

STAR
TREK IV

THE
EQUALIZER

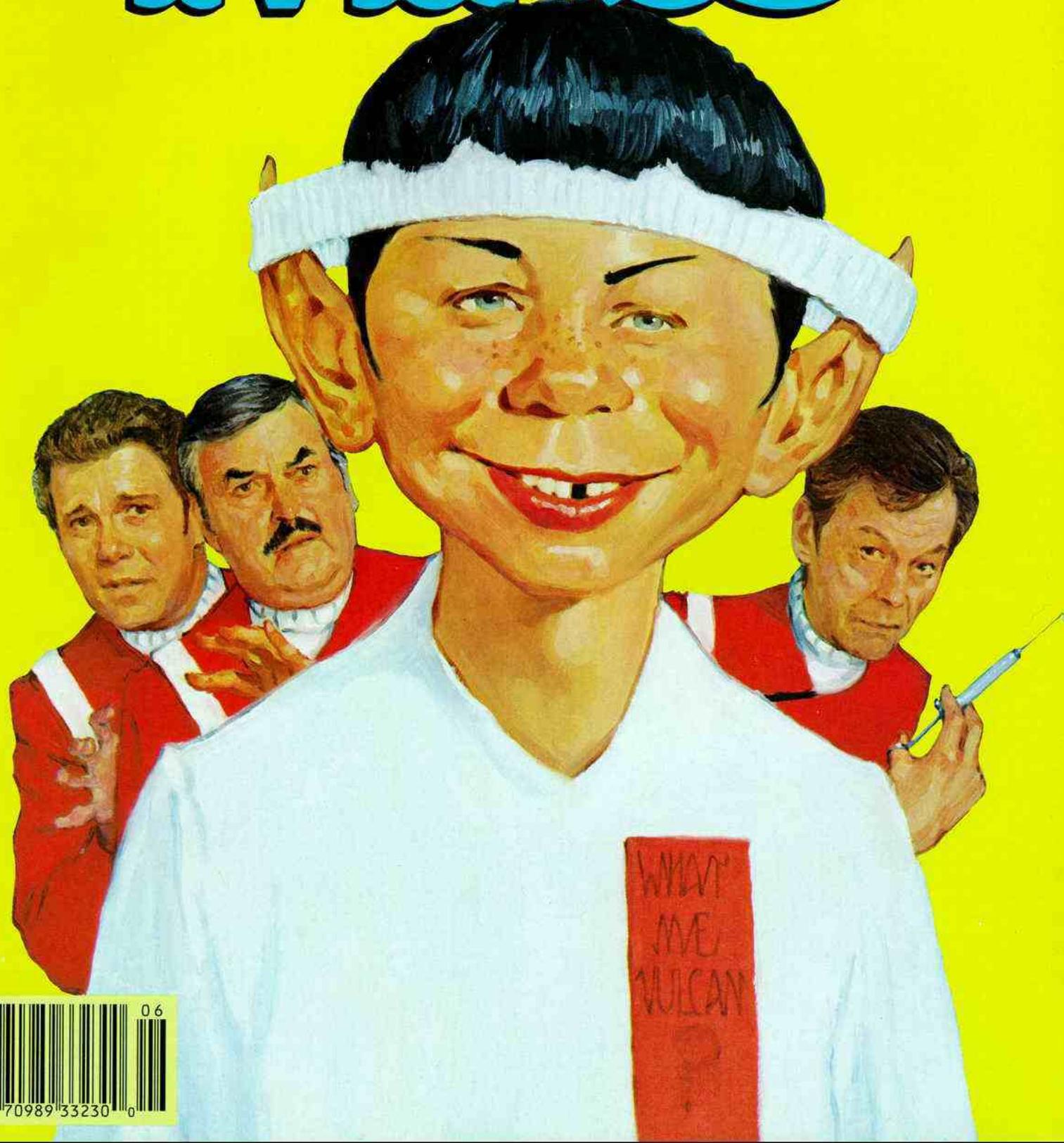
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No. 271
Stardate:
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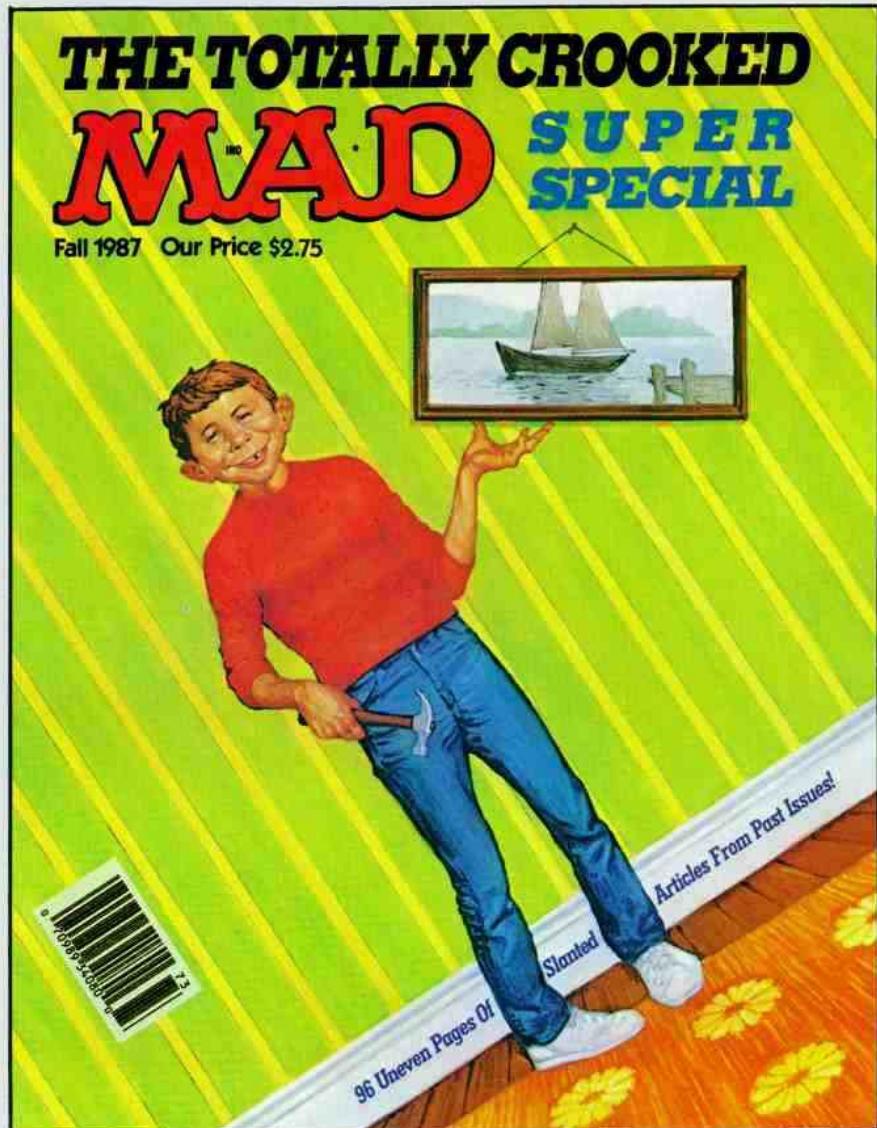


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MAD

"Modesty is the art of drawing attention to whatever it is you're being humble about."

—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS

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VITAL FEATURES

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BLECH IV"
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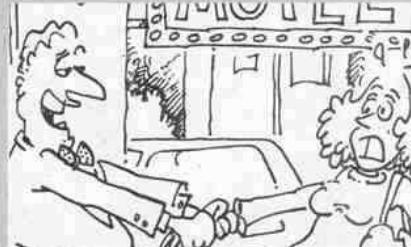
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THE CRANK 'EM
OUT MINT PRO
WRESTLING
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Pg. 45



The Morgue

The Perrier!

Tired of *coffin* up good
bucks for *stiff* gags?
Then get...



*Putrid Plots! Grave Gags!
Dead Pan Humor!
You'll laugh till it hearse!*

REMEMBER!

"A fool and his money
are soon departed!"

LETTERS AND TOMATOES DEPT.



"STAND BUT ME"

When I read Dick DeBartolo and Mort Drucker's satire "Stand But Me" I died laughing. But please, don't go searching for my body! John Meeks, San Angelo, TX

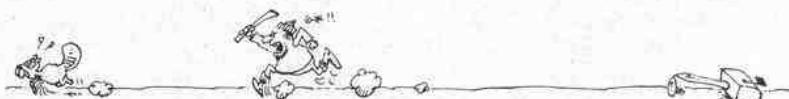
CHART ATTACK

Your "MAD Charts" in issue #269 listed the top TV shows picked by the Dinner Workers of America, but you failed to list their favorite game shows of all time:

- 1) Family Food
- 2) What's My Lime?
- 3) Eat the Clock
- 4) Let's Make a Meal

Paul R. Chittick
Cambridge, MA

And let's not forget *Veal of Fortune!*—Ed.



HOCKEY SCHTICK

Thank you for sending me an enlarged reproduction of Don Martin's "One Day in Edmonton" (MAD #257). It is being framed and will hang in my home where it will prove to be a humorous conversation piece, I am sure. My dentist also has the cartoon on display in his office, although his dental procedures are somewhat more advanced than those depicted in Don's cartoon!

As a youngster growing up in Canada, I clearly remember two publications—*The Hockey News* and MAD. It's nice to see you both still going strong. All the best!

Wayne Gretzky
Edmonton, Alberta

MORE "GUNK" MAIL

I can't believe what garbage Sean Genell wrote in issue #269 criticizing Mort Drucker's "Top Gunk." Both the Air Force and the Navy have F-4's. I should know, I flew the Navy F4-J Phantom in Vietnam—Squadron VF-96 from the Aircraft carrier U.S.S. Constellation. I shot down 3 MIG-17's. As for Sean Genell, thank God he's not defending the country! I think Mort Drucker knows what he's doing!

Dave "Wolfman" Wolf
Lancaster, PA

A letter which appeared a short time ago in your "Letters and Tomatoes" Dept. was incorrectly attributed to me. I have the highest respect for "Top Gun" pilots and all members of the military service.

Richard J. Vattuone
San Diego, CA

MORON MAIL

Why don't they have MAD in doctors' offices instead of all those other boring magazines?

Anthony Jackson
Sword Creek, VA

Because despite all their medical training, they don't know much about the funny bone!—Ed.

A VEIN ATTEMPT AT HUMOR

Concerning "MAD's Celebrity Madballs" on the back cover of #269, we would like to point out that Veiny White's veins should be blue! All the oxygen has been removed from the blood and used by cells by the time the blood gets to the veins.

David Friedman
Ethan Sadacca
Phoenix, AZ

We don't know, but one thing's for sure:
there's no blood rushing into your heads!

—Ed.

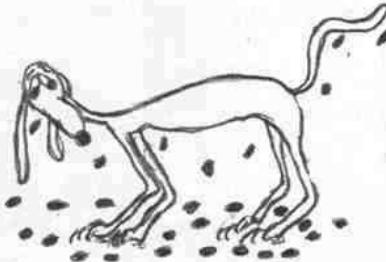


Edmonton Oilers star Wayne Gretzky visits his dentist, Don Martin-style, in this excerpt from MAD #257, Sept. '85

"PET PEEVE"

I liked Paul Peter Porges's "Your Pet Has Reached Blissful Retirement When," but here's one he forgot.

Dave Campbell
Holly, MI



...When your dalmatian loses its spots.

MORE ON MORON MAIL

How do you pronounce Al Jaffee's last name? Is it "Jüfe" or "Jäfe"?

Eric Plakson
Gastonia, NC

Good question. The name "Jaffee" translated literally means "a proud midget." The prefix "Ja" comes from the Greek word "jamapopolous" which is "a small plastic container." A "fee" in Latin is "one who enjoys wrapping his legs in cellophane." When combined to make Ja-fee it is pronounced as "Finch."

—Ed.

PUTTING OUR HEAD-ROOM TOGETHER

I just th-th-th-thought your ALFRED E. HEADROOM in issue #269 was T-T-T-T-T-Totally C-C-Cool!

Michael Lopez
LaHabra, CA

After reading your latest issue (MAD #269), I was shocked to see at the newsstand an obvious imitation called TIME. How long have they been ripping you off?

Michael D. Lurie
Cleveland Heights, OH



The Imposter??

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HUMPBACK TO THE FUTURE DEPT.

Admiral's Log—Stardate: 8756½. We have been in space since Earth-year 1966—on prime-time TV, in syndication and in three motion pictures, not to mention merchandising, cartoons, and arcade games. We have endured adoration, exploitation and a horrible first film. Yet we go on, resisting age, wrinkles and flab. But now, the end may be in sight as we return home in...

We have a choice! We can return to Earth and be court-martialed and executed for mutiny, treason and wanton destruction of a sequel or we can remain here, marooned on Vulcan!

What happens if we choose to stay?

We'll spend the rest of our days living the life of a free-wheeling Vulcan-like Schlock, here.

Some choice! Either way we lose! I choose Earth! At least death is more interesting than terminal boredom!

Spotty, have you seen any Vulcan TV? Their top-rated show is "Life-Styles of the Dull and Inert!"

Earth once had TV like that! It was called PBS!

Centuries ago, Vulcan was called "The Dead Planet"!

You can't beat ancient wisdom!

Hello, Admiral!

Schlock, I'm your old comrade! Call me Jim!

And I'm director and co-writer of this film! Call me SIR!

Eipniv

HU-PERSON BEING.

ORICK

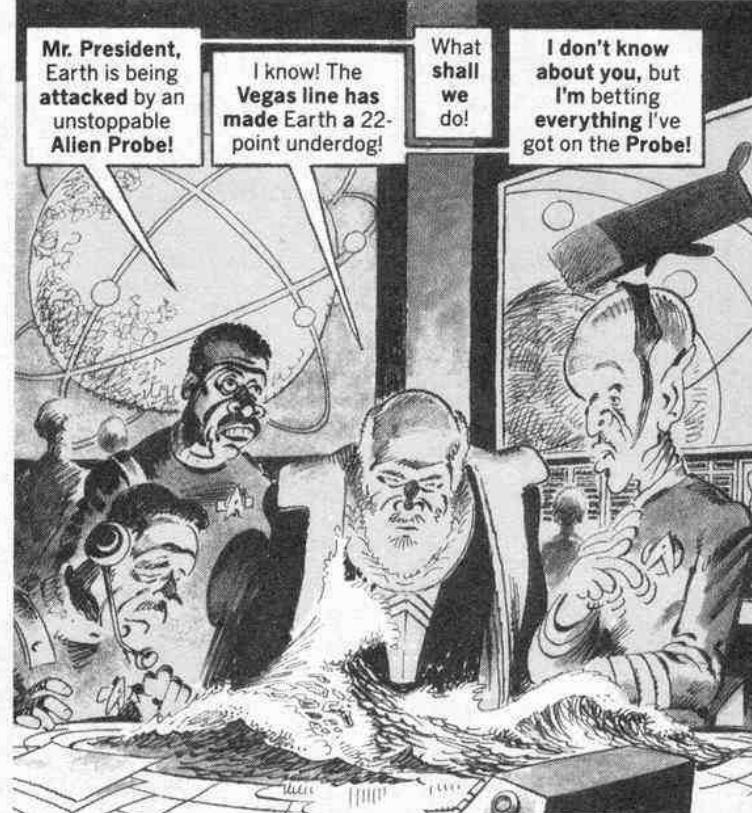
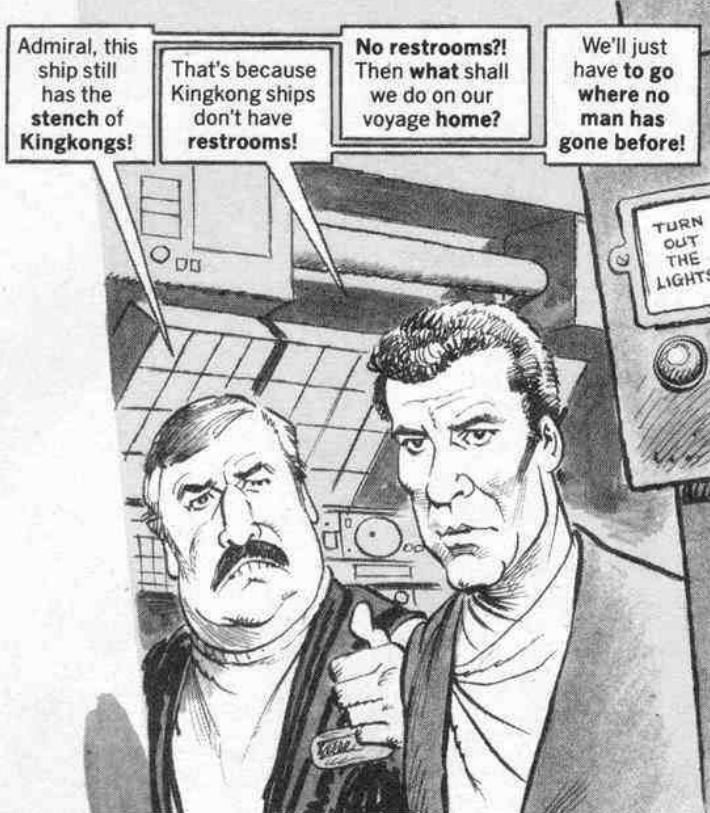
MIKE DRUCKER

STAR BLEECH-TV

THE VOYAGE BOMBS

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS



The probe is emitting a terrifying groaning sound!

Can we identify it?

The computer gives us two choices! It's either whale talk or a recording of a rock star from the 1980's named David Lee Roth!

Tough choice! Let's see pictures of extinct whales!

You mule-eared ninny! That's the Prince and Princess of Wales! I thought you Vulcans were intellectual giants!

Yes, but we're lousy spellers!



We could time-warp back to 1987, pick up two whales and transport them back to the 23rd century!

Nah, even if we succeeded it would only mean another sequel!

That's easy for **you** to say, sir! You can always grab another series, like "T.J. Hooker!" But for Dr. McGoy and me, no more sequels means the end of our careers!



Very well! Using the "slingshot effect," we'll shoot around the sun and zoom backwards in time! If nothing else, we'll get a gorgeous tan!



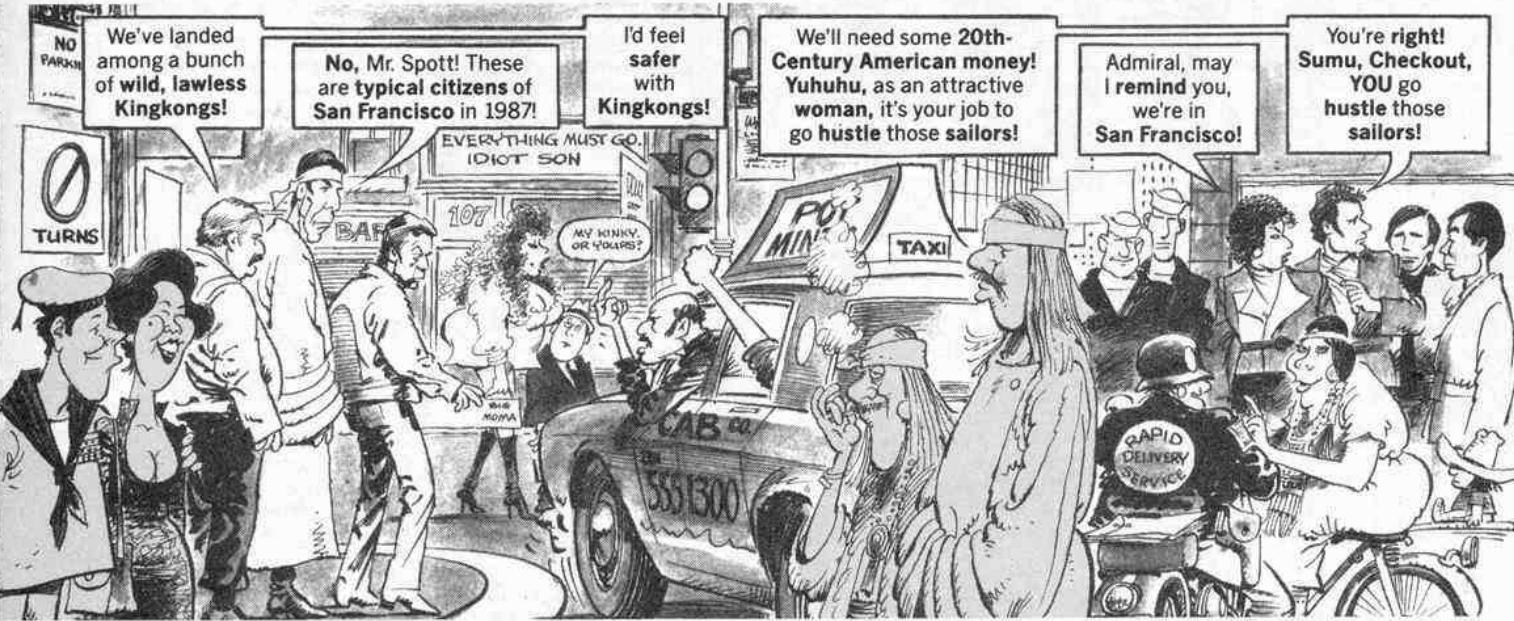
We've landed among a bunch of wild, lawless Kingkongs!

No, Mr. Spott! These are typical citizens of San Francisco in 1987!

I'd feel safer with Kingkongs!

We'll need some 20th-Century American money! Yuhuhu, as an attractive woman, it's your job to go hustle those sailors!

You're right! Sumu, Checkout, YOU go hustle those sailors!





Let's mess around Jim! How about it—my century or yours?

Why me? Surely there are available men here!

Men? Here? In San Francisco?!

We've beamed the whales aboard! Take her up Mr. Sumu!

I'll try! But the weight may be a problem!

The weight of the whales?

Of Mr. Spott! Have you seen his waistline? He's a house!



Wow! It's amazing! Absolutely, truly amazing!

Amazing that we successfully journeyed back in time and then returned?

No, amazing that we spent all that time in San Francisco and heard only two bad gay jokes!

Schlock, you are not accused! You do not have to stand there with the others.

I want to be with my friends!

Very well! You are all accused of mutiny and treason! The penalty for these crimes is death by hanging—after being shot!

Mr. President, I said I wanted to be with my friends. May I join them? They're sitting over there!

Admiral Quirk was demoted to Captain and given back his spaceship!

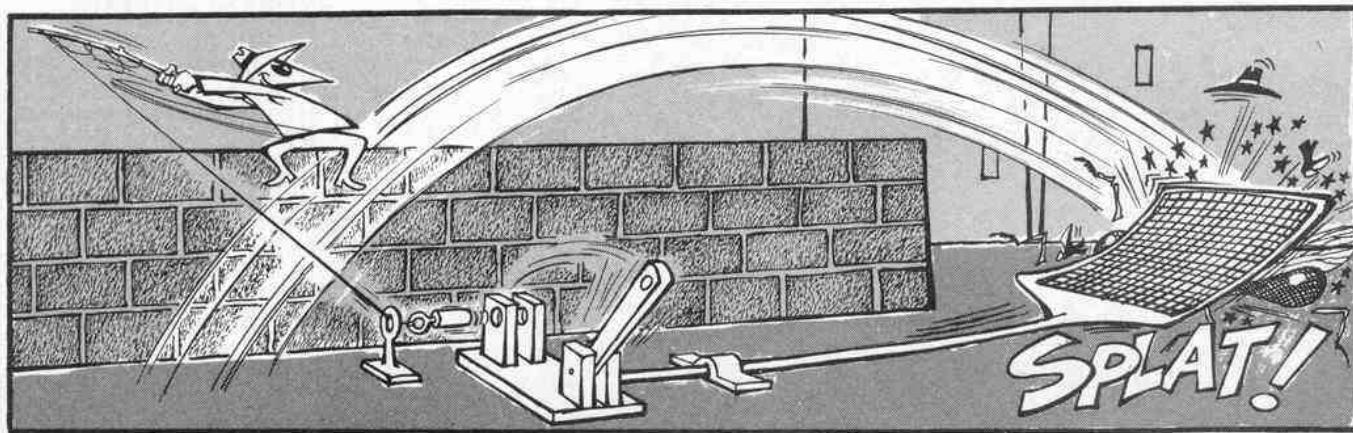
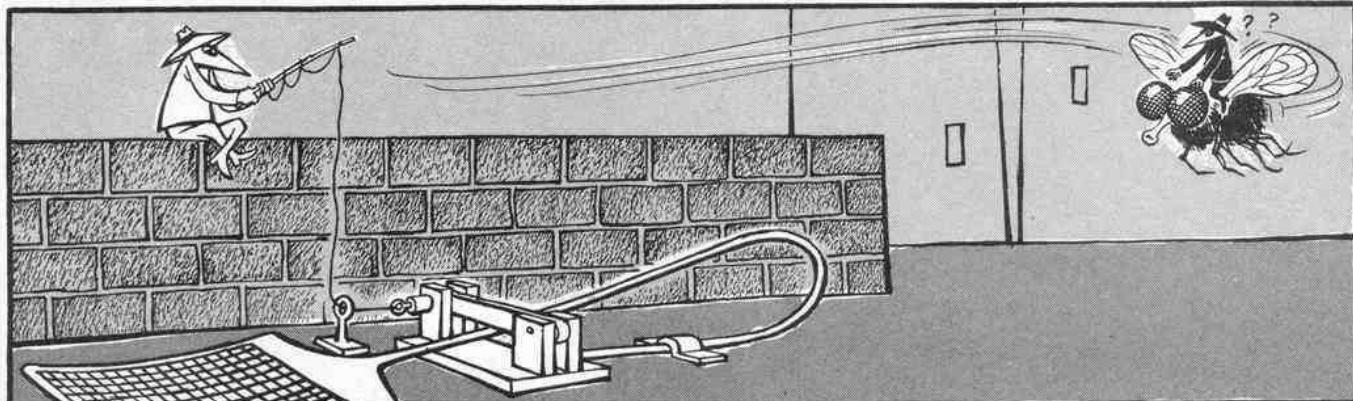
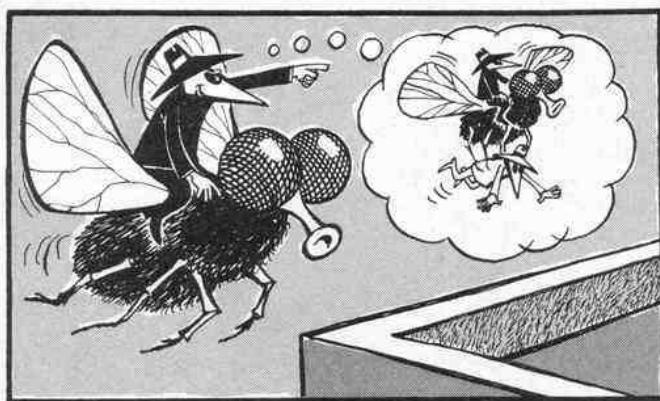
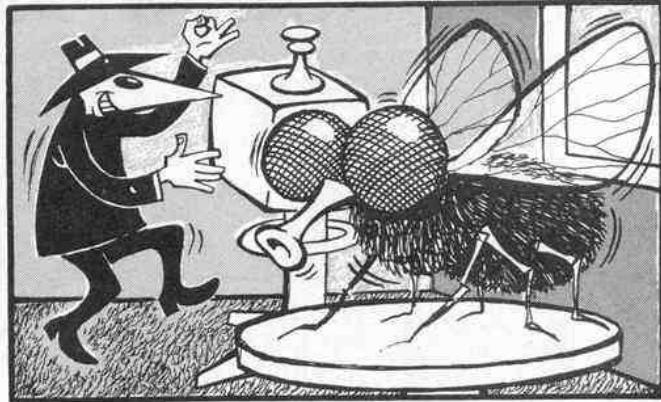
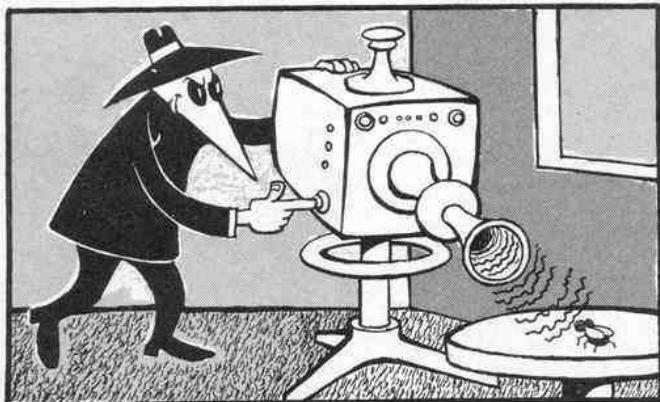
Too bad they didn't demote him to private, he could have gotten the whole fleet!

Although they found us not guilty, do you realize that by allowing a woman of 1987 into the 23rd Century, we violated one of the basic laws of time and space?

Yuhuhu, how long are you going to allow these space cadets to run your life?!! Let's stand up to these sexist pigs and demand our rights as women!

I see what you mean, Schlock! Next sequel, Galleon goes back!

YENTAPRIZE



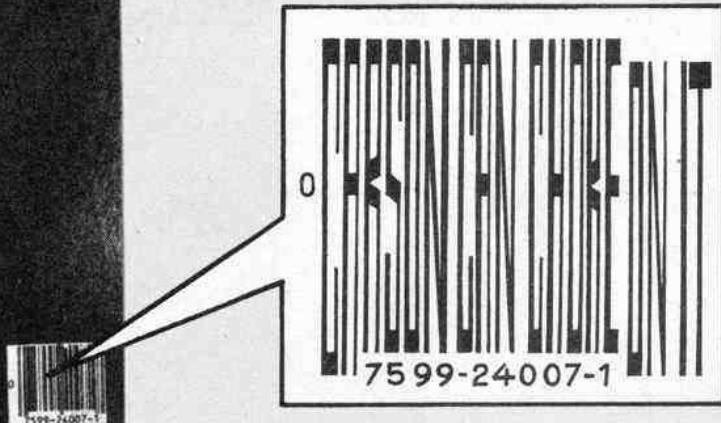
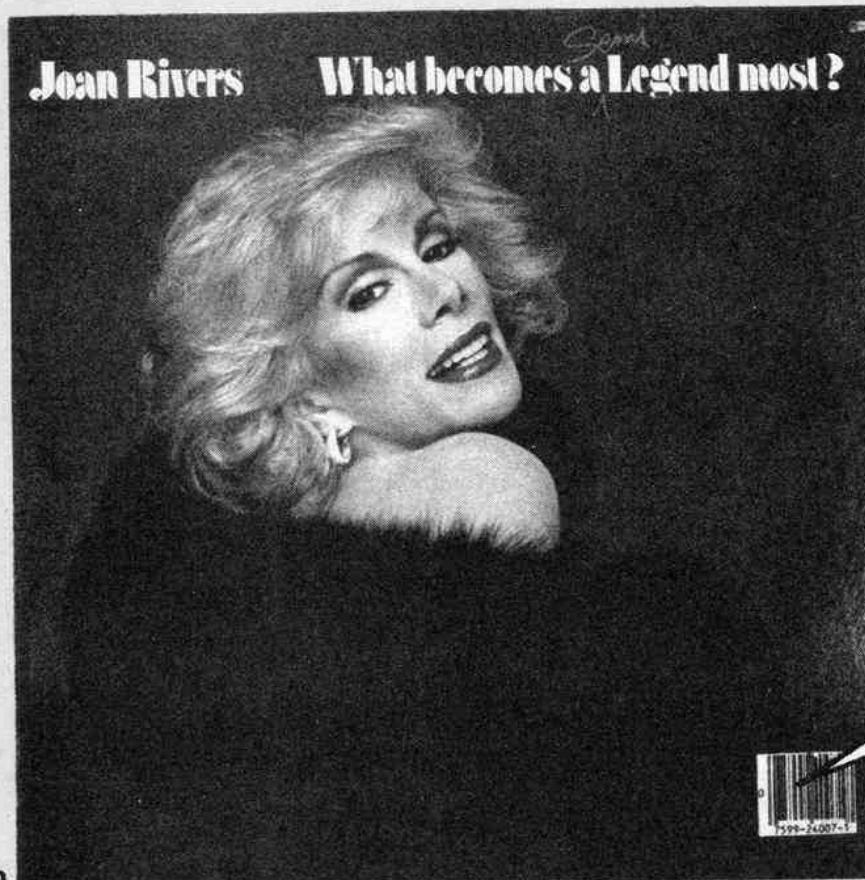
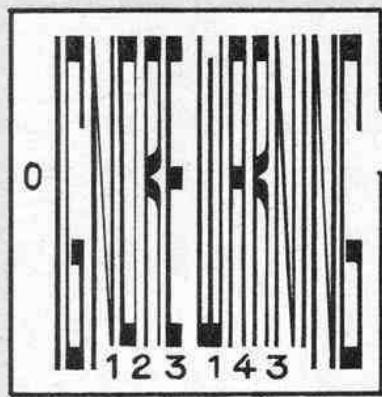
CATCHING A BAD CODE DEPT.

You probably know that UPC symbols are required for most products. But did you know that some companies are making plans to use the UPC symbol as a propaganda tool? Well, to dis-

SNEAKY U

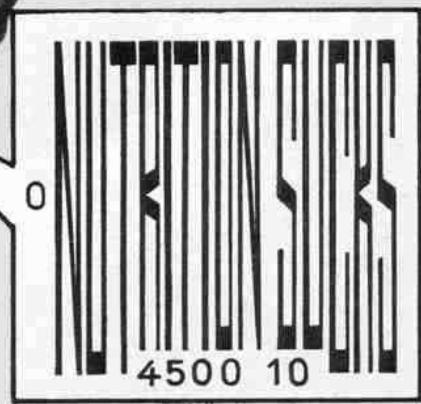
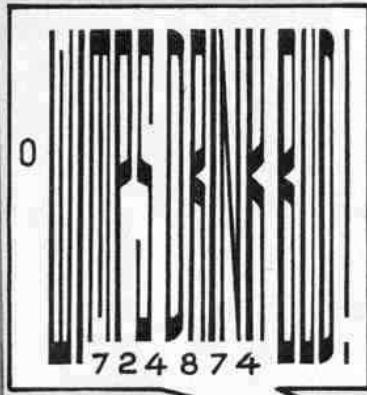
ARTIST: BOB CLARKE

WRITER: FRANK JACOBS



cover what lies in store for the unsuspecting consumer, simply tilt these pages at eye level and prepare for a shock! Then look very closely and you'll get a preview of these...

PC SYMBOLS



PASS KISSING DEPT.

Are you tired of getting Cs and Ds on your school papers? Wouldn't you rather get A+, like the kids who take the time to study do? You can! It's simple! Getting an A+ has little to do with how much you know, and a lot to do with how much baloney you can dish out to please your teacher! Confused? You won't be once you read the following genuine examples that comprise...

THE BROWN NOSER'S GUIDE TO WRITING A+ SCHOOL PAPERS

ARTIST: BOB CLARKE

WRITER: TOM KOCH

THE SURE-FIRE A+ BOOK REPORT

"The Legend of Sleepy Hollow" is a little noan piece of litterchure that might have remained unnoan if Miss Fennery hadn't noan to assign it, theirby making it noan to all of us.

The imagery, character development and verbs were all neat, especially in the middle part which a lot of students skip over, but I didn't.

The ending was good too, which I read clear up to the last word noaining that Miss Fennery wouldn't have assigned no litterchure that nobody would otherwise read unless the ending was as good as the rest of it.

THE SURE-FIRE A+ ENGLISH COMPOSITION

I spent my summer vacasion at my Mom's brother who lives near Peoria's farm, where I wandered (as Wordsworth so apply put it) "lonely as a cloud that floats on high o'er vales and hills."

I thaught at the time that I never would have known how I was wandering if Miss Neebler hadn't braudened my mind last semesser by exposing me to Wordsworth.

I also helped my Mom's brother with the pigs, but I liked thinking about Wordsworth better, which makes me glad to be back at school taking English III because Miss Neebler may expose me to Wordsworth again this semesser.

THE SURE-FIRE A+ HEALTH & HYGIENE ASSIGNMENT

For my indavigil home workout program, I got 2 bricks and lifted them all year so I could develop my upper body mussels to look like Mr. Nance, whose torsow always buljes out of his T shirt real terific during calusthetics.

I lift the bricks 20 times a day and havnt missed even once because I keep thinking how all the girls (and some of the guys) go ape over Mr. Nance's upper torsow. Also I want to have healthy biseps and pecoral mussels to lead a healthy life. But mostly I want to have a sexy upper torsow like Mr. Nance.

THE SURE-FIRE A+ SCHOOL NEWSPAPER ASSIGNMENT

Sparked by Faculty Advisor Merle Badwey's rousing words of encouragement, our Blue & Gold basketeers upset the Nixon High Polecats last Friday, 71-67. Later, in the victorious dressing room, Mr. Badwey told your reporter that he felt the pre-game pep talk was his best of the year, and had been modeled after Napolean's speech to the French Army in 1814.

Mr. Badwey was an all-state debater at South Central in his undergrad days, and proved Friday that teaching without notes has kept him in shape.

Another good performer against Nixon High was Slats Gander who scored 43 points.

THE SURE-FIRE A+ CHRISTMAS PROJECT REPORT

As my Christmas project for extra credit, I and Wanda Schimmer decorated the Teachers Lounge for Christmas. Wanda did it mostly to get a good grade for the semester which is why she told everybody she was doing it. I didnt tell nobody excepting my folks and some good friends and now in this report. Mostly I did it because I feel overcome by niceness at Christmas time.

I put all the colored jelly beans and cookies with sprinkles under the tree as my part of the project. Wanda only hung icicles on the bottom branches as her part which is why it's not my fault that there werent enough icicles.

THE SURE-FIRE A+ SOCIAL STUDIES ESSAY

Choosing a topict for this paper, I chose the role of school teachers and other opresed minorities in our Democratic society.

First, I read a lot of books about the Cominists and other foreiners who probly treat their school teachers even worse than we do.

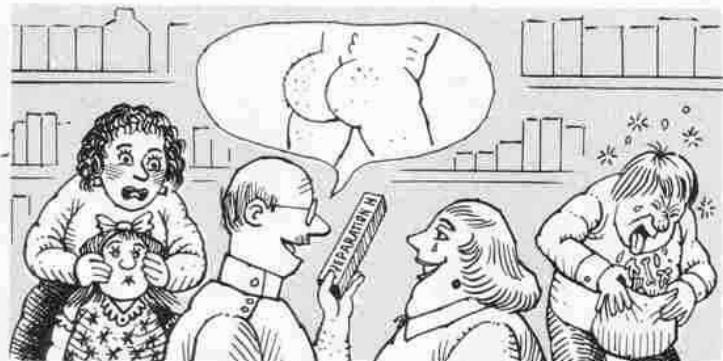
And that was my finding. The more barbearian a country gets, the less it probly pays its school teachers. We should lern from the examples I read about in all those books and save Demacrasy by paying our school teachers a living waige. Or else we'll lose our Demacrasy to the Cominists like what happened in Cominist countries.

AND NOW AN ABSURD FROM OUR SPONSORS DEPT.

Are you one of those people Madison Avenue ad-men dream about? Drool over?

MAD'S ADVERTISING

ARTIST: AL JAFFEE



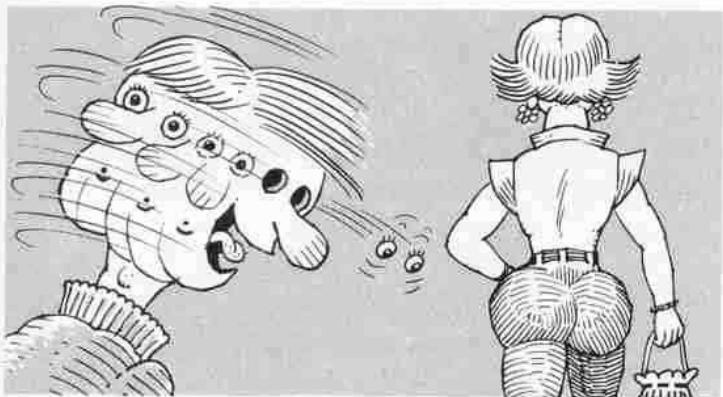
1) Do you believe that people in the real world would carry on a 30-second conversation about hemorrhoids in a crowded drug store?

YES NO



2) Do you believe that those "respected wine authorities" would continue to be respected if they really did recommend a \$2.98 California wine to their friends?

YES NO



5) Do you really believe that it's the designer label on the backs of jeans that are attracting all the attention?

YES NO



6) Do you wholeheartedly believe that anything labeled "100% natural" must be good for you?

YES NO



9) Do you actually think the military offers the best career training for future civilian life?

YES NO



10) Do you think nothing terrible can happen to you just because you remembered to leave home with your American Express Card?

YES NO

Here's your chance to find out just how easy a mark you are by taking...

GULLIBILITY TEST

WRITER: MIKE SNIDER



3) Would you truly be surprised to find some soap suds in your kid's clothes right after you washed them? YES NO



4) Would you buy anything just because it has the words "DIET" or "LITE" on it? YES NO



7) Do you believe that the only thing stopping a beautiful woman from finding an absolute nerd "irresistible" are "fresher breath and whiter teeth"? YES NO



8) Do you take Bob Hope's advice on motor oil even though he hasn't driven or cared for a car in over 40 years? YES NO



11) Do you believe "squeezability" is the definitive test for determining the quality of toilet tissue? YES NO

SCORING

Tally up all your "YES" answers.

- 0-2 **LOW GULLIBILITY** Go forth and watch commercial TV without fear!
- 3-5 **AVERAGE GULLIBILITY** Try and "keep your guard up" a little better. No more \$50 jeans!
- 6-9 **HIGH GULLIBILITY** Never shop alone; get the advice of three friends before you buy *anything*!
- 10-11 **FIRST-CLASS SUCKER** But all is not lost—if you ACT NOW and sign up for our at-home Anti-Gullibility Correspondence Course. ONLY \$695.99. Mastercard and VISA accepted.

INSOMNIA



BERG'S-EYE VIEW DEPT.

THE LIGHT

CONTENTMENT

I thought you said Michelle was a complainer! It looks like she's having a ball!

That's because this party stinks! Everyone is a creep or a bore! The food sucks, and whoever picked the music is tone deaf! Of course she's having a marvelous time...

She's able to find fault with everything!



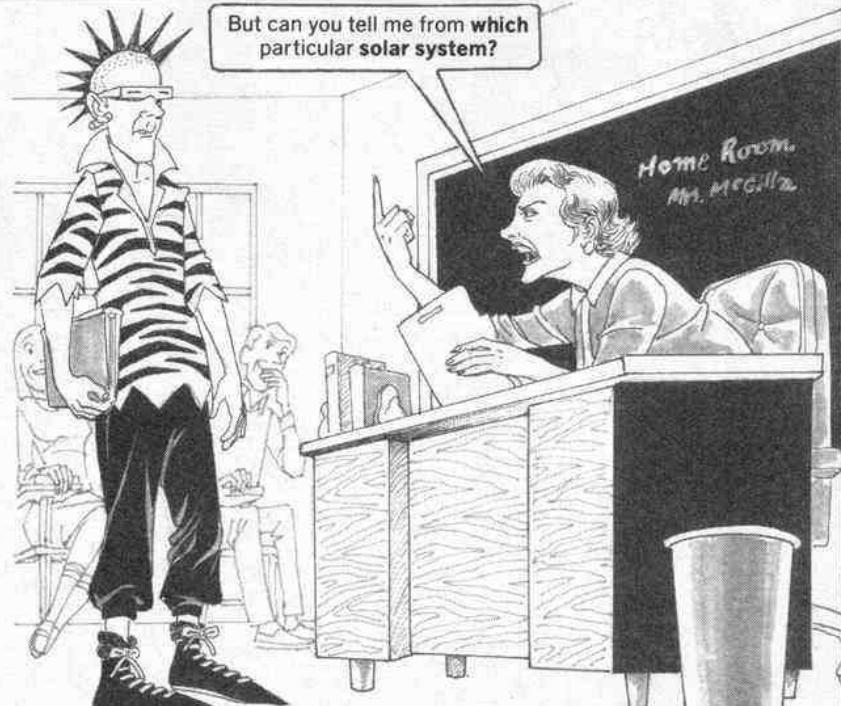
GARDENS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

RECOGNITION



SEPARATION



THE TELEPHONE



HI TECH



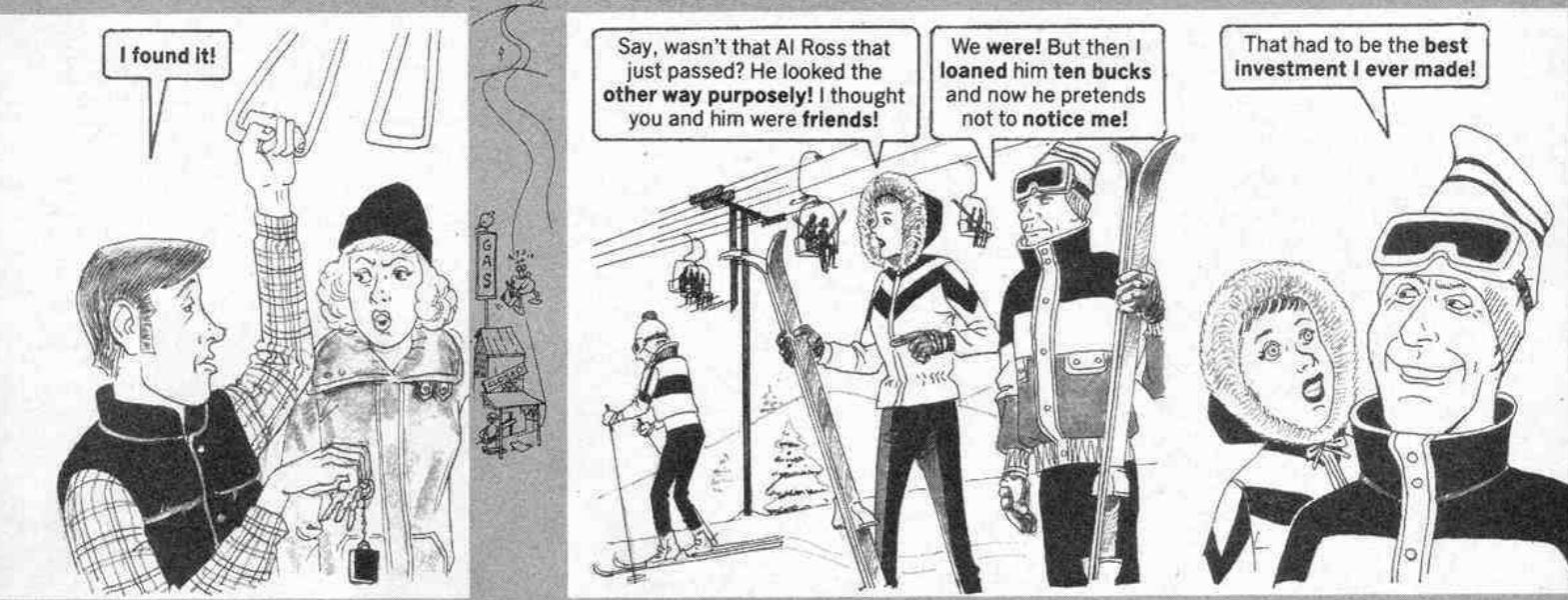
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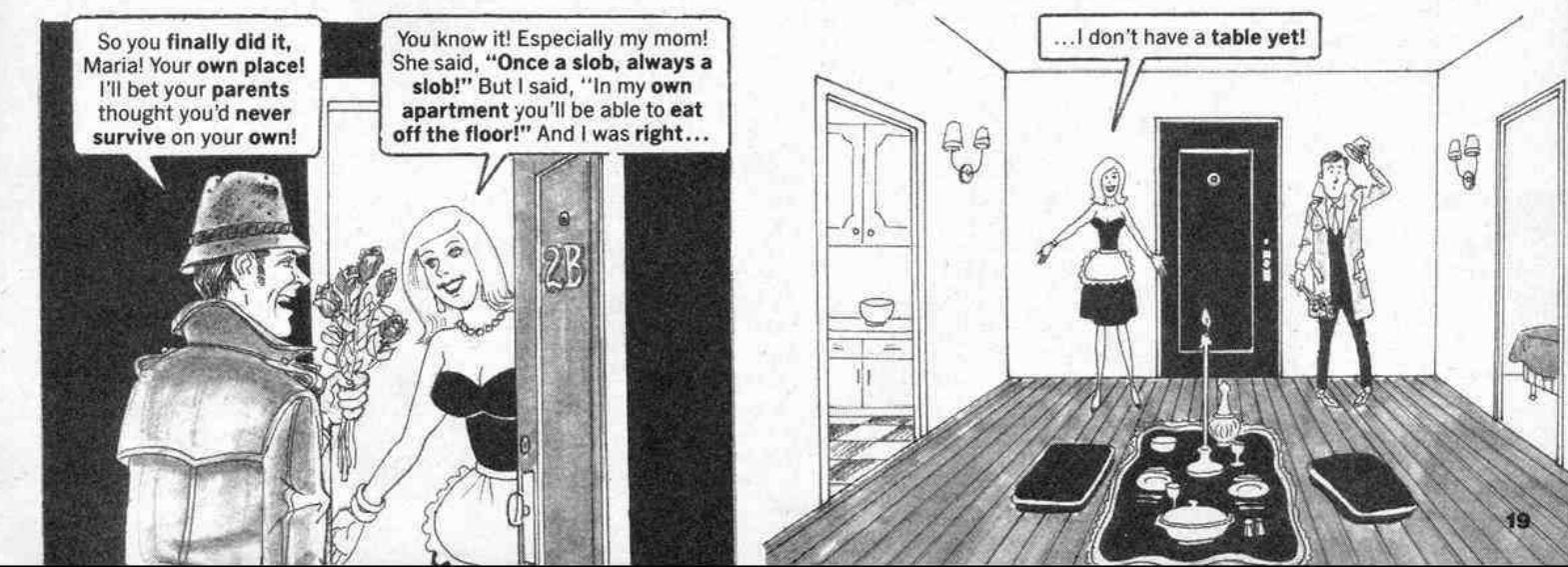
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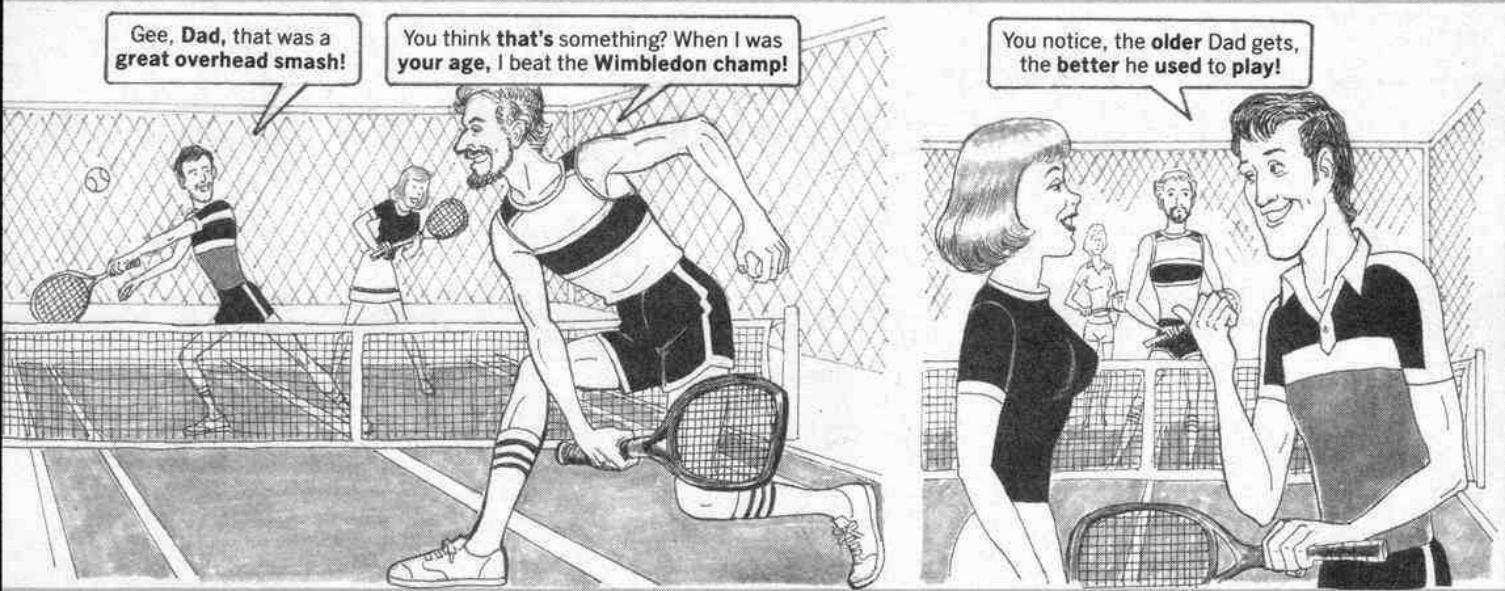
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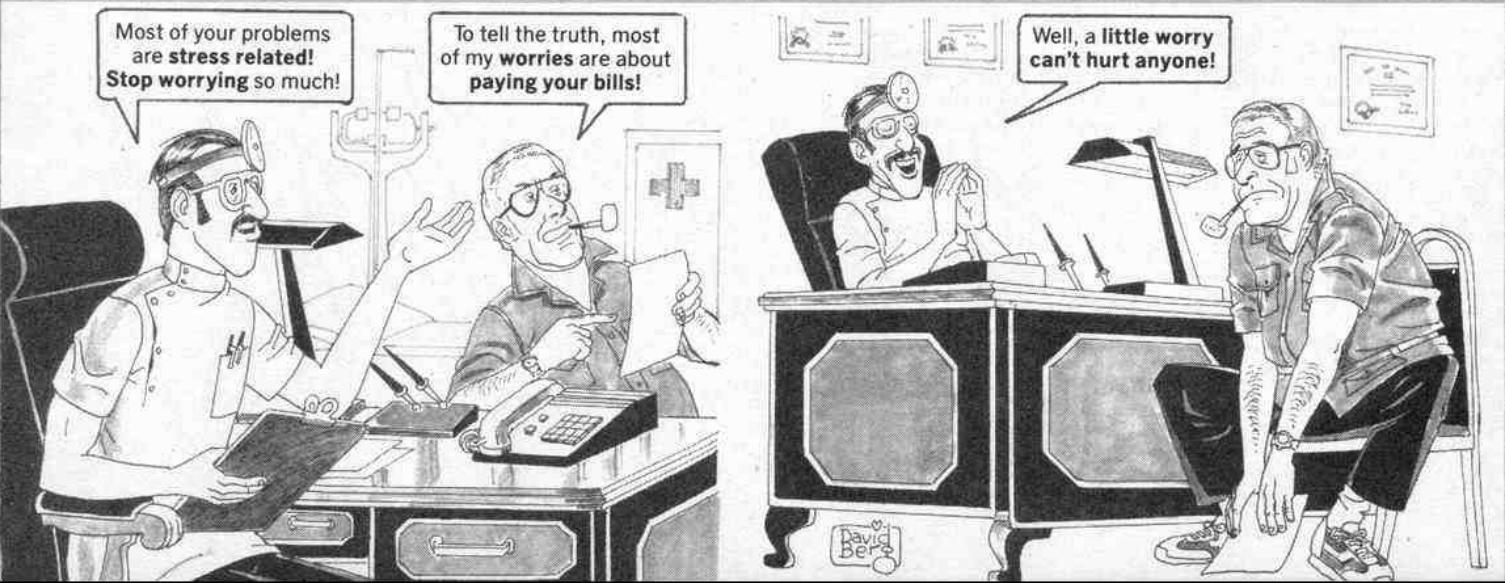
YOUTH

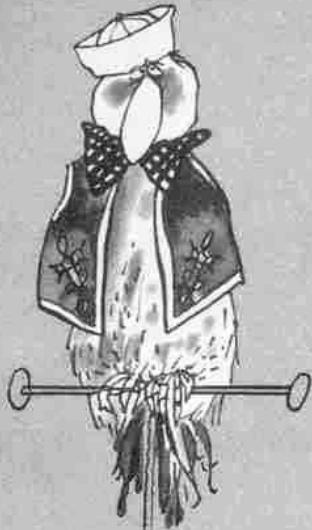


WISDOM



DOCTORS





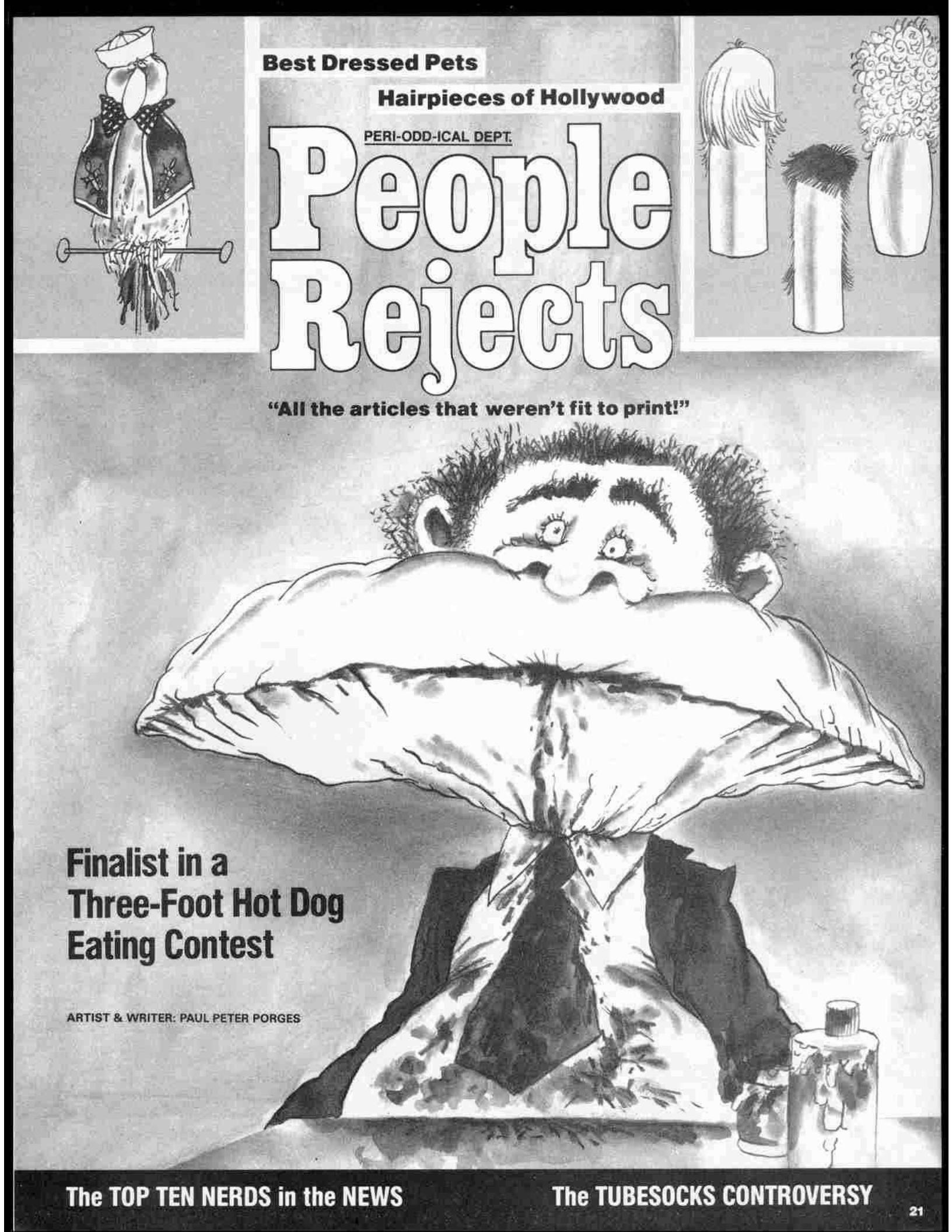
Best Dressed Pets

Hairpieces of Hollywood

PERIODICAL DEPT.

People Rejects

"All the articles that weren't fit to print!"



**Finalist in a
Three-Foot Hot Dog
Eating Contest**

ARTIST & WRITER: PAUL PETER PORGES

The TOP TEN NERDS in the NEWS

The TUBESOCKS CONTROVERSY

Music

DRESS REHEARSAL WITH THE 217 MEMBER
WAXPAPER AND COMB MARCHING BAND OF
THE UNIVERSITY OF WEST LEIBZIG



Body



DO-IT-YOURSELF
NOSE JOBS

Places



THE ONLY FULL-TIME HOUSEPLANT
CEMETERY IN NORTH AMERICA

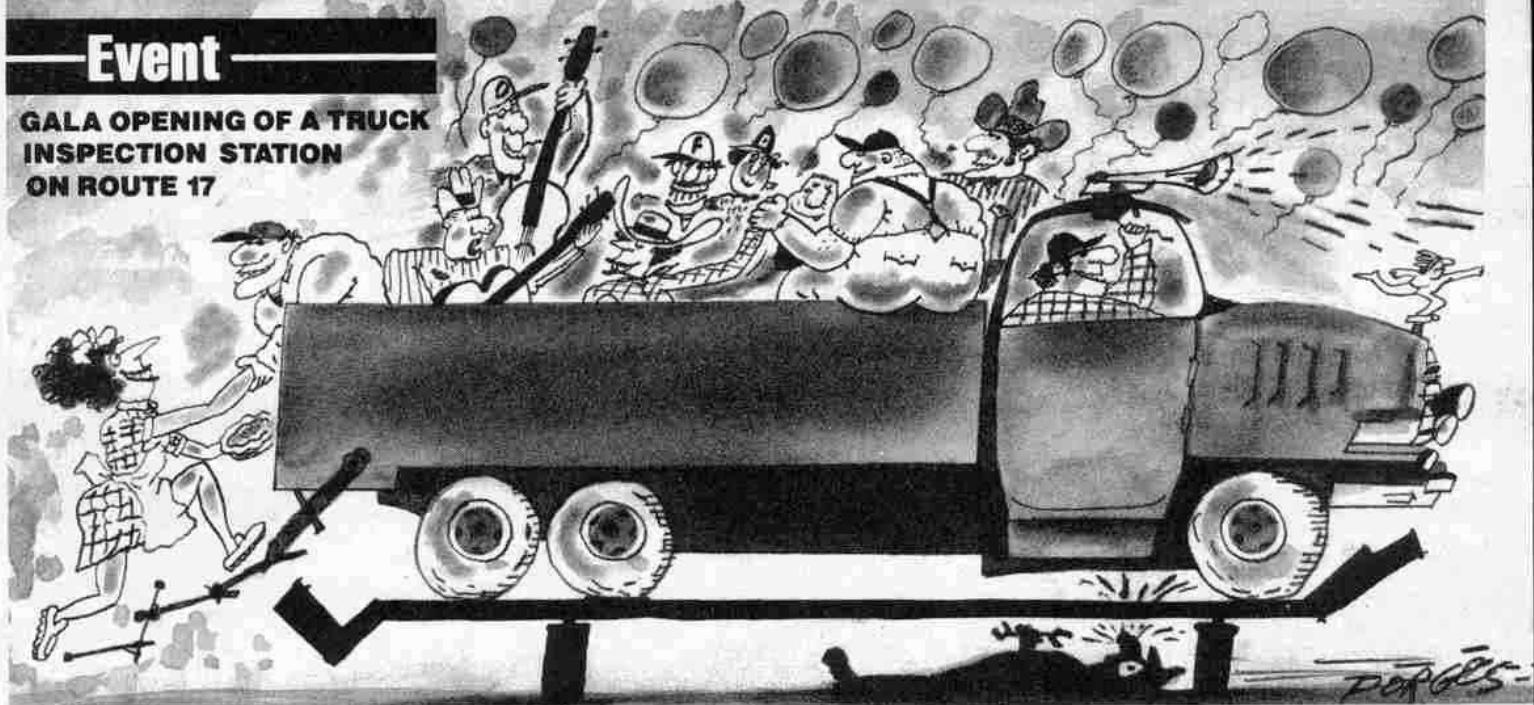
Trends

WRESTLEMANIA HITS THE
NEW YORK CITY RUSH HOUR



Event

GALA OPENING OF A TRUCK
INSPECTION STATION
ON ROUTE 17



Couples

DOGS AND MASTERS LOOK-ALIKES



Coping

PRUNES	...
MILK & TOAST	...
OAT MEAL	...
SOFT EGG	...
PLAIN NOODLES	...



People

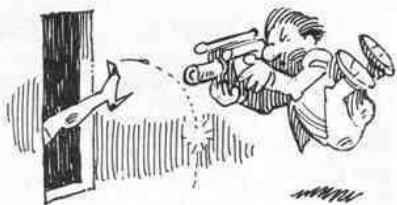


Years ago life was easier. The most pressing problem folks seemed to face was deciding which radio program to tune in that evening. But times change. Life's complexities have gone way

MAD'S MODERN

**Where can you buy a winter jacket the day
remaining pleasures don't cause cancer?**

divorce?



Where can you bu

**What do you serve your vegetarian, holis
friend for dinner?**



Is it pos

them?



Do you have to buy earrings you

Day card for your gay, transvestite step-fat

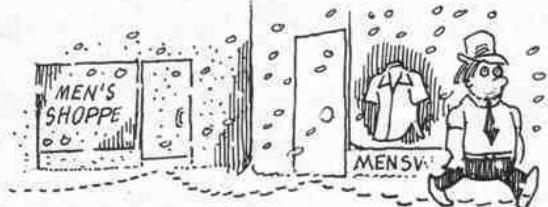
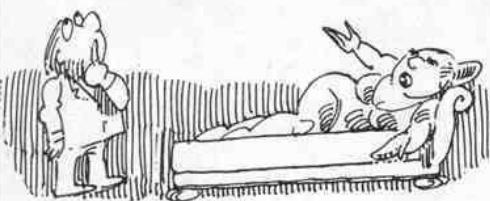
travel to where the residents don't hate or

possible to suffer from an illness that Phil

beyond just moving a little plastic marker from the morning music show to the shadow traffic report. As baffling dilemmas appear, we find ourselves searching desperately for answers to

N-DAY PUZZLERS

y after New Years?



Which

Should you video tape your

y a watch that just tells time?



tic, new-age, buddhist, feminist, rotarian

sible to totally avoid seeing Ed McMahon?

r boyfriend will like too, so you can share



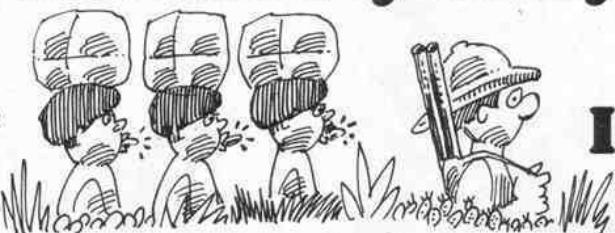
Where do you find a Mother's

her?



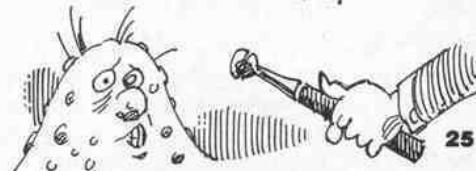
What country can you

resent all Americans?



Is it

Donahue hasn't covered yet?



In a recent issue, we presented "MAD's Record Book for Televised Sports," a collection of the pointless, needless and totally useless bits of information brought into our lives every time we watch a sporting event on TV.



MAD'S RECORD BOOK FOR

ARTIST: JACK DAVIS

MOST "WE'RE #1!" GESTURES BY A FAN AT A TELEVISED COLLEGE GAME



39, by Freshman Bill Vorp, Utah Prep, 1/9/78. (Note: this record was later challenged when Vorp admitted he was merely displaying the splint on his broken index finger, and actually considered his school's team to be #568.)

MOST CUTE SLEEPING BABIES SHOWN ON TV DURING A SINGLE INNING



74, at Comiskey Park, Chicago, 8/7/85. This impressive mark was set when TV coverage coincided with the team's annual Quadruplets-Get-In-Free Night.

MOST DIRT SHOWN KNOCKED FROM CLEATS BY A MAJOR LEAGUE PLAYER, LIFETIME



8,927 cubic yards, by Pete Rose, 1963-1986. This feat put Rose within 15 cubic yards of the non-sports earth-moving record set by the carvers of the Panama Canal, 1908-1915.

MOST GRUESOME CLOSE-UP OF AN INJURED PLAYER, COLLEGE OR PRO



Farley Pulver, Dallas, 11/2/72. Cameras zoomed in for a graphic display of Pulver's brains oozing from his ears following his "low bridge" collision with Emil "The Blender" Jones. Pulver stayed in the game, however, and scored the winning touchdown.

You probably thought that article presented everything, *EVERYTHING*, you needed to know about the subject! Well you were wrong, Gatorade breath! There's more! So now (with all due apologies to Ed McMahon), we present...

TELEVISED SPORTS—VOL. II

WRITER: TOM KOCH

LONGEST TELEVISED TANTRUM FOLLOWING A FLUBBED TENNIS SHOT, TOURNAMENT PLAY



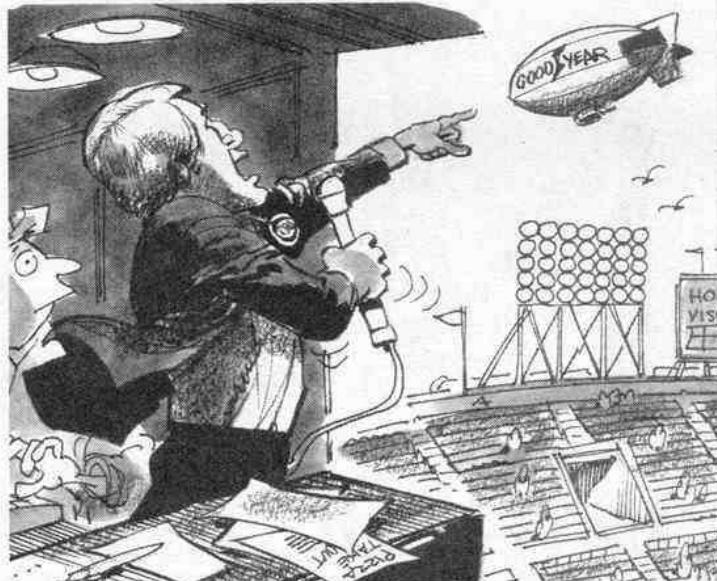
Five minutes, 51 seconds by Bjorn Bfree, 1977 Volvo-Virginia Slims-Louie's Diner Classic. After double faulting, Bfree dropped to his knees and proceeded to bang his head on the court approximately 275 times before lapsing into a coma.

FEWEST TELEVISED "HIGH FIVES" BY A BASKETBALL TEAM IN ONE GAME



One, by North Dakota Tech, 2/1/84, when team members saved their only display of jubilation for the merciful ending of their 25 to 149 loss to the Manitoba Barber College.

MOST PLUGS FOR THE GOODYEAR BLIMP DURING A SINGLE TELECAST



64 (including 37 mentions of Hank Bleen, the blimp's pilot), by Pat Summerall during the 1977 Boll Weevil Bowl game between West Arkansas P&Q and Texas Illiterate.

MOST LIFETIME PROFANITIES BY A COACH, MADE OBVIOUS TO LIP READERS WATCHING ON TELEVISION



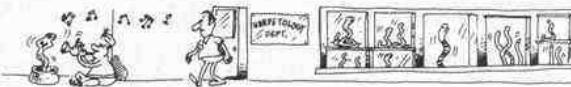
927, by football coach Fred "Foulmouth" Fineblowzer, during the 1957-1976 seasons. Curiously, all 927 used the same word, cleverly converted into nouns, verbs, adjectives and general comments about the ref's mother.

LOOK FOR THE UNION LIBEL DEPT.

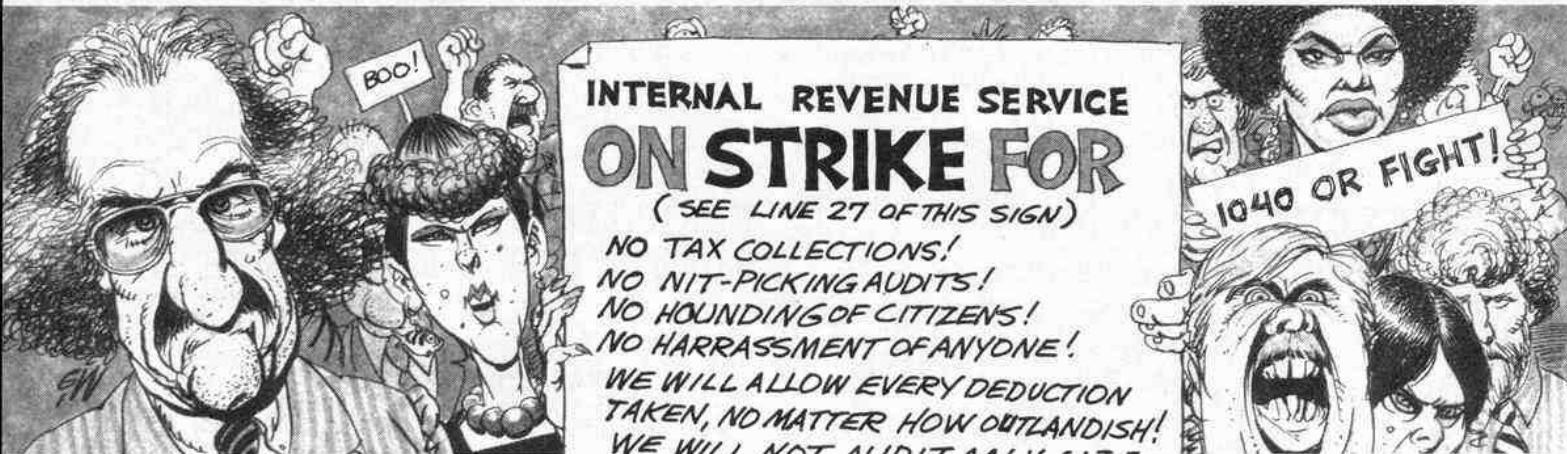
Whenever there's a strike, it's usually called by a group that we depend on for vital goods and services, like dairy workers, garbagemen or teachers. (That is, if you consider teachers vital???) Unfortunately, the clods and bimbos who continually mess up our lives or irritate us seem to never walk off the job! It is with these annoying folks in mind that we now present the picket lines of some...

STRIKES WE' ...and nev

T.V. EVANGELISTS



INTERNAL REVENUE WORKERS



TOBACCO GROWERS



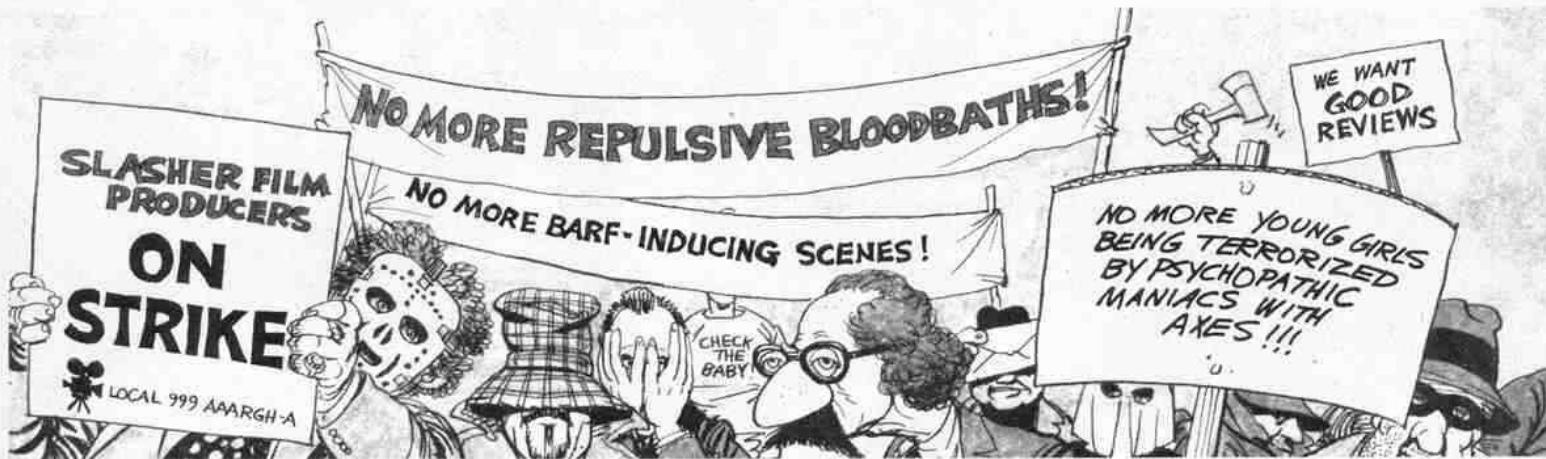
D LIKE TO SEE OCCUR er see settled!

ARTIST: GEORGE WOODBRIDGE

WRITERS: CHARLIE KADAU & JOE RAIOLA



SLASHER FILM PRODUCERS



KU KLUX KLAN MEMBERS



THE EQUAL-LIBRIUMIZER DEPT.

The statistics read that one woman is mugged, raped, or molested every 14 seconds in New York City! The solution? That one woman should move to another town—and quick! She's a loser! And speaking about losers, there's a hit TV show about a man who supposedly "evens the odds" by bringing crooks and creeps to their knees! How does he do this? With long-winded philosophical speeches! Of course, we're talking about...

Tranquillizer,
I need help!
I borrowed
\$200 from a
sleazy outfit
and now, after
three months,
they want me
to repay \$500!

Sorry,
my friend,
there's
nothing
I can do!
That's
the way
MasterCard
works!

McBore? This is Geresi,
your upstairs neighbor!
You know my daughter, the
one who whines and cries
day and night? Well,
she's been kidnapped!
Will you help me track
down who did it?

If I
do, it
will be
to give
that person
a
reward!

Hello, Mr. Tranquillizer? This
is Granny Kvetchly! I sold my
house for cash, but I just found
out they paid me in counterfeit
money! If I go to the authorities,
they'll just confiscate that money
and I'll be left with nothing!
I'm old and defenseless and...

Bingo!

DAK

MOTEL

ROOMS

HOT

New York Telephone

New York Telephone

8TH AVE

Go
Mets

MONTE

3
CARD
MONTE

VALIUM 2

THE TRANQUILIZER

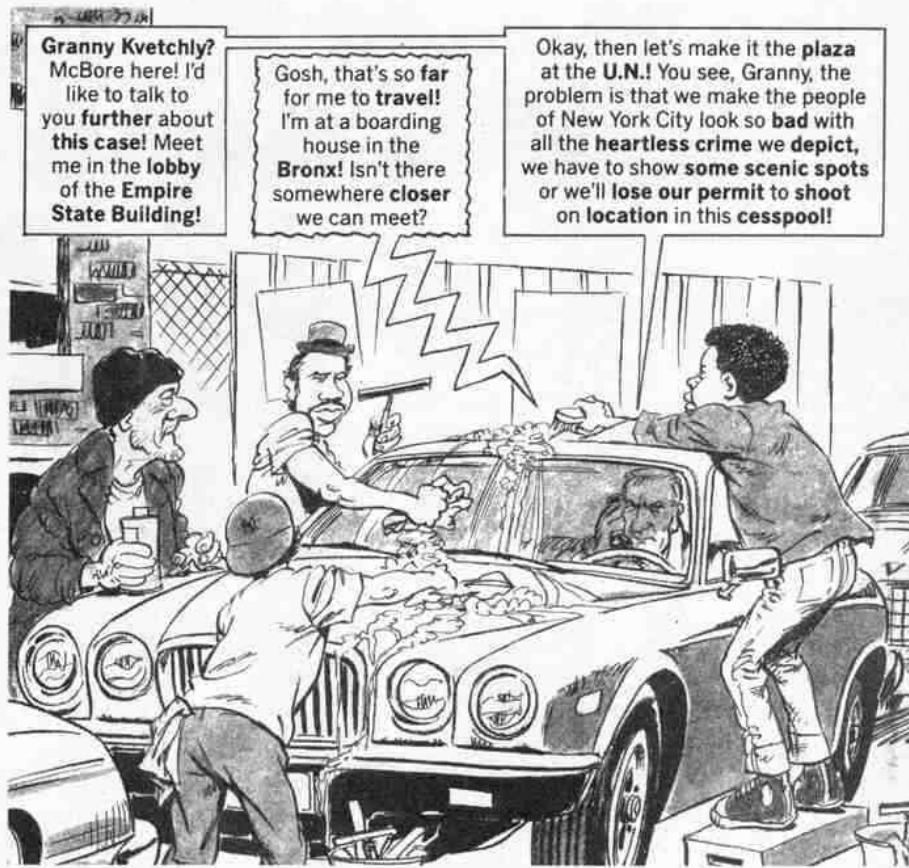
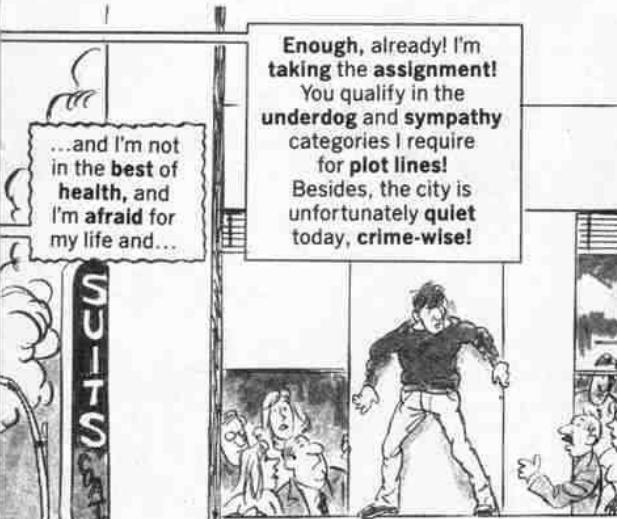
Enough, already! I'm taking the assignment! You qualify in the **underdog** and **sympathy** categories I require for **plot lines**! Besides, the city is unfortunately quiet today, **crime-wise**!

...and I'm not in the best of health, and I'm afraid for my life and...

Granny Kvetchly?
McBore here! I'd like to talk to you further about this case! Meet me in the lobby of the Empire State Building!

Gosh, that's so far for me to travel! I'm at a boarding house in the **Bronx**! Isn't there somewhere **closer** we can meet?

Okay, then let's make it the **plaza** at the **U.N.**! You see, Granny, the problem is that we make the people of New York City look so bad with all the **heartless crime** we depict, we have to show some **scenic spots** or we'll lose our permit to shoot on location in this **cesspool**!



ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

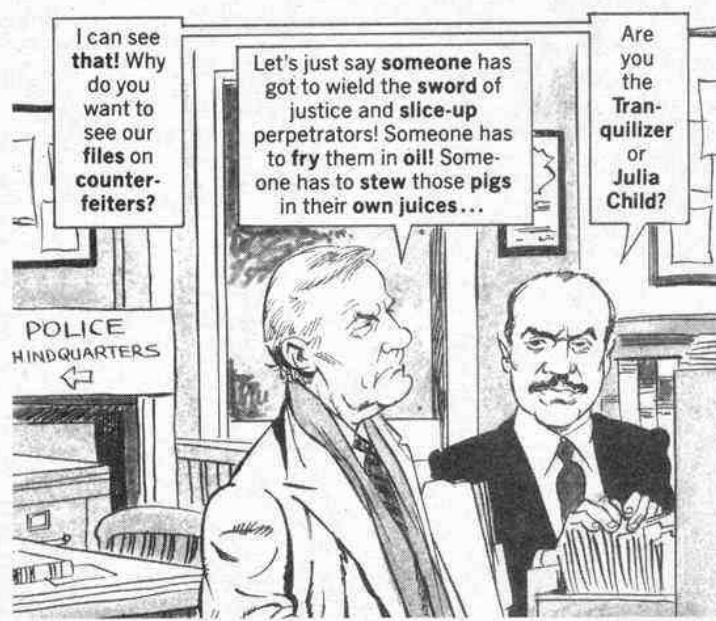
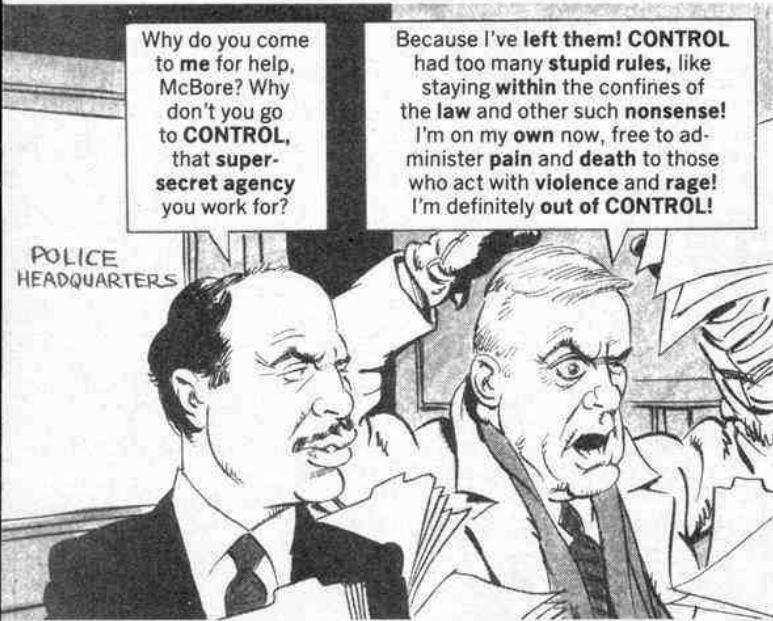
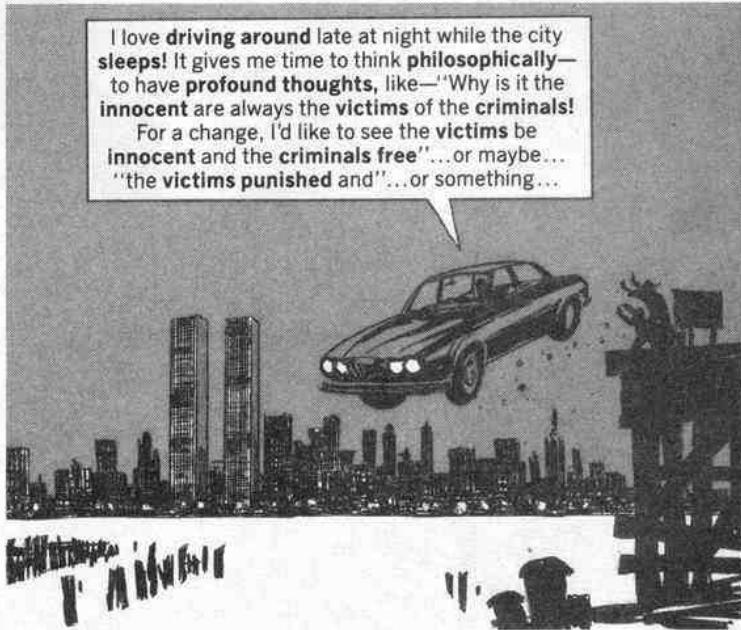
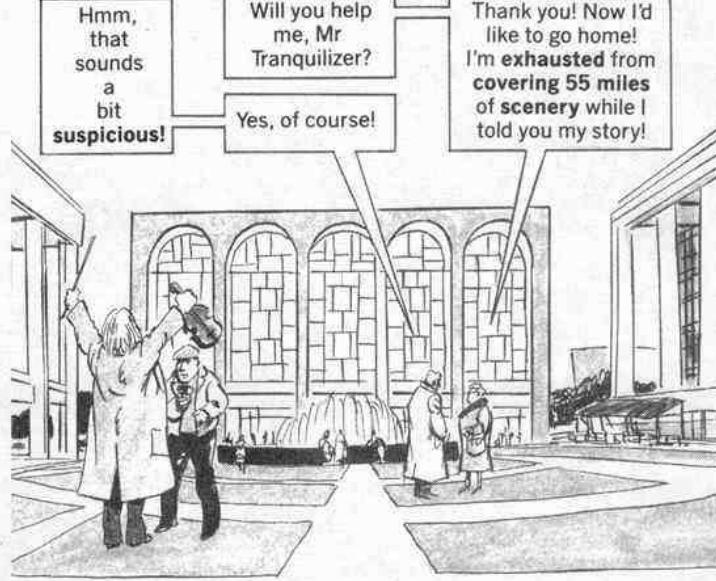
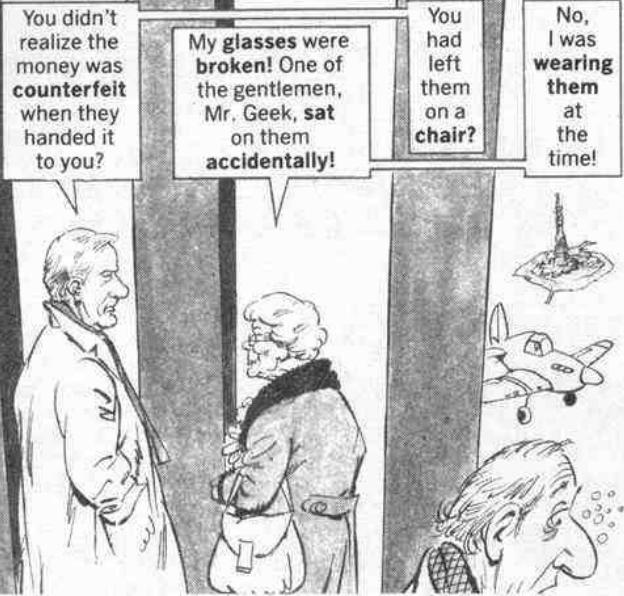
Please tell me exactly what happened, Granny! And talk slowly so we can scan the sunset skyline...

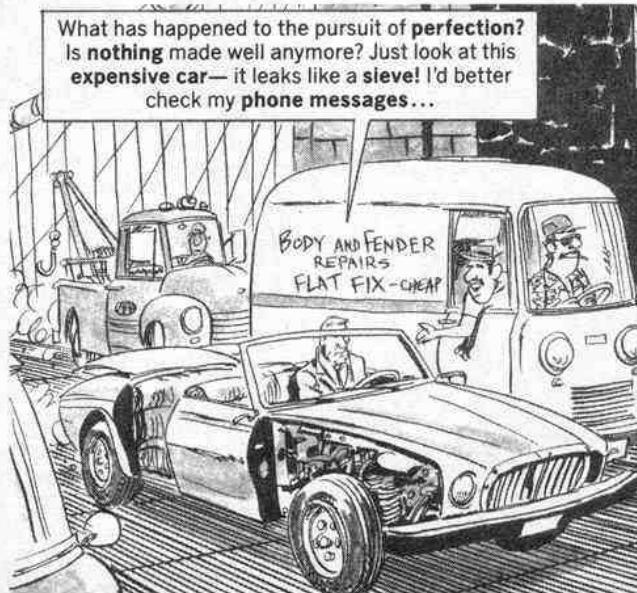
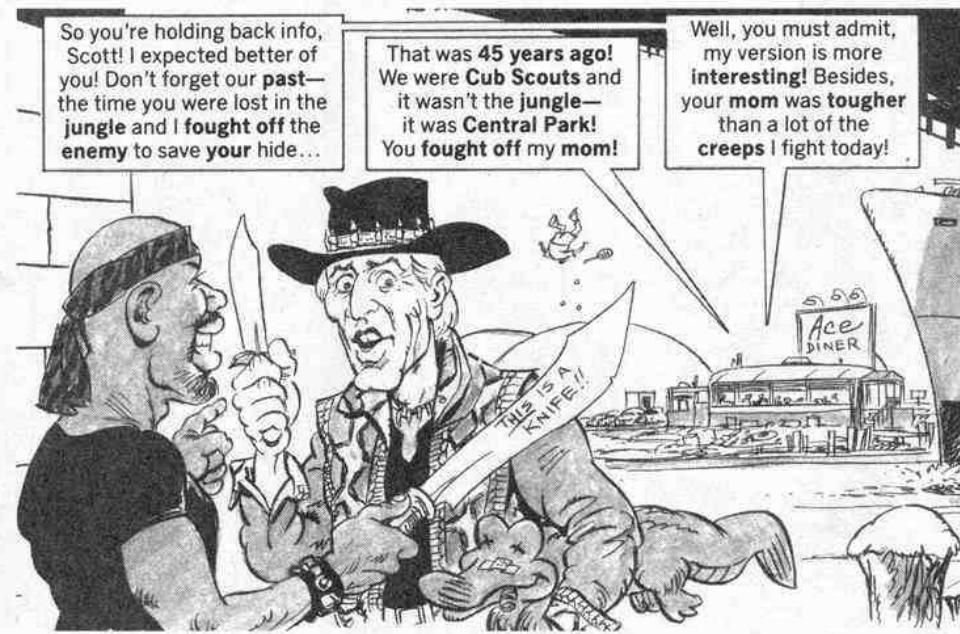
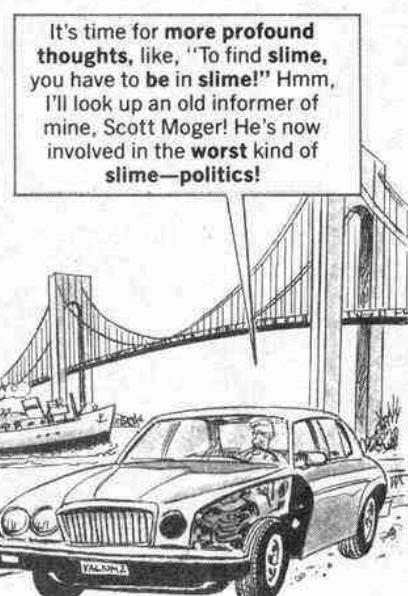
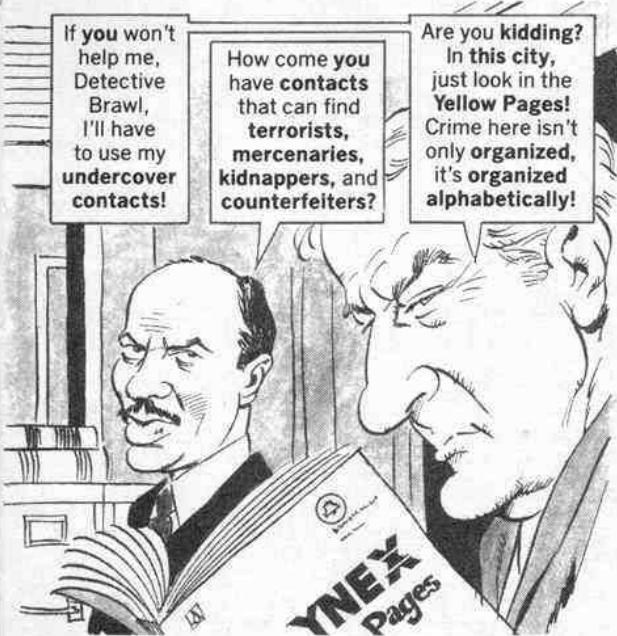
Well, originally I didn't want to sell my old four-story house on Park Avenue, but these nice gentlemen offered to buy it from me for cash—a lot of cash! \$2,000 to be exact!

\$2,000 for a four-story house on Park Avenue?

I know it's twice what I paid for it in 1929, but doubling my investment isn't illegal, is it, Mr. Tranquilizer? And they were such nice gentlemen, Mr. Guido the Geek and Mr. Bruno the Bruiser...







McBore, we've got the old lady and we're **torturing** her! Okay, Bruno, make her scream...

Okay, Granny, now I'm going to play **tapes** of McBore's **speech** four shows ago...

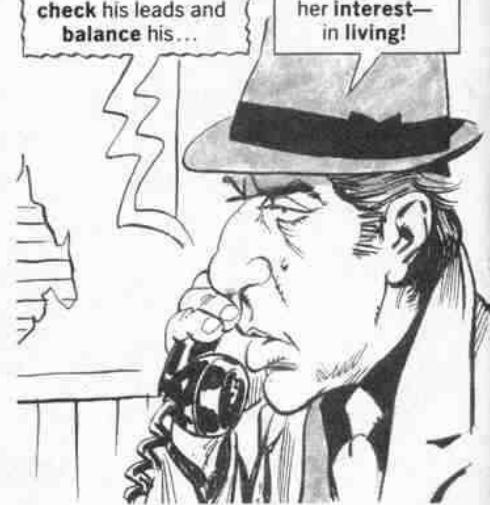
Please, no! Stop this **inhumane torture**!

What are you **doing** to that poor lady? Stop it at once or live to regret it, for as Aristotle once said...

Hold it right there, McBore! **One torture** at a time! We want your word that you won't try to track me and Bruno down!

A man's word is his **bond**! He must take stock of his **investment in saving** those who **trust** in him, who **bank** on him to **check his leads and balance his**...

Who is this, the **Tranquilizer** or **E.F. Hutton**? Agree to our demands or the old hag loses her **interest**—in living!



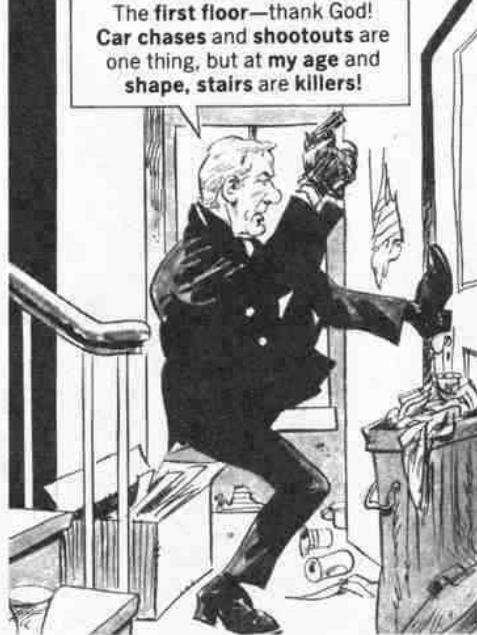
I've traced a call to this **building**! Which apartment belongs to **Guido the Geek** and **Bruno the Bruiser**?

They're on the **first floor**, in the back!

SUPER



The **first floor**—thank God! Car chases and **shootouts** are one thing, but at my age and **shape**, **stairs** are killers!



Let her go! **Counterfeiting** was bad enough, but now you've added **granny-napping** to the charges against you, Guido!

The **granny-napping** is your **crime**, McBore! Your **speeches** made her **catatonic**!



How can I ever thank you, Mr. **Tranquilizer**? I know you **never charge** the poor for your **services**...

I'm making an **exception** this time, Granny! Someone's got to pay to get my **car restored** and you're it! Ten grand, please!



Okay, lady, better give me your purse!

Not so fast, punk! I'm going to...

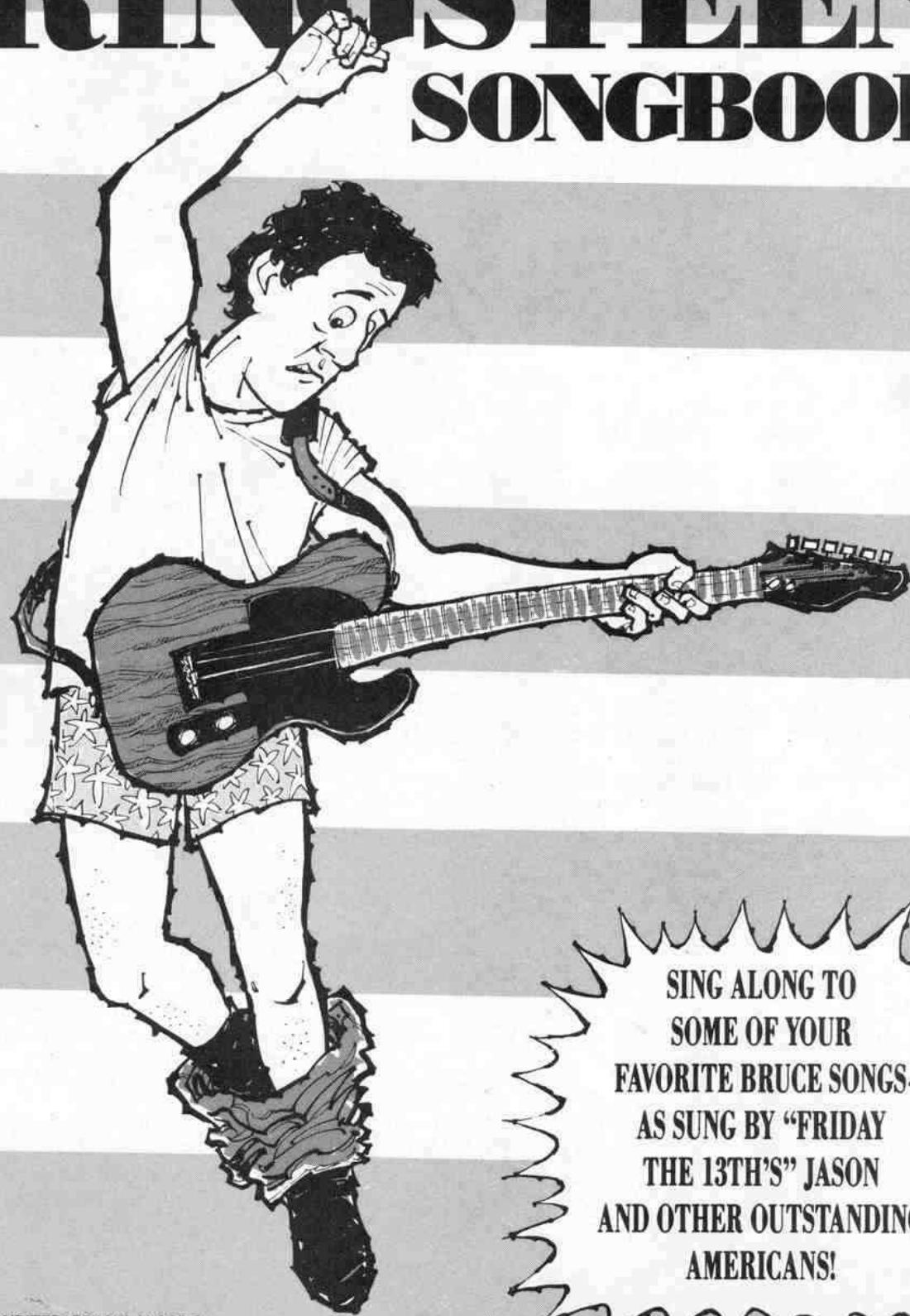
Not so fast, **Tranquilizer**! I was here first! I'm **Bernhard Goetz** and this punk is mine!

Cool it Bernie, and you too, McBore! I was doing **this act** in "Death Wish" before either of you, so I'm gonna waste this punk!

I can't believe this whole nutty scene! Nowadays, we've got more trouble with these **vigilantes** than the punks!



THE BRUCE SPRINGSTEEN SONGBOOK



FOLLOW THE
BOUNCING
BOSS DEPT.

SING ALONG TO
SOME OF YOUR
FAVORITE BRUCE SONGS—
AS SUNG BY “FRIDAY
THE 13TH’S” JASON
AND OTHER OUTSTANDING
AMERICANS!

TINKLING FOR THE DOC

(sung to the tune of "Dancing in the Dark")

I'm a whiz in the in-field—
Ev'ry... game... I'm ready to play;
Make more money than Win-field,
And I'm worth ev'ry dollar they pay!

Ain't... no drugs in my sys-tem;
There's nothin' stronger... than so-da pop!
Still they test... me—
An-a-lyzing each lit-tle drop!

They say, "Fill... that... bot-tle!"
Even though I'm thinking... it's all a crock—
"Fill... up... that... bot-tle!"
Ev'ryone is TINKLING FOR THE DOC!

I was an All-Pro play-er;
Now that I'm hooked, there's no place to run!
Looks... like I don't have a pray-er—
When they see... how I'm makin' Number One!

'Cause now... they're plannin' to test... me,
I'm afraid that my fut-ure... could be in doubt!
They'd ar-rest me
If the awful damn truth comes leaking out!

If I fill... that... bottle,
All those fans who love me... will be... in... shock!
Please dump... that... bot-tle!
God forbid I'm TINKLING FOR THE DOC!

I'm a big pro hoop stuf-fer—
Hustlin' like crazy... all over the floor;
But, golly, I surely do suf-fer
When they say, "Put out a little more!"

'Cause now... I'm in a real pick-le—
Hell, even though I'm certain... that I'd... test... clean;
Just... a... trick-le!
So tomorrow I'll repeat the whole routine!

They say, "Fill... that... bot-tle!"
Then they'll cert-i-fy me... a drug-free jock!
I squeeze... that... bot-tle—
Praying I'll be TINKLING FOR THE DOC!



I'M FOR HIRE

(sung to the tune of "I'm on Fire")

Hey, Mr. Adman, just look at me!
I'm the top-rated star who's on prime TV!
Uh, huh... I can smell a buy-er!
Ooh, ooh, ooh—I'M FOR HIRE!

Ev'ryone knows that I'm squeaky-clean,
And you'll never find me comin' off obscene—
Uh, uh... not like Rich-ard Pry-or!
Ooh, ooh, ooh—I'M FOR HIRE!

I'm a whiz with Jello pudding and with E.F. Hutton stocks;
And I could do as well with Maidenform and Midas shocks!
I'll pitch Charmin', Alka-Seltzer, Coppertone, and Mister Clean,
And I've time for Preparation "H" and Lister-er-ine—
Not to ment-ion... Oscar May-er!
Ooh, ooh, ooh—I'M FOR HIRE!

Call me soon—Goodyear Tire,
Ooh, ooh, ooh—I'M FOR HIRE!



COLOR THEM

(sung to the tune of "Cover Me")

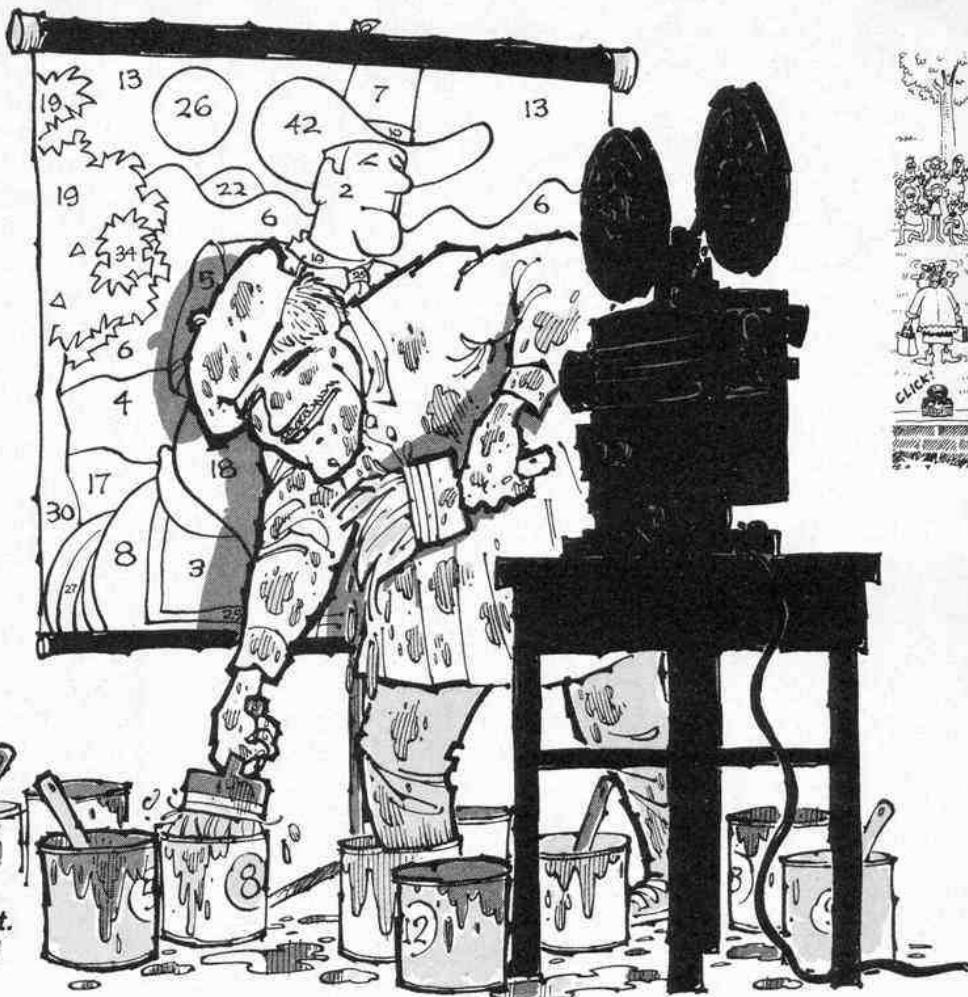
Old flicks **don't work...now!**
 We've all **out-grown...them!**
Black-and-white's the pits!
 And since I **own...them—**
COLOR THEM!
That's the answer—COL-OR...THEM!
 Let them holler—long as I can **make a dollar,**
I'LL COL-OR...THEM!

Paint Humphrey Bogart—
 Give him **red hair!**
A green tux-e-do
 Suits **Fred Astaire!**
COLOR THEM!
Ev'ry shade I'LL COLOR THEM!
Gary Cooper on a purple horse looks super—
I'LL COL-OR...THEM!

Tint Cary Grant;
 Let's make him **black!**
A few might notice,
 So there's some **flack!**

Fix up John Wayne;
 He needs it **bad!**
Make one eye blue—
 The other **plaid!**

Who cares if the **colors...don't always look right.**
 As long as my **prof-its...are in black-and-white!**
COLOR THEM!
 Hell, yes, I'LL COLOR THEM!
 Let them holler—long as I can **make a dollar,**
I'LL COL-OR...THEM!



GORY DAYS

(sung to the tune of "Glory Days")



They're sick of **flicks...with big name wimps...that appear**
In shmaltzy plots;

They'd rather see blood and guts...that puts their
Stomachs in knots!

Yeah!

Movie-goers love some creepy **hu-man-oid**
 Chewin' people up like they were **Snickers Bars!**
 Ev'ry time another victim **starts...to...scream**
 Then they thank their lucky stars

For **GORY DAYS—**

With a **but-cher knife!**

GORY DAYS—

All providin' a **slice...of...life!**

GORY DAYS! GORY DAYS!

Yeah, I was a **cut-up** then...and my **slashin'**
Days aren't through!

I'll make a **"New Beginning"**...and I'll shriek
"This blood's for you!"

Then I'll go and dump the **carcass** in the **bath-tub,**
 And I'll pour in a **bucket of lime!**

And I never will write **"The Final Chapter"—**
 I'll be **back another time**

For **GORY DAYS—**

That get **to the point!**

GORY DAYS—

When I carve 'em up **joint...by...joint!**

GORY DAYS! GORY DAYS!



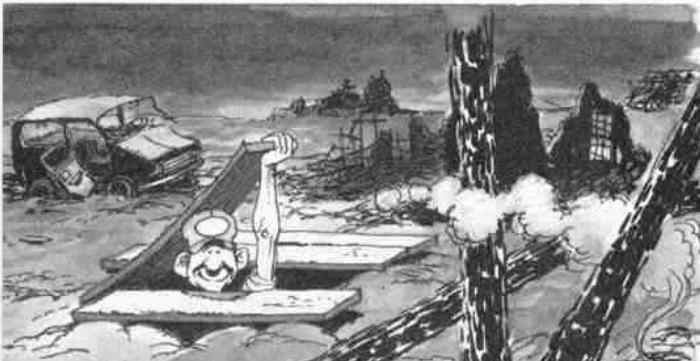
Have tobacco-spitting androids infiltrated the world of sports??? That's what stunned baseball fans believe when the Chicago Cubs actually win the World Series!



Top scientists lose their minds when they cannot explain Mona Melon's weird ability to walk away from pay phones without first checking for loose change!



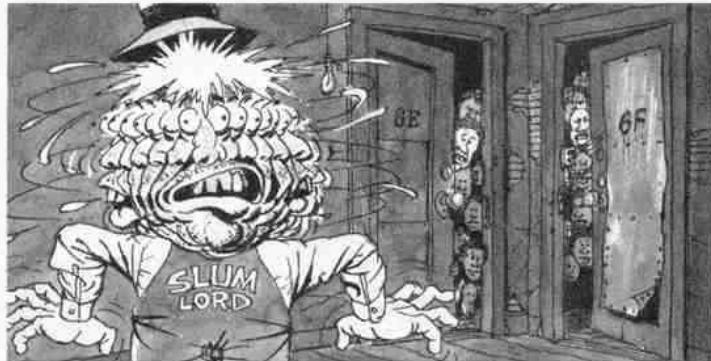
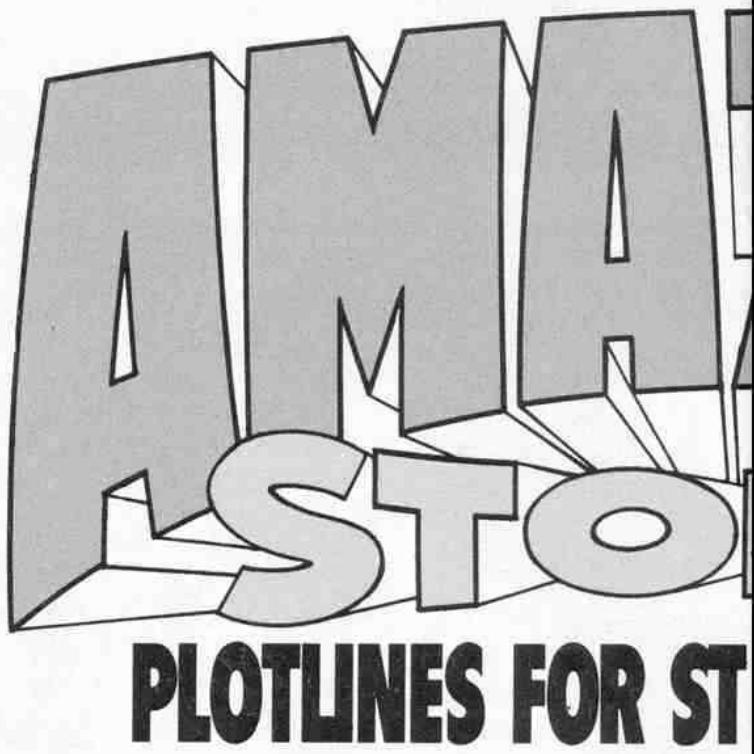
A heavily medicated patient at Rex Morgan Immemorial Hospital claims that he can make a nurse appear at his bedside merely by pushing his emergency button!



Average American citizen Kenny Falk survives a nuclear holocaust by digging a hole in his back yard, crawling in, and covering himself with wooden planks! (Adapted from a fantasy suggested by the Joint Chiefs of Staff.)

SHOW AND TALE DEPT.

You'd expect some fantastic television from the director of "Raiders" and "E.T."—but guess again! So far the most "amazing" thing about his series has been the depth of its ratings—



A Harlem slumlord is thought to be possessed by demons when he provides heat and hot water for his tenants without first being bribed, fined or thrown into jail!



Viewers suspect voodoo when television executive Leo Crapolla cancels a hit series in mid-season because "it's stupid, it completely insults our audience, and it's turning the people of Bayonne into vegetables!"

it's dead in the water, like "Jaws"! We think it's time to help out, and we just happen to have some suggestions to make the show truly "amazing" to viewers. Join us as MAD presents:

LUNCHBAG RIES EVEN SPIELBERG



Doreen "Hooboy" Holland experiences "A Miracle at McDonalds" when her extra-large Coke appears to her on the countertop containing more Coke than ice!



Lottery winner Mickey Bitsko shocks decent people everywhere by admitting that the prize money will change him, and then proves it by dumping his wife and sailing to Tahiti with three topless dancers!

WRITER: BARRY LIEBMAN



In a bizarre twist of fate, construction worker Lou "Lunchbag" Weiss actually picks up a passing girl by making loud kissing noises and gesturing obscenely!



Little Tommy Fleebler realizes that he owns "The Goldfish That Wouldn't Die" when the slimy creature fails to kick the bucket three days after he brings it home!



Terrified Washington, DC residents fear that alien clones have taken over Congress after each of its members turns down a sizable bribe from the NRA!



After being freed from an evil spell, Academy Award voters start giving Oscars to billionaire directors who make movies that people really like! (Based on a recently discovered screenplay by Steven Spielberg.)

ALL A-BOARD GAME DEPT.

Do you remember when your family would go on those long boring car trips! And do you remember how your Mother would try to keep you kids entertained with "Auto Bingo" ... that stupid little game with the cows and stop signs, etc. Well, what we have here is a similar game for another boring activity kids have to do with their parents. Here's

SUBWAY BINGO



SMELLY BUM



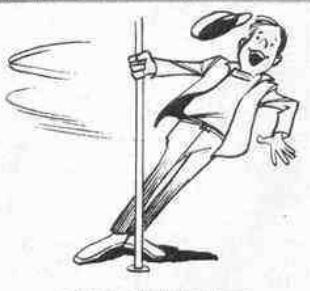
SPIDER GRAFFITI



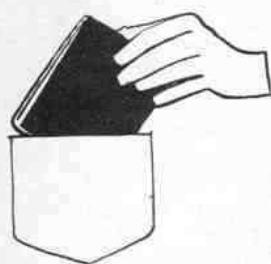
BIG CRAZY GUY
STARING AT YOU



"BLIND" BEGGER



POLE TWIRLER



PICKED POCKET



TRANSEVESTITE



CHAIN SNATCHING



PUKING DRUNK



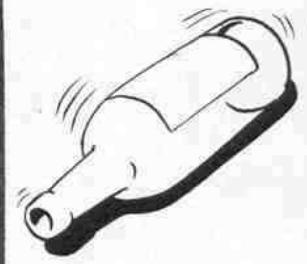
DAY-OLD NEWSPAPER



GUARDIAN ANGEL



BLASTING RADIO



ROLLING BOTTLE



SOMEONE TAKING
UP TWO SEATS

FREE SPACE



SOMEONE FALLING
ASLEEP ON SOMEONE



PREGNANT WOMAN
STANDING



LONG DELAY



OVER-THE-SHOULDER
NEWSPAPER READER



BLACKOUT



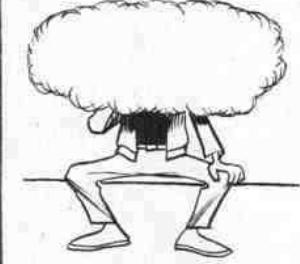
SEAT SQUEEZER



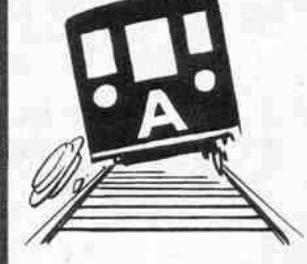
DOOR-HOLDER



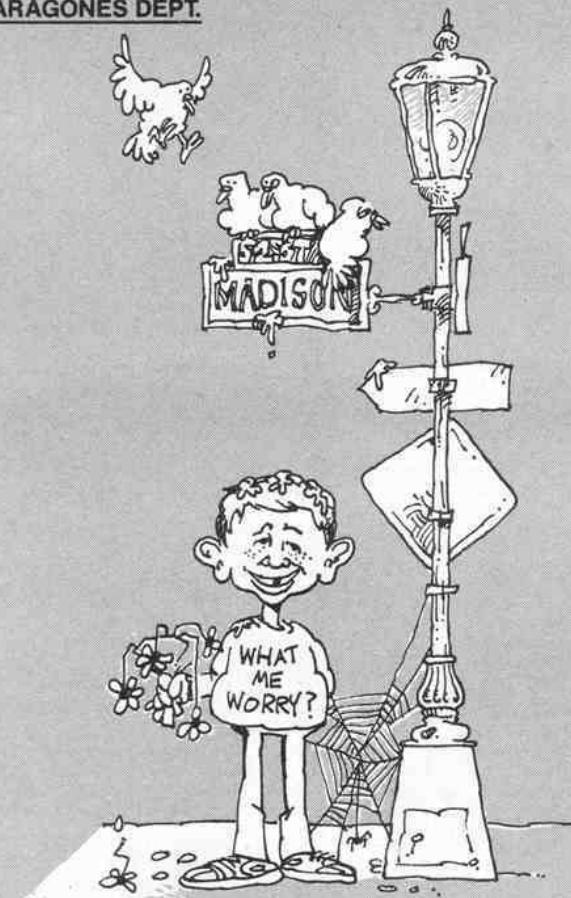
SOMEONE STUCK
IN DOOR



DEFIANT SMOKER



DERAILMENT



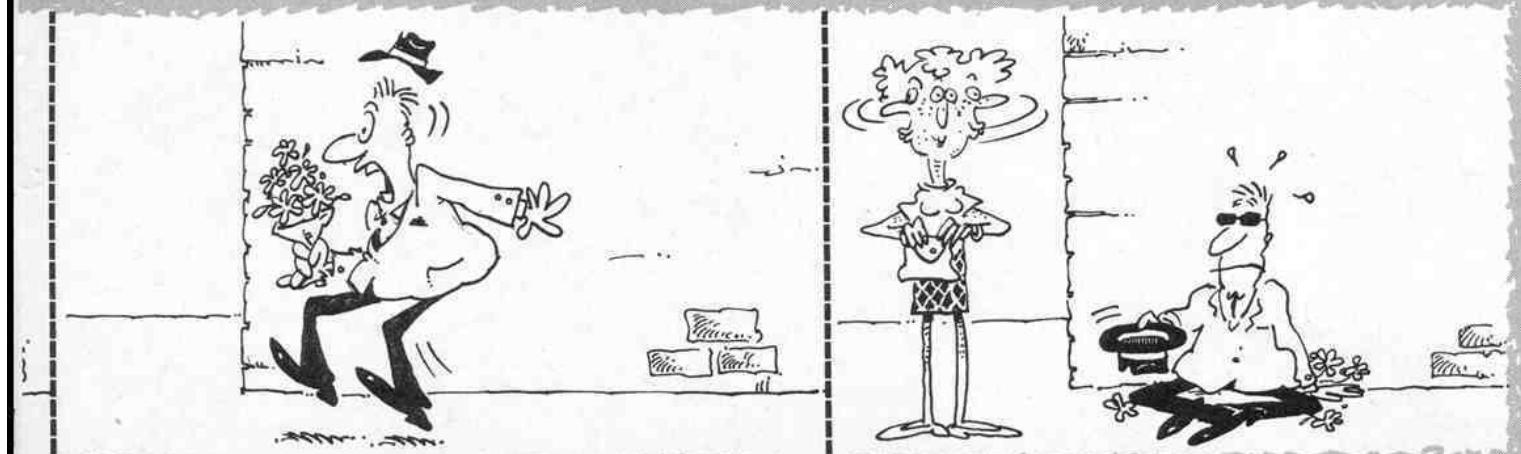
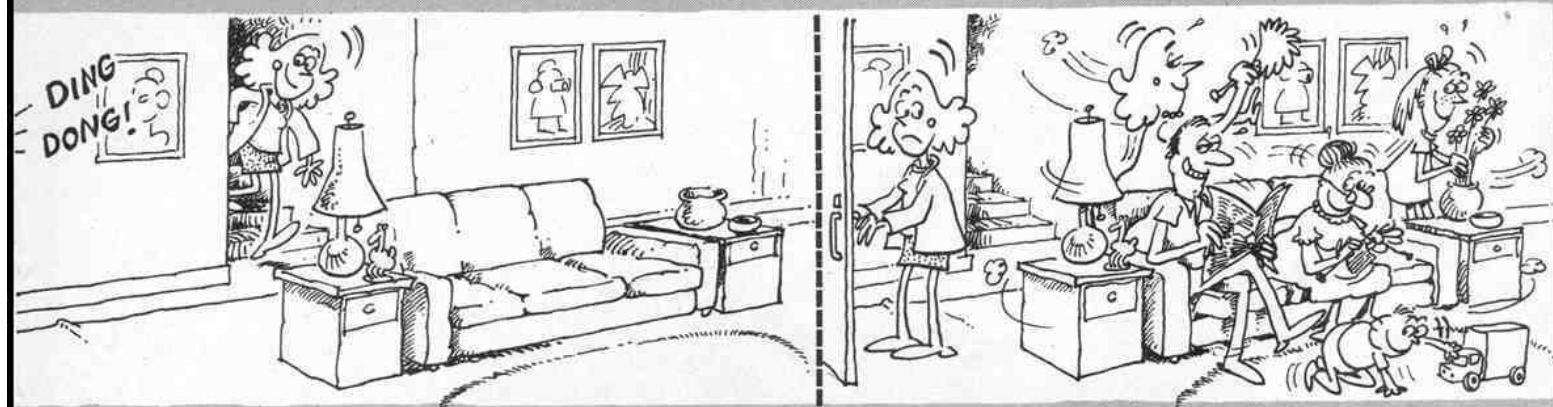
A MAD LOOK AT DATING

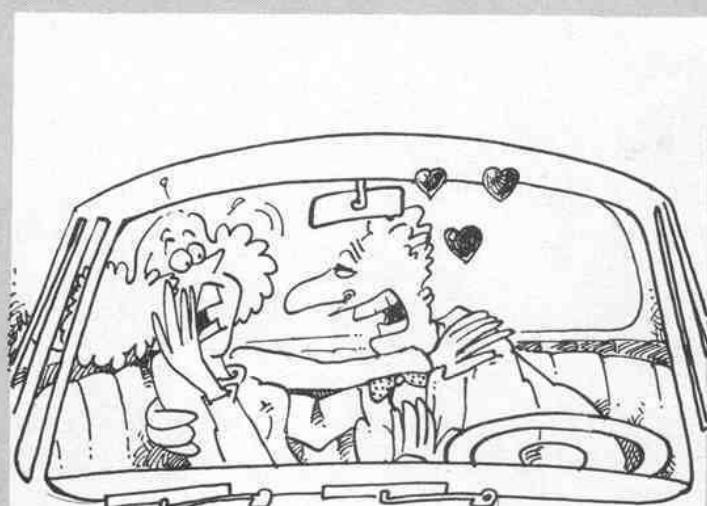


DATING

ARTIST & WRITER: SERGIO ARAGONES







ARAGONES 87

RING AROUND THE DOLLAR DEPT.

Announcing

THE CRANK'EM OUT MINT

PROFESSIONAL WRESTLING CHESS SET



Turn the
page for information on
how you can own these richly-detailed
sculptures of the Great American Heroes of the

ARTIST: HARRY NORTH
WRITER: JOHN FICARRA



Squared Circle!



**"Rowdy" Roddy Piper
KING**



**Hulk Hogan
KING**



**Miss Elizabeth
QUEEN**



**"Captain" Lou Albano
BISHOP**



**"Adorable" Adrian Adonis
QUEEN**



**"Classy" Freddie Blassie
BISHOP**

CHESS—THE TIME HONORED GAME of the great thinkers! And Professional Wrestling—the game for people who don't think too much! Brought together here for the first time!

The Crank'em Out Mint, dedicated to putting an unwanted bill or parcel into the mailbox of every American, every day for the rest of their lives, is proud to unveil this exciting new Professional Wrestling Chess Set.

CRAFTED WITH ACCURACY AND DETAIL

This extraordinary chess set is crafted to the most unbelievable of standards. The shell of each piece is painstakingly cast in 100% man-made synthetic material and then completely filled with genuine air—the same air found in wrestling arenas around the greatest wrestling country in the world, the United States Of America!

Every evil sneer, bulging bicep, tacky costume and concealed weapon has been depicted with uncompromising accuracy. Every disgusting drop of sweat and trickle of blood has been richly captured by our artists and master craftsmen—many of whom sweat and bleed themselves!

As a result, the Crank'em Out Mint's Professional Wrestling Chess Set is a magnificent collection! A triumph over those who said it couldn't be done and over the millions more who said it shouldn't be done!

Each of the wrestling chessmen are distinctly different. Some are kneeling, others strutting,

still others grimacing in pain (after having just landed on their heads). All are specifically scaled in such a way so that it is *almost* clear which function they are to assume in an actual chess match, adding even more excitement to this otherwise boring game!

A specially written pamphlet, "Wrestling Chess Notation Made Easy," explains how to keep track of your moves:

*Q. Th B. ch = "Queen Toe-holds Bishop, Check"
N. Dk R. ch, tc, M! = "Knight Drop-kicks Rook,
Check (Three Count) Mate!"*

And so on. All made easy with our exclusive pamphlet!

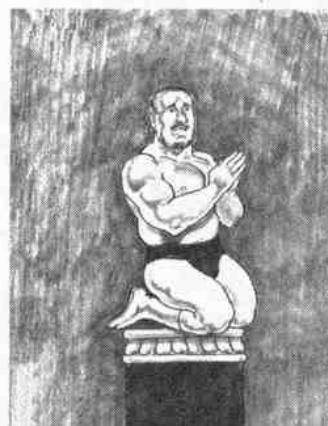
AN UNBELIEVABLE ADDITION TO ANY CLOSET OR GARAGE

In addition, the deliberately over-padded chessboard mat is completely surrounded by ropes and ring posts, further blurring the line between the two games.

Imagine the fun you and your family will have with this incredible offer. Hour after hour of wrestling chess fun! Only, unlike real pro wrestling, you won't know the outcome of the chess match before it begins! Exhibited on a shelf or an old milk crate, this is a possession guaranteed to provoke emotions among all who make their way into your garage or unfinished basement!

BE SURE TO ACT BEFORE NOVEMBER 1

The subscription rolls are now open. This wrestling chess set may be obtained by direct sub-



**Nikolai Volkoff
KNIGHT**



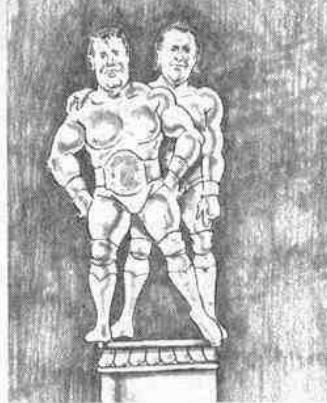
**The Iron Sheik
KNIGHT**



**Big John Studd
ROOK**



Bruno Sammartino
BISHOP



British Bulldog
KNIGHT



Uncle Elmer
ROOK



Hillbilly Jim
ROOK

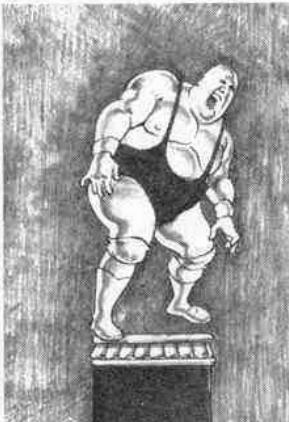
scription only and, unlike our last three collection offers, will not be available in manufacturer close-out stores within a matter of weeks. For absolutely no reason whatsoever, WE URGE YOU TO ACT BEFORE NOVEMBER 1!

HOW IT WORKS

Wrestling chessmen will be sent to you once a week for the rest of your life. (In the event of your death, we reserve the right to ship the remainder of the set in bulk to be buried with you and bill your heirs accordingly.) You will be billed \$29.95 for each piece shipped, even if it was not necessarily shipped to you. In addition, there is a \$9.37 per piece charge for postage and handling, which you can save if you elect to personally pick up your wrestling chessmen each week at our foundry in Osaka, Japan. You may cancel your subscription at any time; however, that will not deter us from continuing to ship and bill you. Like the Iron Sheik's infamous "Camel Clutch," our hold on you is painful, indefensible and impossible to get out of.

To begin receiving your Wrestling Chess Set, send no money! Simply fill out the coupon below. You should know, however, that by having read the ad this far, we feel you are already under obligation, and you will most likely begin receiving chessmen whether you fill out the coupon or not. Therefore it is all the more important that you act before November 1!

Figures shown actual size.
(Your size may vary.)



King Kong Bundy
ROOK



THE PAWNS *White Tights:* King Tonga, George "The Animal" Steele, Andre the Giant, The Junk Yard Dog, Ricky Steamboat, Tito Santana, Jimmy "Superfly" Snuka, Sgt. Slaughter! *Black Tights:* The Magnificent Morocco, Jesse "The Body" Ventura, Brutus Beefcake, Greg "The Hammer" Valentine, Cowboy Bob Orton, Randy "Macho Man" Savage, Jake "The Snake" Roberts, Terry Funk!

The Crank'em Out Mint
Box P.K. -4
Boston Crab, Mass

SUBSCRIPTION APPLICATION

Please enter my subscription for the Crank'em Out Mint's Professional Wrestling Chess Set, consisting of at least 32 but not more than one thousand playing pieces.

I understand that a new wrestling chessman will be sent to me once a week forever; however, you reserve the right to increase the number of pieces sent to me at any time. I will be billed accordingly for each piece sent and will most likely be harassed and have my credit rating destroyed even if I pay each bill, however preposterous the amount, the moment it is received. I need not send any money now; however, I understand that it will become necessary to arrange to have my entire paycheck sent directly to you each week in the very near future.

Signature _____

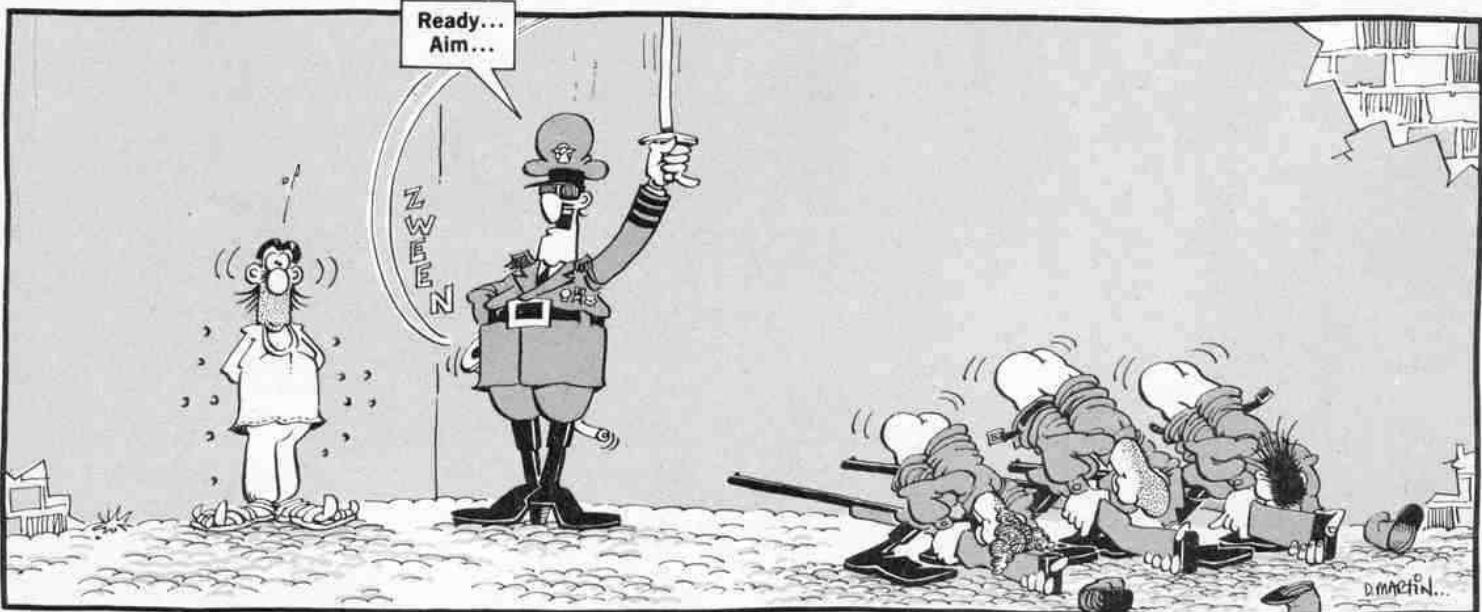
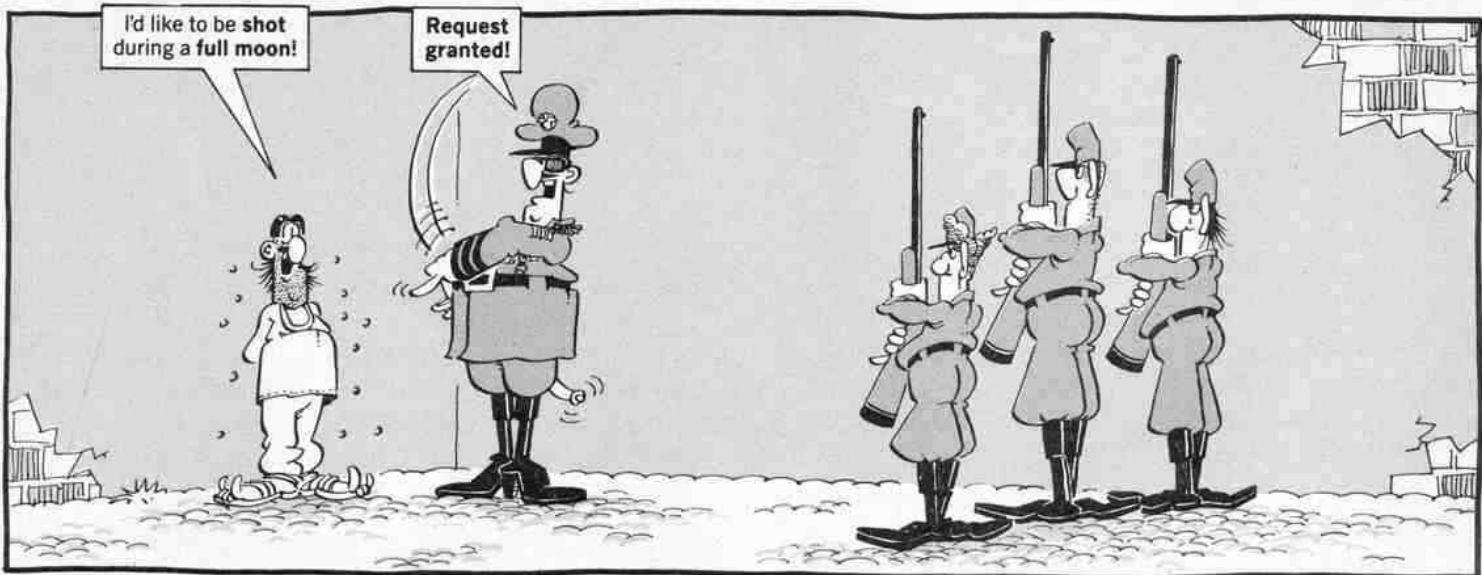
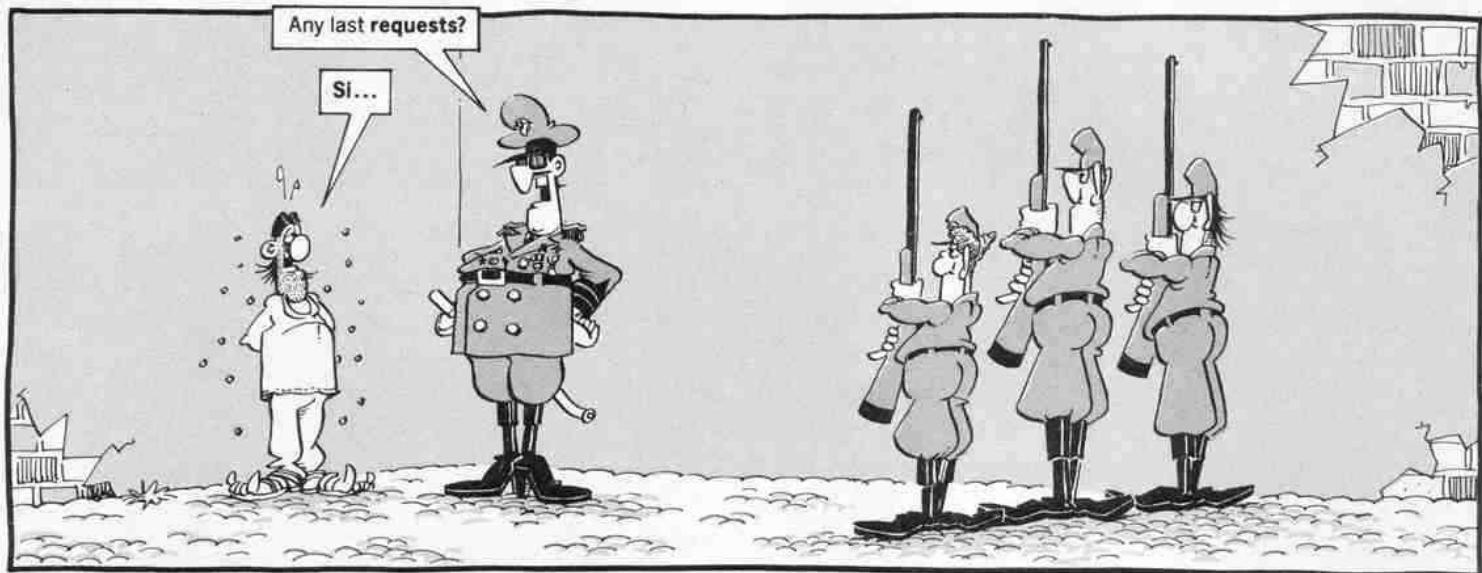
Name _____

Address _____

City, State, Zip _____

Bank and Account Number _____

ONE FINE DAY IN SOUTH BALSAMICA



WHAT WOULD BE HELPFUL IN EVALUATING GOVERNMENT LEADERS?

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

It is not always easy to understand what our leaders are telling us. What would greatly help to clear up the confusion is suggested by folding in the page as shown in diagram at right.

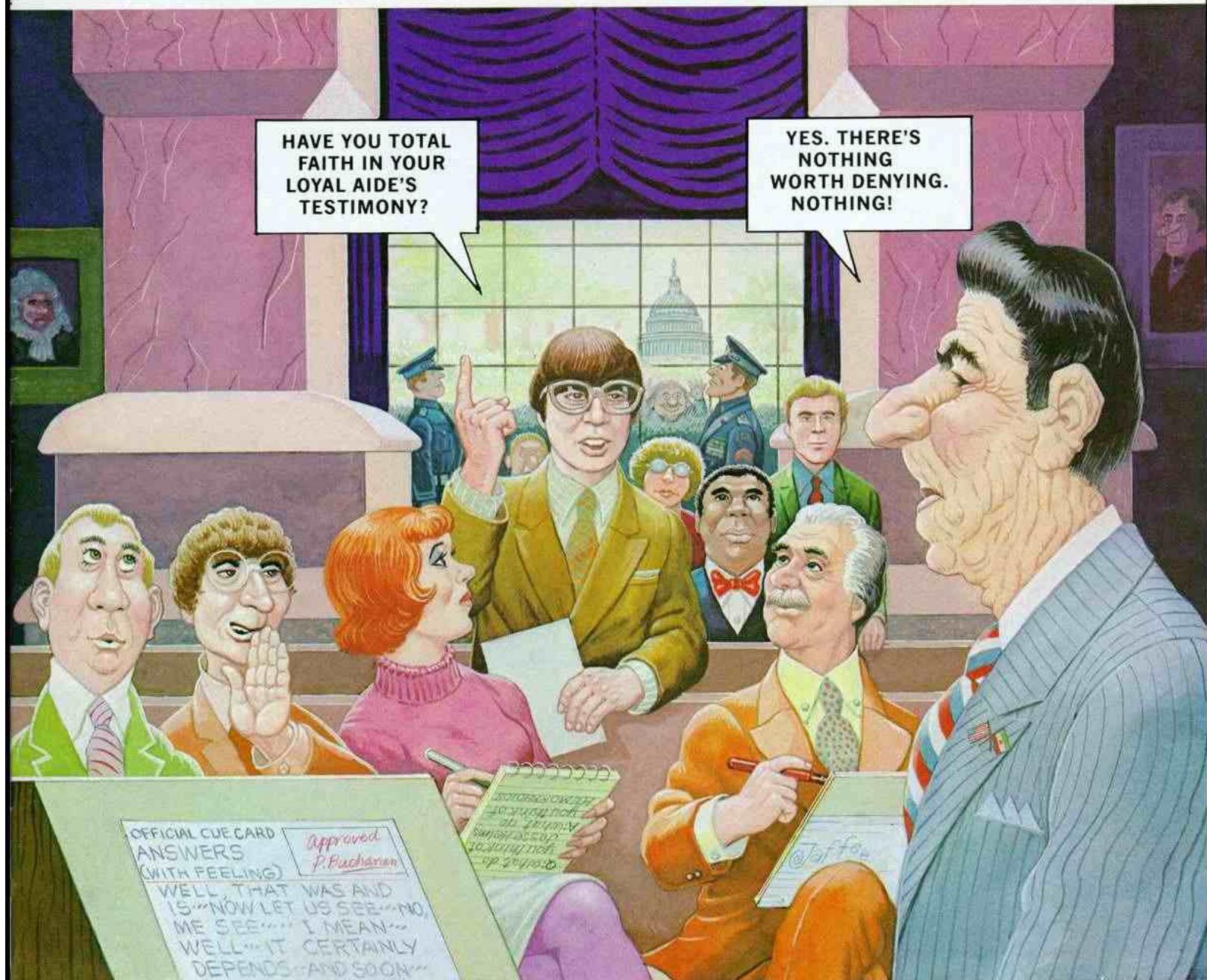


FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



THE PINPOINT QUESTIONING OF GOVERNMENT LEADERS PREOCCUPIES THE PRESS. MEDIA FROM EVERY STATE IS AT BRIEFINGS—A TV TEAM FROM TEXAS, AN OHIO NEWSPAPERMAN, AND A RADIO COMMENTATOR FROM SOUTH DAKOTA—ALL CUTTING THRU THE VERBAL POLLUTION

A►

◀B

A TV COMMERCIAL WE'D LIKE TO SEE

