

"STAYIN' ALIVE" * "NEWHART" * DON MARTIN * SPY VS. SPY
AND A HAPPY NEW YEAR FROM

No.
245
March
1984

MAD®

OUR PRICE
\$1.00
CHEAP



**WANNA DIE LAUGHING...?
THIS ONE'LL KILL YOU!!**



**WE BEAT IT WITH OUR SCHTICK!
ON SALE NOW AT YOUR LOCAL NEWSSTAND**

MAD

"Man is the only animal that blushes... or has reason to!"

—Alfred E. Neuman

WILLIAM M. GAINES publisher **ALBERT B. FELDSTEIN** editor

LEONARD BRENNER art director **TOM NOZKOWSKI** production

NICK MEGLIN senior editor **JOHN FICARRA** associate editor

GLORIA ORLANDO, CELIA MORELLI, VIV GOLD, subscriptions

JACK ALBERT lawsuits **ANNE GRIFFITHS** logistics

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

ANT-TICS DEPARTMENT	
A MAD Look At Ants.....	40
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of.....	16
B-S.A.T. DEPARTMENT	
Will You Make A Good Athlete (A MAD Aptitude Test).....	15
CURING A SPLITTING HEADACHE DEPARTMENT	
MAD's Helpful Hints On Breaking Off With A Girl.....	30
DON MARTIN DEPARTMENT	
One Lucky Morning On Friday The 13th	11
One Insane Afternoon on Interstate 80	27
One Ridiculous Evening In The Jungle	42
GENERATION SLAP DEPARTMENT	
What Parents Think... And What Kids Think	12
INN-SIPID TV DEPARTMENT	
"Not-So-New-Hart" (A MAD TV Show Satire)	43
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy.....	21
LETTERS DEPARTMENT	
Random Samplings Of Reader Mail	2
LOW TRAVOLTAGE DEPARTMENT	
"Staying Awake" (A MAD Movie Satire)	4
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" By Aragones	**
MARQUEE DE SADE DEPARTMENT	
The 1984 M.G.M. Movie Theater Owners Supply Catalogue	37
OUT OF THE FRYING PAN AND INTO THE IRE DEPARTMENT	
We Won't Miss Them... Or Will We?	34
PUNISHMENTAL IMAGES DEPARTMENT	
Wishful Thinking	24
RIGHTS TO WRONGS DEPARTMENT	
Little-Known Patents... And The Patents' Holders.....	28
SHOOT THE QUIRKS DEPARTMENT	
What Is A Hang-Up?	22

**Various Places Around The Magazine

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 10 issues \$9.75. Outside U.S.A.: 10 issues \$11.25. Entire contents copyright © 1983 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

"STAYING AWAKE"
(A MAD Movie Satire)
Pg. 4



WHAT PARENTS THINK...
AND WHAT KIDS THINK
Pg. 12



A MAD SELECTION
OF SOME WISHFUL
THINKING
Pg. 24



SOME PATENTS—
AND THE PATENTS'
HOLDERS
Pg. 28

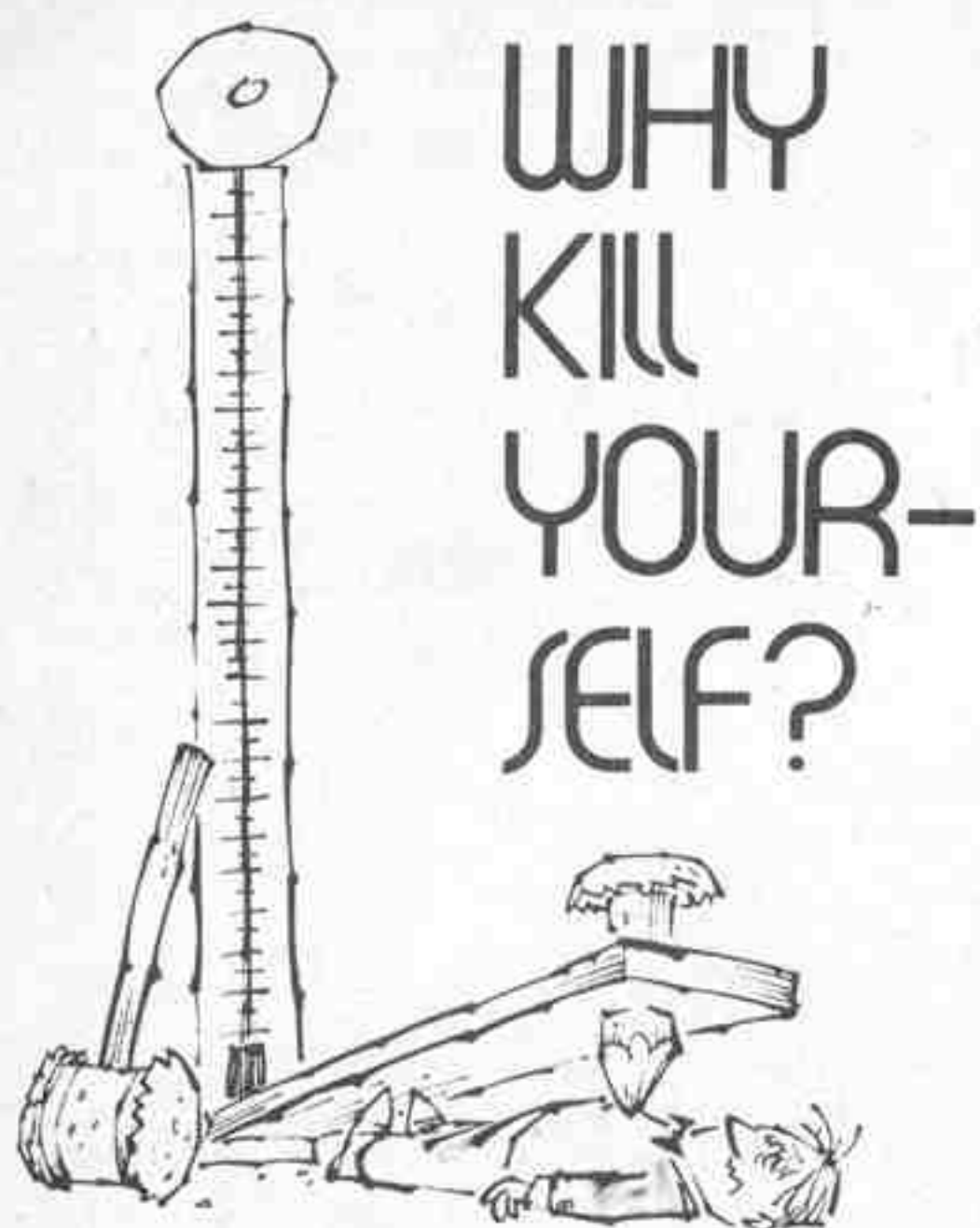


WE WON'T MISS
THEM...
OR WILL WE?
Pg. 34



"NOT-SO-NEW-HART"
(A MAD TV Show Satire)
Pg. 43





JUST BECAUSE YOU MISSED THE
LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO
MAD

(YOUR LAST CHANCE AT THIS LOW
PRICE! IT GOES UP NEXT ISSUE!)

AND HAVE IT MAILED TO YOUR HOME!

----- use coupon or duplicate -----
MAD

485 MADison Avenue
New York, N.Y. 10022

I enclose \$9.75*. Enter my name on
your subscription list, and mail me
the next 10 issues of MAD Magazine.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

*In Canada, \$11.25 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside U.S.A. and Canada, \$11.25, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 12 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

50 OFF!

Yessiree, only 50 of these full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid... suitable for framing or wrapping fish or training puppies or whatever... came off our shelves since the last issue... because most people discounted this ad which offers them at 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81. Send money to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.



"STUPORMAN ZZZ"

Your satire of "Superman III" sent me soaring into slumber. Thanks, MAD, I needed the extra sleep.

Sam Pratt
West Stockbridge, MA

I've always enjoyed your magazine's humor. I'm as sick-minded as you. I always wanted to be a part of your team. I've had a chance having appeared in Superman I, II and III, playing the character "Jimmy Olsen." It was truly rewarding seeing a little attention paid to "JO." It's about time! See you in "Supergirl!"

Marc McClure
The QE II

RETURN OF MAD ESP

Once again, everything has transpired as you have foreseen. Take a look at your "Star Wars Log" in MAD #230, page 38. You had "Return Of The Jedi" down pat before it was in the can.

"We learn more about Luke's ancestry" in this film... "Luke returns from a space voyage to the planet" where he lived as a boy... after having been "snatched" for his own protection... "he discovers the true identity of his father"... and he rescues "Chewbacca from midjet aliens."

You even have an illustration of Luke swinging on a vine, just like in Jedi. But seriously, don't you think you ought to give Lucas back his "top secret master plan"? He obviously needs it.

Irene Stubbs
Jamaica Estates, NY

A LOT OF GUM-PTION

I recently asked my father, who is a dentist, if he could fix Alfred's tooth problem. He said that he would be glad to pull the rest for free.

James Burnett
Cedar Hill, TX

TRICK NO TREAT

The MAD answer to the same old question that comes up every Halloween—Will the candy supply hold out until the little fiends stop descending upon our house?!

Tim Isaacson
Oak Park, IL

YET ANOTHER ALFRED LOOK-ALIKE

We're seventh grade pupils in Kempton Park, South Africa. In our class we are very fortunate to have MAD's Alfred E. Neuman in person. (Or shall we say, very near to it.) His name is Jurie Kasselmann, the cleverest and maddest pupil in the school!

Std. 5 v.H.
Republic of South Africa



Africa E. Neuman

TELLING IT LIKE IT IS

I can't believe you missed this one while putting together your "Amending The Rule Book To Cover Sportscasters":

EXCESSIVE INTERJECTION OF
IRRELEVANT FELICITATIONS
Rule 23, Paragraph 24

Announcers are hereby prohibited from announcing birthdays, anniversaries, or other personal messages pertaining to people known to less than .05% of the viewing audience. Penalty shall be to personally deliver cakes and/or flowers to ALL individuals mentioned on the air.

SUB-CLAUSE I:

Additional sanctions may be imposed if more than 92% of those named belong to a single ethnic group.

Karen Woytowich
Staten Island, NY

Holy Cow! How could we forget that one?!
—Ed.

BIBLE BELTS

I was very disappointed in your article "The Book Of MAD" when you stated that there was very little humor in Biblical times. Wake up and smell the manna! God has a great sense of humor. He created us, didn't he?

Lorraine Y. Roddey
Ben Lomond, CA

You're absolutely right! After all, wasn't it Lot who first said, "Take my wife, please!"?—Ed.



The Waste Of A Good Pumpkin

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685) 1. Title of Publication: MAD A. Publication No. ISSN 0024 9319 (324520) 2. Date of filing: Oct. 1, 1983 3. Frequency of issue: Monthly, except Feb., May, Aug., Nov. A. No. of issues published annually: 8 B. Annual subscription price: \$9.75/10 issues 4. Complete Mailing Address of Known Office of Publication: 485 MADison Avenue NYC 10022 5. Complete Mailing Address of the Headquarters of General Business Offices of the Publisher: 485 MADison Avenue NYC 10022 6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue NYC 10022; Editor: Albert B. Feldstein—485 MADison Avenue NYC 10022; Managing Editor: None 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E. C. Publications, Inc., wholly owned by Warner Communications, Inc. a publicly held corporation—75 Rockefeller Plaza NYC 10019. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

10.

EXTENT & NATURE OF CIRCULATION	AVERAGE NUMBER OF COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	1,774,619	1,812,351
B. PAID CIRCULATION: 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	816,266	912,040
2. MAIL SUBSCRIPTIONS	62,809	57,473
C. TOTAL PAID CIRCULATION	879,075	969,513
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS, SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES	65	65
E. TOTAL DISTRIBUTION	879,140	969,578
F. COPIES NOT DISTRIBUTED: 1. OFFICE USE, LEFT OVER, UNACCOUNTED, SPOILED AFTER PRINTING	600	600
2. RETURNS FROM NEWS AGENTS	894,879	842,173
G. TOTAL	1,774,619	1,812,351

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

William M. Gaines, Publisher.

DEAD LETTER DEPT.

Your October issue of MAD had several articles about Postal employees which made them look like idiots. As a Postal employee for twenty-eight years I have tried to do the job I was hired to do. Yes, we make mistakes. So do you. But you are not held up in the limelight like Postal employees are. I notice you use our services. If they are so bad, why don't you get someone else to deliver for you?

Dee Heilmann
Vidor, TX

The above letter is an excellent example of "junk mail"!—Ed.

Please Address All Correspondence To:
MAD, Dept. 245, 485 MADison Avenue
New York, New York 10022

Unsolicited manuscripts will not be returned unless accompanied by a self-addressed stamped envelope or a live chicken that answers to the name "Gomez"

THE MAD FLASHER EXPOSES HIS GOODIES...

... MAINLY THESE
"CANDID SNAPS"
CONCEIVED BY A
SNAPPED MIND!

YOU'LL SHUTTER
WITH LAUGHTER
AS YOU PERUSE
THIS MAD ALBUM
OF FUN FOTOS—
ESPECIALLY IF
YOU TRY IT IN
A DARK ROOM!!

On Sale Now At Your Favorite Bookstand, Or Yours By Mail

----- use coupon or duplicate -----

MAD

485 MADison Avenue
New York, N.Y. 10022

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PLEASE SEND ME: ☐ MAD CHEAP SHOTS

ALSO PLEASE SEND ME THESE OTHER MAD PAPERBACK BOOKS I'VE CHECKED BELOW:

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> ☐ The Dirty Old MAD ☐ Polyunsaturated MAD ☐ The Recycled MAD ☐ The Non Violent MAD ☐ The Rip-Off MAD ☐ The Token MAD ☐ The Pocket MAD ☐ The Invisible MAD ☐ Dr. Jekyll & Mr. MAD ☐ Steaming MAD ☐ MAD at You ☐ The Vintage MAD ☐ Hooked on MAD ☐ The Cuckoo MAD ☐ The Medicine MAD ☐ A MAD Scramble ☐ Swinging MAD ☐ MAD Overboard ☐ MAD Clowns Around ☐ The MAD Treasure Chest ☐ MAD Sucks ☐ SuperMAD ☐ Abominable Snow MAD ☐ MAD About The Buoy ☐ MAD for Kicks ☐ The Uncensored MAD | <ul style="list-style-type: none"> ☐ Pumping MAD ☐ MAD Horses Around ☐ The Eggs-Rated MAD ☐ A MAD Carnival ☐ Explosive MAD ☐ MAD Barfs ☐ Eternally MAD ☐ MAD About Town ☐ Big MAD On Campus ☐ DON MARTIN Steps Out ☐ DON MARTIN Bounces Back ☐ DON MARTIN Drops 13 Stories ☐ DON MARTIN Captain Klutz II ☐ DON MARTIN Cooks ☐ DON MARTIN Comes on Strong ☐ DON MARTIN Carries On ☐ DON MARTIN Steps Further Out ☐ DON MARTIN Forges Ahead ☐ DON MARTIN Digs Deeper ☐ DON MARTIN Grinds Ahead ☐ DON MARTIN's Captain Klutz ☐ DAVE BERG Looks at the U.S.A. ☐ DAVE BERG Looks at People ☐ DAVE BERG Looks at Things ☐ DAVE BERG Modern Thinking ☐ DAVE BERG Our Sick World ☐ DAVE BERG Looks at Living | <ul style="list-style-type: none"> ☐ DAVE BERG Looks Around ☐ DAVE BERG Loving Look ☐ DAVE BERG Looks, Listens & Laughs ☐ DAVE BERG Looks at You ☐ The All-New SPY vs. SPY ☐ SPY vs. SPY Follow Up File ☐ 3rd MAD Dossier of SPY vs. SPY ☐ 4th MAD Classified SPY vs. SPY ☐ 5th MAD Report on SPY vs. SPY ☐ 6th Case Book on SPY vs. SPY ☐ A MAD Look at Old Movies ☐ Return of MAD Old Movies ☐ MAD-vertising ☐ A MAD Look at TV ☐ A MAD Guide to Leisure Time ☐ A MAD Guide to Self-Improvement ☐ A MAD Guide to Fraud & Deception ☐ MAD Sex, Violence & Home Cooking ☐ AL JAFFEE's Snappy Answers ☐ AL JAFFEE's MAD Book of Magic ☐ More AL JAFFEE's Snappy Answers ☐ AL JAFFEE's Monstrosities ☐ Still More AL JAFFEE's Snappy Answers ☐ AL JAFFEE MAD Inventions ☐ Lord! Another JAFFEE Snappy Answers ☐ AL JAFFEE Freaks Out |
|---|--|--|

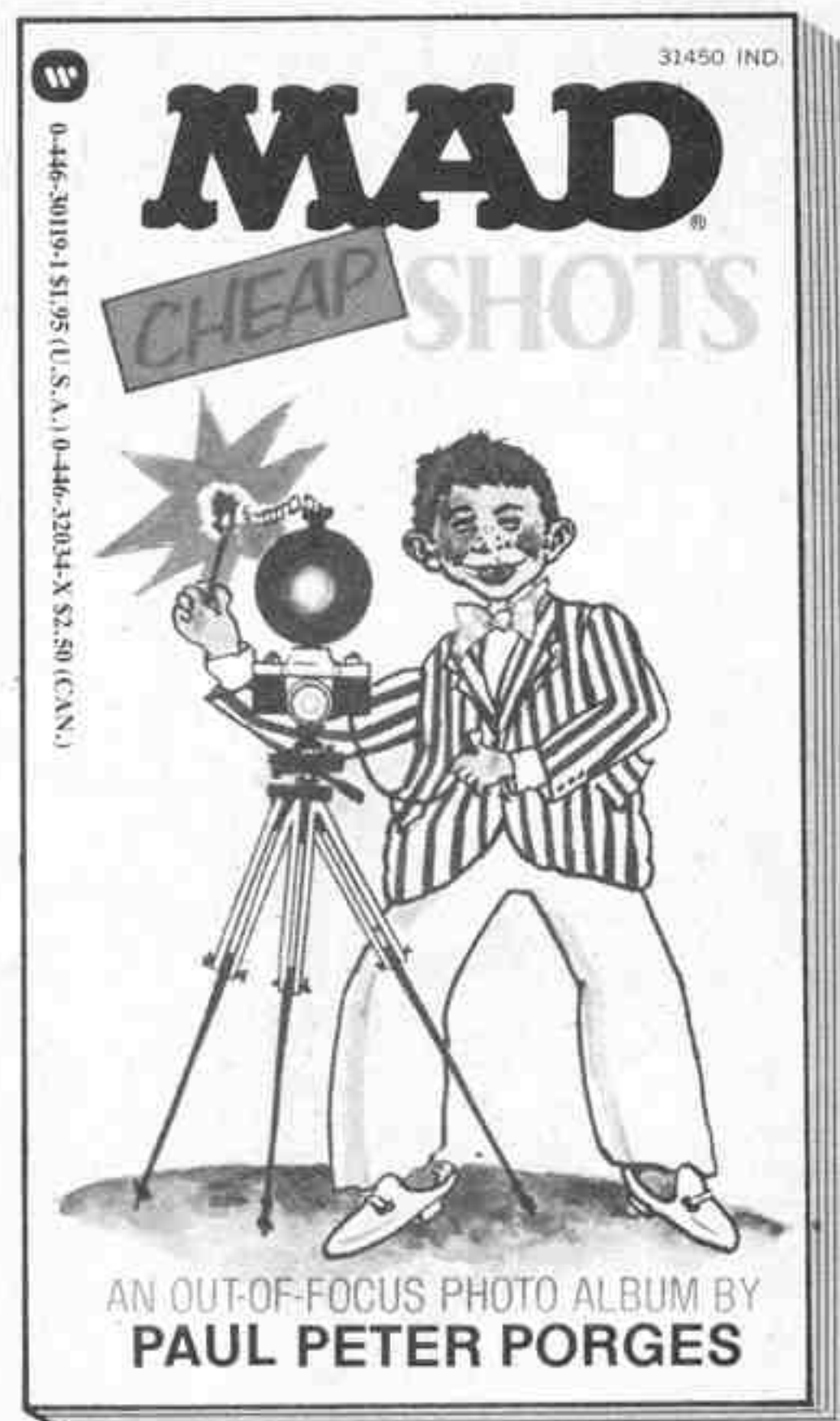
Allow 10 weeks for delivery

Outside the U.S.A., add

15% extra.

I ENCLOSE \$1.95 FOR EACH
(Minimum Order: \$5.85)

We cannot be responsible for cash
lost or stolen in the Mails. Check
or Money Order Preferred!



LOW TRAVOLTAGE DEPT.



It took six long years to make the sequel to "Saturday Night Fever." Obviously, they had some difficulty bringing this sequel to the screen. Well, the difficulty doesn't stop there! When you see this movie, you're gonna have even more difficulty, just ...

I guess you bought a ticket expecting to see some talented young actors do some great dancing, and to hear some exciting new music?!

You bet!!
That was your mistake! You should've bought a ticket to "FLASH-DANCE"!

Yeah, but in **THIS** film, the Star does his **OWN DANCING!!**
That was **HIS** mistake!

I understand Sly Stallone's brother, Frank, wrote most of the music!
Yeah! He was chosen from dozens of applicants!!

Gee! No kidding?! I didn't know Sylvester Stallone had **THAT** many brothers!

What's it like?
It's like "Rocky" ... only the pants are tighter!!

When you think that Sylvester Stallone had the **SEQUEL STORY** to the smash hit, "Saturday Night Fever" ... plus it's **ORIGINAL STAR** to work with ... you realize that he made an **AMAZING FILM!**

What's so amazing?! With all that, he just couldn't miss!!
But he **DID!** That's what's so amazing!!



STAYING AWAKE



ARTIST: JACK DAVIS WRITER: STAN HART







Hello?!?
Listen,
I got a **JOB!!** A
job in de
CHORUS
LINE of a
BROADWAY
SHOW!!

That's very nice!
I'm so glad! Uh—
by the way ...
who IS this?

Oh, **YOU!!**

Hey ... if
ya **didn't**
know who
dis **WAS**,
why was
you so
HAPPY?!?

Because
it's so
nice to
hear that
ANYONE
is working
these days
under
Reaganomics!

You kiddin' me?!
It's **Tony Manuro**,
your **SON** ... f'r
Pete's sake!!

ROOM 234

Hey, listen,
Jerkie ...
I **don't** like
de way dat
goofball
looks at ya
all de time!

You've got no
right to talk!
Don't you look
at that **English**
girl like that
all the time!?

Not
always!

Oh?!?
When
don't you?!?

When we're
MAKIN' LOVE!!
Den ... we
turn out
de lights!

Come
to think
of it,
a **Donkey**
is a
LOT
SMARTER!

Look, Tony,
stop hanging
around! It's
ALL OVER
between us!

Get wise!!
I USED
YOU! In
this world,
everyone
uses **every-**
one else!

Now, if you'll **par-**
dun us, my date and
I have some **heavy**
love-making to do!

... And what
exactly does
THAT mean??

But ... what
happened??

Well, ... if **everyone**
uses **everyone else**,
I'M gonna use **YOU!**

I'm
comin'
up to
watch!!

Now the name of
this musical is
"Satan's Valley!"
It's a **journey**
through **Hell!!**

Okay,
Manuro!
Let's
see
what
you
can
do ...!

Seeing
all these
close-ups
of his
face
while he's
dancing is
a bore!!

It could
be a lot
worse!!
They
could be
close-ups
of his
FEET!!

Especially for
the audience!!

I'm invited t' dis
fancy party ... an'
I got **nuthin' t'**
wear except my old
white suit! What
do you think ...?

That it still
FITS you is
nothing short
of a **miracle!**

Why's dat ...?

Cause **everyone** knows
you put on at least
ten pounds of muscle
since you wore it six
years ago! It was in
all the **magazines!!**

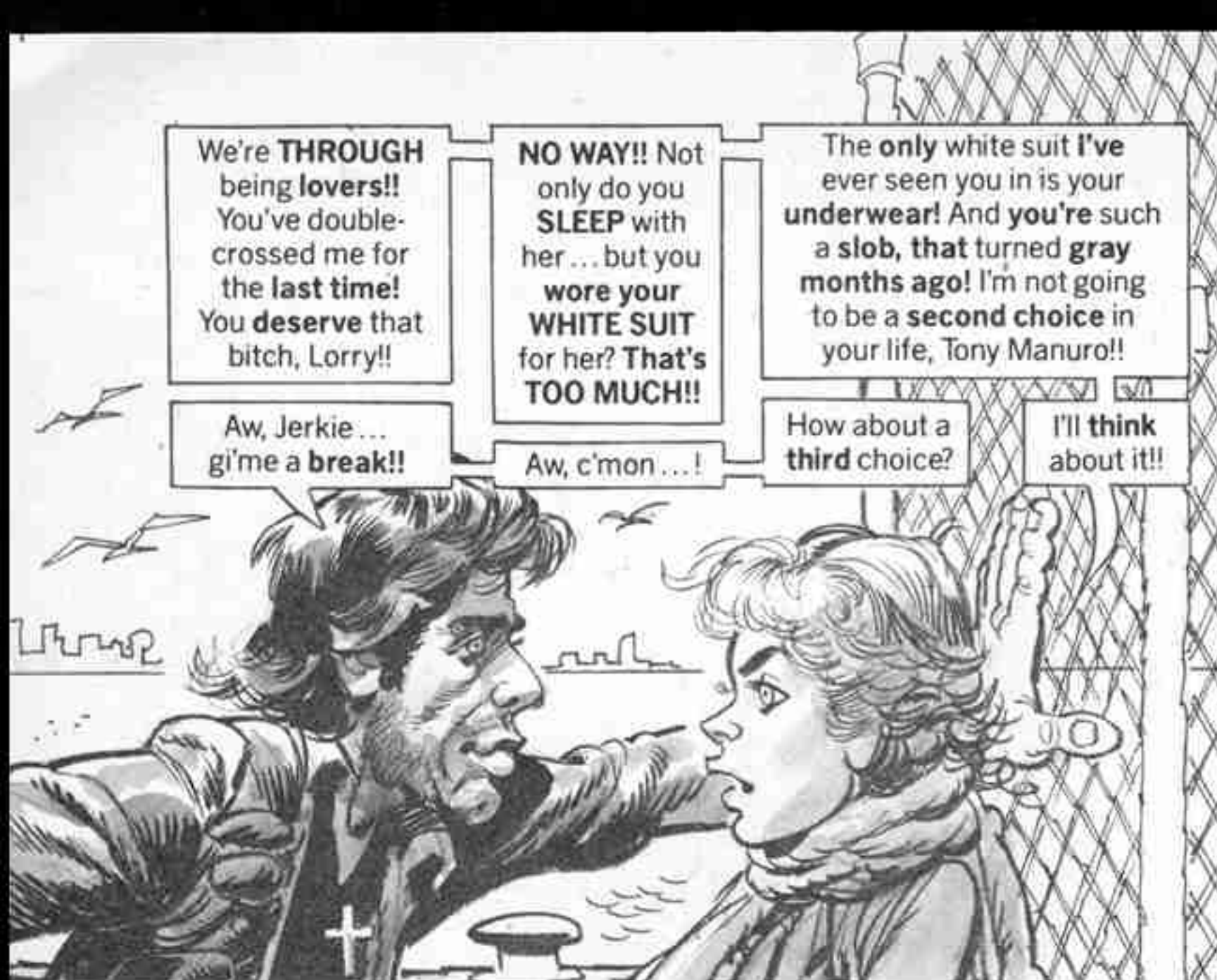
Hey,
Lorry!
Whaddya
think
of my
suit?

I
think
it's
just
fine,
Tony—

—if you
happen to
be in a
Life
Insurance
Commercial!

Come with us ...
You mean I won't
be able to see
the **end** of this
fantastic movie?!

That's
right ...!
You see?!
Death
isn't
ALL bad!



We're **THROUGH** being lovers!! You've double-crossed me for the last time! You **deserve** that bitch, Lorry!!

NO WAY!! Not only do you **SLEEP** with her... but you wore your **WHITE SUIT** for her? That's **TOO MUCH!!**

The only white suit I've ever seen you in is your **underwear!** And you're such a **slob, that turned gray months ago!** I'm not going to be a **second choice** in your life, Tony Manuro!!

Aw, Jerkie... gi'me a **break!!**

Aw, c'mon...!

How about a **third choice?**

I'll **think** about it!!



Here, Mom! Jus' t' show you I'm **not a rotten kid** any more, I bought you a **\$25 ticket** to our show's **Opening Night!!**

I thought a ticket to a Broadway Musical costs **\$50** these days!

Well, yeah! But for **\$25**, you're allowed into de **lobby...** and a guy in "Standing Room" yells out what's going on!

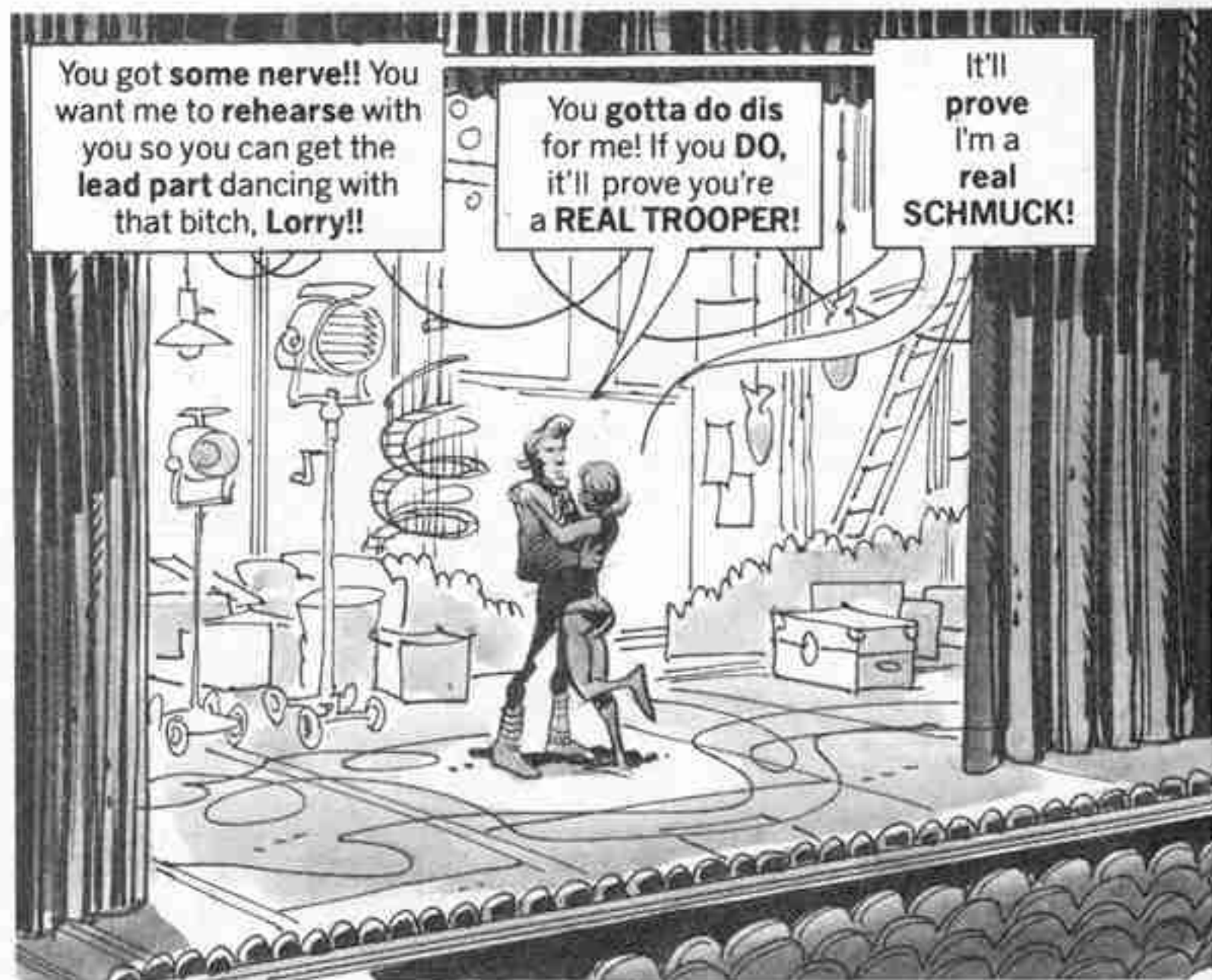


Le'me ask you somethin'! Whatever happened to my construction worker **Fadder**, my ex-priest **older Brudder**, my little **Sister** and my **old Grandmudder** who were **so important** in de **original picture...**?

Gee, I **don't know!** But I **DID** notice that it's been a **little quiet** around here for the past six years! Hey, **maybe** they all ran off and became **dancers!!**

Impossible! Dey couldn't dance!

That didn't stop **YOU!!**



You got **some nerve!!** You want me to **rehearse** with you so you can get the **lead part** dancing with that bitch, Lorry!!

You gotta do **dis** for me! If you **DO**, it'll prove you're a **REAL TROOPER!**

It'll prove I'm a **real SCHMUCK!**



Ya know, we dance **real great** togedder, Jerkie!

We'd dance **even better** if we had **music!**

Nahhh! Music throws off my **rhythm!**



Listen, Jackie, how's about us **gettin' back togedder?**

You'll just make me **mis-erable** again!

No, I won't I've **really changed!**

You'd have to change an **awful lot** to convince me...!



Is **DIS** enough of a change for you?!

Hmm! So what's a nice Jewish boy like you doing in a **chorus line** ... instead of being in something like **Dentistry...** or **Accounting?!**



I hate her... and I just cannot dance with anyone for whom I do not feel an emotional attachment!

So what's the answer?

It's simple...!



... I'll dance with HIM!!



Hey, le' ME dance wid her!

You?! A rank amateur! Someone who's never even been in a Broadway Show? That's the most idiotic thing I've ever heard! It would be a one-in-a-million shot! Impossible!!

Dere's ONE thing ya forgot!

What's that??

Dis movie is written and directed by de guy who did "Rocky"! If a washed-up PUG can become Champ, why can't I be a Star?!

I can't argue with that!! Especially since I'd love to be in the next sequel!



Sometimes I think this picture is getting to be too much like the "Rocky" movies!!

Why do you say that?

See for yourself...!



Watch your hands, fool...!!



The way they cut and edited his dance makes me nauseous!



If you saw the whole dance before it was cut, you'd REALLY know what nausea is!!



Okay, Manuro...
you got the job! We
open tomorrow night
...so break a leg!

Why'dya say that?!!

It's an old
Show Business
expression
... meaning,
Good Luck!!

True...! But
in HIS case,
I meant it
literally! It
might improve
his dancing!!



I haven't seen grace
and movement like
that since Nitchke!!

Was he a Russian
ballet dancer??

No... a
Green Bay
Linebacker!



Look!! The audience is on its feet!!

Yeah!! Headed for the exits!!



This was your big night, Tony!
You did it all yourself!

Right! And dat's just de way
I'm gonna enjoy it...!



All
by
my-
self!!

A BIG STAR like me
can't afford to be
seen wid a nobody
like Jackie!!

I'm gonna STRUT
down Broadway...
to de tune of
"STAYIN' ALIVE"!



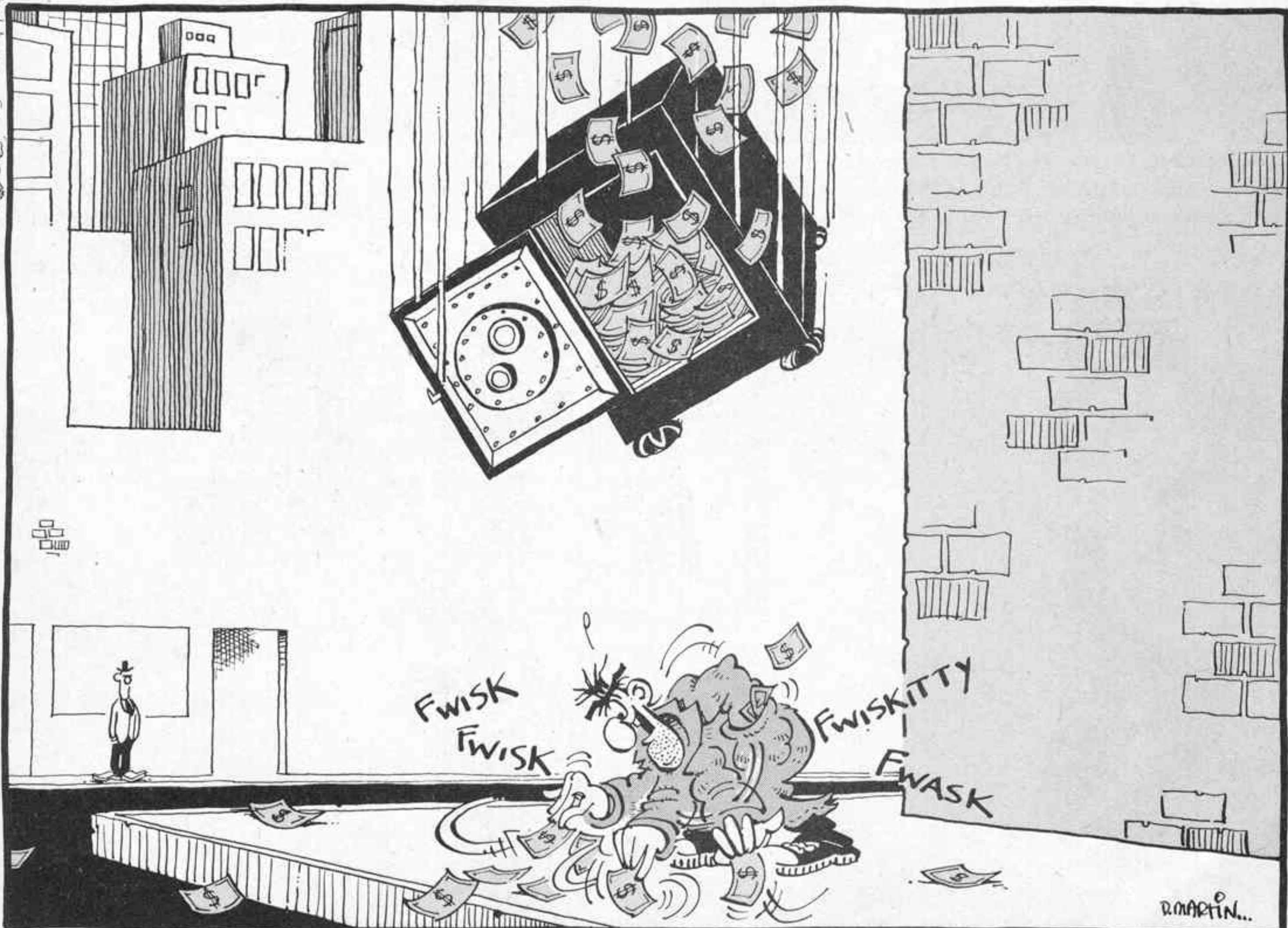
Hey, guys!!
Play dat tune
a lot faster!

I gotta RUN, not strut
down Broadway! Or else,
I'm gonna get KILLED!

And DIS is de street I bust-
ed my chops for six years to
conquer?!? De HELL wid it!!



ONE LUCKY MORNING ON FRIDAY THE 13TH



D. MARTIN...

There hasn't been much talk lately about the "Generation Gap"...but it definitely still exists. It's just that it's grown so wide that kids and their parents can no longer communicate about anything, including the "Generation Gap." MAD thinks this

WHAT PARENTS THINK...

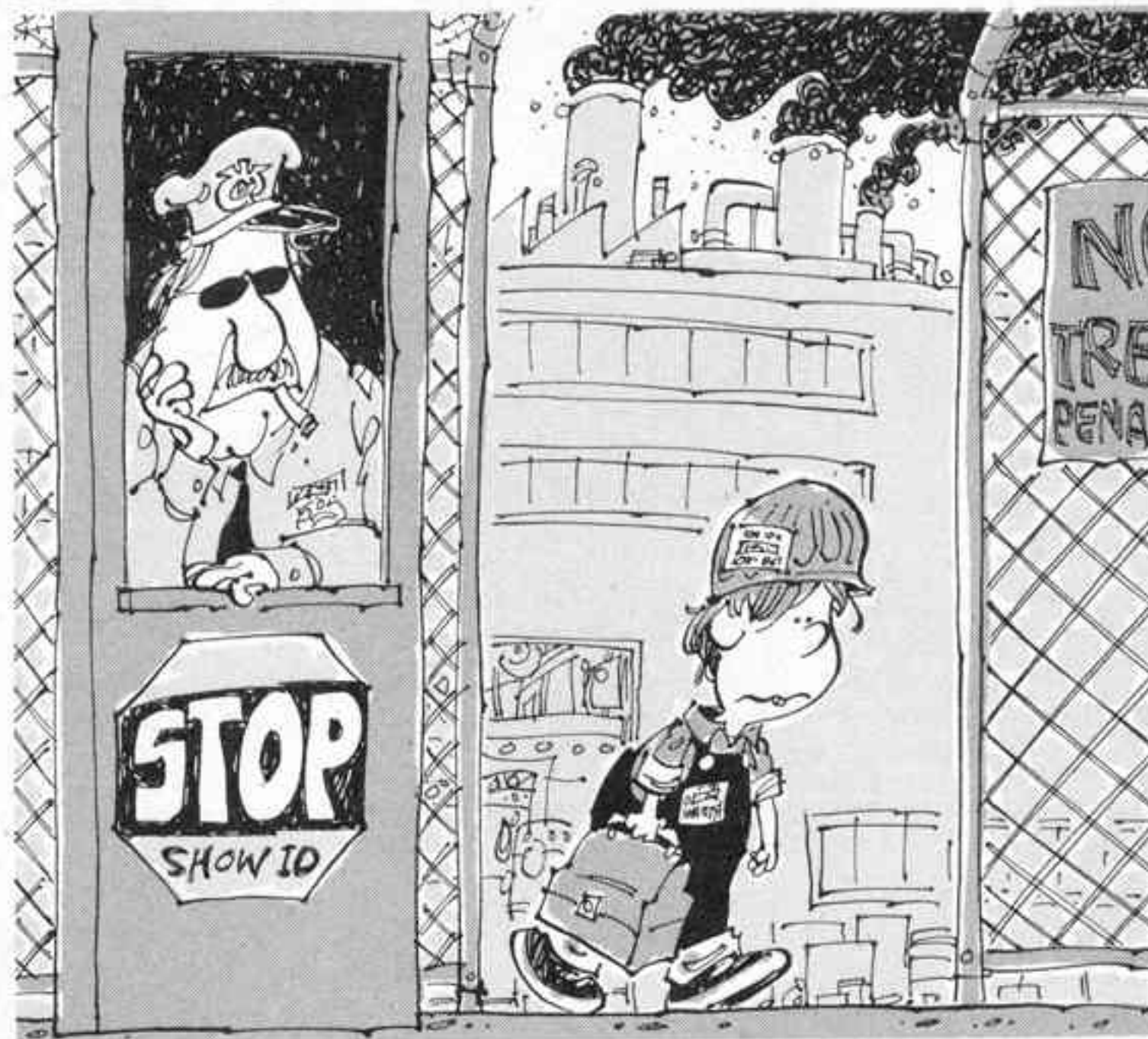
ARTIST: PAUL COKER

PARENTS THINK...



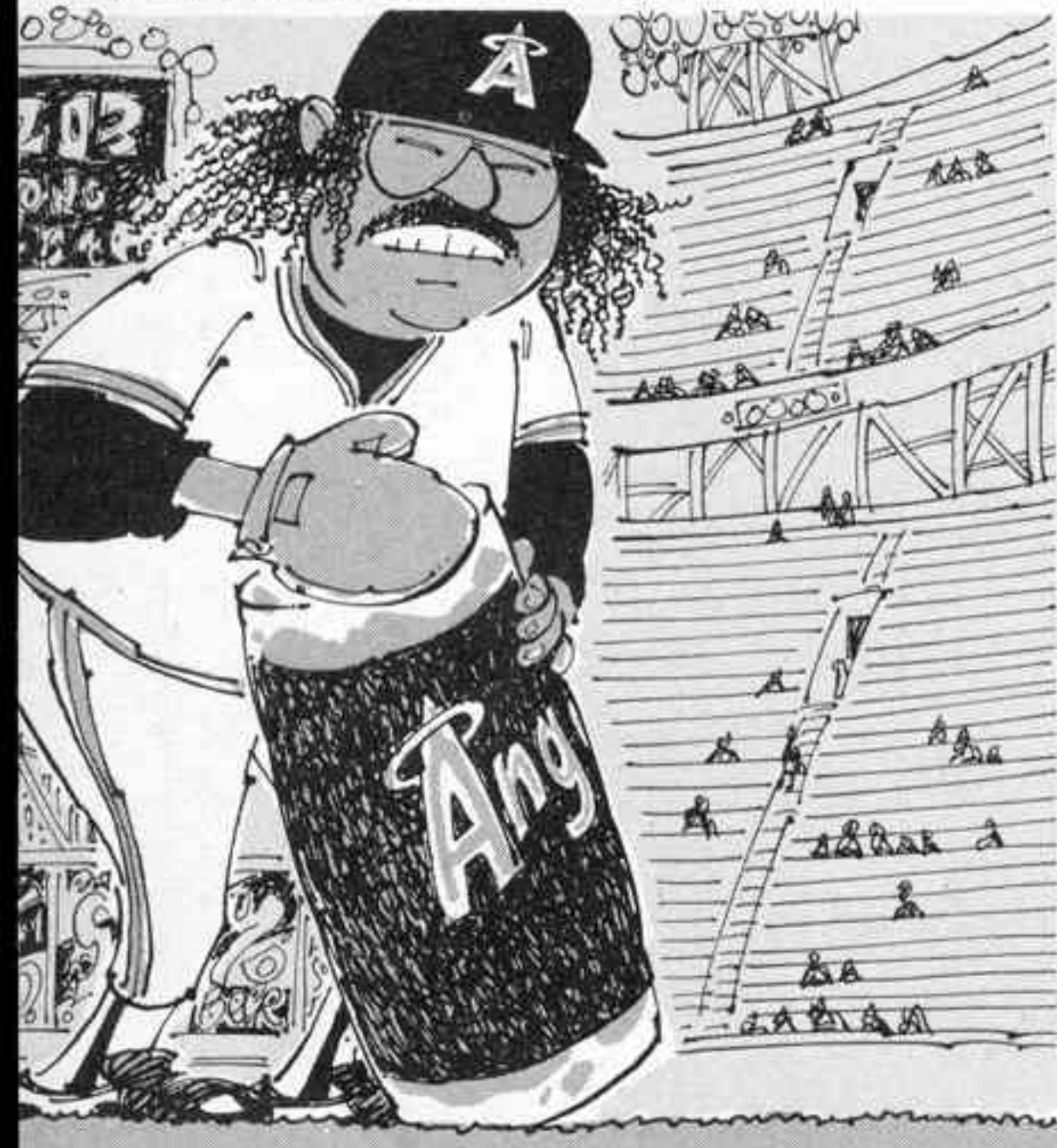
...that a \$400 bicycle that shifts into 15 different gears is a waste of money, but a \$4000 home computer that remembers your grocery list is a wise investment.

PARENTS THINK...



...that the driver's license age should be raised to 25, and the work permit age should be lowered to 10, thereby giving a kid 15 years to earn his own money to buy a car.

PARENTS THINK...



...that Reggae is a famous ex-Yankee out-fielder who plays for the California Angels.

PARENTS THINK...



...that a kid who desperately needs transportation for a big date can make do with Mom's Ford station wagon just as well as with Dad's 280ZX...

is sad, because each generation has wisdom that it could share with the other if one only knew what the other was talking about. MAD also thinks it may be possible to break down this wall of conflicting attitudes and confusing terms by examining:

AND...WHAT KIDS THINK

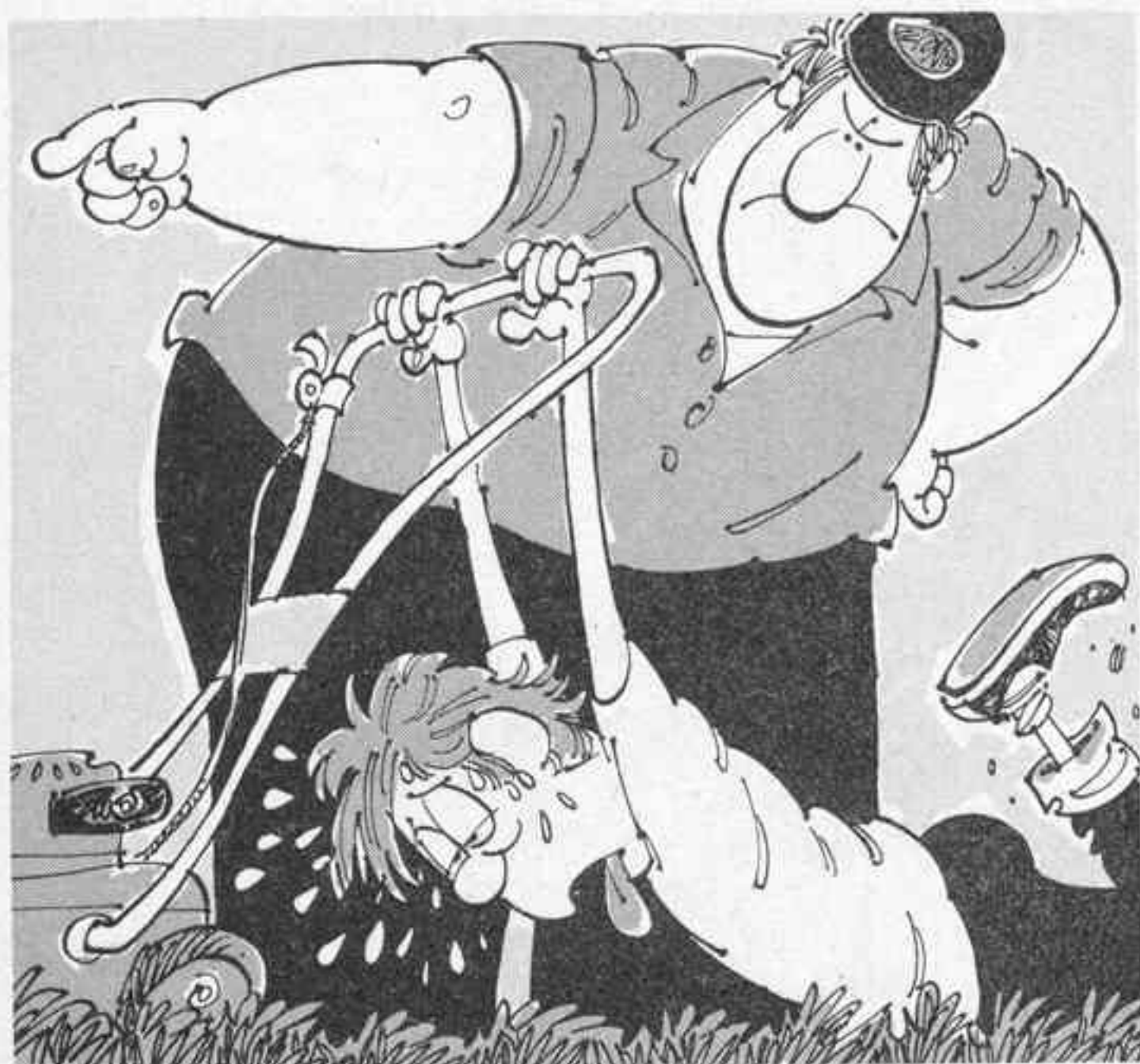
WRITER: TOM KOCH

KIDS THINK...



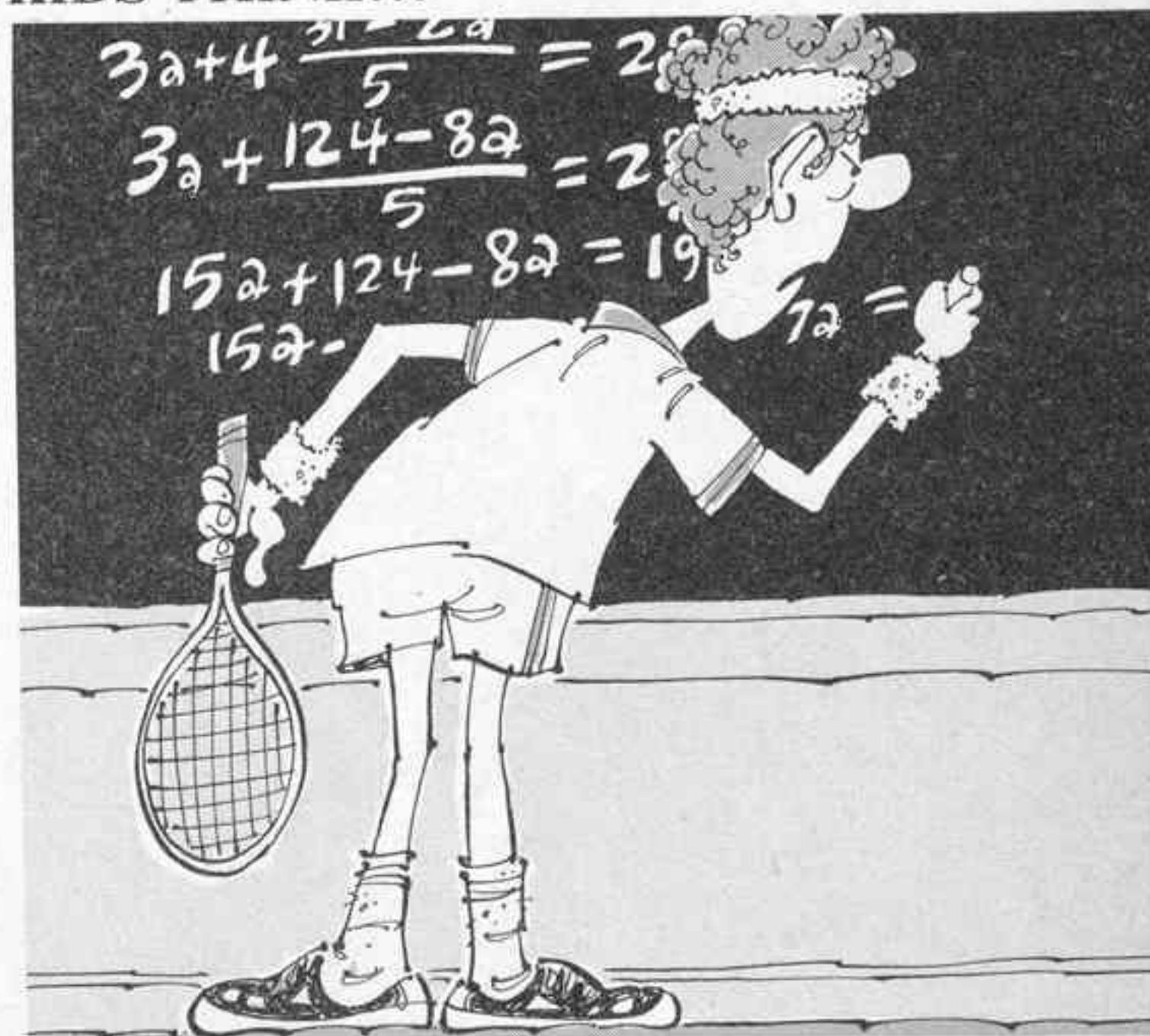
...that merely reading the textbook is not adequate homework for Sex Education, and that doing independent extra study is necessary to understand and appreciate the course.

KIDS THINK...



...that just because you have energy to swing a tennis racket doesn't mean you're in shape to push a lawn mower.

KIDS THINK...



...that you shouldn't have to pass Freshman Algebra because you obviously won't ever need it once you join the Pro Tennis tour and start to make those big bucks.

KIDS THINK...



...that it's okay to attend church wearing a sweat shirt decorated with a beer advertisement or a snappy quotation. 13

PARENTS THINK...



...that Fleetwood Mac is either a Cadillac shaped like a burger, or a burger shaped like a Cadillac.

PARENTS THINK...



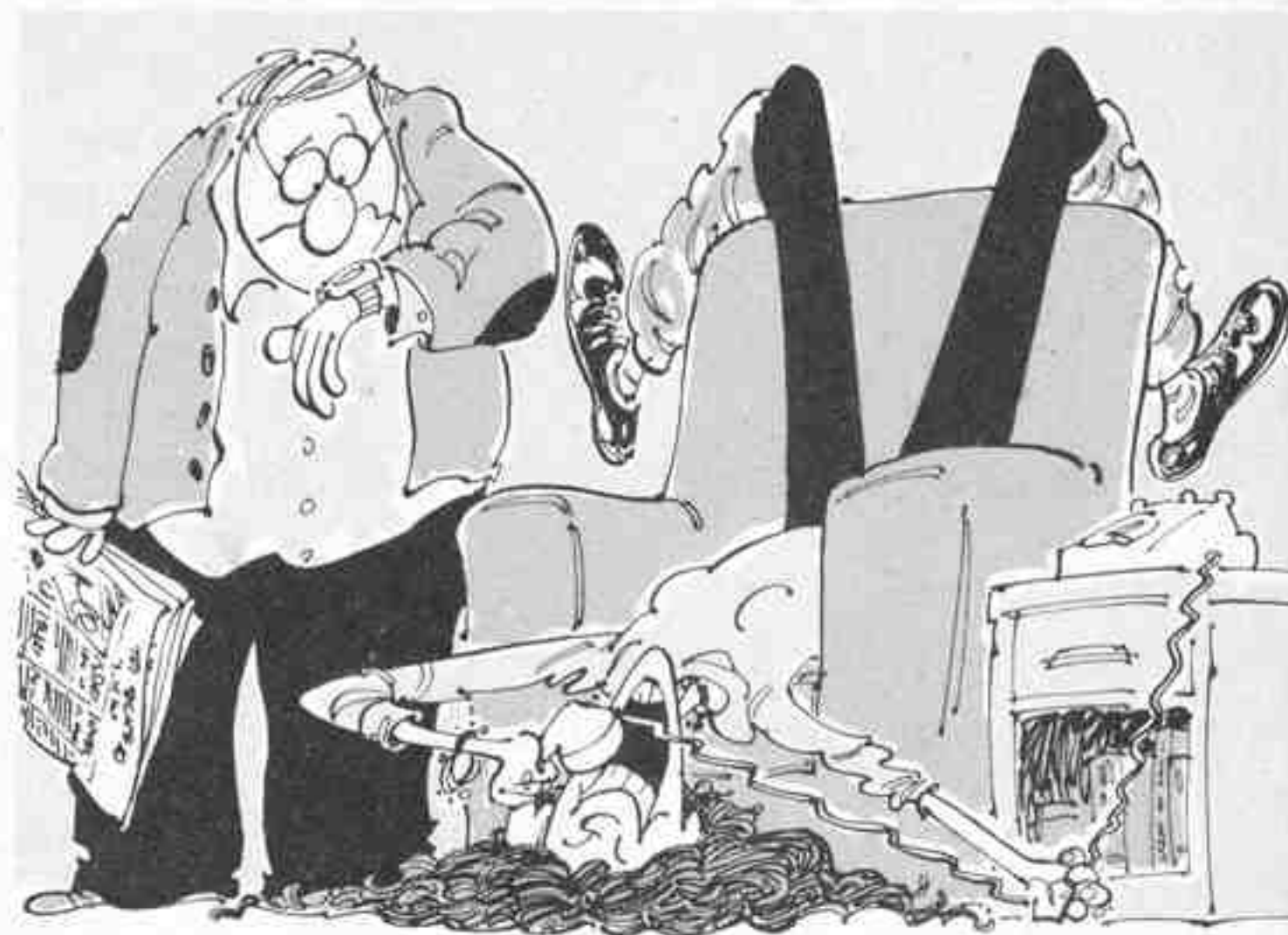
...that punk rock is a hard substance you burn on the front porch on summer evenings to keep mosquitoes away.

PARENTS THINK...



...that the only people you can trust are uniformed policemen, ordained clergymen, and TV's Phil Donahue.

KIDS THINK...



...that a phone call can easily last over an hour, even if you're talking to someone you just spent the whole day with.

KIDS THINK...



...that choosing a good college to attend means picking your favorite school among the Top Twenty in the AP Football Poll.

KIDS THINK...



...that the only people they can trust are tattooed bikers, full-time surfers and rock musicians who dye their hair green.

Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the third in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

MAD'S APTITUDE TEST NUMBER THREE WILL YOU MAKE A GOOD ATHLETE?

1. Fill in the blank in this sentence: As a pro athlete, you should never become so successful that you forget the _____ who made it all possible.

A. agent
B. tax accountant
C. investment advisor
D. All of the above.

2. As a pro, you are swell-headed, alienate your teammates and are the center of controversy. What does this kind of behavior get you?

A. More newspaper coverage than you ever dreamed of.
B. An automatic interview on nationwide TV by Howard Cosell.
C. Praise from the team owner, who knows that controversy improves the gate.
D. All of the above.



You can tell by the expression on this baseball player's face that:

- A. He's just been turned down for a Miller Beer commercial.
B. He's just been traded to the Blue Jays.
C. His wife just learned how he spends his nights on the road.
D. Any of the above.
4. To quote a famous coach, "Winning isn't everything, it's _____"
- A. the extra \$20,000 you get for

post-season play.

B. how you renegotiate your contract.
C. your name on a candy bar.
D. All of the above.

5. At contract time, the relationship between a pro athlete and his club's front office can be compared to:

A. Israel and the Arabs.
B. Luke Skywalker and the Empire.
C. Boss Hogg and the Duke Boys.
D. Any of the above.

6. The expression "playing hurt" means:

A. It's a big game and the exposure you'll get will more than compensate for the pain.
B. You healed weeks ago, but you're still faking your injury so the coach will praise you in the press for having guts.
C. The team doctor has you on so many pain-killers and uppers that you're oblivious to your pain, your injuries, everything.
D. Any of the above.

7.



This tight end is screaming that the referee made a bad call. Why?

A. He wants to prove to his agent that he *can* act well enough to get a movie role.
B. He's on nationwide TV.
C. The stock he invested in just plummeted and he's got to scream at someone.
D. Any of the above.

8.



To quote another famous coach, "It isn't that you won or lost, but _____"

- A. how many times your photo gets in Sports Illustrated.
B. what you pull down as a free agent.
C. how you do with your tax shelters.
D. All of the above.
9. You're a baseball player and you end the season hitting over .300. This means that:
- A. Whatever you're making, you're underpaid.
B. Whatever raise the owner offers, it's not enough.
C. Whatever you settle on, the publicity will be tremendous.
D. All of the above.
10. There is a special quality among pro athletes called "hustle." What does "hustle" mean to you?
- A. Pushing for annual cost-of-living increases in your contract.
B. Making friends with a rich fan who's a Wall Street insider and can give you tips.
C. Getting out to the stadium early so you can be picked for a pre-game TV interview.
D. All of the above.

SCORING

If you answered "D" to all the questions, you have the ability to make a good Pro Athlete.

VINTAGE WINES

...and we'd like a nice bottle of Bordeaux! Can you suggest a good year?

1978 was a marvelous... absolutely stupendous year!

Really...?! I've heard that 1978 wasn't that good!

Are you kidding?!

That was the year I got my **DIVORCE!!**



BERG'S-EYE VIEW DEPT.

THE LIGHTTE

ANNOYING PETS



YIPE!

Will you call off your darn dog!?!
ARF
ARF

Don't be frightened! His bark is worse than his bite!!

That may be...

...but it's his **BREATH** I can't stand!!
ARF
ARF



OBEDIENCE SCHOOL



WINNING A BET



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

DINNER GUESTS



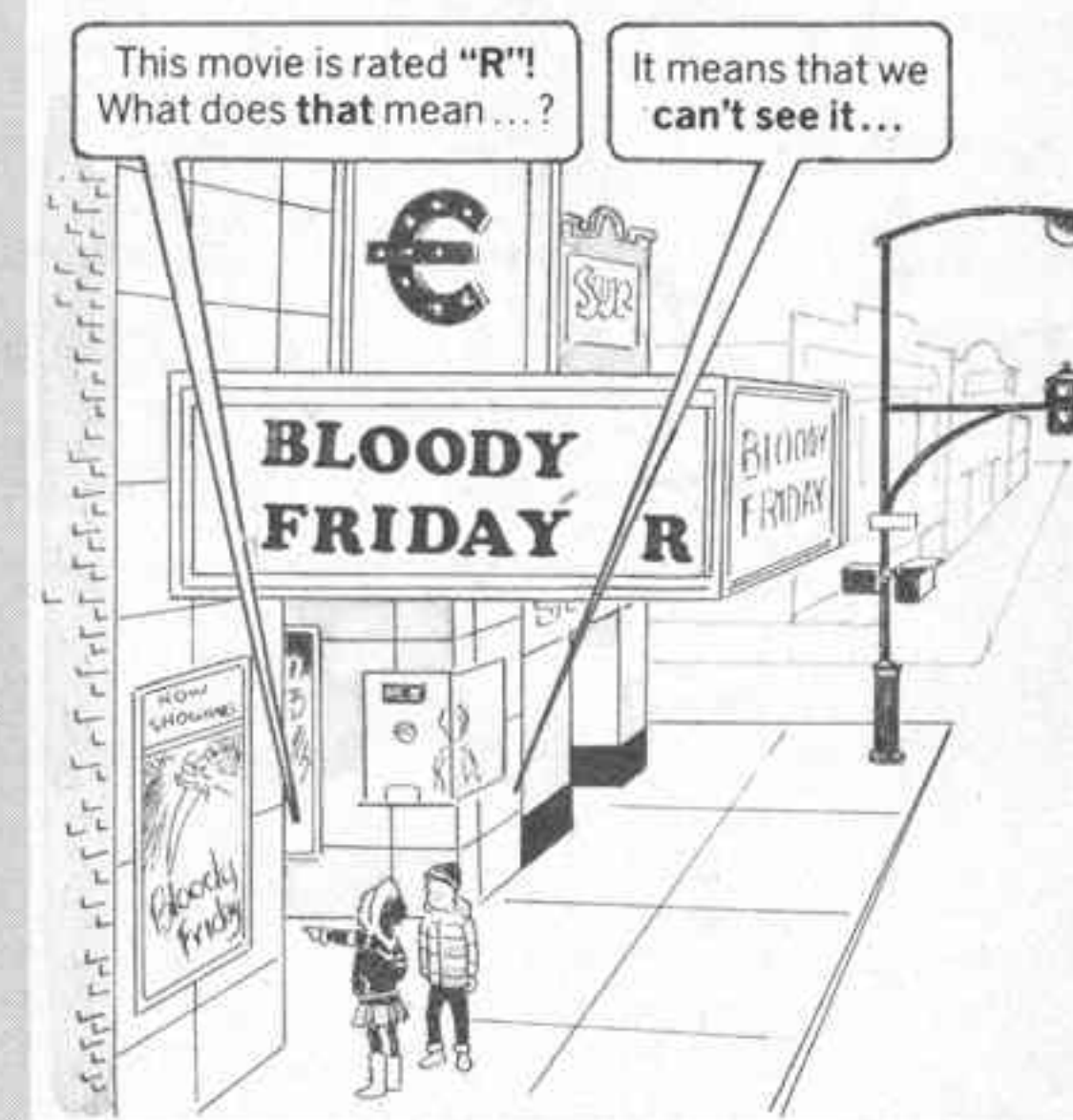
NEWS BROADCASTS



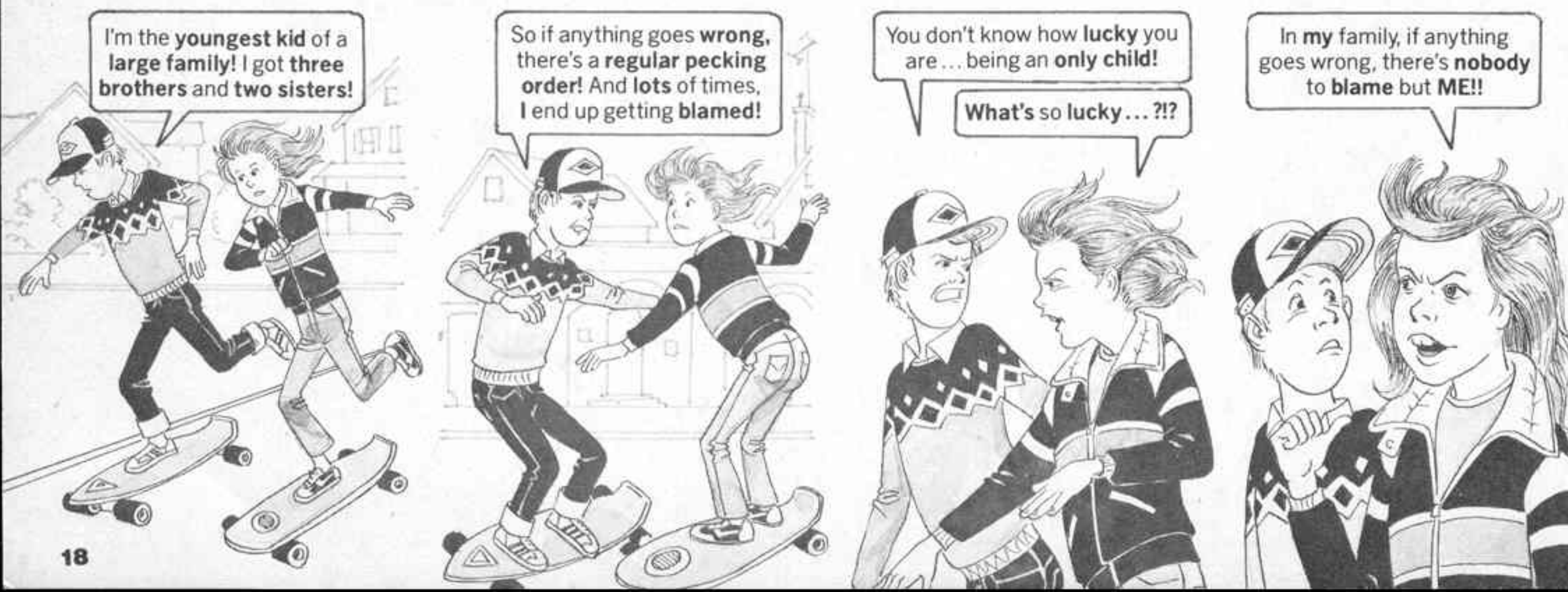
BEING SUCCESSFUL



SEEING A MOVIE



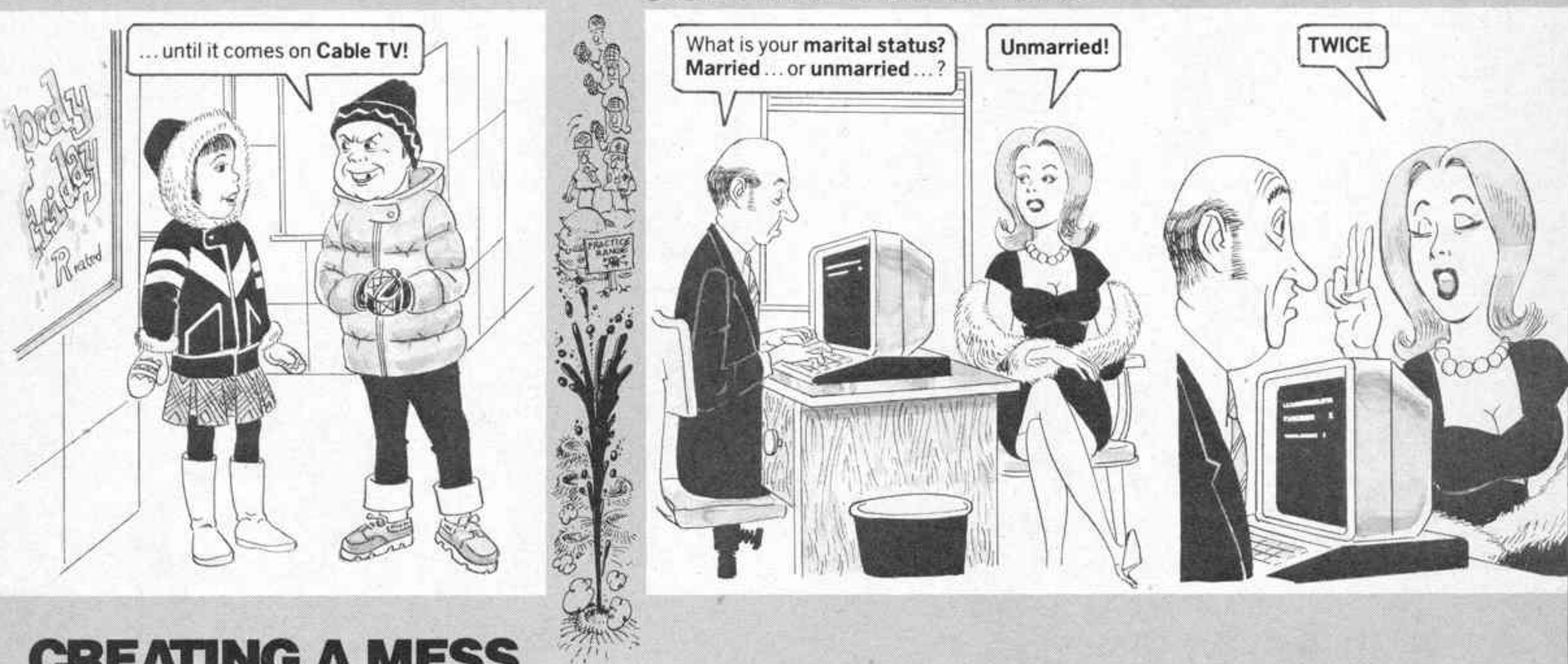
BEING AN ONLY CHILD



PROBLEM EATERS



JOB INTERVIEWS



CREATING A MESS



GOING TO A PSYCHIATRIST

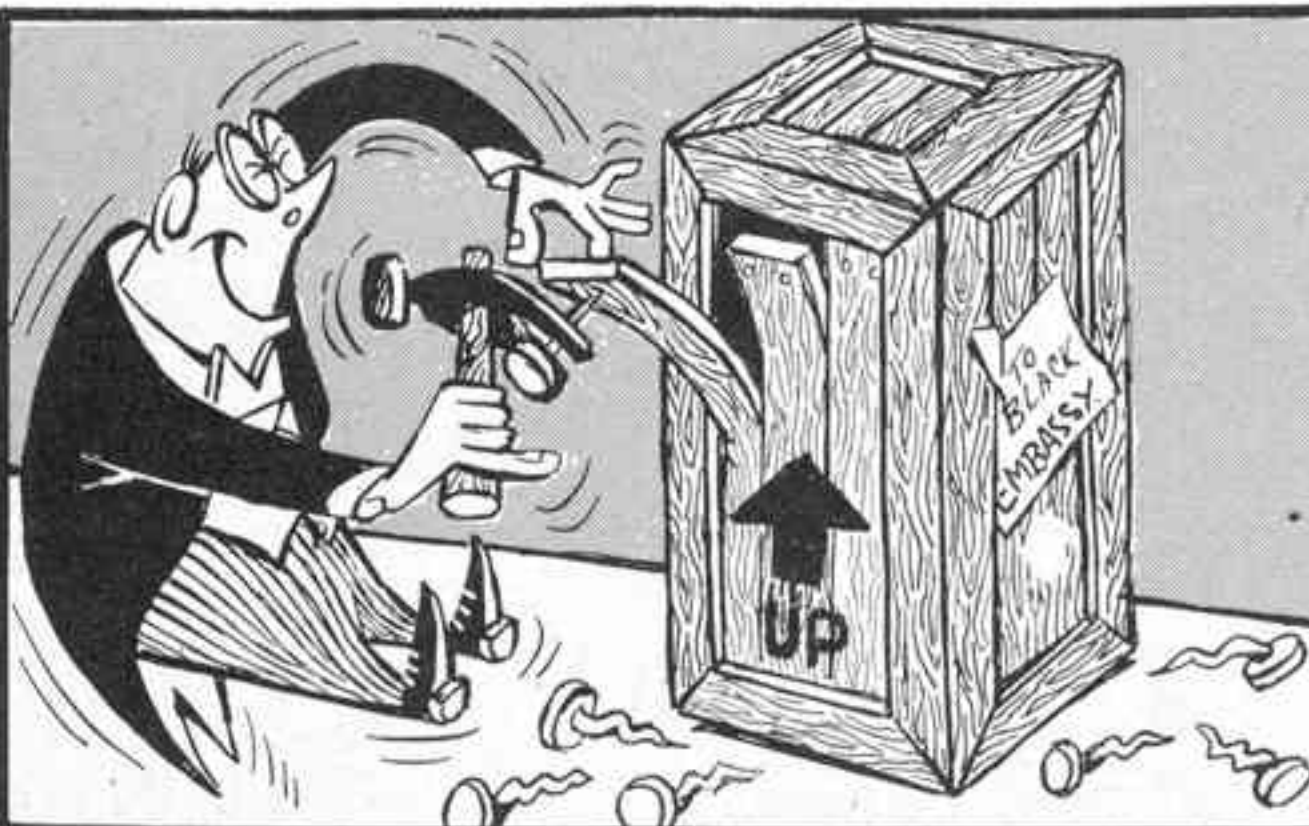
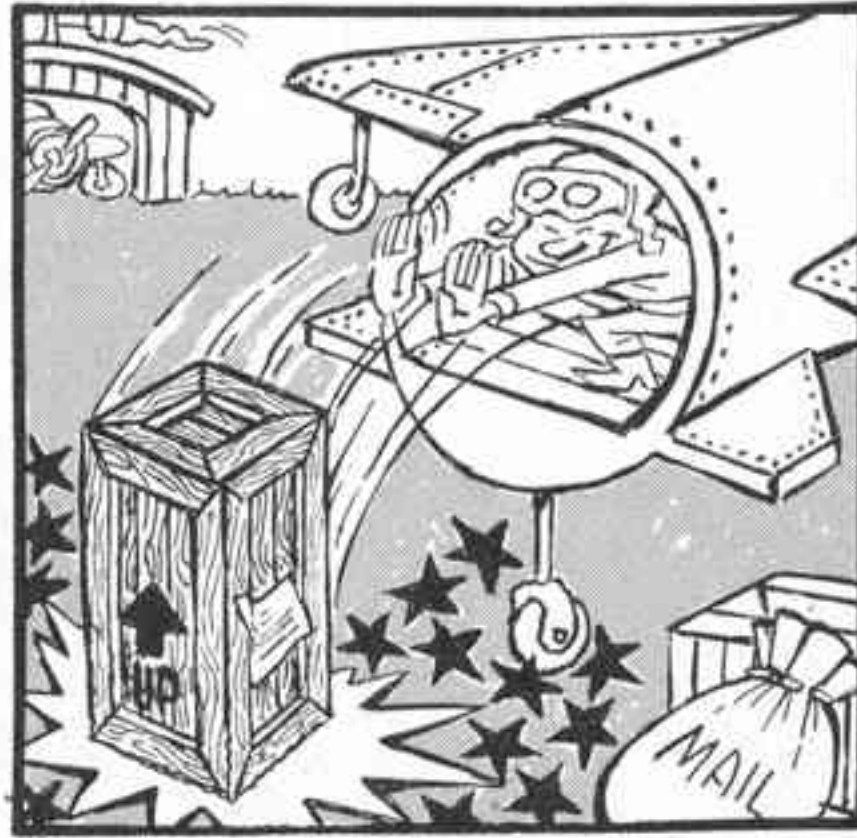
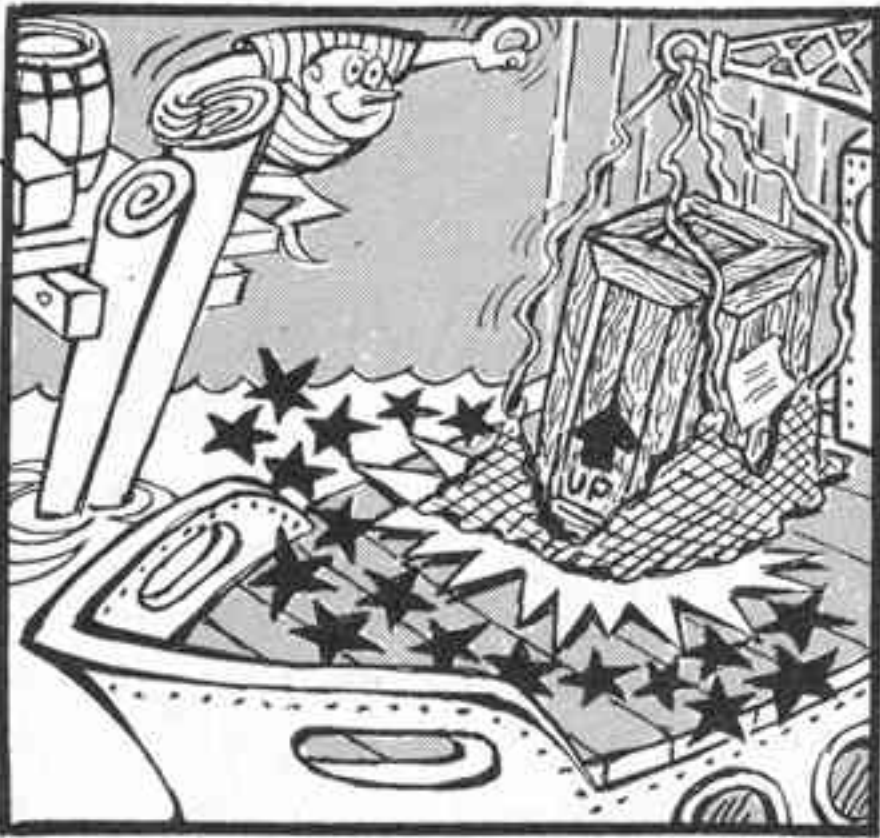
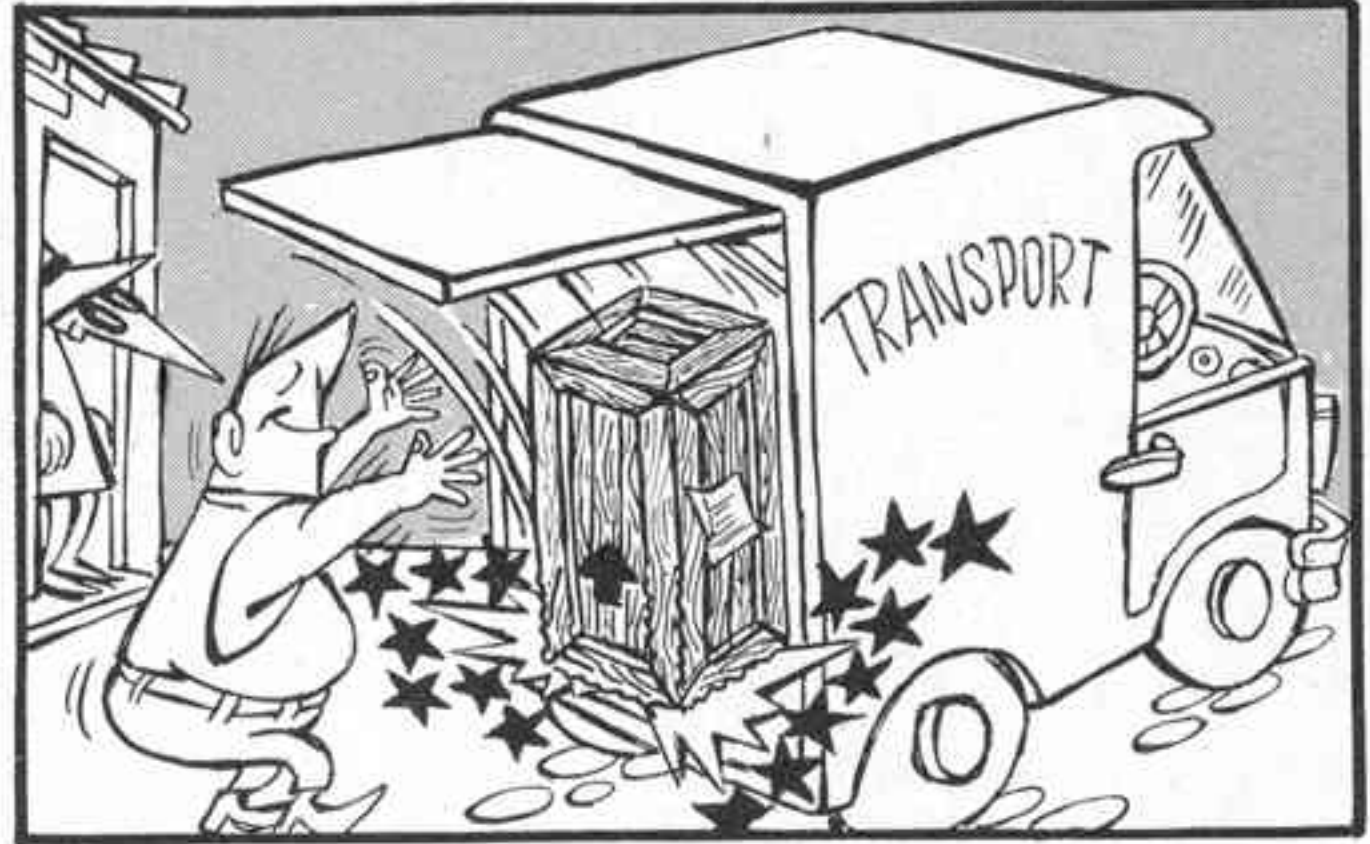
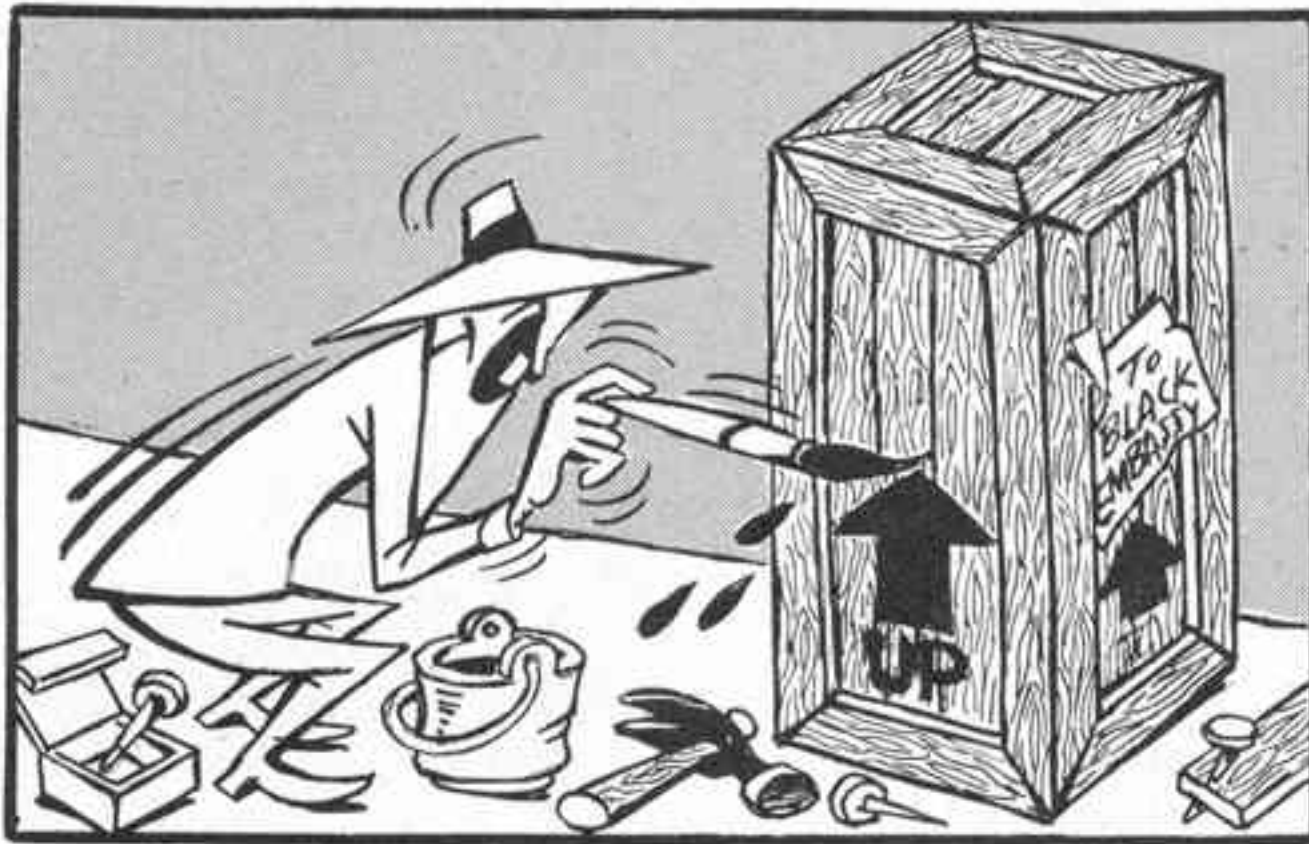
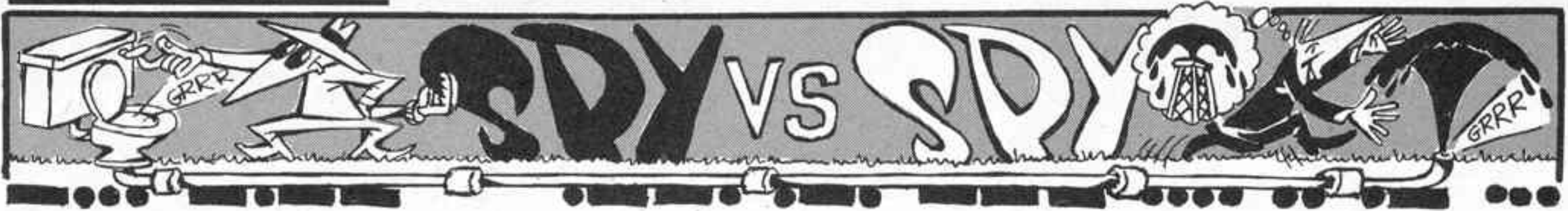


LEARNING TO TELL TIME



ARRIVING AT A COMPROMISE





SHOOT THE QUIRKS DEPT.

WHAT IS A

ARTIST: SERGIO ARAGONES

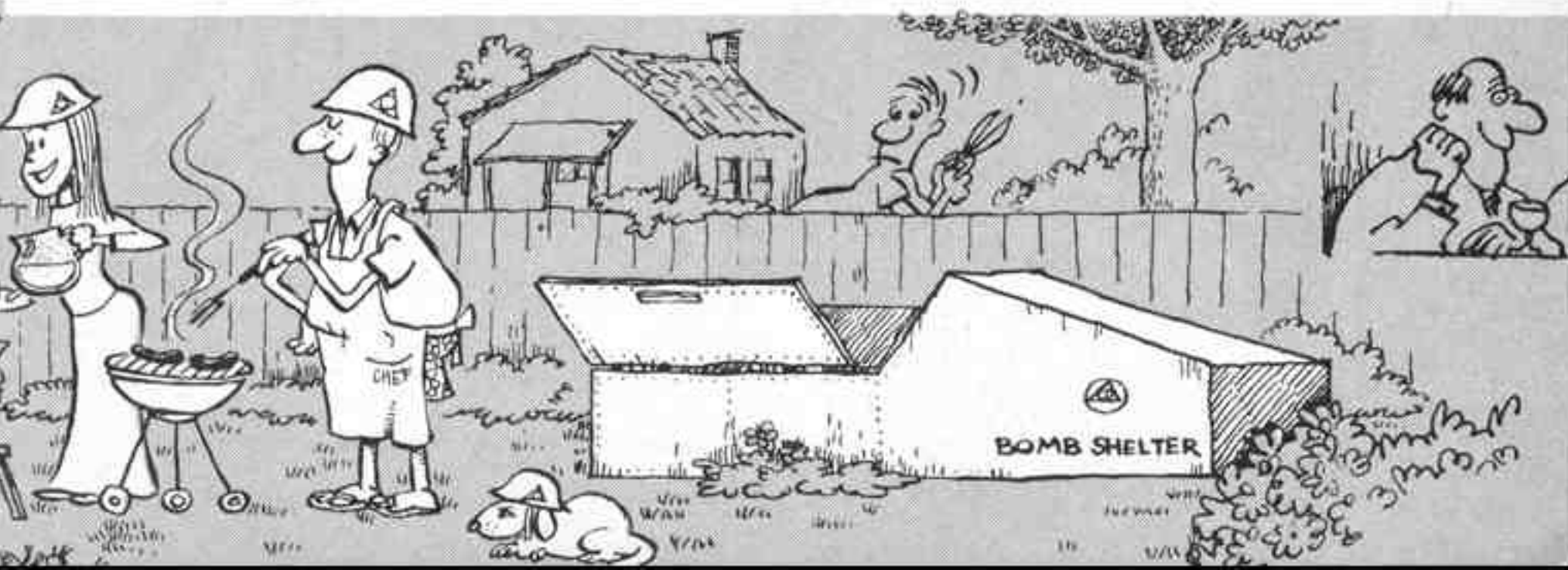
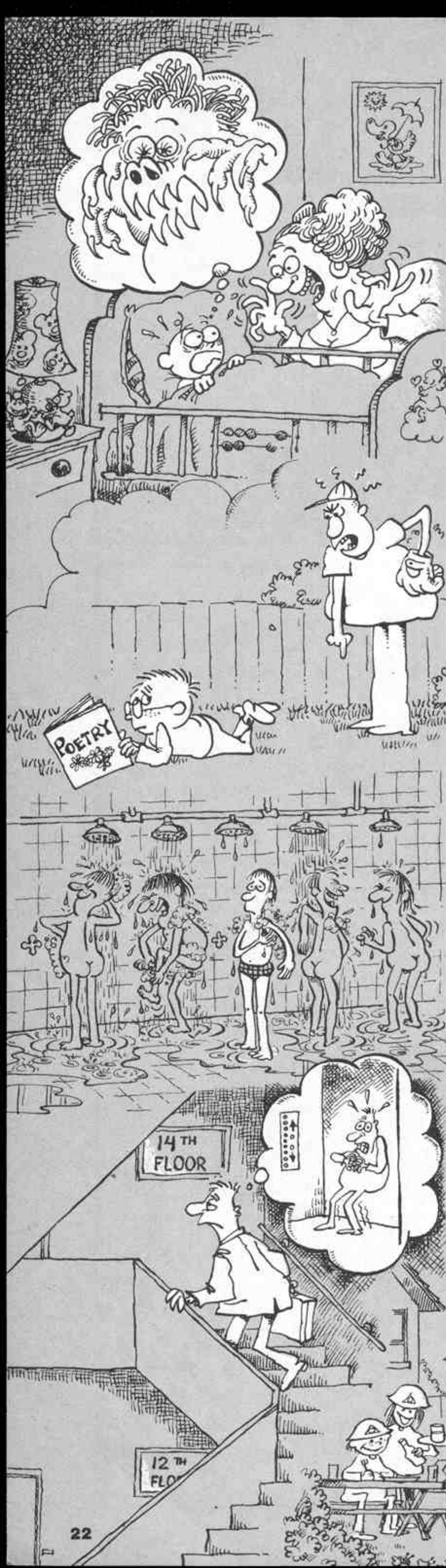
BETWEEN THE TIME you initially conquer your fear of roller skates and the time you ultimately surrender to your fear of roller coasters, you are certain to run head-on into a whole series of psychological barriers known as Hang-Ups. "Hang-Up" is a fairly new popular term that describes a very old unpopular feeling in the pit of the stomach. It has quickly become part of our language because it is much easier to say someone has a Hang-Up than it is to say he's a lily-livered, yellow-bellied, chicken-hearted, gutless mass of quivering human jelly.

HANG-UPS ARE most frequently induced by unhappy childhood experiences. This is why people who survived the Titanic disaster at an early age often have a Hang-Up about the icebergs that form in their swimming pools. And people born in Minnesota in February often have a Hang-Up about doctors with cold hands. And people who grew up being tormented by the scary threats of older brothers and sisters often have a Hang-Up about being kidnaped by Gypsies, or being bitten by vampires, or being thrown into a closet full of spiders, or being put up for adoption by their parents.

A PERSON WITH A HANG-UP is easy to spot in any crowd. He's the one who always wears a surgical mask on dates to drive-in movies so he won't be exposed to mononucleosis. He's the one who always faints at the poultry store because he can't stand the sight of raw chicken giblets. He's the one who always holds a transistor radio to his ear so he won't hear the question you're asking because he's sure he'd give you a stupid answer. And he's the one who always crosses intersections on the "DON'T WALK" light because he has a Hang-Up about authority figures who try to tell him what to do.

IN ALL CASES, those sad, sorrowful, stricken souls cursed with Hang-Ups can be counted on to behave in their own unique way. Who else would settle for a lifetime career of addressing envelopes at home, rather than run the risk of someday having to use a strange bathroom? Who else would always break into such a cold sweat during final exams that the perspiration invariably drips down and smears his crib notes? And who else would use his influence to wangle a 20-year prison sentence just so won't have to spend any more scary nights at home alone?

STRANGELY ENOUGH, it is always those with great big Hang-Ups of their own who are the first to call attention to your little tiny Hang-Ups. If you feel driven to cut the bread crust off



HANG-UP?

WRITER: TOM KOCH

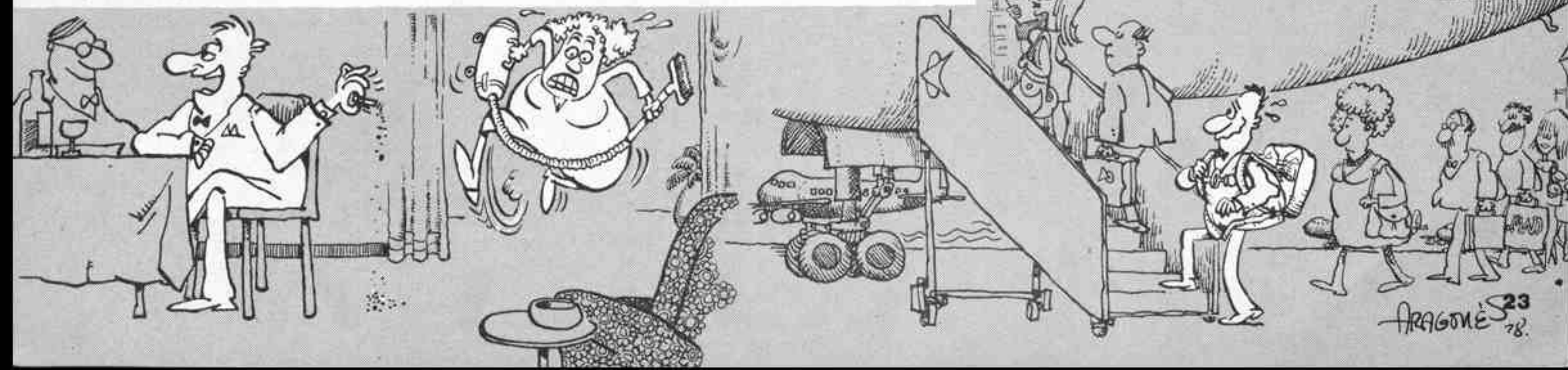
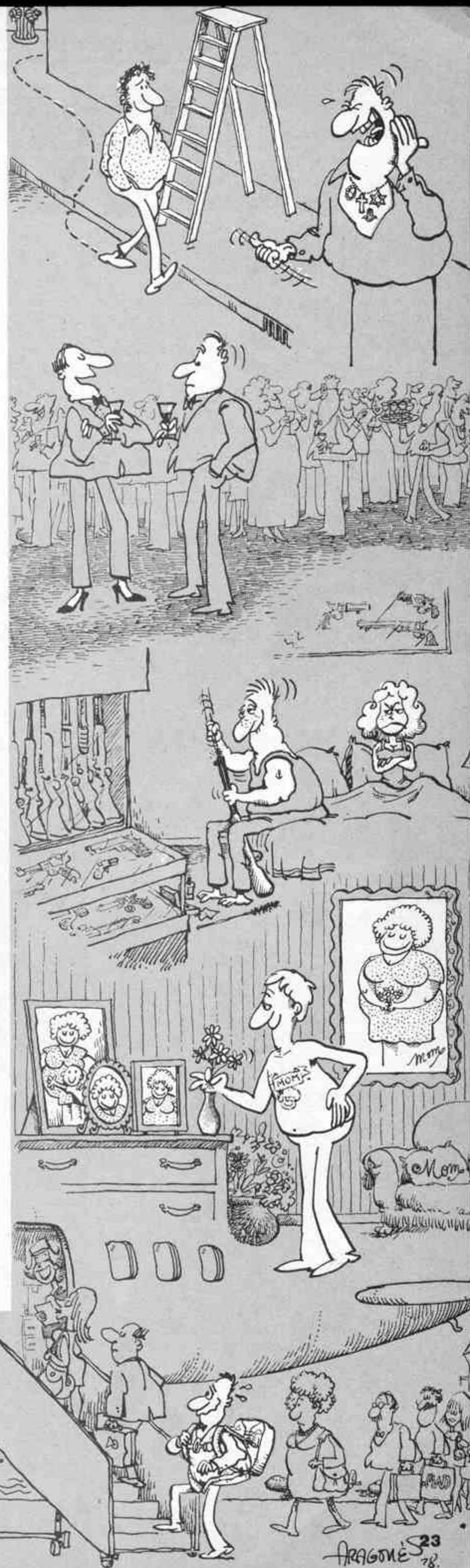
your sandwich, you can bet that it will be noticed by your weird aunt who eats nothing but boiled figs and yeast tablets. If you can't muster courage to phone the Prom Queen for a date, it's a cinch that the only one to laugh will be your cousin who has stayed in his room with the drapes closed since 1962. And if you're afraid to fly across the country in an airplane, you can expect to have your Hang-Up fully analyzed by the only person you know who's afraid to ride to the second floor in an elevator.

STILL, IT WOULD BE WRONG to dismiss even the most frazzled Hang-Up Sufferer as just another Neurotic Bomb looking for a place to fizzle out. Beneath his loose outer wrapping of twitches and shakes, he often harbors many fine qualities. He is Warm Comradeship refusing to shake hands, Jovial Hospitality crouching behind a double-locked door, Adventurous Courage tooling around on a mini-bike with training wheels, Mature Judgment phoning his psychiatrist for advice, and Tomorrow's Leader trying to stride boldly into the future despite his Hang-Up about stepping on cracks in the sidewalk.

THOUGH HANG-UPS are a lifetime affliction for many, they can often be conquered if one follows the inspiring examples of recovery that are all around us. Who would not be lifted by the thought that Joey Bishop overcame a neurotic fear of boring people stiff? Who could fail to take hope from Howard Cosell's triumph over the absurd feeling that he might be an obnoxious blabbermouth? And who would not be heartened by the revelation that Richard Nixon surged forward despite a silly concern that people didn't love him enough? If those victims could straighten out their tangled lives, then there is hope for all.

PERHAPS THE BEST WAY of all to conquer Hang-Ups is to start looking on the bright side of the things you fear most. You'll soon realize that even if you're on a ship that sinks, it may go down in a spot where the sharks are all vegetarians. Or even if you're trapped in the debris when an underground garage caves in, maybe the parking attendant will turn out to be an off-duty priest who can give you the last rites. Or even if the very worst happens, and the meanest bully on the beach laughs at your physique, and then kicks sand in your face, and then walks off with your girl, you can still triumph by calling out the familiar taunt that is guaranteed to shatter his masculinity:

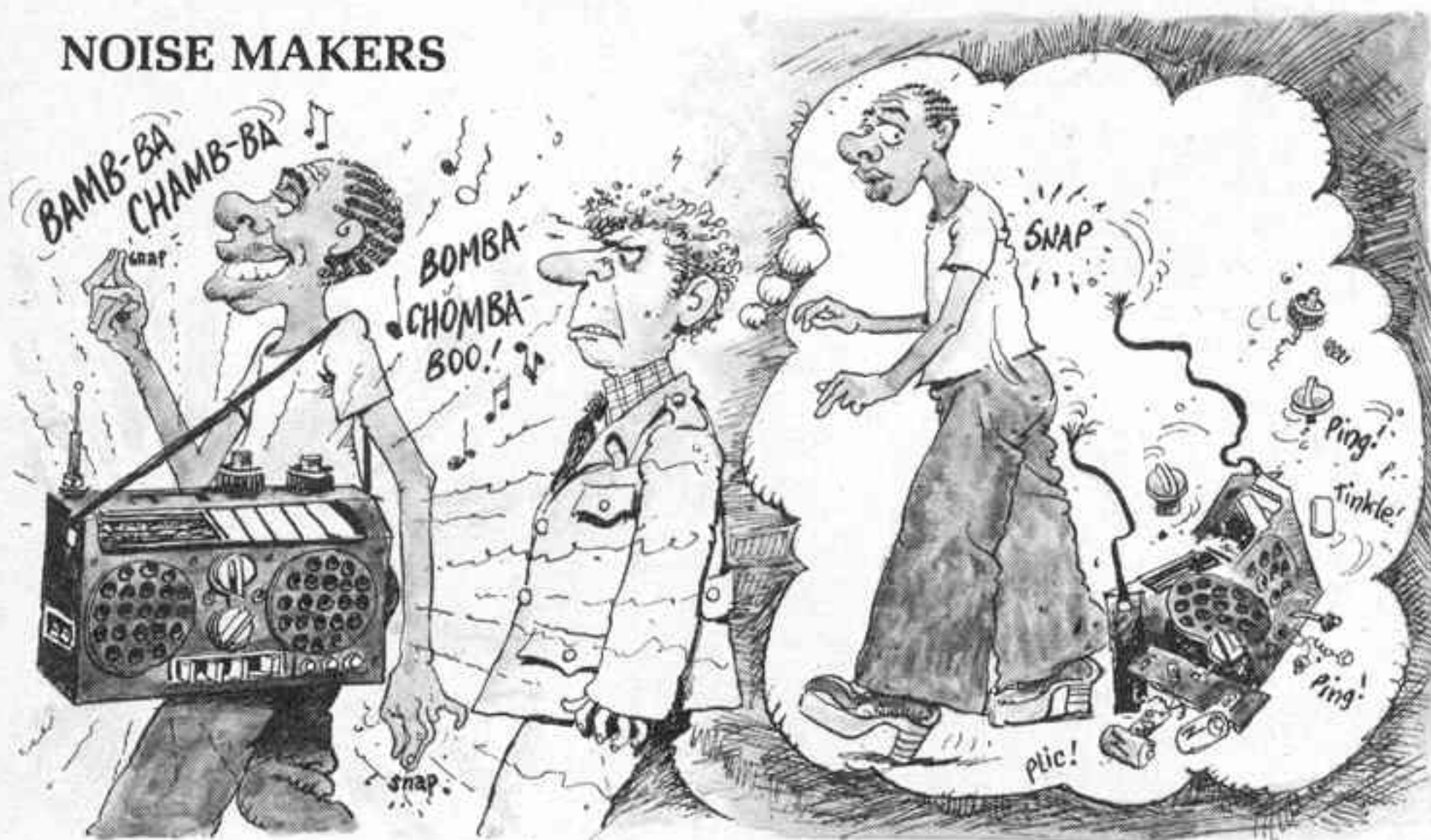
"WHATSA MATTER, PAL? YOU GOT SOME KINDA HANG-UP?"



ARAGON 23
78

WISHFUL

NOISE MAKERS

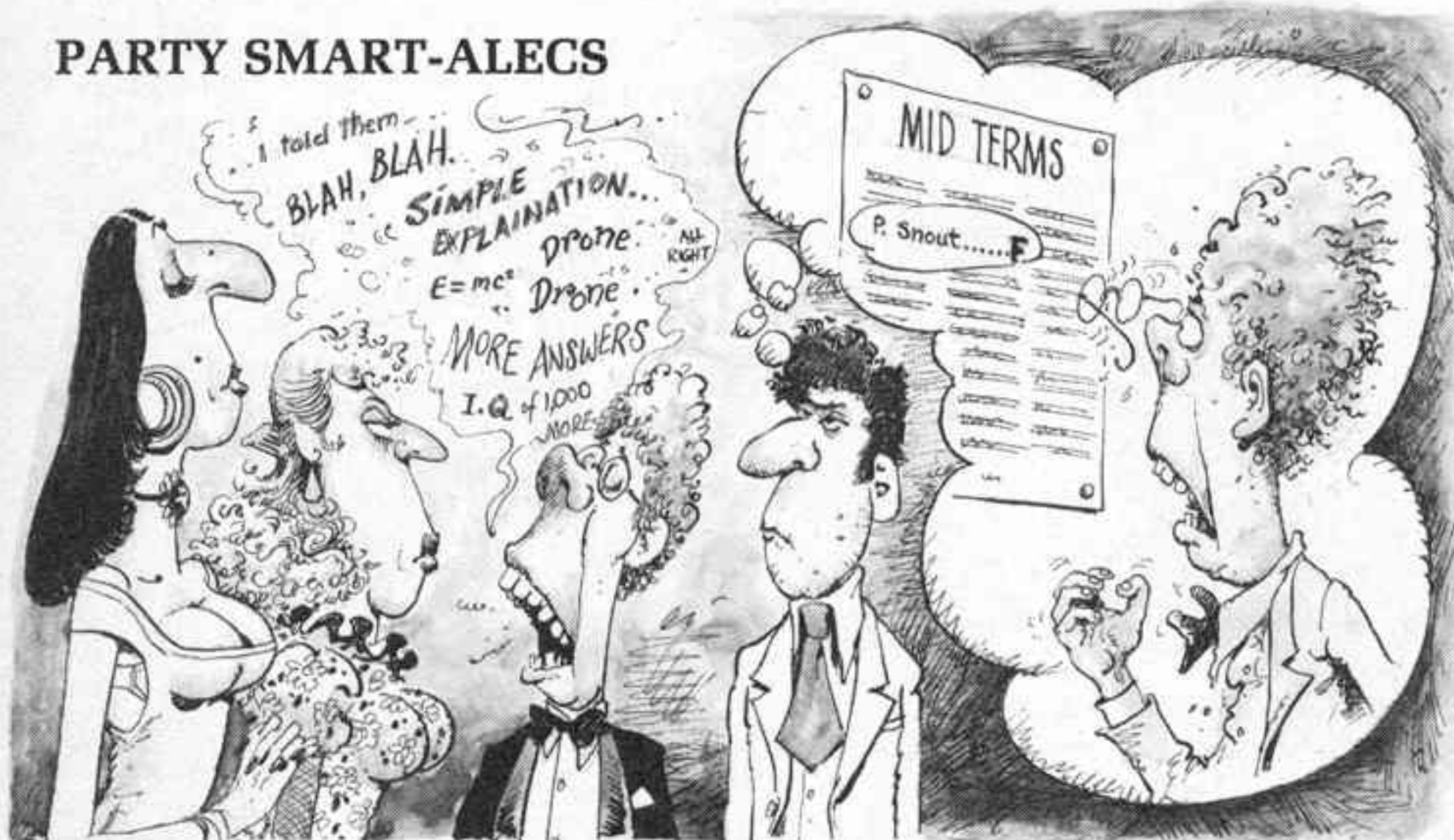


TELEPHONE BOOTH HOGS



ARTIST: HARRY NORTH

PARTY SMART-ALECS



NOSE-IN-THE-AIR SNOBS



SMOKE POLLUTERS



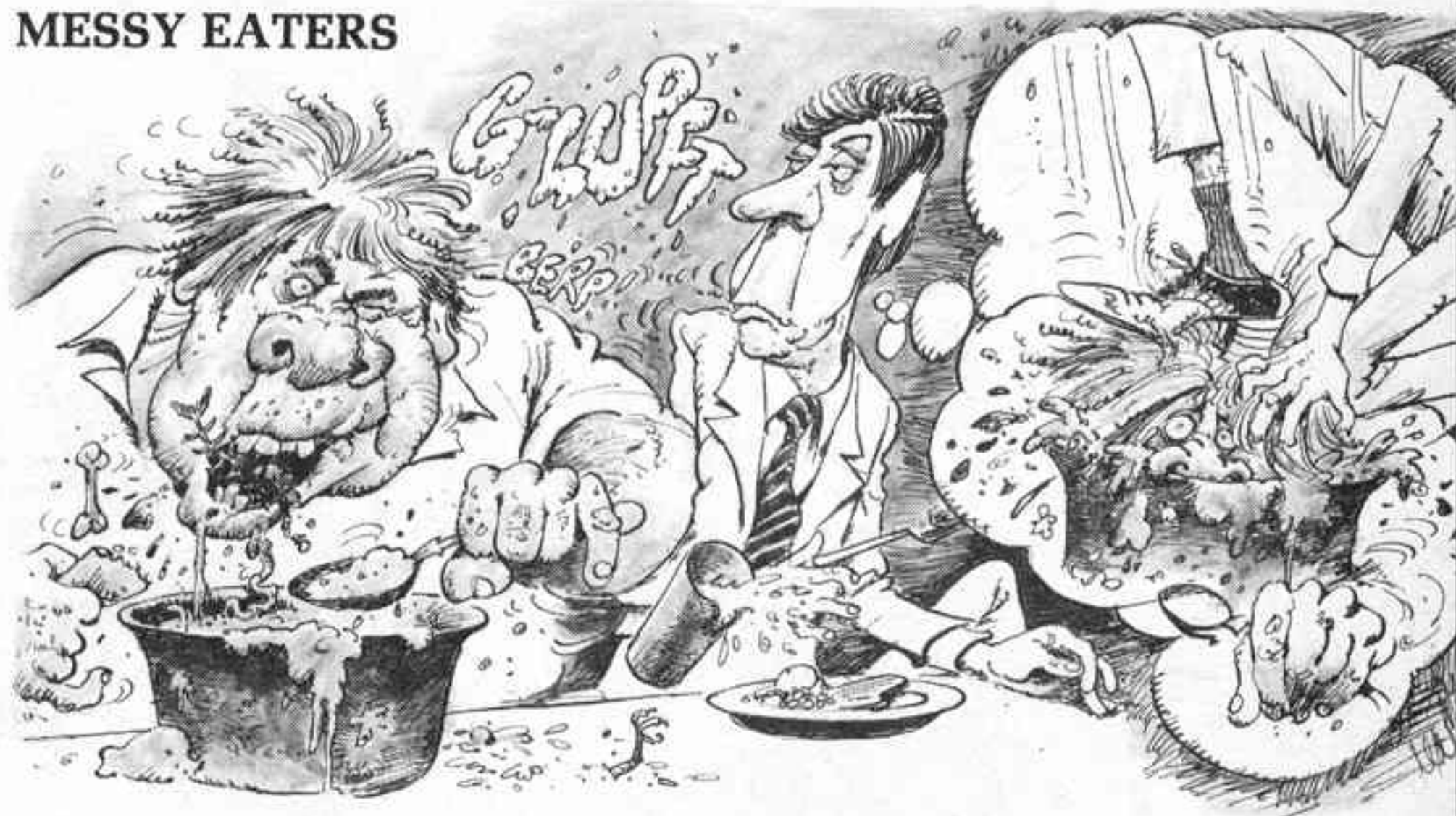
UMBRELLA SHAKERS



THINKING

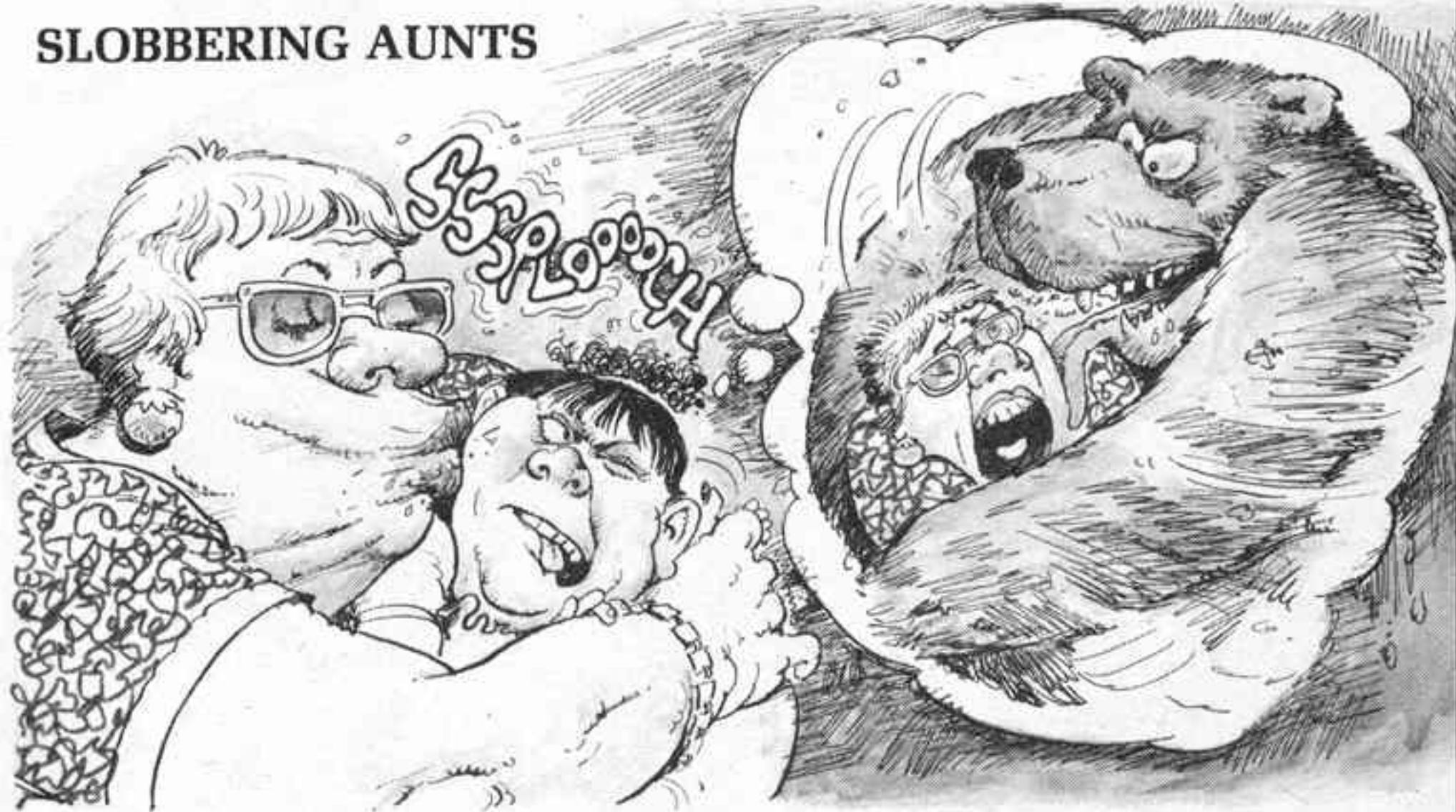


MESSY EATERS



WRITER: PAUL PETER PORGES

SLOBBERING AUNTS



PARK MASHERS



CENTERLINE DRIVERS



NASTY DOGS



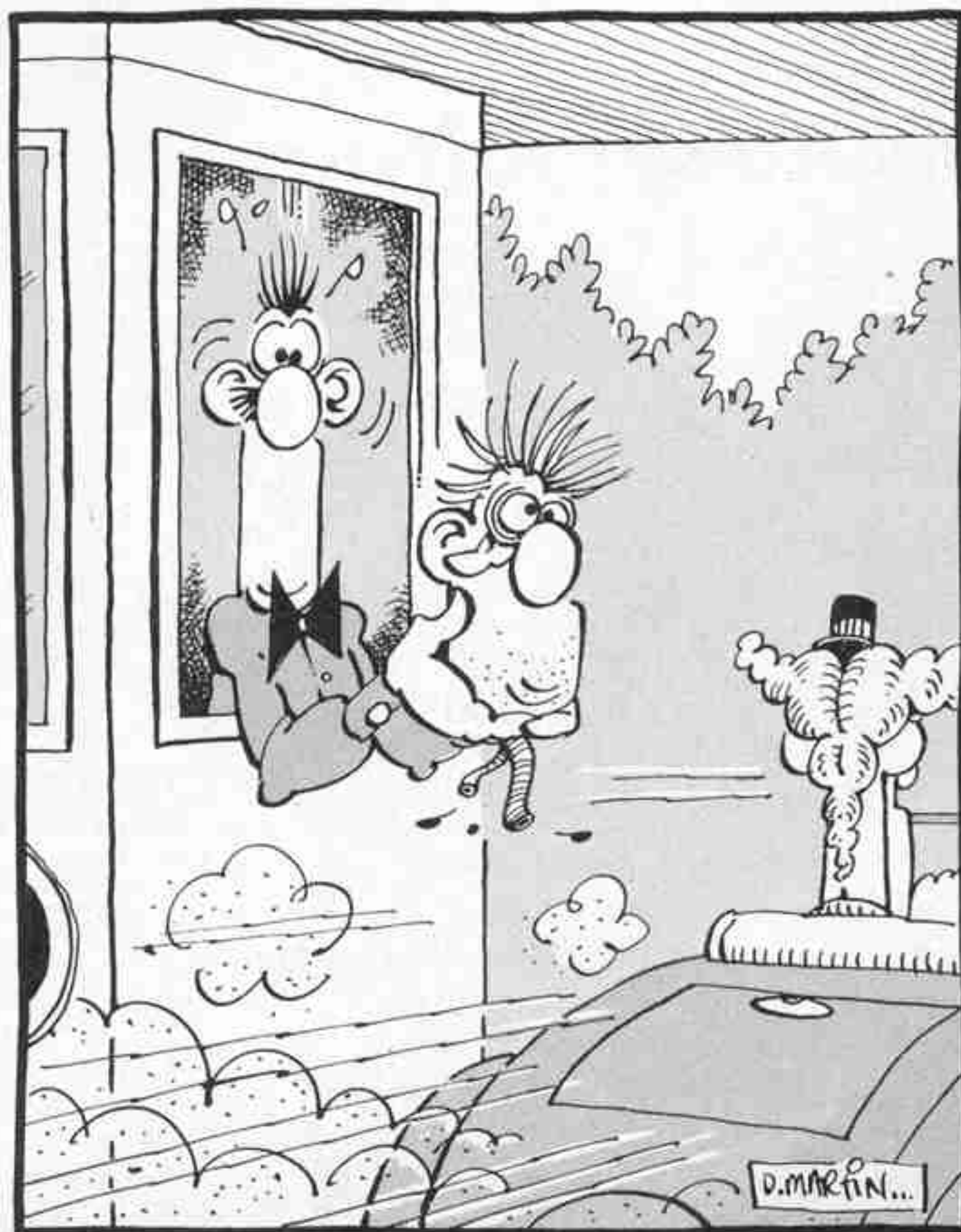
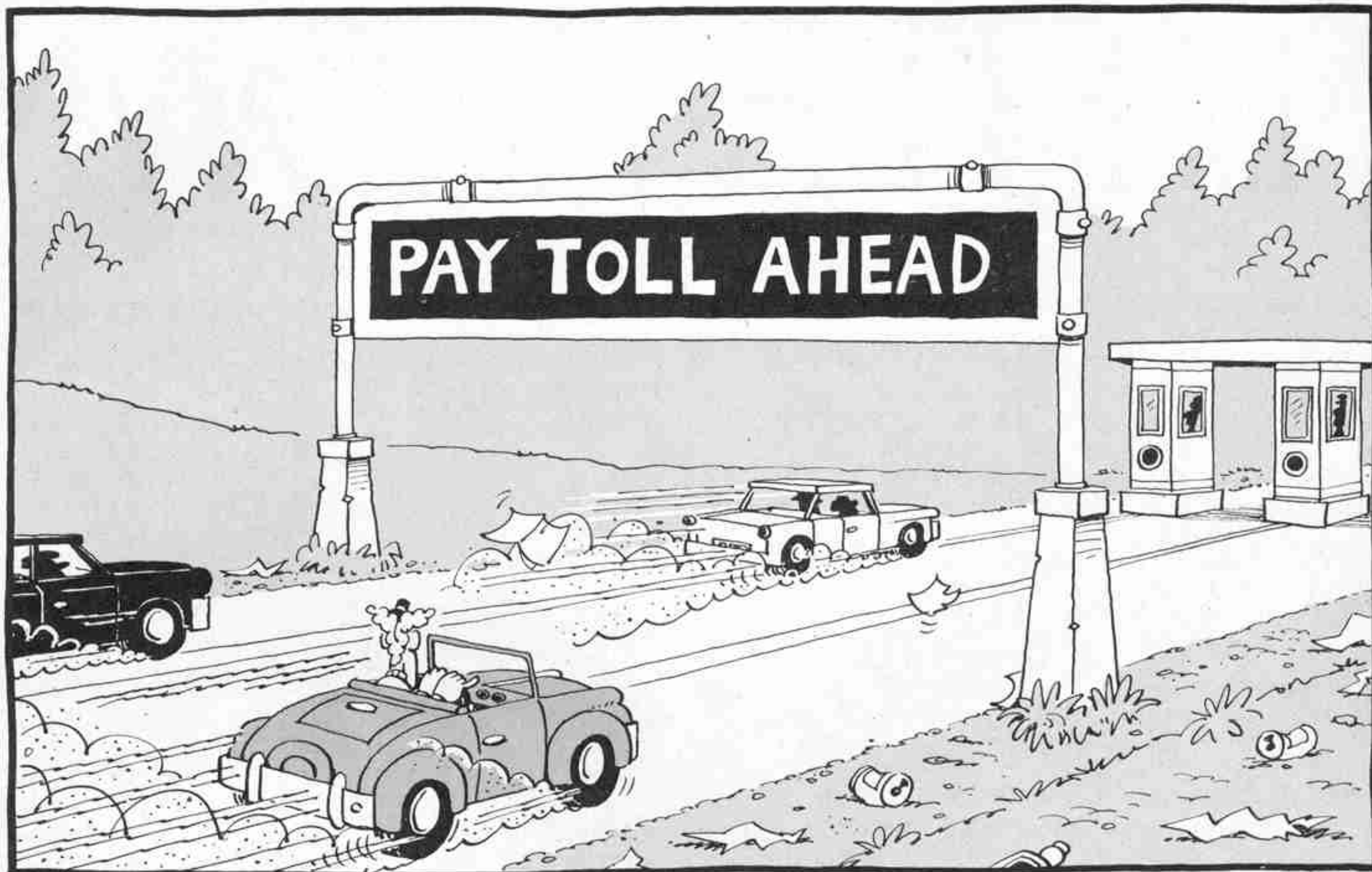
MOTORCYCLE BULLIES



SMELLY ROOM MATES



ONE INSANE AFTERNOON ON INTERSTATE 80



D. MARTIN...



RIGHTS TO WRONGS DEPT.

Recently, while Alfred was at the U.S. Patent Office, researching a much-needed patent (toupees for bald eagles), he discovered something very odorous. He came

LITTLE KNOWN

ARTIST: GEORGE WOODBRIDGE

PATENT #45367821

BOTTLE-NECKED KETCHUP BOTTLE



A uniquely designed neck holds ketchup in bottle and prevents it from coming out, even when downward pressure is applied. Then, finally and unpredictably, it lets the contents of the bottle explode out, splattering everywhere.

PATENT HELD BY SPOTCO DRY CLEANERS SUPPLY CO.
(A SECRET DIVISION OF THE HEINTZ KETCHUP CO.)

PATENT #34777890

AN APPLIANCE "SECRET RESET" BUTTON



An automatic "malfunction" device, which can easily be installed in any appliance by the repairman summoned for a first-time service call. Device causes appliance to stop working soon after. When repairman returns, all he has to do is push the "secret reset" button, and appliance will start operating perfectly again while he is in the home. Once he leaves, "malfunction" device takes over. Results in many \$25.00 service calls, with little work necessary.

PATENT HELD BY THE NATIONAL ASSOCIATION OF
INDEPENDENT TV & APPLIANCE REPAIRMEN, INC.

PATENT #26789345

A "91-DAY"/"366-DAY" COMPUTER CHIP



Can be used as the "brain" of any complicated electronic or mechanical device, such as a TV set, a car, etc. Chip contains a built-in "random self-destruct" circuit which will only activate itself after the "90-day" or "1-Year Guarantee" period has passed. Then all hell breaks loose.

PATENT HELD BY THE COMPUTERIZED TIMED-DESTRUCTION CO.
(SUPPLIERS TO THE AUTOMOBILE AND APPLIANCE INDUSTRY)

PATENT #37889321

A ONE-TIME-USE PACKING CARTON



An ideal carton for shipping small appliances, computers, typewriters, electronic equipment, etc. Foam inner liners protect contents from damage, but have been inserted into the carton under extreme pressure. When customer unpacks purchase, foam expands to normal shape and cannot be re-packed. Makes it impossible to return item "in original carton"—which is required for all exchanges or refunds.

PATENT HELD BY ONE-TIME-USE CARTON CORPORATION, INC.
(SUPPLIERS TO THE APPLIANCE AND ELECTRONICS INDUSTRY)

WRITER: DICK DE BARTOLO

A PRE-STRESSED SHOPPING BAG



PATENT HELD BY U.S. GLASS BOTTLE MAKERS ASS'N.
 ASSIGNED TO SUPERMARKET BAG SUPPLIERS, INC.

AN ERRATIC-BEHAVING SODA MACHINE



PATENT HELD BY GLITCH SODA DISPENSING MACHINES, INC.
(SUPPLIERS TO THE COIN-OP VENDING MACHINE INDUSTRY)

AN AUTOMATIC SOCK-LOSING DRYER



PATENT HELD BY APEX COIN OPERATED DRYERS, INC.
A DIVISION OF AMALGAMATED SOCK MANUFACTURERS

A SLOWLY-DISSOLVING PUTTY-LINER



PATENT HELD BY NATIONAL DISSOLVING PUTTY CORP.
(LICENSED TO ALL MAJOR U.S. AUTOMOBILE MAKERS)

As you tear down the road of life in your everlasting pursuit of happiness, what would you say is the most difficult goal to achieve? Finding the right girl, huh? Wrong!! There's one thing tougher than finding the right girl, and that's getting

Marcy, we've been going together for six months now, and it doesn't seem to be working out! So I thought that maybe it—

Don't tell me you want to break off with me...?!

Well, as a matter of fact, that's—

I TOLD you not to tell me that!!

Just like that, you want to destroy everything we've been trying to build up?! You want to tear down the very foundation of our relationship, and wreck all our dreams?!

For God's sake, all we did was go out, have a few beers and maybe fool around a little! I didn't think we were putting up a CONDOMINIUM!!

CURING A SPLITTING HEADACHE DEPT.

MAD'S HEL BREAKING

ARTIST: JACK RICKARD

THE SITUATION: You meet another girl who's more interesting, and you want to break off with the old one... **THE**

Okay, Suzy, out with it! I know there's something you've been wanting to tell me for a long time!

Ron, what are you talking about?!

I can read you like a book! For weeks, you've been saying to yourself, "Hey, I've got so much going for me, why am I wasting my time on a schmuck like him?"

I think you're a "schmuck"?!?

See...?!? You said it again!!

Just because you're beautiful and witty and intelligent, and I'm not very bright and a bit insensitive and not even fit to APPROACH the ground you walk upon, you think I'm a schmuck?!?

Listen to me, Ron! I never...!!

rid of her! It's not as simple as it seems! F'rinstance, let's assume you're no longer interested in the girl you're going with, and you want to break it off. Here's what could happen if you commit the unpardonable sin of telling the truth:



PFUL HINTS ON UP WITH A GIRL

WRITER: LARRY SIEGEL

WAY TO HANDLE IT: Make the old girl think that *she's* breaking off with *you!*



THE SITUATION: You expected a little fun and a few laughs, but now the relationship is getting too serious... THE

Steve, we've been dating for over a year now... and I really think it's time for us to start talking about the future!

What's to talk about?! Let's get **MARRIED!!**

Oh, Darling, that's what I've dreamed you'd say! We'll get engaged, and maybe in a year or two—

A YEAR or two?! Let's get married **RIGHT AWAY!!**

You mean **TODAY?**

I mean **RIGHT NOW!!**



Are you **CRAZY?** We're in **High School!**

We'll cut "Trig"! I've got my **Cosines** down cold!

We don't have **jobs—money—a place to LIVE!**

Look, Nancy, when two people **love** each other, things work out! Oh, I realize I'm young, but I know everything there is to know about life!



THE SITUATION: She's getting much too possessive, and it's time now to turn out the lights on the whole thing... THE

Okay, Jeremy, here's our **schedule** for the **weekend**: Friday night we're having **dinner** with my **parents**! Saturday we're going to the **football game**! Saturday night, it's a **movie**! Sunday afternoon, we're going to—

Hold it right there, Lisa!! What about **Sunday morning**??



Huh...? **Sunday morning**??

If you think I'm gonna spend three hours away from you, you're **crazy**!



I appreciate that, Jeremy, but I **MUST** study for my **History** exam!

Oh, God, a **whole morning** alone without you! What'll I do with myself?! Maybe I can sit at your feet and turn the **pages** for you while you study! I'll be quiet!



THE SITUATION: Your relationship has about as much fizz as an open bottle of Dr. Pepper and you want out... THE

Okay, Donna—where **IS** he?!

Are you **crazy**? Where is **WHO**?

Don't play games with me! You know damn well **who**! I bet he heard me in the hall... and left through the **WINDOW!!**



There it is! The **BED** of **SIN**!

Bed of SIN? I was just changing the **SHEETS**!

After what you **DID** on them, I don't blame you!



Rick, you silly **jealous** fool! There's **nobody** else! You **believe** that, don't you?! Come on... say you believe it!!

Well...

Now let's kiss and make up!



WAY TO HANDLE IT: Scare the hell out of her!



WAY TO HANDLE IT: Give her a taste of her own medicine!



WAY TO HANDLE IT: Drive her bananas with your jealousy!



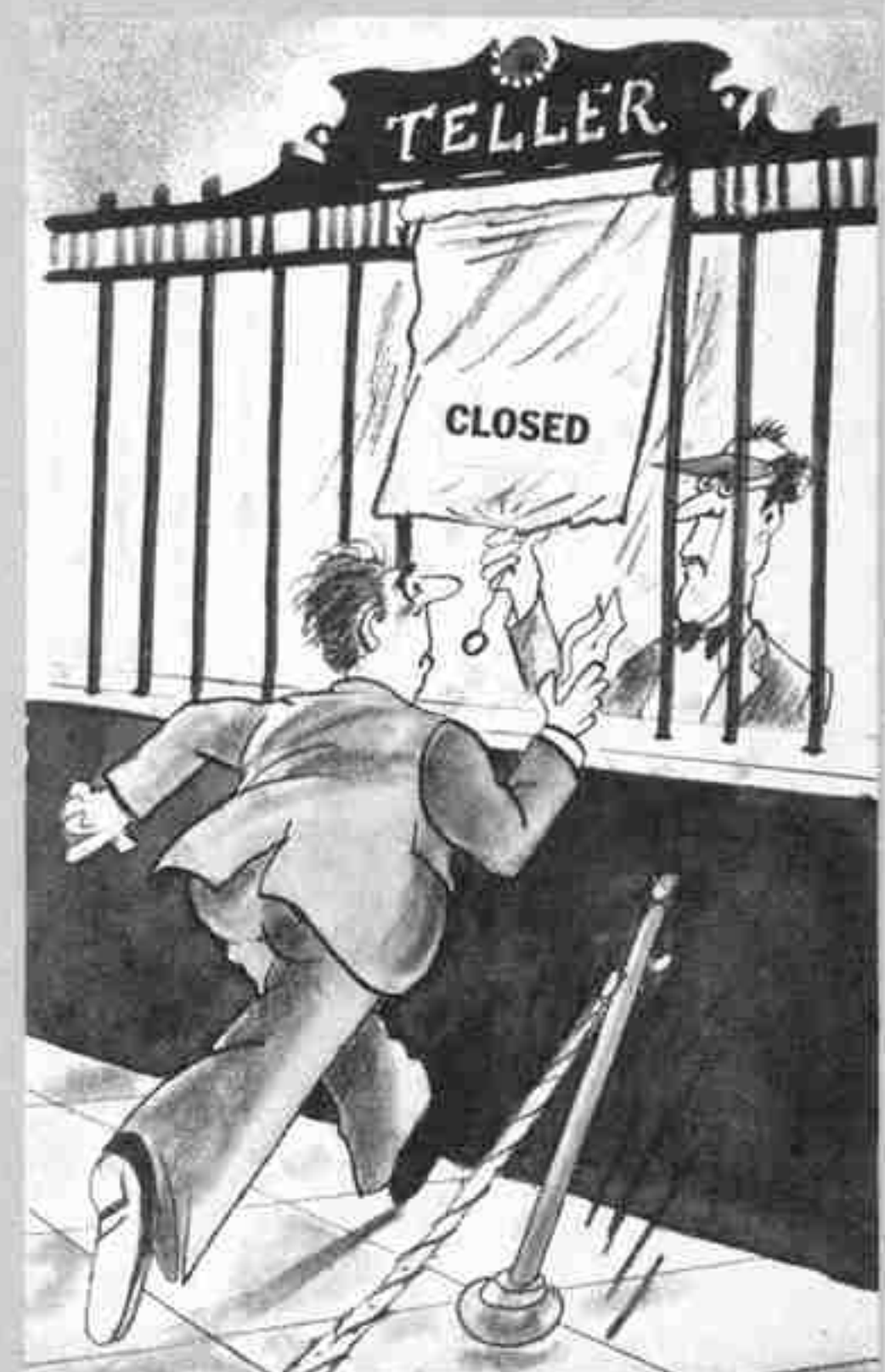
OUT OF THE FRYING PAN AND INTO THE IRE DEPT.

WE WON'T MISS TH

WE WON'T MISS THOSE
ELEVATOR OPERATORS...OR WILL WE!?



WE WON'T MISS THOSE
BANK TELLERS



WE WON'T MISS THOSE
GYM INSTRUCTORS...OR WILL WE!?



WE WON'T MISS THOSE
SALESLADIES



EM...OR WILL WE?!?

WRITER AND ARTIST: PAUL PETER PORGES

...OR WILL WE?!?

WE WON'T MISS THOSE
SWITCHBOARD OPERATORS ...OR WILL WE?!?

CASH-O-MATIC

YOUR CODE NUMBER
IS INCORRECT—

YOUR CARD IS BE-
ING DESTROYED—

CRUNCH

Three-nine-four-eight...! Hold on,
please! Three-nine-four-eight...!
Hold, please! Hi, Ethel, I'm back!

Hi! This is frax snt wimpleveep! We're
sorry beer rotzaph home bite oww, but
fiff goo leep nyor maim and number at
the beep, veeble vetz glack to you—
grrrrrrr snig blaxxxxxxx vort **BEEP!**

WE WON'T MISS THOSE
SHOE SHINE BOYS ...OR WILL WE?!?

Thank you for calling The Catalogue
Shopper! Our "Return-For-Credit" De-
partment is located in Santa Bacokta,
Honduras! This is a recording...

Your shoes are done!

So are my socks!

WE WON'T MISS THOSE HEADWAITERS ...OR WILL WE?!?



WE WON'T MISS THOSE TOLL COLLECTORS ...OR WILL WE?!?



WE WON'T MISS THOSE GAS STATION ATTENDANTS ...OR WILL WE?!?



MARQUEE DE SADE DEPT.

You probably think it's just a coincidence that every movie theater or drive-in you attend seems to be equally uncomfortable, poorly equipped and generally arranged to cheat you out of your last cent by one means or another. Well, we've discovered it's more than mere chance that turns every evening at the movies into a fight for survival. A secret catalogue has come into our hands which proves that we're routinely being subjected to systematic sadism and swindling by the theater operators who all buy their torture and pillage equipment from the same shady supply house. And so, in order to expose this devious operation, here is:

MONETARILY GREEDY MERCHANDISERS, INC.

PRESENTS THE 1984 M.G.M.

MOVIE THEATER OWNERS SUPPLY CATALOGUE

LEO THE LYIN. EXHIBITOR

"SYMBOLIZING YOUR HATRED OF THE PUBLIC SINCE 1934"

THIS M.G.M. PRODUCTION IS RELEASED TO MOTION PICTURE EXHIBITORS ONLY
Absolutely No Orders Accepted From Movie-Goers Or Other Exploited Patsies

ARTIST: BOB CLARKE WRITER: TOM KOCH

37



MISLEADING MARQUEE SIGNS let you imply that big stars and hit movies are playing at your theater, without your actually saying so. Copyrighted wording has been approved by our unethical lawyers to let you legally show any clinker you choose while luring crowds with lavish but meaningless statements out front.

- 84556—"JOHN TRAVOLTA IS BETTER THAN EVER" SIGN \$13.50
84557—"DON'T MISS ROBERT REDFORD'S LATEST" SIGN..... \$13.50

BOTTLED POPCORN SMELL can be easily pumped through theater air conditioning system to create big bucks for you by creating desperate hunger pangs among your patrons. Clever device operates all day on only a few pennies worth of electricity and a few teaspoons of melted butter. Also great in summertime for drowning out normal hot weather body smells of your raunchy customers.

- 87769—PHONY POPCORN SMELL DISPENSER \$79.95
87770—PHONY POPCORN FOR USE IN DISPENSER \$2.50



PREVIEWS OF NON-COMING ATTRACTIONS. Why drive customers away with scenes from the awful movie you really plan to show next week when more people would come if they thought you were screening a blockbuster? These film clips from big hits will lure hundreds who are too dumb to notice that you always avoid lawsuits by running a "Programs Subject To Change Without Notice" notice at the end, which no one will notice.

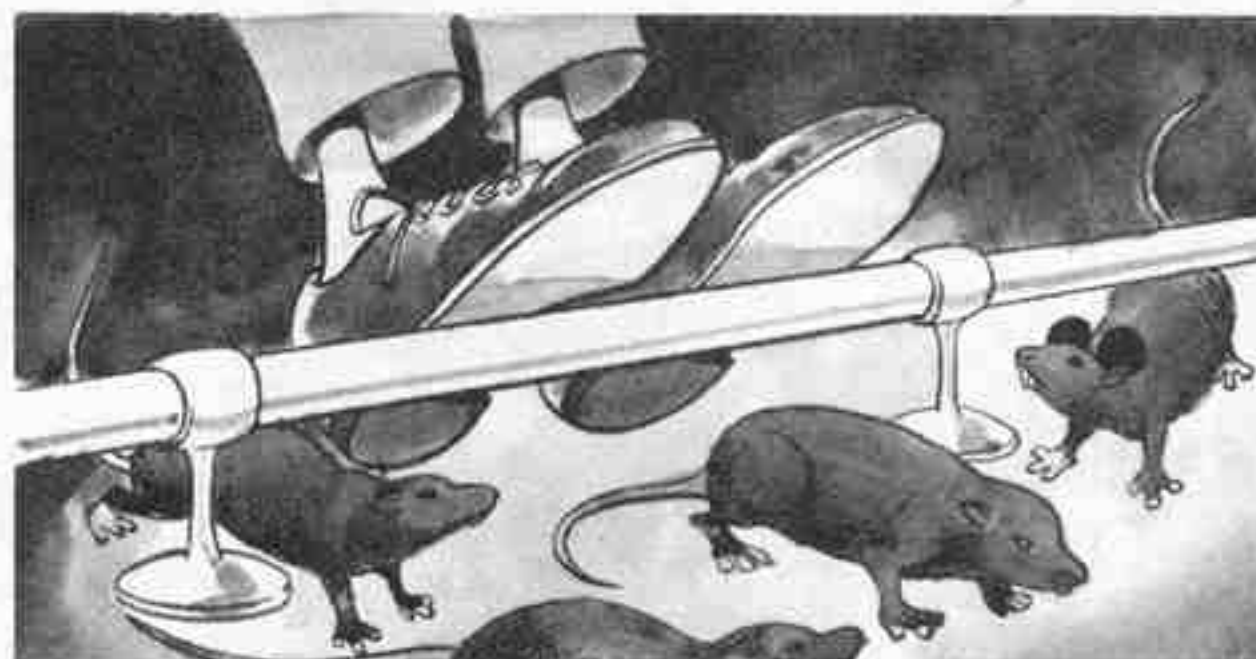
- 87035—ULTRA-SNEAKY SNEAK PREVIEWS..... \$35 EACH
87036—"PROGRAM SUBJECT TO CHANGE WITHOUT NOTICE" NOTICE \$75

COMING SOON!



ALL-PURPOSE SEXY LOBBY POSTERS. There is no law stating that scantily clad girls pictured out front must also appear in the movie that's playing inside. Use this legal loophole to let a bevy of cuties promote those awful "boy-and-his dog" films you're often forced to exhibit. Same poster works for all occasions until fans of dirty movies in your area finally wise up.

- 74492—X-RATED POSTERS FOR G-RATED MOVIES... \$7.95 EACH



ELEVATED FOOT REST keeps the Health Dept. out of your hair by keeping mice off your customers' feet. Lovely simulated brass railing stands a full six inches high to allow ample clearance for even the largest rodents to scamper around undetected. Let a few dollars wisely invested now prevent a costly shut-down for pest control work later on.

- 17996—"ANIMAL HOUSE" FOOT RAILING. \$19.50 PER YARD

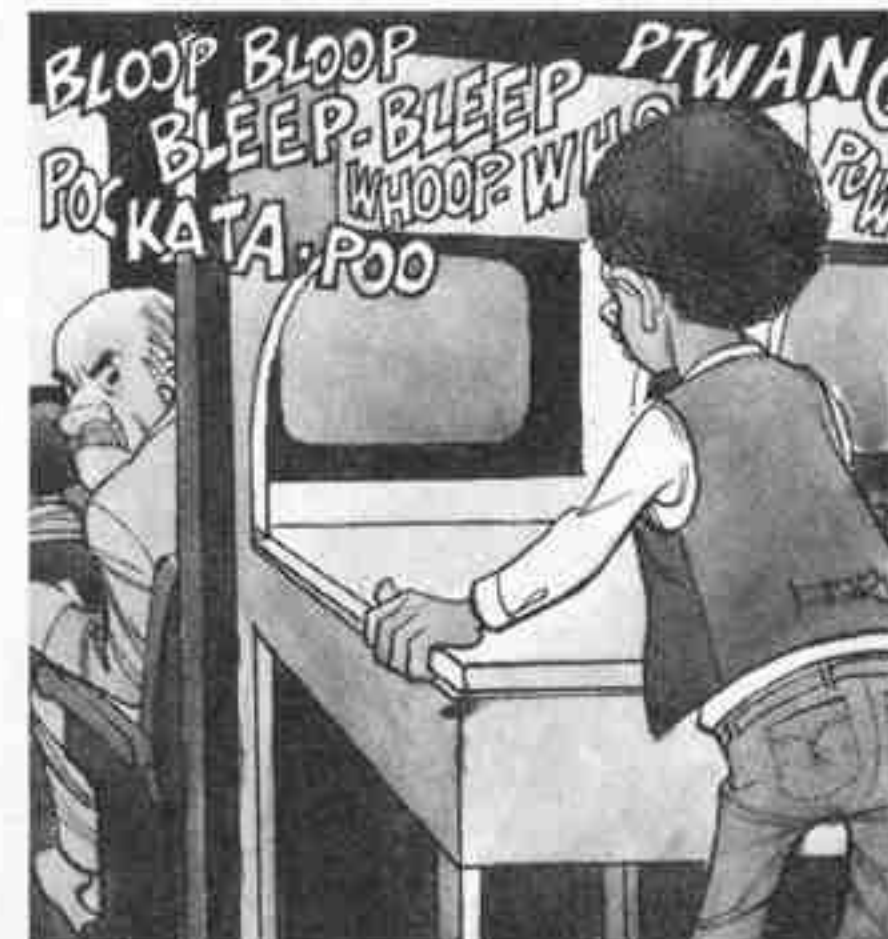


SALTY, SPICY "HOT DOG" SAUSAGES boost refreshment stand sales by making double-size cold drinks an urgent necessity for your agonized customers. Deceptive sausages look like harmless American hot dogs, but are actually a pure salt pork and chili pepper combination made by diabolical Haitian sausage stuffers. Enjoy watching victims beg for your costliest cola to put out the fire

- 50577—"TONSIL TOASTER" BRAND SAUSAGES \$4.89 LB.

BOOST PROFITS WITH BROKEN SEATS! These rump busting dandies end all danger of patrons getting comfy enough to sit through two shows for the price of one while others wait outside. Each seat has missing bolts or broken springs to guarantee quick departure, often before the picture has even begun. Individually broken by experienced vandals for your satisfaction.

- 51433—"TAIL TORTURE" BRAND SEATS \$16 EACH



ELECTRONIC GAMES provide lobby diversion for patrons who tire of watching the crummy movies you exhibit. Even better for you, whistles and sirens on these game machines prevent those who enjoy crummy movies from hearing the dialogue, thus driving them into the lobby to pour their money into still more game machines. Order several and watch their popularity multiply.

- 60791—BLEEPITY-BLEEPING ELECTRONIC GAMES..... \$695



DRIVE CUSTOMERS TO YOUR REFRESHMENT COUNTER before the feature begins with wordy, boring slides announcing fire ordinances, theater behavior rules, refreshment stand offerings, etc.

- 44382—"500 FINE FOR SMOKING" ANNOUNCEMENT... \$9.88
- 44383—"JAIL TERM FOR DISTURBING OTHERS" ANNOUNCEMENT... \$9.88
- 44384—"BUY POPCORN OR ELSE" ANNOUNCEMENT... \$9.95

ARGGH ELFODZA SKROVNYA POTRZEBIE AXLOTL UN CADRUN MOXIE FLADAPP KVTZENHANDER STUNP

BY ORDER OF THE FIRE DEPT.

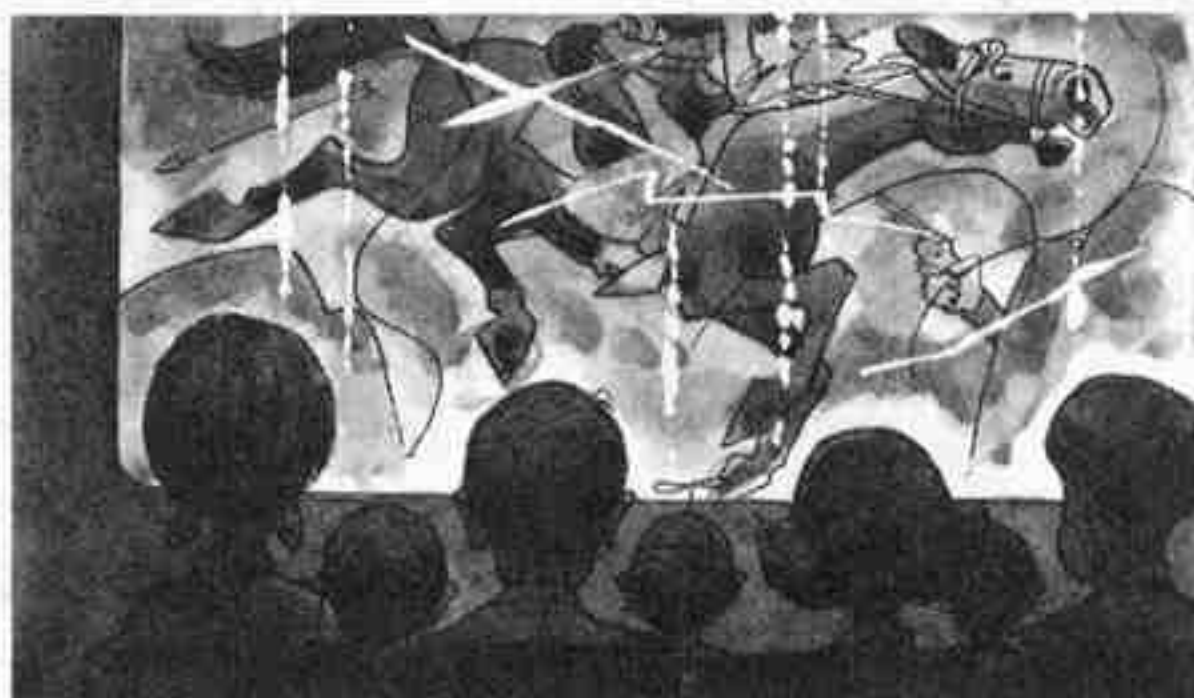


DRY CLEANERS OFTEN PAY REWARD MONEY to enterprising refreshment stand operators who serve drinks in leaky paper cups. Faulty wax coating causes these cups to start dribbling only seconds after being filled while horrified patrons watch their best clothes become hideously spotted with soft drink stains. Talk to a cleaner in your area about bribing you to use these defective disaster creators.

- 53847—FACTORY REJECT DRIBBLE CUPS.....\$9.95 PER 1,000

ANCIENT CANDY BARS were recently discovered by our buyers in rusty vending machines left behind on South Pacific islands after World War II. Ingredients have nearly turned to stone, which explains why we are able to offer them at bargain prices. Still, they'll be eagerly sought in theater lobbies where long double features drive starving film buffs to desperation.

- HORRIBLE HERSHEY'S.....\$12 GROSS
- BARFY BUTTERFINGERS.....\$12 GROSS
- MOSSY MILKY WAYS.....\$6 HALF-GROSS



DON'T COUNT ON RANDOM THREADS getting into your projector to make maddening squiggles jump across the screen. Louse up features the way big time exhibitors do with a second film that superimposes squiggles over any normal movie. Each reel provides ten minutes of thread lines jumping around in an insane pattern guaranteed to make patrons flee without demanding money back.

- 20298—WIGGLY SQUIGGLE MOVIE FILM....\$37.50 PER REEL

PHONY DRINKING FOUNTAIN does nothing but spritz compressed air into the faces of thirsty patrons. Lavishly designed in multi-colored plastic, yet it costs far less than real fountains that require expensive pipes for connection to a water supply. Watch your beverage sales zoom when you replace your present fountain with one of these throat parchers.

- 66281—FOOLER COOLER FOUNTAIN.....\$79.95
- 66282—"PERPETUALLY OUT OF ORDER" SIGN FOR ABOVE.....\$1.49



UNDESIRABLE FURNISHINGS prevent teen-agers and other weirdos from loafing around in your lounge after they've already seen the picture. Complete set of gosh awful stuff includes one fake fireplace, two cold, hard marble benches, one depressing lamp and one library table equipped with three ragged copies of the May, 1964, issue of "Field and Stream."

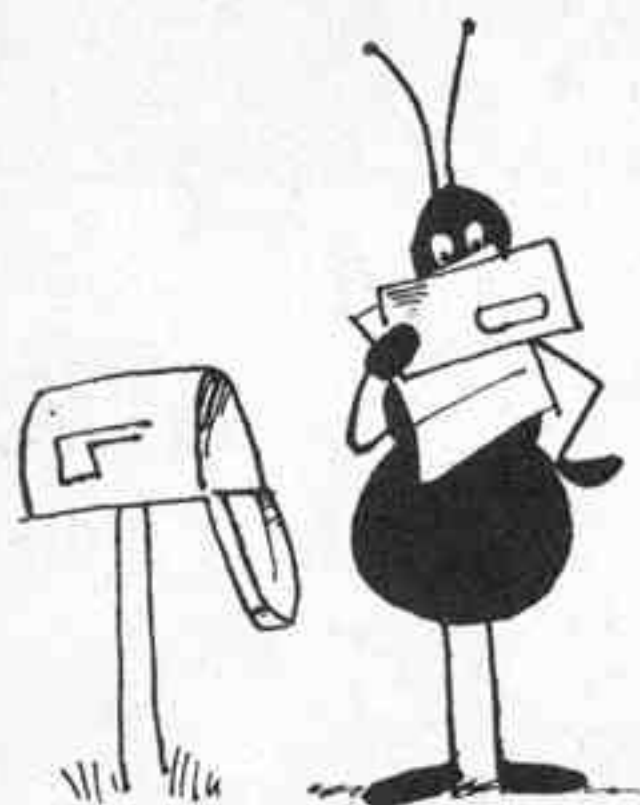
- 31180—"DREADFUL DECOR" LOUNGE FURNISHINGS . \$679 PER SET



BOTTLED FLOOR GOOK can pay off handsomely for you when you spread this sticky stuff around so your customers' soles stick to your theater floor. Talk to the shoemaker in your area about bribing you to use this slop, which forces patrons to prematurely wear out their soles and heels on the pavement outside your doors trying to scrape off the yechy gook.

- 20774—SOLE OF THE MATTER THEATER FLOOR GOOK.....\$5.95 PER GAL.

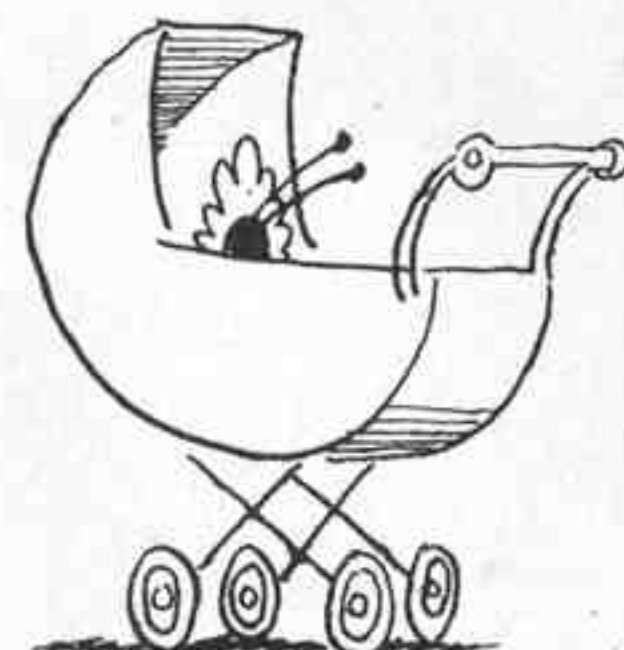
A MAD LOOK AT AN



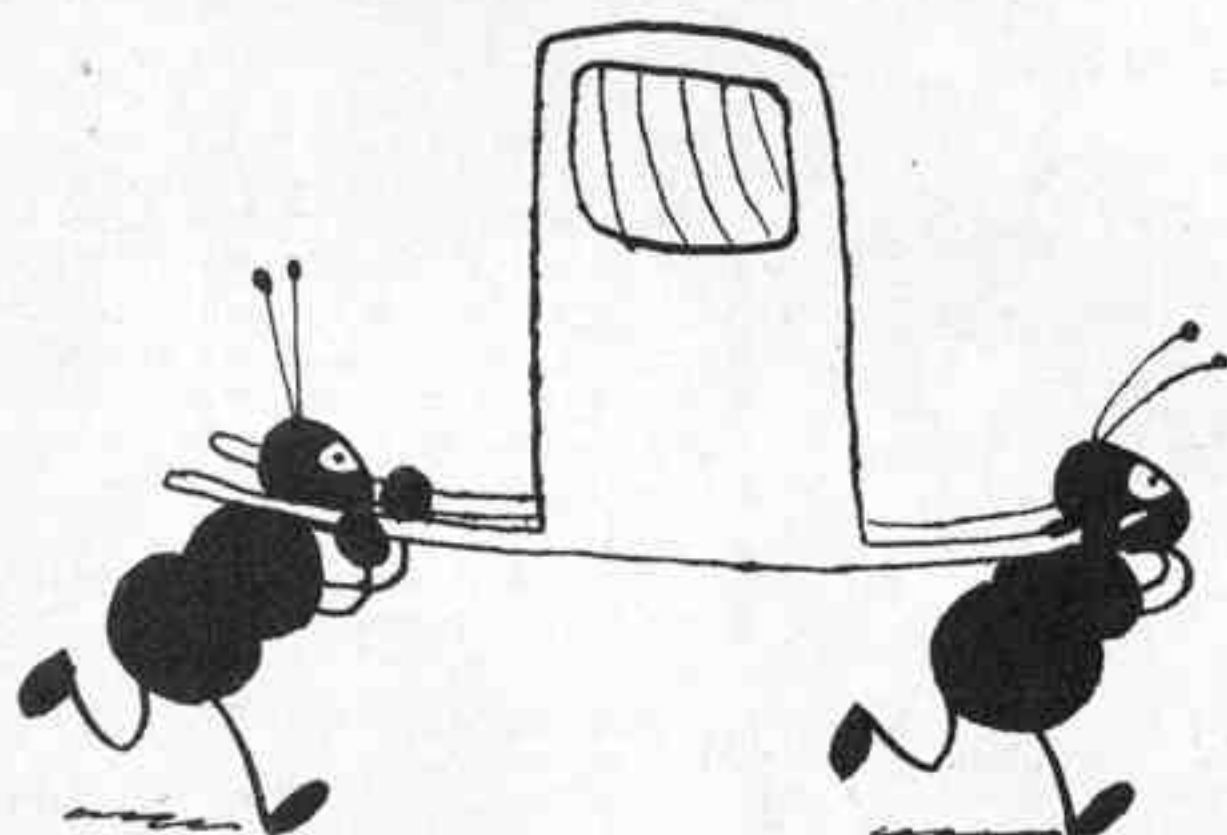
OCCUP-ANT



FLAMBOY-ANT



INF-ANT



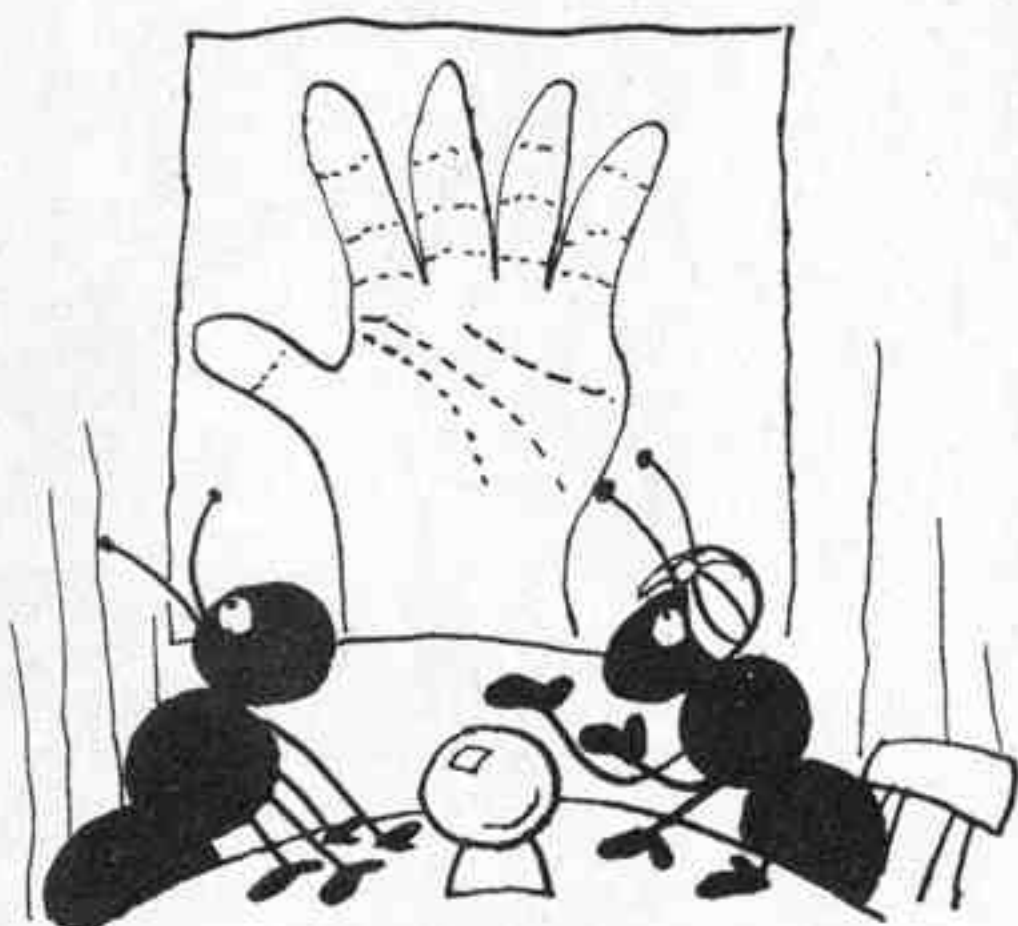
IMPORT-ANT



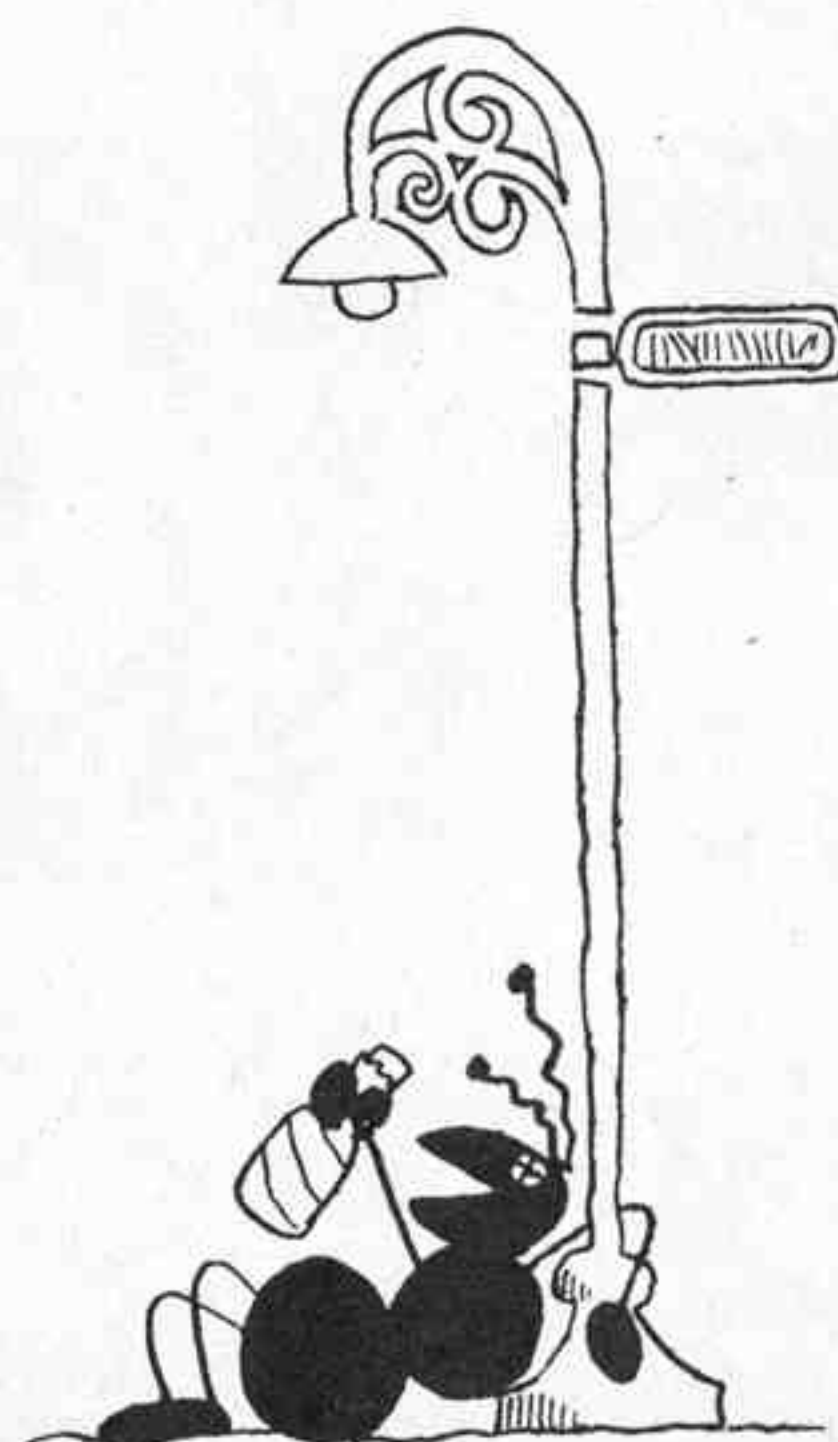
CORRESPOND-ANT



TEN-ANTS



CLAIRVOY-ANT



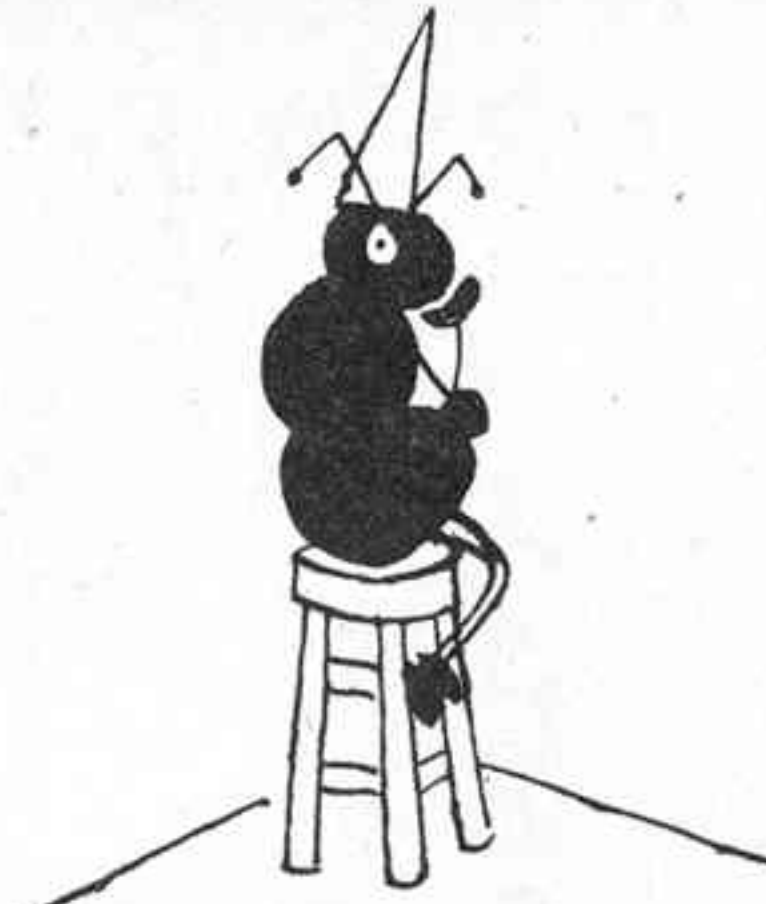
VAGR-ANT

TS

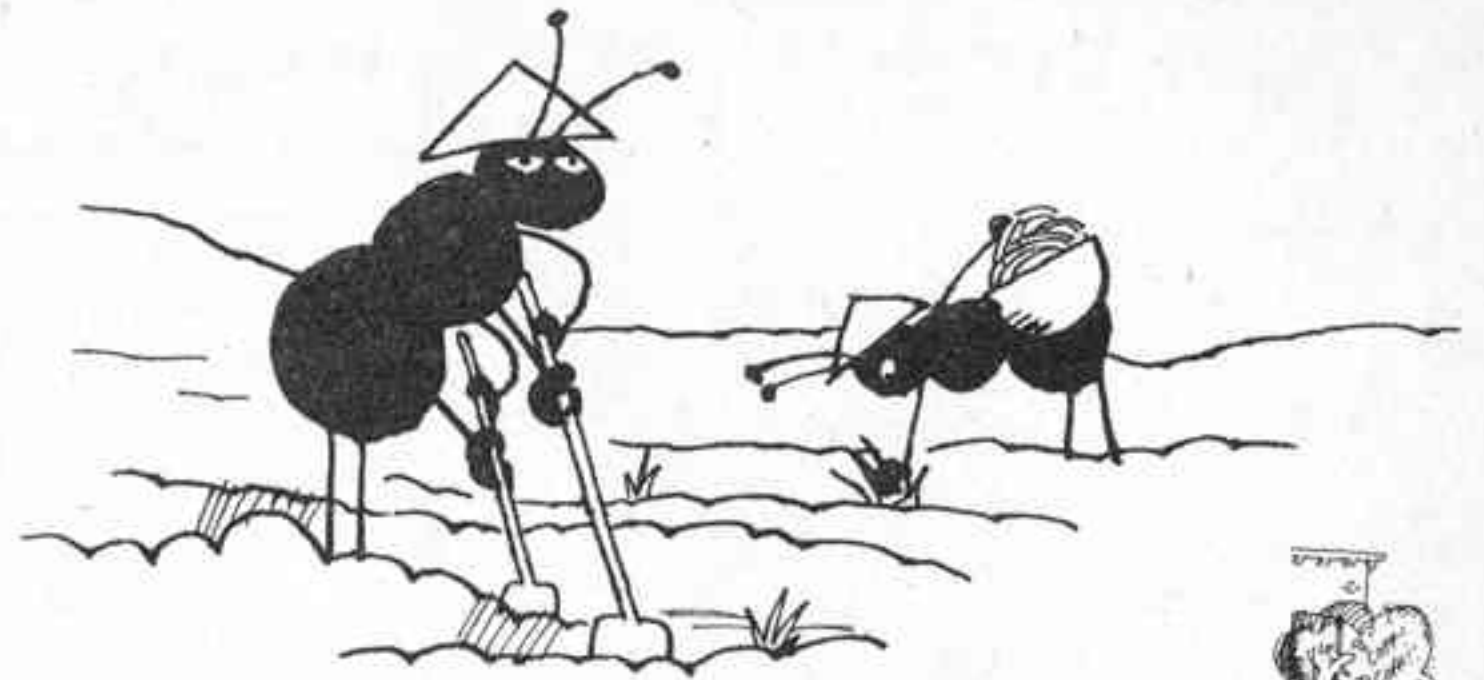
GONG SHOW



CONTEST-ANT



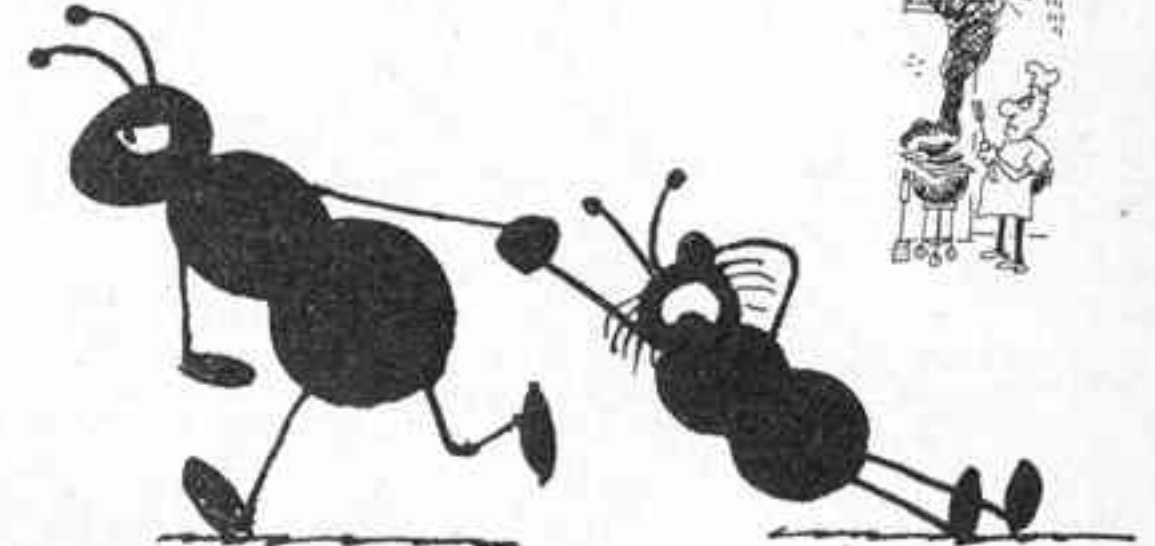
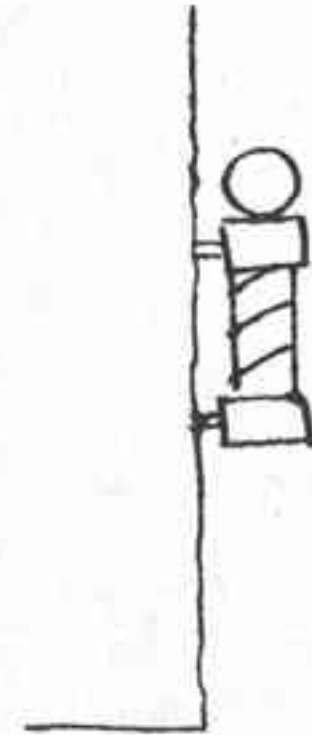
IGNOR-ANT



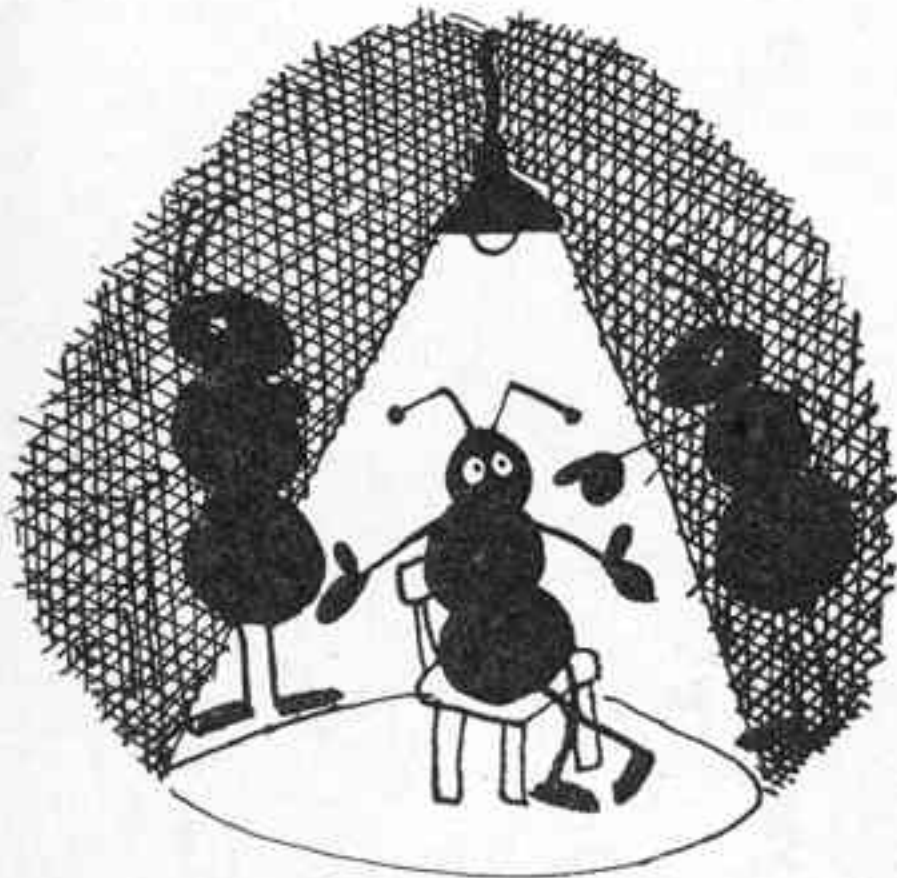
PEAS-ANTS



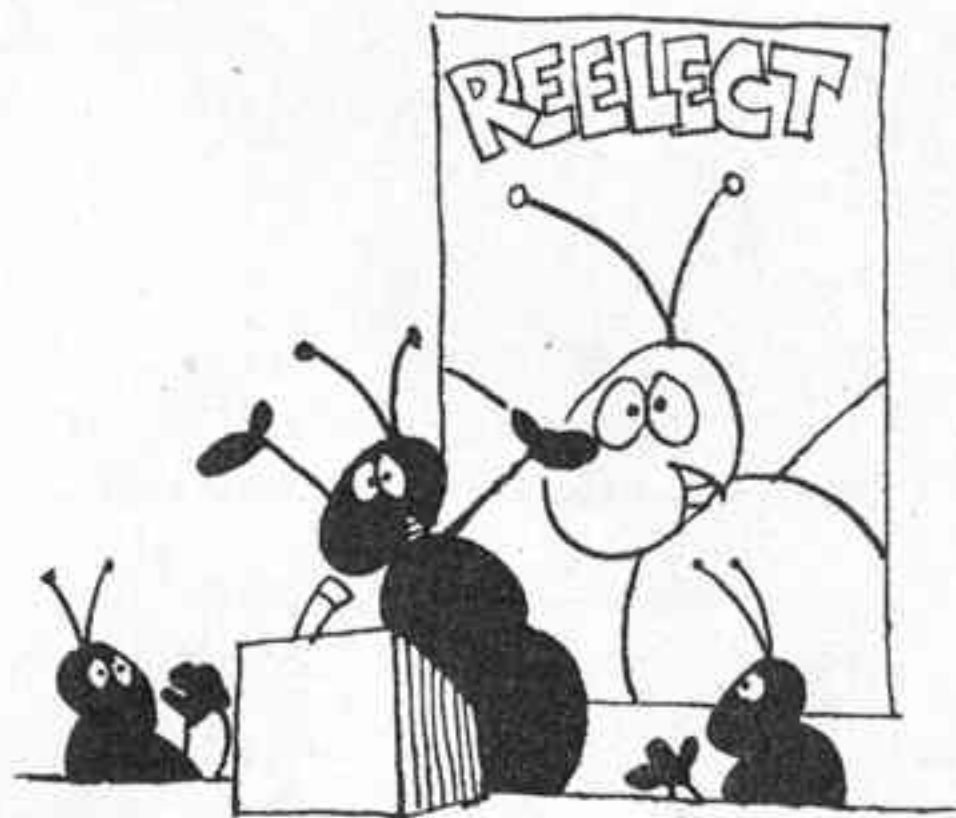
DETErr-ANT



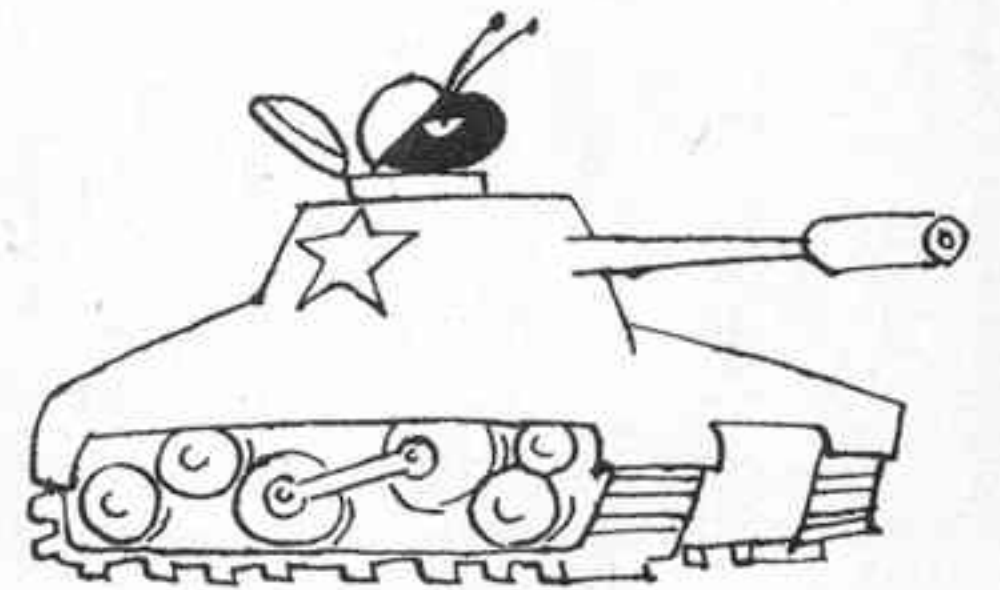
RELUCT-ANT



INFORM-ANT



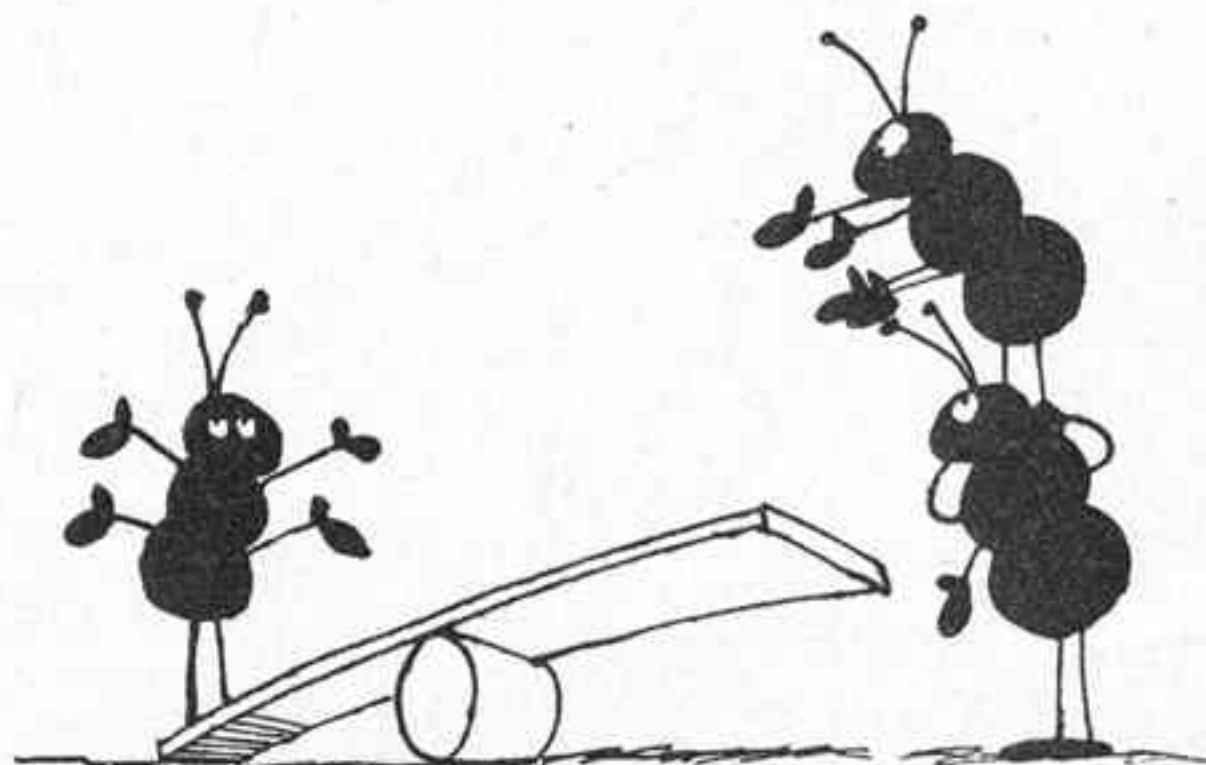
INCUMB-ANT



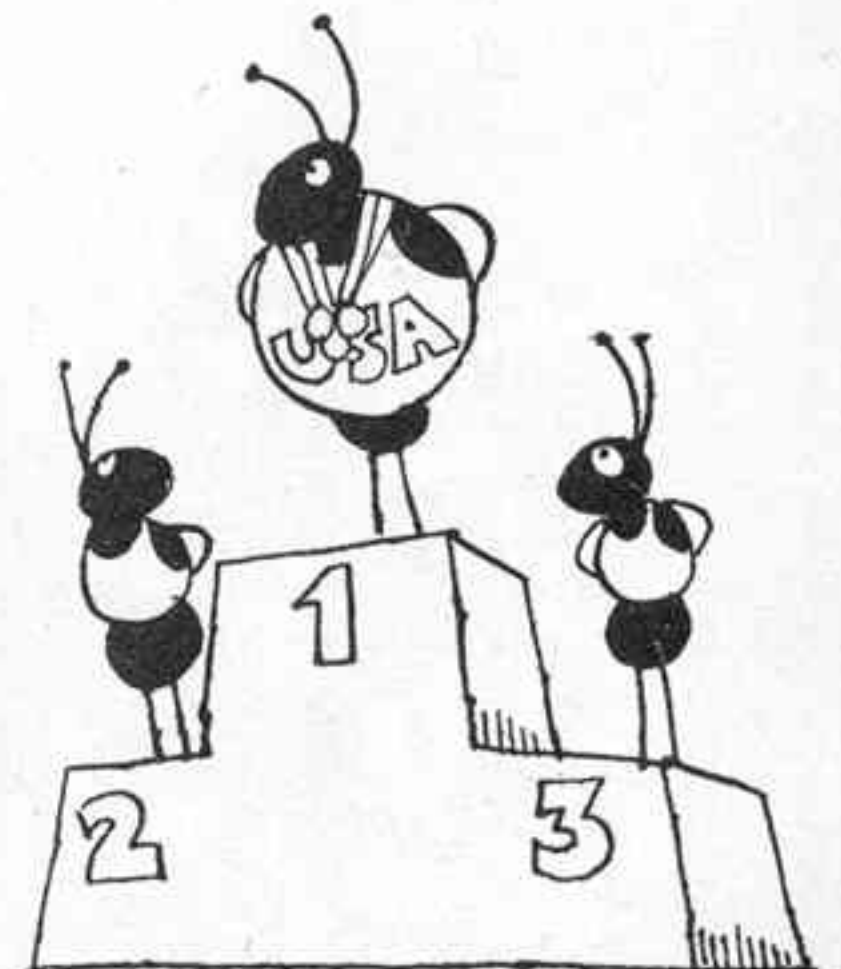
MILIT-ANT



DISSID-ANT

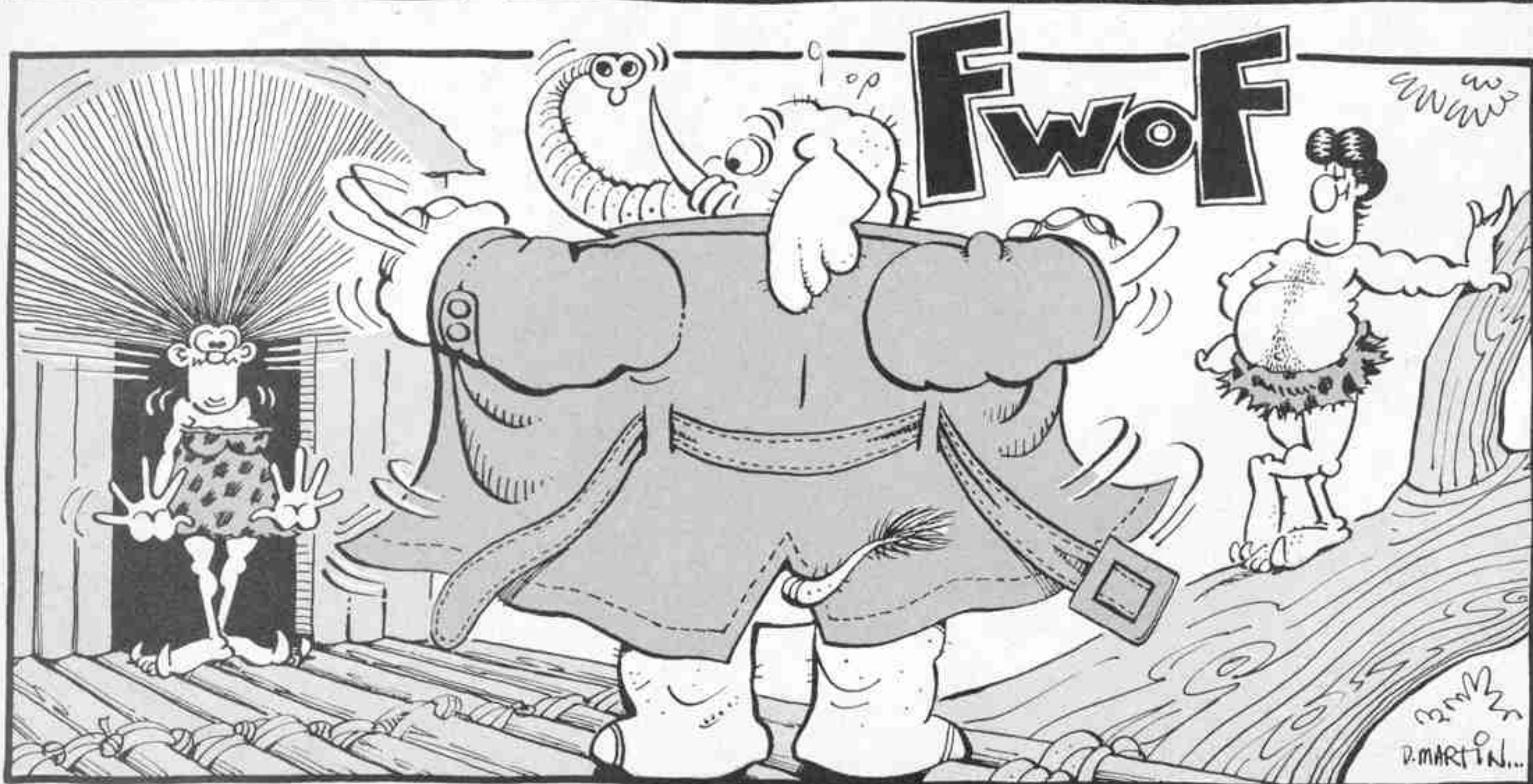
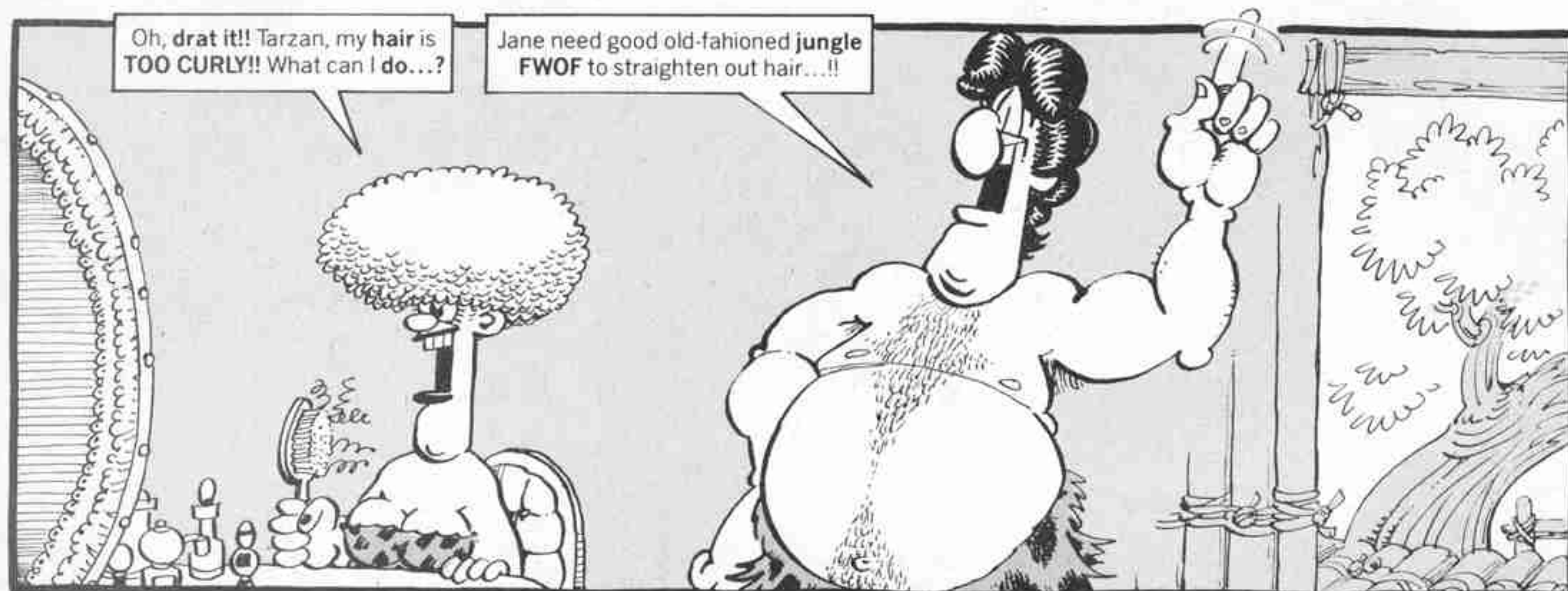


FLIPP-ANT



TRIUMPH-ANT

ONE RIDICULOUS EVENING IN THE JUNGLE

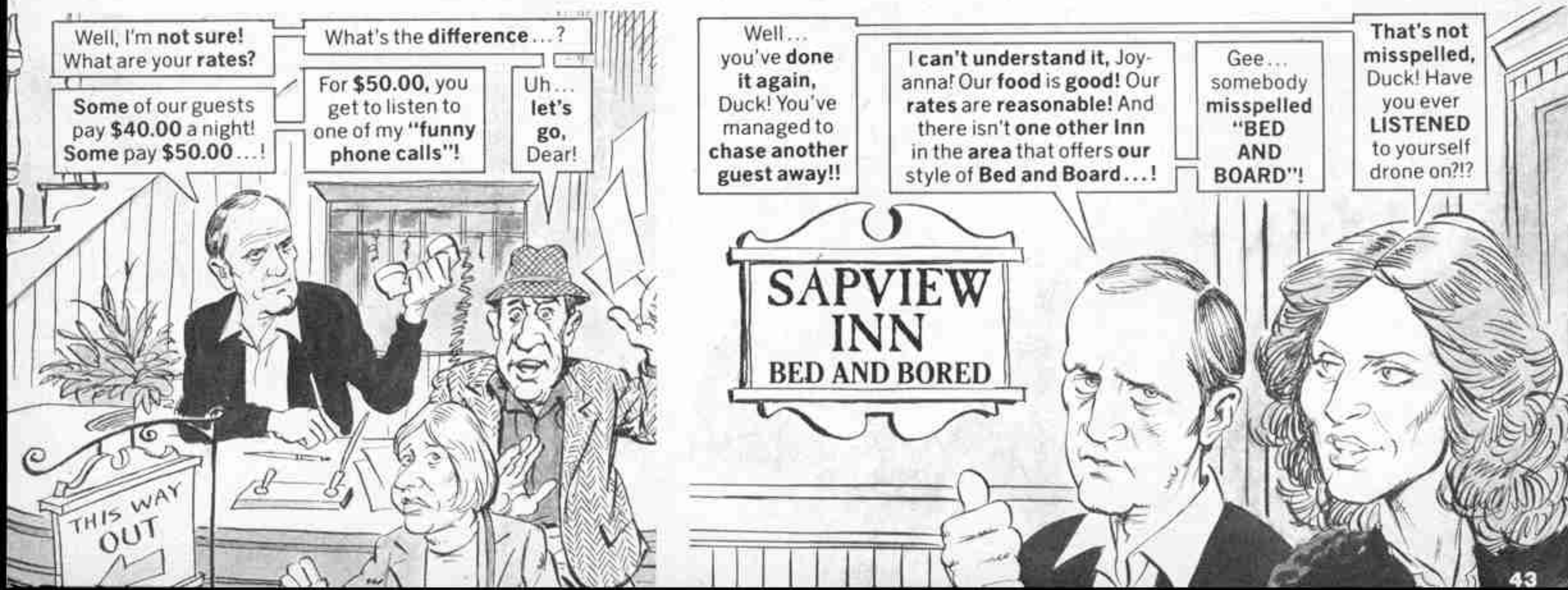


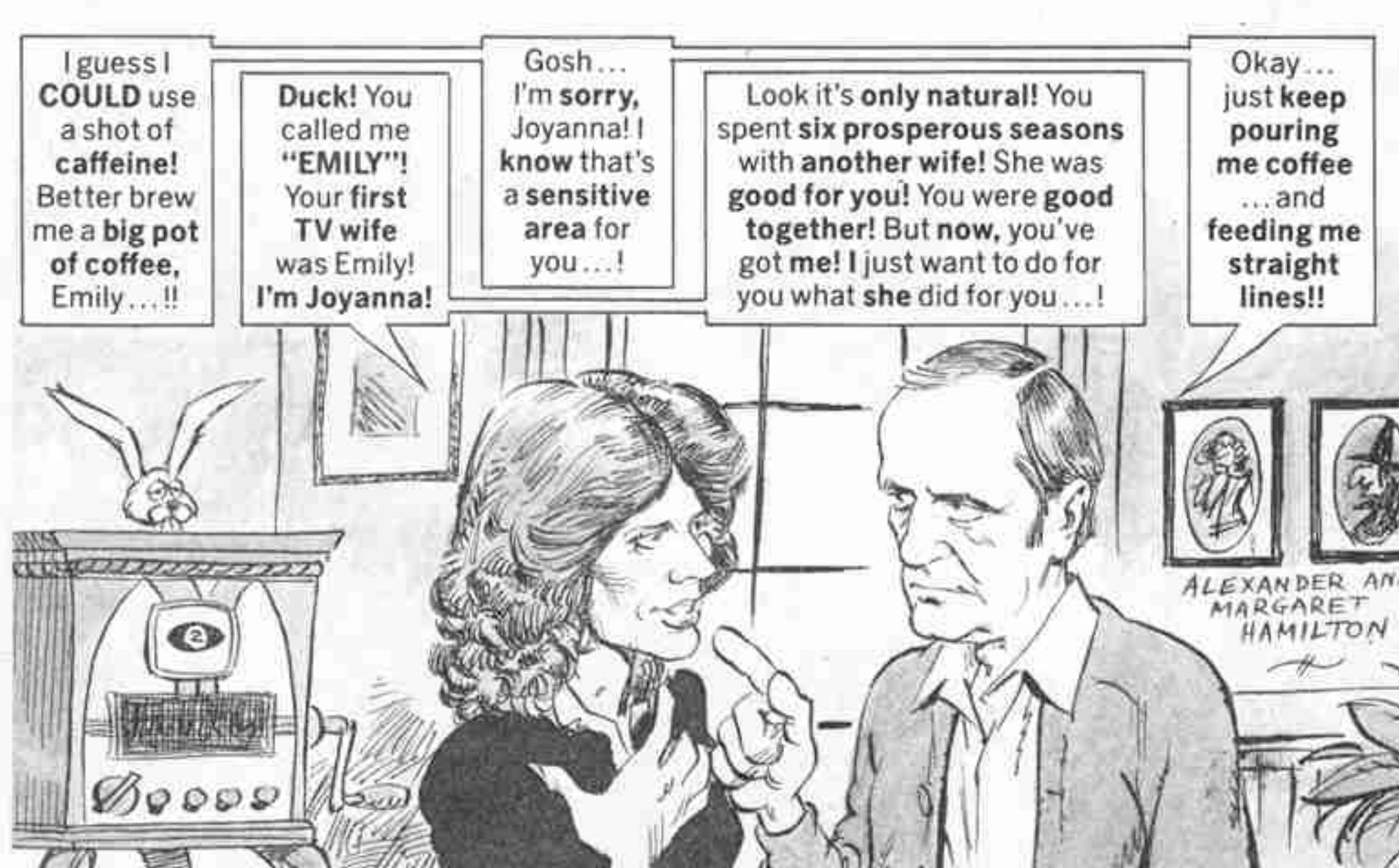
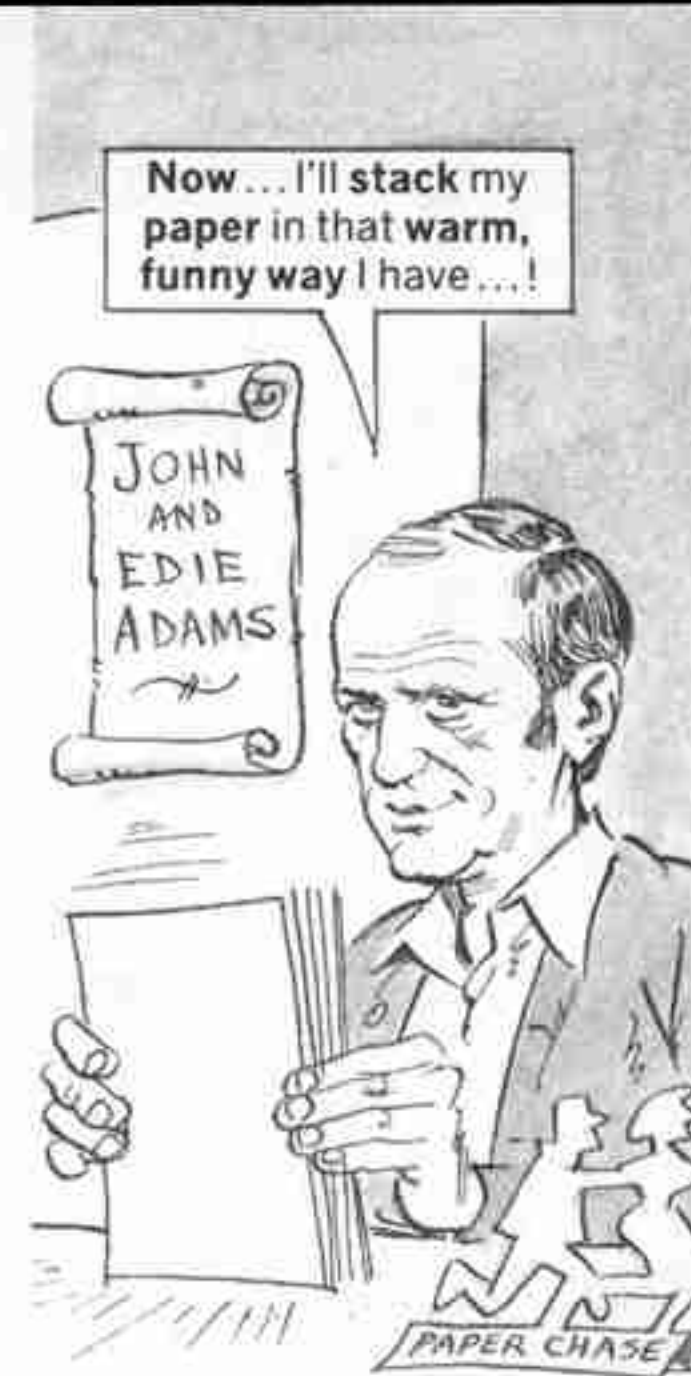
INN-SIPID TV DEPARTMENT

A few years ago, Bob Newhart played the part of a bumbling husband with a sensible wife and some dopey friends. But you can't stand still in the TV Sitcom business! So Bob made a dramatic career change. Now, he's a bumbling husband with a sensible wife and some *new* dopey friends. In a mind-blowing change of format, one of the mildest, most ineffective psychologists in Chicago has now become one of the mildest, most ineffective innkeepers in Vermont! Yes, it's a new series! But it's a...

Not-So-New-Hart

ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN







Now ... what is it you wanted to talk to me about?

Well, I'm having a problem with those kitchen repairs! I must've got some **WIRES CROSSED!!**

What kind of wires?

I accidentally hooked up the electrical connection from the kitchen stove to the bathroom water pump!

What does that mean?

Let me put it this way ...! You've got the only **OVEN** in Vermont that **FLUSHES** itself clean!



Gorge Nutley, you're the silliest, most inept Care-taker in all of Vermont! I ask you to fix the oven ... you can't do it! I ask you to repair the boiler ... you can't do it! I don't know why I keep you here!!

Because you need a **PRO** to throw you a straight line ... and I can do that!!

Okay! Stick around for a while ...!



In the meantime, why don't you do something "New England-ish...?"

Like **WHAT**...??

Like go out and gather the sap from a tree!!

Here he is... **QUIRK**, the sappy, wacky next-door neighbor...!!



I gotta tell you, being here with **THIS** group doesn't **COMPARE** in excitement to where I just spent the weekend!

Where was that...??

In Montpelier!! For the "Cheese Whiz Festival"!



Quirk, what in heck are you doing?

I'm rubbing **mayonnaise** in my hair!

You're rubbing **mayonnaise** in your hair?

Uh-huh...!

Why are you rubbing **mayonnaise** in your hair...??

Because I'm silly! That's what I do! Why are you always repeating things?

Because that's what I do...!!

Terrific! Just as long as we know our respective **ROLES** on this show!!



I dusted the porcelain and polished the pewter, Ma'am!

No, but I preserved some jams and some jellies, and lit all the kerosene lamps!

I don't get it! Where's the humor in that exchange of dialogue?

There isn't any! But we figure ...if we can't be funny, at least we can be "colonial"!



Loosely,
I think
I'm fall-
ing in
LOVE
with
you...!

Forget it, Quirk...! I'm
really not interested!!

You DO! Why??

But I have this thing for
beautiful college girls
who go around cleaning
and dusting Country Inns!

I'm
TURNED
ON by
stupid-
ity!!

Duck...
I've just
been go-
ing over
our books!

And...??

Our Inn is going BANKRUPT...??!

Our Inn is
going
bankrupt!!

I just said that! Now is
NOT the time to start
REPEATING yourself...!

REPEAT-
ING my-
self...?!

Joyanna,
are you
sure we
have no
CASH
FLOW?!

It's all
here, Duck!
See...?!?
We're IN
THE BROWN!

Don't you mean...
"IN THE RED"...?!

We can't afford the
RED INK! That's
MAPLE SYRUP!!

I just
can't
believe
we're
bank-
rupt!!

Dear... we've ONLY
averaged ONE GUEST
every FOUR WEEKS!!
And that's during the
peak tourist season!

But don't
we have
any other
source of
income?!?

Only what
YOU earn
as a FREE
LANCE
WRITER!!

Good
Lord...!
We
really
ARE
bankrupt!

We
hear
you
guys
are
in big
trouble!

Duck and Joyanna
... we've come to
help you! We want
you to know that
whatever WE have
is YOURS!

That's very
generous of
you, Gorge!
What do you
have...?

I've saved
a sack of
nine—maybe
ten Susan
B. Anthony
dollars!

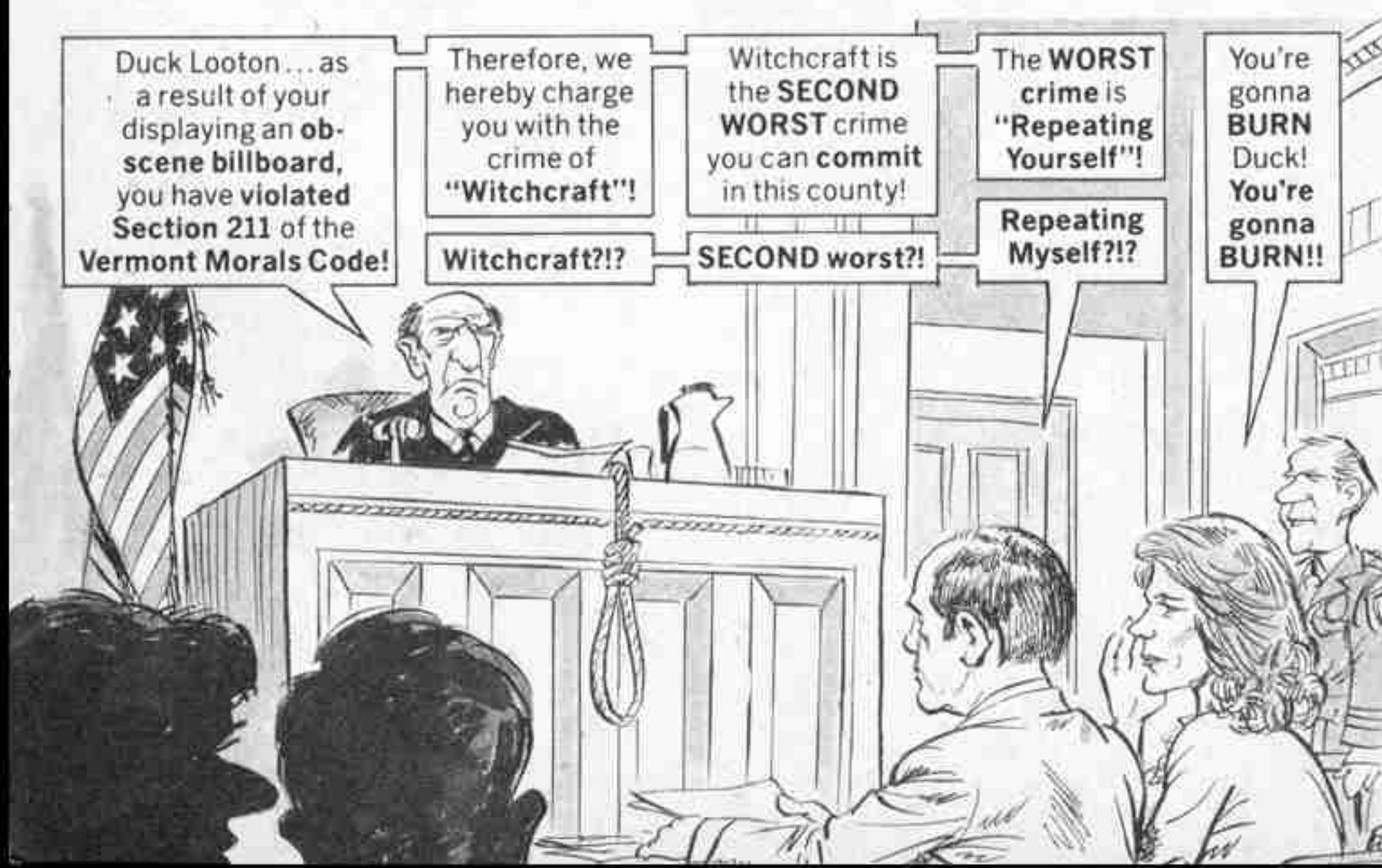
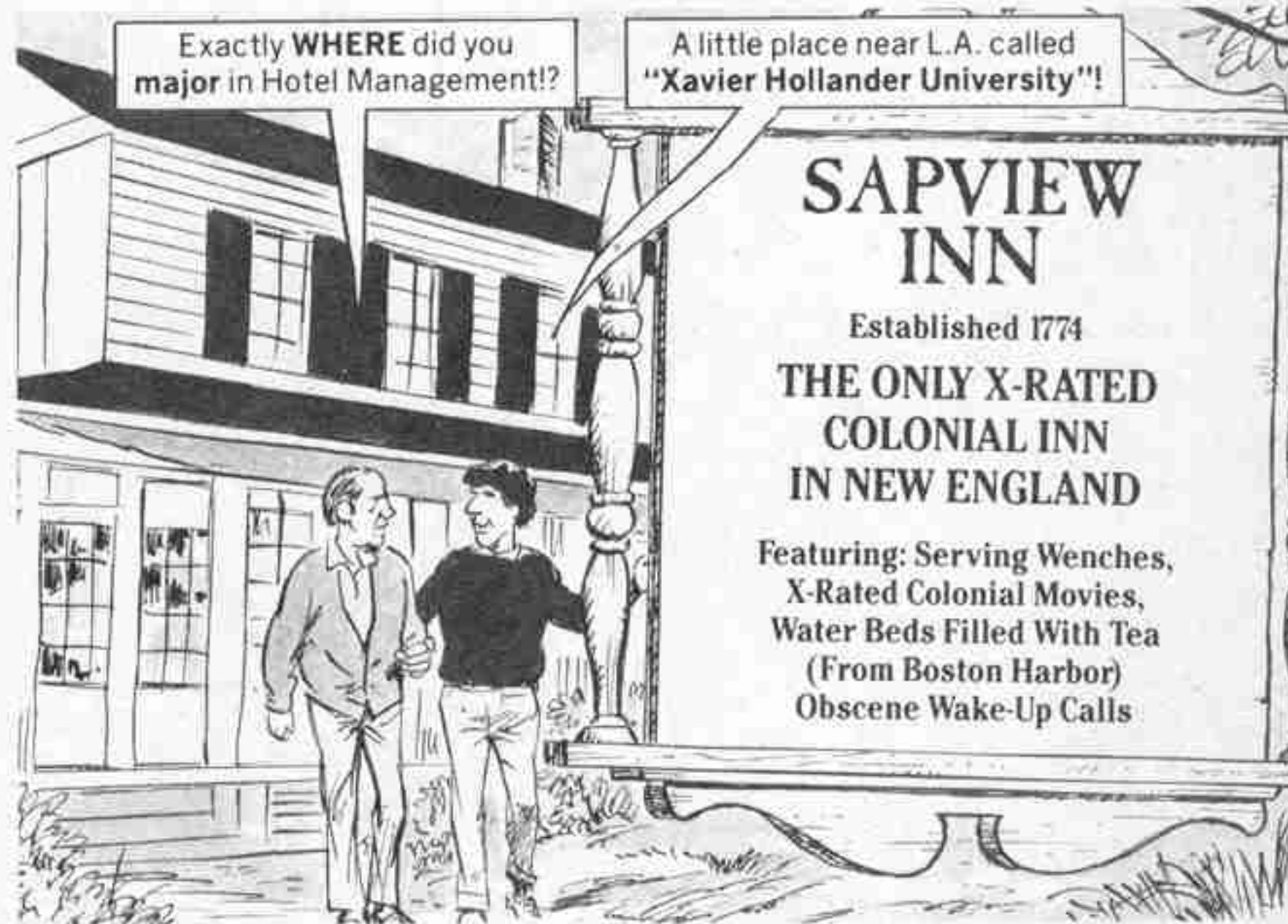
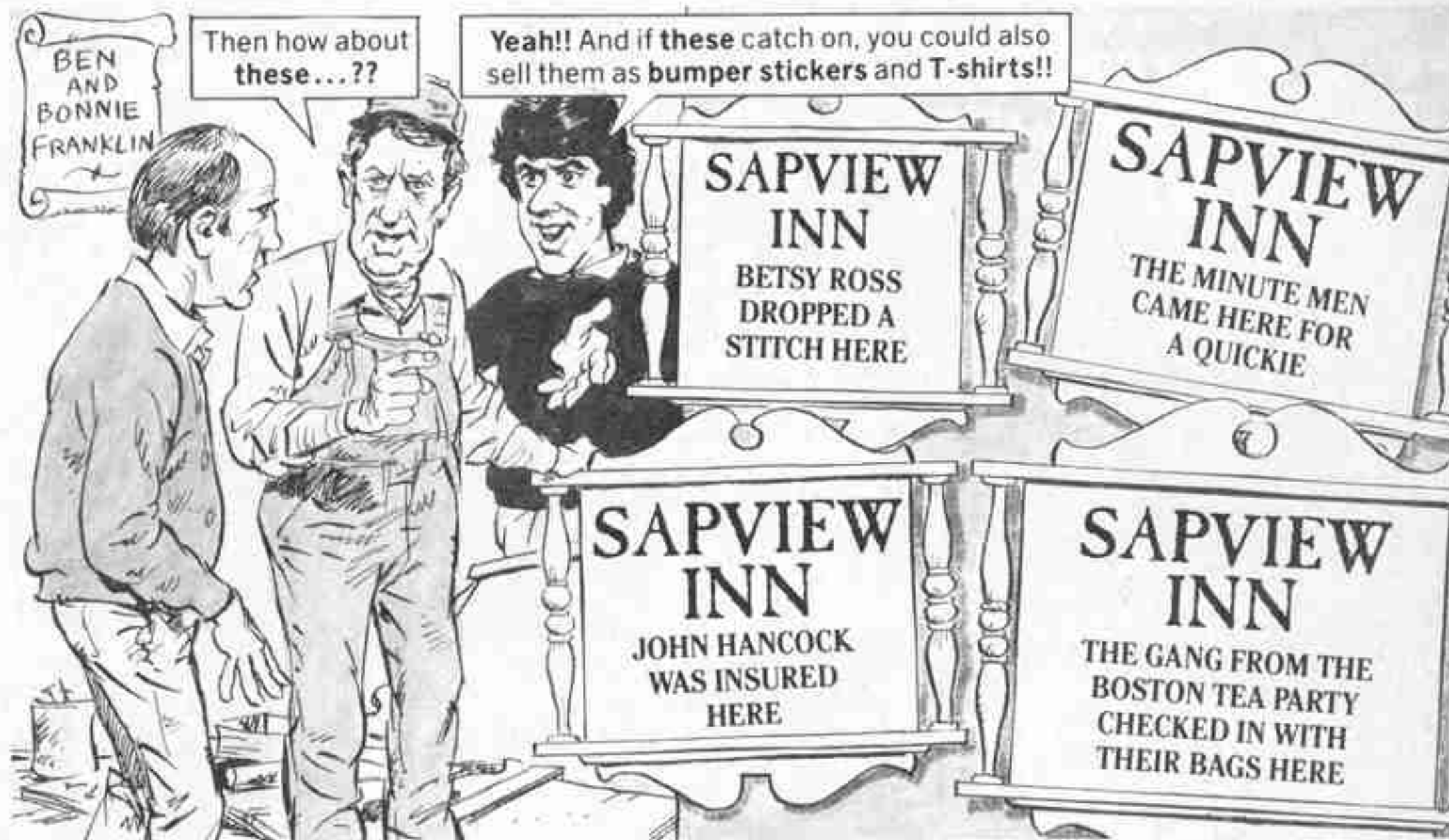
And I own
stock in a
chain of
Vermont
Surfing
Schools!
It's yours!

Look, we don't want
your money and your
stock! What we need
to save the Inn is
to make this place
into a really hot
tourist attraction!

Right!! We
need a tie-
in with some
historical
figure from
the American
Revolution!!

I've got
just the
thing!!
How about
if we hang
THIS
outside?!?

SAPVIEW
INN
BENEDICT ARNOLD
SLEPT HERE



Ezra Rutledge
... President
of the "Flat
Earth Society"!

Jonathan Crowley
... Chairman of
the "Man Will
Never Fly Club"!

... and Amanda Wiggins
... Secretary of the
"Keep Calvin Coolidge's
Philosophy Alive League"!

You're gonna
BURN, Duck!
You're gonna
BURN...!!

Thanks for
bailing
me out,
Gorge!

I **KNEW** those Susan B. Anthony
dollars would come in handy
someday! That's the only money
those people understand ...!!



Honey ...
Vermont is
not for us!
I've decided
to give up
the Inn!

But
what
will
you
do?

I don't know! I'm
certainly not a whiz
at Innkeeping or
Writing! There must
be **SOMETHING** that
I'm good at ...!

Duck, I feel awful!
I have such **terrible**
guilt feelings about
all the **gags** I've
pulled on you ...!!

It's **not** your
fault, Quirk!
But perhaps
you should "**get**
in touch" with
those feelings!

I gotta confess some-
thing, too! I haven't
worked hard for you
as a Caretaker because
I... I **fear success**!!

Hmmm! Obviously,
Gorge, you are
using laziness
and stupidity
as "**Defense**
Mechanisms"!!



You guys **can't** leave!
You've been like a
substitute Mother and
Father to me! Actually,
you've been **BETTER**
than **my own folks**!!

Loosely,
you had
problems
with your
parents?

Yeah...
sort of!!

You want
to **TALK**
about it?

Oh-oh! I think I
know what he's
going to do ...!!

Emily ... wanna bring us
a pot of coffee ...??

... and I think
MY problems are
just **BEGINNING**!!



**WHAT
DREADED
ERUPTION
WILL
DEVASTATE
MILLIONS
IN 1984?**

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

Every year, countless natural eruptions occur, terrifying helpless people all over the world. But one eruption is dreaded more than any other, and is almost certain to devastate millions in 1984. To find out what it is, fold in the page.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

**THERE ARE PEOPLE WHOSE MISERABLE LIVES ALWAYS
TEETER ON THE BRINK OF DISASTER. WHILE SOME MANAGE
TO ESCAPE HARM, OTHERS SEEM TO BE CONSTANTLY
ZAPPED BY A CRUEL FATE . . . AND THEY NEVER MAKE IT!**

A

B

