

INDIANA JONES • NO HOLDS BARRED • THE WONDER YEARS

No.  
291  
December  
1989

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Cheapo!



INDIANO

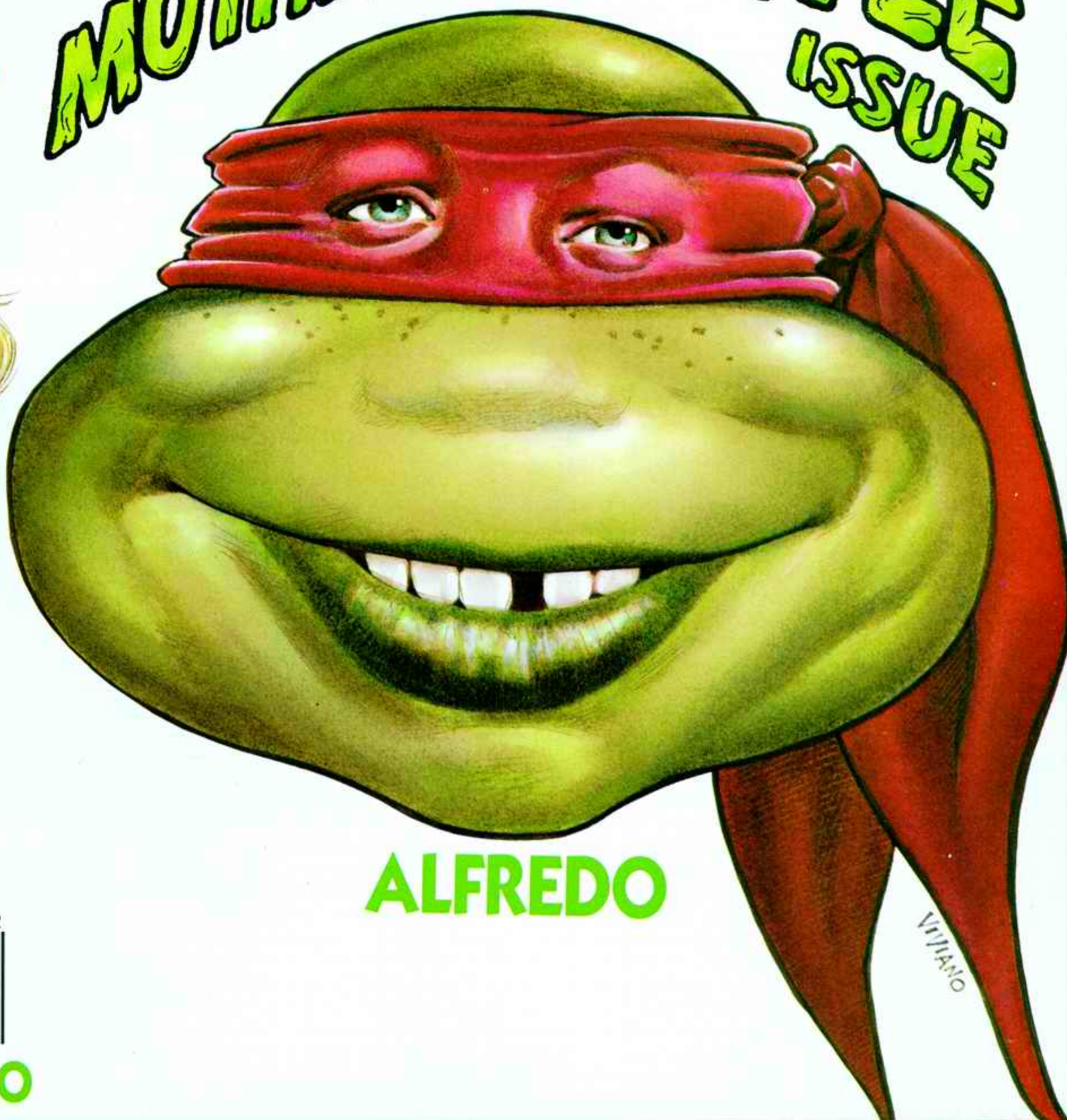
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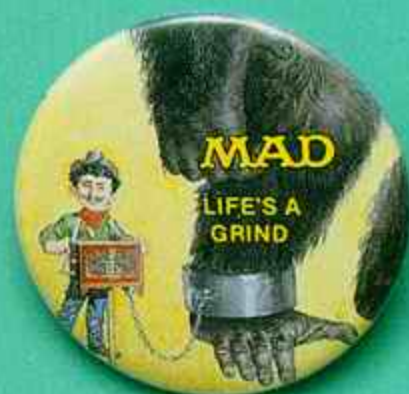
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# MAD

"You know illiteracy is a problem when the only thing most people can read are George Bush's lips!"

—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*

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**AMY GILLET** *summer intern*

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

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

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

## DEPARTMENTS

<b>A VIEW TO AN ILL DEPARTMENT</b>	
Comp-U-Doc Self-Service Medical Terminal .....	10
<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The Lighter Side of .....	40
<b>BIG-NAME BRANDS DEPARTMENT</b>	
More Items from MAD's Celebrity Supermarket .....	12
<b>DEFLATER MOUTH DEPARTMENT</b>	
MAD's Big Ego Busters .....	34
<b>FOR YOUR PRIZE ONLY DEPARTMENT</b>	
Why You Are Sure to Win the Next Magazine Publisher's Sweepstakes .....	16
<b>FORD-GONE CONCLUSION DEPARTMENT</b>	
"Inbanana Jones and His Last Crude Days" (A MAD Movie Satire) .....	45
<b>FRANK ON A ROLL DEPARTMENT</b>	
"Baseball at the Bat" .....	24
<b>HOGAN'S ZEROES DEPARTMENT</b>	
"No Hoax Barred" (Another MAD Movie Satire) .....	28
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy Vs. Spy Vs. Spy .....	15
<b>LETTERS AND TOMATOES DEPARTMENT</b>	
Random Samplings of Reader Mail .....	2
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn-Out Dramas" by Sergio Aragones .....	**
<b>REACHING NEW HYPES OF ABSURDITY DEPARTMENT</b>	
MAD's Political Image Maker of the Year .....	19
<b>SERGE-IN GENERAL DEPARTMENT</b>	
A MAD Look at Ghosts .....	38
<b>SCHLOCK THE PRESSES DEPARTMENT</b>	
How Newspapers Write Misleading Headlines (To Jazz Up Otherwise Dull Stories) .....	36
<b>SIXTIES-SOMETHING DEPARTMENT</b>	
"The Blunder Years" (A MAD TV Satire) .....	4
<b>TALES FROM THE DUCK SIDE DEPARTMENT</b>	
The Lusty Ledge Legend .....	9
The Feathered Feeding Frenzy .....	23
The Jarring Jungle Joyride .....	33
<b>THIS JUST IN ... AND OUT DEPARTMENT</b>	
Fleeting Stars of the 6 O'Clock Local News .....	26

\*\*Various Places Around the Magazine

FRONT COVER ARTIST: SAM VIVIANO

BACK COVER ARTIST: GREG THEAKSTON

BACK COVER WRITER: MIKE SNIDER

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## VITAL FEATURES

"THE  
BLUNDER  
YEARS"  
(A MAD  
TV SATIRE)  
Pg. 4



WHY YOU ARE  
SURE TO WIN  
THE NEXT  
MAGAZINE  
PUBLISHER'S  
SWEEPSTAKES  
Pg. 16

MAD'S  
POLITICAL  
IMAGE  
MAKER  
OF THE  
YEAR  
Pg. 19



"NO  
HOAX  
BARRED"  
(A MAD  
MOVIE SATIRE)  
Pg. 28

A MAD  
LOOK AT  
GHOSTS  
Pg. 38



"INBANANA  
JONES AND  
HIS LAST  
CRUDE DAYS"  
(A MAD MOVIE  
SATIRE)  
Pg. 45



## LETTERS AND TOMATOES DEPT.



### "BATTYMAN"

In MAD #289 you made the mistake of putting the Superman logo on Alfred E. Neuman's Batman costume. I'm sure it was just a dumb mistake.

Zachary K. Nyhus  
Buffalo Lake, MN

**Zachary K. Nyhus ... is that a name or an antibiotic?—Ed.**

You have really screwed up now! On the cover of MAD #289, Battyman's suit has a Superman symbol on it! Did you forget what Batman's real symbol looks like?

Jeff Nau  
Springfield, MO

**No, we forgot what the rest of Superman's costume looks like!—Ed.**

I am used to trashy MAD movie satires, but when I read "Battyman" I was truly impressed. You reduced Batman to what he really is: a fool in tights, a lunatic in Gotham City no better than street scum. Thank you, thank you, thank you!

Nick Kuminoff  
San Rafael, CA

**Nick—you seem pretty touchy about fools in tights ... Professional jealousy, perhaps?—Ed.**

I received my subscription issue of MAD #289 (featuring your "Battyman" satire) on June 16, 1989, a week before the furshlug-giner movie even came out!! And what's even stranger is that both MAD and *Batman* are owned by Warner Communications. A little headstart, perhaps? Well it's a nifty idea!

Robert Gwin  
Norwich, CT

**How did we get our satire out so early? Rumor has it we had a little help from some joker...**



Batman's "Joker," Jack Nicholson: Where did he get that wonderful issue?

## A MAD RUSSIAN

In the Soviet Union, we use Russian magazines for toilet paper. When I came to America, I found something that works even better. Thanks for making me feel at home!

Yakov Smirnoff  
Los Angeles, CA



**Russian/American comic Yakov Smirnoff, who was featured in our article "If Different Comedians Told the Same Joke" reads a copy of MAD #289. We don't know what his "A-OK" sign is referring to!**



## CLOWN AND DOUBT

I noticed that in "Renegade Clowns" (MAD #289 back cover), Cleo the Clod's mugshot number is wrong. It reads "Alaska, The Cold State, 1953." Alaska didn't become a state until 1959. Just giving you a pointer.

Robert Falzone  
Massapequa Park, NY

**Nice historical catch but you're slightly off. It was Guam that became a state in 1953. It wasn't until 1966 that the U.S. purchased Alaska from Puerto Rico for \$24 worth of trinkets (in what is now known as the Louisiana Purchase)!—Ed.**



## PARENTAL PROS AND CONS

You will be pleased to know that my 10-year-old son and his friends are addicted to MAD. I suppose I should make some mother-like noises and declare the magazine too subversive and degenerative to young minds, but I was also similarly addicted in my youth! It's most reassuring that you are still out there thumbing your nose at the pretentious and the powerful as much as ever!

Sonia Meneghin  
Walnut Creek, CA

We just received our first issue of MAD. I am very disappointed and disgusted with the amount of sexual references. My son is only 10 and I consider this inappropriate material for him. Cancel my subscription.

Monique Cenac  
Houma, LA

**Open question to our readers: Who would you want for your mother??—Ed.**

## FOREIGN CORRESPONDENCE

I am French and I have been reading your "Mad gazine" for about 20 years now. American language has always been my hobby and I must thank you for having improved my knowledges of how Americans are talking to each others.

Patrick Brunet  
Genas, France

**Paté—Thanks for your ooh la la letter! It might interest you to know that the French language is a hobby of MAD's own Frank (François) Jacobs. In fact, whenever Frank goes to a Steak & Brew, he always goes for the French dressing at the salad bar!—Ed.**

## "MAD CHARTS"

In "MAD Charts" (#289), you left out these Top Rock Tours: The Cars and Mike and the Mechanics on the CAR MECHANICS TOUR and Ratt and Poison on the RATT POISON TOUR!

Stephen Flood  
Brandor, VT

**Now that you mention it, how about Barry Manilow and Menudo on the ... Oh, maybe we'd better just forget about this one!—Ed.**



## GUN SHOTS

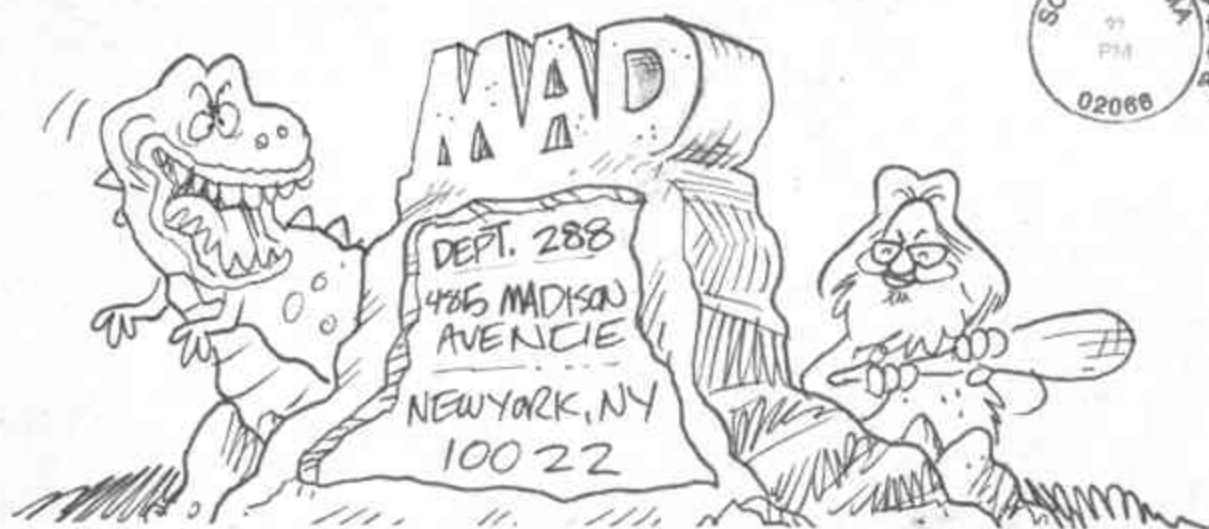
It is our Constitutional Right to keep and bear arms. I like your magazine, but I am kind of sick and tired of your jokes about the NRA. My father and I are both members of the NRA and I just don't care for your jokes about guns, gun clubs and the NRA.

Tom Boyd  
Clute, TX

**Tommy gun—You keep mentioning the initials "NRA" without explaining what they stand for. We can only assume you mean the No-good-beer-bellied-narrow-minded-killers-of-wild-life-and-the-profits-soaked-in-blood-gun-manufacturers-who-bribe-legislators-to-make-weapons-easily-available-for-the-senseless-slaughter-of-hundreds-of-innocent-victims-every-year Rifle Association. Is that the one you mean?—Ed.**



## ENVELOPE OF THE MONTH



Although we decided not to print the letter Bill White of Scituate, MA sent us, we couldn't pass up his absolutely prehistoric envelope! Fa!



### MORON MAIL

In a world of \$4.00 magazines that consist of 50% advertising, finding a publication for under \$2.00 that does not accept any outside advertising is truly stunning. Mind you, a blow on the head with a large fish is stunning too!

Andy Cameron  
San Diego, CA

*Stunning, Ando-man? You don't know the meaning of the word! Stunning is the first wide-eyed stare of a newborn child. Stunning is the petal of a rose floating gently on the surface of an unfished pond. Stunning is the morning sun, gleaming off the gold tooth of a Guatemalan widow carrying a large fish (which she bought for under two dollars, we might add)! Don't write back until you know the meaning of the word stunning!—Ed.*

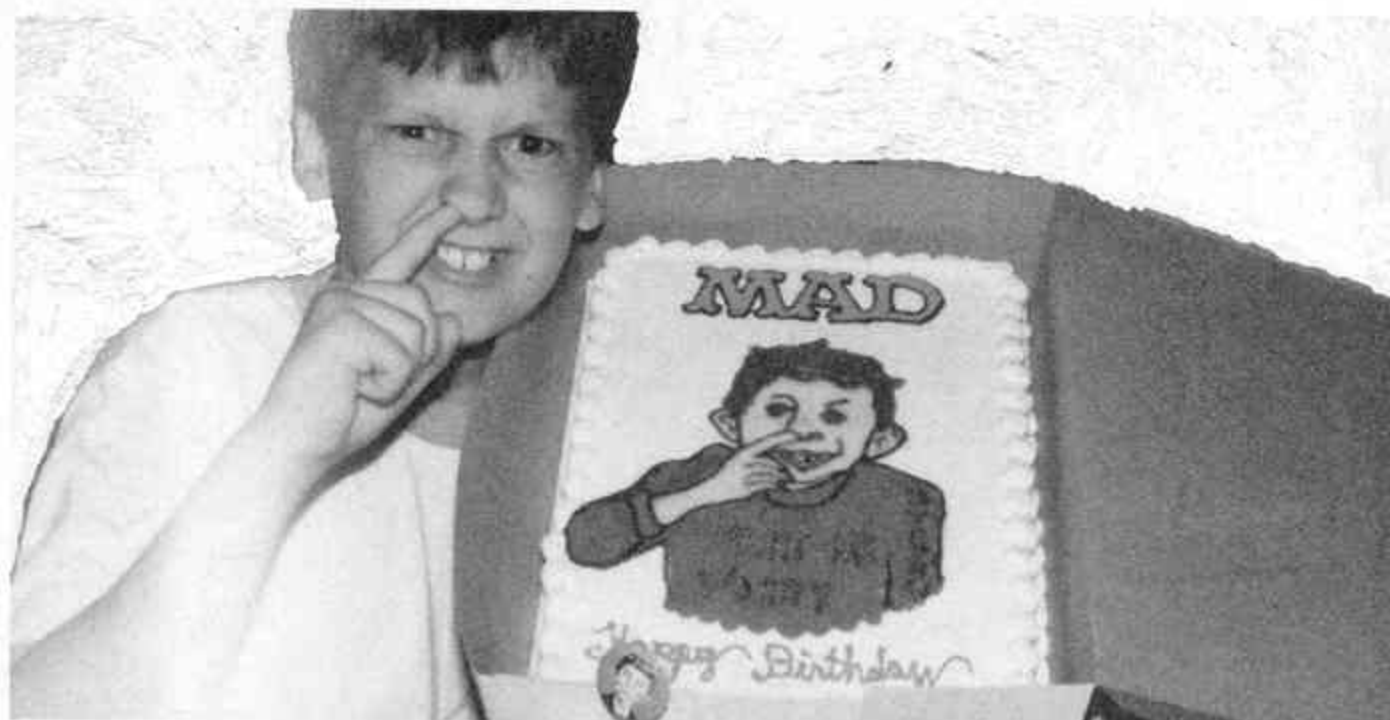
### A BUM "RAP"

"When Rap Music Spreads Into Everyday Life"  
Is sure to cause the postman  
pain and strife;  
Cuz I know that MAD will be inundated  
With rap letters that the readers created;  
Most of them will be very poor  
Some of them even worse for sure!  
So I'll just sit back and let time go by  
Till my letter is printed with some  
smart-ass reply!

Mike Jenkinson  
Winnipeg, Canada

Your rap didn't make us go ha ha ha,  
we think you're a schmuck, so fa fa fa!—Ed.

### CAKE FROSTING?



Steve—Hmmm! Looks good! Save us a little piece... and save us some cake too!—Ed.

### MORE MORON MAIL

In Spy Vs. Spy, why do teeth ALWAYS appear when a spy gets shot, squished, splattered, swatted, exploded or destroyed?

Joe Stuhff  
Las Vegas, NV

Because we're a family magazine!—Ed.



Please Address All Correspondence To:  
MAD, Dept. 291, 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 envelope or a note congratulating John and Marilyn on their new house!

# WHAT IS ... NOTHING LIKE THE MOVIE BATMAN?

# UNRELATED TO TV'S THE WONDER YEARS??

# TOTALLY DIFFERENT FROM NINTENDO???



THESE THINGS CAN ONLY DESCRIBE ONE BOOK ...



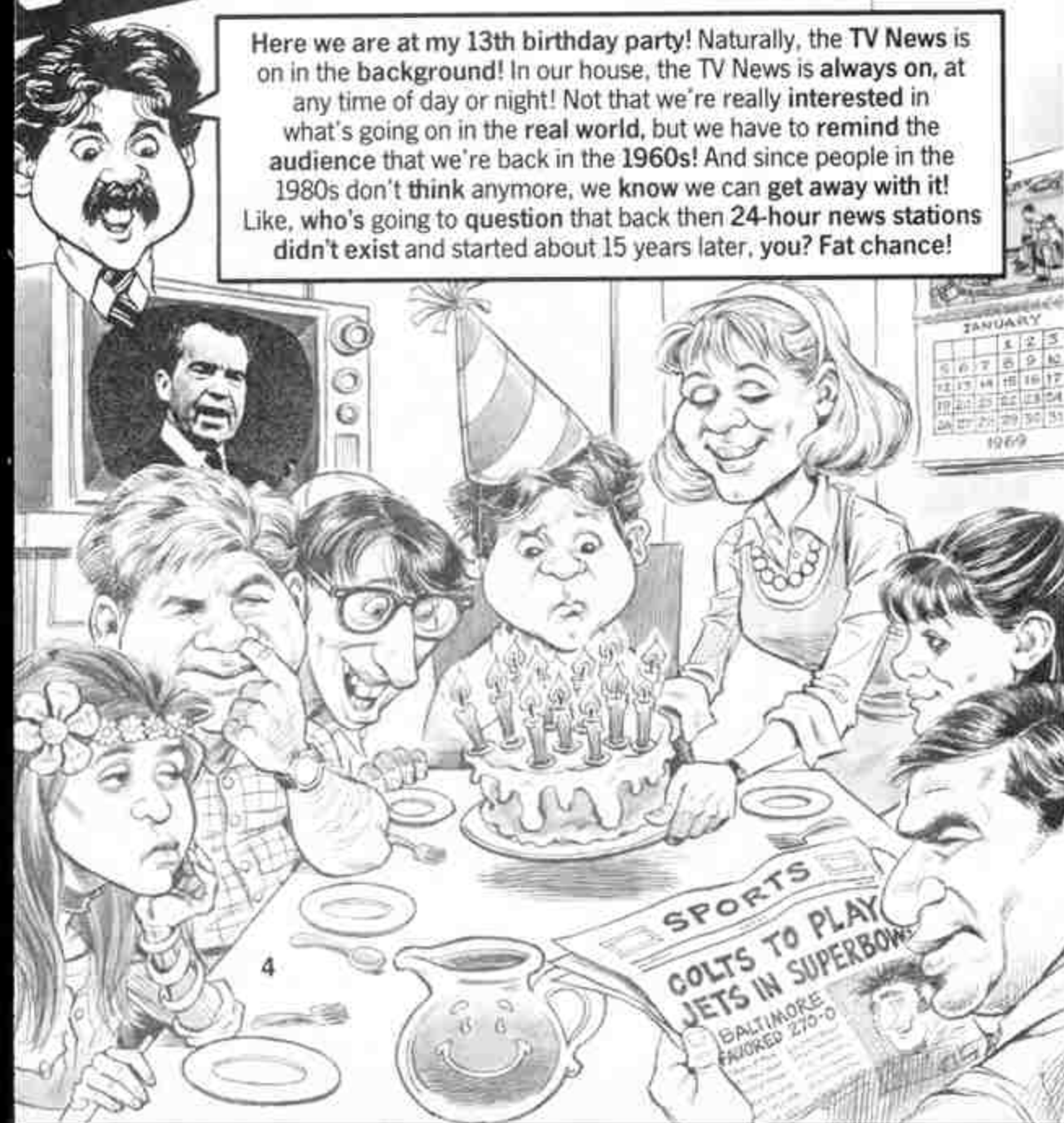
ON SALE WHEREVER THIS BOOK IS SOLD!



## SIXTIES-SOMETHING DEPT.

We can see why adults in their thirties and forties enjoy a popular sitcom about growing up in the 1960's. After all, it was their time! But why does it have such appeal to kids in 1989? Could it be that today's kids are comforted by seeing what jerks their parents were back then? You bet! Yup, parents may refer to the 1960's as "the good old days," but any moron can plainly see that they were really...

# THE BL





# UNDER YEARS

ARTIST: SAM VIVIANO

WRITER: STAN HART

This is Pale, my best friend! He was in what is referred to as "The Awkward Age!" For Pale this was the period between birth and death!

This is my girlfriend, Whiny! She's also 13 years old! We were so close we even shared the same Fruit of the Loom undershirts!

This is my mother and father! they weren't the brightest couple in the world, but they were well matched! They seldom fought! Their only argument was whether or not "The Flying Nun" was a documentary!

I'm so poorly coordinated, I can't tie my shoe laces!

Your problem isn't coordination, Pale, it's just stupidity! You're wearing loafers!

I admit that Kute-in and I started by kissing. Mother, but now we do what married people do!

My God, what's that?

Fight with each other!

I just saw the garbage truck parked outside! Was he making a pick-up or a delivery?

That's an old joke!

Maybe in the '80's But now we're in the '60's!

This show is especially fortunate because of the great time period it's in! I don't mean the 1960s! I mean between "Who's the Boss" and "Roseanne"!

For my birthday, Pale gave me a rare book that I always wanted!

In show after show, you do a lot of standing around, making faces without saying anything. Why's that, Kute-in?

'Cause I have to wait until the long-winded narrator finishes talking!

But you're the long-winded narrator!

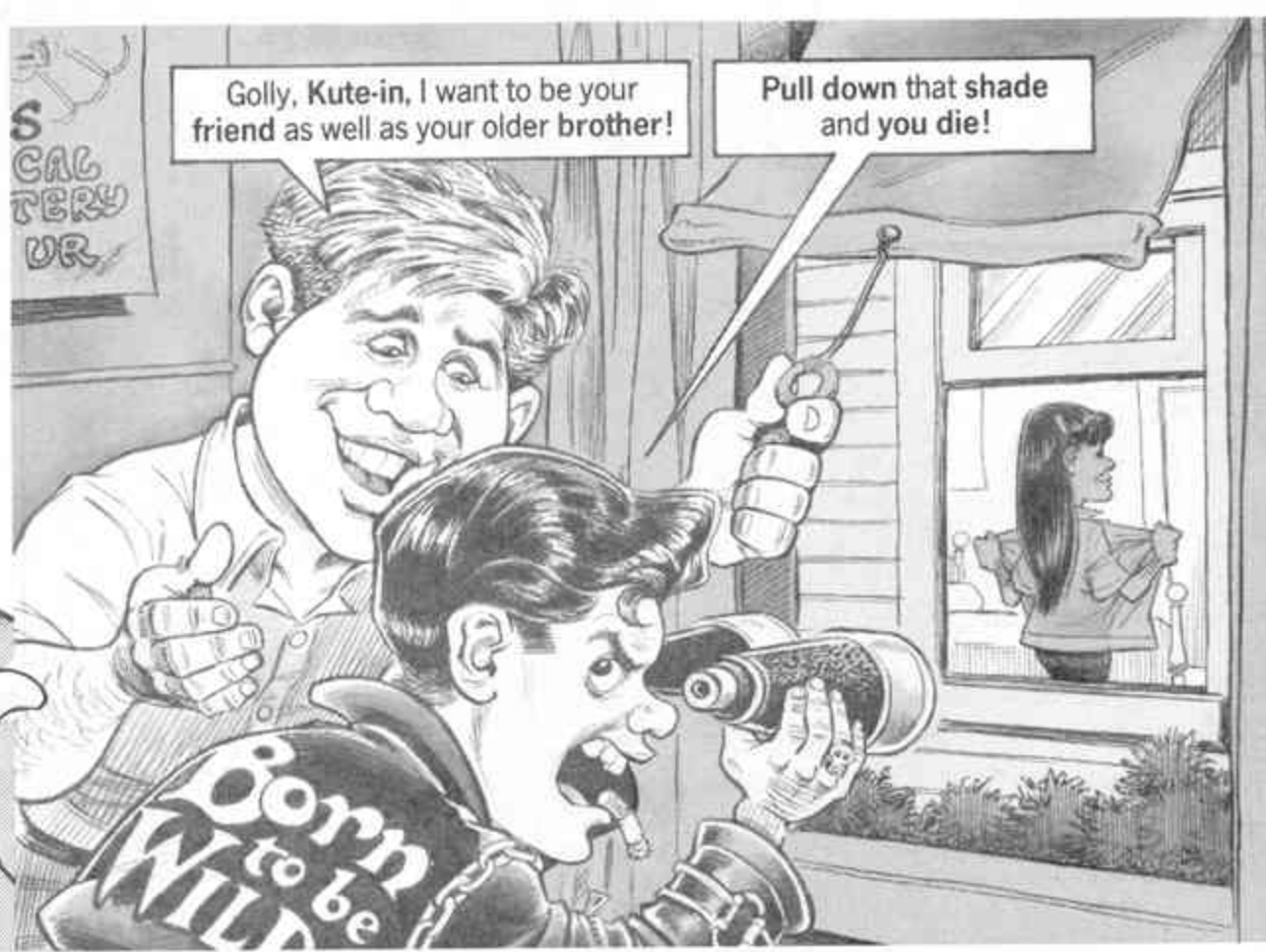
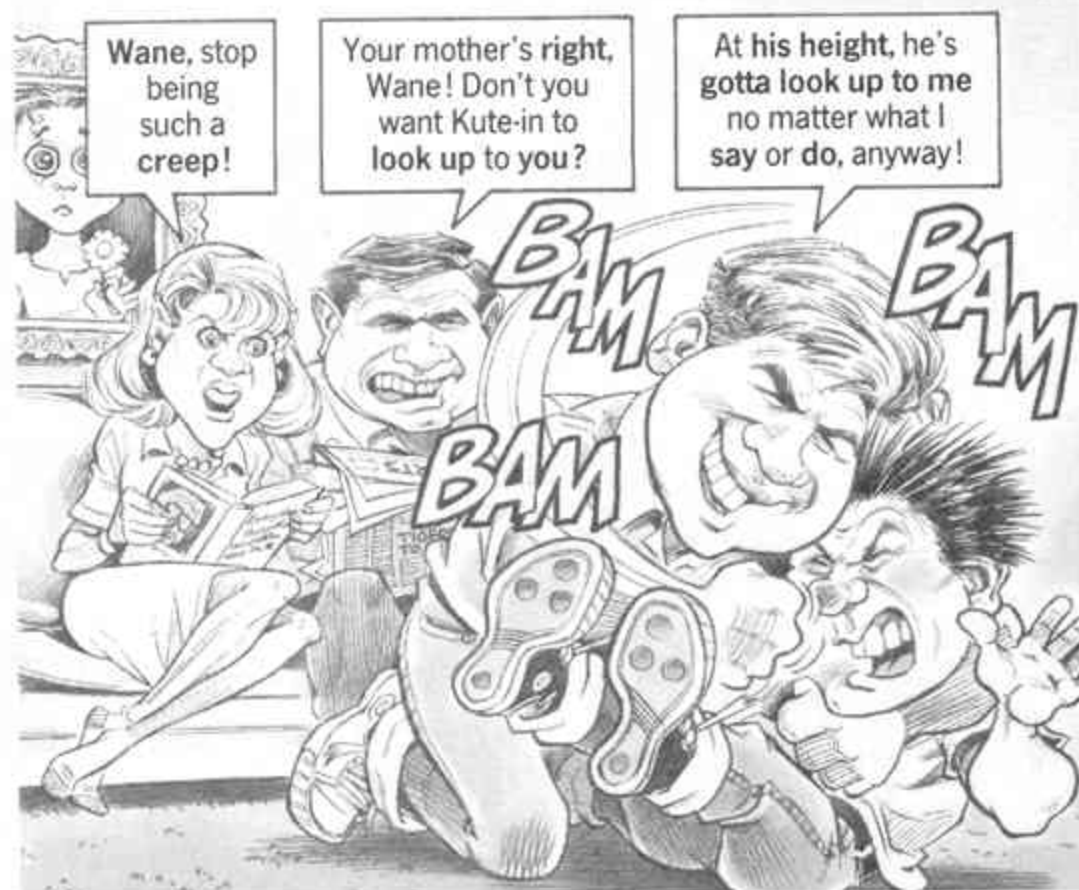
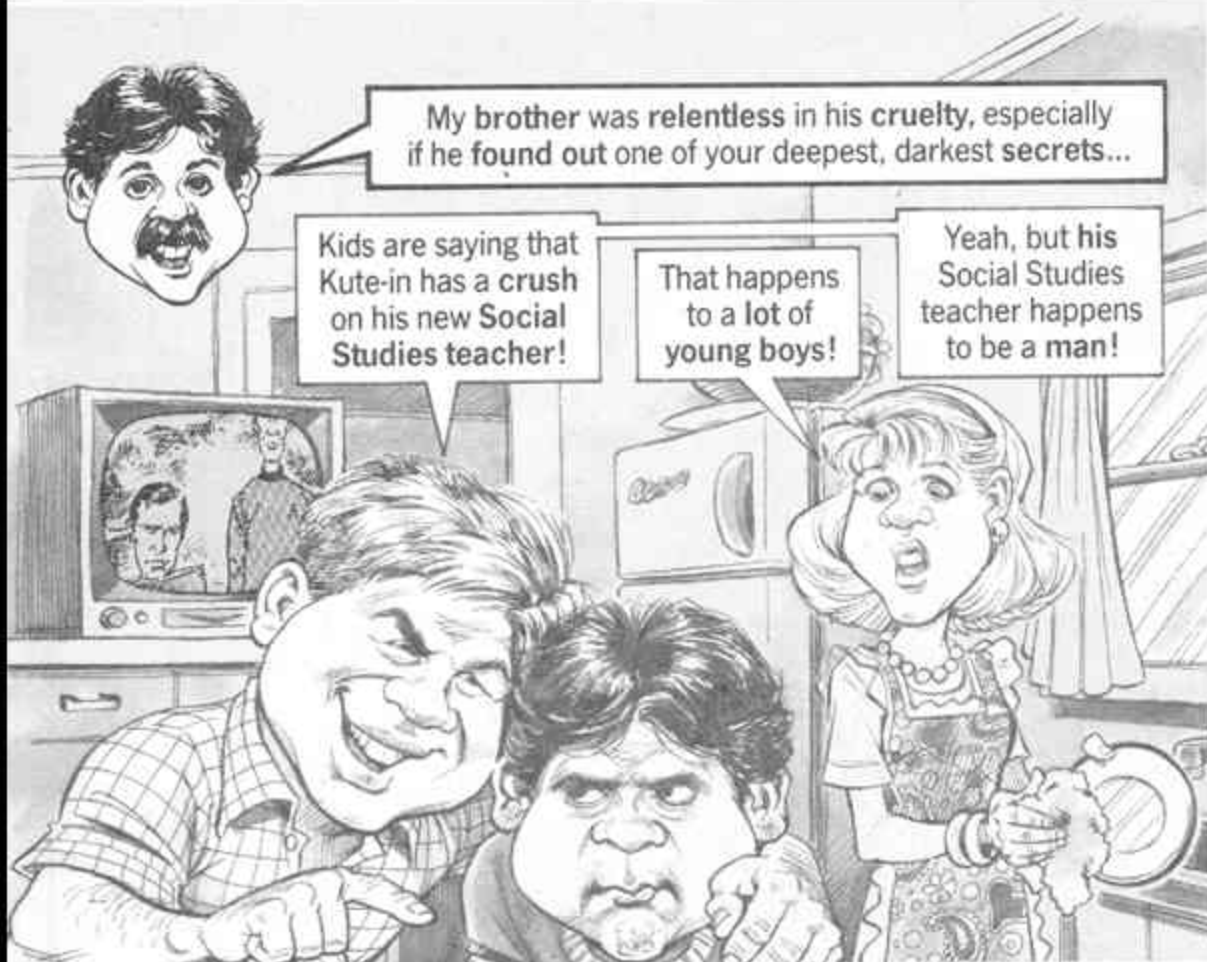
Hmm, you're right, Pale! I guess it wouldn't be rude to interrupt myself, would it?

This book is so rare that even the library doesn't have a copy of it!

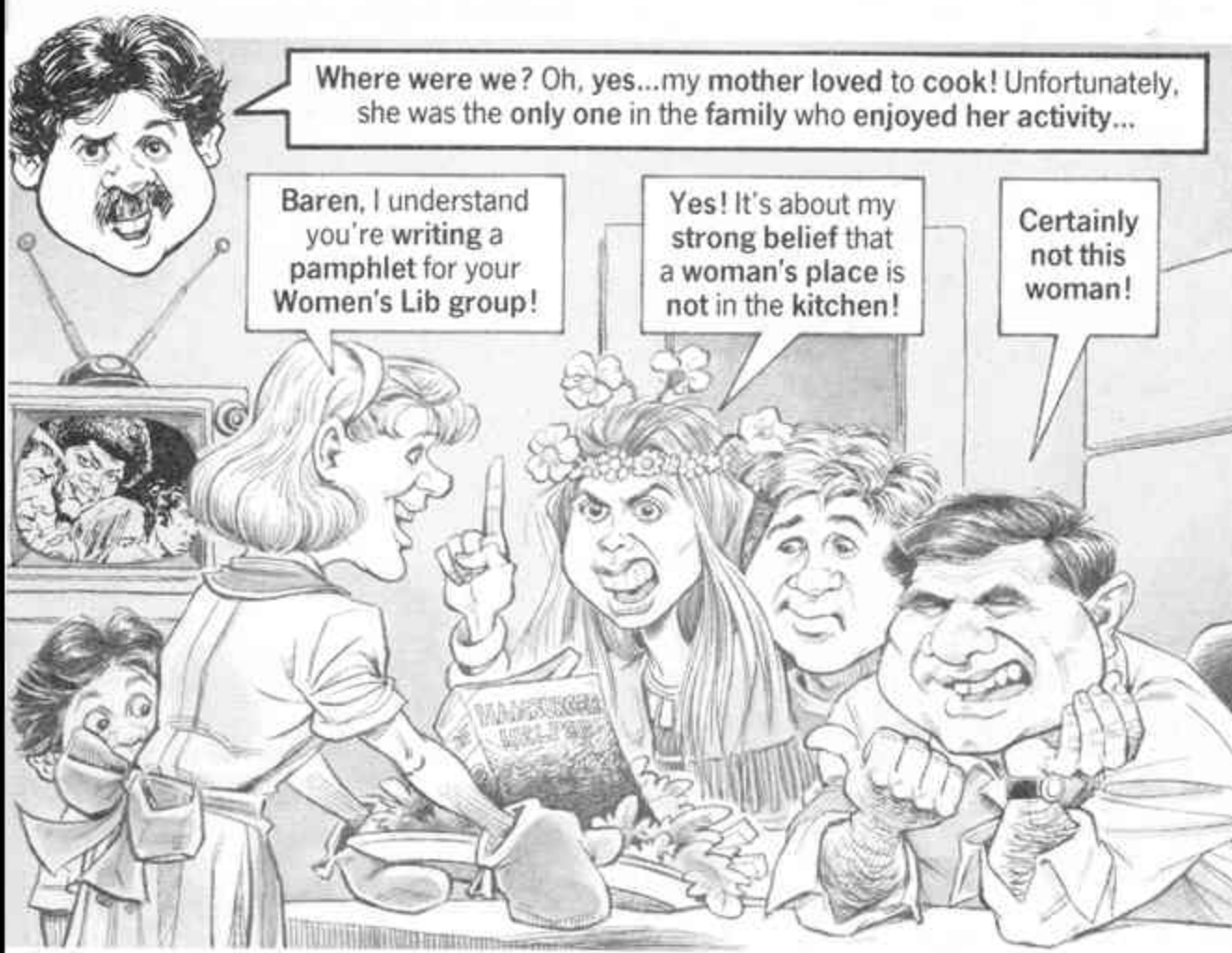
Yes it does!

Well, not any more!









Where were we? Oh, yes...my mother loved to cook! Unfortunately, she was the only one in the family who enjoyed her activity...

Baren, I understand you're writing a pamphlet for your Women's Lib group!

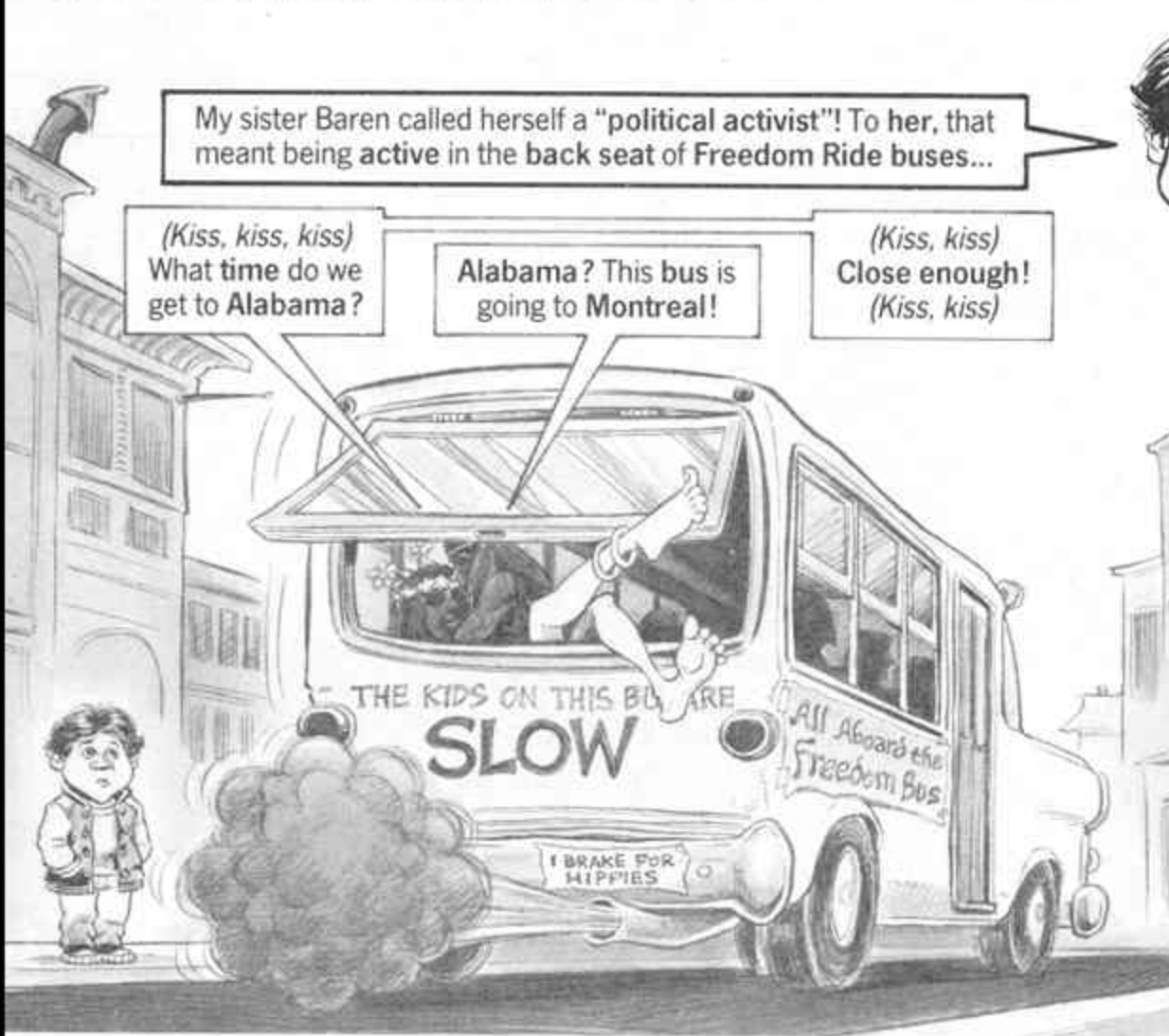
Yes! It's about my strong belief that a woman's place is not in the kitchen!

Certainly not this woman!



I've decided — at today's meeting I'm going to burn my bra!

I just hope you're in it when you do!

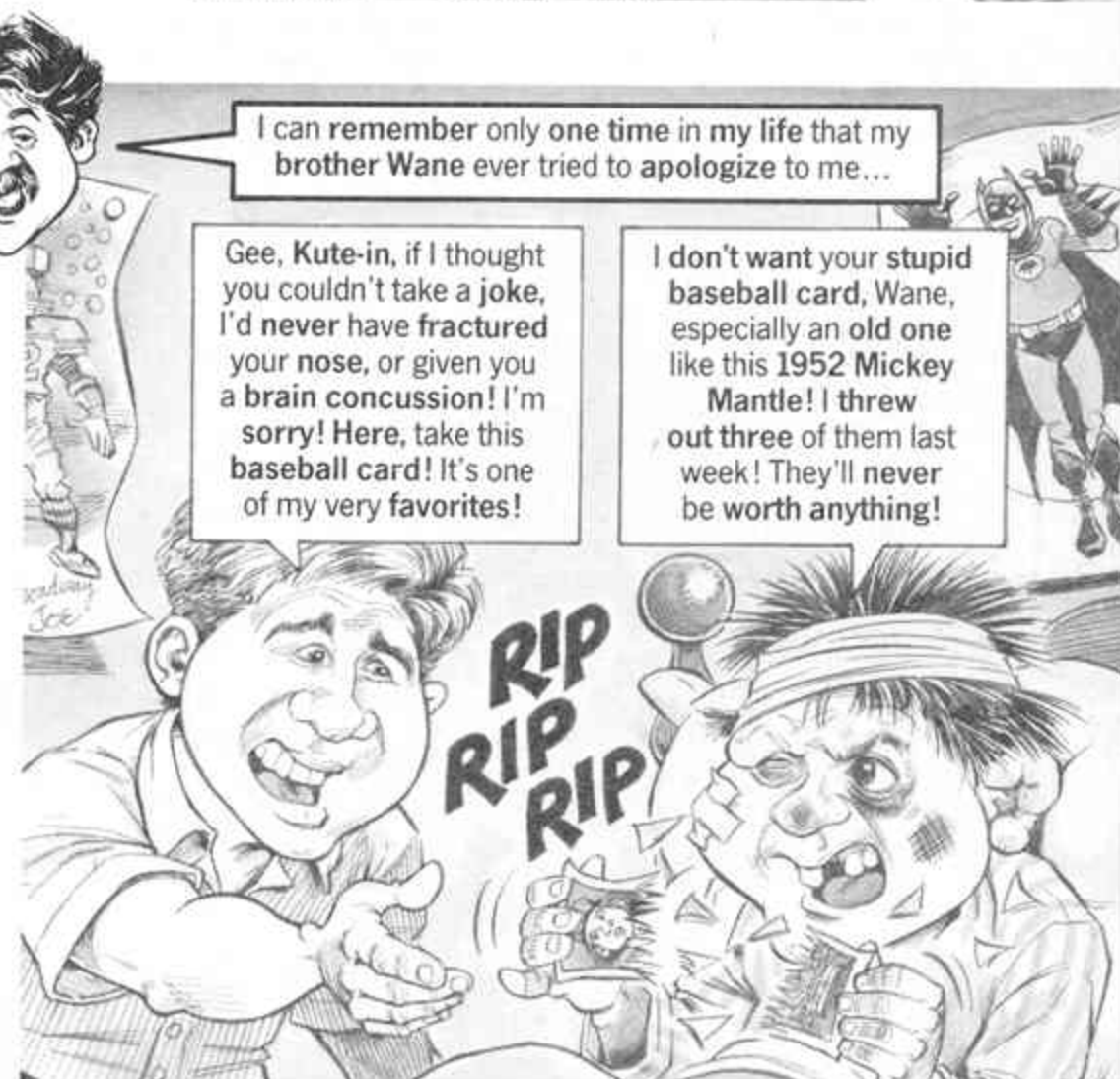


My sister Baren called herself a "political activist"! To her, that meant being active in the back seat of Freedom Ride buses...

(Kiss, kiss, kiss)  
What time do we get to Alabama?

Alabama? This bus is going to Montreal!

(Kiss, kiss)  
Close enough!  
(Kiss, kiss)



I can remember only one time in my life that my brother Wane ever tried to apologize to me...

Gee, Kute-in, if I thought you couldn't take a joke, I'd never have fractured your nose, or given you a brain concussion! I'm sorry! Here, take this baseball card! It's one of my very favorites!

I don't want your stupid baseball card, Wane, especially an old one like this 1952 Mickey Mantle! I threw out three of them last week! They'll never be worth anything!



My mother was the only mother in the neighborhood who hadn't changed her hair style since she was in high school! It always amazed me how she could face everything with such quiet calm...

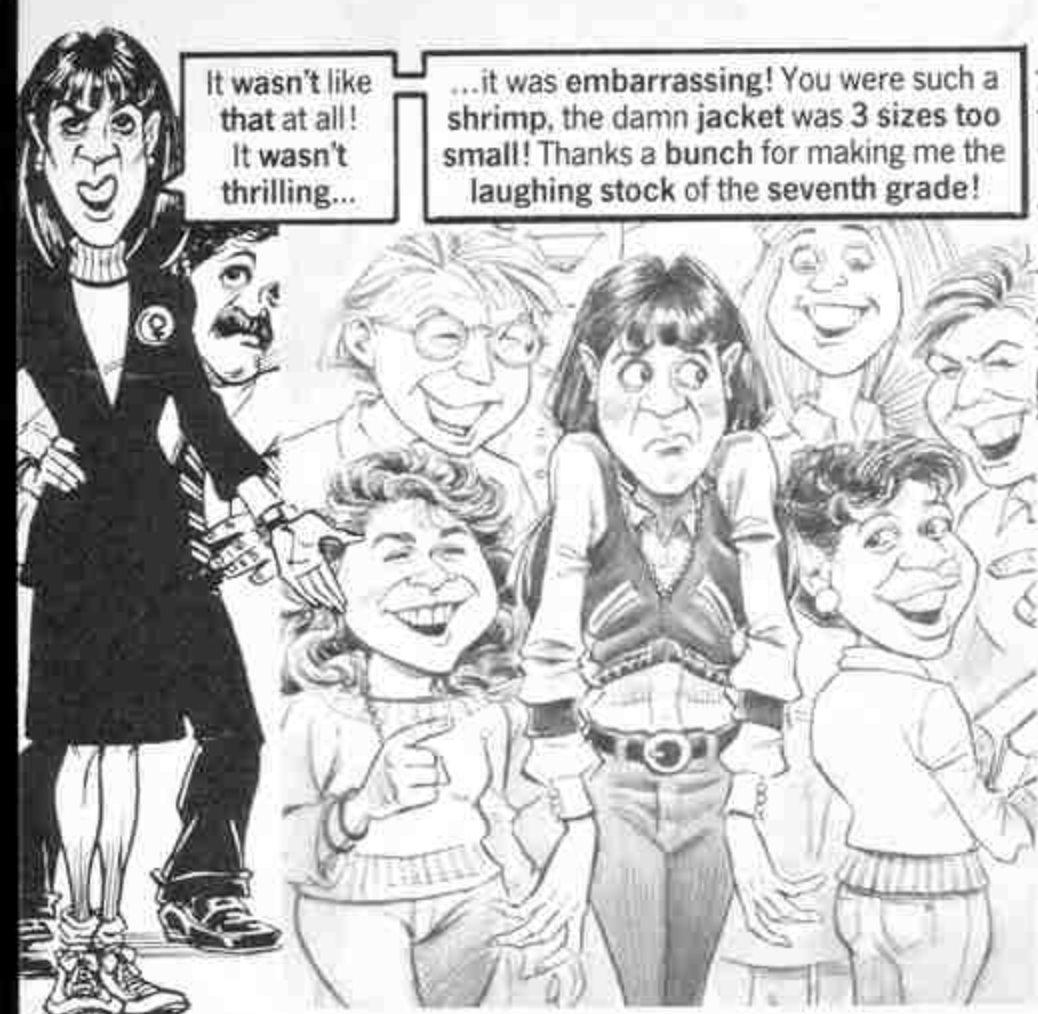
If you really want to know how I could calmly face a family with a husband who never spoke to his kids, a daughter who was in her own psychedelic heaven, and two sons who made my life a living hell, I'll let you in on a little secret — massive doses of Valium!

The family is home... time to zonk out, Mom!

I guess one of the greatest thrills Skinny had was when I gave her my cherished club jacket! She was ecstatic...

Oh, Kute-in! You shouldn't...





It wasn't like that at all! It wasn't thrilling...

...it was embarrassing! You were such a shrimp, the damn jacket was 3 sizes too small! Thanks a bunch for making me the laughing stock of the seventh grade!



Where are they all today? Well, my best friend Pale made a fortune on Wall Street as a stock broker! That is, until he was caught doing insider trading! Pale is now serving five to seven in federal prison...

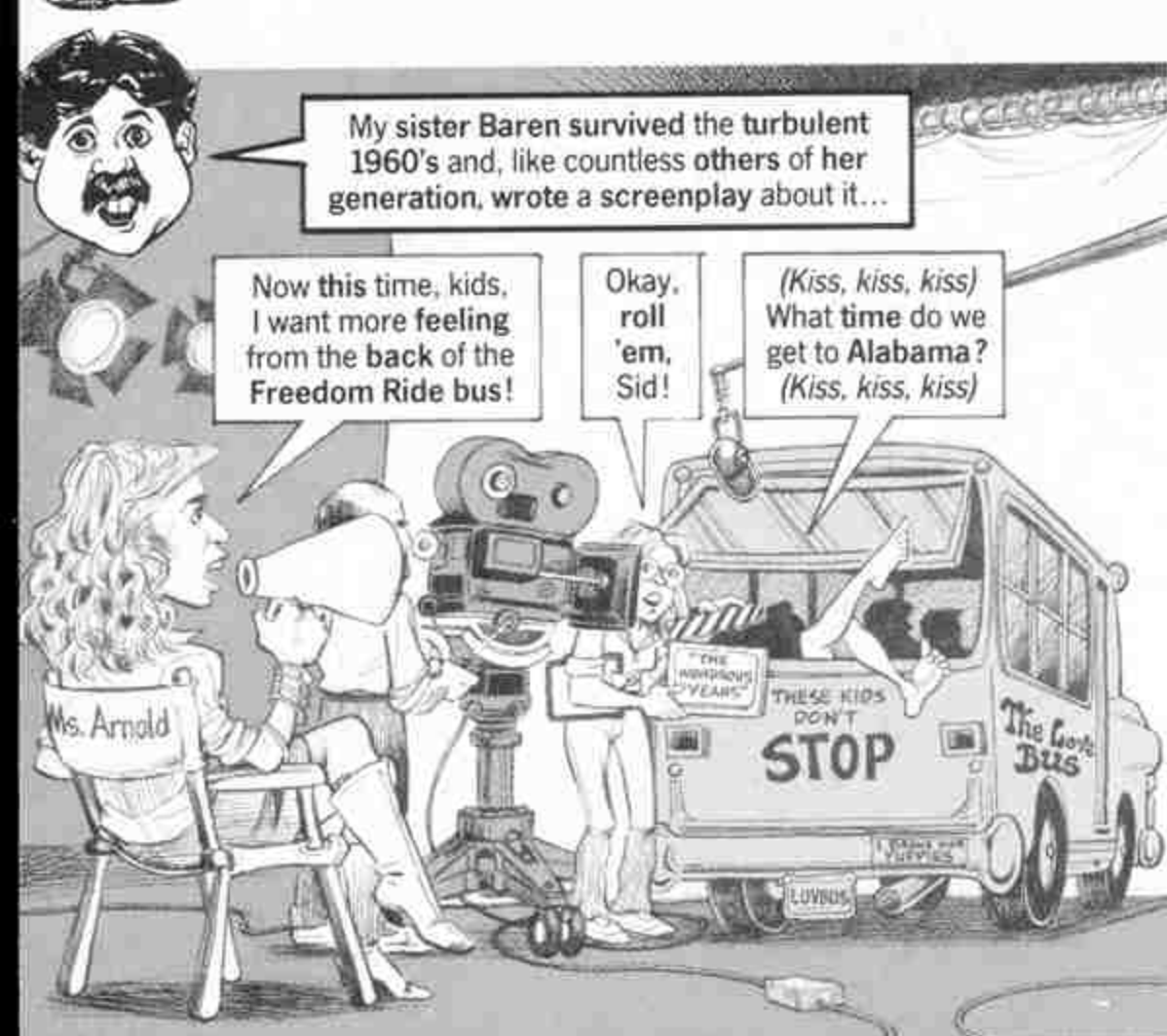


JX 31353



JX 31353

My brother, Wane, became a TV evangelist! He learned how to turn his natural flair for intolerance and hatred into a profit...

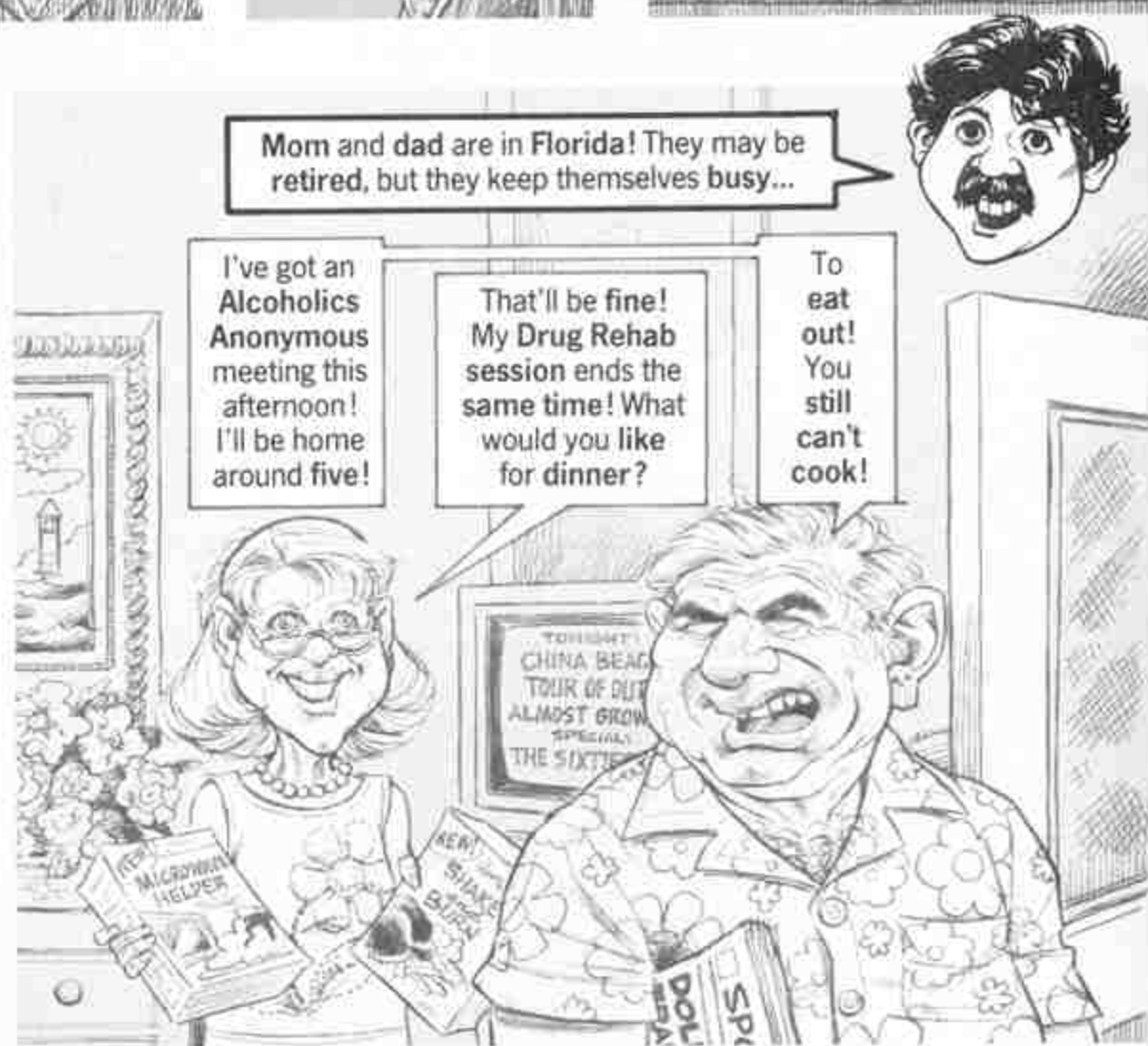


My sister Baren survived the turbulent 1960's and, like countless others of her generation, wrote a screenplay about it...

Now this time, kids, I want more feeling from the back of the Freedom Ride bus!

Okay, roll 'em, Sid!

(Kiss, kiss, kiss) What time do we get to Alabama? (Kiss, kiss, kiss)

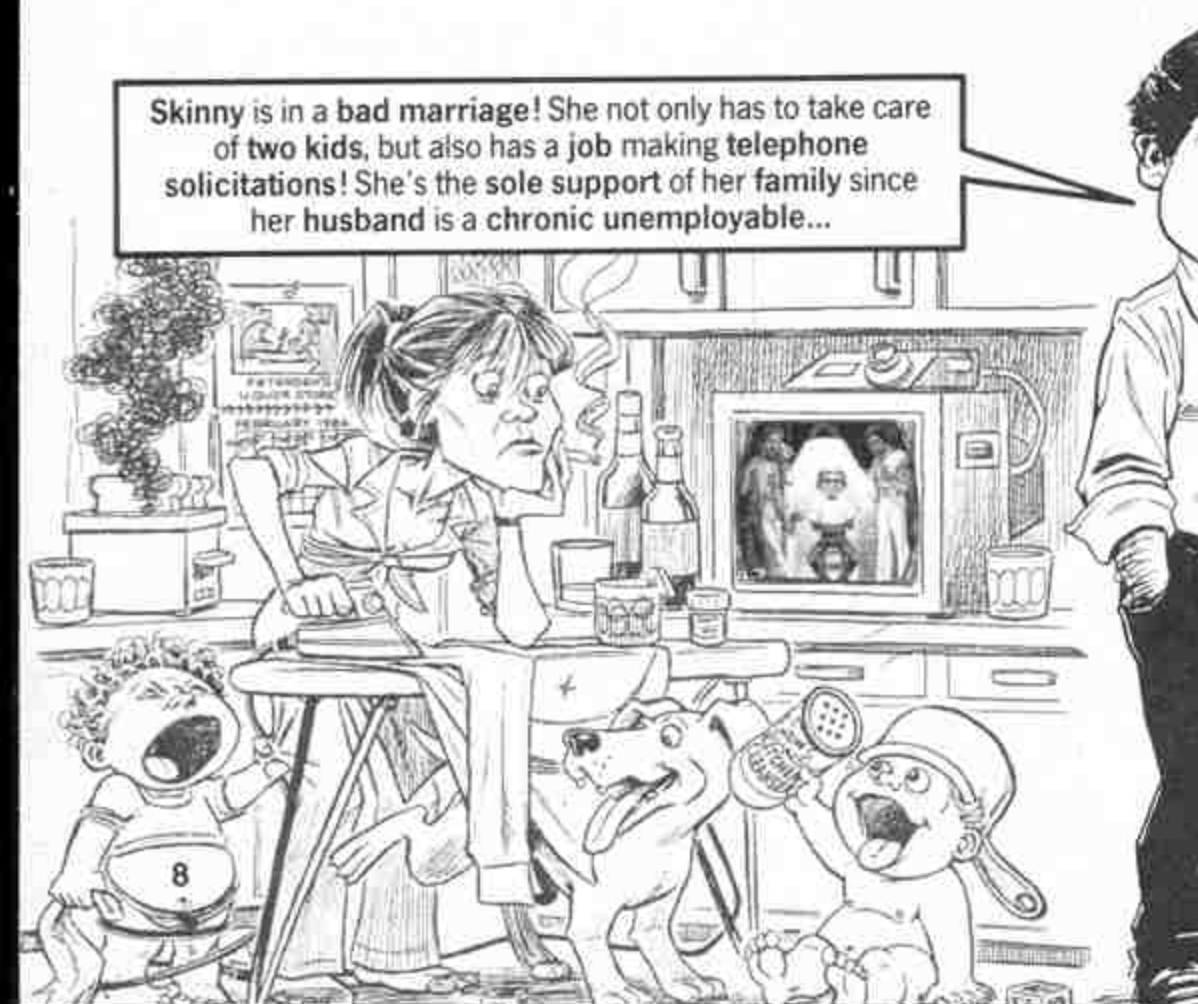


Mom and dad are in Florida! They may be retired, but they keep themselves busy...

I've got an Alcoholics Anonymous meeting this afternoon! I'll be home around five!

That'll be fine! My Drug Rehab session ends the same time! What would you like for dinner?

To eat out! You still can't cook!

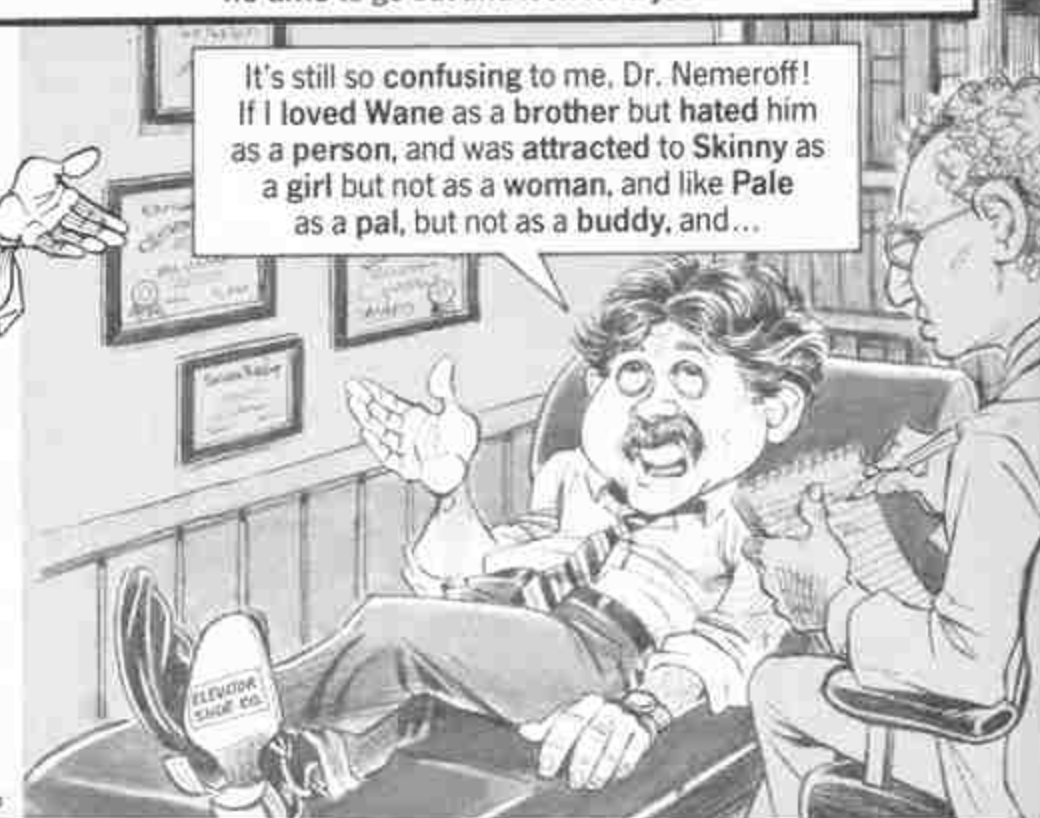


Skinny is in a bad marriage! She not only has to take care of two kids, but also has a job making telephone solicitations! She's the sole support of her family since her husband is a chronic unemployable...



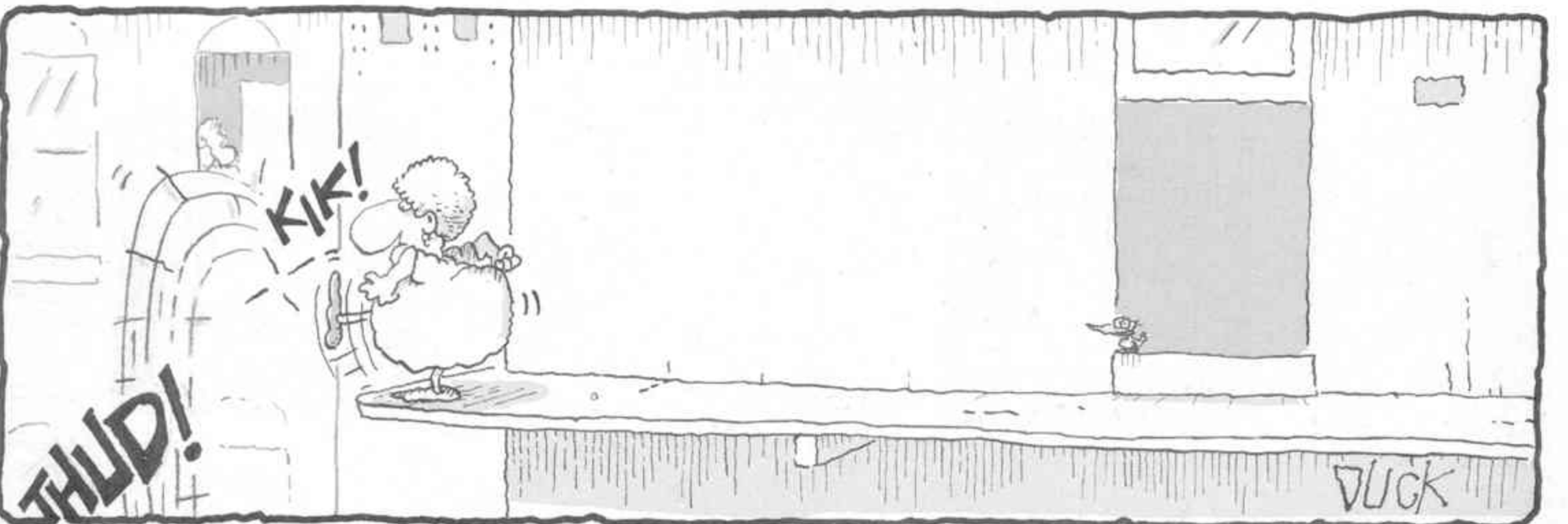
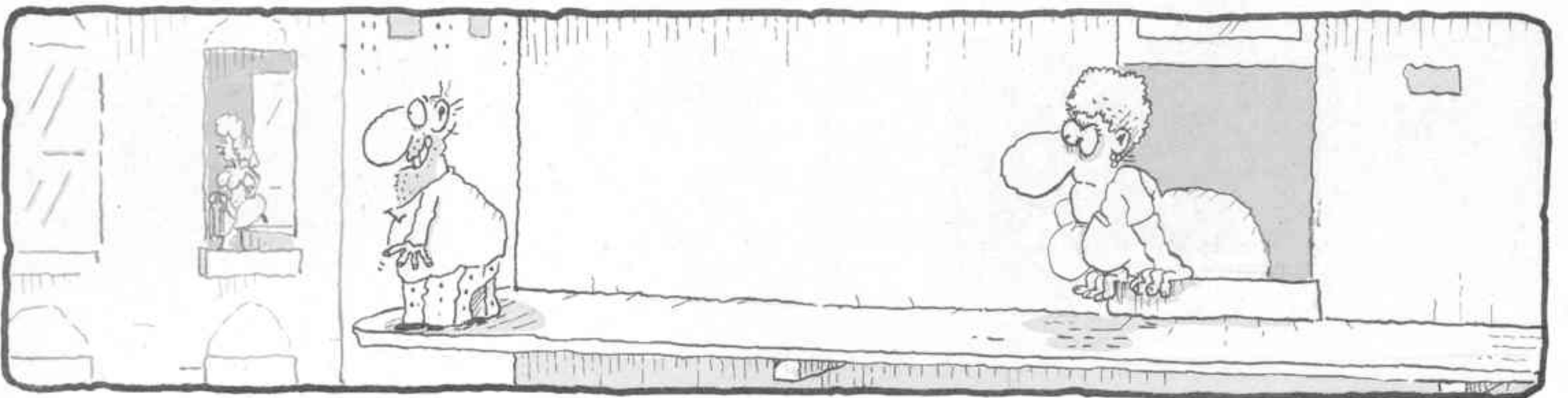
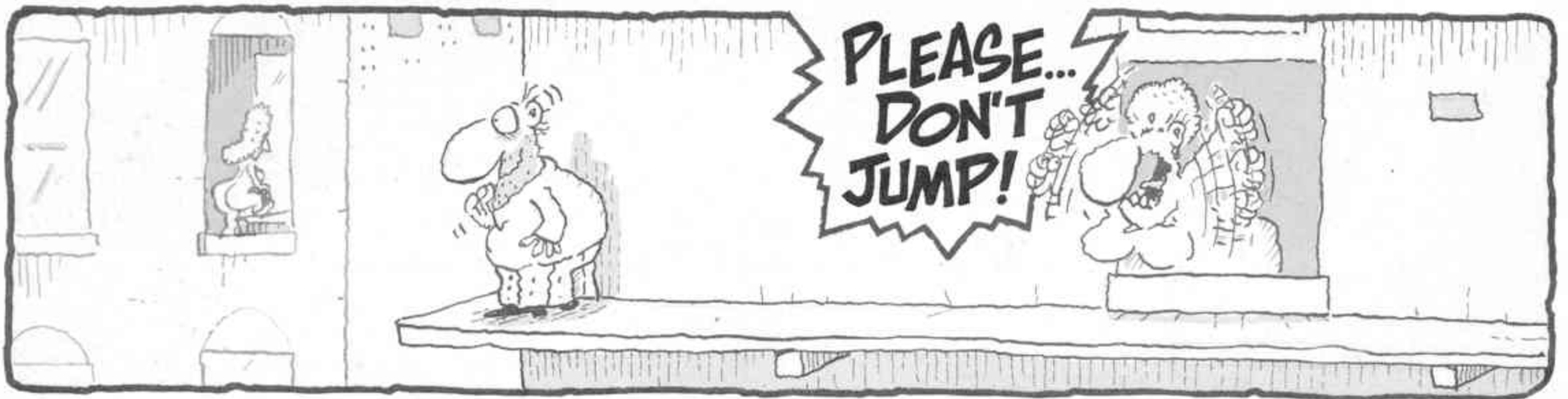
...Me? I can't stop living in the past and talking about my childhood! I spend eight hours a day in the psychiatrist's office so I have no time to go out and look for a job...

It's still so confusing to me, Dr. Nemeroff! If I loved Wane as a brother but hated him as a person, and was attracted to Skinny as a girl but not as a woman, and like Pale as a pal, but not as a buddy, and...





# THE LUSTY LEDGE LEGEND



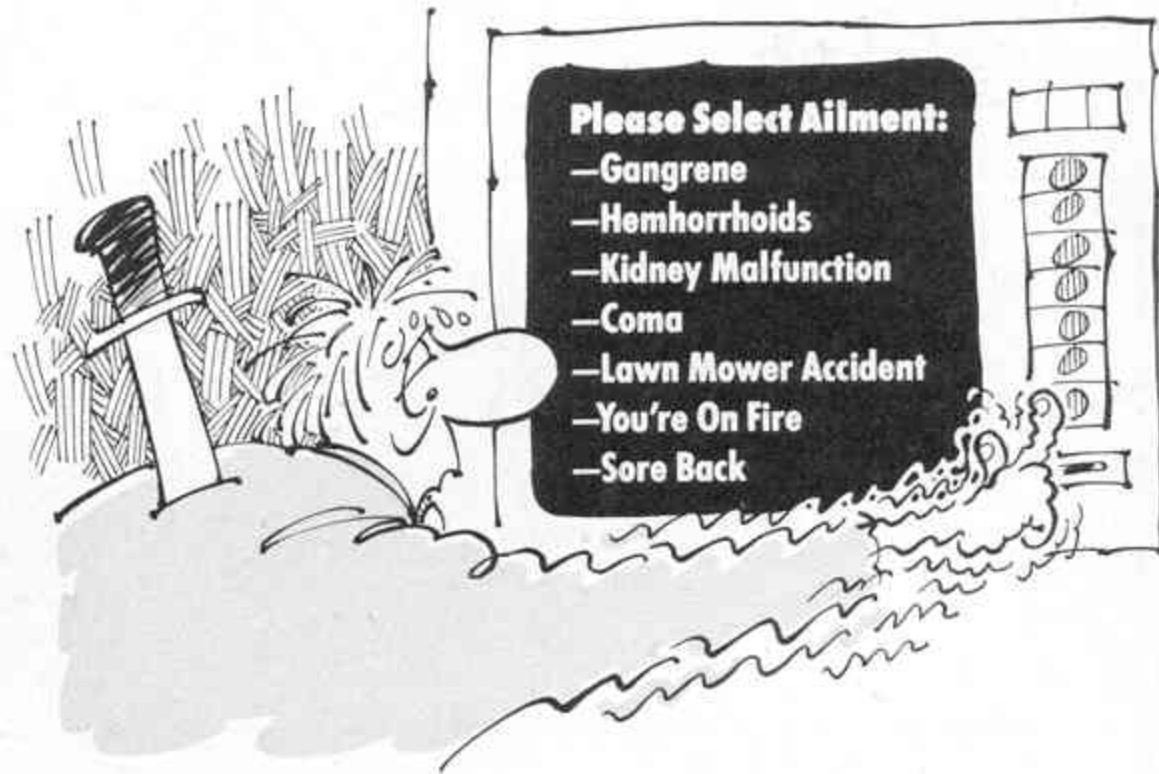


## A VIEW TO AN ILL DEPT.

It all started with Salad Bars! If you had wanted to make your own dinner, you wouldn't have gone to a restaurant in the first place, right?!? Well, that was only the beginning!

The folks who invented the Salad Bar went on to create the Self-Service Gas Station, the Pick-Your-Own-Apple Orchard and the Automatic Bank Teller Machine! If you're now sick and

# COMPU-DOC SELF





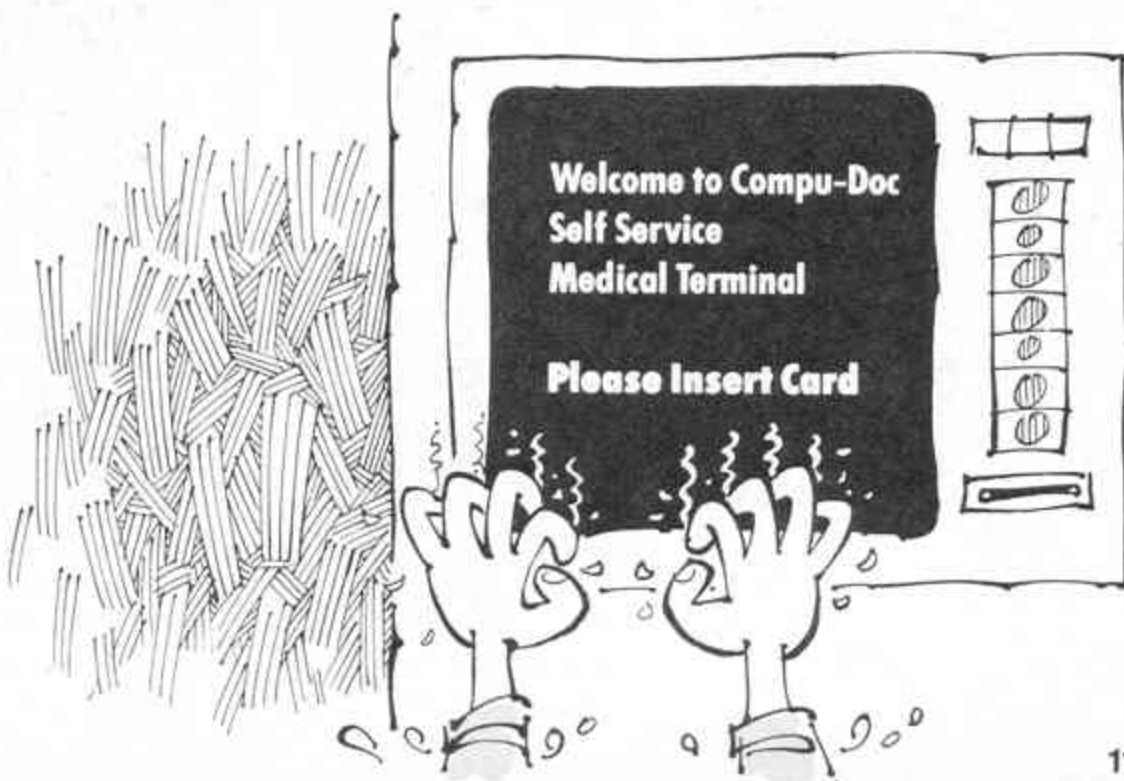
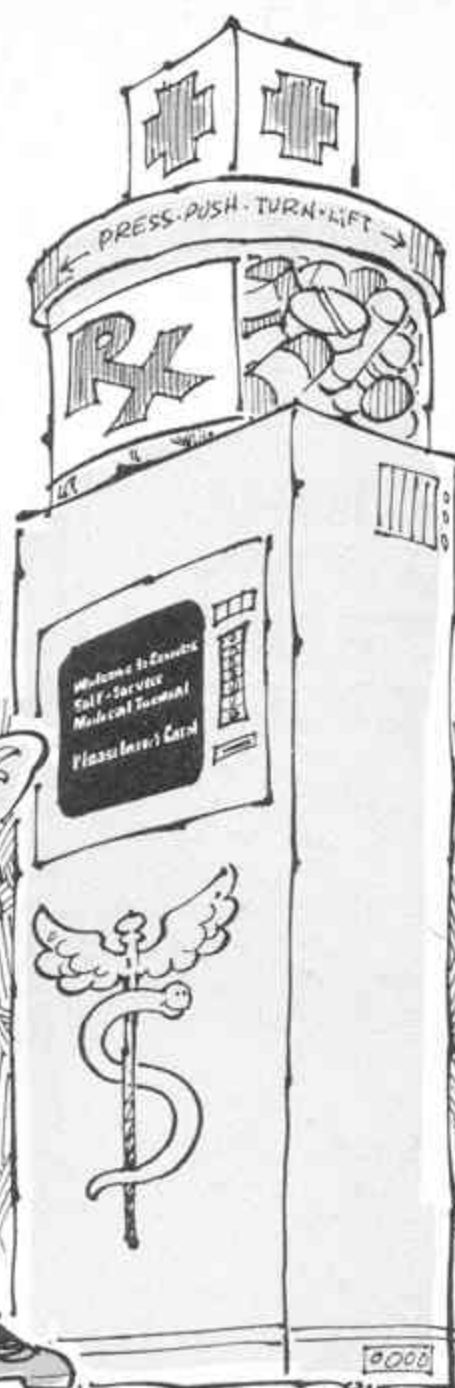
tired of doing things for yourself, tough!  
You ain't seen nothin' yet! MAD now presents  
a Self-Service idea we're willing to bet  
you'll be seeing any day now! Step up to the...



# -SERVICE MEDICAL TERMINAL

ARTIST: PAUL COKER

WRITERS: FLOYD KEMSKE AND PAUL COKER





**BIG-NAME BRANDS DEPT.**

A while back we figured that the popularity of Paul Newman's spaghetti sauce, salad dressing and popcorn would cause other celebrities to come out with products of their own (as a twisted status symbol sort of thing, you know?). So far, they haven't, but that's not stopping us from presenting...

**MORE  
ITEMS  
FROM  
MAD'S**

# CELEBRITY SUPERMARKET





# RIGATONI DANZA



**ONE-DIMENSIONAL PASTA**

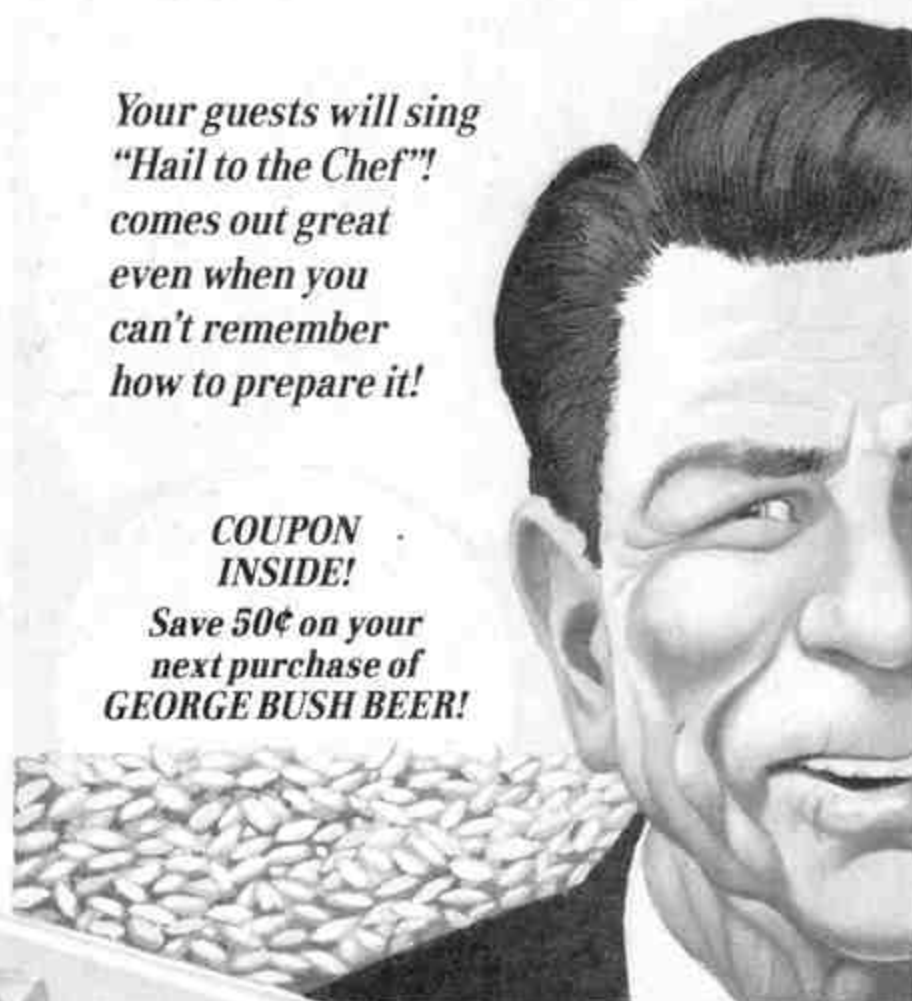
Will have your guests asking  
"WHO'S THE SAUCE?"

# R I A C E RONNIE

Your guests will sing  
"Hail to the Chef"!  
comes out great  
even when you  
can't remember  
how to prepare it!

**COUPON  
INSIDE!**

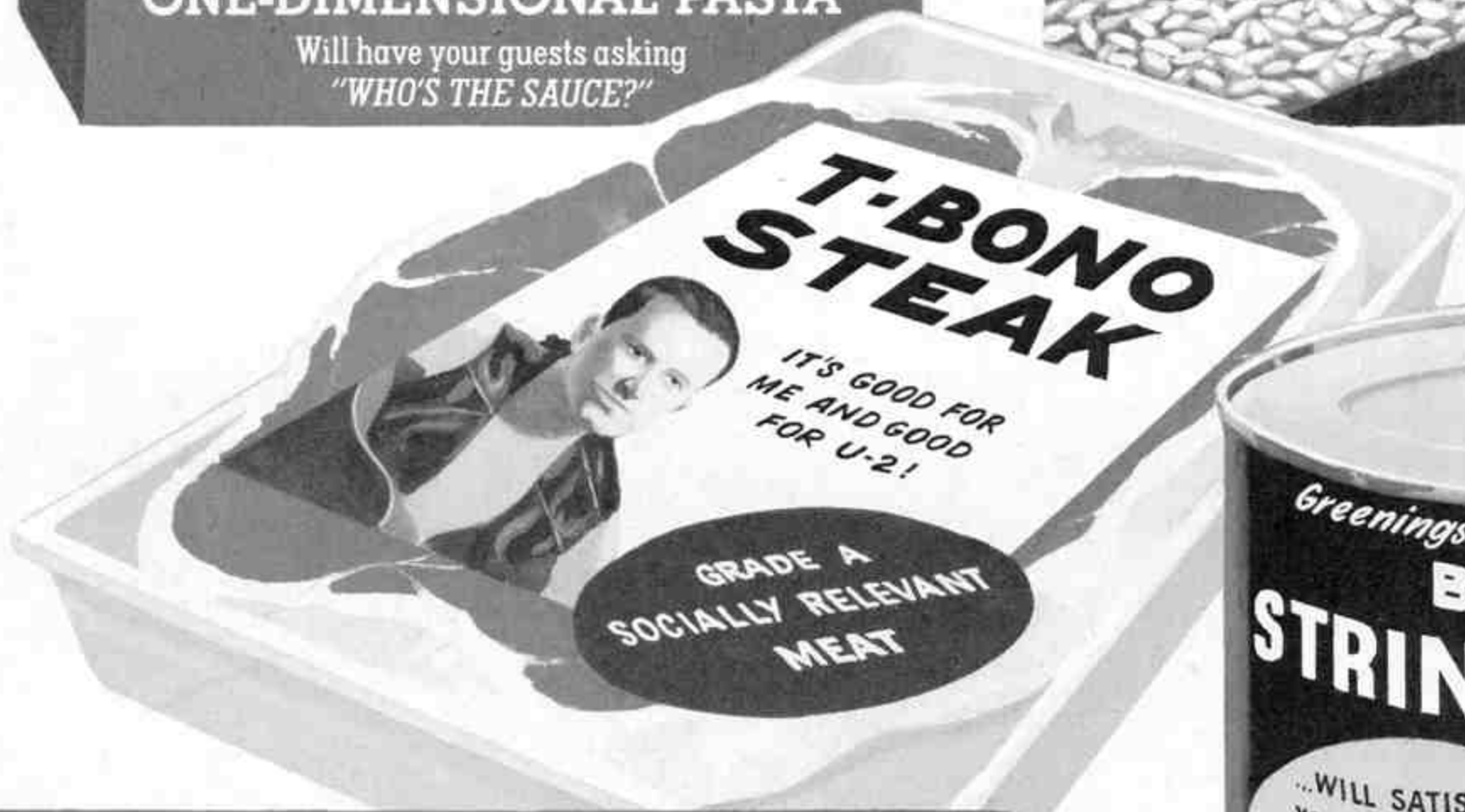
Save 50¢ on your  
next purchase of  
**GEORGE BUSH BEER!**



## T-BONO STEAK

IT'S GOOD FOR  
ME AND GOOD  
FOR U-2!

GRADE A  
SOCIALLY RELEVANT  
MEAT



## SUSAN Saranwrap

THE SEXY SEE-THROUGH SANDWICH WRAP  
Keeps Food HOT—Even in the Refrigerator!



## Greenings from Asbury Park! BRUCE STRINGBEANS

...WILL SATISFY  
YOUR HUNGRY  
HEART!



REMEMBER TO TRY BRUCE'S  
CORN IN THE U.S.A.!

ARTIST: BOB CLARKE

WRITERS: JOE RAIOLA AND CHARLIE KADAU



# MANUTE BOL O GNA



**SLAM DUNK** some into  
your shopping basket!

## KIWI HERMAN SHOE POLISH

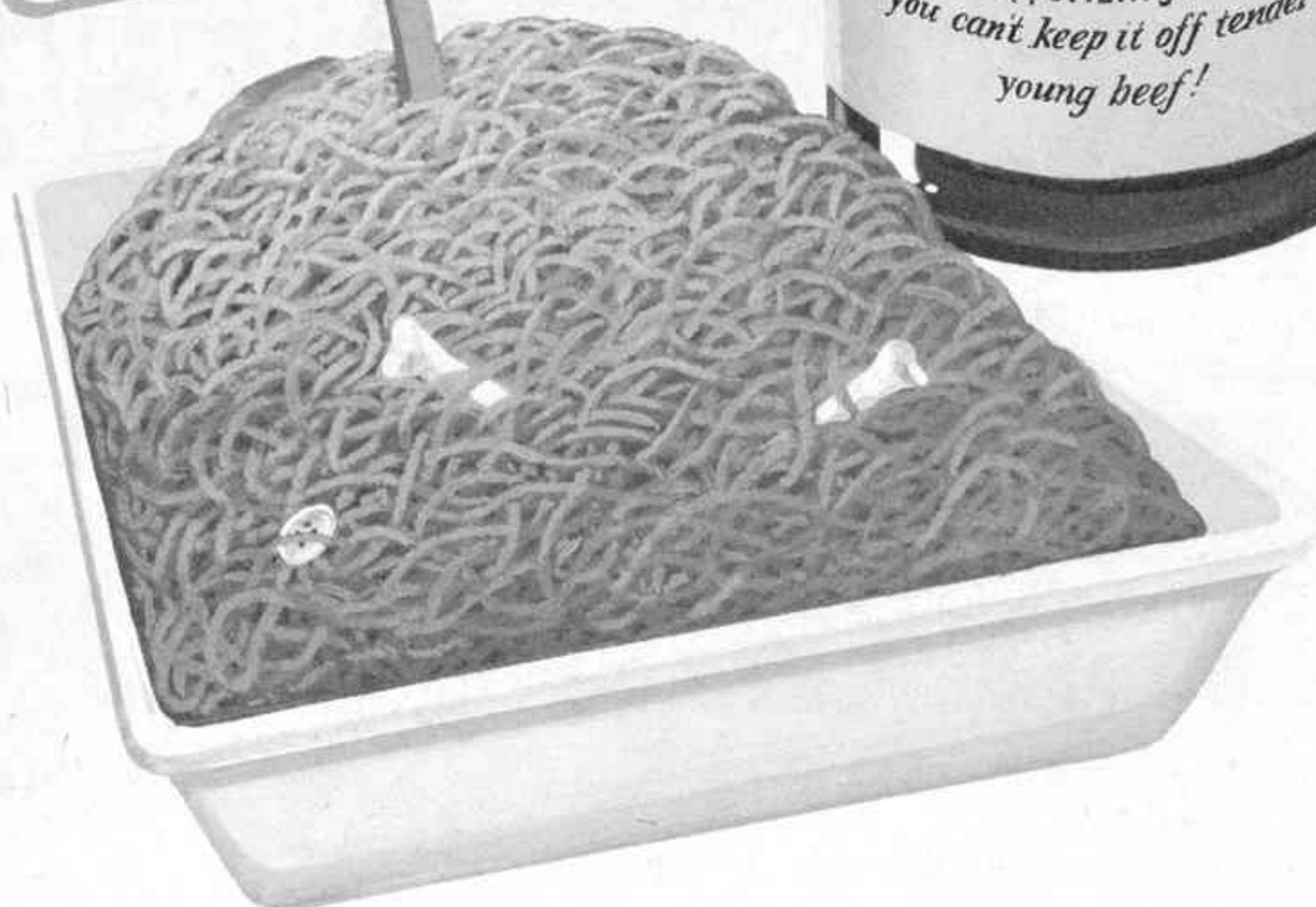
Use it on your  
Platform Shoes  
... and on your  
hair!



## GROUND CHUCK NORRIS



**TOUGH, BLOODY  
AND HARD TO CHEW**  
*the way REAL men  
like it!*



## WORCESTER CHER SAUCE

Helps dull meals  
"SNAP OUT OF IT!"

Makes really skinny cuts of  
meats seem Juicy and  
Appetizing!  
*you can't keep it off tender  
young beef!*









Look carefully at the Publishers' Sweepstakes envelope below. You probably get one every year, and you probably trash it! You think it's junk mail, and besides, the odds must be crazy that you, out of millions, could be the big winner, right? Wrong! The truth is many people fail to receive their notices. And those who do either trash them or screw up the forms so badly that they're eliminated! So what are you waiting for? Go through your garbage! Get back that entry form and check every box, affix every stupid sticker and rush it in, because MAD has assembled the figures to prove convincingly...

**PUBLISHERS' SWEEPSTAKES**  
Old Shell Game, CT

**Will You Win Ten Million Dollars?**

**PROMPTNESS  
STICKER!**

**BONUS  
STICKER!**

**YET ANOTHER  
STICKER!**

**You Have 3 Choices!  
Do You Know How To  
Use Stickers?**

If you return the preselected winning number by June 30,  
we will declare that

**ED STICKYSTUFF HAS  
BEEN PRESELECTED TO  
CONCEIVABLY WIN  
TEN MILLION DOLLARS!**

CRT-RT SORT  
Ed. L. Stickystuff  
1040 Egg Carton Blvd.  
Pseudo, CA 92107

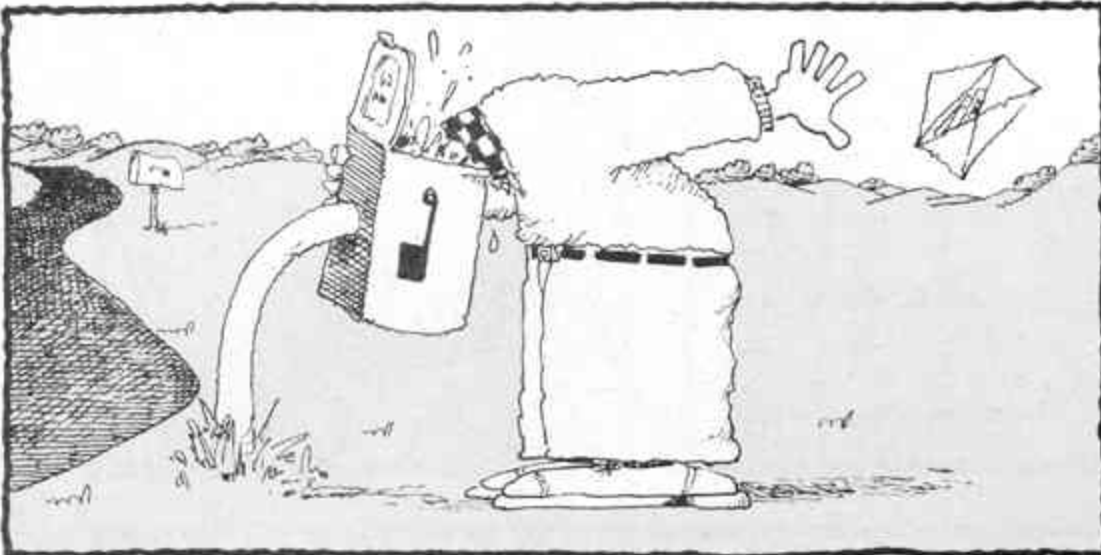
Budge Rate  
Postage  
C.O.D.  
Publishers'  
Sweepstakes

\*\*CR32

# WHY TO MAGAZ SV

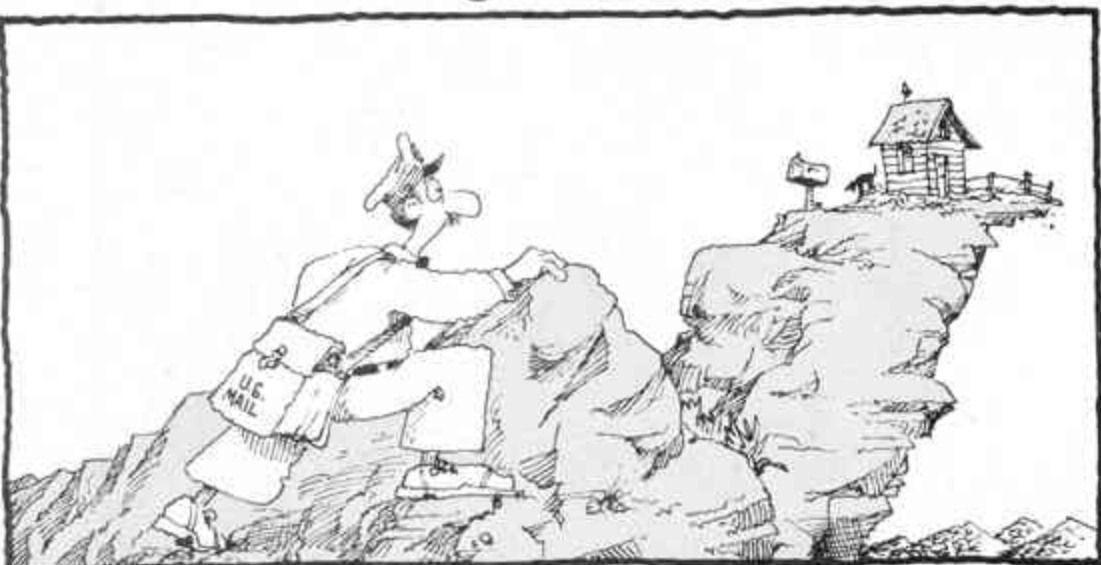


**Among 50,000,000 entries sent out...**



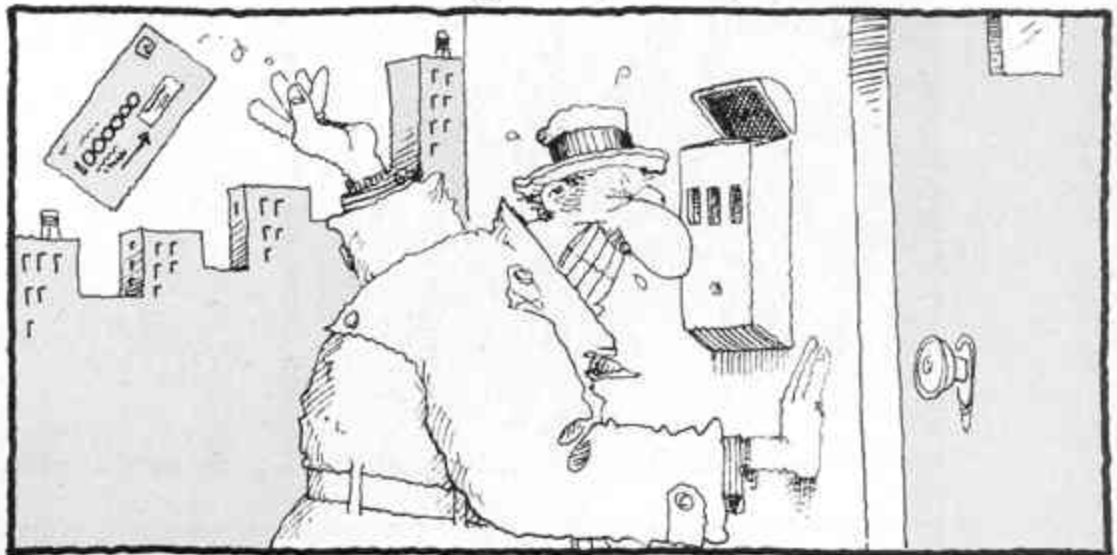
...14,168,000 will ruin their Sweepstakes entry forms by throwing up all over them the moment they see the picture of Ed McMahon.

**Of the remaining 30,886,951...**



...3,800,957 will be farmers and yahoos living so far out in the sticks that the mailman can't get through until two weeks after the deadline.

**Of the remaining 35,832,000...**



...184,000 will immediately throw the packet away after discovering that no hard core pornographic magazines are among those being offered.

**Of the remaining 27,085,994...**



...622,460 will be former Mafia informants who got new identities from the F.B.I. and who are afraid to claim mail addressed to their real names.





# YOU ARE SURE WIN THE NEXT ZINE PUBLISHERS' VEEPSTAKES

ARTIST: JOHN CALDWELL

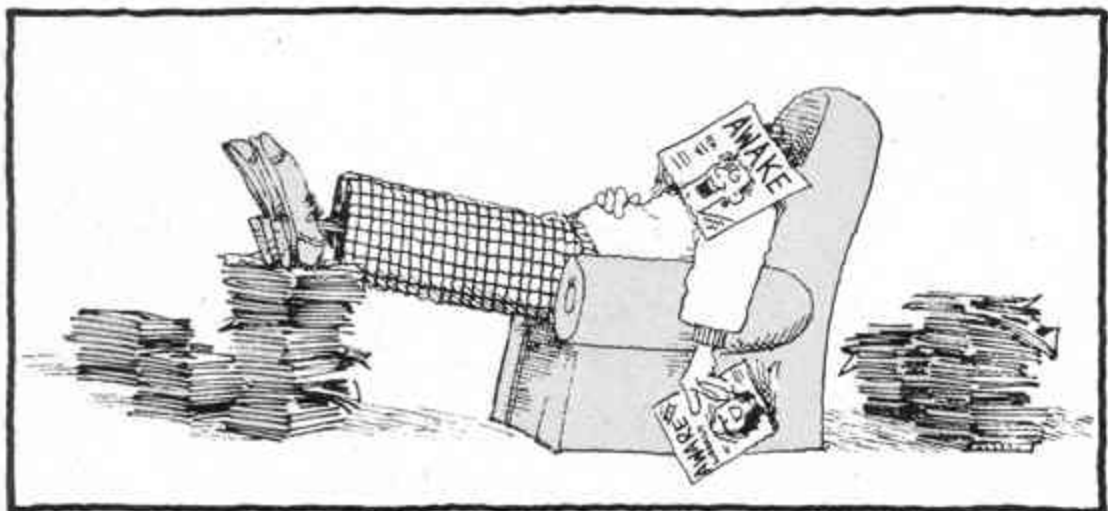
WRITER: TOM KOCH

Of the remaining 35,648,000...



...2,300,049 will be wealthy Wall Street wheeler-dealers and real estate brokers who don't think prizes of yachts or houses are valuable enough to waste time trying to win.

Of the remaining 26,463,534...



...16,917,540 will be so busy reading the magazines that they subscribed to last year in hopes of winning that they won't have time to open this year's contest packet.

Of the remaining 33,347,951...



...2,461,000 will be so confused by all the stickers, form letters, bonus seals, and other garbage that they'll give up without ever finding the Sweepstakes entry form.

Of the remaining 9,545,994...



...924,875 will be so intent on winning the Promptness Bonus by mailing before "midnight tonight" that they'll be arrested for breaking into the Post Office before "midnight tonight."



**Of the remaining 8,621,119...**



...892,500 will only read the part that says, "You may have already won \$1,000,000!" and assume they don't have to do anything but wait for the money.

**Of the remaining 7,657,619...**



...2,194,350 will skip it for fear that the publicity of a big contest win might cause the I.R.S. to notice that they've never filed a tax return.

**Of the remaining 3,031,264...**



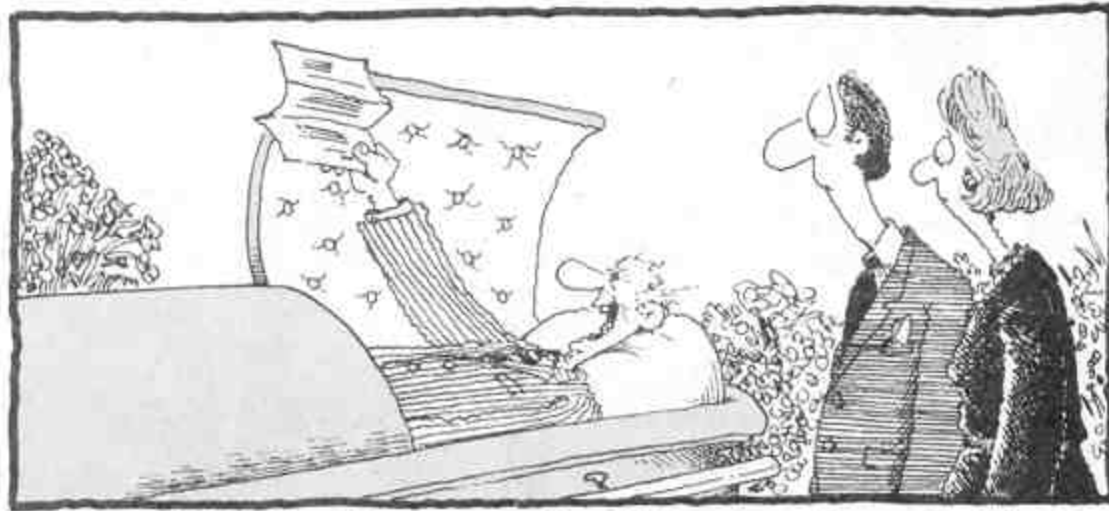
...2,350,000 will be loyal members of the National Society To Wipe Out Junk Mail, and are bound by oath to destroy Sweepstakes envelopes on sight.

**Of the remaining 679,396...**



...679,394 will look closely at the photo of last year's winners and decide that they'd rather lose \$1,000,000 than risk being seen with this year's roundup of goons and fools.

**Of the remaining 7,728,619...**



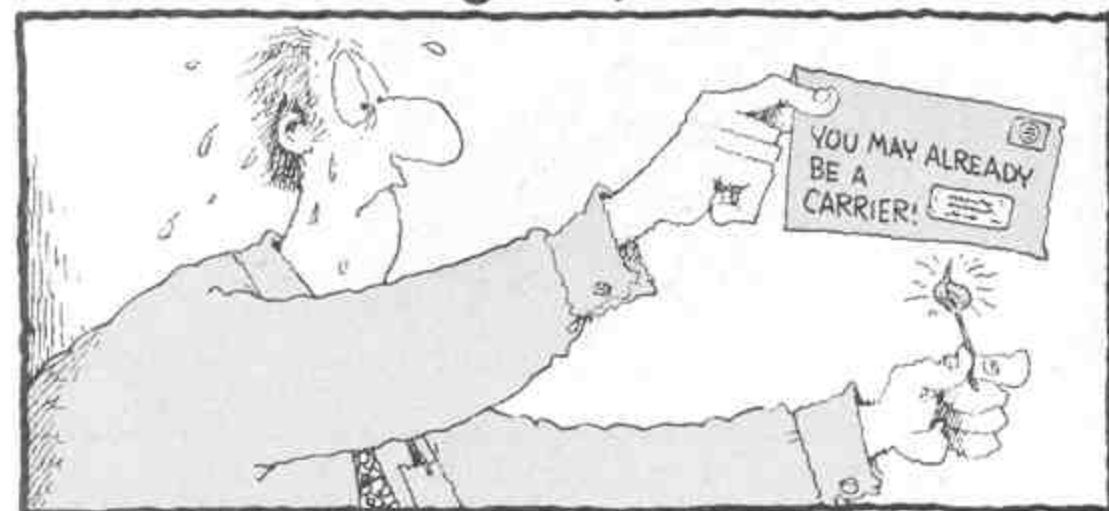
...71,000 will be more than 95 years old, and will reason that it's just plain goofy to go after prize money that's paid out in 30 annual installments.

**Of the remaining 5,463,269...**



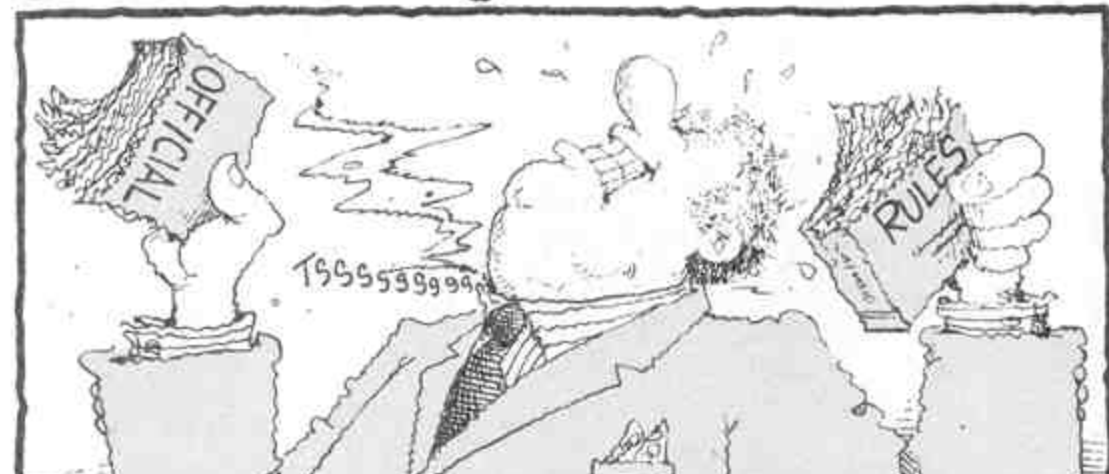
...2,432,005 will fail to participate because they can't find the only obscure option among 85 possibilities that lets you enter without buying anything.

**Of the remaining 681,264...**



...1,868 will consult numerologists who tell them that their assigned numbers are so unlucky that using them could touch off an epidemic of cholera.

**Of the remaining 2...**



...1 will be none other than prizemeister Ed McMahon, who is ineligible to win his own contest, thus leaving you as the only possible choice for first prize!!





## REACHING NEW HYPES OF ABSURDITY DEPT.

Hi, I'm Okra Windfree! Really! I bet you didn't even recognize the new skinny me! Hey, I lost so much weight my "Al Sharpton" Wig weighs more than I do! What's that have to do with anything? Well, it's my clever way of introducing today's topic—IMAGES!! You know, in 1988 we had an election in this country and the candidates were packaged and huckstered like hemorrhoid cream, odor eaters, roach poison or any other disgusting product! This brings us to today's special guest expert, Mr. Roger Ailing, who has just been chosen as...

# MAD'S POLITICAL IMAGE MAKER OF THE YEAR



Mr. Ailing, just what kind of background do you have? Are you experienced in communications or psychology?

Neither! I used to be a professional wrestling promoter!

What has professional wrestling got to do with politics?

They're the same! Wrestling promoters and political advisors both give guys phony images! And wrestling and politics are well rehearsed, carefully staged, good vs. evil confrontations which the public buys like they were entirely real!

So whether it's true or not doesn't matter as long as you fool the public!

Ya know Okra, you're quick! You're very quick!

~ FREE ~  
OUR HOSTAGES!  
☆ PARDON ☆

Ollie North and John Poindexter !!

WE DON'T BRAKE FOR  
TED KENNEDY

NEITHER  
DOES  
HE...

WILLIE HORTON WANTS YOUR SISTER!

TOM FOLEY WANTS YOUR BROTHER!

★ TED KENNEDY ★  
WANTS YOUR CAR!

HAVE NO FEAR, WE SHALL SMEAR	
1	MIKE DUKAKIS ✓
2	JIM WRIGHT ✓
3	TONY COELHO ✓
4	BILL BRADLEY ✓
5	MARIO CUOMO
6	SAM NUNY
7	DICK GEPHART
8	AL GORE
9	JESSE JACKSON
10	ALFRED E. NEUMAN



What exactly do you do for a candidate?

We take a nerd and make him look like a leader! We teach him to walk...

C'mon, a little more swagger, for God's sake! Your wrists are too limp!

And we tell him what to say...

Read my lips! No new taxes!

Then he's finally ready to meet the public!

I want all of you to know, I'm my own man!

Okra, meet my candidate, Senator Joe Bland!

Senator, how do you feel about...

Hold it! No questions, no interviews, no press conferences! We've got an election to win!

But aren't press conferences part of the election process?

Not when I'm running things! Suppose you ask him something we haven't rehearsed or suppose he forgets an answer? We could blow the whole election! There, there, don't you worry, Joe baby, I won't let her ask you any nasty questions!

I only want media coverage on upbeat, flag waving, Americana photo opportunity bits — the pap I stage that the TV networks show every night as hard news! All this free ad time allows us to spend our cash on really important stuff, like negative smear commercials!

Don't you think important issues like taxes, the environment and the deficit should be discussed?

Voters are turned off by all that boring stuff! They want to hear about things they can relate to, like the Pledge of Allegiance and school prayer! There's plenty of time to discuss junk like taxes and deficits after the election!

Yeah, but then it's too late!

Like I said before, you're quick! You're very quick!

I pledge allegiance...

Now I lay me down to sleep...





Let's go! Places, everyone! "Debate rehearsal, Take 29!"

Sir, what's your view on our relationship with the Soviets?

I say the Soviet Union is an evil empire!

Hold it! New polls show Americans want better relations with the Soviets!

And some of our biggest contributors are making megabucks business deals in Moscow!

Here, Senator, read this! It's your new position!

The Soviets and the U.S. must work together for peace. I look forward to more trade that will help us both. We'll send them our technical know-how and they'll send us caviar and baggy suits!

Won't the voters be upset about the Senator flip-flopping like that?

Nah, we'll just maintain he's got "flexible convictions"!

Do you really think he's Presidential timber?

So he's a bit fuzzy on the issues! He's the ideal candidate! He goes to church, has never been caught cheating on a school exam or on his wife, he's never admitted to smoking pot, Dirty Harry is his hero, he knows the Pledge of Allegiance by heart and he does exactly what I tell him to!

But won't you feel guilty if an unqualified man gets elected President?

It won't be my fault! The people will elect him, not me! Hey, I don't even vote!

This is our think tank.

Do they think of ways to help our country solve its problems?

No, they think of ways to screw the opposing candidate!

We do research into his background and try to come up with some good sleazy stuff we can use against him!

This is my speech writing department. They've written for some of the most famous people in history!

You mean Nixon, Ford, Carter and Reagan?

No, I mean real biggies—Bob Hope, Johnny Carson and David Letterman!

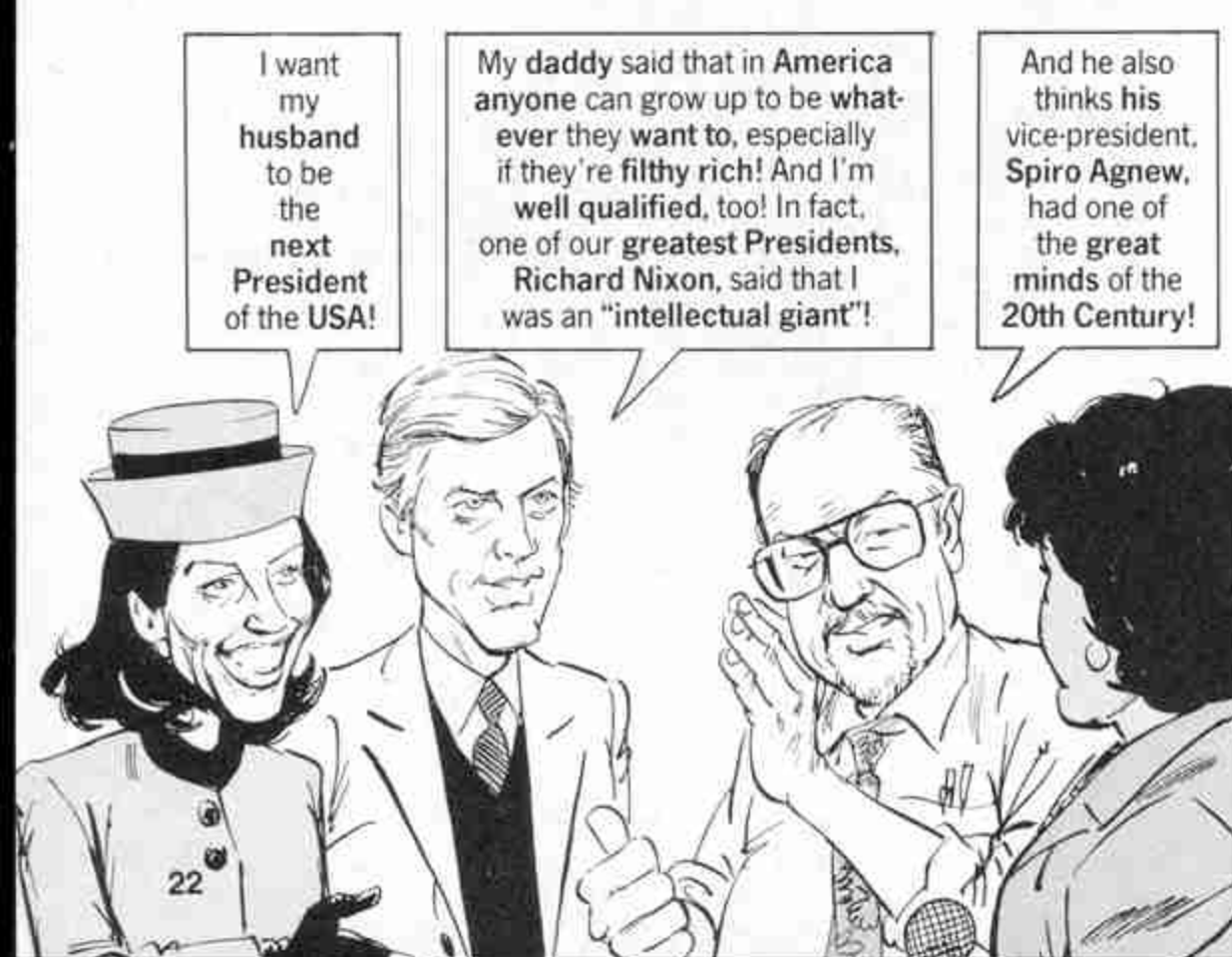
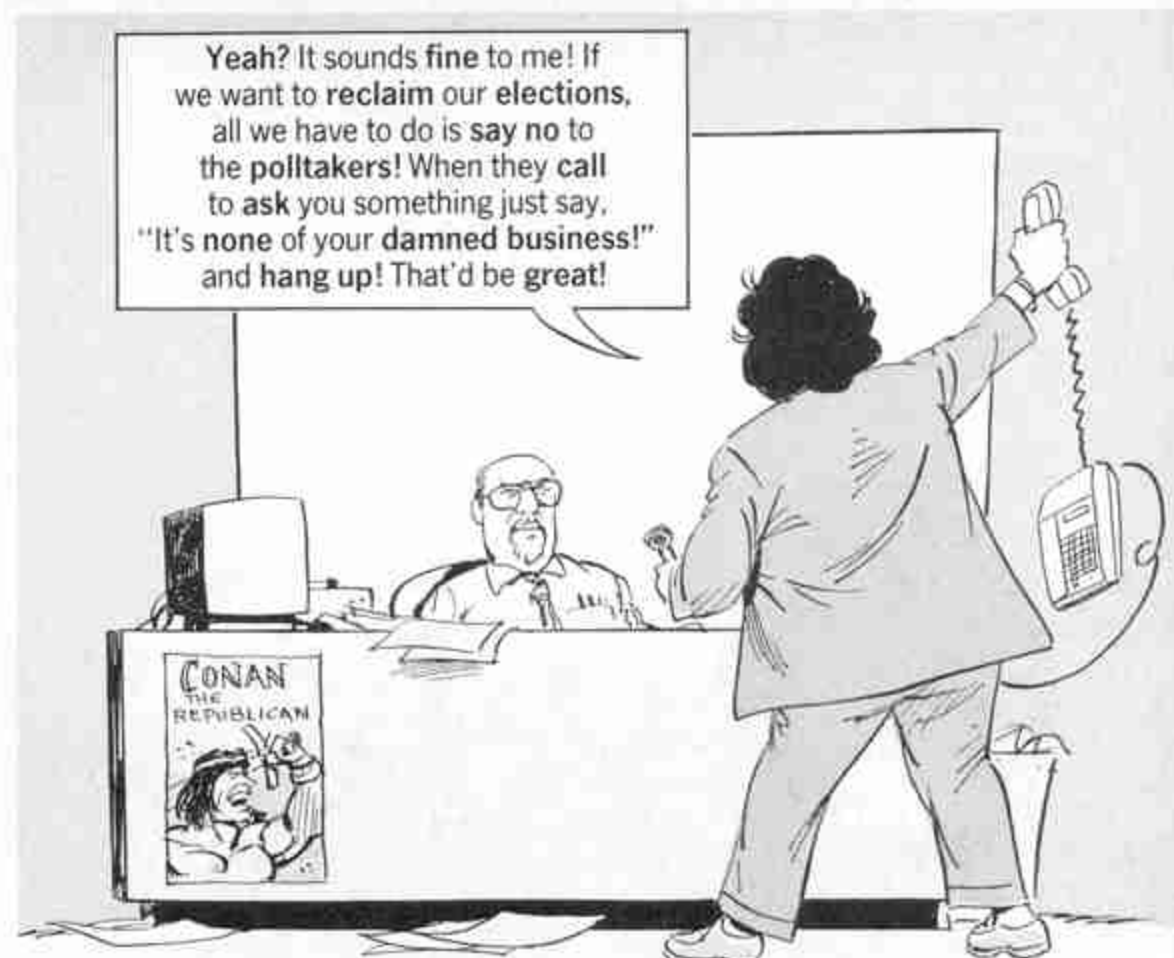
He thinks de-fense is something you put up around de-back-yard! Ha!

They're not writing speeches, those are one-liners!

In our technical age we call them "sound bites" and they play great on TV! The days of long, boring speeches are over! The public has a very short attention span! Lincoln couldn't get away with that "Fourscore and seven years" crap! It's too deep for today's audience!

Imagine, some day school kids will have to memorize the great political statements of the 80's, like "Read my lips" and "Go ahead, make my day!"

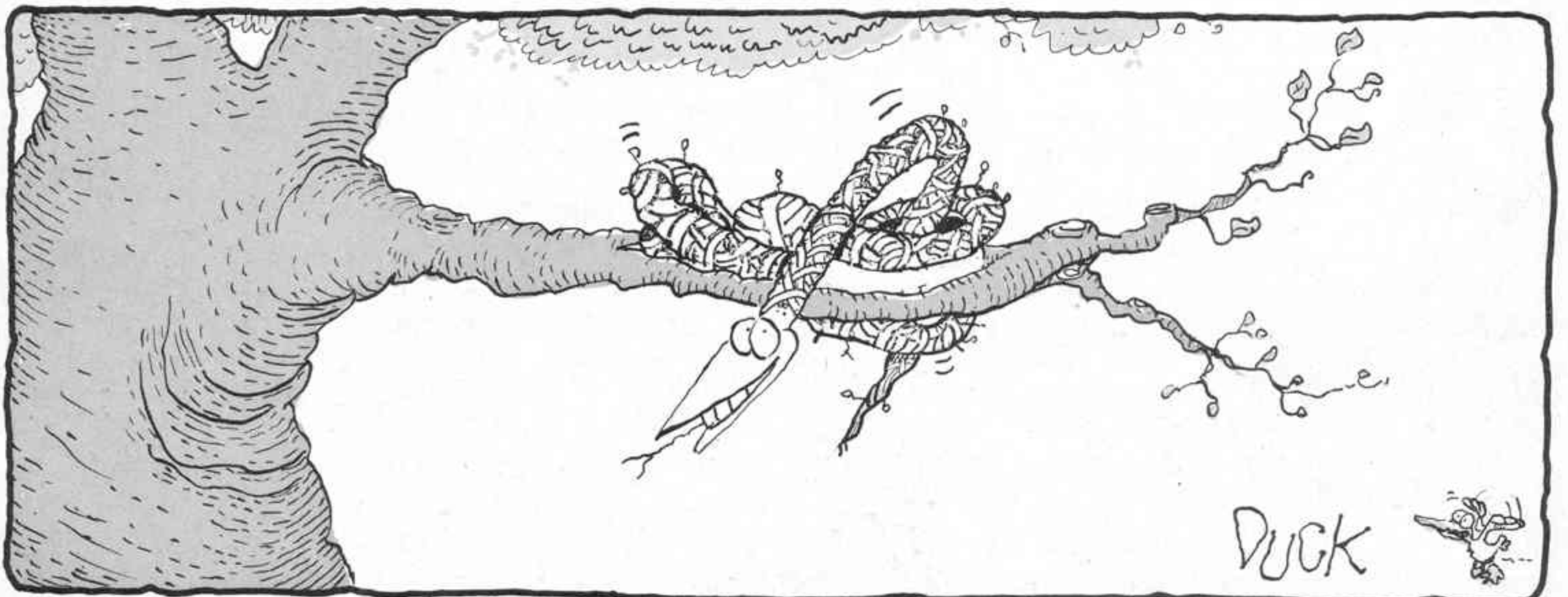
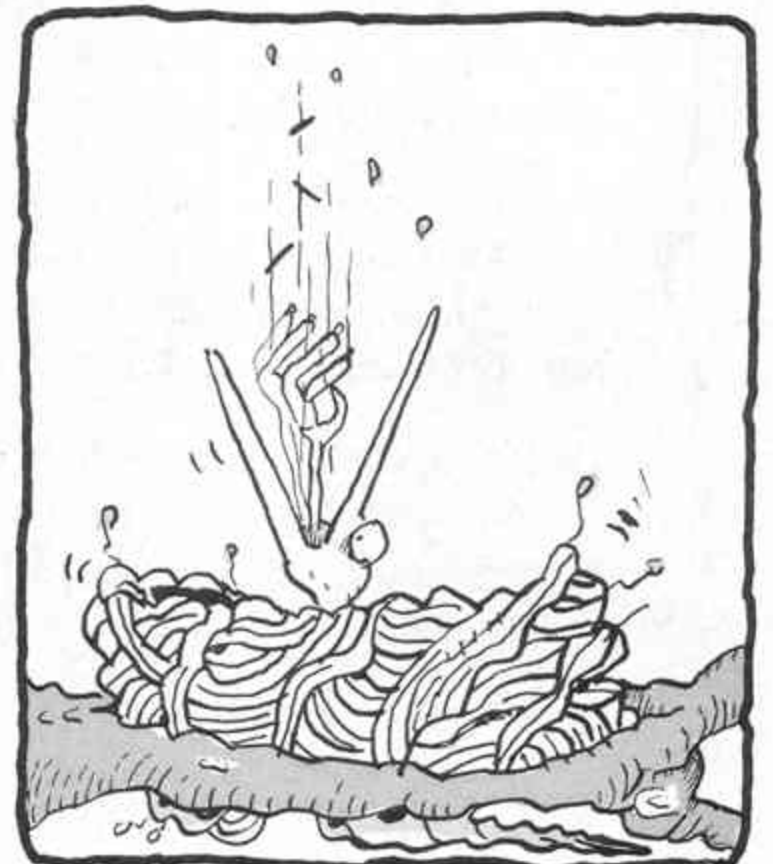
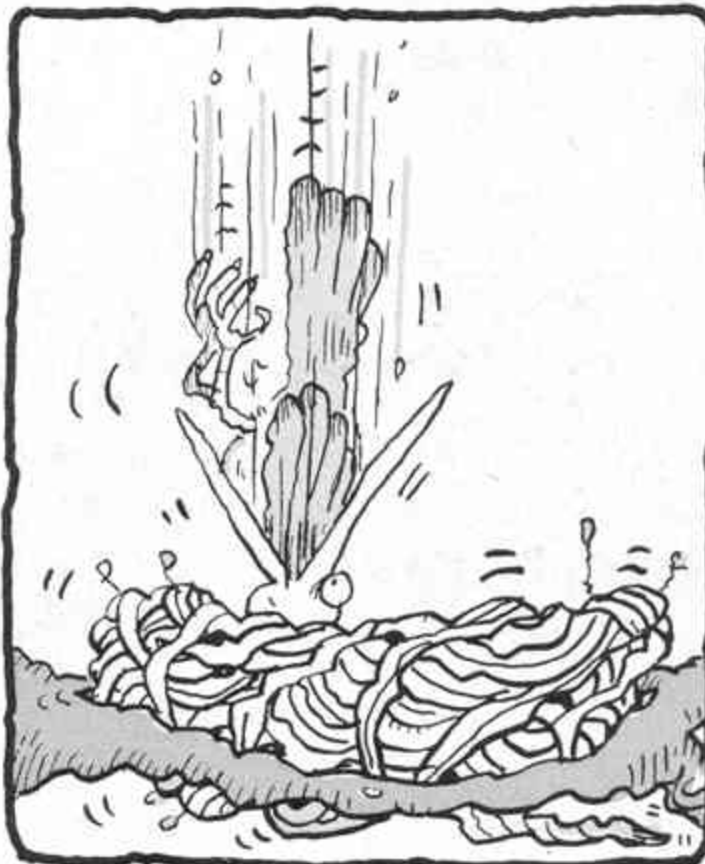
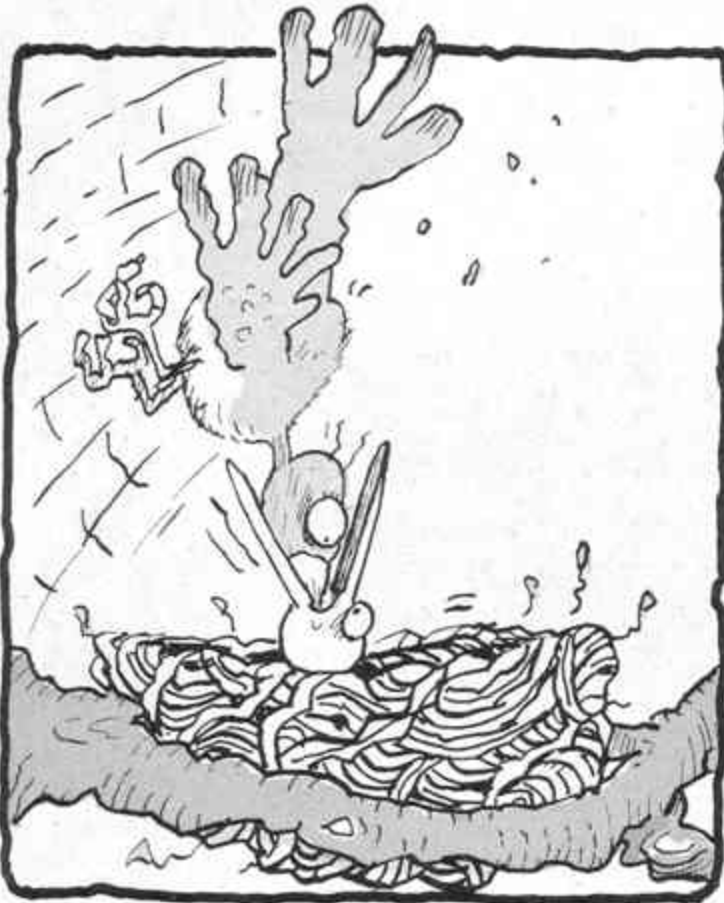
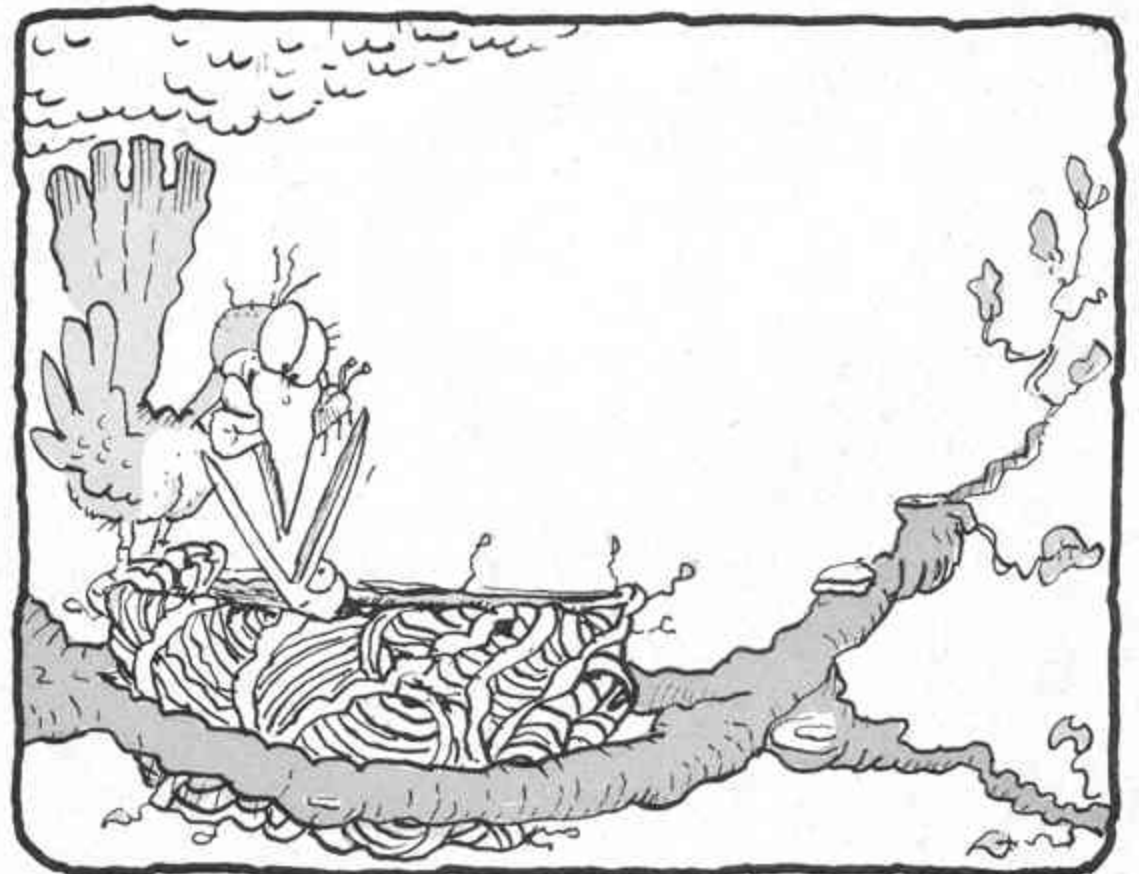
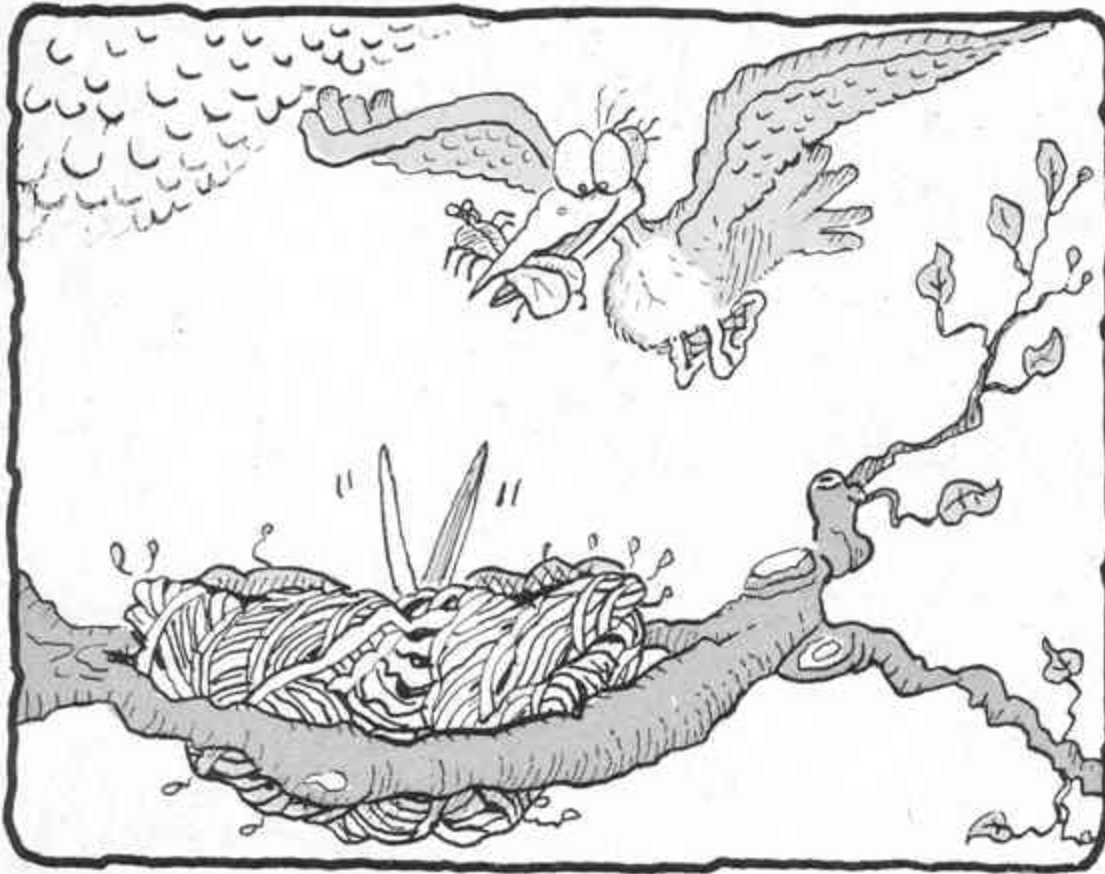








# THE FEATHERED FEEDING FRENZY



DUCK





LAST YEAR AMERICA CELEBRATED THE 100TH ANNIVERSARY  
OF ERNEST LAWRENCE THAYER'S "CASEY AT THE BAT."  
NOW, IN HONOR OF THIS GREAT POEM AND THE GAME  
IT GLORIFIED, WE OFFER YOU...

# Baseball

THE SUMMERS LACKED EXCITEMENT BACK IN 1869;  
THE NATION HAD NO PASTIME, WHICH WAS NOT A HAPPY SIGN;  
THOUGH SOME TURNED ON TO GOLF OR CAUGHT THE FEVER OF CROQUET,  
THROUGHOUT THE LAND DEEP SIGHS WERE HEARD OF BOREDOM AND DISMAY.

BUT THEN SOME GENTS PROPOSED A PLAN THAT FOLKS WOULD SURELY LOVE--  
COMPETING TEAMS PROVIDING THRILLS WITH BALL AND BAT AND GLOVE,  
AND, SPLENDOROUS IN UNIFORMS, PAID PLAYERS KNOWN AS "PROS;"  
'T WAS BASEBALL, WONDROUS BASEBALL, AND WOULD BANISH ALL OUR WOES.

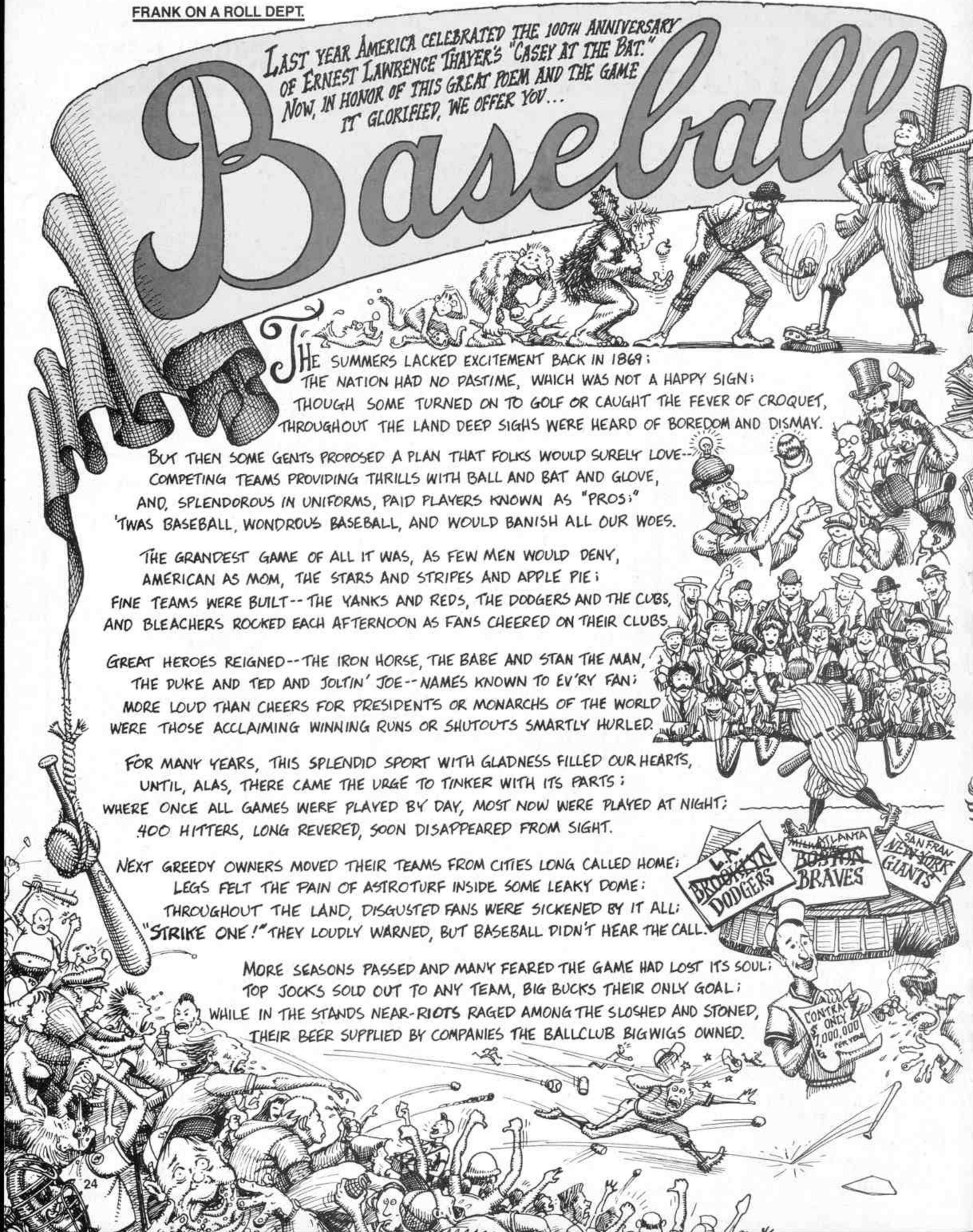
THE GRANDEST GAME OF ALL IT WAS, AS FEW MEN WOULD DENY,  
AMERICAN AS MOM, THE STARS AND STRIPES AND APPLE PIE;  
FINE TEAMS WERE BUILT--THE YANKS AND REDS, THE DODGERS AND THE CUBS,  
AND BLEACHERS ROCKED EACH AFTERNOON AS FANS CHEERED ON THEIR CLUBS.

GREAT HEROES REIGNED--THE IRON HORSE, THE BABE AND STAN THE MAN,  
THE DUKE AND TED AND JOLTIN' JOE--NAMES KNOWN TO EV'RY FAN;  
MORE LOUD THAN CHEERS FOR PRESIDENTS OR MONARCHS OF THE WORLD  
WERE THOSE ACCLAIMING WINNING RUNS OR SHUTOUTS SMARTLY HURLED.

FOR MANY YEARS, THIS SPLENDID SPORT WITH GLADNESS FILLED OUR HEARTS,  
UNTIL, ALAS, THERE CAME THE URGE TO TINKER WITH ITS PARTS;  
WHERE ONCE ALL GAMES WERE PLAYED BY DAY, MOST NOW WERE PLAYED AT NIGHT;  
400 HITTERS, LONG REVERED, SOON DISAPPEARED FROM SIGHT.

NEXT GREEDY OWNERS MOVED THEIR TEAMS FROM CITIES LONG CALLED HOME;  
LEGS FELT THE PAIN OF ASTROTURF INSIDE SOME LEAKY DOME;  
THROUGHOUT THE LAND, DISGUSTED FANS WERE SICKENED BY IT ALL;  
"STRIKE ONE!" THEY LOUDLY WARNED, BUT BASEBALL DIDN'T HEAR THE CALL.

MORE SEASONS PASSED AND MANY FEARED THE GAME HAD LOST ITS SOUL;  
TOP JOCKS SOLD OUT TO ANY TEAM, BIG BUCKS THEIR ONLY GOAL;  
WHILE IN THE STANDS NEAR-RIOTS RAGED AMONG THE SLOSHED AND STONED,  
THEIR BEER SUPPLIED BY COMPANIES THE BALLCLUB BIGWIGS OWNED.





# at the Bat

RESPONDING TO THE GAME'S DECLINE, THE OWNERS SPUN THEIR WHEELS,  
CONTENT TO RAKE IN TONS OF CASH FROM SWEETHEART NETWORK DEALS;  
THE FANS, AGAIN FORGOTTEN, SEETHED AS TICKET PRICES SOARED;  
"STRIKE TWO!" RANG OUT THEIR CALL, WHICH BASEBALL ONCE AGAIN IGNORED.

THE YEARS HAVE WEAKENED BASEBALL'S HEART; ITS PULSE IS FADING FAST;  
YET HOPE REMAINS IT MAY RECLAIM THE GLORY OF ITS PAST;  
BUT NOW WE HEAR OF COCAINE BUYS AND PLAYERS SNEAKING TOOTS,  
AND GAMBLING RAPS AND SORDID SEX AND PALIMONY SUITS.

YER OUT!!!

OH, SOMEWHERE THERE'S A GRAND OLD GAME THAT'S FREE OF GREED AND SLEAZE,  
A GAME WHERE OWNERS HONOR FANS AND KEEP THEIR GUARANTEES;  
AND SOMEWHERE JOCKS REMEMBER WHAT THE GAME IS ALL ABOUT,  
BUT YOU CAN KISS THE DREAM GOODBYE--ALMIGHTY BASEBALL HAS STRUCK OUT!

ARTIST: JAMES WARHOLA WRITER: FRANK JACOBS



THIS JUST IN ... AND OUT DEPT.

# FLEETING "STARS" OF THE SIX O'CLOCK

KENNEBUNK, MAINE:  
WEATHERBREAKER WHO FIRST SPOTTED HURRI-  
CANE WILBUR



LAWRENCE, KANSAS:  
THE COKER TRIPLETS, RE-UNITED AFTER SIXTY-  
TWO YEARS, THANKS TO THIS TV STATION



JERSEY CITY, NEW JERSEY:  
IN-LAWS OF THIRD LARGEST LOTTERY WINNER IN  
NEW HAMPSHIRE

ARTIST AND WRITER:



BUCKS COUNTY, PENNSYLVANIA:  
MISS LISA RUCKDESCHER FROM THE UPSTATE  
SCHOOL OF MUSIC, WHO SANG THE NATIONAL AN-  
THEM TO OPEN THE TRIPLE-A BASEBALL SEASON



COLDSRING, NEW YORK:  
MR. DAVID DASCH, WHO WALKED BACKWARDS  
FROM ALBANY TO N.Y.C. TO PROTEST THE WAN-  
TON KILLING OF CRABGRASS



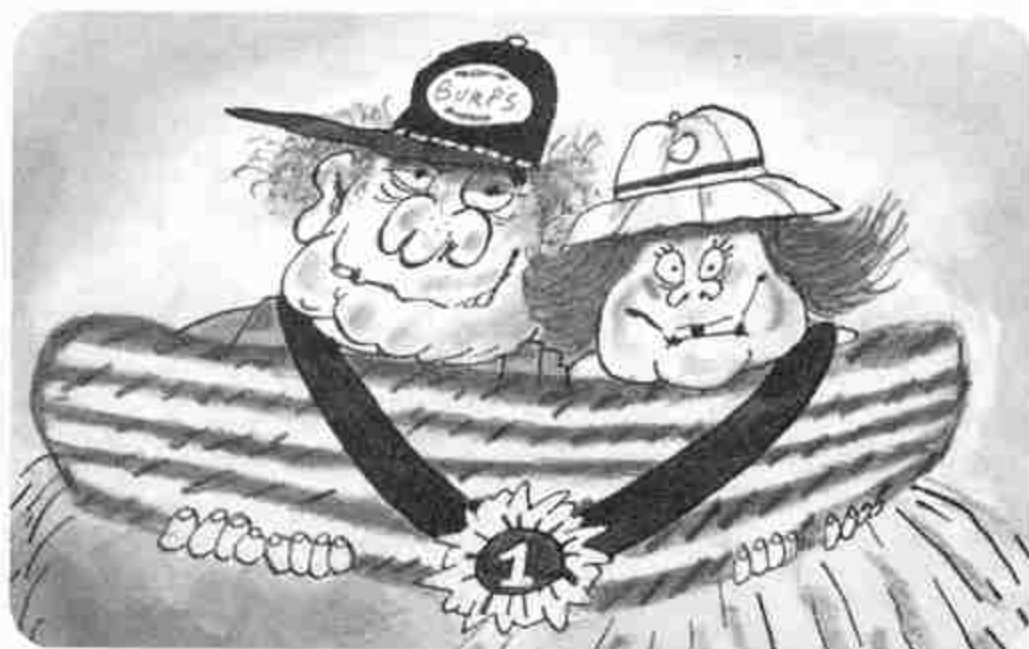
**TEXARKANA, TEXAS:**  
WINNER OF CHUCKWAGON CHILI CONTEST, AND  
JUDGES



**CINCINNATI, OHIO:**  
YOUNG MAN WHO MADE BARE-HANDED CATCH  
OF A DARRYL STRAWBERRY FOUL TIP



# LOCAL NEWS



**SAN FERNANDO VALLEY, CALIFORNIA:**  
MR. AND MRS. WALLY ZICKER AND THEIR RECORD  
86 POUND ZUCCHINI

PAUL PETER PORGES



**WINNEBAGO, HAWAII:**  
GRANDMA LULA BETH GRUNE, CONGRATULATED  
ON HER 101st BIRTHDAY BY HER GREAT-GREAT  
GRANDDAUGHTER TIFFANY



**O'HARE AIRPORT, CHICAGO, ILLINOIS:**  
TAXI DRIVER WHO RETURNED PRICELESS BASS  
FIDDLE WITHOUT ACCEPTING A REWARD



**LINCOLN, NEBRASKA:**  
FRANKLIN J. CUPS, HIGHEST STATEWIDE S.A.T.  
SCORER WITH HIS PROUD PARENTS

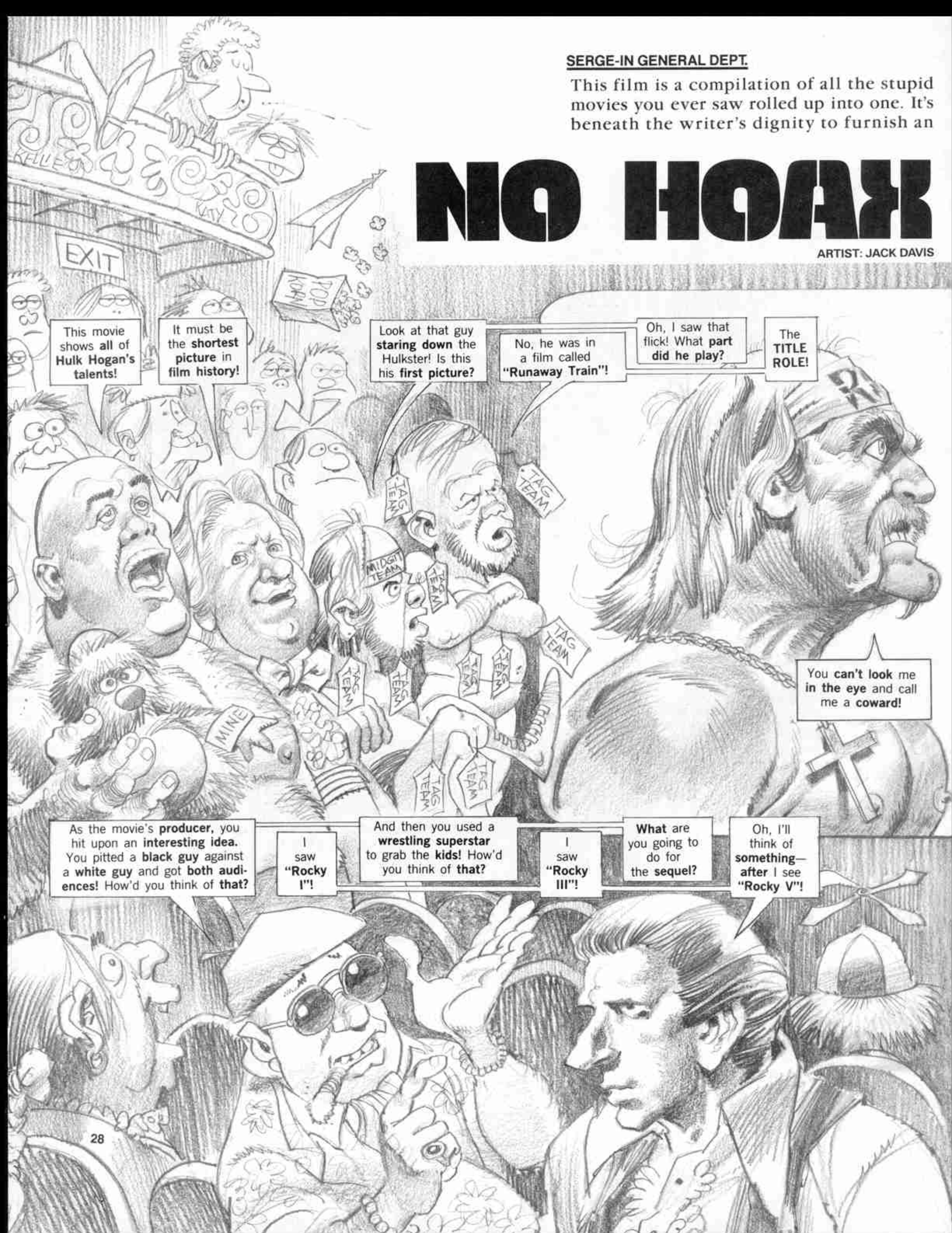


**SERGE-IN GENERAL DEPT.**

This film is a compilation of all the stupid movies you ever saw rolled up into one. It's beneath the writer's dignity to furnish an

# NO HOAR

ARTIST: JACK DAVIS



This movie shows all of Hulk Hogan's talents!

It must be the **shortest** picture in film history!

Look at that guy staring down the Hulkster! Is this his first picture?

No, he was in a film called "Runaway Train"!

Oh, I saw that flick! What part did he play?

The **TITLE ROLE!**

You can't look me in the eye and call me a coward!

As the movie's **producer**, you hit upon an **interesting idea**. You pitted a **black guy** against a **white guy** and got **both audiences!** How'd you think of that?

I saw "Rocky I"!

And then you used a **wrestling superstar** to grab the kids! How'd you think of that?

I saw "Rocky III"!

What are you going to do for the **sequel?**

Oh, I'll think of **something**—after I see "Rocky V"!



introduction to such an idiotic clap trap!  
If it weren't for the money, the writer  
wouldn't have even done the following spoof of:

# BARBED

WRITER: STAN HART

This film started as  
a **low budget** movie but  
costs **skyrocketed** due  
to **increased oil prices!**

How did  
**that** effect  
the **budget?!**

They used at least  
a **barrel** of the  
stuff on Hogan  
for **each scene!**

Does Hulk wear  
his **cross** as a  
symbol of **love**  
and **peace?**

Yeah, **that** and  
that fact that  
he can **hit**  
people with it!

I can't look  
you in the  
eye—**period!**

The coming attraction  
trailers on TV were  
real **exciting!** I'm  
going to the **movie** so  
I can see **all the action!**

**Don't bother!**

**Why not?**

If you saw the  
**trailers**, then  
you've seen **all the**  
**action** there is  
to see in the film!

This movie is  
going to create  
a lot of  
**excitement** in  
movie theatres!

Yeah,  
**Stink**  
**Bombs**  
usually  
do!



I can't understand why our network's ratings are down! Didn't I just finish showing the World Series?

Yeah, but you showed replays of last year's World Series! Everyone already knew who was going to win!

So what?! In Pro Wrestling matches, everyone always knows who's going to win! Go figure!!

I'm signed with a rival network! I won't wrestle for you!

Ha! Everyone has his price! You'll do anything for money! Here's a blank check!

You can't buy me!

At least Ted DiBiase has the class to do this with cash!

Hey, why is this steel wall coming down?

It's a protective device!

I don't need any protection!

But I do! I used it all the time when I was a cabbie in the South Bronx!

I think we're in trouble! I saw a stat sheet on this guy! His chest measures 58!

You were looking at his I.Q.! His chest is a lot bigger than that!

I'd like a jaunty Pinot Blanc! Any odd year in the 60's will do!

He sounds very knowledgeable!

Actually, he doesn't know squat about wines! But he's 6 foot 10, so who's going to tell him!

In the ring you look so formidable!

How do I look now?

Like an over-age, balding beach boy in a cheap, ill-fitting suit!







Ripe, Zoos just beat up your brother! He's in pretty bad shape!

There's only one thing for me to do! Get **REVENGE!!!**

Actually, there are a few things you could do. You could call a cop and have Zoos arrested for assault with intent to kill! Or you could sue him! But that would be using your head, and you're not used to that!

Gee, I hate to see that!

You're embarrassed to see a wrestling champ show his emotions?

No, I'm embarrassed to see how much worse he acts on the screen than he does in the ring!



If you want to see Scamantha alive, you must agree to a fixed match!

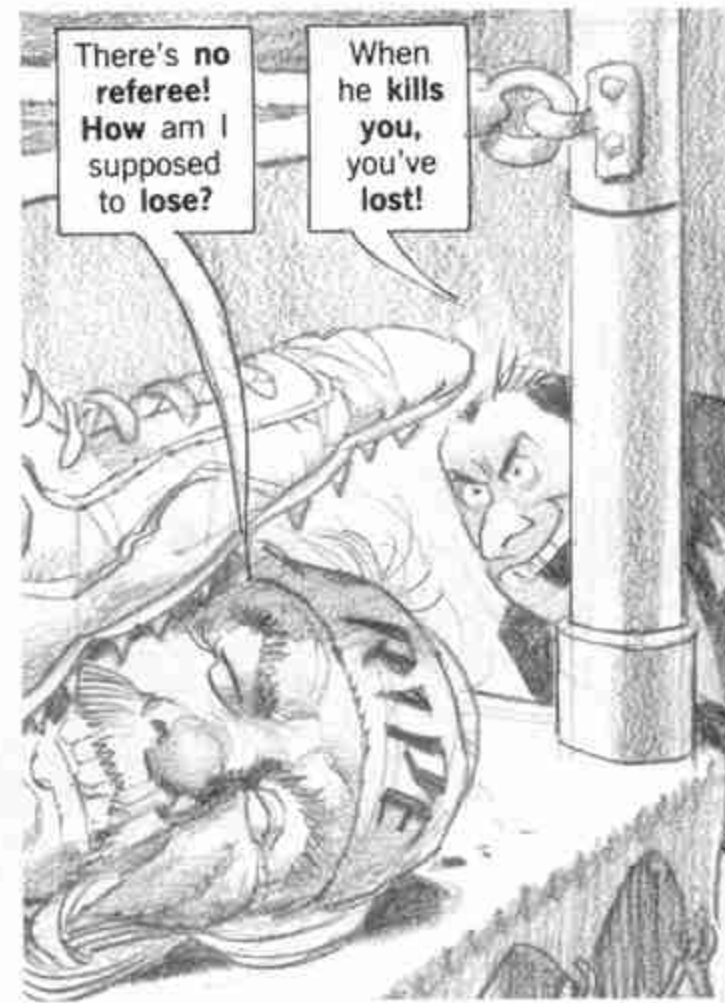
So... What's the catch?

Brill said that if I don't throw the match, he'll kill Scamantha! There's only one thing to do. Obey him!

Actually, there are a few things you could do! You could call the FBI and report the kidnapping. You could phone Brill and tape the call! You could...

There's no referee! How am I supposed to lose?

When he kills you, you've lost!

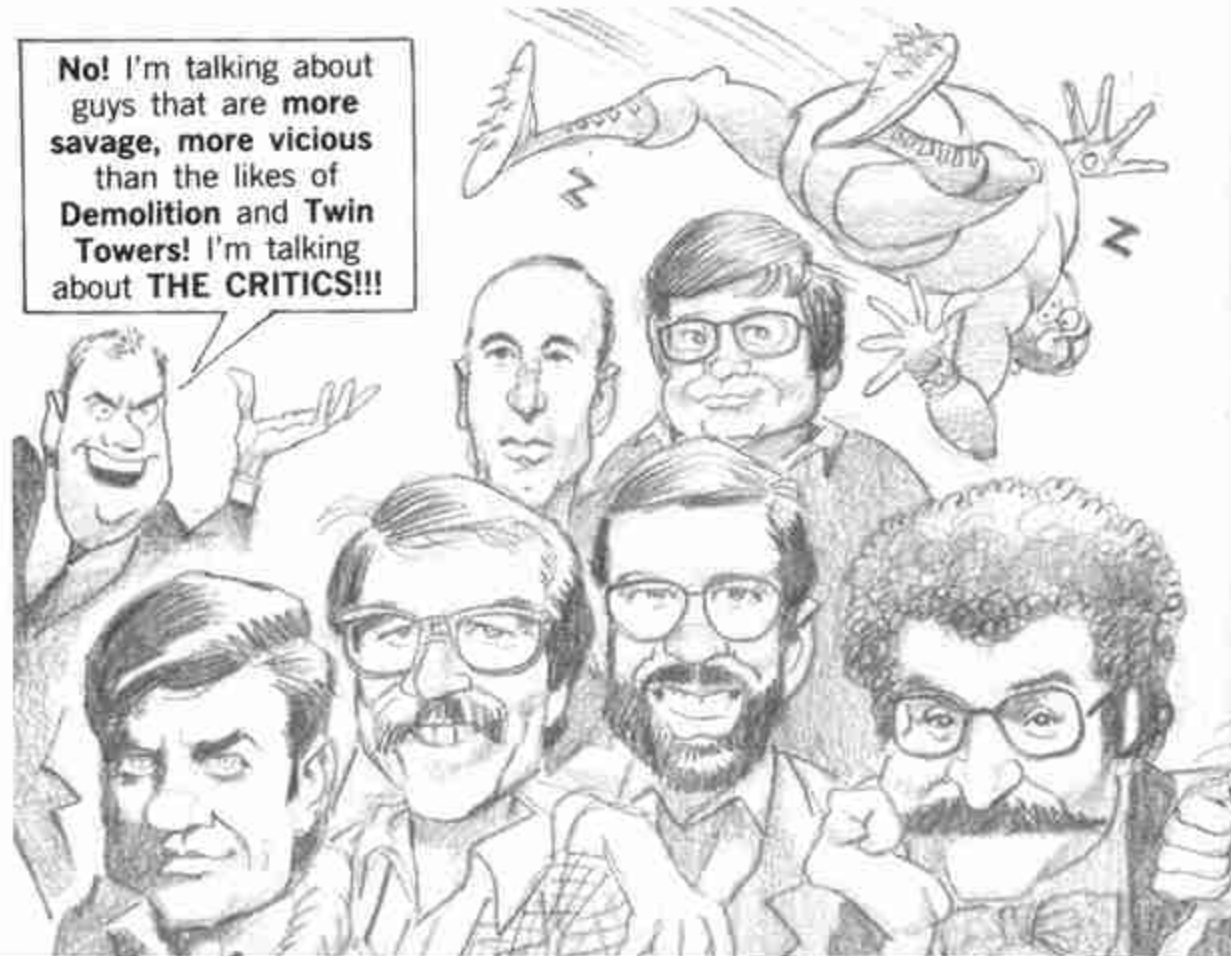
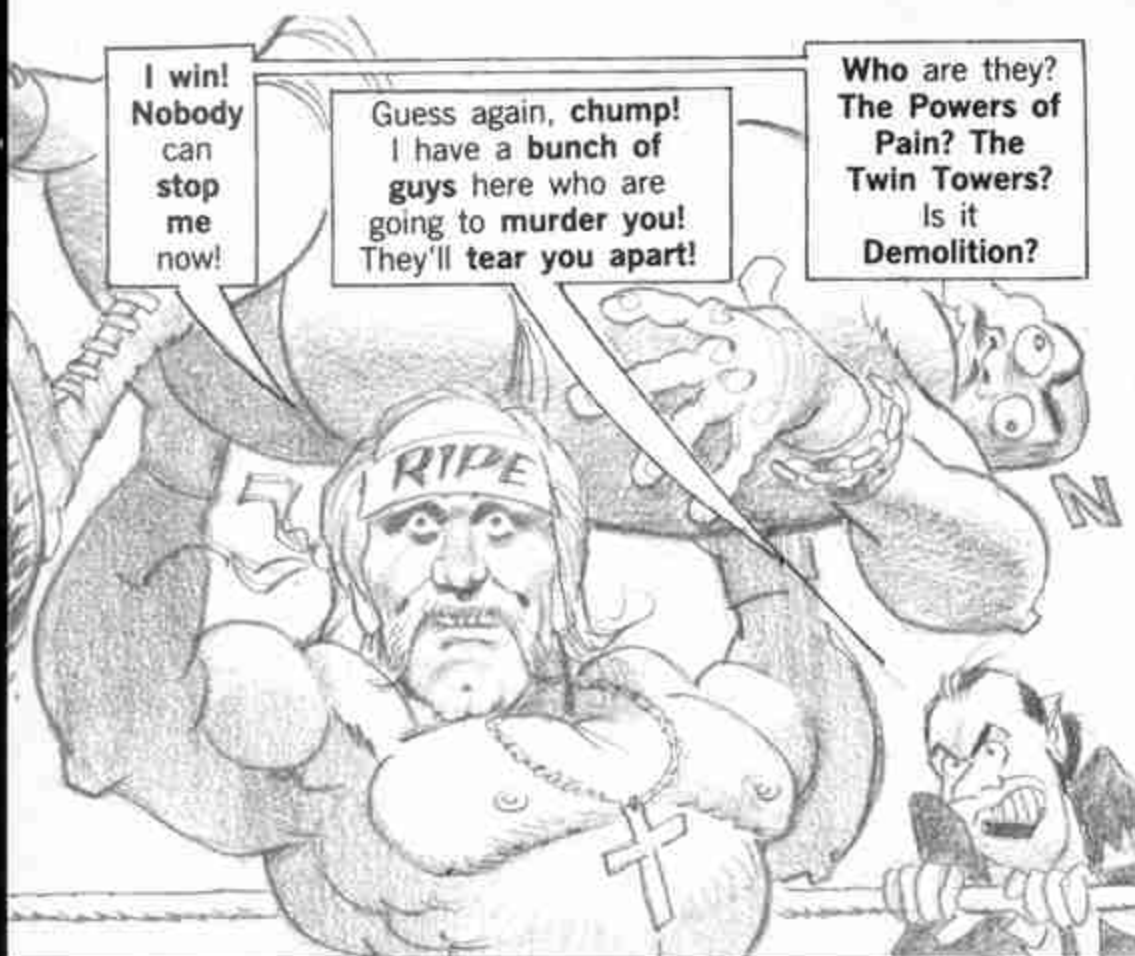


I win! Nobody can stop me now!

Guess again, chump! I have a bunch of guys here who are going to murder you! They'll tear you apart!

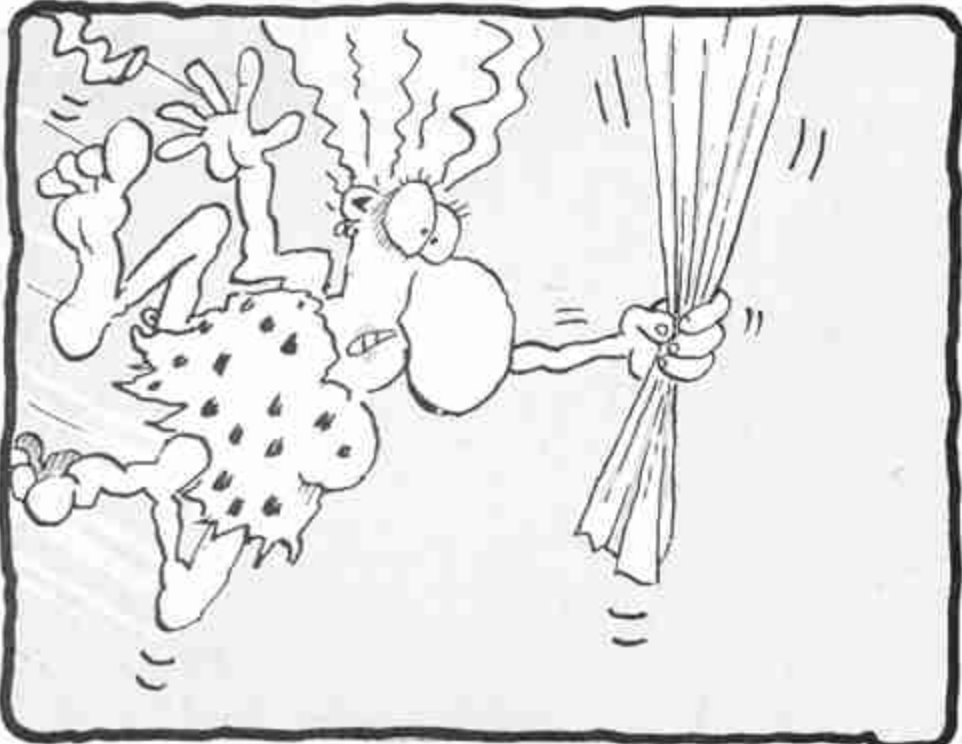
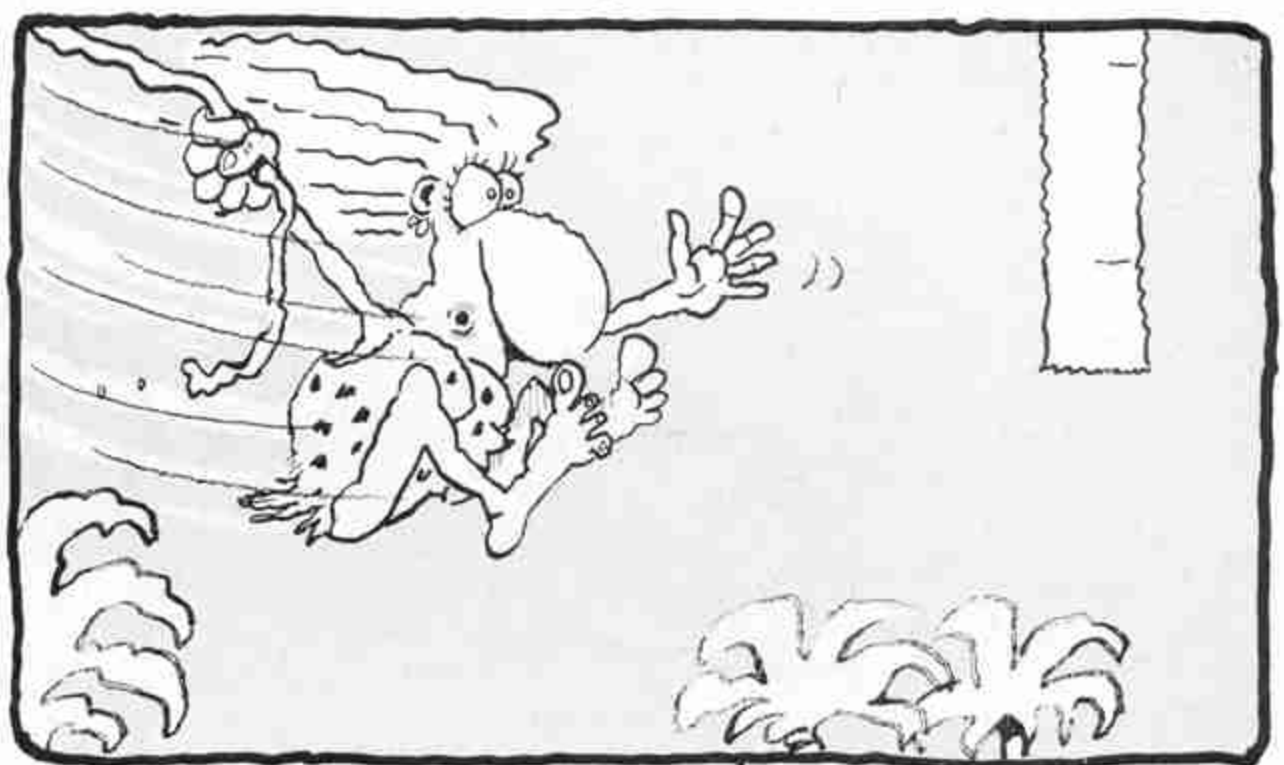
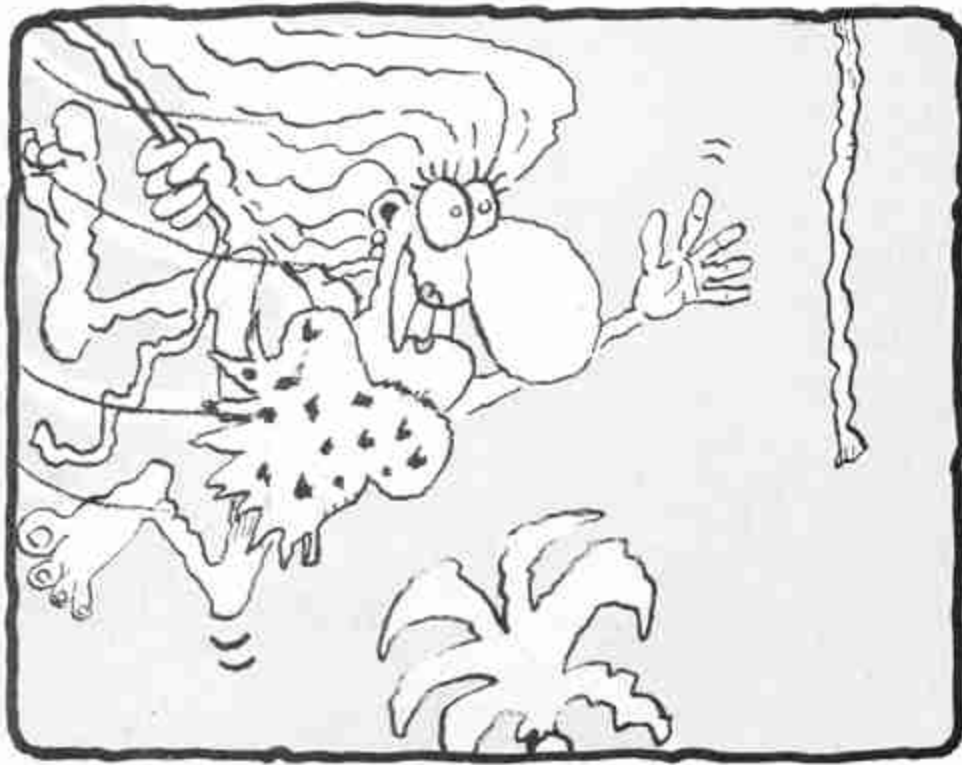
Who are they? The Powers of Pain? The Twin Towers? Is it Demolition?

No! I'm talking about guys that are more savage, more vicious than the likes of Demolition and Twin Towers! I'm talking about **THE CRITICS!!!**





# THE JARRING JUNGLE JOYRIDE



ARTIST AND WRITER: DUCK EDWING





DEFLATER MOUTH DEPT.

I'm on a **Fullbright Fellowship** and next year I'm going to be a **Rhodes Scholar**!

In other words, you're **unemployed** now and you intend to **stay that way** for the **foreseeable future**!

When we're young, we all play fun party games like "Pin the Tail on the Donkey" and "Beat the Crap Out of Phil." But when we get older, some people start playing other games, like "Impress a

My latest film will be finished next month!

My last comedy had the **audience** in the **aisles**!

Yes, that's the **usual route** to the **exits**!

If you'd taken it to **Fotomat**, you'd have gotten it back the **next day**!

I can't stay too late. I'm due in **surgery** at seven in the **morning**!

I was elected "**Best Teacher**" in my **school** this year!

That's because your **students** are **too young** to **vote**!

In my career, I've **sold over a million records**!

You're a **salesman** at the **record shop**, right?

Why? Are you having your **nose** fixed?

# MA BIG BUS

ARTIST: AL JAFFEE



Stranger" and "Stab Phil in the Back." So much for fun! But you can still enjoy yourself when you're surrounded by party-going blowhards (Phil! Are you paying attention?!!) by being prepared with

# AD'S EGO TERS

WRITER: STAN HART





SCHLOCK THE PRESSES DEPT.

# HOW NEWSPAPERS WRITE (TO JAZZ UP OTHERS) THE DULL STORY THE HEADLINE

**Volunteer Photographer Does Free Portraits  
Of Residents In City's Home For The Aged**

**ELDERLY PEOPLE MUGGED  
IN LOCAL NURSING HOMES**

**Groceries Topple From  
Shelves In Supermarket**

**STOCKS PLUMMET  
IN MARKET CRASH**

**Citizens Critical Of  
Atlantic City Landmark**

**BLAST ROCKS  
JERSEY PIER**

**Aides Expose Shoddy Paint Job Of  
Mayor's Office By Angry Workmen**

**VICIOUS SMEAR TACTICS CITED  
IN CITY HALL COVER-UP**

**First "Edsel" Being Sent  
To Smithsonian Institute**

**MAJOR DISASTER HEADED  
FOR NATION'S CAPITAL**

**Voting Drive Stepped  
Up In The Big Apple**

**V.D. ON RISE IN  
NEW YORK CITY**

**Visiting Celebrity Squeezes  
Into Crowded Subway Car**

**SINATRA MUSCLES HIS  
WAY INTO THE MOB**



# MISLEADING HEADLINES

(WISE DULL STORIES)

WRITER: PAUL LAIKIN

THE DULL STORY

THE HEADLINE

Mysterious Lantern Wielder  
Disturbs Sleeping Homeowners

RESIDENTS COMPLAIN OF  
FLASHER IN NEIGHBORHOOD

Class For Under-Achiever Students Is  
Abolished For Lack Of Government Funds

DOPE GANG BROKEN  
UP BY FEDS

Rug Craftsmen Display Their  
Creations In Downtown Fair

HOOKERS OPENLY PLYING THEIR  
TRADE ON OUR CITY'S STREETS

Consumer Advocate Finds Con  
Edison's Rates Exorbitant

RALPH NADER SHOCKED  
BY ELECTRICAL CHARGE

Supply Falls While Being Lifted To  
High Shelf At Local Plasma Center

BLOOD SPILLED IN  
MIDTOWN BANK HEIST

Re-Opening Party Held  
At Three-Mile Island

BIG BLAST AT  
NUKE PLANT

Publisher Announces He Will  
Put Out Special Issue Of MAD

MADMAN THREATENS  
WORLD WITH A BOMB



# A MAD LOOK AT

ARTIST AND WRITER: SERGIO ARAGONES





# GHOSTS





## LAW



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## BIRTHDAYS





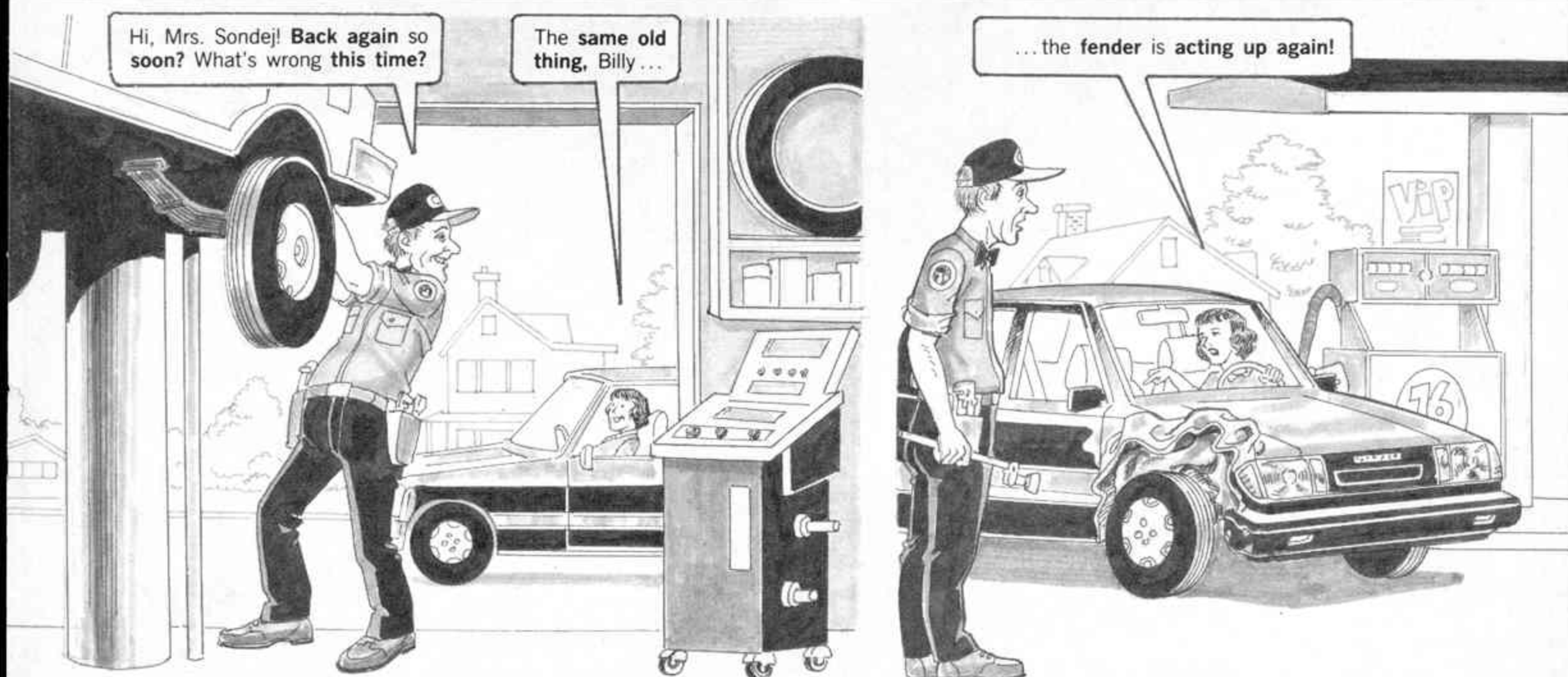
## COMMUNICATION



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## DRIVERS





## GOOD SERVICE



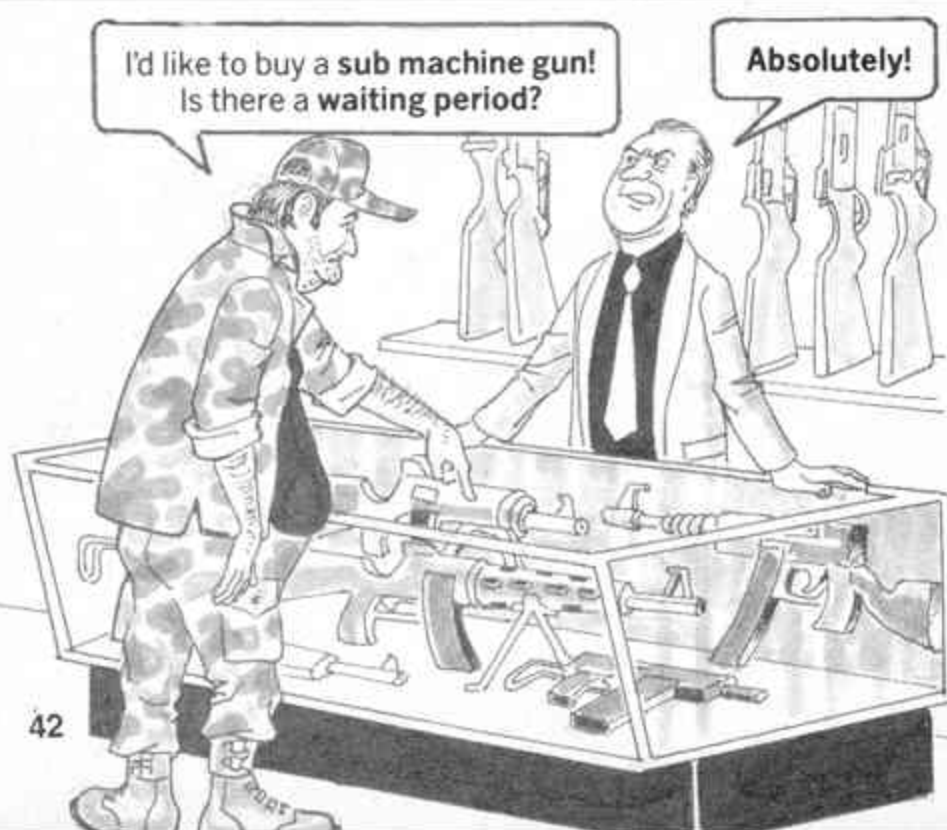
## PETS



## FINANCES



## PRIVATE LESSONS





## EMPLOYMENT



## RELATIVES



## HOMework

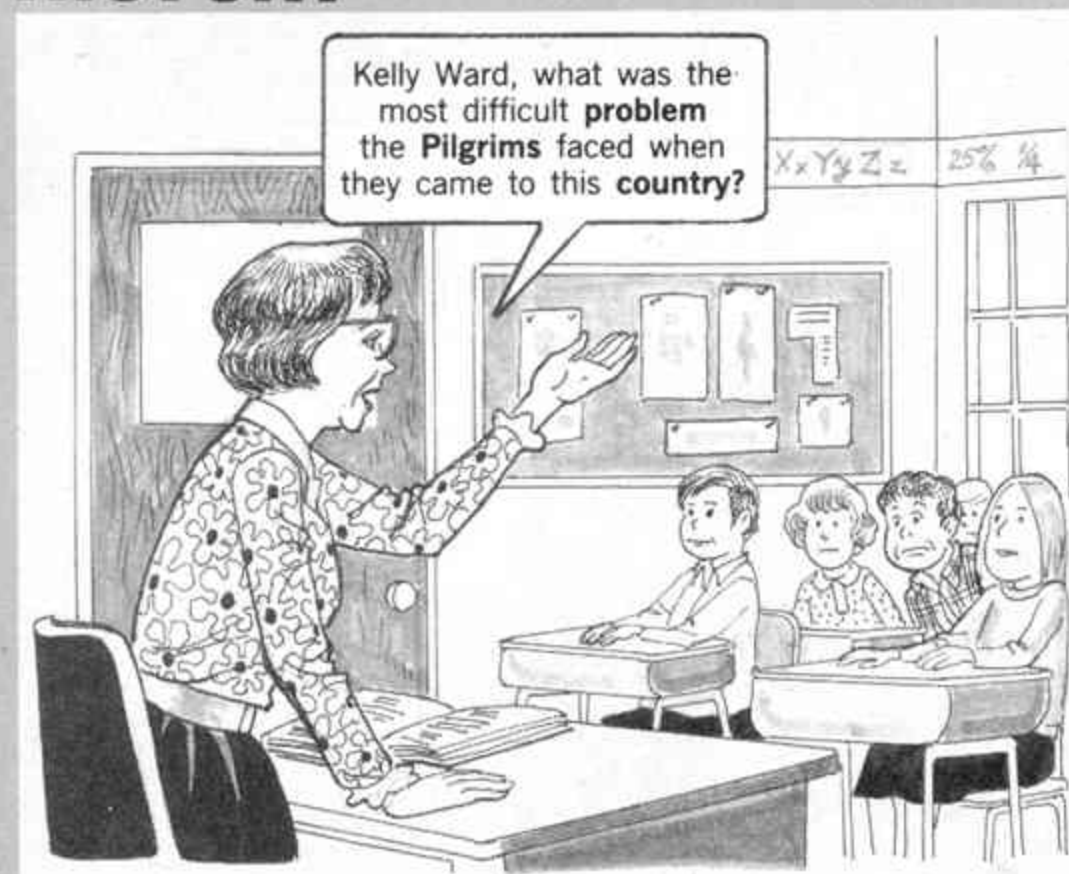




## BEING ON TIME



## HISTORY



## DOCTORS





FORD-GONE CONCLUSION DEPT.

What's the hot-action, feel-good hit of the summer movies that people are flocking to see? Well, actually it's a tie between two films—*Batman* and *Ghostbusters II*, of course! Which is why MAD now proudly presents its satire of...

# TINBANANAJONES

and his

## LAST CRUDE DAYS

Snakes alive! Yikes! All these snakes are alive! Now you know why I hate snakes in my first movie as Inbanana Jones, although explaining that in the last film of the series doesn't make much sense! Anyway, I just retrieved the Sign of the Holy Contrivance so I can pass Archeology Merit Badge and finally become an Eagle Scout!

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

Young Inbanana thinks ancient relics belong in a museum!

Yeah, right along side of this story line! But I want the Sign of the Holy Contrivance for my own establishment!

Me, too! What museum are you with?

I'm not with any museum, I'm with a collection agency! No one has made a payment on the Sign of the Holy Contrivance for over two hundred years! My company wants to repossess it!

In this movie I have an affair with a beautiful Nazi woman, get kidnapped, escape a blazing castle, survive a daring mid-air dog-fight, and almost get killed in a wild tank chase! It's sure nice to relax after all those wild James Bond films!

Wow! This is the longest chase scene on record! I started out as a young Boy Scout, fell in a vat of snakes along the way, and here I am as a mature, adult sex symbol—and the chase still hasn't ended!





I've got it, Professor Barfbag! I've found the Sign of the Holy Contrivance!

Big deal! It took you 23 years! I hope you can find the Holy Grail a lot quicker!

Oh, I will! But one question—What's a Holy Grail?

The Holy Grail is a very sacred cup!

Sounds easy enough—unless I have to find the matching saucer, too!



Actually, I'd rather just stay here and be a sex object! Only an idiot would take on that quest!

Idiot? That's no way to refer to your father! Not only is Dr. Jones, Sr. on the quest, he found two of the three clues needed to find the Grail! The trouble is now we can't find him!

Let's look for him in Venice! Think of the wild boat chases in those canals, the death and destruction, the special effects! And if Dad is there, so much the better!



Welcome to Venice! I'm Dr. Snide, and I'm here to assist you just as I did Dr. Jones, Senior! He disappeared while doing research in this ancient library! Shall I call you Dr. Jones, Jun...

Don't say it! Don't ever use the "J" word! You can call me Inbanana! Now, where do we start?

Considering this plot so far, the "Sappy Fiction" section, I'm sure! Your father was looking for a certain ancient sign, Inbanana!



My bet is that we should start here!

You're a genius!



Those dirty rats! I can't stand those filthy creatures either! Yecch!

I'm talking about Exxon! Their oil spills have even reached this ancient underground tunnel!



Here's the grave with the missing tablets! I'll just shove these old bones out of the way, tear off these ancient tapestries, and pry open this sacred coffin!

Dr., you're doing irreversible damage! I thought you, as an expert on archeology, respected antiquity!

I do! It's these old bones and artifacts that I don't care about!



Ah, I knew it—a boat chase! But it would be nice to know who you guys are and why you're trying to kill us!

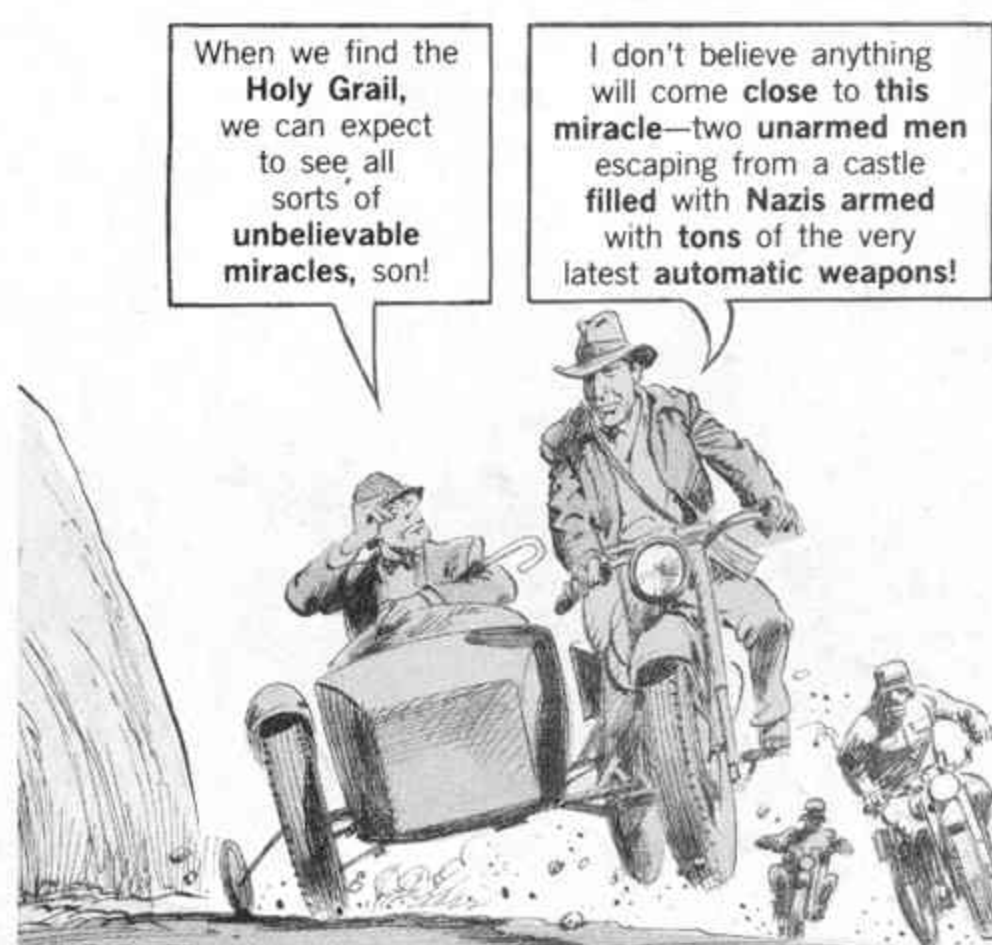
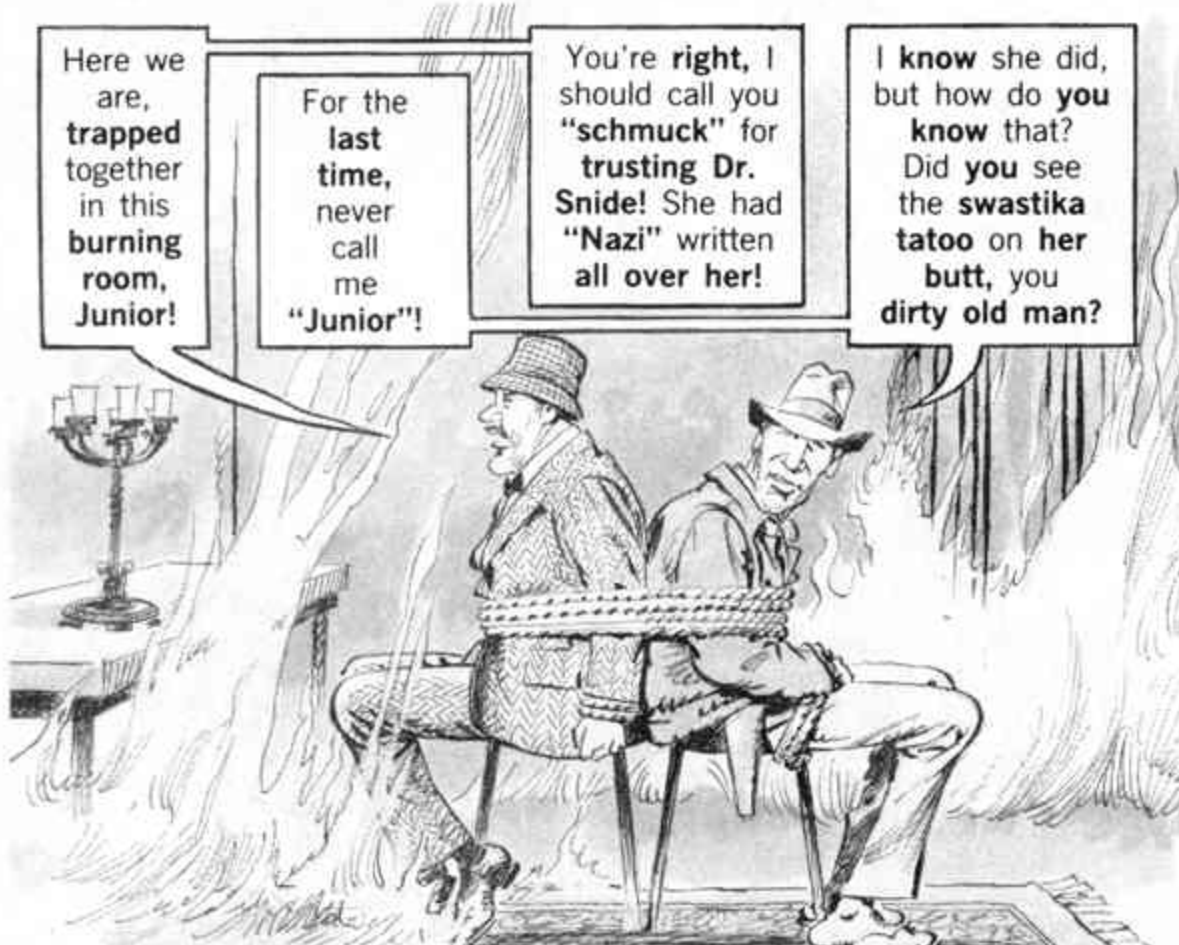
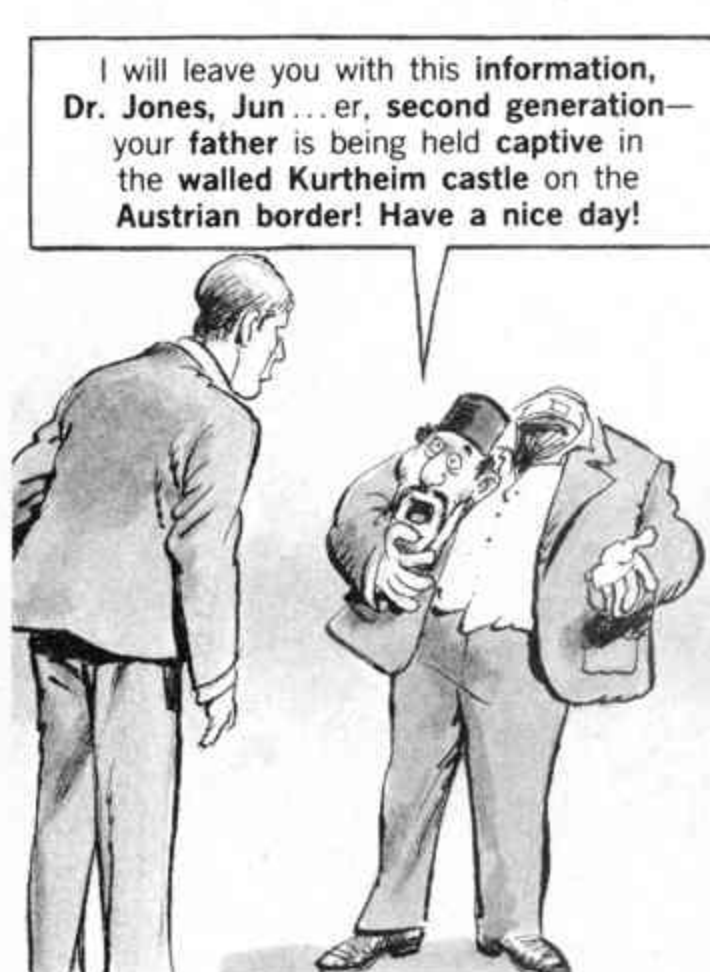
We are men of peace! We are members of a cult of total love and brotherhood! Naturally, we kill anyone in search of the Holy Grail!

Well, since you're men of peace like myself, then I will try to kill you back!

That is indeed very sporting of you, Doctor Jones, Junior!







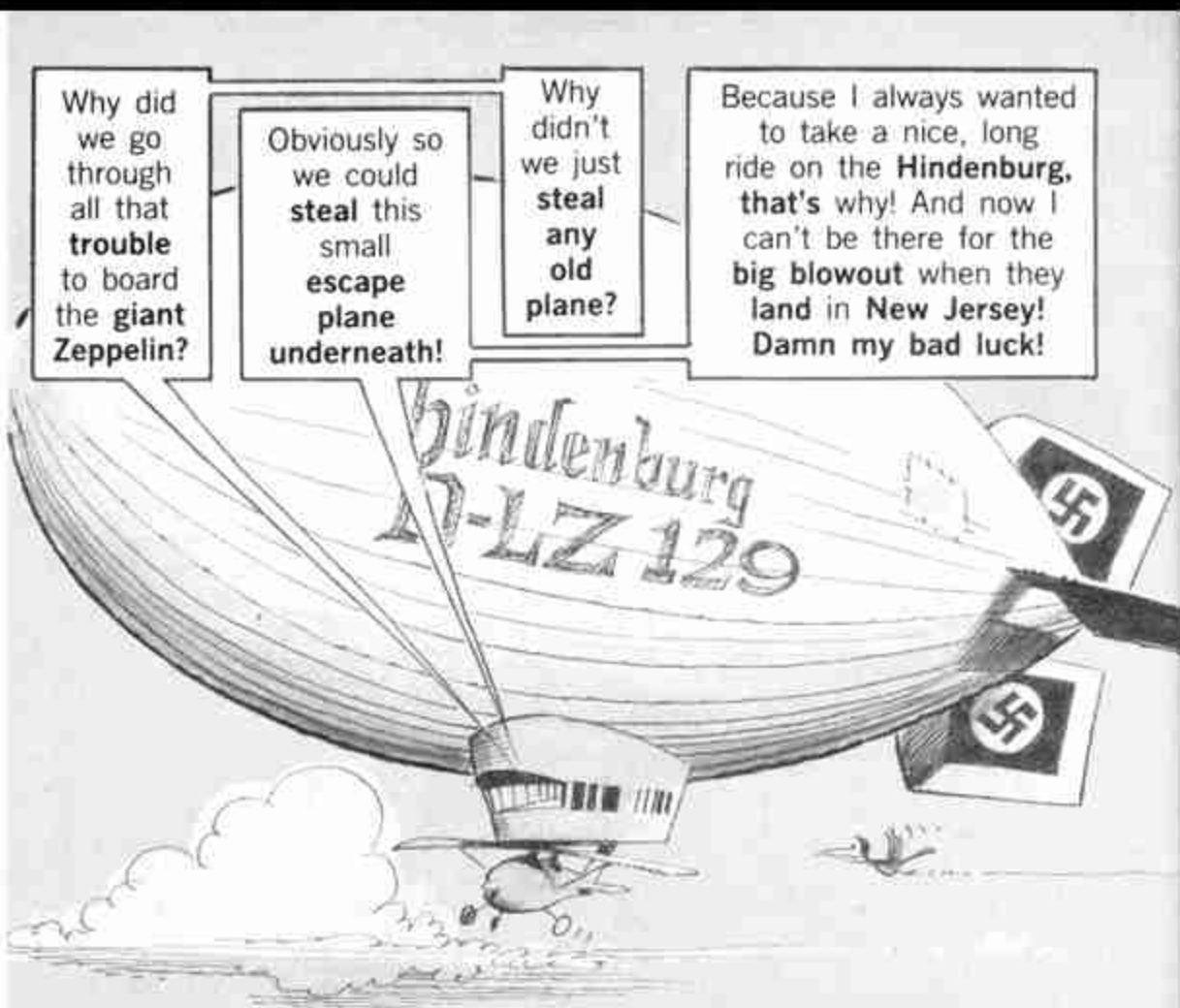




"To my naughty Nazi, Dr. Snide! I'll never forget the fun times in my bunker! Heil me! Adolph Hitler!"

You and Hitler? You are the lowest tramp in the world! C'mon Dad, let's get outta here!

Aw, wait, fellas! I was hoping that the three of us would goose step over to the hotel, get a room, and have fun trying to close the generation gap a little!

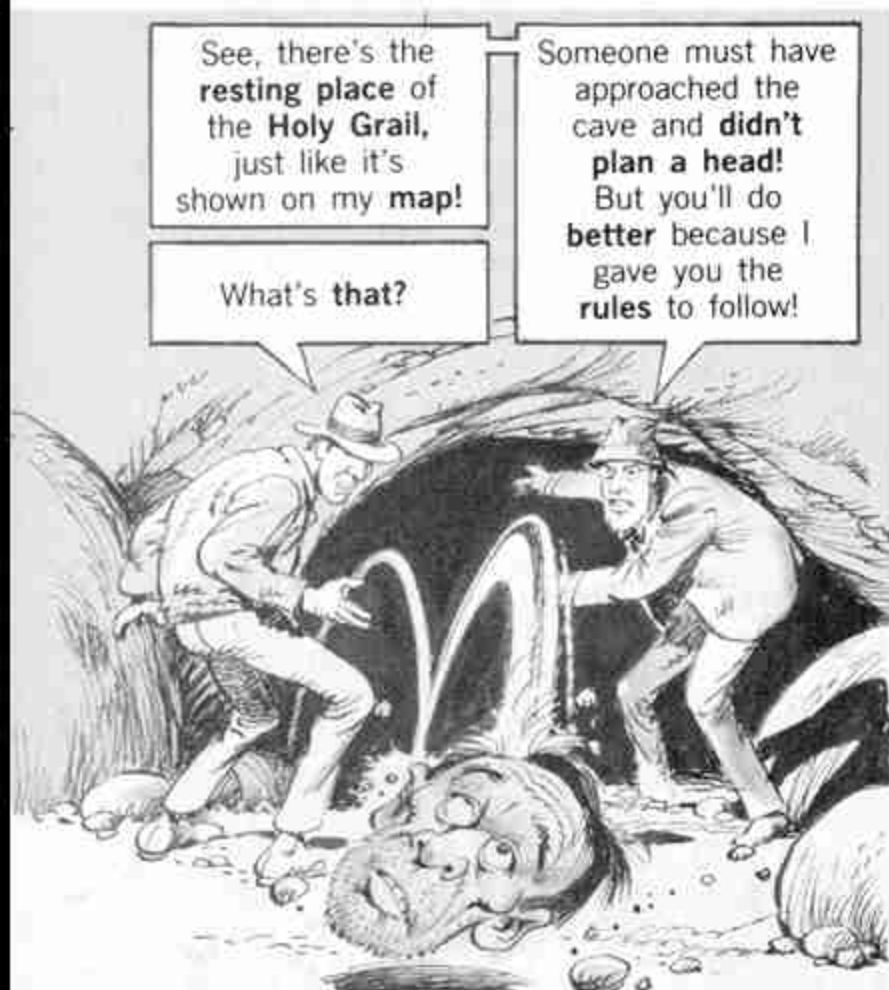


Why did we go through all that trouble to board the giant Zeppelin?

Obviously so we could steal this small escape plane underneath!

Why didn't we just steal any old plane?

Because I always wanted to take a nice, long ride on the Hindenburg, that's why! And now I can't be there for the big blowout when they land in New Jersey! Damn my bad luck!



See, there's the resting place of the Holy Grail, just like it's shown on my map!

What's that?

Someone must have approached the cave and didn't plan a head! But you'll do better because I gave you the rules to follow!



Dad's been shot and I've got to retrieve the Holy Grail or he'll die! Rule one— "Only the repentant man shall pass, but only if he knows where the 'off' switch is for the whirling blades!"



Rule two— "One must know how to spell 'Jehovah' correctly!"

And which letter are you going to start with?

Hmm, let's see... in old Latin Jehovah begins with an "I"! I'd like to buy a vowel, Vanna!



Welcome! I am Sir Steven of Spielberg, keeper of the Holy Grail! I've been guarding it for over 1000 years, and when you figure in time and a half, I must be one very rich guy! But I warn you, stranger, only one of those cups is the real Holy Grail! Is it Cup #1, Cup #2, or Cup #3?

I'll tell you, suddenly this doesn't seem as much of a Holy Quest as it does one big game show!

WARNING!

1	2	3
THE CHALICE FROM THE PALACE HAS THE BREW THAT IS TRUE!	THE FLAGON WITH THE DRAGON HAS THE BREW THAT IS TRUE!	THE VESSEL WITH THE PESTLE HAS THE BREW THAT IS TRUE!



Junior, you chose the correct cup and we drank the blessed waters! That means we both now have eternal life!

You mean I have to put up with your crotchety behavior and your insistence on calling me "Junior" and keep going on these wild goose chases for all eternity? No way!

I'm going back to Venice to drink some Exxon water and end it all now!



THE END?



**WHEN IT COMES  
TO PROTECTING  
US, WHERE IS  
OUR GOVERNMENT'S  
WEAKEST LINK?**

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

Our government is ever vigilant when it comes to national security. Yet, one glaring weak spot remains. To find out where that is, simply fold in the page as shown in diagram on right.



**FOLD PAGE OVER LIKE THIS!**

**A ▶**

**FOLD THIS SECTION OVER LEFT**

**◀ B FOLD BACK SO "A" MEETS "B"**



**IN A WORLD THREATENED BY NUCLEAR CONFLICT THE  
FOREMOST CONCERN IS DEFENSE. THE ONLY GOOD  
CHANCE WE HAVE IS TO REPEL WHATEVER COMES IN!**

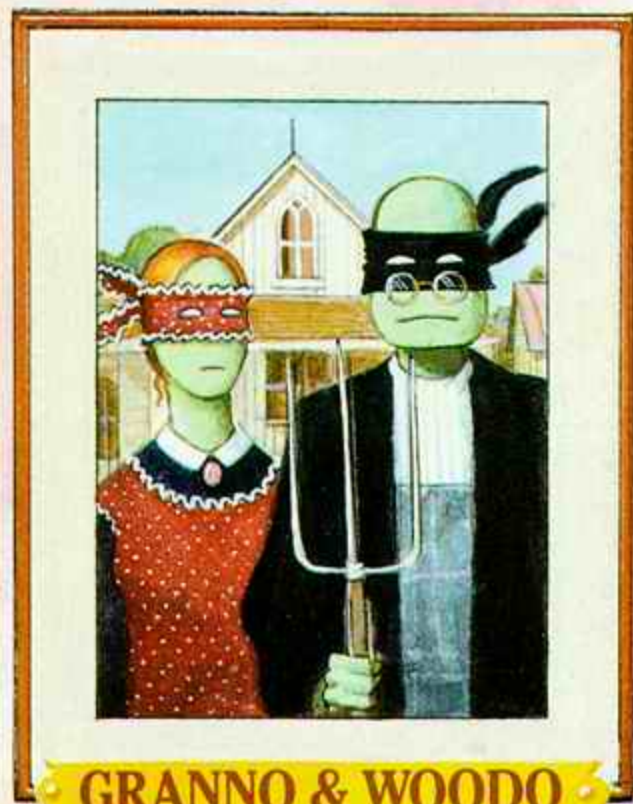
**A ▶**

**◀ B**



Leonardo! Michelangelo! Donatello! Raphael! Famous painters? Hmm...yes! But they're also the names of some pizza-chomping reptiles! Well, move over, you shelled schmucks! Here's

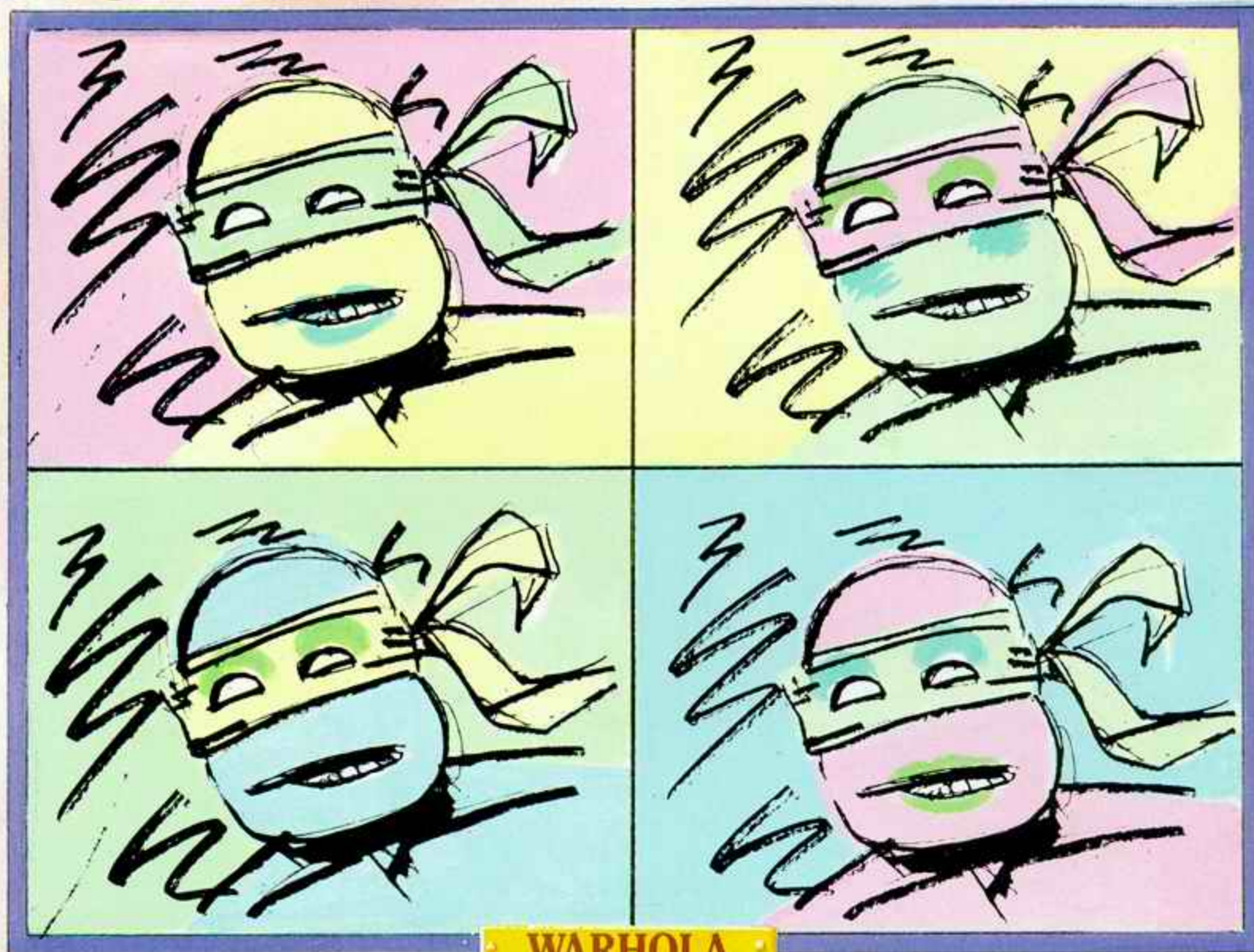
# MAD'S GALLERY OF LESSER-KNOWN NINJA TURTLES



GRANNO & WOODO



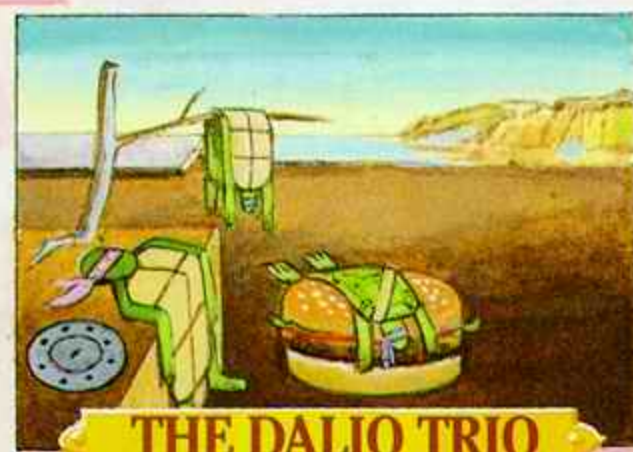
VINCENZO



WARHOLA



GAINESBORO



THE DALIO TRIO



MONO



ROCCO