No. 242 Oct. '83

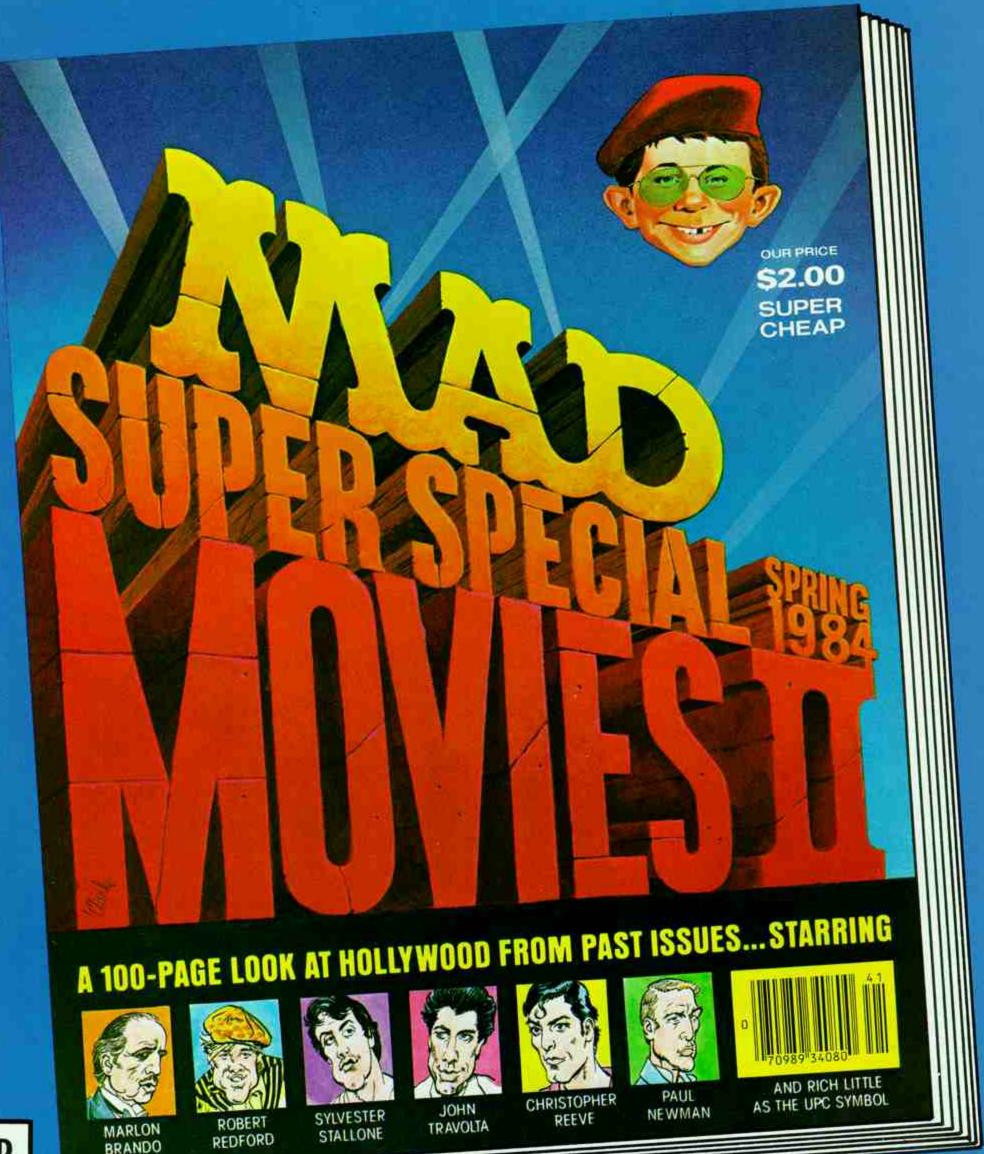


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OCTOBER 1983

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"The trouble with doing nothing is you can't quit and rest!"

-Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 10 issues \$9.75. Outside U.S.A.: 10 issues \$11.25. Entire contents copyright © 1983 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue. New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a concidence.

VITAL FEATURES

"STAR BORES

—RE-HASH OF

THE JETI"

(A MAD Movie

Satire)

Pg. 4





YOU'RE NEVER REALLY 100% SURE... Pg. 14

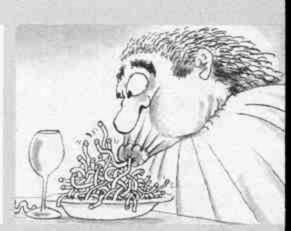
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WHY KILL YOURSELF?



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Sad, but true! Not even one of these full color portraits of MAD's "What-Me Worry?" kid, Alfred E. Neumansuitable for framing or for training puppies-left their piled-high shelf in our stockroom after last issue's clever ad! Maybe we'll move a few of 'em with this one! C'mon, gang! Mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.

"TOOTSIE"

I would really like to know why you excluded Charles Durning from your "Tootsie Role" satire. He was definitely one of the funniest characters in the movie. I wonder if Larry Siegel and I both saw the same film? Chris Manson

Florence, AL

The reason Charles Durning did not appear in "Tootsie Role" is because he was busy on location filming a new movie when the MAD satire was drawn. As for whether or not you and Larry Siegel saw the same film, Larry says he was at the 6:15 showing and he doesn't remember seeing you there.—Ed.

"GIMME A BREAK"

I happen to be a fan of "Gimme A Break." I don't appreciate your putting down this great comedy show. If you're gonna make fun of a show, make fun of "Leave It To Beaver" or something like that.

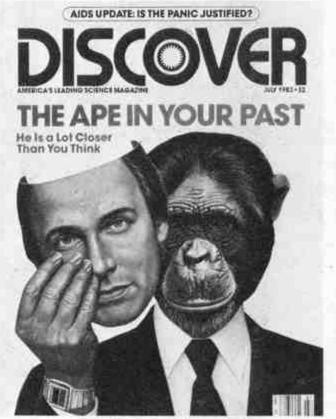
> Dwayne Todd Dayton, Ohio

Why don't you give everybody a break!?! Don't waste your paper and our money by making fun of exceedingly mind-eroding, moronic sit-coms that no one watches anyway! (No one, that is, except your "usual gang of idiots" who are beyond hope!)

> Pat Cunningham Upchukonuce, FL

RIPOFF!

I don't believe it! Now even the distinguished "Discover" magazine has to dig up old MAD Magazines for cover ideas! Take a look at the July 1983 "Discover" and then search through your files for ol' #157 of



Just A Coincidence???

MAD (Planet Of The Apes). What a ripoff! Tom Allnuh Bethesda, MD



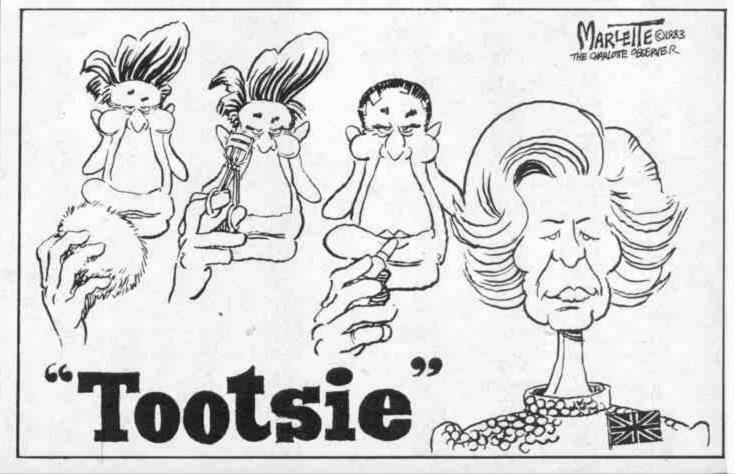
"Discover" is owned by Time Inc. (Remember the great Pac-Man cover scandal?) Need we say more?-Ed.

RIPOFFS CONTINUED

Enclosed is a clipping from the June 15, 1983 edition of the San Diego Tribune. It looks a whole lot like the cover of MAD

#240 (On sale May 12th!)

Freda Phalan San Diego, CA



MAD E.S.P.

I believe I have found out where CBS gets ideas for their shows. I quote the April 10-April 16 issue of Time Inc.'s new magazine "TV-Cable Week", page 4. "CBS, con-cerned about the show's sagging ratings, recently came up with a plan to reunite the couple for an hour-long episode next Christmas. In an update of 'A Christmas Carol', Archie would be visited by the ghosts of Christmas past, present and future, all played by Jean Stapleton, returning to her role as Edith." Hmmm. This sounds very much like the satire in MAD's January 1982 issue, "Starchie Bonker's Place" or "A Christmas Carol O'Connor". Either MAD E.S.P. has done it again, or the people who program such hits as "Tucker's Witch" and "Zorro and Son" are now so desperate that they're swiping from MAD!

> Roy Kassinger Clark, NJ

MORE MAD E.S.P.?

More MAD E.S.P.? In your satire, "Give Us A Break", you had Don Rickles appear at the end to trade barbs with Nell and to complain that he hasn't done much TV work lately. So what happens? No sooner do I put down my copy of MAD then I see Rickles making a guest appearance on the real "Gimme A Break" and then showing up on "The Tonight Show" to complain that he hadn't been on that show in over two years! Does this qualify as double MAD E.S.P.??

Vivienne Gold New York, NY

OSBOURNE AGAIN

Ozzy Osbourne is a bat-biting, midgethanging, goat-murdering, puppy-killer fungus face. It served him right when he got rabies from that bat. To keep Ozzy under control, why don't someone give him a chew toy or throw him some raw meat.

Crystal Reynolds Port Orchards, WA

The Osbourne Score Board this month: 53 pro Ozzy, 2 against. But, of course, very few bats and hung midgets can write.—Ed.



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THE FARCE BE WITH YOU DEPT.

Hi! I'm Princess Laidup! Note that I'm wearing less clothes in this movie than before! That's 'cause my Figure's improved! Unfortuntely, my acting HASN'T!

I'm Ham Yoyo! And this is my good friend. Chewbacco!

Arg! Arg! Arrrgghh!

But it does make me jealous that he gets the best lines in the

Hello! I am Dart Zader! My big kick in life is to threaten and scare people! I got my training working

I'm Landough! I'm proud to be in a movie that gives work to minorities! No, I'm not talking about Blacks! I'm talking about Ewoks, Chirpas,

I'm Cree-pio! I think I've had it after this movie... unless they want me as The Tin Man in a remake of "The Wizard of Oz"!

I'm Lube Skystalker! In this movie, I find out who my Father is . . . !

And after this movie, I sure hope your REAL Father has a good business you can



How nice to see you, Your Royal Hardhat! You're looking just wonderful! Have you been vacationing out in the sun? Knock off the small talk! Work on this new Battle Star has not been going fast enough!

But we're already working 14 hours

a day!!

Well, then... just double your efforts!

You mean, work 28 hours a day?!

Listen, I'm a sadist, not a mathematician!

This doorknocker makes a strange sound! It goes "Ouch!"

That's 'cause I'm not a doorknocker, Bronze Brain! You're rapping me in the eye!! What do you want?? We've come to see Chubby The Fatt! We have a holograph message for him!

Well, he's busy eating!!

Oh! Er... when will he be finished eating?!?

Around JUNE!

FOOD DELIVERIES
FOR
CHUBBY THE FATT'
ARE ACCEPTED AT
1,3,5,7,9ANDILOCLOCK
ALSO AT
2,4,6,8,10 AND 12,0CLOCK
.....AND ATOTHER TIMES
BY APPOINTMENT.



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

Greetings, Your Royal Fatness! I was going to send you a Telegram, but instead...so you can see me ...I'm sending this Hologram!

Well...
now that
I've seen
you, I
would've
preferred
a Candygram!

I've come here to bargain for Ham Solo's life! But I didn't come here empty-handed! I have a SURPRISE GIFT for you! The TWO DROIDS that brought this message are the gift! The fact that they DON'T KNOW they're the gift is the surprise!

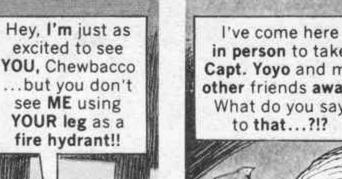
I won't give him up! I like looking at him there ...frozen, unfeeling, lifeless... exactly the way he was BEFORE they carbonized him! I'm here to free you, Ham Yoho! But I've got to admit... you're some remarkable man! Answer me one question! How... if you've been frozen for two and a half years.... were you able to make "Raiders Of The Lost Ark" and "Bladerunner"...?

Oh, wow! Morning breath is bad enough!!
But after 900 MORNINGS... yeccch!!

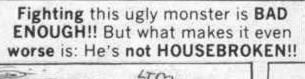
















For killing our Headquarters' mascot, you will all die! All except for the broad ... who will wear a leash and be my "Playmate of the Month"! The rest of you will be taken to the Dune Sea, where you will be thrown into the Pit of the Gee-Spot, the resting place of Karnac! There you will stay in his stomach for one hundred years!

eat bagel!

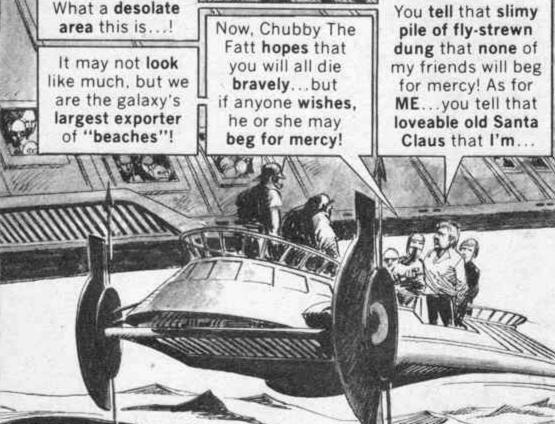
Wow!

Just

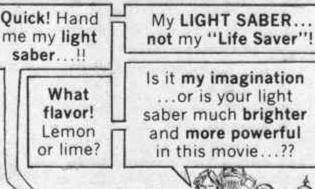
like

when

you



ONE WAY

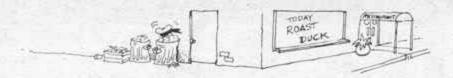


CHUBBY THE FAT THE HUGH HEFNER OF OUTER SPACE

It is! That's because I switched to "Duracells"!

Life Savers! Duracells! When they said that this movie was going to be a "COMMERCIAL VENTURE," they weren't kidding!!















Yodel will be with you always!!

I can't

Oldie Van Moldie! You didn't tell me the TRUTH about my Father...!

Okay!! So the Boogeyman DIDN'T take him away!! Remember, Lube, the last time you asked me about your Father, you were five years old!!

Yodel spoke of ANOTHER who is with the Force!

The other he spoke of is your Sister!!

My SISTER?! You mean, LAIDUP?!?

Your inner self serves you well! My inner self
...and also
the fact that
she's the only
girl in all
these "Star
Bores" movies!

This is the perfect time to attack the Death Star! The weapon system is non-operational, the Emperor himself is aboard, and we haven't wrecked anything in almost seven minutes!











Gee, is

this

"Star

Bores"

... or

"All my

Child-

I'm using my Jeti powers to float Creepio over the crowd..

They'll think he's a GOD ..and let us go!!

Of course, if I REALLY knew how to use my powers fully, we would never have been in this jam in the first place!



I'm glad you're safe, Laidup! I've got news for you! I just discovered that Dart Zader is my Father, and you're my twin Sister, and Creepio is my twin Brother, and Chewbacco is my Dog, and Barstool is my old Hoover Vacuum Cleaner, and-



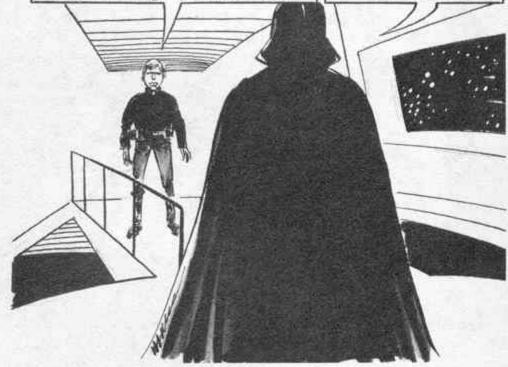
Now I must go and confront Dart Zader! He may seem all bad, but I firmly believe that in every bad, there's some good! And in every darkness, there's some light! And in every evil act, there's some regret-

...and in every long speech, there's some boredom! So GO!!



Hi, Dad!! Yes, I KNOW you're my Father! I've come to bring you back to the good side! I refuse to abandon you to the dark side -because I love you! And if it means losing my life, so be it!

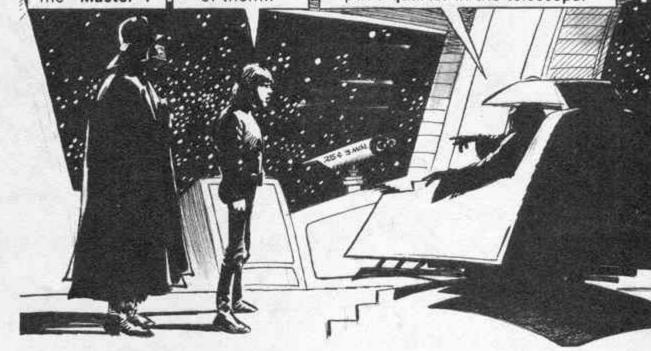
That's some talkcoming from a Son who never phoned or dropped me a line in over ten light years!!



Welcome, Lube Skystalker! I've been expecting you! In time you will call me "Master"!

I'll probably call you a lot of things, but "Master" won't be one of them!!

If you think your friends will save you, you are mistaken! The battle is under way, and they're being soundly defeated! Look out that port and see for yourself! And if you want a closer view, put a quarter in the telescope!



Good! Good! The hate is swelling in you! Give in to your anger, Lube! Soon, you will do my bidding! Soon, you will be my servant...!!

No! NO! However I will NEVER be your

...how about I make you some

...Or perhaps you'd like me to dust the furniture ... or wax the floors ... or brush your robe ... or shine your shoes?

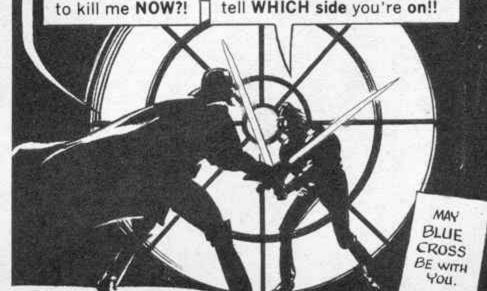


Come, Lube... fight for your life...!!

> You didn't kill me the last time we battled! Why would you want

Because last time, the good side of my evil side was the stronger side! But this time, the evil side of my good side is the much stronger side!

And now, it's really hard to tell WHICH side you're on!!

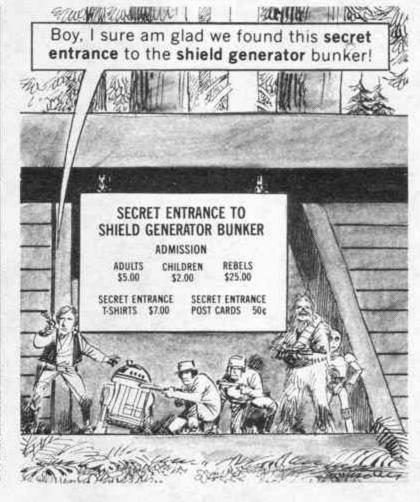




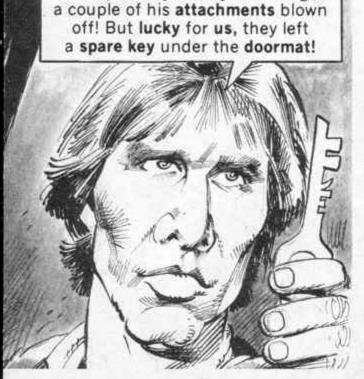








NEXT DOOR

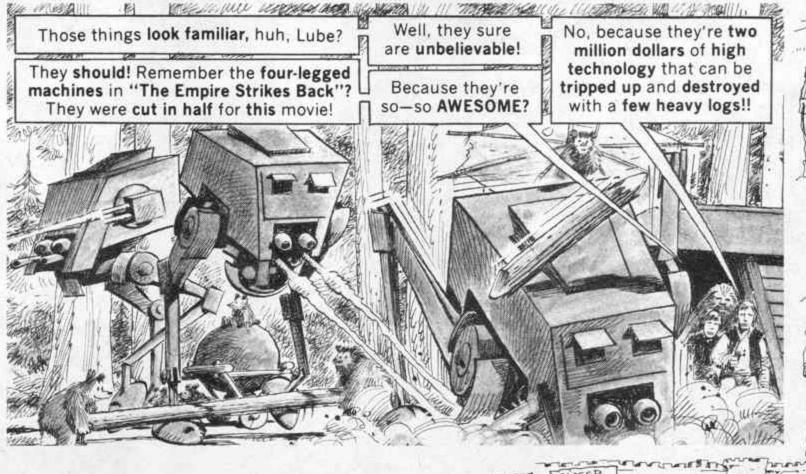


MANUEL ITTE

Barstool was decoding the combina-

tion to this special lock when he

was injured by enemy fire! He got





Obviously,

Hah! The Emperor thinks that this little band of rebels attempting to destroy his Death Star is nothing more than a "Mickey Mouse Operation"! Well, he's WRONG, isn't he, gang?!



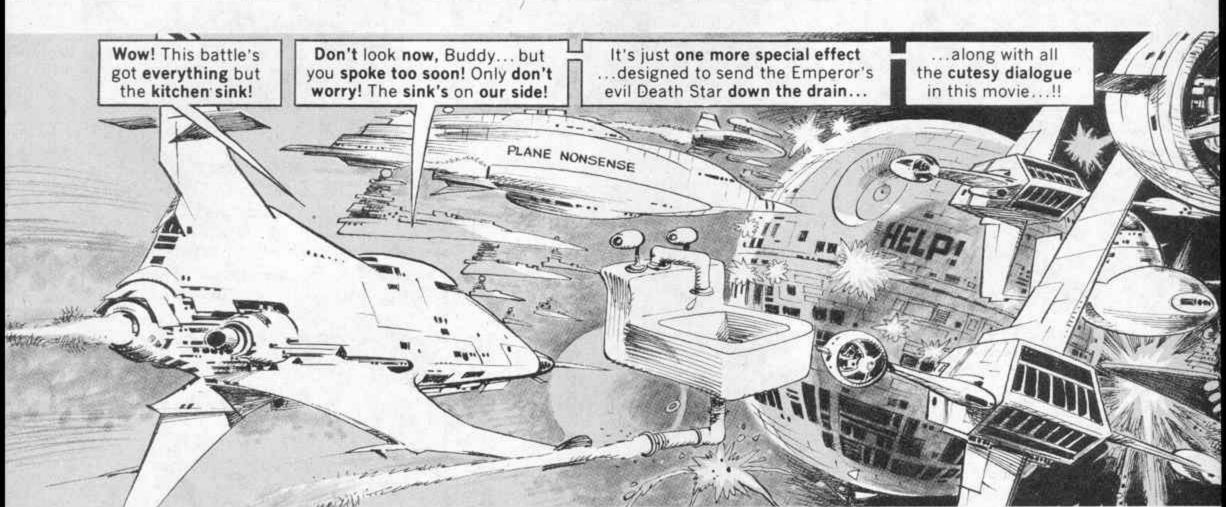
Holy Cosmos! The Death Star is FULLY OPERATIONAL! How could they have gotten it ready on such short notice?!

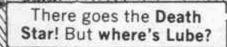


Thanks for helping me take my mask off, Lube!

No problem! I'm just -ulp-glad I got all my looks from MOM's side of the family!







Don't worry! I'm sure he's safe! And when he comes back, I won't stand between you two!

Yoyo, you yo-yo! I love Lube as a Brother, because he IS my Brother! THE RESERVED

Then, you and I can get married?

not sure! | think you're my

Wasn't it lucky that Laidup and Yoyo were only Second Cousins ...and could get married?!

Yeah, great! But what a strange wedding this is! I've never USHERED at a wedding where the guests were divided into THREE groups...

of the family... the GROOM's side of the family... and the DEAD side of the family!!



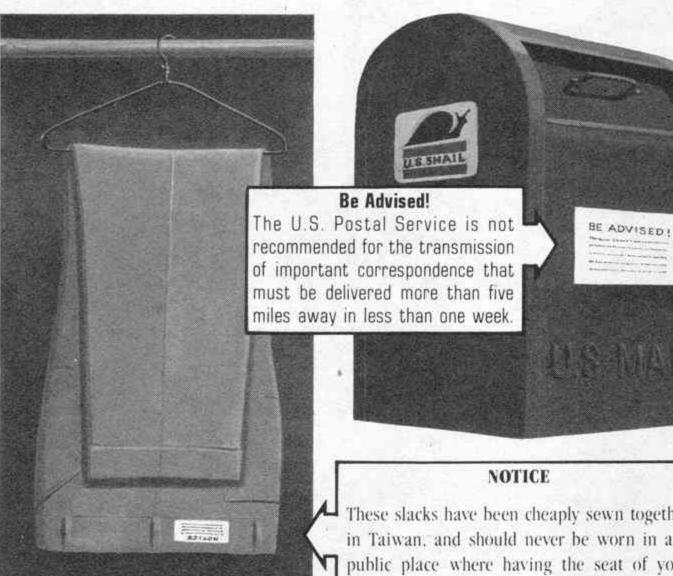


WHOOPEE! CAUTION DEPT.

Recently, the government began requiring warning labels on certain products considered to be dangerous to our health, our wallets or our sensibilities. The first to appear were those chilling notices on cigarette packs telling us that smoking can kill us. Since then, these labels have ranged from meaningless ("Warning! This medication contains bio-

WARNINGHABELS

ARTIST: BOB CLARKE

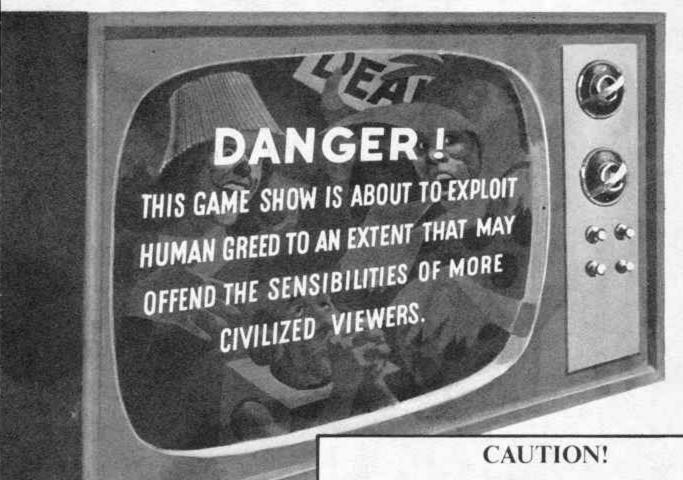


These slacks have been cheaply sewn together in Taiwan, and should never be worn in any public place where having the seat of your pants split open might cause embarrassment.



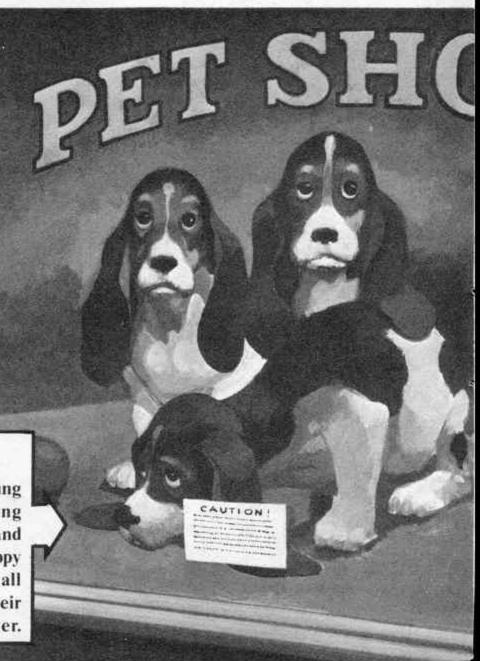
FATTIES BEWARE!

Each glob of this sauce contains enough calories to add three full pounds to some portion of your widening body where you least want it to settle.



12

Prospective puppy buyers should be aware that young dogs require training, which includes the blotting and picking up of disgusting stuff from your brand new carpets, and that grown dogs (which your puppy will hopefully be someday) require walking in all kinds of bad weather at least twice a day for their complete 12-to-15 year lifespan. So think it over.



sulfuric enzymes.") to ridiculous ("Note: The EPA mileage rating for this car is not what you can expect from normal driving.") Despite this flood of questionable labels, MAD

feels there are still many unregulated items that consumers should be cautioned about. Frankly, we won't consider ourselves protected until they pass laws requiring these

EDESPERATELY NEED

WRITER: TOM KOCH



This package of Frozen Broccoli, when cooked, will not only taste awful but will also stink up your whole house much worse than expected.





TAKE HEED!

This book contains much tamer sexy parts than the cover illustration would lead you to believe, and it certainly isn't lewd enough for the dedicated porno fancier who wants something really raunchy.

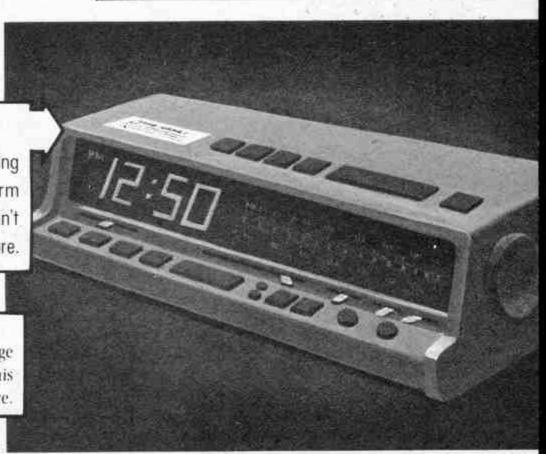


You need a Master's Degree in Computer Engineering to fully understand all the buttons on this alarm clock to get it to function properly so you won't oversleep and lose your job and end up on welfare.

FINAL WARNING!

Excessive boozing has been found to cause brain damage and liver rot. Therefore, if you plan to consume this product, the Surgeon General says to tell you goodbye.





Ben Franklin once said, "There are two things in life that are certain: death and taxes!" Which may be true...but it got us to thinking about how many UN-

A MAD GUIDE TO SOME OF LIFE'S ANNO

TOUBE NEVER RE

ARTIST: PAUL COKER



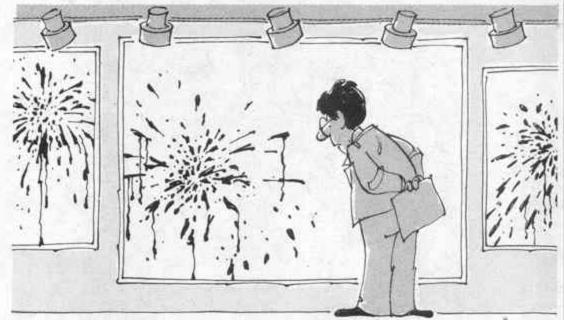
...that those anti-shoplifting sensors aren't slowly doing something horrible to your insides every time you walk through them!



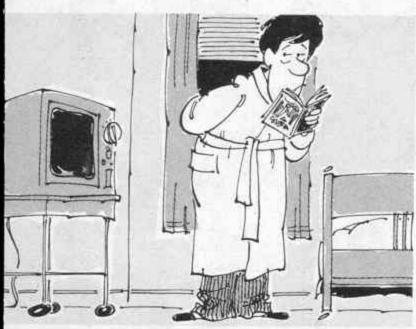
...what exactly is on a movie theater's floor that's making your feet stick to it!



...if it was absolutely necessary for you to go through six agonizing weeks of root canal work!



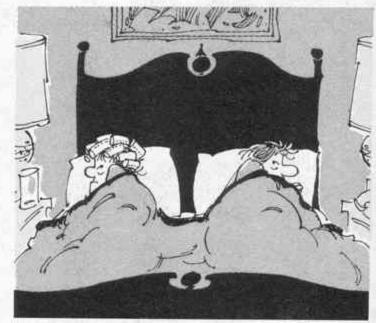
...if abstract art is a big intellectual put-on, or if you're just stupid, and missing the point!



...if your TV Guide has the correct guests listed for the "Tonight Show"!



...if your Union is killing you or saving you when it calls a strike!



...if the person you're married to hasn't cheated on you at least once!

certain things there are in life... things that we're never 100% sure about! And boy, are there plenty! Here is just a sampling...as we now bring you...

YING LITTLE UNCERTAINTIES...OR...



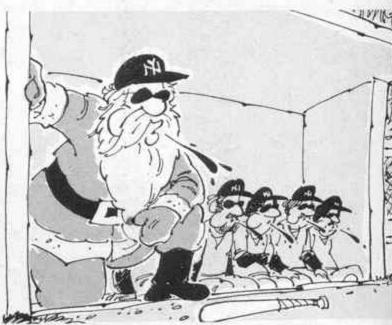


ALLY 100% SURE...

WRITER: JOHN FICARRA



...if engineers took into account that 70,000 crazed fans might be stomping their feet simultaneously when they designed the football stadium you're in!



...who the New York Yankees manager is at any given moment!



...what every morsel on your Chinese dinner plate is exactly!



...if the person you meet in a bar means it when he or she says, "I'll call you!"!



...if you dialed the right number when you call...and get no answer!



...if the electronic marvel you're buying today isn't going to be technically obsolete tomorrow!



...if that big, barking, ferocious-looking dog "just wants to play" like its owner says it does!

YOU'RE MEVER REALLY 100% SURE...



...if the batteries in your flashlight will still be good when the time comes that you suddenly need it!



...that there isn't one small piece of Skylab still falling to Earth...with your name on it!



...what exactly is in that greenish Tupperware on the bottom back shelf of your refrigerator!



...whether it's your TV set or the TV Station's fault during those first seconds when your screen goes blank!



...if the salesman would have shaved another \$100 off the price of your car if only you'd held out just a bit longer!



...if a gas station pump is calibrated accurately...or it's a few pennies over a gallon!



...if an elevator is supposed to creak like it just did... or if the cable is about to snap!



...if it's actually impossible for the guy's toilet flush upstairs to somehow manage to come out your kitchen faucet!



Hi! I'm Clint Westwood, and I make a million bucks a picture! I used to think that was easy money until I discovered someone who really makes a fistful of dollars! So let's step into the Milky Way Arcade and meet Philo Starbuck...

MAD'S VIDEO GAME ARCADE OWNER OF THE YEAR



That must WAS ... at half the cost! in Pic-Man, or imitations! You'd be your make the Poc-Man, or Pycguilty of fraud! What most much But what if the manupopular manutacturer Man or Puke Man! would you say if you good at game? facturer finds out?!? very happy! spelling! were hauled into Court? ADENOIDS 000

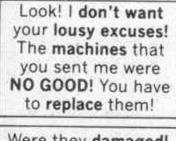


He's the House Jostler!



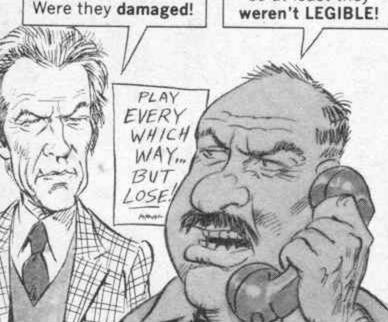






See that guy there?

Much worse! The instructions were clear and concise! It took my workers HOURS to scrape and scratch them so at least they weren't LEGIBLE!





Look, kids love a

CHALLENGE! Part

of that challenge

Now Let's see: "Protect Vieen from here's mean Fleen Queen by unleashing green Gleens. 5 million Pleens a game with on your Bleen Screen turns the rules Fleens into red Kreds, unless I can they've fled or are fed dead live Smeds, in which case you must with, activate your Flack Stack to called smack Zrack whose crack pack Vleen! will attack the black Yak ... "



It seems that

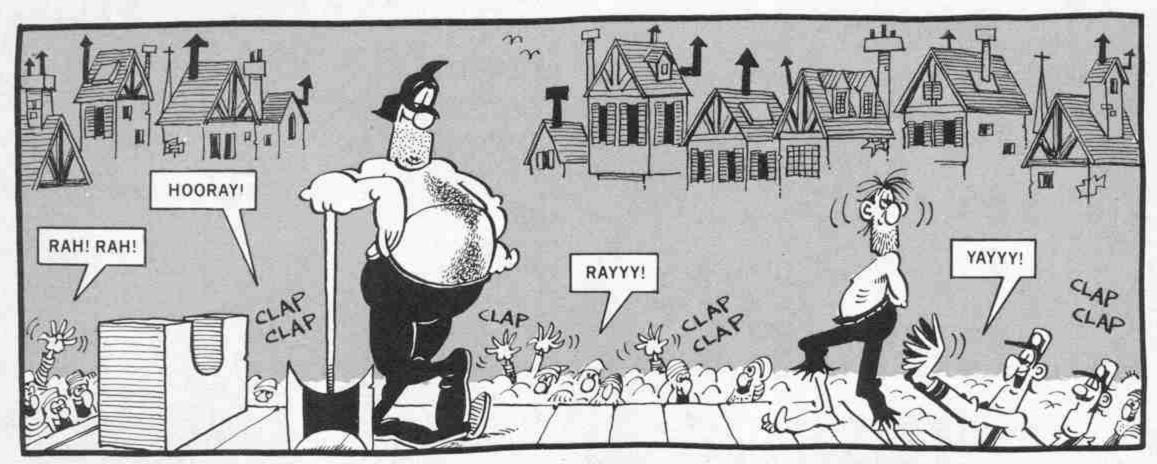
you don't want

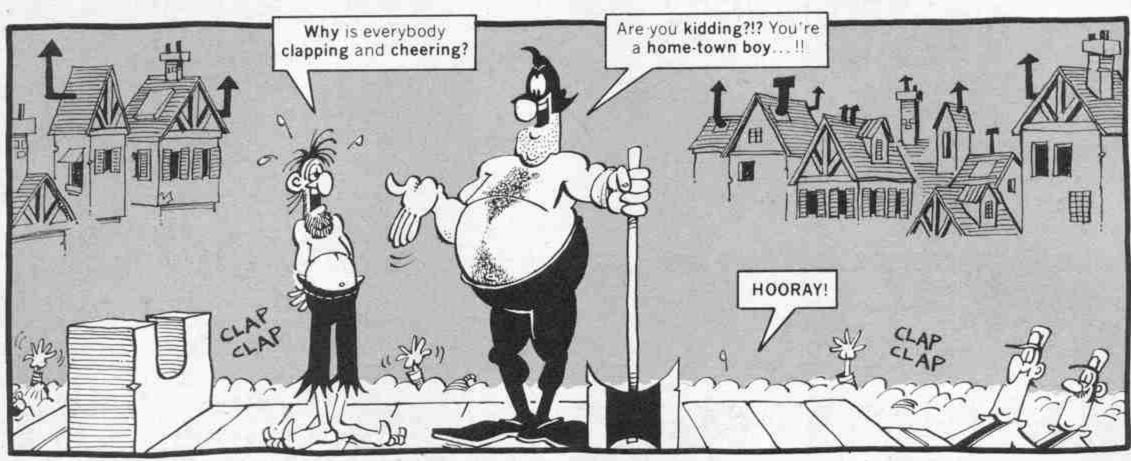
the customers

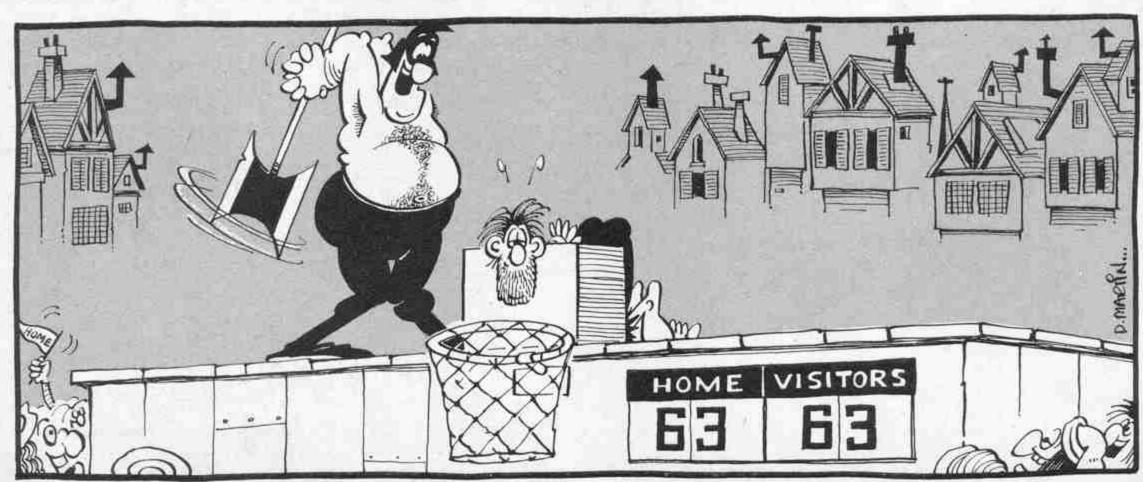




ONE FINE MEDIEVAL MORNING AT HOME







This article is directed at the few people left who actually read newspapers! Be on your guard! It's a well-known fact that newspapers tend to slant the news toward their own editorial leanings. If you don't believe us, just take a look at these past headline stories which provide...

ASHORT HISTORY SHOWING HOW DIFFERENT PUBLICATIONS SLANTIHE

ARTIST: GEORGE WOODBRIDGE WRITER: PAUL LAIKIN

IRISH FREE PRESS

DUBLIN, IRELAND

GOD SAVES SENATOR KENNEDY AS CATHOLIC GIRL DROWNS

RELIGIOUS PAIR BELIEVED TO BE EN ROUTE TO MIDNIGHT MASS

Ted Prays For Nine Hours Before Leaving Scene



Accident Blamed On Faulty Bridge Built By Italian

RAVD

ENGLISH TRANSLATION EDITION FEBRUARY 23, 1980

RUSSIAN HOCKEY TEAM **ALLOWS U.S. TEAM TO** IN OLYMPIC GAMES

CLEVER PLOY USED TO MAKE THEM FORGET INVASION OF AFGHANISTAN

Sacrifice Necessary To Ease Political Tension With West



"Now They'll Send Us Wheat," Says Premier Brezhnev

SELLING POWER TO THE PEOPLE

CON EDISON

THERE BE LIGHT

LET

NEW YORK CITY

NOVEMBER 10 1965

CUSTOMERS CAUSE MASSIVE BLACKOUT BY DELIBERATE ABUSE OF ELECTRIC OUTLETS

ENTIRE EASTERN SECTION OF COUNTRY
DARKENED BY MALICIOUS CUSTOMERS
80 Million People In Conspiracy To Ruin Company



Company Plans To Bring Damage Suit Against Populace

CHRYSLER CORPORATION

Stockholder's Bulletin #86

December 20, 1979

CHRYSLER CORP. MAKES U.S. GOV'T. A PARTNER IN ITS OPERATION

OTHER EXPANSION PLANS INCLUDE HIRING FRANK SINATRA AS SALESMAN Company Contemplating Merger With Soviet Union



Rumor Denied That The "lacocca" Is Chrysler's "Edsel"

NEWS ABOUT "THE CLUB"

The WASHINGTON, D.C. CONGRESSIONAL

FOR YOUR

"AYES" ONLY

MARCH 14, 1981

Recorder

FBI AGENTS DRESSED AS ARAB SHEIKS CORRUPT U.S. CONGRESSMEN

HONEST POLITICIANS HOODWINKED BY DEVIOUS GOVERNMENT AGENCY Video Tapes Reveal Illegal Bureau Activities



Senator Harrison Williams Demands Full Investigation

National ENQUIRER

SPECIAL LIBEL CASE

ISSUE

ALL THE NEWS UNFIT TO PRINT

MARCH 27, 1981

ENQUIRER PAYS \$1,600,000
TO CAROL BURNETT IN HUGE
PLANNED PUBLICITY STUNT
SALES SOAR DURING TWO-WEEK TRIAL

"A SMALL PRICE TO PAY FOR SUCH NATIONAL EXPOSURE!" SAYS OUR CHIEF ACCOUNTANT

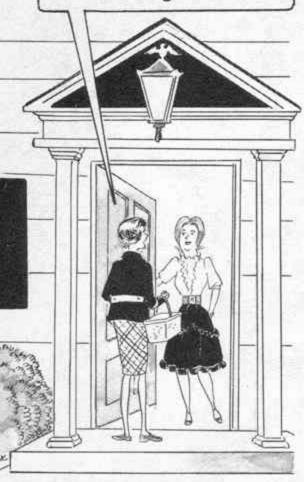


Plans Underway To Smear Johnny Carson Next

CLOTHES

Do you have any

Hello! I'm from the Community Welfare Organization!









BERG'S-EYE VIEW DEPT.

THE LIGHTE

RECORDS

Oh, my gosh! STOP!! That's no way to hold an expensive record! Let me show you...!



See? , My thumb is on the rim, and my other fingers support it underneath, by the label! That way, no oil or acid from my skin will touch or damage the tiny, delicate, precious grooves! You understand ... ?



Good! Now, tell me where you were going to put the record, and I'll do it FOR you...!





DENTISTS

There's a lot of work to be done in your mouth! I'd estimate that it's going to cost you about \$3000!





You could make a \$500 down payment now, and then pay me \$100 a month for the next 25 months! Gee... it sure doesn't sound like DENTAL work! Sounds more like buying a CAR!



I AM!!

DAVE BERG

SEX

Gee that HERPES disease is like an epidemic! It's spreading like wild fire!









FOOD

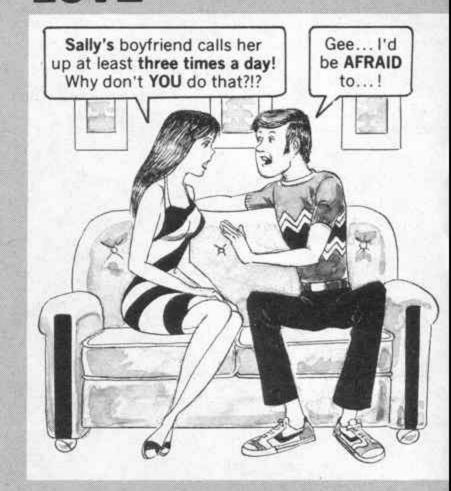


How do you like the lunch I made for you?

It's probably very healthy!



LOVE



SOAP OPERAS



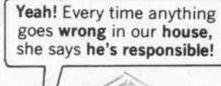






BRAGGING







DATING



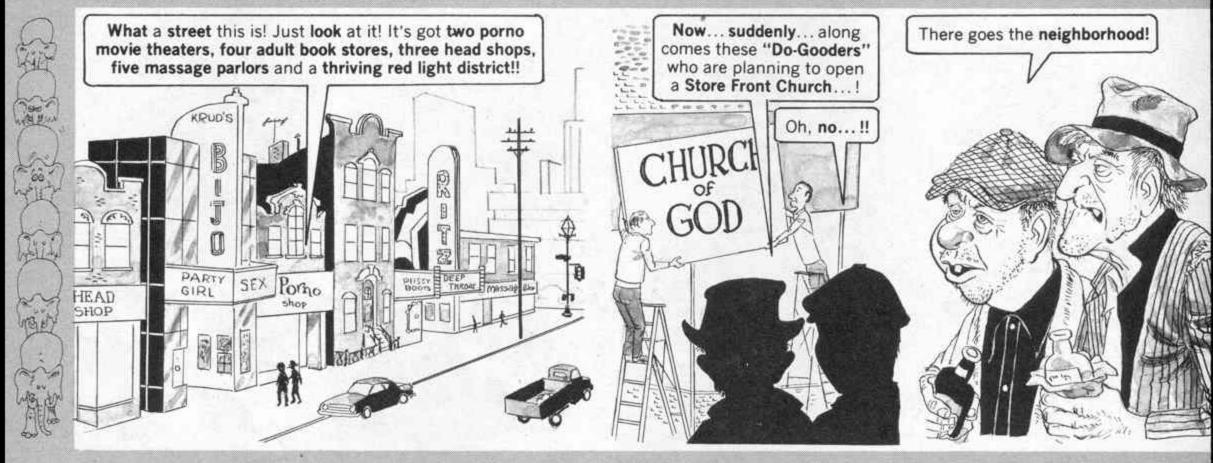
Sally's boyfriend would beat the hell out of me!!

ANNOYANCES



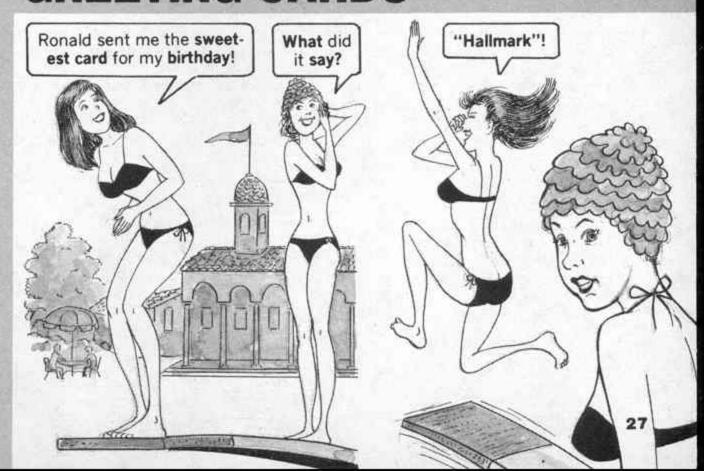


BLOCK-BUSTING

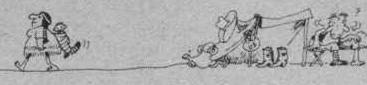


GREETING CARDS





GRAFFITI









MONEY

Daddy... you've got to give me five thousand dollars!!



Just like that, I'm supposed to turn over a small fortune to you?! Do you know how long it takes to earn that kind of money? And what, may I ask, do you need all that money for??



So I can get a divorce from that no good husband of mine!



I haven't even finished paying for your WEDDING yet!!



PETS

I'd like to buy two goldfish, please!

How ordinary! Can
I interest you in
something exciting
...like two exotic
tropical fish?

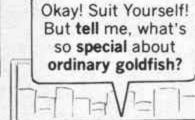


No, thank you!

I've got black angel fish, or neon tetras, or veil-tail guppies!



Nope! It's got to be two plain gold fish!

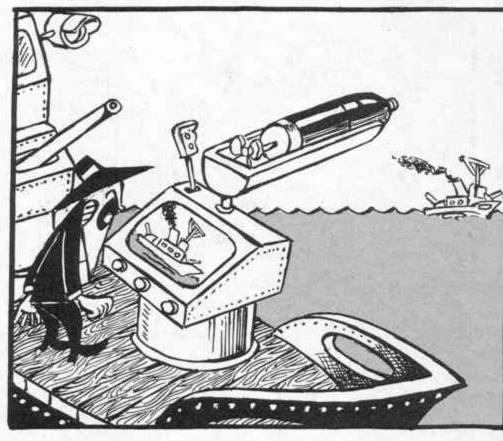


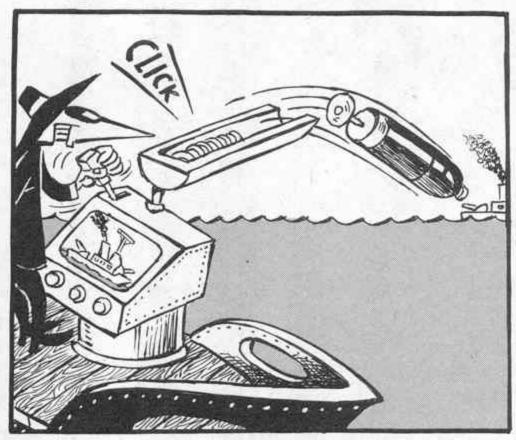
It was GOLDFISH my Mother told me not to forget to FEED while she was AWAY!

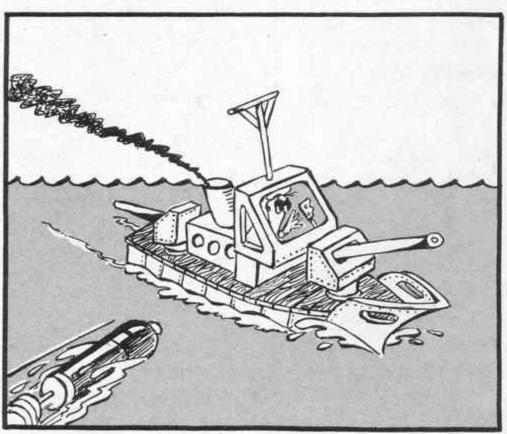


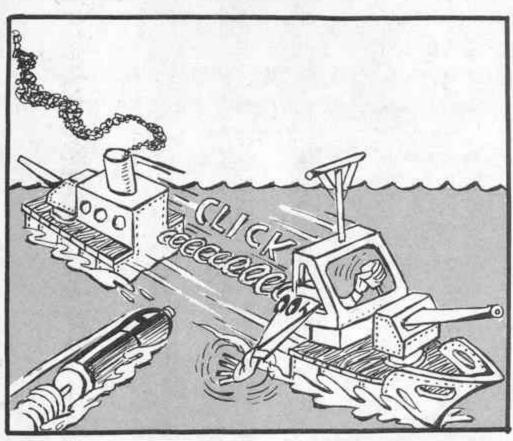


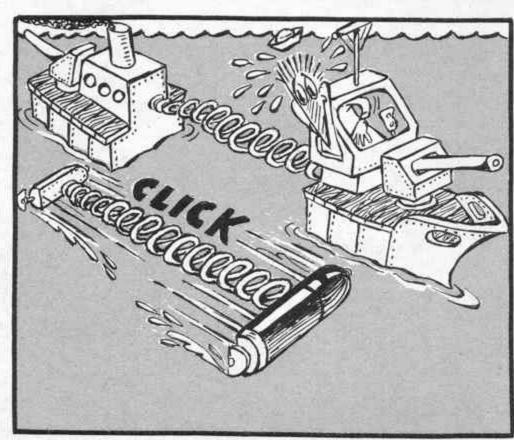


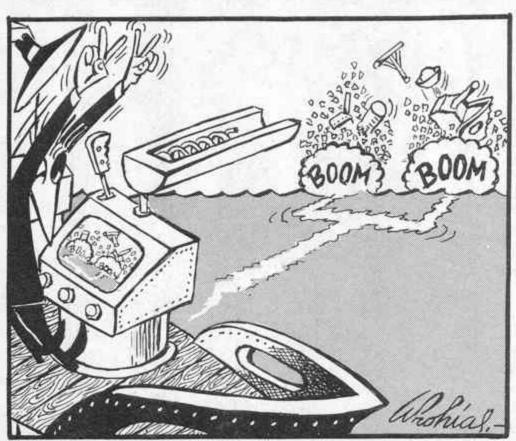






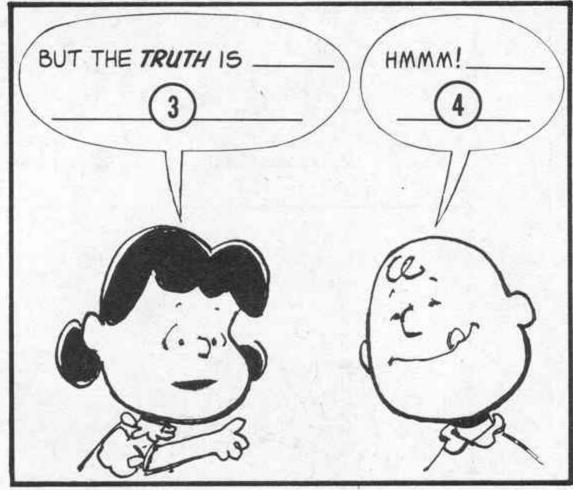






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STRIP TEASE DEPT.

In past issues, MAD has presented All-Inclusive, Do-It Yourself versions of Newspaper Stories, Songs, Comedy Routines, etc. Now, for all you "Peanuts" fans who have fun reading the strip, here is your chance to have fun writing it. (Hey, Charlie Schulz! If you want to take a vacation, feel free to take advantage of this clever article!) Simply fill in the numbered balloons from the corresponding numbered lists, and you'll be creating...

ALL-INCLUSIVE DO-IT-YOURSELF EANUTS COMIC STRIP

YOU'RE A BORN LOSER!

YOUR HEAD COULD DOUBLE AS A SOFTBALL!

> EVERYONE ABUSES YOU!

YOU GIVE LIVING A BAD NAME!

YOU'VE GOT A PIN-CUSHION FOR A BRAIN!

YOU'RE THE JOKE OF THE NEIGHBORHOOD!

IN YOUR HONOR!

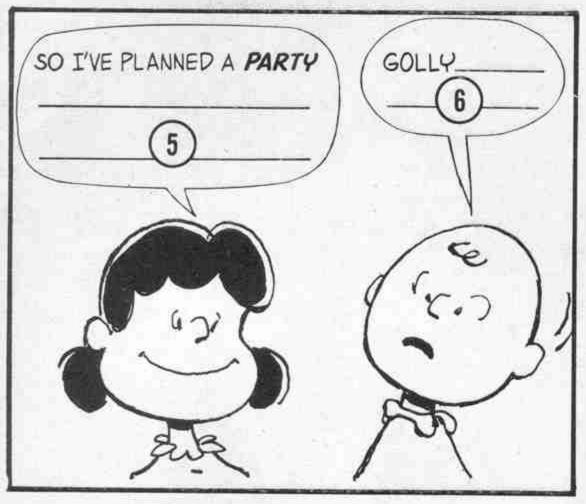
TO PAY TRIBUTE TO YOUR LEADERSHIP!

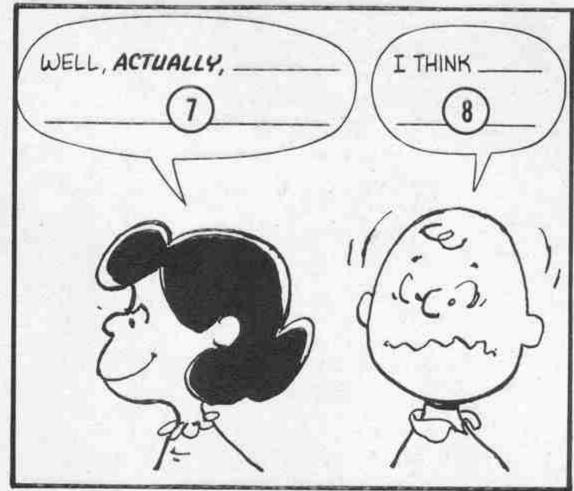
> ON YOUR BIRTHDAY!

SO THE GANG CAN SHOW YOU HOW WE FEEL!

TO KICK OFF "CELEBRATE CHARLIE BROWN WEEK"!

YOU'LL REMEMBER THE REST OF YOUR LIFE!





2

TELL ME ALL ABOUT IT!

AT LEAST I'M
FAMOUS FOR SOMETHING!

COMING FROM YOU, THAT'S PRAISE!

I LOVE IT WHEN

TO FIND THAT OUT?

DO YOU KEEP THIS UP FOR FOUR PANELS? NOBODY RECOGNIZES

YOU'RE ADMIRED BY YOUR FRIENDS AND TEAMMATES!

YOU DESERVE MUCH BETTER TREATMENT!

> WITHOUT YOU, I WOULD BE NOTHING!

AS BIG AS ALL OUTDOORS!

YOU'RE KIND AND DECENT AND LOYAL! I MUST BE

WHY ISN'T SHE SUCKING UP TO SCHROEDER ?

I WISH I WERE BRIGHT ENOUGH TO KNOW WHAT SHE'S UP TO?

NOBODY'S

EVER THIS NICE TO ME!

I'VE GOT A FEELING THIS IS GOING TO COST ME!

I THINK I LIKED IT BETTER WHEN SHE DESPISED ME!

6

PARTY FOR ME!?

YOU MEAN YOU'RE

SURE CHANGED 1

, IT'LL BE GREAT GETTING SOME RESPECT!

I'LL SURE ENJOY BEING WITH MY FRIENDS!

> HOW CAN I EVER THANK YOU?

YOU'RE NOT INVITED!

DAY YOU'RE OUT OF TOWN!

PARTY WAS YESTERDAY!

THE ONLY ONE THERE!

I WAS TESTING TO SEE HOW GULLIBLE YOU ARE!

I'M TELLING EVERYONE IT'S FOR LINUS! (8)

KILL MYSELF!

I SHOULD RETIRE!

I'LL GO HOME AND BEAT UP SNOOPY!

DEEP THERAPY!

CONTRACT OUT ON HER!

I'LL TRY REPLACING ANDY CAPP!

KNOCK VERSE DEPT.

Back in the old days, Poets wrote poems glorifying lowly people, like Longfellow's "Village Blacksmith" and Kipling's "Gunga Din." Well, there aren't any Longfellows around today, but there are a lot of folks working in lowly occupations. MAD feels that it's time these people were saluted in rhyme, which is why we now offer these

POETI TO PEOPLE WHO

To A Mugger

When you were just a lad of six,
You found a kid could get his kicks
By pounding on his little baby brother;
Before you knew it, you were ten
And showed you had a future when
You snatched a purse belonging to your mother.



The years flew by—in high-school, you
Discovered joys you never knew;
At seventeen you flourished as a punk there;
And after class, out on the street,
Your day would never be complete
Until you'd smacked and rolled some local drunk there.





'Twas then you found you had it made
As through the night you plied your trade,
Attacking passersby who were defenseless;
What fun it was to take their cash,
To punch and club, to kick and slash,
Then leave them on the pavement lying senseless.



Today, not even middle age
Can dim the glory of your rage;
You haven't met the man who can control you;
Although for now you take it slow,
You'll mug again because you know
In 1995 they will parole you.



CTRIBUTES

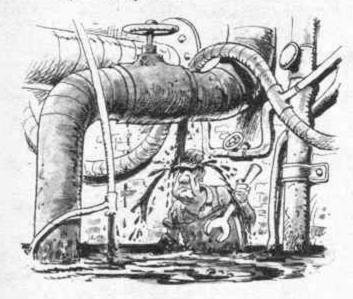
WOULDN'T ORDINARILY GET THEM

To A Plumber

Your face has not been sculptured In marble or in bronze; You know that men receive no praise Unplugging stopped-up johns.



You're never in the columns; You're never in the news; The only thing you're ever in Is icky, smelly ooze.



You'll never be a leader And rule the world with power; Who needs it when you charge a rate Of fifty bucks an hour?



To A Garbage Man



At early dawn he makes his rounds To pick up bones and coffee grounds; He drives a bulging truck that creaks And fills it up with stuff that reeks;



He wrecks our sleep, disturbs our peace, Leaves trails of egg-shells, lard and grease,

While littering our front-yard grass With apple cores and broken glass, And then befouls our flower-bed With rotting meat and moldy bread!



He is a man of pride, you see, Who wants respect from you and me, And that is why we call him here A Sanitation Engineer!

To A Parking Attendant

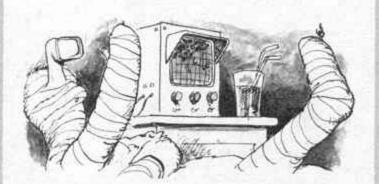
A boundless freedom fills your heart With all that you can muster; What does it matter that you smashed The fender of that Duster?



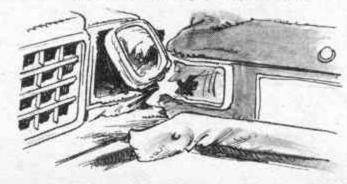
A carefree youth, that's what you are; No love of life looms larger; So what if parking that Peugeot You backed into a Charger?



You're not hung up by rules and such; Your world's a joy to be in; Who cares if that Chevette you crunched While backing a Capri in?



So live it up in days to come; Enjoy each future labor; That is, if you recover from Your wrecking that Le Sabre.



To A Mover

Behold the mighty moving man
Who's loading up his giant van;
He prides himself on being strong and agile;
With great concern he carries out
Our precious goods, and we've no doubt
He'll handle gently boxes we've marked "Fragile."

With loving care he sets down crates
Of vases, lamps and costly plates;
We don't freak out—there's never any cause to;
However, we should make it clear
If you believe what's written here,
You probably believe in Santa Claus, too.



To A Loan-Shark

When money's scarce and we're refused by banks all over town, We turn to you because we know you will not let us down; You gladly give us what we need so we can pay our rent, And only charge an int'rest rate of thirty-five per-cent.



And should we, by some careless whim, your warnings fail to heed,
And somehow miss a payment on the date which we've agreed,
Why, who's to say you shouldn't get upset from such delays,
And break an arm or leg to show the folly of our ways?

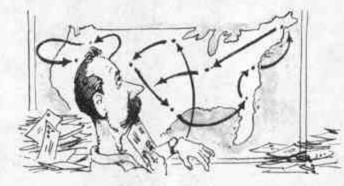


We fully understand your need
to clout and punch and maim,
And yet we know you'll stop in time
for murder's not your game;
You'd never kill your fellow man
because, within your trade,
Unless a client's left alive,
you never will get paid.

To a Postal Clerk



Let's now salute the postal clerk,
A man who does a hard day's work;
Amid great mounds of mail he stands
And sorts it with his own two hands;
He empties letters from their sacks,
Then piles them into tidy stacks,
In which they sit five days and then
Are dumped back in their sacks again;



He spots a letter from L.A.
Addressed to folks in Santa Fe;
He holds it out till two o'clock,
Then speeds it on to Little Rock;
A parcel meant for Denver he
Now sends to Washington, D.C.,
Dispatched upon an east-bound plane
By way of Kennebunkport, Maine,
Along with letters by the score
For Denver via Baltimore;



Small wonder as he ends his day, He beams with pride, as if to say, "It's good I've got this job to do; "If not, the mail would not go through."

To An Accountant



Forever he's regaling folks
and thinks they'll be impressed
With stories of withholding tax,
deductions and the rest;
He rattles off accounting tales
and other deadly stuff—
And now we'll end this verse because
we've bored you long enough.

To A Forgotten Government Official

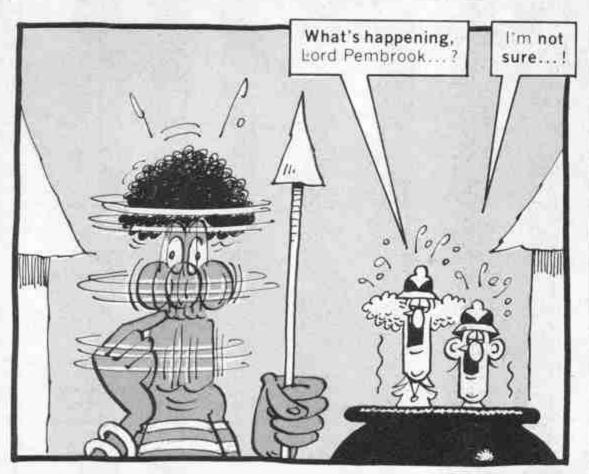


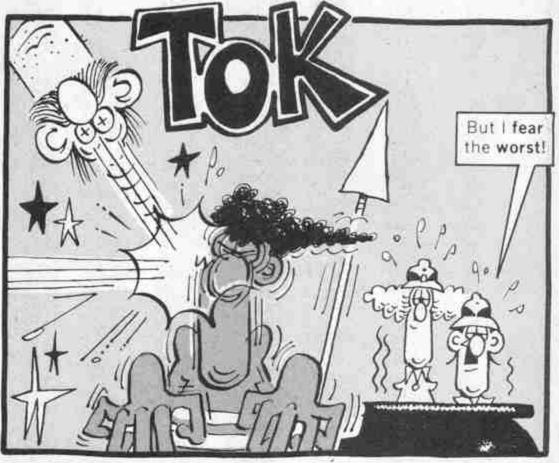
A man can be a Congressman
And run a big committee;
A man can be a Governor
Or Mayor of a city;
A man can be a diplomat
And put on fancy airs;
But when a man's Vice President,
Let's face it—no one cares.

ONE AFTERNOON ON A REMOTE JUNGLE ISLAND











MAD has often denounced advertising as a deliberate insult to our intelligence. We've never quite believed that future happiness depended upon using a razor

that cuts whiskers off below the skin line, or that friends would turn on us if the fish we were cooking smelled like fish cooking. So the ads that preached

AN ADVERTISER WOU

ARTIST: JACK DAVIS

An Advertiser Would Have Us Believe...



...that guests will soon be rushing into our homes, flinging open our kitchen cabinets and subjecting us to humiliation if our glassware has a few water spots.

TRAVELERS CHECKS

An Advertiser Would Have Us Believe...

...that if we lose our possessions in a hostile country, our chances of survival will depend upon what brand of travelers' checks we were carrying.

An Advertiser Would Have Us Believe...



...that a slick, big city announcer becomes more trustworthy when he puts on a grocer's 36 apron, and speaks with a New England twang.



...that no matter how totally our home is destroyed, the phone will still work to call our Insurance Agent...but only if we've had the good sense to pick the right Agent.

these doctrines struck us as dumb. But from the Ad-Man's point of view, our limited vision is not his fault. If only we'd see life as he wants us to see

it, then every TV commercial would make sense. It's just a matter of dropping our sales resistance (and our sanity) to accept the following points that...

LD HAVE US BELIEVE.

WRITER: TOM KOCH

An Advertiser Would Have Us Believe...



...that the Post Office Department's fast service "Express Mail" is a bargain at \$9.35, even though it's the very same thing that used to be called "Special Delivery" and cost 30¢.

An Advertiser Would Have Us Believe...



...that veterinarians actually recommend a cat food that is composed of 10% fish heads, 10% chicken guts and 80% water.

An Advertiser Would Have Us Believe...



...that we would expect to pay "\$200... \$300...even \$400" for the polyester suit that's now being offered to us for \$79.95.



...that it will sell no wine before its time, so we should be happy and grateful that it just became time to sell all ten million bottles they've got stored in their warehouses. 37

An Advertiser Would Have Us Believe...



...that acquiring a 36-inch bust, a 22-inch waist, wavy blonde hair and perfect bone structure all depends upon choosing the right low-calorie diet cola.

An Advertiser Would Have Us Believe...



...that the preservation of our American Way depends upon re-electing some idiot to Congress who hasn't done anything for us in twelve years.

An Advertiser Would Have Us Believe...



...that its stockbrokers apparently work for the sheer fun of it, since they could all easily become rich and retire just by following their own investment advice.

An Advertiser Would Have Us Believe...



...that we can get a neighbor to spend his whole weekend doing free labor for us if we'll just reward him with his favorite beer when he's finished.

An Advertiser Would Have Us Believe...



...that our kids will beg to spend the whole evening brushing their teeth if only we'll buy them the goodtasting toothpaste with the red stripe down each glob.



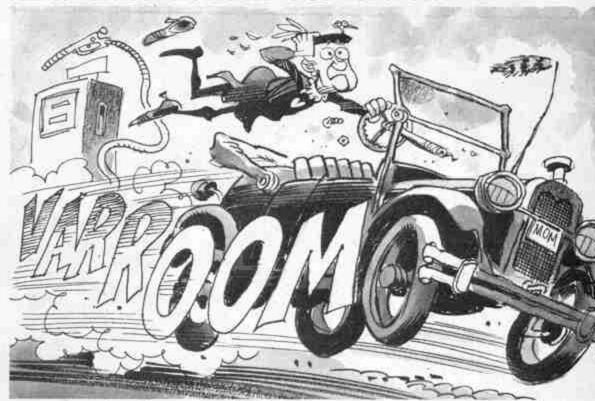
...that anxiety neurosis can be cured without expensive psychiatry, merely by switching to its brand of decaffeinated coffee for a few weeks.

An Advertiser Would Have Us Believe...



...that the Army is very finicky about the enlistees it accepts because of all the high-skill job training and free travel it gives to the lucky ones who get in.

An Advertiser Would Have Us Believe...



...that its brand of 87-octane gasoline will make our car run like new even though every other brand of 87-octane gasoline makes it sputter and wheeze.

An Advertiser Would Have Us Believe...



...that we can easily combat 10% inflation by putting our money in a savings bank that pays us 5%% interest and gives us a free toaster.

An Advertiser Would Have Us Believe...



...that serious Mother-Daughter talks consist of spreading the word that liberated women no longer must accept static electricity in their laundry as a burden of life.

An Advertiser Would Have Us Believe...



...that the exorbitant amount of money we're paying for gasoline is being used to finance the search for new oil that will someday enable the company to lower its prices.



...that no one taking a "Comparison Taste Test" among cola drinks ever concluded that they all seem pretty much alike after all. 39

QUEASY DOES IT DEPT.

LOSE WEIGHT (MAINLY BECAUSE



Invite a toothless derelict home for dinner.



Snack on things that attract flies.



Have your pet hound kiss you right 40 after he eats, just before you eat.



Have your meal while baby-sitting an undiapered infant.



Use plates and cups with thumbprints and lipstick marks.

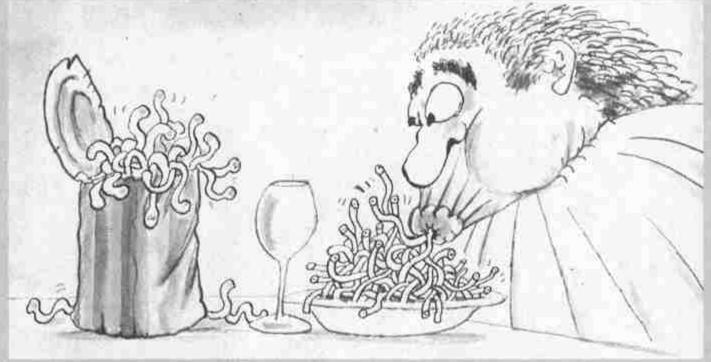
YOU LOSE YOUR APPETITE) WITH . . .

ISS-OUT DET

WRITER AND ARTIST: PAUL PETER PORGES



Leave your refrigerator unplugged during those hot spells in August.



Use live bait as the centerpiece when serving spaghetti.



Dine with someone who has halitosis or dandruff or acne.



Listen to a detailed account of an operation.

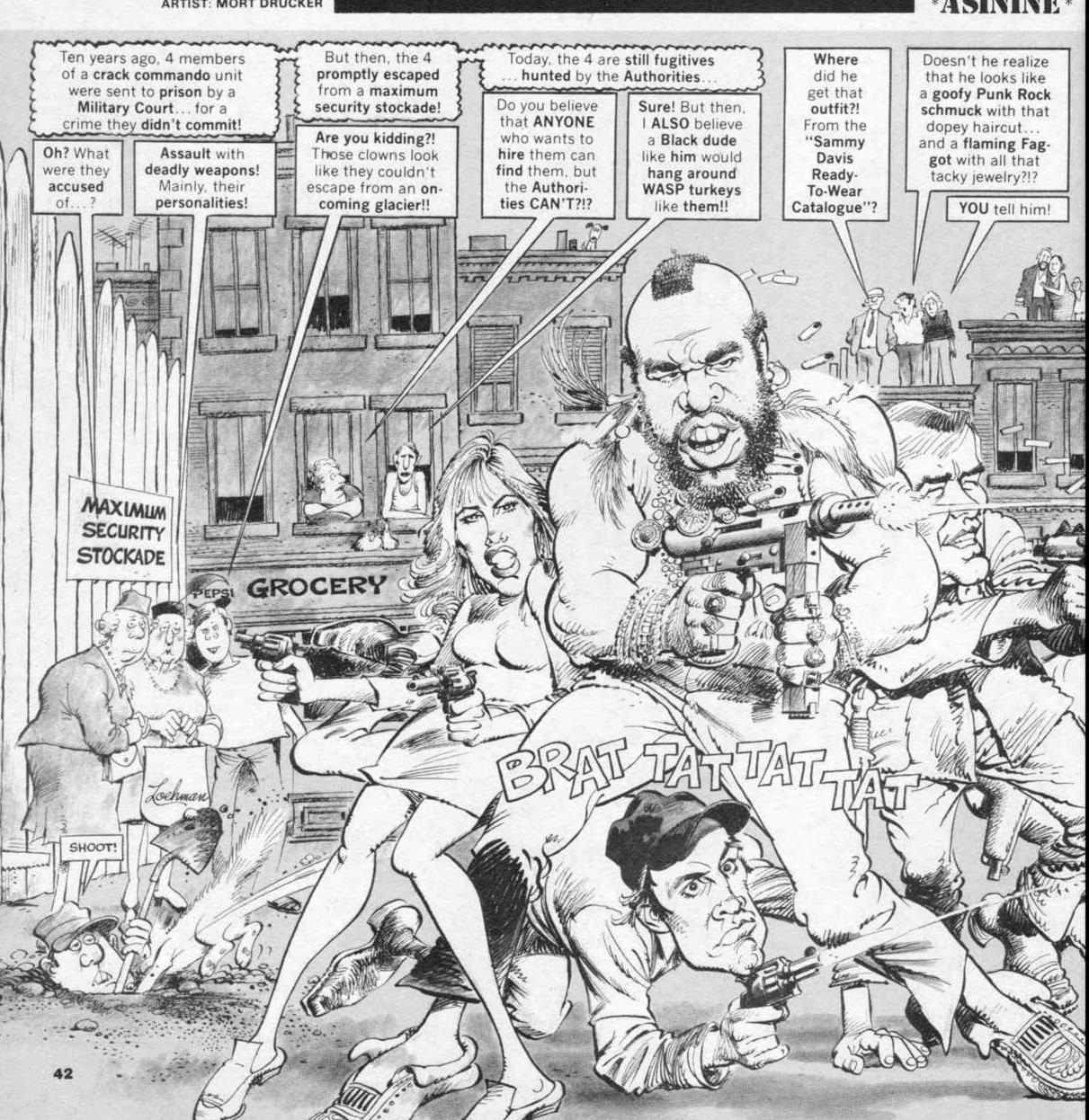


Eat something that's still alive.

Do you need a group of highly-paid skilled professionals who can operate within and around the law to accomplish dangerous specialized assignments? Then hire

ARTIST: MORT DRUCKER

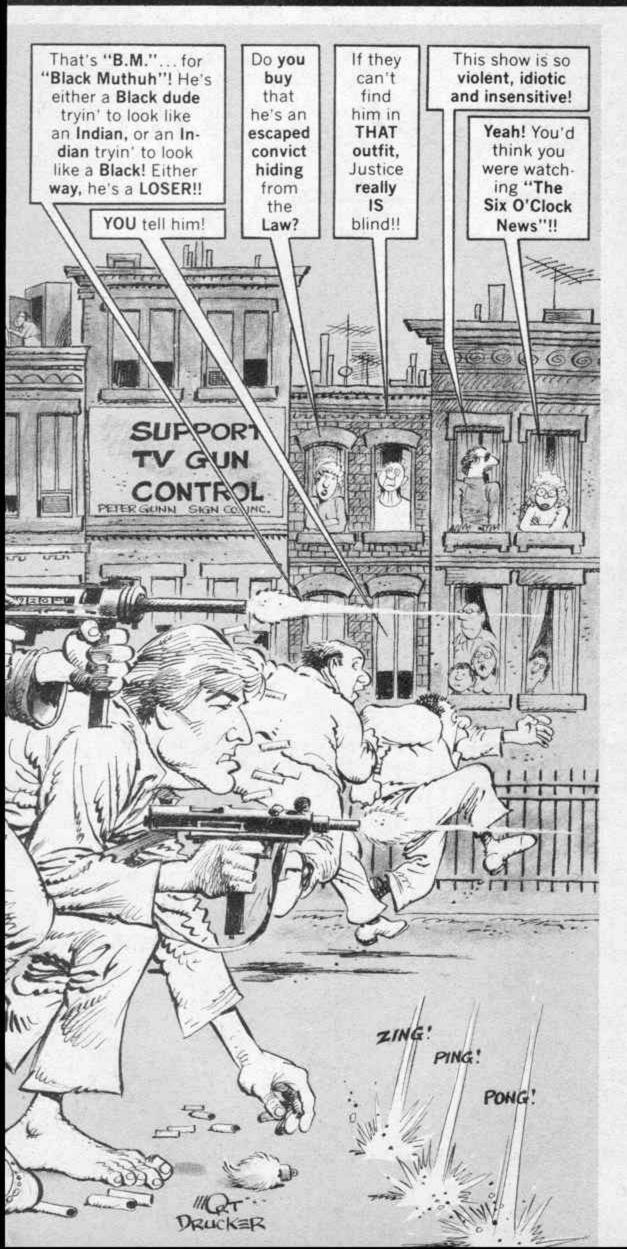
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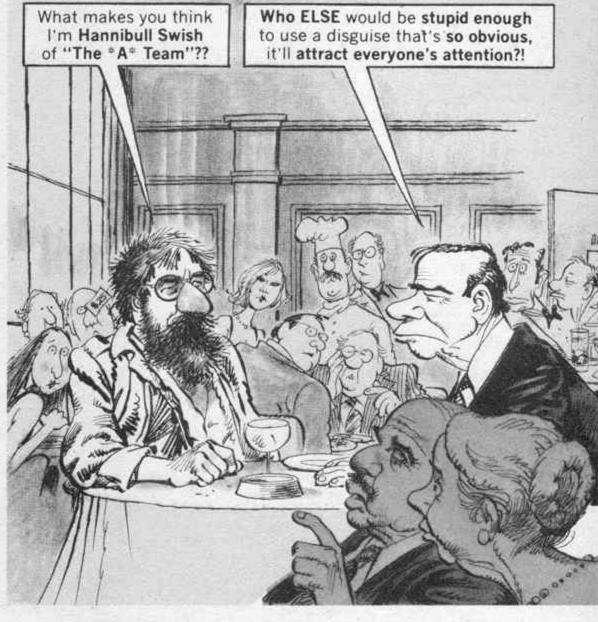


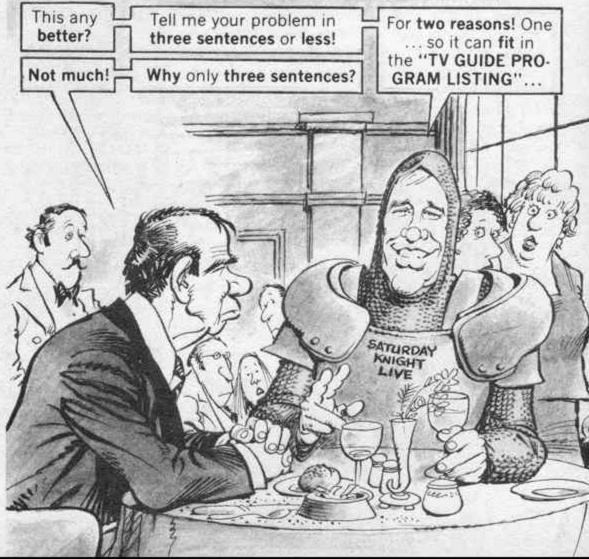
the old "Mission Impossible" team! But if you want a group of bumbling misfit mercenaries whose only advantage is: they always forget to get paid, then try

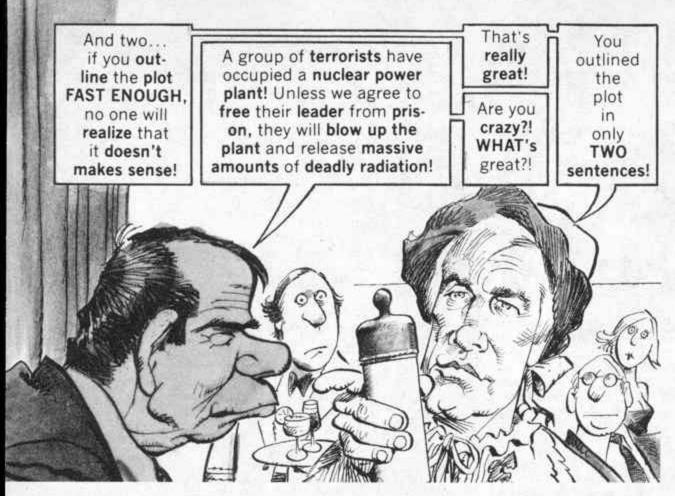
THE AND THE

WRITER: STAN HART



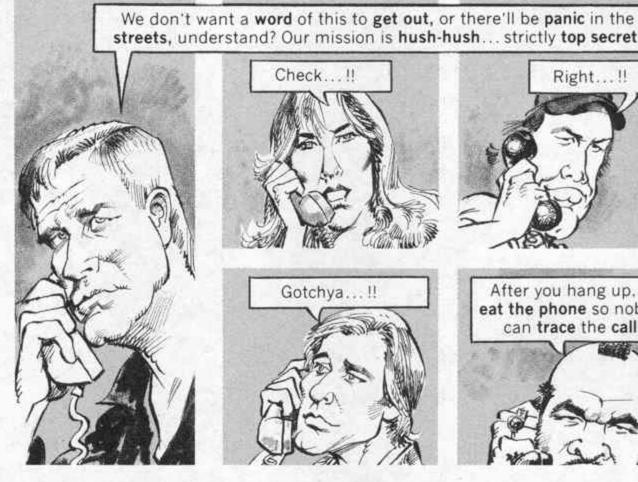








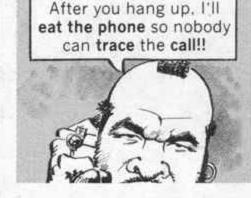


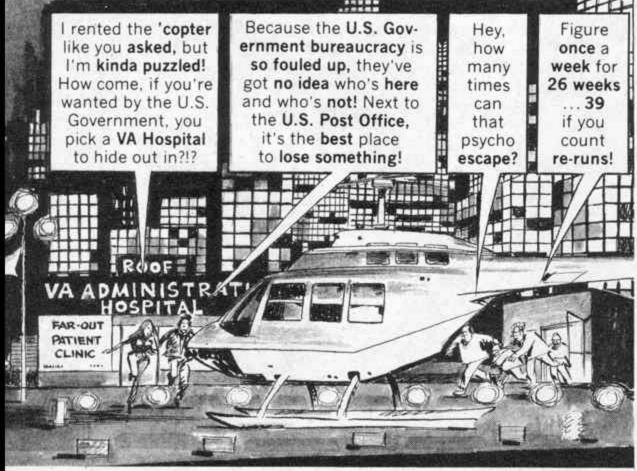








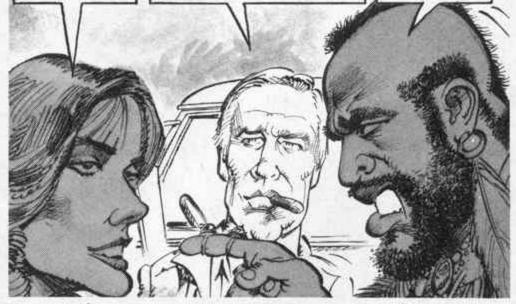




B.M., would you check the brakes... the tire pressure ... wipe the windshield ... and gas up the van?

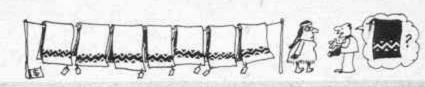
Hold it!! Listen, B.M. doesn't do dirty work! You want the N.A.A.C.P. and Jesse Jackson down on this show... protesting the exploitation of a member of the Black minority?!?

That's right, Ms. Whitebread! This show is "The *A* Team" ... not "ROOTS"!

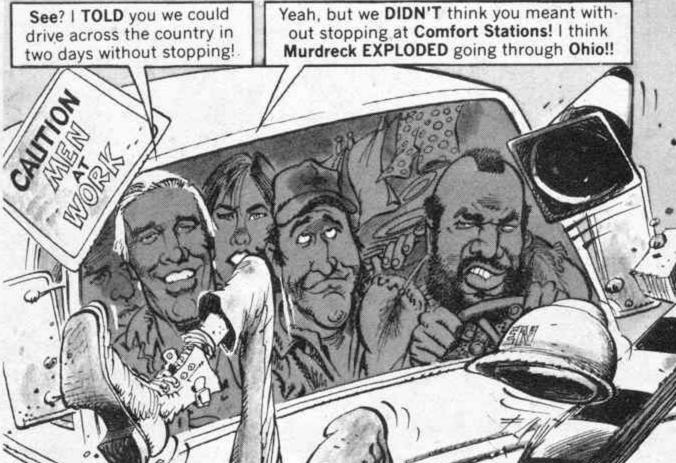


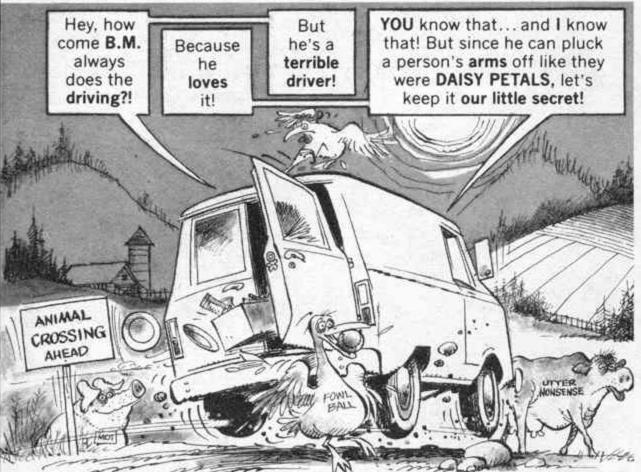


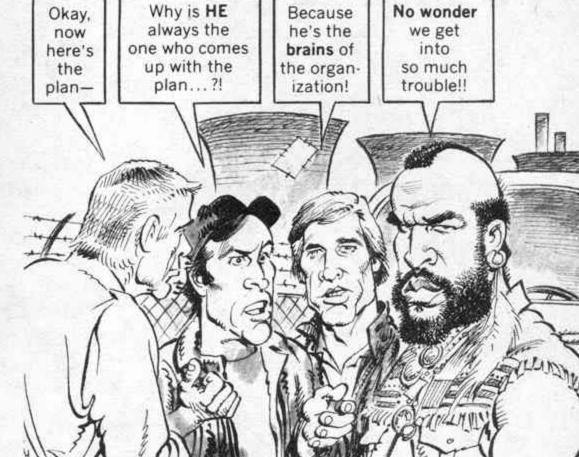


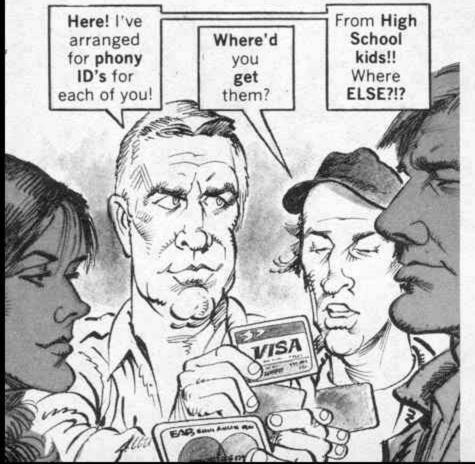


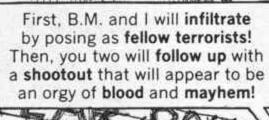






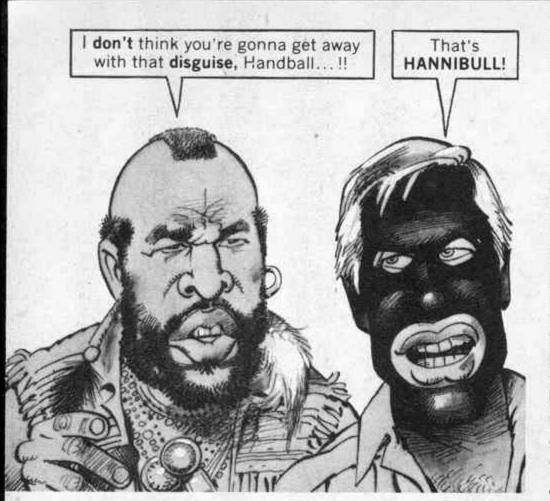




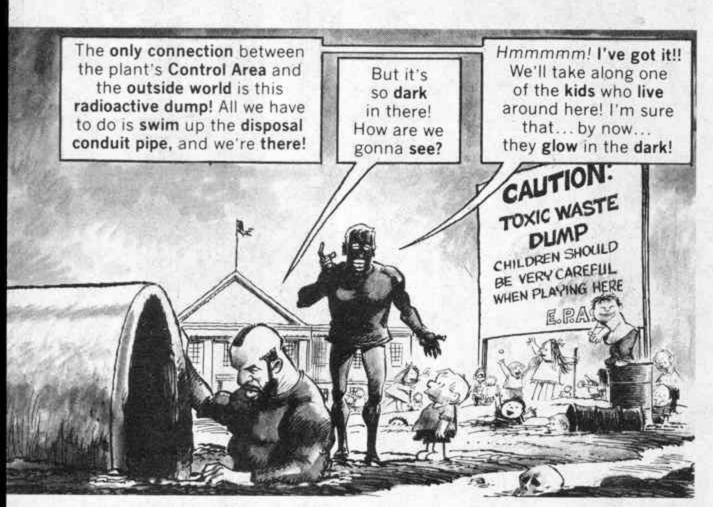


Hold it! We're on at 8'clock in prime time! There are little kids watching!! Hey, Man! He said "appear to be"! You want to keep our ratings...? Or go back to delivering pizzas!? Just shut up and shoot!!



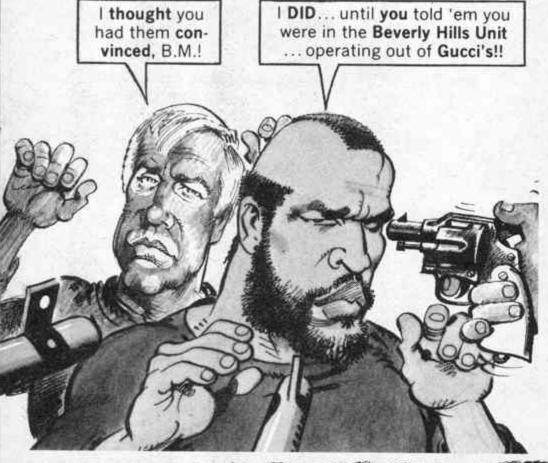


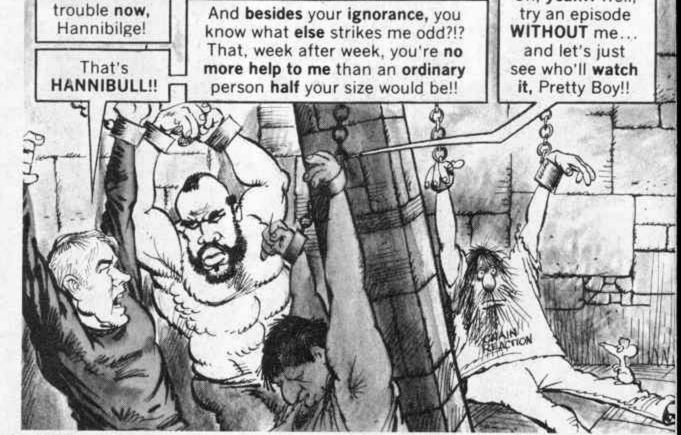






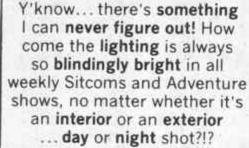
Oh, yeah?! Well,





We're in real





Ahh, who cares!?! Listen, I've got a plan that I'm sure will

Okay... but only if it's zany, idiotic and completely impossible in real life!!

Does a cabbie pick his NOSE waiting for the light to change?!

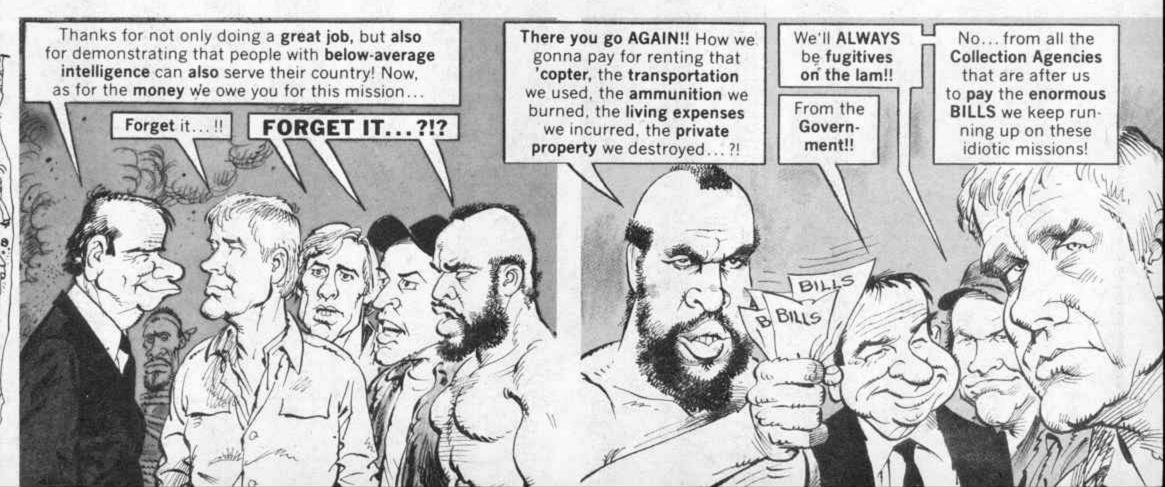
Gee, that's a pretty dangerous mission!! How come you made HER do it...?!?

Since we can't use B.M. for dirty jobs, the woman is the only member of an exploited group we've got!



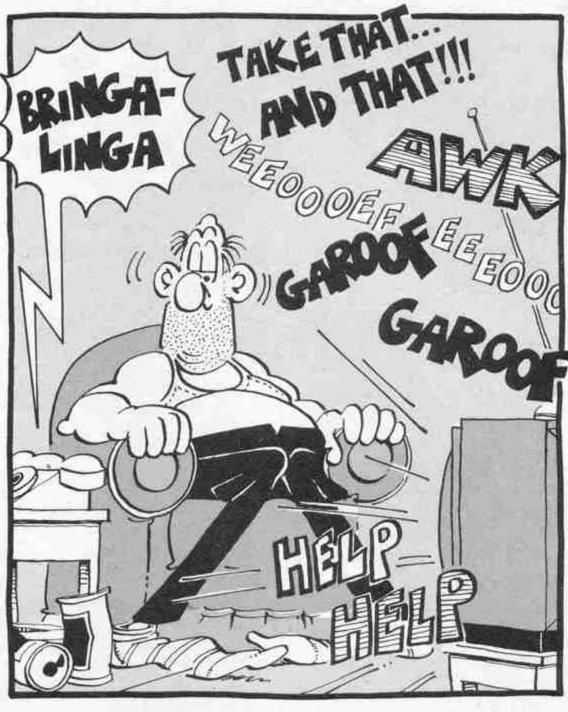


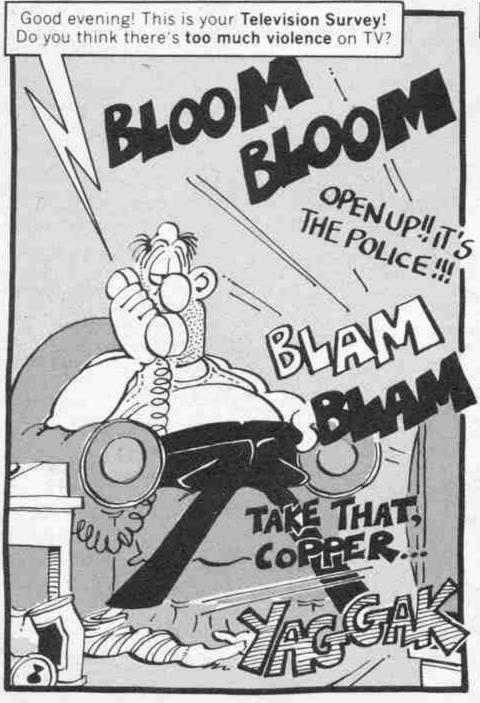




ONE FINE EVENING DURING PRIME TIME









WHAT IS CHANGING AMERICA'S DRINKING HABITS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

America's drinking habits are constantly changing. What we drink, where we drink and how we drink depends on many varied factors. To find out what has caused the latest big change in our drinking habits, fold in this page as shown at the right.



A)

FOLD THIS SECTION OVER LEFT

4B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE MOST STUDIES OF DRINKING HABITS HAVE CONTAINED MISINFORMATION. HERE, WE HAVE ELIMINATED THE NONSENSE. ONCE WE START TO DRINK, WE'VE GOT TO PAY THE PRICE—SOONER OR LATER!

A

(B

ABORATOR ONE-ON-OF





