

DYNASTY

BEVERLY
HILLS

Cop

MAD

IND

®

No. 256 JULY 1985 OUR PRICE \$1.25 CHEAP



07
70989 33230
FREE WITH THIS ISSUE OF MAD!
THIS FINE MINIATURE ABSTRACT
PAINTING READY FOR FRAMING!

WHAT SAFE, CHEAP
"STAR WARS"
TECHNOLOGY WOULD
WE LIKE TO
SUGGEST TO THE
PENTAGON?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

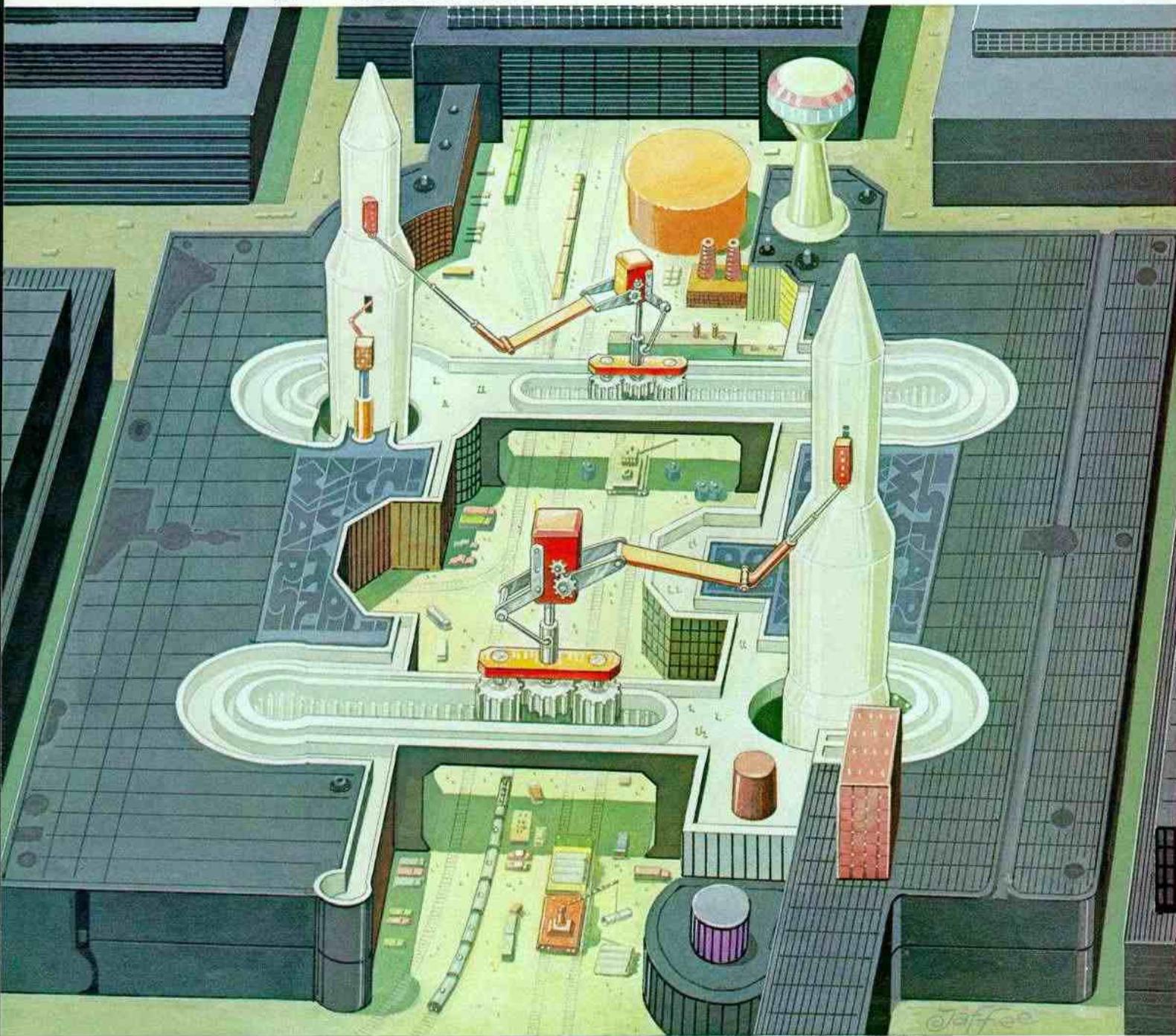
Everyone's arguing about the merits of "Star Wars" space weapons. To find out what the only intelligent solution really is, fold page in as shown in diagram at the right.



A ▶

FOLD BACK SO "A" MEETS "B"

◀ B



REAGAN ADMINISTRATION MILITARY PLANNERS WANT
THEIR SCIENTISTS TO CREATE WEAPONS IN SPACE
TO DESTROY ENEMY MISSILES OVER OUR LANDSCAPE

ARTIST & WRITER:
AL JAFFEE

A ▶

◀ B

MAD

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA, ALBERT B. FELDSTEIN *editors*
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 JACK ALBERT *lawsuits* ANNE GRIFFITHS *logistics*
 CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

A FACE ONLY A MUGGER COULD...DEPARTMENT	
The MAD "Goetz Mask"	35
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of	20
BLANKING IN THE DARK DEPARTMENT	
Porn In The U.S.A. (A MAD Song Parody)	19
CANVASSING BUSINESS DEPARTMENT	
If Advertisers Made Use Of The Old Masters	28
CRASH COURSE DEPARTMENT	
The MAD Practical Driving Test	32
DON MARTIN DEPARTMENT	
One Fine Sunday Afternoon In The Jungle	10
One Fine Tuesday Morning Uptown	25
One Fine Friday Evening Downtown	42
FOR BETTER OR WORSE DEPARTMENT	
Raising Money With Other Forms Of Legalized Gambling	14
GETTING TOO BIG FOR ITS BITCHES DEPARTMENT	
Die-Nasty (A MAD TV Parody)	4
HEAVING CAN'T WAIT DEPARTMENT	
The Potrzebie Maneuver	16
LAGER HEADS DEPARTMENT	
If The Miller Lite Gang Ever Ran The Country	38
LETTERS AND TOMATOES DEPARTMENT	
Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn Out Dramas" By Sergio Aragones	**
MURPHY'S FLAW DEPARTMENT	
Beverly Hills Cop-out (A MAD Movie Satire)	43
RINGSNIDE SEAT DEPARTMENT	
The MAD Wrestling Primer	11
SHELF ABUSE DEPARTMENT	
MAD's Trendy Book Of The Month Club	26
TIPS FOR ZIPS DEPARTMENT	
Pastimes For Nerds	36
WHYS UP DEPARTMENT	
MAD's Really Perplexing Mysteries Of Life	40

**Various Places Around The Magazine

COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: AL JAFFEE

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DIE-NASTY
 (A MAD
 TV
 SATIRE)
 Pg. 4



THE
 MAD
 WRESTLING
 PRIMER
 Pg. 11



THE
 POTRZEBIE
 MANEUVER
 Pg. 16



PORN
 IN THE
 U.S.A.
 (A MAD
 SONG
 PARODY)
 Pg. 19



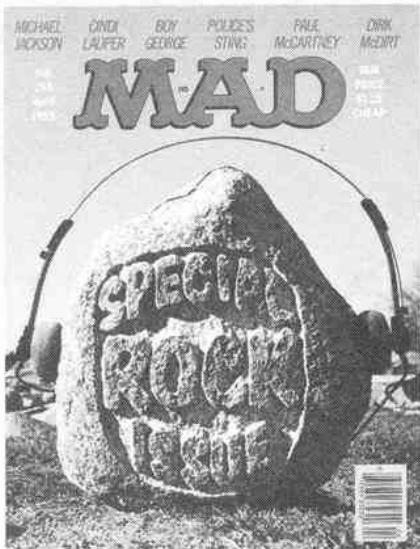
THE
 LIGHTER
 SIDE
 OF...
 Pg. 20



BEVERLY
 HILLS
 COP-OUT
 (A MAD
 MOVIE
 SATIRE)
 Pg. 43



SPECIAL ROCK ISSUE



After being inspired by issue #254, I decided to watch some MTV. As I was watching the music news, Martha Quinn began talking about your special rock issue! Why don't you take the hint and produce your own music video? Maybe you could get a top 40 hit!

Russell Howze
Travelers Rest, SC

CINDI, CINDY, CYNDI

I just red issue #254 and wuz disappointed. Wi, you ask? Becawze of the constant misspelling of Cyndi Lauper's name! The cuver reeds "Cindi", WRONG! Page fore reeds "Cindy", WRONG again! Pleeze note: all of the above misspelled wurdz are to give your staff a taste of their own medicine!

Charles Eierdam
Tucson, AZ



MAD ESP - IN REVERSE?

Funny how the cover of your Special Rock Issue (MAD #254) looks like our station's logo, which is 4 years old. Please send me a sample of "The MAD Minute" for my station.

Cathy Grahn
WFYV-FM
Jacksonville, FL



"BOYS JUST WANNA BE GEORGE"

In Tom Hachtman's "Boys Just Wanna Be George" you forgot one: Boy Georgia. My sketch is enclosed.

Dan Augustine
Utica, MI



BOY GEORGIA?

RONALD E. REAGAN

I thought you'd like to see this cartoon from the "Boston Globe" (3/3/85).

Sean Doyle
West Newbury, MA



ALFRED?

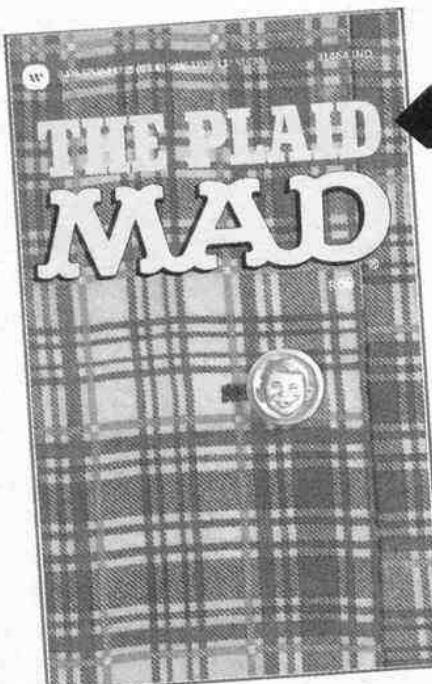
I give up! On the cover of your Special Rock Issue, where is Alfred? Under the rock? Behind the rock? Or covered by the ugly U.P.C. symbol?

June Berry
Murphys, CA

MUSIC CRITIC

Frank Jacobs' "MAD's Aptitude Test #7: Will You Make A Good Rock Star?" would be annoying if it weren't so pathetic. Jacobs enjoys thinking that all rock stars are worthless zombies with no talent, but this is not accurate. Some rock stars—Elvis Costello and Roger Waters, for example—are important artists creating very good music.

H. Baker
Denver, CO



TWO FOR THE PRICE OF BOTH!!!

OR

JUST TAKE THIS ALL-NEW MAD PAPERBACK
BOOK FOR ONE-HALF THE PRICE OF BOTH!

OR

ORDER THIS BRAND NEW MAD ANTHOLOGY
FOR THE OTHER HALF OF THE PRICE OF BOTH!

ON SALE NOW AT YOUR FAVORITE BOOKSTORE... OR YOURS BY MAIL

Dear MAD: I can't afford to pass up this misleading offer!

PLEASE SEND ME
"THE MAD SELF-
IMPROVEMENT YEARBOOK."

PLEASE SEND ME
"THE PLAID MAD"

ALSO PLEASE SEND ME THESE
OTHER BOOKS I'VE CHECKED.

- MONSTER MAD**
- DON MARTIN** Captain Klutz II
- DAVE BERG** Looks at the Neighborhood
- 6TH CASE BOOK** on SPY vs. SPY
- MAD SEX**, Violence & Home Cooking
- SNAPPY ANSWERS** to Stupid Questions #5
- MAD'S SUCCESSFUL DOG**
- EDWING MAD** Variations
- MAD** Goes to Pieces
- MAD** Tells It Like It Is Book
- PORGES** Cheap Shots
- COKE** MAD Pet Book
- A MAD LOOK** at the 50's
- MORE MAD MARGINALS**

MAD

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ENCLOSE \$2.25 FOR EACH
(Minimum Order: \$6.75)

We cannot be responsible for cash
lost or stolen in the Mails. Check
or Money Order Preferred!

GETTING TOO BIG FOR ITS BITCHES DEPT.

Who is the most popular family in America? We'll give you a hint. The head of the family is a rugged, handsome guy who is in great shape for his age. He's married to an attractive caring woman, and his first wife wasn't exactly chopped liver! He has more trouble with his children than he does with the vast empire he governs. No, dummy, we're not talking about the Reagans! We're talking about the first family of night-time soaps—the Curringtins! Boy, do they have problems! Mainly, idiotic characters and ridiculous, unbelievable scripts. But do they care about these problems! Nah! Because the thing of it is, when you're a member of the Curringtin family, you are born rich, you live mean and...

In case you don't read *Playboy*, let me introduce myself. I'm **Alecchis Curringtin Clodby**. I'm wealthy, sexy and rotten to the core! I have two ambitions—to have as many lovers as I do dresses, and to destroy my miserable ex-husband!

That's me, **Flake Curringtin**. I'm a self-made billionaire. Do not let my charm fool you! I'm more ruthless than J.R.! I've been known to lie, cheat and kill... and that was just in a game of *Trivial Pursuit*!

I'm **Krysdull**, the faithful wife of Flake. How faithful? I've had only two affairs since we've been married. Around here, that makes me practically a living saint!

I'm **Sieve**. Flake and Alecchis are my parents, which explains why I'm so screwed up! I used to be gay, then I was in an oil rig explosion. I got a new face and went straight. I've got a wife, a son and I use *Brut* every day!

I'm Sieve's wife, **Claustrophobia**. If you think Sieve is a sexual basket case, just wait a couple of years until our son reaches puberty!

I'm Sieve's long-lost brother, **Adumb**. Now that I'm back with the Curringtins I've become involved in the usual family doings: drugs, rape and incest!



I'm Fallen Curringtin. I'm a nymphomaniac, which means I like to make out a lot. My being here is going to surprise a lot of people... since I'm supposed to be dead!

My name is Diminique Denver-eaux. Flake is my brother! Surprise! I'm beautiful, rich, and devious. I'm out to destroy Flake. I'm proud to be a much needed TV role model for black children everywhere.

DI-E-NASTY

ARTIST: MORT DRUCKER

WRITER: LOU SILVERSTONE



Flake, I have to talk to you. It's about Puke Buller. He tried to get fresh!

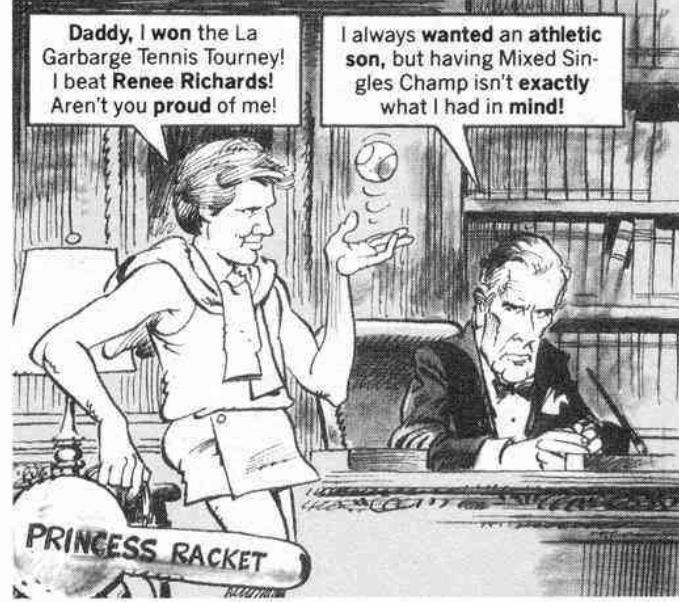
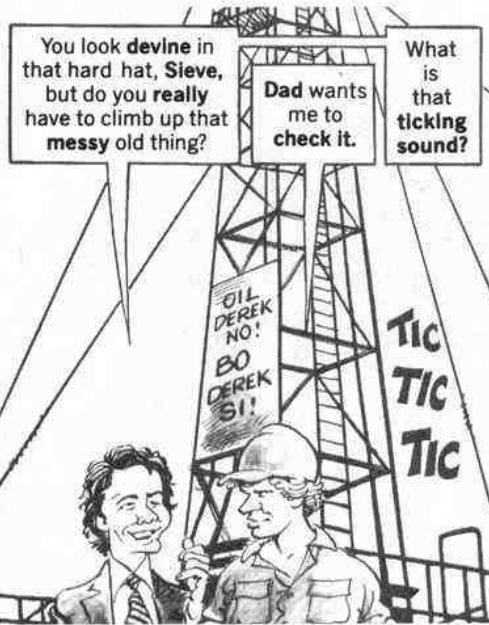
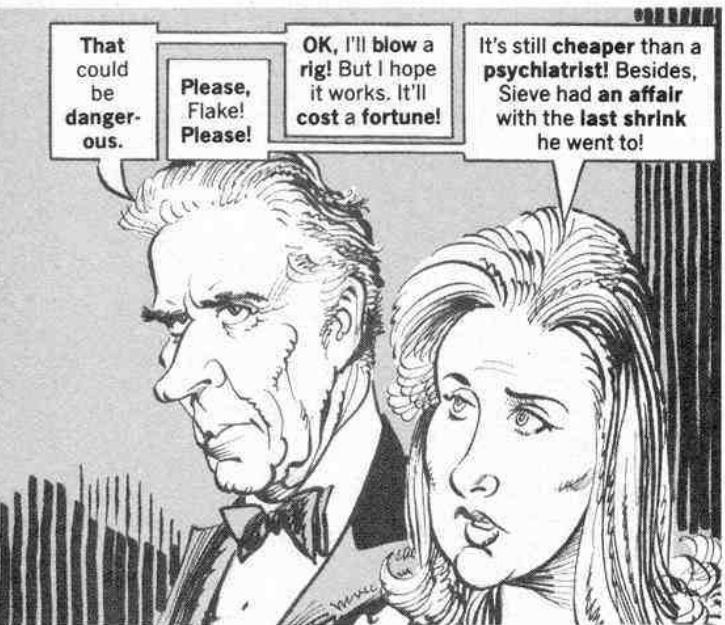
Claustrophobia, that's considered normal behavior among we rich, beautiful people. Look around you!

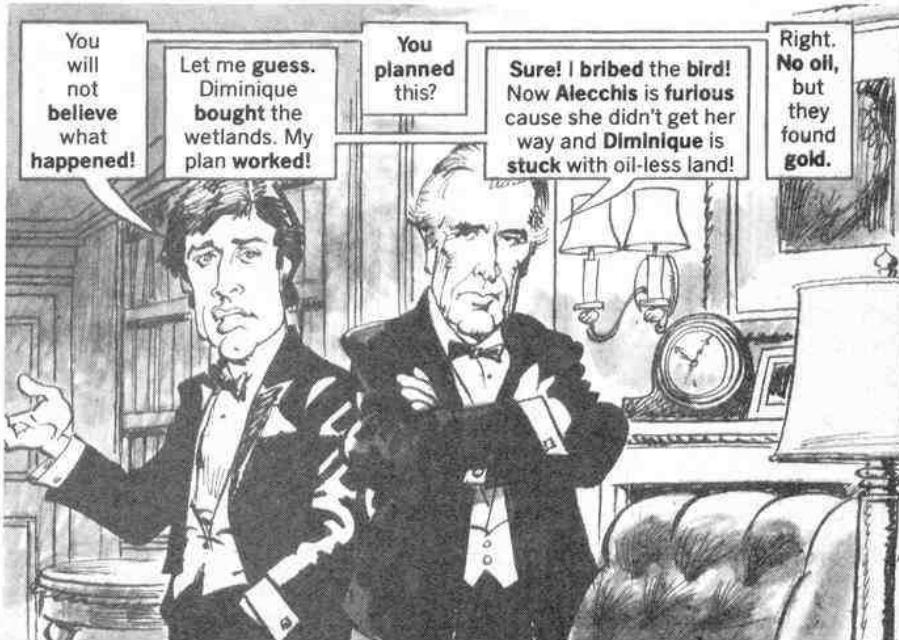
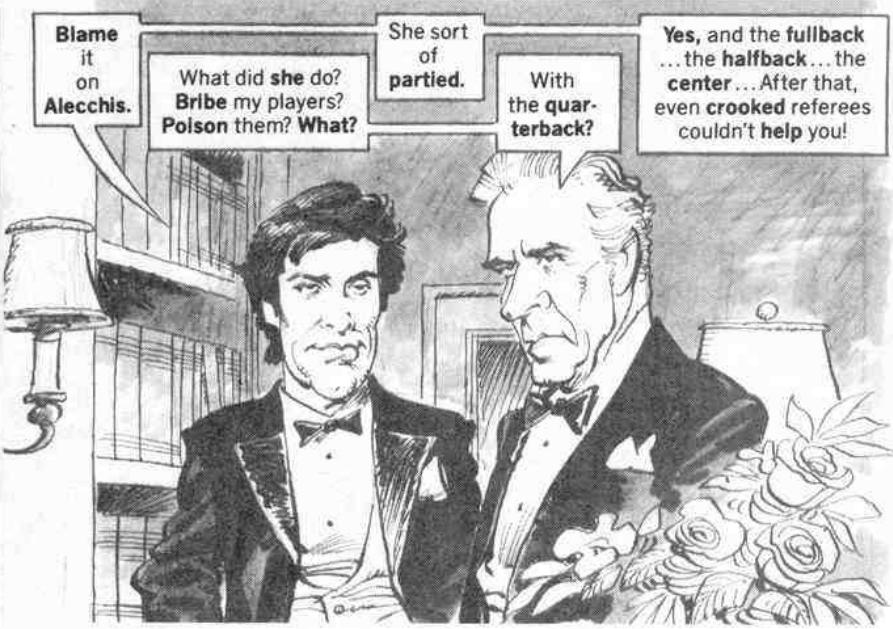
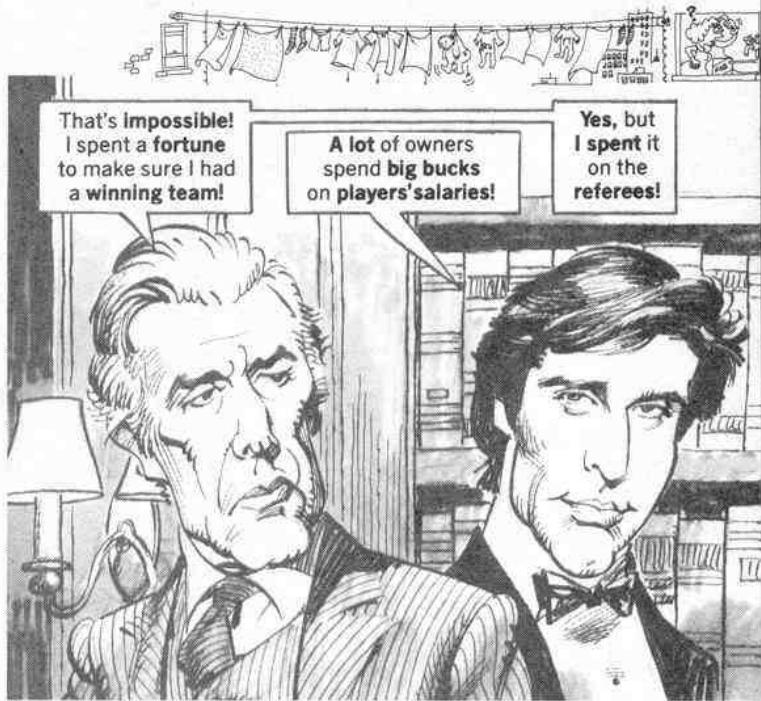
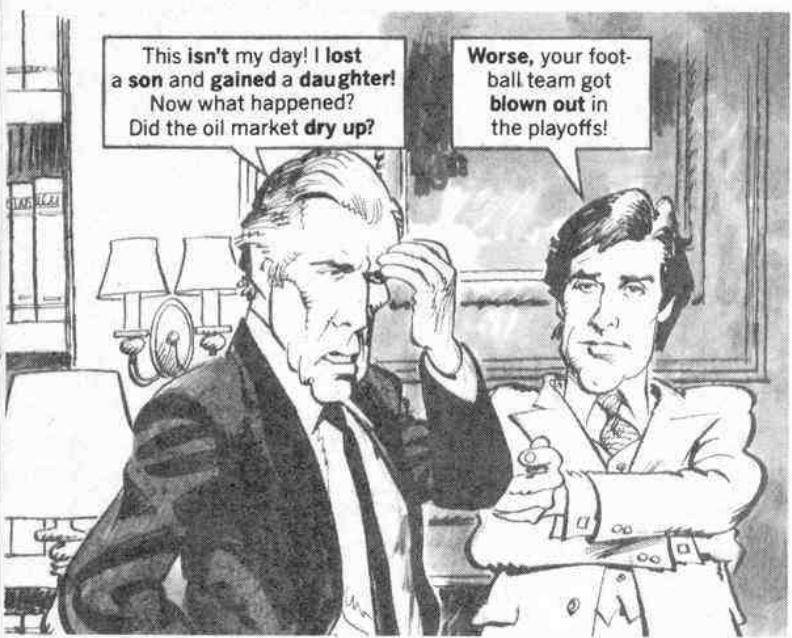
He wasn't making a move on me! It was on my husband—Sieve!!!

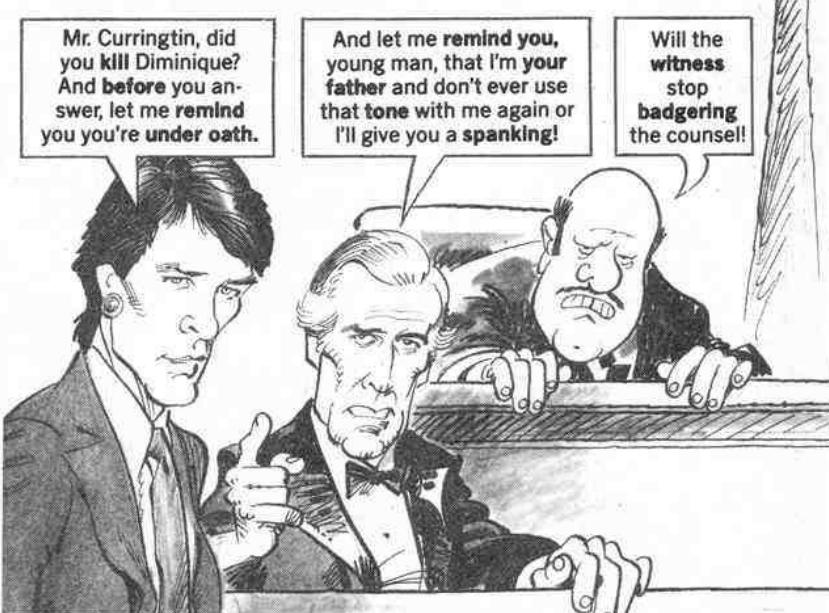
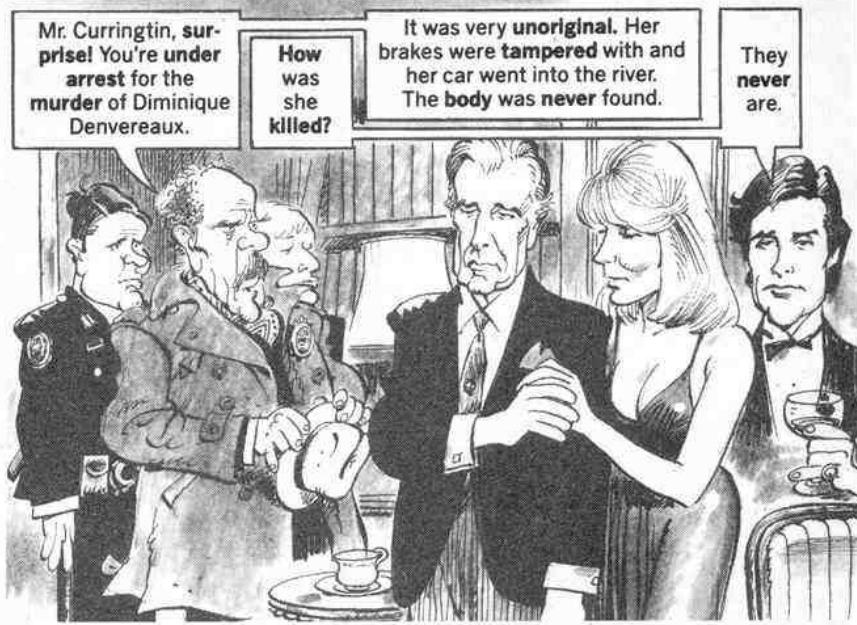
Unfortunately that too, is considered normal behavior among we rich and beautiful people.

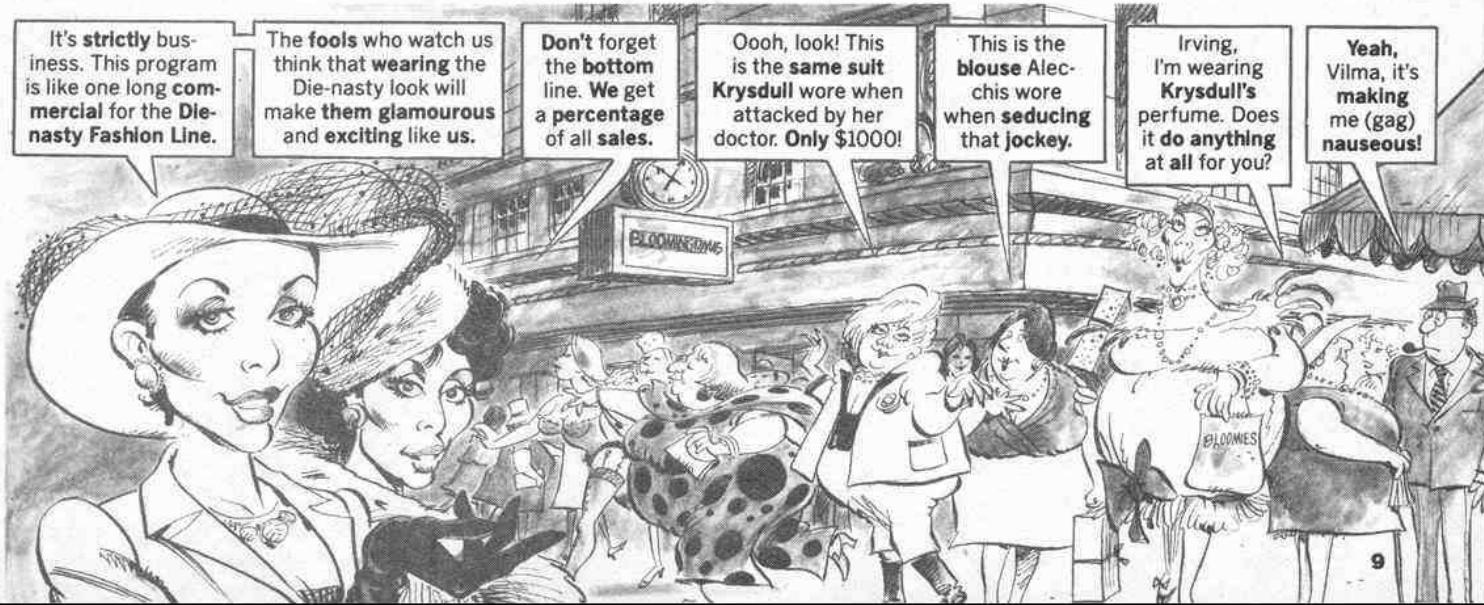
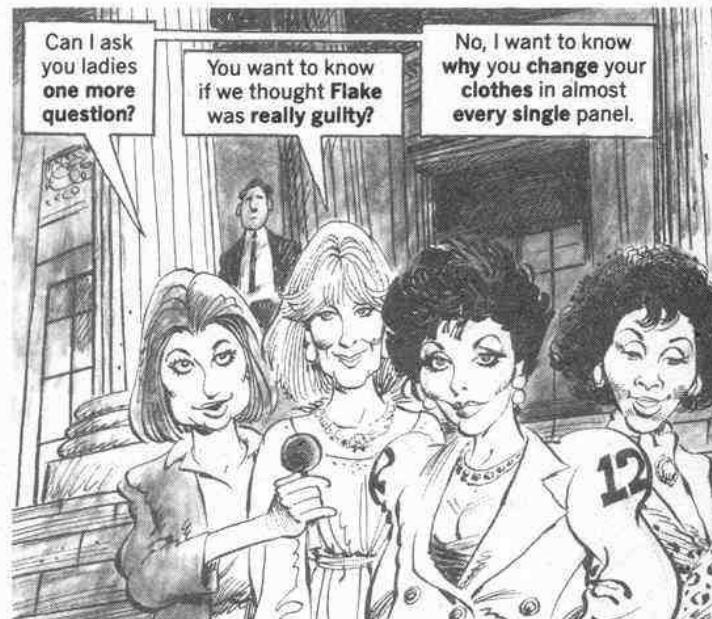
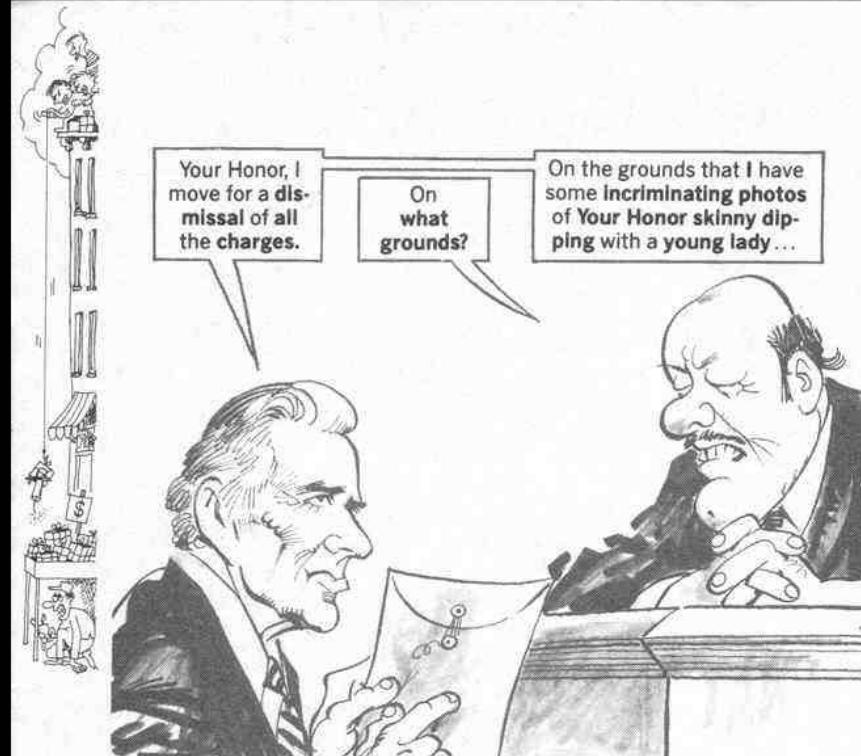
I thought the explosion straightened Sieve out.

It did, at least for awhile. Flake, could you arrange another explosion?

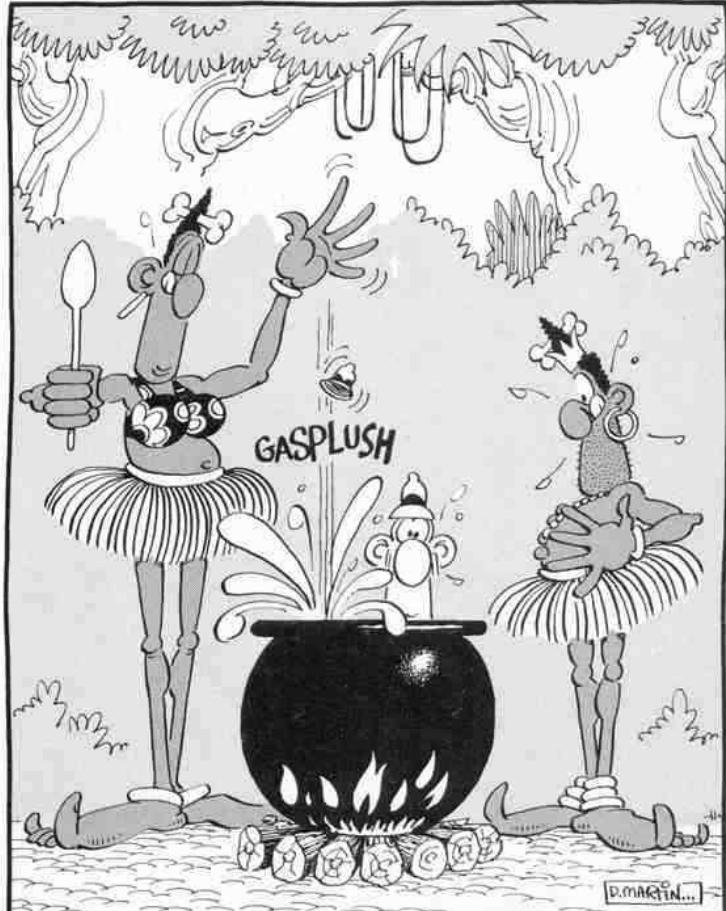
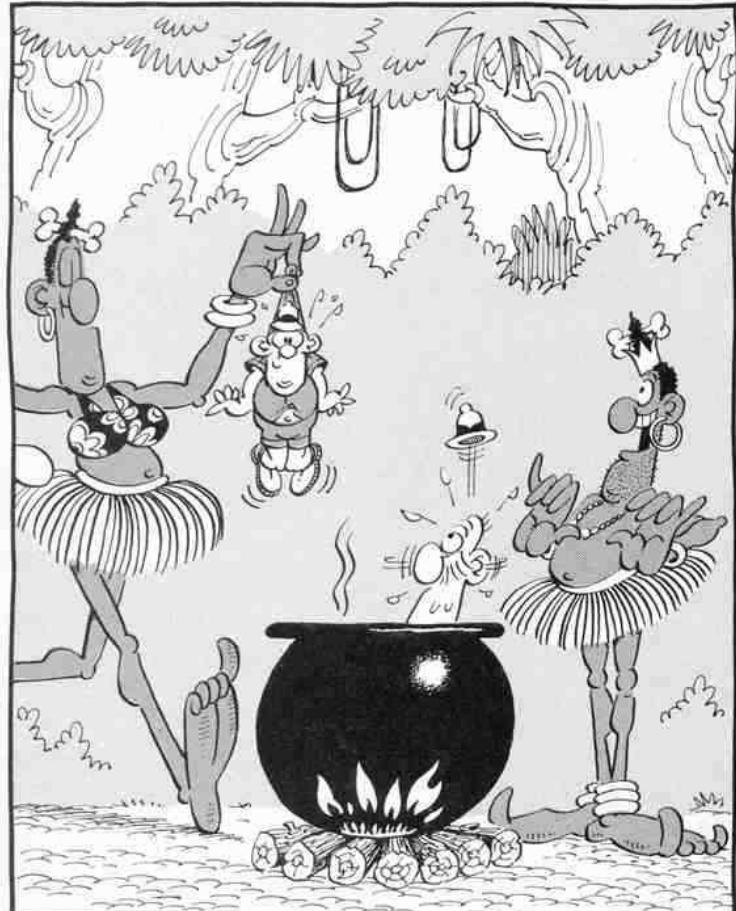
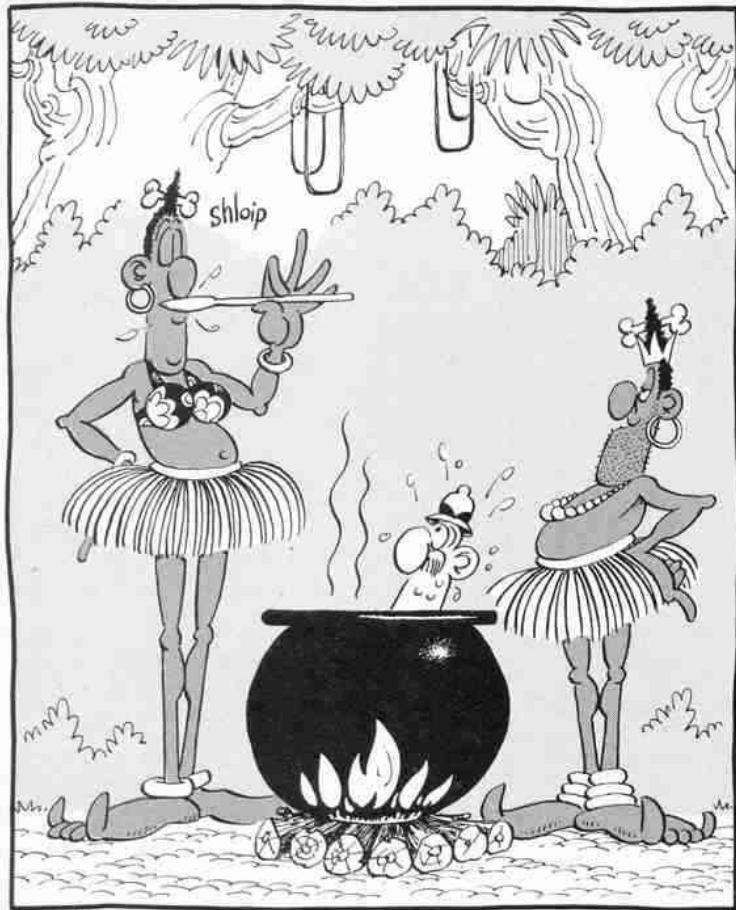








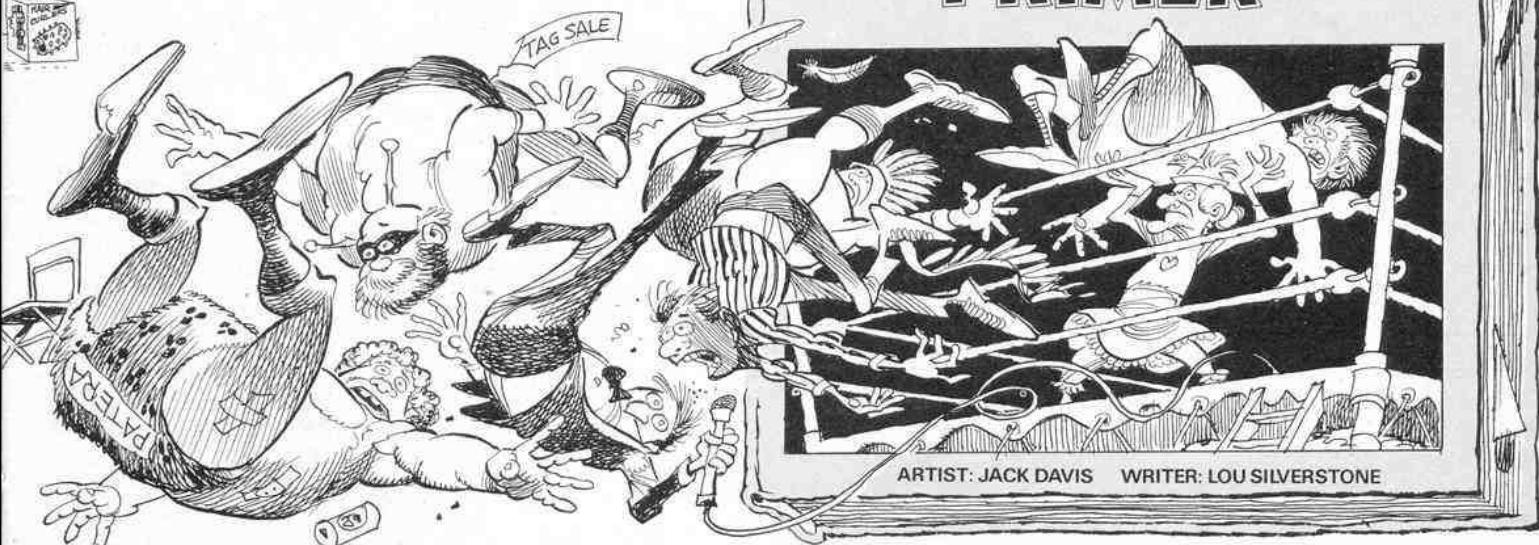
ONE FINE SUNDAY AFTERNOON IN THE JUNGLE



RINGSIDE SEAT DEPT.

Pro Football is slipping in popularity because the guys in charge have decided to cut down on the violence. They've even made it illegal to dance after creaming an opponent. And our other violent sport, Hockey, is also cleaning up its act. It's cutting down on fighting, and a player can be suspended just for conking somebody with his stick. So fans have been looking elsewhere for their sports entertainment, and they are turning in increasing numbers to that old standby, Wrestling...which is our excuse for presenting another of our ridiculous Primers.

THE MAD WRESTLING PRIMER



Chapter One



See the people standing on line.

It is a long, long, long line.

There are Doctors and Lawyers on line.

There are Artists and Writers on line.

There are Teachers and Brokers on line.

They are waiting to buy tickets to a Wrestling Match.

Do they enjoy Wrestling because they like violence and bloodshed?

No...they claim they like to watch Wrestling for the laughs.

They also claim they like to read "Playboy" for the interviews.

Chapter Two



See the man.

He weighs over three hundred pounds.

He looks like he escaped from the zoo.

When he enters the ring, he hits the Referee,

He curses the Announcer,

He spits at the Crowd.

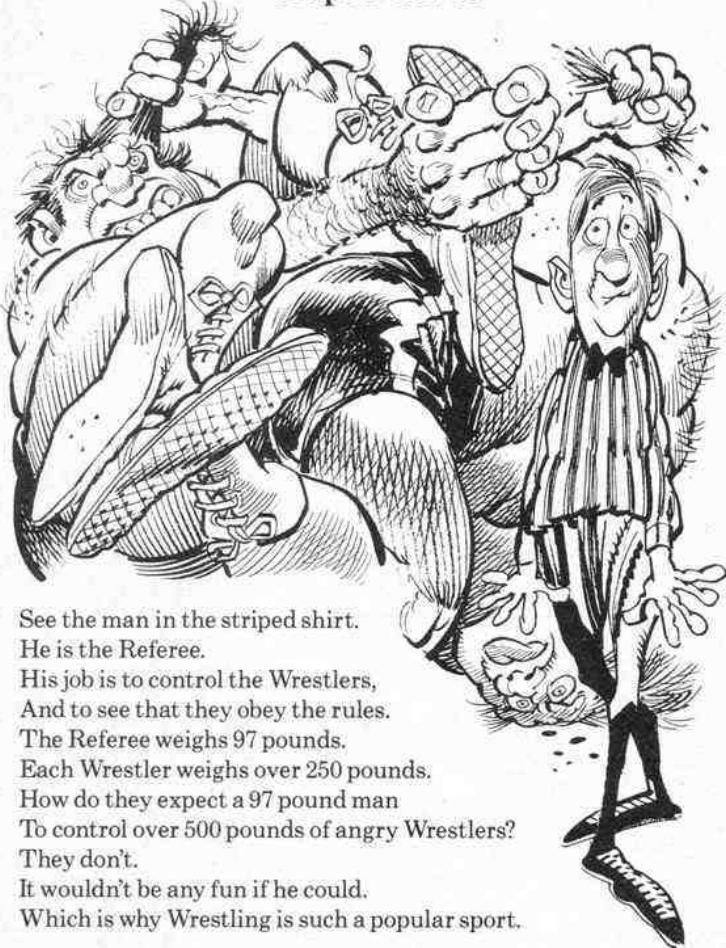
Is this ugly slob a Wrestler?

No, he is only a Manager...

If he is only a Manager...

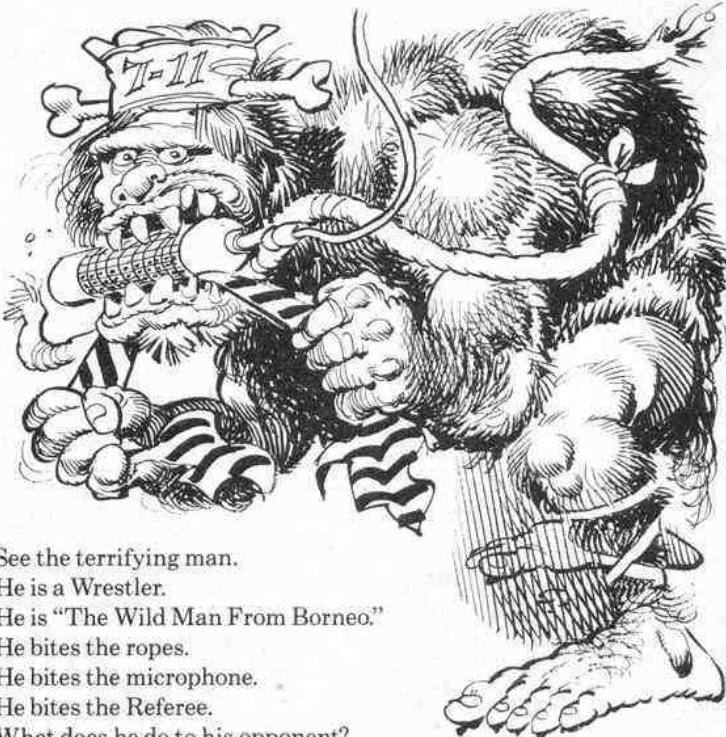
Can you imagine what his Wrestler is like?

Chapter Three



See the man in the striped shirt.
He is the Referee.
His job is to control the Wrestlers,
And to see that they obey the rules.
The Referee weighs 97 pounds.
Each Wrestler weighs over 250 pounds.
How do they expect a 97 pound man
To control over 500 pounds of angry Wrestlers?
They don't.
It wouldn't be any fun if he could.
Which is why Wrestling is such a popular sport.

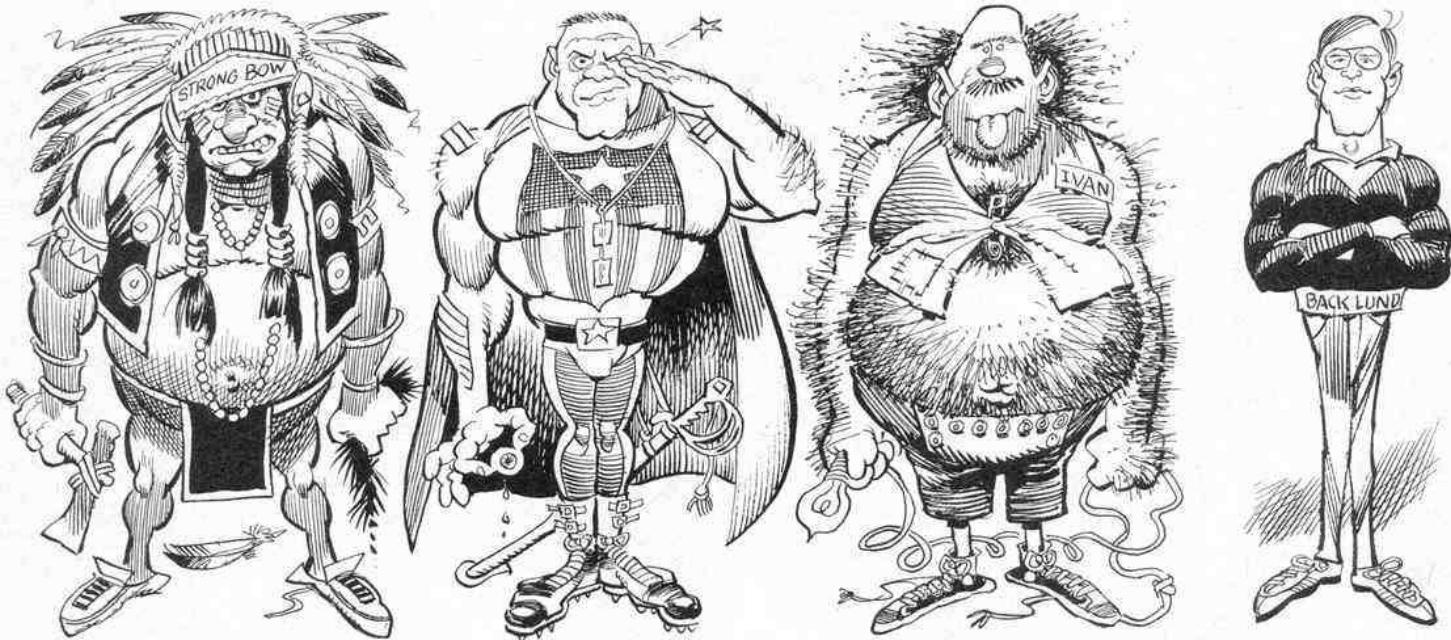
Chapter Four



See the terrifying man.
He is a Wrestler.
He is "The Wild Man From Borneo."
He bites the ropes.
He bites the microphone.
He bites the Referee.
What does he do to his opponent?
Don't ask.
His Manager claims he found him in the jungles of Borneo.
He really found him working in a "7-11 Store" on Staten Island.
Why do they call him "The Wild Man From Borneo"?
Would you pay \$12 to see "The Grocery Bagger From Staten Island"?



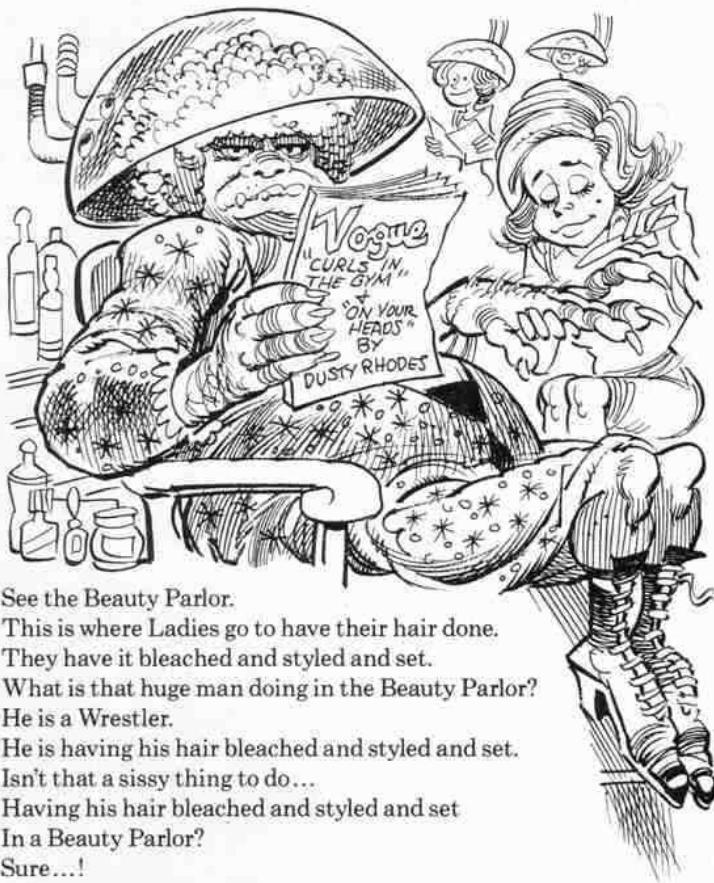
Chapter Five



See the Wrestlers.
The one on the left is an American Indian.
His name is "Chief Bloody Scalp."
His favorite hold is "The Tomahawk Decapitator."
Next to him is "Captain U.S."
His favorite hold is "The Red, White & Blue Eyeball-Gouger."
Next to him is "The Polish Assassin."
His favorite hold is "The Warsaw Light Bulb Twister."

Now see the last Wrestler on the right.
He doesn't have a fancy name.
He doesn't have a flashy costume.
He doesn't even have a gimmicky hold.
He's just an expert in Scientific Wrestling.
This guy is never going to make it
As a Professional Wrestler.
Even if he was the National Amateur Champion.

Chapter Six



See the Beauty Parlor.

This is where Ladies go to have their hair done.
They have it bleached and styled and set.
What is that huge man doing in the Beauty Parlor?
He is a Wrestler.
He is having his hair bleached and styled and set.
Isn't that a sissy thing to do...
Having his hair bleached and styled and set
In a Beauty Parlor?
Sure...!
But YOU tell him!

Chapter Seven



See the Wrestlers holding up their belts.

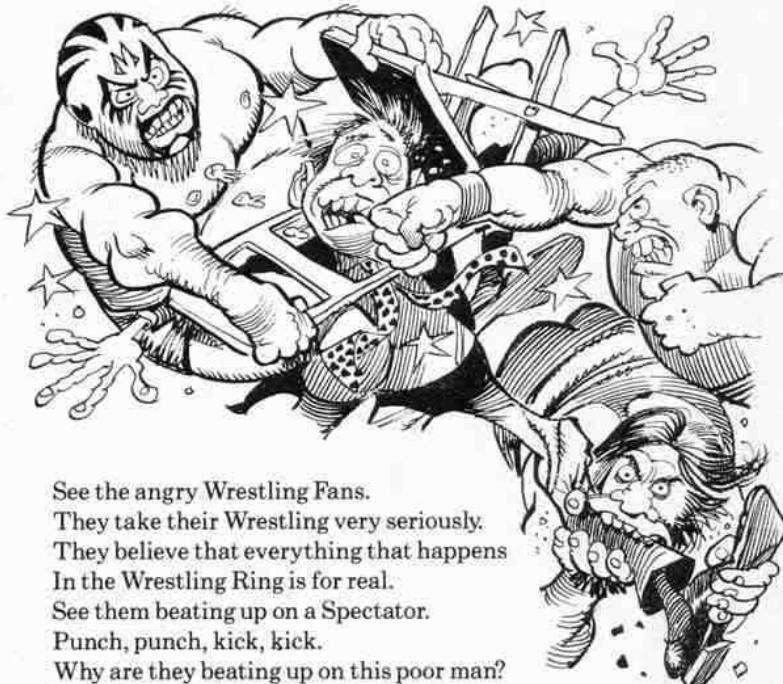
Those are Championship Belts.
Does that mean they are all Champions.
Absolutely.
One is the AWA Champ; one is the SWA Champ;
One is the SWT Champ; one is the WC Champ;
One is the WWT Champ and one is the WWA Champ.
Wrestling is the only sport
Where there are more Champions than Challengers.

Chapter Eight



See the Wrestlers on TV
They look like two fat slobs.
But the Announcer says they're in great shape.
They aren't doing anything but falling on top of each other.
But the Announcer makes their match sound like World War III.
Is there something wrong with the Announcer's eyes?
No... he can see very well.
He can see himself on the Unemployment Line
If he tells it like it is.

Chapter Nine



See the angry Wrestling Fans.

They take their Wrestling very seriously.
They believe that everything that happens
In the Wrestling Ring is for real.
See them beating up on a Spectator.
Punch, punch, kick, kick.

Why are they beating up on this poor man?
Because he said that Wrestling is a phony.
And this makes Wrestling Fans very angry.
P.T. Barnum would have loved Wrestling.
Because he said "There's a sucker born every minute."
Too bad the angry Wrestling Fans can't see
That the Spectator they're beating up on
Is the only one who's really getting hurt in the Arena tonight.

FOR BETTOR OR WORSE DEPT.

Nowadays, politicians seek to avoid raising taxes because they also seek to avoid being booted out of office by voters who don't want their taxes raised. That's why Legalized State Lotteries were born. Lotteries enable state and local governments

RAISING MONEY OF LEGALIZED

fly us...
DIVIDED AIRLINES...
AND PLAY OUR GOVT AUTHORIZED FLYING
OTTERY.
WIN BIG!
THIS MONTH...
FREE FLIGHT
FOR TWO TO
AS DOWNTOWN
ALTOONA.
TAKE A CHANCE ON
WHETHER OR NOT YOU
AND YOUR LUGGAGE
REACH THE SAME
DESTINATION.

BET ON YOUR FLIGHT
LEAVING ARRIVING
ON TIME.
NAME THE FOOD
SERVED DURING
THE DINNER
FLIGHT.

MERLE COLDFINGERS
M.D.
TODAY'S JACKPOT...
\$471.00
BE LUCKY ENOUGH TO SEE
THE DOCTOR WITHIN TWO
HOURS OF YOUR APPOINTMENT,
AND WIN IT ALL!

nosh & slosh
MUNICIPAL LOTTERY DRAWING
EVERY MONDAY
THE CLOSEST GUESS TO OUR
ACTUAL NUMBER OF HEALTH
CODE VIOLATIONS WINS \$20.00

DIAL
TODAY'S
7 DIGIT
LUCKY
NUMBER
AND THIS
PHONE WILL
RETURN
\$100.
IN DIMES!
MERELY
DEPOSIT
THE EXTRA
25¢ CITY
LOTTERY
FEE



CINDY WAS HERE!

FOOD MARKET
CONTINUAL STATE LICENSED
RAT RACING
IN OUR PRODUCE STOREROOM

TODAY'S PARTICIPATING RATS ARE:
BIG BROWNIE 3702
VICIOUS VINNY 2701
RABID ROBBIE 4701
MOUSY MICKEY 50701

SUBWAY ENTRANCE

FARE - 75¢... LOTTERY FEE - 25¢
WIN 3.00 IF YOU CAN RIDE TO THE
END OF THE LINE WITHOUT BEING
MUGGED, KNIFED OR PROPOSITIONED!
WIN 5.00 EXTRA IF YOU
REACH YOUR DESTINATION WITHOUT
A BREAK-DOWN, FIRE OR UNANNOUNCED
ROUTE CHANGE!

to squeeze a few more dollars out of us painlessly by offering us a million-to-one chance to become rich. However, since many aspects of our daily lives are a gamble, MAD can see the day when a good thing is carried to an extreme, and they'll be...

WITH OTHER FORMS GAMBLING

ARTIST: GEORGE WOODBRIDGE
WRITER: TOM KOCH



HEAVING CAN'T WAIT DEPT.

How often have you read a label with the words, "Warning: Contains Harmful Chemicals. In Case of Swallowing, Induce Vomiting Immediately". Good advice, but how do you

"Induce Vomiting Immediately". You can stick your finger down the victim's throat, but let's face it! How many people do you really care enough about that you would shove

THE MAD EMERGENCY BAG THE POTRZEB

ARTIST: AL JAFFEE

It is first important that you determine if the Potrzebie Maneuver is necessary. Smacking the victim upside their head while screaming something along the lines of, "Schmuck! Did you just drink that bottle of

WHAT YOU WILL NEED

ONE VICTIM ONE STURDY CHAIR

97 INCHES OF STRONG ROPE

SEVERAL HUNDRED DOLLARS ONE TELEVISION SET
(in cash) (color)

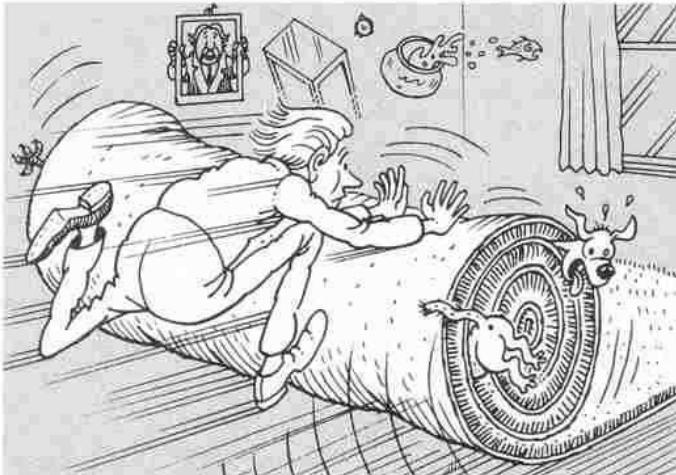
VIDEO CASSETTE RECORDER ONE STEREO SYSTEM
(with remote control) (with cassette deck)

L.L. BEAN RAINCOAT WITH
MATCHING DUCK BOOTS
(your size)

ONE BULL HORN AT LEAST ONE LADIES' MAGAZINE

ONE OFFICIAL BOY SCOUT COMPASS

STEP ONE



Immediately clear the room of all your valuable and/or stainable possessions. (The Potrzebie Maneuver *never fails!*) If you have wall-to-wall carpeting, we suggest you call up some friends and have them come over to help roll it up. If you don't have wall-to-wall carpeting, we suggest that you wait for a sale before buying some.

STEP FOUR



Turn on your stereo and pop in an endless loop cassette of Debbie Boone singing "You Light Up My Life". Should you not own a copy of this prized recording, virtually any love song by Bar-

ry Manilow or Lionel Richie will do. Turn the volume button to "Loud". Within 60 seconds, the victim should begin to break into a cold sweat. Moaning and writhing is also very common.

STEP FIVE



Open a copy of "Good Housekeeping" or "Reader's Digest". Turn to the article on Marie Osmond in which Marie tells of the joys of being a mother and how she's glad she waited until she was married to refer to her husband by his first name.

your finger down *their* throat...and then wait around till they barfed??! Yecch! And even if you were willing to do it, what happens if you've got short stubby fingers? Do

you go in up to your elbow? No, in this age of space shuttles and Tupperware, there's got to be a better way to get someone to lose their lunch. And there is! Introducing...

RF-INDUCING TECHNIQUE DE MANEUVER

WRITER: JOHN FICARRA

Woolite?" usually clears up this question swiftly and effectively. If it is determined that the Potrzebie Maneuver is required, act quickly and calmly. Follow each of the steps listed below for professional results.



STEP TWO



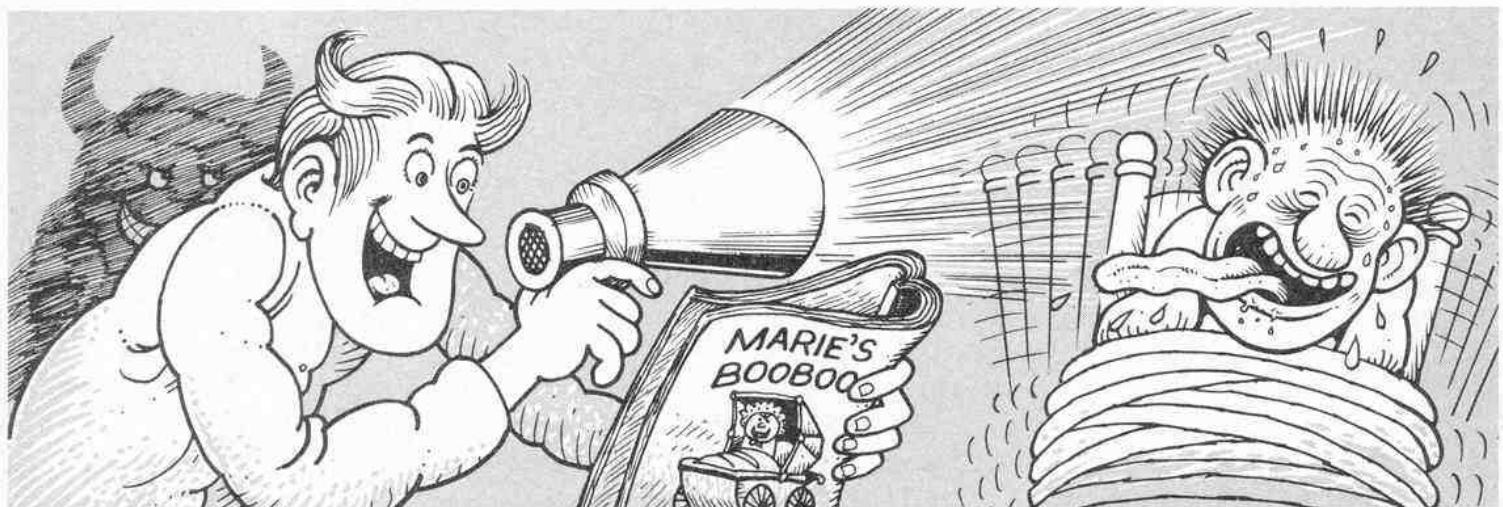
Using the 97 inches of strong rope, tie the victim securely to a sturdy chair in the center of the room, facing northwest. Loosen the victim's shirt collar and remove his shoes (or vice versa).

STEP THREE



Run down to the nearest shopping mall and purchase one of everything that has a Smurf on it. (Clothing, lunch boxes, t-shirts etc.) Bring these few hundred items home and display them so they completely encircle the victim. A

general feeling of discomfort should immediately be evident on the victim's face. (Note: In the unlikely event that the store is sold out of Smurf stuff, several hundred "Hello Kitty" items will serve the same purpose nicely.)



Using a bull horn, read the entire article out loud to the victim, pausing when necessary to holdup any pictures of Marie and her baby that might accompany the article. Your victim should now be twitching wildly. Do not be alarmed by

this or if the victim's tongue hangs limp and lifeless out of his mouth. It is imperative that you be strong at this point and ignore all pleas by the victim, however pathetic, for you to stop administering the Potrzebie Maneuver.

STEP SIX



The victim should now begin to be dis-oriented and show signs of getting ready to heave-ho, such as drooling or moaning "Oh my God, I'm gonna be sick!" Quickly put on your L.L. Bean coat and Duck Boots!



Using remote controls from a nearby room, click on your TV and Video Cassette Recorder. Pop in a previously-recorded tape of any Miss America pageant and fast-forward to the part of the program where the five finalists tell how, if they win, they will use the Miss America title to promote peace and end world hunger.

NOTE: If a tape of the Miss America Pageant is not available, any of the following programs may be used in its place.

...Any of Carvel's "Cookie Puss" ads;
... "The Old Time Gospel Hour" starring the Rev. Jerry Falwell;
...Any episode of "The Love Boat" in which Charo, Bert Convey or Barbi Benton guest starred;

...Any episode of "Fantasy Island" in which Charo, Bert Convey or Barbi Benton guest starred;
...Richard Nixon's "Checkers" speech;
...Richard Nixon's "I am not a crook!" speech;

...Richard Nixon's resignation speech;
...Any acceptance speech delivered at "The People's Choice" Awards Dinner;
...Any rerun of "Little House On The Prairie" filmed after the Ingles' oldest daughter went blind.

By now the victim should be tossing his cookies all over the place, but preferably all over the Smurfs. Congratulations on saving yet another human life! But in the unlikely event that the victim still has not barfed, there is one last-ditch step to the Potrzebie Maneuver. While critics have labeled this step "barbaric", "sadistic" and "extremely not nice", it nevertheless has never failed to make even the toughest person cough up their guts. **WARNING: USE "STEP Y" ONLY IF ALL ELSE FAILS!!!**

STEP "Y"



Pick up the current issue of MAD Magazine. Either alone, or with the same friends who helped you roll up the wall-to-wall carpeting back in step number one, act out all

parts of Dave Berg's "The Lighter Side Of..." directly in front of the victim. **WARNING! MAD assumes no responsibility should you elect to use this extreme measure!!!**

Know what's fast becoming the most popular U.S. indoor pastime?
The hottest pastime, as the following song will tell you, is ...

PORN IN THE U.S.A.

(Sung to the tune of Bruce Springsteen's Born in the U.S.A.)

Porn ... now ... real-ly gets a-round;
Yet we know a place ... most porn is found;
No one's goin' out ... to down-town flicks—
Home is where it's at ... for all your kicks.

Porn ... in the U. S. A!
Dig that porn in your home today!
Red-hot porn goin' all the way!
Porn ... in the U. S. A!

No sneakin' in some sleaz-y show—
Scared you might be seen by folks you know;
Watch it in your house—a-void the shame;
Chances are that they ... are doin' the same.

Porn ... in the U. S. A!
Far-out porn, and it's here to stay!
They've got porn if you're straight or gay!
Porn was born in the U.S.A.

Rent from a shop where the wild films are;
Watch 'em on your private V.C.R.;
Groove the latest tricks of a hot porn star!

Get a load of all those un-cut scenes—
Now you really know what "boob-tube" means;

Dem-o-crats fight the G. O. P;
Labor's in a battle with in-dust-ry;
Though it's surely true they dis-a-gree,
When they all go home, guess what ... they ... see?

Porn ... in the U. S. A!
Home-style porn goin' night and day!
Porn ... in the U. S. A!
And it sure beats *Dallas* when you're in ... the ... hay!

Porn ... off the wall today!
Porn ... have a ball today!
Porn ... get it all today!
Any-time that you want it in the U. S. A!



FIGHTING



BERG'S-EYE VIEW DEPT.

WOMEN



FINANCES



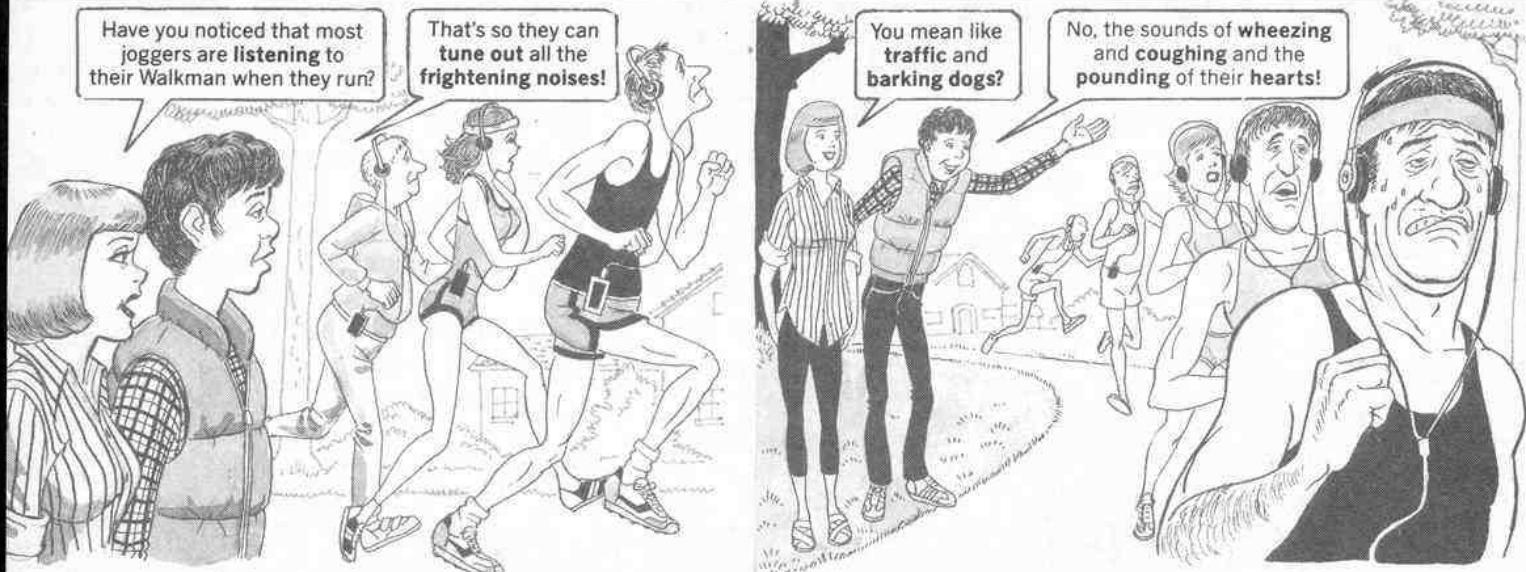
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

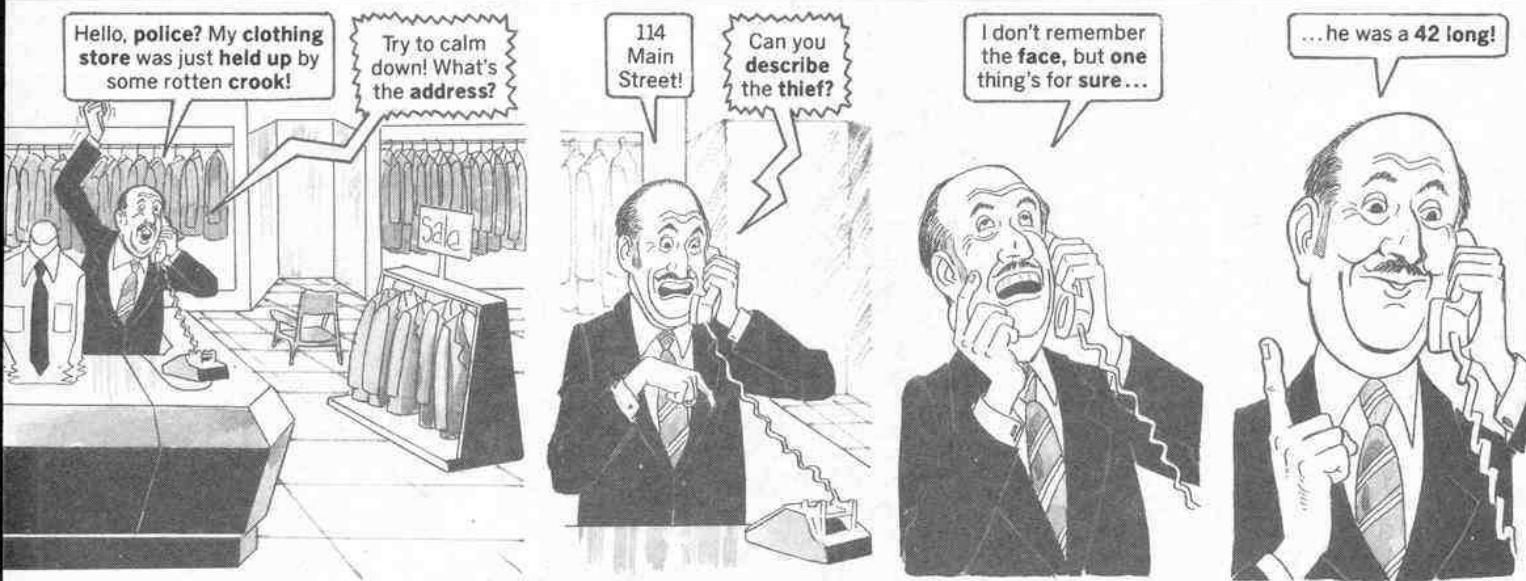
WEDDINGS



JOGGING



CRIME



COMMUNICATION



TELEVISION



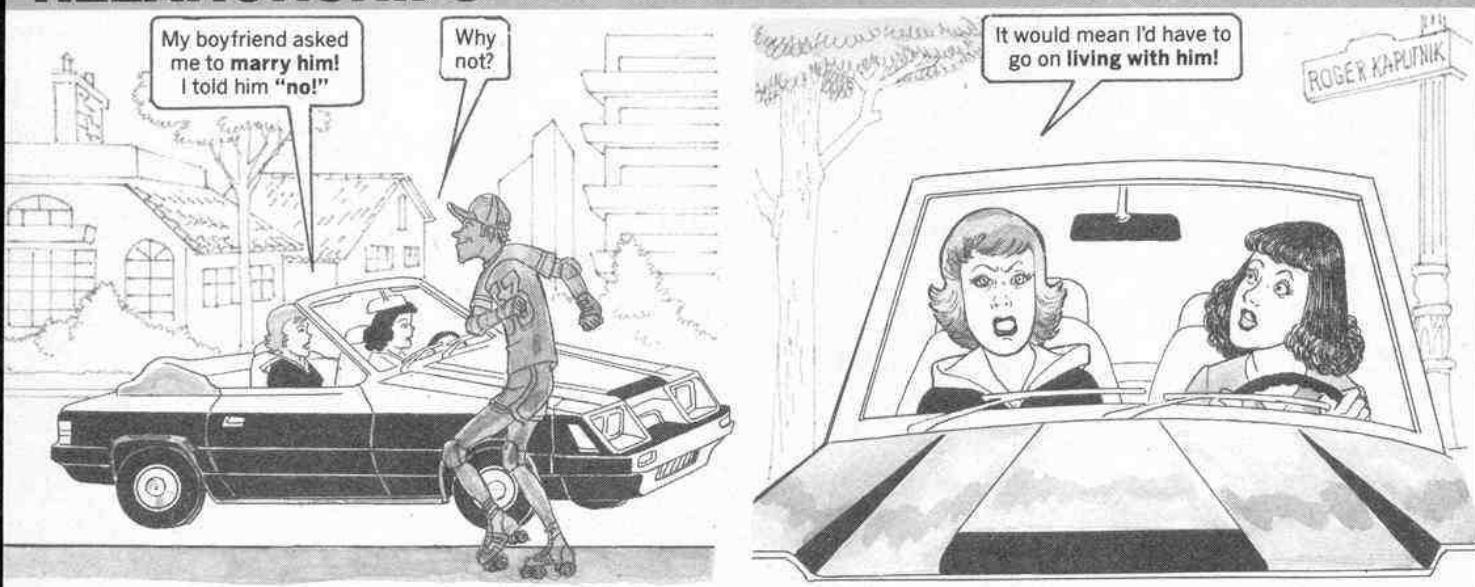
COMPANY



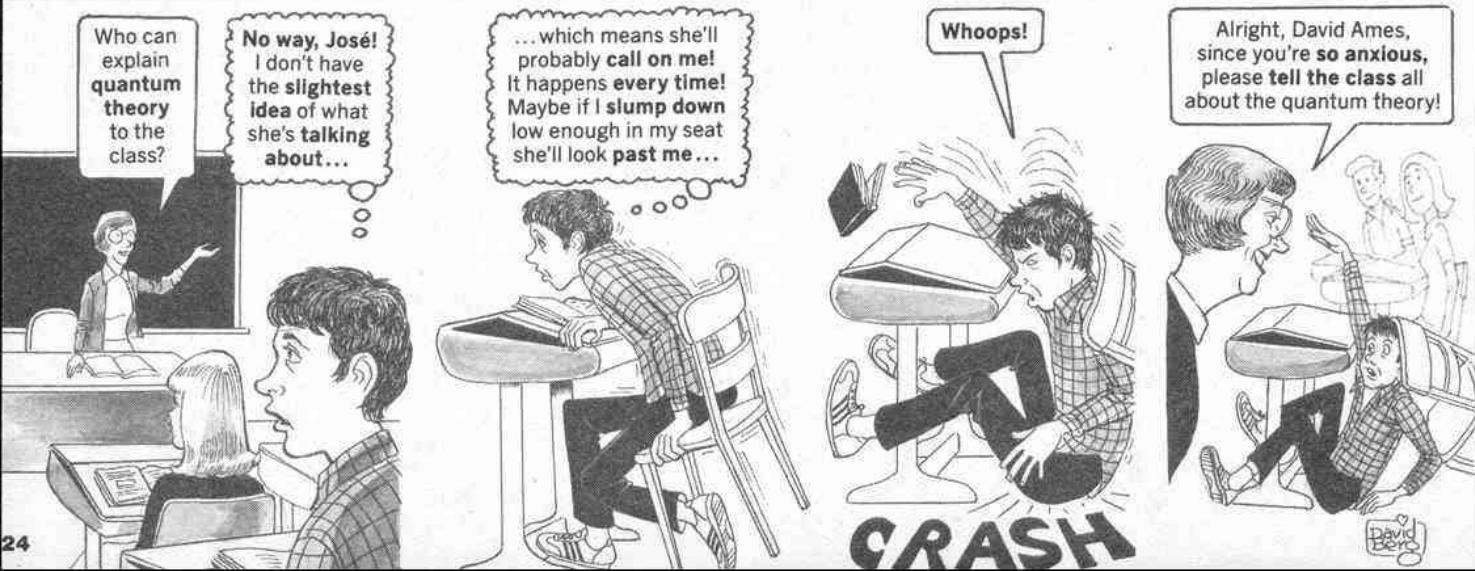
HEALTH



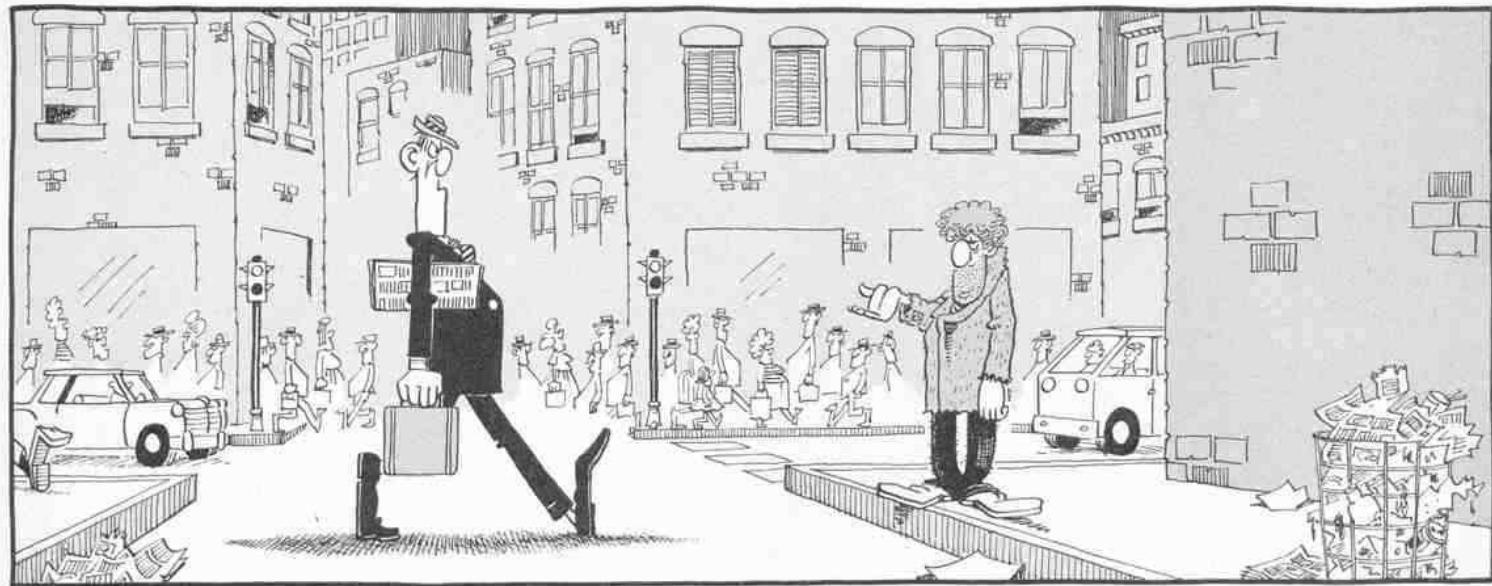
RELATIONSHIPS



SCHOOL



ONE FINE TUESDAY MORNING UPTOWN

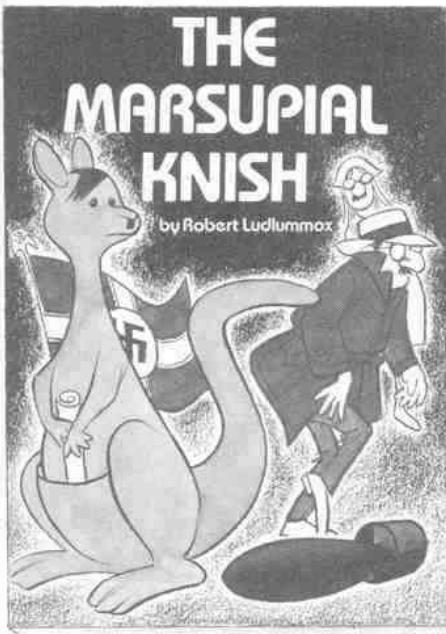


SHELF ABUSE DEPT.

Join MAD's TRENDY BOOK OF

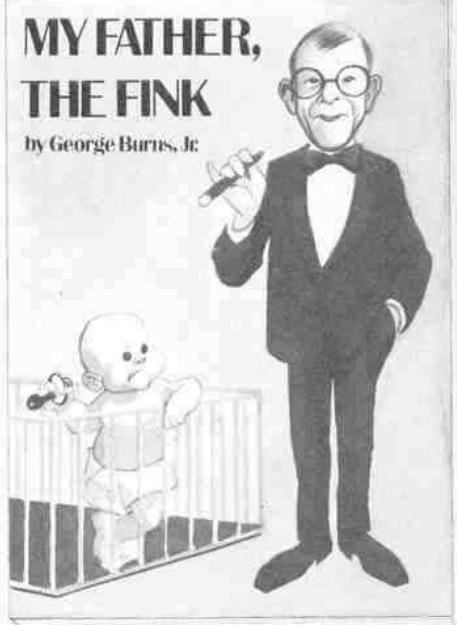
THIS MONTH'S TRENDY BOOK CLUB SELECTION...

THE TRENDY
WORLD WAR II
NOVEL



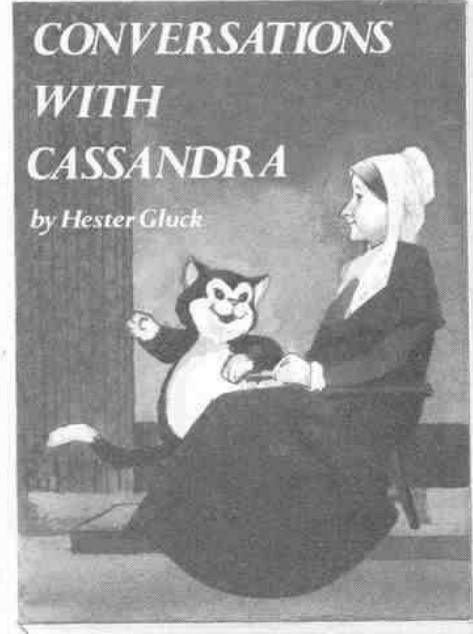
He was a double agent for Iceland and Albania. She was Charles De Gaulle's dental hygienist. Together, they uncover a secret Nazi formula concealed in a kangaroo's pouch at the Berlin Zoo that can transform chicken fat into nuclear energy and seriously endanger the D-Day landings, thereby altering the result of World War II, and possibly destroying the solar system.

THE TRENDY
CELEBRITY CHILD-ABUSE
BIOGRAPHY



"When he ran out of cigars, he smoked my pacifier!" "I was subjected to off-key frightening lullabies!" "To this day, he still denies he's my Father!" A precocious 2-year-old boy reveals facts about his 88-year-old celebrity father which...if they are true...will make the cruelties suffered by Bing Crosby's son and Joan Crawford's daughter sound like bedtime stories.

THE TRENDY
CAT-LOVERS
BOOK



More sensitive than Garfield and less frivolous than Heathcliff, Cassandra—the world's most knowledgeable cat—chats with her mistress about hibachi cooking, unilateral disarmament, the deterioration of downtown Detroit, a plan to feed the world's population, the dangers of jogging, and a host of other diverse subjects that will delight and amuse cat-lovers everywhere.

THIS MONTH'S TRENDY BOOK CLUB ALTERNATE

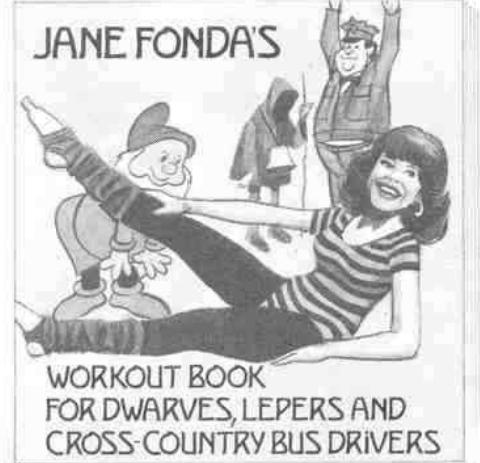
THE KANKAKEE 44-HOUR
FALAFEL AND CREAM SODA
DIET



THE TRENDY
DIET
BOOK

From the heartland of Illinois comes this revolutionary new diet, called by its creator "The Diet of the Century!" Learn how the author not only lost 396 pounds in one weekend, but also saw his 280-pound dieting wife vanish completely, and his dieting Cadillac Seville shrink to a Pinto.

JANE FONDA'S



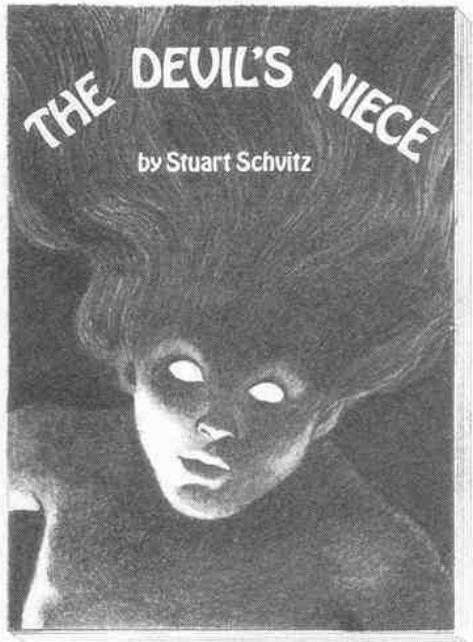
WORKOUT BOOK
FOR DWARVES, LEOPERS AND
CROSS-COUNTRY BUS DRIVERS

THE MONTH CLUB

ARTIST: BOB CLARKE

WRITER: LARRY SIEGEL

THE TRENDY
HORROR
NOVEL



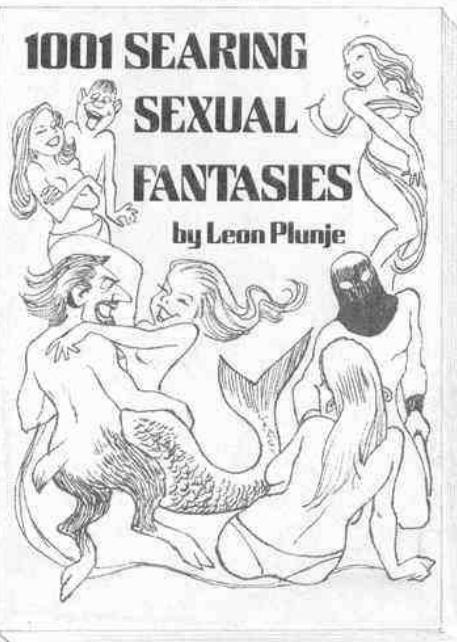
Her father was the brother-in-law of Satan! Her mother was a reincarnated piranha fish! And her Aunt Ann was a comparison shopper for Bloomingdale's! The most horrifying story of all time begins one quiet afternoon in Staten Island, New York, as innocent-looking Belle Zebub wends her way from door to door selling her unique Girl Scout Cookies...made from real Girl Scouts!

SELECTIONS...

THE TRENDY
EXERCISE
BOOK

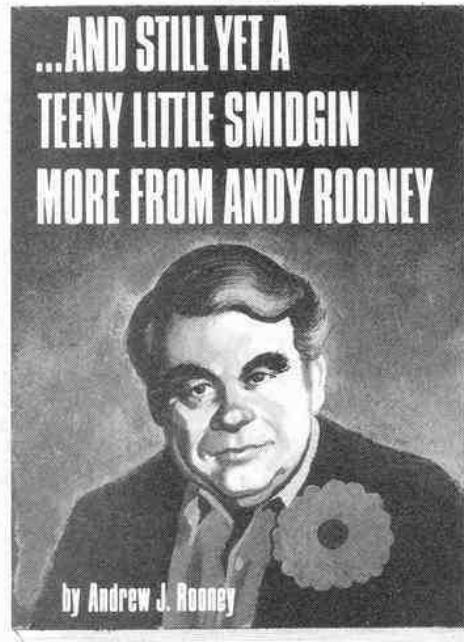
Once again, Jane proves that nobody is too handicapped, too sick or too troubled to participate in a healthy daily exercise regimen. This book is a wonderful companion piece for Jane's upcoming "Jane Fonda's Work-Out Book For Migrant Fruit Pickers & Kidnapped Oil Company Executives."

THE TRENDY
SEX
BOOK



A look at the incredibly exciting and unbelievably disgusting sexual fantasies culled from 1001 disturbed minds and recreated in sharp-focus photos. This book has no phony analyses, no long-winded psychiatric explanations and no pompous (but useless) justifications. It's not even written by a Doctor! It's just pure, nauseating no-frills smut for the entire family!

THE TRENDY
ANDY ROONEY
BOOK



In this week's book, Rooney continues last week's insight into the cosmic significance of belly button lint. He also reveals a life-long sexual obsession for unleavened bread, discusses the problems of keeping a praying mantis as a pet in a singles-only apartment, and tells why he hates manhole covers, the letter "H" and pizza pies. A must for Andy Rooney fans everywhere.

MAD'S TRENDY BOOK OF THE MONTH CLUB
485 MADison Avenue, N.Y., N.Y. 10022

Please enroll me in your club and send me your books at the ridiculously low price of \$15.00 each. I understand that if, at any time, one of your books contains a new idea, a new concept or a new thought, all the money that I've sent you will be refunded to me and I will receive a free round-trip cruise for four to Puerto Rico. I also realize that this spread is a satire of those ads for Book Clubs that feature trendy books, and that I'm too smart to fall for a joke. But I'm sending you the money anyway, even though I expect no books in return.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CANVASSING BUSINESS DEPT.

Every year advertisers spend millions of dollars on campaigns that have no cultural value other than persuading us to buy various products. How then, you ask, can companies improve their ads and give

IF ADVERTISERS MADE

reach out and touch someone



Let your fingers get you talking!
From Adam to Zachariah, you're only
digits away from communication!
It's the next best thing
to hand-to-hand contact!



AT&T our creation is divine

**When you take
on the world,
you're not alone.**



Reach in and
pull out your
American Express
Credit Card—
it's welcomed from
Waterloo to Corsica!
Don't leave your
homeland without it!

them more culture? Well, one way would be to let the world's great painters and sculptors provide the artwork. What, you ask, would be the result? Look no further, because Mad now reveals what we'd see

USE OF OLD MASTERS

WRITER: FRANK JACOBS

First the SCOPE... ...then the KISS!

The *modern* way to handle
the *classic* problem of romance
after pizza with everything!



when E.F. Hutton talks, people listen.



"I Want My Alka-Seltzer!"

When you've eaten like a pig and feel nauseous. When you're belching in public and embarrassing your friends. When you're bloated and yecchy and kind of feel like throwing up—

TAKE

Alka-Seltzer

FOR ACID INDIGESTION,
HEARTBURN, SOUR STOMACH AND
OTHER DISGUSTING THINGS.

ARE YOU SEEING RIGHT?

Or is everything fuzzy and blurred and giving you headaches and making you think you're swacked when you haven't had a drink since last Thursday? Maybe you should have your eyes examined. Could be you really don't have cataracts or glaucoma or some incurable eye disease. Maybe you're just nearsighted or astigmatic or wobble your head a lot when you look at things. So see your eye professional today. You'll be glad you did. So will we.

SEEING

*how many lenses and other
optical stuff we can peddle
from ads like this*

IS OUR BUSINESS

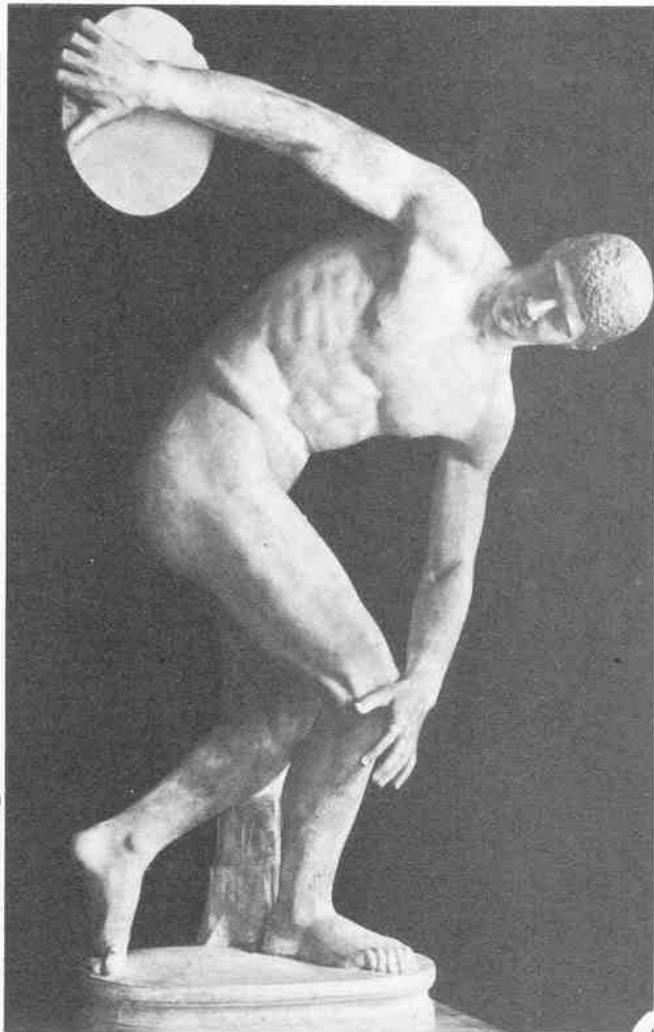
BAUSCH & LOMB



**THE BEST TEST OF A
SEALY POSTUREPEDIC
IS YOU.**



**YOU KNOW
WHEN YOU NEED
RIGHT GUARD.**



**WHAT AM I THINKING?
I'M THINKING HOW
SQUEEZABLY SOFT
CHARMIN IS.
AND THAT I
USED UP THE
LAST ROLL
YESTERDAY.**



CHARMIN Toilet Tissues

Your nose tells you. So do your friends, who stay upwind when you're around. Not to mention the people who get off the elevator when you get on. So pick up the stick or the spray, and for the sake of everyone around you—USE IT.

CRASH COURSE DEPT.

Some of you hot shots have probably taken a "Drivers Ed" course, and maybe even passed a written exam to get your state license. So now you think you're ready to climb be-

hind the wheel and handle any situation that comes up, eh? Well, we've got news for you, Booby! All those rules you learned, about slowing down at deer crossings and avoiding

THE MAD PRACTICE

1. If you suddenly realize that you are driving the wrong way on a one-way street, you should...



A. start driving backwards a whole lot faster than the oncoming traffic is moving forward.

B. prepare to tell the policeman that you're from England, where driving rules are all the opposite of ours.

C. switch into the lane reserved for oncoming buses, and start to pray that you're on a route that has lousy, infrequent service.

2. When you pass the scene of an accident and see law officers waiving the traffic through...



A. stop and thank the policemen for kindly pointing out the grisly sight to you.

B. pass on by as directed, but then "rubberneck" by staring into your rearview mirror for the next half a mile.

C. plow into the accident so you can collect from the insurance companies of the other drivers involved.

3. When driving with a back seat full of restless children...



A. turn around and look each one in the eye while scolding them, so they will know you mean business.

B. take your hands off the wheel long enough to grab the worst offender by the throat, and shake him until his teeth rattle.

C. twist the steering wheel sharply back and forth, so the kids will be too busy picking themselves up off the floor to whine.

7. Upon realizing that you've just slammed and locked your car door with the only car keys inside...



A. pay the thief who's breaking into a nearby car to break into yours.

B. climb in through the sun roof. If your car doesn't have a sun roof, go buy a can opener at a nearby store so you can install one.

C. do what everyone else does: stand there staring through the side window at your keys as if that's going to help somehow.

8. If you accidentally drop a lighted cigarette while the car is in motion;



A. roll down your windows and immediately drive through a car wash.

B. roll up your windows and proceed, knowing that the fire will go out as soon as it has used up all the oxygen inside the vehicle.

C. immediately slip off your shoes, because it's a lot easier to locate something hot on the car floor when you're barefoot.

9. If your contact lens should pop out while you're driving at high speed, you should immediately...



A. shut your eyes, because seeing only fuzzy images of oncoming traffic is dangerous.

B. speed up, so you can reach your destination quickly and begin looking for your lost lens.

C. dive to the floor and hunt for it, since you can no longer see anything through the windshield anyway.

left turns into fire stations, will only be of use to you once or twice in your driving lifetime. You haven't really been tested or even informed about the practical driv-

ing decisions you'll be required to make every day. Lucky for you MAD has corrected this terrible oversight. Quiz yourself and discover the motoring skills you lack with

CAL DRIVING TEST

ARTIST: PAUL COKER

WRITER: TOM KOCH

4. To avoid being delayed by meandering senior citizens in crosswalks ...



- A. blow your horn suddenly and then drive under them when they all jump straight up into the air.
- B. open the passenger door and graciously offer to drive them to the nearest curb.
- C. Always carry a bullhorn so you'll be prepared to announce that Hugh Downs is autographing free copies of the Readers Digest for all who hurry over to the Community Center.

10. If you see red lights flashing to warn you that a bridge is out ...



- A. suggest to the flagman that he tighten his light bulbs so they'll stop blinking.
- B. remember what Burt Reynolds always does and speed up, so you can hurtle across the river without needing a bridge.
- C. roll up the windows before proceeding, so your car will float longer after it hits the water.

5. If your car conks out in a strange town, and you're broke ...



- A. find a temporary job in the area to earn money for the repair bill. Anything that pays over \$1000 a week should be adequate.
- B. try to map out a route home that's downhill all the way, so you won't need an engine that runs.
- C. push your car into the nearest vacant lot and prepare to live there until you hear that you've come into a large inheritance.

11. The best way to take revenge on a rude motorist is to ...



- A. point frantically at his rear tire until worry forces him to stop and check out the situation.
- B. take down his license number and then report his car to the police as a stolen vehicle.
- C. flash a phony badge, gesture to him to pull over, and then whiz on past him when he complies.

6. When flagged down by a policeman for failing to come to a complete stop at a "full stop" sign ...



- A. tell him you have such a souped-up engine that your car goes 20 miles an hour in neutral.
- B. say something in any foreign language, so he'll assume you didn't know what the word on the sign meant.
- C. confuse him by citing Einstein's Theory to prove that nothing in the universe ever comes to a complete stop.

12. If you decide to park in a space that's marked with this symbol ...



- A. prepare to tell the judge that you thought the sign meant "Absolutely No Unicycle Parking".
- B. tell anybody who glares at you that your disability doesn't show because it's mental (and dangerous).
- C. immediately put the hood up, so you can claim that your car is disabled, even if you're not.

13. If you become involved in a "fender bender" accident that is clearly your fault...



- A. announce that you have plenty of collision insurance, and then give the other driver the name of a fictitious insurance company.
- B. make light of the damage you've caused by insisting that his crushed grill can easily be snapped back into place.
- C. suggest that your victim take off before your armed bodyguard arrives to "handle things" for you.

16. When leaving your car parked in a sunny spot makes your steering wheel to hot to touch, you should...



- A. Press the mysterious button marked "Cruise Control" and hope that it's some kind of device that enables the car to steer itself.
- B. Obtain enough dimes from a nearby bank to feed the parking meter until evening, when the sun will probably go down.
- C. tell your pesky little brother who always wants to drive your car that you've finally decided to let him.

14. When required to drive the family cat to the veterinarian all alone...



- A. wear a bird cage over your head for protection, in case Kitty panics and starts clawing everything in sight.
- B. be alert for special problems if you step on the brake pedal suddenly and feel your foot come down on something warm and soft and furry.
- C. stuff the cat into the glove compartment, and then drive at top speed to reach your destination before the air supply gives out.

17. When the driver behind you honks because you failed to notice that the red light just turned to green...



- A. glance in the mirror to check the size and gender of the honker before deciding whether or not to make an issue of this.
- B. give the familiar obscene gesture to indicate that you still consider yourself to be superior to him, even though you tend to daydream.
- C. jump out and hand the other driver a dollar, explaining that it's your payment for wasting five seconds of his valuable time.

15. When you're late for work and try to finish dressing while driving...



- A. at least put on your trousers before leaving the house, because that's impossible to do while operating a moving motor vehicle.
- B. be sure to stay off cobblestone streets while applying lipstick, unless you're satisfied to look like an Amazonian witch doctor.
- C. never apply false eyelashes on the freeway because a thumb seen at that close range can easily be mistaken for a flesh-colored tanker truck.

18. In case of disabling car trouble on along a busy interstate highway...



- A. stay in your parked car with the windows rolled up and the doors locked, because it's better to die of suffocation than be knifed by a passing maniac.
- B. choose the most annoying passenger in your group to walk to a gas station for help.
- C. leave your car in the highway lane where you stalled, so that the first car that comes along will push you into the next town at 60mph.

INSTRUCTIONS FOR GRADING YOURSELF

The correct answer to each odd-numbered question is "C". The correct answer to each even-numbered question is "A". Except for questions numbered 4, 10, 12, and 16, where this is not the case, as any fool can see. Credit yourself with 8 percentage points for each correct answer.

We realize, of course, that this would give you a total score of 144 percent if you got them all right. However, you couldn't have done that, because all of the multiple choices for at least seven of the questions have been scientifically programmed to be wrong anyway. So there!

A FACE ONLY A MUGGER COULD... DEPT.

MAD'S 'GOETZ MASK'

SPECIAL
BONUS

PHOTO: A. TANNENBAUM—SYGMA IDEA: HARVEY KURTZMAN AND WILL ELDER

WEAR THIS AND NO MUGGER WILL MESS WITH YOU!!

TIPS FOR ZIPS DEPT.



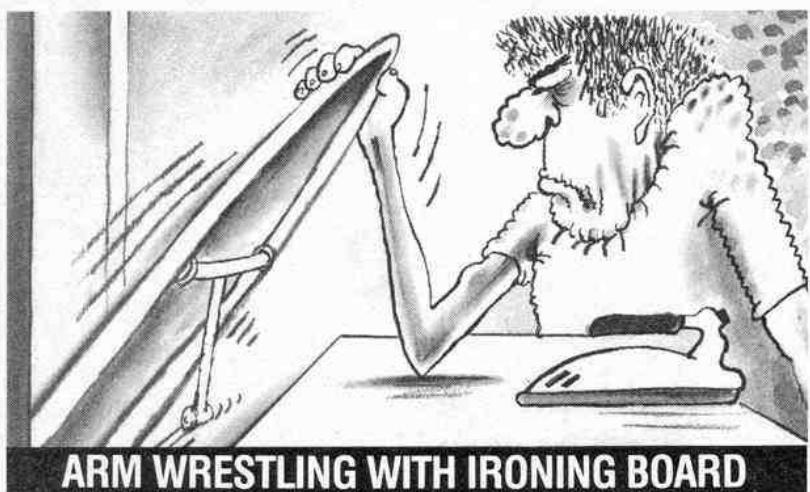
PASTIMES



TREE TUG-OF-WAR



DRIP-DRIP SING-A-LONG



ARM WRESTLING WITH IRONING BOARD



TWISTER-DODGING

for NERDS

WRITER AND ARTIST: PAUL PETER PORGES



FULL-BODY APPLE-DUNKING



ONE MAN TOUCH-FOOTBALL



UNICYCLE TO A DRIVE-IN MOVIE

As President, I have appointed you all to top Government posts because our country is in serious trouble, and I need your suggestions on how to improve things! In other words, I wanted to see what would happen—

IF THE MILLER LITE BE

I think the first thing we should do is take care of our **NATURAL RESOURCES** ... right, Mickey?

You're doing **okay** with **YOUR** majestic mountains, doll!!!

Lee is the Secretary of the Interior! She shouldn't have to take that kind of obscenity from Mickey!

So what's she gonna do... sue the Chief Justice of the Supreme Court?!!

Attorney-General Butkis, can you come up with any **loopholes** in the Constitution... so we can really hit **ORGANIZED CRIME**...?

There **ARE** no holes in the United States Constitution!

There are **NOW**!!

Considering how **badly** I used to play first base, I don't know why they made me Secretary of **DEFENSE**!!

Tell Numazawa that's **NOT** what the Secretary of Energy is supposed to be doing!

NO?!? YOU tell him!!

Hey, c'mon, you guys!! Let me in!! This is **NO WAY** to treat the Secretary of State!!

KNOCK

KNOCK

RT
We the P!

ER GANG RAN THIS COUNTRY

ARTIST: SAM VIVIANO

WRITER: LARRY SIEGEL

As the Joint Chiefs-of-Staff of the Pentagon, Admiral Robinson and I have developed a new weapon called the "L-Bomb"!

It doesn't destroy as many people as the H-bomb, but it lays waste more countries!

Less killing!!
Wastes great!!
Less killing!!
Wastes great!!

Well, Billy ... it looks like you're Secretary of the Treasury—and I'm the Treasury....

No, George ... you're the TREASURER! A treasury is a thing, not a person! It's a big, cold, overblown pile of money, and—Hmmm! You may've been right the first time!

Look ...! It's that horrible beast again!
Rodney ... this meeting is for IMPORTANT people! What are YOU doing here?

I tell you ... the Vice-President don't get no respect!!

WHACK!

WHYS UP DEPT.



For thousands of years, philosophers have pondered tough questions like "What is truth?", "What is beauty?" and the ever-popular "What is the meaning of life?" But we at MAD do not aspire to such dizzy heights of cogitation (ahem!). We're still stuck on more mundane questions—questions which, while not earth-shattering in their implications, are certainly just as baffling as the ones mentioned above! We'll show you what we mean with

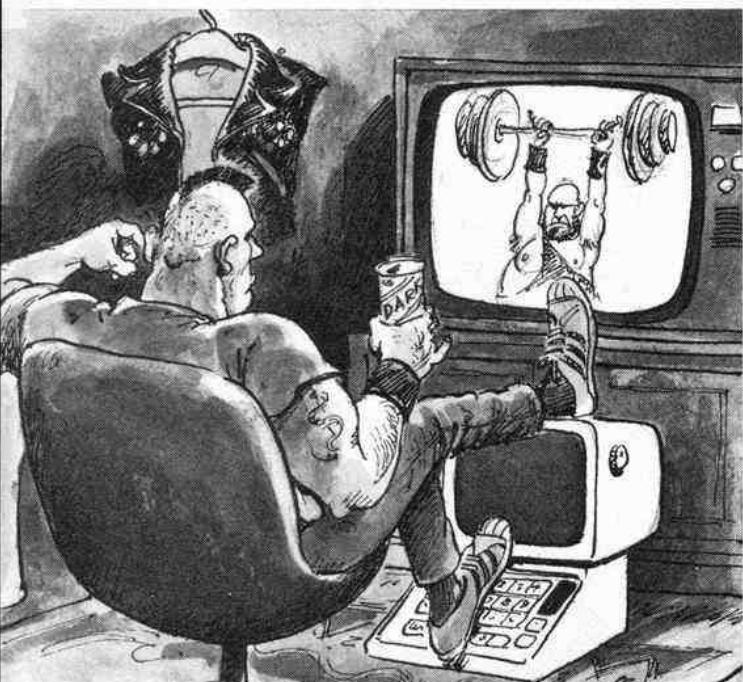
MAD'S REAL MYSTERIES



Now that everyone in the Western Civilized World knows Howard Cosell has a toupee, why does he still wear it?



Since no one in the country admitted watching *The Dukes of Hazzard*, how did it make it into the "Top Ten" every week?



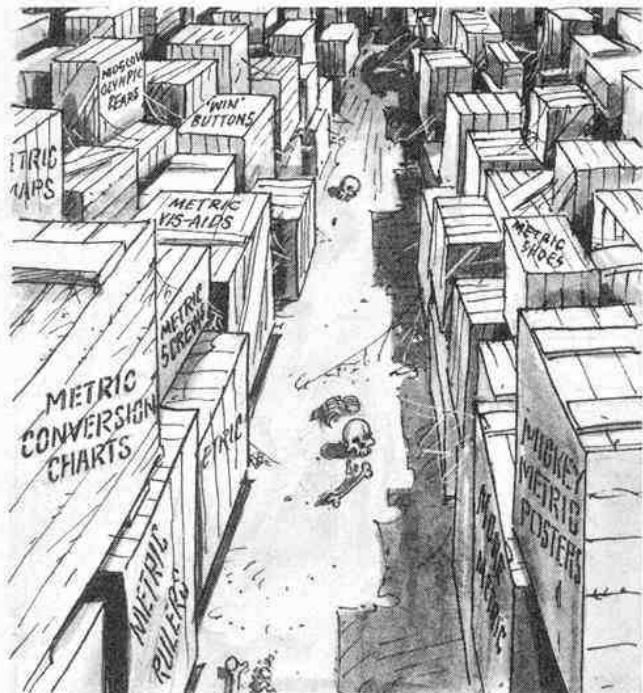
How many of the two-million-plus Americans who bought home computers last year really found a use for them?



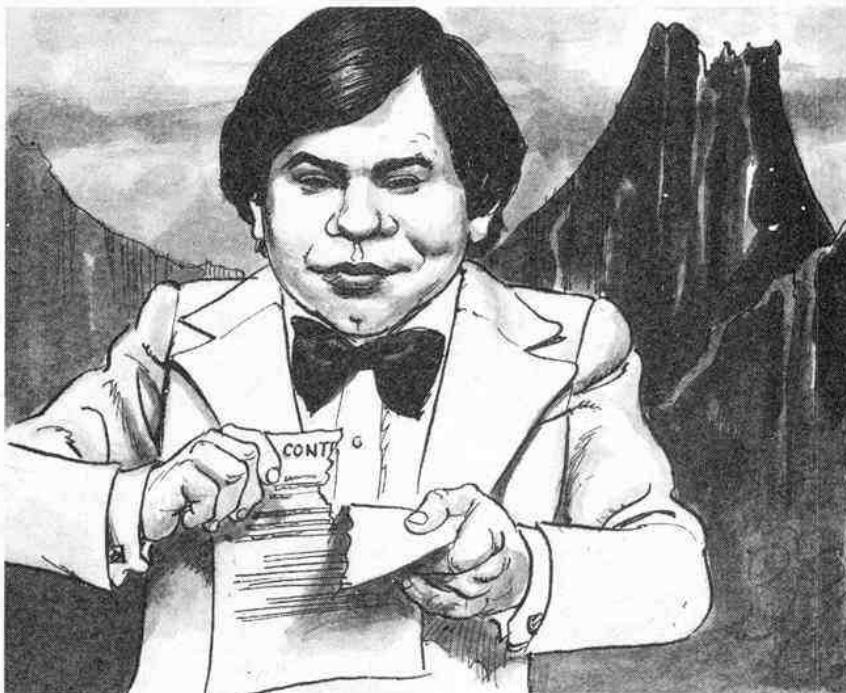
What is it that endears hurricanes to us so much that we give cute names to them...but not to, say, earthquakes and floods?

LY PERPLEXING OF LIFE

ARTIST: HARRY NORTH WRITER: MIKE SNIDER



Whatever happened to that "Metric System" we were all supposed to be "fully converting to"?



Does Herve Villechaize really think he'll find another co-starring role in a hit TV series that calls for a 3-foot midget who lisps?



Was the Ayatollah Khomeini any fun when he was a kid?



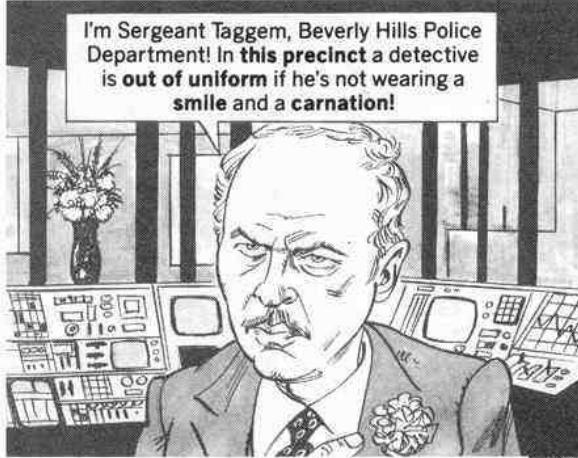
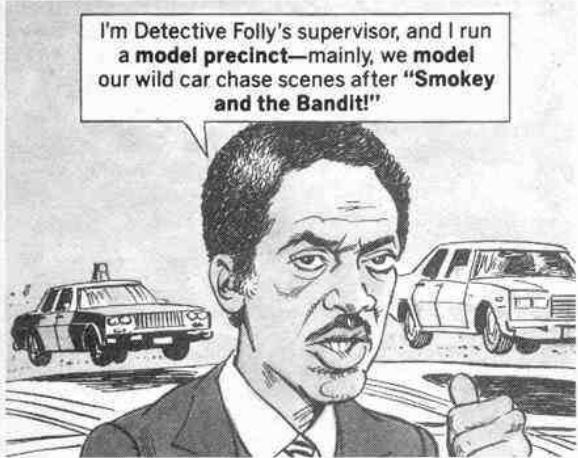
If, as they all claim, the Miss America Pageant is more than a "meat show," why don't they try it without the swimsuit competition, just to see what happens to the ratings?

ONE FINE FRIDAY EVENING DOWNTOWN



BEVERLY HILLS COPCAT

I'm Axewell Folly! Here in Detroit, cops have to deal with thieves, liars, and foul-mouthed, drug-dealing punks! And that's just me and my friends! You should see what's going on outside the police station!



When they say "cigarettes can be dangerous to your health," they ain't kidding! 50 cases of the "@#\$% almost crushed me to death!"

Axewell, we send a whole fleet of squad cars to help you, and you don't even bust the hoods in the stolen cigarette operation!

Yeah, but look what I did bust—37 cars, 16 trucks, 5 buses, 12 fences, 4 hydrants...

Matey, I ain't seen you in years! Why'd you break into my apartment? I'd have given you a key!

The key to success is don't use a key! "Let your fingers do the walking in," like the old days, before you and Dreamie became respectable!

Hey! What are you doing with all these negotiable bonds?

I was hired as a security guard and told never to let them out of my sight! I quit months ago, but I'm still watching these!



Victory Wasteland gets very annoyed when someone steals from him, especially if it's something that he stole first, like these bonds! So we're going to have to kill you, and your friend can't help you—he's out cold!

How can Axewell be out cold? No one saw you hit him!

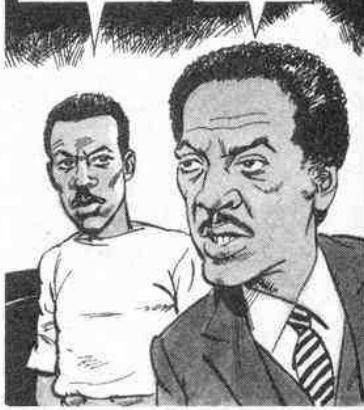
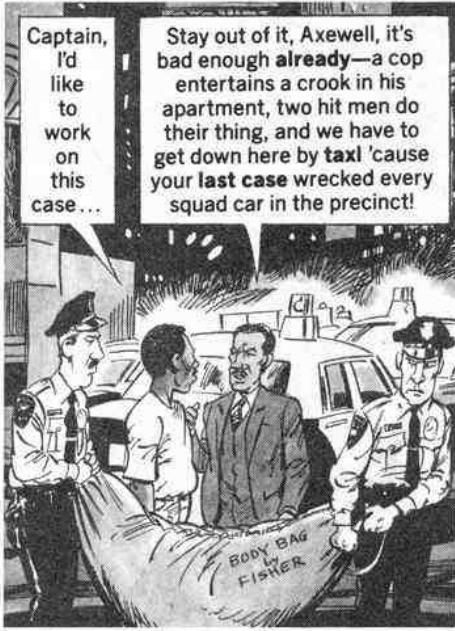
When you get to be that big a star, you don't get knocked out on camera! Take it from a bit player like me, he's out cold!

Captain, I'd like to work on this case...

Stay out of it, Axewell, it's bad enough already—a cop entertains a crook in his apartment, two hit men do their thing, and we have to get down here by taxi 'cause your last case wrecked every squad car in the precinct!

Well, I've got some time off coming to me! I'll take it now, and I won't do any police work, I swear!

Big deal! You don't do any police work when you're on duty, either!



I'm new to Beverly Hills! Do you have anything against blacks being in this hotel?

Absolutely not! You'll notice our waiters, porters, garage attendants, and maids are all black!

I'd like to see my friend Dreamie!

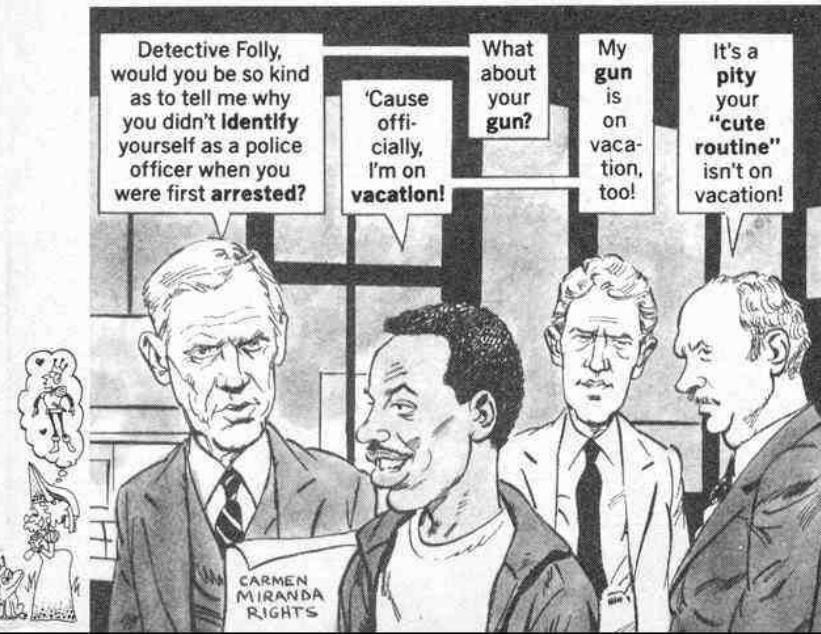
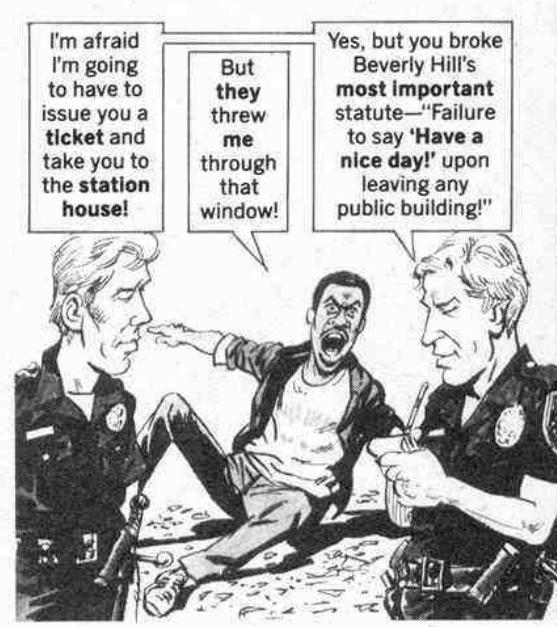
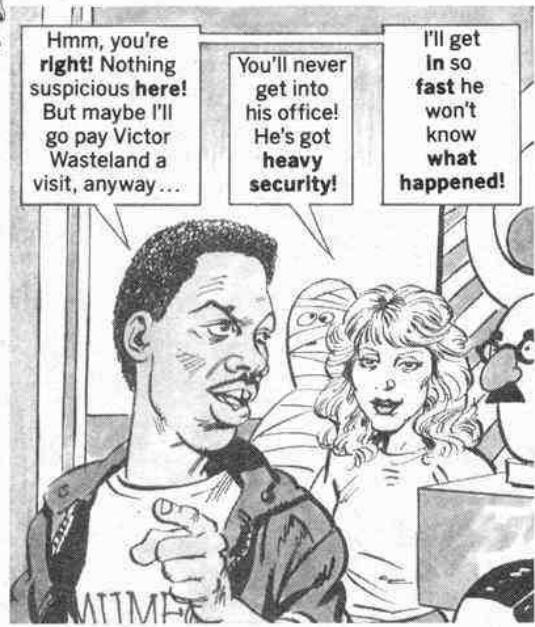
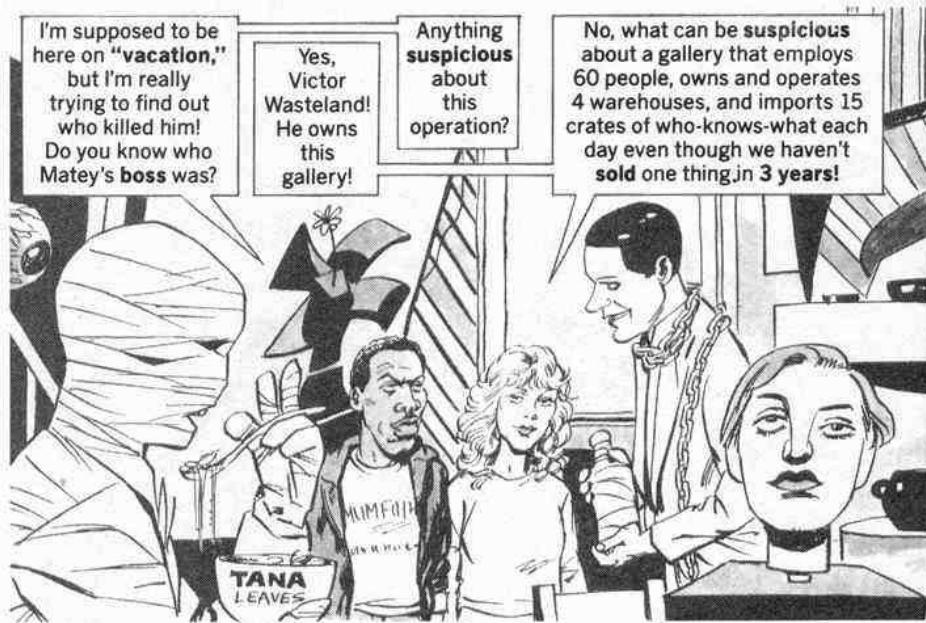
May I take your hat and coat, handsome?

What about your shirt and pants? You must surf—look at that incredible tan!

That's not a tan! I'm black!

In Beverly Hills? Sure you are!



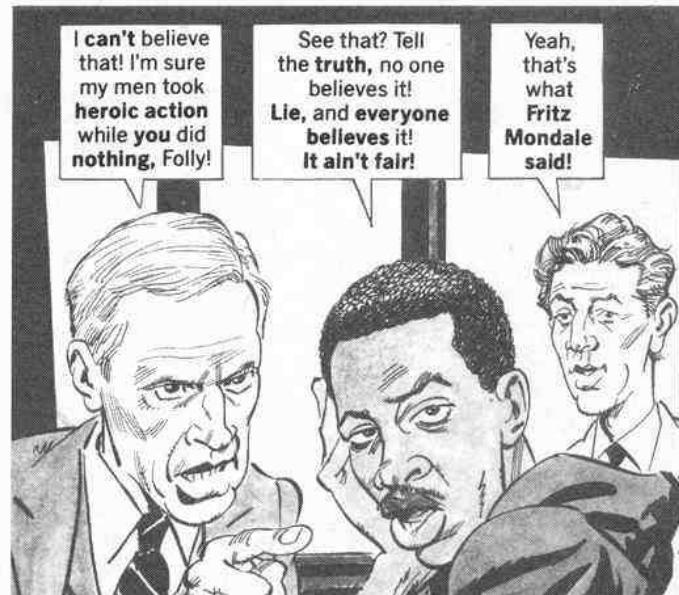
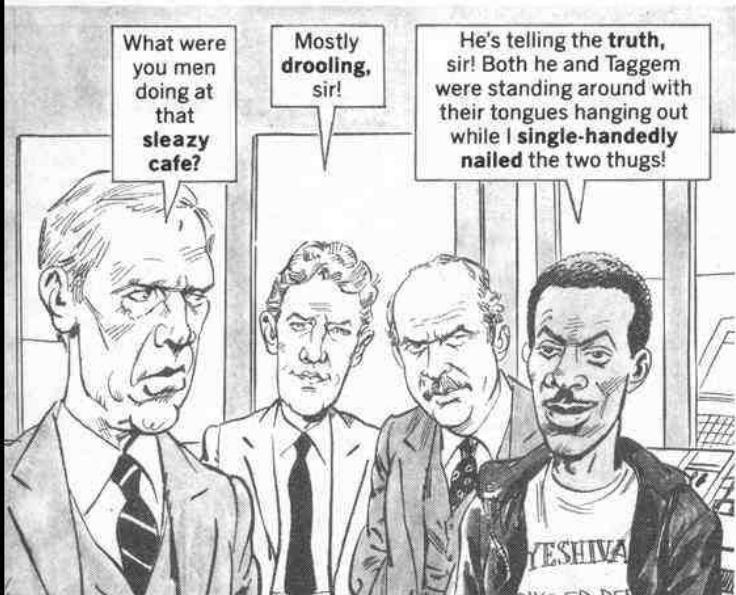
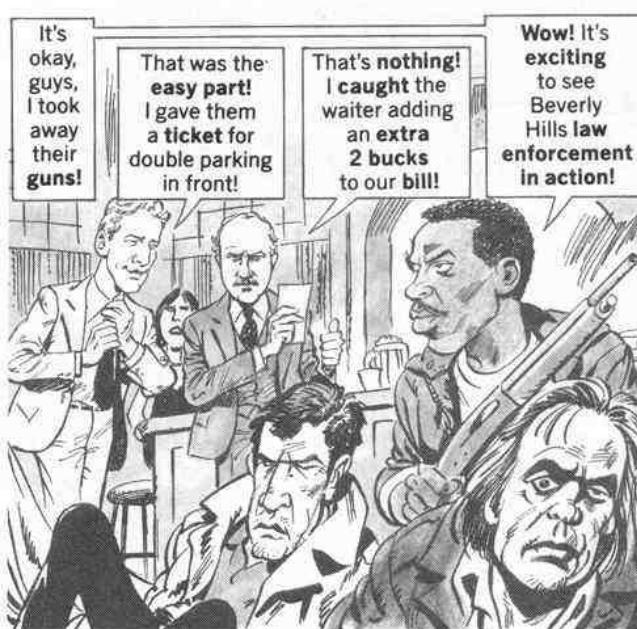
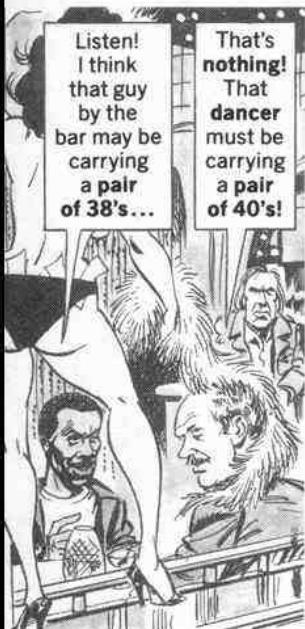


Hmm, two guys drive all the way from the **airport** to this **warehouse** just to take bonds out of a **crate** and put them in a **briefcase**! If they did that on the **truck**, they could get rid of this warehouse and cut down on a lot of their **overhead**. Well, since there's **nothing suspicious** going on around here, I'll take a break! I'll go find Taggem and Silly who are supposed to be **telling** me, and take them to a **sleazy cafe**!



Hey guys, should I tie a rope to your car so you'll be able to **follow** me this time, or will you just hop into my car and make it **easy** on all of us?

Okay, Axewell, we'll go with you, but we'll **both sit** in the **back seat**! This way we can tell the Captain we were **right behind** you the whole time!



I've been snooping around, and I know Victor Wasteland's art gallery is just a front for his drug and negotiable bond smuggling operation!

Can you prove this?

I have these coffee beans...

That would make insufficient grounds!

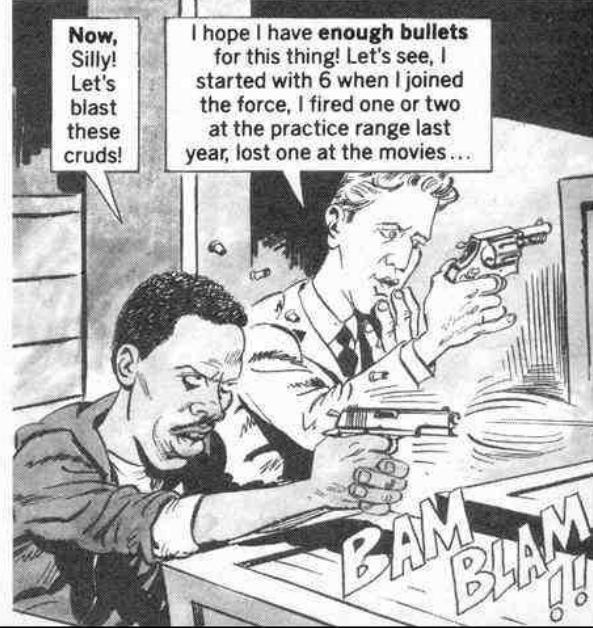
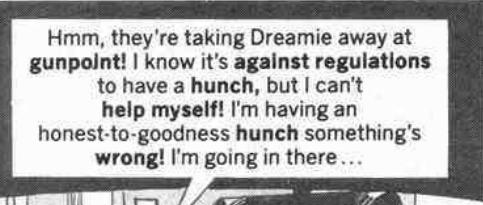
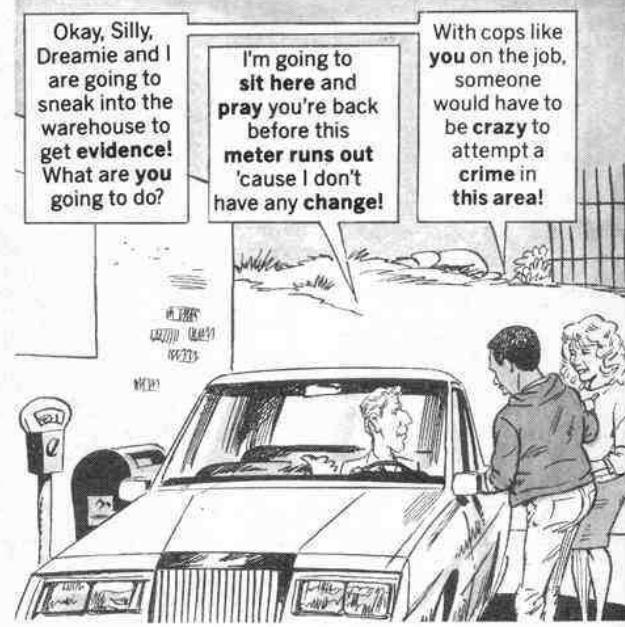
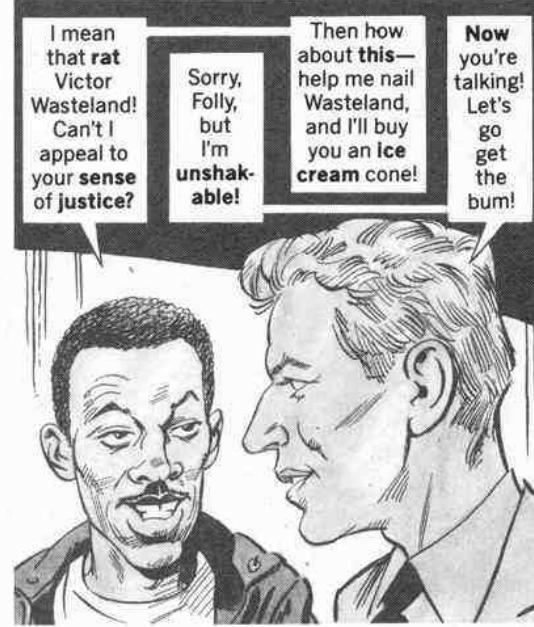
Hey, I'm supposed to say all the funny lines!

Besides, every cop knows that smugglers use coffee to hide the scent of drugs from our trained dogs!

Maybe Detroit cops know that! In Beverly Hills, we don't have to deal with that sort of thing!

But... but...

Speaking of "but," get yours back to Detroit, Folly! That's an order! You've caused enough trouble around here!



Taggem, I've done **something stupid**—
I got involved in **fighting crime**!
We're on our way to Wasteland's house,
but **don't say anything** to the Chief!
You know he'll have a fit if we fire a
bullet and put a hole in Beverly Hills!

Help is on the way!
And they'll fit right
in with the way law is
enforced around here!
We're sending the
Keystone Cops!

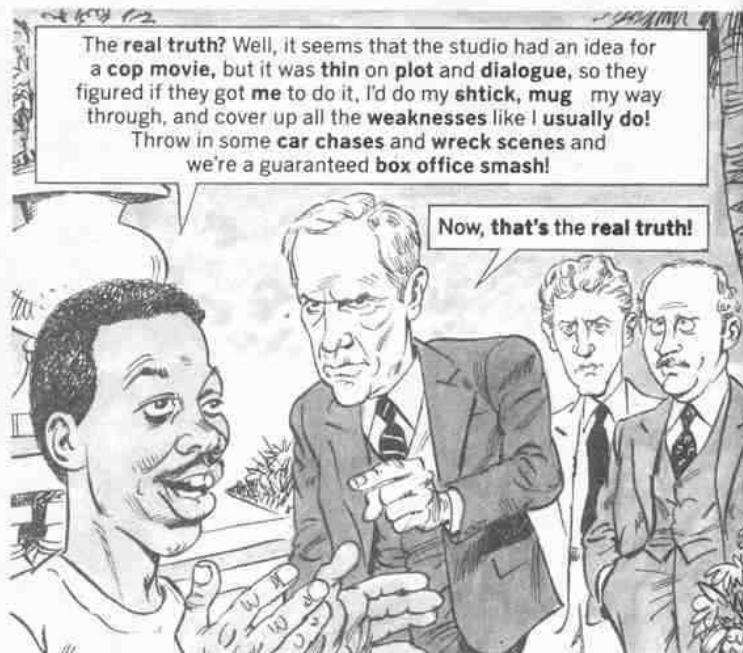
Okay, guys,
we may be
outnumbered,
but we can
even things
up by using
the element
of **surprise!**

You mean
like we
ring the
bell,
then hide
in the
bushes?

I was
thinking
more like
scaling
the wall
with
guns
blazing!
Couldn't we
just turn
on their
sprinklers
and book
them for
"over-
watering?"

I've killed 17
already, and I
haven't fired
my **second shot!**
Being a big
star certainly
does have
its **advantages!**

I've **Injured**
someone, too!
Myself!
Which way
does the
pointy
part of
this go?



THE TRIVIA PURSUIT SURVIVAL KIT (CONT.)

If you liked these, remember, there are 6,000 Trivial Pursuit questions that everybody knows the answers to by now!



Genius

P	See your doctor immediately
OT	Bubbles LeJoy, during an all-night Christmas party in 1957
R	Playtex Cross Your Heart Bra
Z	Contraceptives
EB	Three weeks, four days. The rest of the time he was just as lost as the rest of them
IE	Tupperware

Genius

P	Joan Collins
OT	guy in an alley with a knife
R	Jimmy Carter
Z	A fluke
EB	Lucky Strike Makes Fatal Tumors
IE	Pick 'em

Genius

P	George Bush
OT	The director
R	About 60,000 American G.I.s, to pregnant women throughout Europe and the South Pacific
Z	False, but only because they didn't think of it at the time
EB	Don King's hair
IE	"Pi a la mode"

Genius

P	KL5-1878, if no answer, KL5-7713
OT	Call up a carpet store and have them send somebody over to measure
R	All of them
Z	Being God
EB	Not much
IE	Billy Martin

Genius

P	\$1.28
OT	"I am not a cook!"
R	Gloria Steinem
Z	Cheap Elvis imitators
EB	President Grant, his wife, his bartender and two secret service agents
IE	<i>Mad Magazine</i> , however <i>The Congressional Record</i> is also acceptable

Genius

P	Your fingernail
OT	On the other side of this card
R	Muggers
Z	The Jacksons' accountants
EB	"Bring home a quart of milk"
IE	Working toilets

THE TRIVIA PURSUIT SURVIVAL KIT.

While the Trivia Pursuit craze lasts, please accept our condolences (and this attempt to cash in on the craze.)

