

Another Lemon Issue Of

No.
279
June
1988

MAD

Our
Price
\$1.50
Cheap!

If You Don't Believe Us, Go Scratch!



IN THIS ISSUE WE STINK UP FATAL ATTRACTION & DESIGNING WOMEN



IT'S BACK! THE BOARD GAME THAT TURNS YOU, YOUR FAMILY AND FRIENDS INTO RAVING LOONIES!

The goofed up, wacked out, insane, weirdo,
off beat, odd ball, freaky, idiotic,

MAD MAGAZINE GAME.

PARKER BROTHERS

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MAD

"When most people put in their two cents worth, they aren't overcharging!"
—Alfred E. Neuman

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JACK ALBERT *lawsuits* **ANNE GAINES** *logistics*

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

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: JAMES WARHOLA

BACK COVER WRITER: DICK DEBARTOLO PHOTOGRAPHER: IRVING SCHILD

THE MAD FAT BOYS:

AL GOLDSTEIN, Newspaper Publisher and Renaissance Man

LYLE STUART, Book Publisher, who has More Money than Goldstein

BILL GAINES, Magazine Publisher, who Eats Better than Both of the Above

MAD (ISSN 0024-9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 8 issues \$11.75 or 24 issues \$29.75 or 40 issues \$46.75. Outside U.S.A.: 8 issues \$15.25 or 24 issues \$38.75 or 40 issues \$59.75. Entire contents copyright © 1988 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

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ATTRACTION"
(A MAD
MOVIE
SATIRE)
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FROM THE
DUCK
SIDE
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THAT CONGRESS
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DISNEY
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**"REDESIGNING
WOMEN"
(A MAD
TV
SATIRE)
Pg. 43**



Did we PICK our revolting best? Who NOSE???

Fall
1988
Super
Special

MAD GROSS-OUTS



16 PAGES OF COLLECTORS' ITEMS
INCLUDING A 48-PAGE HEAP OF OUR VILEST,
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TIDBITS?**
Boogie down to your
newsstand and pick
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LETTERS AND TOMATOES DEPT.



"ROBOSLOP"

I have a question. In your satire "Roboslop" (MAD #277), what's the droid's name? On page five he's Rubbishcop, on page six he's Hobocop, on page seven he's Rotocop, Robocrock, Rubecop and Roboflop and on page eight he's Roboschlock and Rubbishclop. So what's up?

Todd Scott
Hanover, PA

What's up? Obviously not your I.Q.I—Ed.

CRITIC'S ACCLAIM

MAD's brilliant Jack Davis showed his acumen (has he no shame?) by putting me in front of those movie review clods (oops—I almost said "those other clods"!). A couple of those guys have no vocabulary—cut off their thumbs and they can't express an opinion! OK, I'll take the oath and pledge!

Gene Shalit
The Today Show
New York, NY



"Today Show" film reviewer Gene Shalit takes "The MAD Movie Critic's Pledge" from issue #275.



MORON MAIL

While listening to the radio the other day I heard the Beatles song, "I Wanna Hold Your Hand." I was thinking, if they were cannibals, the song would probably sound like "I Wanna Eat Your Hand!"

Mike Bilsky
Closter, NJ

Phew! It's a good thing you weren't listening to "God Bless America" or "Like a Virgin"!—Ed.

THE \$80,000 CAPTION

While reading your "Letters and Tomatoes" Dept. in Mad #277, I saw something about the missing caption from "Your Pet Knows" in MAD #275. Is it true it is worth \$80,000? And if it is, would you like to buy one?

Amanda Gilbreath
Double Springs, AL

I sold my copy of MAD #275 with the missing caption to a local collector and I only got \$1.00 for it because it was used. Where's my other \$79,999?

Paul Bartell
Lindenhurst, NY

In issue #277 you said that some issues of #275 are worth \$80,000. Is this true or are you pulling my leg? I have an issue like the one stated. Even if it's only worth a lousy \$1.50, it'll be worth selling!

Nicole Gray
Lorain, OH

We are sorry to inform everyone that the issue in question is no longer worth \$80,000. In fact, we've heard a rumor that popular demand has pushed the price of this rare collector's item to \$125,000 (Cheap!). Check with your local comics dealer, as prices fluctuate greatly!—Ed.

"HOT AIR" MAIL

Your timely, biting satire on the "Moral Majority" in the Hot Air MAD Super Special #63 had me chuckling. I'm just glad someone has finally had the guts to take on these narrow-minded bozos. If only you had thought to do a satire on Jerry Falwell and the rest of that gang 10 years ago, maybe they wouldn't have gotten so far with their dastardly schemes. Oh well, better late than never!

David Nethery
Glendale, CA

You're right, David. It would have been much more timely if we had run "The Model Majority Manual" in oh, say, MAD #230 (April '82)! I guess we just missed the boat.—Ed

SATURDAY NIGHT JIVE

I thought MAD only published satire, not the cheap potshots usually found in gossip tabloids. You owe Garrett Morris and Laraine Newman—two wonderfully talented if underrated performers—an apology after what you wrote about them in "Junky Video Collections We're Sure to See" in MAD #277. What makes me doubly angry is the fact that you probably don't care about the insulting comments you made. To you, it was just one more lame joke in a second-rate article no one will look at twice.

Will Day
Bangor, ME

No one would have looked at the article twice, Will, but now everyone who sees your letter will go back and enjoy our cheap shots once again. Thanks for writing!—Ed.

GILBERT FINDS HIMSELF

After playing the lawyer in "Beverly Hills Cop II" it was with great joy and even greater shame that I found my picture in MAD #275! Thanks!

Gilbert Gottfried
New York, NY



Comedian Gilbert Gottfried, from "Beverly Hills Cop II" finds his picture in MAD #275.

MORE MORON MAIL

If MAD isn't the best magazine around, my name ain't Jack Tremp!

Tim Hammack
Collinsville, IL

And if yours isn't the most asinine, trivial and boorish letter we've ever printed, our name ain't Ed. I - Ed.



THE ENVELOPE, PLEASE

And now, my personal "Best of the Year Awards" for 1987:

- Best Movie Satire: Star Blech IV (#271)
- Best TV Satire: Amends (#273)
- Best Article: In the Beginning... (#274)
- Best Satire of a Movie that Deserved It: Crook O' Dull Dummie (#273)
- Best Satire of a TV Show that Deserved It: Perfectly Strange (#270)
- Best Lighter Side Of... (#273)
- Best Spy Vs. Spy: (#275)
- Best Cover: Alfred E. Headroom (#269)
- Best Marginal: Page 31 of issue #268
- Best Poem: Dr. Ruth (#275)
- Best Fold-In: Dial-A-Porn (#270)
- Best Super Special: MAD Mania
- Best Paperback: Wet and Wisdom of MAD
- Best Overall Issue: #275

There you have it. Thanks and good-night.

Justin Meadows
Arvin, CA

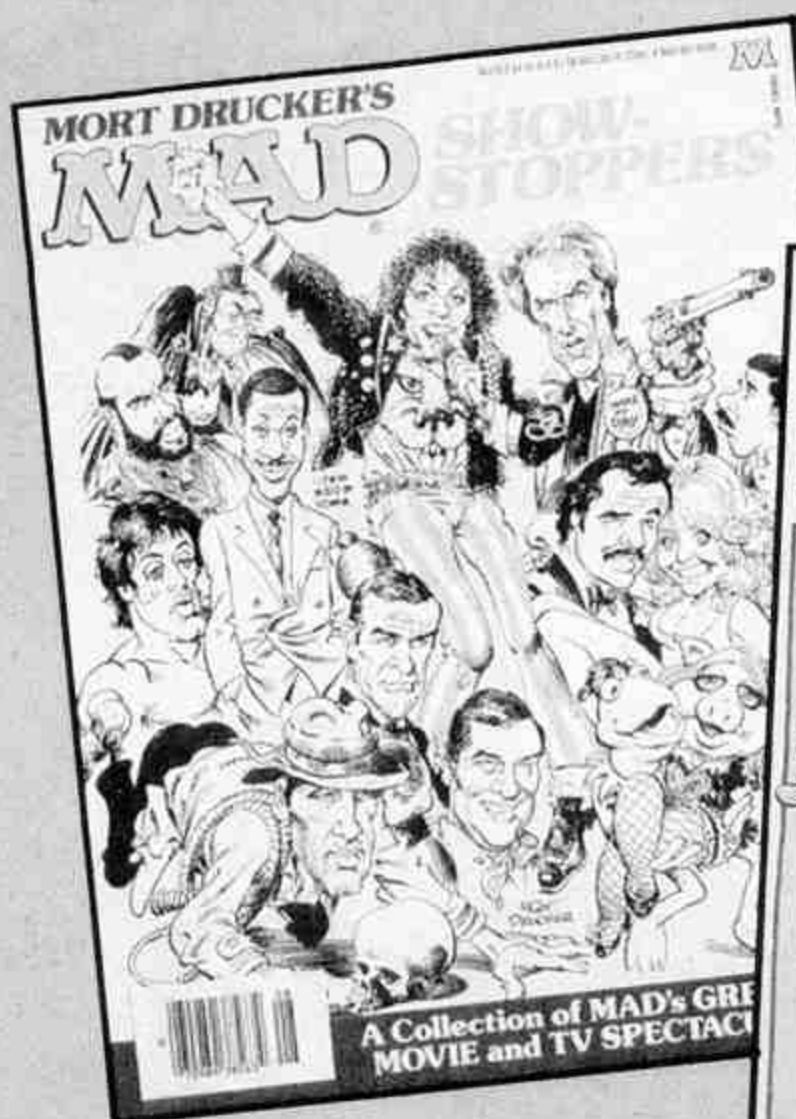
Best Letter of the Letters Page: not yours! - Ed.

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USE COUPON OR DUPLICATE

AND THEY CALL IT YUPPIE LOVE DEPT.

Why did this very ordinary movie draw such a big audience? Is it a modern morality tale illustrating the evil that can befall one who transgresses his marriage vows? **Nah!** Is it a cautionary tale about fooling around with a modern woman? **Nah!** Is it a warning to Yuppies about the perils of being upwardly mobile? **Nah!** So what is it? Who knows! But one thing is certain—for millions of people this film was a

Feeble ATTRACTION

ARTIST: MORT DRUCKER

WRITER: STAN HART

Hi, I'm Alox and I have a terrific job! I'm a book editor in a big publishing house and I'm right under the president!

How'd you get that great job?

I just told you! Now listen, let's not rush this relationship! But at the outset, there's something I have to know! What's your name?

Duncey! And even though we're rather intimate for people who've only known each other seven minutes, there's something I have to ask, too...

The answer is, "No, I don't have any communicable diseases!" I'm in a very low risk group!

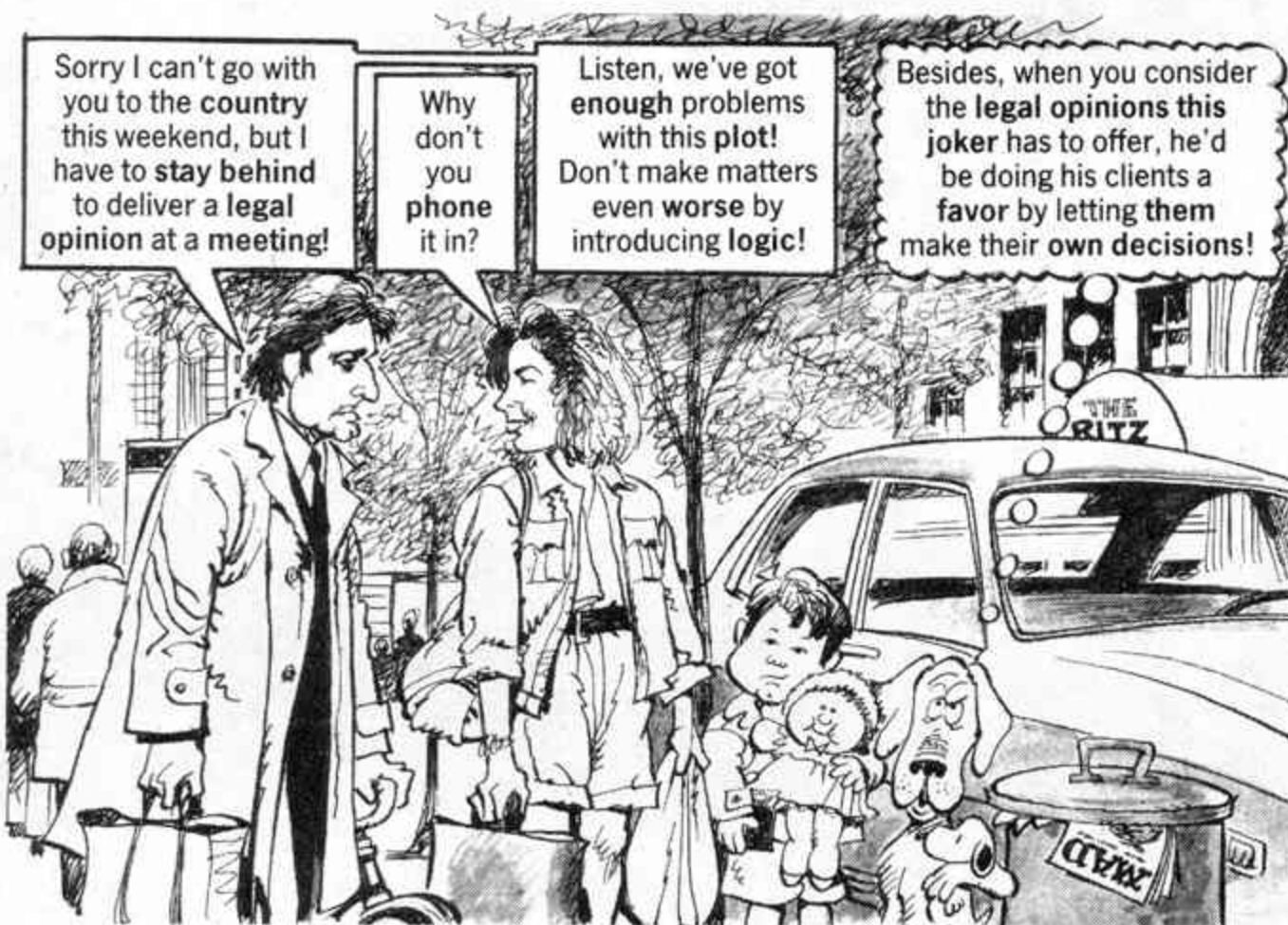
Oh? Which group is that?

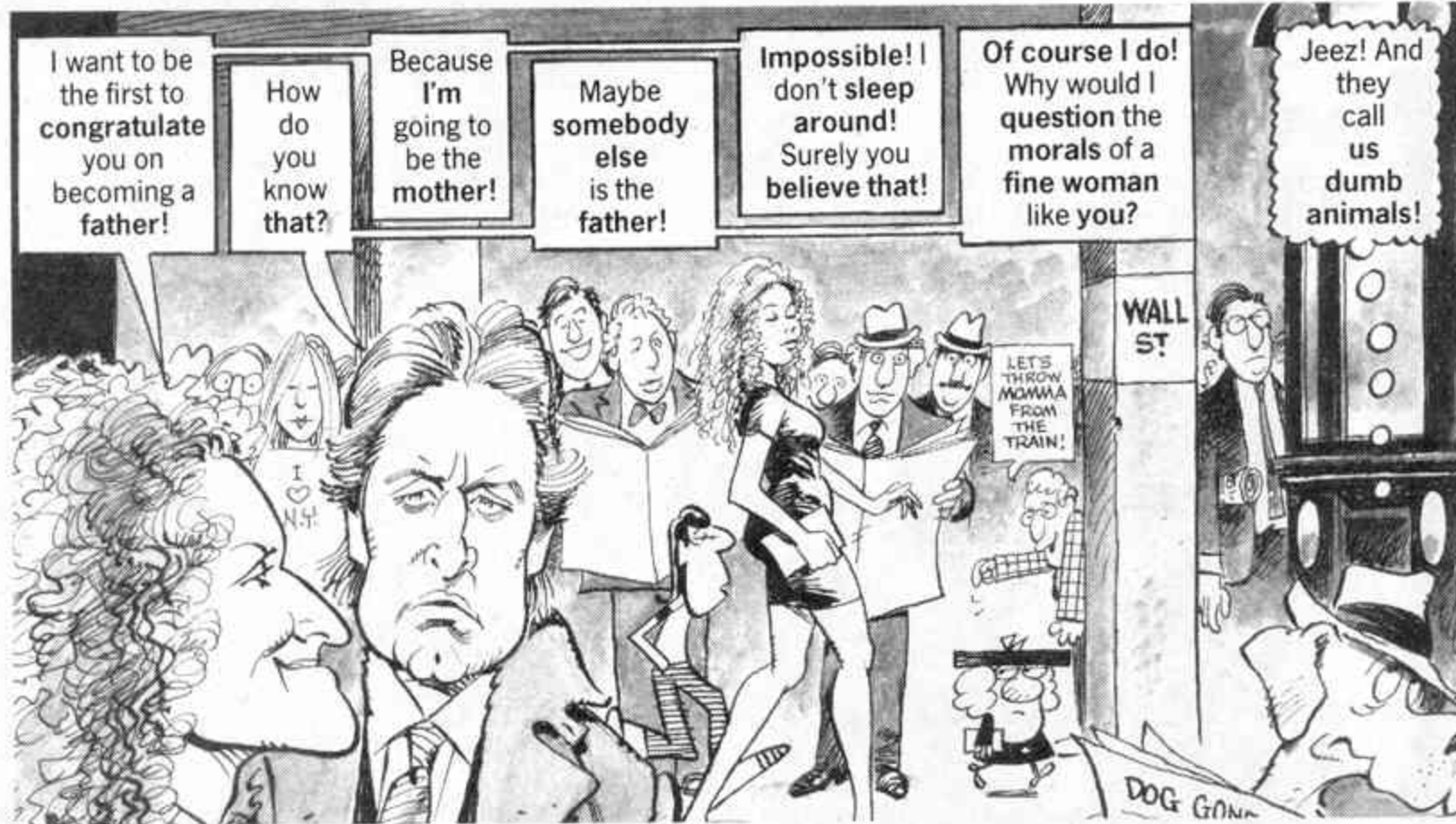
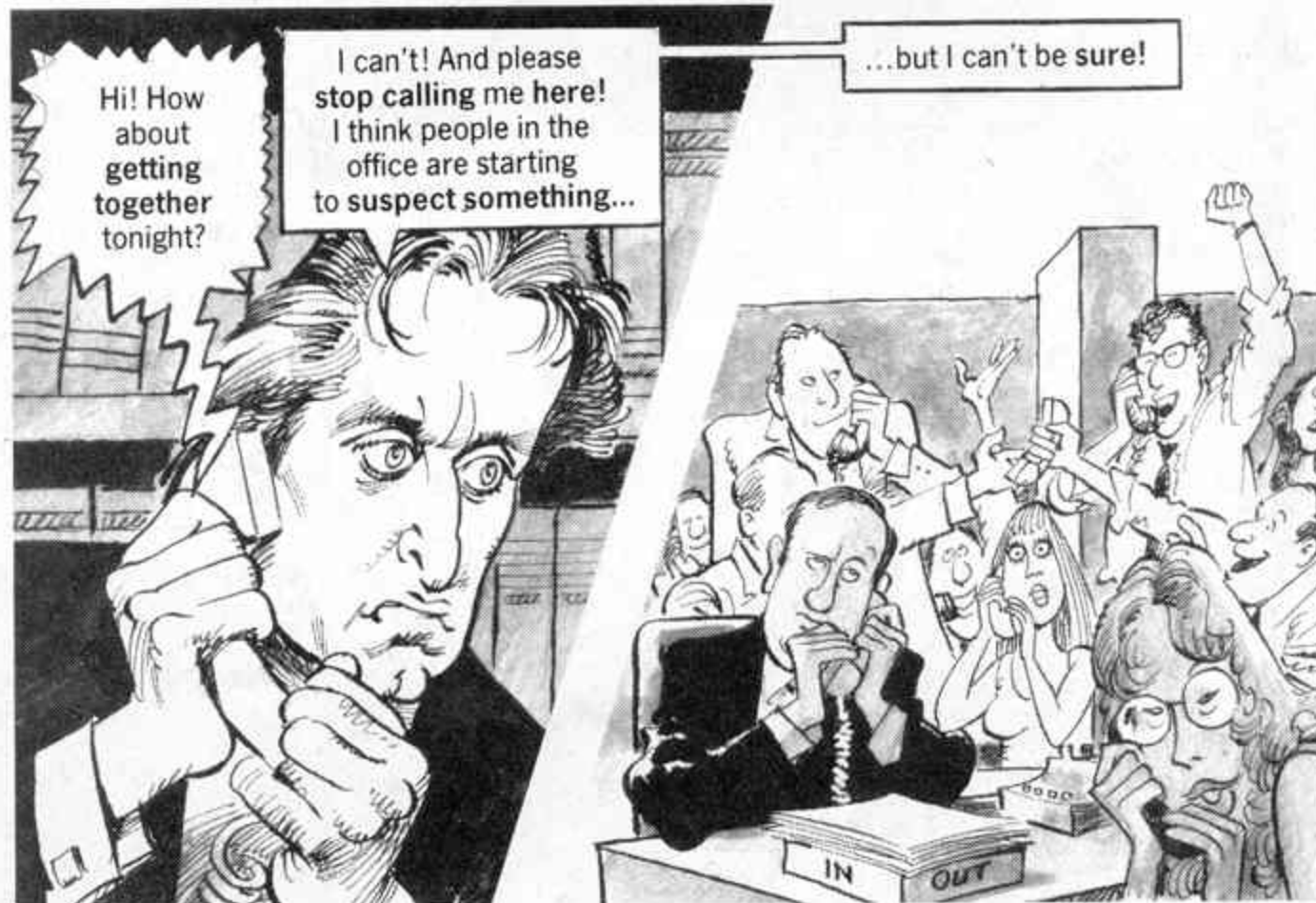
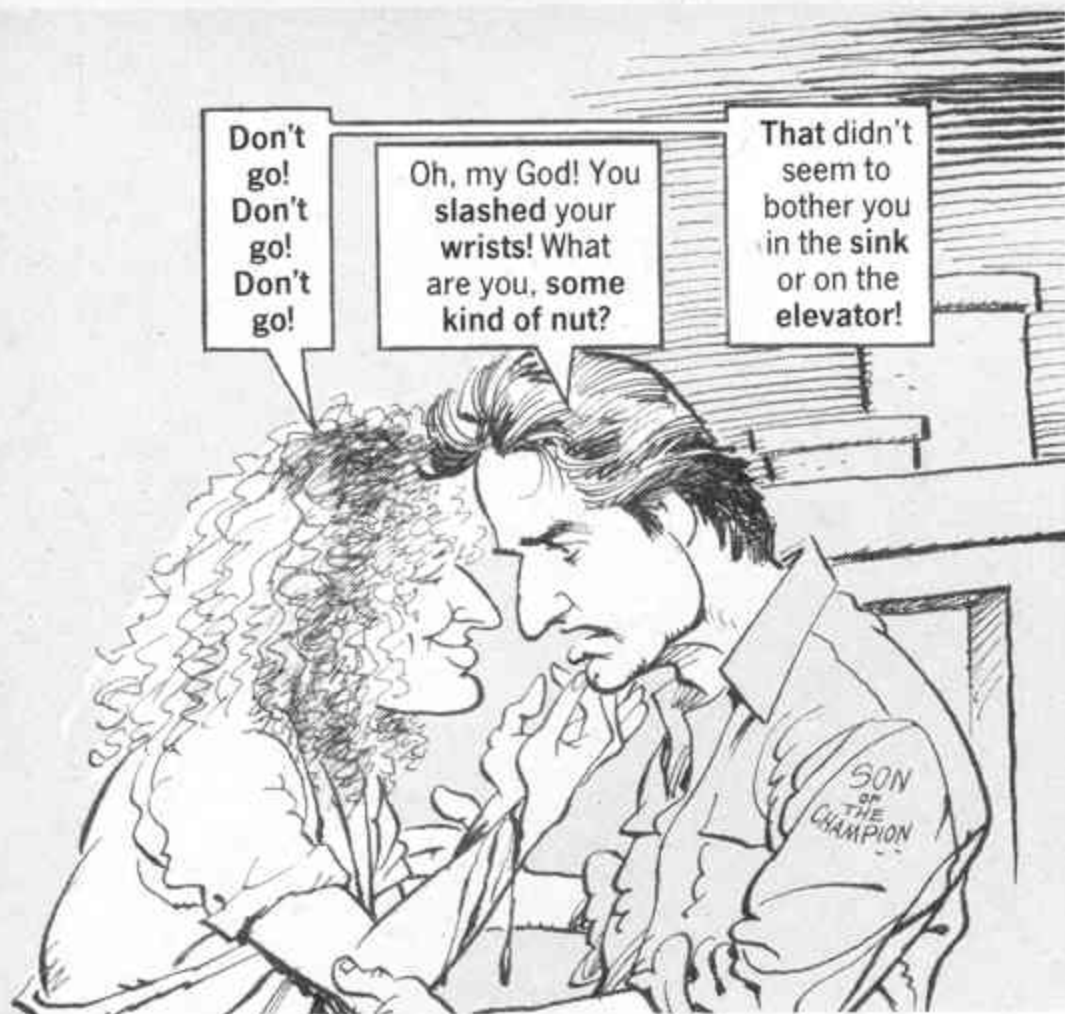
Homicidal maniacs!

I hate watching my master cheat on his beautiful, trusting wife without feeling any pangs of conscience! He's acting like an animal! Not this animal, mind you — me he had fixed! Had he been fixed, it would've saved us all a lot of trouble!



MORT DRUCKER









Will you leave my family alone? Will you?

I'll answer your question if you'll answer mine!

Alright, what is it?

Would you like to make out in an ambulance?



Notice how this kinky melodrama is slowly turning into a typical gory horror flick? I'm hanging around until the end to see if Jason or Freddy Krueger show up!

I'm leaving! I never want to see or hear from you as long as either of us are alive!

With that nutty babe, we could be talking minutes! By the way, did you notice that his fingerprints are all over that kitchen knife? Just file that bit of info in the back of your minds for now!



I can't believe you got in here! My husband locked all the doors!

Getting in was the easy part! Roaming around in a strange house without being noticed and conveniently finding you alone and defenseless in the bathroom—and too stupid to scream for your husband—this even I can't believe!

Why didn't I bark when she entered the house? Gimme a break! With such an obvious set-up for a bathroom blood bath scene, I was only watching out for Norman Bates!



Are you alright, my darling?

I'm just fine, my love!

Knock it off, loonie tunes! He meant me, his wife! His affair with you is over!

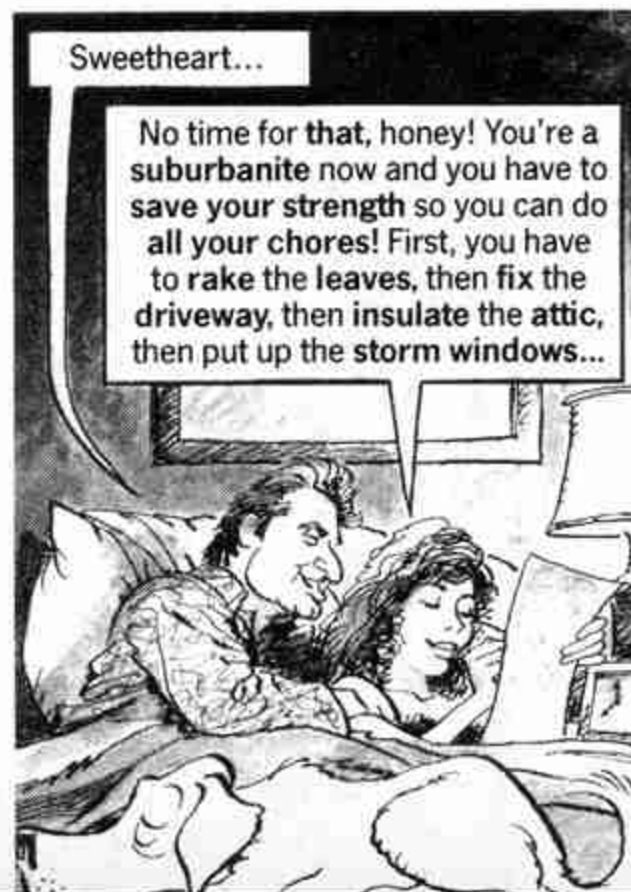
We'll see about that!



Damn, all that blood is going to leave some ring around the bathtub!

I thought she was drowned! How can anyone hold their breath for five minutes?

It's a helluva lot easier than holding your disbelief for an hour and a half!



Sweetheart...

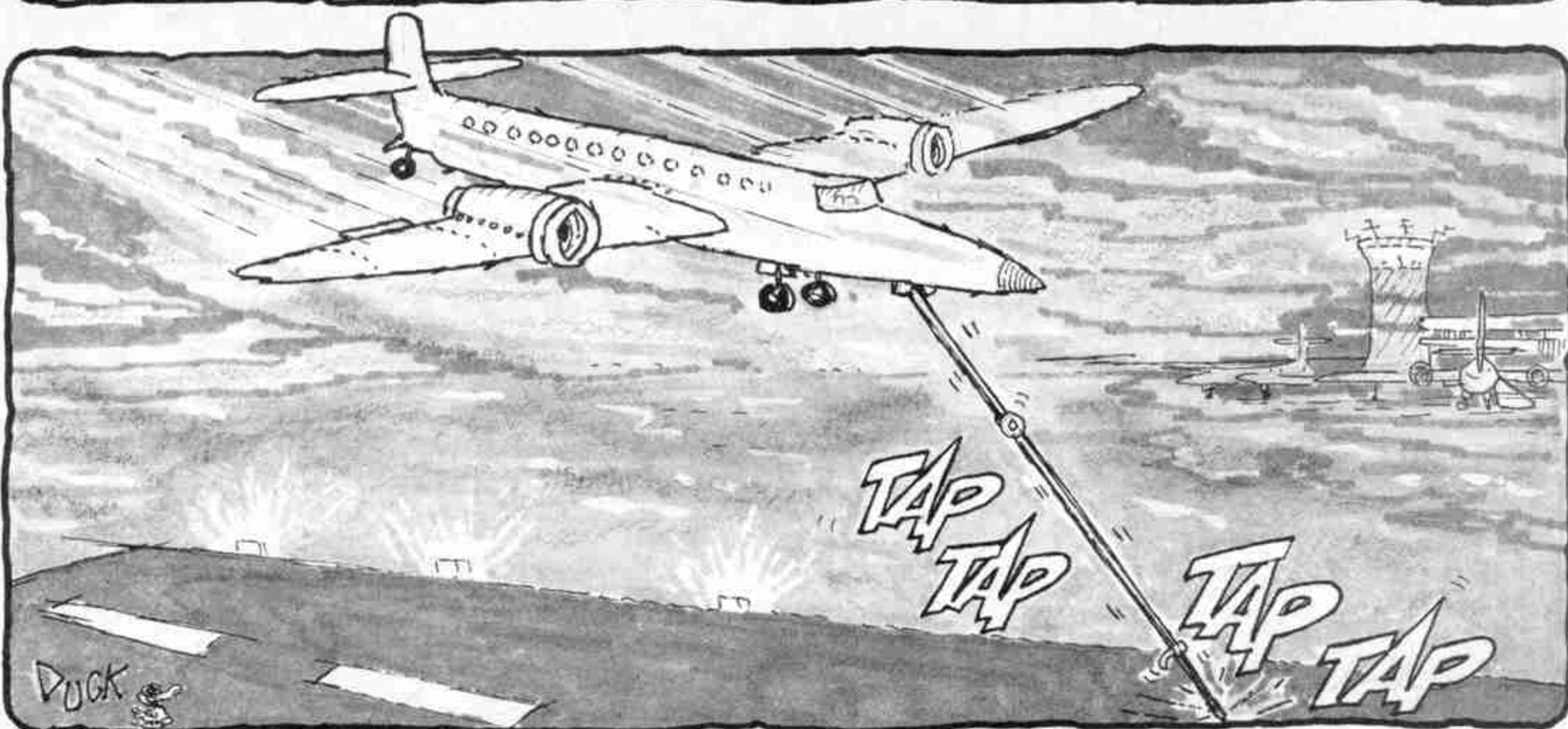
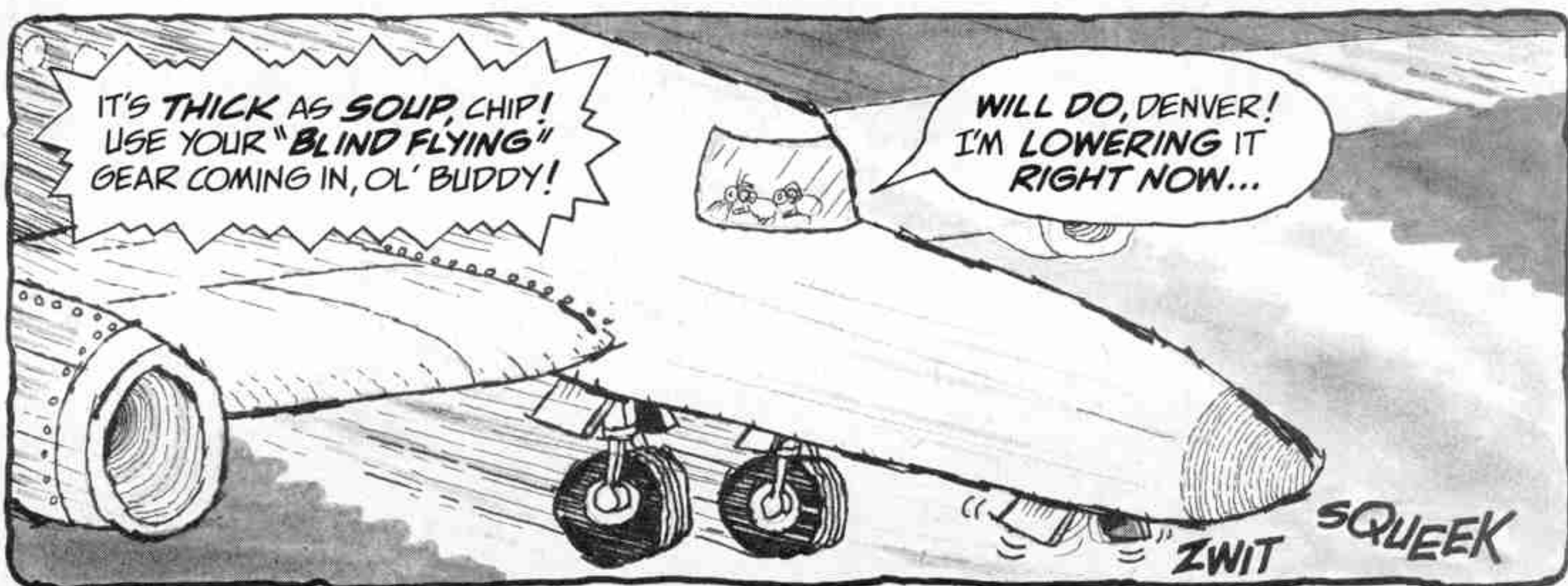
No time for that, honey! You're a suburbanite now and you have to save your strength so you can do all your chores! First, you have to rake the leaves, then fix the driveway, then insulate the attic, then put up the storm windows...



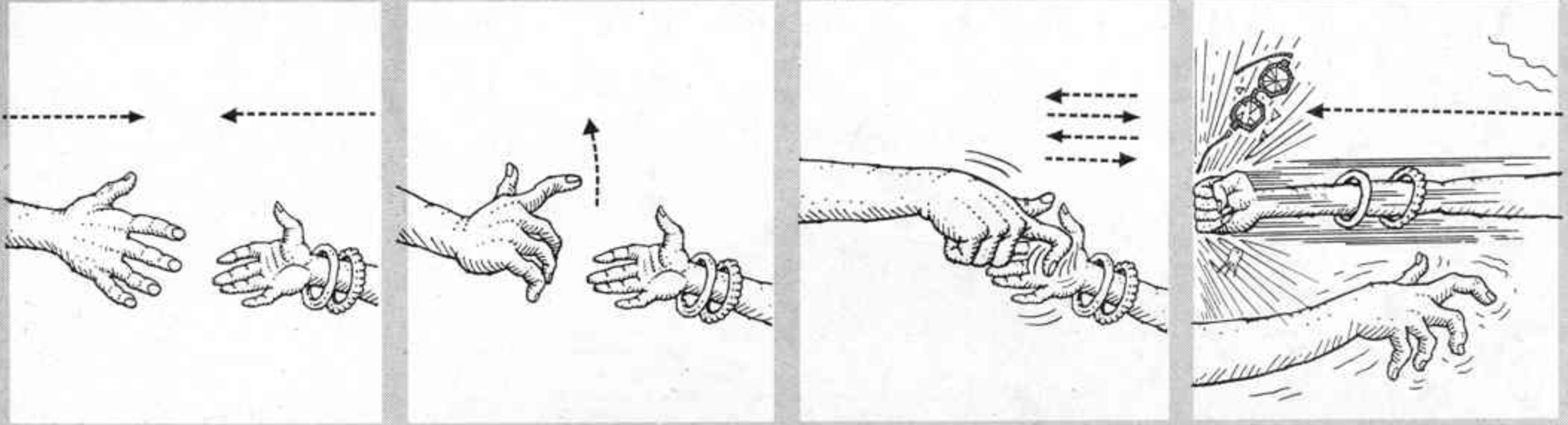
Hoo boy! I think I killed the wrong woman!

Remember the kitchen knife and his fingerprints? Well, forget it! It was just one of the many clues that doesn't mean anything! The biggest surprise in this movie is that there isn't any!

THE FRANTIC FOG-FILLED FOLLY



The Let-Her-Know-You're-Hot-For-Her Palm Tickle



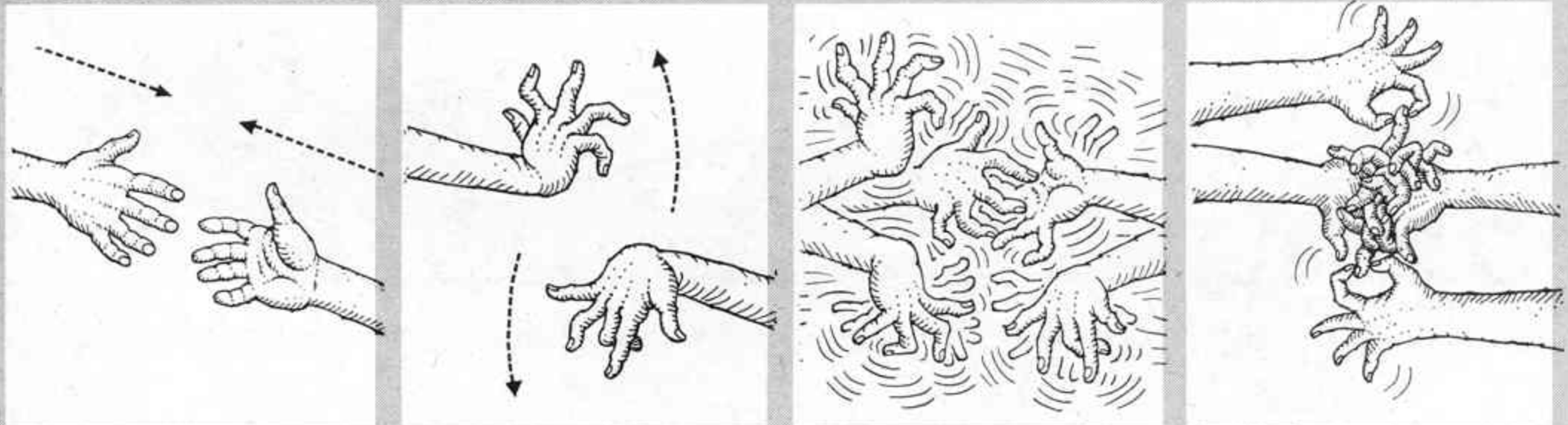
ALL JAFFEE DEPT.

When we're very young, we're taught that shaking hands is the polite thing to do. But as we get

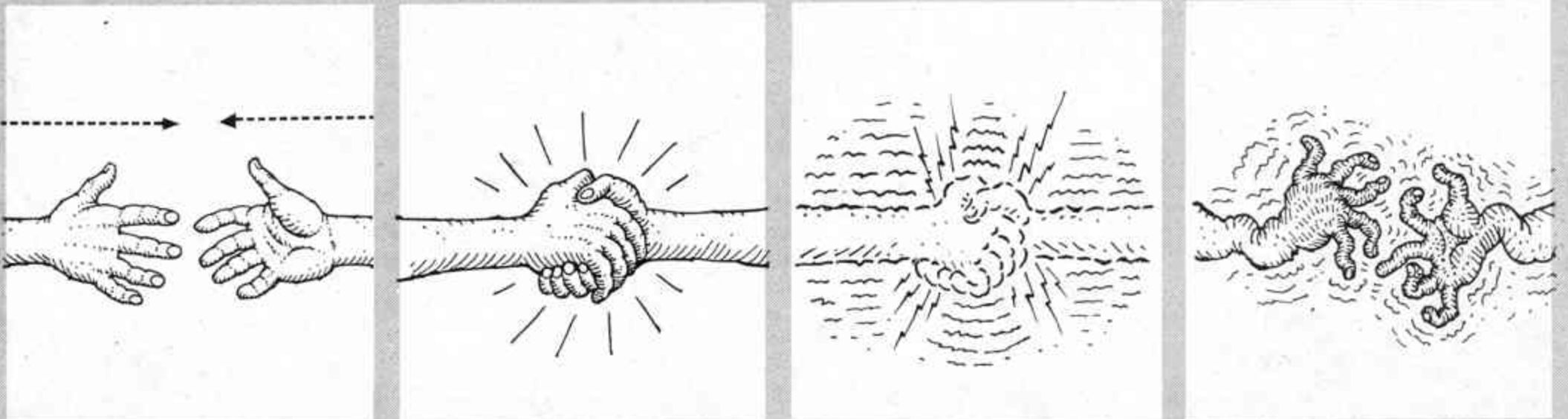
MAD LOOKS AT

IDEA: FRANK JACOBS

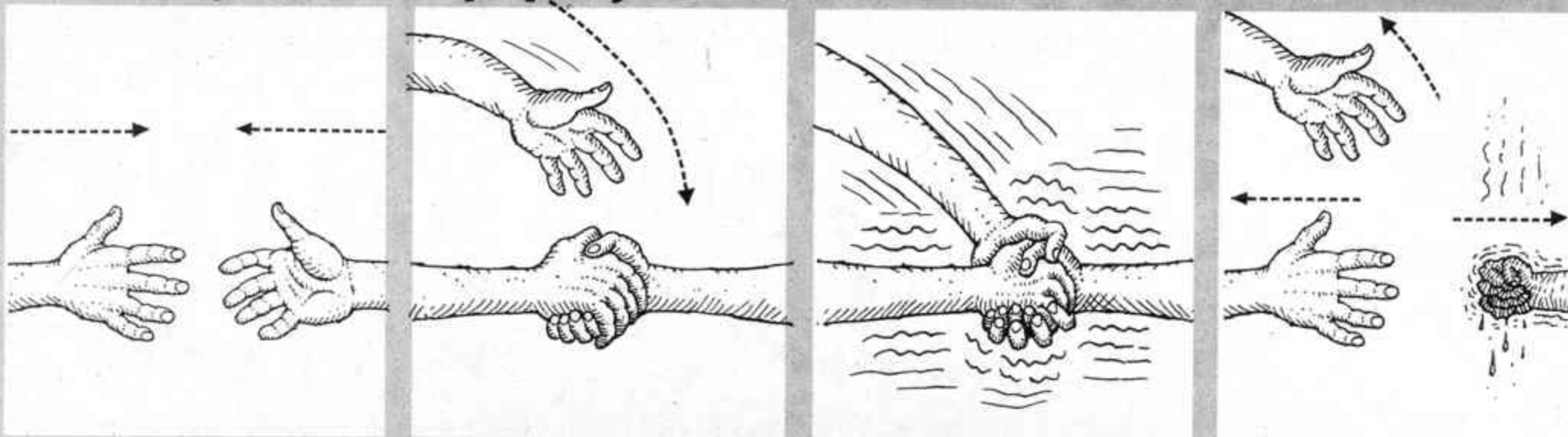
The Prove-You're-A-Member Secret Brotherhood Grab



The Let's-See-Who-Cries-"Uncle"-First Macho Knuckle Crunch



The Phoney-Show-Of-Sympathy Sandwich Crush



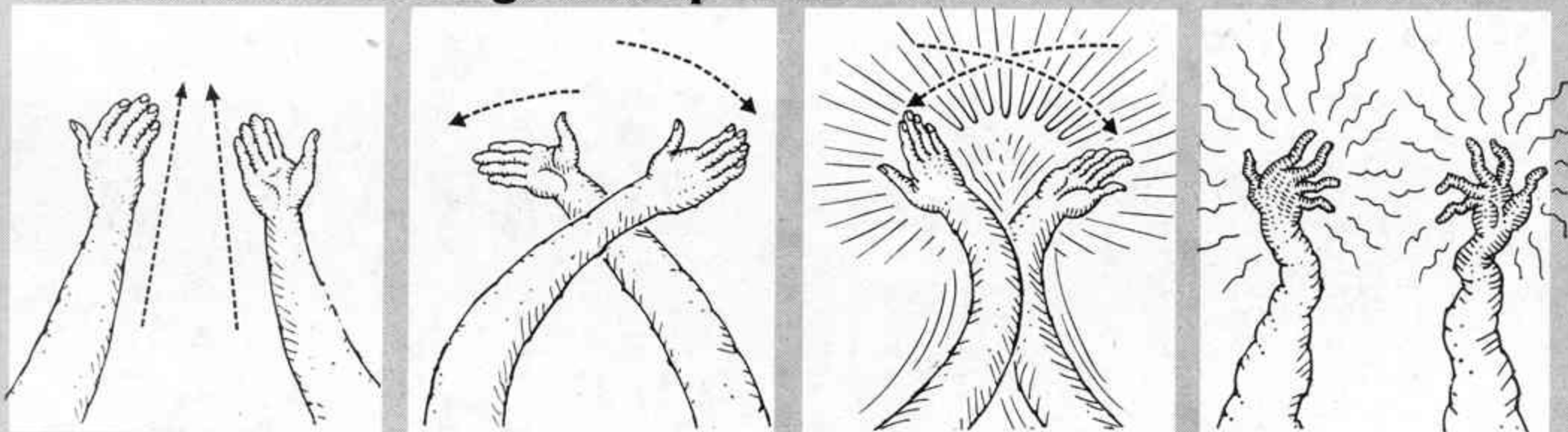
older, we discover that a handshake can have a variety of meanings and uses. As you'll see as...

HANDSHAKES

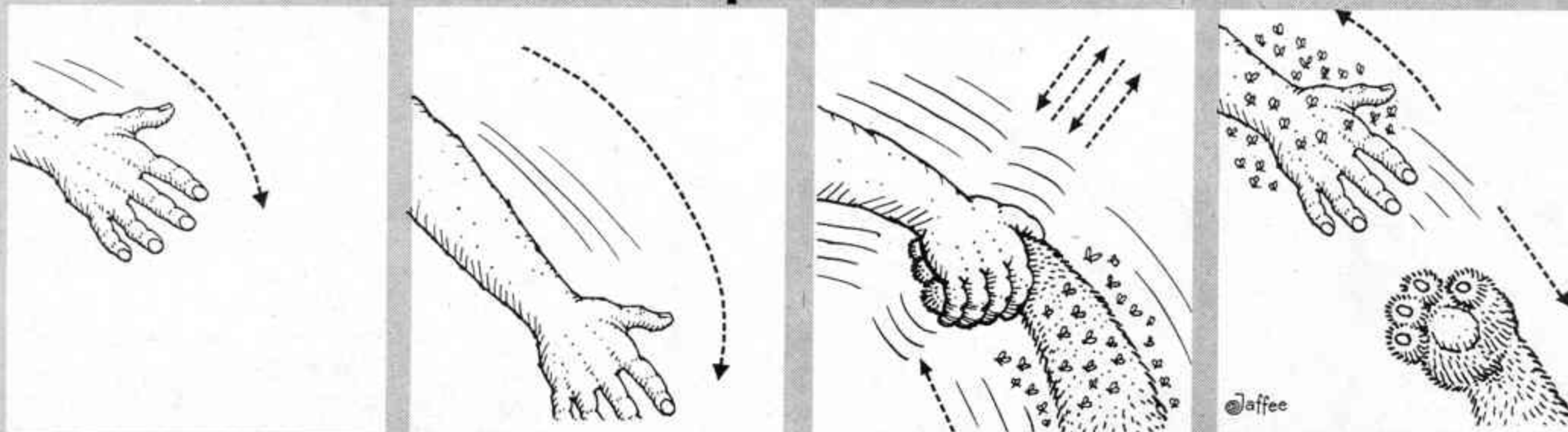
ARTIST & WRITER: AL JAFFEE



The Show-You're-Cool High Five Slap Shake



The Man's-Best-Friend Clutch And Squeeze Hold

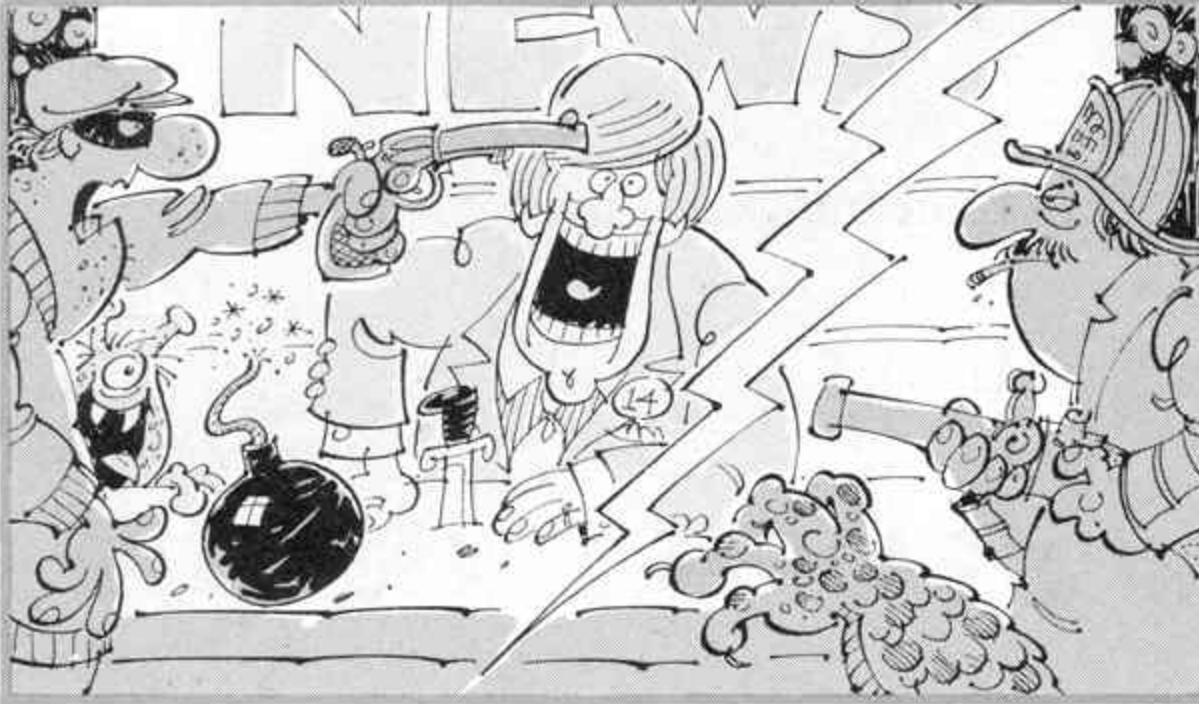




BETTER LEGISLATE THAN NEVER DEPT.

It's well known that congressmen will do almost anything to get re-elected. They'll kiss thousands of babies, eat tons of creamed chicken at banquets and have their pictures taken wearing endless funny hats. In fact, it seems the only time they draw the line is when it comes to doing something meaningful, such as passing a few good laws to make our lives a

NEW LAWS THAT CON RIGHT NOW! RIGHT



"FILM-AT-ELEVEN" CURTAILMENT MEASURE

1. Local newscasters are henceforth barred from attempting to snare viewers by popping in at station breaks to promise exciting stories on the 11 O'clock News that are clearly fake, exaggerated or rehashes of 6 O'clock News stories.
2. This law specifically bans newsbreaks that pledge "film at eleven" of nudist conventions, flying saucer landings and/or public temper tantrums thrown by members of the British Royal Family.
3. Convicted newspeople shall be sentenced to one solid week of station breaks during which they must beg viewers to stay tuned for a boring round-up of the day's traffic tie-ups, Teamster picketings and inaccurate weather forecasts.

DOCTOR'S OFFICE PAPERWORK STATUTE

1. It shall henceforth be a misdemeanor for medical office personnel to require any suffering person to fill out a "new patient" form in the doctor's waiting room before receiving emergency treatment.
2. Said misdemeanor shall become a felony in cases where the patient is required to fill out a second form when blood dripping from his injuries causes the original form to become illegible.
3. Said felony shall become a crime against humanity in cases where the form requires the suffering victim to supply such unnecessary data as (a) mother's maiden name, (b) address (including zip code) of patient's health insurance company, or (c) details of treatment by school nurse while in the sixth grade.



ARTIST: PAUL COKER



MERCIFUL RESTAURANT SEATING REGULATION

1. Without regard to race, creed or color, restaurant patrons shall henceforth be segregated into groups consisting of those under the age of five who scream, drool and throw their vegetables, and those over the age of five who normally do not.
2. Each "Toddlers" Section shall be policed by a burly restaurant employee assigned to prevent the escape of small children into the civilized adult's area.
3. Should the U.S. Supreme Court rule that this form of segregation is unconstitutional, restaurant managers may retaliate by seating all Supreme Court Justices who patronize their establishment at tables next to unruly children who scream, drool and throw their vegetables.

little easier! With the next election shaping up as a tough one, MAD thinks the time has come for our lawmakers to pull out all the stops if they hope to be returned to office. We know it's radical and outrageous to propose that our public servants actually engage in some real public service, but we at MAD feel we can wait no longer to recommend these...

CONGRESS SHOULD PASS NOW! RIGHT NOW!



TRUTH-IN-SALESLADIES ORDINANCE

1. Females employed in department stores, dress shops and boutiques shall be subject to severe punishment for deceptively gushing over the "stunning" appearance of customers who actually resemble farm animals when clad in the store's merchandise.
2. Salesladies are specifically prohibited from emitting little squeals of approval as they observe hefty customers in tent stripes, psychedelic prints and/or billowing bows. Also, these lardos must never, ever be encouraged with the words, "Oooo! It's definitely you!"
3. Salesladies engaging in such obvious deceit for the purpose of making a fast buck shall be given five years in which to discover how "stunning" they look wearing a standard grey prison housedress.

COMPUTER WORSHIPER'S LIMITATION LAW

1. Freedom of Religion (as defined by the U.S. Constitution) shall not include the right of office workers to regard every computer printout as a holy document, no matter how many obvious or outlandish errors it contains.
2. Under this law, Computer Worship may no longer be used by corporate flunkies to hold a telephone customer responsible for 2,000 wrongly billed calls to the Antarctic, or to insist that a penniless bag lady pay tax on a huge income credited to her Social Security number by a crazed computer.
3. Violators of this law shall be put to work making license plates in a prison where any attempt to blame human mistakes on "computer error" will result in additional imprisonment.



WRITER: TOM KOCH



UNASSEMBLED PRODUCTS INFORMATION ACT

1. Retail stores are henceforth forbidden to offer products requiring assembly, except in cases where the customer is adequately warned that he is getting himself into a mess that will endanger his sanity.
2. Said warning must include notification that (a) each carton has at least 5% of its necessary pieces missing, (b) the assembly instruction sheet was written and printed in a country where English is virtually unknown, and (c) the "simple tools" required for assembly include a riveting gun and a jackhammer.
3. Violators of this act shall have their stores broken into 14,000 pieces, which they must then reassemble with the aid of only a pocket screwdriver and a Chinese road map.

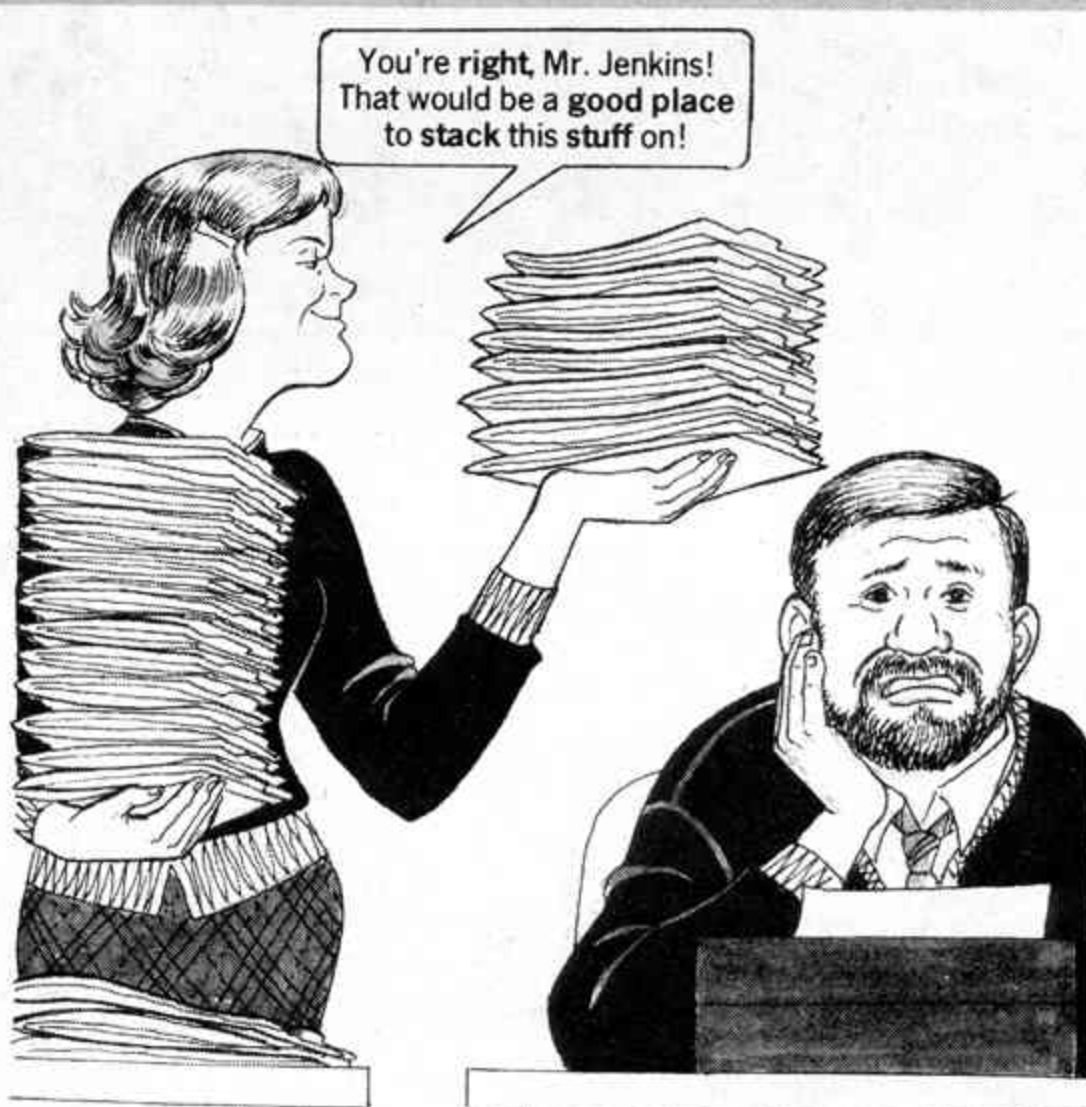
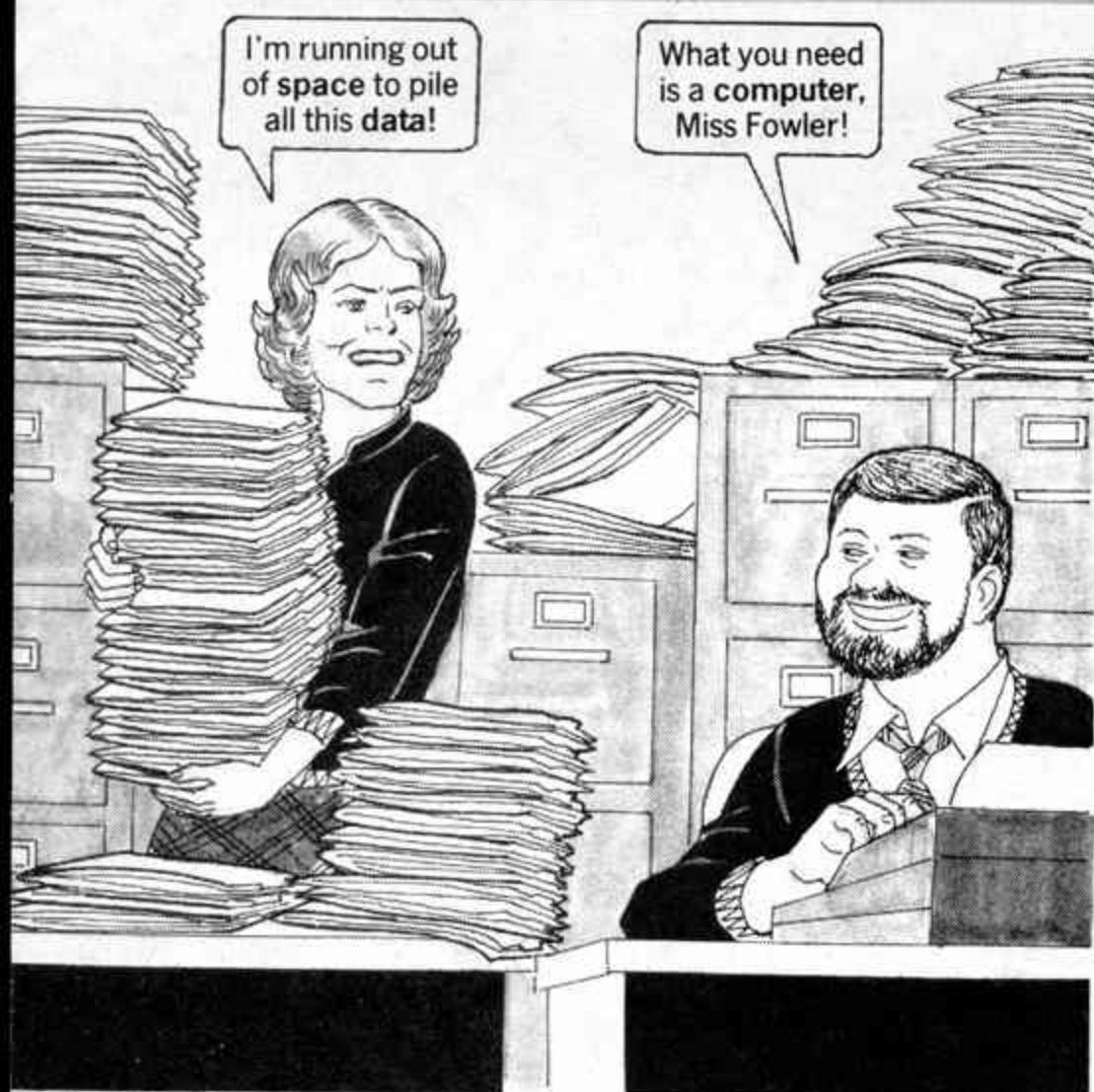
RELATIONSHIPS



BERG'S-EYE VIEW DEPT.

THE LIGHTS

MODERN TECHNOLOGY



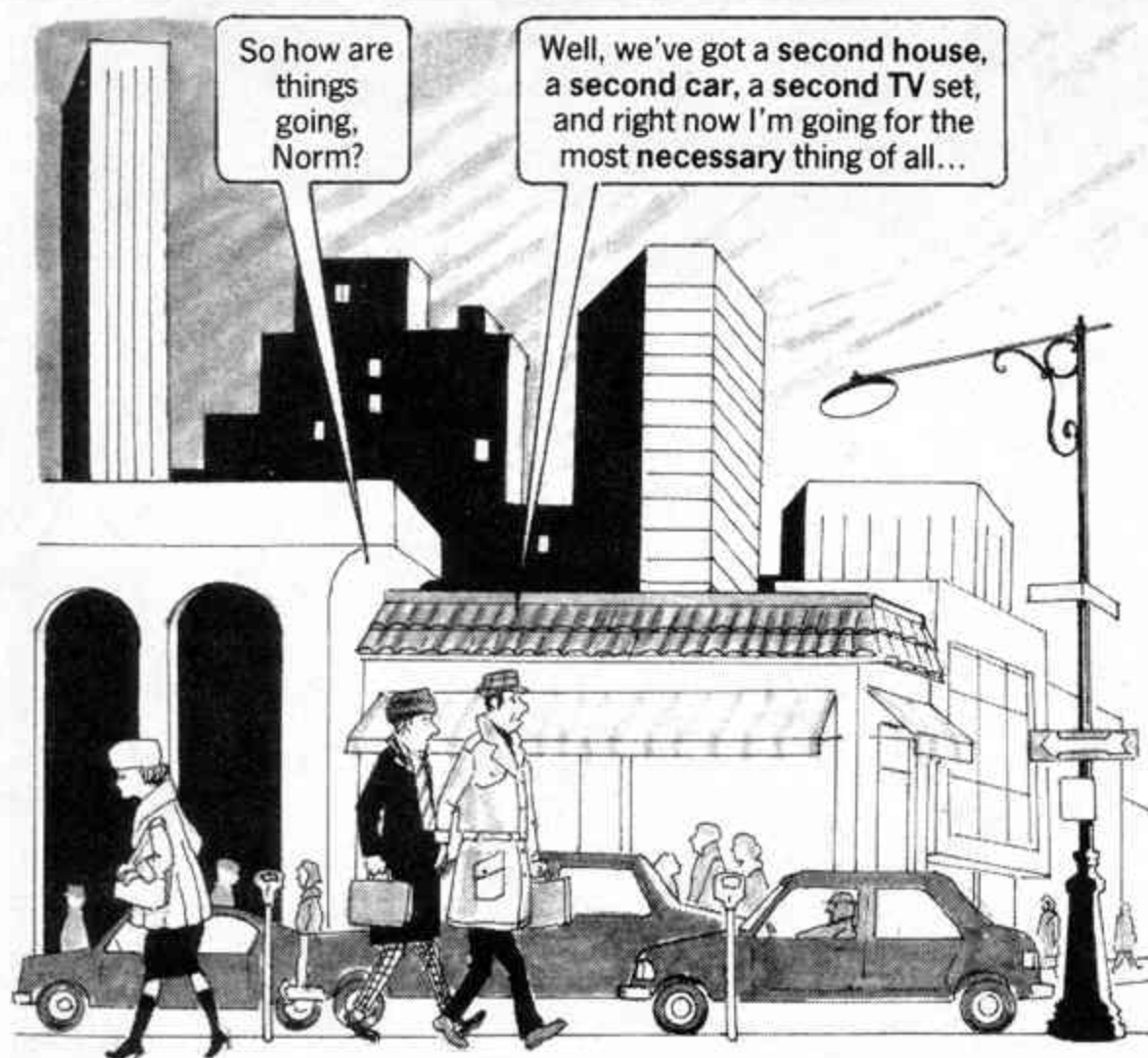
TANTRUMS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

STATUS



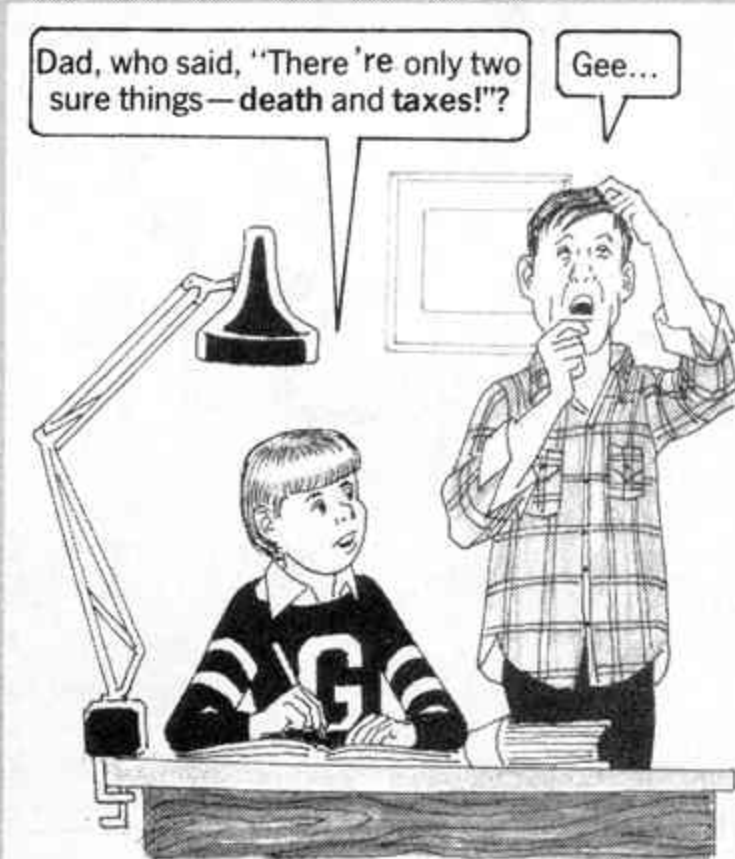
SELF-EFFACEMENT



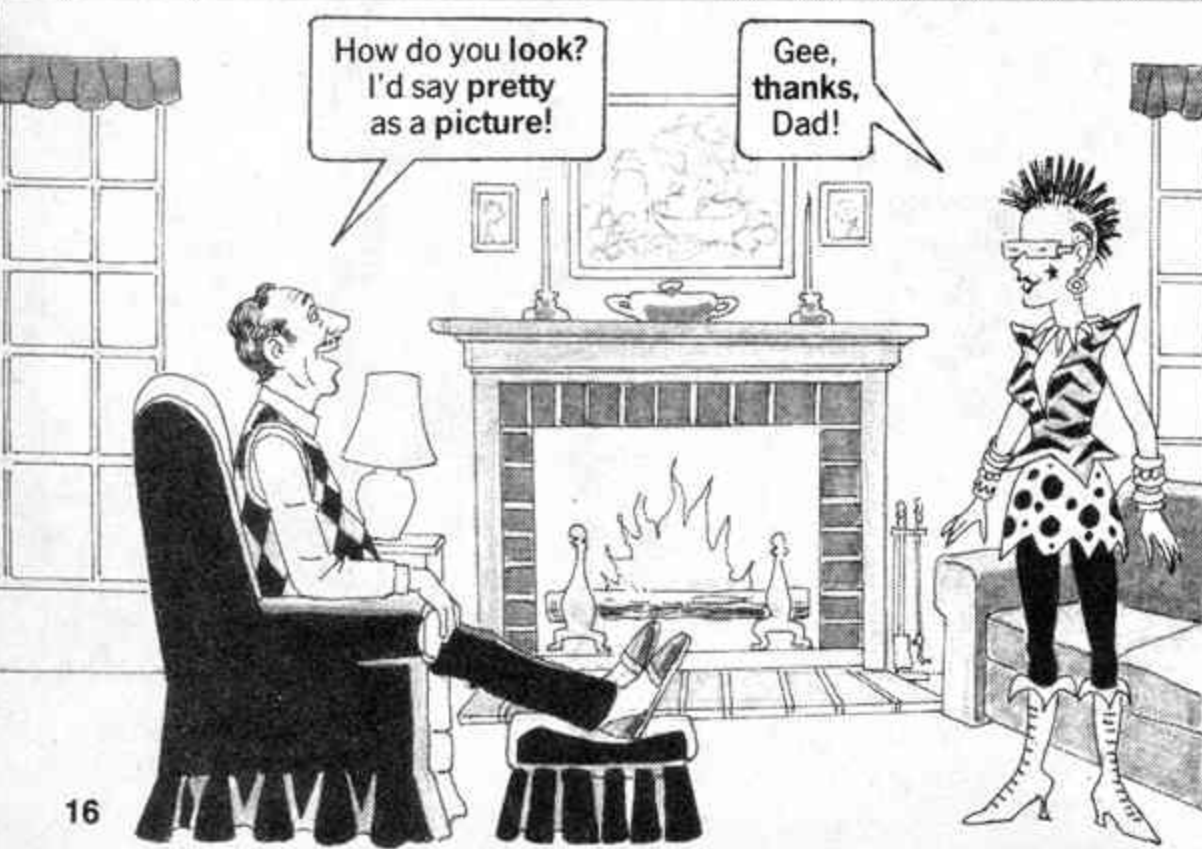
NEIGHBORS



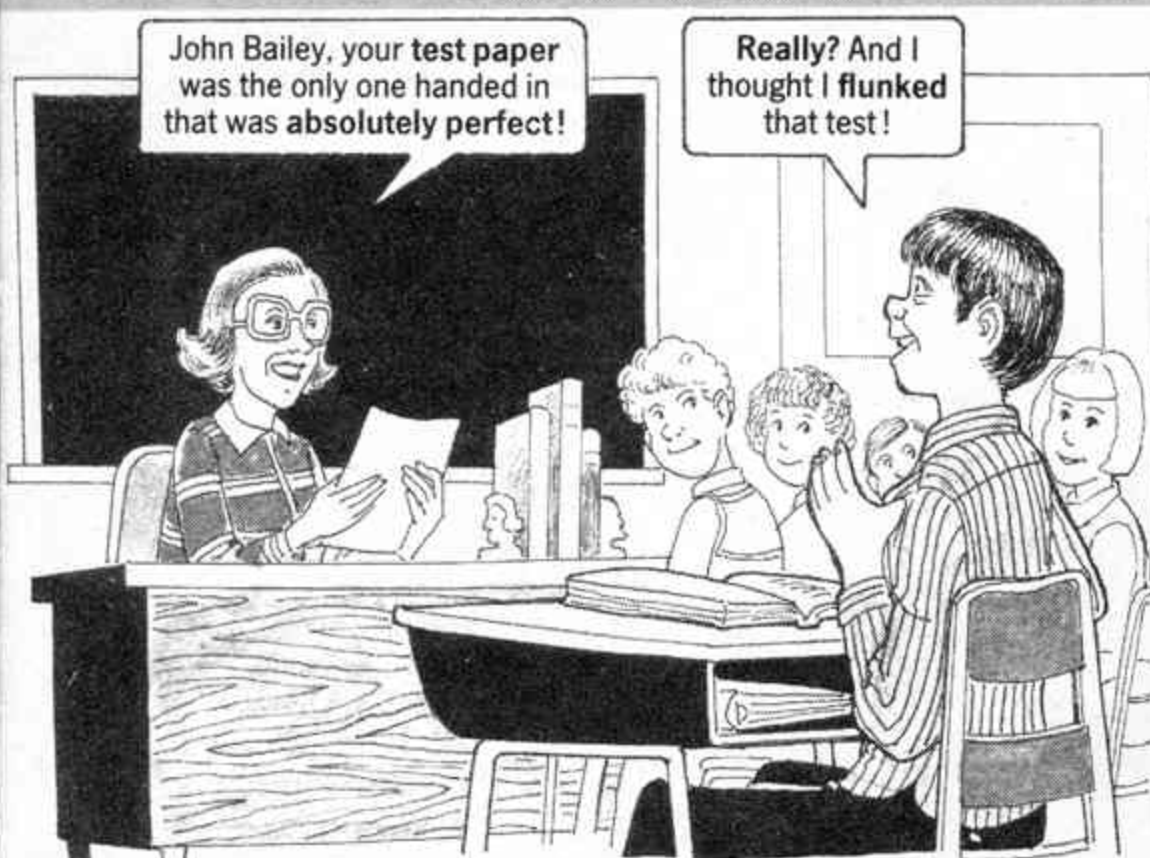
QUOTATIONS



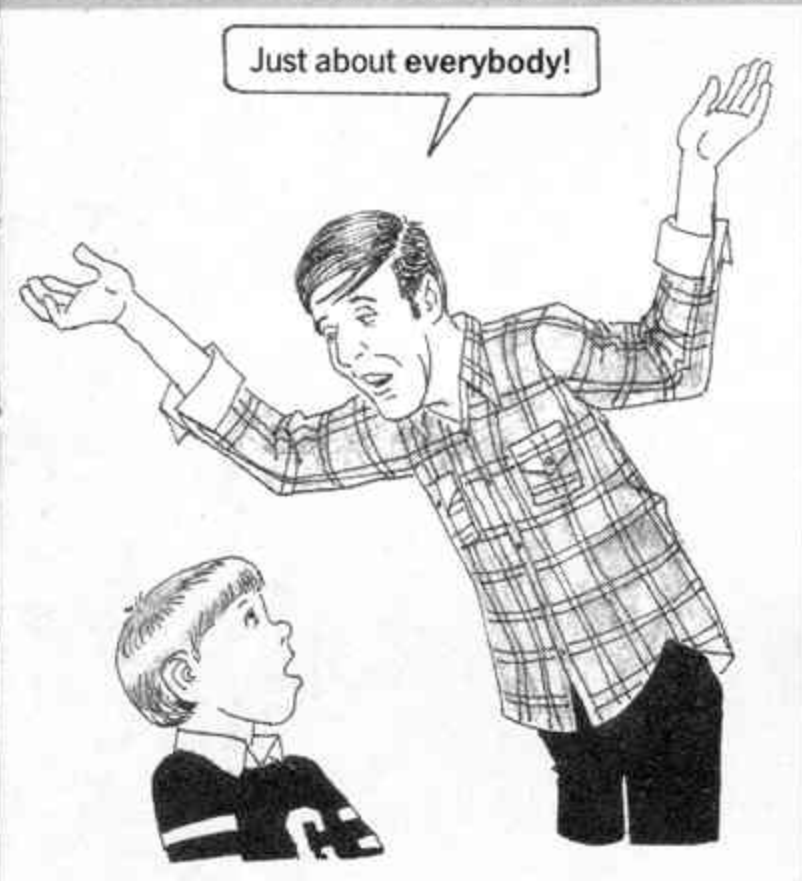
STYLE



SCHOOL



SHOPPING



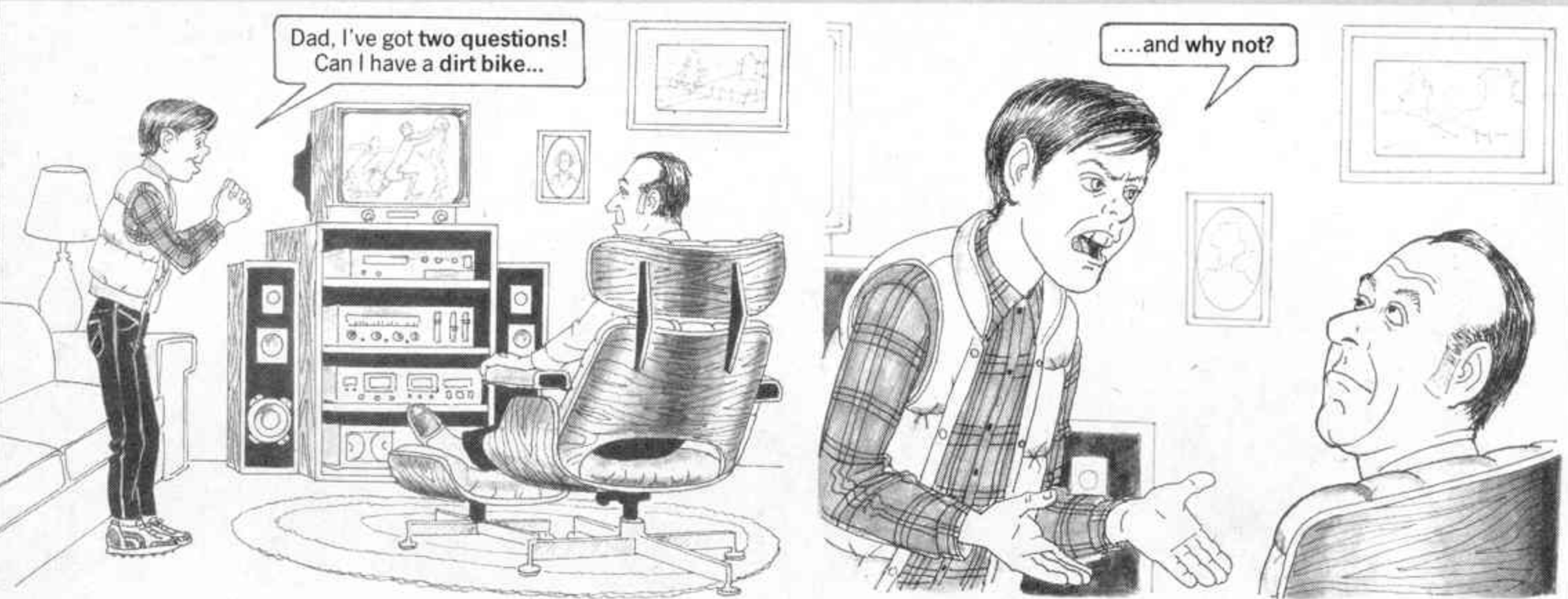
CARS



EFFORT



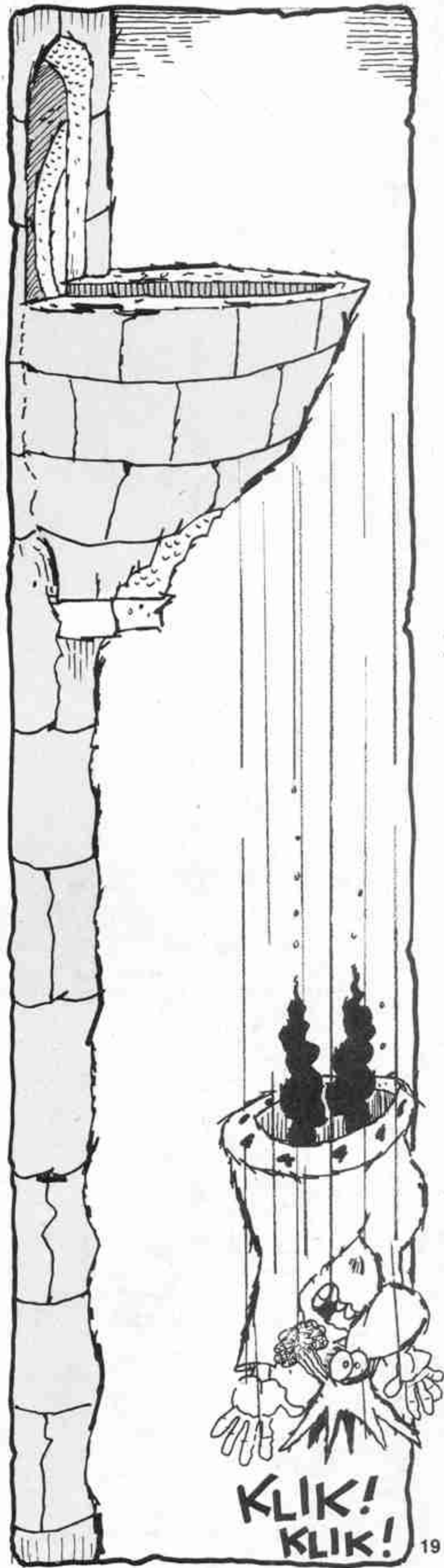
PREDICTABILITY

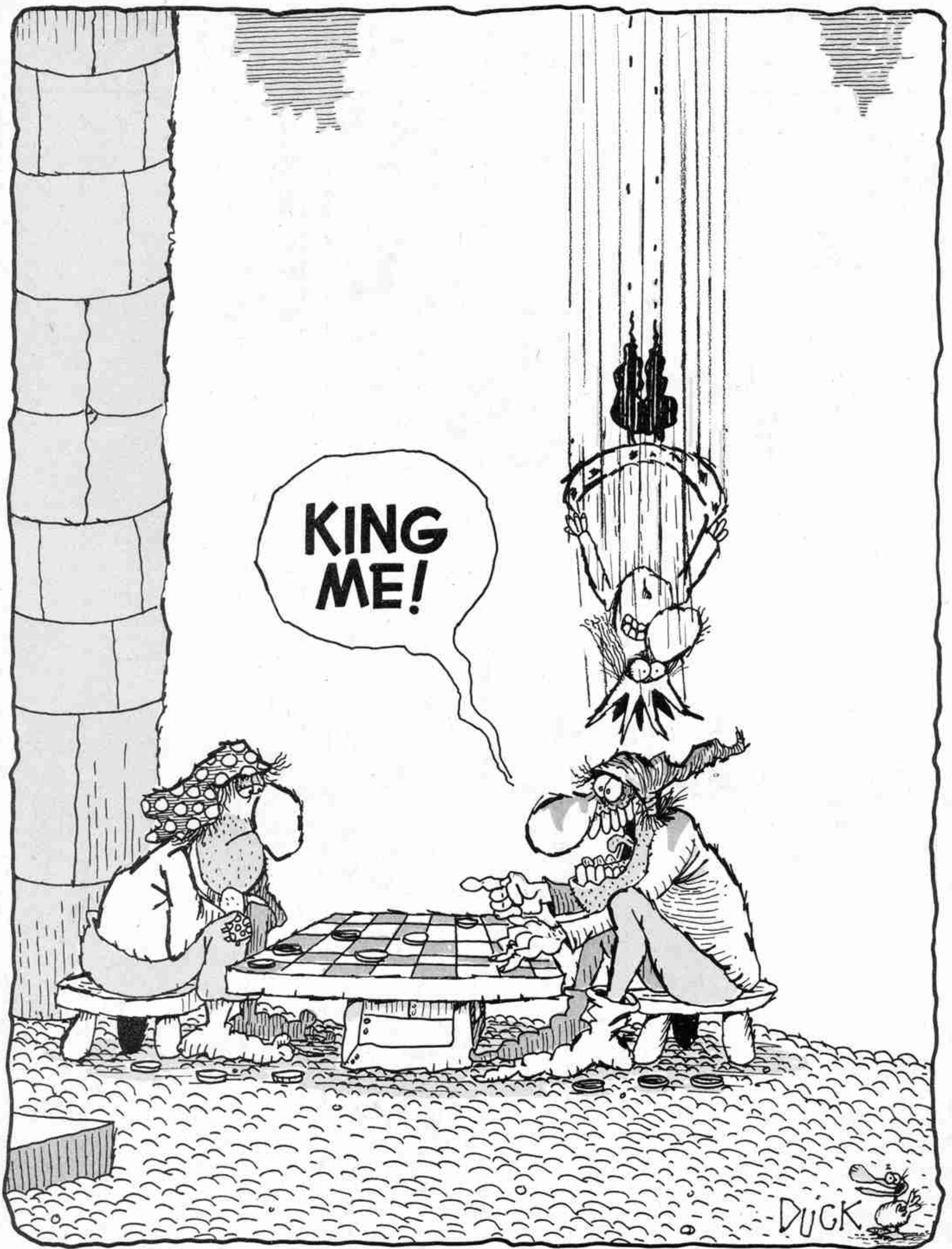


DOCTORS



THE BEFUDDLING BALCONY BLUNDER





THE ENVELOPE, SLEAZE! DEPT.

You probably know loads of people who receive fat envelopes in the mail that are filled with chances to win fantastic prizes and mucho bucks if they will only send in the entry form (and hopefully order some dumb magazines as well). But, how many people do you know who have actually been a winner in one of these cockamamie contests? Well, we don't know any either! And we thought it was about time we got even with the creeps who keep sending out this stupid trash. So without further ado,

MAD OPENS A TYPICAL MAGAZINE SWEEPSTAKES PACKAGE

ARTIST: BOB CLARKE

WRITERS: CHARLIE KADAU & JOE RAIOLA

YOU CAN WIN THESE GRAND PRIZES!

Super Spectacular Grand Prize #1



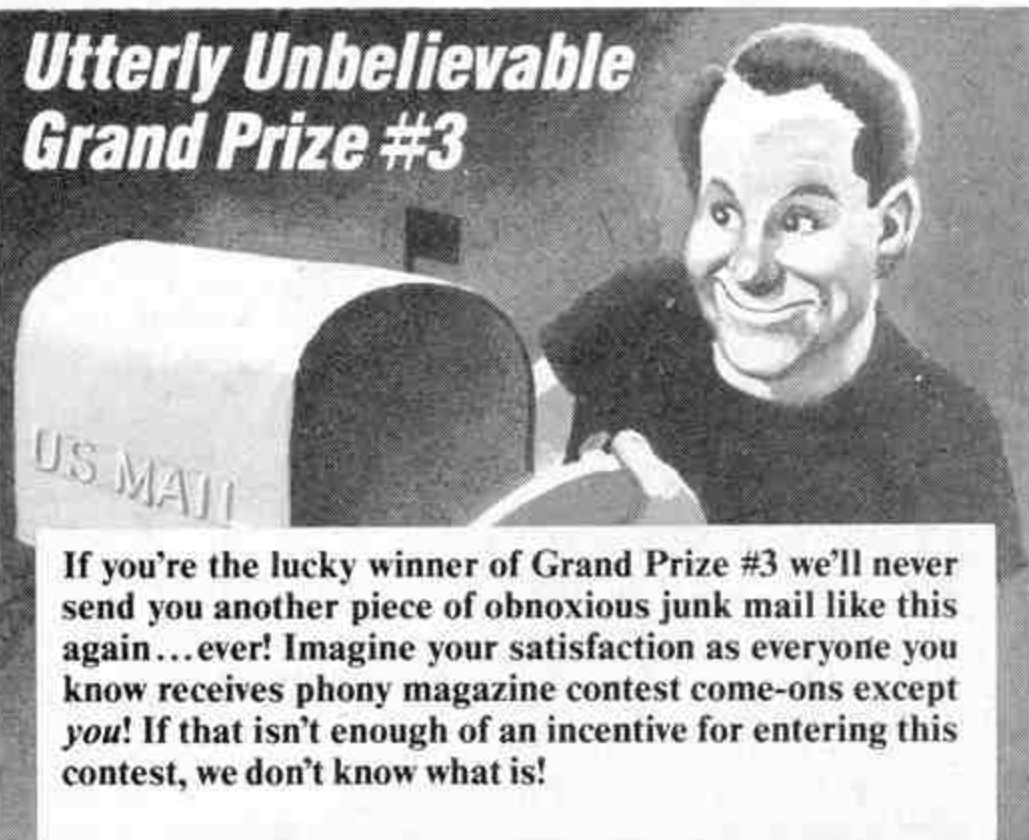
Imagine yourself at the wheel of this luxurious 58 foot yacht! Imagine setting sail for such exotic ports as the Caribbean, The French Riviera and the South Sea Islands! If you're our *BIG* winner, you'll be able to imagine all this and more every time you look at your prize—a full-color 8X10 photograph of this luxurious 58 foot yacht!

Wild Incredible Grand Prize #2



Just think of what your friends will say as you proudly display your new dream house... Complete with 18 rooms, a 4 car garage, patio and in-ground swimming pool! You'll be the talk of your neighborhood, or *wherever* you carry this 1/4th scale model house... Grand Prize #2 in our amazing magazine sweepstakes!

Utterly Unbelievable Grand Prize #3



If you're the lucky winner of Grand Prize #3 we'll never send you another piece of obnoxious junk mail like this again...ever! Imagine your satisfaction as everyone you know receives phony magazine contest come-ons except *you*! If that isn't enough of an incentive for entering this contest, we don't know what is!

WHO CAN ENTER

Our 5 Million Dollar Bonus Sweepstakes is open to all residents of the United States and Canada with the following exceptions: Anyone under the age of 18, women, left-handed people, good dancers, wristwatch owners, taxidermists, circus midgets, football fans, ex-members of Menudo, wax fruit manufacturers, Christians, and men.

If you've decided not to order...
please read this!

Dear Friend:

If you've decided you don't want to take advantage of our incredibly spectacular and truly amazing magazine buys, YOU CAN STILL ENTER OUR SWEEPSTAKES *EVEN IF YOU DON'T BUY ANYTHING!* But remember: for some unexplainable reason, a person's chances of winning seem to increase when they buy lots and lots of magazines from us. I'm not saying you *have* to buy magazines in order to win anything, but I can't think of a single winner we've had who didn't buy multi-year subscriptions to several dozen of our fine magazines!

What do you take me for, a blithering idiot? Only a moron would give away hundreds of thousands of jerks who think they can and ugly as sin to boot. ought to be shot!

Fondly,



Emerson L. Bunk
President
Fat Chance Publishers

A Personal Note From Fat Chance Publishers

Dear Mr. Occupant,
You may already be the winner of our 5 Million Dollar Bonus Prize... and not even know it! Just think of what 5 Million Dollars could do for the Occupant family... A mink coat for Mrs. Occupant... A college education for the Occupant children... Yes, Mr. Occupant, you could be

Potholder Monthly <small>From the publishers of Cardboard Illustrated</small> Only \$23.40	Illegal Business Week Only \$11.95	OUCH! <small>The Magazine of Painful Dentistry</small> Only \$14.97
ALL ADS <small>We dare you to find an article</small> Only \$48.50	VD Guide <small>Where It Is and How To Avoid It</small> Only \$13.32	Better Avocado <small>(Includes our Annual Guacamole Issue)</small> Only \$14.99

This Check Could

Fat Chance Publishers
12 Bogus Boulevard
Shady Groves, Connecticut

Pay To the Order Of *Mr. Occupant and family*
Five Million \$

First National
Void Bank

Official Signature Here *[Signature]*

MAD <small>Winner of the VEEKO Award</small> Only \$23.40	<small>in every issue)</small> Sports Titillated <small>52 Swimsuit Issues A Year!</small> \$62.79	Teen Rabbi <small>The Magazine for Everyone!</small> Only \$20.00
ES AN <small>Journal for Boss Executives)</small> Only \$44.56	CREATIVE TERRORISM <small>Free Hostage with Paid Subscription! 12 Explosive Issues</small> Only \$29.99	

WOW!

WE MEAN IT!

READ THIS!

DROPOUT
The Magazine for
People Who Can't Read
Only \$12.99

**Cardboard
Illustrated**
From the publishers
of Potholder Monthly
Only \$17.94

**POPULAR
HAIRPIECE**
(Incorporating
Wigs Monthly)
Only \$15.00

THYME
The Official Journal
of Spices
Only \$38.50

**Popular
WASTE
BASKET**
Only \$15.00

**Boating
For
Horses**
Only \$6.98

**Popular
Explosives**
Only \$15.00

**Unaffordable
Things**
Only \$157.95

**Review
Journal
Digest**
(America's Most
Boring Magazine)
Only \$18.00

**Stole
& Dr**
The Year
Getawa
Only \$

**Family
Disagreement**
(8 domestic squabbles
in every issue)
Only \$9.99

**U
yest**
Old
That's
Only

It's Easy To Find Out If You're A Winner!

All you have to do is watch TV! We'll be announcing the winners of our super duper Grand Prizes and the 5 Million Dollar Bonus Giveaway sometime in September (or October) during channel 39's 4 AM Farm Report program in Bagboro, Montana! In order to protect your privacy, this is absolutely the *only* place and time we will be announcing the winners. See you in Bagboro!

Be Yours!

Army Day Now 19 88!
\$5,000,000!!

OFFICIAL ENTRY CARD

SPECIAL COLOSSAL
GRAND PRIZE
STAMP HERE!

MAGAZINE STAMPS HERE

VERY
SPECIAL
PRIORITY
STAMP
HERE

THE STAMP THAT
LOOKS
LIKE
FLORIDA
HERE

AREN'T YOU GLAD
WE DIDN'T DESIGN
A STAMP THAT
LOOKS LIKE THIS?

PUT
YOUR VERY
SMALL STAMP
THAT YOU
PROBABLY
LOST HERE

PLACE ANY STAMPS YOU
HAVE LEFTOVER HERE!

☐ YES, charge me a lot more for the
magazines than you said you would.

HOW TO ENTER

- 1.) If you are ordering magazines, affix a postage stamp and mail immediately!
- 2.) If you are only entering our sweepstakes and not ordering magazines, that's fine with us! Simply mail your entry to:
Yung Scrap Paper Company
Baktash
South Korea 80921

PLACE YOUR ADDRESS LABEL HERE



...when any of us can get a bank loan as easily as the fascist dictator of some debt-ridden country.



...when we can remember who last year's Miss America was if she doesn't take off all her clothes.



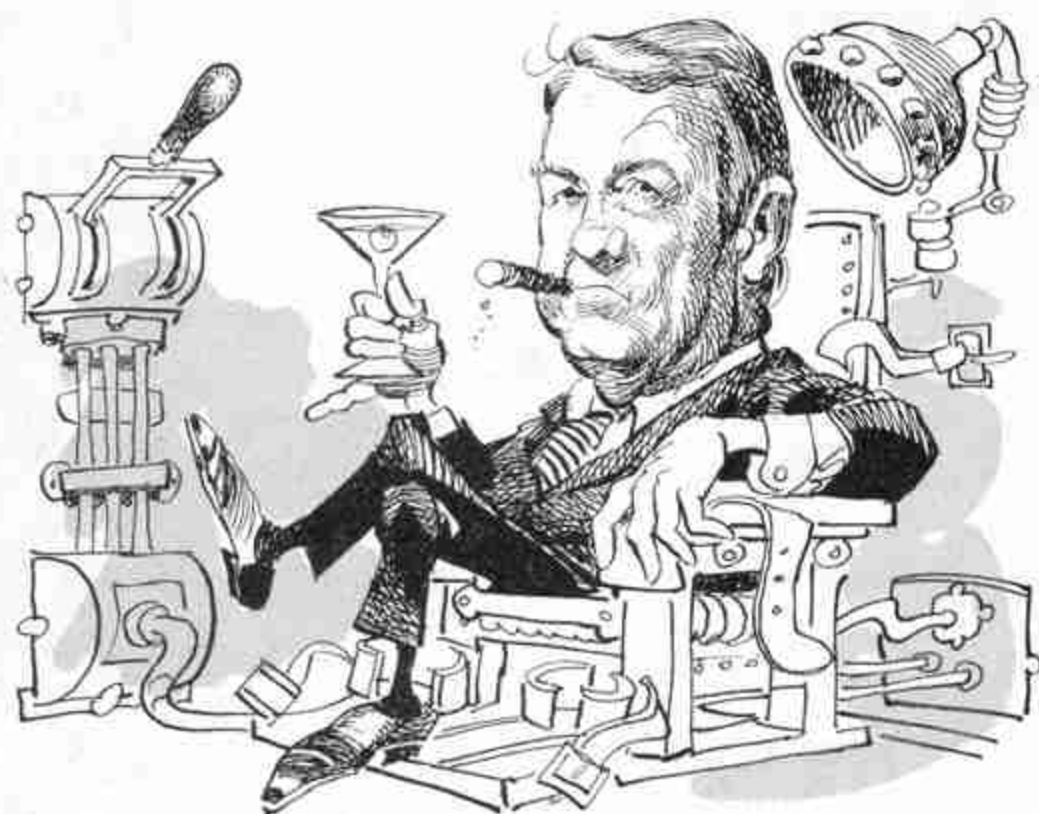
...when Reagan forgets a 1947 anecdote about the movies as easily as he forgets the details of Iran-Scam.

THE ODDS MUST BE CRAZY DEPT.
THAT'

We're pleased to announce that MAD this year's Pulitzer Prize for Literature gullible readers have passed out from like to present a few other events

THE

ARTIST: JACK DAVIS



...when politicians who are "tough on crime" insist on the death penalty for graft, corruption, and bribe-taking.



...when participants in sleazy scandals are too ashamed to sell their stories to producers and book publishers.



...when drug addicts go cold turkey and give up cocaine because Nancy Reagan tells them to "Just Say No."



...when Americans care more about the Sandinistas vs. the Contras than they do about the Colbys vs. the Carringtons.

LL BE

D has been selected to receive
ure. HA! Now that our more
om shock—or schlock!—we'd
that will make you shout...

DAY!

WRITER: BARRY LIEBMAN



...when some poor, oppressed, down-trodden country actually *improves* after covert C.I.A. interference.

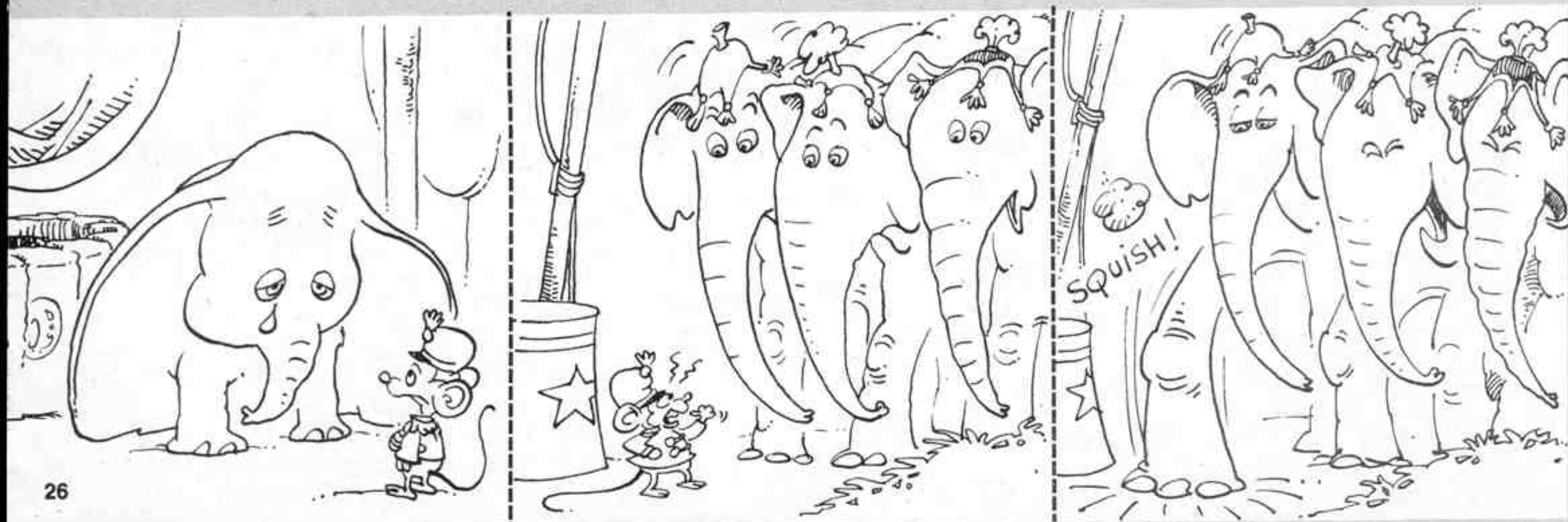
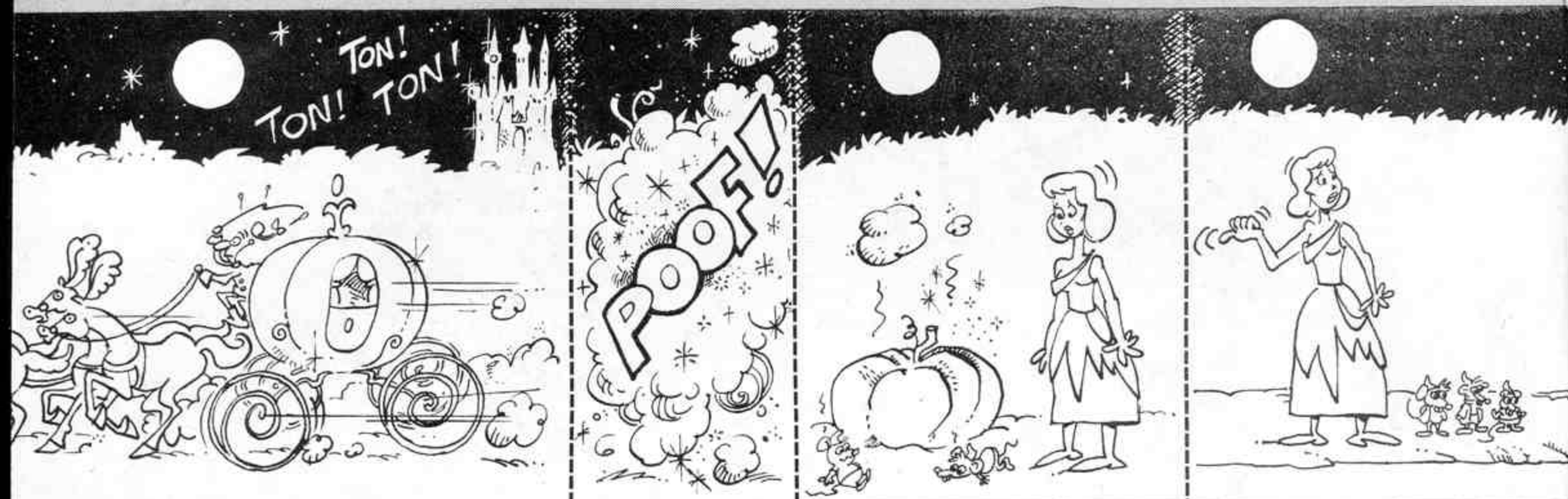


...when other motorists start driving more carefully the moment they see a stupid yellow "Baby on Board" sign.



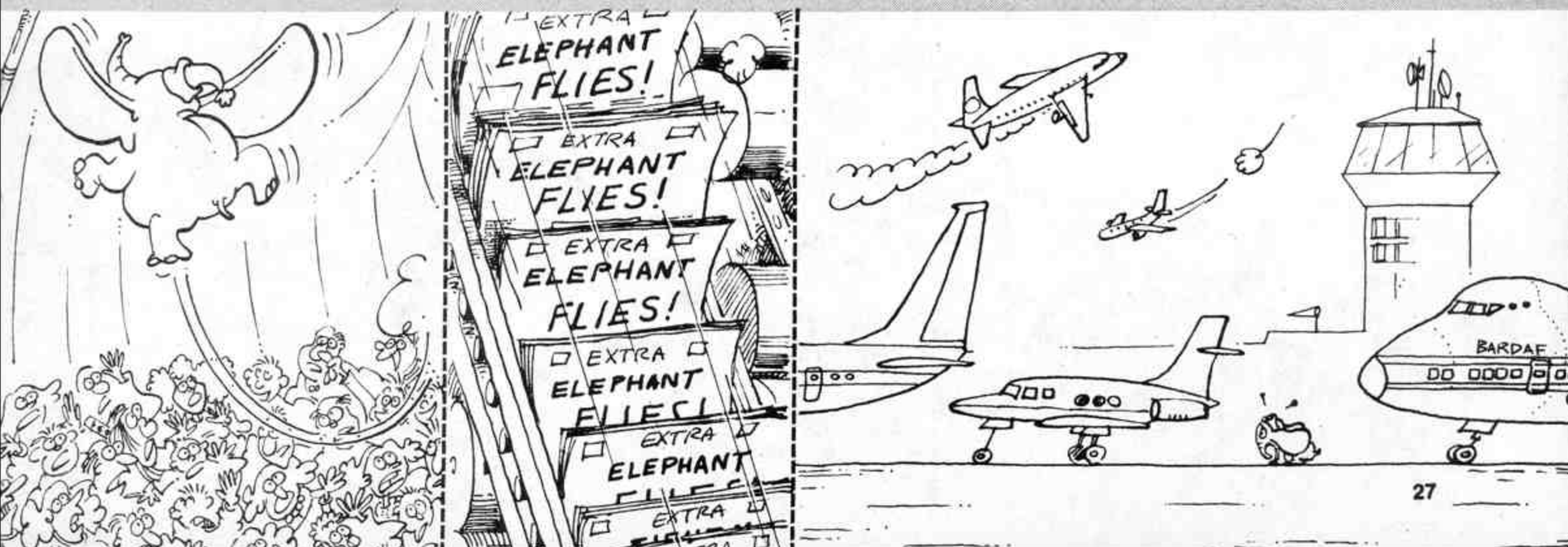
...when Madison Avenue shows us what construction workers *really* look like after they've chugged down a few beers.

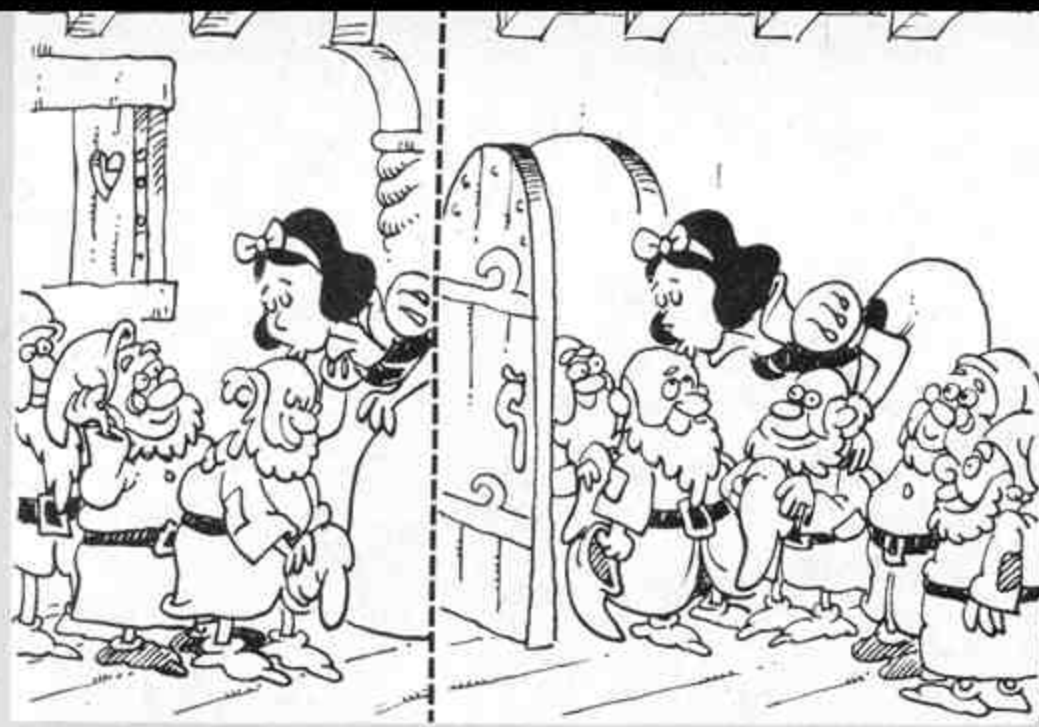
A MAD LOOK AT DISNEY



CLASSICS

ARTIST & WRITER: SERGIO ARAGONES





ARAGONÉS

HIRE EDUCATION DEPT.

Like it or not, you can't go to school forever. So, in the not too distant future, when you're 25 or so, you're going to wake up one morning and be faced with a momentous decision: either finish high school and go on to college, or go out and get a job. If you decide to go to college, you've got nothing to worry about for another ten years at least. But if you plan to get a job, pay close attention to:

MAD'S GUIDE TO

MAKING IT IN THE BUSINESS WORLD

ARTIST: GEORGE WOODBRIDGE

WRITER: LARRY SIEGEL

CHOOSING THE KIND OF COMPANY TO JOIN

In the business world, you usually have a choice of two kinds of firms to join, Small or Large.

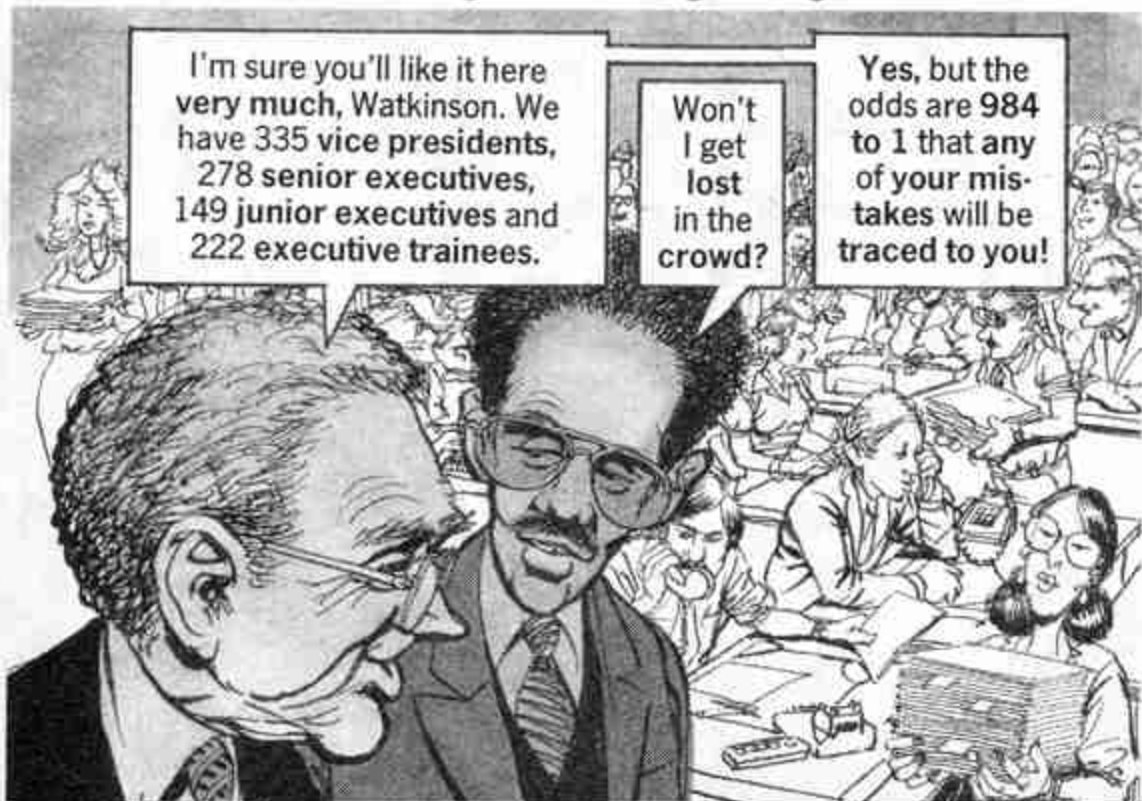
One Of The Advantages Of Joining A Small Firm



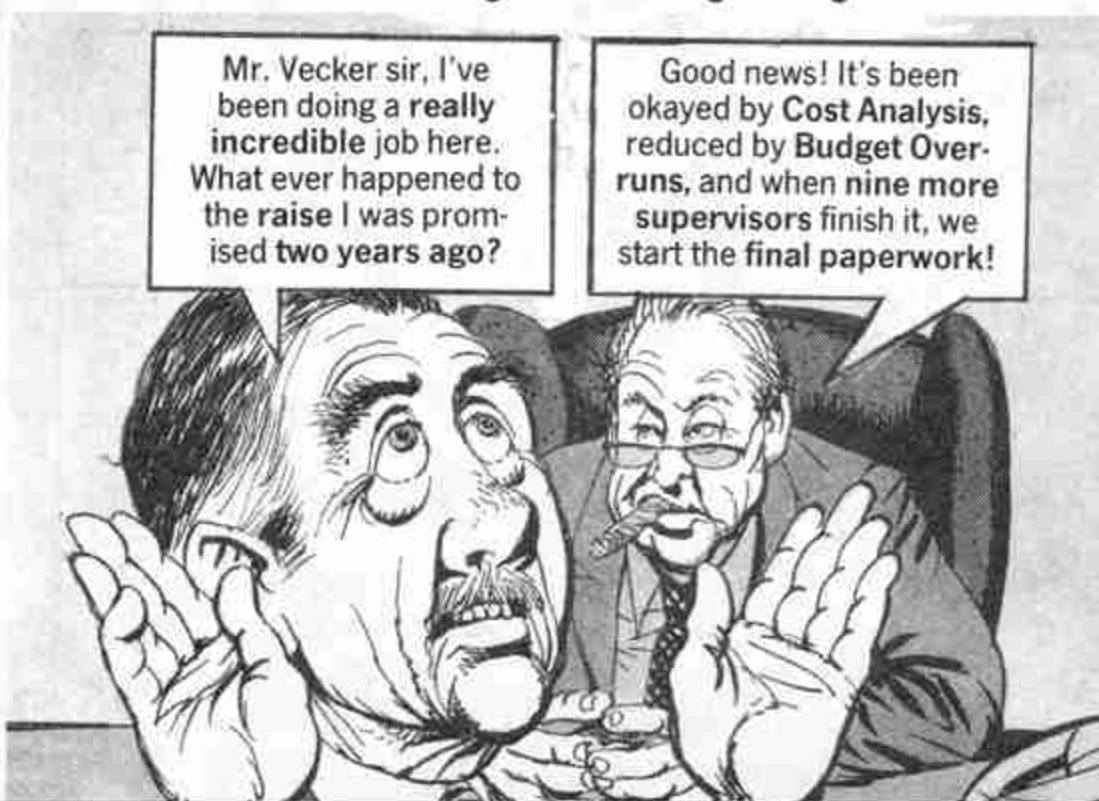
One Of The Disadvantages Of Joining A Small Firm



One Of The Advantages Of Joining A Large Firm



One Of The Disadvantages Of Joining A Large Firm



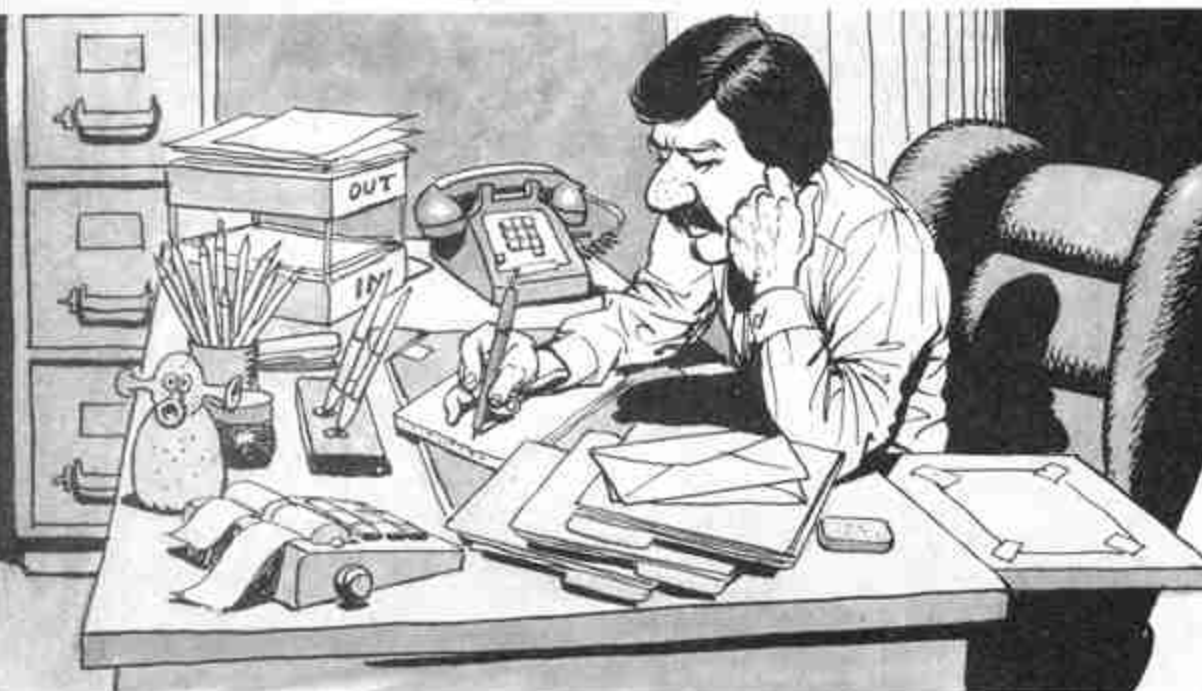
PATTERN YOURSELF AFTER SUCCESSFUL PEOPLE

The quickest way to achieve success in a large office is to model your behavior after those who are making it, and avoid the mistakes of those who aren't. Here are examples of what we mean...

The Way They Keep Their Desk



This man's desk tells us that he is a conscientious and tireless worker. It tells us that he has no time for petty politics and no desire to engage in vicious acts like screwing the guy ahead of him on the job scale. It also tells us that this guy is a **TOTAL FAILURE IN BUSINESS**.



This man's desk contains only a minimum amount of work. The rest, he either passes on down to underlings, or he destroys. This gives him a free hand to work on important projects. It also gives him his other free hand to knife people in the back who are in his way up the job scale. This guy is obviously a **MODERATE SUCCESS IN BUSINESS**.



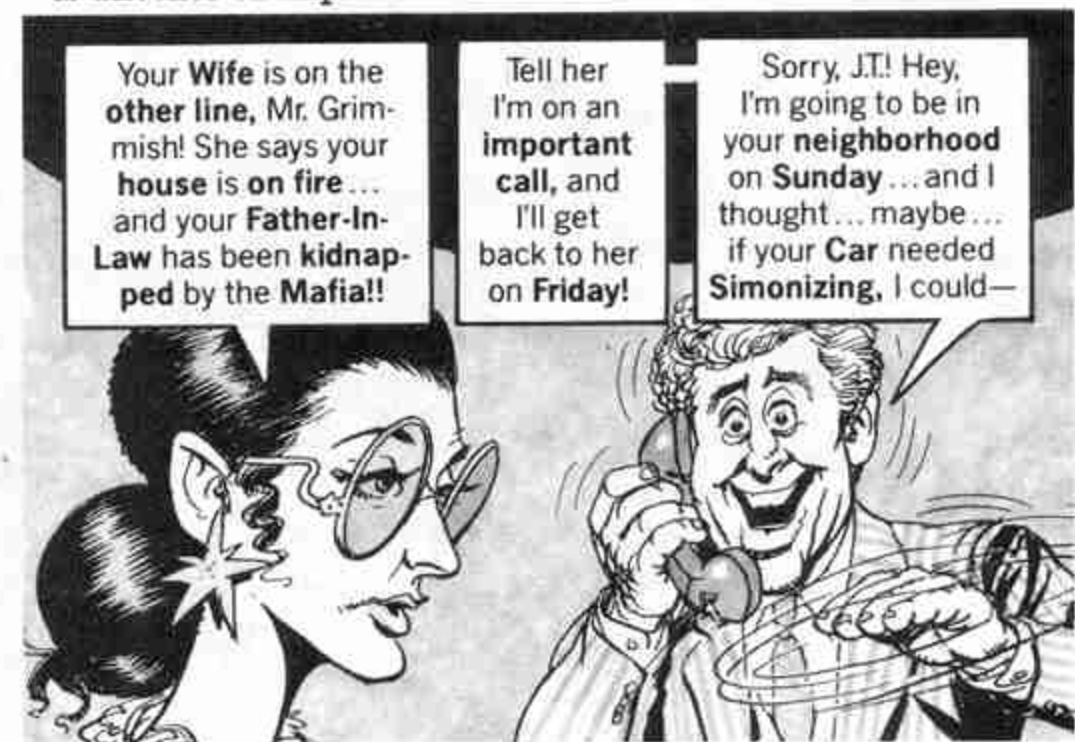
This man's desk is absolutely, totally clean. Everything...including his work load, his expense account records, and the man he replaced...are in the waste basket under his desk. This guy is obviously **CHAIRMAN OF THE BOARD**.

The Way They Handle Themselves On The Phone

This man will accept all calls, will talk to anybody on the phone, and if he's not at his desk, will return calls immediately upon his return, which gives him no time to make plans to screw the man ahead of him. Obviously, this man is another example of a **TOTAL FAILURE IN BUSINESS**.



This man only speaks to people who can help him, and ignores the calls of others. Which gives him time to suck around superiors, or make plans to knife them. This guy is another example of a **MODERATE SUCCESS IN BUSINESS**.



Even until his dying day, this guy never accepts calls from anyone! Yep... he's the **CHAIRMAN OF THE BOARD**.



THE VITAL IMPORTANCE OF BUSINESS MEETINGS

Business meetings are the very lifeblood of any large firm. Following are the "Three W's" of business meetings: "When," "Who," and "Why."

WHEN Should You Call A Business Meeting...?
Answer: At Least Twenty-five Times A Day...?



WHO Should Attend These Business Meetings?
Answer: Anybody In The Office! And Remember, There Are Never Too Many Or Too Few People!



WHY Should You Call A Business Meeting...?
Answer: If You Think You Need A Good Reason, You'd Better Get Out Of The Business World!!



SEX IN BUSINESS

In the business world, you'll come across women of all ages, sizes and shapes! Take warning...!

Back in the old days, the following scene of sexual harassment was very common around most business offices...



Today, of course, with the advancement of "Women's Rights," the times...and the scene...have changed dramatically...



HOW TO DRESS IN THE BUSINESS WORLD

In business, it's important to conform to certain dress codes which coincide with your career.

As A Shipping Clerk...

As An Executive Trainee...

As A Vice President...

As Chairman Of The Board...



...you will wear battered running shoes, torn jeans, a dirty tank shirt, a beard, a Willie Nelson hair style and an earring. You will be known as a **STRANGE WEIRDO SLOB!**



...you will wear a conservative suit, a dark blue shirt, a paisley tie, Italian shoes and short hair. You will be known as a **FASHION PLATE** ... **WITH UPWARD MOBILITY!**



...you will be a symphony in black... a black vested suit, black tie and black shoes framing a white shirt. You will be known as an **EXECUTIVE WHO'S MADE IT!**

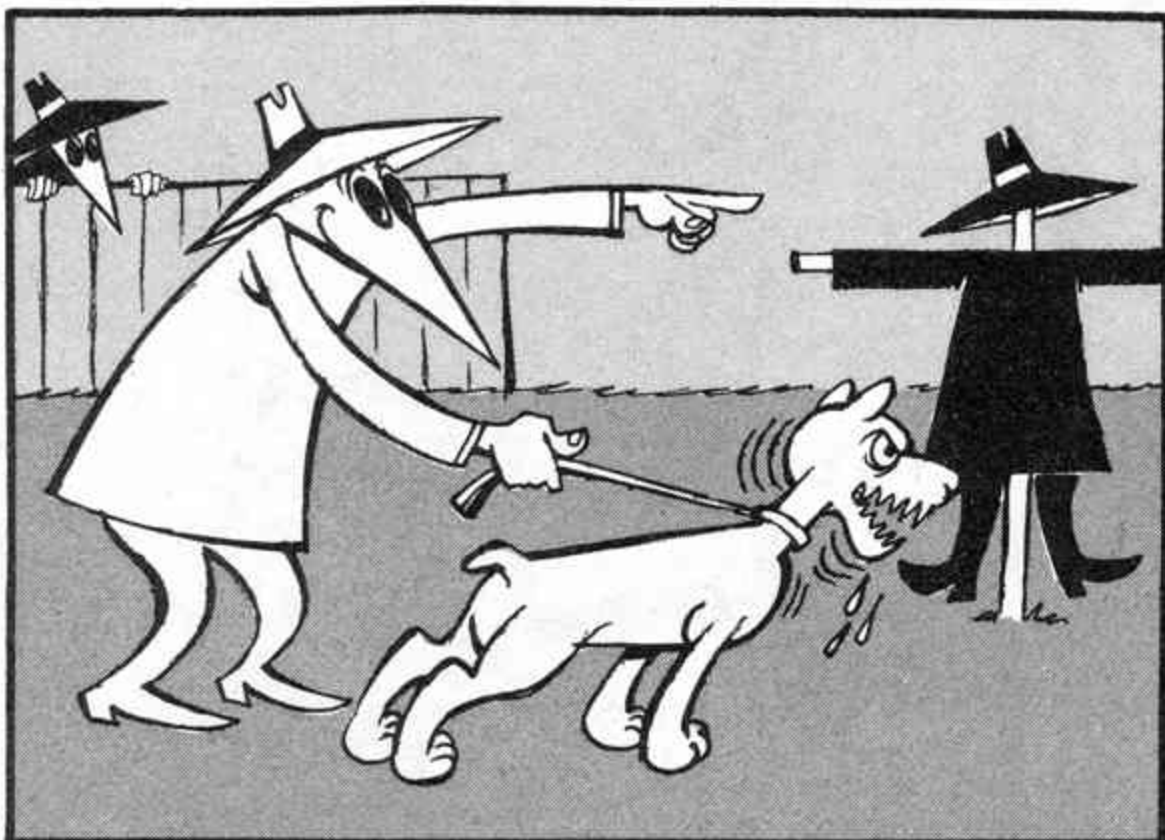


...you will wear battered running shoes, torn jeans, a dirty tank shirt, a beard, a Willie Nelson hair style and an earring. You will be known as an **ECCENTRIC GENIUS!**

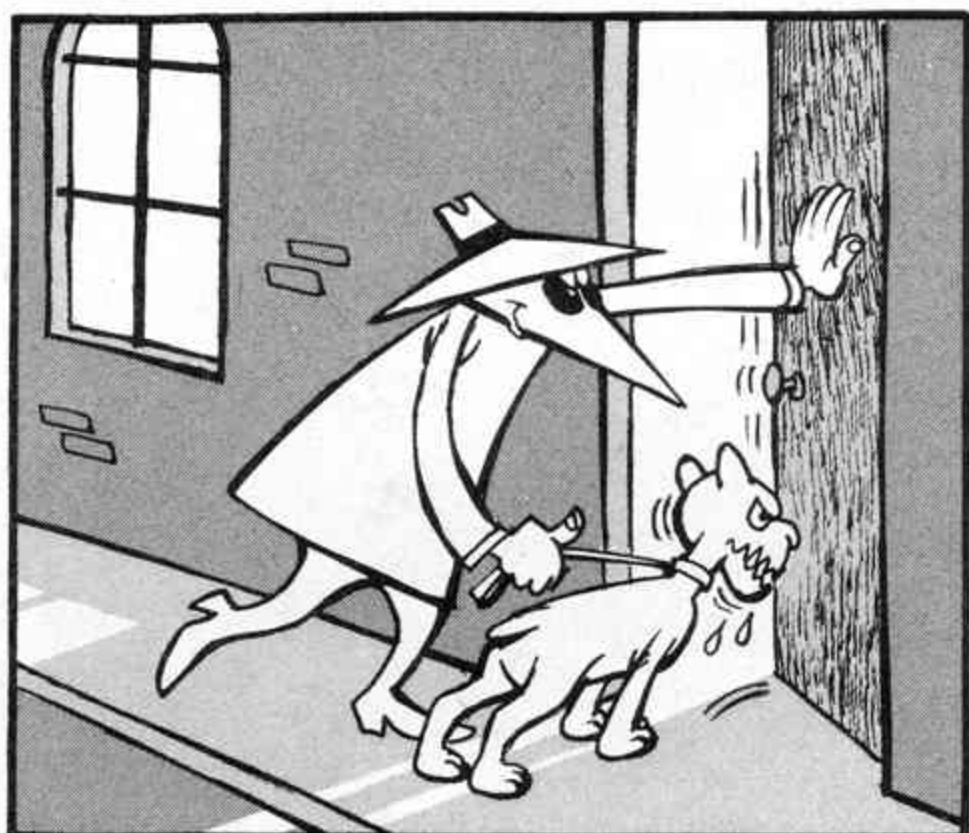
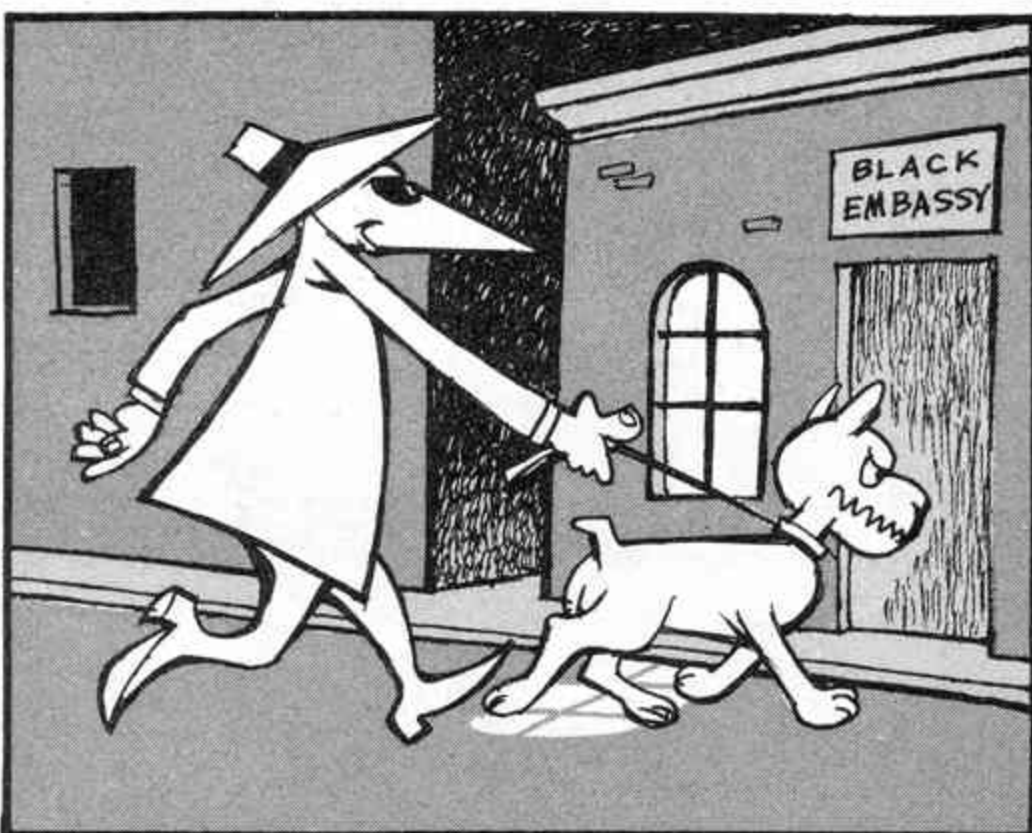
THOSE LEGENDARY OFFICE CHRISTMAS PARTIES

One of the marks of a successful executive is how well and how often he makes out at the Office Xmas Party. Watch some experts in action and, if you value your career, follow their examples.





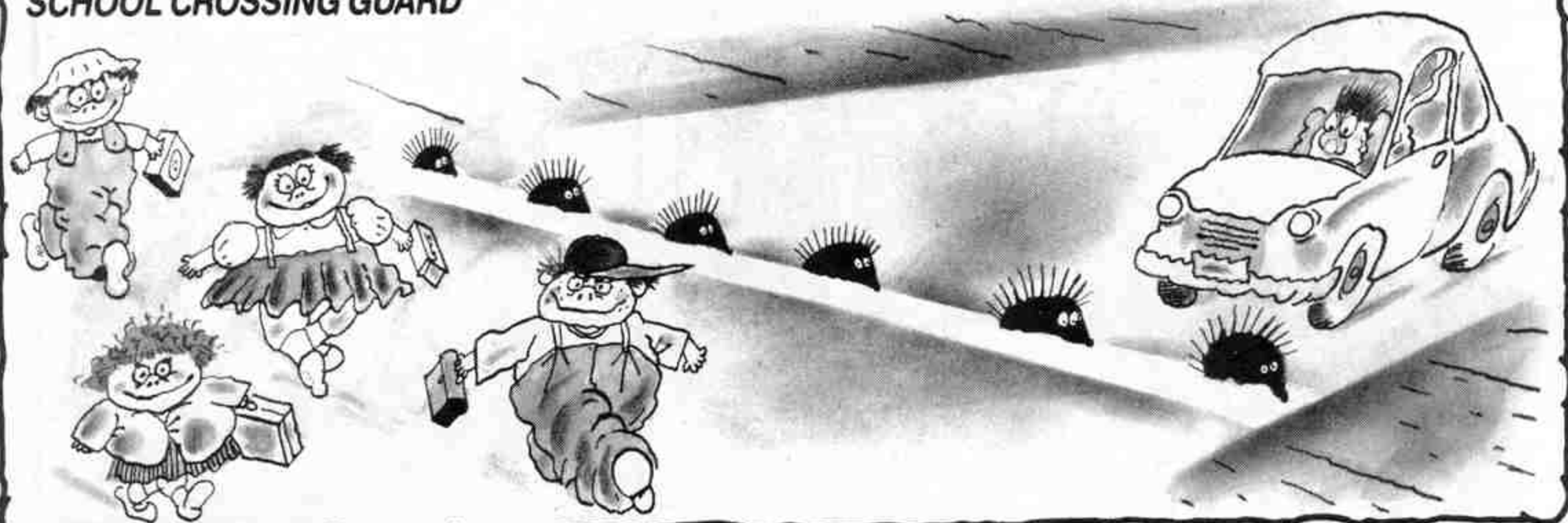
GESUNDHEIT!



A VIEW TO A QUILL DEPT.

PRACTICAL USES FOR WE

SCHOOL CROSSING GUARD



MULTI-HEADED TRASH PICK-UP



PUNK HAIRPIECE FOR THE BALDING



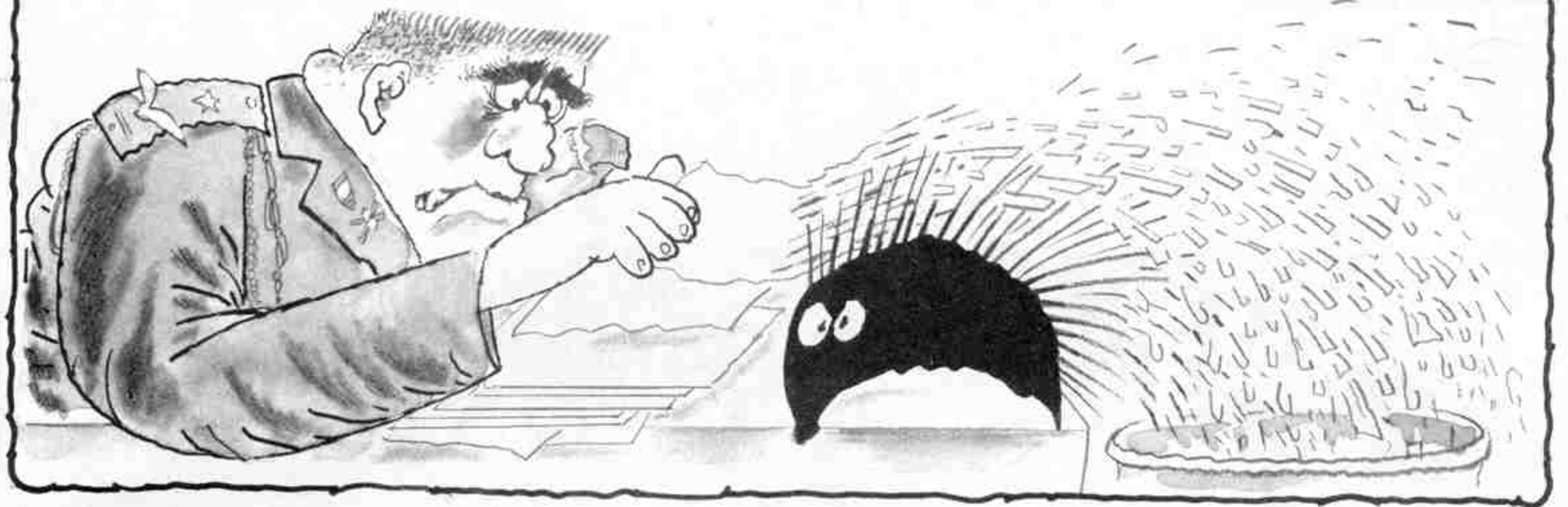
BUFFET TABLE AIDS



ALL-TRAINED PORCUPINES

ARTIST & WRITER: PAUL PETER PORGES

PORTABLE PAPER SHREDDER



FIREWORKS HOLDER



FAKIR'S PILLOW



SEAT RESERVER



JOY-SCHTICK DEPT.

Were you one of the unlucky ones who got a Nintendo or a Sega or some other video game system over the holidays? You say you can never play with it because you just can't figure out the cockeyed and confusing game cartridge instructions? We're not surprised! You'd probably have more fun and get higher scores if you created your own rules by filling in the blanks below with the words and phrases on the corresponding lists. At least that's what one MAD writer told us when he conned us into buying MAD's...

ALL-PURPOSE VIDEO GAME INSTRUCTIONS KIT



HOW TO PLAY

Save _____ (1) _____ from
being _____ (2) _____ by
_____ (3) _____ (4) _____
_____ (5) _____ . Using
_____ (6) _____ , destroy their
_____ (7) _____ with _____ (8) _____
while avoiding the _____ (9) _____
of their _____ (10) _____ .

SCORING

_____ (11) _____ (12) _____

DEEDLE DEEDLE DEEDLE

1

the Universe
Earth
Emerald City
the Indianapolis Colts
lovely Valerie
your underarms
this unhappy marriage
your neighborhood psycho
Tulsa
the Good Hands People
Tracey Ullman
this punk kid

5

from Arcturus
beyond our galaxy
in drag
up to no good
looking for action
reciting "Hiawatha"
pushing your buttons
wearing velvet
just off Exit 17
running in place
with overbite
scratching themselves

9

deadly fire
paralyzing breath
liberal programs
fang marks
pass rush
unpleasant aftertaste
horrible punchlines
social diseases
endless sales pitches
smug attitude
slam dunks
vacation slides

BOOP! BOOP! BOOP! BOOP!

DEEDLE!  YAH!  IN  OUT  MEE!

wiped out
overrun
taxed to death
bench-pressed
baked at 350°
humiliated
slobbered over
sweet-talked
tail-piped
reincarnated
spindled and mutilated
Sanforized

invading
alien
whining
bleeding-heart
rush-hour
lead-free
guilt-ridden
sleazy
unabridged
nerdlike
low-calorie
Methodist

spacemen
mutants
Hukons
Zarks
flashers
summer replacements
wimps
saxophonists
break-dancers
zinc worshipers
Cornhuskers
Peruvian Jaycees

*the Blast Button
the joystick
lies and deceit
your toes
the bump-and-run
Herbalife
Bob's lawn mower
limp pizza
the handy twist-top lid
the gifts God gave you
hired gnomes
all Utica has to offer*

**armies
missiles
"nice guy" image
moments of intimacy
Roach Motels
hopes of citizenship
singles bars
dream kitchens
retirement villages
Olympic pin collections
memories of Duluth
pockets of cellulite**

*atomic torpedoes
rockets
killer minnows
spit
a dash of tabasco
a knee in the groin
a belt-high fastball
stoned droids
attack poodles
raw sewage
Pia Zadora films
fur-bearing mercenaries*

***phasers
space cannon
trained gnats
Alf look-alikes
in-laws
trivia freaks
few remaining virgins
all-Capricorn army
fiddlers three
late-night talk shows
vegetarian death squads
anti-abortionists***

Every 100 ships destroyed
Every 1000 Fleegs vaporized
A score of 600 zillion
Landing on Baltic Avenue
Tipping the maitre d'
Bathing regularly
Punching yourself in the face
Rolling a hard six
Saying you're a friend of Sid's
Getting it on with a Martian
Raising with a pair of kings
Draining your sinuses

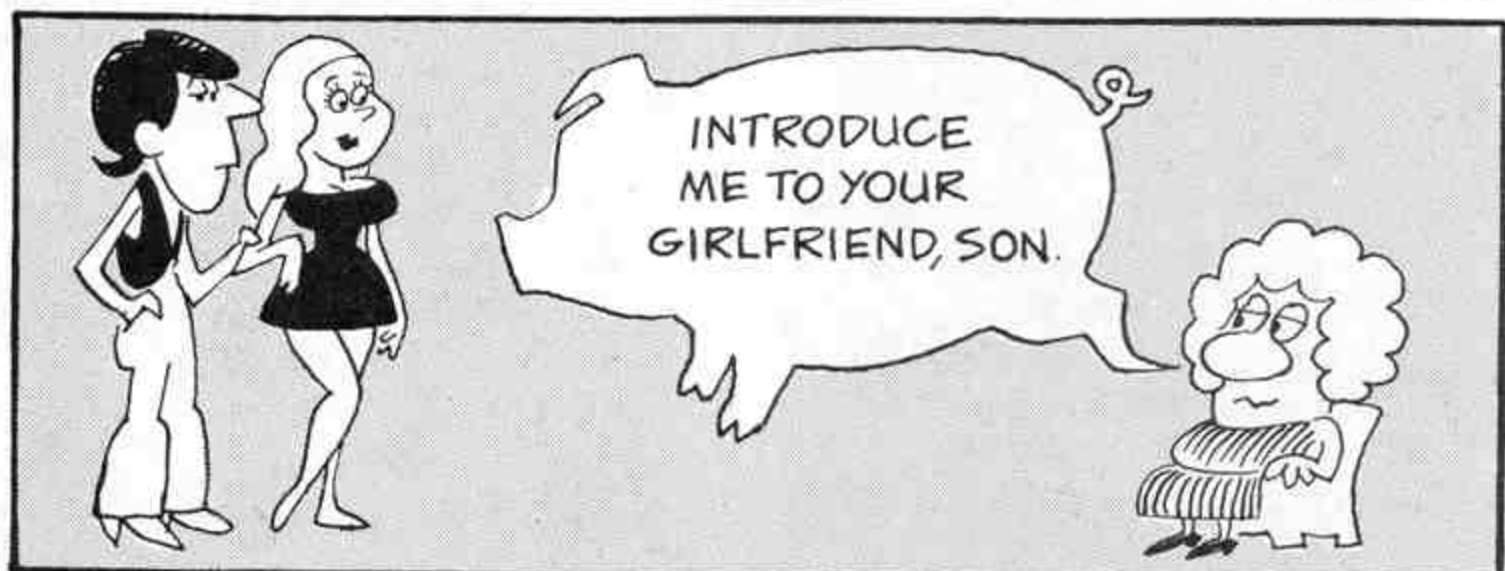
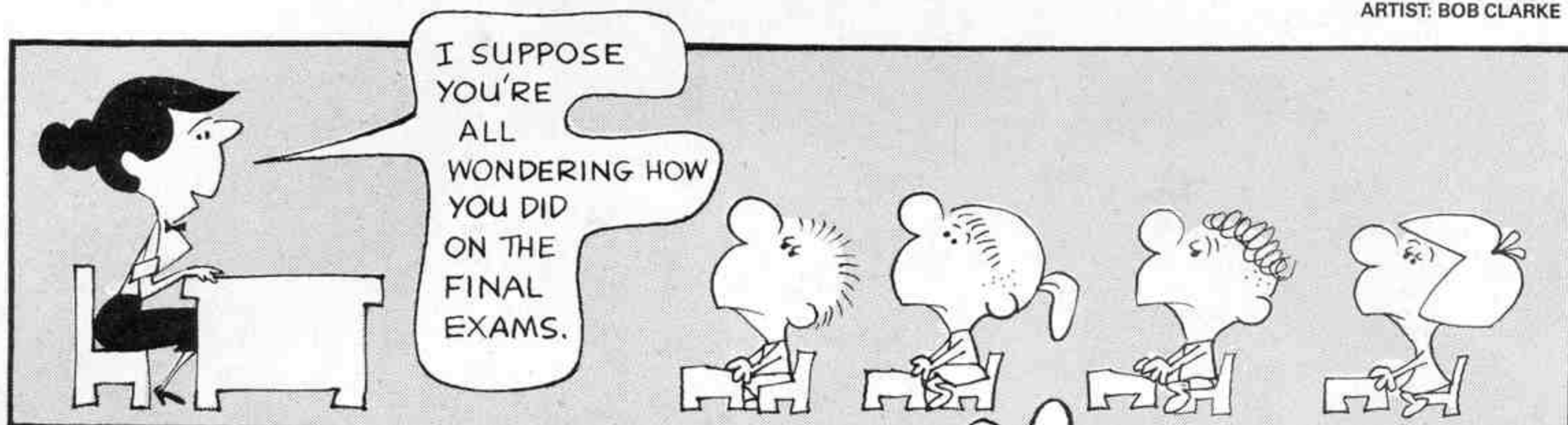
*extends your playing time
wins a free game patch
looks good on your resumé
brings on rigor mortis
means oh so very much
helps control psoriasis
brings grief and suffering
feeds an Albanian
provides a cheap thrill
sucks
won't help James Caan's career
means absolutely nothing*

THE FUNNY FORM DEPT.

According to a recent study 76.4% of all MAD readers think 48.9% of all MAD intros are funnier than the articles they introduce. We figure this means one of two things: either 48.9% of our articles are absolute clinkers or 76.4% of our intros are masterful works of comic

TELL-TALE COMIC STRIP

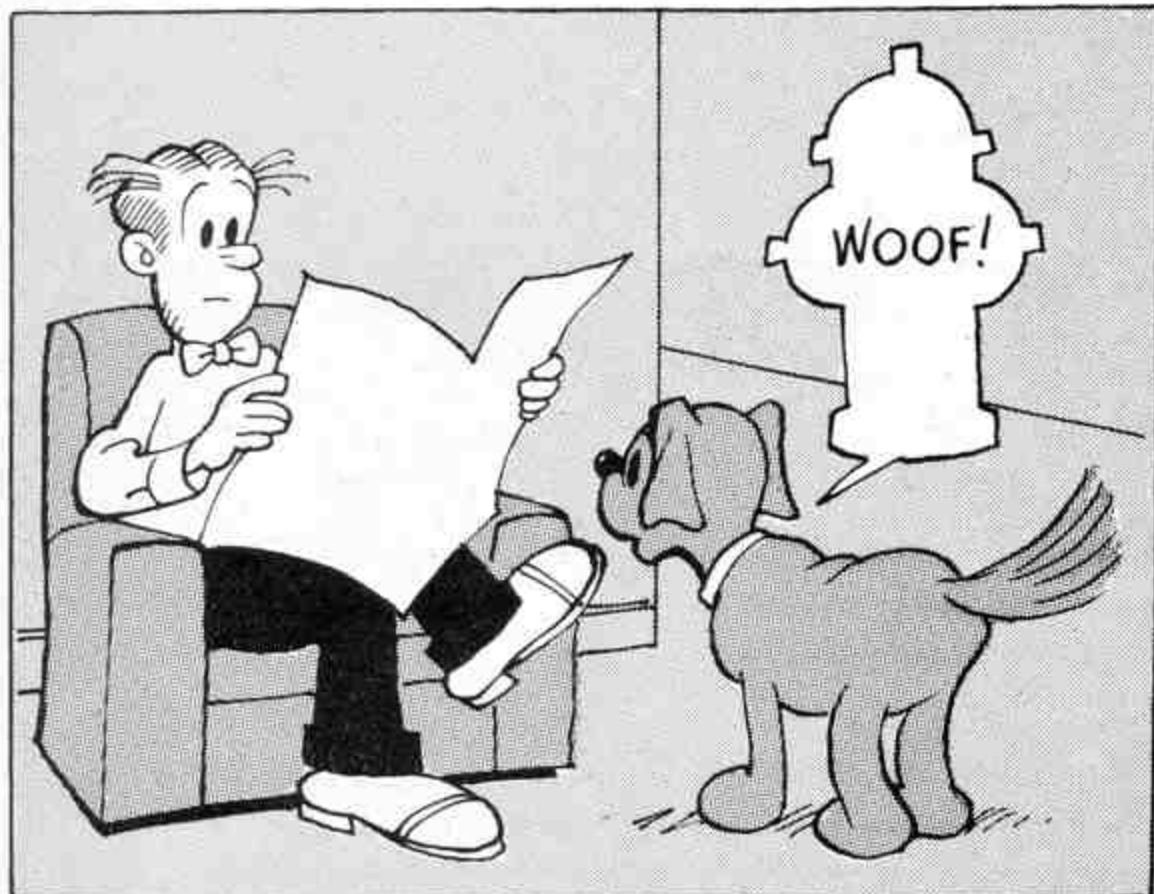
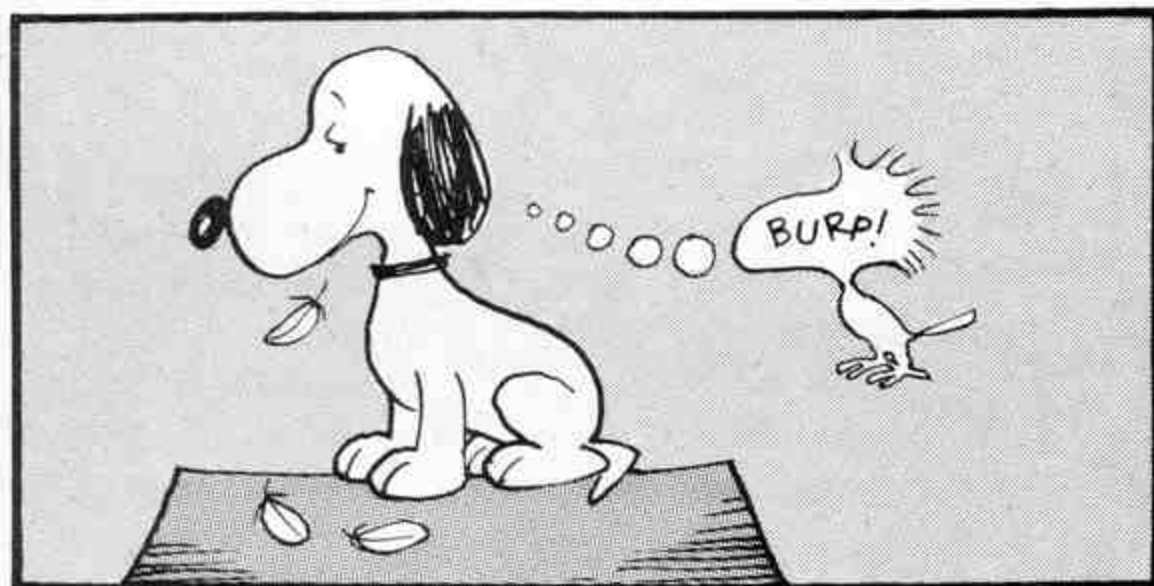
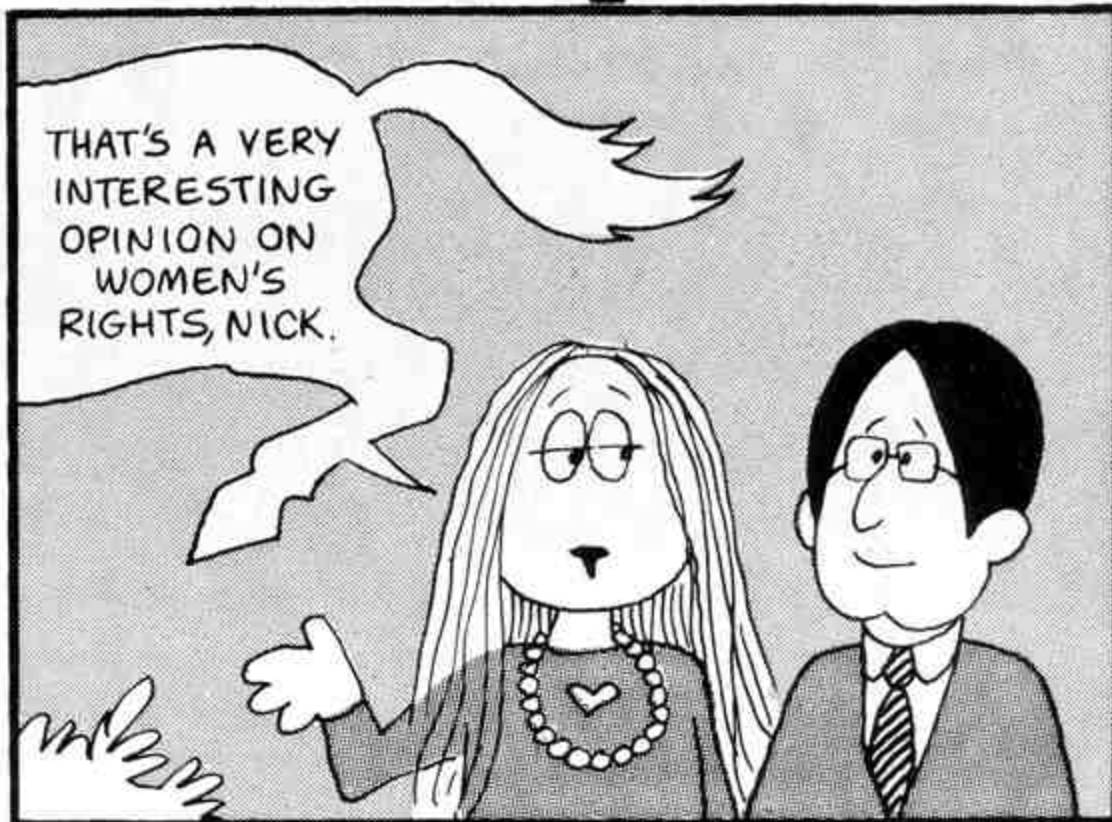
ARTIST: BOB CLARKE



genius. Whatever the case, we worked very hard at keeping this intro especially uninteresting and bland so the article which follows will seem clever and witty in comparison. But the only way you'll know whether we were successful in achieving this is by taking a look at...

BALLOONS (The Sequel)

WRITER: DUCK EDWING



NONE DARE CALL IT REASON DEPT.

We all know how the government works—wait! That's a contradiction in terms! Maybe we should

A MAD LOOK AT REAL-LIFE

ARTIST: HARRY NORTH

GOVERNMENT "LOGIC" is...

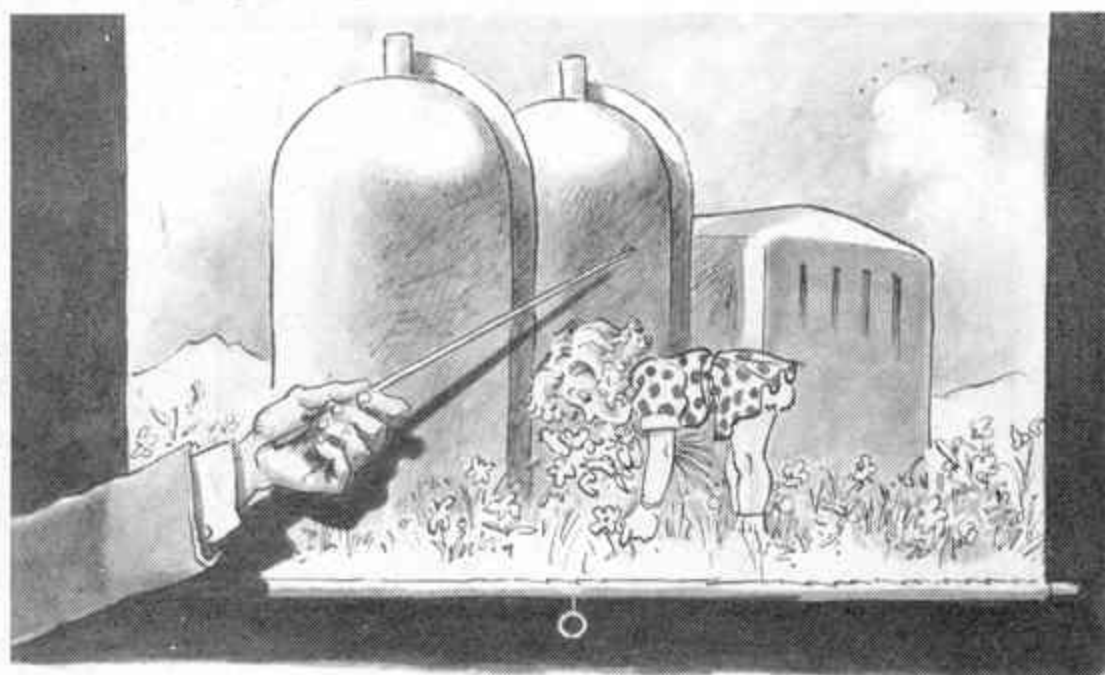
...passing a "tax simplification" act...



...that's 850 pages long!

GOVERNMENT "LOGIC" is...

...continuing to promote nuclear power plants as "totally safe"...



...even though no insurance company will insure them—at any price!

GOVERNMENT "LOGIC" is...

...requiring competitive bids on government contracts...



...then paying whatever outrageous "cost overruns" contractors can claim with a straight face!

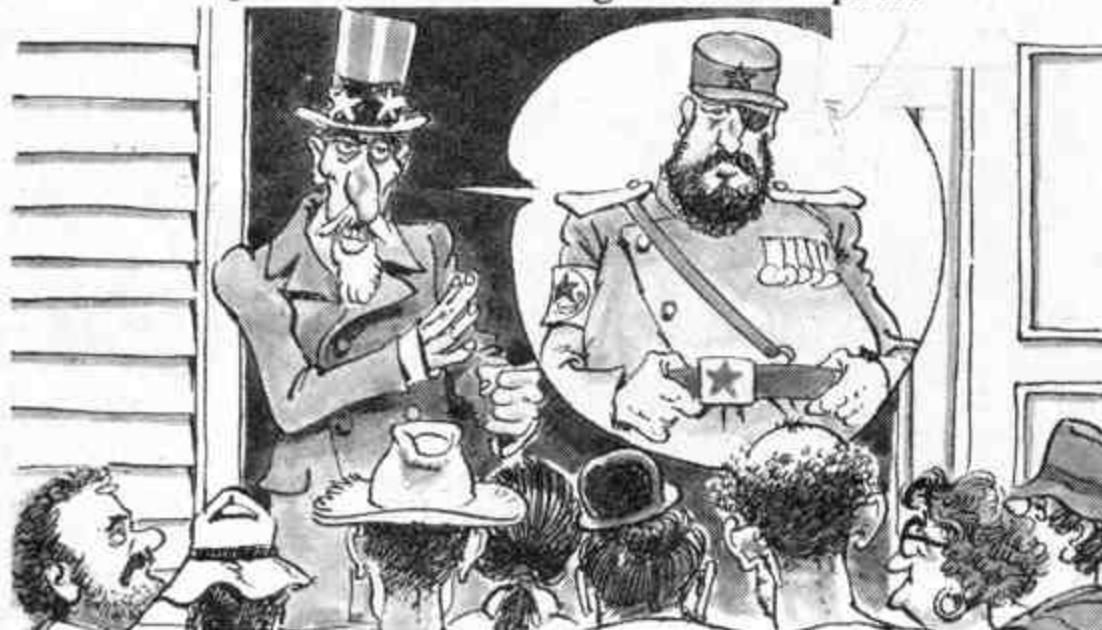
say "...how the government *thinks*"—naw, they don't do that either! See what we mean as we take

THE GOVERNMENT "LOGIC"

WRITER: MIKE SNIDER

GOVERNMENT "LOGIC" is...

...saving other countries from the oppression of left-wing dictatorships...



...by supporting equally oppressive right-wing dictatorships!

GOVERNMENT "LOGIC" is...

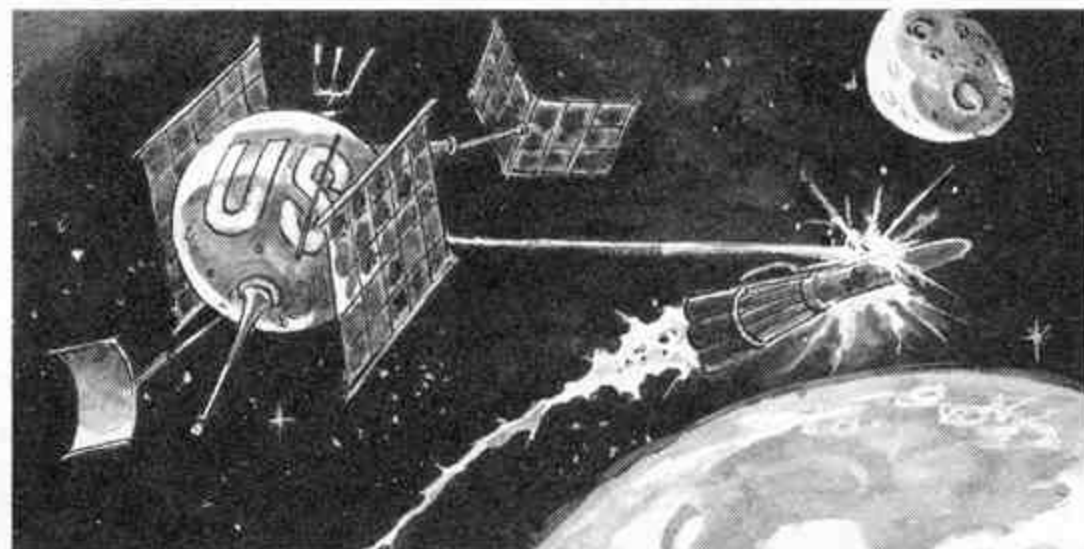
...entrusting the protection of our national parks and wilderness areas...



...to the same people who give out strip-mining and oil-drilling rights!

GOVERNMENT "LOGIC" is...

...turning down a plan that would eliminate all nuclear missiles...



...so that we can build a trillion-dollar "star wars" system to defend us from the

GOVERNMENT "LOGIC" is...

...diligently keeping "undesirables" out of the U.S....



...but welcoming with open arms the likes of Ferdinand and Imelda Marcos!

GOVERNMENT "LOGIC" is...

...punishing states with too many speeders...



...by cutting off their Highway Construction funds—and making roads twice as dangerous!

GOVERNMENT "LOGIC" is...

...maintaining public health and safety by regulating everything under the sun...



...except cheap, easily concealed handguns!

CATTY-SHACK DEPT.

There's a new sitcom about four typical working ladies. One is a bubble-brain beauty pageant champ. Another is a soft touch and is so easily duped, it seems she also has a soft brain. A third falls in and out of love at the drop of a bathrobe and the fourth has a tongue that makes Howard Stern sound like a Boy Scout. That's how Hollywood sees four **TYPICAL** ladies! But we wish Hollywood would take a good look at some **REAL** typical female types and just stop...

REDESIGNING Women

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Hi, I'm Foolya! I run Sugardaddies Interior Designs. We do very thorough work. We choose your furniture, your drapes, your rugs, but most important—we choose the person we think you should share it with!

I'm Charmin, the office manager here at Sugar Daddies! Believe it or not, I average one affair a week. In this group that makes me an old prune!

I'm Marry-Dough, a divorced mother! My ex-husband sued me for cruel and inhumane treatment... of my hair!


I'm SnoozeAnne! I hold a dozen pageant titles, all because of my natural beauty. As a matter of fact, those guys are delivering more of my "natural beauty" now!

We'll go back out to the truck and bring in the rest of this month's delivery!

I'm Agony, the office flunky! I also serve a more useful purpose. Those four women are so tough, they put ME in the show to give it a feminine touch!



Hi, you've reached Sugardaddies. We can't come to the phone now because we're busy dishing out the dirt. After the beep, leave your name, age, marital status and net worth. We may or may not call you back!

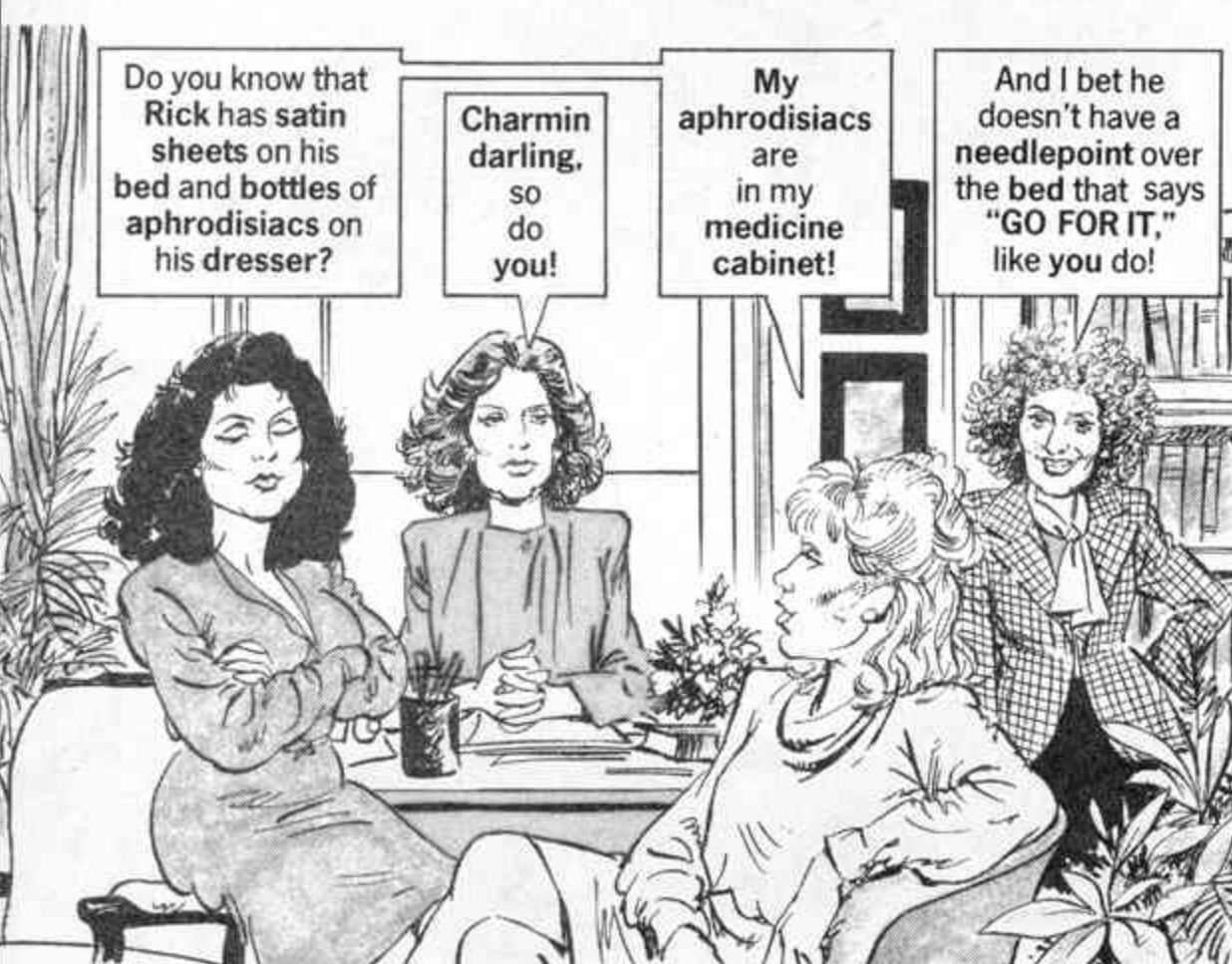


Hi everybody! I just came back from surveying Rick's place. He's that cute bachelor lawyer, and you'll never guess what... He made a pass at me!

I thought he wasn't going to be home.

He wasn't home, but he left my favorite champagne chilling in the fridge! If that isn't a come-on, I'd like to know what is!

Charmin, I do believe you think men are more interested in you than they really are. Last week at the football game, you insisted the men in the huddle were planning a way to get your phone number!




Do you know that Rick has satin sheets on his bed and bottles of aphrodisiacs on his dresser?

Charmin darling, so do you!

My aphrodisiacs are in my medicine cabinet!

And I bet he doesn't have a needlepoint over the bed that says "GO FOR IT," like you do!



Well, those are enough catty remarks to last us for at least two minutes, so let's shift gears and start a story that shows how we're really tender, we're loving, we're sensitive and—

—we're ready to sink our claws into any guy who shows the slightest interest in our flirtations!




Hi, I'm Rick!

You do what?

I do!

Wasn't that a proposal?

You'll have to forgive Snoozeanne. Somehow she thinks when a man says "Hi" and holds out his hand, it's a marriage proposal!



You know, I'm glad I stopped by. I hired you girls on the basis of a friend's recommendation. I hadn't seen the kind of work you do. This place is gorgeous!

Oh, we didn't do this place ourselves! We're much too busy trying to run everyone's lives to actually have time to design something this nice!



Someone left this book at my apartment.

Oh, it's one of our sample books!

I took a peek. It's all 8 x 10's of young men!

Yes, it's our sample book of eligible bachelors in the Atlanta area!



You girls wanted to know what to do with my old furniture. Can you donate it to that Drooping Belles Retirement Home on Peachtree Landing?

Sure, but retirement homes give me the creeps! They're so drab and depressing...

I know what you mean. They need to relax their admittance procedures and allow YOUNG people in to add some life to the place!



Charmin, if they brought in young people it wouldn't be an old folks home, now would it?!

No, but what's wrong with it being a YOUNG old folks home?!



Well, girls, I have to be going. I assume saying "good-bye" to Snoozeanne will not be taken as another proposal!

Just make it "so long." Snoozeanne feels a man saying "good-bye" automatically entitles her to alimony!



Well, I guess the first step is to have the furniture from Rick's sent over to the retirement home.

Are we actually going to do a show about a retirement home?

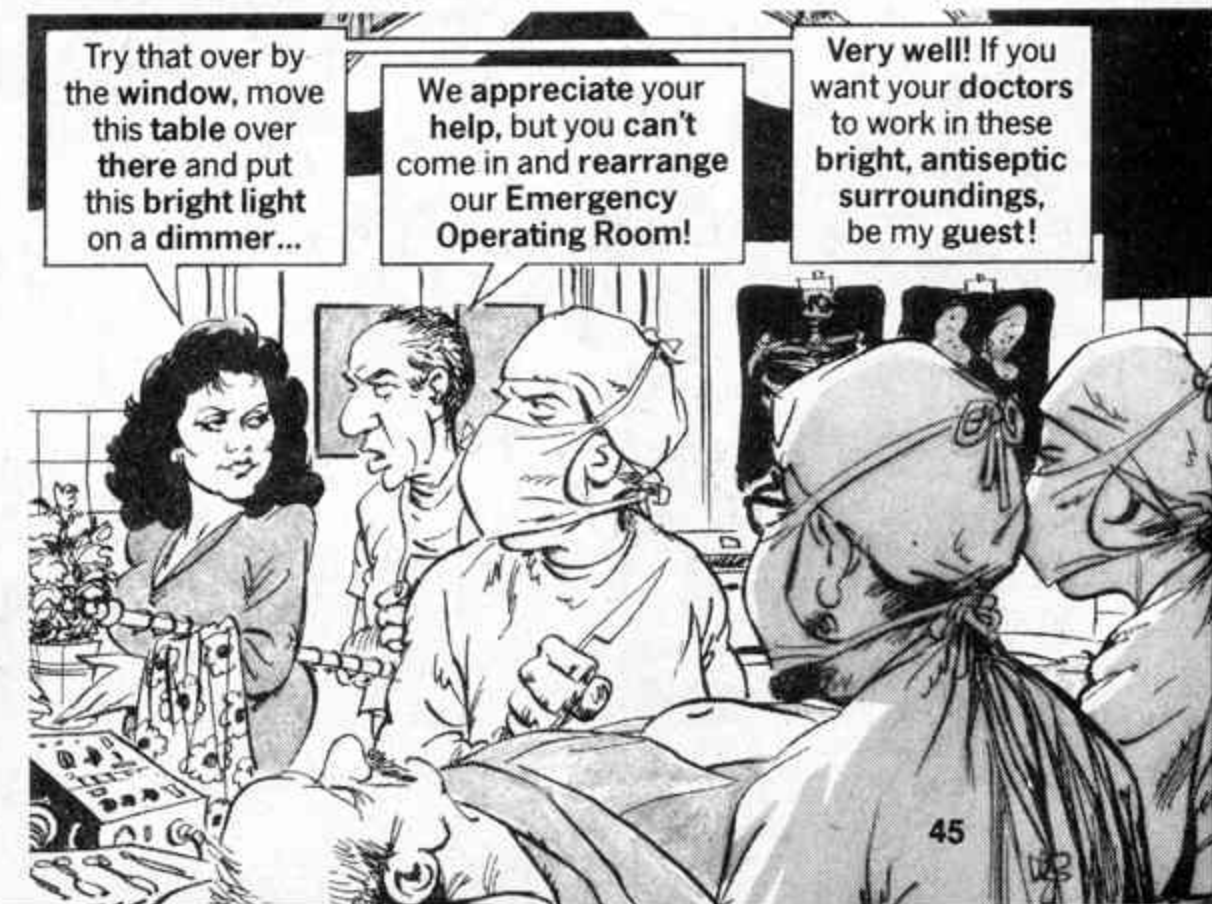
Well, we already did fun shows about AIDS, cancer and heart attacks. It would be a nice switch to do a show about a more SERIOUS subject!



Listen, we're donating a client's furniture to a retirement home — why don't we donate our services, too?

Donate our services!! I'm not going to make it with some old geezer! I'm not an easy woman!

You're not easy? Since when?!! And anyway, I meant donate our DESIGNING SERVICES!!



Try that over by the window, move this table over there and put this bright light on a dimmer...

We appreciate your help, but you can't come in and rearrange our Emergency Operating Room!

Very well!! If you want your doctors to work in these bright, antiseptic surroundings, be my guest!

No, no
no! You
can't
use
that!

But
it's
my
bedpan!

It **WAS** your bed pan!
We have transformed
it into a paisley
~~flower~~ ~~flower~~...
something useful!

Now that I'm
living on \$160 a
month from Social
Security, I was
forced to come
here! It's an
awful situation!

Oh, I know
about awful
situations!
Do you know
I have only 16
pairs of shoes?

SIXTEEN!

It gets worse! Only
16 pair of shoes to
go with 35 outfits!
But each of us has
our cross to bear!

You know,
there've been
an awful lot
of "free hands"
around here!

Yes, I know!
And I wish you
girls would stop
touching the
elderly gentlemen!

But
they're
SO
grateful!

You girls
have done
a
wonderful
job here!

Yes, I think
it came
out nice in
spite of
Snoozeanne!

You're just jealous
because more older
men smiled at me
than smiled at you!

Those weren't older
men smiling at you!
It was their teeth
in all those glasses
smiling at you!!!

Girls! Girls! This
was a group effort!
We did something
really special here!

Speaking of a group effort, you girls made my
nursing home so much better, I'm going to have
to raise the rates the old folks pay... unless
you girls want to do something special for me...

Like what...?

Close the
door...

Oh, just "Close the door!"
Sure, that's easy! For a
minute I thought you
wanted something kinky!

Charmin, wake up!
I am suggesting
something kinky!
What I'm suggesting
is a little
"roll in the hay"!

A roll in the hay! Well, let me tell
you something, Mr. Cheat-the-Old-Folks
Out-of-Their-Life-Savings! Each week
we try to deflate one male ego, but in
your case we're bypassing deflation and
going straight to CASTRATION!!!

Right! If you raise the
rents here one cent, the
four of us will swear out
a warrant for your arrest!
We'll say you forced your-
self upon us at knifepoint!

And they'll be-
lieve us, because
everyone around
here knows we're
not "those kind"
of girls!!!

I just hope the
cop they send
over to take our
statement has a
tight uniform
and nice buns!

Listen, I never would have
suggested it if it weren't
for the reputation you
girls have in this town!
I heard the Post Office
sends you any mail addressed
to "Loose-Moraled Occupant"!

Well, I've got news for
you, mister! We do not
let rich men push us
around! Nor old men,
young men, smart men,
nor any other men!!!

I get the picture!
You girls win!
I can't wait to get
back to dealing with
people who have some
mercy — like loan-
sharks and mobsters!

Well, I just finished
the accounting for last
month. We made \$8,000 —
\$75 of that is from our
designing services, the
other \$7,925 is from our
combined alimony checks!

Hey, we're
up! Last
month it was
only \$62
from our
designing
services!

DANGER
KUDZU
VINE

Girls, it's
the new
neighbors
that just
moved in
next door!

Hi, I'm Appathy. Now that
you moved in on our sitcom
premise — four ladies who
cut each other and others
to ribbons — we're moving
in to your neighborhood!

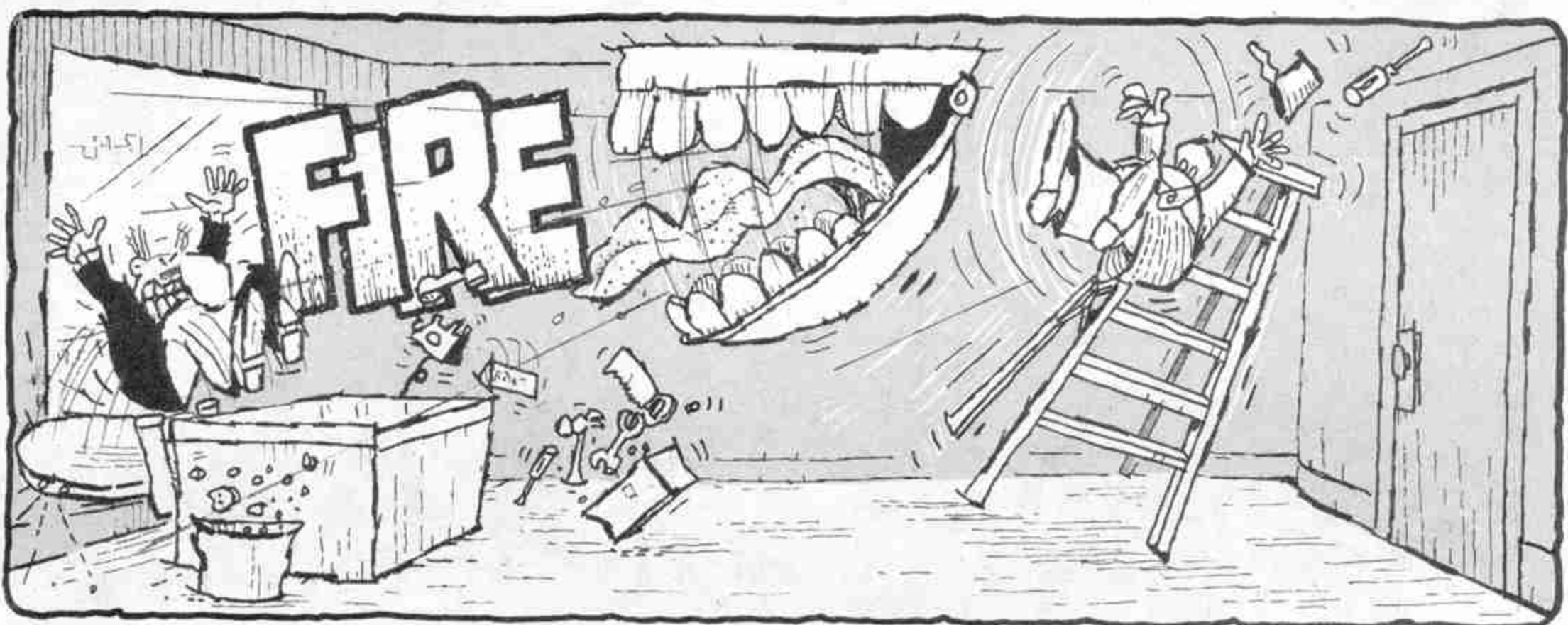
We should
be worried!
They'll get
all the
eligible
bachelors!

At
their
age?!?
They're
all over
the hill!

Except we have an
advantage over you
young'uns — we're
personable, witty,
glowing, full of life
and above all FUN!

Right! We're
four REAL
typical
females! Not
REDESIGNED
WOMEN!!!

THE DEMONIC DETECTOR DISASTER



**WHAT POPULAR
TEENAGE
TURN ON
IS A
TURN OFF
FOR PARENTS?**

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

Kids always manage to startle their parents. To find out what the latest jolt is, fold page in as shown on right.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**PARENTS THINK TODAY'S KIDS SHOULD
SHOW RESPECT FOR OLD VALUES. THEY ATTACK
RADICAL IDEAS THAT KIDS OFTEN TURN ON TO**

A▶

◀B

Why are we giving away the Bulgin' Belly Burner™ for only \$10?
(Because we tried to give it away for \$20 and that didn't work!)

Bulgin' Belly Burner™

AS
SEEN ON
TV*



*On Nationwide
Consumer Fraud
Reports

To see how desperate overweight people are, our Special Consumer Alert Movement (SCAM) is offering this truly amazing device.

NOT AVAILABLE IN ANY STORE

The amazing Bulgin' Belly Burner will not be sold in any store! It's only offered by mail, where you can't get your hands on one until you have already paid for it!

Use it to flatten your tummy, firm your buttocks, mow your lawn, grate your cheese, slice your eggs—just about anything you can think of!

Forget about expensive gyms, difficult rowing machines and all the ridiculous claims in this ad. Just 10 minutes with the Bulgin' Belly Burner makes you feel as nauseous as if you had worked 40 minutes with heavy weights.

IRON CLAD MONEY-BACK GUARANTEE

Use the Bulgin' Belly Burner just 10

minutes a day for 5 years. If you're not 100% delighted with the new "you," try using it 20 minutes a day for the next 10 years. If you're still not in better shape than our professional models shown above, return the unit for a full refund. (Must be in brand-new condition, in original package, to qualify. Please include a \$15 restocking charge.)

ONLY ONE BELLY BURNER PER PERSON!

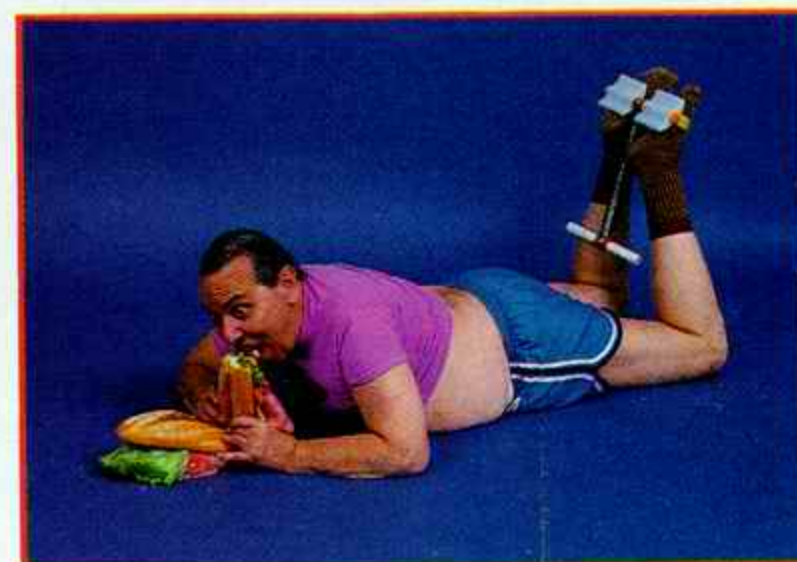
Only one unit per customer may be purchased. But we won't insult your intelligence by checking to see if you sent in multiple orders, so feel free to do so!

To order, mail this original ad together with \$10 for each Bulgin' Belly Burner, plus \$19.95 postage and handling and \$12.76 insurance, and an additional \$7.95 for the translated-from-Japanese instruction sheet. Allow 6 to 8 months for us to ship it and for you to forget that you ordered it.

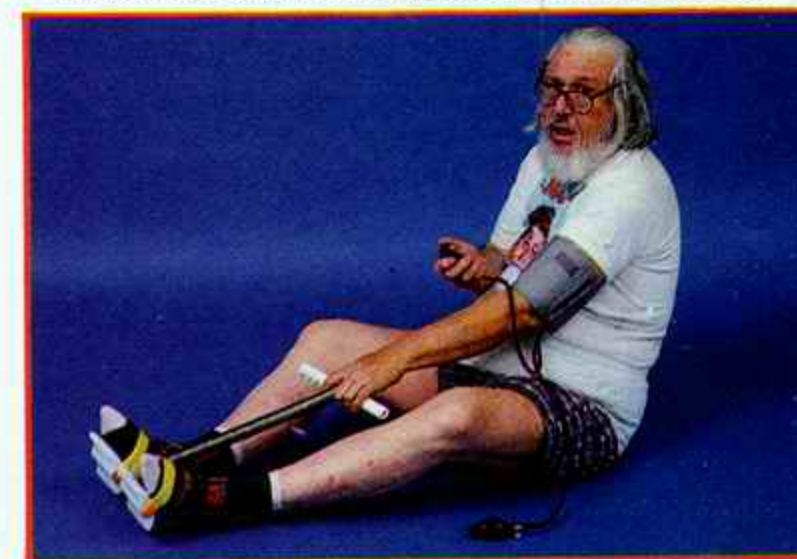
Don't waste your hard-earned cash on inferior imitations when you can get the inferior original for the same price!



Intensive back-stretch sends blood rushing to lower abdomen and thighs!



Reverse leg-lifts leave hands free to take important nutritional supplements!



Power sit-ups work your arteries to their bursting point!

Bulgin' Belly Burner, Cockamamie Products, Dept. Y-U, Gullibility, TX.