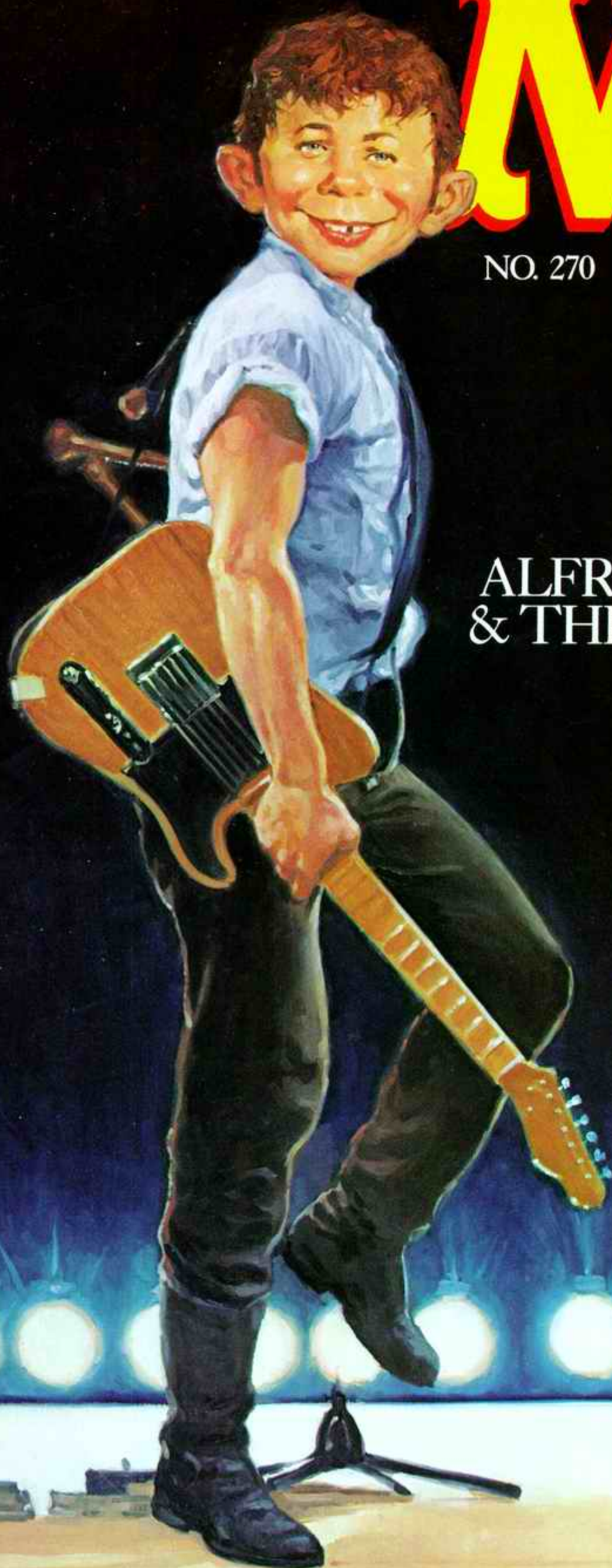


MAD^{IND}

NO. 270 OUR PRICE: \$1.35 BOSS! APRIL 1987

ALFRED "E STREET" NEUMAN
& THE USUAL BAND OF IDIOTS
LIVE/1987



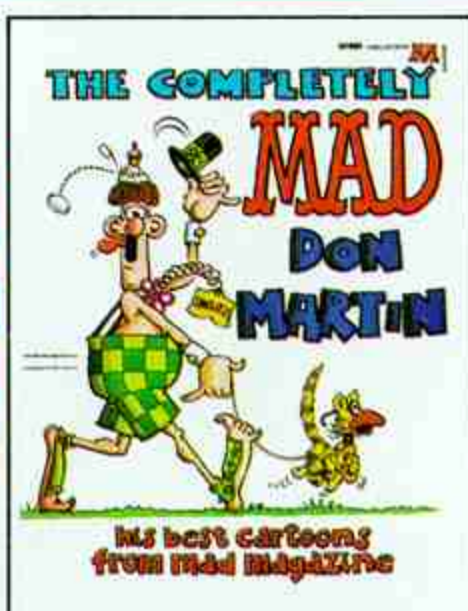
**THE COLOR
OF MONEY**

**JUMPIN'
JACK FLASH**

**PEGGY SUE
GOT MARRIED**

**PERFECT
STRANGERS**

**THE
DON
MARTIN
BIG
BOOK**



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MAD

NAME _____

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MAD

"Why is it that things always look greener in the other guy's wallet?"
—Alfred E. Neuman

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NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *editorial assistants*

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GLORIA ORLANDO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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JOKE FLASH"
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OF MONOTONY"
(A MAD MOVIE
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Pg. 8**



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STEWED AND
MARRIED"
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LOOK AT
MOVING
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STRANGE"
(A MAD
TV SATIRE)
Pg. 40**



WHEN IT RAINS... ...IT BORES!

The WET and WISDOM of **MAD**

#74



**WEATHER OR NOT YOU LIKE DRY
HUMOR, YOU'LL LOVE POURING
OVER THIS ABSORBING MAD
COLLECTION—SATURATED
WITH MANY OF YOUR FAVORITES!**

PRINTED OVER STORMS OF PROTEST!

GO TO YOUR LOCAL BOOKSTORE
AND GET *SOAKED* FOR YOUR COPY

TODAY!

LETTERS AND TOMATOES DEPT.



ALIENATED

I laughed so hard reading "Alienators" it gave me a STOMACHACHE... Uh-oh!

Bill Marchetti
Kingston, NY

Thanks for saving me a bundle! I hadn't seen "Ferris Bueller's Day Off," "The Karate Kid Part 2" or "Aliens." And now, thanks to your stupid satires, I don't want to!

Sam Stanke
West Salem, WI



DEVIL MAY CARE

Many have written you, telling you of the satanic overtones and all-around garbage and stupidity always exposed to the unaware, innocent sheep that might read your trash.

I am God's holy messenger, sent by the father to warn you not to publish another magazine of this nature. If you do not heed this warning you will be severely punished.

I fully realize this is asking an awful lot of you, but like I said, it is the order of God that commands you to stop this damnable deed. A fool and his life are soon parted. Amen!

Marion Sullivan
Brewerton, NY

Okey dokey!—Ed.

WE STAND CORRECTED

On your letters page in MAD #268 you printed a cartoon of Pres. Reagan on a tightrope. That cartoon ran in the *Durham Morning Herald* in August, 1983, a good SIX MONTHS before MAD #246 went to press. I know, because I DREW IT! So who's ripping off whom? Even under these circumstances, it's nice to have a drawing in the pages of MAD!

V. Cullum Rogers
Editorial Cartoonist
Durham Morning Herald

Ah ha! Just as we planned! You've fallen into our trap! We only claimed that we were ripped off so that you would come forward and receive your due recognition in a prestigious national publication such as ours. Now, truly, you will be remembered as one of the great cartoonists of our time. Congratulations!—Ed.



LATIN UP

The first time I saw a Latin word in MAD ("A MAD History of Communication," #224) I thought it was a fluke. But now I see THREE Latin phrases in the artwork of "Fearless Buller's Day Off" (MAD #268), and I'm suspicious. Are you guys more intelligent than you let on?!

Neil A. Sheaffer
Casaday School Latin Teacher
Oklahoma City, OK

Yes, we is.—Ed.

ALL KEYED UP

I enjoyed your "Typewri-Toons" in MAD #268 as much as the originals you published in 1962. I can't wait for the third installment in 2010!

Philip Carone
Staten Island, NY

You and the millions of other loyal "Typewri-Toon" fans will be glad to know that due to overwhelming response, we've pushed up the third installment of this incredibly beloved feature from 2010 to 2007!—Ed.



"Golden Girls" Rue McClanahan, Bea Arthur, Estelle Getty and Betty White take a gander at our tarnished spoof of their hit series in MAD #263!

INTERCONTINENTAL BALLISTIC MISSILE

I was inspired by your "Garbage Pail Adults" in MAD #265. Here is a drawing of my own. Enjoy it!

Heiko Drengenberg
West Germany

GARBAGE PAIL ADULTS



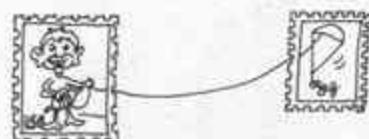
RADIOACTIVE RON

THE JOCK'S ON US

In the "MAD Guide to Various High School Types" you said jocks were dumb. Well I'm a jock and I make A's and B's mostly. So, what I want to know is, what would you call me?

Jeff Flanagan
Westlake Village, CA

What would we call you? A foolish, boorish, blithering, inconsequential, idiotic, over-dressed, tall, drooling, vapid quising! But nothing personal...—Ed.



MORON MAIL

Has it escaped your attention that Wisconsin is the Cheese Capital of the World?

Dan DiLoreto
Rochester, NY

Your letter deserves no response. Ooops!—Ed.

Among the "Usual Gang of Idiots" I happen to like Dave Berg the best. His biting satire into our everyday lives is hysterical, yet it is provocative because it makes one think and reflect on life.

Scott Swanson
Naperville, IL

Good choice! Dave is our top idiot!—Ed.

Please Address All Correspondence To:
MAD, Dept. 270, 485 MADison Avenue
New York, New York 10022

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

FOR OUR SPIES ONLY!

AN EXCITING NEW SPY VS. SPY BOARD GAME OF THEIR VERY OWN!



First and are after the same . blocks off 's tunnel. Then foils . Unexpectedly, double-crosses and finally grabs the ...and

You'll have a blast with this game of attack and counterattack, smuggled directly from the pages of MAD Magazine. Waiting to be detonated at a store near you! It's an offer you can't defuse!

HOKEYWOOD

NEW STUNT MAN IN TOWN.

I'm **Kathleen Turnon**. Lots of critics have said that my new movie, "**Peggy Stewed**," is just like "**Back to the Future**"! But really, it's different! "**Back to the Future**" was about a guy! "**Peggy Stewed**" is about a girl!

I'm **Appalled Neuman**! In my new movie, "**The Color of Monotony**," I take the corn I usually pop and sell (along with my delicious salad dressing) and put it on the screen, cleverly disguised as big-time entertainment!

I'm **Tom Crude**! When I heard that in "**The Color of Monotony**" I'd be playing a **Pool Shark**, I almost turned down the part! I thought it was a dumb sequel to "**Jaws**." Then I found out it was a dumb sequel to "**The Hustler**," so I jumped at the part!



THREE MONTHS INTO THE SCRIPT THEY TELL ME...

HOW WAS I TO KNOW?

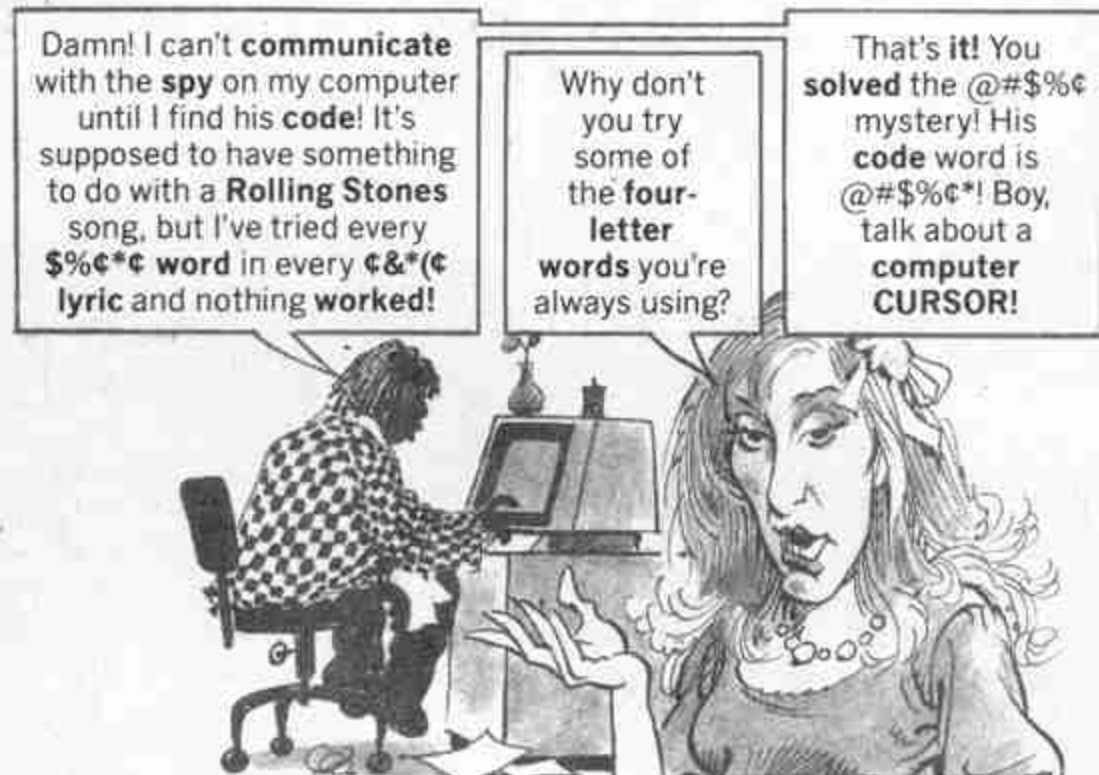
WHOPI GOLDBRICK IS NOT A JEWISH GIRL FROM LONG ISLAND!

I FEEL LIKE A PUTZ!

I'm **Whoopi Goldbrick**! In my new movie, "**Jumbled Joke Flash**," I almost get as many laughs as I did in "**The Color Purple**"! In this film I play a loud-mouthed computer programmer whose bark is worse than her byte! The film is rated "**R**," because of my #\$\$&%%* **RAUNCHY** language!

ARTIST: MORT DRUCKER

JUMBLED JOKE FLASH



WRITER: DICK DEBARTOLO



I tell you I was on the **€%\$%** dock with a **\$#@%** whose number I got off a **%\$#%** frying pan when he got **@#%\$%** wasted!

I've heard of getting phone numbers off **phone booth walls** and **bath-room walls**! But a **fry-ing pan**?! Now **that's kinky**! And watch your **language lady**, there are **men present**!

What kind of **police force** is this? A man is **shot** and **thrown in the Hudson River** and I get **arrested** while **no one** examines the **body**?

Yecch! Who wants to **touch** anything dragged out of the **Hudson**?!?



I'm with the **Spunky Corporation**. I'm the **technical expert** assigned to **fix** your computer terminal.

With a **baseball bat**?!?

That's for **openers**. If the bat doesn't **work**, I have a **grenade** in my **toolbox**!



Hey, **Joke**, some **guy** posing as a **repairman** just tried to **wreck** my **terminal**!

That's **spy biz**! Listen, I have another **favor**. I want you to attend the **Queen's Ball**. Do you have a **tuxedo**?

No, but I have an **evening gown**!

An **evening gown**?! Yipes! Are you a **woman** or is my **life** in the hands of some **flaky transvestite**?!?



She looks like a **girl** dressed like **Diana Ross**!

She looks **more** like a **guy**, dressed like a **girl**, dressed like **Diana Ross**!

Let's let her in before a **girl** dressed like **Julio Iglesias** shows up and they start **singing a duet**!



This episode of "**Benny Hill**" is a **scream**! He's always **hilarious** when he dresses in **drag**!

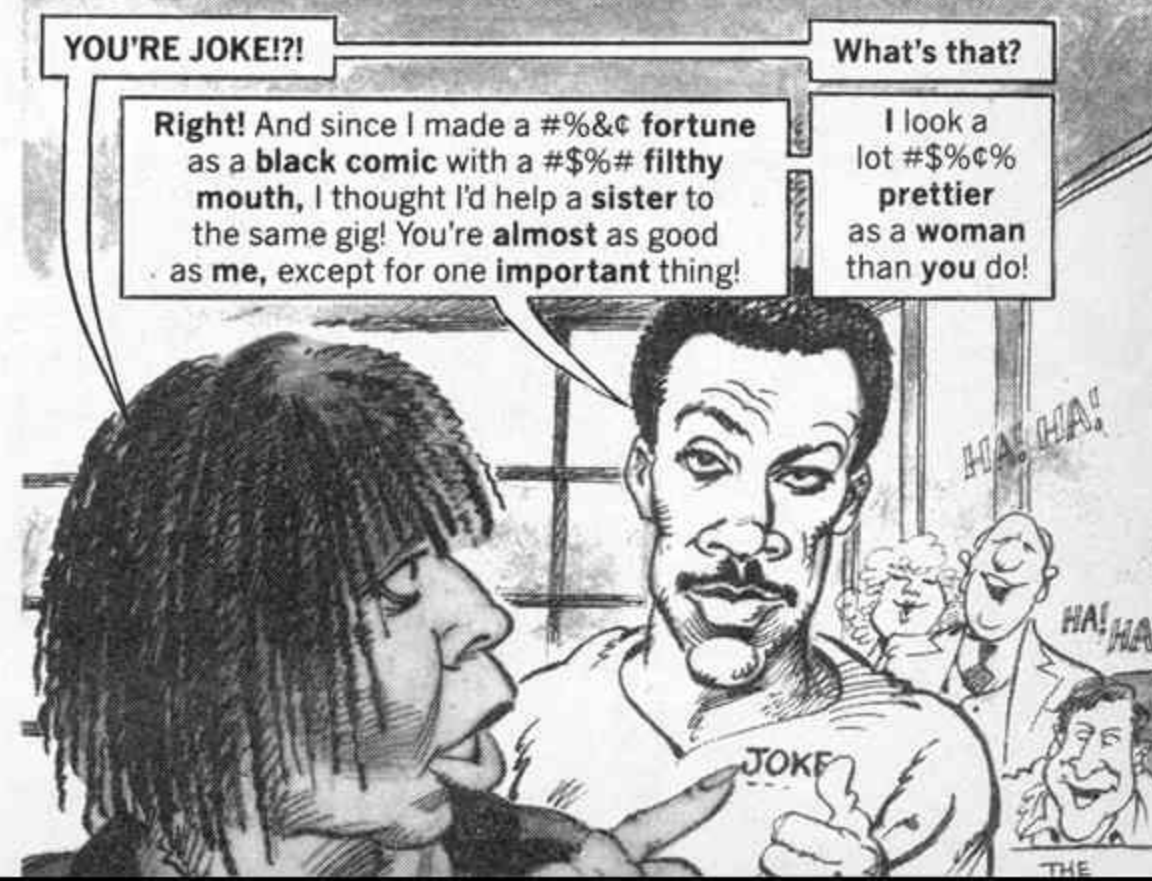
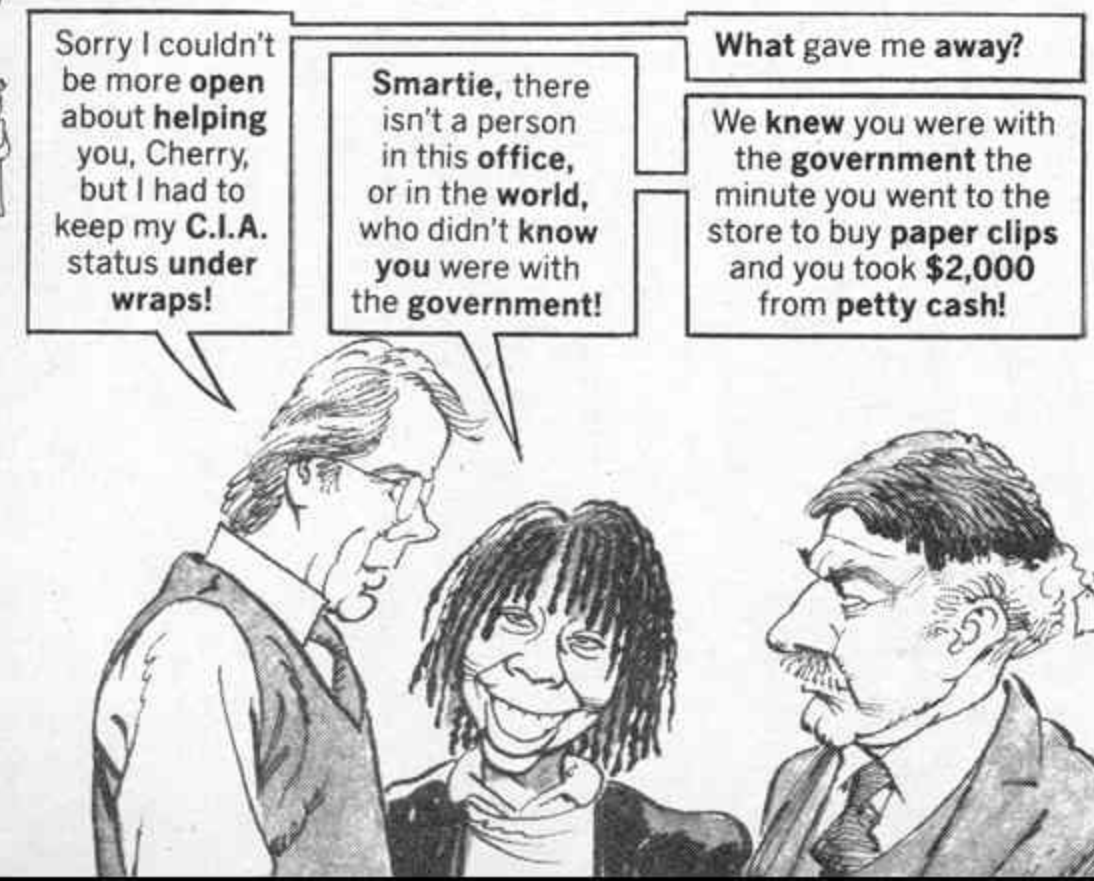
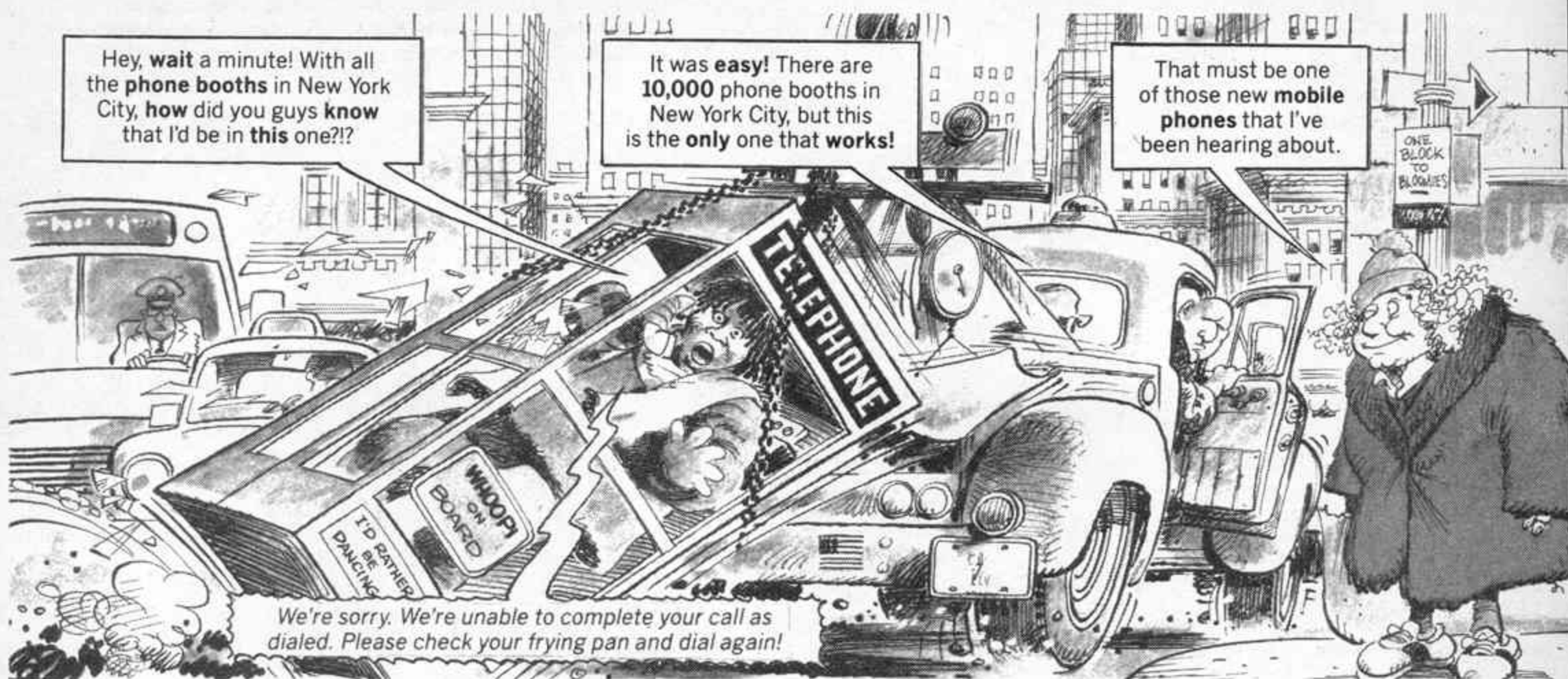
Yeah, but let's try to **adjust** the **color** on the **set**! It's **way off**!

Oops! My **dress** is caught in the **#!@\$** British Consulate's **paper shredder**!



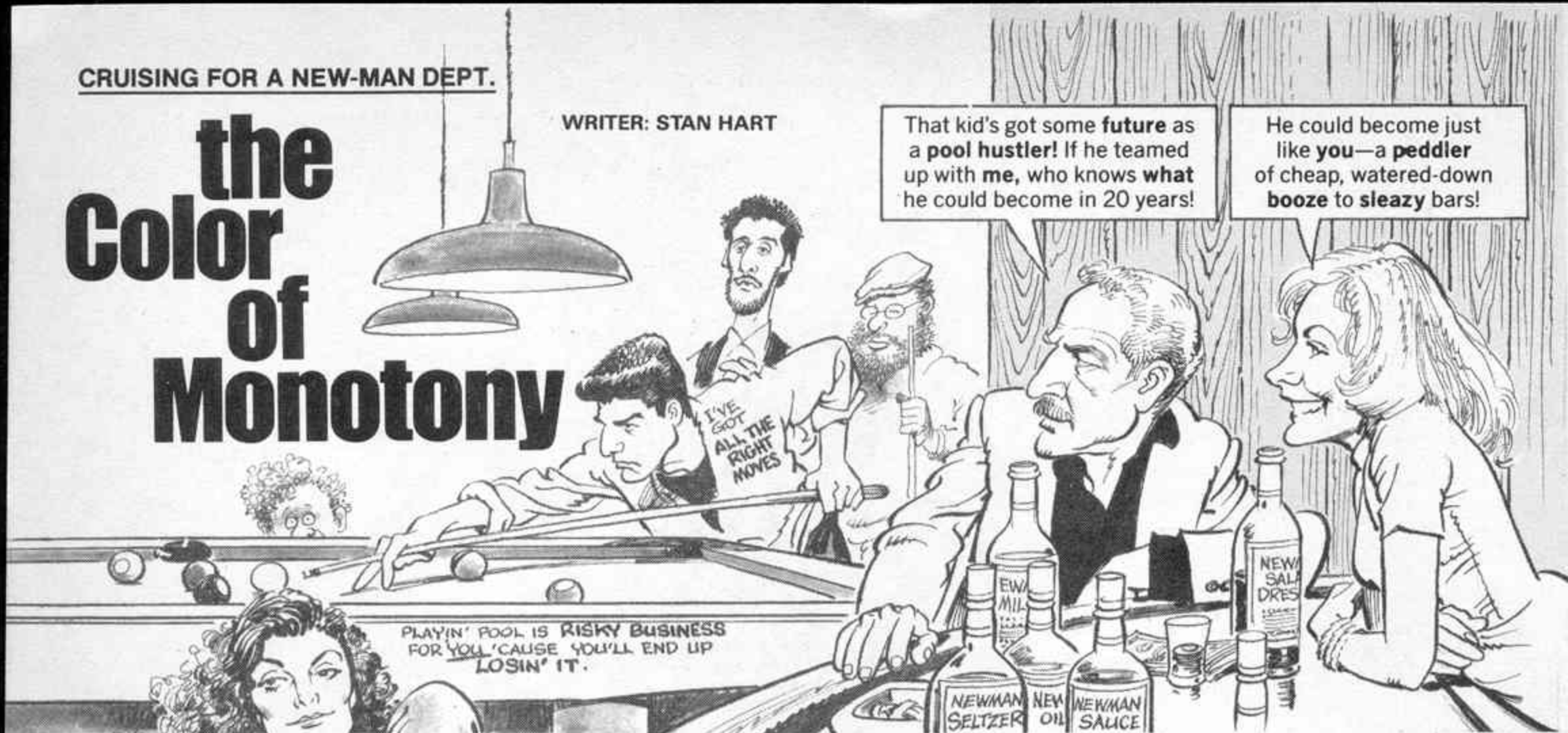
Someone must know I'm in **touch** with **Joke** and they came here looking for the **code key**! Damn! The **sadistic son-of-a-#%\$%** **straightened up** my **apartment**!





WRITER: STAN HART

the Color of Monotony



That kid's got some **future** as a **pool hustler**! If he teamed up with **me**, who knows **what** he could become in 20 years!

He could become just like **you**—a **peddler** of cheap, watered-down **booze** to **sleazy bars**!

PLAYIN' POOL IS RISKY BUSINESS FOR YOU 'CAUSE YOU'LL END UP LOSIN' IT.

Hi, I'm **Past Eddie**. Twenty-five years ago I **beat** the legendary **Minnesota Farts** and then I **hustled pool** all across the... Hey, why don't you **stop** wasting your time with that **dumb thing** and **listen** to me for a minute?

Dumb thing?! If I get good enough with this, maybe I can get in the **Top Gun** pilot's school!

Top Gun?!? Ah, ya dreamin', kid!



To get to the **top**, you have to be a **student of people**. For instance, you've got to know **body language** and watch for little **signs** that others might miss. Like your **girlfriend** here. Her **body language** would tell an expert she's got the **hots** for you.

How about something a little **less obvious**?

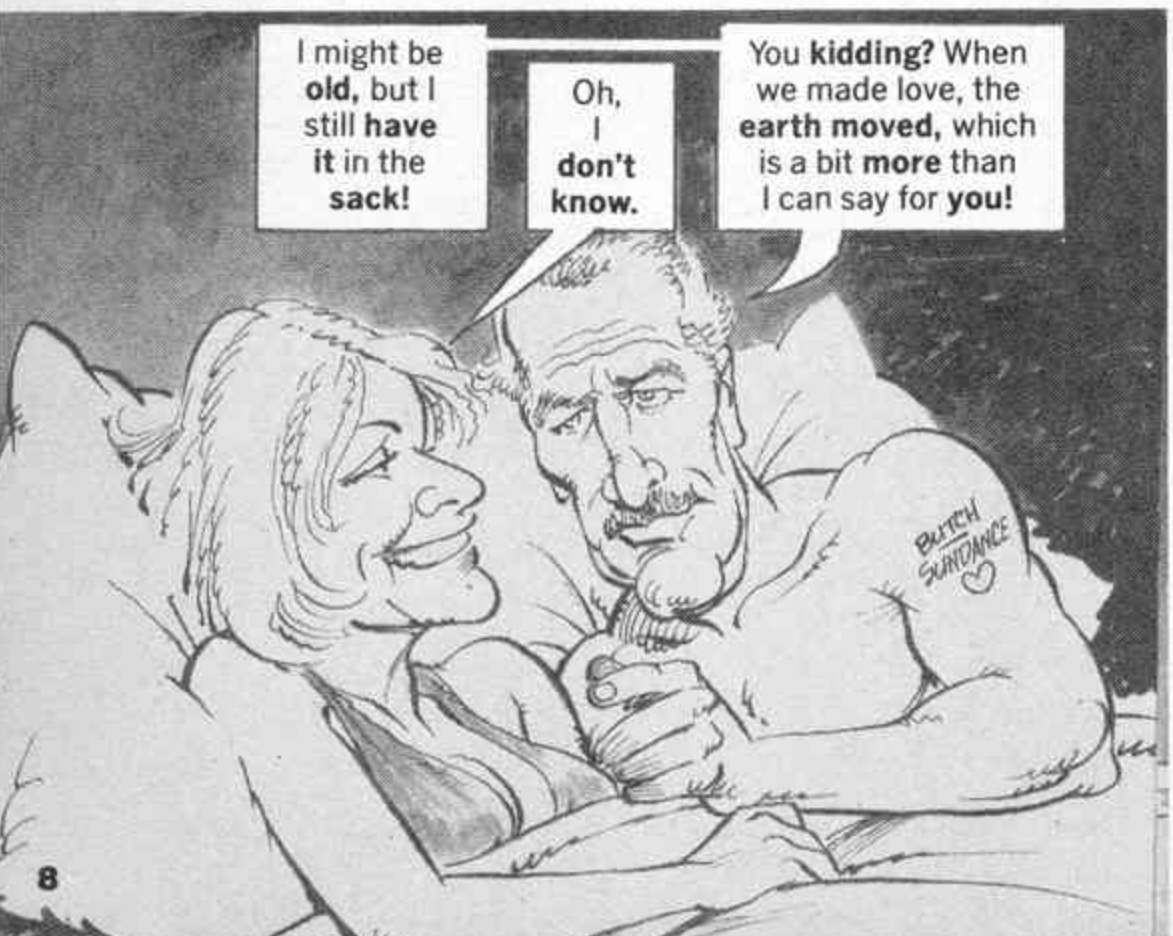
Okay, just by seeing the **drool** on my **lips**, an expert could tell that I've got the **hots** for her!



I might be **old**, but I still have it in the **sack**!

Oh, I **don't know**.

You **kidding**? When we made love, the **earth moved**, which is a bit **more** than I can say for you!

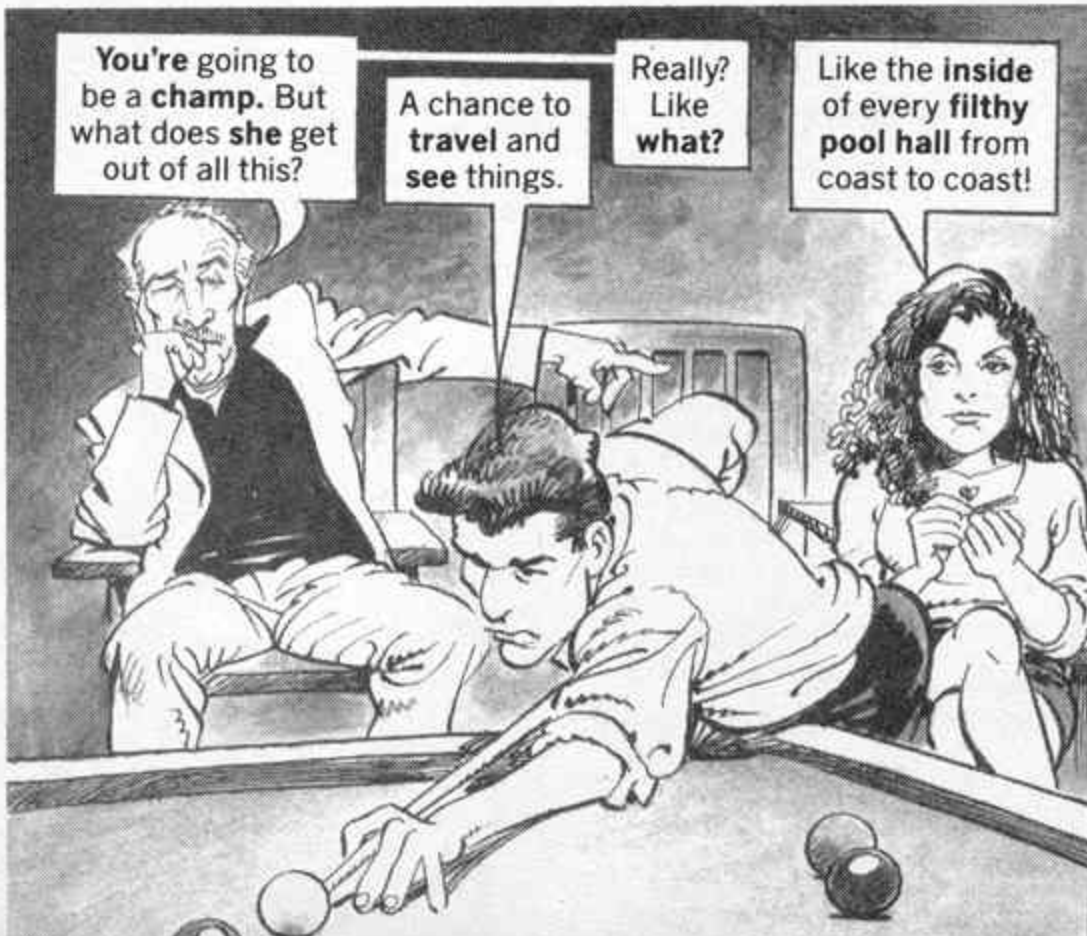


You're going to be a **champ**. But what does **she** get out of all this?

A chance to **travel** and **see things**.

Really? Like **what**?

Like the **inside** of every **filthy pool hall** from coast to coast!



Touring these filthy pool halls isn't so bad! In just **three weeks** I've managed to **cheat** people of every race and creed! Just call me an **Equal Opportunity Hustler!**



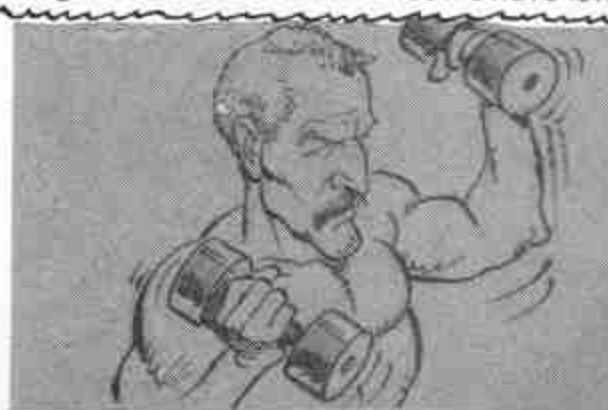
You're going to **Atlantic City** without me.

Why there?

Two reasons: one, there's a big **pool tournament** he could enter; and two, if he **doesn't** win the tournament, he's **pretty** enough to win the "**Miss America**" title!

Now that I've **ditched** the kid and broad, I've got to get back in **playing shape!** Then again, how **much** of an **athlete** do you have to be to play **pool**? Actually the only thing that I **need** now that I **don't** have is...

...Decent eyesight!



How is this?

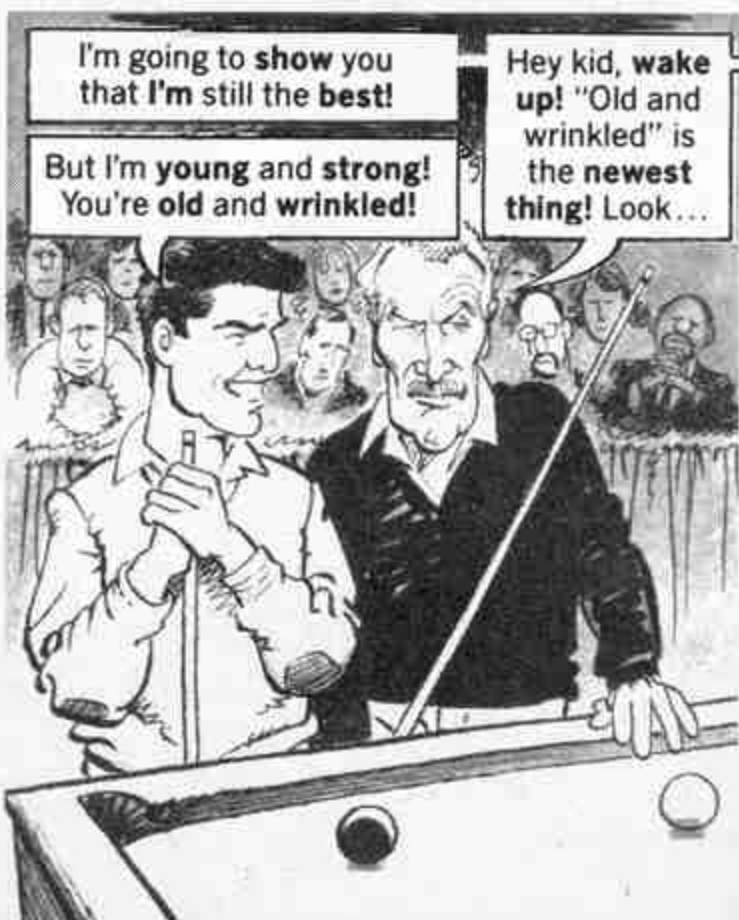
Great! I can see **perfectly!** But don't they make these frames a little **smaller?**

I'm going to **show** you that I'm still the **best!**

But I'm **young** and **strong!** You're **old** and **wrinkled!**

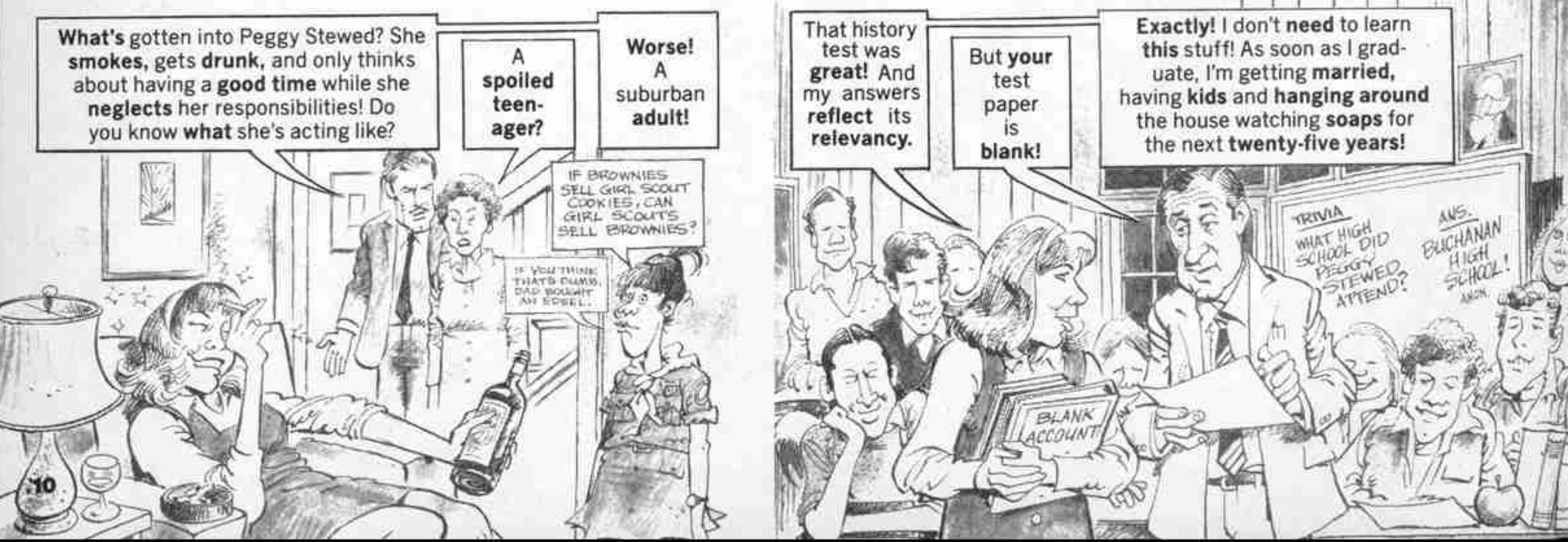
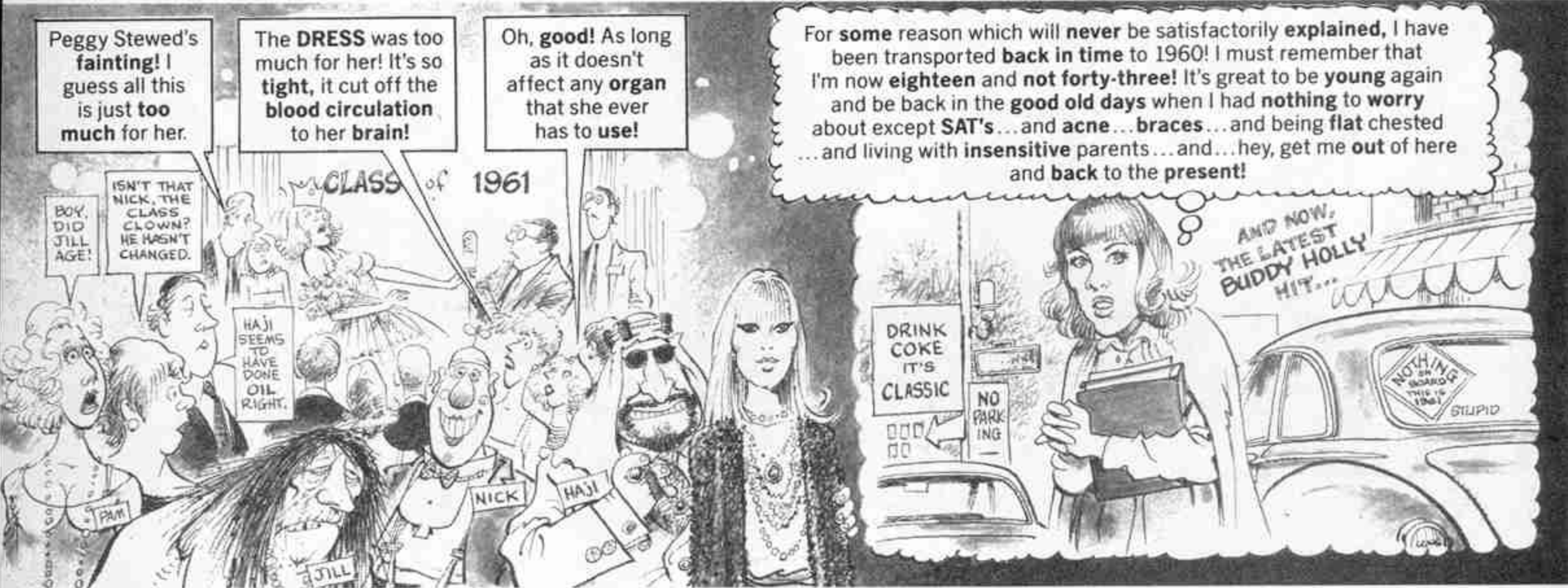
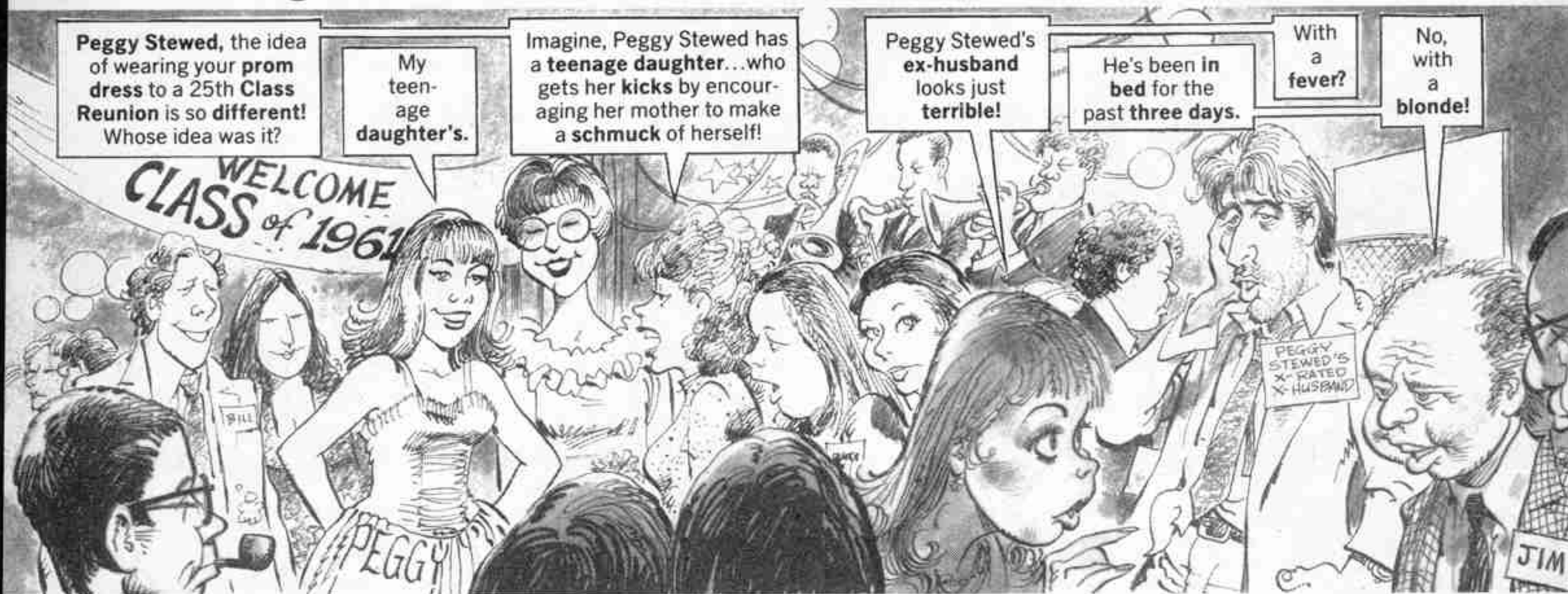
Hey kid, **wake up!** "Old and wrinkled" is the **newest** thing! Look...

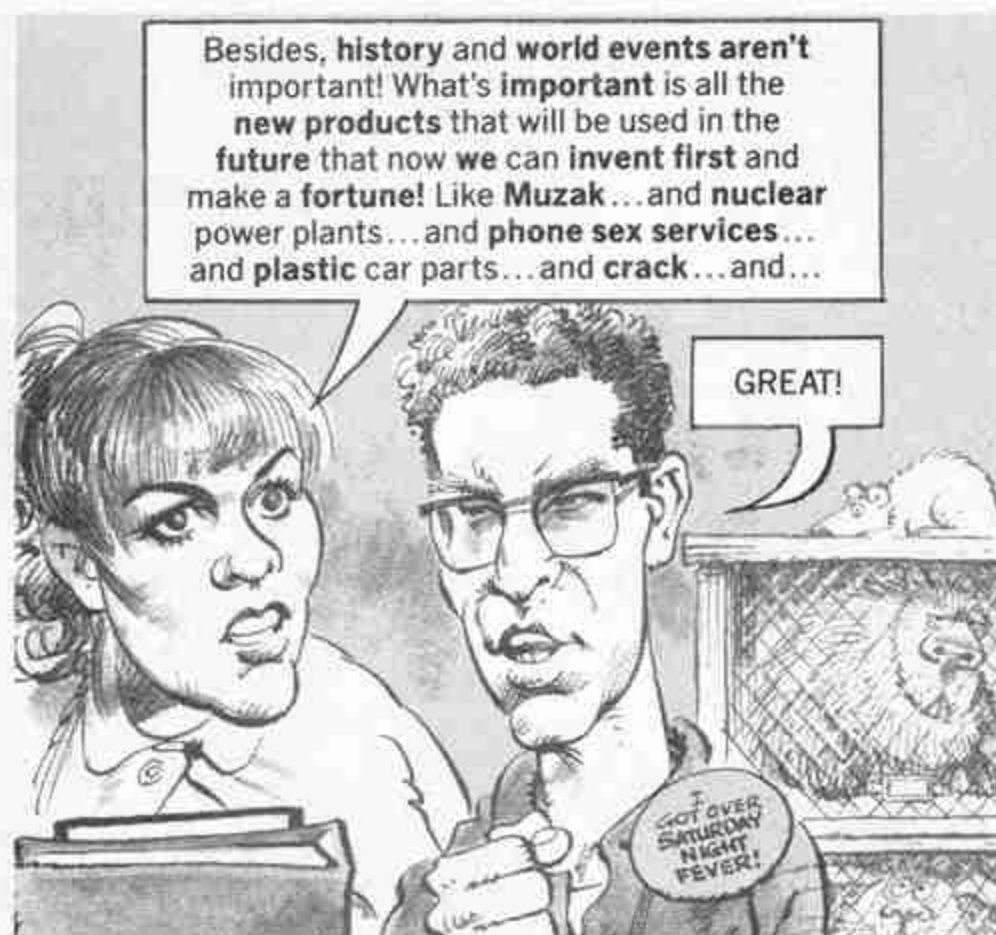
Even Ol' "**Minnesota Farts**" is doin' **great!**



PEGGY Got STEWED And Married

WRITER: STAN HART





Peggy Stewed, I want to marry you and change your name to mine.

Won't having two people named Churlie around the house be confusing?

Sure, but I'm willing to sacrifice!

It can't work. You'll be unfaithful to me and have affairs with one woman after another! We'll be miserable!

Speak for yourself! That sounds great to me!



Grandma, Grandpa, I've travelled back in time! I'm really a grown woman with two teenage children of my own! Do you believe that?

We do if you say so.

That's what I call "love"!

The doctor calls it "senility"!



Peggy Stewed, we're sending you back to the 1980's!

It's not going to work!

How do you know?

Trust me!



Okay, Churlie, I accept your marriage proposal despite all the pain the future holds for us.

Great! We'll be a typical married couple!

But we'll only be happy for a short time and then we'll be involved in a bitter divorce.

What could be more typical than that?



We almost lost you, Peggy Stewed!

Why is that?

'Cause nobody bothered to look for you! You're not as popular as you think!

I had a strange dream that I went back in time. I wonder if anyone else ever had such an odd dream?

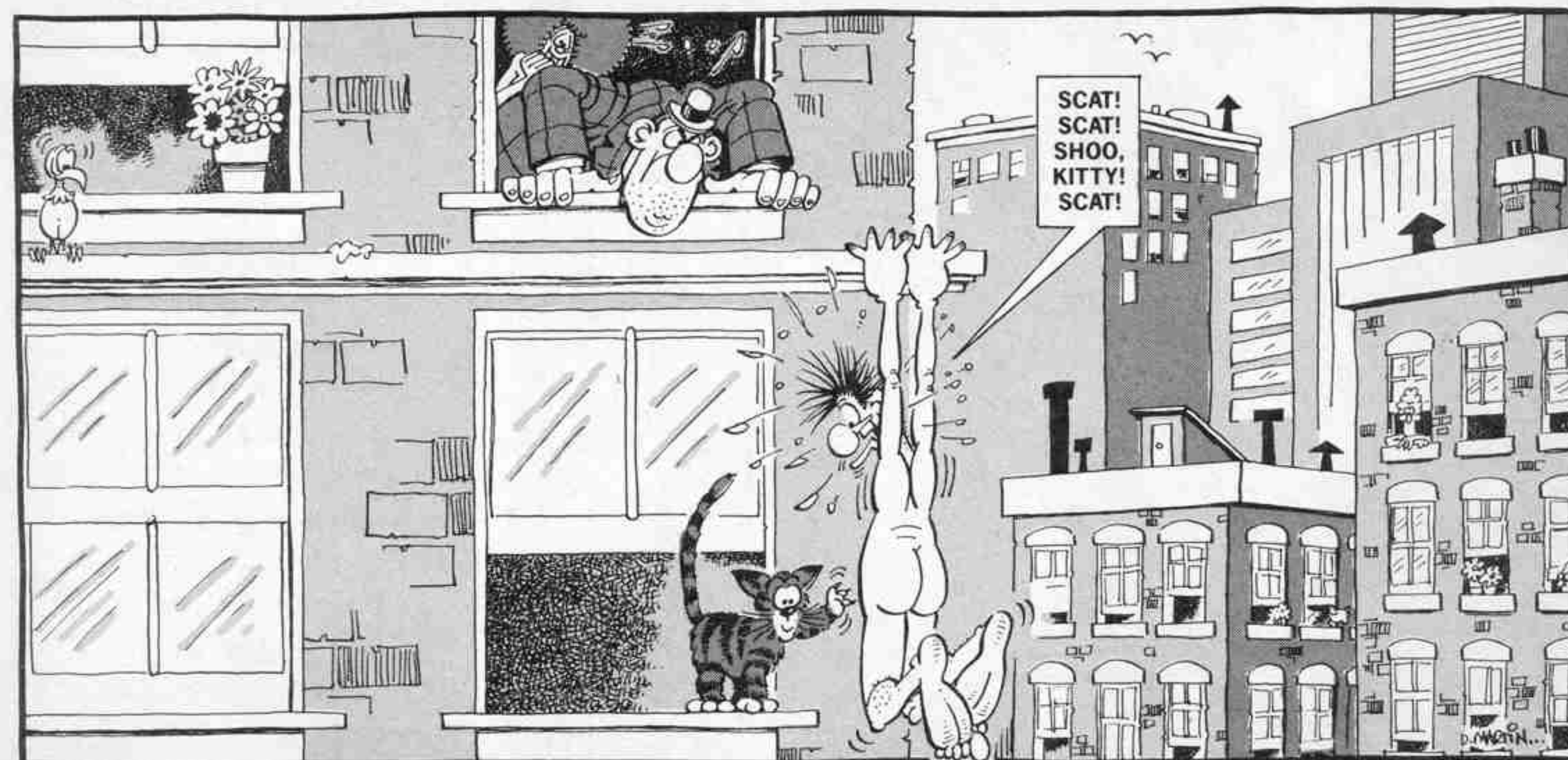


* IF YOU ARE WONDERING ABOUT ALL THE FLOWERS, THEY BELONGED TO THE PREVIOUS PATIENT... WHO DIED!

ARE YOU KIDDING???



ONE FINE MORNING ON EAST 69th STREET



Are Rock Concerts really as wild as people say? Are the accounts of crowds, rioting and drug busts really true? Is this introduction really necessary? For the answer, just fill in the numbered blanks from the corresponding numbered lists, and you'll have...

MAD'S ALL-INCLUSIVE DO-IT-YOURSELF ROCK CONCERT NEWSPAPER STORY



Thousands of _____ **1** _____ **2** _____ packed
_____ **3** _____ last night to see _____ **4** _____ in concert.

Many fans _____ **5** _____ for more than ten hours while waiting
to _____ **6** _____ for a ticket.

Despite _____ **7** _____ _____ **10** _____ _____ **11** _____
_____ **8** _____ and the occa- the promoters of the event
sional _____ **9** _____ of called it _____ **12** _____.

1

screaming
ripped-off
born-again
Bloom County
suicidal
toxic
whacked-out
slightly used
pregnant
molting
frigid
calcium deficient

5

stood in line
counted their toes
shouted pygmy oaths
chanted "DEE-fense!"
aged prematurely
licked Snickers wrappers
donned wet-suits
polished their nose-rings
wept openly
broke wind
swapped zip codes
fondled their ear lobes

9

arrest
flogging
hearing loss
death screams
melt-down
spraying
flossing
glassy-eyed stares
pre-soaking
poor penalty-killing
factory recall
painless removal



2

rock fans
teenagers
marmot breeders
Sandinistas
Bob Uecker look-alikes
boat people
amnesiacs
Trivial Pursuit players
owl worshippers
bed-wetters
DeLorean dealers
soothsayers

3

the City Auditorium
the Kingdome
Bernie's Car Wash
St. Patrick's Cathedral
the Oval Office
Buddy Hackett's hot tub
the Australian outback
a new Honda Civic
Ted and Rita's family room
the K Mart linens section
Lake Huron
the Exit 17 offramp

4

the Jacksons
Van Halen
Boy George
the Little Rascals
Kate and Allie
Botswana wife-swappers
the Dallas Mavericks
Mr. T's caterer
the Miss Bulgaria finalists
the last Civil War veteran
Casper Weinberger
a KGB double agent

6

pay \$30
sell their sisters
grovel shamelessly
lose their virginity
renounce Satan
give up breathing
sacrifice a beagle
betray their scoutmaster
sell their vital organs
give up their citizenship
pawn their phony Omegas
change their sex

7

a few outbreaks of
the usual
some harmless
post-Olympic
sloppy attempts at
authentic Haitian
precision-drill
the romantic lure of
the Reagan Cabinet's
some very creative
the lethal effects of
the distinctive odor of

8

rioting
terrorism
drunkenness
car-stripping
pillaging
nude break-dancing
possum worship
Karl Malden impersonations
silicone rejection
out-of-body retching
estate planning
parakeet training

10

unruly
off-duty
stoned
pre-Columbian
singles-bar
fur-bearing
Lucasfilm
Libyan-backed
reincarnated
moss-covered
cutesy-pie
splattered

11

punks
drug dealers
Sagittarians
nerds
welfare cheats
Unitarians
surfers
mercenaries
Cornhuskers
skycaps
Munchkins
centerfolds



12

"an unqualified success."
"a victory for good taste."
"more fun than Pearl Harbor."
"a vindication of greed."
"proof of God's love."
"an incredible waste of time."
"as significant as Flag Day."
"a triumph for Jerry Falwell."
"a glorification of self-abuse."
"as memorable as 'Lottery.'"
"a festival for degenerates."
"an answer to Communism."

TELEVISION



BERG'S-EYE VIEW DEPT.

THE LIGHTS

FIRST IMPRESSIONS



AGING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

HABITS



PHYSICAL FITNESS



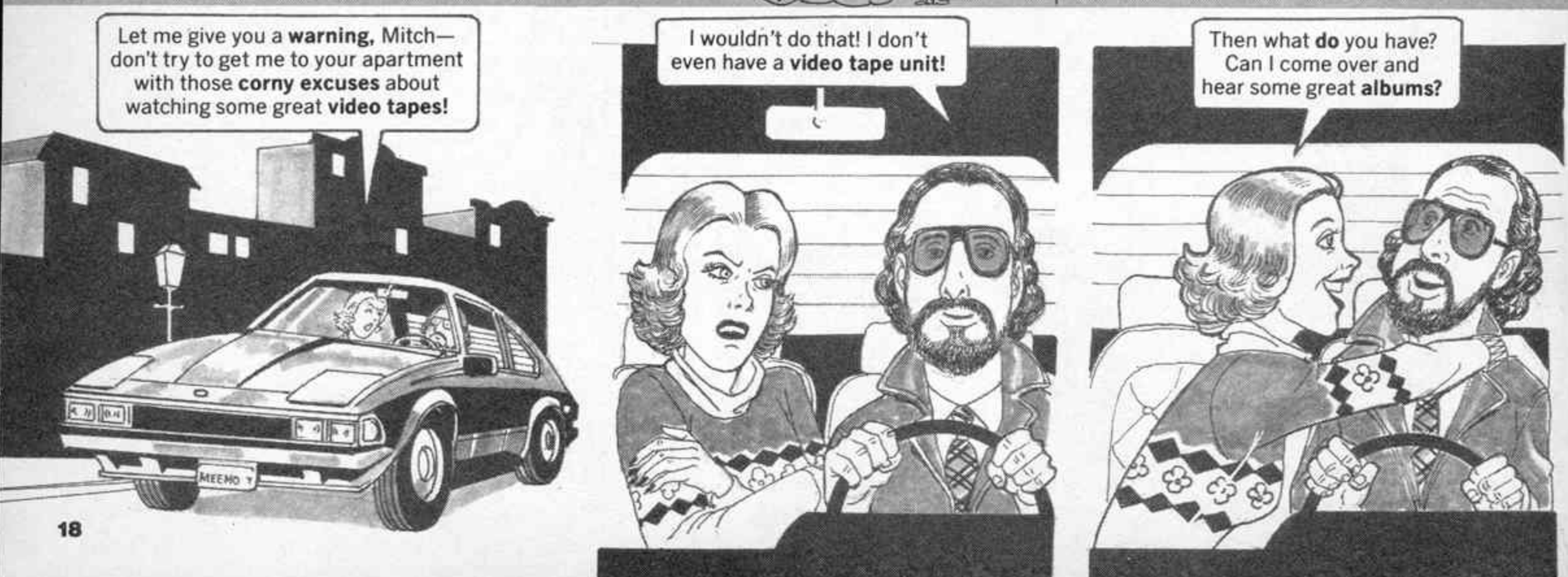
FASHION



TRAVEL



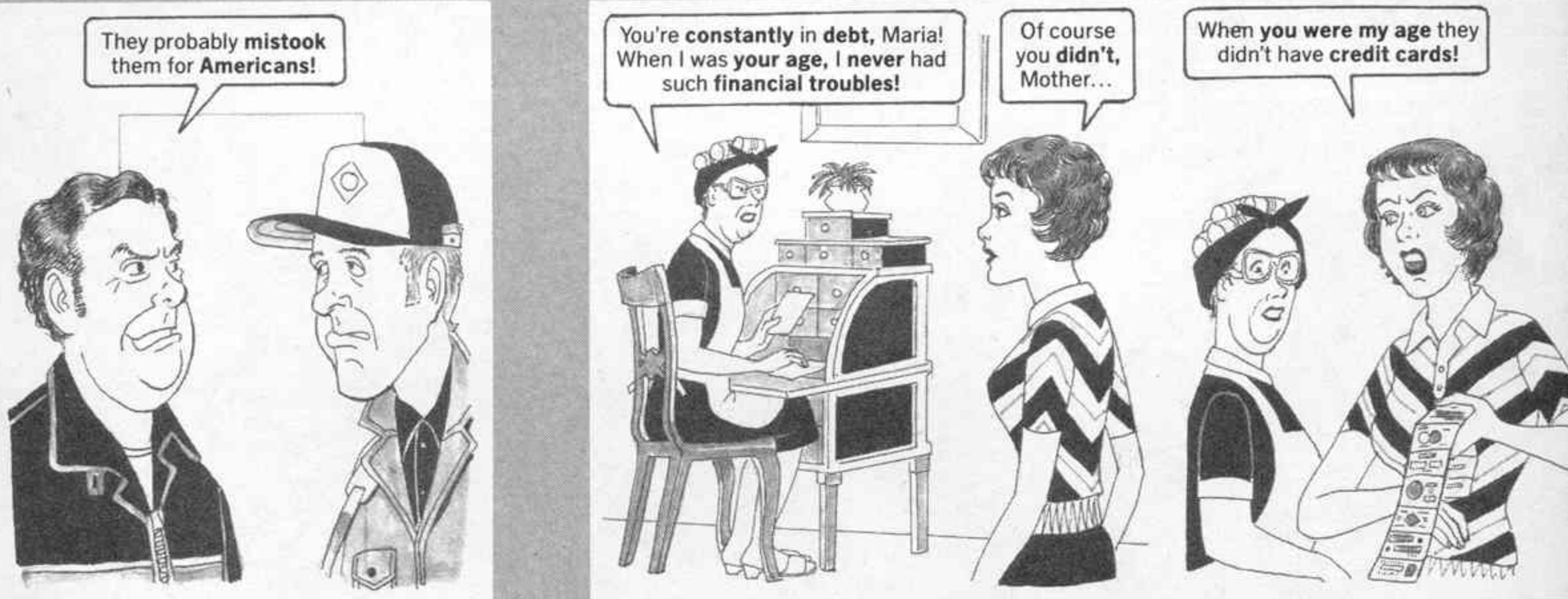
SEDUCTION



GOSSIP



THE ECONOMY



PERMISSION



ETHICS



HOMework



DOCTORS



DISC-CLAIMERS DEPT.

A few issues back, MAD examined the issue of whether rock albums should bear special warning labels if they contain references to drugs, violence, obscenity, etc. We felt that it was a vital debate on a vital topic. We also felt that the article served a vital role in bringing this vital issue out into the open. And others agreed! Everytime we showed someone the article they kicked us in the vitals! But we here at MAD never flinch, so now we present with pride...

MORE BADLY-NEEDED WARNING LABELS FOR ROCK ALBUMS

WRITER: DESMOND DEVLIN

WARNING:

If you don't buy this album, Sean Penn may kick your butt.

WARNING:
If you don't buy this album, Sean Penn may kick your butt.

PRINCE AND THE R



CAUTION: One of the songs on this album is not about sex.

EVOLUTION / PARADE



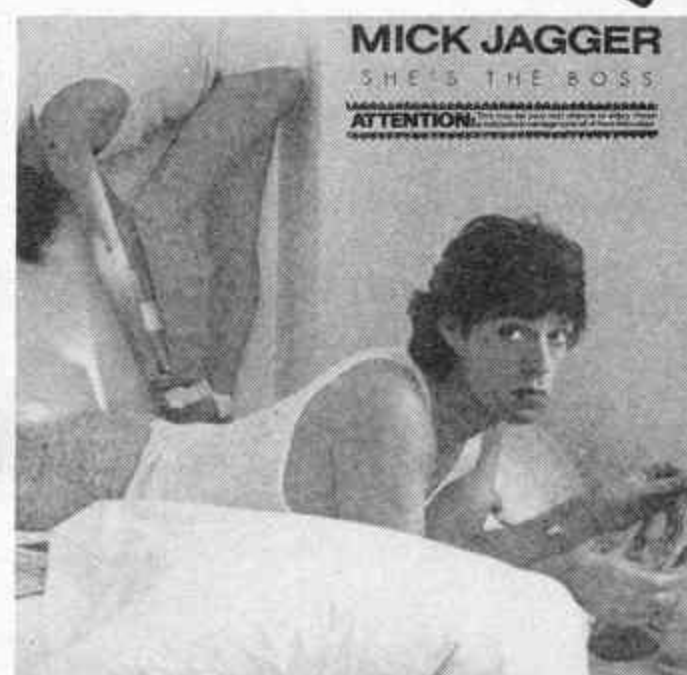
CAUTION: One of the songs on this album is not about sex.

BEWARE: Attempts to understand this group's name may cause cerebral collapse.



ATTENTION:

This may be your last chance to enjoy these artists before marriage turns all of them into wimps.



 ★ If you dig their rap, then man that's cool,
 ★ But when it comes to buying albums, don't be no fool!
 ★ It may have a beat and go real fast
 ★ But this album is just another clone of their last!



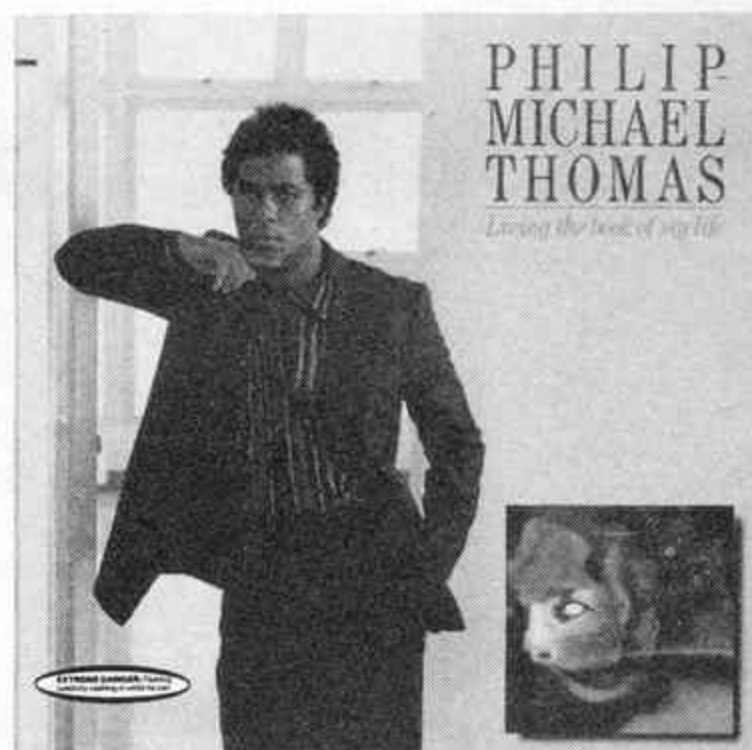
WARNING
 These men sing
 even worse than
 they wrestle!



CONSUMER TIP: For those fans befuddled by Ms. Lauper's thick accent, an English/Brooklyn—Brooklyn/English Translation Kit can be purchased separately at the cash register.



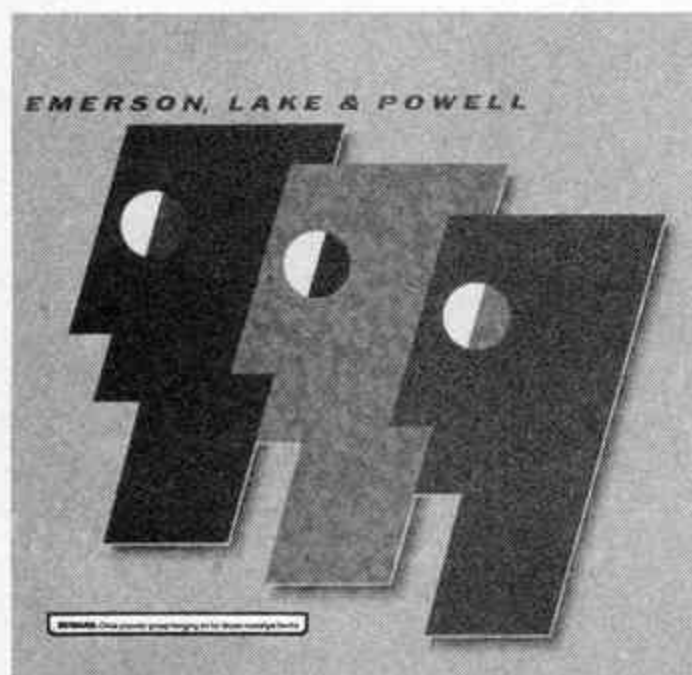
CAUTION
1940 tunes like "That's Life" may not be your idea of Heavy Duty Rock.



EXTREME DANGER: Fleeting celebrity cashing in while he can.



WARNING
This album guaranteed to contain no harmony, no hits and absolutely no chest hair whatsoever.



BEWARE: Once popular group hanging on for those nostalgia bucks.

FICKLE SINGLE OF FATE DEPT.

A MAD LOOK AT... People Even Lonelier Than

ARTIST: PAUL COKER



THE DIRECTOR OF THE
LEBANESE TOURIST BUREAU



AN 800# OPERATOR FOR
PHILIP-MICHAEL THOMAS'
GREATEST HITS



A FACT CHECKER AT
THE NATIONAL ENQUIRER



A PLANNED PARENTHOOD
COUNSELOR IN VATICAN CITY



AN USHER AT
A "G" RATED MOVIE



A VIDEO DISC SALESMAN



The MAYTAG REPAIRMAN

WRITER: MIKE SNIDER



A CHEVY DEALER IN TOKYO



MARVIN HAGLER'S
HAIR STYLIST



THE 3RD BASE COACH FOR
THE SEATTLE MARINERS



THE CULTURE REPORTER
FOR THE BAYONNE
DAILY NEWS



PRESIDENT OF THE SYLVESTER
STALLONE FAN CLUB (MOSCOW CHAPTER)



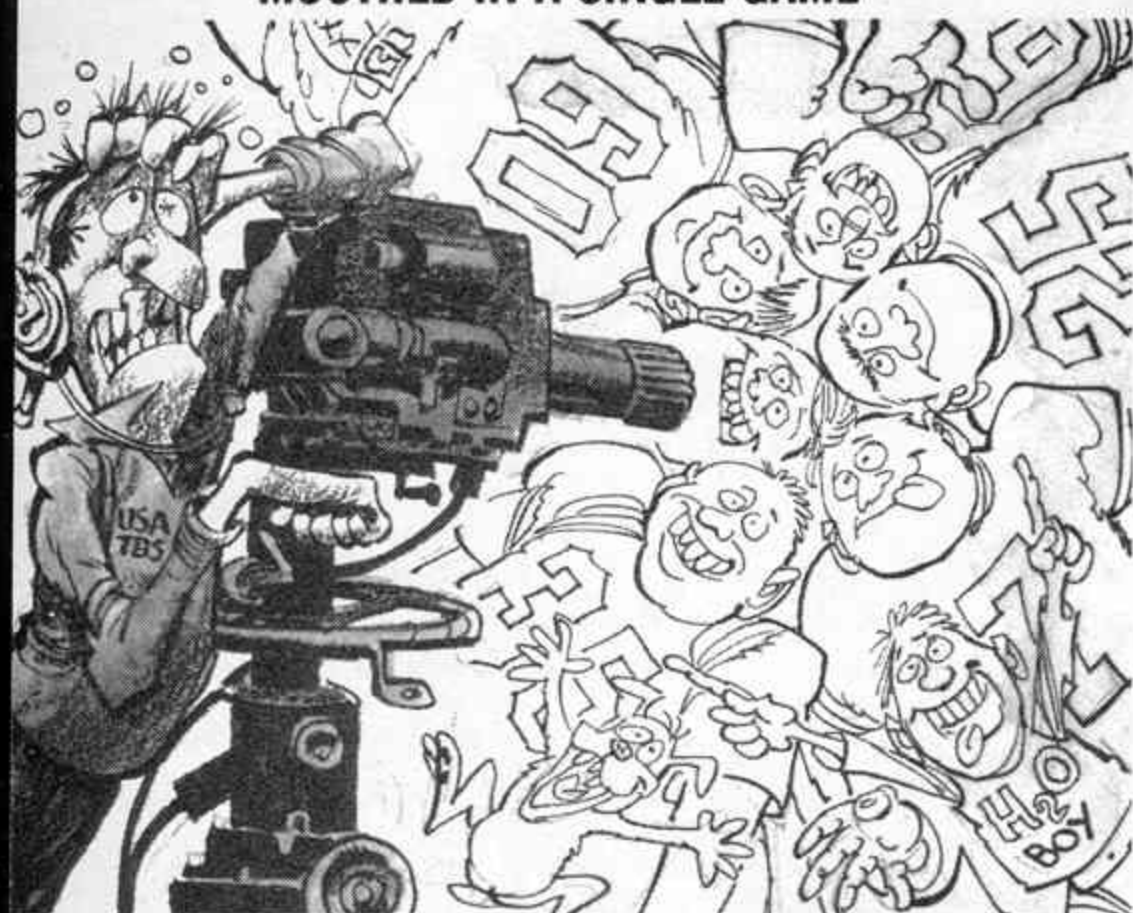
THE VEGETABLE SALESMAN
AT CHERNOBYL

Sure, we all know about batting averages, yards rushing, points scored and other useful sports records and stats. But what about those really trivial bits of data that TV has created by giving fans a close-up view of every single thing that happens both on and

MAD'S RECORD BOOK FOR

ARTIST: JACK DAVIS

MOST "HI MOMS!" SILENTLY MOUTHED IN A SINGLE GAME



429, by the Green Bay Packers, 10/5/81. This feat was made possible when all cameras except the one trained on the sidelines went dead, enabling the team to mug without interruption through the entire second half.

MOST ON-CAMERA SPITS DURING A SINGLE AT BAT



94, by Reggie Jackson, California Angels, July 18, 1985. The feat required Jackson's salivary glands to produce a phenomenal three pints of spit in under five minutes.

MOST TV SHOTS IN ONE SEASON OF A BASEBALL MANAGER DOING NOTHING



1,643, all involving Yogi Berra, New York Yankees, 1984. The total includes 509 views of Yogi seated with his arms folded, 398 walking to the water cooler and 736 walking back to his seat after getting a drink at the water cooler.

LONGEST TV EXPLANATION OF A SELF-EXPLANATORY SPORTS EVENT



Nine minutes, 43 seconds, by announcer Chris Schenkel in analyzing why bowler Nelson Furbish failed to knock down any pins after the ball slipped out of his hand and sailed into the spectator's gallery behind him.



off the playing field? There's a wealth of interesting but insignificant facts brought into our homes every time we turn on and watch a sports broadcast, and since none of us had anything better to do with our time, we decided to sit down and collect a few, in...

TELEVISED SPORTS—VOL. I

WRITER: TOM KOCH

MOST TELEVISED PRACTICE BOUNCES BEFORE ATTEMPTING A FREE THROW



61, by Sherman "Sky Hook" Nimbus, Boise Boys, 12/15/81. The total does not include 83 additional bounces not seen on television when the station cut away for a commercial break while waiting for Nimbus to shoot. (Note: he missed.)

MOST BEDSHEET SIGNS PRAISING NETWORK BROADCASTERS SHOWN IN A SINGLE GAME



49, on *Monday Night Football*, Oct. 12, 1974. This was also the same game in which Frank Gifford, Howard Cosell and Don Meredith all neglected to tell the audience which team won.

MOST GRAMMATICAL ERRORS MADE BY AN ATHLETE IN ONE PRE-GAME INTERVIEW



Seven, by Digby "The Dim" Zufk, Alaska Normal, 1986. When asked a question by Bob Costas, Zufk responded by saying, "I ain't done got no drug problem what I don't got under control anyway."

TOTAL TV TIME WASTED SHOWING OFF THE ANTICS OF A TEAM MASCOT, ONE SEASON



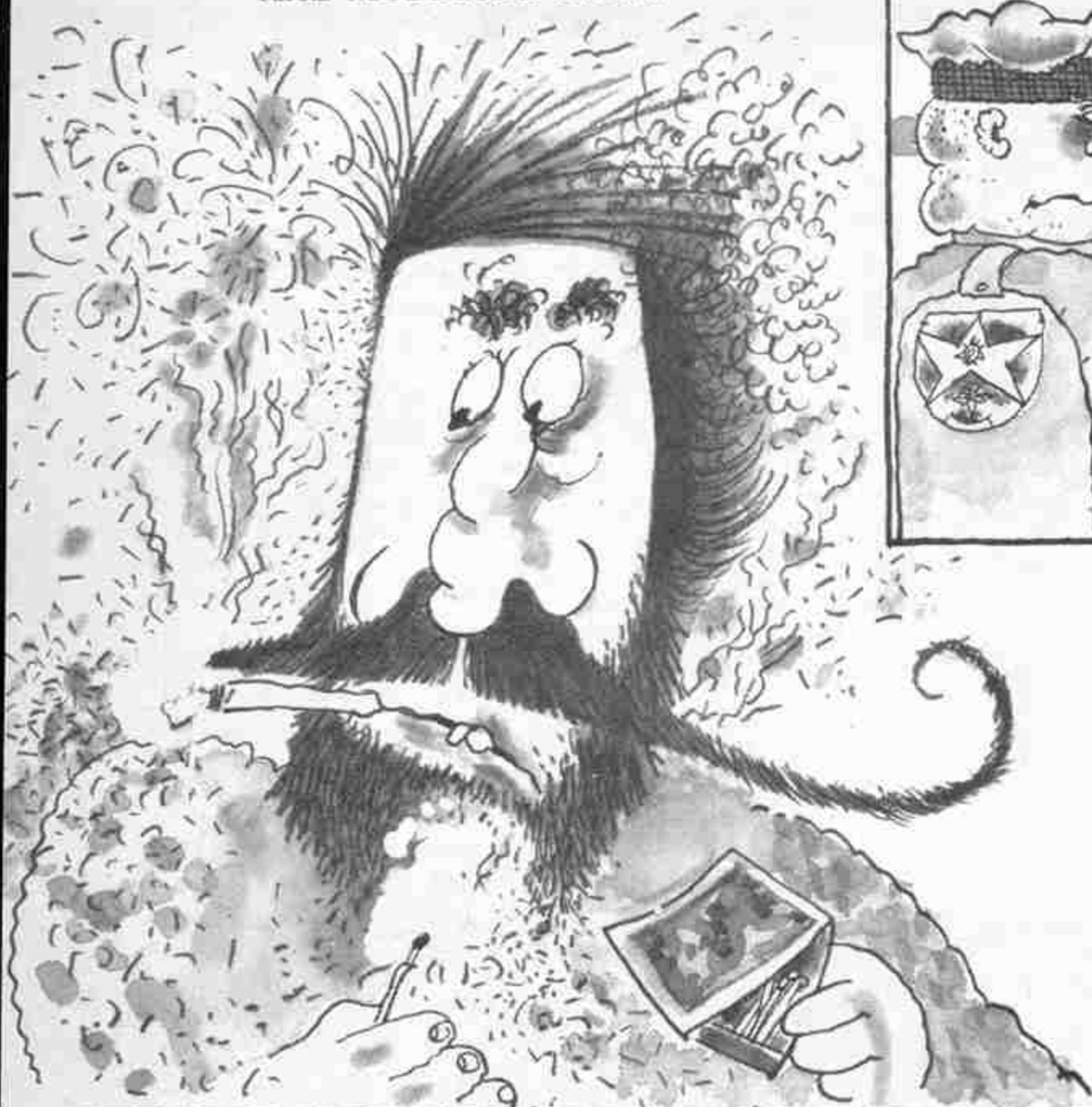
34 hours, 26 minutes, 19 seconds, set by the San Diego Chicken, 1979. Philly Phan claims nine minutes more, but that figure includes TV coverage of rescue efforts to get him out of his costume when his zipper stuck in 1984. 27

PAINS IN THE ASH DEPT.

Sure, you already know about lung cancer, emphysema and heart disease, but what about the...

OTHER DANGERS OF

THE INVOLUNTARY BEARD AND MUSTACHE SINGE



THE HIDDEN CIGARETTE INTERNAL COMBUSTION



THE SPRINKLER SYSTEM SET-OFF SOAK



THE PIPE-IN-POCKET BURN-OUT



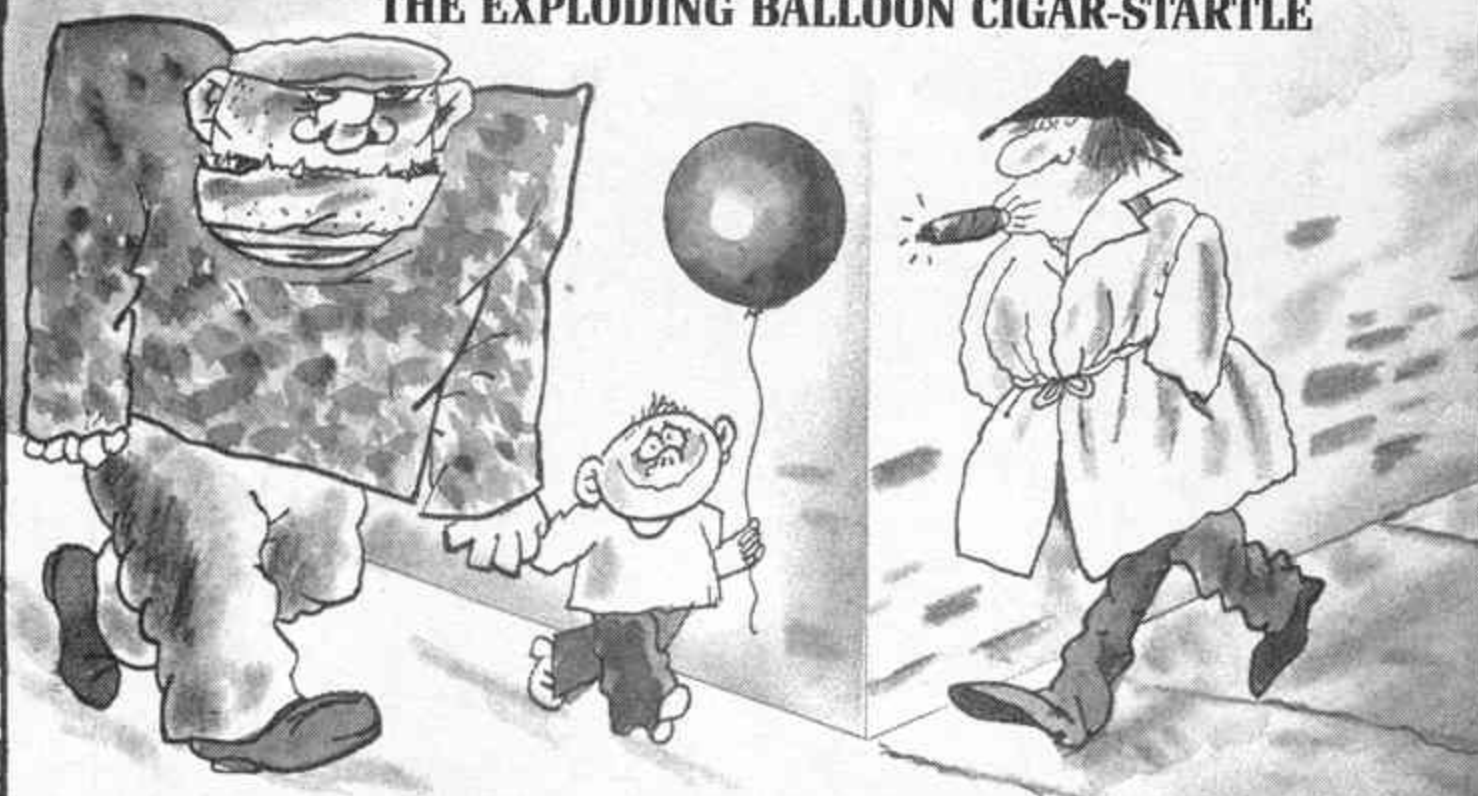
SMOKING

SURGEON GENERAL'S WARNING:
Smoking This Article May Be
Hazardous to Your Health

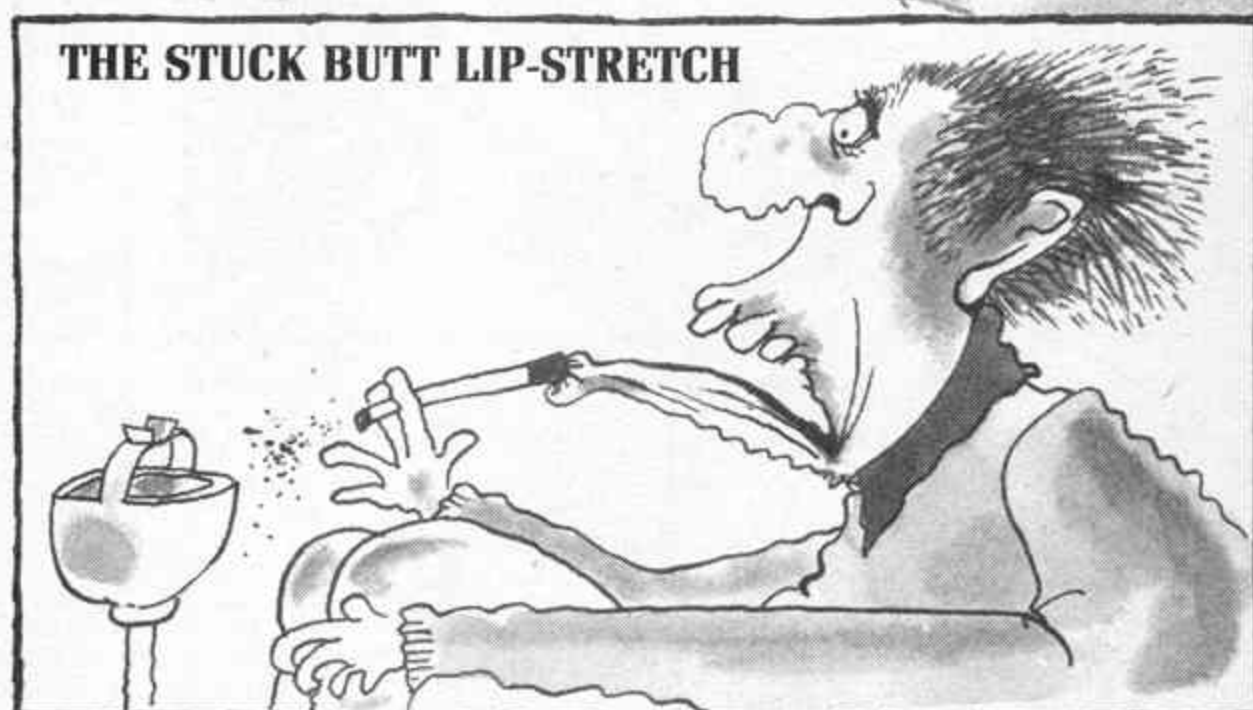
THE FILTER TIP LIGHT-UP FLASH



THE EXPLODING BALLOON CIGAR-STARTLE

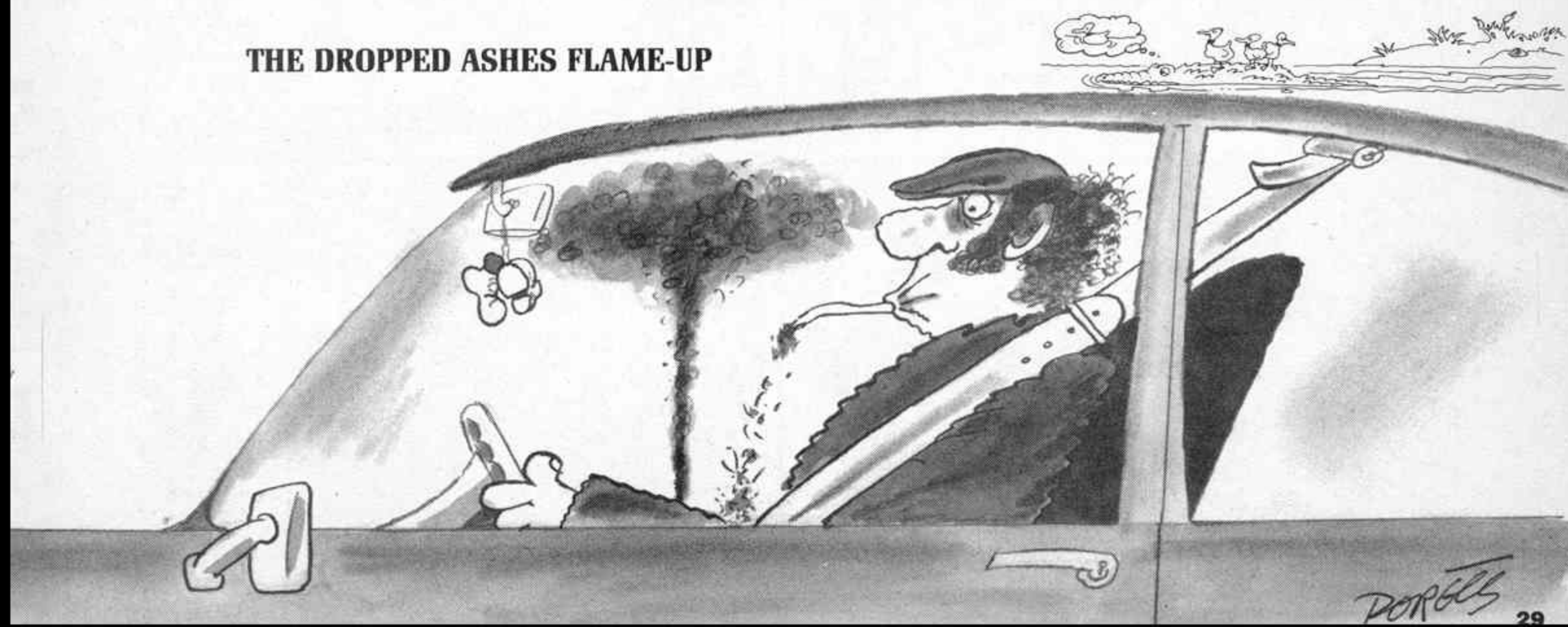


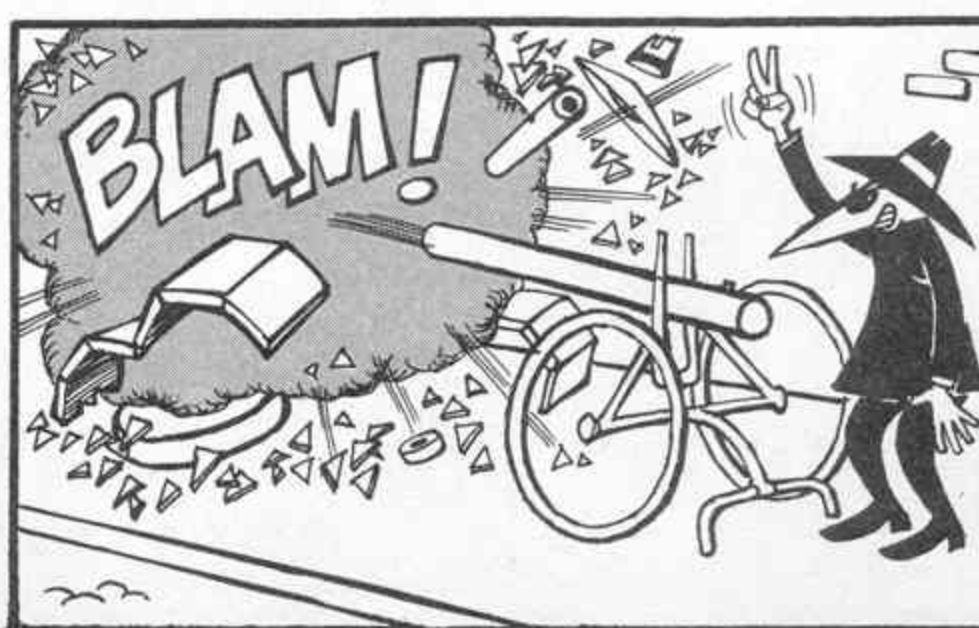
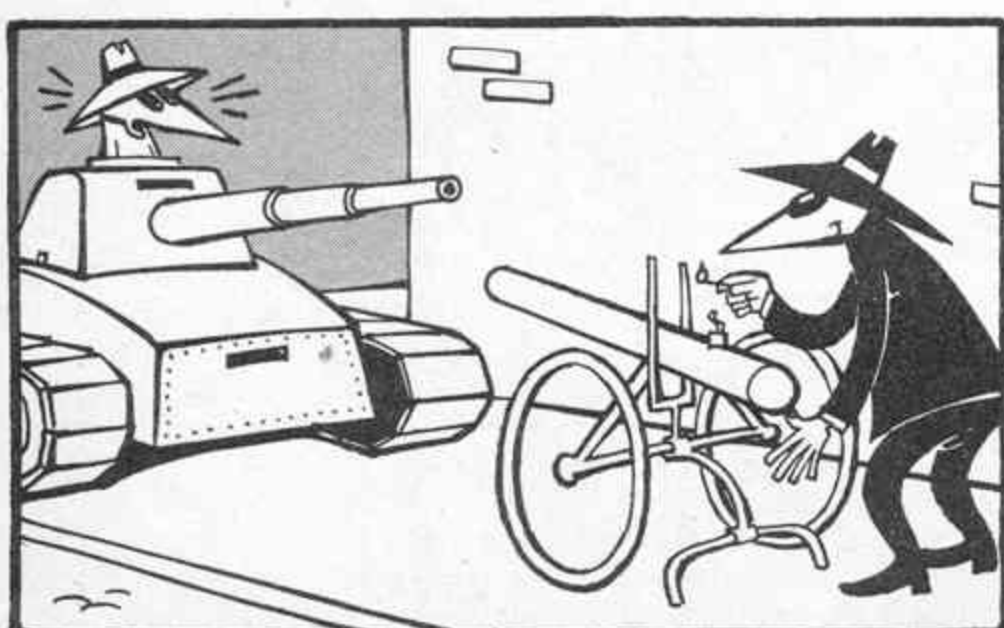
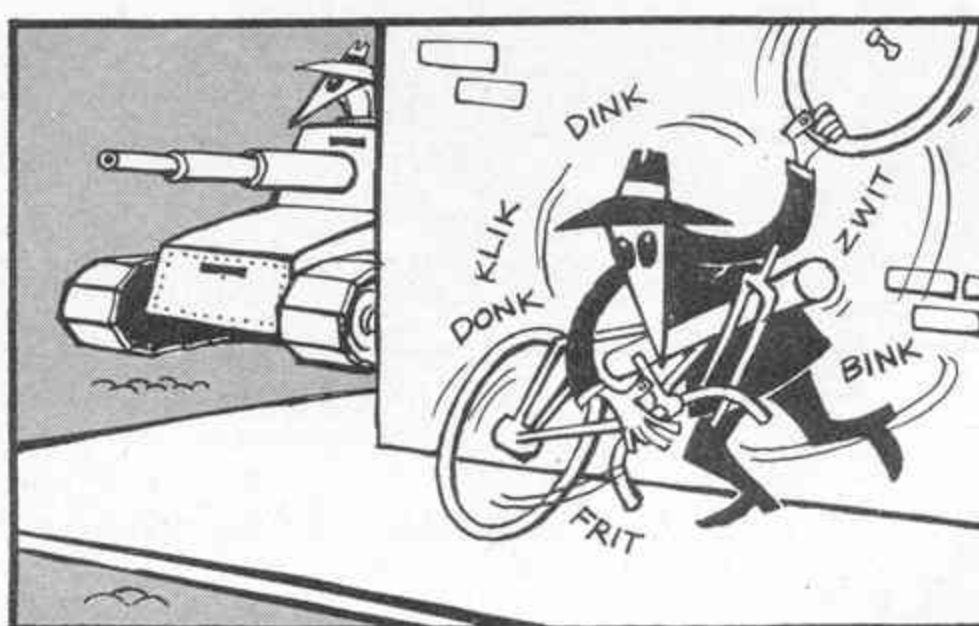
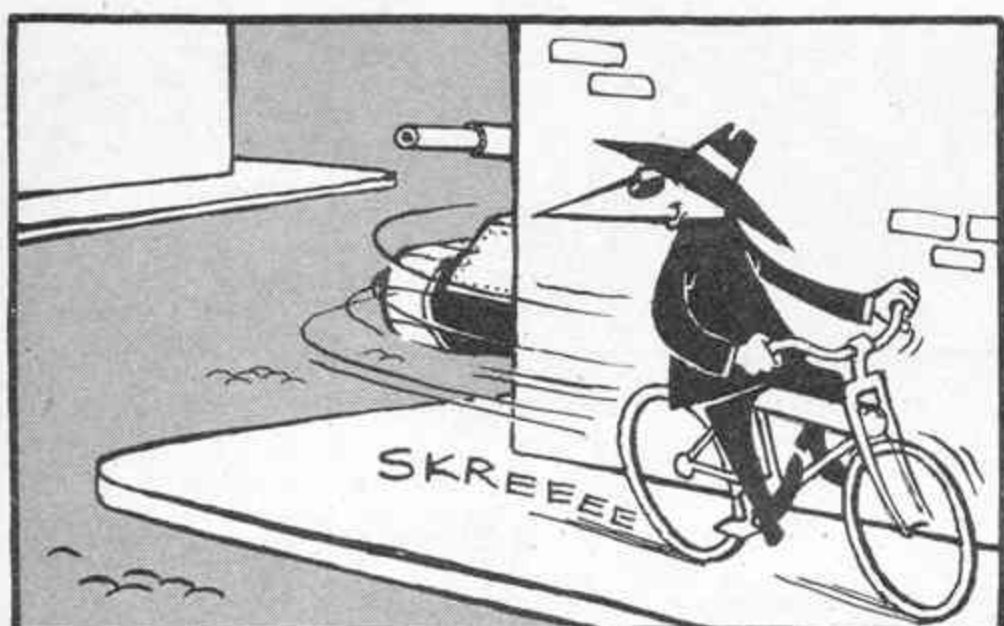
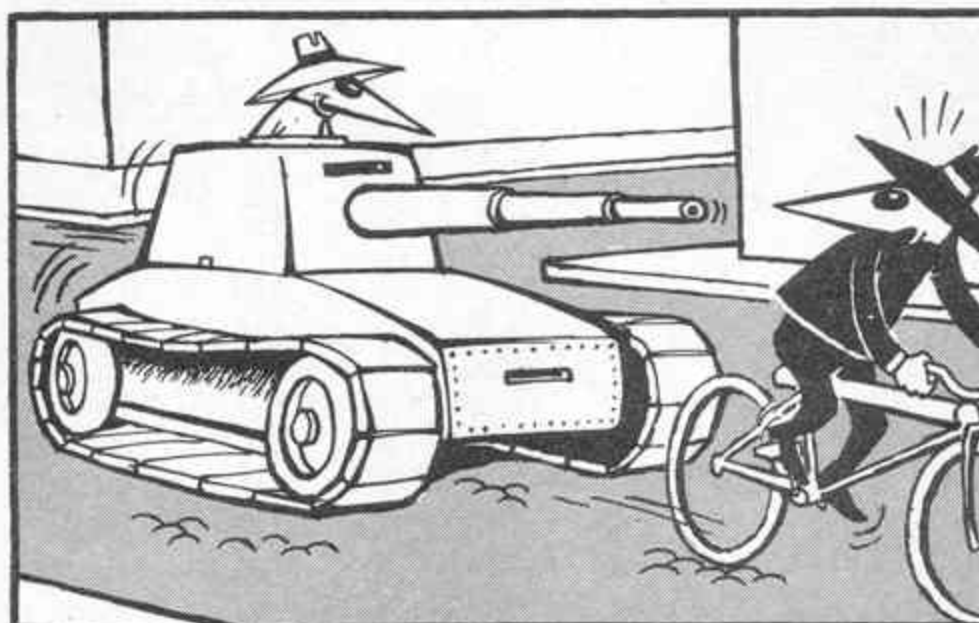
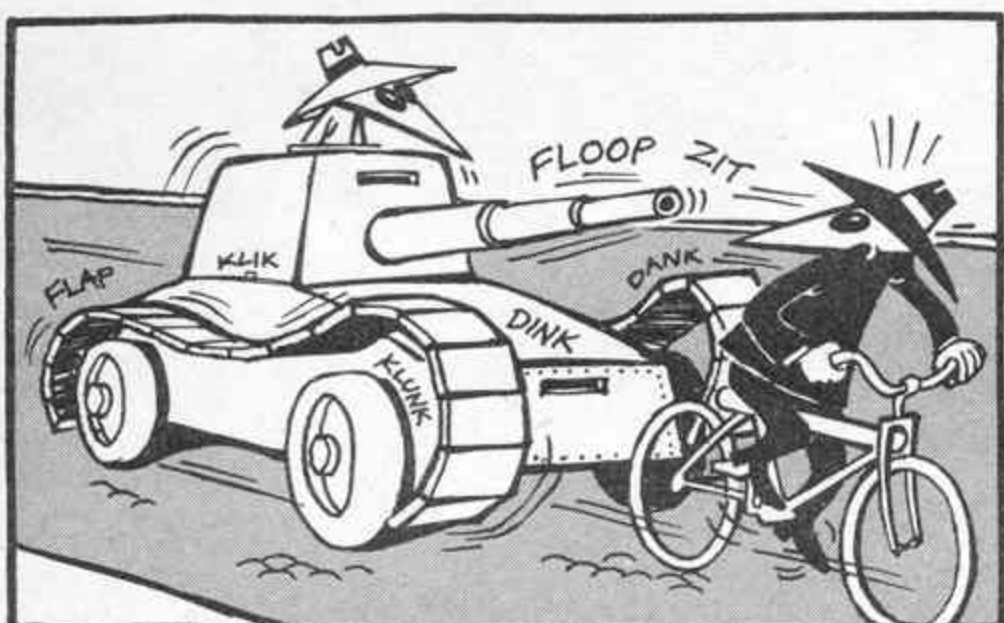
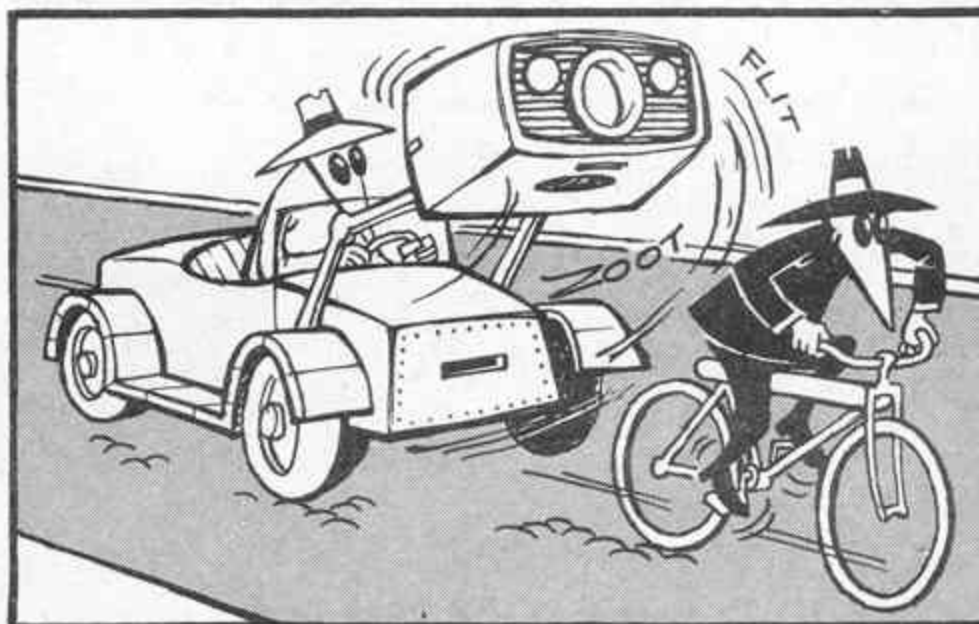
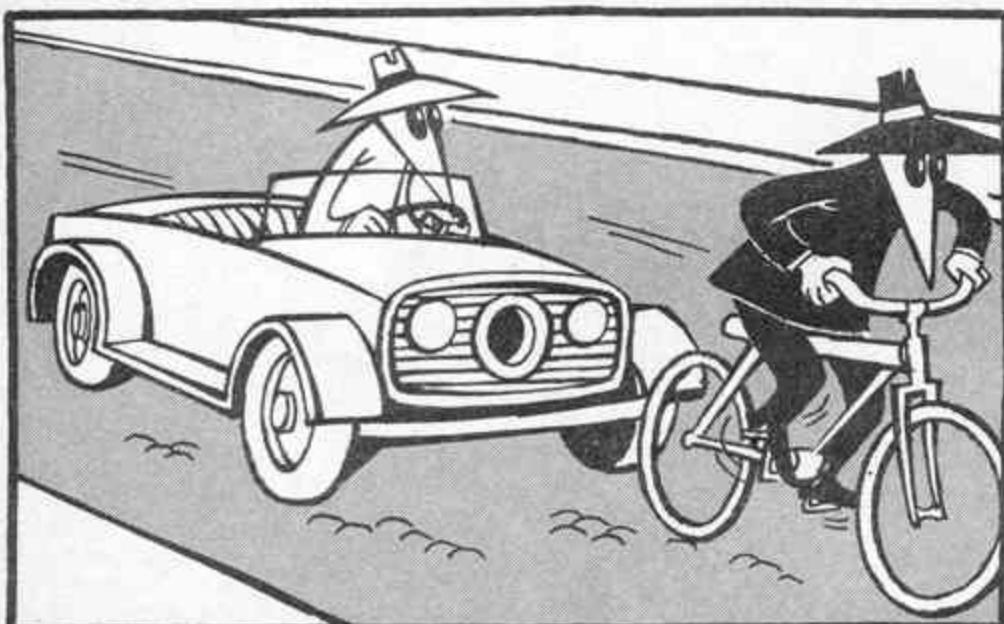
THE STUCK BUTT LIP-STRETCH



ARTIST AND WRITER: PAUL PETER PORGES

THE DROPPED ASHES FLAME-UP

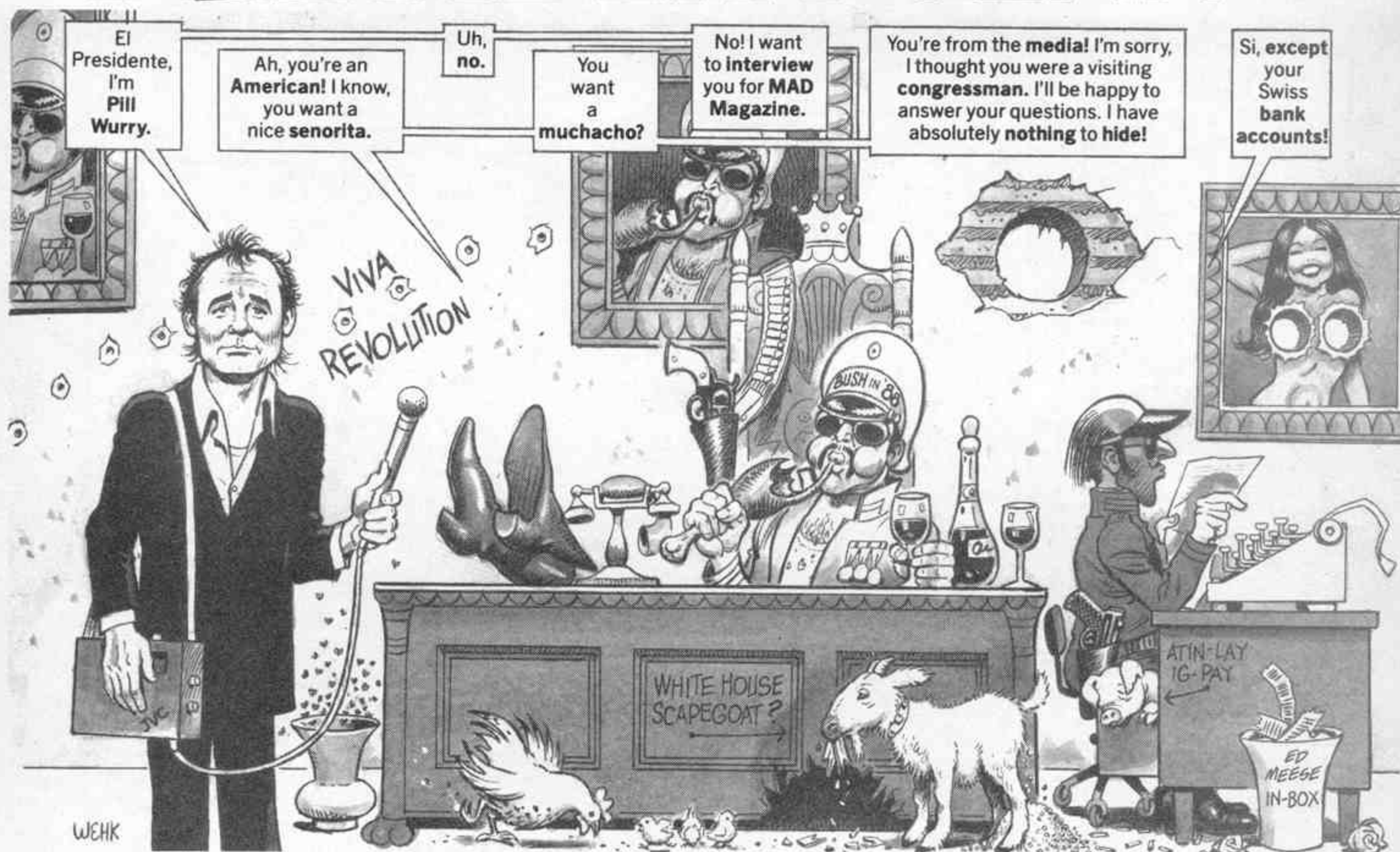




Many Americans are deeply concerned over our ever-increasing involvement in Central America. An even greater number are concerned with who's the father of whose baby on Dynasty! Reading this article ain't gonna shed light on either of these problems, but join us anyhow as we interview Generalissimo Toro Manuro, of the Republic of El San Banana, who has been selected as Mad's

BANANA REPUBLIC

PREDICTOR OF THE YEAR

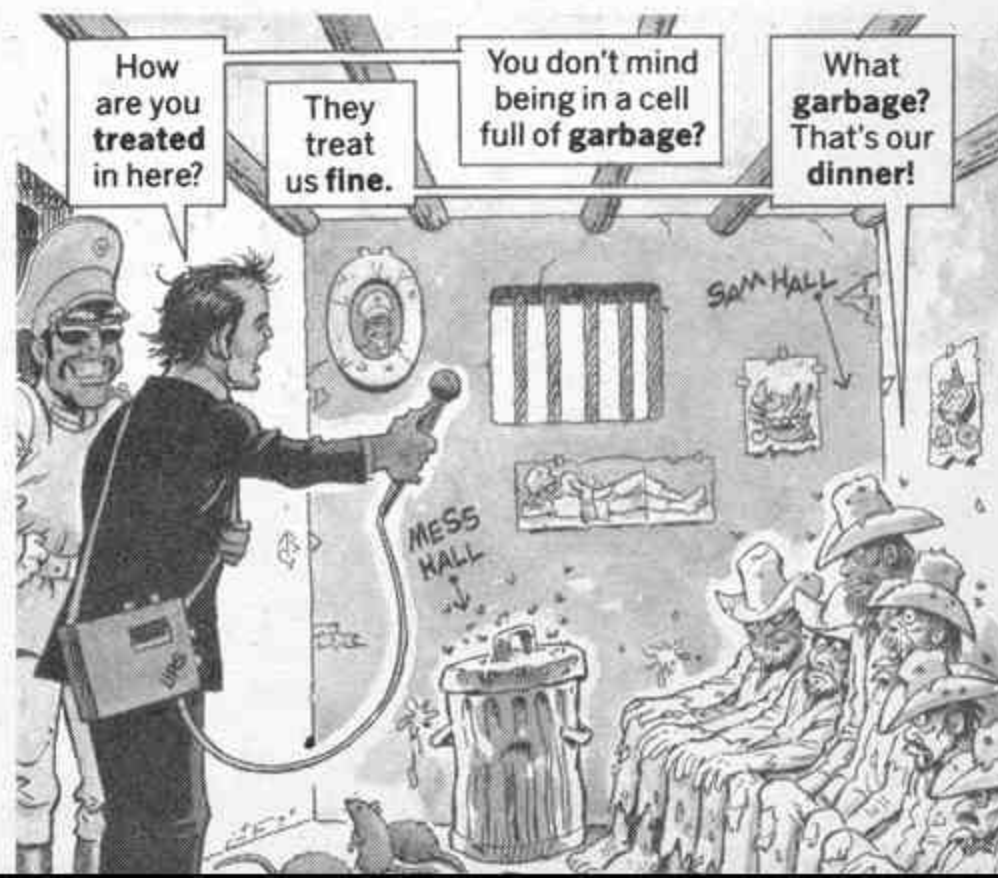
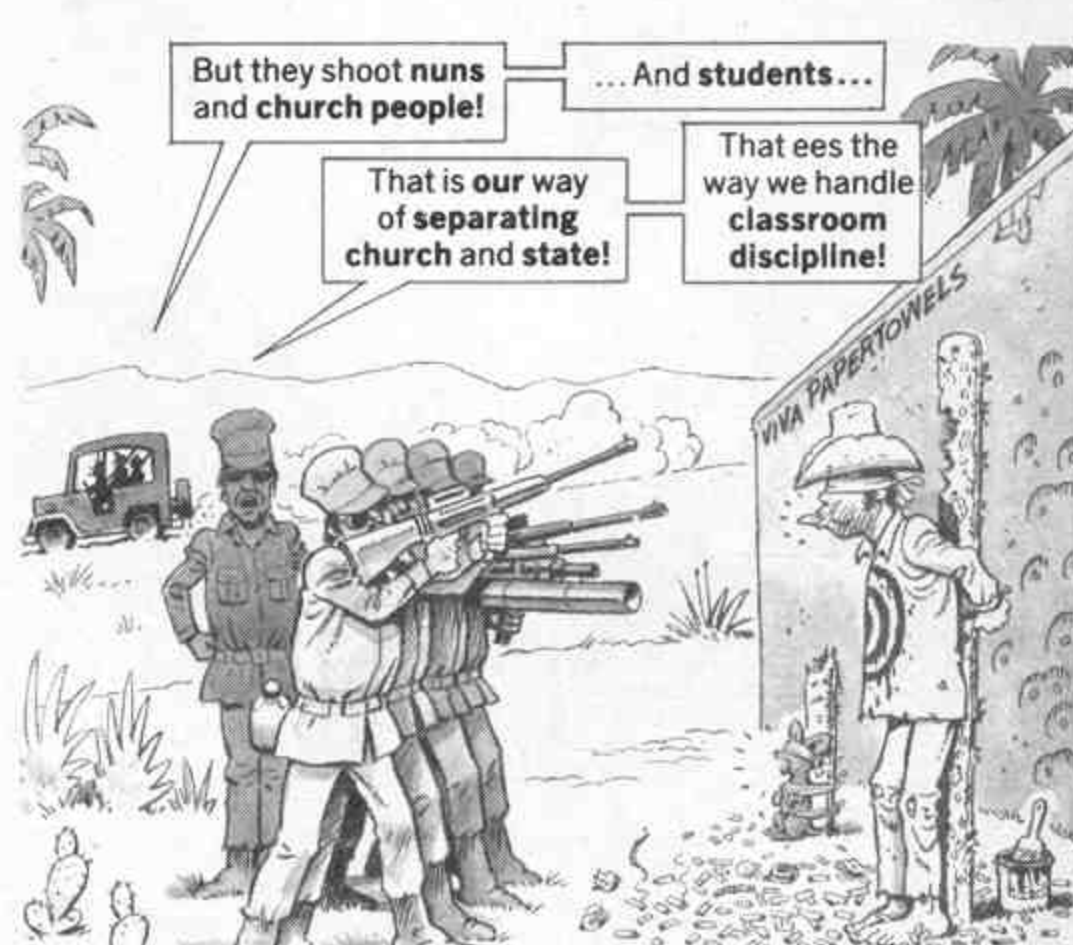
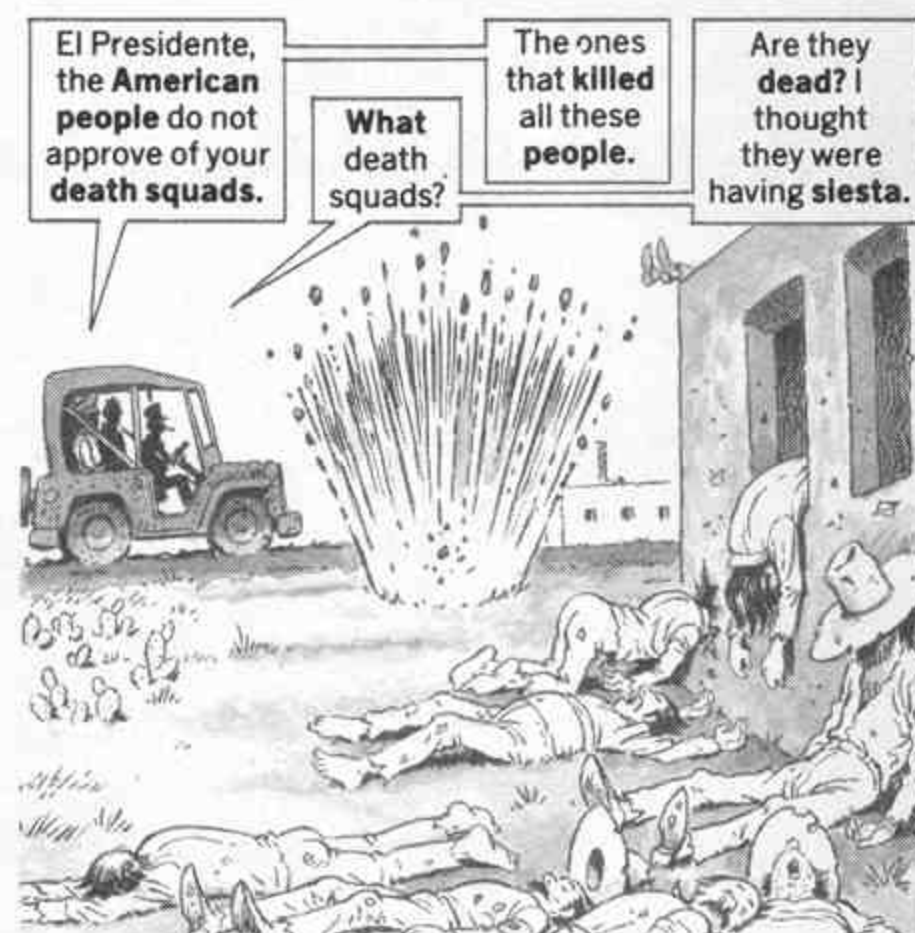
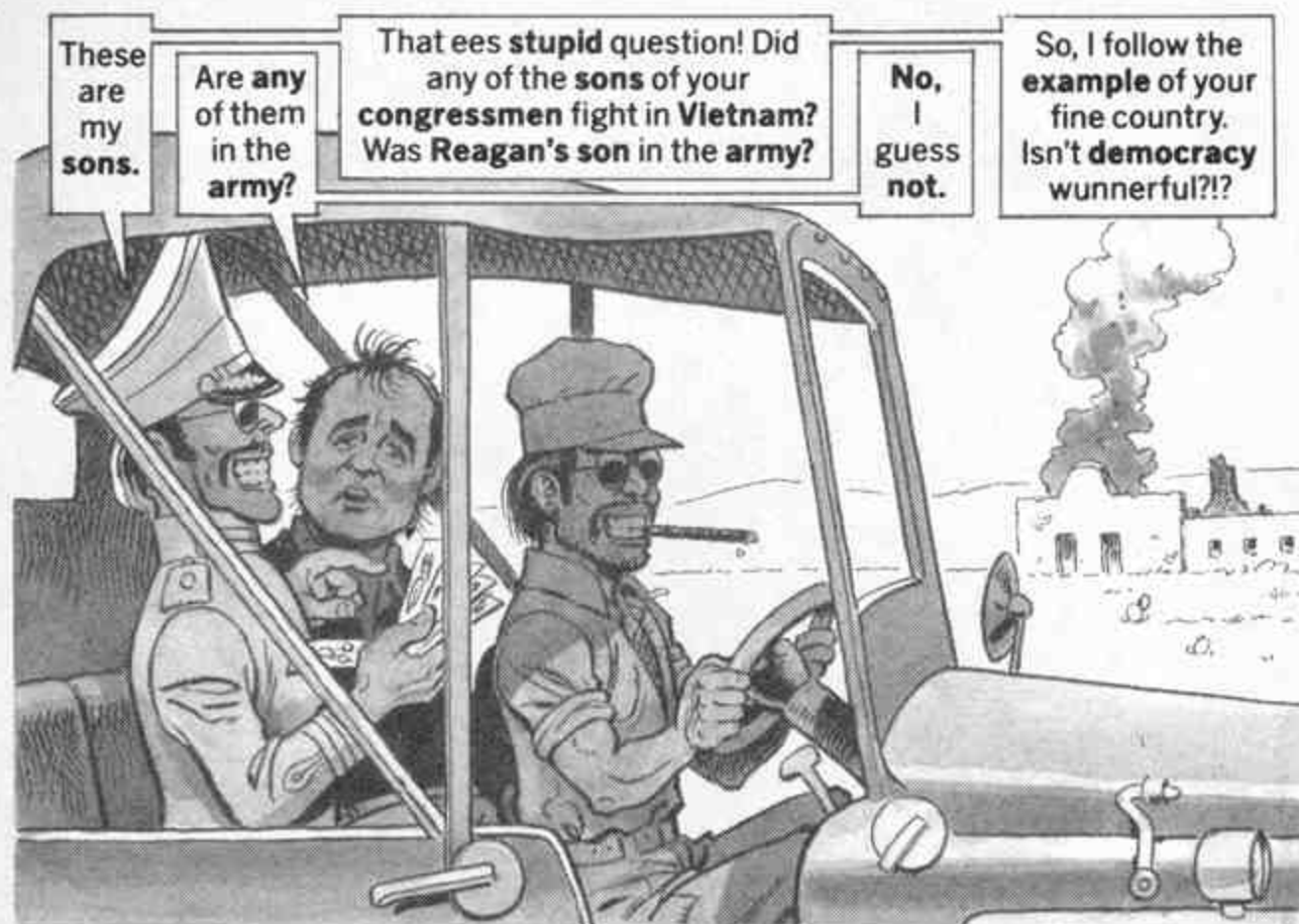


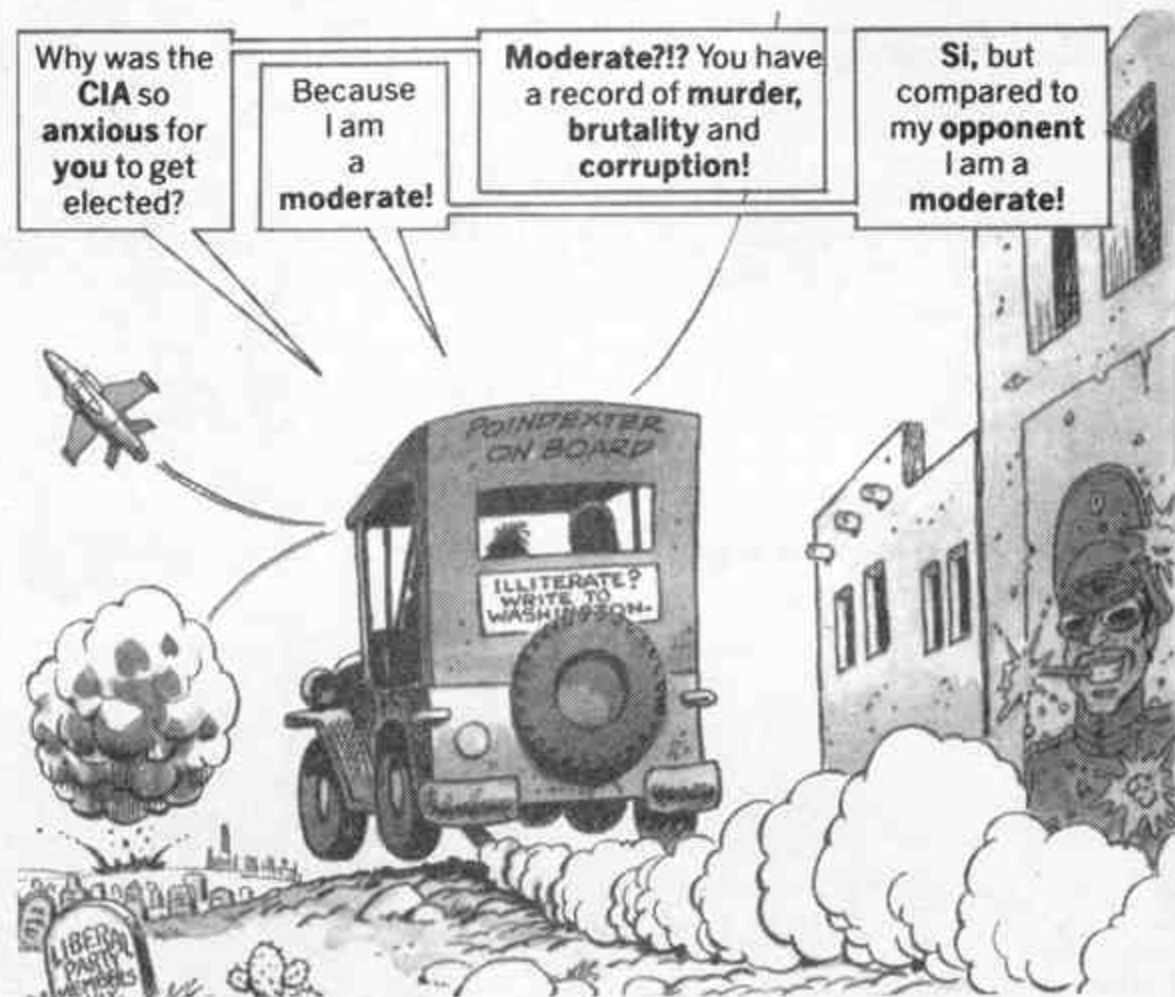
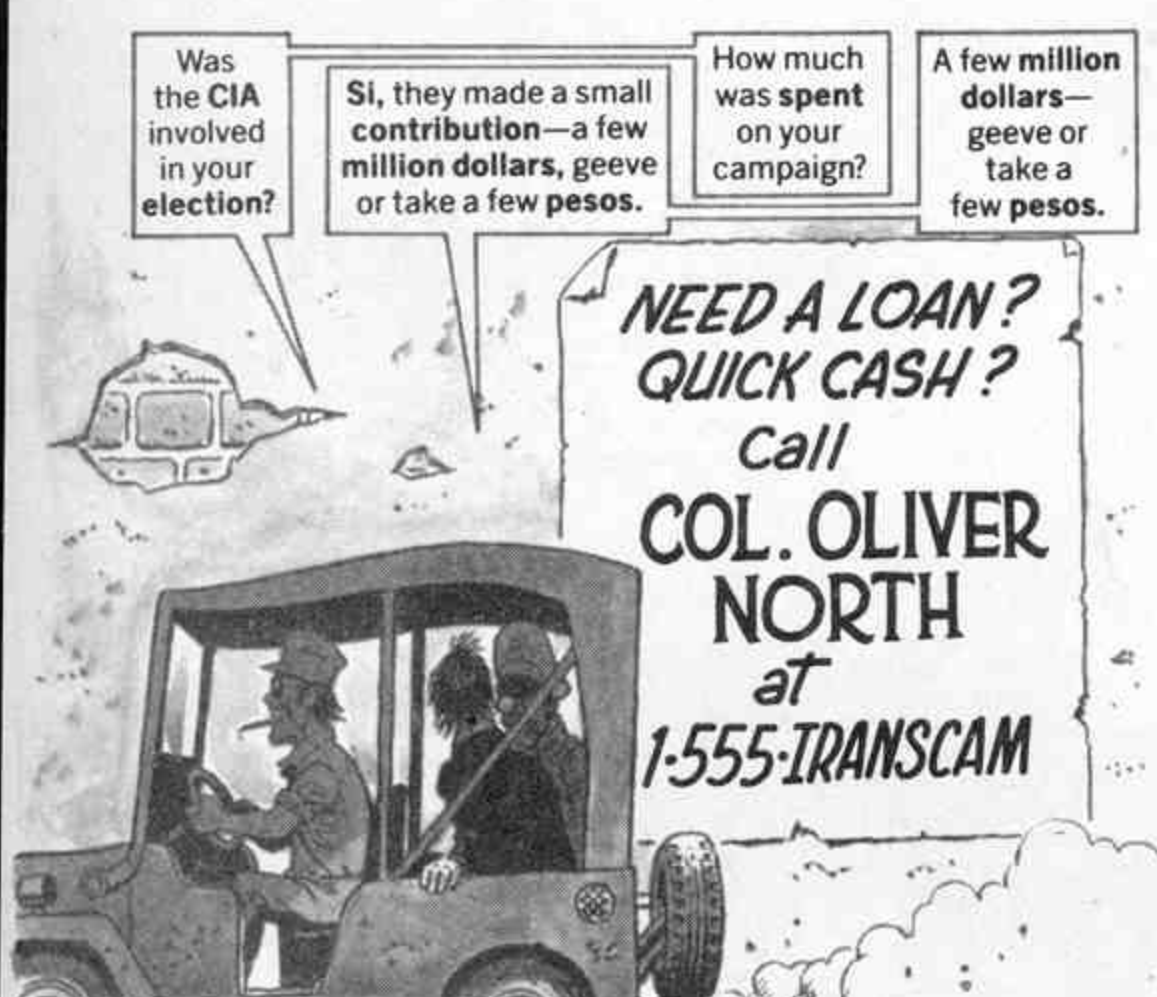
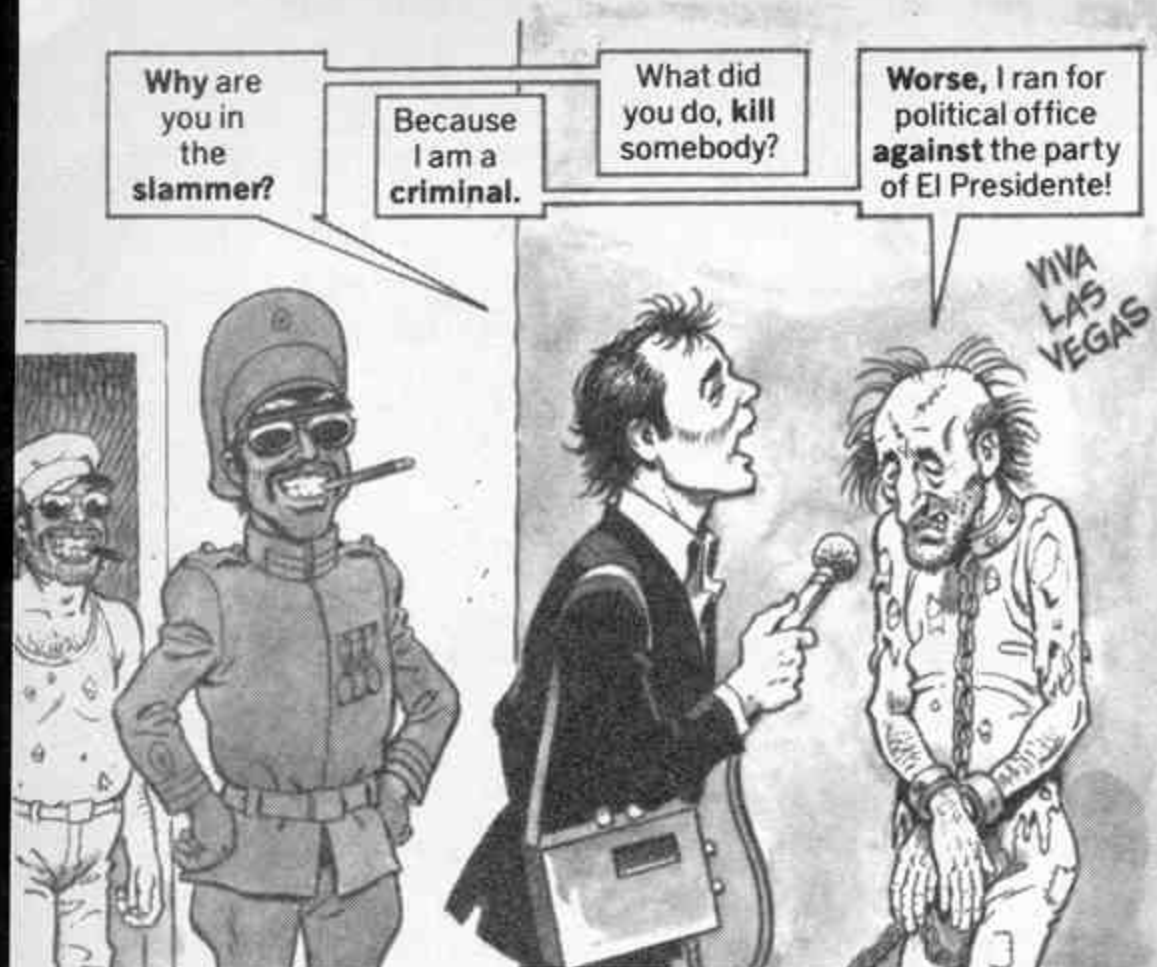
ARTISTS: WILL ELDER AND HARVEY KURTZMAN

WRITER: LOU SILVERSTONE

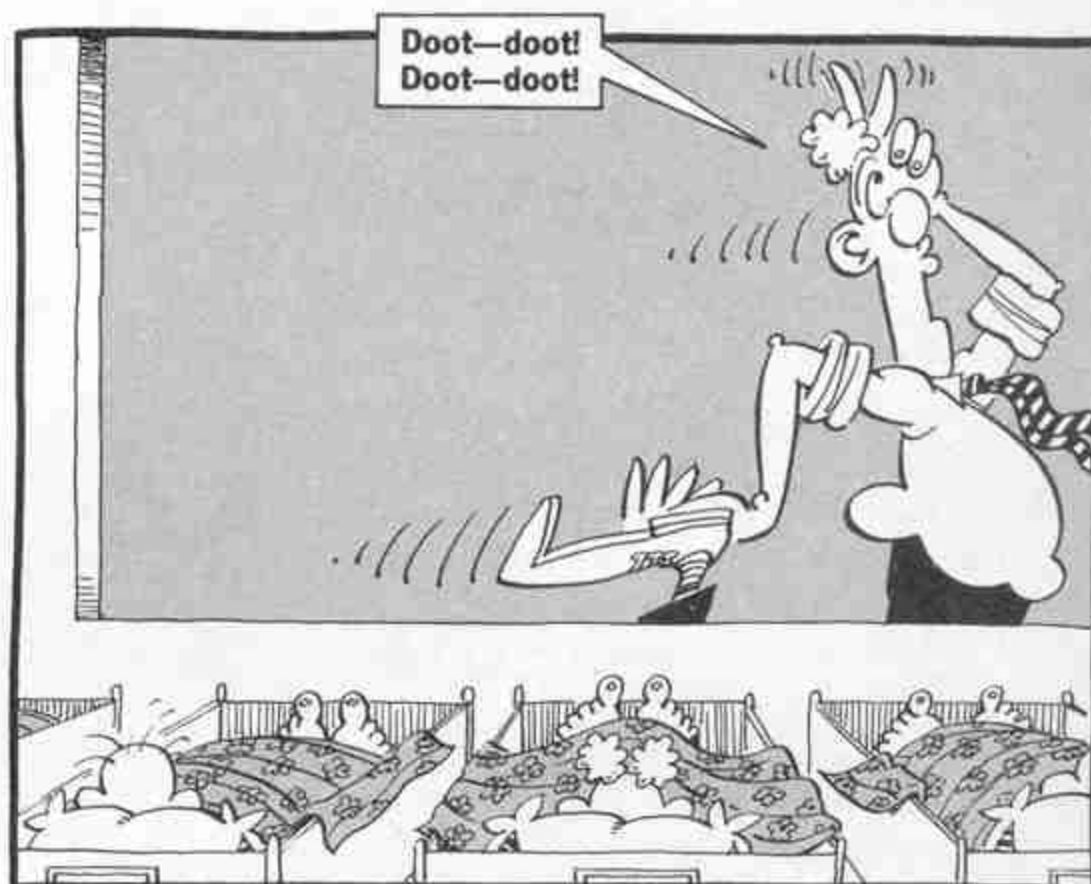
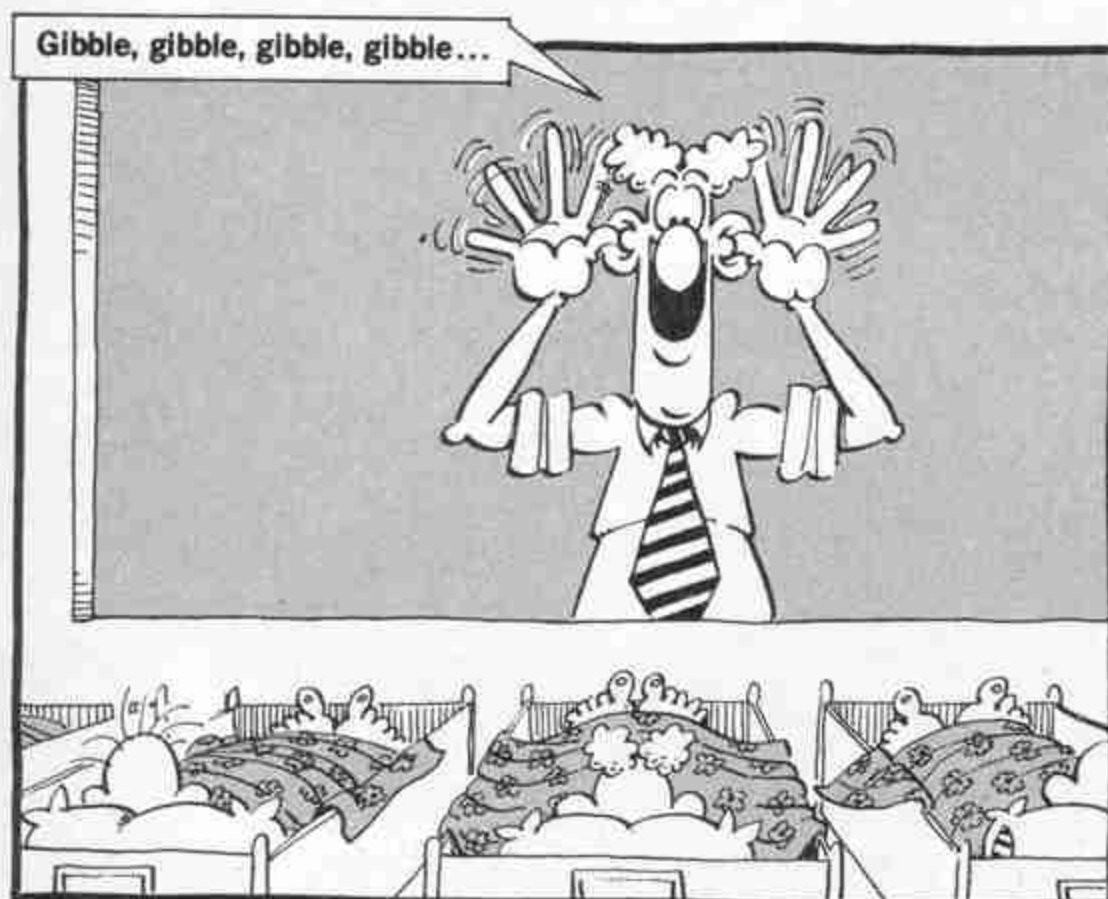
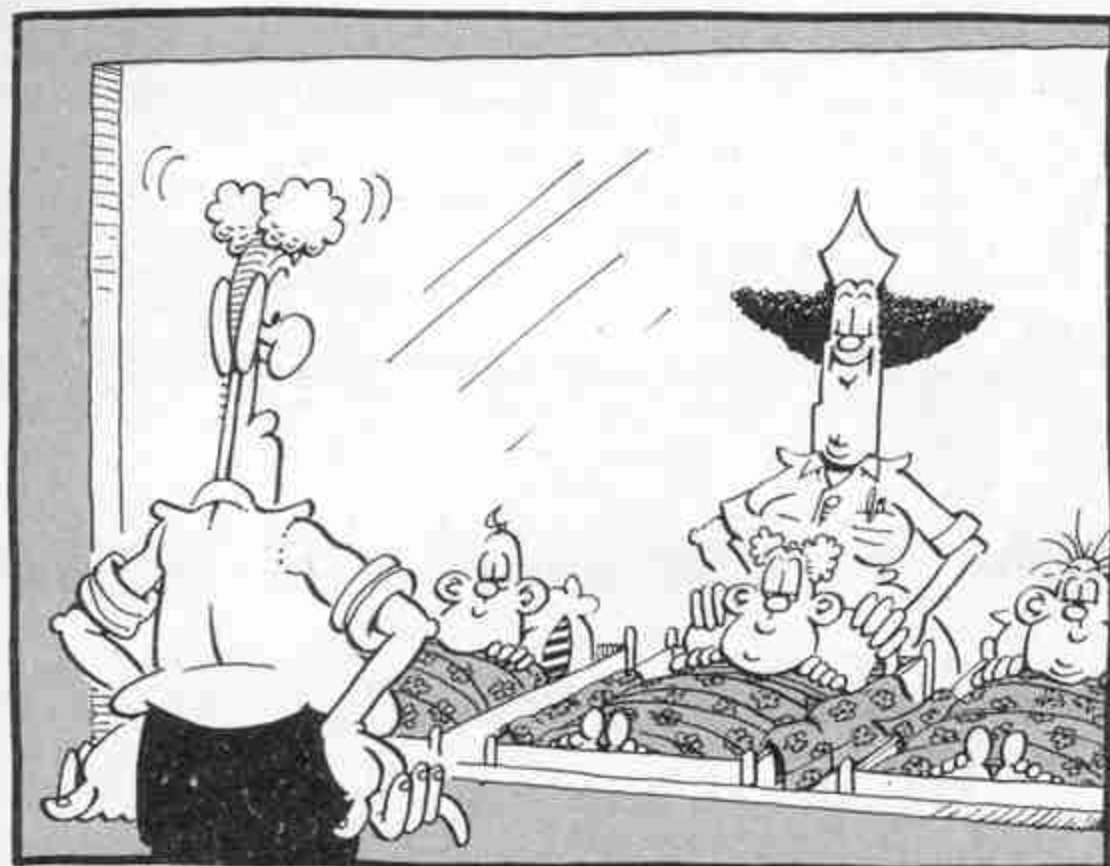




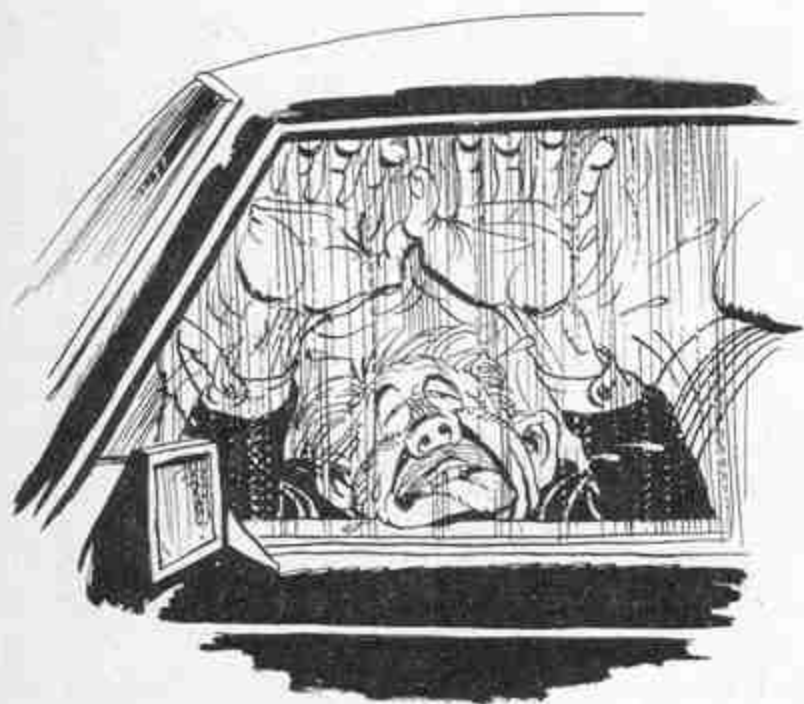




ONE FINE MORNING IN THE MATERNITY WARD



...a set of electrically powered car windows and door locks that doom you to a slow death if the battery ever fails while you're trapped inside.



...agriculture developed to the point where it can produce three crops of honeydew melons every summer—all of which are completely tasteless.

...a phone machine with enough tape to answer your phone for a month, causing your mother to be charged for dozens of toll calls without talking to you.



TECH—NO-LOGIC DEPT.

"State Of The Art" is one of those phrases advertisers like to label any new product. It sounds impressive, but what does it really mean? Not much! See what we mean as we examine just what...

STATE OF

ARTIST: GEORGE WOODBRIDGE



...a computerized auto ignition system that can only be repaired by a mechanic with a Ph.D. from a Japanese University.

...a portable cassette player with earphones designed so expertly that all other sounds are blocked out.



...an emergency spare tire that takes up 20% less space in the trunk, and takes you 99% fewer miles on the road.



...a lawn sprinkler system that turns on automatically at the same time each day—and soaks any poor wretch who is unlucky enough to be passing your yard.

...a diesel car that can travel 550 miles on a single tank—which is almost far enough to get you to the next station that sells diesel fuel.



...an amazing liquid vitamin that enables you to grow tomatoes twelve inches in diameter—and creates mutant worms twelve feet long to eat them.

THE ART IS...

WRITER: TOM KOCH



...a smog control device that reduces air pollution by fouling up car engines so much they won't run at all.

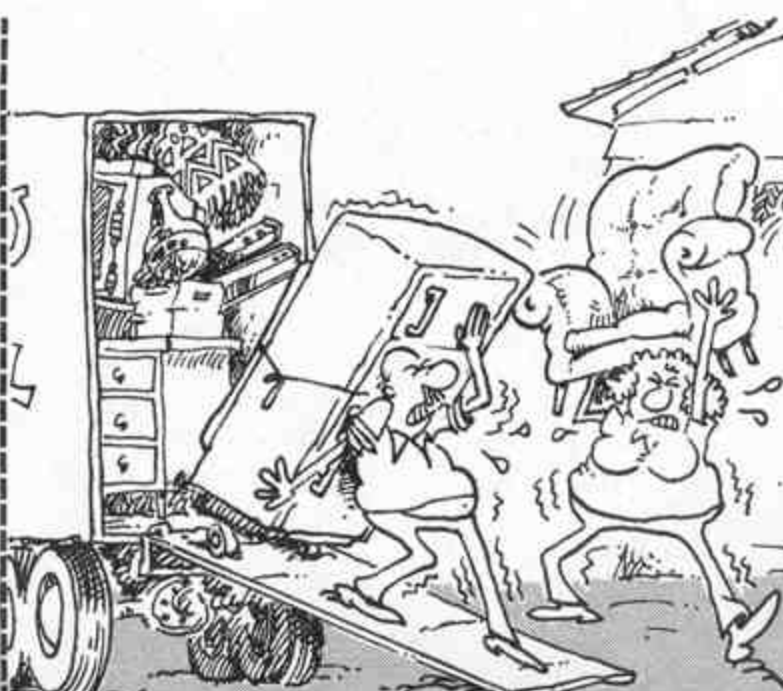
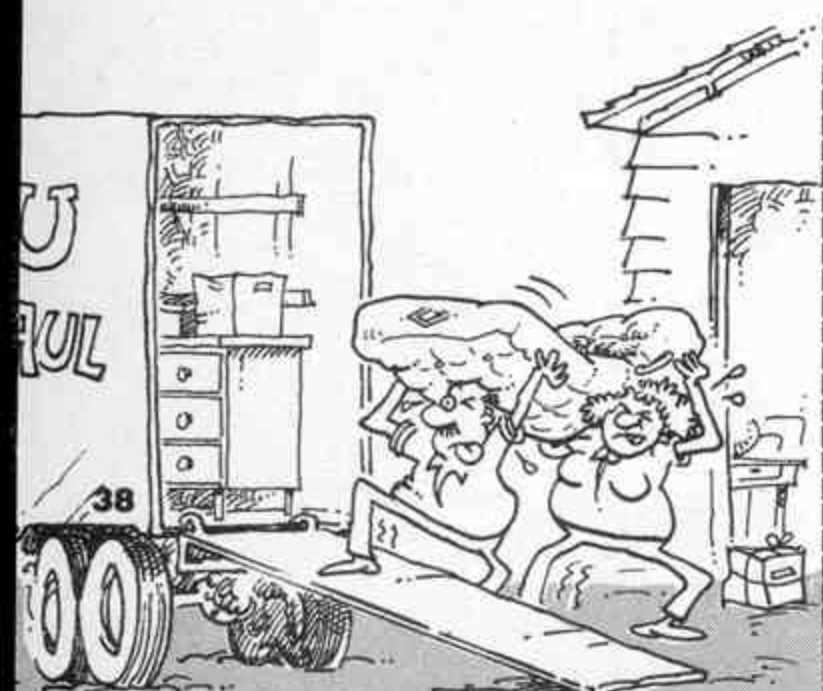
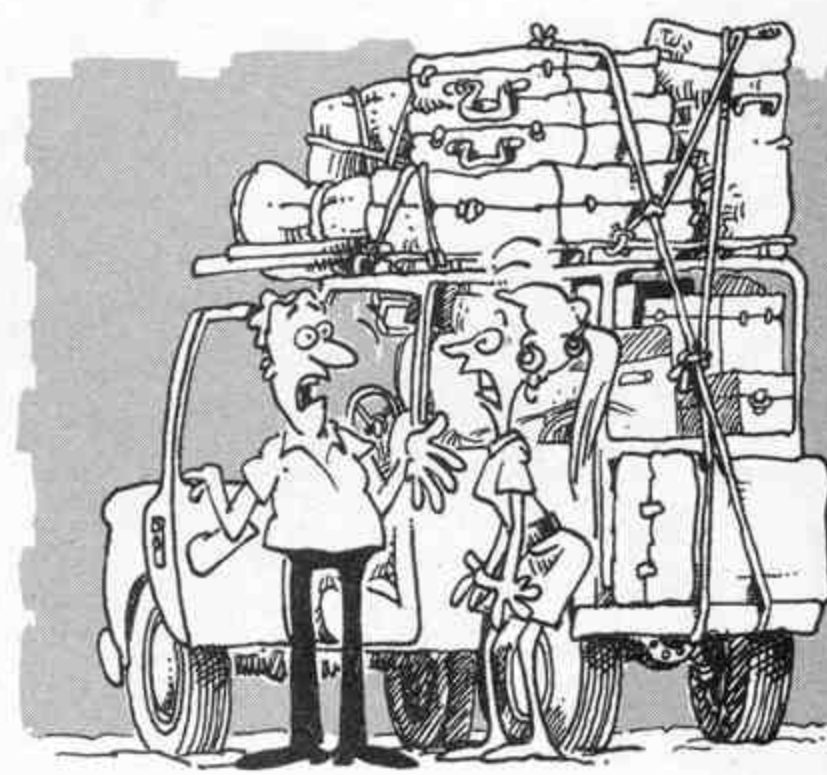
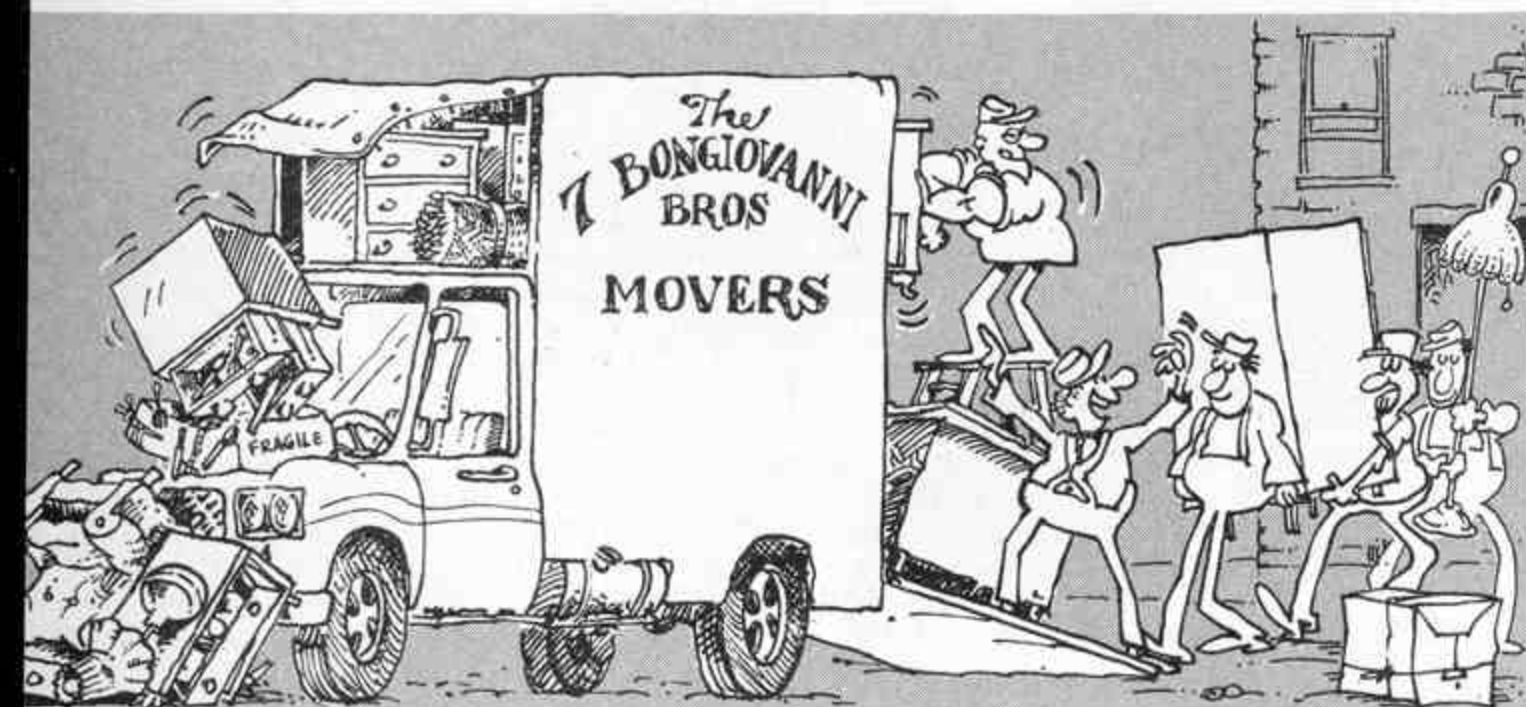
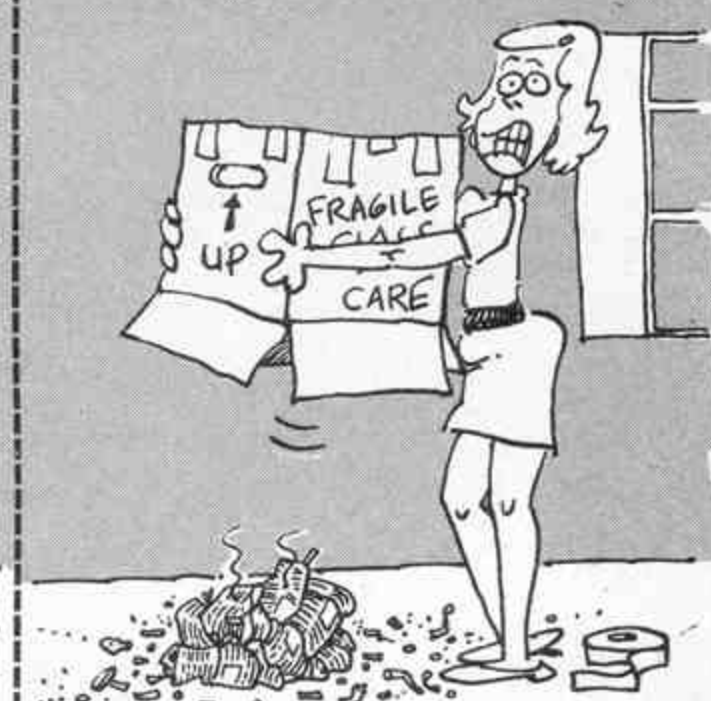


...a word processor that allows you to fix mistakes without retyping the whole page—assuming you can read and understand the whole instruction manual that tells you how to do it.

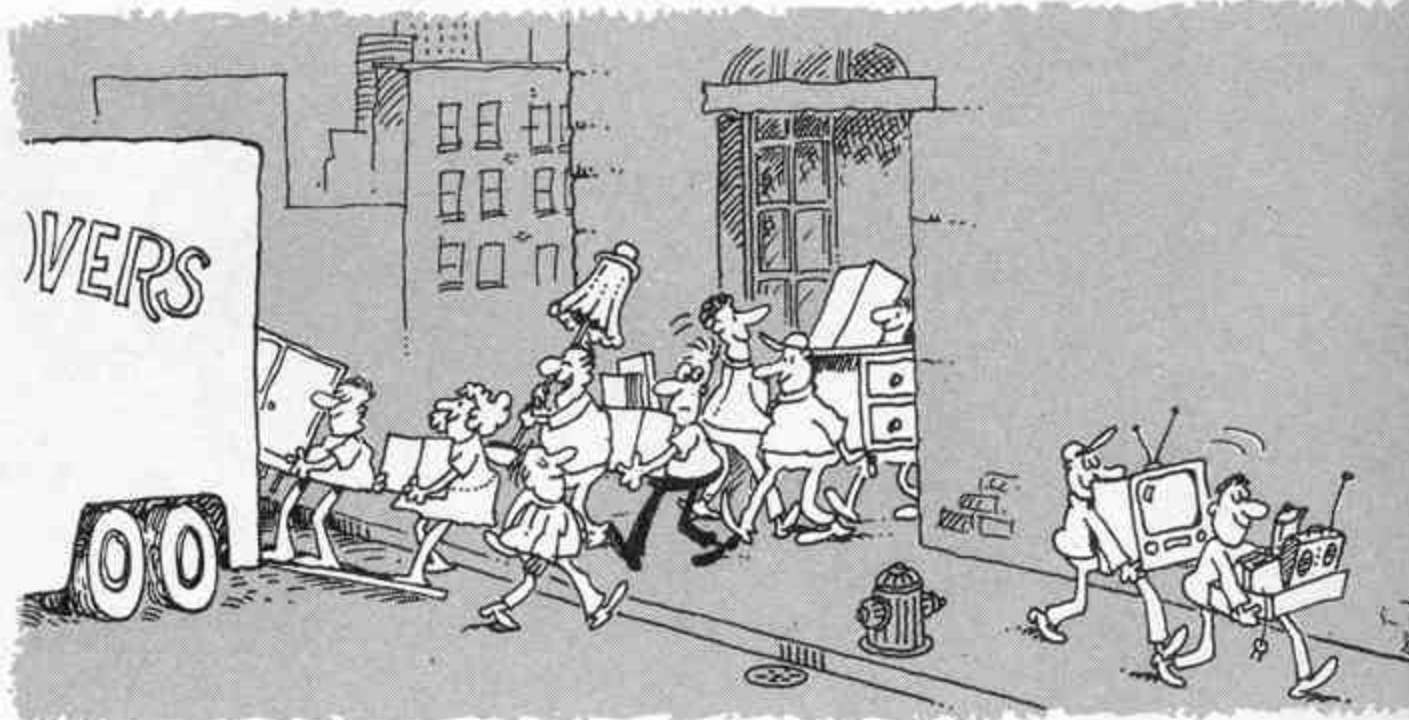
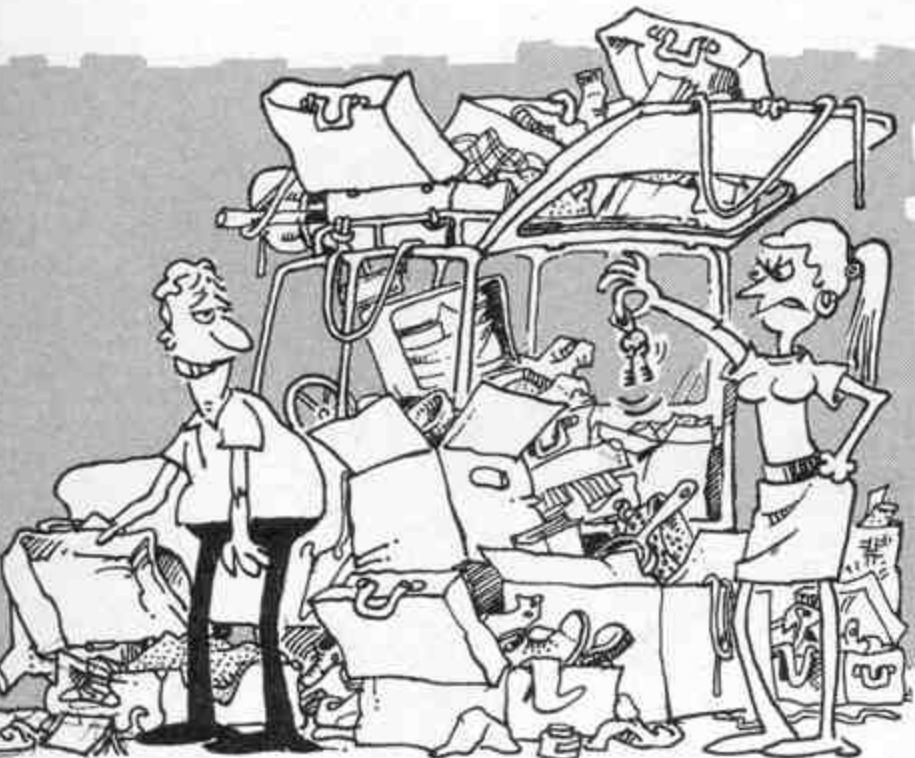
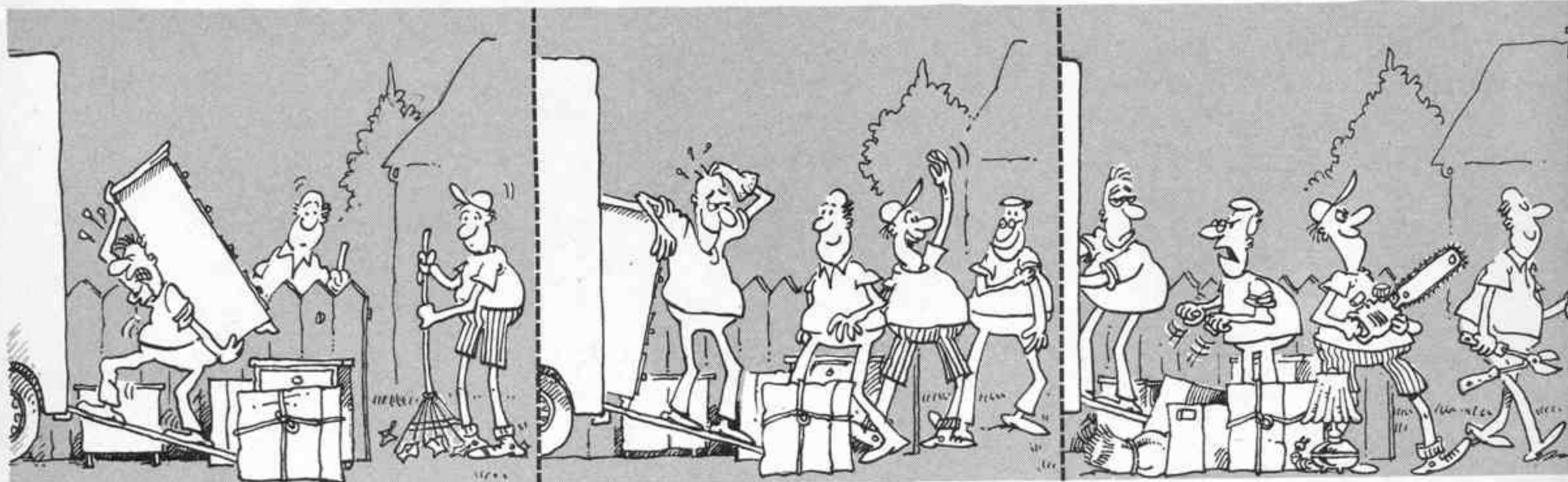
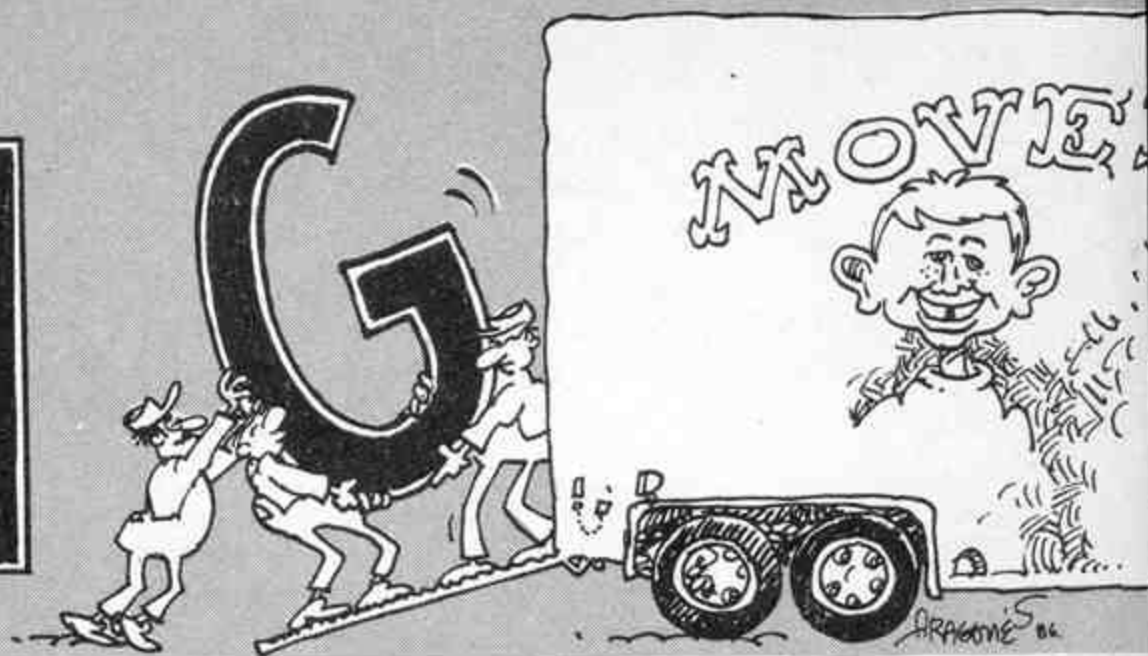
...a garage door that can be opened with a remote control device—except when you leave it inside the glove compartment, which is inside the car, which is inside the locked garage.



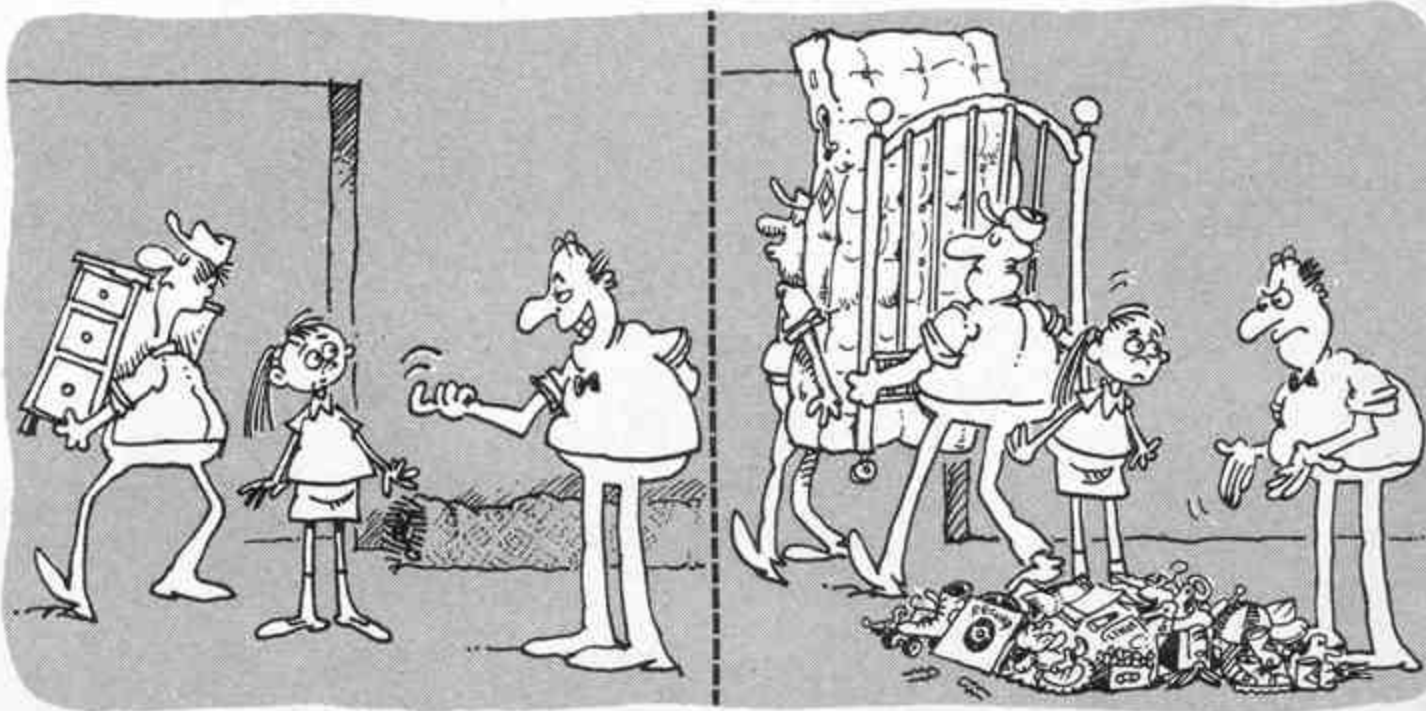
A MAD LOOK AT



MOVING



ARTIST AND WRITER: SERGIO ARAGONES



IMMIGRATING ON OUR NERVES DEPT.

A recent study has indicated that only one in twenty-three people actually read a Mad article's introduction. So, if you are reading this introduction right now, you're only one in twenty-three! But don't feel bad—the same study determined that two out of three Mad readers have watched the TV show the following satire is based on more than once! We find that news...

PERFECTLY

I'm **Bulki Barfonomus**! I really love Amerika, the land of opportunity! Only in Amerika can someone do what I did—take a **two-minute bit part** in a movie like "**Beverly Hills Cop**" and parlay it into **my own TV show** on the strength of my "**acting skills**"!

And I'm **Leery**, **Bulki's distant cousin**! Unfortunately I wasn't **distant enough**—**Bulki found me!**

I'm **Mr. Twinkiesetter**! I own this **second-hand store** in this **second-hand building**! The only thing I don't own is this **character** I play! That's **second-hand**, too, **stolen** from the role of the mean, rotten boss Louie on "**Taxi**," remember?

Bulki certainly **didn't forget**—he **stole** the **Latki character's "foreign act"** from the same show!

Not to mention the "**alien in a strange land**" bit from "**Mork and Mindy**"...

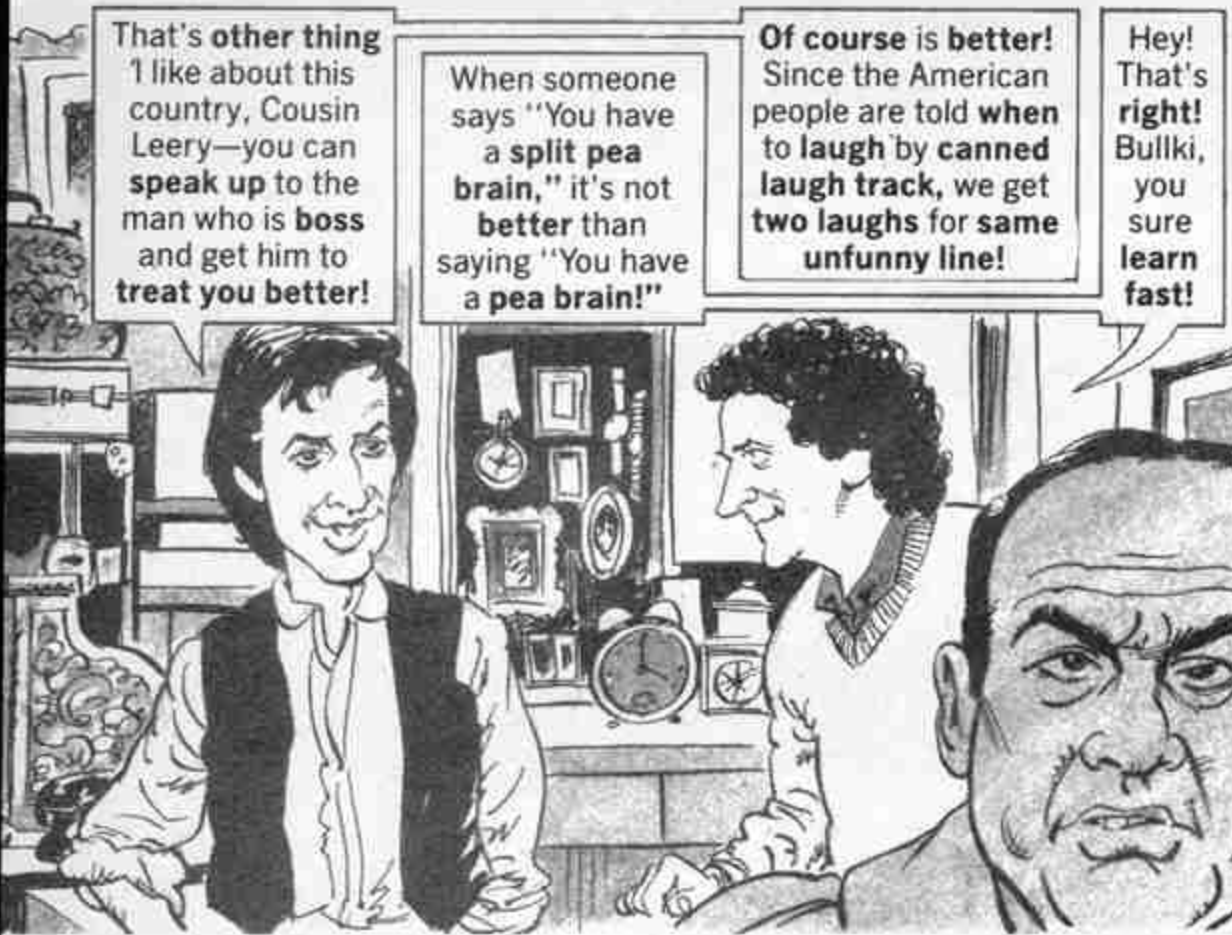


Strange

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO







Produce Section?! Bullki, even for you that's a stretch!

Even for a stranger from a foreign place?

That's a **stretch** even for an alien from the moon! Even for a comic from Atlantis! Even for a...

I get the point, Cousin Leery, I get the point!



This is most **incredible** place I have ever seen! Look, rows and rows of **canned food**!

Didn't they have **canned food** where you come from?

Unfortunately, no! There everything is **tree- and vine-ripened**! Then they pick and ship to market **fresh**! But **canned food**—this is **progress**!



More wow! Look—minute rice, minute steak, instant coffee! Today is there not **anything** people don't do fast?

Yeah—turn off TV sets when shows are bad!

Whoa boy! Are we lucky for that!



Even more wow! Such **bargains**! Look! On TV commercial I see "Joy" for **\$100 an ounce**! Here is for **\$1.29 a quart**!

No, Bullki, the "Joy" you saw was **perfume**! This is **liquid detergent**!

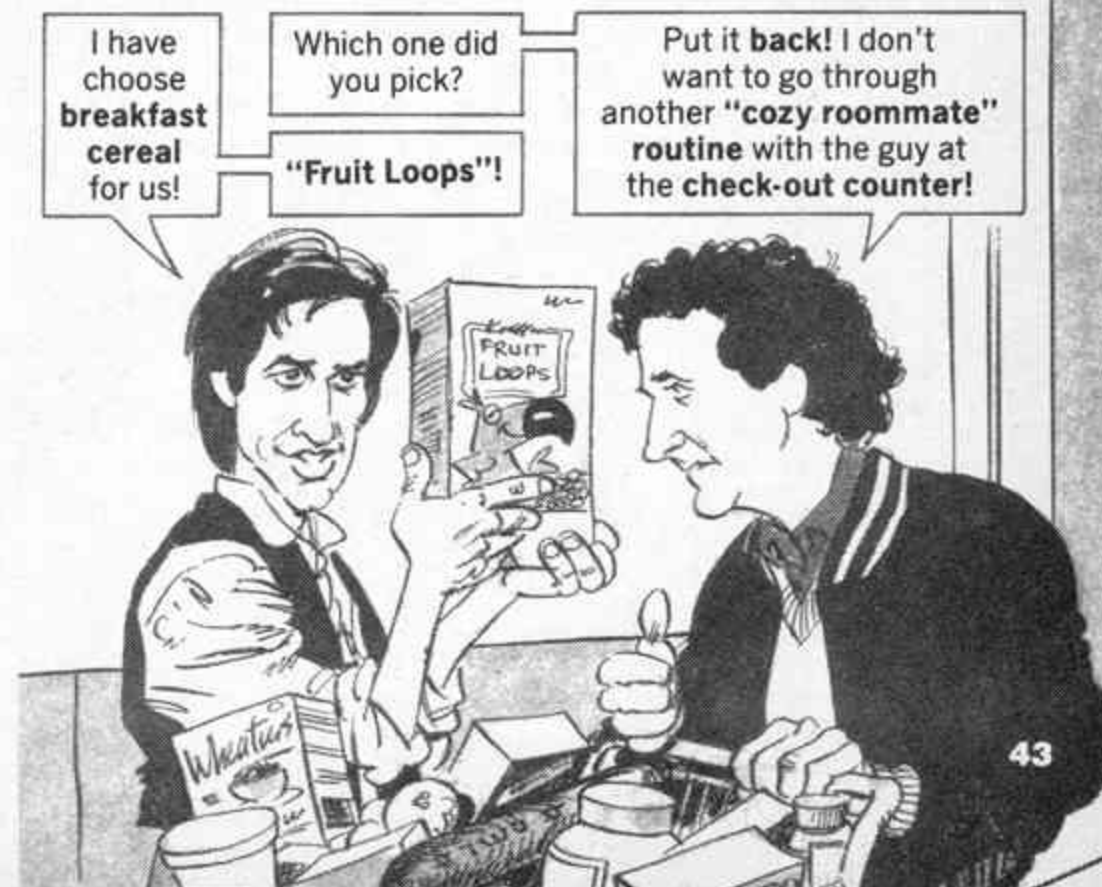
In my land, women and sheep smell the **same**! Even this **detergent** is **step in right direction**!



Fresh bagels! I can't believe it! Fresh bagels! Two questions, Cousin Leery—why are **bagels** not **canned** like everything else? Second question—what are **bagels**?

C'mon, Bullki, you know what **bagels** are! We eat them **every morning** for **breakfast**!

Of course I know what bagels are, but now is good time to do my "**get crazy excited and then pretend I don't know what I'm talking about**" bit! Is all part of our **success formula**!



I have choose **breakfast cereal** for us!

Which one did you pick? "**Fruit Loops**"!

Put it **back**! I don't want to go through another "**cozy roommate**" routine with the guy at the check-out counter!



Used to be, only the phone company was in the phone business. But that made too much sense! So the government opened the field to anyone who could make the sound of a dial tone! The hot competition led to new services, like "memory dialing" and "call forwarding." We at MAD bet things will get even more advanced—or, as we like to say, "They have the technology; they can make it better!" Or can they?? Judge for yourself as you take a look at some of the

FUTURE PHONE GIMMICKS WE EXPECT TO SEE

ARTIST: AL JAFFEE

WRITERS: DICK DEBARTOLO AND AL JAFFEE

DISGUISE-A-PHONE



One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships.

DISTORTION-PHONE

If all your old friends live out of town, you probably spend hours and hours on the telephone. But you probably **hate** outrageous phone bills! Get Distortion-Phone!



Call your friend long distance and switch on Distortion-Phone. Speak normally. Its special circuits make your voice almost unintelligible.



That's all there is to it! Sit back and relax. Your friend calls you back, and you only pay for the 20-second initial call!

TRANSLATE-A-PHONE



Hello, Moishe's Kosher Deli? Send up two knishes, one matzo ball soup, and...



With so many foreigners in the U.S., phone conversations are getting confusing, if not impossible! This little invention makes crazy vowels fun. It translates any language from speaker to receiver, and vice versa, faster than you can say, "Tomber my pantaloni!"

PROXY-PHONE



Get to bed before 11PM and still save on long distance. Proxy Phone will place the call for you after rates go down. Just pre-record your message and program the number you want called. Great for beating the difference in time zones!

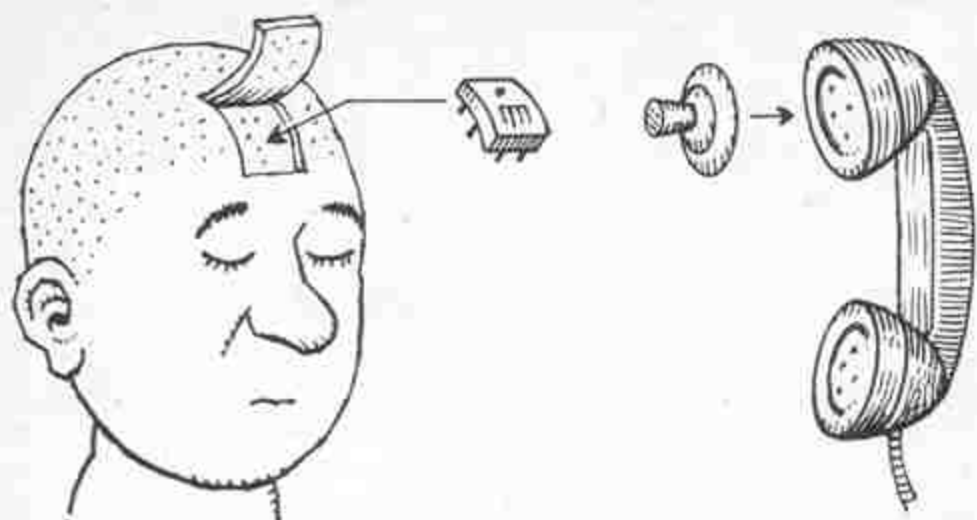
METER-PHONE

The donkey ran out when the cops arrived —can you believe it?! Jim was still unconscious and he was sitting on my—*CLICK!



Time is money! Keep track of every last penny with Meter-Phone. It tells you second by second how much you're spending. End mindless chatter. Set the alarm at a certain amount, for example, and cut your sister off at \$2.00!

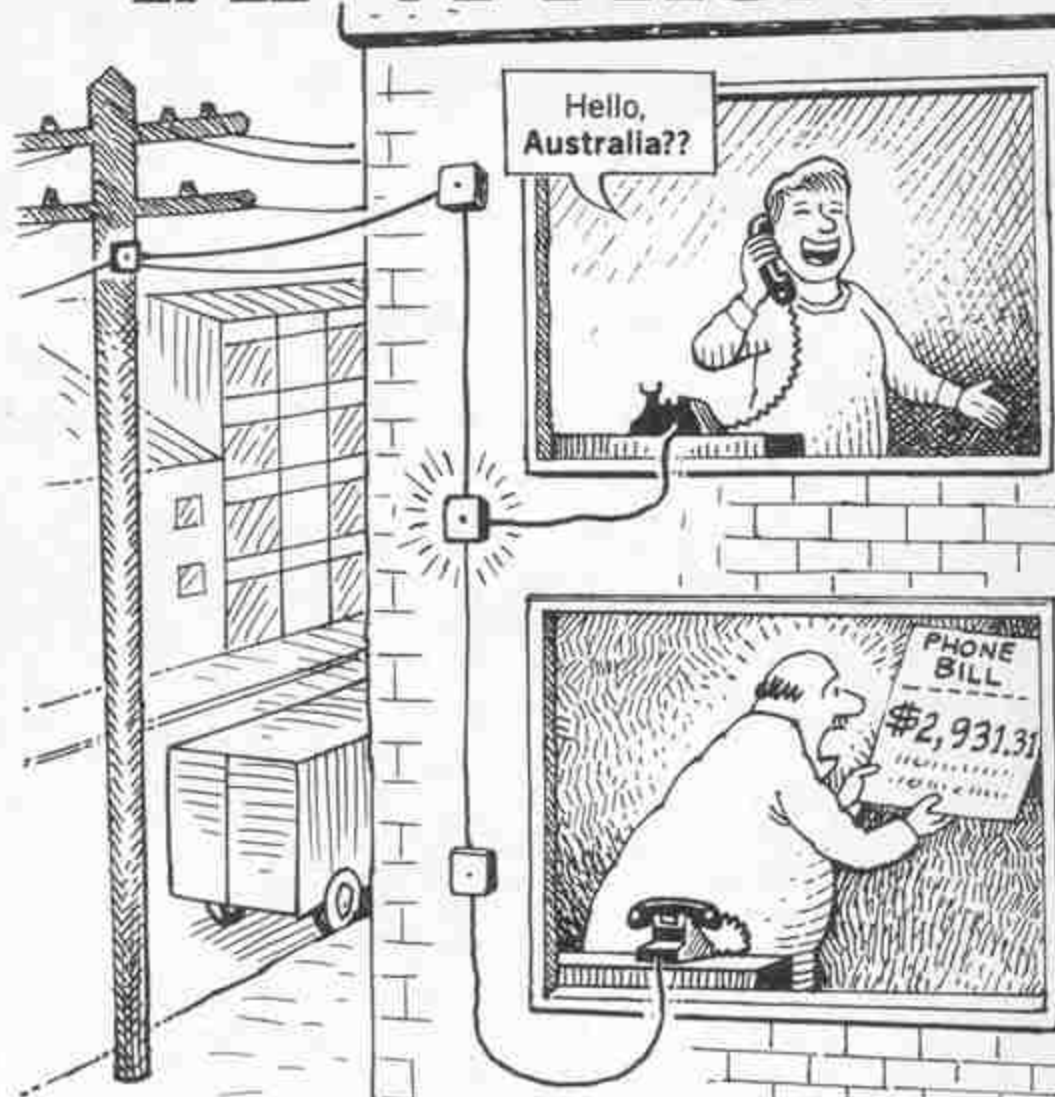
THINK-PHONE



Enjoy total privacy during calls. A surgical technique, similar to the one used for pacemakers, implants a tiny Think-Phone receiver/transmitter in the skull. Calls are made over thought waves. A must for spies, obscene phone callers and slobs who talk with their mouths full!

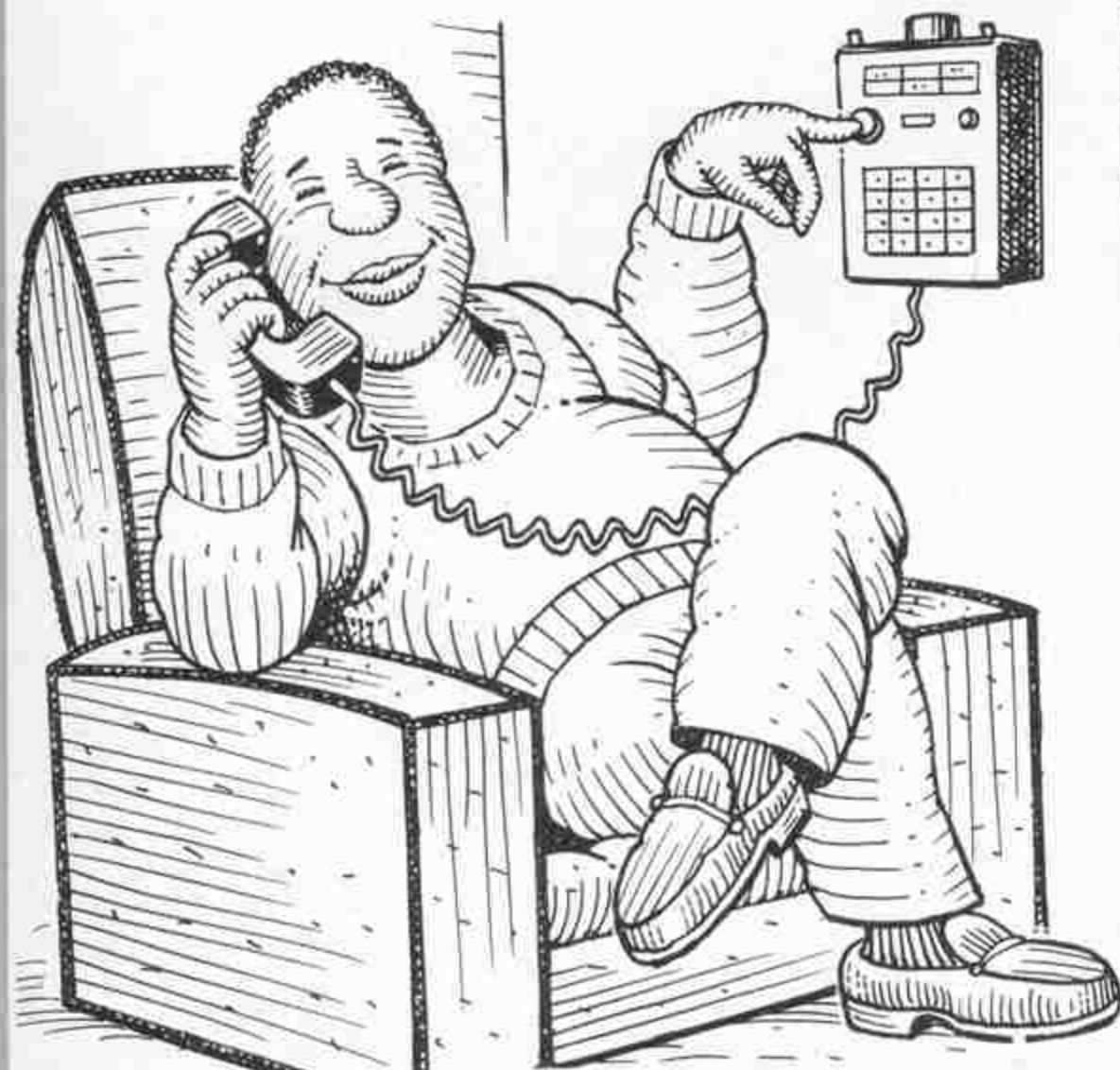


TAP-A-PHONE



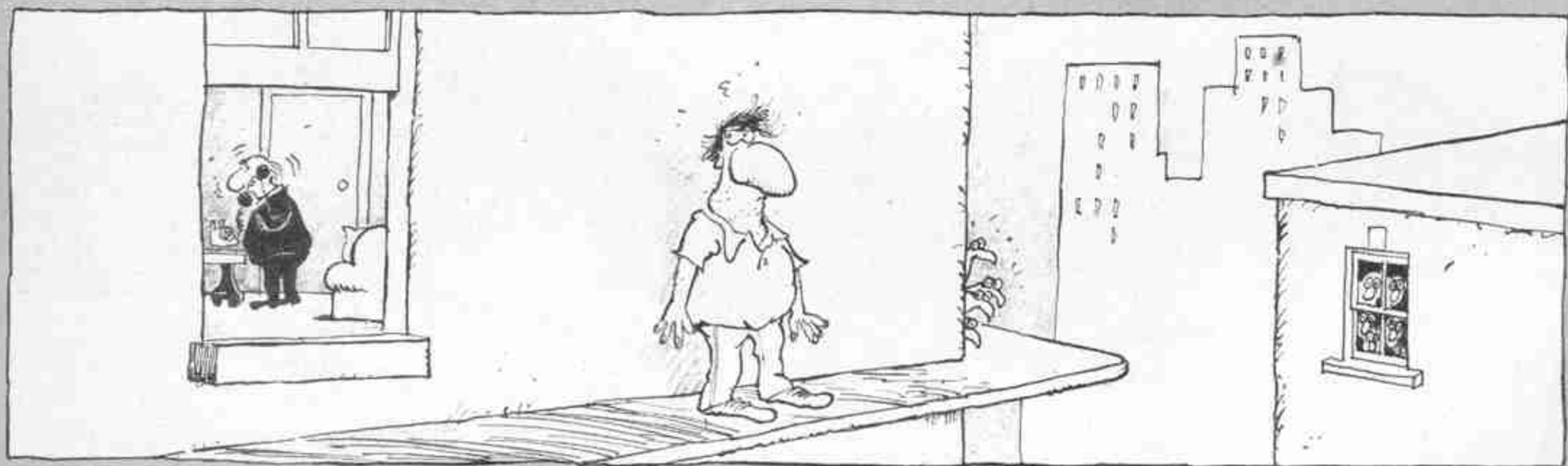
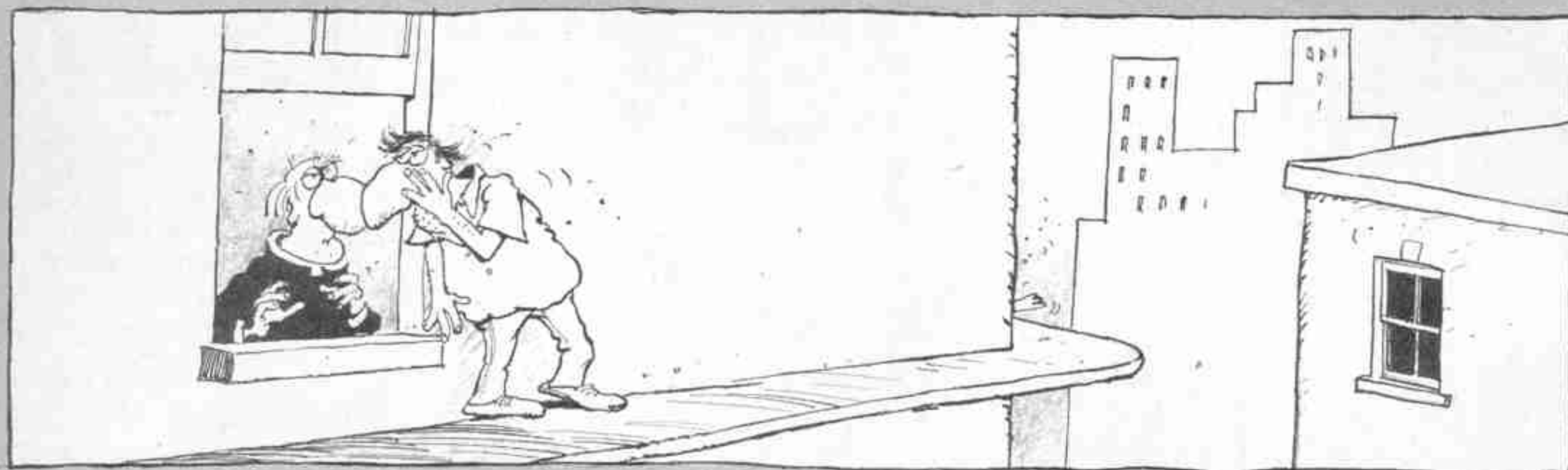
This money-saving device looks exactly like a piece of phone company equipment—but it's really a remote receiver. When it's clamped on someone else's line, you can make as many calls as you like, and the charges go to the tapped party!!

DESTRUCT-A-PHONE



This handy attachment should cure certain phone abuses that have become all too common. Its special circuitry activates the moment a caller is put on "hold." If five minutes pass and the caller is still waiting, a severe electrical charge surges through the phone lines, shattering the telephone of the schmuck who put you on "hold." (The Deluxe model can be set to explode at the first sound of Muzak.)

LIVING ON THE EDGE



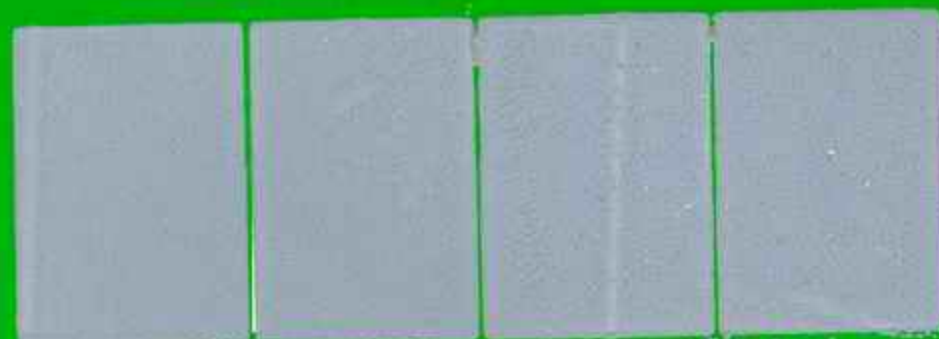
Mad's Realistic State Lottery

SCRATCH-OFF GAMES

New York Lottery
Sidewalks of New York




3 CLEAN SHOES WINS \$10,000!



IOWA
STATE LOTTERY



SAVE the FARM!
Rub Off Any Two Bankers
Without Foreclosure
Papers and Win
\$10,000,000!!



WASHINGTON D.C.'s
BUST THE BUDGET
LOTTERY



Spend Less Than \$1,000,000
and Win That Amount!

California LOTTERY



MUDSLIDES,
EARTHQUAKES,
BRUSHFIRES
'N
FLOODS

Save Three Homes
and Win
\$50,000!

TEXAS
College Football
Bowl Bid Game



Scratch Off Two
Student-Athletes
Who Remain
Eligible to Play
After Mid-Term Results and Win **\$50,000!**

FLORIDA
STATE
LOTTERY



**"OPEN
COASTLINE"
GAME**

One Legal Vessel
Wins \$10,000!
One Coast Guard Cutter Wins **\$1,000,000!**

Mad's Realistic State Lottery


SCRATCH-OFF GAMES

New York Lottery
Sidewalks of New York



3 CLEAN SHOES WINS \$10,000!

IOWA
STATE LOTTERY




SAVE the FARM!
Rub Off Any Two Bankers
Without Foreclosure
Papers and Win
\$10,000,000!!

Defense Fraud \$100,000,000	Congressional Perks \$79,000,000	A Dozen Screwdrivers \$50,000,000
Two Ashtrays \$25,500,000	Contract Kickbacks \$100,000,000,000	One Coffee Maker \$2,000,000

WASHINGTON D.C.'s
BUST THE BUDGET
LOTTERY

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FLORIDA
STATE
LOTTERY

**"OPEN
COASTLINE"
GAME**

One Legal Vessel
Wins \$10,000!
One Coast Guard Cutter Wins **\$1,000,000!**



WHAT'S THE
HOTTEST
NUMBER
IN
MERCHANDISING
TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Selling is the name of the game today.
To find out what the Hottest Number
in this area is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER

◀B FOLD BACK SO "A" MEETS "B"

CRAZY ALFIE



DISPLAYING EVERY CONSUMER ITEM IS IMPRACTICAL
—AS SEEN HERE IN THIS PACKED STORE. IT IS IM-
PORTANT FOR BUYERS TO SHOP WITH CARE IF THEY CAN!

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