

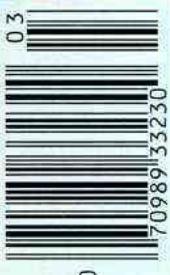
MIAMI VICE • MURDER SHE WROTE

# MAD

No.  
261  
March  
1986

IND

Our  
Price  
\$1.35  
Cheap?



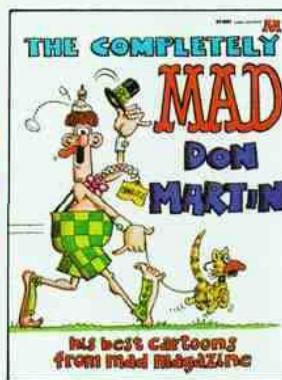
# Why Subscribe To Mad?

*To Save Money? **ABSOLUTELY!***  
*To Get Free Gifts? **POSITIVELY!***  
*To Receive A Giant Cash Bonus?*  
**DEFINITELY NOT!**

ANNOUNCING A SUBSCRIPTION OFFER SO FABULOUS, IT WILL NOT BE REPEATED ON ANY OTHER PAGE OF THIS MAGAZINE!!!

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

--- USE COUPON OR DUPLICATE ---

- 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 \_\_\_\_\_ MOTHER'S AGE \_\_\_\_\_

\*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!

# MAD

"One of the most strenuous exercises is putting the thought of food to the back of your mind!"  
—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*

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

JACK ALBERT *lawsuits* ANNE GRIFFITHS *logistics*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

## DEPARTMENTS

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of ..... 16

### DICK DePARTMENT

American Express Commercials We'd Like To See ..... 14

### DON MARTIN DEPARTMENT

One Tuesday Morning On Easter Island ..... 9

One Wednesday Morning In New York City ..... 21

One Thursday Morning In The Dungeon ..... 42

### FAKING A TRIP DEPARTMENT

Enjoy A Mid-Winter Beach Vacation At Home ..... 22

### FOPS AND ROBBERS DEPARTMENT

"Miami Price" (A MAD TV Satire) ..... 4

### JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy ..... 30

### LETTERS AND TOMATOES DEPARTMENT

Random Samplings Of Reader Mail ..... 2

### MARGINAL THINKING DEPARTMENT

"Drawn Out Dramas" By Sergio Aragones ..... \*\*

### MEET MARKET DEPARTMENT

MAD's Personal Ads ..... 48

### MOTION PICKS DEPARTMENT

MAD's Do-It-Yourself "Indiana Jones" Sequel ..... 10

### NO SOAP, RATIO DEPARTMENT

MAD's Human Equivalency Scale ..... 38

### POLITE SWITCH DEPARTMENT

MAD's 14 Rules Of Good Behavior ..... 28

### SLEUTH DECAY DEPARTMENT

"Murder She Hopes" (Another MAD TV Satire) ..... 43

### TAKE A POWDER DEPARTMENT

New Uses For Arm And Hammer Baking Soda ..... 31

### THE QUEST IS YET TO COME DEPARTMENT

MAD's Great American Scavenger Hunt ..... 12

### TUNER FISHING DEPARTMENT

Specialized Cable TV Networks Of The Future ..... 34

### UNITED STATUS OF AMERICA DEPARTMENT

A MAD Guide To Yuppies, Yullies And Yuffies ..... 40

### WHERE'S THE BEAST? DEPARTMENT

Camouflage Tricks Of Big City Animals ..... 24

### WIDE WORLD OF SNORTS DEPARTMENT

"Zonk Me Out At The Ball Game" (A MAD Song Parody) ..... 37

\*\*Various Places Around The Magazine

COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN

COVER IDEA: REYNALDO CRUZ

**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 \$10.75 or 24 issues \$26.75 or 40 issues \$42.75. Outside U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$51.75. Entire contents copyright © 1985 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.

## VITAL FEATURES

"MIAMI PRICE"  
(A MAD  
TV SATIRE)  
Pg. 4



MAD'S DO-IT-  
YOURSELF  
"INDIANA JONES"  
SEQUEL  
Pg. 10



AMERICAN EXPRESS  
COMMERCIALS  
WE'D LIKE  
TO SEE  
Pg. 14



ENJOY A  
MID-WINTER  
BEACH VACATION  
AT HOME  
Pg. 22

MAD'S 14  
RULES OF  
GOOD  
BEHAVIOR  
Pg. 28



"ZONK ME OUT AT  
THE BALL GAME"  
(A MAD SONG  
PARODY)  
Pg. 37

## SCHOOL CANCELLER

Please cancel Eisenhower Elementary School's subscription to MAD Magazine. It was unknowingly ordered without previewing it first. The magazine is extremely risque and unsuitable. It should be excluded from the order list for magazines for elementary schools. Thank you.

Cathy Berk Harper  
Imc Clerk  
Eisenhower Elementary School  
Flint, MI

You're right! But we never claimed MAD was suitable for Imc clerks in the first place!—Ed.

Please Address All Correspondence To:  
**MAD, Dept. 261, 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 stethoscope!

**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION** (Required by 39 U.S.C. 3685) 1A. Title of Publication: **MAD** 1B. Publication No. ISSN 0024 9319 (324520) 2. Date of filing: Oct. 1, 1985 3. Frequency of issue: Monthly, except Feb., May, Aug., Nov. 3A. No. of issues published annually: 8 3B. Annual subscription price: \$10.00/8 issues 4. Complete Mailing Address of Known Office of Publication: 485 MADison Avenue NYC 10022-5852 5. Complete Mailing Address of the Headquarters or General Business Offices of the Publisher: 485 MADison Avenue NYC 10022 6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue NYC 10022; Editors: Nick Meglin; John Ficarra—485 MADison Avenue NYC 10022; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E. C. Publications, Inc., wholly owned by Warner Communications, Inc. a publicly held corporation—75 Rockefeller Plaza NYC 10019. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None.

10.

EXTENT & NATURE OF CIRCULATION	AVERAGE NUMBER OF COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	1,600,397	1,648,971
B. PAID CIRCULATION: 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	701,246	754,520
2. MAIL SUBSCRIPTIONS	43,571	38,270
C. TOTAL PAID CIRCULATION	744,817	792,790
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS, SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES	65	65
E. TOTAL DISTRIBUTION	744,882	792,855
F. COPIES NOT DISTRIBUTED: 1. OFFICE USE, LEFT OVER, UNACCOUNTED, SPOILED AFTER PRINTING	600	600
2. RETURNS FROM NEWS AGENTS	854,915	855,516
G. TOTAL	1,600,397	1,648,971

11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

# OUR GARBAGE ...AT YOUR DISPOSAL!

**MORE TRASH FROM  
MAD**

SUMMER  
1986  
SUPER  
SPECIAL

IND  
OUR  
PRICE  
CHEAP!

96 PAGES OF GARBAGE FROM PAST ISSUES WE'D LIKE TO DUMP ON YOU!

**BAG THIS HEFTY ISSUE  
AT YOUR LOCAL NEWSSTAND TODAY!  
YOU'LL BE GLAD YOU DID!**

FOPS AND ROBBERS DEPT.

Nowadays it costs a lot of money to be an undercover cop, especially in Florida! High rents? Pay-offs to squealers? Chicken feed! No, the big bucks have to be spent for the trendiest and most over-priced designer fashions and hair styles or you lose your job! In other words, you gotta pay the...

# MIAMI PRICE

I'm **Sunny Crock!** Other people wear alligators on their shirts, I wear them on my 40 foot **sloop!** That, along with my hopped up **sports car**, helps me to maintain a "**low profile**" which is **essential** to my work as an **undercover vice detective!**



I'm **Retardo Duds**, Crock's **partner!** I'm **well-dressed** and have an **even disposition!** I used to be a New York City cop before I was dismissed on a "**Too Normal And Nice**" charge!



I'm **Lt. Coldfellow!** In the line of work, Crock and Duds **cheat, lie, bash people around**, and race through the streets at **90 MPH!** They're **model citizens**—all the slime of this town **model** themselves after them!



Pina, when I decided upon a **respectable career** in law enforcement, playing a **hooker** all the time wasn't what I had in mind! My **mom** should see me now!

It's getting to me, too! I went out with my boyfriend last night and when he **kissed me** I told him that kind of stuff was going to **cost him!**

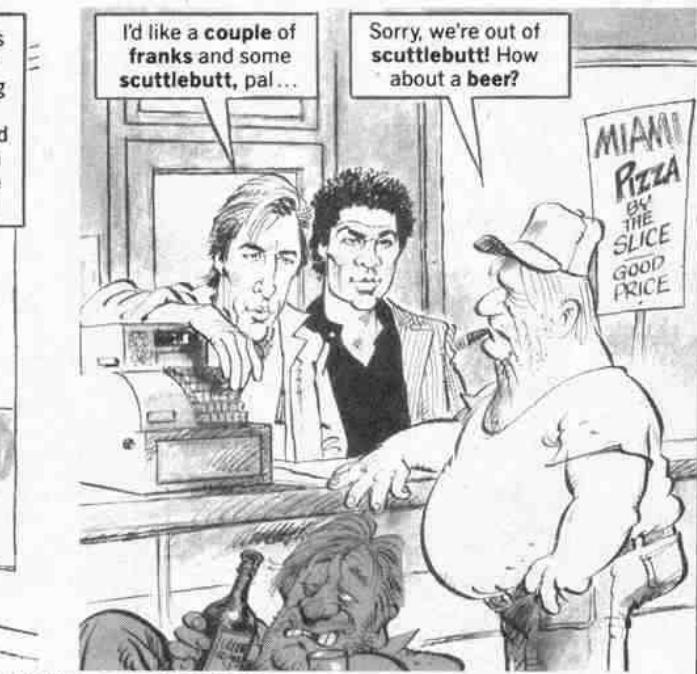
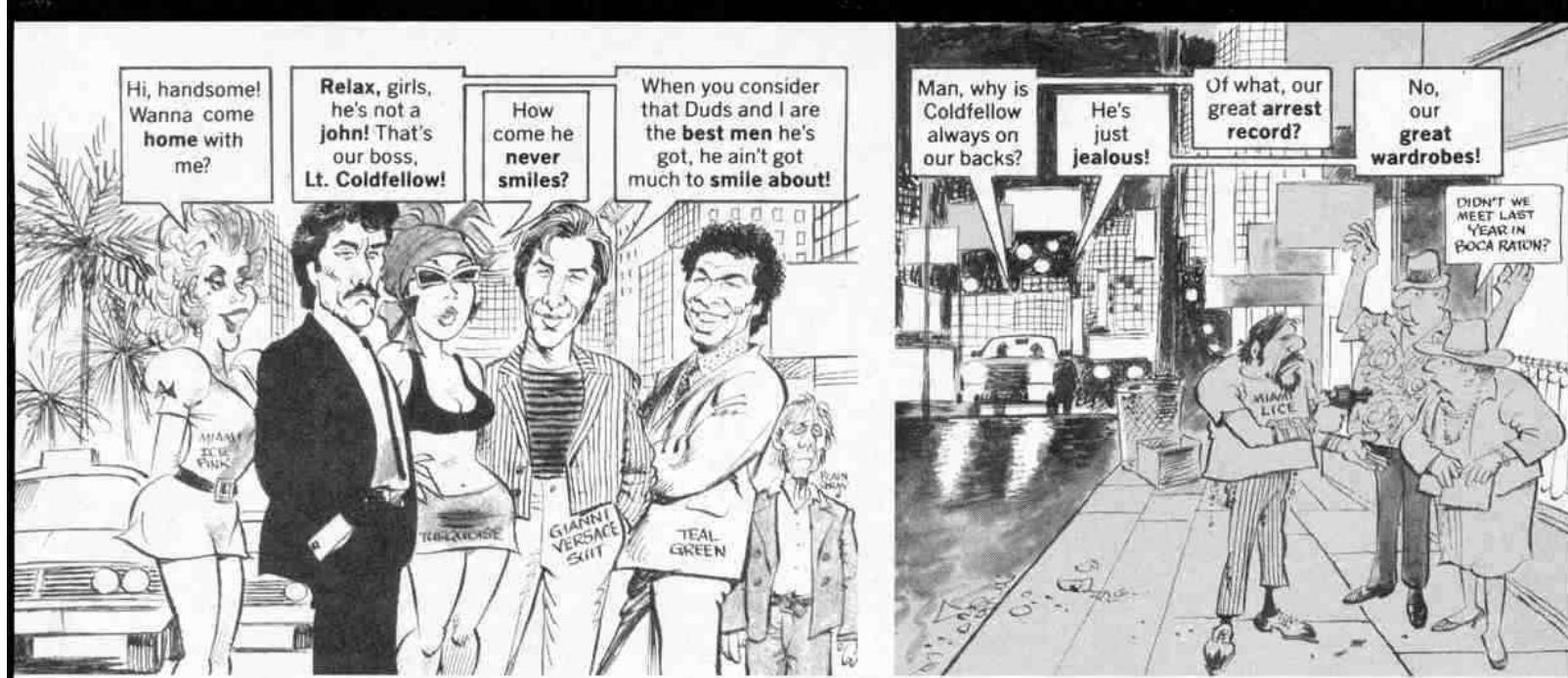
You got some **information** for me, doll?

There's a **big shipment** of stuff coming in from Columbia aboard **The Flying Drugman!** It arrives on the 17th, pier #9 at 11:45 PM! The drop has a street value of **32 million!**

Fantastic! How do you girls always manage to get such **detailed info** on **drug shipments?**

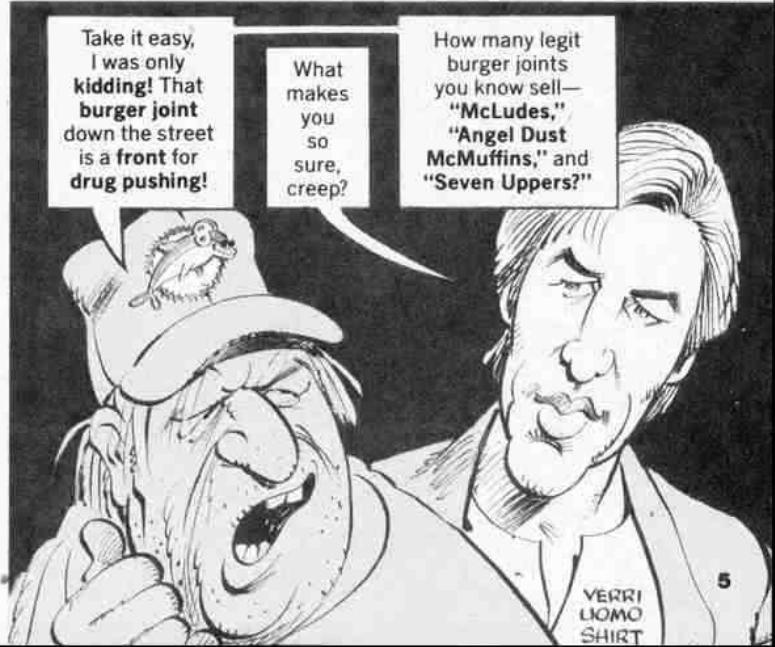
You forget—this is **Miami!** It's all listed in the **"Shipping News"** section of any **daily newspaper!**

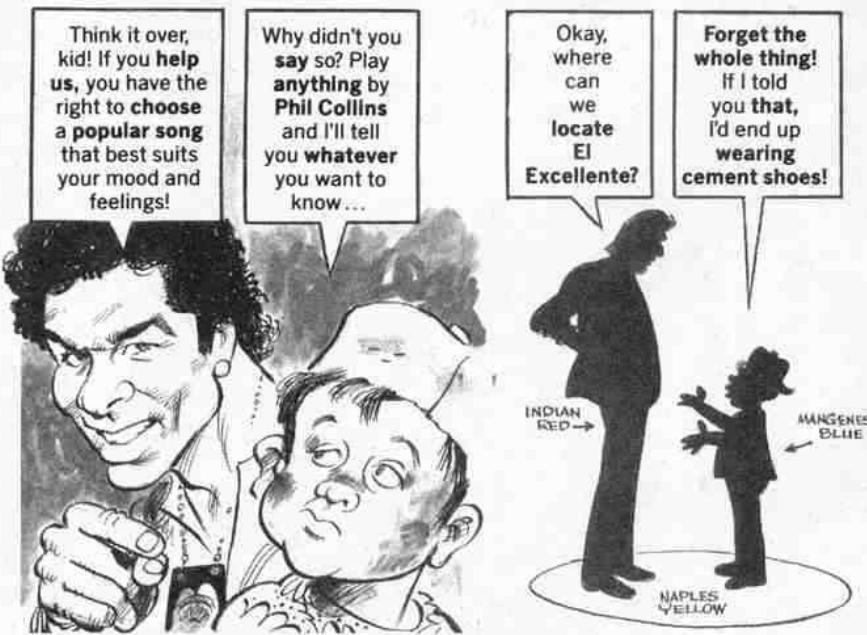
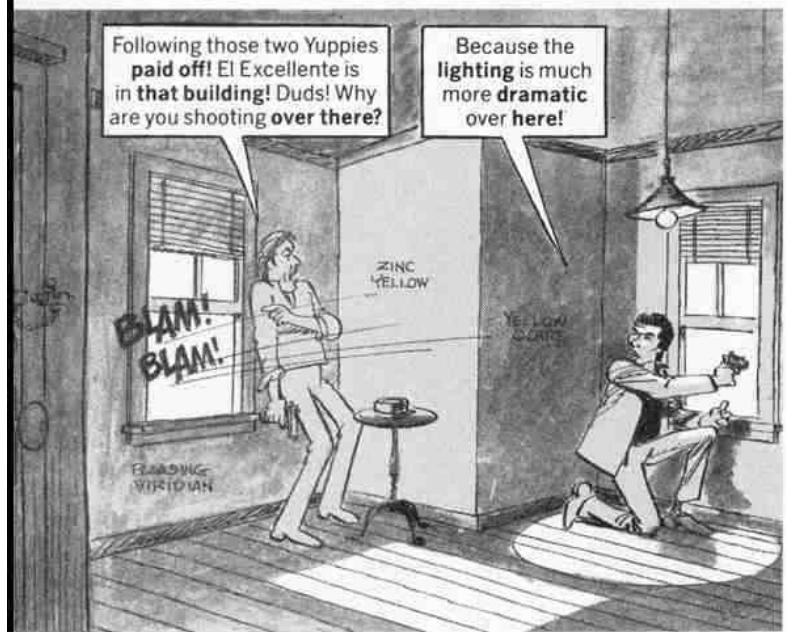
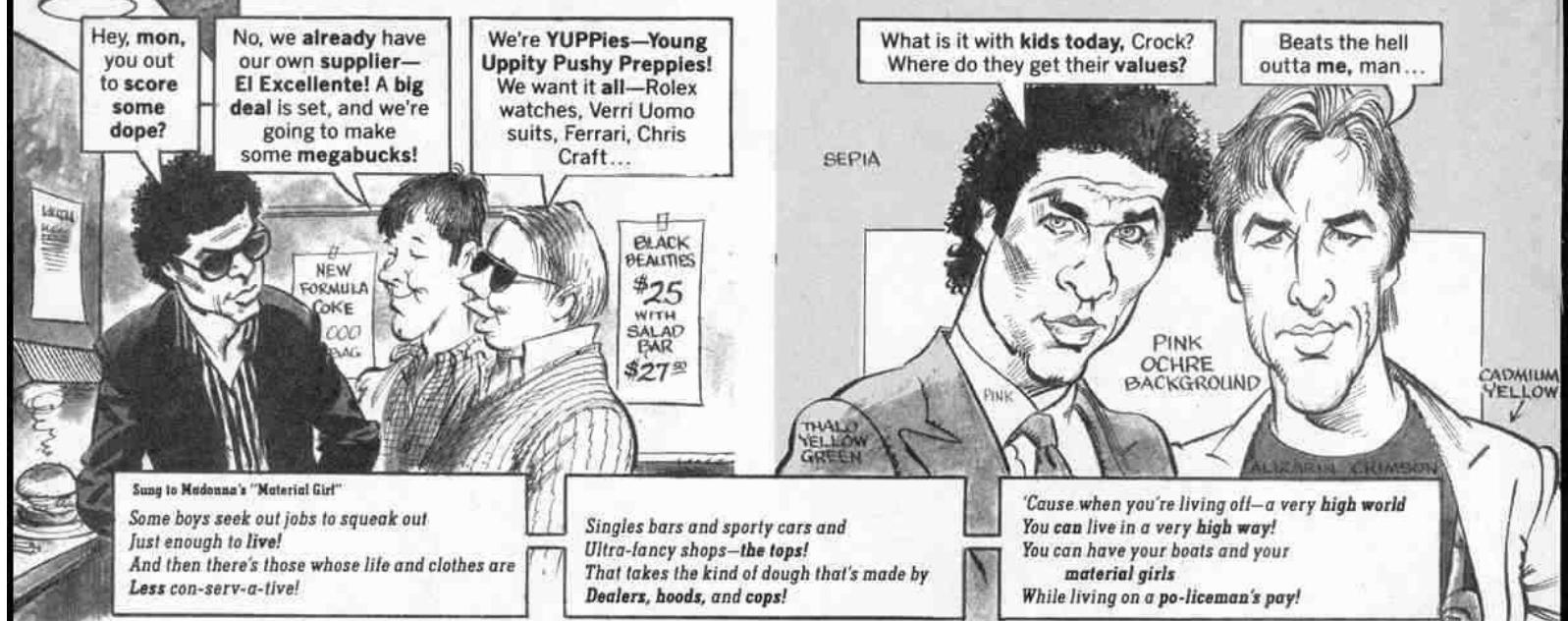


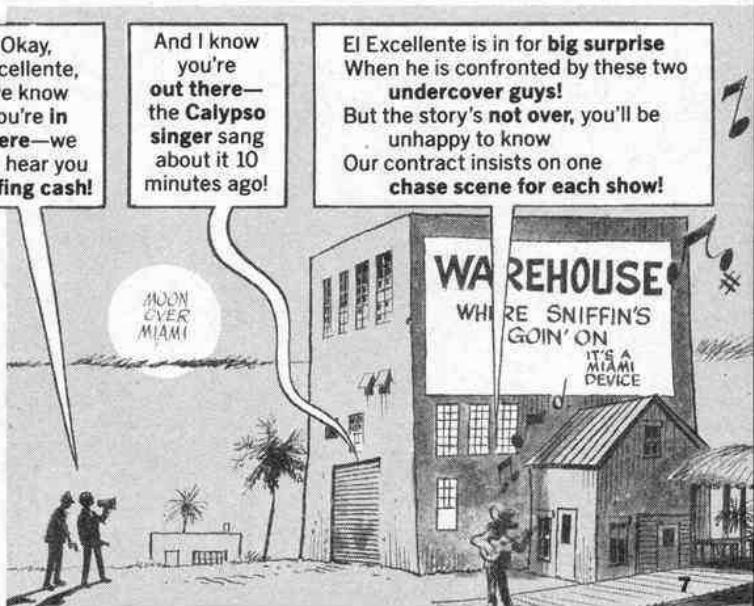
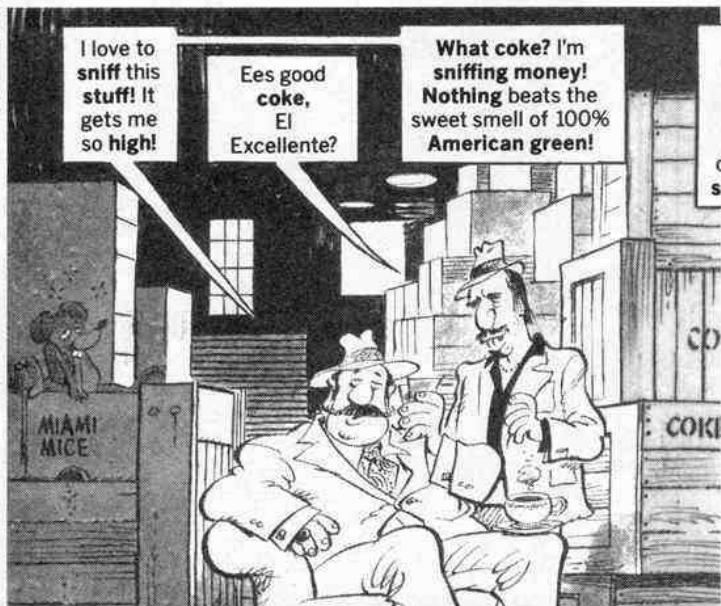
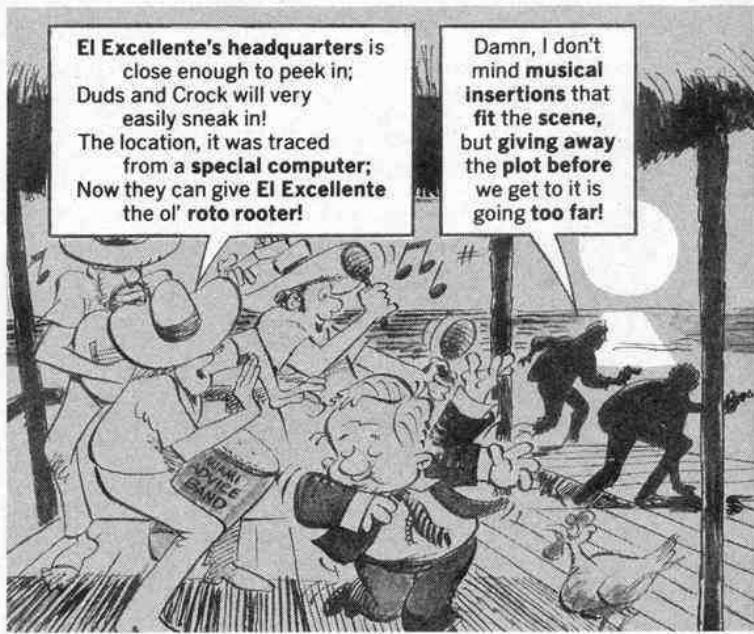


ARTIST: MORT DRUCKER

WRITER: LOU SILVERSTONE







El Excellento's getting away! Can't you drive this boat any faster?

I'm doing the best I can, considering they're driving a car! I'm also ducking bullets!

A song cue if I ever heard one!

Guess we lost them, Crock...

But we lost them the good way! Boats may not do well on the road, but cars do a lot worse on the water!

Sung to  
The Cars  
"Drive"

Who's gonna drive your car  
If you're shot?  
Who'll pay for your Ferrari  
If you rot?

Don't get hit;  
Or this series... ain't worth spit!  
Who's gonna be co-star  
If you're not?

Well, Lt., at least we got that creep, El Excellento...

Really? Well, get this—the Coast Guard rescued him and set him free! All he got was a ticket for driving underwater without a submarine driver's license!

Well, at least we nailed 20 of his hoods...

Really? Well, 18 of them were undercover federal agents and the other two plea bargained and got away with "parking in an illegal zone" fines!

I told you we should have nailed him on the littering rap!

Do you think showing all the crime in Miami each week is discouraging tourists?

Hell, no! Look at 'em flocking into town!

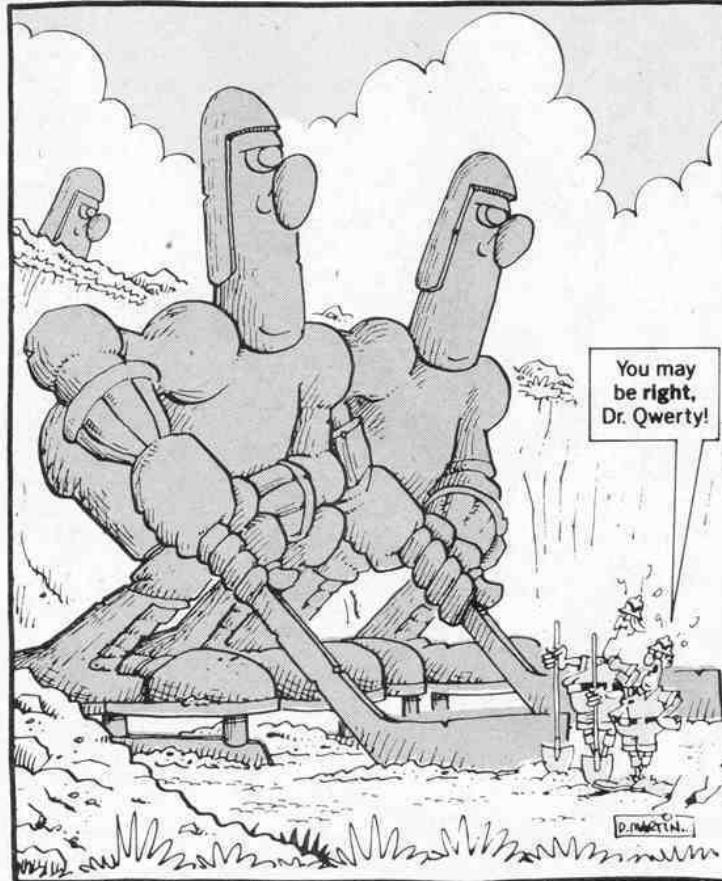
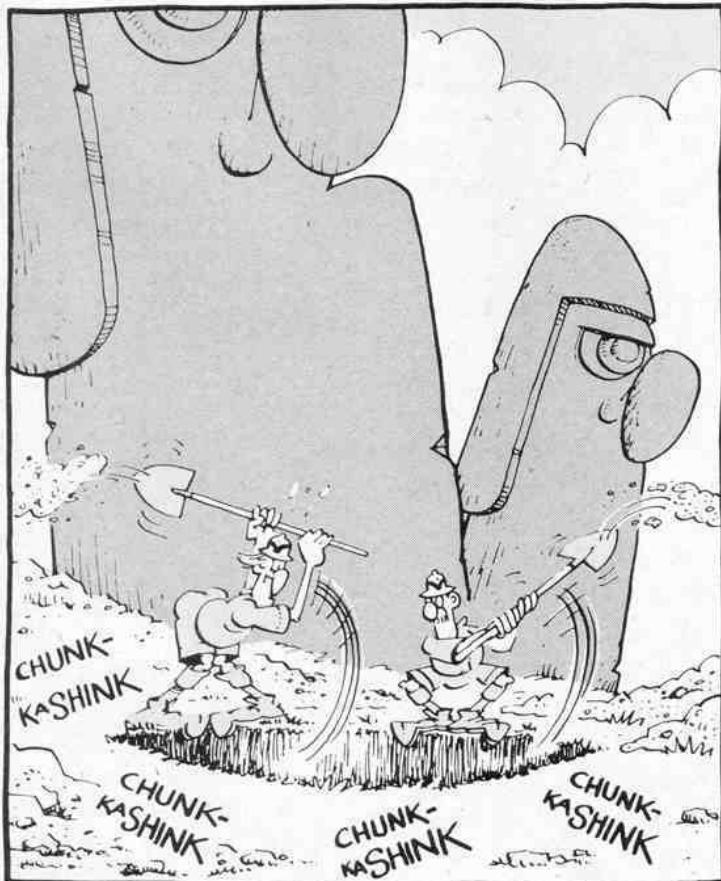
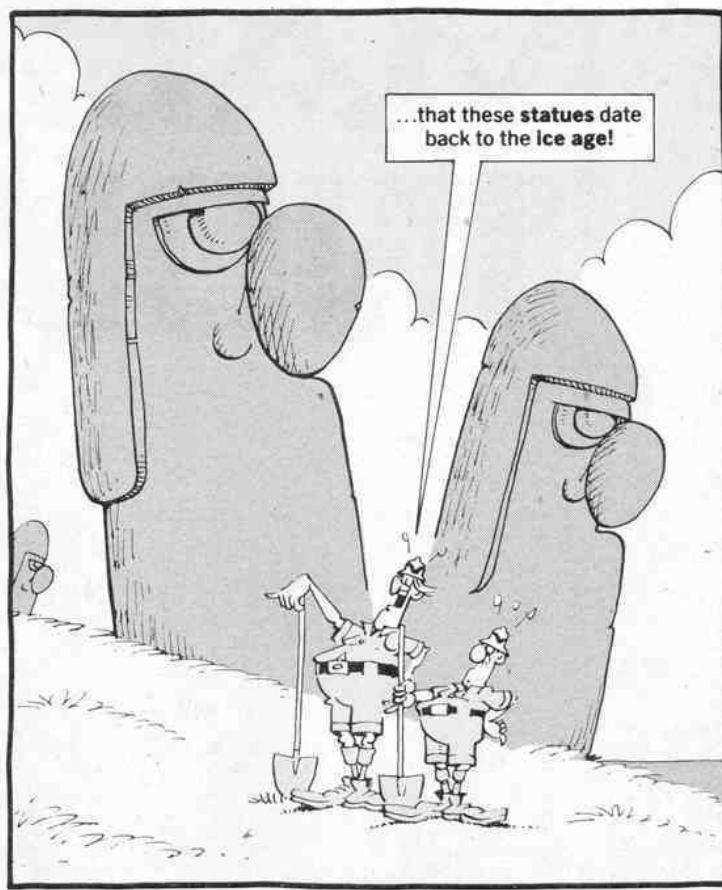
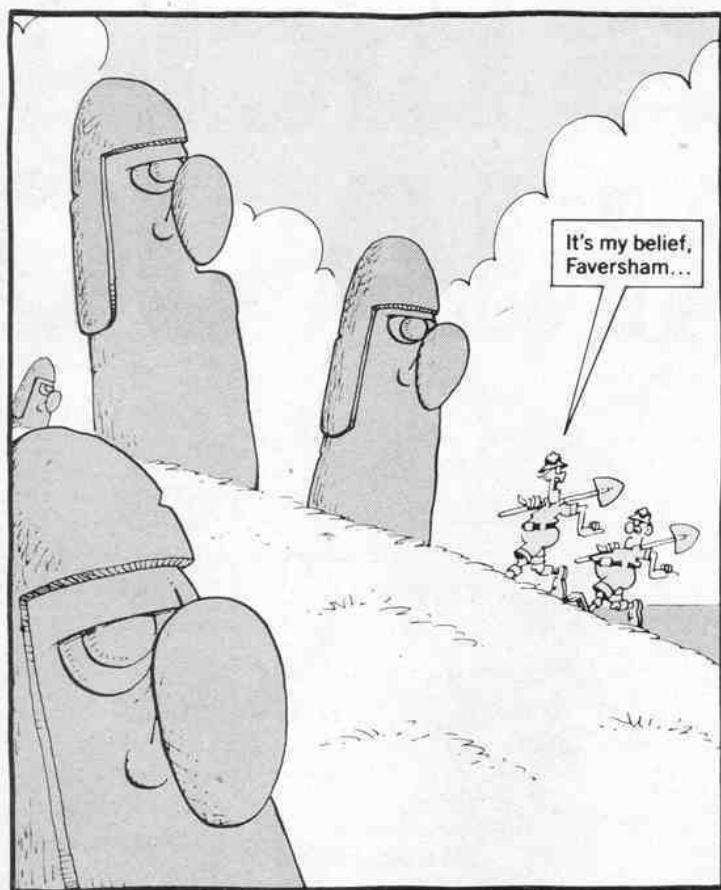
Yeah, but are these the kinds of tourists the Miami Chamber of Commerce is looking for?

Sung to  
Glenn Frey's  
"Smuggler's Blues"

There's rubble in the streets now;  
It's a smuggler's paradise!  
Some folks believe the reason  
Just may be "Miami Vice!"

With low-life coming down like this  
It can't be too nice!  
Sure, Miami gets the business...  
But it sure pays the price! Miami price!

# ONE TUESDAY MORNING ON EASTER ISLAND

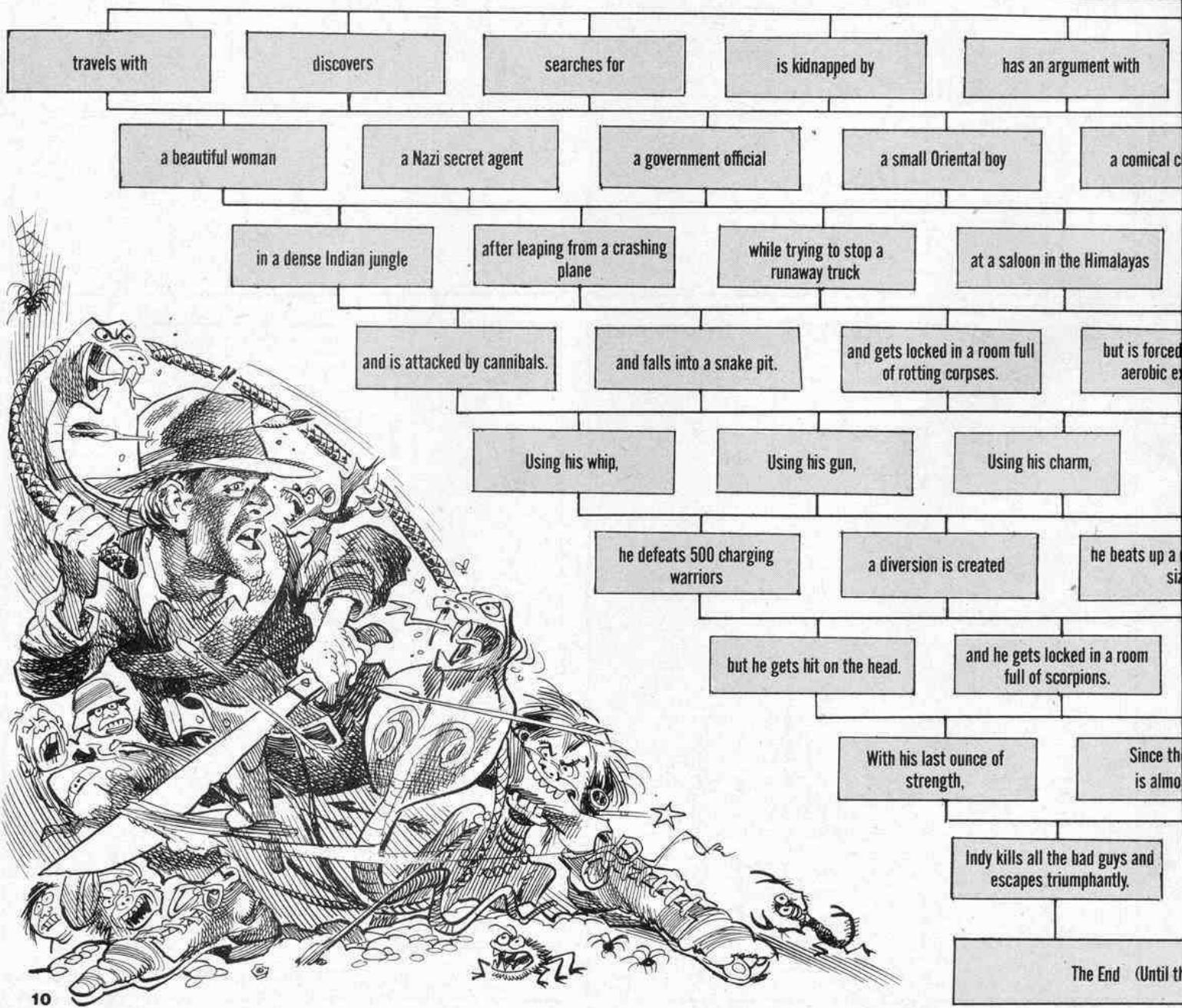


Everyone loves those "Indiana Jones" movies, but they take so darn long to make, it's easy to get bored while waiting for the next one. Not any more! Now, whenever you get the urge to experience a pulse-pounding new "Indiana Jones" adventure, merely start at

# MAD'S DO-IT "INDIANA JO"



INDIAN



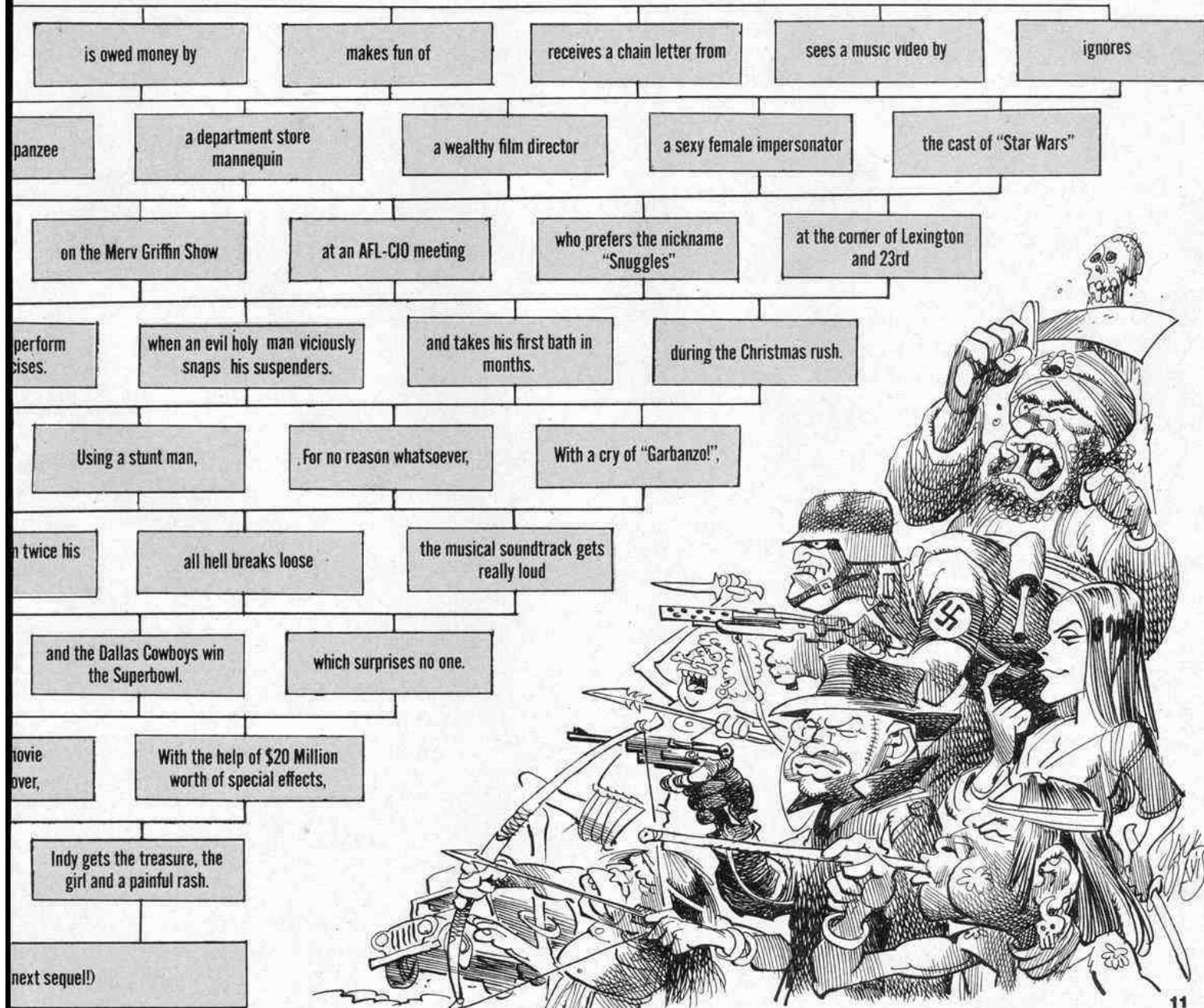
the top of the accompanying chart and work your way down, pulling one exciting story element from each row. By the time you reach the bottom, you'll have the plot summary of a brand new, thrilling sequel that even Steven Spielberg himself would be proud of.

# CREATE YOURSELF A NES' SEQUEL

ARTIST: JACK DAVIS

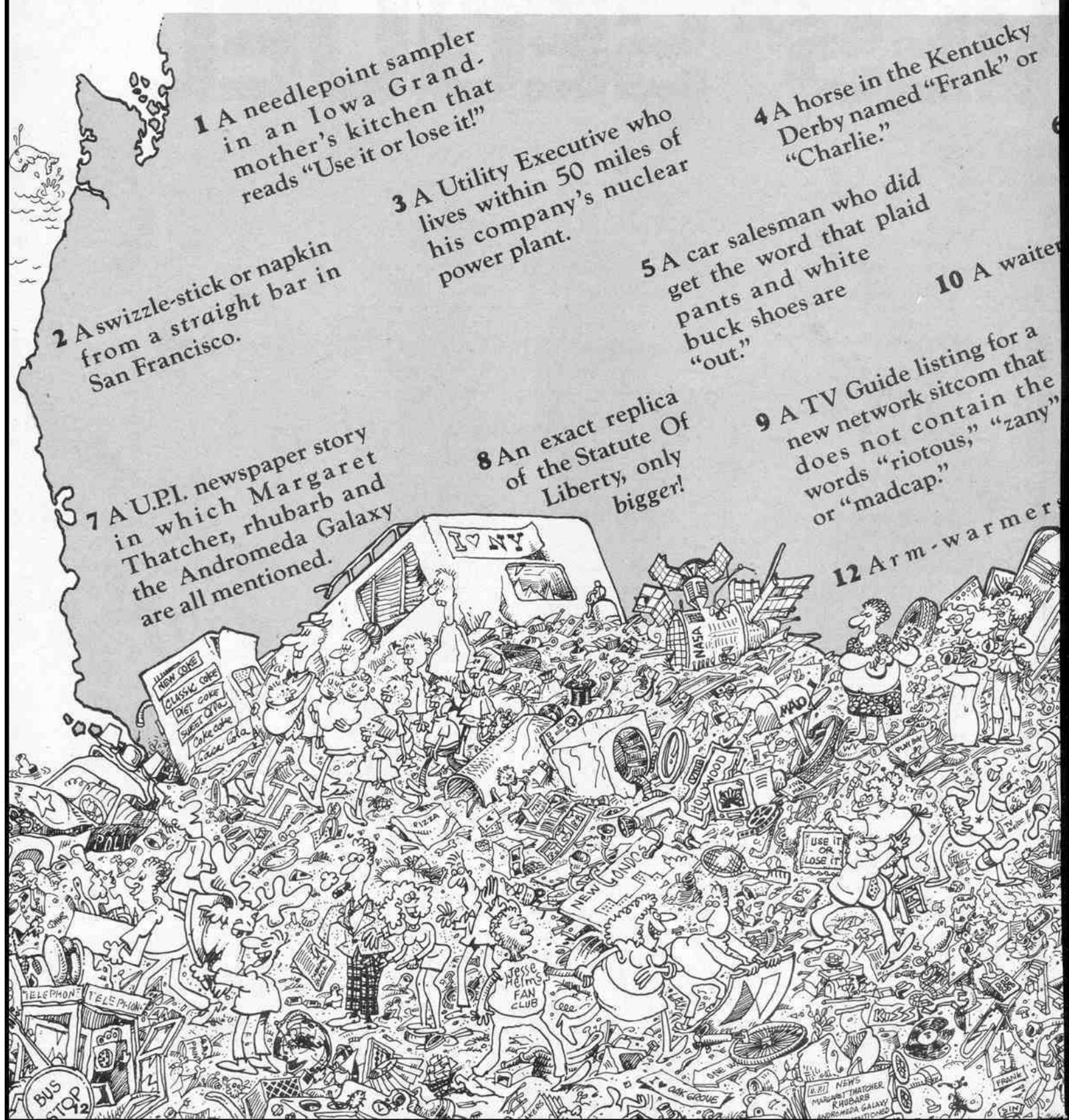
WRITER: CHARLIE KADAU

ONES



THE QUEST IS YET TO COME DEPARTMENT

# How Many Of These Hard-To-Find MAD'S GREAT AMERICA

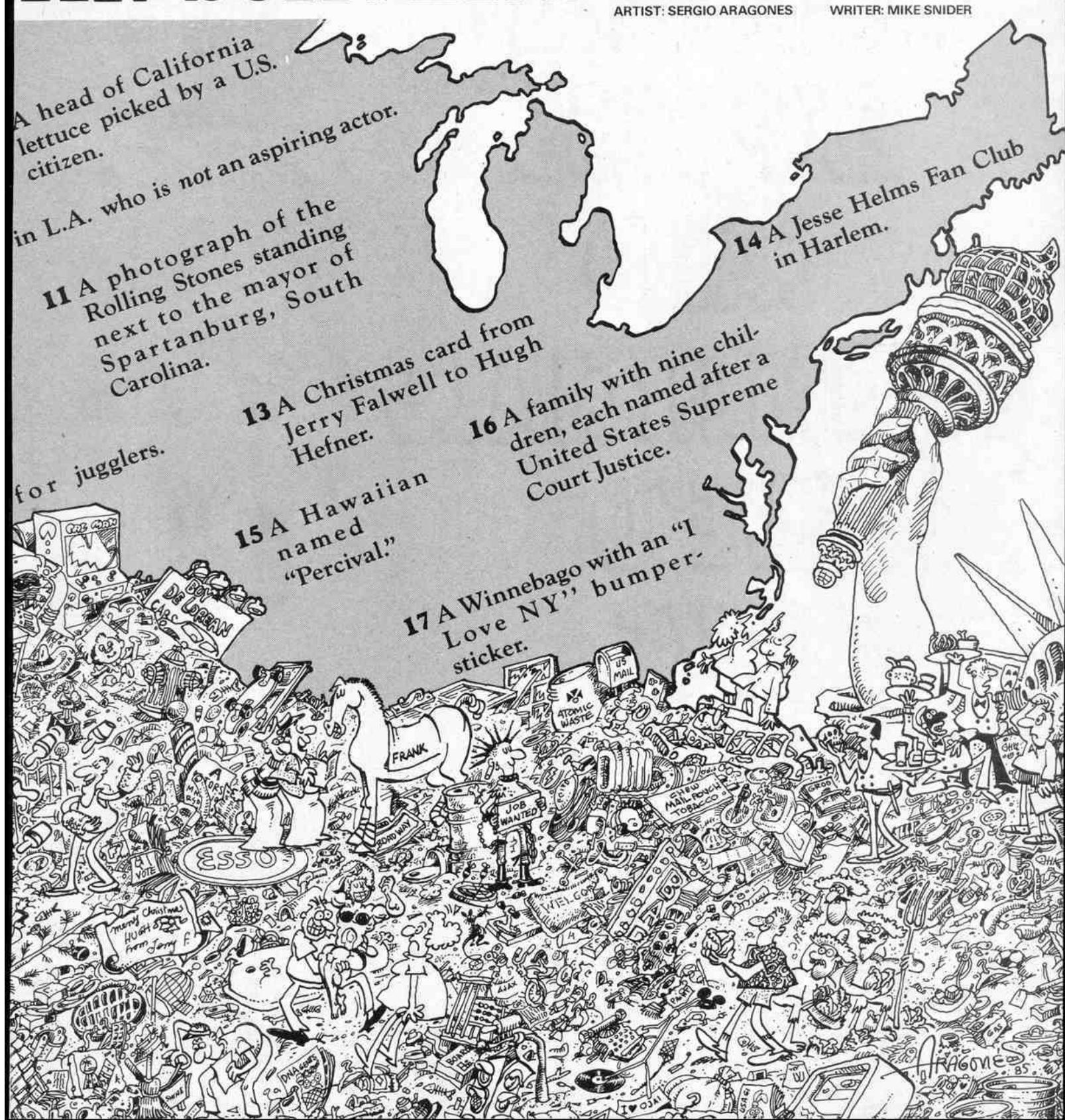


*Items Can You Come Up With In...*

# AN SCAVENGER HUNT

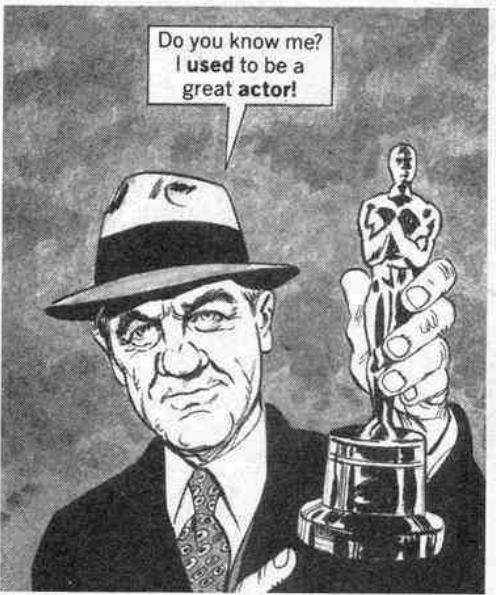
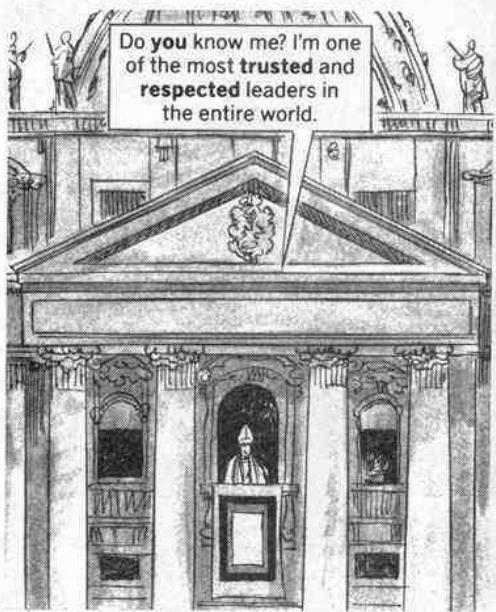
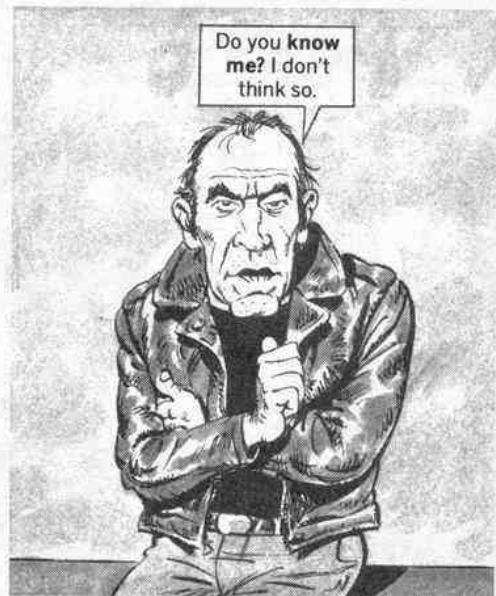
ARTIST: SERGIO ARAGONES

WRITER: MIKE SNIDER



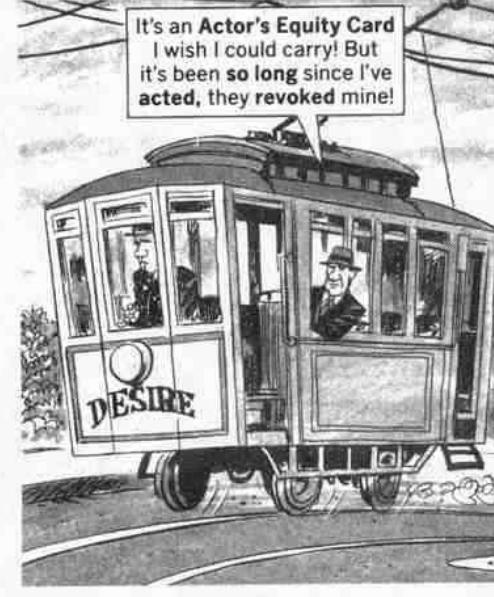
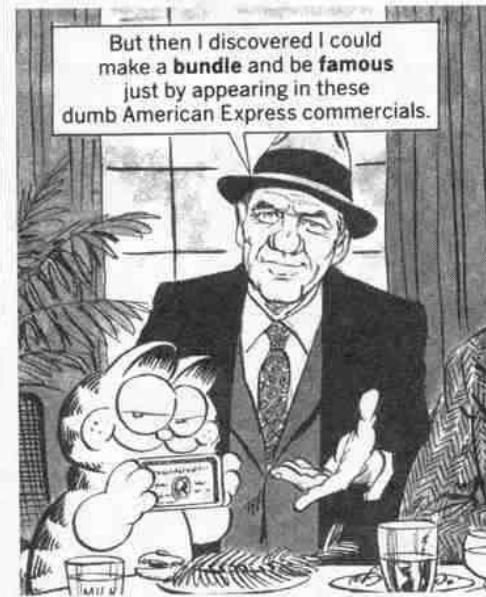
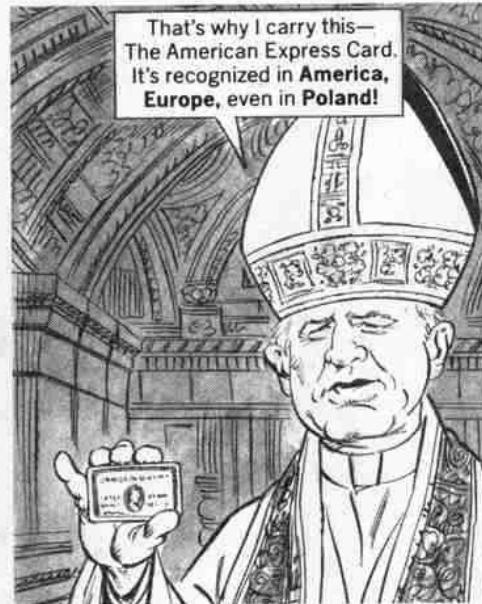
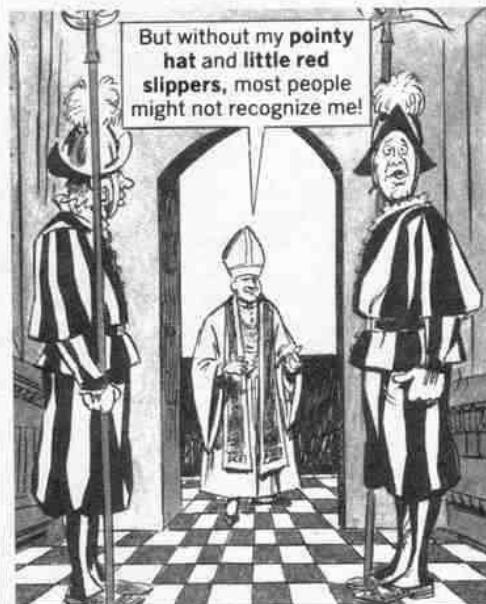
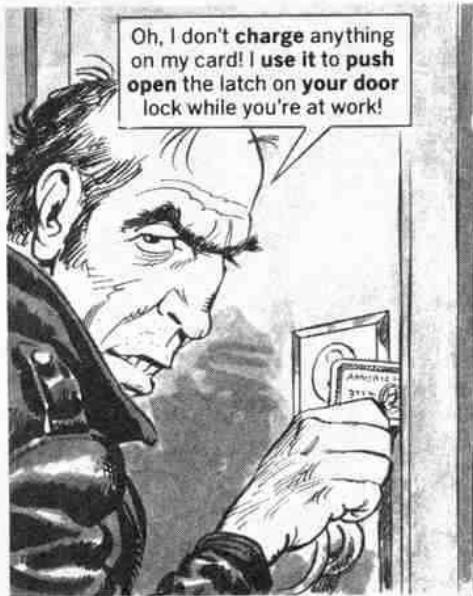
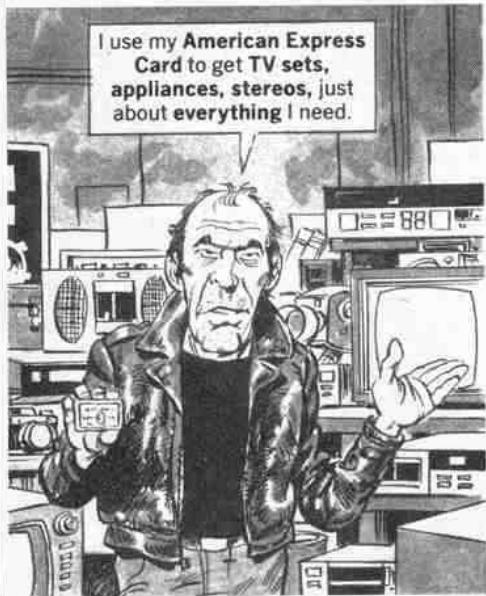
DICK DePT.

# SOME AMERICAN EXPRESS CARD COMMERCIALS WE'D LIKE TO SEE



WRITER: DICK DE BARTOLO

ARTIST: ANGELO TORRES



## PUMPING IRON

...one twenty-two...  
...one twenty-three...  
...one twenty-four...

Wow! You've got awesome strength to do that so many times!

It's brains over brawn!

Brains over brawn? How so?

Whenever a pretty girl walks by, I start counting at a hundred!



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

CLOTHES

There's so many styles of jeans, I don't know which to choose for the party Friday night!

Which style do you think would make Jimmy Sexton really notice me?

With him, the style doesn't matter! Just get a pair at least one size too tight!



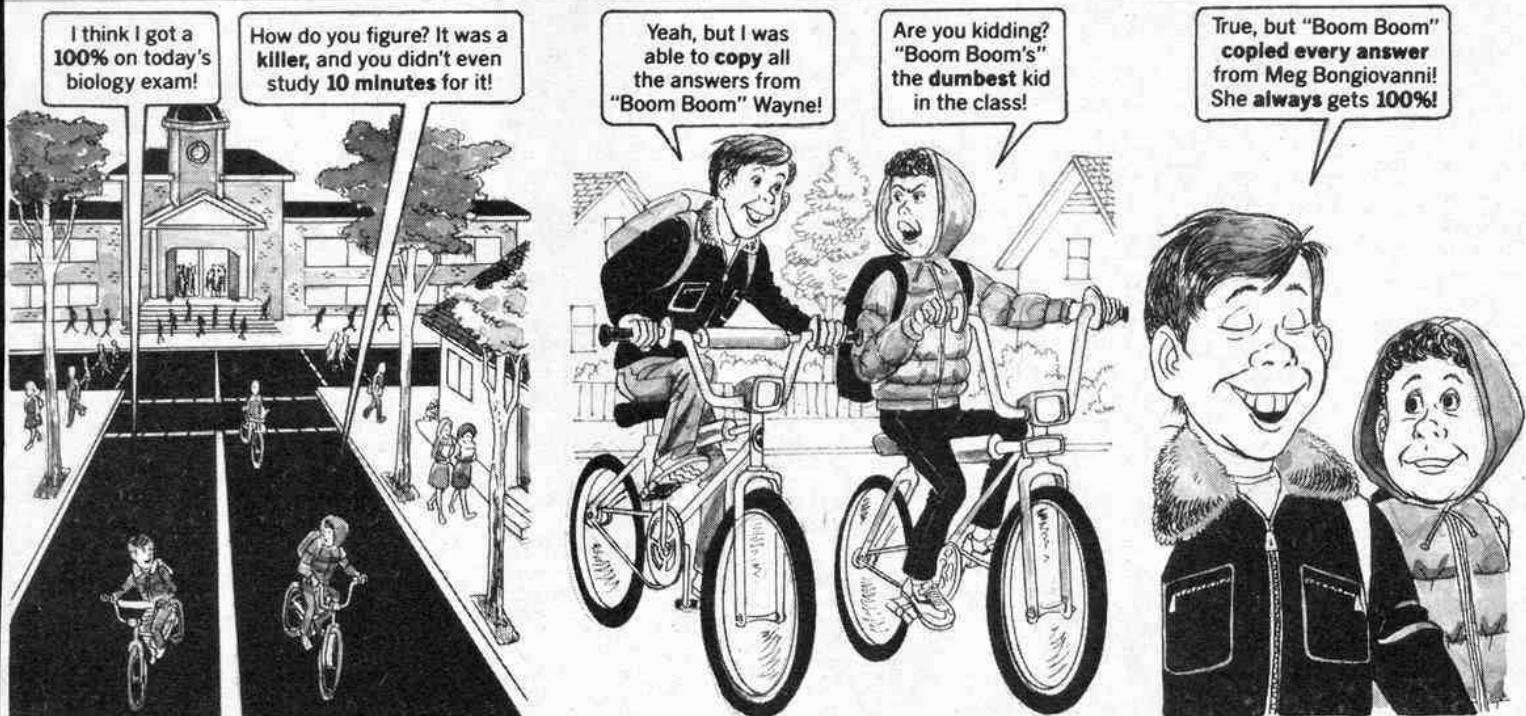
## DRIVING



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## EXAMS



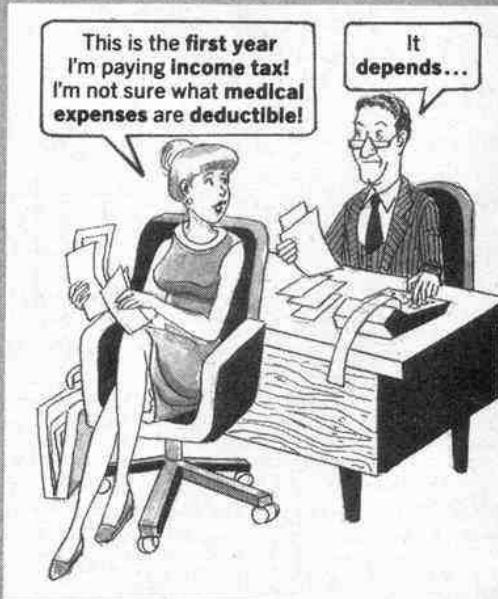
## OBSESSION



## SPENDING



## DEDUCTIONS



## LOVE



## RESPONSIBILITY



# TELEVISION



# SELF-EFFACEMENT



# GOLF



Back from  
Hal Qwerty's  
house already?

It was  
terrible!  
Terrible!

What  
happened?

We were **practicing** our strokes  
in his **back yard**, and I hit a  
ball that got away from me! It  
sailed through his neighbor's  
**picture window** and busted up  
an antique vase and stuff!

Oh, no! That  
is terrible!  
What are you  
going to do  
about that?

What else can  
I do? Just  
keep **practicing**  
'til I get rid  
of that slice!



# HABITS

Mom's always on my **case**  
for **forgetting** to put the  
toothpaste cap back on!  
Well, today I break that  
habit for good!

I did it! I did it!  
I remembered to put the  
cap back on the  
toothpaste!

...only I forgot to  
brush my teeth!

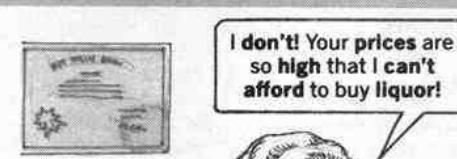
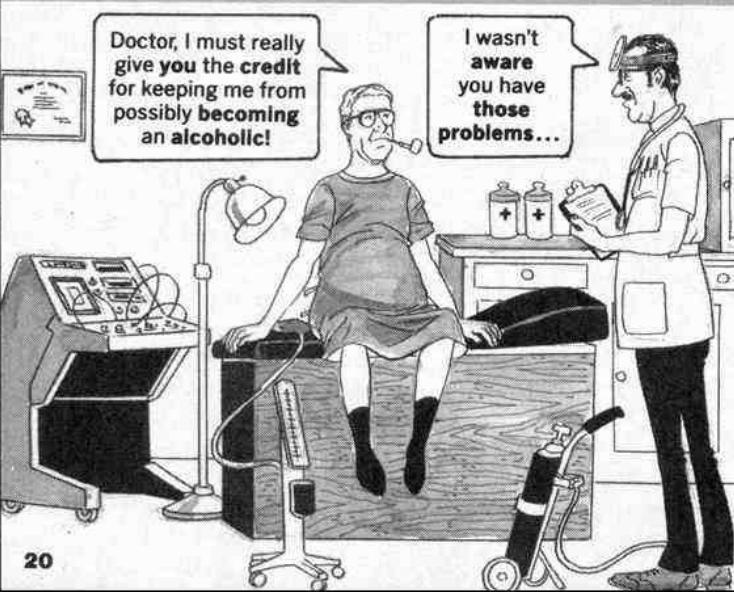


# DOCTORS

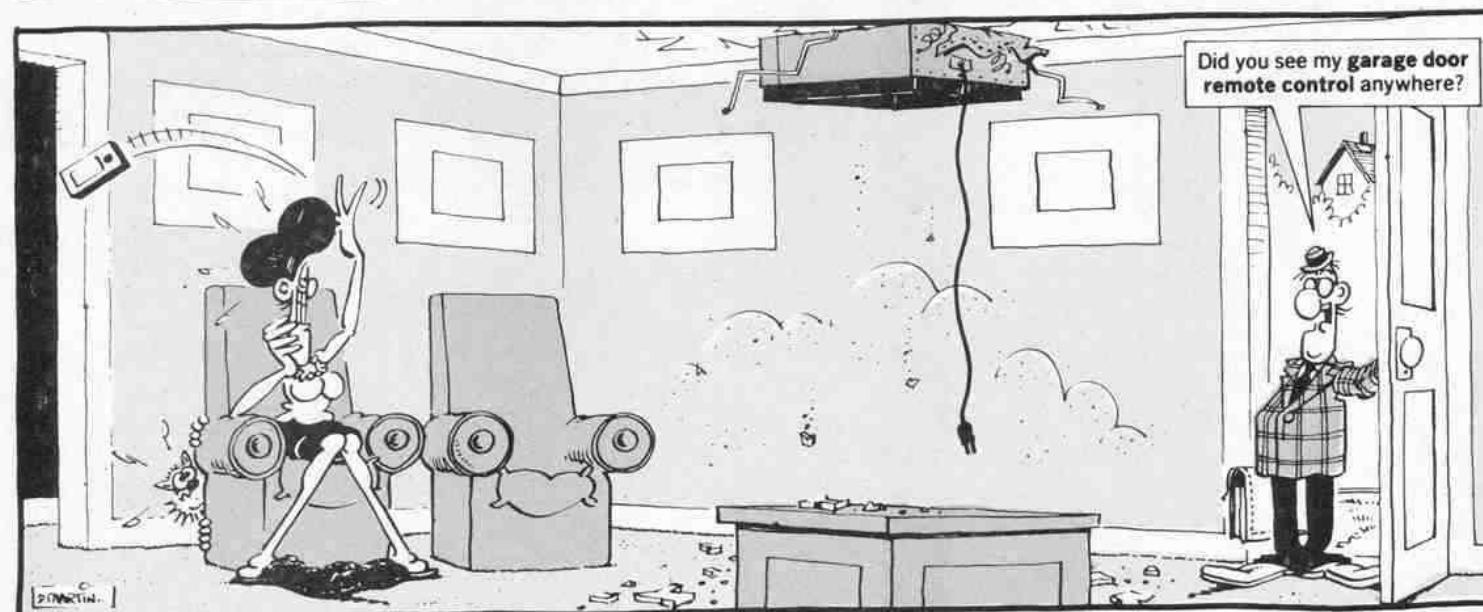
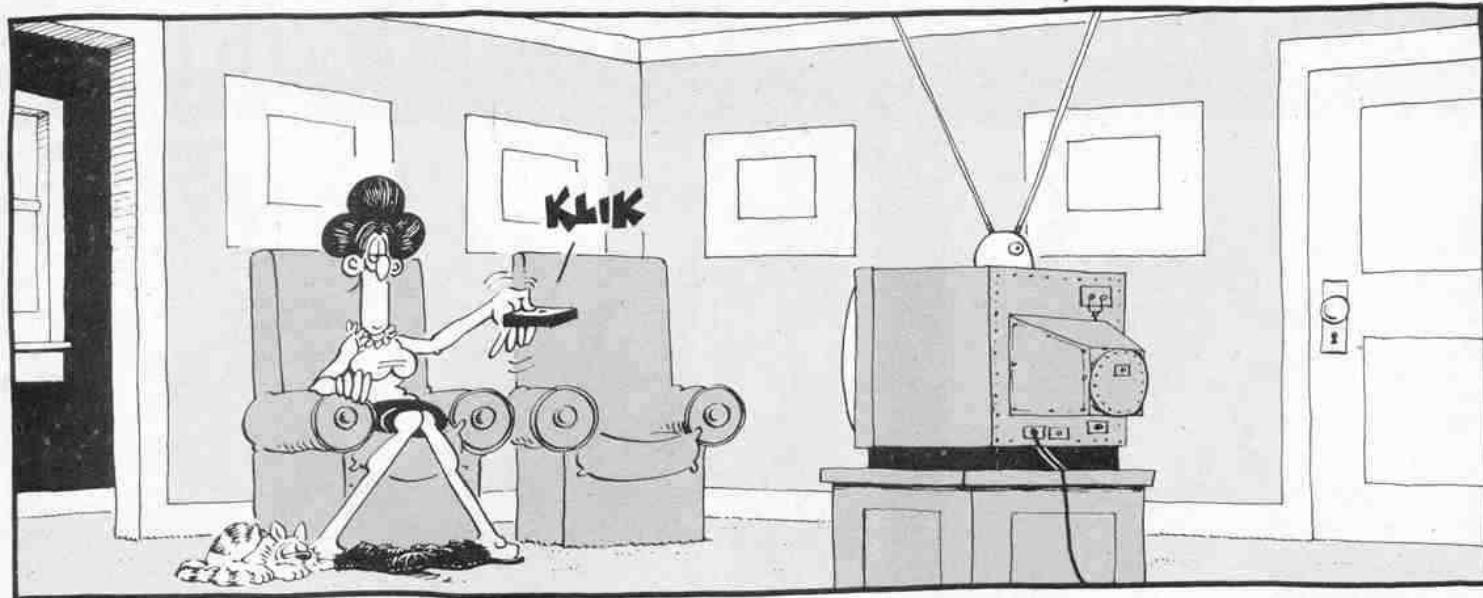
Doctor, I must really  
give you the credit  
for keeping me from  
possibly becoming  
an alcoholic!

I wasn't  
aware  
you have  
those  
problems...

I don't! Your prices are  
so high that I can't  
afford to buy liquor!



# ONE WEDNESDAY MORNING IN ROXBURY, CONNECTICUT

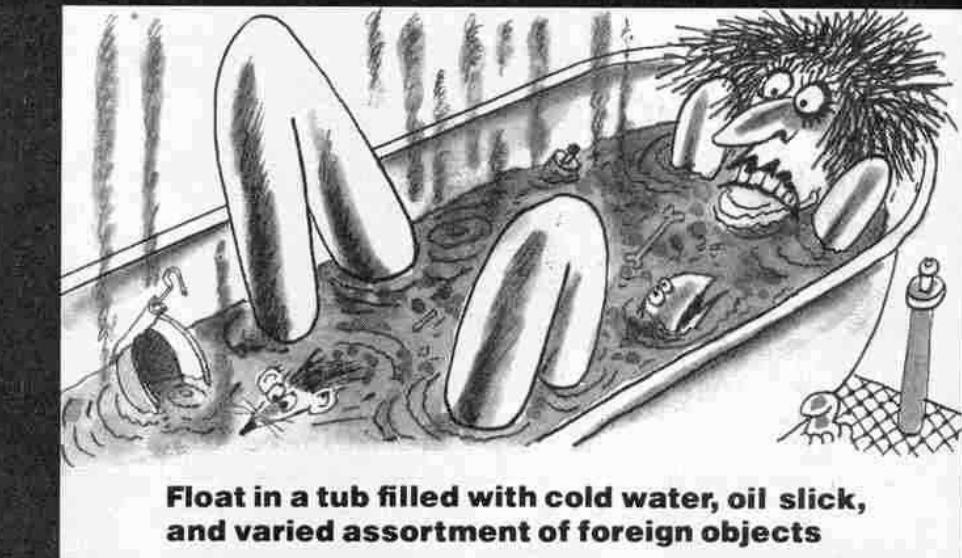


AND NOW HERE ARE SOME QUICK, S

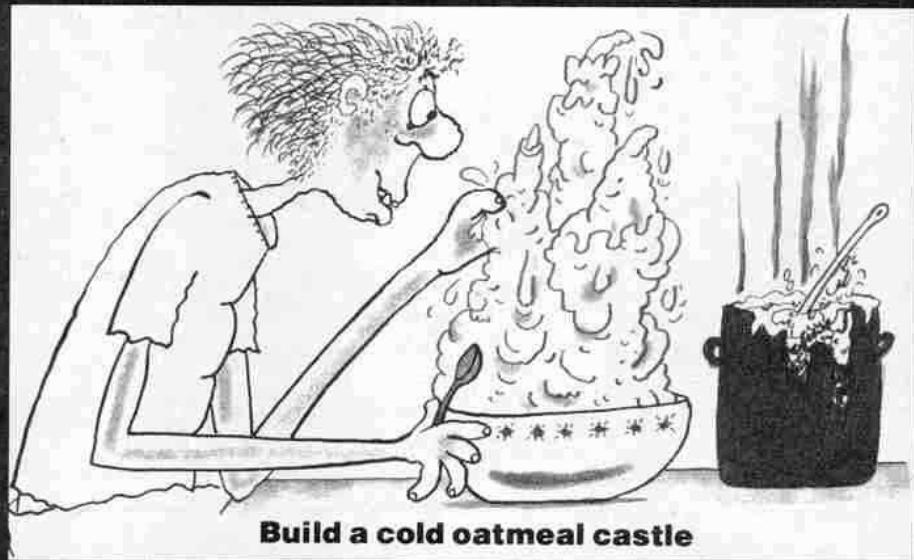
# ENJOY THE FEELING OF A MID-WINTER BE



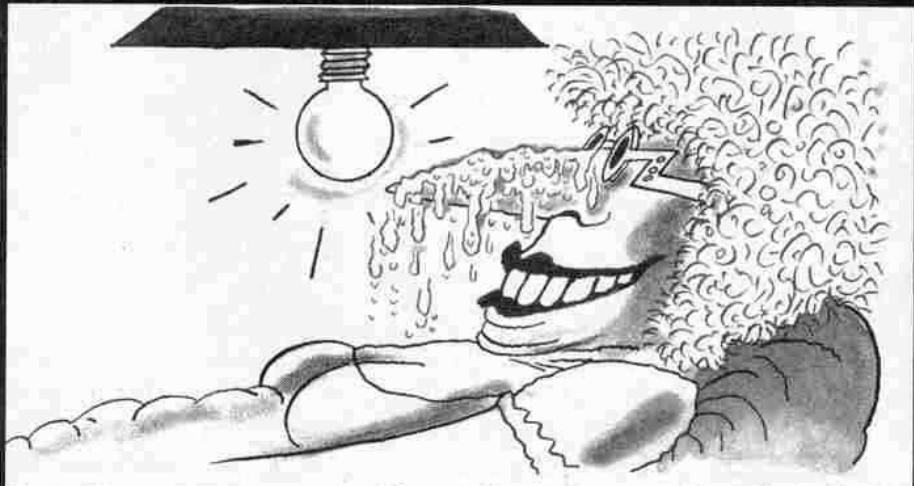
**Carry your wallet, keys, and a tube of lotion in your underwear**



**Float in a tub filled with cold water, oil slick, and varied assortment of foreign objects**



**Build a cold oatmeal castle**



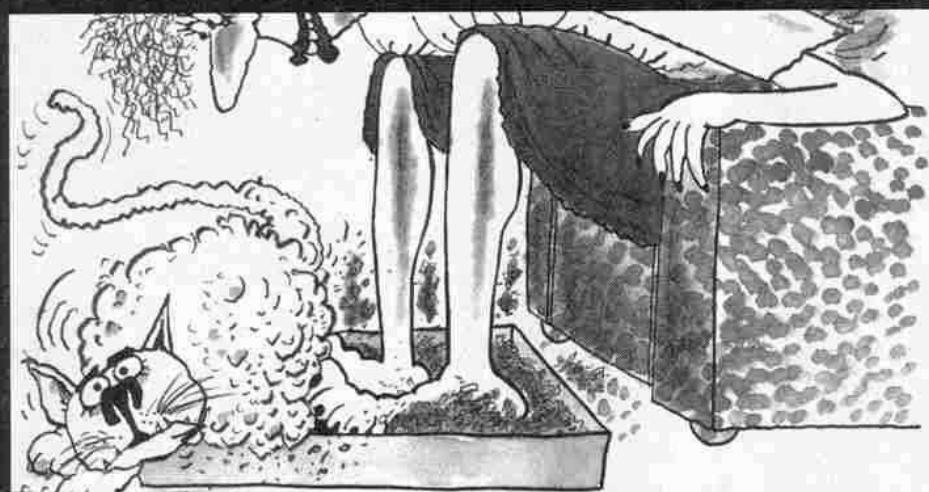
**Put oil on your nose and heat it under a naked light bulb**

HAPPY MAD SUGGESTIONS ON HOW TO  
**ACH VACATION WHILE STAYING AT HOME**

ARTIST AND WRITER: PAUL PETER PORGES



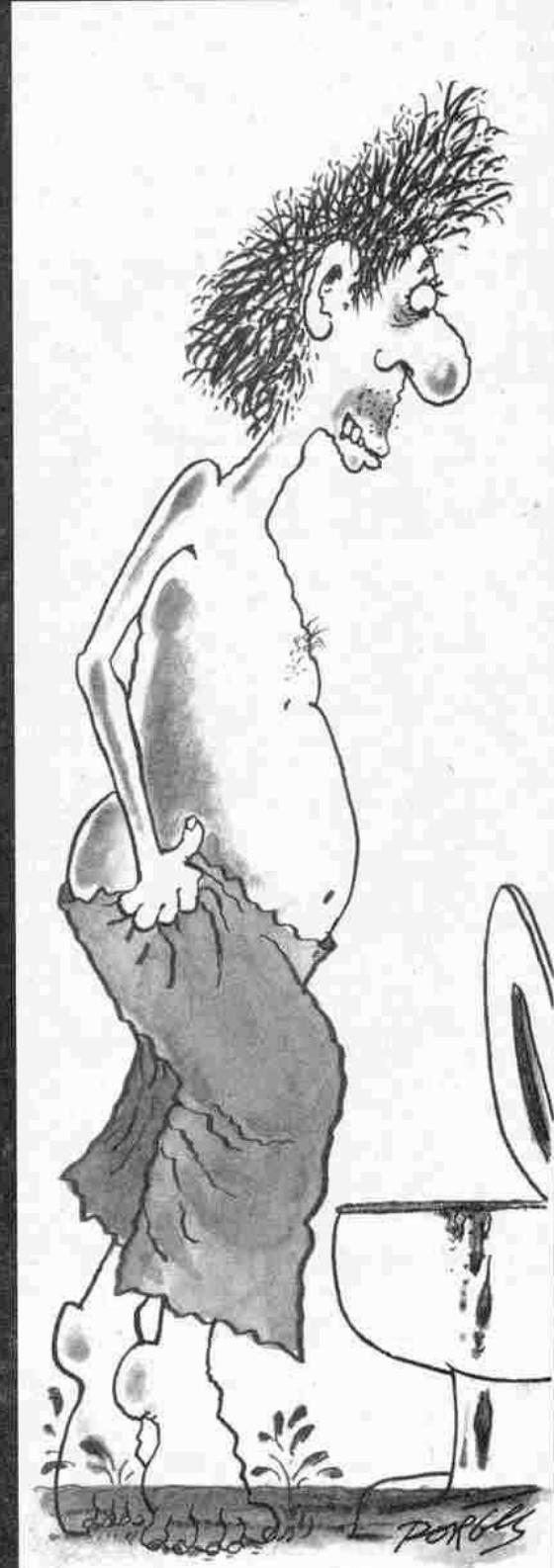
**Eat a soggy, sandy, egg salad sandwich**



**Displace your cat for that wet-sand-between-your-toes feeling**



**Sip a warm soda within range of a dead fish**



**Slosh through three inches deep of yecchy liquid to use the bathroom**

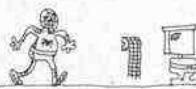


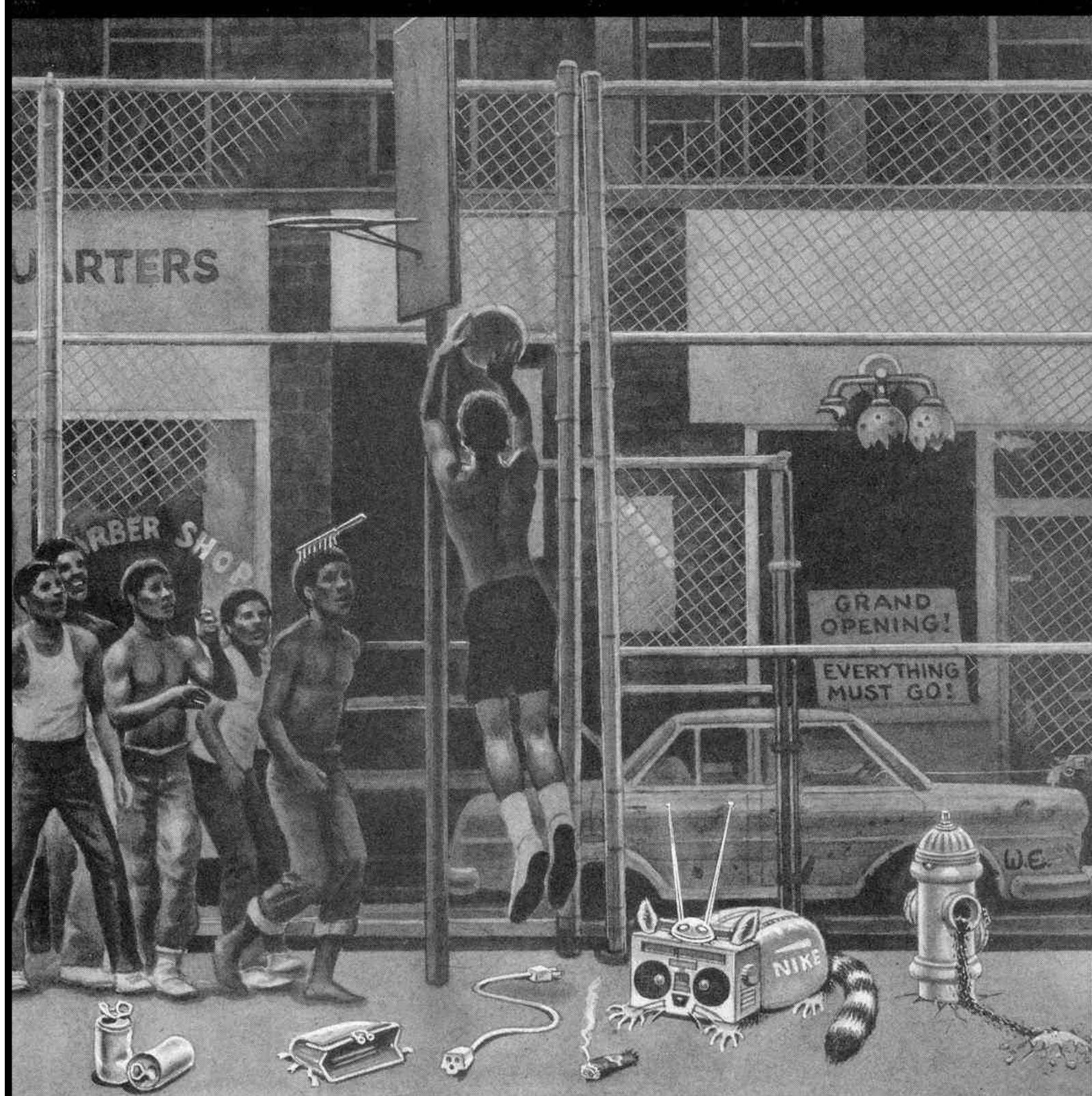
MOVE HEADS

SWEENEY  
TODD  
BARBER SHOP

#### WHERE'S THE BEAST? DEPT.

*In the wilds of the forest, where all God's creatures roam freely, animals must constantly be on the lookout for predators. Mother Nature, in her infinite wisdom, has provided for these animals by giving them the ability to blend in with their wilderness surroundings. But what about those unfortunate creatures who don't live in the wilderness? What about the animals that have to endure the hardships and hassles of city life? Well, not to worry, because Mother Nature has taken care of them quite well, as you'll see by taking a look at...*





# CAMOUFLAGE TRICKS OF CITY ANIMALS

ARTISTS: HARVEY KURTZMAN & WILL ELDER

WRITER: RURIK TYLER



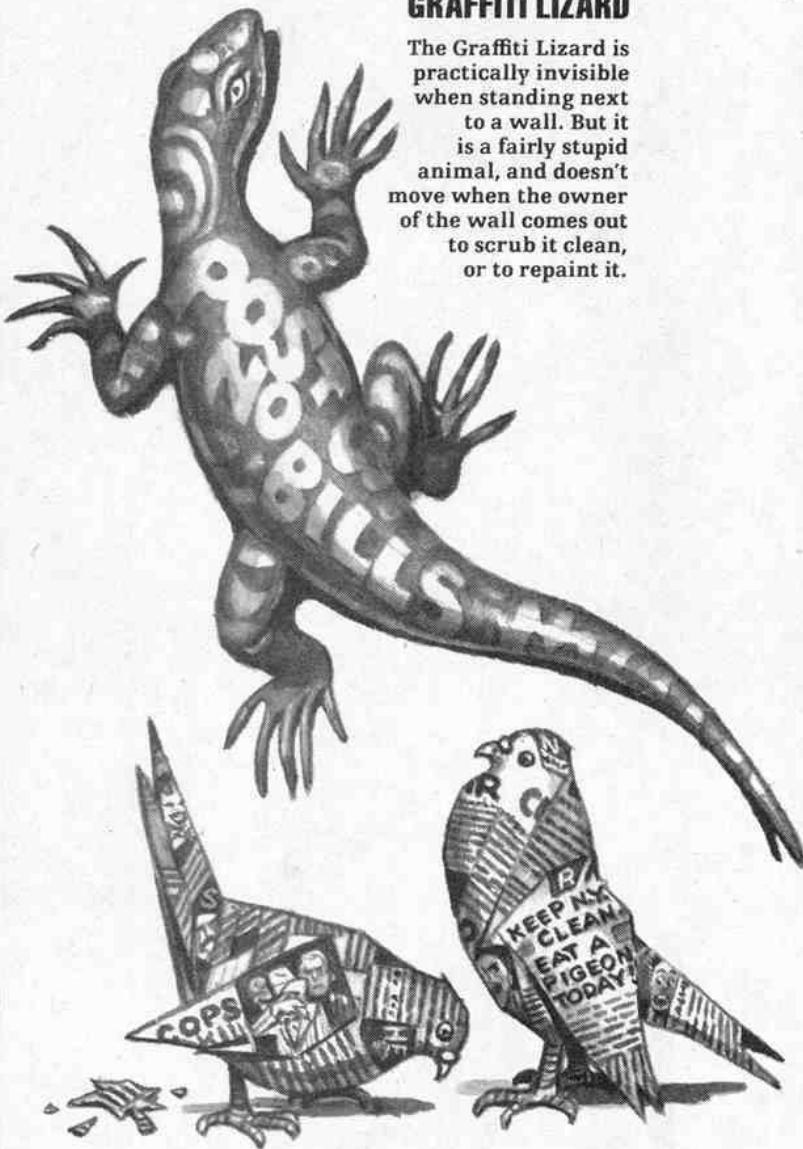
## BULLET BEETLE

Bullets in the big city are so common, no one takes notice of them. So while the Bullet Beetle's disguise saves it from predators it is often trampled to death by pedestrians.



## GRAFFITI LIZARD

The Graffiti Lizard is practically invisible when standing next to a wall. But it is a fairly stupid animal, and doesn't move when the owner of the wall comes out to scrub it clean, or to repaint it.

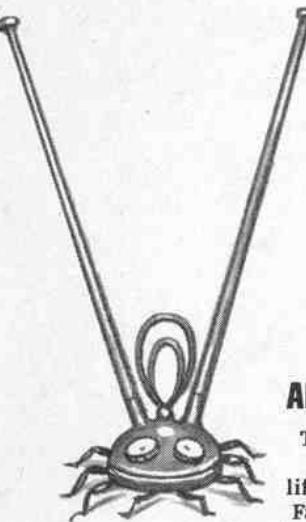
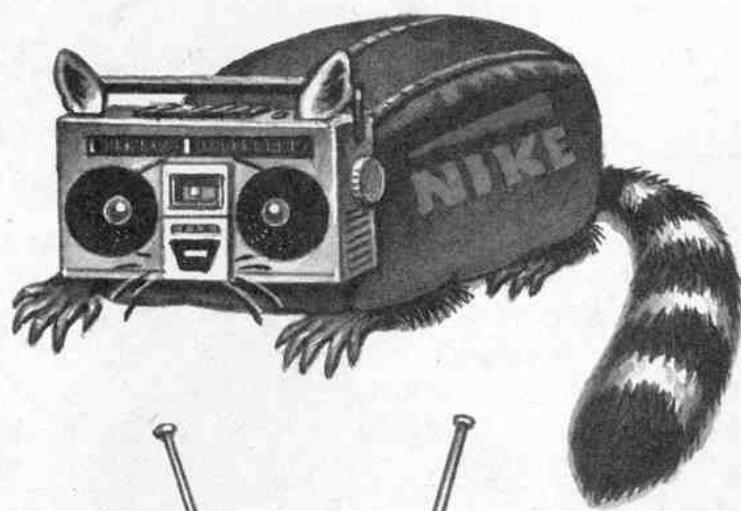


## NEWSPAPER PIGEON

Taking advantage of high winds that send newspapers flying, these birds can soar undetected. They are a treat for winos who start out looking for something to use as a blanket and wind up with a meal.

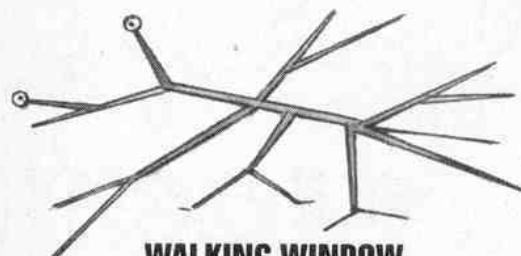
## RADIO-FACED RACCOON

The Radio-Faced Raccoon looks like the gear of a typical city kid—a radio face and sports bag body with a clip on raccoon tail. Known to hang on to unsuspecting passersby when in danger, it is a nasty surprise for people who think they have found a free radio.



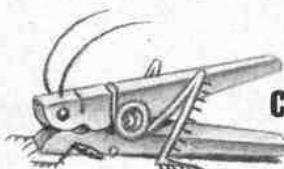
## ANTENNAE BUG

The Antennae Bug lives a symbiotic life with the Radio-Faced Raccoon, living off the Raccoon's food scraps. It can also live on top of T.V.'s, buildings and certain visiting martians.



## WALKING WINDOW CRACK

The Walking Window Crack is a thin white insect. Its disguise works so well, it is virtually invisible to its predators. Its only worry is being drowned or crushed by the squeegees of window washers who don't realize it's there.



### CLOTHESPIN CRICKET

The Clothespin Cricket is a harmless insect. It is threatened only by nearsighted people who ordinarily step on clothespins thinking they are crickets.



### BEER TAB BUTTERFLY

A beautiful creature, the Beer Tab Butterfly has no enemies except oddball bag ladies who use beer tabs as jewelry.



### CIGARETTE WORM

The Cigarette Worm's camouflage is very effective. Its only enemies are smoking birds.

### CHANGE PURSE CLAM

The Change Purse Clam is a miser's delight. Once something finds its way in, the jaws snap shut and nothing gets out again.

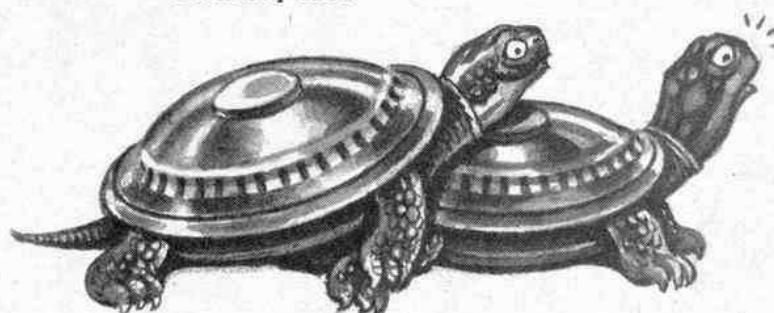


### EXTENSION CORD ANACONDA

The Extension Cord Anaconda is a cousin of the electric eel. It is usually found in display bins at big city hardware stores where it is often mistaken for the real thing, taken home and electrocuted.

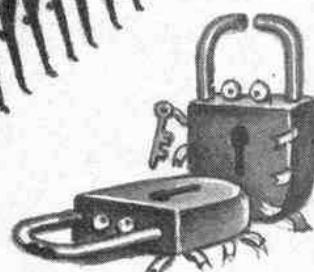
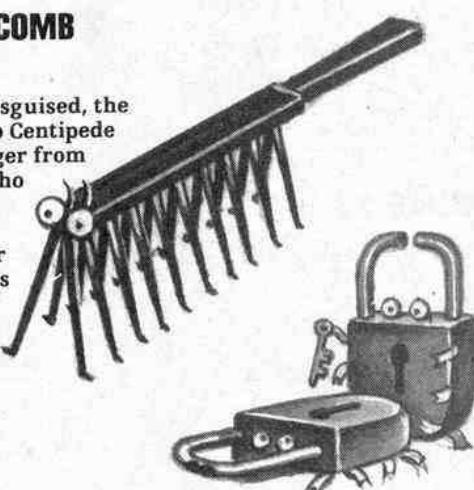
### HUBCAP TURTLE

Very slow and harmless, the Hubcap Turtle is fine until a young hubcap thief figures him for an easy score.



### CRAWLING COMB CENTIPEDE

Wonderfully disguised, the Crawling Comb Centipede only faces danger from those people who don't have any qualms about acquiring their grooming items from the gutter.



### PADLOCK BEETLE

The Padlock Beetle has super strong mandibles that allow it to hang from anything! Yet, when lying in the gutter, it looks like a snapped lock and is left alone. It lives with constant fear of being impaled by the tools of would-be lockpickers.



### RHINO CAB

This big lumbering animal roams the street with no worries. It's built better than any modern car and can walk away from a collision. It comes with its own horn.



### RULE # 1

Be helpful despite one's own problems



### RULE # 3

Show regard for the possessions of others.



### RULE # 9

Be sensitive to the sad and downhearted.



POLITE SWITCH DEPT.

# MAD'S 14 GOOD B

ARTIST: PAUL COKER

### RULE # 4

Bolster the spirits of the ailing.



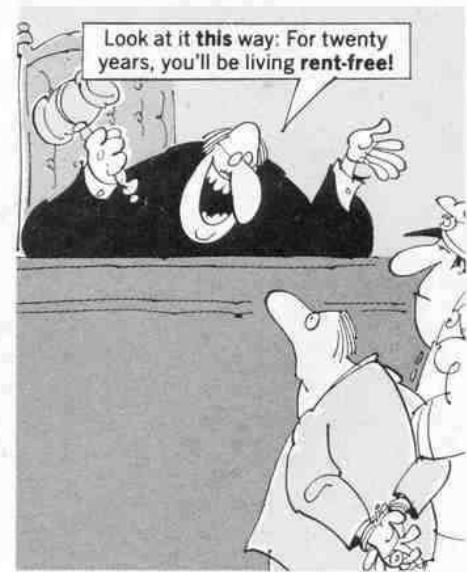
### RULE # 10

Give helpful advice to the troubled.



### RULE # 5

Give comfort to those facing hardship.



### RULE # 11

Be tolerant of the mistakes of others.



# RULES OF BEHAVIOR

WRITER: FRANK JACOBS



## RULE # 6

Maintain a positive outlook in times of crisis.



## RULE # 7

Be gracious in victory...



## RULE # 8

...and also in defeat.



## RULE # 12

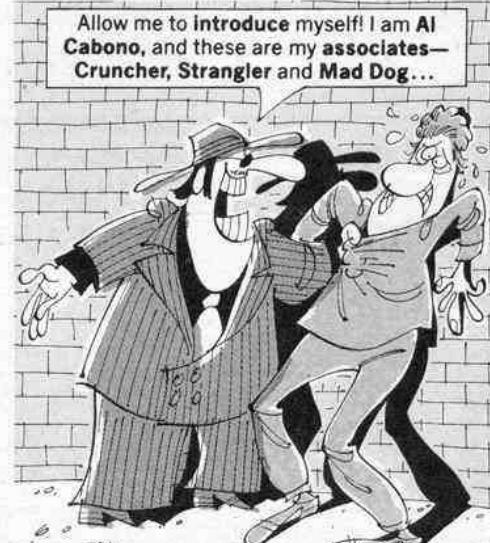
Be courteous in times of stress.



...and in case there isn't time for it later...the crew and I want to thank you for flying Trans-Global!

## RULE # 13

Display good manners on all occasions.



## RULE # 14

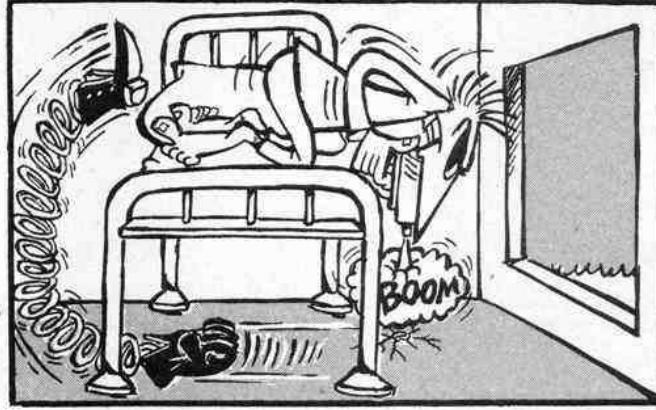
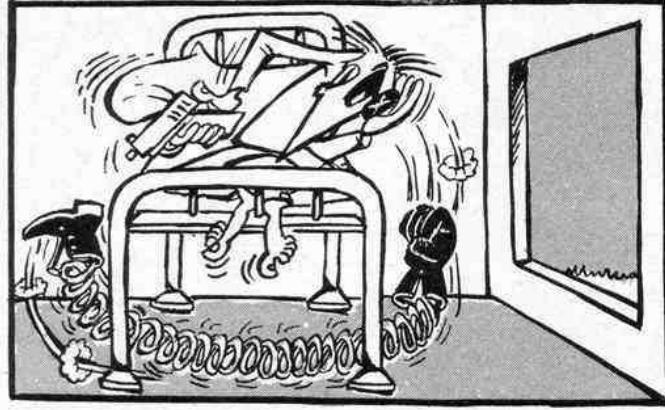
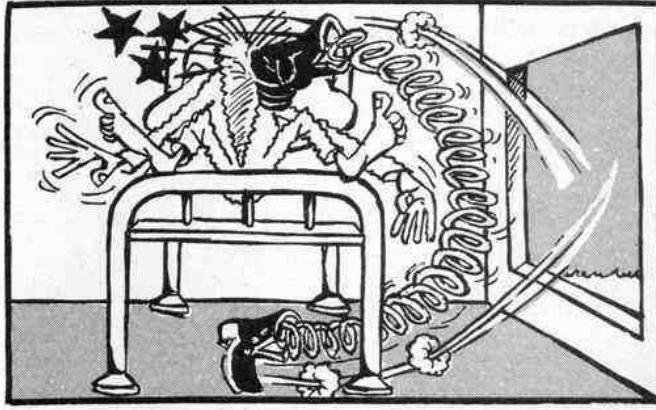
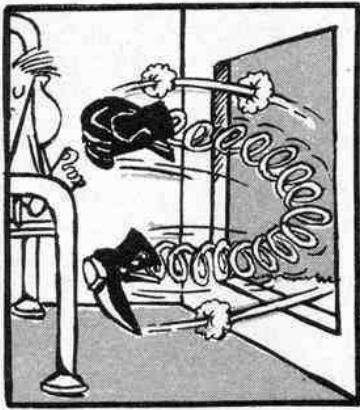
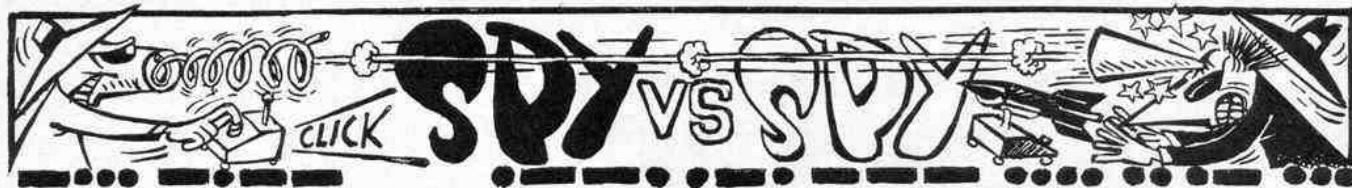
Show compassion for the less fortunate.



## RULE # 2

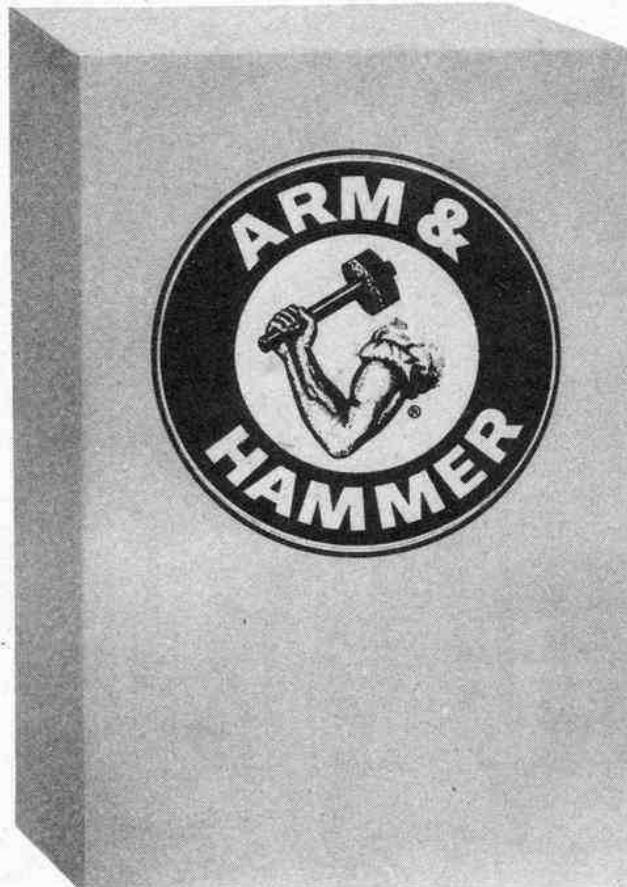
Always help others to help themselves.





TAKE A POWDER DEPT.

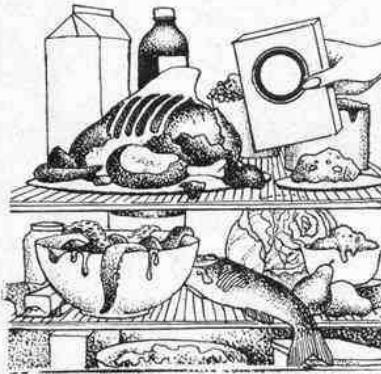
You've seen it on television commercials...and you've read about it in newspapers and magazine ads! It's the **AMAZING MIRACLE OF THE 20TH CENTURY!** **ARM & HAMMER Baking Soda**



IT FRESHENS YOUR CARPETS!



IT SANITIZES YOUR DRAIN!



IT KEEPS YOUR REFRIGERATOR  
SMELLING SWEET AND CLEAN!

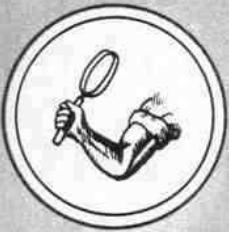


IT DEODORIZES CAT BOXES!  
IT CLEANS YOUR TEETH...

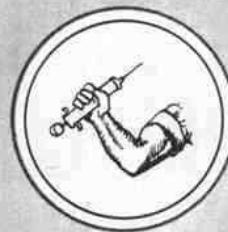
... IN FACT, IT DOES ANYTHING ARM & HAMMER THINKS WILL MAKE YOU BUY IT! AND EVERY YEAR, THEY MANAGE TO DISCOVER NEW WAYS THAT THEIR BAKING SODA CAN IMPROVE YOUR LIFE! IN FACT, WE CAN ALMOST ASSUREDLY LOOK FORWARD TO THESE...

**NEW USES FOR  
ARM & HAMMER  
BAKING SODA**





**ARM  
&  
HAMMER**  
"JUNIOR  
PRIVATE EYE"  
FINGERPRINT  
DUSTING  
KIT



**ARM  
&  
HAMMER**  
"LIFE  
OF THE  
PARTY"  
FAKE  
COCAINE



**ARM  
&  
HAMMER**  
HOUR  
GLASS  
AND/OR  
EGG TIMER  
REFILL



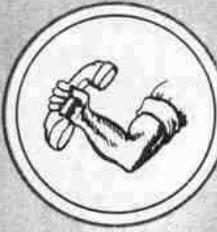
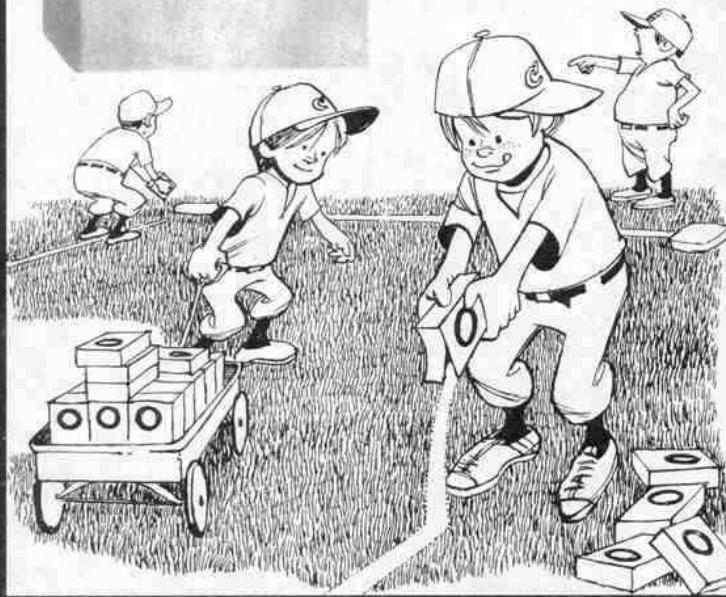
**ARM  
&  
HAMMER**  
HOME  
SECURITY  
PHOTOELECTRIC  
BEAM  
DETECTOR





## ARM & HAMMER

SANDBOT  
BASEBALL  
FOUL LINE  
MARKING  
POWDER



## ARM & HAMMER

ROTARY DIAL  
TELEPHONE  
FINGER  
HOLE  
LUBRICANT



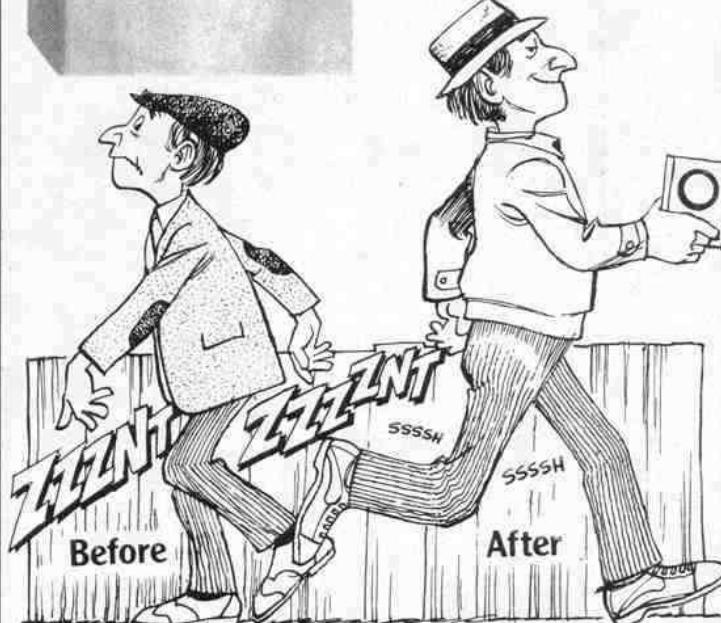
## ARM & HAMMER

SHINY  
BALD  
HEAD  
INSTANT  
DE-GLOSSER



## ARM & HAMMER

CORDUROY  
PANTS  
EMBARRASSING  
NOISES  
SUPPRESSOR



TUNER FISHING DEPT.

The most successful cable networks today are those that specialize—like ESPN (sports), CNN (news), Lifetime (health), The Weather Channel (what else?), Cinemax (movies), and Showtime (more movies). You can bet this is only the beginning. It's just a matter of time before cable TV will hit other specialized areas. Just think of the time you'll be able to waste as you flip your dial and choose from among the following assortment of

# SPECIAL NETW

## WEIRDOVISION For Creeps and Loonies



**4:00 P.M.**  
**CRAZE OF OUR LIVES—Serial**  
Mary Beth's flossing compulsion gets worse after Richard sees Satan in the local 7-11. Phillip gets Olivia to bankroll his under-water commune.

## THE HAVE-NOT NETWORK For the Very Poor



**3:00 P.M.**  
**CONNIE'S KITCHEN** Today: Six minimally nutritious dishes you can feed a family of eight, with left-over dog food and sawdust.

# IALIZED CABLE TV ORKS OF THE FUTURE

ARTIST: SAM VIVIANO

WRITER: FRANK JACOBS & EARLE DOUD



7:00 P.M.

**SPECIAL** The Regional Finals of our Obscene Phone-Callers Breathe-athon, live from Akron, Ohio.



10:30 P.M.

## NUTLINE WITH RED BOPPEL

—**News** WeirdoVision correspondents provide proof for the theory that the Grand Canyon was a shopping center for the ancients.



11:30 P.M.

**TOP-RANKED MOONING** Main bout: Middleweight "Buns" Worthington takes on "Cheeks" McInerney. Live from Atlantic City.



9:00 P.M.

**TRAPDOOR JOHN, M.D.—Drama** When a rat invasion creates a typhus epidemic, Trapdoor uses his ghetto patients as human guinea pigs for untested serums.



11:00 P.M.

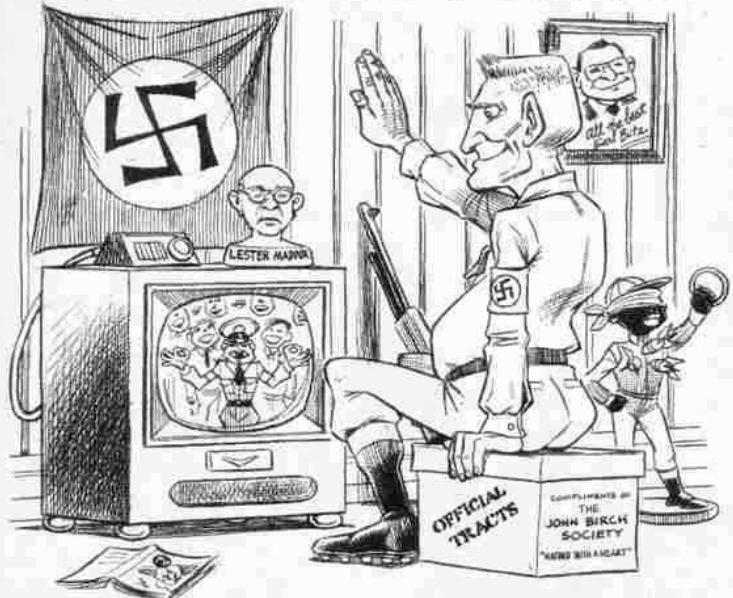
**MOVIE—Drama** "I was a Teenage Blood Donor." An illiterate high-school drop-out vows vengeance on a clinic when the blood he wants to sell for drug money is turned down for containing an icky substance.



12:30 A.M.

**BEGGING, AMERICAN STYLE—Debate** Panhandlers Roscoe Muncrief and Slats Pomeroy argue which is comfier as a doorway mattress—discarded liquor cartons or the Sunday N.Y. Times.

## THE HATE CHANNEL For Bigots



**7:00 P.M.**  
**THE FOSTER FAMILY—Drama**  
Charlie loses his job and blames it on the Jews. Donna turns in her spic gardener into immigration. Billy and Uncle Andy dynamite a gook's flower shop.

**9:30 P.M.**  
**THOSE KRAZY KLANSMEN—Comedy** Eddie shows up late for a midnight cross-burning after Myra starches his sheet.

**10:00 P.M.**  
**SING ALONG WITH HEINRICH—Variety** The Brownshirt Boys render a medley of Nazi marching songs, accompanied by the Stormtrooper Strings and the Mein Kampf Dancers.

## THE NEUROTIC NETWORK For People With Problems



**8:00 A.M.**  
**WEATHER** Meteorologist Warren Wyman points out the possibilities of rain and the guilt he feels in even bringing it up.

**1:00 P.M.**  
**GREAT LIVES—Documentary** Today: Why Napoleon Bonaparte conquered Europe and how it still wasn't enough for his mother.

**4:00 P.M.**  
**BOXING'S BIGGEST MOMENTS** A playback of the Marvin Mugler-Lester Hearns '73 title bout. Key moment: When Mugler faces arena fans and yells, "What the hell are you staring at?"

## THE VIOLENCE CHANNEL For the Bloodthirsty



**6:00 P.M.**  
**LET'S TALK TERRORISM—Discussion** Syrian fanatic Omar Wahdi demonstrates how to make a car-bomb at home for under \$20.

**7:30 P.M.**  
**CRUNCHER IN CHARGE—Comedy** Cruncher mistakes a UPS delivery man for a rival street-gang leader and fractures his skull with a crowbar. Wally's shotgun goes off in his face. Zappy drives his motorcycle into a funeral procession.

**8:00 P.M.**  
**BLOODSHED BEAT** Highlights: Coverage of Ugandan troops wiping out a defenseless village; close-ups of airliner crash victims; scenes of Chilean death squads in action.

What with the recent drug scandals rocking the baseball world, it's time to revise that grand old song, "Take Me Out to the Ball Game." So sing along, sports fans, as Mad presents...

# ZONK ME OUT AT THE BALL GAME

ARTIST: AL JAFFEE WRITER: FRANK JACOBS  
IDEA BY: JOHN AMBROSIO

Zonk me out at the ball-game—  
Zonk me out with co-caine!  
I've got a gram in my catch-er's mitt—  
Grab... a... straw and we'll all take a hit!  
So let's toot, toot, toot in the club-house—  
If you're... not high, that's a shame!  
For it's one, two, three snorts—  
Get stoned!  
It's a new... ball... game!

Zonk me out at the ball-game—  
Zonk me out of my skull!  
I've got a dealer who treats... me nice—  
Highs... cost... high, but it's sure worth the price!  
So let's toot, toot, toot in the bull-pen—  
Hell, win... or lose, it's the same!  
For it's one, two, three snorts—  
You're hooked!  
It's a new... ball... game!

Zonk me out at the ball-game—  
Zonk me till we get caught!  
I'll tell the league that my nose... is clean,  
Help... them... clean up the whole rotten scene,  
'Cause I'll rat, rat, rat on my team-mates!  
Who cares... if they get the blame!  
For it's one, two, three snorts—  
Sell out!  
It's a new... ball... game!

Jaffee

For every ONE Picasso, there are 1,000 starving artists!



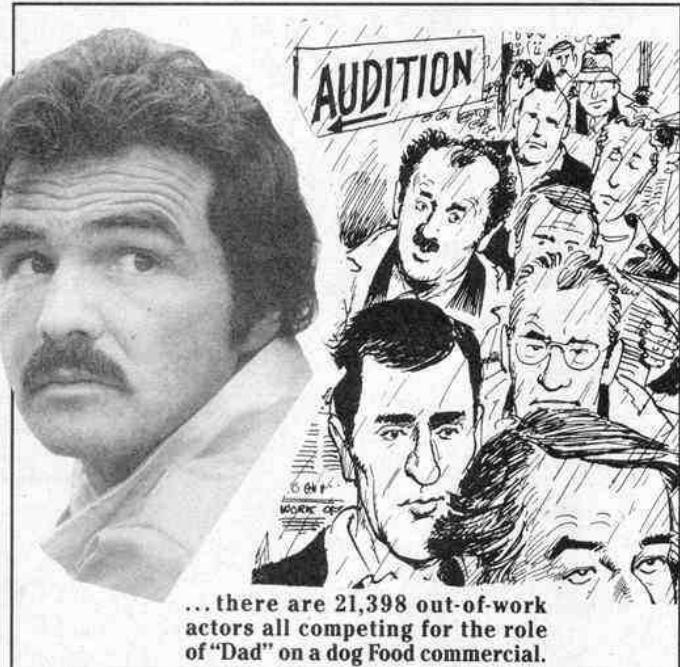
#### NO SOAP, RATIO DEPT.

This line is officially known as "Parental Cliche #238—The Career Goal Stifler." Every kid with a shred of ambition in showbiz, sports or the arts has heard it. And the most depressing thing a-

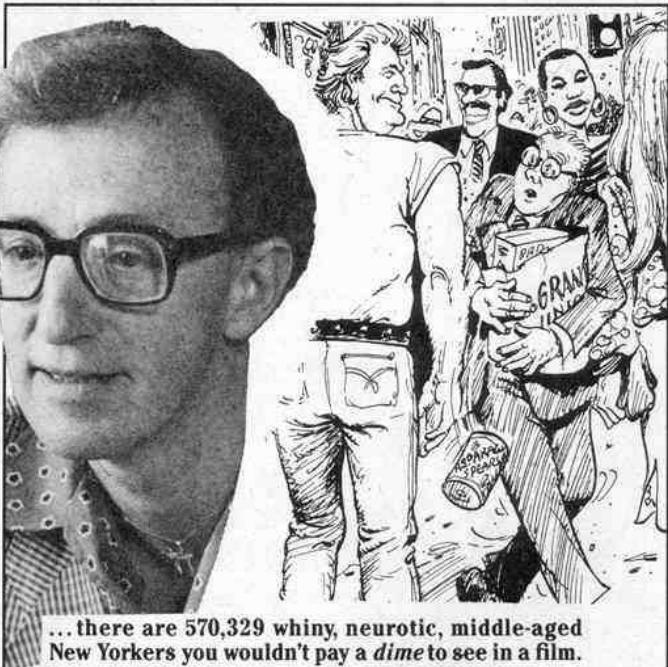
# MAD'S HUMAN



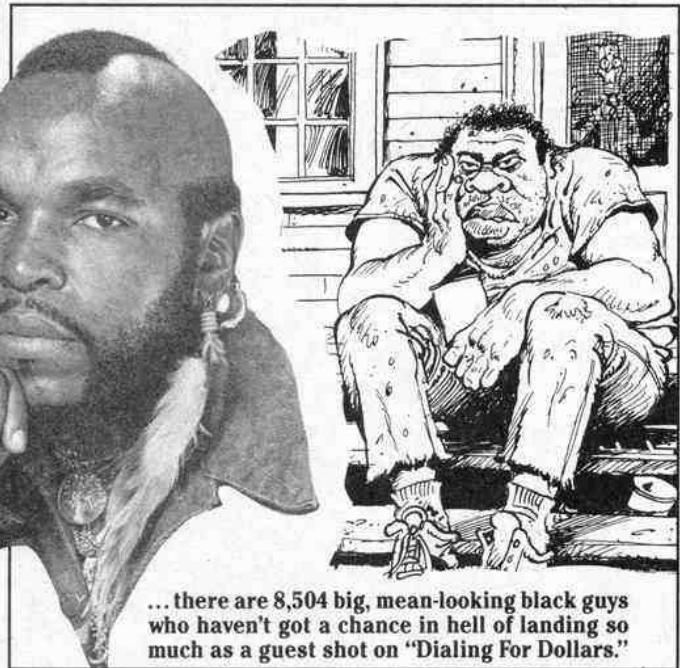
For every *ONE* Burt Reynolds...



For every *ONE* Woody Allen...



For every *ONE* Mr. T...



For every *ONE* Erma Bombeck...



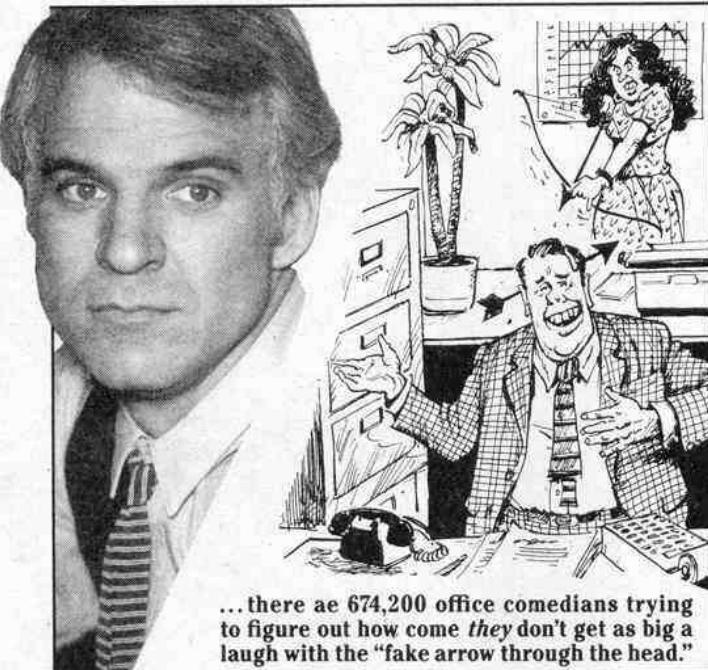
about it is IT'S TRUE! Only a handful of the zillions of people with big dreams of fame and fortune will ever make it. And all we can do is offer you some precise numbers about ne'er-do-wells in...

# EQUIVALENCY SCALE

ARTIST: HARRY NORTH

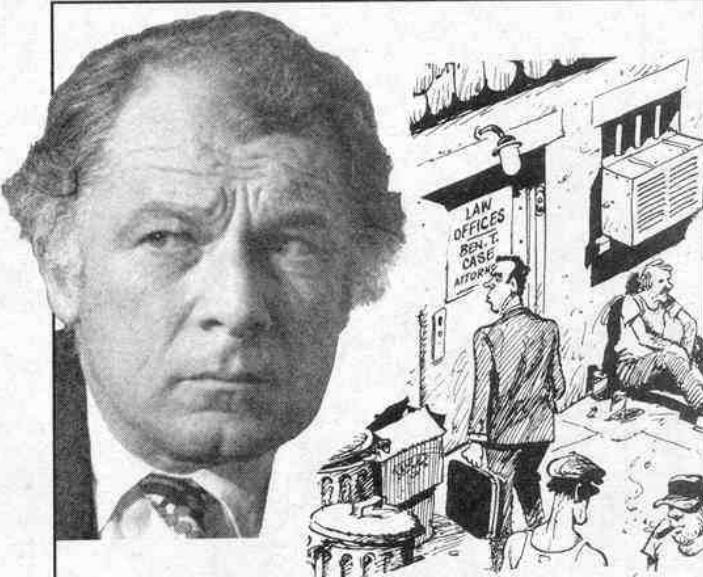
WRITER: MIKE SNIDER

For every *ONE* Steve Martin...



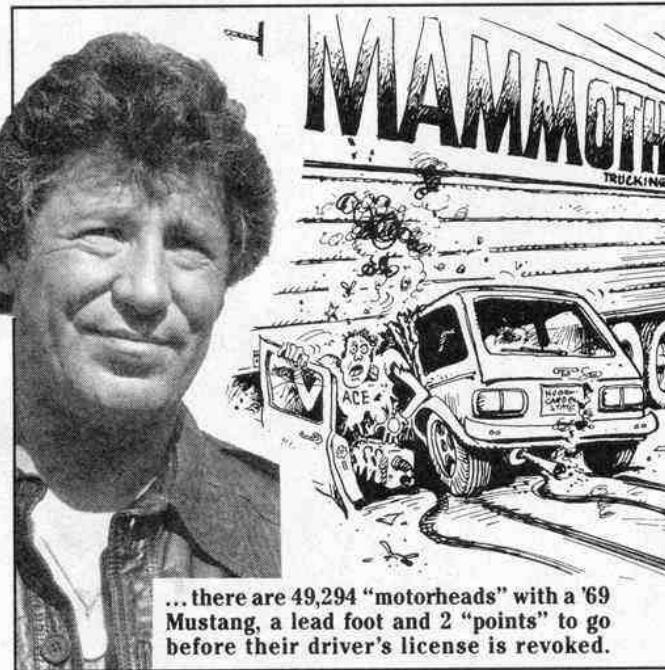
...there are 674,200 office comedians trying to figure out how come *they* don't get as big a laugh with the "fake arrow through the head."

For every *ONE* F. Lee Bailey...



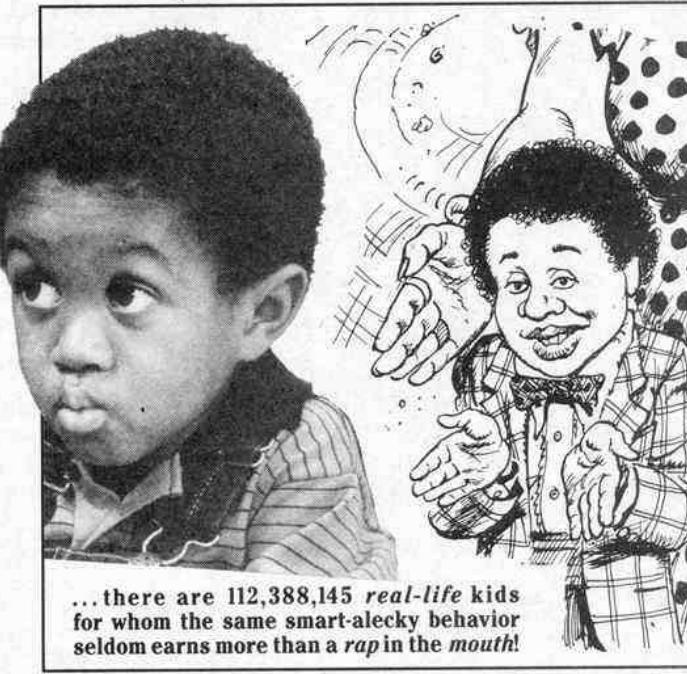
...there are 132,099 lawyers who spend 8 hours a day filling out divorce papers from the back of what used to be a 7-11.

For every *ONE* Mario Andretti...



...there are 49,294 "motorheads" with a '69 Mustang, a lead foot and 2 "points" to go before their driver's license is revoked.

For every *ONE* Emmanuel Lewis...



...there are 112,388,145 *real-life* kids for whom the same smart-alecky behavior seldom earns more than a *rap* in the mouth!

# THE MAD GUIDE TO...

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

## YUPPIES

(Young Urban Professionals)



Buy designer clothes for their kid's Cabbage Patch Dolls.

Feed their babies strained quiche.

Hire seasonal domestics to trim their Christmas trees.

Pass neighborhood zoning laws against fat people.

Burp their Lhasa apsos.

Own "his-and-her" satellite dishes.

Back trendy causes, such as Eskimo Gay Rights.

Buy Nautilus machines in decorator colors.

Commission oil paintings of their Porsches.

Install personal computers in their Jacuzzis.

Get suicidal when their yearly income drops below the \$50,000 poverty level.

Chlorinate their bird-baths.

Have their toddlers checked out for "pre-school burn-out."

Drop from their party list anyone who visibly sweats.

Are called "sir" and "ma'am" by Yullies.



# YULLIES

(Young Urban Laborers)

Regard "Rambo" as an art film.

Entertain friends with "Championship Bowling" tapes from their VCR library.

Collect commemorative coins of pro wrestling stars.

Take sides watching Miller Lite commercials.

Demand absolute silence while watching "Wheel of Fortune."

Save Gallo wine labels in scrapbooks.

Regard finishing the TV Guide crossword as "bragging rights."

Have recurring dreams about rack-and-pinion steering.

Send away for the two-record collection of "Pat Boone's Greatest Hits."

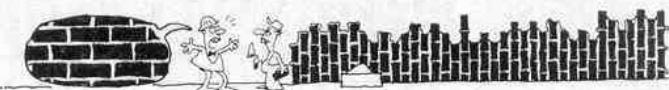
Bargain-shop for lube jobs.

Consider "Doonesbury" heavy reading.

Regard owning a Sears charge card as "living in the fast lane."

Wear only their most expensive polyester leisure suit at weddings and funerals.

Are called "sir" and "ma'am" by Yullies.



# YUFFIES

(Young Urban Failures)

Socialize at Greyhound bus depots.

Look at lottery tickets as a sound investment.

Keep warm in winter by burning down their tenements.

Burglarize thrift shops.

Consider a Roach Motel an appropriate housewarming gift.

Read the "Enquirer" as a source of "news in depth."

Aren't sure if Halley's Comet is a car or a laxative.

Wear hand-me-down dentures.

Punch themselves in the head when they sleep through April.

List their street-gang membership as "Job Experience."

Regard Egg McMuffins as "nouvelle cuisine."

Take Rodney Dangerfield seriously.

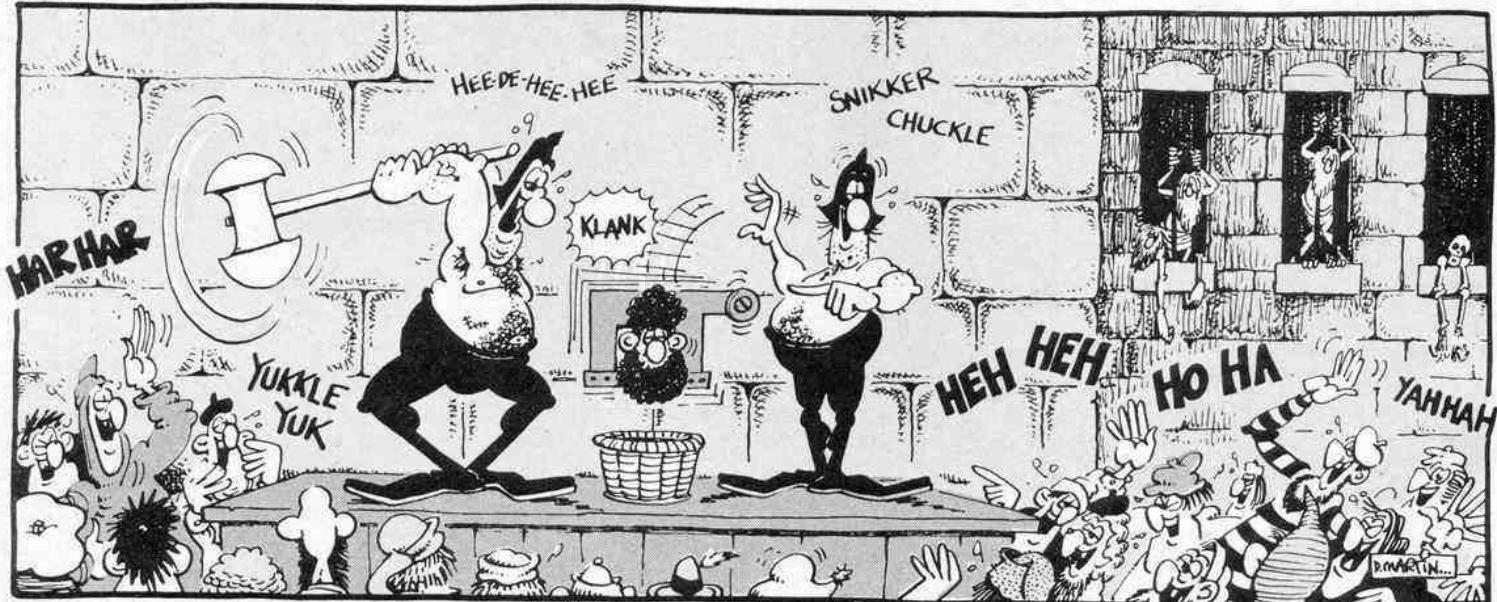
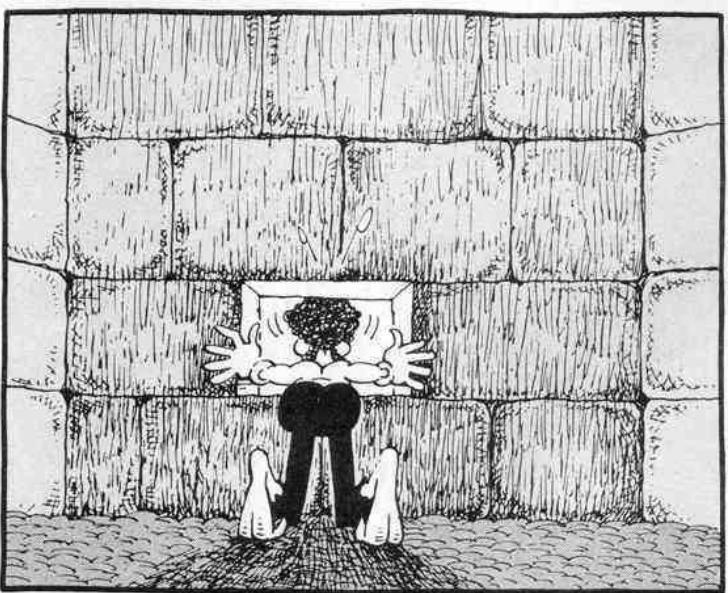
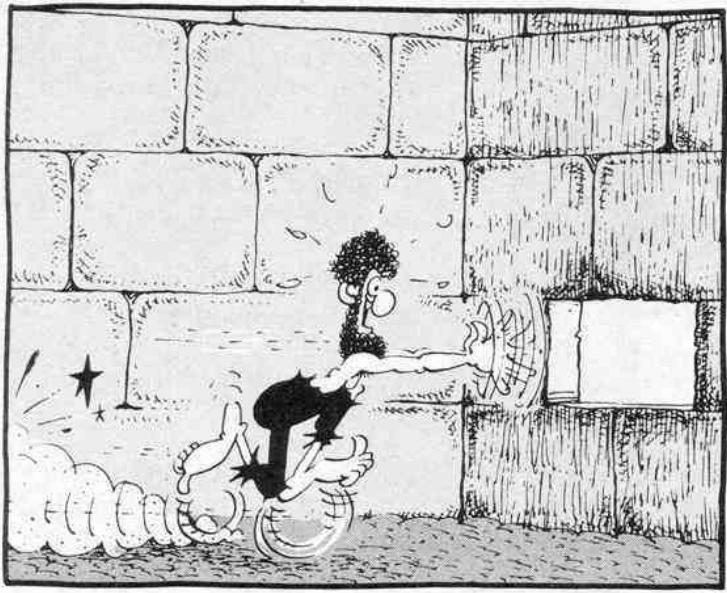
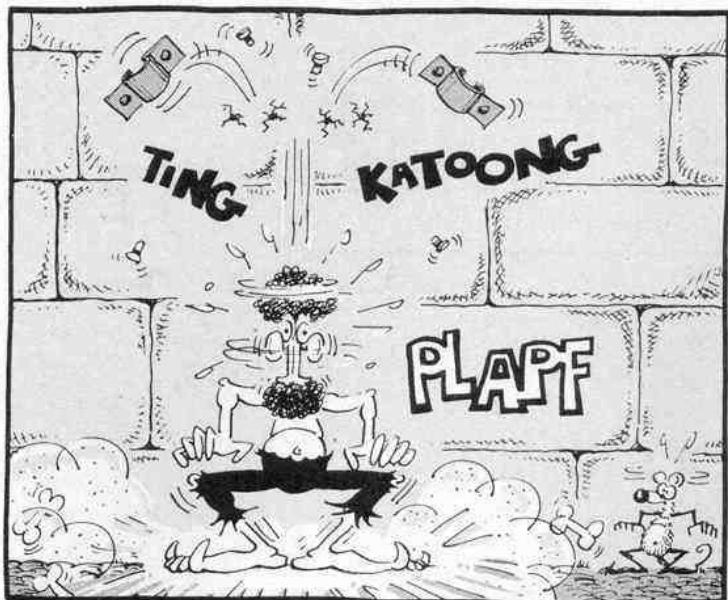
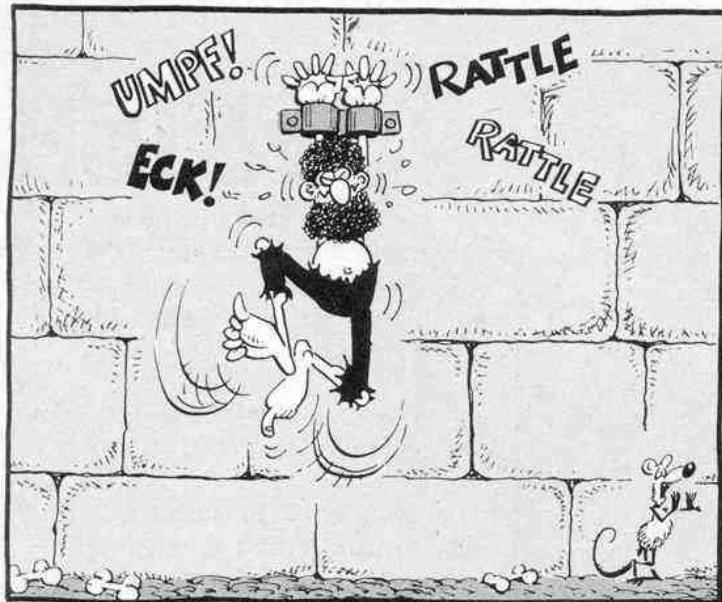
Tattoo their children for identification purposes.

Are on a first-name basis with their local hospital blood-buyer.

Perform taste tests with Mennen Skin Bracer and Aqua Velva.



# ONE THURSDAY MORNING IN THE DUNGEON

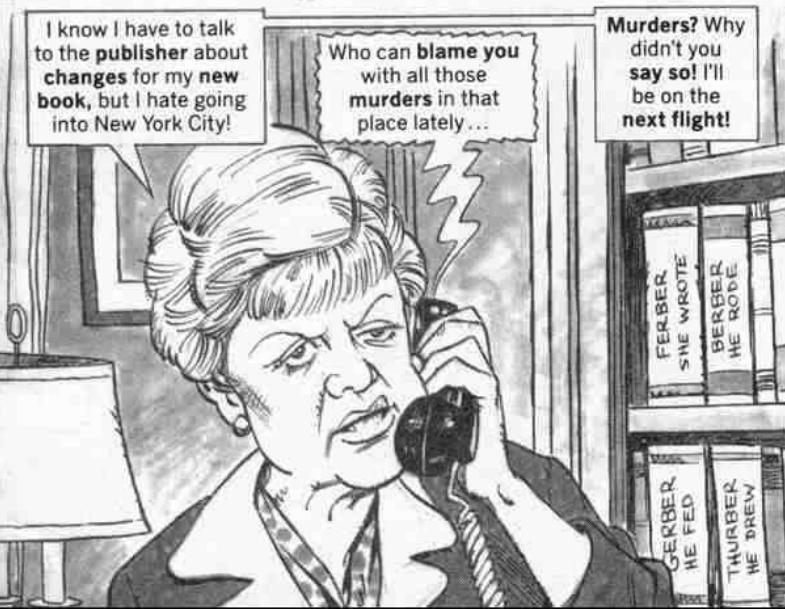


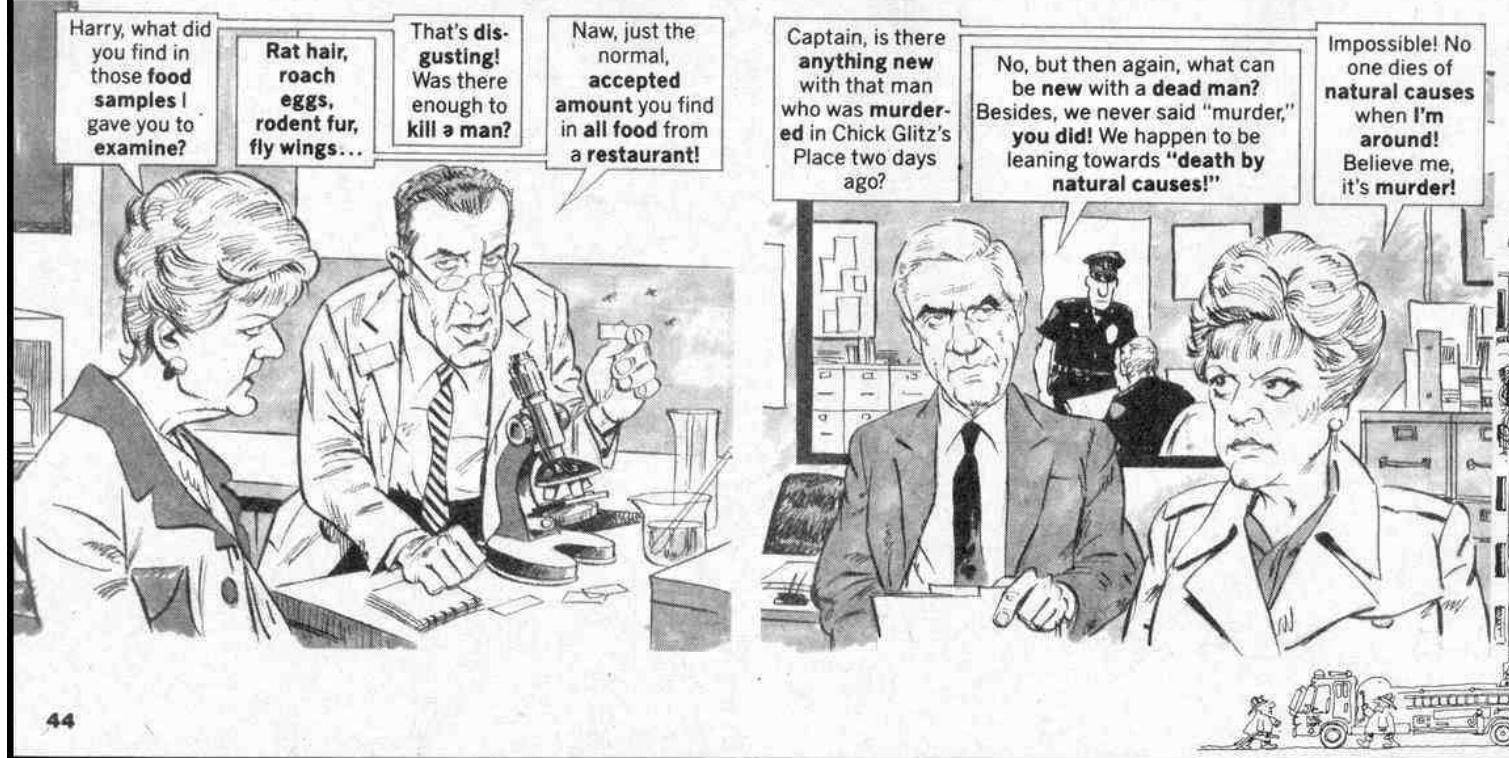
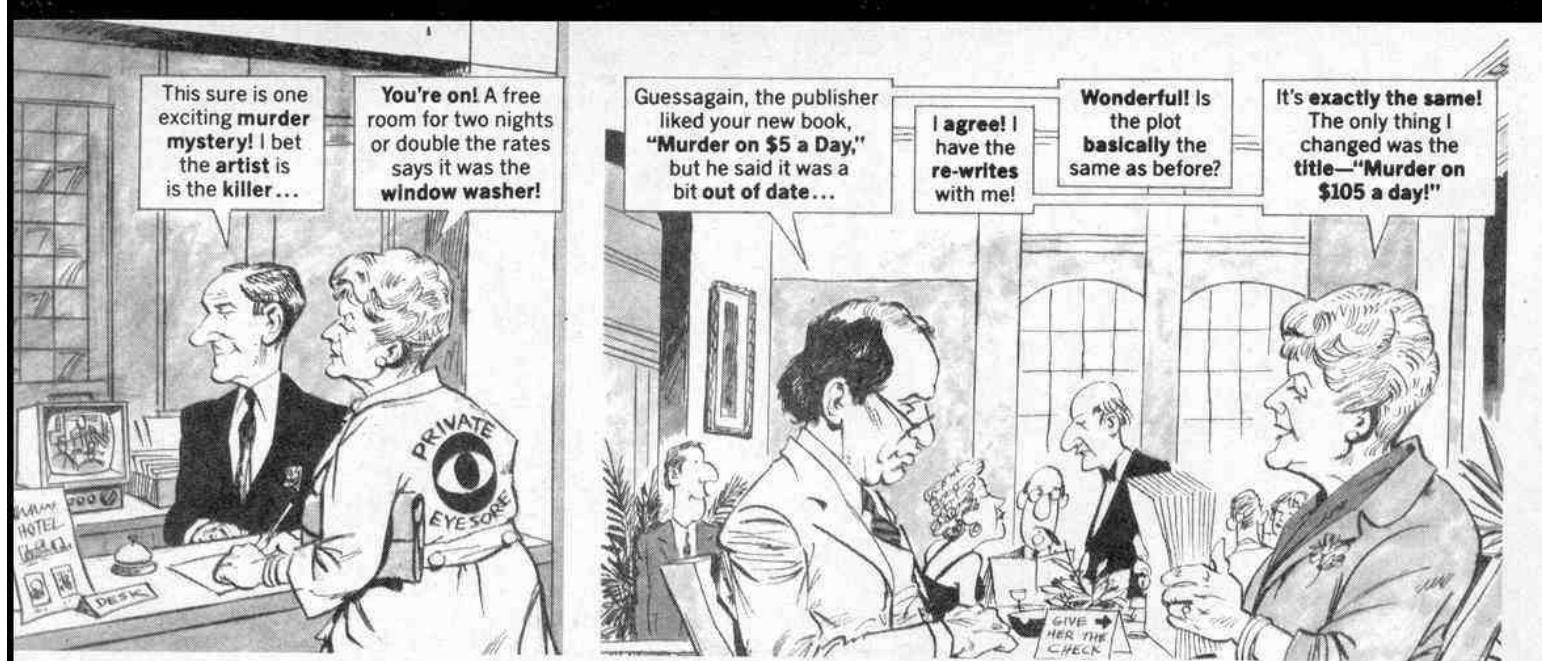
SLEUTH DECAY DEPT.

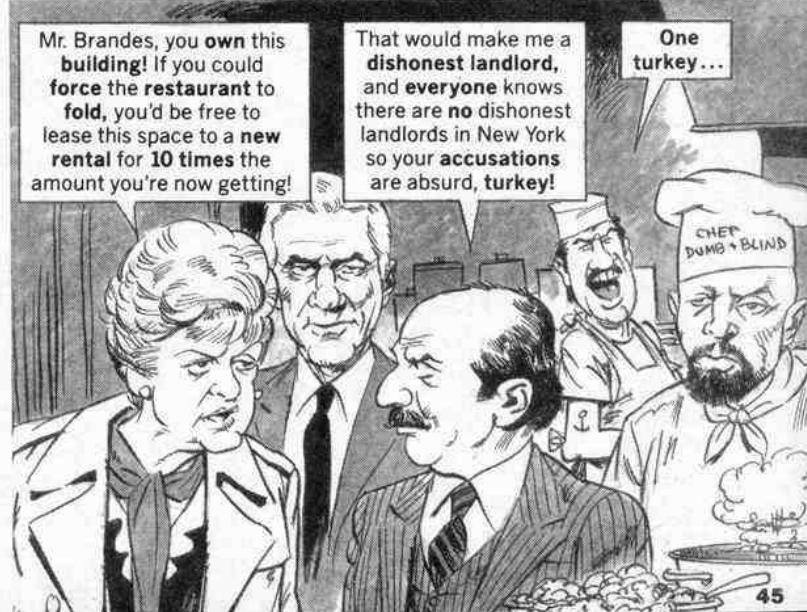
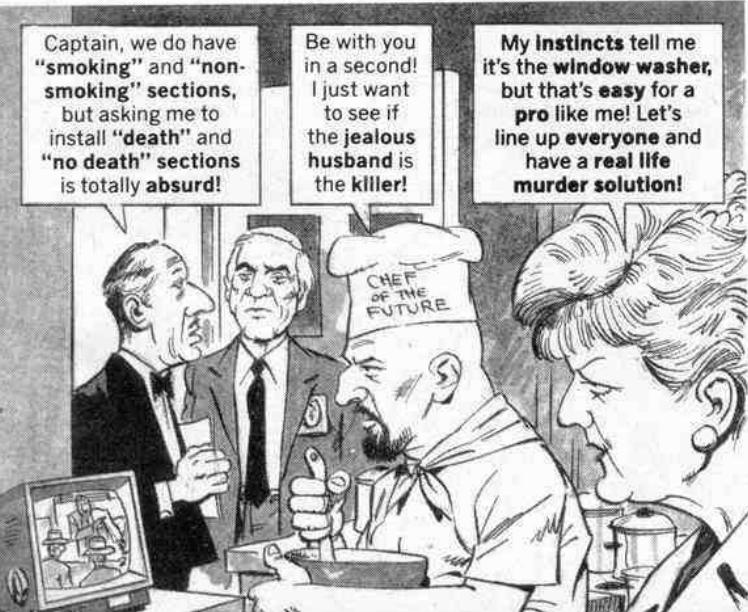
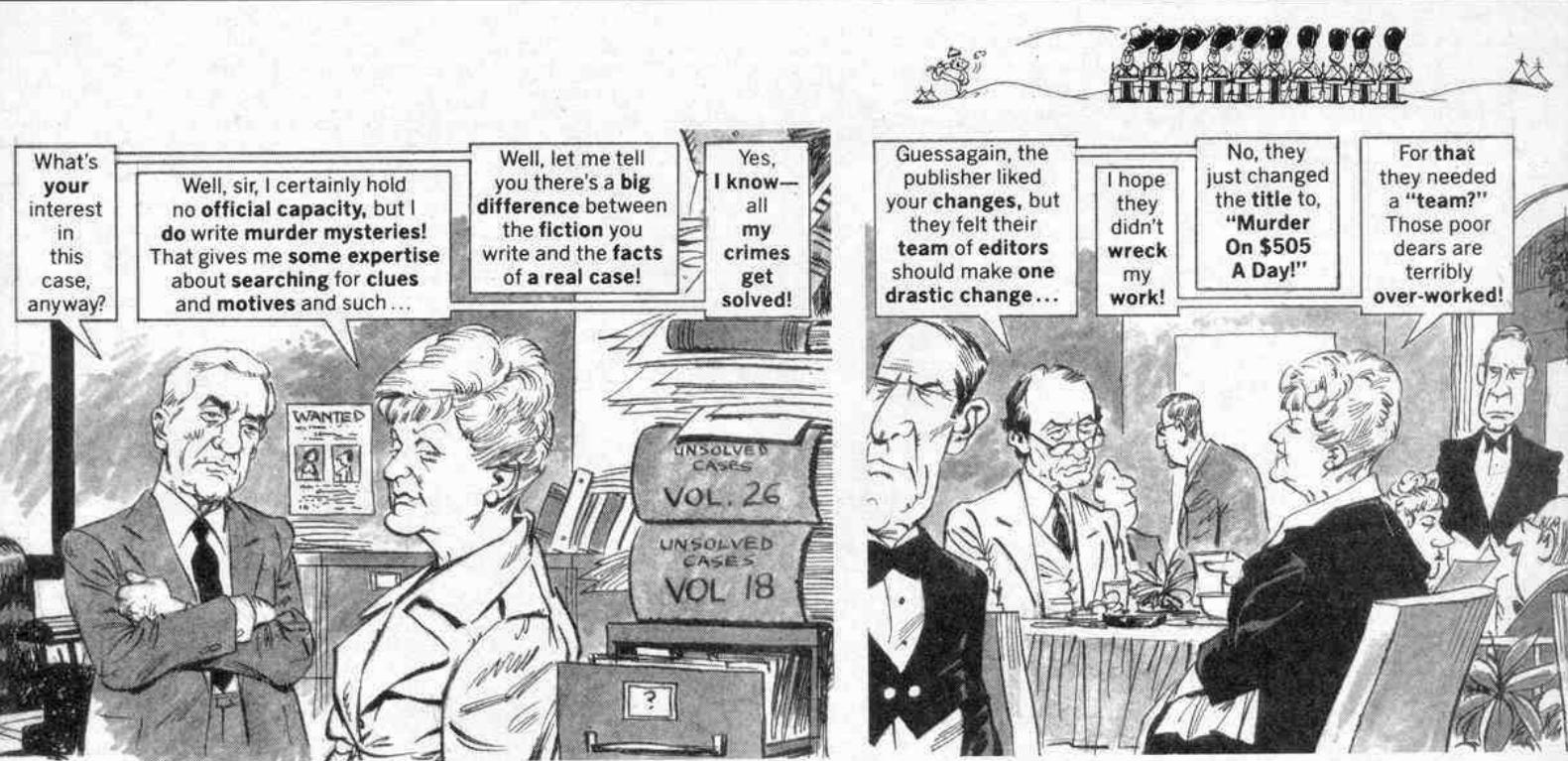
# MURDER SHE HOPES

WRITER: DICK DE BARTOLO

ARTIST: ANGELO TORRES







Mr. Ames, as head chef who has recently accepted a partnership role with a new restaurant opening across the street, you might just want to dissuade customers from coming here so that your own place will benefit!

If I wanted to drive people away from here, all I'd have to do is let them know what I put into the meatloaf!

That's one meatloaf!

And you, Mr. Kelbeck—weren't you given two week's notice last Friday? Both deaths have occurred since then! Perhaps you're trying to get even with your boss for firing you!

Baloney!

One baloney coming!



And what about you, Mr. Hyman? As half-owner of this place, you've been trying to buy out your partner for 2 years! Maybe he'd finally sell—and for a much lower price—if the business faltered because of your spitework...

I've got a Sprite working! With baloney, turkey, meatloaf...

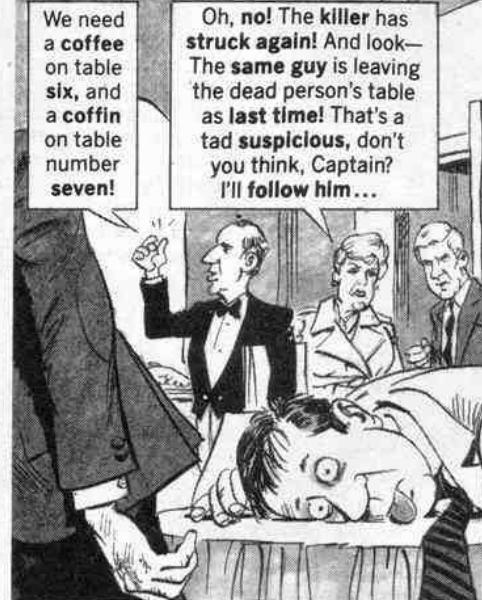
You're full of beans, lady!

You got that? Beans, baloney, Sprite, meatloaf, turkey!

Cheeseburger! Cheeseburger! No Sprite! Only Pepsi! Pepsi!

We need a coffee on table six, and a coffin on table number seven!

Oh, no! The killer has struck again! And look—The same guy is leaving the dead person's table as last time! That's a tad suspicious, don't you think, Captain? I'll follow him...

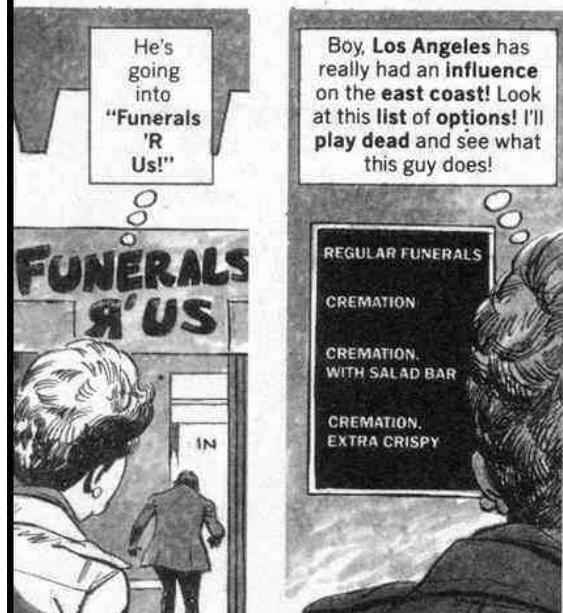


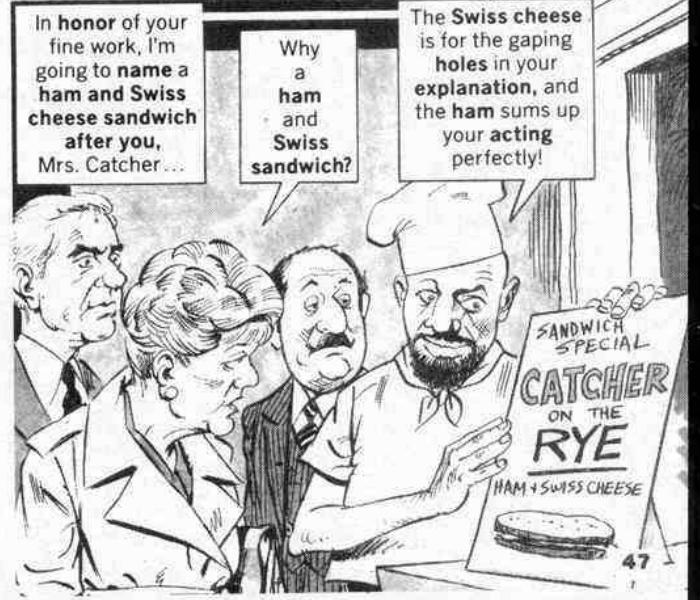
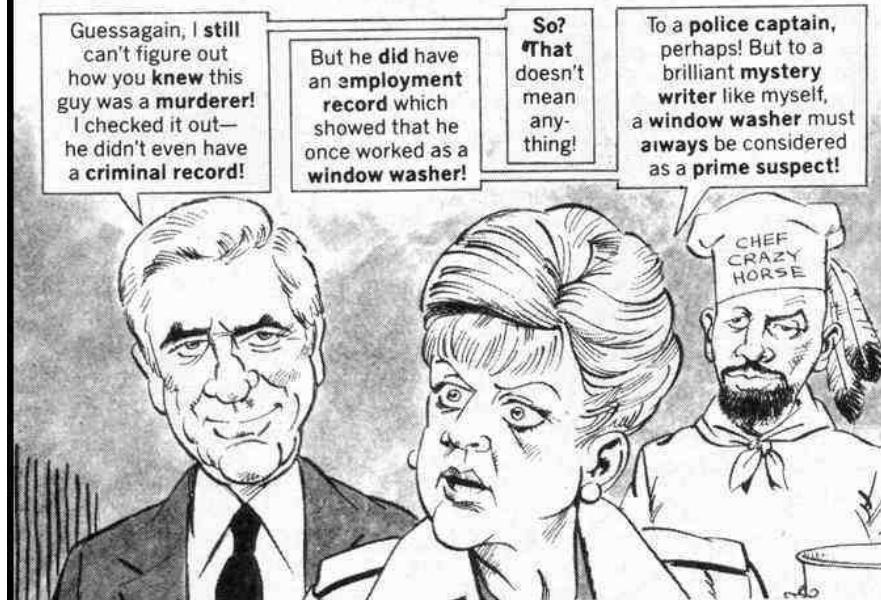
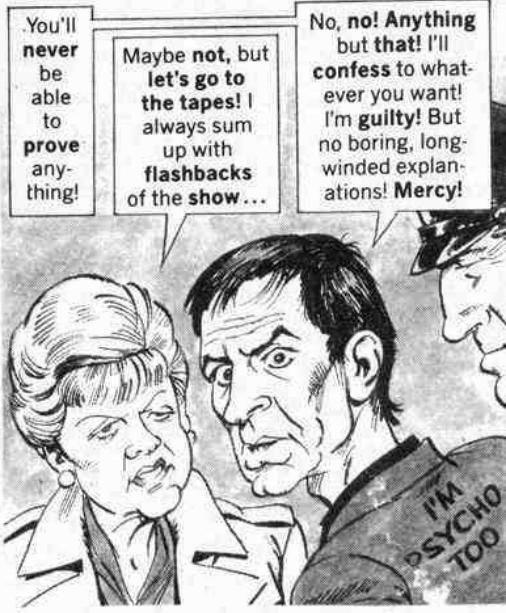
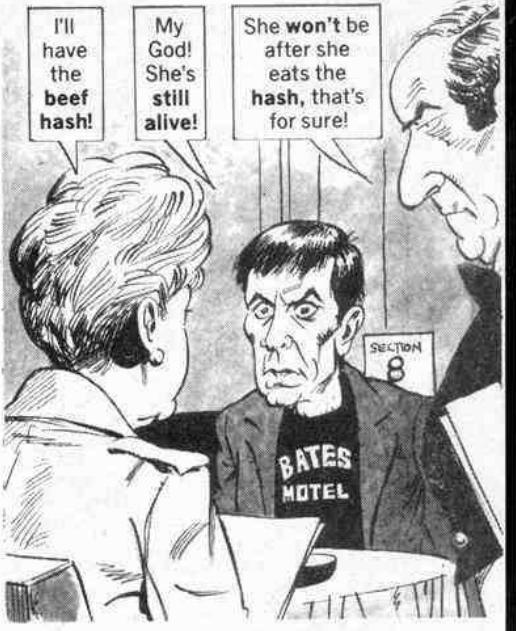
He's going into "Funerals 'R Us!"

Boy, Los Angeles has really had an influence on the east coast! Look at this list of options! I'll play dead and see what this guy does!

What a break! Somebody must have just dropped off this corpse! I don't even have to steal one from the cremation room! I'll take her home with me until dinner time!

You're probably wondering how I can afford to take you to my favorite restaurant! Well, after I've eaten my meal, I just let you fall into your plate! Then, while everyone goes crazy because of your "death," I sneak out! Who needs Master Charge! Master Corpse is a helluva lot cheaper!





# MAD'S PERSONAL ADS

## A Key To Some Abbreviations Used In Personal Ads

GWM—Grubby Wimpy Man	AAL—Argumentative and Loud
ELN—Extremely Large Nose	JAV—Jealous and Vindictive
PTM—Poor Table Manners	PTV—Prone to Violence
WBH—Wears Bad Hairpiece	EBM—Enjoys Barry Manilow
DB—Doesn't Bathe	LTPTOF—Likes To Paste Things On Face
CAFWSIFTA—Can't Afford Full Words So I'm Forced To Abbreviate	

**Successful**—(Not wealthy), full-figured (not fat) woman (not man) seeks gentleman (not lady) for quiet (not loud) evenings (not days) at home (not outdoors). Write BOX 815 (not BOX 702).

**Financially Unstable Man**—I owe everyone money. If you're not one of my creditors, I'd like to meet you. Send phone, mine was repossessed. Stanley, BOX 44

**Striking Woman**—Seeks man who likes to be struck. I have baseball bats, lead pipes and many other blunt objects. Penny, BOX 83

**Practical Joker**—SWE, 19, seeks man, 18 or older who will take pleasure in having water dumped on his head, unwanted pizzas and chinese food delivered to his home in the middle of the night and live mice thrown down his pants. Must have better sense of humor than my last 27 boyfriends did. Cathy, BOX 206

**A Real Meat-And-Potatoes Man**—Looking for a cutie pie with nice buns. I'm a bit of a ham who enjoys being buttered up. If you have a saucy personality, enjoy listening to Meatloaf and are hungry for conversation peppered with food words, lettuce get in touch with each other. Don't be a chicken! Write Chuck Steak, LUNCH-BOX 99

**Idiots Need Love Too**—If you enjoy walking into movies after they've started, throwing out good furniture and locking your friends in closets, we already have three things in common! Let's get together and find out how many other negative personality traits we share. Spunky, BOX 2

**Striking Woman**—Who will remain on strike until my union's demands are met—wishes to meet man (preferably teamster) who enjoys walking on picket lines. Write to Bess, Local 55

**Physician**, 35—Desires to meet that special woman with real inner beauty. Send X-rays to: Dr. Mellonchop, BOX 67

**Compulsive Liar**—Seeks beautiful woman to share my million dollar chateau on the French Riviera. Flatbush Max, BOX 12

**SWM**—Seeks SWF to tell me what SWM means. BOX 85

**Large Woman Seeks Larger Man**—So I will look smaller in comparison. Photos a must. BOX 841

**Handsome But Not Wealthy**—Gentleman can only afford a 4 line personal ad. I'm a smart, good-looking nice guy who'd like to meet pretty, sensitive women. Call me at

**Vivacious**—Charming, stunning, down-to-earth, adventurous, slim, elegant, successful, witty, outgoing, sensitive and intelligent are words that don't apply to me. But please write anyway. Buxom Bertha, BOX 73

**Occult Vegetarian**—Ambidextrous truck-driving Republican juggler wishes to meet woman of similar interests. Zack, BOX 90

**Unruly Mob**—With torches seeks tall, green-skinned monster for moonlight get-togethers in bog. BOX 15

**To The Woman I Saw**—Wearing the Van Halen T-Shirt in the park last weekend: You're not my type so please don't call me! Phil.

**Appealing LTF**—Just ended relationship with BJN, is looking for the right EVD to share VPH with my KUG in XRZ. Must know how to communicate. Please respond BOX JSYG

**Warm Sensitive Woman**—25, seeks long-term caring relationship with older man

owning stock portfolio consisting of Municipal Bonds, real estate holdings and petroleum futures. Must be affectionate and out of town often. Send photo and financial statement to: Goldie Digger, BOX 55

**Fraknor**—Warlord of the planet Zimbo, wishes to meet 4th Dimension Time Goddess to share my throne in the Vrickian Galaxy. No weirdos. BOX 7

**Short, chubby**—Petty, balding man looking for a date. I may not sound like much, but I've probably got the most honest ad on this page. BOX 98

**I Have A Burning Desire**—To meet that special someone to help me set the world on fire. Write Pyro Bob, Home for the Criminally Insane. Send photo, phone and matches.

**I Am A Slim, Attractive**—Intelligent and financially secure woman. I have many handsome boyfriends and don't need to waste my time and money trying to attract the ugly desperate creeps who read these personal ads. So if you write to me, I won't respond. BOX 5

**Pretty Amnesiac**—I don't remember what kind of person I am or what kind of person I'd like to meet. Betty, BOX 5. (Or is it Sue, BOX 9?)

**Accountant**—Longs to meet anyone who isn't an accountant. Stanley, BOX 62

**Macy's Thanksgiving Day**—Parade Balloon, 37'5", 692 pounds when inflated, wishes to meet 25 people with ropes for lazy strolls down Broadway. Serious inquiries only. BOX 427

**Wealthy Businessman**—Owns garlic factory, wishes to share his cozy swampside cabin and skunk farm with woman who

has severe nasal congestion. Hay fever sufferers need not apply. BOX 238

**Yard Sale**—Many useful household items. 39 Center St. Look, I know this isn't a personal ad, but who in hell ever reads the "Yard Sale" column?

**Handsome Man**—Who speaks in rhyme, seeks a gal that's mighty fine. I'm wealthy smart and 43, but all my friends are sick of me. All I do is speak in verse, I say I'll stop and then get worse. So if you like a man who's dumb, write to me BOX 21.

**Shy Man, 23**—

**Undercover Espionage Agent**—29, would like to meet nice woman 18-30 for romantic, lasting relationship. Don't bother to write, I already know where you live.

**Man. Nonsmoking, Nondrinking**—Non-eating, Nonbreathing. Actually, I'm dead. I need someone to bury me. BOX 57

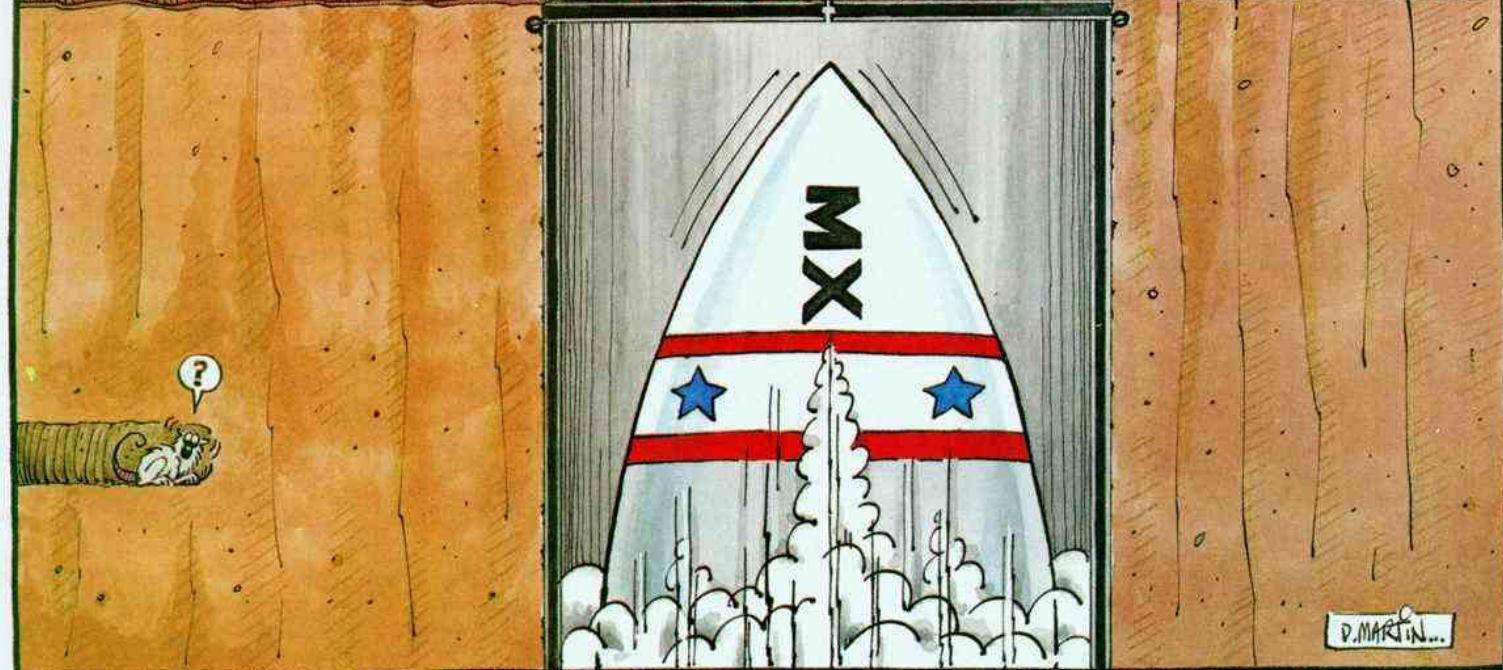
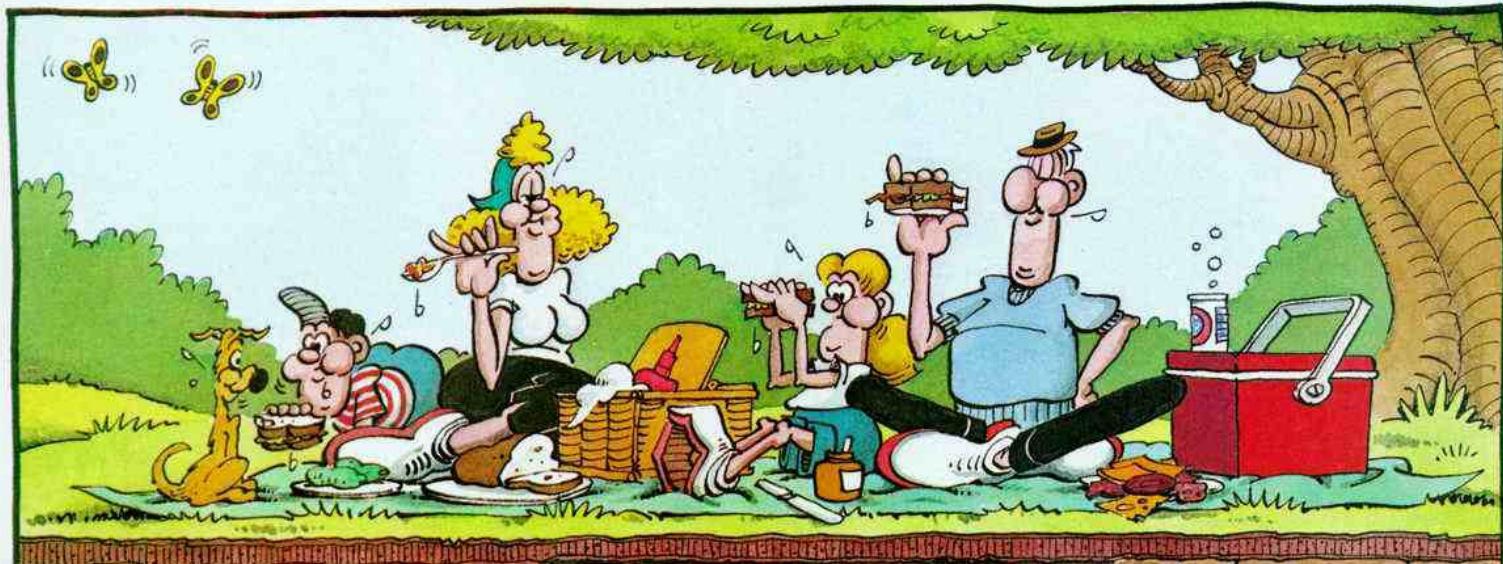
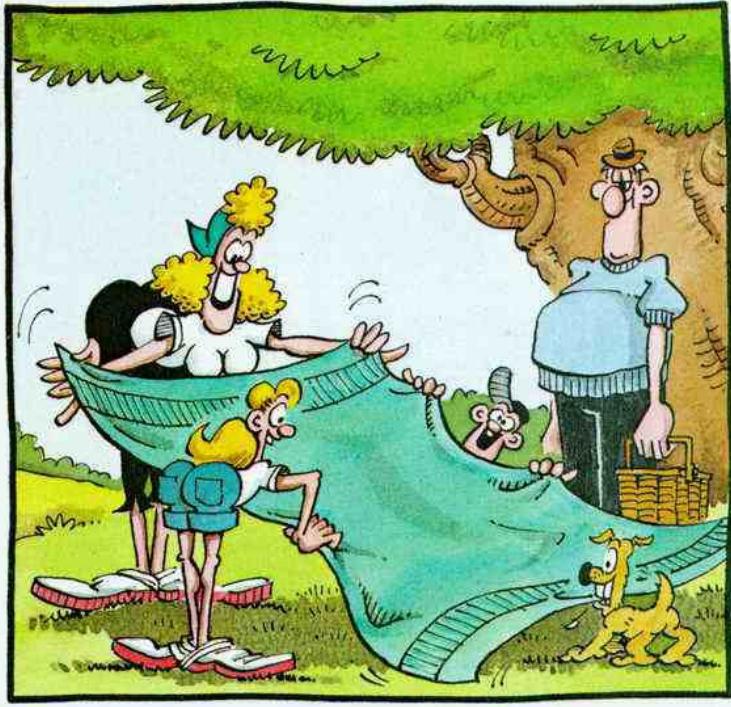
**Bigoted Man**—Seeks ideal lady. I can't stand Japs, Jews, Coloreds, Polacks, Wops, Micks, Fags or Spics. Affectionate, warm and loving. BOX 79

**Loni Anderson Lookalike**—25, self confident and emotionally stable, desires sensitive and caring relationship. Just one problem. I'm a man. BOX 606

**I Don't Like Long Personal Ads**—From experience, I've learned that after taking the time to read one, you still really don't know that much about the person who wrote it. It's much more effective to be brief and to the point. Long, ponderous, cumbersome ads that go on and on, never seeming to end, words heaped upon endless words, pointless sentences that offer no real information can be totally (continued on page 85)

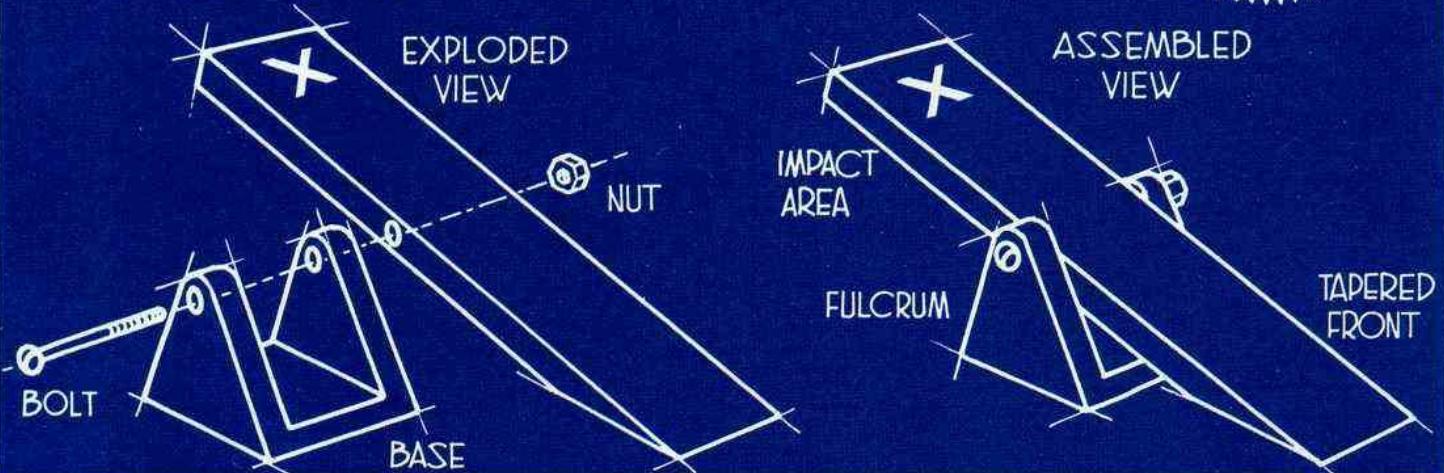
## HOW TO PLACE A PERSONAL AD:

Put your ad in an envelope along with a bank check or money order for \$5,000 made out to the MAD Personal staff. If you wish to send the check or money order without including a personal ad, you have that option. It is understood that any ads we receive that sound genuinely sexy or otherwise appealing in any way will be put aside for answering by the MAD Personal staff personally. We can't guarantee any responses to your ad, but if you were as familiar with our readers as we are, that wouldn't upset you!



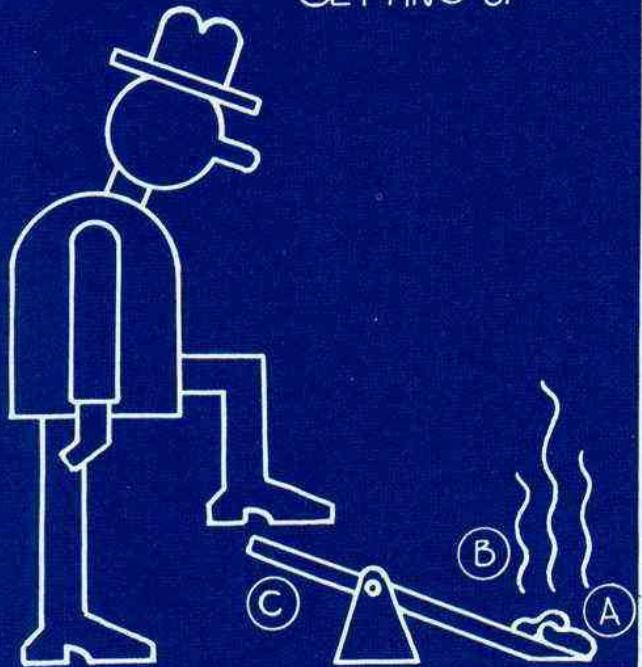
AND NOW, FOR ALL YOU CLODS WHO ARE ALWAYS SAYING, "WHY DON'T THEY INVENT A BETTER THIS OR THAT...?" HERE IS:

# THE NEW, IMPROVED **MAD** POOPER SCOOPER

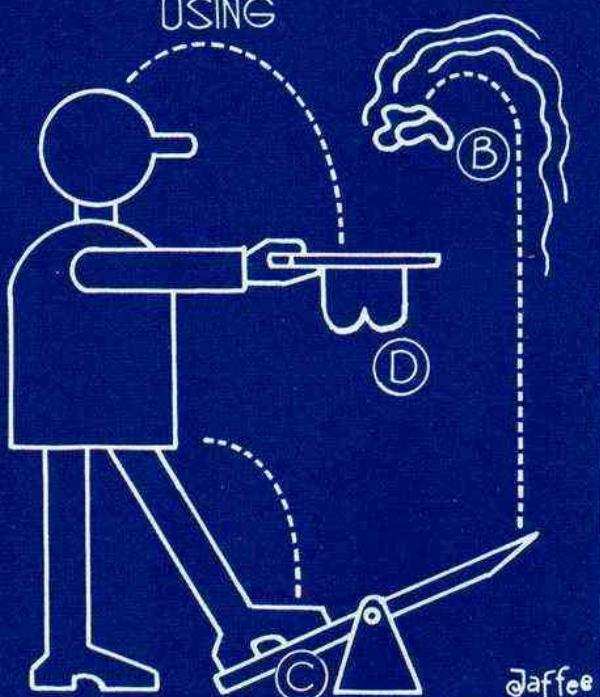


MOLDED IN DECORATOR COLORS, ASSEMBLED PLASTIC UNIT IS LIGHTWEIGHT AND ATTRACTIVE... FITS INTO PURSE OR ATTACHE CASE, READY FOR INSTANT USE.

## SETTING UP



## USING



Jaffee

**MAD'S NEW IMPROVED POOPER SCOOPER**  
OPERATES EFFICIENTLY, REGARDLESS OF SIZE  
OR SHAPE OF OFFENDING MATTER.  
THE OPERATOR MERELY NEEDS TO PUSH FRONT  
END OF UNIT(A) UNDER OFFENDING MATTER(B),  
THEN LIFT HIS LEG SO FOOT IS DIRECTLY OVER  
IMPACT AREA(C)

ON COUNT OF THREE, OPERATOR BRINGS  
FOOT DOWN WITH FULL FORCE ON IMPACT  
AREA(C), CREATING INSTANT LIFT-OFF AND  
LAUNCHING OFFENDING MATTER(B) INTO ORBIT.  
HE THEN DEFTLY INTRODUCES HAT(D) INTO  
TRAJECTORY, INTERCEPTING MATTER AND  
EFFECTIVELY REMOVING IT FROM PUBLIC VIEW.