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MAD

"The best things in life are free—the expensive part is paying for the dinner and movie that comes first!"
—Alfred E. Neuman

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LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

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DICK DE BARTOLO *creative consultant*

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JACK ALBERT *lawsuits* ANNE GRIFFITHS *logistics*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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COVER ARTIST: JACK DAVIS

COVER IDEA: HAROLD QWERTY

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LETTERS AND TOMATOES DEPT.



THE MAD COMPUTER PROGRAM

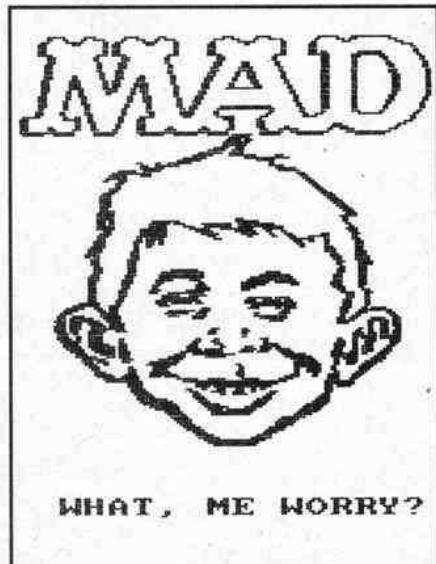
I can't believe I programmed the whole thing!!

Heather Marsh
Harvest, AL

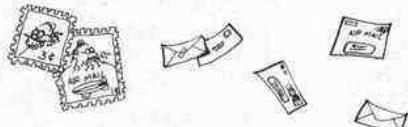
Enclosed is our printout of Alfred's incredibly beautiful face. It gave us hours of enjoyment to punch in the data on our IBM compatible computer at work. Unfortunately, our bosses were not as happy as we were, and therefore we are asking you to please consider us for a job at your magazine!

Marjorie Blumer
Tina Dunlop
Charles Billings
Newton, MA

Sorry, but we already have enough goof-offs on our staff!—Ed.



Yes, It Does Work!



Being a nice Apple IIc computer, I would appreciate it if you could refrain from publishing any more computer programs. My user spent almost two hours typing your stupid program into me. This has made me quite ill! If you print more programs, he will continue to abuse me.

Apple IIc
programmed by Tyler Faloon
Mequon, WI

MORE COMPUTER PROGRAM

After entering your program, my computer began to fizzle, crack, smoke, and spark. Then it blew up. The entire system costs \$2,000 + tax. Who do I bill?

Ben Youngdahl
Sioux Falls, SD

All matters such as this must be handled in person at our customer service office in Backtash, South Korea!—Ed.

I'm an IBM PC user. After bribing my sister to type in all the DATA statements, I added these two lines:

95 PAINT (154,77),2

96 PAINT (200,30),1,2

One line paints Alfred's hair, and the other paints the MAD logo green. Try it!

Francis S. Lim
Somewhere, USA

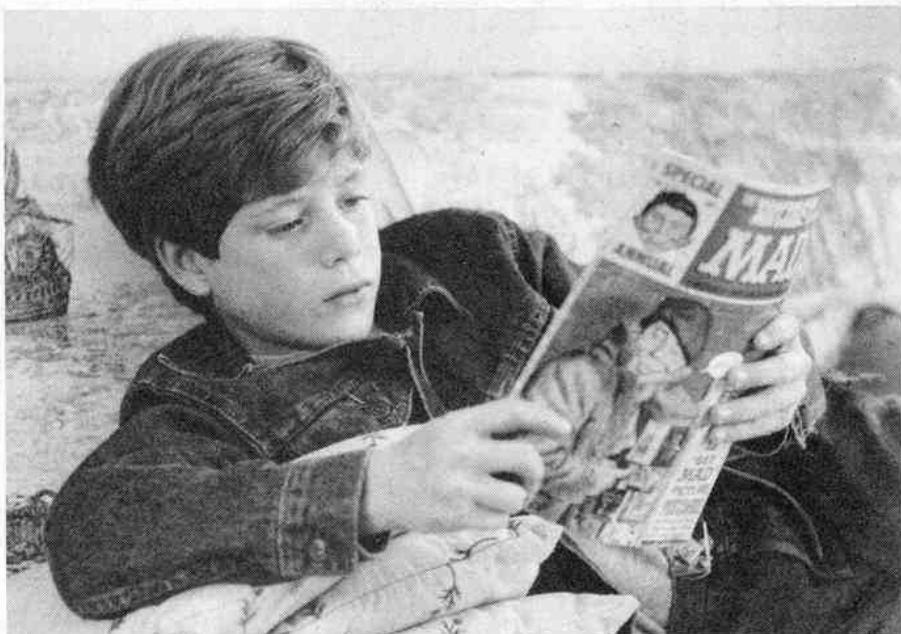


A "GOOFIE" LETTER

Hey, in your movie satire "The Goofies" you completely left out the character Stephanie! Not only that, but you got onto Pepsi for being in the movie so much but didn't admit that MAD was too! Way to go, guys!

Jenny Walker
Panama City, FL

True, but unlike Pepsi, we didn't have to pay a bundle to get mentioned!—Ed.



As everyone who has seen the movie "The Goonies" knows, the solution to the pirate map leading to the hidden treasure was inspired by Al Jaffee's Fold-ins. Above, Mikey (Sean Astin) seems engrossed in MAD Super Special #12!

MAD CELEBRITY STUPO MARKET

Your article by Charlie Kadau, Joe Raiola and Bob Clarke, "MAD's Celebrity Supermarket" (MAD #258), inspired me to begin work on "The Usual Gang of Idiots Supermarket." It features such products as "William M. GAINES-burgers," "Lou SILVERSTONE Cookware," "Dave BERG's-Eye Frozen Vegetables," "Paul COKER-Cola," and of course, "Bob CLARKE Bars"!

Bernie Mendoza
Upper Darby, PA

You forgot "Jack ALBERT-in-a-Can" to-baccol!—Ed.

"MAD's Celebrity Supermarket" had 12 items or less. You barely made it into the "ecch's-press" lane!

Rod Lott
Oklahoma City, OK

HEY, COMMODORE USERS!

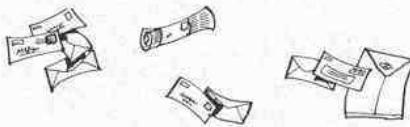
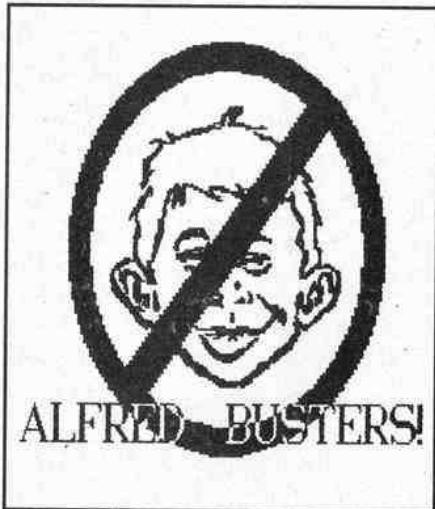
Since we published the Alfred E. Neuman program, we have learned that there are several generations of the Commodore 64, each with a different "Basic Rom." If the program isn't running on your machine, first try changing the end of line 80 from (Y2-YC) to (Y2+YC). If it still doesn't run, try convincing someone to buy you a new computer!—Ed.



COMEDY IN ERRORS

I bought issue #258 and started in on the Alfred E. Neuman picture program. For some strange reason, mine didn't turn out quite right! Take a look at my printout. I think there is a MINOR data error somewhere!

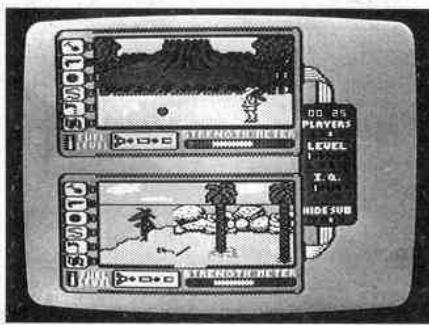
Greg Maggioncalda
Pacifica, CA



MORE COMPUTER SPY-JINKS

It's time to celebrate! The long-awaited sequel to the Spy Vs. Spy computer game, "Spy Vs. Spy II: The Island Caper," is finally available! It's fast moving, daring, action packed and so easy to play, even *your* readers will be able to figure it out! Any questions? Contact First Star Software, 18 E. 41st St. New York, N.Y. 10017 or call (212) 532-4666.

Richard Spitalny
President, First Star
New York, N.Y.



Spy Vs. Spy II: The Island Caper

Please Address All Correspondence To:
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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 horoscope!

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Do You Suffer From...

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... THE FEAR OF SOMEONE TAP DANCING AT YOUR WAKE!

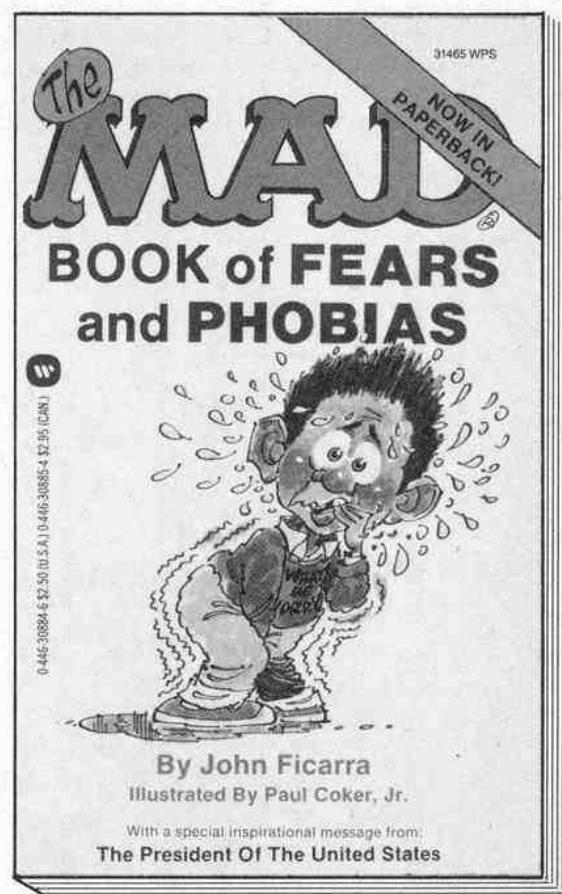
NICKEDAPHOBIA

... THE FEAR OF YOUR DOCTOR DEVELOPING HICCUPS DURING YOUR HERNIA OPERATION!

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- Snappy Answers to Stupid Questions #5
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- MAD Murders the Movies
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Steven Spielberg knows how to make kids happy! He gives them what *they want most*—movies that fulfill their dreams and wishes, like *time machines*! Kids know how to make Steven Spielberg happy! They give him what *he wants most*—movie admission money that fulfills his dreams and wishes, like a *bulging bank vault*! This latest addition to his long string of smashes sure doesn't make it look too...

BLEEK

I'm **Marquee**, a close friend of Dr. Clown here! While helping him with his various experiments, I've been blown up, burned, buried, and almost electrocuted! **What laughs!** I can't wait to find out how his latest invention—a **time machine**—is going to **mangle me**!

I'm the wild and crazy **Dr. Clown** you've just heard about **moments**—or was it **hours ago**? I'm so involved with my **time machine** that I lose track! I've amassed a **fortune** in debts, but my plan is to send the **bills** back in time before I got my **credit cards**!

I'm **Rugstain**, Dr. Clown's dog! Unlike that idiot Marquee, I **don't** enjoy the abuse I endure because of these **nutty inventions**! Like this **robot**! Why can't Clown put dog food in a dish like **normal people**!

I'm **Deranged**, Marquee's mother—and former girlfriend! If you think that's weird, imagine how it feels being worried when my son's out late on a date—with me!



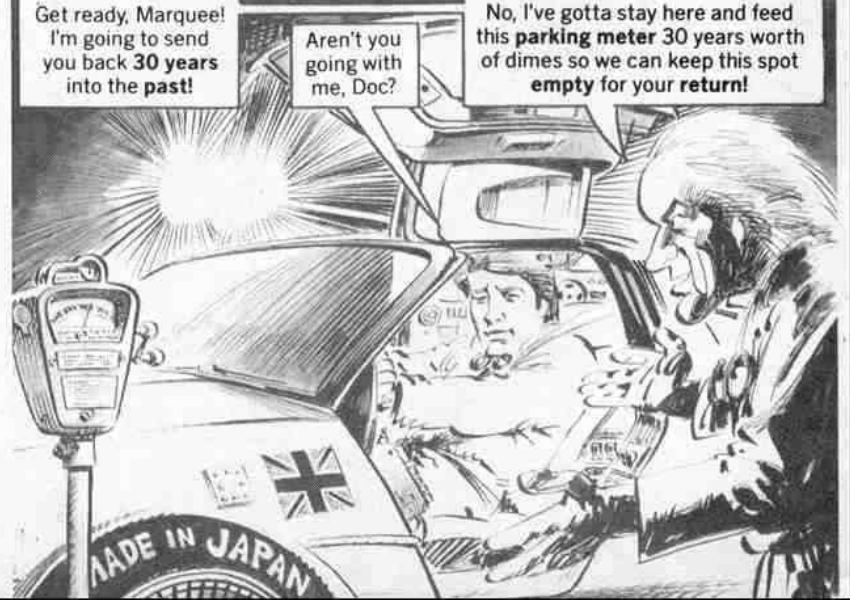
Doc, isn't plutonium very expensive?

Yes, but I get 2 million miles per drop in **city driving**, more with time travel! Of course, **your mileage may vary!**

Get ready, Marquee! I'm going to send you back **30 years** into the past!

Aren't you going with me, Doc?

No, I've gotta stay here and feed this **parking meter** 30 years worth of dimes so we can keep this spot empty for your return!



FOR THE FUTURE

I'm **McShy**, Marquee's father as well as a distant acquaintance! That's not so weird—lots of father and son relationships are little more than distant acquaintances!

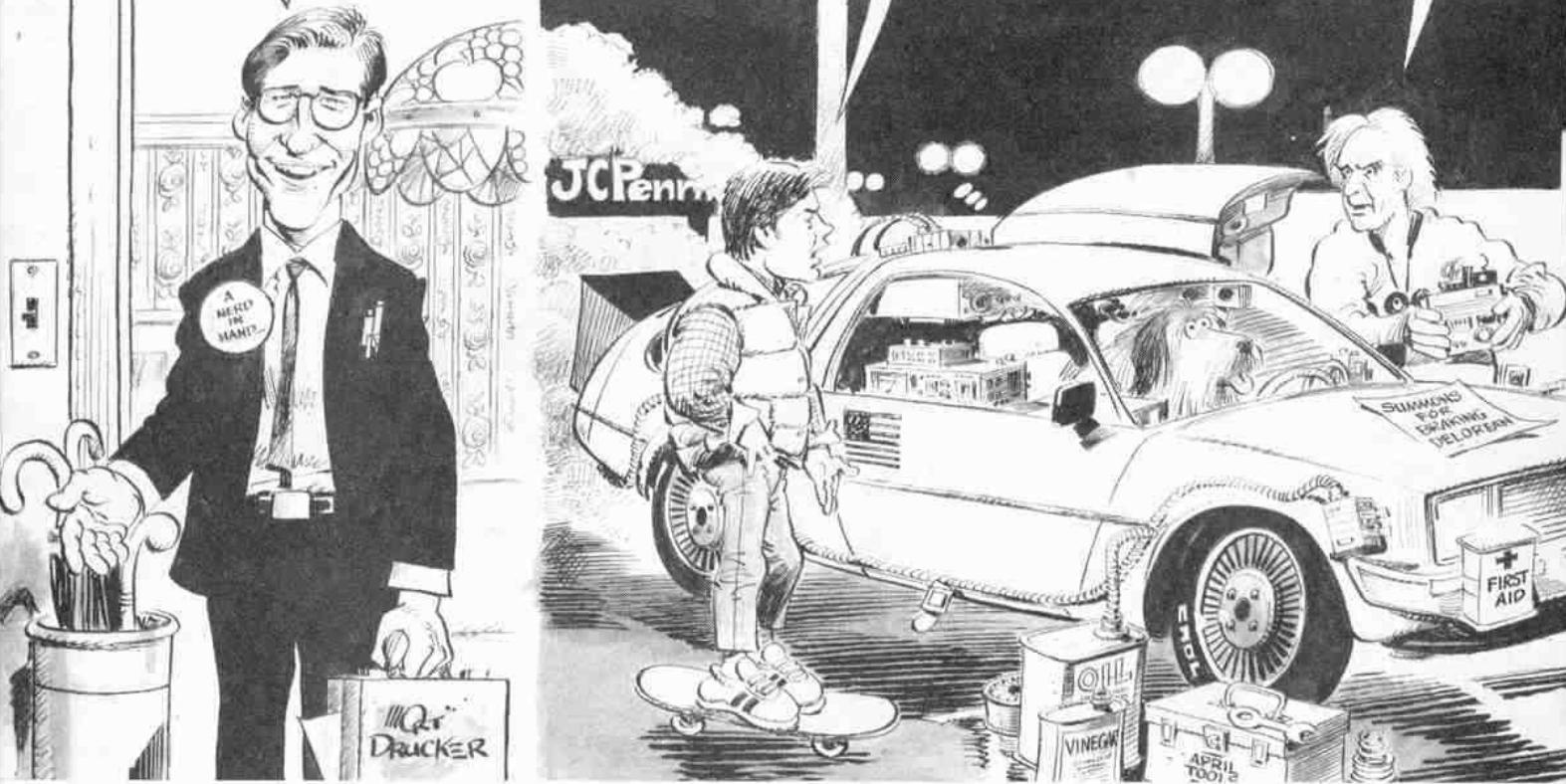
This is it, Marquee, a machine that hits **88 MPH** in **2.8 seconds!** Amazing, isn't it?

Big deal! I've got a set of wheels that does **four times** that—my **skateboard!** How come you built a time machine out of a **DeLorean?**

Why not? John DeLorean almost did **time** because of this machine, so it makes **perfect sense!** I've sent Rugstain back in time and the experiment worked so well that I'm thinking of sending him back twice a day so I won't have to use a **pooper scooper!** It runs on pure **plutonium...**

The **pooper scooper?**

The **time machine,** I think...



ARTIST: MORT DRUCKER

Doc Clown's time machine does work! Here I am on the vacant lot my parent's house will be built on in the **future!** I think I'll move those surveyor's markers a little so we'll have a **corner house** like they always wanted!



WRITER: DICK DE BARTOLO

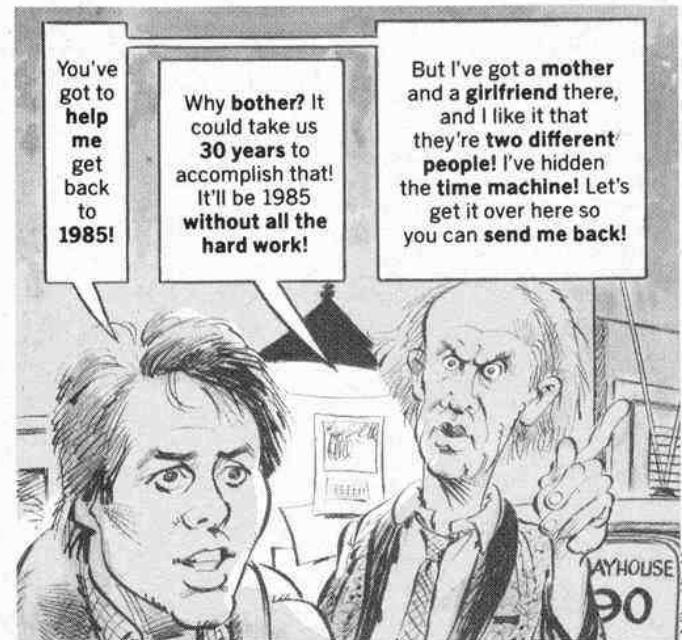
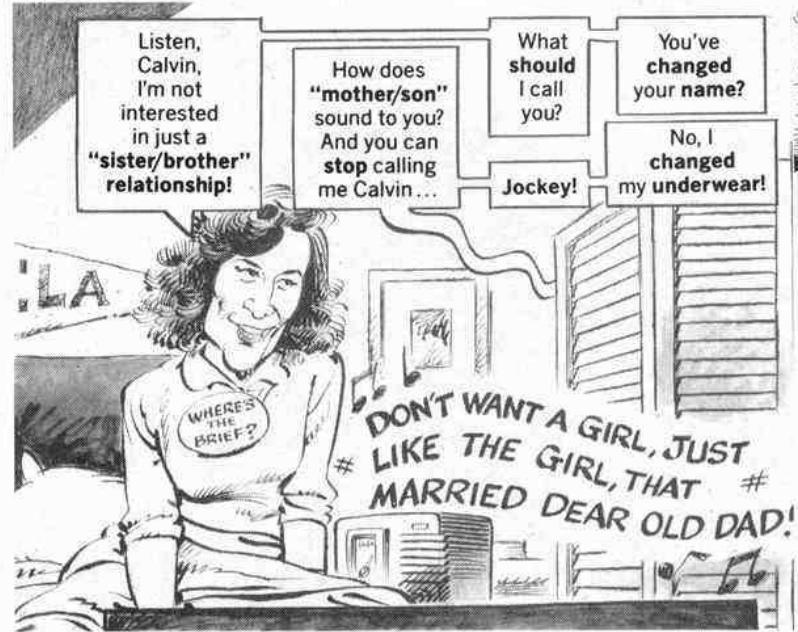
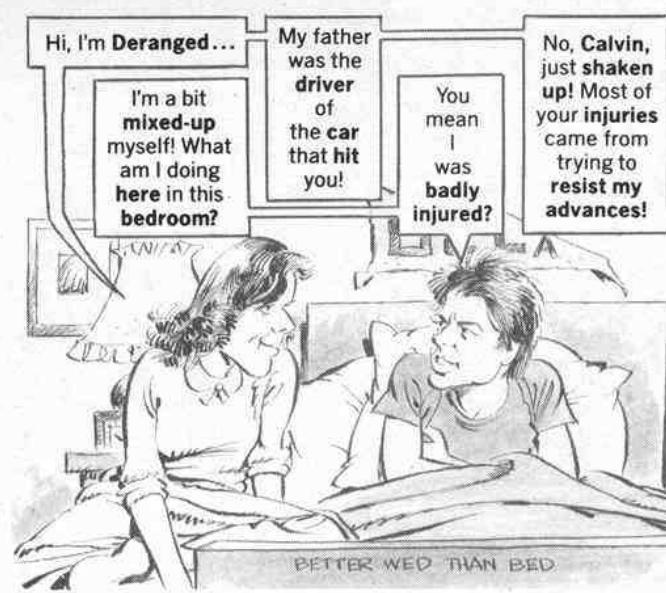
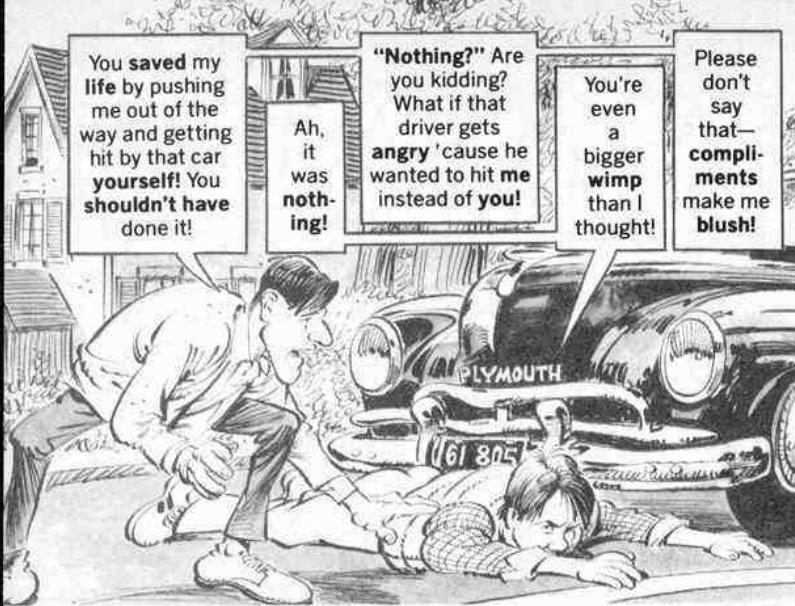
Hey, McShy, you sure are gullible! I get you every time with that corny "your shoelace is untied" routine!

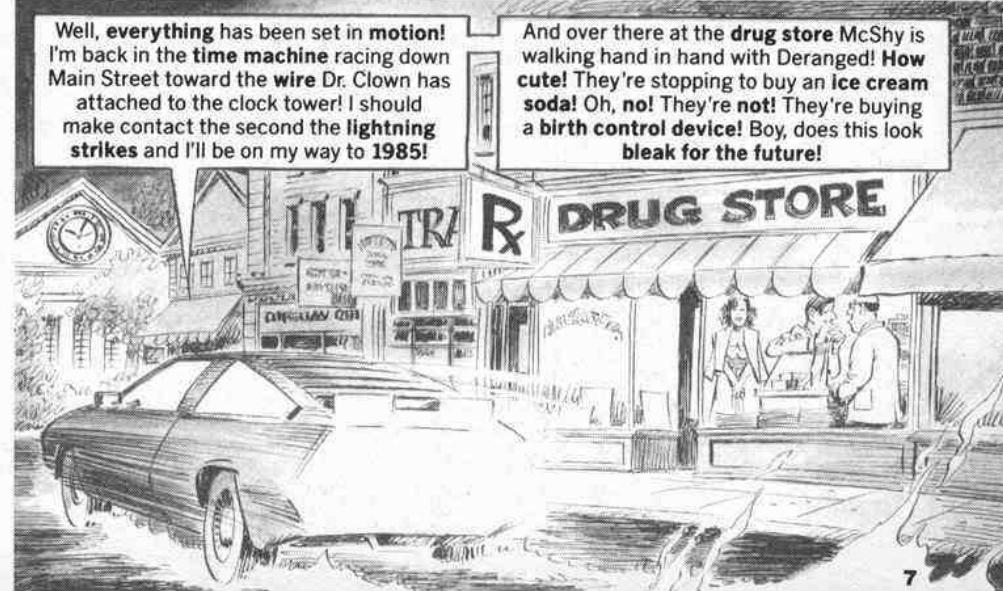
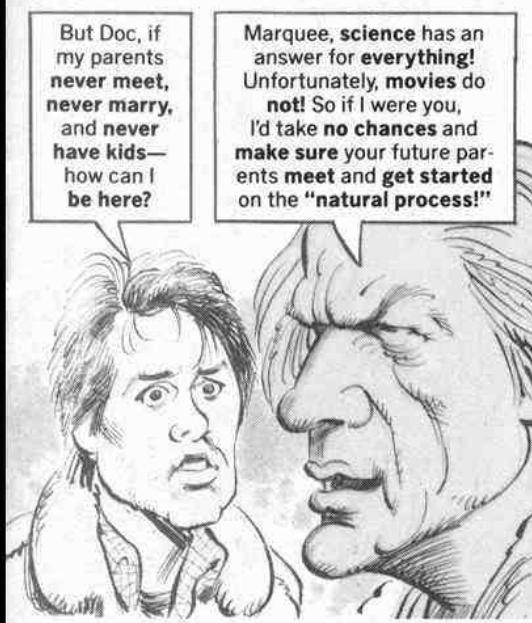
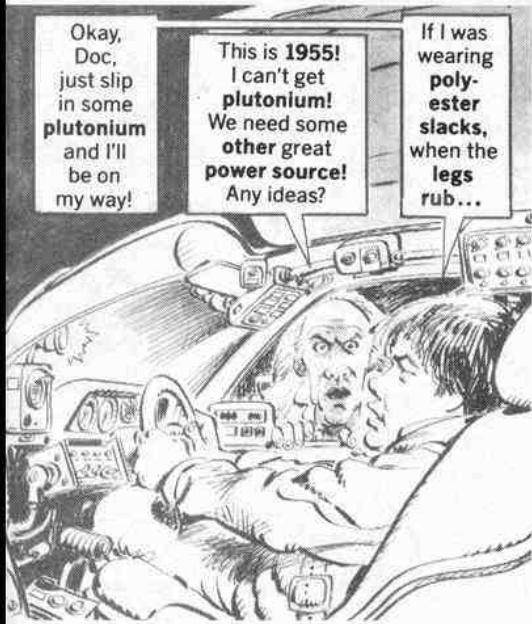
Isn't it possible that my shoelaces are untied?

Idiot—you only wear loafers!

Hey, that guy must be my **future father!** He's getting **put down** by those bullies the same way he gets put down by mom!







THE OL' CELL GAME DEPT.

Today's streets are filled with people carrying radios, TVs, calculators, and computers. Soon they will also be filled with something else—Dead Batteries! With that in mind, here's

NEW USES

Chess Pieces

KING



9 Volt Battery

QUEEN



D Battery

BISHOP



C Battery

KNIGHT



AA Battery

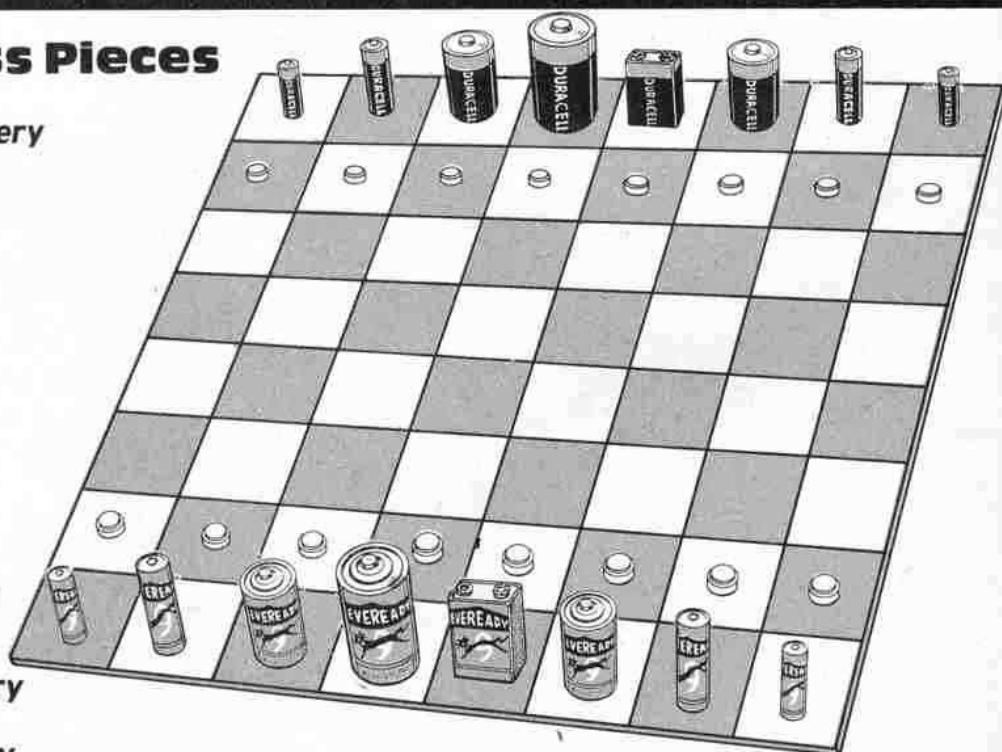
ROOK



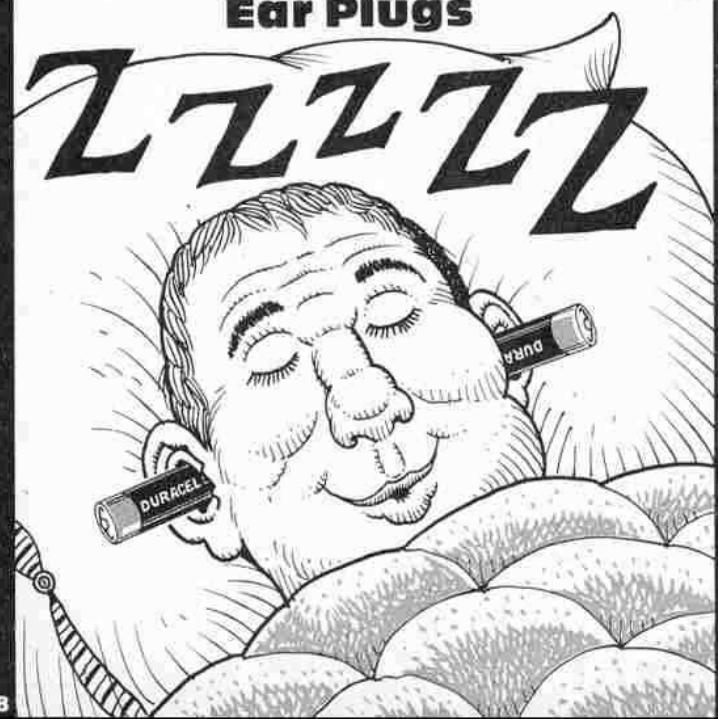
AAA Battery

PAWN

Disc Battery

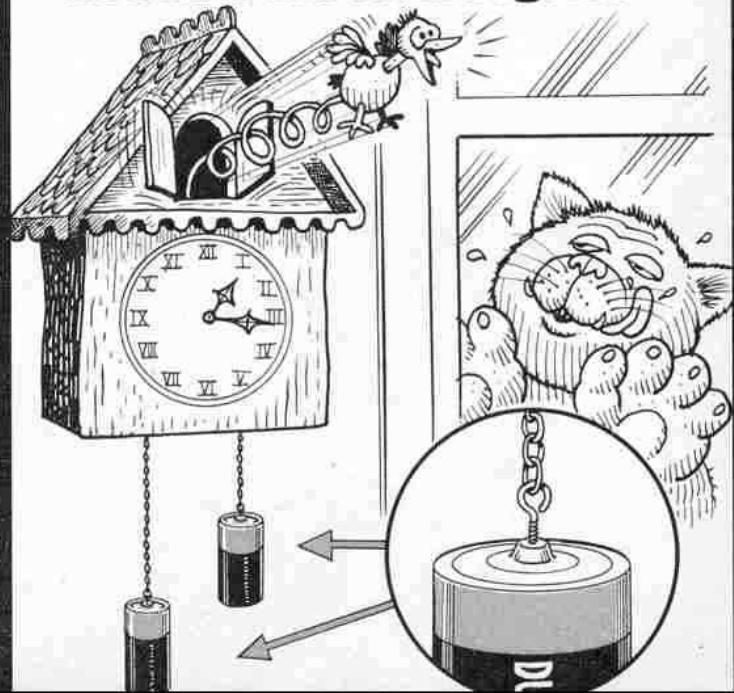


Ear Plugs



ARTIST & WRITER: AL JAFFEE

Cuckoo Clock Weights



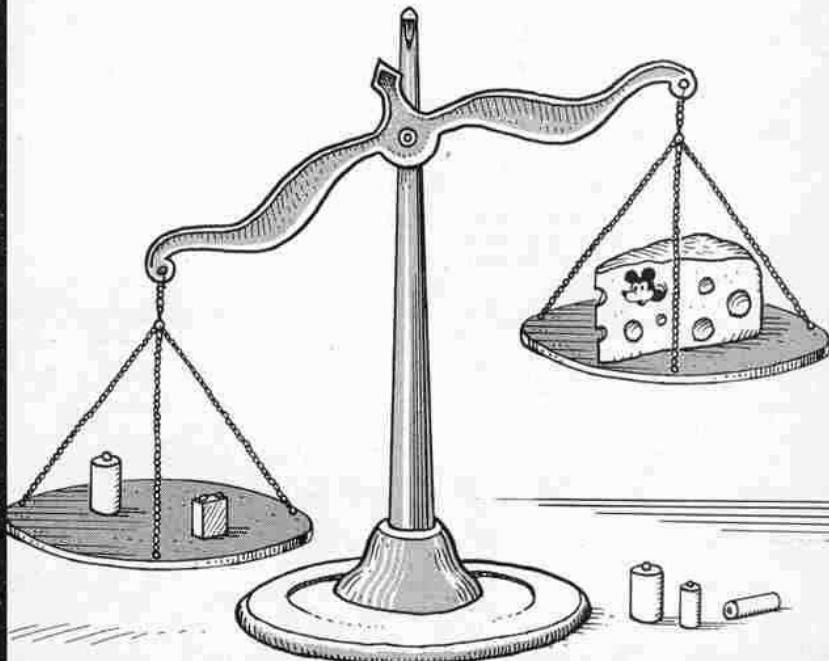


FOR OLD BATTERIES

Hair Curlers



Scale Weights



Executive Desk Toy



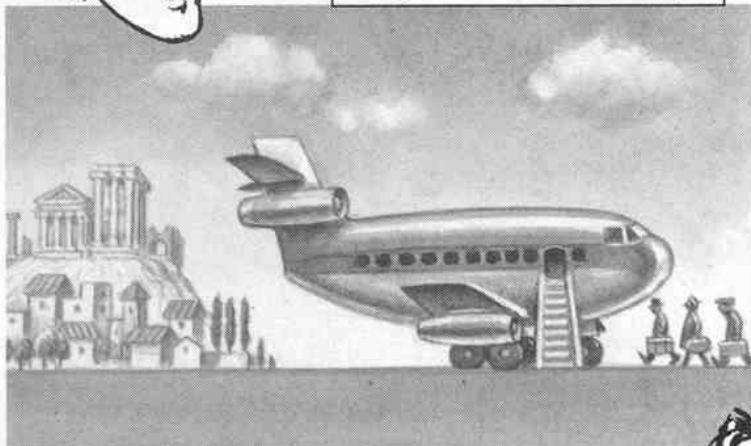
FREY THE UNFRIENDLY SKIES DEPT.

During the last hijacking of a jet-liner, it was said that the airlines weren't selling tickets—they were selling chances. Which leads us to this issue's song parody—

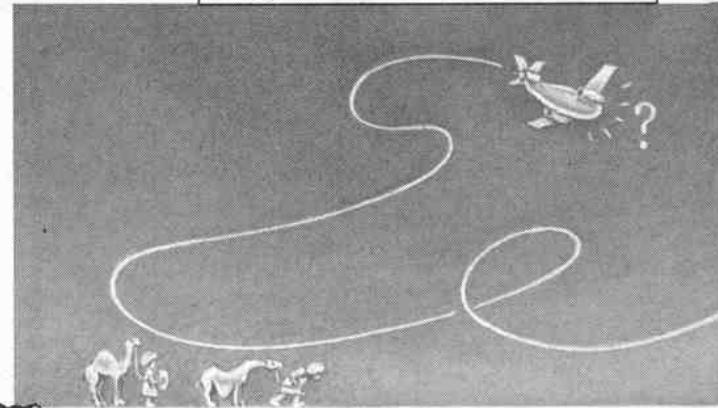
TRAVEL



*You're travelin' through Europe,
And you're far away from home;
You board a jet in Athens
And your destination's Rome;*



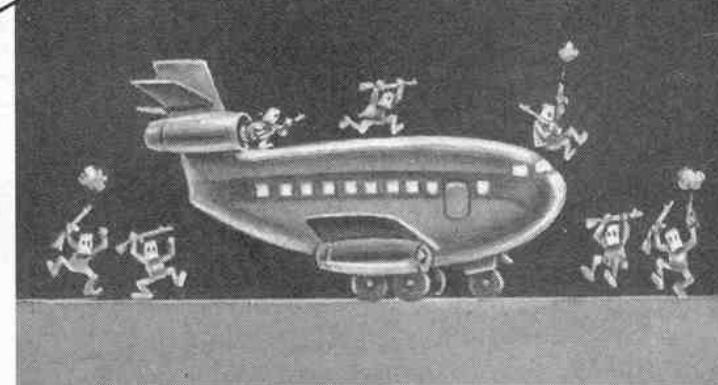
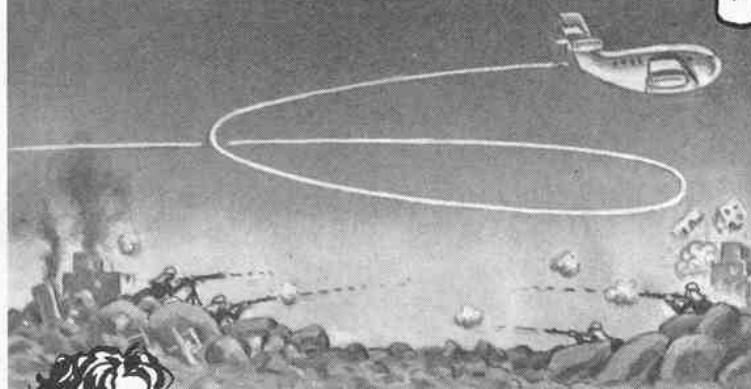
*But then you hear the pilot
Once the plane is in the air—
Your flight has just been hijacked
And you're headin' Lord knows where!*



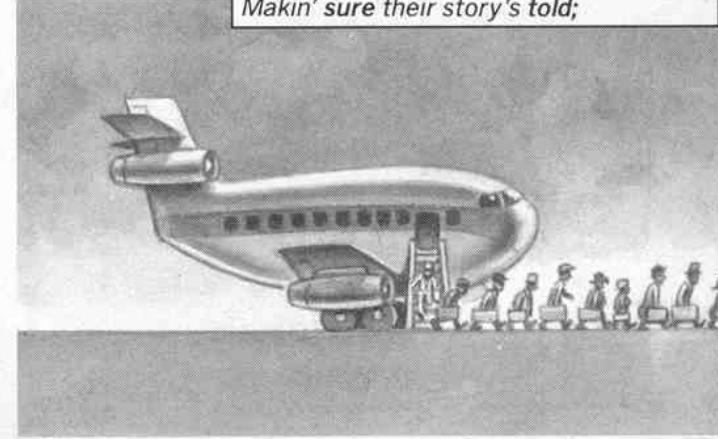
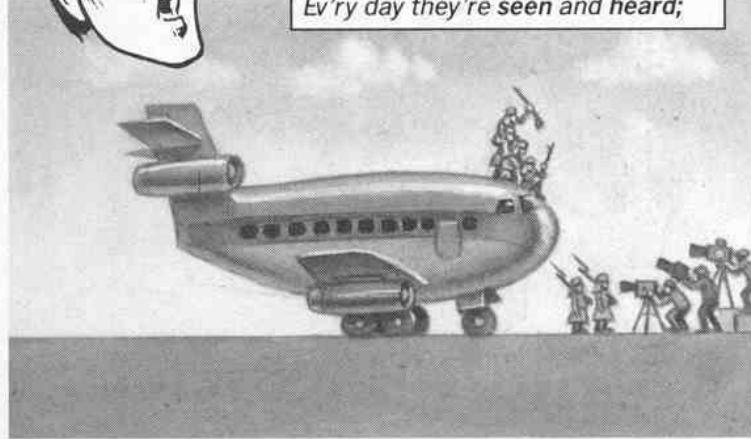
*They fly you first to Baghdad,
Then to Libya and Algiers,
And to sev'ral other places
That you've tried to miss for years;*



*You're sure that you'll be rescued
By the mighty U.S.A.;
The President's a fighter—
Well, at least he talks that way;*



*Back home you're gettin' famous
And your name's a household word;
The terrorists do better—
Ev'ry day they're seen and heard;*



*They yak it up on "Nightline"
While they put your life on hold;
They deal with "Time" and "Newsweek"
Makin' sure their story's told;*

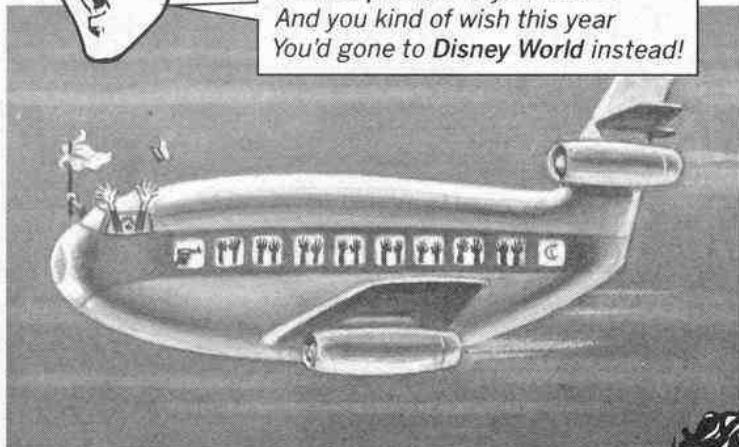
R'S BLUES



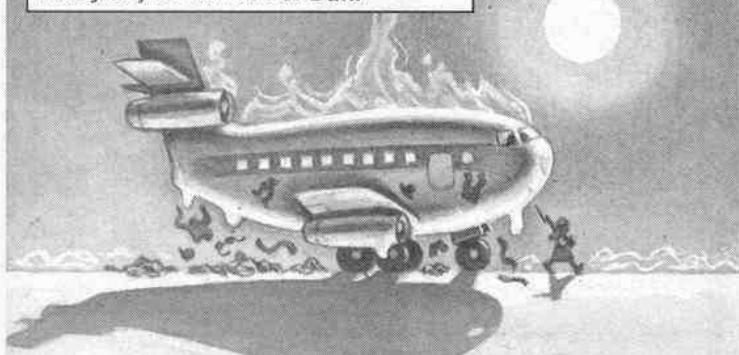
(Sung to the tune of Glenn Frey's "Smuggler's Blues")



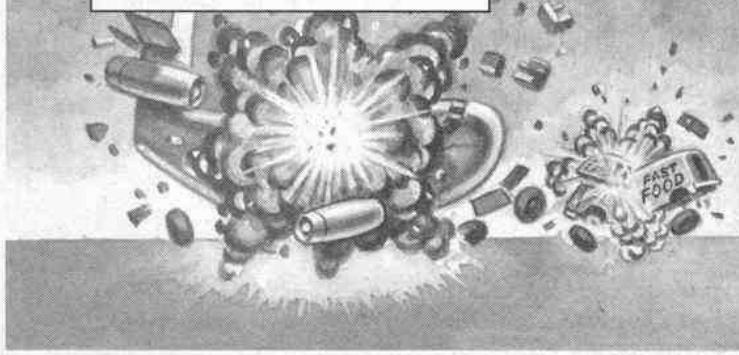
The terrorists take over,
And you're sure you'll soon be dead;
One's got a submachine gun,
And it's pointed at your head!
And you kind of wish this year
You'd gone to Disney World instead!



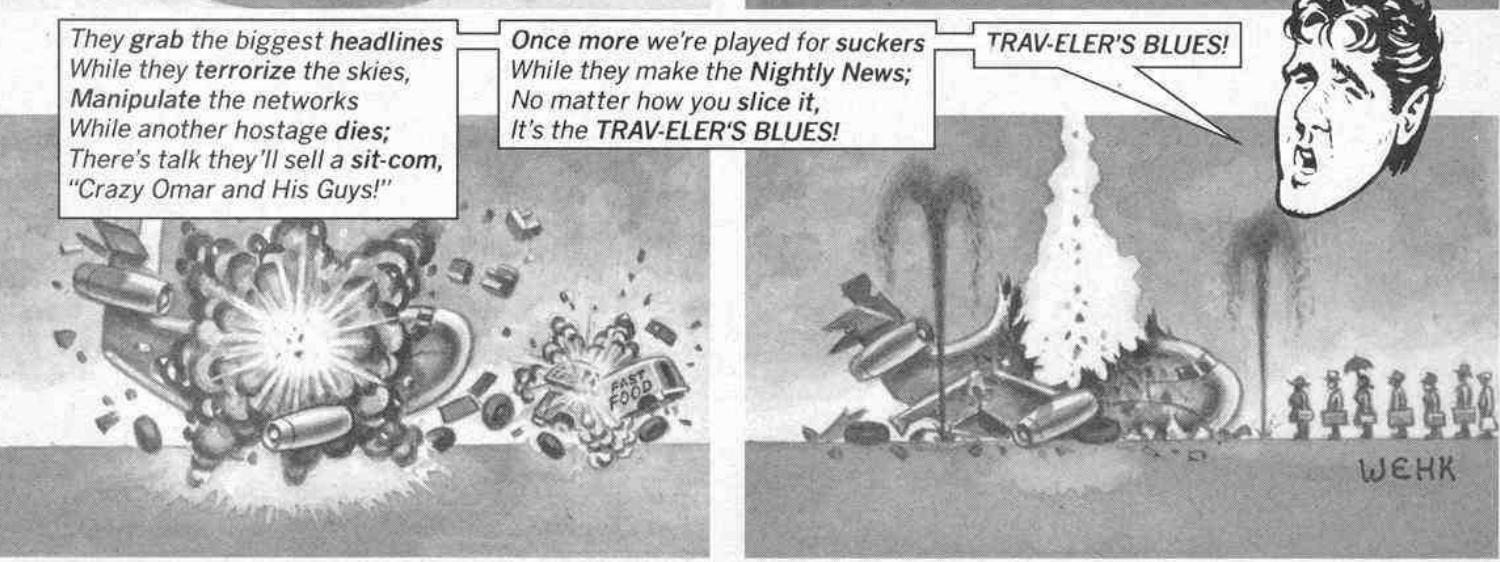
The plane is like an oven
And your clothes stick like Saran;
There's talk the Ayatollah
Hopes they'll dump you in Iran;
What's worse, you haven't showered
And you just ran out of Ban!



They grab the biggest headlines
While they terrorize the skies,
Manipulate the networks
While another hostage dies;
There's talk they'll sell a sit-com,
"Crazy Omar and His Guys!"



Once more we're played for suckers
While they make the Nightly News;
No matter how you slice it,
It's the TRAV-ELER'S BLUES!



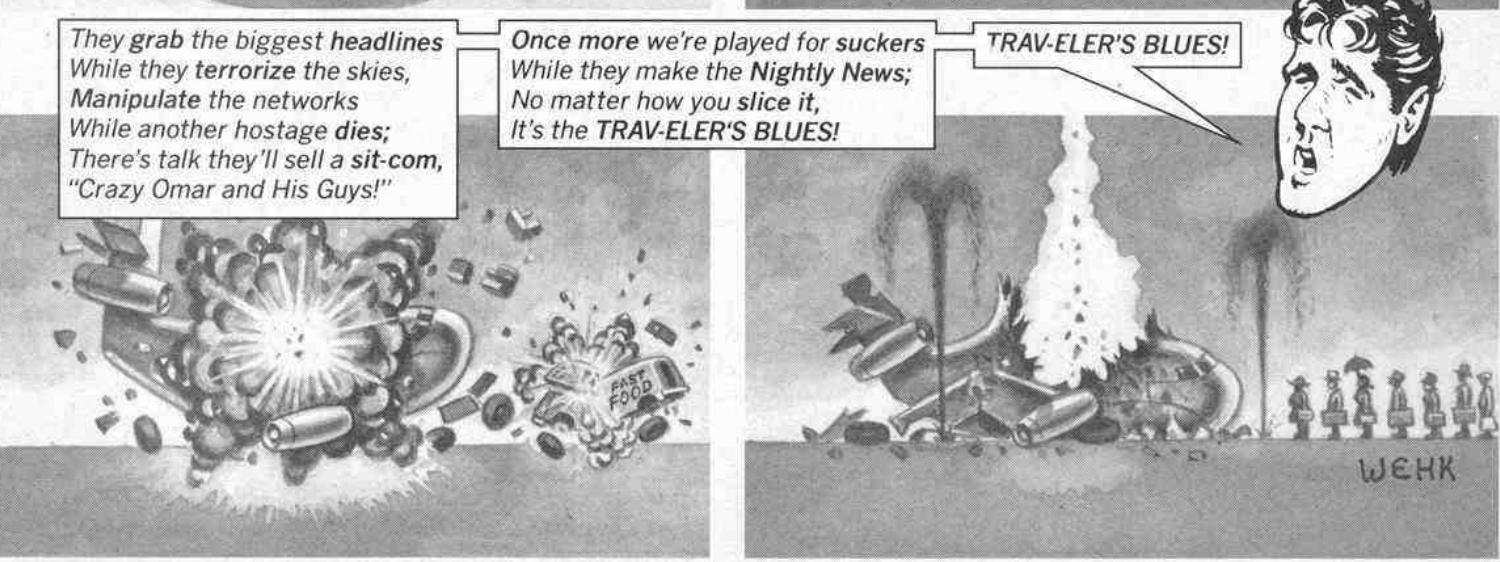
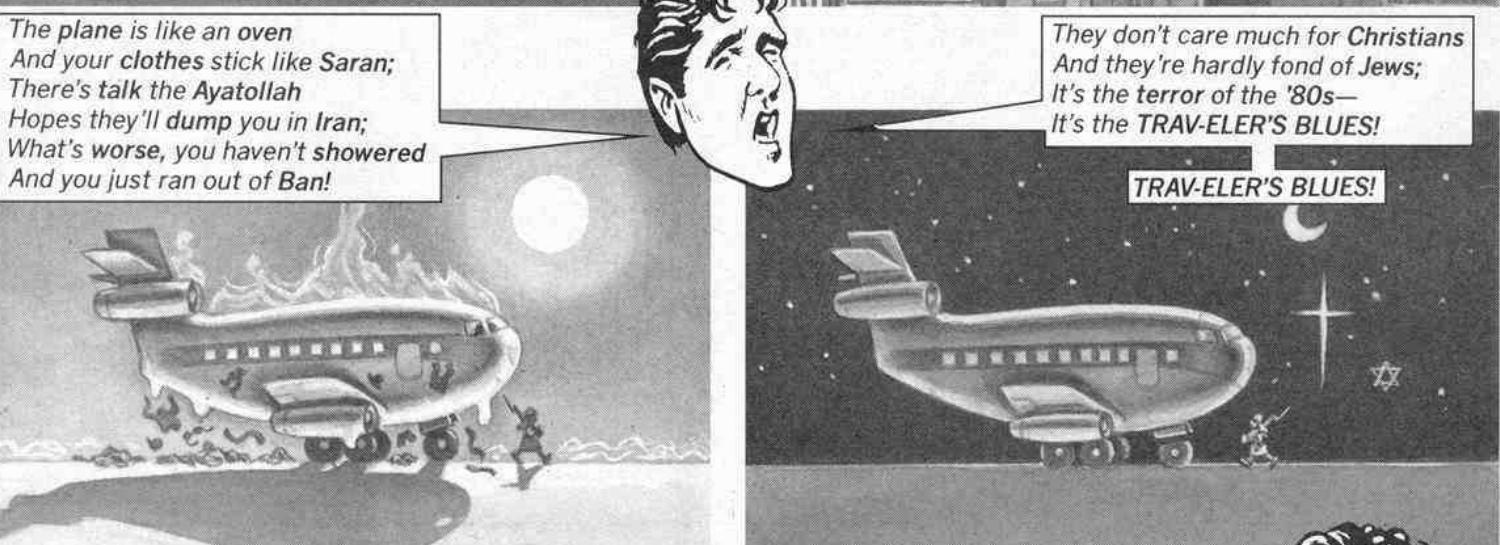
You're glad you haven't eaten,
'Cause your lunch you'd surely lose;
It's the nature of the business—
It's the TRAV-ELER'S BLUES!

TRAV-ELER'S BLUES!



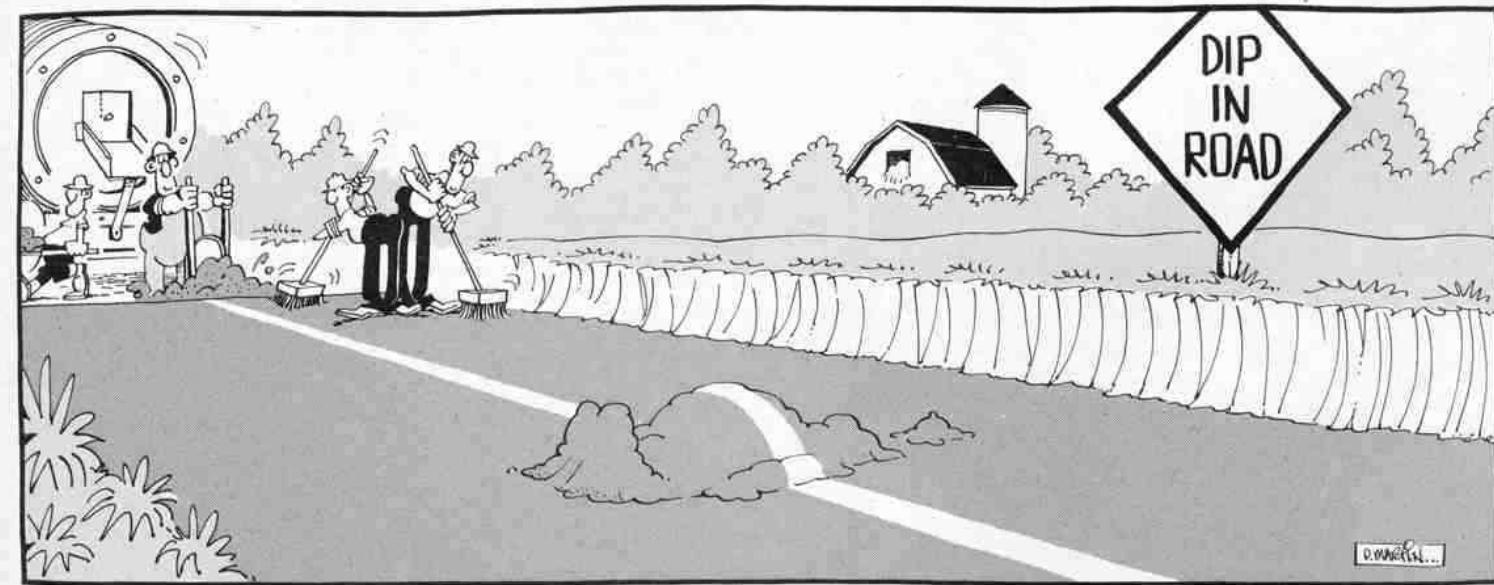
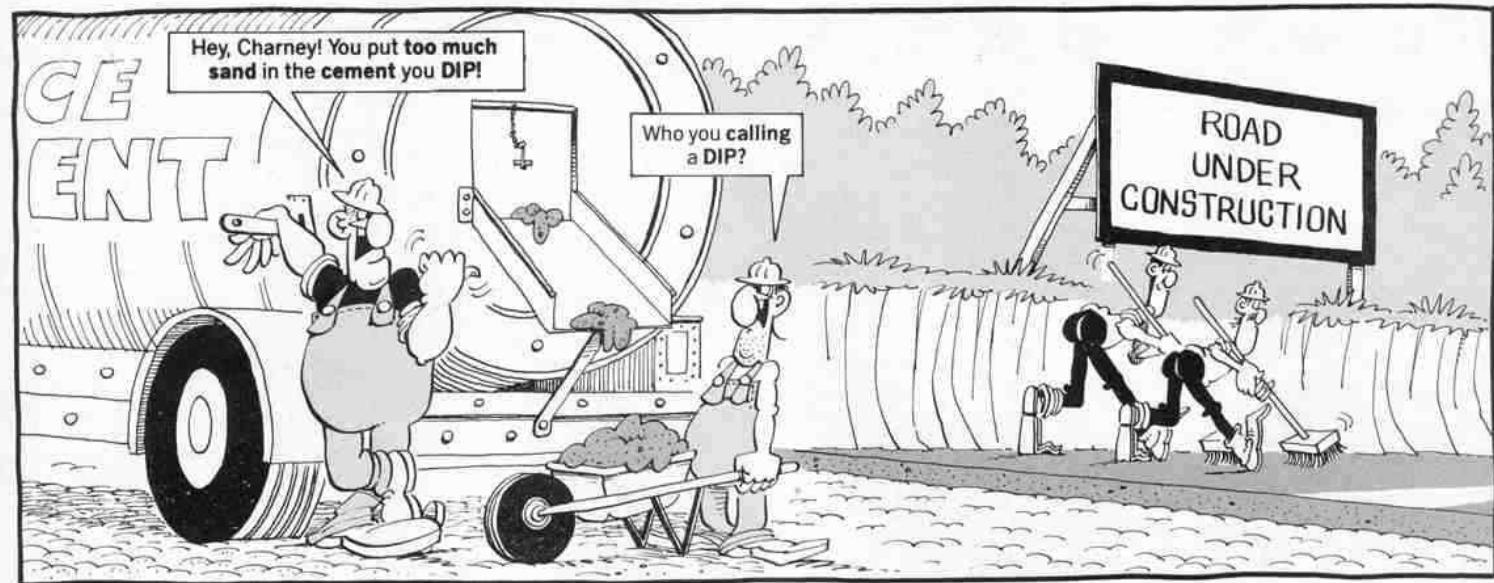
They don't care much for Christians
And they're hardly fond of Jews;
It's the terror of the '80s—
It's the TRAV-ELER'S BLUES!

TRAV-ELER'S BLUES!



WEHK

ONE NOT SO FINE DAY IN THE LIFE OF ARTIE CHARNEY



Okay, we admit it! The following pages of this magazine are mean, vicious, cruel, offensive, spiteful, malicious, vindictive and generally unflattering. You may ask (and then again, you may not!) why folks as classy as we are at MAD would stoop so low and print such distasteful garbage. The answer? Our readers enjoy it! So, as long as that's the case, we'll continue to vent our collective spleen (while scraping the bottom of the barrel!) and provide you with...

the MAD NASTY FILE

EDDIE MURPHY



...portrays Gay characters so realistically that it makes you wonder.
...takes pride in being a Hollywood star at 23, not realizing that Shirley Temple had completed her whole career by that age.
...has steadfastly refused to portray stereotype blacks —unless he gets a piece of the gross profits.

WRITER: TOM KOCH

ARNOLD SCHWARZENEGGER



...is an inspiration to every muscle-bound kid with no acting talent who dreams of becoming a movie star.
...might have become a bigger matinee idol if he'd taken a fictitious name that was more romantic-like Lance Schwarzenegger.
...gives each role he plays the depth of the paper they're typed on.

ARTIST: GERRY GERSTEN

TRIVIAL PURSUIT



...lets you spend an enjoyable evening showing a whole roomful of people just how dumb you really are.
...is popular with those who can name the capital of Iceland, but can't work it into normal conversations.
...reveals the awful truth that 50-million Americans find trivia worth pursuing.

TOM SELLECK



...is trying to become another Burt Reynolds without realizing that even one of them is one too many.
...serves as an inspiration to other "hunks" who are also unqualified to hold down a real job.
...is the only Hollywood star other than Telly Savalas who can engage in a brutal fistfight without getting his hair mussed.

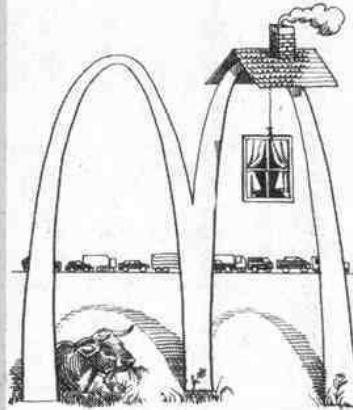


WOODY ALLEN



...keeps his unique hair style by neglecting to replace the comb he lost in 1962.
...claims he is a typical New Yorker—which should worry the daylights out of other New Yorkers.
...pioneered the field of being a wimp long before wimps were called wimps.

McDONALD'S



...is noted for Chicken McNuggets, Eggs McMuffin and Parking Lot McLitter.
...has sold 50-billion hamburgers, for which almost a dozen head of cattle laid down their lives.
...offers all the ambience of eating at home—assuming your home is a crowded bus.

MARY LOU RETTON



...likes to date men who are taller than she is, thereby eliminating only Emmanuel Lewis and Prince William.
...has a set of three gleaming Olympic medals, and a set of at least 65 gleaming white teeth.
...is following in the footsteps of Nadia Comaneci and Olga Korbut, both of whom are now washed-up has-beens.

BOB GUCCIONE



...is a patriotic hero who has defended our Constitutional right to see pictures of Miss America with her clothes off.
...enrages feminists—and also Larry Flynt, who used to reign unchallenged as the World's Number One Sleazebag.
...proved to be just what Hugh Hefner needed to make himself look respectable.

PHIL DONAHUE



...will be a top entertainer for as long as his studio audience can keep providing the entertainment.
...has his hair done by the same stylist who beautified Pete Rose, Prince Valiant and Lassie.
...has tackled every social problem of our time except one: how to rid television of Phil Donahue.

BENNY HILL



...has devoted his life to disproving the old belief that Britishers have more class than Americans.
...would be thrown off the air if the U.S. censors could understand dirty jokes when they're told in a Cockney accent.
...retains the face of an innocent child while the rest of him has become a dirty old man.

BOY GEORGE



...seldom goes out in public because they won't let him use either restroom.
...offers proof of the lasting success that Tiny Tim could have enjoyed if he'd had a more creative tailor.
...will get a seat in a lifeboat no matter if it's women, children or men first.

AEROBIC EXERCISE



...may not prevent heart attack, but will assure you of being rushed to the hospital in a cute outfit.
...differs from calisthenics in only one way: it's popular with those who used to hate it when it was called calisthenics.
...lets housewives burn off the energy they used to waste ironing shirts and cooking dinner.

STATE LOTTERIES



...encourage big winners to appear on TV so every armed robber in the country will know what they look like and where they live.
...provide a convenient place to put the money that you might otherwise waste on food and rent.
...give you the same run for your money as a race horse that drops dead in the starting gate.

STEVEN SPIELBERG



...has used his creative genius to give ten-million little kids a lifetime fear of small, cuddly animals.
...made the only World War II movie—1941—that actually cost more than the real war.
...wants to see how the baby he produced with actress Amy Irving comes out before he lends his name to it.

DIANE SAWYER



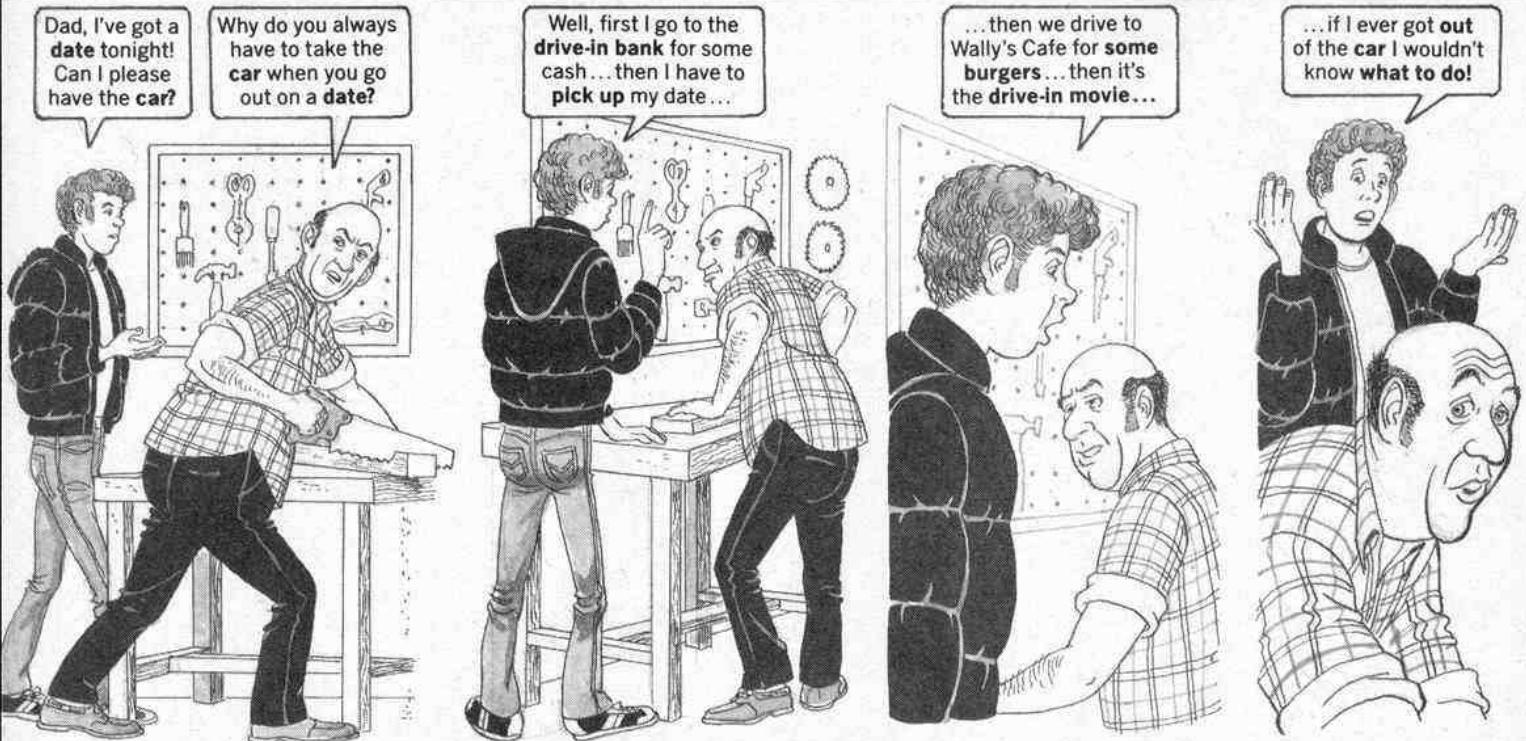
...is the cutest reporter in the CBS News Department—with the possible exception of Andy Rooney.
...is considered very intelligent by the same Washington experts who once considered Walter Mondale very popular.
...is really Mike Wallace disguised in a wig and dress to catch interview subjects off guard.

JULIO IGLESIAS



...is known as the Frank Sinatra of Spain, which is sort of like being the Steve Garvey of Tibet.
...sings lyrics in Spanish so his American audiences won't know that he's forgotten the words.
...ranks third in popularity in Latino neighborhoods, right behind Fernando Venzuela and '63 Chevies.

WHEELS



BERG'S-EYE VIEW DEPT.

THE LIGHT

DINNER



DREAMS

My husband's going to be rich, well-educated, handsome, kind, considerate, witty, generous...

...supportive, sensitive, sophisticated, creative, cultured, spontaneous, warm, brave, clean, and reverent!

Gee, how many times do you plan to get married?



R SIDE OF...

THE TELEPHONE

ARTIST & WRITER:
DAVE BERG

Hi, honey, it's me...

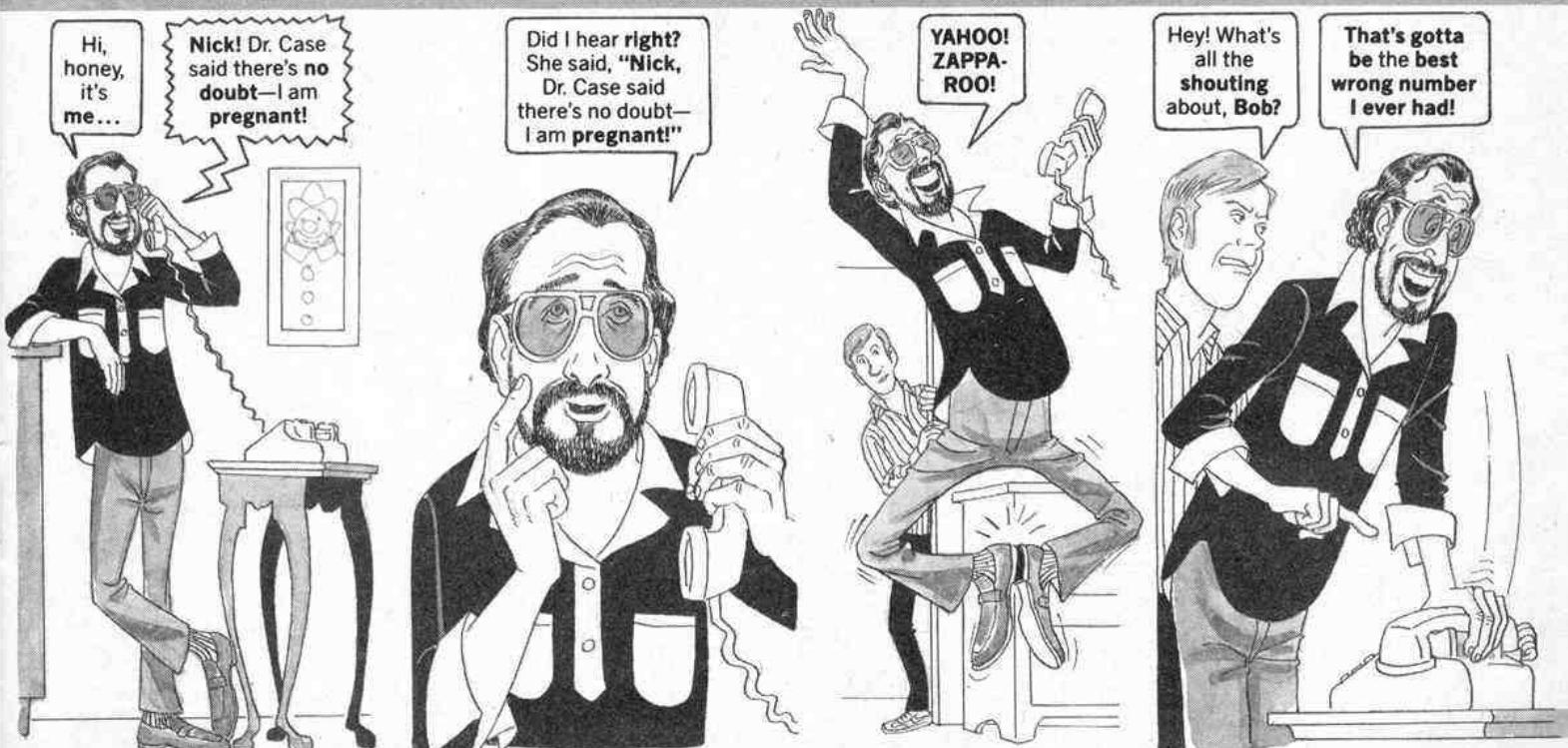
Nick! Dr. Case said there's no doubt—I am pregnant!

Did I hear right? She said, "Nick, Dr. Case said there's no doubt—I am pregnant!"

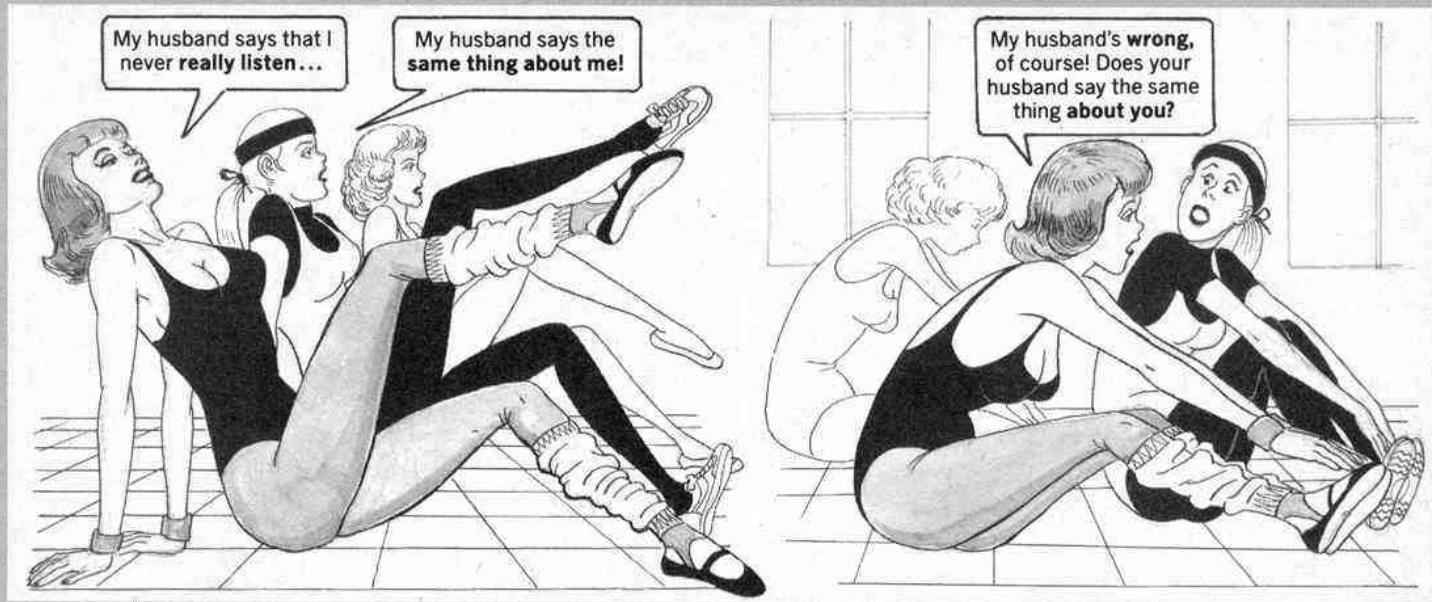
YAHOO! ZAPPA-ROO!

Hey! What's all the shouting about, Bob?

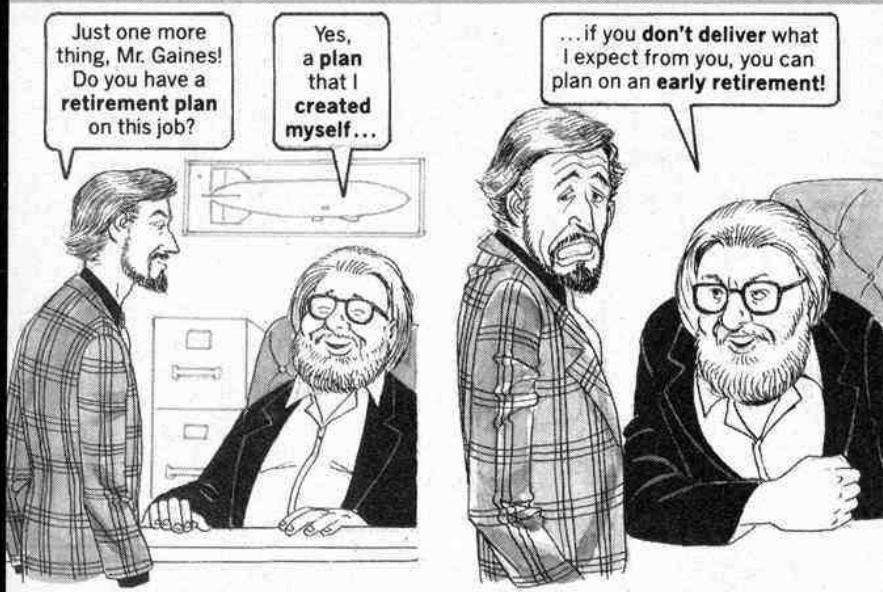
That's gotta be the best wrong number I ever had!



PAYING ATTENTION



EMPLOYMENT



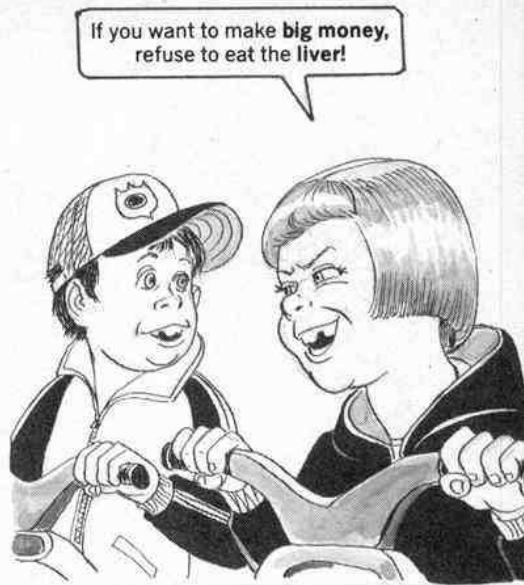
DIVORCE



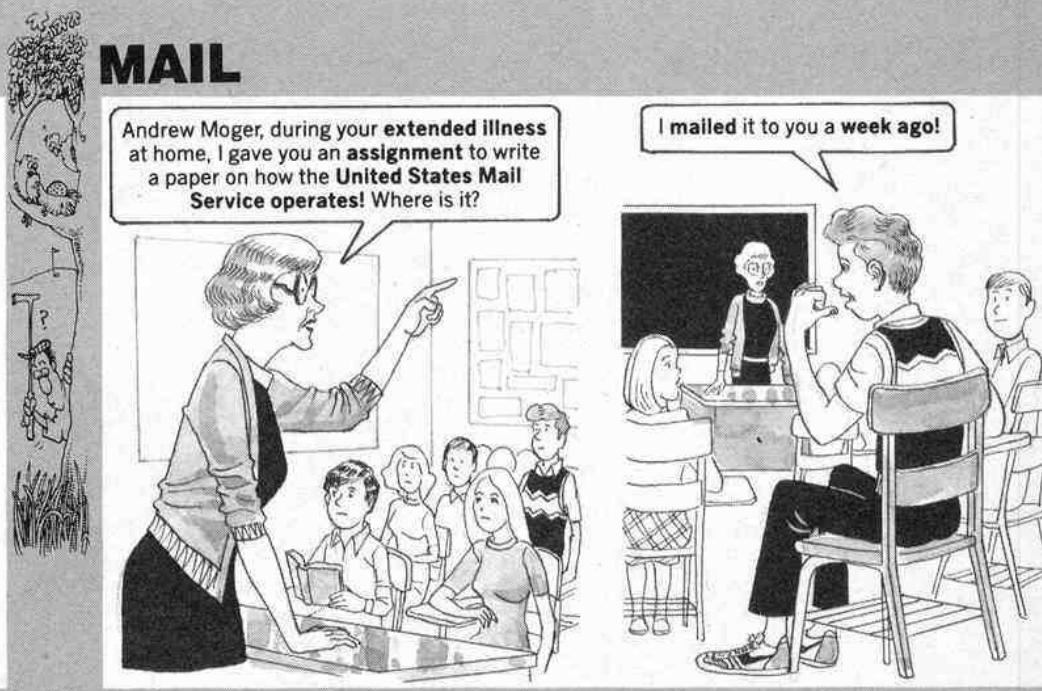
POKER



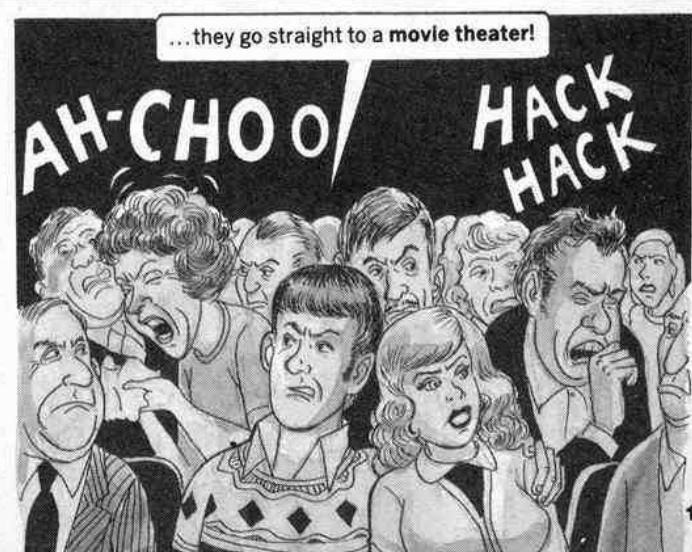
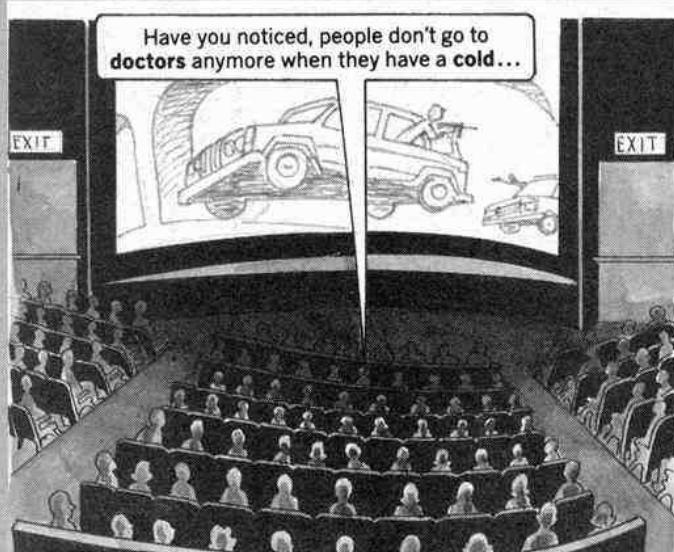
HIGH FINANCE



MAIL



COLDS



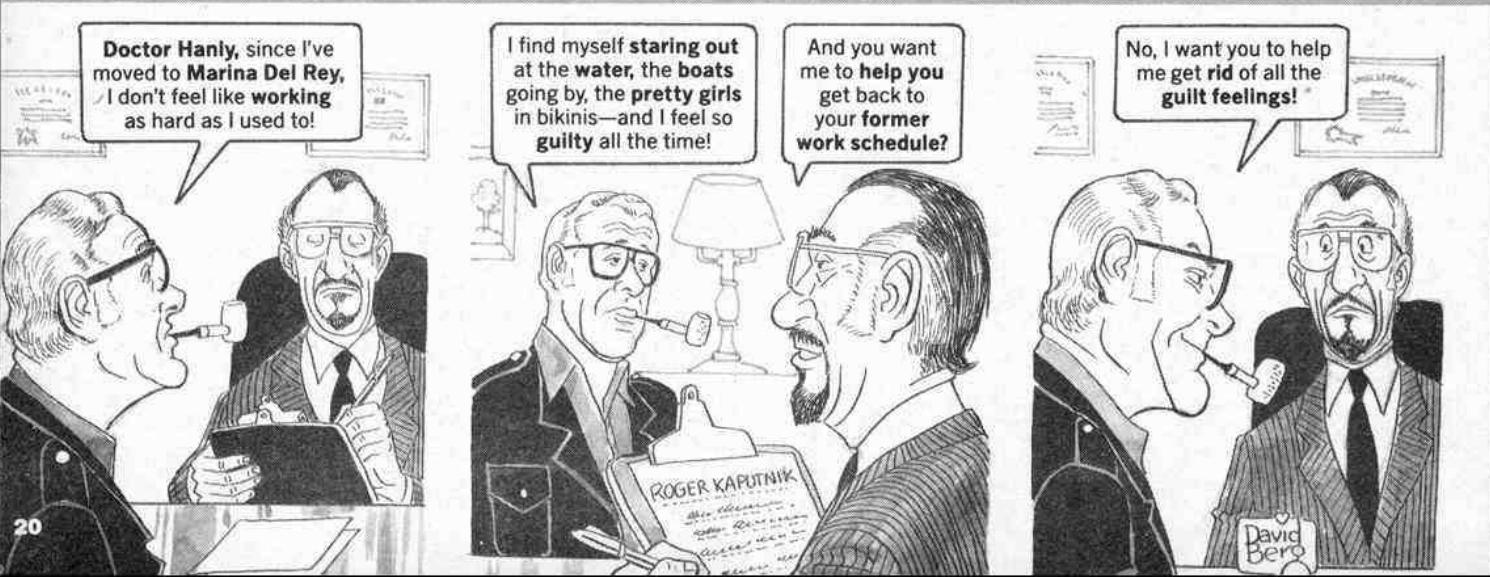
PARENTAL APPROVAL



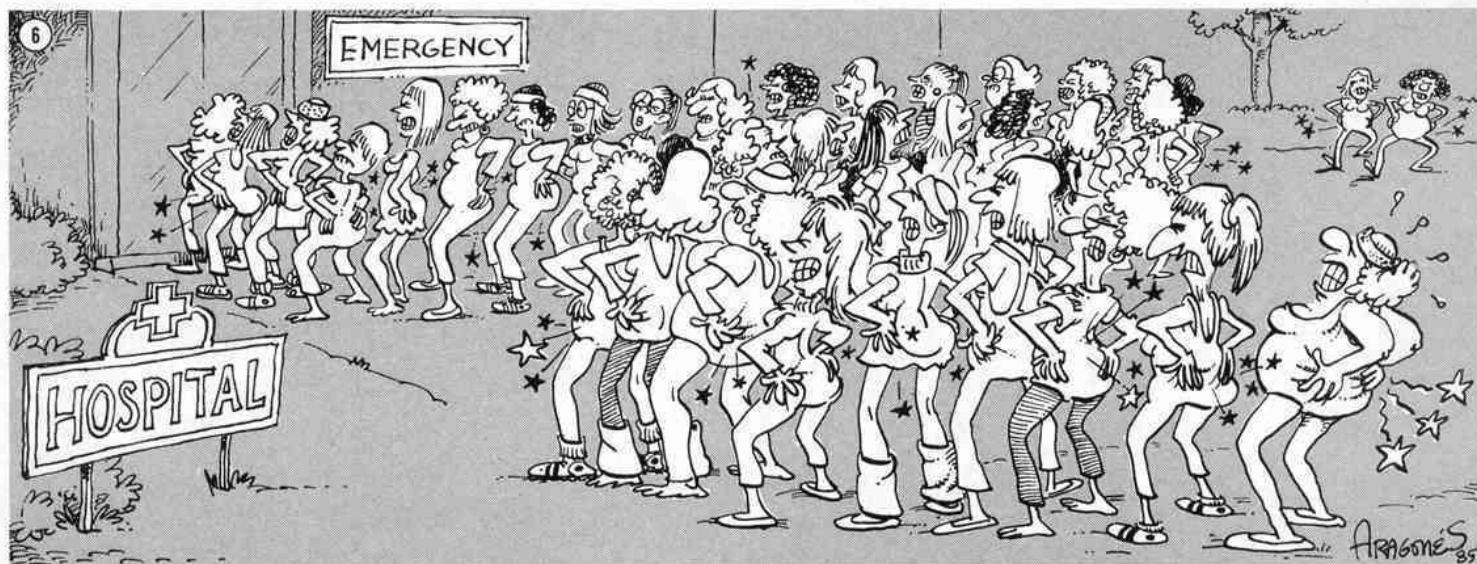
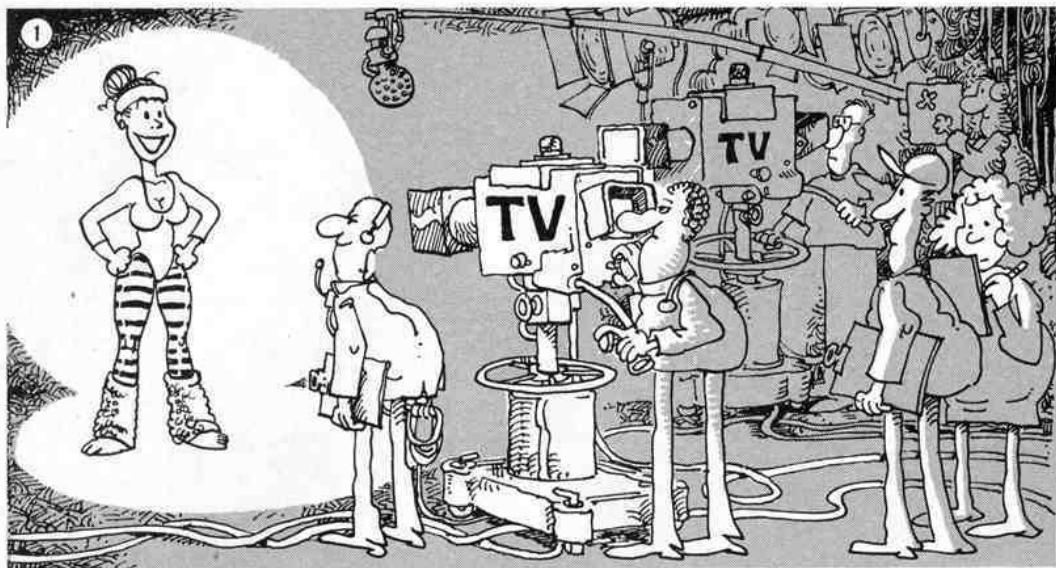
DECISIONS



HANG UPS



FLOPPY DISK



ARAGONES
85

DICK DePT.

OK, we have truth in advertising, so now how about some ...

TRUTH IN

COP
HIDING BEHIND
BILLBOARD AHEAD



DO
NOT
ENTER

THIS TOWN
ONLY LOOKS QUAINTE
WE LOVE TO
TICKET TOURISTS

MISLEADING
SIGNS
AHEAD

NO LEFT
TURN

RIP-OFF
TOURIST
ATTRACTION
5
MILES

YOUR TAX DOLLARS AT WORK
NEXT TEN MILES OF HIGHWAY
COST \$220,000

(INCLUDING \$55,000 GRAFT
AND CORRUPTION)

**BIG
TRAFFIC
BOTTLENECK
12.5
MILES
AHEAD**

ALBANY	150*
KINGSTON	101*
HIGH FALLS	53*
DOBBS FERRY	37*

*THESE ARE ALL GUESSES
ACTUAL MILEAGE MAY VARY

ROAD SIGNS

ARTIST: BOB CLARKE
WRITER: DICK DE BARTOLO

REAL SLOW
TOLL COLLECTOR

AVERAGE SPEED
TOLL COLLECTOR

SUPER FAST
TOLL COLLECTOR

BUT COUNT YOUR CHANGE

SS
SLIPPERY
WHEN
DRY

FILTHY RESTROOMS
BROKEN PAY PHONES
INEDIBLE FOOD

NEXT EXIT

GET OUT MAP
LAST HELPFUL SIGN
FOR NEXT 20 MILES
AHEAD

**CONSTRUCTION
MEN
GOOFING OFF**

**SO-SO
SCENIC
VIEW
NEXT
RIGHT**

FAILING
FROM
A
ROCK



We're Fret and Edsel Nertz. We're their next door neighbors and... whoops... **WRONG SHOW!** This isn't "I Love Loosely!"

Boy, after 10,000 reruns, you start to **forget** where you are!

I'm Ebb Nauseous and this is my wife, Tipsy. We're the Crampdin's neighbors. Rough is always trying to sucker me into his **lame-brain ventures**. Boy, am I lucky to have such a **good friend** like that!

No matter how **badly** Rough treats Ebb, Ebb considers him a **close friend**. But when you work in the **sewer**, having **ANYONE** close is an accomplishment!



WRITER: LARRY SIEGEL

ARTIST: SAM VIVIANO

One of these days, Malice! **POW!** Right in the—Right in the—I **can't** do it. Who'd believe that anybody could use that same **boring** line night after night after...

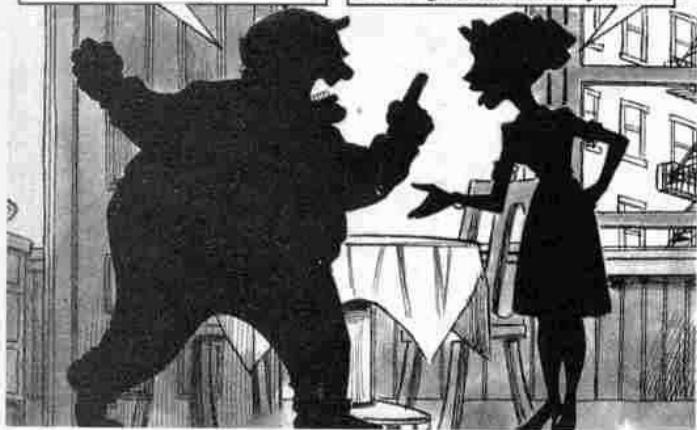
The same **idiots** who'd believe that a **classy, good-looking** woman like me would **marry** a **loser** like you and live in this **dump** when I'm capable of earning **10 times** what you do!

Nauseous! What are you doing here?!

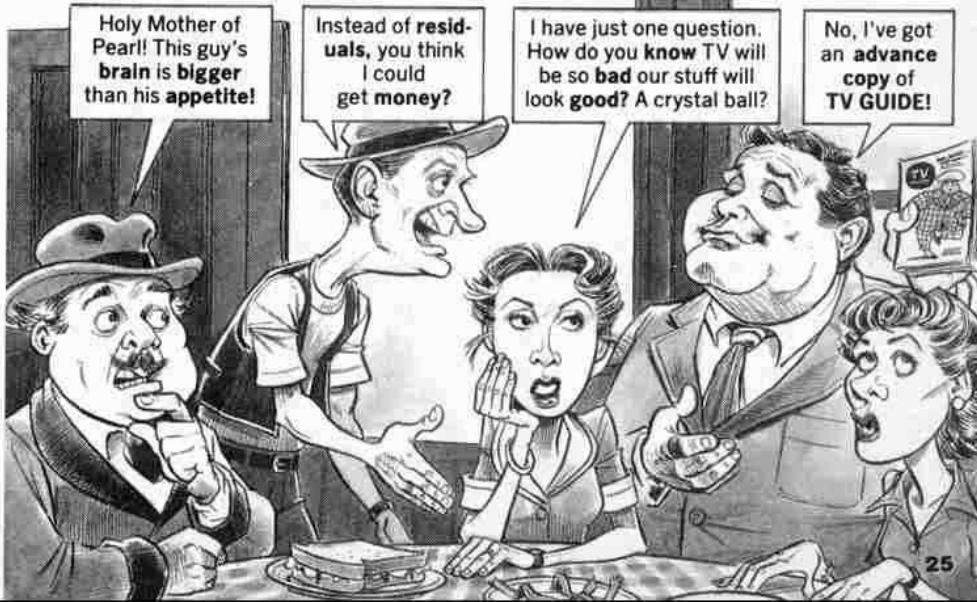
My lights went out.

Well, please **go out** with them! My boss is coming over and I don't want him to see you in your **filthy clothes** and **unshaven face**!

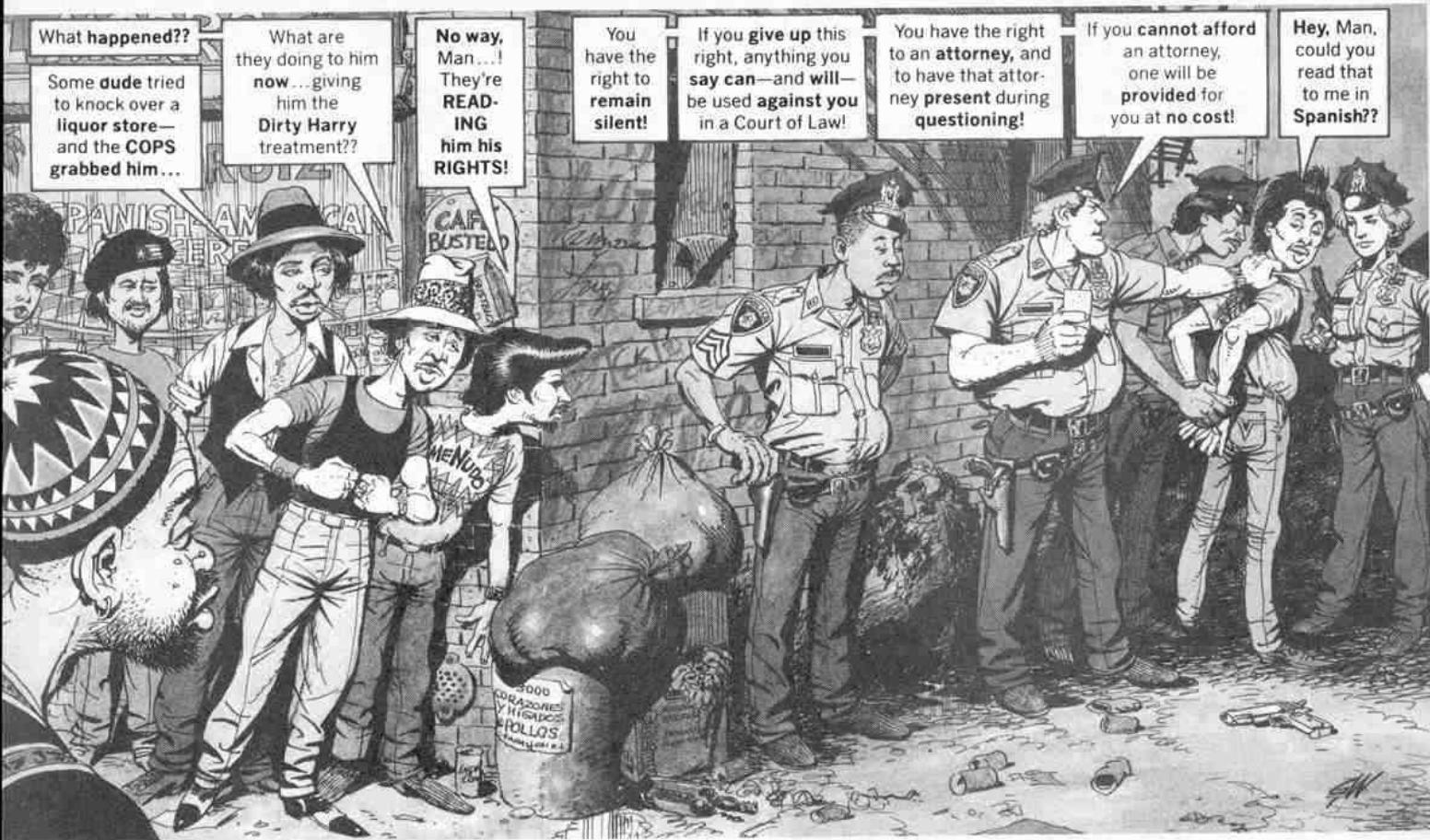
Always thinking of me, Rough! You don't want me to be embarrassed. God, what a pal!



Go ahead, make your wisecracks! I'll go into this myself! My idea is to put all these **Crummymooner** episodes into a **vault**. Then, 25 or 30 years from now, when TV is a **vast wasteland** and nostalgia and trivia are all the craze, we'll re-release them and collect millions in **residuals**!



Today, whenever someone commits a crime and is caught by the Police, the scene goes something like this:



FOR THE VICTIM OF A LOUSY RESTAURANT

You have the right to remain hungry!

Now...may I take your order...??

If you give up this right, anything you eat can—and probably will—go against you in the course of the evening!

Forget it...! I never eat in a place where the menu has an obituary column!

You have the right to consult a menu, and to have a barf bag present during ingesting!

If you cannot afford a barf bag, one will be provided for you at an additional a la carte cost!



FOR THE VICTIM OF A GUNG-HO LITTLE LEAGUE MANAGER

You have the right to take up some other sport!

So whaddya say, kid??

If you give up this right, any errors you make can—and surely will—be thrown up to you constantly during the course of the season!

You have a right to parents, and to have those parents present at games so they can question me as to why you're not getting more playing time!

If your parents cannot afford the time to come to the games and support the team, a substitute will be inserted in the lineup FOR you—a costly trauma!

Uh...let me run that by my agent...and I'll get back to you!!



All that stuff the Cop is reading is the result of *The Miranda Decision* which guarantees that criminals be advised of their rights. Which is all well and good! But what about their victims? Aren't they entitled to their rights, too? MAD feels that if petty thieves, crooks and murderers are entitled to have their rights read to them, so do us poor slob! Which is why we propose that they immediately enact...

A "MIRANDA LAW" FOR EVERYDAY VICTIMS

ARTIST: GEORGE WOODBRIDGE WRITER: LOU SILVERSTONE



FOR THE VICTIM OF A BLIND DATE

You have a right to remain home under the guise of forgetting that you had to wash your hair tonight....!

If you give up this right, anything I say during the course of the evening can—and will be—boring, nerdy and of no interest to you!

You have a right to kill your Aunt for fixing us up, and to have other relatives present when you do... so they'll never get any other ideas about matchmaking in the future!

If you cannot afford to split the bill tonight, forget it... because there's no way I'M gonna spring for the cost of this fiasco...!!

How about it? Knowing all this, you still wanna go out with me?

You have the right to know I have HERPES!!



FOR THE VICTIM OF A SLOW CHECK-OUT CLERK

You have the right to shop at a Mom & Pop store!

If you give up this right, the groceries you select can—and will—take forever to be charged up, checked out, bagged and paid for!

You have the right to limit your purchases to ten items or less and to present these items at the Express Check-out, WHEN it is operating!

If you decide to pay for the items you've purchased by check, a punch in the mouth may be provided by the guy behind you at no extra cost!!

Next, please!

Uh... no thanks! Just browsing!



FOR THE VICTIM OF A DISHONEST MECHANIC

You have a right to pull out of this clip joint, and try to fix your car yourself!

If you give up this right, any parts of your car we have in stock can—and will—be replaced... whether they need to be, or not!

You have a right to a free estimate—and to have that estimate present when we present our real final bill! Our boys just love a good laugh!!

If you cannot afford these repairs, additional work will be done on YOUR body... at no extra cost

Uh... thanks, but all I came in for was directions on how to get to Bayonne!!

Just roll down your window... and follow the stench!



FOR THE VICTIM OF AN UNCARING DOG OWNER

You have the right to stay indoors and not to try jogging, or even walking!

If you give up this right, anything you step in can—and will—be yucky, stick to your shoes... and stink like hell!!!

You have a right to try an alternate route, and to have a Pooper Scooper with you during your stroll or workout!

If you cannot afford a new pair of shoes after you step into what my dog drops... tough!!

Why don't you try cleaning it up?!

Are you crazy?!! That stuff is... choke... disgusting!!



FOR THE VICTIM OF A CROOKED POLITICIAN

You can ignore this election and not vote at all!

If you give up this right and vote for me, anything I do during my term of office can—and probably will—be in the interest of those who contributed to my campaign, ...not in yours!

You have the right to attempt to bribe me and to have that bribe deposited in my secret slush fund!

If you cannot afford to bribe me, there are plenty of other Special Interest Groups who will!

So... can I count on your important vote?

VOTE FOR ME IS A VOTE FOR THE BEST POLITICIAN MONEY CAN BUY

No... you can count on my total apathy!



FOR THE VICTIM OF A TICKET SCALPER

You have the right to stay home instead... and listen to the Group's records!!

If you give up this right, any tickets you may try to buy from me can—and will be at the highest prices ever paid... for the worst seats!

Let's just forget it and go home!!

You have a right to a tourniquet (for nose bleeds) and to have a pair of field glasses present during the concert... so the performers don't look like ants!

If you cannot afford my price, the world will provide me with another sucker who will buy these tickets at possibly a higher cost!!

I can let you have two seats on your front porch—cheap!!

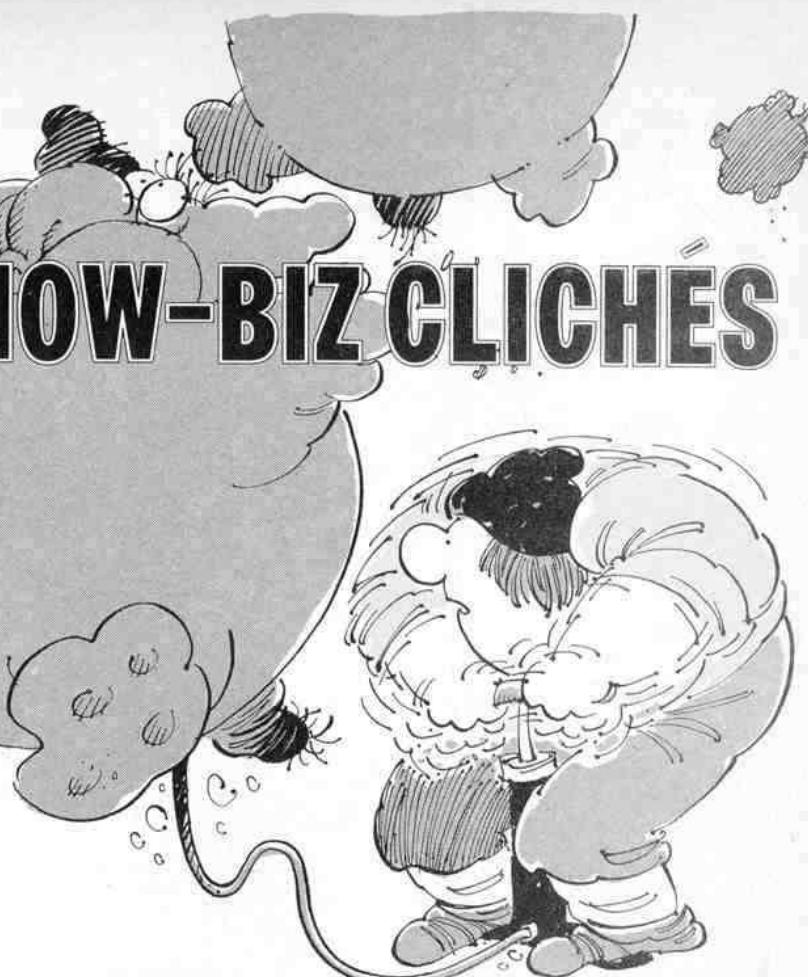


WHERE THE WILD THINGS STAR DEPT.

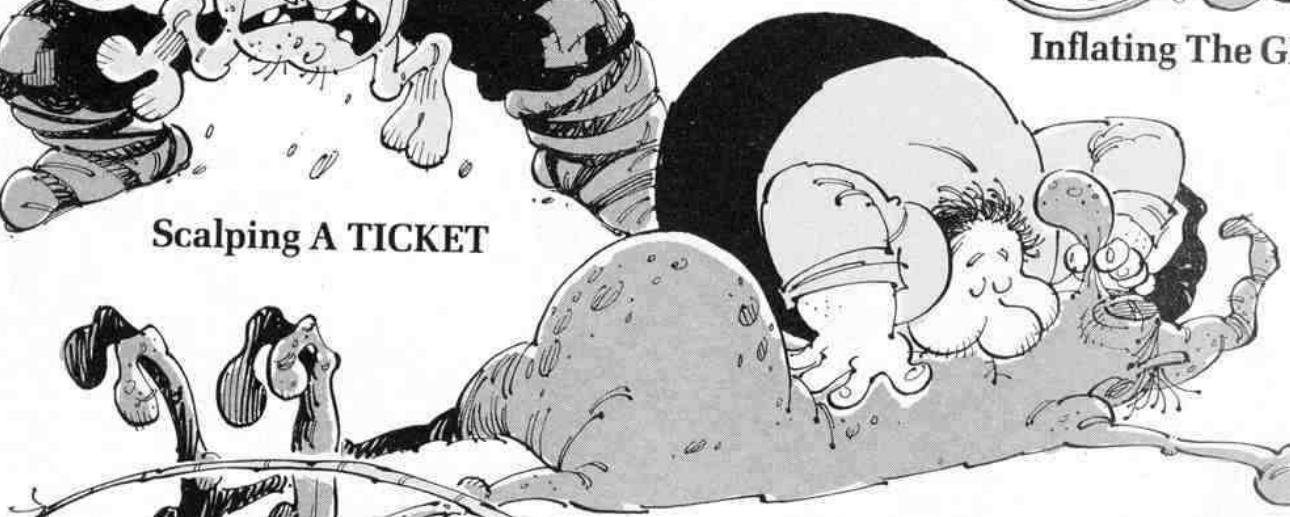
HORRIFYING SHOW-BIZ CLICHÉS



Scalping A TICKET



Inflating The GROSSES

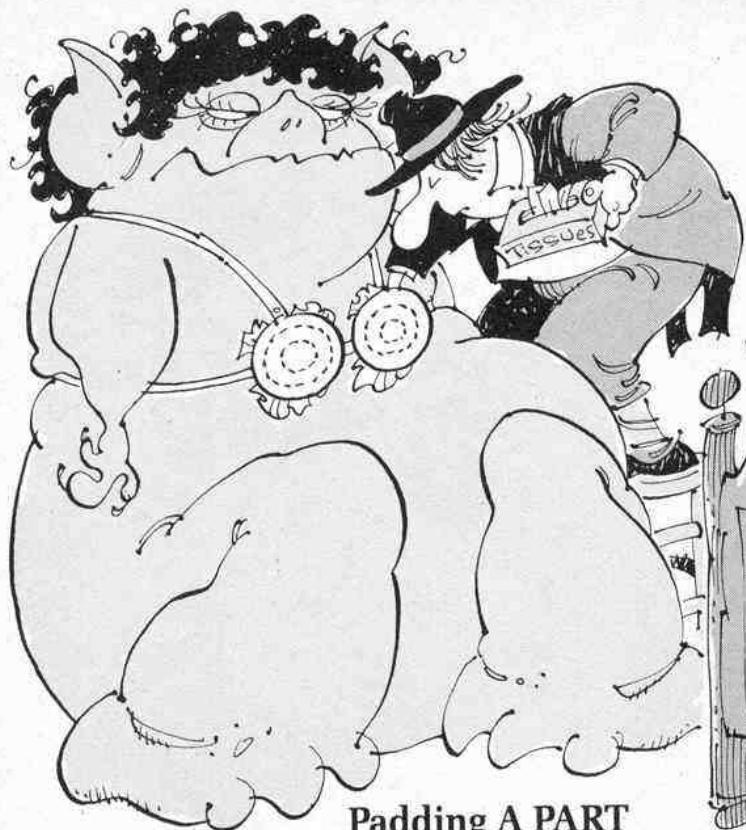


Reviving An OLD STANDARD



Casting A ROLE

Doctoring A Horrible SCRIPT



Padding A PART



Striking A SET

Releasing An EPIC

Mounting A PRODUCTION

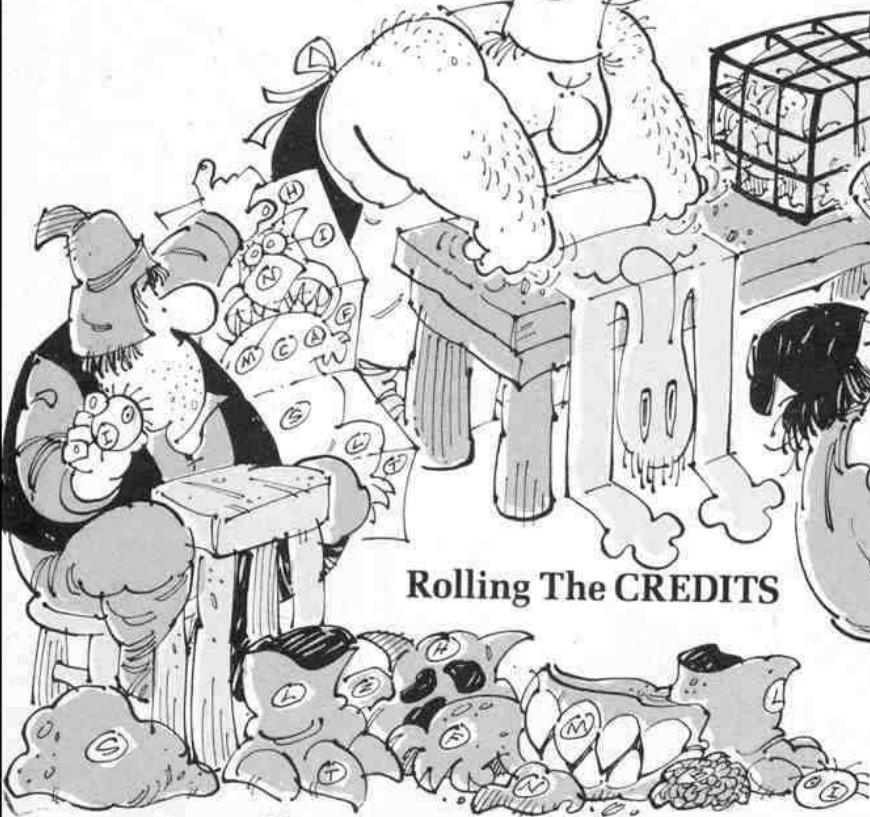


Missing A CUE



Milking A GAG

Going With An UNKNOWN



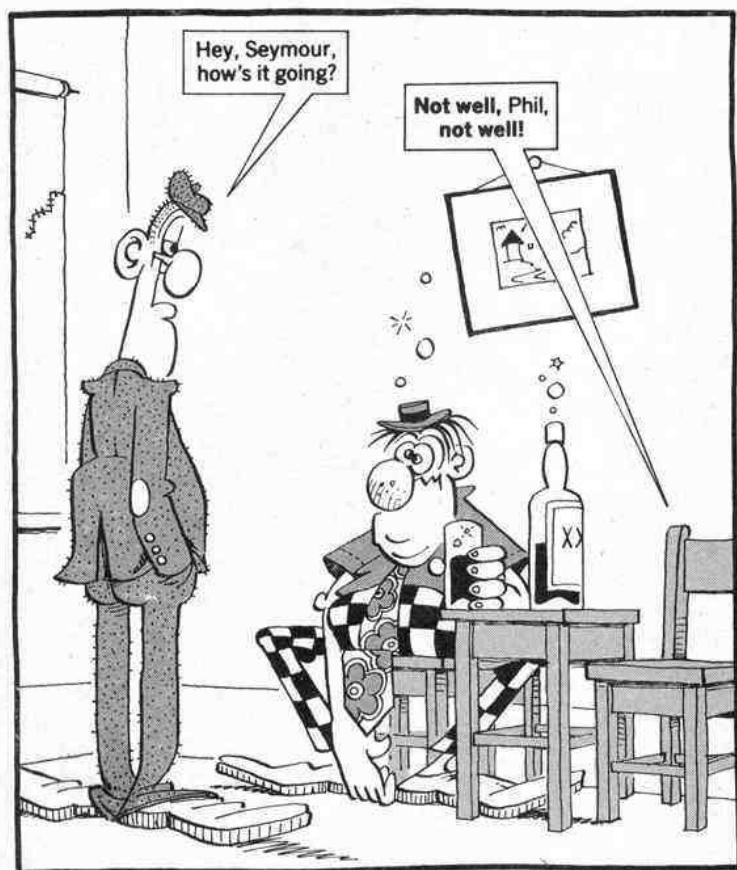
Rolling The CREDITS

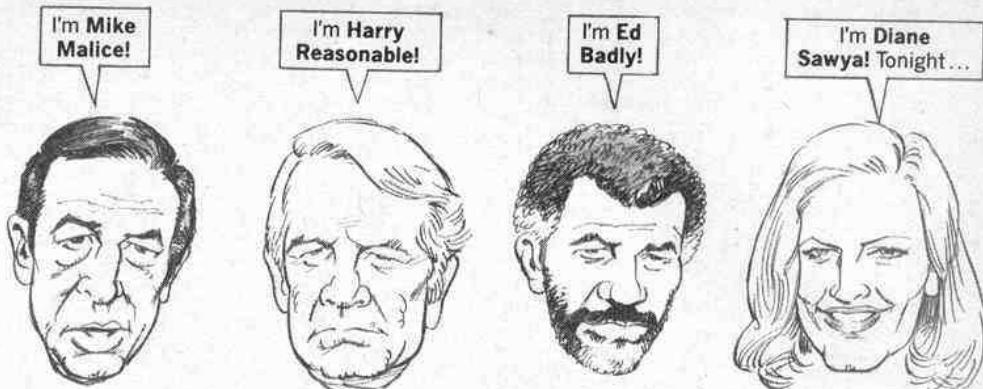
Assembling A CAST



Extending An ENGAGEMENT

ONE NOT SO FINE DAY IN THE LIFE OF SEYMOUR SCHMENDRICK





THE ORAL MAJORITY DEPT.

SICKY MINUTES

LOOKS SEX AND VIOLENCE AT ... IN AMERICA TODAY!

(Actually, the title is "Molders Of Morality In Modern America" but who's gonna read an article with a stupid title like that?!?)

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

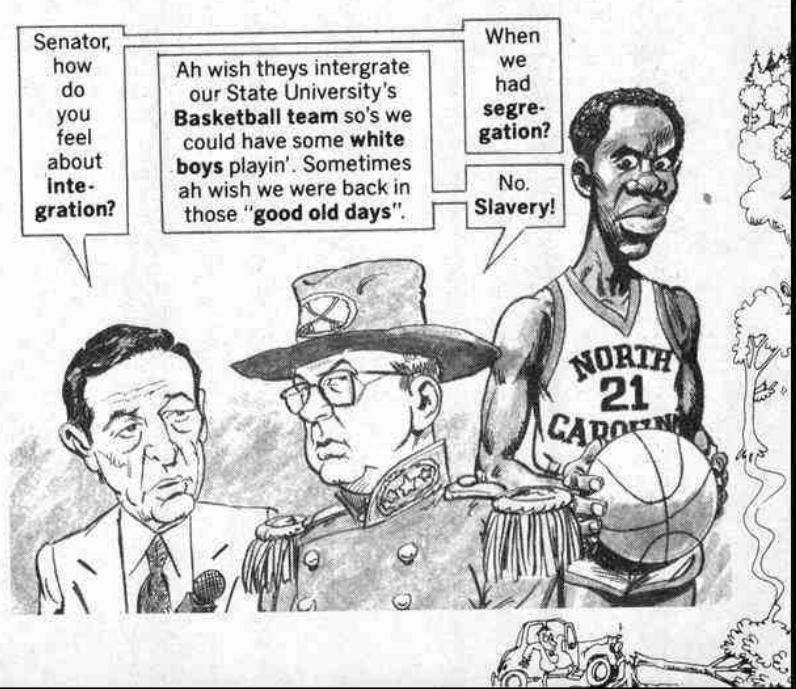
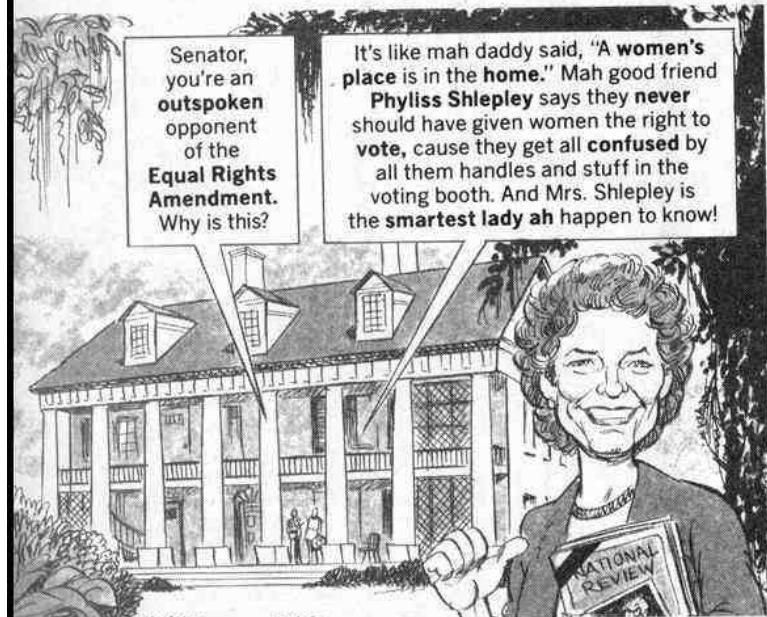
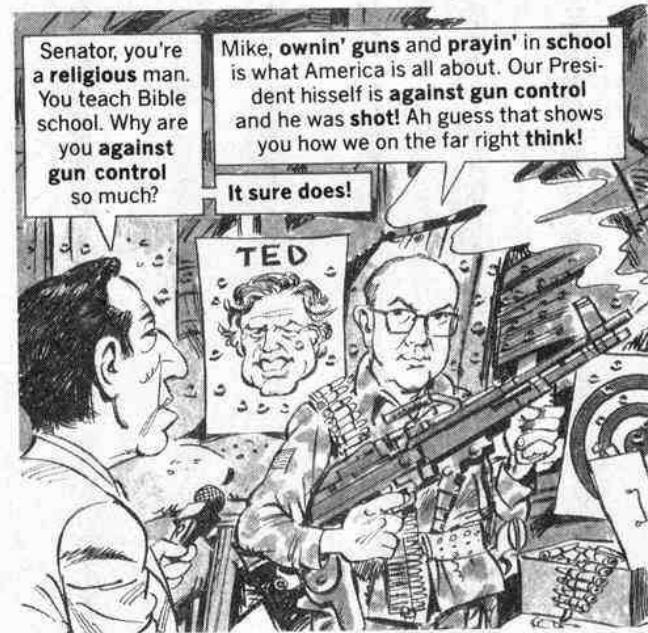
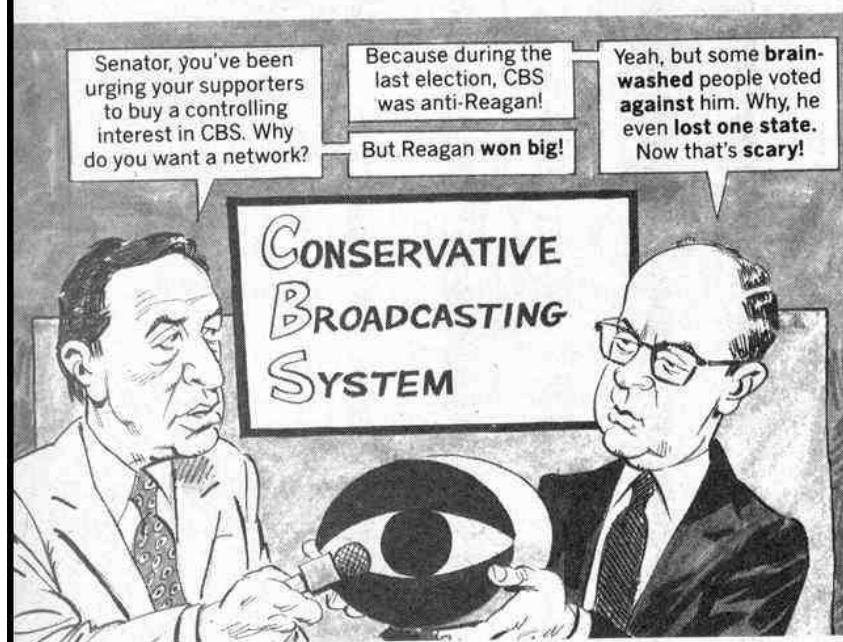
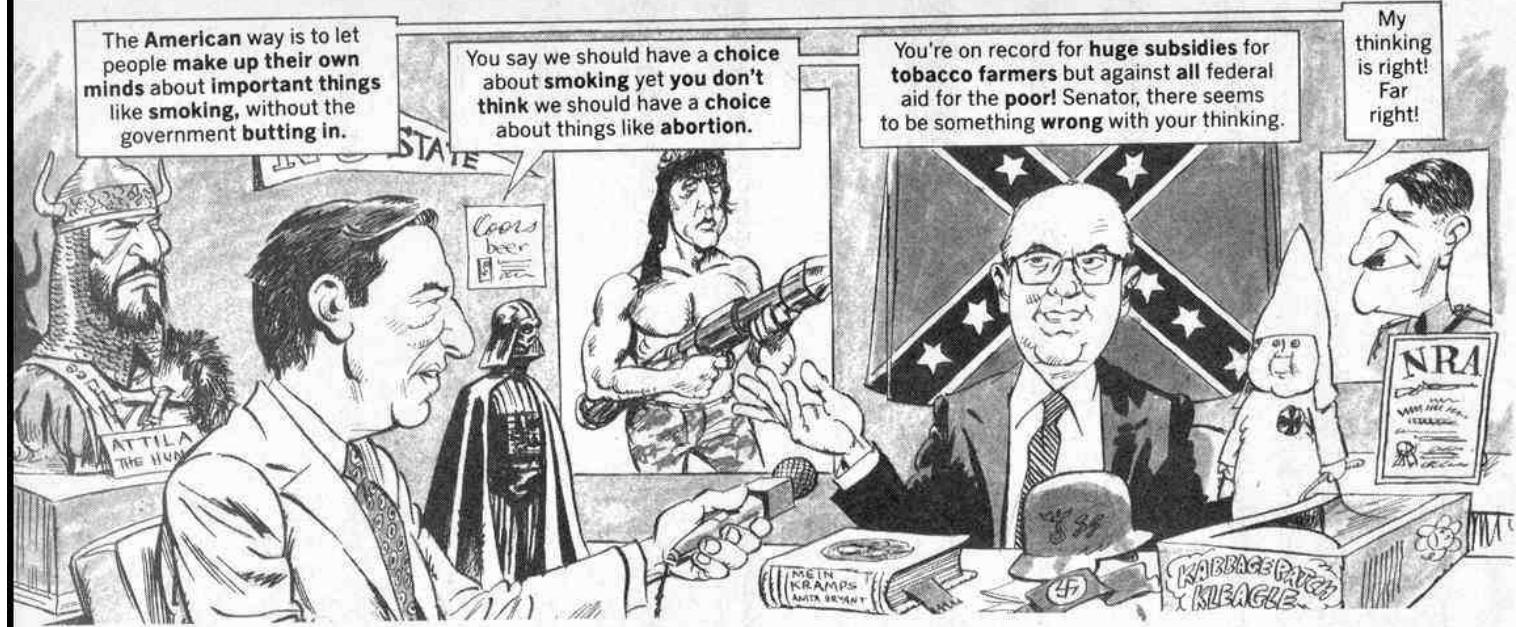
Thanks to **Madison Avenue**, we Americans are accustomed to **being told** what deodorant to use, what car to drive, what clothes to wear and **even** what ointment to use for the **flare-up of hemorrhoids**. But at least we have a choice of products! Now we are being **told** by a **self-appointed** group what's **morally** and **ethically** right and we're **not given a choice**! I'm here in North Carolina with one of the leaders of this movement, **Republican Senator Jesse Hellsman**.

Mike, nice to see ya. Have a cigarette, a cigar, a pipe, or maybe you would prefer a chew?

Sorry, Senator, but I **don't smoke**! As the **Surgeon General** says, "Smoking is hazardous to your health!"

Well, there's **no** mention of that in the **Bible**! Ah mean, nowhere does it say, "Thou shalt **not smoke**!" So **who** you gonna listen to, some **quack** or **God** in heaven?!!







Ed Badly here in Virginia at the headquarters of Rev. Jerry Wellheeled. Rev., for a man of the cloth, you certainly surround yourself with expensive goodies.

Actually, Ed, I'm a man of **simple tastes**. But I do like the place to **look nice** when I talk to God.

Didn't Jesus say that **money has no place in religion**?

Sure, that was all right for Him to say! What'd He have? Ten or eleven **disciples**?

Twelve!

Whatever! I got more **P.R.** guys than that!

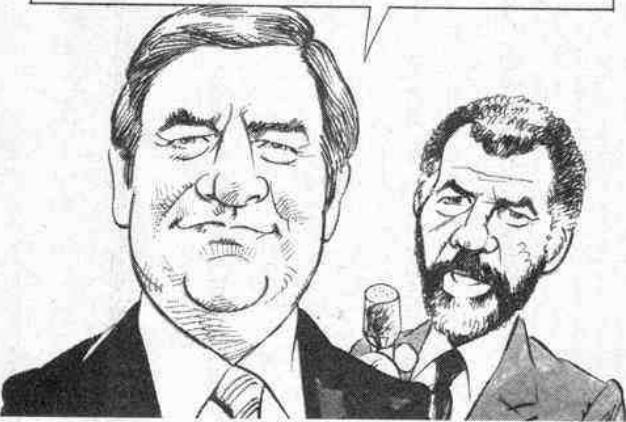


Times have **changed**! When He gave the Sermon On The Mount, they **didn't** have TV. He **didn't** need a **makeup man** or **writers** or **technicians**! Today, everything **costs**! I have to buy **TV time, computers, satellites, wardrobes**, all kinds of stuff! But I'm doing all this for the Lord. When the **Second Coming** takes place, I'm going to let Him **use** all my facilities, including my private jet and jacuzzi, **at no cost**!

One thing hasn't changed. God still **listens** to our **prayers**! Why, God **gave America the Atom Bomb** because our scientists **prayed** every night!

Conservative ministers say God only listens to **Christian prayers**. Yet many of the men who developed America's nuclear capability were of **different religious faiths**.

That shows you how **benevolent** God is. Sometimes He even listens to the **prayers of people** He **don't count**.



This is our **TV monitoring department**. We check out all TV shows for **sex, violence**, or anything else we consider **unsuitable**. Then we **threaten** to **boycott** the sponsor's products.

I guess **you** find everything, but Walt Disney **objectionable**.

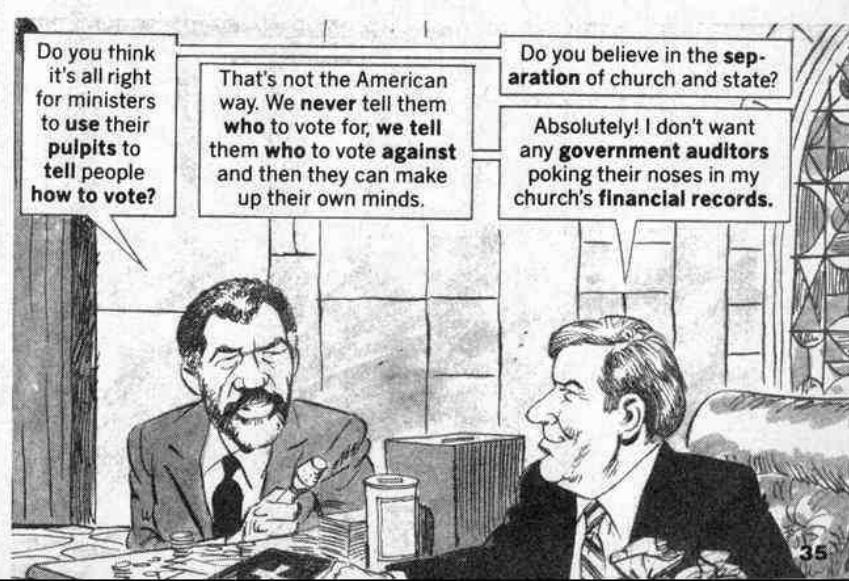
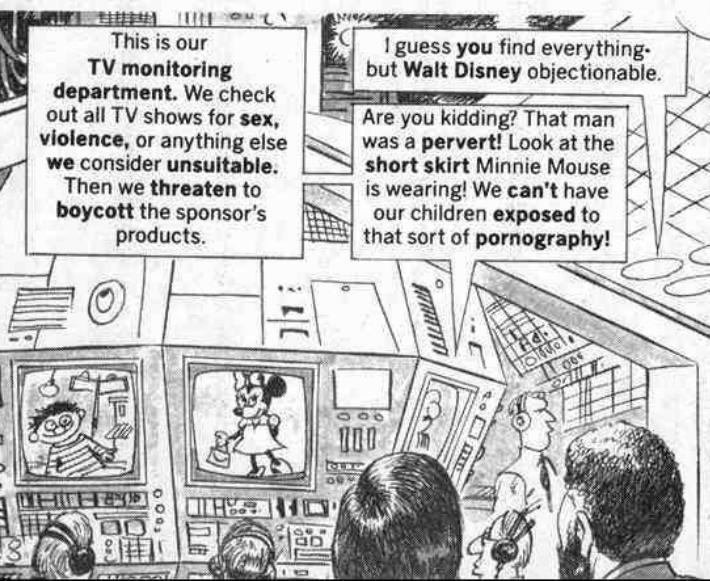
Are you kidding? That man was a **pervert**! Look at the **short skirt** Minnie Mouse is wearing! We **can't** have our children **exposed** to that sort of **pornography**!

Do you think it's all right for ministers to **use** their **pulpits** to tell people **how to vote**?

That's not the American way. We **never** tell them **who** to vote for, we tell them **who** to vote **against** and then they can make up their own minds.

Do you believe in the **separation** of church and state?

Absolutely! I don't want any **government auditors** poking their noses in my church's **financial records**.



I'm Harry Reasonable. I'm here with Mal and Worma Goober who operate the country's largest book clearing house from their home in Short View, Texas.

Mal, what is a book clearing house?

What we do mostly is advise concerned parent groups if a certain book is **morally acceptable** for use in their schools.

And since the **Gipper's** been in the White House, the **book burning**... I mean the **text book clearing business** is booming!

What type of things do you find **morally unacceptable**?

Anything negative about America—like knockin' **General Custer** and building up those **redskins**!

Or sayin' we **lost** in **Vietnam**. If they paid attention to **Westmoreland's body count**, they'd know we won!

Let's say **you** find a book **objectionable**. What then?

And the publishers **comply**?

We advise the parent group, who tells the school board, who tells the publisher to get rid of the **Commie** stuff or we get rid of the book.

Of course! They have **no choice**! Where they gonna sell their book, in a drug store?

Is it only **text books** you are unhappy with?

No sir! It's the **whole education system**! We want schools to get back to **basics** that made America great!

Right! Like **spellin'**, **baton twirlin'**, **penmanship** and **home economics**.

What about courses like **Creative Writing**?

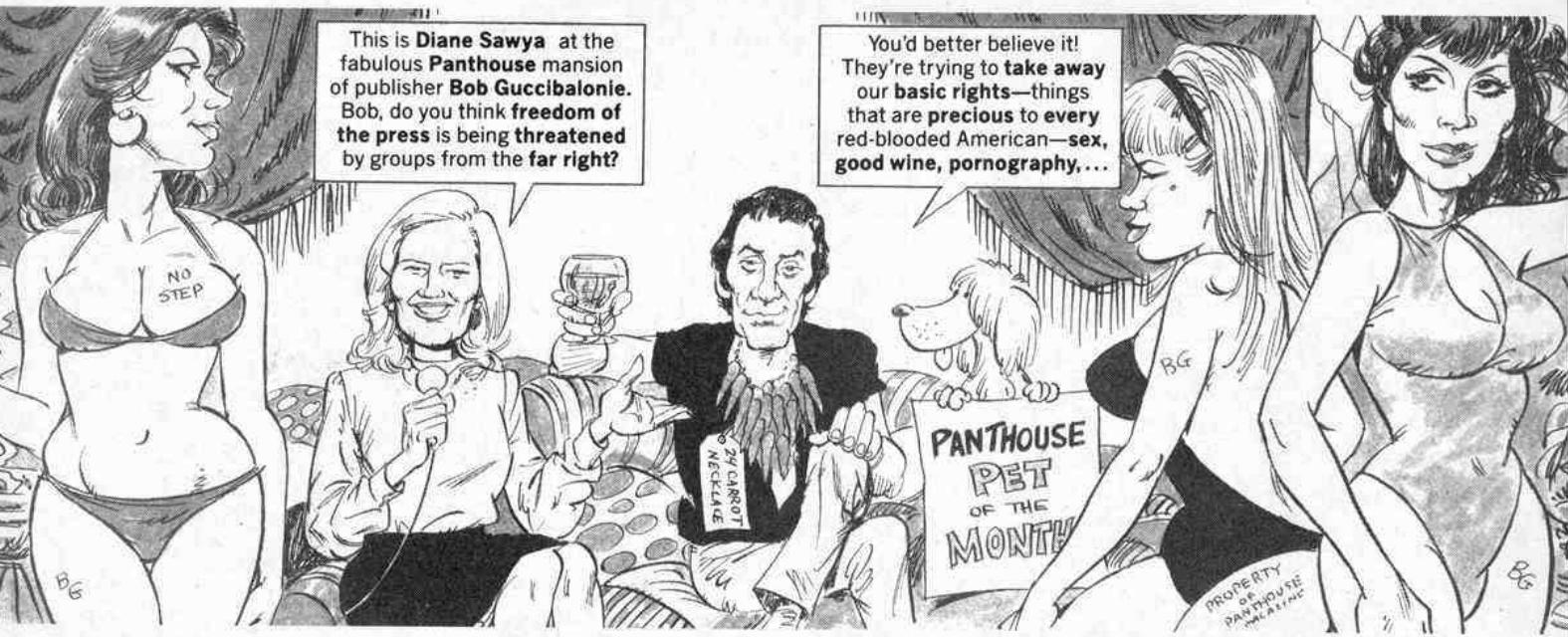
All that **thinkin'** and **creatin'** stuff is what led our kids into **drugs** and **sex** and not caring about **important** stuff like family and whether the school's **football** team wins or loses.





This is Diane Sawya at the fabulous Panthouse mansion of publisher Bob Guccibalonie. Bob, do you think freedom of the press is being threatened by groups from the far right?

You'd better believe it! They're trying to take away our basic rights—things that are precious to every red-blooded American—sex, good wine, pornography,...



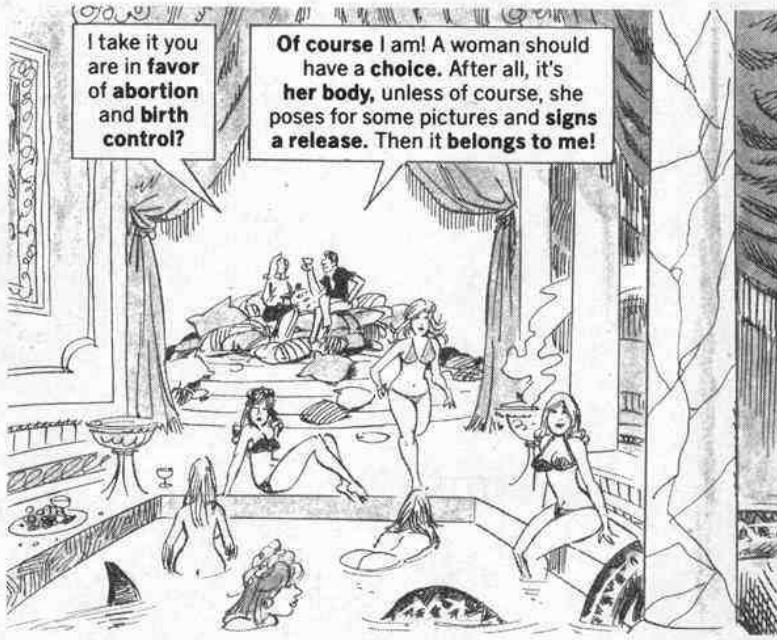
FAIL THE RABBIT TEST OR ELSE...


Do you consider yourself a male chauvinist since your magazine, Panthouse, has been accused of exploiting women?

I'd like to set the record straight. I believe in the rights of women. I believe they have the right to pose in the buff. And I believe men have the right to buy my magazine and slobber all over the pictures.

I take it you are in favor of abortion and birth control?

Of course I am! A woman should have a choice. After all, it's her body, unless of course, she poses for some pictures and signs a release. Then it belongs to me!



Mr. Guccibalonie, I'm Andy Looney. Is it true you offered Liz Taylor a million bucks to pose in the nude for you?

Yeah, my readers get turned on by naked celebrities no matter how fat or old they are.

Well, I'm as old as Liz, and we weigh about the same, and I'm sort of a celebrity, so how much will you pay me to pose for Panhouse, Mr. Guccibalonie?

I may like "kinky" but I'm not into "DISGUSTING"! HELP!!

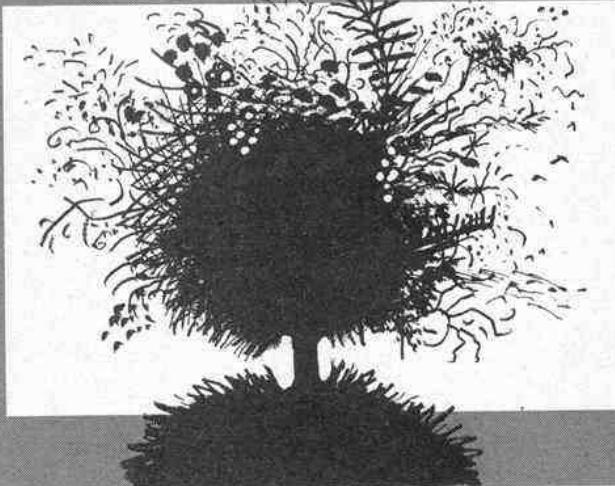


THA... THA... THAT'S ALL,

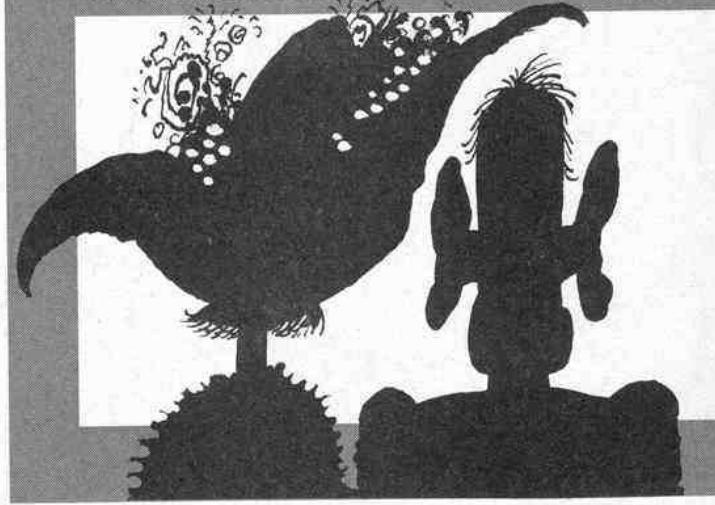
BEHIND THE ODD-BALLS DEPT.

A MAD FIELD GUIDE FOR SPOT

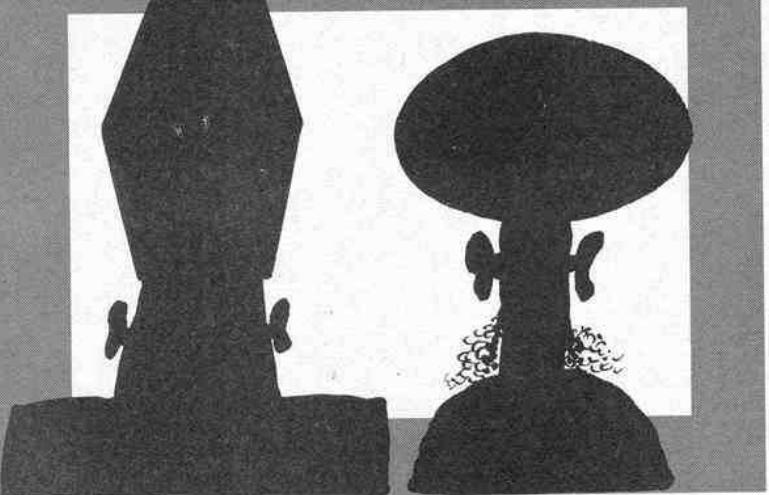
BEHIND CYNDI LAUPER



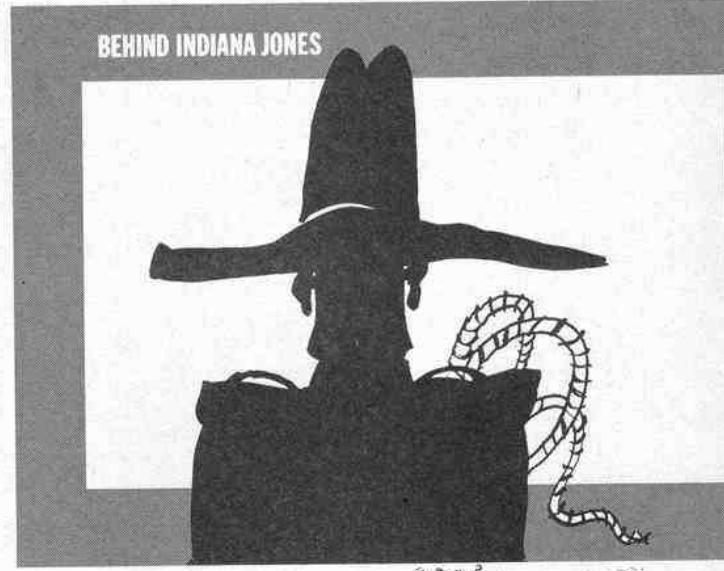
BEHIND PRINCESS DI AND PRINCE CHARLES



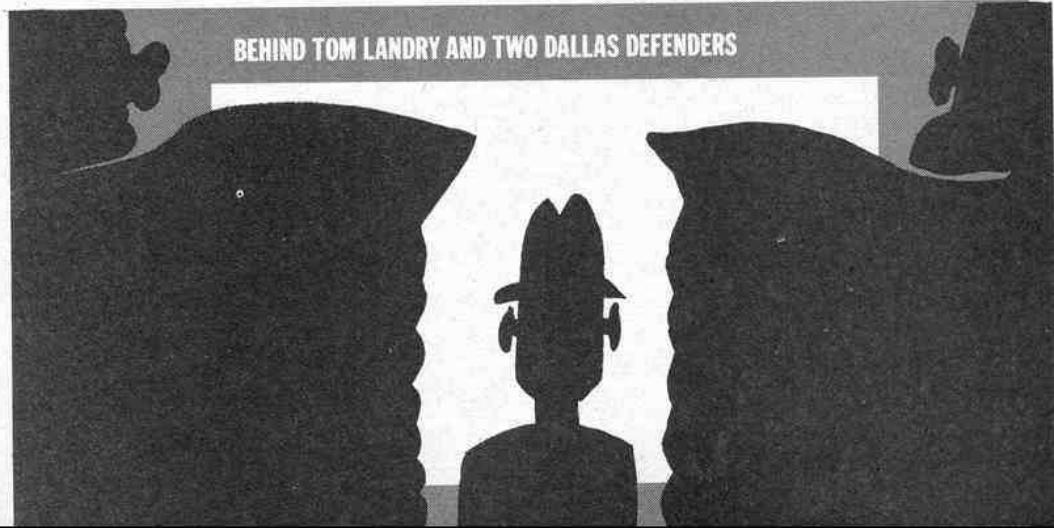
BEHIND THE POPE AND THE AYATOLLAH



BEHIND INDIANA JONES



BEHIND TOM LANDRY AND TWO DALLAS DEFENDERS

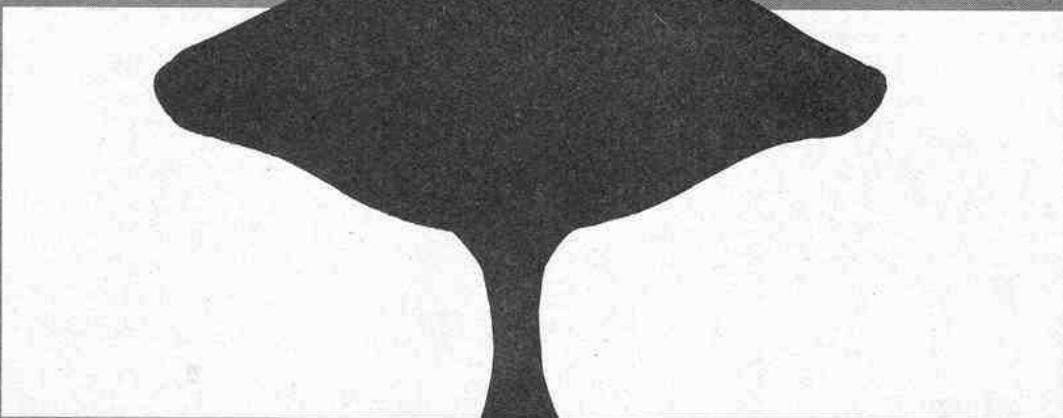




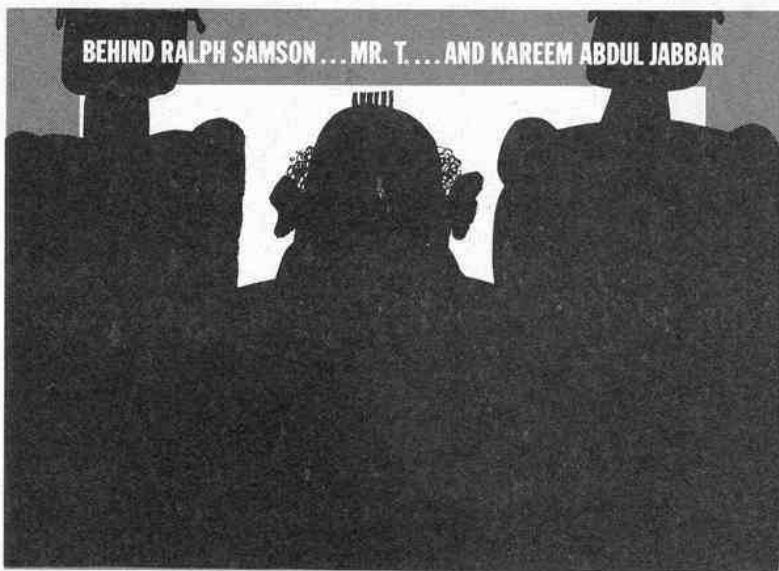
TING CELEBRITIES AT THE MOVIES

ARTIST AND WRITER: PAUL PETER PORGES

BEHIND E.T.



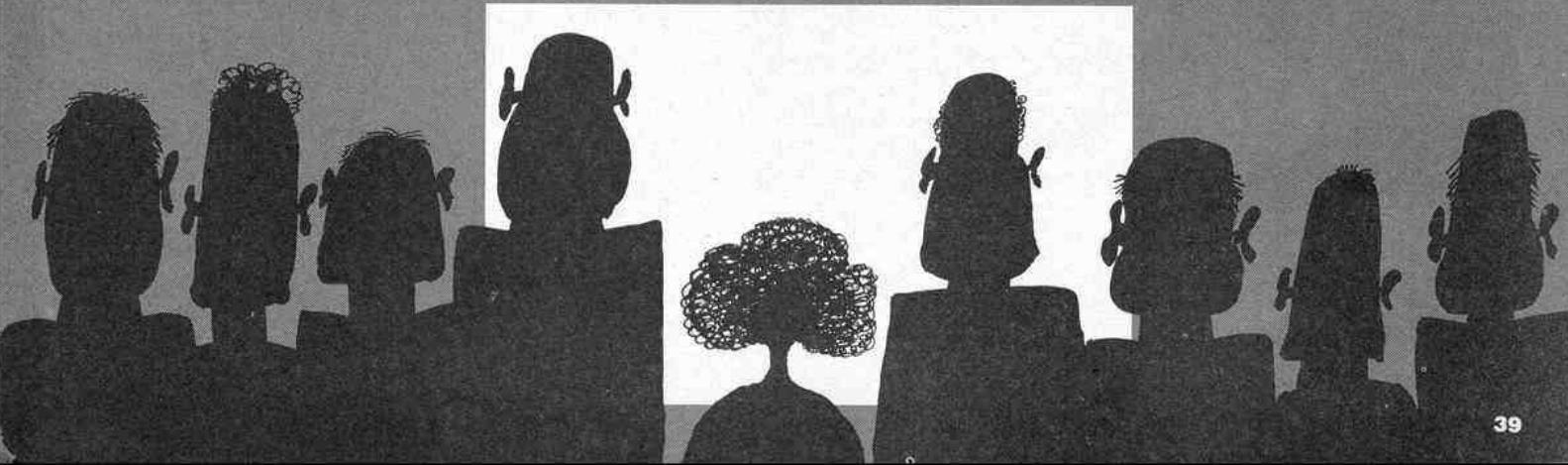
BEHIND RALPH SAMSON... MR. T.... AND KAREEM ABDUL JABBAR



BEHIND STEVE MARTIN



BEHIND THE U.S. SUPREME COURT



COMPILING IT ON AND ON DEPT.

It's still selling, that big fat book loaded with irrelevant trivia serving no worthwhile purpose! Which gives MAD an excuse once again to bring you the following relevant trivia serving no worthwhile purpose! A cheap rehash of MAD #225, here is...

MAD'S REALLY RELEVANT BOOK OF LISTS VOLUME 2

WRITER: FRANK JACOBS

8 COMMENTS THAT INDICATE YOUR LIFE IS NOT GOING THE WAY YOU'D LIKE IT TO

1. "We'll appeal."
2. "If only we'd treated it earlier."
3. "Mr. Fazio and two large gentlemen insist on talking to you privately about a financial matter."
4. "Beat four jacks."
5. "So you'll learn to write left-handed."
6. "A lot of men have started over at 60."
7. "And I thought he was your best friend."
8. "Just don't try lifting anything heavy."



10 STATEMENTS INSPIRING THE LEAST CONFIDENCE

1. "Billy's back!"
2. "Let the U.N. handle it."
3. "Arafat has given his guarantee."
4. "It's a brand-new ABC season!"
5. "Coppola's putting his own money in it."
6. "Let's go, Cubs!"
7. "Reagan's assured us Congress will go along."
8. "He's got the De Lorean touch."
9. "Liz says this time it's for keeps."
10. "It's says so right here in The National Enquirer."



THE 9 FAVORITE EXPRESSIONS USED BY INSURANCE ADJUSTORS

1. "Ordinarily, you'd be covered."
2. "You didn't read the Deductible Clause."
3. "It doesn't cover you away from home."
4. "It only covers you away from home."
5. "Except for the exclusions, your policy is all inclusive."
6. "Your policy covers him, not you."
7. "His policy covers him, not you."
8. "In the future, you might want to improve your coverage."
9. "If... God forbid..."



7 OFFERS OF ASSISTANCE WE'D RATHER NOT HEAR

1. "Can I get you an air-sickness bag?"
2. "I'll ask my doctor. He knows all about herpes."
3. "You won't talk? Let's see if we can help you remember."
4. "Jim, here, will show you around the asylum."
5. "You'll be able to see once I wipe off the blood."
6. "We'll pry you out of there if it takes all night."
7. "Lie on your stomach so I can remove the rest of the quills."



10 JUNK-MAIL "OPENERS" THAT REQUIRE NO FURTHER READING

1. "This is the most important letter you will ever receive."
2. "Would you spend \$1 a week to have a perfect sex life?"
3. "Now the secrets of the ancient Sardinians can be yours!"
4. "When was the last time you won BIG at the race-track?"
5. "We're sending you FREE this authentic Peruvian good-luck charm!"
6. "Give me 15 minutes a day and I'll show you how to conquer the Universe!"
7. "Don't read this unless you'd like to make up to \$5,000 a week in your spare time!"
8. "NOW—you can relive your past lives!"
9. "Civilizations in outer space are waiting to hear from you!"
10. "How can YOU profit from the coming world catastrophe?"



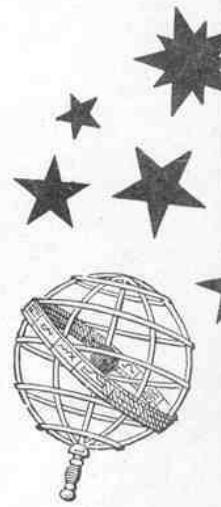
7 UNIQUE WAYS TO TEST YOUR COURAGE

1. Entering a mosque in Mecca wearing a skullcap and singing "Hatikvah."
2. Heckling Frank Sinatra.
3. Leading a Gay Rights march through a crowd of out-of-work Pittsburgh steel-workers.
4. Camping out overnight in Beirut.
5. Doing your "Godfather" imitation in a restaurant in New York's "Little Italy."
6. Toasting the Queen in a Belfast pub.
7. Sampling roadside food in Mexico.



THE 10 LEAST BELIEVABLE PROPHECIES

1. "The place will be crawling with great-looking girls."
2. "When it says empty, there's always a couple of gallons left."
3. "Counting drinks and tip, you'll pay \$30 tops."
4. "It won't feel cold once you dive in."
5. "I'll send your waiter right over."
6. "They'll feel wonderful once you break them in."
7. "We're bringing it in under budget."
8. "You can assemble it yourself in minutes."
9. "You'll housebreak him in no time."
10. "I do."

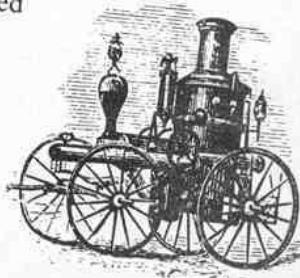


THE 9 LEAST EARTH-SHAKING HEADLINES

1. MID-EAST TALKS STALL
2. ROCK STAR IN DRUG BUST
3. TEAMSTER BOSS INDICTED
4. McENROE BLASTS OFFICIATING
5. MOBSTER FOUND SLAIN
6. PRINCESS DI SNUBS PHOTOG
7. SNAGS DELAY SPACE LAUNCH
8. POSTAL RATE HIKE EXPECTED
9. REAGAN SEES UPTURN

THE 6 MOST EFFECTIVE COP-OUTS AS TO WHY YOUR CAR IS STILL IN THE SHOP

1. "The job's done, but when we road-tested it, we heard something we didn't like."
2. "Our transmission man is out with the flu."
3. "One of our mechanics misplaced your worksheet."
4. "We have to order the part."
5. "We're still waiting for the part."
6. "They sent the wrong part."



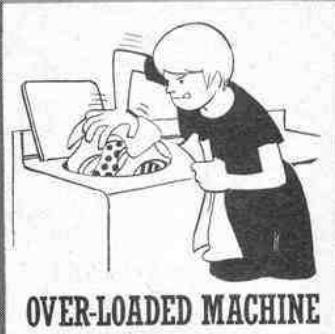
WASH BORED GAMES DEPT.

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

LAUNDROMAT BINGO

ARTIST: BOB CLARKE

WRITER: RURIK TYLER





QUARTER CHASER



QUARTER EATER



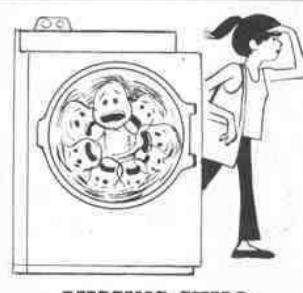
SHRUNKEN CLOTHES



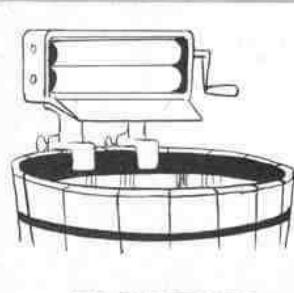
FIGHT OVER DRYER



DISGUSTING CHILD



MISSING CHILD



OLD MACHINES

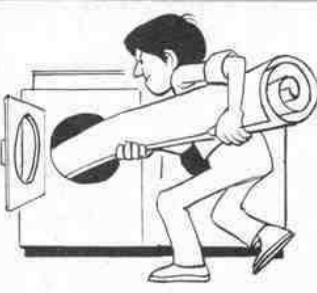


NEW MACHINES

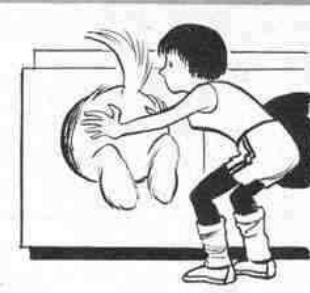


CLOTHES-FOLDER

FREE
SPACE



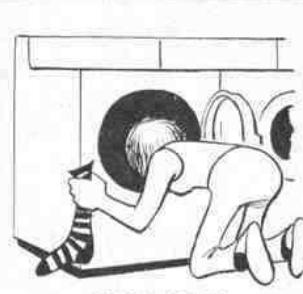
RUG WASHER



PET WASHER



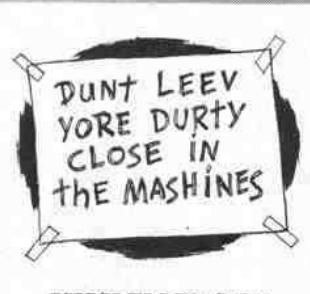
LEAKS



LOST SOCK



OVERFLOWING
GARBAGE CAN



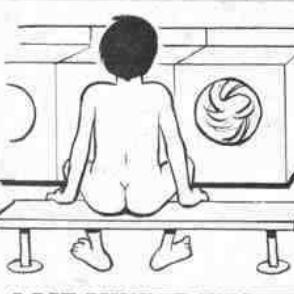
MISSPELLED SIGN



WATERBUG



LIGHT WATCHER

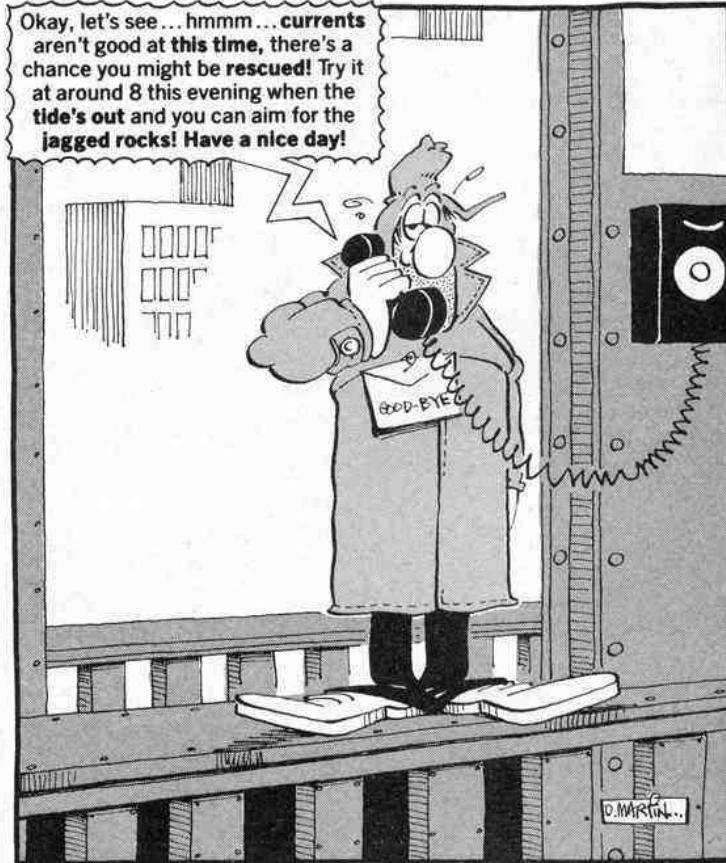
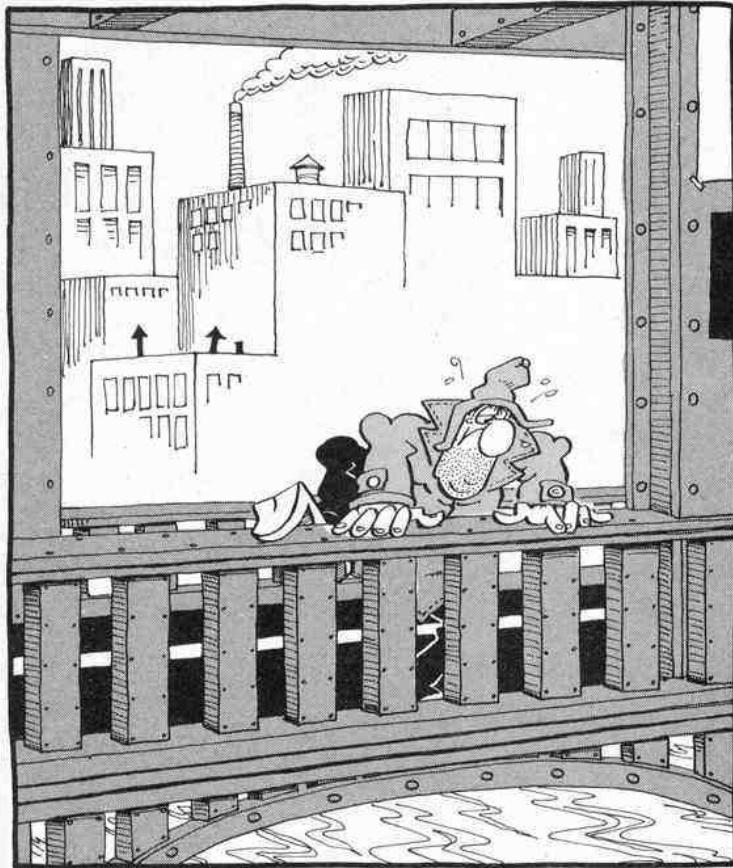


LAST MINUTE WASHER



WET SPOT

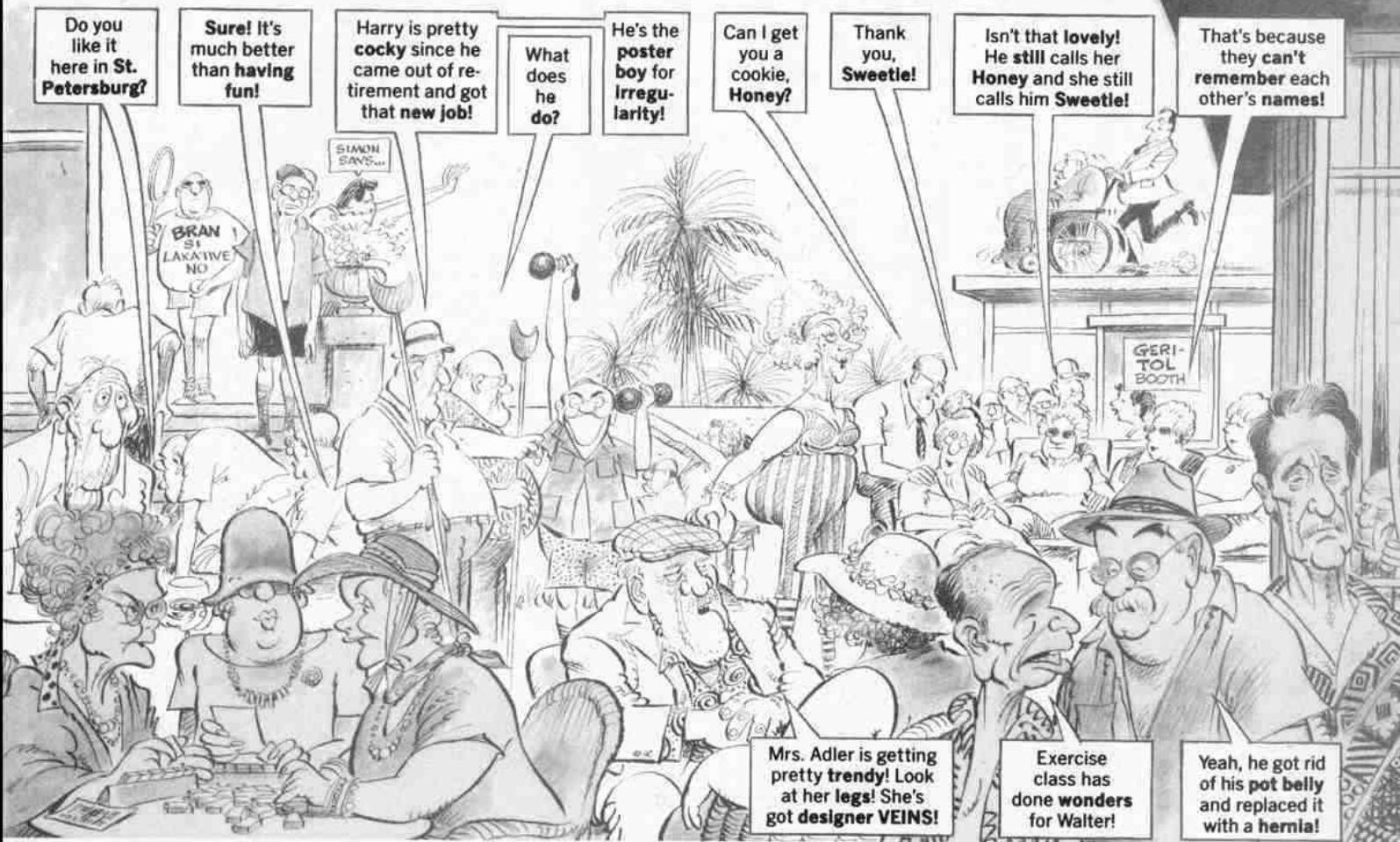
ONE NOT SO FINE DAY IN THE LIFE OF HAROLD QWERTY



NO POOL LIKE AN OLD POOL DEPT.

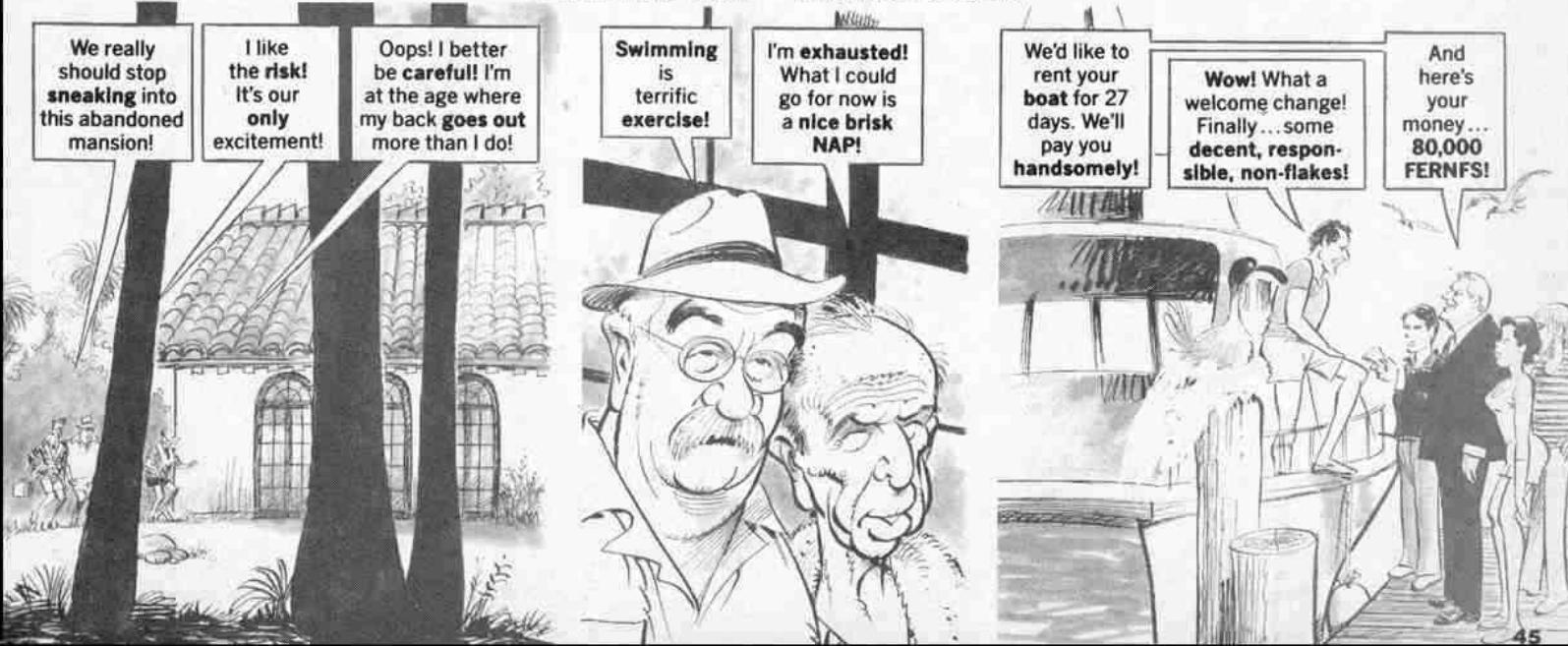
Here's a film that should appeal to septuagenarians of all ages. It's called...

KOO KOON



WRITER: ARNIE KOGAN

ARTIST: MORT DRUCKER



What are those weird looking shells?

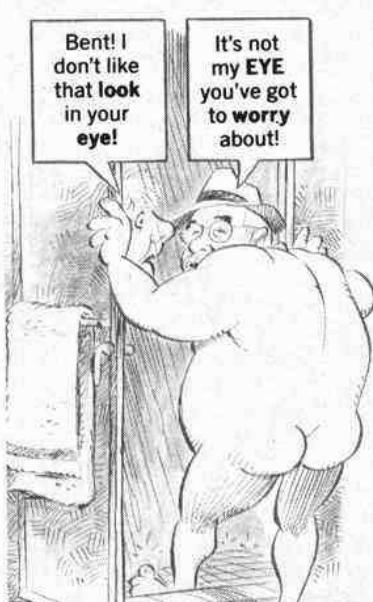
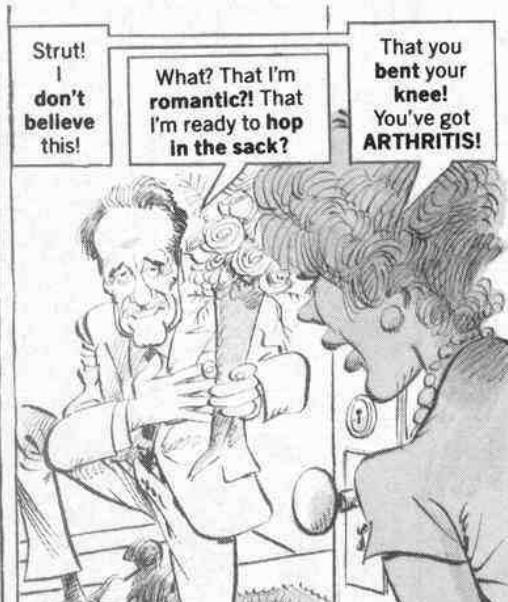
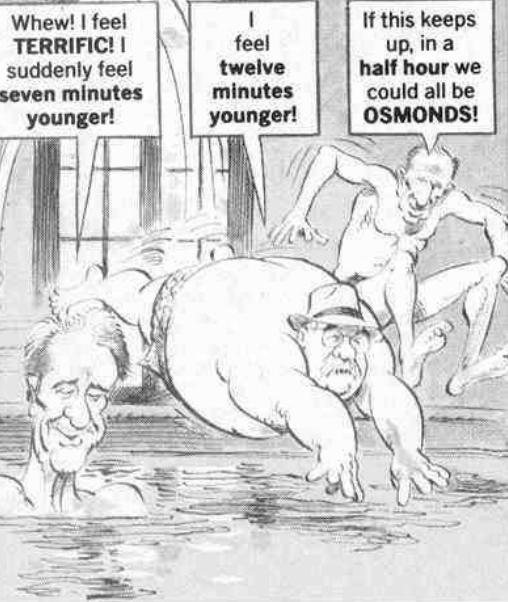
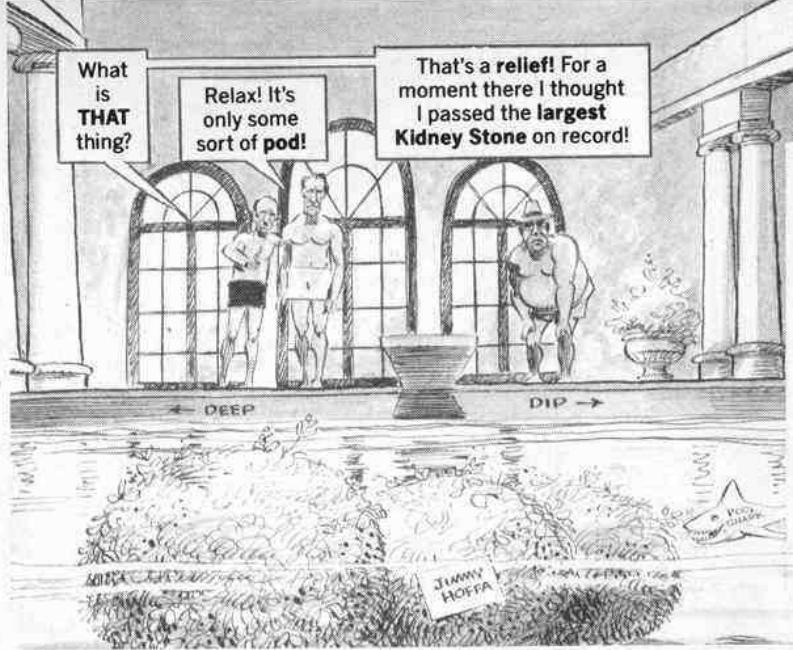
Let's just say we're researchers for Mrs. Paul's and we're test marketing a huge new "fish stick."

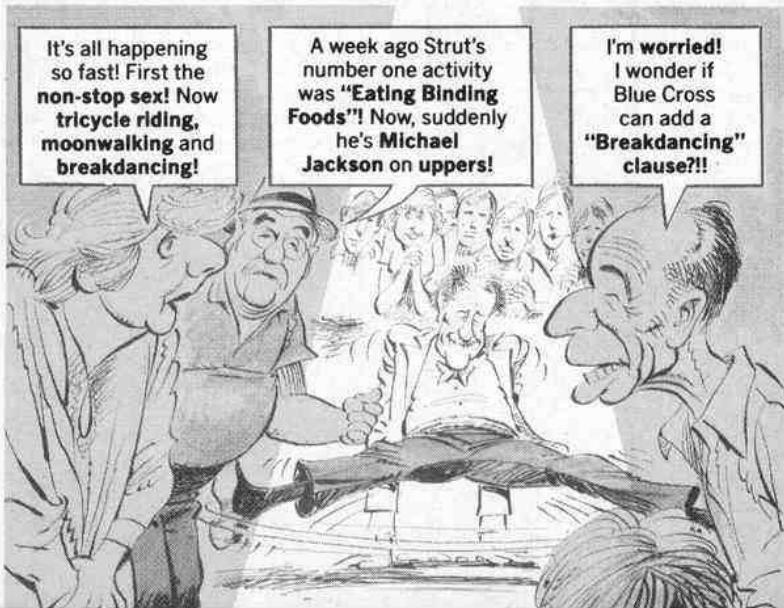
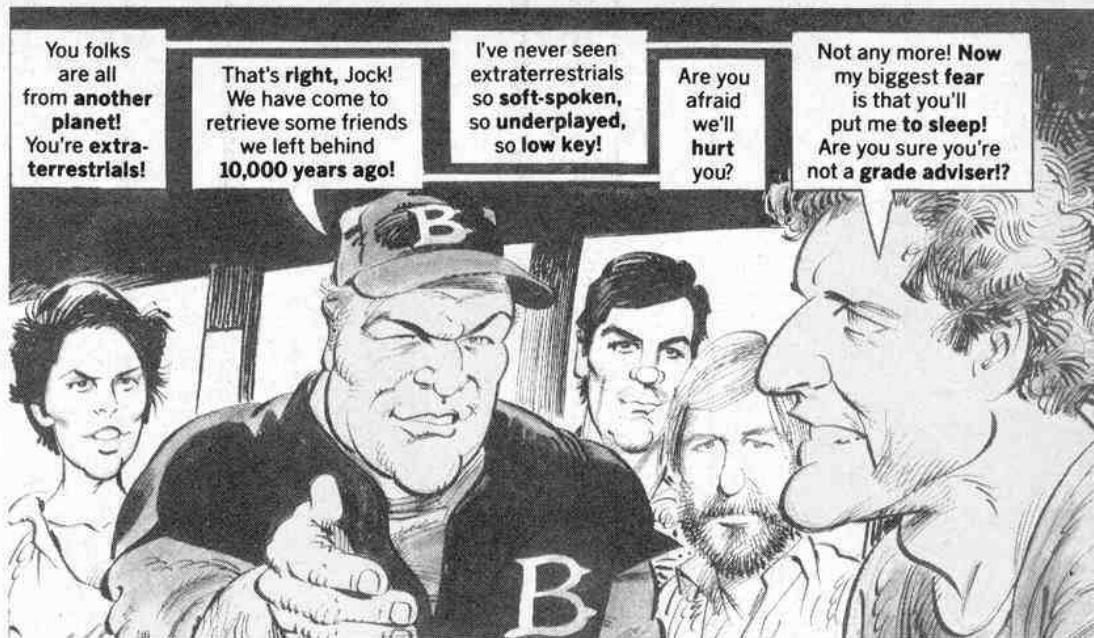
Okay, I've got a boat full of wackos! But the chick is built like Raquel Welch, so who cares!

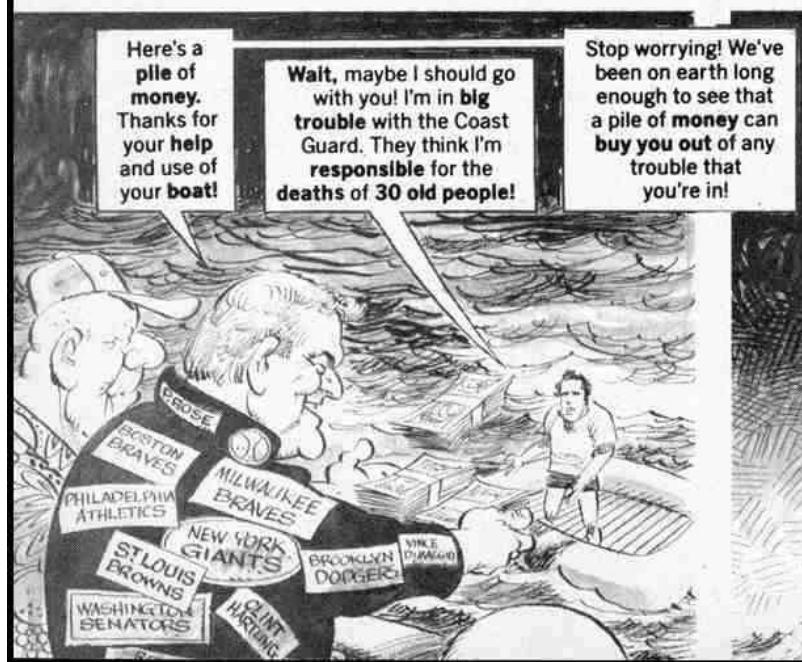
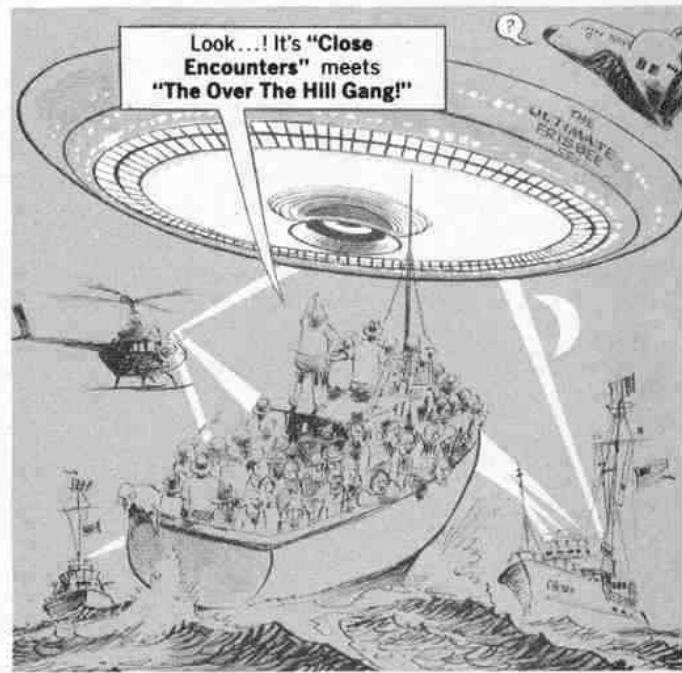
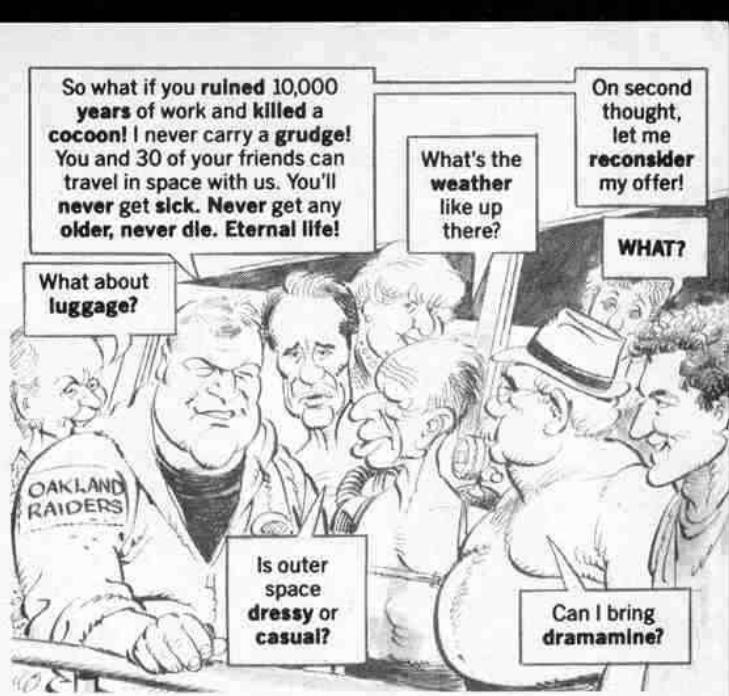
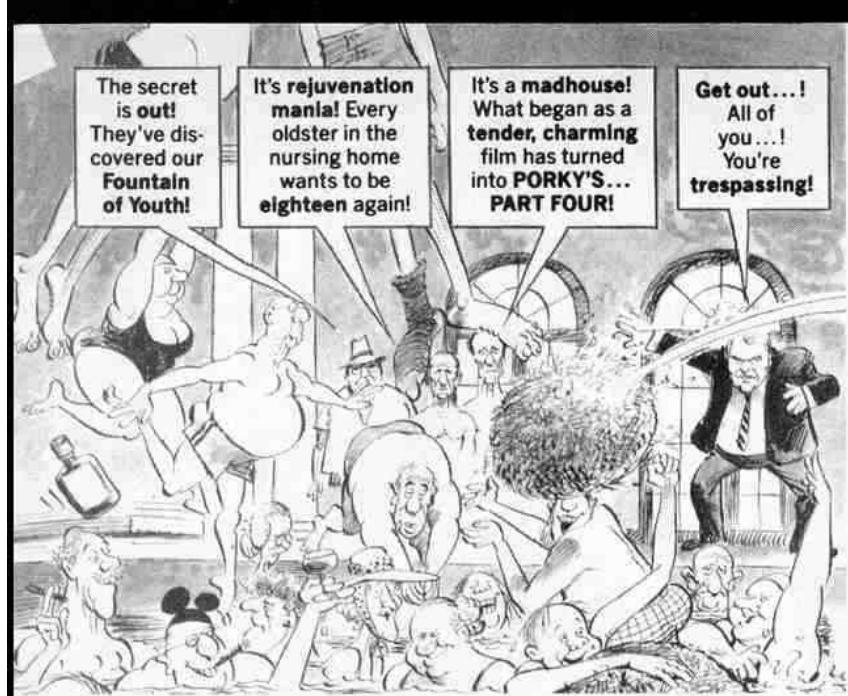
What is THAT thing?

Relax! It's only some sort of pod!

That's a relief! For a moment there I thought I passed the largest Kidney Stone on record!







HOW DID
THIS YEAR'S
BIGGEST
PRODUCT
PROMOTION
END UP?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

A great big expensive publicity campaign was launched by MADison Avenue this year. To find out what happened, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A>

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



INTRODUCING A NEW PRODUCT IS AN EXTRAVAGANT
FINANCIAL INVESTMENT. THE PUBLIC IS OFTEN DAZZLED
BY THE METHODS USED TO BRING ALL THIS ABOUT

