

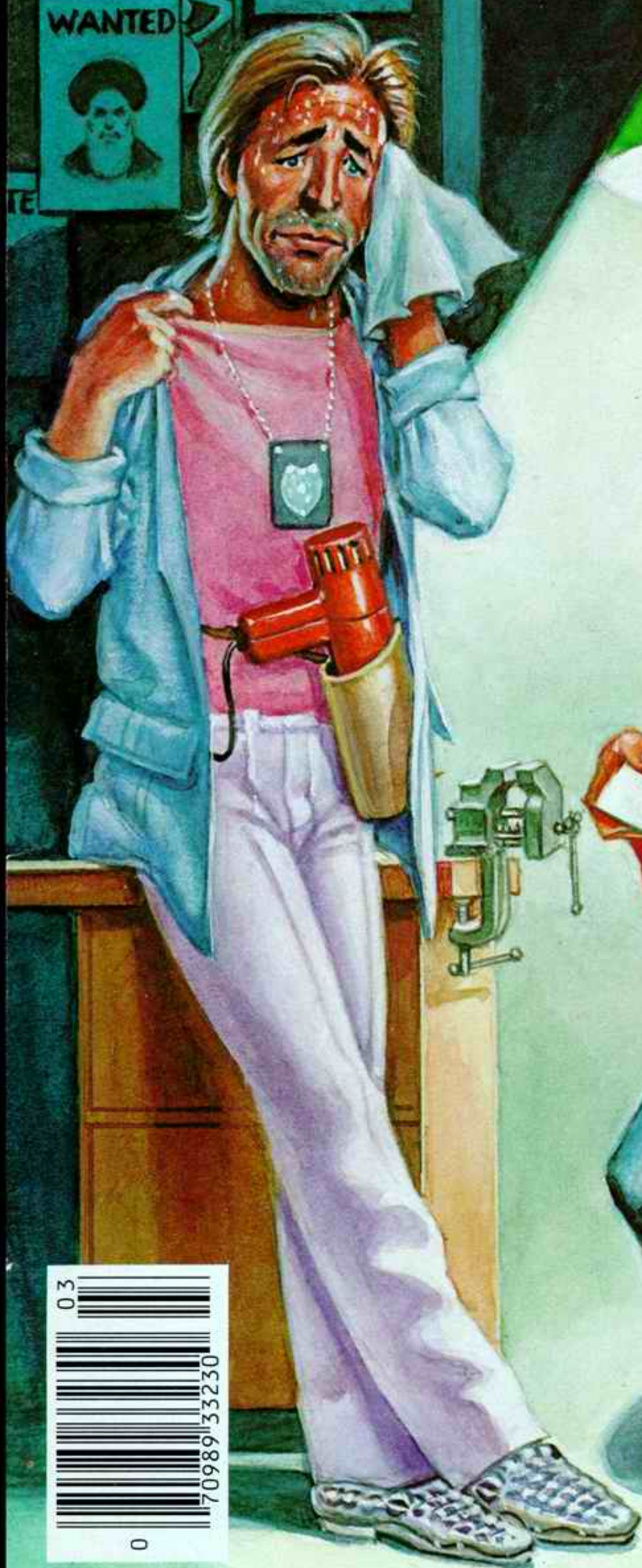
MIAMI VICE • MURDER SHE WROTE

No.  
261  
March  
1986

# MAD

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VICE



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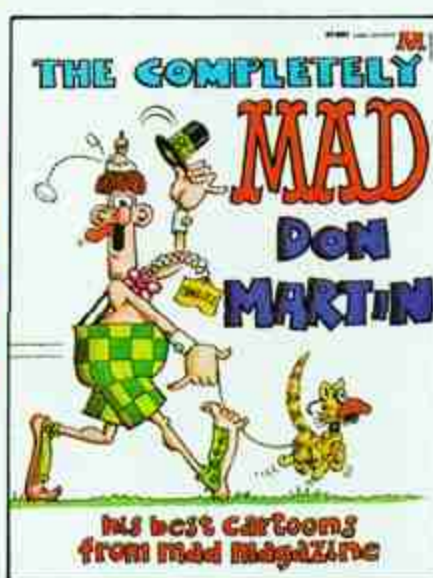
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# MAD

"One of the most strenuous exercises is putting the thought of food to the back of your mind!"  
—Alfred E. Neuman

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**CONTRIBUTING ARTISTS AND WRITERS**

*the usual gang of idiots*

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COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN

COVER IDEA: REYNALDO CRUZ

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## VITAL FEATURES

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(A MAD  
TV SATIRE)  
Pg. 4



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**"ZONK ME OUT AT**  
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## SCHOOL CANCELLER

Please cancel Eisenhower Elementary School's subscription to MAD Magazine. It was unknowingly ordered without previewing it first. The magazine is extremely risqué and unsuitable. It should be excluded from the order list for magazines for elementary schools. Thank you.

Cathy Berk Harper  
Imc Clerk  
Eisenhower Elementary School  
Flint, MI

**You're right! But we never claimed MAD was suitable for Imc clerks in the first place!—Ed.**

**Please Address All Correspondence To:  
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New York, New York 10022**

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

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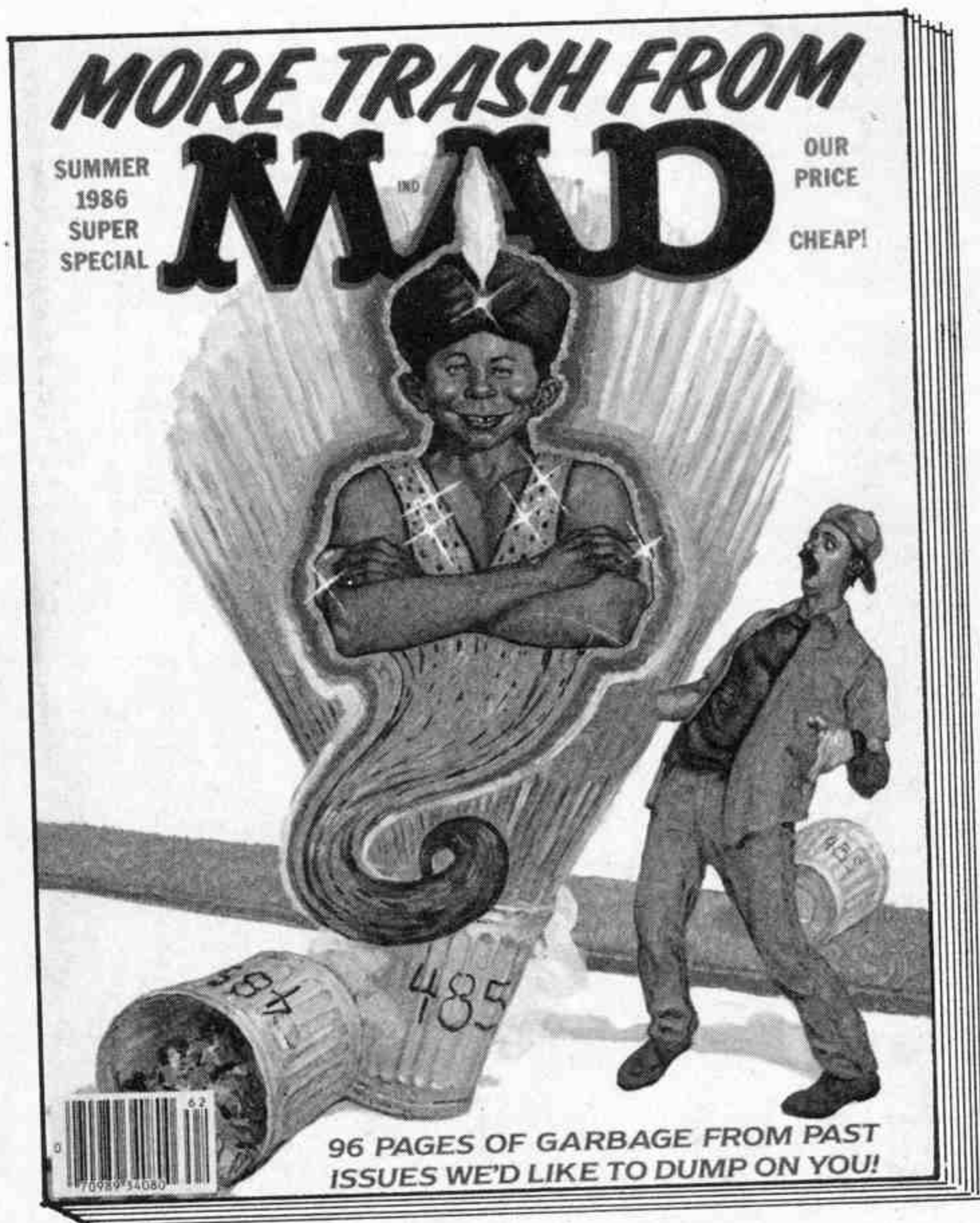
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William M. Gaines, Publisher.

# OUR GARBAGE ... AT YOUR DISPOSAL!



**BAG THIS HEFTY ISSUE  
AT YOUR LOCAL NEWSSTAND TODAY!  
YOU'LL BE GLAD YOU DID!**



# FOPS AND ROBBERS DEPT.

Nowadays it costs a lot of money to be an undercover cop, especially in Florida! High rents? Pay-offs to squealers? Chicken feed! No, the big bucks have to be spent for the trendiest and most over-priced designer fashions and hair styles or you lose your job! In other words, you gotta pay the...

# MIAMI PRICE

I'm **Sunny Crock!** Other people wear **alligators** on their **shirts**, I wear them on my **40 foot sloop!** That, along with my **hopped up sports car**, helps me to maintain a **"low profile"** which is **essential** to my work as an **undercover vice detective!**



I'm **Retardo Duds,** Crock's **partner!** I'm **well-dressed** and have an **even disposition!** I used to be a **New York City cop** before I was dismissed on a **"Too Normal And Nice"** charge!



I'm **Lt. Coldfellow!** In the line of work, Crock and Duds **cheat, lie, bash people around,** and **race through the streets at 90 MPH!** They're **model citizens**—all the **slime** of this town **model** themselves after them!



**Pina,** when I decided upon a **respectable career** in law enforcement, playing a **hooker** all the time wasn't what I had in mind! My **mom** should see me **now!**

It's getting to me, too! I went out with my **boyfriend** last night and when he **kissed me** I told him **that kind of stuff** was going to **cost him!**

You got some **information** for me, **doll?**

There's a **big shipment** of **stuff** coming in from **Columbia** aboard **The Flying Drugman!** It arrives on the **17th,** pier #9 at **11:45 PM!** The drop has a street value of **32 million!**

**Fantastic!** How do you girls always manage to get such **detailed info** on **drug shipments?**

You forget—this is **Miami!** It's all listed in the **"Shipping News"** section of any **daily newspaper!**

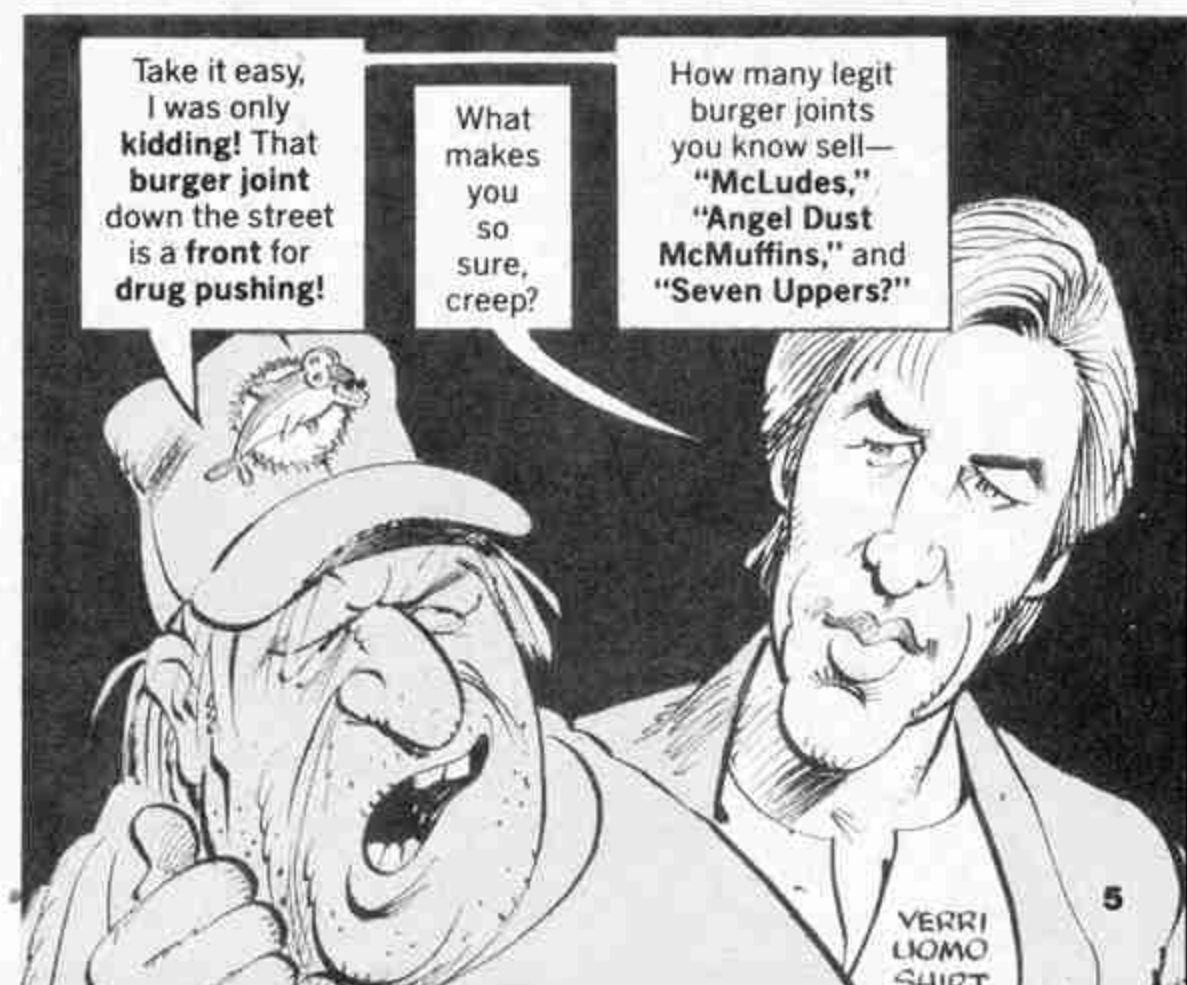




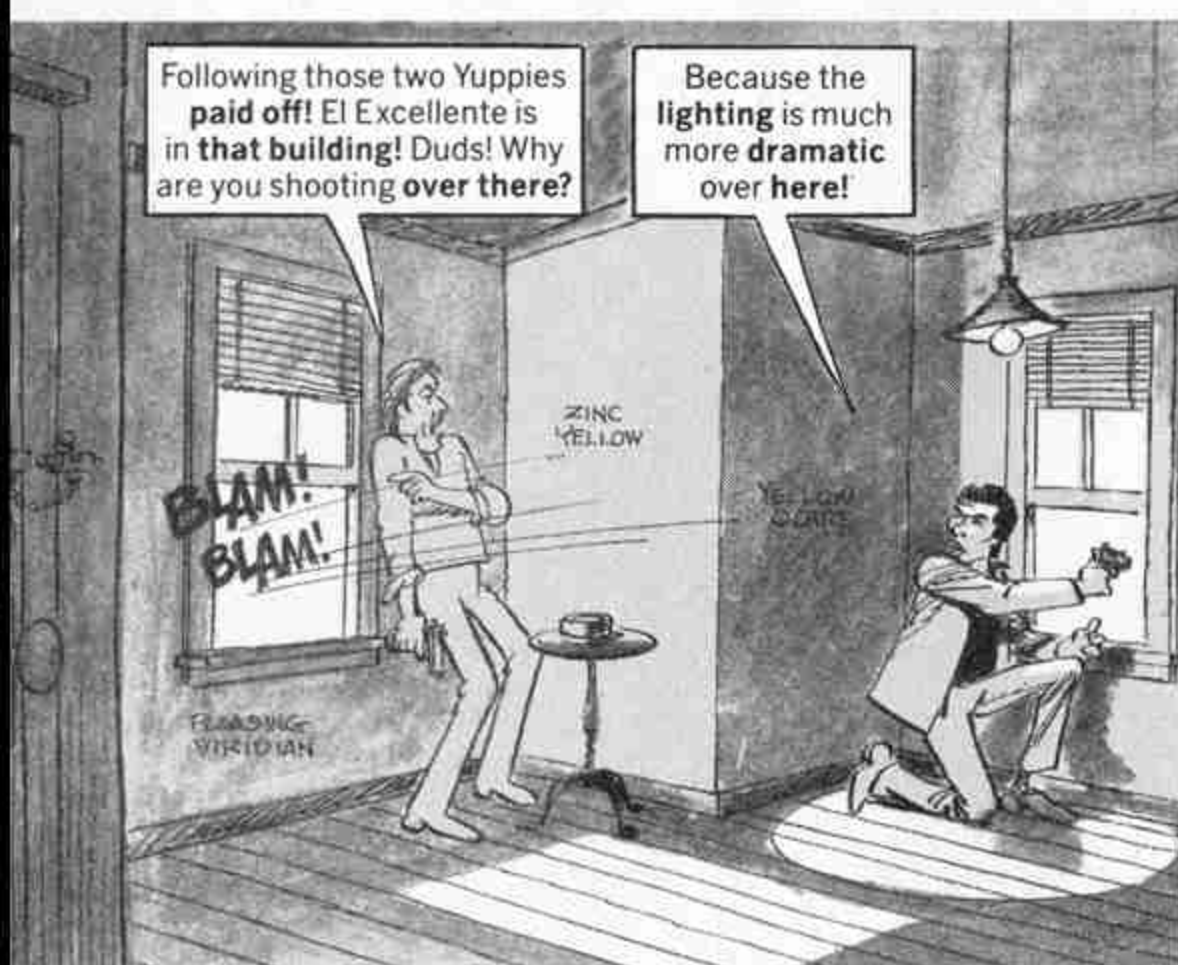
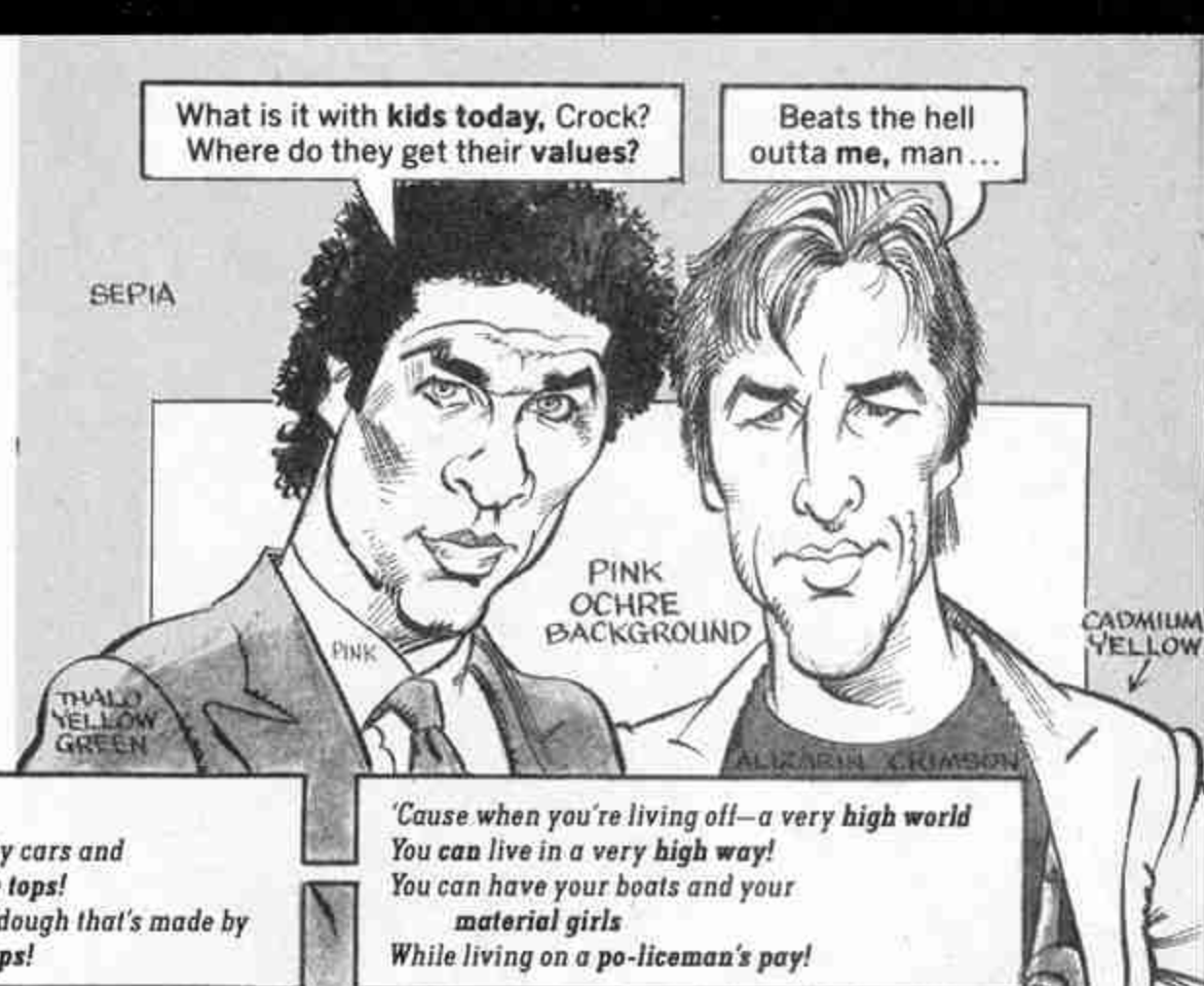
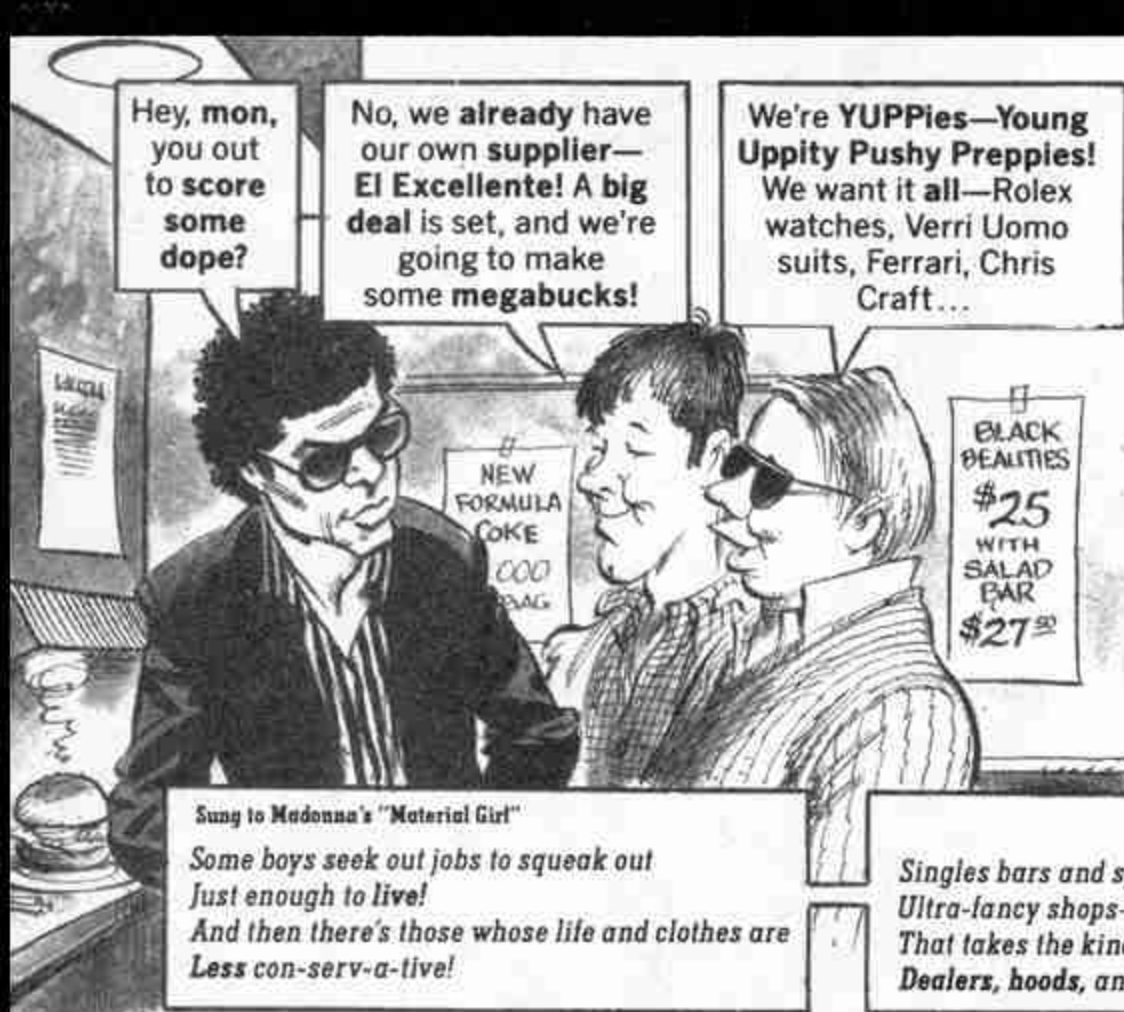


ARTIST: MORT DRUCKER

WRITER: LOU SILVERSTONE











You're right—with that shirt, light gray cement shoes wouldn't work!

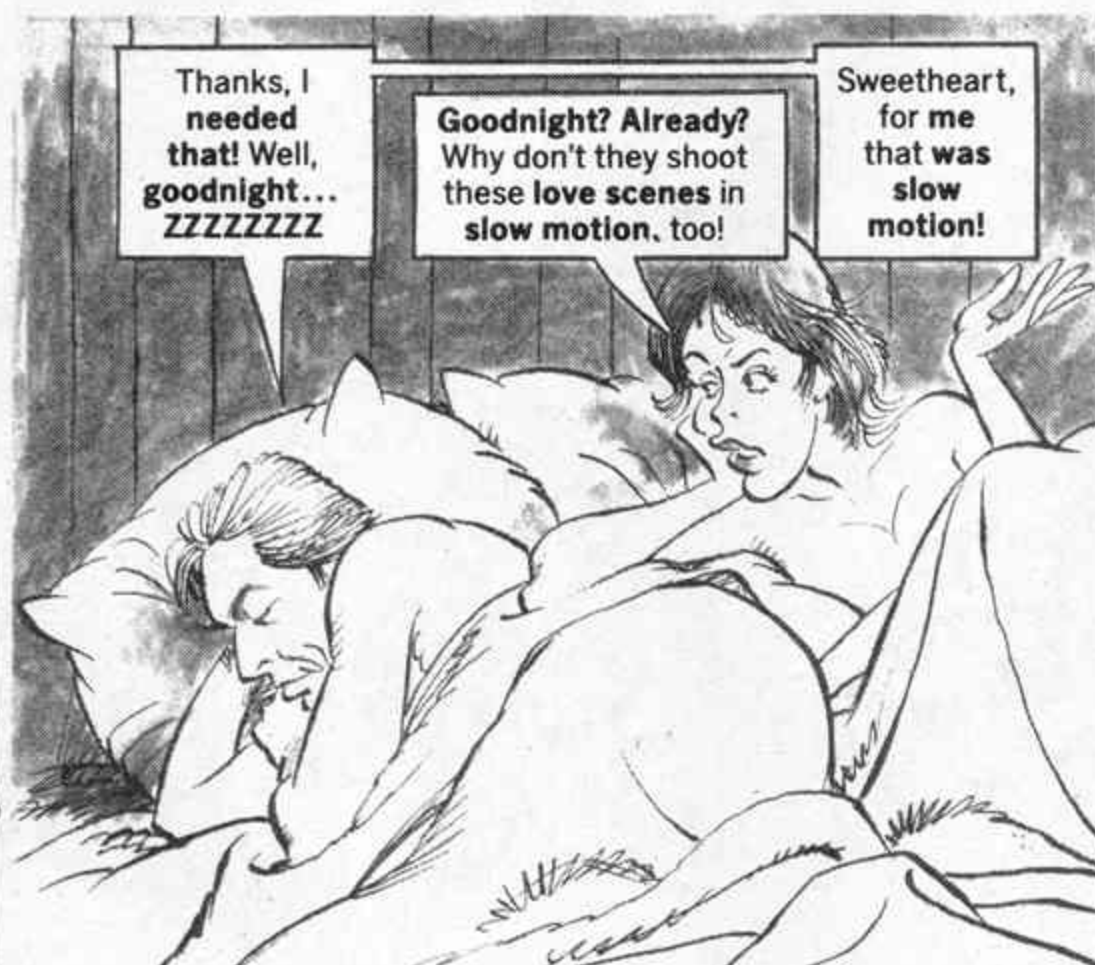
Let's make a deal—I'll give you a tip on El Excelente if you stop giving me tips on fashion! Here's a phone bill El Excelente dropped! Maybe you can trace some numbers and locate him that way!

Let's just nail him on a littering charge! With our record, it's the only charge we might get to stick!



You asked for overnight delivery on these phone numbers! The computer supplied the numbers, I'm the "overnight" part!

Gina, I don't mind you getting into bed with me, but please wear pastels next time!



Thanks, I needed that! Well, goodnight... ZZZZZZZZ

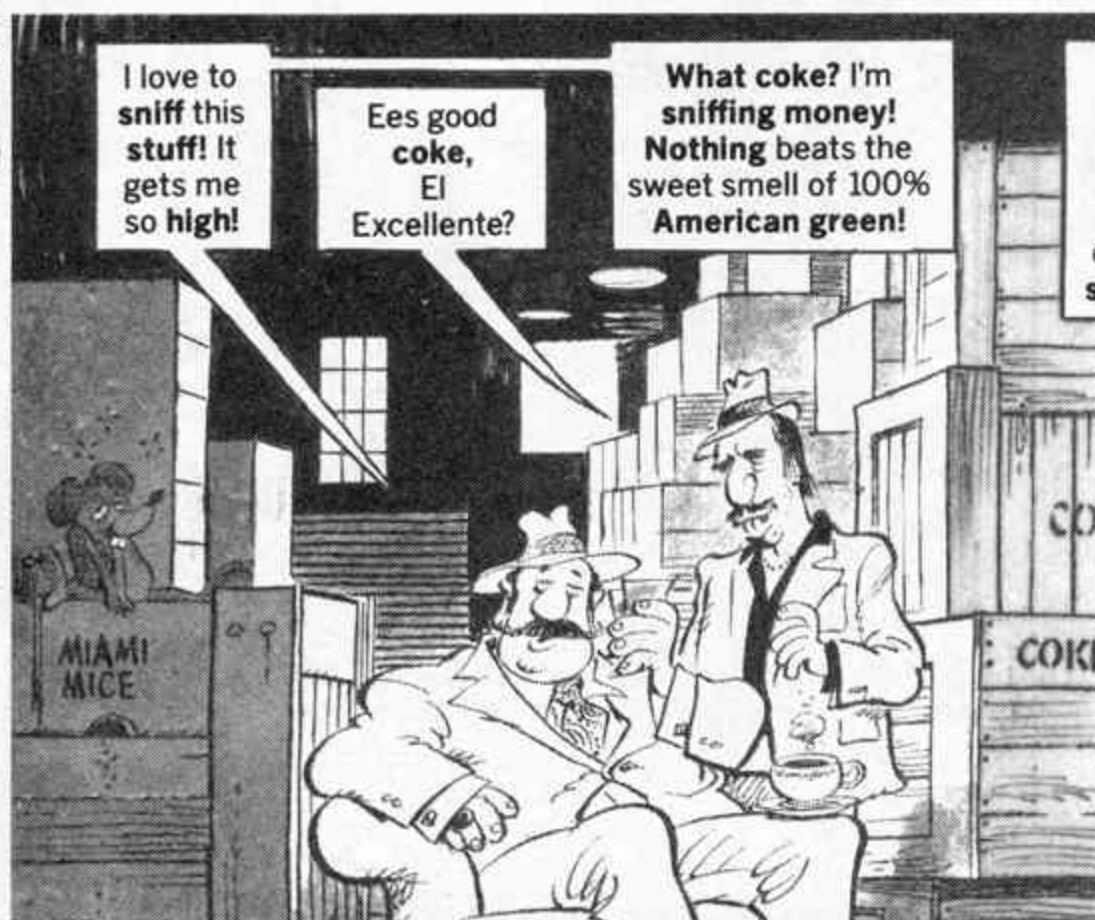
Goodnight? Already? Why don't they shoot these love scenes in slow motion, too!

Sweetheart, for me that was slow motion!



El Excelente's headquarters is close enough to peek in; Duds and Crock will very easily sneak in! The location, it was traced from a special computer; Now they can give El Excelente the ol' roto rooter!

Damn, I don't mind musical insertions that fit the scene, but giving away the plot before we get to it is going too far!



I love to sniff this stuff! It gets me so high!

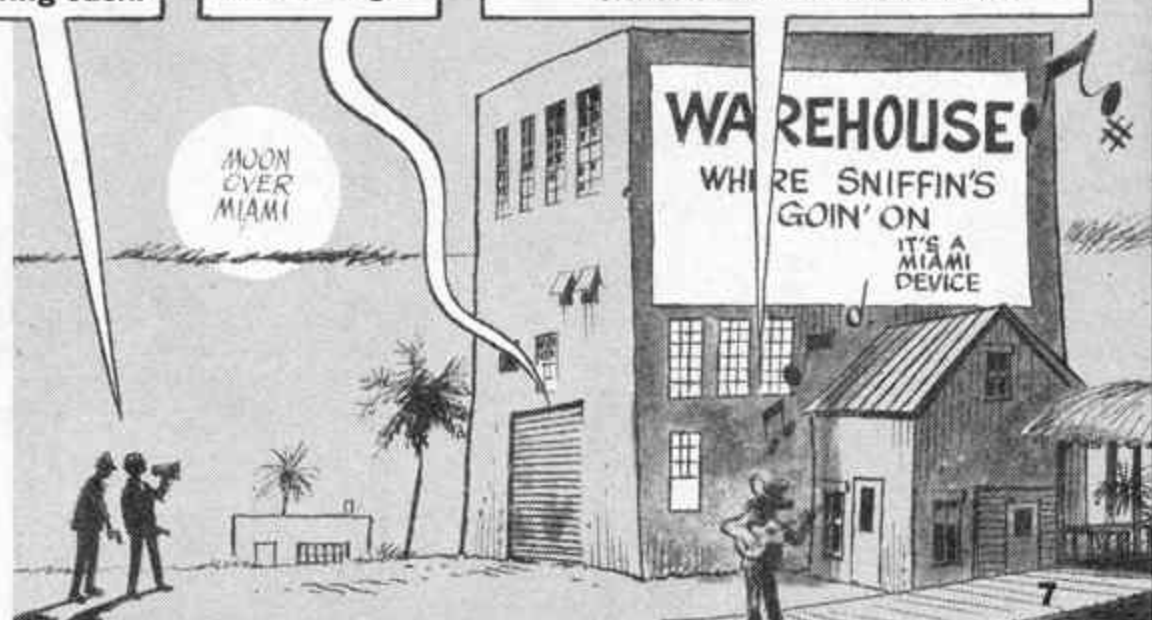
Ees good coke, El Excelente?

What coke? I'm sniffing money! Nothing beats the sweet smell of 100% American green!

Okay, Excelente, we know you're in there—we can hear you sniffing cash!

And I know you're out there—the Calypso singer sang about it 10 minutes ago!

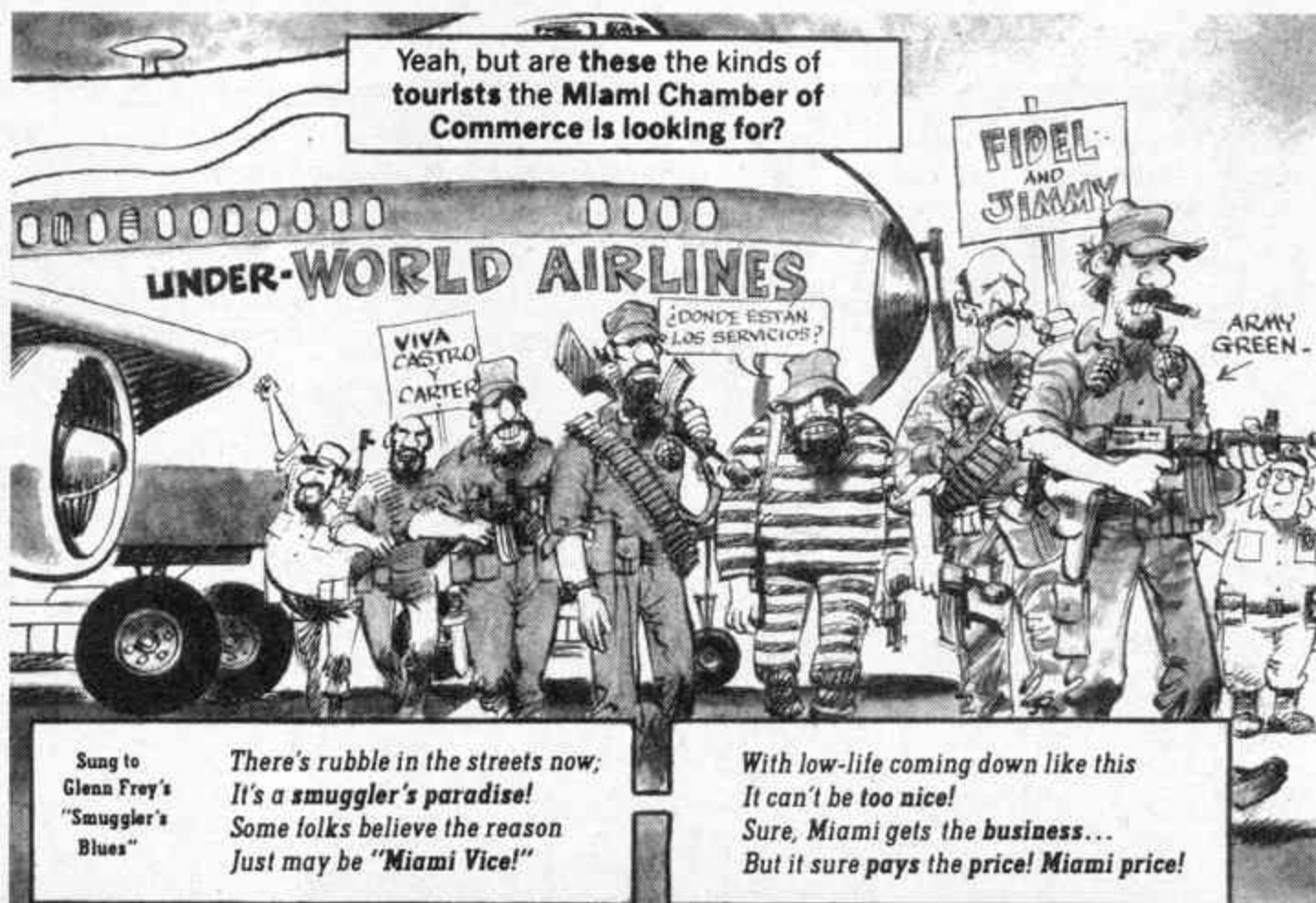
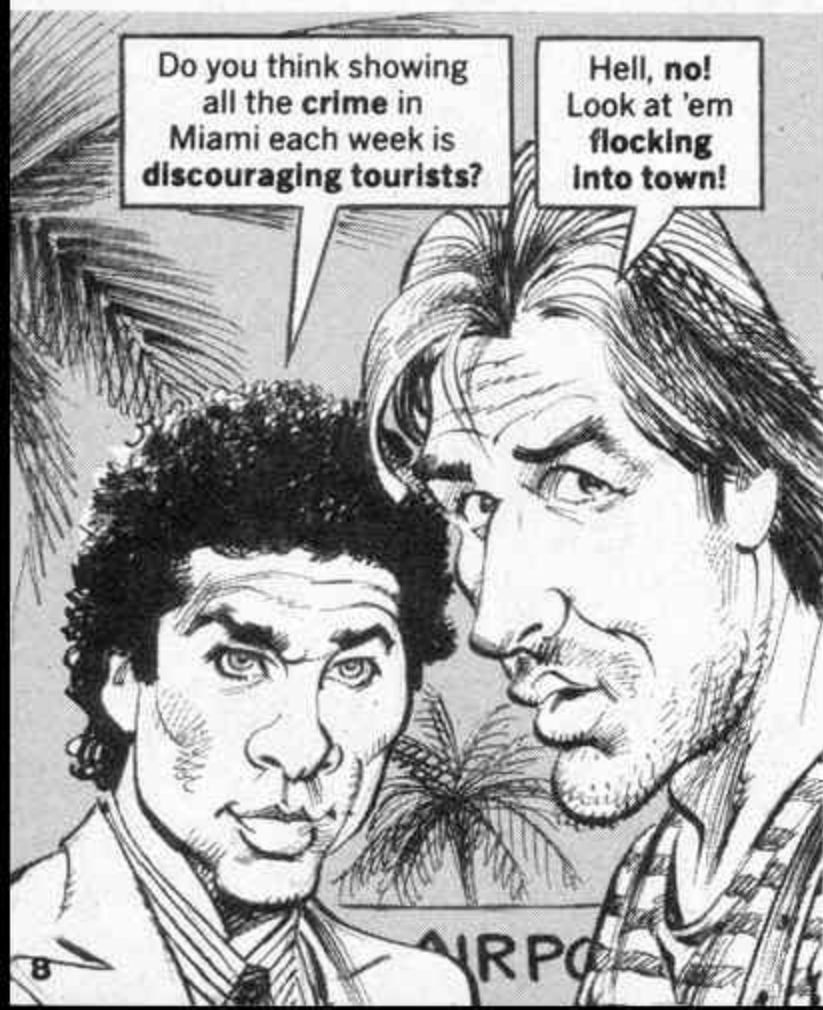
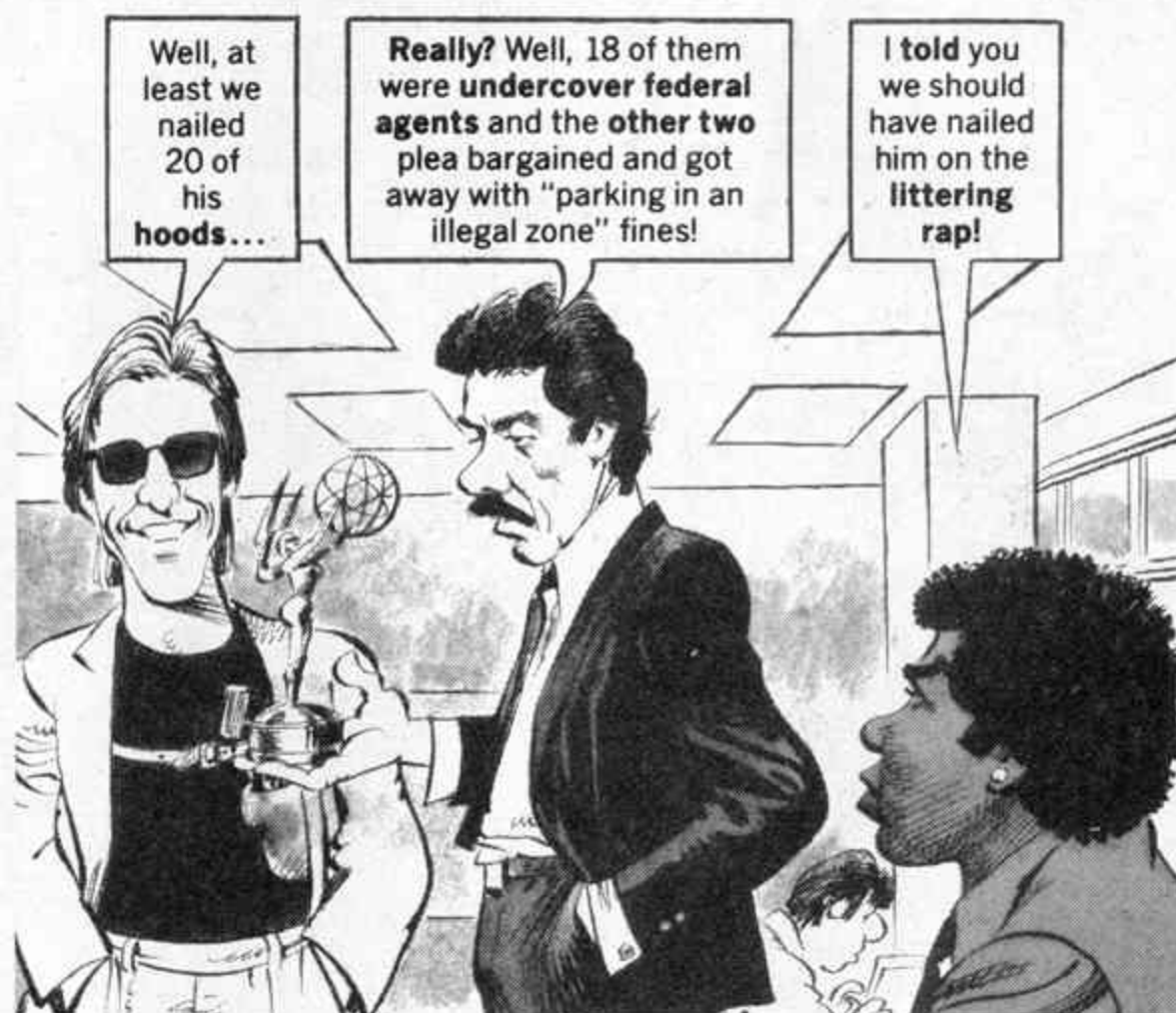
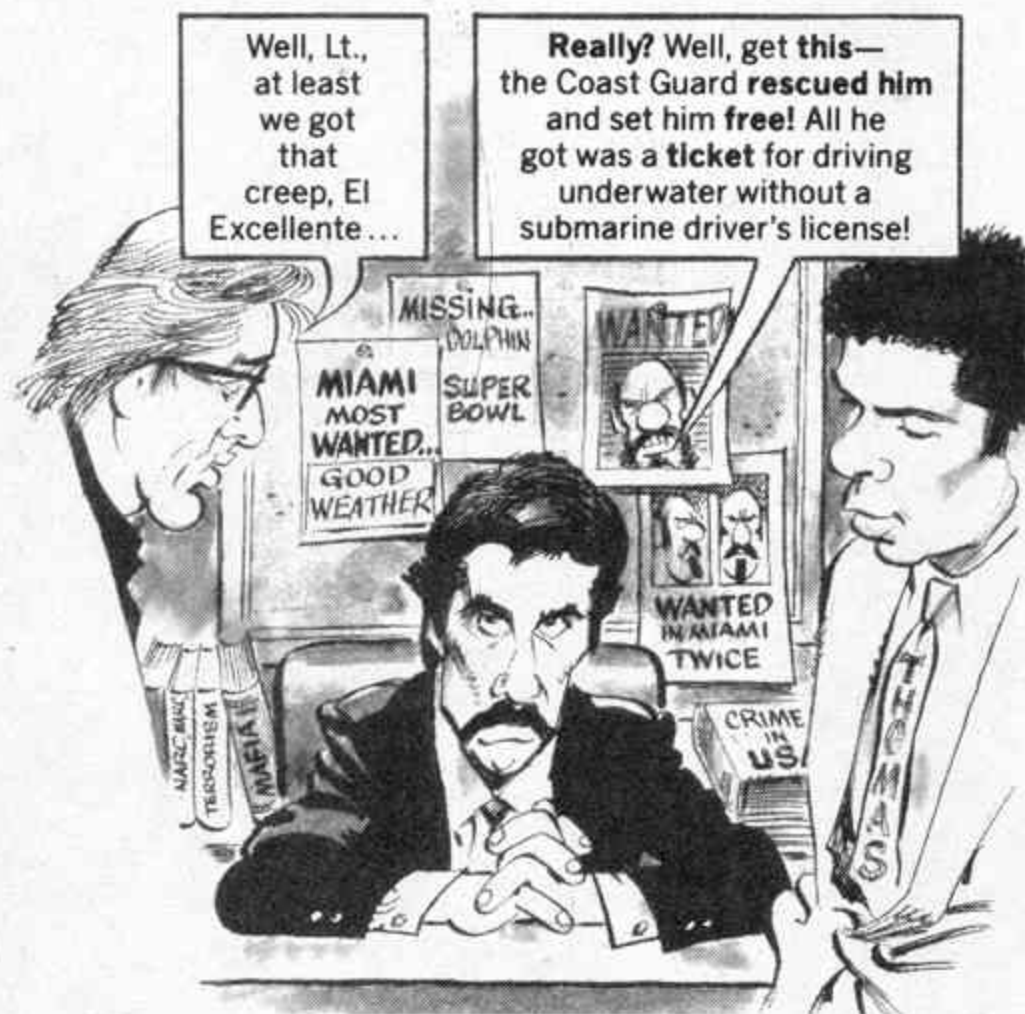
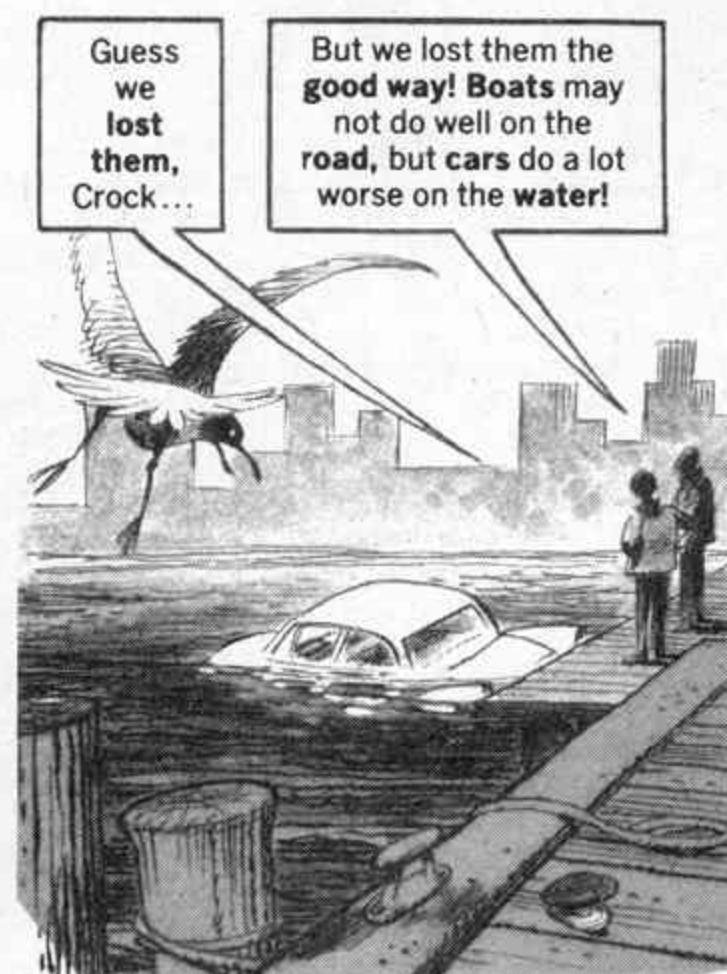
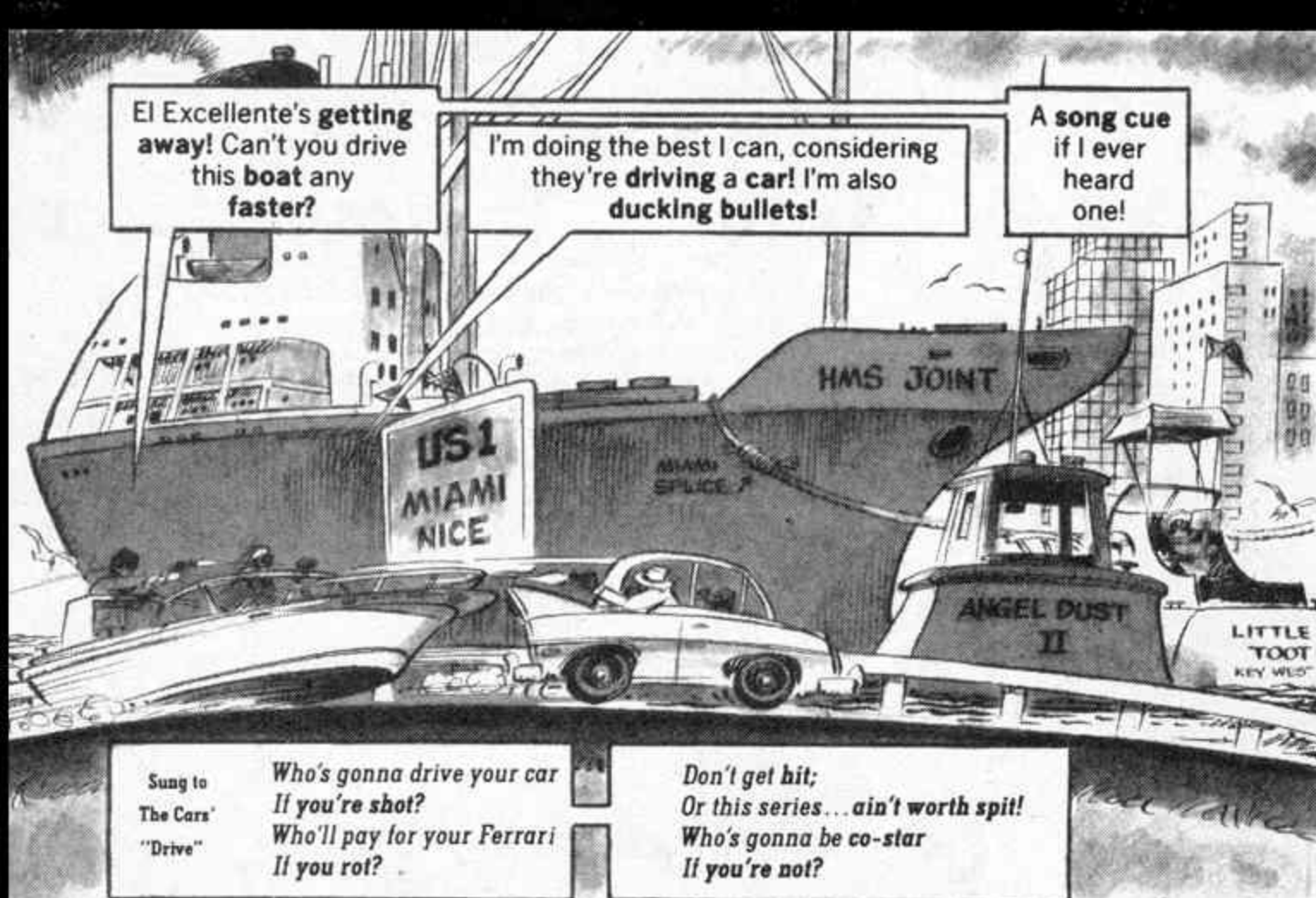
El Excelente is in for big surprise When he is confronted by these two undercover guys! But the story's not over, you'll be unhappy to know Our contract insists on one chase scene for each show!



MOON OVER MIAMI

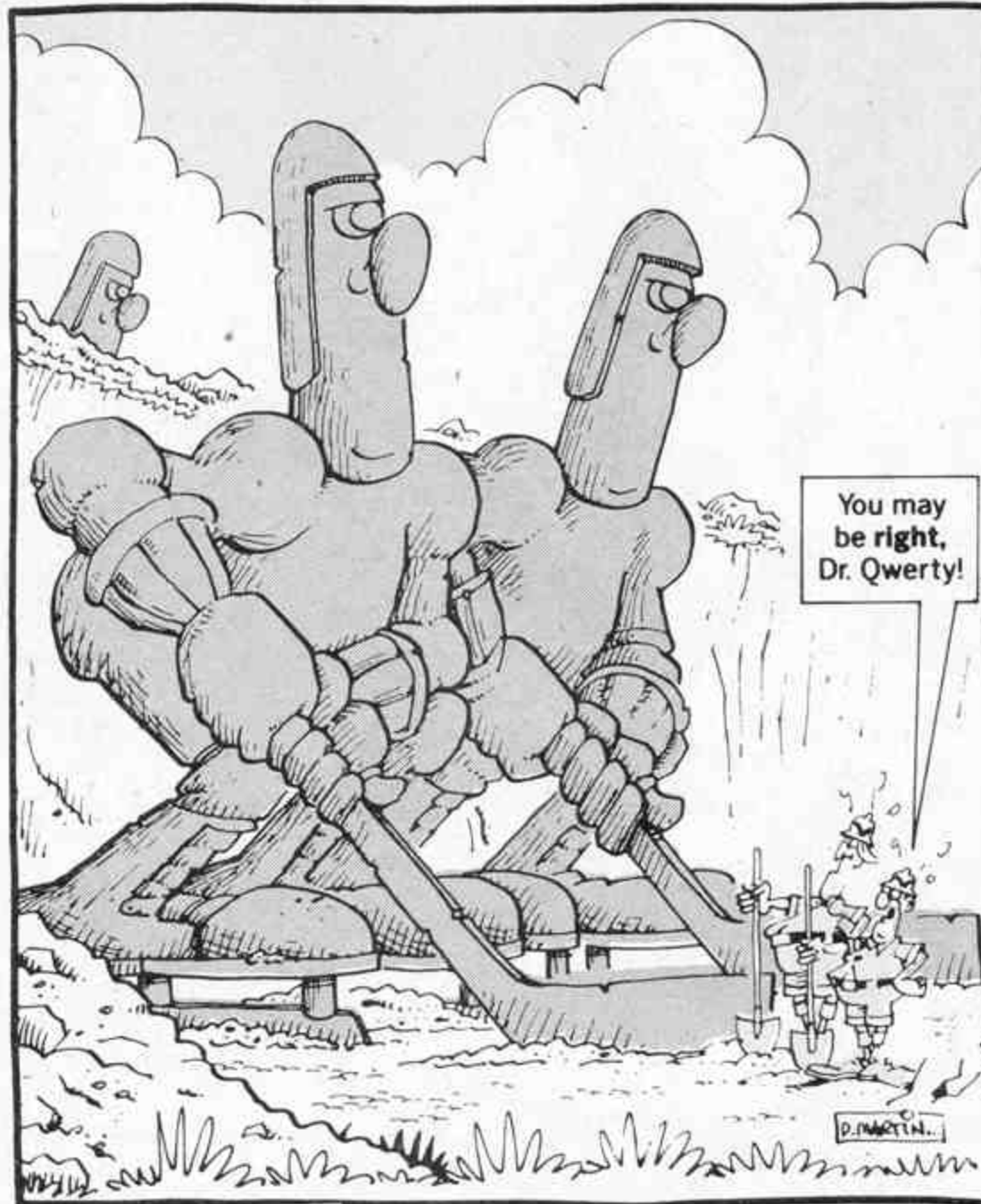
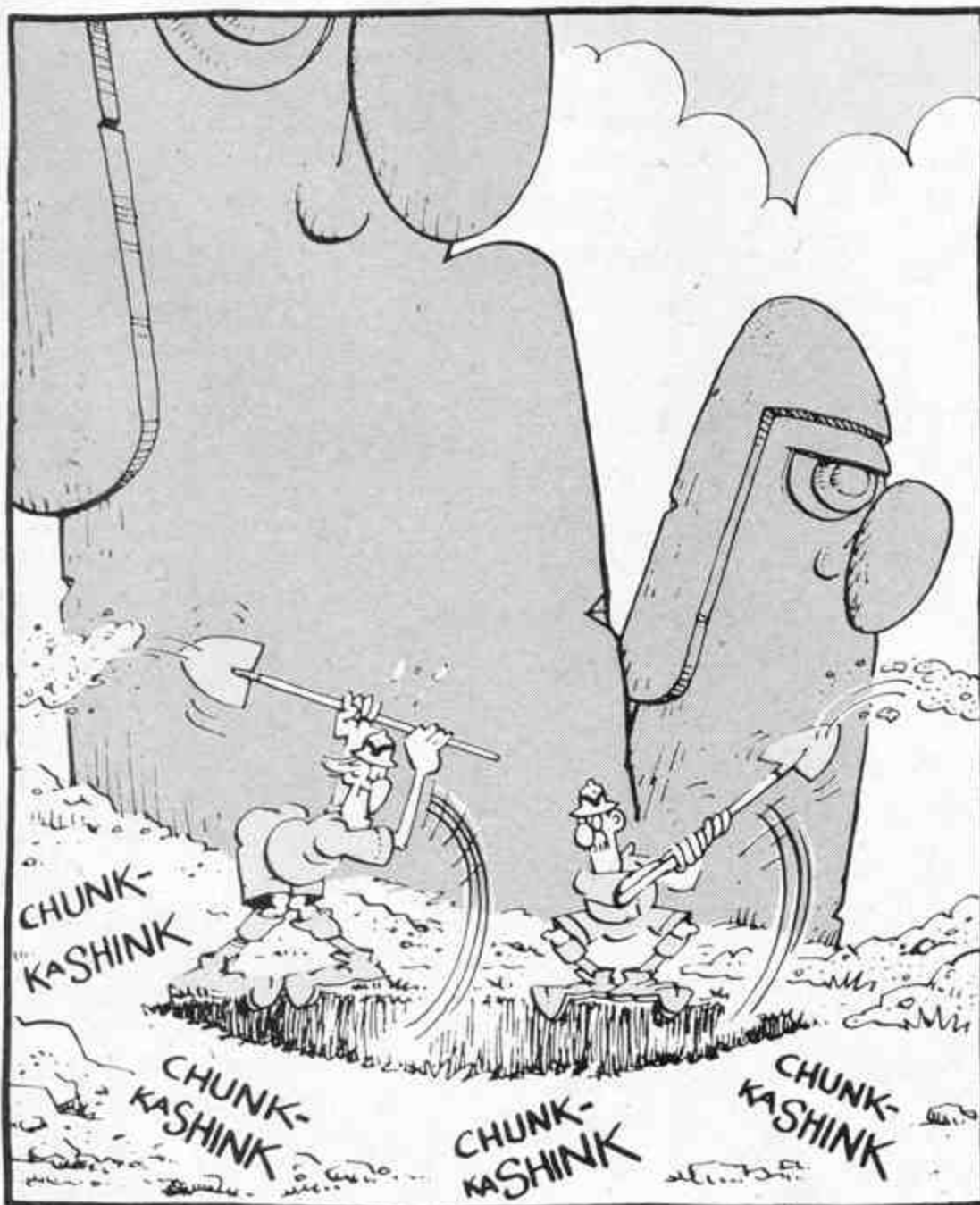
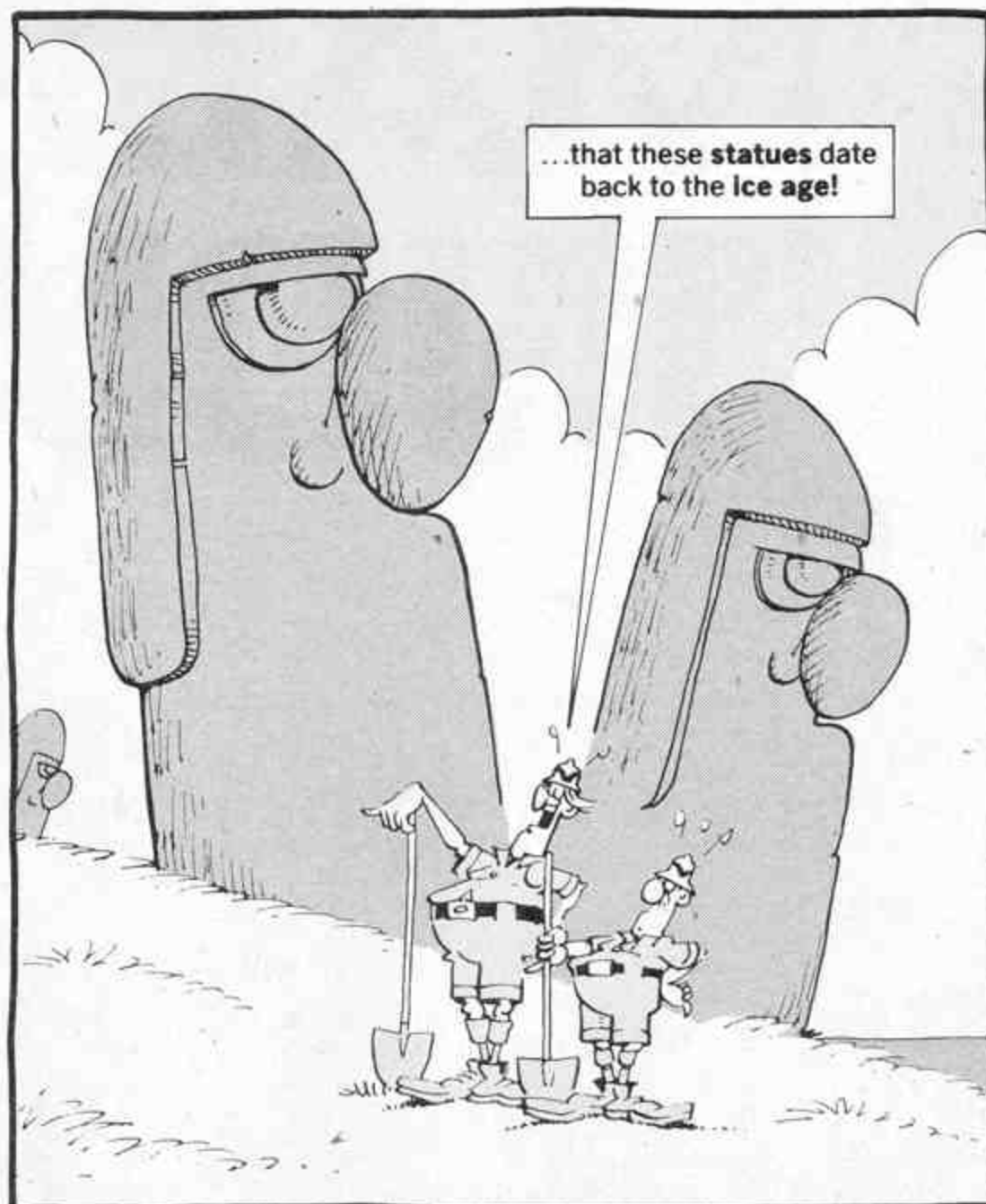
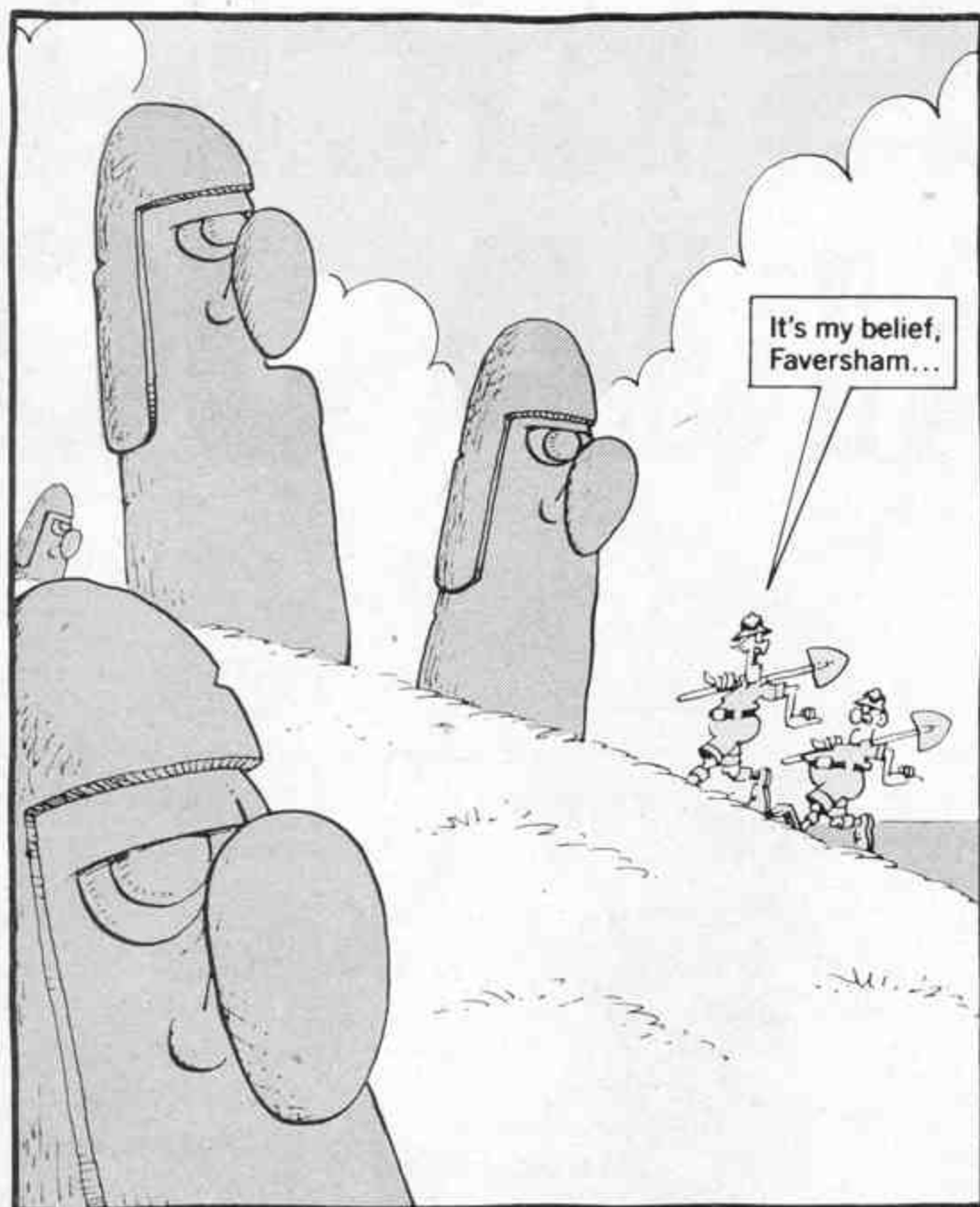
WAREHOUSE  
WHERE SNIFFIN'S GOIN' ON  
IT'S A MIAMI DEVICE







# ONE TUESDAY MORNING ON EASTER ISLAND

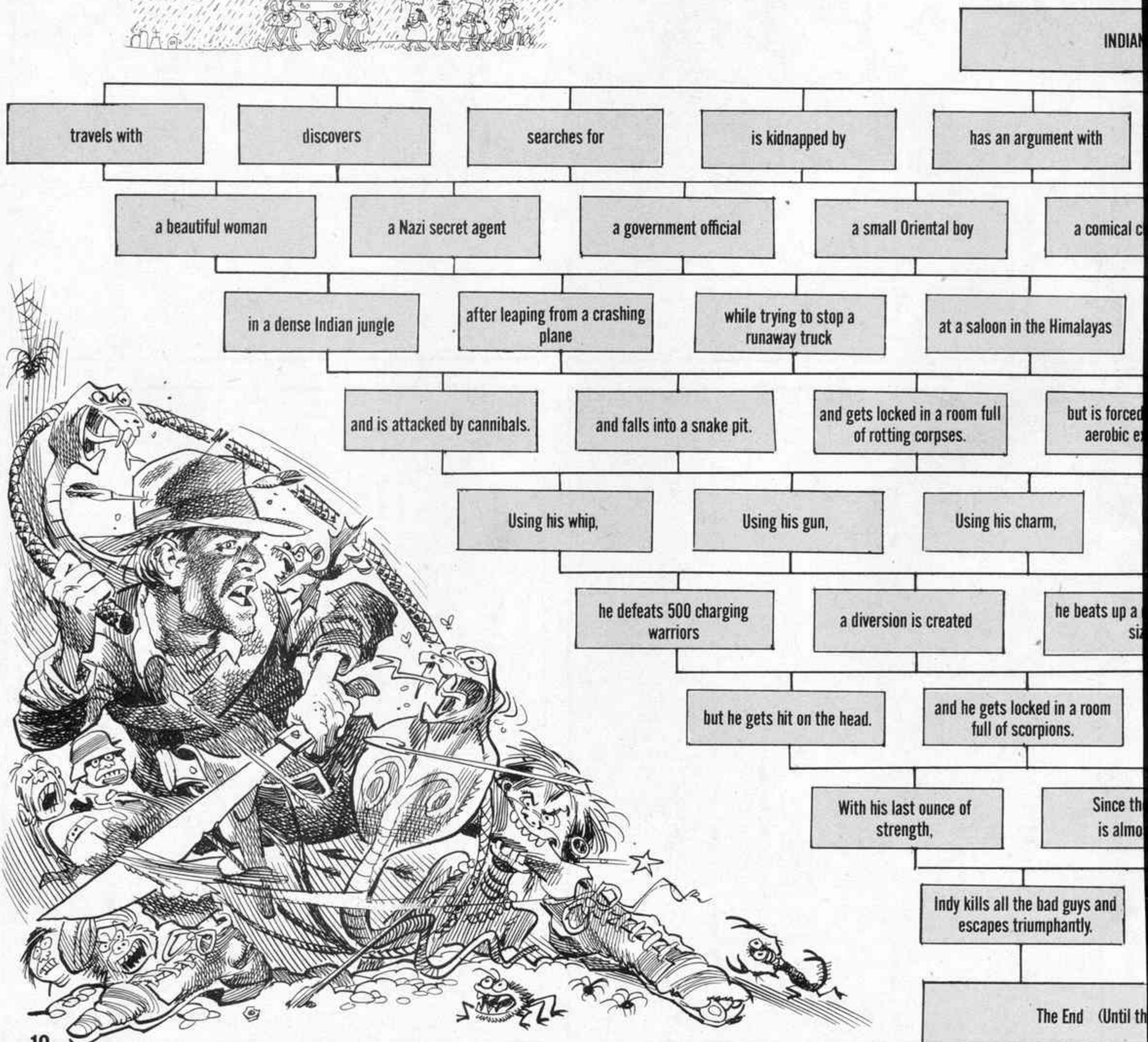




**MOTION PICKS DEPT.**

Everyone loves those "Indiana Jones" movies, but they take so darn long to make, it's easy to get bored while waiting for the next one. Not any more! Now, whenever you get the urge to experience a pulse-pounding new "Indiana Jones" adventure, merely start at

# MAD'S DO-IT "INDIANA JONES JO





A black and white illustration of a young boy with curly hair, wearing a short-sleeved shirt and shorts, standing on the ground and pulling a long rope. The rope extends upwards into a circular opening in the ground, which appears to be a well or a hole. The rope is thick and has a textured surface. The boy is looking up at the rope with a determined expression. The background is simple, with some small circles and lines suggesting a ground surface.

WRITER: CHARLIE KADAU

**ignores**

the cast of "Star Wars"

at the corner of Lexington  
and 23rd

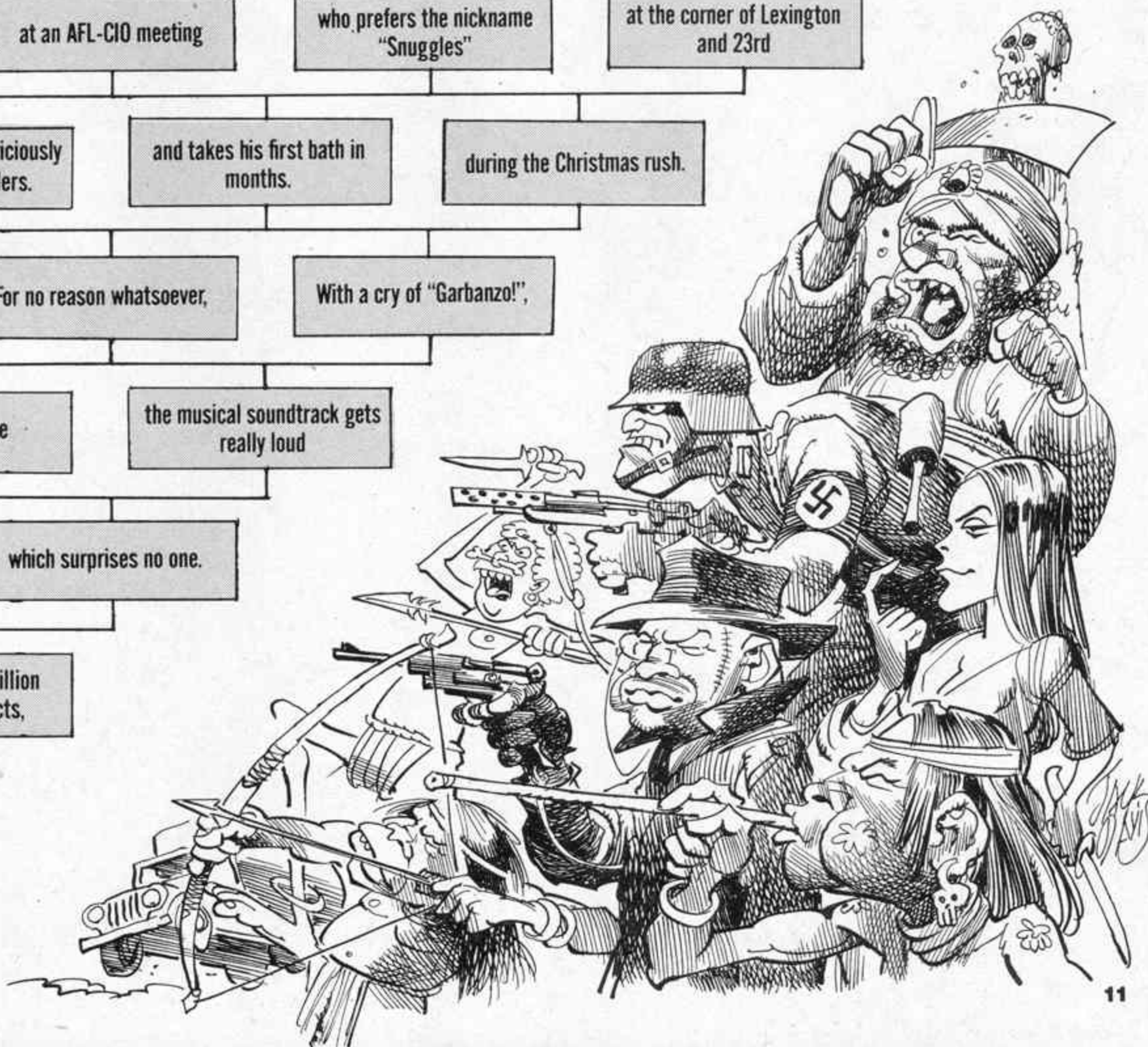
during the Christmas rush.

With a cry of "Garbanzo!",

**the musical soundtrack gets  
really loud**

which surprises no one.

next sequel!)





## THE QUEST IS YET TO COME DEPARTMENT

*How Many Of These Hard-To-Find*  
**MAD'S GREAT AMERIC**

**1** A needlepoint sampler in an Iowa Grandmother's kitchen that reads "Use it or lose it!"

**3** A Utility Executive who lives within 50 miles of his company's nuclear power plant.

4 A horse in the Kentucky Derby named "Frank" or "Charlie."

5 A car salesman who did  
get the word that plaid  
pants and white  
buck shoes are  
"out."

10 A waiter

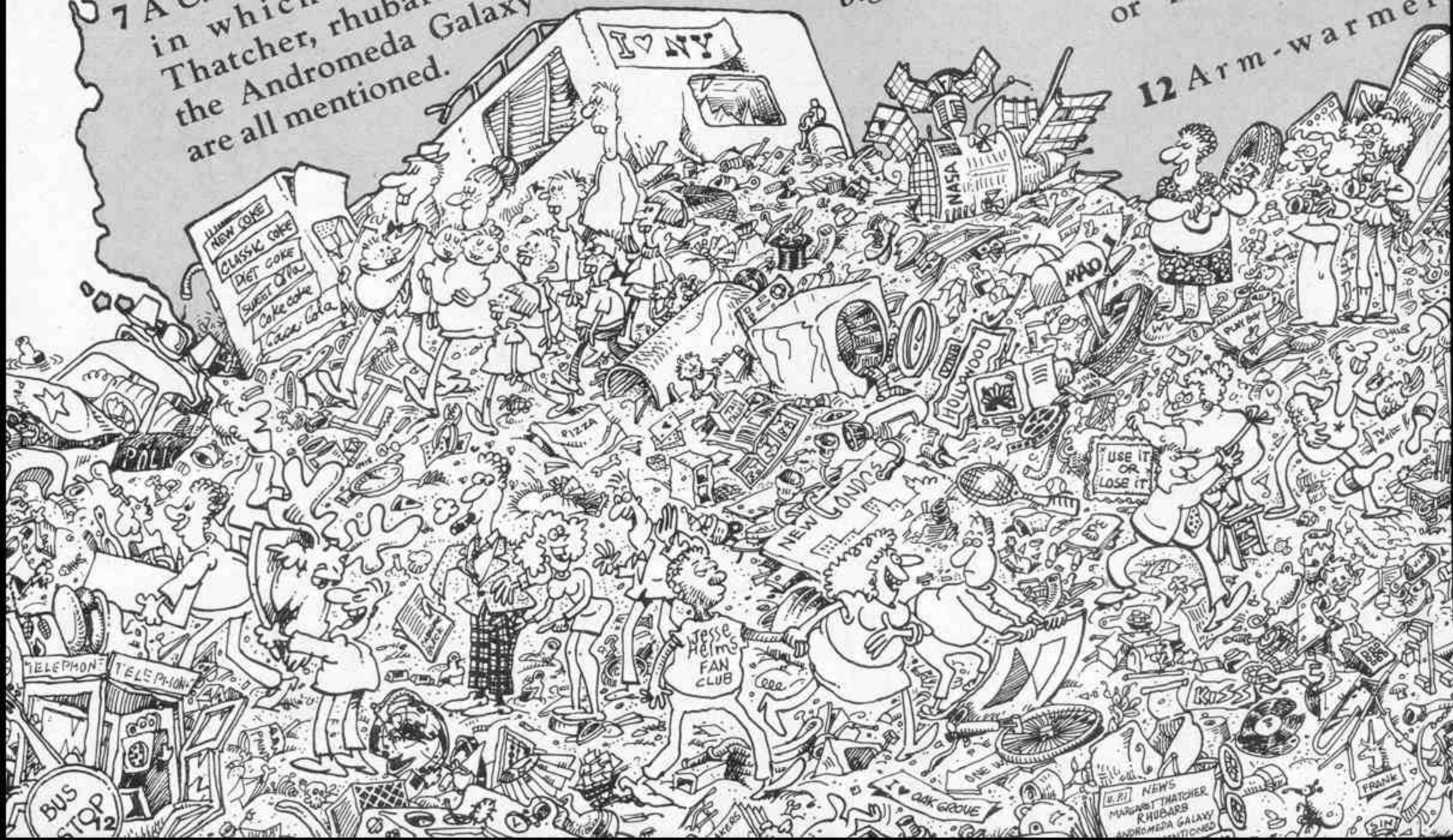
2 A swizzle-stick or napkin  
from a straight bar in  
San Francisco.

7 A U.P.I. newspaper story in which Margaret Thatcher, rhubarb and the Andromeda Galaxy are all mentioned.

**8** An exact replica of the Statute Of Liberty, only bigger!

9 A TV Guide listing for a new network sitcom that does not contain the words "riotous," "zany" or "madcap."

12 Arm-warmers





# Items Can You Come Up With In... AN SCAVENGER HUNT

ARTIST: SERGIO ARAGONES

WRITER: MIKE SNIDER

A head of California lettuce picked by a U.S. citizen.

in L.A. who is not an aspiring actor.

11 A photograph of the Rolling Stones standing next to the mayor of Spartanburg, South Carolina.

13 A Christmas card from Jerry Falwell to Hugh Hefner.

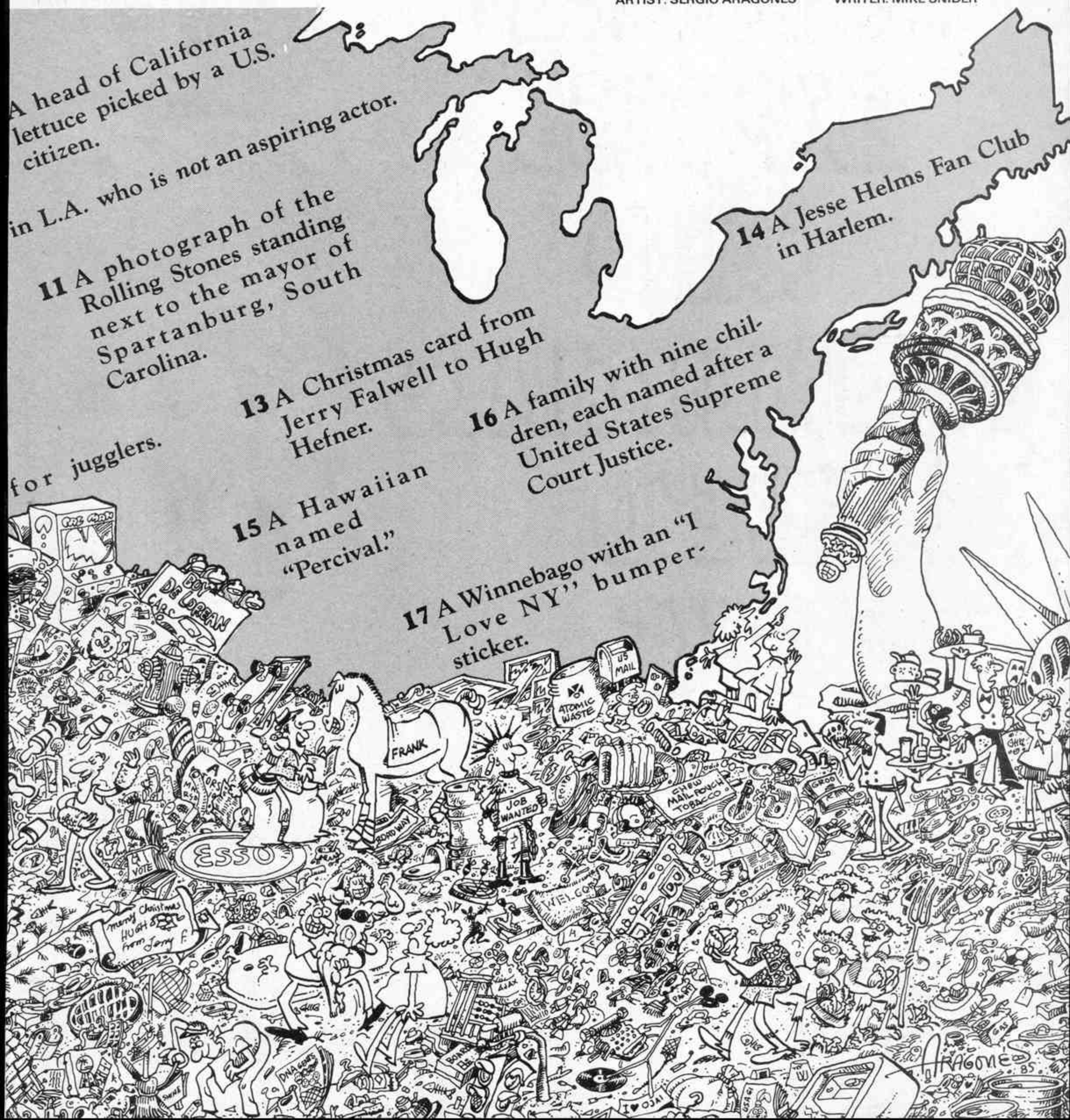
for jugglers.

15 A Hawaiian named "Percival."

17 A Winnebago with an "I Love NY" bumper sticker.

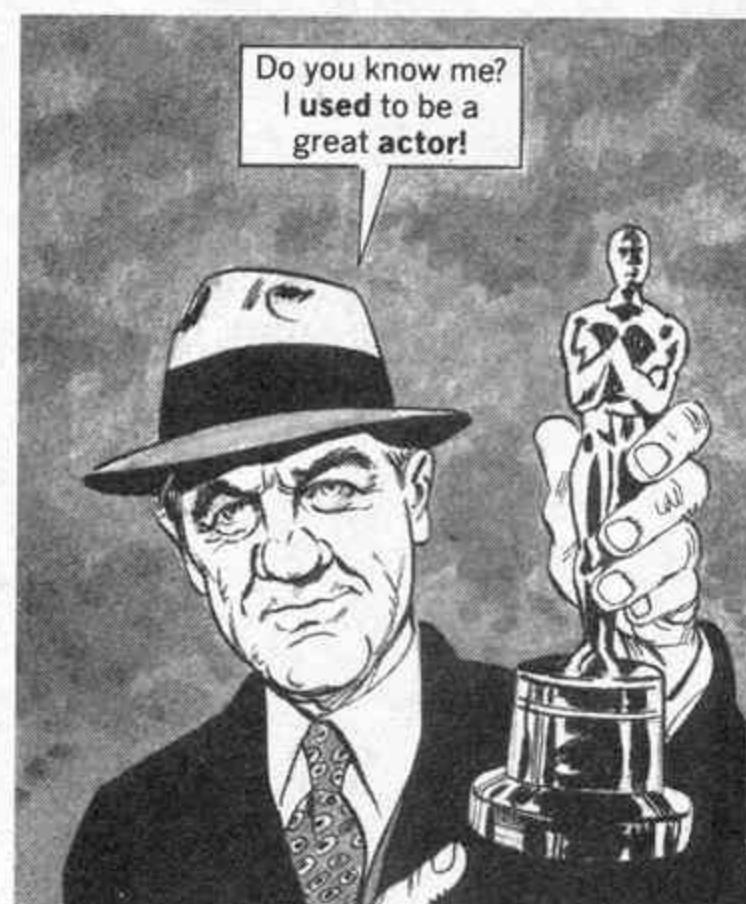
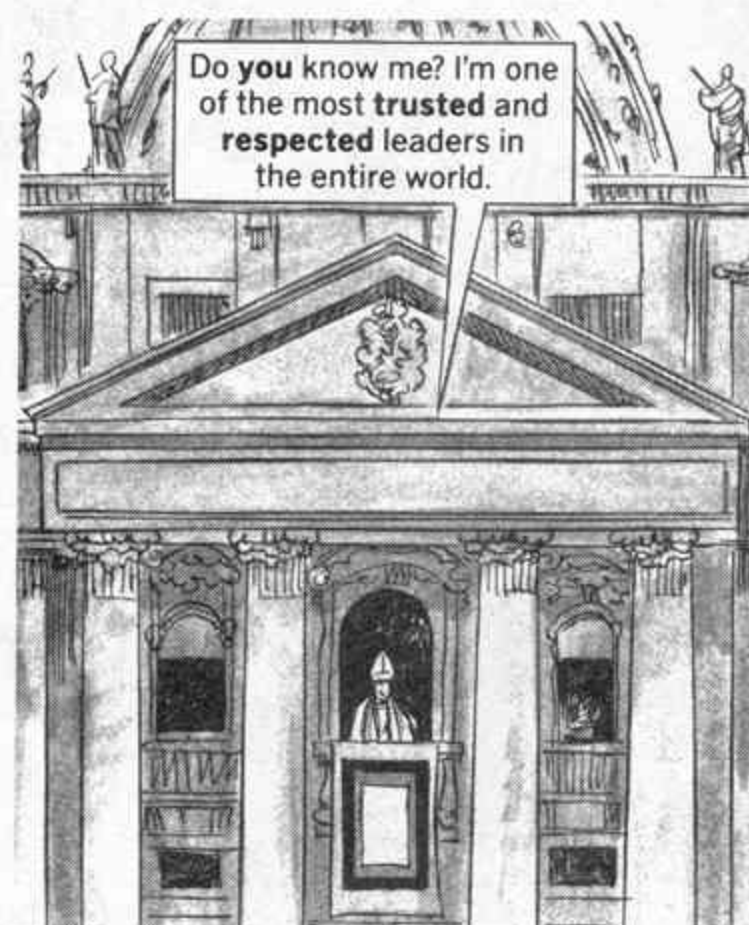
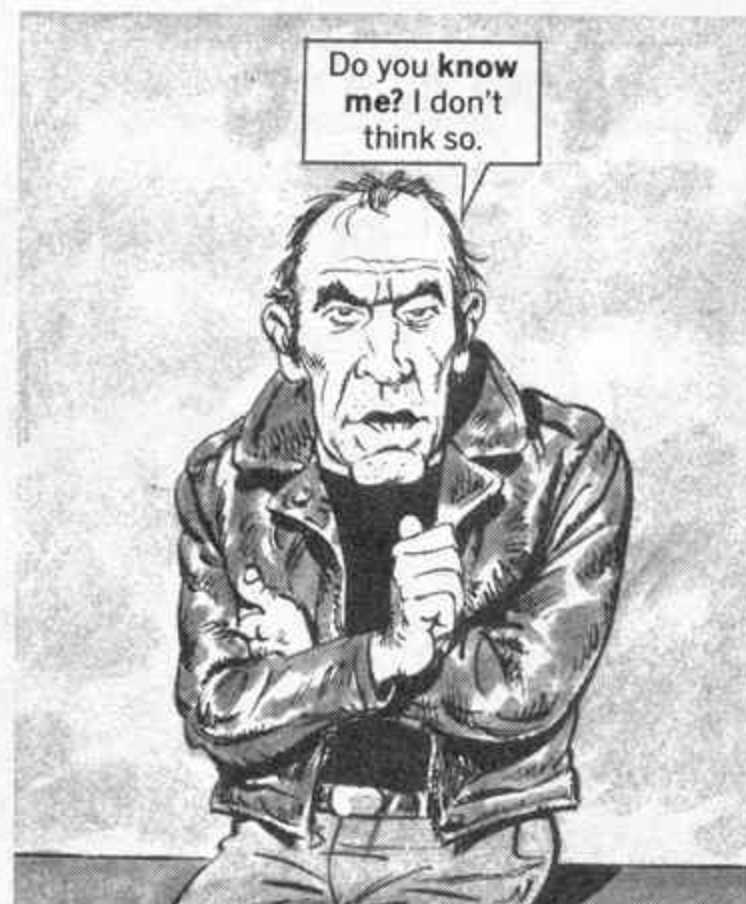
16 A family with nine children, each named after a United States Supreme Court Justice.

14 A Jesse Helms Fan Club in Harlem.





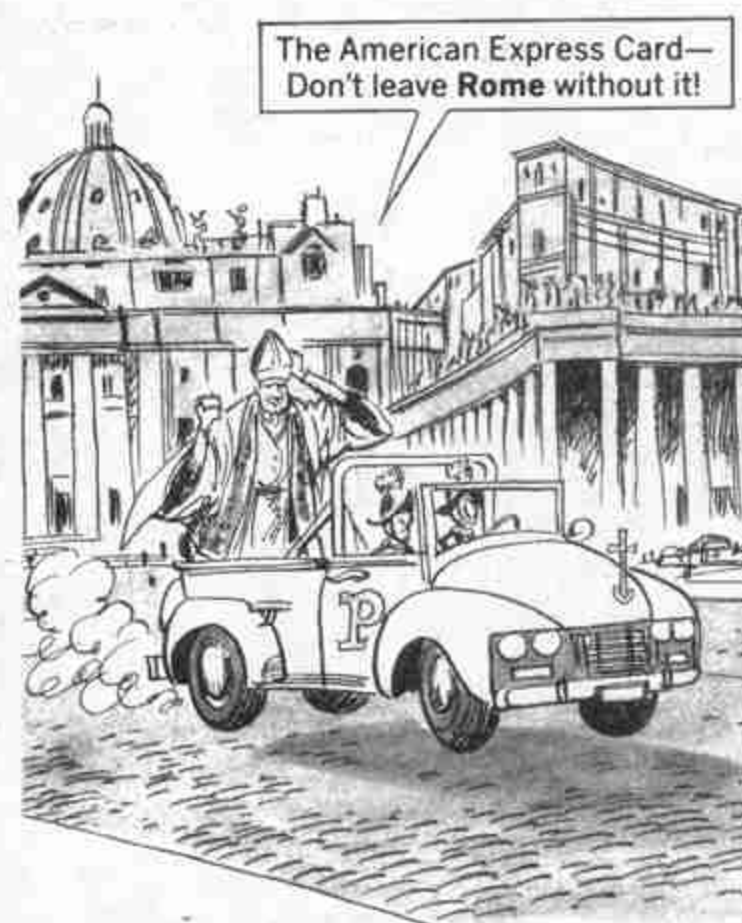
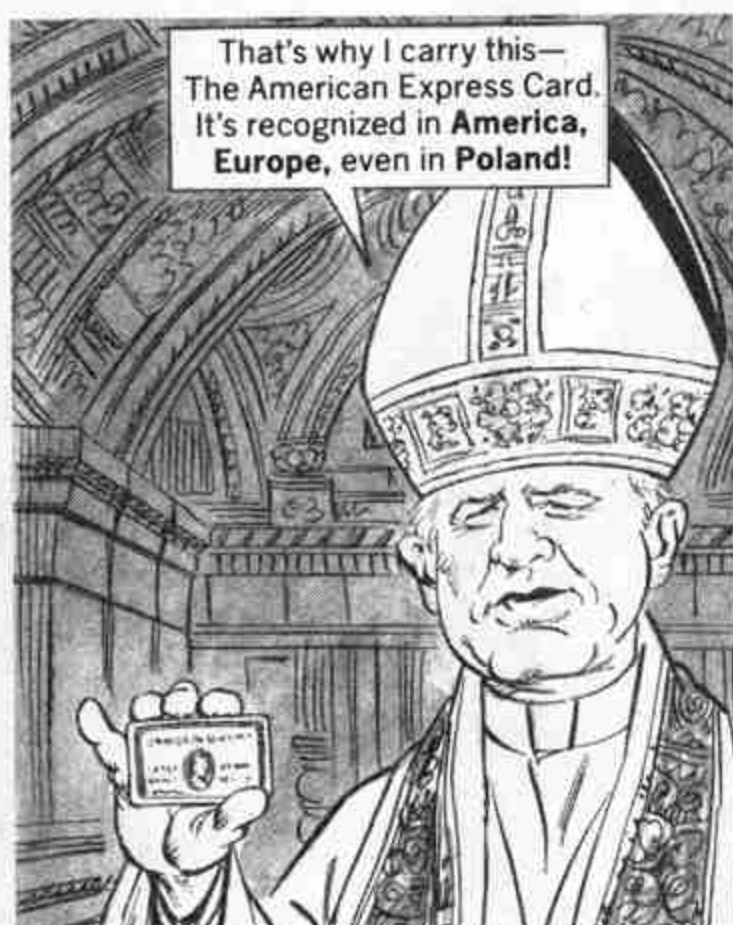
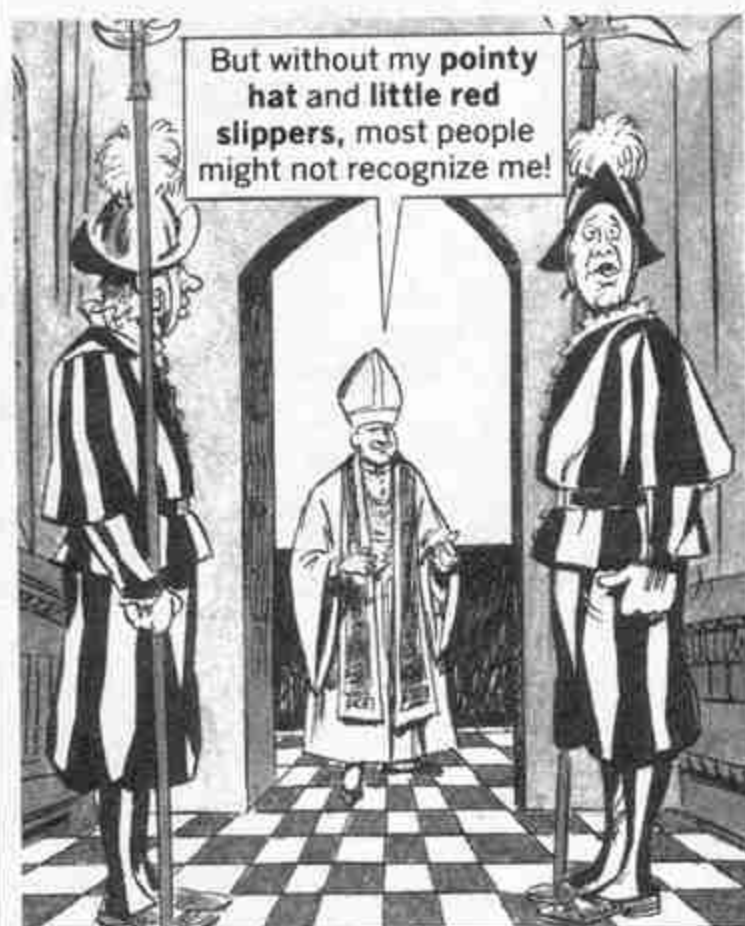
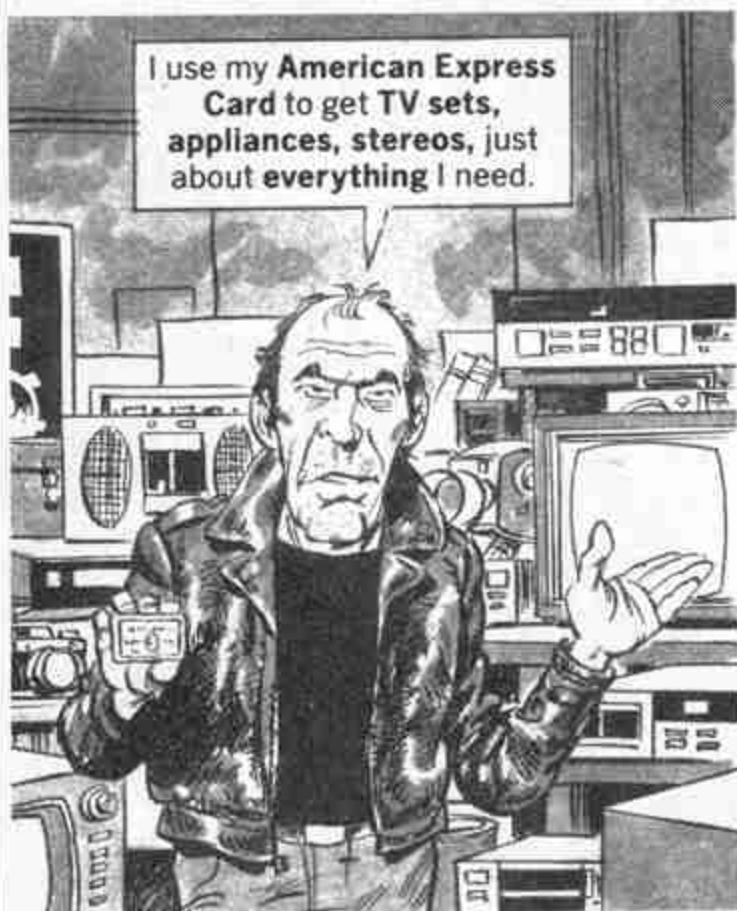
# SOME AMERICAN EXPRESS CARD COMMERCIALS WE'D LIKE TO SEE



WRITER: DICK DE BARTOLO

ARTIST: ANGELO TORRES







## PUMPING IRON



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## CLOTHES







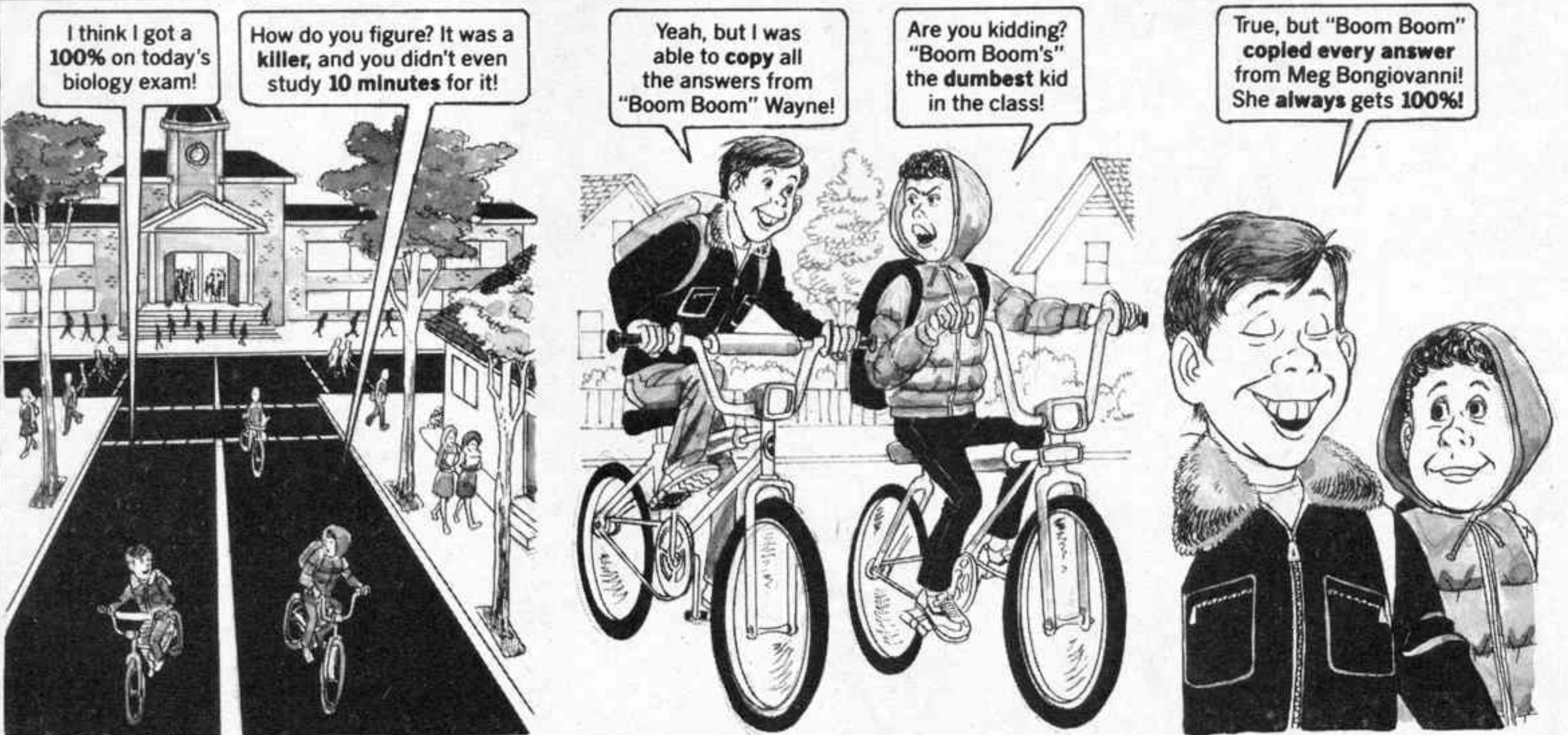
## DRIVING



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## EXAMS





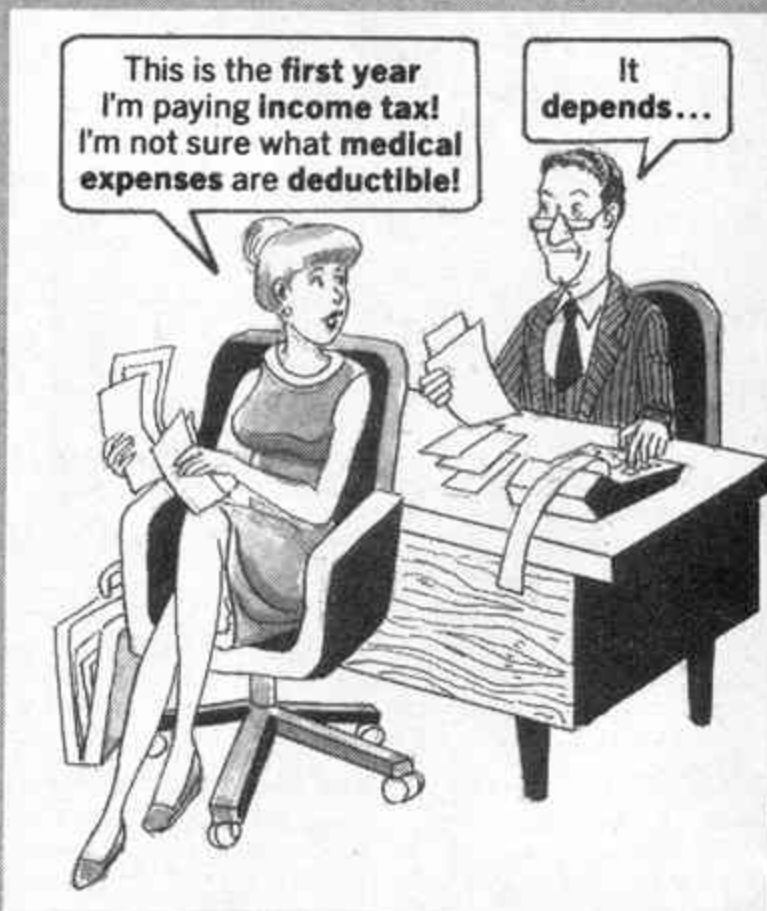
## OBSESSION



## SPENDING



## DEDUCTIONS



## LOVE



## RESPONSIBILITY





## TELEVISION



## SELF-EFFACEMENT





## GOLF



Back from Hal Qwerty's house already?

It was terrible! Terrible!

What happened?

We were practicing our strokes in his back yard, and I hit a ball that got away from me! It sailed through his neighbor's picture window and busted up an antique vase and stuff!

Oh, no! That is terrible! What are you going to do about that?

What else can I do? Just keep practicing 'til I get rid of that slice!



## HABITS

Mom's always on my case for forgetting to put the toothpaste cap back on! Well, today I break that habit for good!

I did it! I did it! I remembered to put the cap back on the toothpaste!

...only I forgot to brush my teeth!

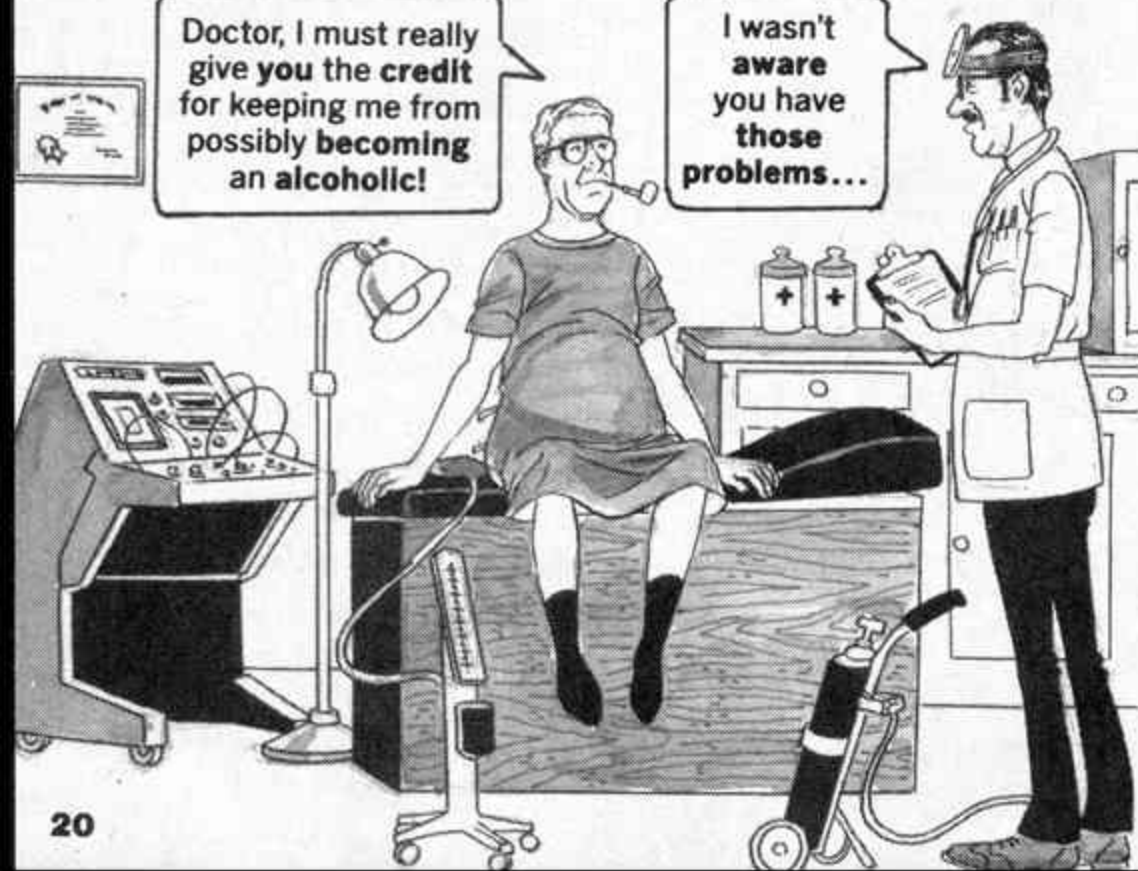


## DOCTORS

Doctor, I must really give you the credit for keeping me from possibly becoming an alcoholic!

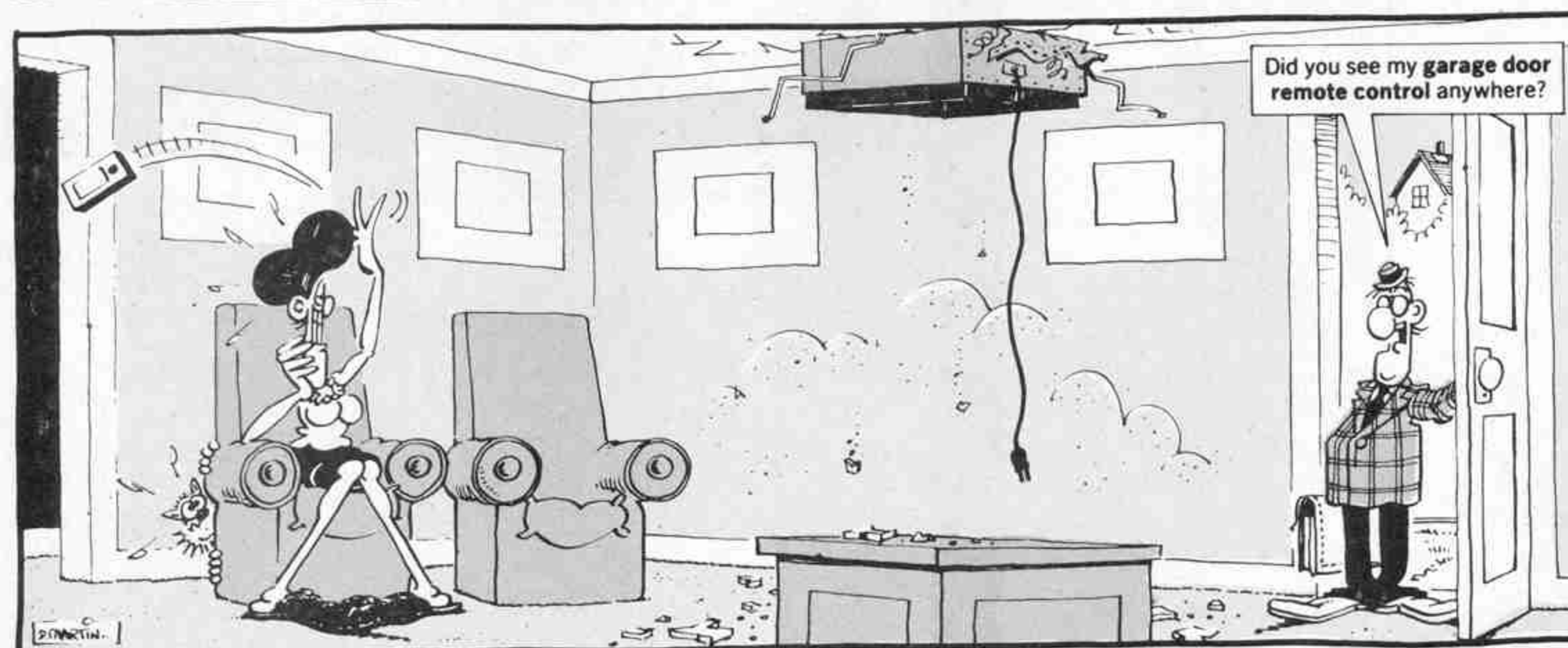
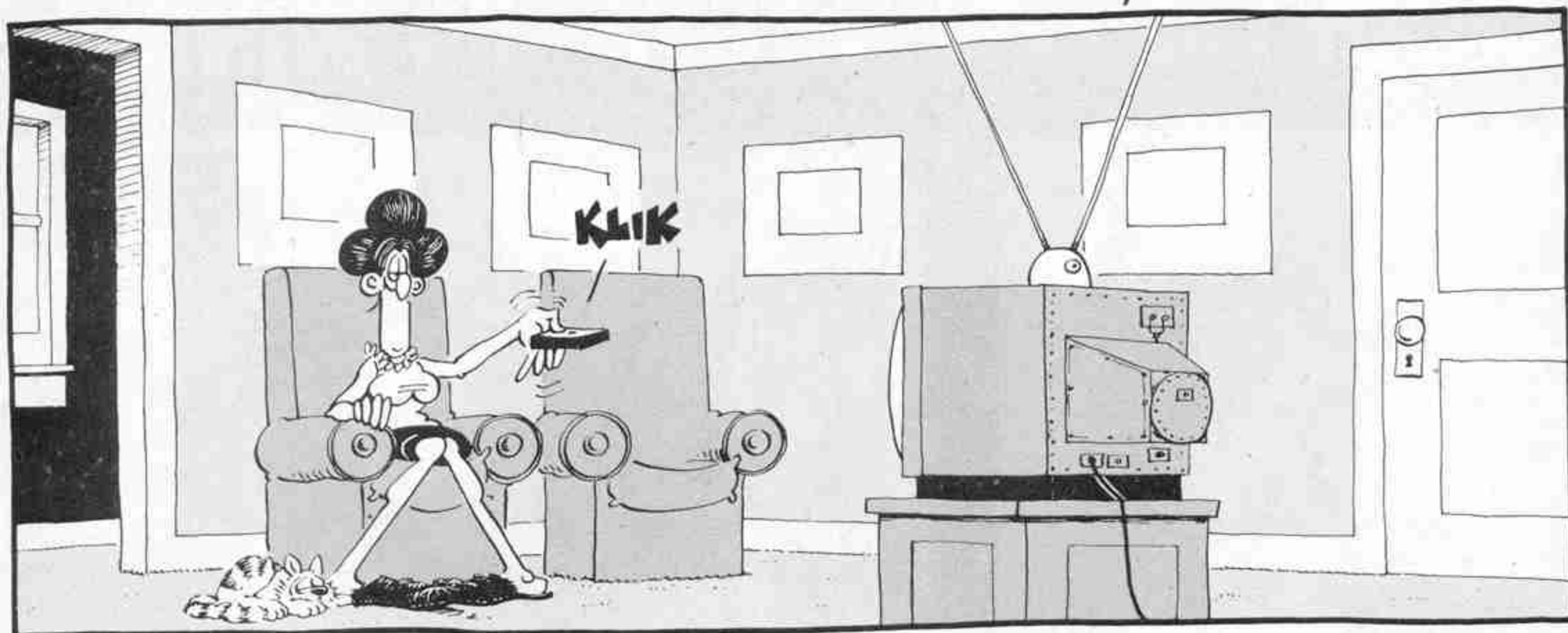
I wasn't aware you have those problems...

I don't! Your prices are so high that I can't afford to buy liquor!





# ONE WEDNESDAY MORNING IN ROXBURY, CONNECTICUT





AND NOW HERE ARE SOME QUICK, SN

# ENJOY THE FEELING OF A MID-WINTER BE



Carry your wallet, keys, and a tube of lotion in your underwear



Float in a tub filled with cold water, oil slick, and varied assortment of foreign objects



Build a cold oatmeal castle



Put oil on your nose and heat it under a naked light bulb



# HAPPY MAD SUGGESTIONS ON HOW TO ACH VACATION WHILE STAYING AT HOME

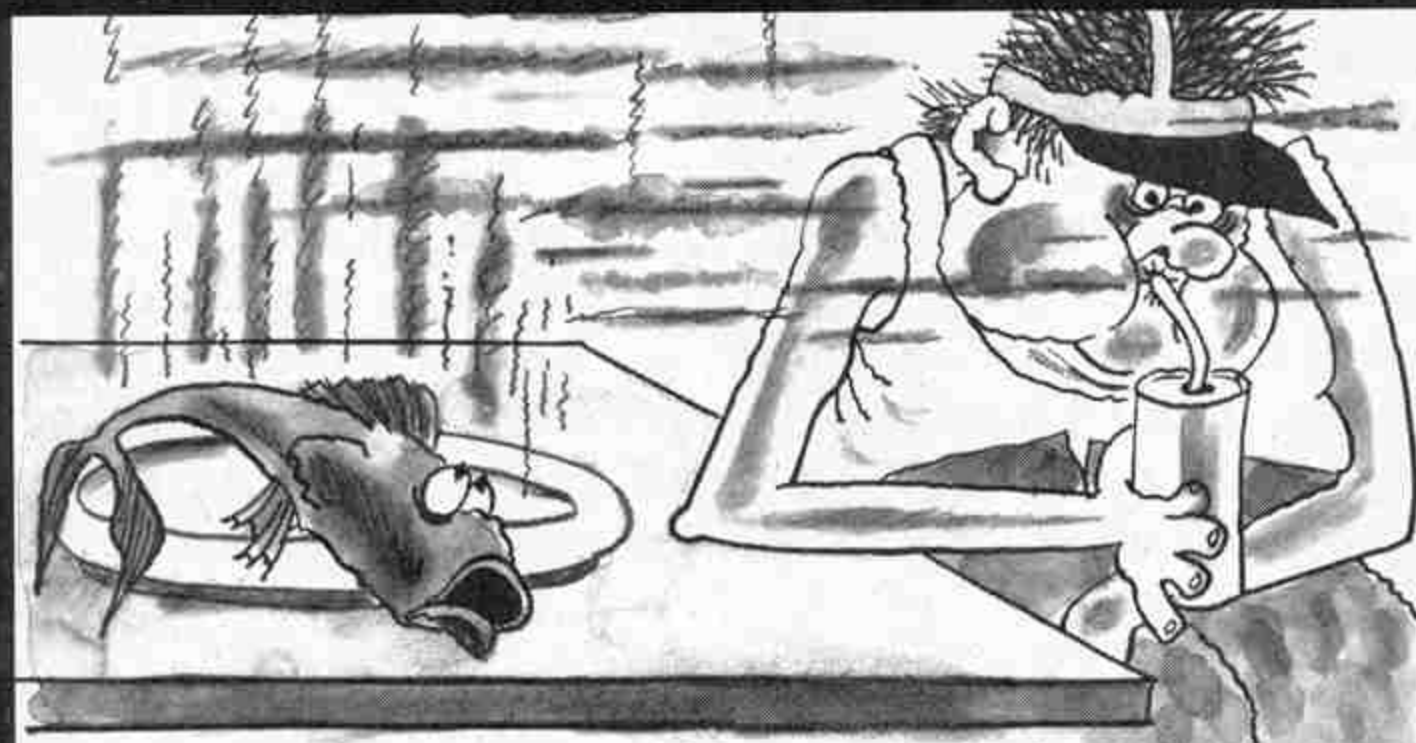
ARTIST AND WRITER: PAUL PETER FORGES



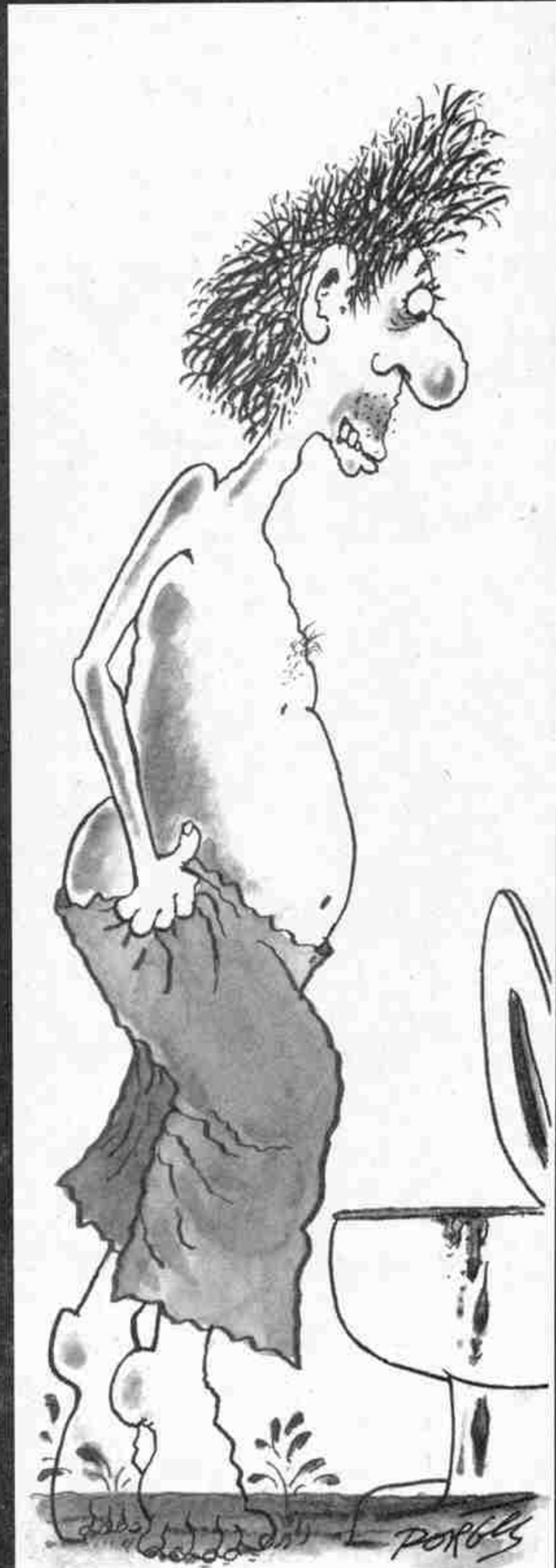
**Eat a soggy, sandy, egg salad sandwich**



**Displace your cat for that wet-sand-between-your-toes feeling**



**Sip a warm soda within range of a dead fish**



**Slosh through three inches deep of yecchy liquid to use the bathroom**





#### WHERE'S THE BEAST? DEPT.

*In the wilds of the forest, where all God's creatures roam freely, animals must constantly be on the lookout for predators. Mother Nature, in her infinite wisdom, has provided for these animals by giving them the ability to blend in with their wilderness surroundings. But what about those unfortunate creatures who don't live in the wilderness? What about the animals that have to endure the hardships and hassles of city life? Well, not to worry, because Mother Nature has taken care of them quite well, as you'll see by taking a look at...*







# CAMOUFLAGE TRICKS OF CITY ANIMALS

ARTISTS: HARVEY KURTZMAN & WILL ELDER

WRITER: RURIK TYLER





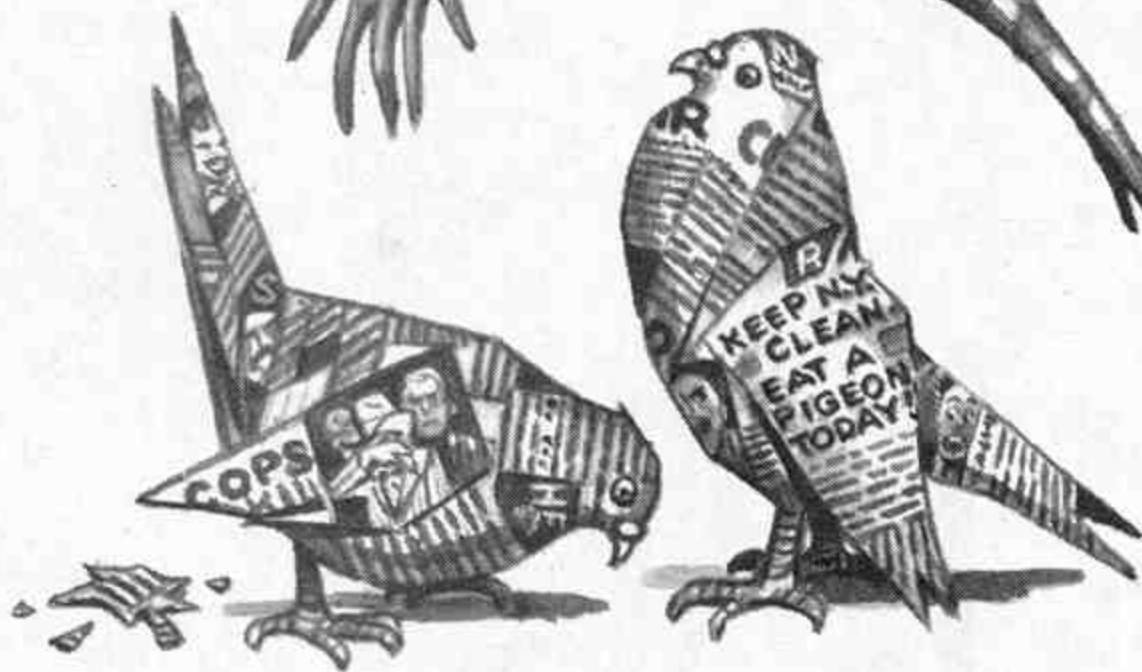
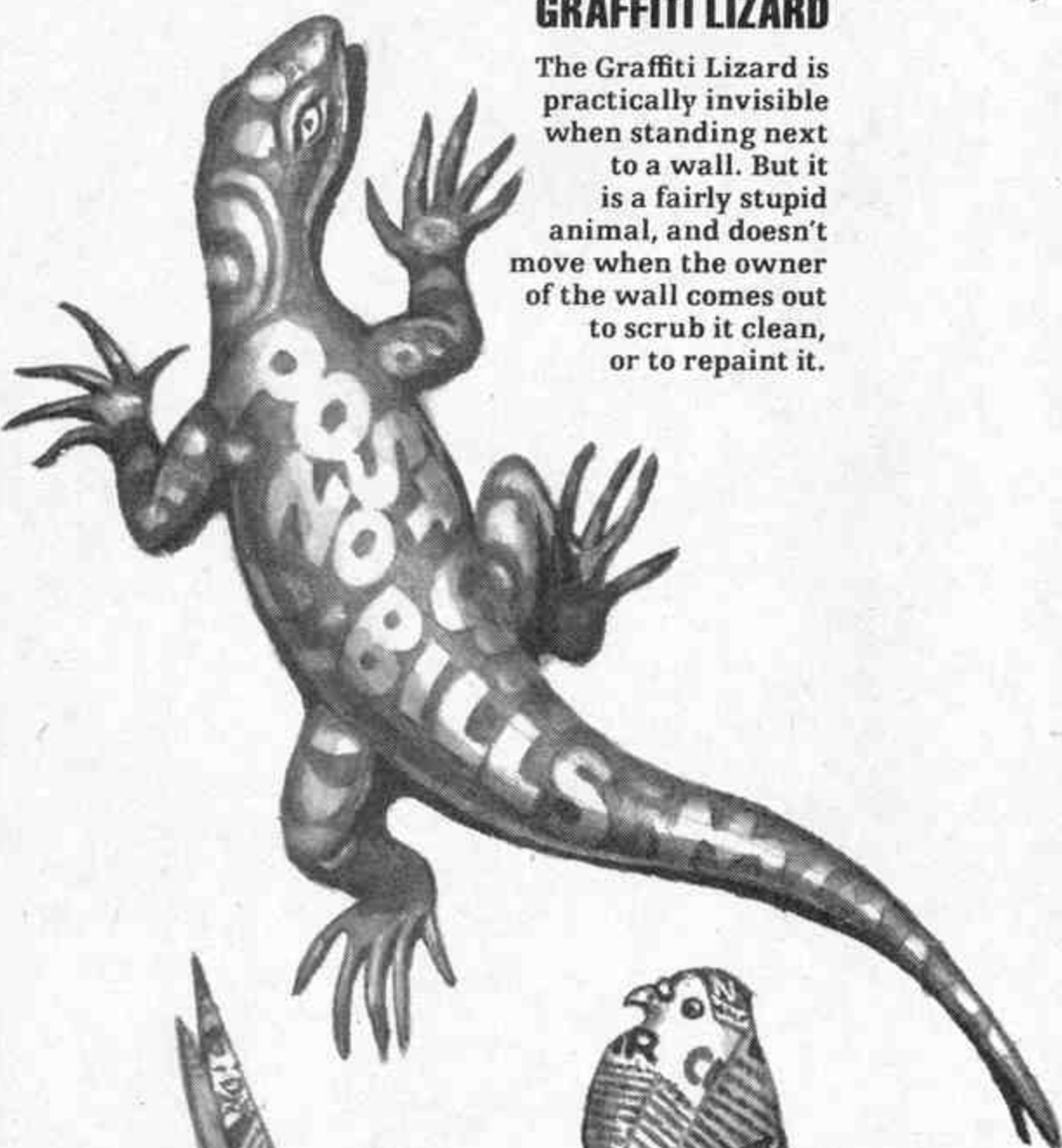
## BULLET BEETLE

Bullets in the big city are so common, no one takes notice of them. So while the Bullet Beetle's disguise saves it from predators it is often trampled to death by pedestrians.



## GRAFFITI LIZARD

The Graffiti Lizard is practically invisible when standing next to a wall. But it is a fairly stupid animal, and doesn't move when the owner of the wall comes out to scrub it clean, or to repaint it.

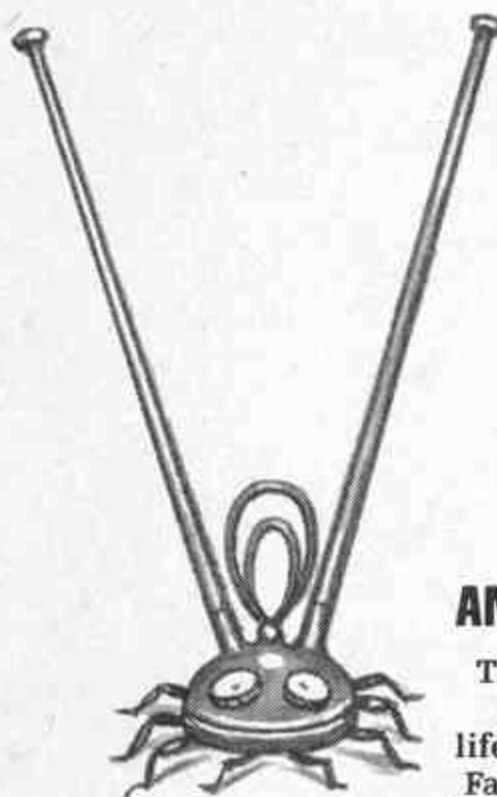
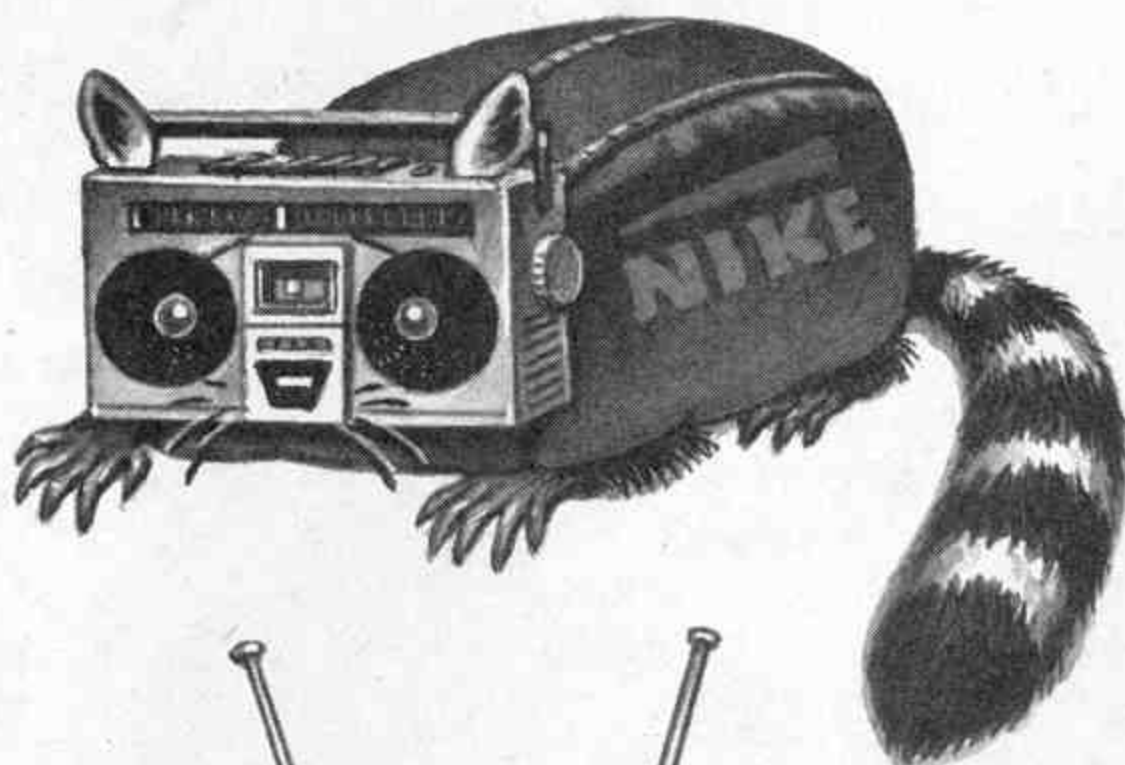


## NEWSPAPER PIGEON

Taking advantage of high winds that send newspapers flying, these birds can soar undetected. They are a treat for winos who start out looking for something to use as a blanket and wind up with a meal.

## RADIO-FACED RACCOON

The Radio-Faced Raccoon looks like the gear of a typical city kid—a radio face and sports bag body with a clip on raccoon tail. Known to hang on to unsuspecting passersby when in danger, it is a nasty surprise for people who think they have found a free radio.



## ANTENNAE BUG

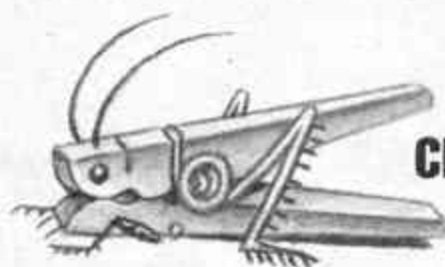
The Antennae Bug lives a symbiotic life with the Radio-Faced Raccoon, living off the Raccoon's food scraps. It can also live on top of TV's, buildings and certain visiting martians.



## WALKING WINDOW CRACK

The Walking Window Crack is a thin white insect. Its disguise works so well, it is virtually invisible to its predators. Its only worry is being drowned or crushed by the squeegees of window washers who don't realize it's there.





### CLOTHESPIN CRICKET

The Clothespin Cricket is a harmless insect. It is threatened only by nearsighted people who ordinarily step on clothespins thinking they are crickets.



### BEER TAB BUTTERFLY

A beautiful creature, the Beer Tab Butterfly has no enemies except oddball bag ladies who use beer tabs as jewelry.



### CIGARETTE WORM

The Cigarette Worm's camouflage is very effective. Its only enemies are smoking birds.

### CHANGE PURSE CLAM

The Change Purse Clam is a miser's delight. Once something finds its way in, the jaws snap shut and nothing gets out again.



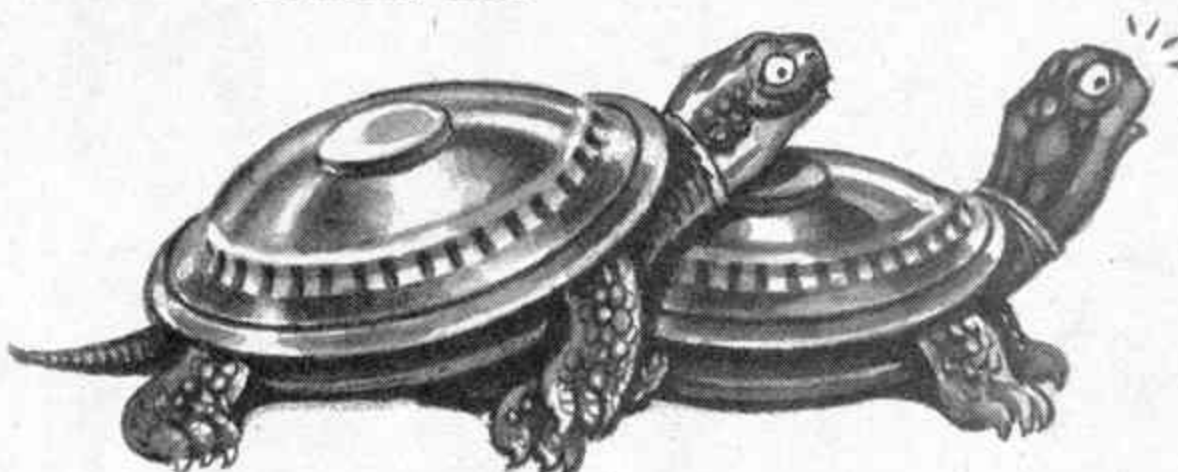
### EXTENSION CORD ANACONDA

The Extension Cord Anaconda is a cousin of the electric eel. It is usually found in display bins at big city hardware stores where it is often mistaken for the real thing, taken home and electrocuted.



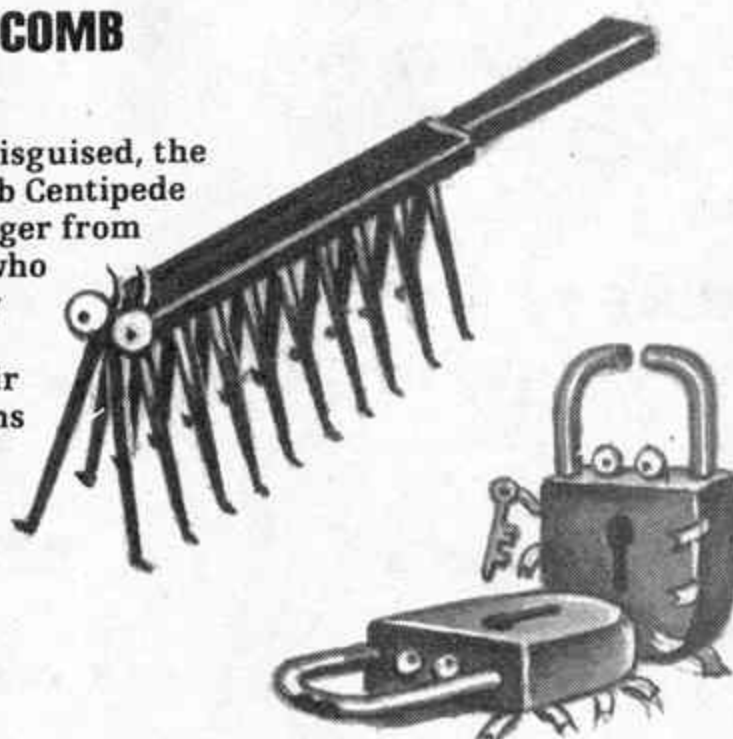
### HUBCAP TURTLE

Very slow and harmless, the Hubcap Turtle is fine until a young hubcap thief figures him for an easy score.



### CRAWLING COMB CENTIPEDE

Wonderfully disguised, the Crawling Comb Centipede only faces danger from those people who don't have any qualms about acquiring their grooming items from the gutter.



### PADLOCK BEETLE

The Padlock Beetle has super strong mandibles that allow it to hang from anything! Yet, when lying in the gutter, it looks like a snapped lock and is left alone. It lives with constant fear of being impaled by the tools of would-be lockpickers.



### RHINO CAB

This big lumbering animal roams the street with no worries. It's built better than any modern car and can walk away from a collision. It comes with its own horn.





### RULE # 1

Be helpful despite one's own problems



POLITE SWITCH DEPT.

# MAD'S 14 GOOD B

ARTIST: PAUL COKER

### RULE # 3

Show regard for the possessions of others.



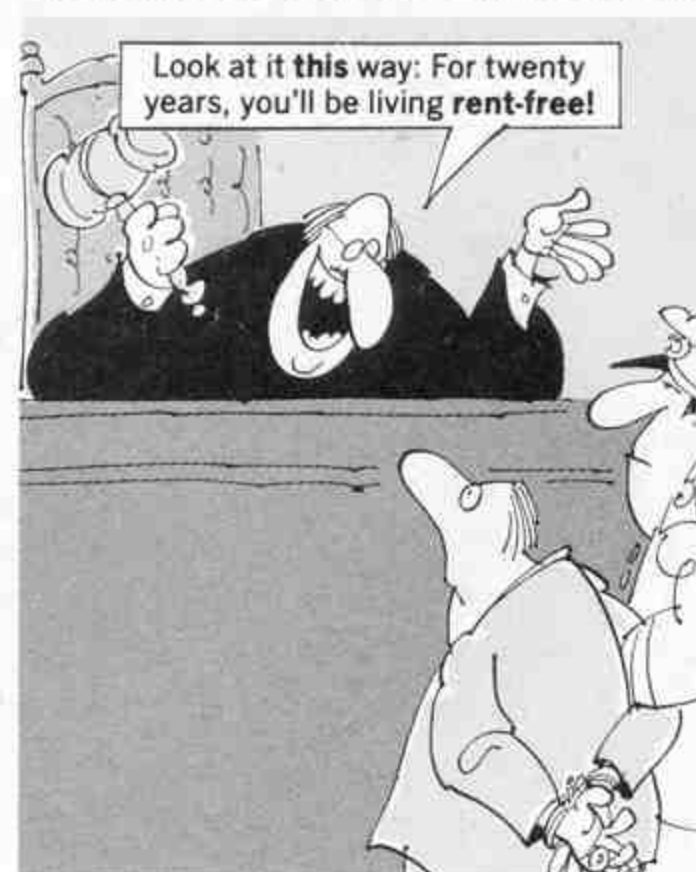
### RULE # 4

Bolster the spirits of the ailing.



### RULE # 5

Give comfort to those facing hardship.



### RULE # 9

Be sensitive to the sad and downhearted.



### RULE # 10

Give helpful advice to the troubled.



### RULE # 11

Be tolerant of the mistakes of others.





# RULES OF EHAVIOR

WRITER: FRANK JACOBS



## RULE # 2

Always help others to help themselves.



## RULE # 6

Maintain a positive outlook in times of crisis.



## RULE # 7

Be gracious in victory ...



## RULE # 8

... and also in defeat.



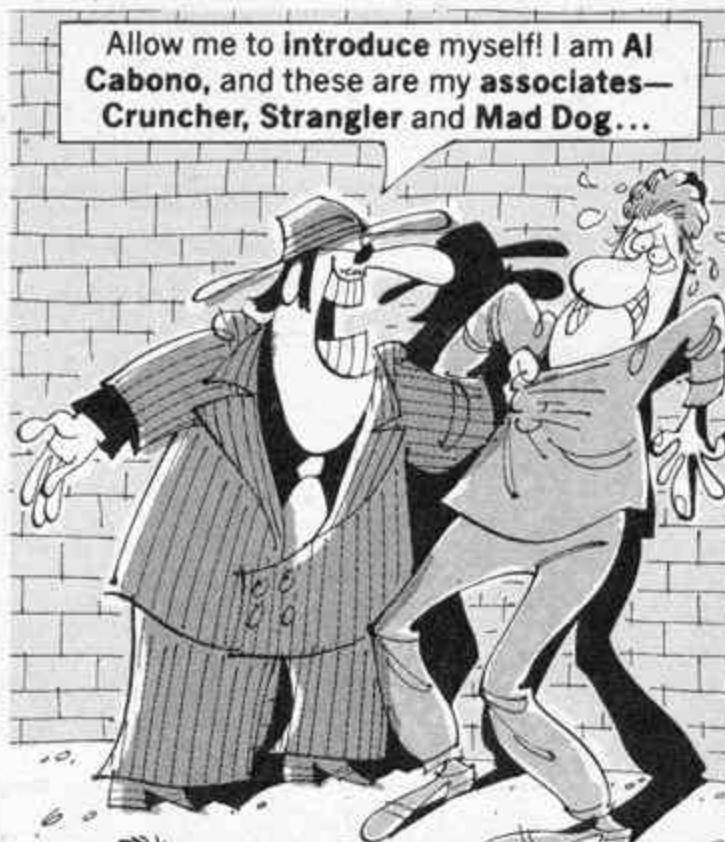
## RULE # 12

Be courteous in times of stress.



## RULE # 13

Display good manners on all occasions.

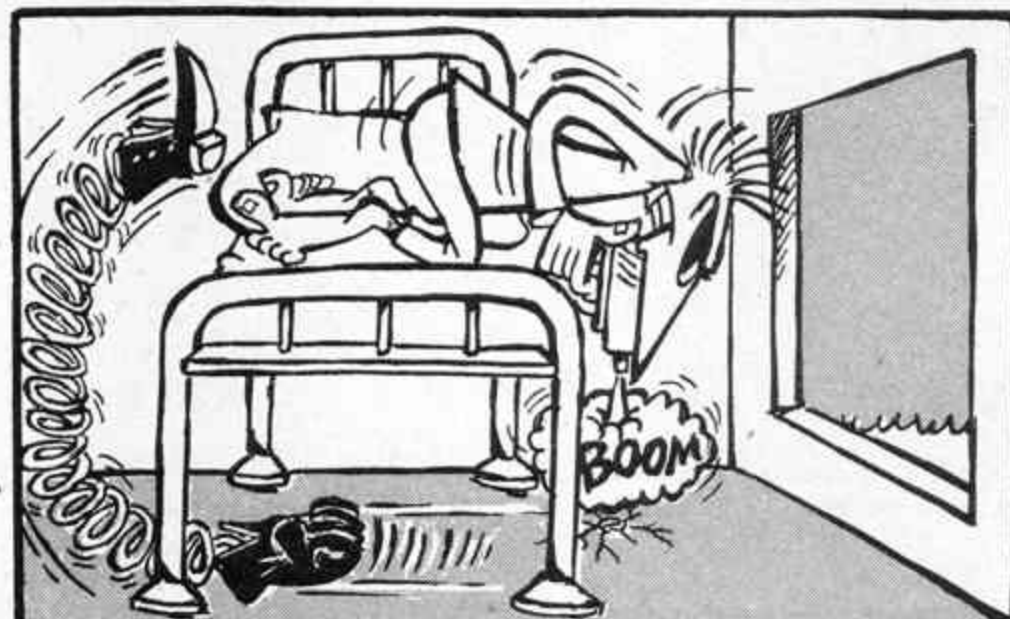
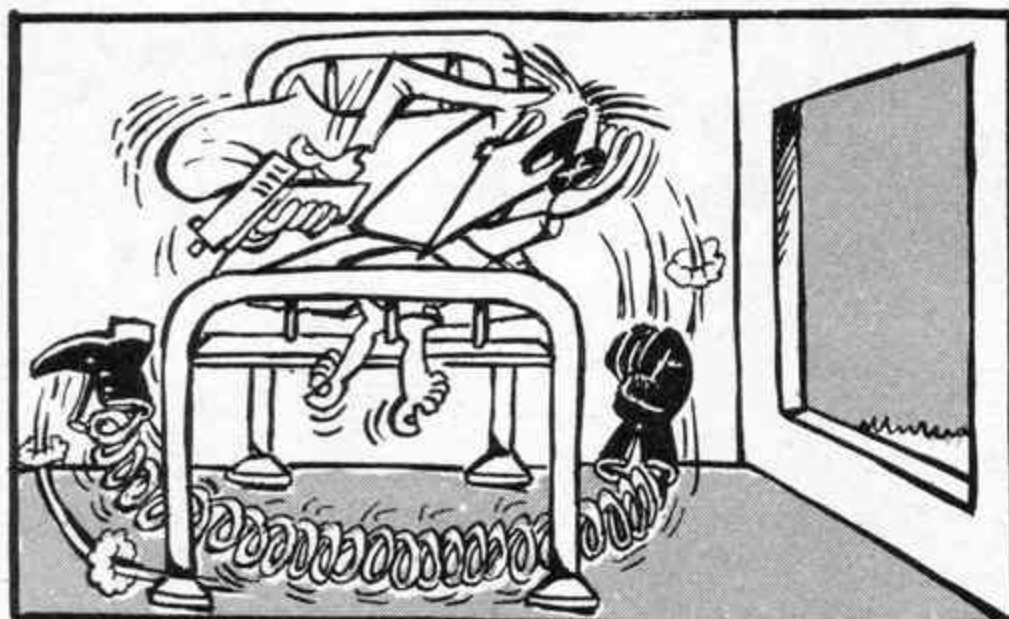
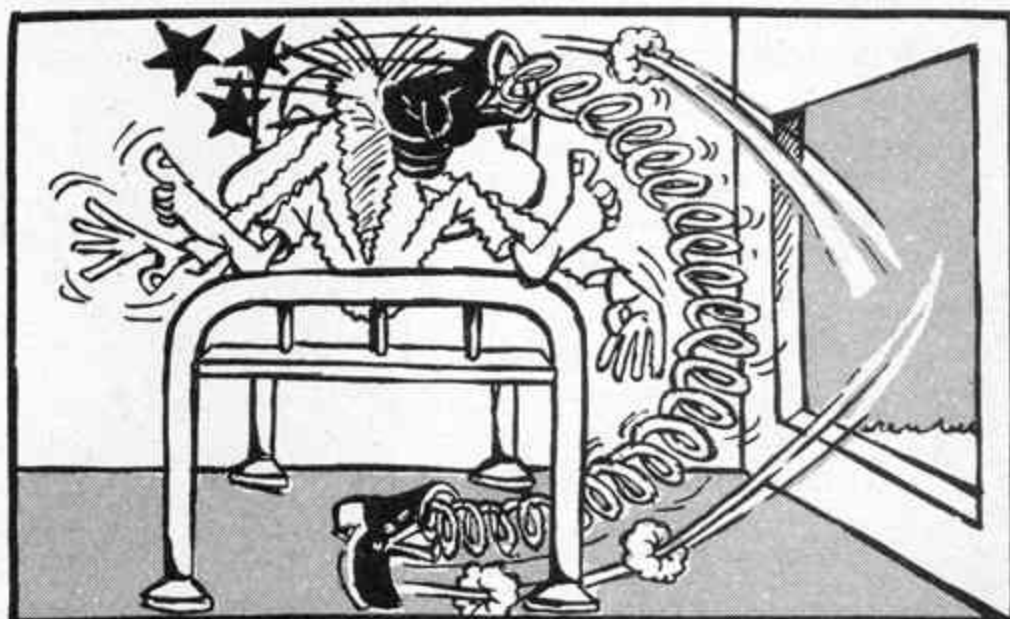
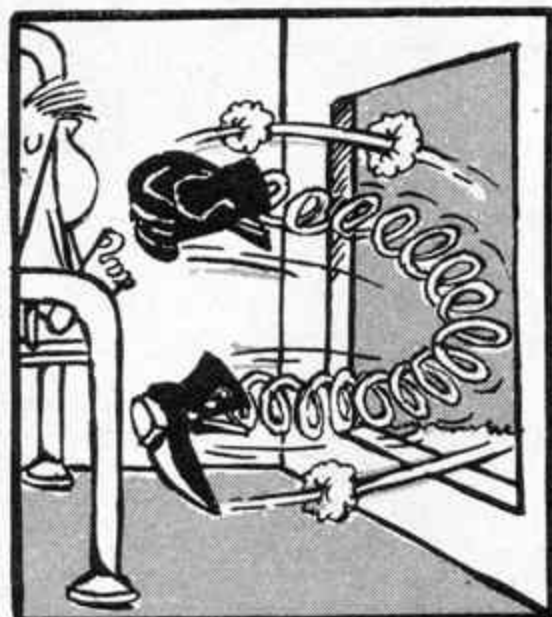


## RULE # 14

Show compassion for the less fortunate.







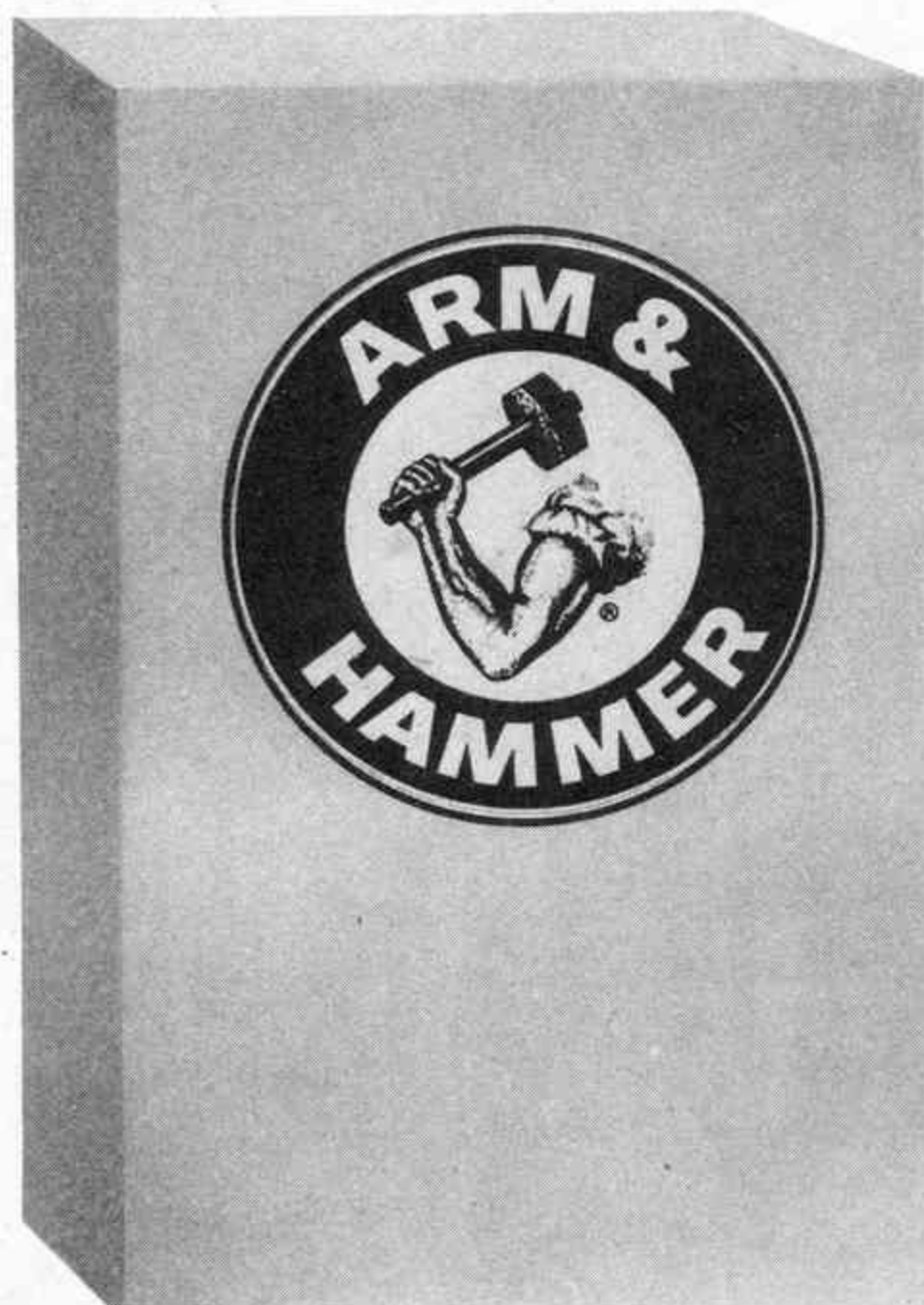


TAKE A POWDER DEPT.

You've seen it on television commercials...and you've read about it in newspapers and magazine ads! It's the

**AMAZING MIRACLE OF THE 20TH CENTURY!**

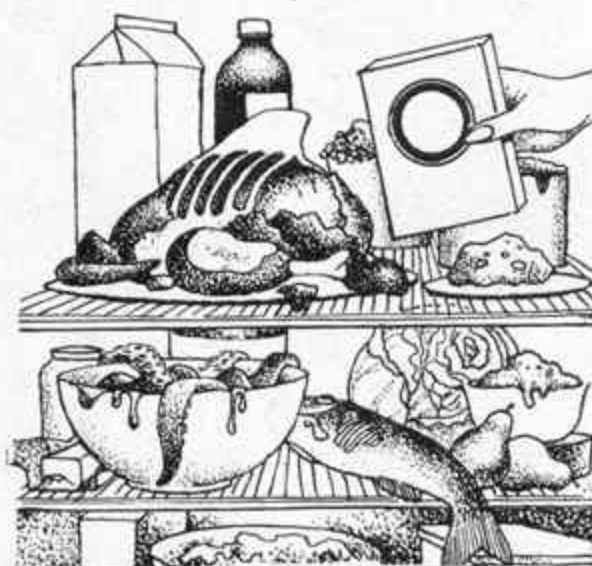
**ARM & HAMMER Baking Soda**



**IT FRESHENS YOUR CARPETS!**



**IT SANITIZES YOUR DRAIN!**



**IT KEEPS YOUR REFRIGERATOR  
SMELLING SWEET AND CLEAN!**



**IT DEODORIZES CAT BOXES!  
IT CLEANS YOUR TEETH...**

**... IN FACT, IT DOES ANYTHING ARM & HAMMER THINKS WILL MAKE YOU BUY IT!  
AND EVERY YEAR, THEY MANAGE TO DISCOVER NEW WAYS THAT THEIR BAKING SODA CAN  
IMPROVE YOUR LIFE! IN FACT, WE CAN ALMOST ASSUREDLY LOOK FORWARD TO THESE...**

**NEW USES FOR  
ARM & HAMMER  
BAKING SODA**







**ARM  
&  
HAMMER**  
"JUNIOR  
PRIVATE EYE"  
FINGERPRINT  
DUSTING  
KIT



**ARM  
&  
HAMMER**  
"LIFE  
OF THE  
PARTY"  
FAKE  
COCAINE



**ARM  
&  
HAMMER**  
HOUR  
GLASS  
AND/OR  
EGG TIMER  
REFILL



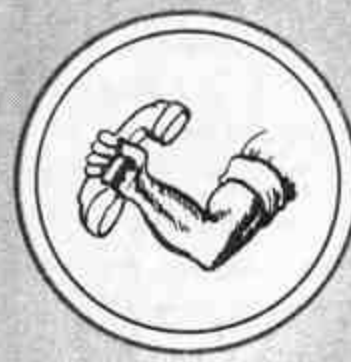
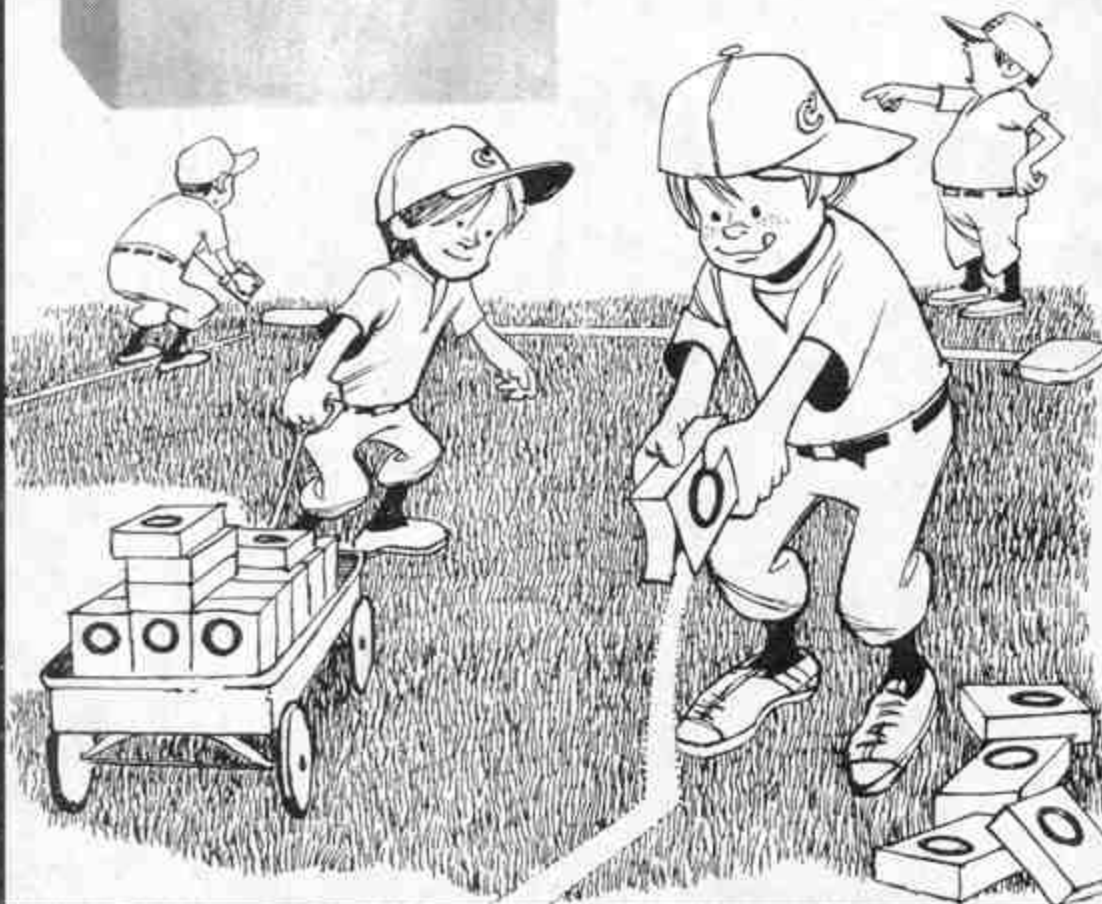
**ARM  
&  
HAMMER**  
HOME  
SECURITY  
PHOTOELECTRIC  
BEAM  
DETECTOR







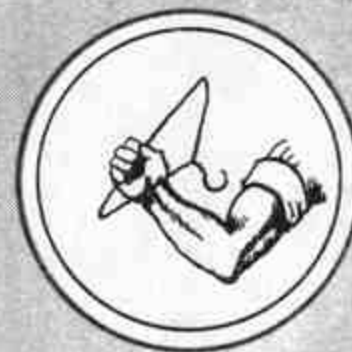
**ARM  
&  
HAMMER**  
SANDLOT  
BASEBALL  
FOUL LINE  
MARKING  
POWDER



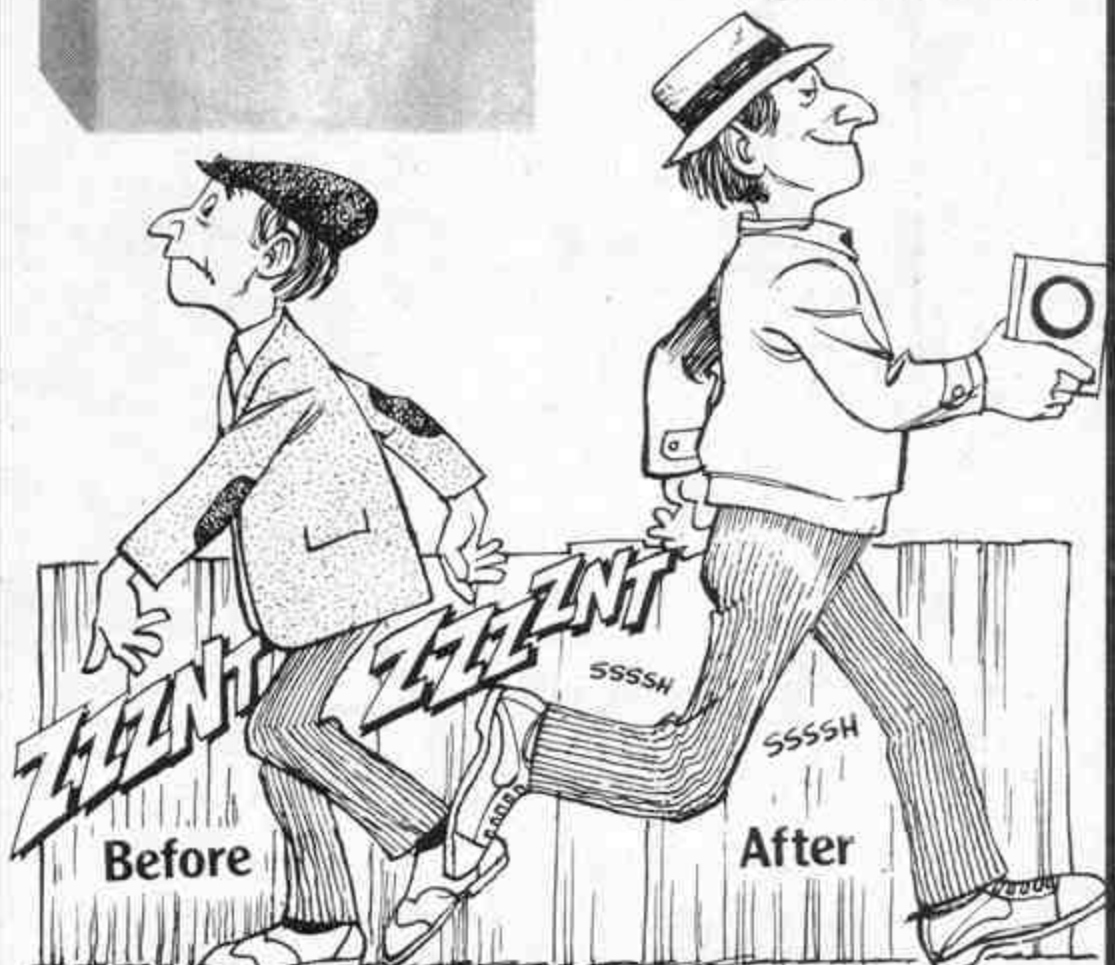
**ARM  
&  
HAMMER**  
ROTARY DIAL  
TELEPHONE  
FINGER  
HOLE  
LUBRICANT



**ARM  
&  
HAMMER**  
SHINY  
BALD  
HEAD  
INSTANT  
DE-GLOSSER



**ARM  
&  
HAMMER**  
CORDUROY  
PANTS  
EMBARRASSING  
NOISES  
SUPPRESSOR





# TUNER FISHING DEPT.

The most successful cable networks today are those that specialize—like ESPN (sports), CNN (news), Lifetime (health), The Weather Channel (what else?), Cinemax (movies), and Showtime (more movies). You can bet this is only the beginning. It's just a matter of time before cable TV will hit other specialized areas. Just think of the time you'll be able to waste as you flip your dial and choose from among the following assortment of

# SPECIAL NETWORK

## WEIRDOVISION For Creeps and Loonies



4:00 P.M.

**CRAZE OF OUR LIVES**—Serial Mary Beth's flossing compulsion gets worse after Richard sees Satan in the local 7-11. Phillip gets Olivia to bankroll his underwater commune.

## THE HAVE-NOT NETWORK For the Very Poor



3:00 P.M.

**CONNIE'S KITCHEN** Today: Six minimally nutritious dishes you can feed a family of eight, with left-over dog food and sawdust.



# SIZED CABLE TV WORKS OF THE FUTURE

ARTIST: SAM VIVIANO

WRITER: FRANK JACOBS & EARLE DOUD



7:00 P.M.

**SPECIAL** The Regional Finals of our Obscene Phone-Callers Breathe-athon, live from Akron, Ohio.



10:30 P.M.

**NUTLINE WITH RED BOPPEL**

—**News** WeirdoVision correspondents provide proof for the theory that the Grand Canyon was a shopping center for the ancients.



11:30 P.M.

**TOP-RANKED MOONING** Main bout: Middleweight "Buns" Worthington takes on "Cheeks" McInerney. Live from Atlantic City.



9:00 P.M.

**TRAPDOOR JOHN, M.D.**

—**Drama** When a rat invasion creates a typhus epidemic, Trapdoor uses his ghetto patients as human guinea pigs for untested serums.



11:00 P.M.

**MOVIE—Drama** "I was a Teenage Blood Donor." An illiterate high-school drop-out vows vengeance on a clinic when the blood he wants to sell for drug money is turned down for containing an icky substance.



12:30 A.M.

**BEGGING, AMERICAN STYLE**

—**Debate** Panhandlers Roscoe Muncrief and Slats Pomeroy argue which is comfier as a doorway mattress—discarded liquor cartons or the Sunday N.Y. Times.



## THE HATE CHANNEL For Bigots



7:00 P.M.

**THE FOSTER FAMILY—Drama** Charlie loses his job and blames it on the Jews. Donna turns in her spic gardener into immigration. Billy and Uncle Andy dynamite a gook's flower shop.

9:30 P.M.

**THOSE KRAZY KLANSMEN—Comedy** Eddie shows up late for a midnight cross-burning after Myra starches his sheet.

10:00 P.M.

**SING ALONG WITH HEINRICH—Variety** The Brownshirt Boys render a medley of Nazi marching songs, accompanied by the Stormtrooper Strings and the Mein Kampf Dancers.

## THE NEUROTIC NETWORK For People With Problems



8:00 A.M.

**WEATHER** Meteorologist Warren Wyman points out the possibilities of rain and the guilt he feels in even bringing it up.

1:00 P.M.

**GREAT LIVES—Documentary** Today: Why Napoleon Bonaparte conquered Europe and how it still wasn't enough for his mother.

4:00 P.M.

**BOXING'S BIGGEST MOMENTS** A playback of the Marvin Mugler-Lester Hearn's '73 title bout. Key moment: When Mugler faces arena fans and yells, "What the hell are you staring at?"

## THE VIOLENCE CHANNEL For the Bloodthirsty



6:00 P.M.

**LET'S TALK TERRORISM—Discussion** Syrian fanatic Omar Wahdi demonstrates how to make a car-bomb at home for under \$20.

7:30 P.M.

**CRUNCHER IN CHARGE—Comedy** Cruncher mistakes a UPS delivery man for a rival street-gang leader and fractures his skull with a crowbar. Wally's shotgun goes off in his face. Zappy drives his motorcycle into a funeral procession.

8:00 P.M.

**BLOODSHED BEAT** Highlights: Coverage of Ugandan troops wiping out a defenseless village; close-ups of airliner crash victims; scenes of Chilean death squads in action.



WIDE WORLD OF SNORTS DEPT.

What with the recent drug scandals rocking the baseball world, it's time to revise that grand old song, "Take Me Out to the Ball Game." So sing along, sports fans, as Mad presents...

# ZONK ME OUT AT THE BALL GAME

ARTIST: AL JAFFEE WRITER: FRANK JACOBS

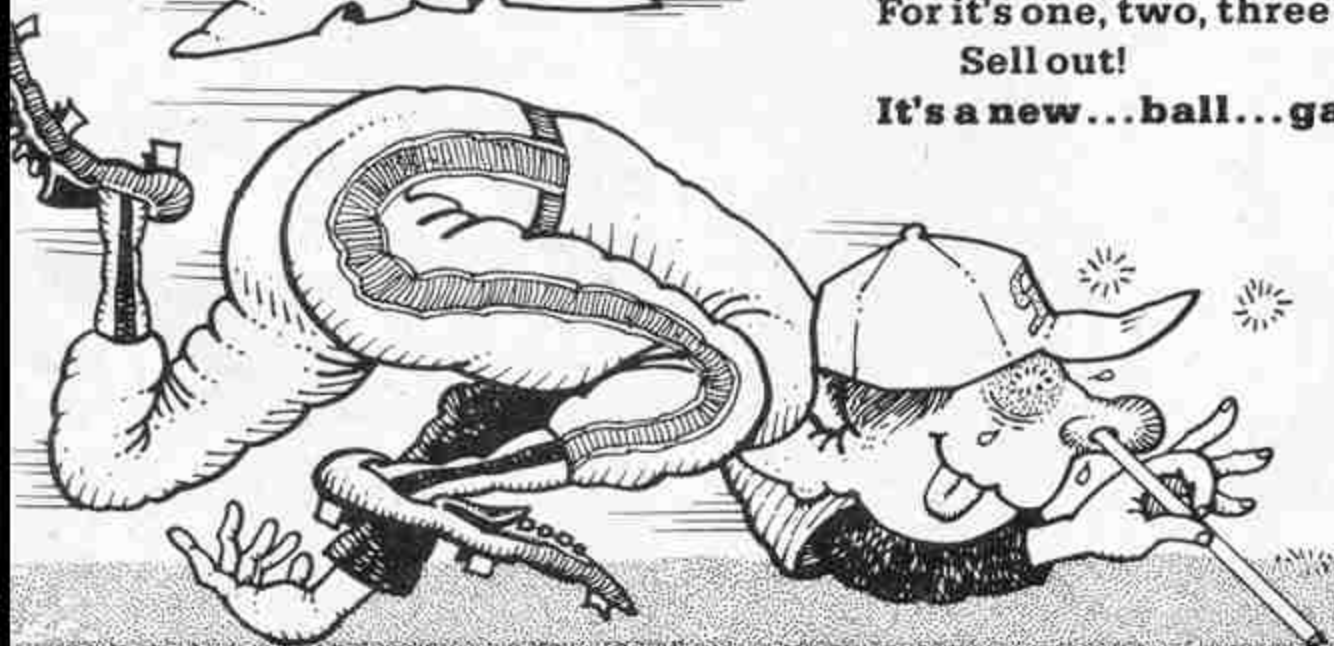
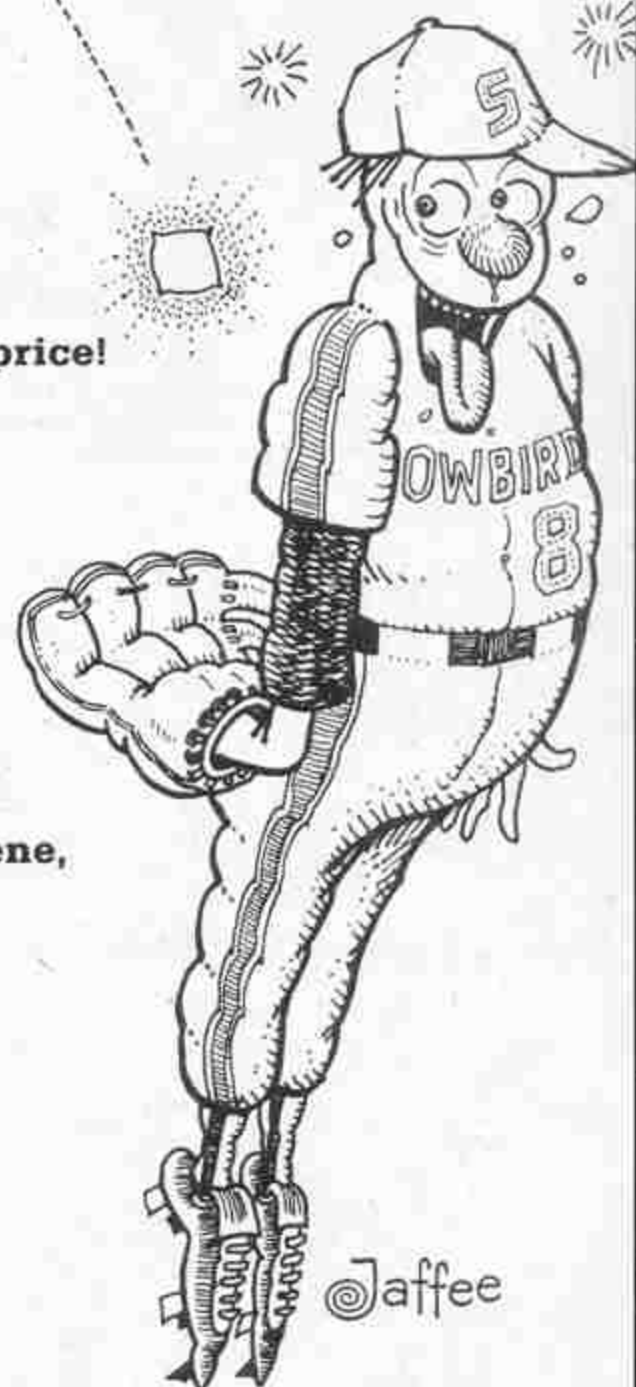
IDEA BY: JOHN AMBROSIO



Zonk me out at the ball-game—  
Zonk me out with co-caine!  
I've got a gram in my catch-er's mitt—  
Grab... a... straw and we'll all take a hit!  
So let's toot, toot, toot in the club-house—  
If you're... not high, that's a shame!  
For it's one, two, three snorts—  
Get stoned!  
It's a new...ball...game!

Zonk me out at the ball-game—  
Zonk me out of my skull!  
I've got a dealer who treats... me nice—  
Highs... cost... high, but it's sure worth the price!  
So let's toot, toot, toot in the bull-pen—  
Hell, win... or lose, it's the same!  
For it's one, two, three snorts—  
You're hooked!  
It's a new...ball...game!

Zonk me out at the ball-game—  
Zonk me till we get caught!  
I'll tell the league that my nose... is clean,  
Help... them... clean up the whole rotten scene,  
'Cause I'll rat, rat, rat on my team-mates!  
Who cares... if they get the blame!  
For it's one, two, three snorts—  
Sell out!  
It's a new...ball...game!

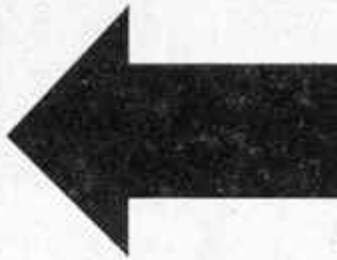


Jaffee



NO SOAP, RATIO DEPT.

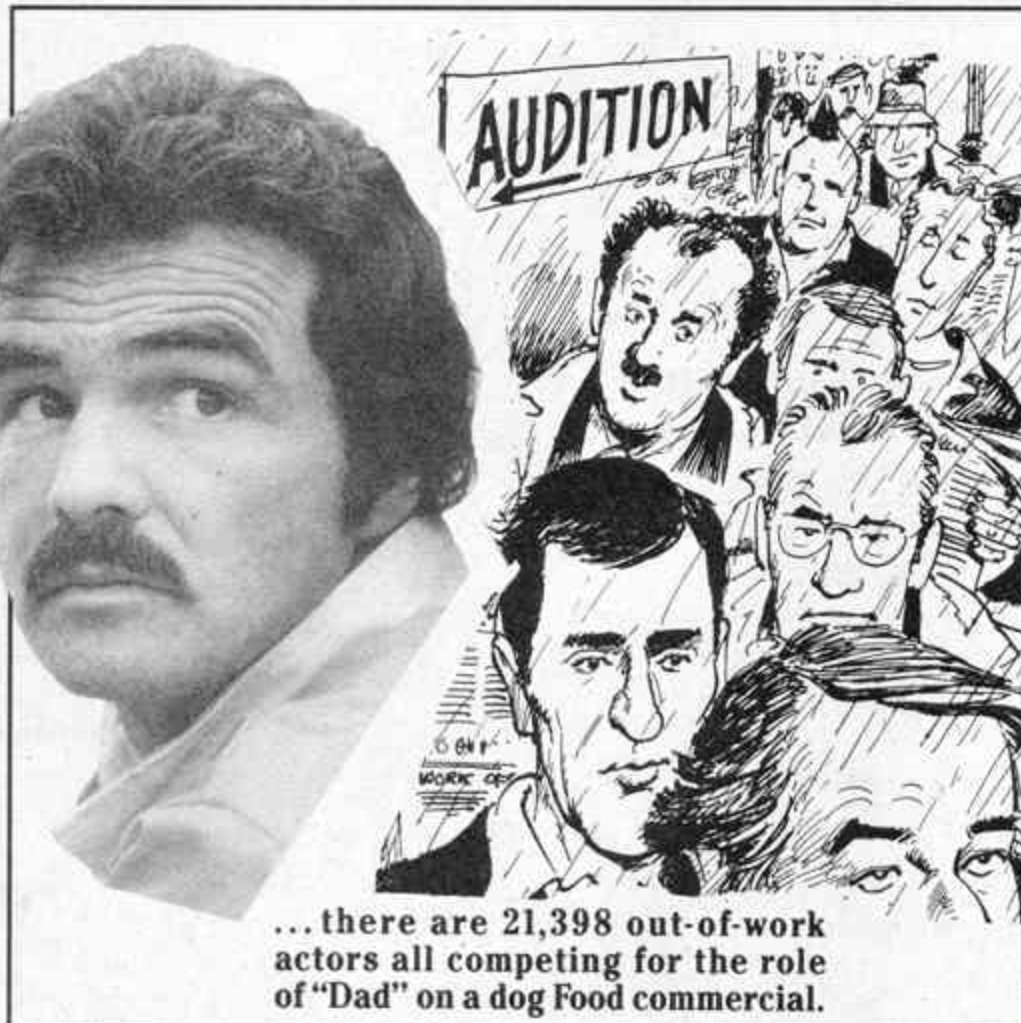
This line is officially known as "Parental Cliche #238—The Career Goal Stifler." Every kid with a shred of ambition in showbiz, sports or the arts has heard it. And the most depressing thing a-



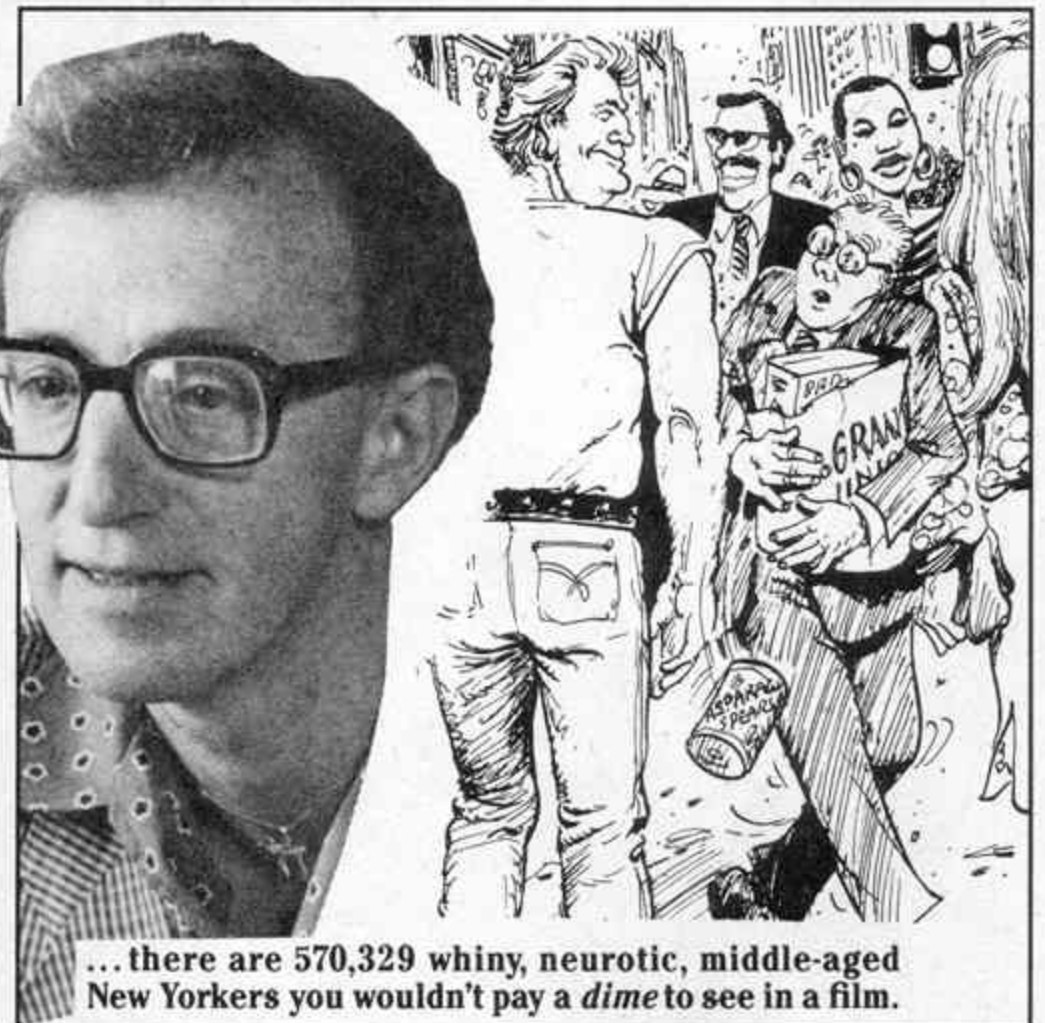
# MAD'S HUMAN



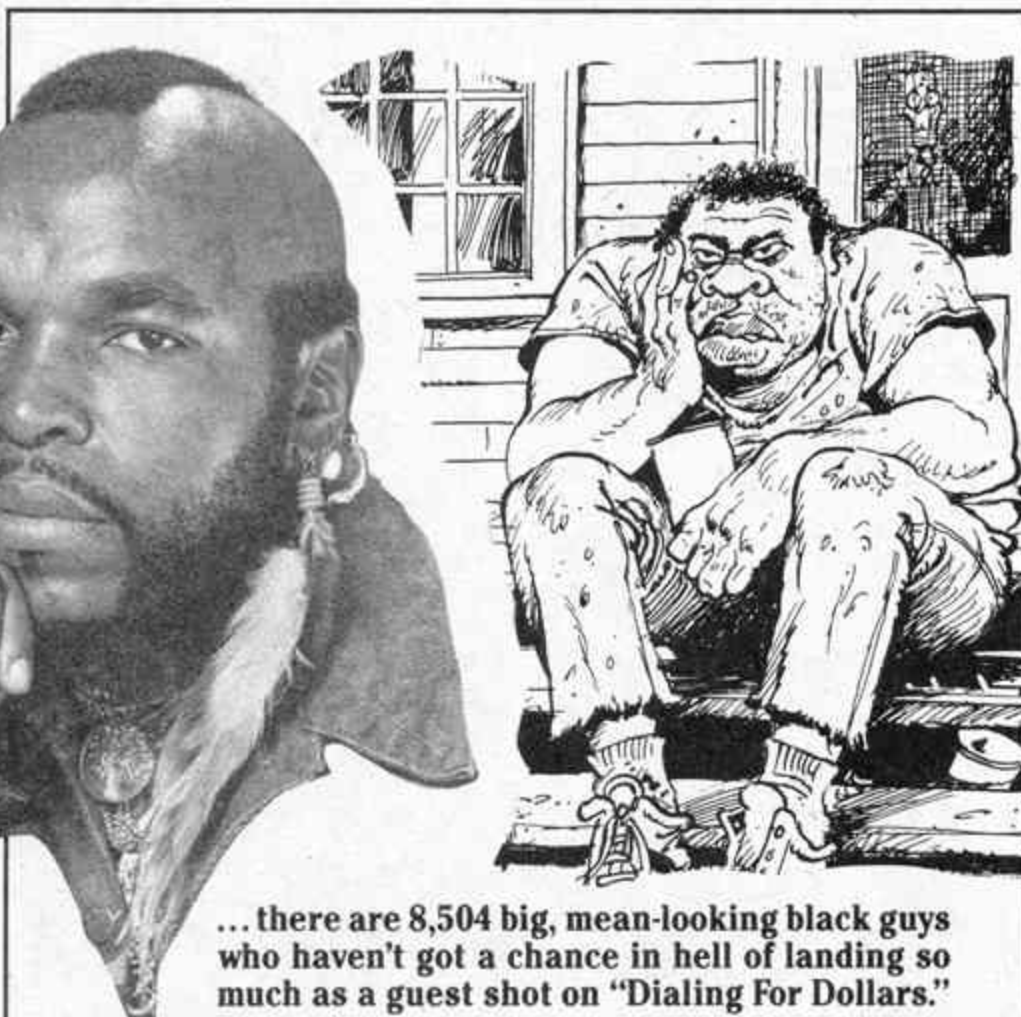
For every *ONE* Burt Reynolds...



For every *ONE* Woody Allen...



For every *ONE* Mr. T...



For every *ONE* Erma Bombeck...





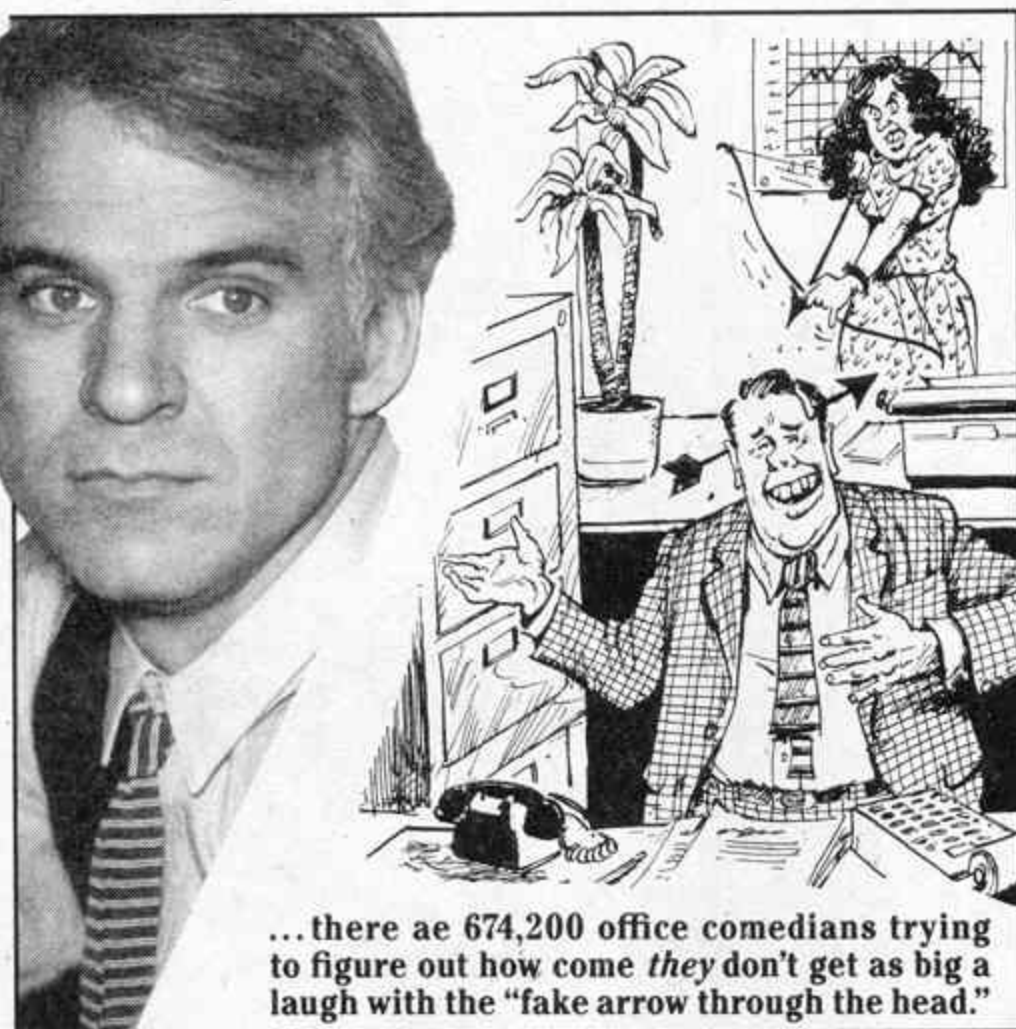
bout it is IT'S TRUE! Only a handful of the zillions of people with big dreams of fame and fortune will ever make it. And all we can do is offer you some precise numbers about ne'er-do-wells in...

# EQUIVALENCY SCALE

ARTIST: HARRY NORTH WRITER: MIKE SNIDER

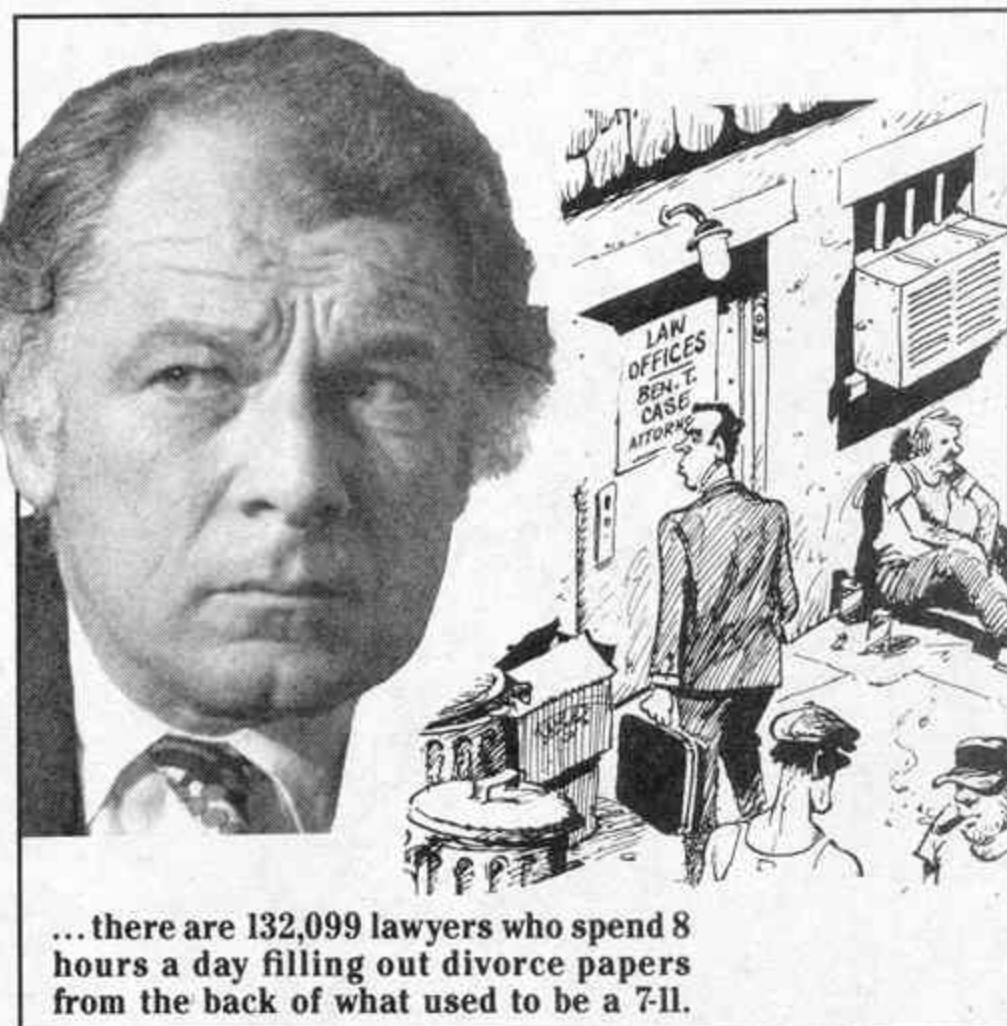


For every *ONE* Steve Martin...



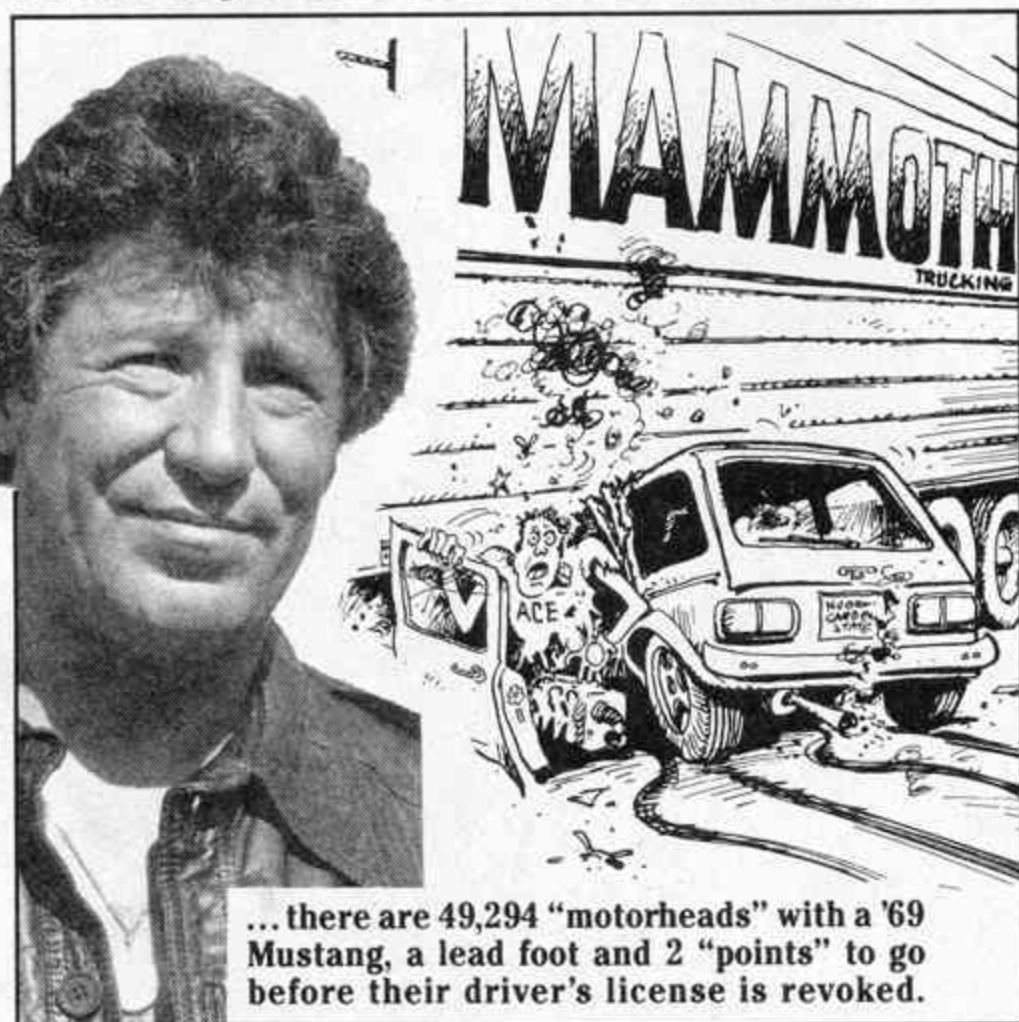
...there are 674,200 office comedians trying to figure out how come *they* don't get as big a laugh with the "fake arrow through the head."

For every *ONE* F. Lee Bailey...



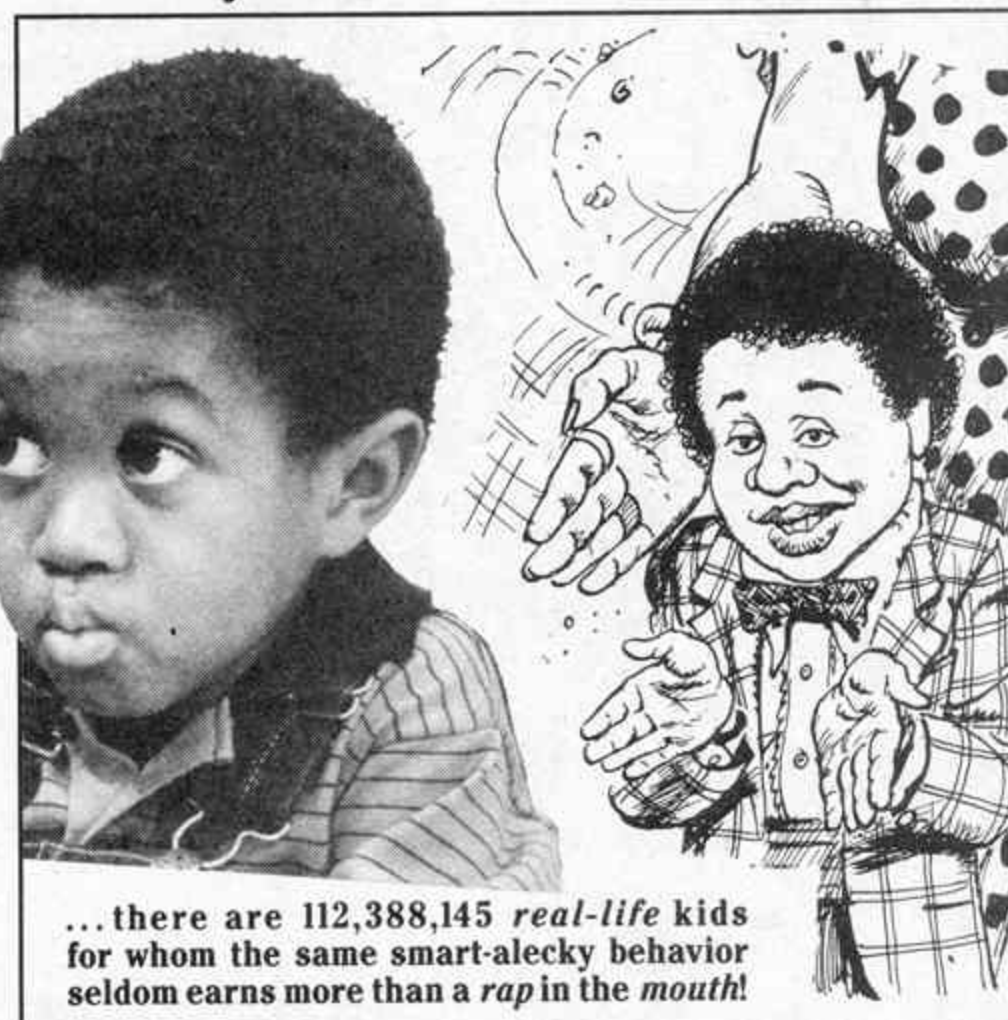
...there are 132,099 lawyers who spend 8 hours a day filling out divorce papers from the back of what used to be a 7-11.

For every *ONE* Mario Andretti...



...there are 49,294 "motorheads" with a '69 Mustang, a lead foot and 2 "points" to go before their driver's license is revoked.

For every *ONE* Emmanuel Lewis...



...there are 112,388,145 *real-life* kids for whom the same smart-alecky behavior seldom earns more than a *rap* in the *mouth*!



# THE MAD GUIDE TO...

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

## YUPPIES

(Young Urban Professionals)



Buy designer clothes for their kid's Cabbage Patch Dolls.

Feed their babies strained quiche.

Hire seasonal domestics to trim their Christmas trees.

Pass neighborhood zoning laws against fat people.

Burp their Lhasa apsos.

Own "his-and-her" satellite dishes.

Back trendy causes, such as Eskimo Gay Rights.

Buy Nautilus machines in decorator colors.

Commission oil paintings of their Porsches.

Install personal computers in their Jacuzzis.

Get suicidal when their yearly income drops below the \$50,000 poverty level.

Chlorinate their bird-baths.

Have their toddlers checked out for "pre-school burn-out."

Drop from their party list anyone who visibly sweats.

Are called "sir" and "ma'am" by Yullies.





# YULLIES

(Young Urban Laborers)

Regard "Rambo" as an art film.

Entertain friends with "Championship Bowling" tapes from their VCR library.

Collect commemorative coins of pro wrestling stars.

Take sides watching Miller Lite commercials.

Demand absolute silence while watching "Wheel of Fortune."

Save Gallo wine labels in scrapbooks.

Regard finishing the TV Guide crossword as "bragging rights."

Have recurring dreams about rack-and-pinion steering.

Send away for the two-record collection of "Pat Boone's Greatest Hits."

Bargain-shop for lube jobs.

Consider "Doonesbury" heavy reading.

Regard owning a Sears charge card as "living in the fast lane."

Wear only their most expensive polyester leisure suit at weddings and funerals.

Are called "sir" and "ma'am" by Yuffies.



# YUFFIES

(Young Urban Failures)

Socialize at Greyhound bus depots.

Look at lottery tickets as a sound investment.

Keep warm in winter by burning down their tenements.

Burglarize thrift shops.

Consider a Roach Motel an appropriate housewarming gift.

Read the "Enquirer" as a source of "news in depth."

Aren't sure if Halley's Comet is a car or a laxative.

Wear hand-me-down dentures.

Punch themselves in the head when they sleep through April.

List their street-gang membership as "Job Experience."

Regard Egg McMuffins as "nouvelle cuisine."

Take Rodney Dangerfield seriously.

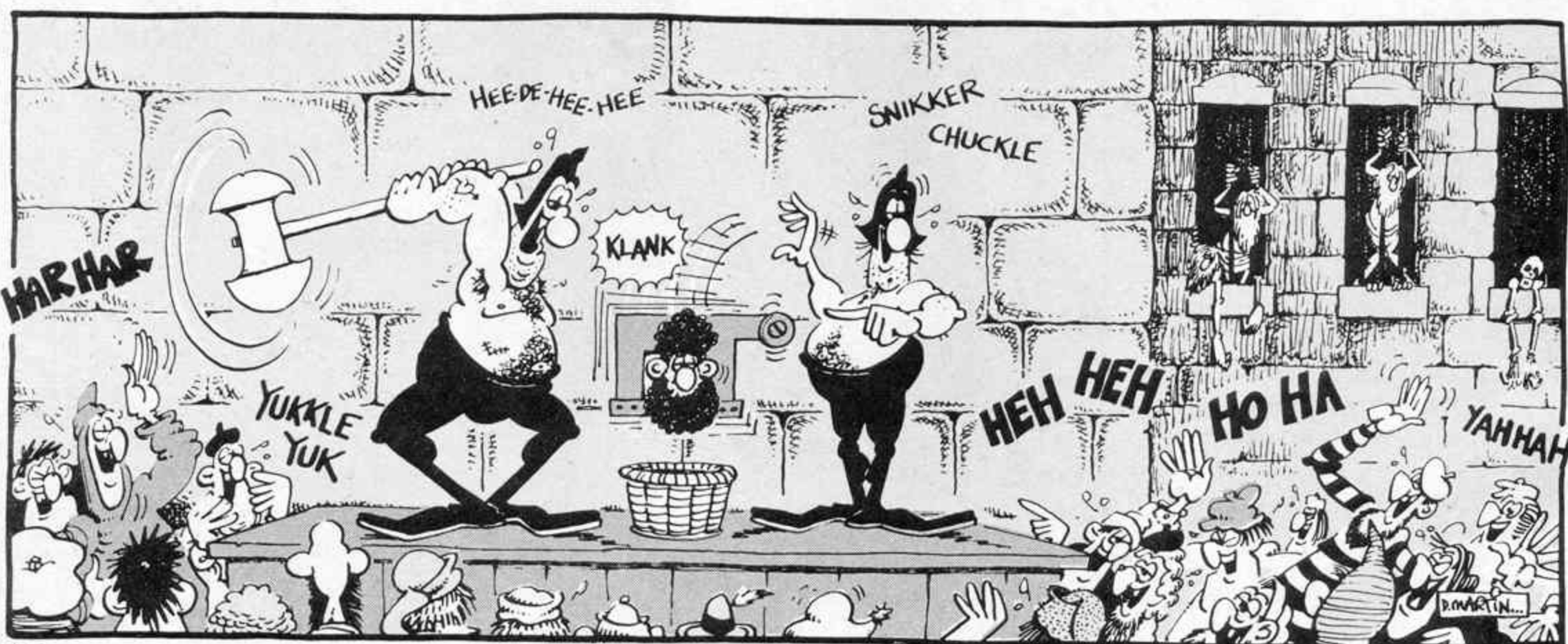
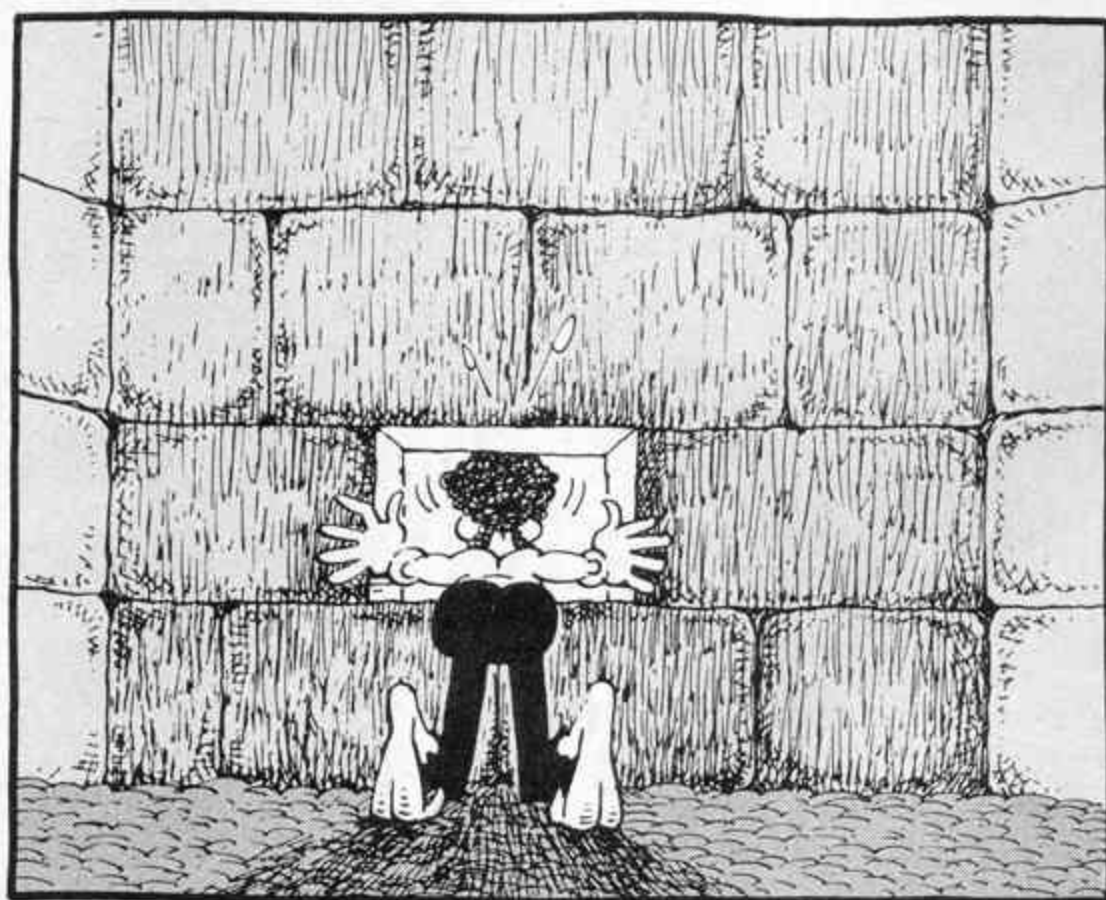
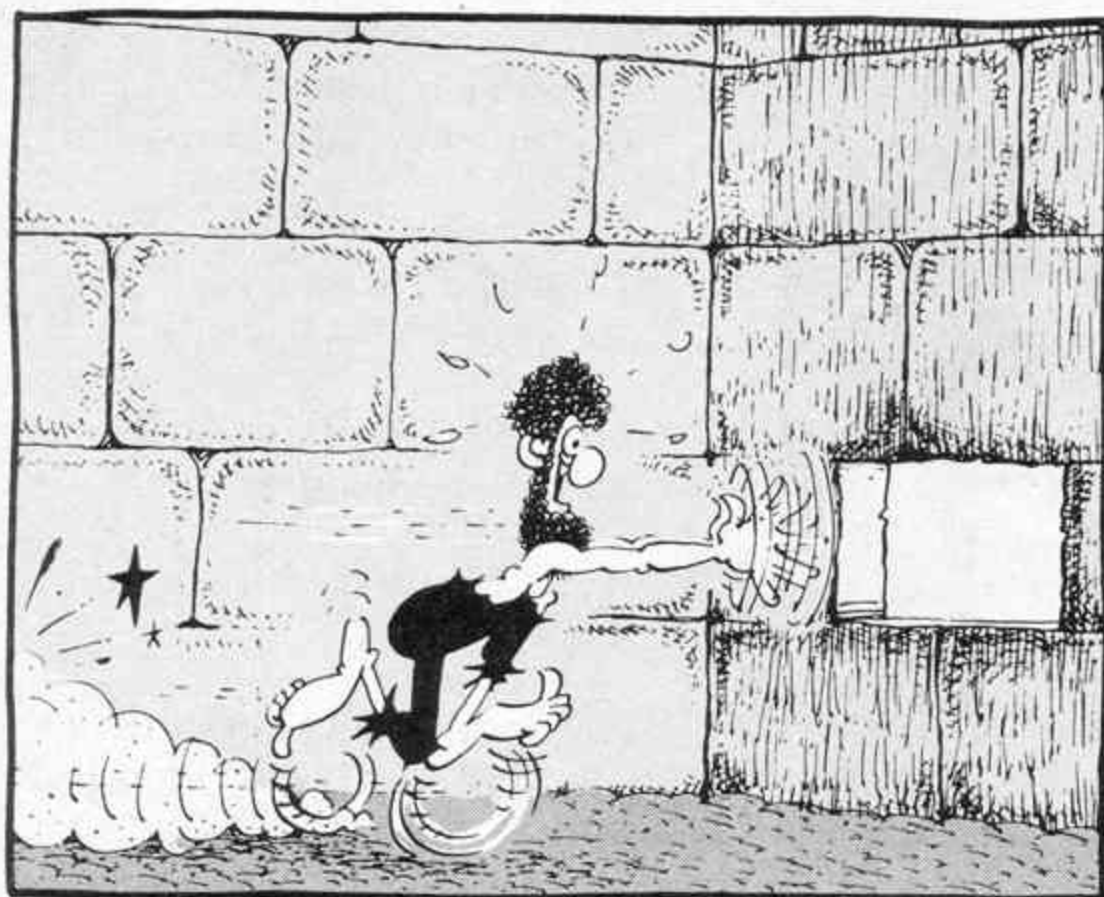
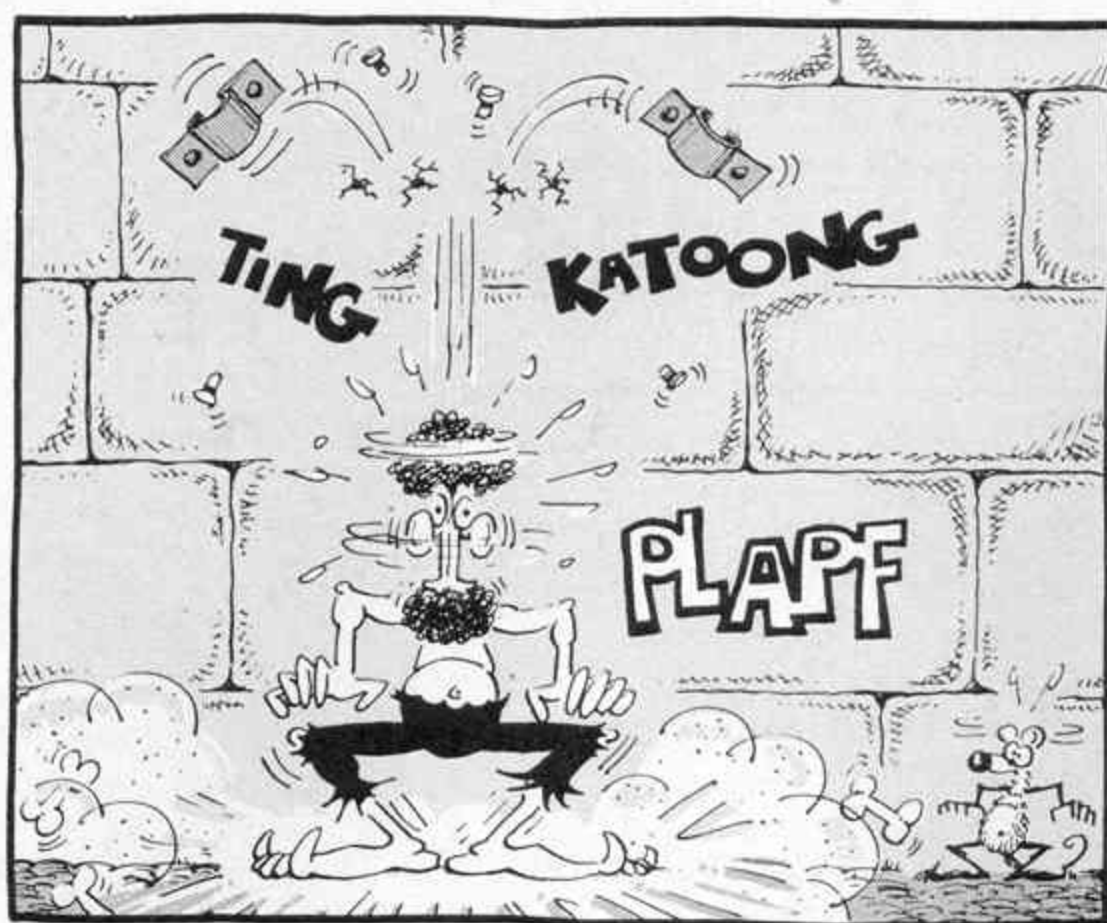
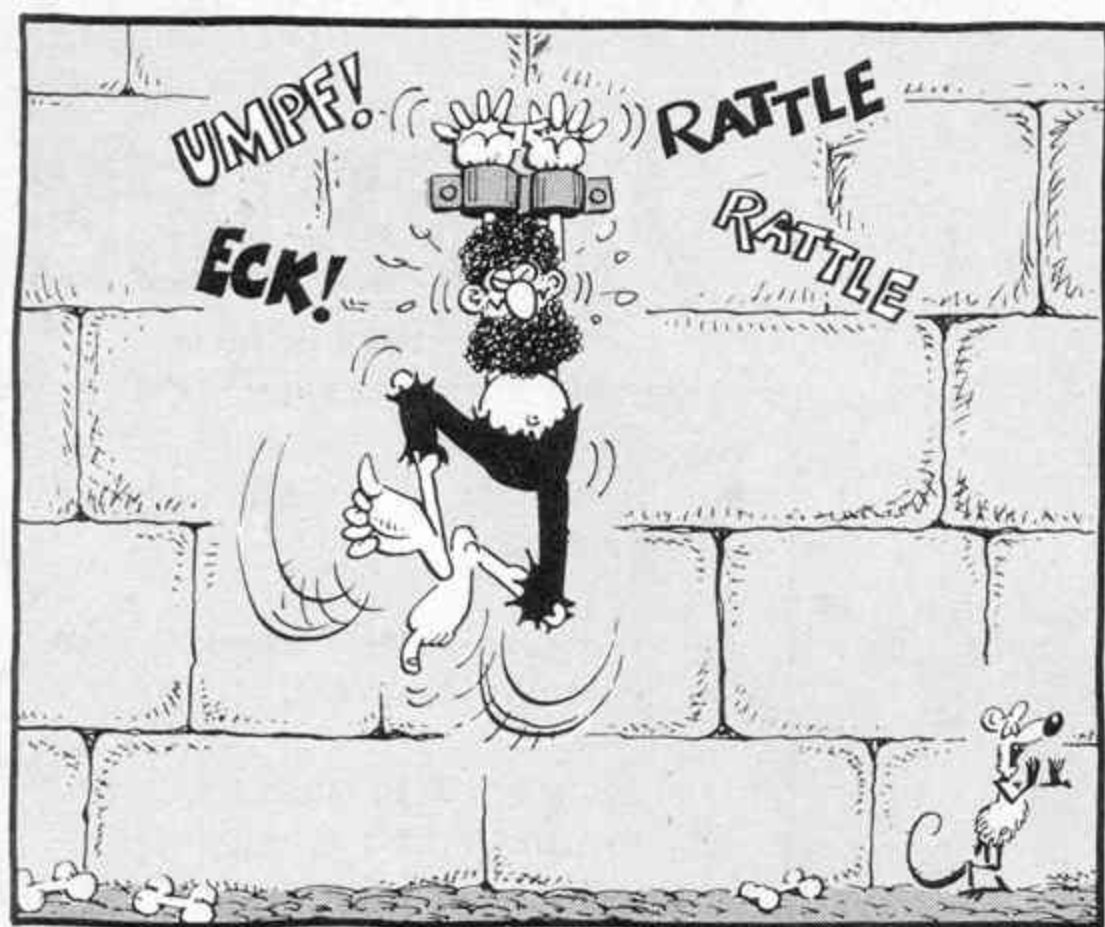
Tattoo their children for identification purposes.

Are on a first-name basis with their local hospital blood-buyer.

Perform taste tests with Mennen Skin Bracer and Aqua Velva.



# ONE THURSDAY MORNING IN THE DUNGEON



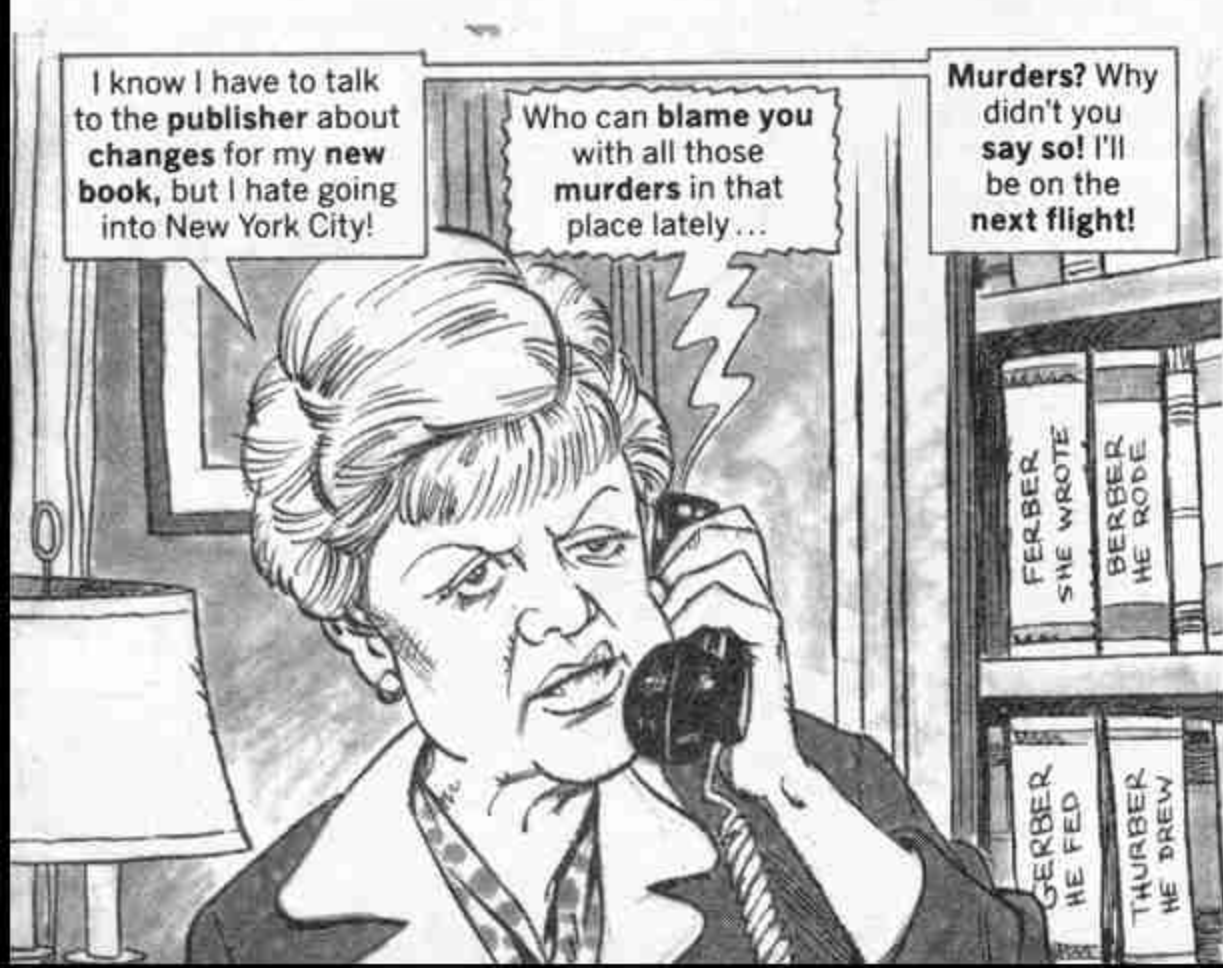


SLEUTH DECAY DEPT.

# MURDER SHE HOPES

WRITER: DICK DE BARTOLO

ARTIST: ANGELO TORRES







This sure is one exciting **murder mystery!** I bet the artist is the killer...

You're on! A free room for two nights or double the rates says it was the **window washer!**



Guess again, the publisher liked your new book, "**Murder on \$5 a Day,**" but he said it was a bit out of date...

I agree! I have the re-writes with me!

Wonderful! Is the plot **basically** the same as before?

It's **exactly** the same! The only thing I changed was the title—"**Murder on \$105 a day!**"

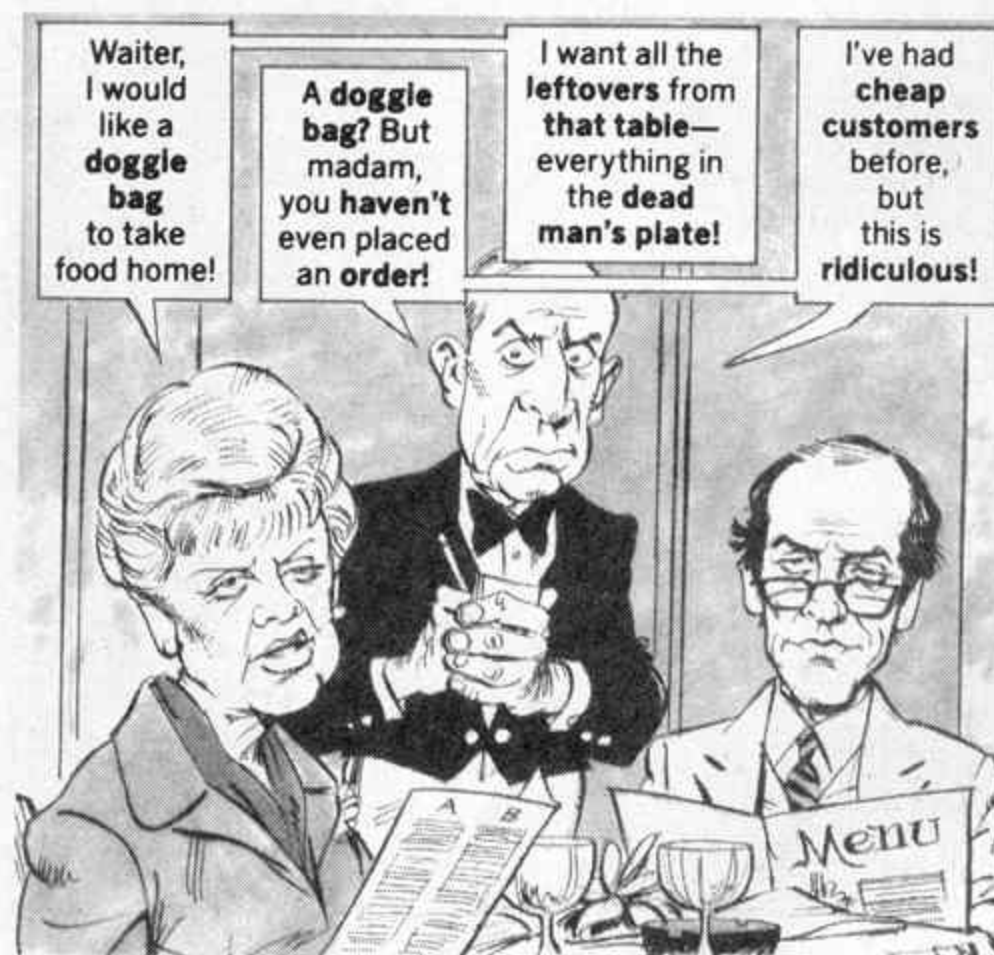


Now this is a really exciting **menu!** Look at all these **foreign dishes!**

They are all **American dishes,** madam—you're holding the menu **upside down!**

Hmm, may I ask what that man at the **next table** is having?

I believe he's having a **heart attack**—he just slumped face down in his cream of asparagus soup!



Waiter, I would like a **doggie bag** to take food home!

A **doggie bag?** But madam, you haven't even placed an **order!**

I want all the **leftovers** from that table—everything in the **dead man's plate!**

I've had **cheap customers** before, but this is **ridiculous!**

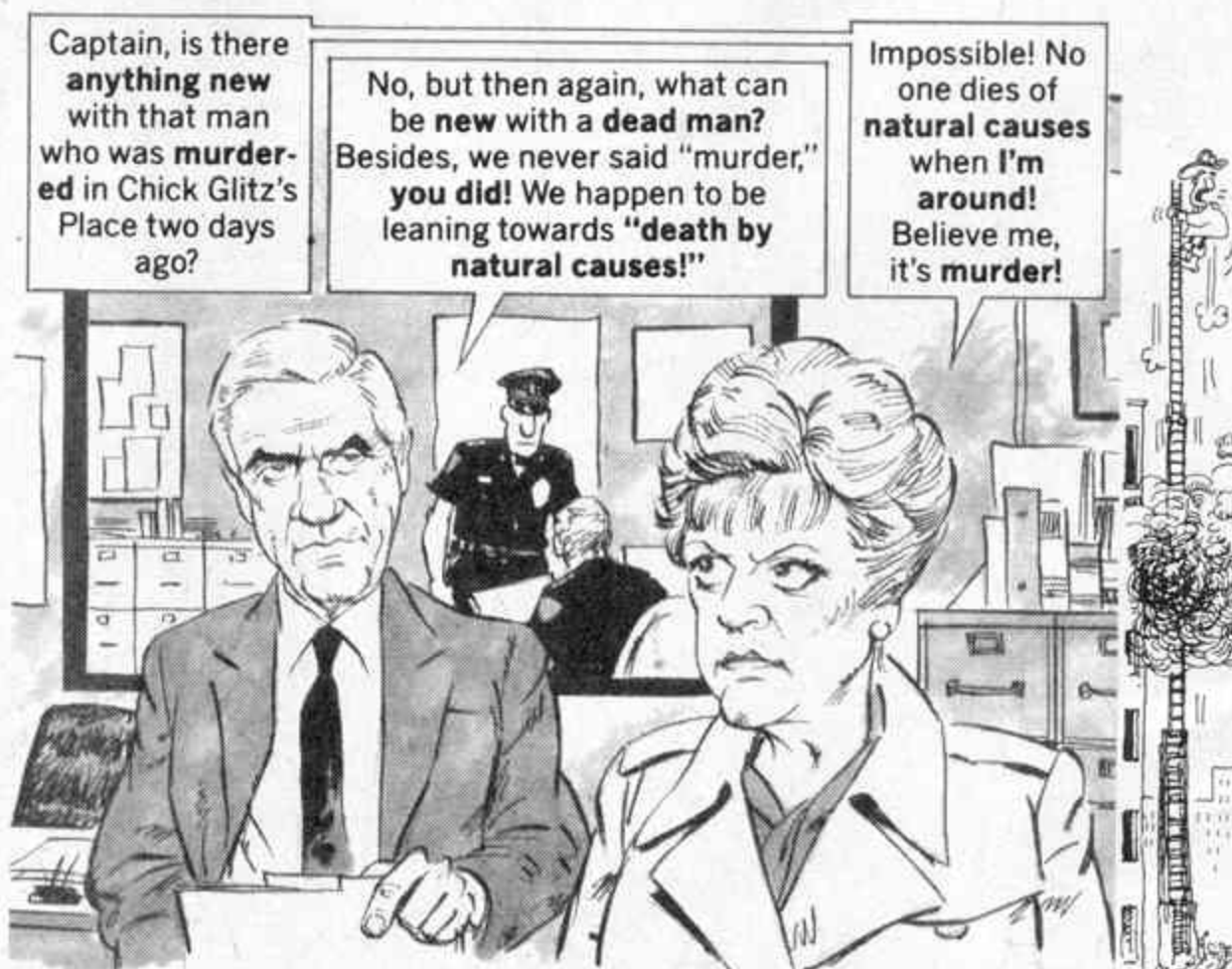


Harry, what did you find in those **food samples** I gave you to examine?

**Rat hair, roach eggs, rodent fur, fly wings...**

That's **disgusting!** Was there enough to **kill a man?**

Naw, just the normal, **accepted amount** you find in **all food** from a **restaurant!**



Captain, is there **anything new** with that man who was **murdered** in Chick Gritz's Place two days ago?

No, but then again, what can be **new** with a **dead man?** Besides, we never said "**murder,**" you did! We happen to be leaning towards "**death by natural causes!**"

Impossible! No one dies of **natural causes** when I'm around! Believe me, it's **murder!**





What's your interest in this case, anyway?

Well, sir, I certainly hold no **official capacity**, but I **do** write **murder mysteries**! That gives me **some expertise** about **searching for clues** and **motives** and such...

Well, let me tell you there's a **big difference** between the **fiction** you write and the **facts** of a **real case**!

Yes, I know—all my **crimes** get **solved**!

UNSOLVED CASES VOL. 26  
UNSOLVED CASES VOL. 18

Guess again, the publisher liked your **changes**, but they felt their **team of editors** should make one **drastic change**...

I hope they didn't **wreck** my **work**!

No, they just changed the **title** to, "**Murder On \$505 A Day!**"

For that they needed a **"team?"** Those poor dears are **terribly over-worked**!

Waiter, am I **mistaken**, or is that man at the **next table** **dead**?

My gosh—I do believe **you're right**!

Hmm, is it just **coincidental** that this is the **second time** I've eaten here and also the **second time** someone **died during the meal**? What are you going to **do about that**?

I suppose we'll begin a **new policy** where the **check is paid before** the meal is **served**!

The restaurant's **books** and the **background** of every **employee** have been **checked out**! I've listed every **conceivable motive**! The only **purely scientific procedure** left is to **throw a dart** at that wall!

"Wheresoever this **dart** shall **land**, that will be the **guilty hand**!"

OWNER  
LANDLORD  
CHEF  
MAITRE D'  
BUSBOY  
ALEXIS  
CRYSTAL  
NIXON

Captain, we do have "**smoking**" and "**non-smoking**" sections, but asking me to install "**death**" and "**no death**" sections is totally **absurd**!

Be with you in a **second**! I just want to see if the **jealous husband** is the **killer**!

My **instincts** tell me it's the **window washer**, but that's **easy** for a **pro like me**! Let's line up **everyone** and have a **real life murder solution**!

Mr. Brandes, you **own** this **building**! If you could **force the restaurant** to **fold**, you'd be free to lease this space to a **new rental** for **10 times** the amount you're now getting!

That would make me a **dishonest landlord**, and **everyone** knows there are **no dishonest landlords** in **New York** so your **accusations** are **absurd, turkey**!

One **turkey**...



Mr. Ames, as **head chef** who has recently accepted a **partnership** role with a new restaurant opening **across the street**, you might just want to **dissuade customers** from coming here so that your **own place** will **benefit!**

If I wanted to drive people **away** from here, all I'd have to do is let them know what I put into the **meatloaf!**

That's **one meatloaf!**



And **you**, Mr. Kelbeck—weren't you given **two week's notice** last Friday? Both deaths have occurred **since then!** Perhaps **you're** trying to **get even** with your boss for firing you!

**Baloney!**

One **baloney** coming!



And what about **you**, Mr. Hyman? As **half-owner** of this place, you've been trying to **buy out** your partner for 2 years! Maybe he'd finally **sell**—and for a much **lower price**—if the business **faltered** because of your **spitework...**

I've got a **Sprite** working! With **baloney**, **turkey**, **meatloaf...**

You're full of **beans**, lady!

You got that? **Beans**, **baloney**, **Sprite**, **meatloaf**, **turkey!**

**Cheeseburger!** **Cheeseburger!** **No Sprite!** Only **Pepsi!** **Pepsi!**



We need a **coffee** on table **six**, and a **coffin** on table number **seven!**

Oh, no! The **killer** has **struck again!** And look—The **same guy** is leaving the **dead person's table** as **last time!** That's a tad **suspicious**, don't you think, **Captain?** I'll **follow him...**



He's going into **"Funerals 'R Us!"**

Boy, **Los Angeles** has really had an **influence** on the **east coast!** Look at this **list of options!** I'll **play dead** and see what this guy does!

REGULAR FUNERALS  
CREMATION  
CREMATION WITH SALAD BAR  
CREMATION EXTRA CRISPY



What a **break!** Somebody must have just **dropped off** this **corpse!** I don't even have to **steal** one from the **cremation room!** I'll take her home with me until **dinner time!**



You're probably wondering how I can **afford** to take you to my **favorite restaurant!** Well, after I've eaten my meal, I just let you **fall into your plate!** Then, while everyone goes crazy because of your **"death,"** I **sneak out!** Who needs **Master Charge!** **Master Corpse** is a helluva lot cheaper!







I love murder mysteries! I'll bet the artist is the killer...

No, idiot, it's the window washer!

Well, well—you're still alive! I'd better change that or I won't be able to "stiff" them for the check! This injection should do the trick...



Two for dinner! I hope you have "Chicken in the Casket" tonight!

You're lucky, we have one table left! People have been dying to get into this place!



I'll have the beef hash!

My God! She's still alive!

She won't be after she eats the hash, that's for sure!



Why aren't you dead! I injected you with every chemical they use to make packaged bread!

The oldest trick in the book—I used this fake rubber arm! Captain, here is your killer! When he couldn't steal a corpse, he'd go out and make one! Justice must be served!

Not by me, dear! This isn't my table!



You'll never be able to prove anything!

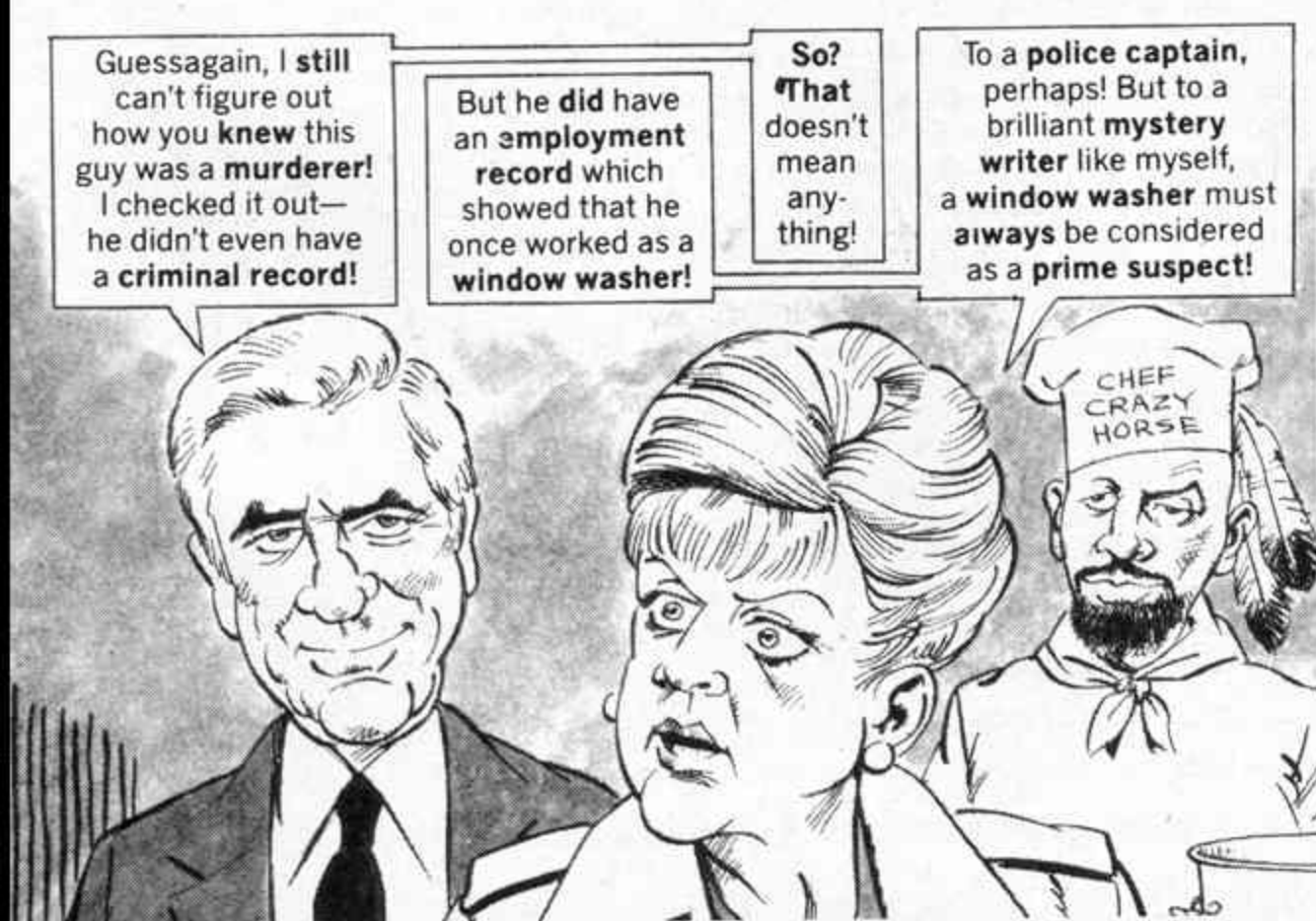
Maybe not, but let's go to the tapes! I always sum up with flashbacks of the show...

No, no! Anything but that! I'll confess to whatever you want! I'm guilty! But no boring, long-winded explanations! Mercy!



Well, you did it, Mrs. Catcher! So, in your honor, a toast...

One order of toast...

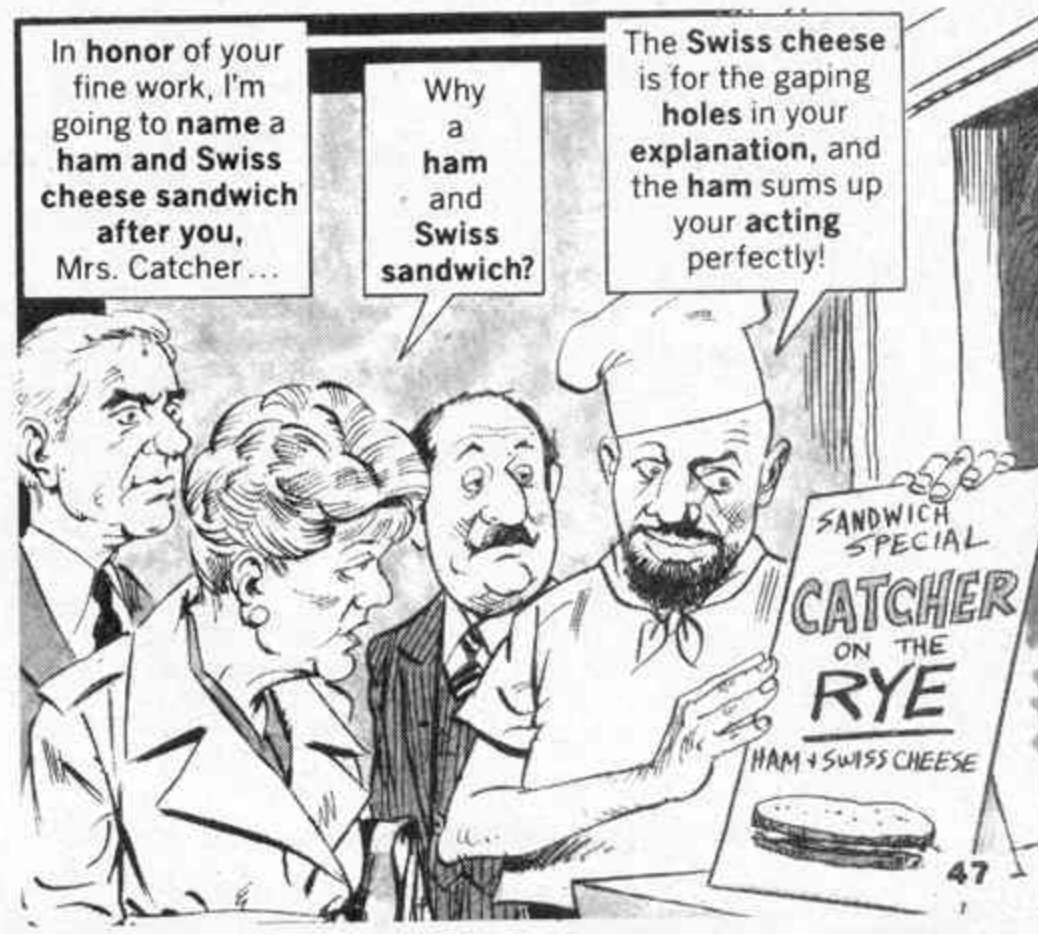


Guess again, I still can't figure out how you knew this guy was a murderer! I checked it out—he didn't even have a criminal record!

But he did have an employment record which showed that he once worked as a window washer!

So? That doesn't mean anything!

To a police captain, perhaps! But to a brilliant mystery writer like myself, a window washer must always be considered as a prime suspect!



In honor of your fine work, I'm going to name a ham and Swiss cheese sandwich after you, Mrs. Catcher...

Why a ham and Swiss sandwich?

The Swiss cheese is for the gaping holes in your explanation, and the ham sums up your acting perfectly!

SANDWICH SPECIAL  
CATCHER  
ON THE  
RYE  
HAM + SWISS CHEESE



# MAD'S PERSONAL ADS

## A Key To Some Abbreviations Used In Personal Ads

GWM—Grubby Wimpy Man	AAL—Argumentative and Loud
ELN—Extremely Large Nose	JAV—Jealous and Vindictive
PTM—Poor Table Manners	PTV—Prone to Violence
WBH—Wears Bad Hairpiece	EBM—Enjoys Barry Manilow
DB—Doesn't Bathe	LTPTOF—Likes To Paste Things On Face
CAFWSIFTA—Can't Afford Full Words So I'm Forced To Abbreviate	

**Successful**—(Not wealthy), full-figured (not fat) woman (not man) seeks gentleman (not lady) for quiet (not loud) evenings (not days) at home (not outdoors). Write BOX 815 (not BOX 702).

**Financially Unstable Man**—I owe everyone money. If you're not one of my creditors, I'd like to meet you. Send phone, mine was repossessed. Stanley, BOX 44

**Striking Woman**—Seeks man who likes to be struck. I have baseball bats, lead pipes and many other blunt objects. Penny, BOX 83

**Practical Joker**—SWE, 19, seeks man, 18 or older who will take pleasure in having water dumped on his head, unwanted pizzas and chinese food delivered to his home in the middle of the night and live mice thrown down his pants. Must have better sense of humor than my last 27 boy-friends did. Cathy, BOX 206

**A Real Meat-And-Potatoes Man**—Looking for a cutie pie with nice buns. I'm a bit of a ham who enjoys being buttered up. If you have a saucy personality, enjoy listening to Meatloaf and are hungry for conversation peppered with food words, lettuce get in touch with each other. Don't be a chicken! Write Chuck Steak, LUNCH-BOX 99

**Idiot's Need Love Too**—If you enjoy walking into movies after they've started, throwing out good furniture and locking your friends in closets, we already have three things in common! Let's get together and find out how many other negative personality traits we share. Spunky, BOX 2

**Striking Woman**—Who will remain on strike until my union's demands are met—wishes to meet man (preferably teamster) who enjoys walking on picket lines. Write to Bess, Local 55

**Physician, 35**—Desires to meet that special woman with real inner beauty. Send X-rays to: Dr. Mellonchop, BOX 67

**Compulsive Liar**—Seeks beautiful woman to share my million dollar chateau on the French Riviera. Flatbush Max, BOX 12

**SWM**—Seeks SWF to tell me what SWM means. BOX 85

**Large Woman Seeks Larger Man**—So I will look smaller in comparison. Photos a must. BOX 84

**Handsome But Not Wealthy**—Gentleman can only afford a 4 line personal ad. I'm a smart, good-looking nice guy who'd like to meet pretty, sensitive women. Call me at

**Vivacious**—Charming, stunning, down-to-earth, adventurous, slim, elegant, successful, witty, outgoing, sensitive and intelligent are words that don't apply to me. But please write anyway. Buxom Bertha, BOX 73

**Occult Vegetarian**—Ambidextrous truck-driving Republican juggler wishes to meet woman of similar interests. Zack, BOX 90

**Unruly Mob**—With torches seeks tall, green-skinned monster for moonlight get-togethers in bog. BOX 15

**To The Woman I Saw**—Wearing the Van Halen T-Shirt in the park last weekend: You're not my type so please don't call me! Phil

**Appealing LTF**—Just ended relationship with BJN, is looking for the right EVD to share VPH with my KUG in XRZ. Must know how to communicate. Please respond BOX JSYG

**Warm Sensitive Woman**—25, seeks long-term caring relationship with older man

owning stock portfolio consisting of Municipal Bonds, real estate holdings and petroleum futures. Must be affectionate and out of town often. Send photo and financial statement to: Goldie Digger, BOX 55

**Fraknor**—Warlord of the planet Zimbo, wishes to meet 4th Dimension Time Goddess to share my throne in the Vrickian Galaxy. No weirdos. BOX 7

**Short, chubby**—Petty, balding man looking for a date. I may not sound like much, but I've probably got the most honest ad on this page. BOX 98

**I Have A Burning Desire**—To meet that special someone to help me set the world on fire. Write Pyro Bob, Home for the Criminally Insane. Send photo, phone and matches.

**I Am A Slim, Attractive**—Intelligent and financially secure woman. I have many handsome boyfriends and don't need to waste my time and money trying to attract the ugly desperate creeps who read these personal ads. So if you write to me, I won't respond. BOX 5

**Pretty Amnesiac**—I don't remember what kind of person I am or what kind of person I'd like to meet. Betty, BOX 3. (Or is it Sue, BOX 9?)

**Accountant**—Longs to meet anyone who isn't an accountant. Stanley, BOX 62

**Macy's Thanksgiving Day**—Parade Balloon, 37'5", 692 pounds when inflated, wishes to meet 25 people with ropes for lazy strolls down Broadway. Serious inquiries only. BOX 427

**Wealthy Businessman**—Owns garlic factory, wishes to share his cozy swampside cabin and skunk farm with woman who

has severe nasal congestion. Hay fever sufferers need not apply. BOX 238

**Yard Sale**—Many useful household items. 39 Center St. Look, I know this isn't a personal ad, but who in hell ever reads the "Yard Sale" column?

**Handsome Man**—Who speaks in rhyme, seeks a gal that's mighty fine. I'm wealthy smart and 43, but all my friends are sick of me. All I do is speak in verse, I say I'll stop and then get worse. So if you like a man who's dumb, write to me BOX 21.

**Shy Man, 23**—

**Undercover Espionage Agent**—29, would like to meet nice woman 18-30 for romantic, lasting relationship. Don't bother to write, I already know where you live.

**Man. Nonsmoking, Nondrinking**—Non-eating, Nonbreathing. Actually, I'm dead. I need someone to bury me. BOX 57

**Bigoted Man**—Seeks ideal lady. I can't stand Japs, Jews, Coloreds, Polacks, Wops, Micks, Fags or Spics. Affectionate, warm and loving. BOX 79

**Loni Anderson Lookalike**—25, self confident and emotionally stable, desires sensitive and caring relationship. Just one problem. I'm a man. BOX 606

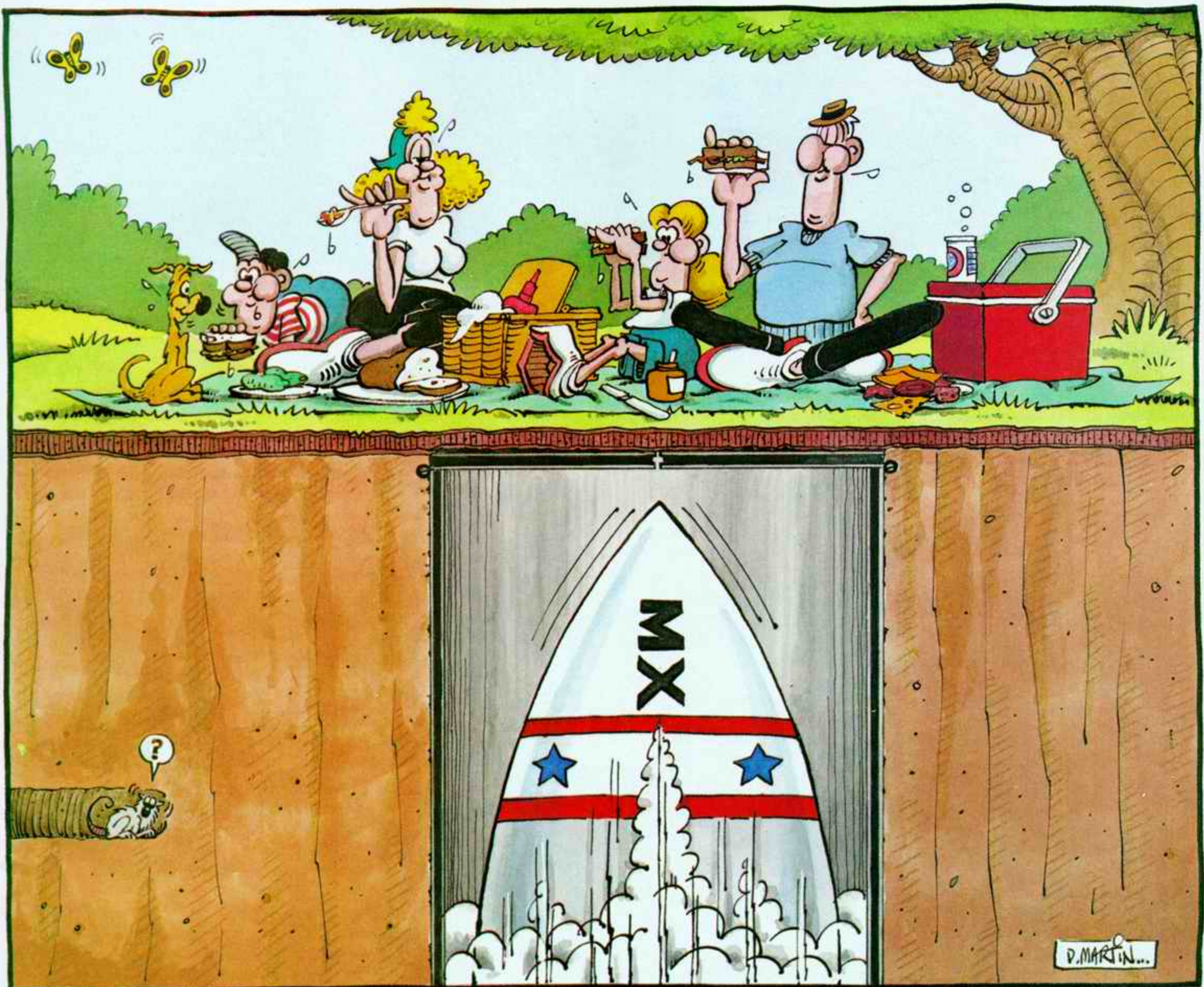
**I Don't Like Long Personal Ads**—From experience, I've learned that after taking the time to read one, you still really don't know that much about the person who wrote it. It's much more effective to be brief and to the point. Long, ponderous, cumbersome ads that go on and on, never seeming to end, words heaped upon endless words, pointless sentences that offer no real information can be totally (continued on page 85)

## HOW TO PLACE A PERSONAL AD:

Put your ad in an envelope along with a bank check or money order for \$5,000 made out to the MAD Personals staff. If you wish to send the check or money order without including a personal ad, you have that option. It is understood that any ads we receive that sound genuinely sexy or otherwise appealing in any way will be put aside for answering by the MAD Personals staff personally. We can't guarantee any responses to your ad, but if you were as familiar with our readers as we are, that wouldn't upset you!

WRITERS: CHARLIE KADAU & JOE BAIOLA

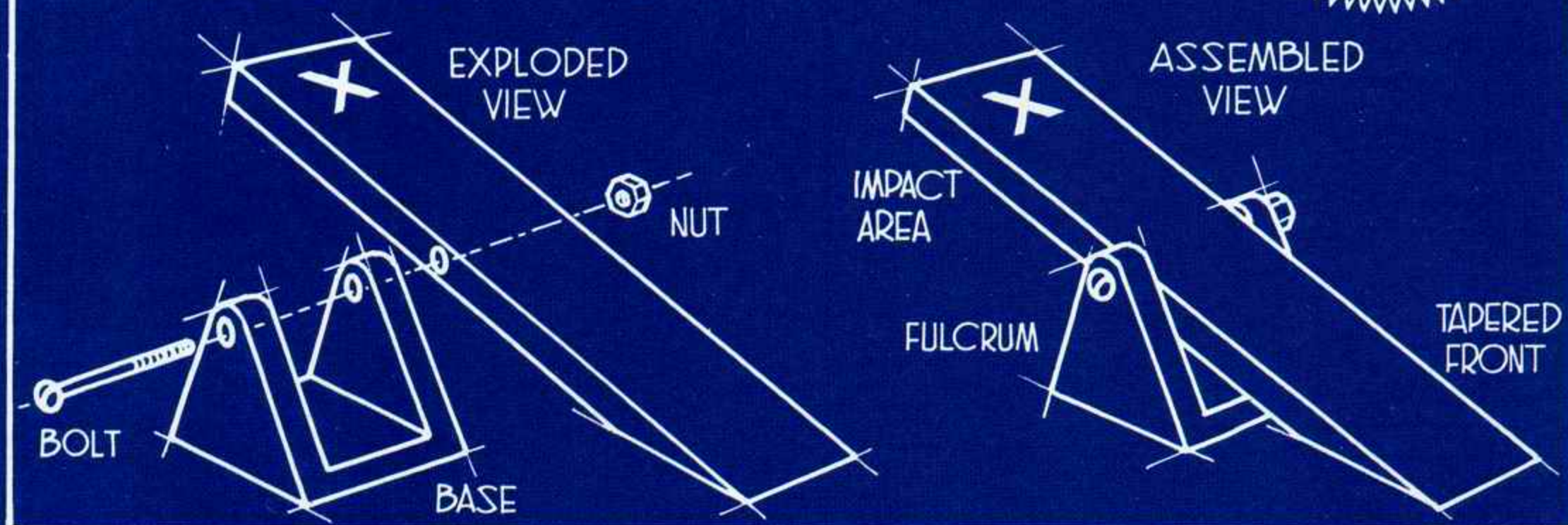






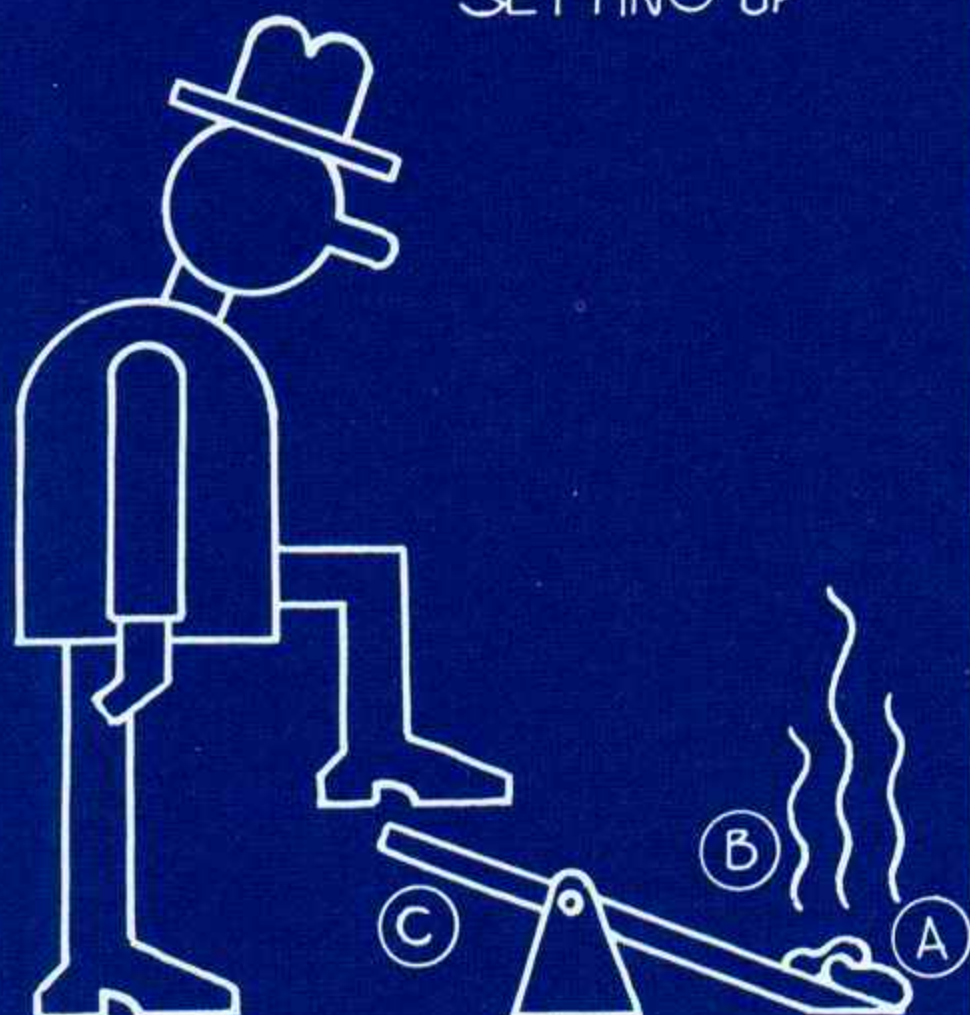
AND NOW, FOR ALL YOU CLODS WHO ARE ALWAYS SAYING, "WHY DON'T THEY INVENT A BETTER THIS OR THAT...?" HERE IS:

# THE NEW, IMPROVED **MAD** POOPER SCOOPER



MOLDED IN DECORATOR COLORS, ASSEMBLED PLASTIC UNIT IS LIGHTWEIGHT AND ATTRACTIVE...FITS INTO PURSE OR ATTACHE CASE, READY FOR INSTANT USE.

## SETTING UP



**MAD'S** NEW IMPROVED POOPER SCOOPER OPERATES EFFICIENTLY, REGARDLESS OF SIZE OR SHAPE OF OFFENDING MATTER. THE OPERATOR MERELY NEEDS TO PUSH FRONT END OF UNIT (A) UNDER OFFENDING MATTER (B), THEN LIFT HIS LEG SO FOOT IS DIRECTLY OVER IMPACT AREA (C).

## USING



ON COUNT OF THREE, OPERATOR BRINGS FOOT DOWN WITH FULL FORCE ON IMPACT AREA (C), CREATING INSTANT LIFT-OFF AND LAUNCHING OFFENDING MATTER (B) INTO ORBIT. HE THEN DEFTLY INTRODUCES HAT (D) INTO TRAJECTORY, INTERCEPTING MATTER AND EFFECTIVELY REMOVING IT FROM PUBLIC VIEW.

WRITER AND ARTIST: AL JAFFEE