitting customers!

Sir Puffy's® cups, napkins, styrofoam containers and ketchup packets account for more than 18% of all the litter found in our country's national parks, forests and recreation areas!

A recent FDA report stated that there is only a *casual* connection between our PuffBoat Supreme™ fish fillet sandwiches and arteriosclerosis!

WORD GAME

See if you can find the 22 words or phrases that describe things found in Sir Puffy's® kitchen!

S L O P N S D R A Z A H E R I F
U N W A L I Y U D G A E I O C U
P S O D F A M A M S I L U T O B
D R A I P I N R B S T O G G A M
E E A S T R O E E E L E S Y P Q
I N G R E A S E D V O I N A U U
M G I E H T L I F I N B L C R A
O I N A O S I O L T S Z P O H T
L E C S M U M V I A J E A R P A
D R A E G O E Q U V S C A U E E
B O O G I G T Z W R H O S S P M
I F T L A J D P D E L T Z T E E
P O Z B W O X I S S R C L I K S
A R R G C K R B C E K T M A G R
R A V O O T I E J R I O Y H E O
G E R M S F R A A P H Y E C C H

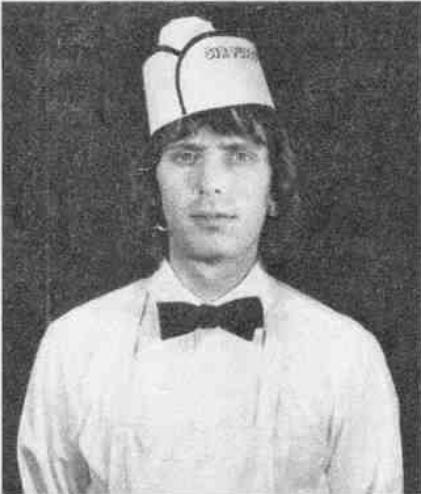


Good choices! But no, the absolute worst is the shoddy placemat that looks a bit like...

PLACEMAT™

Bunville, Cheesetown and surrounding areas

CREW PERSON OF THE MONTH



My name is Clarence Shivers. I have been working at Sir Puffy's® for six years. I enjoy earning minimum wage. This is the only job I've ever had. I'm not qualified to do anything else. I'll probably be working here the rest of my life. I wish I was dead. Have a nice day!

NEW! SIR PUFFY'S® MYSTERY BAG MEAL™

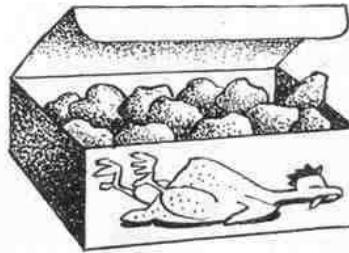
There's no telling what you'll get in one of these plain unmarked bags. That's what makes them fun! Will it be our Deluxe Super-Singed Burger™? A 24-ounce cup of flat, watery cola? Maybe it'll be the stuff our kitchen crew scraped off the grill last night! You won't know for sure until you try it—and even then you may not be certain!

SIR PUFFY'S® MYSTERY BAG MEAL™!

It's perfect for people who love to eat but don't care what!



SAVE 20¢ ON YOUR NEXT PURCHASE OF
REGULAR, JUMBO, MAMMOTH OR NEW MINISCULE



SIR PUFFY'S® CHICKEN LUMPS™

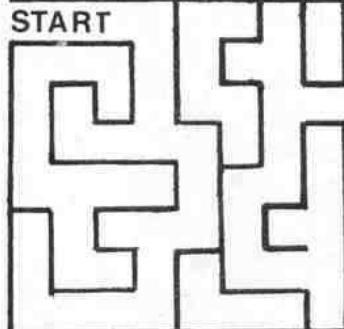
available in three great flavors...
VANILLA, PORK and GRAPE

YOU WON'T BELIEVE IT'S CHICKEN!

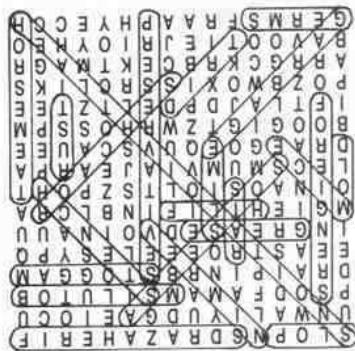
ORNER

Billy has eaten a Sir Puffy's® 100% sugar caramel and marshmallow topped Apple Inside-Out Tart™ every day for the past two years. See if you can draw a line connecting all the pimples on his face without crossing the line or lifting your pencil from the page!

CAN YOU FIND YOUR
WAY TO THE WORD
GAME ANSWER?



ANSWER TO
WORD GAME



FATHERS

Mr. Sherman! I told you to bring my daughter home by midnight! It is now two A.M.! What happened?

Well, er, we kind of had a flat, and er, I didn't have a spare, and er, we had to walk a few miles until we found this all-night garage...



I believe you! That's why I'm inviting all of you in for a few moments and handing each of you a piece of paper...

What's that for, Mr. Giresi?



I want each of you to write down which tire went flat!



BERG'S-EYE VIEW DEPT.

SCHOOL SPIRIT

There they go again! Blowing another lead! This basketball team hasn't won a game all year!

Gee, I hope they're good losers!



Good? Hell, they're absolutely perfect!



EVALUATIONS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

ENLIGHTENMENT



HOUSEKEEPING



SOLUTIONS



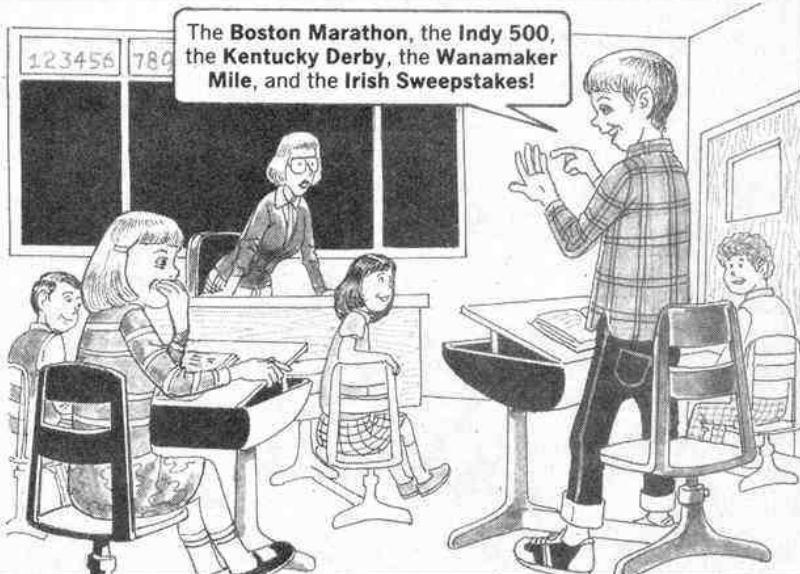
HIGHER EDUCATION



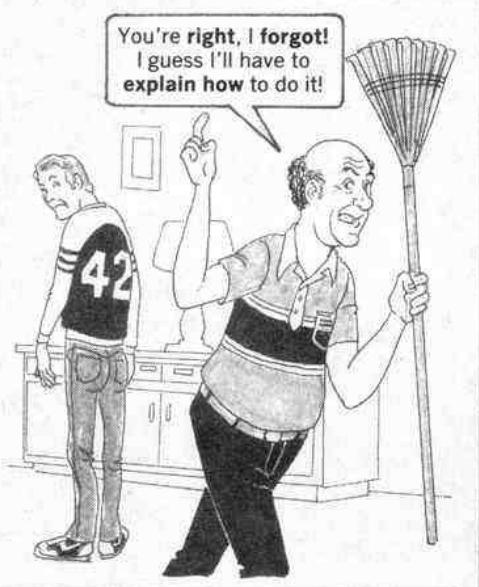
COMMUNICATION



KNOWLEDGE



CHAUVINISM



RELATIVITY



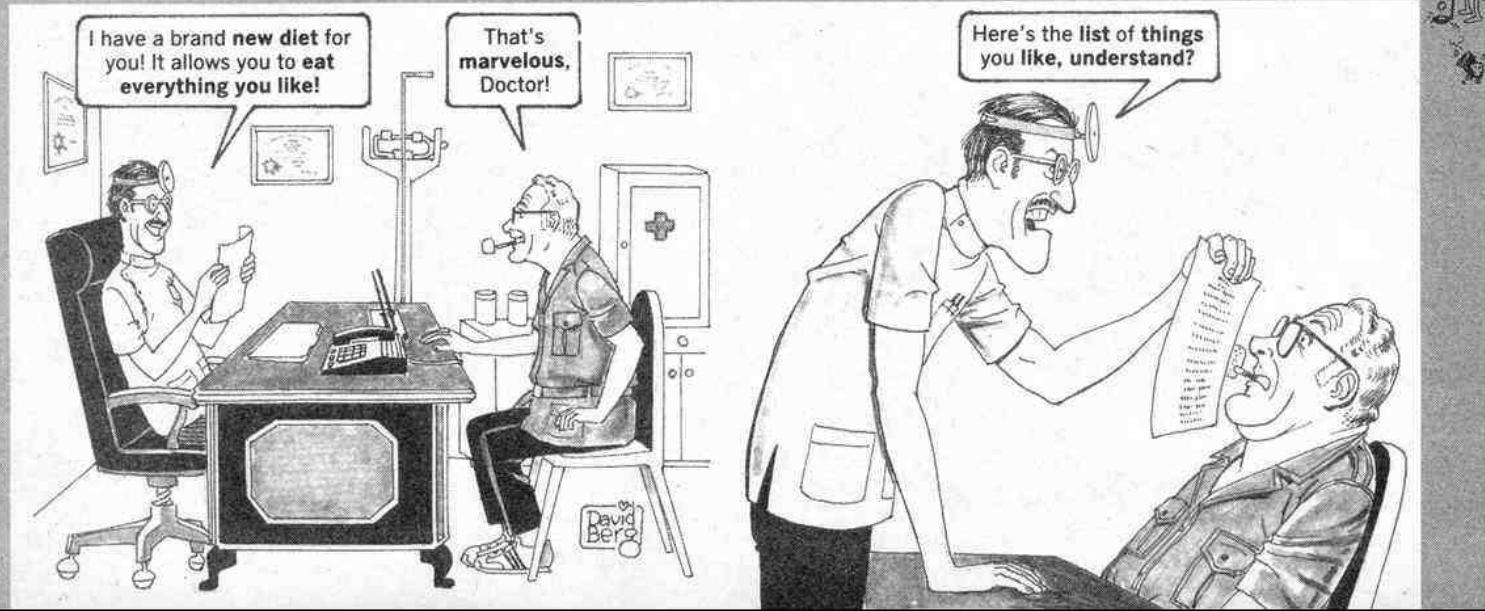
EQUIPMENT



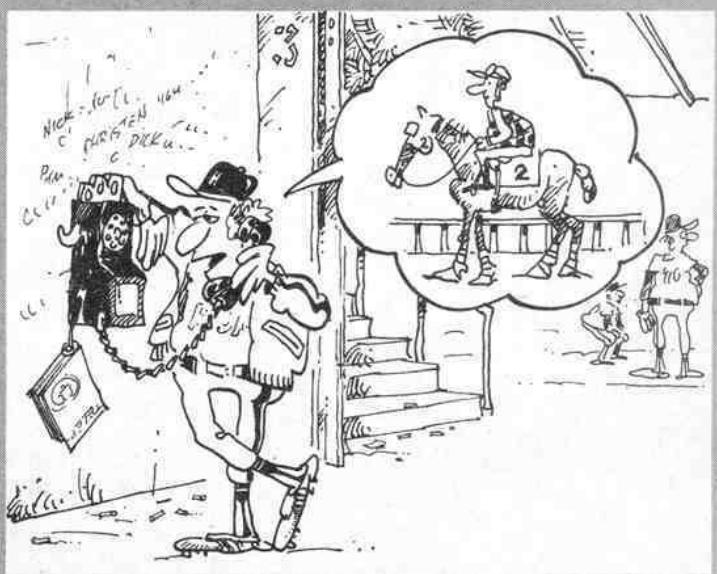
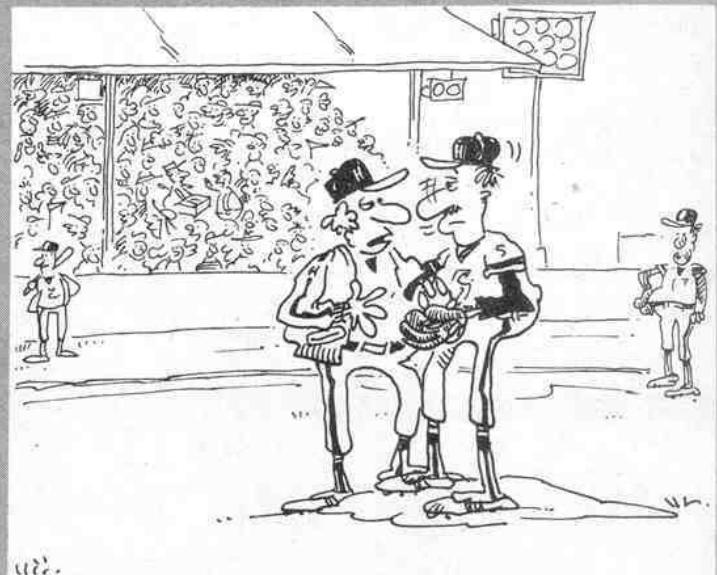
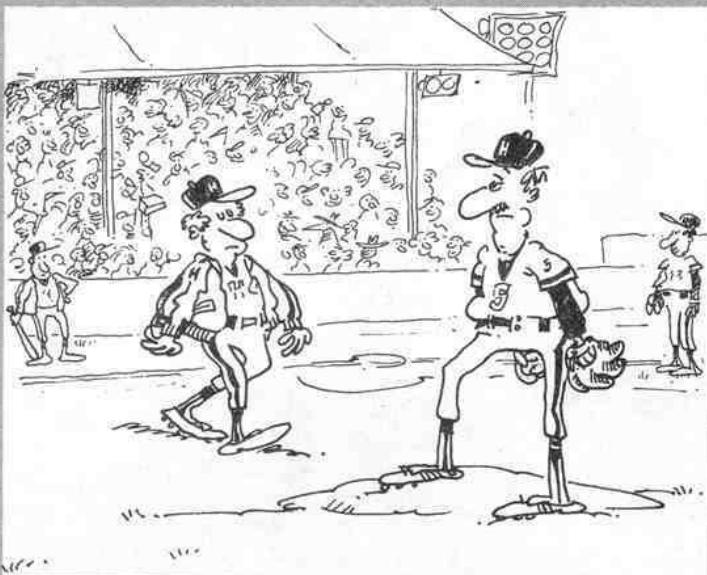
CHORES



DOCTORS



MAD BASEBALL TOP OF THE FIFTH—LOADED BASES...



RAIN DELAY



TV is filled with religious shows. Everything from Cable TV Evangelists to "Highway to Heaven." But none are generating the heat of a new prime time show about an irascible Church Deacon! The Producers of this show have contributed to "Mary Tyler Moore" and "Taxi," but this turkey is big, brash and boisterous and we think someone should be making...



...and then she said he said
Deacon Fright was a crook!

Of course!
I'm spreading
God's Gossip!

Cassette, do you think
it's Christian for us
to always be talking
badly about everyone?

Dear, it's God's
Gospel we're sup-
posed to be spreading!



Reverend Groggy, you may
not believe this, but in
my own way, I'm as
religious as you are! I
believe in the Afterlife!

You do?!

You bet! Who would have
believed there'd be an
afterlife for the sassy
dry-cleaner character I
played on "The Jeffersons"!
I believe, Rev, I believe!

But Deacon Fright, your
bizarre antics have got
to stop! It's affecting
the membership! The
congregation is
turning to atheism!

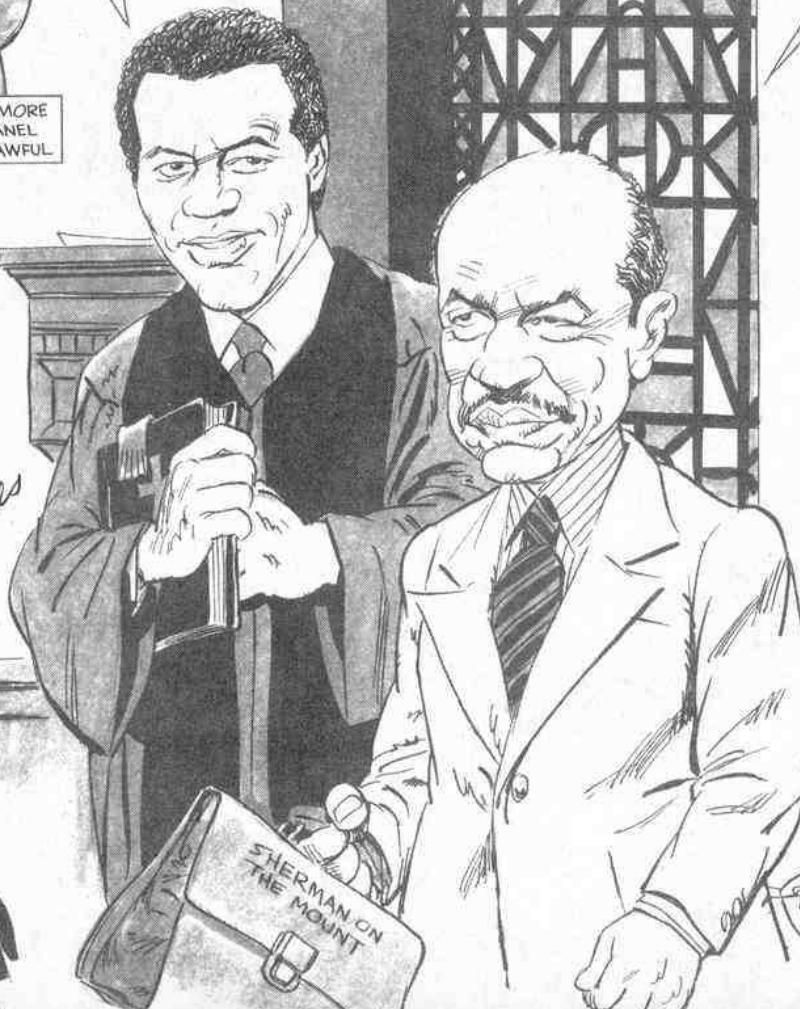
That's
great!
More
souls for
you to
convert back!

I'm not familiar with
The First Community
Church of One-Liners.
What exactly does
Deacon Fright do?

He manages
the church's
financial
future!

Let
us
pray!

tones



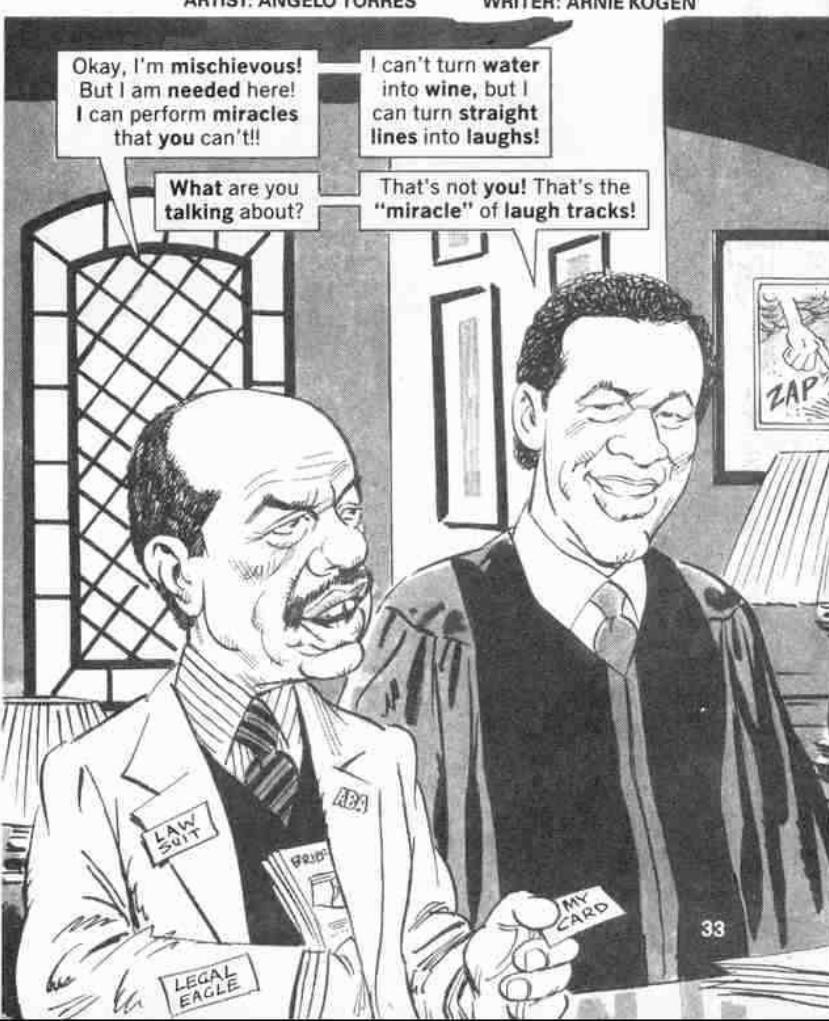
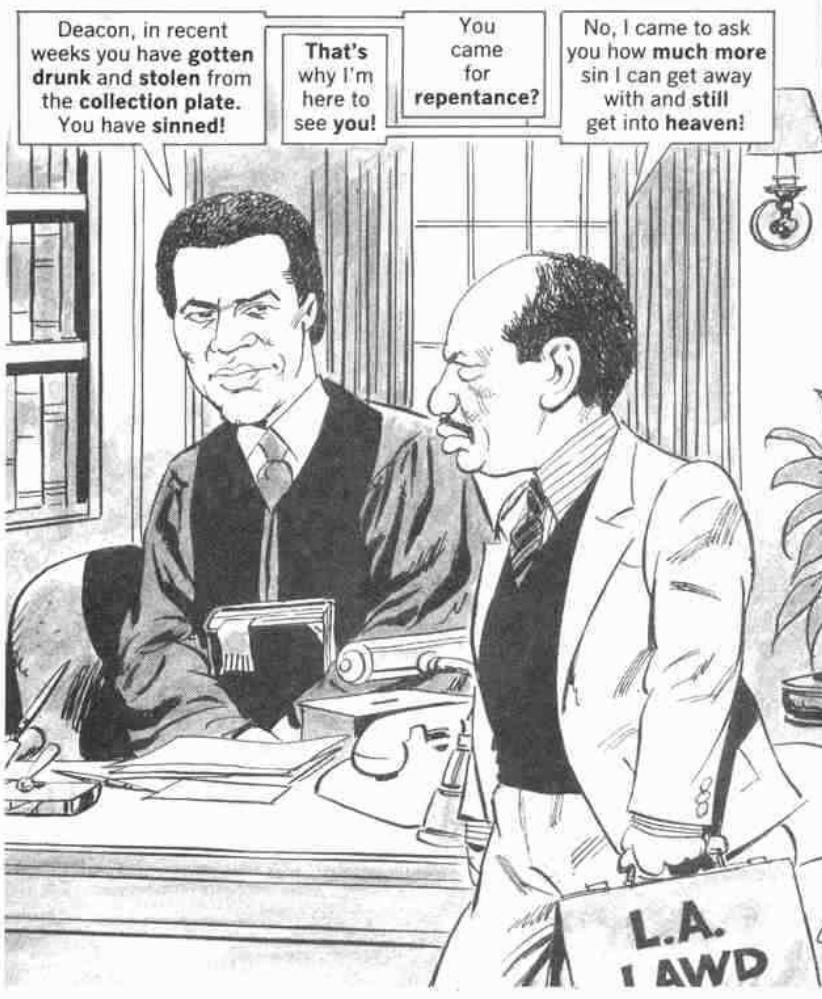
SHERMAN ON
THE MOUNT

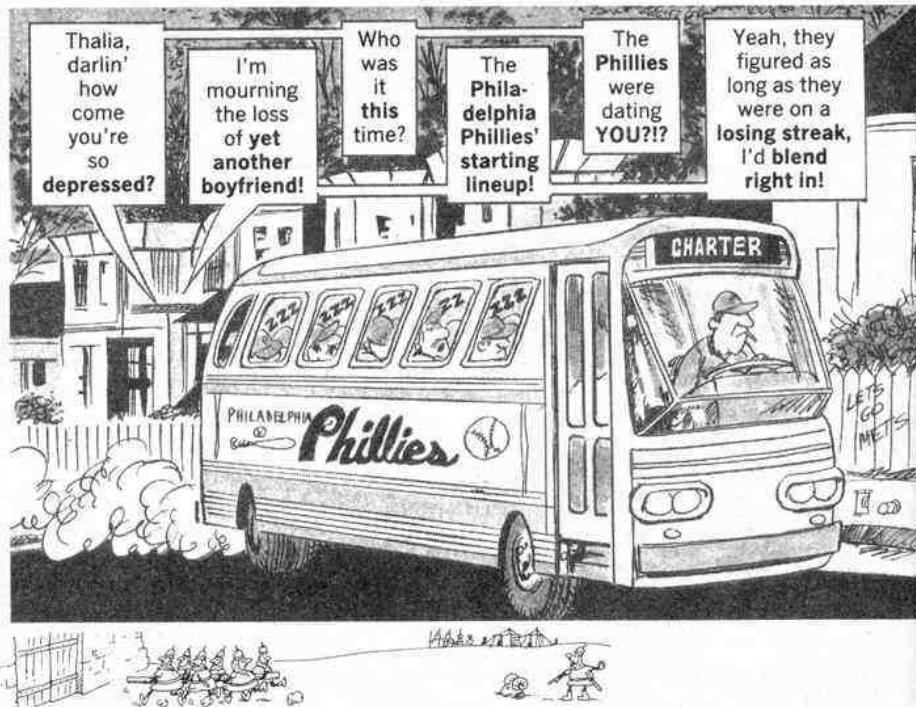
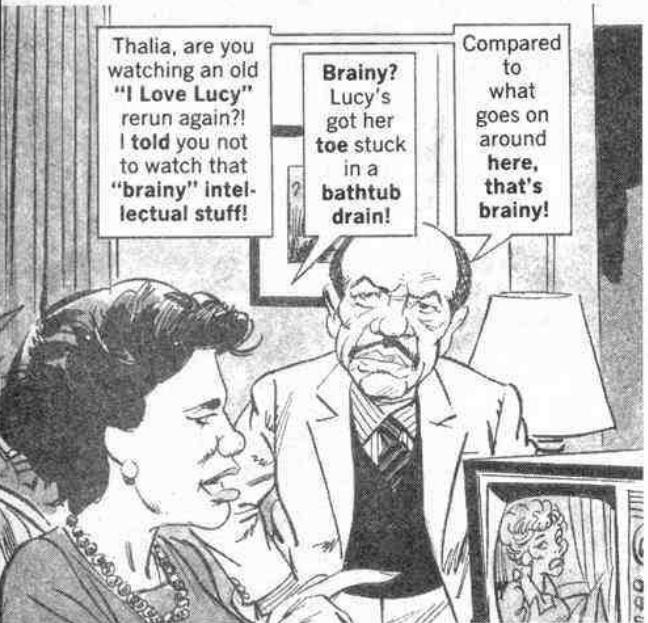
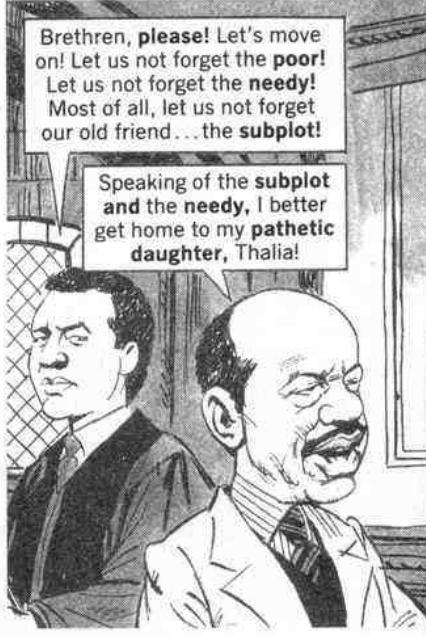
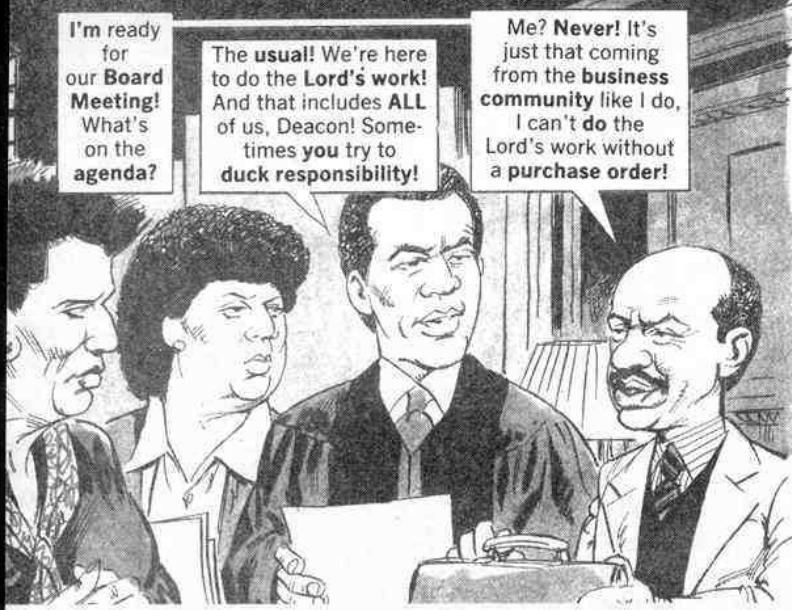
JEFFERSON
CLEANERS

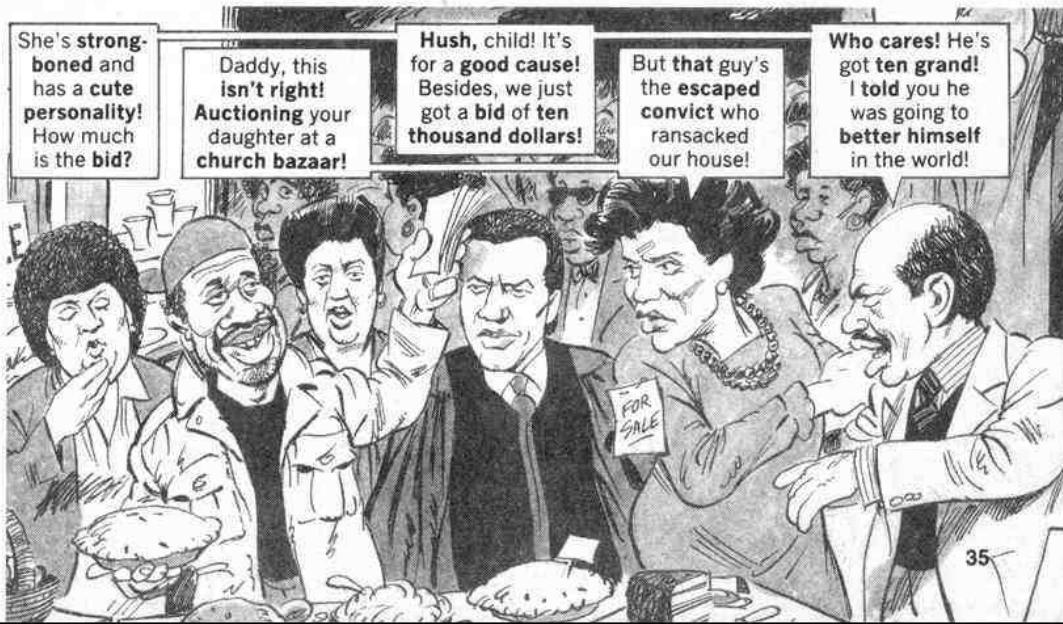
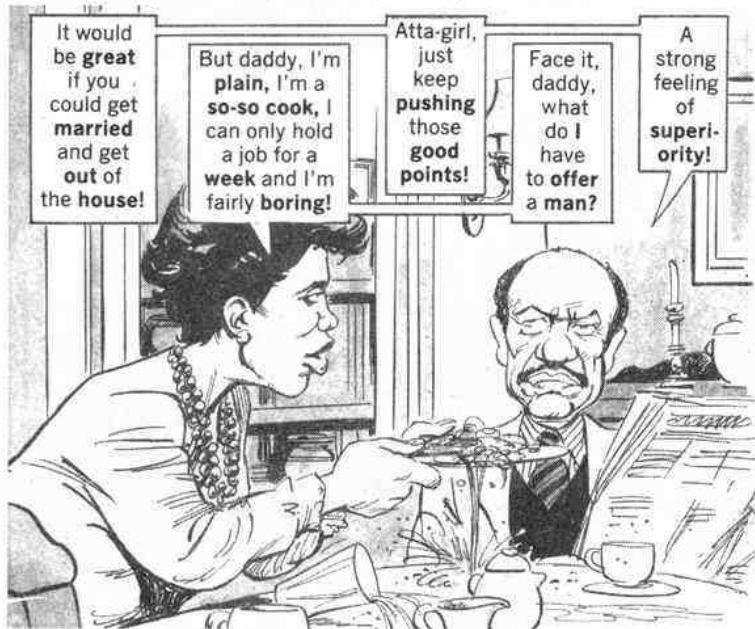
Ame



ndis







That's the **last straw**, Deacon! We have voted to dismiss you from the Church Board!

Hey, I was **only** doing my job! If you wanted **subtle**, "quiet" comedy, you should have hired **Bill Cosby** as Deacon!

I'm not ashamed! Everything I've done here has been by the "Good Book"!

You have **disgraced** the Holy Bible!

Not that good book! **THIS** Good Book!

Brothers and Sisters, let us **review** what we have accomplished this week! We have not **raised** money for the Church! We have not **gotten** Thalia married! We have not **portrayed** a single member of our race in a **favorable** light! However, we have **destroyed** the **ear drums** of viewers across the country thanks to our **constant screaming** and an incessant **laugh track** now being broadcast in **stereo**!

Yet, Brothers and Sisters, we must **count** our **blessings**! For we have been blessed with **Divine Intervention**!

No, from the **NBC** Programming Department!

From the **Lord**?

He's right, Brothers and Sisters! They have put us on at 9:30 on Saturday nights! **Right after** "Golden Girls"! In that time period, even a **TEST PATTERN** would be a smash hit series!

Throw up your hands and shout "Hallelujah!!!"

Deacon! I dismissed you four panels ago!

I'm on my way, Rev! But let me leave you with these words: "Lead me not into temptation! I can find it myself!"

Question: Can you name one thing in this whole dumb world that some schmegeggie won't collect? Take your time. La, la, la, la... Time's up! The answer is: There isn't anything! Really! Why should we lie to you? We're not your parents! Now, for many collectors there's a publication all about their specific field of interest. But not for all—and that's where this filler article comes in. You could do worse than spending the next couple of minutes carefully reading...

THE COLLECTOR'S NEWSLETTER

FOR COLLECTORS WHO DON'T HAVE THEIR OWN NEWSLETTER

FIRST PHOTOS OF THIS YEAR'S CONVENTION!!!



The highlight of the convention was the "Pick-Nic" held on a city garbage scow. "Lots of swell stuff" was discovered. The event will become a permanent feature of future conventions.



Ike Freemush proudly shows his famous "Bakery Number Ticket Collection" to some young admirers who specialize in "Closed, Sorry We Missed You" store window signs.



Famous Movie Memorabilia dealer "Hollywood" Helen Bonner with only a small part of her movie collection. Her model of Moe Howard's overbite was the #1 hit of the convention.

EDITOR EDDIE ELGAR'S CORNER



Hey, fellow collectors, was that some convention or was that some convention! Notes From All Over Dept.: Did you hear about Phil Kravitz? He added some great oldies to his famous "Bus Transfers" collection.

Leave it to Hal Beals to come up with a winner. Hal, the dean of toilet paper roll inner tube collectors, spotted an early Charmin with the name spelled, "Charmen." It's worth plenty, says Hal. Just how much, he won't say.



Talking about "That Room" collectibles, Ben Wilson recently completed his set of "Toilet Seat Paper Bands from Holiday Inns throughout New England" with this prized one from the Concord, Mass. hostelry. Ben next plans to start on a set from Ramada Inns in late September.

Quiz: Who's got the most complete set of "Safeway Manager of the Week" posters in Southern California? If you guessed Lenny Haller, take a bow.

If you spot any old druggist prescriptions, send them to Dolph Costa. He collects 'em. Got 57,789 at last count.

ASK ANGIE



Dear Angie: The other day my mother threw out my cherished collection of Topps Baseball Cards. I had every card in every year since 1952. What should I do? Xavier B.

Dear Xavier B. Kill your mother.

Dear Angie: Listen. My son Richie is a collector—if you get what I mean. Well, about a year ago, I went into his room and he wasn't there, so I didn't do nothing. But after a few months, when he didn't show up, his mother noticed he wasn't there, if you get what I mean. What I want to know, could Richie have run away from home or might he be lying under all the filthy junk his room is swimming in and be sick and need me? I mean, should I take another look inside the room or not? Huh? Aldo DeG.

Hey Aldo! Stay out of Richie's room, whadda ya say? I mean he's a collector and needs his privacy. And if he's in there, he don't want you sticking your nose where it don't belong. If he's hurt, that's his tough curries. Nobody likes a doting parent, Aldo.

Dear Angie, I am desperate. My husband throws away every penny he earns on old Popsicle sticks and bags, cigarette wrappers and crushed pre-1955 autos. Our kids are starving and I'm about to enter a life of prostitution to support us. Is there anything I can do to make him see the foolishness of his ways? Doris L.

Three cheers for Millie Seaman for stick-to-it-iveness. It took her twelve years but she finally completed her collection of "Paper Shower Slippers From Famous Spas and Health Clubs in the Midwest." Congrats Millie.



Harry Gault claims he has the largest collection of photos of "Skid Marks Made By Non-Radial Tires" in the world. Wouldn't be surprised, although Harry might want to check with Randy Wiggins who could give him a run for his money.

Want to see a beautiful set of postage cancellations from almost all of the towns in Iowa? A visit to Jeff Guano will do the trick.

Robby Crum's adding to his vast collection of "Bowling Score Sheets in Moline, Ill. Since 1967." He uses his home computer to cross reference, especially the Ladies League of International Harvester.

Talk about sentimentality: Ned Lewis and his lovely wife Adele have been saving old desk calendar appointment pages for thirty three years. But only the Thursday pages. Seems they met on that day in 1951.

Well, that about wraps it up for now. Until we meet again, this is Ed Elgar, your editor saying, "Keep Calm, Keep Cool and above all - Keep Collecting!"

Dear Doris L. First, don't put the rap on collecting, okay? Second, what do you look like and where you going to be, say next Thursday at about 10 P.M.? And finally, yeah, there's an organization that can help your husband. It's called Collect-a-non. It has helped a lot of guys like your husband break the compulsive collecting habit and set them on the path to normalcy. They wind up as pretty dull guys, but they stop collecting. If that's what you'd rather have, who am I to say you're wrong? It takes all kinds.

NOTE: If you have a problem and would like some help, just Ask Angie c/o The Collectors Newsletter.

COLLECTOR'S MART

"If you don't find it here, you don't really want it."



URINE SPECIMEN BOTTLES!

1920 to present... \$9.75 and up. Many at prices lower than those listed in Official Urine Specimen Bottle Price Guide!



BREAST X-RAYS!

Ages: 18 - 29....\$35
30 - 39....\$25
40 - 49....\$20
Over 50: Make
me an offer

Call "Doctor" Danny today with your wants. My service will get your message to me.

THE COLLECTOR'S OUTLET

Our Motto: "We Never Sell Crap"

Complete Collection Of Dry Cleaning Instruction Tags

Wool: cotton; silk; rayon; wool/polyester; cotton/poly; silk/poly; Jackets! Dresses! Slacks! All tags guaranteed to be original - no reproductions. \$1.50 and up. A steal!

Photos Of H & R Block Accountants

Some autographed, some B/W, most color. All suitable for framing. Mint condition. \$75 per set.

Shoemaker's Tickets From All Over

Full heels/full soles/ 1/2 heels/ 1/2 soles/ taps/ tips/ dying etc. Special starter set offer!! 1 of each kind (13 in all) \$7.50. Makes great Christmas, Birthday or Graduation gift.

Take-out Menus From Chinese Restaurants

All from Tacoma, Washington. Mostly dinner menus, some luncheon, some Businessman's Specials. Cantonese, Sze-chuan, Mandarin. Some printed, most Xeroxed. Send for price list.

Return Date Cards From Jackets Of Library Books

From NY Public Library, Boston, Phila, Detroit and many more. Which city's return date card are you looking for? Send list of "wants". If we don't have it, we can arrange to get it for you.

SPECIAL Complete blocks of Publishers Clearing House Stamps from 1975 to Present. \$9.75 per set.

Doctor Danny Gerald Sez:

"I got just what the collector doctor ordered!"

GALL STONES! KIDNEY STONES!



Each perfect. Each in its own jar. Each labeled. Maybe it's someone you know!
Gall/Kidney Stones..... \$7.50 ea.
Grab-bag of stones..... \$65.75
(Approx: 25 stones, assorted sizes)

ELECTRO-CARDIOGRAPH READOUTS



Normal heart beat....\$2.50
Ahythmic heart beat. \$4.50
Cardiac arrest beat ... \$7.75



SOL THE SPORTSMAN

EVERYTHING FOR THE
SPORTS COLLECTOR
AND MORE, BELIEVE
ME, INCORPORATED

WOW! WOW! WOW!

Look what Sol has for you! Resin Bags signed by Groundskeepers in all the Major League Ball Parks. How much? Make me an offer I can't refuse. (Anything under \$25, I can refuse).

LOOK! LOOK! LOOK!

These have nothing to do with Sports, but they're collector's items anyway. How would you like a complete set of Mid East Cease Fire Agreements? I got 'em. 1,568 in all. Copies in Arabic and Hebrew, some with Henry Kissinger's signature—whoever he is.

HEY! HEY! HEY!

Autographed Photos of Pro Wrestling Managers and Referees. Freddie Blassie, Capt. Lou Albano and all your favorite Managers are here. Johnny "Red Shoes" Dugan leads the list of name Referees. Complete set of Managers: \$45. Referees: \$35.

AM I KIDDING? NO SIREE!!!

Wait till you hear what Sol's got for you. Unedited tapes of interviews with your favorite Roller Derby Stars. See and hear the tough guys challenging each other. Each tape runs two hours (\$35) or order The Best of Roller Derby Interviews (\$45).

LEGENDARY PIZZA

Pythagoras Slices a Circle into Pi...

3.14159265 = PIZZA!
YUMMY!



Ponce De Leon searching for the Pizza of Youth...

TOO DOUGHY,
NEEDS AGING!



King Arthur and the Knights of the Round Pizza...

WAIT
FOR HIS
MAJESTY,
IDIOT!



William Tell splits a Pizza...

IT WOULD
HAVE TO BE
A PIE WITH
EVERYTHING!



ZA EVENTS through history

Sir Isaac Newton ponders the Twelfth Centrifugal Pizza Law...

Hmm, THE SUM OF THE HOLE IS EQUAL TO... NO, THAT WOULD BE A BAGEL! Hmm, A WAD IN MOTION TENDS...



ARTIST AND WRITER: PAUL PIZZA PORGES

Excalibur and the Stale Pizza...

MAMMA MIA! ANYBODY WHO CAN REMOVE THIS SWORD DESERVES TO BE KING!



The Sighting of the First UFP (Unidentified Flying Pizza)...

I HOPE WE HAVE A CLOSE ENCOUNTER OF THE CHEESE KIND!

Custer's First Stand...

TWO REGULAR, ONE WITH BUFFALO!



This article can be read by the poor...by the rich! It can be read on a train...in a limo! Yes, you can even read this article aboard the Concorde! It's about copywriters who make the most mundane thing seem like an earth shattering experience! Just like this intro!! Here is

FEATURE AD

Now There's A Portable Ignition System Small Enough To Be Carried In Your Pocket Or Purse!

THE DIAMOND COMPANY'S...

BOOK OF MATCHES*

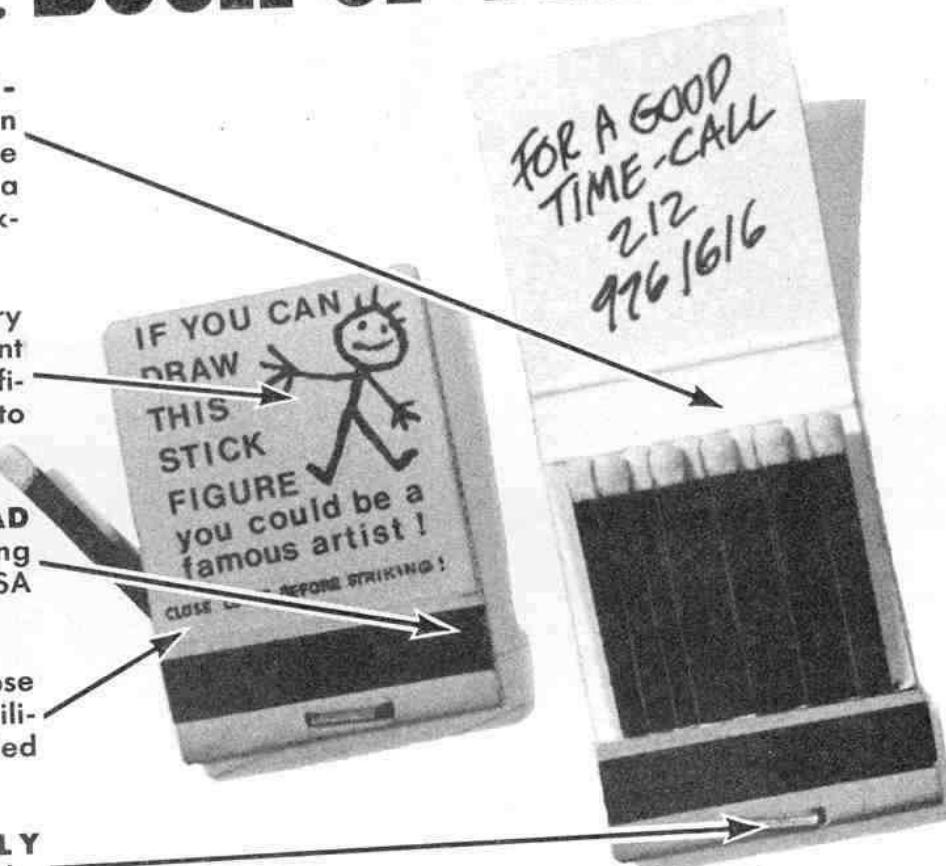
CHEMICALLY FORMULATED TIP makes ignition take place precisely at the moment YOU want with a flick against the new quick-lite strip!

HEAVY DUTY PAPER very much like that used to print stock, bond and gold certificates binds each match into the handsome carrier!

BUILT-IN IGNITION PAD creates combustion, using the same technique NASA utilizes to launch rockets!

WARNING SIGN like those posted at prestigious military installations, is included for additional safety!

RUGGED ASSEMBLY comes with a tough metal—not a cheap plastic—staple to hold the entire system together!



NO FUEL! NO WIRES! NO BATTERIES!
COMPLETELY PORTABLE & SELF-CONTAINED!

Use It To Warm 200-Year-Old Cognac! To Light Up That \$100 Cigar! Even To Light A Fire To Cook Life-Saving Meals On!

AVAILABLE WHEREVER CIGARETTES ARE SOLD

***Enlarged slightly to show details**

HERE-BY-FEATURE ADVERTISING



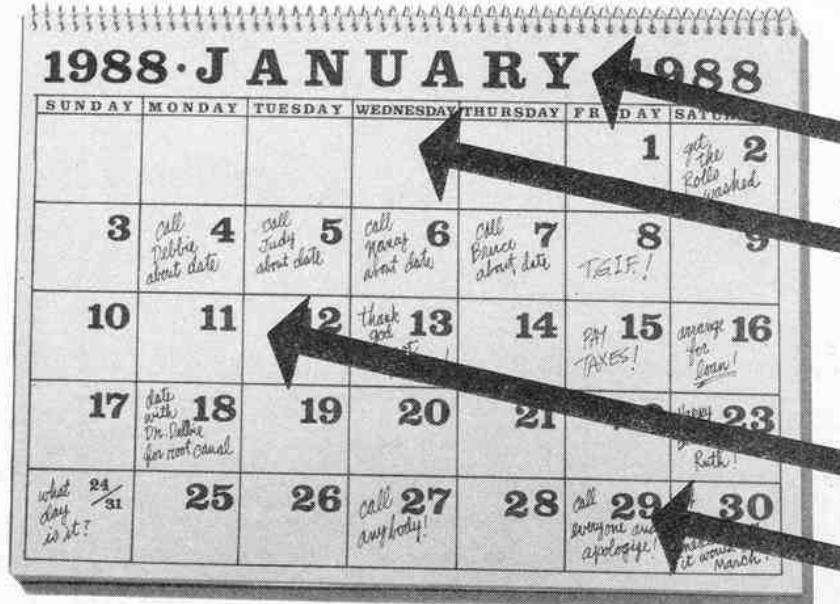
ARTIST: BOB CLARKE

WRITER: DICK DEBARTOLO

HERE
IT IS!

THE ACME CALENDAR

WRITE IN A DATE WITH MADONNA OR SPRINGSTEEN! WRITE IN A TRIP TO EUROPE!
WRITE IN A DATE FOR AN EXPENSIVE DINNER!



THE CHAIRMAN OF GENERAL MOTORS couldn't run his business effectively unless he knew what day it was. Why not give yourself the very same advantage?

EVERY MONTH OF THE YEAR INCLUDED! Three for the winter, three for the spring, three for the summer and yes, even three for the fall!

DAYS OF THE WEEK are sensibly arranged in the way you've come to know by heart—Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday too!

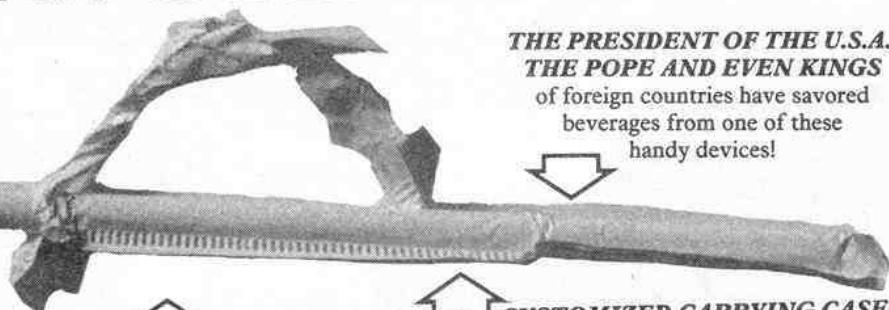
SAY GOOD-BYE TO SILLY POEMS! Know for yourself which months have 30 days and which have 31. All this hard work has been done for you!

NO MORE CONFUSION! Get the day, week and month right every time with consecutively numbered dates!

FILL IN AS MANY DATES AS YOU WANT! Be a social whirl and fill in all 365 days with something to do. Or just be a homebody and fill in one or two a month. This calendar lets you decide how to run your life!

IT'S HERE! THE ULTIMATE SANITARY DRINKING DEVICE... SANI-STRAW!

NOW YOU CAN SIP ANYTHING
from tap water in a plastic cup to
champagne in a glass slipper!



THE PRESIDENT OF THE U.S.A.,
THE POPE AND EVEN KINGS
of foreign countries have savored
beverages from one of these
handy devices!



SPECIAL ROUNDED EDGE will
never catch on your mouth! Whether
you have large pouty lips or pencil thin
lips, Sani-straw molds itself to your
personal contours!

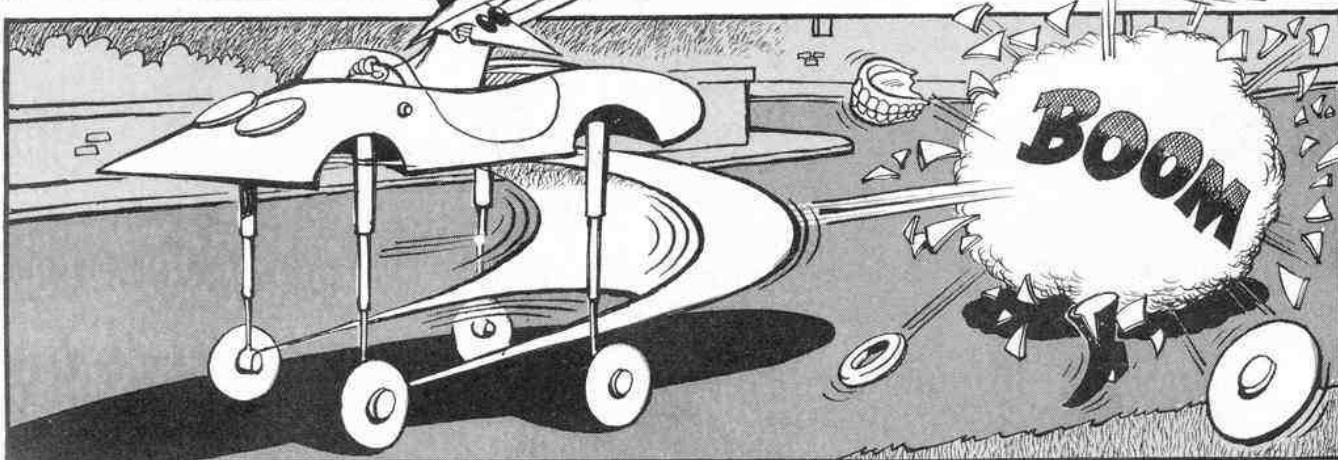
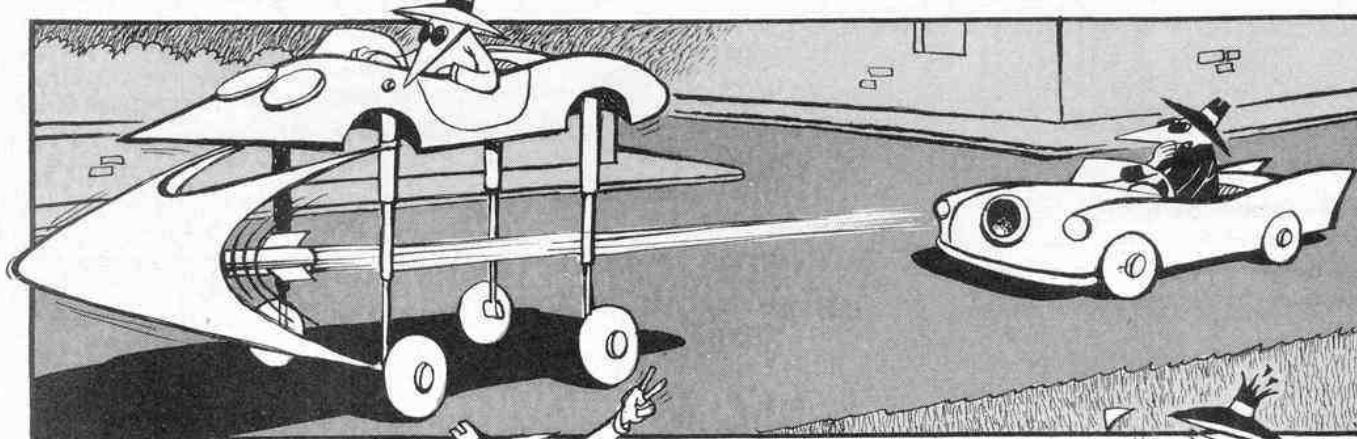
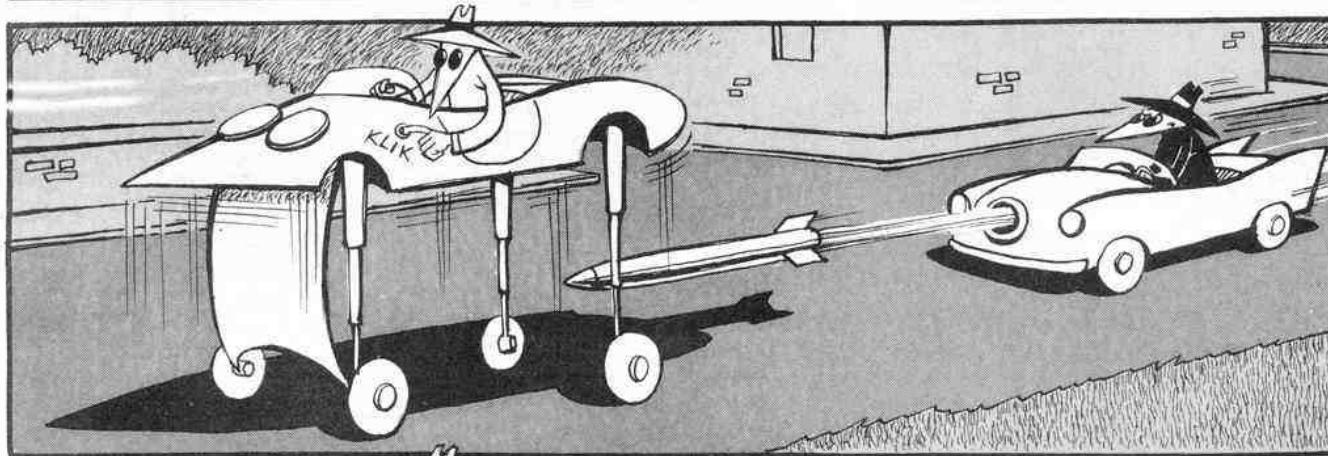
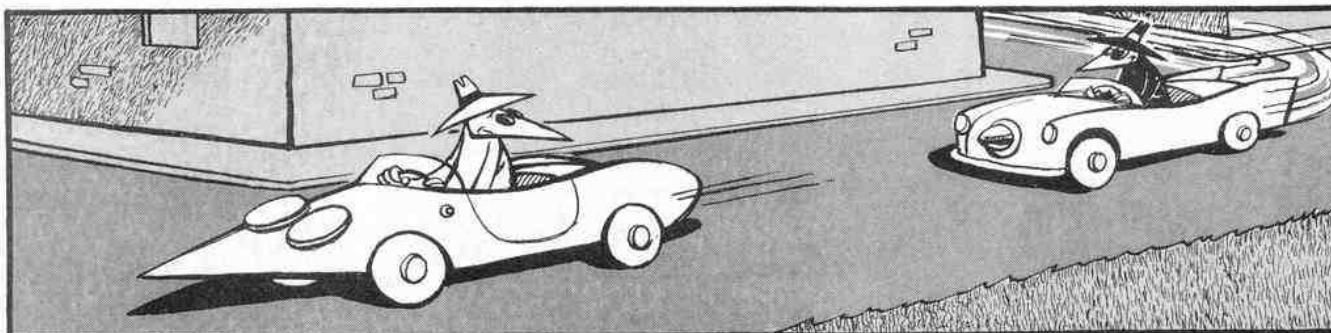
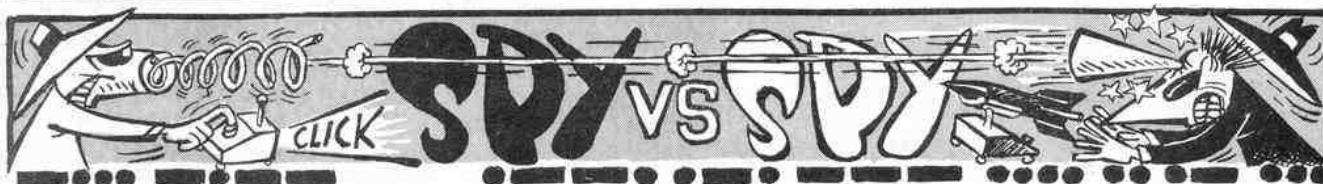


LIGHTWEIGHT PLASTIC, the
very kind important switches and
buttons found on 747's and fighter
planes are often made from, is used for
strength and durability.



CUSTOMIZED CARRYING CASE
included with each purchase, every
one fitted like the finest glove.

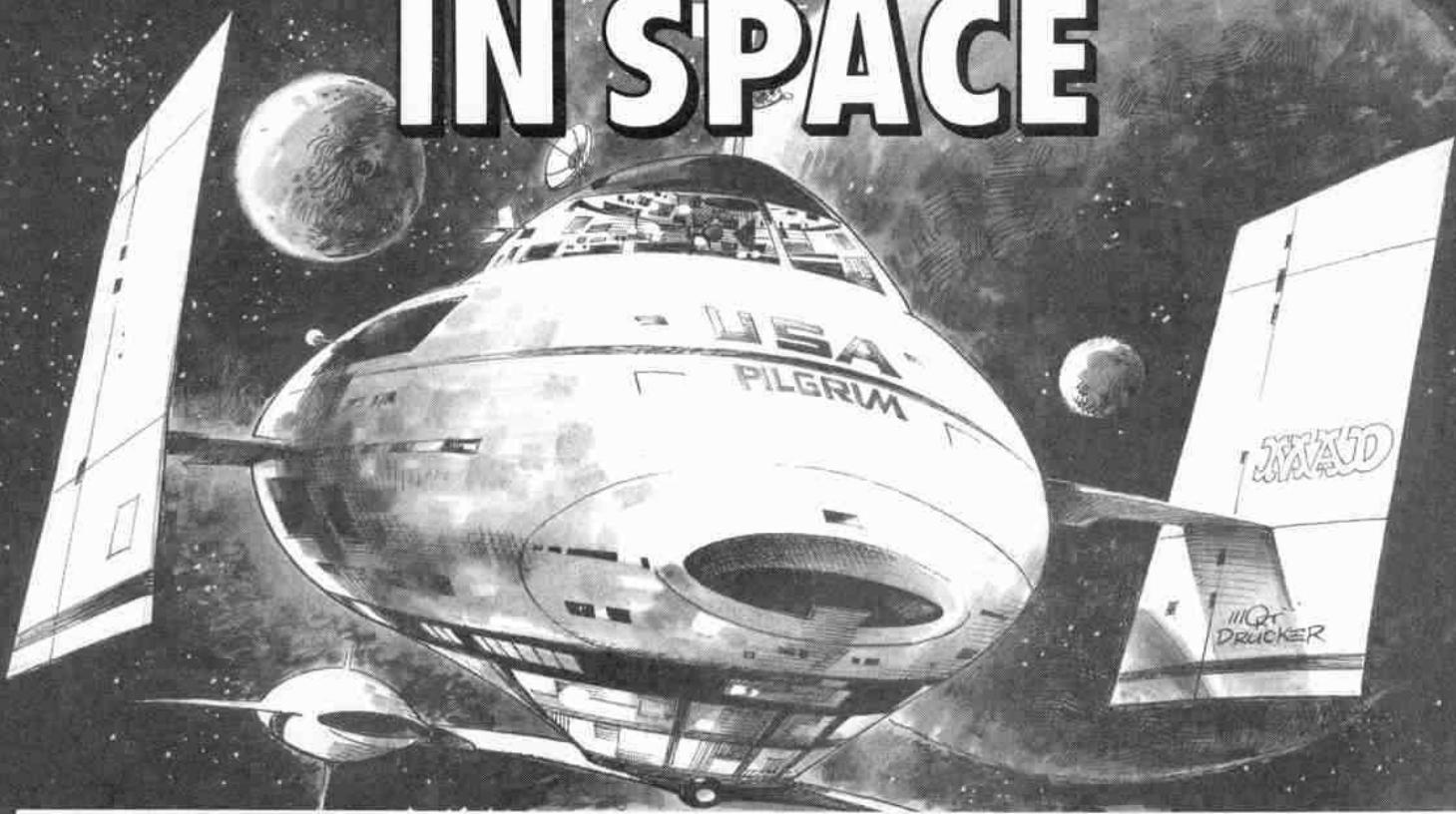
ONE SIZE FITS ALL!



STAR'S TREK DEPT.

When Neil Armstrong became the first person to walk on the moon he uttered the words "That's one small step for man, one giant leap for mankind," and gave man dignity in space. Unfortunately, as space travel becomes more and more common, we can't expect other earthlings to do likewise. In fact, there are some people who, if given the chance, are bound to embarrass all of humanity up there. Of course, we're talking about what's going to happen when there are...

CELEBRITIES IN SPACE



ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS

GEORGE LUCAS

That was the blast off, Mr. Lucas, you can unfasten your safety belt now.

That was the blast off?? It was boring! No aliens tried to prevent ignition and no meteor shower impeded our progress!

Check that view outside your porthole, Mr. Lucas!

You call that a view? These are the worst special effects I've ever seen!

But this is the real thing!

You think this is real? Come to Industrial Light And Magic! I'll show you real!



JOAN COLLINS

How will I know when we lift off?

First you'll feel a surge of power, then a tremendous thrust bursting upward!

It'll be a new experience!

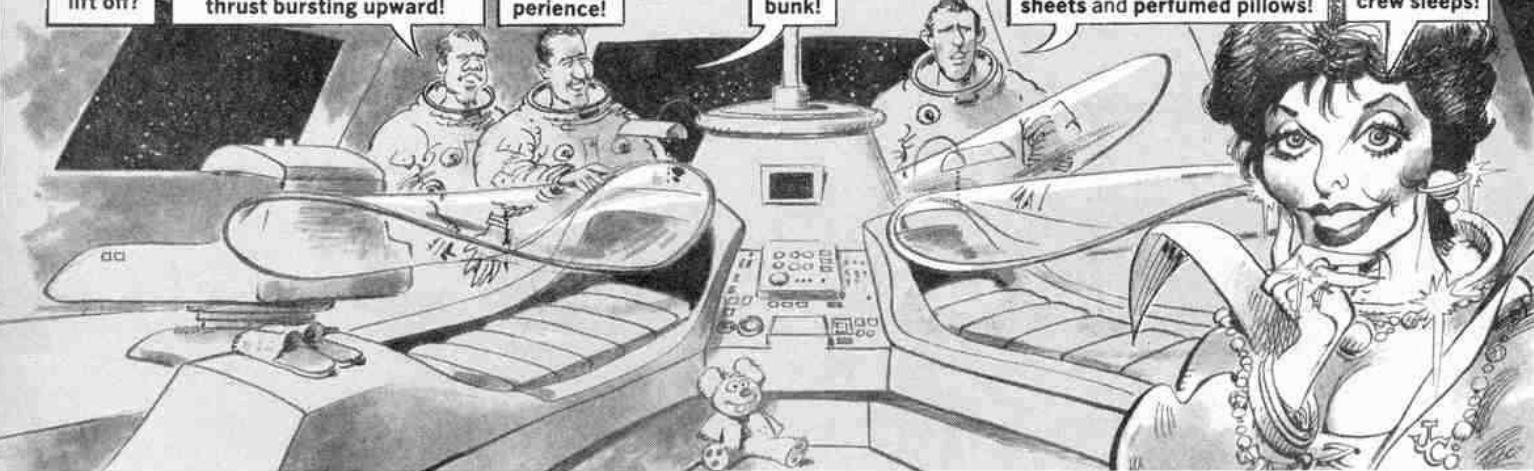
For you, maybe!

Here's your bunk!

So this is where the crew sleeps!

No, this is your special private water-bed with satin sheets and perfumed pillows!

Like I said, this is where the crew sleeps!



"WEIRD AL" YANCOVIC

*Nev-er vol-un-teer
For a week up here;
Wish I'd stayed behind;
Let me tell you—

All I know from out-er space is
Where my feet were now my face is!
Ain't no-body needs this craz-y world!

Some-one beam me down
Back to my home-town;
Should have stayed on Earth;
Let me tell you—

"Star Trek" nev-er had this trouble;
Get me out and on the double!
Ain't no-body needs this craz-y world!

All the food that they've sup-plied me
Comes in tubes that they provide me,
But the food won't stay in-side me!

There's a gag-ging in my throat here,
From those gooey globs that float here;
Ain't no-body needs this craz-y world!

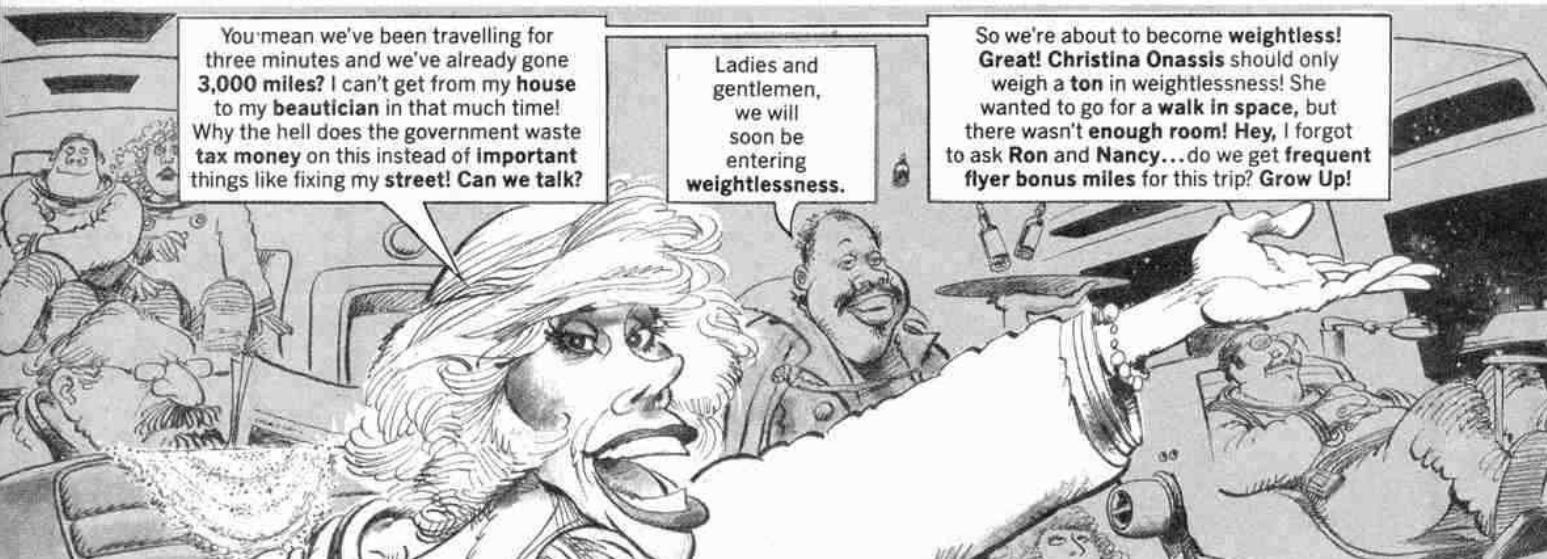


JOAN RIVERS

You mean we've been travelling for three minutes and we've already gone 3,000 miles? I can't get from my house to my beautician in that much time! Why the hell does the government waste tax money on this instead of important things like fixing my street! Can we talk?

Ladies and gentlemen, we will soon be entering weightlessness.

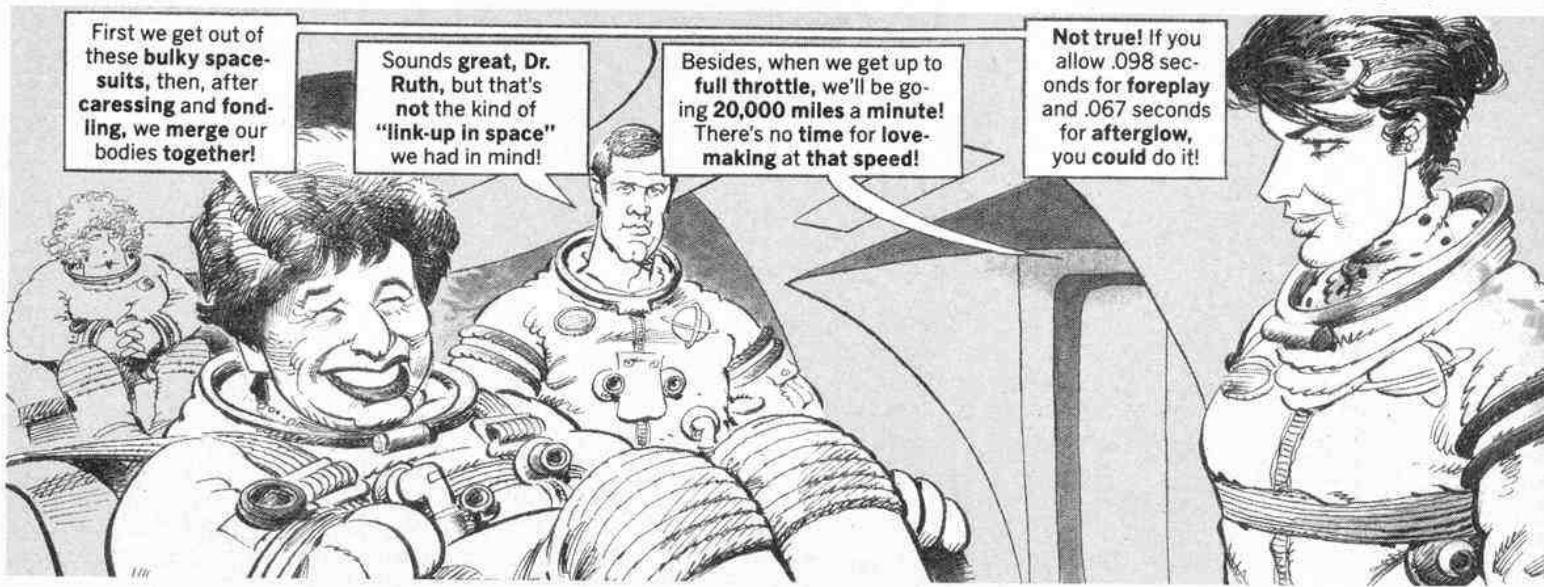
So we're about to become weightless! Great! Christina Onassis should only weigh a ton in weightlessness! She wanted to go for a walk in space, but there wasn't enough room! Hey, I forgot to ask Ron and Nancy...do we get frequent flyer bonus miles for this trip? Grow Up!



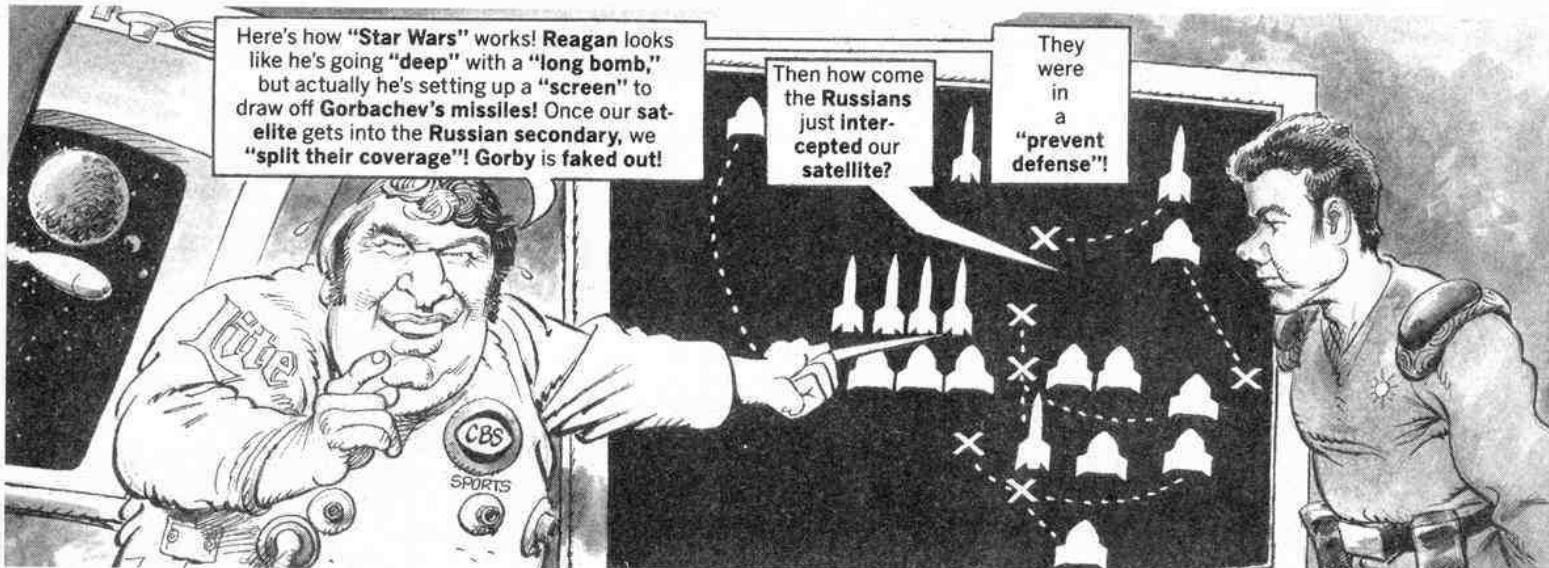
DAVID LETTERMAN



DR. RUTH WESTHEIMER



JOHN MADDEN



MAD BASEBALL WORLD CHAMPS!



OPENING DAY—THE FOLLOWING SEASON...



ARAGONES 87

ARTIST AND WRITER: SERGIO ARAGONES

HOW IS THE
ADMINISTRATION
ENCOURAGING
NEW HOUSING
DESIGNS?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Government policies affect housing. To find out how this administration is influencing housing design, fold page in as shown in diagram on right.

A►

FOLD THIS SECTION OVER LEFT

FOLD PAGE OVER LIKE THIS!

◀ B FOLD BACK SO "A" MEETS "B"



THE ADMINISTRATION IS UNAFFECTED BY
NEGATIVE CRITICISM ON HOW IT GOES ABOUT SELECTING
THE HOUSING DESIGNS IT FAVORS. IT SUPPORTS TIMELESS
WELL PROVEN IDEAS FROM THE PAST.

A►

◀ B

MAD

MONOPOLY

CARDS FOR THE 1980'S

