

THE HONEYMOONERS • COCOON

No.
260
January
1985
1986

MAD

Our
Price
\$1.25
Cheap!

BACK TO THE FUTURE



SUBSCRIBE TO MAD



And We'll Deck Your Halls With Books Of Folly!

WITH A GIFT SUBSCRIPTION TO MAD YOU SAVE MONEY AND GIVE FREE X-TRA X-MAS PRESENTS!

SAVE \$11.00

WITH A 40 ISSUE SUBSCRIPTION
AND GET 7 FREE MAD PAPERBACKS
OF OUR CHOICE!!!

SAVE \$5.00

WITH A 24 ISSUE SUBSCRIPTION
AND GET 3 FREE MAD PAPERBACKS
OF OUR CHOICE!!!

SAVE NOTHING

WITH AN 8 ISSUE SUBSCRIPTION
AND WE GET STUCK WITH OUR LOUSY
PAPERBACKS FOR ANOTHER YEAR!!!

LAST CHANCE BEFORE INCREASE IN PRICE (NOT QUALITY!)

MAD

485 MADison Avenue
New York, NY 10022

- ☐ I enclose \$39.00*. Please send a 40-issue Gift Subscription ... plus 7 FREE MAD PAPERBACKS to the idiot below. (A savings of \$11.00!!)
- ☐ I enclose \$25.00*. Please send a 24-issue Gift Subscription ... plus 3 FREE MAD PAPERBACKS to the idiot below. (A savings of \$5.00!!)
- ☐ I enclose \$10.00*. Please send an 8-issue Gift Subscription ... the idiot below doesn't want or need your crummy MAD PAPERBACKS!!!!
- ☐ Check here if this is a RENEWAL.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____ MOTHER'S MAIDEN NAME _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING:

*Outside U.S.A. (including Canada), \$12.00 for 8 issues, \$30.00 for 24 issues and \$47.00 for 40 issues in U.S.A. Funds payable by International Money Order or Check drawn on U.S.A. Bank. Allow 10 weeks for subscriptions to be processed. MAD cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED.

MAD

485 MADison Avenue
New York, NY 10022

- ☐ I enclose \$39.00*. Please send a 40-issue Gift Subscription ... plus 7 FREE MAD PAPERBACKS to the idiot below. (A savings of \$11.00!!)
- ☐ I enclose \$25.00*. Please send a 24-issue Gift Subscription ... plus 3 FREE MAD PAPERBACKS to the idiot below. (A savings of \$5.00!!)
- ☐ I enclose \$10.00*. Please send an 8-issue Gift Subscription ... the idiot below doesn't want or need your crummy MAD PAPERBACKS!!!!
- ☐ Check here if this is a RENEWAL.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____ MOTHER'S MAIDEN NAME _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING:

*Outside U.S.A. (including Canada), \$12.00 for 8 issues, \$30.00 for 24 issues and \$47.00 for 40 issues in U.S.A. Funds payable by International Money Order or Check drawn on U.S.A. Bank. Allow 10 weeks for subscriptions to be processed. MAD cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED.

MAD

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

WILLIAM M. GAINES publisher

NICK MEGLIN, JOHN FICARRA editors

LEONARD BRENNER art director TOM NOZKOWSKI production

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER editorial assistants

DICK DE BARTOLO creative consultant

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

JACK ALBERT lawsuits ANNE GRIFFITHS logistics

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

A BAD CASE OF THE RE-RUNS DEPARTMENT	
"The Crummymooners" (A MAD TV Satire).....	24
ALONG THE SNIDE LINES DEPARTMENT	
The MAD Nasty File	13
BEHIND THE ODD-BALLS DEPARTMENT	
A MAD Field Guide To Spotting Celebrities At The Movies	38
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of	16
COMPILING IT ON AND ON DEPARTMENT	
MAD's Really Relevant Book Of Lists Volume 2	40
DICK DePARTMENT	
Truth In Road Signs	22
DON MARTIN DEPARTMENT	
One Not So Fine Day In The Life Of Artie Charney	12
One Not So Fine Day In The Life Of Seymour Shmendrick	32
One Not So Fine Day In The Life Of Harold Qwerty	44
FREY THE UNFRIENDLY SKIES DEPARTMENT	
"Traveler's Blues" (A MAD Song Parody)	10
LETTERS AND TOMATOES DEPARTMENT	
Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn Out Dramas" by Sergio Aragones	**
NO POOL LIKE AN OLD POOL DEPARTMENT	
"Kookoon" (A MAD Movie Satire)	45
PRESENT TENSE, PAST IMPERFECT DEPARTMENT	
"Bleak For The Future" (Another MAD Movie Satire)	4
SERGIO ARAGONES DEPARTMENT	
Floppy Disk	21
THE OL' CELL GAME DEPARTMENT	
New Uses For Old Batteries	8
THE ORAL MAJORITY DEPARTMENT	
"Sicky Minutes" Looks At... The Molders Of Morality In Modern America	33
THE RIGHTS STUFF DEPARTMENT	
A "Miranda Law" For Everyday Victims	26
WASH BORED GAMES DEPARTMENT	
Laundromat Bingo	42
WHERE THE WILD THINGS STAR DEPARTMENT	
Horrificing Show-Biz Clichés	29

**Various Places Around The Magazine

COVER ARTIST: JACK DAVIS

COVER IDEA: HAROLD QWERTY

VITAL FEATURES

**THE MAD
NASTY
FILE**
Pg. 13



**"BLEAK FOR
THE FUTURE"**
(A MAD MOVIE
SATIRE)
Pg. 4



**NEW USES
FOR OLD
BATTERIES**
Pg. 8



**"SICKY
MINUTES"**
(A MAD STAB
AT MUCKRAKING)
Pg. 33



"KOOKOON"
(A MAD MOVIE
SATIRE)
Pg. 45



**"THE CRUMMY-
MOONERS"**
(A MAD TV
SATIRE)
Pg. 24



LETTERS AND TOMATOES DEPT.



THE MAD COMPUTER PROGRAM

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

Heather Marsh
Harvest, AL

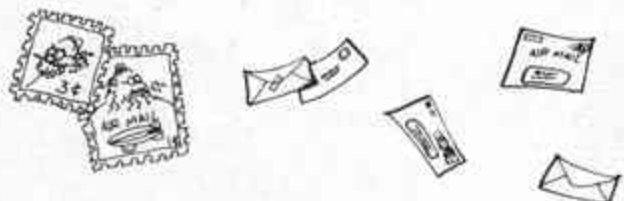
Enclosed is our printout of Alfred's incredibly beautiful face. It gave us hours of enjoyment to punch in the data on our IBM compatible computer at work. Unfortunately, our bosses were not as happy as we were, and therefore we are asking you to please consider us for a job at your magazine!

Marjorie Blumer
Tina Dunlop
Charles Billings
Newton, MA

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



Yes, It Does Work!



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

Apple IIc
programmed by Tyler Faloon
Mequon, WI

MORE COMPUTER PROGRAM

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

Ben Youngdahl
Sioux Falls, SD

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

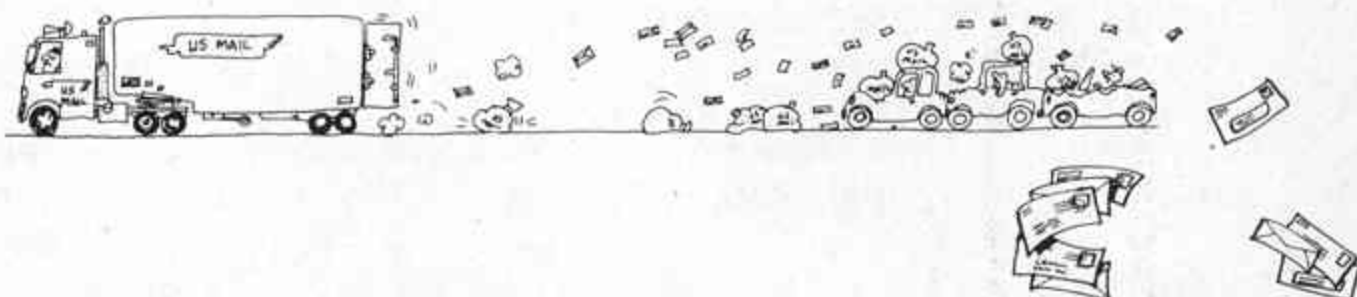
I'm an IBM PC user. After bribing my sister to type in all the DATA statements, I added these two lines:

95 PAINT (154,77),2

96 PAINT (200,30),1,2

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

Francis S. Lim
Somewhere, USA



A "GOOFIE" LETTER

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

Jenny Walker
Panama City, FL

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

MAD CELEBRITY STUPORMARKET

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

Bernie Mendoza
Upper Darby, PA

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

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

Rod Lott
Oklahoma City, OK

HEY, COMMODORE USERS!

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

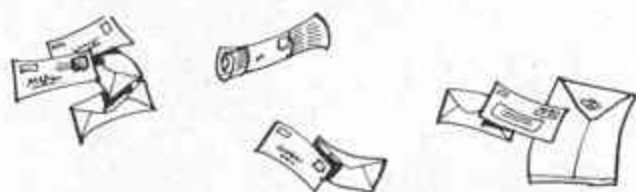


As everyone who has seen the movie "The Goonies" knows, the solution to the pirate map leading to the hidden treasure was inspired by Al Jaffee's Fold-Ins. Above, Mikey (Sean Astin) seems engrossed in MAD Super Special #12!

COMEDY IN ERRORS

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

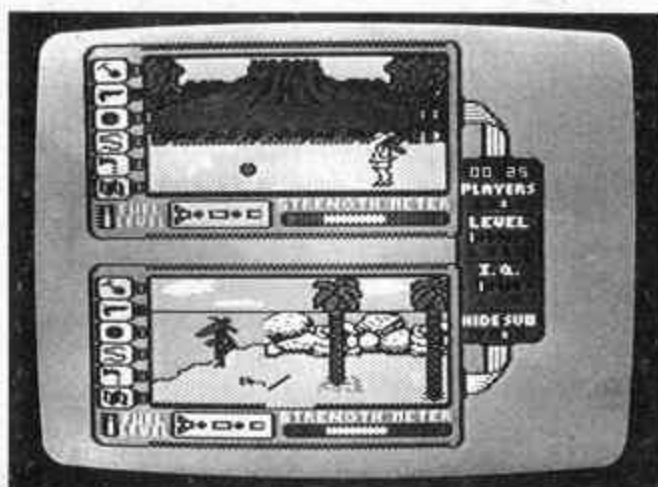
Greg Maggioncalda
Pacifica, CA



MORE COMPUTER SPY-JINKS

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

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



Spy Vs. Spy II: The Island Caper

Please Address All Correspondence To:
**MAD, Dept. 260, 485 MADison Avenue
New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped horoscope!

WHAT, YOU WORRY?

Do You Suffer From...

SOFTSHOEAPHOBIA

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

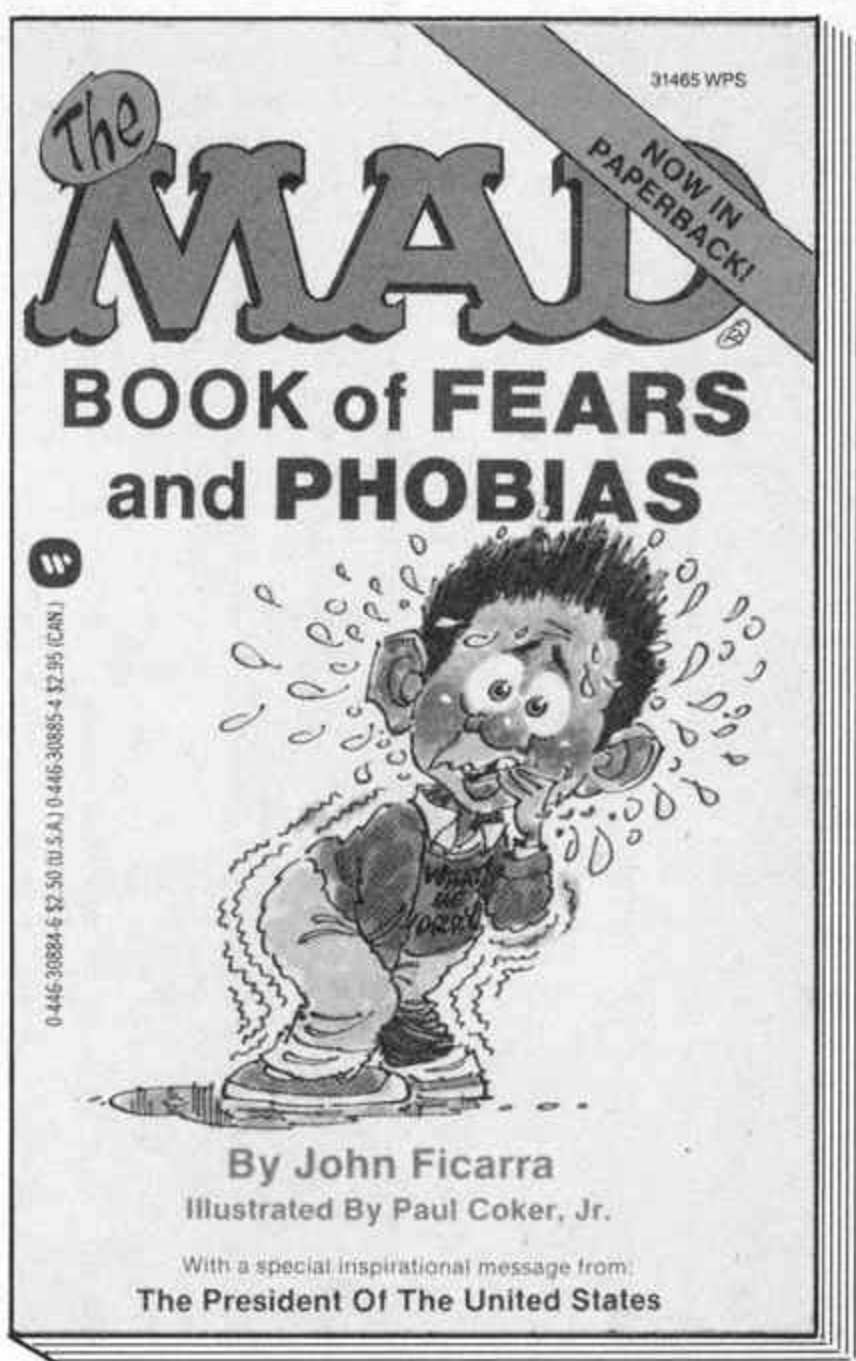
NICKEDAPHOBIA

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

OR, WORST OF ALL

FEARAPHOBIA

...THE FEAR OF MISSING
MAD'S ONLY PAPERBACK
ABOUT FEARS AND
PHOBIAS!



WELL WORRY NO MORE! JUST CLIP THE COUPON BELOW (UNLESS, OF COURSE, YOU SUFFER FROM CLIPAPHOBIA) AND SEND FOR MAD'S ALL-NEW AND ORIGINAL PAPERBACK AND MEDICAL BREAKTHROUGH IN ONE!

On Sale Now At Your Favorite Bookstand, Or Yours By Mail

-----use coupon or duplicate-----

MAD

485 MADison Avenue
New York, N.Y. 10022

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

PLEASE
SEND ME:



THE MAD BOOK
OF FEARS AND
PHOBIAS

ALSO PLEASE SEND ME THESE OTHER MAD
PAPERBACK BOOKS I'VE CHECKED BELOW:

- ☐ The Plaid MAD
- ☐ Son of MAD Sucks
- ☐ DAVE BERG Looks at the Neighborhood
- ☐ 6th Case Book on SPY vs. SPY
- ☐ Snappy Answers to Stupid Questions #5
- ☐ MAD's Successful Dog

- ☐ MAD Murders the Movies
- ☐ EDWING MAD Variations
- ☐ MAD Goes to Pieces
- ☐ MAD Tell It Like It Is Book
- ☐ PORGES Cheap Shots

- ☐ Coker MAD Pet Book
- ☐ A MAD Look at the 50's
- ☐ More MAD Marginals
- ☐ MAD's Self-Improvement Year Book
- ☐ Parents, Teachers and other Enemies

Allow 10 weeks for delivery
Outside the U.S.A., add
15% extra.

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

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

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

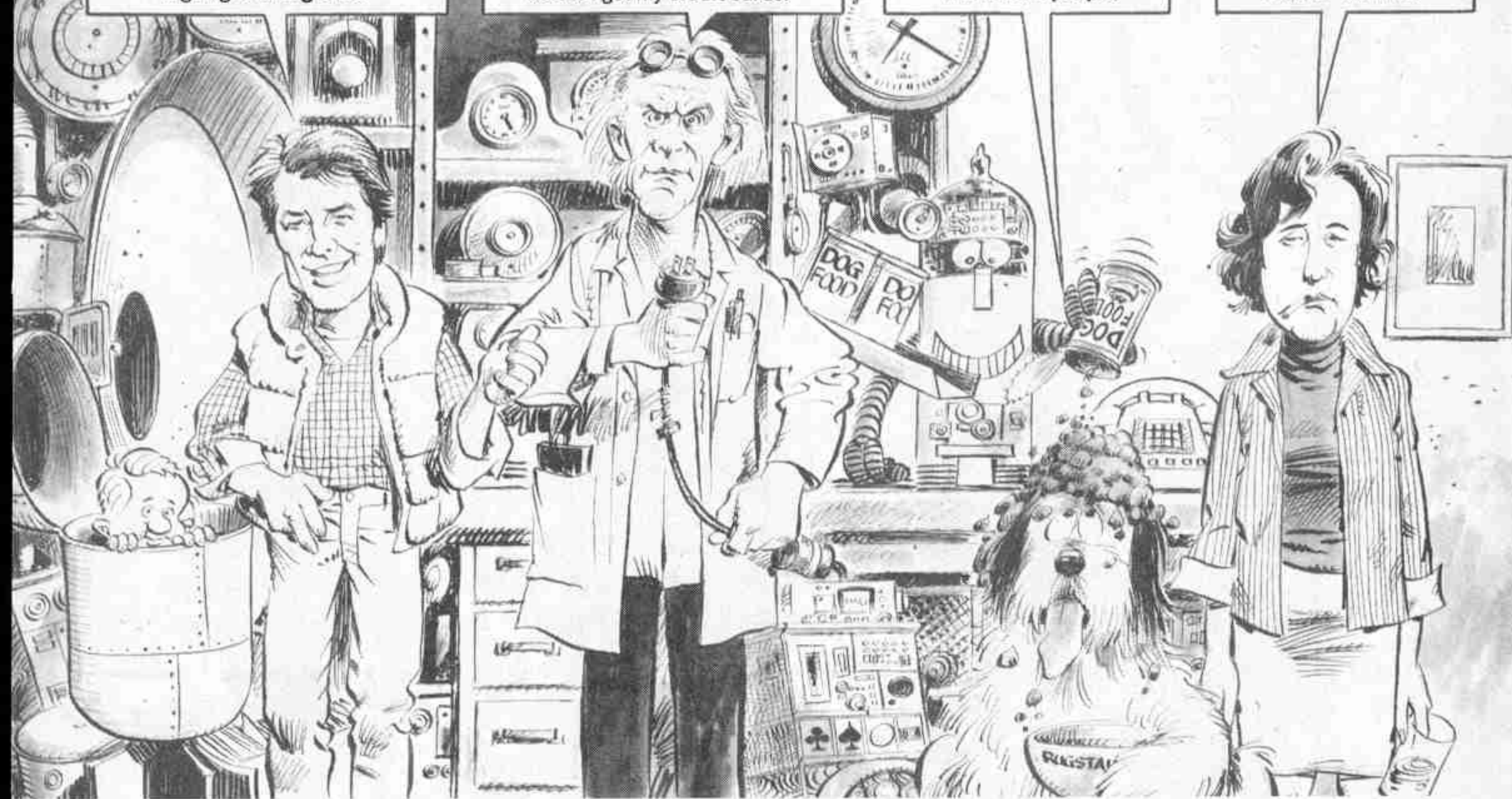
BLEAK

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

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

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

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



Doc, isn't plutonium very **expensive**?

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

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

Aren't you going with me, Doc?

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



FOR THE FUTURE

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

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

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

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

The pooper scooper?

The time machine, I think...

JCPenney

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

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

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

Isn't it possible that my shoelaces are untied?

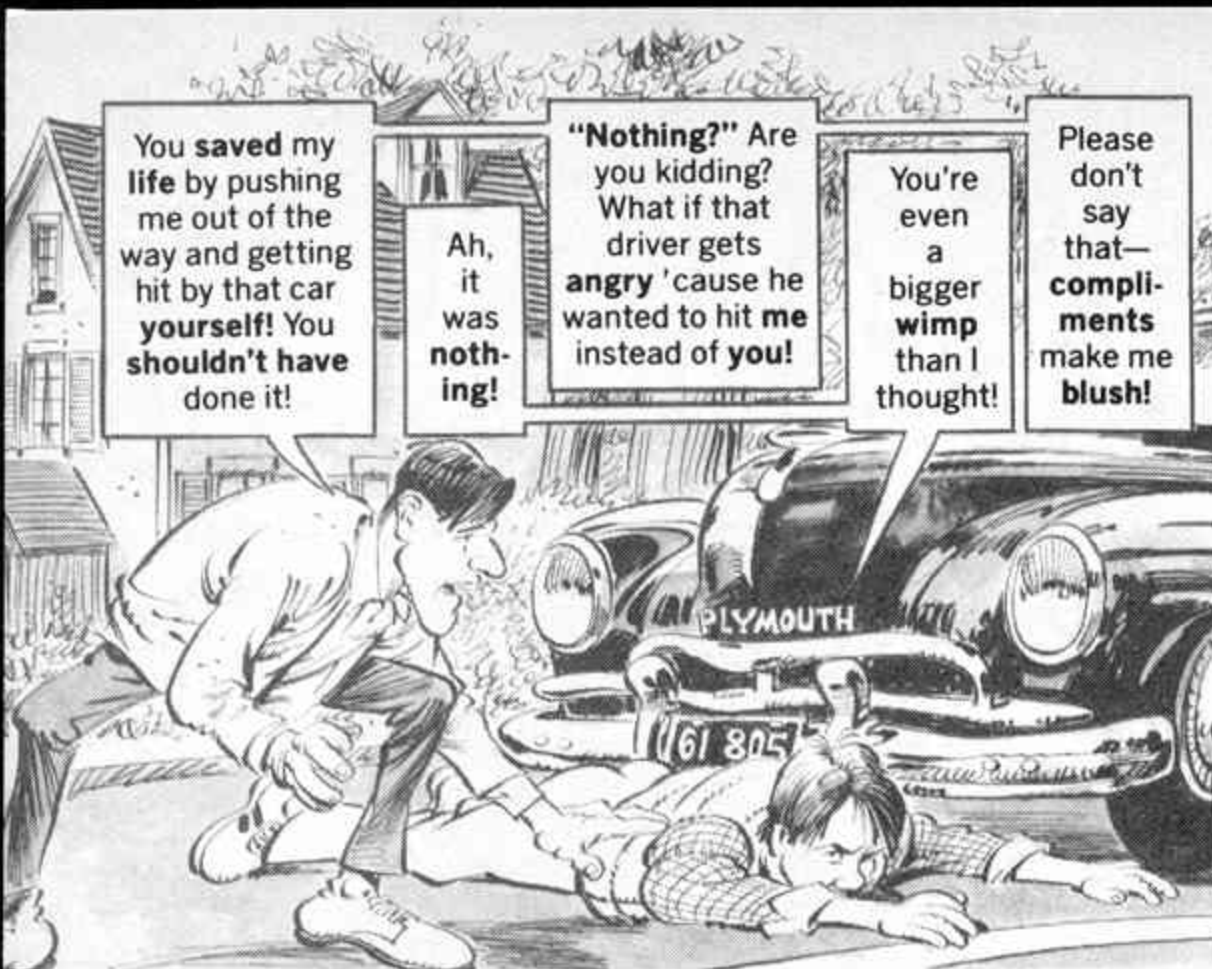
Idiot—you only wear loafers!

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

LYING ES
TO BE
BUILT
HERE
YOU CAN "PLOTS" FROM

PROM NIGHT

THE EASY WAY TO GET IT ALL



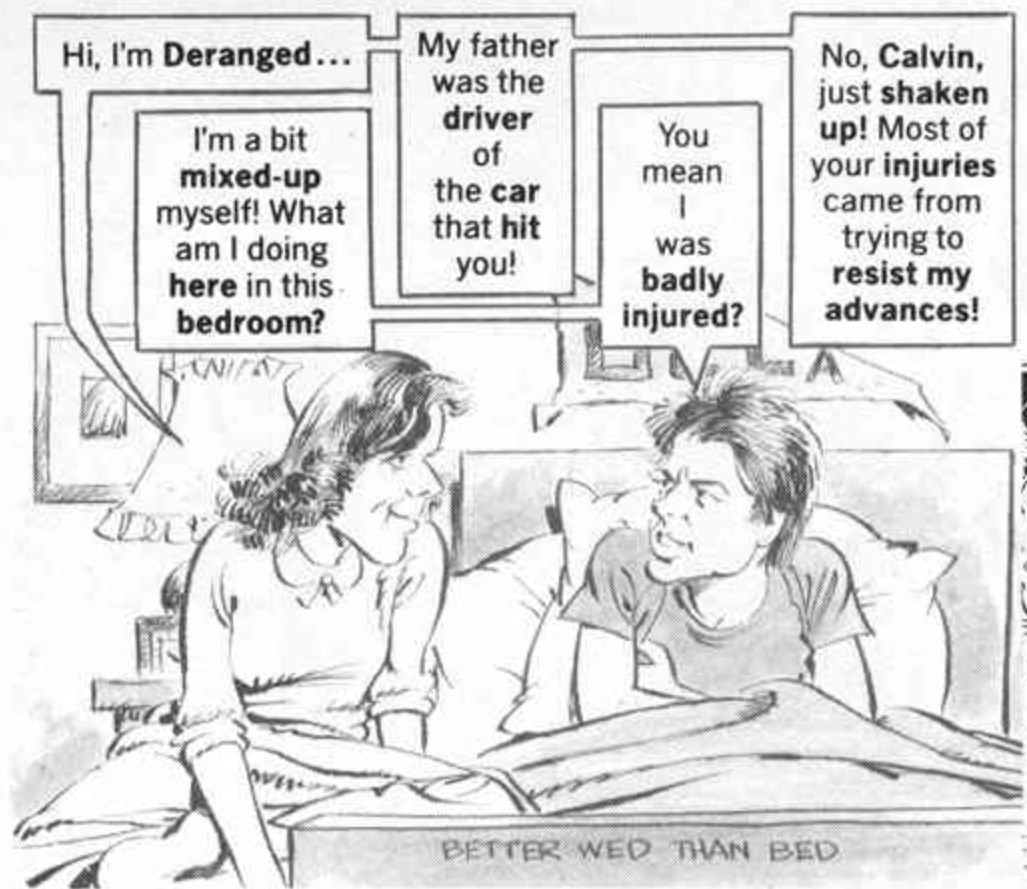
You **saved** my life by pushing me out of the way and getting hit by that car **yourself!** You **shouldn't** have done it!

Ah, it was **nothing!**

"**Nothing?**" Are you kidding? What if that driver gets **angry** 'cause he wanted to hit me instead of you!

You're even a bigger **wimp** than I thought!

Please don't say that—**compliments** make me blush!



Hi, I'm **Deranged**... I'm a bit **mixed-up** myself! What am I doing here in this bedroom?

My father was the **driver** of the car that hit you!

You mean I was **badly** injured?

No, Calvin, just **shaken up!** Most of your injuries came from trying to resist my advances!

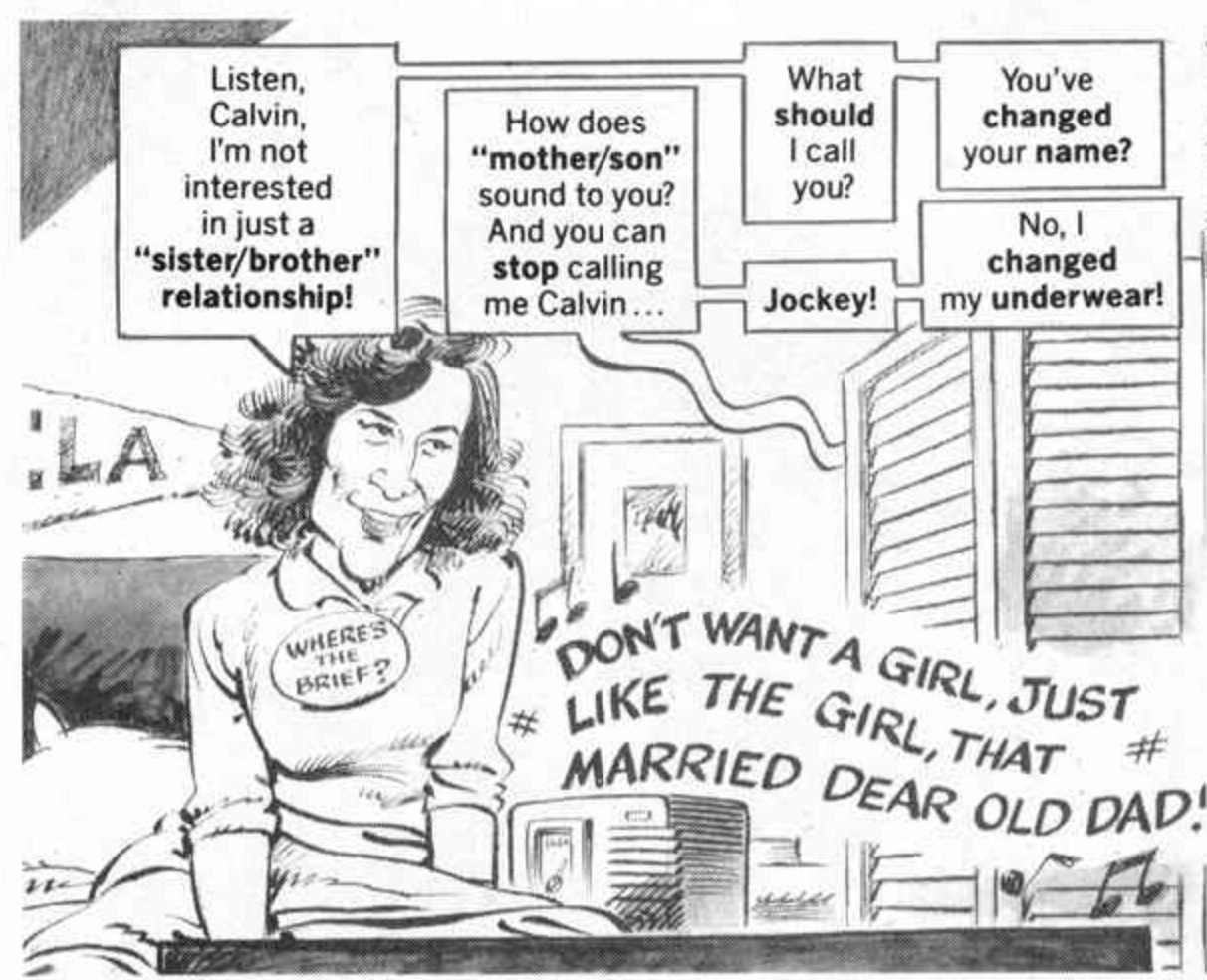
BETTER WED THAN BED



Why do you call me Calvin?

Because your name is on your underwear—"**Calvin Klein!**"

I hate to think what you'd call me if I was wearing "**Fruit of the Loom!**"



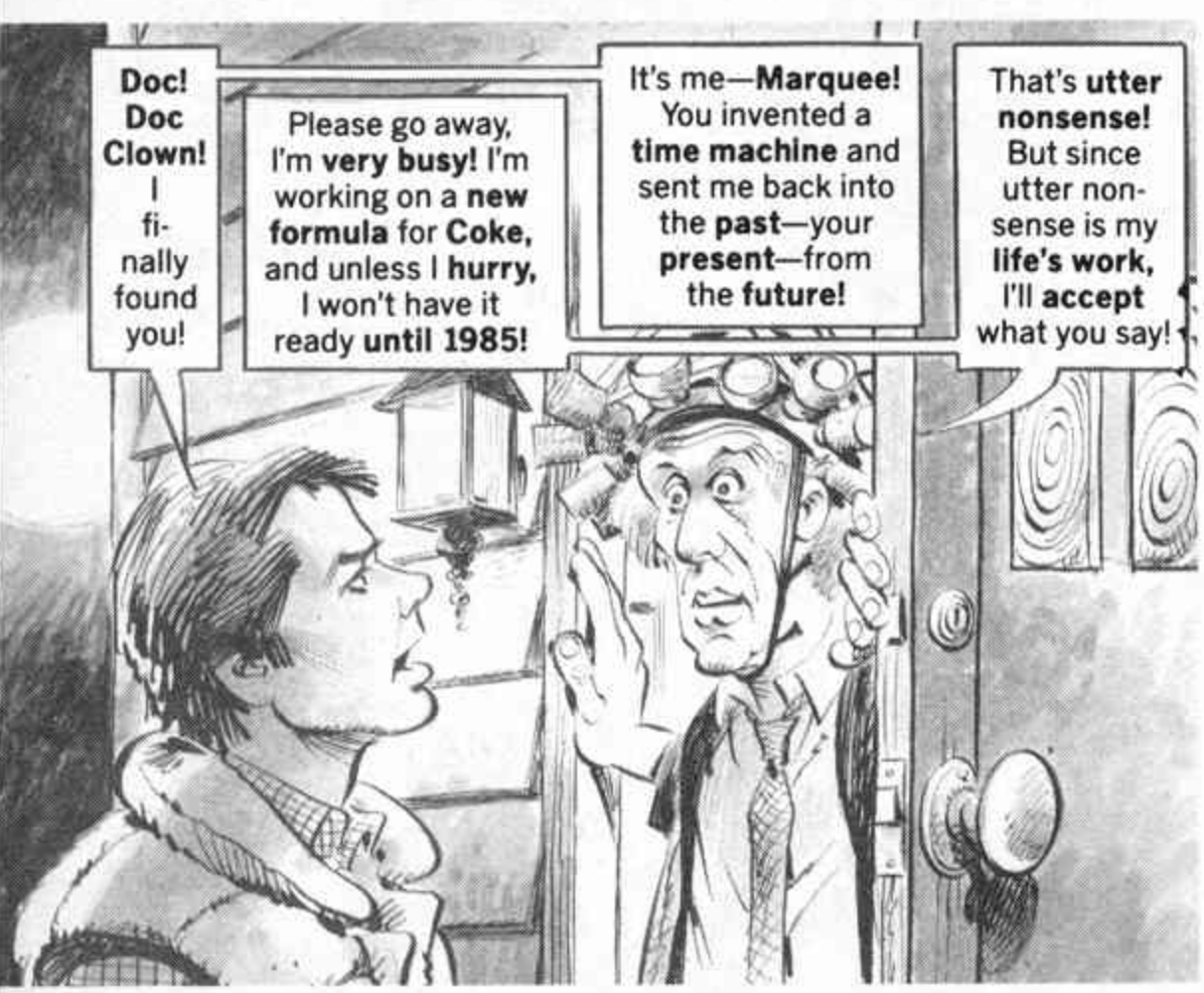
Listen, Calvin, I'm not interested in just a "**sister/brother**" relationship!

How does "**mother/son**" sound to you? And you can **stop** calling me Calvin...

What should I call you?

You've **changed** your name? No, I **changed** my underwear!

DON'T WANT A GIRL, JUST LIKE THE GIRL, THAT MARRIED DEAR OLD DAD!

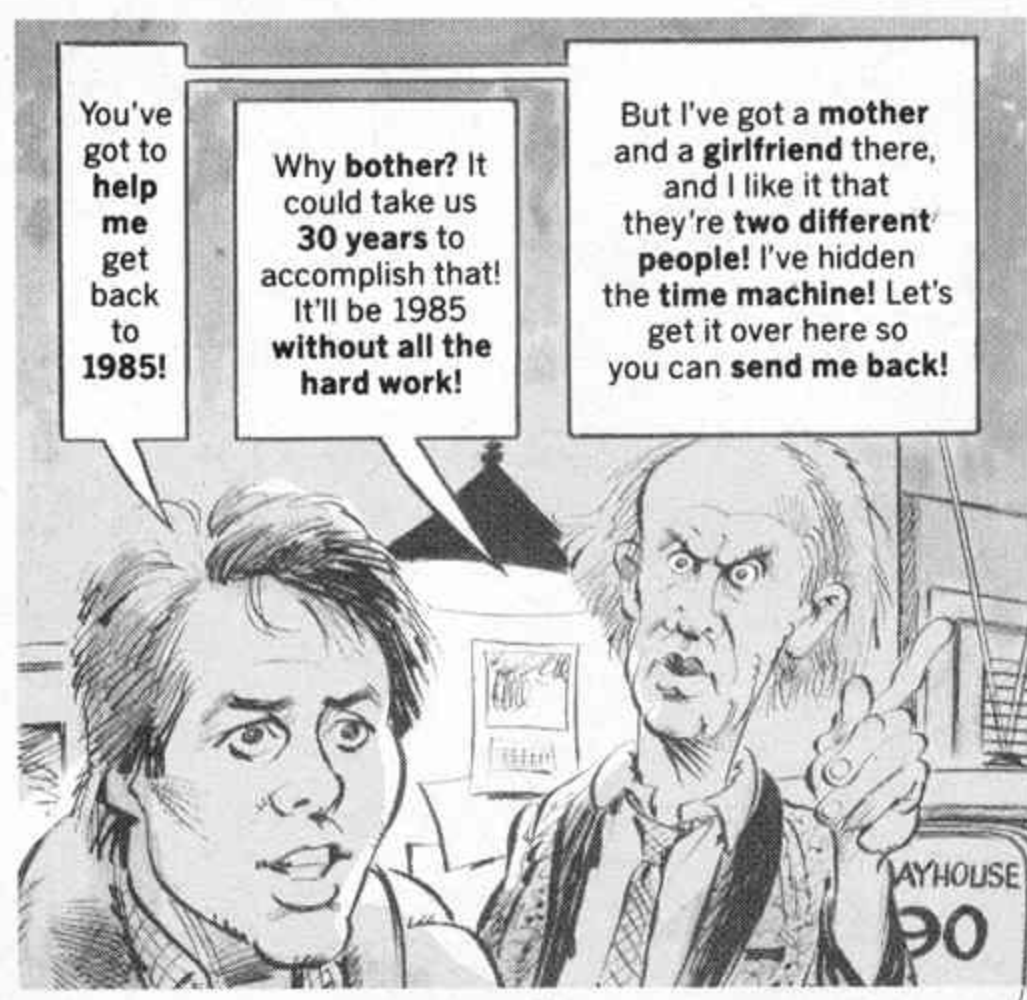


Doc! Doc Clown! I finally found you!

Please go away, I'm **very busy!** I'm working on a new **formula** for Coke, and unless I hurry, I won't have it ready until **1985!**

It's me—**Marquee!** You invented a **time machine** and sent me back into the **past**—your **present**—from the future!

That's utter **nonsense!** But since utter nonsense is my **life's work**, I'll accept what you say!



You've got to **help** me get back to **1985!**

Why bother? It could take us **30 years** to accomplish that! It'll be **1985** without all the hard work!

But I've got a **mother** and a **girlfriend** there, and I like it that they're **two different people!** I've hidden the **time machine!** Let's get it over here so you can **send** me back!



Okay, Doc, just slip in some **plutonium** and I'll be on my way!

This is **1955!** I can't get **plutonium!** We need some **other great power source!** Any ideas?

If I was wearing **poly-ester slacks**, when the **legs rub...**

Wait! This flyer they handed out in **1985** says **lightning** struck the clock tower in **1955**—next **Saturday night!**

Lightning? Yes, that kind of **voltage** channeled through the **flicks conveyor** and you'll either be back in **1985** as a **young man**, or here in **1955** as a **French fry!**

Doc, why is this **photo** of my **sister** and **brother** fading?

When **natural** passing of time is **interfered** with, **evolution** is **altered!** Your **siblings** are the result of your parents' **marriage**—the **slightest deviation** could mean that **none of you** will ever be **born!**

But Doc, if my parents **never meet**, **never marry**, and **never have kids**—how can I be here?

Marquee, **science** has an answer for **everything!** Unfortunately, **movies** do **not!** So if I were you, I'd take **no chances** and **make sure** your future parents **meet** and **get started** on the "**natural process!**"

McShy, I saved **your life**, now you can save **mine!** I want you to **marry** Deranged!

But she **insults** me! She's **cold** to me! She acts as if I **didn't exist!**

That's **perfect!** It's just like you're **married already!**

IF JOE DOESN'T TAKE ME TO THE PROM, I'LL DIE!
ANON.

Deranged, you **promised** me you would do **anything** I asked you to!

Yes, Marquee! I'll do **anything** you ask me to! And the **kinkier** the **better!**

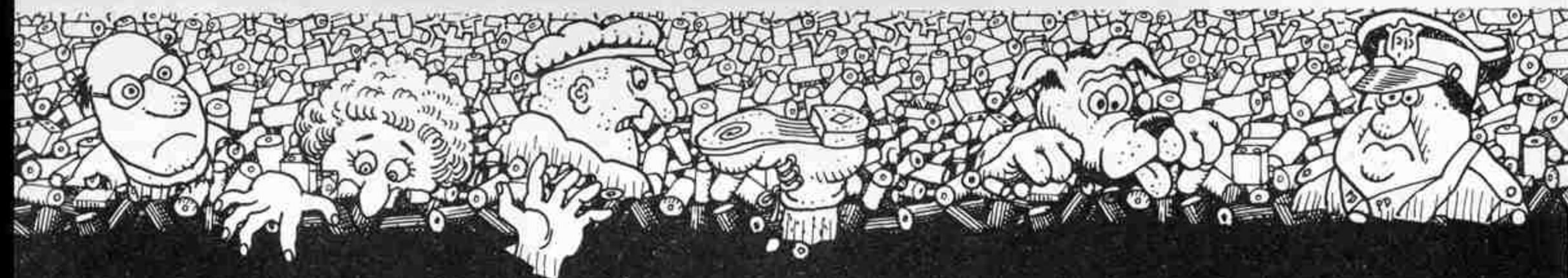
Marry McShy!

Wow! That's even **kinkier** than I expected! If I **do** marry that creep, will **that** make you **happy?**

More than **that**—it'll make me **possible!**

Well, **everything** has been set in **motion!** I'm back in the **time machine** racing down Main Street toward the **wire** Dr. Clown has attached to the clock tower! I should make contact the **second** the **lightning strikes** and I'll be on my way to **1985!**

And over there at the **drug store** McShy is walking hand in hand with Deranged! **How cute!** They're stopping to buy an **ice cream soda!** Oh, **no!** They're **not!** They're buying a **birth control device!** Boy, does this look **bleak** for the future!



THE OL' CELL GAME DEPT.

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

NEW USES

Chess Pieces

KING



9 Volt Battery

QUEEN



D Battery

BISHOP



C Battery

KNIGHT



AA Battery

ROOK

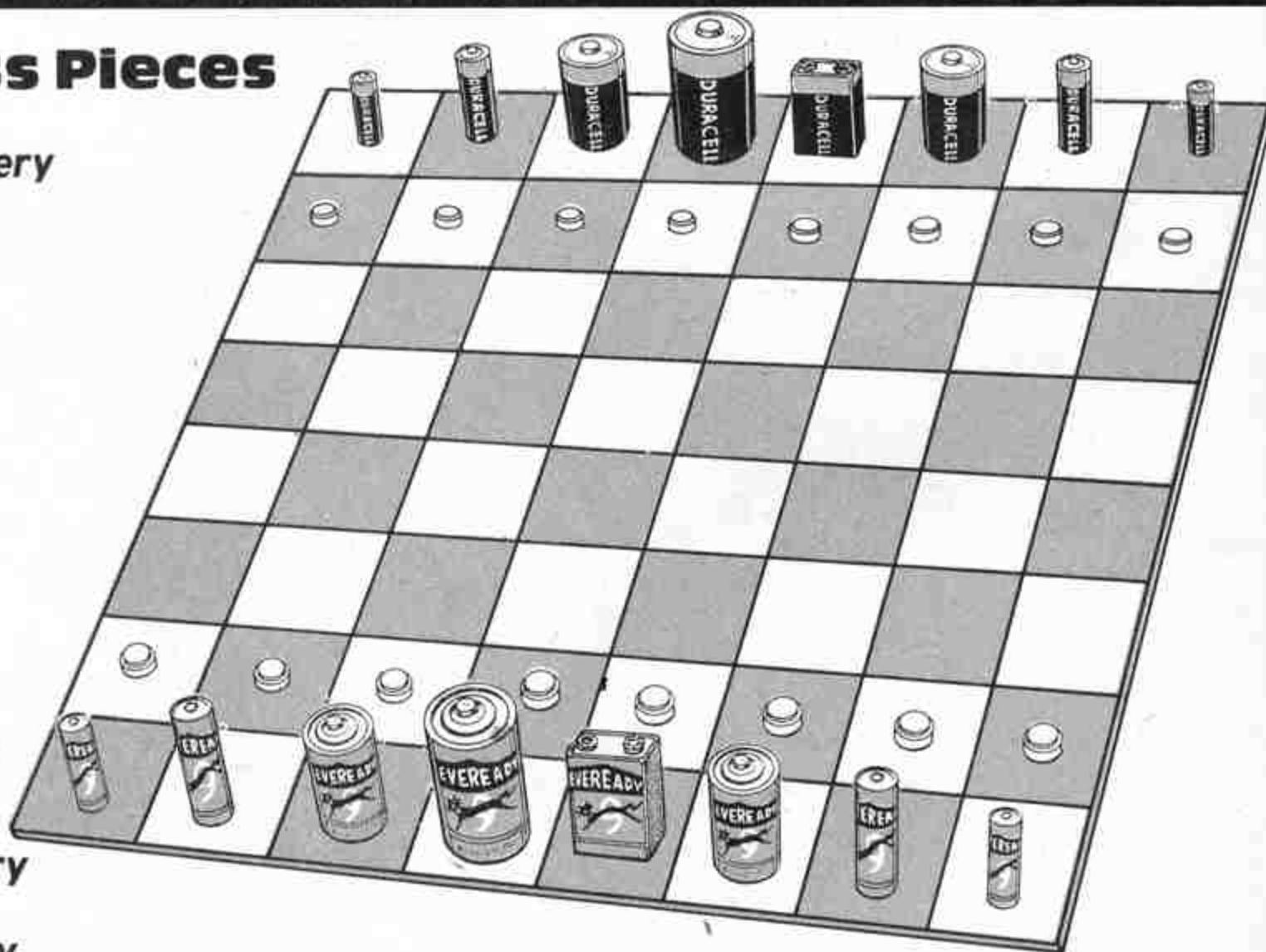


AAA Battery

PAWN

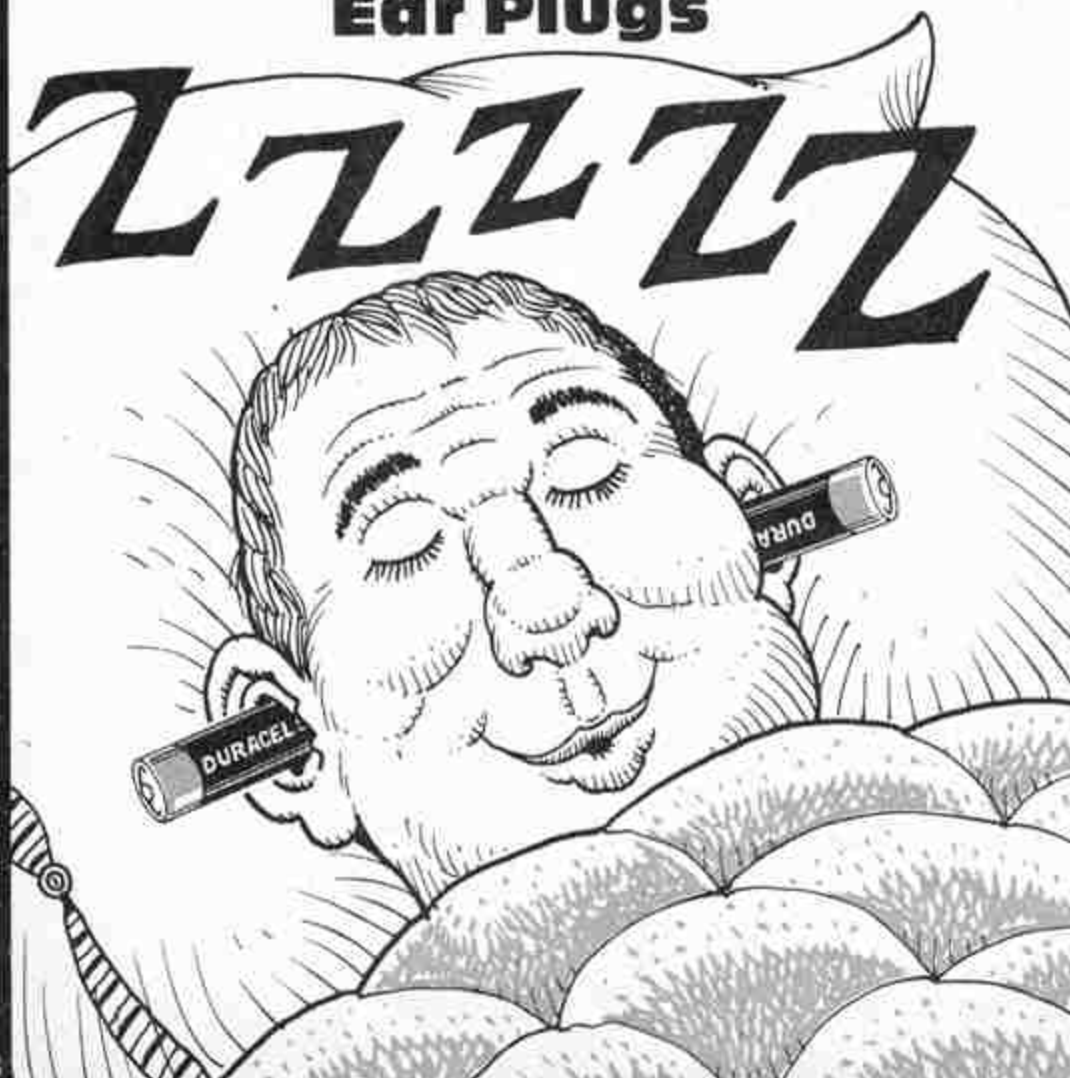


Disc Battery

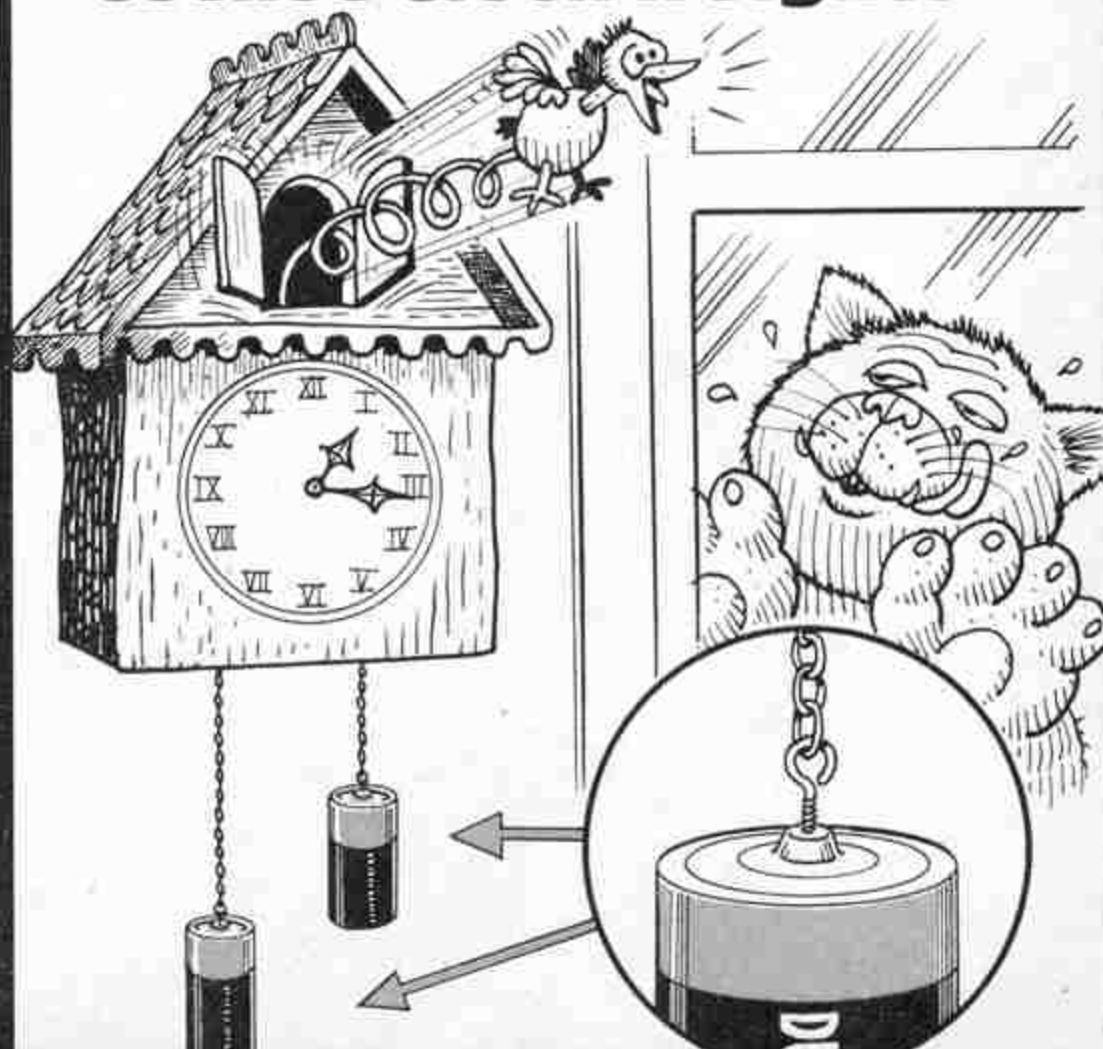


ARTIST & WRITER: AL JAFFEE

Ear Plugs



Cuckoo Clock Weights



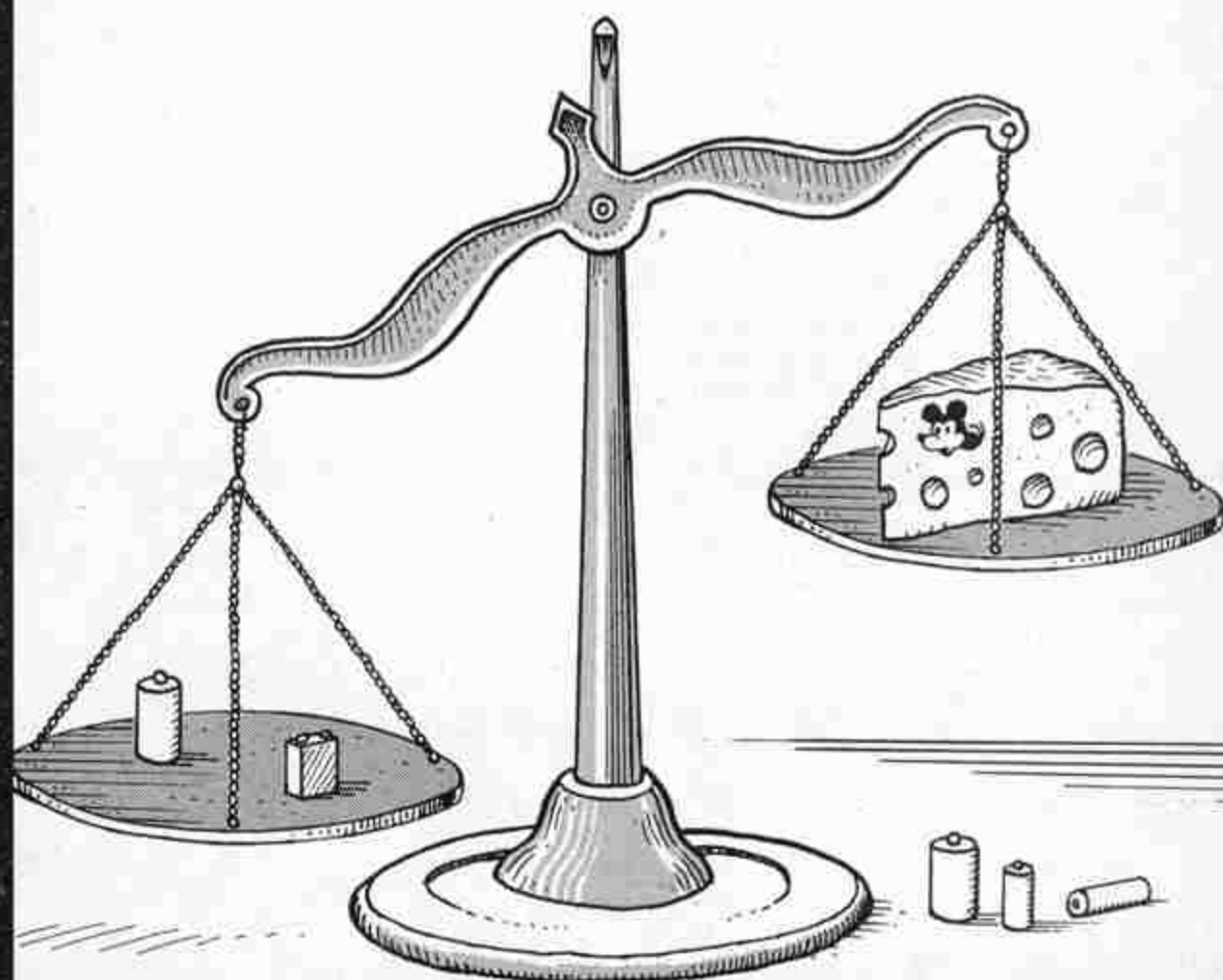


FOR OLD BATTERIES

Hair Curlers



Scale Weights



Executive Desk Toy



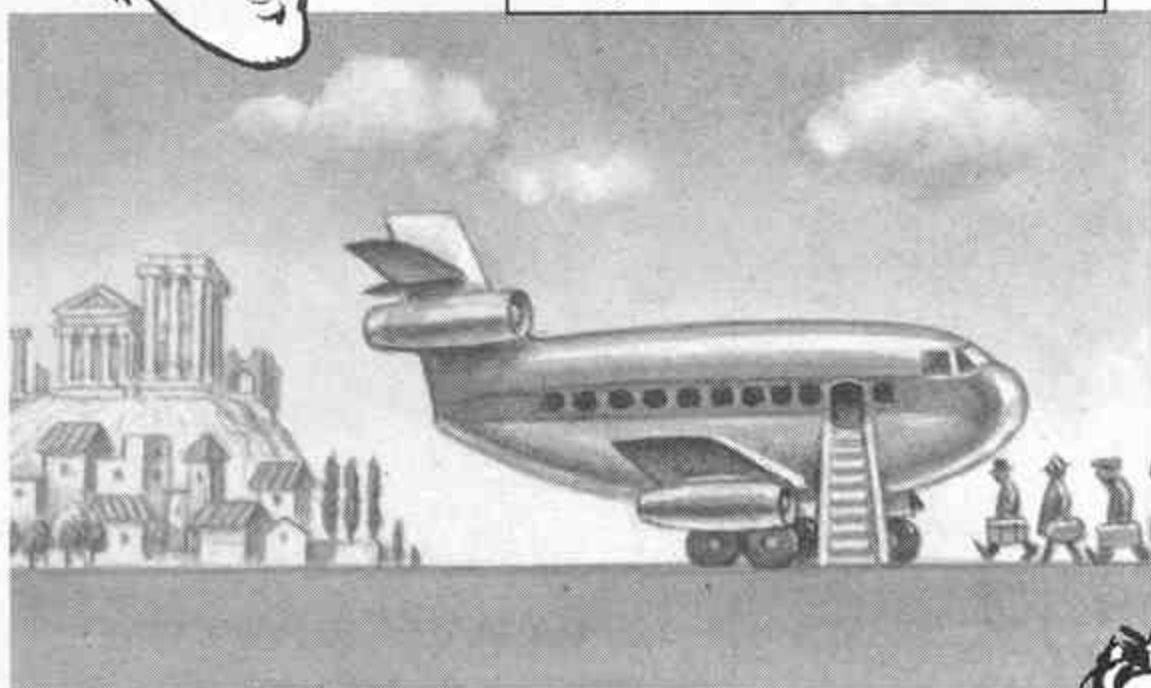
FREY THE UNFRIENDLY SKIES DEPT.

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

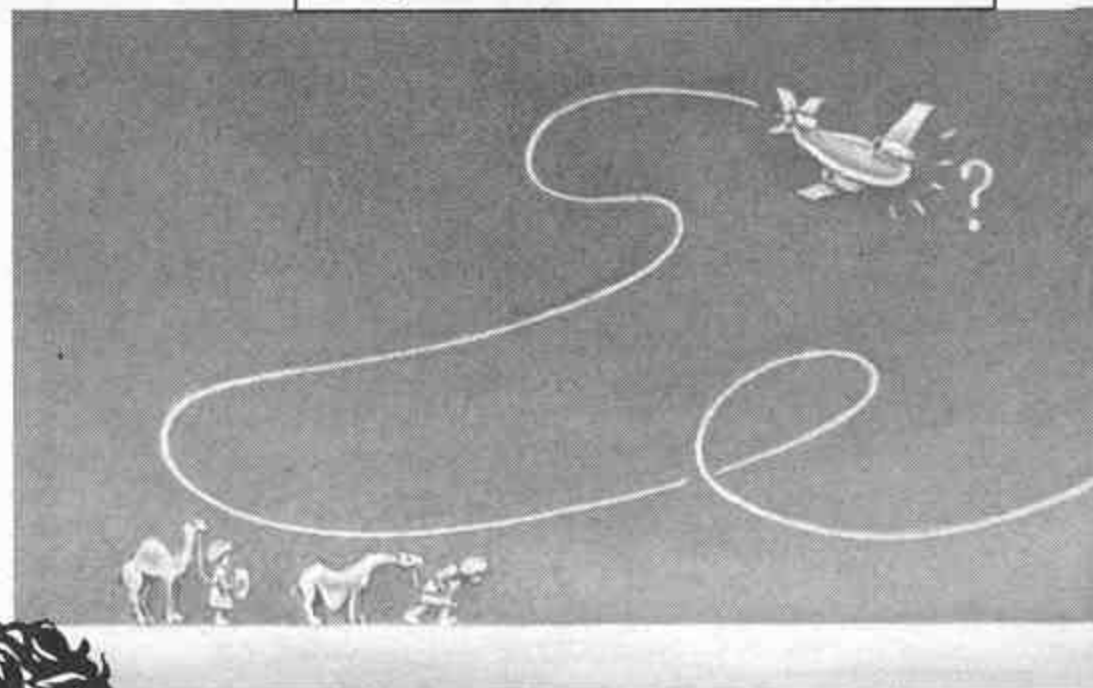
TRAVELE



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



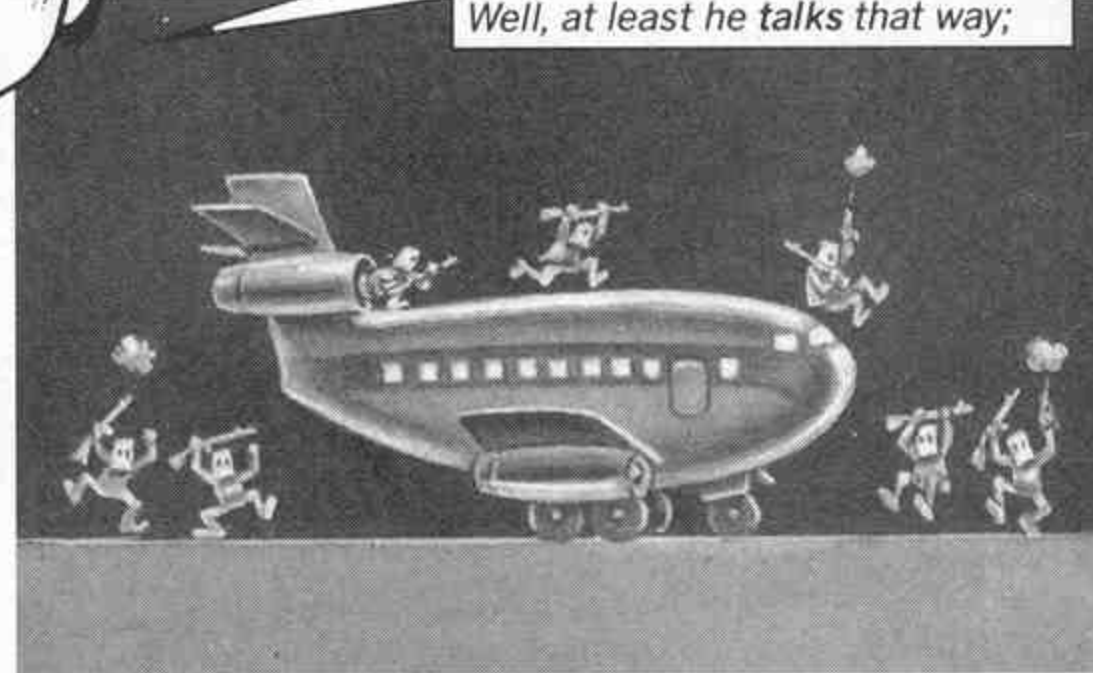
But then you hear the pilot
Once the *plane* is in the air—
Your flight has just been *hijacked*
And you're *headin'* Lord knows *where!*



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

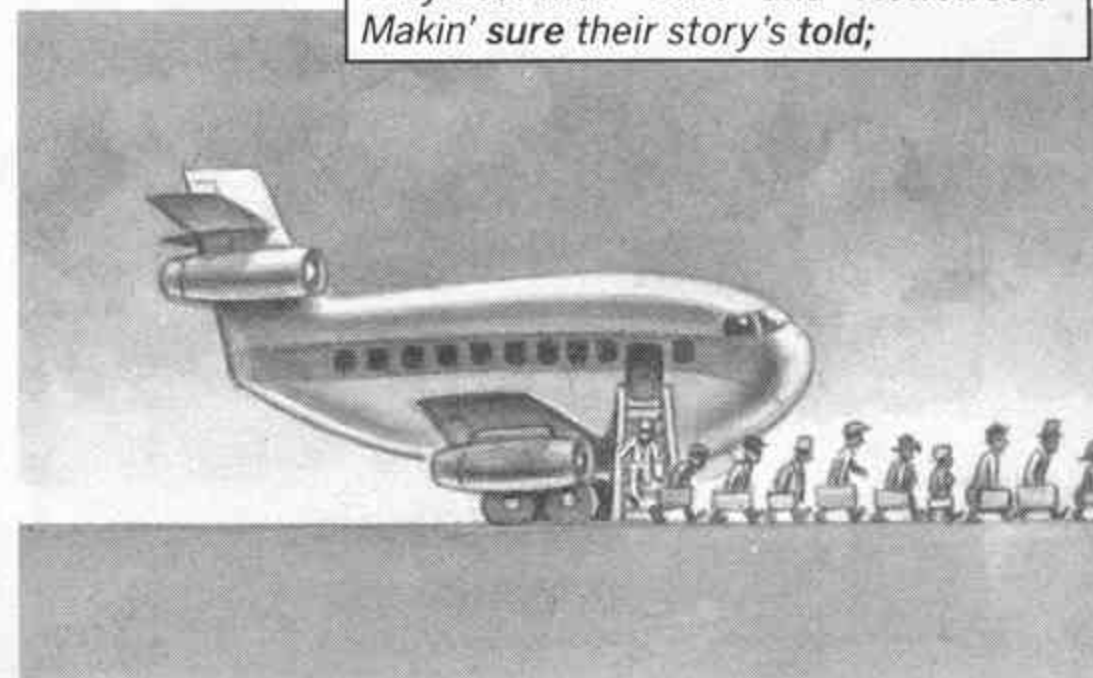


You're sure that you'll be *rescued*
By the mighty *U.S.A.*;
The President's a *fighter*—
Well, at least he talks that way;



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

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



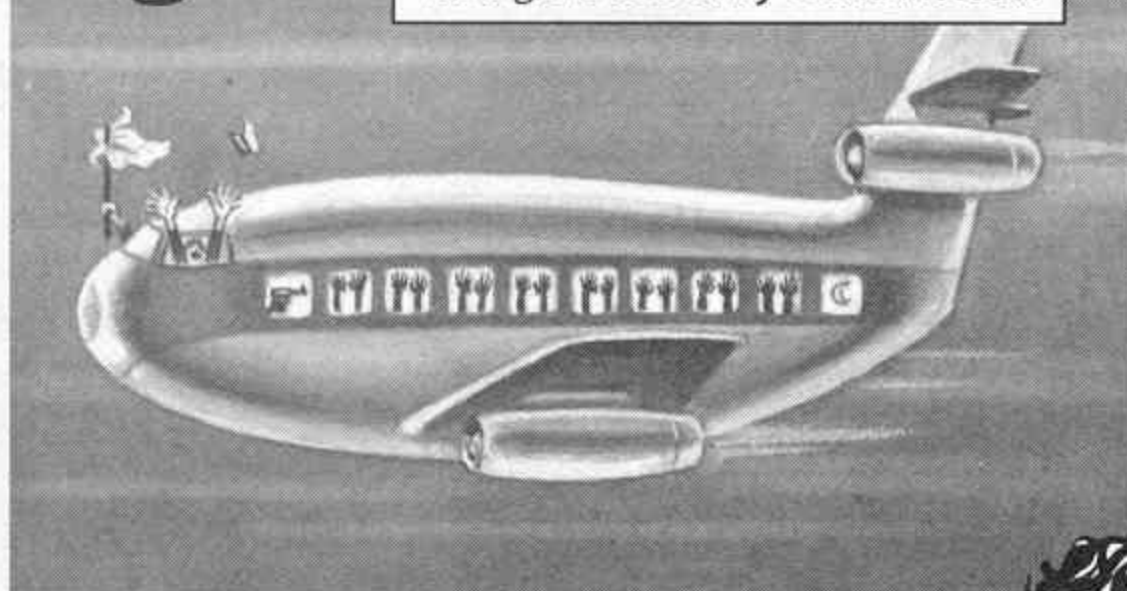
R'S BLUES



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



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

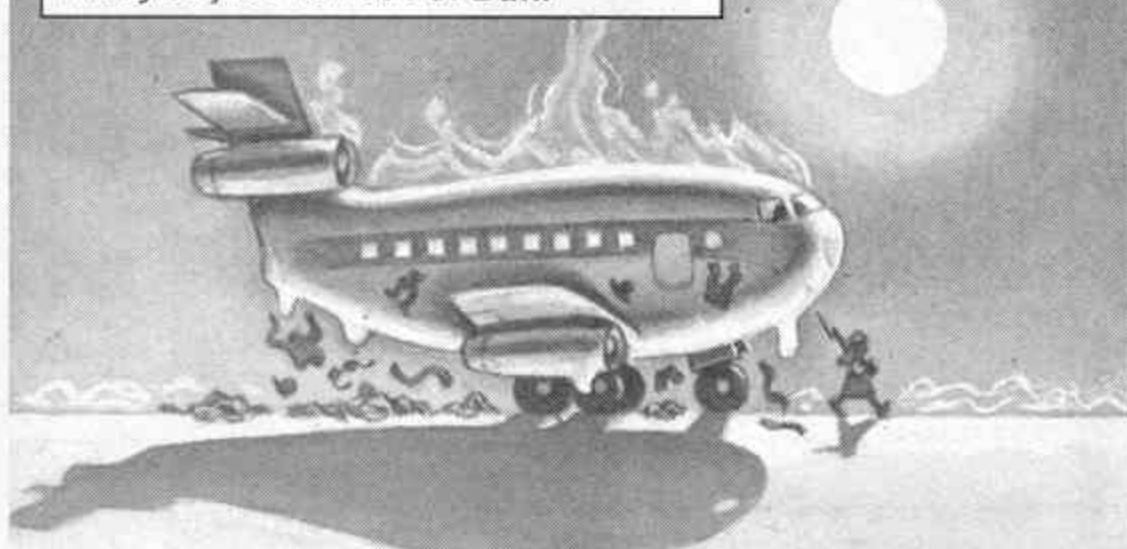


You're glad you haven't eaten,
'Cause your lunch you'd surely lose;
It's the nature of the business—
It's the TRAV-ELER'S BLUES!

TRAV-ELER'S BLUES!



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

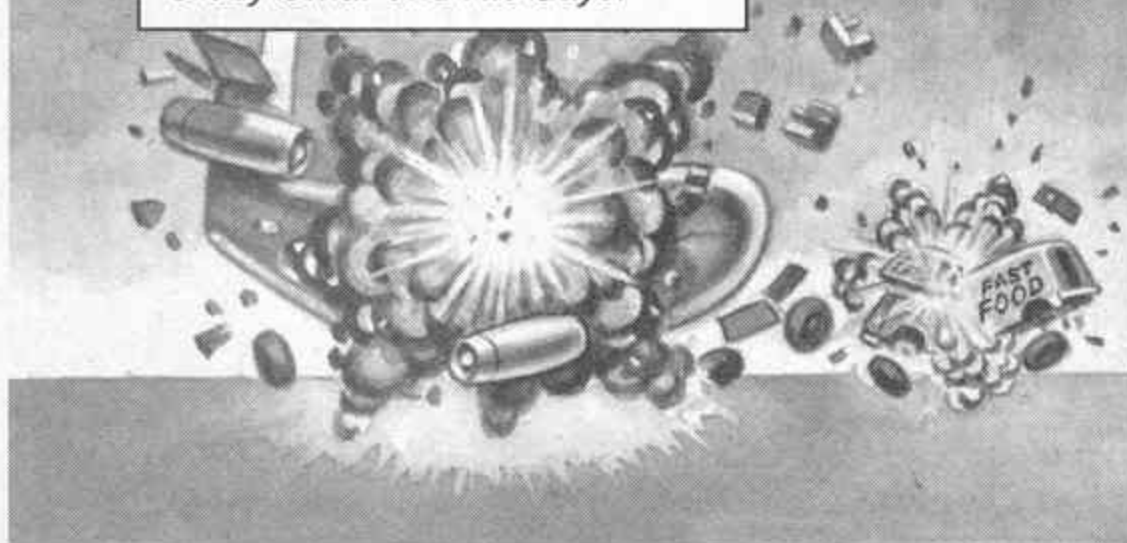


They don't care much for Christians
And they're hardly fond of Jews;
It's the terror of the '80s—
It's the TRAV-ELER'S BLUES!

TRAV-ELER'S BLUES!

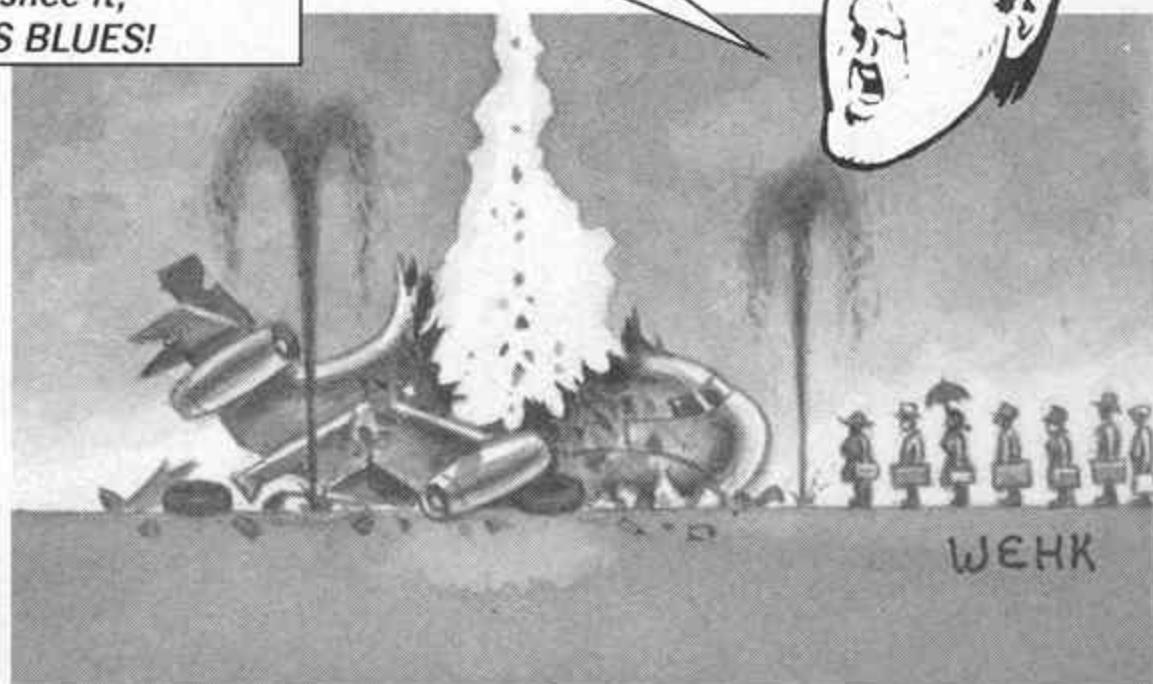


They grab the biggest headlines
While they terrorize the skies,
Manipulate the networks
While another hostage dies;
There's talk they'll sell a sit-com,
"Crazy Omar and His Guys!"

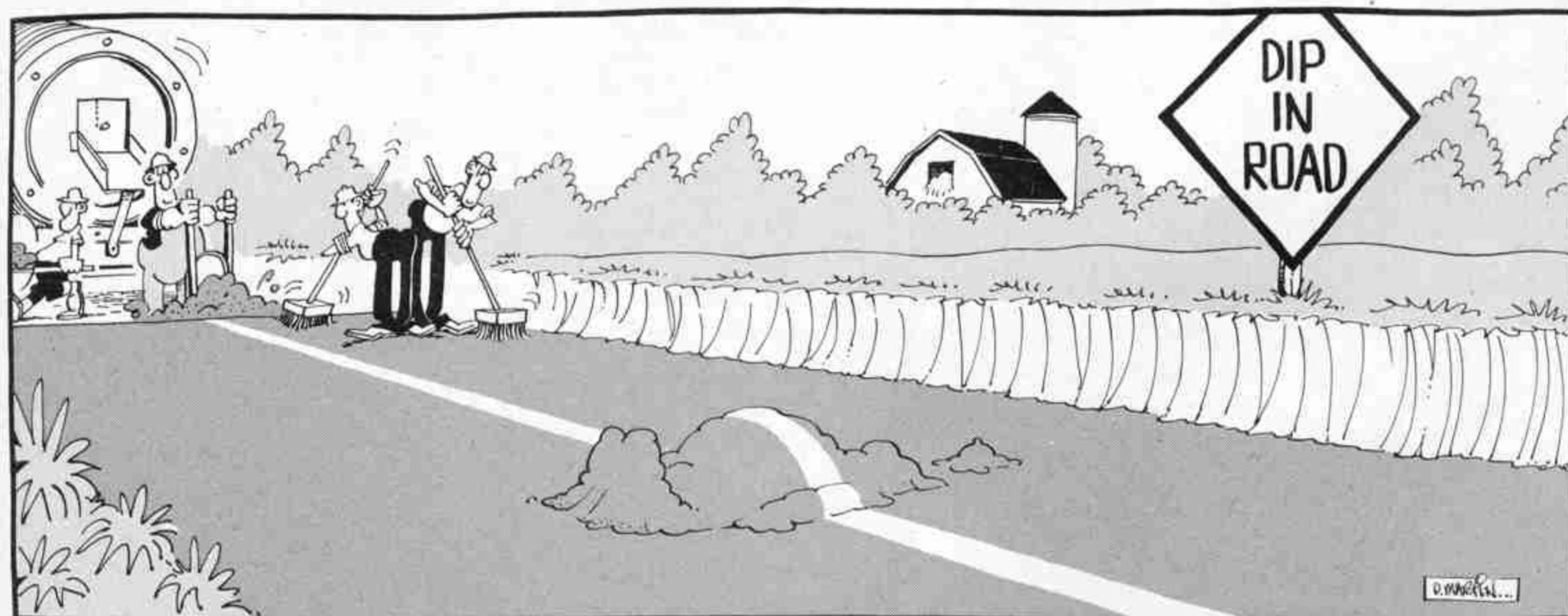
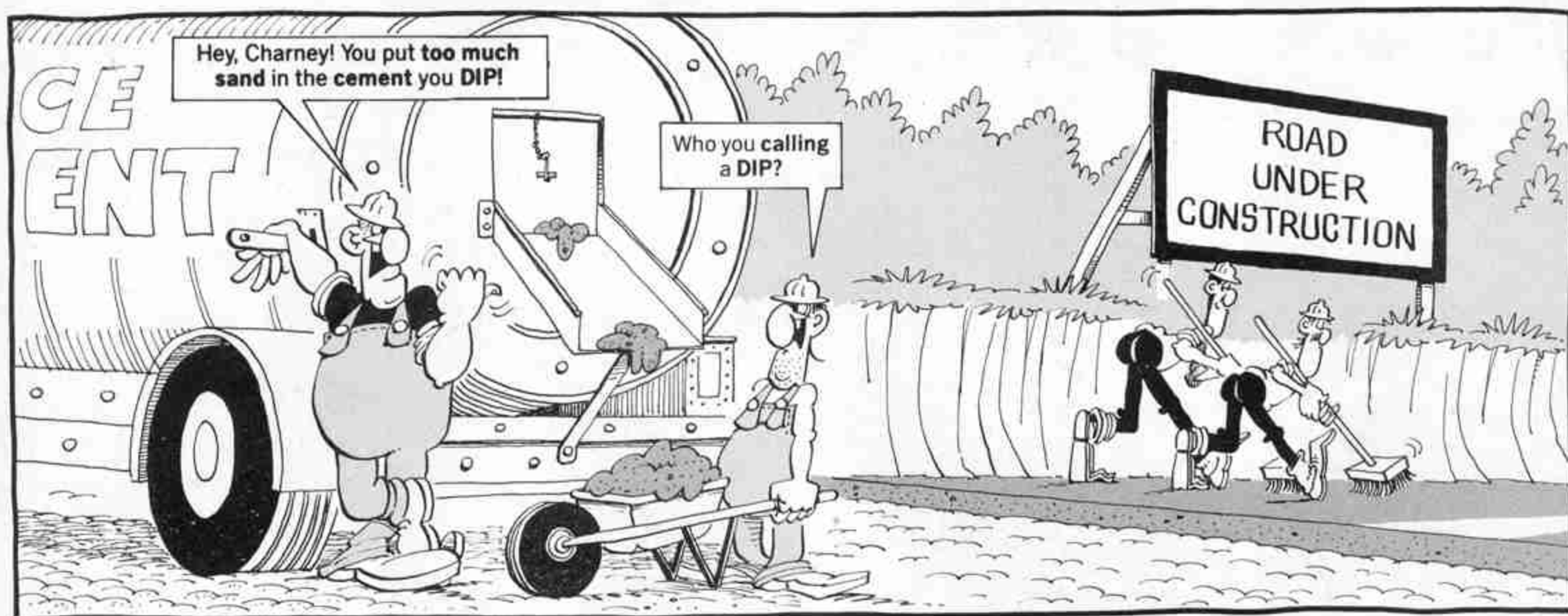


Once more we're played for suckers
While they make the Nightly News;
No matter how you slice it,
It's the TRAV-ELER'S BLUES!

TRAV-ELER'S BLUES!



ONE NOT SO FINE DAY IN THE LIFE OF ARTIE CHARNEY



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

the MAD NASTY FILE



EDDIE MURPHY



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

WRITER: TOM KOCH

ARNOLD SCHWARZENEGGER



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

ARTIST: GERRY GERSTEN

TRIVIAL PURSUIT



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

TOM SELLECK



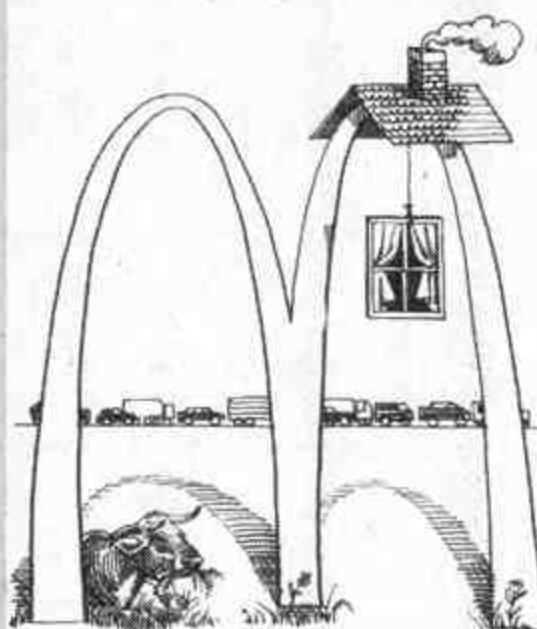
- ...is trying to become another Burt Reynolds without realizing that even one of them is one too many.
- ...serves as an inspiration to other "hunks" who are also unqualified to hold down a real job.
- ...is the only Hollywood star other than Telly Savalas who can engage in a brutal fistfight without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

WOODY ALLEN



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

MCDONALD'S



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

MARY LOU RETTON



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

BOB GUCCIONE



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

PHIL DONAHUE



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

BENNY HILL



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

BOY GEORGE



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

AEROBIC EXERCISE



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

STATE LOTTERIES



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

STEVEN SPIELBERG



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

DIANE SAWYER



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

JULIO IGLESIAS



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

WHEELS

Dad, I've got a **date** tonight!
Can I please have the **car**?

Why do you always have to take the **car** when you go out on a **date**?

Well, first I go to the **drive-in bank** for some cash... then I have to **pick up** my date...

...then we drive to **Wally's Cafe** for some **burgers**... then it's the **drive-in movie**...

...if I ever got out of the **car** I wouldn't know **what to do**!



BERG'S-EYE VIEW DEPT.

THE LIGHTE

DINNER

Let me tell you, I haven't been out of the **kitchen** all **day**! This **meal** is going into the **record books**!

What time's your **boss** coming?

He's **not**! He had to **cancel out** this morning!

This morning? Why didn't you **call me** immediately? I wouldn't have **killed myself**!

That's why I didn't call you! I was in the mood for a "**record book**" dinner!



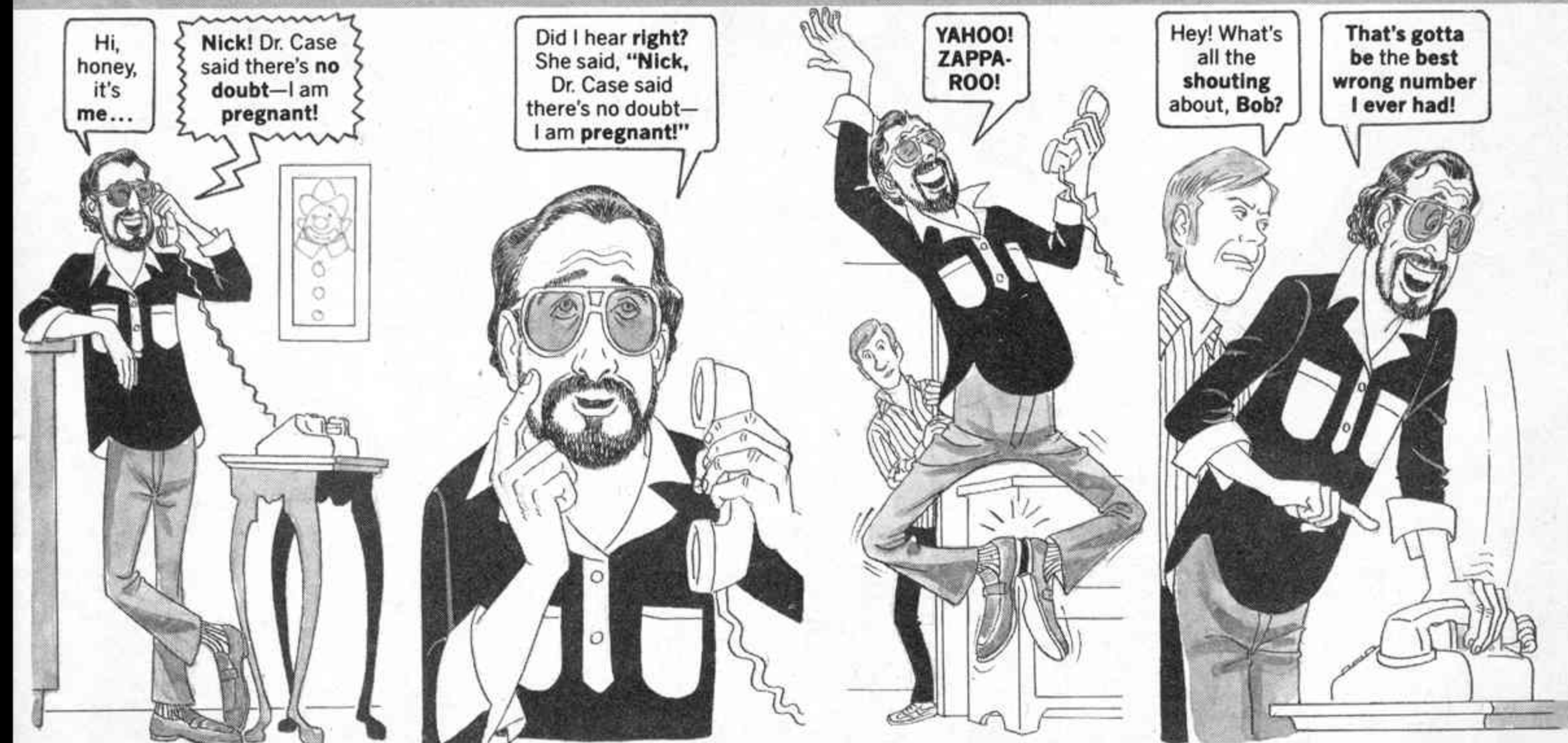
DREAMS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

THE TELEPHONE



PAYING ATTENTION



EMPLOYMENT



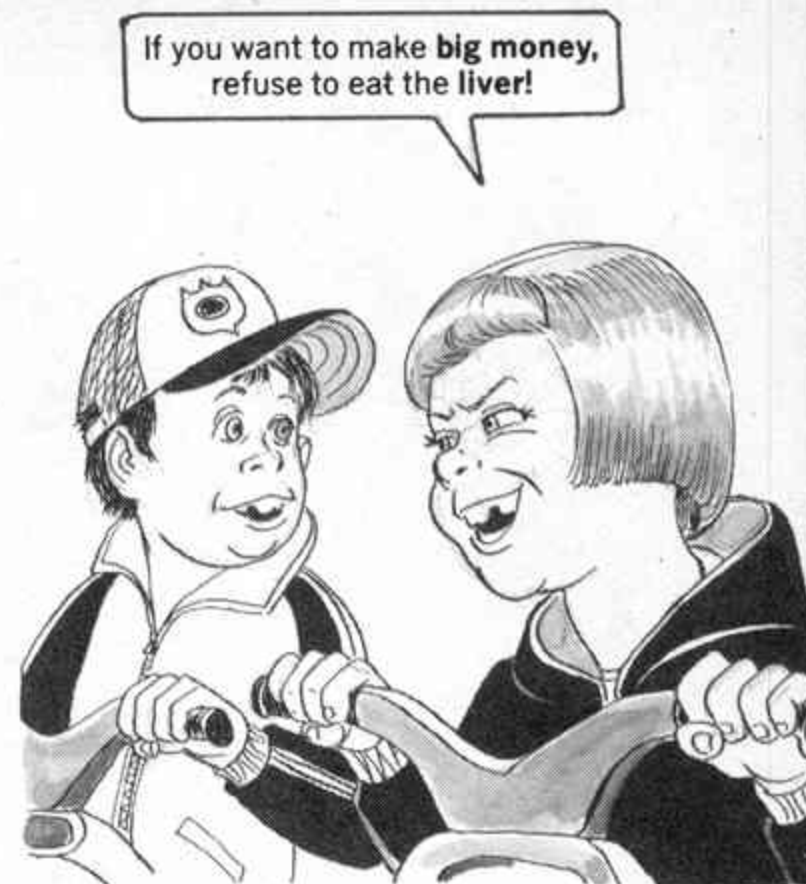
DIVORCE



POKER



HIGH FINANCE



MAIL



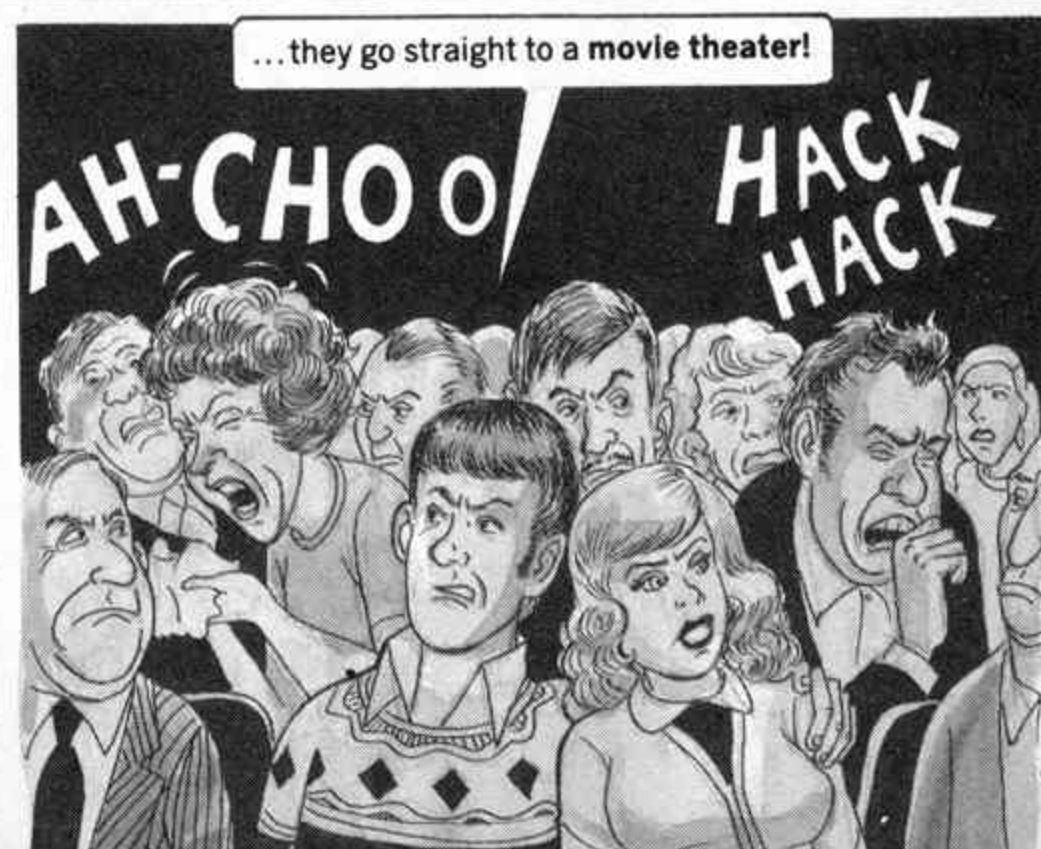
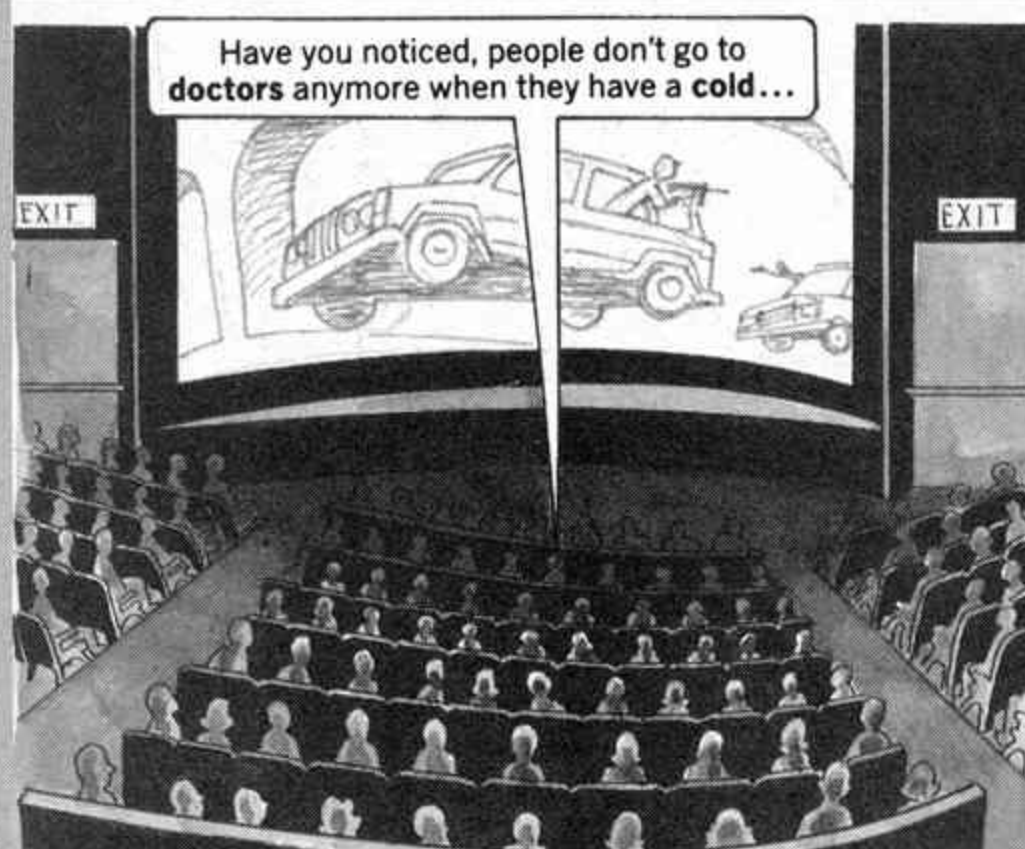
Andrew Moger, during your **extended illness** at home, I gave you an **assignment** to write a paper on how the **United States Mail Service** operates! Where is it?



I mailed it to you a week ago!



COLDS



PARENTAL APPROVAL



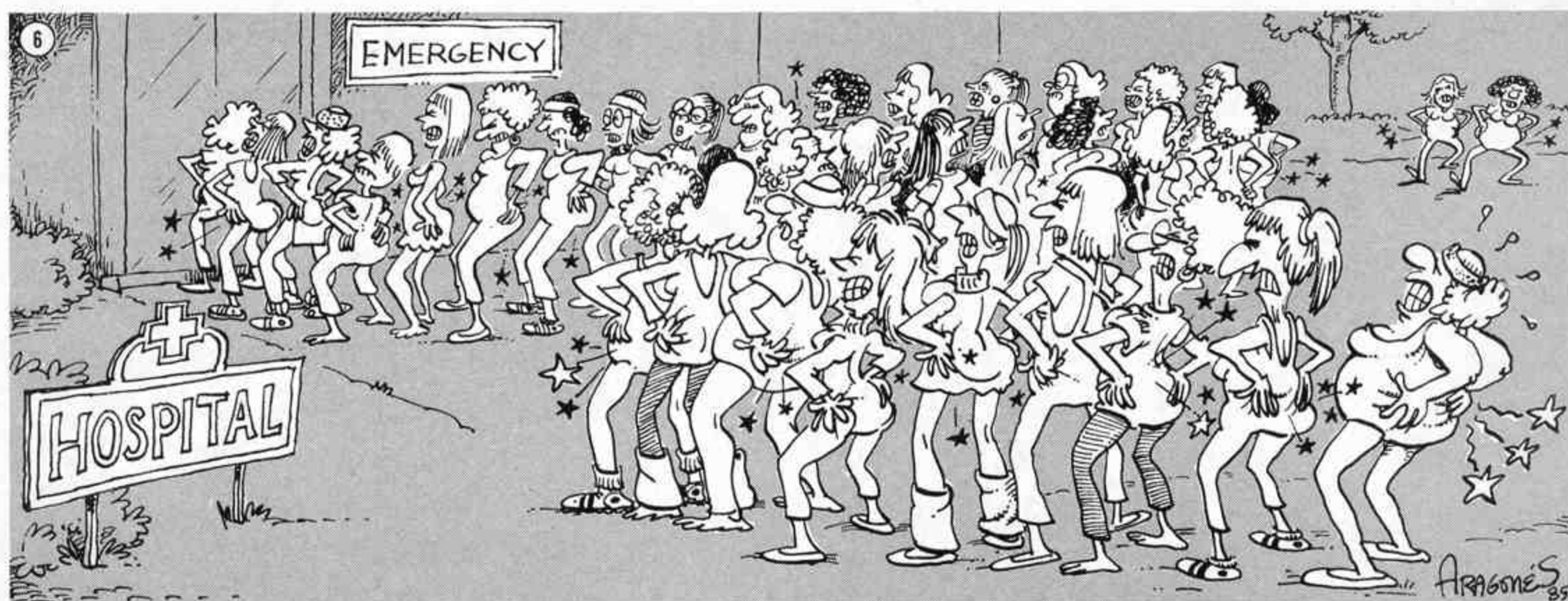
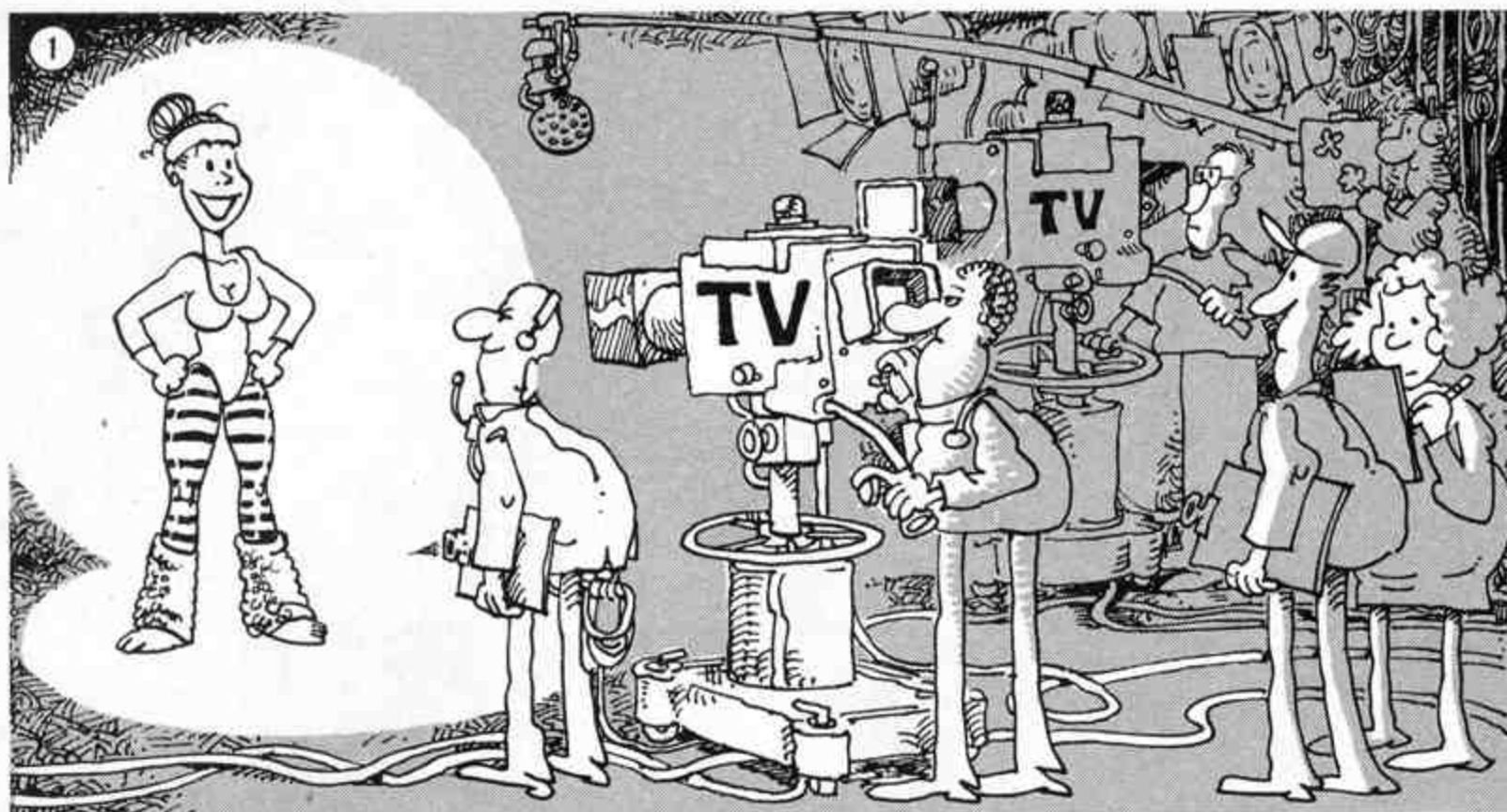
DECISIONS



HANG UPS



FLOPPY DISK



DICK DePT.

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

TRUTH IN

COP
HIDING BEHIND
BILLBOARD AHEAD



DO
NOT
ENTER

THIS TOWN
ONLY LOOKS QUIANT
WE LOVE TO
TICKET TOURISTS



NO LEFT
TURN

MISLEADING
SIGNS
AHEAD

RIP-OFF
TOURIST
ATTRACTION
5
MILES

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

(INCLUDING \$55,000 GRAFT
AND CORRUPTION)

BIG
TRAFFIC
BOTTLENECK
12.5
MILES
AHEAD

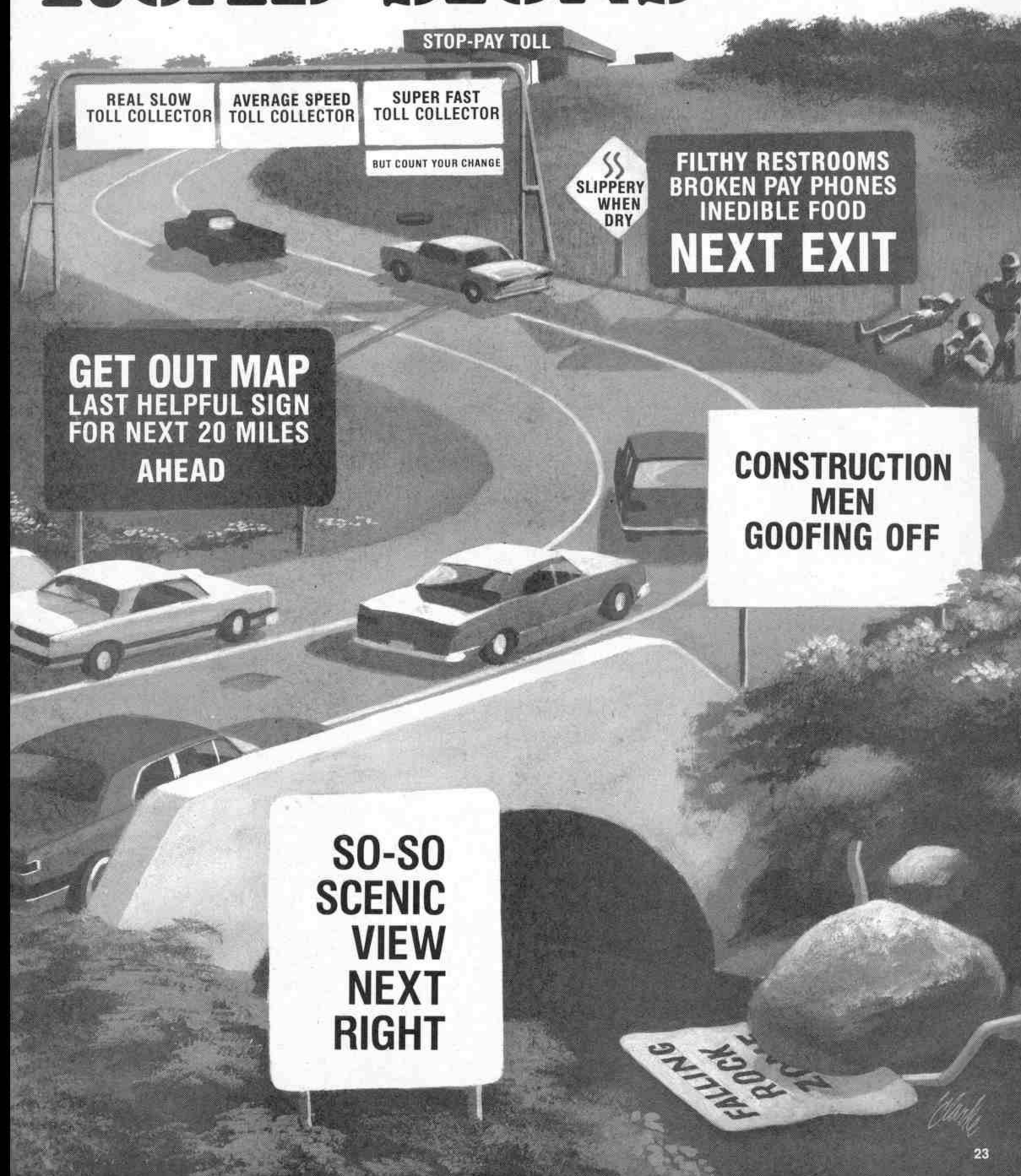
ALBANY	150*
KINGSTON	101*
HIGH FALLS	53*
DOBBS FERRY	37*

*THESE ARE ALL GUESSES
ACTUAL MILEAGE MAY VARY



ROAD SIGNS

ARTIST: BOB CLARKE
WRITER: DICK DE BARTOLO





Malice, I'm home. What time is **dinner** and your first **fat joke**?

Dinner'll be ready in a half-hour. The **fat joke** just walked in the door!

My boss is coming for dinner and you're making **peanut butter sandwiches**?!?

Look again, **Tubby the Tiger**. It's **peanut butter AND jelly**!

Well, that's **better**, but do you think you could make it even more **elegant**? Maybe add some **lettuce**? My boss has to be super pleased because I want him to join me in a new **big venture**!

It better be a **BIG** venture or there won't be **room** for the **two** of you!

Rough, a candle-lit **dinner**! And something **smells** so good! Is it **liver and onions**? Roast **pork**? Oriental food?

It's all of those! I wore this T-shirt in the **sewer** today! I'll go change it.

Let me tell you my **idea**. It's for **T.V.**!

T.V.?!? I can't **imagine** anything you'd know **less** about!

Oh, I do! How about **s-e-x**? I have to **spell** it because we're not allowed to **say** it, let alone **do** it in this house!

Ebb's the **same way**. I don't worry about him having **extra-marital** sex, but it would be great if **once** we had some **marital** sex!

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

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

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

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

HOW'M I DOIN'?

SAM VIVIANO

my mooners

CRASH!

WRITER: LARRY SIEGEL

ARTIST: SAM VIVIANO

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

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

Nauseous! What are you doing here?!

My lights went out.

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

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



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

Holy Mother of Pearl! This guy's **brain** is **bigger** than his **appetite!**

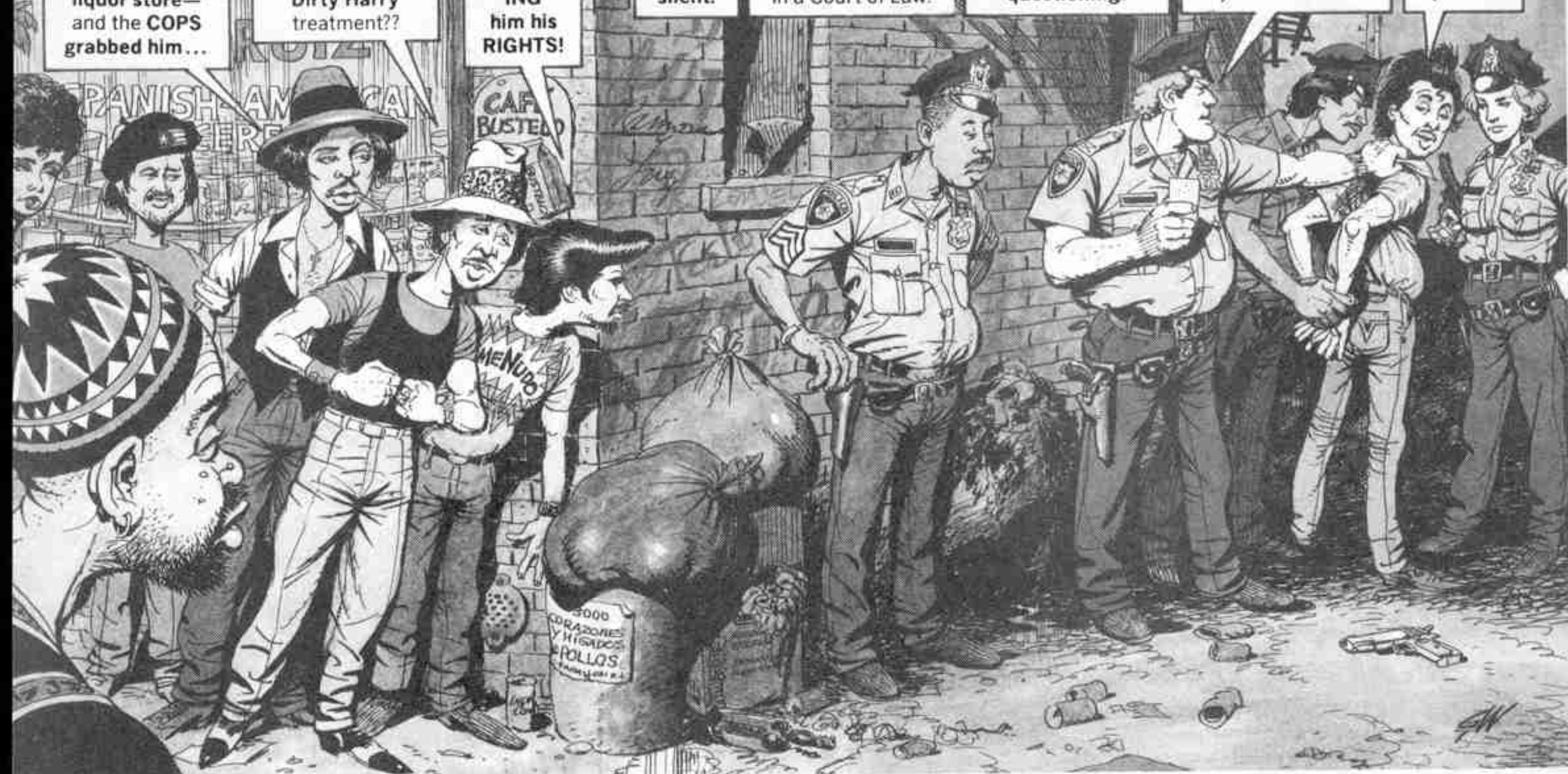
Instead of **residuals**, you think I could get **money?**

I have just one question. How do you **know** TV will be so **bad** our stuff will look **good?** A crystal ball?

No, I've got an **advance copy** of **TV GUIDE!**



Hey, Man,
could you
read that
to me in
Spanish??



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



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

So whaddya
say, kid??

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



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

A "MIRANDA LAW" FOR EVERYDAY VICTIMS

ARTIST: GEORGE WOODBRIDGE WRITER: LOU SILVERSTONE

FOR THE VICTIM OF A BLIND DATE

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

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

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

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

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

You have the right to know I have HERPES!!



FOR THE VICTIM OF A SLOW CHECK-OUT CLERK

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

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

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

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

Next, please!

Uh... no thanks! Just browsing!



FOR THE VICTIM OF A DISHONEST MECHANIC

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

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

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

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

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

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



FOR THE VICTIM OF AN UNCARING DOG OWNER

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

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

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

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

Why don't you try **cleaning it up**??

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



FOR THE VICTIM OF A CROOKED POLITICIAN

You can **ignore** this election and not **vote** at all!

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

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

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

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

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

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



FOR THE VICTIM OF A TICKET SCALPER

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

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

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

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

Let's just **forget it** and go home!!

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



WHERE THE WILD THINGS STAR DEPT.

HORRIFYING SHOW-BIZ CLICHÉS



Scalping A TICKET



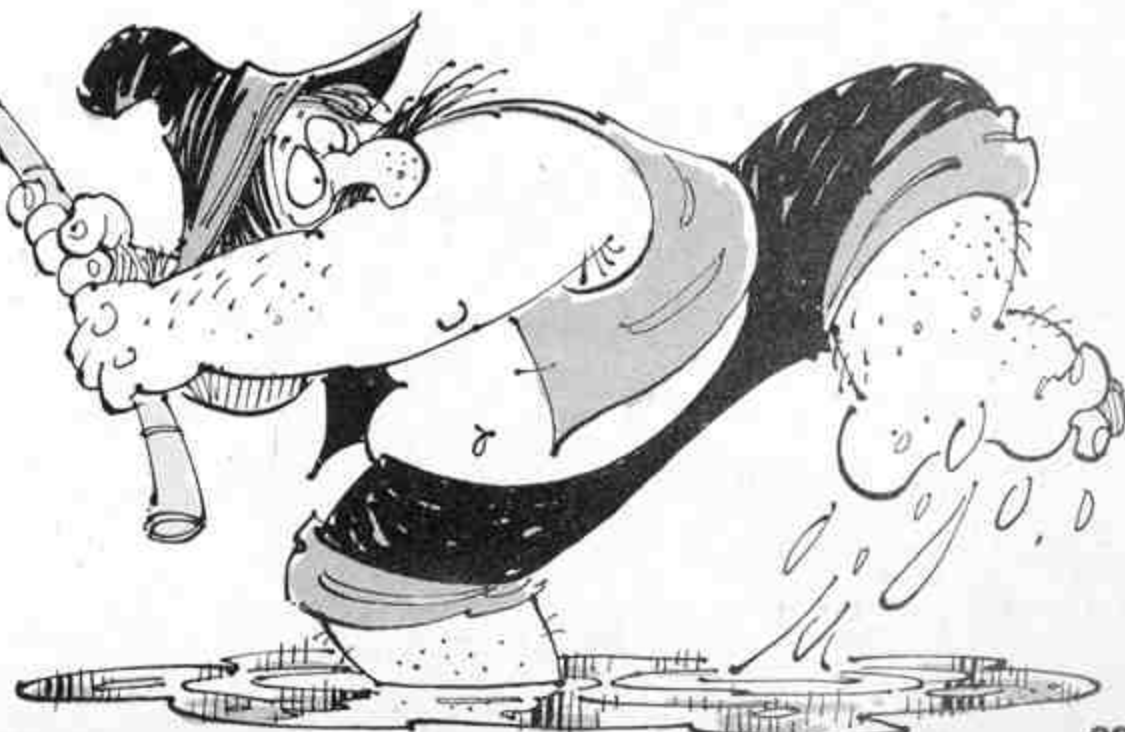
Inflating The GROSSES



Reviving An OLD STANDARD



Casting A ROLE



ARTIST: PAUL COKER
WRITER: FRANK JACOBS

Doctoring A Horrible SCRIPT

Padding A PART

Striking A SET

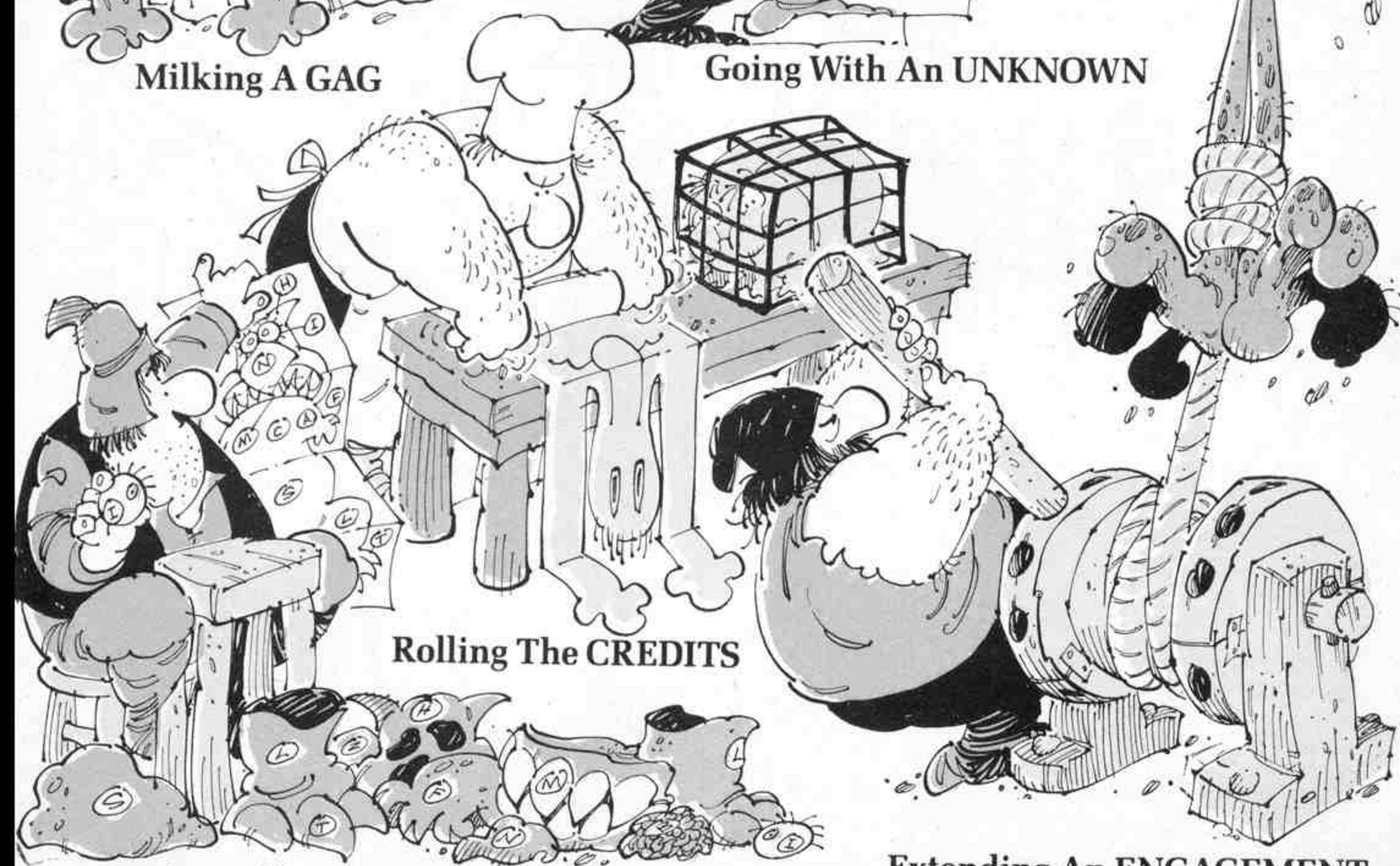
Releasing An EPIC



Missing A CUE

Milking A GAG

Going With An UNKNOWN

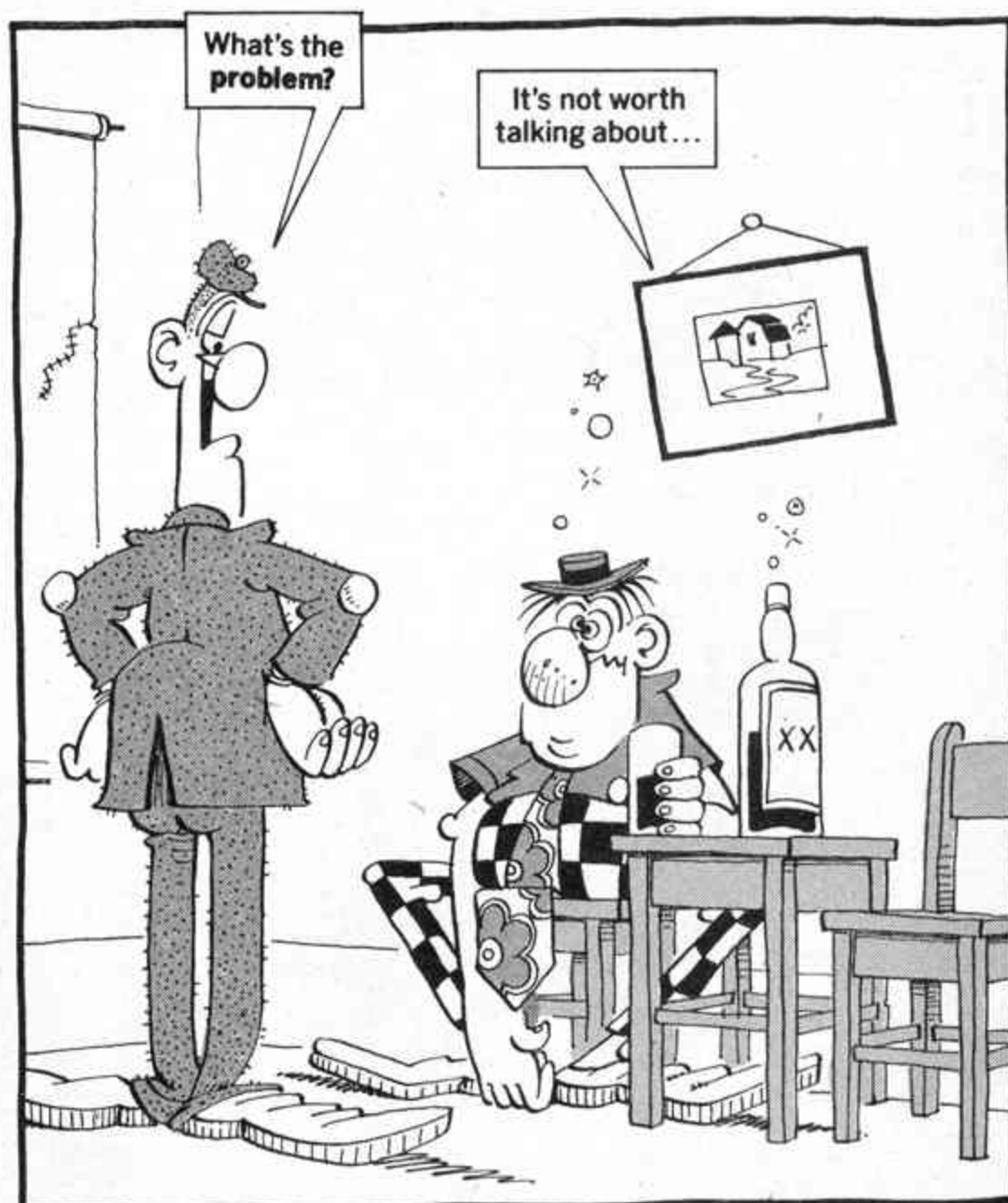
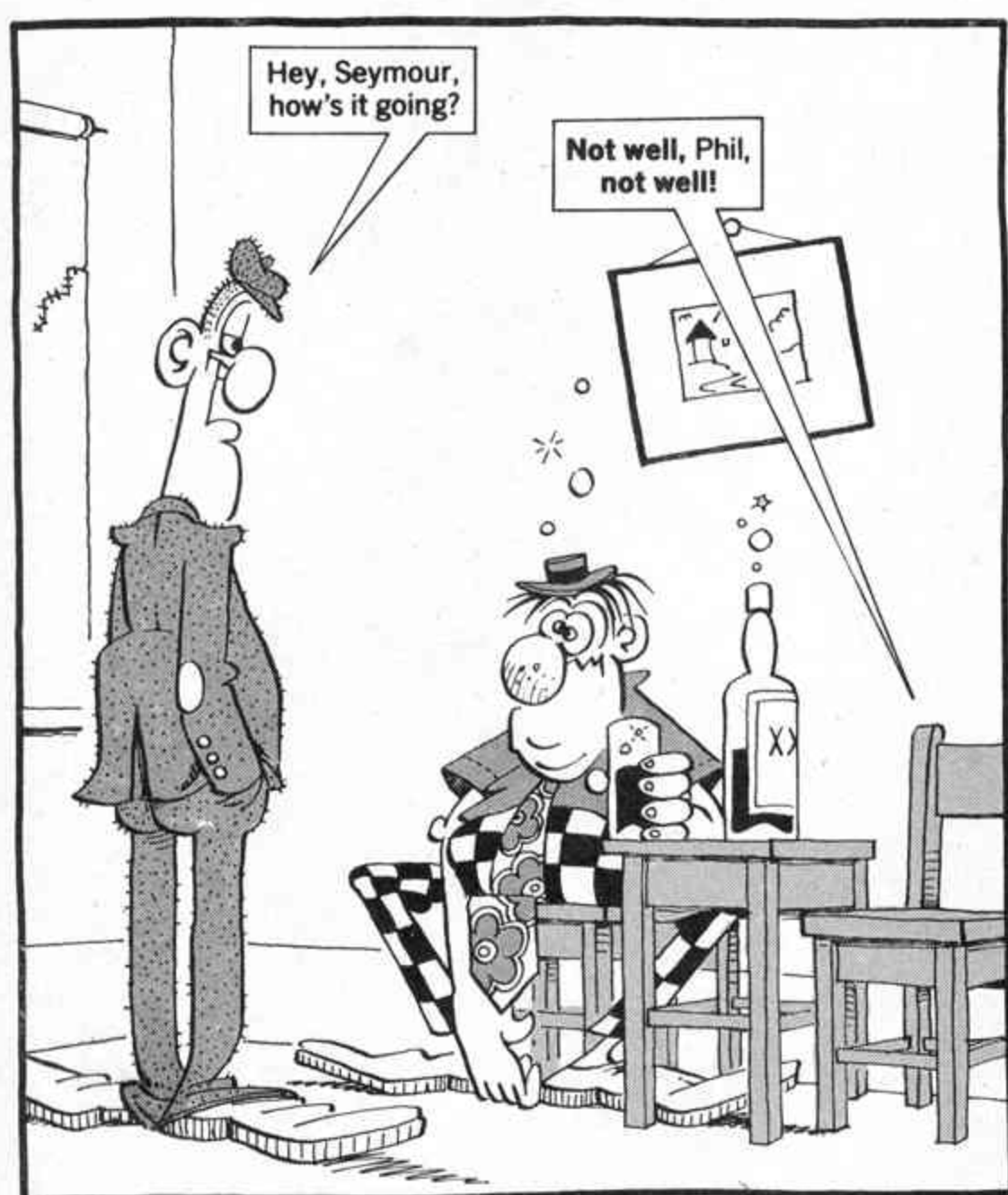


Rolling The CREDITS

Assembling A CAST

Extending An ENGAGEMENT

ONE NOT SO FINE DAY IN THE LIFE OF SEYMOUR SCHMENDRICK



The American way is to let people make up their own minds about important things like smoking, without the government butting in.

You say we should have a choice about smoking yet you don't think we should have a choice about things like abortion.

You're on record for huge subsidies for tobacco farmers but against all federal aid for the poor! Senator, there seems to be something wrong with your thinking.

My thinking is right! Far right!



Senator, you've been urging your supporters to buy a controlling interest in CBS. Why do you want a network?

Because during the last election, CBS was anti-Reagan!

But Reagan won big!

Yeah, but some brain-washed people voted against him. Why, he even lost one state. Now that's scary!

CONSERVATIVE
BROADCASTING
SYSTEM



Senator, you're a religious man. You teach Bible school. Why are you against gun control so much?

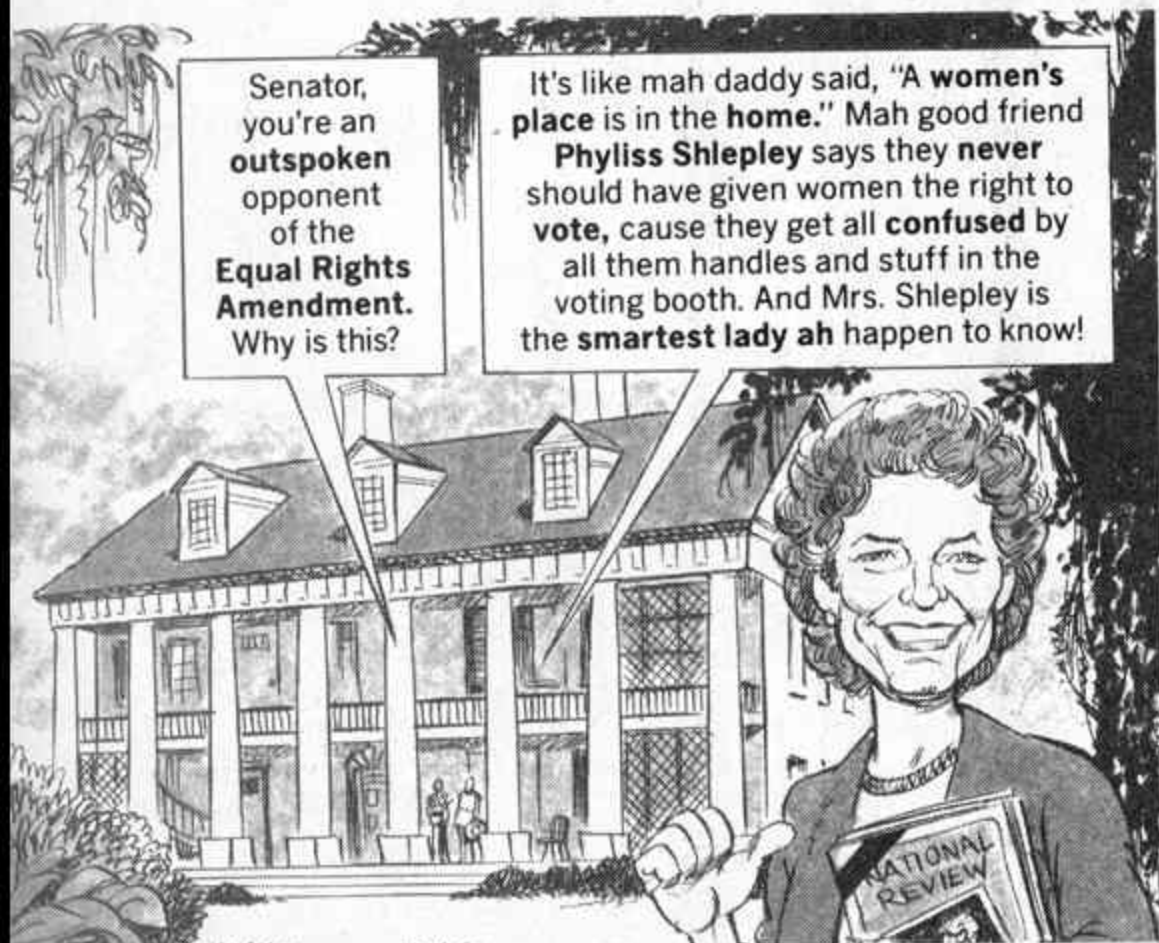
Mike, ownin' guns and prayin' in school is what America is all about. Our President hisself is against gun control and he was shot! Ah guess that shows you how we on the far right think!

It sure does!



Senator, you're an outspoken opponent of the Equal Rights Amendment. Why is this?

It's like mah daddy said, "A women's place is in the home." Mah good friend Phyllis Shlepley says they never should have given women the right to vote, cause they get all confused by all them handles and stuff in the voting booth. And Mrs. Shlepley is the smartest lady ah happen to know!



Senator, how do you feel about integration?

Ah wish theys intergrate our State University's Basketball team so's we could have some white boys playin'. Sometimes ah wish we were back in those "good old days".

When we had segregation?

No. Slavery!





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

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

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

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

Twelve!

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

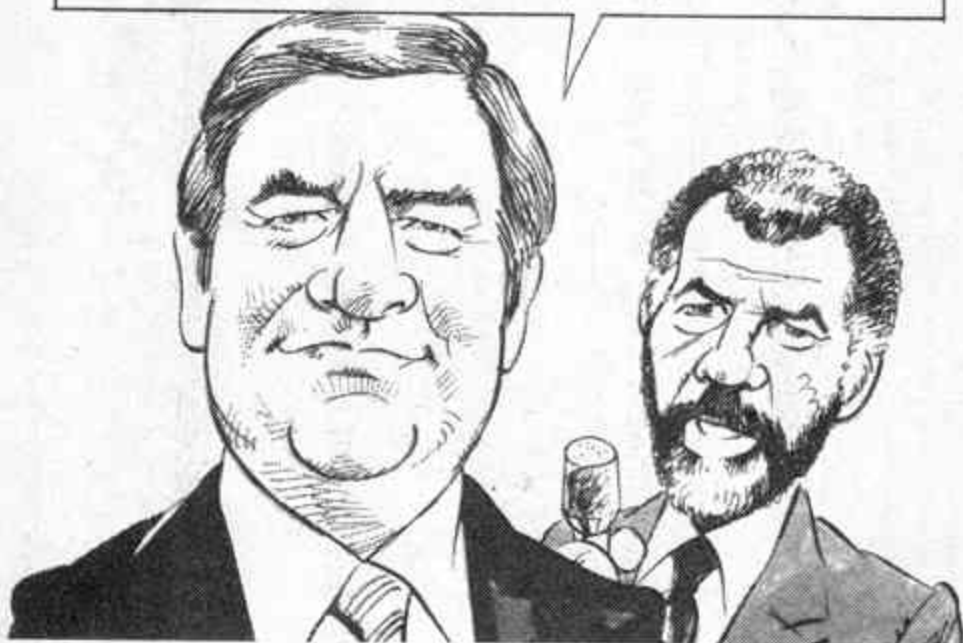


Times have **changed**! When He gave the Sermon On The Mount, they **didn't** have TV. He **didn't** need a **makeup man** or **writers** or **technicians**! Today, everything **costs**! I have to buy **TV time**, **computers**, **satellites**, **wardrobes**, all kinds of stuff! But I'm doing all this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

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

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

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



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

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

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

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

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

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

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

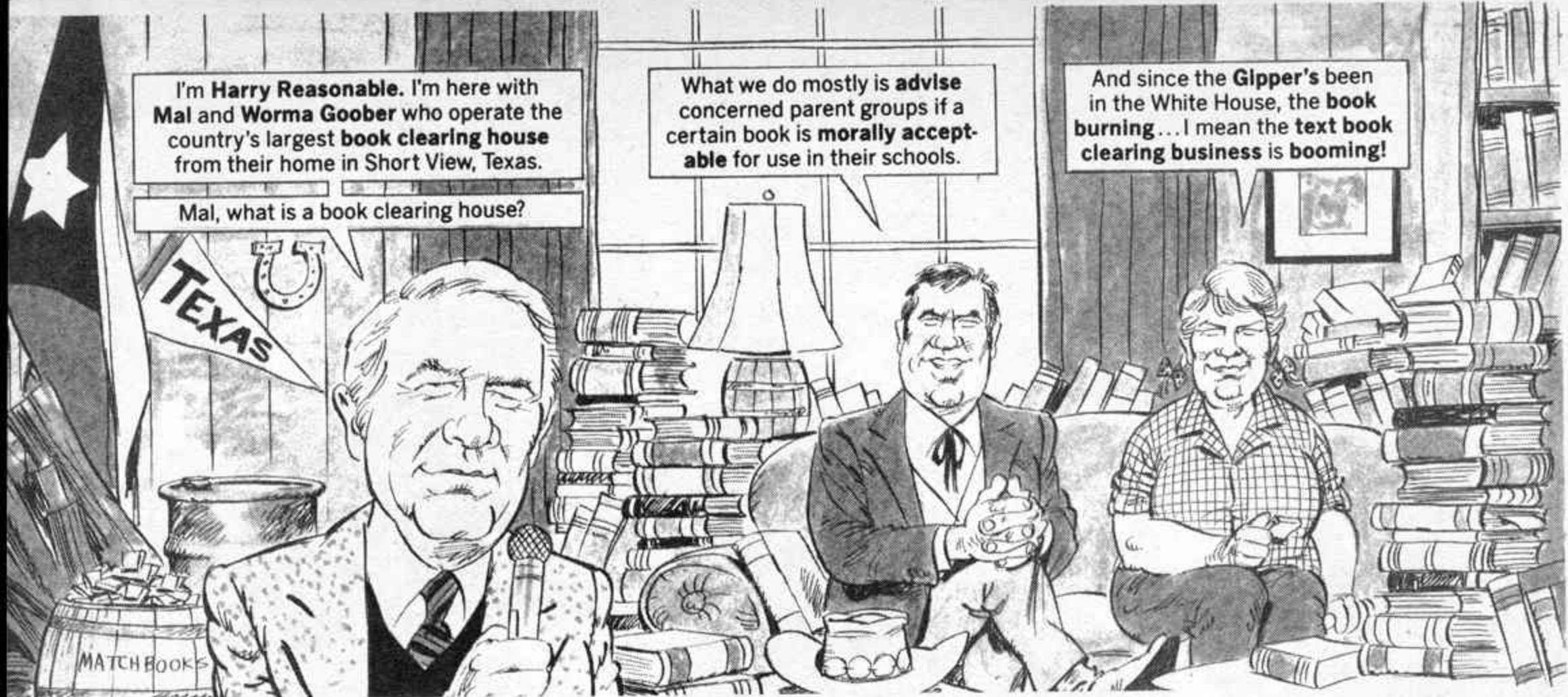


I'm **Harry Reasonable**. I'm here with **Mal** and **Worma Goober** who operate the country's largest **book clearing house** from their home in **Short View, Texas**.

Mal, what is a book clearing house?

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

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



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

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

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



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

And the publishers **comply**?

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

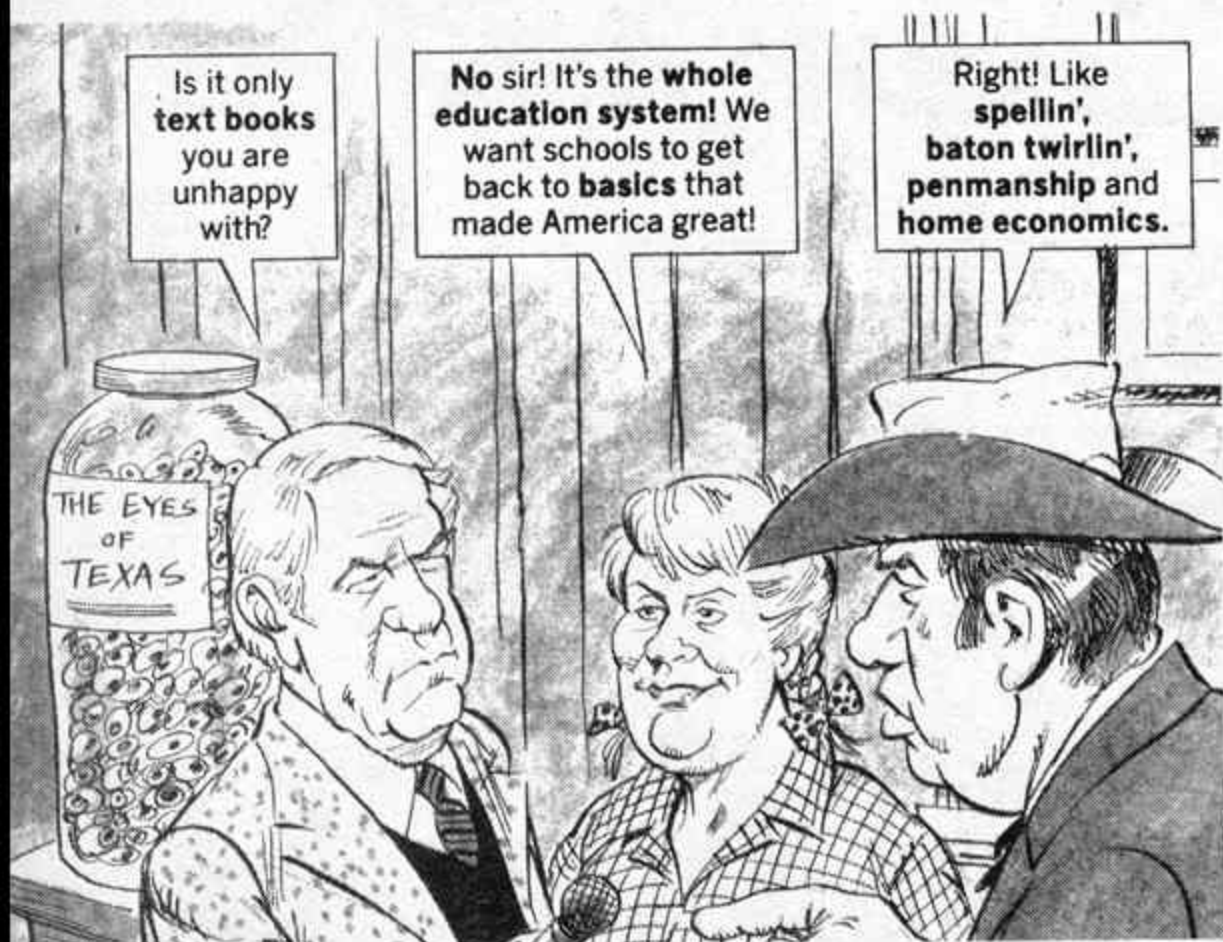
Of course! They have **no choice**! Where they gonna **sell** their book, in a drug store?



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

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

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



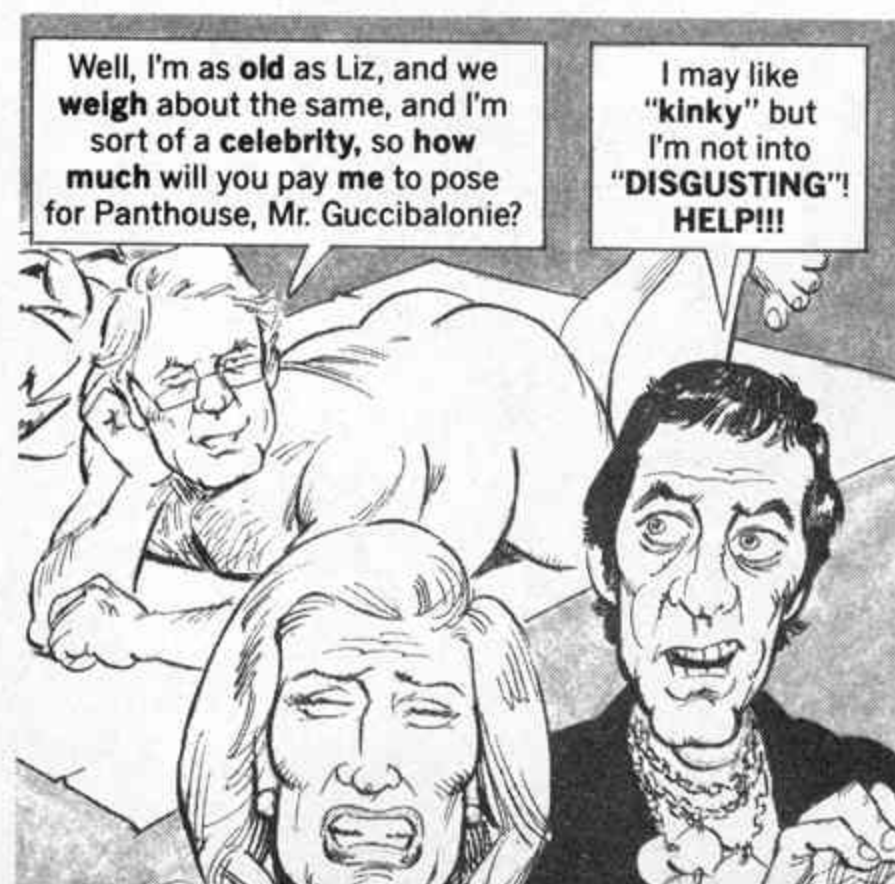
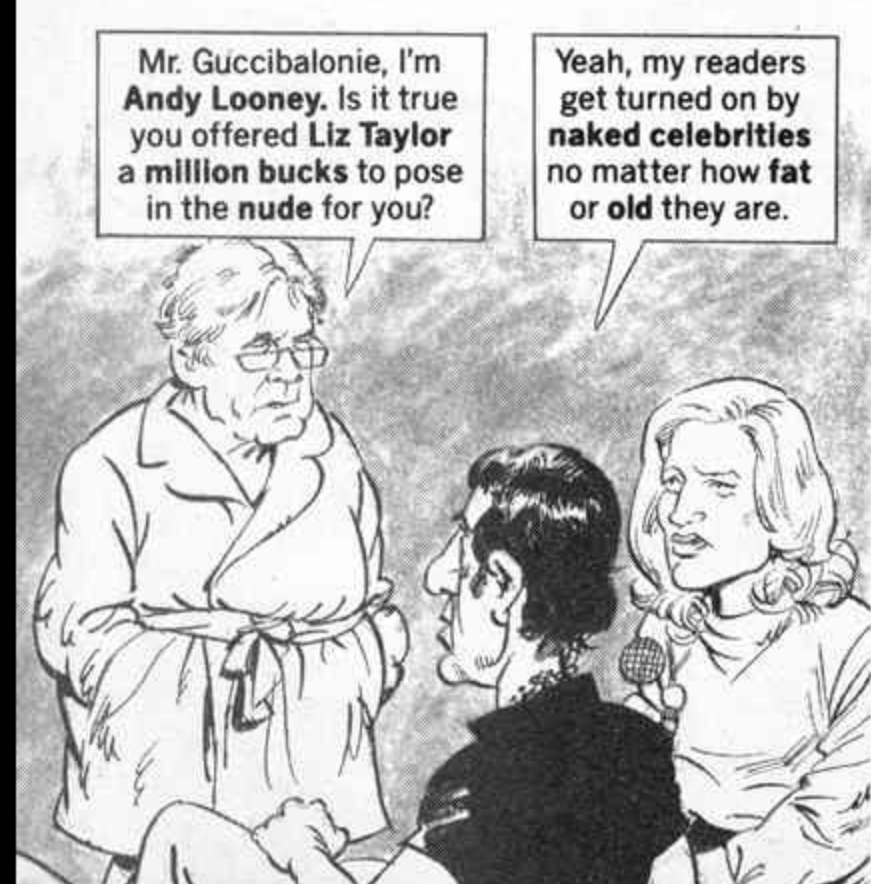
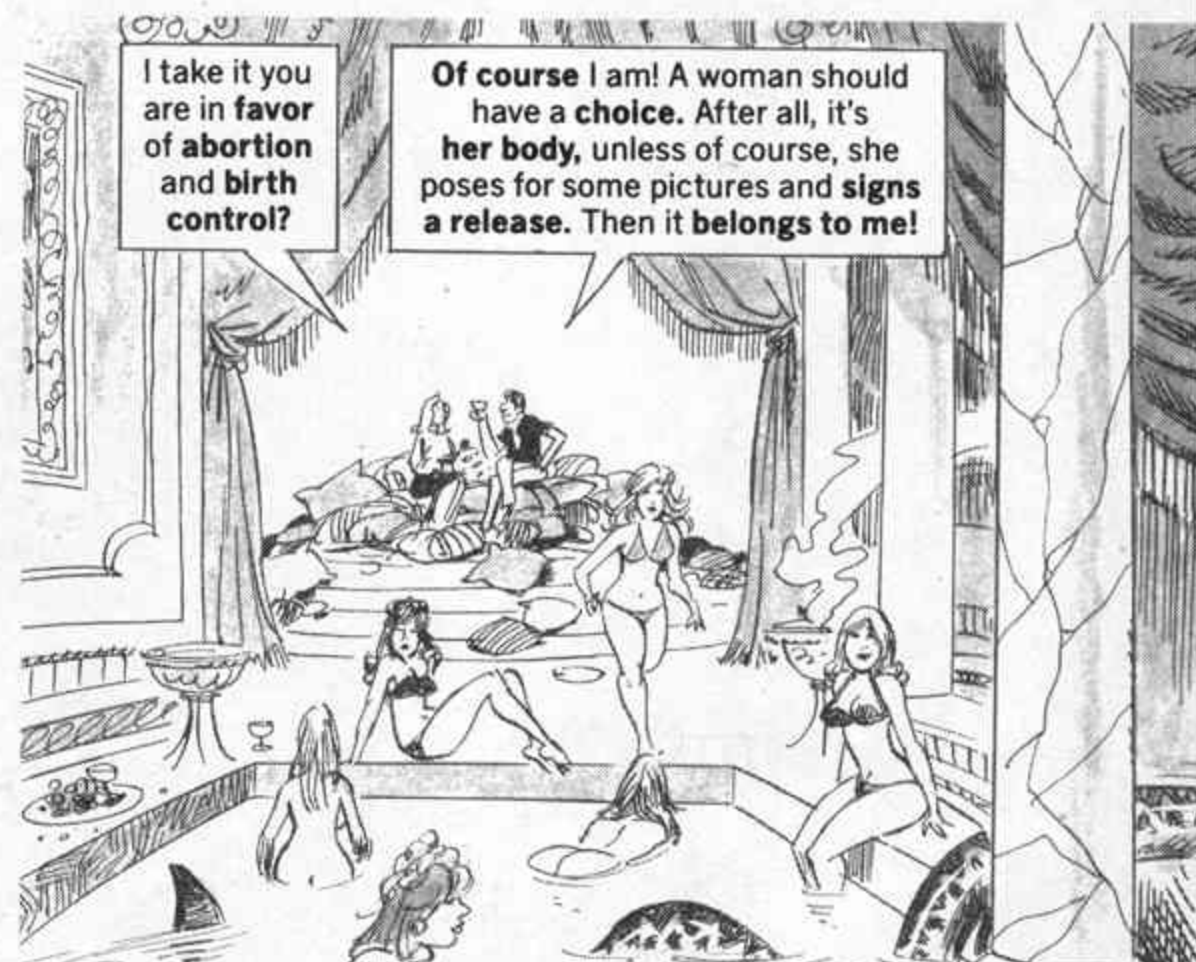
What about courses like **Creative Writing**?

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





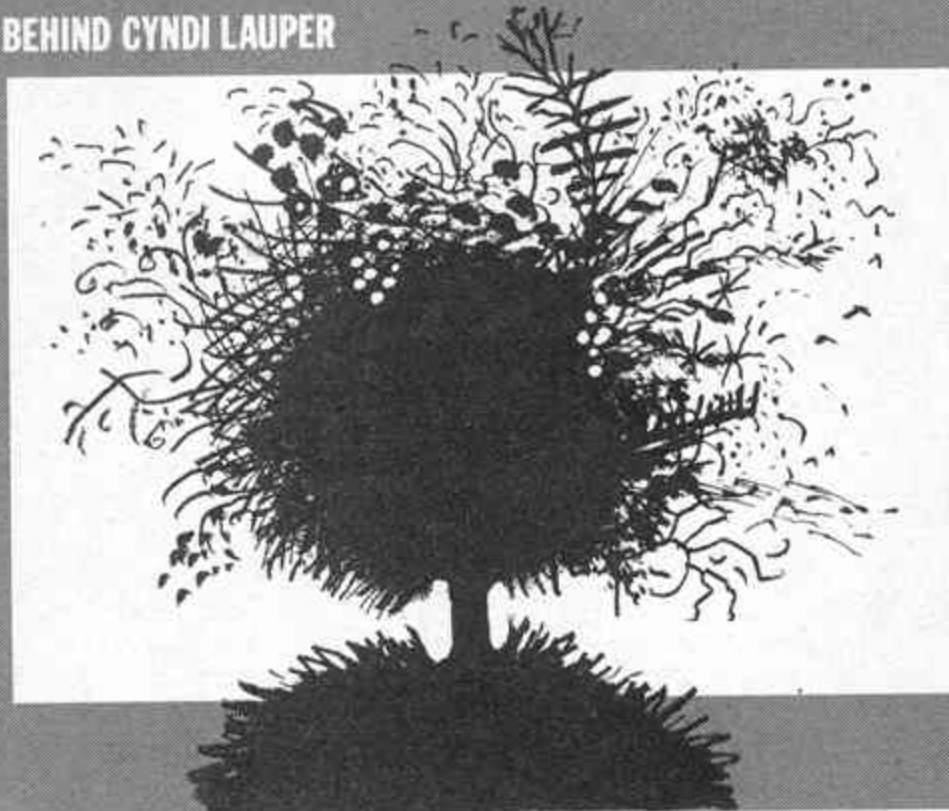
RASIPATI
HULLADEK
JATTEET
TABDID
TAKATAKA



BEHIND THE ODD-BALLS DEPT.

A FIELD GUIDE FOR SPOT

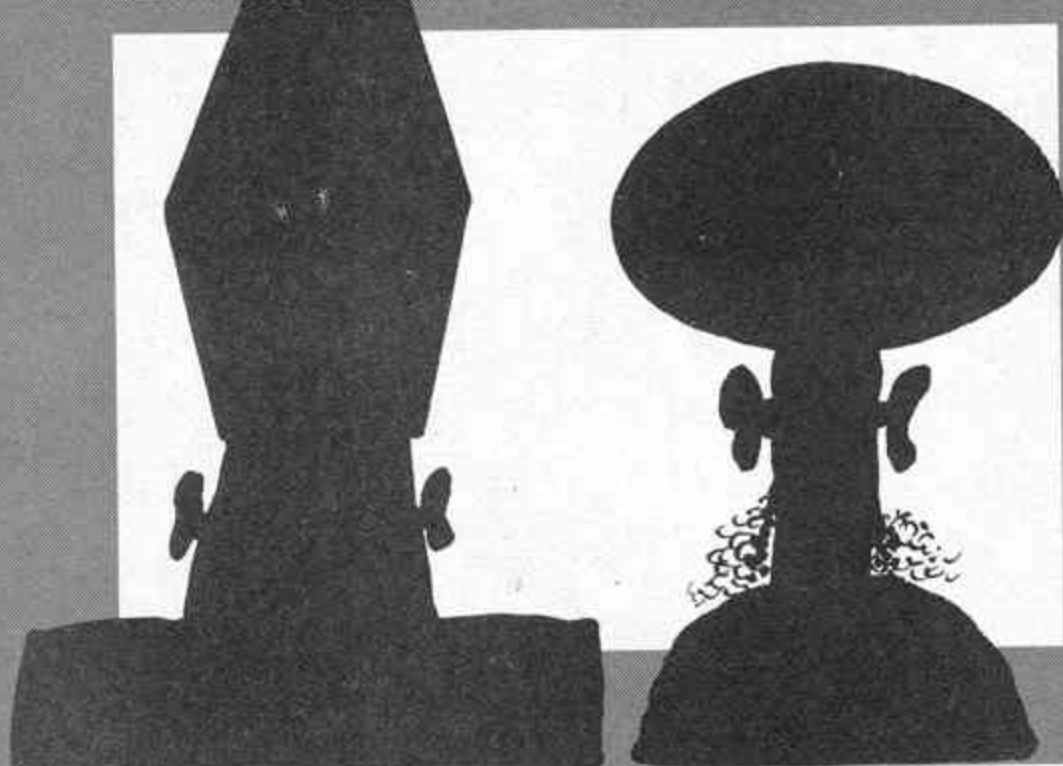
BEHIND CYNDI LAUPER



BEHIND PRINCESS DI AND PRINCE CHARLES



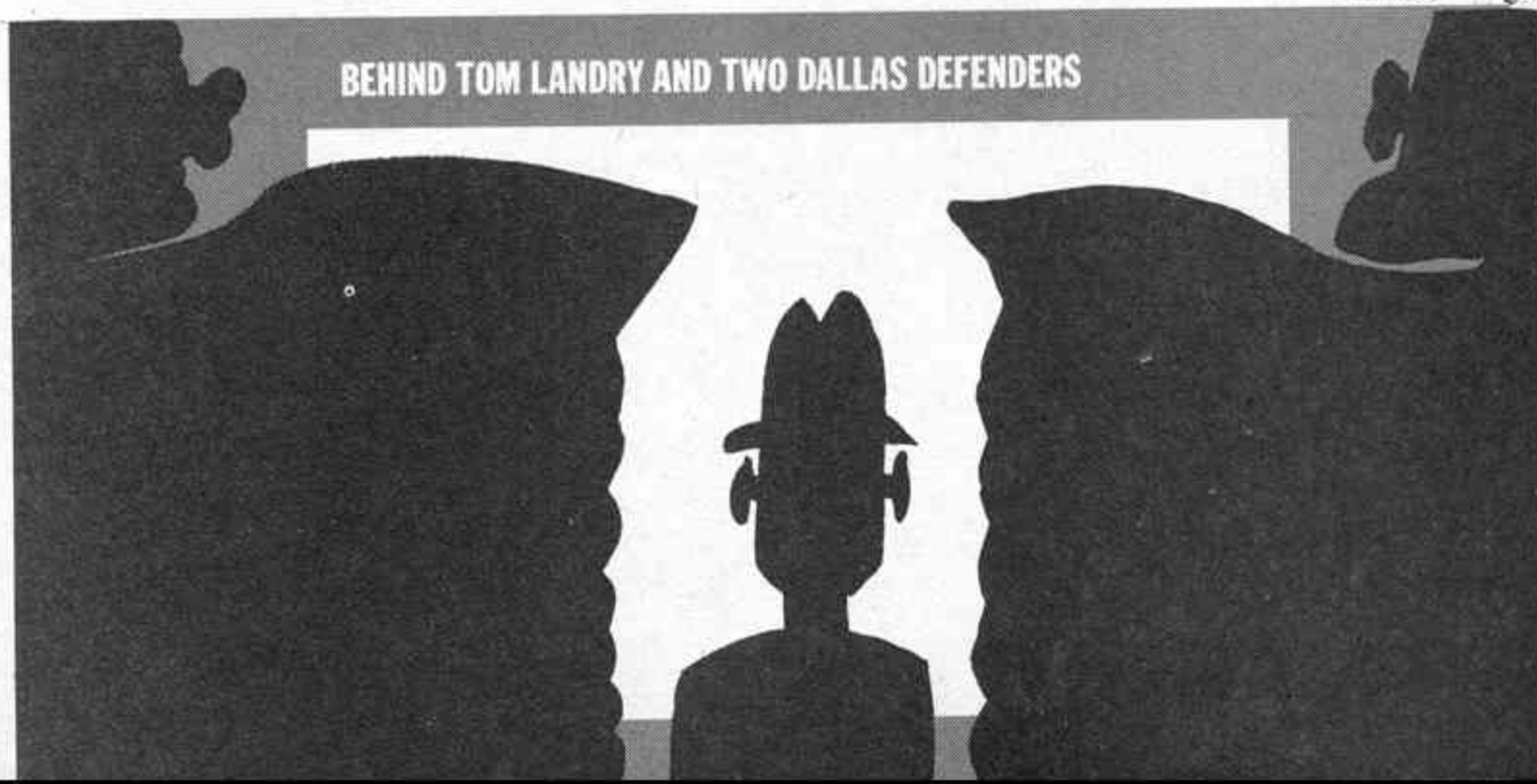
BEHIND THE POPE AND THE AYATOLLAH



BEHIND INDIANA JONES



BEHIND TOM LANDRY AND TWO DALLAS DEFENDERS

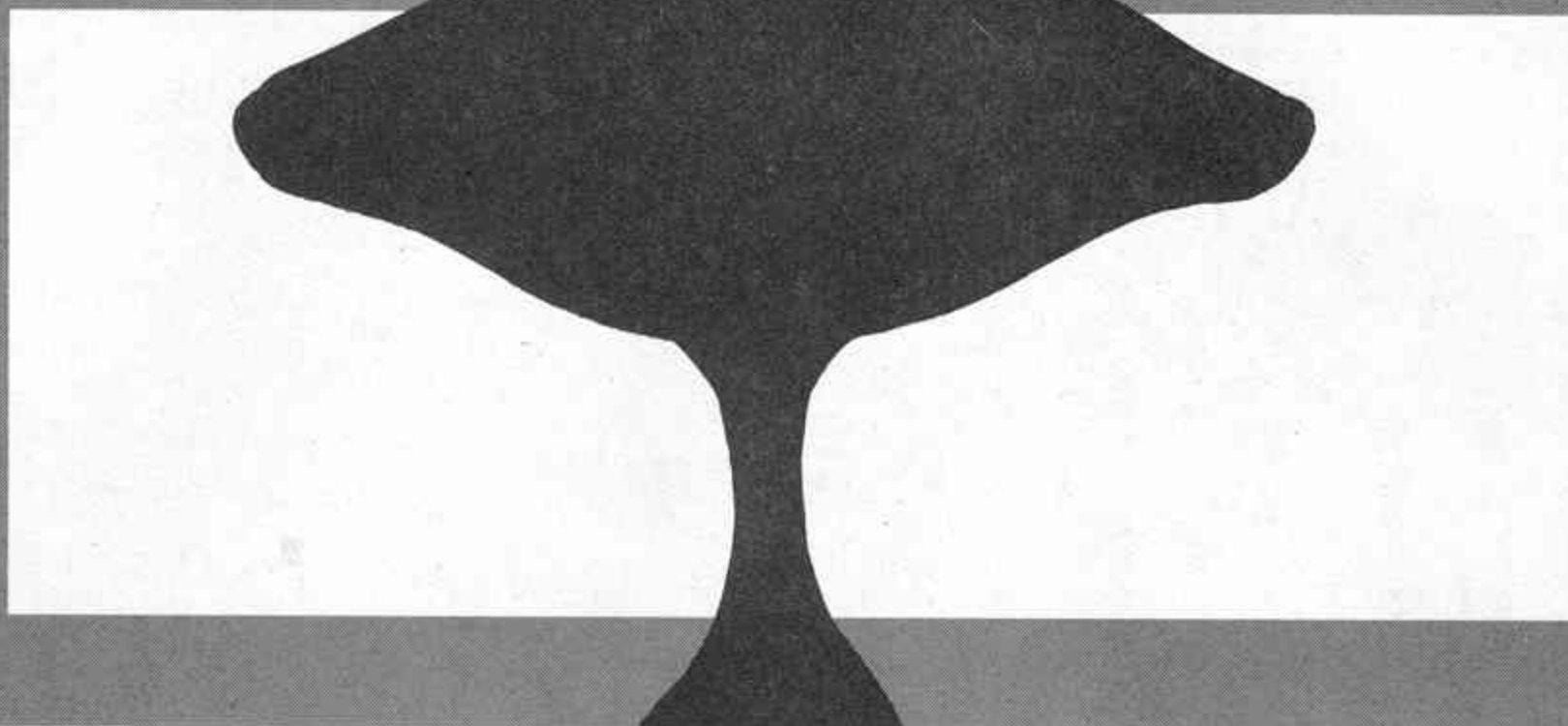


TING CELEBRITIES AT THE MOVIES

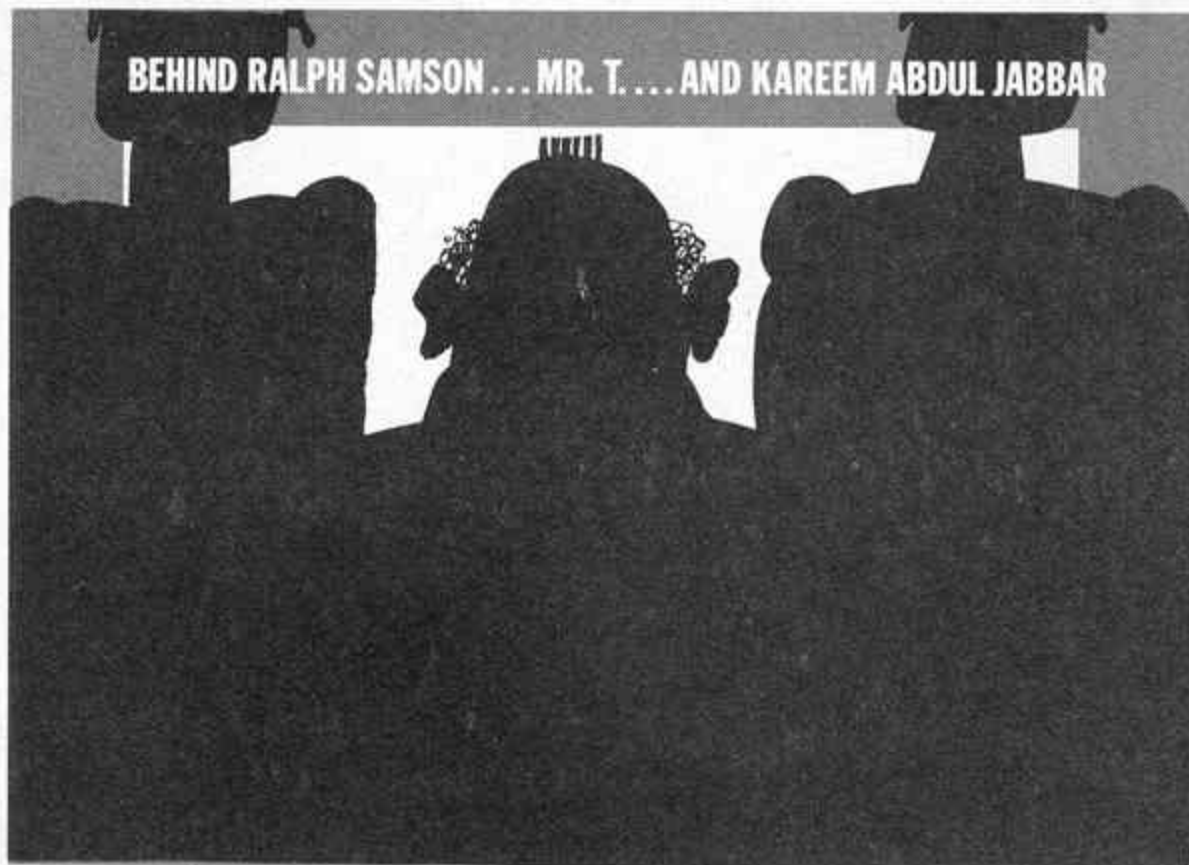
ARTIST AND WRITER: PAUL PETER PORGES



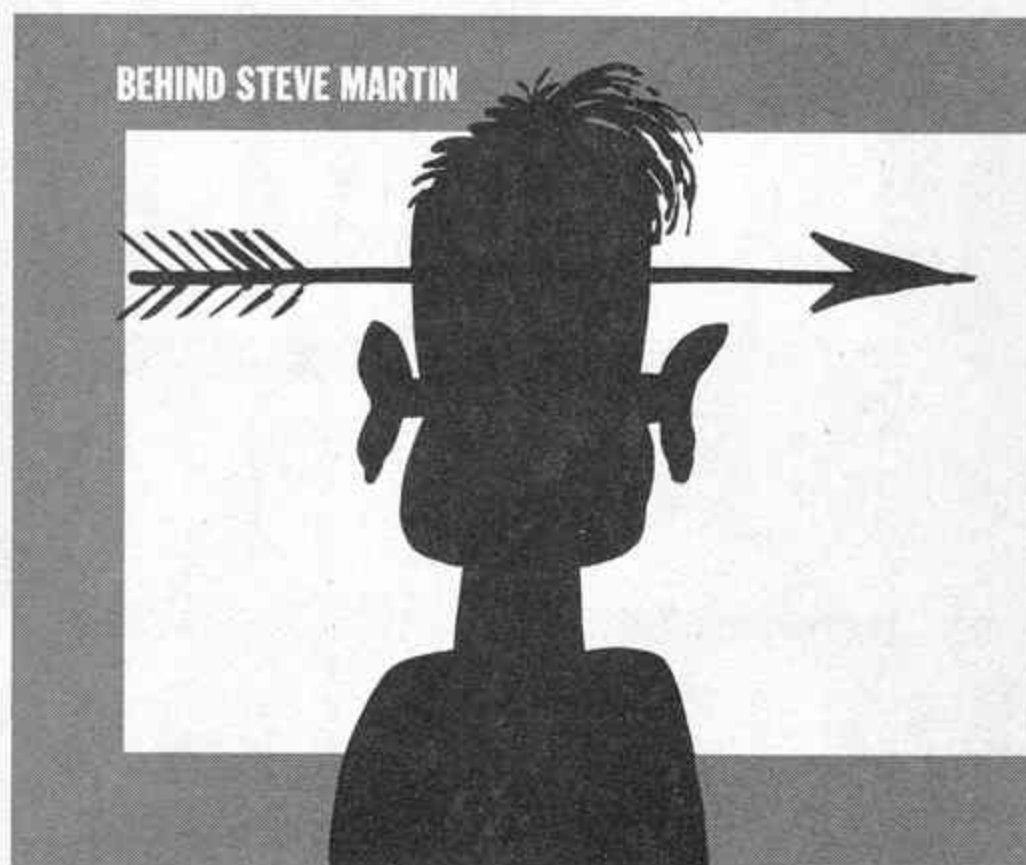
BEHIND E.T.



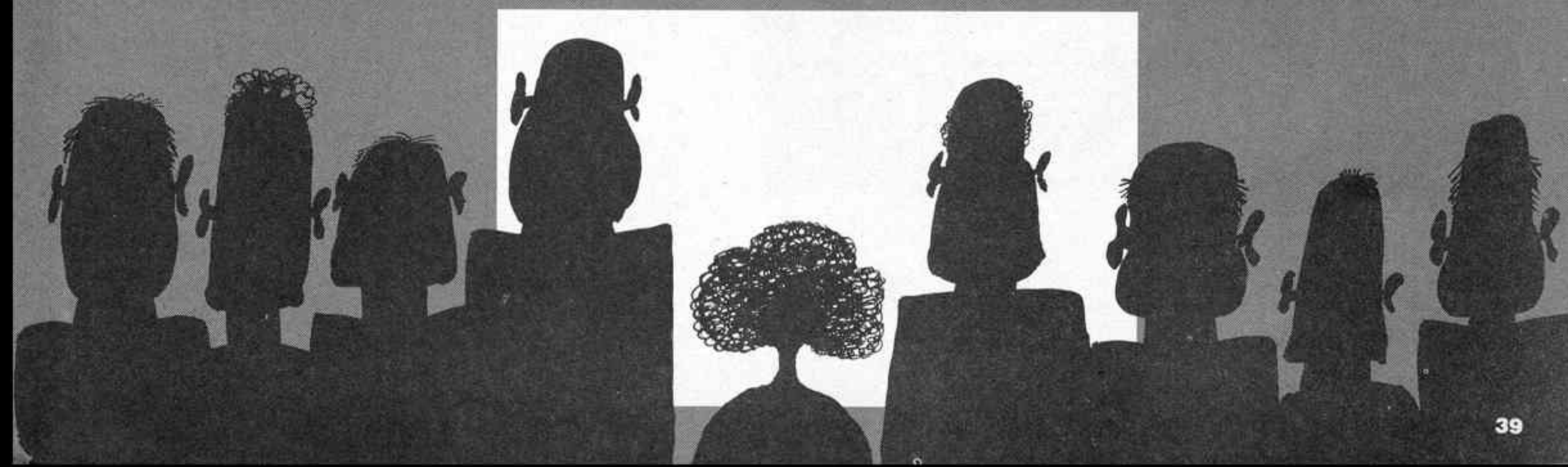
BEHIND RALPH SAMSON ... MR. T. ... AND KAREEM ABDUL JABBAR



BEHIND STEVE MARTIN



BEHIND THE U.S. SUPREME COURT



COMPILING IT ON AND ON DEPT.

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

MAD'S REALLY RELEVANT BOOK OF LISTS VOLUME 2

WRITER: FRANK JACOBS

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

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



10 STATEMENTS INSPIRING THE LEAST CONFIDENCE

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



THE 9 FAVORITE EXPRESSIONS USED BY INSURANCE ADJUSTORS

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



7 OFFERS OF ASSISTANCE WE'D RATHER NOT HEAR

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



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

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



7 UNIQUE WAYS TO TEST YOUR COURAGE

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



THE 10 LEAST BELIEVABLE PROPHECIES

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

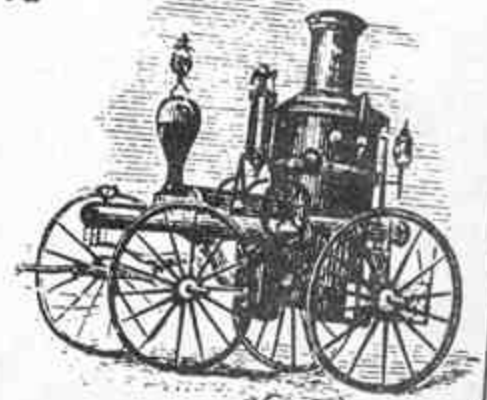


THE 9 LEAST EARTH-SHAKING HEADLINES

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

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

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



WASH BORED GAMES DEPT.

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

LAUNDROMAT BINGO

ARTIST: BOB CLARKE

WRITER: RURIK TYLER



OVER-LOADED MACHINE



TANGLED CARTS



ADVICE-SEEKER



TV ADDICT



TANGLED CLOTHES



QUARTER CHASER



QUARTER EATER



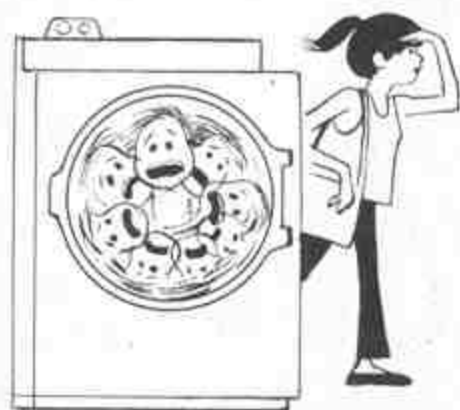
SHRUNKEN CLOTHES



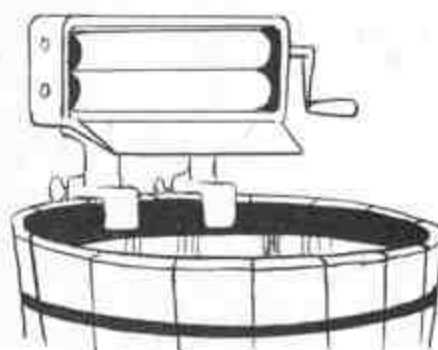
FIGHT OVER DRYER



DISGUSTING CHILD



MISSING CHILD



OLD MACHINES

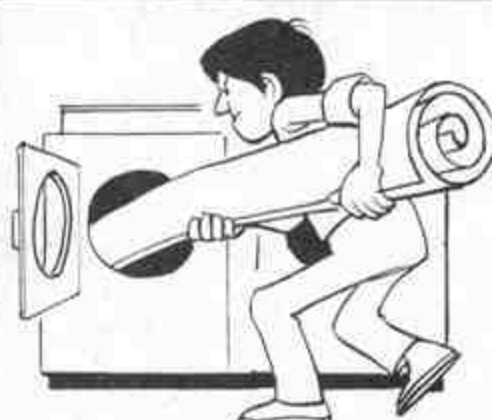


NEW MACHINES

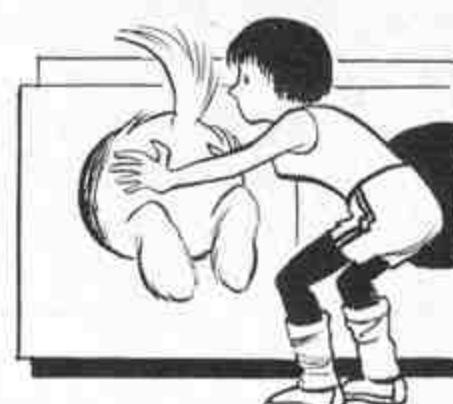


CLOTHES-FOLDER

**FREE
SPACE**



RUG WASHER



PET WASHER



LEAKS



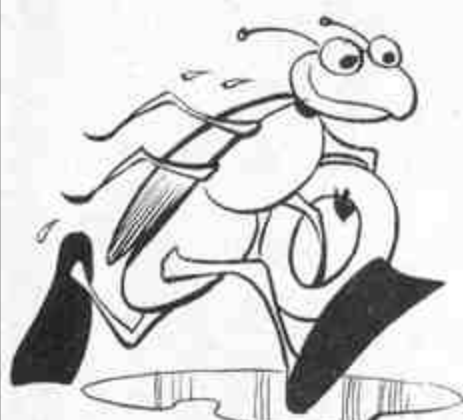
LOST SOCK



**OVERFLOWING
GARBAGE CAN**



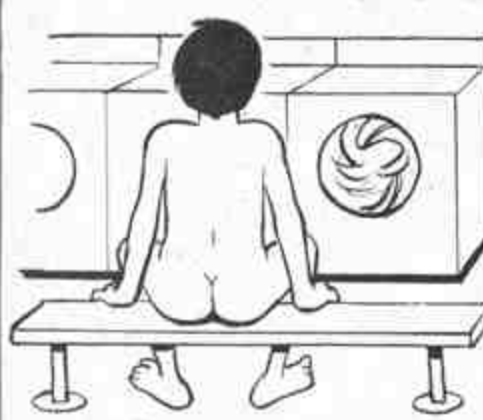
MISSPELLED SIGN



WATERBUG



LIGHT WATCHER

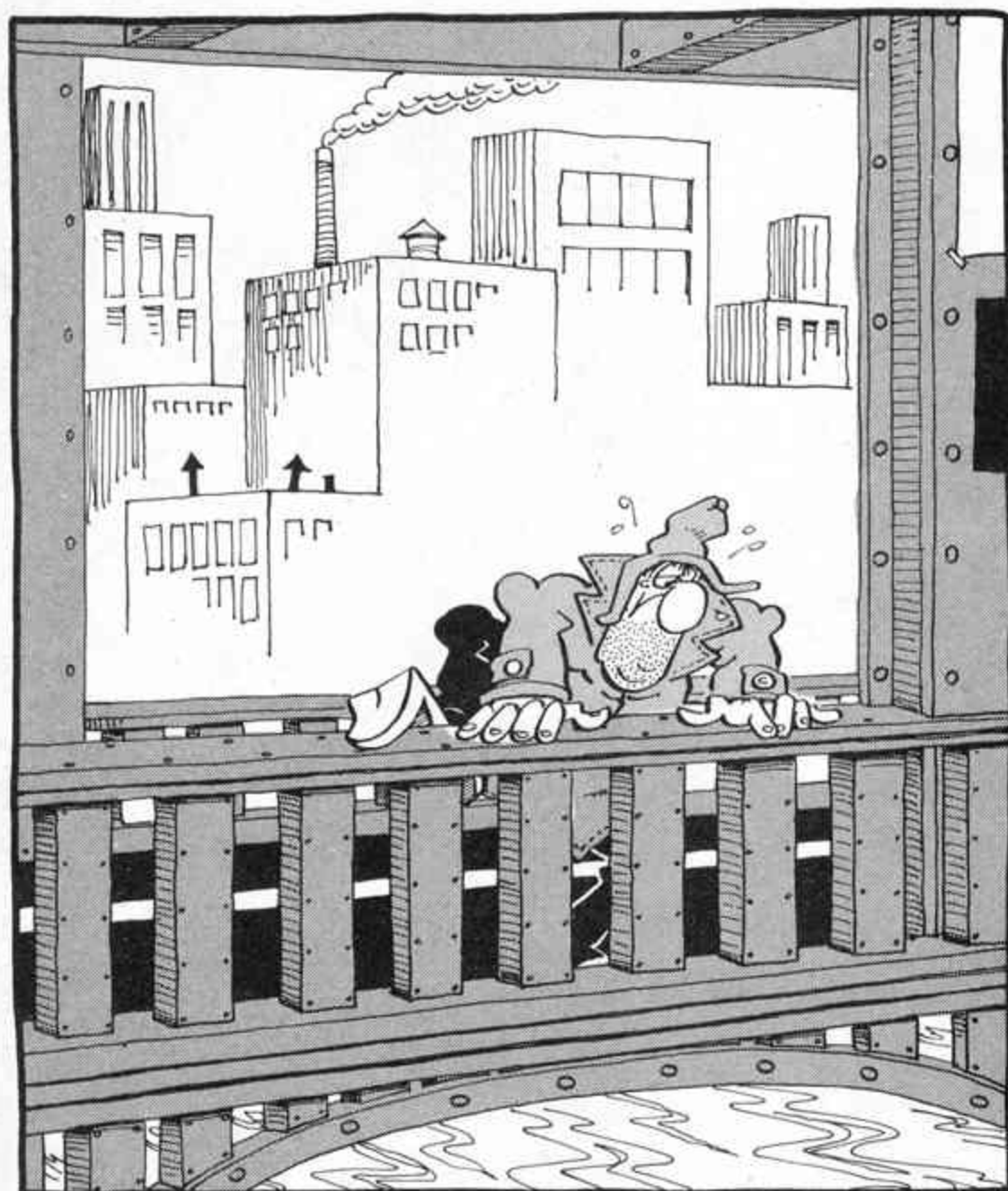


LAST MINUTE WASHER



WET SPOT

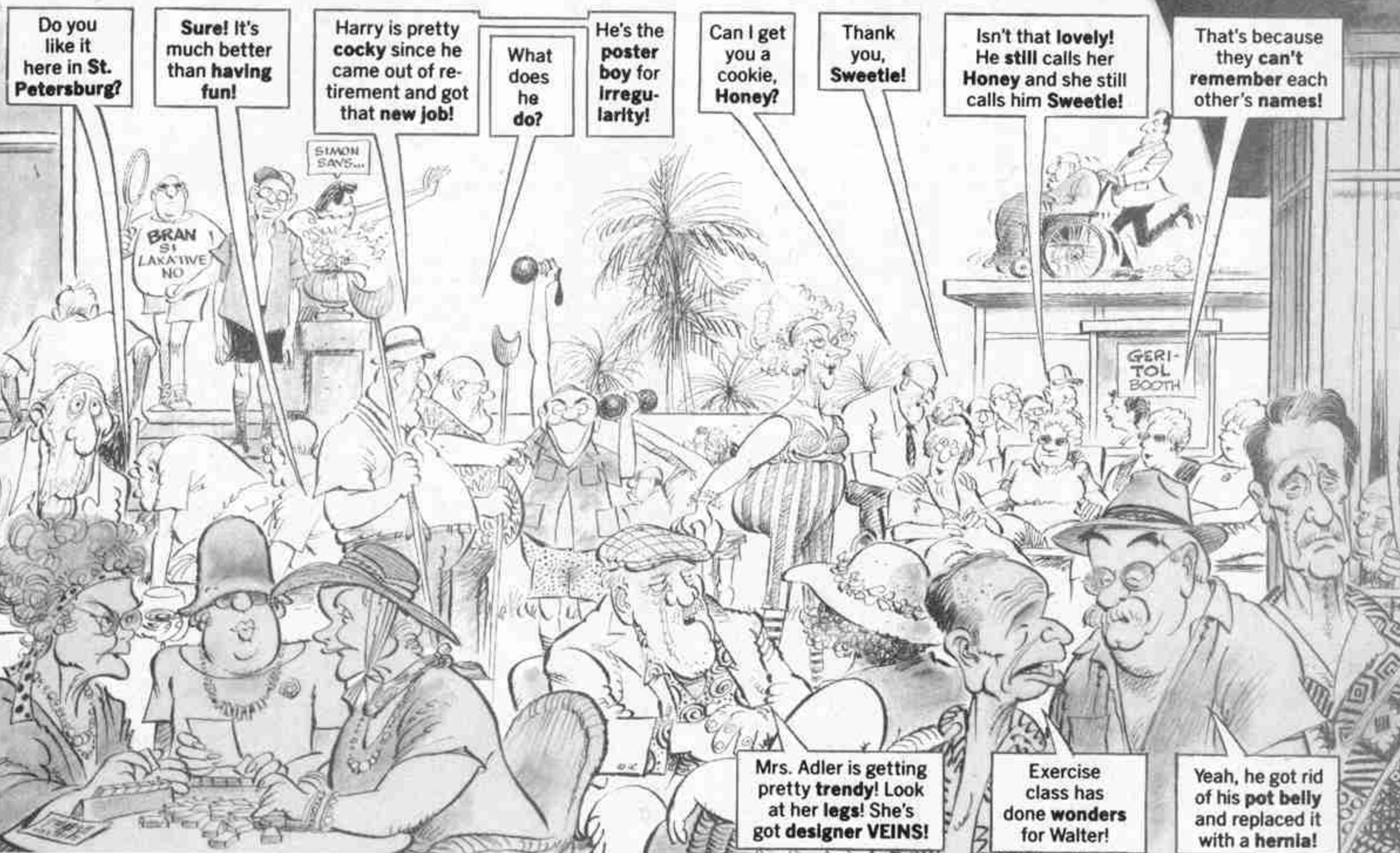
ONE NOT SO FINE DAY IN THE LIFE OF HAROLD QWERTY



NO POOL LIKE AN OLD POOL DEPT.

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

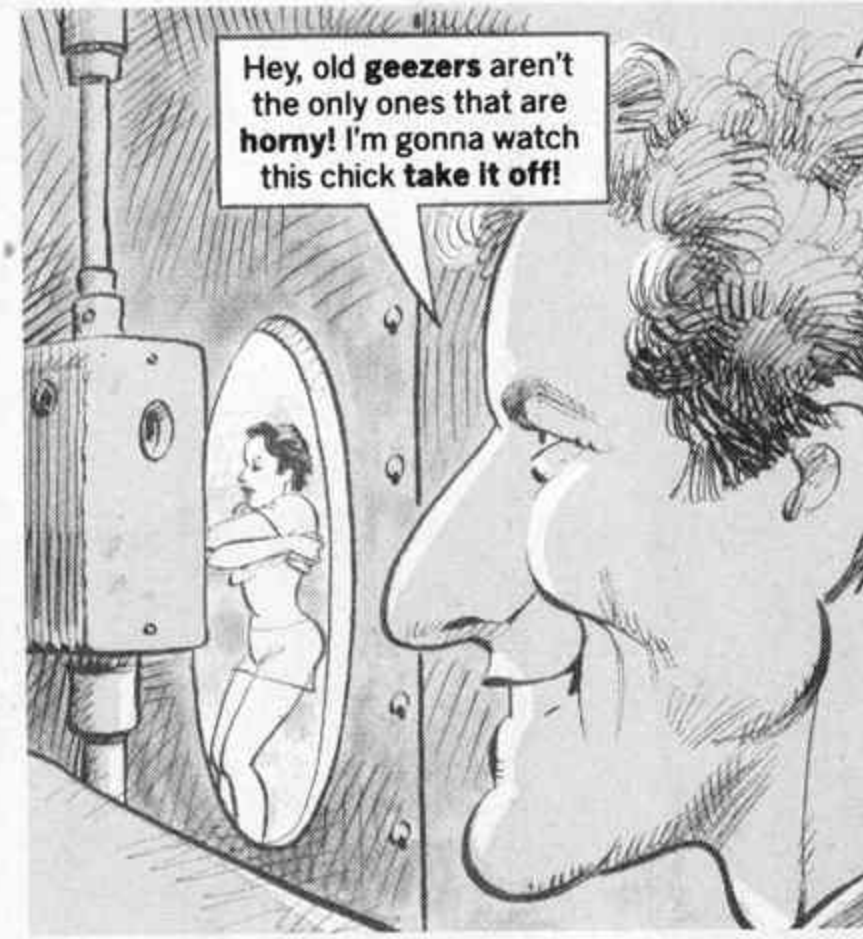
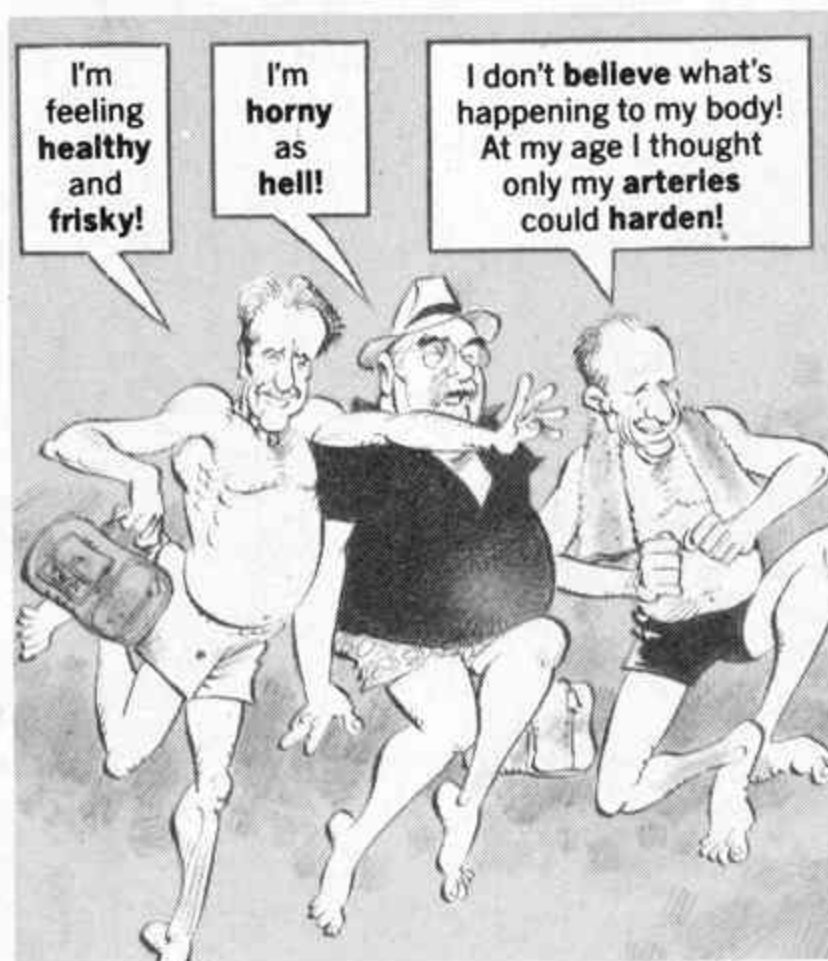
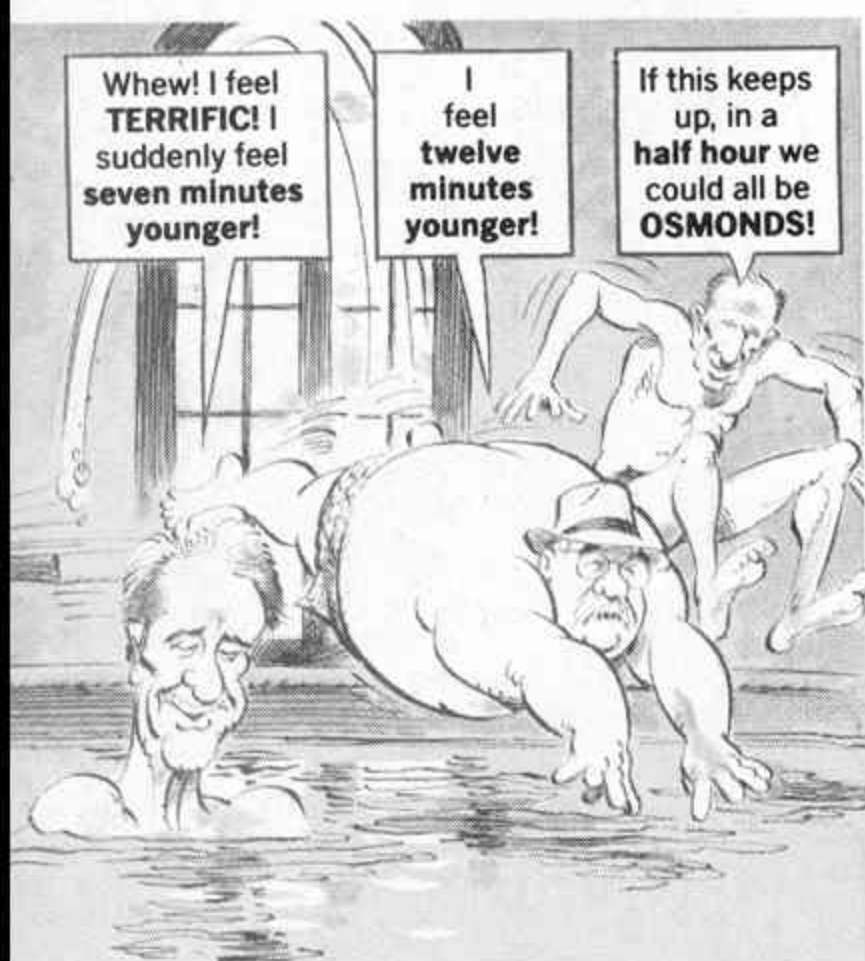
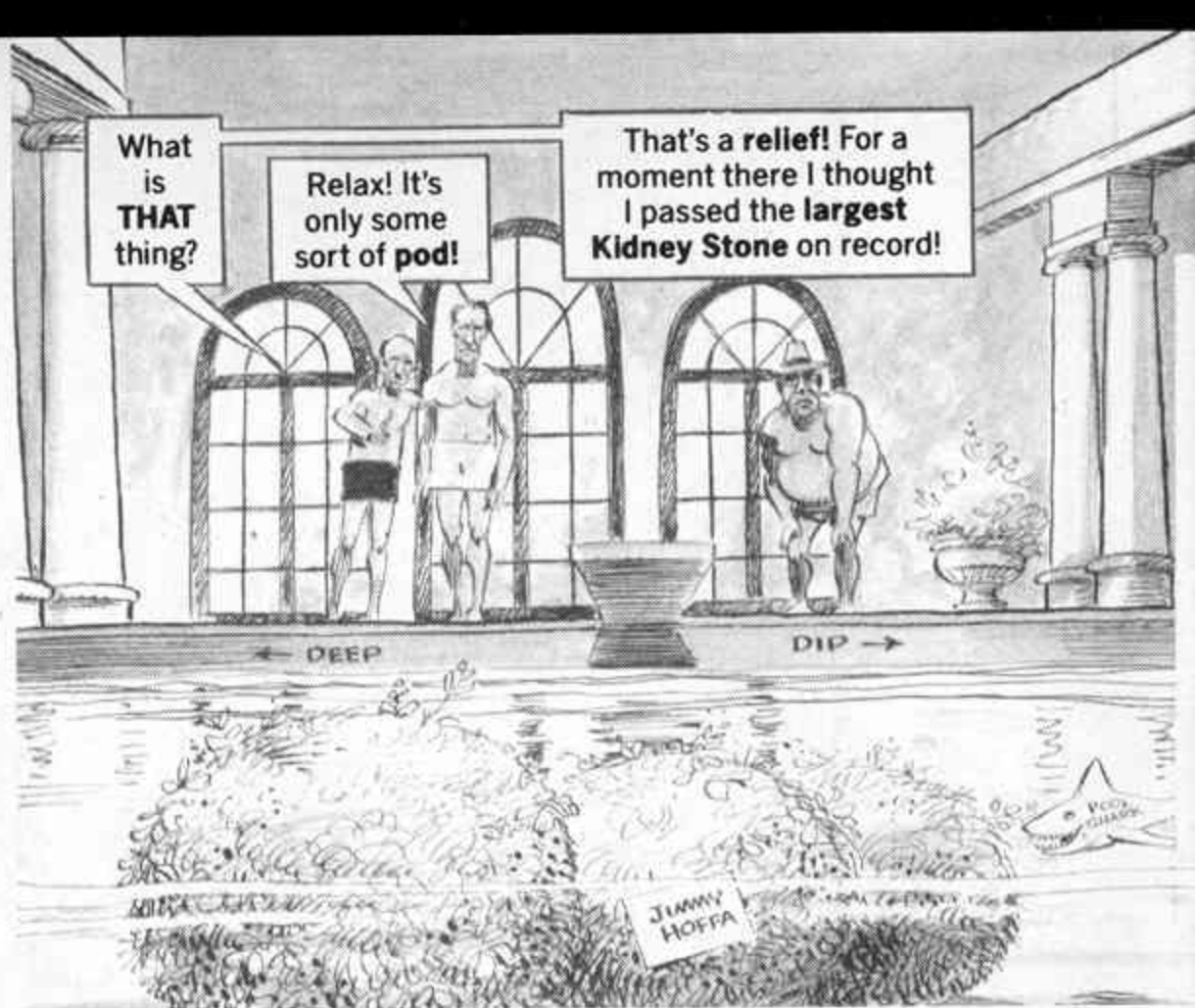
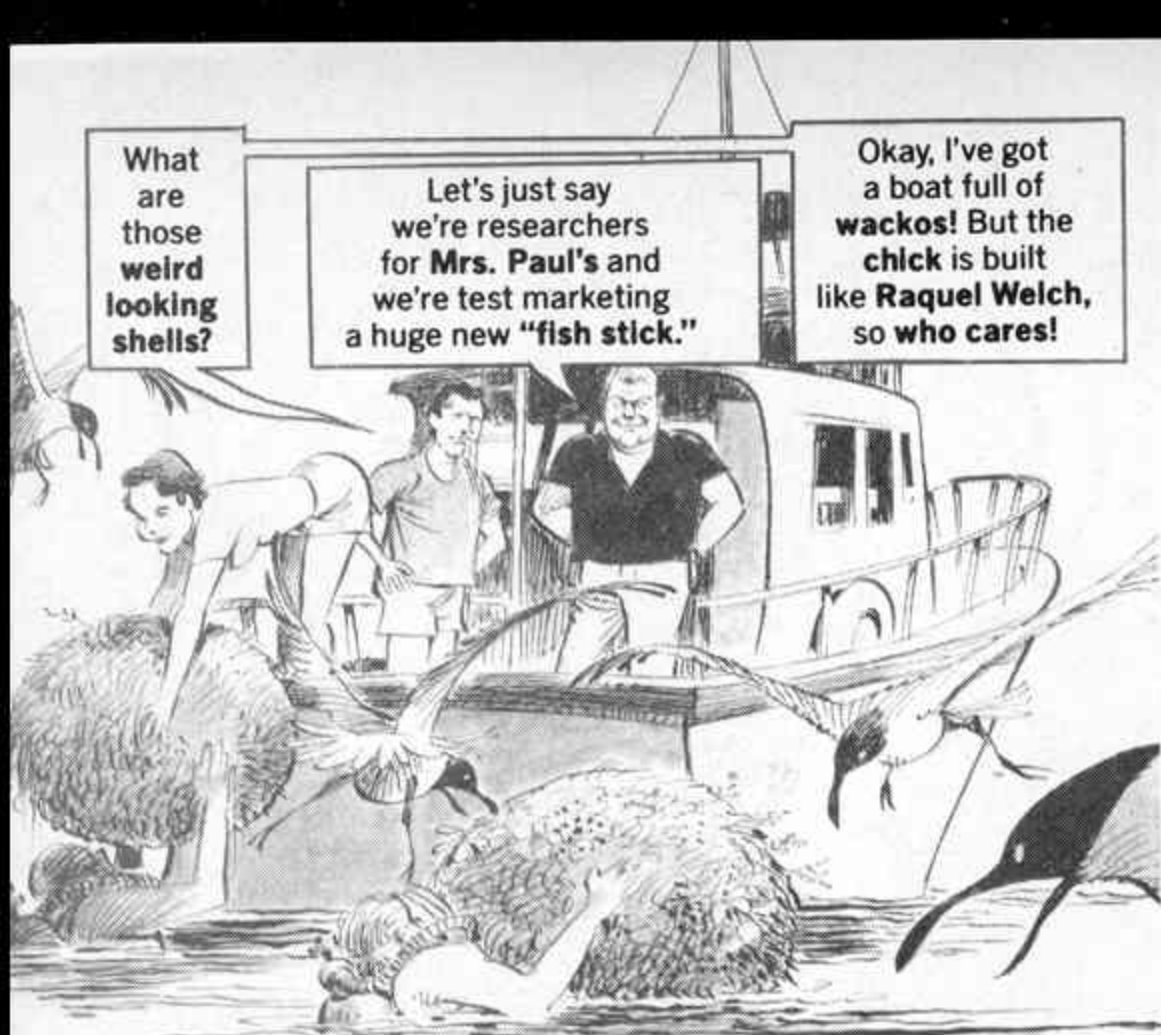
KOOKOON

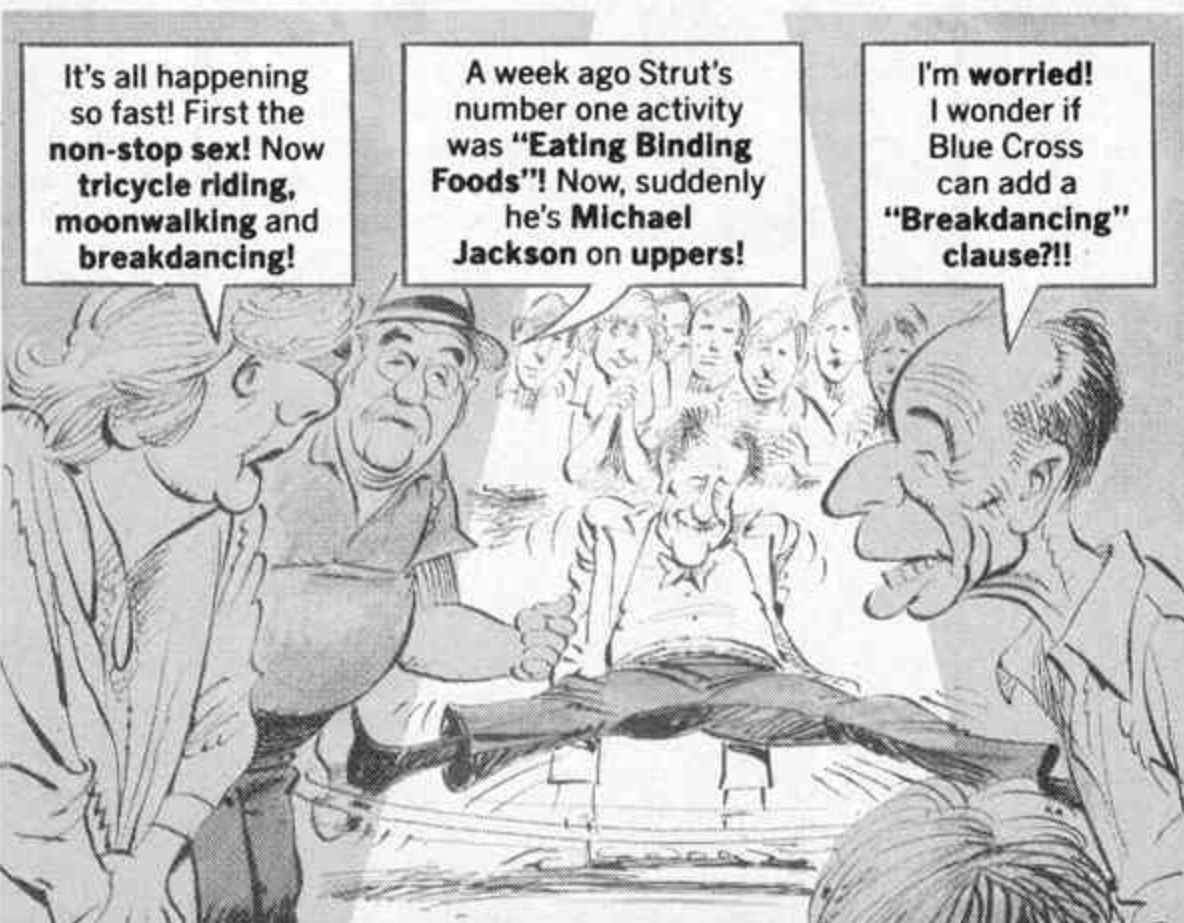
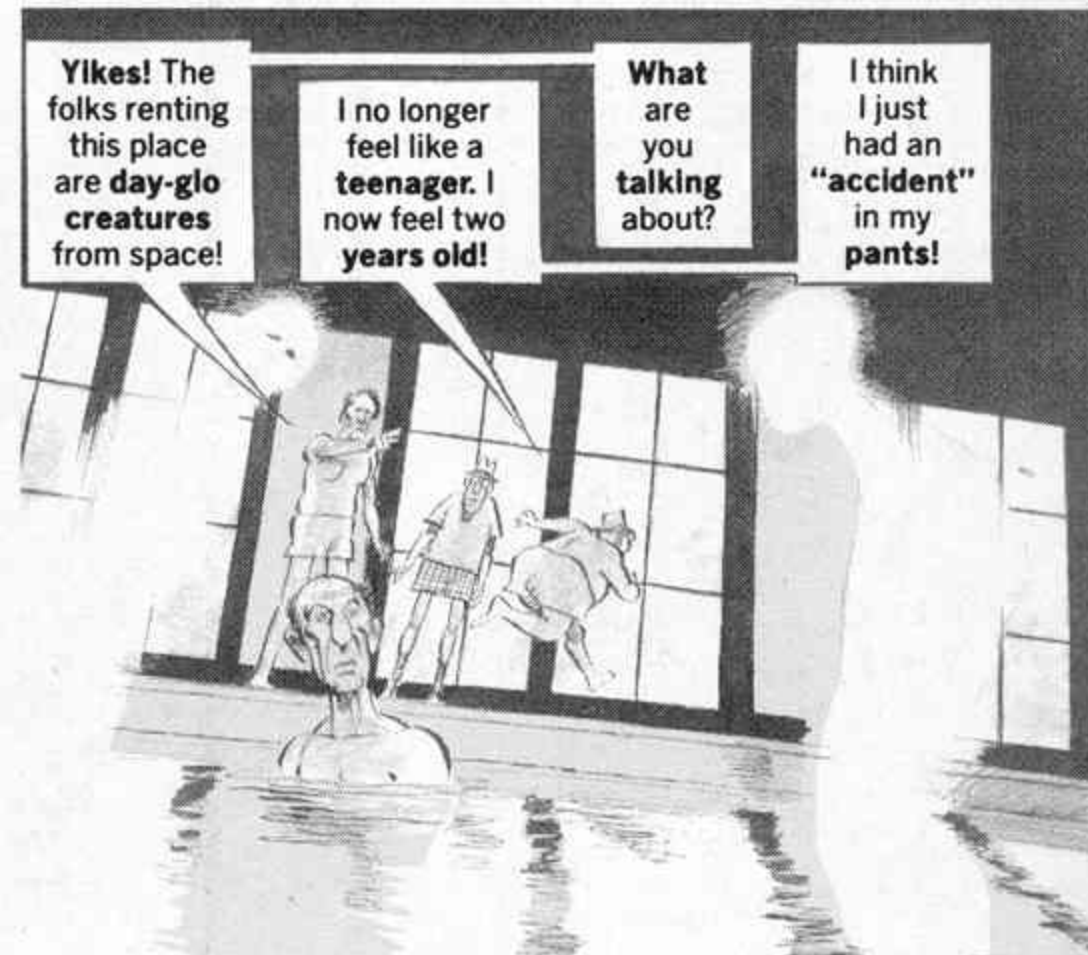
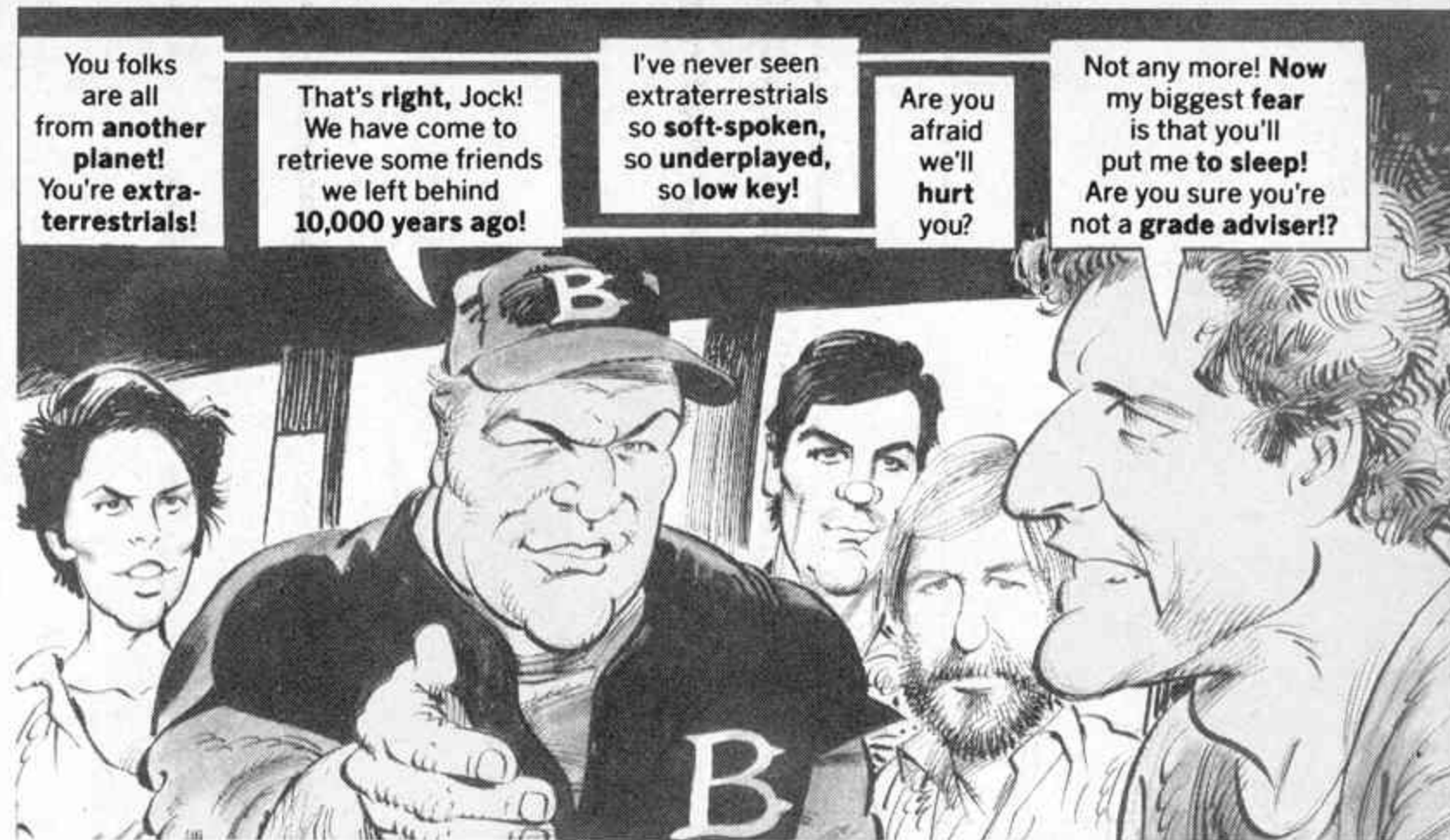


WRITER: ARNIE KOGEN

ARTIST: MORT DRUCKER







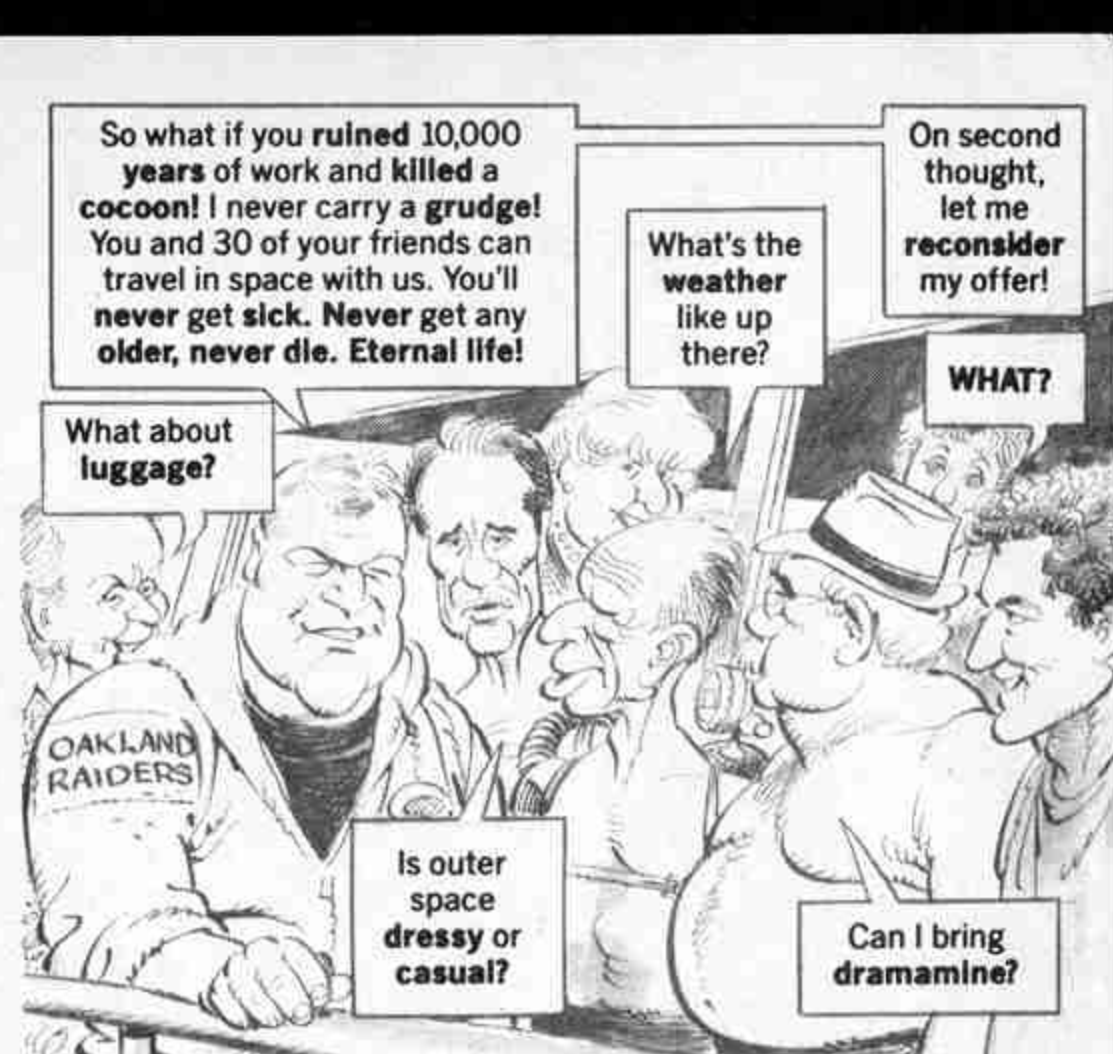


The secret is out! They've discovered our **Fountain of Youth!**

It's **rejuvenation mania!** Every oldster in the nursing home wants to be **eighteen again!**

It's a **madhouse!** What began as a **tender, charming film** has turned into **PORKY'S... PART FOUR!**

Get out...! All of you...! You're **trespassing!**



So what if you ruined **10,000 years of work** and killed a **cocoon!** I never carry a **grudge!** You and 30 of your friends can travel in space with us. You'll never get sick. Never get any older, never die. **Eternal life!**

What's the **weather** like up there?

On second thought, let me **reconsider** my offer!

WHAT?

What about **luggage?**

Is outer space **dressy or casual?**

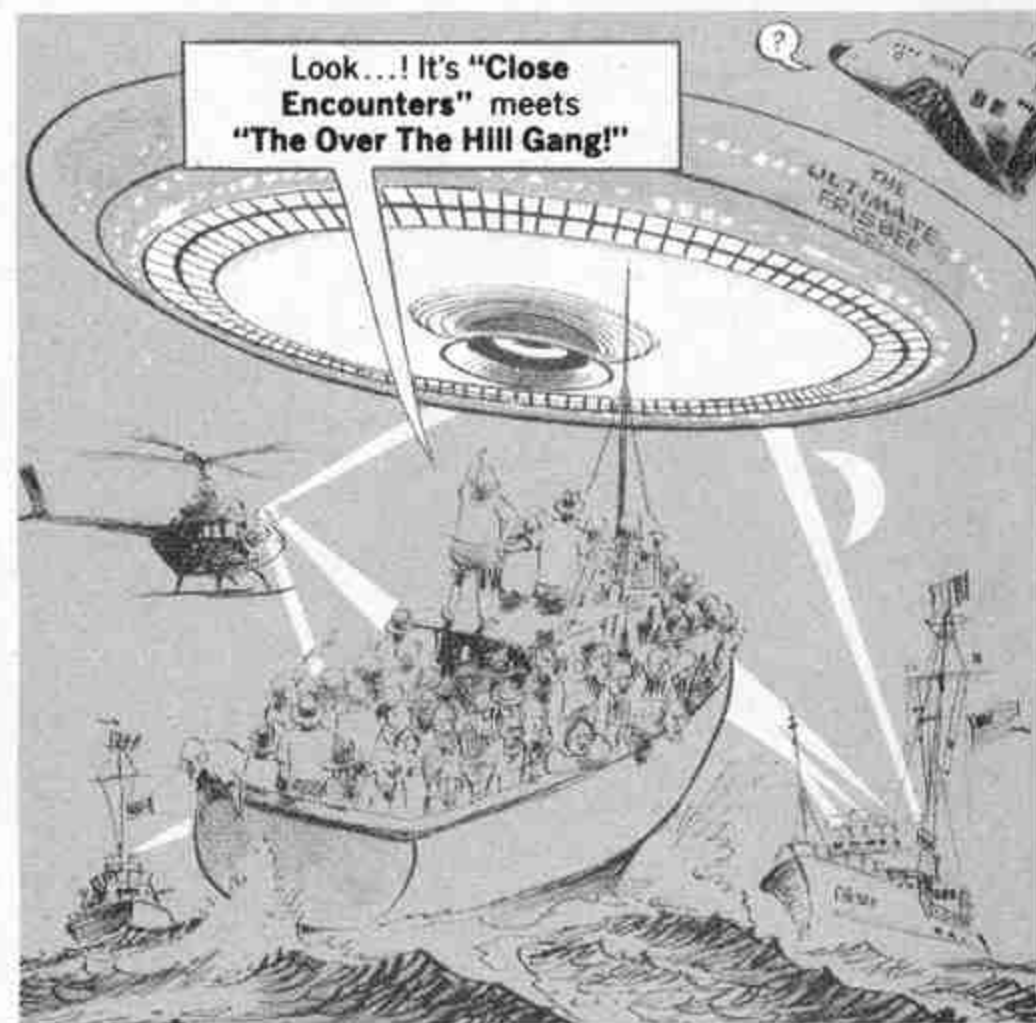
Can I bring **dramamine?**



Timmy, grandpa's thinking about going away to a **far away place** for a long time. But I'm not sure because I'll miss you...and some **other things** here on earth.

Y'mean like **Cyndi Lauper videos** and **cheese whiz** and **punk haircuts** and **fabric softeners** and **Phil Donahue** and...

Excuse me! I better **hurry and pack!**



Look...! It's **"Close Encounters"** meets **"The Over The Hill Gang!"**



Here's a **pile of money.** Thanks for your help and use of your **boat!**

Wait, maybe I should go with you! I'm in **big trouble** with the Coast Guard. They think I'm **responsible** for the **deaths of 30 old people!**

Stop worrying! We've been on earth long enough to see that a **pile of money** can **buy you out** of any trouble that you're in!

This is it! The ultimate **happy ending!** **IMMORTALITY!**

You call this **HAPPY!** Do you realize the **message** of this film? There's absolutely **NO HOPE** for old people on earth unless they happen to meet **extraterrestrials!**

And **DULL** extraterrestrials at that! My God! This really **COULD** be an **ETERNITY!**

TERRESTRIALS EARLY BIRD SPECIAL

ENTER

INFINITE...

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

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

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



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST AND WRITER:
AL JAFFEE

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

A▶

◀B

