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DRUCKER

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MAD

"Nowadays, the only time a politician is telling the truth is when he calls another politician a liar!"
— Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*

DICK DE BARTOLO *creative consultant*

JACK ALBERT *law suits* 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: MORT DRUCKER

BACK COVER PHOTOGRAPHER: IRVING SCHILD

BACK COVER ARTIST: BOB CLARKE

BACK COVER WRITERS: CHARLIE KADAU and JOE RAIOLA

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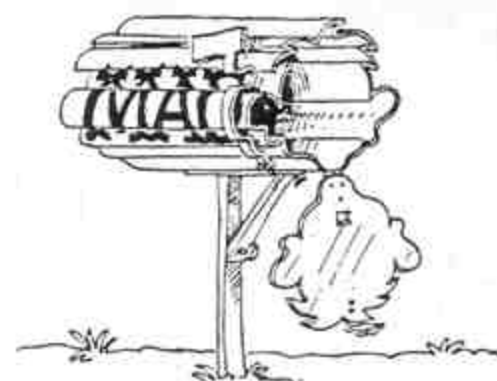
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"MAD SHOWSTOPPERS"

☐ DICK DEBARTOLO'S
"HERE'S MAD IN YOUR EYE"

☐ "THE COMPLETELY MAD
DON MARTIN"

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Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

LETTERS AND TOMATOES DEPT.



"OPRAH AND PHIL"

Am I the only person to notice that
Frank Jacobs' "The Battle of Oprah and
Phil" (MAD #282) scans to the meter of
the classic anonymous verse "Abdul A-
Bul-Bul-A-mir"?

Brian Schoonmaker
Webster, TX

We've been having trouble with Jacobs lately
and your letter wasn't the first we've received.
Yours proved to be the breaking point, however,
and we had no alternative but to let him go.
Thanks for writing! - Ed.

CRAZY ABOUT MAD

Because I am a paranoid schizo-
phrenic, it seems to me that most of your
articles are all about me!

Karen Crouch
Kerrville, TX

We don't think you're a paranoid schizophrenic,
Karen. Actually, all of our articles are about
you! Just check this panel from "The Lighter
Side" in MAD #281! - Ed.

Mr. Kaputnik, I'm afraid
you're a paranoid schizo-
phrenic, just like Karen
Crouch of Kerrville, Texas!



"MAD'S NASTY FILE"

Tom Koch is indeed a clever writer, but
I think he missed it in the Letterman part
of "The MAD Nasty File." If memory
serves me, John Dillinger came from
Mooresville, Indiana, and not Indianapo-
lis as listed.

Bob Van Nuys
Stevens Point, WI

Tom Koch replies:

Thanks for your observation on John Dil-
linger's home town. I admire your courage
because not only are (a) David Letterman and
(b) John Dillinger from Indianapolis, but (c) I am
also from Indianapolis. I clearly recall how my
mother refused to let me play outdoors until
Dillinger was apprehended because she was
sure he would come speeding down our street
and kidnap me. Why a professional bank rob-
ber would want to nab a 4-year-old kid from a
poor family, I have no idea.

You are 100% correct that Dillinger was born in
Mooresville; however, he moved to Indianapolis
where he lived for the rest of his life, when he
wasn't robbing banks or plotting to break out of
the Crown Point Jail or being shot in front of the
Biograph Theatre in Chicago.

In addition to spending most of his life in Indi-
anapolis, he has spent all of his death there,
being buried among such notables as Benjamin
Harrison, James Whitcomb Riley and my grand-
parents in Crown Hill Cemetery. Best regards!

SUBSCRIPTION LETTER OF THE MONTH

I'd like to speak about the benefits of giving gift subscriptions to MAD. Two years ago, I was struggling to come up with a Christmas gift item for three friends. I came across an advertisement in MAD suggesting gift subscriptions. This had to be it! I purchased three 24-issue subscriptions for them and, I'm pleased to say, it did the trick! They haven't spoken to me since April of 1986. Thanks!

Steve De Rose
Chicago, IL

Steve, you may be right, but have you considered that maybe the real reasons your friends aren't talking to you are: 1) you never pick up a check; 2) You always refer to yourself in the second person; 3) That thing on the back of your neck? Hmmm? Have you thought about that, Stevie??—Ed.

DRUG RUNNING?

Obviously Olympic Sprinter Ben Johnson isn't an avid reader of MAD, or he would have known better after reading the "drug testing" fold-in in MAD #282!

Mike Kepler
Fort Wayne, IN

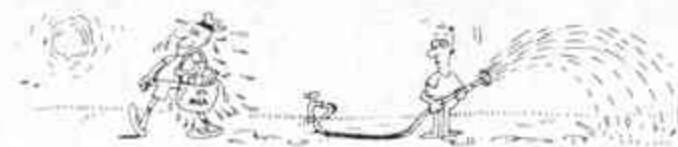
You're right! Obviously Laurence Taylor, Dwight Gooden and Barbara Bush aren't MAD readers either!—Ed.

SMOKE SCREAMS

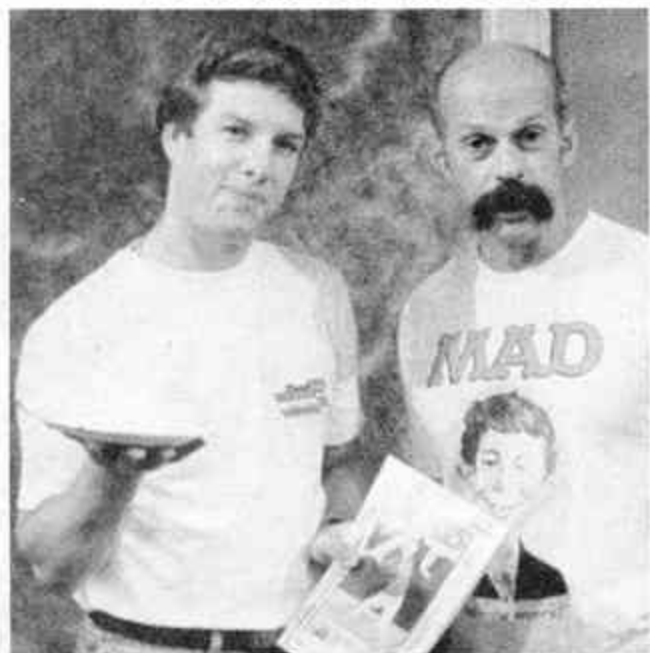
Since you've joined the anti-smoking bandwagon ("New Cigarette Warning Labels You May Have Missed" #280), you surely won't miss a smoker like me not buying MAD.

Mike Farina
Stamford, CT

Au contraire, Mikey! We will miss you! We'll miss your tobacco stained fingers rifling through our pages, your cornish yellow teeth smiling at our jibes, and your hysterical laughter which quickly turns to a persistent, hacking cough! Thanks for writing, and goodbye!—Ed.



SUMMERS SHOWS DEBARTOLO THE VALUE OF PIE



When Mark Summers, host of the hit game show "Double Dare" read our satire "Double Damp" in MAD #282, he called writer of the spoof Dick DeBartolo and invited him over to congratulate him on a job well done! He didn't tell Dick that he had a "physical challenge" lined up for him as well!! As these photos show, Dick tries to find the flag hidden in a cream pie!

TRICK VS. TREAT

Halloween is the time when a little MADness overtakes us all. Consequently, my son Anthony was unleashed on the unsuspecting world as the Black Spy (homemade variety)!

W.J. Fawcett
Vancouver, Canada



Disguise the limit

MORON MAIL

My parents say that MAD is a total waste of money and that I should read something else. What can I do to convince them that MAD is educational reading and a sound investment?

Mark Guindie
Beaumont, TX

Convince them? Simple! Just remind your parents of this important MAD fact: Virtually every member of the MAD staff enlisted in the Indiana National Guard during the American invasion of Grenada!—Ed.

A MAD REMEMBRANCE

I was stationed in England with the U.S. Air Force from 1957 to 1960. I had a MAD subscription then as now. I was a lowly Airman 2nd class and my Captain was always busting me with such snide remarks as "MAD Magazine? What are you trying for, Officer's Candidate School?" What stopped it was one evening when the base Commander was seen reading MAD. My Captain never bothered me again!

Jim Finnerty
Mt. Holly, NJ

"INDEX" FINGERED

You made a critical error in "MAD's Index" (#282)! You said there were 104 chemical elements in the universe, but there are 105! Hahnium (atomic weight 262) was synthesized in a cyclotron in 1970 by Ghiorso!

Daniel E. Witte
Cedar Hills, UT

Dan—get out more!—Ed.

Please Address All Correspondence To:
MAD, Dept. 285, 485 MADison Avenue
New York, New York 10022

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

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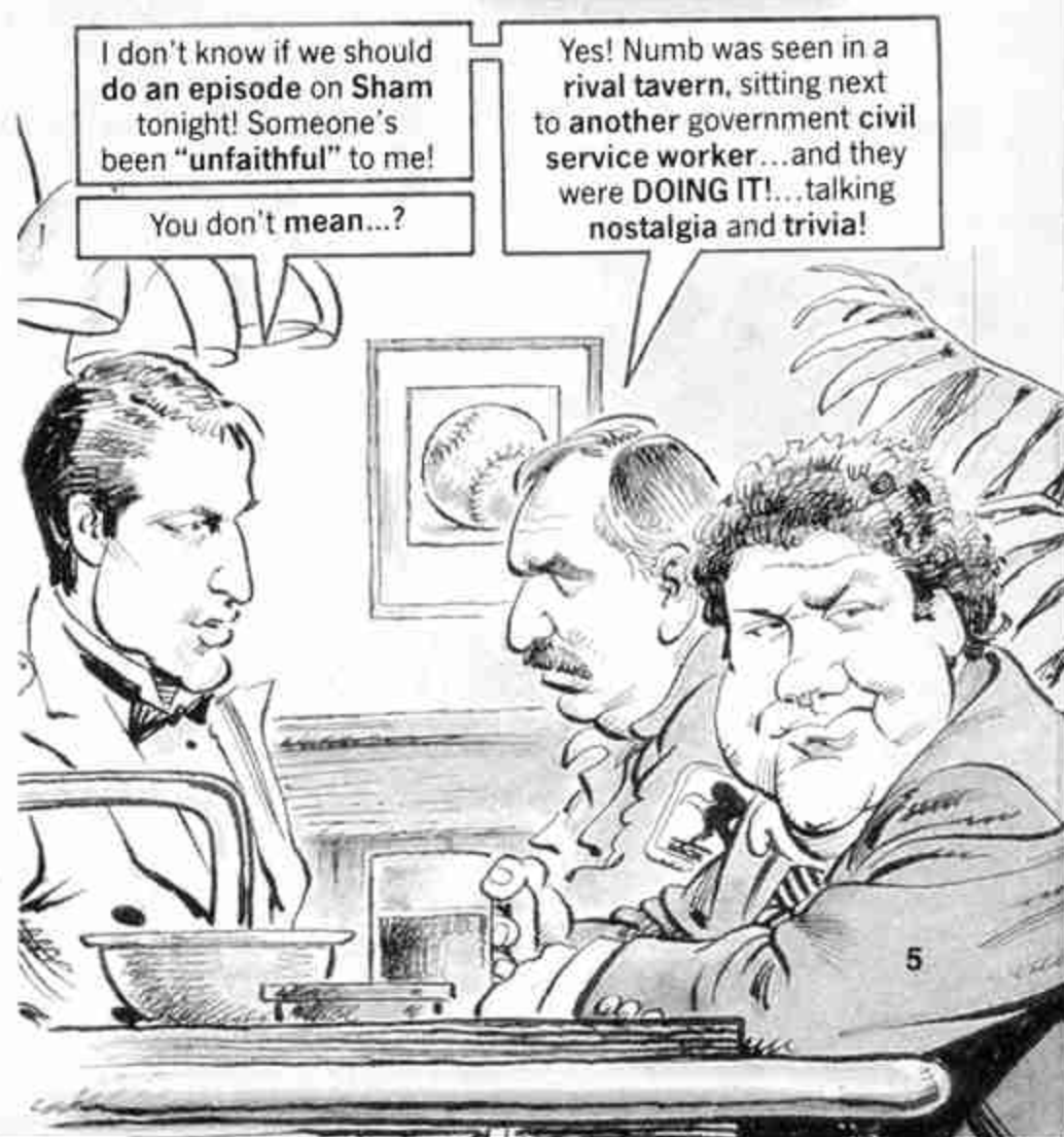
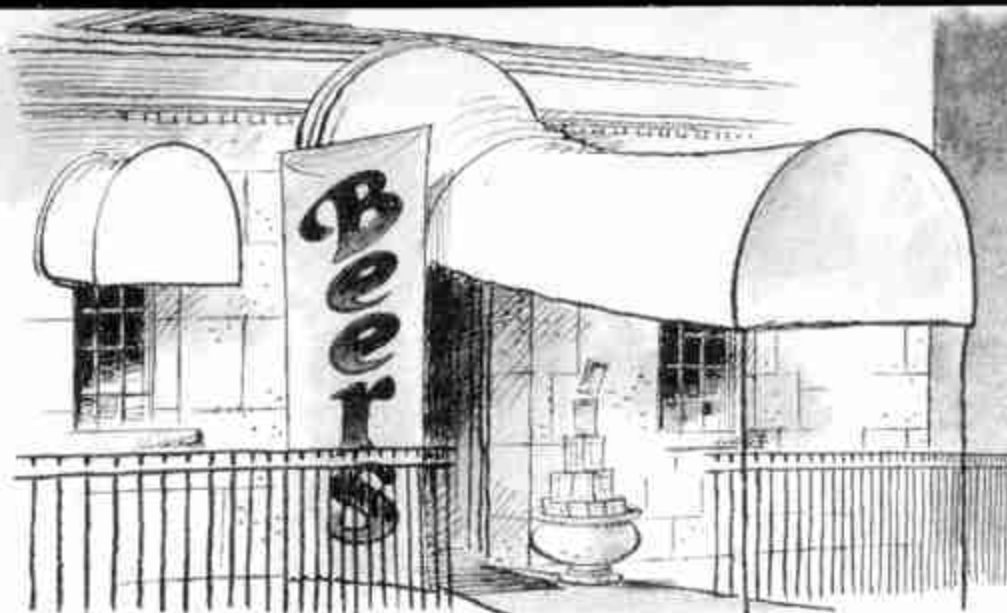
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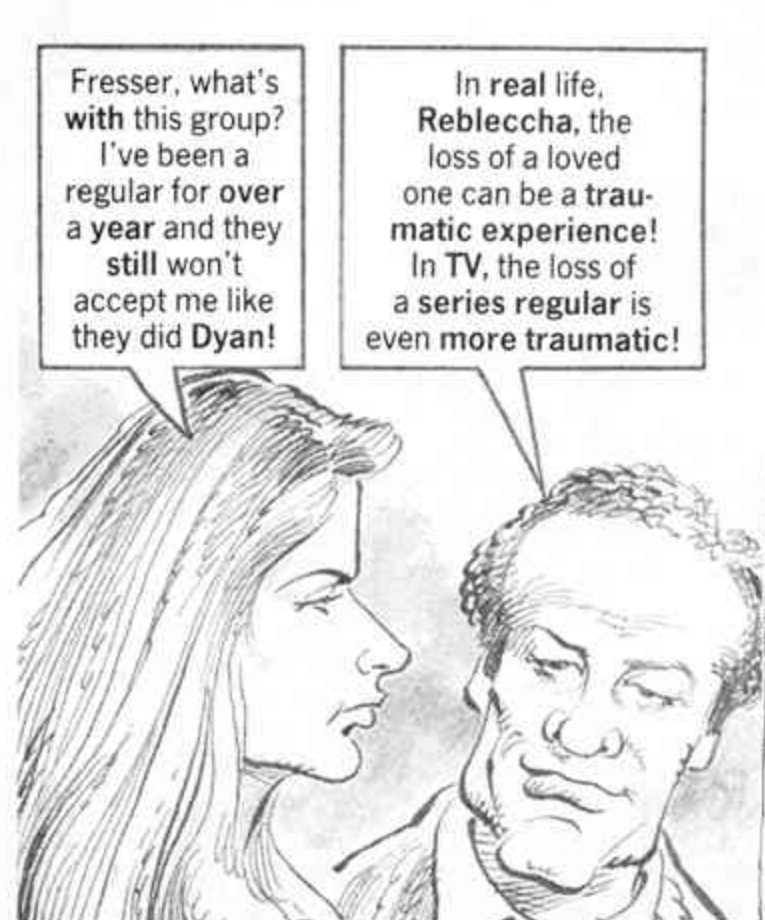
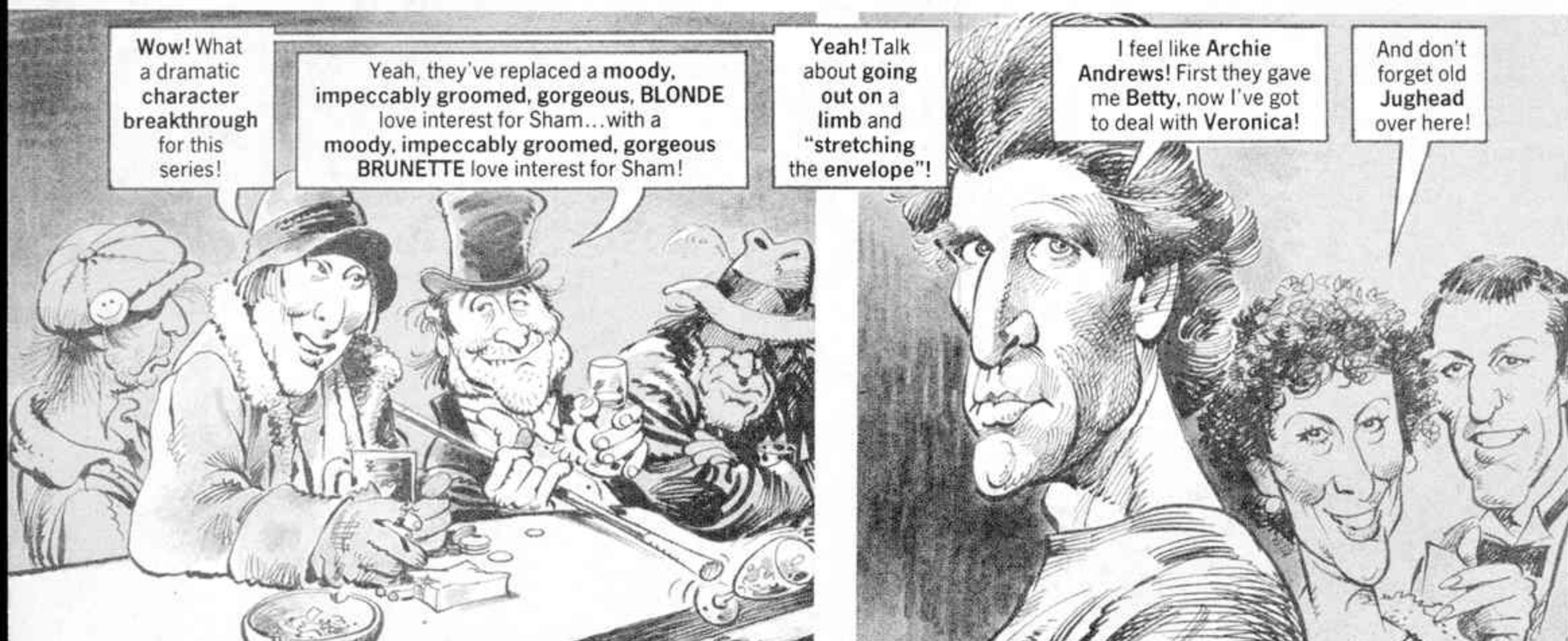
11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

4

WRITER: DEBBEE OVITZ







They're just jealous! They resent you because you're a woman and you're in charge!

Really?

Yes, you mustn't get down! You're so talented! When award time comes, I know the TV industry will recognize you!

You mean that, Killa?

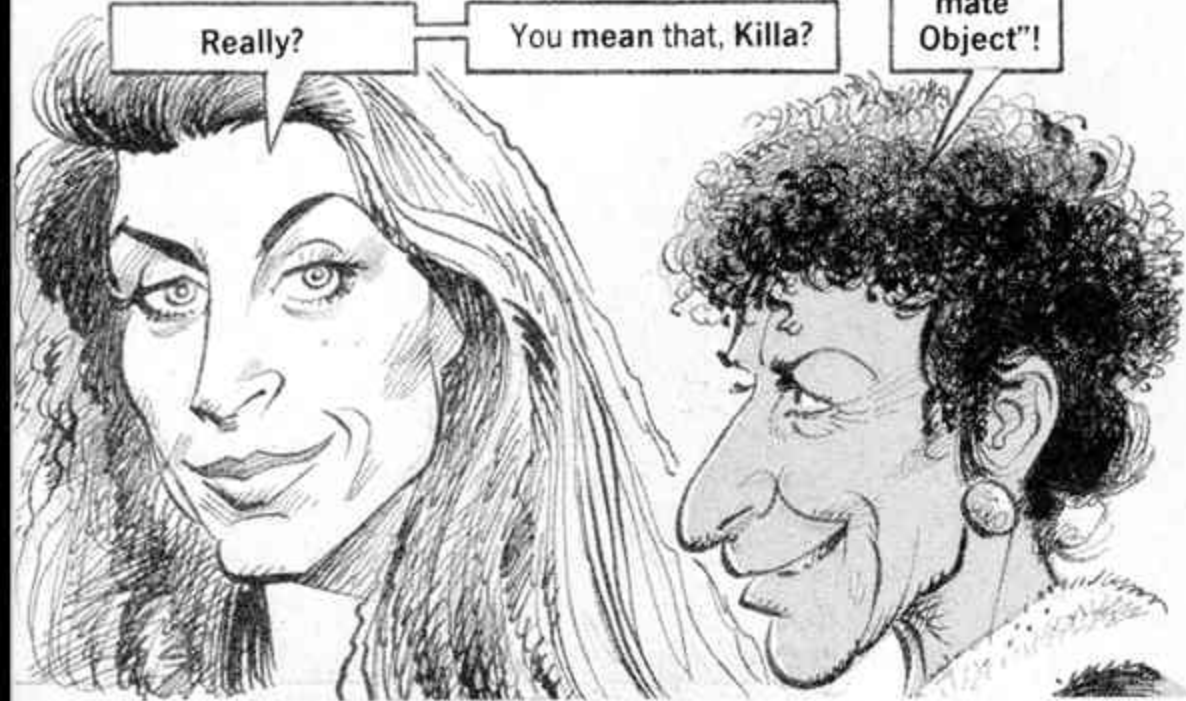
Uh-huh! "Best Performance by an Inanimate Object"!

Thanks so much for the compassion, Killa!

Fresser, I'm a creep! She came to me for support and I dumped on her!

So, what else is new?

I can't believe what's happened to my character! No growth! No warmth! I'm more obnoxious than I was when the series started! I'm Slap Maxwell with venom! Morton Downey Junior with boobs!



Nonsense! I chortle at your insecurity! You're just a tough-talking barmaid! Beneath that rancorous exterior is compassion and sensitivity!

Fresser, you gotta be kiddin' me!

I'll prove it with a "word association" test! I'll say a word and you say the first thing that comes to mind!

SUN-SHINE...

CHAFING!

SEX...

NAUSEA!

MOTHER...

BITCH FACE!

FATHER...

SLIME-BUCKET!

THE TORTELLIS...

PIECE OF #S@%&* SPIN-OFF!

Hmm...I was wrong, you are obnoxious!

Thanks, scuzzball!



Hey, we may have our episode! Look who just showed up—this week's cameo guest star!

That tall, lanky guy? Who is he?

Brad Lohaus, reserve back-up forward for the Boston Celtics!

A substitute basketball player for the Celtics? He's our cameo?

In our first season when we were hot, we could have had Larry Bird! In the seventh year of a tired series we have to settle for what we can get!



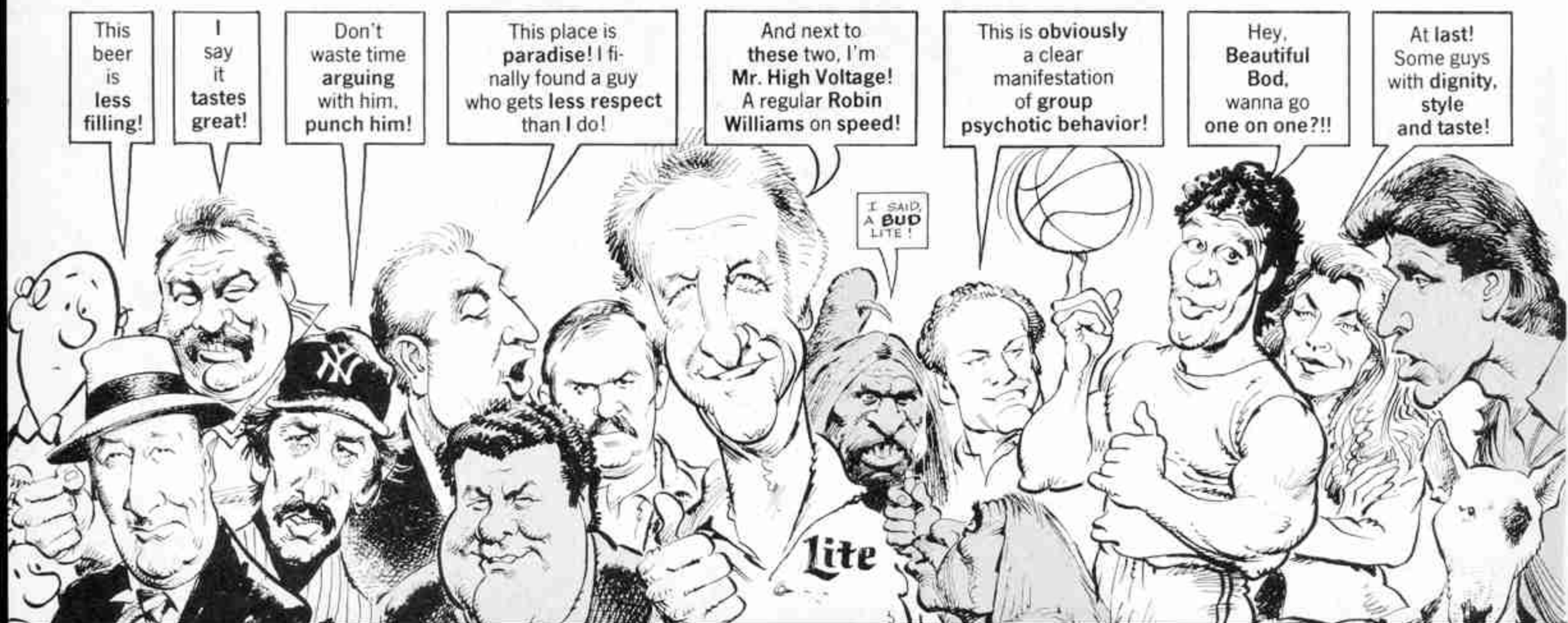
What a Machiavellian turn of events! I guess we have no choice but to go with our standard story! The one we try some version of every other week!

Re-bleccha, please go to bed with me!

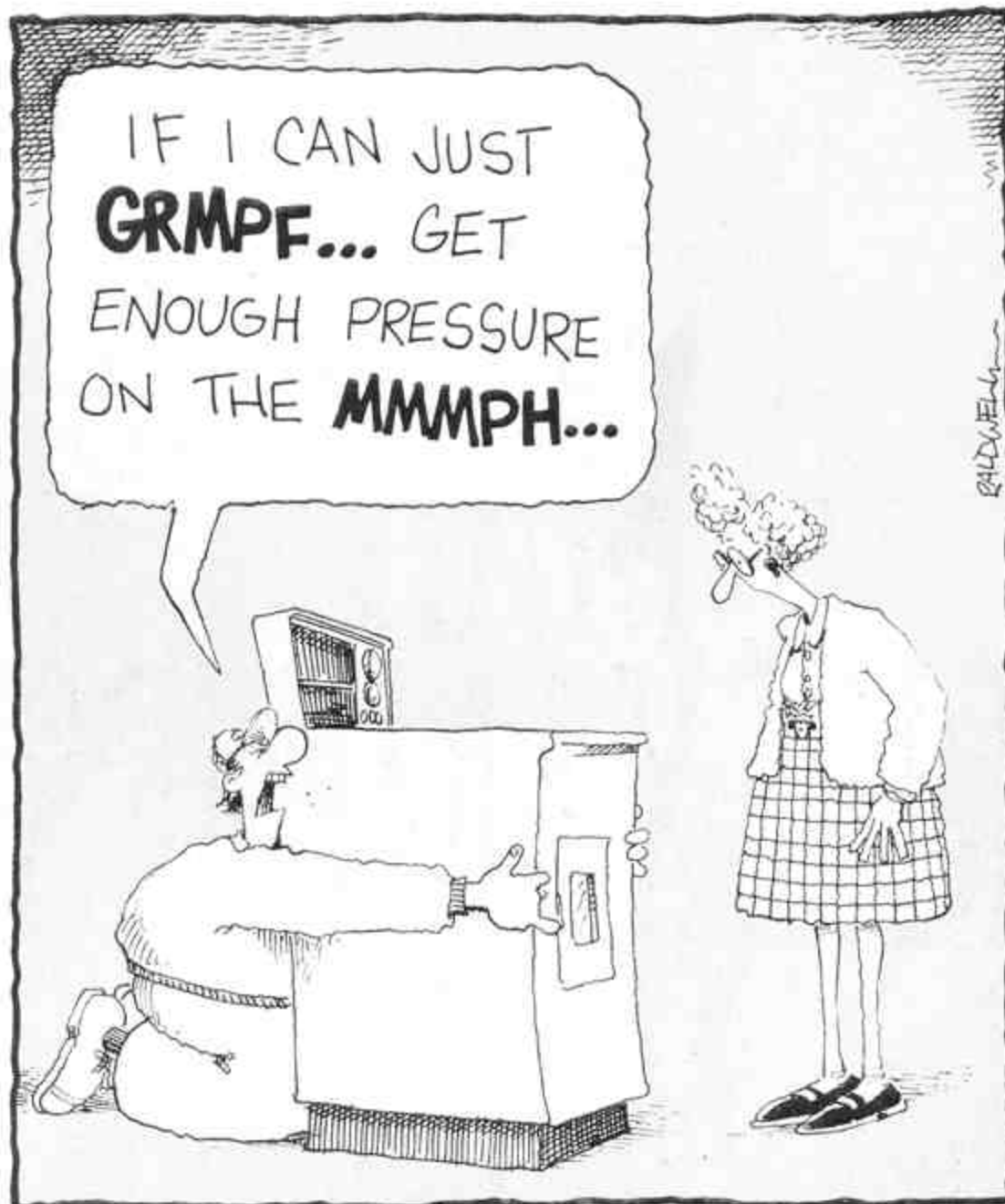
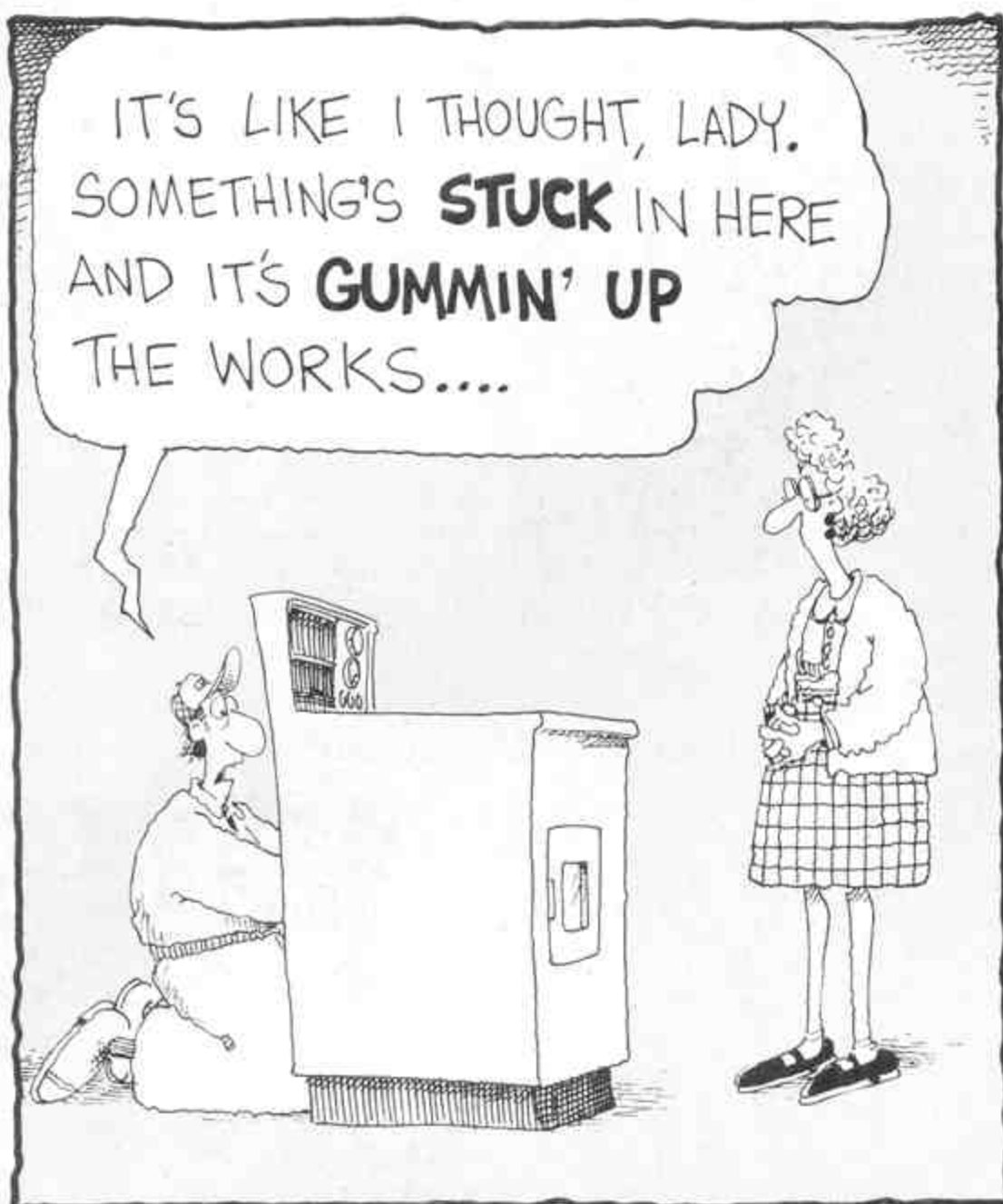
For the umpteenth time in umpteen weeks—NO!

You're missing out on a treat! I hear I'm good!





DRAMA ON PAGE 9



IT STILL DOESN'T ADAGE UP DEPT.

According to the ancient Chinese proverb, "The dead never rise, except on cable TV." True, but to that we'd like to add "and in the pages of MAD," where we've resurrected a lifeless premise from our previous issue — just so we could beat it to death one more time! Yes, once again...

MAD RE-EXAMINES MORE WISE OLD SAYINGS

ARTIST: PAUL COKER

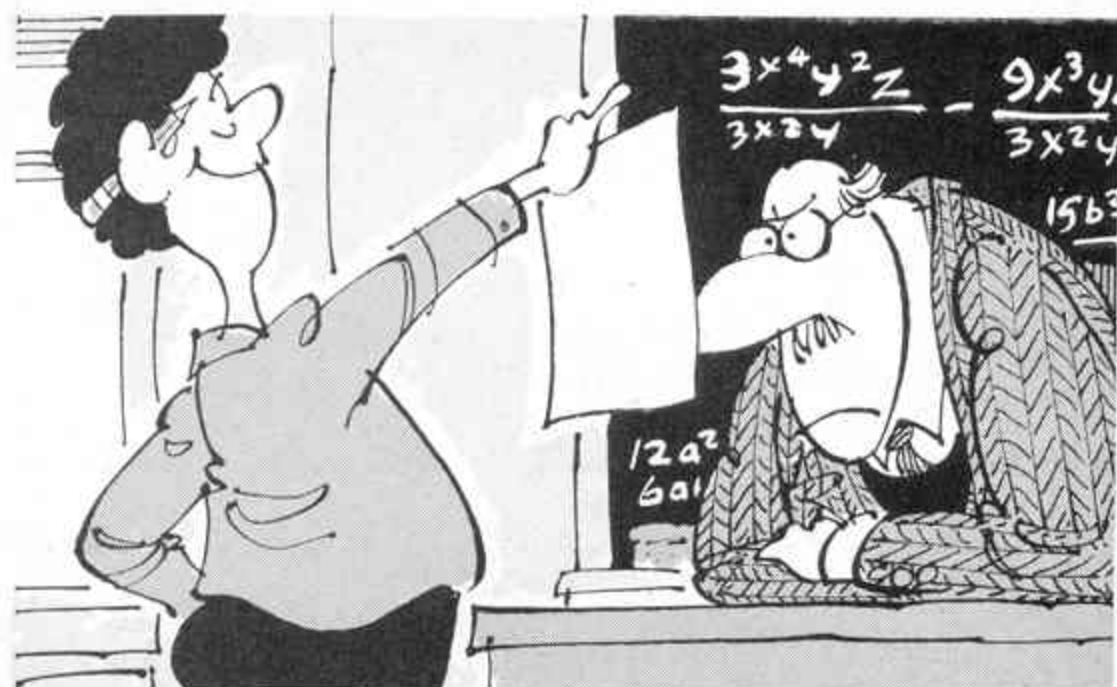
WRITER: TOM KOCH

"Curiosity killed the cat."



FALSE: A kid with a microwave oven killed the cat!

"13 is an unlucky number."



TRUE: Especially for those high school students who put it down on their algebra exam as the answer to the problem, "If $X^2=25$, then $X=$ _____."

"The shortest route to a man's heart is through his stomach."



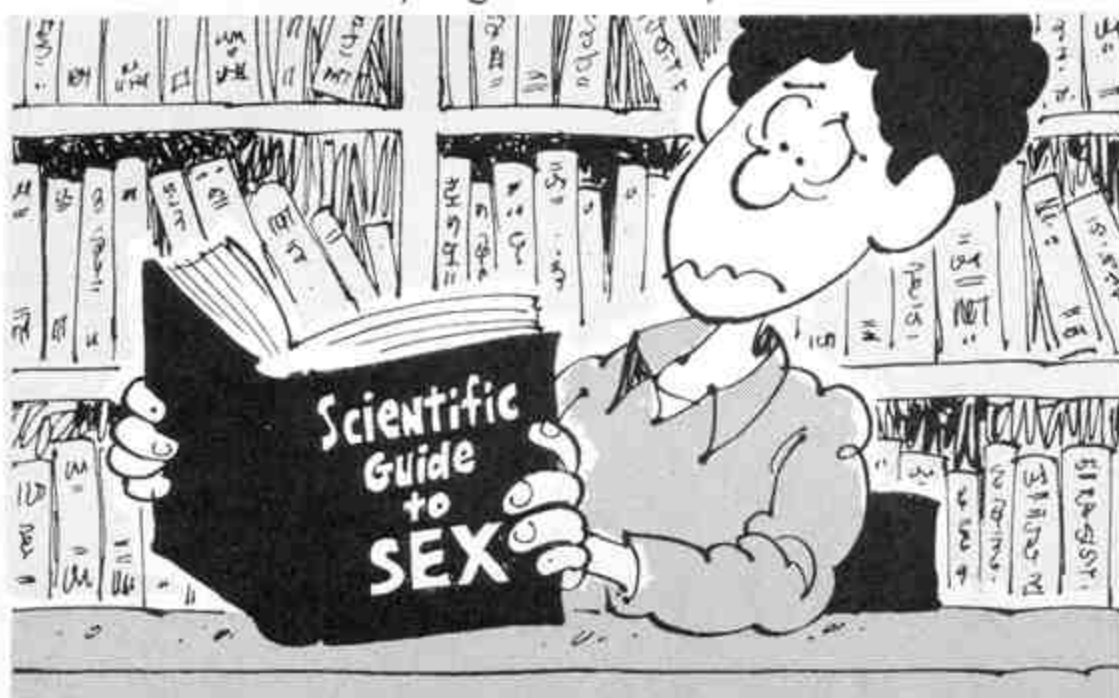
FALSE: As a heart surgeon will verify, the shortest route is a very quick, clean slice through the rib cage. But almost no one wants to think about that!

"An apple a day keeps the doctor away."



TRUE: But only if your speed and control are good enough to hit him right between the eyes with it!

"You can't judge a book by its cover."



FALSE: You frequently can judge a book by its cover, which is exactly why "The Wit and Wisdom of George M. Steinbrenner" sold only 23 copies!

"A fool and his money are soon parted."



FALSE: Do Sean Penn, John McEnroe, Rupert Murdoch and Bill Gaines look poor to you?

"If rain starts before 7, it'll end before 11."



TRUE: It will, but not necessarily on the same day!

"A barking dog never bites."



TRUE: At least not at the same time he's barking. There's something about having his mouth entirely filled with your leg that seems to muffle his voice!

"A coward dies a thousand deaths; a hero dies but once."



TRUE: But that's only because cowards have about 90 years to work on it, while most featherbrained heroes get themselves knocked off before they're 25!

Hey, gang! Think you're politically hip and clever? Here's a fun way to test your skill and knowledge! In the last eight years, more than 100 Reagan Admin-

istration officials have been tainted by scandal of one kind or another. Everybody knows that! Below are 39 of the most infamous of these fun-loving offi-

MAD'S FIND-THE-HIDDEN-SCOU

ARTIST: AL JAFFEE

R E G I Z F O N M C F A R L A N E V
E H I L L I B H E S E L Y A U Q E O
T T O N Z S R E E D B L M N O P S S
N B C I J K M Y S R E E D R O C E S
U A F M A E A R E I N N L Y D S P R
H E L M S H U G E L O A V E E O L U
D T H O M P S O N J O P N M S Z F O
O C R O O K G L I F F R I D A O S O
T A P O R E D E O R H C S E E Z E R
C M L O N R E A G A N M O A L Z N E
A P S H O H S U B R D O E V S E I T
S B L A V E L L E Q U P T E Q S A X
E E E B I R B L I K E E Y R O U G E
Y L M E C K L E M B U R G A O R L D
K L S W K I E X G X F R A U D H L N
C L O D M I R R O G P Y E L A U I I
I D O N O V A N T H S A V A S H B O
W A T T H Y F E D D E R S O R T E P



U.S. TREASURY

EPA DIRECTOR'S TOXIC WASTE Reprocessing POLICY



cials. How many of their last names can you find and circle in what we, in a parting tribute to President Ron "Law & Order" Reagan respectfully call...

NDRELS PUZZLE

WRITER: J. PRETE

ALLEN, Richard

National Security Advisor
Resigned: Bribery

BEGGS, James

Chief Administrator of NASA
Indicted: Fraud

BURFORD, Anne

EPA Administrator
Resigned: Sucked up to Industrial Polluters

CAMPBELL, Carlos

Asst. Secretary, Commerce Dept.
Resigned: Suspicious Dealings

CASEY, William

Director, CIA
Died: Suspected of Lying to Congress

DEAVER, Michael

Deputy White House Chief of Staff
Convicted: Perjury (Claimed He Was Drunk)

DONOVAN, Raymond

Secretary of Labor
Indicted: Fraud (He Beat the Rap)

FEDDERS, John

Chief Enforcer, SEC
Resigned: Wife Beater

FISKE, Guy

Deputy Secretary of Commerce
Resigned: Shady Contracts

GIUFFRIDA, Louis

Director, Federal Emergency Management Agency
Resigned: Misuse of Gov't. Property

GRAY, Edwin

Chairman, Federal Loan Bank Board
Caught: Attempted Bilking of Gov't.

HAYES, Arthur

FDA Commissioner
Resigned: Creative Travel Billing

HELMS, J. Lynn

Chief, Federal Aviation Administration
Resigned: Skeletons in His Closet

HERNANDEZ, John W.

Acting EPA Administrator
Resigned: Played Footsies with Dioxin Polluters

HILL, Robert

Economic Development Administration Official
Convicted: Bribery

HORTON, John

Asst. EPA Administrator
Fired: Misuse of Gov't. Employees

HUGEL, Max

Chief of Covert Operations, CIA
Resigned: Fraud

LAVELLE, Rita

Asst. Administrator for Toxic Waste, EPA
Convicted: Perjury

MCFARLANE, Robert

National Security Advisor
Pled Guilty: Contragate Mess (Attempted Suicide)

MECKLENBURG, Marjory

Asst. Secretary of HHS
Resigned: Creative Writing on Travel Vouchers

MEESE, Edwin

U.S. Attorney General
Resigned: Questionable Actions Too Numerous to List

MILLER, Johnathan

Deputy Asst. to the President
Resigned: Contragate Fiasco

NIMMO, Robert

Head of Veterans Administration
Resigned: Misuse of Gov't. Services

NOFZIGER, Lyn

White House Aide
Convicted: Wedtech Scandal

NORTH, Oliver

National Security Council Aide
Indicted: Contragate Debacle

NOVICK, Matthew

EPA Inspector General
Fired: Misuse of Gov't Employees

OLSON, Theodore

Asst. Attorney General
Under Investigation: Obstruction of Justice

PERRY, Robert

EPA General Counsel
Resigned: Improper Activities

PETRO, J. William

U.S. Attorney, Cleveland
Fired & Fined: Blabbermouth

POINDEXTER, John

National Security Advisor
Indicted: Contragate Abortion

REED, Thomas C.

White House Counselor on National Security
Resigned: Insider Trading

SAVAS, Emanuel

Asst. Secretary of HUD
Resigned: Improper Use of Gov't. Employees

SCHROEDER, Victor

President, Synthetic Fuels Corp.
Resigned: Fraud

SECORD, Richard

Air Force Major General (ret.)
Indicted: Fraud

THOMPSON, Victor

President, Synthetic Fuels Corp.
Resigned: Violated Ethics Rules

TODHUNTER, John

Asst. EPA Administrator
Resigned: Hanky Panky with Lobbyists

VOSS, Peter

Postal Service Governor
Pled Guilty: Fraud, Kickbacks

WATT, James

Secretary of the Interior
Resigned: Verbal Stupidity

WICK, Charles Z.

Director, U.S. Information Agency
Accused: Nixon-like Bugging

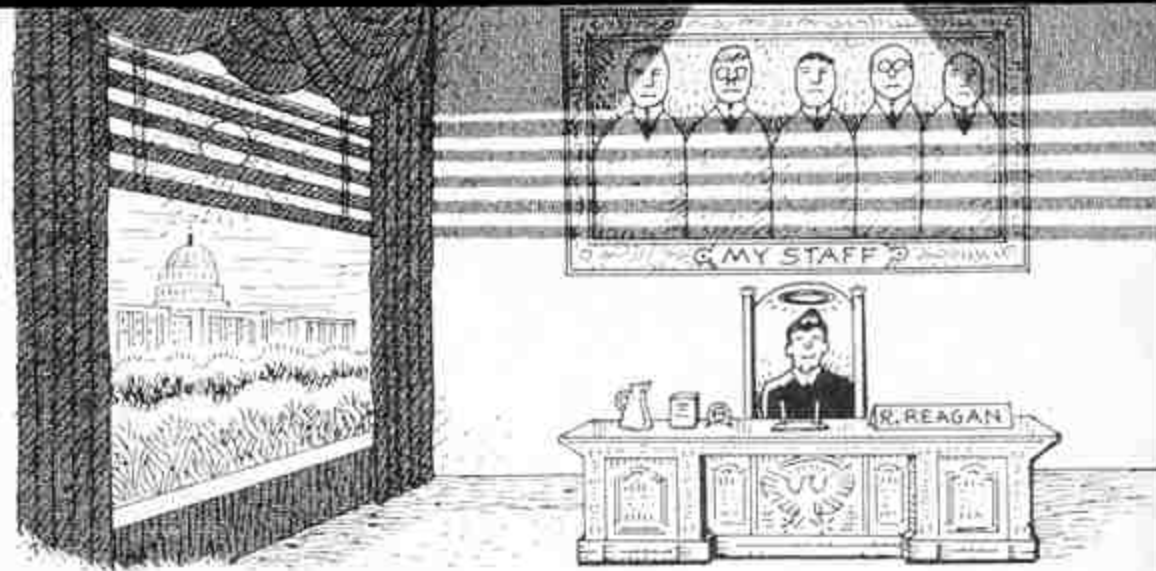
Dishonorable Mention

REAGAN, Ronald

President, United States

BUSH, George

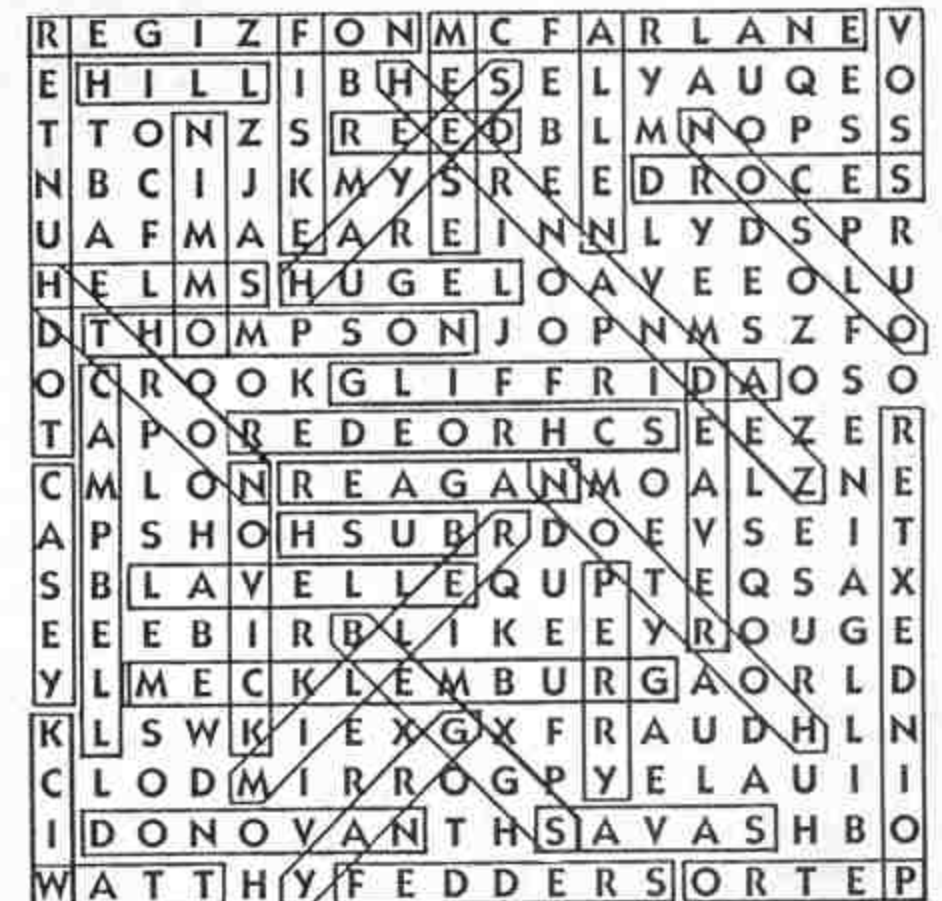
Vice President, United States



ANSWER TO OUR LAST PUZZLE

Oops! Talk about eerie coincidences! The answer to the puzzle above is identical to the answer of our last puzzle in which we asked you to find the names of those people most likely to be hired in a George Bush Administration!

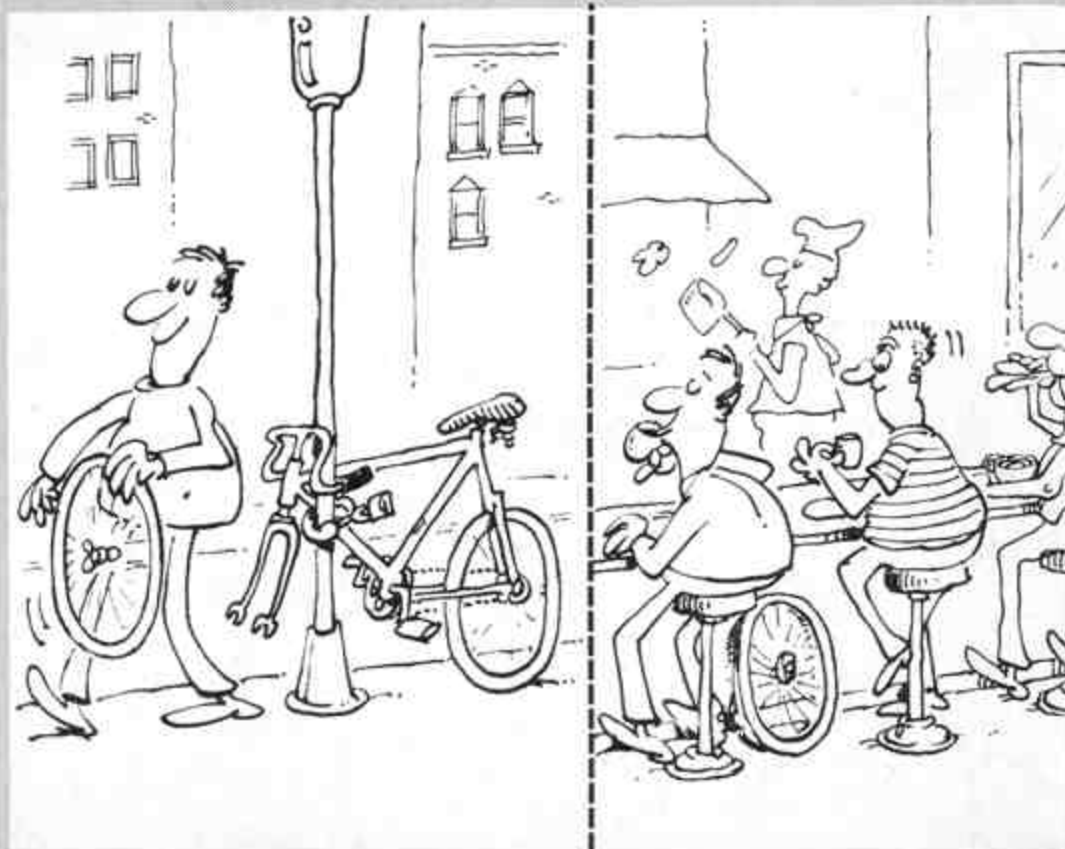
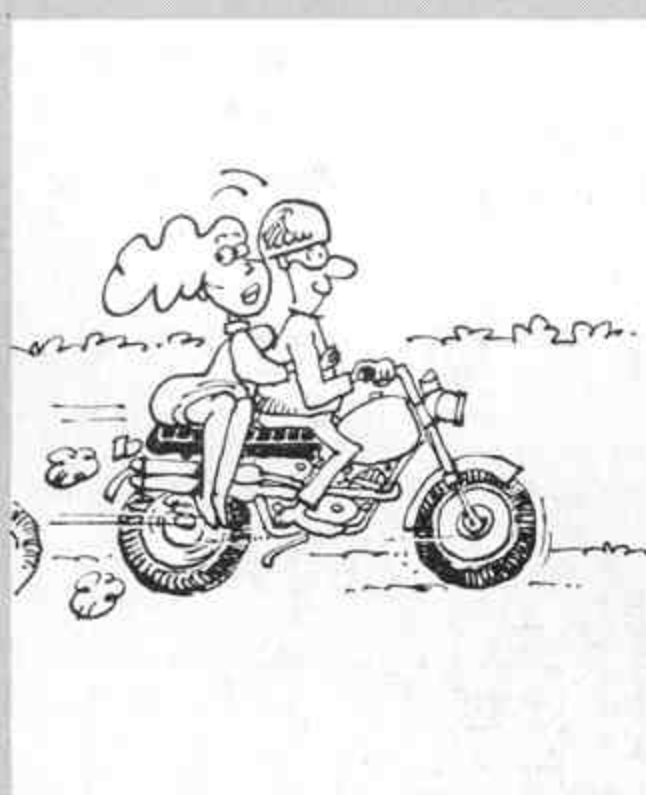
—The Editors



P.S. Next Month: A special 48-page puzzle! "Find the Corrupt Pentagon Officials!"

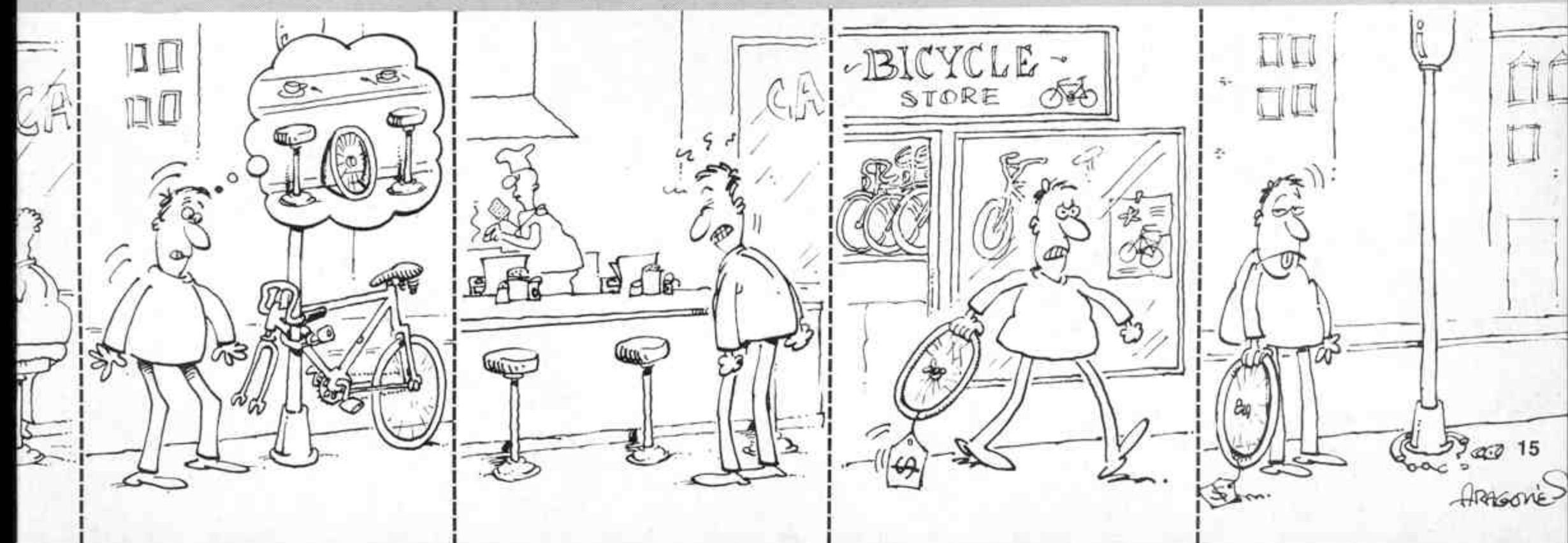
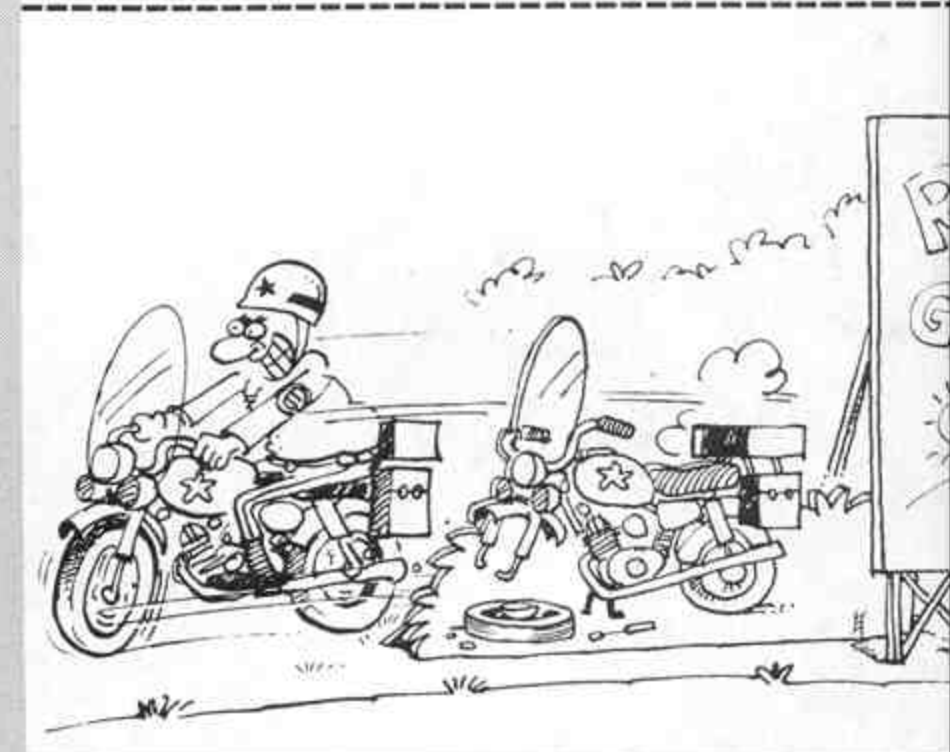
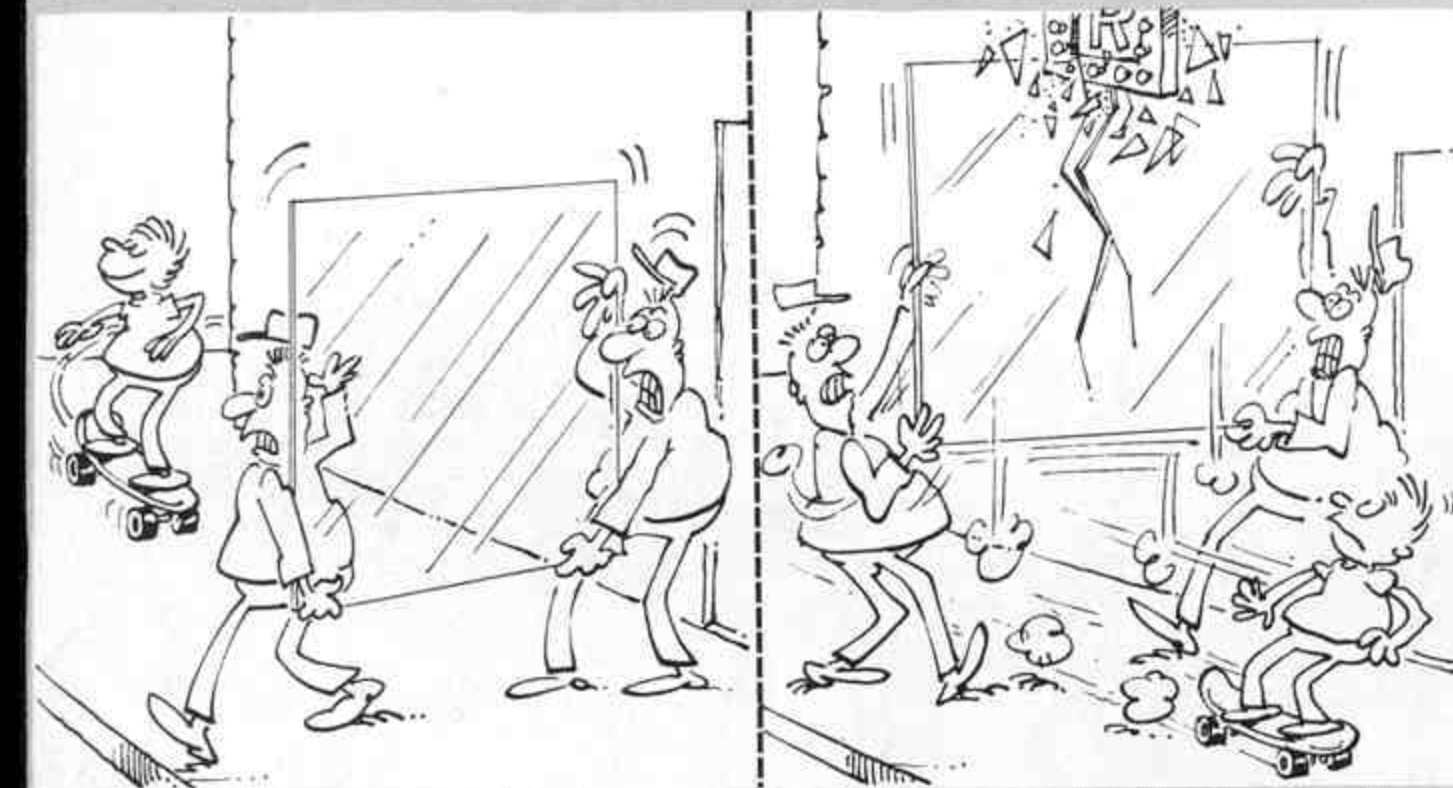
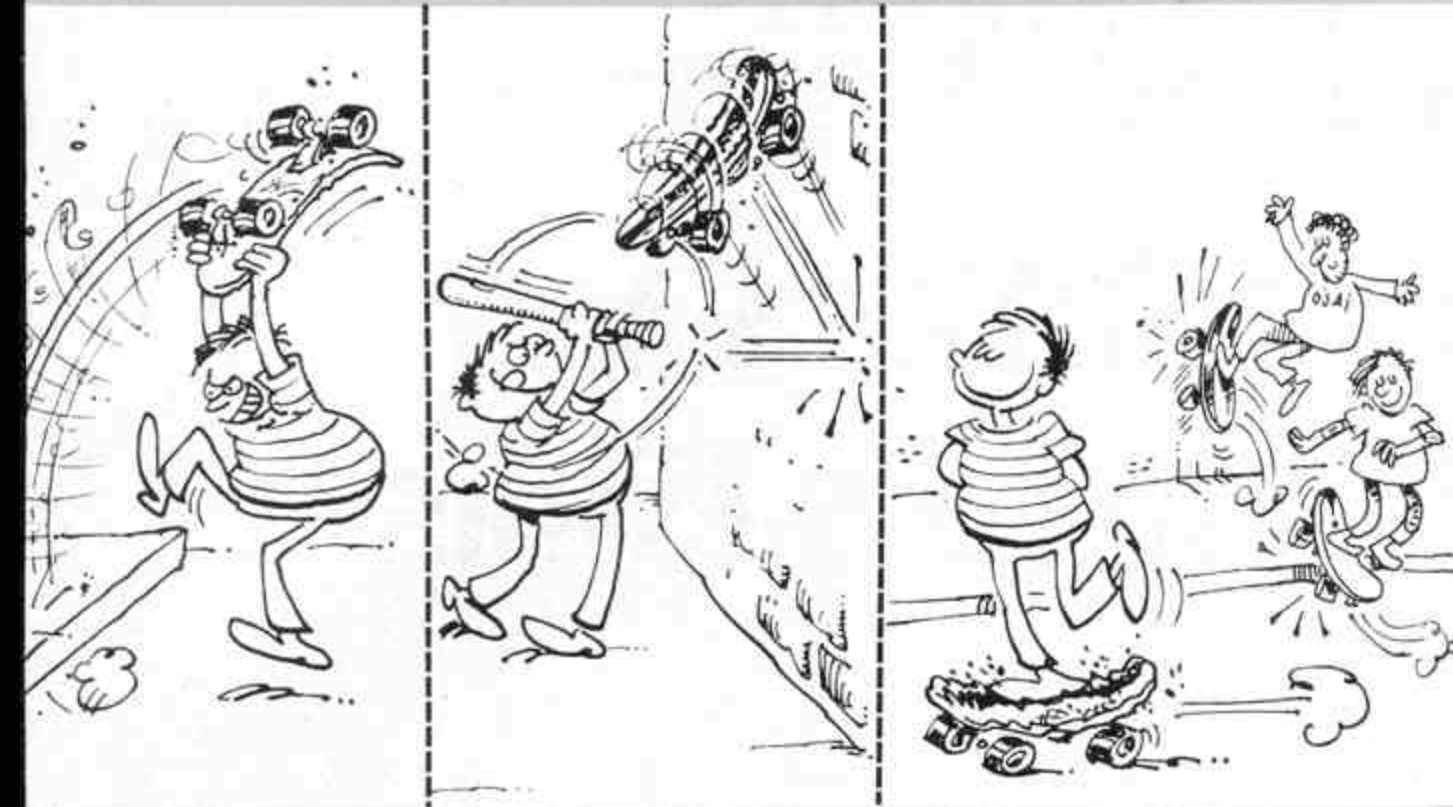


A MAD LOOK AT



SMALL WHEELS

ARTIST AND WRITER: SERGIO ARAGONES



Don't you get the uncomfortable feeling that the brainstormers in Hollywood are busy thinking up ways to cash in on the great success of "Who Framed Roger Rabbit"? How will they do this? They will make lots and lots of sequels to films, mixing Toons along with the original live actors! Daffy and Dustin? Streep and Sylvester? Yup, we can envision the fast-approaching day

ARTIST: BOB CLARKE

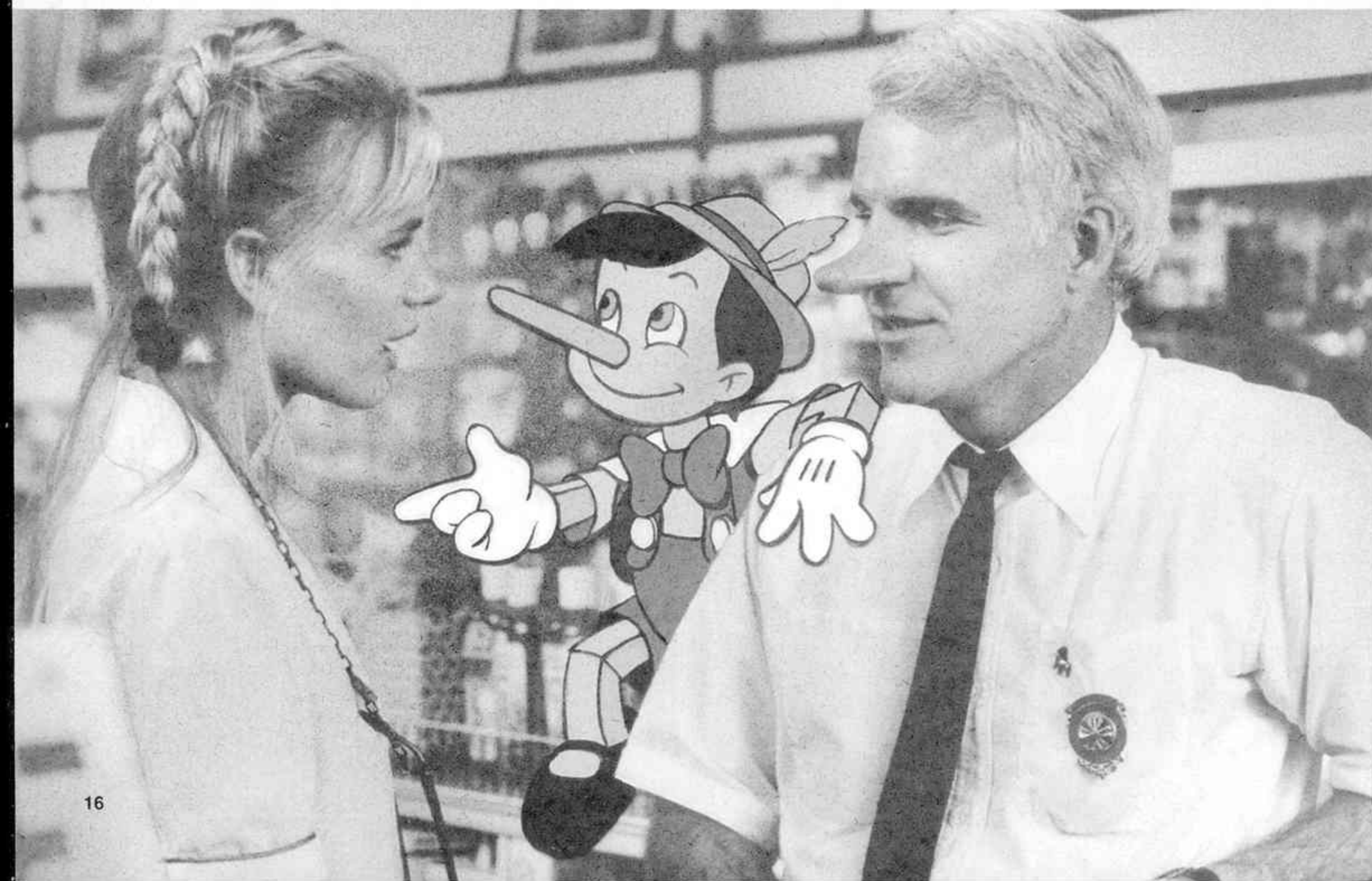
WRITER: STAN HART



When Technology Takes Over All Of Hollywood's Films

ROXANNE TWO—NOSEY PEOPLE

In this sequel to "Roxanne," Martin's nose isn't even in the running as he goes face to face with the all-time schnoz champ, Pinocchio. Once again, Daryl Hannah opts for size—leaving Martin in the cold. Steve's only recourse is to ask Pinocchio's father to burn the boy as kindling. In a truly touching finale, the father refuses. Karl Malden should win a "Best Supporting Nose" Oscar for his role as Pinocchio's father.





PRINCE IS PETER PAN

In a daring reversal of the trend of putting animated characters into live films, Prince has inserted himself into an animated film as Peter Pan. Prince engages the evil Captain Hook in an action-packed duel: it's Hook's razor-sharp sword against Prince's purse! But the agile Prince prevails and frees the Lost Boys, who he turns into a group of interior decorators and beauticians. During the course of the film, Prince also teaches Tinker Bell how to pout and mince, as well as what it means to be a woman.

BULL DURHAM AND THE SEVEN DWARFS

Minor League catcher Kevin Costner and Pitcher Tim Robbins sense that the Durham Bulls' chances for a championship are slim after they meet their new team mates: Sneezy on first, Dopey on second, Grumpy at short, Doc on third, and Sleepy, Happy, and Bashful in the outfield. Susan Sarandon continues her custom of having an affair with a new player each year. This year, she chooses Sneezy in a mind and nose-blowing finale!

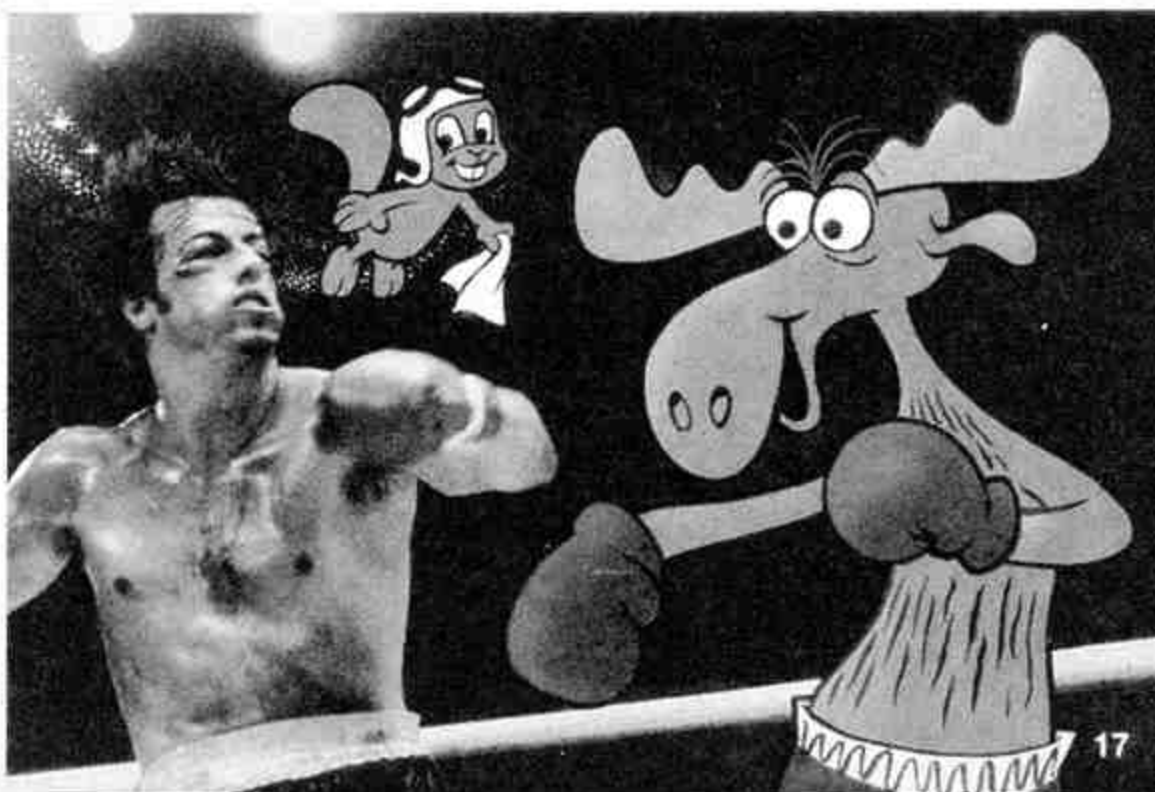


THREE MEN AND A BABY HERMAN

The swinging bachelors who proved to be such schmucks when dealing with an infant girl really have their hands full with Baby Herman. At first the little tyke amuses the three oafs when he uses their after shave lotion and smokes big cigars. He soon becomes a lot less adorable when he jimmies the lock on their liquor cabinet, makes obscene phone calls and gets Steve Guttenberg's girlfriend "in trouble." But the three goofballs get their revenge when they change Baby Herman's diaper! Instead of using baby talcum powder, they substitute itching powder!

ROCKY AND BULLWINKLE AND ROCKY VI

The Italian Stallion hires Bullwinkle T. Moose as his new sparring partner and Rocky J. Squirrel as his new trainer. Everything goes along just fine until the night Balboa's wife, Adrian, gets drunk and goes to bed with the wrong Rocky. It isn't Adrian's infidelity that upsets Balboa; he's infuriated because she couldn't tell the difference! In a dream sequence, the late, great Appollo Creed advises Balboa to fill the spit bucket with the dreaded Toon-destroying "Dip" next time he fights Bullwinkle. Balboa does and douses Rocky J. Squirrel in Bullwinkle's corner, thereby TKO-ing his domestic conflict.



STAR TREK 12—

THE SEARCH FOR GEORGE AND JUDY

The Starship Enterprise picks up The Jetsons, who have been wandering through space after losing their home due to the business failure of Spacely Sprockets. While William Shatner tries to help George fight his arch competitor, Cogswell's Cogs, Leonard Nimoy has other problems—the Vulcan has fallen in love. Unfortunately it's with Rosie, the Jetson's robot maid, whose lovemaking is, at best, mechanical.



ARTHUR III & DUMBO

After appearing in such box office disasters as "Miki and Maude" and "Santa Claus, the Movie," Deadly Dudley Moore gets some much needed help from the lovable flying pachyderm in his latest film. Dudley still thinks the serious illness of alcoholism is a gold mine of cheap jokes. As a booze (and cliché) ridden drunk, he is about to lose Liza Minelli (who would be no great loss to anyone sober). Suddenly he sees a pink Dumbo circling over head! Fearing that the Elephant is not house-broken, Moore pledges to stop drinking and swears off any more sequels to the dreary "Arthur."

TUCKER—A MAN AND HIS CAB

Jeff Bridges reprises his role as the hard-luck auto innovator, Preston Tucker. This time, he devises a car that stands on its rear wheels, bends around corners, makes wisecracks, shivers and sweats. But Tucker's ambitious plans to produce such a car are foiled by the Big Three—not Ford, Chrysler, and G.M.—Disney, Warner Bros. and Hanna-Barbera!

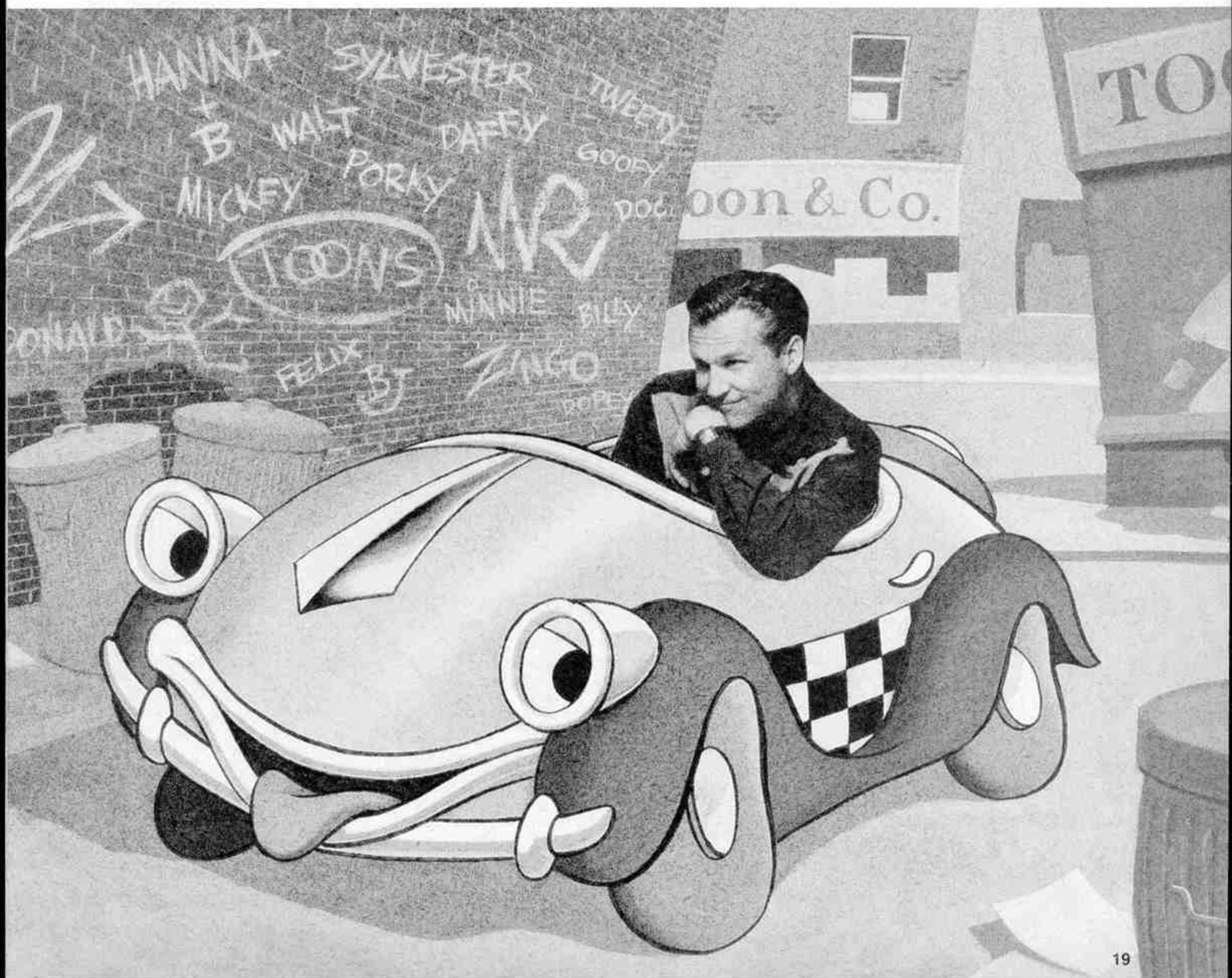
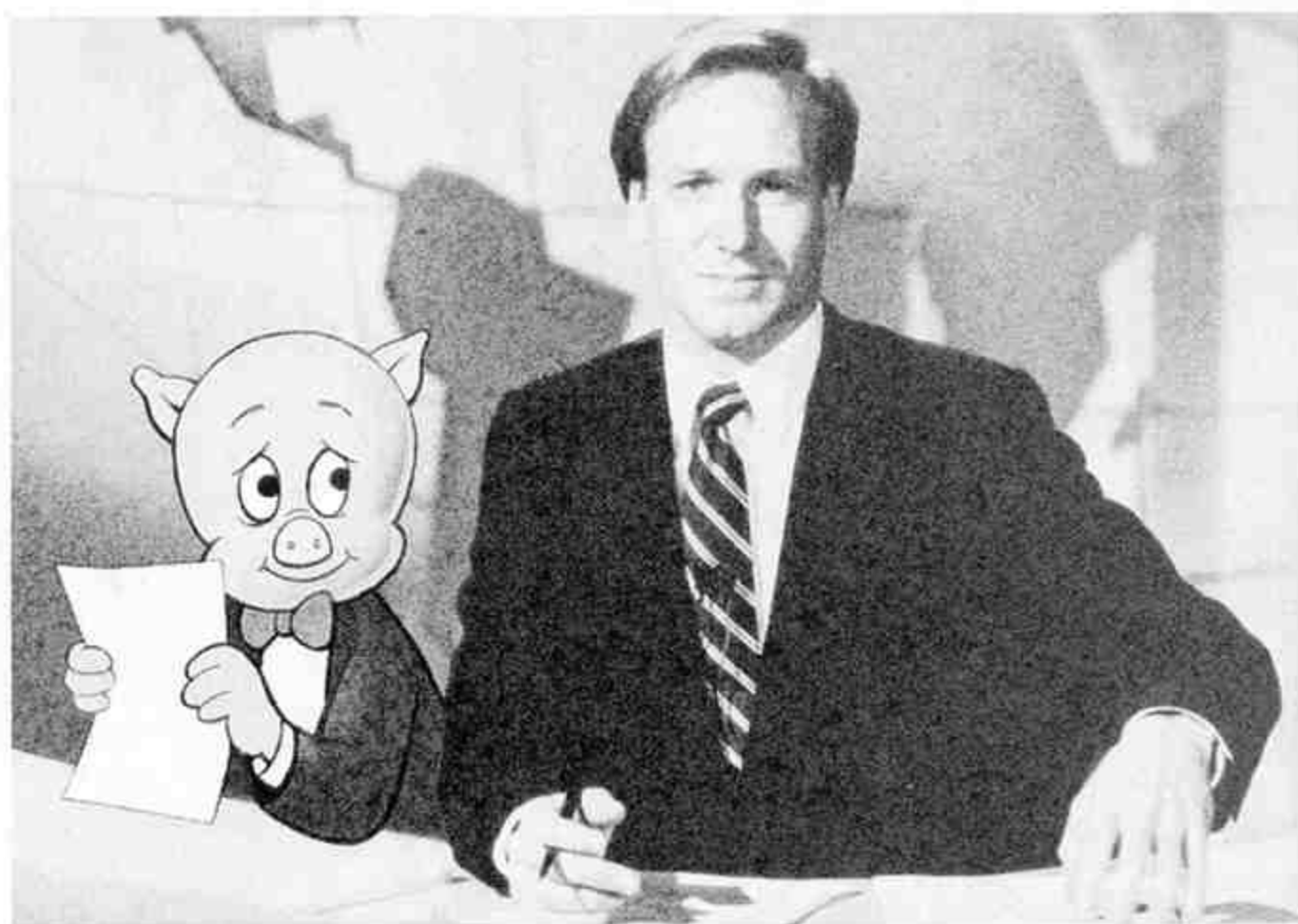
RETURN OF ALIEN 6

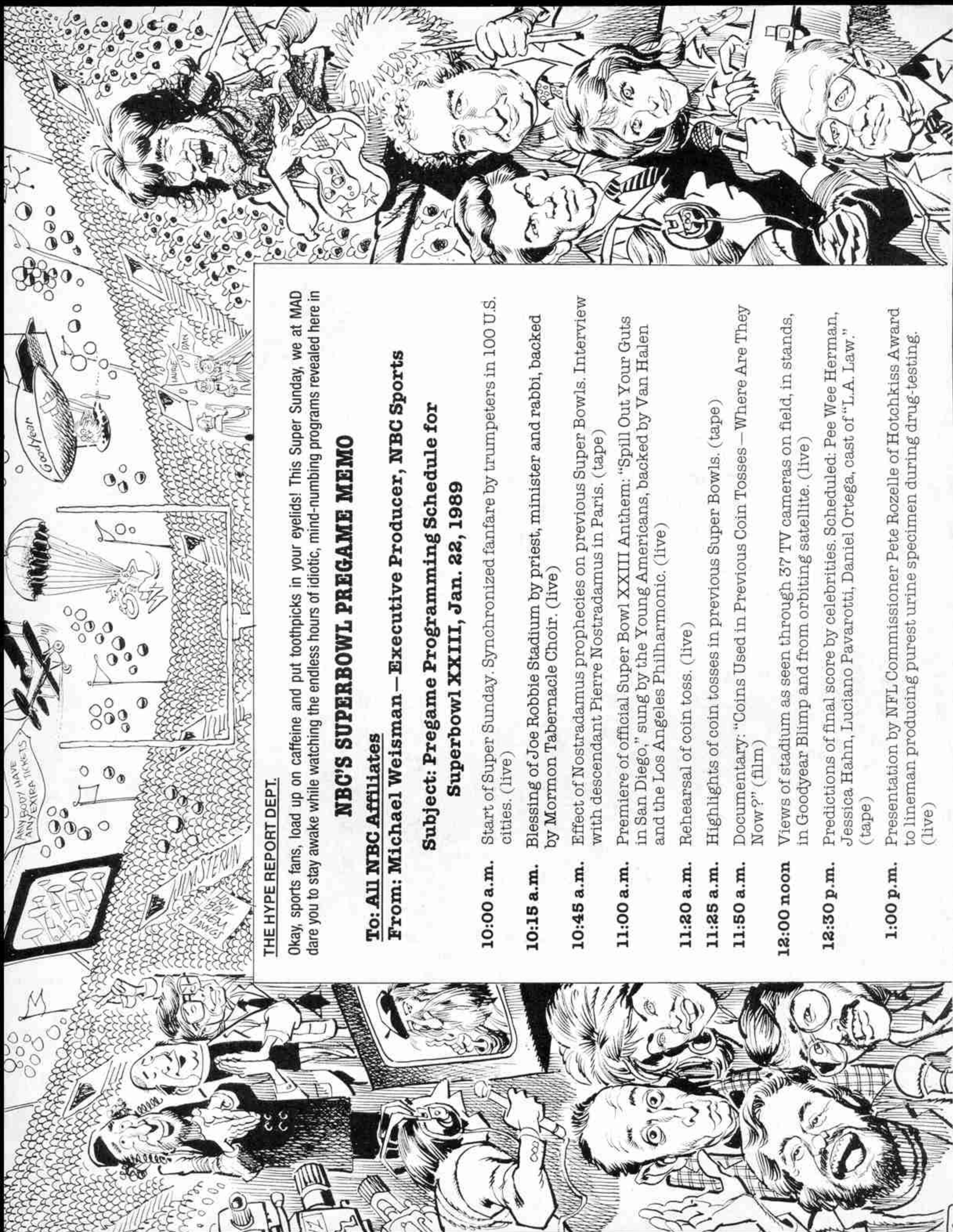
In this version of "Alien," Sigourney Weaver and the spaceship crew have their hands full as they try to capture a new alien, played by the Road Runner. They can't grab the slippery invader and the spaceship starts to fall out of control because the Road Runner's speed lines are screwing up the ship's computer readout. Sigourney finally corners Road Runner, but her attempt to talk to him is drowned out by his incessant and extremely irritating "Beep Beep!" Then she gets the brilliant idea of bringing in Wile E. Coyote and letting him and Road Runner drive themselves crazy, chasing each other through the spacecraft as it heads for home.



RE-BROADCAST NEWS ➤

Holly Hunter and William Hurt are paired again, but this time they work for competing networks. Because her company is an equal-opportunity employer, Holly is forced to hire Sylvester the Cat as her news anchorman, even though he sprays the camera with saliva whenever he speaks. Thinking that Holly has hired Sylvester to boost her network's ratings, Hurt tries to do her one better by employing Porky Pig. But Hurt gets into deep trouble when his new protégé makes the half-hour news run two hours and forty-five minutes because of his stuttering.





THE HYPE REPORT DEPT.

Okay, sports fans, load up on caffeine and put toothpicks in your eyelids! This Super Sunday, we at MAD dare you to stay awake while watching the endless hours of idiotic, mind-numbing programs revealed here in

NBC'S SUPERBOWL PREGAME MEMO

To: All NBC Affiliates

From: Michael Weisman — Executive Producer, NBC Sports

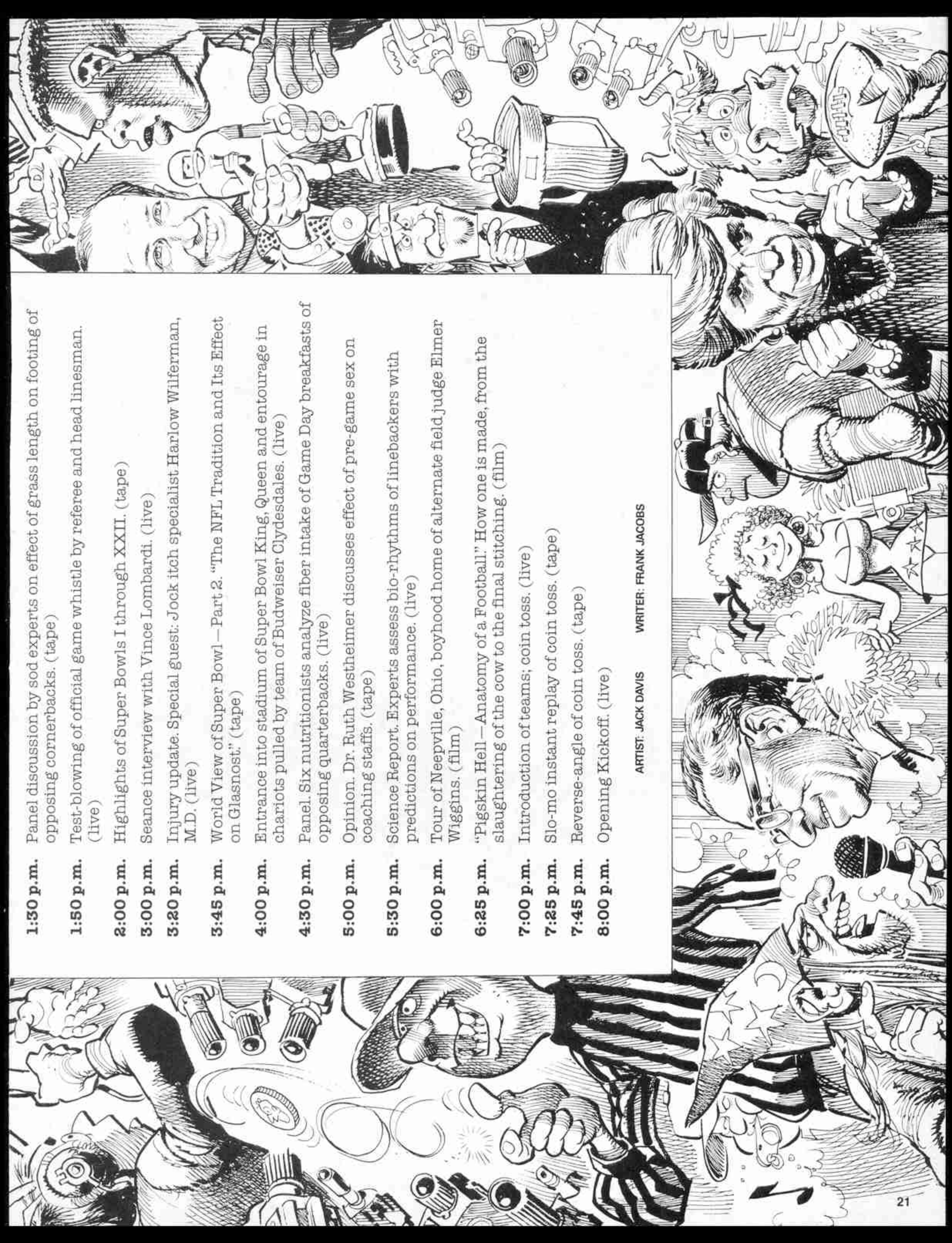
**Subject: Pregame Programming Schedule for
Superbowl XXIII, Jan. 22, 1989**

- 10:00 a.m.** Start of Super Sunday. Synchronized fanfare by trumpeters in 100 U.S. cities. (live)
- 10:15 a.m.** Blessing of Joe Robbie Stadium by priest, minister and rabbi, backed by Mormon Tabernacle Choir. (live)
- 10:45 a.m.** Effect of Nostradamus prophecies on previous Super Bowls. Interview with descendant Pierre Nostradamus in Paris. (tape)
- 11:00 a.m.** Premiere of official Super Bowl XXIII Anthem: "Spill Out Your Guts in San Diego," sung by the Young Americans, backed by Van Halen and the Los Angeles Philharmonic. (live)
- 11:20 a.m.** Rehearsal of coin toss. (live)
- 11:25 a.m.** Highlights of coin tosses in previous Super Bowls. (tape)
- 11:50 a.m.** Documentary: "Coins Used in Previous Coin Tosses — Where Are They Now?" (film)
- 12:00 noon** Views of stadium as seen through 37 TV cameras on field, in stands, in Goodyear Blimp and from orbiting satellite. (live)
- 12:30 p.m.** Predictions of final score by celebrities. Scheduled: Pee Wee Herman, Jessica Hahn, Luciano Pavarotti, Daniel Ortega, cast of "L.A. Law." (tape)
- 1:00 p.m.** Presentation by NFL Commissioner Pete Rozelle of Hotchkiss Award to lineman producing purest urine specimen during drug-testing. (live)

- 1:30 p.m.** Panel discussion by sod experts on effect of grass length on footing of opposing cornerbacks. (tape)
- 1:50 p.m.** Test-blowing of official game whistle by referee and head linesman. (live)
- 2:00 p.m.** Highlights of Super Bowls I through XXII. (tape)
- 3:00 p.m.** Seance interview with Vince Lombardi. (live)
- 3:20 p.m.** Injury update. Special guest: Jock itch specialist Harlow Wilferman, M.D. (live)
- 3:45 p.m.** World View of Super Bowl — Part 2. "The NFL Tradition and Its Effect on Glasnost." (tape)
- 4:00 p.m.** Entrance into stadium of Super Bowl King, Queen and entourage in chariots pulled by team of Budweiser Clydesdales. (live)
- 4:30 p.m.** Panel. Six nutritionists analyze fiber intake of Game Day breakfasts of opposing quarterbacks. (live)
- 5:00 p.m.** Opinion. Dr. Ruth Westheimer discusses effect of pre-game sex on coaching staffs. (tape)
- 5:30 p.m.** Science Report. Experts assess bio-rhythms of linebackers with predictions on performance. (live)
- 6:00 p.m.** Tour of Neepville, Ohio, boyhood home of alternate field judge Elmer Wiggins. (film)
- 6:25 p.m.** "Pigskin Hell — Anatomy of a Football." How one is made, from the slaughtering of the cow to the final stitching. (film)
- 7:00 p.m.** Introduction of teams; coin toss. (live)
- 7:25 p.m.** Slo-mo instant replay of coin toss. (tape)
- 7:45 p.m.** Reverse-angle of coin toss. (tape)
- 8:00 p.m.** Opening Kickoff. (live)

ARTIST: JACK DAVIS

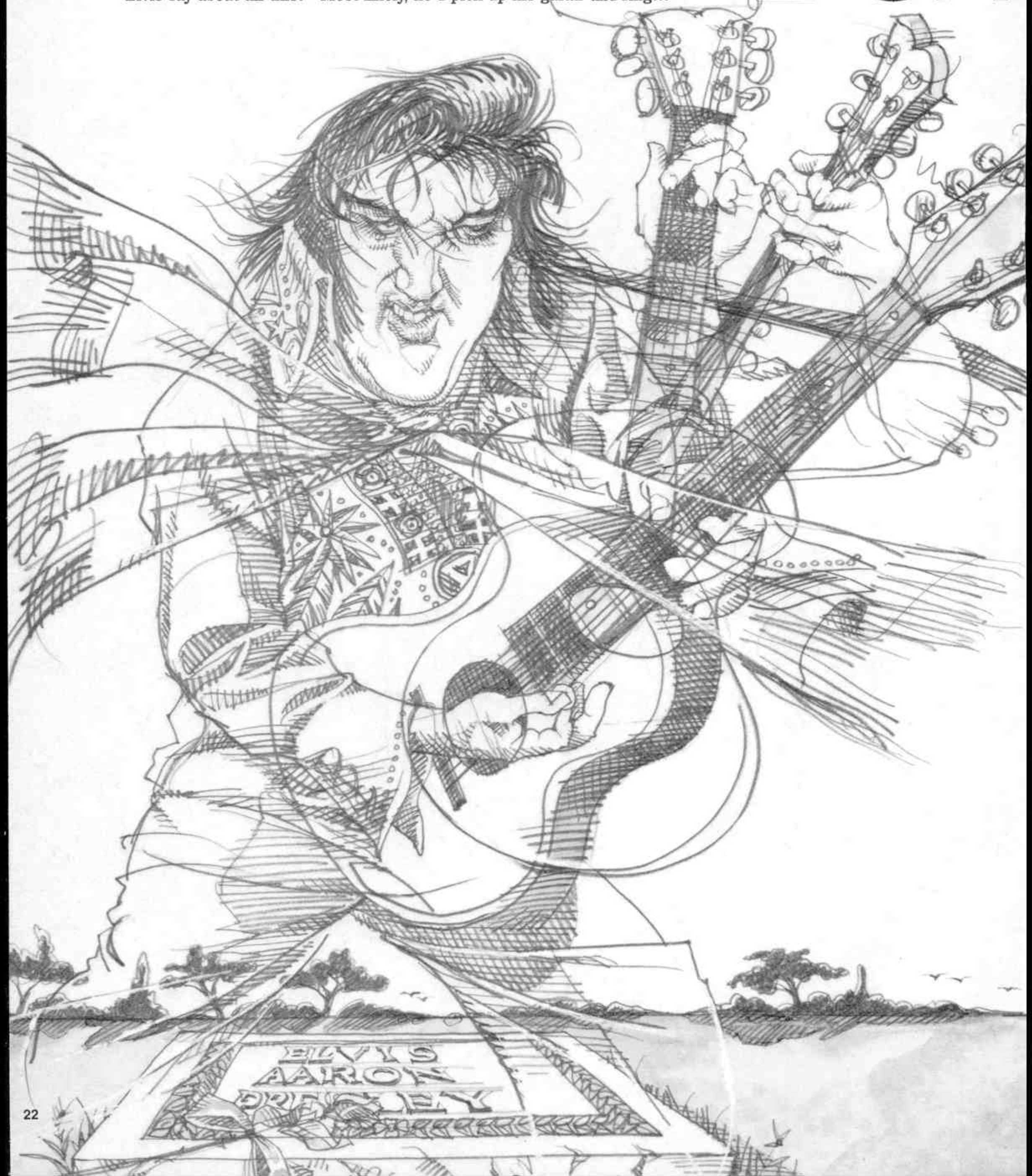
WRITER: FRANK JACOBS



THE KING IS BLED DEPT.

Elvis Presley died in 1977. At least, that's what most people believe. But there's still a bunch of kooks who think he faked his death and is really alive. Not to mention the fast-buck hucksters living off the Presley legend. Which makes us ask: "What would Elvis say about all this?" Most likely, he'd pick up his guitar and sing...

"DON



'T BE FOOLED'

(sung to the tune of "Don't Be Cruel")

There's a *number* folks..are..cal-lin'
(and you know it's *not*..toll-free)
With a *tape* of some guy..drawl-in',
Who is *claim-in'* to..be..me.
DON'T BE FOOLED!
'Cause it just ain't true!

There's a *girl* in San..*Di-e-go*,
Who's convinced that I..*ain't*..dead;
Says I drive a *Win-ne-ba-go*
With a *para-keet*..named..*Fred*.
DON'T BE FOOLED!
That's a rip-off too!

They're just *play-in'* with..*your*..head;
Ev'rybody..knows
The *King* is dead!

There's a *load* of *im-i-tat-ors*
Comin' off as *El-vis*..clones—
Mainly *crum-my* second..*rat-ers*.
Makin' *mon-ey* off..*my*..bones.
DON'T BE FOOLED!
That ain't noth-in' new!

Makes no *diff-rence* how..*they*..sound;
I'm still *bur-ied*
Six feet underground!

There's a *book* by an..*ad-mir-er*,
Says I live in *Mam-moth*..Cave,
And she *swears* in..*the*..*"En-quir-er"*
Jimmy Hoffa's in..*my*..grave.
DON'T BE FOOLED!
Not a word is true!

You can tell the *tab-loid*..press,
The *King's* got no
Fowardin' address!

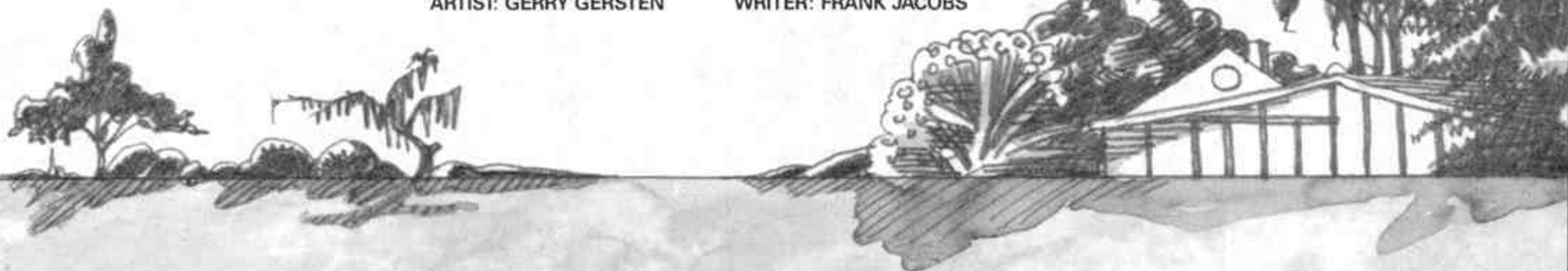
If you want an *ex-plan-a-tion*
For the *stor-ies* they..*contrive*,
Check the *rise* in..*cir-cu-la-tion*
Ev'ry time I'm "*proved*"..*a-live*.
DON'T BE FOOLED!
They're all conning you!

Don't let it *break*..*your*..heart;
Where..*I've*..gone
There's no Top Forty Chart!

Yes, I'm *push-in'* up..*the*..*dai-sies*,
But the *uproar* just..*won't*..cease,
'Cause the *world* is full of..*cra-zies*
Who won't let me rest..*in*..*peace*!
DON'T BE FOOLED!
This I'm tellin' you!
DON'T BE FOOLED!
What they say ain't true!

ARTIST: GERRY GERSTEN

WRITER: FRANK JACOBS





Muttel JACKO-IN-THE-BOX
Kids love to wind box until the obnoxious Australian battery pitchman pops out! Repulsive. Ages 3½-3½.
(One oversized Energizer battery not included)

999

Unintendo EXCITING UNINTENDO GAME CARTRIDGES

50 titles to choose from! All basically the same game. Ages 8-death.

(Two LL batteries not included)

59⁹⁵ Each

**50
EXCITING
TITLES**



Porker Brothers SUPER DELUXE OPERATION GAME

You be the doctor! Improved version of this classic skill game uses real human organs. Refrigerator required. Ages Pleistocene-Bronze.

(Four F batteries not included)

139⁹⁹



Kenner TRANSROBONAUTS ACTION ASSORTMENT SET

Clicks, snaps and interchanges with Technobugs, Dinotron Slimemasters and Transrodent Reptobots to form a pile of rubble you won't know what to do with! Ages 8-8.

(Three D, twelve C, thirty-nine AA batteries not included)

48⁹⁹

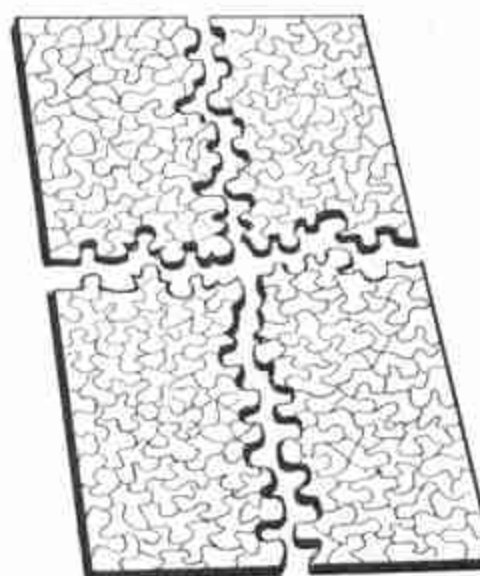
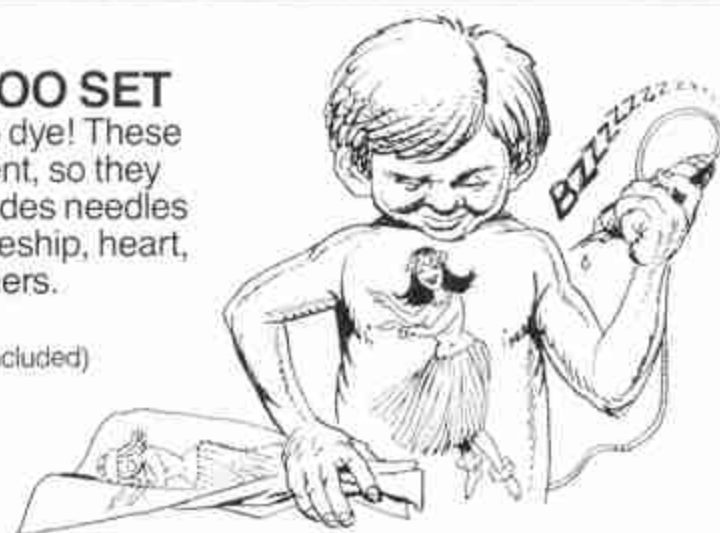
Wiltin' Badley JUNIOR TATTOO SET

No paint! No ink! No dye! These tattoos are permanent, so they won't wash off! Includes needles and stencils for battleship, heart, "mom," hula girl, others.

Ages 3-up.

(One dry cell battery not included)

19⁷⁹



Ohio Aren't EASY-DOES-IT NO SWEAT JIGSAW PUZZLE

Molded four-piece jigsaw puzzle actually looks like 2,060 pieces! Assembles in 12 seconds.

Illustrated instructions make for even easier assemblage. Gives you a false sense of accomplishment! Ages 45-up.

(A,E,I,Q,U batteries not included)

9⁹⁵

SE
IONS! NO
GUARANTEES!

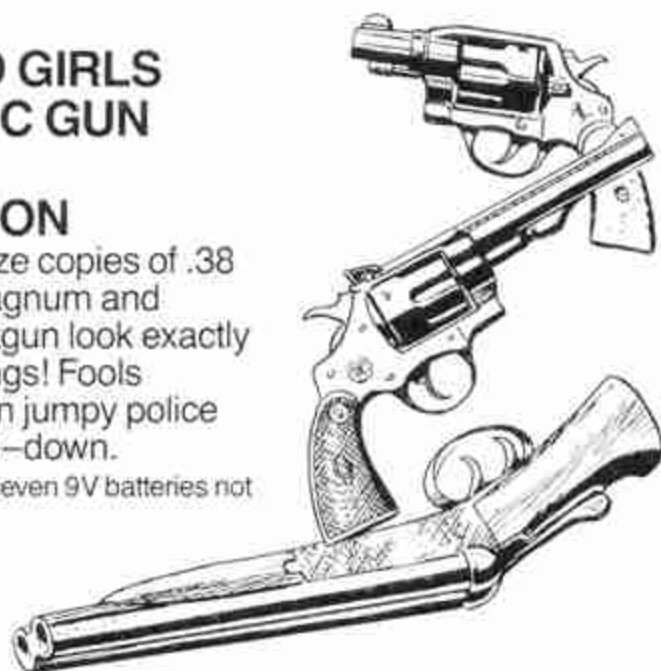
TOYS "R" U

**Remcoma
BOYS AND GIRLS
AUTHENTIC GUN
REPLICA
COLLECTION**

Genuine, life-size copies of .38 Special, .44 Magnum and Sawed-off Shotgun look exactly like the real things! Fools everybody, even jumpy police officers! Ages 6-down.

(One hundred and seven 9V batteries not included)

118⁹⁹



ARTIST: GEORGE WOODBRIDGE

WRITERS: CHARLIE KADAU & JOE RAIOLA

**Playskull
SHIFTY SHELDON
THE CORRUPT
ACCOUNTANT**

Computerized learning tool teaches preschoolers about tax evasion, double ledger entries and embezzling. Ages Conception-burial.

(One car battery not included)

219⁹⁹



**NG Toys
SNURF PLAY FIGURES**

All new collection of those cuddly, adorable Snurfs including Flasher, Pimp, Junkie, Mugger, others. Ages mixed-up.

(Four AC/DC batteries not included)

6⁹⁹ Each



**Fisher-Pricey
QUICKSAND BOX**

Comes fully assembled. Just add water and it's ready to go! (Not recommended for children under five feet tall.) Ideal summer fun! Ages 2 years, 5 months, 24 days-6 years, 11 months, 3 days, 6 hours, 53 minutes, 7 seconds.

(One A battery not included)

78⁹⁷



**Porker Brothers
TRIVIAL TRIVIA**

Over 1,000 questions and answers ripped off from other trivia games better than this one! Ages Birth-up.

(1/2 D battery not included)

99⁹⁹

**Guffy
GUMBO GUMBY**

Obese, unhappy version of everyone's favorite clay figure! Unbendable. Ages 7-up.

(Four AA batteries not included)

28⁹⁹



FOR MORE TOY BARGAINS TURN TO BACK COVER

EXPLANATIONS

Well, it's about time! You had me worried sick, Christopher! Can you give me one good reason for coming home at six o'clock in the morning?

Sure, Mom...

Breakfast!



BERG'S-EYE VIEW DEPT.

THE LIGHTS

RELATIONSHIPS

Hi there, gorgeous! I'm David Dasch! Just so you'll know I'm not a phony like some of the other guys in this place, I'm in the midst of getting a divorce and I've got enough money and business holdings that my soon-to-be ex-wife doesn't know about, so I'm going to be very comfortable in a short while!

That's all very interesting, but why are you telling me these things?

Because you're very attractive and you look smart, and I know that smart, attractive women are interested in knowing such things right up front!

That's very true, Mr. Dasch! Especially a woman like me! I'm Sydelle Charney, your wife's divorce lawyer!



FEELINGS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

ADAPTING



CAR PHONES



GOLF

Okay, Maria, keep your head down, feet apart, and your left arm stiff!

Never mind all that nonsense, Kyle...

Just show me how to get a hole in one!



RELATIVITY

Martin, please take out the garbage!

Two bags? Again?



EMPLOYMENT

I'm afraid I can't offer you the job, Mr. Korn! I don't think you'll be able to handle it!

But Sir, that's all the more reason to hire me!

Then you can brag to everyone how right you were!



WISDOM

So that bully pushed you around again! Well, when that happens, just walk away! Avoiding fights is all part of childhood!

That's easy for you to say, Grandpa...



SELF-IMPROVEMENT



CATS



DIETING



THE OFFICE

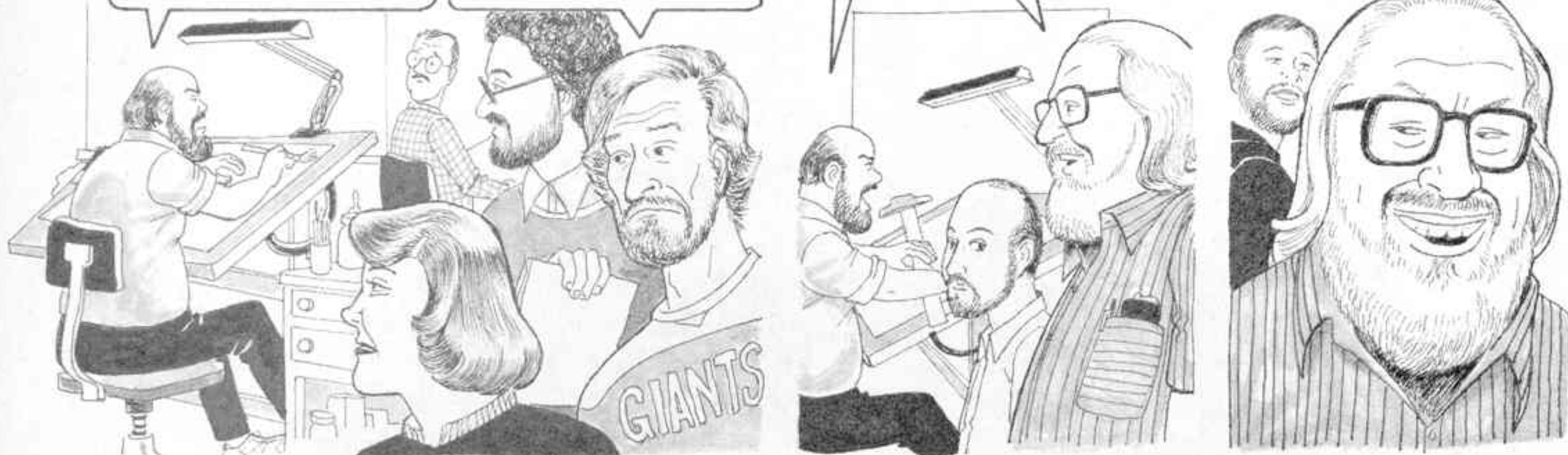
Ah-biddy-bah! Damn this lousy rubber cement! Where does Stan Cohen get this stuff? He must make it in his basement! Ah-biddy-bah! Biddy-Bah!

There goes Lenny running off at the mouth again! He's so darn loud, and never stops ranting and raving! Listen to that silly nonsense!

Biddy-bah! Biddy-bah!

That's true, but Lenny serves a very important function in this organization...

He keeps the rest of you goof-offs awake!



ADVANCED STUDIES

What did you learn in your sex education class?

Nothing I didn't already know!

We just had different names for everything!



DOCTORS

What seems to be the trouble this time, Kaputnik?

I have this sharp pain in my back, Doctor!

Did you have a fall?

No, it's from sitting in your waiting room for two hours!



GOONSTRUCK DEPT.

Everyone knows that the world's greatest actors are not in the movies! Nope, they're in arenas around the country! That's right, the world's greatest actors are professional wrestlers! After all, who but the very best of actors could make such a large percentage of the populace believe their preposterous routines are real? This got us to thinking. As long as Hollywood continually insists on redoing old film classics, why not hire these potential Academy Award winners for some honest work! So, join us now in a futuristic stroll down memory lane as MAD begins...

Recasting Famous Old Movies With Today's Famous Wrestlers

ARTIST: SAM VIVIANO

WRITER: J. PRETE

THE GODFATHER STARRING BRUNO SAMMARTINO

Jake the Snake (*mumble*), I want you and the Killer Bees (*mumble*), to take a trip to the Heenan Family and make them an offer they can refuse!

What's wrong with Don Bruno? He's not making any sense when he talks!

He's been that way ever since the "hit"!

You mean when they rubbed out Lucca Brazzi?

Not that kind of hit! I'm talking about when Andre the Giant hit The Godfather on the head with a chair during their last match!

Yeah! Ever since then, Don Bruno's brain sleeps with the fishes!



THE UNTOUCHABLES

STARRING The Honky Tonk Man, The Hart Foundation, Jimmy "The Mouth of the South" Hart and The Rougeaus

Wrestling is a lot like playing rock 'n roll in a band! There's a guitar, drums, and a bass all playin' together as one! I'm talkin' about teamwork!

That's right, daddy-o, teamwork! You tell 'em!

Teamwork!

Teamwork!

Only sometimes, some wrestlers don't understand teamwork and need to be taught a lesson! Isn't that right, Hitman?

See, if somebody messes with me, then I'm gonna mess with them! Get the picture?

Beautiful, baby, beautiful! Elvis may be gone, but you'll live forever as the greatest Intercontinental Champion of all time!

GOOD MORNING, VIETNAM

STARRING Bobby "The Brain" Heenan

Good morning Monsoooooon and Vietnam! Okay, all you humanoids out there, listen up! What's wrong with you morons? You're getting your butts kicked all over Southeast Asia!

Read my lips—you need a new manager! Forget Westmoreland! The guy's a loser! You need an individual with **smarts**! You need to join the Family of Bobby Heenan! They didn't name me "The Brain" for nothing! Sign on with me and I'll send those gooks a Rude Awakening!

Then I'll send Herc to mop it up! But right now, here's Nikolai Volkoff to sing the Russian National Anthem! Stand up, Monsoon!

NO WAY OUT

STARRING
Nikolai Volkoff AND Slick



Now let me get this straight, Mister Secretary of State! You say that a Russian spy named "Uri" has infiltrated the Pentagon?

Correct! We need someone above suspicion to expose him! We have no idea who Uri can be!

Well, look no further, Jack! My man Nikolai is the cat to catch this rat!

Really? Have you had any personal experiences with Russians Nikolai?

Yes, Comrade...er...Mr. Secretary! The night my partner Boris Zukoff and I, Nikolai, crushed that dog Hulk Hogan, we celebrated with famous Russian drink — the Moscow Massacre! Is one part Russian vodka, two parts Russian dressing!

Excellent! Your credentials are obviously above reproach! I have a gut instinct you're the perfect man for this job! If there's a Russian anywhere in the Pentagon, I'm sure you'll find him, Mr. Volkoff!



TRADING PLACES

STARRING JESSE "THE BODY" VENTURA, VINCE McMAHON, Ted "THE MILLION DOLLAR MAN" DiBIASE AND THE JUNK YARD DOG

Say, can you help a poor wrestler who's recovering from when Greg "The Hammer" Valentine did him in with a Figure Four Leglock?

I'll bet you a dollar I can concoct a crazy scenario that will turn the good guy Junk Yard Dog into a bad guy the fans will hate, while, at the same time, turning the hated Million Dollar Man into a good guy fans adore! All in one week!

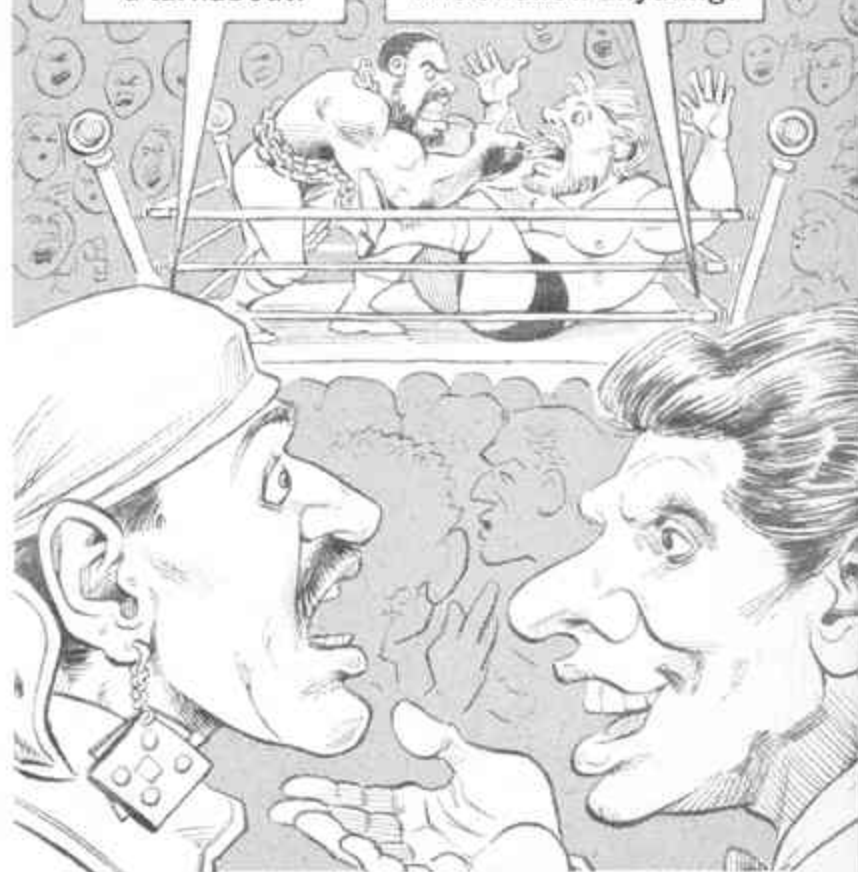
Forget it! No self-respecting, intelligent wrestling fan will believe it!

I'm talking "buy it," not "believe it!" As long as they spend \$15 on a pay-per-view, who cares what they believe!

It's a bet, McMahon!

Wow! The JYD is stuffing a \$100 bill in DiBiase's mouth and the fans are booing! What a turnabout!

I'll take that dollar you owe me! You shoulda known! There are no self-respecting, intelligent wrestling fans — only genetic mutants who swallow anything!



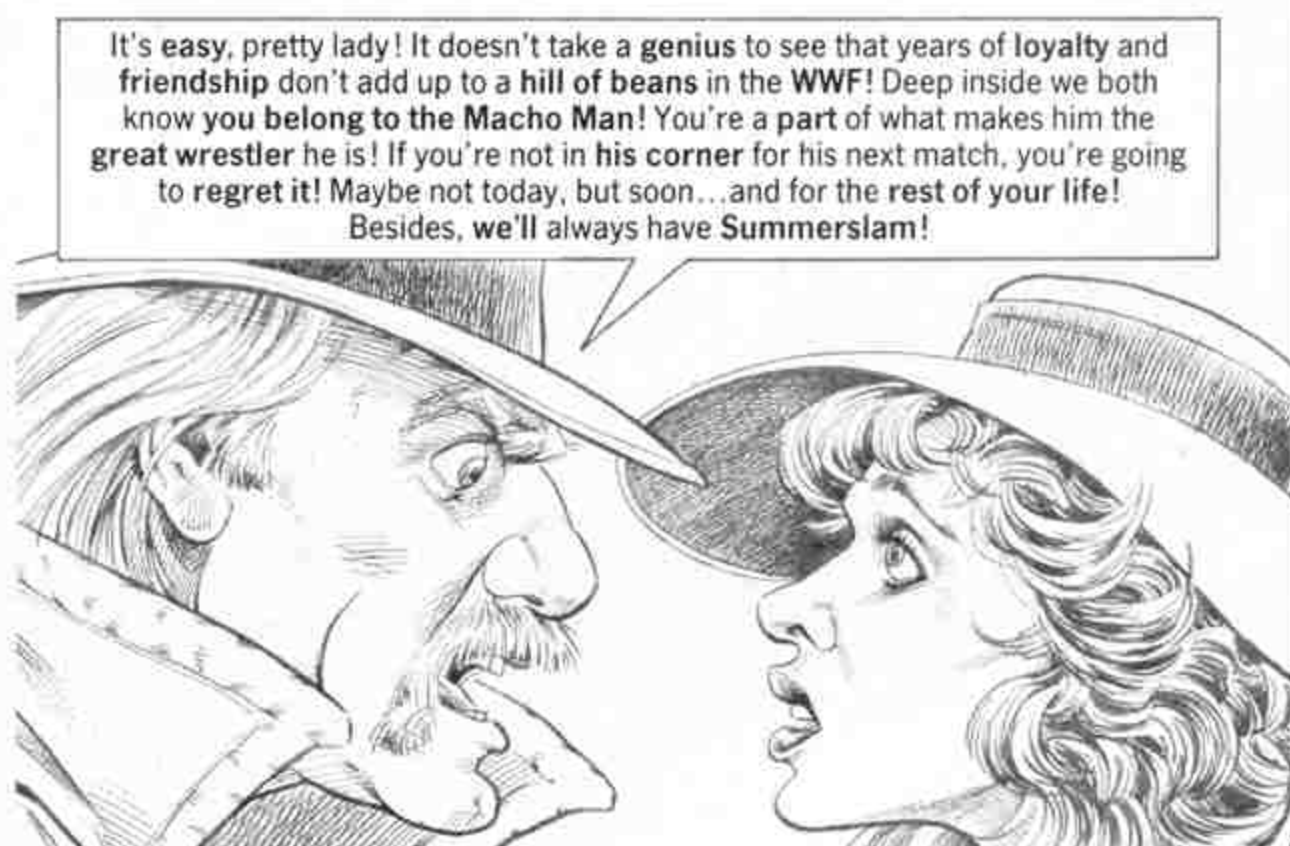
BIG

STARRING
GEORGE "THE ANIMAL" STEELE

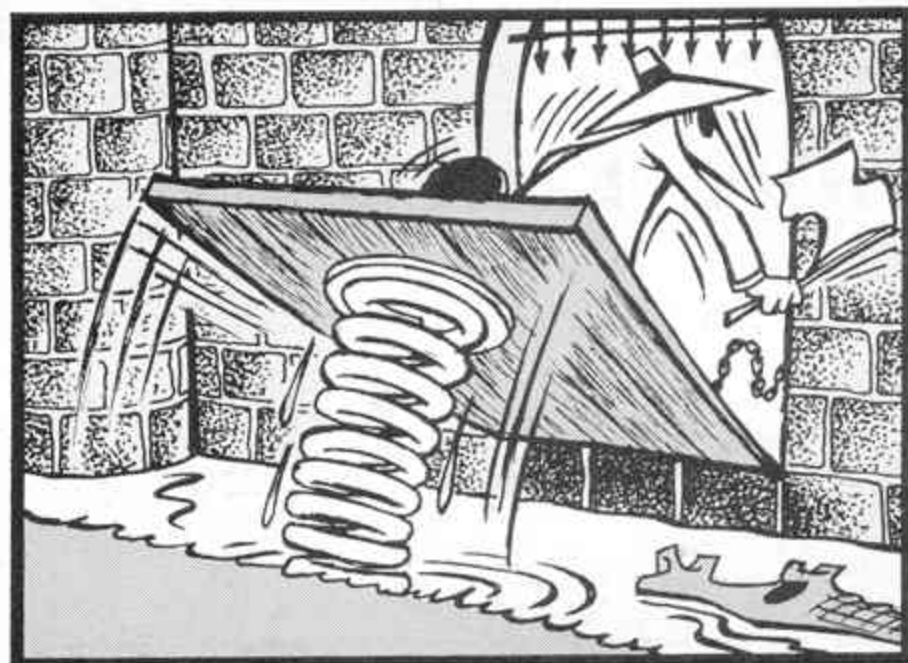
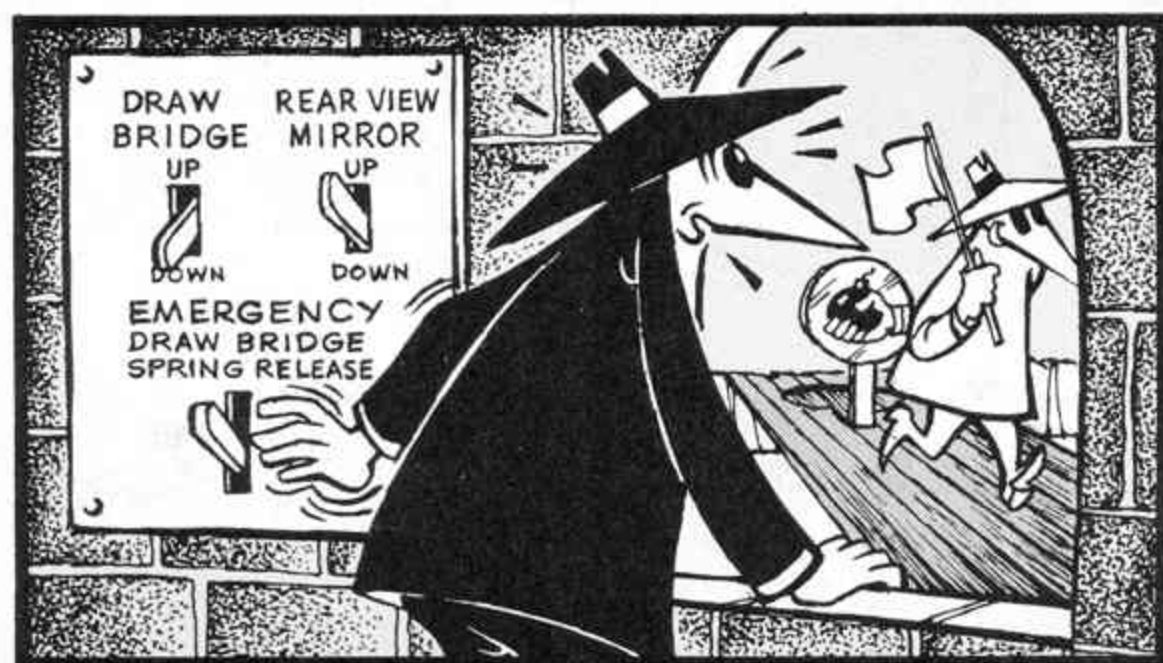
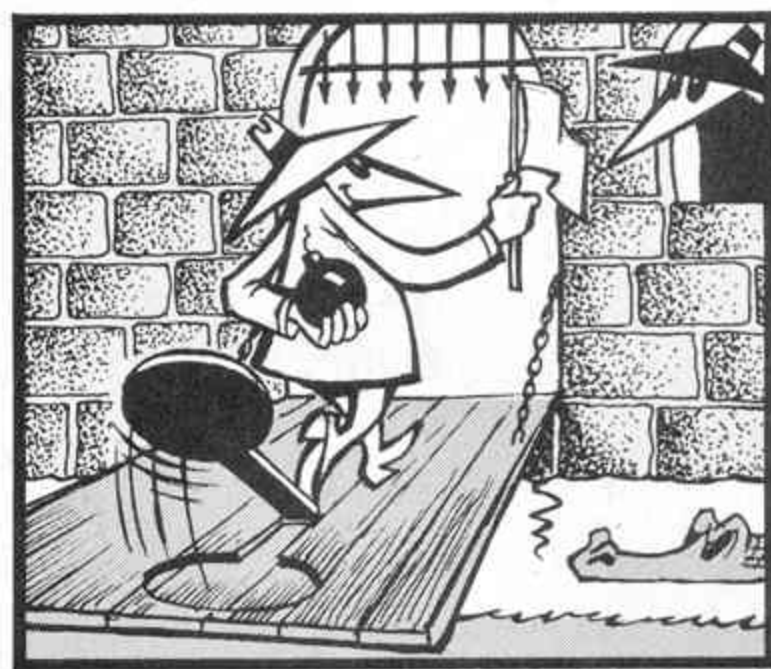


CASABLANCA

STARRING HULK HOGAN, RANDY "MACHO MAN" SAVAGE, MISS ELIZABETH AND MR. FUJI



SPY vs SPY

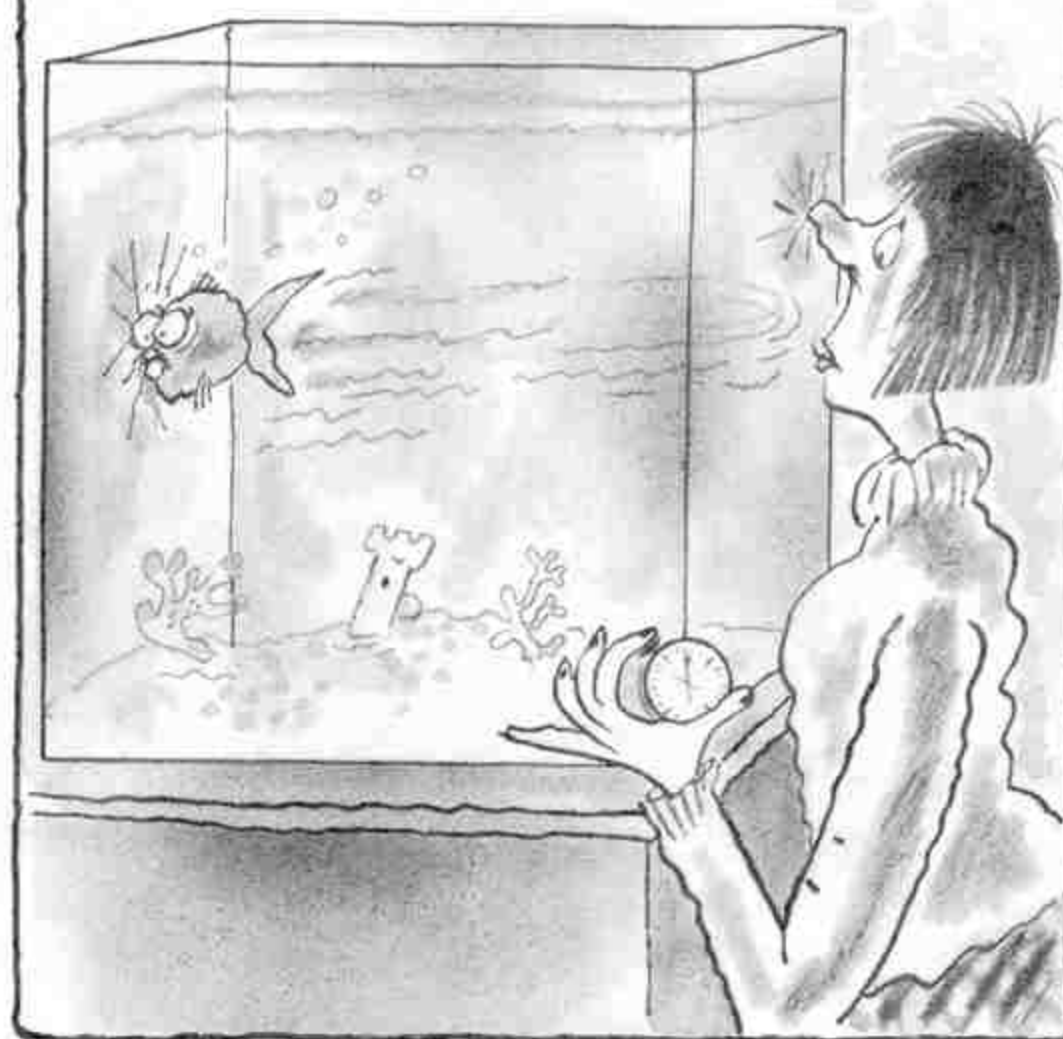


TRAINING A CLAM TO DO "STUPID PET TRICKS"

ROLL OVER!
JUMP!
FETCH!



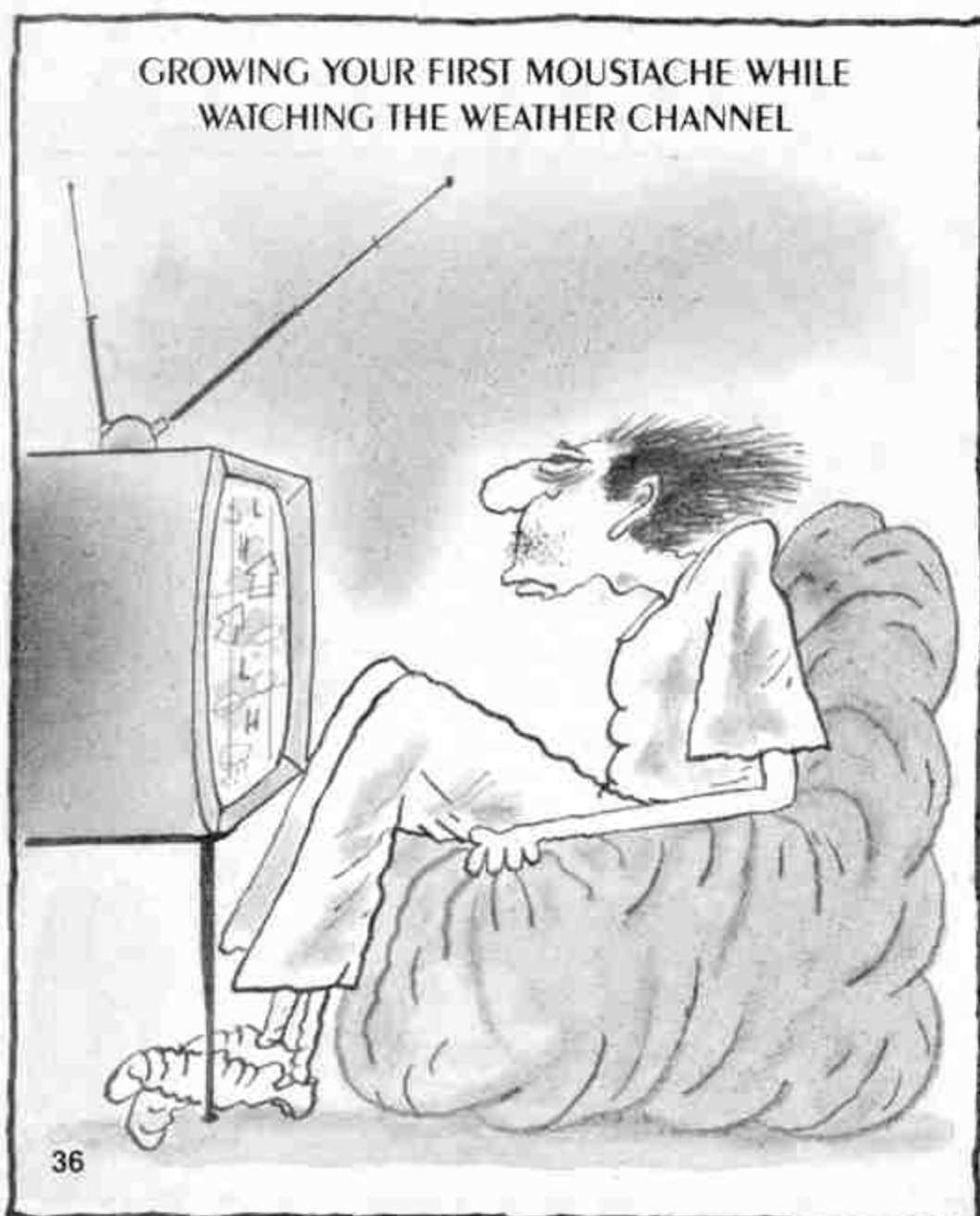
TIMING EXERCISE SWIMMING
LAPS FOR YOUR FAT GOLDFISH



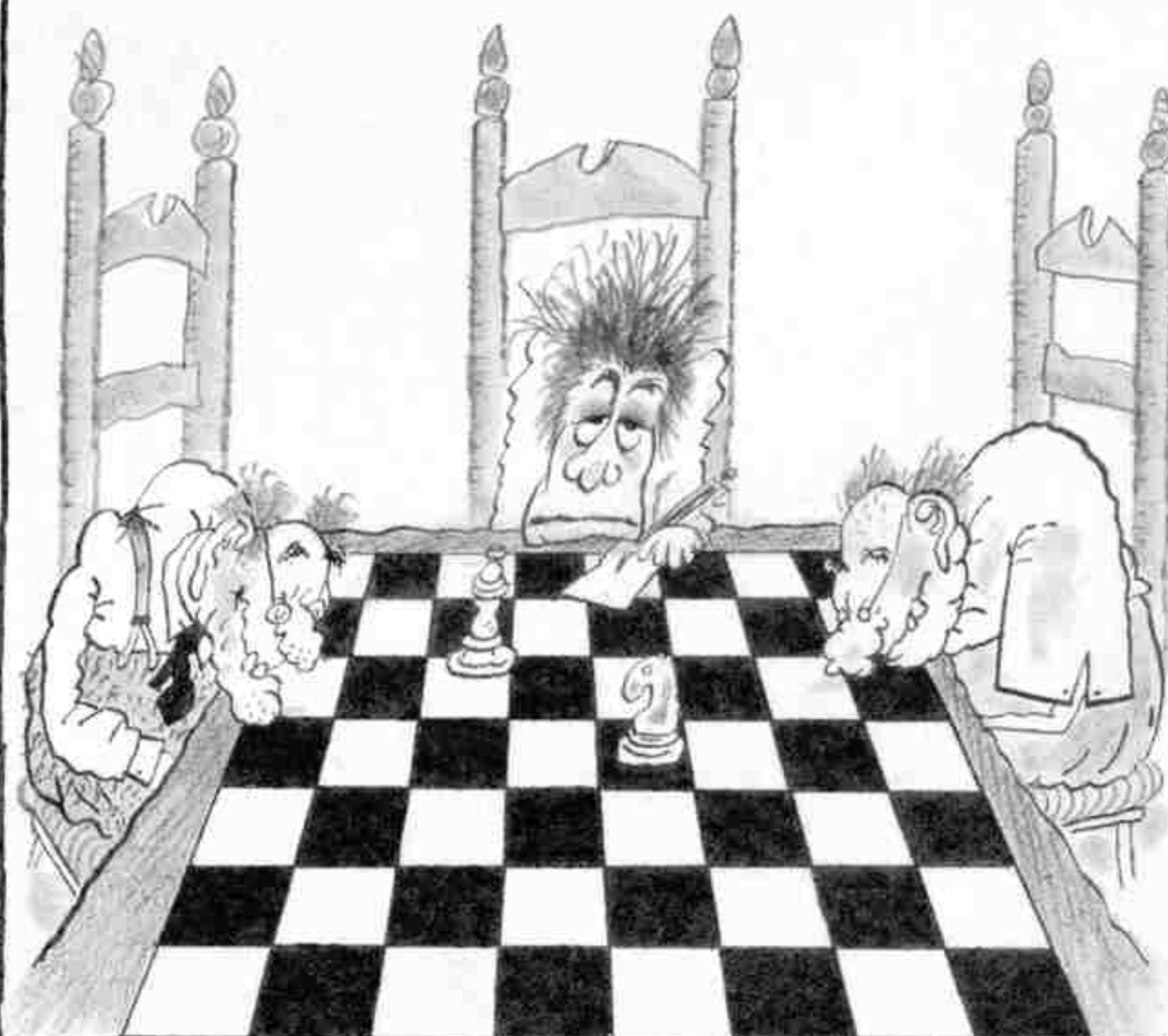
A BOUQUET OF YAWNING GLORIES DEPT.

Some CLASSIC EXAMPLES of

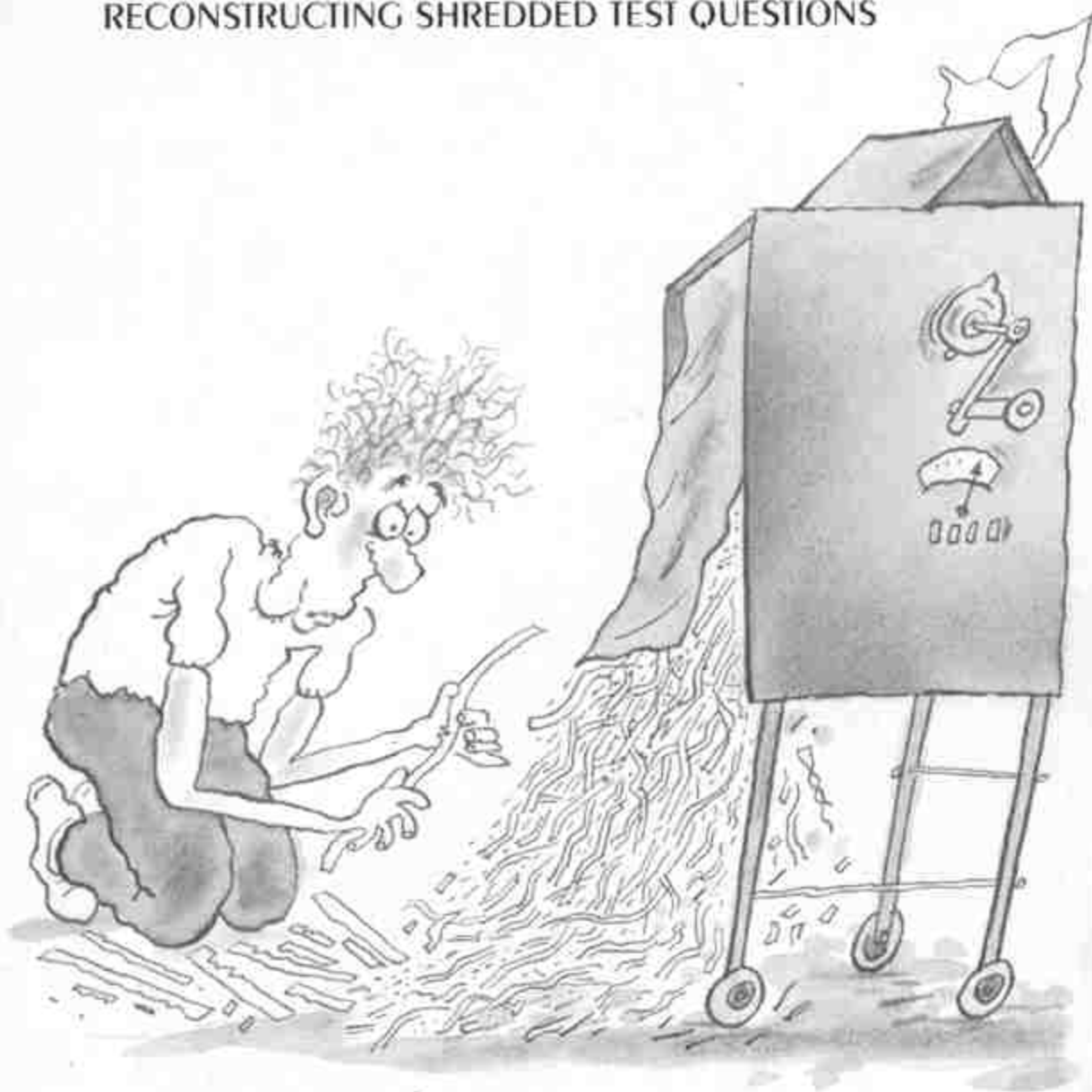
GROWING YOUR FIRST MOUSTACHE WHILE
WATCHING THE WEATHER CHANNEL



SCORE-KEEPING A SENIOR CITIZEN CHESS TOURNAMENT



RECONSTRUCTING SHREDDED TEST QUESTIONS



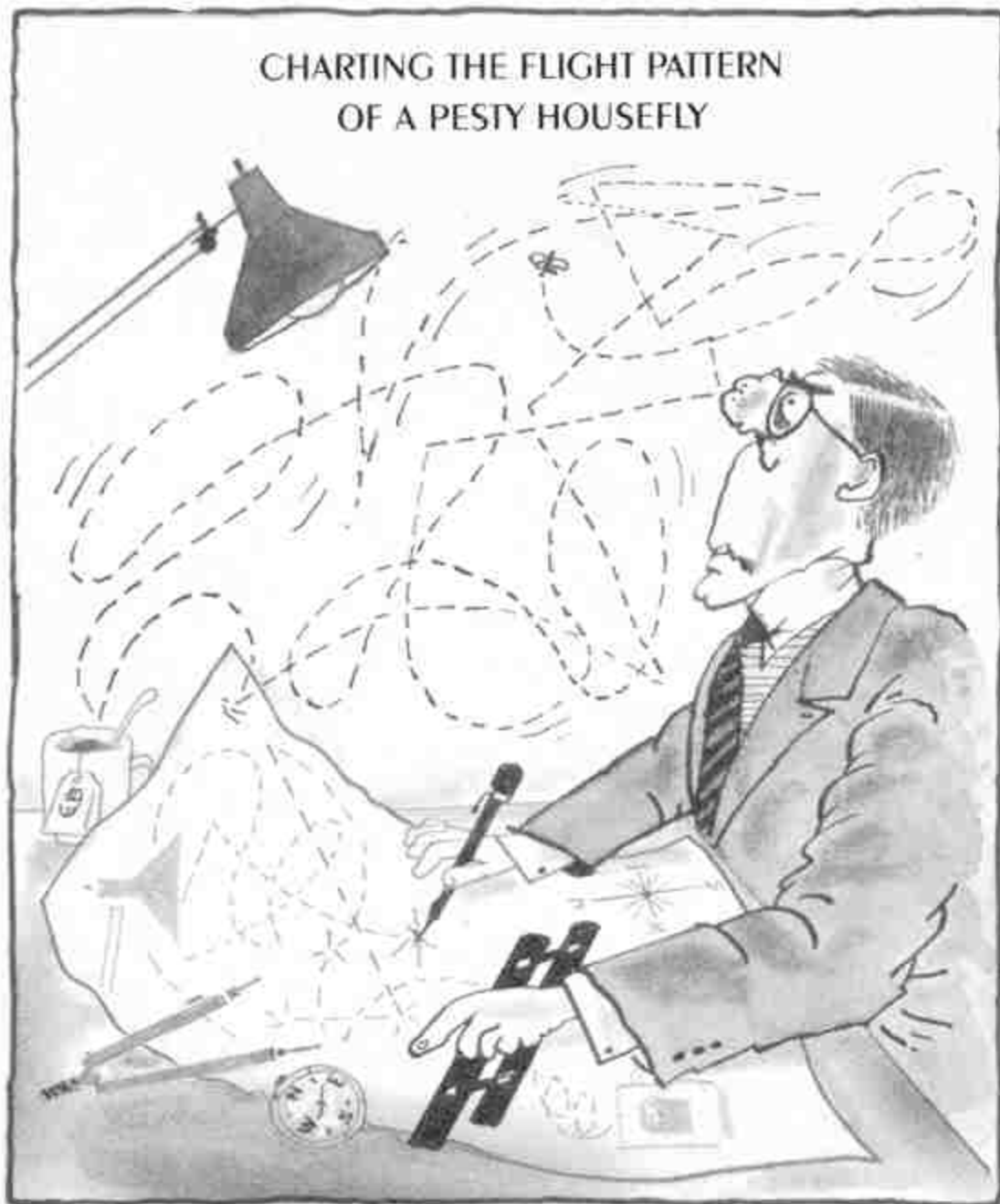
ANSWERING ALL YOUR JUNK MAIL
IN CALLIGRAPHIC SHORTHAND



WORLD CLASS BOREDOM

ARTIST AND WRITER: PAUL PETER PORGES

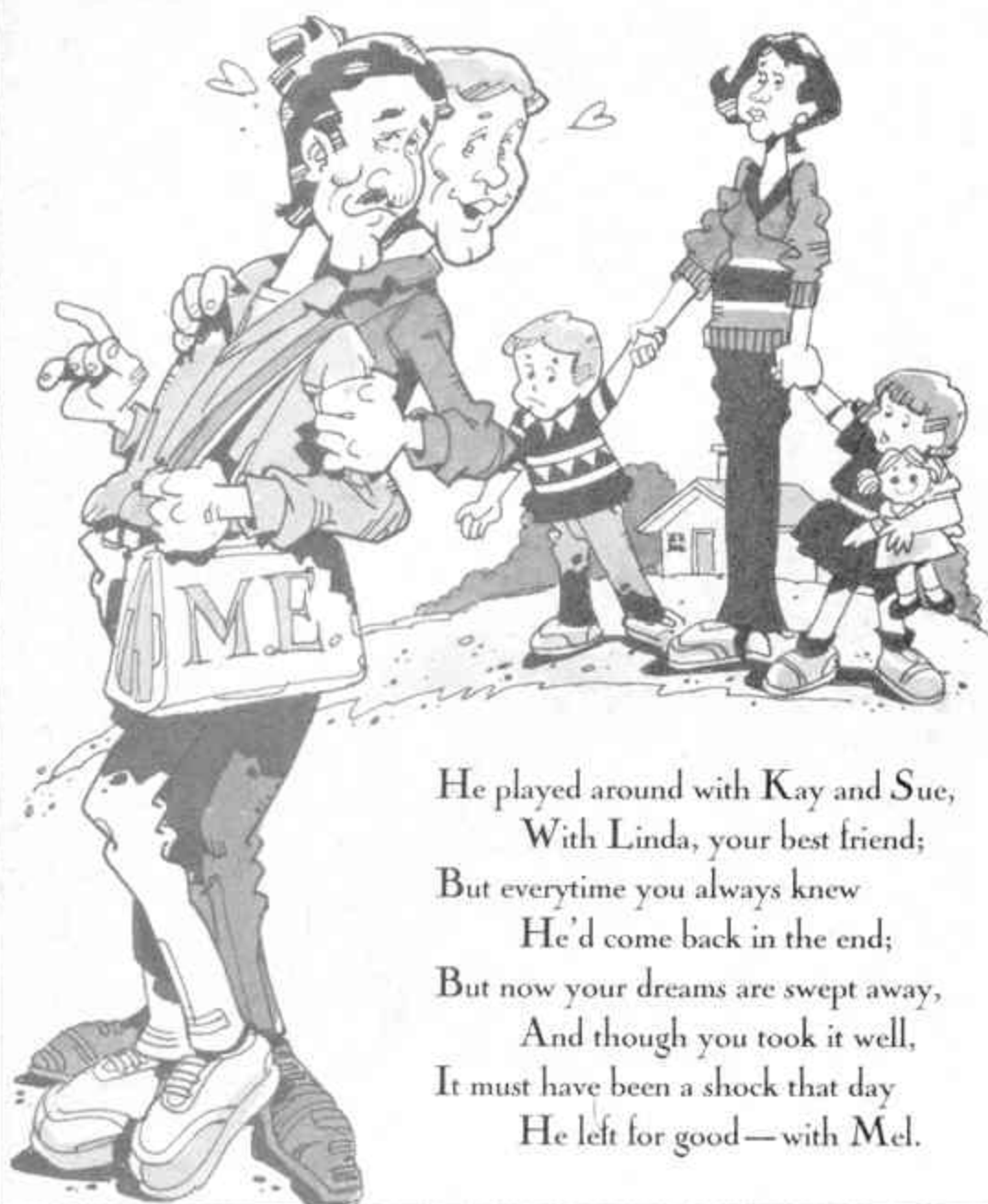
CHARTING THE FLIGHT PATTERN
OF A PESTY HOUSEFLY



TEACHING YOUR PARAKEET IRREGULAR FRENCH VERBS



To a Deserted Wife



He played around with Kay and Sue,
With Linda, your best friend;
But everytime you always knew
He'd come back in the end;
But now your dreams are swept away,
And though you took it well,
It must have been a shock that day
He left for good—with Mel.

FRANK ON A ROLL DEPT.

The biggest problem in buying greeting cards
is finding one that salutes an extraordinary

GREETING For Very, Special C



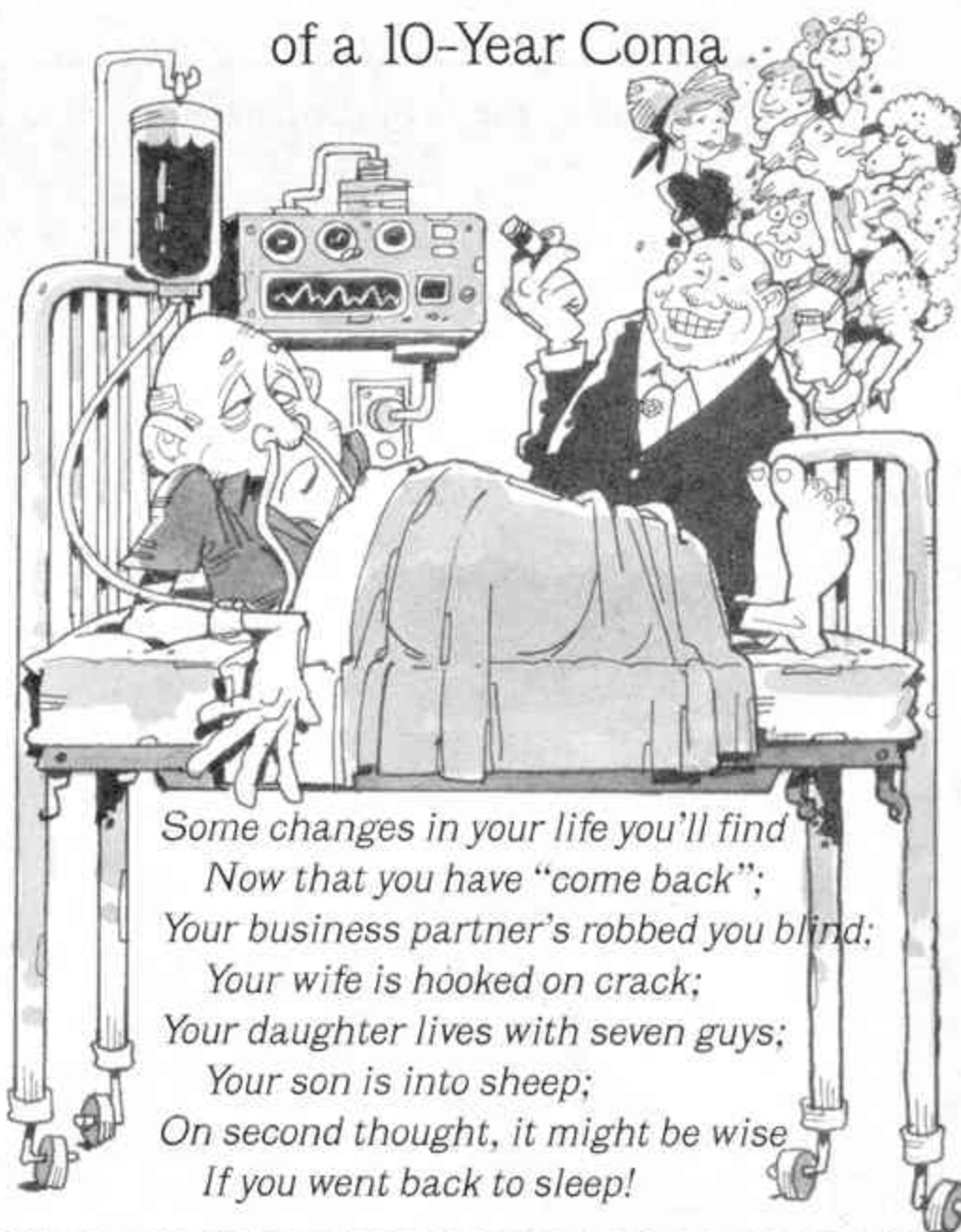
ARTIST: BOB JONES

To a Man Who's Been Institutionalized

Last week you were King George the Fourth,
Today you're Aaron Burr;
Tomorrow you'll be Ollie North
Columbus or Ben-Hur;
Your sanity, the doctors say,
There's no hope of restoring;
You're nuts, of course, but what the hey—
At least your life's not boring!



To a Man Who's Just Come Out of a 10-Year Coma



Some changes in your life you'll find
Now that you have "come back";
Your business partner's robbed you blind;
Your wife is hooked on crack;
Your daughter lives with seven guys;
Your son is into sheep;
On second thought, it might be wise
If you went back to sleep!



occasion. Such cards simply don't exist. At least till now. Which is our way of introducing

G CARDS or Very Occasions

IDEA: JEFFREY L. COHEN

WRITER: FRANK JACOBS

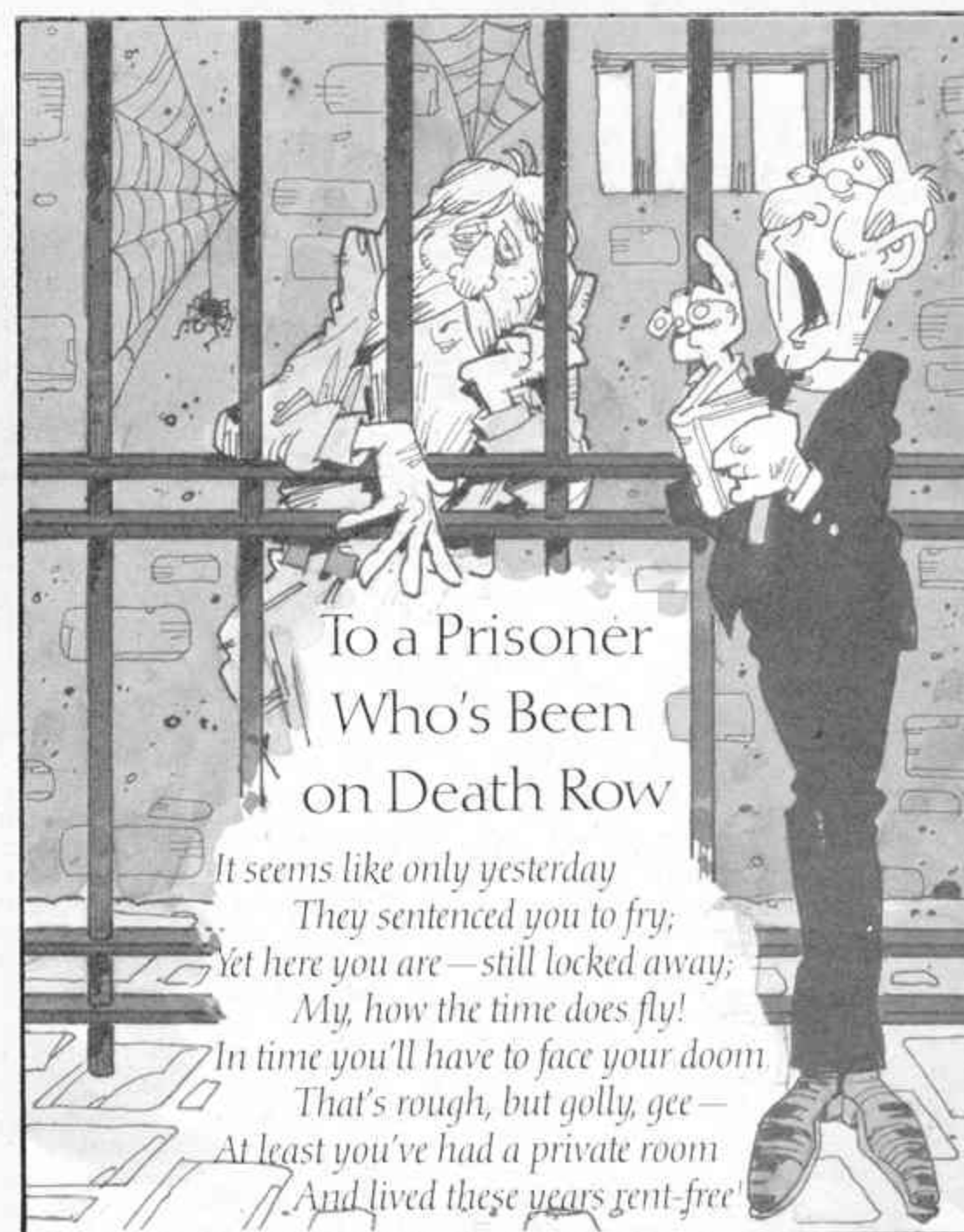


To
a Man
Who's Been
Run Over
by a
Steamroller

We never thought you would survive,
You surely must be blessed;
Not only are you still alive,
Your shirt and pants got pressed;
Your body, well, it's changed somehow—
Just where, we can't decide;
We only know you're thinner now—
At least seen from the side.

To Someone Blackballed By an Exclusive Club

The hope that once so brightly burned
Is now a dying ember;
Because, to your despair, you've learned
You'll never be a member;
'Twas not your sex or faith or race
Or politics that banned you;
It just so happens in your case
That no one there can stand you.



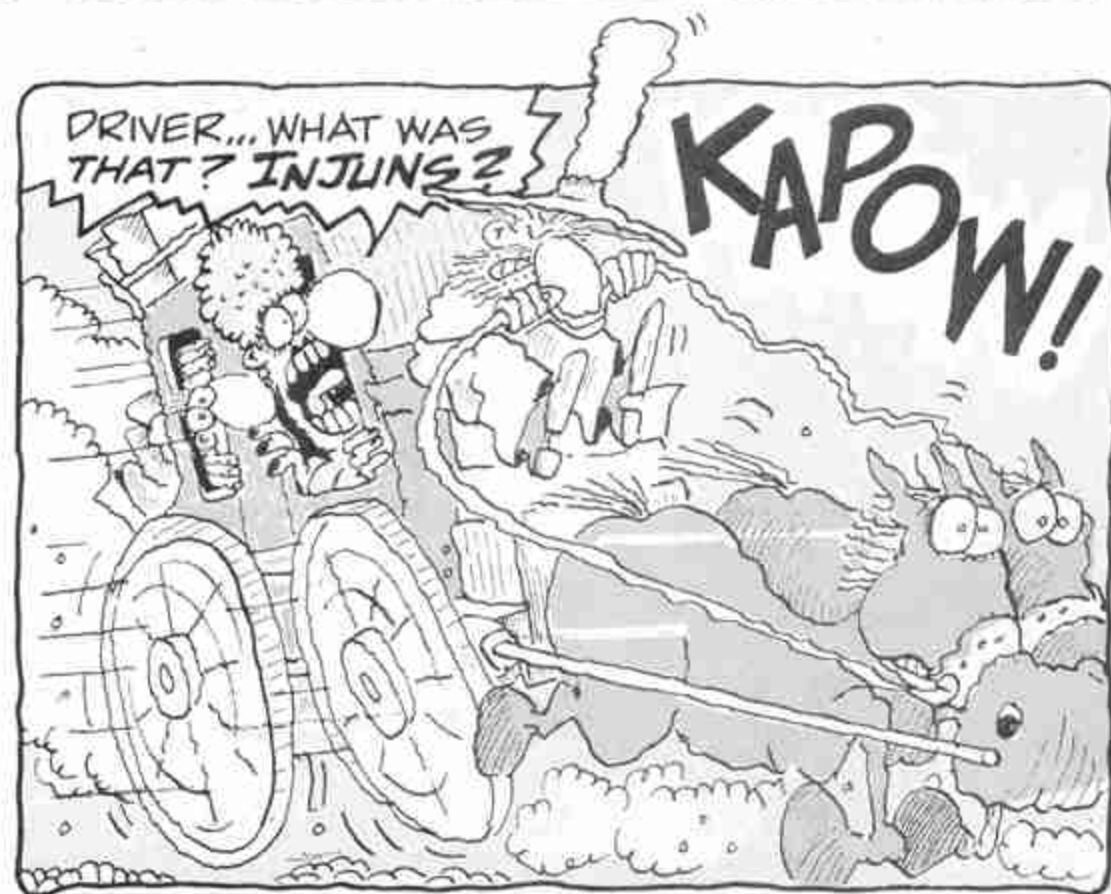
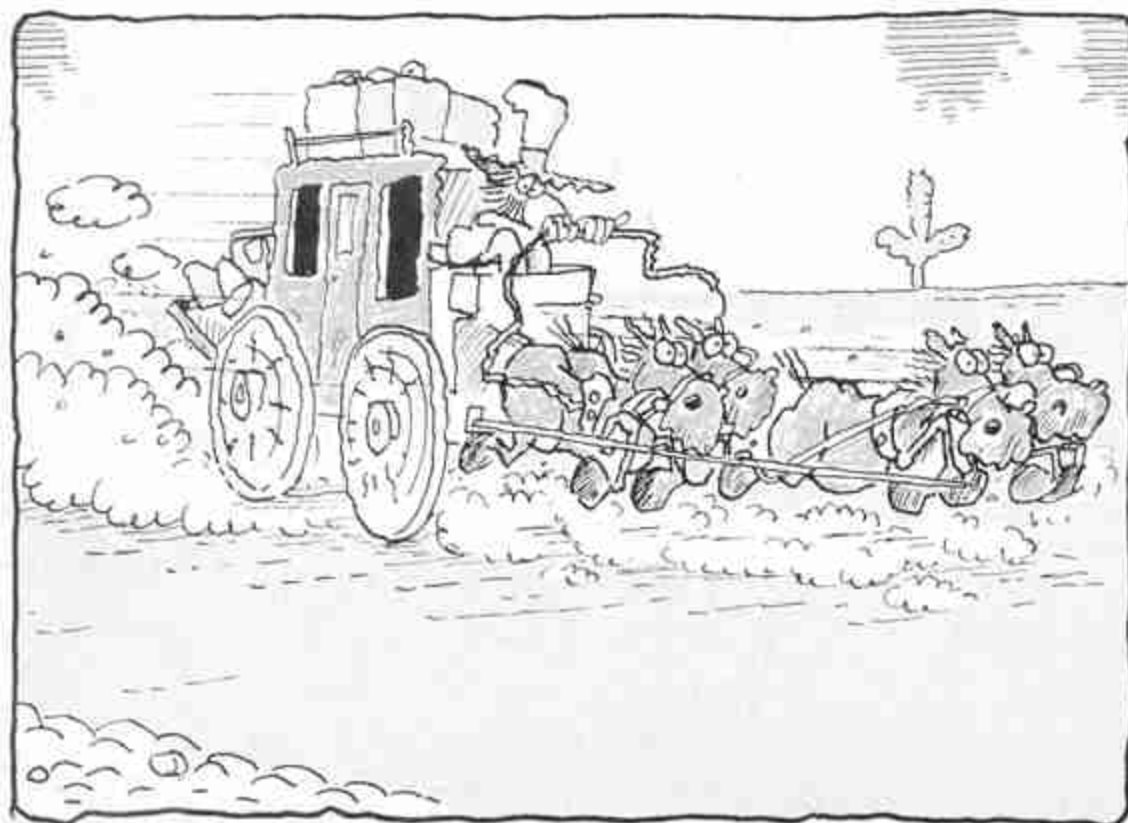
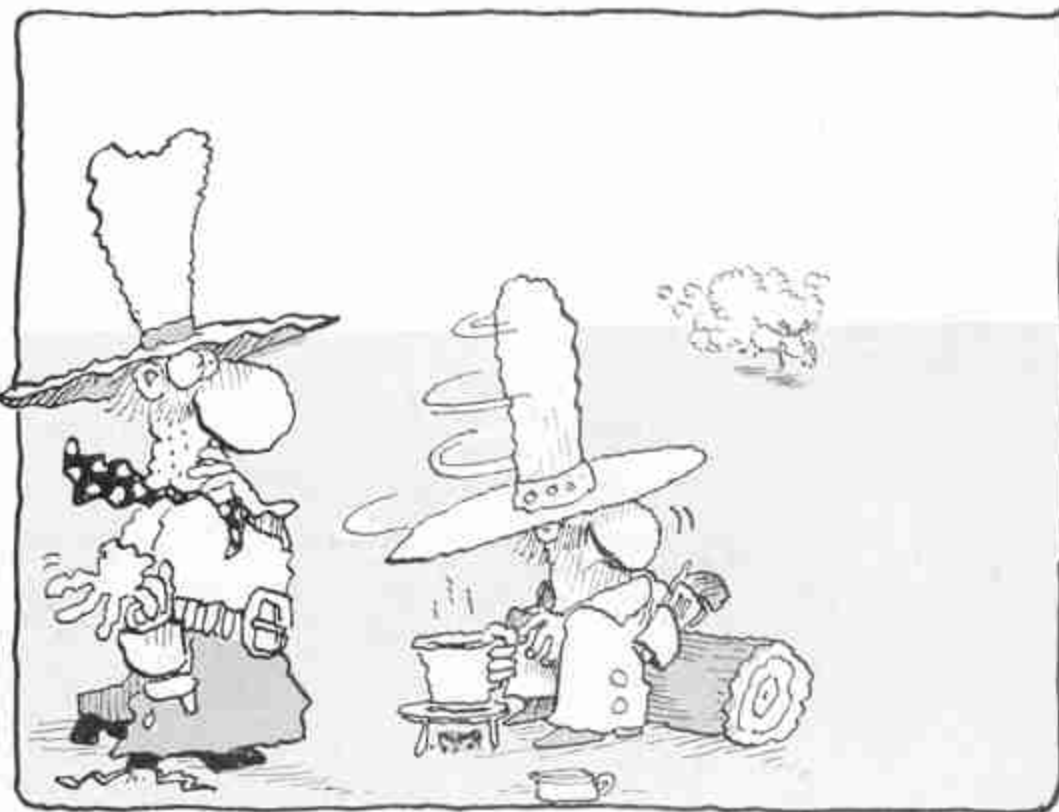
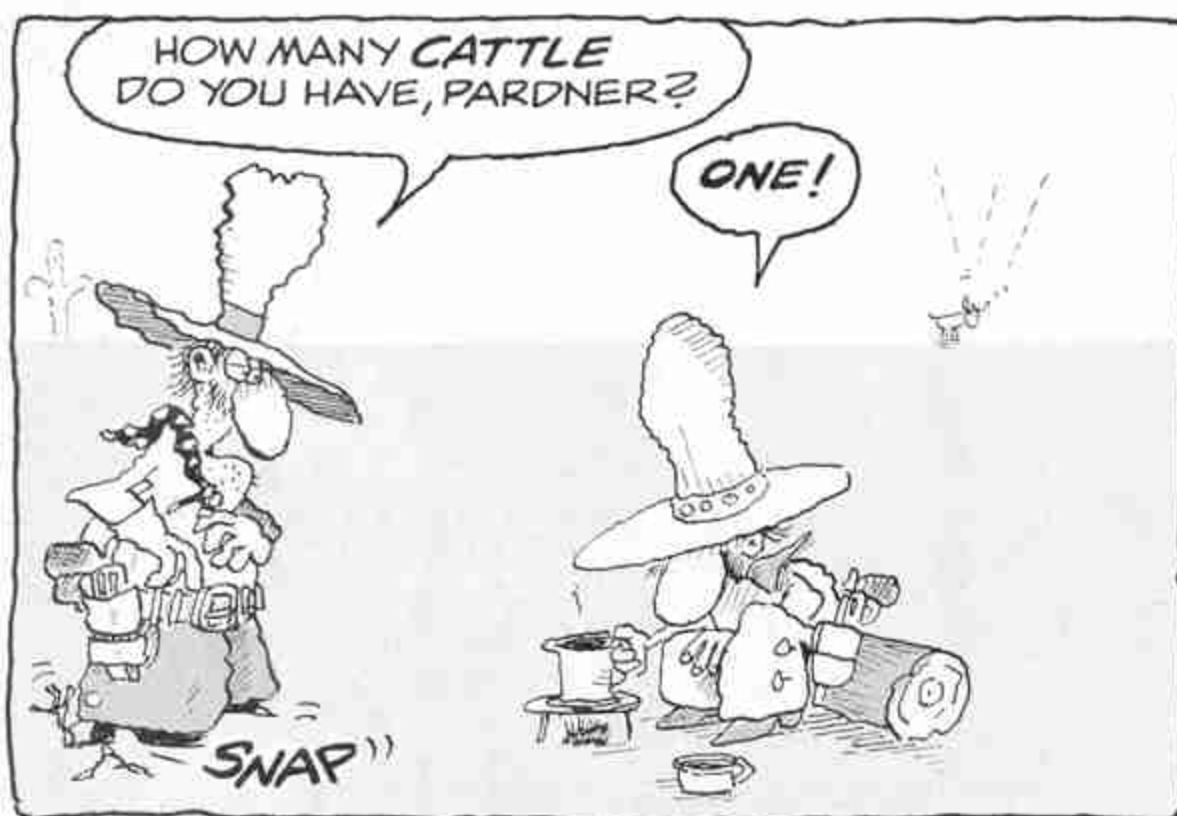
To a Prisoner
Who's Been
on Death Row

It seems like only yesterday
They sentenced you to fry;
Yet here you are—still locked away;
My, how the time does fly!
In time you'll have to face your doom.
That's rough, but golly, gee—
At least you've had a private room
And lived these years rent-free!



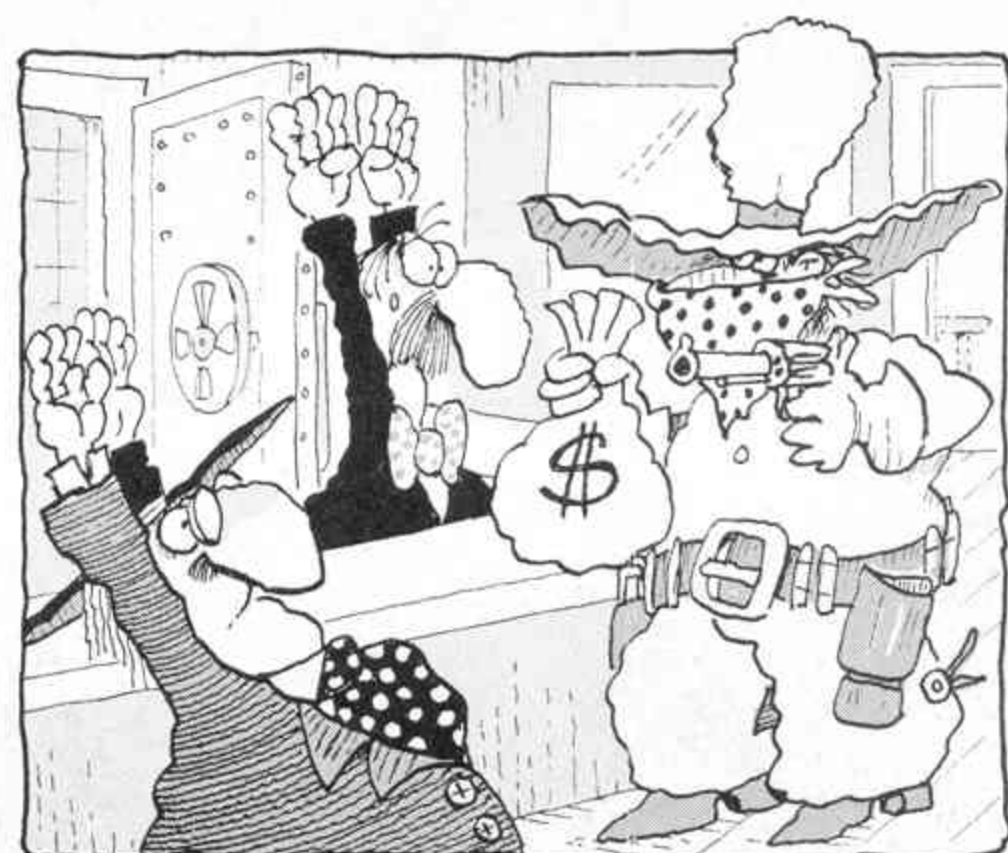
HOME ON THE STRANGE DEPT.

DUCK EDWING MOSEYS



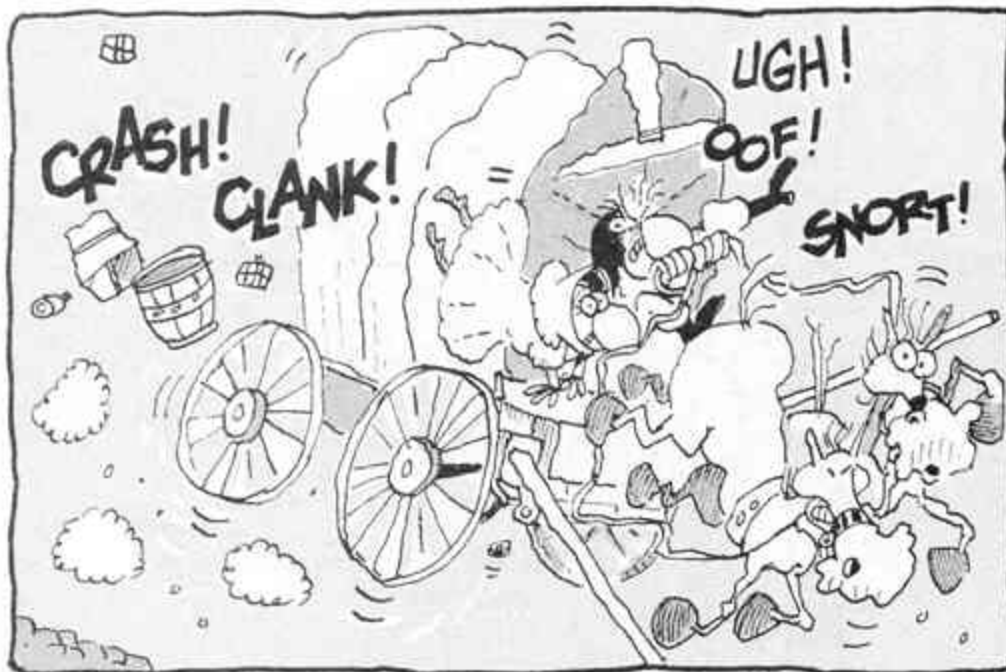
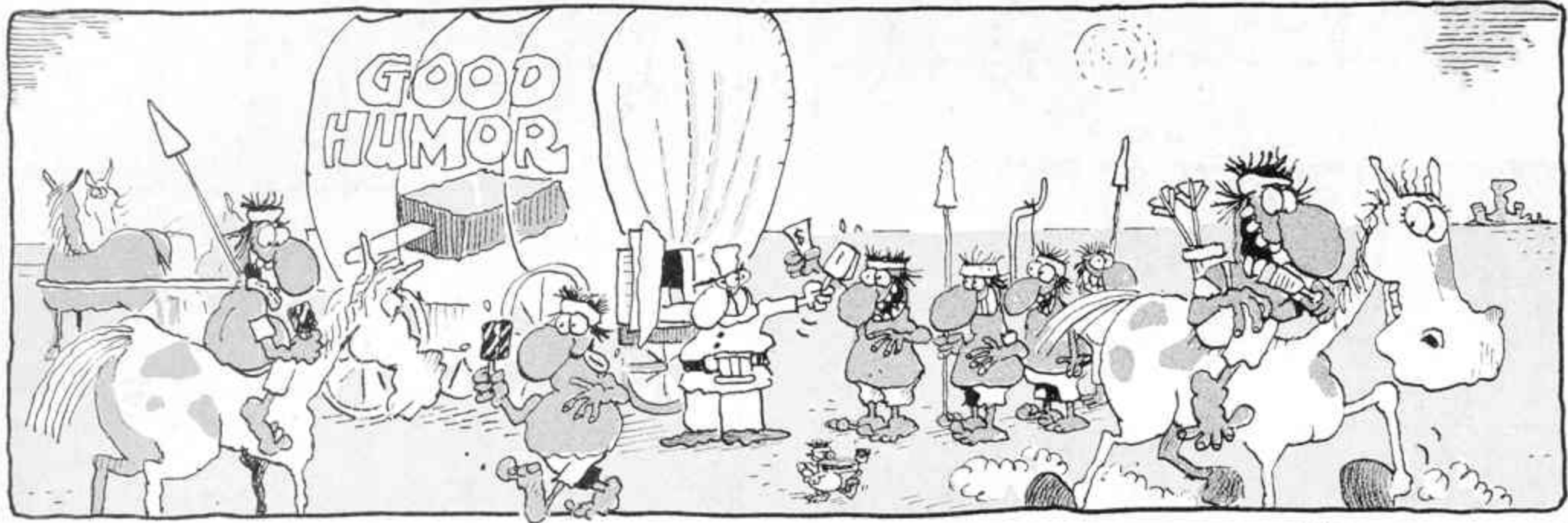
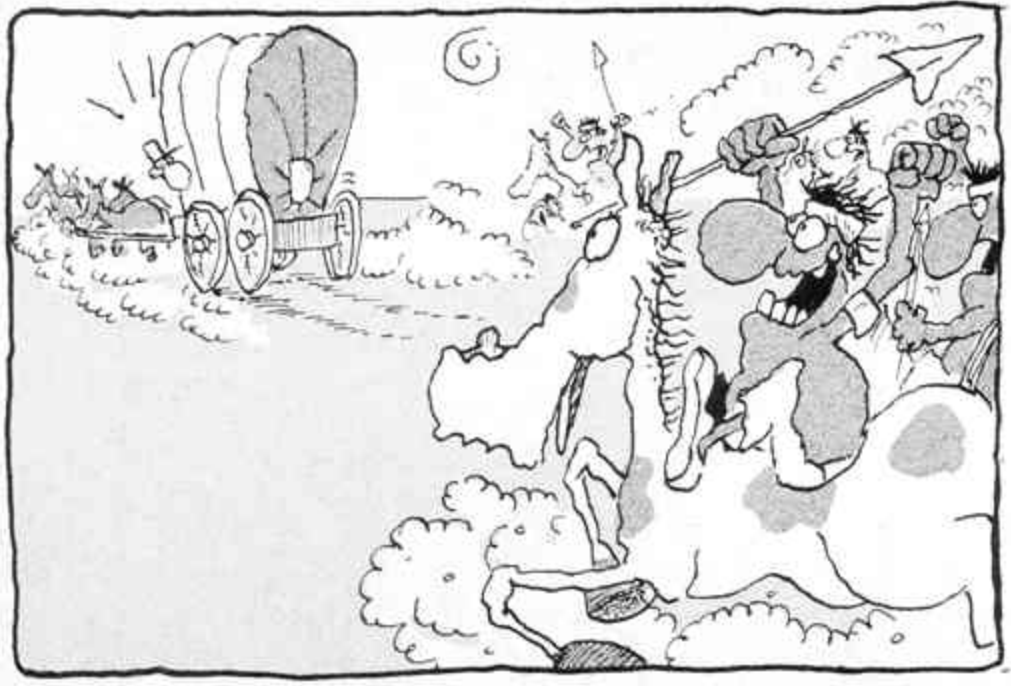


OUT WEST



ARTIST AND WRITER: DUCK EDWING





I'M GETTIN' A LITTLE
WORRIED, MAW! I DON'T
THINK THIS **WAGON** CAN
TAKE ANOTHER **SPEED**
BUMP!

DUCK

SWIZZLE-SCHTICK DEPT.

Imagine a movie where everyone drinks like a fish, but no one ever suffers a hangover, has liver disease or a fistful of D.W.I. offenses. Imagine a movie where the only way to succeed in business is to get tossed out of business school. Imagine a movie where you can treat women as pieces of meat, skate through life on your good looks and still wind up living happily ever after. Sound like a load of Hollywood bull? That's what we thought, too. Which is why we're calling this recent movie hit a...

Knock Tale

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO



You're pretty new at bartending, aren't you, Lying?

How can you tell, Slug?

No one's ever asked me how to make a white wine before! Let me tell you my **Four Rules of Bartending**. Rule One: Forget brains! I was able to nail down this great job because I have no brains! Rule Two: Forget morals and forget ethics! There's more to rule two but I forget what! Rule Three: Serve the customers the cheap booze and drink the good stuff yourself! People say booze rots the mind, but they're wrong! Rule Seven...

You said there were Four! You just went from Three to Seven!

It's three to seven already? Time sure flies! I'll tell you the most important rule later! Right now I have to go and hustle customers to drink!



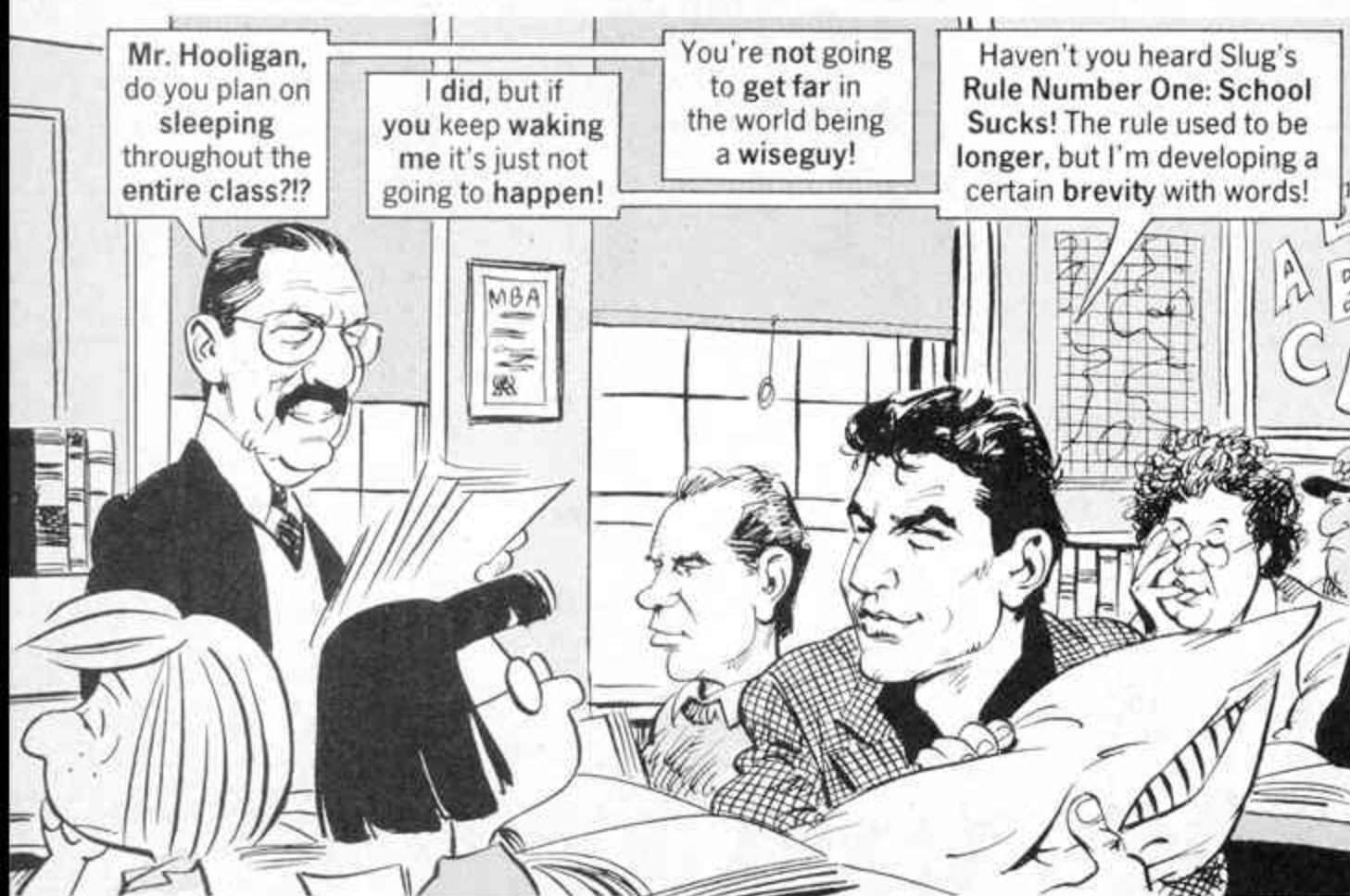
You're very young to be in a bar! Didn't they ask for some I.D.?

Of course! They asked for two pieces of I.D.! So I showed them my Girl Scout Membership card and my Junior High gym pass!

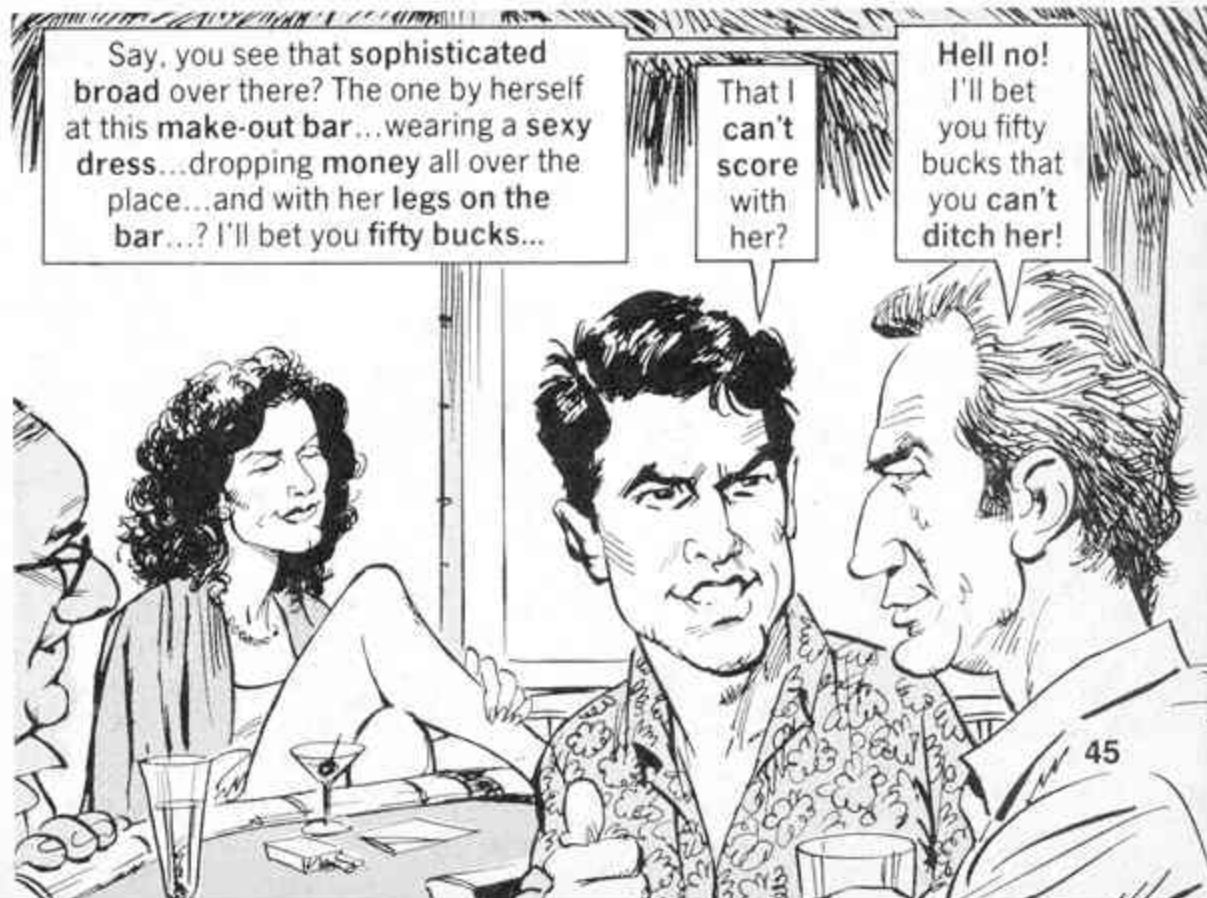
Do...hic...you see think...hic...I've had too much to drink...hic?

Not for this bar! You still have your underwear on! How about a refill?

I'm Lying's uncle and I run a bar, too! Slug forgot an important rule of successful bartenders: Never give away free booze! Of course, accepting free booze is another matter! Waitress, have Lying pour me another complimentary cocktail!



Somewhere in Jamaica...



Here's your fifty bucks!
At the bar I just asked
her what she wanted and
she's been all over
me ever since!

Keep the fifty bucks.
I just glanced in
her direction, and
she won't leave me
alone either!

I left Jamaica and came back to New
York with you because you said you
could help get me a start in business!
But it's been six months now and I
feel like I'm being kept! You pay for
all my clothes, you pay for all my food,
you pay all the rent! You pay everything!

No I don't!
Didn't I
let you pay
for those
business
cards?

Yeah, but you
were the one
who made sure
they were
embossed with
the title
"gigolo"!

You're
obviously anti-
intellectual,
but not anti-
booze!

I don't know
what you mean
by that, but
give me another
drink!

I'm terribly sorry
Lying knocked
your beautiful
sculpture on the
floor! Are you
going to fix it?

Hell no, I'm doubling
the price! This
customer said he's
spent years looking for a
sculpture that represents
such "Human Angst"!

How do you
like that?
We were
here
before
him and HE
gets his
food first!

Moody, I know I wasn't decent
in Jamaica. I made love to
lots of other women, but our
relationship was "special."
I mean, we didn't make love
until the second night. It's
those old-fashioned
values that set us apart!

You're
not
an
honest
person!

And what about
you? Why didn't
you tell me
you were rich?

Because if I did
I wouldn't have
known if you loved
me or my money!

Hey, I've
got depth!
I could
love you
both!

I won't
leave you
again, I
promise!

Maybe this will
change your mind.
I'm pregnant!

Is
it
mine?

It has to be!
My blood test
came back
100 proof!



Slug spoke of you with great respect.

Really? What did he say?

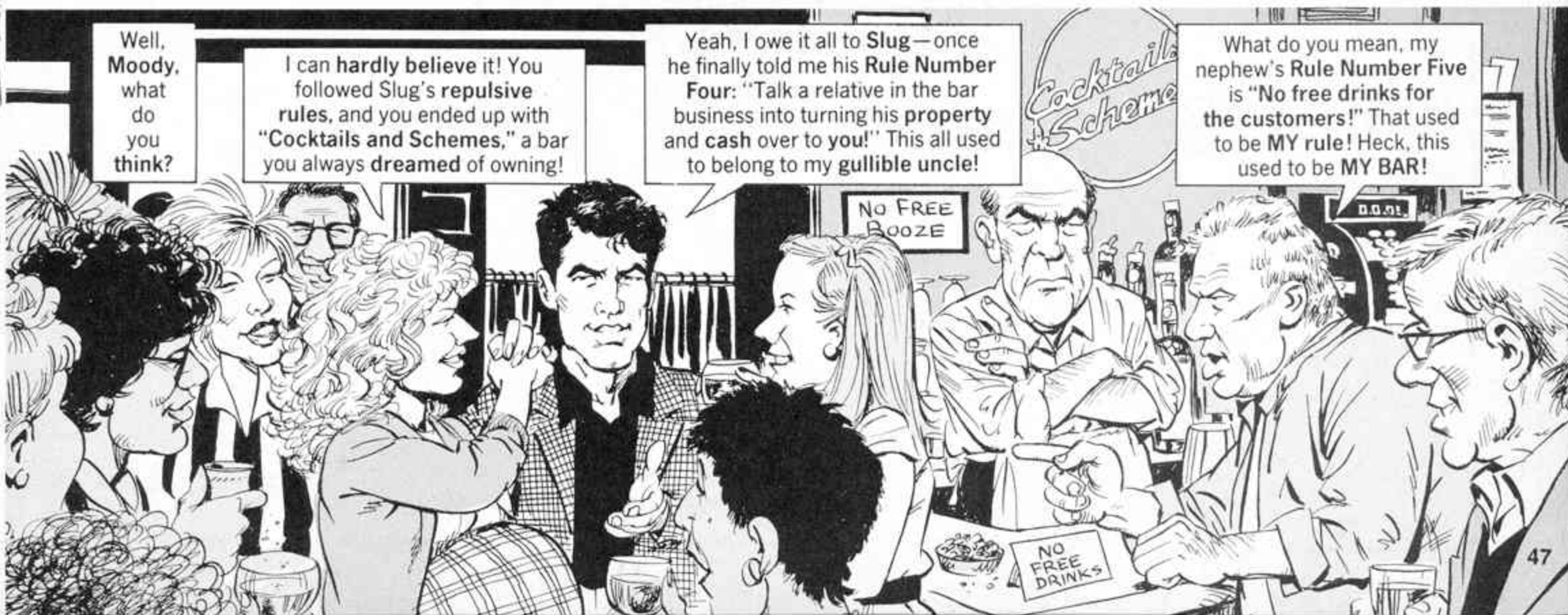
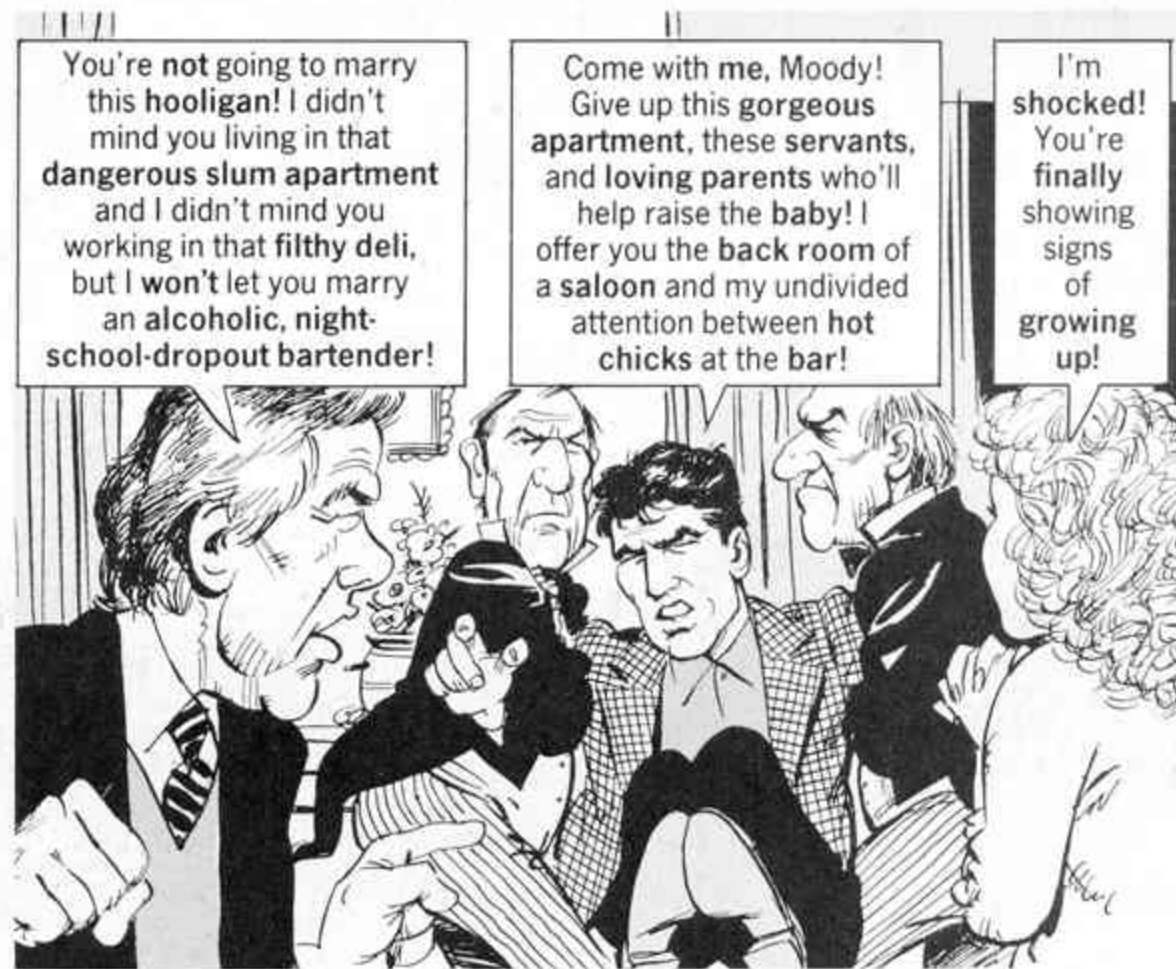
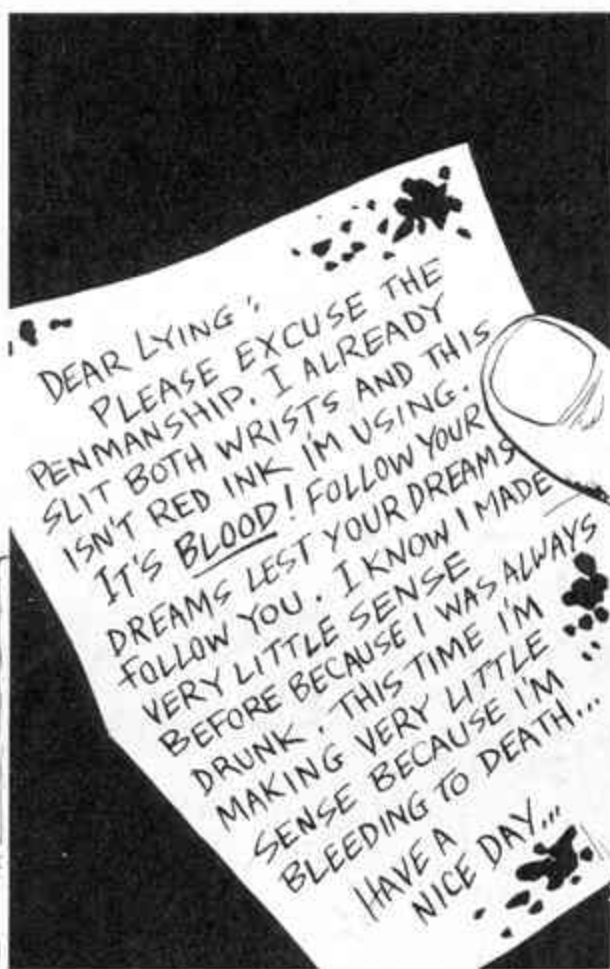
He said you were dynamite in the sack!



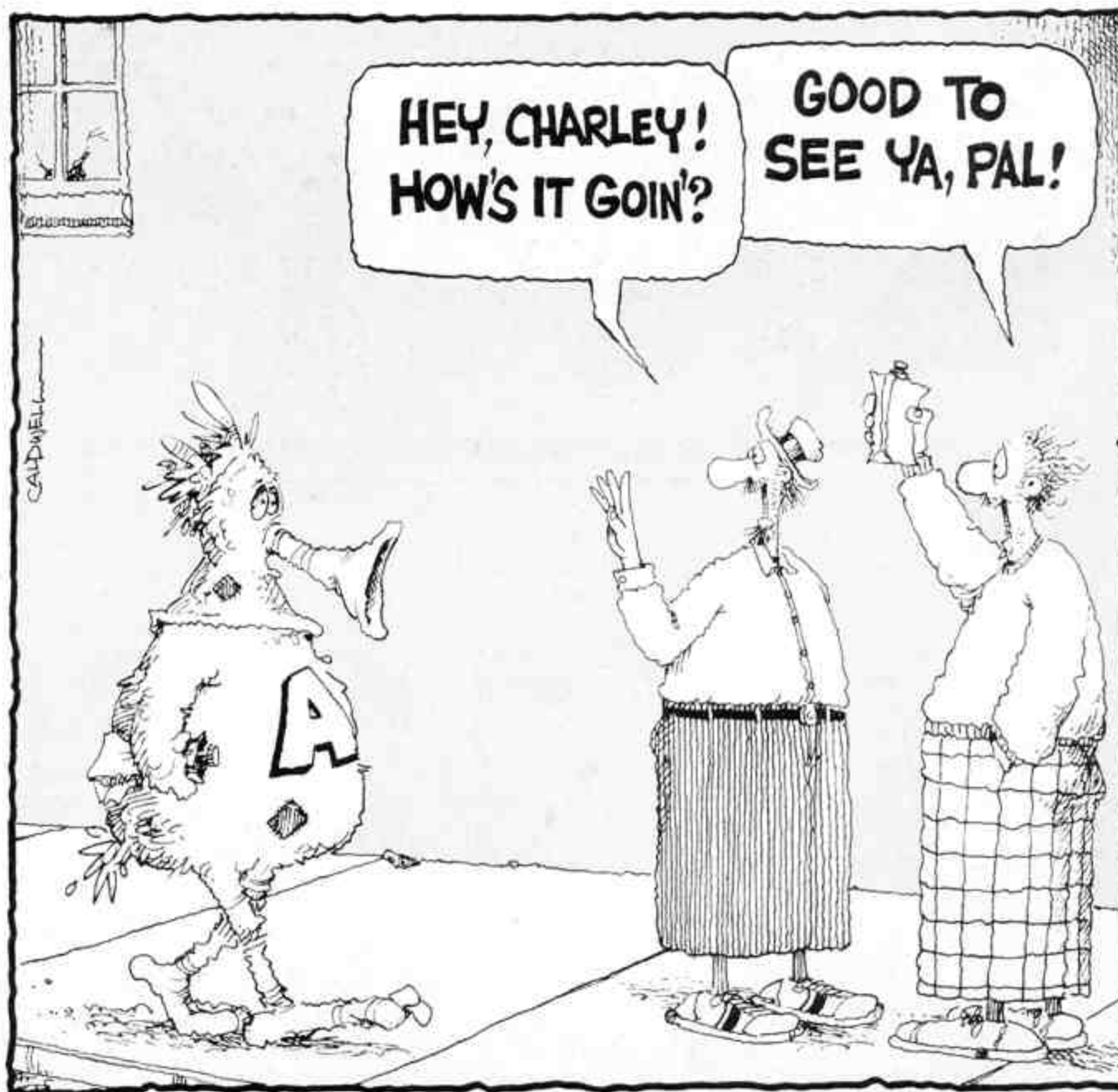
Not so soon! I plan to mourn for several hours! Call me right after the funeral!



It's no ordinary letter! It's a talking letter! As you read it, you actually hear Slug's voice! A movie cliché that hasn't been used in years and years!



DRAMA ON PAGE 48



**WHAT'S
THE WORST
POISON
SPEWING
OUT OF
DOWNEY JR.'S
BIG MOUTH?**

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

TO FIND OUT WHAT MOST ODIOS THING SPEWS
OUT OF MORTON DOWNEY JR.'S MOTOR MOUTH,
SIMPLY FOLD PAGE IN AS SHOWN AT RIGHT.



FOLD PAGE OVER LIKE THIS

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD SO "A" MEETS "B"



TO JUDGE BY HIS RATINGS, DOWNEY IS A HUGE SUCCESS. BUT MILLIONS OF CITIZENS SEE ONLY A LOUDMOUTHED SHOWMAN WHO LOVES TO STIR UP GARBAGE AND EXHIBIT BAD TASTE. EVERY PROGRAM BRINGS OUT TOILET HUMOR, SEXISM, RACISM, ETC. MANY SENSITIVE VIEWERS WHO HATE SMUT SAY THEY'LL BOYCOTT SPONSORS AND HOPE THE SHOW GOES BROKE.

A▶

◀B

**OUR PLEDGE
TO YOU:**

If your parents don't buy you what
you want, start kicking and
screaming at the top of your lungs.
Then they'll buy you anything. We
promise!



**Iggy
The
Iguana**

TOYS "R" U

THE WORLD'S GREEDIEST TOY STORE

Sizzling Hot Toy Savings!

OUR PRICES AREN'T AS HIGH AS USUAL!



Sikko

MR. MEATHEAD

Use your favorite cuts of beef,
pork and lamb to make clever,
funny figures! Ages 1-up.
(Seven AAAAAAA batteries not included)

10⁹⁹



Wiltin' Badley

SICKTIONARY

Using sketches you make with a
pad and pencil, your partner has
to guess the disease you're
infected with before time runs out!
Pads, pencils, surgical masks
and gowns included. Ages 4-5.
(Three C batteries not included)

38⁹⁵

Muttel

BAG LADY BARBIE

Now, like millions of real people,
this new Barbie model is
neglected by the federal
government too! Comes
complete with cardboard box
shelter. Shopping cart, old
newspapers and rags sold
separately. And don't forget Bag
Lady Barbie's companion, Wino
Ken! Ages 2-up.

(Two DD batteries not included)

12⁹⁹



Hasbroke

MAJOR LEAGUE BASEBALL CORKED BAT AND SCUFFED BALL SET

Cheat at baseball just like your
favorite pros do! Ages 5-up.
(Two E batteries not included)

37⁹⁸

Includes Mike Scott baseball



WE ACCEPT:



FOR MORE TOY BARGAINS TURN TO PAGE 24!