

**INDIANA JONES**  
and the  
**TEMPLE OF DOOM**

*Splash*

No.  
250  
October  
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# MAD

"Anatomy is something that everybody has... but  
it looks better on girls!" —Alfred E. Neuman

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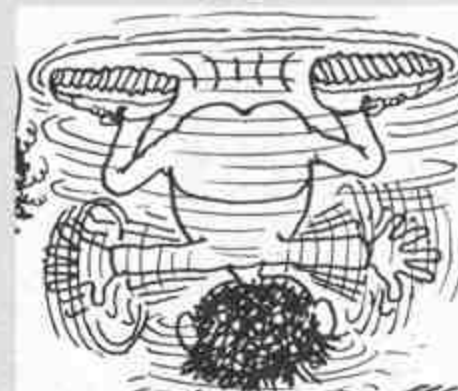
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## LETTERS DEPT.



### HAMMING IT UP

Hey! Knuckle heads! I can't make out what is going on on the cover of MAD #248. Is it the pig, or it is Neuman who needs the vet to check him over?

Bob Herrmann  
Skaneateles, NY

### THE NAME HAS BEEN CHANGED...

Upon receiving my copy of MAD #248, I was astonished to see my name prominently displayed on your cover. I immediately skimmed through the magazine and was unable to find even a small token of gratitude included on your Letters page. This was obviously a blatant ripoff of the Cowsnowski name, even though you tried to cover it up by changing the spelling. I shall be forced to sue for plagiarism unless you print this letter on your Letters page.

Melvin Cowsnowski  
Tucson, AZ

"Melvin Cowsnowskil!" Your parents must have hated you!—Ed.

### "MORE ADS WE NEVER GOT TO SEE"

"Kaopectate... It helps you get your sh\_\_\_ together!"

Kurt Marmar  
Coral Gables, FL

"Use Preparation H and kiss your hemorrhoids goodbye!"

George J. Davis  
Philadelphia, PA

### COVER CHARGE

You may have inspired the covers of "Time", "Newsweek" and "Discovery", but take another look at this snapshot I sent to you 21 years ago. Looks vaguely like your Superman cover on issue #243, doesn't it?

David Lubin M.D.  
Tampa, FL



## BEST SNORT SUBJECT

"Scarred Face" left me scarred for life!  
James Schellborn  
Le Mars, Iowa

There were a lot of funny stories in MAD #248, but, as far as I'm concerned, the winner was "Scarred Face"—by a nose!

Walter Schubert  
Woodbridge, NJ

That's funny. We thought the winner was Barbra Streisand's "Yentl"—by a nose!—Ed.

## FUNNY BONES

I loved your Super Special on Violence. I'm dying to see the next one!

Eric Morrison  
Coconut Creek, FL



Yet Another Satisfied MAD Reader

## CRAZY OVER "MENTL"

It took Barbra Streisand five long hard years to make "Yentl", a beautiful creative masterpiece. Mort Drucker and Arnie Kogen spent five short flimsy pages to make "Mentl", a hilarious satire. You all do brilliant work!!

Bruce Mandes  
Los Angeles, CA

"Mentl" was...insane!

Tom Battista  
Weirton, W. VA





## FLASHY FLASHDANCER



Yes, it's me, Marine Jahan, (not Jennifer Beals) and I loved "Flashdance"!

Marine Jahan  
L.A., CA

## MICHAEL JACKSON FANS

Hey, I didn't like that crack about Michael Jackson in your July Letters Department! I happen to be a big fan of his and I hear that stuff all the time. I even have a red jacket with 27 zippers! People are just jealous of his success and are spreading rumors. I hope you will do something about that.

Tchell DePaepe  
Richfield, UT

How could you? How could you have printed that letter calling Michael Jackson a creep? If you don't want a broken arm, you better "Beat It", you jerks!

Heather Daly  
Walnut Creek, CA

You can "say...say...say" what you want about him, and so can we!—Ed.

## LOGO OF LONG AGO

Please keep the bacchanalian masthead that you used on the cover of MAD #248. The twenty year hiatus was twenty years too long! Now that you've improved the cover, please improve the trash inside also.

Allen Arata  
Hawthorne, CA

## HAHI HAH! HAH!

In Harrisburg's Sunday paper is a feature called "National Challenge", where each week, you're asked to come up with an amusing answer to their challenge. In challenge #371, readers were invited to invent a palindrome (a word that is spelled the same way forwards and backwards) and give the definition. I thought you might like to see what won second prize: "PUN UP—the centerfold for MAD Magazine".

Brent Yocum  
Harrisburg, PA

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I read this book?

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book for myself?

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#5  
By MAD's  
Al Jaffee

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ZINGING  
PEOPLE WITH  
SNAPPY ANSWERS,  
MR. JAFFEE?

NO, I'D MUCH RATHER  
TWEAK THEIR NOSES,  
BUT WHO'D BE IDIOT  
ENOUGH TO STAND  
FOR THAT?



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STUPID QUESTIONS #5"

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- ☐ AL JAFFEE's Snappy Answers
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- ☐ AL JAFFEE's Monstrosities
- ☐ Still More AL JAFFEE's Snappy Answers
- ☐ AL JAFFEE MAD Inventions
- ☐ Lord! Another JAFFEE Snappy Answers
- ☐ AL JAFFEE Freaks Out
- ☐ The Dirty Old MAD
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- ☐ The Vintage MAD
- ☐ Hooked on MAD
- ☐ The Cuckoo MAD
- ☐ The Medicine MAD

- ☐ A MAD Scramble
- ☐ Swinging MAD
- ☐ MAD Overboard
- ☐ MAD Clowns Around
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- ☐ The Eggs-Rated MAD
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- ☐ Explosive MAD
- ☐ MAD Barfs
- ☐ Eternally MAD
- ☐ MAD About Town
- ☐ Big MAD On Campus
- ☐ The Endangered MAD
- ☐ Stamp Out MAD

- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ DON MARTIN's Captain Klutz
- ☐ DON MARTIN Cooks
- ☐ DON MARTIN Comes on Strong
- ☐ DON MARTIN Carries On
- ☐ DON MARTIN Steps Further Out
- ☐ DON MARTIN Forges Ahead
- ☐ DON MARTIN Digs Deeper
- ☐ DON MARTIN Grinds Ahead
- ☐ DON MARTIN Captain Klutz II
- ☐ DAVE BERG Looks at the U.S.A.
- ☐ DAVE BERG Looks at People
- ☐ DAVE BERG Looks at Things
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
- ☐ DAVE BERG Looks at Living
- ☐ DAVE BERG Looks Around
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**ECCH THE HALLS WITH BOWELS FOR KALI DEPT.**

A few years ago, "Raiders Of The Lost Ark" reminded theater audiences of the great movie "serials" of the past. Now, that same production team has brought us a sequel that reminds us of yet another cereal... oatmeal! We're talking, of course, about—

That girl is **great!**  
She not only **Sings**  
"Anything Goes"  
she **INSPIRES IT!!**  
Look at what's **going**  
on in this place!

Help! I'm looking  
for the **antidote!!**

Put **cotton** in your  
ears and you **won't**  
hear her singing!!

Not the antidote  
for her **SINGING**,  
YOU FOOL...! The  
antidote for the  
**POISON** that was  
put into my drink!

Don't worry about it!  
The way we **water down**  
the drinks here, the  
**most** that the poison  
will do is give you  
a **slight headache!!**

I told the Manager  
here I wanted a  
little **PRODUCTION**  
**VALUE** added to  
my number... but  
**this is ridiculous!**





# TIN BANANA TONES

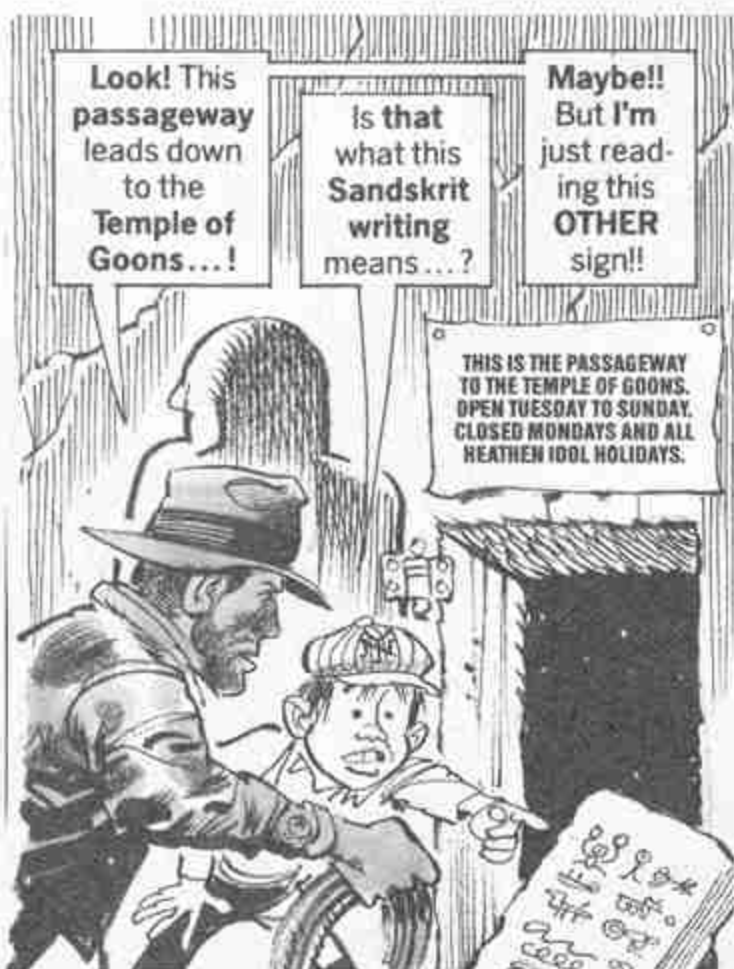
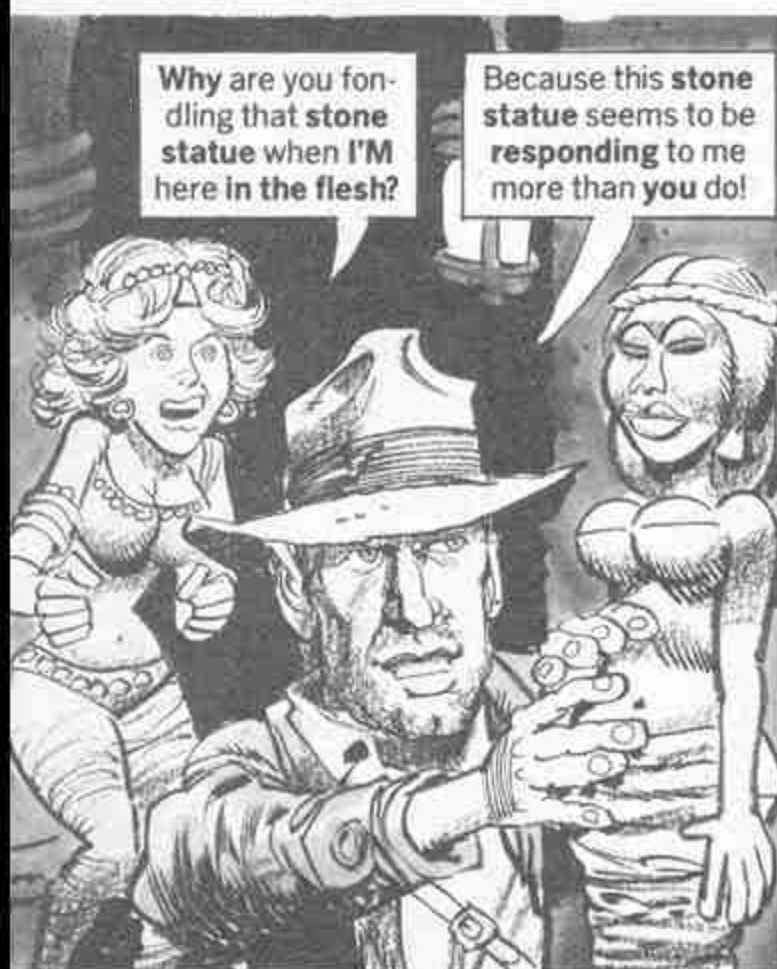
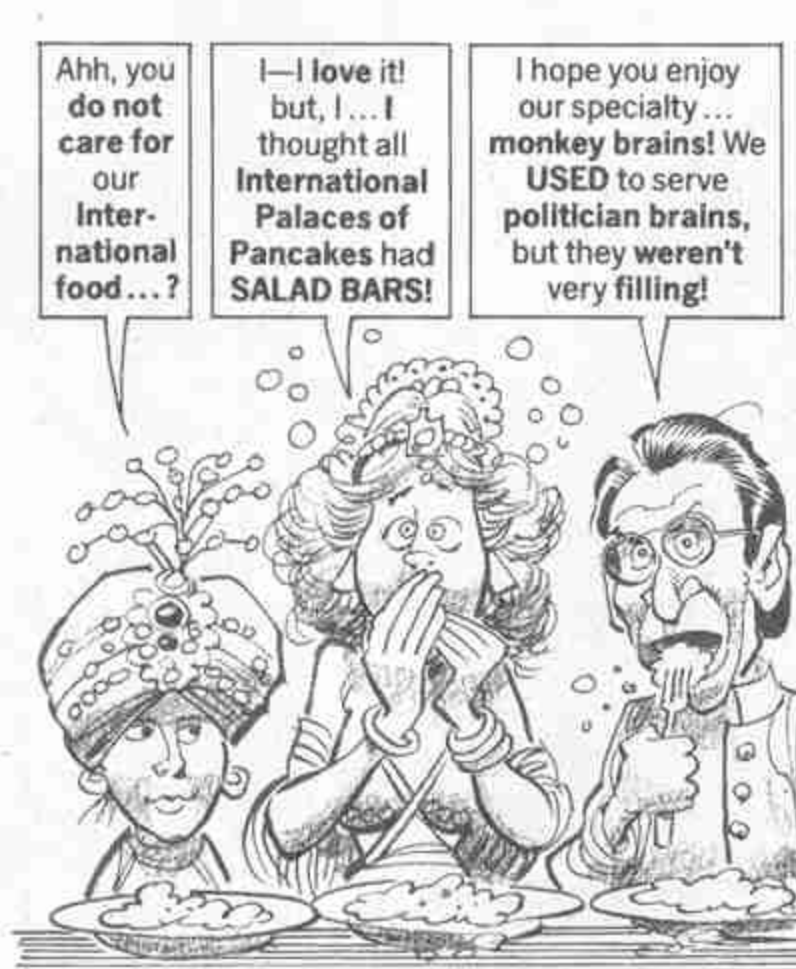
## and the TEMPLE OF GOONS

ARTIST: JACK DAVIS

WRITER: DICK DE BARTOLO









YIIIIPE! Inbanana, why are there fifty million disgusting BUGS down here?!!

They're HIDING from the CHEF!!

We're witnessing the dreaded and outlawed "THINGEE" Ritual! The High Priest, Moldy Rum, will stick his hand into the victim's chest ...and rip out his "thingee" ... mainly, his HEART! Then, they'll drink his blood and burn his body!

I'll bet the refreshment stands in all the theaters that show this movie don't sell very much popcorn and candy during the picture's run! Everybody will be too busy retching and barfing!!

They worship the god. Kali! Look!! Those petals that they're throwing are from his favorite blossom—the Kali flower!!

That swirling molten lava, and the smoke, and the eerie music are all part of the sacrifice!

yeah, we've sacrificed all logic and feelings for senseless violence and cheap thrills!

How about the movie-goer who sacrificed five bucks to watch this trash?!

Look! There are the children of Maypo!! How can they be forced to work in this mine?!

Why not?! They're MINORS!!

Nuts! The guards have captured Inbanana ...and now they're forcing him to swallow BLOOD from that MUMMIFIED SKULL!

I've heard of putting a HEAD on a drink ... but that is ridiculous!

I have drunk the blood of Kali, and now I am one of them!

What happened to your talk of fame and fortune?

I changed my mind! I'm now into flame and torturin'! So get ready to be lowered into Kali's Lava Pit!

This is Kali's Lava Pit?! Oh, I'm gonna kill my Agent! When he booked me into Kali's Lava Pit, I thought it was an intimate night club with a FIREPLACE!

Don't worry, Short-stack! I'm out of my trance!

Then why are you punching me ... ?

Because me ... and everybody ELSE in the world ... has HAD IT with precocious kids!!

What broke the spell?

When you burned my arm with the flame from that torch! It seems that a great deal of pain removes hypnotic trances ... !

Good! Then no one watching this movie will go home in a trance!



Now ... we'll be free all of the children! Thank goodness this **ONE KEY** fits all ten thousand of these locks!!

Hey... where'd you get the skeleton key...?

From a skeleton, where else?

What are you kids **MINING**, anyway?

**Rocks!** Plain rocks!

**Plain ROCKS?!** What **FOR?!**

The Maharajah spent eleven million dollars for that **ROCK CRUSHER** and he needed **SOMETHING** to put into it!

Fighting Moldy Rum would be a helluva lot easier if that young Maharajah would lay off his **VOODOO DOLL...!!**

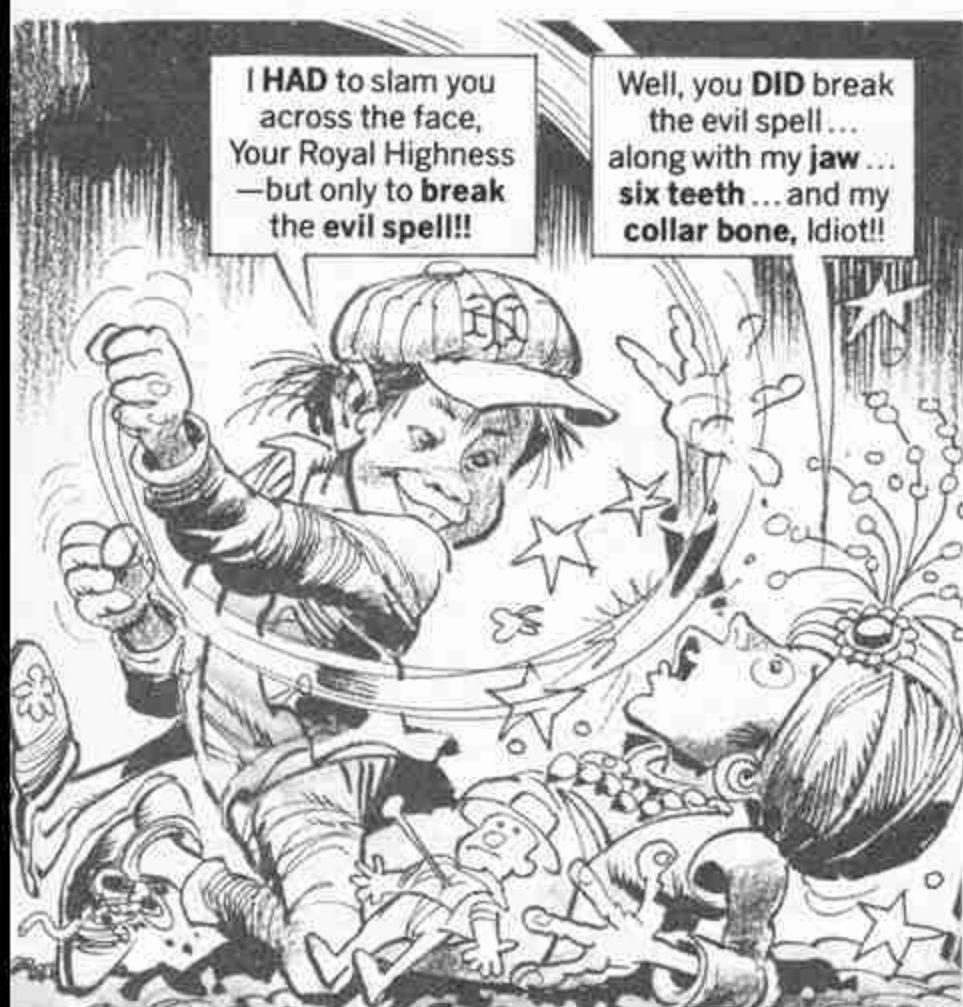
I'd give up this **Voodoo Doll** in a second if someone would just get me a **CABBAGE PATCH DOLL...!!**

Help...! I'm stuck between a **Rock Crusher** and a hard place!



I **HAD** to slam you across the face, Your Royal Highness—but only to **break** the evil spell!!

Well, you **DID** break the evil spell... along with my jaw... **six teeth**... and my collar bone, idiot!!



Okay... **NOW**, let's **PICK UP THE PACE...!**

**Pick up the PACE?!** We're leaping, fighting, killing, hanging, pinching, pounding, punching, stabbing, swinging, clinging, screaming, frying and dying!! **WHY** do we have to **PICK UP THE PACE...?!**

Because we're an hour and **forty five minutes** into the picture... and people **MAY** start to notice that there's only been a **THIRTY SECOND PLOT!** So we mustn't give them time to **THINK!!**

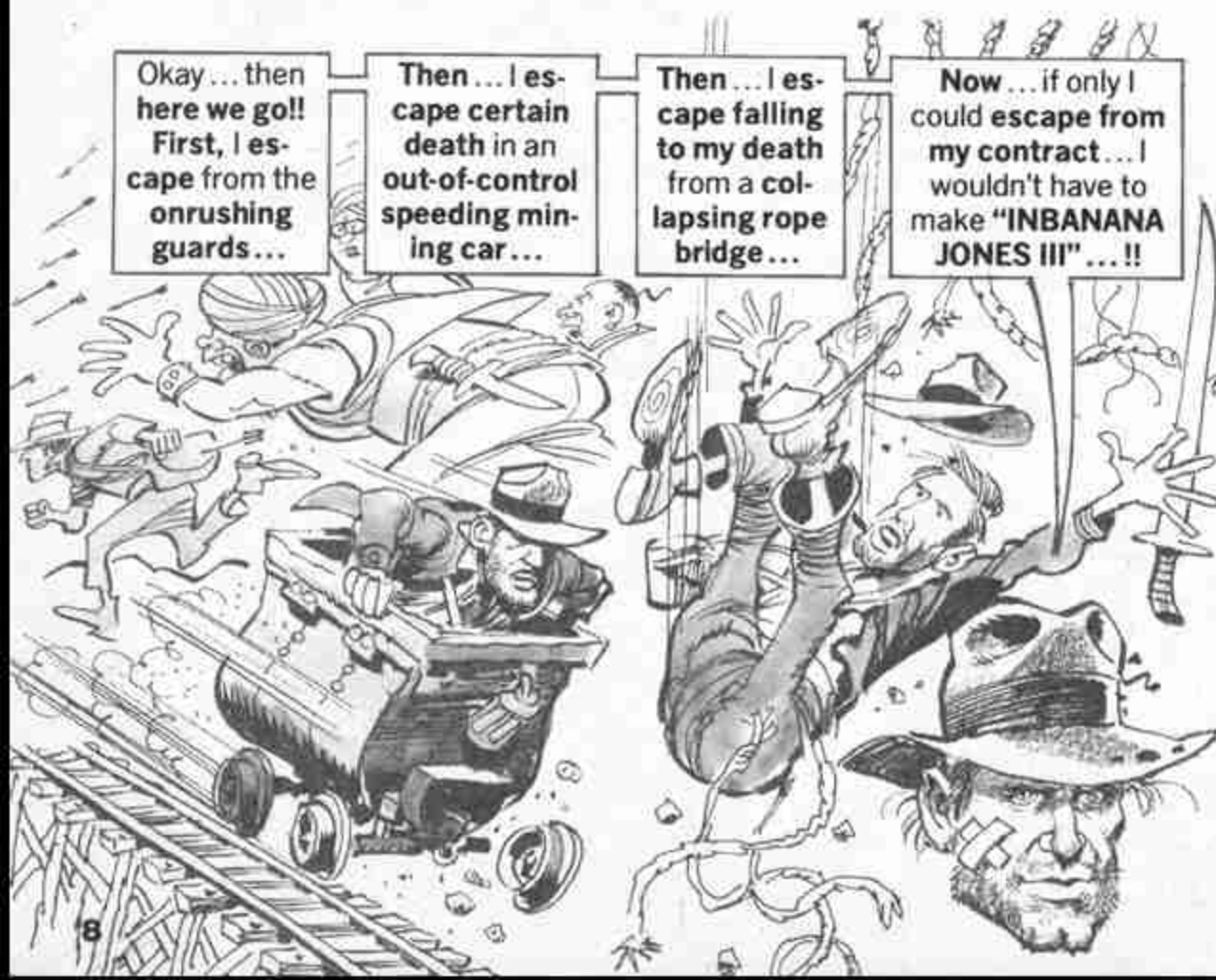


Okay... then here we go!! First, I escape from the onrushing guards...

Then... I escape certain death in an out-of-control speeding mining car...

Then... I escape falling to my death from a collapsing rope bridge...

Now... if only I could escape from my contract... I wouldn't have to make **"INBANANA JONES III"**...!!



Here is the **Sanka Stone!**

Can you tell me what magic the stone holds?

Thank you, Inbanana Jones! Now there will be singing and dancing in the streets of our village once again!

Oh... no magic!! It's the **BUNG** to our **BEER KEG!!**





# MAD'S Modern Believe It or Nuts!

## Howard Cosell

MADE ONLY  
**TWO COMMENTS**  
DURING AN **ENTIRE QUARTER**  
OF A MONDAY NIGHT FOOTBALL  
GAME... BOTH OF THEM **BRIEF,**  
**NON-BIASED, UNCRITICAL**  
AND CONTAINING **NO WORDS**  
THAT ANYONE WATCHING HAD TO  
**LOOK UP!**



## JASPER SMEED,

A JUNIOR EXECUTIVE IN THE HOME  
OFFICES OF THE **NEW YORK YANKEES**  
GETS ALONG "JUST FINE" WITH  
**GEORGE STEINBRENNER!**



A FILM SCRIPT WITH A **BELIEVABLE**  
**PLOT** AND **NO SCENES** OF **VIOLENCE**  
WAS ONCE OPTIONED BY

**BRIAN**  
**DE PALMA!**



## Barbara Ann Mulvey,

A CASHIER IN A  
Modesto, California  
**RESTAURANT**  
HAS SPOKEN TO OVER  
**5000 DEPARTING**  
**CUSTOMERS**  
WITHOUT ONCE SAYING,  
**"HAVE A NICE DAY!"**



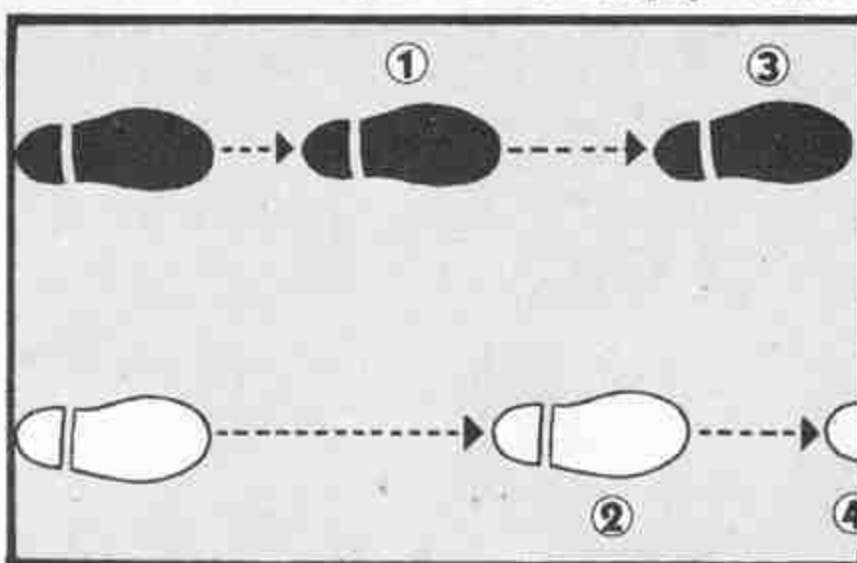
THIS BOTTLE OF  
**ASPIRIN**  
with a  
**"CHILD-PROOF" CAP**  
WAS ONCE  
**OPENED**  
IN THE MIDDLE OF  
THE NIGHT EASILY,  
QUICKLY AND WITH  
NO LOSS OF TEMPER  
By Malcom Stribling!



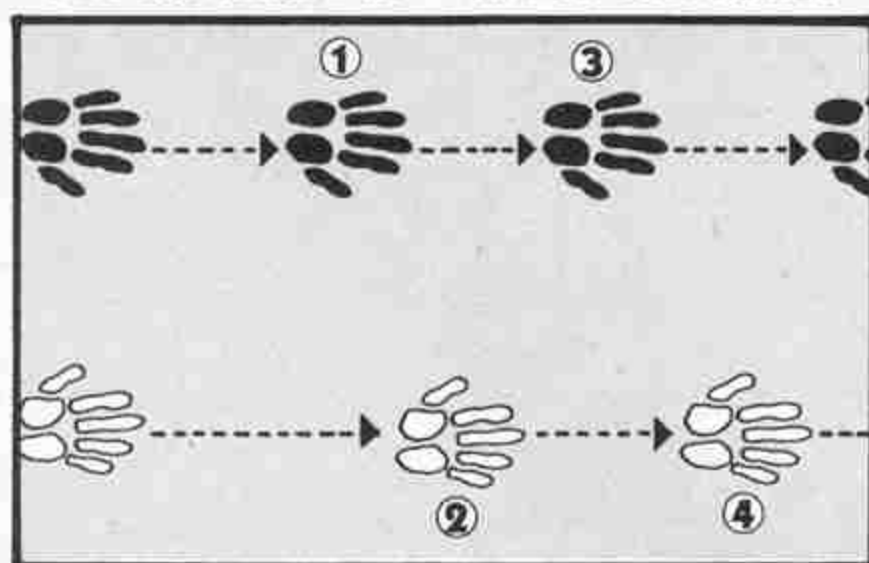


BY READING  
A SIMPLE  
DIAGRAMMED  
CHART, YOU  
CAN BE WELL  
ON YOUR WAY  
TO LEARNING  
A NEW DANCE  
CRAZE! AND  
IT'S EASY  
TO DO! FOR  
EXAMPLE...

This chart shows you how to simply "Walk"



This shows how to "Walk On Your Hands"



IT'S  
REALLY  
VERY  
SIMPLE  
TO DO,  
HUH...?  
OKAY—  
NOW  
LET'S  
TRY  
SOME  
DANCES!

# MAD'S EASY STEP-BY-STEP

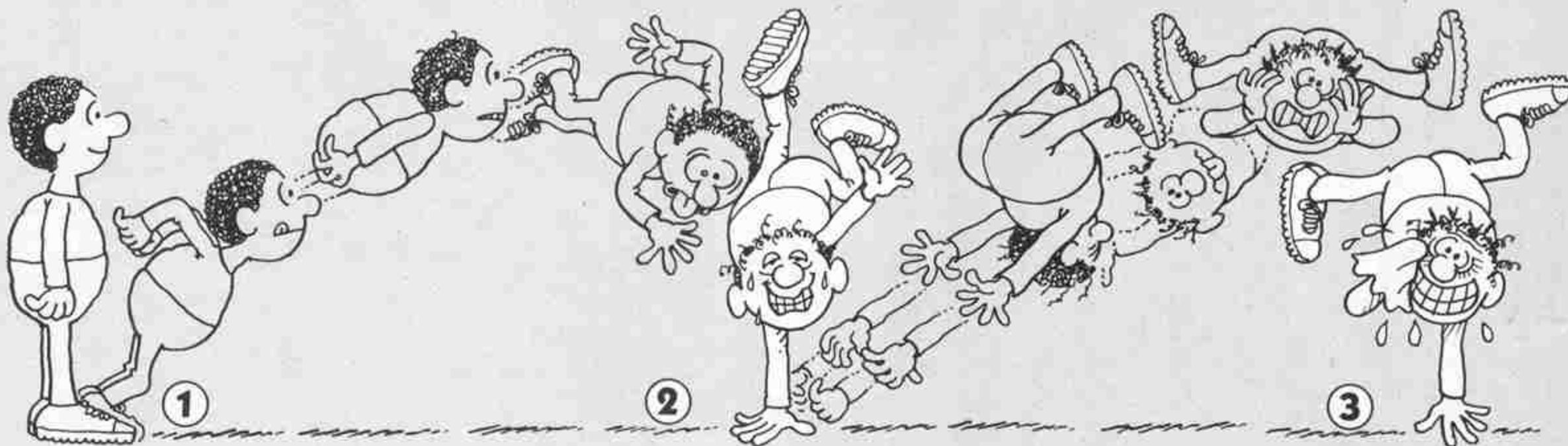
ARTIST: AL JAFFEE



**1** START WITH YOUR SNEAKERS TOGETHER. FOR BREAK DANCING, WEARING SNEAKERS IS A "MUST"

**2** LEAP 15 FEET ACROSS THE CONCRETE PAVEMENT... AND LAND ON YOUR RIGHT HAND...

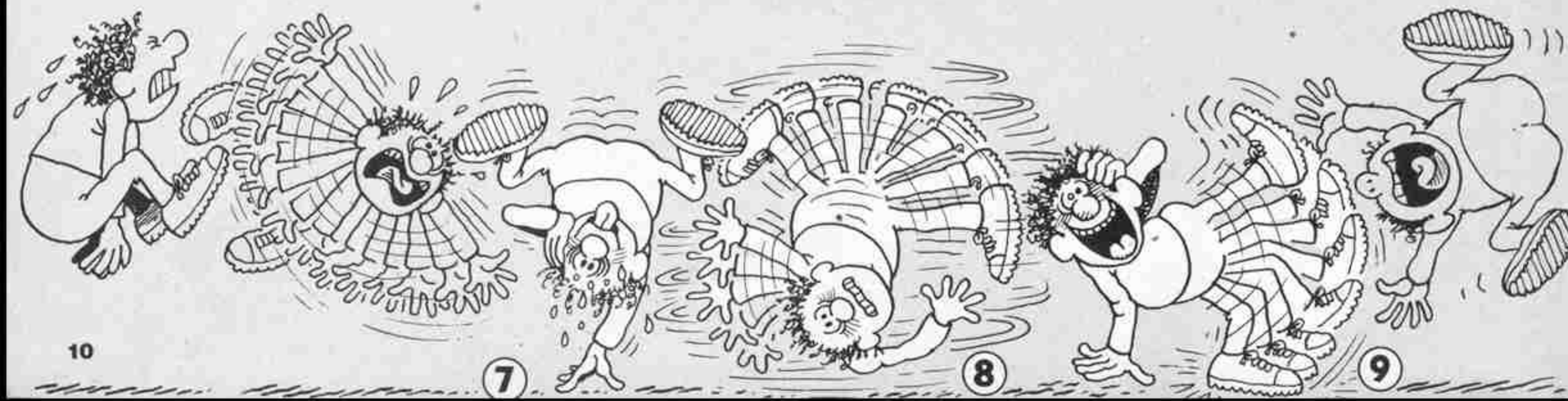
**3** NOW DO A DOUBLE BACKWARD TWISTING SOMERSAULT... AND LAND ON YOUR LEFT HAND...



**7** NOW REPEAT STEPS 4 THRU 6, REVERSING YOUR DIRECTION TO COUNTERCLOCKWISE, ENDING UP DOING A "ONE HAND STAND"

**8** THEN DROP TO YOUR RIGHT SHOULDER WHILE CONTINUING TO SPIN, BALANCING YOUR TORSO AND FLAILING YOUR LIMP LIMBS

**9** IMMEDIATELY FALL INTO A FAST REVERSE RUSSIAN COSSACK FOOT SHUFFLE, USING YOUR LEFT HAND AS THE BALANCING WEDGE

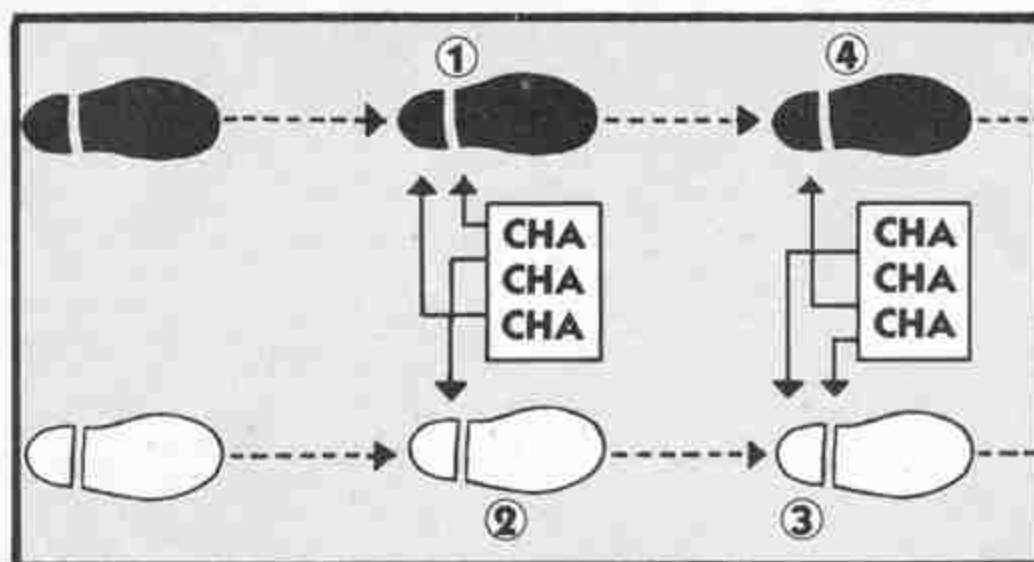
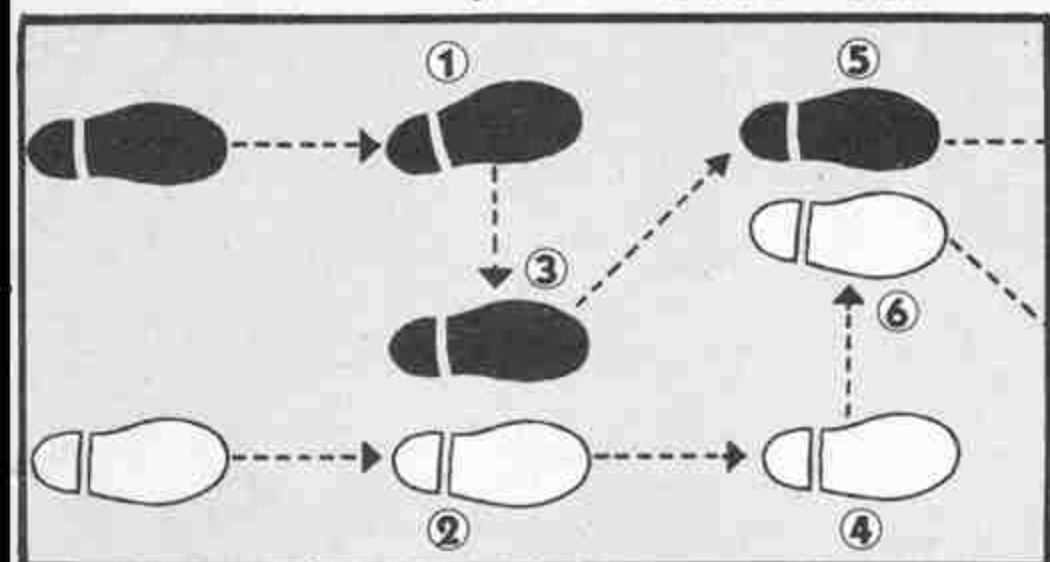




This chart shows you how to do a "Waltz"

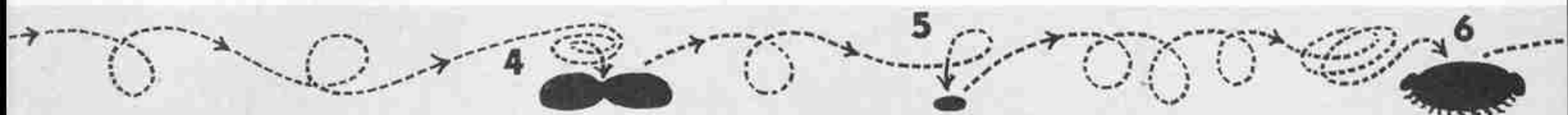
And this one shows how to do a "Cha-Cha"

BY JOVE,  
YOU'VE  
GOT IT!  
NOW...  
LET'S  
TRY A  
CURRENT  
DANCE  
CRAZE,  
MERELY  
BY FOL-  
LOWING:



# P "BREAK DANCE" CHART

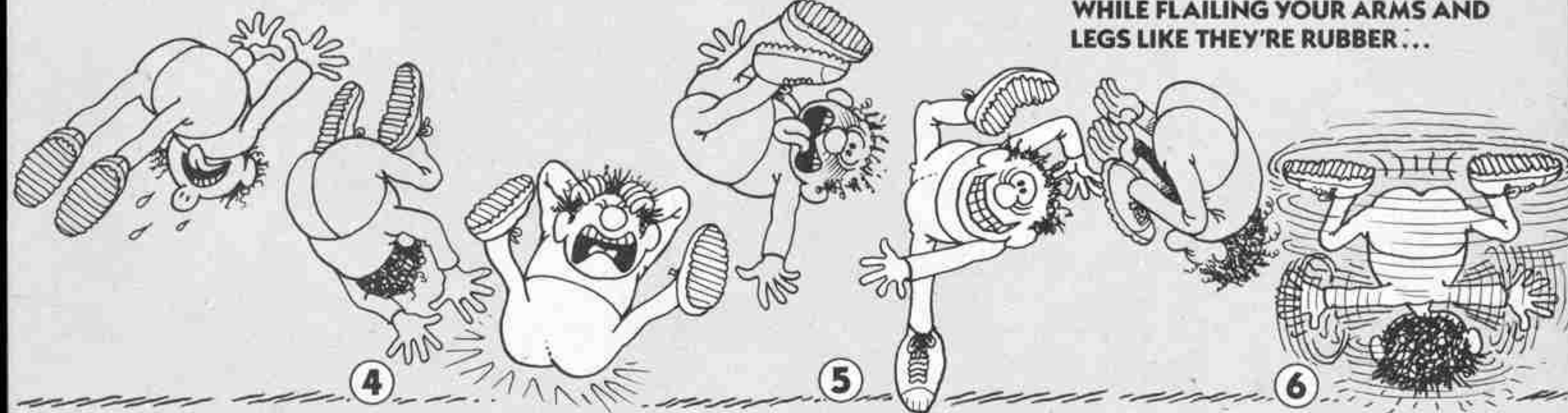
WRITER: DON EDWING



**4** THEN DO A SPINNING BACKWARD REVERSE SO YOU LAND ON YOUR BUTTOCKS, SPINNING IN A FAST CLOCKWISE MOTION...

**5** IMMEDIATELY LAUNCH YOURSELF INTO A BUTTOCKS-OVER-HEELS FLYING BACK FLIP... LANDING ON YOUR LEFT FOOT

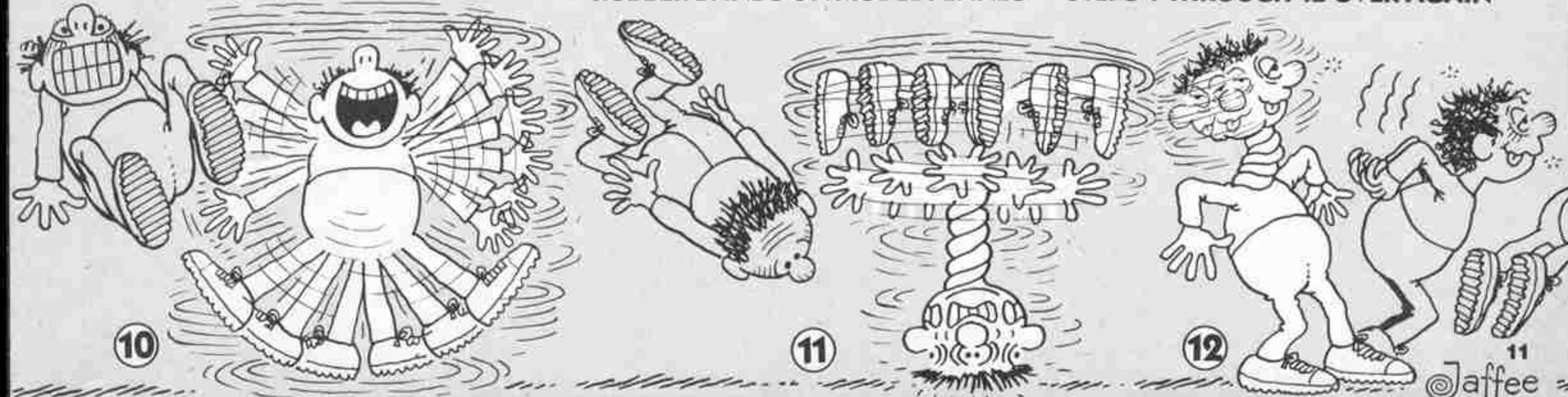
**6** THEN SPRING OFF INTO AN INSIDE REVERSE GAINER, LANDING ON YOUR HEAD, STILL SPINNING IN A CLOCKWISE MOTION—WHILE FLAILING YOUR ARMS AND LEGS LIKE THEY'RE RUBBER...



**10** THEN "KIP" UP INTO FREE BREAK DANCING, SPINNING WILDLY AND WHIPPING ARMS AND LEGS

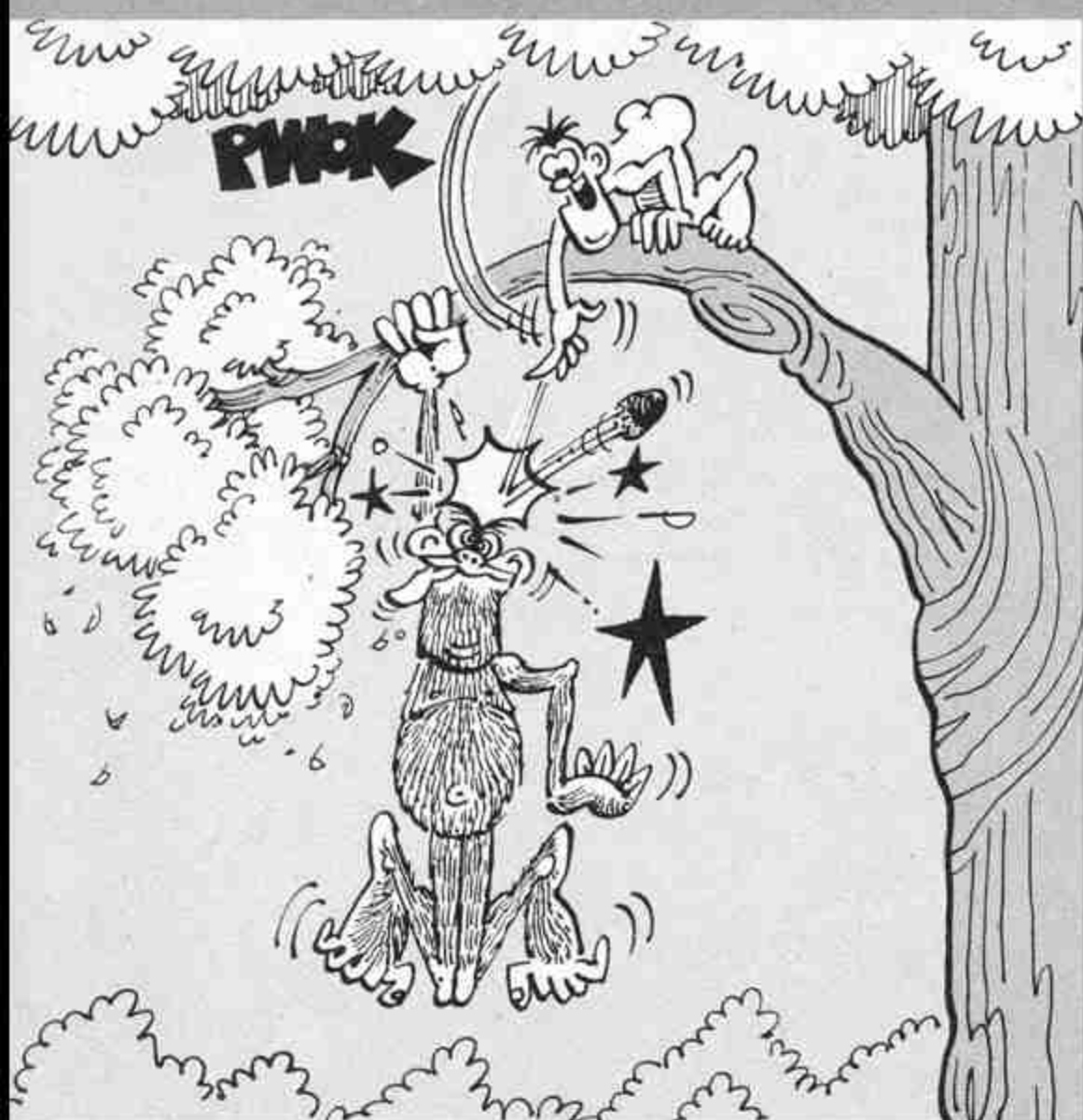
**11** AND FINISH BY LANDING ON YOUR HEAD AND SPINNING, UNTIL YOUR NECK WINDS UP LIKE THOSE RUBBER BANDS ON MODEL PLANES

**12** NOW LET YOUR NECK UNWIND, WHICH WILL REVERSE YOUR SPIN DIRECTION, SO YOU CAN REPEAT STEPS 1 THROUGH 12 OVER AGAIN





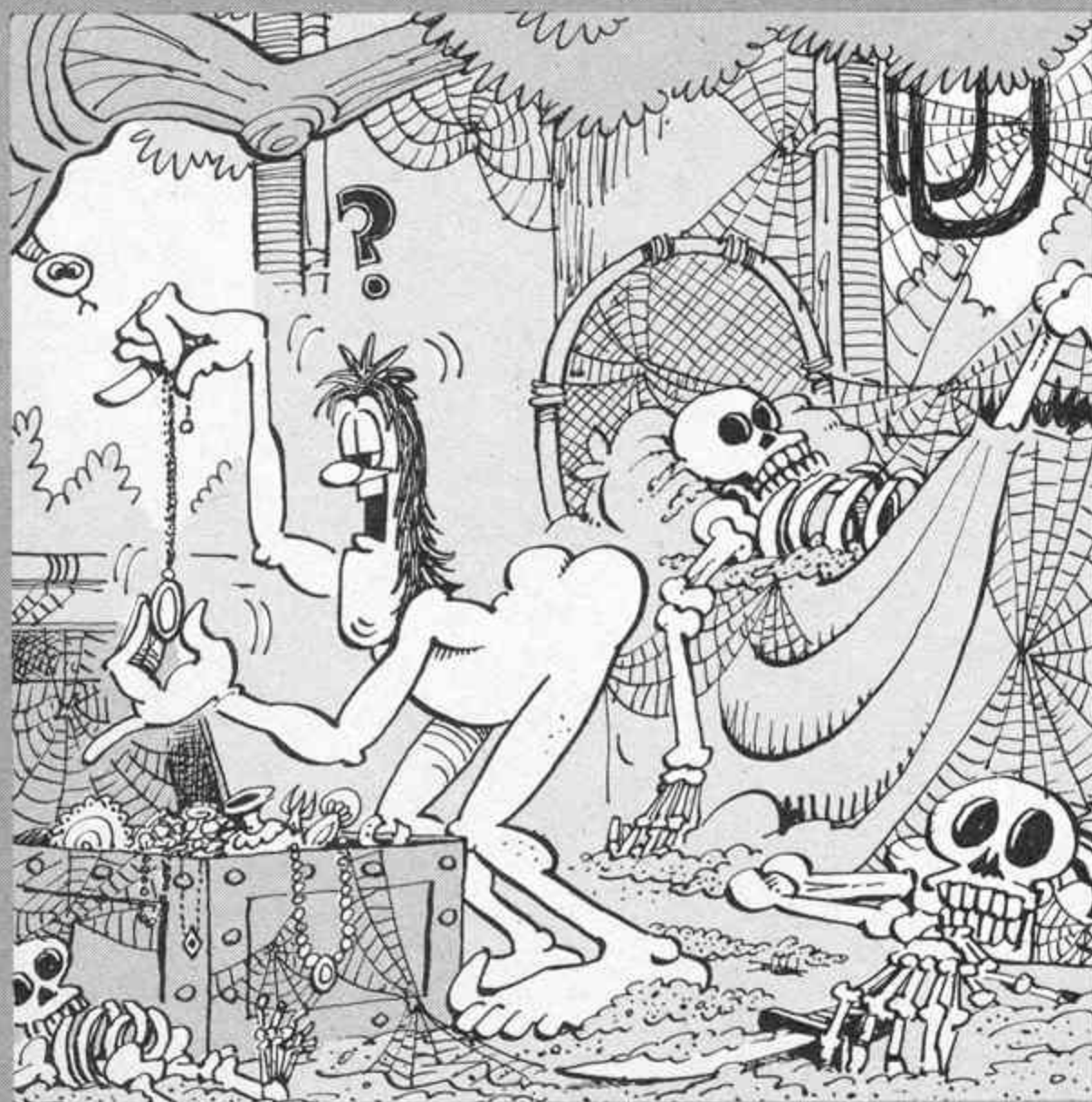
# DON MARTIN LOOKS AT... GREYS





# TOKE

## THE LEGEND OF TARZAN









## ALONG THE SNIDE LINES DEPT.

The nastiest thing about the annual MAD Nasty Book is the way we keep promising our readers that each edition is the last one they'll have to endure. Later, of course, it always turns out that we lied. So it should come as no surprise that once again we have cast aside our customary good taste, warm kindness and jovial dispositions to take pot shots at a few more popular celebrities and hallowed institutions in—

# THE MAD NASTY BOOK VOLUME FIVE

ARTIST: HARRY NORTH

WRITER: TOM KOCH

## VIDEO GAMES



1. ...come in 173 different formats, each of which makes it fun to blow up the universe.
2. ...enable kids to develop hand-eye coordination, instead of wasting their time learning such useless skills as reading and math.
3. ...get kids off the unsafe streets at night by keeping them in unsafe video game arcades.
4. ...are actually beneficial because they tie up the family TV set so adults can't get all depressed from watching newscasts.
5. ...are especially popular with doctors because they bring in so many patients with inflamed thumb joints.

## MICHAEL JACKSON



1. ...was a boy soprano until his voice changed ...and went a full octave higher.
2. ...is striving to become as rich as Howard Hughes, now that he's decided to become as eccentric as Howard Hughes.
3. ...was a member of the Jackson Five until the other four decided they'd prefer not to be seen with him.
4. ...sounds like he's doing an impression of Flip Wilson doing Flip Wilson's impression of Geraldine.
5. ...became an animal lover after he discovered that cats and dogs don't smirk at his wardrobe the way people do.

## BOWLING



1. ...should only be undertaken by those who can afford \$30 shoes, a \$50 ball and \$2000 worth of chiropractic treatments.
2. ...is the second most popular pastime in Milwaukee, just ahead of Group Yodeling but still behind Tupperware Parties.
3. ...only exists so macho guys will have an excuse to go out at night wearing purple satin shirts.
4. ...requires no particular skill for playing, but demands a degree in mathematics for scoring.
5. ...has become so popular on TV that its Nielsen rating is now higher than the Sign-Off Sermonette.



## M-T.V.



1. ... quickly makes true rock music lovers appreciate the lack of pictures on radio.
2. ... has convinced adults that television can expose their kids to even worse things than sex and violence.
3. ... spends as much on a five-minute musical production as some companies spend on equally bad full-length movies.
4. ... is the cable channel your parents pay an extra \$20 to get, and soon wish they could pay \$50 to get rid of.
5. ... offers the only entertainment on TV that your mother finds more annoying than Monday Night Football.

## BILLY MARTIN



1. ... has demonstrated how to take the greatest collection of baseball talent in America and build it into a losing team.
2. ... claims he's well liked because there are at least four Major League teams that still haven't fired him.
3. ... teamed up with George Steinbrenner after seeing how the U.S. and Russia cash in on mutual hatred and get a lot of free publicity.
4. ... may never get what he truly deserves because the Commissioner of Baseball isn't empowered to have a manager flogged.
5. ... behaves as though he's been paid off for those beer commercials with too much of the sponsor's product.

## SOCCER



1. ... is the perfect sport for uncoordinated kids because nobody else on the field appears to be doing it right either.
2. ... is considered exciting in Russia, where tractor demonstrations and waiting in line to view Lenin's corpse are also considered exciting.
3. ... holds World Cup matches only once in four years because it takes that long to repair the damage caused by riots at the last ones.
4. ... is the Number One Sport in underdeveloped countries, which is the main reason they're called "underdeveloped."
5. ... is America's only pro sport that has to give away 10,000 free tickets to get a crowd of 500 spectators.

## JESSE JACKSON



1. ... ran for President solely because he had 186 new speeches prepared that he couldn't get people to listen to otherwise.
2. ... is an ordained minister, which makes you wonder why he'd want a job recently held by the likes of Richard Nixon and Lyndon Johnson.
3. ... is sometimes confused with Reggie Jackson, because both of them talk too much and strike out too often.
4. ... can now claim one more thing he has in common with Martin Luther King: Reverend King never won a Presidential nomination either.
5. ... seems to think that his proposals will become convincing if he yells them louder.

## "SATURDAY NIGHT LIVE"



1. ... introduced something new into comedy when Eddie Murphy started laughing at his jokes BEFORE he told them.
2. ... attracts viewers who haven't heard that the talented people who used to be on the show are no longer there.
3. ... gets good ratings because its only competition at that hour is a Frankie Avalon movie or "Great Moments in Shot-Putting."
4. ... isn't the first TV show to be in bad taste. It's just the first one to take pride in it.
5. ... gave Chevy Chase the experience he needed to go to Hollywood and start making truly rotten movies.

## MISTER ROGERS



1. ... appeals to four-year-old viewers who are too dumb to keep up with the fast pace of "Sesame Street."
2. ... chose a career in TV after realizing that he didn't have a sufficiently vibrant personality to be an accountant.
3. ... may be the only celebrity in show business who buys his sweaters at K Mart.
4. ... serves as a role model for millions of toddlers, which means that we'll soon have a whole generation of wimps.
5. ... couldn't possibly think as slow as he talks, or he'd still be trying to decide what to have for breakfast yesterday.



## THE DISNEY COMPANY



1. ...operates amusement parks where the whole family can enjoy a day of fun for slightly less than \$2000.
2. ...provides entertainment that's safe for small children, but much too sugary for adult diabetics.
3. ...makes money the old-fashioned way: by teaching little kids to whine until their parents give in and buy all of its products.
4. ...established "Disney World" to prove what many have long contended: Florida is a real Mickey Mouse state.
5. ...created "Disneyland" by tearing down California's real mountains, replacing them with fake ones, and then charging admission to see them.

## JOAN RIVERS



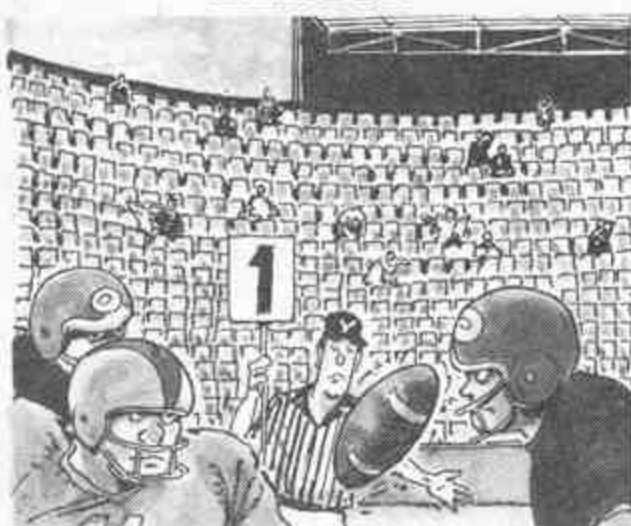
1. ...has a habit of saying, "Can we talk?" when she really means, "Shut up and listen!"
2. ...makes fun of all the qualities she lacks, such as dignity, good manners and a measurable bust line.
3. ...has been deemed unsuited for young audiences, which means that bad taste is okay if you only inflict it on adults.
4. ...was picked as Johnny Carson's vacation replacement to make sure that viewers will be happy to have Johnny come back.
5. ...is sometimes called the "First Lady Of Las Vegas," which creates a frightening image of what the "Second Lady" must be like.

## JAPANESE AUTO MAKERS



1. ...have computerized their engines to the point where there isn't a rural auto mechanic in the world who can repair one.
2. ...may soon have more Americans driving a Mitsubishi than there are Americans who can pronounce it.
3. ...have found a secret weapon to compete with this year's \$12,000 new Chevrolet... a \$13,000 new Honda.
4. ...omit mentioning how long it takes their cheaper models to accelerate from zero-to-60, because none of them has ever gotten up to 60.
5. ...have retaliated for Hiroshima and Nagasaki by wiping out Detroit.

## THE U.S. FOOTBALL LEAGUE



1. ...is a great place for an escaped convict to hide if he wants to make sure that no one ever finds him.
2. ...may become successful if it can figure a way to have Herschel Walker appear in six different cities at the same time.
3. ...is enjoyed by fans who like to spend July afternoons watching guys in wool jerseys run around until they drop from heat prostration.
4. ...tries to compete with other sports attractions by offering the fans much better seats to watch much worse games.
5. ...provides the perfect tax write-off for any millionaire owner who wants to lose his entire fortune in one year.

## HOME COMPUTERS



1. ...are valuable to any housewife who wants to keep a permanent record of her old grocery lists.
2. ...let you put data that would normally fill a filing cabinet into a machine that takes up more space than that filing cabinet.
3. ...are the only \$500 home appliances that are useless without \$3000 worth of optional accessories.
4. ...provides us with the advanced equipment we need to make the same dumb mistakes that business and government agencies have been making for years.
5. ...are manufactured by companies that may soon go broke because their computers failed to tell them they were making too many computers.

## JOHN GLENN



1. ...is best remembered as an astronaut, because no one can remember anything else about him.
2. ...is often compared to Dwight D. Eisenhower, because Ike couldn't keep his hair from falling out either.
3. ...actually made only one very short voyage in space. He just acts like a person who's been away for a long time.
4. ...may be America's most colorful political figure since Calvin Coolidge.
5. ...had a movie made about his life which 200-million dedicated Americans never went to see.



## SQUABBLING



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## AUTOMOBILE REPAIRS





## ECONOMIZING



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## PETS





## PROPER NAMES

What can I do for you, folks?

I'd like some soy beans, corn syrup, meat by-products, sodium erythorbate and sodium nitrite!

I don't sell any of that stuff!!

Oh, yes you do!!

Arnold... why can't you ask for a HOT DOG like a normal person...?!!



## HOBBIES

And this is my Daddy's Hobby Room! He's into WOODWORKING!

Really? What does he make?

Mostly SAWDUST...!!



## FLORISTS

I've decided to take your advertisement advice and "Say It With Flowers!" So I'd like to send my girlfriend one red rose!

Uh... just ONE?!!



## DINING OUT

And what would you like, sir?

Gee... this is a really big menu! There sure is a lot to choose from!!

The veal parmesan sounds good... but so does the Salisbury steak! And so does the London broil... Oh, it's no use! I— I just can't make up my mind!

Uh—may I make a suggestion, Sir?

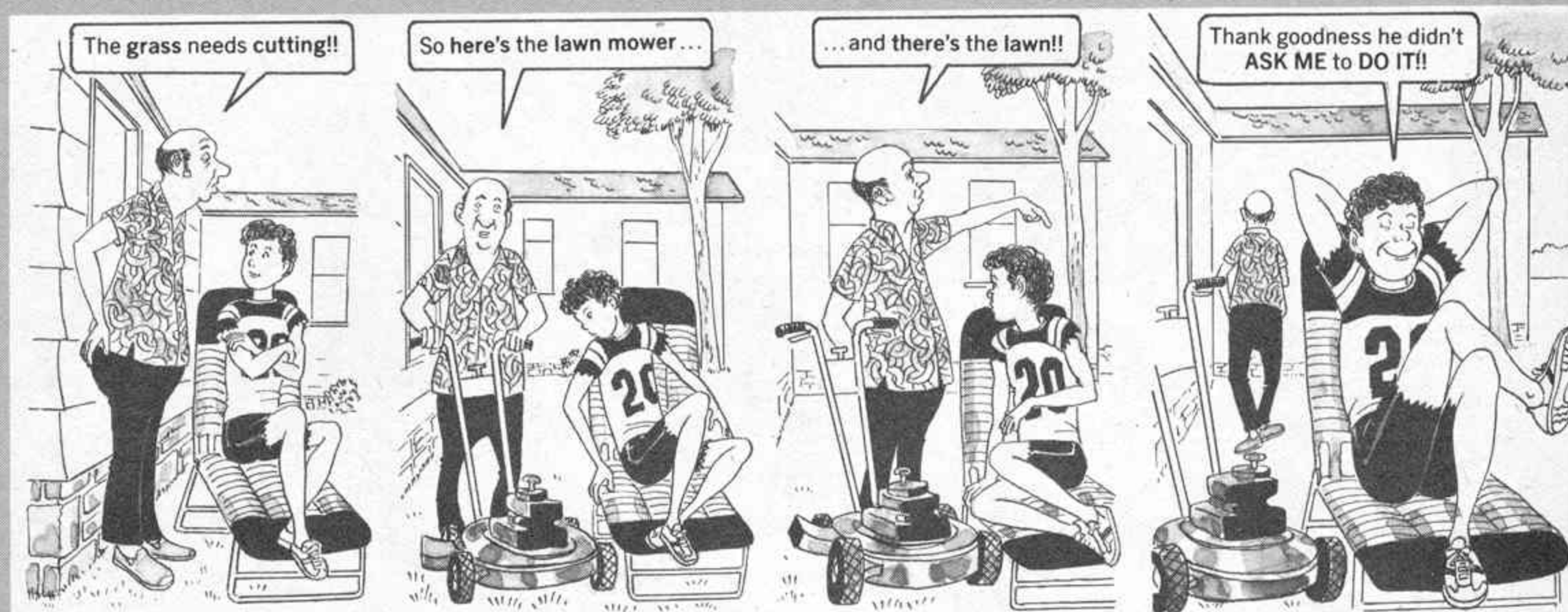
Please! I'd welcome it!!

NEVER wear a polka dot tie with a plaid suit!!

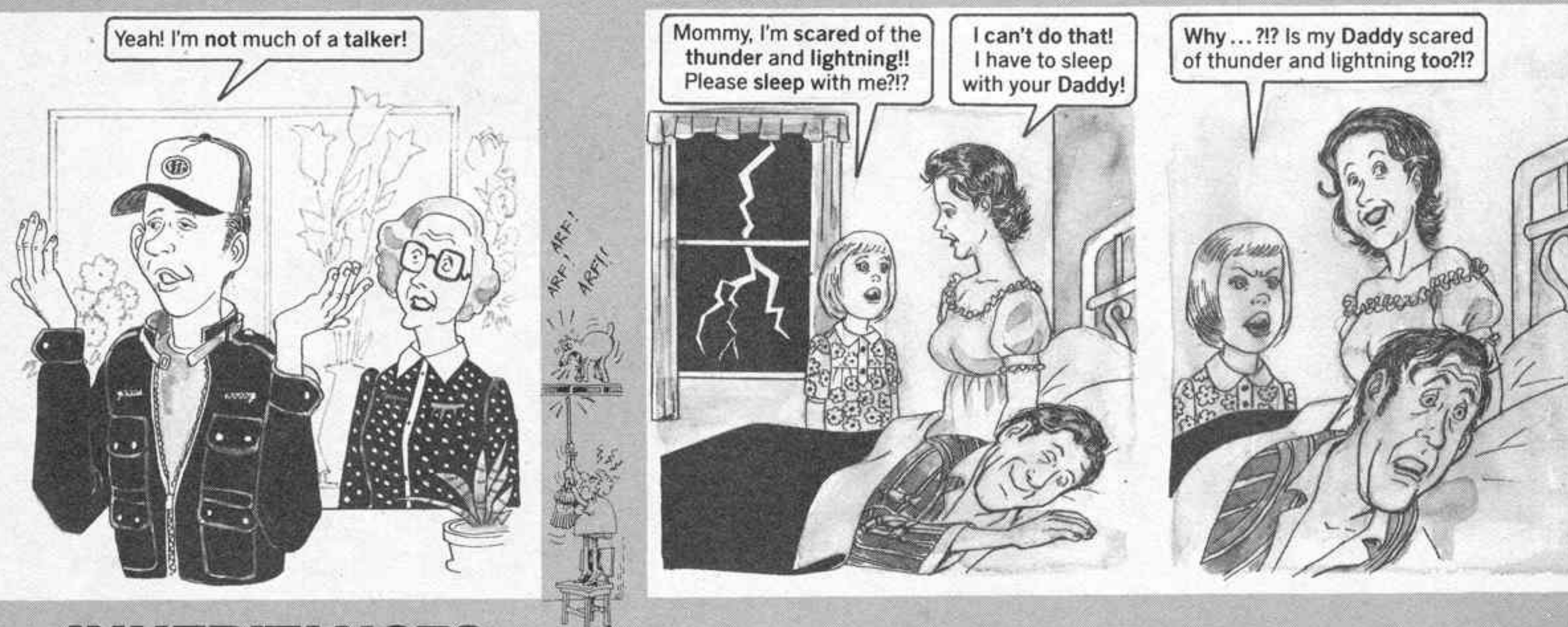




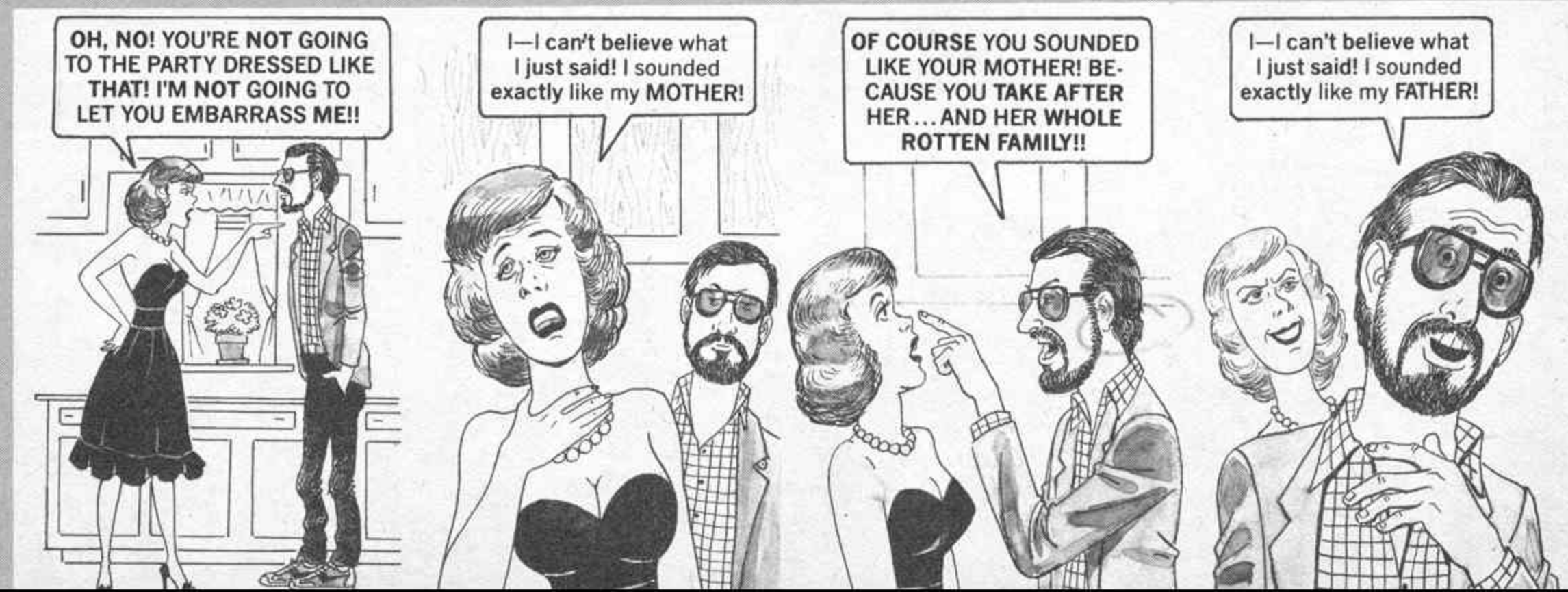
## CHORES



## FEAR



## INHERITANCES





## FRIENDSHIP

You're my best friend, Steve, so let me tell you about this problem I'm having! Everybody **TAKES ADVANTAGE** of me...!!

That **IS** a problem! But I can't think clearly on an empty stomach! So...

... let's talk about it over a couple of hamburgers...

... that you're gonna treat me to!



## MOTHERS

Mom, can Sid and I go to the park and fly his kite?

No, not without an adult! And I haven't got time to go with you! There are too many weirdos hanging around that place!!

Sorry, Sid! I can't go kite flying...!

Why not??

The **STRING** isn't **LONG ENOUGH**...!

But I've got **PLENTY** of kite string!!

I'm talking about the one from my **MOTHER'S APRON**!!



## CRITICISM

**YOU STUPID KLUTZ!! YOU CARELESS MORONIC CLOD!!**

**YOU DESTRUCTIVE NINCOMPOOP! YOU BLITHERING IDIOT!**

Will you cut it out, already?!!

You haven't stopped hollering from the moment I came through the door!





Hey, gang! Here's a twist on MAD's nutty "Cliché Monster" game! Namely, take any familiar "Sports" phrase or "Sports expression, give it an eerie, gothic setting so you create a disgusting new horror creature, and you're playing at

# HORRIFYING SPORTS CLICHÉS

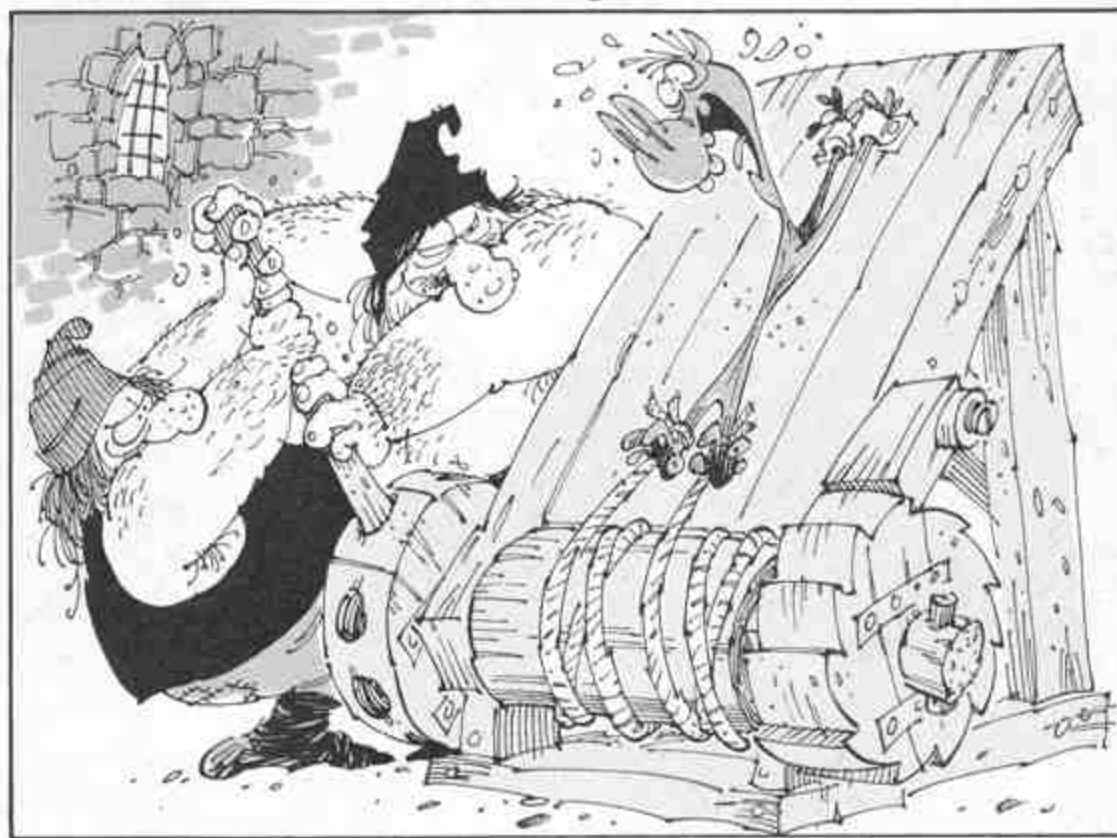
ARTIST: PAUL COKER

WRITER: FRANK JACOBS

Advancing On A WILD PITCH



Stretching A SINGLE



Sinking A PUTT



Sitting On A LEAD

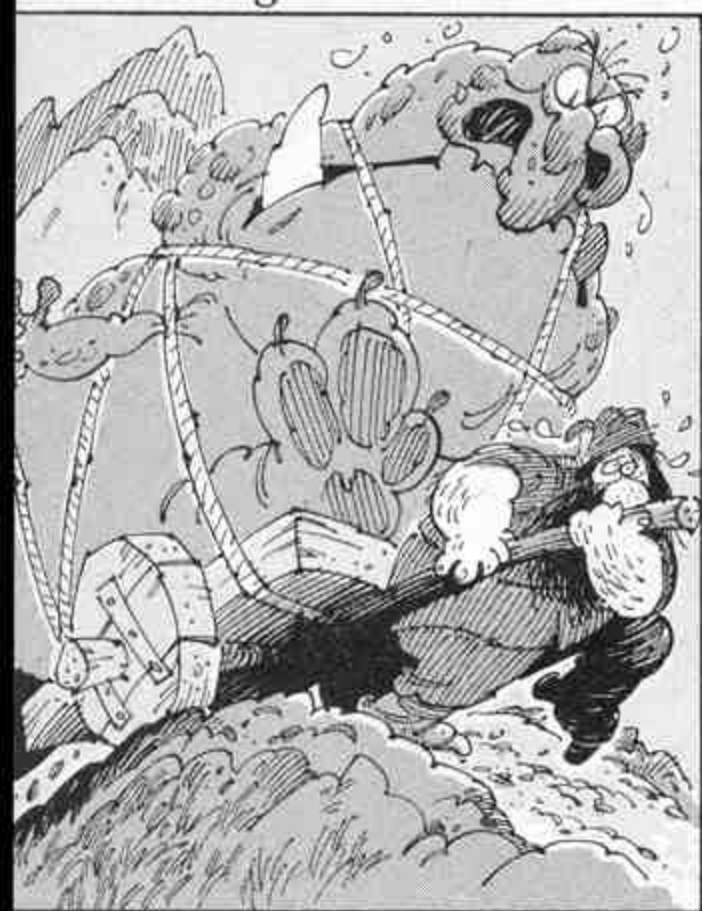


Returning A SERVE





**Pulling An UPSET**



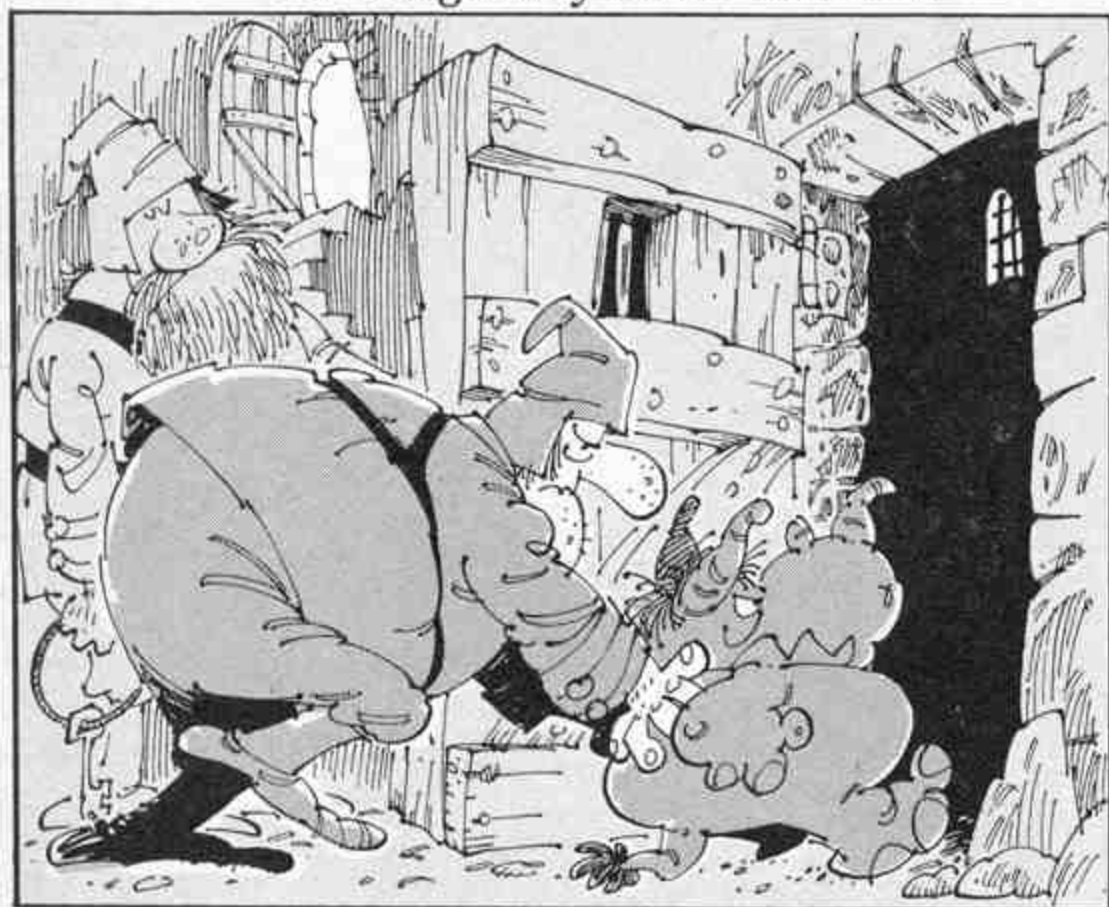
**Dragging A BUNT**



**Missing A TACKLE**



**Putting Away A SHORT LOB**



**Nailing A TIGHT END**



**Icing A PUCK**



**Stealing a BASE**



**Committing An ERROR**





Covering A WIDE RECEIVER



Getting Wind Of A TRADE



Stabbing A LINER



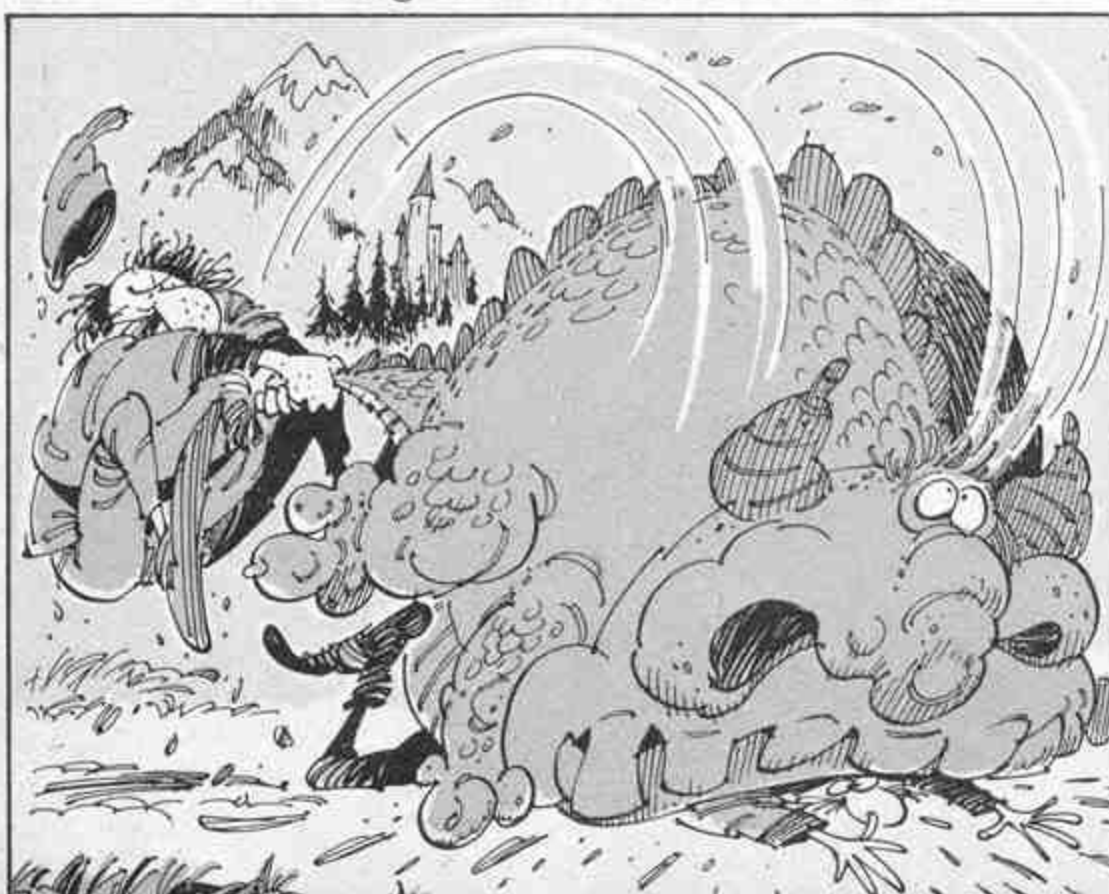
Drawing A FOUL



Slicing A DRIVE



Getting Hit With A PENALTY



Playing a DOUBLEHEADER





# A MAD LOOK

# AT SOME FAMOUS

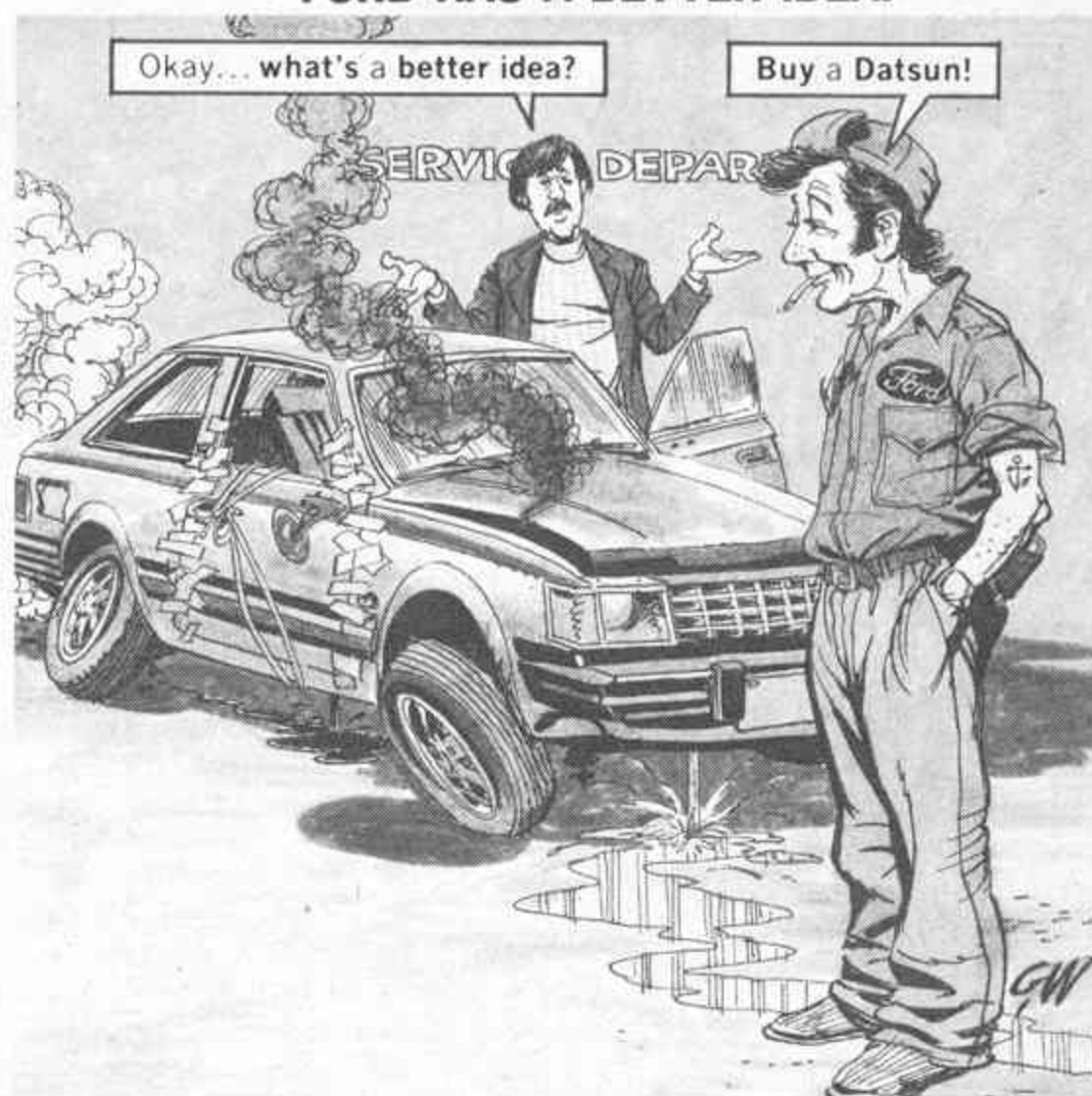
# ADVERTISING



**"WE'RE AMERICAN AIRLINES  
—DOING WHAT WE DO BEST!"**



**"FORD HAS A BETTER IDEA!"**





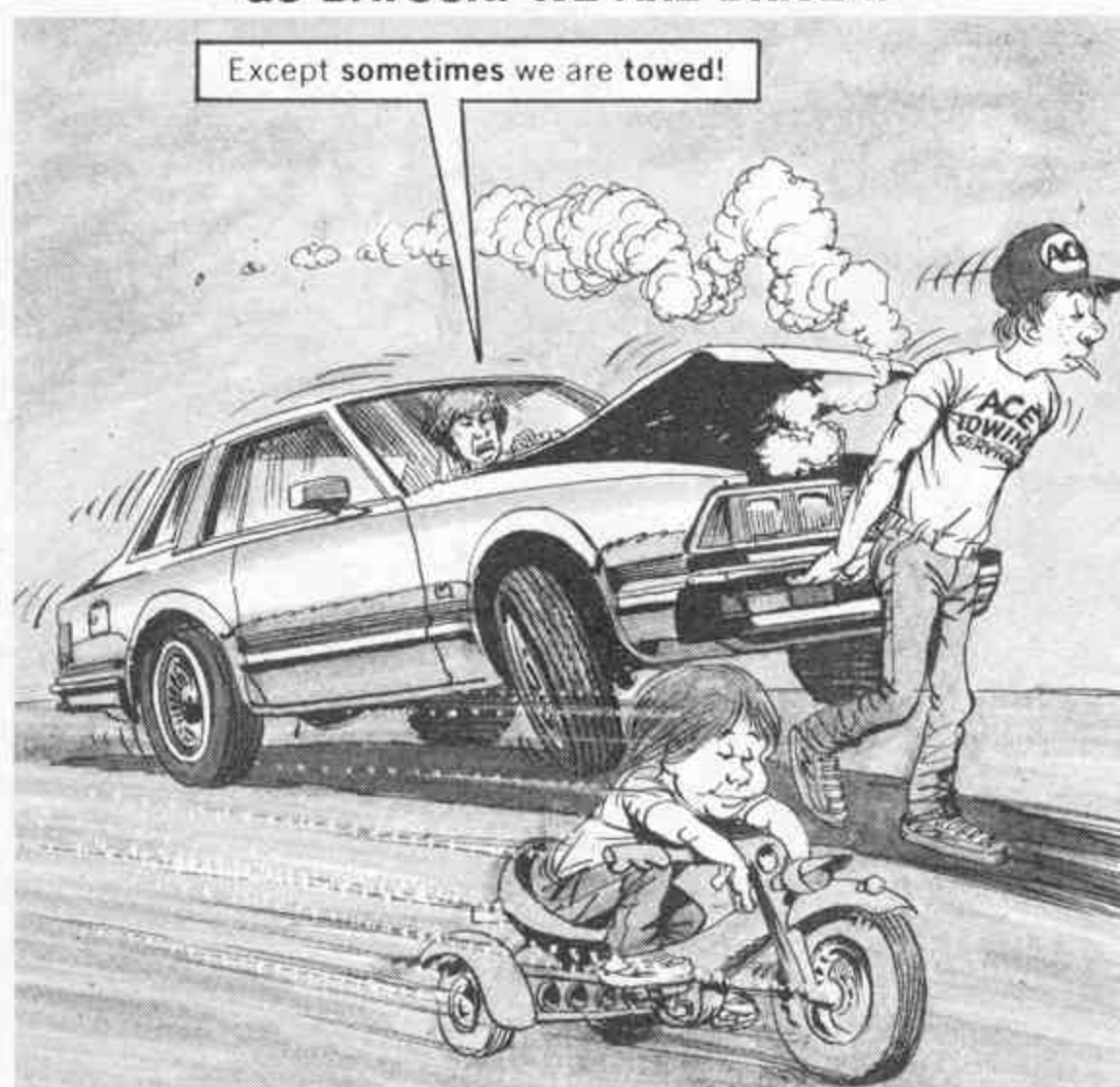
**"AT MOBIL, WE'RE WORKING TO  
CREATE A BETTER WAY OF LIFE!"**



**"ALL-STATE INSURANCE—  
THE GOOD HANDS PEOPLE!"**



**"GO DATSUN! WE ARE DRIVEN!"**



**"THINGS GO BETTER WITH COKE!"**



# IG SLOGANS

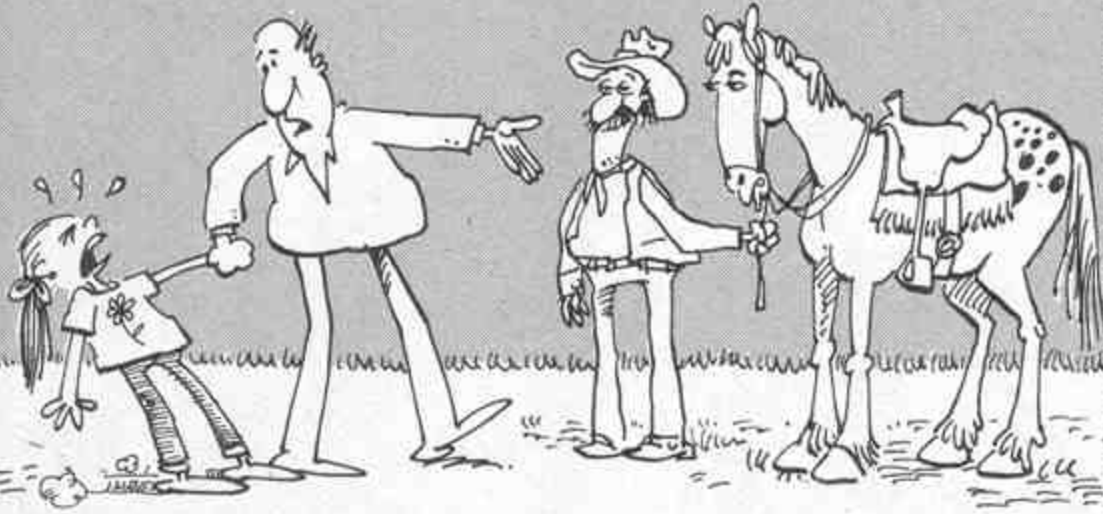


# A MAD LOOK AT

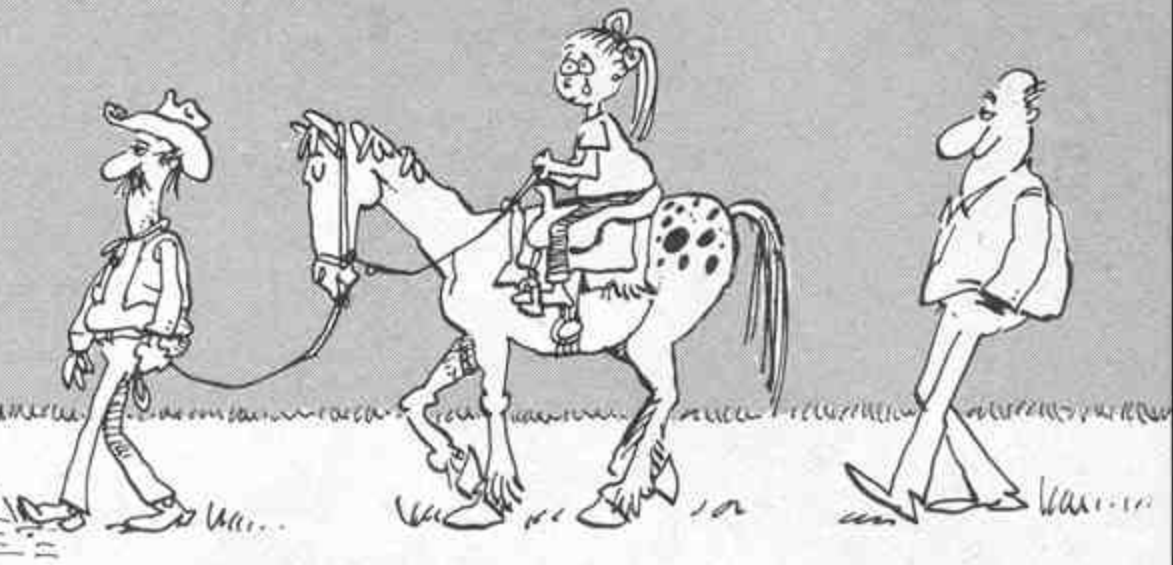
# HORSE



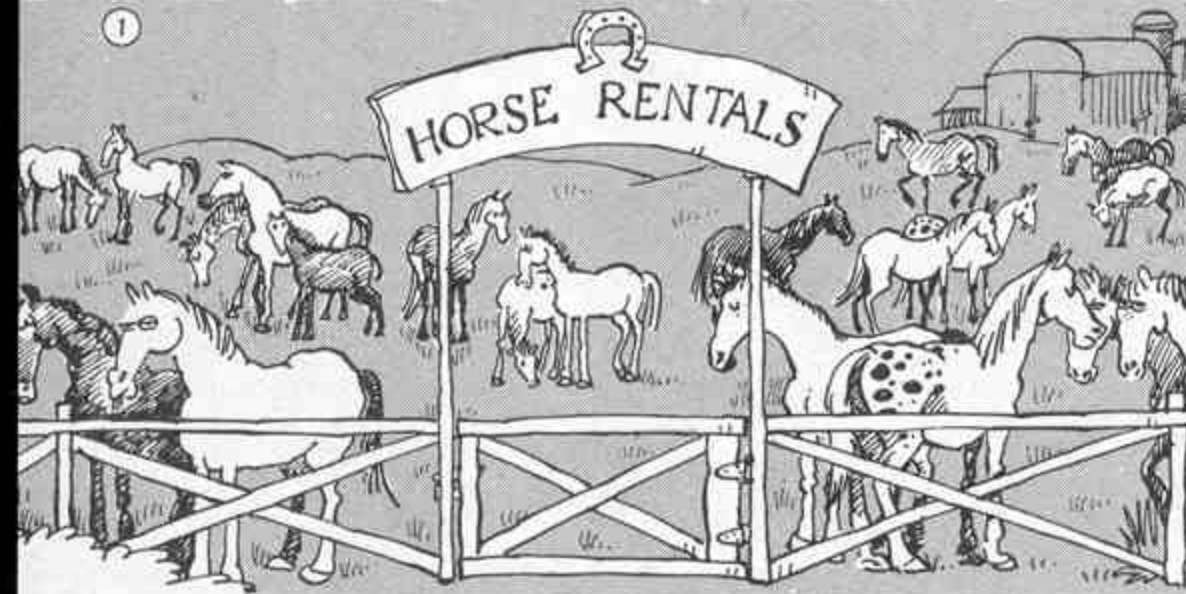
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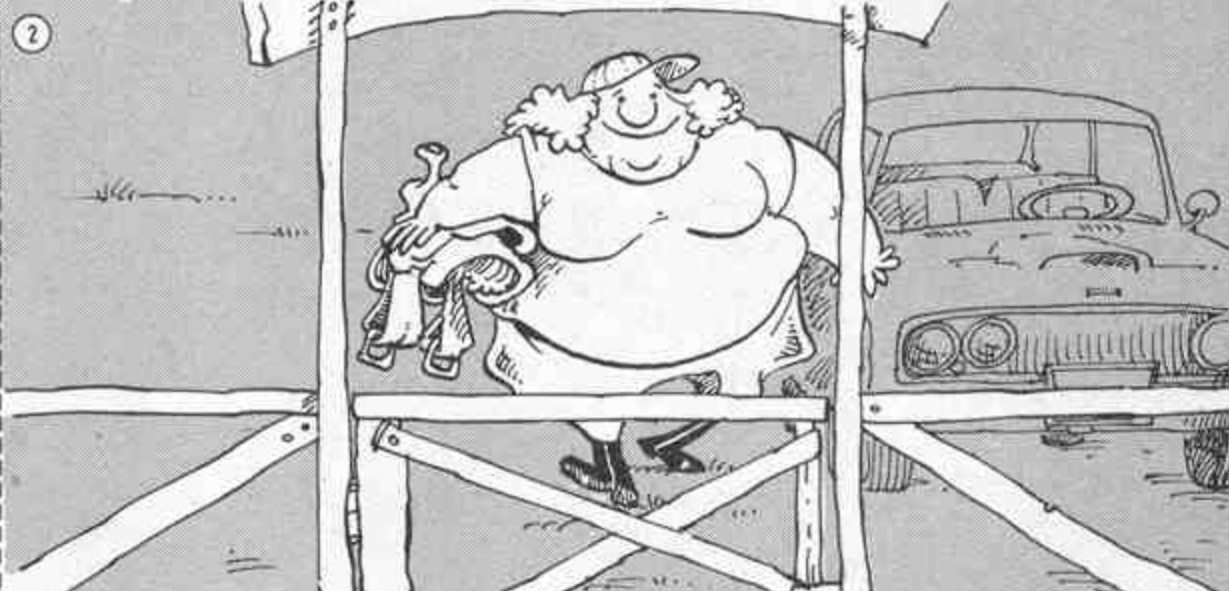
2



1



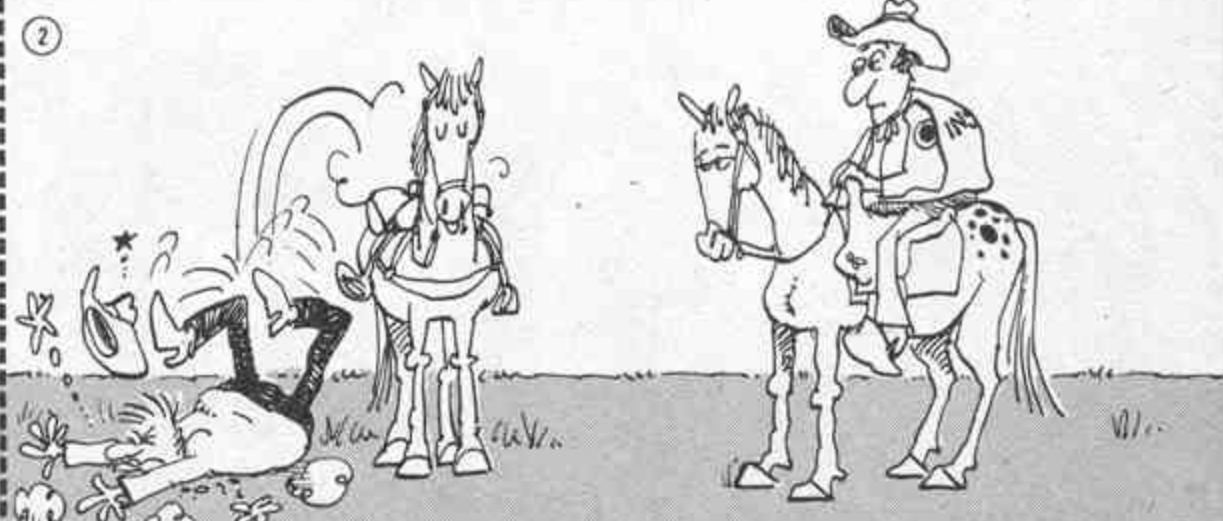
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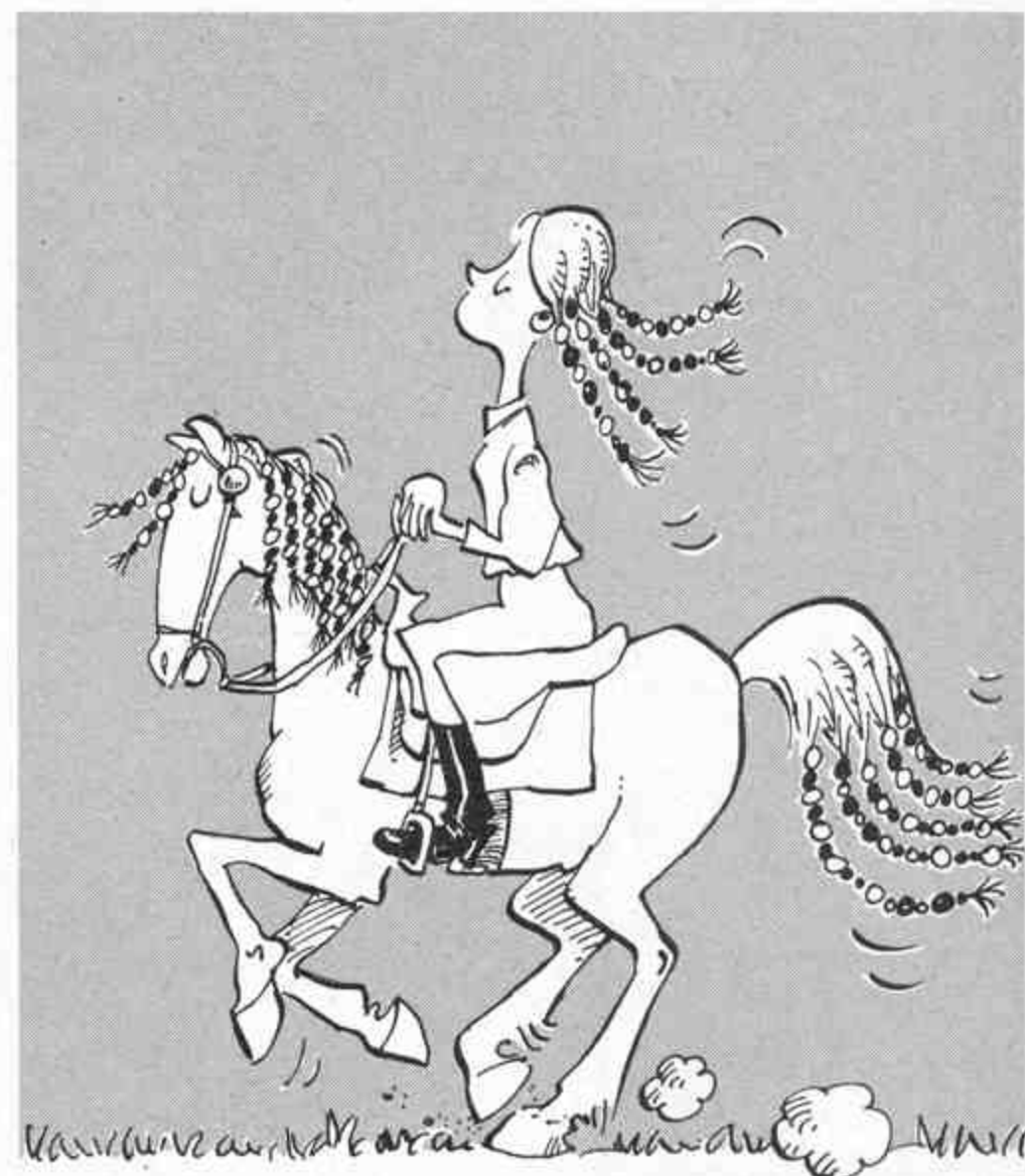
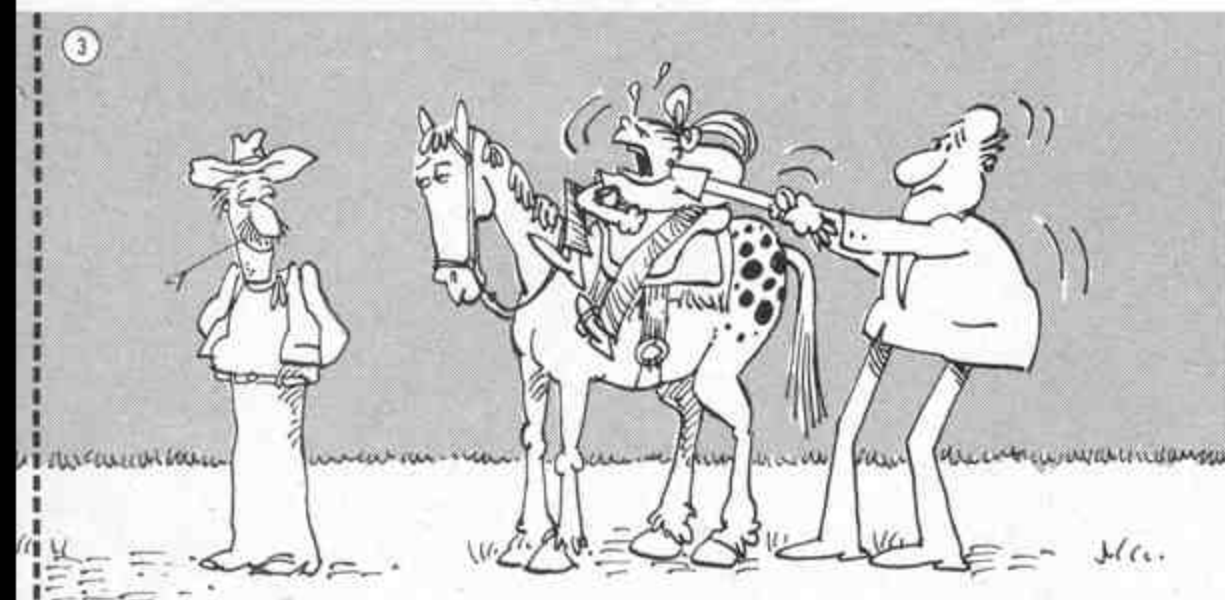


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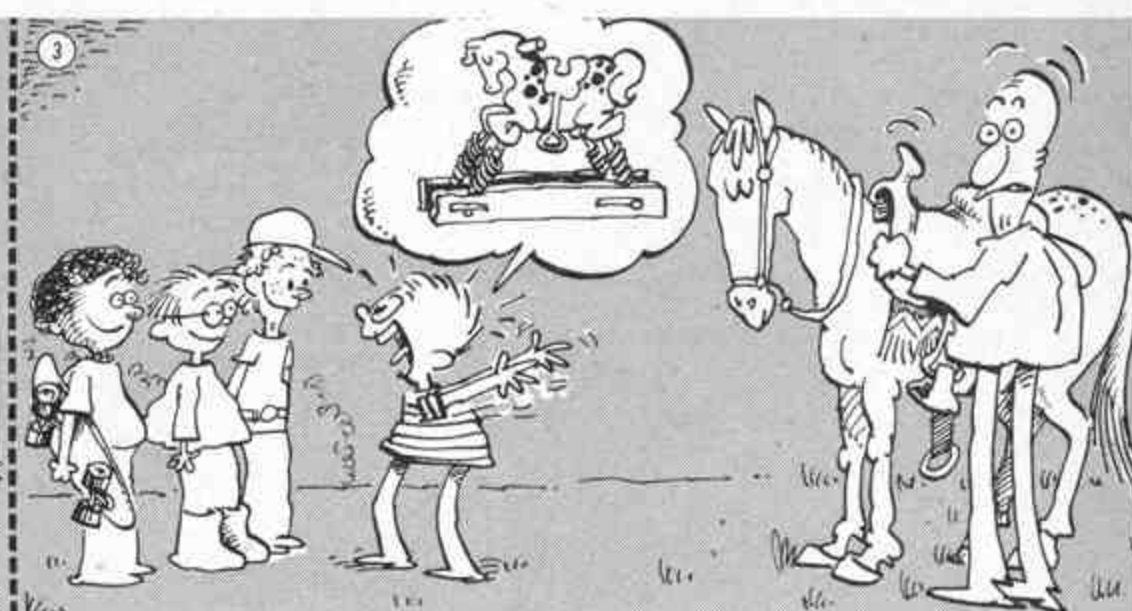
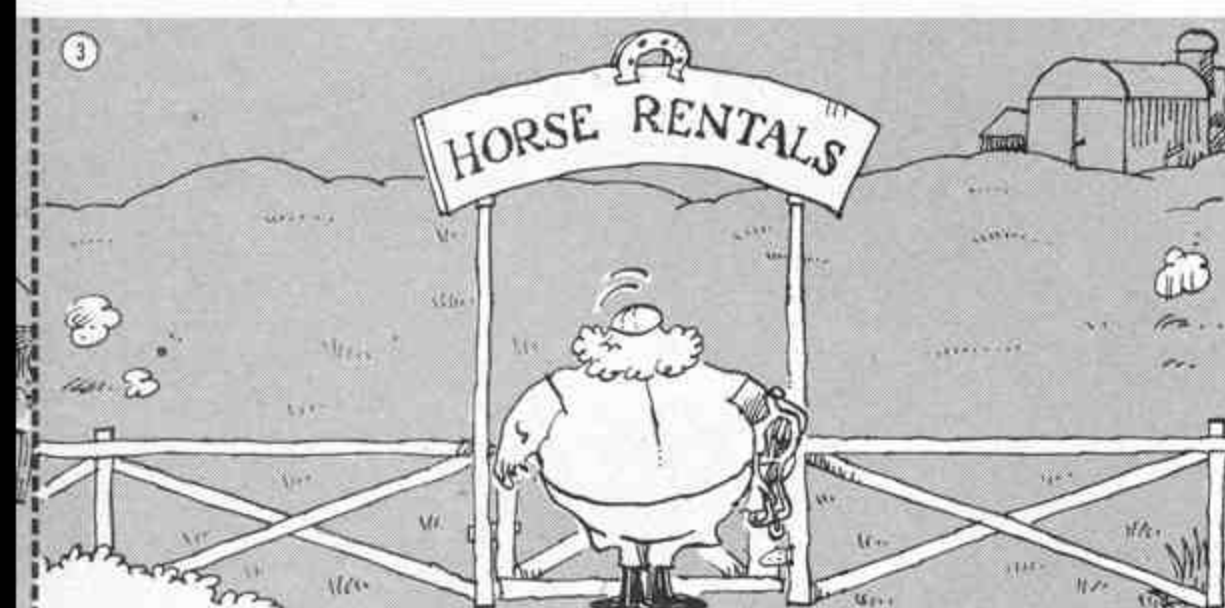




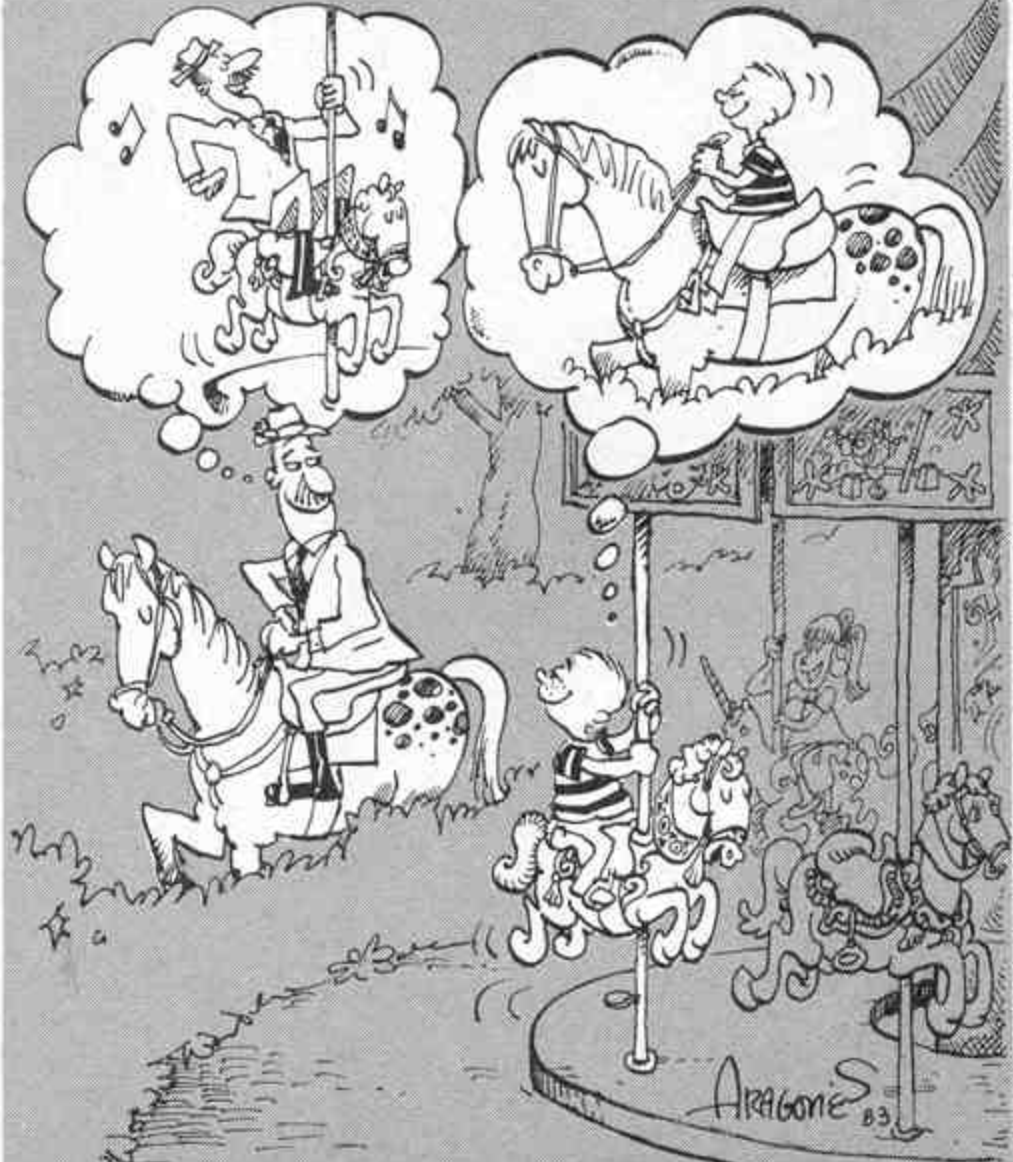
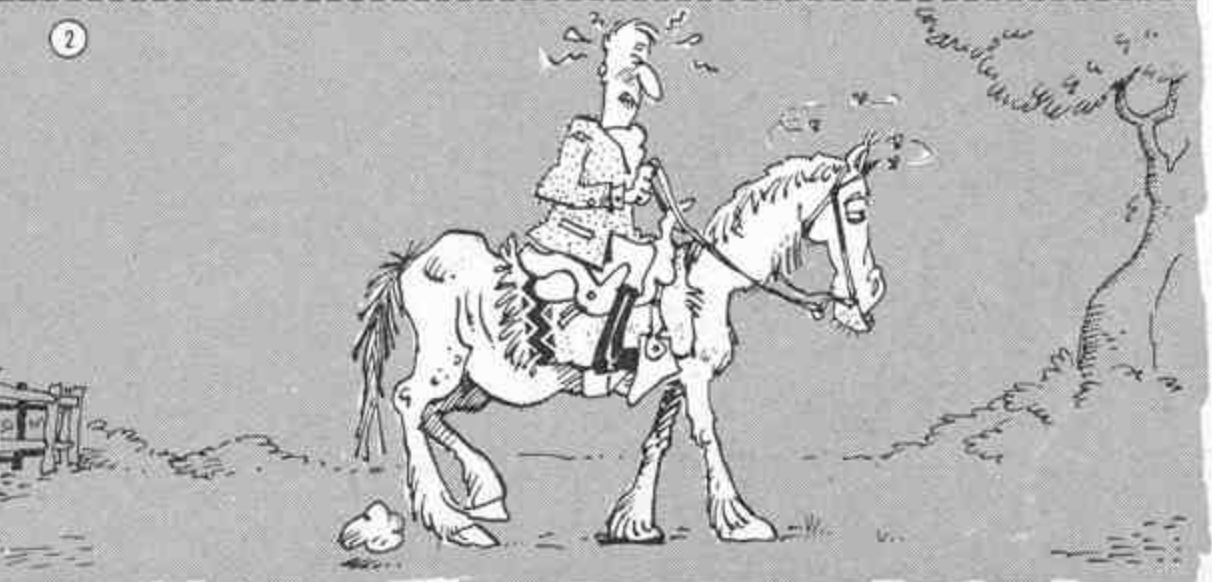
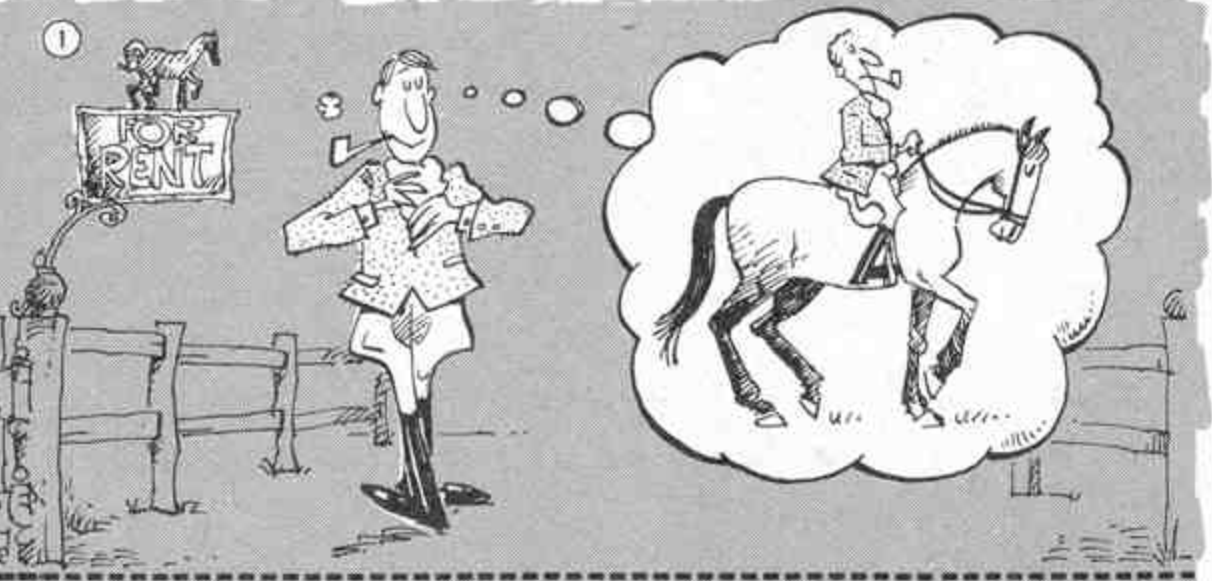
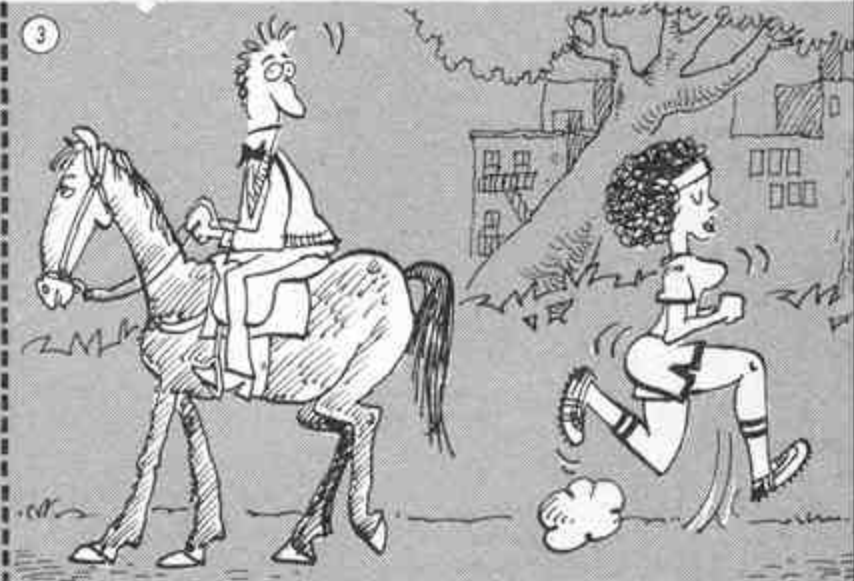
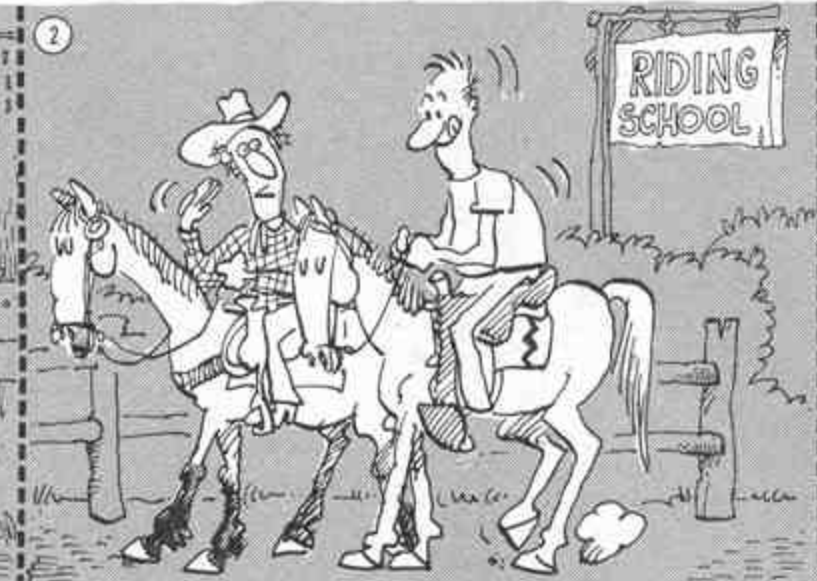
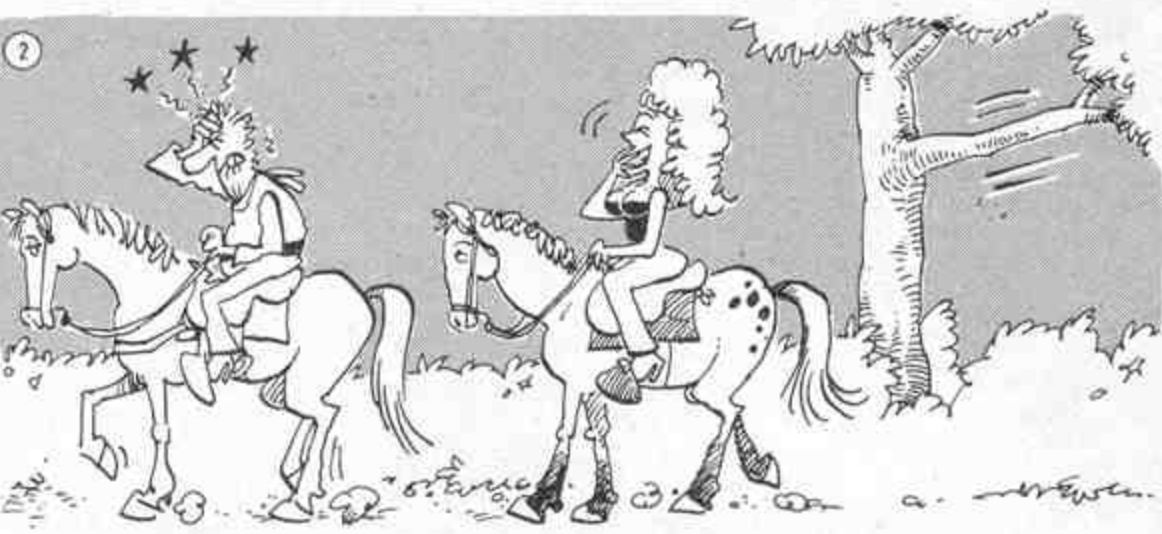
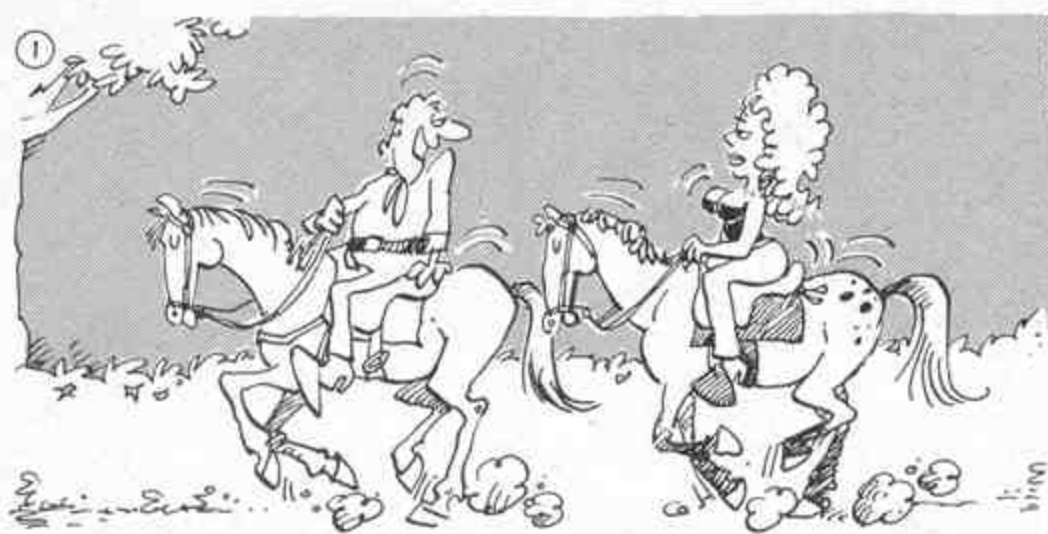
# BACK RIDING



WRITER AND ARTIST: SERGIO ARAGONES









# HERE'S MOM IN YOUR SPY DEPT.

Hey, Gang! Worried about Our National Security? Lost your faith in the CIA? Well, you don't have to worry any more! Because a popular TV Series tells us that, in addition to the CIA, we have "The Agency"! Unfortunately, when you watch this TV series closely, you quickly go back to worrying! Because The Agency seems to need help every week! And for this help, they enlist the aid of an ordinary housewife, who works with one of their bumbling agents! We're talking, of course, about...

# SCARED CROW and Mrs. Kling

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

Hello! My name is **Amender Kling**, and I'm your **typical housewife**! I wash, cook, clean—and **catch spies**! Okay, you're **right**! I'm **NOT** your typical housewife! I **don't** watch the "Soaps"!

I'm **Scaredcrow**! I work for "The Agency"! We're supposed to be like the **CIA**, but there's a **big difference**! Despite **OUR** blunders and inefficiencies, everything always comes out **right** in the end! And you **gotta** admit, that's a **big difference**!

I'm **Amender's Mom**! I have **no idea** my daughter works as a part-time undercover agent! But **some** things **DO** make me suspicious! Like, the last time she went out on a date, I warned her to use "**protection**"...so she wore her **bullet-proof bra**, and took a **machine gun**!

I'm **Scaredcrow's Boss**! People say I'm **narrow-minded**...because each week, we need a **regular civilian** to help us out in our Agency work...and out of 220 million Americans, **Amender** is the **ONLY CIVILIAN** I can ever think of!

You know the old cliché expression, "**Children should be seen and not heard**"? Well, on **this** show, we're **rarely** seen **OR** heard!

Yeah! We get **two**—maybe **three** lines of **dialog** a week, **TOPS**!





Hi, kids! Any messages...?

Yeah...! **Blue Leader** called and said, "The pumpkins are turning rotten!"

Then **Agent Orange** called and said, "The sky is turning red over Moscow!"

And then **Mrs. Finster** called and said, "Please bake cupcakes for the school picnic!"

"**CUPCAKES** ... for the **SCHOOL PICNIC!**"? Gee, what a weird message! It must be a **NEW CODE!**

THIS IS JUST A SMALL, INNOCENT, RESIDENTIAL BUILDING! PLEASE PAY NO SPECIAL ATTENTION TO IT! WE THANK YOU! THE AGENCY

I know I can't go in and see **Scaredcrow** without saying the **password**, but I never can remember the darn thing! I'm such a **SCATTERBRAIN!**

Go right in, **Mrs. Kling!** We made the password "**Scatter-brain**" in your honor!

You know ... this operation always amazes me!

That we're so efficient?

No, that you've got a **seven-story office building** hidden inside a **two-story house!**

MEANWHILE, SOMEWHERE ACROSS TOWN IN A SLEAZY BAR...

My sources tell me you used to work for the **U.S. Government!** Uh... what happened??

They canned me for trying to take stuff home from the office...!

Where did you work?

Fort Knox!

That's exactly what I'm planning to do, **Mr. Arnold**... clean out **Fort Knox**, totally!

You're crazy! No one can break into the **vault** at **Fort Knox!** You need **top security clearance**, a **special computer identification tag** and a really big bone for the dog!

Just suppose you were able to get all the gold! What would you do with it...?

**American Express** and **MasterCard** are doing that already!

Wreck the **U.S. economy**...!!

I know, but my plan is much faster!

Y'see, with **no gold** to back up currency, **paper money** will be **worthless!** Americans will have to find a **new money standard!** And that standard will be... **FISH!!**

**FISH?!?** Gee... that'll give a whole new meaning to getting paid **SCALE!!**

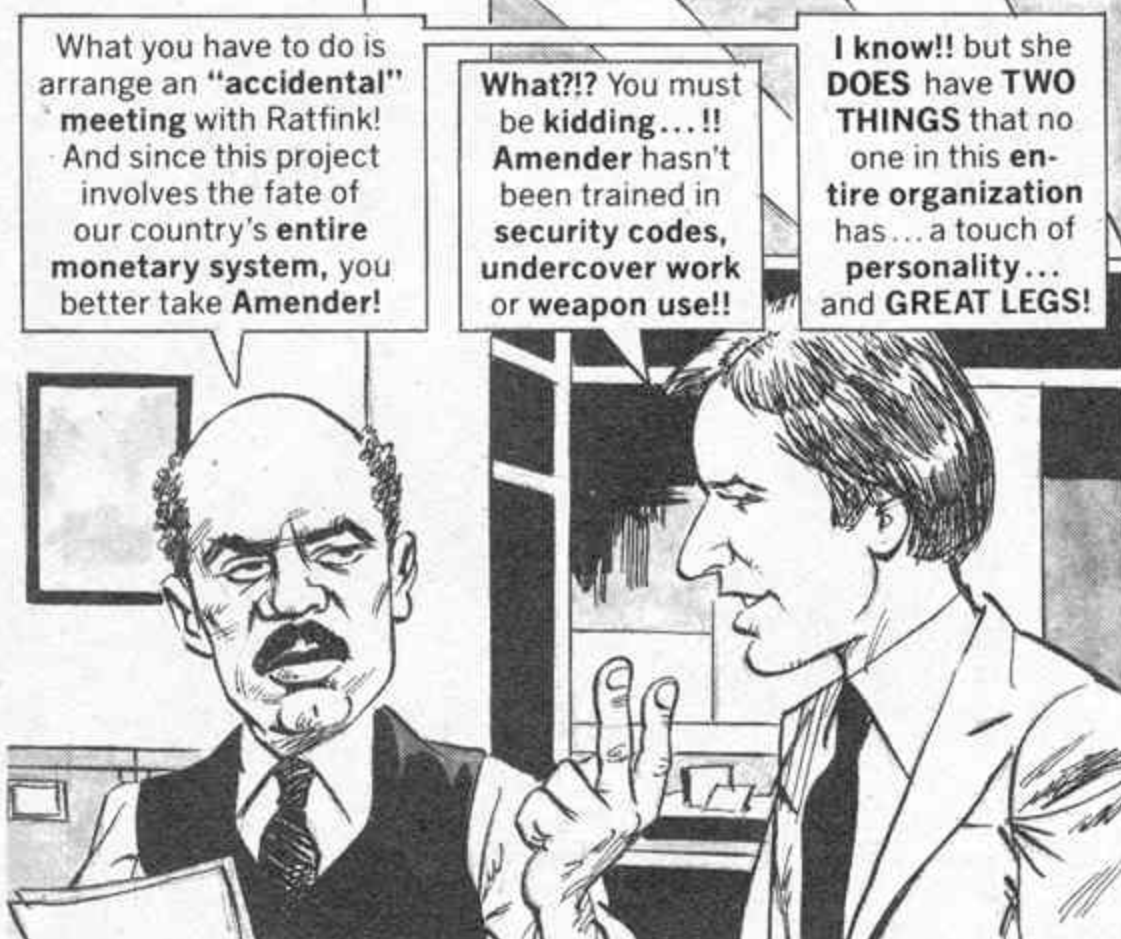
Y'see, **Mr. Arnold**, I represent a very small, poor country called **Anchovia**... whose only product is **FISH!** This plan will put my little country on the map!

I can see it now! **Minnows** will represent the **dollar**, **sardines**—five dollars, **flounders**—ten dollars...

**Holy mackerel**...!!

Oh... a **holy mackerel** will be worth at least **\$100!!**







C'mon! Knock off the nonsense! You were opening that vault door leading to our national gold supply when we walked in!

You're dreaming, Scaredcrow! This door is protected with 15 vibration detectors and a tinkle bell...!!

You WERE TOO opening that vault! I was here earlier, and I put a little piece of Scotch Tape between the door and the jam... and it's been pulled loose!!

Gi'me a break, Amender! There's four million dollars worth of detection equipment here... and you can prove he was opening the vault door because of a penny's worth of Scotch Tape?!!

Partly! I also put face powder on the vault door handle, and Ratfink has it all over his fingers!

Okay!! NOW you're talking sophisticated detection!!

You two make QUITE A TEAM!

It's inventiveness, deduction and mutual respect that makes for a good "Detective Team"!

Uh—I was thinking more like a "COMEDY Team"!

Now that you've got the drop on us, Ratfink, ... why don't you tell us how you actually got the vault door unlocked...??

EASY!! I told the Security Chief I was from Maintenance... and I had to change a light bulb inside the vault! He opened the door FOR me!

You kidding?! Change a light bulb?!? No Security Chief in the WORLD would believe that!

Ordinarily, I'd say you were right! But, in keeping with the level of logic and believability on this series, I'd say this plot explanation was right on target!

Now that I've got the vault door unlocked, my only problem is... how do I get the GOLD past the Guards at the GATE?!!

Why not say it's getting dirty... and you're sending it out to be DRY CLEANED?!!

Whose SIDE are you on, ANYWAY?!

I'm sorry, Scaredcrow! It's just that, whenever I see a problem, I try to SOLVE it!

Scaredcrow I know exactly what you're going to say... that I talk too much! And you're right!

Like that silly time I let it slip that anyone could get into the Pentagon War Room by using the code words, "Big Boom-Boom"!

And the time I hoped no spy would realize that if you reversed the phone number of the Washington Hilton, you've have the phone number of the White House Hot Line! And—

Will you SHUT UP, Amender!! Right now... you're making BENEDICT ARNOLD look like a PATRIOT!!





I've got a **truck** outside! I'm taking **you** with me as a **hostage** along with the **gold** ... and I'm locking **Scaredcrow** here in the **vault** ...!

Pssst!! Scaredcrow!! I'm leaving you my **nailfile**!

Smart move, Amender! I'll bet you know some **homey way** for me to use your nailfile to get out of the **vault** once you leave!

Don't be an idiot! That vault door is **three feet thick**! The **nail file** is so you can **KILL yourself QUICKLY** ... rather than suffocate **SLOWLY**!



Sorry about the **blindfold**, Amender ... but I couldn't let you see where I was taking you!

COVER NOSE AS YOU ENTER

LOADING ZONE



You **won't get away** with this, Ratfink! I don't know **why** you're committing treason against the U.S., but you're in **BIG TROUBLE**, now!

When it says this is the **Land of the Free**, it means it's **free** for the **NICE people** in it, not the **BADDIES** like you! It means ...

I should've used the blindfold over your **MOUTH** instead of your eyes!!



Ratfink's tied me up and left me in this **warehouse**!

These must be crates of **tools**, because there's a **SAW** sticking out of this one! I'm not much for "**Do-It-Yourself**" projects, but this will be a **LIFE SAVER**!

PORGY AND BASS 97¢ LB.



SAWFISH



SAWFISH

ZZZZT



Unfortunately, that Ratfink, Ratfink, took my **pocketbook**, and there's a **pay phone** on that wall!!!

Now ... **where** can I get a **dime** to call The Agency??

I know!! I didn't win the **PTA Ice Sculpture Contest** last winter for **nothing**! I'll just **sculpt** a dime from that **block of ice**!



Hello! The Agency!! This is **Mrs. Kling**!! Let me talk to **Mr. Smellrose**, please ... and, no, I don't know the **password**!

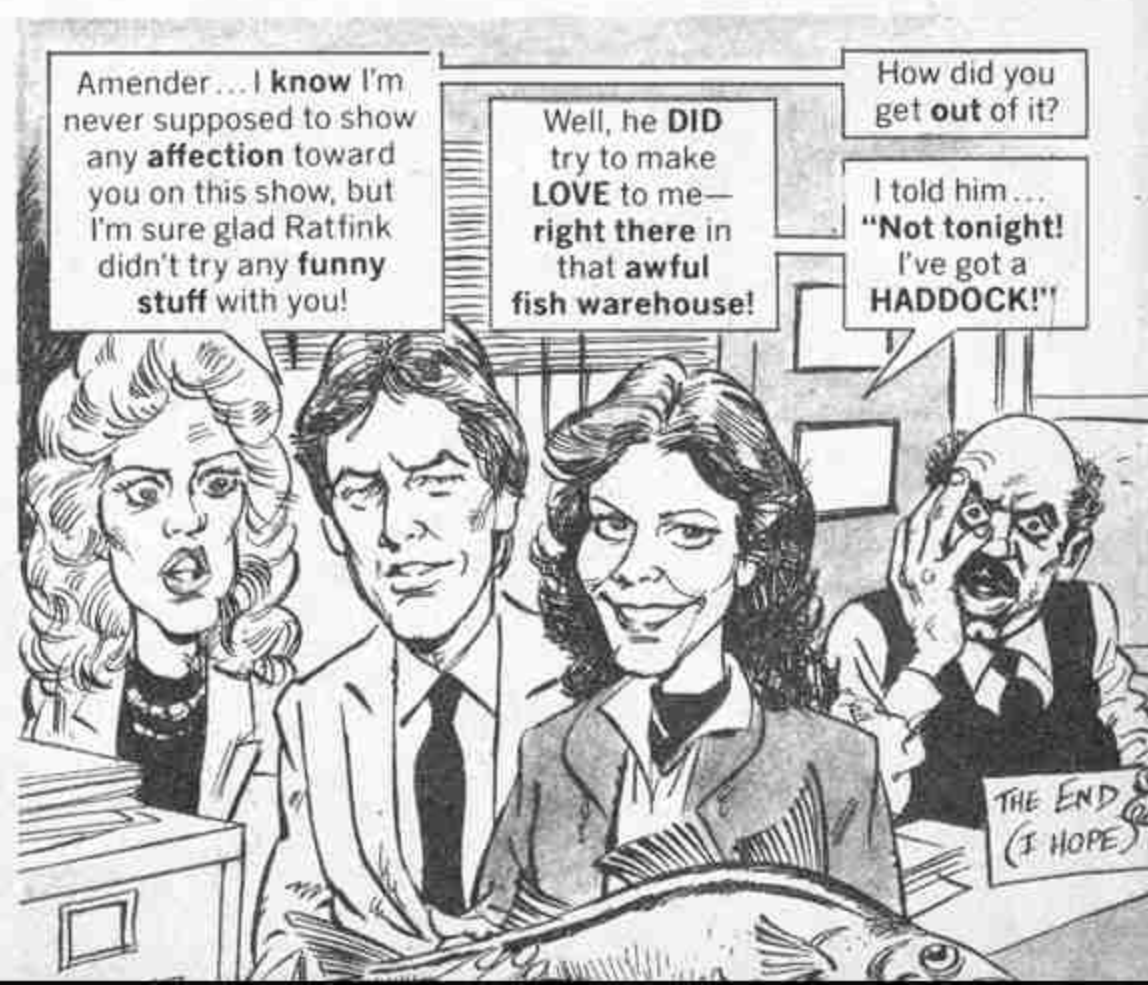
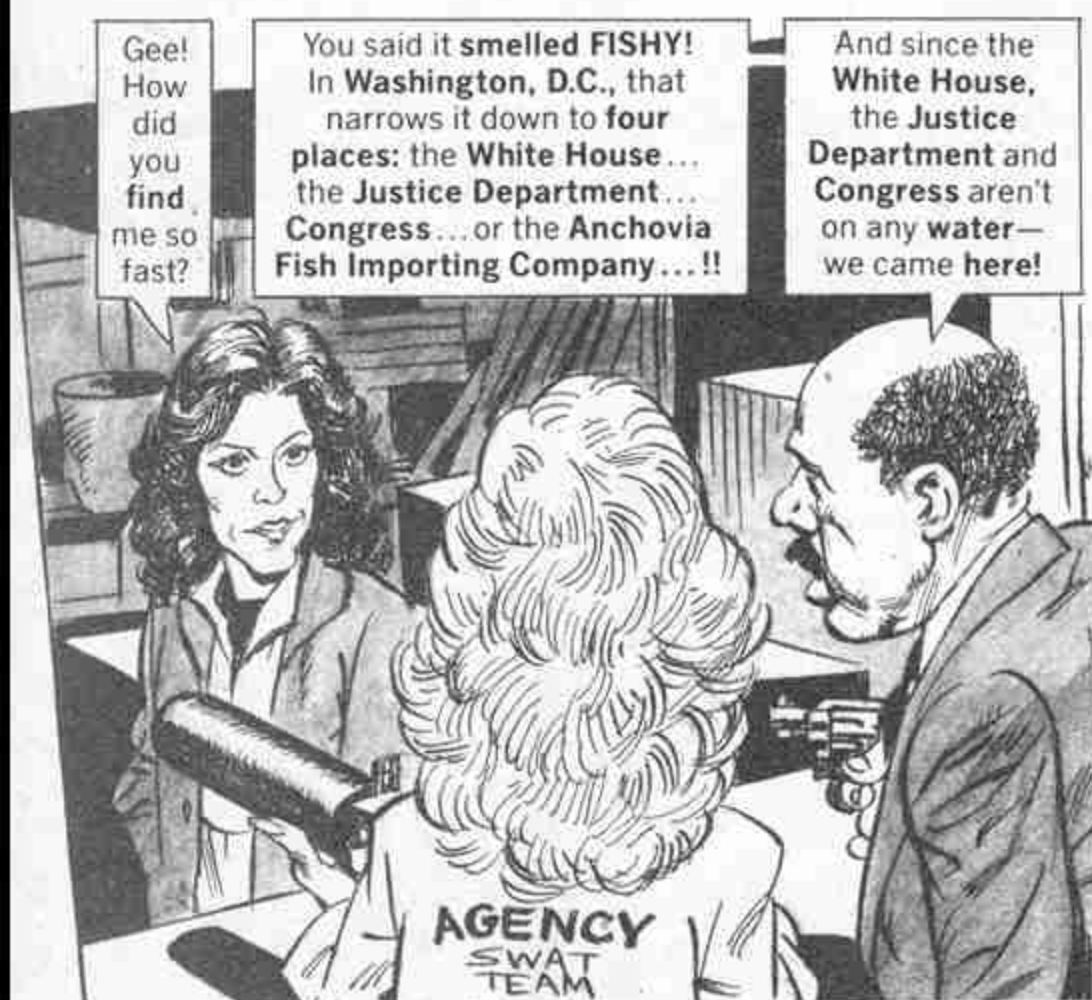
Then how do I know you're **Mrs. Kling**, and not some **spy** ... ?!

Would a **spy** be **stupid** enough to admit she **doesn't know** the **password**??

You know, **Mrs. Kling** ... in a **very strange way**, you make a lot of **sense** sometimes! Hold on! I'll connect you to **Mr. Smellrose**!

HOT LINE







# MAD'S X-RATED CELEBRITY TRIVIA QUIZ

Fill In The Blanks. Answers Below.

1. Despite his fame as a lover, Burt Reynolds suffers from premature \_\_\_\_\_.
2. On their wedding night, Prince Charles and Lady Diana \_\_\_\_\_ seven times.
3. Everybody knows that Bette Midler's \_\_\_\_\_ are not as large as Dolly Parton's.
4. If Gloria Steinem had her way, convicted rapists would have their \_\_\_\_\_ cut off.
5. Most people think Warren Beatty is a \_\_\_\_\_ maniac, but the truth is he doesn't \_\_\_\_\_ more than once a month.
6. Henry Kissinger loved to \_\_\_\_\_ all the Hollywood starlets he used to go out with before he was married.
7. Although Truman Capote frankly confesses to being one, Gore Vidal has never openly admitted he's a \_\_\_\_\_.
8. Brooke Shields still winces when she thinks of all the men leering at that nude baby picture of her in the bathtub with her \_\_\_\_\_ sticking out of the water.
9. Despite her libel suit victory over *The National Enquirer*, which called her a lush, Carol Burnett actually is a confirmed \_\_\_\_\_ who attends \_\_\_\_\_ meetings.
10. Nancy Reagan likes to have \_\_\_\_\_ with the President at least once a week.
11. While in the Navy during World War II, Don Rickles got a case of \_\_\_\_\_ from a Hawaiian girl.
12. It was a well-publicized fact that ex-President Jimmy Carter developed hemorrhoids in his \_\_\_\_\_.
13. Insiders agree that Milton Berle has the biggest \_\_\_\_\_ in Show Business.
14. Lenny Bruce was the first to admit on stage that eating beans made him \_\_\_\_\_ all night long.
15. Intimates swear that Robert Redford is a closet \_\_\_\_\_.

If you came up with any other answers than these, you've got an X-RATED mind! 1. baldness 2. danced 3. film grosses 4. paroles 5. health, exercise 6. impress 7. mystery story lover 8. rubber duck 9. parent, PTA 10. tea 11. champagne 12. term of office 13. ego 14. nauseous 15. re-arranger





# SIMPLE GAMES FOR THE SCHOL



**TWO-COLOR RUBIK CUBES**



**FOUR-WALL DARTS**



**SINGLE SOCK COLLECTING**



**TOENAIL SPLATTER PAINTING**



**MOSQUITO SPOTTING**



# AND PASTIMES OLD DROP-OUT

WRITER AND ARTIST: PAUL PETER PORGES



**BASIC WORD PROCESSING**



**STYROFOAM PACKAGING RESTORING**



**BEAN BAG PING PONG**



**SLAM-DUNK SNACKING**



**ONE-CARD MONTE**



SMILES PER HOUR DEPT.

FIRST, THERE WAS "THE MAD STOPWATCH." THEN, "THE MAD THERMOMETER." NOW...

# THE MAD SP.

**419 MPH**



...is the speed the Post Office zips your letter across the country. (Too bad it was only going across town!)

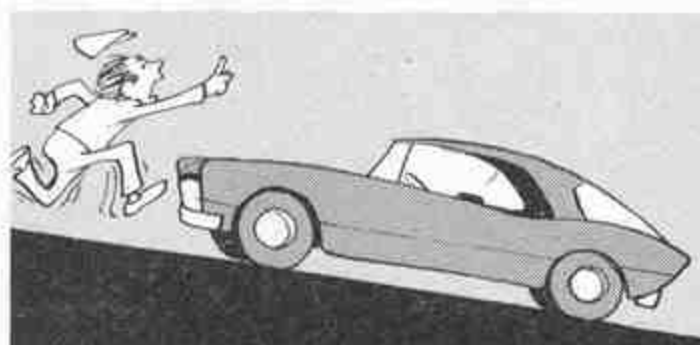


**14.2 MPH**



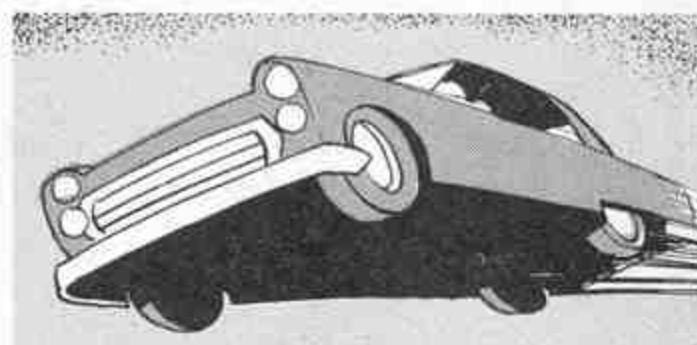
...is how much faster you bop down the street plugged into your Walkman.

**17.3 MPH**



...is the average speed of a Ford Pinto that's supposed to be in "park."

**127 MPH**



...is the average speed of any car appearing in "The Dukes Of Hazzard."

**47.2 MPH**



...is the speed an unpopped kernel of corn travels from your mouth to the theater floor after being spit.

**100 MPH**



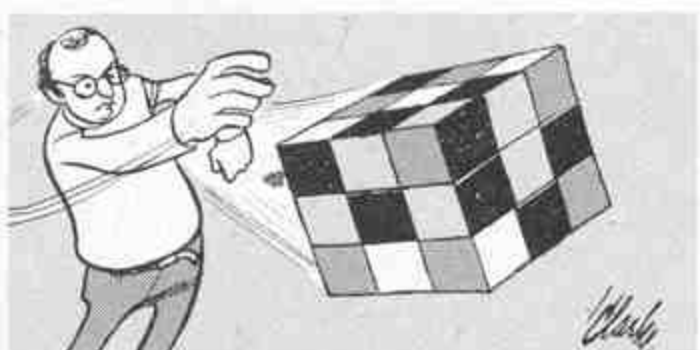
...is the speed that TV's and Video Recorders are rolling off Japanese assembly lines for shipment to the U.S.

**59.9 MPH**



...is the minimum speed you're driving when the person giving directions suddenly tells you to "TURN HERE!!"

**76.9 MPH**



...is the speed a frustrated person hurls a Rubik's Cube across the room.

**.6 MPH**



...is the speed at which a raw clam you swallow slithers down your throat.

**19.9 MPH**



...is the average speed of a Moonie who's running after you in an airport.



DUE TO AN UNPRECEDENTED DEMAND (FROM THE AUTHOR), WE RELUCTANTLY PRESENT:

# PEEDOMETER



**19.5 MPH**



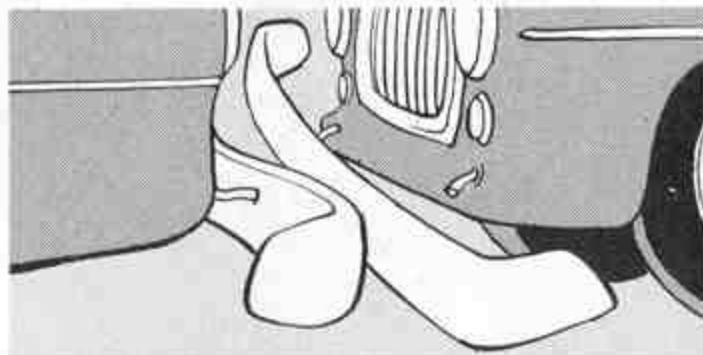
...is the speed at which Bo Derek's clothes drop to the floor... regardless of what kind of movie she's in.

**6.8 MPH**



...is the speed at which the aroma of your belch wafts across the room.

**1.4 MPH**



...is the speed American car bumpers can touch with no damage to either car.

**96.3 MPH**



...is the average speed a parking attendant drives your brand new car.

**113 MPH**



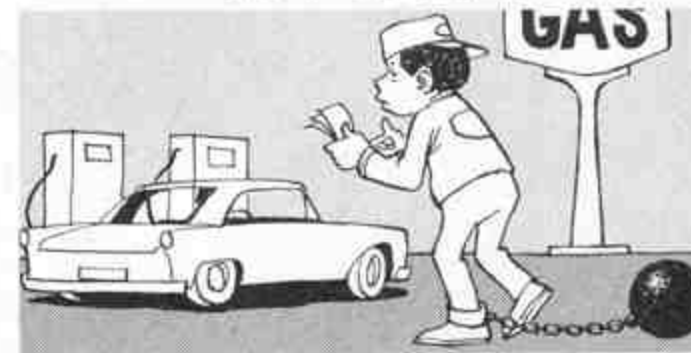
...is the speed that a subscription renewal card travels as it flies out of a magazine the moment you open it.

**12.9 MPH**



...is how much faster the average couple drives back home after driving downtown to see an X-rated movie

**.07 MPH**



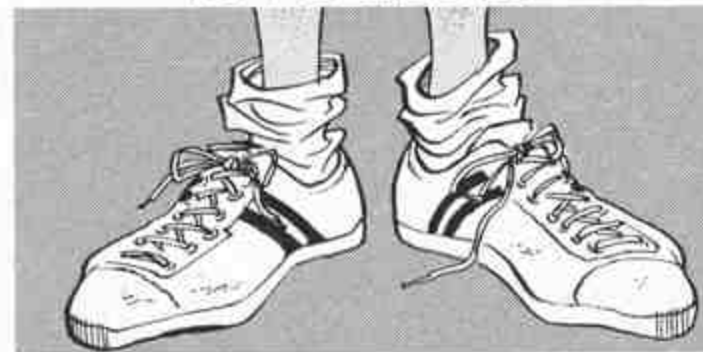
...is the average speed at which a typical gas station attendant walks back to your car with your change.

**20.5 MPH**



...is the speed at which a hot dog shoots out the other end of the roll.

**.675 MPH**



...is the speed at which your socks inch their way down to your ankles.

**.675 MPH**



...is the speed at which your jockey shorts inch their way up your crotch.



FISH SCHTICK DEPT.

LAST YEAR  
... IT WAS  
JENNIFER  
BEALS ON  
LAND! THIS  
YEAR...  
IT'S DARYL  
HANNAH UNDER  
WATER IN...

# Splash

Gee, I'm sorry, Mr. McGilla! There was some bad weather up-state, and all I've got is one hundred cases of crushed, rotten, slimy cherries at twenty-six cents a pound...!

Are you **CRAZY**, Bowser?! Have you gone **Bocci balls**?! What would I want with one hundred cases of crushed rotten, slimy cherries...!?!

Okay... then how about **TWO** hundred cases at **SIXTEEN** cents a pound?!?

**DEAL!!** I can pass them off to my customers as "slightly irregular" plums!

That's Alvin Bowser, the most likeable, charming, vulnerable young man this crazy Fruit and Vegetable Industry has seen since The Jolly Green Giant!!

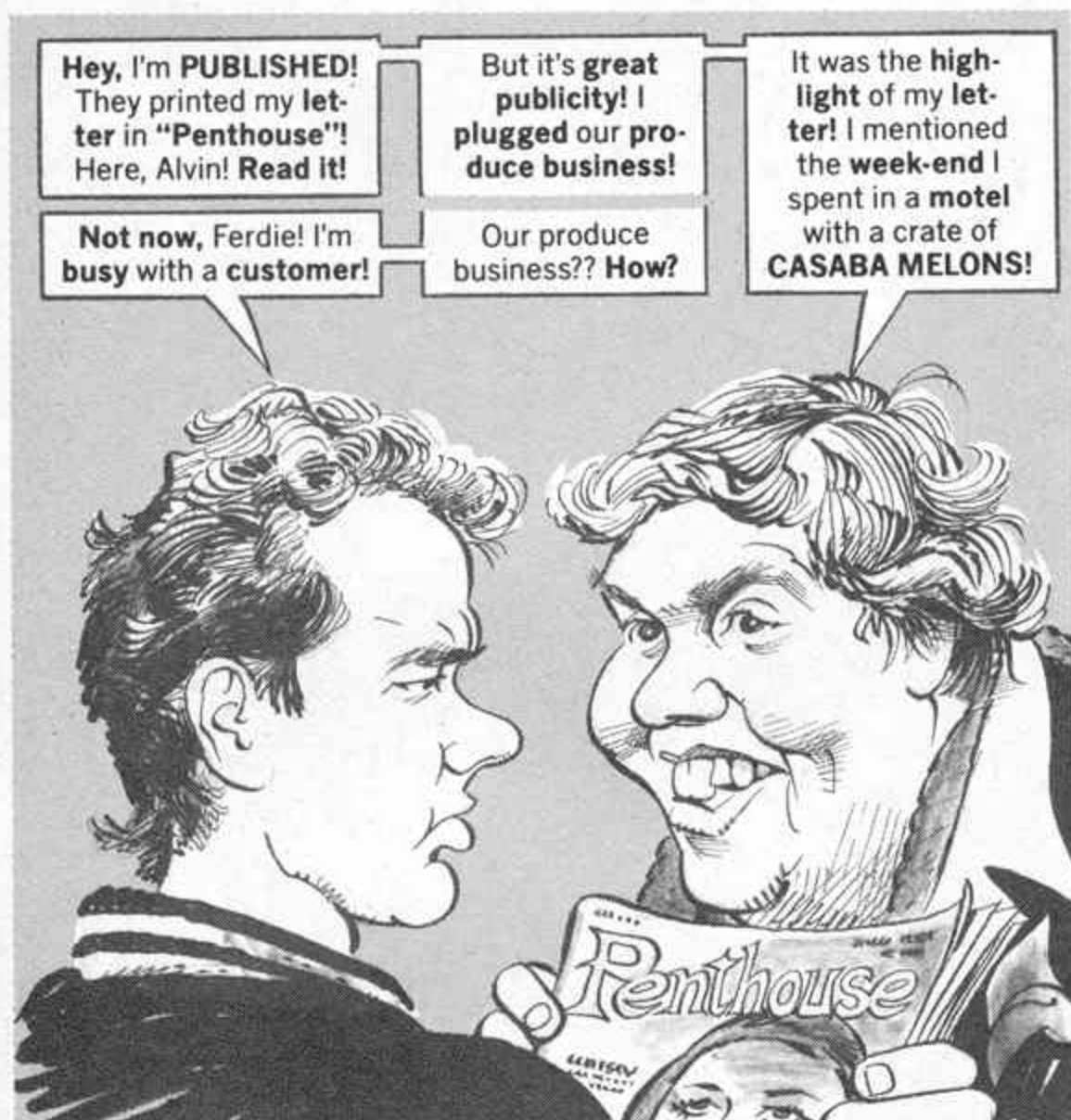
A Fruit and Vegetable Man, eh? Well... I see the **FRUIT**, but I don't see a single vegetable!

Oh, no?!? Well, there's one now!! Alvin's brother, **Ferdie**!





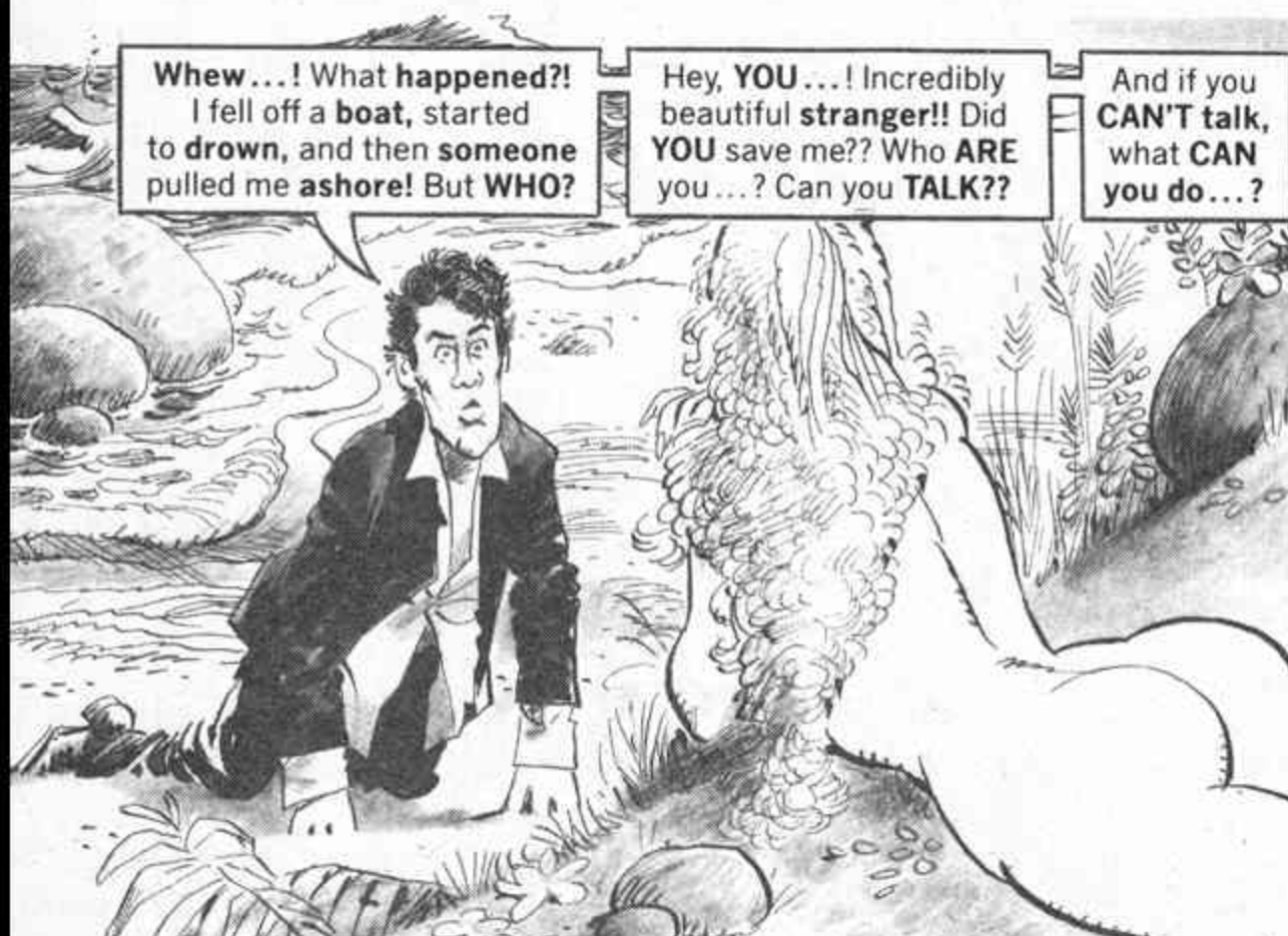
# dance



WRITER: ARNIE KOGEN ARTIST: MORT DRUCKER









Hmmmm...!  
I wonder  
who she IS?!

I wonder  
where she  
LIVES?!

I wonder why my lips  
suddenly taste like  
I kissed a HERRING?!



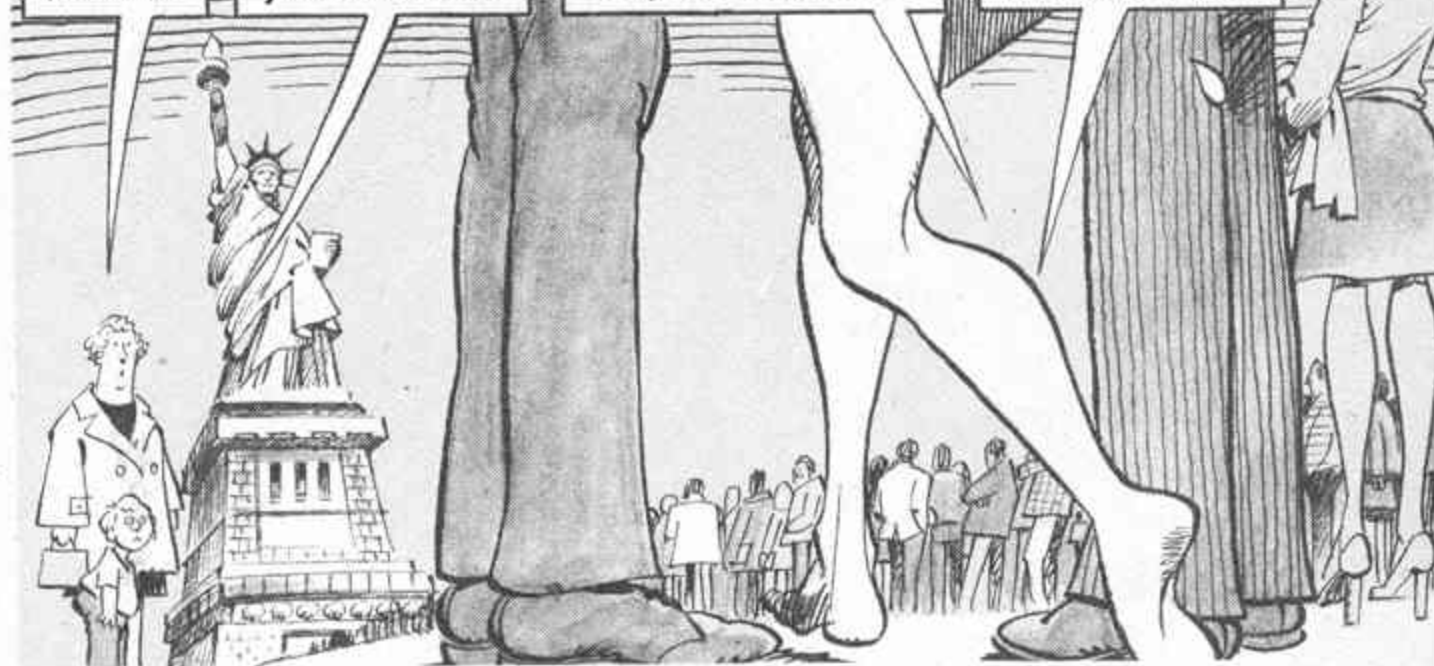
Can you  
**BELIEVE**  
this  
**SCENE**  
...in a  
**DISNEY**  
**MOVIE?!?**

Hollywood is  
always looking  
for a **NEW FACE**  
...among **OTHER**  
**THINGS**...and  
I think they  
just found one!

That's **AMAZING**...!!  
**Absolutely AMAZING!!**

What? That a lady can  
suddenly materialize  
at the Statue of Lib-  
erty... totally nude?

No... that she  
can walk through  
a crowd of **New**  
**Yorkers**...and  
**nobody** ripped  
off her valuable  
gold necklace!!



Okay, lady... we're **pulling you in!**

I dunno what **country** you come from,  
but the **Statue** says, "Give me your  
**TIRED** and your **POOR!**" It don't  
say nuthin' about your **STARK NAKED!**

You **KNOW**  
this kook,  
Mister...?

Well, get her  
**out of here!**  
She's a lousy  
**trouble-maker!**

Uh... yeah!  
**Sort of...**

What'd she do?

She shows up at the **Statue**  
of Liberty... lookin' like  
**Lady Godiva!** It took twenty-  
six cops to arrest her!

What?!? **TWENTY SIX COPS?!?**

Hey, when a **naked**  
lady who looks  
like **HER** has to  
be **arrested**, we  
suddenly get a  
lot of volunteers!



This girl's **unbelievable!!**  
She **doesn't talk**...! And  
all she ever wants to do  
is **kiss...and make love!!**

Funny... I've **never**  
seen a chick so  
**AT HOME** on a  
**WATER BED**...!!

I've **misplaced** my  
girl friend! Have  
you seen a **gorgeous**  
**blonde** who **doesn't**  
**talk**... who's **inno-**  
**cent**, **unspoiled** and  
**sex-crazed**... who's  
every man's **fantasy?**

**Sure!** Over  
there! She  
has your  
**credit card!**  
She's been  
on a **spend-**  
**ing spree!!**

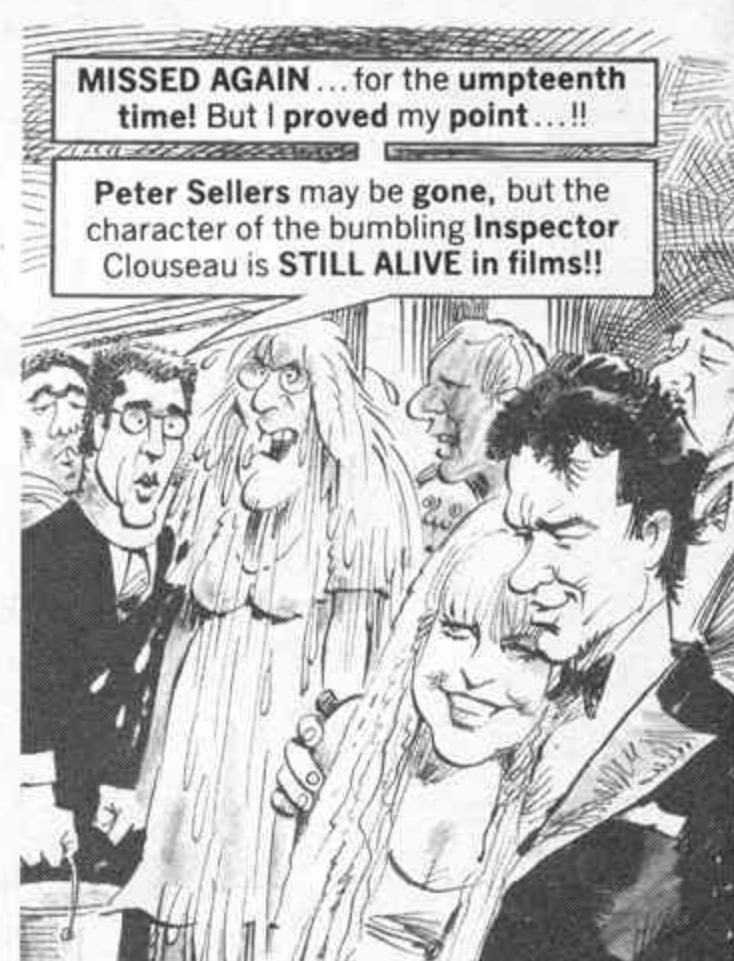
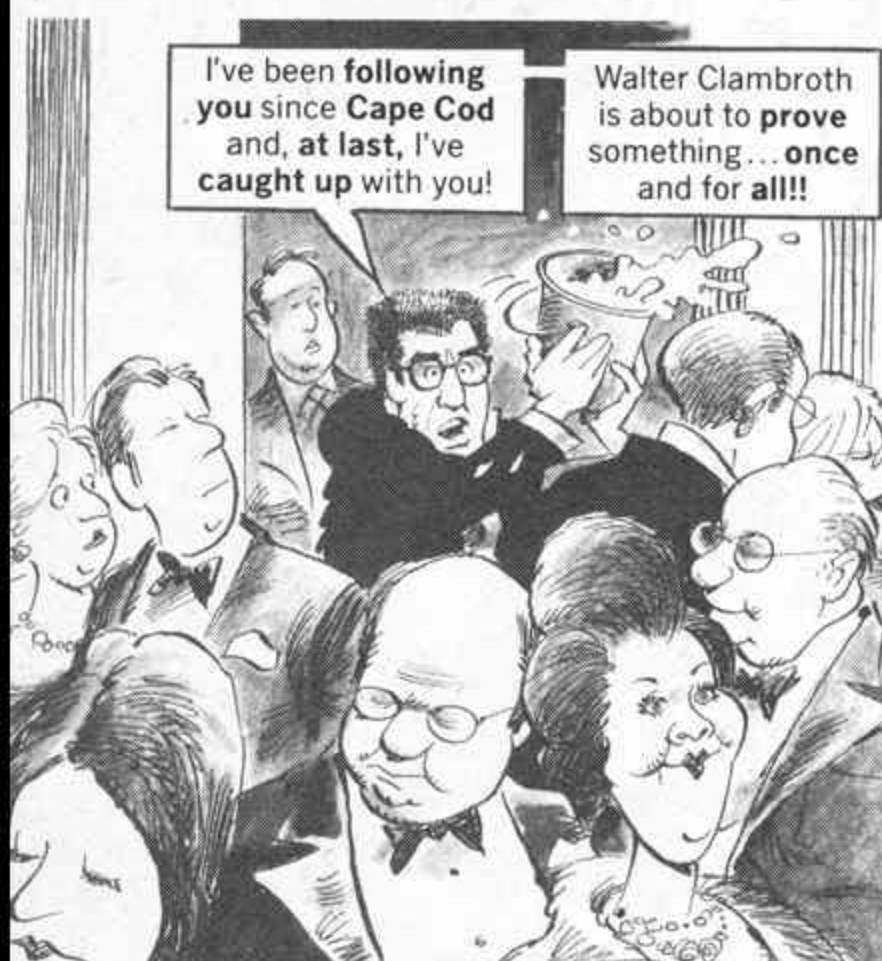
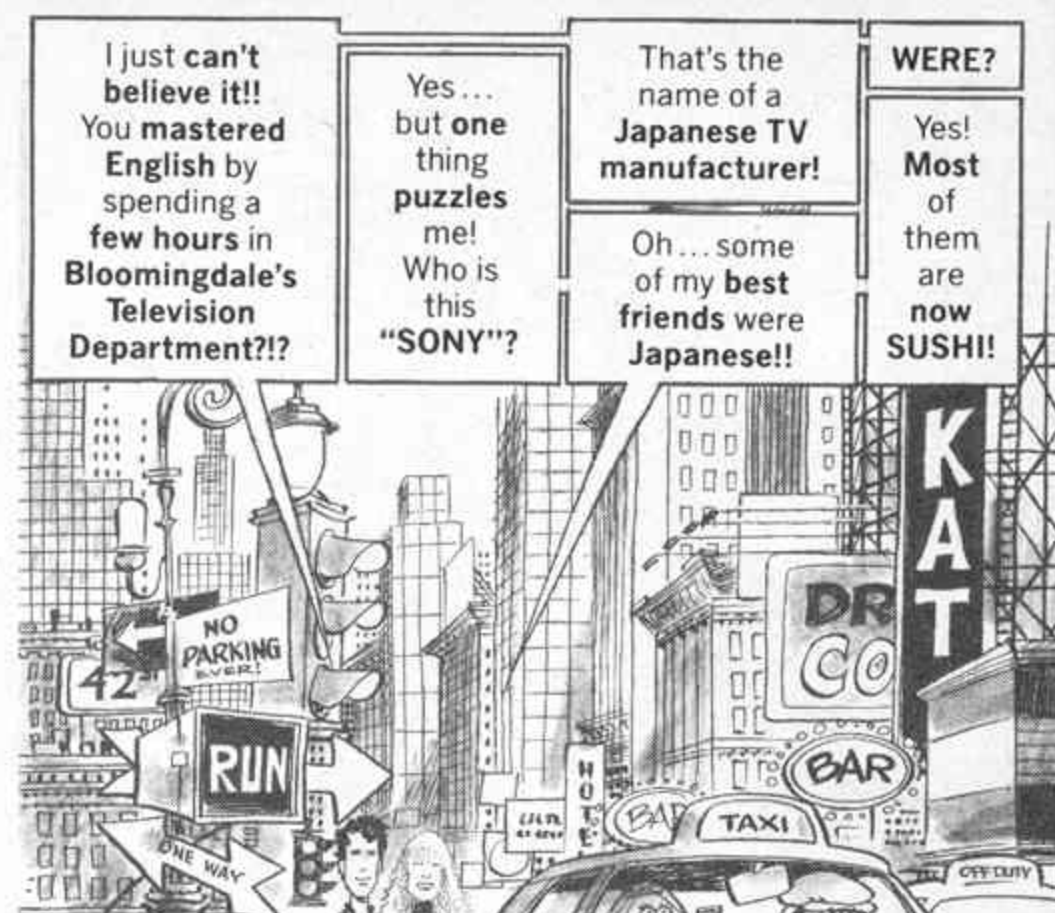
She's  
run  
up  
**charges**  
of well  
over  
**\$7000!**

Suddenly  
my **fantasy**  
girl is  
turning  
into a  
**New York**  
**housewife!**

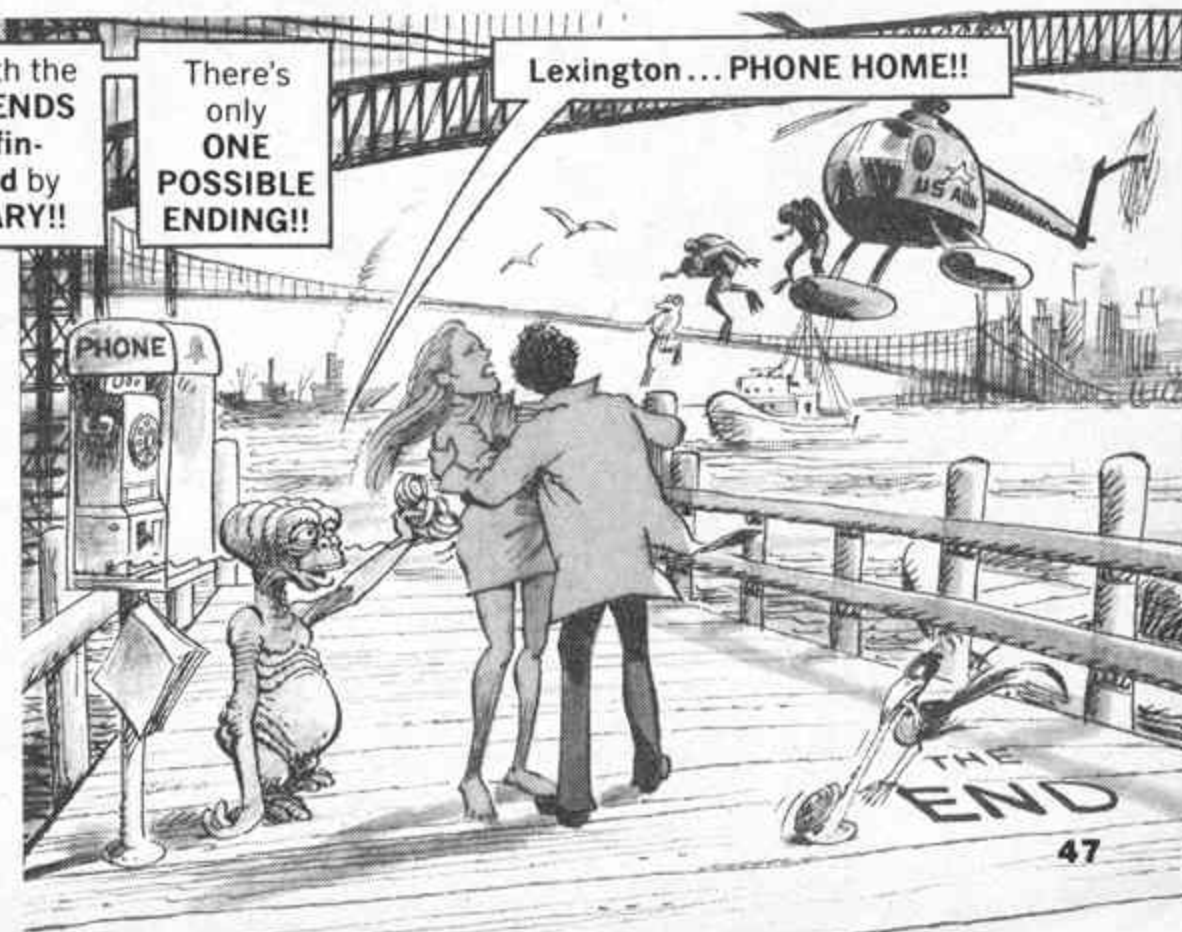
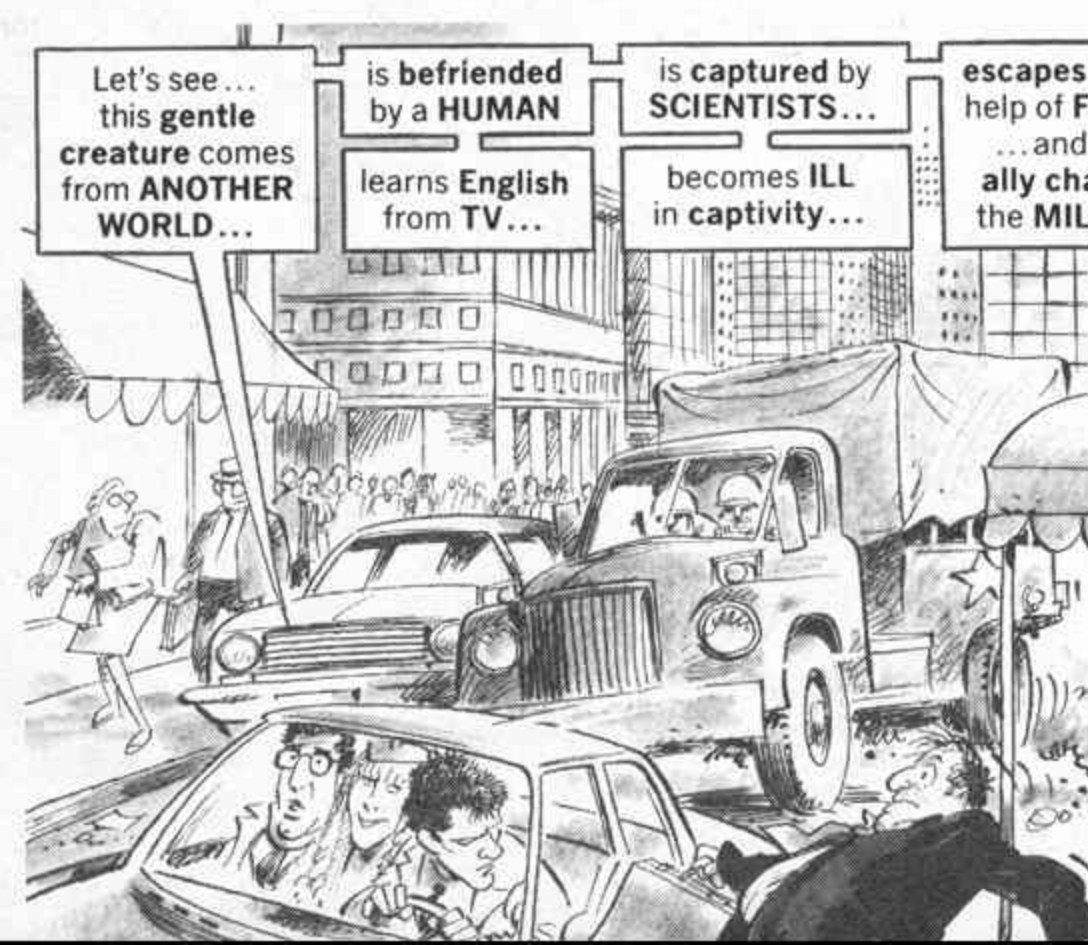
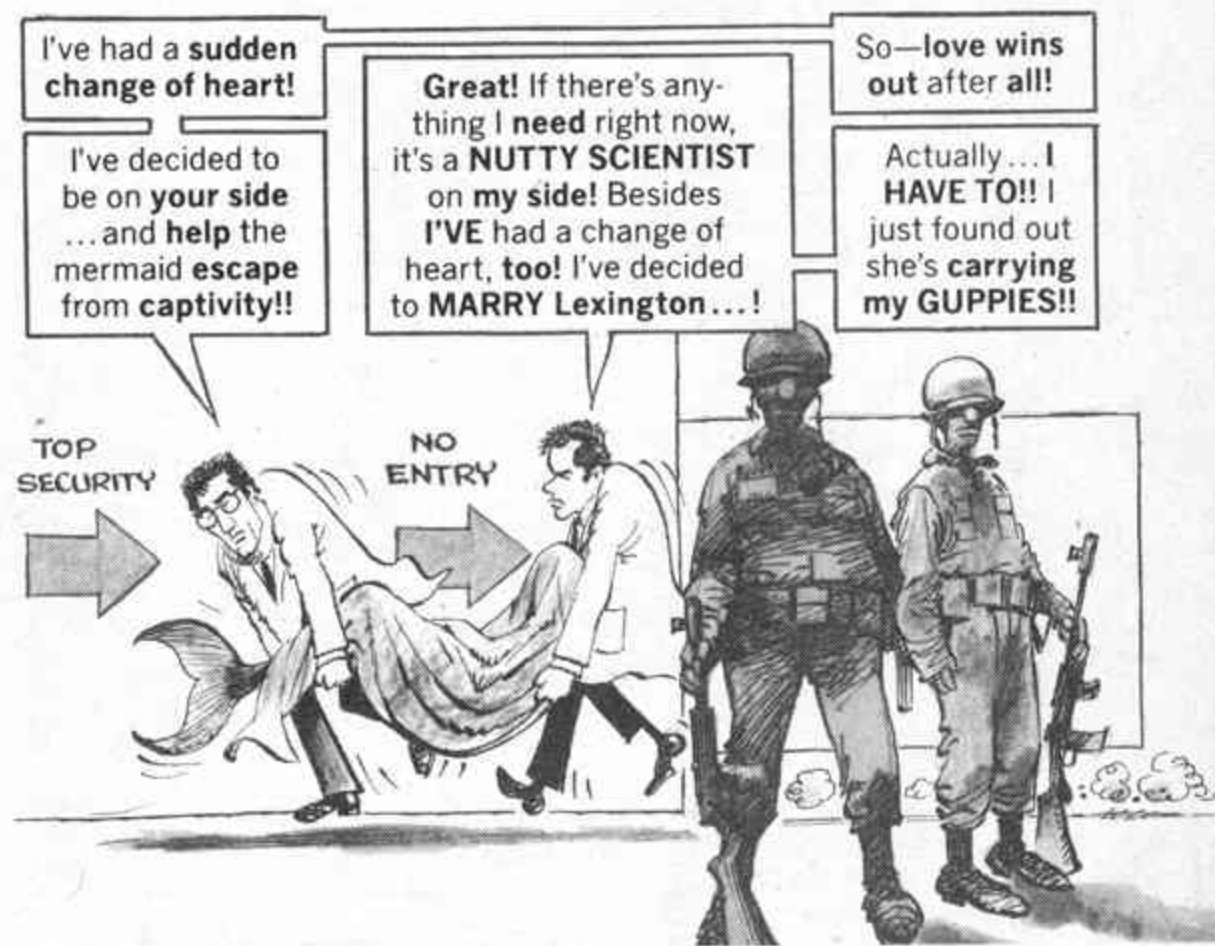
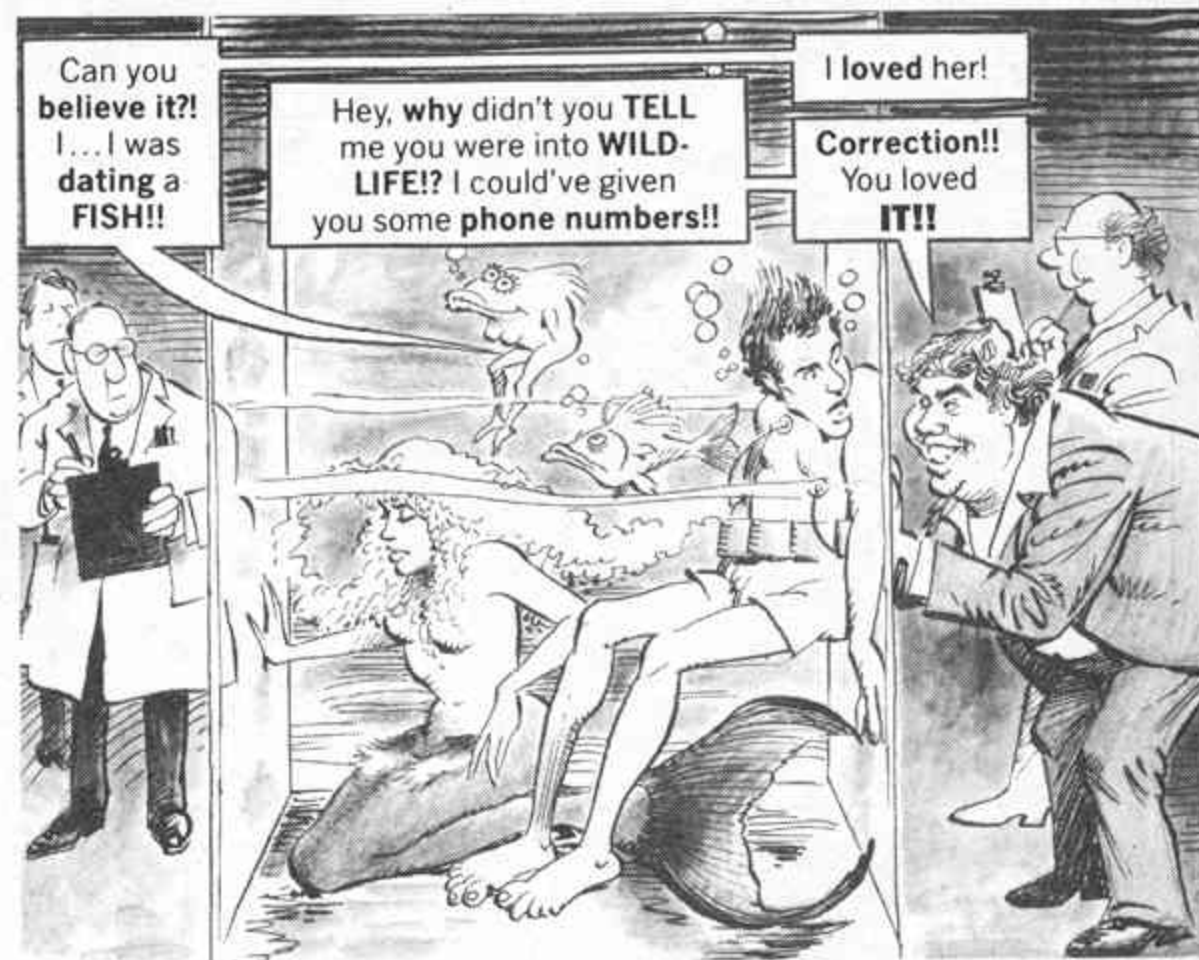
**More than**  
you **know!**  
She's **ALSO**  
been **star-**  
**ing** at **TV**  
for seven  
hours  
straight!



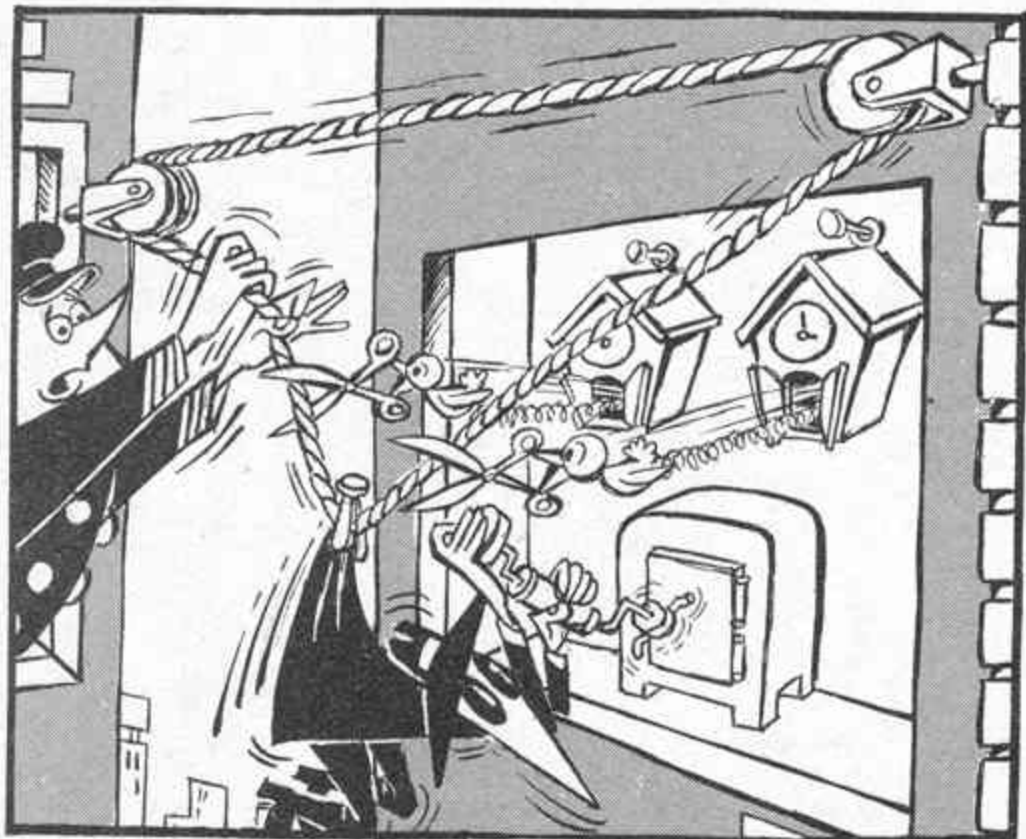
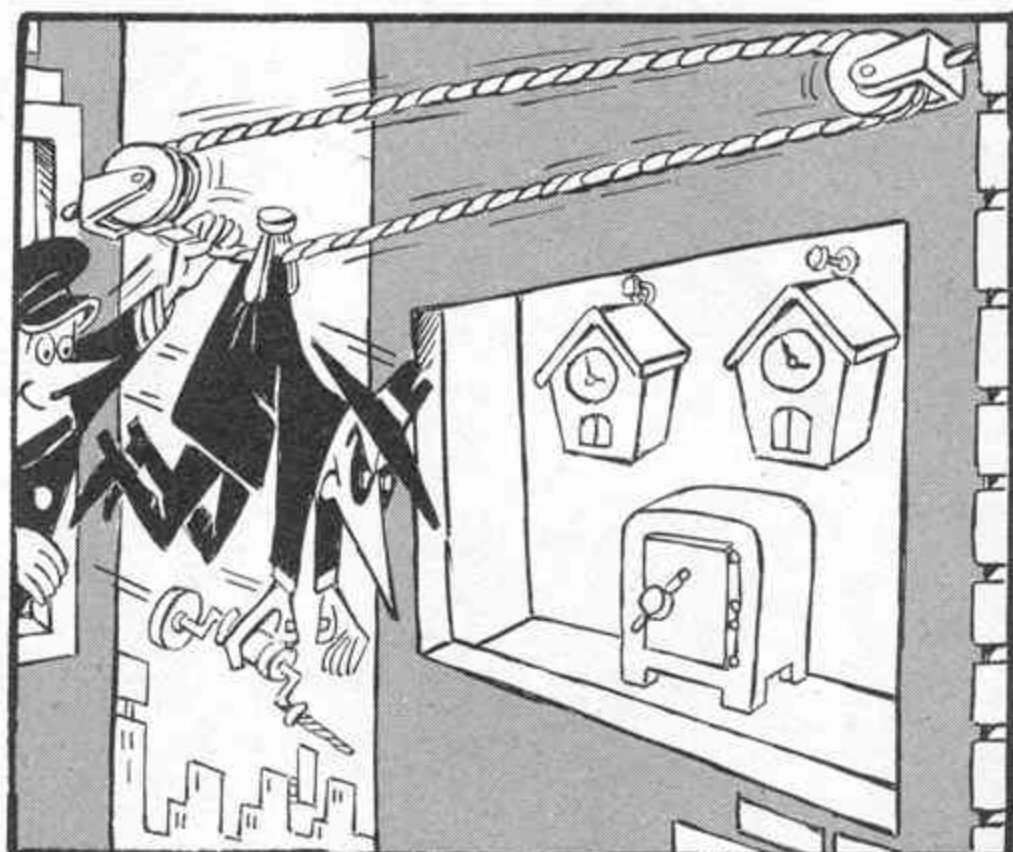
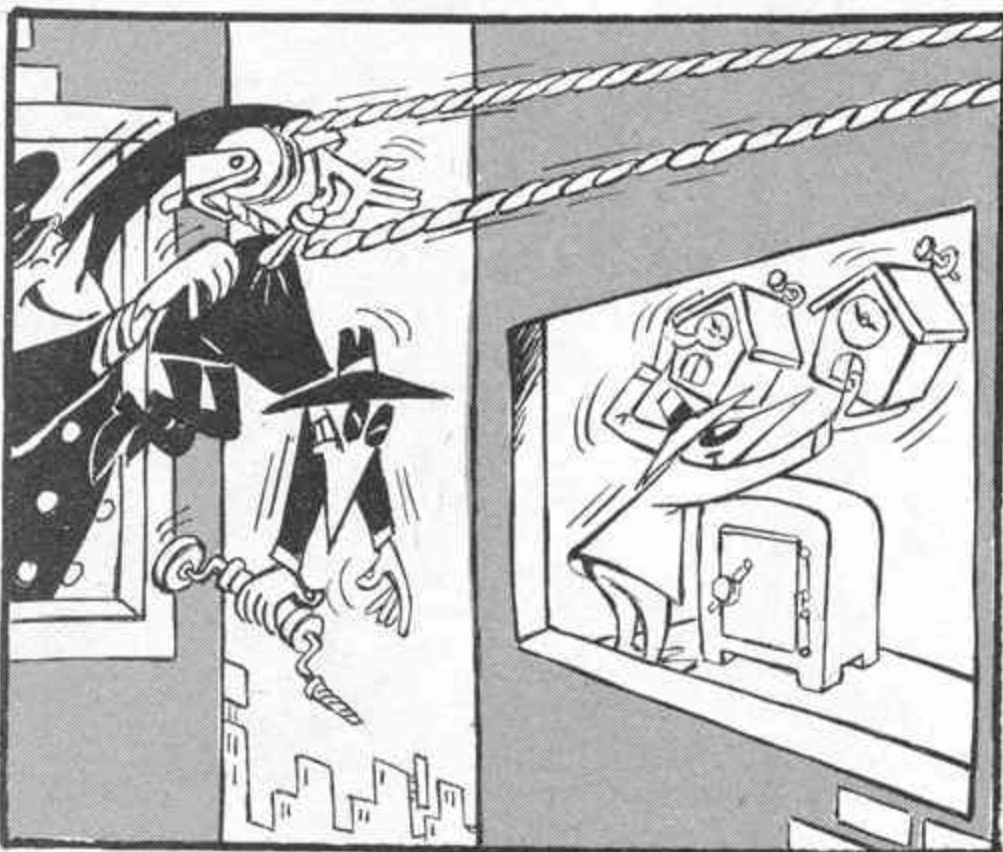
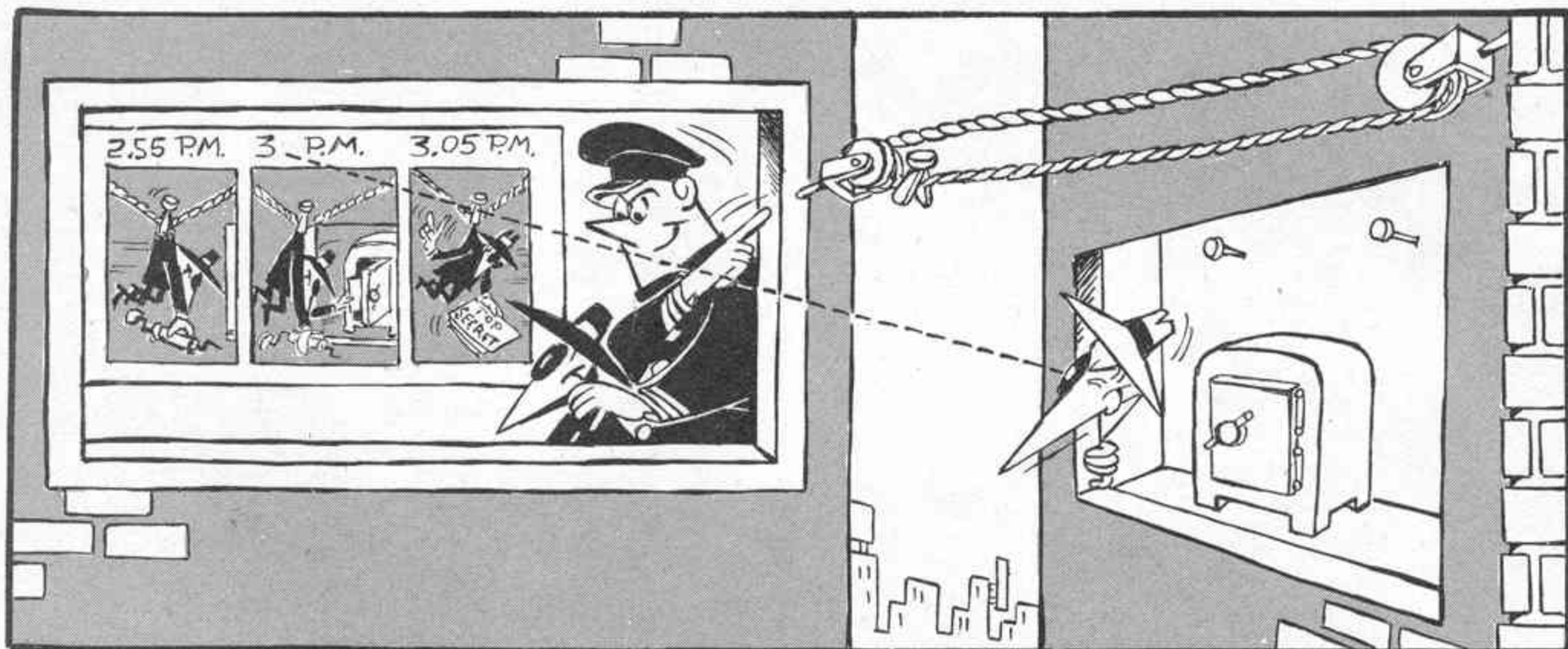
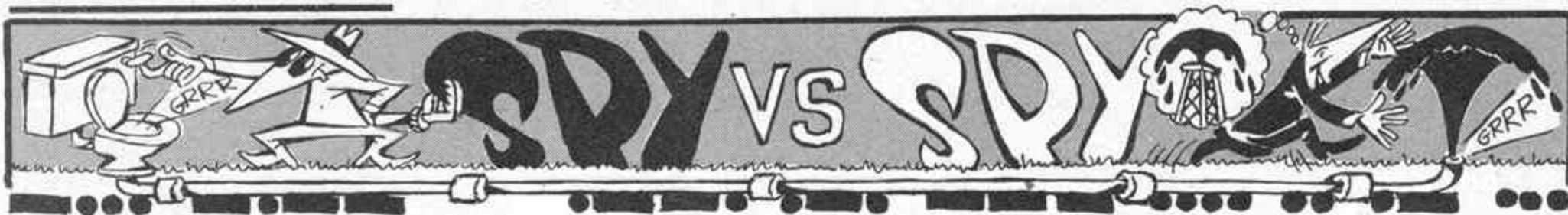














**WHAT  
BIZARRE NEW  
EPIDEMIC IS  
THREATENING  
TO FILL OUR  
HOSPITALS?**

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

EVERY NOW AND AGAIN, OUT OF NOWHERE, A  
STRANGE NEW PLAGUE SEEMS TO DESCEND UP-  
ON US. TO DISCOVER WHAT THE LATEST ONE  
IS, FOLD IN THE PAGE AS SHOWN AT RIGHT.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

BUSY MEDICS ARE WORRIED ABOUT A NEW FREAK  
EPIDEMIC SPREADING TILL IT BECOMES A  
DANGER THAT EVERY ONE OF US COULD BE FACING

A▶

◀B



