

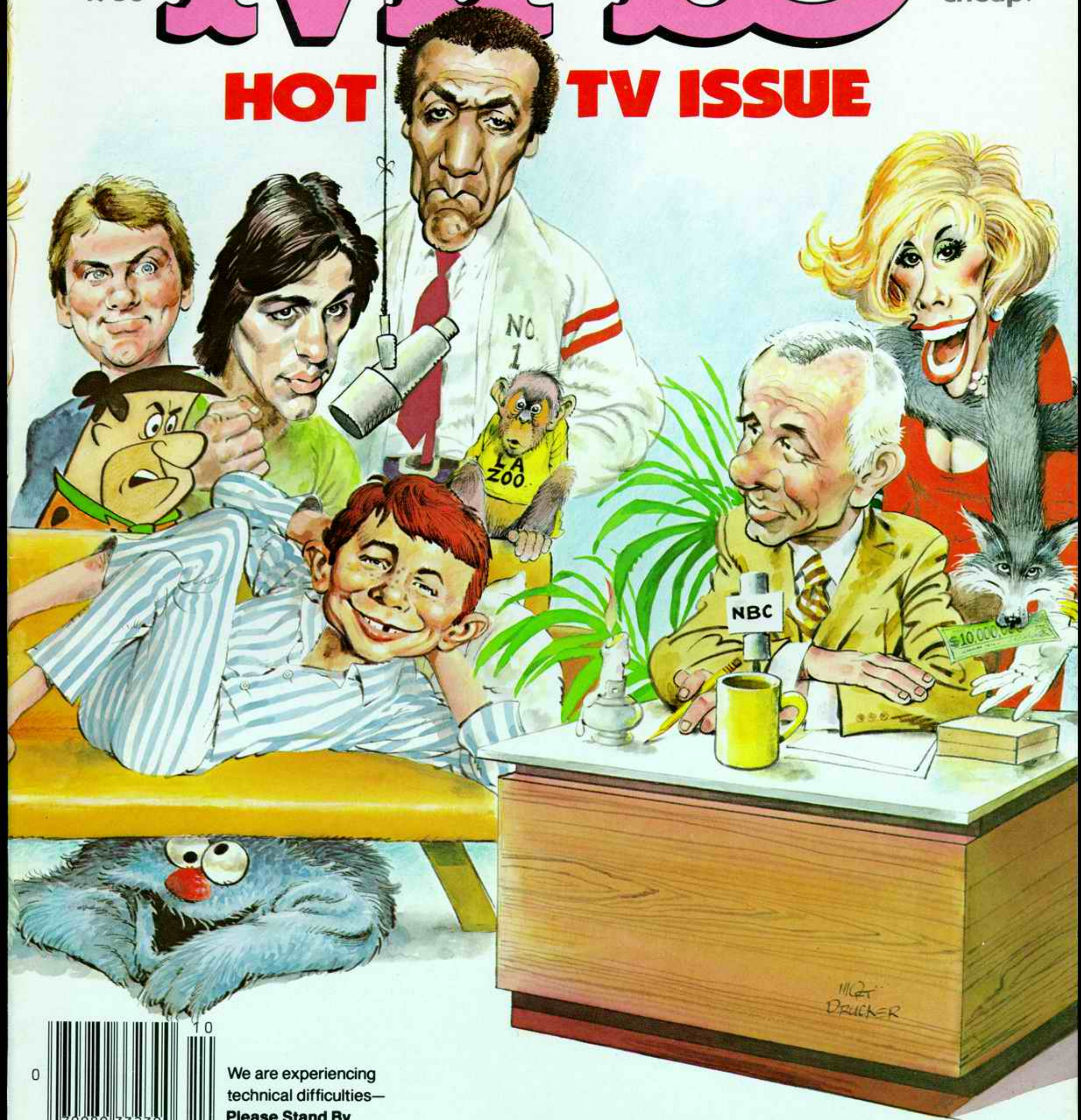
WHEEL OF FORTUNE GROWING PAINS COSBY SHOW WHO'S THE BOSS

No.
266
October
1986

MAD

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HOT TV ISSUE



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THROW UP YOUR CASH AT NEWSSTANDS EVERYWHERE!

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"It's no wonder politicians don't listen to their conscience. They don't want to take advice from a total stranger."
—Alfred E. Neuman

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GLORIA ORLANDO, M.C. GAINES, TINA HOLLOWAY *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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**Various Places Around The Magazine

COVER ARTIST: MORT DRUCKER

COVER IDEA: THE EDITORS

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$10.75 or 24 issues \$26.75 or 40 issues \$42.75. Outside U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$51.75. Entire contents copyright © 1986 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, NY 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

"BOOB'S THE BOSS?"
(A MAD TV SATIRE)
Pg. 4



"WE'LL MAKE A FORTUNE"
(A MAD TV SATIRE)
Pg. 24

HOW PBS REALLY DIFFERS FROM COMMERCIAL TV
Pg. 32



TV THEME SONGS
Pg. 34

"GROANING PAINS"
(A MAD TV SATIRE)
Pg. 38



UPCOMING TV COP "TEAMS"
Pg. 43

IT'S ALIVE!

LETTERS AND TOMATOES DEPT.



"MOONFIGHTING"

I enjoyed your TV Satire "Moonfighting." This show puts to rest the old ventriloquist's rule which states that the act will best succeed by using only *one* dummy!

Tom Takach
St. Petersburg, FL

WRESTLING WITH OUR COVERS

Regarding the cover and contents of MAD #264: I'm tired of seeing Hulk "Blabbermouth" Hogan! Please don't picture him in MAD anymore!

Brian Barnett
N. Huntingdon, PA

If you think Hulk is a blabbermouth, then what have you got to say about Joan Rivers on this month's cover?—Ed.



A COUPLE OF GEMS

As the writers of "The Jewel Of The Nile," we were relaxing in our office when none other than mysterious Arab Omar Khalifa barged in, tied us up and committed the most heinous of crimes... he made us read "The Fool Of The Nile" in MAD #263!! Please save us from this slow death! We can't last much longer!

Mark Rosenthal
Larry Konner
Marina Del Rey, CA

"ALL-WHITE SONG"

I read your "All-White Song" and I think it was rude to make fun of blacks like you did. There are a lot of funny things in MAD and you don't have to put down an entire race of people to get laughs. You make a real good magazine without all that stuff in it.

Jamie Copeland
Townville, PA

I just read your parody "All-White Song." It's good to see MAD is still tackling tough issues by taking a strong stand against apartheid. The only sad thing is there are probably some idiots out there who don't understand satire and will accuse you of being bigoted yourselves. As a longtime MAD fan, I love having a few good laughs at the expense of dictators, fanatics and racists!

Lou Pisani
Pompano Beach, FL

LET HE WHO IS WITHOUT SIN CAST THE FIRST STALLONE

Bravo to your satire "When The Rambo Influence Spreads Everywhere" in MAD #264. Thank goodness MY country isn't symbolized by a blood-thirsty, musclebound dope with a guttural vocabulary!

D.L.
Alberta, Canada

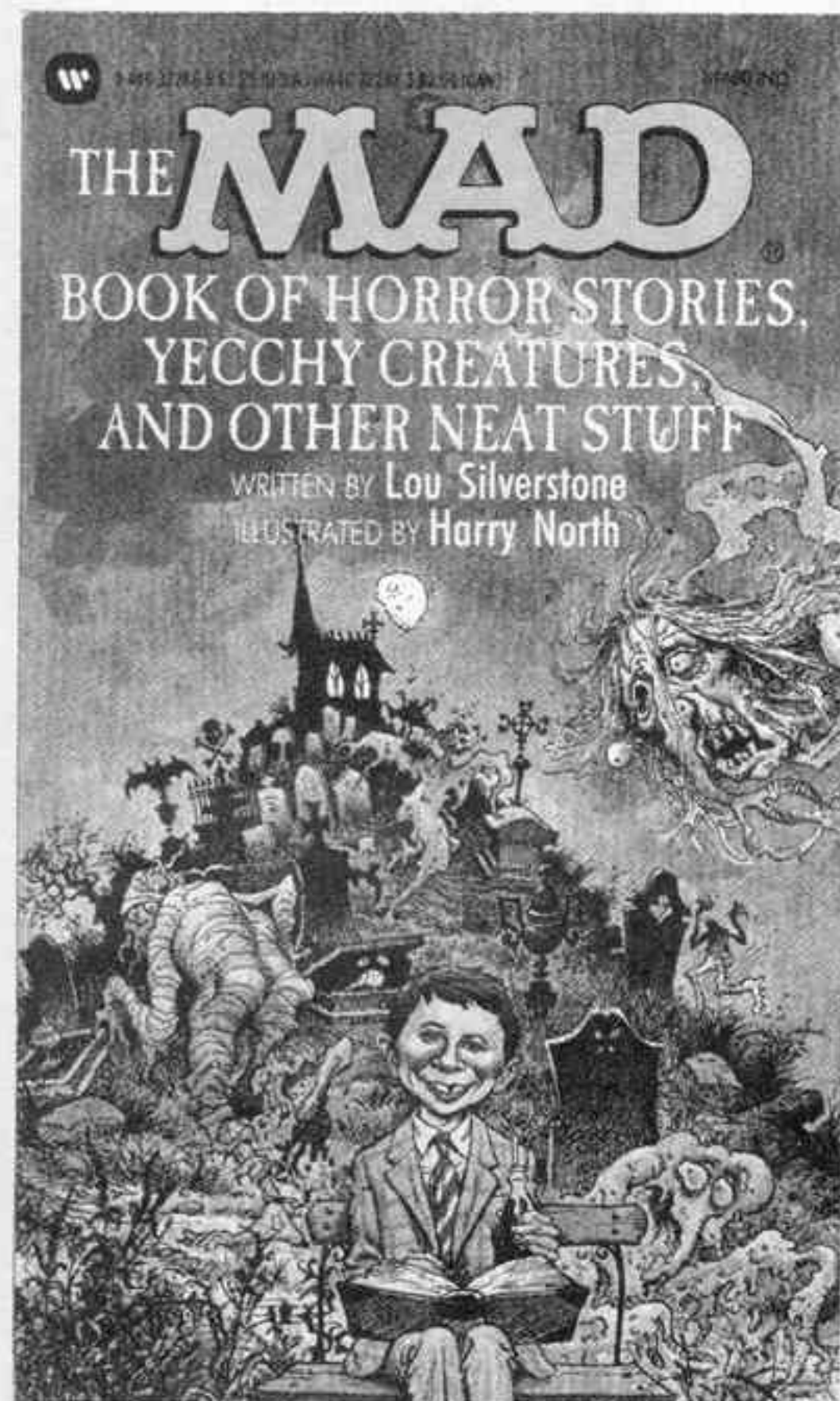
How quickly we forget Maggie Trudeau! —Ed.

ELEMENTARY READING

I think MAD magazine is the best magazine ever made, but Playboy and Penthouse are almost as good. I am a fourth grader at St. Raphael School.

Justin Smith
Springfield, OH

Hmmm...What are the third graders reading?—Ed.



"CRITTER'S RAVE!"

"I Howled!"
—Wolfman

"Talk about Monstrosities!"
—Dr. Frankenstein

"It Sucks!"
—Dracula

**LURKING AT A BOOK-
STORE NEAR YOU!
OWN IT BY COFFIN
UP SOME MONEY!**



Jewel Of The Nile writers Rosenthal and Konner enjoy (?) MAD with the help of Omar Khalifa (actor Spiros Focas).

A MAD INFLUENCE ON YOUTH?

Your magazine has had a wonderful effect on my son. Because of all the political references he didn't understand, he now watches the evening news. From learning about current events, he can now understand the satire in MAD. I read it too, and think MAD is an underrated publication deserving of more recognition!

Julie McClure
Bradenton, FL

Thanks for your kind letter. We do feel, however, that since your son is 32, he should be picking up the political references on his own.—Ed.

UNMISTAKABLY MAD

You morons finally had a mathematically correct article! In "Why 999 Shoppers Out Of 1,000 Never Collect Those Manufacturers' Rebates" all of the numbers actually add up to 999! I couldn't believe it! Congratulations on what must be a first!

Matt Cohen
Frederick, MD

That's right, Matt, we've finally cleaned up mistakes in these pages. Hoo Hah!—Ed.

THE ENVELOPE PLEASE...

When someone at MAD wins an award, we think it's a big deal. Mort Drucker, our own master of movie satires, recently beat out 77 other artists to win the National Cartoonists Society's prestigious Reuben Award for his work in MAD! Congratulations, Mort, and like we said—Big deal!



Drucker draws himself

MORON MAIL

In Al Jaffee's "Snappy Answers To Stupid Questions In A Video Rental Store," when the customer asked if the films were dirty, the clerk should have replied "No, we had them dry cleaned this morning!"

Robert Erck
Lombard, IL

Al didn't use that line, Robert, because MAD is a humor magazine.—Ed.

RELATIVELY SPEAKING

On your letters page in MAD #265 (Sept. '86) the last letter was from a girl named Laura Elizabeth Bucci. I happen to know she is William Gaines's granddaughter! When is blatant nepotism like this in MAD going to stop?

Corey Jonathan Mifsud
York, PA

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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 clamped envelope!

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MR. MOM-A MIA DEPT.

You may think that in the world of network television, ABC stands for the "American Broadcasting Company." But judging by one of its current shows, ABC must really mean "Another Boring Comedy"! This alleged sitcom is all about a career woman, her ex-jock housekeeper, and her sexpot mother. All three are equals—they're all idiots! So, no matter who's in charge, can't we say that the...



My name is **Toenail Missilly!** In dis house, I do all da **cookin', cleanin', washin', ironin', and baby-sittin'.** Dat's how I stay in such **good shape!** Not from da **work,** but from **defendin' myself** from da **name-callin'** when I tell my **street buddies** I cook, clean, wash, iron and baby-sit for a livin'! Dose guys say I only got **brawn,** but they're wrong! I got **muscles,** too!

I'm **Angina Bowser,** a very successful advertising executive, and I'm proud to be a **working woman!** I'm living **proof** that women don't have to **stay at home** and do **menial, unrewarding housework!** I'm proof that women can do something **really important**—like hiring a man to do their **menial, unrewarding housework!**

I'm Angina's mother, **Moona Robinthecradle!** My philosophy on **men** can be summed up in one word: **YES!!!** I don't want to say that I'm **preoccupied with sex,** but why don't you stop reading this balloon and **kiss me!**



I'm Angina's son, **Jogathan!** I'm glad my mother hired Toenail 'cause he's **better** than any **father** I ever heard of! When I get a **C+** in school, Toenail says he's so **proud** to have a real "**Einstein**" living in the house!

I'm Toenail's daughter, **Cementa Missilly!** Connecticut is a lot different from the neighborhood my father grew up in! He left **crime, pollution,** people throwing **garbage** out the **windows** and **street gangs** to move up here. But that says a lot about my father! **Giving up** the things he **likes best** just for us!

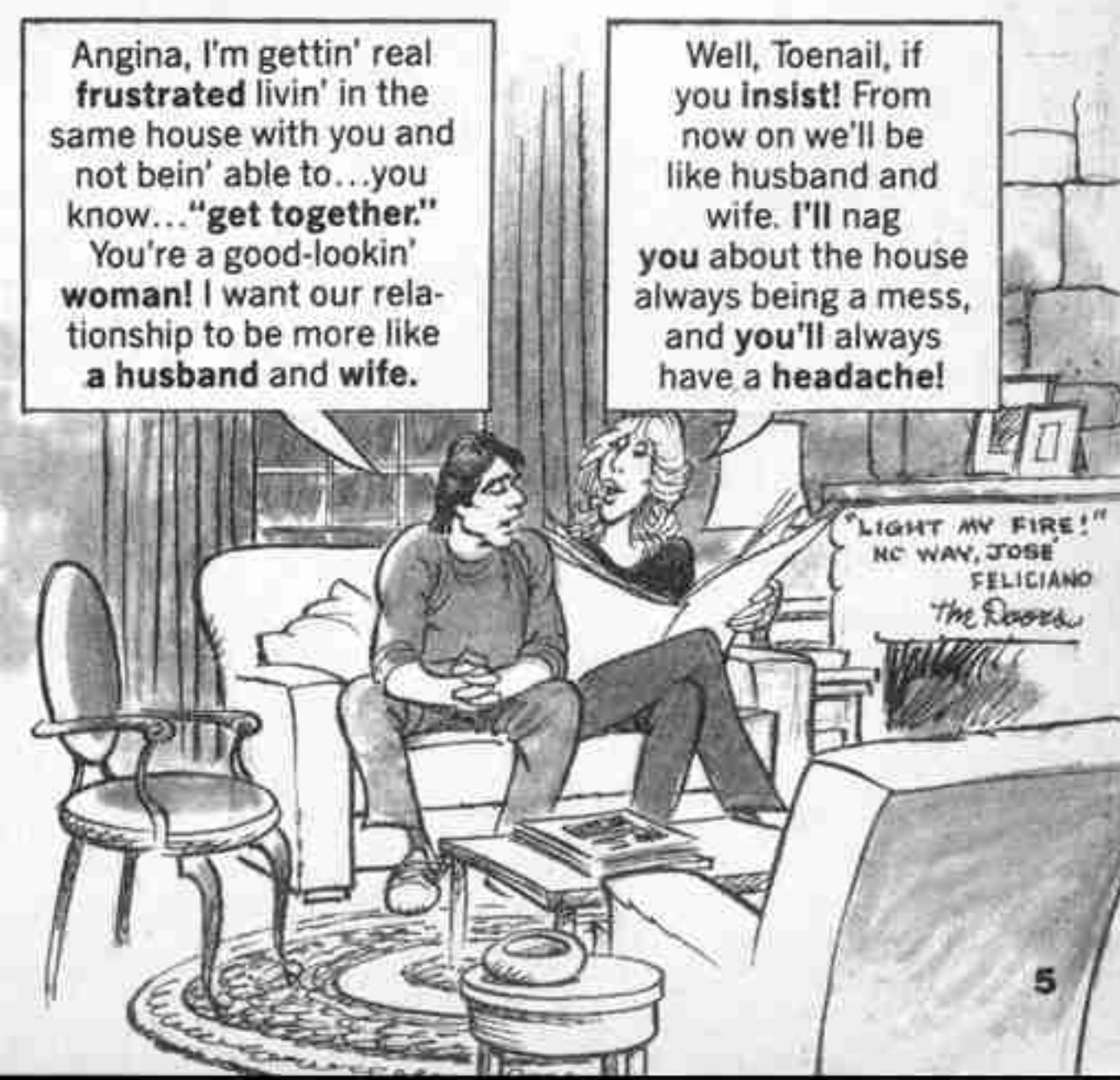
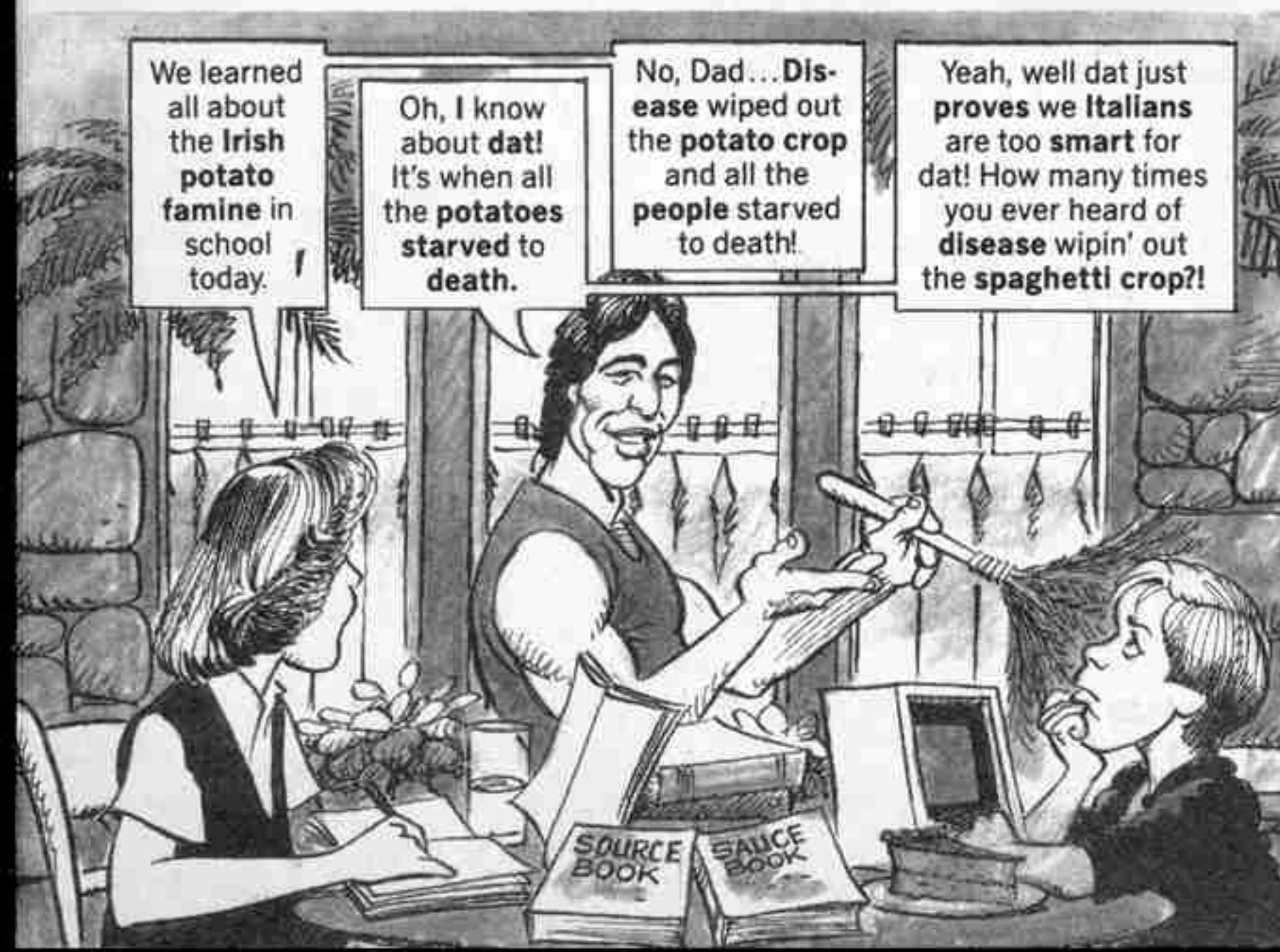
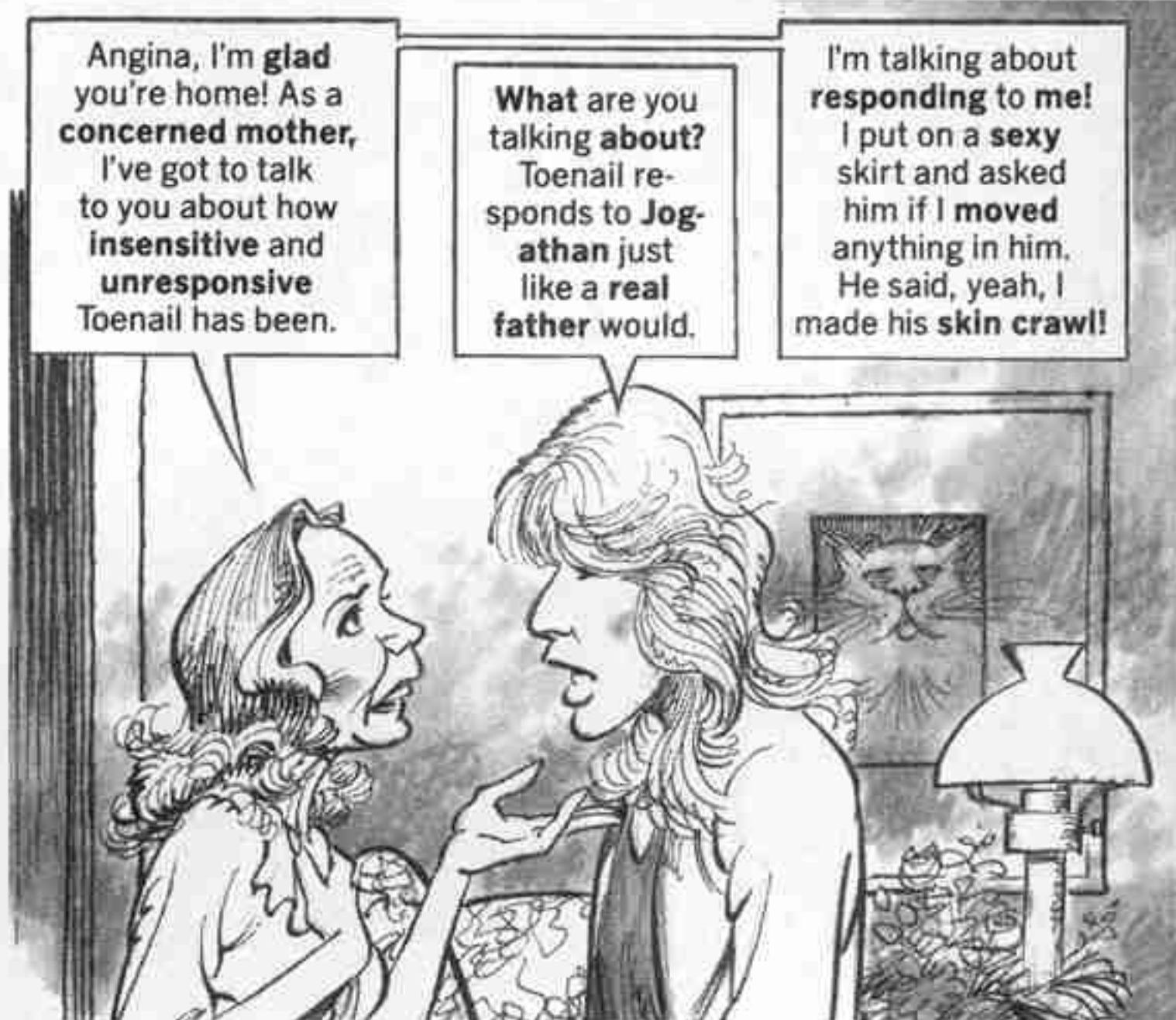
III QI
DRUCKER

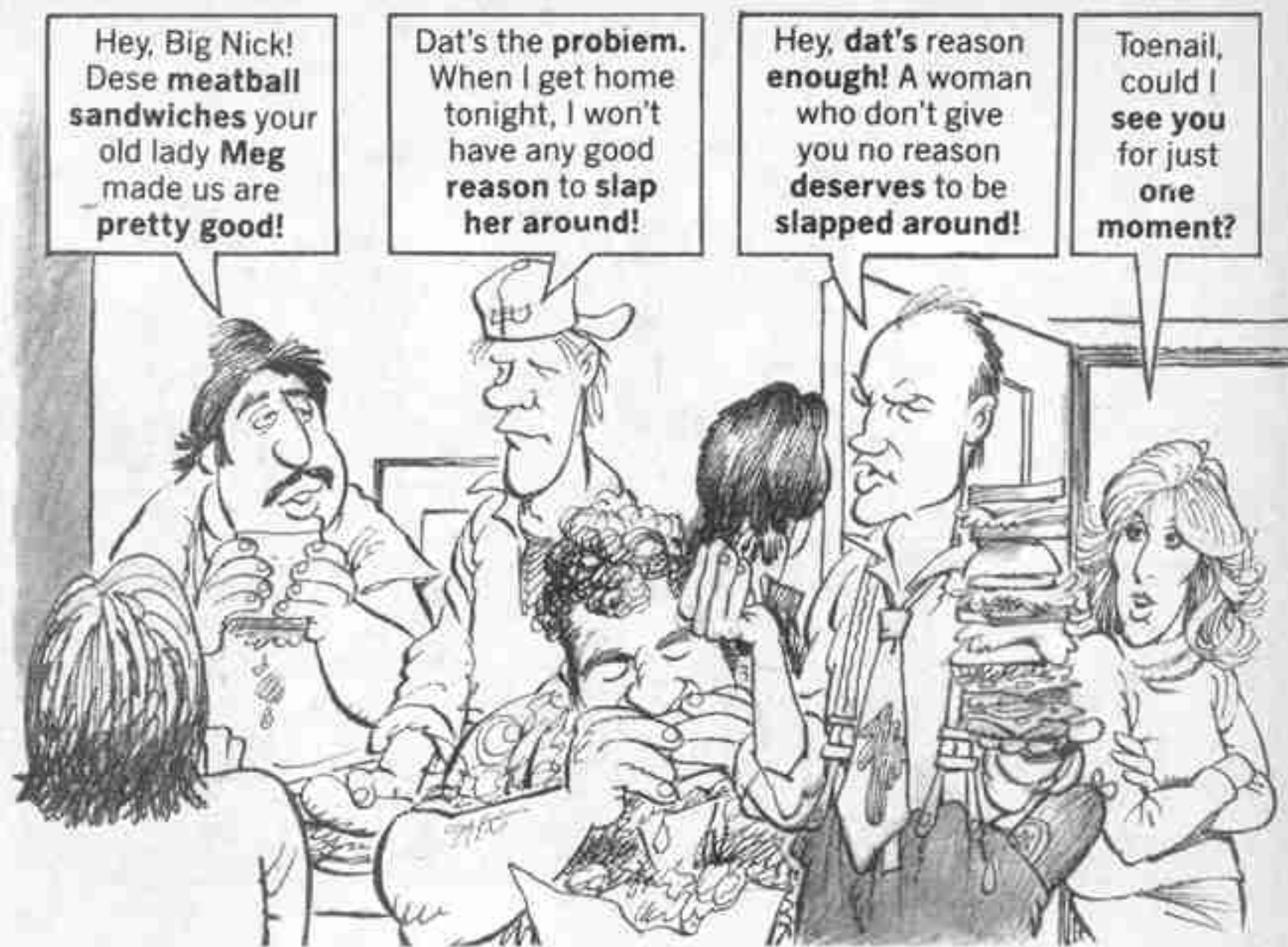


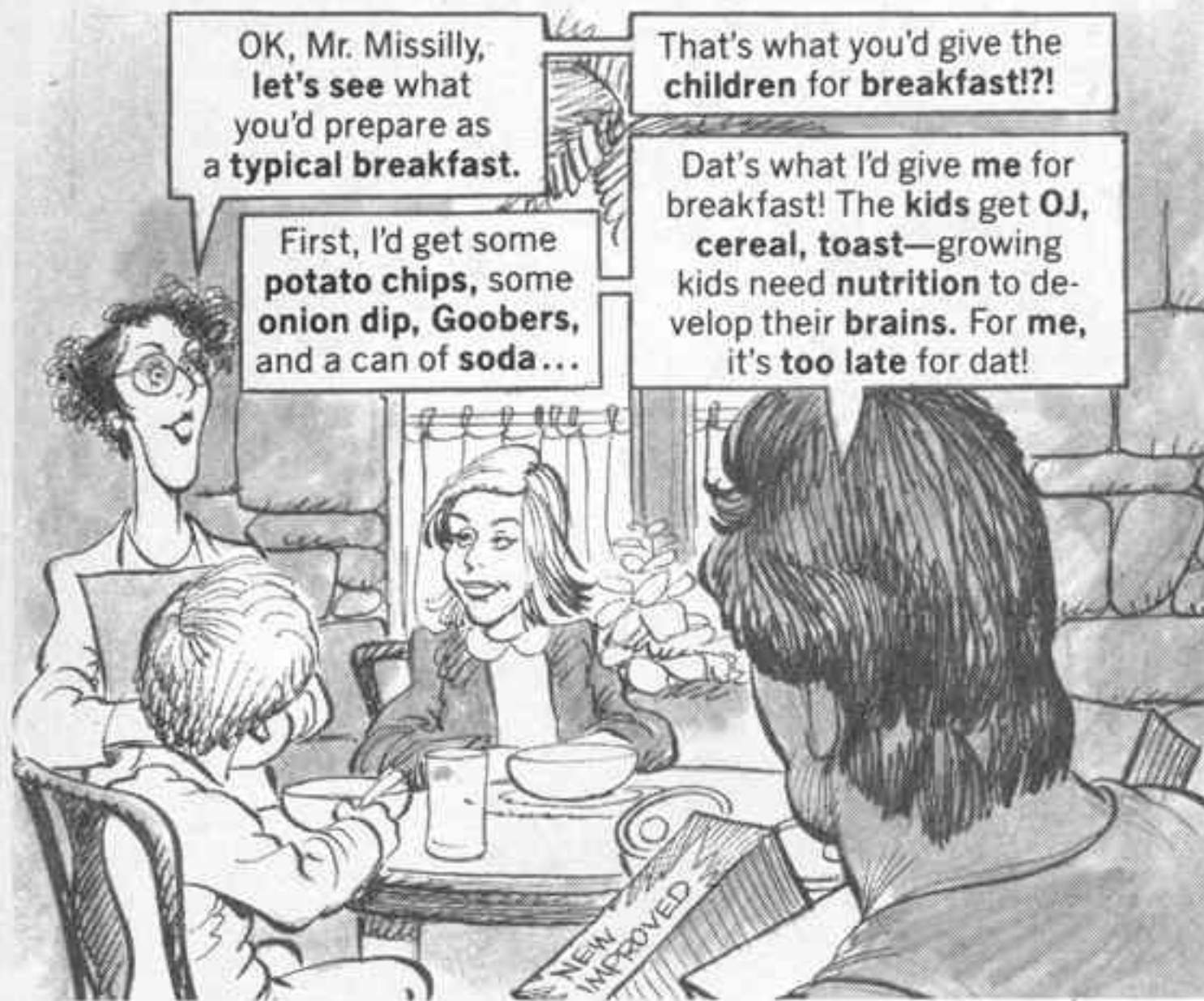
BOOB'S THE BOSS?

ARTIST: MORT DRUCKER

WRITER: DENNIS SNEE





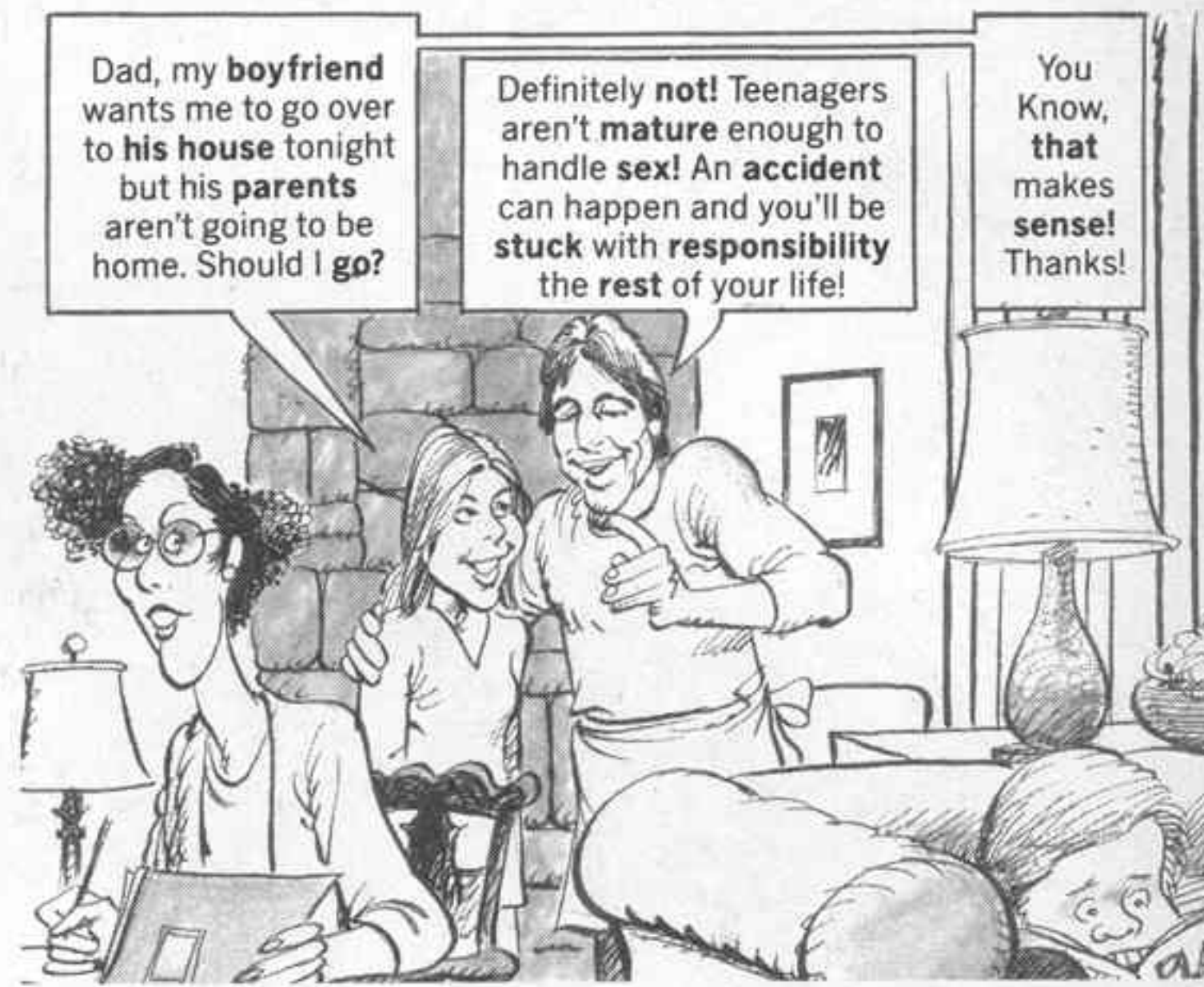


OK, Mr. Missilly, let's see what you'd prepare as a **typical breakfast**.

First, I'd get some **potato chips**, some **onion dip**, **Goobers**, and a can of **soda**...

That's what you'd give the **children for breakfast!?!**

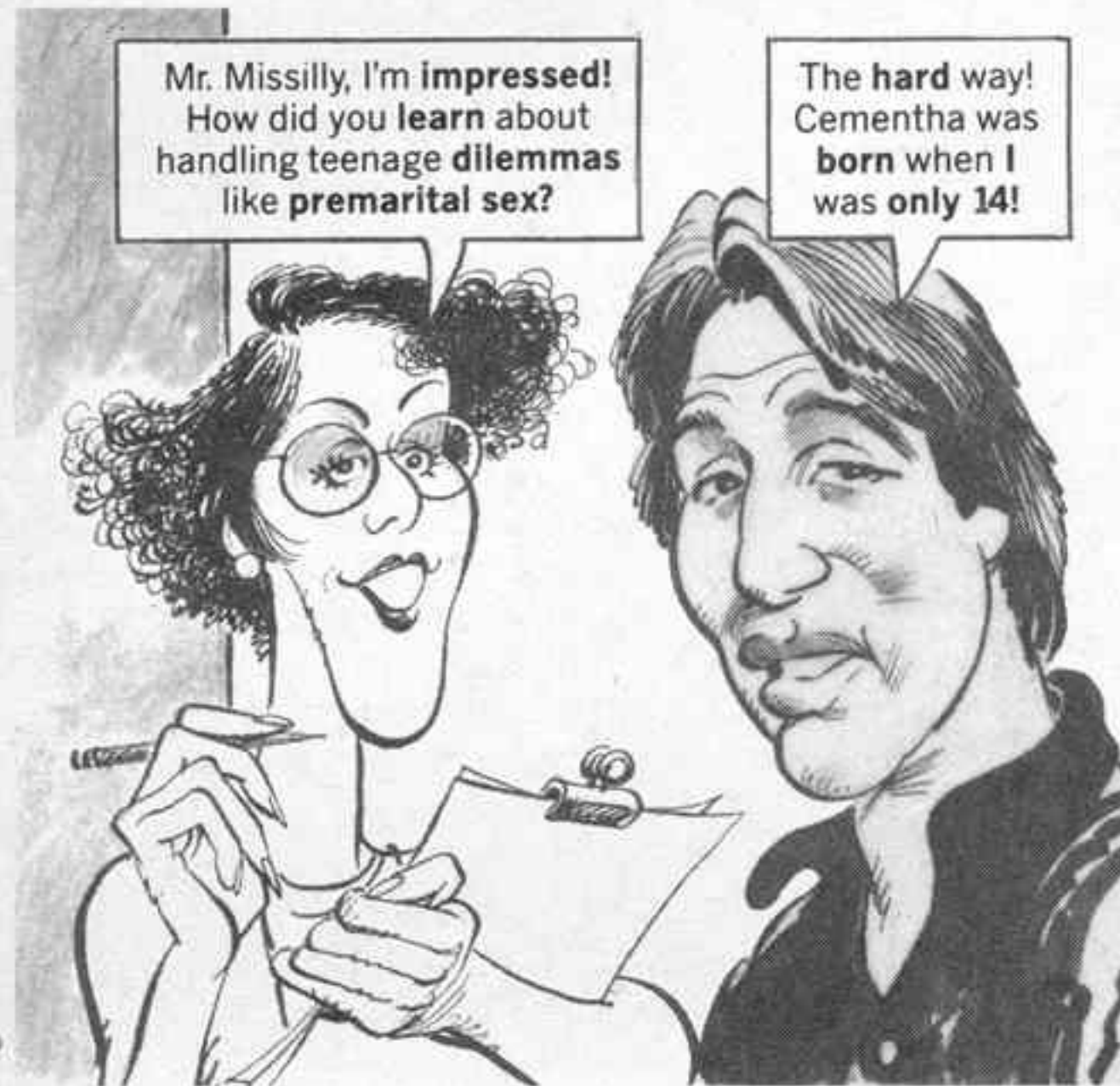
Dat's what I'd give **me** for breakfast! The kids get **OJ**, **cereal**, **toast**—growing kids need **nutrition** to develop their **brains**. For me, it's **too late** for dat!



Dad, my **boyfriend** wants me to go over to **his house** tonight but his **parents** aren't going to be home. Should I **go**?

Definitely not! Teenagers aren't **mature** enough to handle **sex**! An **accident** can happen and you'll be **stuck** with **responsibility** the rest of your life!

You know, that makes **sense**! Thanks!



Mr. Missilly, I'm **impressed**! How did you **learn** about handling teenage **dilemmas** like **premarital sex**?

The **hard way**! Cementha was **born** when I was only **14**!

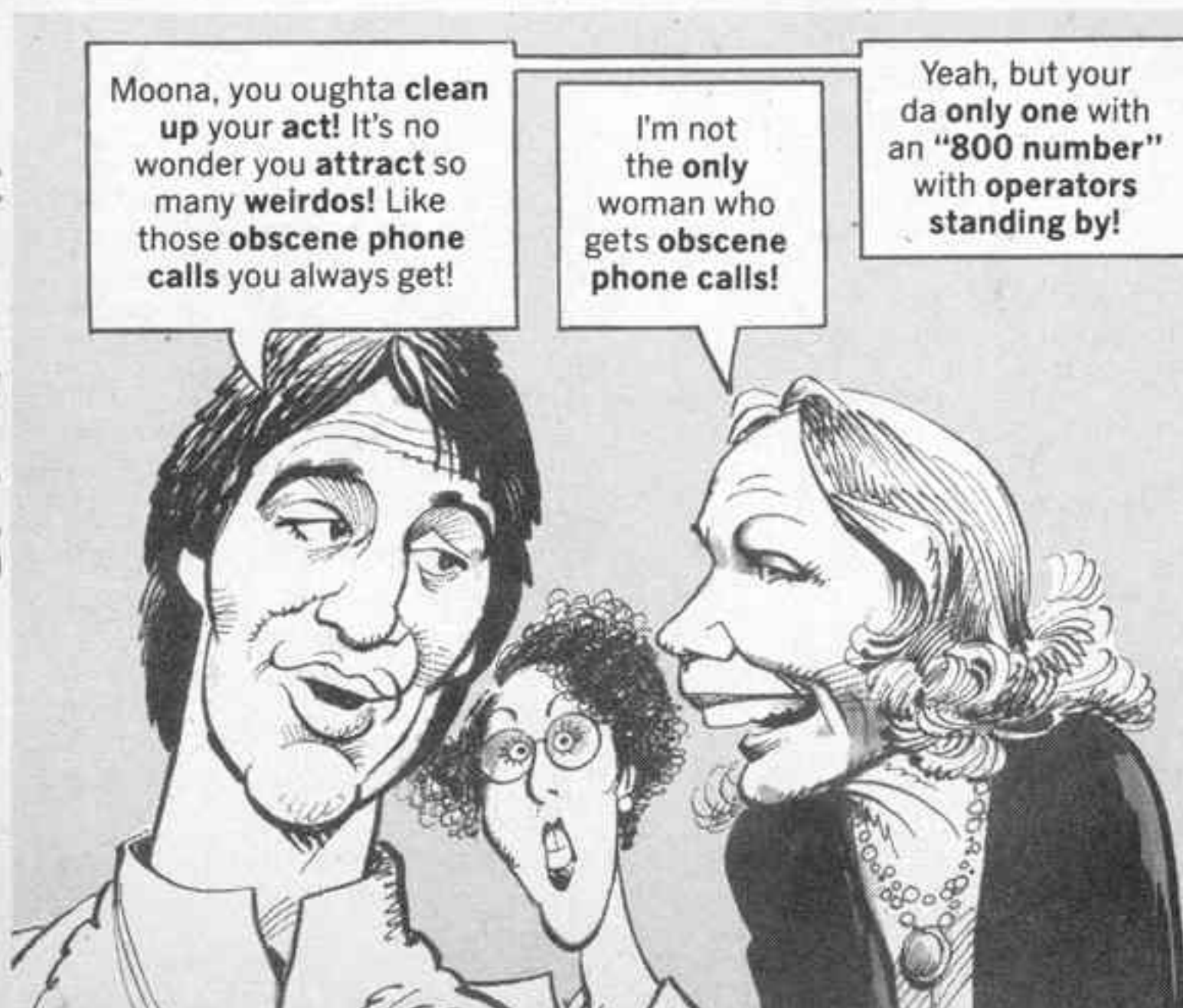


Got another **hot date** tonight, Moona?

It's **not a date**, but it'll be **hot**! I'm going to my friend **Trudy's** **cremation**!

Moona, that's **disgusting**!

No, that's **opportunity**! **Trudy's** leaving behind a **handsome, healthy** and **suddenly-available husband**!



Moona, you oughta **clean up** your **act**! It's no wonder you **attract** so many **weirdos**! Like those **obscene phone calls** you always get!

I'm not the **only** woman who gets **obscene phone calls**!

Yeah, but your da **only one** with an **"800 number"** with **operators** standing by!



Boy, I'm **beat**! We spent another **whole day** trying to come up with a **catchy slogan** for that new **beer** account.

How about, "It's satisfying from first **burp** to last **belch**!"

Toenail, that's **crude** and **repugnant**!

Wow, my first try at advertising and I score a **bull's eye**!

I love you

Toenail, your advice **worked!**
I told that **bully** at school
that "**fighting** doesn't prove
anything, and really tough
guys **don't** have to **fight!**"

And
it
worked,
huh?

Yeah, he left
me alone and
started **beating**
the **crap** out of
Cementa!



Before I **conclude** my **evaluation**,
Mr. Missilly, I'd just like to
ask you a few **questions**. What
is the **most difficult** aspect
of your job here in the home?

That's **easy!** You can **hear**
it in the living room
right now! It's when those
two start **fighting** and I
have to **break it up!**

I HAD
IT FIRST!

YOU
DID
NOT!

IT'S MY
BRUSH
ANYWAY!

I HATE
YOU,
YOU
LITTLE
BABY!



Girls! Girls! Please! Act like **adults!**

Now, go to your **corners**, and when I
blow the whistle, come out **fighting!**
But no **hair pulling**, **finger gouging**,
spitting or **hitting** below the **belt!**



Well, I've concluded my
evaluation. My decision
is: there will have to be
a **major change** concerning
the **care** of these **children**.

But
I
love
Toenail!

Yeah,
we
want
him
here!

You
can't
make
Toenail
leave!

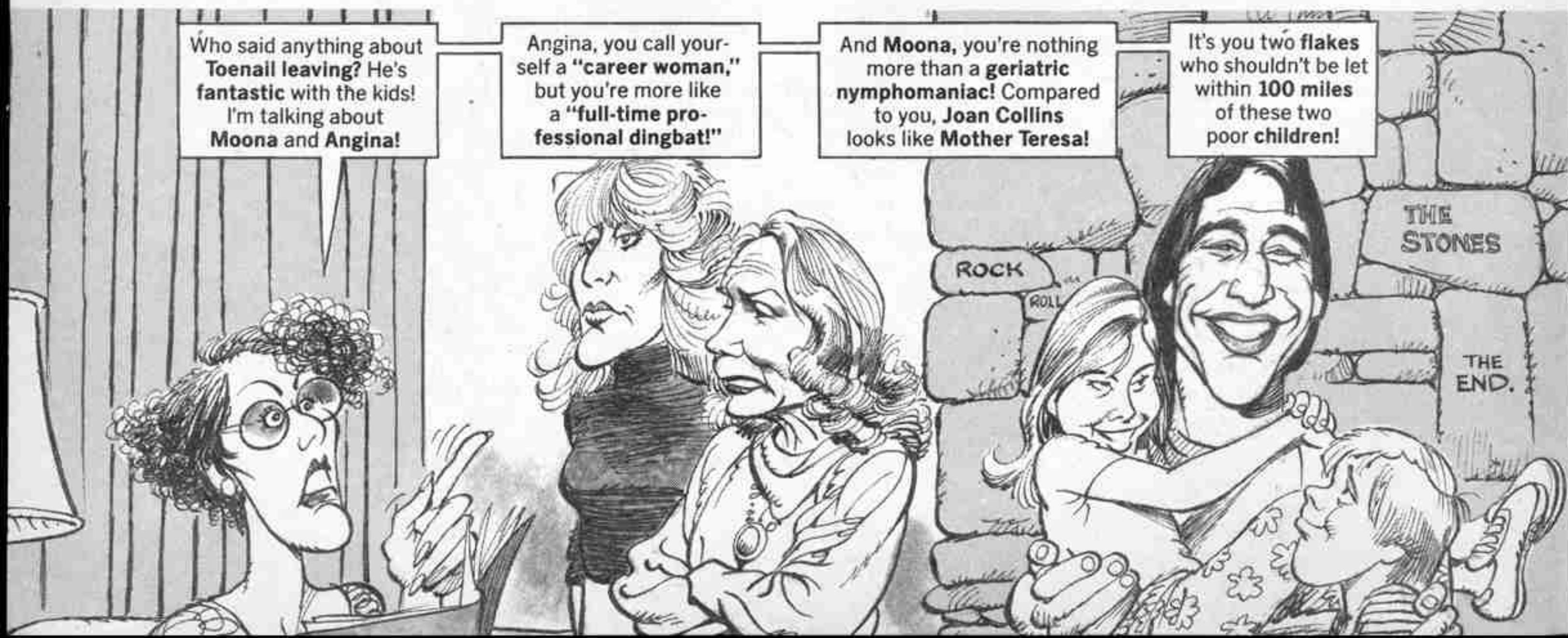


Who said anything about
Toenail leaving? He's
fantastic with the kids!
I'm talking about
Moona and **Angina!**

Angina, you call your-
self a "**career woman**,"
but you're more like
a "**full-time pro-
fessional dingbat!**"

And **Moona**, you're nothing
more than a **geriatric**
nymphomaniac! Compared
to you, **Joan Collins**
looks like **Mother Teresa!**

It's you two **flakes**
who shouldn't be let
within **100 miles**
of these two
poor children!



THE
STONES

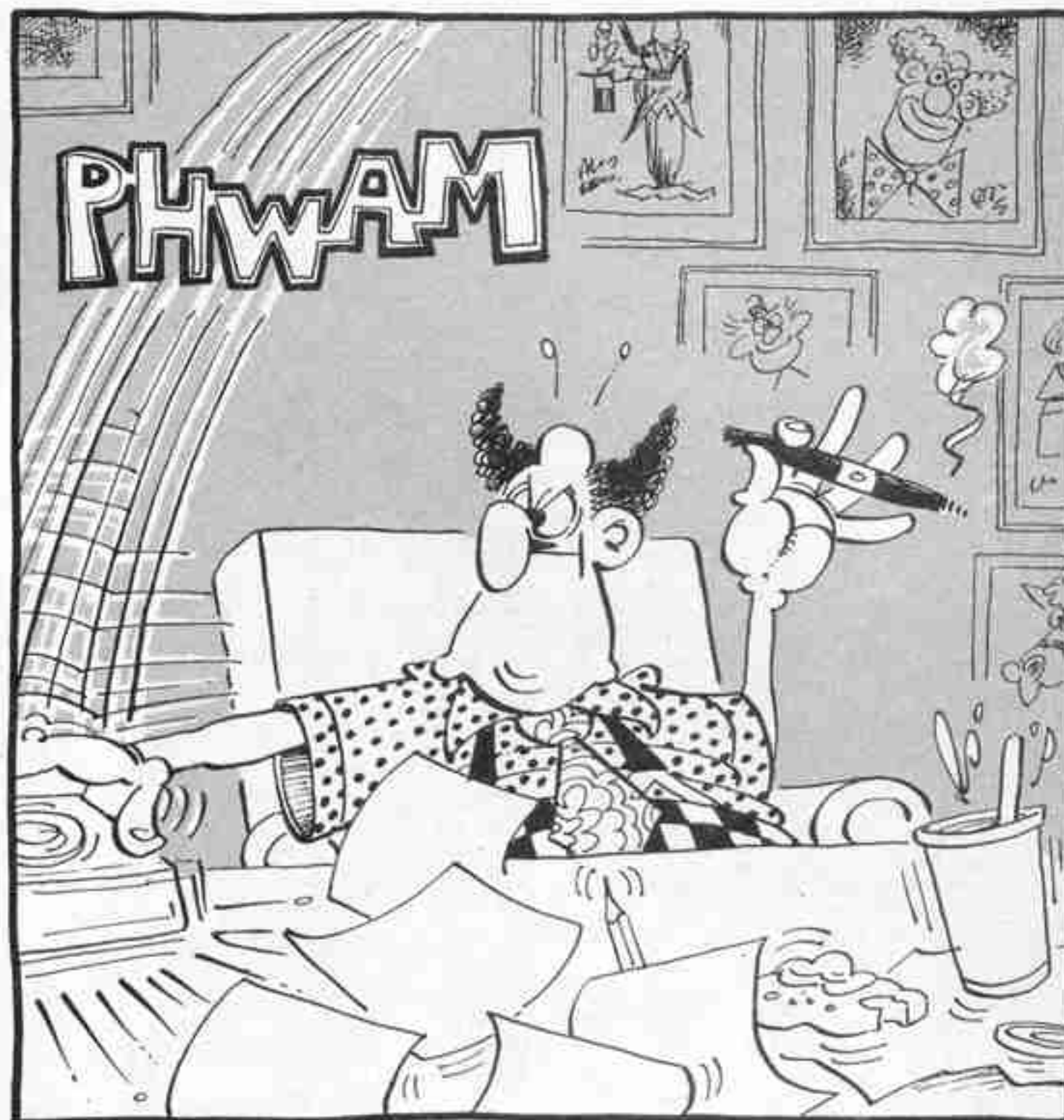
ROCK

ROLL

THE
END.



ONE THURSDAY MORNING ON EAST 12th STREET



TUNER FISHING DEPT.

In the old days of television, people only had a few measly channels of boring programs to choose from. As a result, they usually spent all their time turning the selector knob to switch from station to station, vainly searching for something to watch. Now, with

MAD'S CABLE

WRITER: MIKE SNIDER

I thank the Representative from Ohio, and I would **urge** the House to pass this bill, which has the support of the President, the Speaker and...

click!



... "Weird Al" Yankovic. What a nutty guy! Up next, an MTV World Premiere Video from...

click!



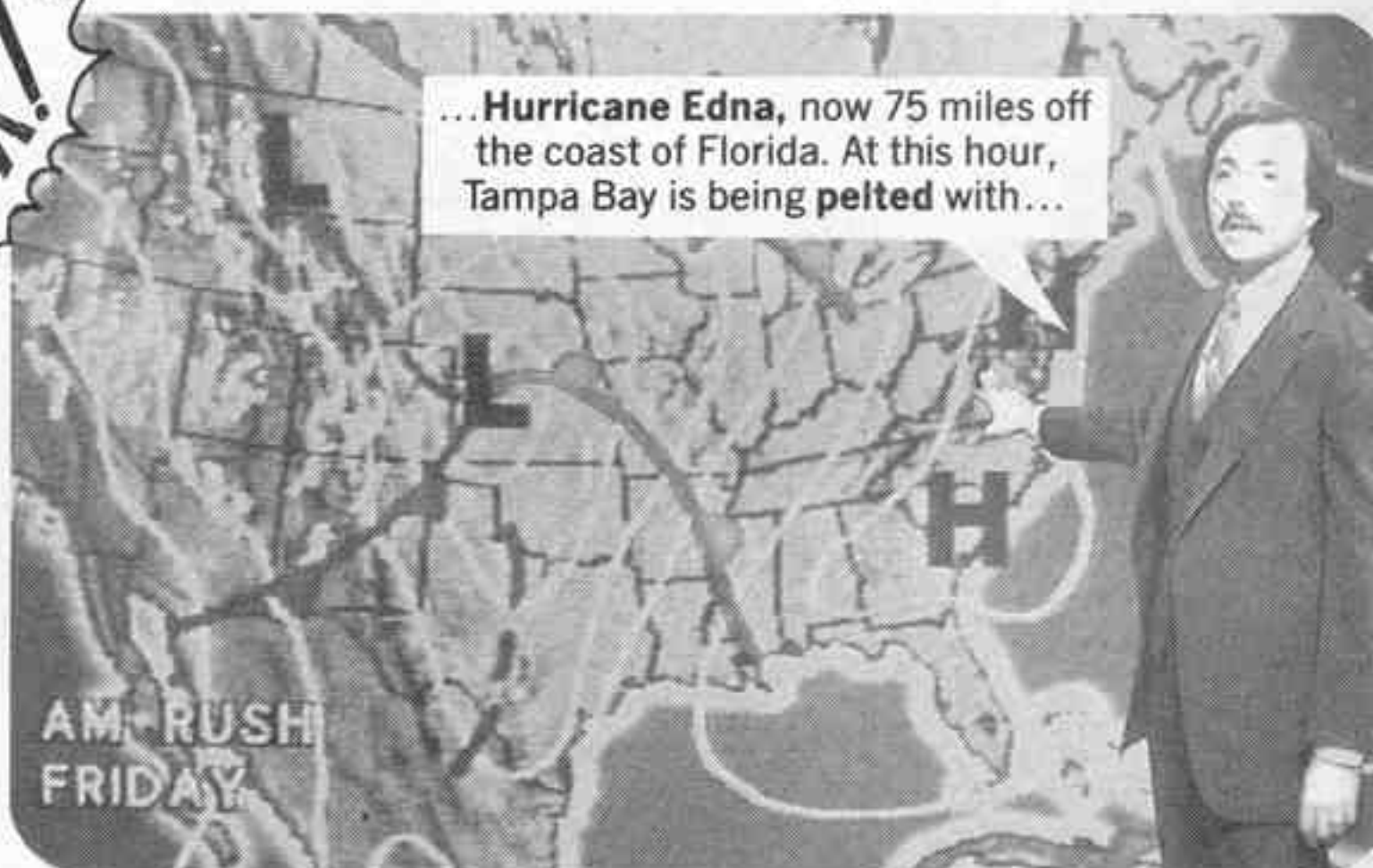
...call 1-800-555-1212. Operators are standing by! AND, if you act NOW, we'll send you the **amazing**...

click!



...Hurricane Edna, now 75 miles off the coast of Florida. At this hour, Tampa Bay is being **pelted** with...

AM-RUSH
FRIDAY



...two tablespoons of **vanilla extract**. Now, pour the whole mixture into a well-greased...

click!



...**bedroom**. Others may find it more arousing to make love in the back seat of a car or in the **serene splendor** of a...

click!





cable TV, people have *dozens* of channels to choose from. Of course, the programs are as boring as ever, so now they spend all their time pushing the buttons on the cable box to switch from station to station, which creates a strange kind of craziness that we call...

TV ROULETTE



PHOTO CREDITS: AP/WIDEWORLD: LIFETIME/ABC: UPI/BETTMANN NEWS/PHOTOS: THE WEATHER CHANNEL: ESPN: DIAMOND DAVE PROD.

...the **Lord God Almighty!** When you send us **money**, you're really sending it to Him, 'cause we're doing HIS work, the work of...



...**sex therapy**. Listen to me, caller. If you really want to have **exciting** and **pleasurable** sex...



...**flabby thighs** and **sagging buttocks!** So let's start getting in shape! Ready? One...two...one...two...



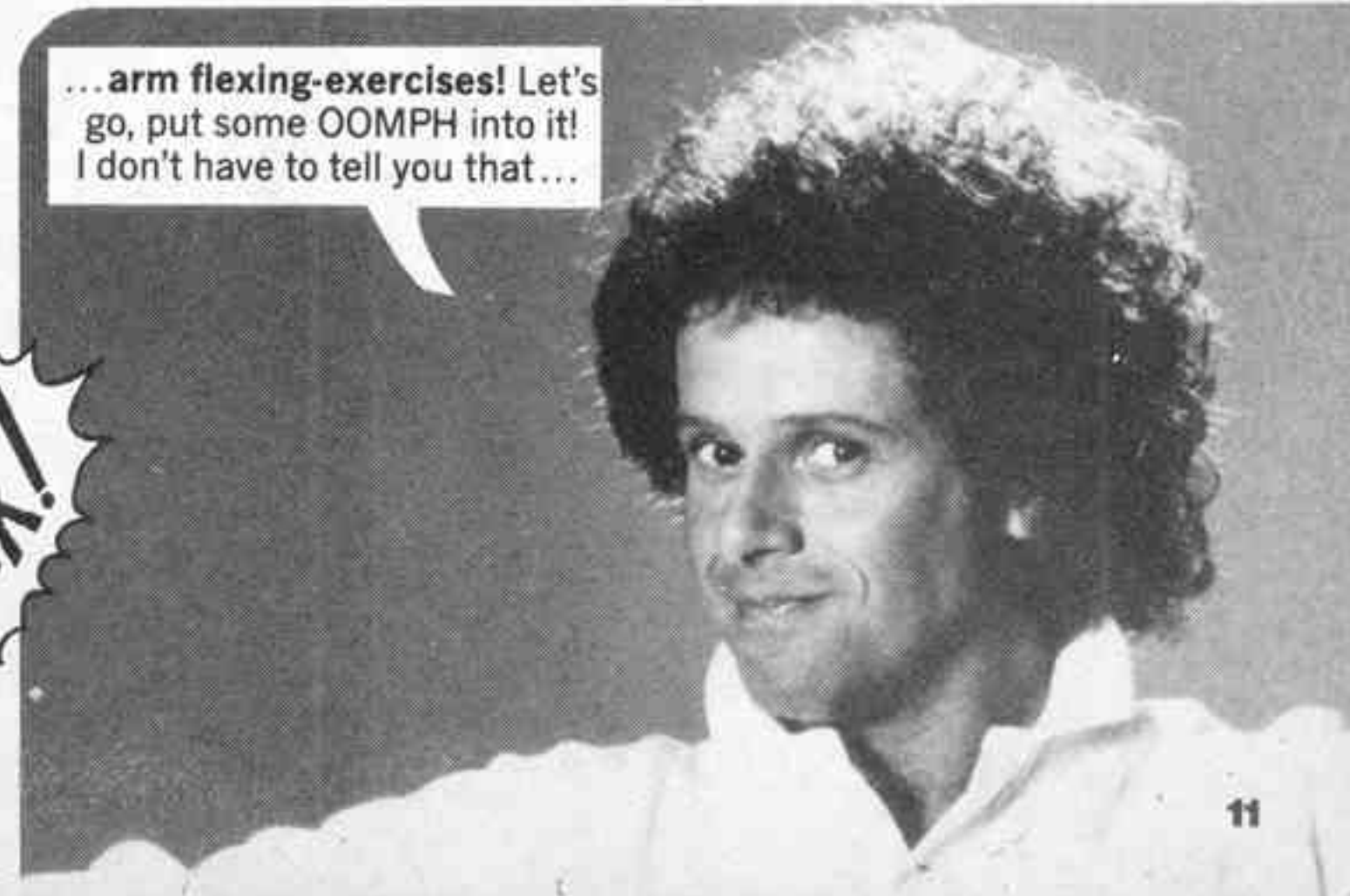
...won two from the **Dodgers** yesterday. But today, they're playing like...



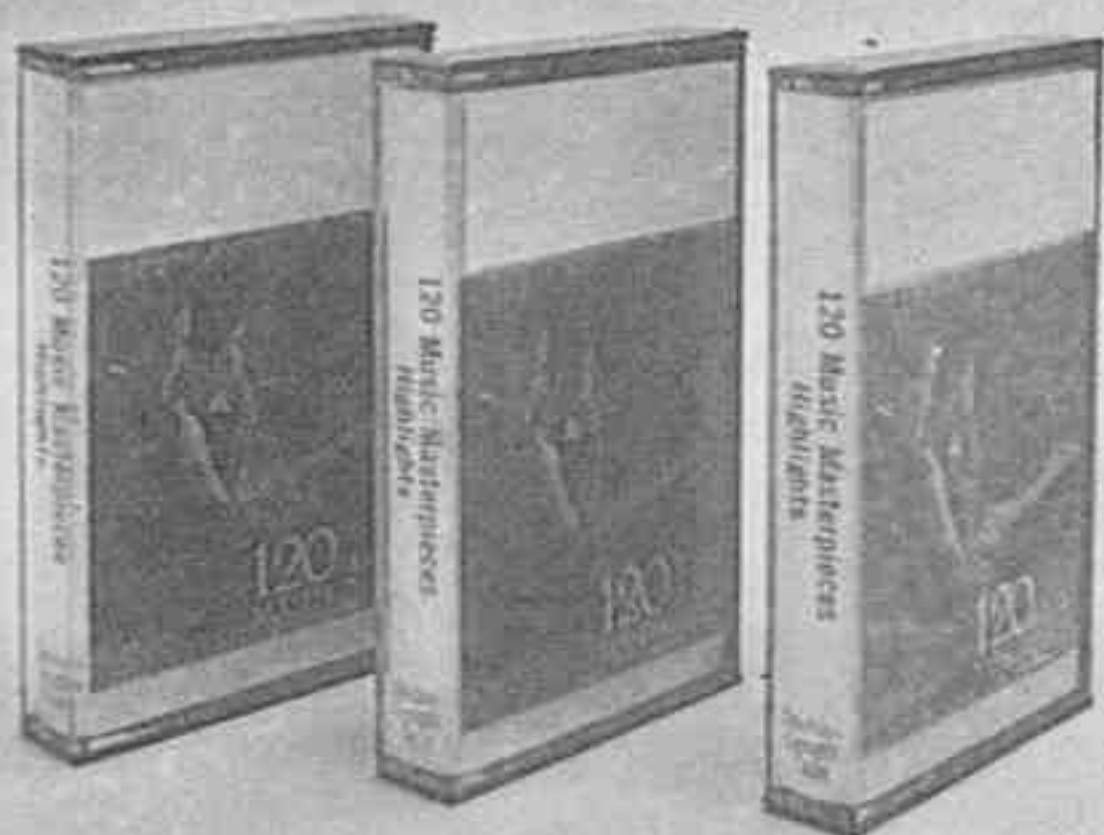
...**locker room**. Well, while they're changing pitchers, let's switch back to Madrid for more of those **exciting**...



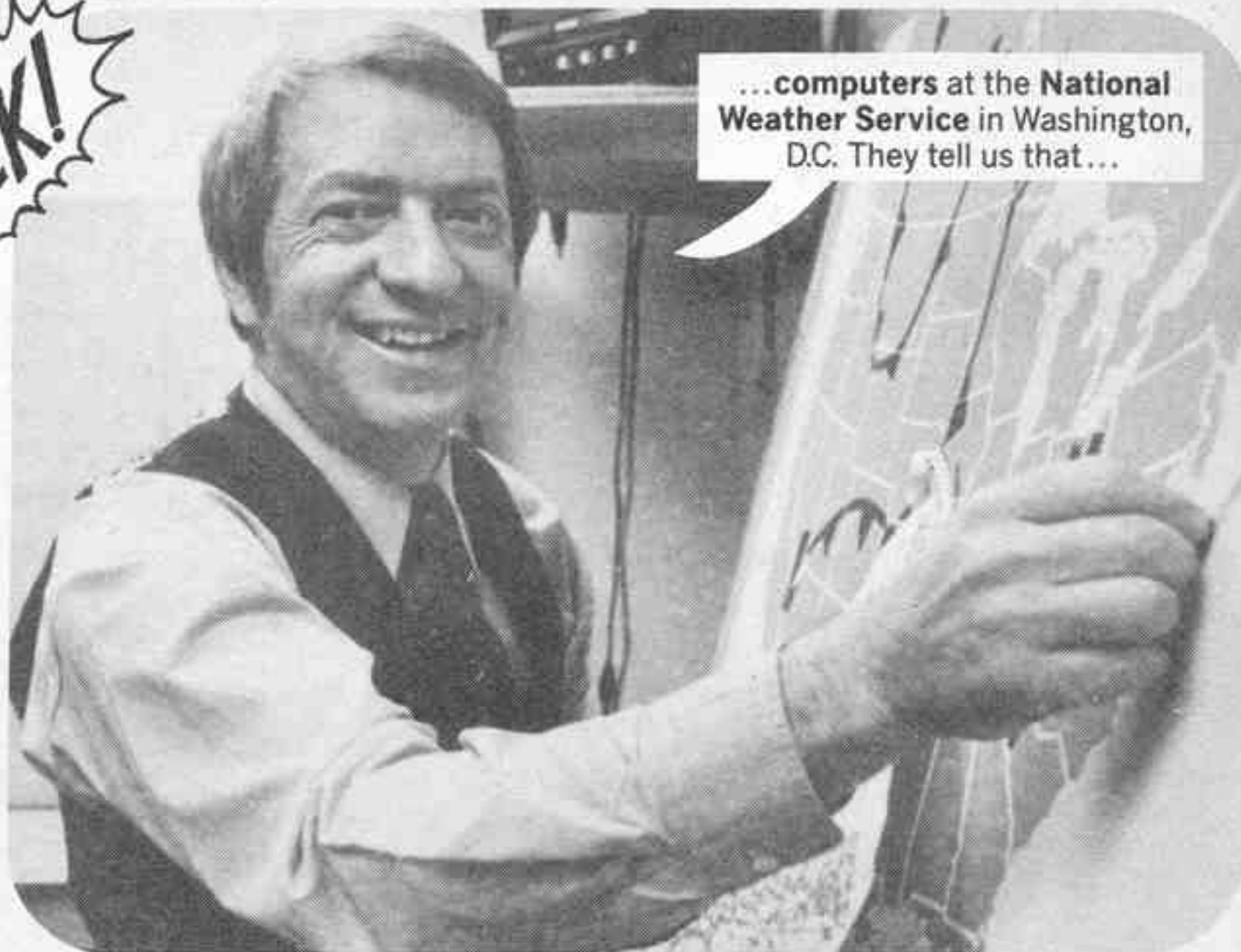
...**arm flexing-exercises!** Let's go, put some **OOMPH** into it! I don't have to tell you that...



...many of today's best-loved popular songs were actually written by...



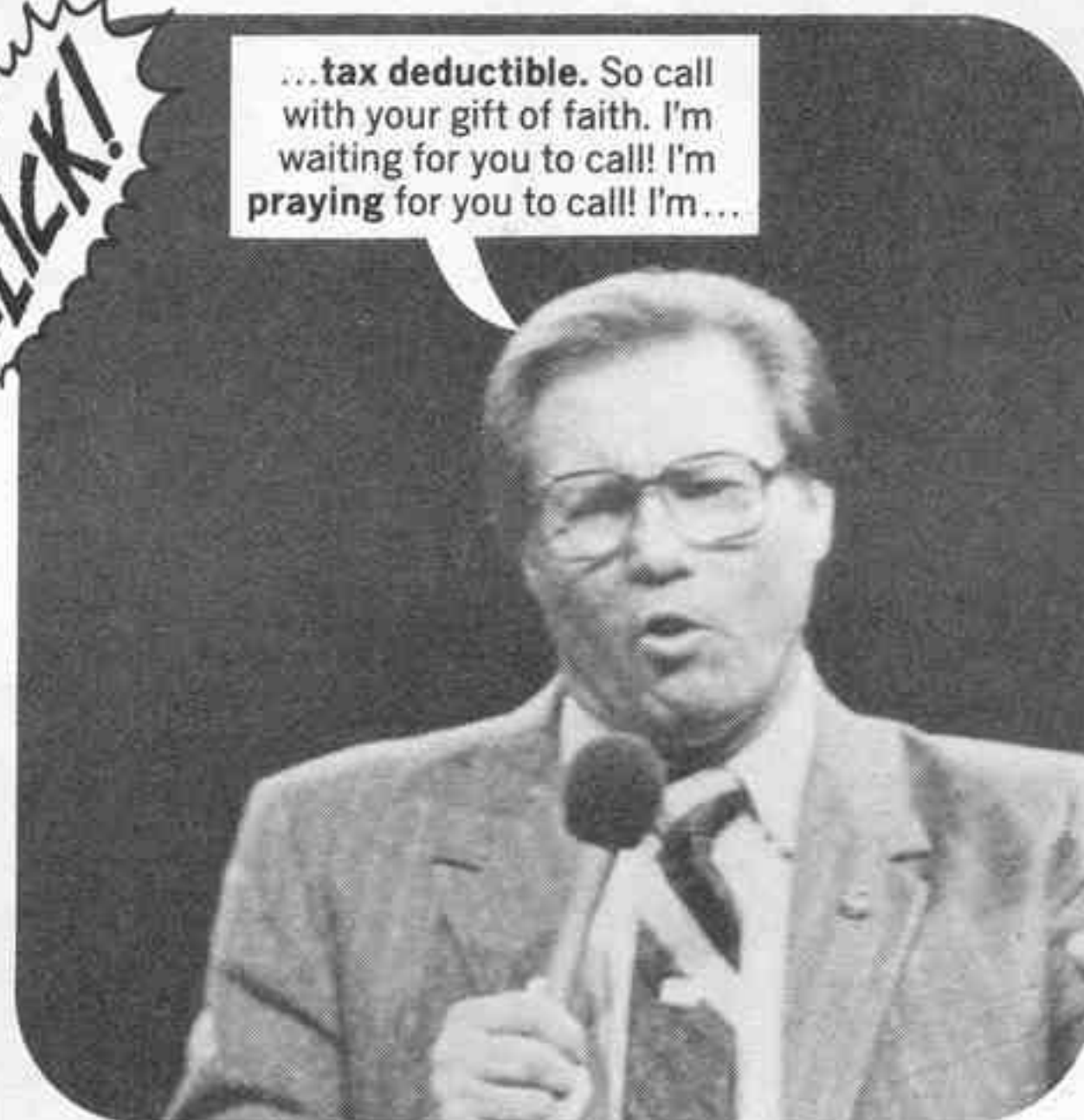
...computers at the National Weather Service in Washington, D.C. They tell us that...



...nothing is "kinky" or "perverted." Whatever two people enjoy doing in the privacy of their own home is **completely**...



...tax deductible. So call with your gift of faith. I'm waiting for you to call! I'm praying for you to call! I'm...



...just a gigolo... Life goes on without me! Cause, I... ain't... got... no...



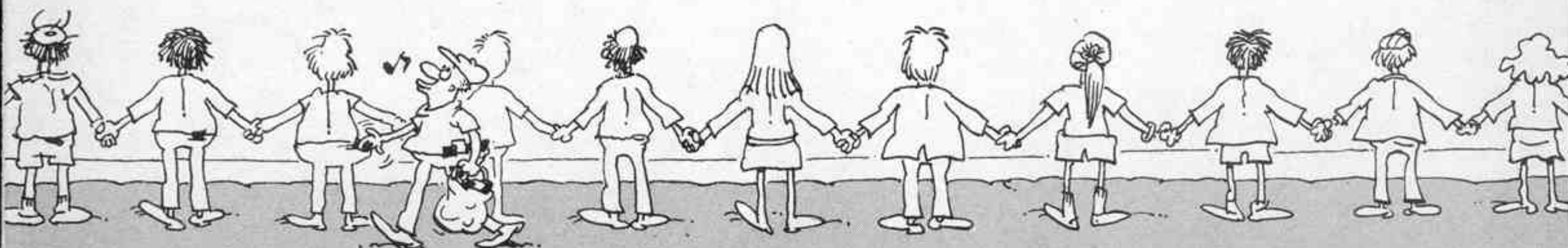
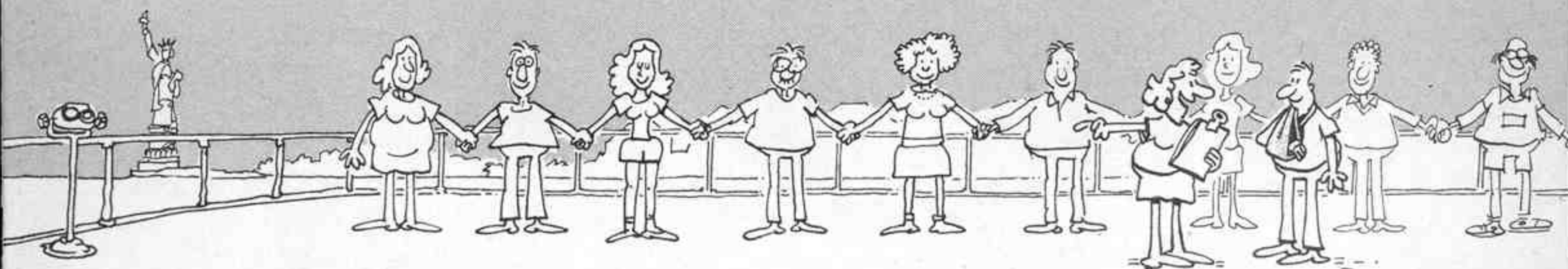
...coherent economic policy.

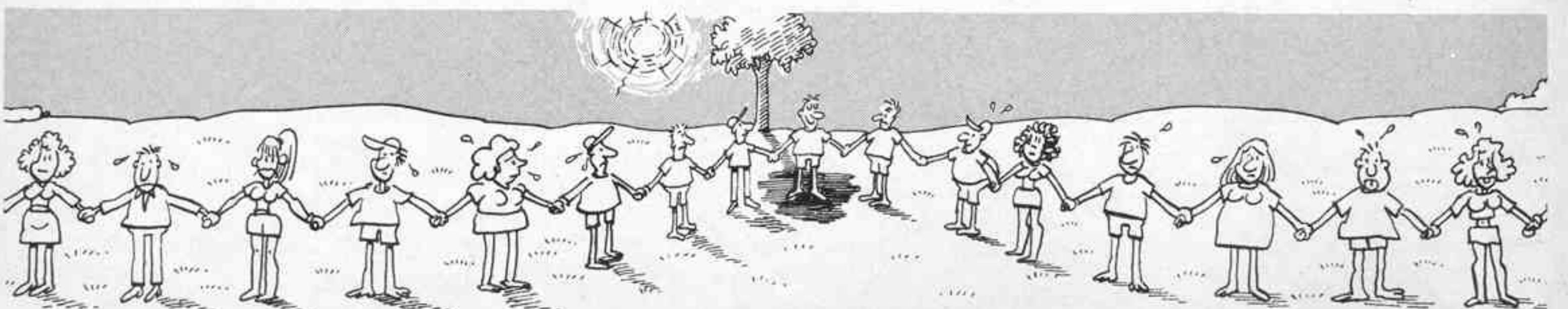
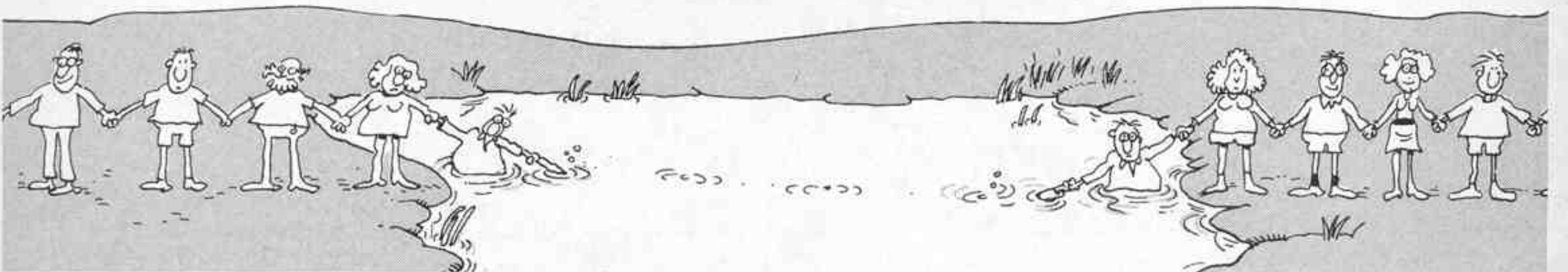
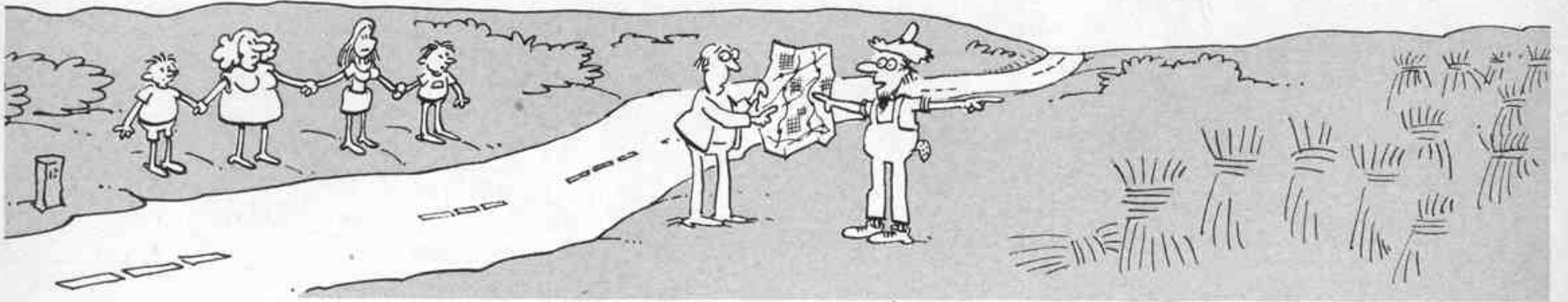
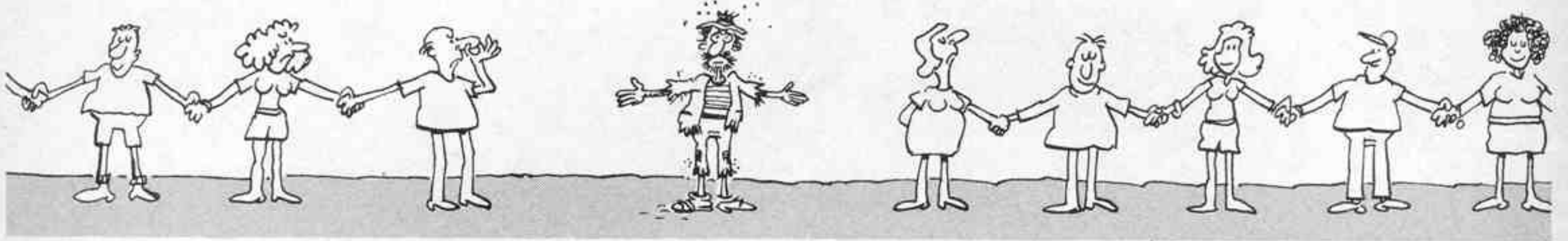
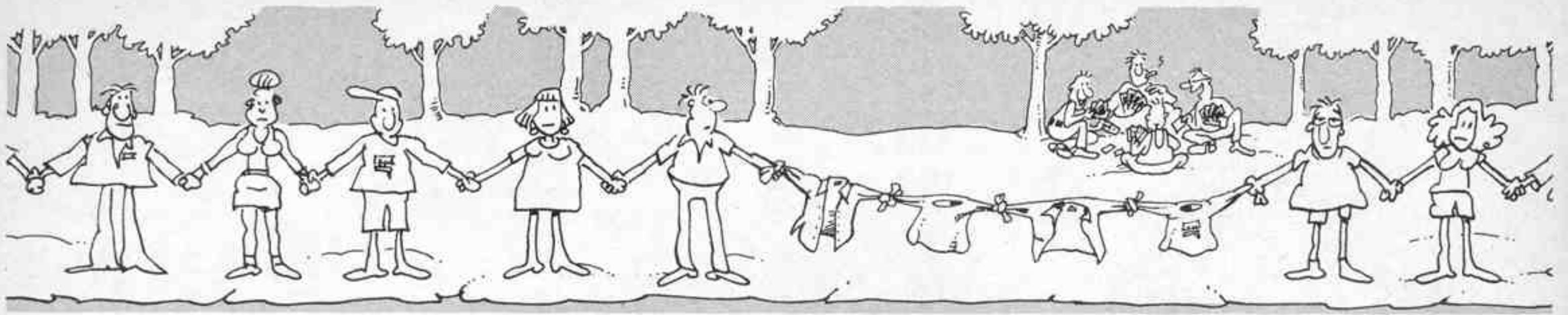


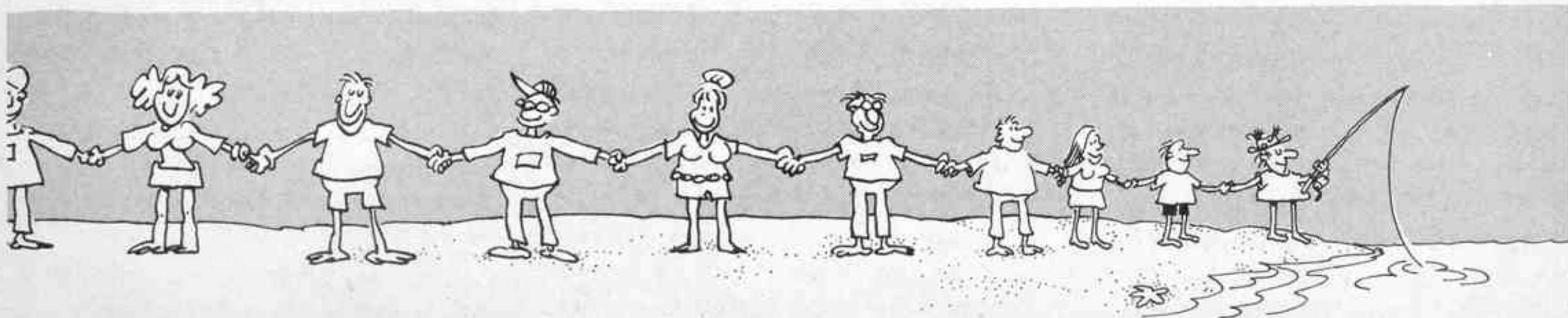
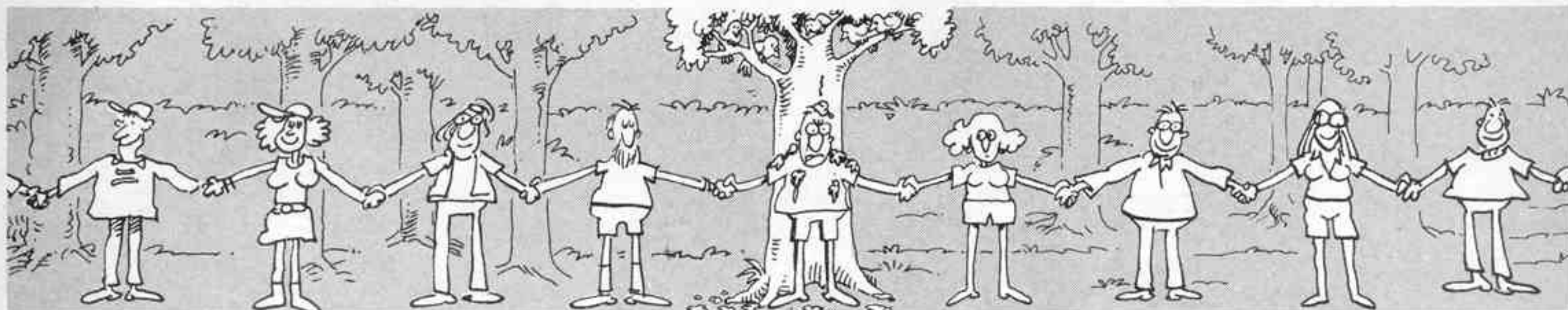
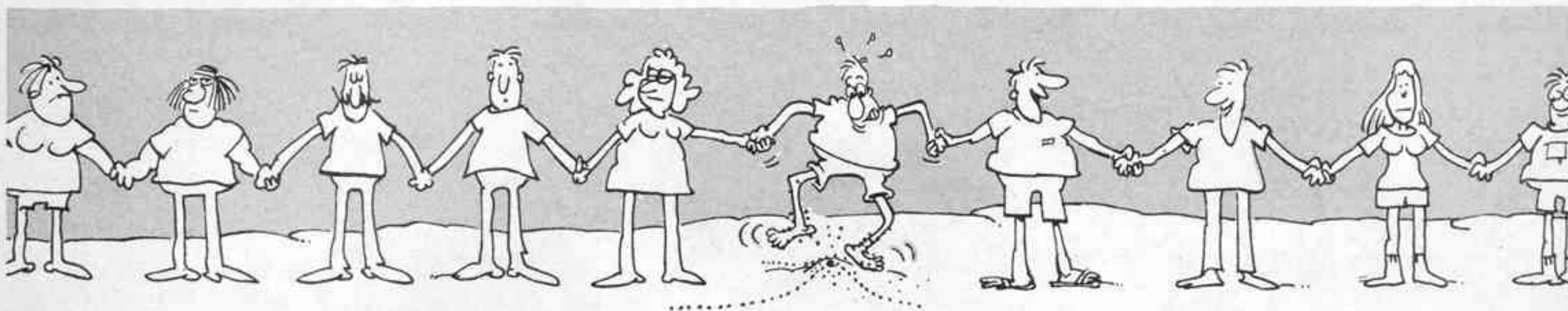
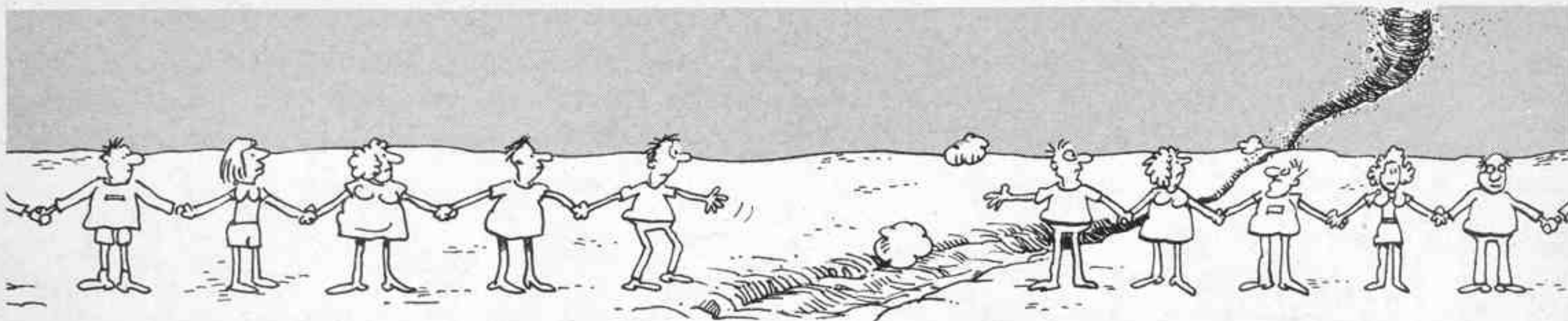
SERGIO ARAGONES DEPT.

A MAD LOOK AT HANDS ACROSS AMERICA

ARTIST AND WRITER: SERGIO ARAGONES



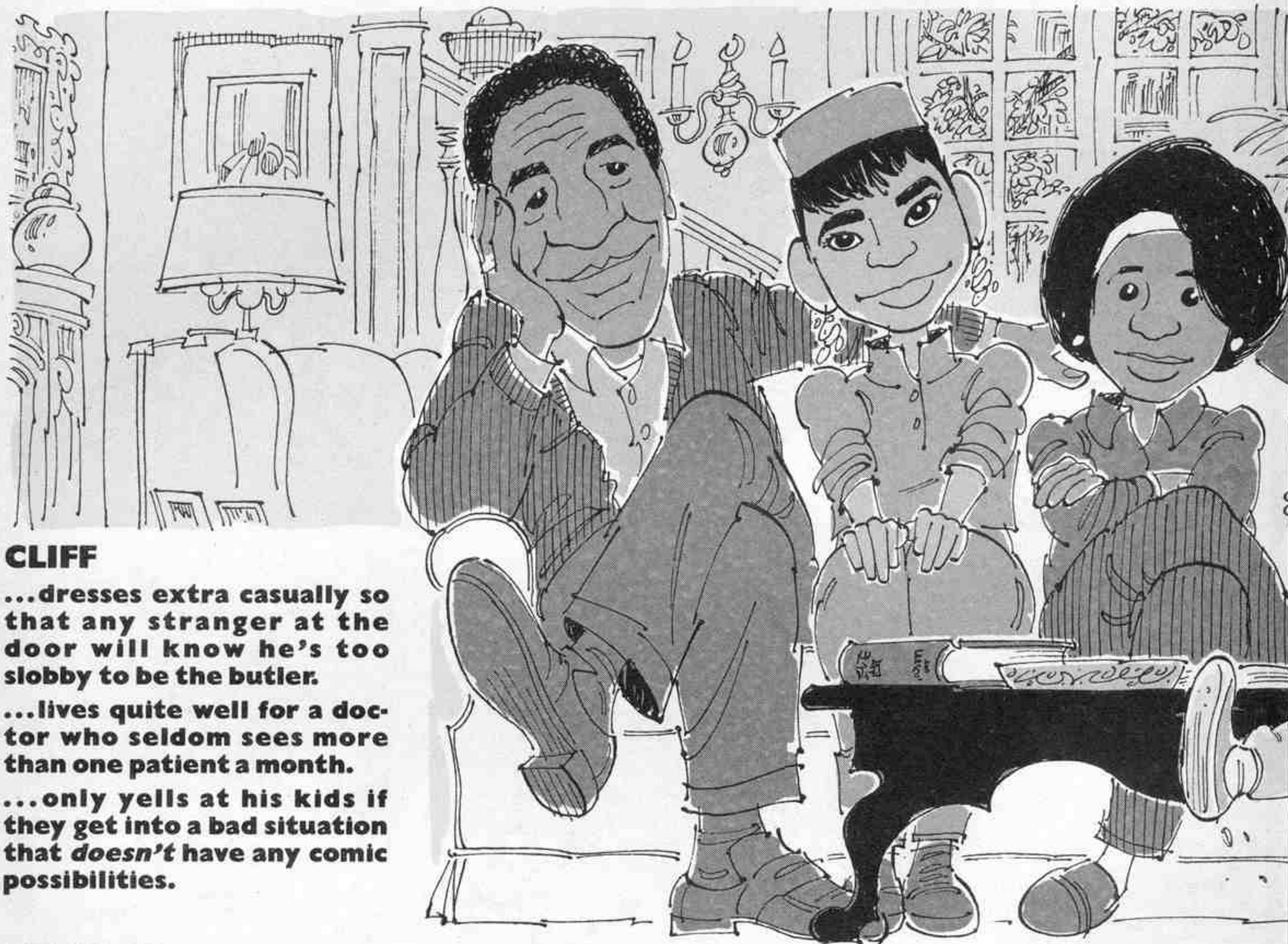




SCORN ON THE COS DEPT.

Once a year, MAD's evil staff rounds up a new collection of revered celebrities and hallowed institutions, and then takes pot shots at them in our annual Nasty File. Normally, we have to search the earth for victims so beloved that no one but us would dare to in-

The COSBY SH



CLIFF

...dresses extra casually so that any stranger at the door will know he's too sloppy to be the butler.

...lives quite well for a doctor who seldom sees more than one patient a month.

...only yells at his kids if they get into a bad situation that *doesn't* have any comic possibilities.

GRANDPA HUXTABLE

...avoids portraying a racial stereotype by depicting a dull, whiny, forgetful old Senior Citizen stereotype.

...displayed his one and only outburst of humor over 45 years ago when he decided to name his son Heathcliff.

...is the sort of man who makes his grandchildren thankful that he lives across town.

DENISE

...has a good head on her shoulders, but it belongs to her boyfriend.

...seems less like a member of the family and more like someone who's just there haunting the house.

...manages to make a "fashion statement" on every show. And that statement is: "PLEASE HELP ME!!"

VANESSA

...looks perpetually worried—as would any girl who knows that she's doomed to be next in line for Denise's hand-me-downs.

...sometimes suffers from an identity crisis because people tend to confuse her with the wallpaper.

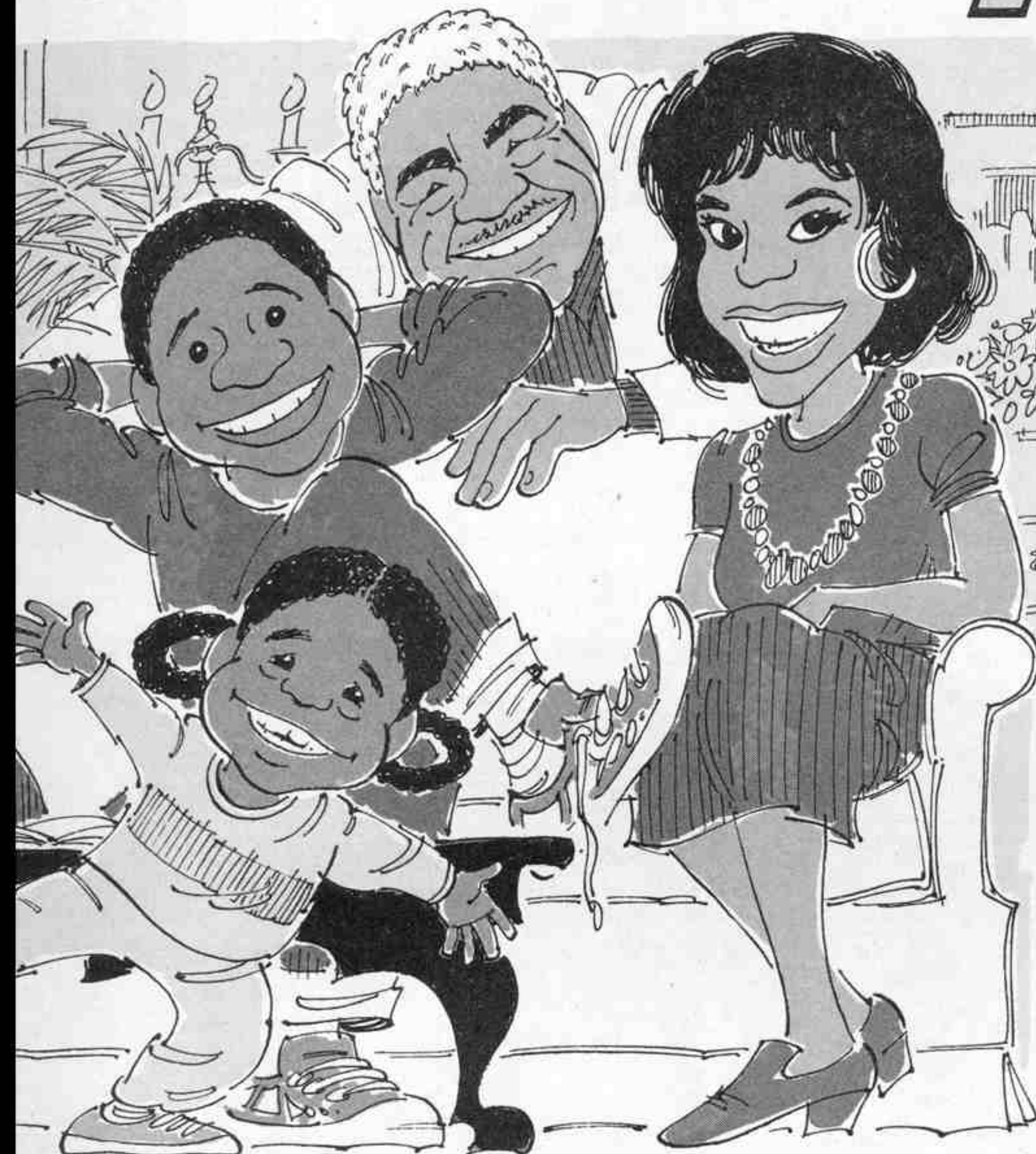
...scores points for equality by being as vapid as any white kid on a sit-com!



sult them. But this year, we got lucky. The Nation's sweethearts are all together, right under our noses—on television! And they've got about as much chance for mercy as a long-tailed cat in a roomful of rockers when we begin firing away with a special edition of MAD's

OW Nasty File

ARTIST: PAUL COKER WRITER: TOM KOCH



CLAIR

...makes decisions that are intelligent, rational, and level-headed—except when choosing a husband!

...has the whole world waiting to hear her secret for keeping a big house overrun by kids spotless without ever cleaning it.

...is caring, sensitive, honest and forthright, and therefore a lousy lawyer.

RUDY

...would be worth about \$50 on the open market, figuring ham at \$1.29 a lb.

...keeps her hair braided so tightly that the tiniest vibration could make her eyes pop out completely.

...should plan to elope with Emmanuel Lewis when she grows up since they obviously deserve each other.

THEO

...is clumsy, stubborn and slow—in other words, just like his father.

...consistently ranks near the top of his class, but only alphabetically.

...helps the world appreciate teenagers for what they really are—deceitful, lazy and oversexed.

THE HUXTABLE HOME

...houses a small fortune in fragile furniture and a gang of fumbling children.

...is the type of well-kept New York brownstone that J.R. Ewing would live in—if he could afford it.

...is the only house in Manhattan that has both (a) a basketball hoop on the garage, and (b) a garage.

BREAKING HABITS



BERG'S-EYE VIEW DEPT.

THE LIGHTS

ECONOMICS



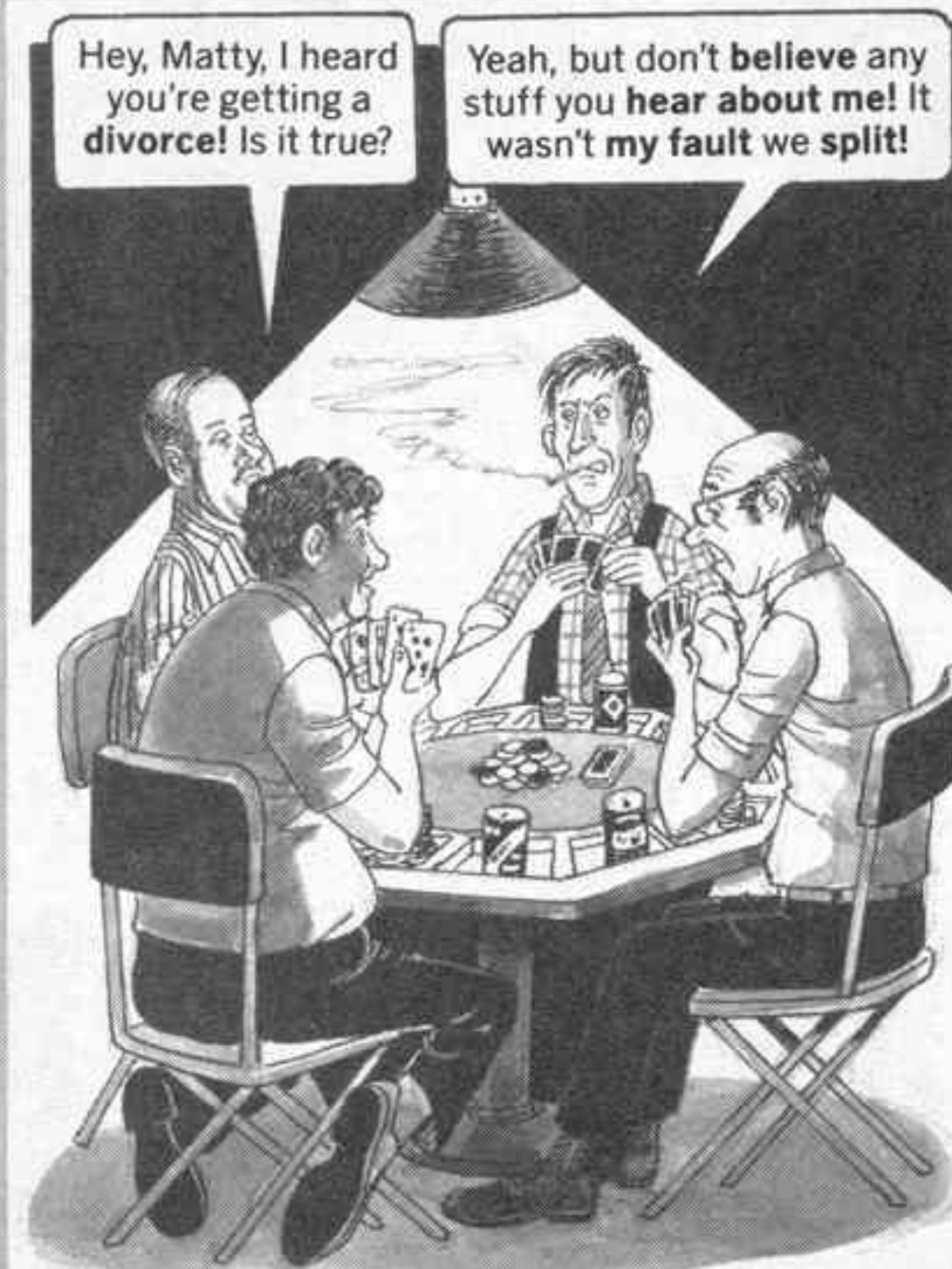
SCHOOL SPIRIT



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

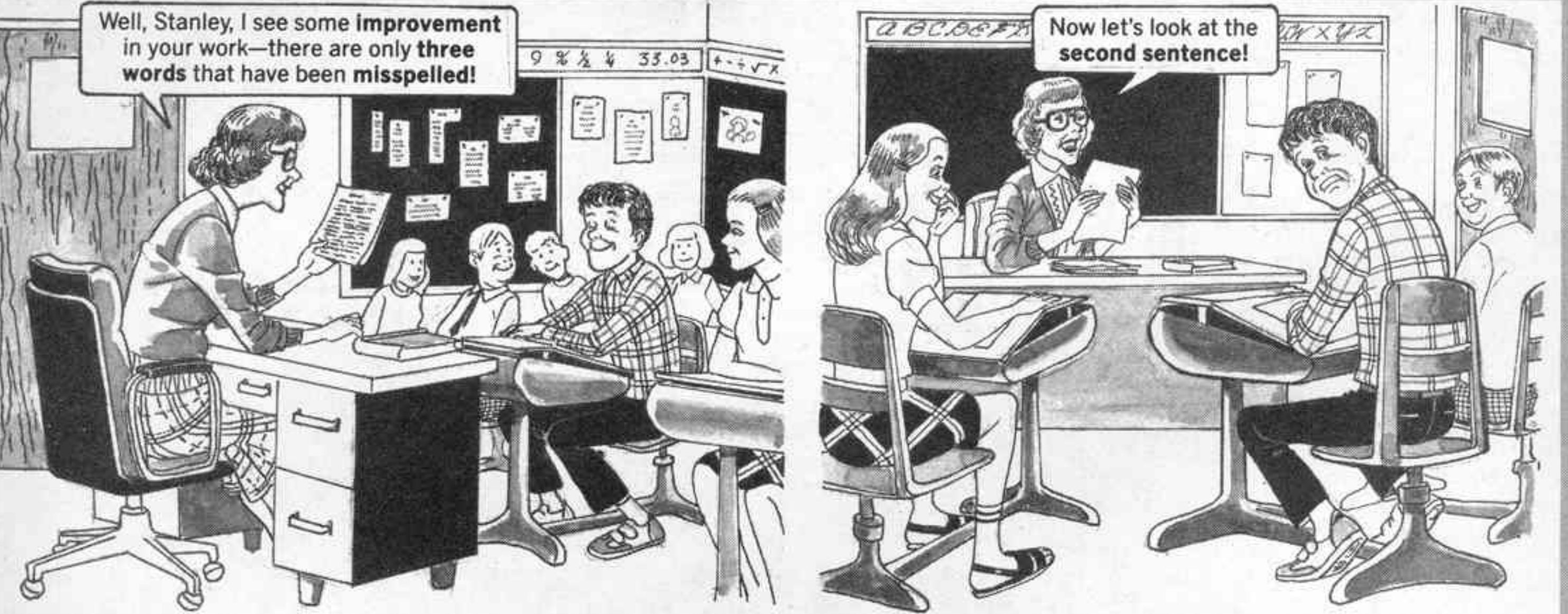
DIVORCE



CRISES



IMPROVEMENT



TRUST





COOKING



CLEANLINESS



GIRL WATCHING



HIGHER EDUCATION

Chris, will you please stop hitting that ball against the wall? It's driving me bonkers!

I'm practicing! The coach says I got a chance for a tennis scholarship that'll pay for my whole 4-year college tuition!

Remember to bend your knee and follow through! And above all, keep practicing, son! Keep practicing!

EGOS

Hey, Roy, I heard Meg say you're a "real hunk"!

I'm flattered!

Are the feelings mutual?

That's for sure...

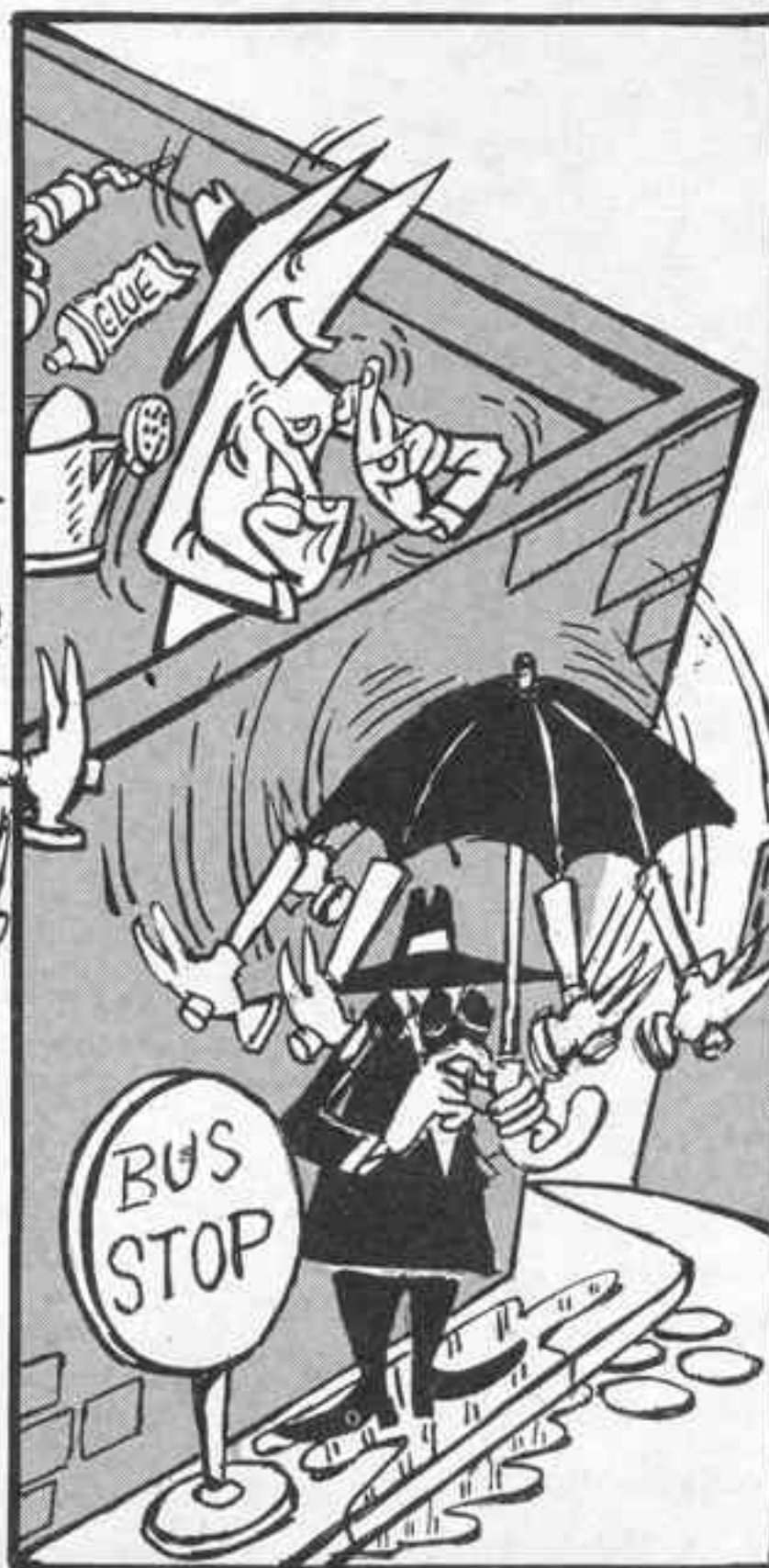
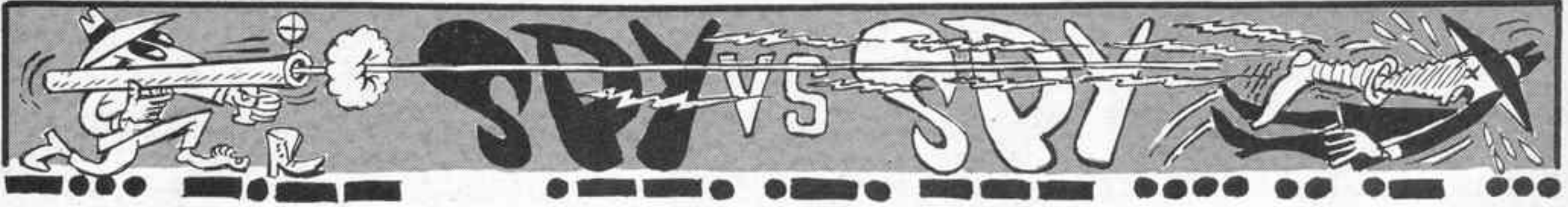
I also think I'm a hunk!

DOCTORS

Wow, Doctor, I'm glad it's my turn to see you! There's a lot of very sick people out there!

I Know...

Isn't it wonderful?!



DICK DePARTMENT

Look at all these grossly over-priced prizes! From Boilhill—a queen-sized bed with a king-sized price, \$2033! And soft, comfortable pillows worth about five bucks each, but they're yours for only \$200 a pair! And this veneer over plywood end table! Looks like a \$4000 antique, but its actual cost is \$200! However, **YOUR** actual cost is \$4000! Yes, every time this program is broadcast across the country...



ARTISTS: WILL ELDER AND HARVEY KURTZMAN

WRITER: DICK DeBARTOLO

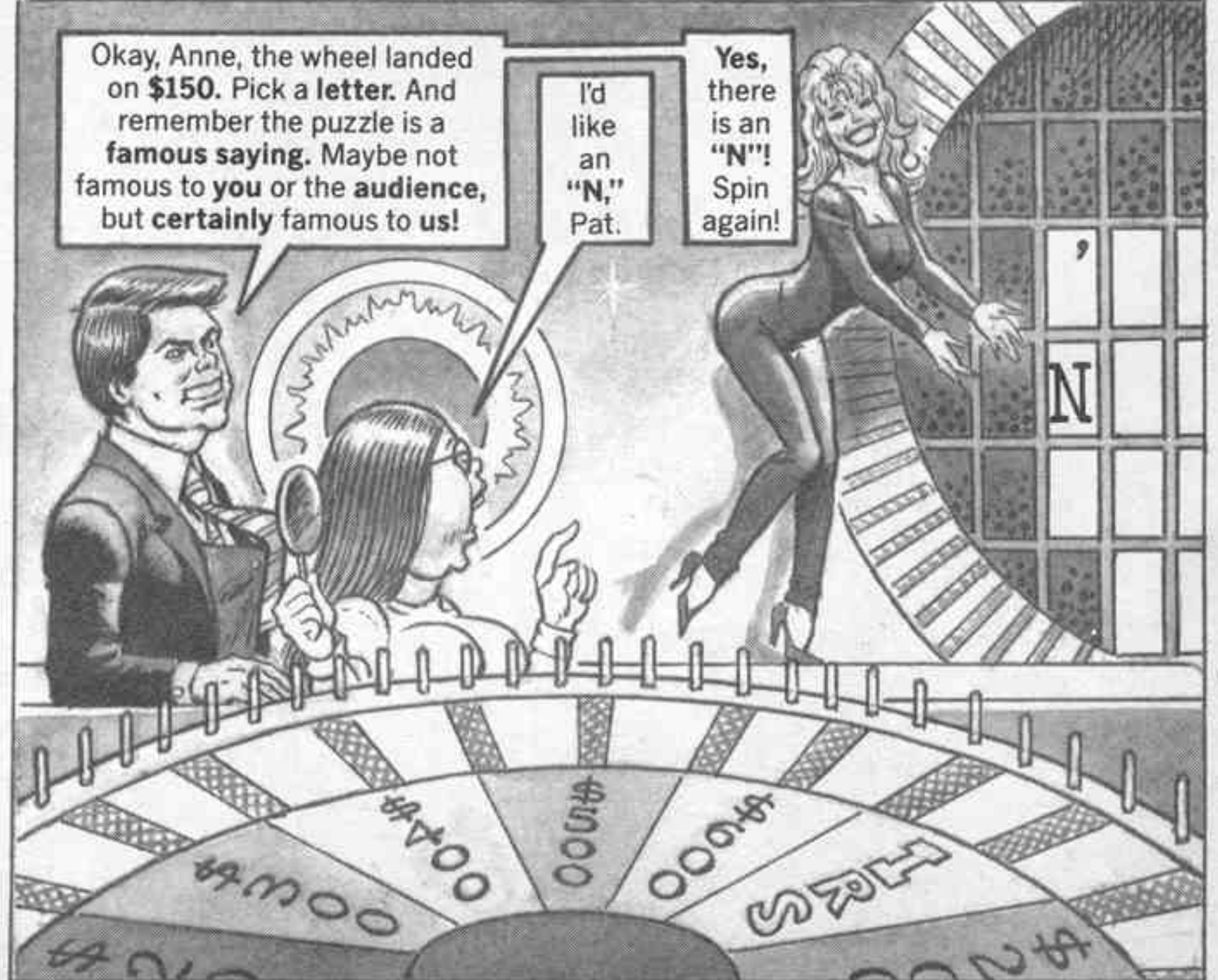
Our first contestant, Anne, will **spin the wheel**. The amount of money the wheel lands on is **multiplied** by the number of times the letter she picks is found in the puzzle. However, if we feel you're winning **too much** money, our computer will credit you with a **lower** amount. And remember, the **object** of the game is for the people at home to figure out the puzzle **before** a contestant does! That way they feel **superior** and will continue to tune in **eleven** times each week for their "ego fix"!



Okay, Anne, the wheel landed on **\$150**. Pick a **letter**. And remember the puzzle is a **famous saying**. Maybe not famous to **you** or the **audience**, but **certainly** famous to **us**!

I'd like an "N," Pat.

Yes, there is an "N"! Spin again!



WE'LL MAKE A FORTUNE

Hi, I'm Pat Somejerk, host of **We'll Make A Fortune!** This is the show that **costs little** to produce, takes **little intelligence** to play, has **little** for me or my lovely co-host **Vanilla Wipe** to do, but has so many **plugs** for our sponsors' **products** that **We'll Make A Fortune!** Since our game is nothing more than a **rip-off** of the old kid's game "**Hangman**," **everyone** already knows how to play, so let's get right to it!



I'd like an "L."

There are two "L's" at \$300 each. That's an additional \$400!

Two at \$300 is \$600!

Your job is to solve the puzzle, not do the arithmetic!

Pok!

'LL
N

Do you have a guess?

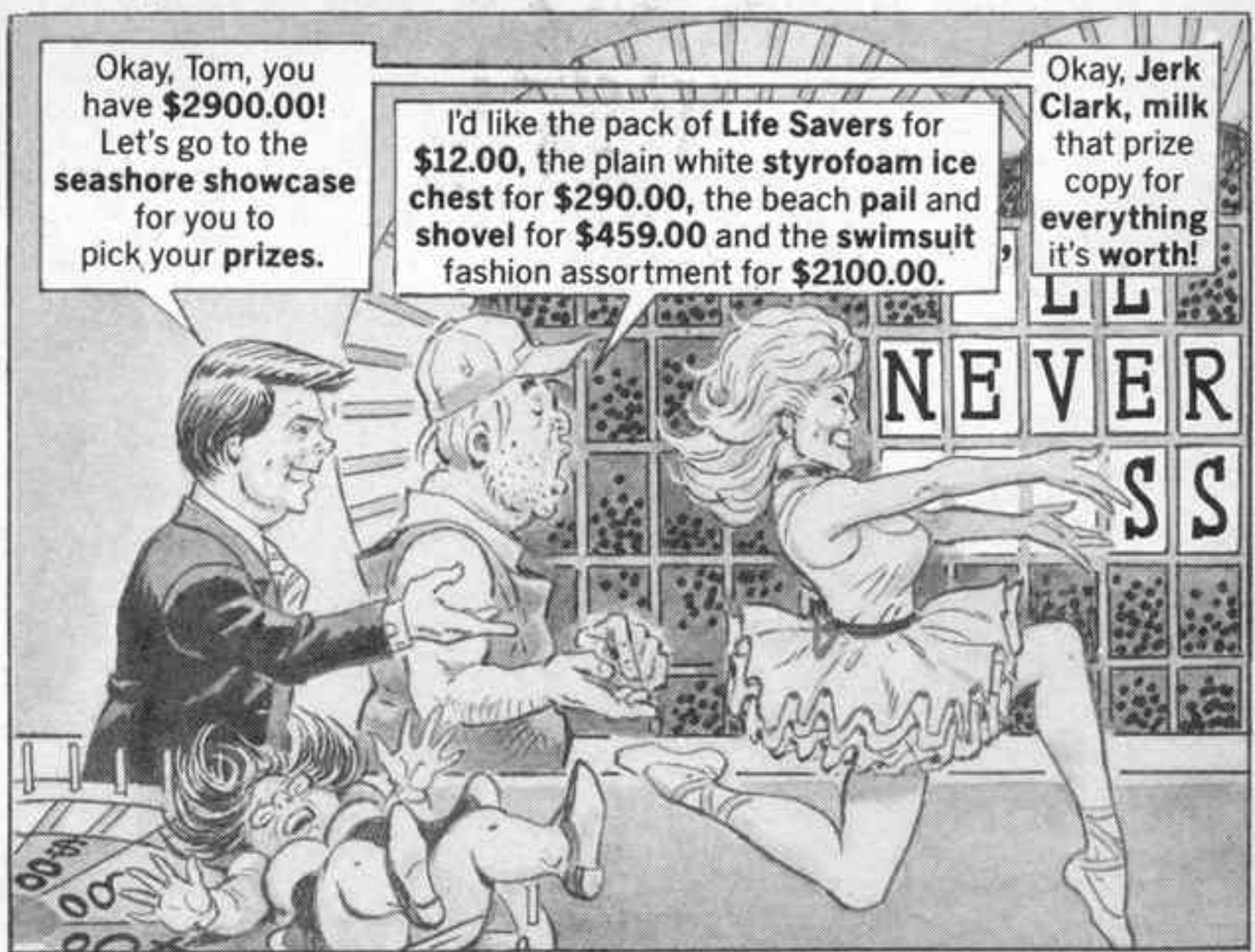
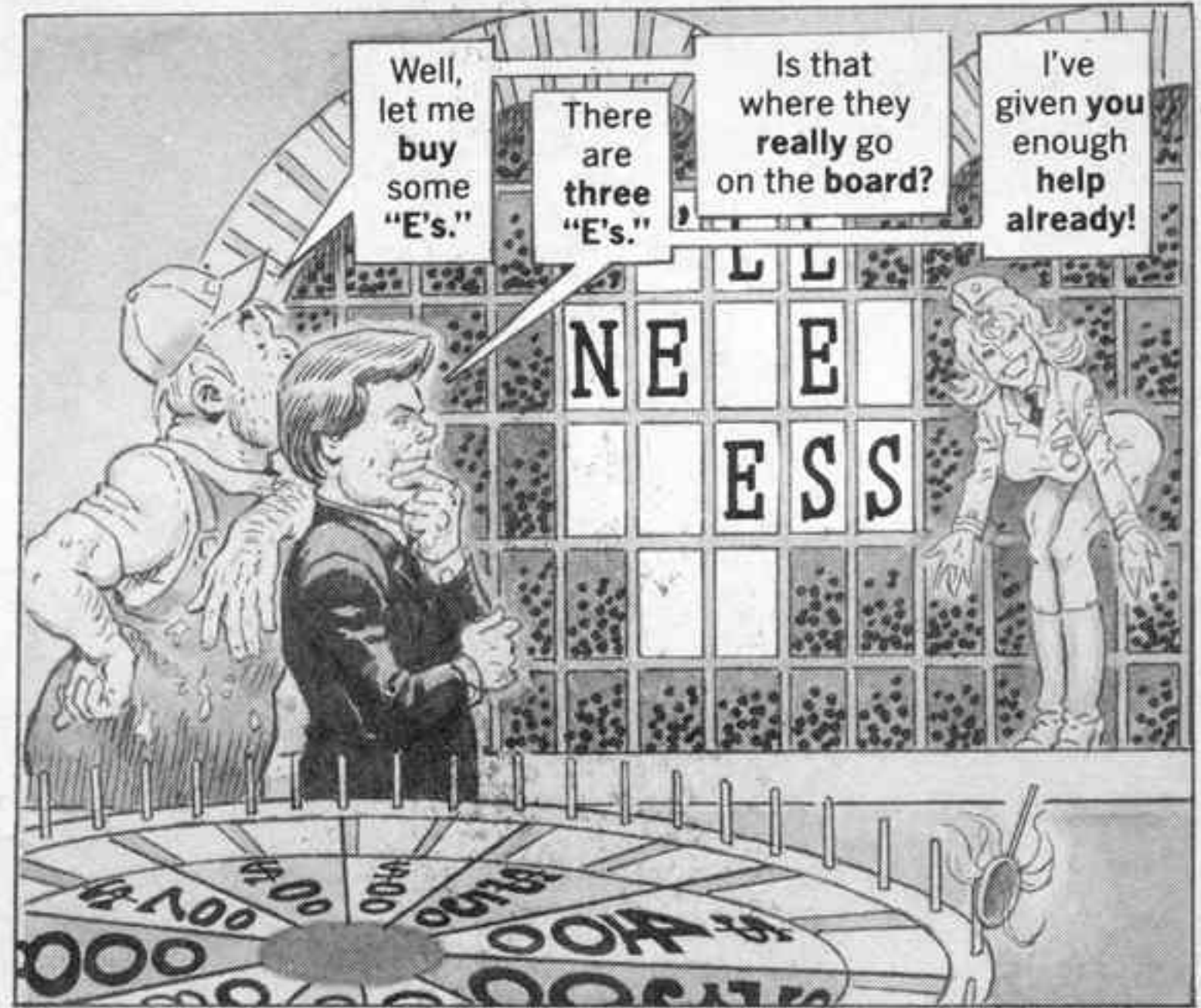
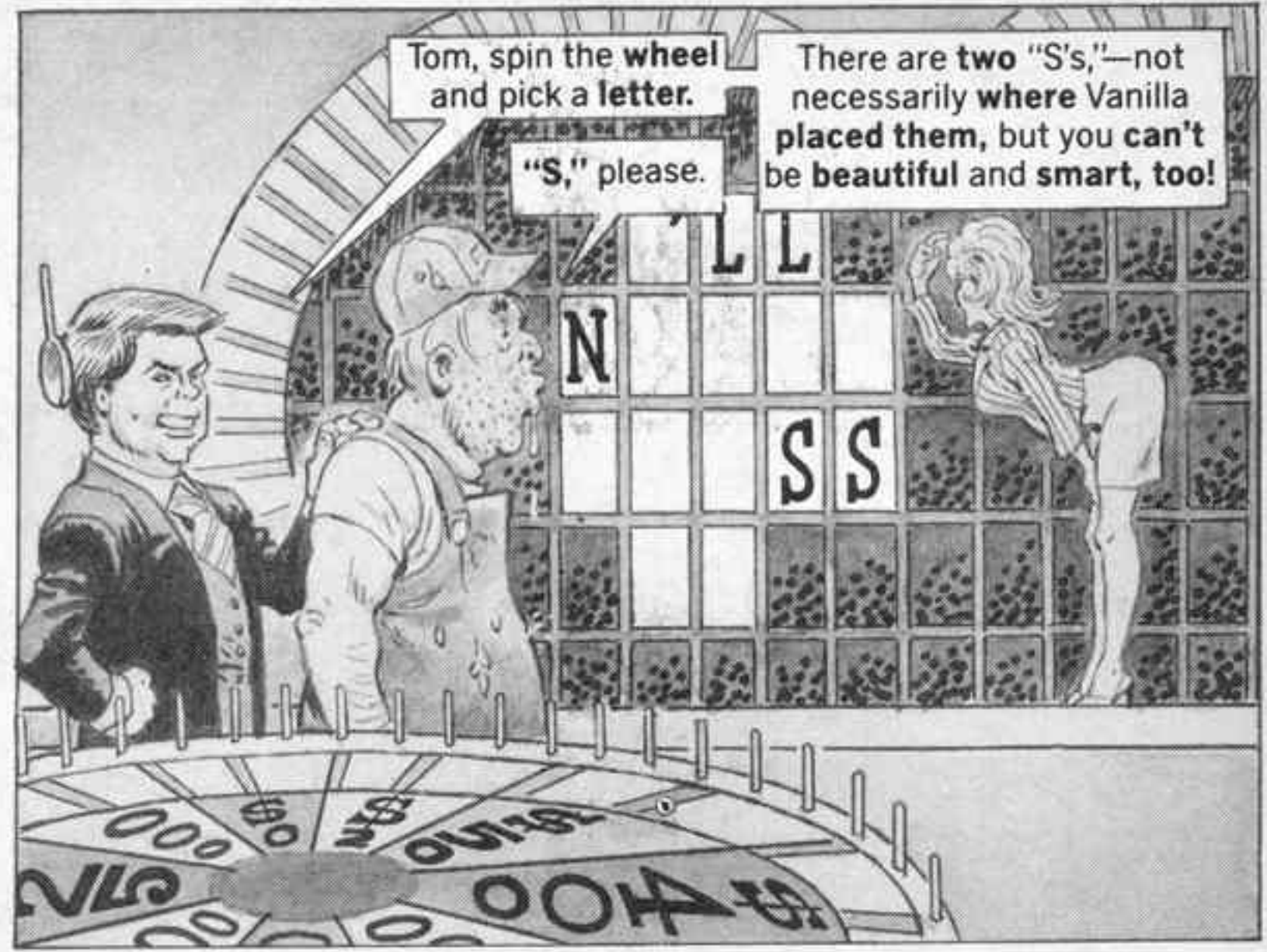
Yeah, I guess I'm being screwed!

No, that's at the portion of the show when you pick the prizes. What do you think the puzzle says?

I have no idea.

There are no "L's" in "I Have No Idea!" Spin again!





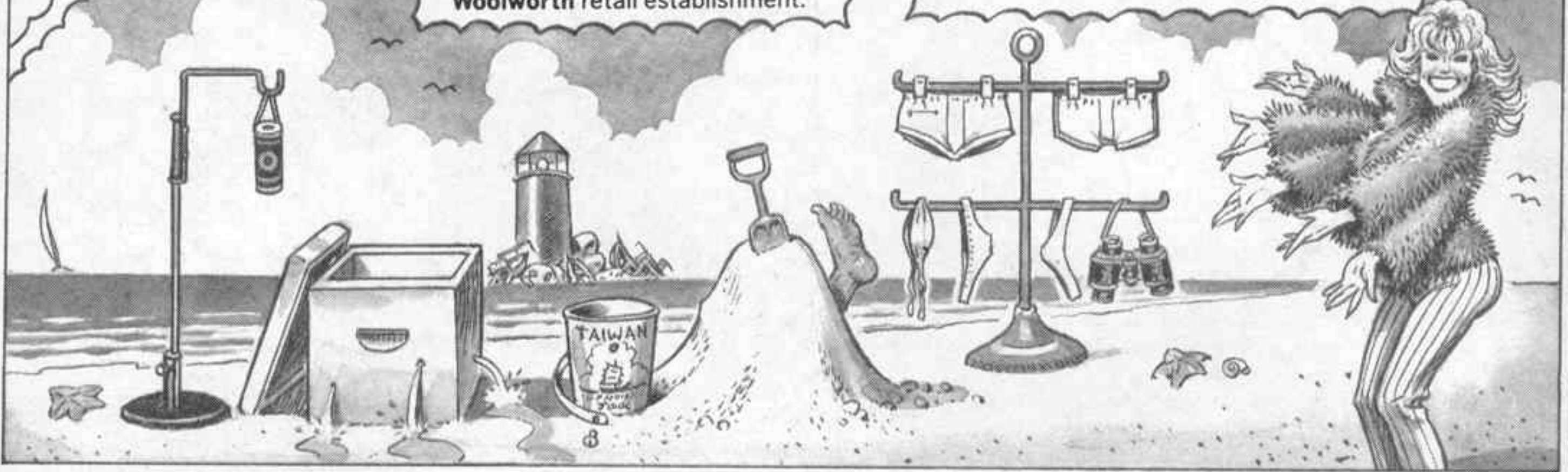


Tom, they're **Life Savers**! Not just one kind, but a pack of **five different Tropical Fruit** flavors sealed in foil for freshness! Your cost, **\$12.00!**

And perfect for the **beach**, or even that **vacation on the Riviera**, should you happen to go there, it's this plain white **plastic ice chest**. Ideal for chilling **expensive champagne**, which is not included. Provided by the **internationally known F.W. Woolworth** retail establishment.

Also, this **two-tone metal beach pail** with **matching shovel**, imported from far-off **Taiwan**. Your cost, **\$495.00!** And finally, this elegant **simulated polyester swim-suit collection**, from the **last word** in fine fashion, **JC Penney**. Total cost of this fantastic seashore package: **\$2861.00!**

Back to you, **Pat!**



Wow! Is that some pile... of prizes, I mean! You also have **\$39** left over, and we'll put that on a **gift certificate** which, around here, will buy you some **sand** for your **beach pail**!

And now Round Two! We're adding something **new and original** to the wheel. This gorgeous **Pepperoni and Diamond Ring!** From **Ragu and Apel!** This incredible blending of **meat and gems** can be yours for our price of **\$100,000!**



Mary, your spin. The puzzle is a **"saying."** And we'll give you an additional clue. It **isn't in English!**

Good! I landed on **Broadwalk**. I'll spin again and try for **Park Place!**

Wait a **second!** Someone's been **screwing** with the **wheel!** Just pick a **letter!**



"**T**," please.

The letter "**T**," Pat!

I'm **sorry**, Mary, no **coffee, milk or tea** during the program. You should've eaten before!

There are **two "T's"**... or I guess you could say, "**T's for Two!**" I try and say something **clever** once a **week**, and that was it! And just in time! That's the **end-of-game buzzer!**

BUZZ!



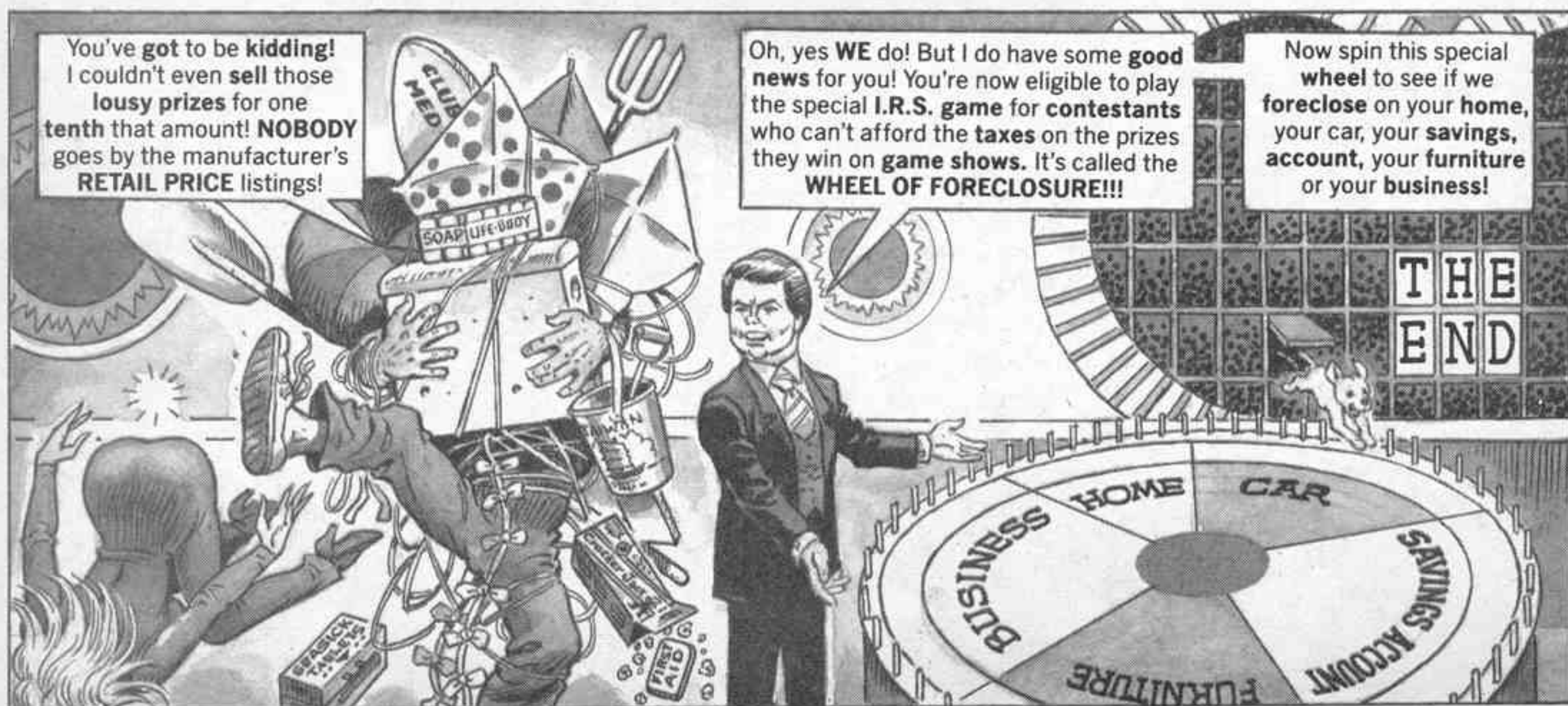
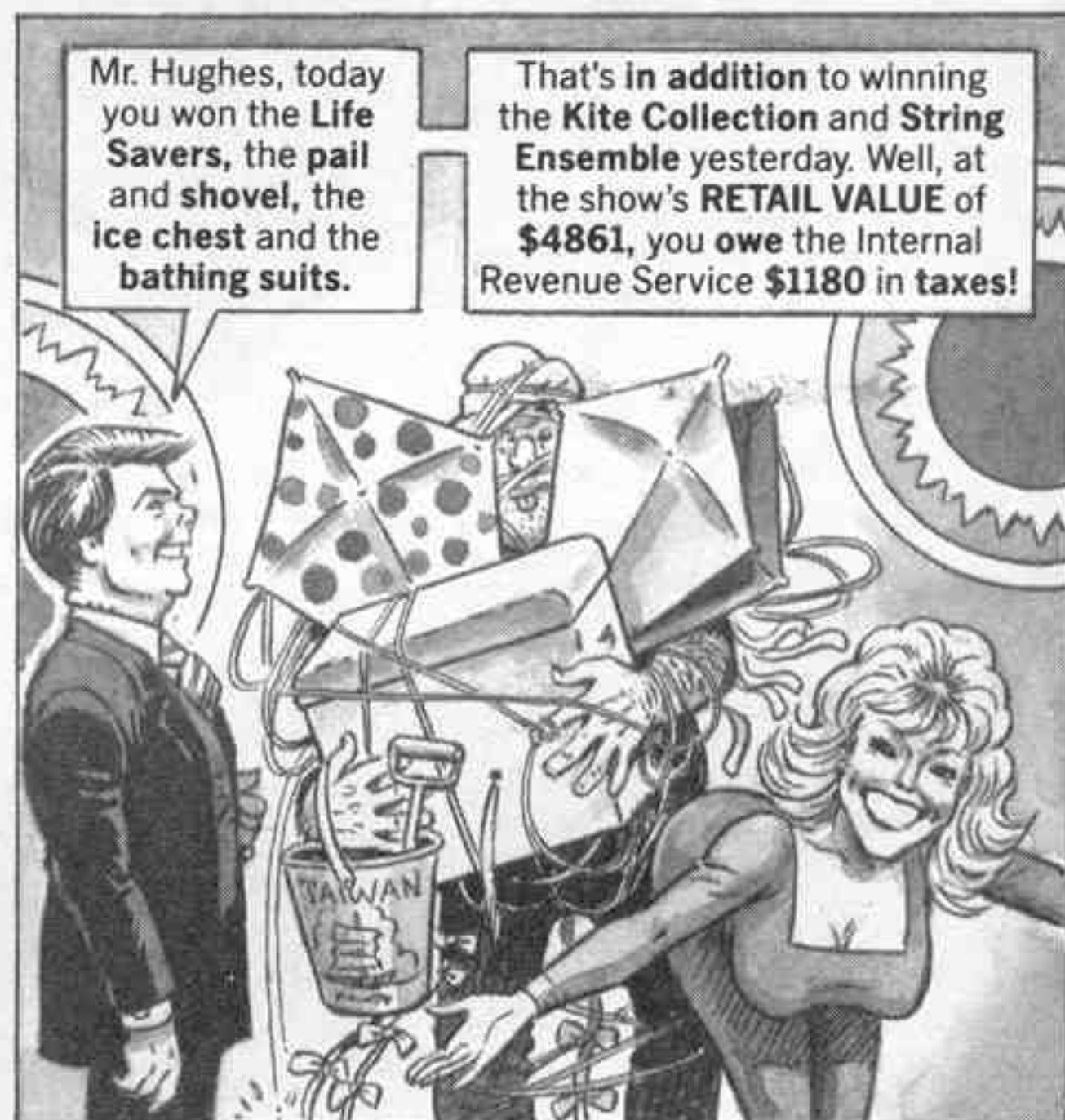
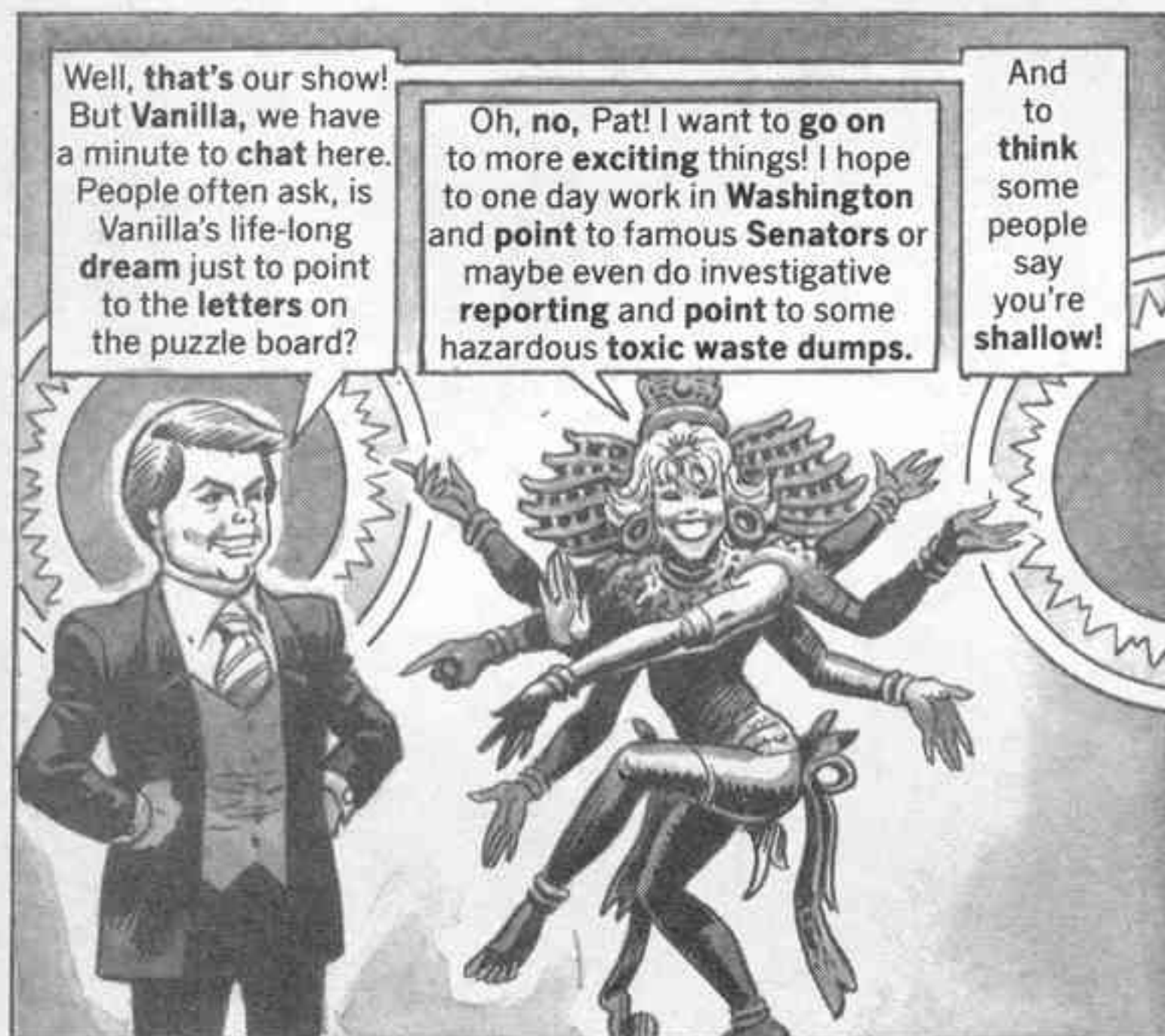
I'd like to buy a **vowel**, fast!

If we're out of time, I'll buy all the **vowels!**

Why mess around? I'll buy the **answer!**

Please! Not too much **excitement!** This isn't **The Price Is Right!**







GABE KOTTER



GILLIGAN



MOTHER

PAST THEIR PRIME TIME DEPT.

MAD'S WHATEVER BECAME OF... ?



ARCHIE BUNKER



FRED SANFORD



LAVERNE DEFAZIO



SHIRLEY FEENEY

TV CHARACTERS' EDITION



MAXWELL SMART



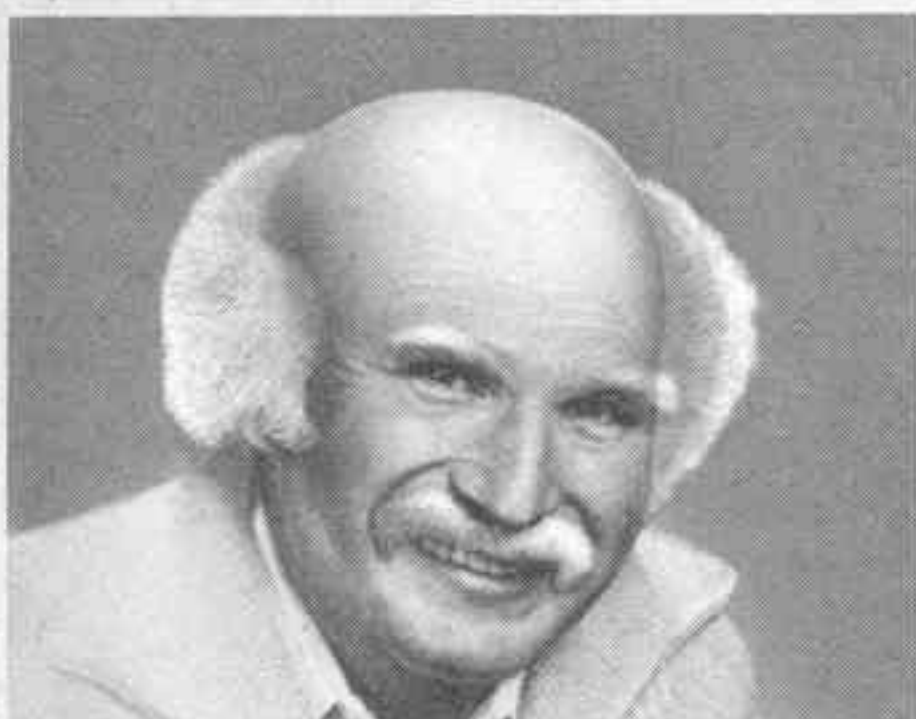
TATTOO



SUE ANNE NIVENS



'COL. WILHELM KLINK



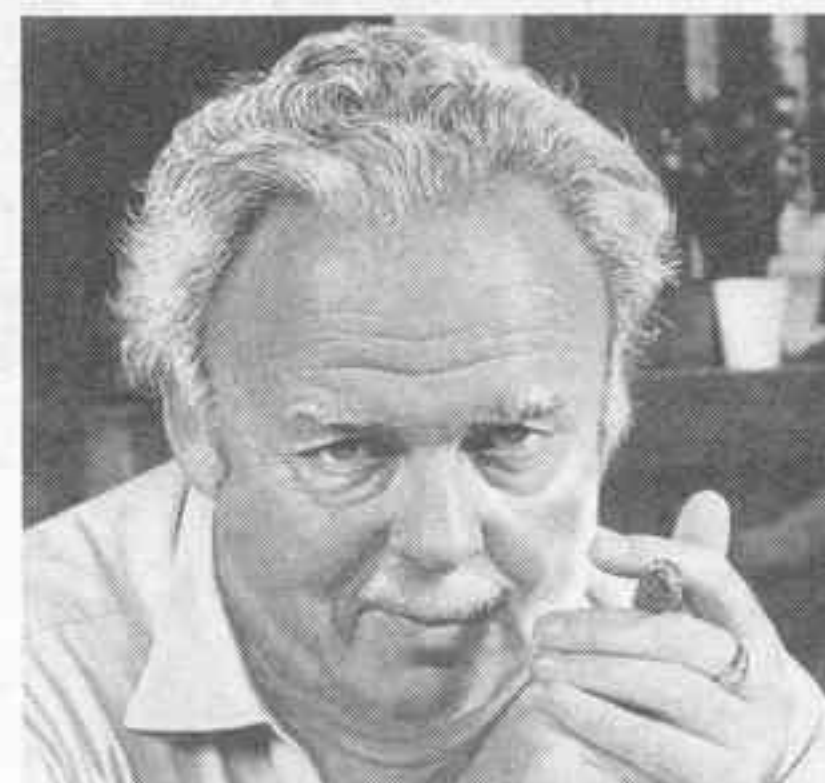
GABE KOTTER
(OF "WELCOME BACK,
KOTTER")

Kotter was successfully sued in 1981 by the parents of Epstein, Horschak and Barbarino, who claimed the only things their sons ever learned in his class were corny Henny Youngman jokes. Kotter was subsequently barred from teaching and now works as a hot-dog vendor in Yankee Stadium. In 1983, he sold a "wife gag" to Henny for \$10.



GILLIGAN
(OF "GILLIGAN'S ISLAND")

Following the castaways' ultimate rescue in 1972, Gilligan returned to the mainland and bumbled his way through a series of high-paying jobs obtained through the patronage of Millionaire Industrialist Thurston Howell III. Among his most recent positions: Chief of Operations at Three Mile Island, Safety Inspector for Amtrak, and P.R. Executive for rock star Prince.

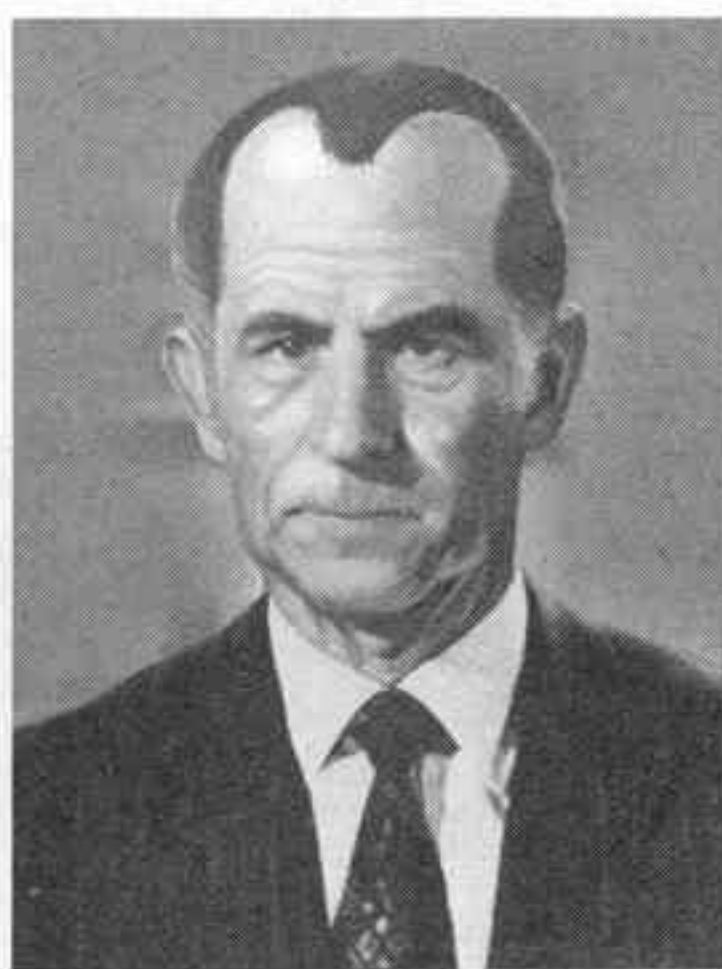


ARCHIE BUNKER
(OF "ARCHIE BUNKER'S
PLACE")

Archie sold his saloon in 1984 and moved to Washington, D.C., where he now works as a Special Consultant to President Reagan's Affirmative-Action Program.

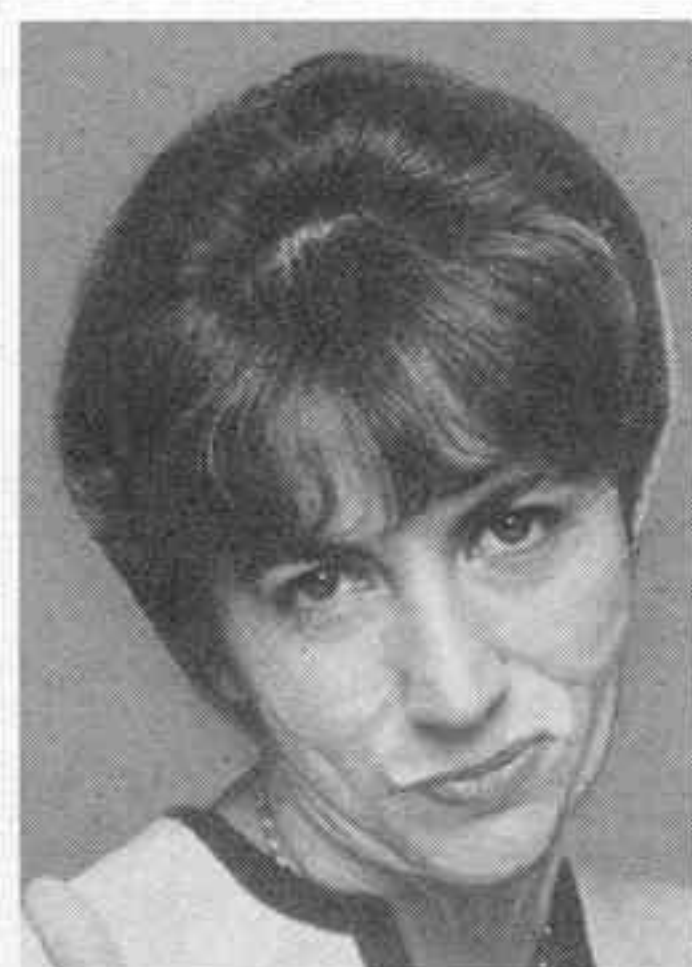
MAXWELL SMART
(OF "GET SMART")

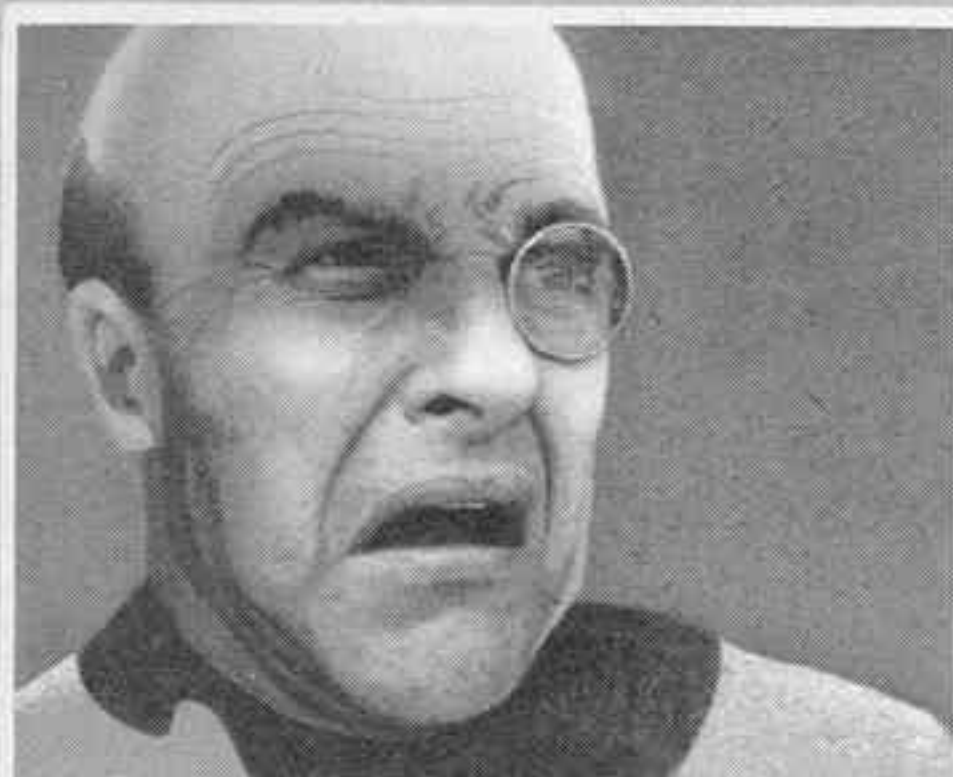
Smart—Agent 86—became chief of CONTROL by default in 1975 when the spy agency was gutted by Congress in the aftermath of the Watergate scandal. In 1979, he was transferred to the State Department, where he now serves as head of the Middle Eastern Bureau's Embassy Security Division. He and his wife, 99, have two children, 41 and 35—now 13 and 9, respectively.



**LAVERNE DEFAZIO
AND
SHIRLEY FEENEY**
(OF "LAVERNE AND SHIRLEY")

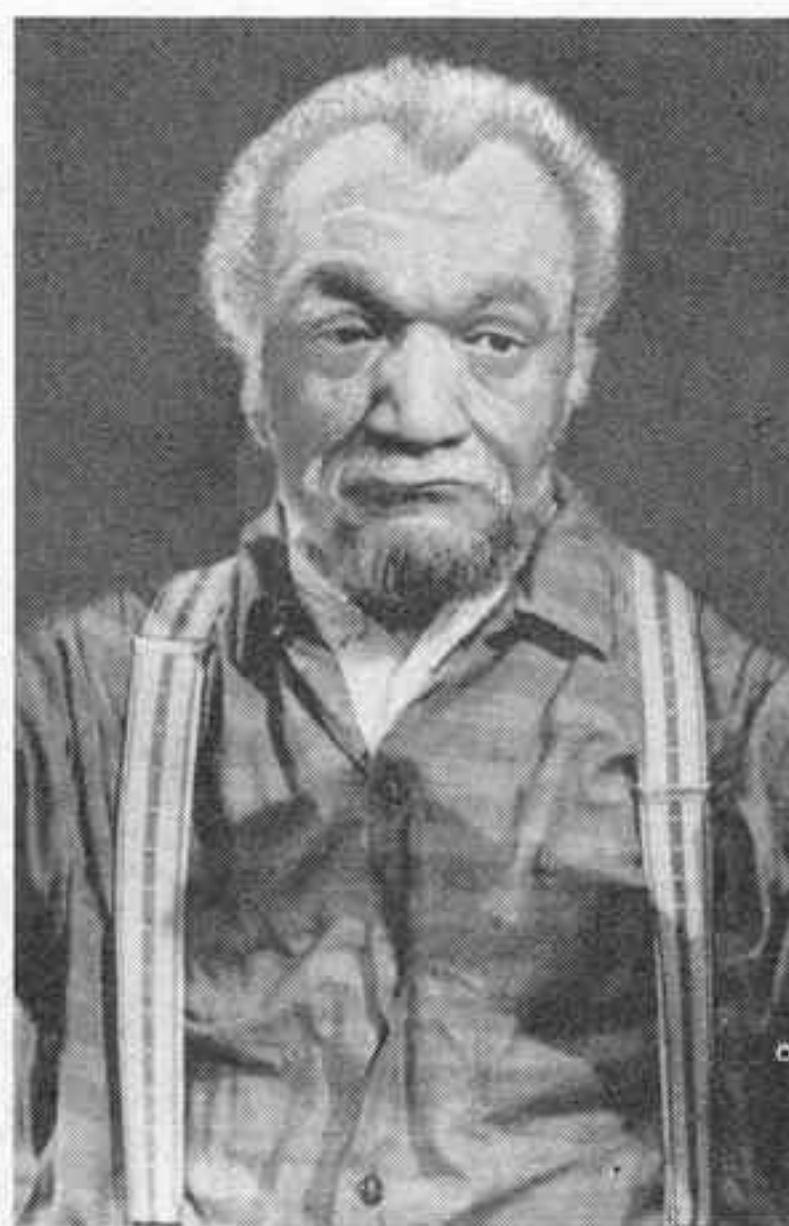
Laverne DeFazio died tragically in a bizarre accident at a practical joke and novelty factory in 1979. Shirley Feeney, now 51, still works on the Shotz Brewery assembly line and still hasn't let a guy "go past first base."





COL. WILHELM KLINK
(OF "HOGAN'S HEROES")

After the Third Reich fell, Klink managed to escape the full wrath of the Nuremberg Trials (he was found guilty of nothing more than "comic ineptitude"). His whereabouts for the following two decades are still something of a mystery, but he did re-surface in 1968 to open a center for holistic health and assertiveness training in Big Sur, California. (It remains successful to this day.)



FRED SANFORD
(OF "SANFORD AND SON")

In 1983, Fred Sanford, the ne'er-do-well junk dealer from Los Angeles, became one of only three businessmen to sign up for the government's Nuclear Waste Site Program. After storing high-level waste plutonium for two years in son Lamont's old bedroom, Fred is now suing Uncle Sam for "a billion million gazillion dollars," claiming wrongful exposure to "atomic cooties." The case is being handled by close friend and "People's Court" watcher Grady Jackson.

MOTHER
(OF "MY MOTHER, THE CAR")

Son Dave Crabtree's financial setbacks forced him to sell Mother to an alcoholic steelworker, who rammed her into a tree off the Pennsylvania Turnpike in 1974. She was sold for scrap, melted down and now serves as a girder on the 12th story of an office building in Phoenix.



TATTOO
(OF "FANTASY ISLAND")

Tattoo, Mr. Rourke's lecherous-but-lovable assistant, was left jobless with few real skills when Fantasy Island was invaded in 1983 by U.S. Marines seeking to prevent a Soviet takeover. He worked briefly as a porno movie actor in Tijuana, a department store lingerie salesman, and a cashier in a video game arcade—where he was arrested. He is now awaiting trial on charges of indecent exposure and lewd mumbling.



SUE ANNE NIVENS
(OF "THE MARY TYLER MOORE SHOW")

Sue Anne, the "Happy Homemaker" of WJM-TV in Minneapolis, moved up to her own cable show in 1977, where she was noticed by a Hollywood producer casting a new prime-time drama. She moved to L.A., but, after extensive screen-testing, lost the role—to Joan Collins. Sue Anne and her agent are now "in negotiations" with ABC, NBC, CBS and a dinner theatre near Akron.



HOW NOW HIGH BROW DEPT.

Today's world is cluttered with an endless variety of snobs. We've all encountered the kind that can recite whole pages from Shakespeare, but never bothered to memorize a single quote from Yogi Berra. Then, there

is the snob who boasts of his many visits to the art museum, even though he still hasn't been to a Wrestling match once. However, the world's most common form of snob is the one who claims that the only

HOW P B S REALLY DIFFER



Commercial TV caters to our lowest instincts by portraying lust and greed among the filthy rich of Dallas in 1986.



P.B.S. caters to our thirst for history by portraying manners and customs among the privileged class of London in 1895.



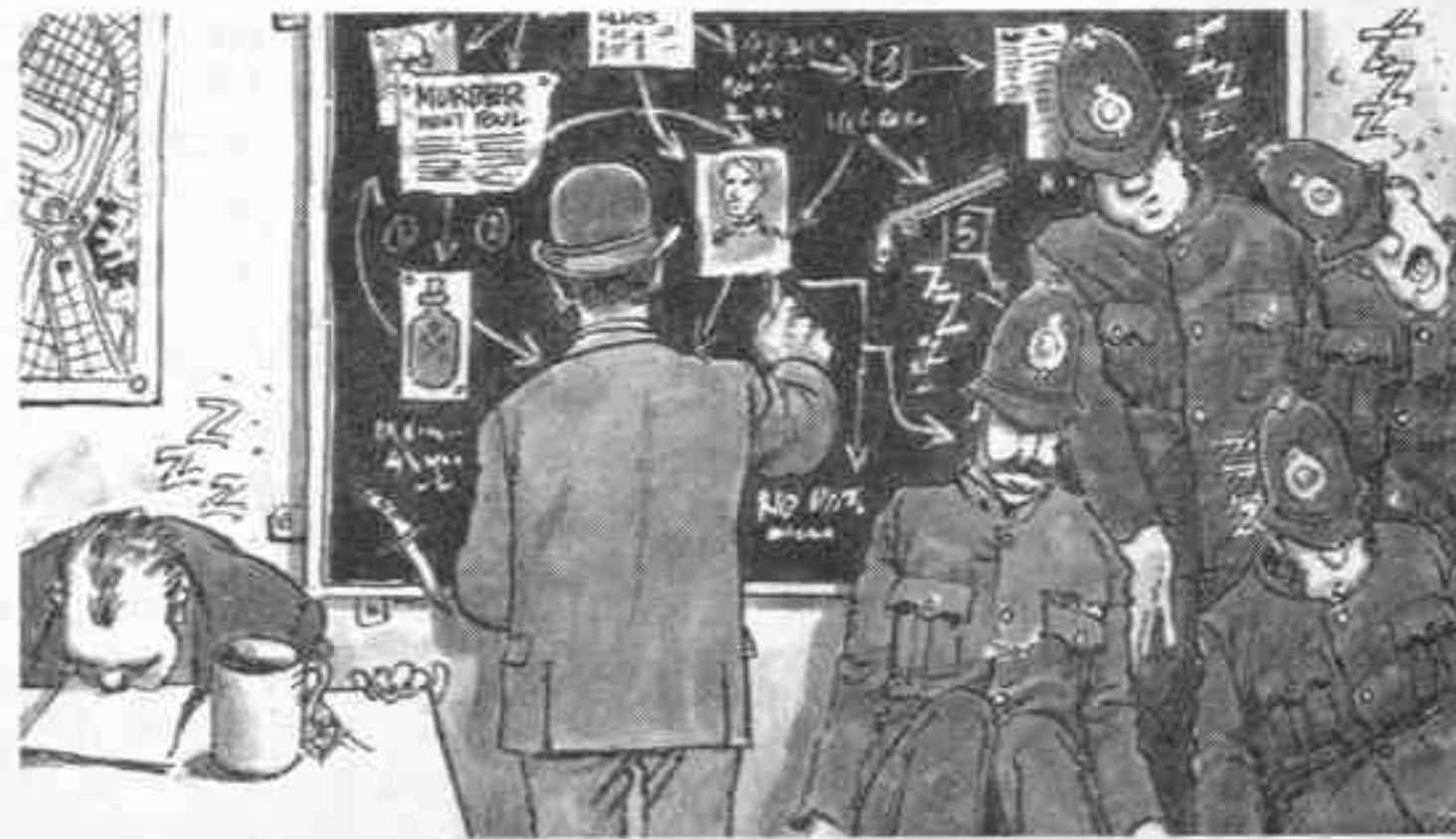
On commercial TV, Merv Griffin fawns over bubbly Hollywood entertainers just because sexy young starlets bring out something obnoxious in him.



On P.B.S., Louis Rukeyser fawns over mumbling Wall Street advisors just because shriveled old men bring out something weird in him.



On commercial TV, T.J. Hooker miraculously solves six crimes during a single week's show.



On P.B.S., Sergeant Cribb meticulously solves one crime during a six-week series.

TV shows worth watching are those of the Public Broadcasting System. Many of us lower creatures accept this snob's eye view of television without argument, and just assume that PBS programming is for deep thinkers,

while commercial TV is for idiots like ourselves. But now, MAD dares to ask the penetrating question: Says who?!? Our lowbrow staff has sought to find the answer, and we herewith offer our impartial findings on:



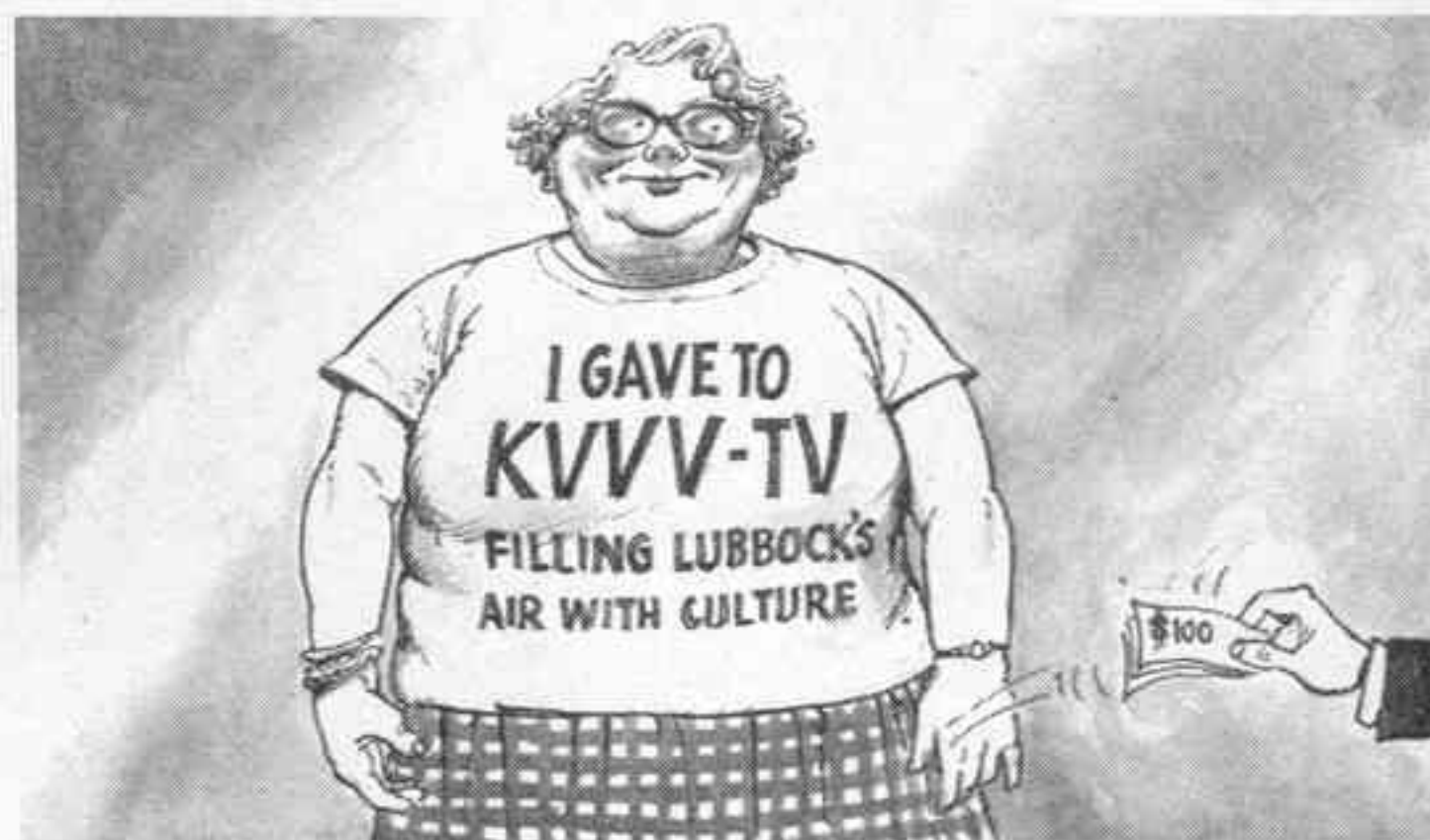
S FROM COMMERCIAL TV

ARTIST: HARRY NORTH

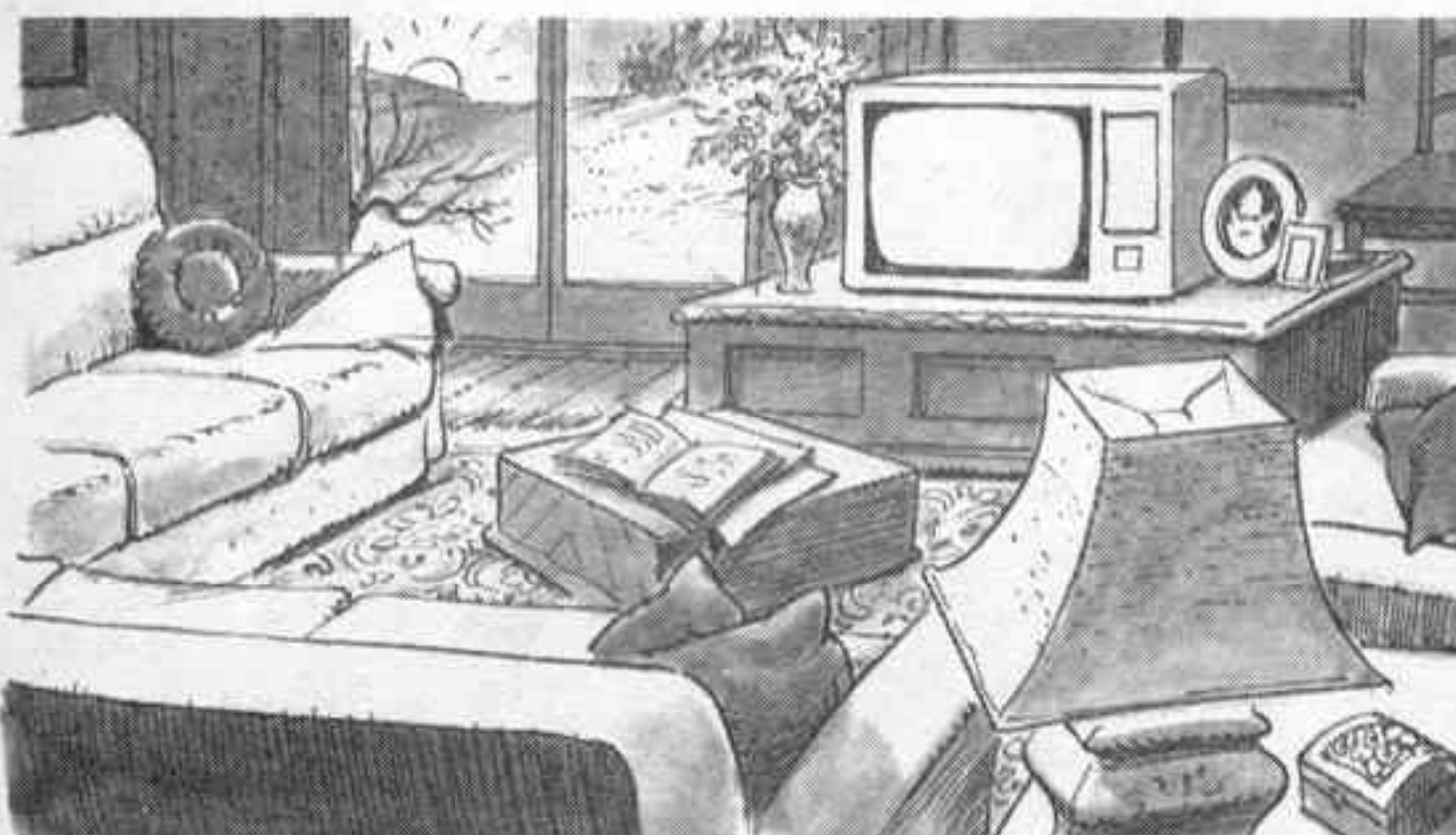
WRITER: TOM KOCH



Commercial TV calls it "entertainment" when some heavyweight picks Door Number 2, and is rewarded with a \$300 washing machine that she doesn't need.



P.B.S. calls it "enlightenment" when the same lardo gives \$300 to the station's annual pledge drive and is rewarded with a T-shirt that she shouldn't wear.



In a cowardly fashion, commercial TV airs its serious public affairs programs on Sunday morning because that's when virtually no one is watching.



Boldly, P.B.S. airs its serious public affairs program during prime time every night of the week because virtually no one is ever watching.



On commercial TV, half-hour shows actually end in 28 minutes so the network can throw in three quick ads for a deodorant, a dandruff cure, and a hemorrhoid suppository.



On P.B.S., half-hour shows actually end in 26 minutes so the station can throw in three long program promotions for "Death in Central America," "Spotlight on Abortion" and "Our Rotting Slums, Part IV". 33

THE MALADY LINGERS ON DEPT.

Old TV shows never die, they just go into syndication! Unfortunately, the same can be said for their ridiculous opening themes! With that in mind, MAD now looks back on four popular tunes you can hum, sing and quickly forget! Here's MAD's...

M*A*S*H



Those copters flying in once more
Bring in the wounded by the score;
So what's a little blood and gore
When Hawkeye's here with quips galore?
'Cause sewin' someone's gut up
Is fun when you're a cut-up,
And much more entertaining on TV!

Those bullet holes, they make a mess,
And open wounds, they just depress,
But Klinger in a see-through dress—
Well, that's the road to sure success!
When shrapnel's in the colon,
Just keep that laugh-track rollin'—
It's much more entertaining on TV!

The rules of M*A*S*H we all obey—
A GI's death is deemed okay
Unless it's getting in the way
Of Hawkeye cracking up B.J.!
Who cares if someone's dyin'—
We'll keep those wisecracks flyin'—
They're much more entertaining on TV!

TV TUNE

THE MARY TYLER MOORE SHOW

Who can make it big...in her car-eer?
Who can reach the peak of fame
And sud-denly find...it's down-hill from here?
Well, it's Mar-y—and now we **know**...it!
Who'd..have..thought with all of her acclaim that—
She'd **blow**...it!
Rhoda stayed on top—
So did Ted Bax-ter;
Mary traveled on—
And soon they axed...her!
She nev-er..made..it..af-ter...all!

She can still bounce back—don't think she can't!
Even though it's now too late
For try-ing to get...a job on "Lou Grant!"
Maybe youthful roles...don't quite suc-ceed...now—
Maybe "Golden Girls"...is more her **speed** now!
She just might make it af-ter...all!



TIME SONGS

ARTIST: SAM VIVIANO

WRITER: FRANK JACOBS

THE FLINSTONES

Flint-stones! What are **Flint-stones**?
They're a rip-off like you've **nev-er...seen!**
Flint-stones! Fighting **Flint-stones!**
They're "The Honeymooners" **lift-ed...clean!**
See...how...they keep battling all day through!
Let's...hope...some day...that Gleason will sue!
When..you...watch the **Flint-stones**—
You'll soon realize that Barn-ey
Is **no...Art...Carn-ey!**
It happens **ev-ry...time!**



Flint-stones! Flaky **Flint-stones!**
Where the animation's **for...the...birds!**
Flint-stones! Dig those **Flint-stones!**
When they talk, their lips don't **match...the...words!**
You'll...love...all their clever Stone Age schticks—
If.your..I.Q....is below 46!
Tune...in...to the **Flint-stones!**
Fred and Wilma soon will show..up
And **then...you'll...throw..up!**
It happens **ev-ry...time!**



THE TONIGHT SHOW



MONDAY

Here's the "**To-night..Show**"—
Wow! What a treat!
Till you **dis-cov-er**
It's a repeat...

TUESDAY

Here's the "**To-night..Show**"—
Seen coast-to-coast!
Carson won't **be..here**—
Shandling's your host...

WEDNESDAY

Here's the "**To-night..Show**"—
Some show we've got!
Ed's here as **al-ways**—
Johnny is not...

THURSDAY

Here's the "**To-night..Show**"—
Long may it reign!
Doc's here with **mus-ic**—
Johnny's in Spain...

FRIDAY

Here's the "**To-night..Show**"—
Still in high gear!
Starring **Joan Riv**-(oops)—
LOOK! JOHNNY'S HERE!



**For Outstanding Achievement In
Stretching A "Two-Hour Idea"
Into A Five-Part Mini-Series**



**Best Performance By An Actor
Or Actress In A Talk Show
"Plug" For A Failing Series**

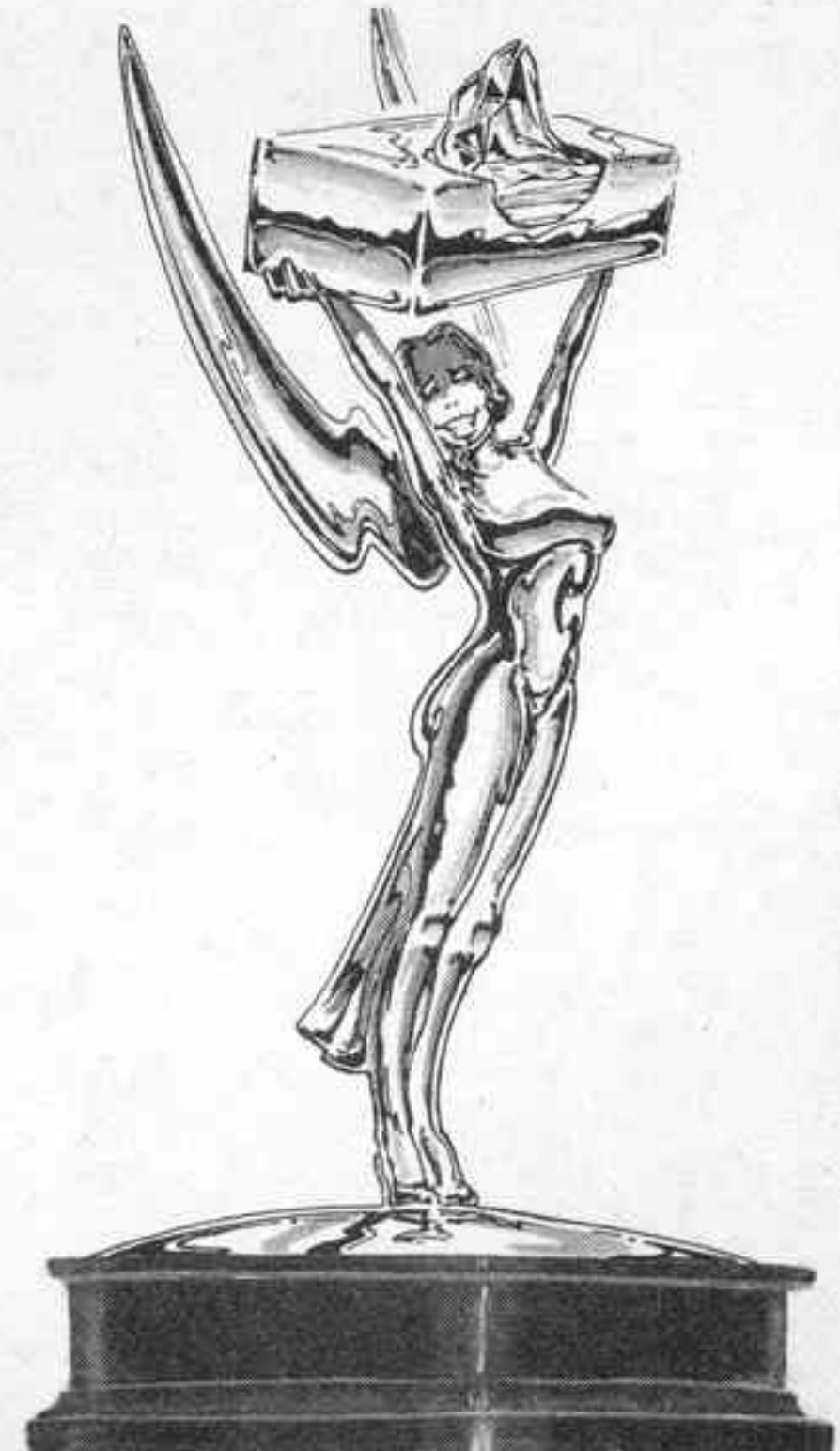


STATUES OF LIMITATIONS DEPT.

TV EMMY AWARDS



**Best Dramatic Series Kept On By A
Network As An Example of "Quality
Programming"...Despite The Fact
That No One Ever Watches It**



**For Outstanding Achievement In
Creating A Maudlin, Tear-Jerking
Scene In A SitCom When The Writers
Couldn't Think Of A Funny Ending**

**Outstanding Achievement In SitCom
Writing For the Best-Disguised
"Re-Working" Of An Old "I Love Lucy" Plot**



**Most Innovative Use Of A Car-Chase
Wind-Up In An Action/Adventure
Series To Cover Up Bad Writing**



WE'D LIKE TO SEE



ARTIST: MICHAEL MONTGOMERY

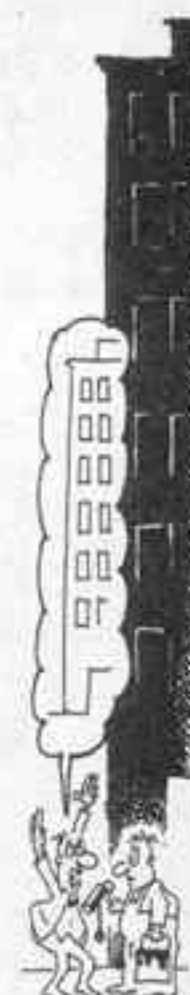
WRITER: MIKE SNIDER



**Best Scene Or Line Of Dialogue
Used Out-Of-Context In A Network
Promo To Make A Show Look More
Titillating Than It Actually Is**



**For Outstanding Achievement In
Packing A Dramatic Show Episode With
Over-The-Hill "Guest Stars" That
Nobody's Heard Of For Over Ten Years**



A few years ago when Alan Thicke's excessively boring late night talk show was taken off the air it was cause for TV viewers everywhere to rejoice. Unfortunately the multi-untalented Thicke is back with a new show and it's giving us...

Hi, I'm **Jokesson Deseaver**, ABC's answer to **Bill Cosby**—Which helps explain why **ABC** is in **last place!** Coz and I have a lot in common! We're both successful TV doctors with families and we both have successful career wives!

I'm **Ban**, the smart-assed nine-year old! Dad, you forgot to mention the **main difference** between **Cosby** and you!

It's obvious—I'm **White!**

More obvious than **that!** He's funny! Even his **Jello pudding commercials** get bigger laughs than anything you've ever done!

I'm **Muggie Deseaver!** I'm a sexy wife, a caring mother and a successful career woman! Despite all this, I still manage to be **bland and boring!**

I'm **Carob**, the 13-year old daughter! I wanted to be different than the **other nerds** on sitcoms, so the producers let me **wear glasses**. Creativity abounds on this show!

I'm **Syke**, their sex-hungry teenage son! Mom and Dad used to **bug** me about spending so much time **thinking about girls**, until I said, "OK, I'll think about guys!"

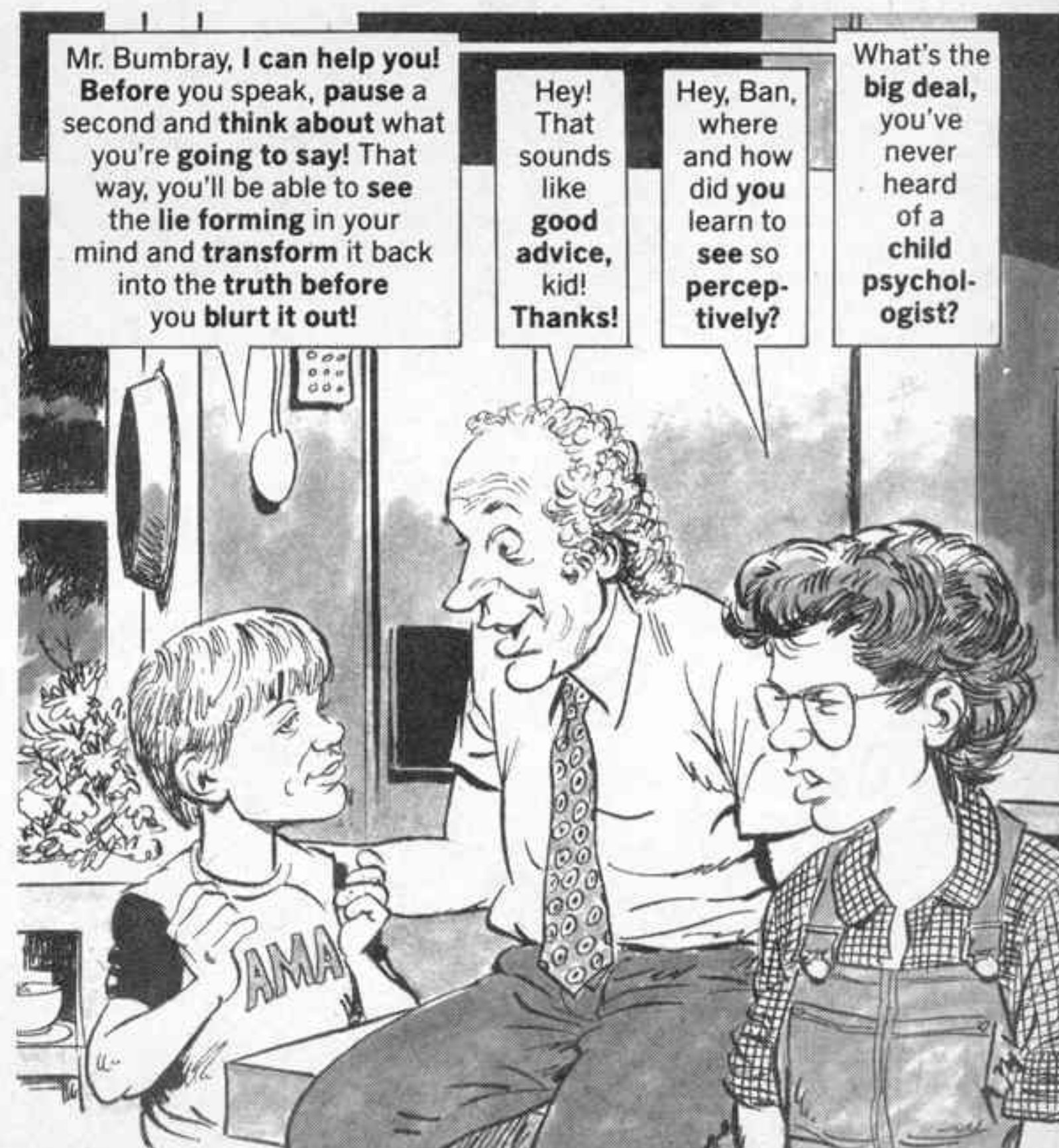
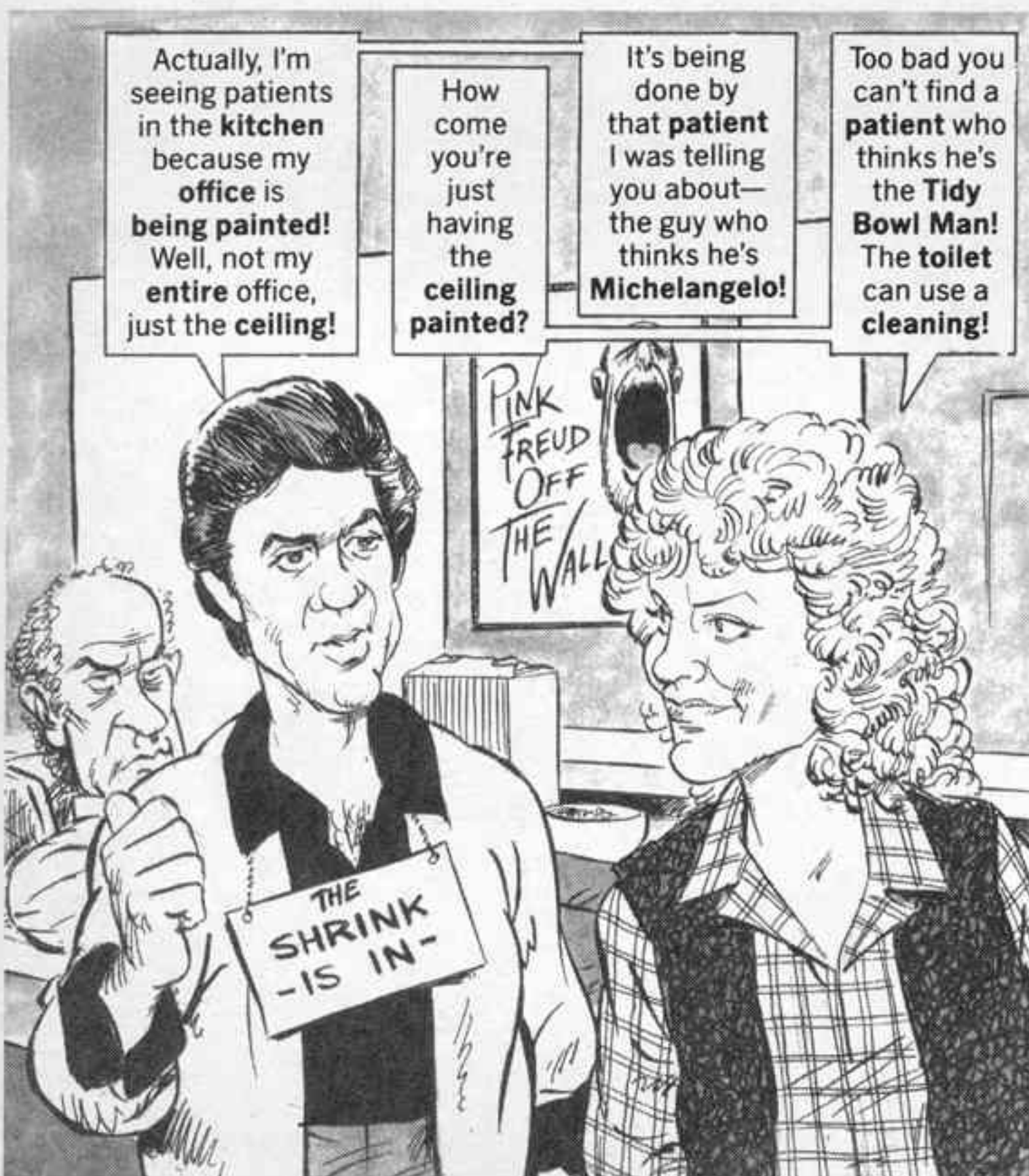
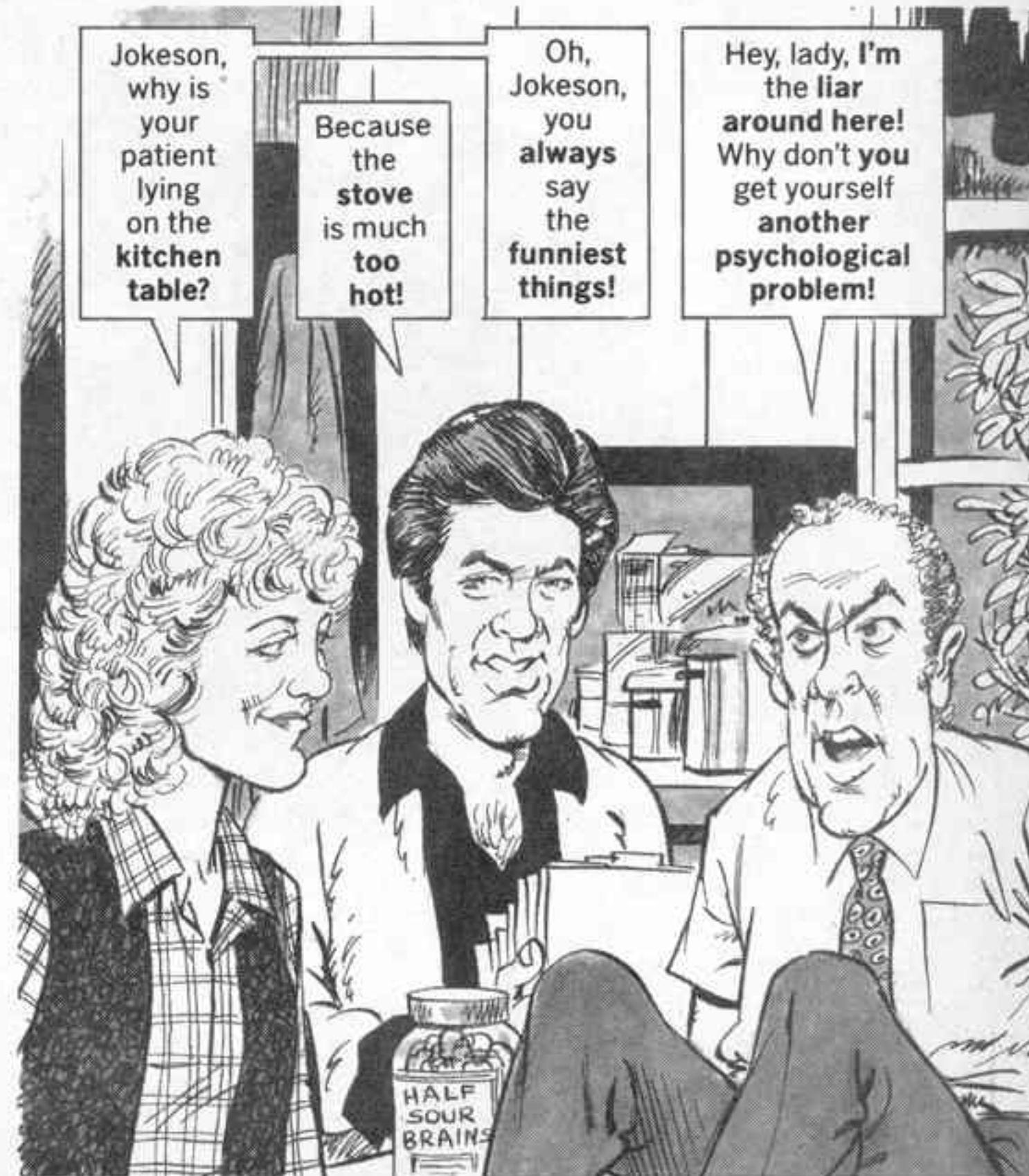


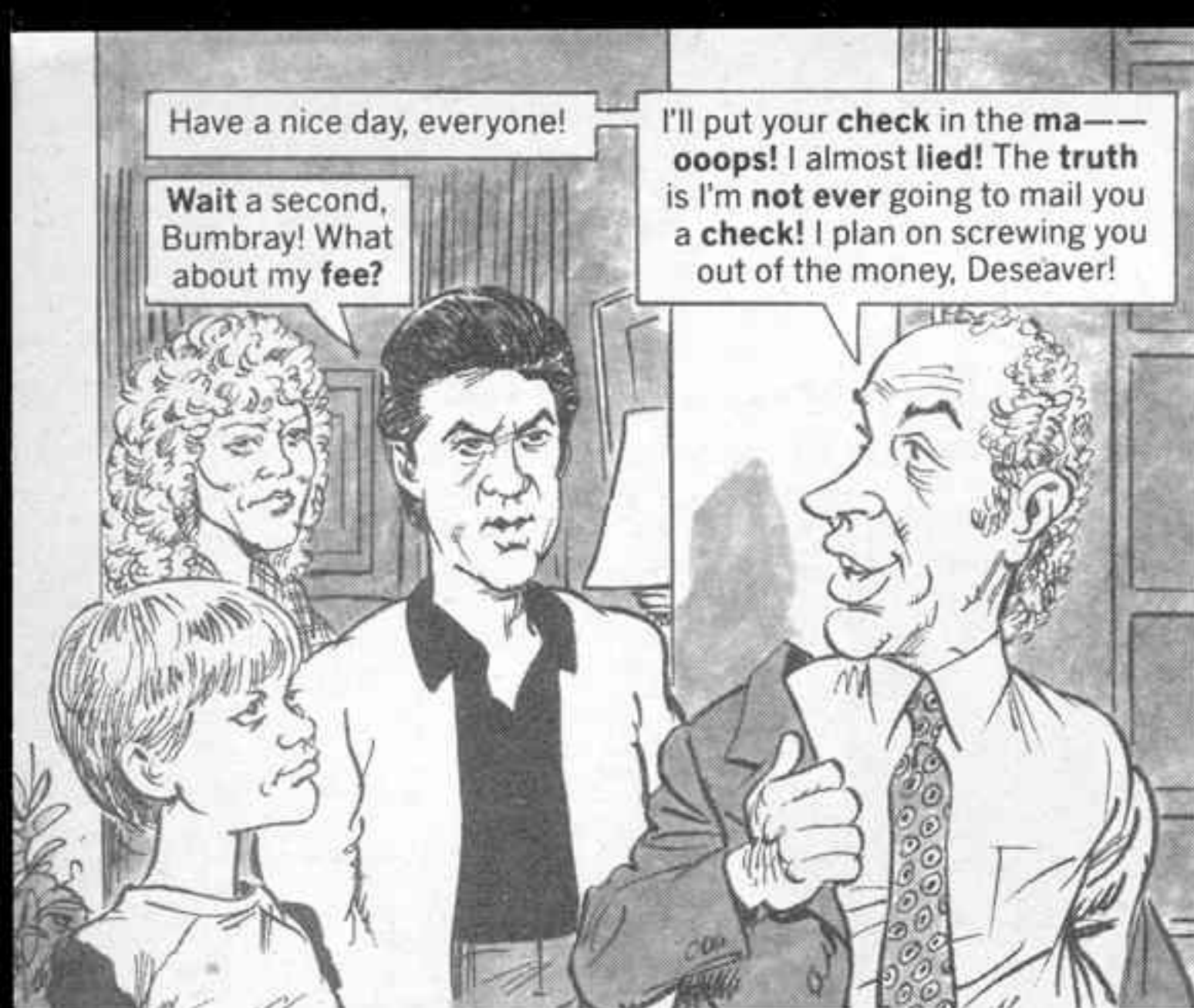
Times

roaring Pains

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE WITH DICK DE BARTOLO

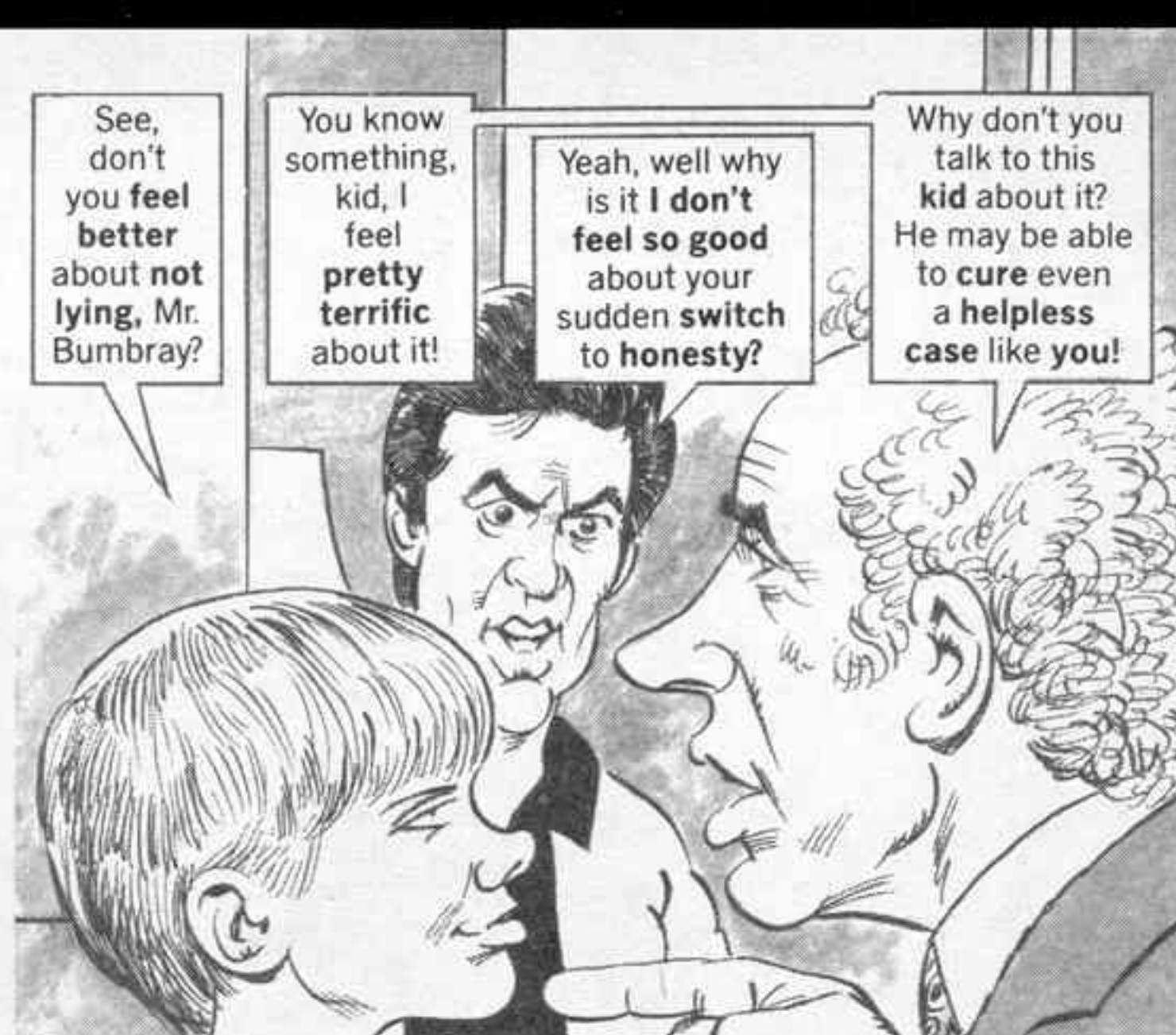




Have a nice day, everyone!

Wait a second, Bumbray! What about my fee?

I'll put your **check** in the ma—
oops! I almost lied! The **truth** is I'm **not ever** going to mail you a **check**! I plan on screwing you out of the money, Deseaver!



See, don't you **feel better** about **not lying**, Mr. Bumbray?

You know something, kid, I **feel pretty terrific** about it!

Yeah, well why is it I **don't feel so good** about your sudden switch to **honesty**?

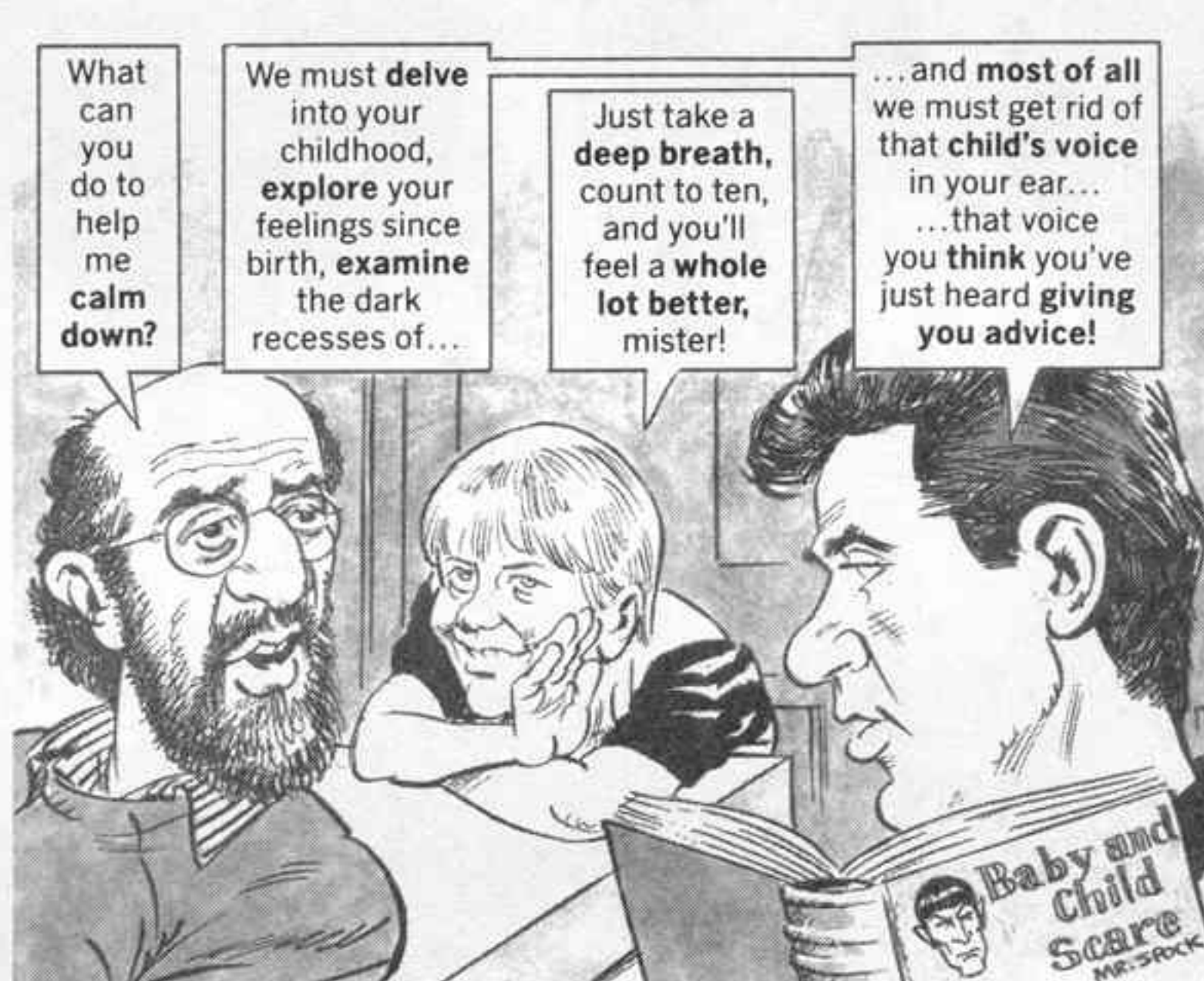
Why don't you talk to this **kid** about it? He may be able to **cure** even a **helpless** case like you!



Now will everyone please **butt out** and let me handle my next patient?

You've got to help me, Doc! I'm always so **anxious**! It's awful! Even now I can hear my nerves **snap, crackle, and pop**!

Oh, this is **precious**! That's not your **nerves**—you're lying in a **bowl** of **Rice Krispies**!

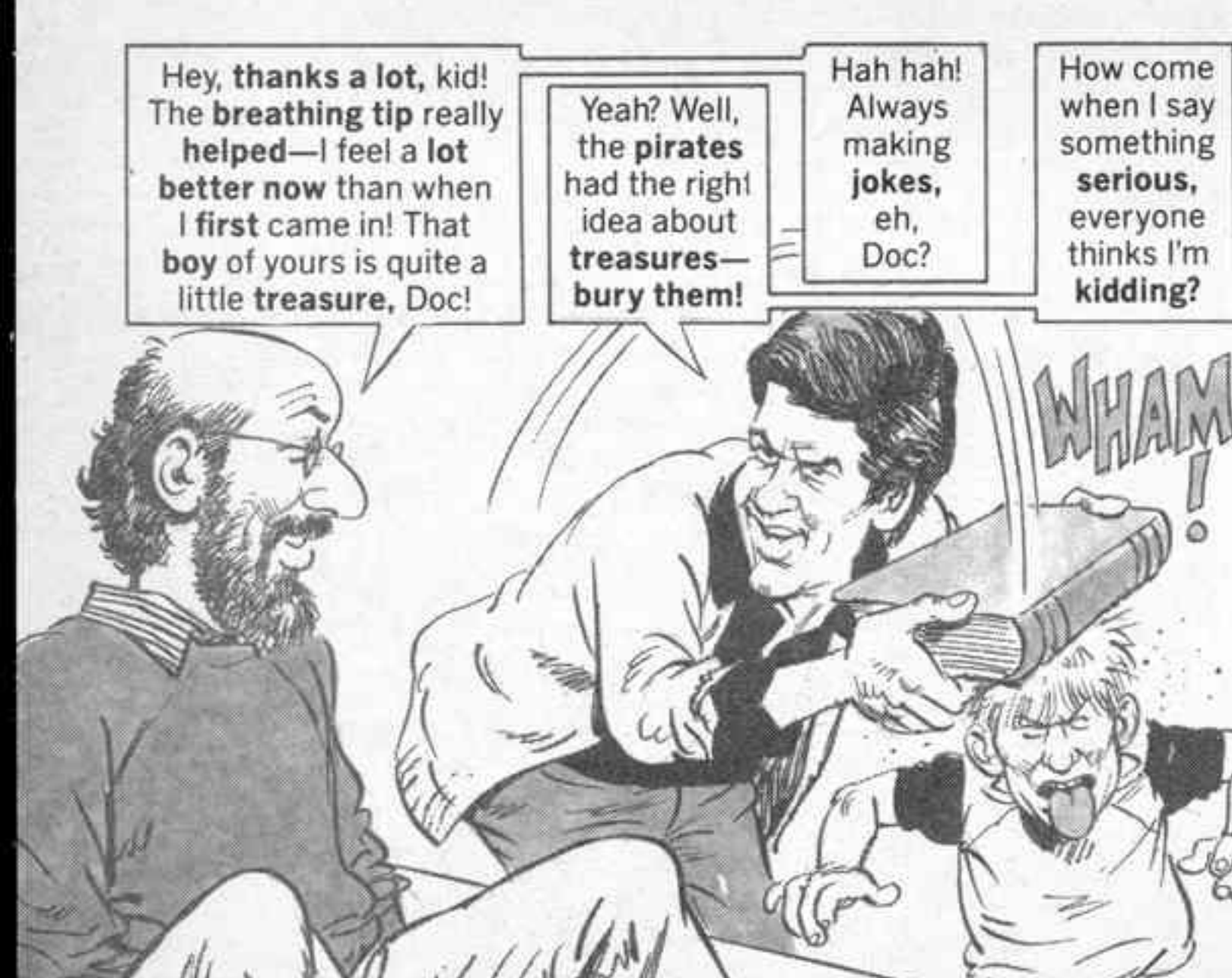


What can you do to help me **calm down**?

We must **delve** into your childhood, **explore** your feelings since birth, **examine** the dark recesses of...

Just take a **deep breath**, count to ten, and you'll feel a **whole lot better**, mister!

...and **most of all** we must get rid of that **child's voice** in your ear...
...that voice you **think** you've just heard giving you **advice**!



Hey, thanks a lot, kid! The **breathing tip** really **helped**—I feel a **lot better** now than when I **first** came in! That **boy** of yours is quite a little **treasure**, Doc!

Yeah? Well, the **pirates** had the right idea about **treasures**—bury them!

Hah hah! Always making **jokes**, eh, Doc?

How come when I say something **serious**, everyone thinks I'm **kidding**?

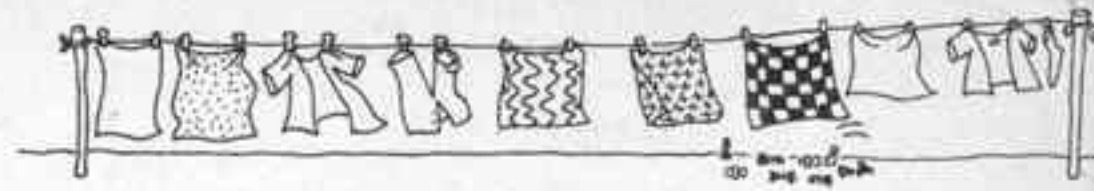


Doc, I feel **100% normal**! How much do I owe you for the **cure**?

I'll just charge you for the session—**76 dollars**!

But I thought the charge was **\$75** per session! Why the **extra buck**?

That's for the **Rice Krispies**, creep!



And what **hilarious neurosis** does this patient have?

I'm Edward Hughes, a rather adorable **klepto-maniac**!

Gee, Dad, is it safe to have a **maniac** loose in our house?

Sure! We have your **brother, Syke**, with us, don't we?!



Actually, Ban, "**Crazy Eddie**" isn't really insane! **Kleptomaniacs** just have a **compulsion to steal**!

Great! Maybe he can steal you some **funny lines**, Dad! You've been under too much **stress** trying to come up with your own!



The **school bus** is here, kids! **All out!**

It was nice meeting you, Mr. Hughes! If you're **hanging out** at the mall, I can use a new **stereo**!

Syke, Mr. Hughes is a **sick man**! Besides, you'll have to wait your **turn**—your mom ordered a **microwave** and I asked for a **VCR**!



LATER ONE EVENING

Yes, that's right! One with sausage, one plain, one with mushrooms, and one with everything...

Isn't Mom **terrific**? She **works** all day and still finds time to **order dinner** out every night!

Do you think we'll ever have a **meal** Mom cooked?

There's an **outside chance** if Mr. Hughes **steals** that **microwave** she asked him for!



Hey, gang, try not to **drip sauce** on the table! Patients are complaining about "**food stains**"!

Let's act like we're **really interested** in the kids! How was **class today**, Carob?

Gross! We're supposed to bring our **fathers** to class for **demonstrations** about their **professions**!

What's so **gross** about that?

Well, Meg's father is a **proctologist**, and he **showed**...

Don't be gross!



That's enough interest in the kids! Now let's talk about my **favorite subject—me**! Today I had a really **fascinating patient**, a truly **split personality**! He was **half gentle person** and **half deranged killer**!

Wow! Were you able to **cure** him?

Yep! Now he's just a **totally deranged killer**! I believe it's better to make a **person whole**, to be **something** rather than just a **wishy-washy nothing**!

Hmmm... That's like the **bland** leading the **bland**!



I had a **good day**, too! I made a **move** on that **blonde cheerleader**, exchanged numbers with that **doll** in my **chem class**, and had lunch with the **entire girls' volleyball team**!

Now I know why you're always **too tired** to do your **homework**! You should be **grounded**!



Let's not be **too hasty**, Muggie! We **therapists** believe in reaching out to people with **normal, typical problems**, and Syke, here, is just a **normal teenager** with **typical problems**...

His **problems** are **normal** and **typical** only for **wild animals** in **heat**!

Syke, don't you realize that **books** can be as **important** and as **pleasurable** as **girls**?

Frankly, I think those who'd rather **curl up in bed** with a **good book** have the **problems**!

Your **ceiling's** finished, Doc! By the **second coat**, I got **over** the feeling I was Michelangelo—that **hack** would **never** give **two coats** to a **ceiling job**! I'll write you out a **check**...

Fine! Make it for **150 bucks**, Picasso!

How come, Doc? I thought your consultation fee was **75.00**!

Yes, but **you** have to pay the **ceiling price**! It took **two coats** to **cure you**, remember?



And please **come back** if you ever feel you're **another** famous person, like **"Mr. Clean"**!

Why do you say that? Is it my **bald spot**? Do I look like **"Mr. Clean"**? I'm so **easily influenced** by **others** that I **become** the **person** I think they really want me to be!

The only way you can find out if you really are **"Mr. Clean"** is by scrubbing the **upstairs bathroom**, polishing the new **microwave oven** and washing off the **kitchen couch**...er, I mean the **kitchen table**!

Dad's moved back to his **office** and he's got a **brand new patient**, so **walk very quietly**!

Don't worry, Carob, I **won't disturb** him!

It's **me** I don't want you to **disturb**! I'm trying to **listen through** the **door**!

Doctor, please **help me**, I'm **desperate**! I have two sons—one's a **snot-nosed brat**, the other's a **sex maniac**! My daughter's a **nerd**, and my husband's a **conceited, self-centered, no-talent egotist** who thinks he's **so cute**...



Okay, **Muggie**, that was **very good**! You got out all your **little hostilities** and I'm sure you're **feeling better** already! And to make you feel **even better**, I'm only going to **charge you \$50.00** for this **session** instead of the **usual \$75.00**! How's that?



Actually I feel **better now** that I've **acted out** my **hostility** instead of just **talking about it**! As a matter of fact, I feel **so good** I'm going to give you the **full \$75.00**! How's that?

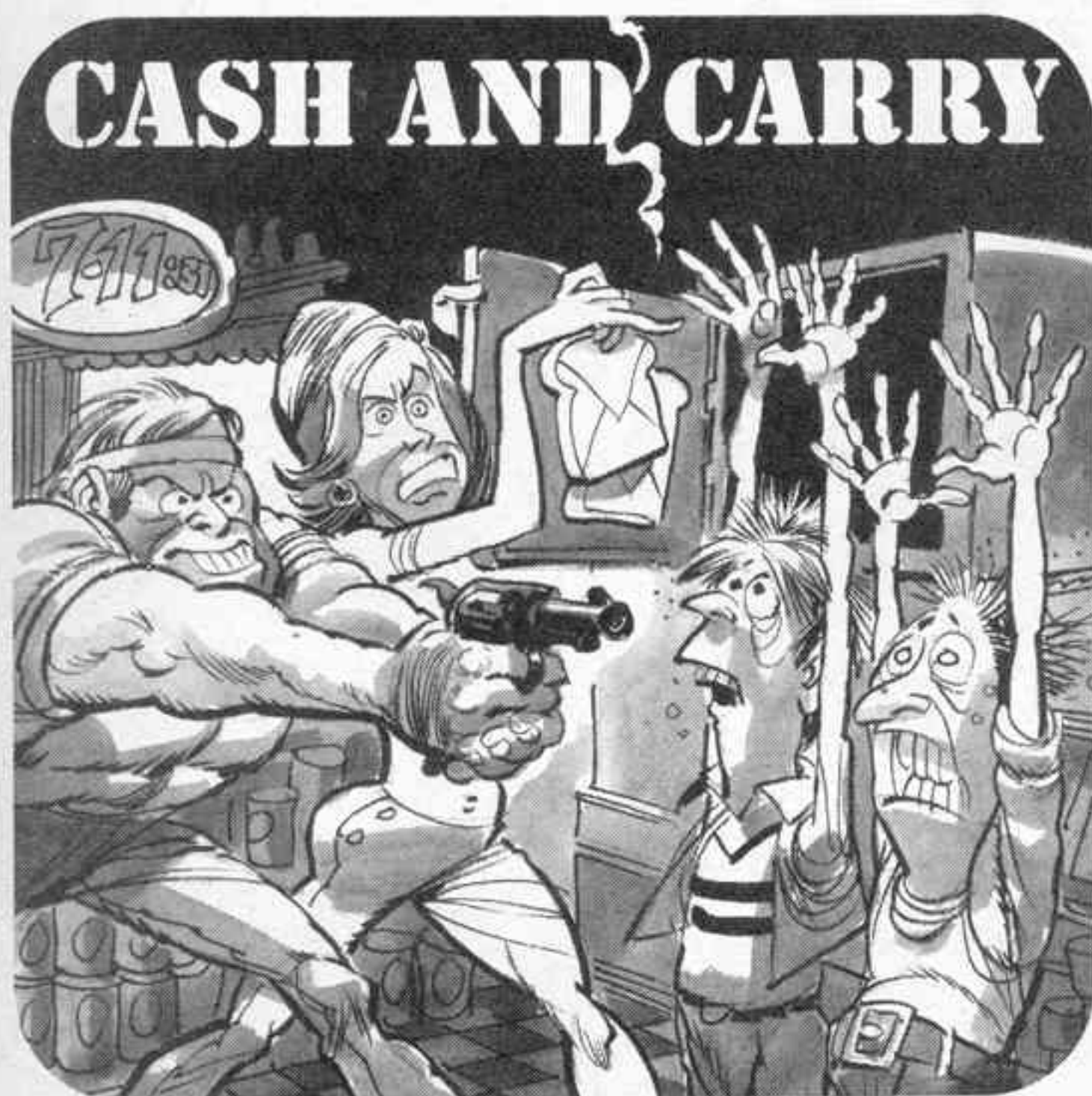


When it comes to police shows on TV, the networks have been very successful in feeding us viewers a steady diet of cop "teams," a pair of dedicated crimefighters with colorful personalities and even more colorful names: Cagney & Lacey, Simon & Simon, Hardcastle & McCormick, Scarecrow & Mrs. King, Starsky & Hutch, Macgruder & Loud, Tenspeed & Brownshoe, and so on. We figure it won't be long before network execs *really* reach the bottom of the barrel and get so gimmicky in their lame attempts to attract viewers that they introduce these...

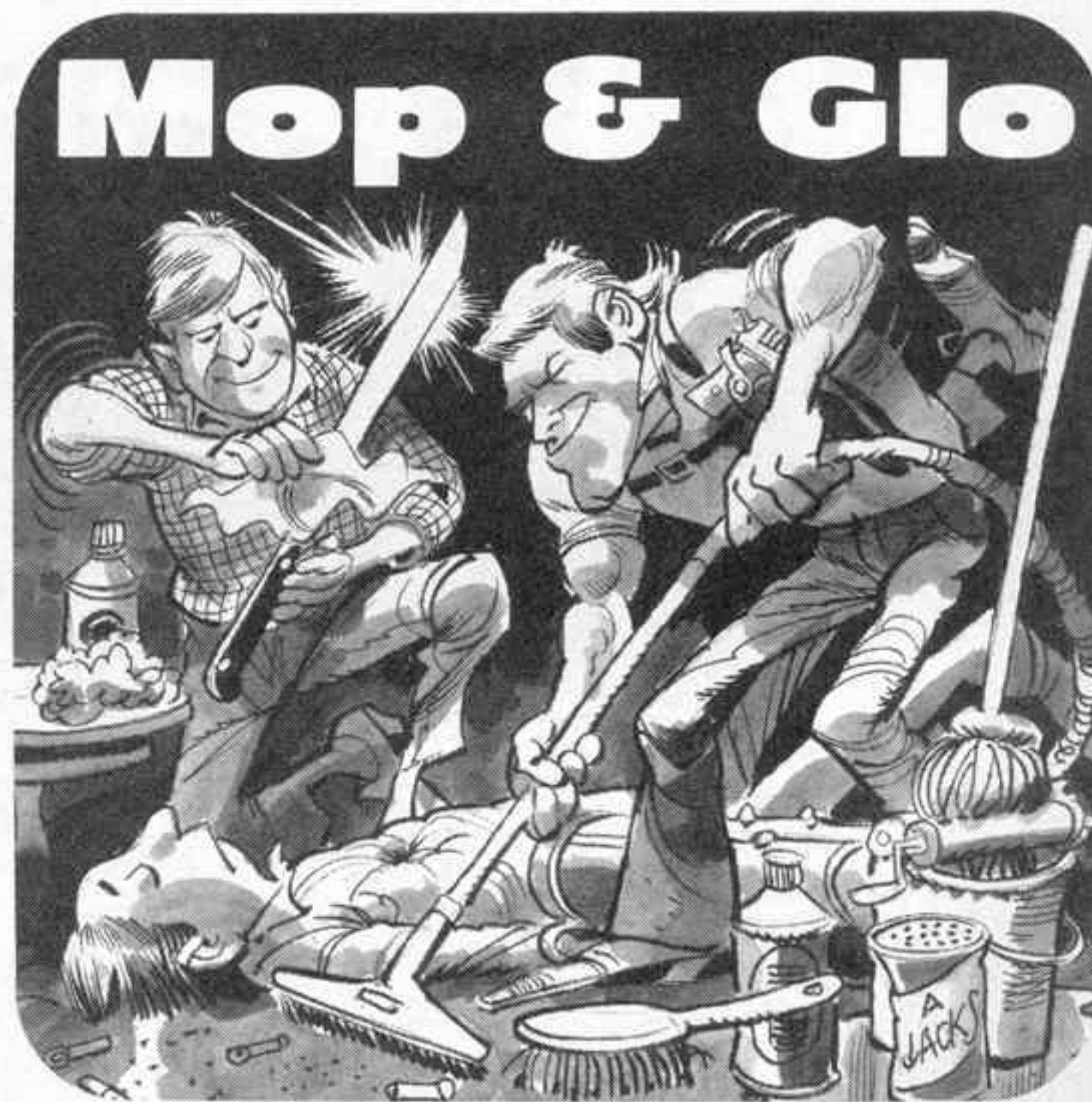
UPCOMING TV COP "TEAMS"

ARTIST: JACK DAVIS

WRITER: CHARLIE KADAU



Cash is Sgt. Augie "Cash" Pooster. Carry is Det. Gloria "Carry" Bunting. Together, they keep the aisles of Detroit's 7-11 stores safe for middle-of-the-night shoppers. In the first episode, the team is pushed to its breaking point as Cash and Carry come face to face with a gang of thugs who heat their sandwiches in the store's microwave *before* paying for them.



Victor Mop and Walter Glo are the two top forensics experts at the FBI. The catch? They're also compulsive neat-freaks. At murder scenes, after dusting for fingerprints, they can't keep themselves from polishing, mopping and vacuuming. Since the producers are so confident that Mop & Glo will be a hit, they've already begun work on a spinoff series called Spic And Span.

BITCH & MOAN



In this series' pilot episode, rookie cops Douglas Bitch and Cindy Moan are assigned to the same squad car, leaving them more than enough time for their favorite activity: complaining! Whether it be about their

itchy uniforms, their hard-nosed sergeant, the lousy shift, the crummy pension plan, each other's bad habits, or anything else that comes to mind, Bitch and Moan do nothing but grumble for 60 solid minutes.

BACON & EGGS



As soon as Harlan County Deputies Jack Bacon and Andy Eggs go on duty, they head straight for Edna's Diner, where they spend the next eight hours belly-up to the counter enjoying breakfast, chatter with truckers and Edna's bottomless coffee pot. In the unlikely case smugglers, hijackers or serial killers stop by, they've got to deal with Jack and Andy!

SURF & TURF



Asbury Park's Danny Surf and Danny Turf are Private Investigators who share the same first name and only accept cases which can be solved without leaving the beach or boardwalk area. Because of this, most episodes revolve around car keys lost in the sand, rigged amusement pier arcade games and illegal taffy operations.

BLACK & DECKER



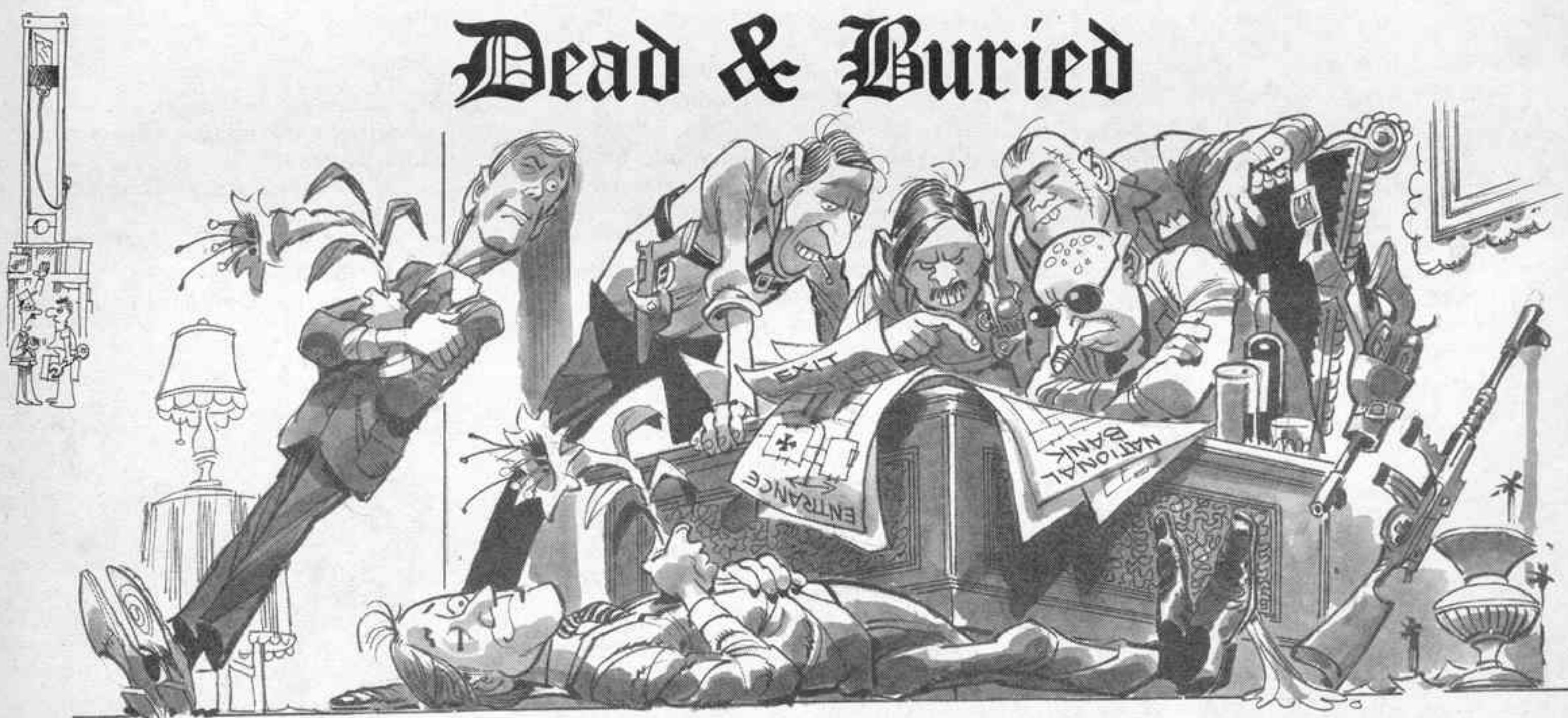
Plainclothes detectives Leo Black and Harry Decker work undercover for the Chicago Police Department. Unable to carry handguns, billy clubs or handcuffs, they use power tools to protect themselves and bring outlaws to justice. This season, Black and Decker foil a hijacking with a power drill, uncover corruption in City Hall with a sabre saw and round up a prostitution ring using an orbital sander. A must-see for crime buffs and carpenters alike.

Dazed & Confused



When a case that really isn't important comes up, it's assigned to detectives Chet "Dazed" Harris and Cliff "Confused" Anderson. The pair can always be counted on to not only misunderstand their instructions, but to completely forget who they're looking for. They become handcuffed to each other at least twice each episode and frequently misplace their squad car. Despite this, they solve a case each week—but not necessarily the one they're trying to.

Dead & Buried



Dick Dead and Barry Buried are not your average run-of-the-mill private eyes. Using East Indian breath control techniques, they can remain completely stiff and motionless for hours at a time. This, coupled with their ability to

give off the smell of decaying flesh, makes them the perfect pair for infiltrating hideouts of organized crime kingpins, who have no misgivings about revealing their secret plans in the presence of what they think are corpses.

Because we at MAD truly care about what our readers think, we have commissioned a series of special polls scientifically tailored to reflect your views and opinions on matters of im-

MAD'S READER

PART I:



1.) Which pair of TV characters are the least significant: The two female detectives on *Miami Vice* or the two male detectives on *Cagney And Lacey*?

2.) Which TV show title reflects the most creativity?

- ___ Mary
- ___ Newhart
- ___ Valerie

3.) Which *Saturday Night Live* alumnus has gone on to greatest success?

- ___ Gary Kroger
- ___ Brad Hall
- ___ Robin Duke

4.) Which causes a stronger reaction among the American viewing public: Heather Locklear in a V-neck sweater or Dan Rather in a V-neck sweater?

5.) Who looks tallest on a three-inch diameter TV screen?

- ___ Gary Coleman
- ___ Emmanuel Lewis
- ___ Dr. Ruth Westheimer

6.) Which TV sitcom would be in the least amount of trouble if the use of a laugh track was suddenly banned from network television?

- ___ Punky Brewster
- ___ Silver Spoons
- ___ Gimme A Break

7. Which made more sense: The filming of the 85-6 season premiere of *Magnum, P.I.* in rainy England instead of sunny Hawaii, or the filming of the 85-6 season premiere of *Miami Vice* in New York City instead of Miami?

8. Which of the following telethons do viewers feel most guilty about never watching?

- ___ Muscular Dystrophy
- ___ Multiple Sclerosis
- ___ United Negro College Fund

9. What is currently the single worst time slot on television?

- ___ Preceding *Sunrise Semester*
- ___ Opposite *The Cosby Show*
- ___ Following *Roger Mudd's American Almanac*

10. Which TV actor has had an easier time making the transition from TV to movies: Henry Winkler or Tom Selleck?

11. Who has done the most on television to set back the image of their representative group?

- ___ *Who's The Boss'* Tony Danza (Italians)
- ___ *Golden Girl's* Estelle Getty (Senior Citizens)
- ___ *Dynasty's* Joan Collins (Senior Citizens)

OPINION POLL

TELEVISION

WRITER: JOHN PRETF



WRITER: JOHN PRETF

- _____Beaver _____Opie
 _____Festus _____Tattoo
 _____Lurch _____J.R.

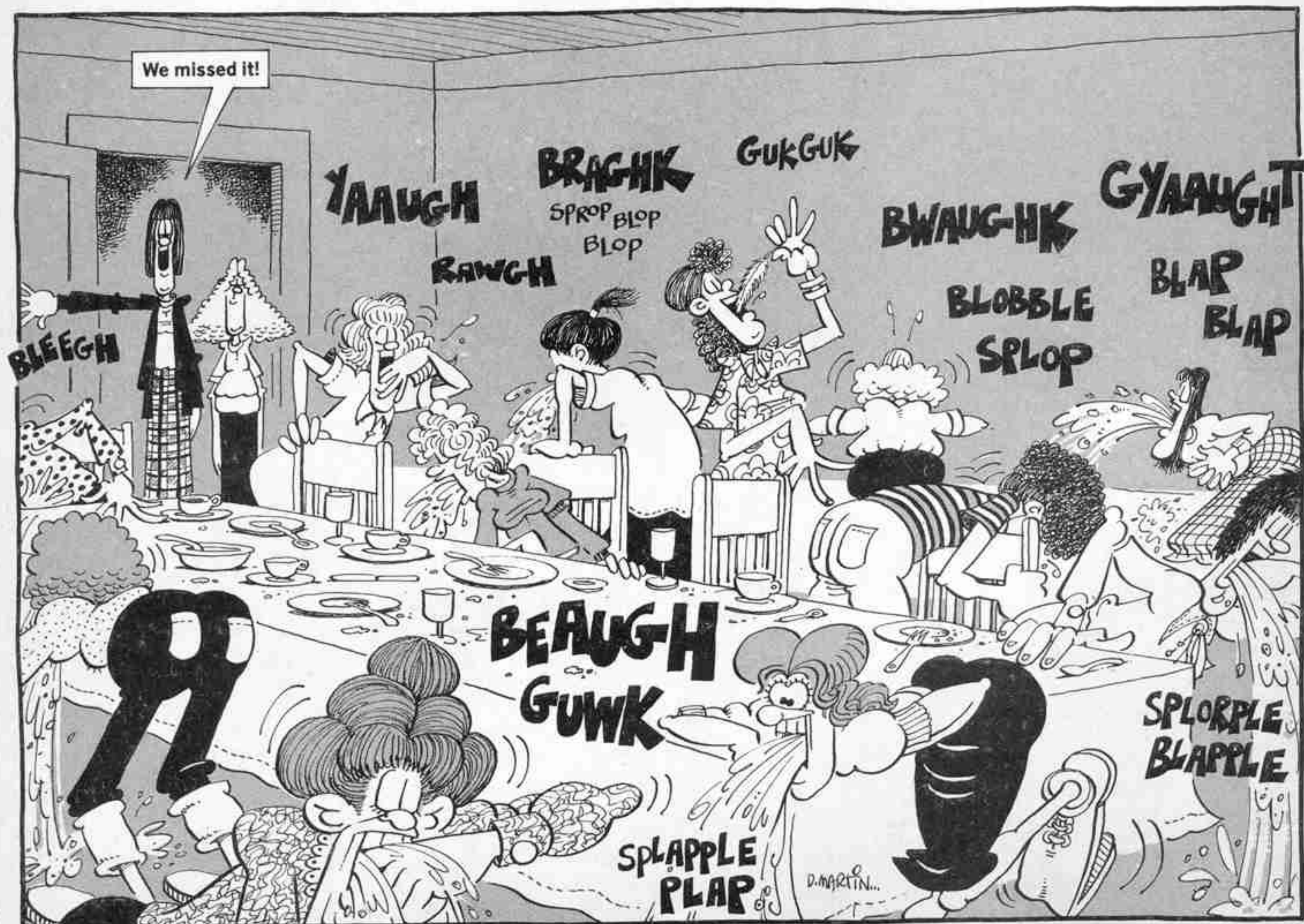
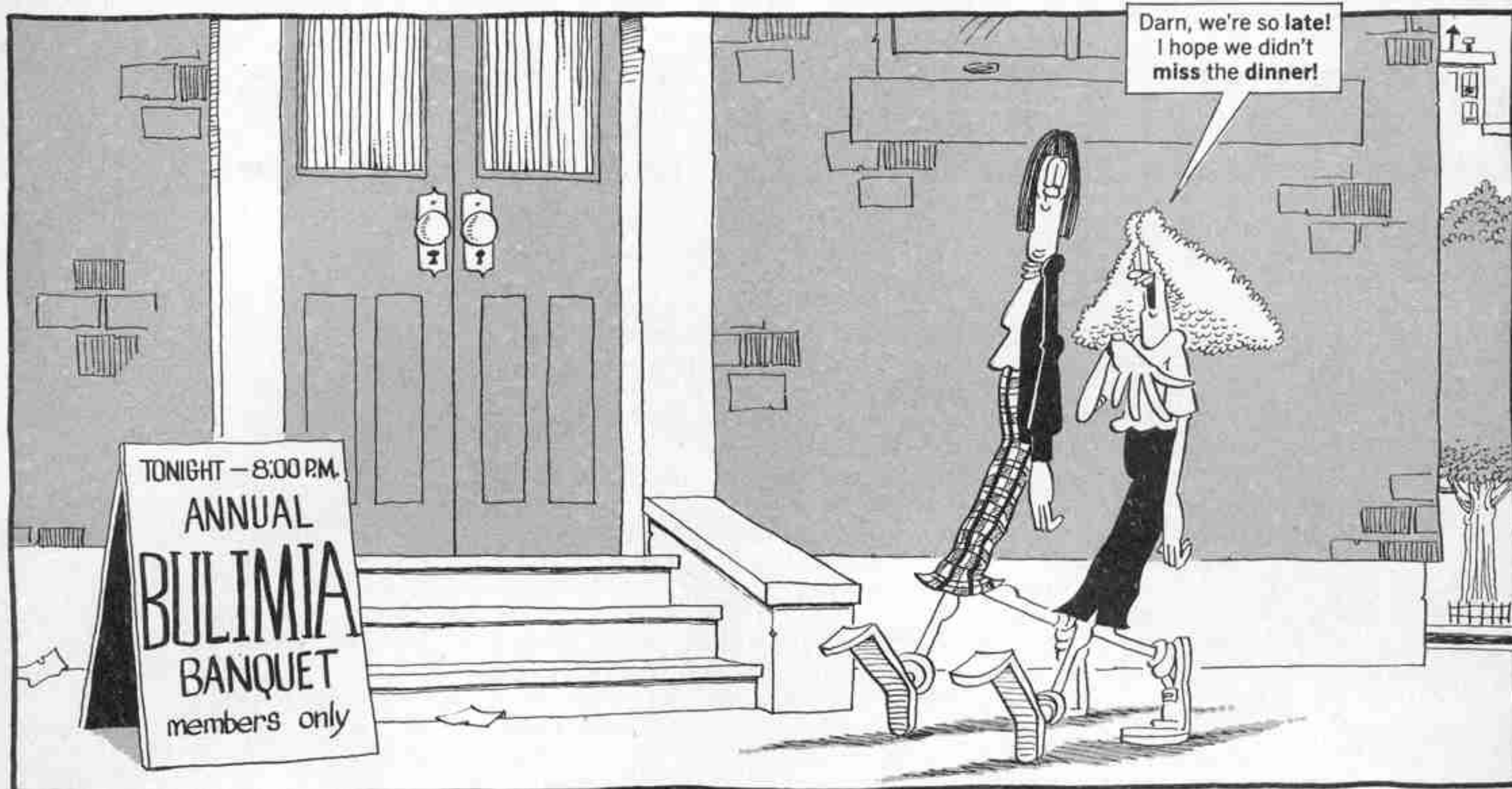
- Matty and David (*Moonlighting*)
- Tony and Angela (*Who's The Boss?*)
- Amanda and Scarecrow (*Scarecrow And Mrs. King*)
- Rick and DeeDee (*Hunter*)
- Hugh Downs and Barbara Walters (*20/20*)



A black and white portrait of a man with a warm smile, looking slightly to the left. He has short, dark hair and is wearing a plaid shirt. The photo is tilted and mounted on a white background.



ONE THURSDAY EVENING ON WEST 12th STREET



**WHAT KIND OF
AID IS THE
ADMINISTRATION
OFFERING
THE AMERICAN
FARMER?**

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

The American farmer is in trouble and desperately needs some kind of help. Fold the page in as shown to find out what the government is going to give him.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD BACK SO "A" MEETS "B"

◀B FOLD THIS SECTION OVER LEFT



**FARMERS ARE IN TROUBLE WITH BIG LOANS ON
HOMES, LAND, AND FARM EQUIPMENT. THE ONLY COURSE
LEFT IS TO SEEK AID FROM GOVERNMENT SOURCES...**

A▶

◀B

