

**GOLDEN GIRLS** **YOUNG SHERLOCK HOLMES** **JEWEL OF THE NILE**

No.  
263  
June  
1986

# MAD

Our  
Price  
\$1.35  
Cheap!

**NEVER BEFORE REVEALED!**  
**A CLOSE-UP PHOTOGRAPH OF**  
**ALFRED E. NEUMAN'S MISSING TOOTH**





Now With **NutraSweet!**

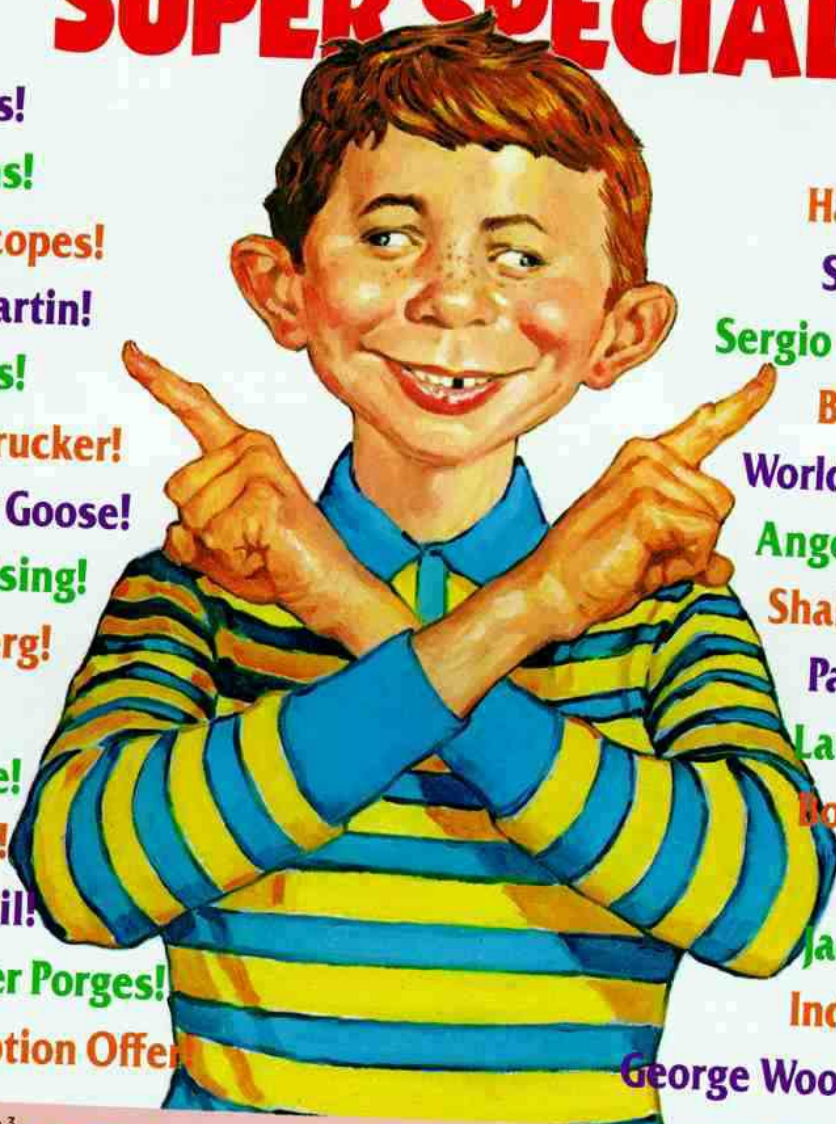
FALL  
1986

# MAD<sup>IND</sup>

## SUPER SPECIAL

OUR  
PRICE  
\$2.75  
CHEAP!

**Movies!**  
**Fold-Ins!**  
**Horoscopes!**  
**Don Martin!**  
**T-Shirts!**  
**Mort Drucker!**  
**Mother Goose!**  
**Advertising!**  
**Dave Berg!**  
**Fads!**  
**Al Jaffee!**  
**Careers!**  
**Junk Mail!**  
**Paul Peter Porges!**  
**Subscription Offer!**



**T.V. Shows!**  
**Harry North!**  
**Spy vs. Spy!**  
**Sergio Aragones!**  
**Bad Habits!**  
**World Records!**  
**Angelo Torres!**  
**Shakespeare!**  
**Paul Coker!**  
**Landmarks!**  
**Bob Clarke!**  
**Cars!**  
**Jack Davis!**  
**Index Page!**  
**George Woodbridge!**



**PLUS 8 FULL-COLOR POSTERS IN THIS JAM-PACKED  
ISSUE OF SUPER MATERIAL FROM PAST ISSUES!!**

On Sale Now At A Newsstand Near Us!

**REMEMBER: READING AND DRIVING DON'T MIX**



# MAD

"In the past we blamed bad people on the environment, now we blame the environment on bad people!"  
—Alfred E. Neuman

**WILLIAM M. GAINES** publisher

**NICK MEGLIN, JOHN FICARRA** editors

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

**CHARLIE KADAU, JOE RAIOLA, SARA FOWLER** editorial assistants

**DICK DE BARTOLO** creative consultant

**JACK ALBERT** lawsuits

**ANNE GRIFFITHS** logistics

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

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

## DEPARTMENTS

<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The Lighter Side of .....	22
<b>COMMON CENTS DEPARTMENT</b>	
You'd Be Rich If You Had A Nickel .....	10
<b>DICK DePARTMENT</b>	
Ads We Never Got To See .....	40
<b>DON MARTIN DEPARTMENT</b>	
One Day In The City .....	12
One Day In The Suburbs .....	27
One Day In The Country .....	35
<b>DRAWING VERSE BLOOD DEPARTMENT</b>	
Violent Mother Goose .....	13
<b>DUE UNTO OTHERS DEPARTMENT</b>	
MAD's Consumer Revenge Bills .....	20
<b>DUO UNTO OTHERS DEPARTMENT</b>	
A Double Feature of MAD Movie Satires:	
"The Fool Of The Nile" .....	4
"Young Sureschlock Homely" .....	7
<b>FROM GAGS TO RICHIE DEPARTMENT</b>	
Two MAD Song Parodies:	
Side A—"All White Song" .....	28
Side B—"Jello" .....	30
<b>HUMOR IN A VARICOSE VEIN DEPARTMENT</b>	
"The Olden Girls" (A MAD TV Satire) .....	43
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy Vs. Spy .....	17
<b>LETTERS AND TOMATOES DEPARTMENT</b>	
Random Samplings Of Reader Mail .....	2
<b>MANY UNHAPPY RETURNS DEPARTMENT</b>	
MAD's IRS Agent Of The Year .....	31
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn Out Dramas" By Aragones .....	**
<b>OBSERVA-SHUNS DEPARTMENT</b>	
MAD's Not So Obvious Warning Signs .....	36
<b>OSCAR-MIRED DEPARTMENT</b>	
Customized Academy Awards For Current Movie Trends .....	38
<b>SERGIO ARAGONES DEPARTMENT</b>	
A MAD Look At Rock Concerts .....	18
<b>SPECK-TICKLES DEPARTMENT</b>	
MAD Dots .....	48

\*\*Various Places Around The Magazine

COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: JOHN RIOS

**MAD** (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$10.00 or 24 issues \$25.00 or 40 issues \$39.00. Outside U.S.A.: 8 issues \$12.00 or 24 issues \$30.00 or 40 issues \$47.00. Entire contents copyright © 1986 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

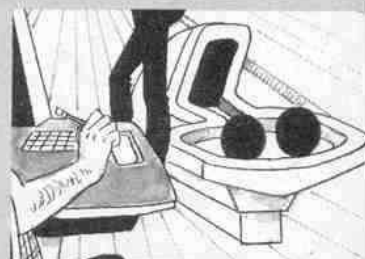
Printed in U.S.A.

"THE FOOL  
OF THE  
NILE"  
(A MAD MOVIE  
SATIRE)  
Pg. 4



"YOUNG  
SURESCHLOCK  
HOMELY"  
(A MAD MOVIE  
SATIRE)  
Pg. 7

THE  
LIGHTER  
SIDE  
OF...  
Pg. 22



MAD'S  
IRS AGENT  
OF THE  
YEAR  
Pg. 31

A MAD  
LOOK AT  
ROCK  
CONCERTS  
Pg. 40



"THE  
OLDEN  
GIRLS"  
(A MAD TV  
SATIRE)  
Pg. 43

# WHAT ON EARTH IS GOING ON 'ROUND SPHERE???

## HUMOR IN A GLOBULAR VEIN!



"He doesn't know his  
asteroid from Uranus!"  
—Mr. Spock

"Berg is out to launch!"  
—Carl Sagan

**ORBITING AROUND YOUR  
NEIGHBORHOOD BOOKSTORE  
NOW!**

## POSITION WANTED

Yessiree, we'd sure love to be in the position where we no longer have to offer these full-color portraits of Alfred E. Neuman, MAD's "What Me Worry" kid, for 60¢ each (3 for \$1.25, 9 for \$2.55, 27 for \$5.15 or 81 for \$10.35)—but unfortunately we're stuck with too many! So here we go again. Mail money to: MAD, 485 MADison Ave., NY, NY 10022.



## LETTERS AND TOMATOES DEPT.



### IS MAD HEREDITARY?

In the 1950's I was an avid MAD reader, and it took me years to shake off the side-effects of my MAD addiction. Last week, while shopping with my daughter Jamie, I lost sight of her for a minute. When I found her, she was literally curled up inside the magazine racks reading MAD and laughing hysterically. She still hasn't stopped talking about it, so, despite my better judgment, I promised to get her a subscription. I think I might even sneak a peek at it myself!

Eric Geller  
Chestnut Hill, MA

### RIGHT ON TARGET?

I finally found the perfect use for all my old MAD Magazines.

Mike Jones  
Cranford, NJ

### "MURDER" AND "VICE"

Did you ever catch the criminals who smuggled all the humor out of your "Miami Price" satire?

Dana Rodman  
Boston, MA

Yes, and we're happy to report that both jokes were recovered with the punch lines intact!  
—Ed.

The real crime in "Murder She Hopes" was committed by Angelo Torres and Dick DeBartolo! Unfortunately, they are both repeat offenders.

Ash-Lee Green  
Amarillo, TX

You'll be happy to learn that because of his work on "Murder She Hopes," Angelo Torres was convicted of MADslaughter and DREW a five year sentence in the PEN. Writer Dick DeBartolo was convicted of ARMED RIBBERY and is now doing time in a HALF-WIT House.  
—Ed.

### AN ABBREVIATED LETTER

Regarding "MAD's Personal Ads" in issue #261: IHYP A, GTH, FYW DMYF!  
DC  
KC, MO



Old MAD Magazines... Get The Point??



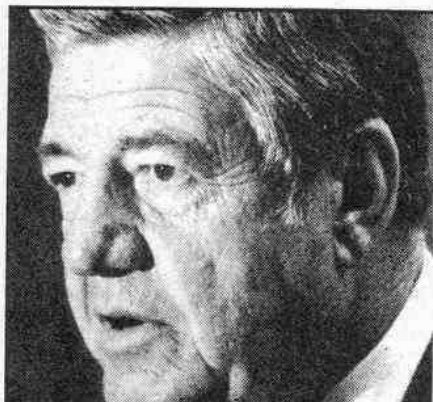
John Laris of Bremerton, WA sent us this editorial cartoon which recently appeared in the Seattle Post-Intelligencer.



## MAYOR MAY NOT...

In MAD #261, your article "MAD's Great American Scavenger Hunt" called for a picture of the mayor of Spartanburg, South Carolina with the Rolling Stones. The picture of Mayor Lewis Miller is enclosed from the Spartanburg Herald-Journal. Do I get half credit?

Larry T. Blain  
Inman, SC



Mayor Lewis Miller Of Spartanburg

## YUPPIE LOVE

Your article "The MAD Guide To Yuppies, Yullies and Yuffies" was the most accurate profile of American life-styles that I have seen in a long time. Frank Jacobs did make one very serious mistake, however: Yuppies do *not* chlorinate their birdbaths...we fill them with Perrier!

Kurt Priebe  
Renton, WA



## MORON MAIL

A lot of foods list an ingredient called "riboflavin" on their packages. Is riboflavin a real nutrient, or just another goofy name you MAD writers made up like "potrzebie", "Veeblefretzer" and "Qwerty"?

Mike Berryessa  
San Jose, CA

Good question. For your information, riboflavin is a real word and our staff has found many things that use the name riboflavin. One of the recently discovered moons of Uranus is named Riboflavin. A riboflavin is also the device used to skim the scum off the tops of swimming pools. Riboflavin is the name of a character that appears in the book, but not the movie, "The Color Purple." It is also the nickname for the cut man of boxer Chuck "The Bayonne Bleeder" Wepner, Edward "Riboflavin" Sanbog. And, of course, riboflavin is a method of birth control frequently advocated by Dr. Ruth Westheimer. —Ed.

Please Address All Correspondence to:  
MAD, Dept. 263, 485 MADison Avenue  
New York, New York 10022

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

# Announcing a fabulous MONEY SAVING SUBSCRIPTION OFFER That EXPIRES AT MIDNIGHT (the day your check clears)

With a  
40 Issue  
Subscription  
You  
SAVE  
\$11.25  
And  
RECEIVE

THE  
DON  
MARTIN  
BIG  
BOOK



PLUS!  
Two FREE  
DON MARTIN  
Paperbacks  
And Two  
FREE MAD  
Paperbacks  
Of Our Choice!

With A  
24 Issue  
Subscription  
YOU SAVE  
\$5.65

PLUS!

Get 6  
FREE MAD  
Paperbacks  
Of Our Choice!

With An  
8 Issue  
Subscription  
YOU SAVE  
A Big Fat Nickel!

PLUS!

Get 2  
FREE MAD  
Paperbacks  
Of Our Choice!

485 MADison Avenue **MAD** New York, New York 10022

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

☐ I enclose \$26.75\* Please send me the next 24 issues of MAD...PLUS 6 FREE MAD PAPERBACK BOOKS!

☐ I enclose \$10.75\* Please send me the next 8 issues of MAD...PLUS TWO FREE MAD PAPERBACKS!

☐ CHECK HERE IF RENEWAL

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_ DATE OF BIRTH \_\_\_\_\_

\*Outside U.S.A. (including Canada.) \$13.75 for 8 issues or \$33.75 for 24 issues or \$51.75 for 40 issues in U.S. Funds payable by International Money Order or check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED.



I'm Roger Ebores! And across the aisle from me is film critic Gene Sissy! Today we're going to review two films: "Death On The Nile" and "Young Frankenstein"!

I suggest that you get your eyes checked, Roger! Look at our assignment sheet! We're reviewing "Fools Of The Nile" and "Young Sureschlock Homely"!

Well... big deal! I'll just make up my reviews based on the clips we're about to show!

Just like you always do, Roger!

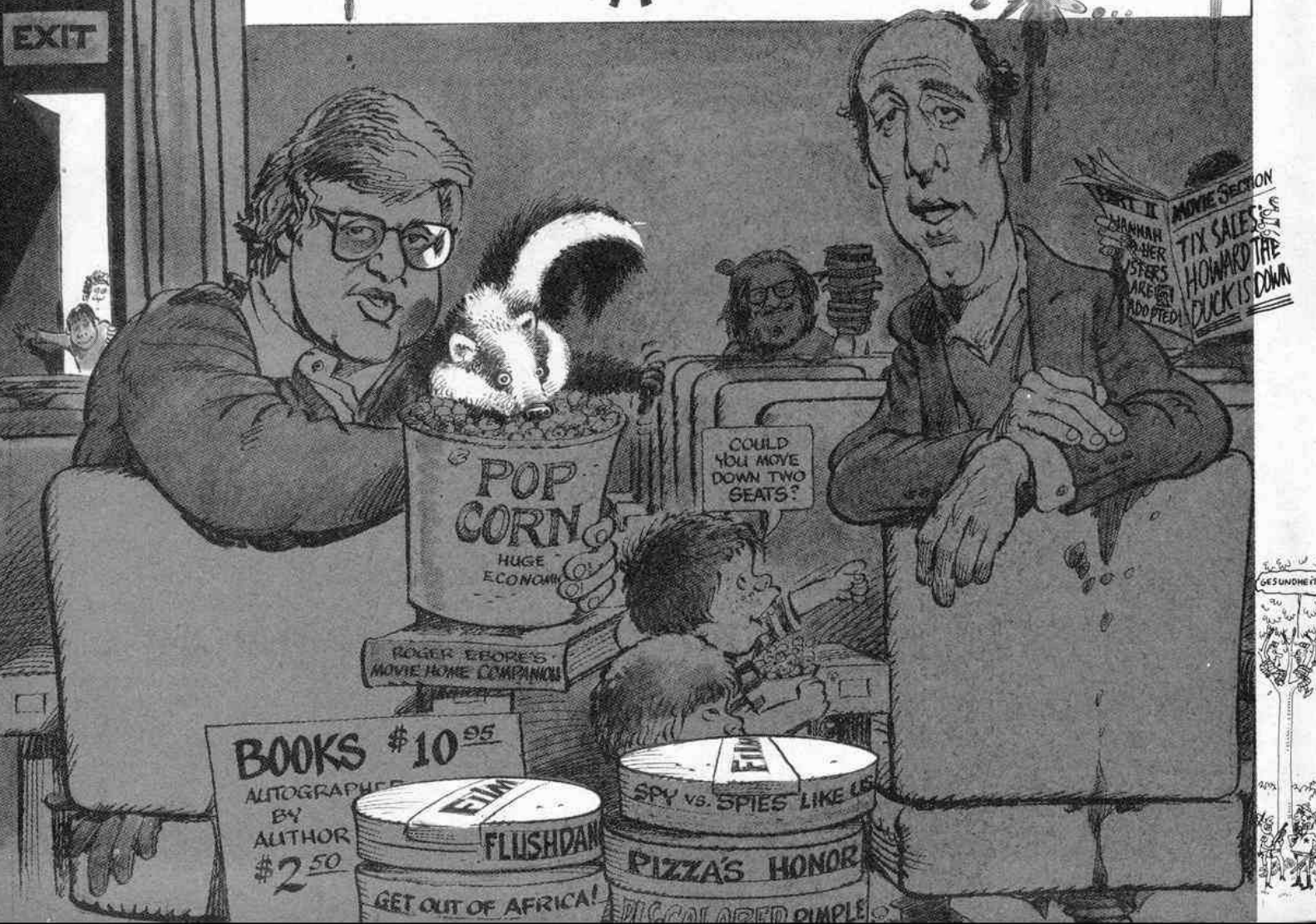
Yes, Gene, don't WE!

# The FOOL of the Nile

THE FOOL OF THE NILE

TITLES BY MORT DRUCKER

EXIT







It's not working, Jock! I hate my new novel so much I just threw my typewriter and the final page overboard!

The fish hate it, too! Here comes your typewriter back up! DUCK!

Let me introduce myself, Moan Wildone. I'm Omar Shariff! Come with me to Africa to write my biography! I will pass a law that any of my people who do not buy the book will be tortured and put to death!!

Wow! Talk about guaranteed sales!

But wait... I can't go without my best friend and lover!

That would be impossible!

OK, give me five minutes to say good-bye to what's-his-name!

WE LOVE THE L.A.S.

30 THOUSAND AWAYS FOR OMAR SHARIFF... YOU GOT IT!

ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

It's Rogue! What are you doing here!?

I came to collect my share from the sale of the Stone!

Sorry! We only carry plot lines from one movie to another! Not financial agreements!

Then I want a piece of the sailboat!

Take as many pieces as you want!



You must come with me! Moan is in great danger! Omar lusts after power, money and the flesh!

Big deal! What are his bad traits?

Go anywhere you want, talk to anyone you like, take pictures of anything you wish! Just as long as you don't go outside this door or those windows!

Thank goodness Omar didn't rule out crashing through the floor!

I'm glad you dropped in! We must stop Omar or he will rule all of Africa!

Wow! Why stop him? Do you know what that will mean for my book sales!?

CRASH!



Now I don't want to give away **too much** of the **plot**, but Moan escapes from the palace with that guy we just saw who turns out to be **The Jewel Of The Nile**, and they keep ahead of the chasing Omar through a **sandstorm** and a wacky runaway **airplane** scene!

And did I mention that Rogue joins the **Suefrees** and then goes on to **rescue** Moan and Jock?

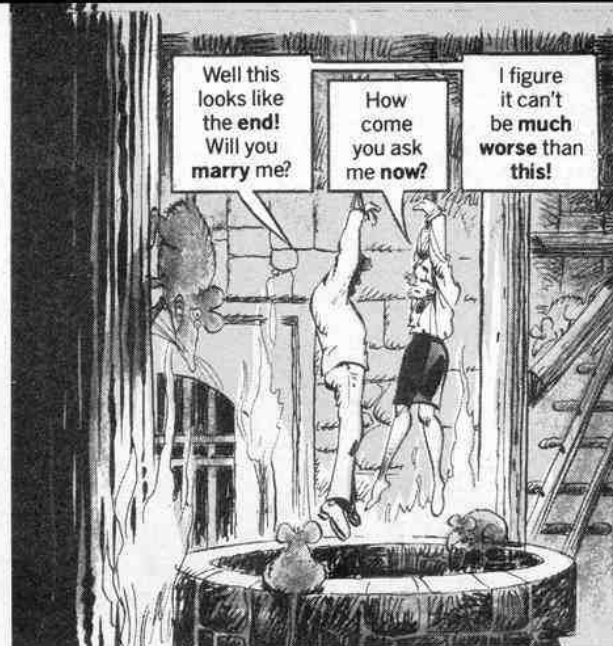
If you tell them **any more** of the **plot**, they can just mail **you** the admission charge and **stay home**! Let's get **back** to the movie!



Well this looks like the **end**! Will you **marry** me?

How come you ask me **now**?

I figure it can't be **much worse** than this!



Well, look at my two little **love bats**! Looks like you'll be spending your **honeymoon** down that **dark well**!

Get us out of here, Rogue, and I **promise** "The **Jewel Of The Nile**" will be **100% yours**!



OK, we **finished off** Omar Shariff for good! Now, **where's** my **jewel**?

Me and my **big mouth**!



I like this movie! It had **everything** going for it—**wit**, **suspense**, **humor** and **originality**!

I totally agree with you **except** I thought it was **dull**, **stupid**, **pointless**, and an **obvious rip-off**!

Is that a description of the **movie** or **yourself**? Our next movie deals with **Sureschlock Homely** when he was **young**!

**Wow!** It's wonderful the way you're able to get to the **heart** of a movie so **quickly**! I wonder if the **title** of the film gave you any **hints**...

A PAIR OF DEDUCERS DEPT.

# YOUNG SURESCHLOCK HOMELY







Waiter, I know I asked for "fresh pheasant," but this is ridiculous! Get this wild bird off me!

Wild bird, sir? You're having a hallucination!

Well, I didn't order one, and I certainly won't pay for it!

Let me introduce myself...

Don't tell me—I'll tell you! Your name is Arthur Charney! You're from East Grinstead! Your father's a butcher and you wish to be an accountant!

Wrong on all counts! Not even close!

So give me time! I'm only the young Sureschlock Homely, you know! I'm bound to improve as I get older!

Your time for the "Hidden Fencing Trophy" challenge is up, Homely! Have you found it yet?

I shall uncover it presently, Whatso! It's hidden in this poor facsimile of an antique vase—which I shall now smash to the floor!

But there's no hidden trophy, Homely! And that vase was a genuine, priceless antique!

That just shows you how stupid those boys are, Whatso! This was the one perfect hiding spot for the trophy and they didn't find it, I did! Thus, I am the winner!

Remember, boy, never replace discipline with emotion or sentiment with mustard!

Sir, what does that mean?

It means I won! While you were trying to find logic in a stupid statement, I beat you!

You were caught with answers to the final exam, Homely, and we haven't written the exam yet! You are being expelled!

But sir, my record is unblemished, and my lowest grade is A+!

True, but remember the school motto—"Quo Twitorious Expellus Glorius Mundi Brainus Boardit!" which means, "Expel any twit smarter than the board..."

You needn't bother to translate, sir! As an expert in Latin, and with today being Monday, I get the message!

No, no, sir! please don't stab yourself! Not until you've paid for that knife!

Sureschlock, you know my uncle didn't stab himself without some reason! He was as sane a man as ever lived!

That's true, Elizabeth! I will miss old Professor Whacko leaping off the roof trying to fly a bicycle!



I must find the answers to **who, how, and why!**

**Who, how, and why, Homely?**

Yes, Whatso! **Who** killed him? **How** was he killed? And most important, **why** did he wear this **ridiculous hat?**

You know, Elizabeth, after living here with you in your uncle's attic, I've discovered many things about you that are **different** than the **other chaps...**

Yes, yes, go on, go on...

You walk differently, you smell sweet, your skin is soft...

And what **conclusion** does this bring you to, Sureschlock?

I deduce that you are a **girl!**

Now we're **getting somewhere!** How would you like to **dust me for fingerprints?**

I tell you, Lt. La Clod, something **strange** is going on! A man fights a cooked pheasant in a restaurant, then leaps to his death! A vicar throws himself under a horse drawn carriage! Professor Whacko stabs himself to death for no reason! There must be a **link** between them!

**Link?** Yes, indeed! It's called "**coincidence**," silly boy! If the first man lived on the **ground floor**, no death! If no **carriage** passed at **that moment**, no second death! And had Whacko been at a **laundry** instead, would he have **starched himself to rigor mortis?**

We'll solve these crimes by **logic, perception, and deduction!** Remember the riddle: "If your window faces north, what **color** is the **white bear?**"

The **white bear?** Hmm, is it **brown?**

On the other hand, we may **never** find the murderer!

I checked that shred of fabric Elizabeth found. Whatso! It was made by this company! What say we have a look **inside!**

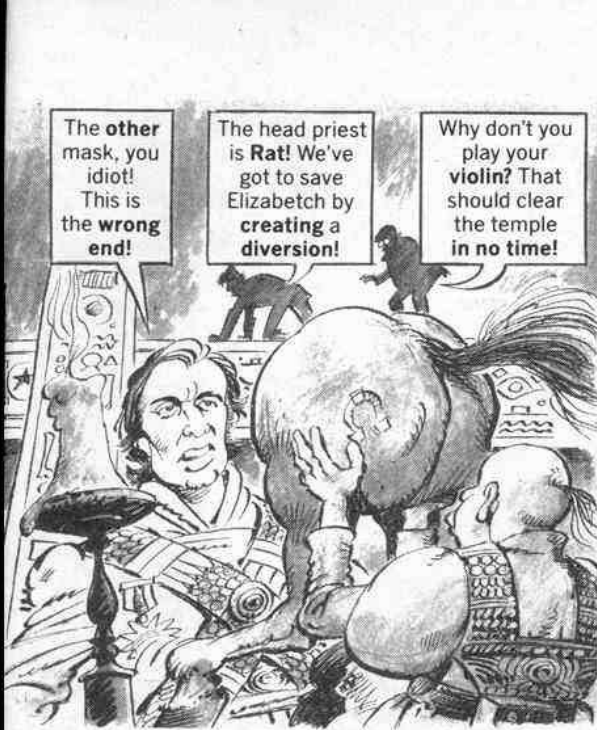
Hmm, very strange goes on, indeed! These people are practicing an ancient Egyptian **sacrificial rite!** The game is **afoot!**

More than a **foot**, Homely—a **whole body!**

You won't get a **head** with **word play** like that, Whatso!

A **head?** Wonderful! How's this—they're doing **wrong** in their rite!

Better, old chap! By jove, it's Elizabeth they're **preparing to sacrifice!**



The **other** mask, you idiot! This is the **wrong** end!

The head priest is **Rat!** We've got to save Elizabeth by creating a diversion!

Why don't you play your **violin**? That should clear the temple in no time!



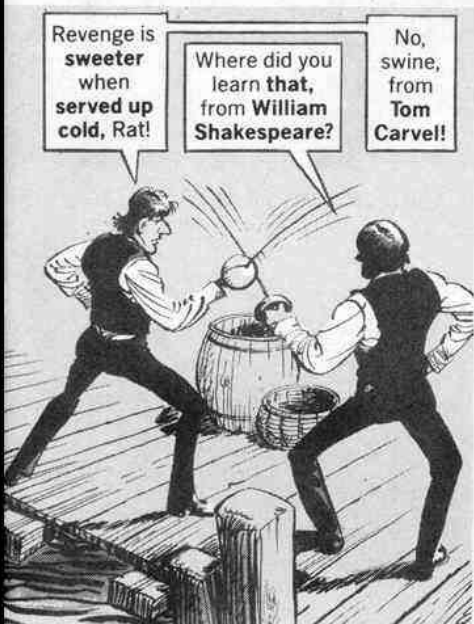
My expertise in the field of **ancient architecture** tells me to **pull this pin!**

TO  
DISASSEMBLE  
THIS THREE  
STORY INDOOR  
RELIGIOUS  
PYRAMID  
INSTANTLY  
- PULL THE  
PIN.



Hmm, this scene is **familiar**, but not the **dialogue!** Am I in the right movie, Mr. Spielberg?

Go back a few pages, **Indy**— "**Fool Of The Nile**" needs you more than **Sureschlock!**



Revenge is **sweeter** when served up cold, Rat!

Where did you learn that, from **William Shakespeare?**

No, swine, from **Tom Carvel!**



I'm afraid Elizabeth died, **Sureschlock!**

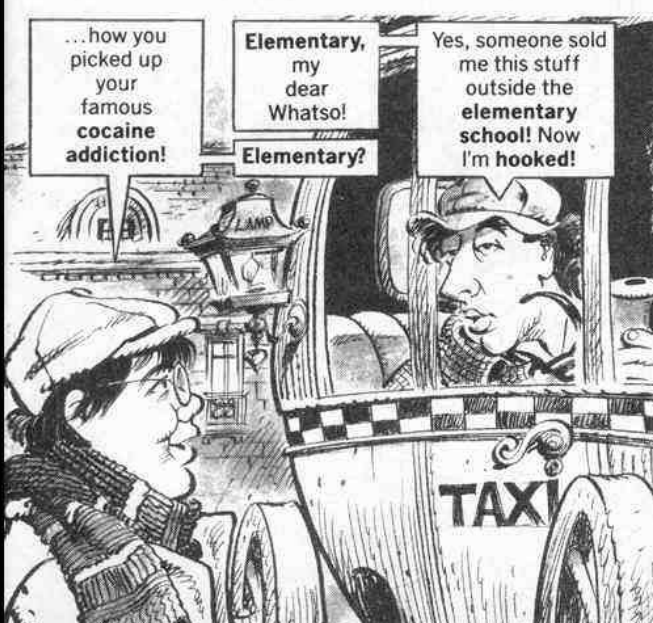
Some **doctor** you're going to make, Whatso!

I did everything I learned in **medical school**—I gave her a **magazine** and told her I'd be with her in a **short while!** She obviously couldn't wait!



Well, we've put an end to that underground religious cult, Whatso! Now I must be on my way!

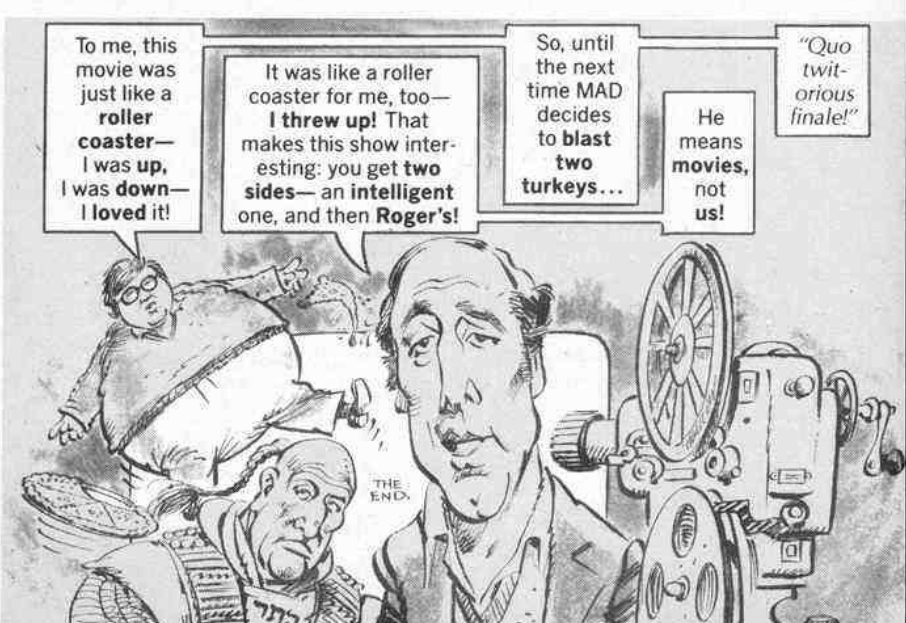
Wait, **Sureschlock!** We've learned about your famous **hat**, your famous **pipe**, and your famous **power of deduction!** We haven't learned one other thing...



...how you picked up your famous **cocaine** addiction!

**Elementary**, my dear Whatso!  
**Elementary?**

Yes, someone sold me this stuff outside the **elementary school!** Now I'm hooked!



To me, this movie was just like a **roller coaster**—I was up, I was down—I loved it!

It was like a roller coaster for me, too—I **threw up!** That makes this show interesting: you get **two sides**— an intelligent one, and then **Roger's!**

So, until the next time **MAD** decides to blast **two turkeys...**

He means **movies**, not us!

"**Quo twit-orious finale!**"

THE END.



# YOU'D BE RICH IF YOU HAD A



... For every "celebrity" exercise book now available.



... For every journalist who has referred to Mary Lou Retton as "perky."



... For everyone who *still* can't tell which one is Siskel and which one is Ebert.



... For every video tape rental store that's opened in any neighborhood in the last year.



... For every nuclear reactor spokesman who says that the latest radiation leak poses "absolutely no danger to anyone."



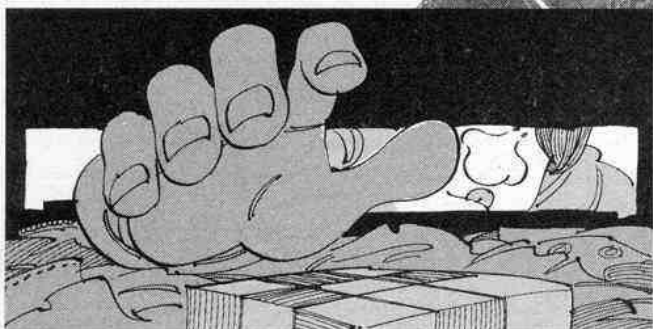
... For every person who thinks he does a great impersonation of Carl Sagan by repeating "billions and billions" in a nasal voice.

# NICKEL...

ARTIST: PAUL COKER WRITER: CHARLIE KADAU



... For every sequel that's not as good as the original.



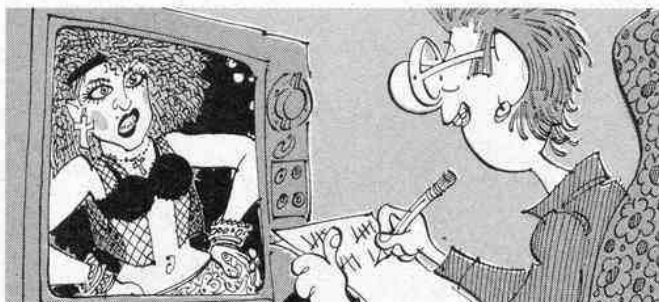
... For every unsolved Rubik's Cube in the back of someone's bureau drawer.



... For every Betamax owner who wishes he'd bought a VHS instead.



... For every time you hear a helicopter report about a massive traffic jam ... *after* you're already in it.



... For ever time Madonna shows her navel in a music video.



... For every disc jockey who says he's going to play 10 songs in a row without interruption, and then interrupts between every song to remind you you're listening to 10 songs in a row without interruption.





# ONE DAY IN THE CITY



ARTIST: DON MARTIN

WRITER: DON EDWING



It's an ugly world out there, what with wars and terrorists and muggers and all the rest. And it's time we prepared the kiddies by giving them the message as early as possible. Well, what better way to introduce them to the hard realities of life, than with Mad's...



ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

## JACK SPRAT

Jack Sprat  
Can swing his bat;  
His wife can spray her mace;  
He'll smack her hard  
When she's off-guard;  
She'll spritz him in the face.



Jack Sprat  
Is knocked out flat,  
His wife the worst of sights;  
Though bitter foes,  
At least it shows  
They're into equal rights.



# THIS IS THE FILM THAT JACK MADE



This is the film that Jack made.



This is the girl who's blown away  
who's in the film that Jack made.



This is the creep who stalks his prey,  
Who blasts the girl who's blown away,  
Who's in the film that Jack made.



This is the ax that splits the head  
That's swung by the creep who stalks his prey,  
Who blasts the girl who's blown away,  
Who's in the film that Jack made.



This is the dude who winds up dead  
From getting the ax that splits his head  
That's swung by the creep who stalks his prey,  
Who blasts the girl who's blown away,  
Who's in the film that Jack made.



This is the salesman from Omaha,  
Who calls on the dude who winds up dead  
From getting the ax that splits his head  
That's swung by the creep who blasts the  
girl who's in the film that Jack made.



This is the handy electric saw  
That slices the salesman from Omaha,  
Who calls on the dude who winds up dead  
From getting the ax that splits his head  
That's swung by the creep who blasts the  
girl who's in the film that Jack made.



This is the carnage of blood and gore  
That's made by the handy electric saw  
That slices the salesman from Omaha,  
Who calls on the dude who gets the ax  
that's swung by the creep who blasts  
the girl who's in the film that Jack made.

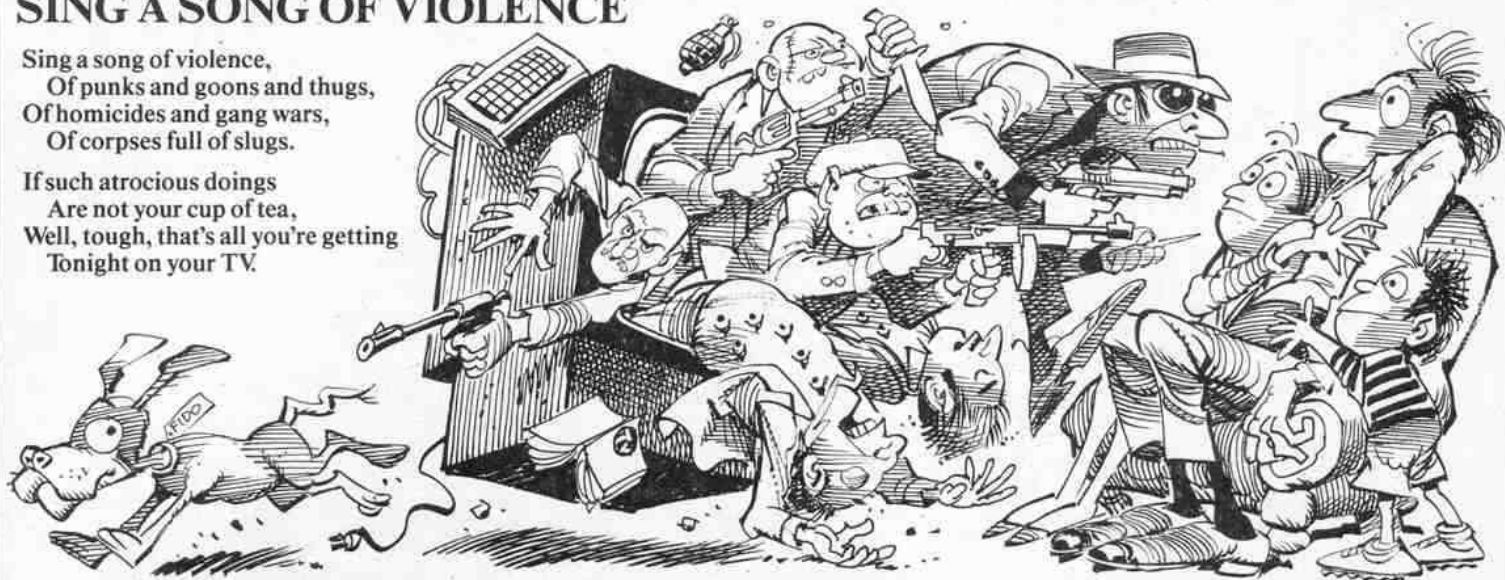


These are the profits of bucks galore  
That come from the carnage of blood and gore  
That's made by the handy electric saw  
That slices the salesman from Omaha,  
Who follows the dude who gets the ax  
that's swung by the creep who blasts  
the girl who's in the film that Jack made.

## SING A SONG OF VIOLENCE

Sing a song of violence,  
Of punks and goons and thugs,  
Of homicides and gang wars,  
Of corpses full of slugs.

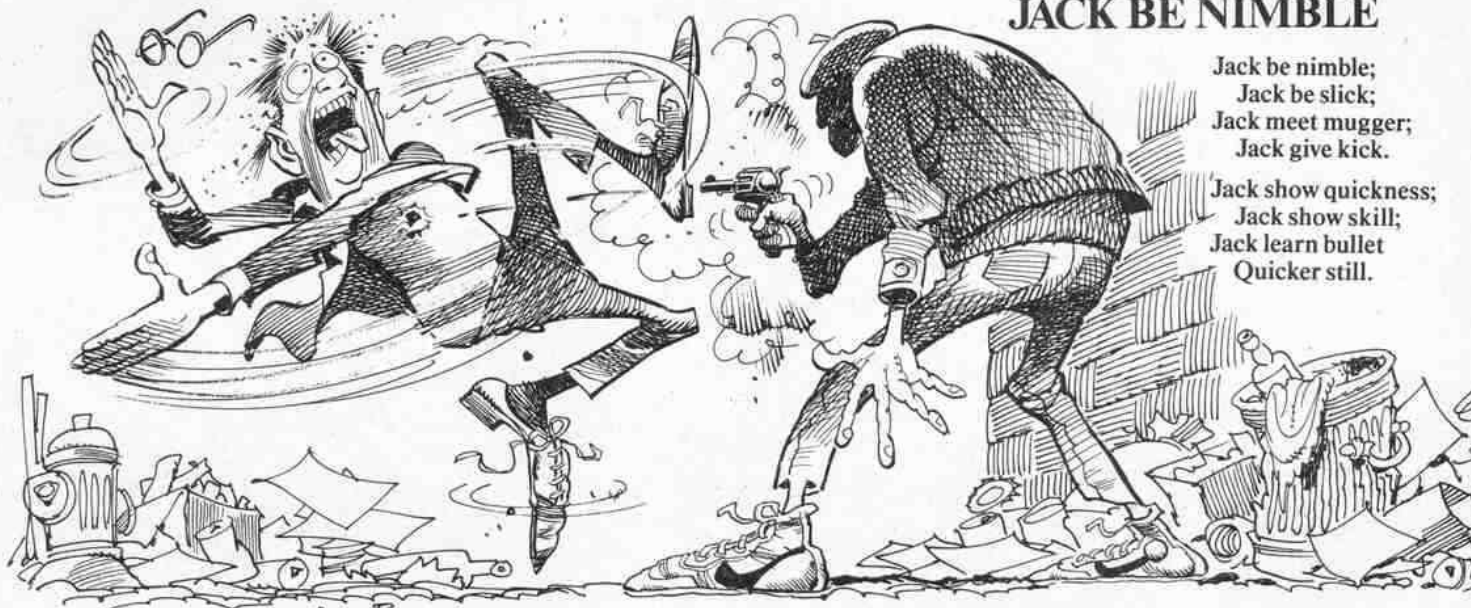
If such atrocious doings  
Are not your cup of tea,  
Well, tough, that's all you're getting  
Tonight on your TV.



## JACK BE NIMBLE

Jack be nimble;  
Jack be slick;  
Jack meet mugger;  
Jack give kick.

Jack show quickness;  
Jack show skill;  
Jack learn bullet  
Quicker still.



## OMAR HAD A LITTLE BOMB

Omar had a little bomb;  
He found it filled a need  
For getting rid of all those folks  
With whom he disagreed.

Omar let his bomb go off  
Without the proper care;  
And now we're finding little bits  
Of Omar ev'rywhere.







## HUMPTY DUMPTY

Humpty Dumpty  
Plays for the Pack;  
Humpty Dumpty  
Is a great back;  
Says he, "Sure, it's true that the game's kind of rough,  
"But I always survive, 'cause I'm burly and tough."

Humpty Dumpty  
Takes a hard shot;  
Humpty Dumpty  
Says, "Hey, so what?  
"On the field I expect to get tackled and spilled,  
"But those fights in the stands—  
why, a guy could get killed!"

## AS I WAS GOING TO ST. IVES

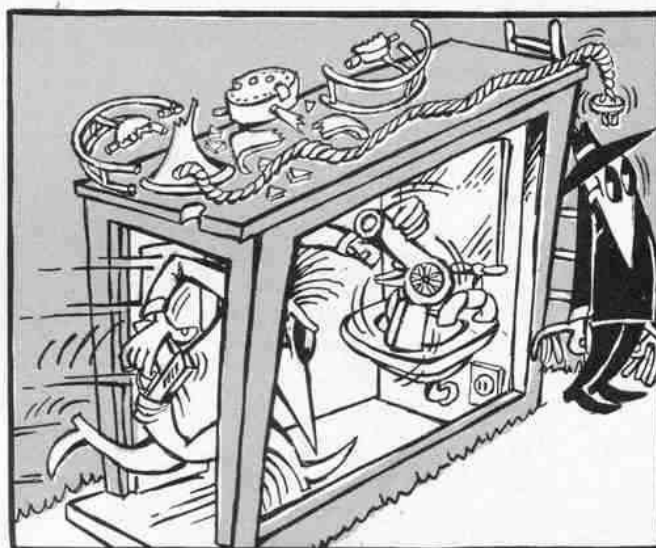
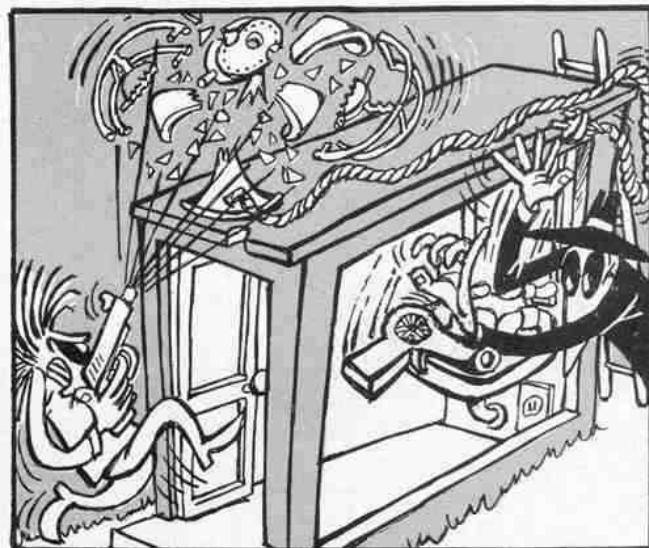
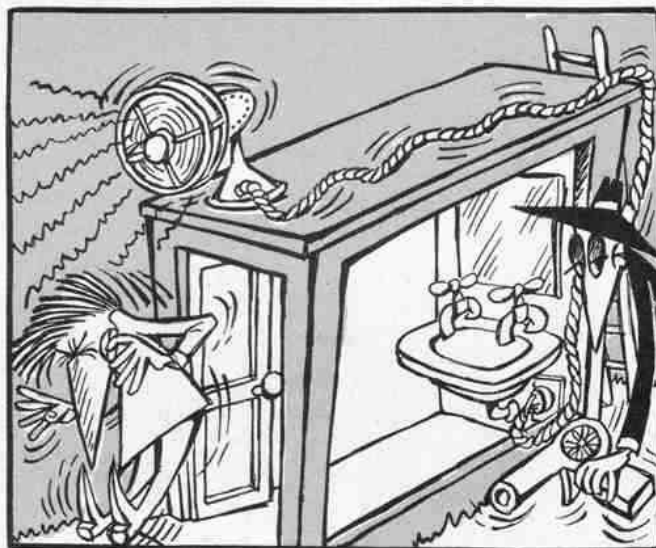
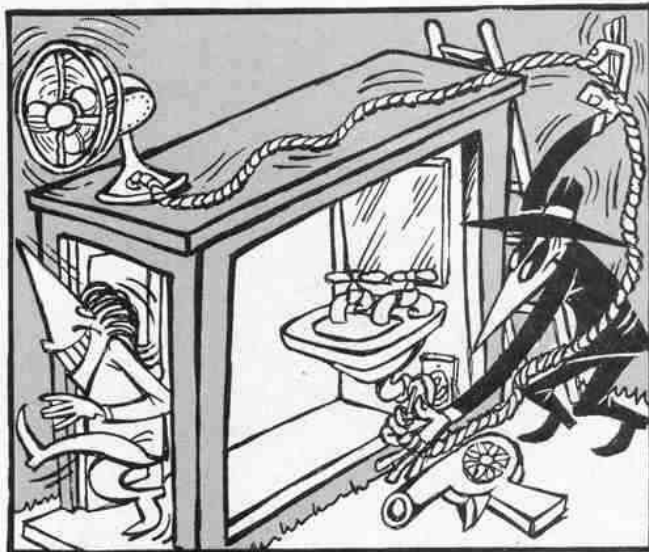
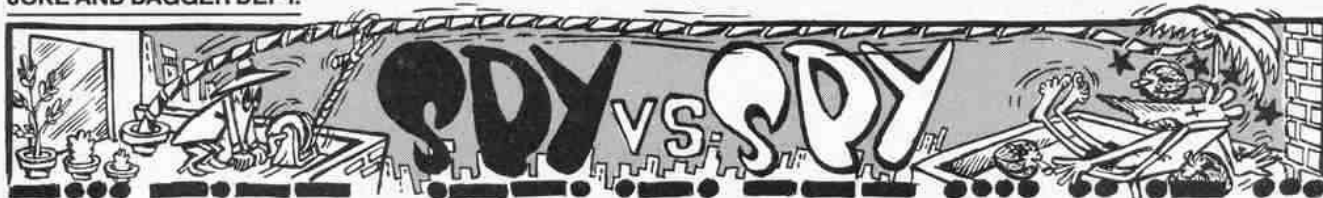
As I was going to St. Ives,  
I met a man with seven knives,  
Three rifles, 14 hand grenades,  
Two hatchets sharp as razor blades,  
A bow and arrow, poison darts,  
Plus knowledge of the martial arts;  
All of which may help to explain  
why *he* wasn't beaten, robbed and  
left to die like *I* was while  
going to St. Ives.



## TAFFY WAS A HITMAN

Taffy was a hitman  
Hired by Mother Goose;  
Taffy followed orders  
When she turned him loose;  
Taffy killed Jack Horner,  
Taffy killed Jack Sprat,  
Taffy killed the Fiddle;  
Taffy killed the Cat,  
Taffy killed Miss Muffet,  
Taffy killed Boy Blue,  
Taffy killed Ma Hubbard,  
Killed her children, too;  
Taffy killed Sol Grundy,  
Taffy killed King Cole;  
Guess this piece is finished—  
Taffy's on a roll.

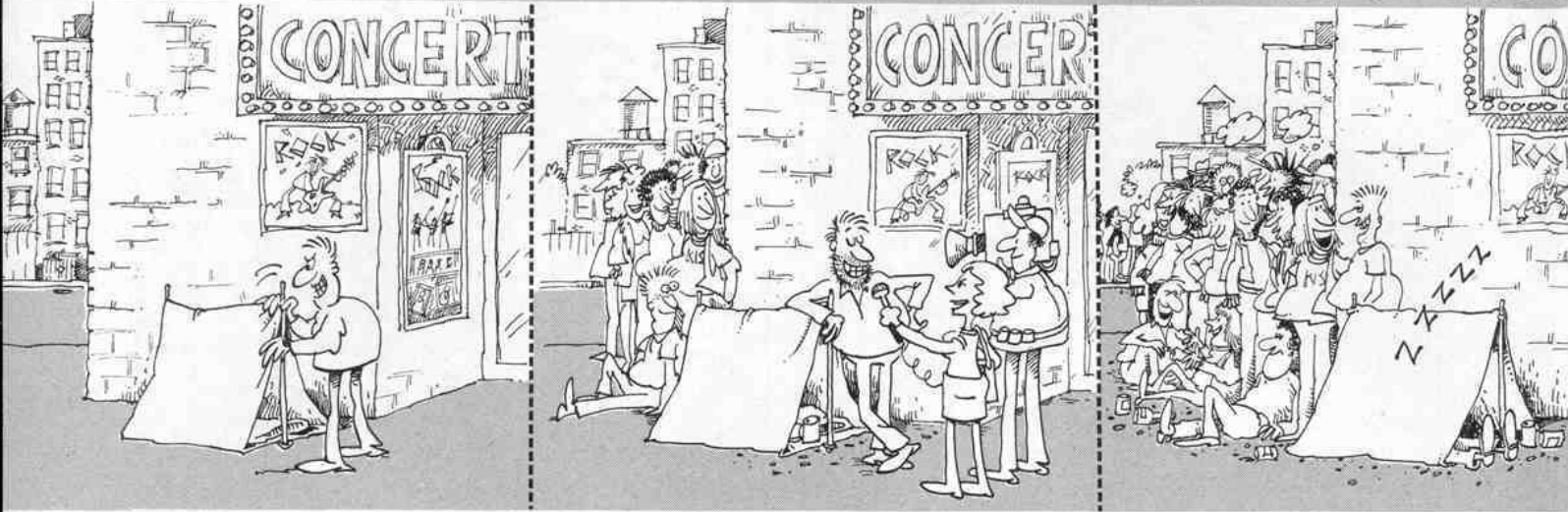




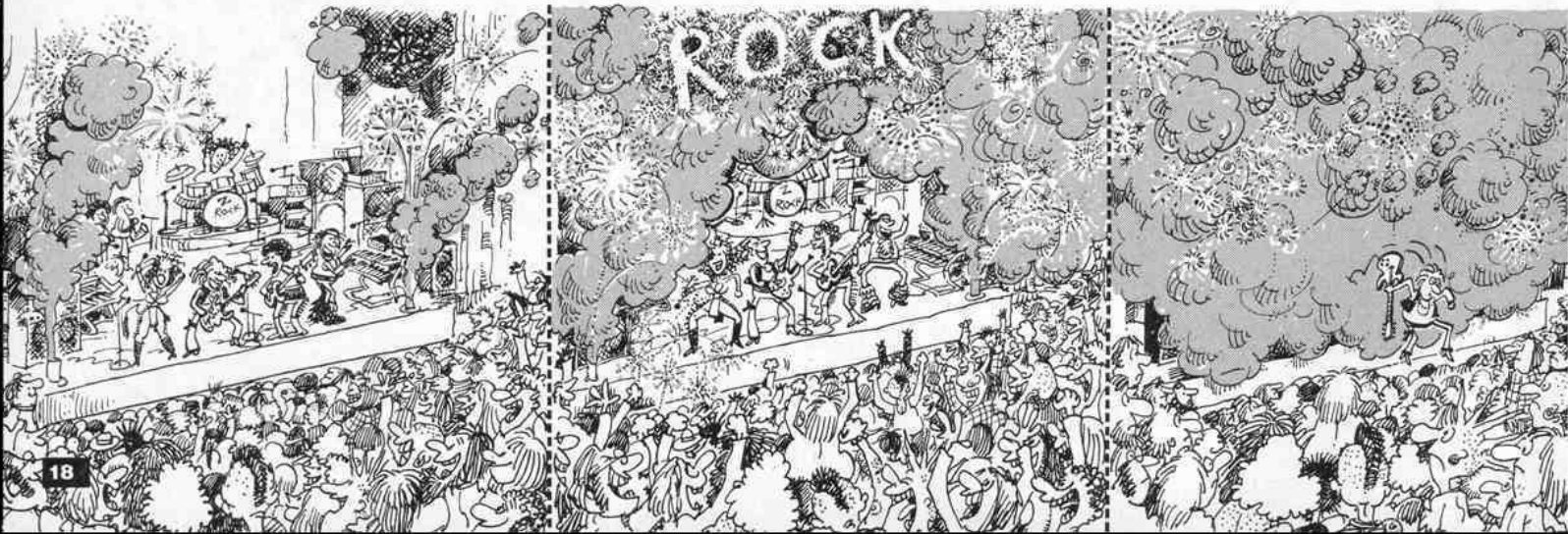
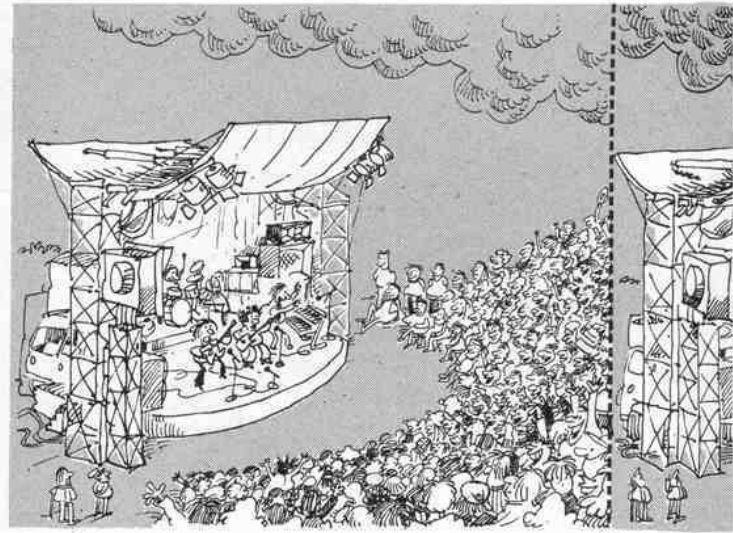


SERGIO ARAGONES DEPT.

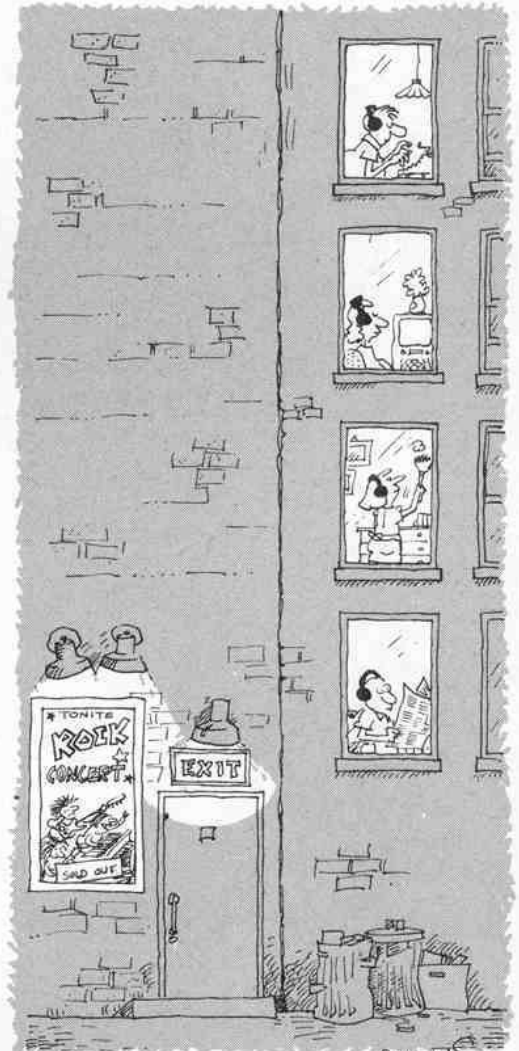
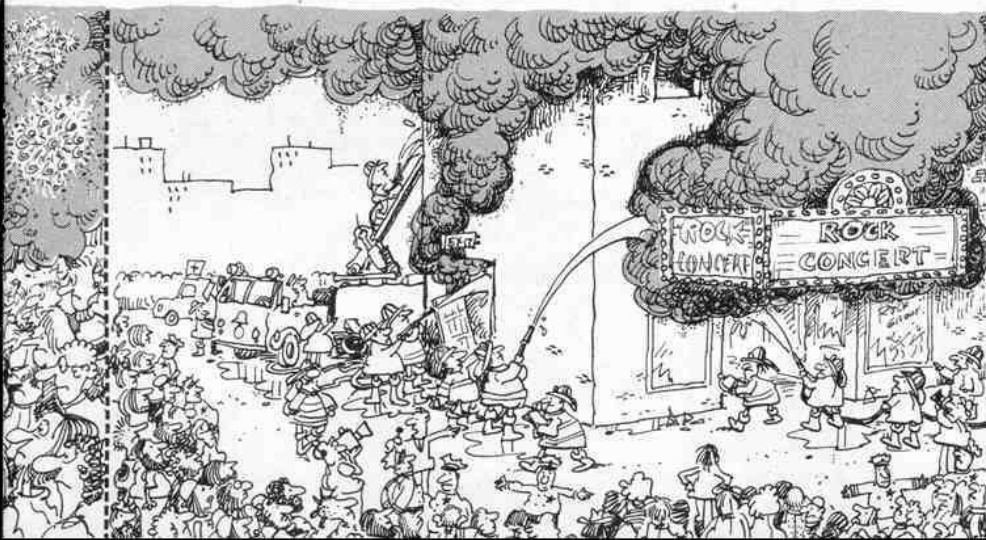
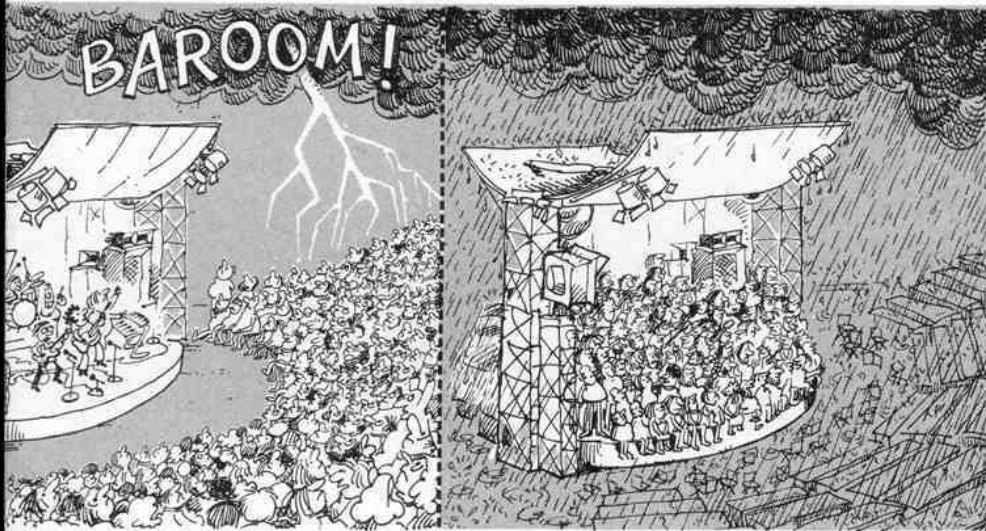
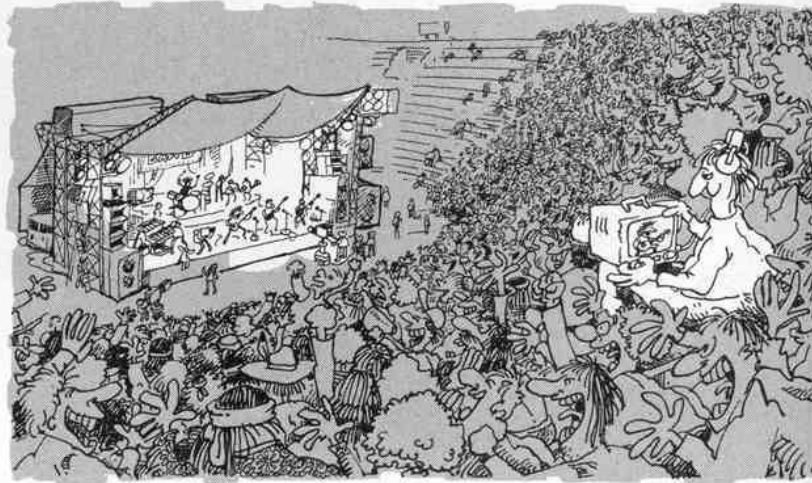
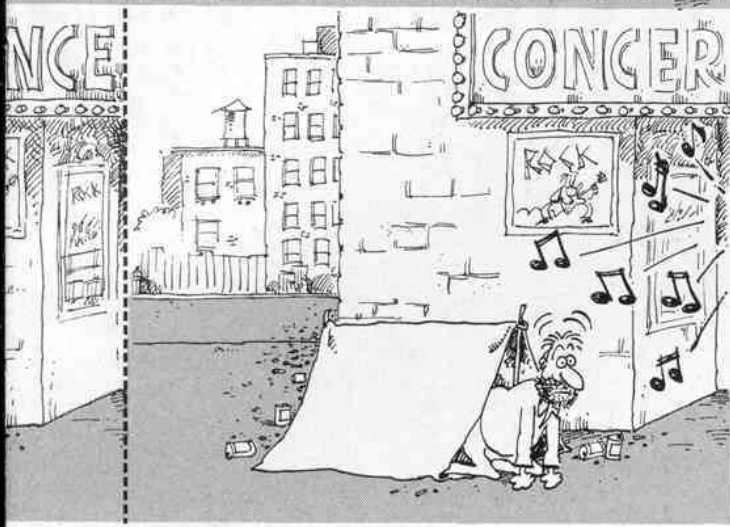
# A MAD LOOK AT ROCK



WRITER AND ARTIST: SERGIO ARAGONES



# CONCERTS





## DUE UNTO OTHERS DEPT.

Let's face it. Everyone hates paying bills, especially when we are charged for crummy service or shoddy merchandise that leaves us inconvenienced and angry. We think it's time to fight fire with fire! And so, we now present bills that YOU can return with the outrageous bills THEY send you...

# Consumer Revenge

WRITER AND ARTIST: AL JAFFEE



### BILL TO YOUR DOCTOR

To  
From

Date and time of my appointment.....  
Time I arrived at your office.....  
Number of patients ahead of me in  
your waiting room.....  
Time I was finally called into  
examination room.....  
Total elapsed time between  
appointment time and actual time..  
My occupation.....  
My hourly rate of pay.....  
My hourly rate of pay multiplied by  
wasted time in your waiting room..  
Your bill to me.....  
My bill to you.....

Balance owed    You ☐ Me ☐

### BILL TO AN AUTO REPAIR GARAGE

To  
From

My car's problem.....  
When I brought it in to you.....  
When you promised to return it to me.....  
When you actually returned it to me..  
Number of days I had to use a rented  
car.....  
Daily rate of rented car.....  
Amount I paid you for this repair.....  
Date my car developed exact same  
problem as before.....  
Total of your bills to me.....  
Total of my car rental costs.....

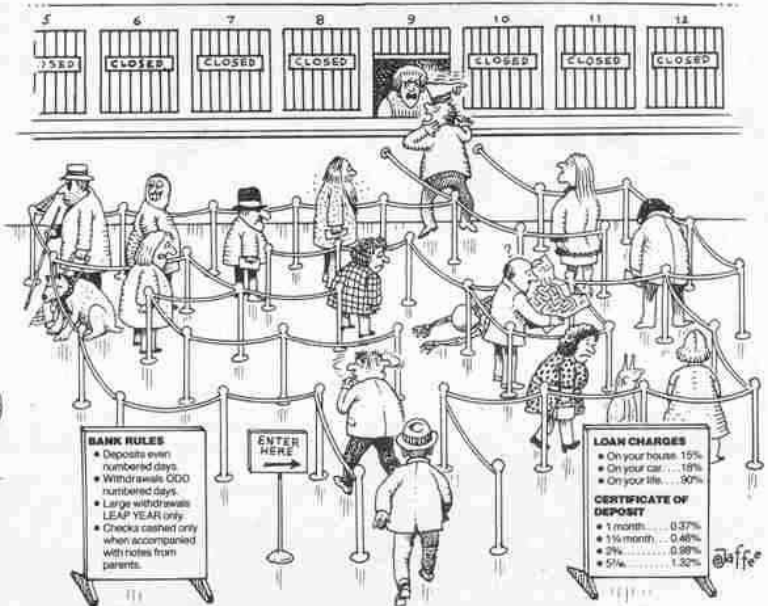
Balance owed    You ☐ Me ☐

To  
From

Retchville School Board  
J. M. Stillbarfin

Date and time.....	1-9-86 12:13 P.M.
Table number.....	22
Description of food picked up at lunch counter.....	Hard objects
<i>held together by a greenish sea of super glue.</i>	
Description of food picked up on clothing from filthy table and chair.....	Multi-
<i>colored splotches of indelible gunk.</i>	
Dry cleaning and/or laundering costs.....	\$12.90
Cost of stomach medication after meal.....	\$16.36
My total cost.....	\$29.26
Amount I was charged for lunch.....	\$ 2.00
Amount I'm charging for cleaning and medication.....	\$27.26
Balance owed      You <input type="checkbox"/> Me <input checked="" type="checkbox"/>	\$27.26

# Bills



To  
From

Time you arrived .....  
 Time children were put to bed .....  
 Time your entire high school class  
 dropped in for impromptu party ....  
 Value of food in refrigerator before  
 friends arrived .....  
 Value of food in refrigerator after  
 friends left .....  
 Value of records scratched and broken .....  
 Cost of cleaning and repairing  
 furnishing .....  
 Cost of long distance telephone calls .....  
 Time friends left .....  
 Time we arrived home .....  
 Amount I paid you for babysitting ....  
 Amount you owe me for everything ...  
 Balance owed      You ☐    Me ☐

To  
From

Date and time I entered bank .....  
 Number of people ahead of me.....  
 Time I finally got to teller window ....  
 Special problems (fill in if applicable):  
     Number of bank officers I had to see .....  
     Number of people ahead of me at  
     officer's desk .....  
     Time I was sent back to teller line...  
     Number of people ahead of me in  
     teller line .....  
 Time I finally got out of bank.....  
 My costs:  
     A) Babysitter.....  
     B) Loss of pay.....  
     C) Parking.....  
     D) Other.....  
 Your monthly service charge to me ...  
 My monthly service charge to you ....  
 Balance owed      You ☐    Me ☐ .....



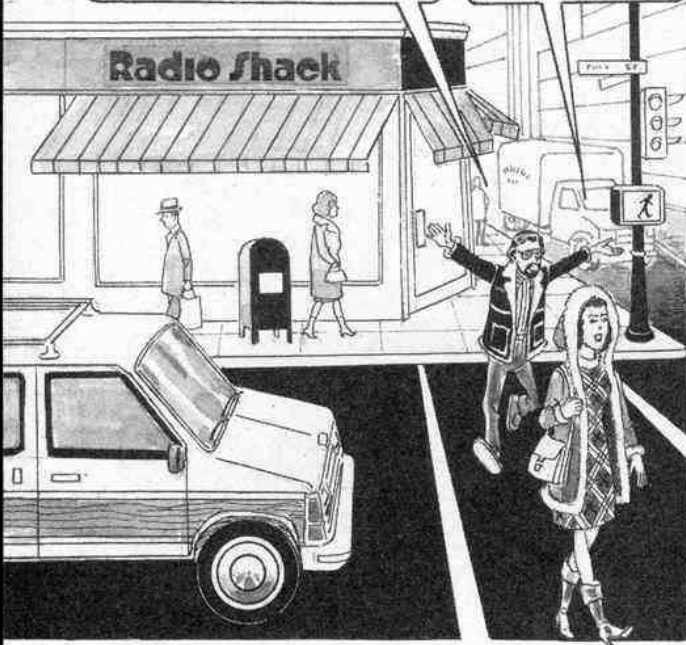
## BREAKING UP

Ever since **you** left, the apartment is as dark and silent as a tomb! That wonderful **warm glow** is gone!

All the **begging** in the world won't help! I'm not returning!

I'm not asking you to...

All I'm saying is I want my TV set back!



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## PRIORITIES

Is **this** what you're going to do all day? Sit under a **sun lamp** just so you can look **gorgeous**? A girl becomes **shallow** when she has **no interests** to pursue!

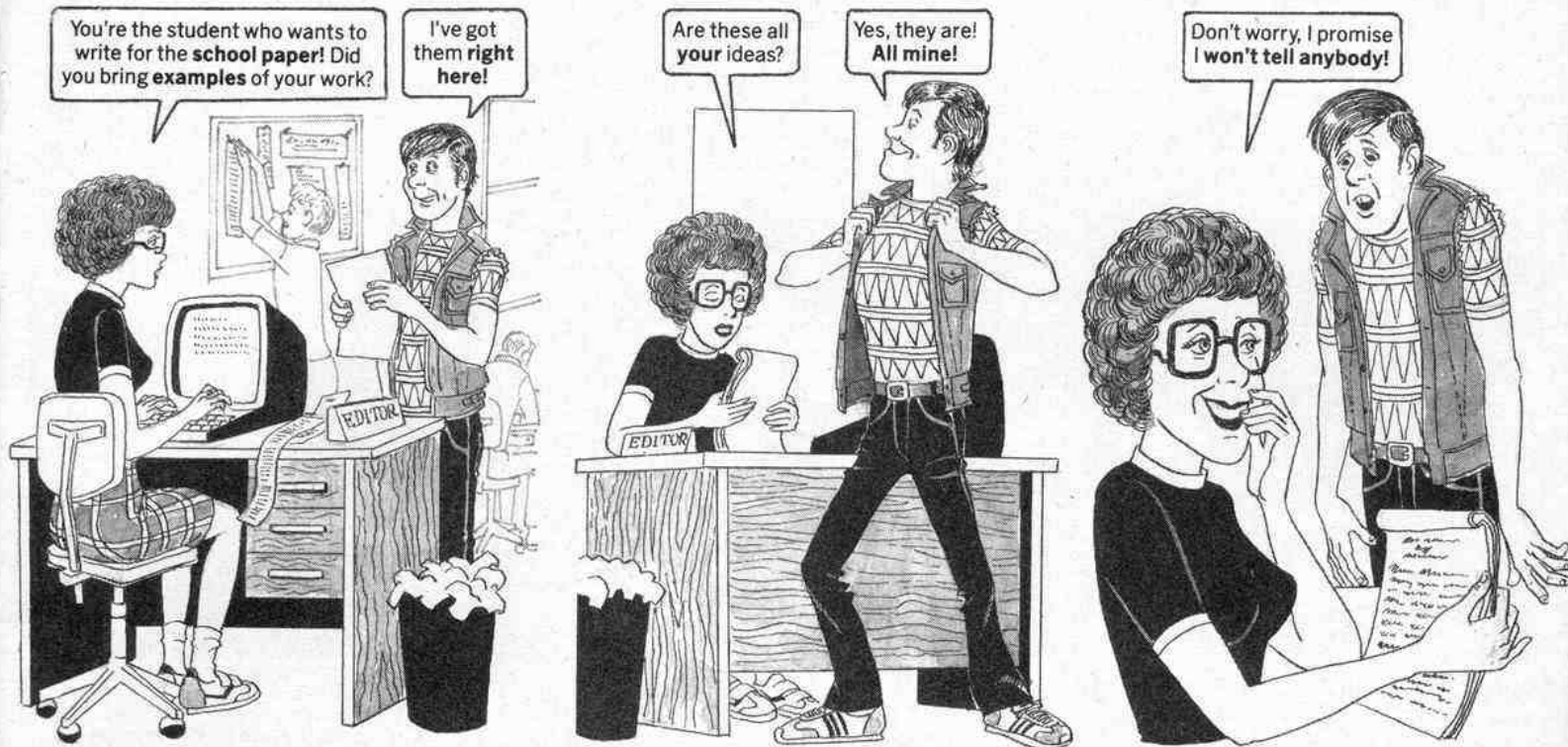
I'll have you know I have a **very wide range** of interests!

Oh, yeah? Name just **five**!

That's easy—John, Tom, Bill, Charlie, and Joe!

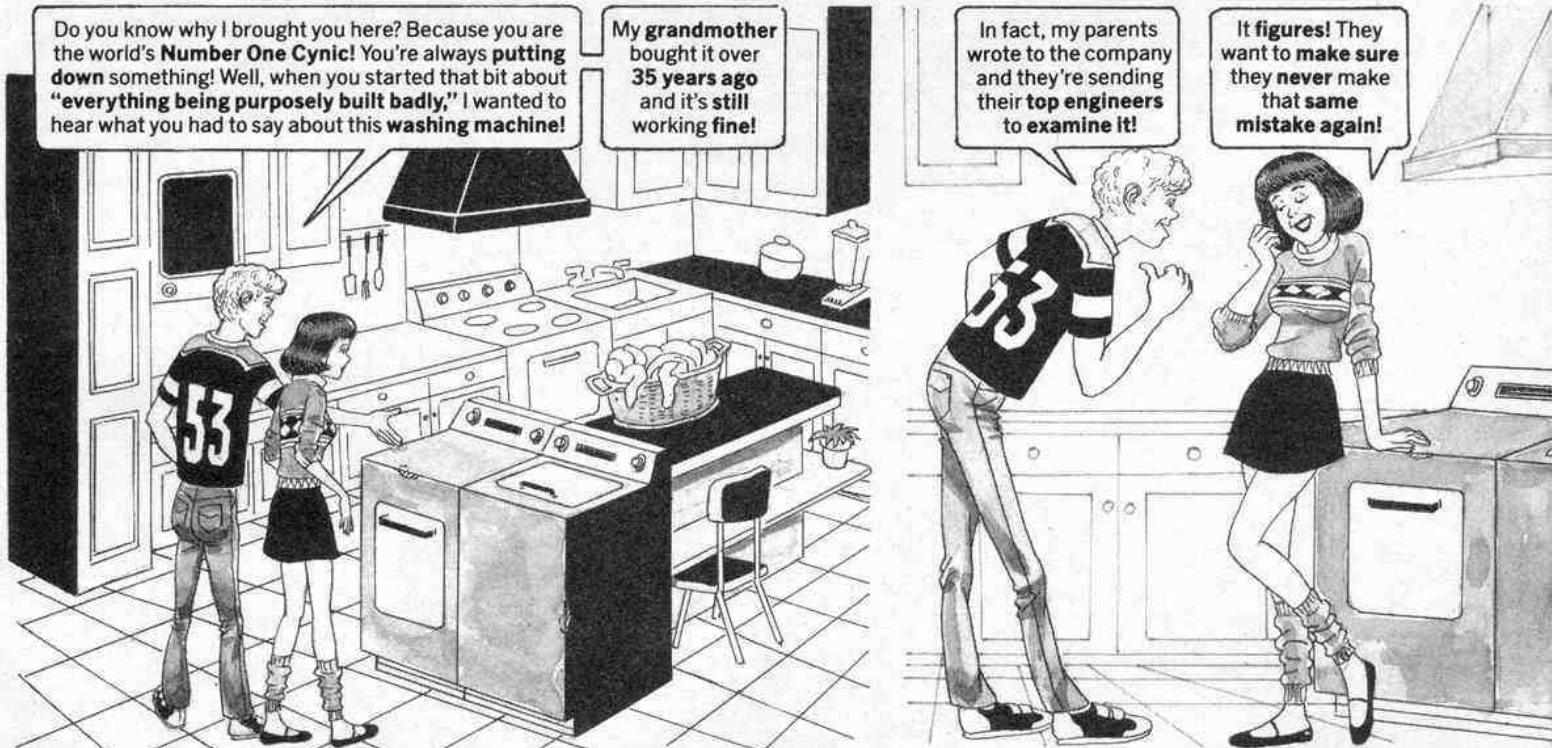


# TALENT



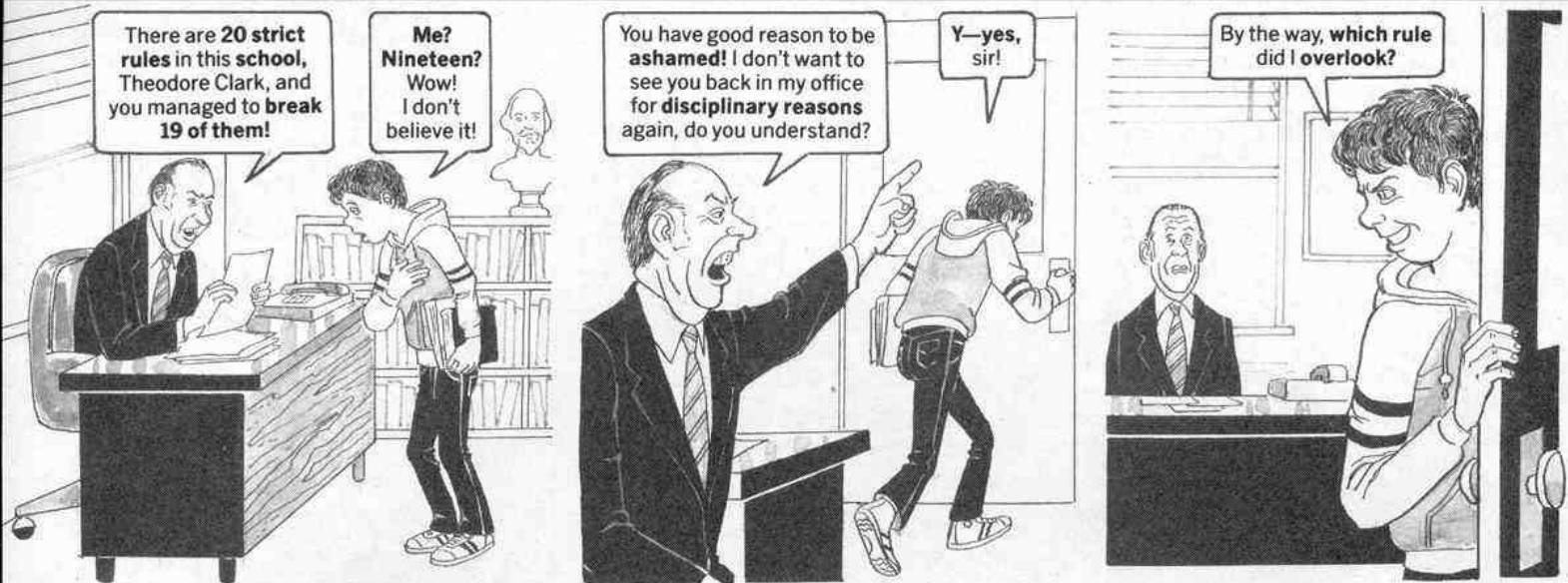
# R SIDE OF... TECHNOLOGY

ARTIST & WRITER:  
DAVE BERG





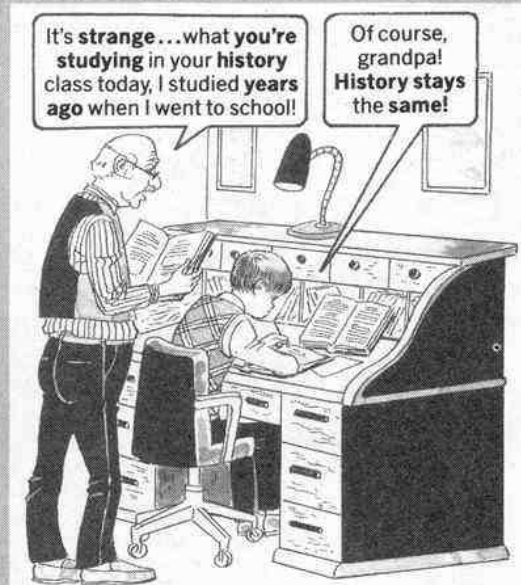
## RESTRICTIONS



## SELF RELIANCE



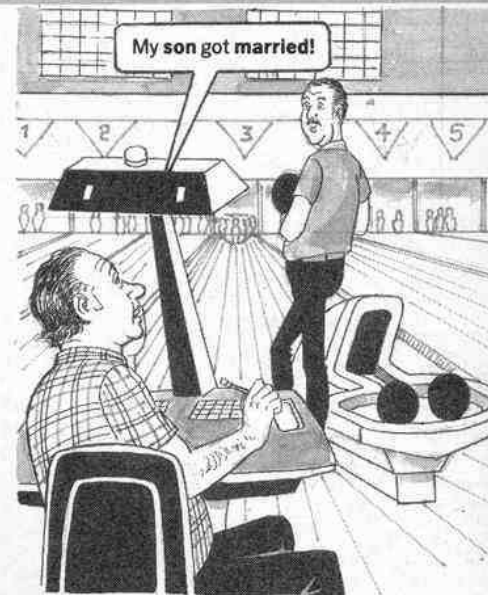
## EDUCATION



## JOB INTERVIEWS



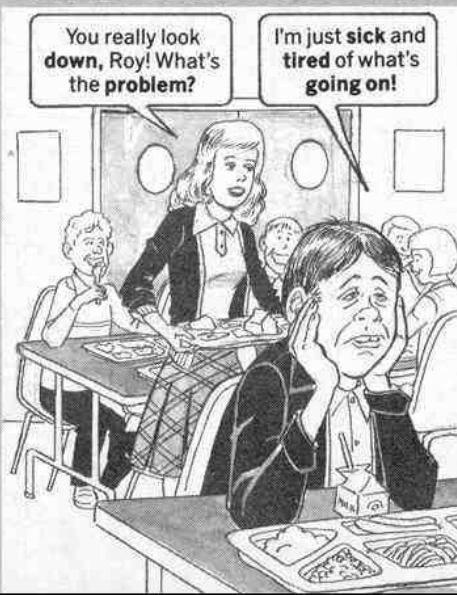
# RESPONSIBILITIES



# KID BROTHERS



# REPUTATIONS

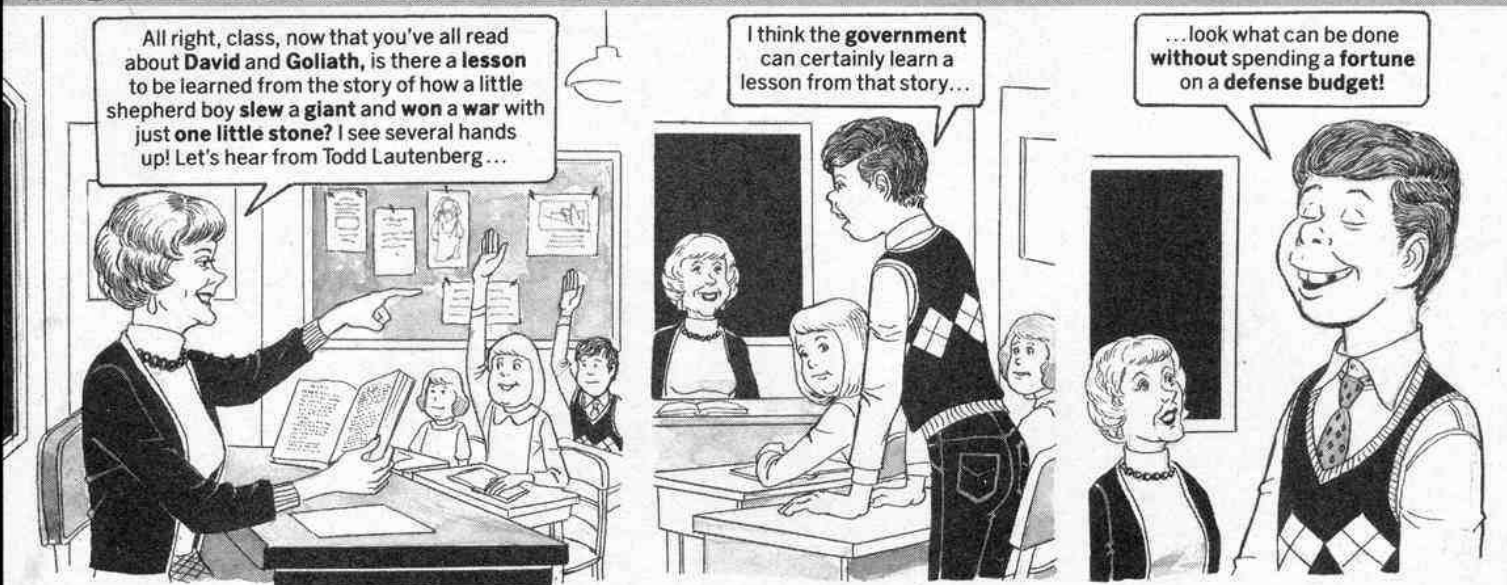




## FAST CURES



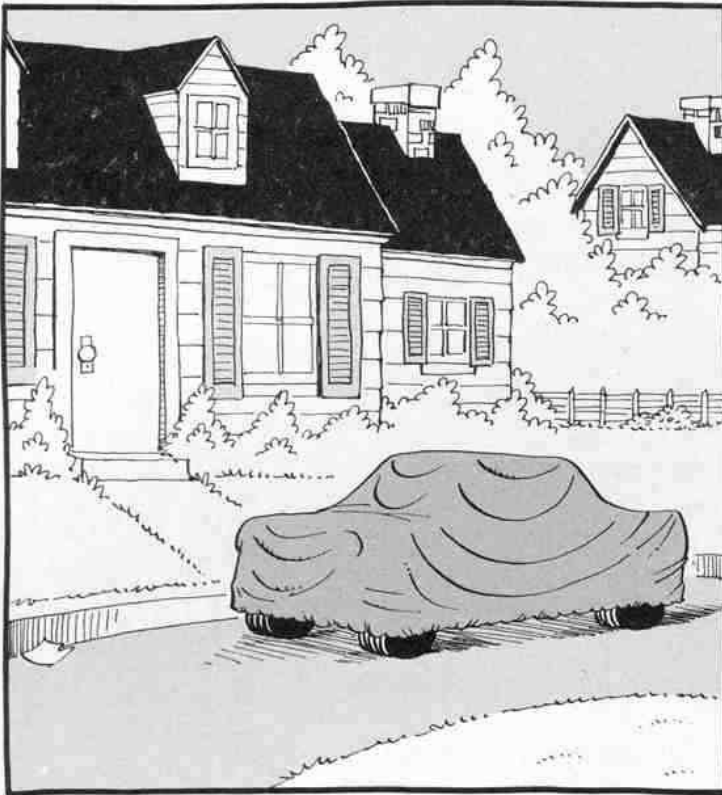
## MODERN INTERPRETATION



## DOCTORS



# ONE DAY IN THE SUBURBS





You can't turn on a radio today without hearing *Lionel Richie* singing some song about lost love, loneliness or breaking up—the *FUN* things! That's all well and good, but what about the *IMPORTANT* things—like the black/white segregation in South Africa (apartheid), and the red/green gelatin dessert in the refrigerator (Jello). Well, tune up your vocal cords as *Mad* devotes the next 3 pages skillfully rectifying this oversight with...

# ALL-WHITE SONG

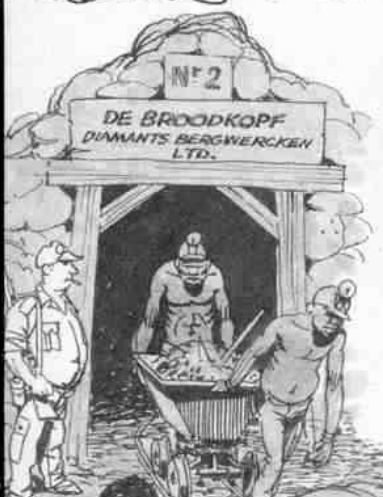
(Sung to the tune of Lionel Richie's "All Night Long")

*Hey, there blacks...the time has come  
To lighten up—so why be glum  
Sittin' in your run-down...Capetown slum?  
Let the sys-tem go on! Go on! Go on!  
Everybody knows...when they grow up black  
Six can share...a one-room shack!*

*Let's keep Apartheid—without it...our land would be duller!  
And let the world be shown—  
We need Apartheid—it's handy...for knowing your color!  
Come on and sing our own—*

*All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!*

*Blacks are getting...a real fair shake,  
Doing jobs that...no white will take—  
We won't mention...how much they make!  
Let the sys-tem go on! Go on! Go on!  
Such a happy bunch...never in the way—  
In the mines...twelve hours a day!  
Let's keep Apartheid—don't knock it—it works to perfec-tion!  
And let the world be shown—  
We need Apartheid—blacks love it—it gives them direc-tion!*



**All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!**

**Yeah!**

**Ain't...a-ny...cause...for...a...black...to...frown!  
Long...as...he...stays...in...his...own...part...of...town!  
Don't...you...believe...what...the...blacks...ain't...got!  
Don't...you...believe...no...Com-mie...plot!**

**Blacks they all know their life's okay!**

**Yeah...mumbo jumbo!**

**Soon it get better in ev'ry way!**

**Yeah...they all buy it!**

**You can believe what us white folks say!**

**More...mumbo jumbo!**

**Oh..Oh..Oh..Oh..Yes!**

**We'll give 'em More Apartheid! yeah!**

**All-White song! All-White! That's right!**

**All-White song! All-White! Stay light!**

**All-White song! All-White! Sit tight!**

**All-White song! All-White! Don't fight!**

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS





# "JELLO"

(sung to the tune of Lionel Richie's "Hello")

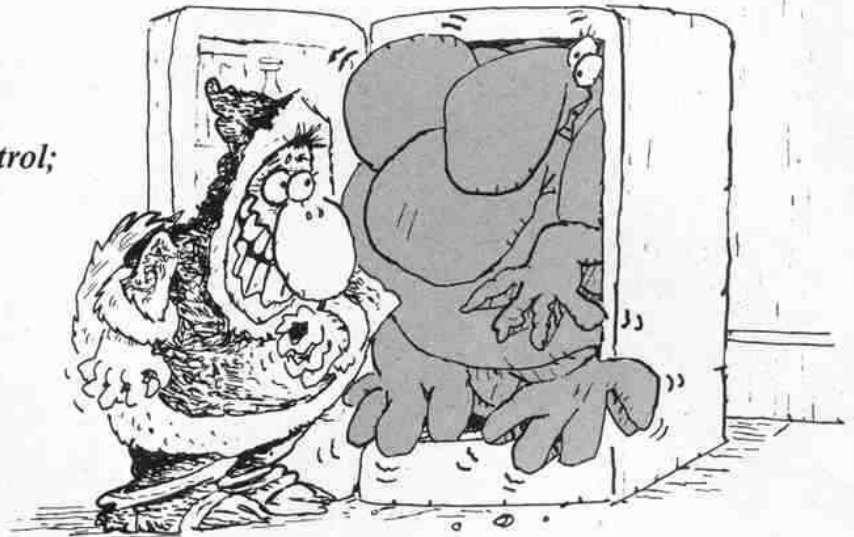
ARTIST: DON EDWING

WRITER: FRANK JACOBS



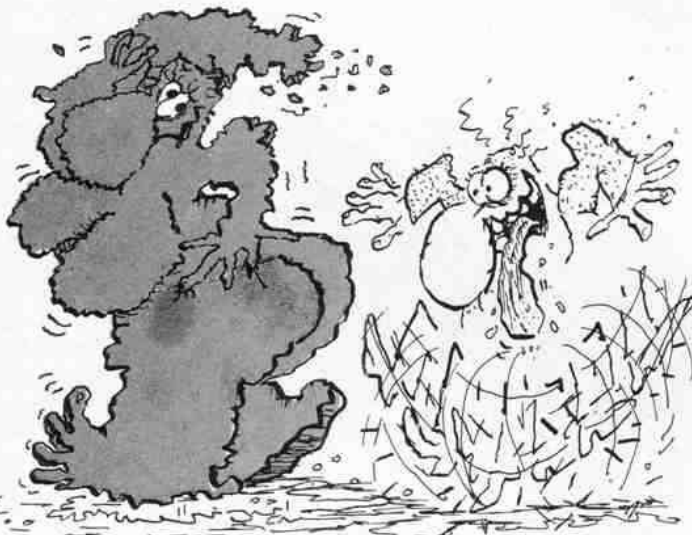
*I love the way you wig-gle in my bowl—  
And every time you touch my lips... I lose control;  
I taste you and my stomach cries for more—  
Jel-lo!...you're the one I'm yearning for!*

*For I've seen the way you move  
When you're firm and stand-ing tall;  
I've seen you when you're half dissolved  
and have no shape at all;  
You're so easy go-in' down  
That there ain't no need to chew—  
Ev'ry time I see you quiv-er... I want you!*



*I love the way you plop out of your mold—  
But when I draw you close to me...you're hard to hold;  
You tumble from my spoon on-to the floor—  
Jel-lo!...that just makes me want you more!*

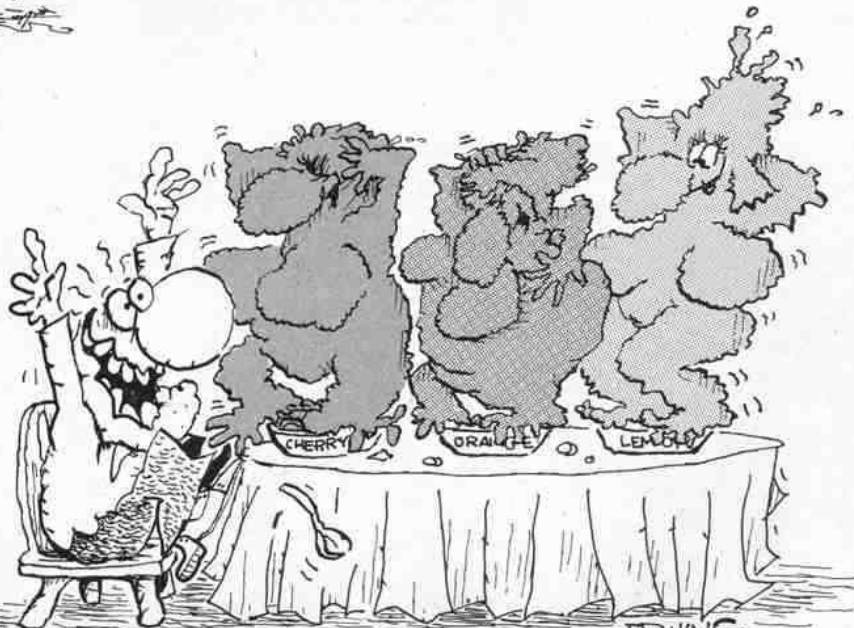
*When you're coolin' in the fridge,  
There's a passion that I feel  
Just to know that any moment you'll be  
startin' to congeal;  
Though your blobs fall on my tie,  
Never think our love is through—  
No matter how you treat me... I want you!*



*Jel-lo!...you're the one that I adore!*

*You're so pleasing to my gums  
That I never have to floss;  
You're a treat with cream; I bet you'd even  
go with A-1 Sauce;  
You're the one I most pre-fer  
When I'm laid up with the flu—  
Whether cherry, orange or lemon...*

*I want you!*



Who is the most feared person in the world? No, it's not an international terrorist or a Mafia hit man or a guy who can push the button and start a nuclear war! It's a boring, wimpy little accountant who happens to be a man from the I.R.S.! And why does this mild-mannered little guy strike terror into the hearts of even the bravest of men? To find the answer, we bring you another fearless, hard-hitting, no-holds-barred interview ... this one with Mr. Shylock Leach who has been selected as

# MAD'S I.R.S. AGENT OF THE YEAR



Hi, folks! I'm Eddie Smurphy ... and you're probably wondering why I'm conducting this interview on taxes!

Well, I happen to be an expert on the subject! I put all my money into taxes, 'cause that's the only thing that keeps going up!

Hey, c'mon, Mr. Leach! When I say stuff like that on "Saturday Night Live," the audience screams, "Whooooooo!"

Actually, those weirdos scream "Whoooo!" no matter what I do!

Hey, Leach! You oughta print tax forms on KLEENEX! We PAY through the NOSE!

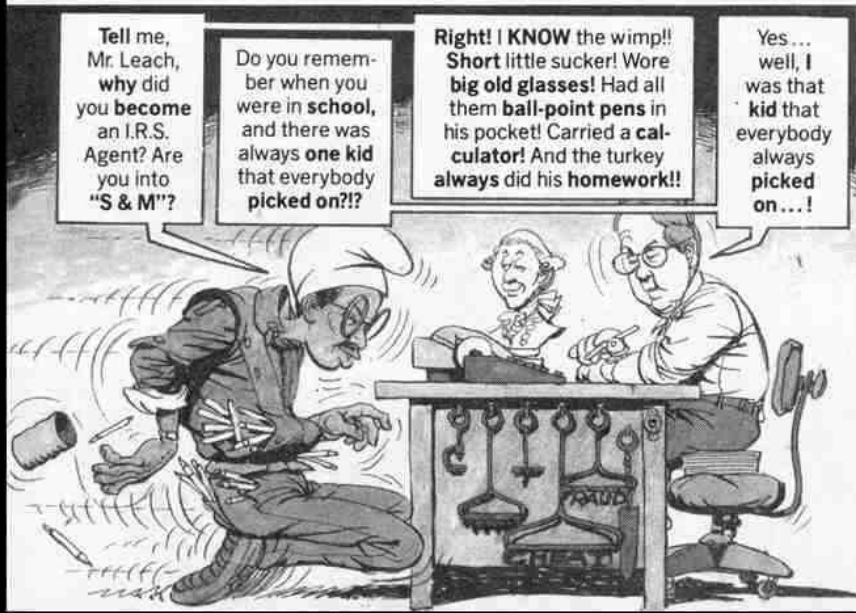
Better yet, print tax forms on CHARMIN ... 'cause they're one pain in the—

Did you bring all your receipts and cancelled checks, Mr—uh—I didn't get your name!

M-m-my name?!? Richard Pryor! But I'm not here for an AUDIT! I'm here to interview you for MAD Magazine!

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

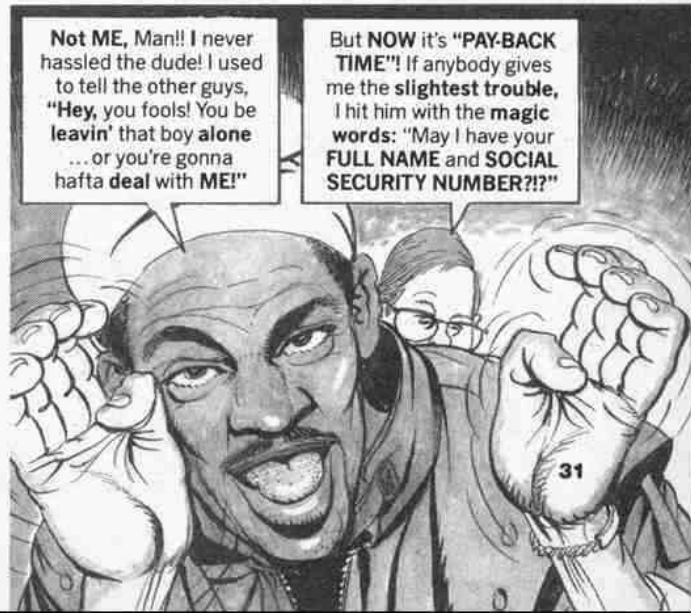


Tell me, Mr. Leach, why did you become an I.R.S. Agent? Are you into "S & M"?

Do you remember when you were in school, and there was always one kid that everybody picked on?!

Right! I KNOW the wimp!! Short little sucker! Wore big old glasses! Had all them ball-point pens in his pocket! Carried a calculator! And the turkey always did his homework!!

Yes ... well, I was that kid that everybody always picked on ...!



Not ME, Man!! I never hassled the dude!! I used to tell the other guys, "Hey, you fools! You be leavin' that boy alone ... or you're gonna hafta deal with ME!"

But NOW it's "PAY-BACK TIME"! If anybody gives me the slightest trouble, I hit him with the magic words: "May I have your FULL NAME and SOCIAL SECURITY NUMBER?!"



You I.R.S. guys make big bucks, huh?

No! We're **Civil Service!** We get paid the same as mailmen, sanitation workers and xerox operators!

Yeah, but I'll bet you make plenty on the side from those rich cats you catch cheating!

May I have your **FULL NAME** and **SOCIAL SECURITY NUMBER???**



Hey... I'm only messin' around! Sure, you I.R.S. guys are honest! I mean, just because you **don't** make much money... and you're **auditing** guys who are **MILLIONAIRES**... is no reason to think you'd take a bribe, huh...???

Actually, we **DID** have a **BRIBERY SCANDAL!** A Congressional Investigation Committee found that there were a lot of I.R.S. people on the take! But that was thirty years ago...!

Today... nobody's on the take!??

No, today, nobody's investigating us!

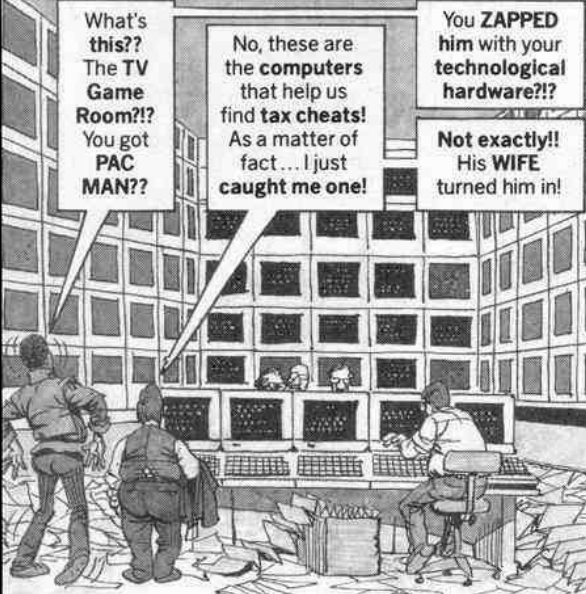


What's this?? The TV Game Room?!? You got **PAC MAN??**

No, these are the computers that help us find tax cheats! As a matter of fact... I just caught me one!

You **ZAPPED** him with your technological hardware?!?

Not exactly!! His **WIFE** turned him in!

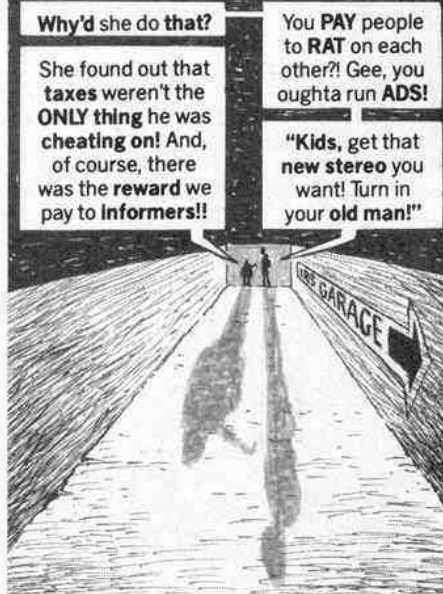


Why'd she do that?

She found out that taxes weren't the **ONLY** thing he was cheating on! And, of course, there was the reward we pay to **Informers!!**

You **PAY** people to **RAT** on each other?! Gee, you oughta run **ADS!**

"Kids, get that new stereo you want! Turn in your old man!"



Great idea! I'll bring it up at our **next meeting!** If the President expects doctors and nurses in Family Planning Clinics to squeal on pregnant teenagers, why shouldn't we expect teenagers to squeal on their parents?! It's the American Way!!

Let's hear it for America... the land of the free and the home of the fink!

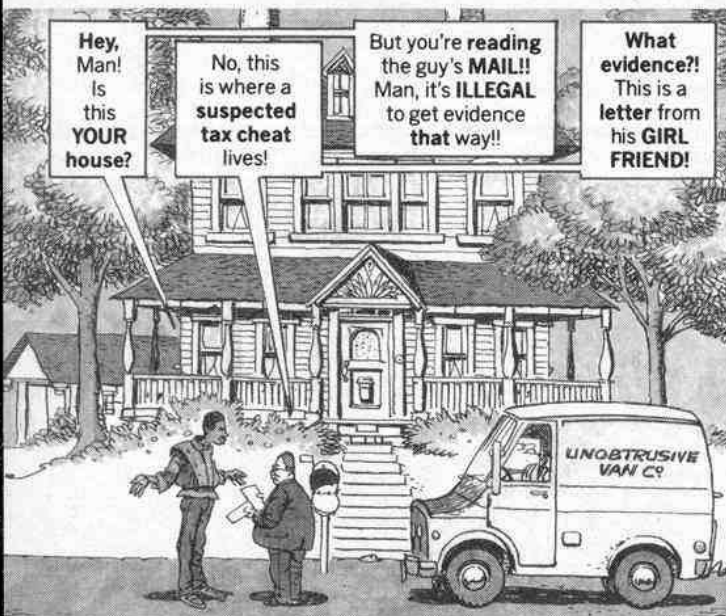


Hey, Man! Is this **YOUR** house?

No, this is where a suspected tax cheat lives!

But you're reading the guy's **MAIL!** Man, it's **ILLEGAL** to get evidence that way!!

What evidence?! This is a letter from his **GIRL FRIEND!**



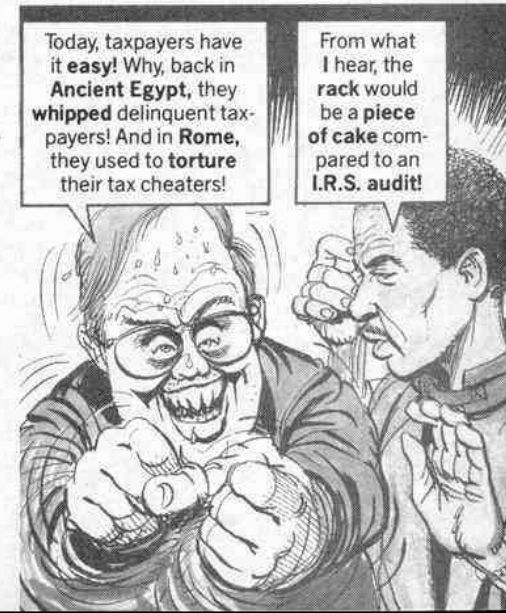
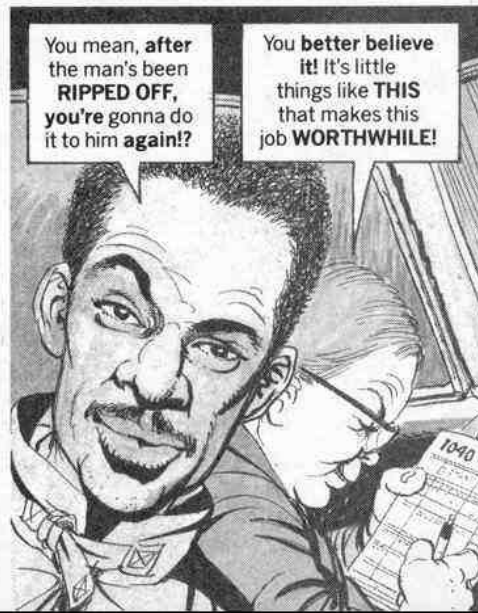
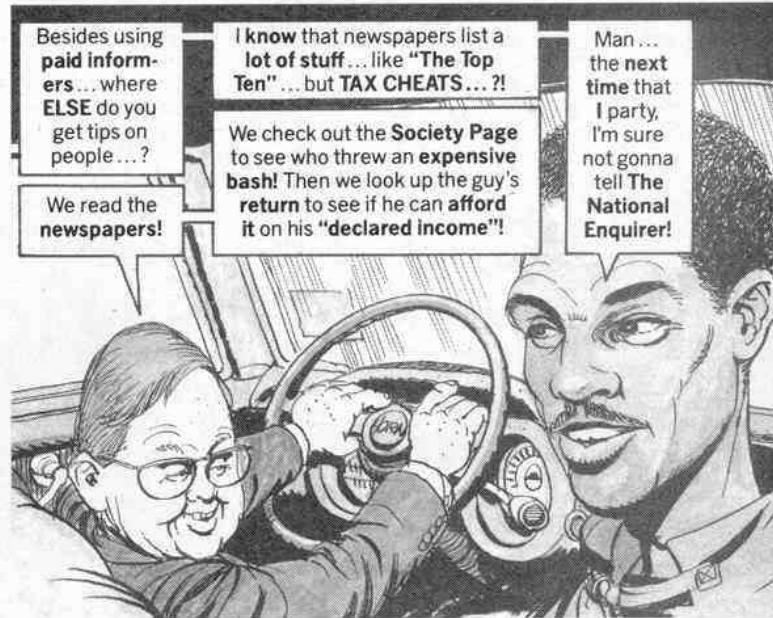
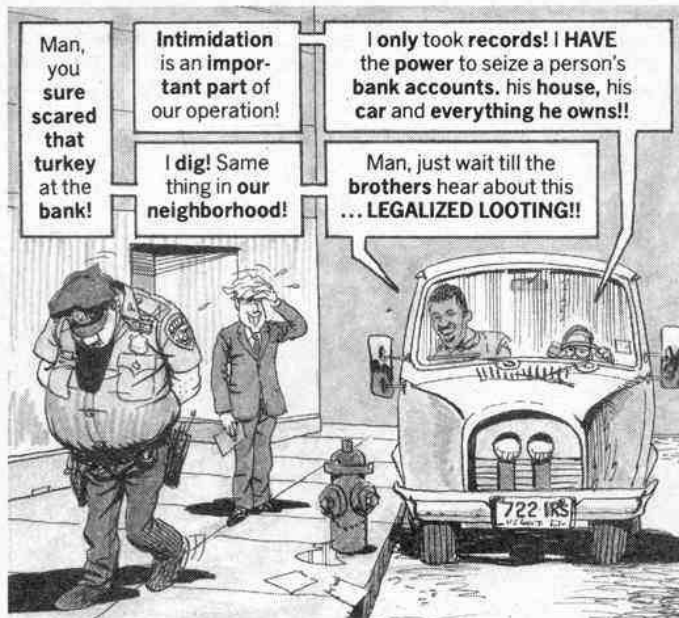
What's a letter from his chick have to do with his taxes?!?

Nothing, really! But in this business, we **NEED** a few laughs!

But you're violating his **Civil Rights!** Hey, even **MURDERERS** have their **Civil Rights**, Man!!

Murderers, yes! Taxpayers, no!!







How do you feel about the **FLAT TAX**, where everybody pays a straight percentage and all the red tape and junk is eliminated!

That would be a **National Disaster!** Collecting taxes is this country's **biggest business!** Tons of **Government workers** would lose their jobs!

And thousands of **tax lawyers, accountants and tax preparers** would suddenly be thrown out of work!!

All right! Sounds **GREAT** to ME!!

That sounds pretty good!

But with the **Flat Tax**, the Government would **STILL** get its money!

It's **not** just the money! Making Taxpayers suffer by filling out forms they **don't** understand is as American as apple pie!

Do you **I.R.S.** guys really understand all these forms?

Of course not! But it **doesn't** matter—because the taxpayers **THINK** we do!

What about the tax laws? Why are they so complicated—with so many **loopholes** and **deductions** that favor a privileged few...?

Don't blame me! Blame your **Congressmen!** They pass those laws! That's why they call it a "**Tax Code**"! Because it's written in **CODE**!

That's an **old Congressional** joke!

I know a lot of **old Congressional** jokes! I've **VOTED** for several!

Wait here! I've got an appointment with the **President** of a company I'm auditing! I think he's **skimming profits** and putting them into a **Swiss bank account**!

Go get 'im!!

Well? Did you nail the sucker?

No, he made me an offer I couldn't refuse!

The man put out a **contract** on you?! So long! I'm splitting!

No, he offered me a **contract** to work for his firm at **three times** the money I'm getting!

What about the **skimming** ... and the **Swiss bank account**??

Never heard of it!!

Won't your **Boss** be **SUSPICIOUS** of your taking a **high-paying job** with a company you're auditing?

That's an **old I.R.S.** tradition!

This whole tax scene is a total rip-off!

I mean, the guys with the **big money** get all those **loopholes** and **deductions** and **shelters** and **depletion allowances** and **special laws** passed ... while the rest of us poor schmucks just get **screwed**!

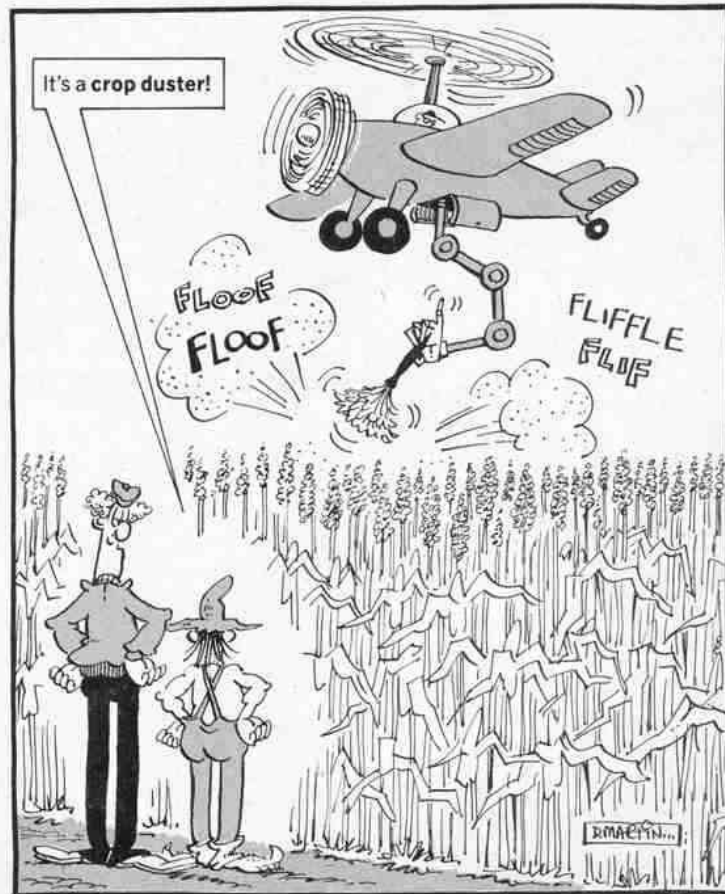
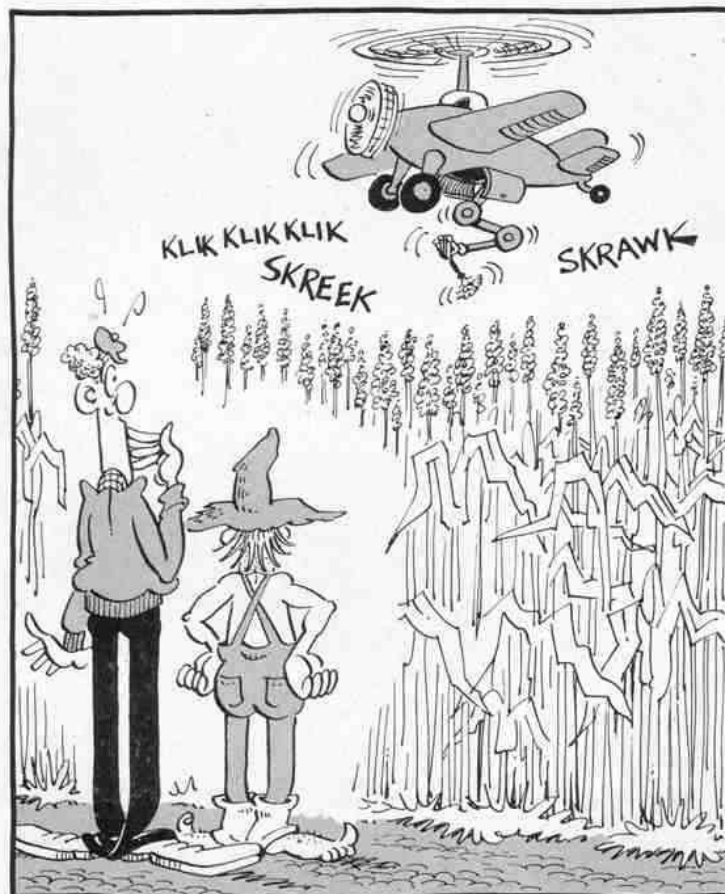
That's an **even OLDER I.R.S.** tradition!

This is **Ed Smurphy**, signing off for **MAD Magazine**!



G. WOODBRIDGE

# ONE DAY IN THE COUNTRY



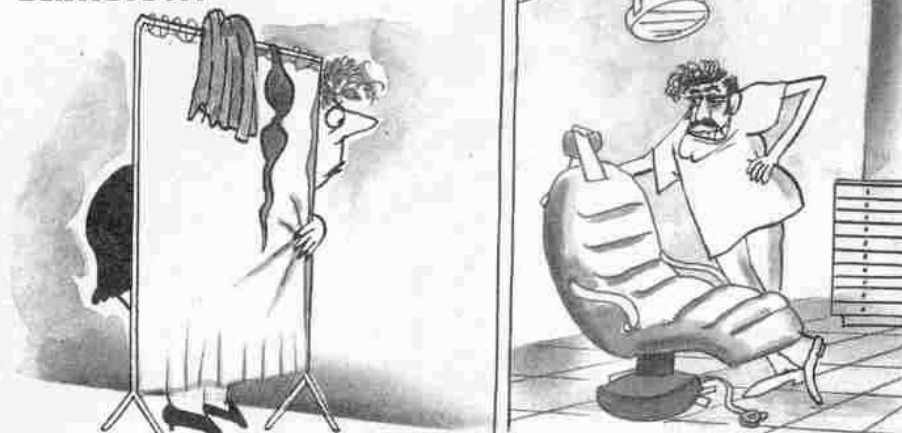


# NOT-SO-OBVIOUS WA

## ELEVATORS ...



## DENTISTS ...



...who ask you to remove all your clothes

## PUBLIC RESTROOMS ...



...with cutouts in the door

## PLASTIC SURGEONS ...



...with Picasso portraits in the waiting room

...last inspected in April, 1982

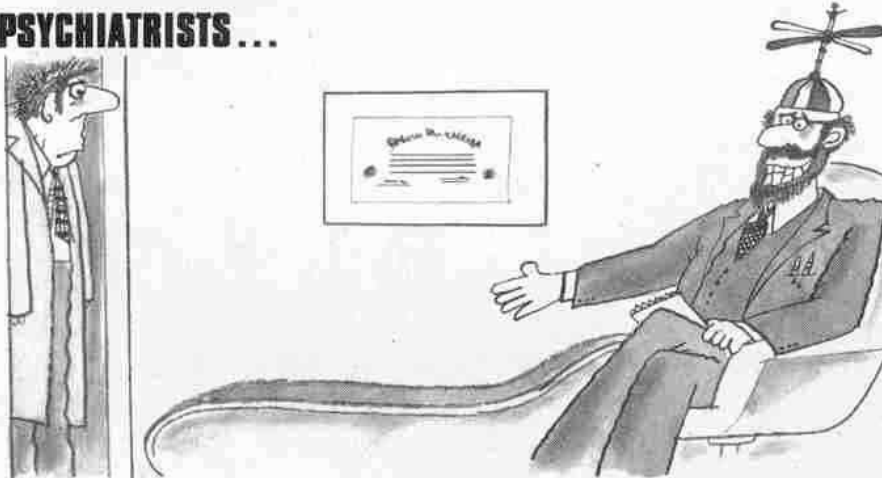
# WARNING SIGNS OF PLACES TO AVOID

## TATTOO PARLORS...



*...who employ bad spellers*

## PSYCHIATRISTS...



*...wearing beanies*

## HOSPITALS...



*...that use operating tables with uneven legs*

## OUTDOOR CAFES...



*...with lots of birds around*

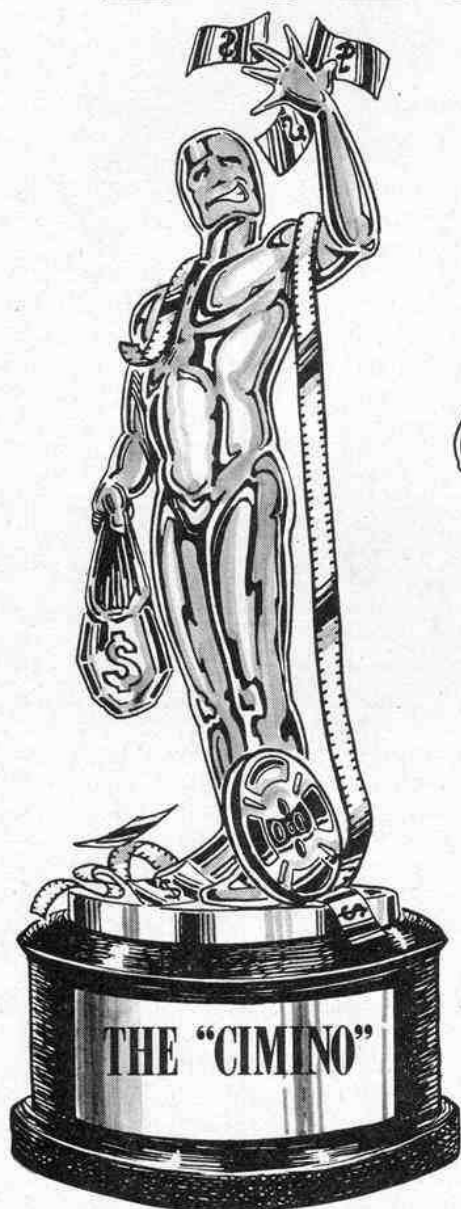
ARTIST AND WRITER: PAUL PETER PORGES



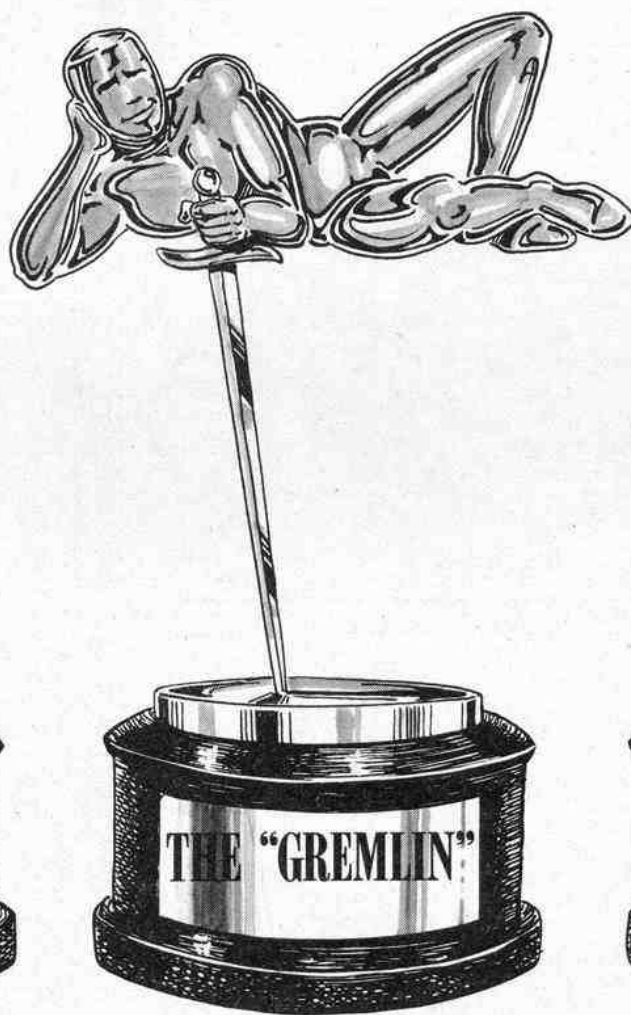
OSCAR-MIRED DEPT.

Every year Hollywood bestows Oscars on films of excellence. That's a fine idea. There's just one hitch. Hollywood stopped making films of excellence about 20 years ago! Anyone who goes to the movies knows that standards have dropped. Nowadays \$5.00 buys a rehashed story line,

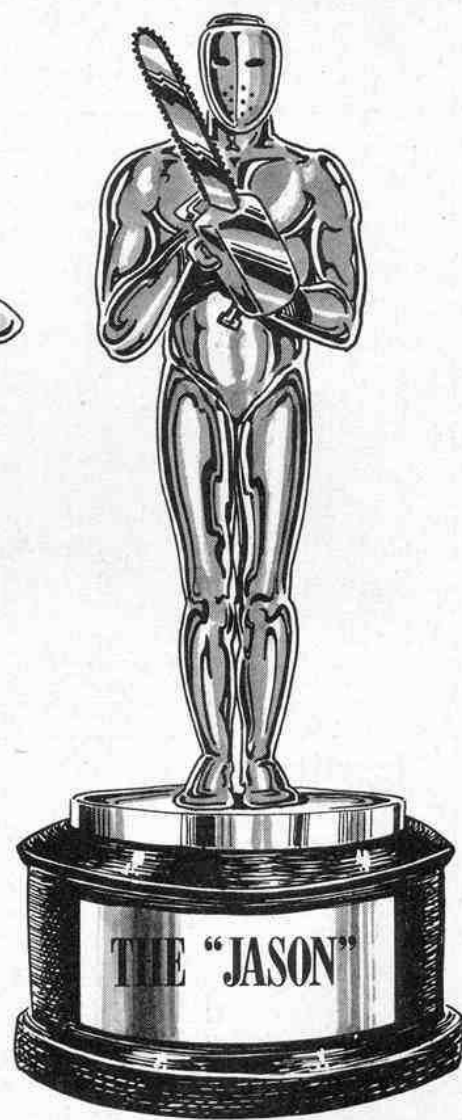
# CUSTOMIZED ACADEMY AWARD FOR CURRENT



*Awarded to the biggest box office bomb that was plagued by rumor and way over budget even before filming started.*



*Awarded to the film that displayed the flashiest special effects with the poorest acting and weakest story line.*

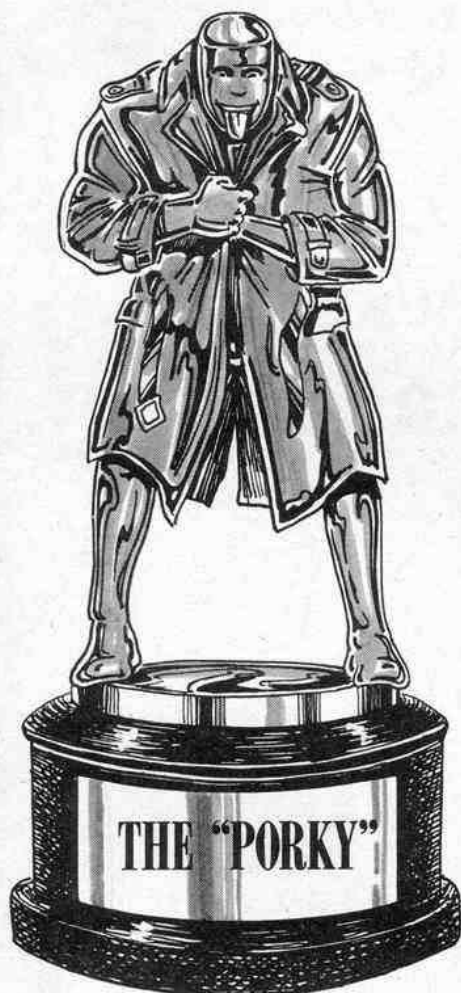
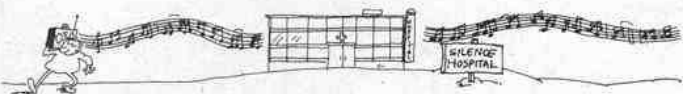


*Awarded to the film with the most teenaged girls terrorized by a mentally disturbed homicidal maniac.*

unintelligible dialogue, acting that makes TV look good and all the excitement of two used sparklers. That's not Oscar material! It's time for Hollywood to own up and start giving trophies that suit the films being made! But until they do, you'll have to put up with MAD's

# ACADEMY AWARDS MOVIE TRENDS

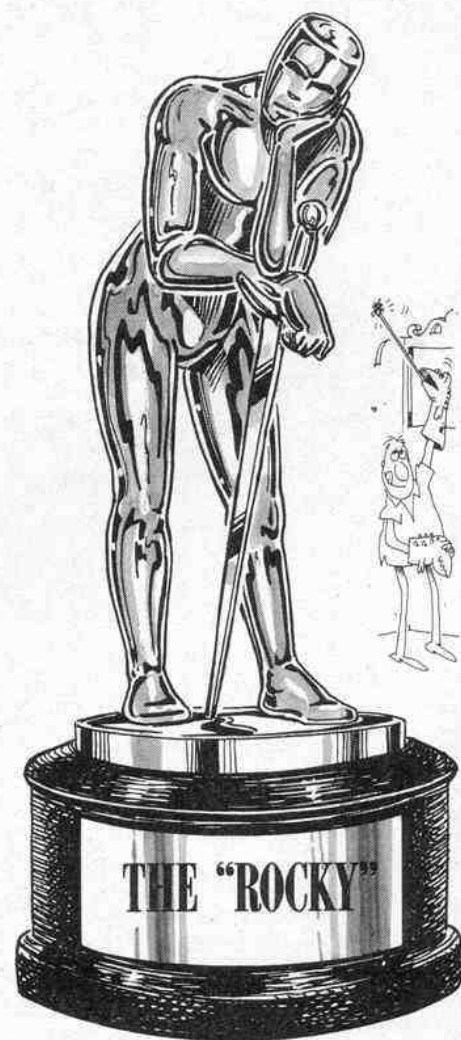
ARTIST AND WRITER: MICHAEL MONTGOMERY



*Awarded to the film with the most unnecessary nudity and gratuitous sex, which had nothing whatsoever to do with the plot.*



*Awarded to the martial arts movie with the most grunts and groans per minute, and the least coherent dialogue.*



*Awarded to the most boring and predictable sequel of a movie that wasn't very interesting to begin with.*

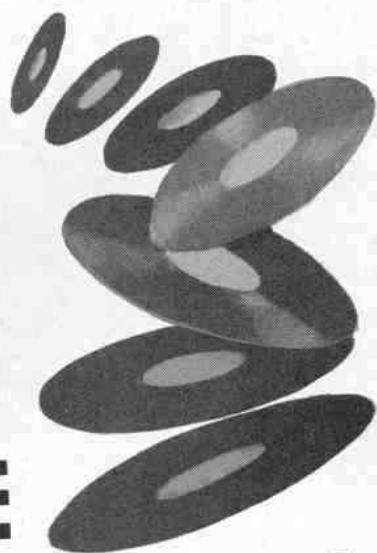


DICK DePT.

They sounded great at first, but upon reflection they really didn't turn out right. Here's our latest collection of....

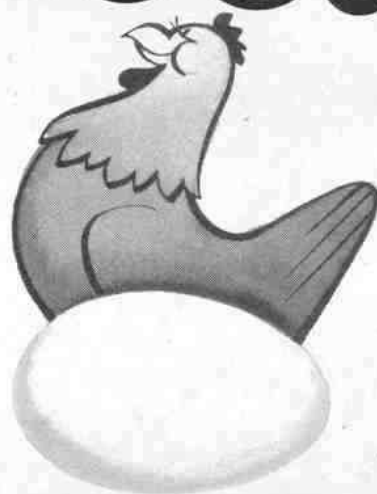
# ADS

**AT THE  
TOWER  
LP SALE**



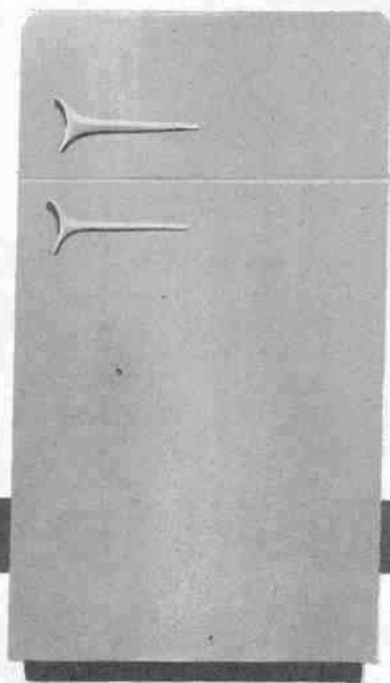
**We're Breaking All Records!**

**BORDEN  
EGGS**



**WESTINGHOUSE**  
REFRIGERATORS

**THEY'RE HARD  
TO BEAT!**



**ARE THE  
HOT  
ONES!**

**CLINIQUE**



# we never got to see!

ARTIST: BOB CLARKE

WRITER: DICK DE BARTOLO

## AMC JEEPS



*Are Meeting  
the Competition*

# HEAD ON!

# QUE

*a new  
wrinkle  
in skin  
creams*



# IVORY LIQUID

The **Joy** of your  
**HOUSEHOLD**





*For all the DIPS  
at your party!*



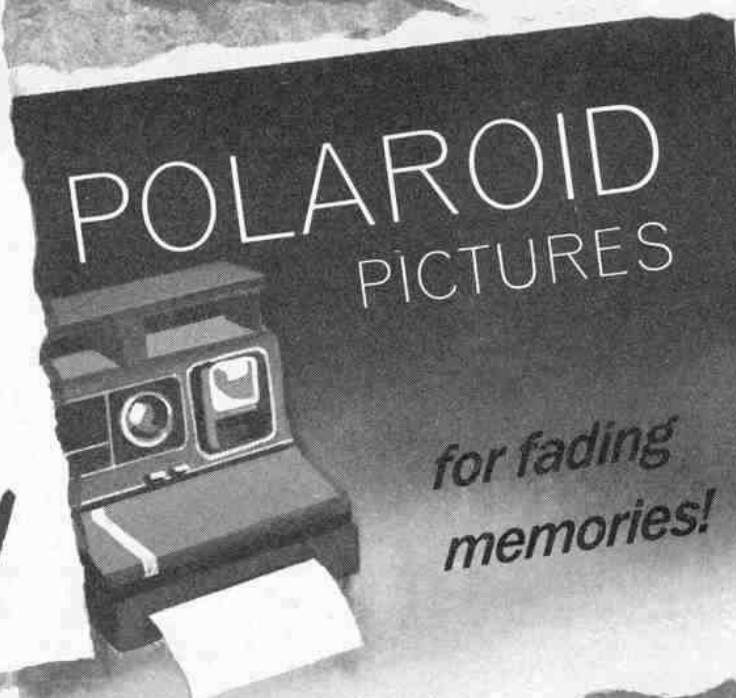
YOU CAN BE SURE



*REALLY  
SUCK!*



**WEBSTERS'**  
*NEW*  
DICTIONARY  
IS TOO GOOD  
FOR WORDS!



**POLAROID**  
PICTURES

*for fading  
memories!*

Hello! I'm William Gaines, publisher of MAD! I usually don't get involved in these TV parodies. I don't even read them! All I really care about is how many issues of MAD we sell! But since this is the first time we're satirizing a show whose cast is actually OLDER than me... and since this is the first series I can actually relate to, I thought that I should introduce it. Here's...



# The Olden Girls

ARTIST: ANGELO TORRES

WRITERS: ARNIE & JAY KOGEN

Hi! We're the **Olden Girls!** I'm **Appathy!** The **sarcastic** one! A trait left over from a previous sitcom! I'm the leader and **moving force** of this series! Although some critics say "**All Bran**" is the moving force of this series!

I'm **Doze!** The **dippy** one! On the TV "bewilderment" scale, I'm somewhere between **Gracie Allen** and **Georgette Baxter!** My occupation: **grief counselor!** Whenever I counsel anyone on this series, they usually wind up with **grief!**

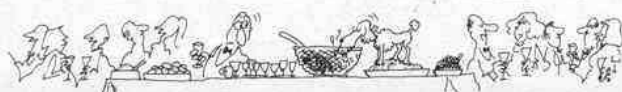
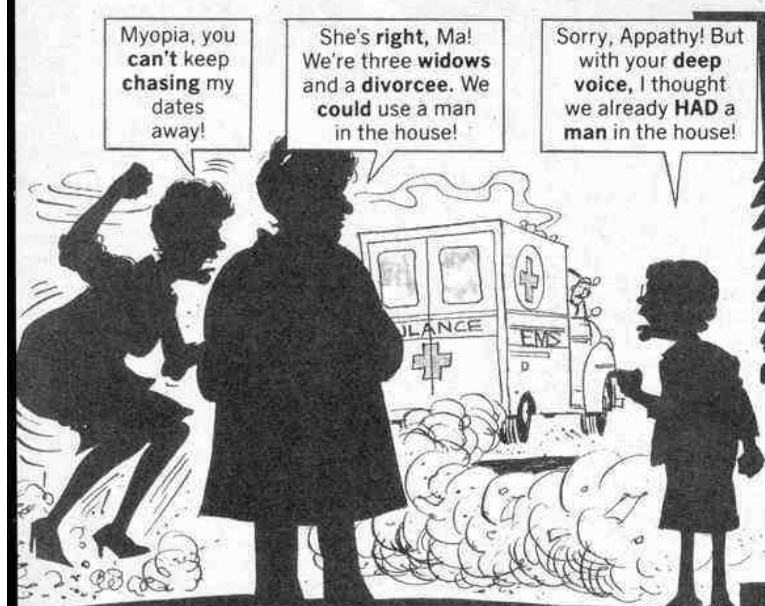
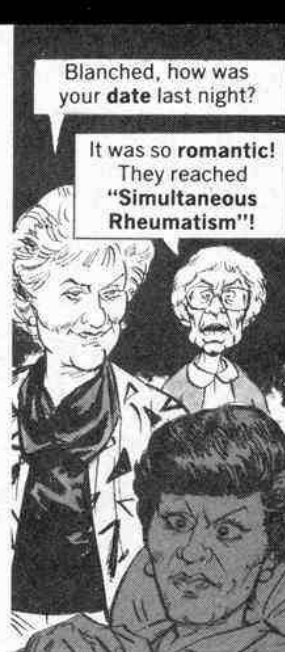
I'm **Blanchet!** The **flirtatious** one! I'm a gullible, sex-obsessed **southern belle** with an accent that went out with Tennessee Williams! Come to think of it, I went out with Tennessee Williams!

I'm **Myopia!** The **foul mouthed** one! I'm a unique TV creation! I look like **Grandma Moses** and I talk like **Al Pacino in Scarface!** Remember when all old ladies on TV were like **Grandma Walton?** I've changed all of that! I'm **80 years old**. I can say things in prime time that would get **Eddie Murphy** thrown off the air!



I'm actress **Heather Locklear!** No, I'm not in this series! But as a **humane gesture** to their readers MAD has included me here. Take a **good** look at me. It's the last attractive, **firm body** you'll be seeing for the next five pages!







I've got to take a whiz!

There she goes again! Another bladder joke!

She can't help it! A stroke destroyed the part of her brain that censors what she says!

How sad for Myopia!

And how convenient for the writers!

Ma, you can't keep throwing these acid one-liners! It's just not fair!

To three veteran actresses who would LOVE some punch lines but, instead, are playing straight to a television newcomer!

To who?

I'll think about it!



Girls, I'd like you to meet my second cousin, twice removed.

Big deal! I'd like you to meet my kidney stone, once removed!

MA!!!

I said I'd think about it! I didn't say I'd do it!

Appathy, you must do something to hush up your Mama! She's setting senior citizens' dignity back twenty years!

The same thing you're doing for the south with your southern accent!



I just came back from my yearly checkup! The doctor gave me thirty minutes to live!

Hmm! I think we have this week's plot device!

**THIRTY MINUTES!**  
He gave you ONE EPISODE to live!?

You got it! Originally he gave me 15 minutes, but when I told him I couldn't pay the bill he gave me another 15 minutes!

Can you believe it?! The jokes on this show are older than the cast!



AND THEN THERE'S MAUDE!!



I'm a **grief** counsellor, Myopia! Tell me what you're **feeling**!

I'm **feeling** I want someone other than a **DITZ** to comfort me!

She's **amazing**! Even near **death** she takes time out to **belittle** those closest to her!

Ma, we want this to be the **best 30 minutes** of your life!

Can we fix you a **last meal**?

Not with the time I have left! I **hate** microwave cooking!

Are there any **last wishes** before you die?

Yes! I want to see **peace in the world**, I want to witness the **end of world hunger**, and I want to **stop Bill Cosby** from endorsing another product!

That **last** one's impossible!

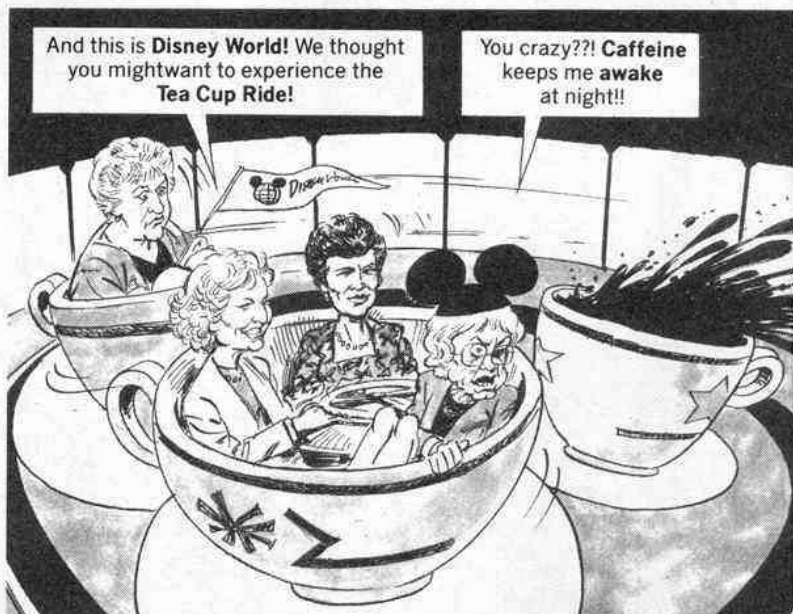
Think **hard**, Myopia! Isn't there **any one** thing we can get you?

Okay! I want **sex with Mel Gibson**!

But that'll **kill** you!

No! If I have sex with **Mel Gibson** it'll **kill YOU**! ...and maybe him, too!

TV CRITIC





My goodness! Why was she arrested?

About what?

Disturbing the spring break at Ft. Lauderdale! The college kids complained!

Her language! They never heard anything that disgusting before!

I should have known! She was also banned last month from a Motley Crue concert!

...\*&#%\$#@... bikini sluts... %&#(\*&#%\$#@... Signa Nu barf bags!

FORT LAUDERDALE BEACH WHERE THE GOYS ARE

NO

WEST POINT  
BEST NAVY

I'm Dr. Hemmes! There's been a little mixup at the lab. You're going to live!

That's wonderful news! What happened?

Her tests got mixed up with a lizard's!

Wait! Don't leave! As long as you're here why don't you stay and feel my heart!

Are you sick?

No! Just horny! It's been a slow episode for me!



Myopia's going to live! But since our show is a hit, we're going to have to put up with her acid barbs for a second season!

I hope you give someone else the chance to be funny next year!

You can bet on it!

Hi there, Dental Floss face!

Grandma! Why are you here?

My daughter invited me! I was just thrown out of my nursing home for attacking a male nurse in the sitz bath. This is going to be my new home!

Your mother is staying with us!?

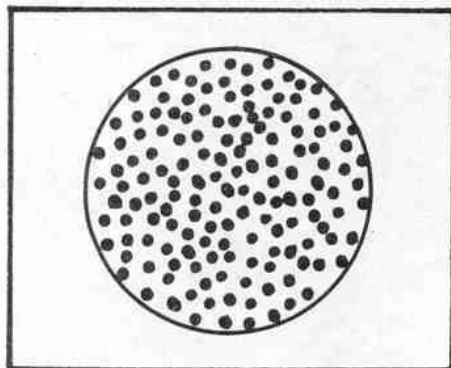
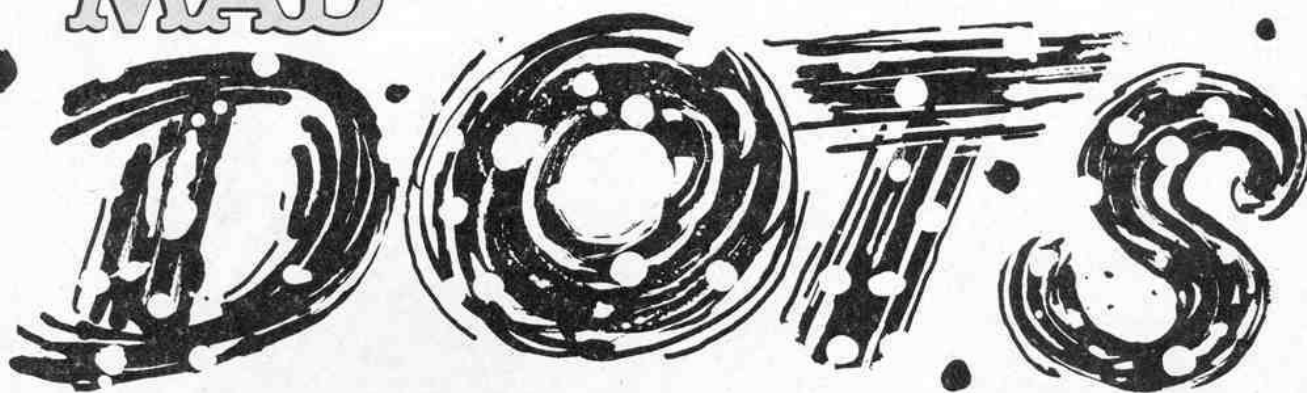
Yes! And next to her, I'm as pure as Marie Osmond!

OOOps! I think this might be a good time to brush up on Password!

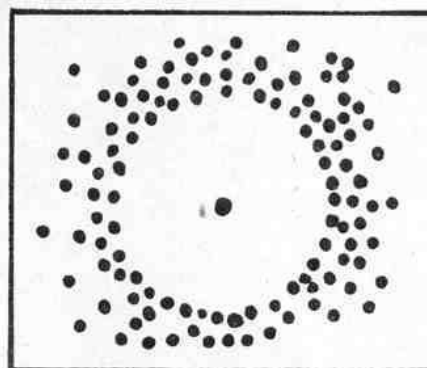




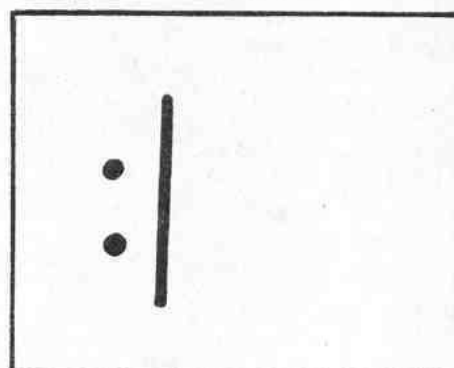
MAD



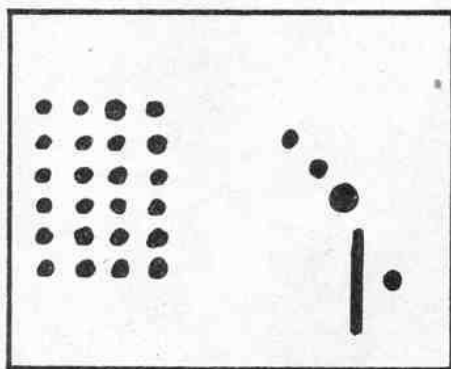
AN OVERHEAD VIEW OF  
RONALD REAGAN'S  
BIRTHDAY CAKE



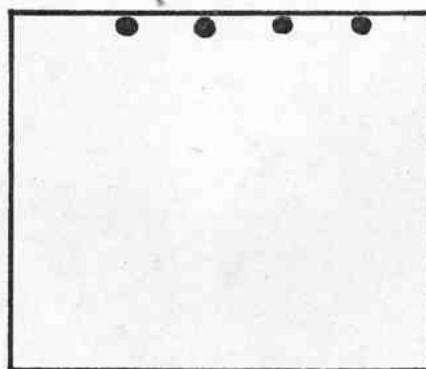
SOMEONE DYING ON A  
NEW YORK CITY STREET



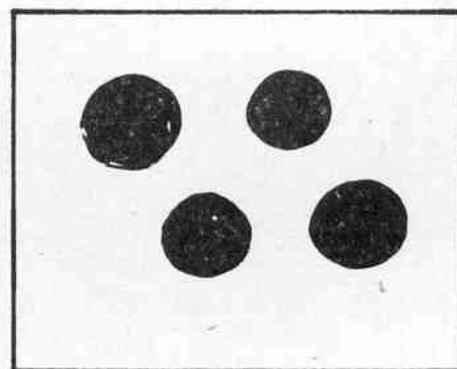
STARTING LINE AT THE FROSTBITE  
FALLS, SOUTH DAKOTA ANNUAL  
MARATHON



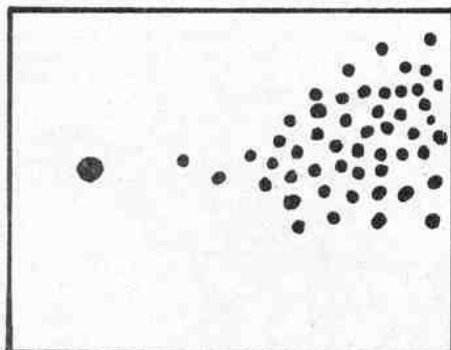
REFRIGERATOR PERRY ON THE  
JOHNNY CARSON SHOW



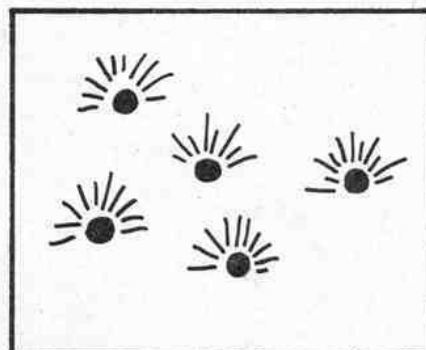
DIDN'T FEED THE FISH



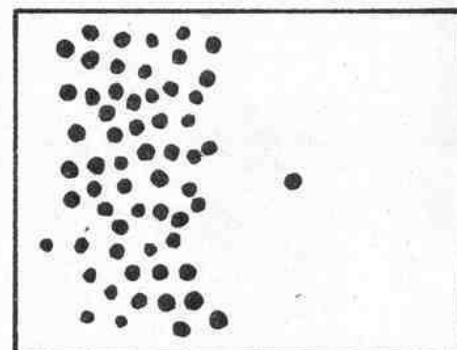
OVERFED THE FISH



A SWARM OF PIMPLES  
APPROACHING A KID  
EATING A HERSHEY BAR



RESIDENTS OF  
THREE MILE ISLAND



THE KLU KLUX KLAN'S IDEA  
OF A FAIR FIGHT



**WHAT  
CURRENT  
POP CULT IS  
ATTRACTING  
LEGIONS OF  
FOLLOWERS?**

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

NEW CULTS SEEM TO POP UP DAILY. TO  
FIND OUT THE ONE THAT'S REALLY HOT  
RIGHT NOW, FOLD PAGE IN AS SHOWN



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**MANY CULTS EXIST BECAUSE THEIR LEADERS,  
DONNED IN FANCY ROBES, PROMISE FOLLOWERS A  
WORRY-FREE LIFE WITHOUT TROUBLE OR HARDSHIP**

ARTIST AND WRITER:  
AL JAFFEE

A►

◀B



# GREAT MOMENTS IN ADVERTISING

The Day AT&T Went Too Far

