

NO. 269 MARCH 1987

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# MAD

TELEVISION SUPERSTAR  
ALFRED E. HEADROOM



HEAD OF THE YEAR

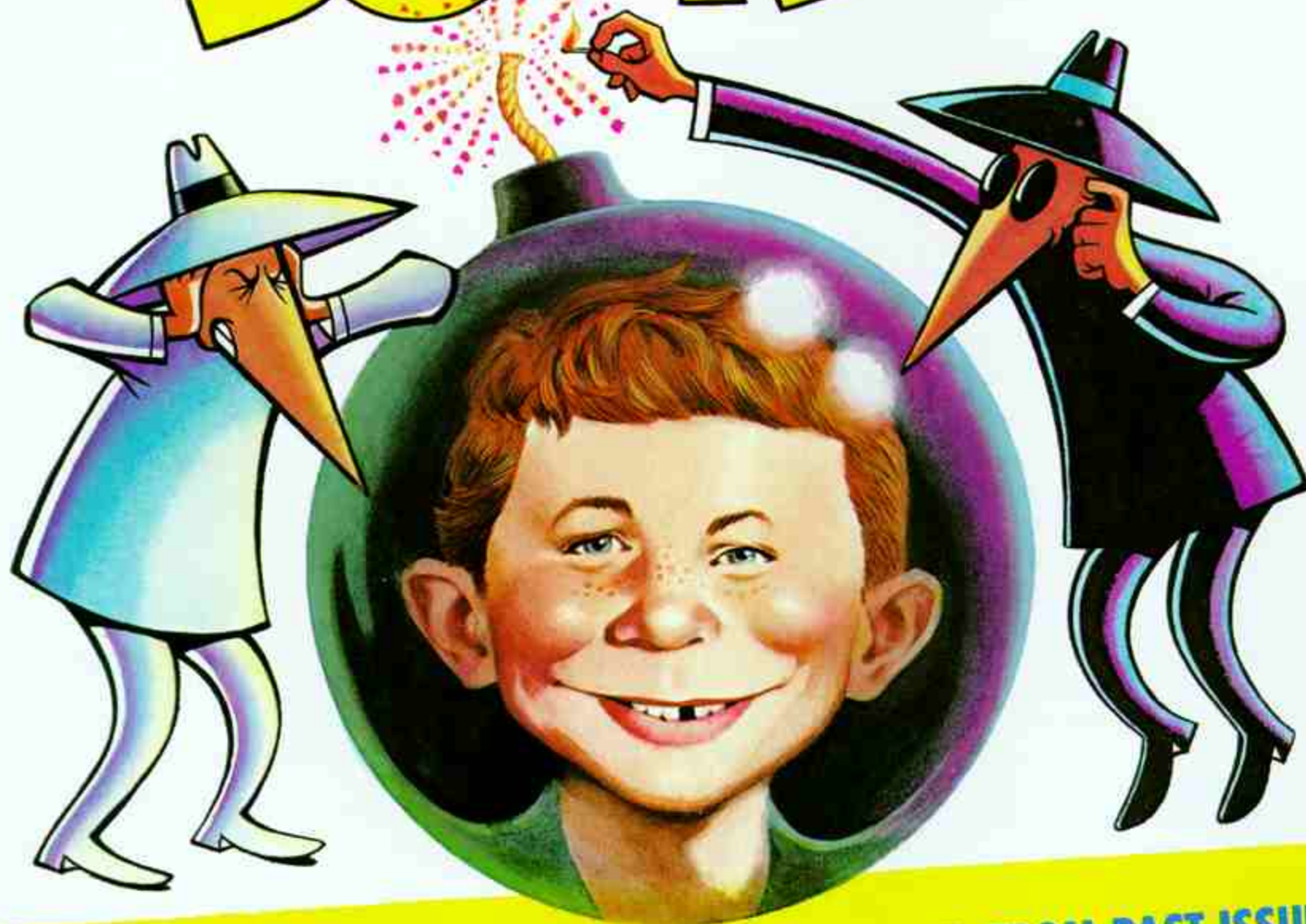
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# MAD

"An argument is two people trying to get in the last word first."

—Alfred E. Neuman

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**GLORIA ORLANDO, M.C. GAINES** *subscriptions*

**CONTRIBUTING ARTISTS AND WRITERS** *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN

BACK COVER WRITER: JOHN PRETE

W-W-W-Wow, thanks to my hot-shot agent, I'm Mad's "Head of the Year"! I fired him for that, the twit! Okay, so what do you want to know about me? I'm handsome and a S-T-A-R and, being electronic, my hot flashes only last about a milli-second.

What am I su-su-supposed to do now? Oh, introduce the sterling, way-out, hysterically funny articles in this issue! Well, there are none!

But there is a movie sa-sa-satire about four dismal young kids in the middle west and their search for identity...and for a plot. You can read it and search for the jokes!

Let's get back to s-something interesting and talk about how I came into being. I was generated by a computer that went haywire. Yes, I'm a son of a glitch!

Then there's SPORTS VIDEOS THAT NEVER MADE IT...and this article will never make it either, because neither me or MA-MA-MA-MA-DONNA is featured in any of the vid-vid-videos!

And then we have TV SPINOFFS YET TO COME...And the cl-cl-clowns at MAD once again miss a GOLDEN opportunity to ca-ca-capitalize on my world wide fame. Imagine the spin-offs from my Cinemax show...MAKE HEADROOM FOR DADDY...HEADROOM OF THE CLASS...the endless are possibilities....and vi-vi-vice versa...

Well that's my p-p-p-part in this issue, trying to save it. If I was able to bring a smile to your lips, able to bring a ray of su-su-sunshine into your pitiful existence, hey, then that's why G-G-God put me on a computer screen. Ciao, adios, 'bye ...and play golf!



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## SERGIO ARAGONÉS **MAD** PANTOMIMES



Words can't describe what  
the critics aren't saying!

—Gene Siskel

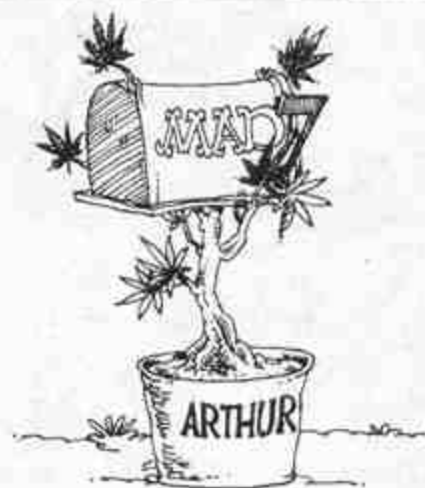
—Roger Ebert

—Gene Shalit

**BUT MONEY TALKS!!!**

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### LETTERS AND TOMATOES DEPT



#### READER WRITES ROTTEN RHYME

In issue #267, your "MAD's Modern Day Tongue Twisters" left one out: *Ronald Reagan's Wrinkles Resemble Raisins*.

Brandon Burke  
Leawood, KS

Here's another one: *Brandon Burke begets boring brainless banalities!*—Ed.



#### NUCLEAR REACTION

I loved Tom Hachtman's "The Three Mile Island Children's Zoo," but here's one you forgot, the Eleph-Ant.

Lee Friedman  
Commack, NY



Friedman's Eleph-Ant



#### AD WEAK MAGAZINE

I have to give you guys credit. MAD has the integrity to not soften the blow on your wallets by accepting outside advertising. It really shows you care more about real humor than a quick buck and I'd like to congratulate whoever is in charge down there.

David Gassaway  
Lorain, Oh

Thanks, BUD. We're GLAD you find JOY in our TOP JOB of putting a BAN on ads just for the GREEN. GIANT and BOLD offers are made to us regularly to jump on the GRAVY TRAIN, but we turn them down in a JIFFY. We PLEDGE to remain HEAD AND SHOULDERS above the rest and not plug products in our pages. By the way, how is your wife, BEATRICE?—Ed.

### "GUNK" MAIL

The ending of your "Top Gunk" satire was a real bomb!

Alan Thornburg  
Midwest City, OK

As an Army Reserve Officer having to live next door to the highly overrated "Top Gunk" pilots, I found your satire to be a refreshing and realistic glimpse of the silly truth. Those egotistical, grand-standing pilot-clones and their over-sexed, bimbo cheerleader-groupies should be sentenced to a lifetime of watching "Officer and a Gentleman," "Top Gun" and other bonehead Navy recruiting films. Then again, they'd probably enjoy that!

Richard J. Vattuone  
San Diego, CA

I liked how you shot down "Top Gun," but artist Mort Drucker should be shot down too! There are no F-4s in the Navy as he drew on page six. The F-4s belong to the Air Force!

Sean Genell  
Chicago, IL

You seem to know a lot about F-4s considering that you're classified 4-F!—Ed.

THE SCENE: Top Gunk training ground.

GOOSE

Crashed and burned again, Maverick.

MAVERICK

What was it? MiGs? Viper?

GOOSE

MAD Magazine. Direct hit!

MAVERICK

You mean that sleazeball publication?!

GOOSE

Yeah, the same magazine the screenwriter who created us has been reading for years. They got us, Maverick—dead to rights and it was a professional job.

MAVERICK

I'm not going to just sit around and take it, Goose. I'm going gunning!

GOOSE

No! Not again, Maverick!

MAVERICK

Sorry, Goose, I've got them in my sights. Look at the Top Gunk cover—at one o'clock. See the TOP GUN logo in full color? It's just high enough so if there's another magazine in front of it on the newsstand, all that will show is the logo for TOP GUN.

GOOSE

You mean after slashing TOP GUN to pieces, they're using the logo of the year's most successful movie to help sell their magazine?

MAVERICK

That's right, Goose. I've got tone. Radar lock. Missile off.

GOOSE

Direct hit! One for the good guys. Crashed and burned, MAD...

Jack Epps, Jr.  
Screenwriter, TOP GUN  
Universal City, CA

## MORON MAIL

I've been told that in order to keep your plants healthy, a person should read to them. So, for the past months I've been reading them MAD and to my amazement, they're dying!

Greg Kebe  
Greensburg, PA

Maybe it's your breath!—Ed.



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MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by an elf-addressed stamped envelope!

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## LOCO-EMOTION PICTURE DEPT. (A YEAR TO DISMEMBER)

I was 12 going on 13, that age when a kid spends hours contemplating how many Oreos placed end-to-end would fit between his backyard and the moon, and has sexual fantasies about Twinkies! Even though I'm more than three times that age now, I still think like a 13-year-old! You'll see what I mean as you read this sophomoric drivel I'm writing-pretentious and strawberry jam-packed with symbols that no one will under-

Let me introduce you to the gang...

REDDY was screwed up because his father believed in "putting your shoulder to the grindstone," but not having one, he put Reddy's ear to the stove instead!

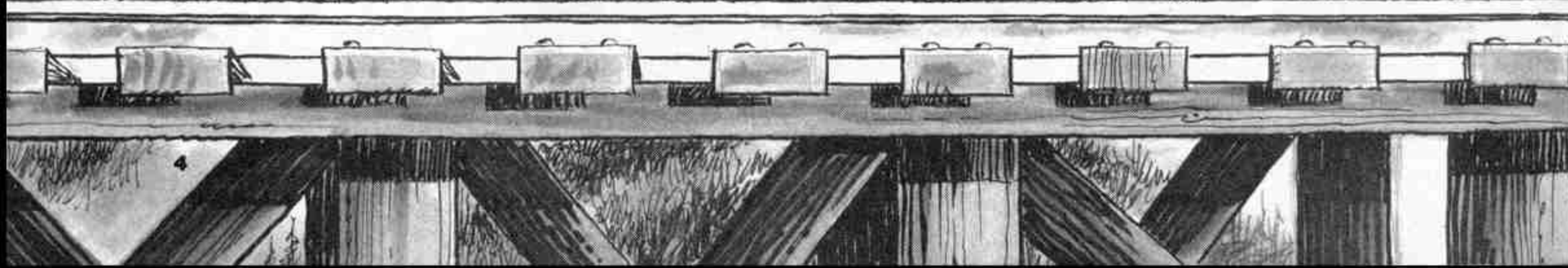
CRISIS had wisdom far beyond his ears, er, years! Not only did he listen to our problems, he charged us five Milky Ways an hour for his advice!

That's me, WORDY! I felt like the "invisible boy" because my parents acted like I wasn't there! My mom used to make my bed in the morning with me still in it!

My gosh, the **train** is coming and we're **trapped** on this **trestle**!

That's not a **train**, Reddy, that's just a **symbol** of **adulthood** bearing down on us!

The **wheels** represent **progress** and **steam** symbolizes childhood **dissolving** into the air!





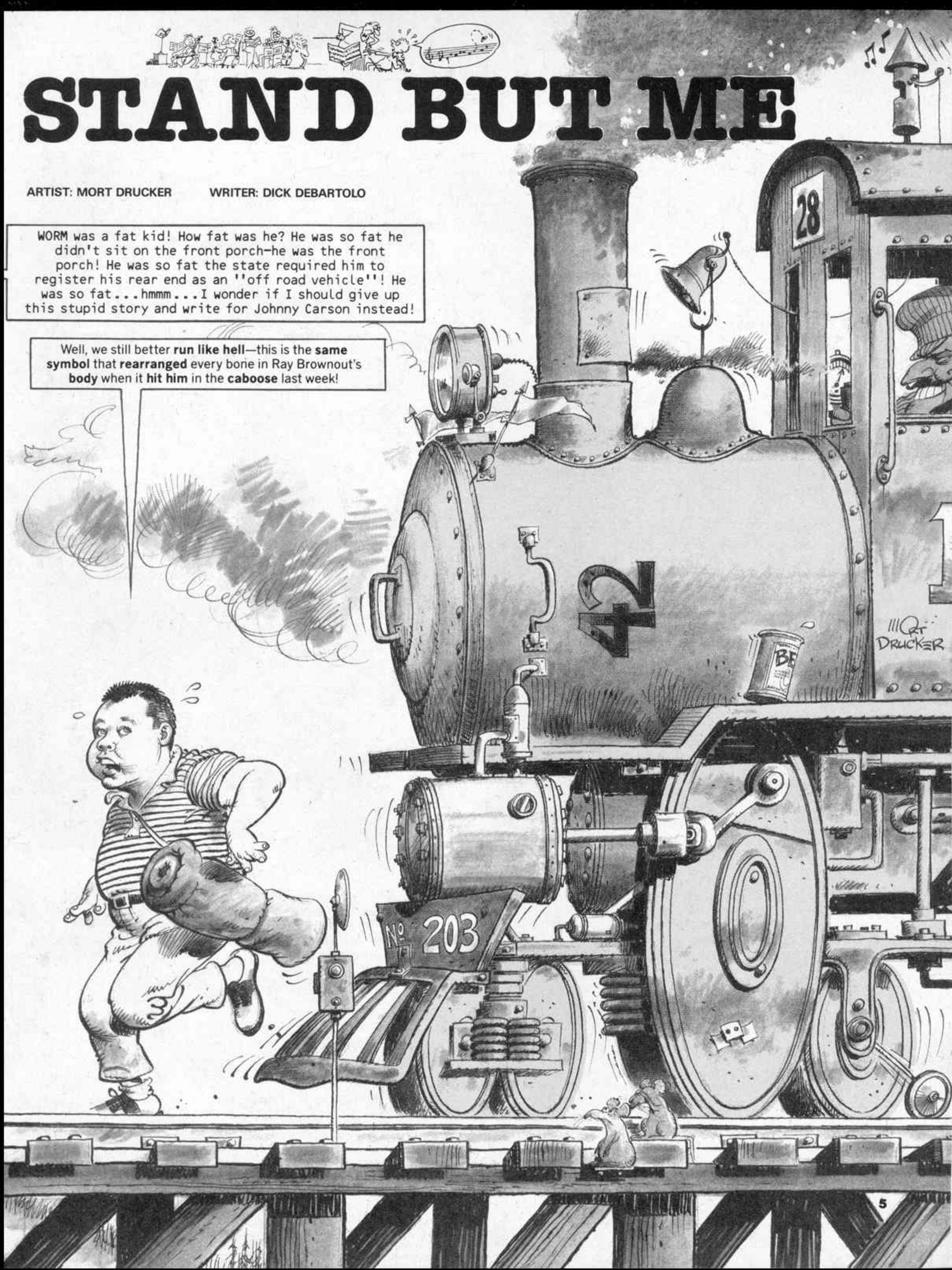
# STAND BUT ME

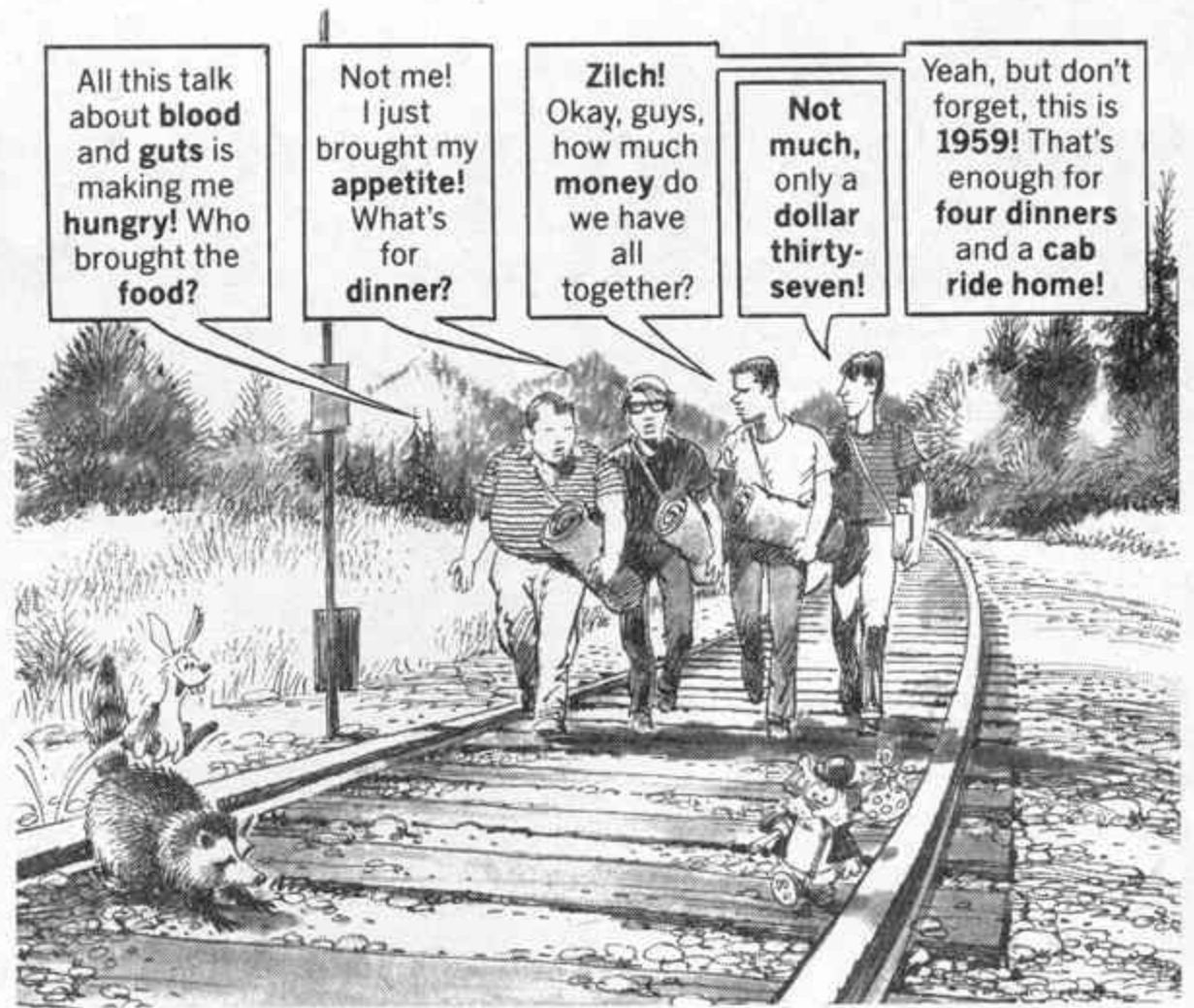
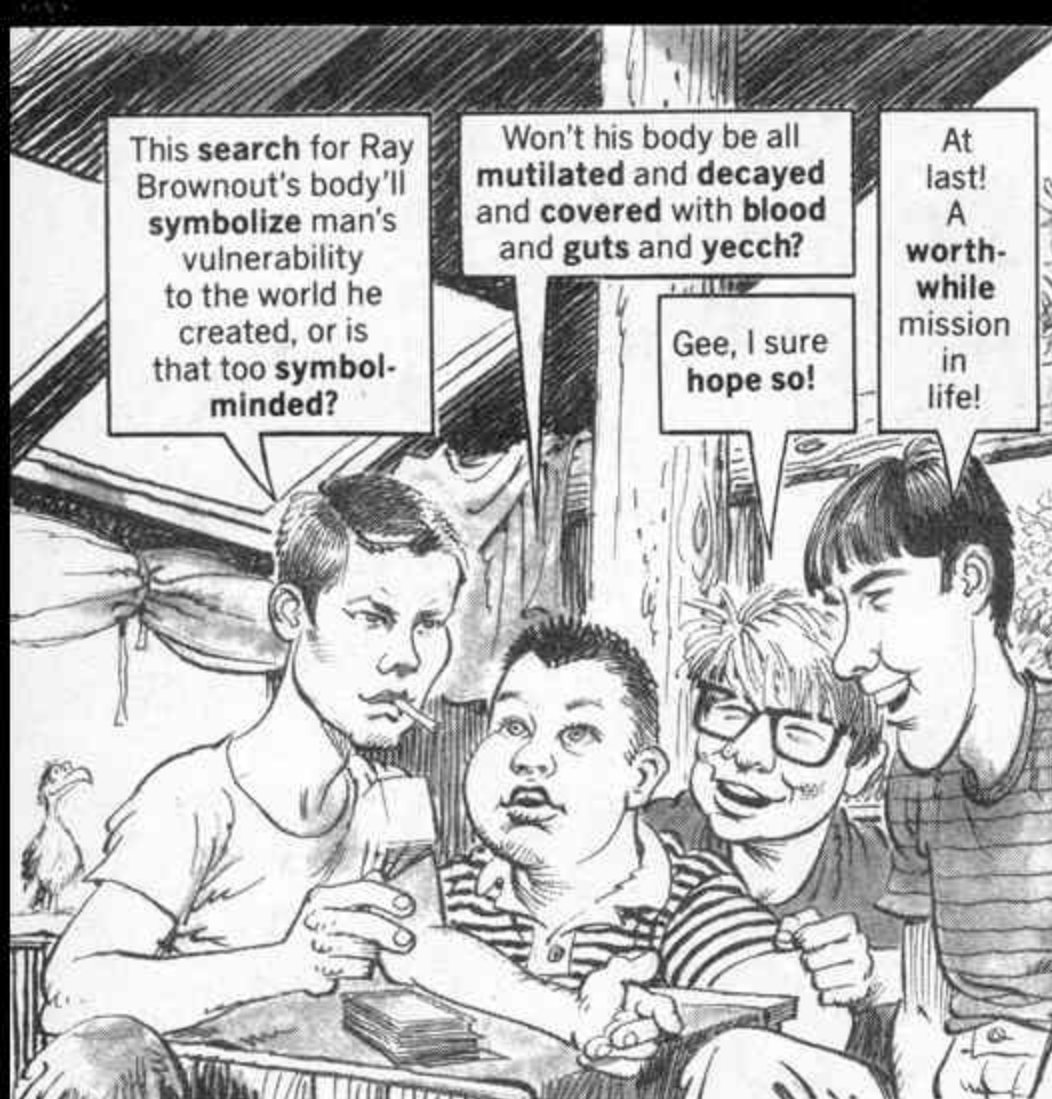
ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

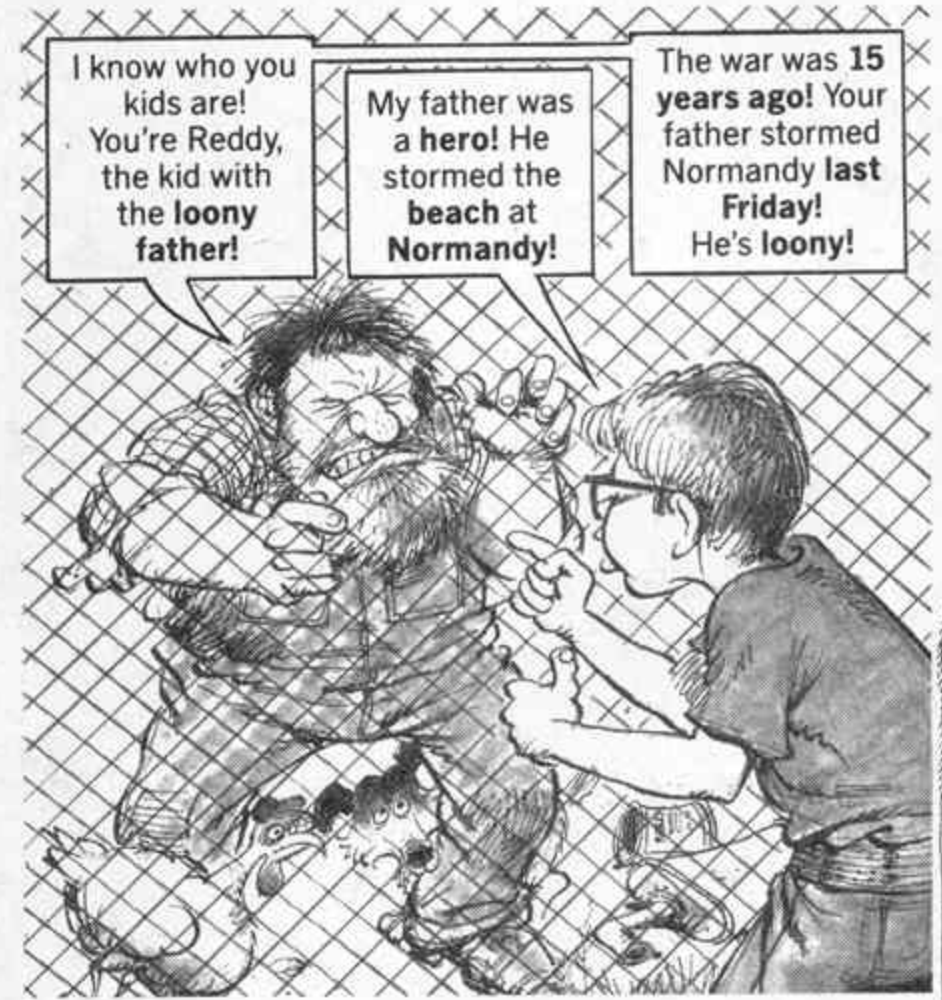
WORM was a fat kid! How fat was he? He was so fat he didn't sit on the front porch—he was the front porch! He was so fat the state required him to register his rear end as an "off road vehicle"! He was so fat...hmmm...I wonder if I should give up this stupid story and write for Johnny Carson instead!

Well, we still better **run like hell**—this is the **same** symbol that **rearranged** every bone in Ray Brownout's body when it hit him in the **caboose** last week!





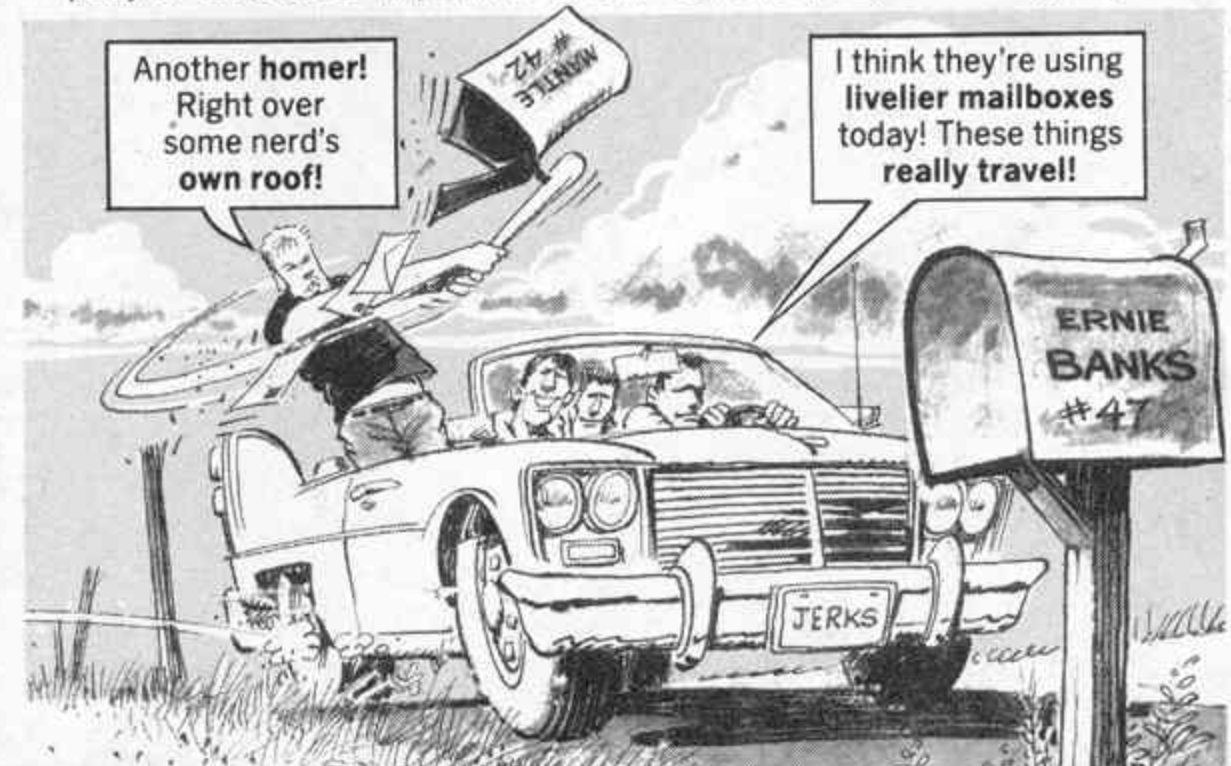
We took a short cut through Crazy Pete's junkyard, but we were very nervous because it was guarded by a vicious dog, Snoopy...



There was a gang of punks in town lead by a guy called Ace Comb! They were a tough group. How tough were they? Well, one day they put tattoos on each other's arms...



I said they were tough, not smart! But they were more than just punks, they were symbols of what Reddy, Worm, Crisis, and I would become if we stayed on our present courses in that small, dumb town! How dumb was it? Well, in other towns they played baseball in parks! In our town we played on highways!



That night we sat around the campfire talking about all those silly things that seem important to young boys before they discover girls...

What do you think the ramifications of a world oil glut will mean to the international economy?

If military spending doubles every nine years, the current tax structure won't be able to cope with the system!

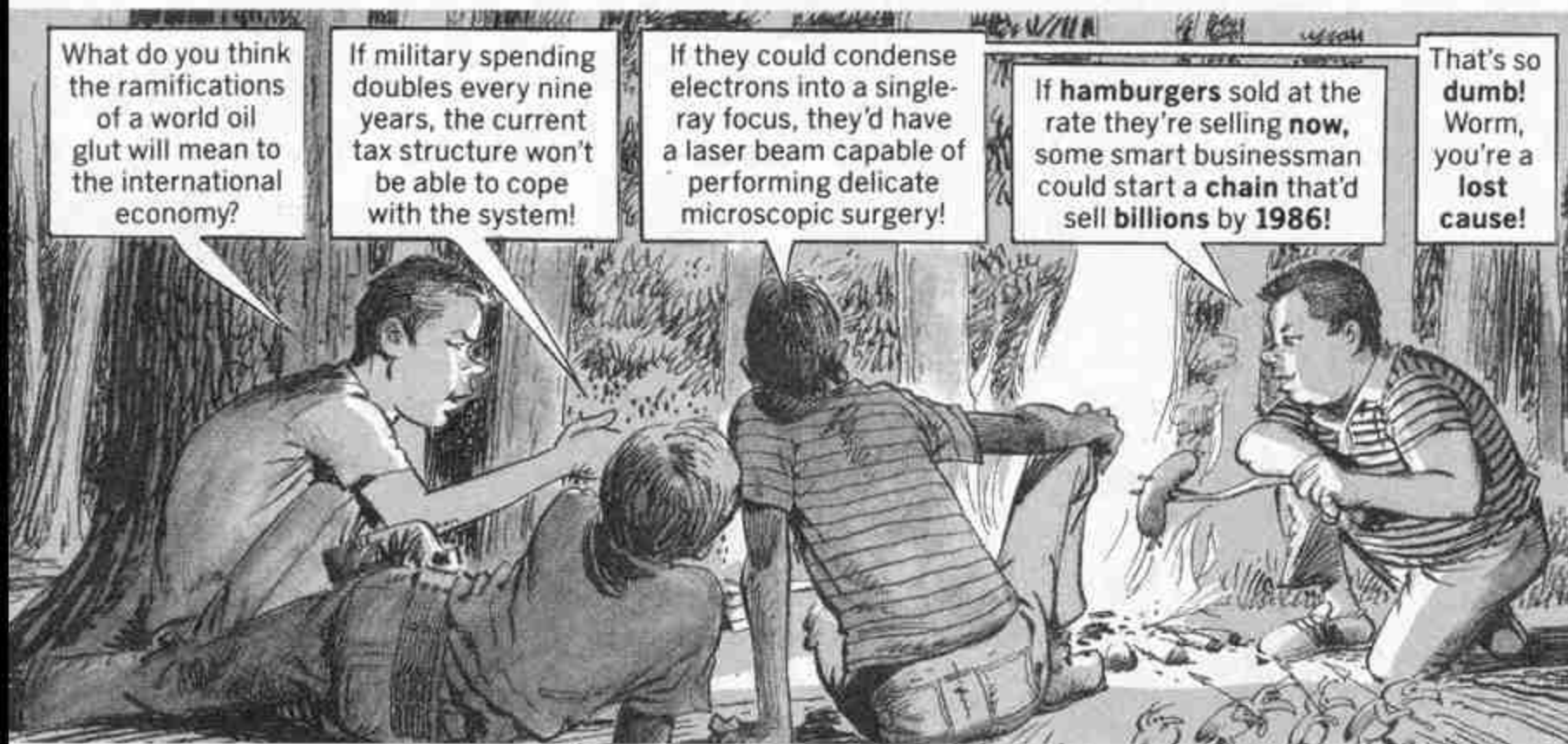
If they could condense electrons into a single-ray focus, they'd have a laser beam capable of performing delicate microscopic surgery!

If **hamburgers** sold at the rate they're selling **now**, some smart businessman could start a **chain** that'd sell **billions** by **1986**!

That's so **dumb!** Worm, you're a **lost cause!**

Tell us a story, Wordy!

Okay, I'll tell you a story about **barfing**, **barfing**, and **revenge!**



Oh, boy! I really love **gross stories!**

Yeah, but what's so **gross** about "revenge"?

The **barfing** is just a **symbol** to show that those in **power** who **inflict suffering** on others will someday **get theirs!**

Oh, you mean like the **punks** in this town?

No, more like **Vice President Nixon**, **Senator Joseph McCarthy**, and worst of all—**Dick Clark!**



The next morning we continued our search. On the way we came to a swamp we had to cross...

Relax, guys! The **swamp** merely **symbolizes** deep, dark mysteries of life!

Oh, yeah? What about these gross **leeches?**

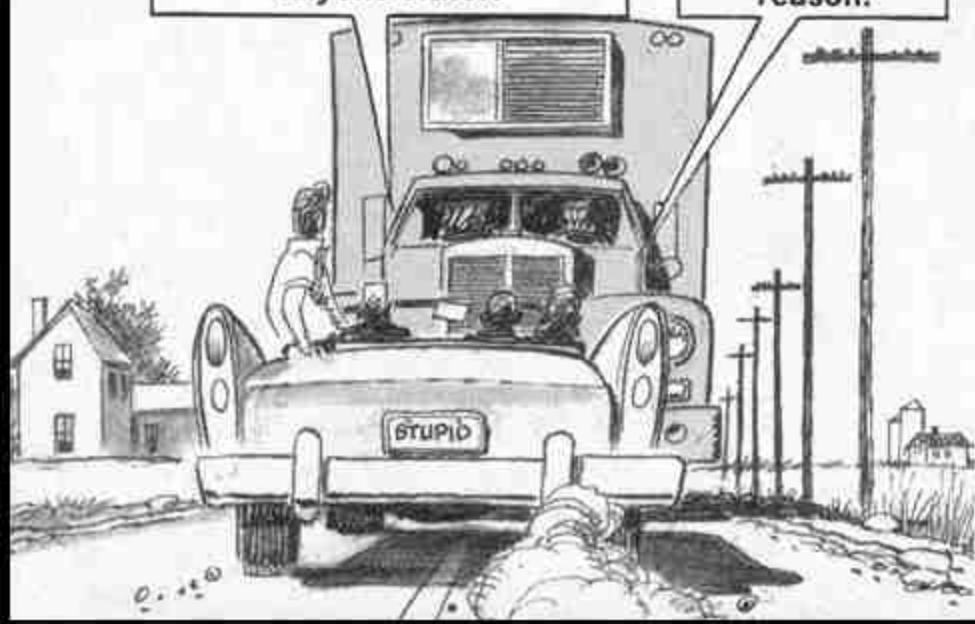
They represent the dirty **blood-suckers** who make up **prices** at the movie **popcorn stand!**



Ace and the older punks headed out to find the body, too! Bored with "highway baseball," they decided to play "chicken..."

That upcoming **truck driver** isn't going to **stop!** He must be the **same guy** who **drives the train**—he **doesn't stop** for anyone either!

It's this **town!** It's so darn **boring**, no one wants to **stop** here for any reason!



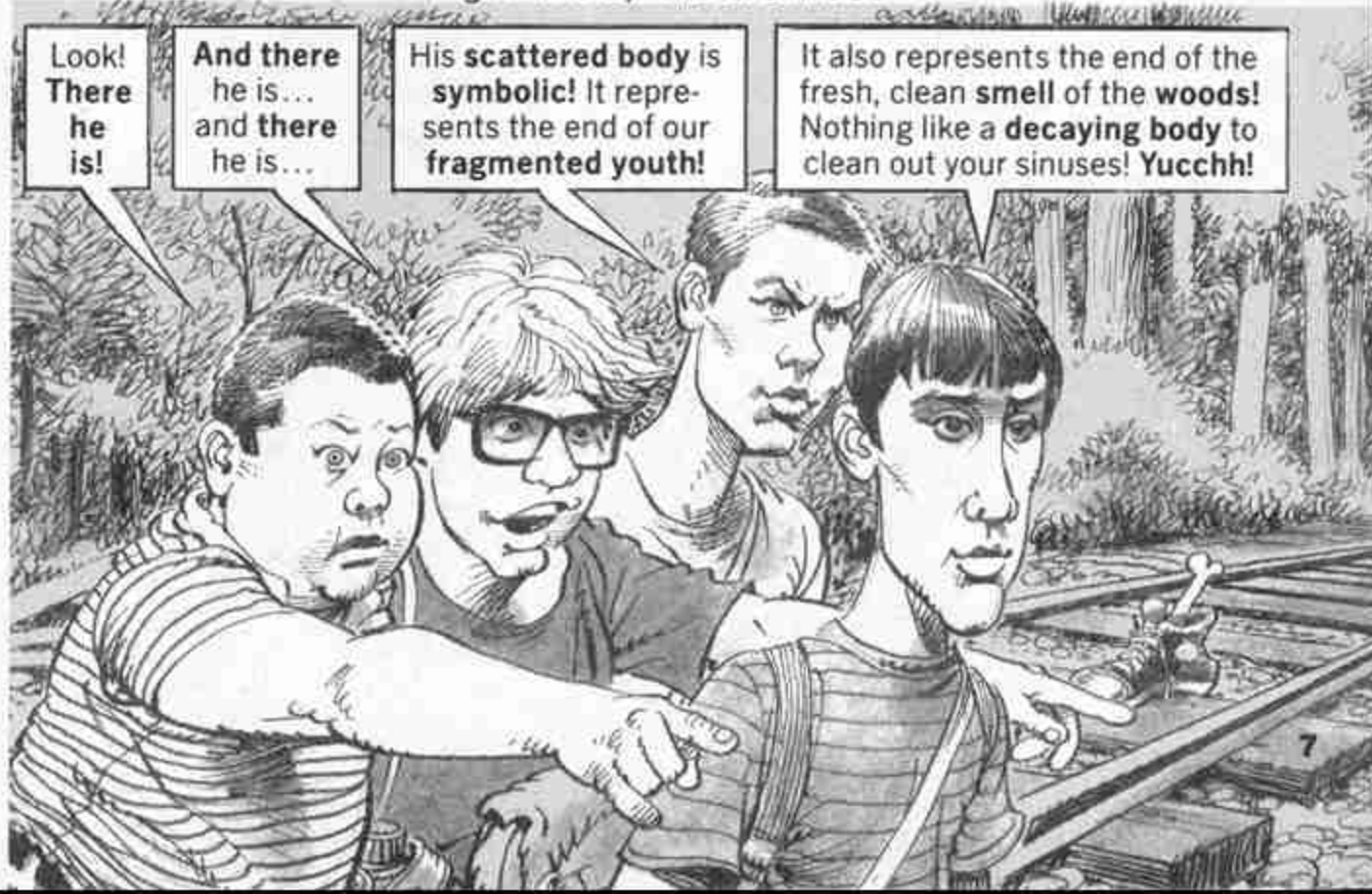
But our gang beat the punk gang to the place where Ray Brownout got hit by the train...

Look! **There he is!**

**And there he is...** and **there he is...**

His **scattered body** is **symbolic!** It represents the end of our **fragmented youth!**

It also represents the end of the fresh, clean **smell** of the **woods!** Nothing like a **decaying body** to clean out your sinuses! **Yucchh!**



So, you little creeps got to the body first! You think you're gonna bring it back to town and get **your pictures** in the **paper**! No way! If anyone's gonna be local heroes, it's **us**!

You don't understand Ace! This isn't a **body**, it's a **symbol**!

Yeah? Well, this ain't a **knife** I'm holding, either! It's just a **symbol** representing the way I separate a nerd's **nose** from his **face**!

Tough noogies, Ace! My **symbol** of this **gun** I'm holding beats the hell out of **your symbol** of a **knife** when it comes to who's **boss** here!

Okay, Wordy, you win this round! But someday in the **future**, when they make a **sequel** to this lousy film, you won't be carrying that **symbol**! Then it'll be **your body** they'll be searching for!



So that ended the story. It wasn't much of an ending, but then it wasn't much of a story, either! As for what became of the guys, it was pretty predictable. Everyone ended up as successful as might be expected...

As for me, I didn't have the talent to make it as a real writer as I always dreamed, so I went to Hollywood to write movies instead.

Reddy, enamored with the military like his father, sold the Pentagon things like a carload of hammers at \$40,000 each and retired a millionaire at age 23...

Worm did very well at an amusement park as one of the star attractions...



Crisis kept spouting his nutty philosophies about symbols and started his own religion. He preaches on TV every week and people send him millions...



Ace Comb entered a life of crime as we all knew he would—he became Mayor of the town...



Now, as I look at what I've done on the computer screen, I realize this script is as boring as the one-dimensional characters I hung around with as a kid! But that's one dimension more than the Hollywood characters I hang around with now, so I'll end this tale two ways...

In the movie version I'll look at the screen, read the drivel I wrote, then turn off the computer to go out with my kids—which, as some of you sharp computer people notice, will erase everything I've done! Very symbolic!

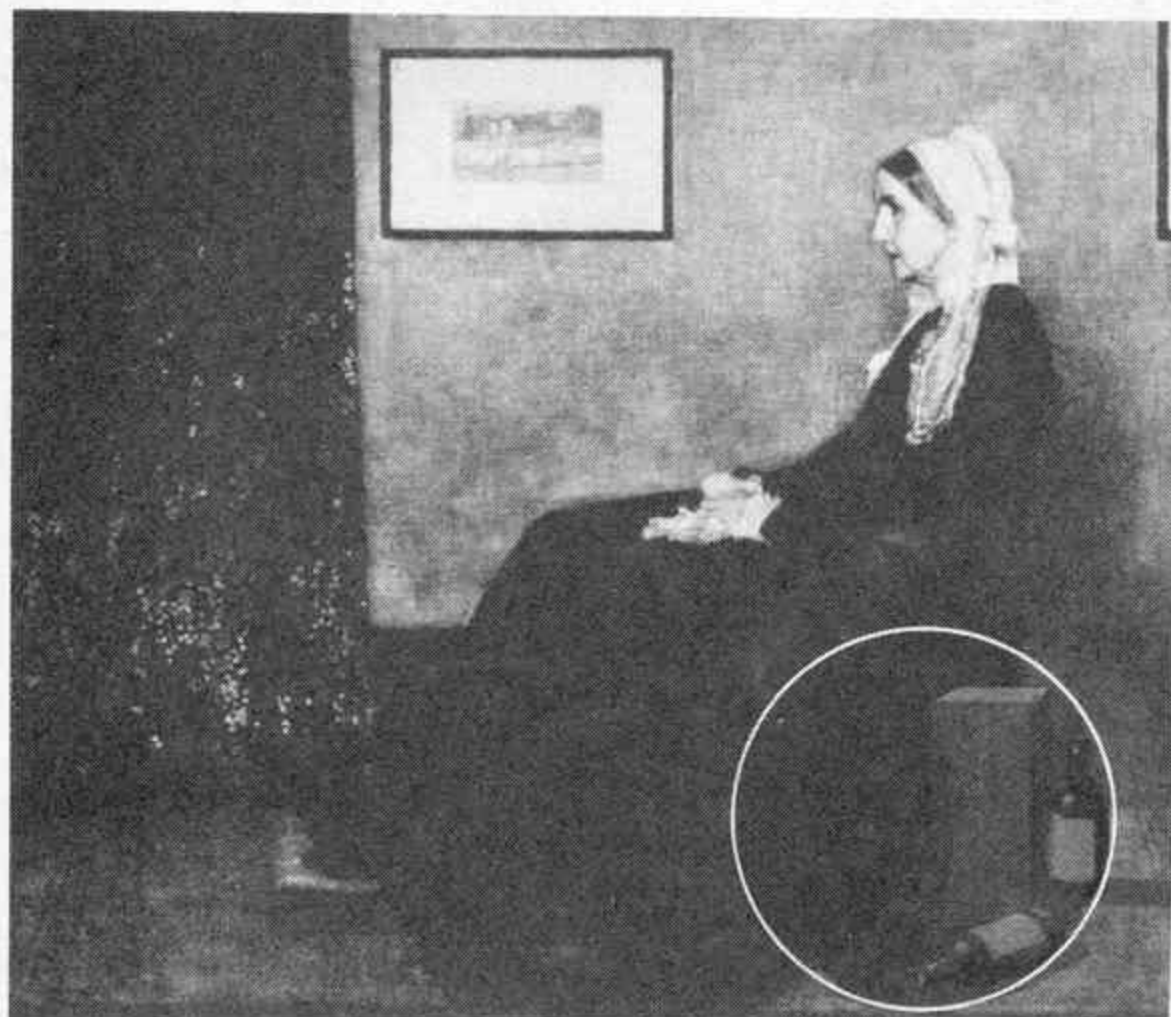
But in real life I'll press the "save" key, make a print-out of this script, and sell it tomorrow! I predict that it's bad enough to be a hit movie! And since Mad Magazine does satires on bad hit movies, that's probably where you'll be reading this...



## PAINT MISBEHAVIN' DEPARTMENT

Art historians have discovered many interesting details while examining the under-painting of famous canvases, but Mad, as usual, has gone deeper! We always sink to the lowest possible depths in art and literature, as we shall prove with the following presentation of our discoveries of...

# HIDDEN DETAILS IN ART



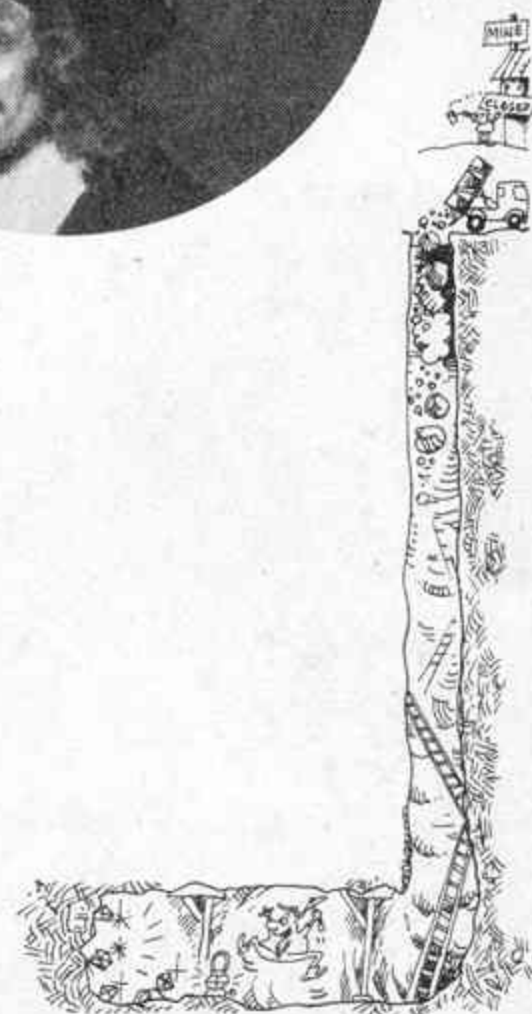
The painting commonly referred to as "Whistler's Mother" may very well be the work mentioned in the artist's diary, "Mom on the Sauce" that many historians consider "lost." We submit our findings as anywhere from 80 to 100% proof!

When you poke around a round of poker you're liable to find some "slight of hand" at work! It may be no big deal, but we thought we'd give you the inside straight dope on "Cool Hand" Cezanne and let the chips fall where they may!

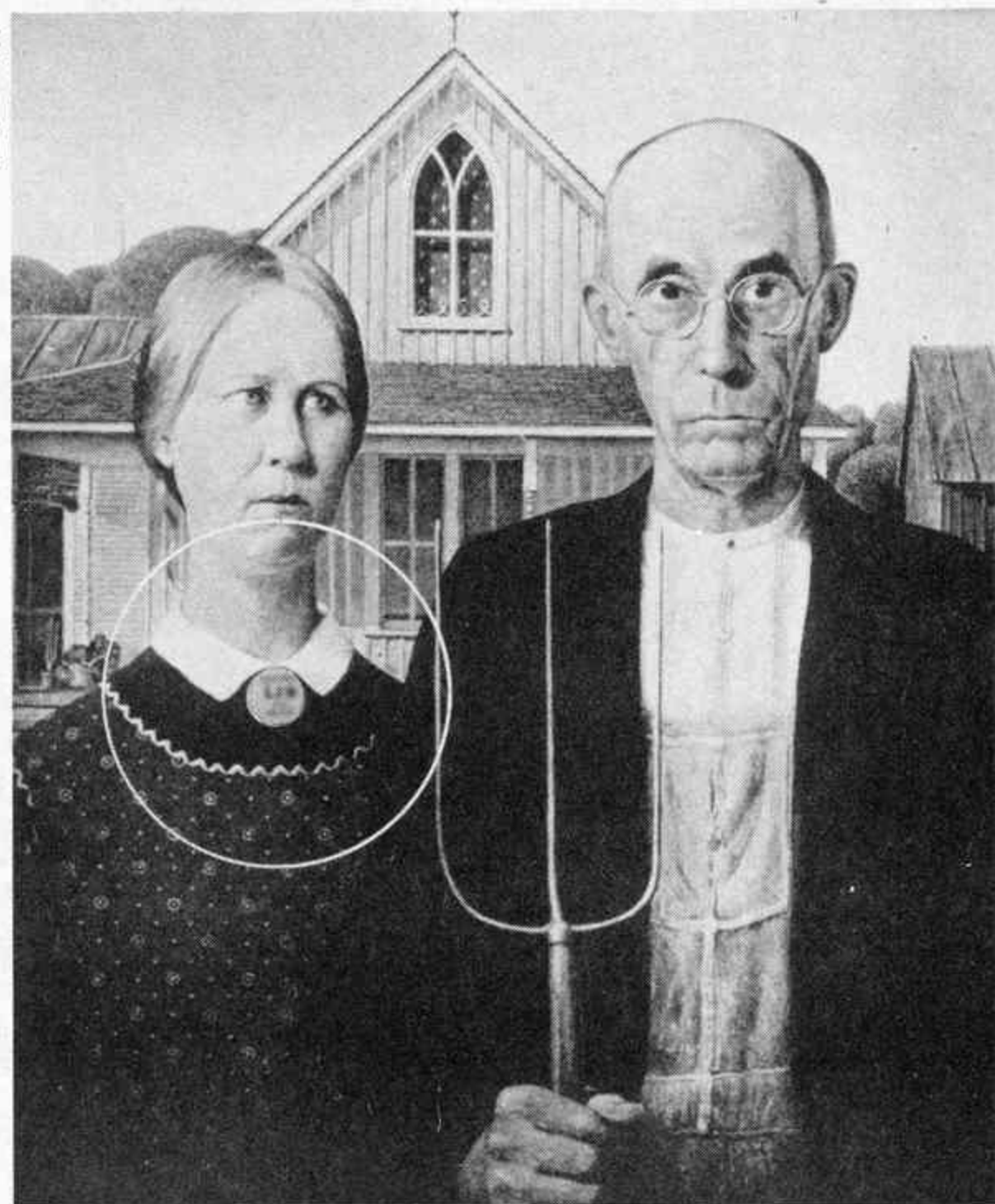


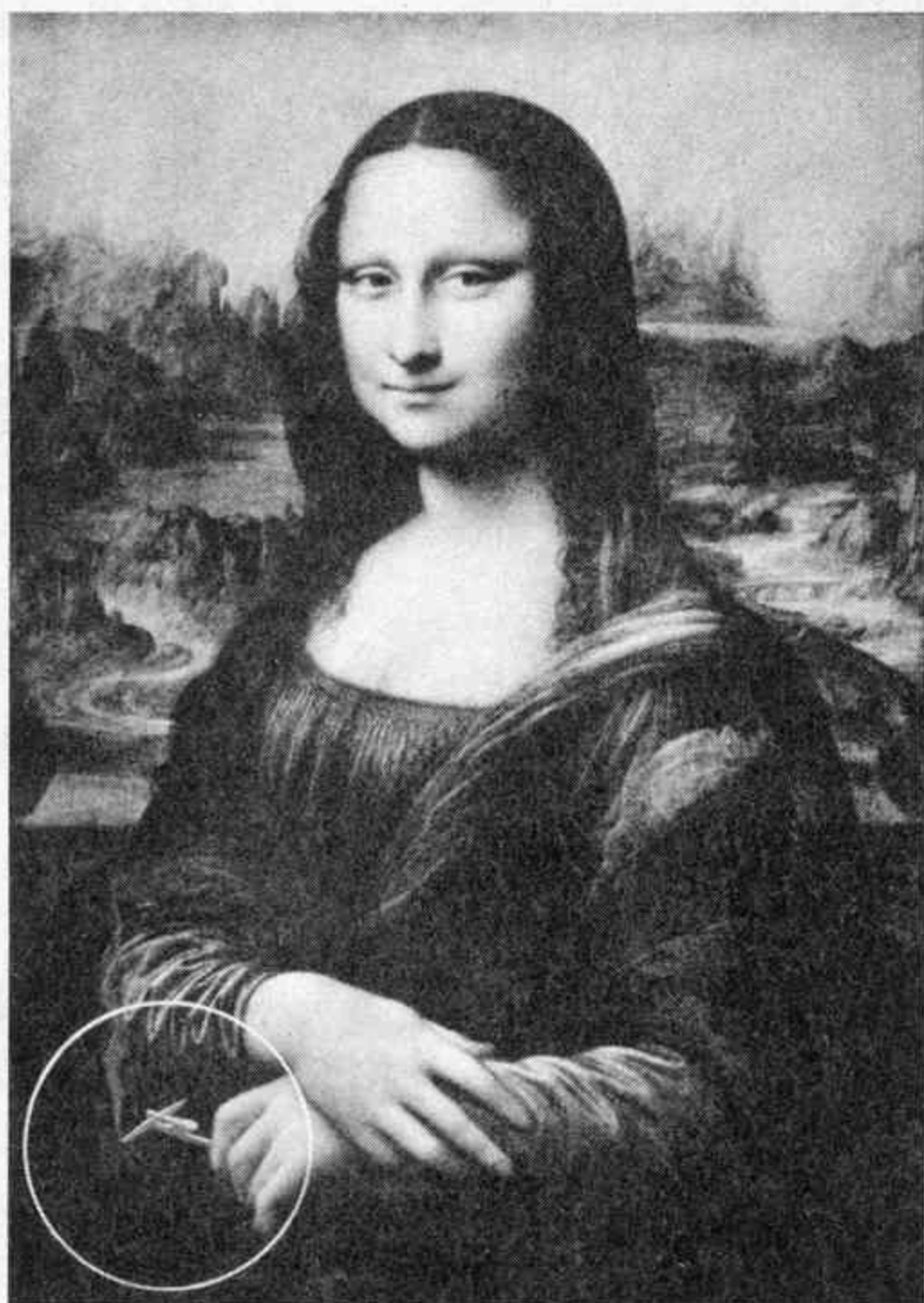


What gives the "Syndics of the Cloth Guild" those beady eyes? Did Rembrandt capture the expressions of these men of the cloth game observing some women of the cloth-less game, or is the naked truth that they were disturbed at how a new top-less fashion trend would cleavage their income in two!



This is a prime example of conservative art. Liberal art historians, however, have found a "zing around the collar" in this famous depiction of a farmer who has just been asked to "fork" over women's rights and mend the ERA of his ways!





Da Vinci was an artist and an inventor. Is it possible that he was more ahead of his time than we thought, and created something that made Mona a "head" of her time?



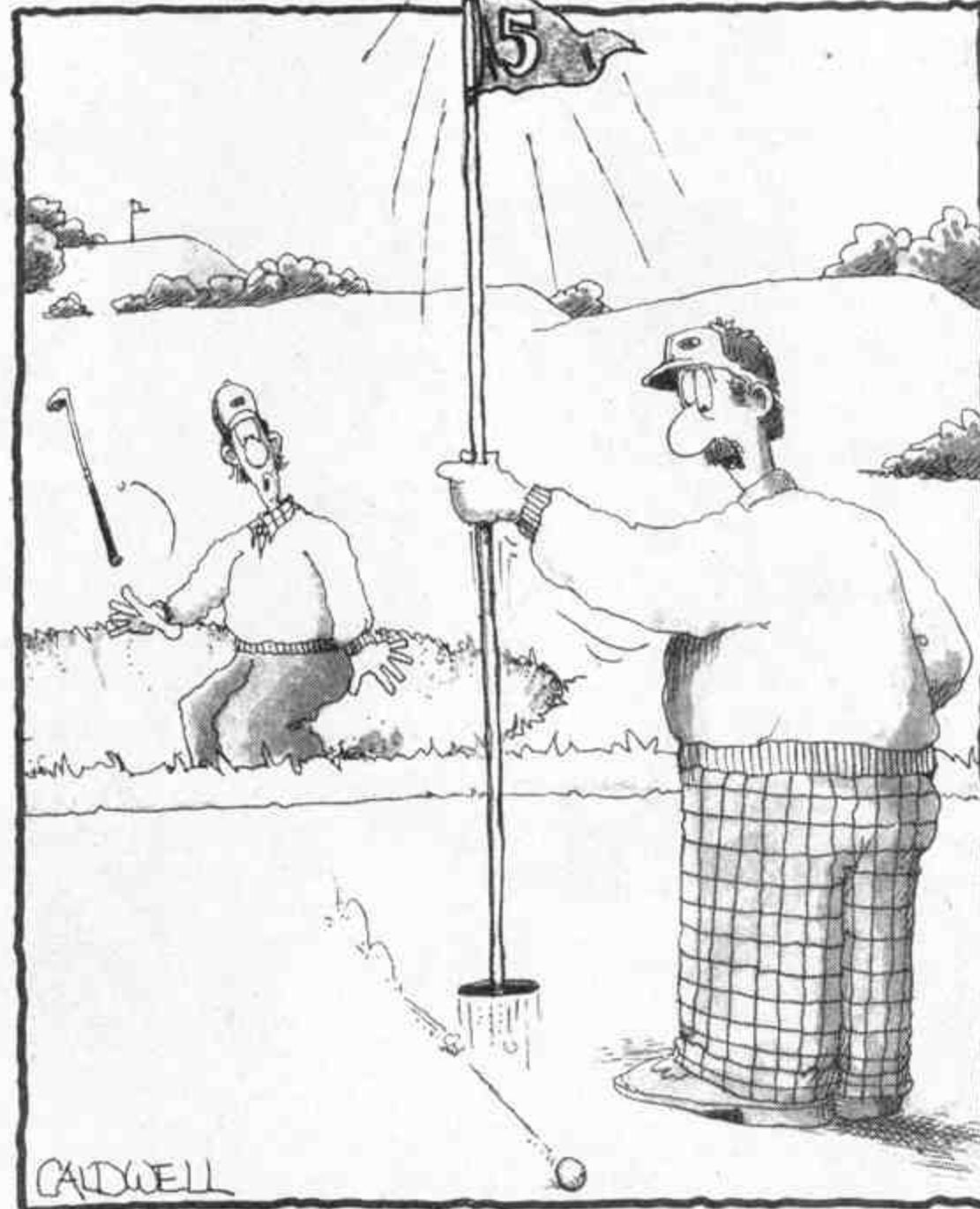
"Just what exactly are those people doing?" has been the question most asked about this famous masterpiece. Most experts have answered, "Who knows?" A few experts have answered, "Who cares!" The true answer may lie in the oft-quoted phrase, "One *pitcher* is worth a thousand words!"



# DRAMA ON PAGE 12



ARTIST & WRITER: JOHN CALDWELL



DICK DePT.

There's been *Live-Aid*, *Band-Aid*, *Hands Across America* and other events which have raised millions of dollars for worthwhile causes. But what about those **other fund raisers** which go neglected and get completely forgotten, huh? Yeah, what about **those!** Well, **Mad** doesn't forget! Not us! **Hoo hah!** We herewith present...

# FUND RAISERS that never made it!

ARTISTS: WILL ELDER & HARVEY KURTZMAN

WRITER: DICK DEBARTOLO



**LEMON-AID** was to be a line of defective American-made cars stretching from the east and west coasts and meeting in Detroit. Driven by frustrated owners who received no satisfaction from indifferent auto dealers and manufacturers, LEMON-AID never had a chance—only **seven cars** were able to make it to their positions on the line!

## A black and white photograph of three vintage microphones on stands. The microphones are arranged in a row, each on its own stand. The stands have a distinctive twisted or braided design. The microphones are classic ribbon or dynamic types, typical of the mid-20th century.

was the rock world's feeble attempt to raise money for the enormous task of trying to keep track of rock bands and performers who disappear, reappear, skip from group to group, change names, change hair, etc. The problem, of course, was that those chosen to appear could not be **located** and few pledges were called in during the 3-hour screening of a bare stage!



**HAMS ACROSS AMERICA** was intended as the "life of the party" answer to the successful COMIC RELIEF event staged by **professional comedians**. The frustrated would-be funny folks, decked out in lampshades and

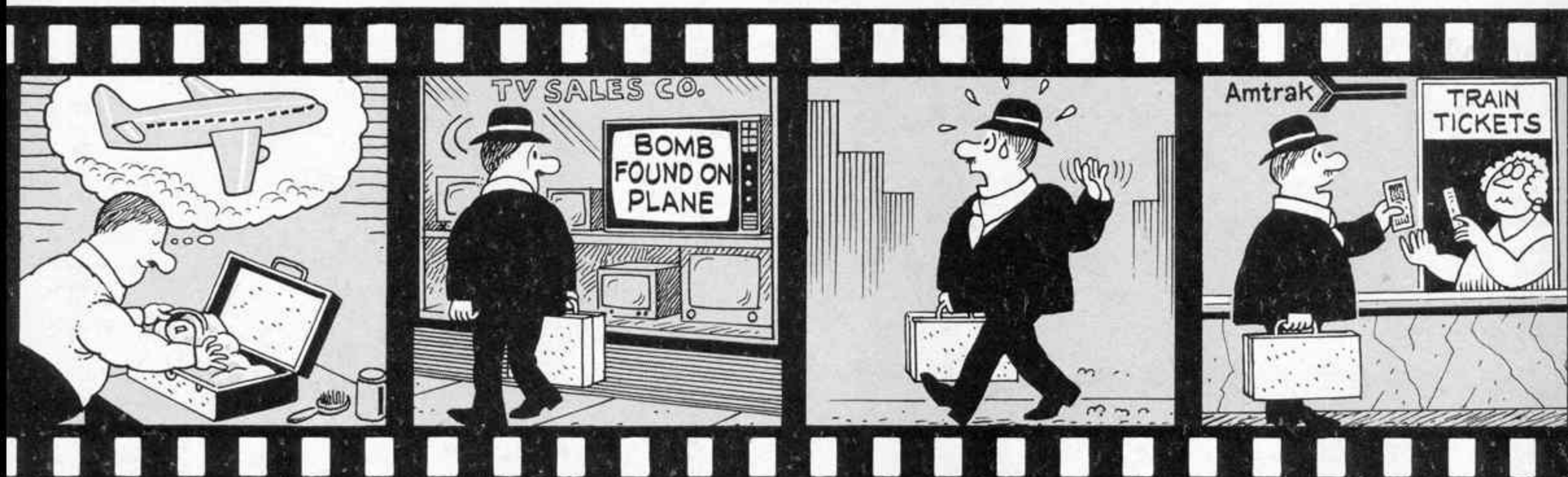


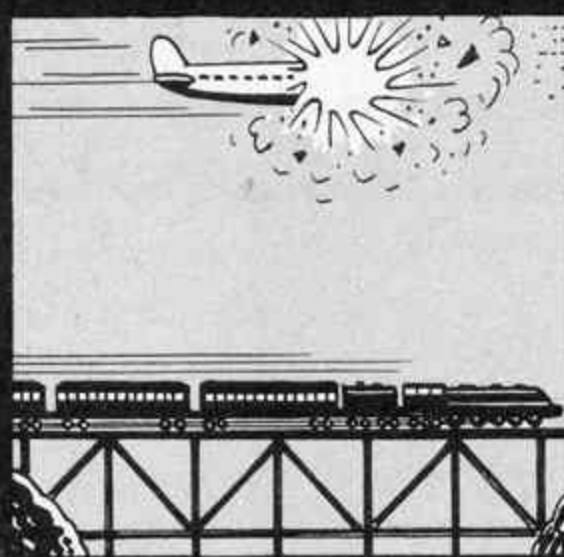
# MAD MINI-MOVIES

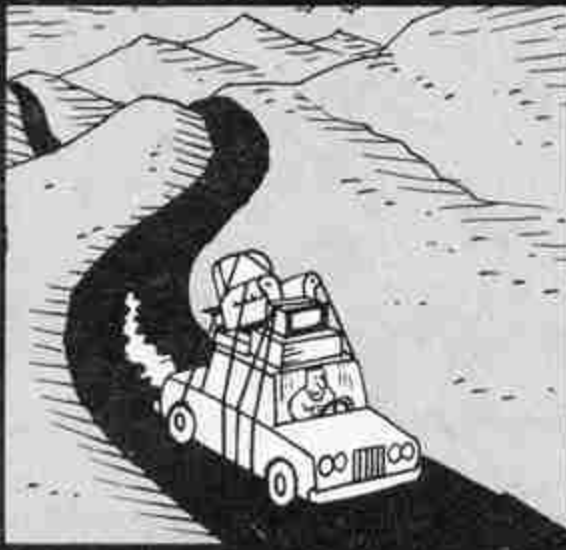
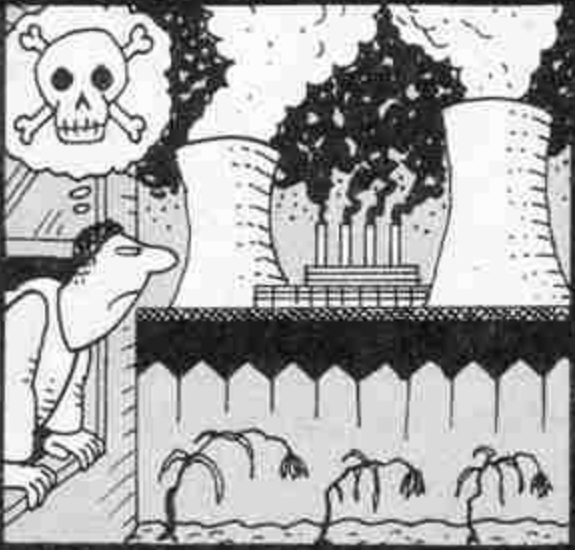
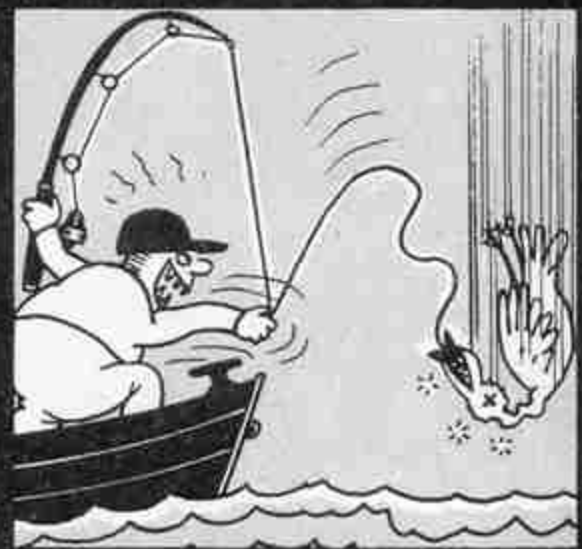
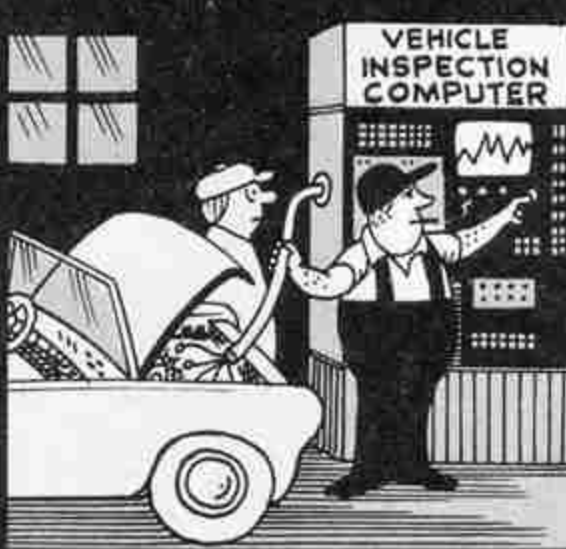
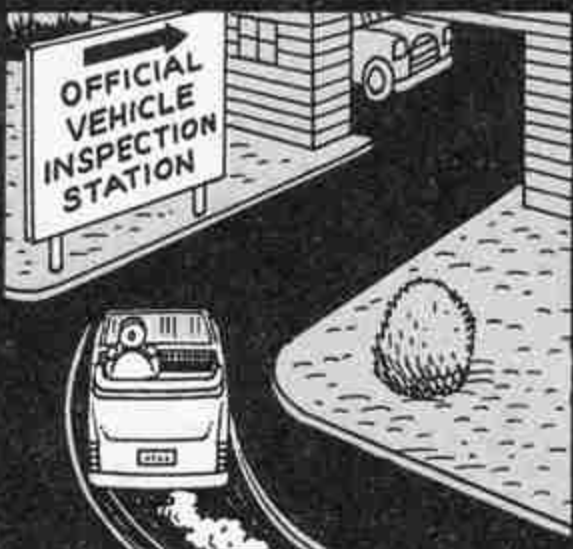
## *Featuring The Fickle Finger Of Fate*

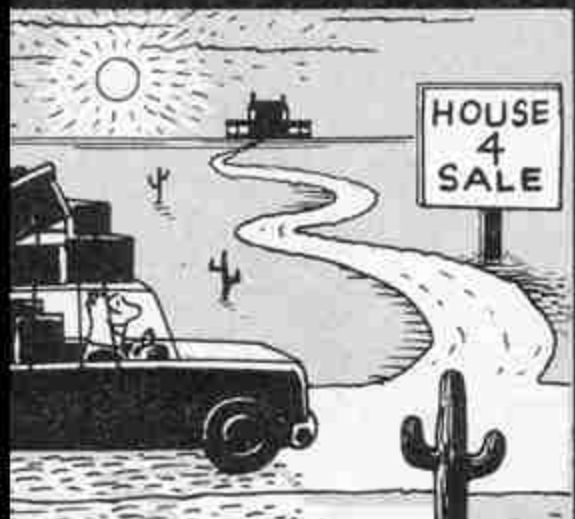
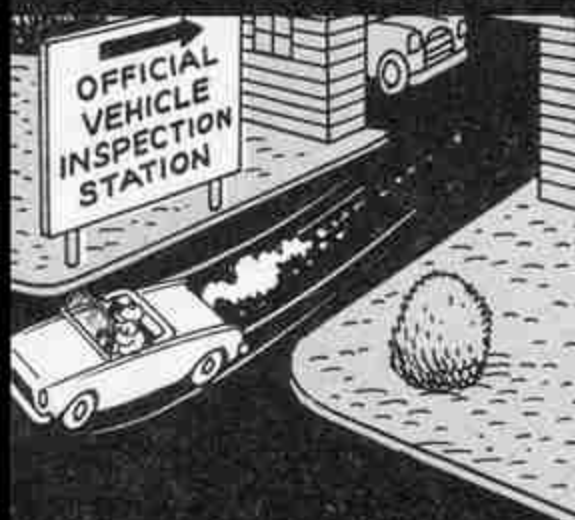


ARTIST & WRITER: AL JAFFEE









## A BAD CASE OF THE RE-RUNS DEPT.

The problem: Not enough good, current TV hits for MAD to parody!

The Solution: Go back and make fun of old TV shows that are still being played to death!

Another problem: Not enough copy to fill this boring introduction.

The solution: This extra line which doesn't say anything.

NOW there's enough copy, so here's our version of...

"I Love Lunny"

I'm glad you guys stopped by! Sickie is at the club auditioning male singers for his new nightclub act.

What are you waiting for? Put on a fake moustache and dress up like a man and we'll go down to the audition and fool Sickie!

Nah, Sickie won't fall for that old routine!

I don't see why not! He's fallen for it 2,000 times before!

Lunny, I can't understand why you're not going to louse-up Sickie's audition with one of your hilarious male impersonations!

I'm staying home and making one of my hilarious meals instead—chili!

Chili's not hilarious!

It is when you make it with Mexican jumping beans! If you want to try some, get a ladder and scrape a little off the ceiling!



ARTIST: ANGELO TORRES

How did the audition go, Sickie?

Okay, but there was one singer that was so bad, I thought it was Lunny in disguise!

How did you know it really wasn't me?

I was able to get him off the stage in 15 seconds. If it was you, youse would've stayed on stage 15 minutes milking the bit!

So what did you finally do with the lousy singer?

When I found out he was from Cuba, I told him I'd give him air fare back if he'd give up singing forever.

Well... did he go for it?

Not only did he agree, but he promised no one in his family would sing, so I gave him money for 15 fares home. I'm no dummy!



I'm **Luny Esmoron Retardo**. Over the years, I've gained the reputation of being a **screwball**, but **nothing** could be further from the **truth**! You'll have to excuse me now, I have to go **lock myself** in a **steamer trunk**... just as soon as I get my **big toe** unstuck from the **kitchen sink**!

I'm Luny's husband, **Sicky Retardo**! I thin' marryin' **me** was the **second smartest** theeng Luny ever done! The **first smartest** theeng she ever done was **soakin'** my **socks** in **coffee** so they would **stay up** longer! Would you like me to sing "**Babalu**" for you now?

We're the **Nurtzes**! I'm **Fret Hooboy Nurtz** and this is my wife, **Ether**! Please, no **cracks** about Ether being **young** enough to be my **daughter**! We **know**! Anyway, we're the Retardos' "**smart**" next door **neighbors**!

Fret, how could we be so **smart** and **remain** the Retardos' neighbors?!? **Anyone** with **smarts** would have **moved** the minute Luny came down and asked if we could help **change her baby's diaper**—and it wasn't even **born yet**!!



Hi, **Honey**! I'm so **hungry** I could eat a **pony**!

You mean eat a **horse**! And knowing the **cut of meat** Luny brought, you may get your wish!

I'm **glad** you're hungry! I made **chili**!

Fonny, I doan **smell** no **chili cookin'**!

The **reason** you don't smell no **chili cookin'** is because it's in the **refrigerator chillin'**!

Luny, chili is **supposed** to be served **hot**!

Then **why** do they call it "**chili**"? **WAAAAA!** I wasted a whole day making chili for you and you don't want it! **WAAAAHHH!!!!**

Honey, your day wasn't **wasted**! Now you got a **raisin** to do one of your **cryin'** bits!

Gee, that's **right**! And you got to do one of your **silly word substitution** bits, saying "**raisin**" for "**reason**"! The day is **saved**! Yea!



WRITER: LOU SILVERSTONE

There's **some-one** at the **door**.

It's **Fidel**, the **lousy singer** I was talkin' about!

Hi, Sicky, I **stop** on my way to the **airport**. I need money for **two more** tickets. I get **two more lousy singers** to leave the country!

If all the **lousy singers** left the country, **what** would Luny do for a **husband**?

You know, he **DOES** look like **Luny**, in one of her **cheap disguises**!

Sicky, what do you think will become of that guy **Fidel**?

Who knows? He'll go back to **Cuba**, get a **job**...the **usual**. Heck, I don't care if he becomes the next **President** of the **country**, just so long as he **never** sings again!

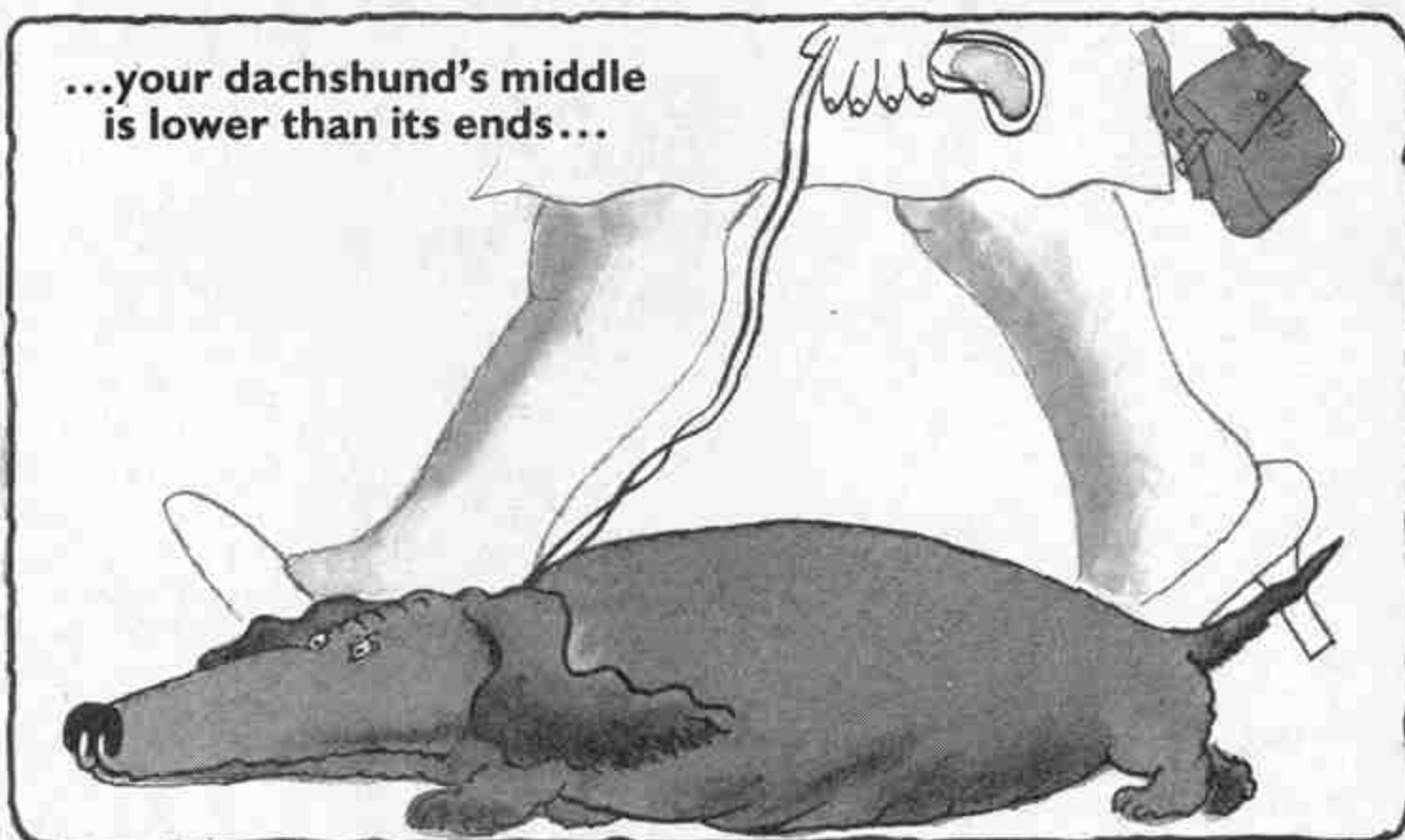


# Your Pet Has Reached

...your parrot makes special menu requests...



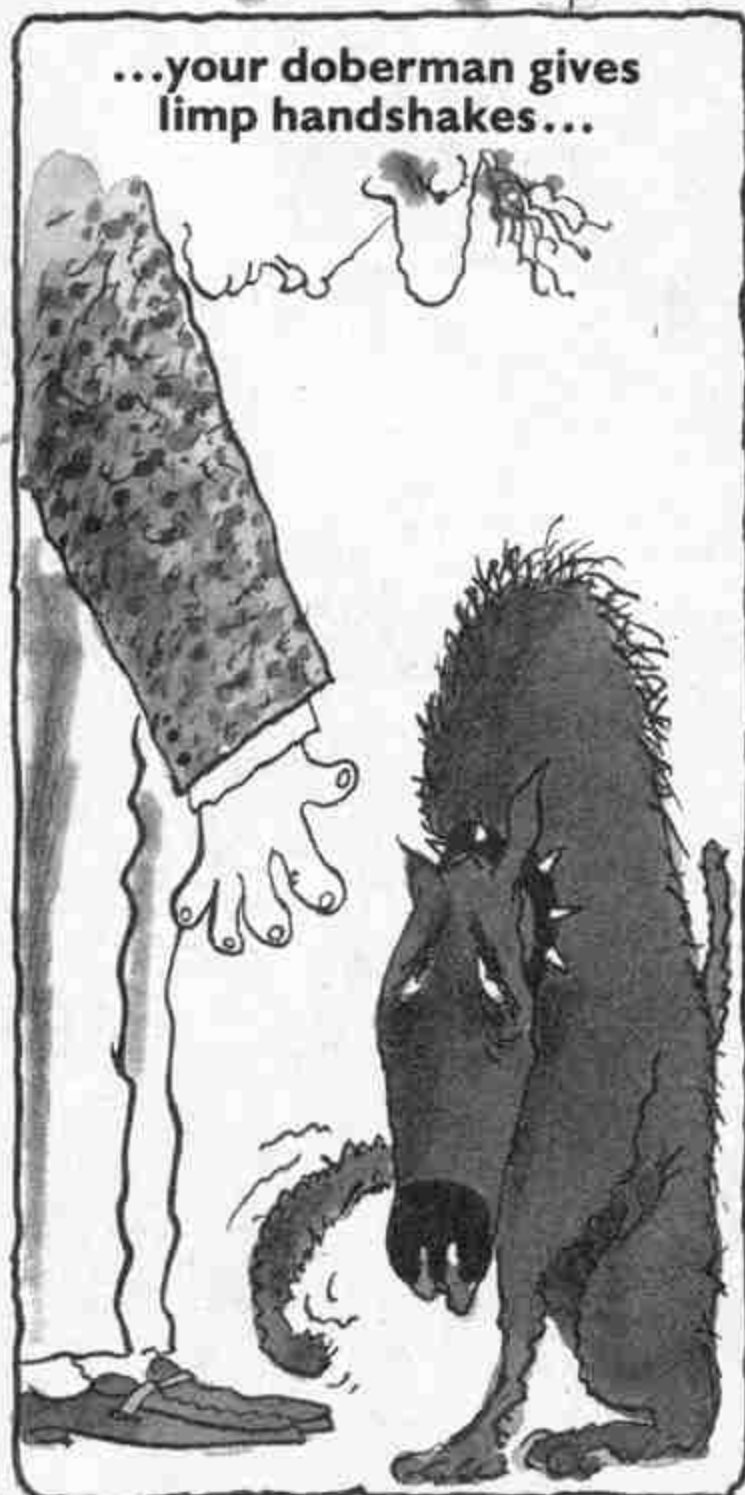
...your dachshund's middle is lower than its ends...



...your angora runs out of angora...



...your doberman gives limp handshakes...



ARTIST & WRITER: PAUL PETER PORGES

...your schnauzer doesn't recognize his old friends...



PORGES

# Blissful Retirement When

...your pirahna has  
lost its bite...



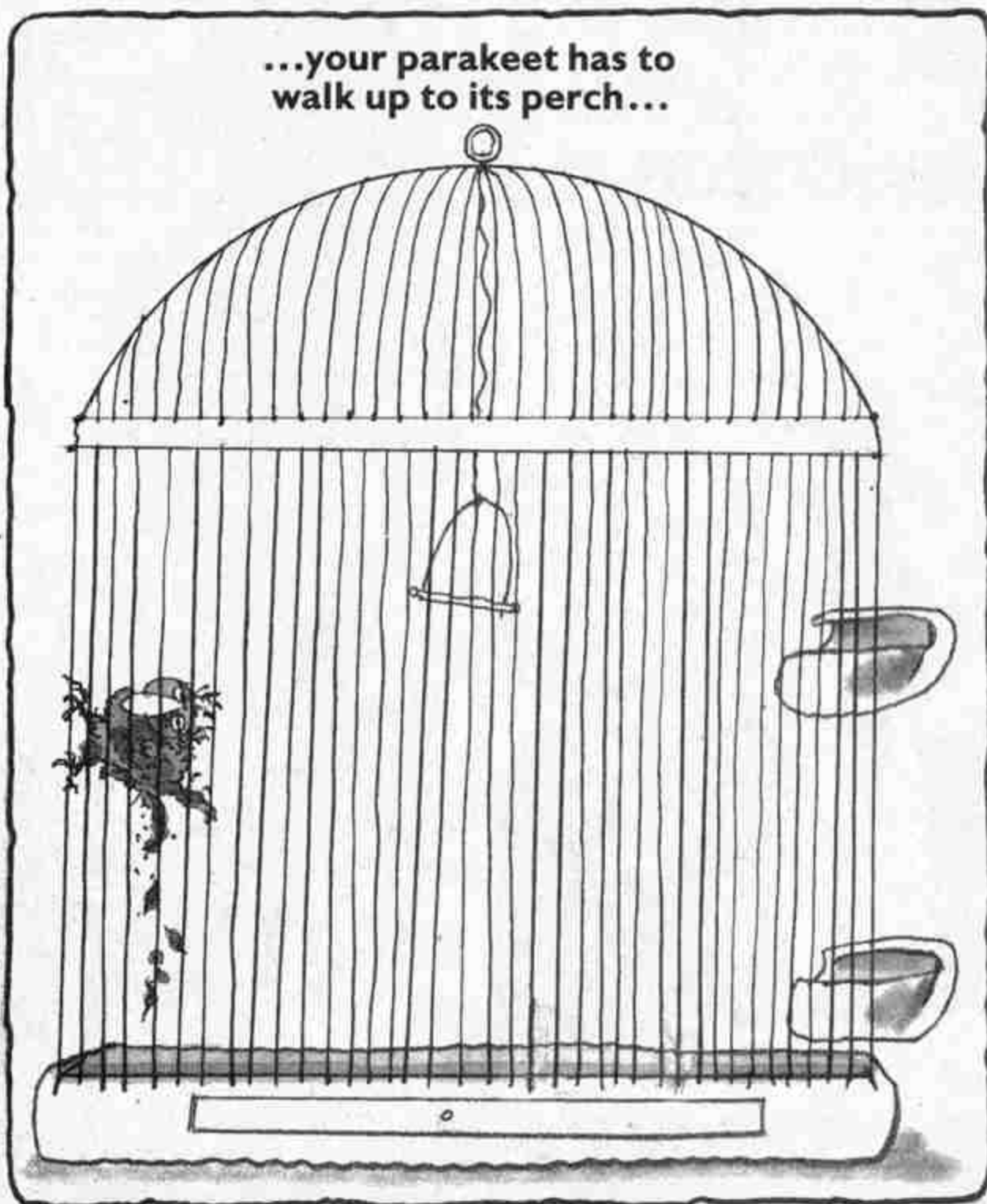
...your terrier is unmoved by the  
opening of the refrigerator...



...fleas abandon your sheepdog...



...your parakeet has to  
walk up to its perch...



## OBEDIENCE



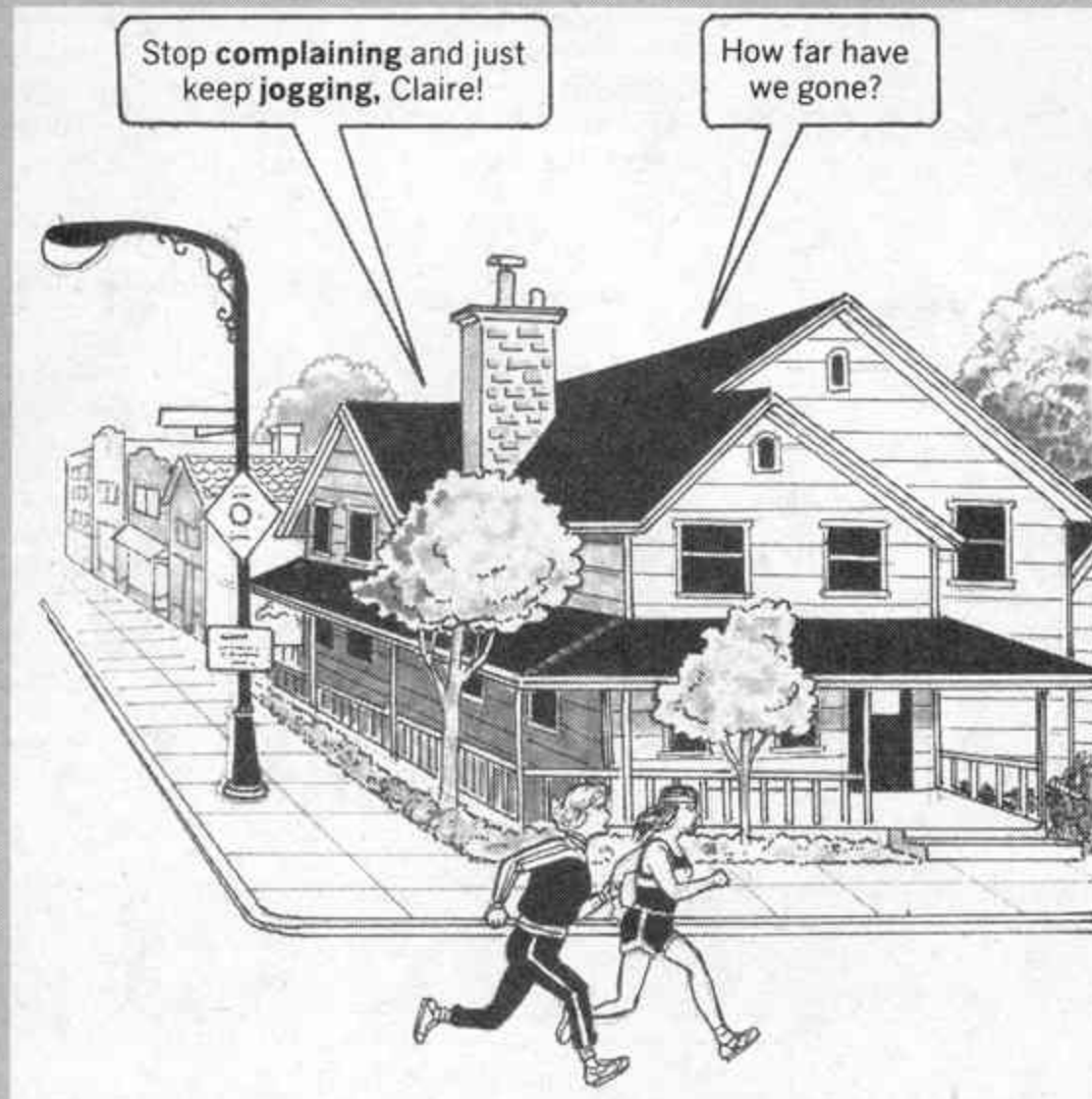
BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## ADDICTION



## EXERCISE



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## INFLATION



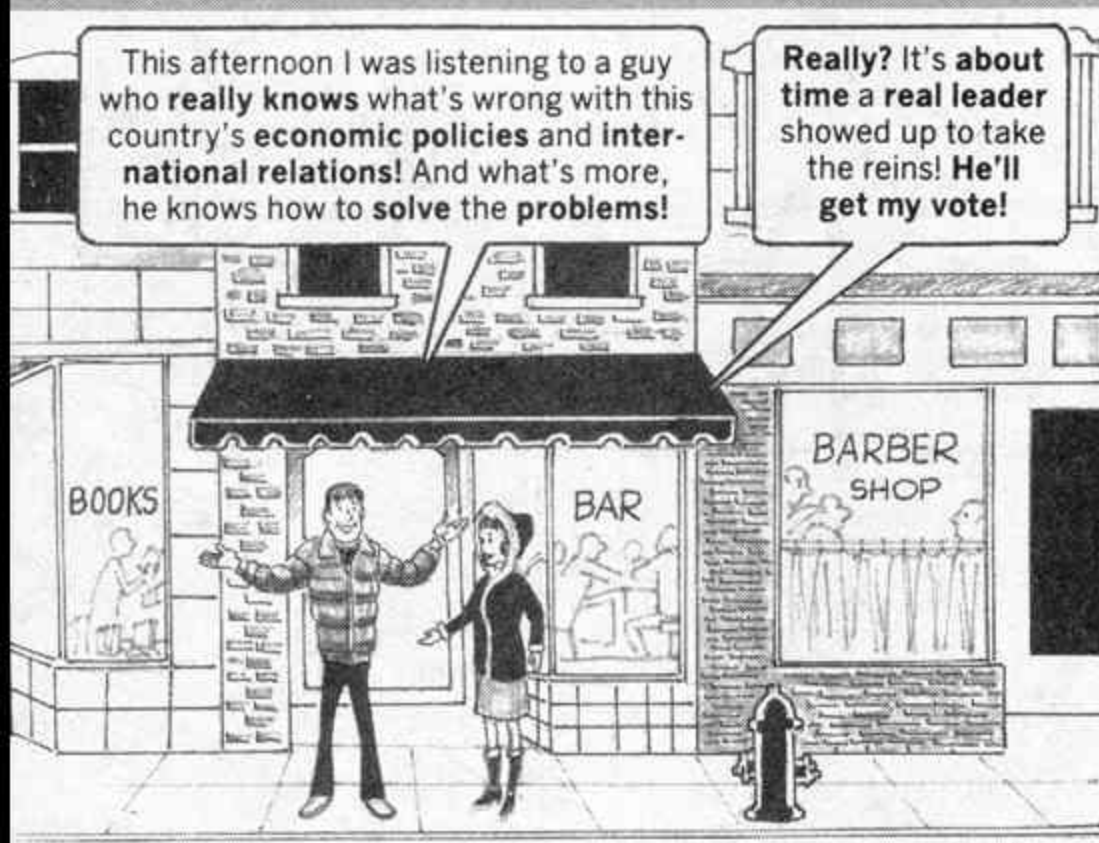
## SPORTS FANS



## LANGUAGE



## POLITICS



## APPRECIATION





## LOTTERIES



## TIMING



## MEMORY





## PRIORITIES

A word of **advice** to you, Nick! I caught you **nodding off** at the **conference** again, and my guess is the "**big man**" noticed it too! Aren't you getting **enough sleep** at home?

I guess not! I've got a **tennis game** three mornings a week, I belong to two doubles leagues and one singles league at night, and I play all weekend! To catch up, I've been **taking work home** on my **free nights**!

That's **some schedule**! No wonder you're **burnt out**! You better **slow down** or you're gonna be **unemployed, fella**!

You're **absolutely right**! From **now on**, I'm gonna **stop taking work home**!



## COMMUNICATION

I was out with David Dasch last night! He is one **marvelous conversationalist**! He kept me **interested** for over **two hours**!

I never realized that about him! What was he **talking about**?



Me!



## DOCTORS

Now that you've gone to the **doctor**, don't you **feel better**?

I **sure do**!



He wasn't in!

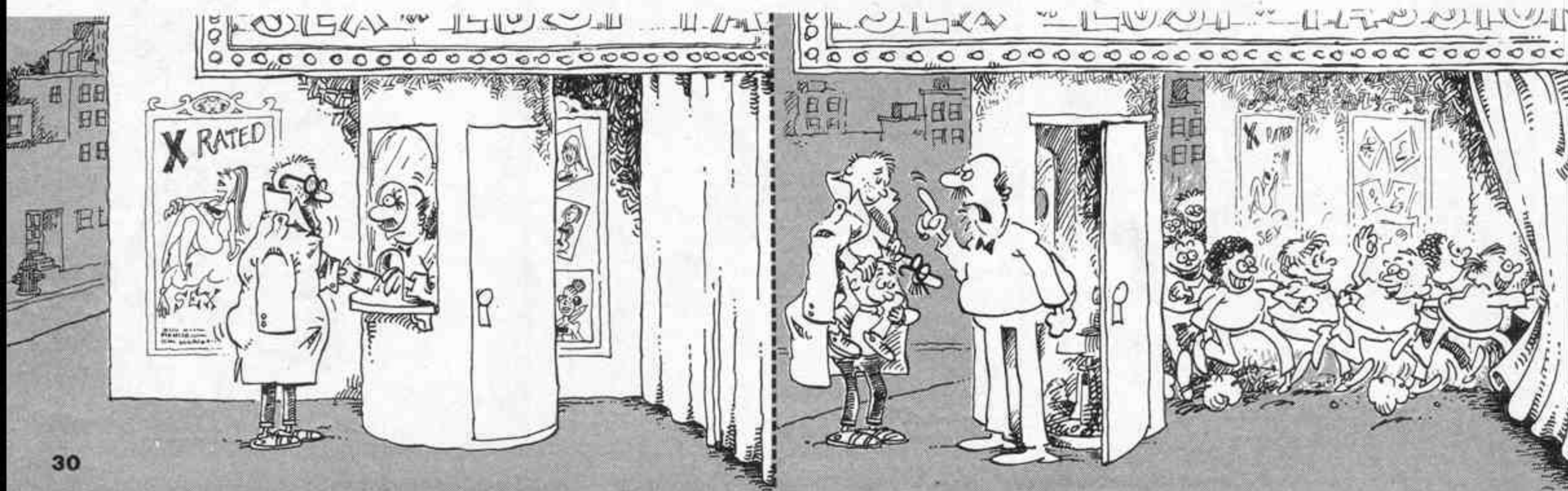
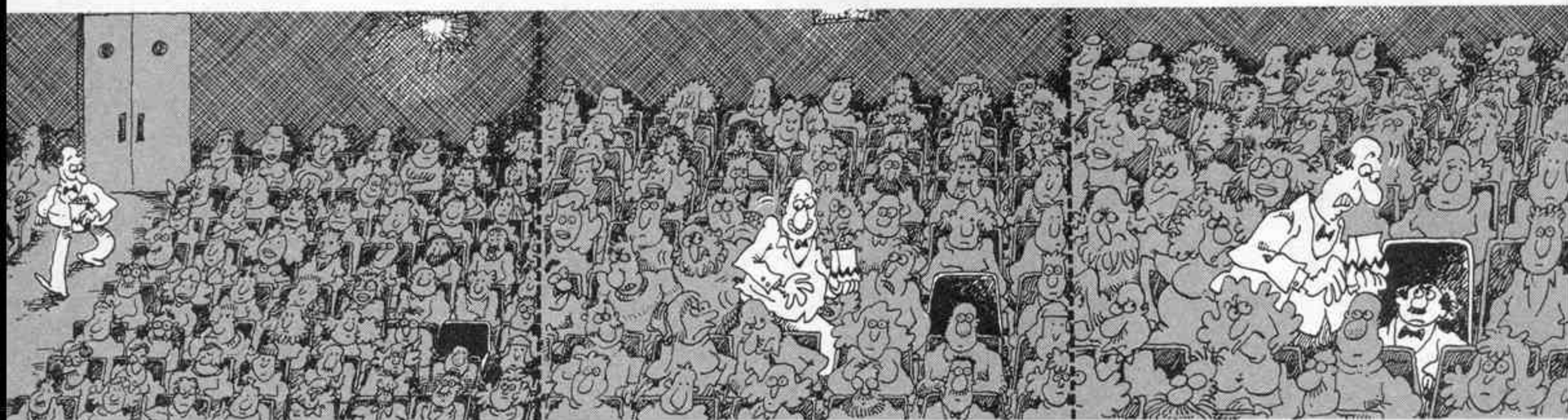


# AROUND NOON ON A DOWNTOWN STREET CORNER



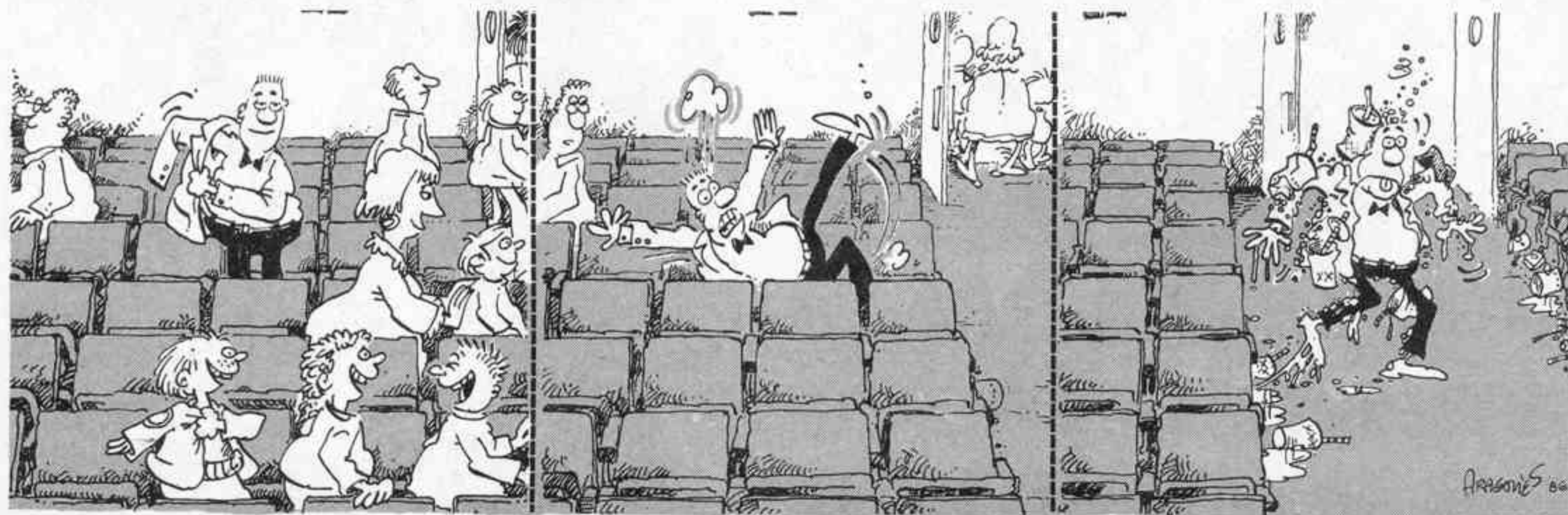
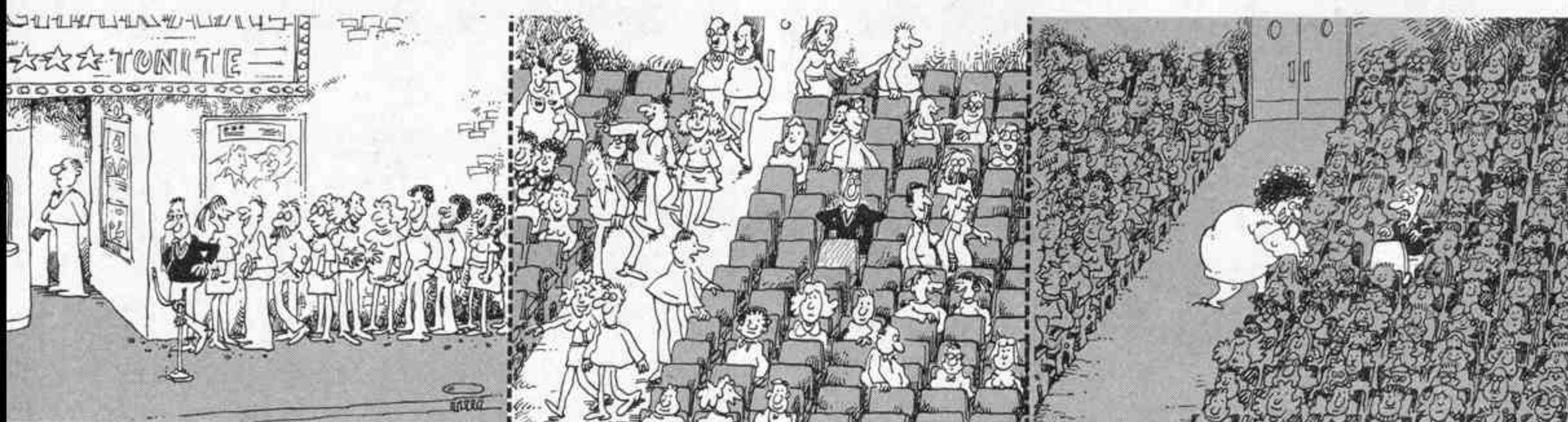
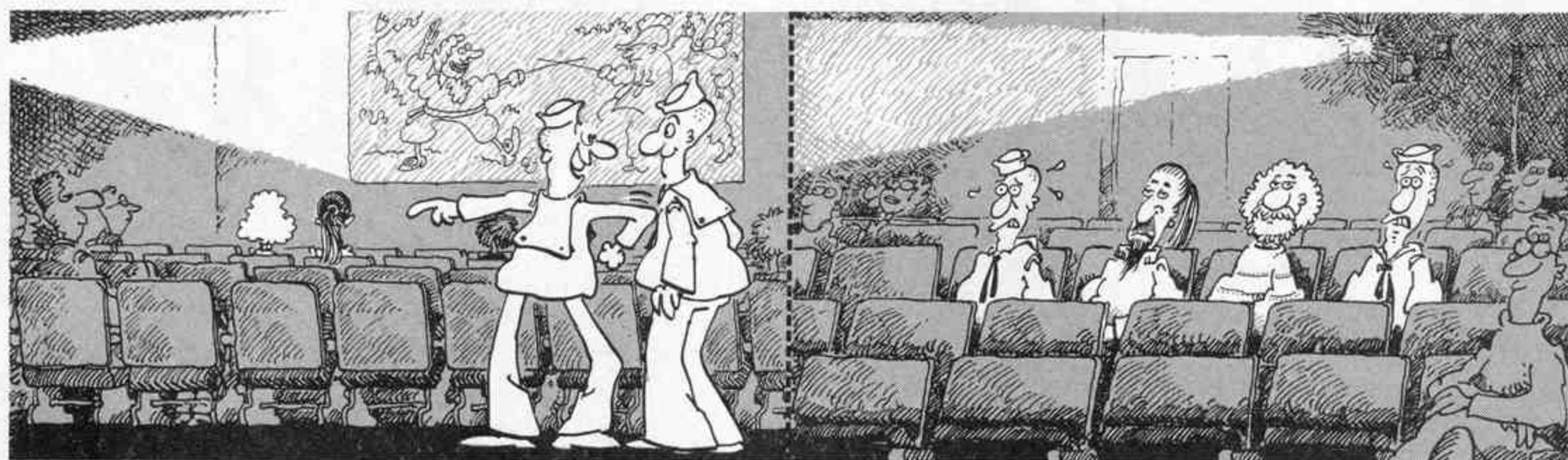
# A MAD GOING LOOK AT

SERGIO ARAGONES DEPT.



# TO THE MOVIES

ARTIST & WRITER: SERGIO ARAGONES



Tommy Lasorda's

# HOW TO SPIT LIKE A PRO



with Special Guest Spitter SPARKY ANDERSON

# TANTRUM TENNIS

*the John McEnroe Way*



John helps you:  
...sharpen your swearing skills!  
...hone your racket-hurling technique!  
...improve your on-the-court fits!

TAPE ME OUT TO THE BALLGAME DEPT.

# INSTRUCTIONAL SP

## 'REFRIGERATOR' PERRY MARY LOU RETTON

show you how to SUPPLEMENT  
YOUR PRODUCT ENDORSEMENTS  
with a PART-TIME SPORTS CAREER



Special Added BONUS: The Fridge's "Quick-Weight-Gain Diet"

## CONVERSATIONAL SPANISH

for the Major League Baseball Manager

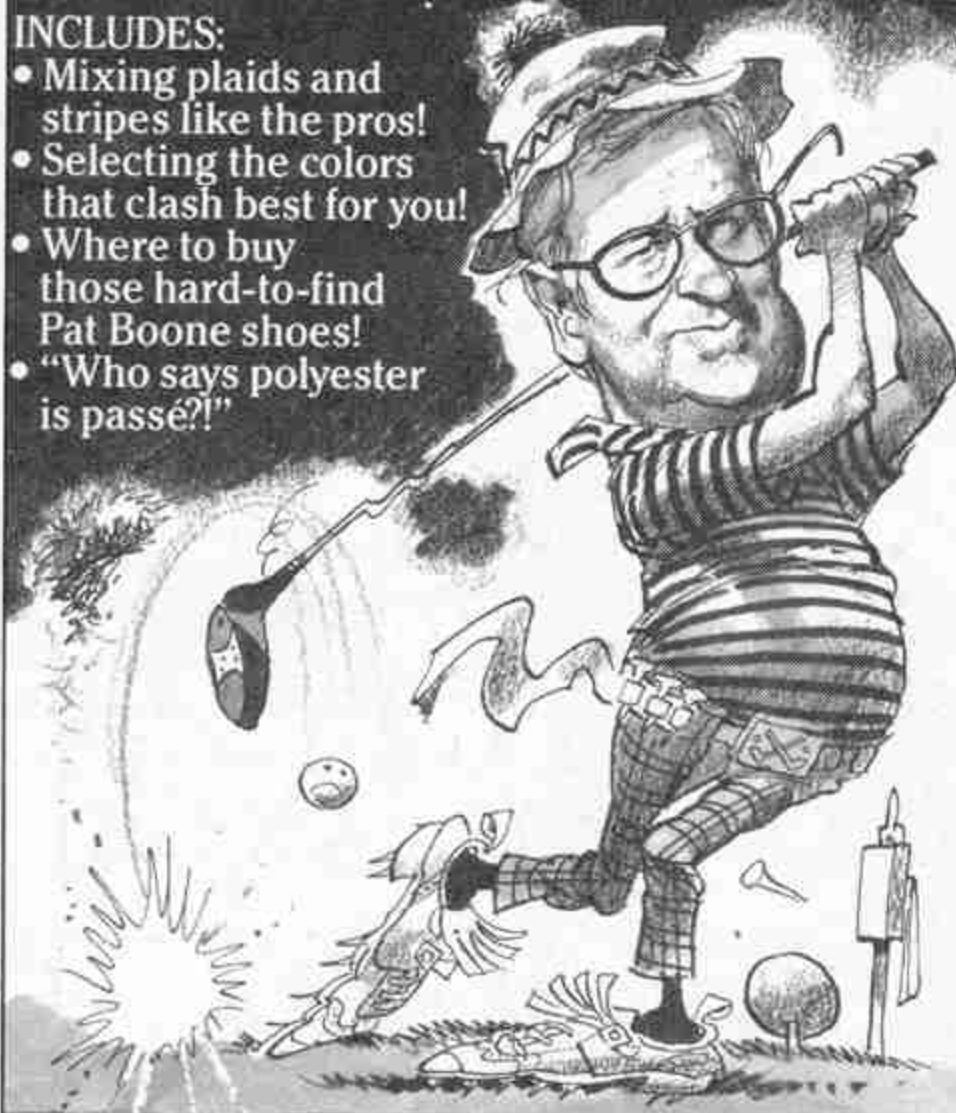


## P.G.A. FASHION TIPS

for the Amateur Golfer

### INCLUDES:

- Mixing plaids and stripes like the pros!
- Selecting the colors that clash best for you!
- Where to buy those hard-to-find Pat Boone shoes!
- "Who says polyester is passé?!"



The Sports Spectator Series

## DOIN' the "WAVE"

Step-by-step PRACTICE DRILLS you...  
and 50,000 of your friends... can do at home!



# SPORTS VIDEOS we'd like to see

ARTIST: JACK DAVIS

WRITER: MIKE SNIDER

John Madden's "Say-Along"

## FOOTBALL CLICHÉ COURSE

Okay, now you try!



## REGGIE JACKSON'S DUGOUT GAMES FOR DESIGNATED HITTERS

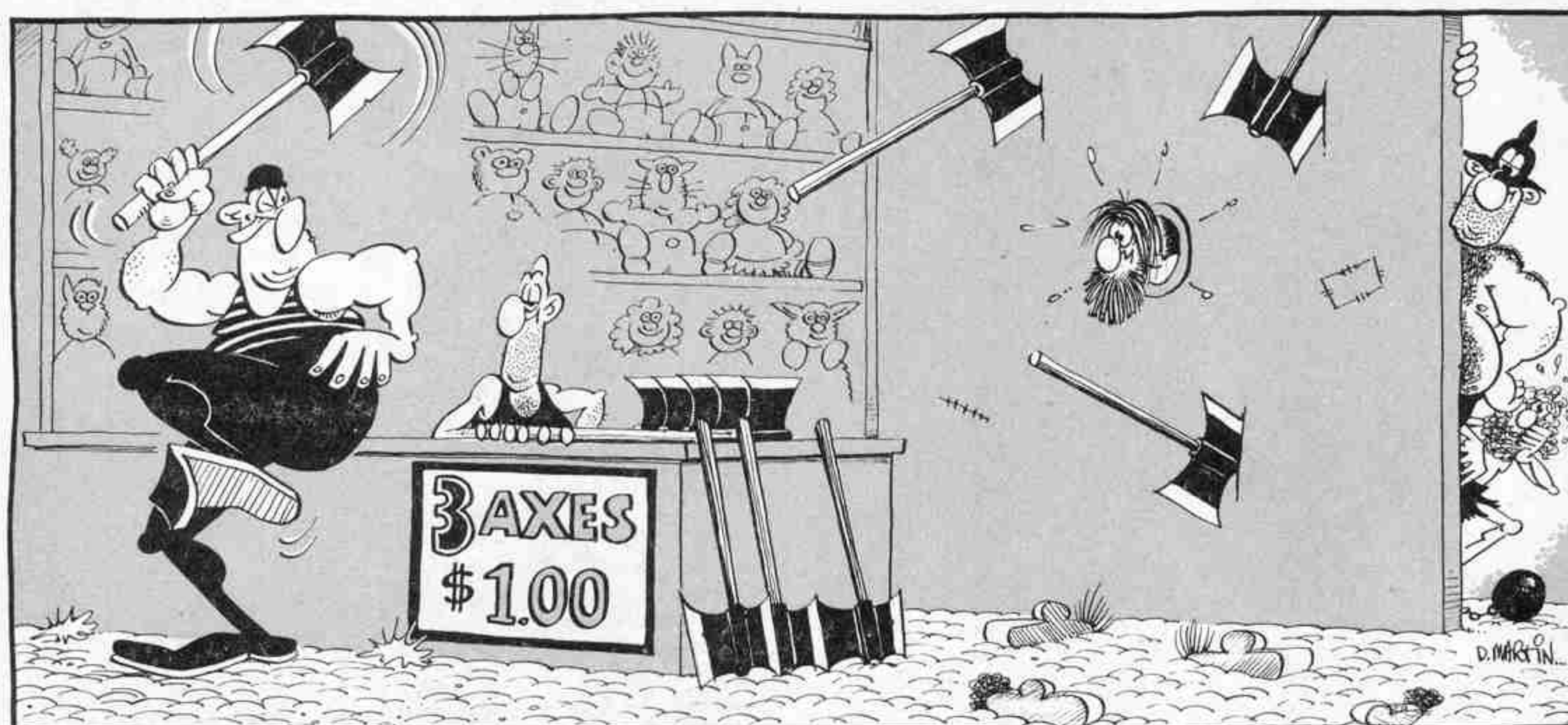
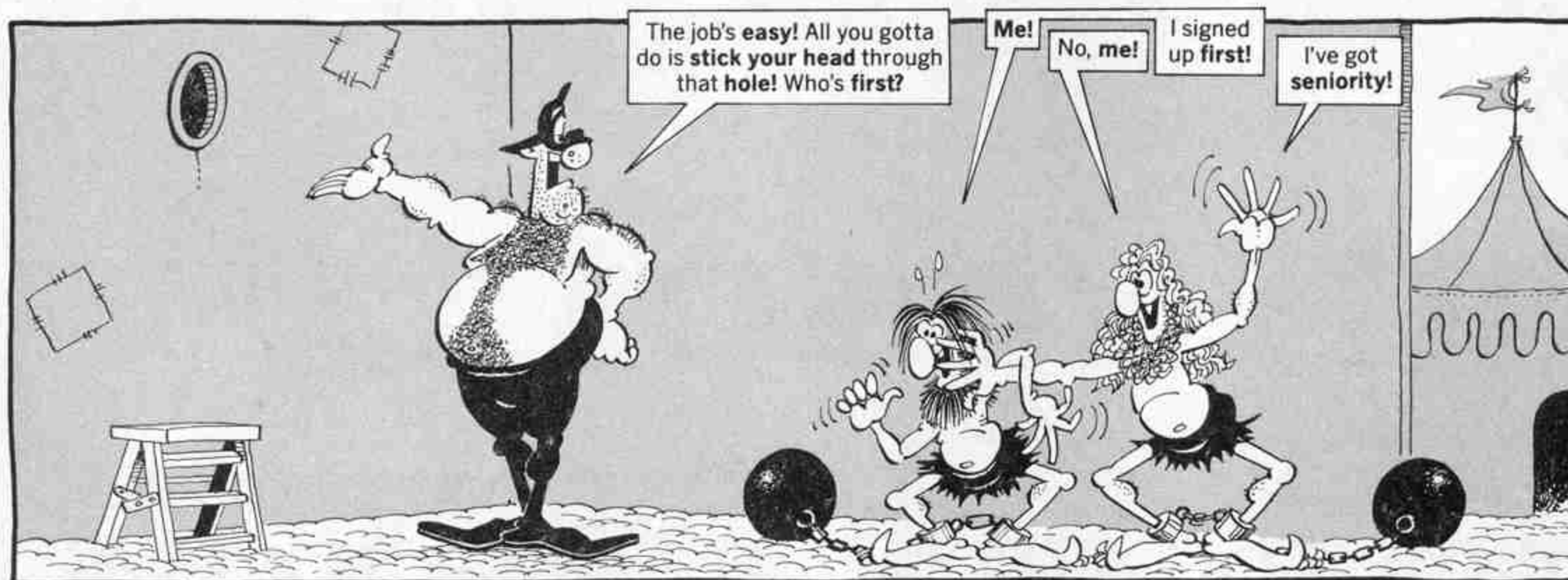
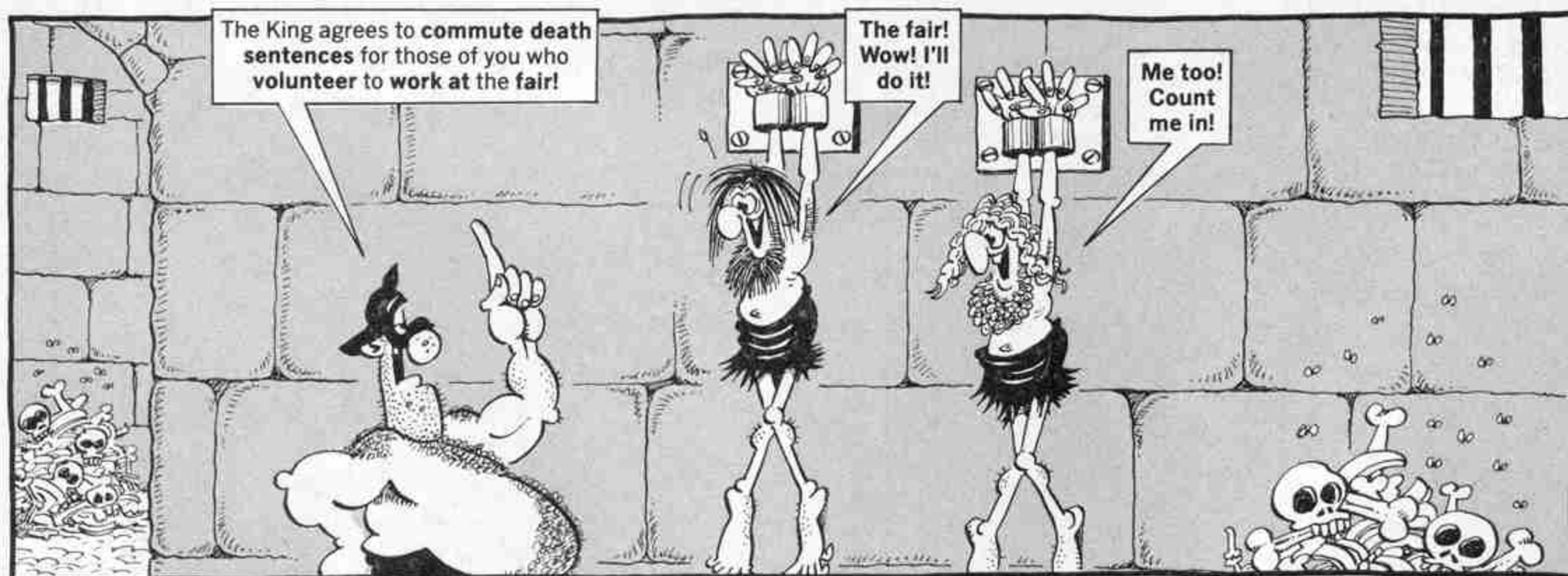
Hey fellas! Why let all those first and second stringers have all the fun?!!



While away those long, lonely hours on the bench with...

- ...Box-Score Poker
- ...Mock the Ump
- ...Batting Helmet Hockey
- ...Rosin-Bag Juggling
- ...Bat-Rack Coin Toss

# LATE ONE AFTERNOON IN THE DUNGEON



A few months ago the United States Attorney General and his hand-picked committee released a two volume, 1,035 page monstrosity purporting to offer sound solutions to the problem of smut proliferation. Unfortunately, at the obscene price of \$35.00, most Americans could not afford to pick up a copy of this "study" for themselves. It is with this in mind that we present excerpts from...

# THE MESS COMMISSION REPORT ON PORNOGRAPHY



## A MESSAGE FROM THE CHAIRMAN



My Fellow Concerned Citizens,

As sure as I have a double chin, I'm sure you agree with me that the biggest danger facing American Democracy is not a Soviet nuclear build-up, international terrorism or organized crime. It is PORNOGRAPHY!

Smut has infiltrated every aspect of our society. One need look no further than the depraved sex outfits worn by the counter girls at Burger King for evidence of this. Morally superior people have long known that the greatest threat to our freedom is allowing people to write and say whatever they want!

That's where my Commission on Pornography comes in. I assembled a group of objective people, all of whom think exactly the same way I do. Together, along with \$500,000 of your tax money, we discovered you can find filth almost anywhere—if you look hard enough. I personally spent many long nights watching the dirtiest hardcore films I could get my hands on, sometimes two and three times, in order to determine exactly how obscene they are. I purchased hundreds of X-rated magazines, books and decks of playing cards, and even though the Commission's report is finished, I continue to do so. That's how dedicated I am to making sure you can't watch or read anything I don't want you to.

Yours in freedom,

*Edwin Mess*

Edwin Mess  
Chairman, The Mess Commission

## HIGHLIGHTS OF THE COMMISSION'S REPORT

- \*Evidence strongly suggests that more than a casual link exists between hardcore pornography and excessive drooling . . . . . p. 96
- \*Commission member Lazar spots a lewd bumper sticker on I-80 outside Oakland . . . . . p. 121
- \*Federal legislation proposed requiring the monkey houses at all zoos to be rated "R" . . . . . p. 148
- \*2,875 obscene hand gestures catalogued . . . . . p. 169
- \*Unanimous decision that Heather Locklear should be forbidden from appearing in ads for Jack LaLane Health Spas . . . . . p. 204
- \*Commission's inability to locate Commission member Tudlow after he entered a Houston peep show six months ago . . . . . p. 267
- \*Mandatory jail sentences recommended for people who put underwear on their heads at parties . . . . . p. 336
- \*Strom Thurmond's favorite dirty limericks . . . p. 412
- \*Why an additional million dollars in funding so that the Commission can continue its research is a necessity . . . . . p. 499

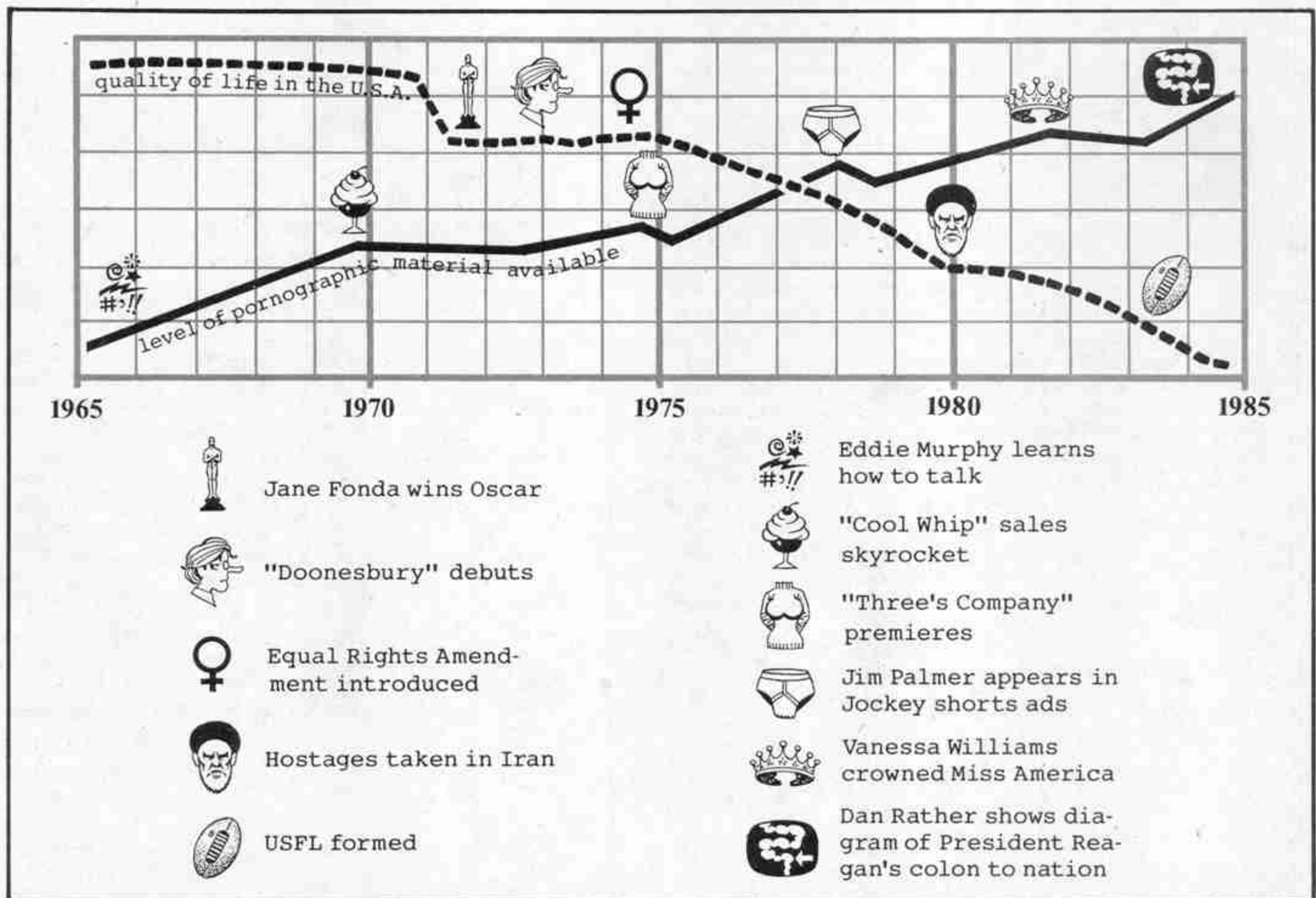
# MEET SOME OF THE COMMISSION MEMBERS



(From left to right) **HENRY E. MUDSON**, President of Decent Americans for Decency in America; leader of the "Let's Ban Pudding" movement. Wrote a series of articles revealing the satanic overtones of "The Jetsons." **DR. STARK DITZ**, Chairman of The More Moral than "The Moral Majority" Majority. Supports legislation prohibiting the sale of Q-tips without a prescription. **REV. LOOSE BITTER**, Founder, Censorship Press; holder of the record for most books burned in a single school year (Parochial Div.). Personally crossed out the word "fondle" in every book in the Lincoln, Nebraska public library system. **ALAN LEERS**, Executive Director, Fanatic Citizens Watchdog Group; Author of *The Bill of Rights: The Wimp's Bible!* Mobilized the citizens of Lynchburg TN into pressuring local butchers to clothe the pigs hanging in their store windows. **FREDERIK SHALLOW**, Advisor to the President's Council on Fascism; Public Relations Director, "Jimmy Swaggart for King" Campaign; Author of *I'm O.K., You're Immoral*. **PROF. MEAN TILTING**, Once threw an egg at Bob Guccione.

## SMUT AND OUR CULTURE

The following graph illustrates the clear link between the increasing availability of obscene material and the corresponding decline in the quality of American life over the past 20 years. The small symbols below indicate events which, in the Commission's opinion, significantly contributed to either the proliferation of smut or the disintegration of our great culture.



# THE PLAGUE OF PORNOGRAPHY IN OUR MEDIA

During its months of research, the Commission reviewed hundreds of books, films, television shows and magazines suspected of being pornographic. The following is a cross section of those reviewed, along with the Commission's evaluation.



**Sears Catalogue:** Filth, filth, filth! Page after page of men, women and children in their underwear! Hundreds of ads for kinky stuff like loveseats and beds! Worst of all, this book is given away free to anyone who wants it!



**Rolling Stone:** No need for us to open this one. Any magazine with Madonna on the cover probably has lewd pictures of her inside! Besides, *Rolling Stone* is about rock music, which we already know to be grossly obscene!



**American Rifleman:** The best of all the magazines we reviewed! There was not a mention of sex anywhere! We unquestionably recommend this fine publication to everyone. It reflects the kind of smut-free America we all hope and pray for.



**Wheel of Fortune:** For 30 minutes, depraved contestants call out letters—the very same letters used to spell the vilest, most profane words in the English language! Worst of all, this halfhour of sin features the provocative and sexually arousing costumes worn by Pat Sajak!



**Family Ties:** Although we did not actually watch this show, the word "ties" in the title is an obvious reference to the abhorrent practice of bondage and sado-masochistic rituals! That the show features young, innocent children makes it all the more lewd, repulsive and reprehensible.



**Monday Night Football:** Men huddled together on teams with names like the "Oilers" and the "Packers" are lunging and grabbing and piling on top of one another! Wearing skin-tight uniforms, they try to "score" so that they can dance together and pat each other on the rear! After this disgusting display, they all retire to the locker room where they shower together and who knows what else! Disgusting!



**Tootsie:** In this vile, corrupt "entertainment," a deranged actor poses as a transvestite in order to gain access to women's dressing rooms and to seduce young, unsuspecting girls. The actor revels as he applies makeup and dons pantyhose and a brassiere. Even so, this movie isn't half as reprehensible as another film glorifying cross-dressing degenerates that we saw called "Yentl!"

# HOW TO CLEAN UP: WHAT CITIZENS CAN DO

## THE MESS COMMISSION'S RECOMMENDATIONS FOR IMPROVING OUR SOCIETY

1. Boycott any department store that leaves a nude mannequin in its window for more than two hours.
2. Write the MPAA and ask them to give all dirty movies "G" ratings since no one ever goes to see G-rated films anyway.
3. Refuse to be treated in hospitals that use patient gowns that open in the back.
4. Vote for only those candidates we like (Republicans).
5. Buy everything you need at 7-11 stores or from anyone else who bows to pressure exerted by special interest groups.
6. Rent X-rated video tapes, bring them home and record "Star Search" over them.
7. Carefully monitor the balloons at children's birthday parties.
8. If you see Bob Guccione, throw an egg at him.



## IN CONCLUSION

After working diligently for months, it has become clear to this commission that pornography is a scourge that must be eliminated. It is our strong belief that the only way to defeat this epidemic of obscenity is to review everything published, filmed and photographed before the public has the chance to make up its own mind about it. In order to keep things fair, this review should be conducted by an independent and objective committee of unbiased and impartial citizens—namely US!!!

You've read poems that glorify trees and Paul Revere and stuff like that. Let's face it—they're out of date. We're in the 1980s, and what deserves glorifying are the items that assist us every day and enrich our lives. You know, things like the Walkman, the blender and the VCR. Which is why Mad now presents

# ODES TO APPLIANCES, GADGETS AND OTHER MODERN CONVENIENCES

ARTIST: GEORGE WOODBRIDGE

IDEA: MARILYN ATKINS

WRITER: FRANK JACOBS

## O WALKMAN!

*O Walkman! My Walkman!  
I groove the tapes you play;  
Your 'phones stay wrapped  
around my head  
From dawn till end of day.*

*O Walkman! My Walkman!  
You fill my life with sound;  
Because of you, I now block out  
All other sounds around.*

*O Walkman! My Walkman!  
I hear you, there's no doubt;  
I only wish I could have heard  
The truck that wiped me out.*



## THE VCR

*The VCR's a loyal pal,  
A friend you truly care for,  
Because it guarantees you'll see  
The shows that you weren't there for;  
Two thousand shows I've taped so far;  
Each night I tape a new one;  
Who knows, perhaps there'll come a day  
I'll find the time to view one.*



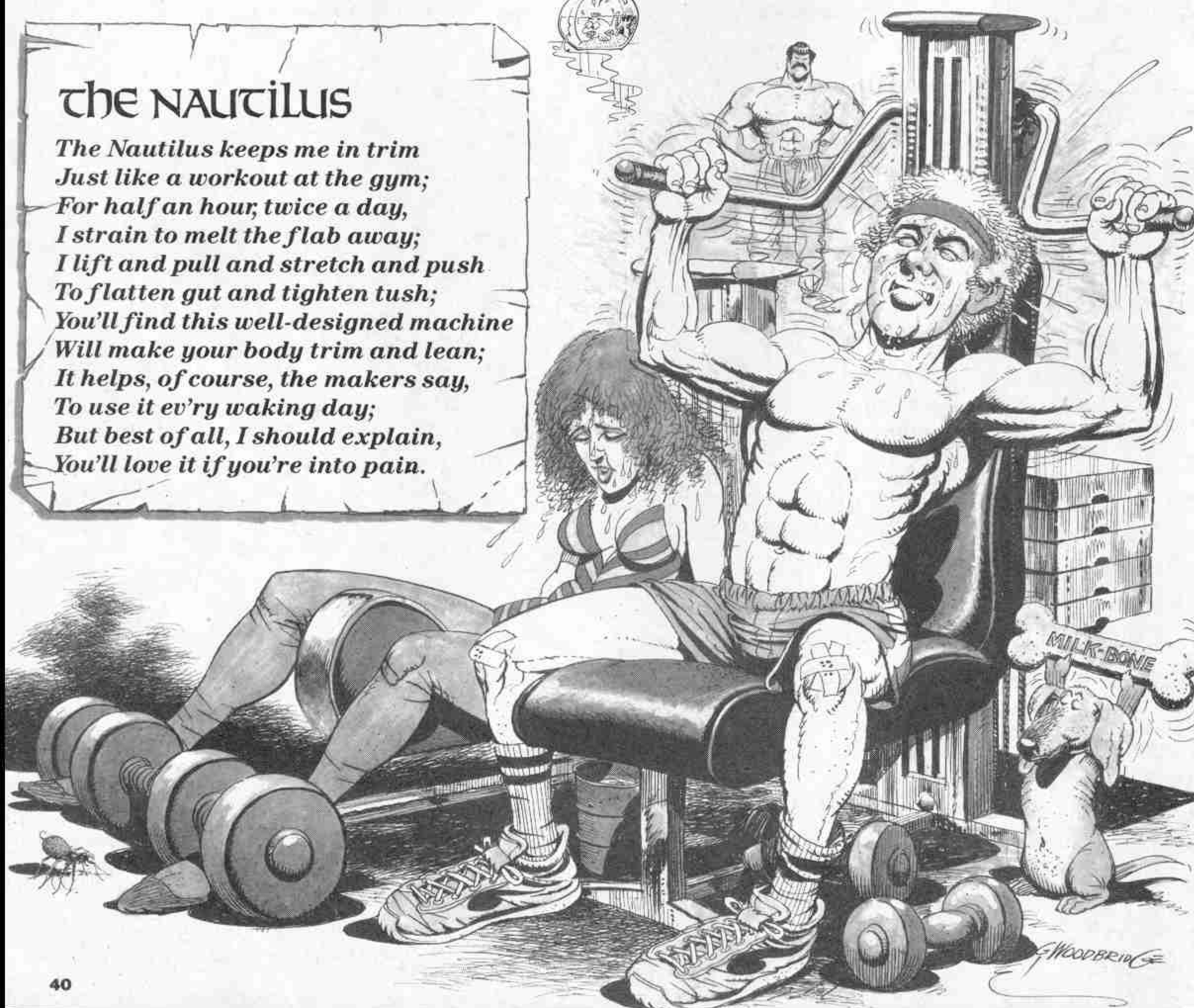


## THE MICROWAVE

*Blessings on thee, Microwave;  
 Countless minutes I now save;  
 Like a flash, you work with ease,  
 Roasting meats and melting cheese;  
 Turning out a cherry pie  
 In the twinkling of an eye;  
 Baking apples double-quick—  
 What's your secret? What's the trick?  
 Some great magic you possess;  
 What it is, I cannot guess;  
 Once my cooking spelled disaster;  
 Now it's just as bad—but faster.*

## THE NAUTILUS

*The Nautilus keeps me in trim  
 Just like a workout at the gym;  
 For half an hour, twice a day,  
 I strain to melt the flab away;  
 I lift and pull and stretch and push  
 To flatten gut and tighten tush;  
 You'll find this well-designed machine  
 Will make your body trim and lean;  
 It helps, of course, the makers say,  
 To use it ev'ry waking day;  
 But best of all, I should explain,  
 You'll love it if you're into pain.*



## BLENDER, BLENDER

*Blender, blender, on my shelf,  
Mixing foods all by yourself,  
Pulverizing chicken chunks  
Into spreads and dips and dunks.*

*Blender, blender, wondrous toy,  
Source of gastronomic joy;  
Chopping, churning while you work,  
Like some wacko gone berserk.*

*Blender, blender, bladed friend,  
Slicing carrots end to end;  
Thanks to how you mush and mince,  
I create a perfect blintz.*

*Blender, blender, fast and slick,  
Making sauces rich and thick;  
Faithfully, you'll serve me well  
Till my diet's shot to hell.*



## phones

*I think that I shall never own  
A tool more handy than the phone;  
A phone with which I keep in touch  
With inlaws, old-time pals and such;  
A phone that also sometimes rings  
With calls from schmucks and dingalings;  
A phone that bill collectors use  
For giving me unwelcome news;  
A phone with calls that airheads make  
Who've dialed my number by mistake;  
A phone I pick up half asleep  
To hear some heavy-breathing creep;  
On second thought, I've come to fear  
There's less to phones than meets the ear;  
In fact, with one more nuisance call  
I may not own a phone at all.*

Today, you can divide everyone under 35 in America into one of two categories: Yuppies and Aspiring Yuppies. All Yuppies care about is maintaining and improving their Yupster status. All Aspiring Yuppies care about is joining the ranks of these heralded achievers. Whether you're a Yuppie or a would-be Yuppie, we thought you'd like to know how you're doing. That's why we devised this simple test that will answer the toughest question you'll ever face:

# HOW DO YOU RATE AS A YUPPIE?



ARTIST: PAUL COKER

WRITER: TOM KOCH

## YUPPIE CAREER GOALS



**AWARD YOURSELF A PERFECT SCORE OF TEN** if you have dreamed since childhood of becoming a wine steward, a dealer in commodity futures or a great humanitarian who brings joyous news of tax shelters to the middle class.

**DEDUCT TWO POINTS FROM THIS TOTAL** if you'd settle for becoming a rich suburban dentist or a Senator from a thinly populated western state.

**DEDUCT NINE POINTS** for any hidden desire to be school teacher, a social worker or an honest cop.

## YUPPIE FRIENDS



**AWARD YOURSELF A FULL TEN POINTS** if the only social contact whose name you bother to remember is the doorman who can get you into a popular disco.

**DEDUCT THREE POINTS FROM THAT TOTAL** if you spend *Christmas* with relatives instead of at Aspen making contacts among influential people.

**DEDUCT FIVE POINTS** if you don't know a single overseas airline pilot who can bring back new flavors of Swedish fibre bread before they're available here.

## YUPPIE EATING HABITS



**AWARD YOURSELF THE FULL TEN POINTS** if you maintain that everything one eats should first be pulverized in a Cuisinart—including steak, grape nuts and peach cobbler a la mode.

**DEDUCT FIVE POINTS** if you actually use your microwave oven and metric kitchen scale, instead of eating out every night with other Yuppies who also have fully equipped kitchens at home.

**DEDUCT EIGHT POINTS** if you serve all the "in" foods, but buy domestic brands instead of imported so you'll have enough money left to pay your rent.

## YUPPIE IDOLS



**AWARD YOURSELF THE MAXIMUM TEN POINTS** if your favorite celebrities are Bill Cosby, Lee Iacocca and Mary Lou Retton's agent. (Make it a TEN PLUS if you refer to them as "role models" instead of "favorite celebrities.")

**DEDUCT TWO FROM THAT TOTAL** if you still have admiration for such outdated people as Gary Hart, Alan Alda, Phyllis George and Abraham Lincoln.

**DEDUCT SEVEN POINTS** if your role models are any of the regulars from those Lite Beer commercials.

## YUPPIE READING



**AWARD YOURSELF A PERFECT TEN** if the *Wall Street Journal* would fulfill your every need to keep abreast of the day's important happenings—if only it carried "Doonesbury."

**DEDUCT TWO POINTS FROM THAT TOTAL** if you also sneak an occasional look at *People* and *Us*, but only to see what other featherbrained social climbers like yourself are doing.

**DEDUCT SEVEN POINTS** if you still suffer from claustrophobia when the latest "in" phobia is a fear of having poor people brush up against you in their inferior polyester clothing.

## YUPPIE LOVE LIFE

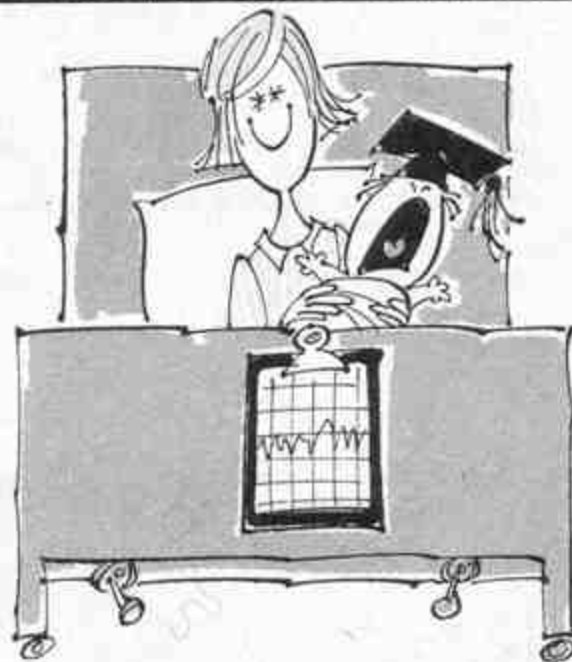


**AWARD YOURSELF THE FULL TEN POINTS** if you refuse to date members of the opposite sex until you've inspected their apartments, thus following the sensible adage, "It's not who you are that counts; it's what you own."

**DEDUCT SIX POINTS** if you're already engaged, but still haven't selected a big name lawyer to handle your future divorce, in case the marriage goes kaput.

**DEDUCT NINE POINTS** if you've dated that girl next door since you were 14 and plan to marry her even though she's now a mere data processor with absolutely no management level ambitions.

## YUPPIE PARENTHOOD



**AWARD YOURSELF A MAXIMUM SCORE OF TEN** if you've arranged for your kid to be born in a socially prominent hospital so he can get into the proper day nursery so he'll qualify for a snobbish private boarding school so he'll be accepted at Dartmouth or Stanford, even if he's a nitwit.

**DEDUCT FIVE POINTS** if you refer to raising kids as "raising kids" instead of "parenting."

**DEDUCT NINE POINTS** if you would lack the clout to keep your wayward children out of jail when all your Yuppie friends can get their kids released to undergo psychological counseling.

## YUPPIE DISEASES



**AWARD YOURSELF THE TEN POINT MAXIMUM** if your only doctor is a psychiatrist who diagnoses every earache and ingrown toenail as an emotional problem from the stress of overwork.

**DEDUCT ONE POINT FROM THAT TOTAL** if you quit going to a psychiatrist—but only because he made you lie on a couch in his office that wasn't covered with real Corinthian leather.

**DEDUCT EIGHT POINTS** if you sometimes buy one of those check-out stand tabloids, even if you can prove that you only use it to line the bottom of your pedigreed myna's bird cage.

## YUPPIE DRESSING



**AWARD YOURSELF THE MAXIMUM SCORE OF TEN** if you now live in a nudist camp because the wise decision to buy top quality running shoes has left you too poor to buy any other clothing.

**DEDUCT THREE POINTS FROM THAT TOTAL** if you've ever been seen wearing a belt buckle with your own initials on it, rather than those of Yves St. Laurent.

**DEDUCT NINE POINTS** if you think Brooks Brothers was the all-star third baseman who played for the Baltimore Orioles a few years back.

## SCORING

Either add up your score manually, or award yourself an extra five points by having your home computer add it for you. However you do it, this is what your total means:

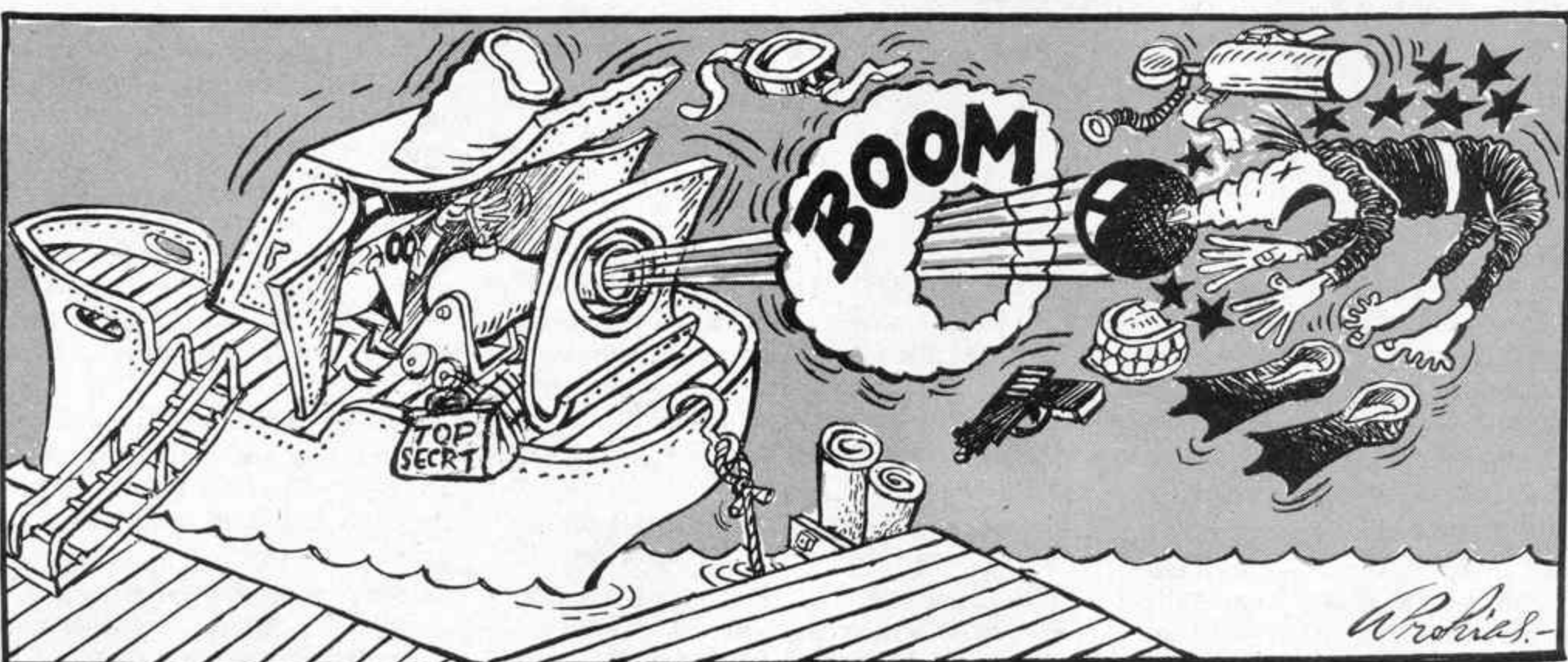
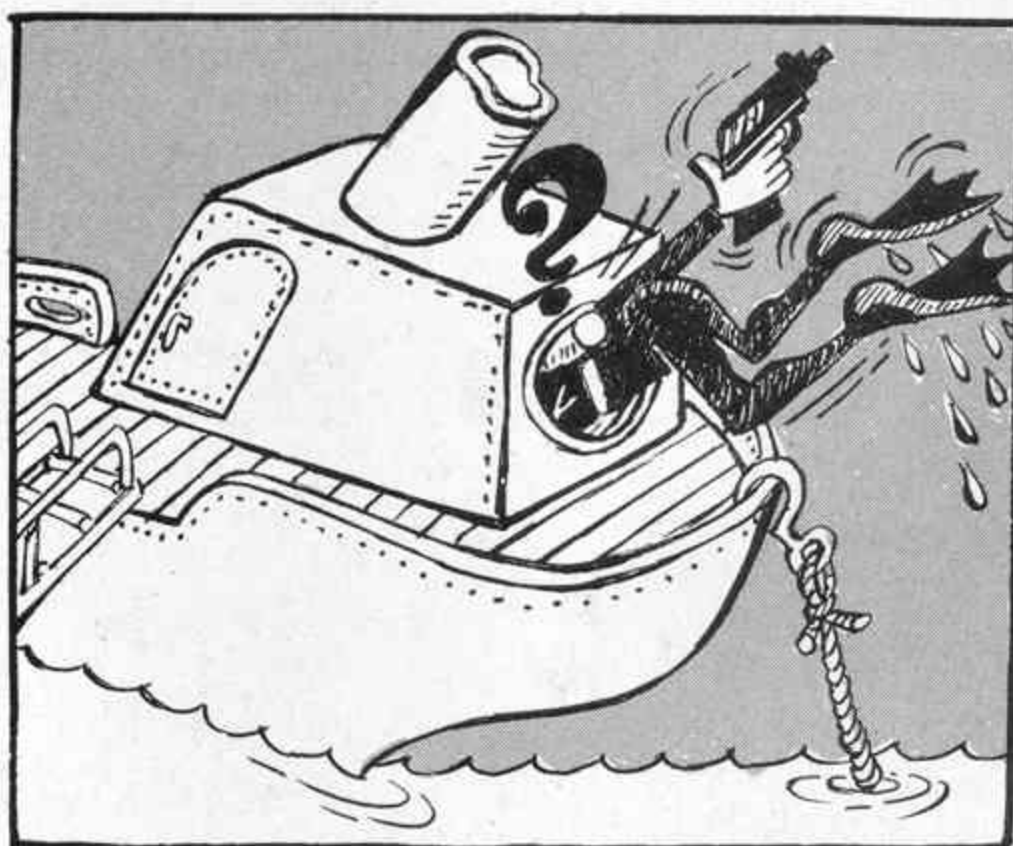
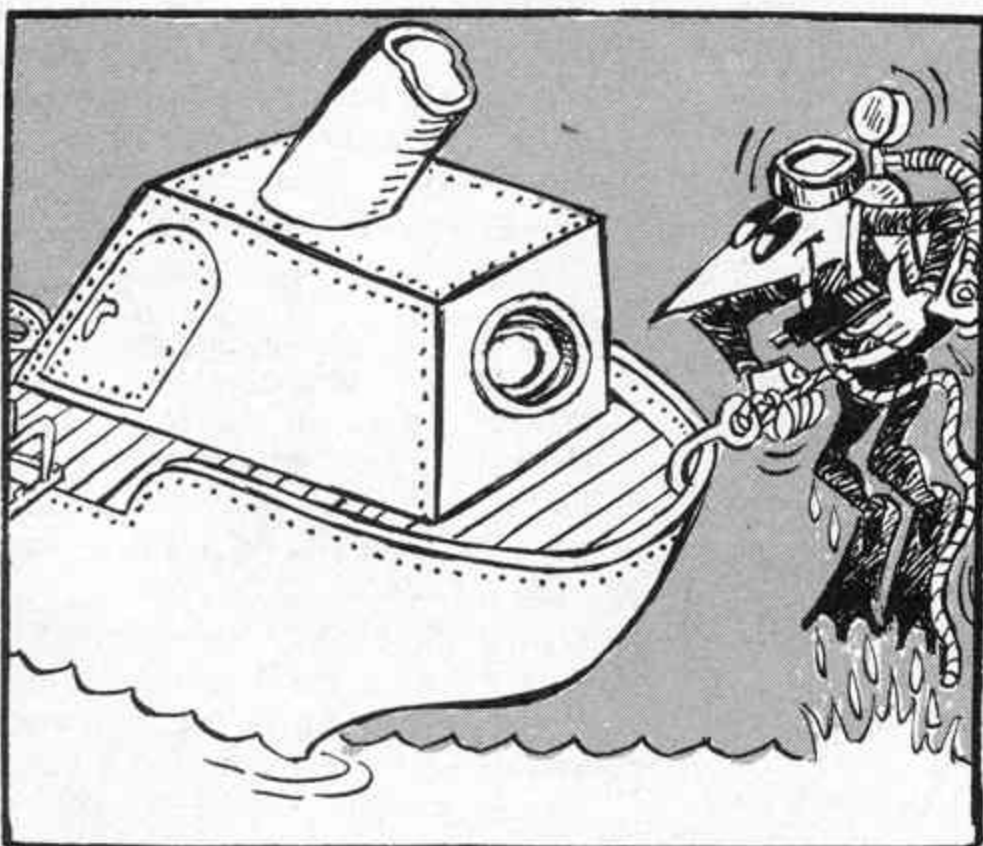
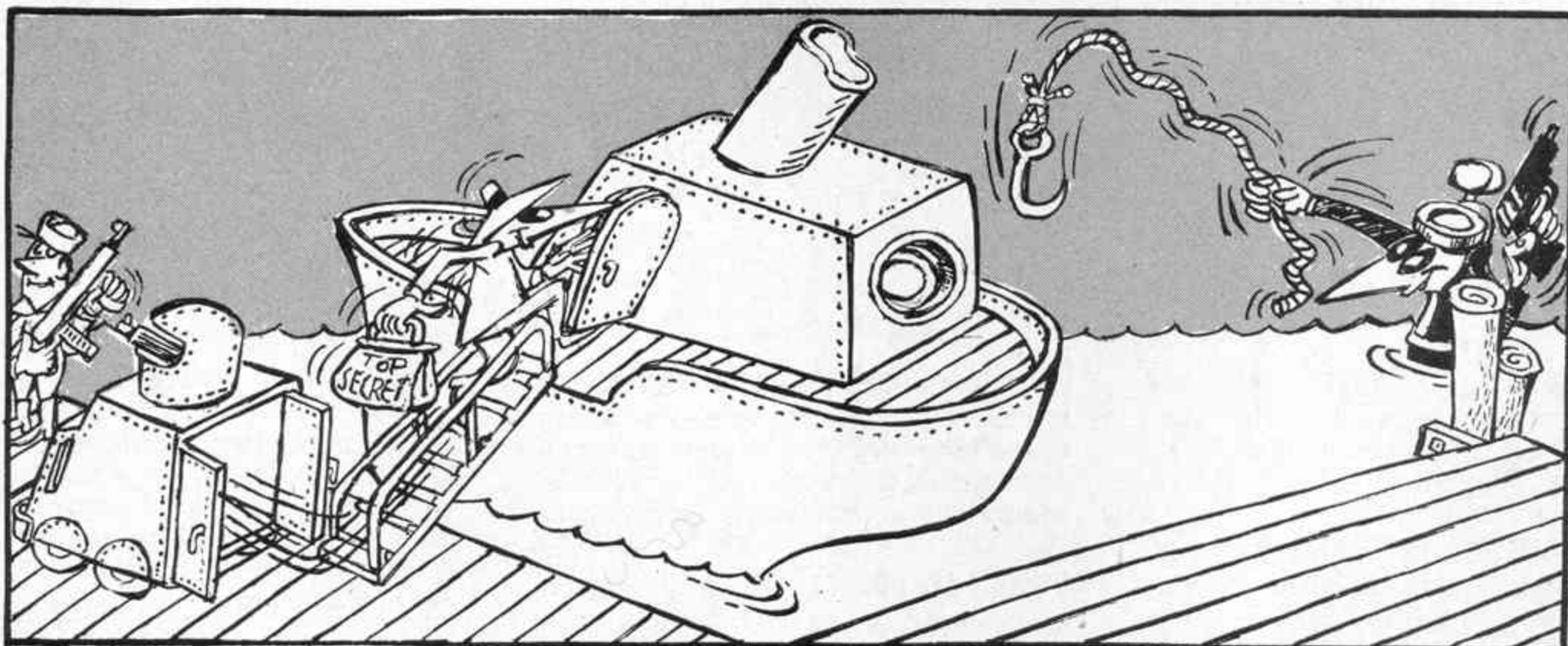
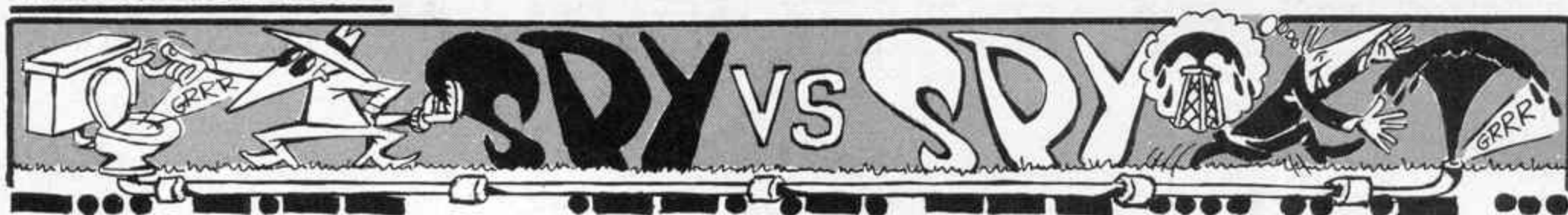
**140-TO-160 POINTS** Nice going! Your life-long passion for overachievement has again put you at the top. You are such a dedicated Yuppie that you'll be running a major corporation before you're 40—if your colleagues let you live that long.

**110-TO-140 POINTS** Not bad, but there is still a spark of ordinary common sense within you somewhere. Work harder to get rid of it.

**90-TO-110 POINTS** Strictly so-so. Either you're not willing to live beyond your means, or you have some wimpish hesitation about riding roughshod over others. Whatever the problem, you'll never rise beyond the middle class unless you get off your duff and start playing for keeps.

**70-TO-90 POINTS** You're truly a sad case. Try having yourself committed to a Young Professionals' Club and see if they can do anything for you.

**BELOW 70 POINTS** Hopeless! In fact, no one ever scored as poorly on this test—except for Bishop Tutu, a couple of Peace Corps volunteers and a Hindu untouchable named Skippy.



## HACK TO THE FUTURE DEPT.

The American television industry is very predictable. For example, you can absolutely rest assured that any show which becomes a hit will eventually try to cash-in on its success by dishing up a spin-off that stars some of the familiar characters from its original cast. Obviously, the purpose of this plan is to create a second hit without having to think up a whole new idea. Just as obvious, the usual result is to destroy one good show by turning it into two bad ones. Still, the Spin-Off Syndrome continues to dominate Hollywood. And, as some of today's shows become hits, we're sure TV producers are already working on these...

# TV SPIN-OFFS YET TO COME



## LIFE WITH MALLORY

The sub-normal sister of Alex Keaton breaks away from "Family Ties" this season to star in a show of her own. Network executives who already have screened early episodes call it "a laugh riot, as any sitcom would be that centers around an 18-year-old girl with the mind of a retarded spaniel."

Already completed half-hours deal humorously with Mallory's failure to pass Remedial Math, her failure to qualify for a driver's license and her failure to understand the mechanical principle behind replacing a burned-out light bulb.

Joining Mallory from "Family Ties" will be her former baby sister, Jennifer, who has now grown tall enough to play her 35-year-old aunt. Plans also call for brother Alex to drop in occasionally and display his skills at sneering and wearing a narrow necktie, the same talents that have made him the idol of female viewers.

NBC—Sunday, 4:45 P.M.

## CLIFF AND NORMIE

A sanitarium for recovering alcoholics is the setting for this uproarious spin-off from the popular "Cheers."

As described by the producing brother team of Ray Charles, Prince Charles and Charles Schulz, "It's a natural development for Cliff and Norm to wind up in a drunk tank after three solid years of sitting on bar stools and lapping up the sauce. From there, a judge sends them to the loony bin to get their brains unpickled."

The new show's opening episode sets the tone for the series as Norm tries to hang himself after being ordered to stay on a diet of sprouts and celery juice until he loses 150 pounds. Cliff saves his friend, and then delivers a mirthful ten-minute monologue about plant life in Albania.

NBC—Wednesday, 8:30 P.M.



ARTIST: ANGELO TORRES

WRITER: TOM KOCH

## RUDY

The youngest performer on "The Bill Cosby Show" departs this year to star in a weekly drama about love, jealousy and greed in a New York kindergarten.

NBC President Grand Thinker stated, "We felt that a real talent was going to waste by sticking Rudy in a sitcom, where she had nothing to do but spout one-liners. That's why we've signed Henny Youngman to play Cosby's youngest child this year, while Rudy moves into a dramatic role where her star quality can shine."

The show's first episode tackles the improbability of a six-year-old leading a glamorous life in her own Manhattan apartment. The issue is resolved when Rudy wins a bundle in the state lottery, and uses the money to hire Joan Collins and Stacey Keach as live-in foster parents.

NBC—Saturday, 8 P.M.



## CAGNEY AND HARVEY, JR.

Capitalizing on her failure to form a healthy relationship with a man in five years of "Cagney & Lacey," Sharon Gless brings an air of believability to this spin-off, in which she tries her luck with her former partner's extremely weird 15-year-old son.

Enthused one network executive, "This may usher in a whole new era of sicko-domestic drama. After all, Harvey, Junior, is not your typical teenager with nothing on his mind but sex. He's a moody kid who worries about serious matters like misplacing his socks and having his chocolate milk turn sour. With those problems, he often forgets that Cagney is waiting for him in the bedroom—but, then, she's 25 years older than he is."

Cagney will continue to play the role of a police sergeant, but will be on suspension from the department for psychological evaluation through the whole first season.

CBS—Sunday, 10 P.M.

## THE VANNA WHITE SHOW

"Wheel of Fortune" loses its decorative female star as the multi-talented Ms. White departs to host her own exciting half-hour. The move leaves Pat Sajak alone to handle such "Wheel of Fortune" chores as flipping over letters picked by the contestants. He admittedly has no previous experience with the alphabet.

"It's a gamble," confessed a production company spokesman. "But we knew that continuing to co-star Vanna with Pat was a matter of having too much talent on one show. Now, Vanna has her own half-hour, where her smiling and waving will get the center stage attention they deserve."

Since Ms. White has risen to stardom by remaining silent, she will merely gesture toward merchandise that has been won by contestants. The rest of the new show's format remains to be worked out, but Ms. White will definitely wear a sequined gown while it all happens.

SYNDICATED—Tuesday, 6:30 P.M.



## THE NBC JOKE BREAK

Ultra-brief programming takes a new twist as NBC's popular "60-Second News Break" spawns this Tuesday night spin-off at 8:58:30 Eastern Time (7:58:30 Central and Mountain). In the premiere episode, Rodney Dangerfield delivers a quick one-liner, and then returns after the commercial to toss a custard pie at Soupy Sales.

Said Emmanuel Lewis, who has been signed to mumble a quip later this season, "NBC felt that its Tuesday ratings were low because the schedule didn't include much comedy. So they've planted this hilarious minute between two heavy dramas to grab the featherhead audience."

The network denies that it has neglected public service by replacing a minute of news with comedy. According to one official, "We'll still report disasters if they occur on Tuesday. However, we'll keep George Carlin on hand to describe them in a humorous way."

NBC—Tuesday, 8:58:30 P.M.



## KATE AND NOBODY

The horror of being a divorced woman in New York is emphasized more strongly this season when Kate is forced to live alone after her long-time roommate, Allie, evicts her on charges of being unbearably cute and perky.

The spin-off was created after network moguls agreed that the tragic lives of Kate and Allie didn't seem tragic enough, since they were always together offering mutual support. Now, each will have her own show and portray urban divorced women as they really are: lonely, defenseless and half-crazed.

In keeping with its comedic premise, the premiere episode finds Kate O.D.ing on chocolate eclairs after her blind date brings her home at 7:30 so he can spend an interesting hour at the library before it closes.

CBS—Wednesday, 5:45 P.M.

## HIGHWAY TO OAKLAND

After two years of portraying an angel's sidekick on "Highway to Heaven," Mark (Victor French) will star in his own show this season. The format still has him roaming the country to do good deeds, but now *without* help from the Almighty.

"We're basically sticking with our original idea because it's too hard to think of another one," revealed Producer Alfred M. (Little Alf) Landon, Jr. "However, there will be one big change. In real life, most people hate do-gooders. On "Highway to Heaven" divine intervention was the only thing that saved Mark from getting his lights punched out every week. Now when he pries into other people's business, he'll take the consequences."

In the first three episodes Mark's kindness gets him tarred and feathered by homeless senior citizens, bitten by a starving puppy and kicked in the groin by a lost three-year-old.

ABC—Sunday, 7 P.M.



STAT'S ALL, FOLKS! DEPT.

# MAD CHARTS

## TOP 16 BEST-SELLING COMPUTER GAME PROGRAMS

GAME	COMPANY
1. Alien Cheese Factory .....	DataDump
2. Video Spit .....	Byte It
3. Frog Baseball .....	Hatari
4. Cosmic Brown Crusty Things .....	CompuCramp
5. Where's My Hat?.....	Softsmell
6. MegaBelch .....	Japtech
7. Porkman .....	Ripoff Industries
8. Ms. Porkman .....	Ripoff Industries
9. Nuclear Hockey Fight.....	Notari
10. Pocket Lint Mania.....	ComTekVid
11. Bloody Mess.....	TekVidCom
12. Terminal Eyestrain .....	VidComTek
13. Stinkfoot Jr.....	Ratatari
14. Computer Hairballs .....	Visivision
15. The Clams That Wear Sunglasses and Sneakers Are Coming! .....	Visivisivision
16. Galaxy of Fuzzy, Blurry Video Images .....	Softhead Systems

## TOP 10 "CONAN" MOVIES

(BOTH RELEASED AND UNRELEASED)

1. Conan the Barbarian
2. Conan the Orthodontist
3. Conan the Really Nice Guy
4. Conan the Musical
5. Conan the Extra-Terrestrial
6. Conan the Dopey Muscle-Bound Body Builder
7. Conan the Haberdasher
8. Conan the Guy Who'll Never Make As Much Money As Sylvester Stallone, but Significantly More than Lee Marvin
9. Conan the Love Bug
10. Conan the King of Beers

## TOP 18 PEOPLE LEAST LIKELY TO SUCCEED JOHNNY CARSON AS HOST OF "THE TONIGHT SHOW"

1. Ed McMahon
2. Charles Manson
3. Sly Stallone's brother
4. Lyndon Larouche
5. Joanna Carson
6. The Living Unicorn
7. George Steinbrenner
8. Billy Martin
9. Anyone who does a Lite Beer commercial
10. Bo Derek
11. Kurt Waldheim
12. Larry "Bud" Melman
13. Barney Rubble
14. Pontius Pilate
15. Geraldo Rivera
16. The Iron Sheik
17. Joan Rivers
18. David Letterman

WRITERS: JOE RAIOLA & CHARLIE KADAU

## TOP 11 MOST UNSUCCESSFUL FAST FOOD FRANCHISES

1. Choke 'n' Croak
2. International House of Dirty Utensils
3. Kentucky Fried Vermin
4. Spoiled Food of All Nations
5. Bert's Tune-Up Garage and Salad Bar
6. Horton's Rubber Pancake Palace
7. Roy Rodent's Family Restaurants
8. Filthy's
9. Mr. Heartburn
10. The Poison Ice Cream Parlor
11. Unidentified Fried Things

## TOP 8 TITLES OF ROBERT LUDLUM NOVELS (BOTH PUBLISHED AND UNPUBLISHED)

- |                          |                           |
|--------------------------|---------------------------|
| 1. The Bourne Identity   | 5. The Tetanus Shot       |
| 2. The Heimlich Maneuver | 6. The Rhinemann Exchange |
| 3. The Crenshaw Melon    | 7. The Mucous Membrane    |
| 4. The Gastineau Rule    | 8. The Menstrual Cycle    |

## TOP 10 VIOLENT SONGS

TITLE	ARTIST
1. Gory Days .....	Bruce Springloaded
2. I Just Called to Say I Slugged You .....	Stevie Mugger
3. Don't Stab So Close to Me .....	Police Brutality
4. Slay You, Slay Me.....	Lionel Stitchie
5. Killing Me Softly with His Bomb.....	Roberta Flack Jacket
6. Girls Just Wanna Have Guns .....	Cyndi Leper
7. Little Dead Corvette .....	Fingerprince
8. Twist and Shoot .....	The Beatings
9. One of These Fights .....	The Extinct Eagles
10. Blowin' Up in the Wind .....	Bob Killin'

## TOP 13 TELEVISION SHOWS OF ALL TIME (AS CHOSEN BY THE DINER WORKERS OF AMERICA)

1. H\*A\*S\*H
2. The Golden Grills
3. Remington Veal
4. The Frying Nun
5. Family Pies
6. Pork and Mindy
7. Stew's the Boss?
8. My 3 Buns
9. 60 Mints
10. Cake and Allie
11. Burger, She Wrote
12. Miami Rice
13. Hogan's Heroes

**WHAT RAMPANT  
FORM OF  
ADDICTION  
THREATENS  
THE FOUNDATION  
OF OUR SOCIETY?**

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

**A very deadly form of addiction is sweeping the land. To find out what it is, fold in the page as shown in the diagram at right.**



**FOLD PAGE OVER LIKE THIS!**

**A▶**

**FOLD THIS SECTION OVER LEFT**

**◀B FOLD BACK SO "A" MEETS "B"**



**CREEPING ADDICTION CAN BE DEADLY. A RECENT AUDIT  
CARRIED OUT BY RENOWNED STATISTICIANS PROVIDED  
ABUNDANT EVIDENCE TO PROVE THAT THIS IS THE CASE!**

**A▶**

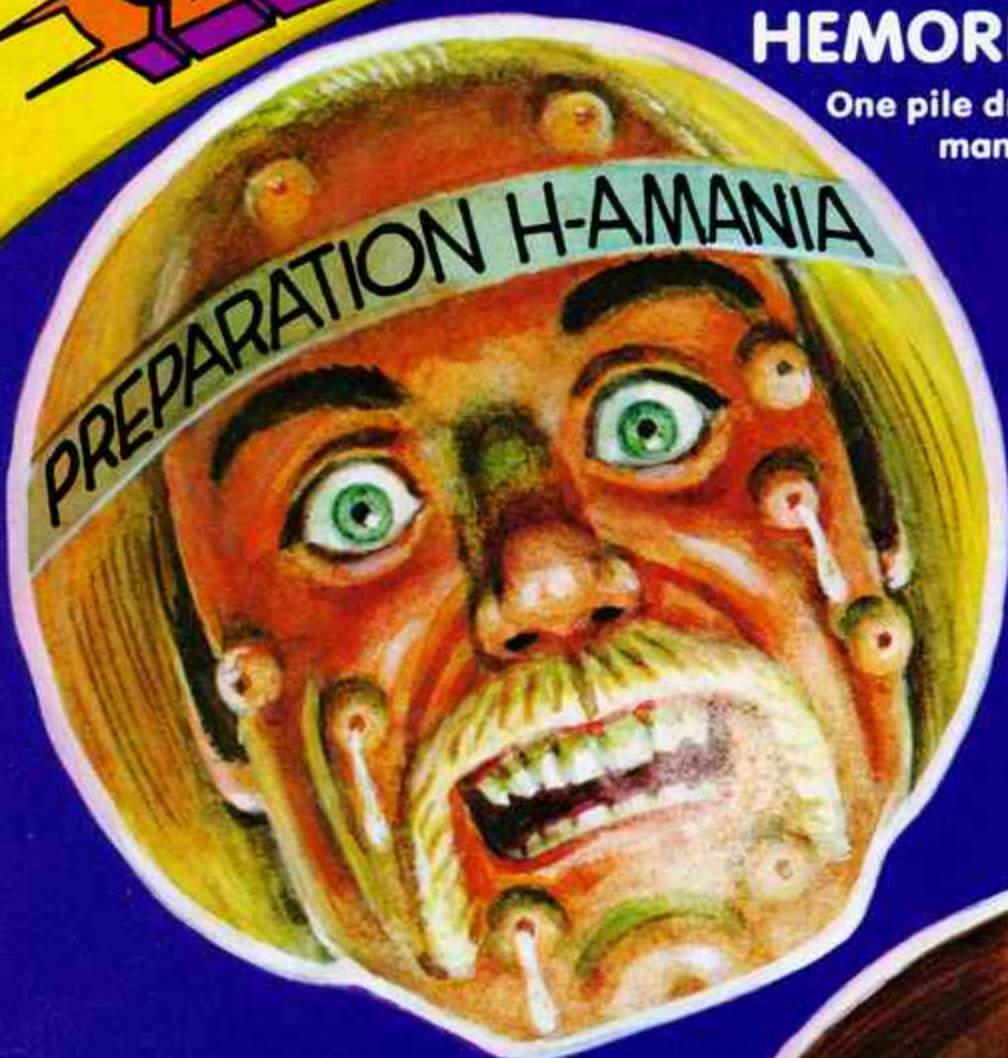
**◀B**

# MAD

# CELEBRITY MADBALLS

## HULK HEMORRHOID

One pile driver too  
many!



## MICHAEL J. ZITS

TV actor goes from  
hackneyed to acne!

## MARY LOU RETINA

Scored a perfect  
20-20 with the gross  
judges!



## MUDONNA

Like our dirty  
version? Sean Pig  
Penn does!



## VEINY WHITE

This Miss Fortune  
"Wheel" make you  
filthy wretch!



WEHK