

IN THIS ISSUE  
WE SHOOT DOWN

**TOP GUN**

No.  
267  
December  
1986

**MAD** IND

Our  
Price  
\$1.35  
Cheap!

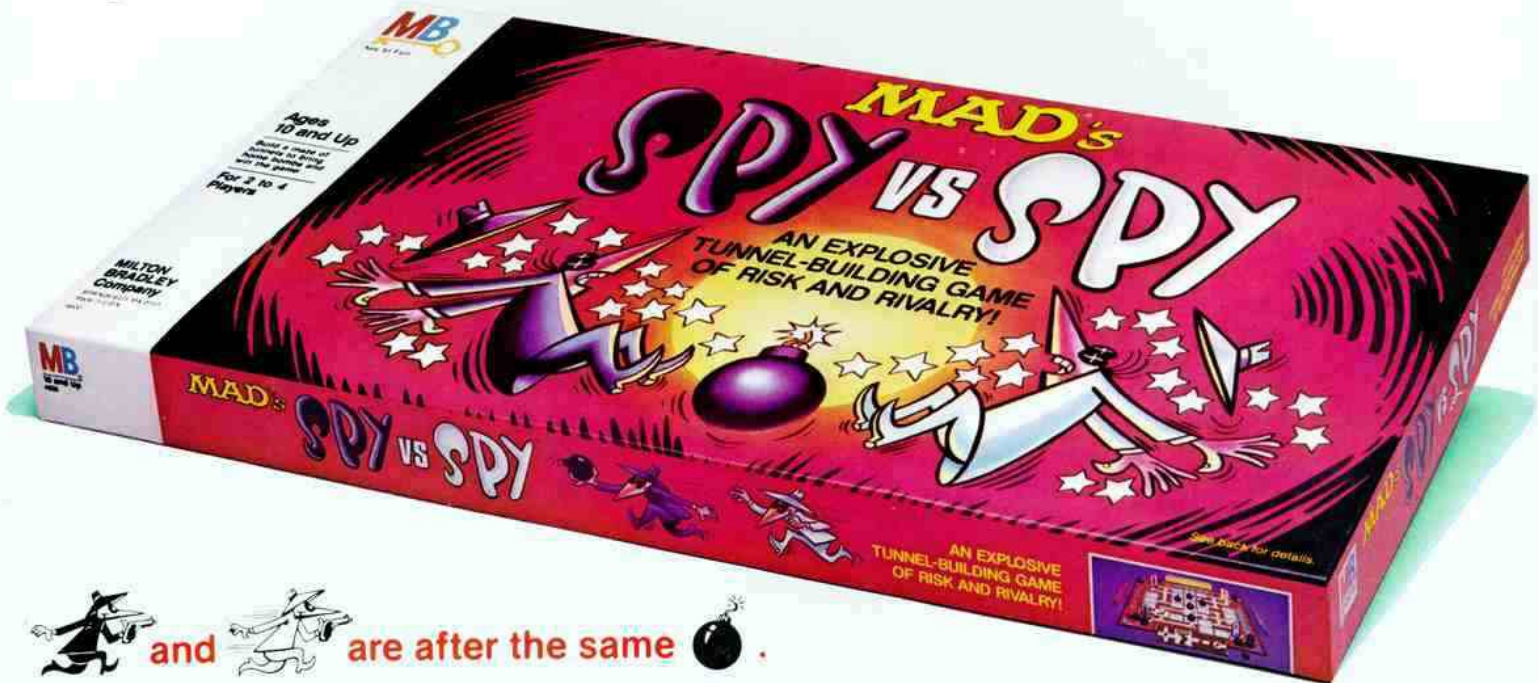




—REAL ADVERTISEMENT—

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—REAL ADVERTISEMENT—



# MAD

"People on ego trips should buy one-way tickets." —Alfred E. Neuman

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**LEONARD BRENNER** *art director* **TOM NOZKOWSKI** *production*

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**JACK ALBERT** *lawsuits* **ANNE GRIFFITHS** *logistics*

**GLORIA ORLANDO, M.C. GAINES, TINA HOLLOWAY** *subscriptions*

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

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COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: THE EDITORS

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& SPACEY"**  
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# 100% MONKEY BUSINESS



**Swing Over To Your  
Local Bookstore And  
Toss Up A Few Bananas  
For This King Klod!**

## LETTERS AND TOMATOES DEPT.



### "HENNA AND HER SICKOS"

I'm an avid fan of Woody Allen and I think that "Hannah And Her Sisters" was a masterpiece, but "Henna And Her Sickos" was just SICK. Go back to trashing bad movies like "Rocky IV."

R. Keith Phipps  
Englewood, OH

You guys wasted five pages on "Henna And Her Sickos." If you ever spoof another Woody Allen movie again, I'll puke!

Andrew Quinn  
Ontario, Canada

Okey Dokey!—Ed.

## TAKING THE BIBLE BY THE HORNS

I find Mrs. Linda Houk's letter in MAD #265 extremely distressing. From its contents it's obvious she is a blind self-righteous patriot. If she thinks MAD is too awful to read, I'd like to suggest she try something else. It's called THE FIRST AMENDMENT!!!

Mark Wilson  
Columbus, OH

I saw the "Bible Belts" letter in MAD #265, and I have a few comments. If that lady would actually read MAD, she would see it is really worse than she thinks it is. MAD's language is not only atrocious, but also revolting, repulsive and nauseating. Lastly, I can't figure out why she would want MAD to change its attitude, because right now it's just how its readers want it—CHEAP AND DISGUSTING!!!

Jereme Hansen  
Woodland, CA

### "HOME FU"

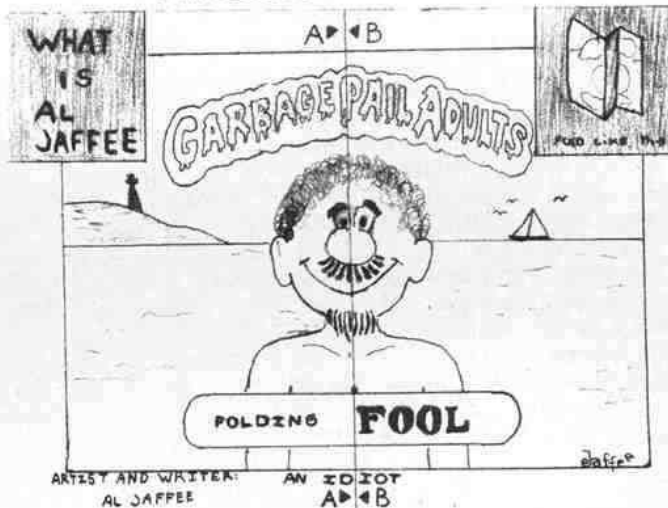
I found your tips in the "Home Fu" article more helpful than my training in Tae Kwon Do!

Philip Chang  
Mobile, AL

Okey Dokey!—Ed.

## THE USUAL GANG OF GARBAGE PAIL IDIOTS

Paul Madonna of Baden, PA sent us three sketches of some "Garbage Pail Adults" we missed in MAD #265!! Thanks, Paul!



ARTIST AND WRITER: AN IDIOT  
AL JAFFEE A+B

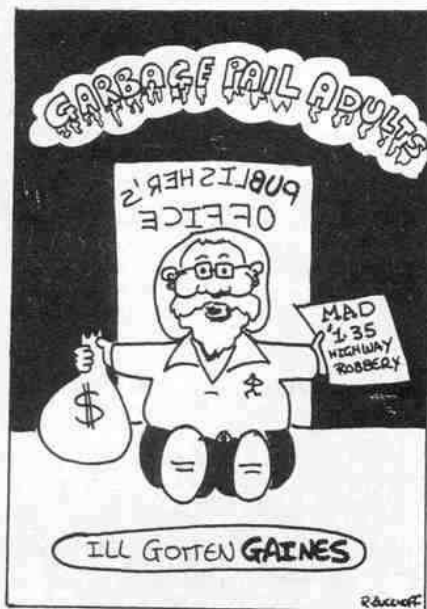




## GARBAGE PAIL MAIL

Enclosed is a picture of one "Garbage Pail Adult" you forgot to mention.

Randy Bucknoff\*  
Old Greenwich, CT



## RHYMIN' REAGAN

"The Reagan" in MAD #265 made my day. I love the caricature by Gerry Gersten. The whole thing was a welcome surprise. I'm sure if Poe was still around, he would have written the same thing. After all, he was a horror author, wasn't he?

Dave Lacombe  
Plainfield, VT

## MADMEN RETURN

Talk about "deja vu"! This looks like the 50's again! The best move MAD has made in a long time is wooing artists Will Elder and Harvey Kurtzman back to E.C. Publications. Please don't let them stray again!

Daniel A. Wilder  
Saluda, SC

## MORON MAIL

I love your moron mail. Some people say such stupid things it is unbelievable. Do they think they're funny? And those snot-nose people who write, I love the quips you put under their letters. They deserve it. How stupid can some people get?

Ellen A. Whitman  
Stamford, CT

**We think you just answered your own question.—Ed.**

Congratulations on surviving so long without the benefit of advertising! It's just you and *Consumer Reports*. In a way, you're a lot alike!

J.F. Sanders  
Ridgefield, CT

**Yeah, we both print letters sent in by pin-heads!—Ed.**

**Please Address All Correspondence To:  
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What does Hollywood do when the teenage stars of their sludge movies grow too old to play teenagers? Easy! They make movies about over-the-hill teenagers and hope the sludge can rise to the level of...

ARTIST: MORT DRUCKER

WRITER: STAN HART



This is the most **elaborate** film of its kind ever made!

Oh, come now, I've seen more **elaborate** action films!

I'm talking about **Navy recruiting** films!

This movie demonstrates our **military preparedness** and gives some people a lot to worry about!

You mean **potential enemies** who might attack us?

No, I mean Americans who believe that **goofy fliers** like these can protect our country!

I feel that **shooting and killing** are not proper subjects for **entertainment**!

True, but how many people do you know who would pay 5 bucks to see a movie about a **disarmament conference**?



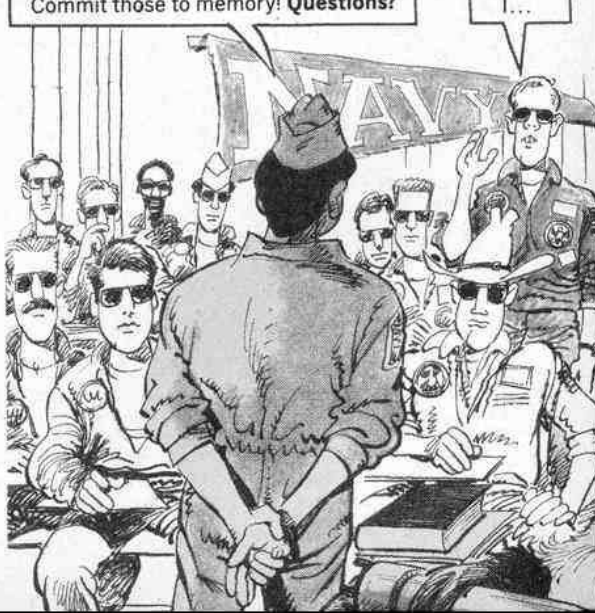
Tell me it's not true! **Maniac and Goof** are here in **Top Gunk**?

That's **ridiculous**! They aren't **team players**—they're headstrong, reckless, and a **danger** to their fellow pilots! So they're sent to the school only the **best pilots** in the Navy are chosen to attend? Who's going to believe that?

The same people who believe that building up our armed forces **encourages world peace**!

In this **briefing**, I want to go over the **checklist** for Navy movie pilots! A pilot must: 1) Try to redeem his family name; 2) Disregard rules to save a buddy; 3) Be a womanizer; 4) Despair, but find renewed faith; 5) Get into trouble with the brass, but be secretly admired by them! Commit those to memory! **Questions?**

Sir, I'm **Lt. John Jones** and I...





# TOP GUNK

Hey, if the **government** supplied the **planes** and the **stunt pilots** and we **taxpayers** footed the bill, how come we have to pay admission to see this?

That's show biz!  
Ain't we still paying to watch actors in real-life roles as **politicians**?

The MIG's on our tail  
Maniac!  
I can't see him!

Great! We've got a 30 million dollar plane with a 3 million laser holograph scope sight and a 4 million load of the latest air-to-air missiles—and we're going to get our butts **blasted off** because we don't have a lousy **6 dollar** rear view mirror!

RIGHT ON!

GO AHEAD!  
MAKE MY DAY!

John Jones? Get that **creep outta here!**  
Which brings up point **number 6**—any pilot caught without a **silly** or **catchy nickname** will be automatically **dropped** from the **Top Gunk** program!

TYPICAL DOGFIGHT

That girl really intrigues me!

You always say that...

Yeah, but this one's got something the other girls I know don't have!

What's that?

A big headstart on middle age!

MIQT  
DRUCKER



There are a few **rules** you have to remember to become successful Navy movie pilots! You must:  
 1) Smile 90% of the time and hold back tears the other 10%; 2) Have a close friend who gets killed; 3) Never appear on screen without being sweaty; 4) Meet an old buddy of your dad's who "really loved him"; 5) Be afraid to make an emotional commitment to a woman!

But Sir, there are no **women** here in **Top Gunk**...

Which brings us to number 6—Accept **without question** that the country's **foremost aerial combat expert** is a young lady who's never been in a plane in her **life!** Inability to accept **these** and all **other clichés** thrown at you is tantamount to **failing Top Gunk training!** Dismissed!

MIG DONALD'S

TOP SECRET

How come she's the instructor instead of a **veteran Navy pilot**? What **experience** does she have?

They say she's **logged over 300 hours!**

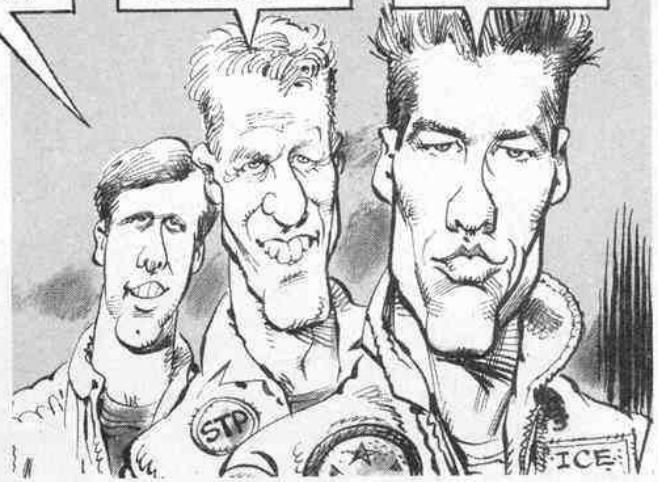
Really?

Yeah! She saw "An Officer and a Gentleman" **165 times!**

Besides, there's gotta be **some** kind of **love interest** for Maniac!

Love interest? Who's gonna believe **that**? She looks **old** enough to play **Maniac's mother!**

You know it! I'm glad I play an "Ice Berg" so I don't have to **make out** with her!



Why do you try to be such a **hot shot**? What are you trying to **prove**?

That I can be the kind of man my **father** was! He was a fighter pilot, too!

What happened to him?

No one knows! He flew off into the clouds one day and was never heard from again!

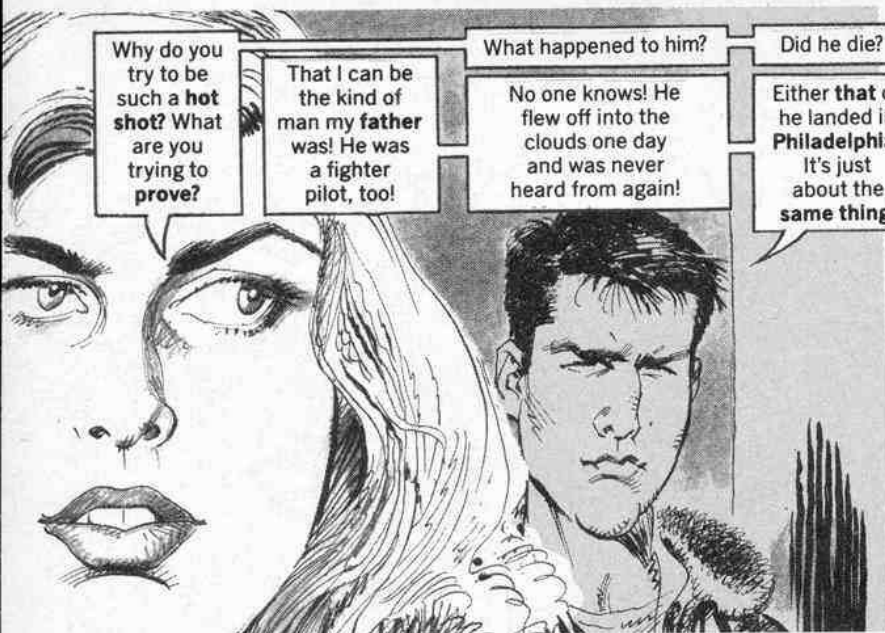
Did he die?

Either **that** or he landed in **Philadelphia!** It's just about the **same thing!**

Maniac, you should be **yourself** and stop trying to act like **someone else!**

You mean like **my father?**

No, like **Dustin Hoffman!**







So I let the MIG catch up to me—then I put on the brakes! He zoomed past me and I was on his tail!

You took too great a risk, Maniac! Supposing you had crashed?

Hey, man, I'm not afraid to die!

Who cares about you—you can be replaced very easily! It's the plane that we don't want to lose! Remember, at Top Gunk we do everything by the book!

First, kiss my eyelids! Now nibble on my nose! Now my earlobes! Now... hold it a second...

What's the matter?

I lost my place!

You were reading instructions? I know you do everything by the book, but this is ridiculous!

I'm proud of this uniform and I know I'm the best there is!

Not really! There were at least 75 pilots in the last class who were as good as you, and 25 who were a lot better!

I don't believe that! I could fly rings around them up there!

Who said anything about "up there"? I'm talking about down here!

ALL THE RIGHT MOVES IS 'RISKY BUSINESS

We've got trouble, Goof! The engine's gone!

We'll have to eject and ditch the plane!

I don't care what the squadron leaders think!

What are we going to do, Maniac?

Some people aren't going to like that!

I'm talking about people living in Los Angeles—'cause that's where this ditched plane'll go down!

Your buddy Goof is gone, Maniac! You're lucky you spilled the yellow dye or we might not have spotted you! You would have been a goner, too!

I've got news for you, Mac—that wasn't yellow dye!

Goof is dead? My husband? What did he die of?

Terminal cliché! The minute you showed up with that kid, everyone knew he was a dead duck!

You can't allow yourself to feel guilty about what happened, Maniac! When a buddy goes, you've just got to let him go!

Let who go?

You really learn fast!



You seem so unhappy, so remote, so tuned out! You don't even want to fly anymore!

Ever since the accident, I've lost the will to die!

I've never said this before, but I love you!

I find that hard to believe!

Just look at my face and tell me what you see...

Wrinkles, some crow's feet, sagging jowls, age spots...

All right, already!

Gentlemen, there are a few **basic rules** you must remember as **graduates of Top Gunk!** You must: 1) Always be ready for timely coincidences—like **now**, for instance! We've just learned about a **new crisis** of world-threatening proportions which means that **all of you** must leave immediately for **combat!** Any questions?



Sir, if the situation is really **that** important, wouldn't it be **wiser** to send **former Top Gunk graduates** and **other battle-experienced pilots**?

Which brings us to number 2—**Never** louse up a plot by introducing **logic, reason, or common sense!** Dismissed!

Okay, Russkies—you'd better start **saying your prayers!**

That's **another** nice, old cliché, Maniac, but it doesn't really apply here very well, considering how most Russians are **atheists** and don't say prayers!

Okay, how about "**May the force be with you!**"

Fine, especially considering that these **aerial dogfight scenes** are a total rip-off of "**Star Wars**" anyway!



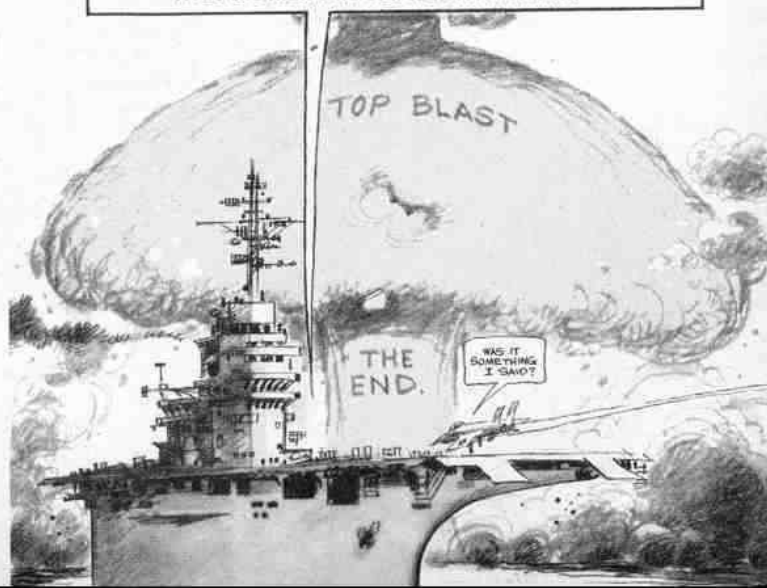
Wow, Maniac, you knocked down **three Russian jets!**

And you scored with **another old cliché**—coming to the aid of your rival, "**Ice Berg**," proving you're a "**team man**"!

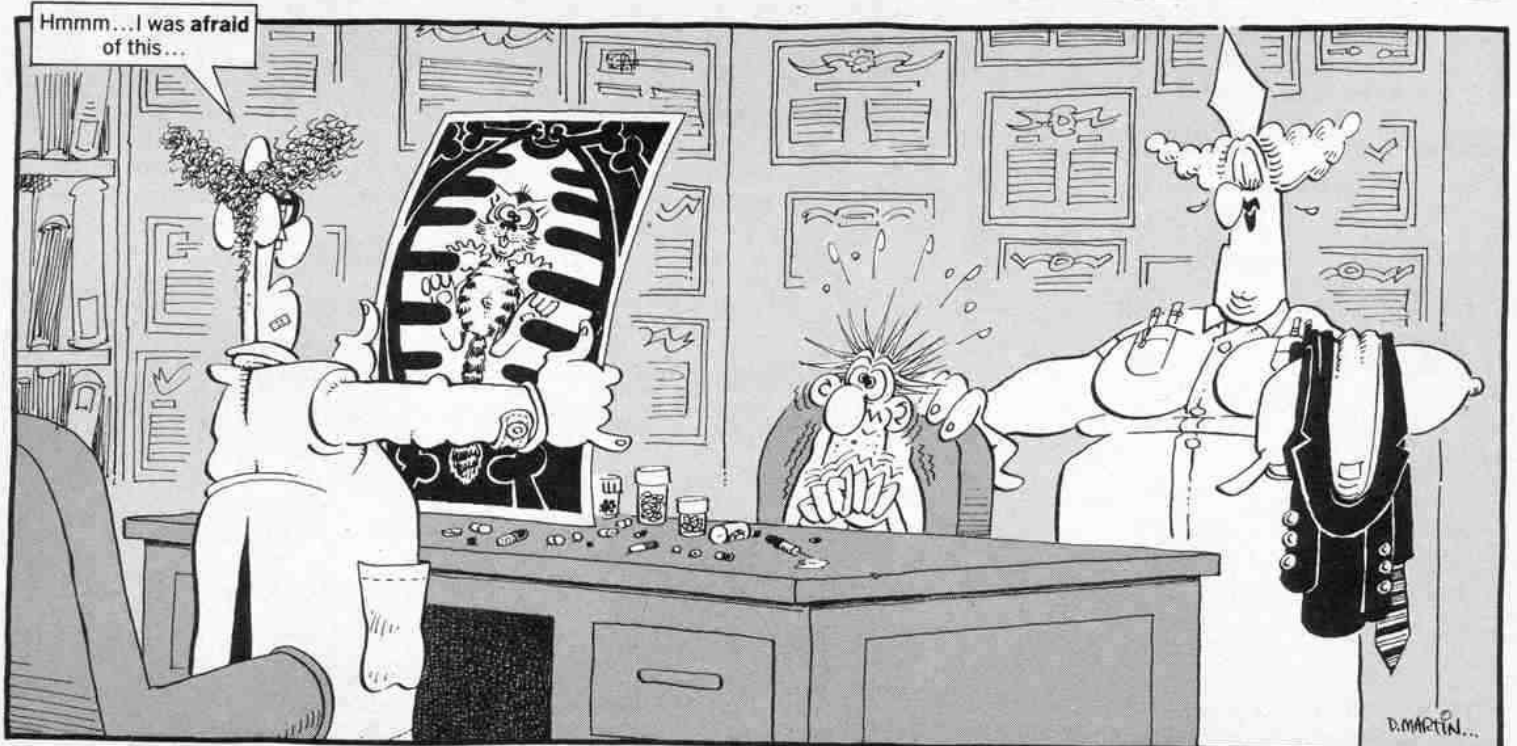
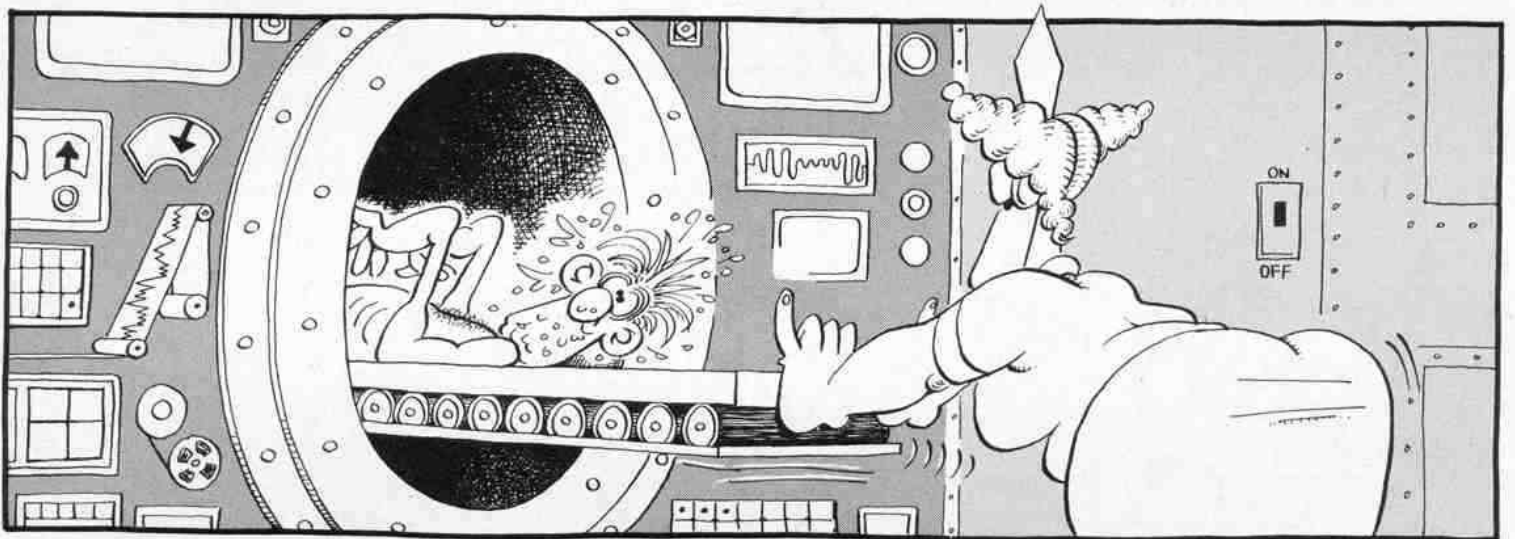
I guess I've successfully redeemed our family name!

More than **that!** By knocking out those **three Russian jets**, your name will go down in **history...**

...as the man who started **World War III!**



# Early One Morning at the Hospital



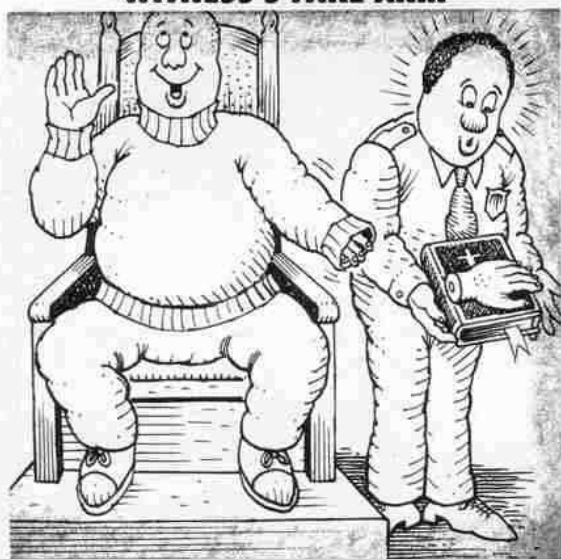


## RUBBER GAVEL



There's sure to be plenty of disorder in the court when his honor embarrasses himself with this very silly device!

## WITNESS'S FAKE ARM



This life-like rubber limb will give any court officer a coronary when it comes loose during swearing-in!

## STENOGRAPHERS' VANISHING INK



The fur will fly when a judge asks for some key testimony to be read and finds not one word of the trial was recorded!

## ...AND JEST IS FOR ALL DEPT.

A courtroom is a place where everything is supposed to be very serious. The judge, jury, attorneys and court officers have no time for fun while they're

# MAD'S PRAC CATALOGUE FOR

ARTIST: AL JAFFEE

## WHOOPEE JURY BOX



It's the jury who will be on the spot, not the defendant, when they sit down after a long deliberation. They'll be so embarrassed there's no way a "guilty" verdict will be returned!

## EVIDENCE-ON-A-STRING



You'll enjoy punching a hole in the credibility of any prosecuting attorney who tries to grab a piece of potentially damaging evidence. He'll be the laughing stock of the Bar Association!

## JOY BUZZER BIBLE



Witnesses will be swearing when you swear them in with 500 volts of electricity, and that's the truth, the whole truth and nothing but the truth!

entangled with all the legal rigmarole. The truth is courtrooms are BORING! But they never have to be again! Now you can get legal laughs easily with...

# TICAL JOKE COURTROOMS

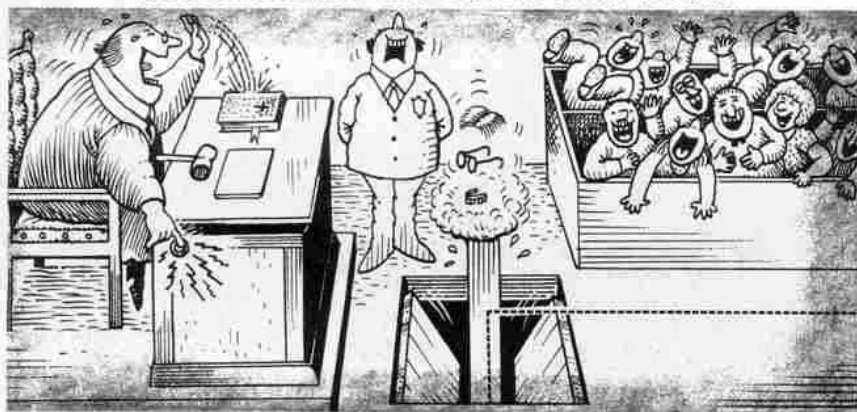
WRITER: DESMOND DEVLIN

## INFLATABLE SURPRISE WITNESS



When the District Attorney introduces his "surprise witness" there's sure to be a hush in the courtroom *and* a hiss in the courtroom courtesy of this air filled polyurethane laugh-getter!

## APPROACHING-THE-BENCH-TRAP DOOR



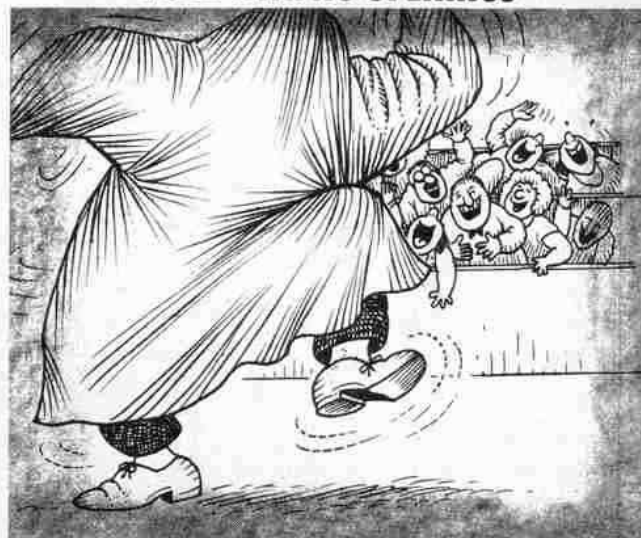
Now when the judge asks someone to "approach the bench" it may not be to discuss the case. An unsuspecting lawyer can find himself dropped into the dark recesses of the county court building!

## COLLAPSING BENCHES



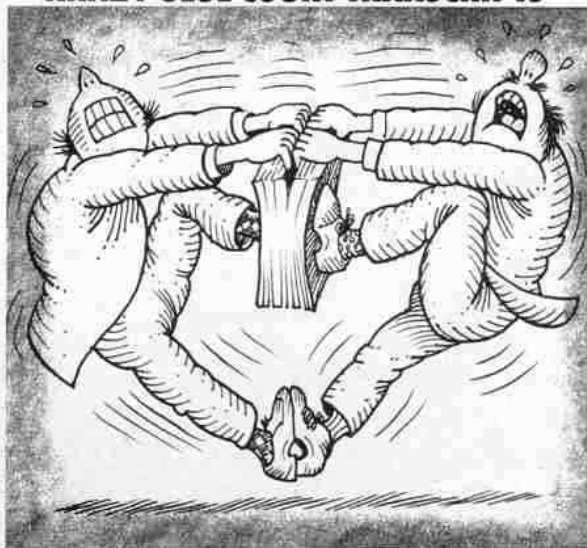
There'll be gobs of guffaws in the courtroom when spectators who came to be entertained by the misfortunes of others take a tumble on one of these specially rigged novelties!

## ROBE WITH NO OPENINGS



Justice is blind and so is a judge who slips into a robe without openings for his head or arms. One size fits all!

## KRAZY GLUE COURT TRANSCRIPTS



The charges may not always stick but these aggravating court transcripts sure will!

## F. LEE BAILEY MASK



Shake up any opposing attorney by making him think he's got to match wits with America's most respected trial lawyer!



SCHLOCK AROUND THE ROCK DEPT.

# A MAD PEEK BEHIND MUSIC

ARTIST: JACK DAVIS

WRITER: MIKE SNIDER

I just finished the books. We're 2½% over budget.

Damn! Well, see if you can "play with" the figures.

To bring them down?

Are you nuts?! To bring them up! People in this business have no respect for a video unless it's 20% over budget!

Do you think the drummer's facial tic is gonna show up on camera?

Don't worry! If this video's a hit, half the kids in America will be imitating it because they think it's "COOL"!

They're lip-synching the song to a studio tape?! Why don't they sing it live?

'Cause, without a million dollars worth of recording equipment, these guys sound like four Chihuahuas in heat!

Stand back, he's one of the most important people in the entire music biz!

I just read the script. This video makes absolutely no sense at all!

Wow! Who is he, some bigwig record exec or producer?

No! He's a drug supplier!

Yeah! It's nice when things go right for a change!

# THE SCENES AT A VIDEO

What's your job here?

I'm an Associate Producer.

No kidding, so am I! Which member of the band are you related to?

Who had this studio before us?

Prince.

Ah-hah!! That explains the purple toilet paper in the john!

Didja hear about Twisted Sister's new video? Three Dead and Eight Wounded!!

Is that the title?

No, that's the body count on the set!

The actual number of Michael Jackson's relatives with videos of their own!

\$10 says it's "35"!

No! I'm sure it's "49"!

What are they betting on?

I'll bet \$5 on "27"!

A stabbing, two shootings, a simulated rape and four car crashes...it just doesn't seem right for a love song!

What if we added a few more stabbings and a nuclear explosion?

Now you're talking!

I get the feeling music videos still don't take women seriously.

Hey! These chickens are still alive!

That's the last time I hire a caterer recommended by Ozzy Osbourne.

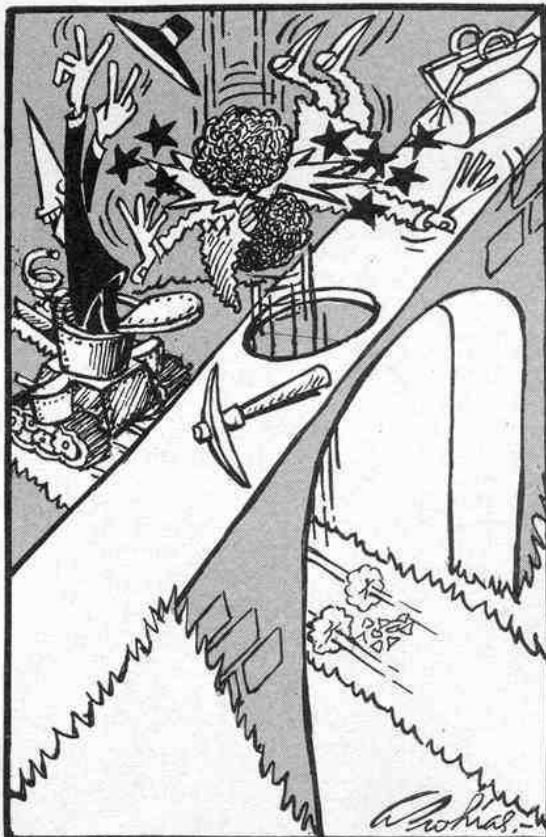
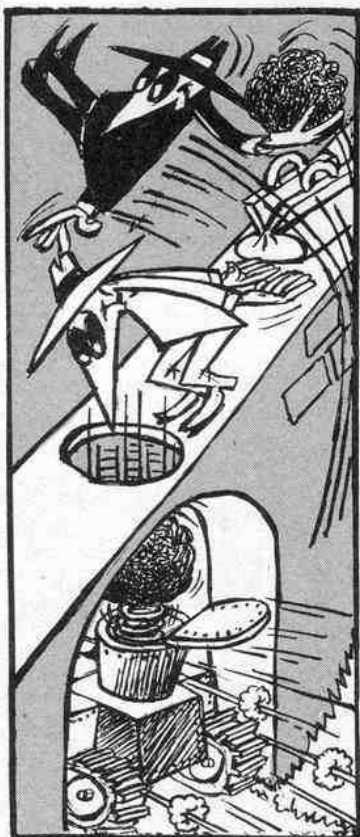
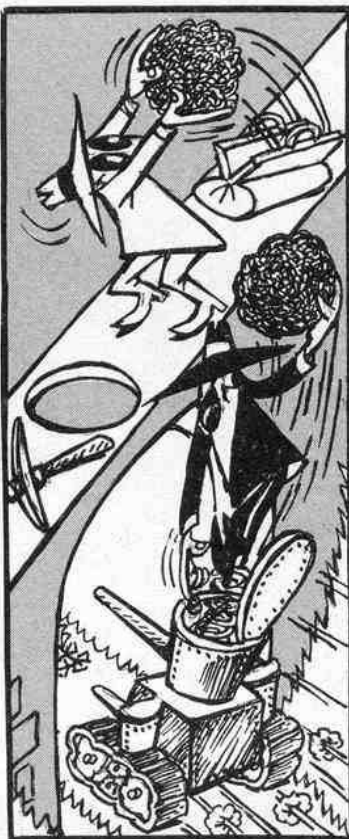
What makes you say that?

I'm listed in the script as "Breast #3" and "Breast #4"!

13

13







What do you get when you cross mutual funds, T-bills, mortgages and Keough plans with some crude puppets, a few sappy songs and a host who talks like a ten-year old? You get...

# MR. JOLLY ROGERS' NEIGHBORHOOD

VISITS A LOCAL BANK

It's a typical day in my neighborhood  
Where life's sure to stay this way for good  
It's ideal—'cause it's unreal!  
It's not like your house—here everything's calm!  
I'm not like your dad—I'm more like your mom!  
I'll be—thanks to TV—  
Your neighbor!

Hi, neighbor! Here  
we are together again  
in our **own little world**  
where we have such **fun**,  
like watching me change  
my clothes and  
talking to  
special guests!

Today's guest is  
Ralph Nabob, the  
President of the  
First National  
Neighborhood Bank!  
It's nice to have  
you visit us today,  
Sir! How are you?

Quite well, bank  
you! Do you have  
real **interest**, or  
are you just  
**checking**? Hi yo  
**silver and gold!**  
The loan arranger  
rides again!



ARTIST: ANGELO TORRES

WRITER: LARRY SIEGEL

My,  
you're  
sure  
caught  
up  
in  
your  
work...

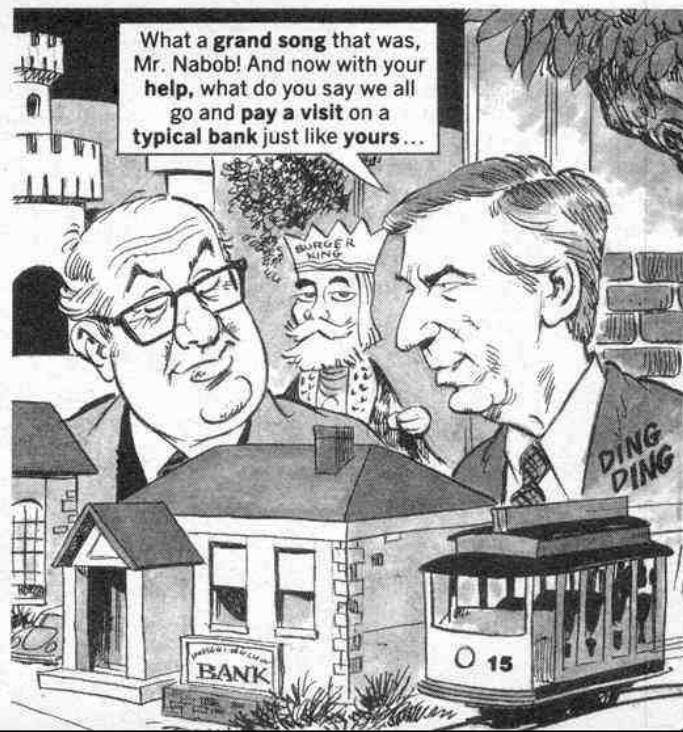
I've always  
been that  
way! Why  
don't I  
**deposit** myself  
right here  
and sing  
about it...

Even as a child  
Money drove me wild  
So my life was styled  
For security—in my future-ity  
There would be lots of money—highly piled!

Now that I am grown  
Haven't changed my tone  
Money that I **loan**  
For security—I make damn sure-ity  
It's someone **else's** money—not my own!



What a **grand song** that was,  
Mr. Nabob! And now with your  
**help**, what do you say we all  
go and **pay a visit** on a  
**typical bank** just like yours...





Isn't this a lovely pretend bank! Look at those wax make believe bank teller dolls!

Chuckle...They're real tellers from my bank! All tellers freeze like that when there are customers waiting!

Why don't I pretend I'm a depositor and let's see the first thing a bank teller does when you walk up to him...

Did you know he was going to do that? I did! I've been to a bank before!

See how fast they can move when they have to, Mr. Jolly-rogers?

Oh my, yes! Now let's look at some of the bank promotions you brought along to show us...



Aren't these wonderful? In the first case we have an American Presidents' exhibit, in the second is an antique coin collection! What's in the third case, Mr. Nabob?

A rare pen display!

Rare pens?

An unbelievable find! Three pens discovered in over 14,000 American banks that actually write! The post office is also planning an exhibit like this, but so far they haven't found any pens that work!

Aren't we having fun today! No, we're not! Do you know why? Because nobody ever has any fun in a bank! That's an important lesson! Okay, let's continue our visit...



My, what a lovely bank! And what a nice mummy! Is this part of an Ancient Egypt bank exhibit, Mr. Nabob?

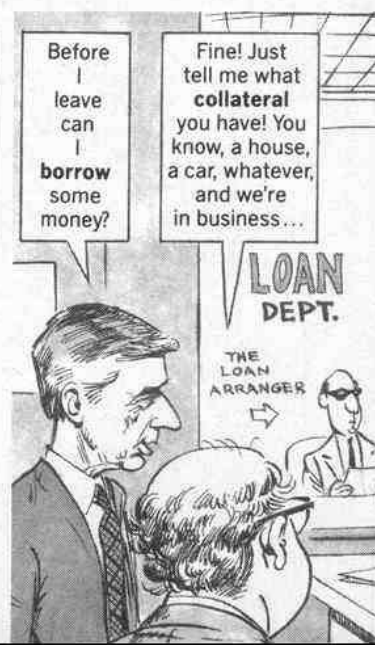
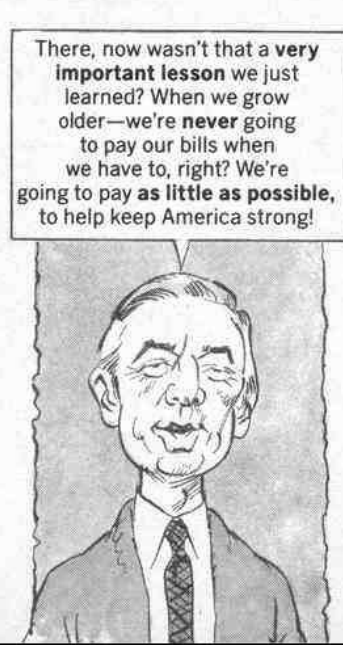
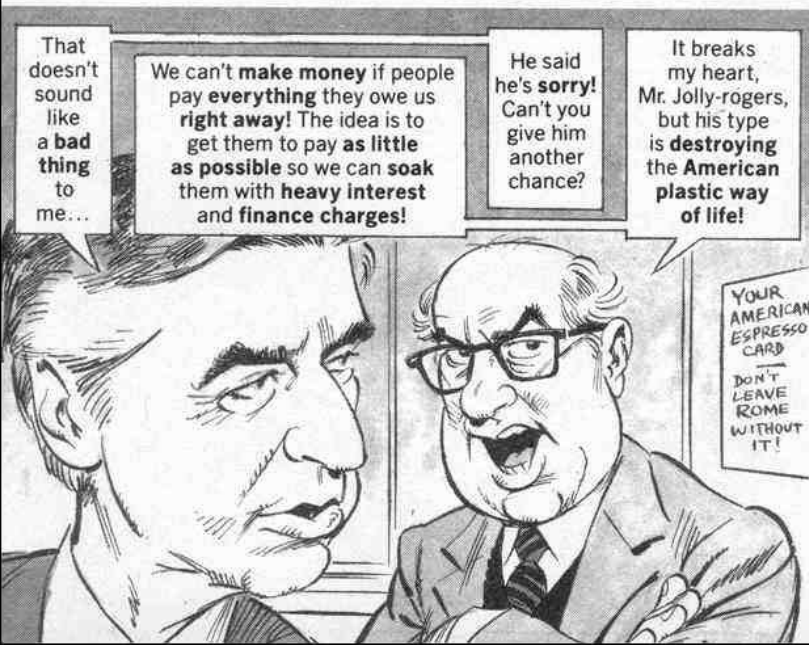
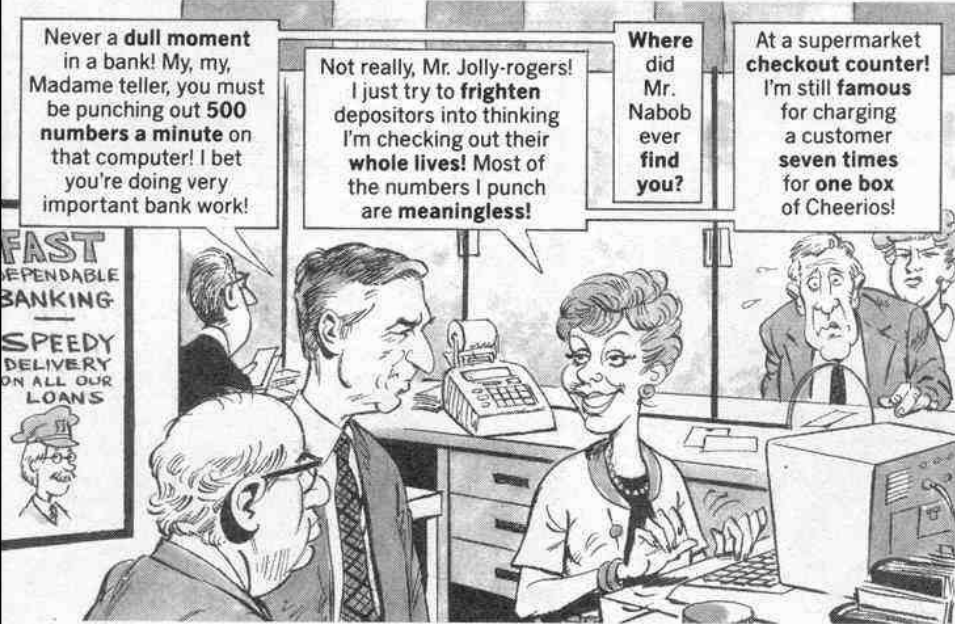
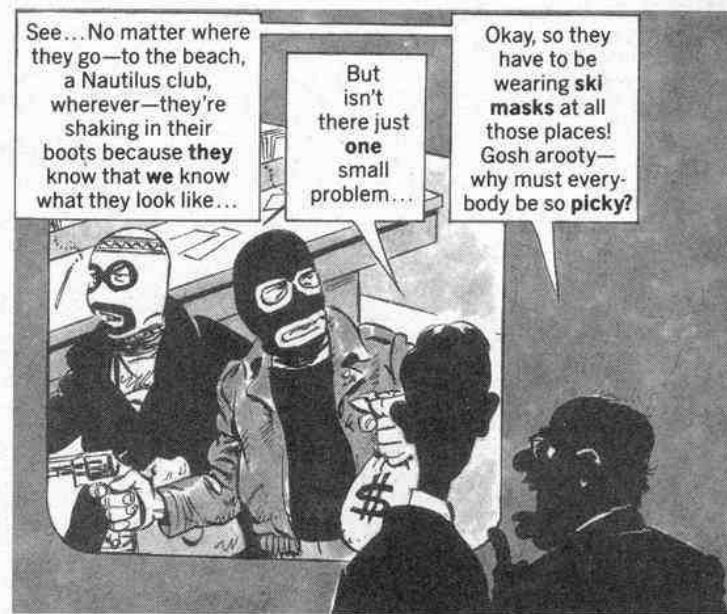
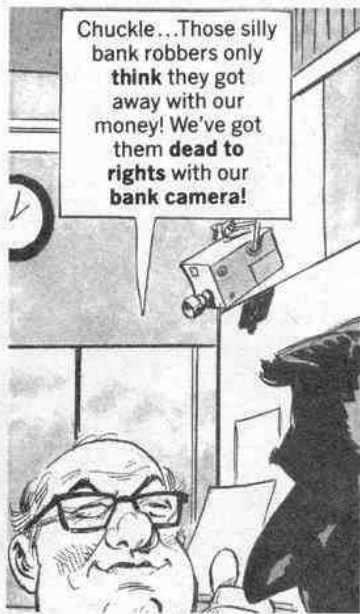
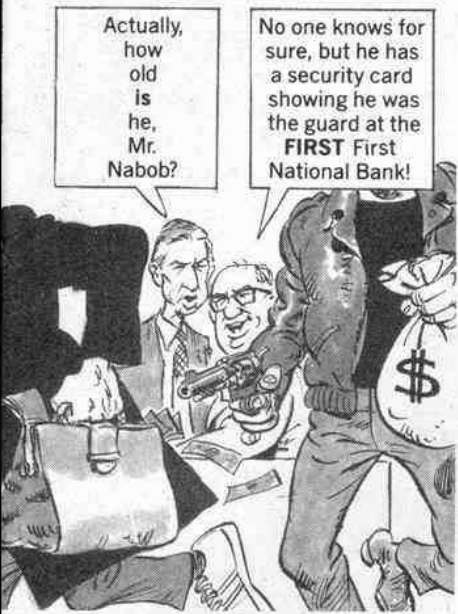
Chuckle...This man only looks embalmed, but he's alive, too! More so than most of our tellers! He's our bank guard, Bertram Mulcahy! I'd ask him to sing us a song, but he doesn't have a very good voice...

That never stopped anyone else on this show before!

Golly gee, can't you see, I'm obviously happy to be me! Whoop de doo, sad but true, you're obviously not me—You're only you!

The sun is warm, the sky is bright, God sure created things just right! How do I know? I'll tell you square—I remember—I was there!





YOUR AMERICAN ESPRESSO CARD  
DON'T LEAVE ROME WITHOUT IT!

LOAN DEPT.

THE LOAN ARRANGER



I don't really own very much! But you know me, Mr. Nabob—I've been banking here for years!

What? You expect me to lend money to a nobody with nothing to his name?

But I'm a famous, important TV personality!

You call public television TV? Our cleaning people make more money than you! I'm sorry, we only lend money to people who can afford it!

But if I could afford what I want I wouldn't have to borrow money! Who do you lend money to these days?

Diana Ross, Bill Cosby, Michael Jackson and the King of Saudi Arabia! They have collateral!

Well, thanks for inviting me to your swell bank, Mr. Nabob! Before I go, I think I'll withdraw some cash from my savings account! I'm sure I can qualify for that, can't I?

Not really—it's after normal bank hours! You'll have to use our automatic teller which is open 24 hours a day!

Hmmm, I think I'll come back tonight when I'm passing this way again...

Nowadays, it's the only way to bank—no crowds, no hassle, no fuss!

Mr. Nabob was right! This is the only way to bank! No crowds, no hassle, no fuss... Excuse me, sir, where did you come from?

From behind that mailbox, where I always wait late at night for pigeons like you! I love automatic tellers too!

Am I ahead of you or are you ahead of me?

Tell you what... Let's do it together! You withdraw from the bank and I'll withdraw from you!

Hasn't this been a wonderful day? And a wonderful night-time too? Tomorrow I'll come out of my closet again... What could be better than changing my sweater—Specially for you!

Happy tomorrow, neighbor! Thank you for making this a very special day for me! Goodbye, bank! Goodbye, automatic teller! Goodbye, friendly mugger...

OUR CREATURE PRESENTATION DEPT.

# HORRIFYING CRIME CLICHES...



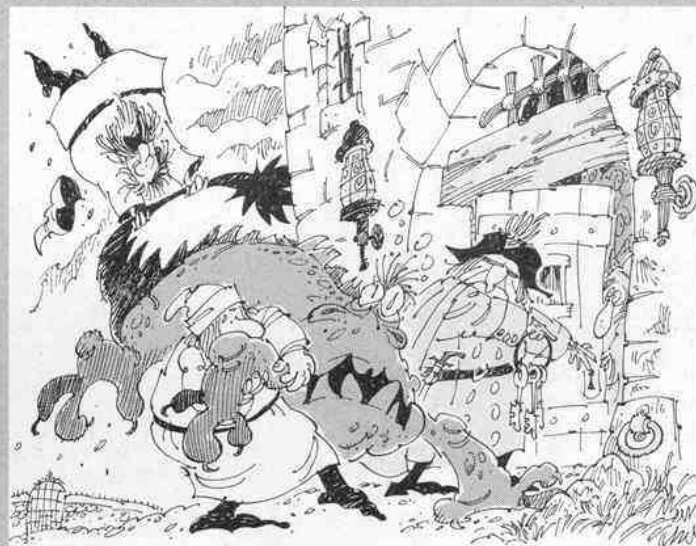
ARTIST: PAUL COKER

WRITER: FRANK JACOBS

Packing A ROD



Committing A FELONY



Running A RACKET



Putting Out A CONTRACT

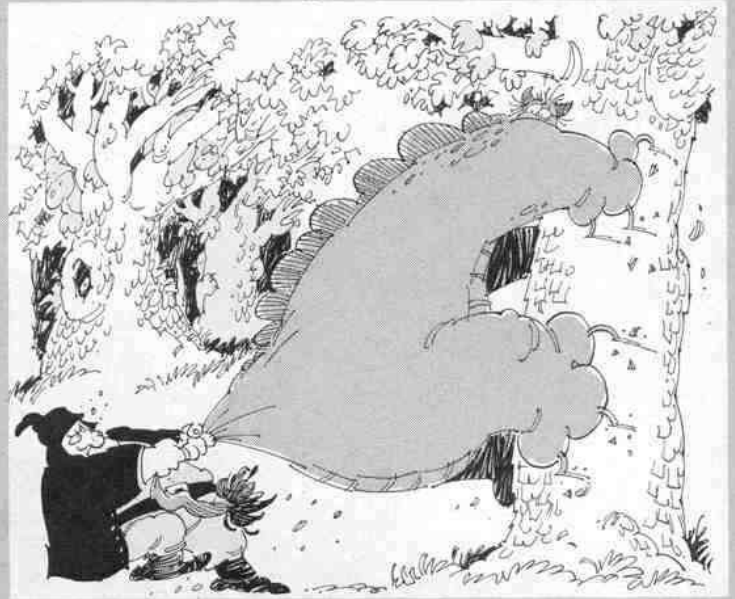




Ignoring A SUMMONS



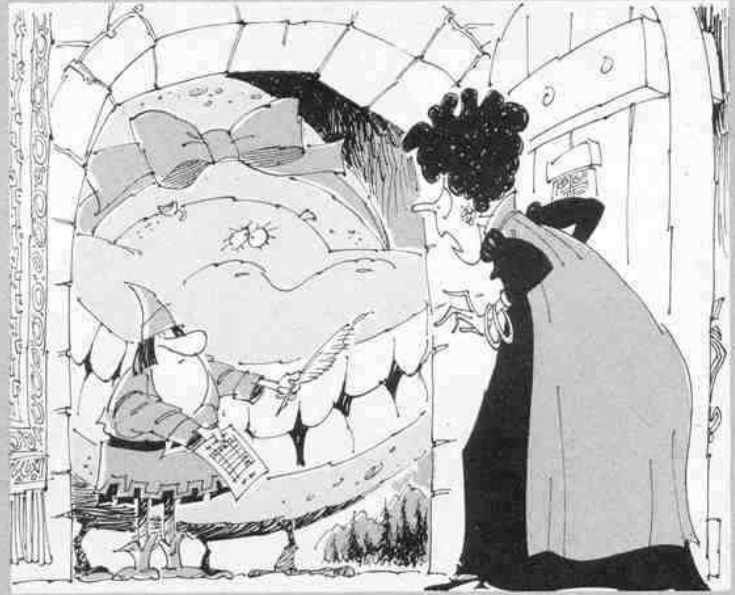
Pulling Off A CAPER



Impaneling A JURY



Delivering A VERDICT



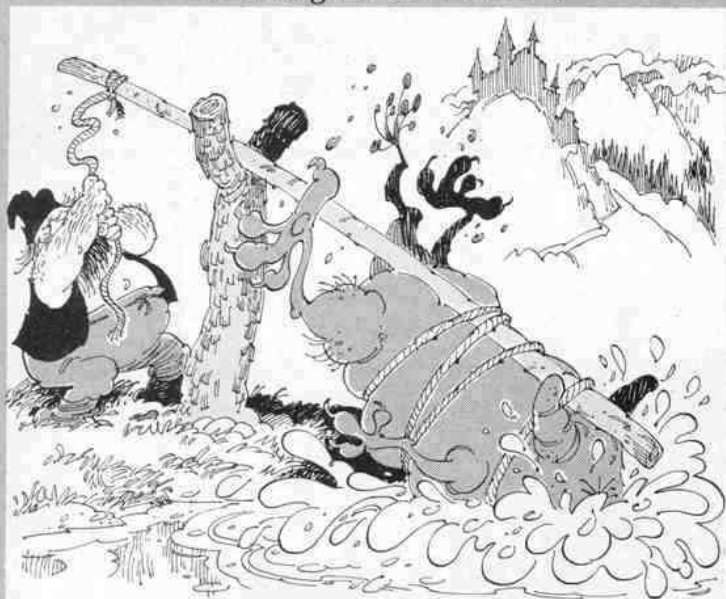
Getting Off With An ACQUITTAL



Filing An APPEAL



**Ducking A WARRANT**



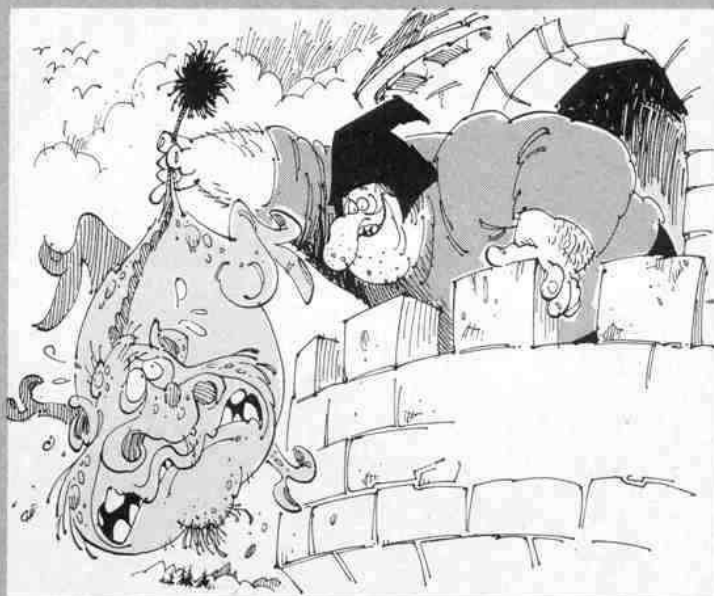
**Copping A PLEA**



**Beating A RAP**



**Suspending A SENTENCE**



**Overturning A CONVICTION**



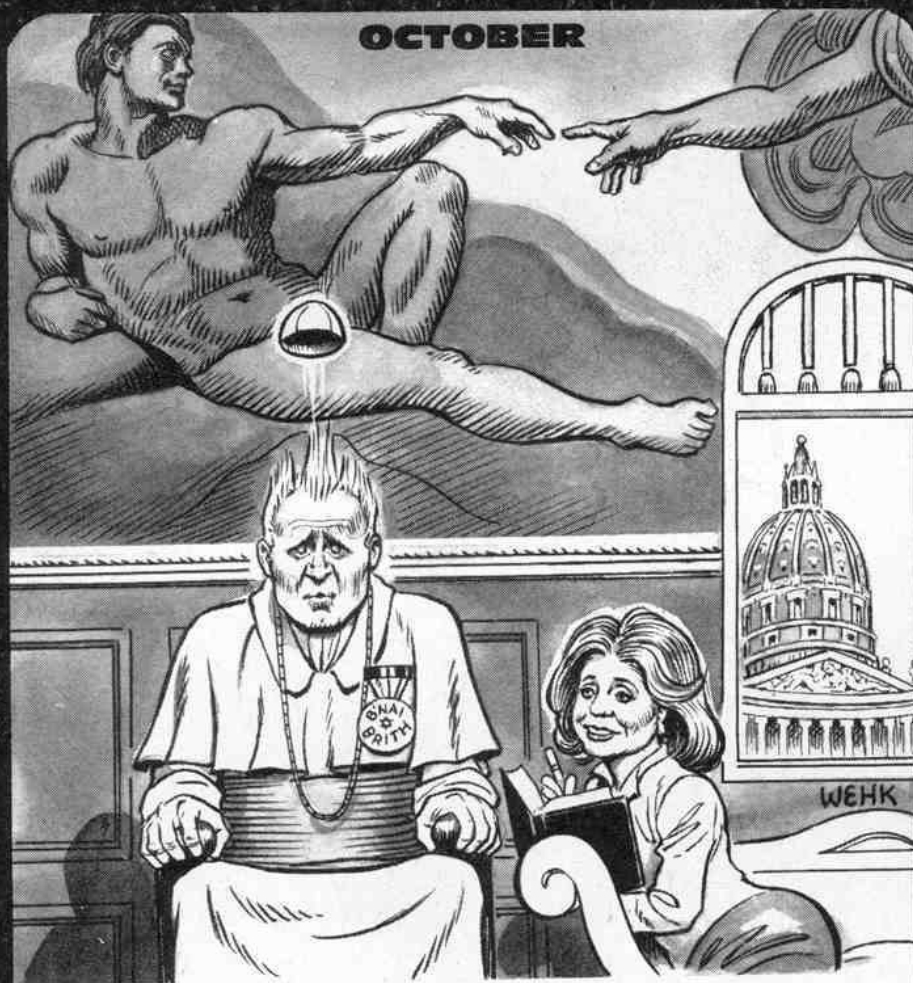
**Serving A STIFF TERM**





# MAD'S FEARLESS FC UPCOMING

ARTISTS: WILL ELDER AND HARVEY KURTZMAN



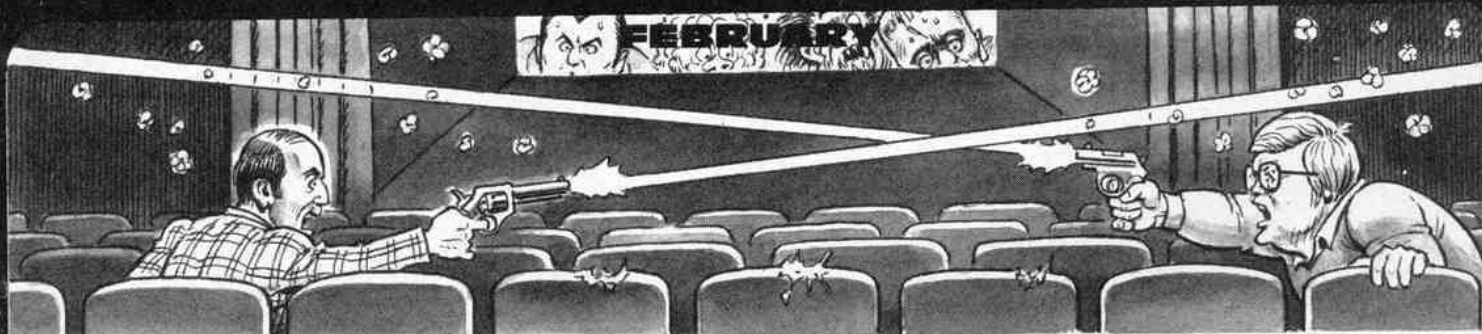
Barbara Walters will win an Emmy nomination in the category of "Best Comedy Performance" after candidly asking His Holiness the Pope if he considers himself to be an international sex symbol.



Prince's first TV special will fare poorly in the ratings after the reclusive rocker sends his body guards to every home in the US to make sure no one is staring at him.



PBS will start its 24-hour, 35-year fundraising drive with guest host Dick Cavett threatening to hold his breath and turn blue if people don't send in their money.



Gene Siskel and Roger Ebert will exchange gunfire on the air after arguing over whether to give the new Sylvester Stallone movie "thumbs up" or "thumbs down."

# PRECAST FOR THE TV SEASON

WRITER: BARRY LIEBMAN



ABC will issue a press release flatly denying that its new fall schedule is already in trouble. The release will maintain that network executives normally like to play Russian Roulette on a sixteen-story window ledge.



The Reverend Jimmy Swaggart will get lockjaw in front of millions of television viewers, thereby proving conclusively the existence of a just and benevolent God.



James "Pops" Kane of Staten Island, New York will become the first man ever to get "the chair" on *People's Court*.

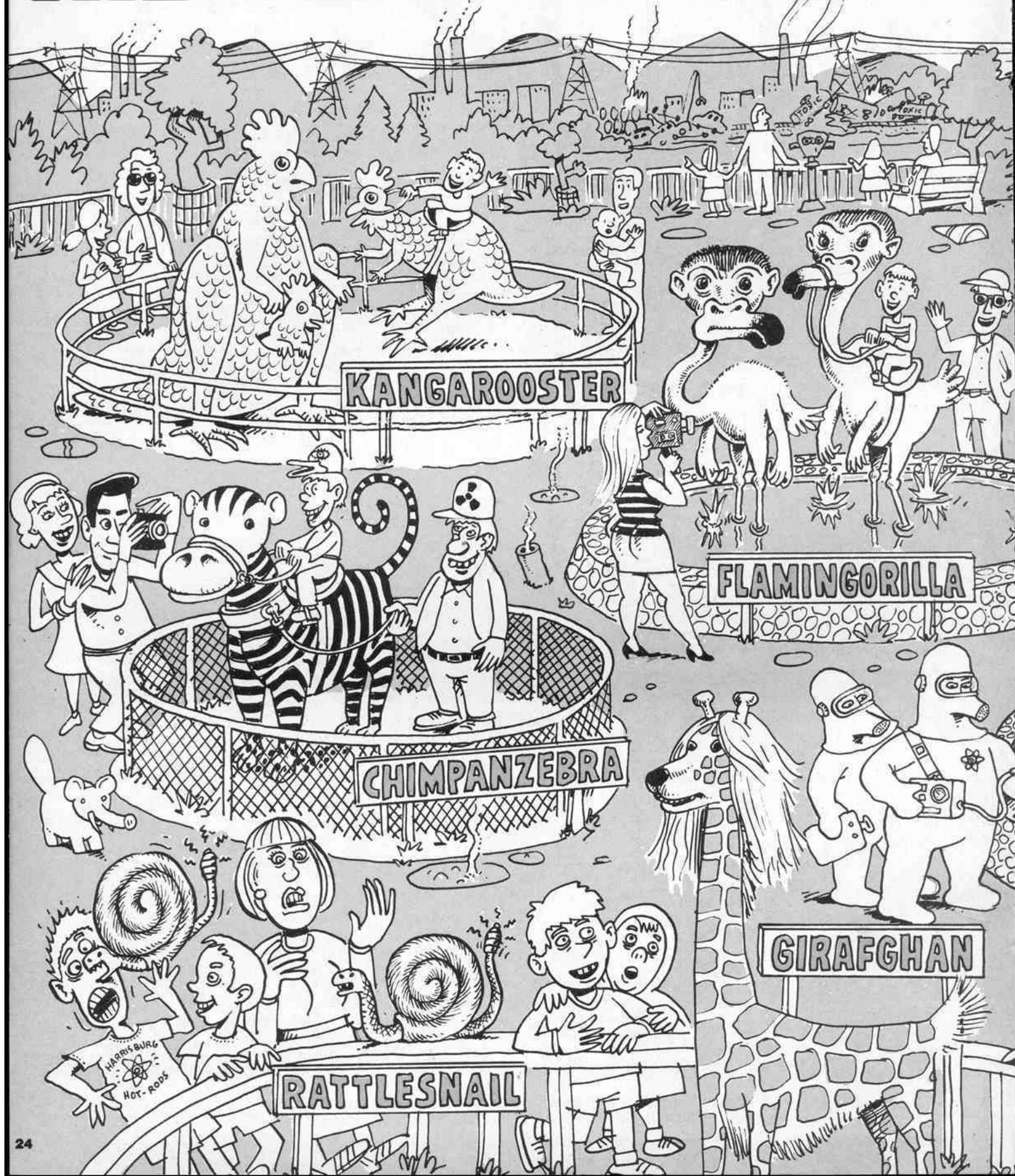


CBS will unsuccessfully try to boost the ratings for the President's State of the Union Address by calling it "Presidential Bloopers, Blunders and Stupid Mistakes."



"Experts" say there was no damaging effect to the surrounding area when radiation accidentally

# THE THREE MILE ISLA



# ND CHILDREN'S ZOO

TOM HACHTMAN



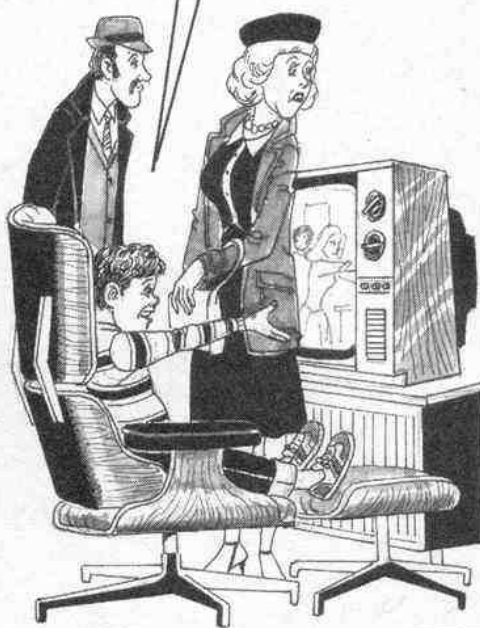
## CLOCK WATCHING

What are you still doing up?  
Do you know what time it is?

Yeah!

I doubt you do! Tell me—  
exactly what time is it?

Half past  
"Moonlighting"!



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## FIDELITY

Boy, you just can't trust any  
of them! I've just found out  
that Sue is a liar, a cheat,  
and totally untrustworthy!

Why do  
you  
say  
that?

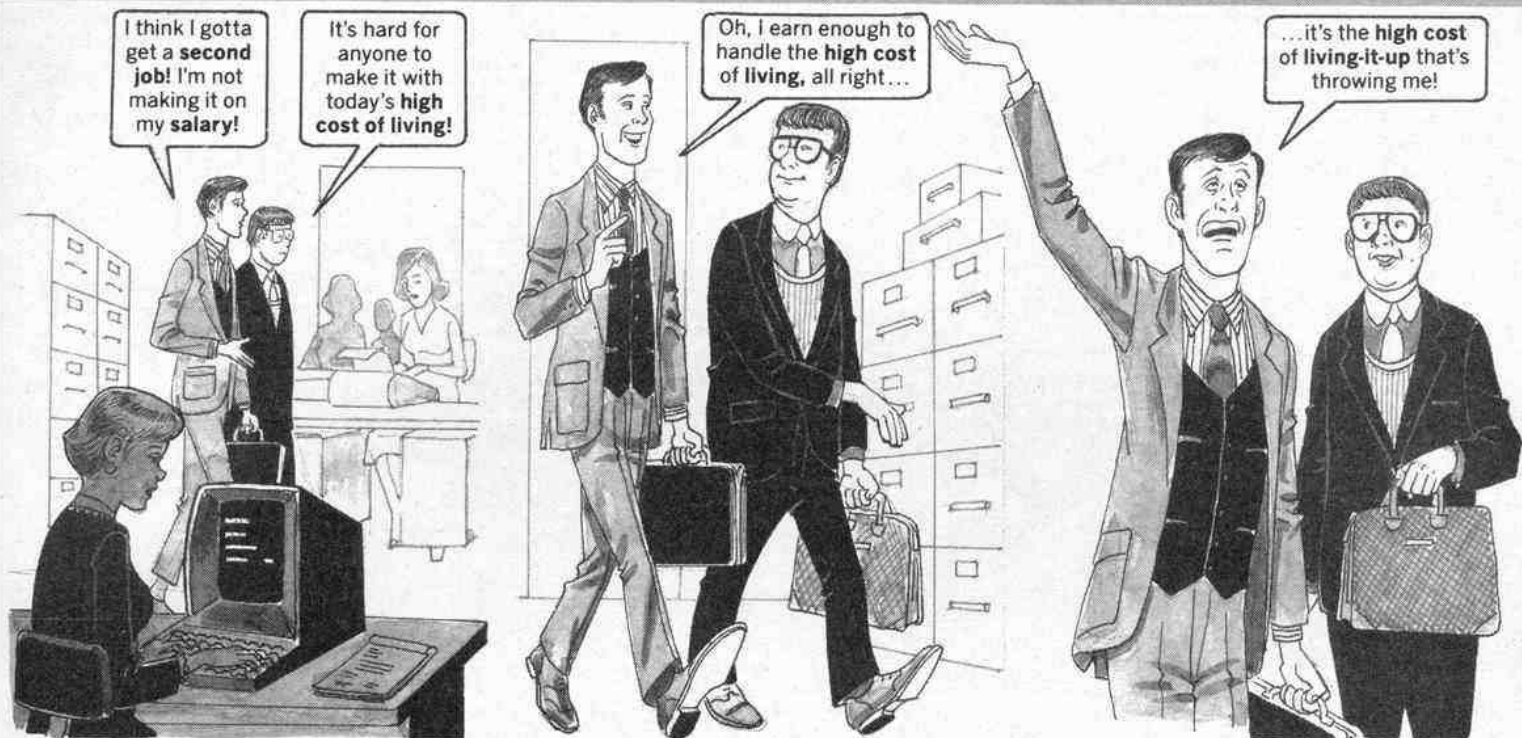
She told me she was out  
last night with her  
girl friend Sherry!

So, how do  
you know  
she wasn't?

Because last night I  
was out with Sherry!



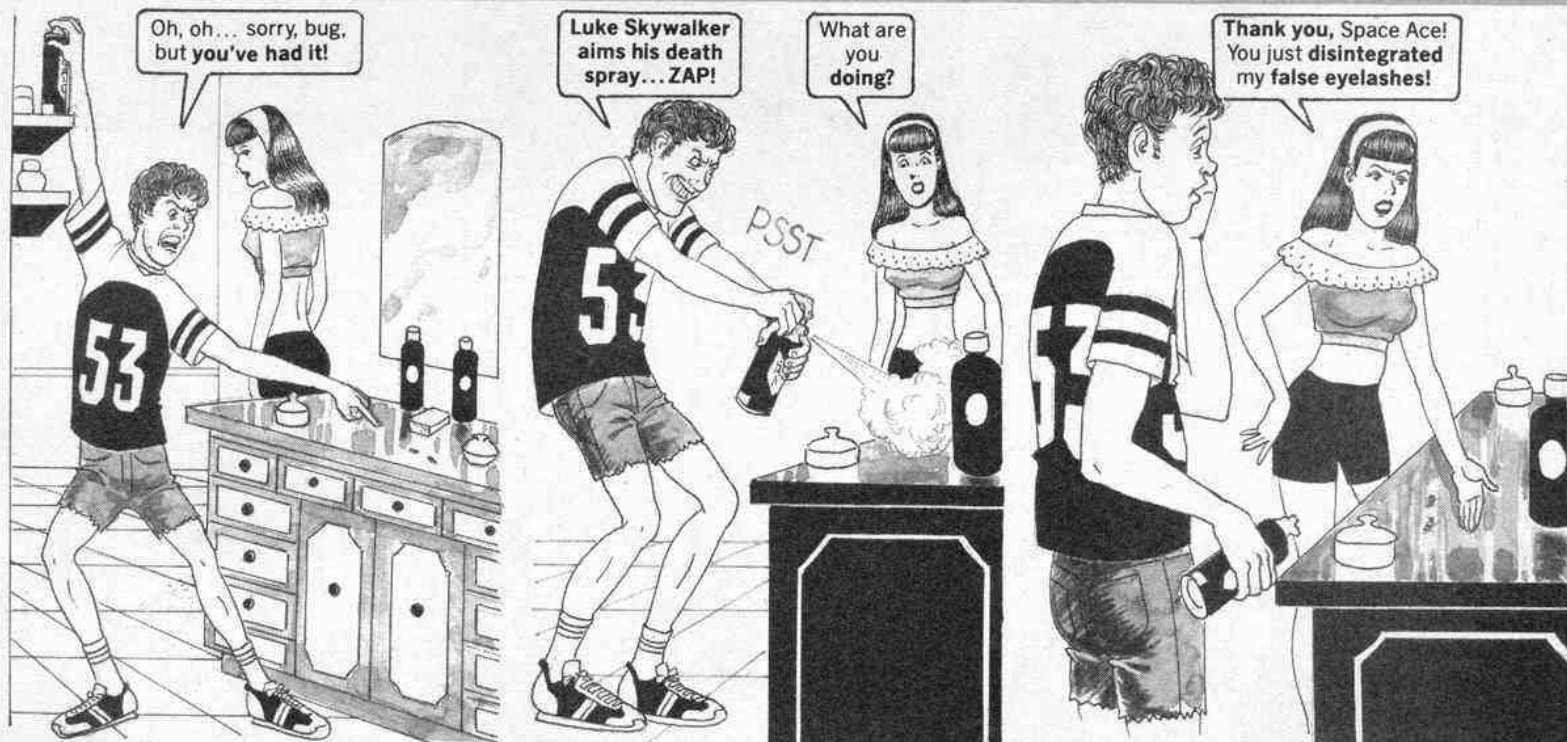
## FINANCES



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## INSECTS



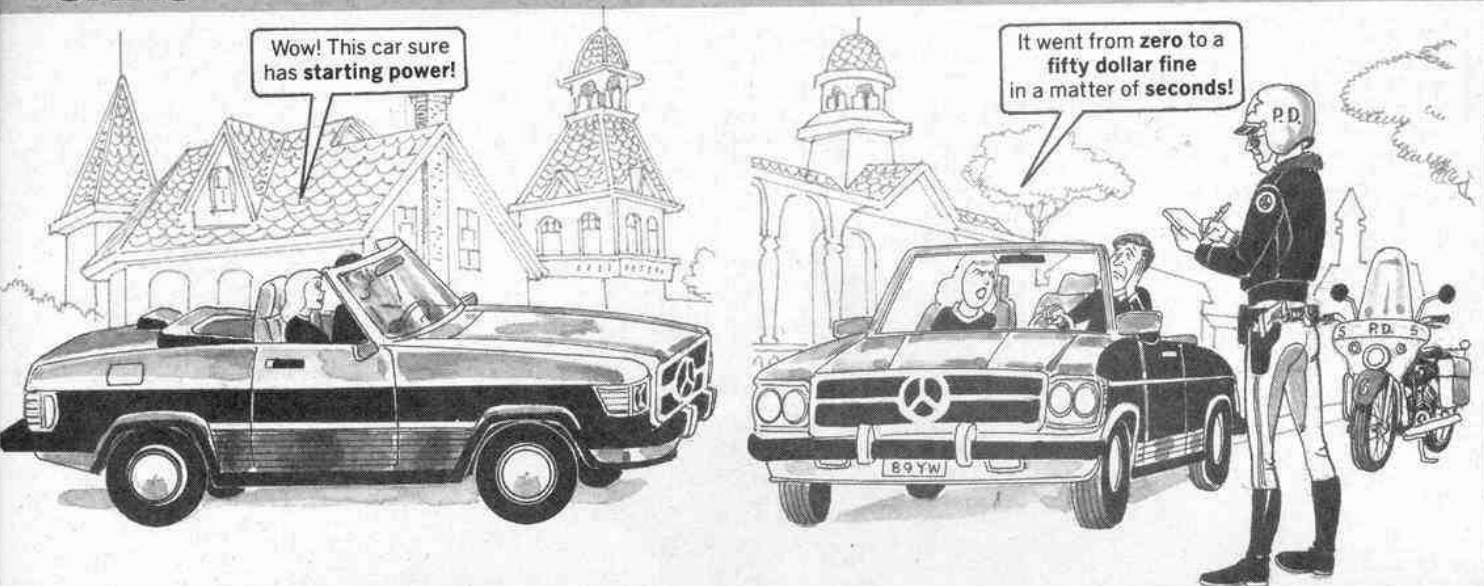


# CARS



Wow! This car sure has **starting power!**

It went from **zero** to a **fifty dollar fine** in a matter of **seconds!**



# BRAGGING

We're so **proud** of our Judy! It's **wonderful** to have a **normal**, teenage daughter with **no hang-ups!**

**Except** when it comes to the **telephone...**

Then she **never hangs up!**



# GIFT-GIVING

I want to buy a birthday present for my girl friend, but I don't know what to buy! Can you help me out?

Of course! What **type** of person is she?



# ON-THE-JOB TRAINING

Terry, this is Elena! Today's her first day on the job, so show her around and teach her the ropes!

Sure thing, Mr. De Lucia! C'mon, Elena...

You'll soon learn this isn't the **safest** job in the world! There are several **occupational hazards!**

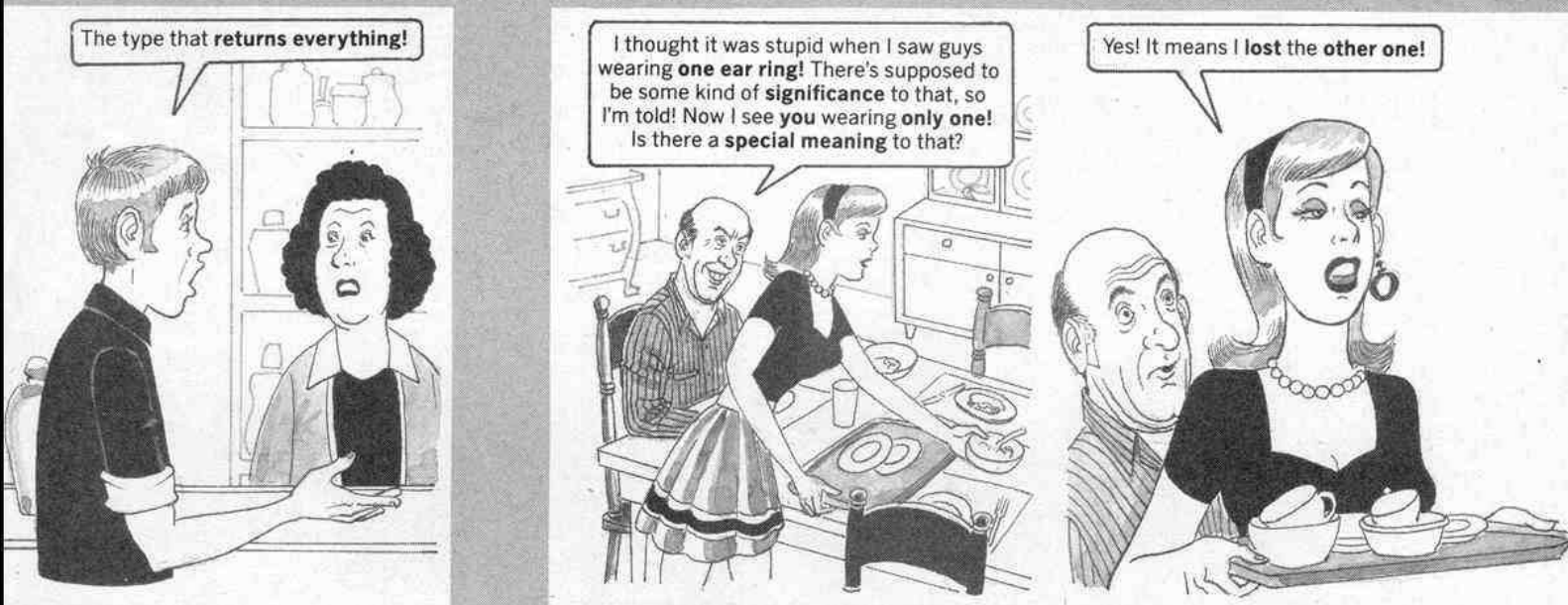
And here they are...



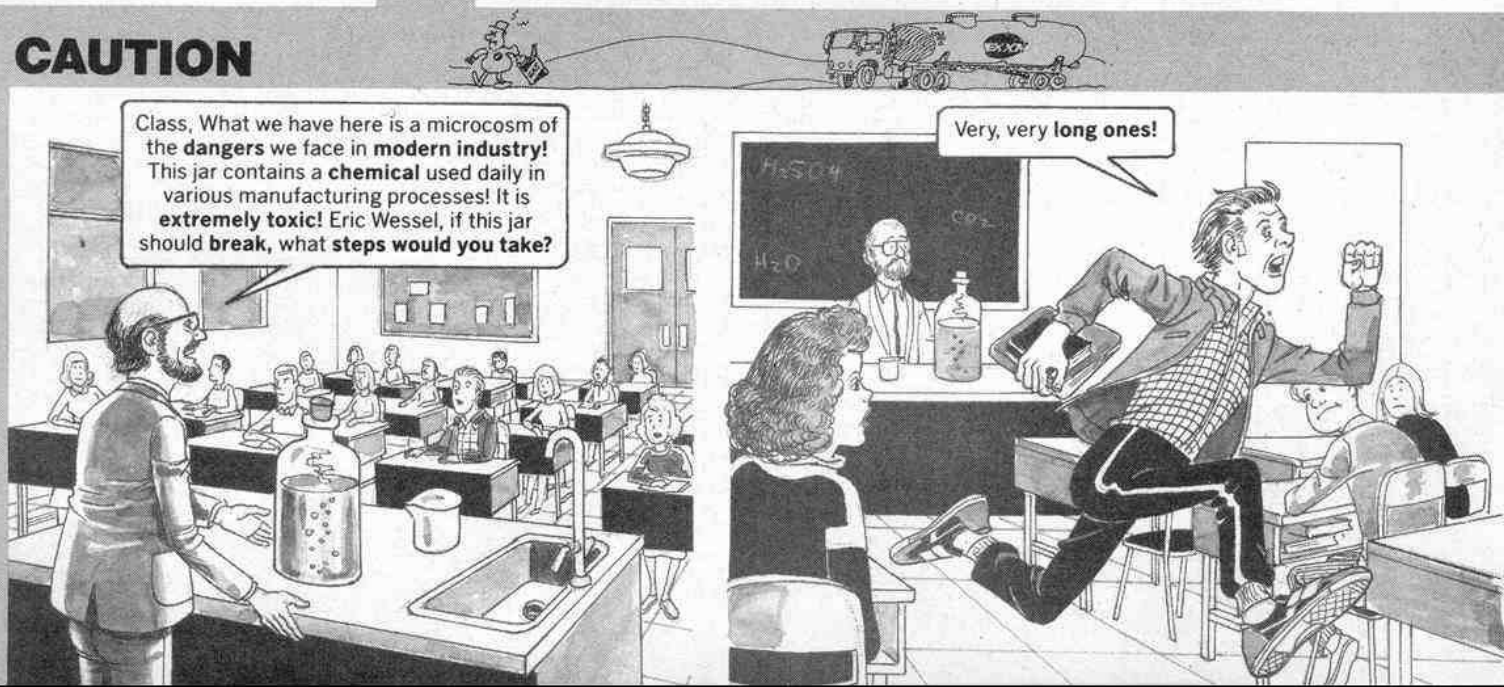
# POPULARITY



# FADS



# CAUTION





## HOT WEATHER

Nick, didn't you say you were going to mow the lawn today?

Are you kidding? Gimme a break, Meg, it's 90 degrees out there!

You feel it more when you just sit around and complain about it!

You're right! I'll concentrate on something else and forget about the heat!

I'll go play some tennis!

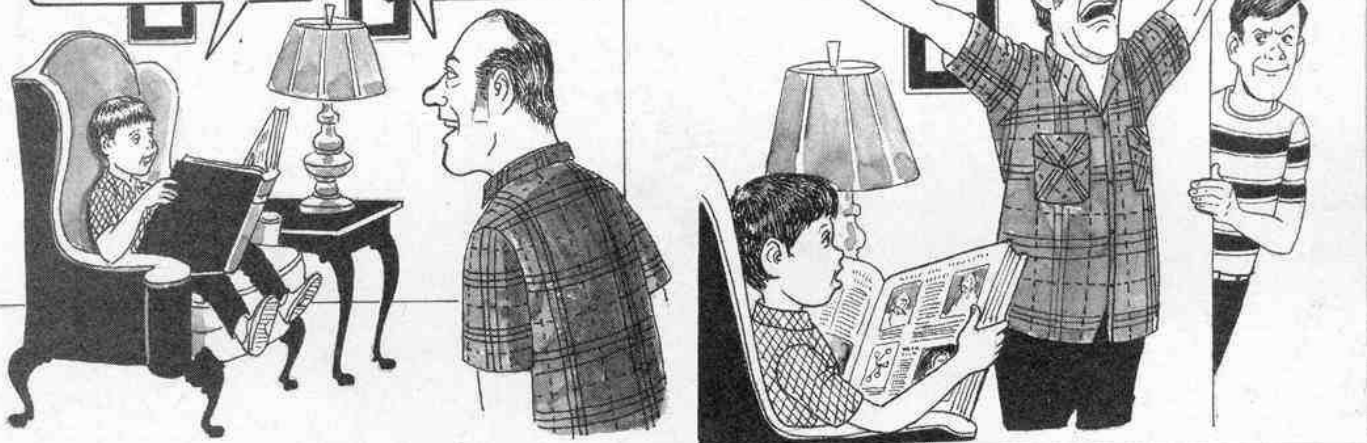


## KNOWLEDGE

I've been looking through this book about how things work and how things grow and so many other things I don't know **anything** about!

Just be patient, son! In just a few more years you'll be a **teenager** like your brother Bernie...

Then you'll think you know **everything**!



## DOCTORS

This is a prescription for a **new formula** on the market that supposed to be very **effective** in the **treatment** for **your condition**!

Take one tablet three times a day for **two weeks**! Then **call me** and let me know how you made out and whether there were any **side effects**!

I will, Doctor, and I want to express my gratitude for all the **personal interest** that you've shown me!

My best friend has the **same condition** and I'd like to know how this **stuff works** before I prescribe it to him!



TOO STEEP, PER CHANCE TO REAM DEPT.

FALL  
SINGLE  
ISSUE  
PRICE  
\$100.00  
CHEAP

# THE DEFENSE CONTRACTORS' CLEARINGHOUSE CATALOG

GENERAL  
PUBLIC  
DIVISION

ARTIST: BOB CLARKE

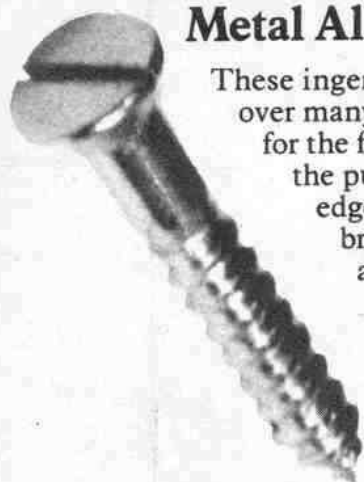
WRITER: JOHN RIOS



**MAN OF THE YEAR**  
Secretary Of Defense Casper Weinberger

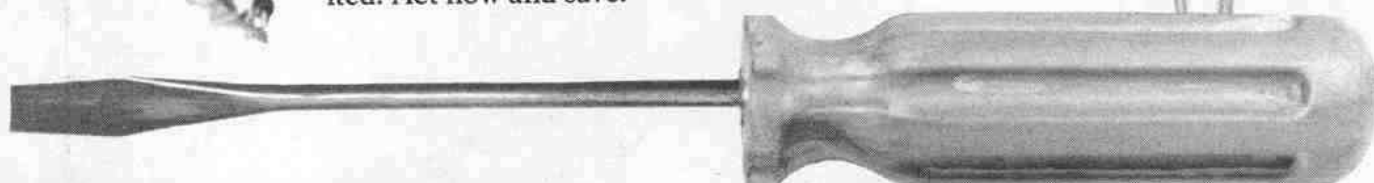


## Metal Alloy Hammerless Brads Stock #461945



These ingenious brads were developed and perfected over many years of extensive scientific research. Now, for the first time ever, they are being made available to the public at an unbelievable low, low price. Any flat-edged utensil may be used to insert these hammerless brads. Simply place the flat-edged utensil in the slot and turn the brad clockwise to insert. Reverse the procedure if it ever becomes necessary to remove the brad. They're reusable and they last a lifetime.

Price: \$100.00 per gross. Also available in discount volume lots of 100 grosses at \$75.00 per gross. Offer limited! Act now and save!



## Flat-Edge Hammerless Brad Inserter/Extractor Stock #461923

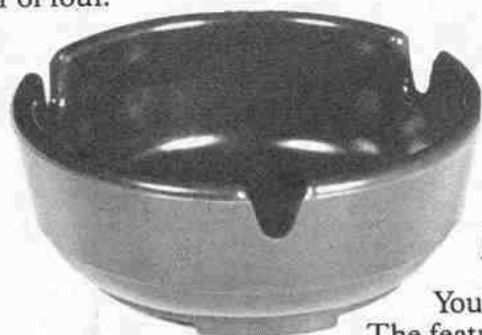
Why wrack your brain searching for a flat-edged utensil to insert a metal alloy hammerless brad? Let us supply you with one at an incredible, give-away price. It has a genuine timber-extracted handle (executive model comes with plastic molded grip—\$100.00 extra) and has a drop-forged metal projection. Indicate whether you want the clockwise or counter-clockwise working model. Or, order two and we'll make sure you get one of each.

Price: \$375.00 each, while supply lasts.

## Space Age Photosphere (Previously sold as The Night Neutralizer Orb) Stock #215811

With this revolutionary device you need never again grope around aimlessly in the dark. Just a flick of a switch (sold separately) and you have instant simulated sunlight. Your choice of colors: clear, frosted, blue, green, red and yellow. Available in wattages of 25, 60, 75, 100, 150 and 200.

Price: \$275.00 per Photosphere. Minimum order of four.

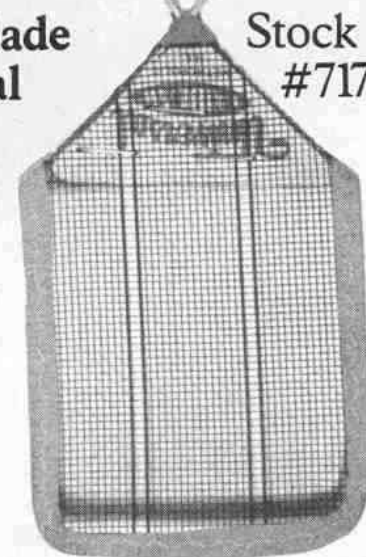


Stock #552628

## Fixed Blade Acoustical Equalizer

Stock #717493

Enjoy the benefit of controlling your atmosphere. No longer will you have to share your surroundings with pesky, buzzing, airborne insects. Forget chemical sprays, foggers and over-priced electronic gadgets. The handle is made of washable metal and the eliminator surface is made of fine woven mesh. One swat and your problems are over.



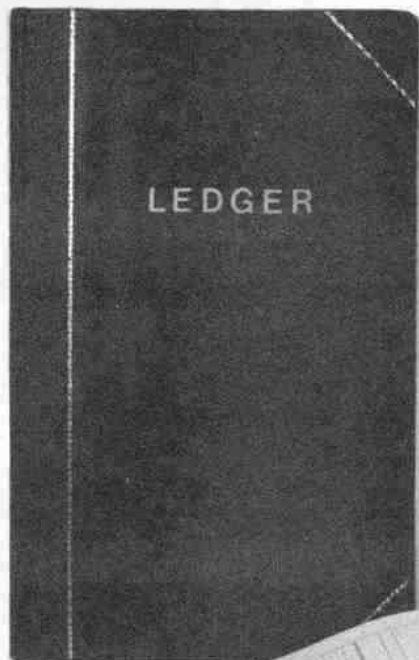
Price: \$216.00 ea. (2 for \$400.00).

## Magnetic Base Tobacco Residue Receptacle

You've seen this look elsewhere costing much, much more. The features are aesthetically pleasing, as well as being entirely functional. The latest dynamic engineering keeps ashes from dirtying your floor and clothing too.

Price: \$499.00 (small). \$799.00 (large).

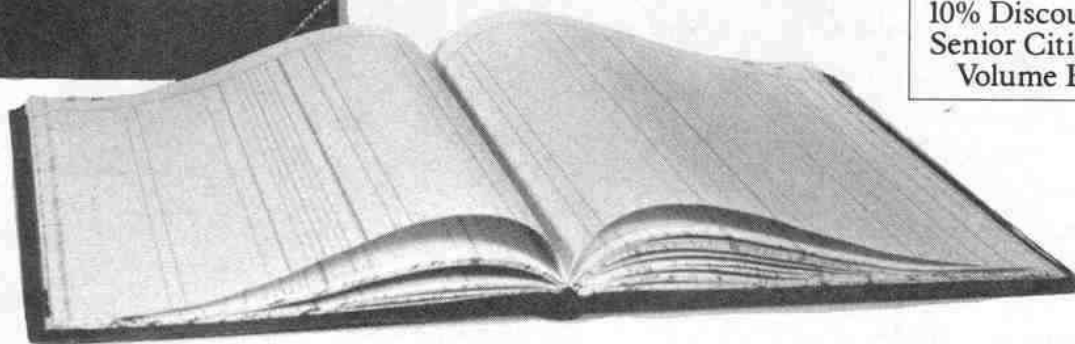
## Dual Ledger Pricing Index Stock #101517



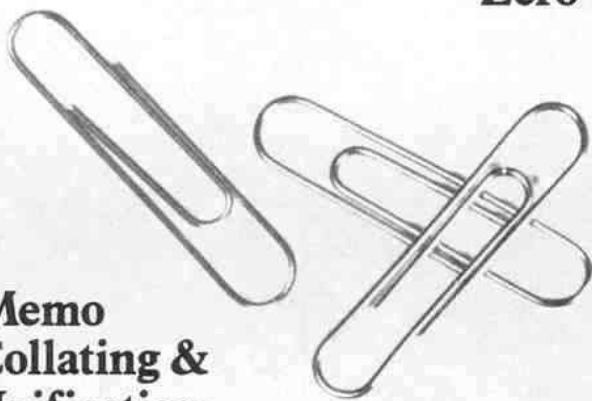
Especially if you're due for an audit, you'll want to own a Dual Ledger Pricing Index. One ledger is right on the money down to the last red cent and is perfect for showing to auditors. The other reflects cost overruns, phony overtime put in by fictitious employees, inflated wholesale prices, non-existent parts costs, exorbitant shipping expenses, etc., etc., etc., and is perfect for showing to buyers. Comes complete with instructions, a list of lawyers and a list of countries that refuse to extradite anybody, regardless of their offenses.

Price: \$1050.00, and worth every penny. Trust us.

**Special Offer!!**  
10% Discount To All  
Senior Citizens And  
Volume Buyers!!



## Zero Gravity Lead Dispenser With Lead Eradicating System Stock #517572



### Memo Collating & Unification System

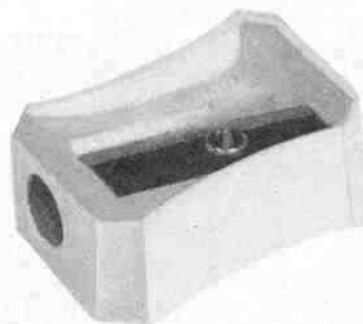
Stock #258100

For the ultimate in contemporary features, you can't beat our durable Memo Collating & Unification System. Never again lose the invitations your boss gave you to his son's Bar Mitzvah. Never again misplace the airline tickets for the junket paid for from the coffers of the Defense Department. You can even link them together to form an elegantly decorative necklace or bracelet.

Price: \$50.00 per box.  
\$65.00 per box of  
assorted colors  
and sizes.

Encased in a sturdy barrel of forest-extracted material, this unique writing instrument, formulated of graphite lead, transfers your thoughts onto paper in a matter of seconds. Made a mistake? Nothing to worry about. Our development department has designed a self-contained eradicating system which is conveniently attached to the end of the dispenser. Simply rub your error out and start over again. The lead point never clogs, leaks, or skips while in use. Ideal for writing under zero gravity conditions when a pen won't do.

Price: \$60.00 per box of 10.  
Add \$10.00 extra for  
factory honing.



## Lead Dispenser Honer Stock #517571

Save! Save!! Save!!! Now you can save big by honing your Zero Gravity Lead Dispensers in the privacy of your own home or office. This complete unit never requires batteries and is so small that it fits in the palm of your hand! Price: \$30.00 each.





So your true love has just walked out on you and you're feeling kind of low?

# THE ADVANTAGES

You can eat smelly and crumbly things in bed...



...hang out again with your "creepy friends"...



...take lessons and practice any musical instrument you like...



...drink right out of the container...



Well, relax! It ain't so bad! You'll see as Mad now presents just some of...

# OF BEING DUMPED

...monopolize the phone for the weekend...



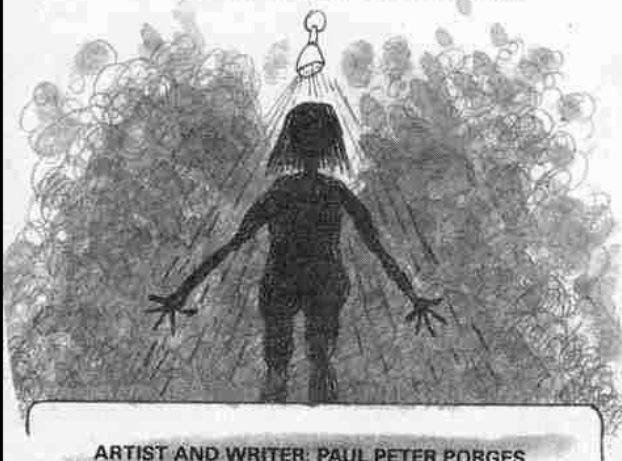
...redecorate the place your way...



...own and enjoy any pet you want...



...use up all the hot water in the house...

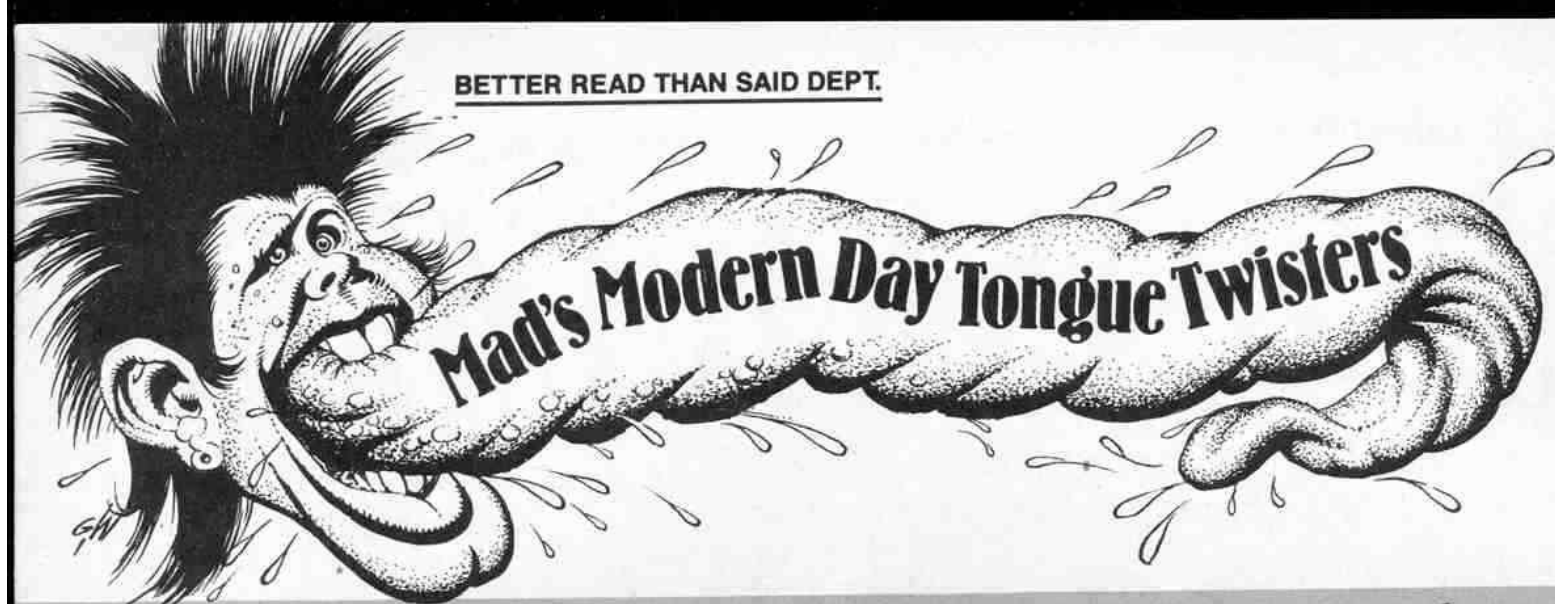


...finally agree with your parents!





BETTER READ THAN SAID DEPT.



**Comic Cosby Coaxes Coke Consumption**

**Plummeting Pump Prices Plague Persian Petrol Producers**

**Youths Seek Truth With Sex Sleuth Ruth**

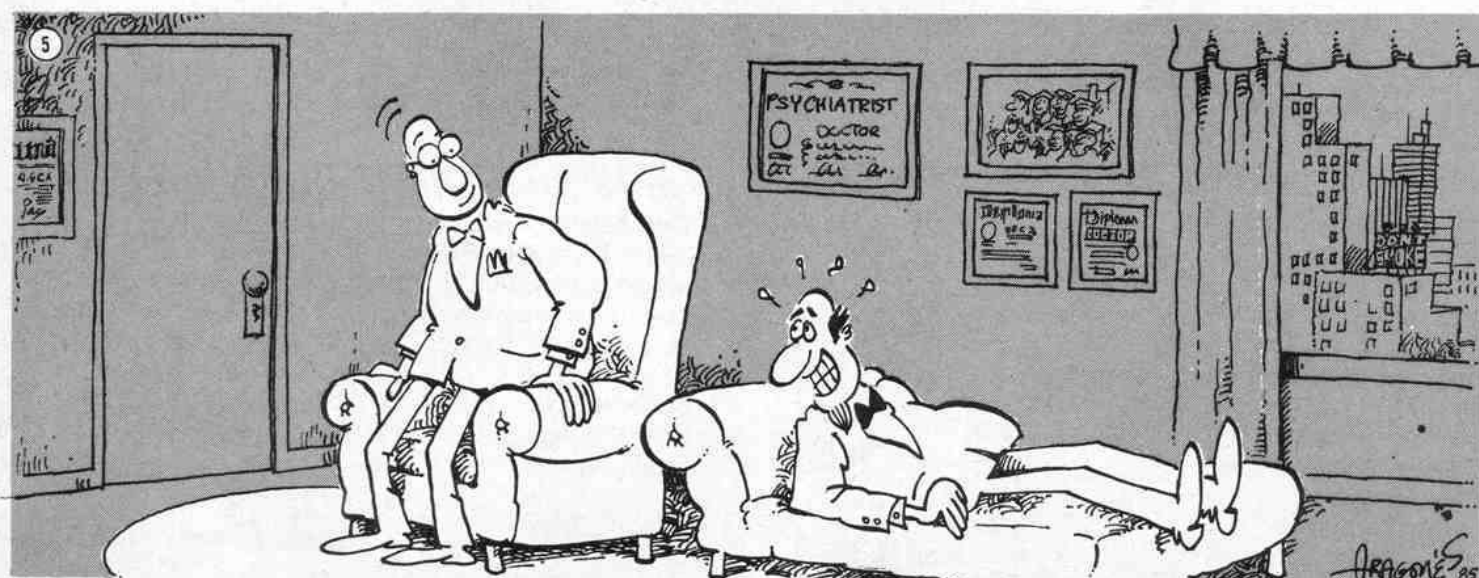
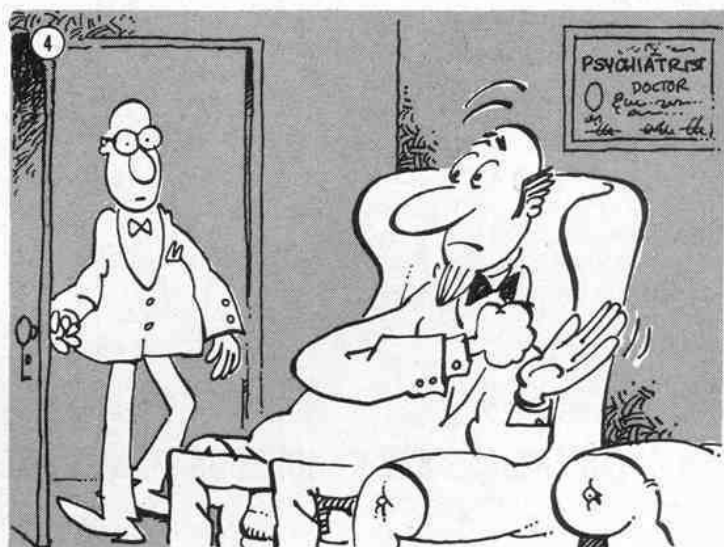
**Blonde Baby Boomers Buy Bloomingdale's Blue Baby Bloomers**

**She Smells Slick Smells By The Seashore**

**How Much Dope Did The Dope Dealer Deal When The Dope Dealer Did Deal Dope?**

**Tots Toying With Toxic Toys Get Totaled**

# HEAD TRIP





## SHUNS OF PITCHES DEPT.

And now the sharp eyes of MAD take a long hard look at

# Those Ridiculous

*Little*

ARTIST: GEORGE WOODBRIDGE

### TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*The Do-It-Yourself Emporium is conveniently located in the New Glitzy Mall near East Wuthering Heights.*

### THINKING ABOUT IT THIS MUST MEAN...

The location is "convenient" for everyone who lives in the part of East Wuthering Heights that's near the New Glitzy Mall. From 25 miles away it's a lot less convenient, but they hope you won't realize that until you're already on the road.



### TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*Dipsy-Cola is now available in handy six-packs at your favorite store.*

### THINKING ABOUT IT THIS MUST MEAN...

They're surely aware that exclusive clothing shops and jewelry salons don't sell soft drinks, so they obviously assume your favorite store is a crowded, smelly super-market.



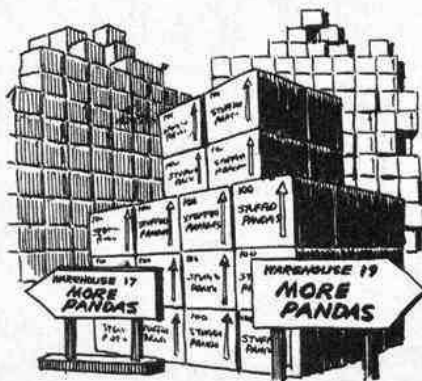
### TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*You must act quickly to get one of these gorgeous stuffed pandas because the supply is limited.*

### THINKING ABOUT IT THIS MUST MEAN...

Even five million lousy pandas can be considered a "limited" supply when compared to the infinite quantities of such things as outer space, rainwater, a Mother's love and the gas you get from eating baked beans.



### TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*For maximum savings, get Ocean Spritz Cran-Cantaloupe Juice in the big full quart bottle.*

### THINKING ABOUT IT THIS MUST MEAN...

They helpfully call it a "big full" quart bottle so you won't get it confused with some other size of quart bottle, such as the small partly empty quart bottle or the gigantic overflowing quart bottle.



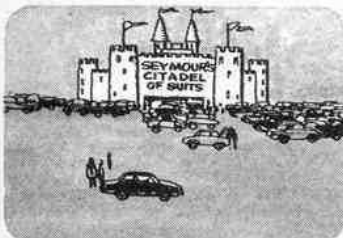
le



# Things TV Commercials Say!

WRITER: TOM KOCH

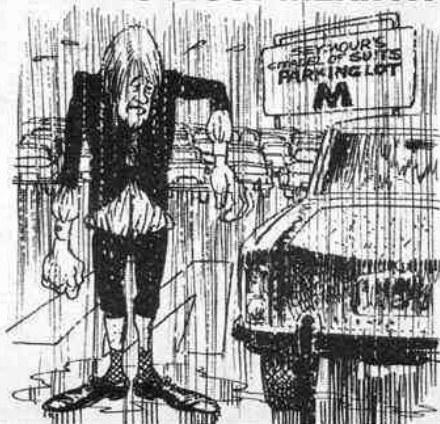
## TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*At Seymour's Citadel of Suits, there's always a full acre of free parking.*

### THINKING ABOUT IT THIS MUST MEAN...

The clothing they sell may shrink, but they give you their unconditional guarantee that the size of their parking lot remains unchanged from day to day.



## TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*Mudworth House is now available in both regular blend and new decaffeinated. Ask for it by name.*

### THINKING ABOUT IT THIS MUST MEAN...

They prefer you ask for their product by name because it wastes too much time when you play Charades with the grocer to make him guess what it is you want.



## TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*Pomeroy's Shoe Polish is available at better stores everywhere.*

### THINKING ABOUT IT THIS MUST MEAN...

Don't blame them if you can't find it. The obvious problem is you do all your shopping at worse stores everywhere.



## TV COMMERCIALS SAY RIDICULOUS THINGS LIKE



*Come see us at Smiling Sid's Stable of Sleek Sedans, where we have been serving the community since 1957.*

### THINKING ABOUT IT THIS MUST MEAN...

They're trying to gain your trust and regain their own self-respect with the preposterous claim that a used car lot is somehow "serving the community."





## THE LAME OF THE GAME DEPT.

"Trivial Pursuit" is such an enormous success that its makers have been able to cash in big by selling "special editions" of the game to movie buffs, sports enthusiasts, baby boomers

# Future 'Special Edition

## LAME DUCK THE POLITICIAN'S EDITION

IDEA: ELIZABETH WHITE

FI	In our nation's capitol, those responsible for formulating important legislation are known as_____?
L	What do the White House, the Washington Monument and the Lincoln Memorial have in common?
IB	What does the Pentagon consider its biggest threat?
US	After the President and the Vice President, who is next in command of the U.S. Government?
T	When a President is inaugurated, what must he swear to do?
ER	How have many well-known politicians chosen to end their careers?

FI	Lobbyists
L	All three have been offered as Grand Prizes in the Publisher's Clearing House Sweepstakes
IB	World peace
US	Lee Iacocca
T	To never pre-empt "The Cosby Show" for a press conference
ER	By accepting the endorsement of Walter Mondale

## BOOM! THE TERRORIST'S EDITION

K	What usually tops the list of terrorists' demands?
HA	What method do hostages frequently use to insure their safe release?
D	What is worse than being hijacked by Palestinians?
A	What evil organization keeps more innocent people living in terror than any other?
FF	What is Libya's "Line Of Death"?
Y	What is the official term used by airlines for bombs placed on passenger jets?

K	To be a guest on "Nightline"
HA	Keeping a diary and offering 50% of the profits when it's published back in the States
D	Being rescued by Egyptians
A	The I.R.S.
FF	"Hey Moammar, you suck!"
Y	In-flight movies

## WAITING ROOM THE DOCTOR'S EDITION

Q	What do the initials "M.D." after a doctor's name stand for?
UA	When an unconscious person with a serious head injury is rushed to an emergency room, what is the first thing doctors check for?
C	What do four out of five doctors recommend for pain?
K	In the hours immediately following surgery, what is the greatest threat to the patient's life?
ER	What medical procedure used to be performed routinely by doctors, but is now considered superfluous and unnecessary?
Y	What sleep-inducing anesthetics are the overwhelming favorites of M.D.s?

Q	Malpractice Defendant
UA	A valid insurance card in the person's wallet
C	Hitting yourself on the head with a hammer
K	Hospital food
ER	Getting a degree from a reputable medical school
Y	The magazines found in their waiting rooms

and music fans. We at MAD figure that if they keep this up, it won't be too long before they run short of good topics and begin scraping the bottom of the barrel by introducing these...

# ons' of Trivial Pursuit

## HOME ROOM THE HIGH SCHOOL EDITION

WRITERS: JOE RAIOLA AND CHARLES KADAU

D	What is the worst mark a student can get?
ET	If a student wakes up with nausea and a headache what does he have?
EN	When during their four years do most high school students receive instruction in Sex Education?
T	More than anything else, what do high school boys wish they could take off their girlfriends on a date?
IO	What is required reading for all freshman students?
N	Excluding gym, what is the one thing most students wish they could take again?

<i>Home Room</i>	
D	A zit on prom night
ET	A geometry test that morning
EN	After football games, behind the bleachers
T	Their braces
IO	The graffiti on the wash-room walls
N	Their yearbook picture

## WACKO THE PSYCHOTIC'S EDITION

PA	Who said "Give me liberty or give me death"?
R	What is Jack Nicklaus best known for?
A	What is the Dewey Decimal System?
N	Where does the President live?
O	What causes the careers of many pro football players to end prematurely?
ID	Who is Miss Piggy in love with?

<i>Wacko</i>	
PA	The tiny man in your medicine cabinet
R	For killing the evil blue giraffe that was threatening New York
A	A diabolical plot hatched by Frank Sinatra and Abe Lincoln
N	No one knows, the real President was replaced by a robot clone in 1981
O	Russian mind control waves
ID	I can't answer that, the CIA is listening in on my conversations!

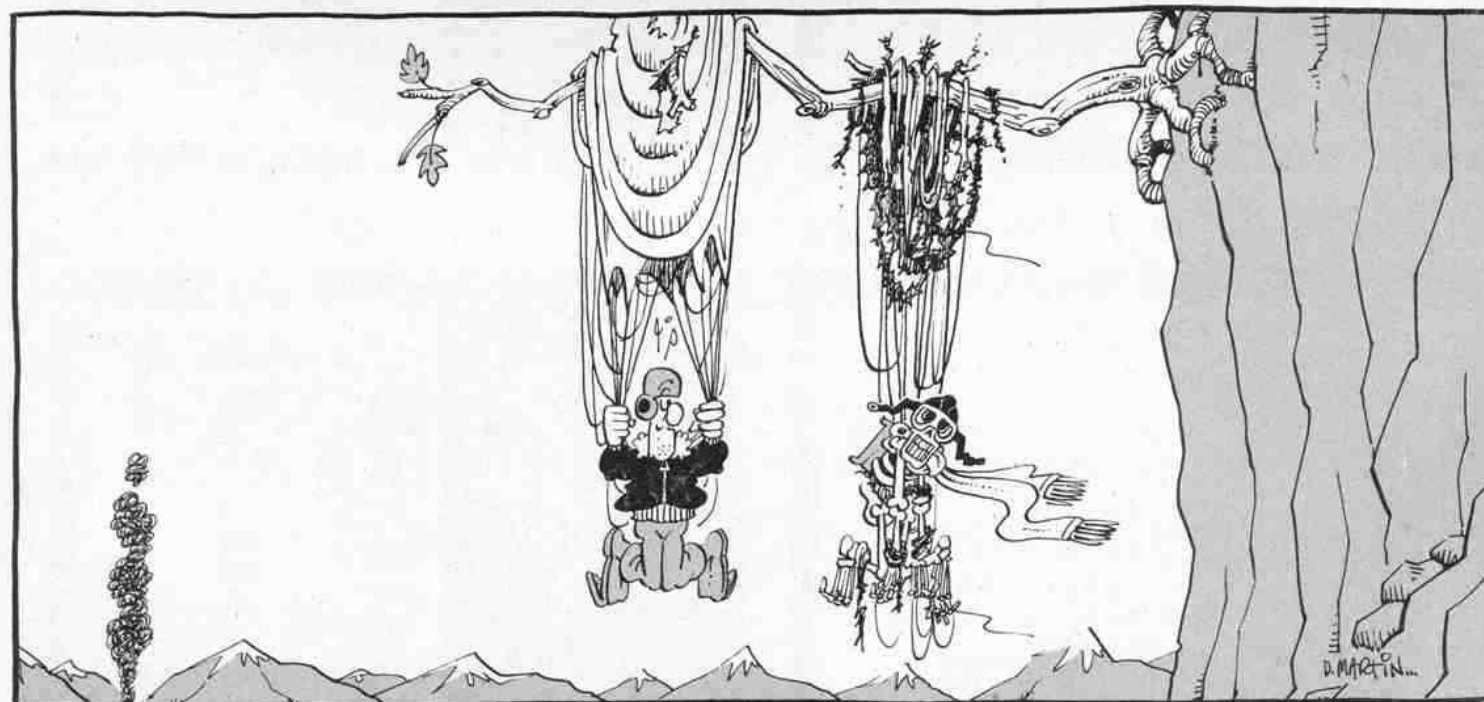
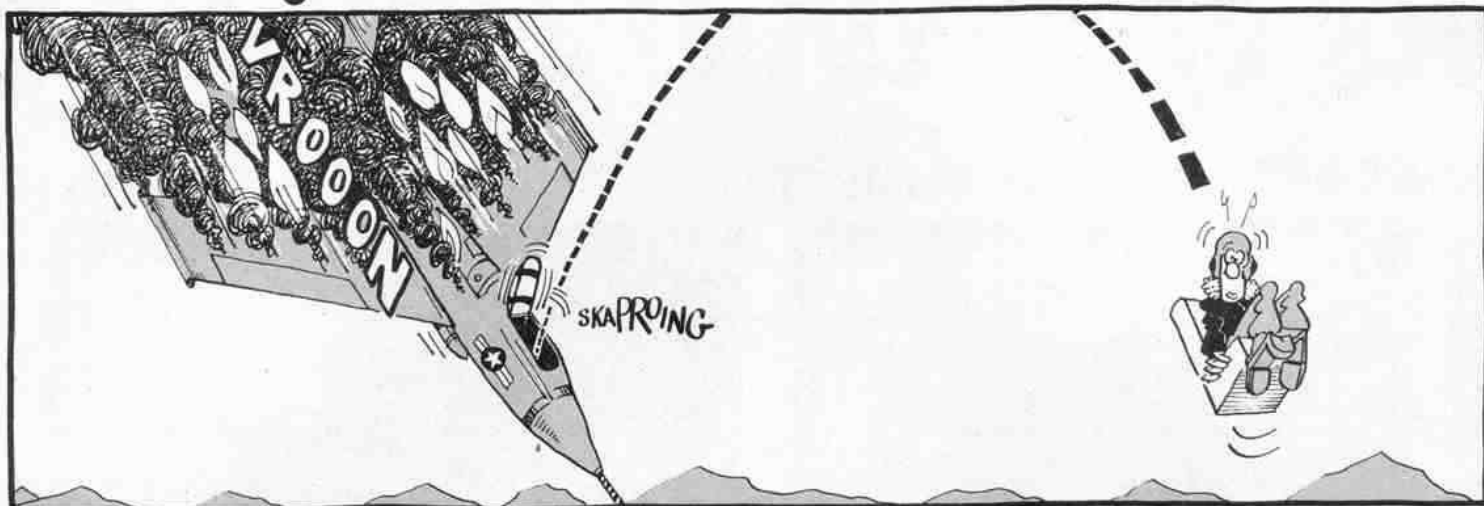
## HUMBUG THE CHRISTMAS EDITION

PE	What jolly, red-cheeked fat man comes into people's homes on Christmas Eve?
R	What are the colorful little people who build Christmas toys called?
RY	At office Christmas parties, under what do secretaries traditionally kiss their bosses?
C	What are the happy people who travel from home to home in small bands on Christmas night called?
OM	Why does Santa travel all over the world on his sleigh on December 24th?
O	According to the old song, what is received on the 12th day of Christmas?

<i>Humbug</i>	
PE	Ed McMahon on "The Tonight Show Christmas Special"
R	Illegal aliens
RY	The threat of being fired
C	Burglars
OM	To earn frequent flyer bonus miles
O	Credit card bills



# Early One Afternoon at Top Gunk





## OFFICERS IN DIS-DRESS DEPT.

It wasn't long ago when all the detectives on television were men. Women were portrayed as being frivolous and silly. But now we have a crime drama show where two of the detectives are women! They're every bit as effective as their male counterparts, and they smell a heck of a lot better! But they're still silly and frivolous! Of course, we're talking about...

# Grabme & Spacey

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

I'm **Pristine Grabme**! I'm 40-ish, but I look **younger**! I'm also **single** and I **drink** a little **too much**. But hopefully one day I'll be **married** and I'll have someone to **share** my life... and the **cost** of my **booze**! In the meantime, I'll go on working as a **plainclothes detective**. And believe me, on the **salary** they pay New York cops, **plain clothes** are all I can afford!



I'm **Detective Peachy** and I'm just a **token** around here! Not a **token black**, a **token detective**! Grabme and Spacey get all the **good** cases in this precinct, so the **rest** of us **guys** are all **tokens**!



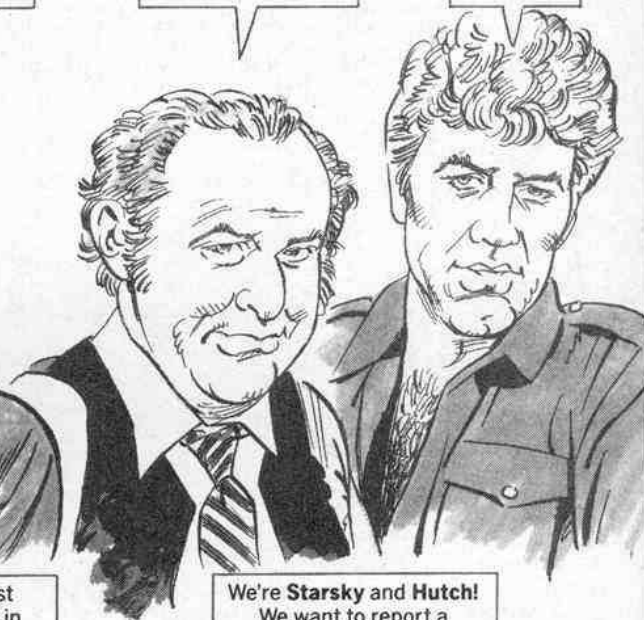
I'm **Merrybet Spacey**, Grabme's **partner**! I'm 40-ish, but look **older**! I'm a very **private** person, so **don't** ask me about my husband **Hardly**, who's usually **out of work** or not **happy** with the job he **has**, or my **two boys** who wish I wasn't a **cop**, or our new **baby daughter** who drives us all **nuts** with her **crying**! Oh, did I mention our new **house**? Anyway, the guys down here at the police precinct are always **teasing** me. They say they don't know which is **thicker**: my New York **accent** or my **midriff bulge**!



I'm the **desk sergeant**. I just mostly **smile**. But everyone in this precinct is so **heavy-handed** and **depressing**, a simple **smile** is like **major comic relief**!



I'm **Lt. Darnrules**. I'm **in charge** here! And although I'm a bit **gruff**, I'm not a **male chauvinist** at all! In fact, I kinda like having Grabme and Spacey on my staff. Having **two broads** around here **brightens up** the place a bit!



We're **Starsky and Hutch**! We want to report a **robbery**! Someone stole our **show** and gave it to two **women detectives**!



I'm **Issexy**, God's **gift to women**! Now if I could only get some women to **accept** the "**gift**"!



OK, listen up!  
We've got a  
rape, arson,  
a drug bust  
and a hit-and-  
run accident.

Perfect!  
I was  
hoping  
for a  
quiet  
day!

The Chick Glitz  
Deli was held  
up for the third  
time this week!  
Grabme, you and  
Spacey get on  
it right away!

Naw, that's too  
cut and dry! No  
pathos or chance  
for long-winded  
speeches on "the  
world as seen by  
two modern women."

A Mr. Manana  
called. He's  
being har-  
assed by  
his landlord  
so he'll  
move out.

Bingo! That  
case sounds  
like "maud-  
lin city"!  
Let's get  
over there  
right away!

You know, Spacey, sometimes I think  
I'm never going to meet Mr. Right!  
Guys are afraid to date a woman cop!

That's **not** true! What about the  
guy that followed you every-  
where all last week?

He stopped following me once  
I took off the handcuffs!

How about that **other** guy you  
were dating? The one you lied  
to and told you worked in a  
doughnut shop?

He split, too! On our last date, I  
opened my purse and my gun  
fell out. I told him I used it to  
shoot holes in the center of  
the doughnuts but he didn't  
believe me for a second!

FALLEN  
CRANE  
ZONE

HELP!

FALLEN  
BRICK  
ZONE

You know,  
Merrybet, you  
passed the  
address  
we're  
going to  
three times  
already!

I know, but I have a wonderful  
husband and three great kids!  
Your personal life is nothing  
but despair and depression!  
So I thought the least I could  
do is keep driving around...  
until you finished complaining!

You  
have  
a  
lot  
of  
class,  
Merrybet!

Look at this place! Roaches  
are everywhere! There hasn't  
been heat or hot water for  
six months! Hookers and drug  
pushers live on both sides  
of me! I need help fast!

Let me ask you one  
question first: Are  
there any vacancies?  
This place sounds a  
lot better than the  
dump I live in now!



You don't want to live here, believe me! The landlord is trying to force us all to move so he can sell the building to a **condo developer**. They **harass** us day and night! Today there was a **dead body** in the **garbage chute**!

Well, at least they're neat! They could have left the stiff in the hallway!

You should **organize**! Elect a **tenant representative**!

We did! That's the guy they found in the **garbage chute**!



This floor is a **mess**!

That's not the floor, that's the **ceiling**!

What's the ceiling doing on the floor?

The same thing that the wall is doing in the tub, **FALLING**!

At least you have a **cat** to keep you company!

What cat? That's a **rat**! One of the smaller ones! I think they truck them in from other slums!

How about getting even with the sleazebag that's doing this to you?

I'd like to, but I'm afraid he'll do something drastic—like fire his **96-year-old mother**! Then we'll have no **janitor** at all!

You must **testify** against your landlord! You must, **MUST, MUST!!!**

**OK! OK!** I'll testify! I can't take any more harassment!

That's why we're going after your landlord!

What landlord? The harassment I mean is **you** and your partner! Get out!



Hey, **Slimebucket**! Here's a **subpoena** for you to appear in **court**! Mr. Manana is going to testify against you. The charge is **harassing tenants**!

Whadda ya mean? I'm one of the most **generous** landlords around! Who **else** arranges for the **garbagemen** to come every day of the week?

Yeah, but **yours** come everyday to **deposit** garbage!

**Big deal!** So hang me for mere details!

I suggest you get yourself a **good lawyer**!

Perhaps a **young, handsome** lawyer who's single and might be attracted to a **lady detective** who's charging his client with harassment. See, my partner, **Pristine**, is a **lonely lady** and...

**MERRYBET!** You know, sometimes I wonder if you're worth the **embarrassment**!





How's Grabme, Mom? We haven't seen her in a long time.

Grabme's okay, but she still wishes she had a husband like I do. She longs for a family and home-cooked meals! Now, will you kids please shut up, eat your Chicken McNuggets and just stay out of my hair!

So tell me, Hardly, how was your first day on the new job?

It was okay! But it was only a half day. I changed jobs during my lunch hour!

Hardly, you change jobs more often than New York City politicians accept bribes!

I changed my mind! I don't want to testify!

You can't let that creep get away with illegal harassment! Unless you change your mind and testify, I'll show you harassment! I'll have your car ticketed every day, I'll watch your...

Pristine, let me deal with him. Sometimes being a mother helps a person relate better! Mr. Manana, do you want me to send you to bed with no dinner? How would you like no TV for a whole month?

I'm scared! Yesterday, my car blew up! Last night, my apartment caught fire! This morning, somebody took a shot at me!

You can't take that stuff personally! This IS New York!

Work with us and we'll give you a new identity! See that photo? That's Jimmy Hoffa! He worked with us and just look what we did for him!

Boy, I hope Mr. Manana doesn't change his mind again!

If you're waiting for a Spanish guy, about 40, short with a moustache, I think he was abducted about ten minutes ago.

What makes you think that?

Because as three men dragged him out the door he was screaming, "Somebody help me! I'm being abducted!!!"

We've got to find Manana right away or Sleezebag could win this case!

Hey, what are you two doing in here?

We always go into the bathroom to confer!

But this is the men's room!

I know! What better place for my single partner here to meet eligible bachelors!

Merry-bet... PLEASE!

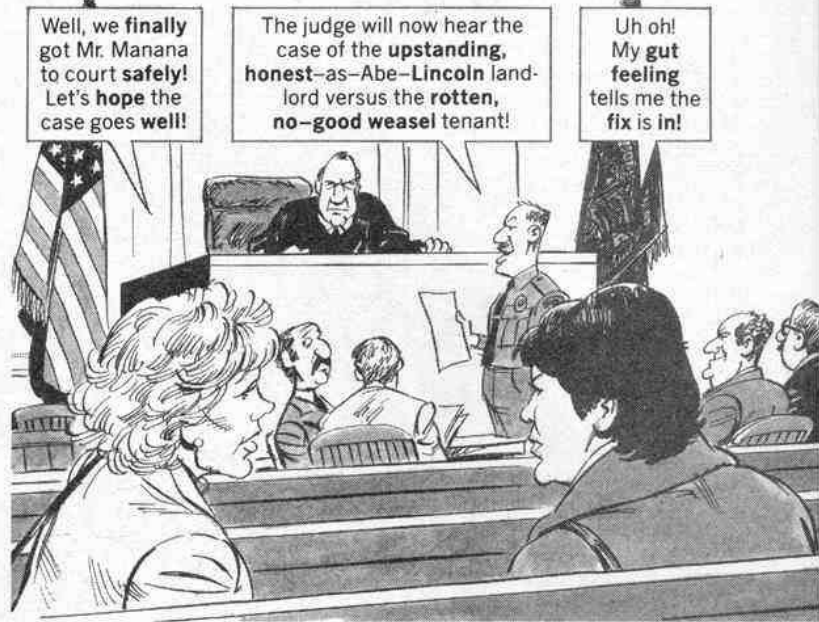
YOUR BADGES - DON'T LEAVE JOHN WITHOUT 'EM!



Okay, buddy, pull over to the curb!

I am at the curb! Traffic is so heavy, I haven't been able to leave the curb for the past twenty minutes!

That's why catching crooks in New York City is so much easier than anywhere else!



Well, we finally got Mr. Manana to court safely! Let's hope the case goes well!

The judge will now hear the case of the upstanding, honest-as-Abe-Lincoln landlord versus the rotten, no-good weasel tenant!

Uh oh! My gut feeling tells me the fix is in!

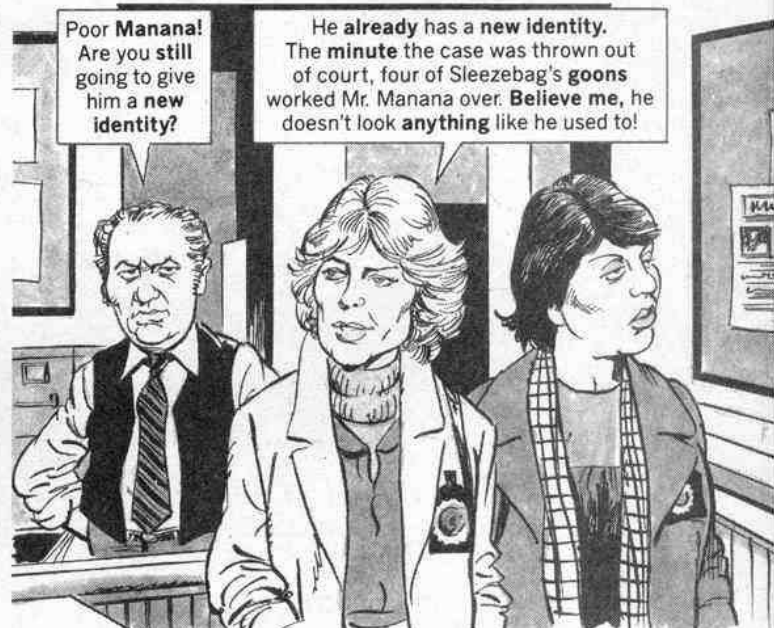


How did the hearing go?

What kind of technicality?

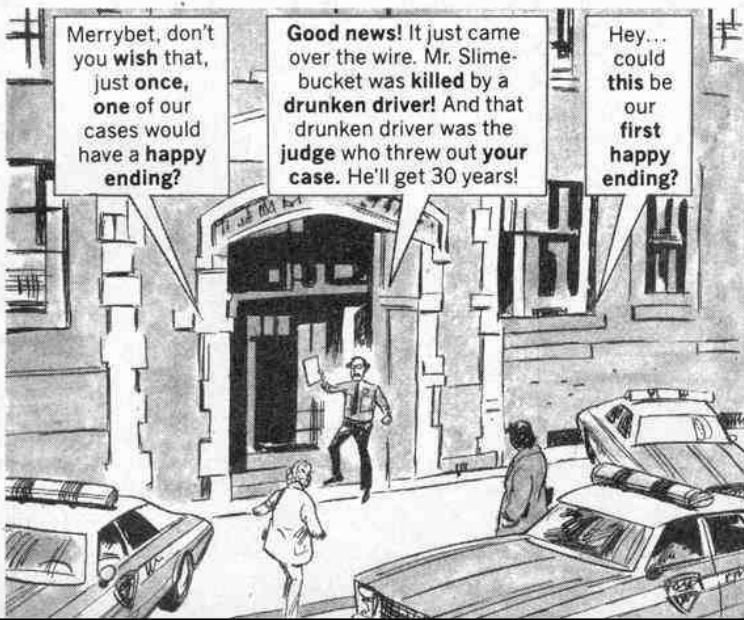
Mr. Manana lost on a small technicality.

The judge was on Sleezebag's payroll!



Poor Manana! Are you still going to give him a new identity?

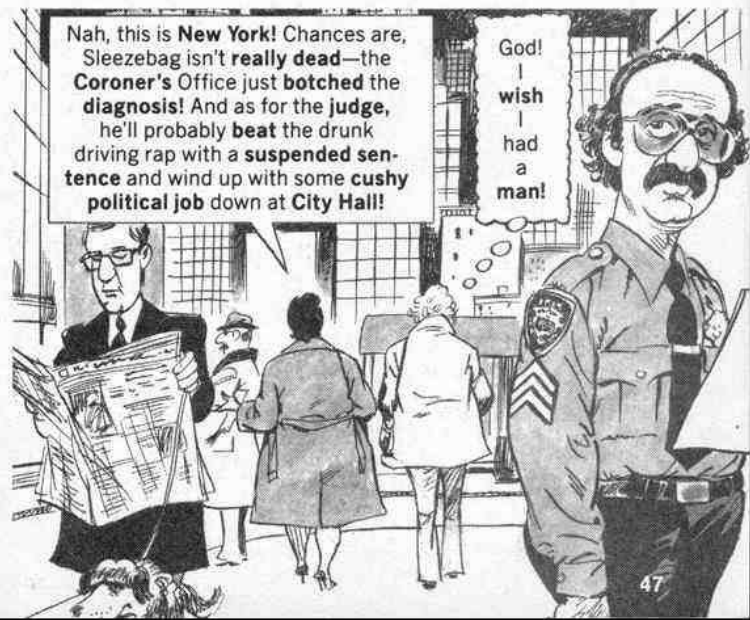
He already has a new identity. The minute the case was thrown out of court, four of Sleezebag's goons worked Mr. Manana over. Believe me, he doesn't look anything like he used to!



Merrybet, don't you wish that, just once, one of our cases would have a happy ending?

Good news! It just came over the wire. Mr. Slimebucket was killed by a drunken driver! And that drunken driver was the judge who threw out your case. He'll get 30 years!

Hey... could this be our first happy ending?

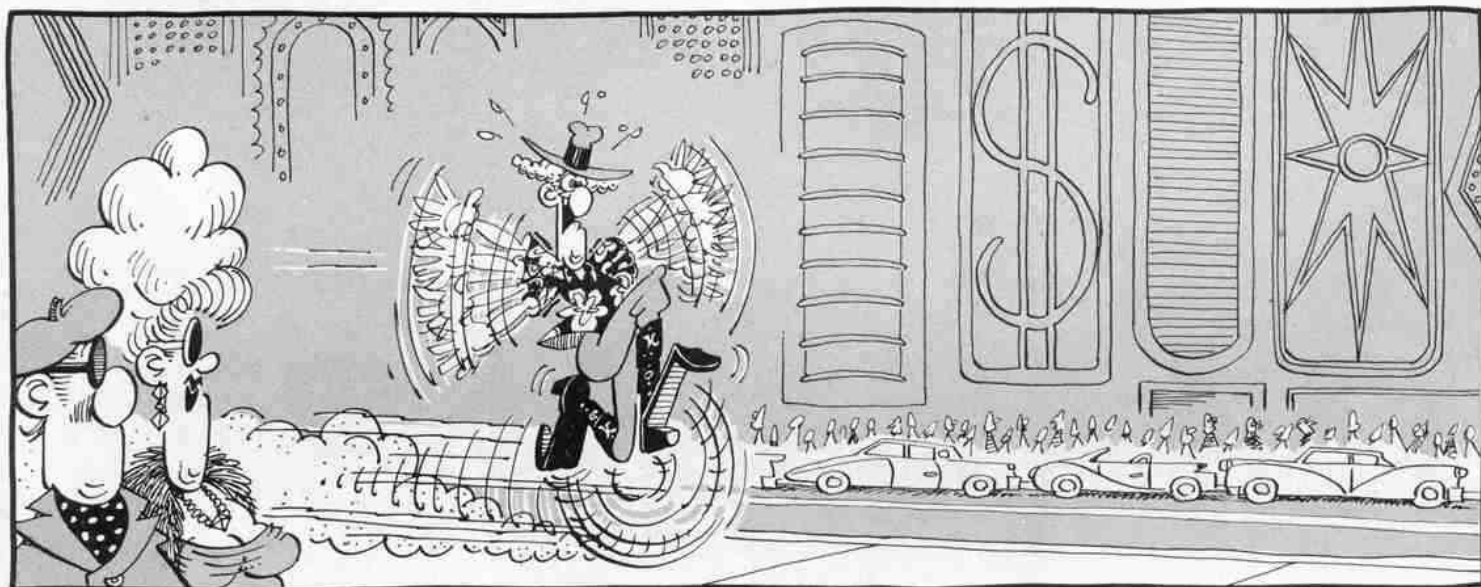
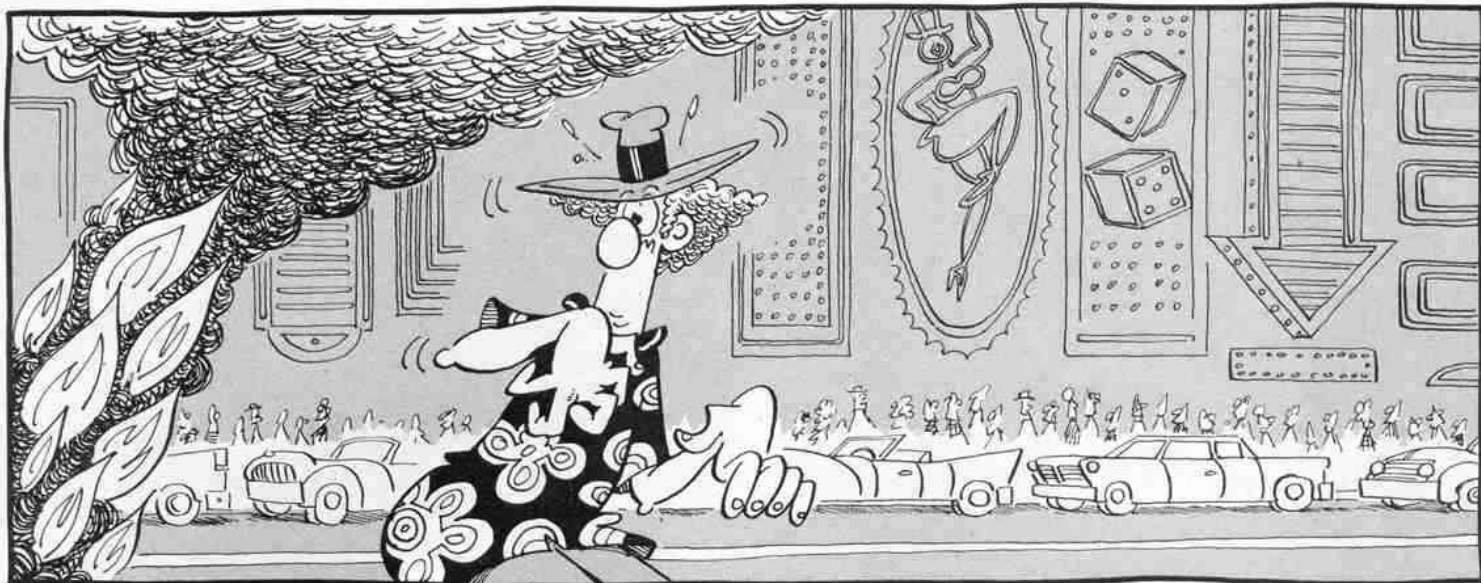


Nah, this is New York! Chances are, Sleezebag isn't really dead—the Coroner's Office just botched the diagnosis! And as for the judge, he'll probably beat the drunk driving rap with a suspended sentence and wind up with some cushy political job down at City Hall!

God! I wish I had a man!



# Early One Evening in Las Vegas

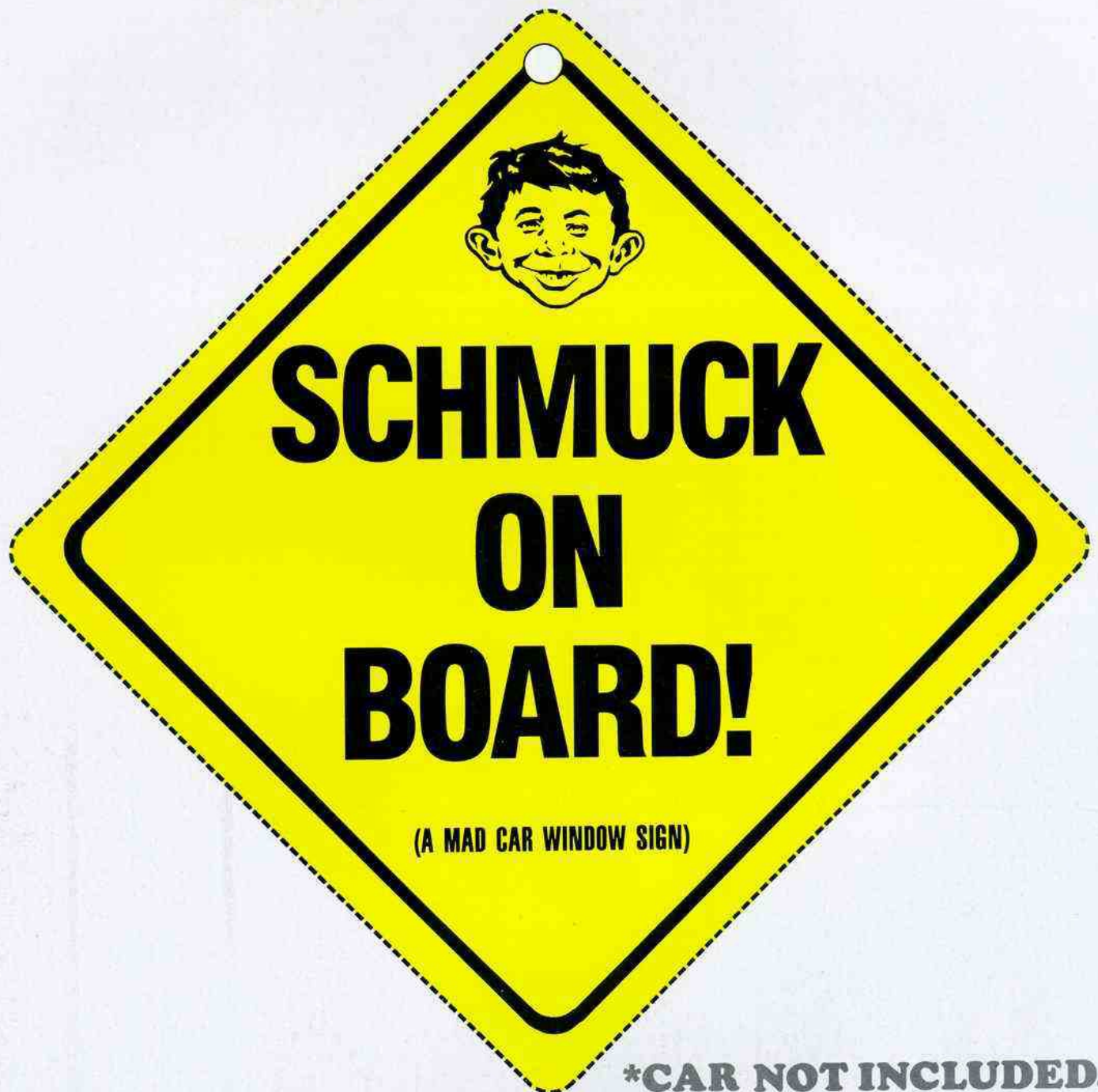




**▶B**



# FREE CAR WINDOW BONUS!\*



**\*CAR NOT INCLUDED.**