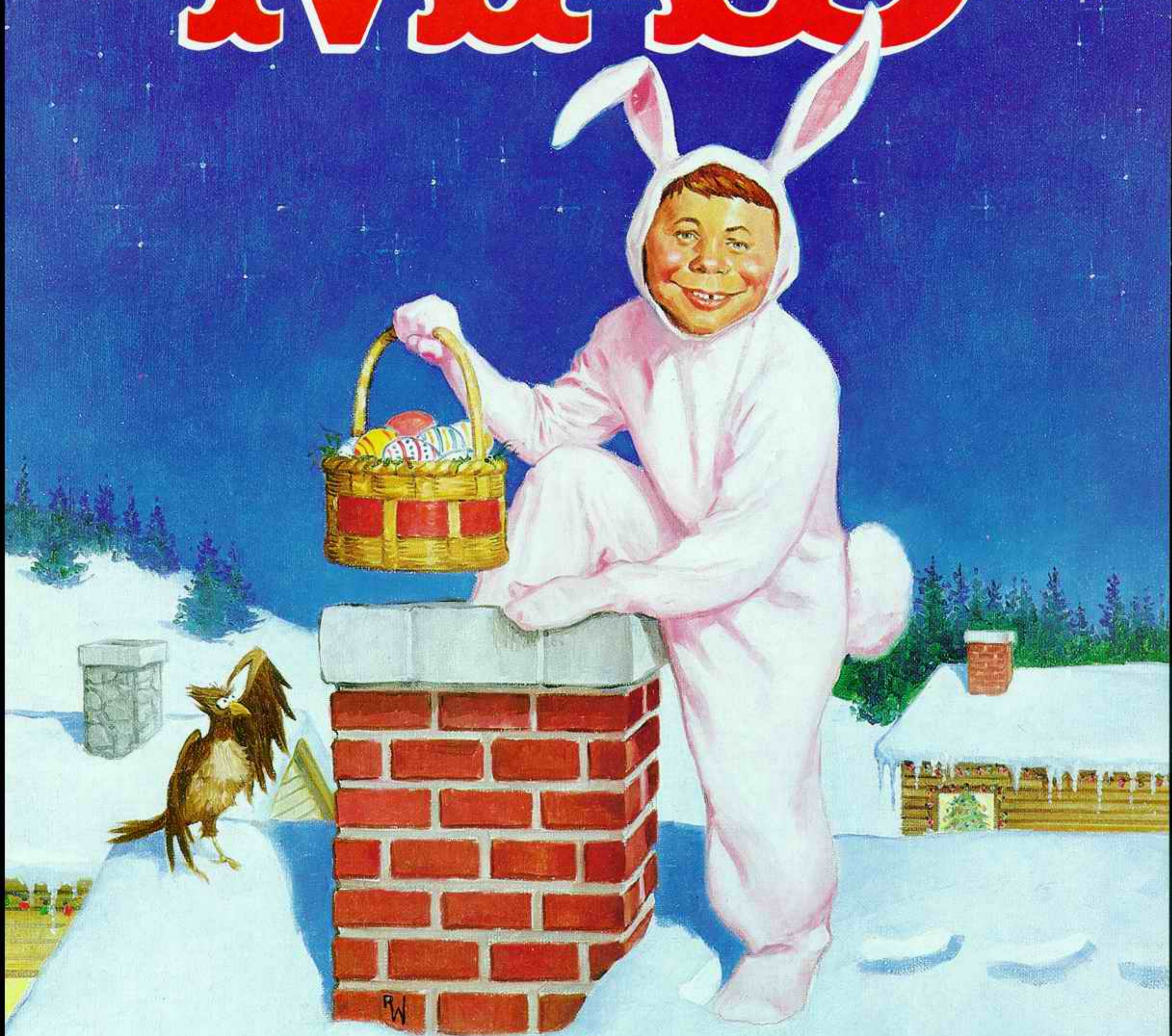


Season's Greetings From

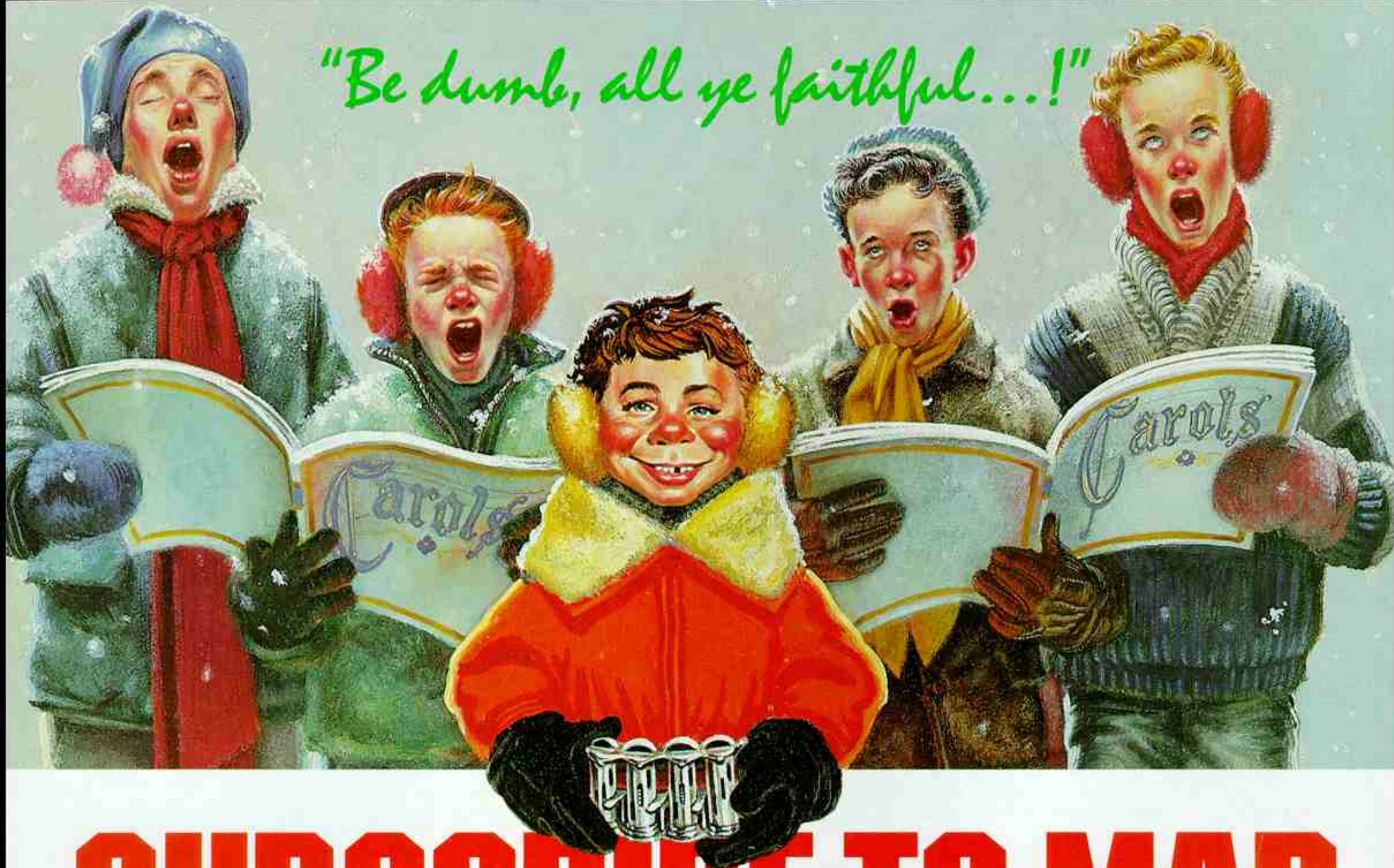
No.
276
January
1988

MAD
IND[®]

Our
Price
\$1.35
Cheap!



"Be dumb, all ye faithful...!"



SUBSCRIBE TO MAD

FOR YOURSELF AND YOUR LOVED ONES

YULE SAVE MONEY AND A-CHOIR FREE MAD BIG BOOKS

SAVE \$11.25

WITH A 40-ISSUE SUBSCRIPTION

AND GET THE "SERGIO ARAGONES ON PARADE" BIG BOOK AND "MAD'S VASTLY OVERRATED AL JAFFEE" BIG BOOK ABSOLUTELY FREE!!!

SAVE \$5.65

WITH A 24-ISSUE SUBSCRIPTION

AND GET THE "SERGIO ARAGONES ON PARADE" BIG BOOK OR "MAD'S VASTLY OVERRATED AL JAFFEE" BIG BOOK FREE! YOUR CHOICE!!

SAVE A FAT NICKEL

WITH AN 8-ISSUE SUBSCRIPTION

AND GET NO BOOKS!
(DON'T BE A SCROOGE! GO FOR ONE OF THE OTHER TWO OFFERS! WHAT THE HECK, IT'S CHRISTMAS!)

485 MADison Avenue **MAD** New York, New York 10022

☐ I enclose \$42.75.* Please send a 40-issue Gift Subscription...PLUS "SERGIO ARAGONES ON PARADE" AND "MAD'S VASTLY OVERRATED AL JAFFEE" to the idiot below. (A savings of \$11.25!)

☐ I enclose \$26.75.* Please send a 24-issue Gift Subscription...PLUS ☐ "SERGIO ARAGONES ON PARADE" OR ☐ "MAD'S VASTLY OVERRATED AL JAFFEE" to the idiot below. (Please check one. Neatness counts!) (A savings of \$5.65!!)

☐ I enclose \$10.75.* Please send an 8-issue Gift Subscription to the idiot below. Never mind about the lousy MAD Big Books! (Save 5¢!!!)

☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING:

*Outside U.S.A. (Including Canada) \$13.75 for 8 issues or \$33.75 for 24 issues or \$51.75 for 40 issues in U.S. funds payable by International Money Order or check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED.

HO! HO! HO! LAST CHANCE BEFORE PRICE INCREASE

485 MADison Avenue **MAD** New York, New York 10022

☐ I enclose \$42.75.* Please send a 40-issue Gift Subscription...PLUS "SERGIO ARAGONES ON PARADE" AND "MAD'S VASTLY OVERRATED AL JAFFEE" to the idiot below. (A savings of \$11.25!)

☐ I enclose \$26.75.* Please send a 24-issue Gift Subscription...PLUS ☐ "SERGIO ARAGONES ON PARADE" OR ☐ "MAD'S VASTLY OVERRATED AL JAFFEE" to the idiot below. (Please check one. Neatness counts!) (A savings of \$5.65!!)

☐ I enclose \$10.75.* Please send an 8-issue Gift Subscription to the idiot below. Never mind about the lousy MAD Big Books! (Save 5¢!!!)

☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING:

*Outside U.S.A. (Including Canada) \$13.75 for 8 issues or \$33.75 for 24 issues or \$51.75 for 40 issues in U.S. funds payable by International Money Order or check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED.

HO! HO! HO! LAST CHANCE BEFORE PRICE INCREASE

USE COUPON OR DUPLICATE

MAD

"Nothing like a little exercise to change a person's life—especially if it's a walk down the aisle!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*

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

DICK DE BARTOLO *creative consultant*

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

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

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side of	14
CLASH OF THE TIE-INS DEPARTMENT	
Merchandising Spin-offs Hollywood Missed Out On	34
DEVEILED HAM AND SCRAMBLED LEGS DEPARTMENT	
"The Wretches of Ecchflick" (A MAD Movie Satire)	4
DON MARTIN DEPARTMENT	
One Morning in Sherwood Forest	8
One Evening on Sherwood Drive	47
FRANK ON A ROLL DEPARTMENT	
Two for the Road	48
FUN-RAISERS DEPARTMENT	
Charity Drives We'd Like to See	40
GREAT BALLS OF IRE DEPARTMENT	
MAD's Commemorative Christmas Ornaments	24
JOKE AND DAGGAR DEPARTMENT	
Spy vs. Spy	26
LEAVE NO THRONE UNTURNED DEPARTMENT	
Recycling Toilet Seats	32
LETTERS AND TOMATOES DEPARTMENT	
Random Samplings of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn Out Dramas" by Sergio Aragones	**
MAY THE "SCHWARZ" BE WITH YOU DEPARTMENT	
"Predecessor" (Another MAD Movie Satire)	43
OUR BLEACHER PRESENTATION DEPARTMENT	
The MAD People-Watcher's Guide to a Typical Football Game	37
SENDAK TO THE FUTURE DEPARTMENT	
Updated Children's Books	9
SERG-IN GENERAL DEPARTMENT	
A MAD Look at Skiing	22
TALES FROM THE CLARK SIDE DEPARTMENT	
Duck Edwing Looks at Superman	12
THE SCHLOCK NESS MONSTER DEPARTMENT	
"The Unwatchables" (Yet Another MAD Movie Satire)	27
WITHHOLDING TACTS DEPARTMENT	
Nationwide Survey Results that Advertisers Never Tell Us About	19

**Various Places Around the Magazine

COVER ARTIST: RICHARD WILLIAMS

VITAL FEATURES

**"THE WRETCHES
OF ECCHFLICK"
(A MAD MOVIE
SATIRE)
Pg. 4**



**DUCK
EDWING
LOOKS
AT
SUPERMAN
Pg. 12**



**UPDATED
CHILDREN'S
BOOKS
Pg. 9**



**A
MAD
LOOK
AT
SKIING
Pg. 22**



**"THE
UNWATCHABLES"
(A MAD MOVIE
SATIRE)
Pg. 27**



**"PREDECESSOR"
(A MAD
MOVIE
SATIRE)
Pg. 43**



JUST WHEN YOU
THOUGHT
YOU HAD ALL THE
ANSWERS...

ONCE AGAIN
MAD's
Al Jaffee
SPEWS OUT
"SNAPPY ANSWERS
to STUPID QUESTIONS"

31513 WPS
SNAPPY #6

0-446-34361-7 \$2.95 (U.S.A.) 0-446-34362-5 \$3.95 (CAN.)

IS THIS A NEW SNAPPY ANSWERS BOOK, MR. JAFFEE?

NO, THIS IS AN OLD SNAPPY ANSWERS BOOK. ONLY THE WORDS AND PICTURES ARE NEW.

IT'S VERY FUNNY!
IT'S AVAILABLE NOW!
IT'S AT BOOKSTORES
EVERYWHERE!
ANY MORE
STUPID QUESTIONS???

LETTERS AND TOMATOES DEPT.



GIVING CREDIT WHERE
NO CREDIT IS DUE

Last week I was at a restaurant with my friend and used your "No-Credit" cards from MAD #274. We are now serving a one-year sentence for fraud.

Evan Pranhall
Manhasset, NY

We're sorry to hear that, Evan. But so long as you're in the slammer, give our best to Sean Penn (provided he's not out of jail filming a movie!) - Ed.

WORLD LANDMOCKS

In the article "Little Known World Landmarks" you forgot the EMPIRE STEAK BUILDING!

Karl Manis
Shaw AFB, SC

We understand your beef. We were going to include it, but illustrations of the Empire Steak Building are rare and never well done! And that's no bull. - Ed.

NO PROBLEM!



From the looks of things, Alf liked our spoof of his hit show (MAD #272) as much as a nice hot "CAT"-serole!

NORTH JEST TERRITORY

Is MAD artist Harry North a relative of Col. Oliver North?

Tom Starling
Valley City, OH

No one wants the truth to be known more about this than we do. But respectfully, we must decline to answer on the grounds that it may incriminate Harry! - Ed.



Steve Johnson of Tulsa, OK sent us this editorial cartoon from the Tulsa Tribune. We pardon you, Steve!

DIRTY LAUNDRY

I was reading "Legal Wreckin'" by Dick DeBartolo and Angelo Torres when I came to the joke about bullets bouncing off an over-starched shirt. You used the same joke in "Knut Rider," (MAD #241, Sept. '83) done by DEBARTOLO and TORRES! Did you think you could get away with it unnoticed?!

Crip Erickson
Minot, ND

There's a simple explanation: Mel Gibson and David Hasselhoff have been taking their shirts to the same cleaners for years! What we want to know is, did you think you could get away unnoticed with an overstarched name like "Crip"? - Ed.



"Knut Rider" MAD #241

"L.A. LEWD"

L.A. LAW NIGHTMARES ON ELM STREET LETHAL WEAPON



Steven Bochco

August 6, 1987

MAD
Department 274
485 Madison Avenue
New York, New York 10022

Dear MAD Magazine:

Great artwork.

Great writing.

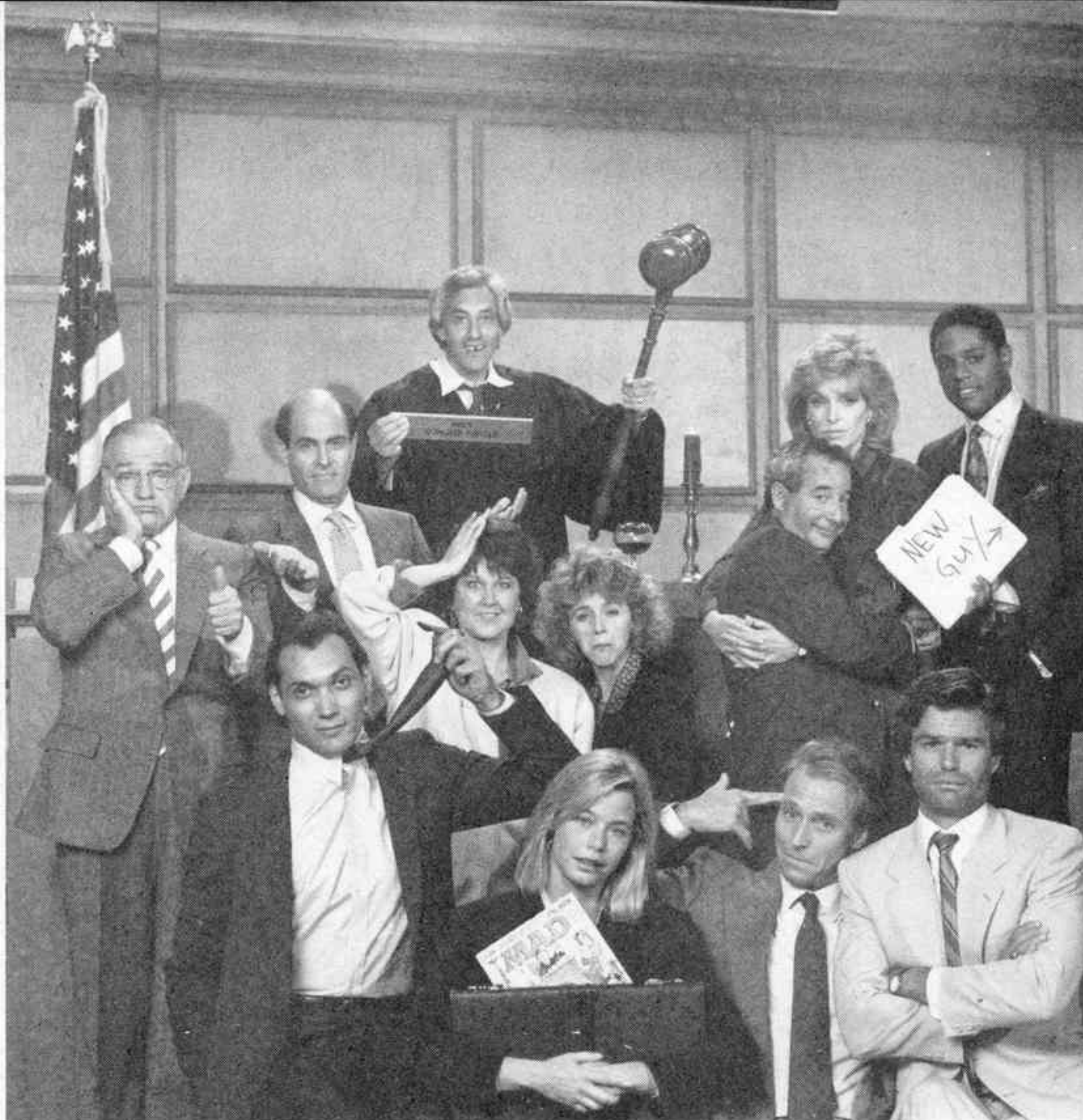
We hereby grant you by virtue of the power vested in us by NBC and 20th Century Fox, an honorary L.A. LAW degree.

Sincerely,

Steven Bochco

The Honorable Steven R. Bochco

SRB:mf



There's an old saying that goes "Art imitates life." Well, this time it's the other way around! Mainly, the cast of "L.A. Law" imitating MAD! The stars of the NBC series were so taken aback by the cover of MAD #274 that they decided their only legal recourse was to pose for a photo copying our cover. We thank them, but wish they had sent the picture a few months earlier—it would have saved cover artist Mort Drucker a lot of work! Pictured are: Front row: Jimmy Smits, Susan Dey, Corbin Bernsen, Harry Hamlin. Middle row: Richard Dysart, Alan Rachins, Susan Ruffan, Michele Greene, Michael Tucker, Jill Eikenberry and "new guy" Blair Underwood. In the back is "L.A. Law" Producer Steven Bochco doing an Alfred imitation!

"ELM STREET"

I'm a reporter for the South End newspaper in Detroit, and I recently interviewed Robert Englund, who portrays Freddy Krueger in the "Nightmare On Elm Street" films. When I asked if he was waiting for MAD to do a satire of his films, he answered, "If they do, I'll buy and frame it and put it up in my office!" Thought you'd like to know!

Lucy Kitchen
Detroit, MI

What a coincidence! When we interviewed Robert Englund, he said that if the South End newspaper ever did a story on him, he'd shred it, burn it and throw the ashes into Lake Michigan! Go figure! — Ed.

MORON MAIL

What does the word "Yecch" mean?
Chris Santine
Broomall, PA

A good question. "Yecch" is an old Yiddish word that when loosely translated means "Berg."
— Ed.

FAN LETTER OF THE MONTH

DEAR MAD-MEN,
As a third decade devotee, I was tickled to see in YEE-NEE'S PLAYHOUSE some MADITIES FROM THE PAST: THE MAD POINT, ARTHUR THE PLANT, POTZKEBE, ETC. THANKS.

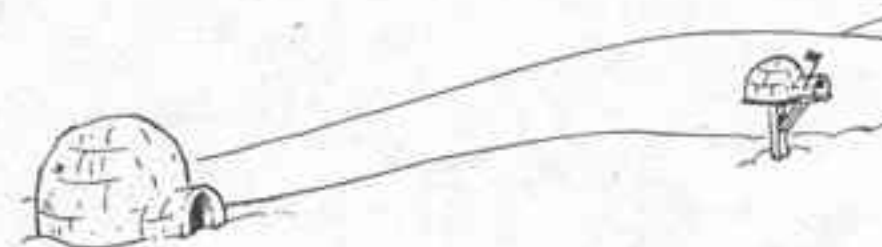


Ray Coshov
San Francisco, CA

A SUPER SPECIAL COMMENT

I was just reading your Spring 1988 Super Special "MAD Mania" and the article "Questions We'd Like to Ask TV Advertisers." I have one of my own: TO THE COCA-COLA CO. — Is the fact you hired Max Headroom to promote New Coke indicative of your inability to find a human star to endorse the stuff?

Robert Bischoff
Deerfield, MI



Please Address All Correspondence To:
MAD, Dept. 276, 485 MADison Avenue
New York, New York 10022

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

DEVILED HAM AND SCRAMBLED LEGS DEPT.

Every once in a while, a new movie comes along that's funny, clever and in good taste. Maybe one day we'll be lucky enough to see one! Until then, we'll just have to take whatever Hollywood throws up to us as we try to stomach...

THE WRETCHES OF ECCHFlick

I'm Spookie Witchmeat! In college I majored in fertility! My husband left me because every time we had sex I got pregnant! How fertile am I? I gave birth on the first date!

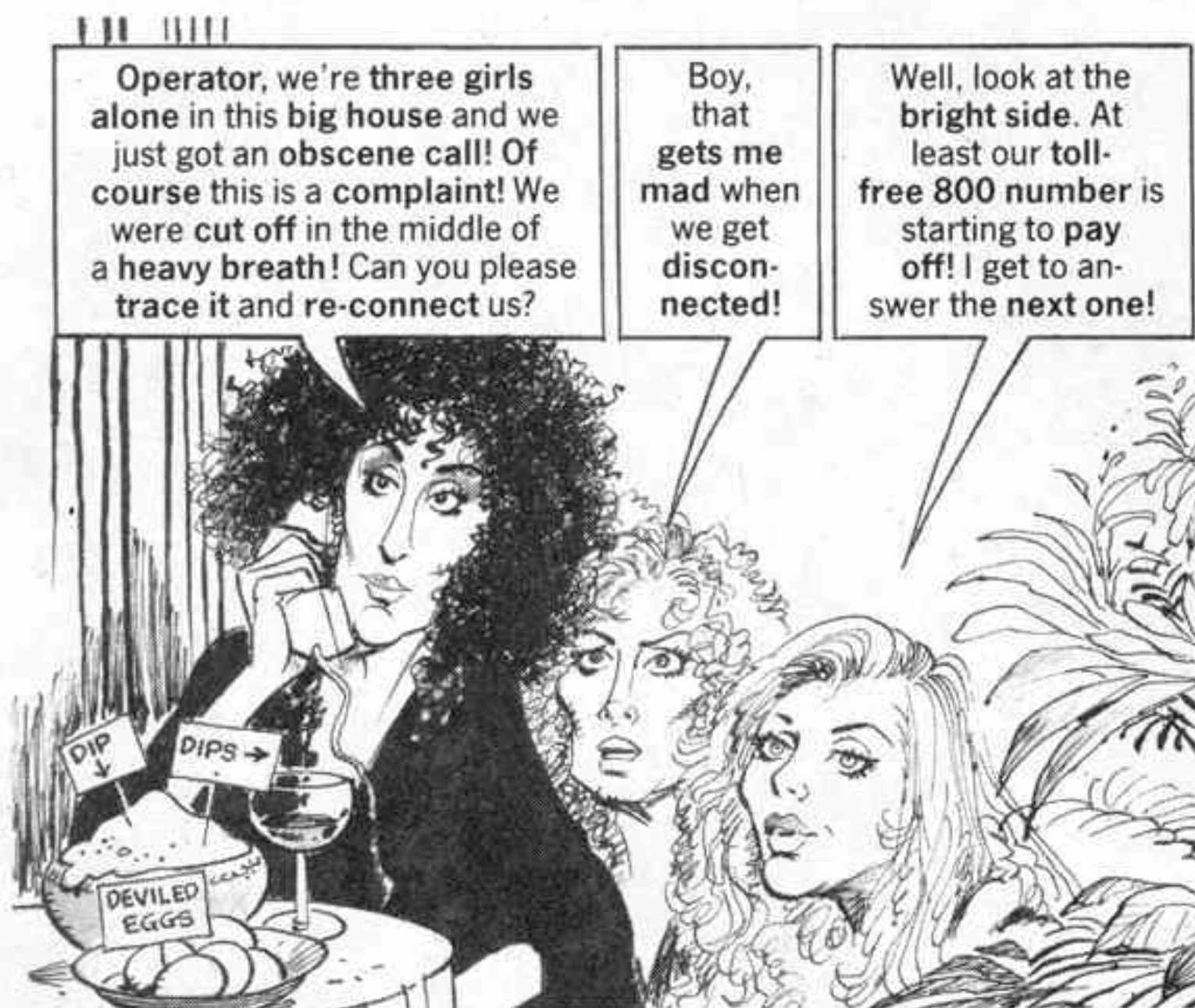
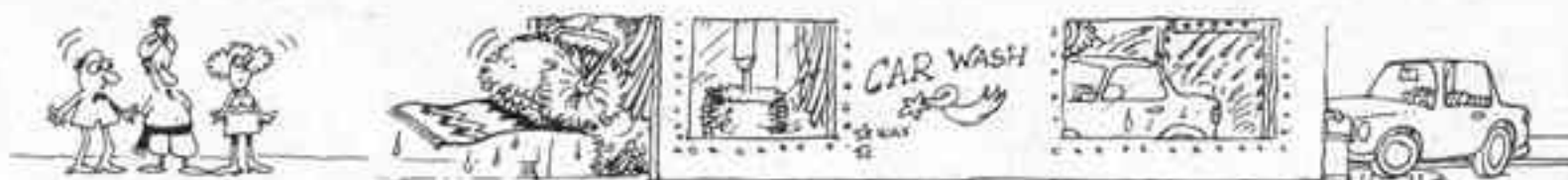
I'm Jade Boffer! I teach music at the local school! I used to lack self-esteem, but Drool's changed all that! He's filled me with so much lust and desire that now I'm proud to be a bimbo!

I'm Abracadabra Bedbird, one of Drool's sexual conquests! To me, he's gross, vulgar, sickening and emotionally retarded! Lucky for him I'm a pushover for men who are gross, vulgar, sickening and emotionally retarded!

I'm Drool Van Horny, but my friends call me Satan! I'm Ecchflick's one and only sex-crazed, supernatural weirdo! I love flaunting my wealth and power, and when I don't get what I want, I plead and whine and carry on something awful until they come across! The way I see it, if I bomb out here, I can always make it as a televangelist!

AT LAST,
DE TAIL!

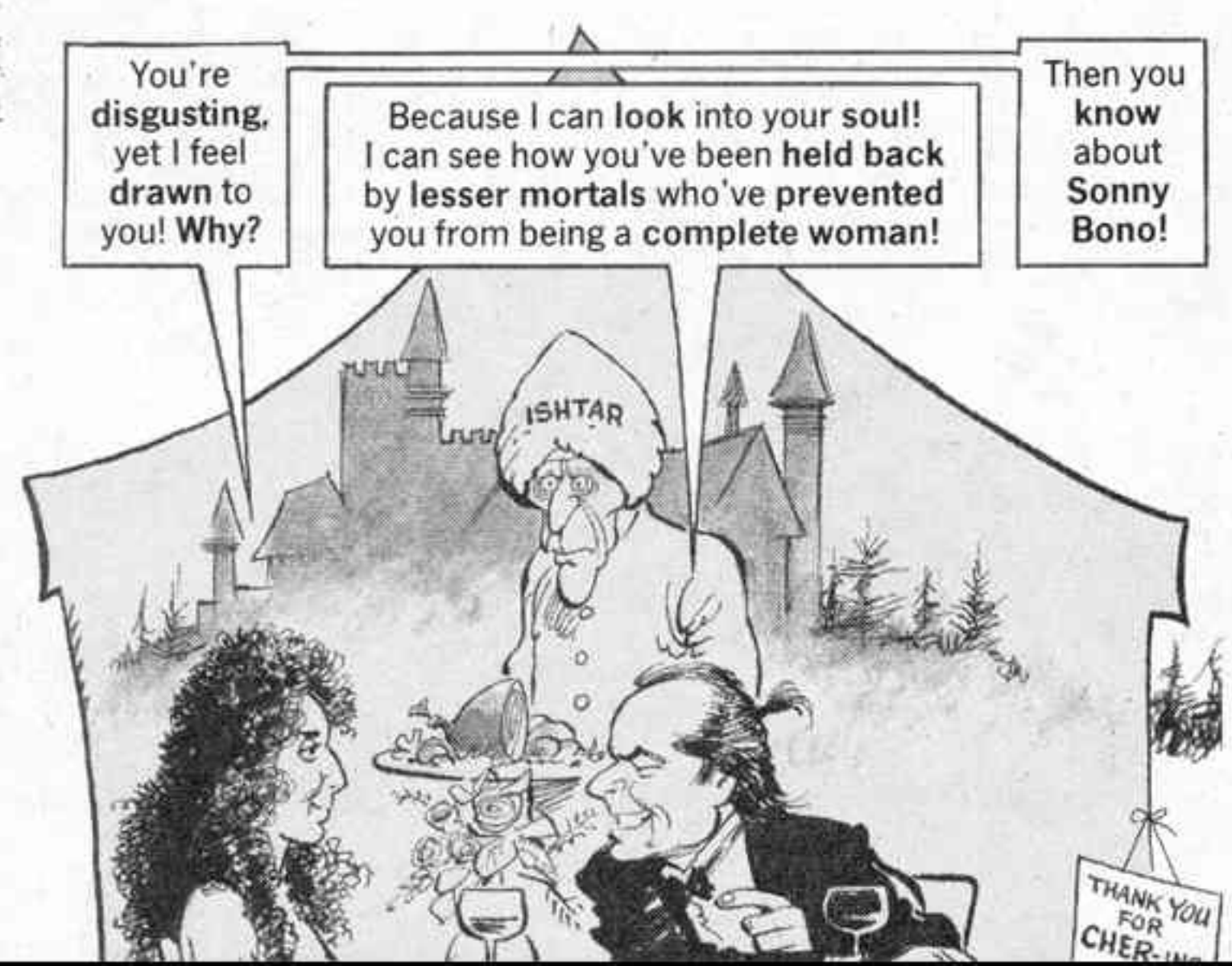
IIIQT
DRUCKER

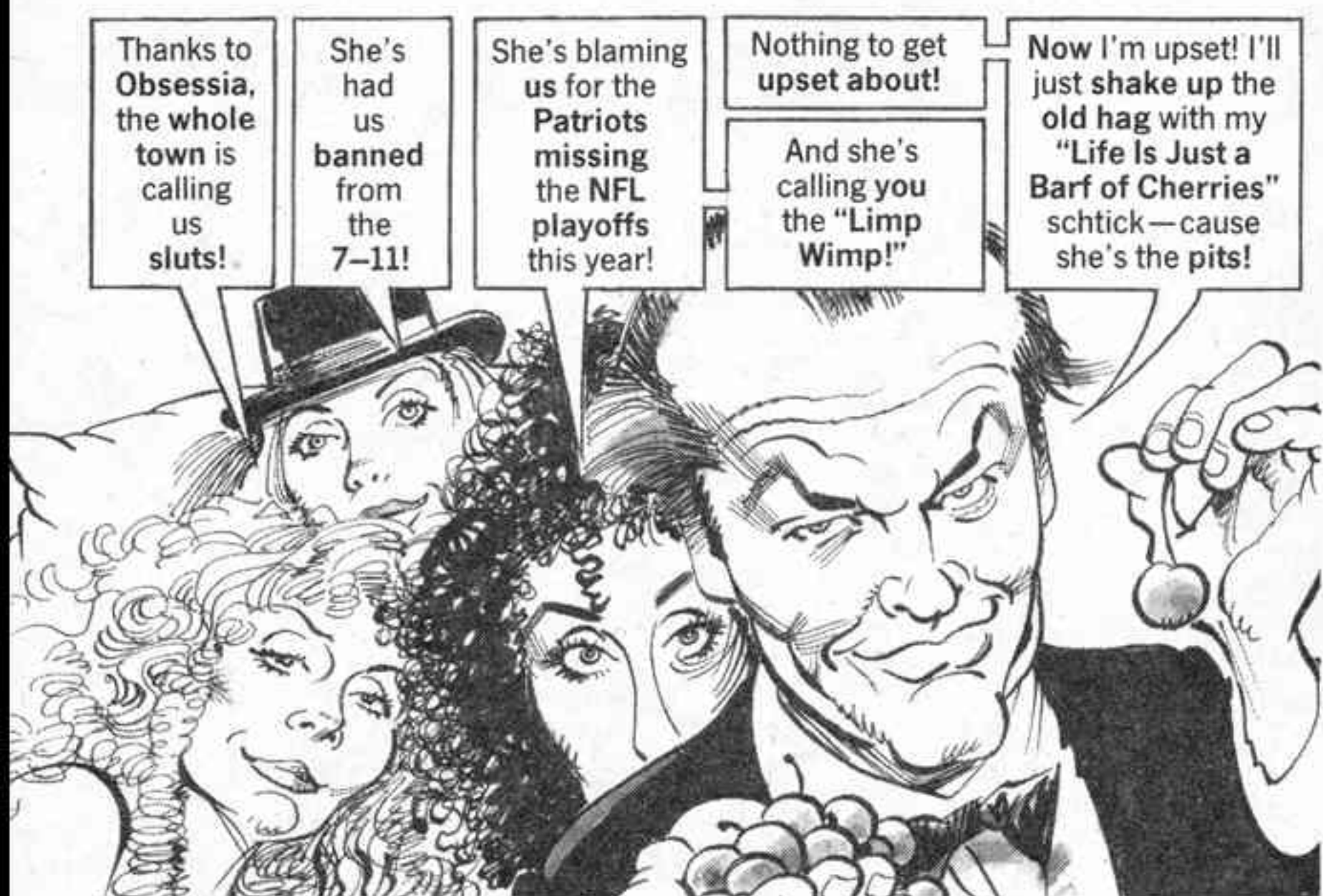
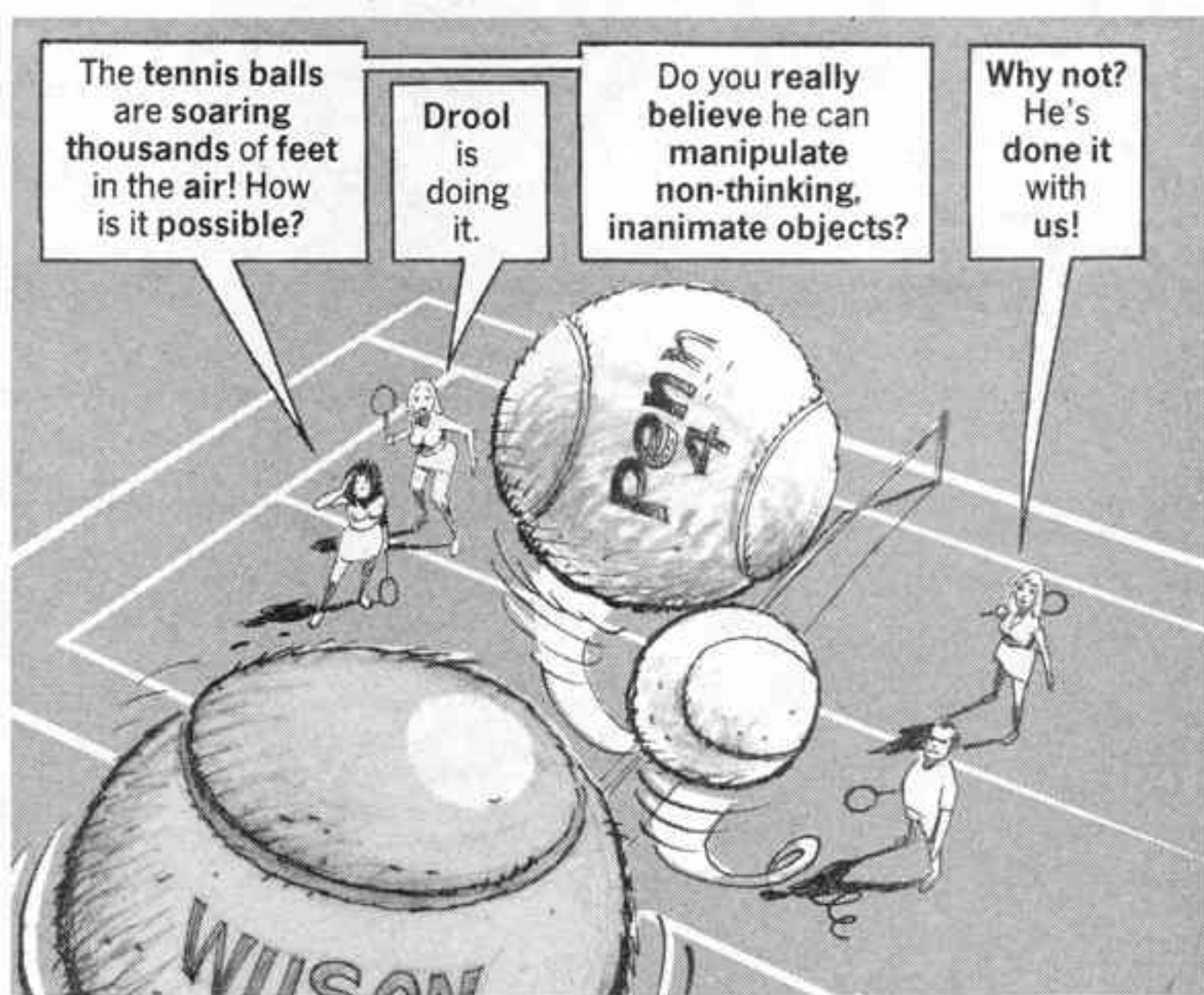
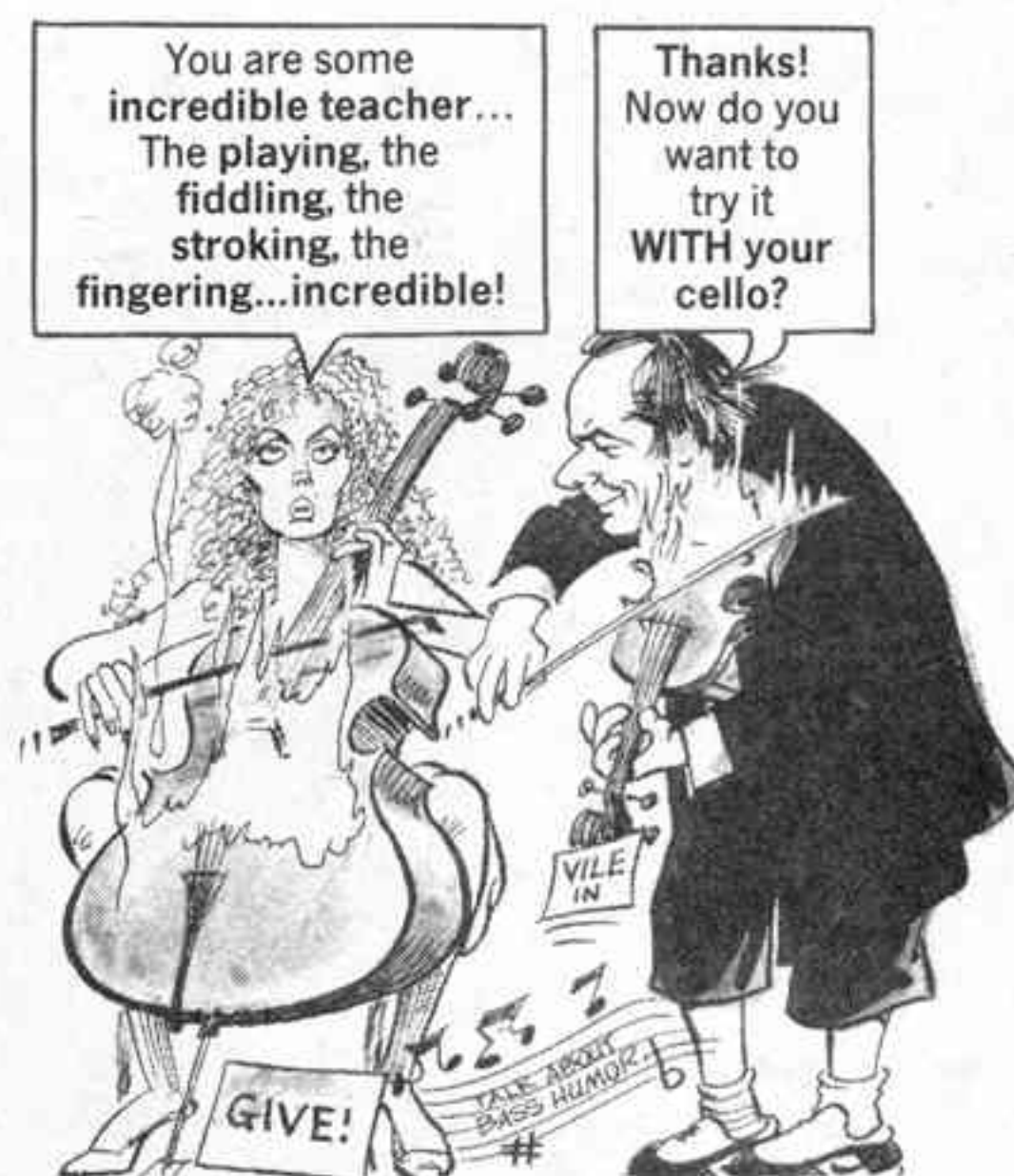
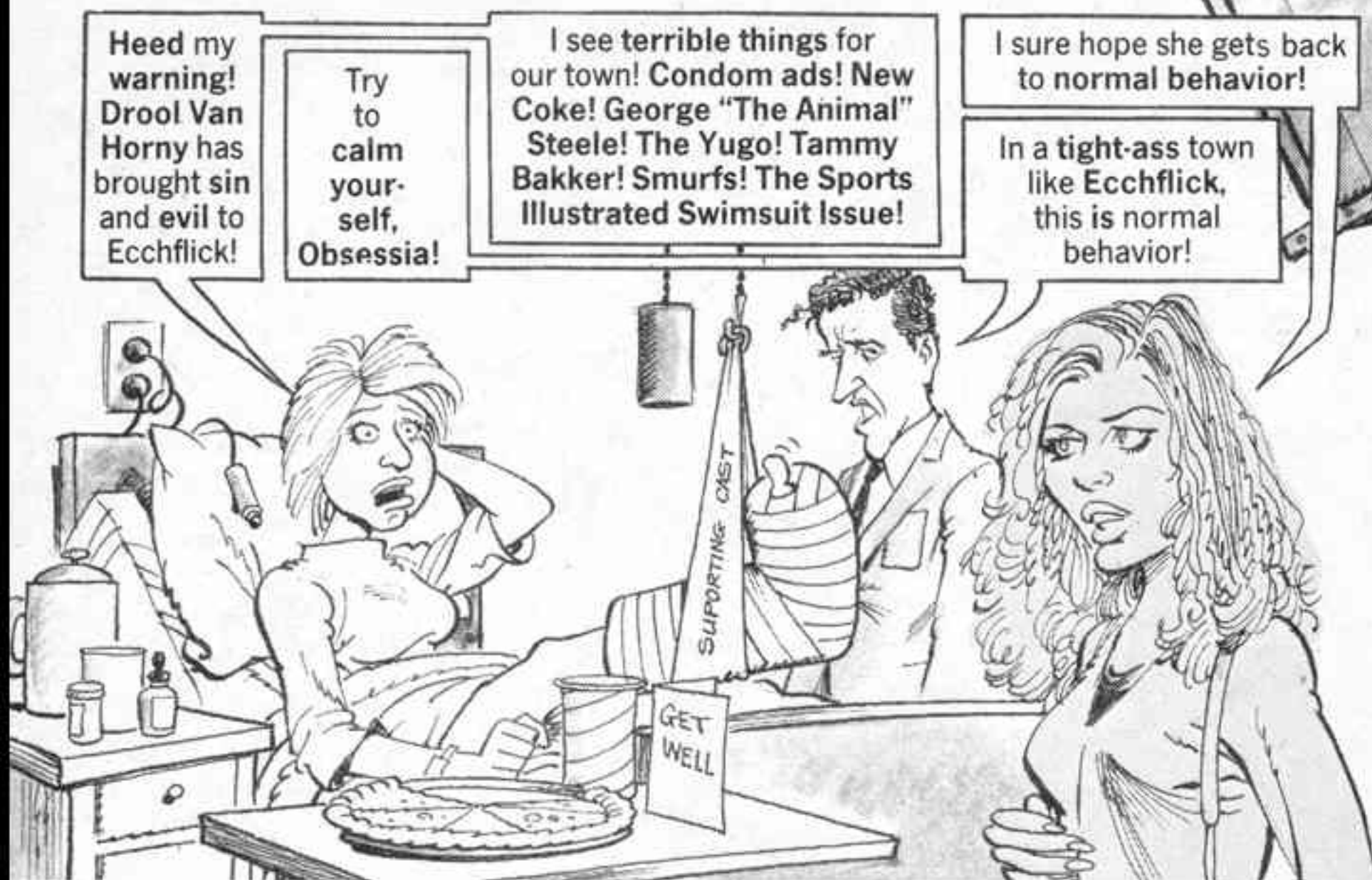


ARTIST: MORT DRUCKER



WRITER: FRANK JACOBS







Clod just killed Obsessia, and you made it happen, Drool! How did you get your evil insane power?

Through reincarnation! In my first life I was a hopeless drunk in "Easy Rider"! Then I reincarnated as a radical weirdo in "Five Easy Pieces," was reborn as a nut case in "One Flew Over the Cuckoo's Nest" and came back again as a homicidal maniac in "The Shining"!

Why is Spookie bent over in pain?

Because Drool is sending destructive impulses through the atmosphere to her body!

Gee, if he had only sent them by the U.S. Postal Service—she never would have received them!

I'm sorry but we can't help her. She doesn't have the "mysticism curse" rider in her Blue Cross policy...



We created Drool! Now we must destroy him by using this voodoo doll! I'll stick a pin in his leg to cause incredible pain...

And I'll stick a pin in his arm to cause even more pain. What are you going to do, Abracadabra?

Let me think... Hmmm—I have this electric pencil sharpener...



We'll jab him until he screams in pain!

Make him vomit until he coughs up a major organ—and moviegoers cough up their Goobers!

When I said "Give from way down deep," this isn't exactly what I had in mind!

Something tells me there was something wrong with those cherry pies I made for the church bake sale!

I got that yucky stuff over half my face!

The worst part is the Bible says we gotta turn the other cheek!



...And finally obliterate him!

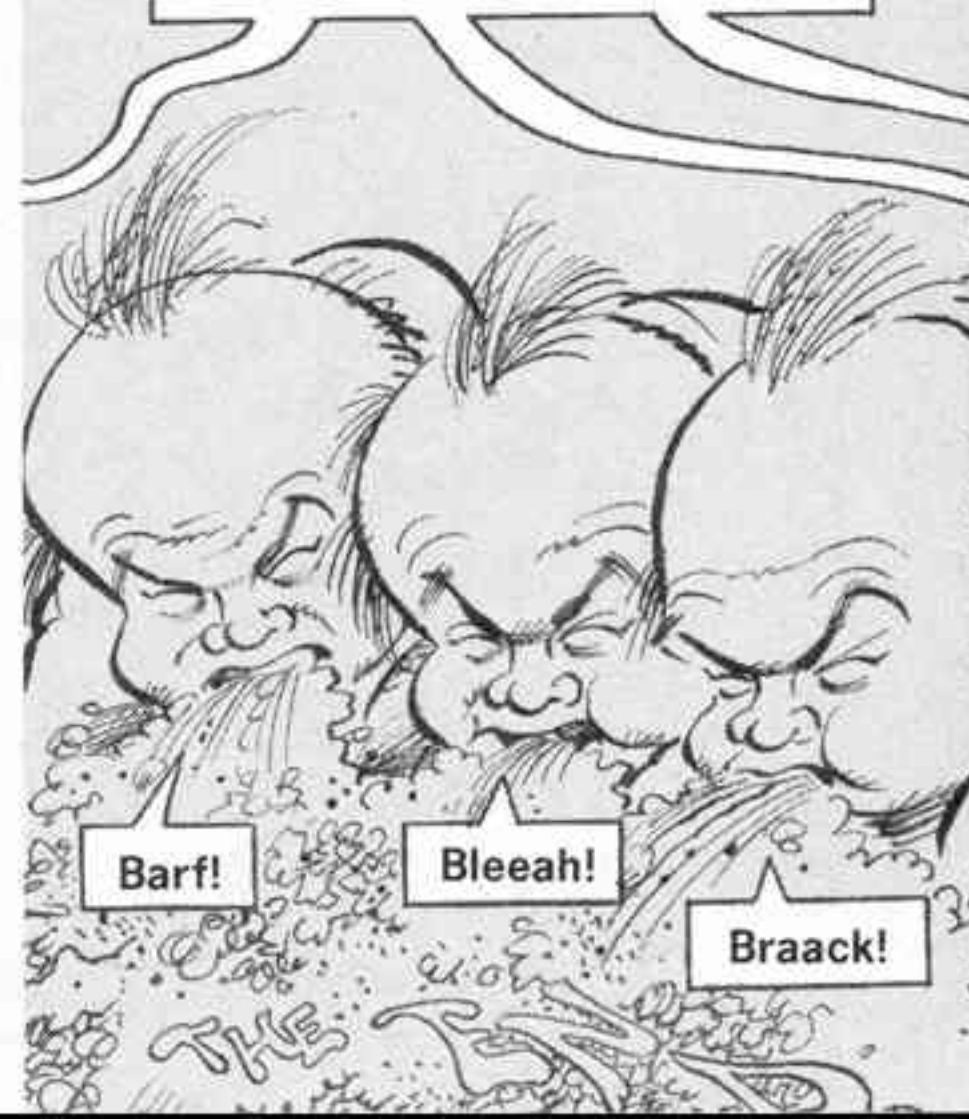
Drool's back in the supernatural world and each of us has his child! Do you think people will know he was the father? After all, the babies do look like Drool!

And sound just like Drool!

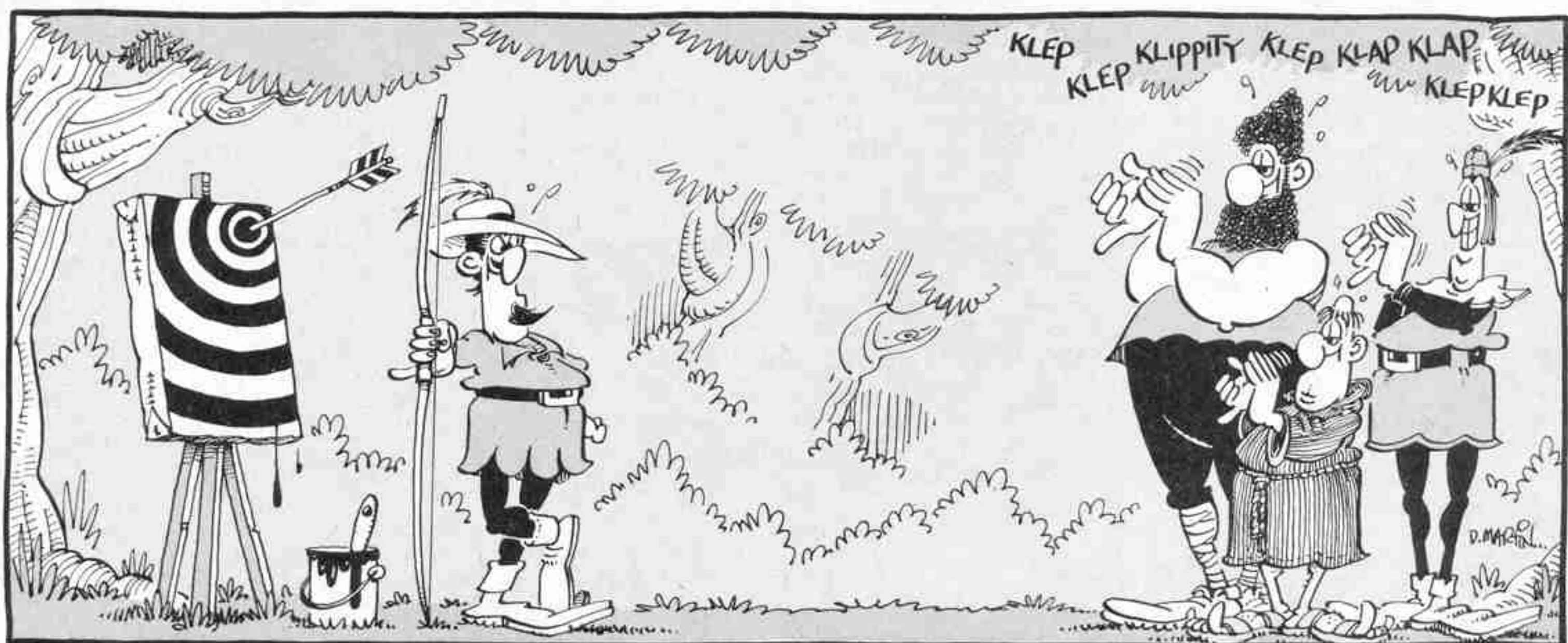
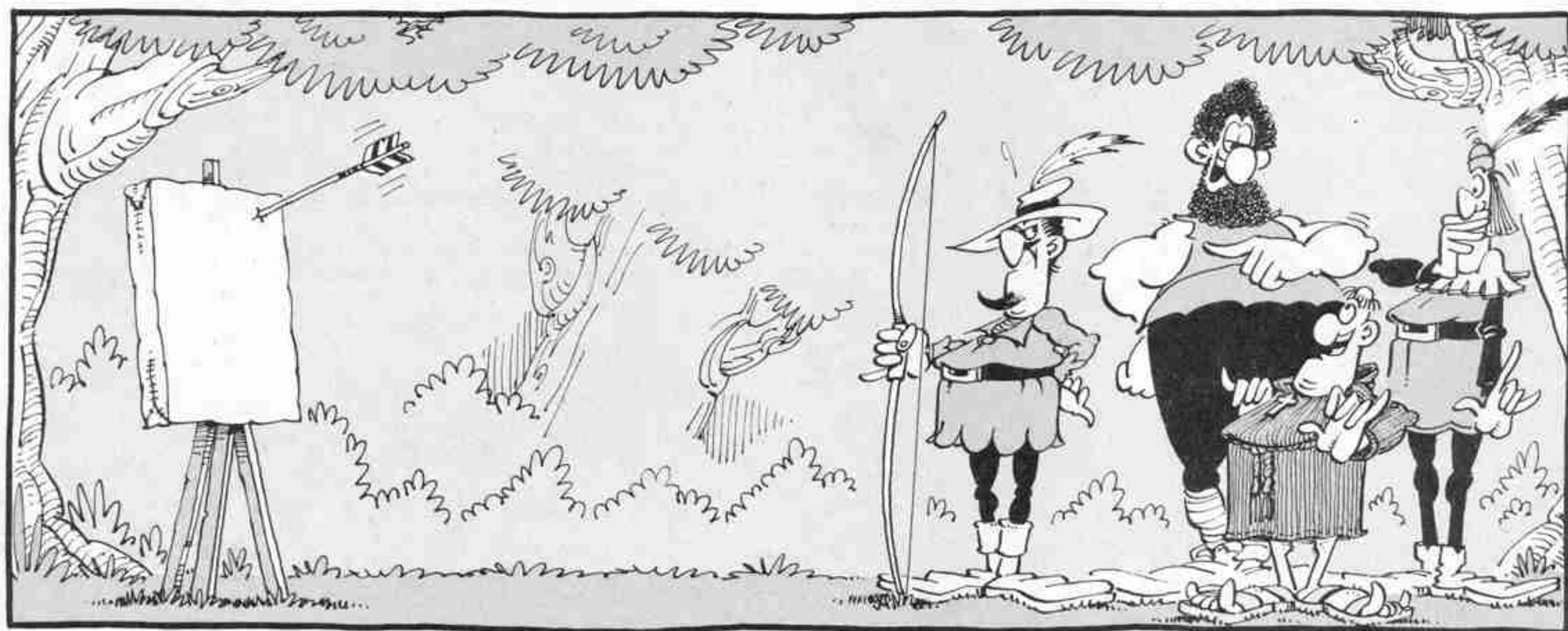
And especially...



THROW UP LIKE DROOL!!



ONE MORNING IN SHERWOOD FOREST



Once upon a time, there was a Mommy, a Daddy and a good little girl...and that was about 1 million years ago! Times have changed! TV and movies have kept up with current reality, but books for kids are way behind! Nowadays, kids don't bring home stray cats and live happily ever after! We know what *really* happens—the kid breaks out in a horrible rash, the furniture gets clawed to shreds, and the kitty chokes on a hairball! It's time to bring young readers into the real world! So we present...

Mad's Updated Children's Books

ARTIST: GEORGE WOODBRIDGE

WRITER: MATTHEW T. SMITH

A HANDGUN FOR HARRIET

By Beverly Cranky

42 pages; Random Shot House

\$11.95 (Ages 8 to 12)

A NAUGHTY little girl cures her younger brother's thumb-sucking problem in this gentle and reassuring story. Realistically illustrated.



BEN BAILEY DOESN'T FLOSS

By Toothie de Pullola

27 pages; Spitner's

\$7.95 (Ages 3 to 8)

BEN Bailey's poor oral hygiene causes his teeth to turn green and mossy and drop out one by one. This charming picture book is a humorous and delightful way to frighten impressionable young children into proper dental care. The latest work by the award-winning author of *Billy Doesn't Bathe*.

HAMSTERS DON'T FLY

By O.Y. Vey

58 pages; Little, Brown Animals

\$9.95 (Ages 6 to 21)

A GROUP of first graders home from school put their theories about gravity to the test from a friend's tenth-floor apartment. Illustrated in full color.



CREEPY HOWARD

By Shelved Silverspleen

14 pages; E.P. Dullwitted

\$12.95 (Ages 6 to 9)

A CRUEL joke embarrasses a bashful country boy on his first day in school. Will he grow to overcome his shyness and make friends—or will he bring his softball bat to school and take the law into his own hands?

TABBY HAD PUPPIES!

By Morose Sendback

62 pages; Hometown Mutant

\$7.95 (Ages 8 and up)

YOUNG Jim Feisterbrat uses his Apple home computer to reprogram the genetic structure of the family cat—with zany results.





MUFFY'S MYSTERY

By A.A.A.A. Enlim

122 pages; Gee Pee Tantrum's Sons

\$27.95 (Ages 2 to 10)

PRE-TEEN sleuth Muffy Hildebrandt is hot on the trail of the mysterious prankster who stole her Uncle Bob's blood pressure pills and replaced them with salt tablets. A warm and whimsical whodunit for young children.



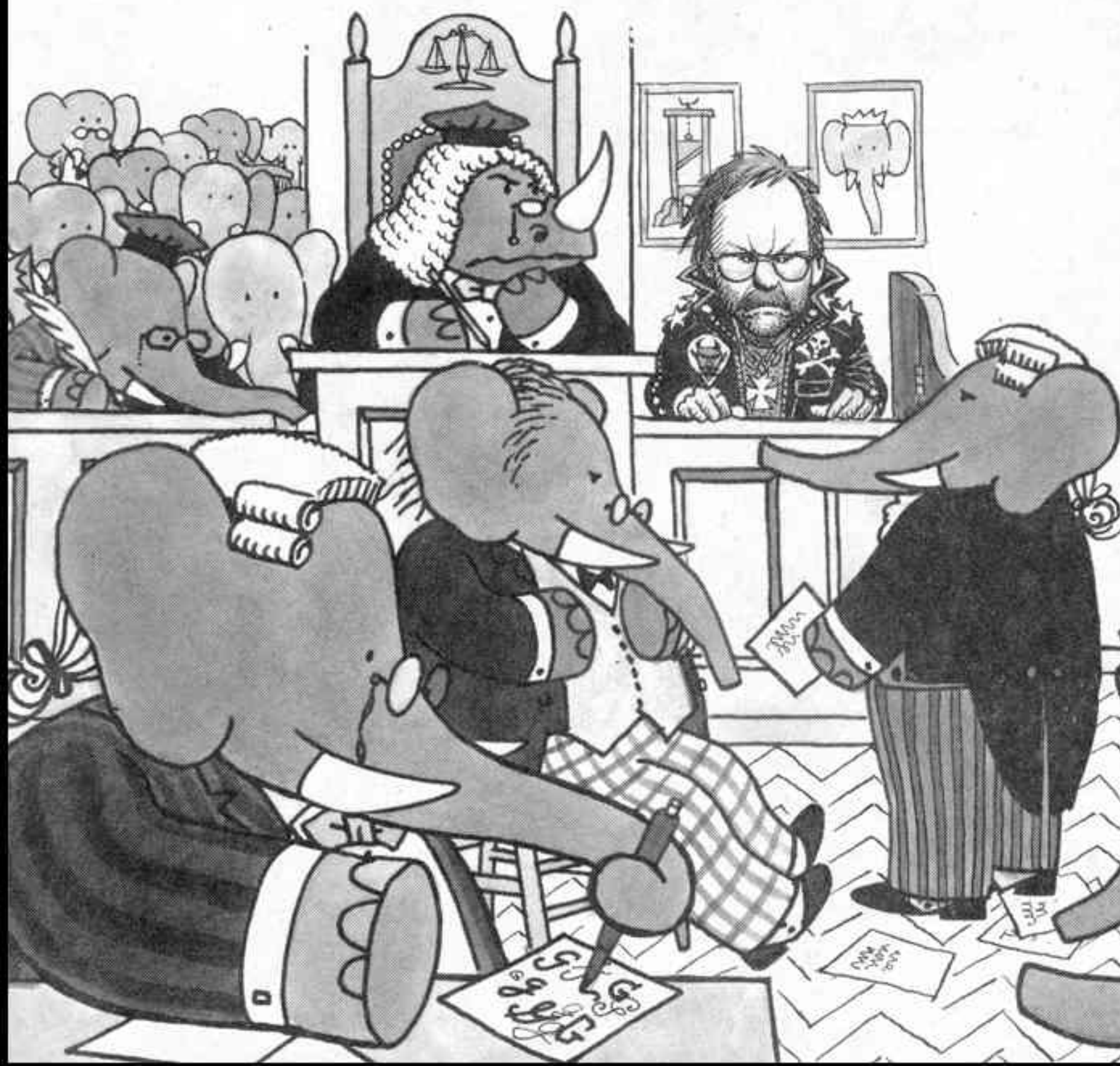
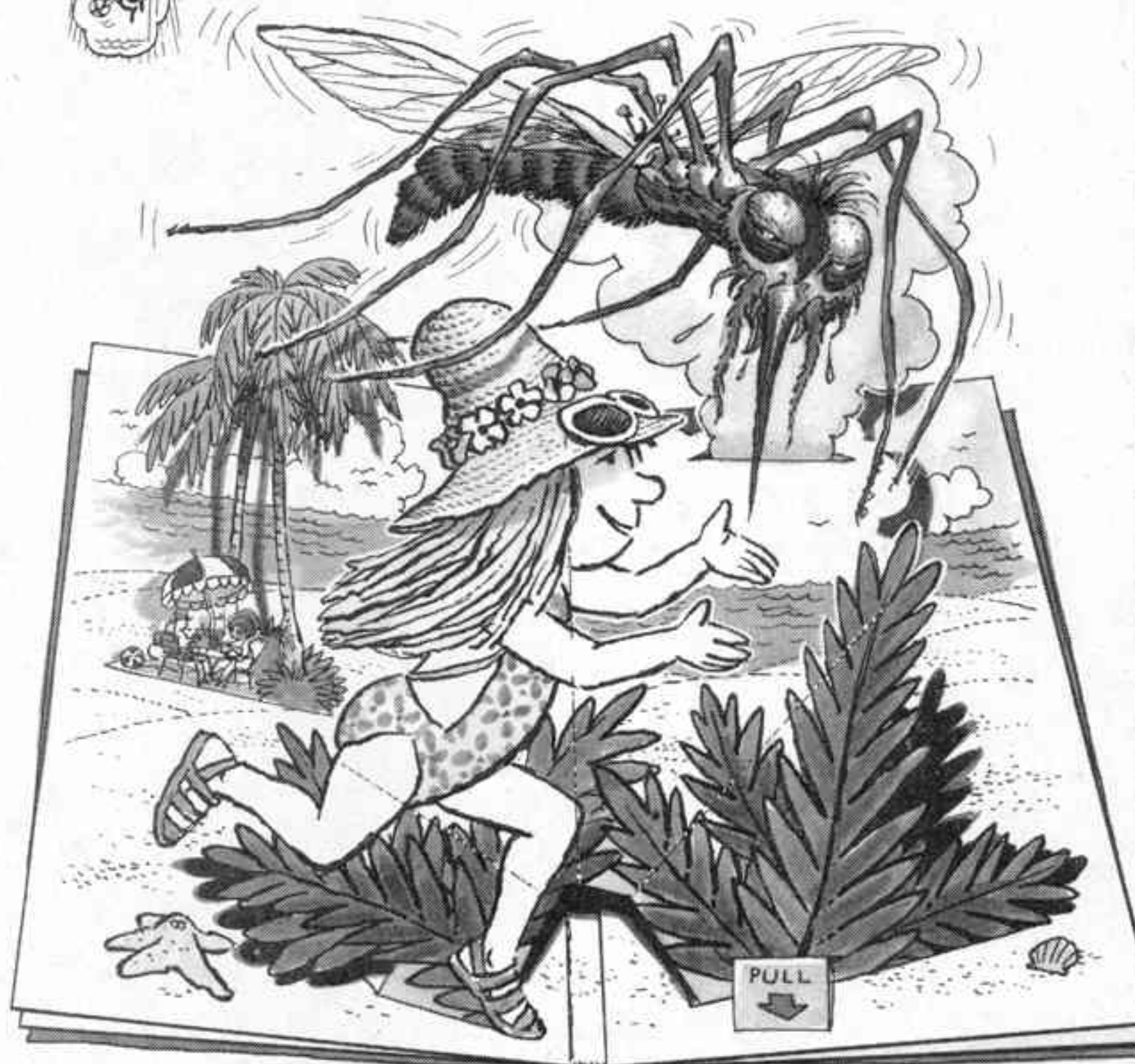
DOLLY AND THE MOSQUITO

By William Sting

30 pages; Scholastic Swamp

\$19.95 (Ages 3 to 8)

WHILE on vacation in Florida, young Dolly Pepper befriends Morris the Mosquito and contracts malaria in the process. A "pop-up" picture book for beginning readers.



TERRIBLE TOM'S DAY IN COURT

By Jean de Brouhaha

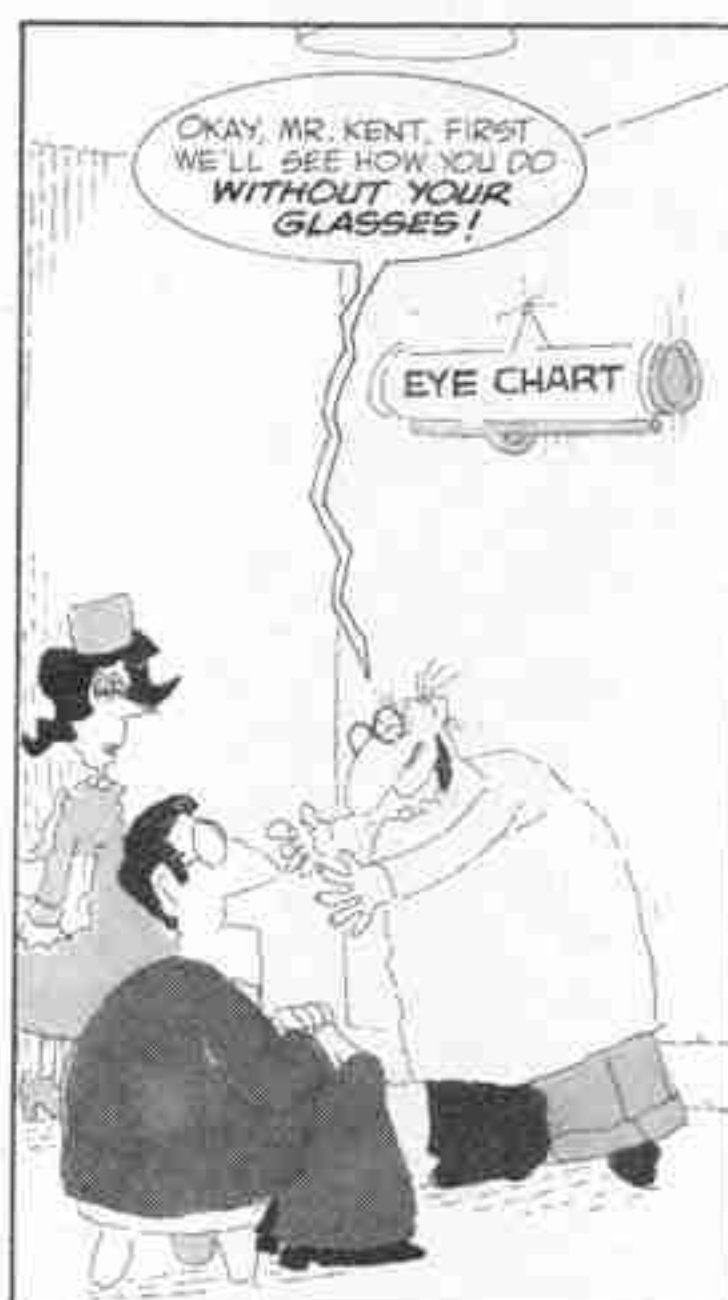
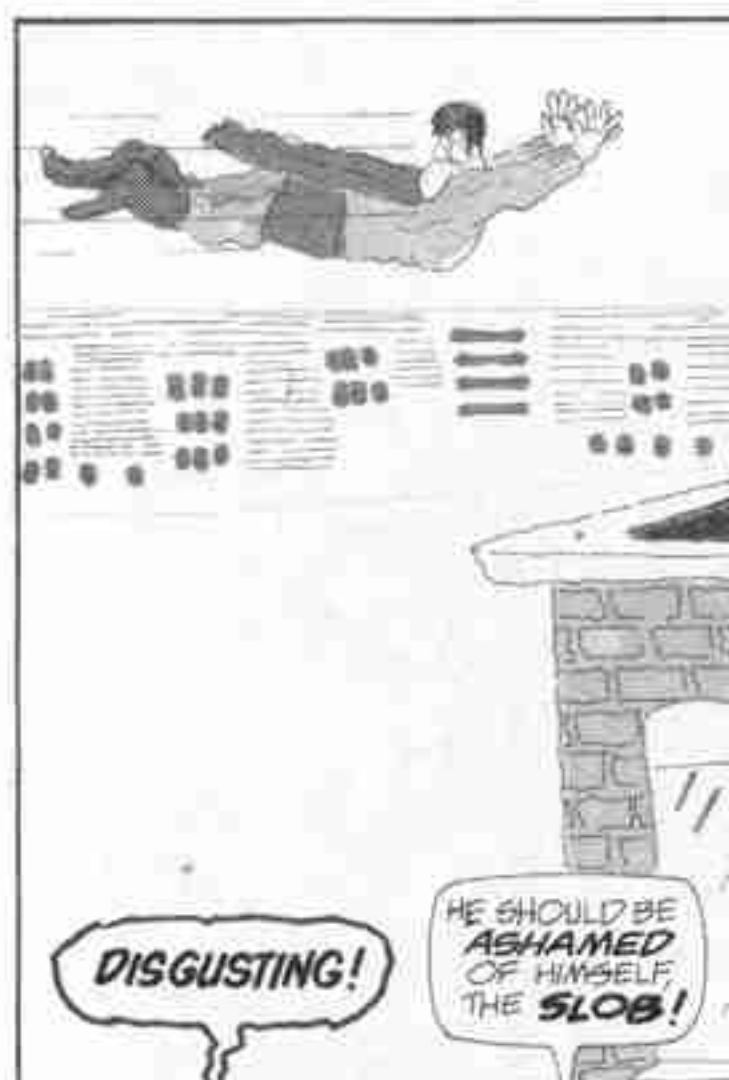
114 pages; Wapner & Row

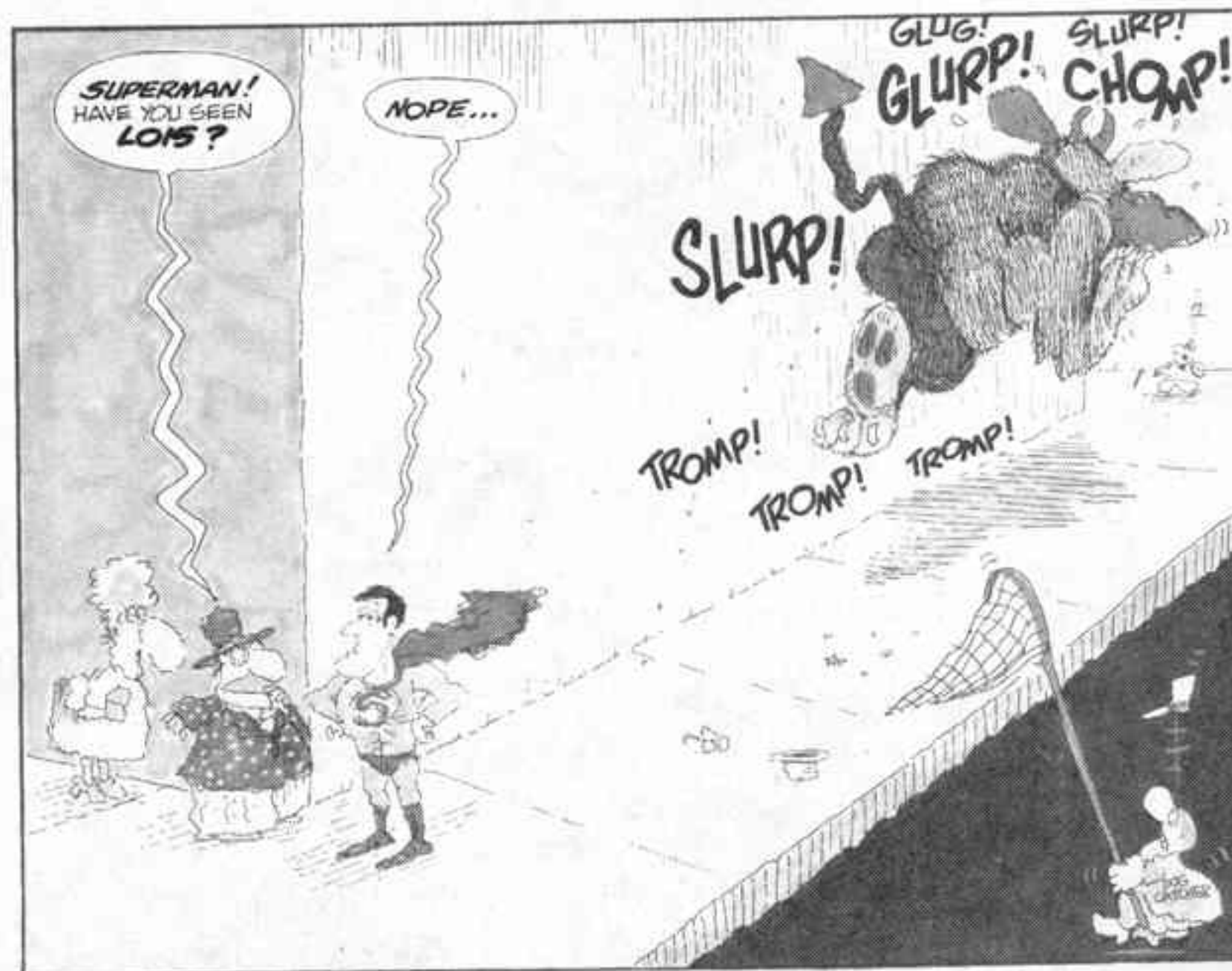
\$13.95 (Ages 7 to 8)

TERRIBLE Tom is the biggest boy on the playground and the meanest bully in school—until an enterprising young victim learns to fight back, slapping Tom and his parents with a six-figure lawsuit.

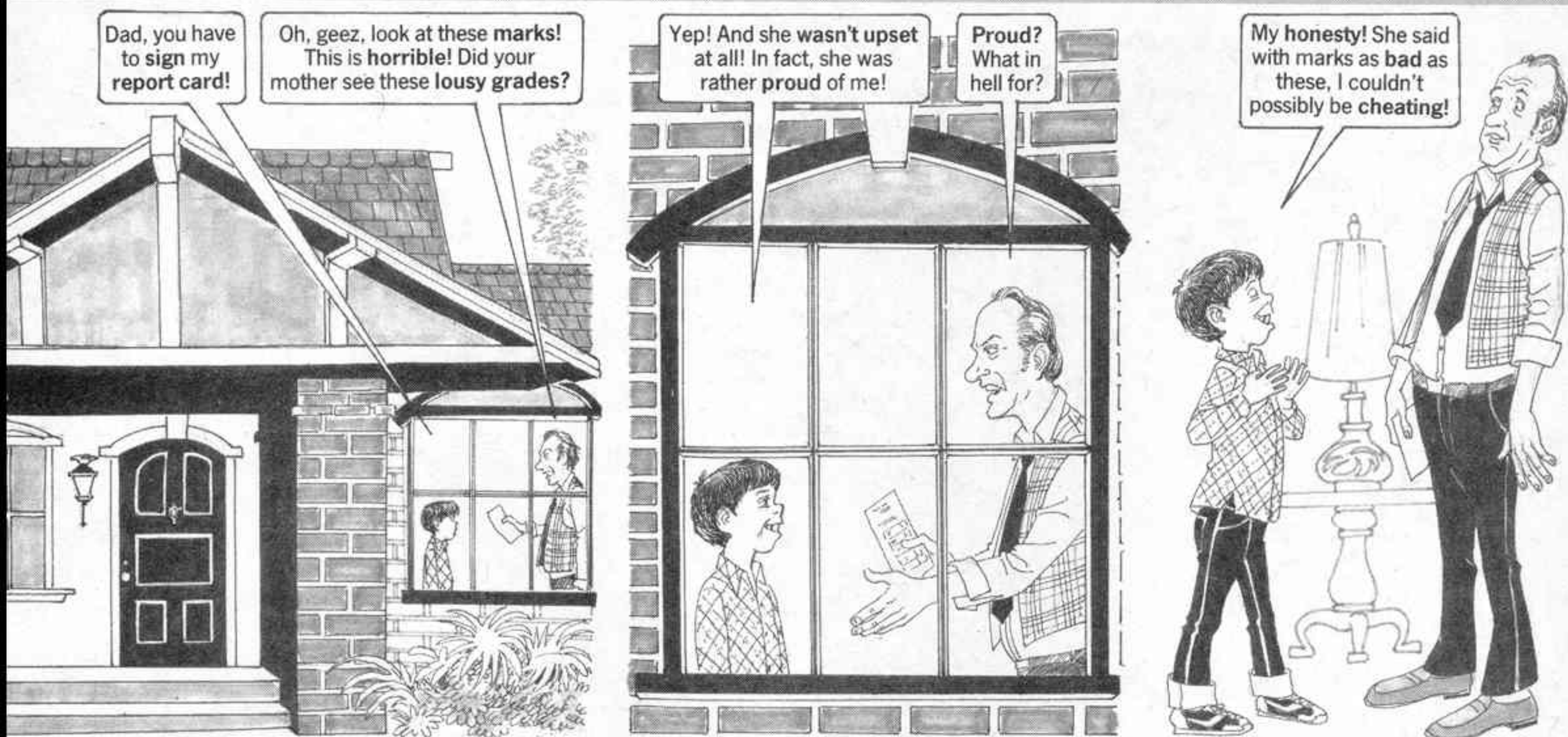
Duck Edwing looks at SUPERMAN

ARTIST AND WRITER:
DUCK EDWING





REPORT CARDS



BERG'S-EYE VIEW DEPT.

THE LIGHTS

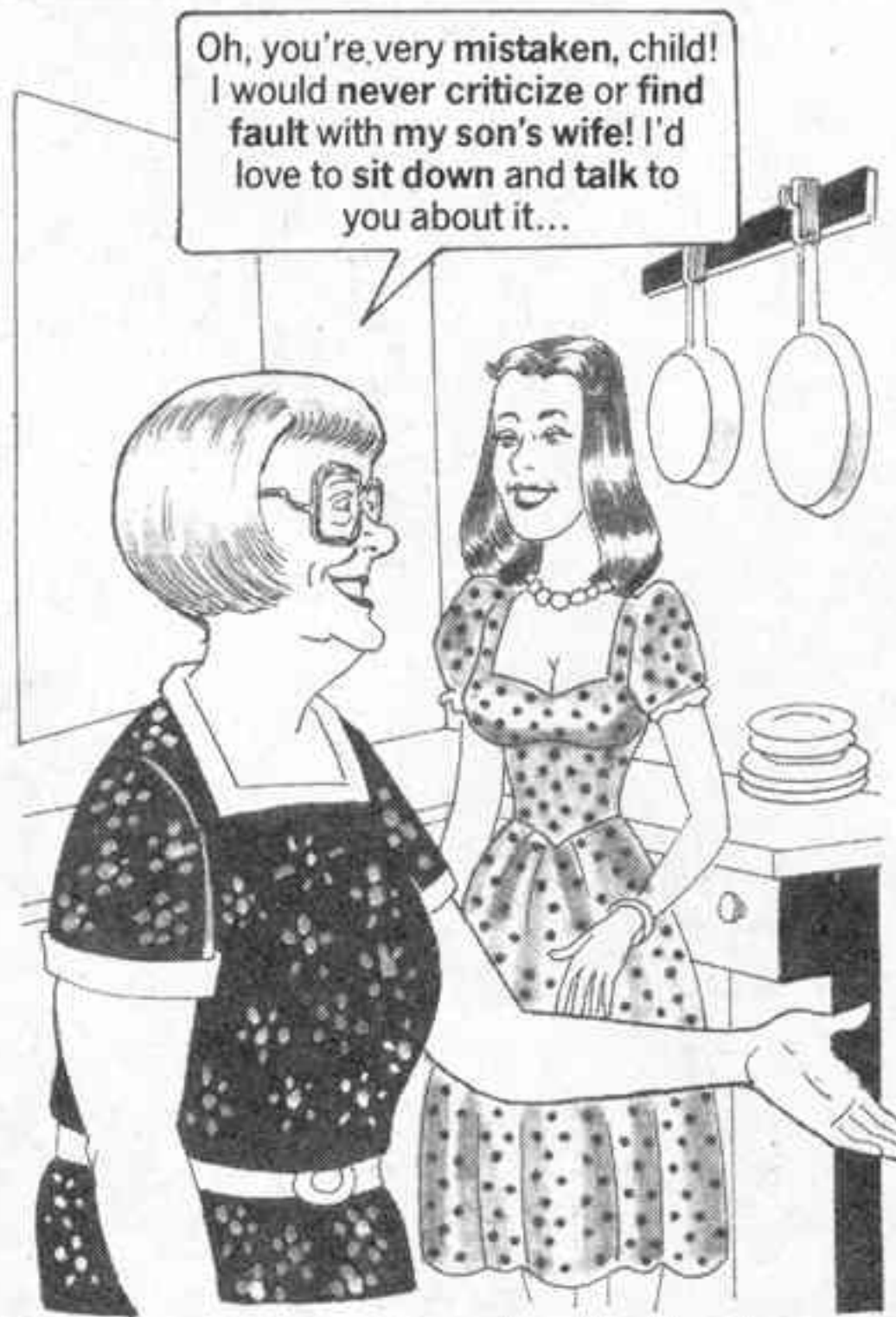
PESTS



IN-LAWS



As Neil's mother, I'll always treat you with respect, Mrs. Wessel! I wish I could treat you more as a friend, but I'm afraid you won't let me! The truth is that you've never said a word to me that isn't some form of criticism!



Oh, you're very mistaken, child! I would never criticize or find fault with my son's wife! I'd love to sit down and talk to you about it...



...but with the way you keep this apartment, I can't find a clean chair!

R SIDE OF...

ARTIST & WRITER:
DAVE BERG

DIVORCE



Hi, Carol! Haven't seen you here in a while! How's your husband?

You mean my ex-husband! Tom and I were just divorced!



On no, not you, too? What happened?

Well, I saw signs of Tom's problems very early on...



...as we were leaving the wedding reception!

CARS



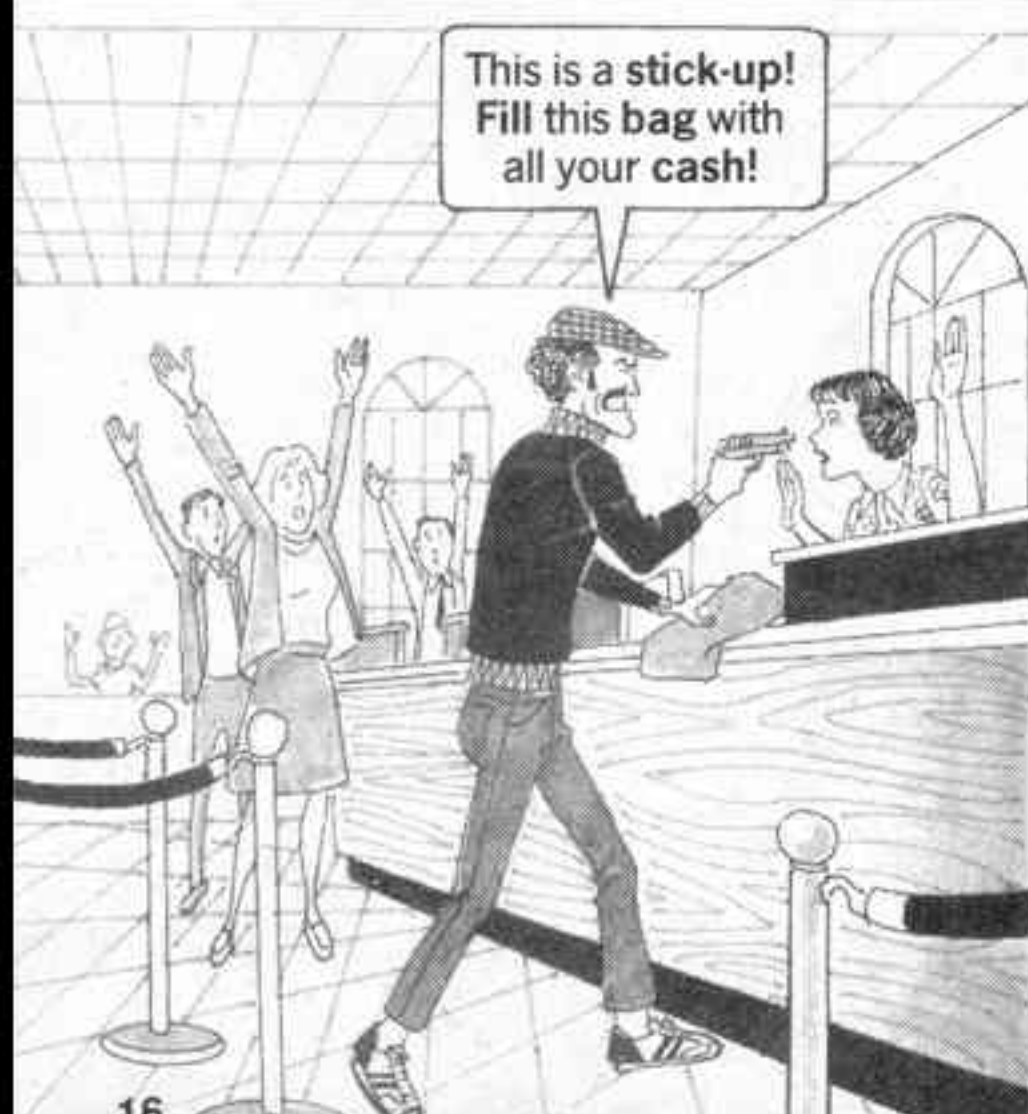
FASHION



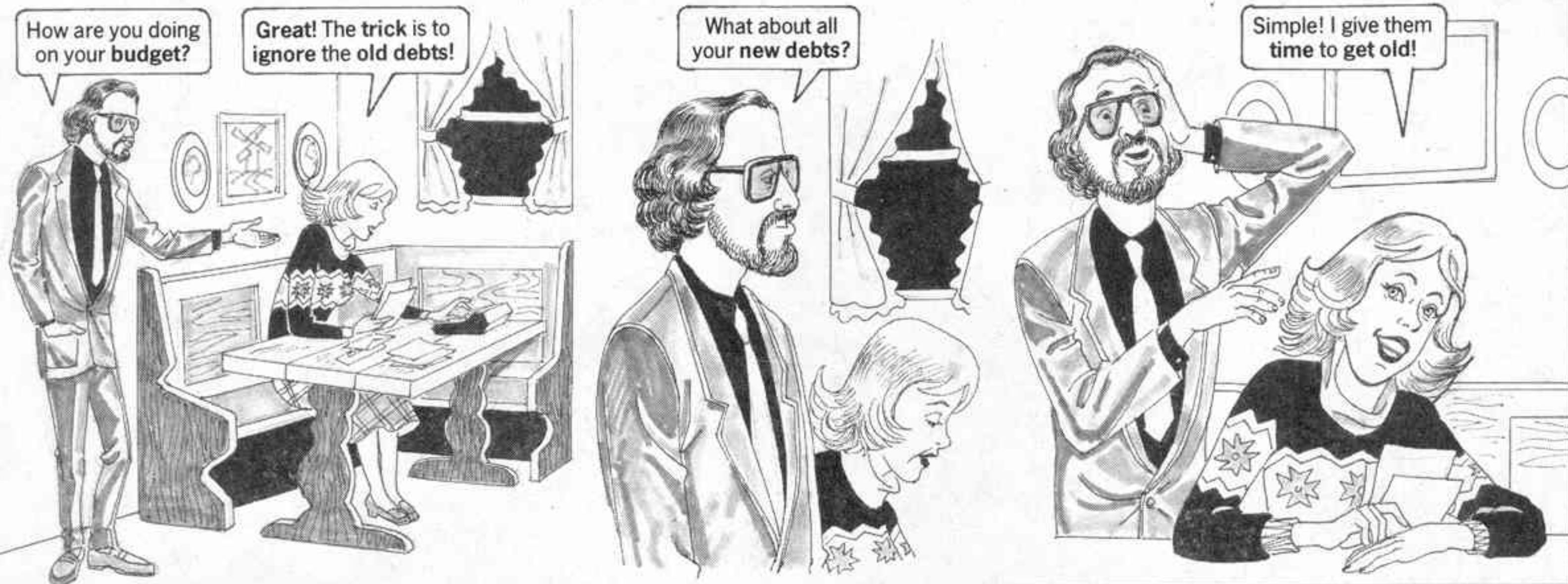
EMPLOYMENT



CRIME



FINANCES



PHYSICAL FITNESS



SCHOOL



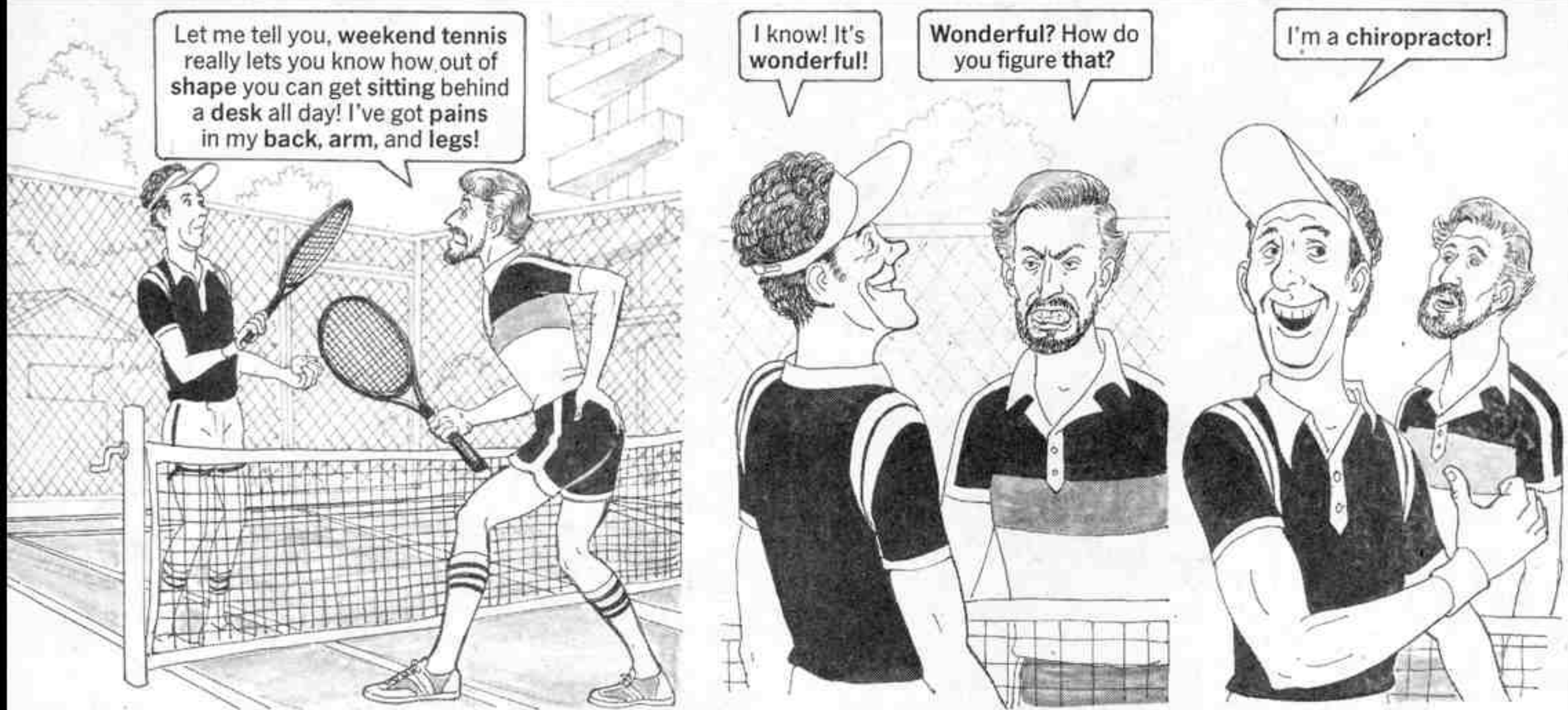
APPOINTMENTS

Let me tell you, weekend tennis really lets you know how out of shape you can get sitting behind a desk all day! I've got pains in my back, arm, and legs!

I know! It's wonderful!

Wonderful? How do you figure that?

I'm a chiropractor!



GIVING THANKS

Teddy, tonight it's your turn to say grace!

Thank you, oh Lord, for the food we are about to receive...

...except for the yechhy cauliflower!



DOCTORS

Doctor, don't tell me I've got to give up wine, women, and song!

Not all three, Kaputnik...

You can sing your fool head off!



We've all heard TV announcers blab about the results of an "independent nationwide survey" which supposedly proved how dearly we love their product. But ever wonder why those independent surveys always produce the results advertisers want? To get to the bottom of this, we conducted our own independent survey—through the waste baskets of big agencies! Unsurprisingly, we found all the negative results conveniently tossed out, while only the favorable pieces survived. So, get ready, 'cause here's part of MAD's newly found collection of..

NATIONWIDE SURVEY RESULTS THAT ADVERTISERS NEVER TELL US ABOUT

ARTIST: PAUL COKER

WRITER: TOM KOCH

THE SURVEY RESULT THEY TELL US ABOUT:



"Nine out of ten amateur photographers say they get brighter, sharper pictures with our new improved \$35 Pilleroid than they do with a \$600 Thumbtax."

THE SURVEY RESULT THEY TELL US ABOUT:



"We studied the performances of seven leading types of investment; and we discovered that mutual funds have outgained all the others."

THE PART WE'RE NEVER TOLD:



The \$600 Thumbtax is the professional model with manual focus, hand-held light meter and complex f-stop setting that nine out of ten amateur photographers will never be able to operate properly.

THE PART WE'RE NEVER TOLD:



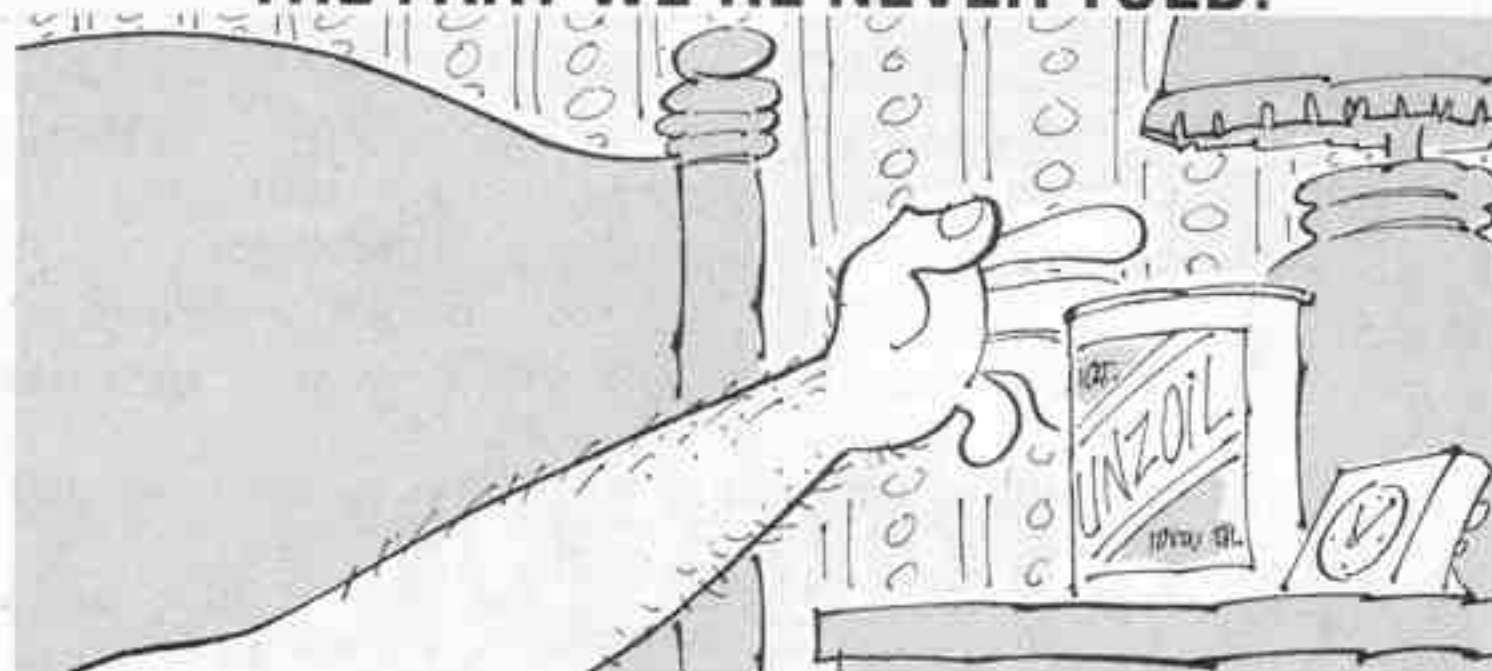
The six investments they outgained were: state lottery tickets, Bolivian diamond mines, Las Vegas slot machines, the Irish Sweepstakes, football parlay cards and chinchilla breeding.

THE SURVEY RESULT THEY TELL US ABOUT:



"Talking with race car drivers on the NASCAR circuit, we found that 28 of this year's winners use Punzoil."

THE PART WE'RE NEVER TOLD:



Of those 28, 12 put it in their cranks, 10 mix it with vodka, 5 use it to hold their hair in place and you wouldn't believe what the other one does with it.

THE SURVEY RESULT THEY TELL US ABOUT:



"When buying a multi-vitamin for their children, two out of three mothers chose One-A-Week brand."

THE PART WE'RE NEVER TOLD:



Of that number, eight of nine chose it because it's the only brand with a child-proof cap that the average adult is capable of easily removing.

THE SURVEY RESULT THEY TELL US ABOUT:



"Among those who try Prylenol once for headache relief, 66% choose it as their regular brand."

THE PART WE'RE NEVER TOLD:



However, all 66% are miffed they must keep taking it on a regular basis, since they still have a headache.

THE SURVEY RESULT THEY TELL US ABOUT:



"We asked 1000 doctors what medication they would want to have with them if they were stranded on a desert island, and 38% chose new Triccadinol."

THE PART WE'RE NEVER TOLD:



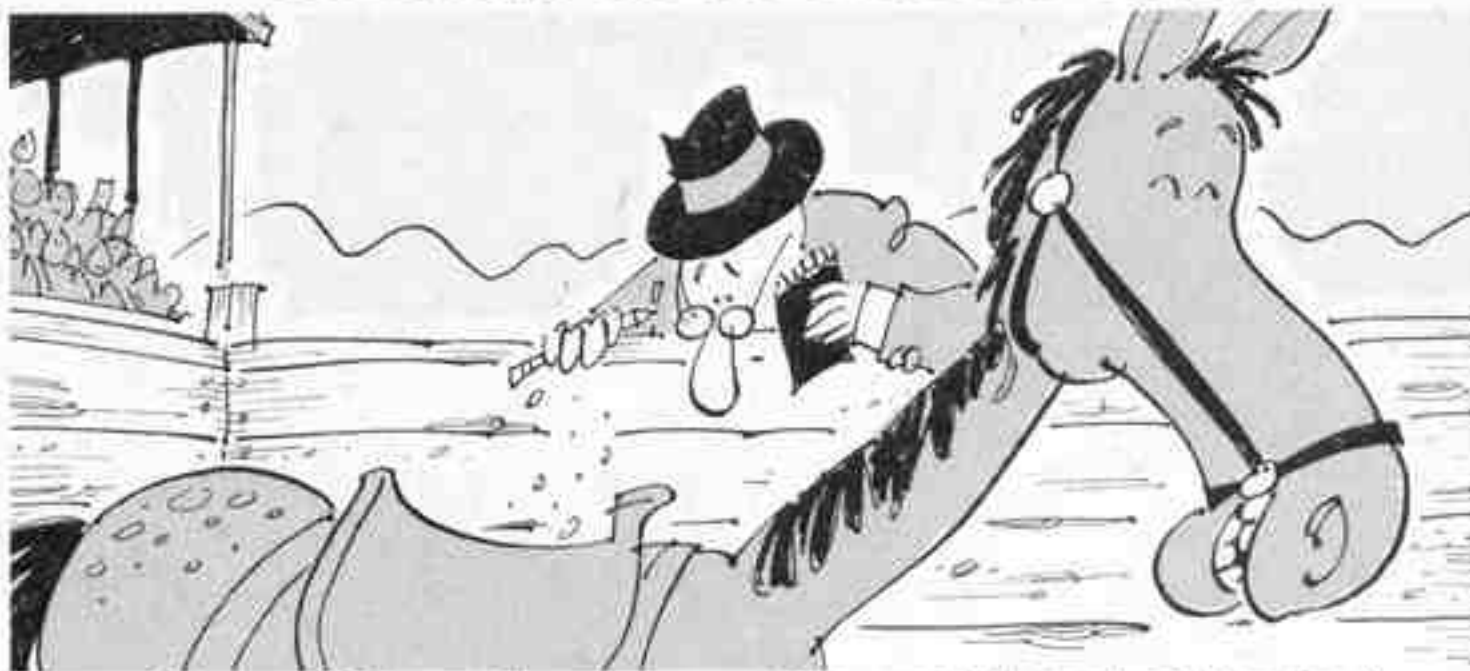
However, 54% of the doctors asked chose birth control pills because they would also want to have their office receptionists along with them.

THE SURVEY RESULT THEY TELL US ABOUT:



"We've been a-talking to cowboys around the rodeo circuit and eight out of ten told us they prefer chewin' a smokeless tobacco like Old Stockholm."

THE PART WE'RE NEVER TOLD:



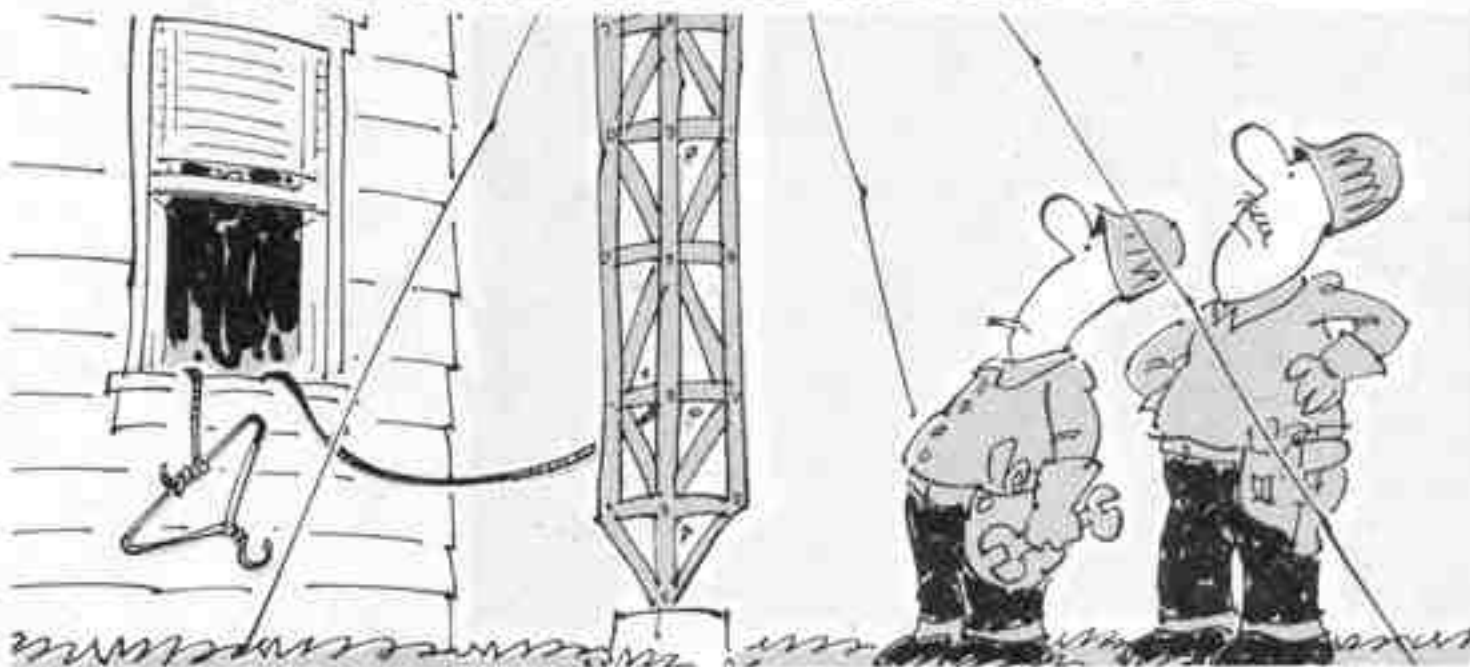
It would have been more than eight out of ten but they didn't count the guys who died of gum cancer caused by chewing tobacco during the interview.

THE SURVEY RESULT THEY TELL US ABOUT:



"In an impartial comparison test, nine out of ten viewers said the 1988 Slobbovia TV had a sharper picture than the most popular Japanese import."

THE PART WE'RE NEVER TOLD:



Preparations for the test were also impartial, except that they connected the Slobbovia to a 40-foot antenna, and the import to a dinky wire coat hanger.

THE SURVEY RESULT THEY TELL US ABOUT:



"For sound, restful sleep, more cold sufferers pick Nite-Out than all other cold medications combined."

THE PART WE'RE NEVER TOLD:



However, even more cold sufferers pick Shallow Wine, which tastes better and costs less. They don't mention that because, technically, booze isn't a medication.

THE SURVEY RESULT THEY TELL US ABOUT:



"Among new car shoppers interviewed at random, the majority said that they plan to buy a 1988 Hugo."

THE PART WE'RE NEVER TOLD:

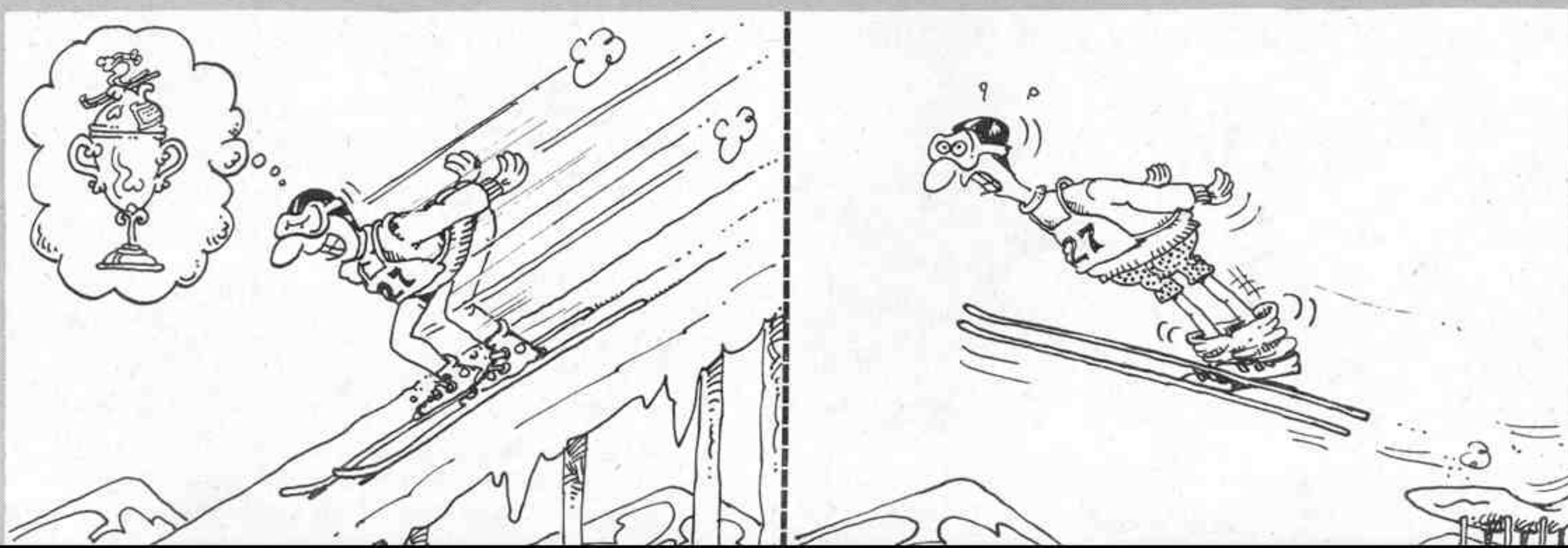


These random interviews were held in Belgrade, where the Hugo is the only new car on the market the average worker can ever hope to afford.

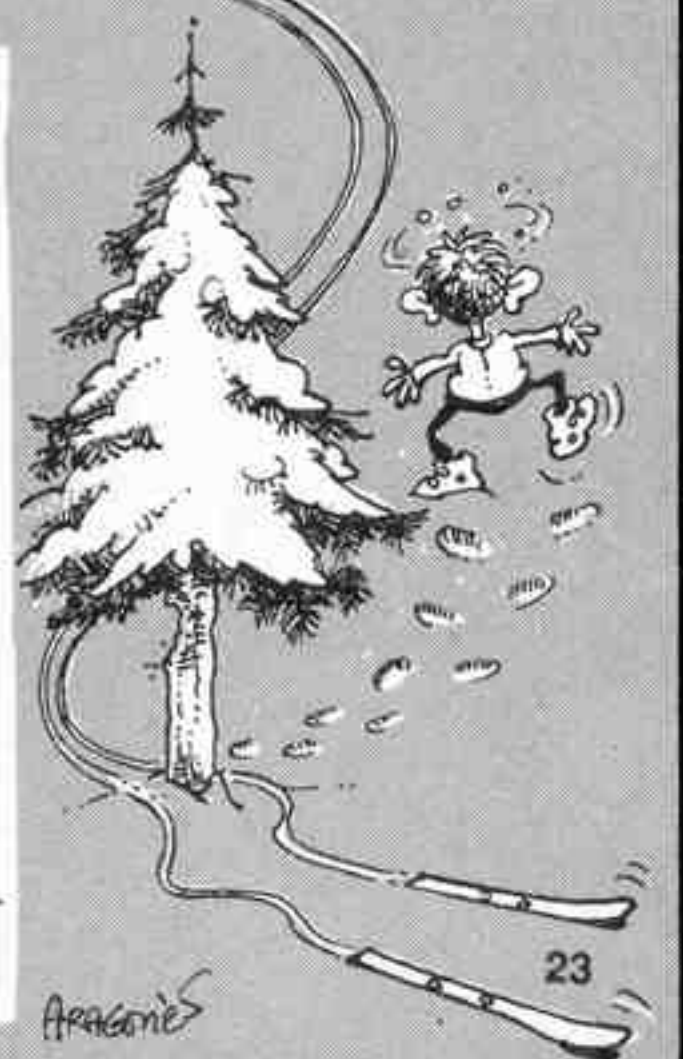
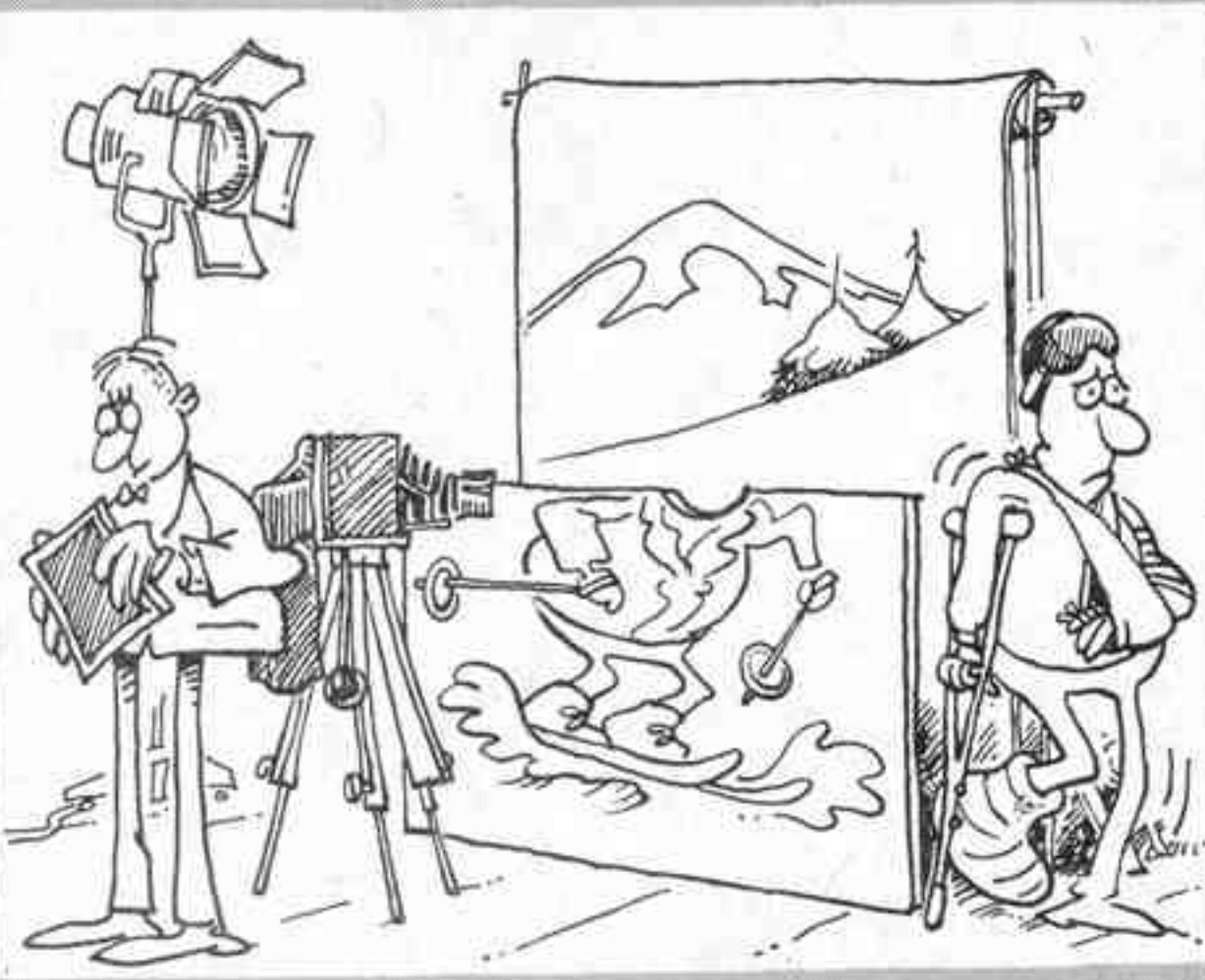
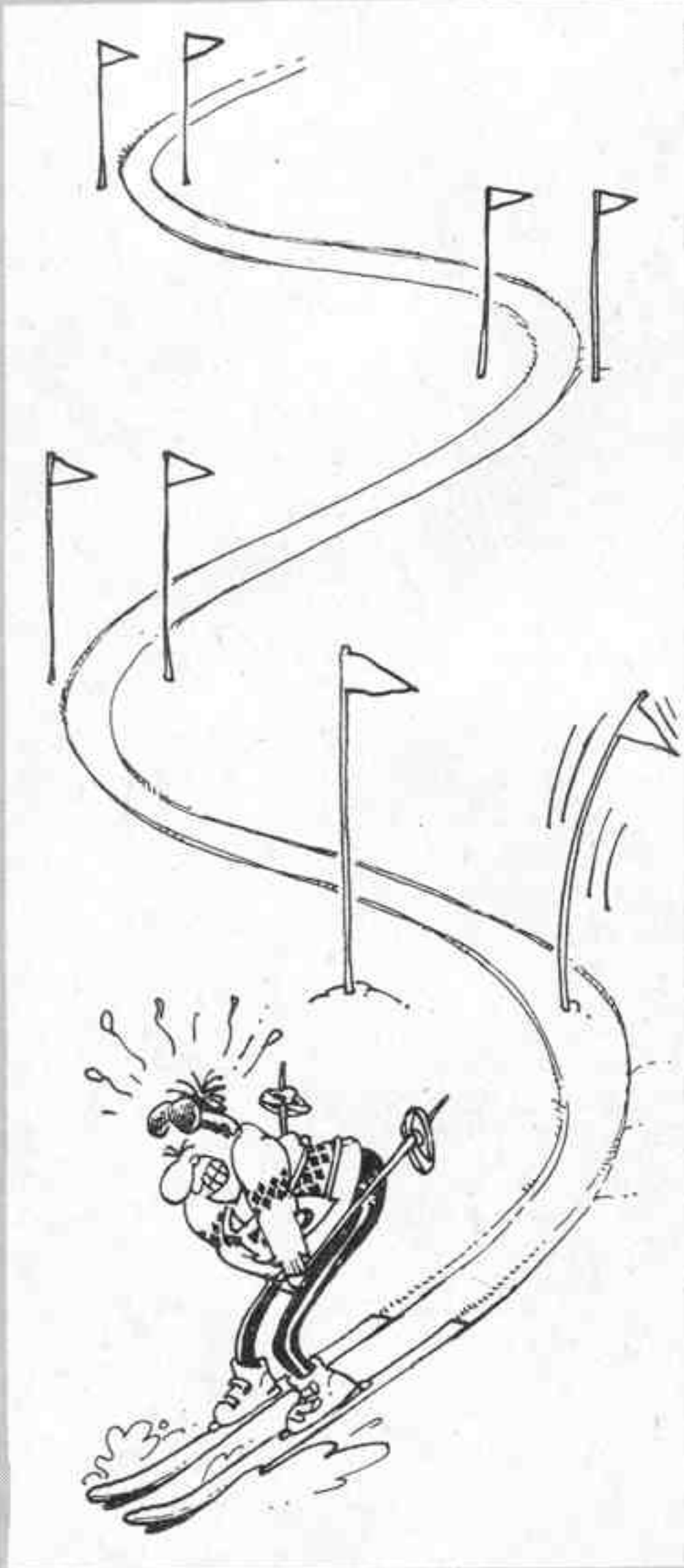
SERG-IN GENERAL DEPT.

A MAD LOOK

ARTIST AND WRITER: SERGIO ARAGONES



AT SKIING ...



Aracón

GREAT BALLS OF FIRE DEPT.

One of the more successful exploitations of recent years has been commemorative Christmas ornaments. Hey, we like those little hanging things...but we feel manufacturers

should make ones that accurately reflect the holiday season and all it has become. So don't string up another popcorn ball until you've seen our sampling of MAD's

Commemorative Christmas Ornaments

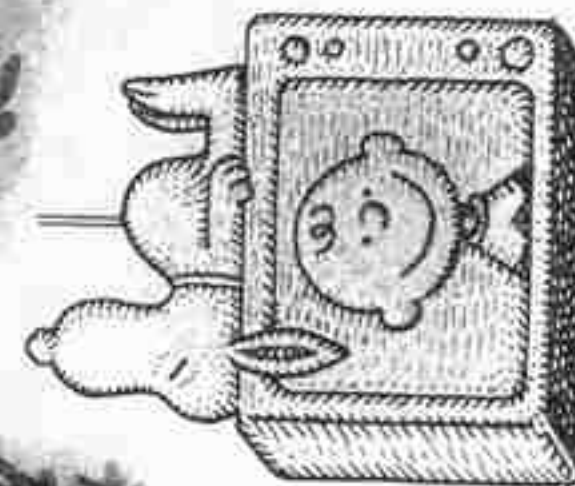
ARTIST: AL JAFFEE

WRITER: J. PRETE

THE ANNUAL
BOB HOPE XMAS SPECIAL
22 years of uninspired comedy



19TH NETWORK REPEAT
The "Peanuts" Christmas Special
Good Grief!



FOURTH STRAIGHT YEAR
Mailed out more Christmas
cards than you got back



\$1,000 CLUB
Cabbage Patch
paraphernalia

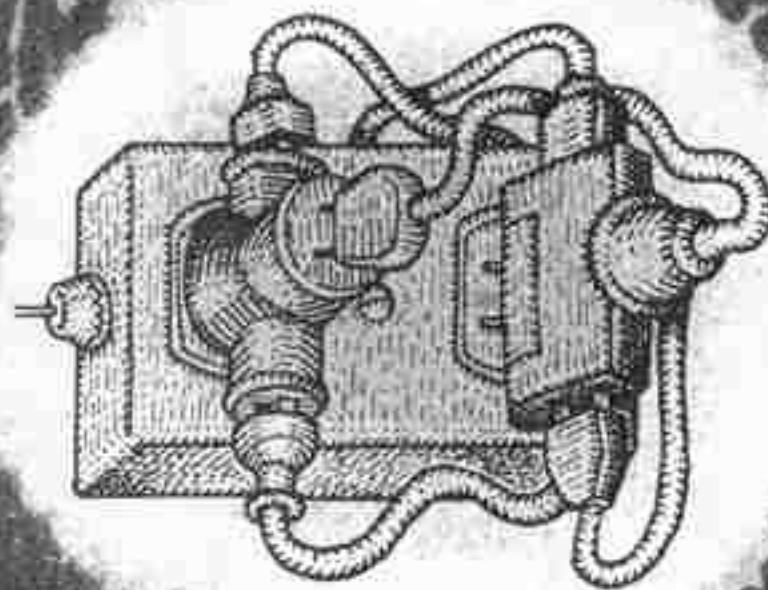
TENTH CONSECUTIVE YEAR

Maxed out on all charge
cards by December 1st

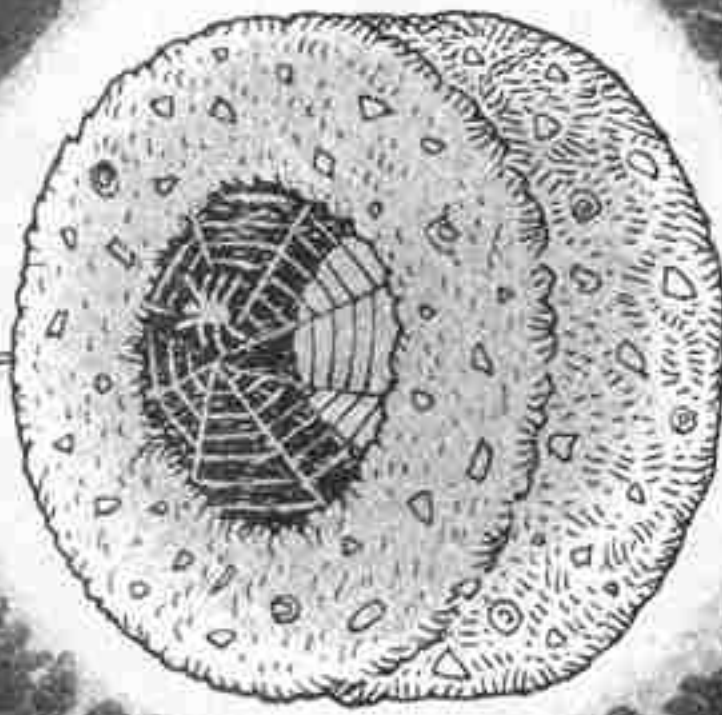


17TH CONSECUTIVE YEAR

Overloaded electrical sockets
by the tree and no fire

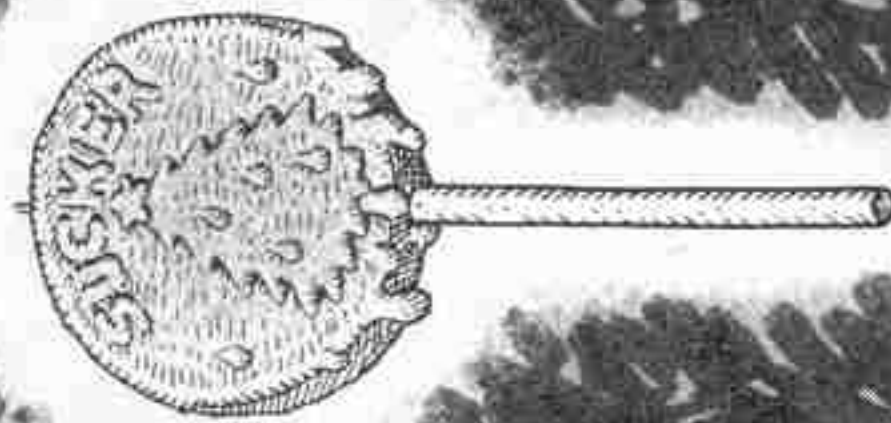


12 YEARS OF UNEATEN FRUIT CAKES



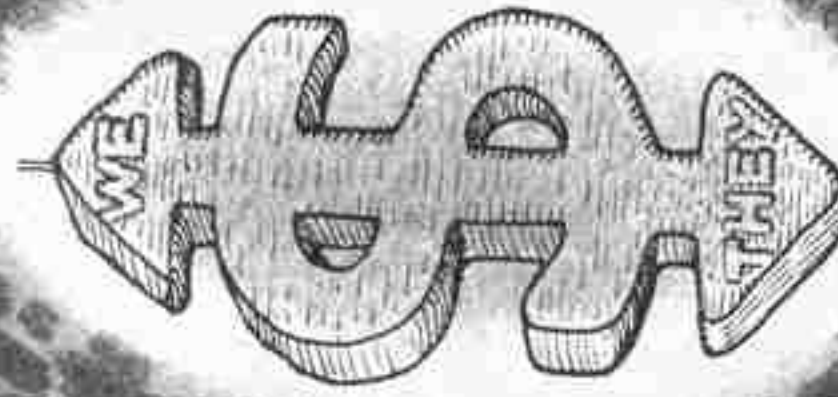
5 YEARS RUNNING

Dad overpaid for the
Christmas tree



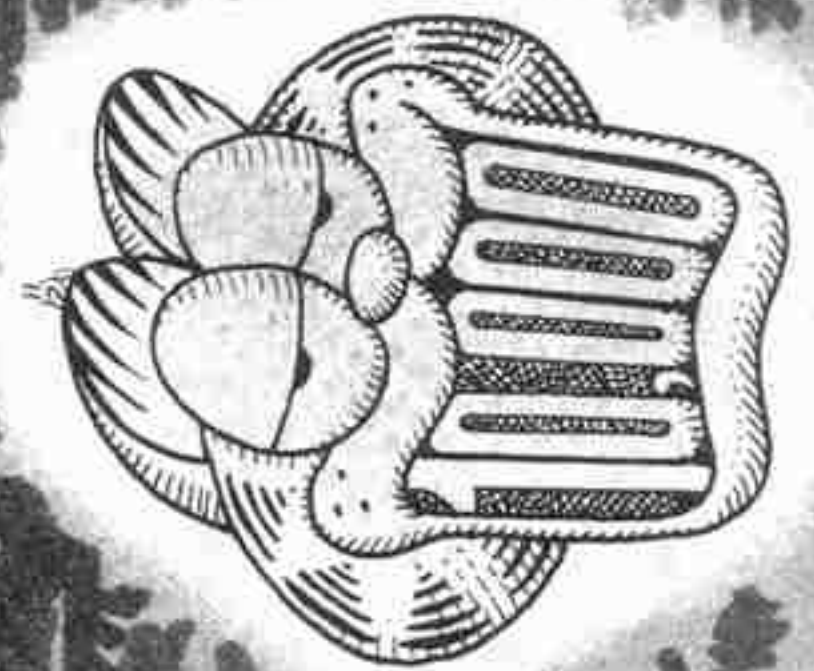
SIXTH YEAR IN A ROW

You spent a lot more on your
friends than they spent on you



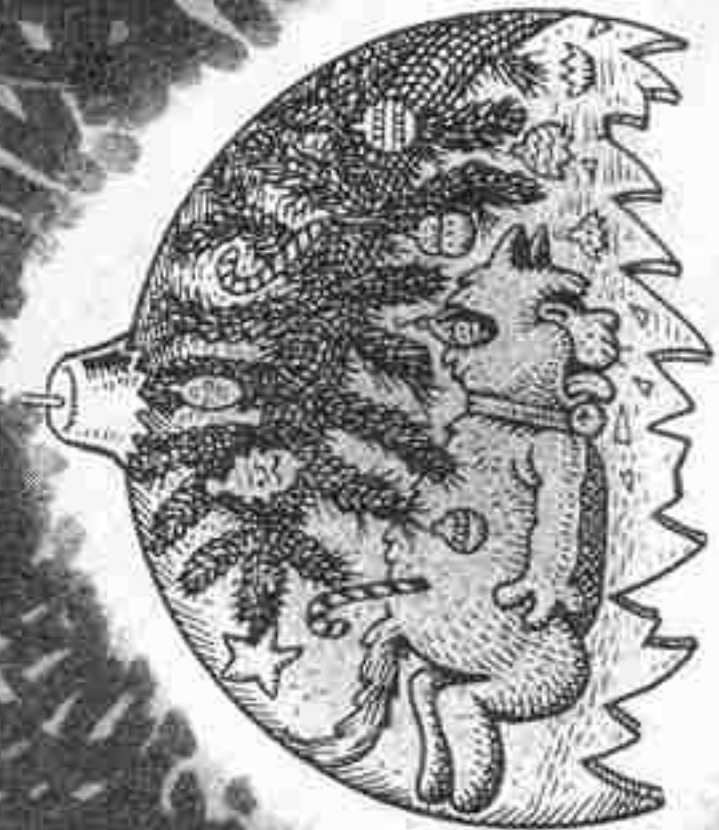
IN CELEBRATION OF MERCHANDISING

10,000th Garfield gimmick



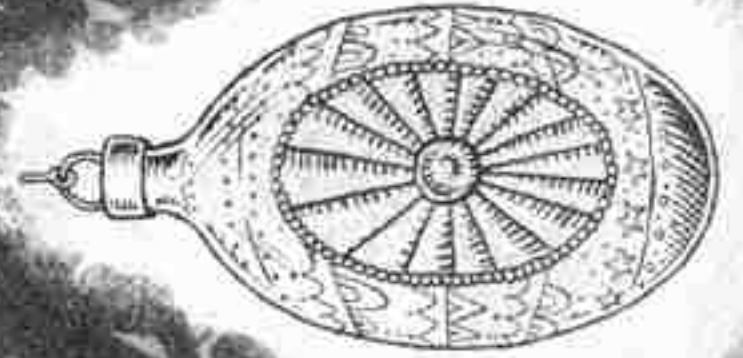
11TH YEAR OF CHAOS

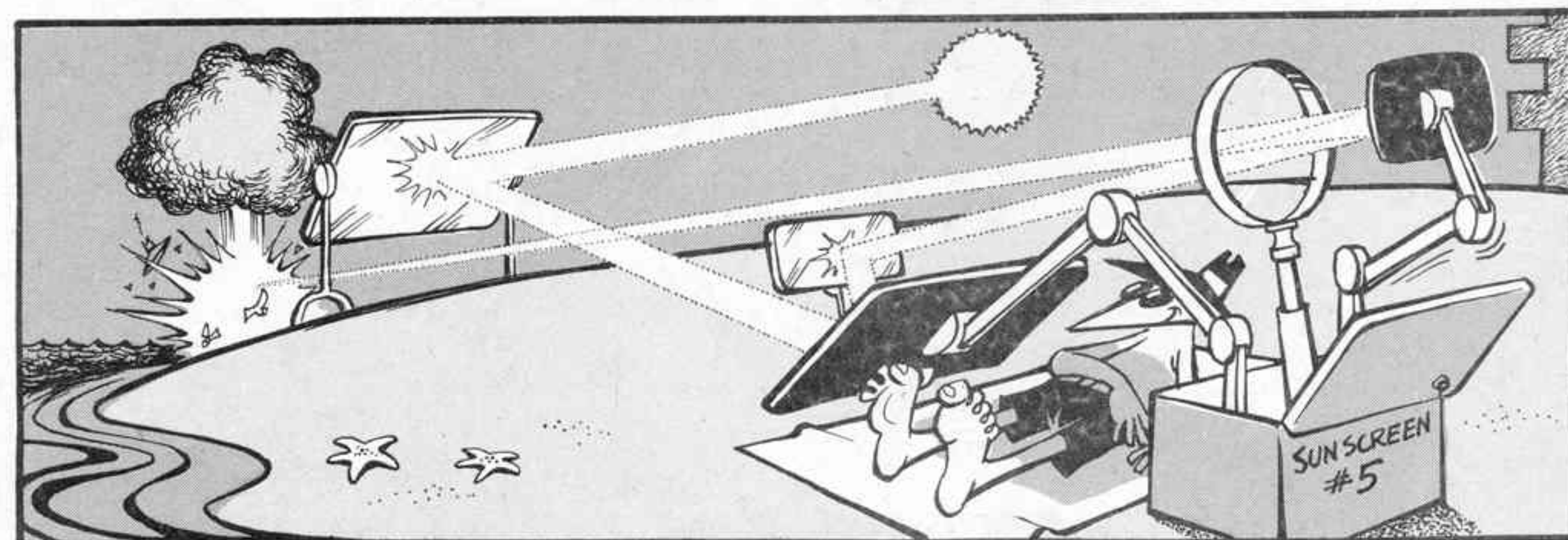
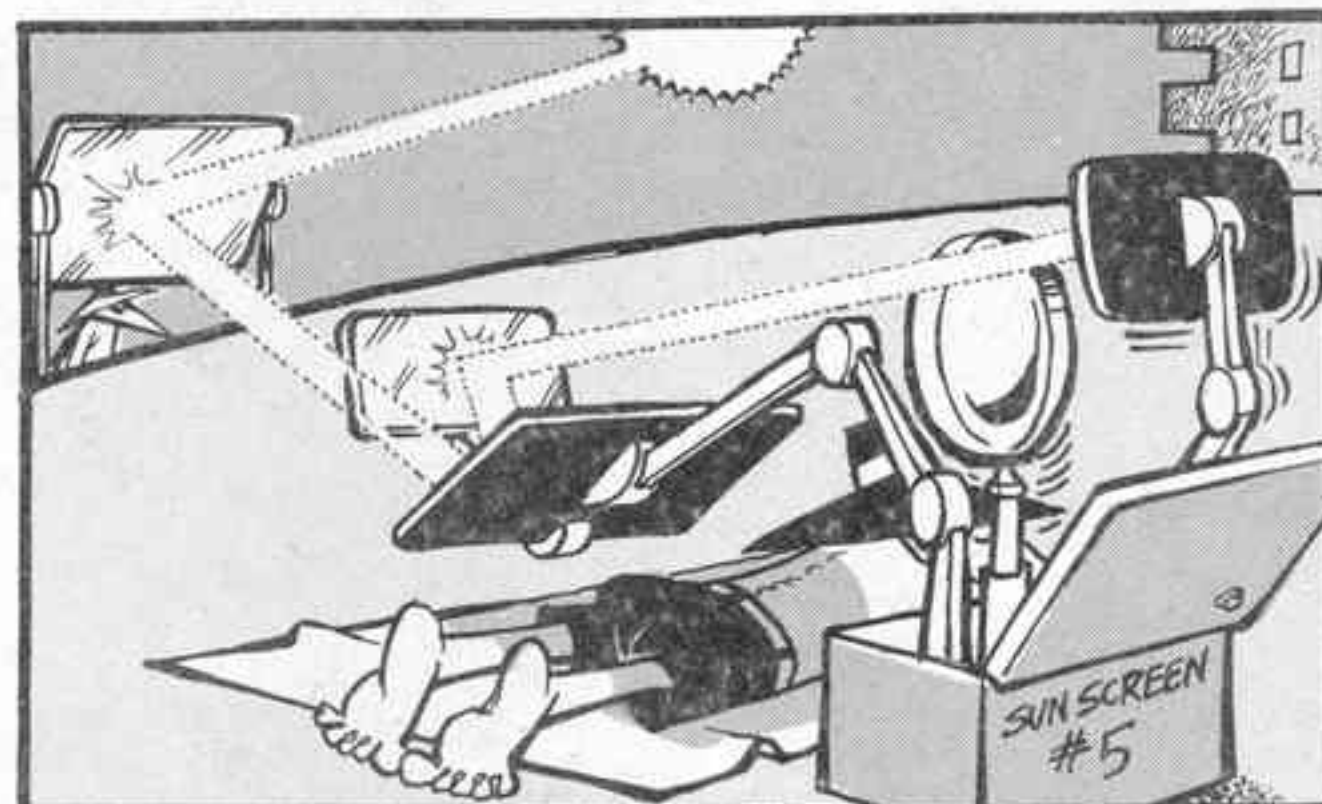
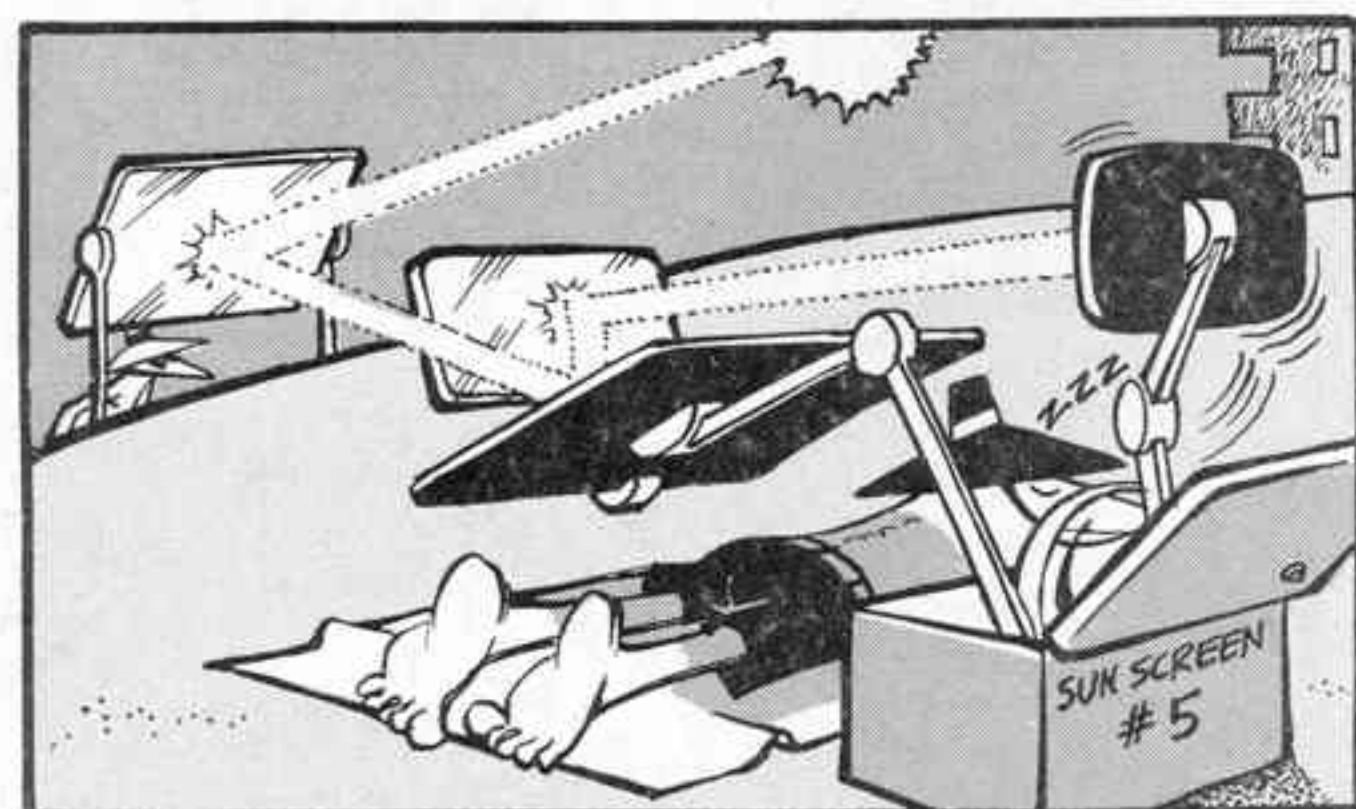
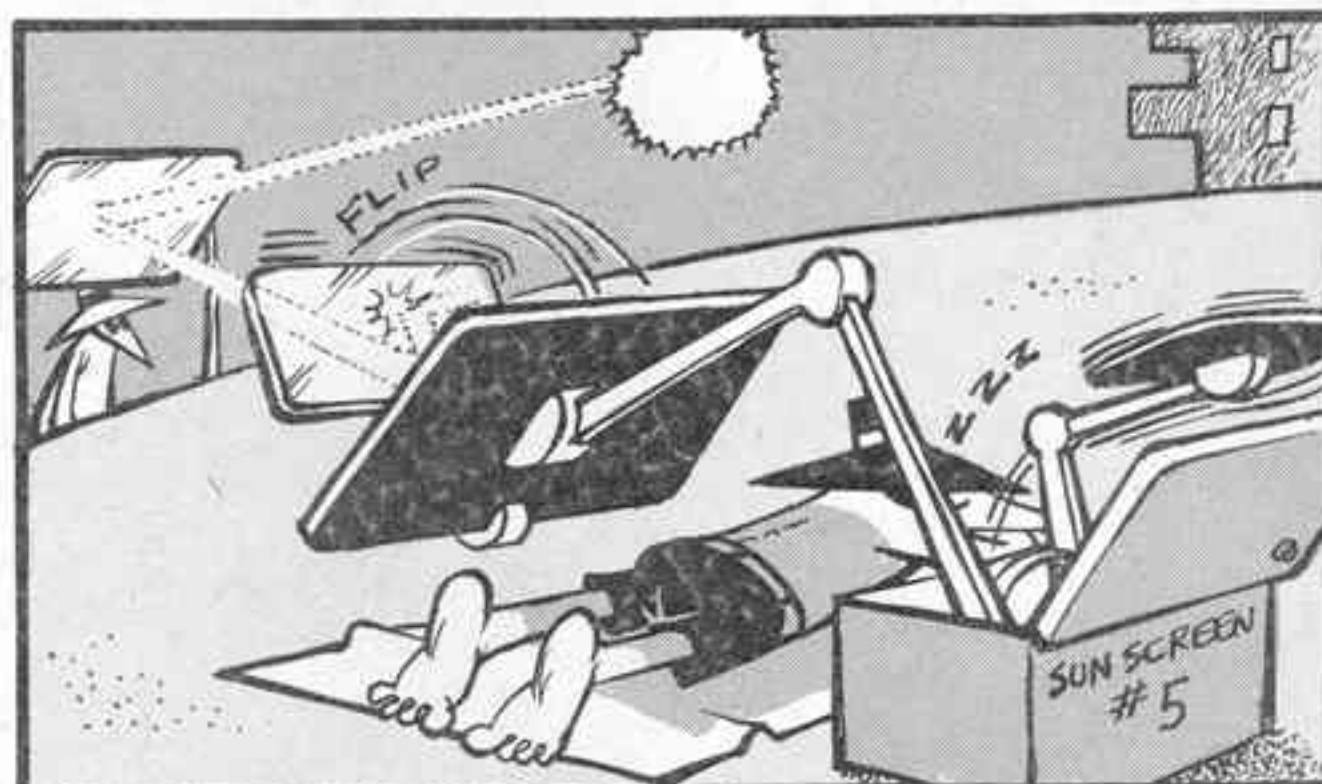
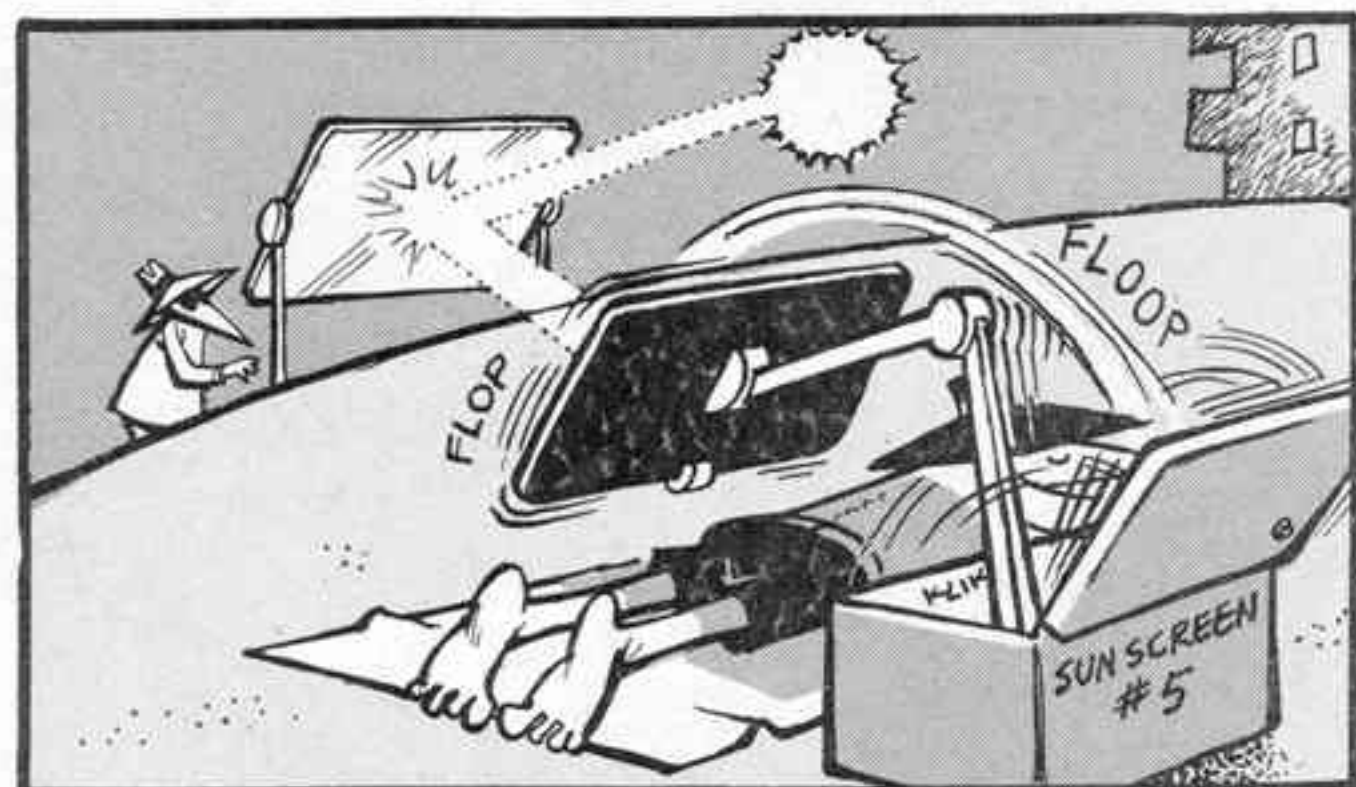
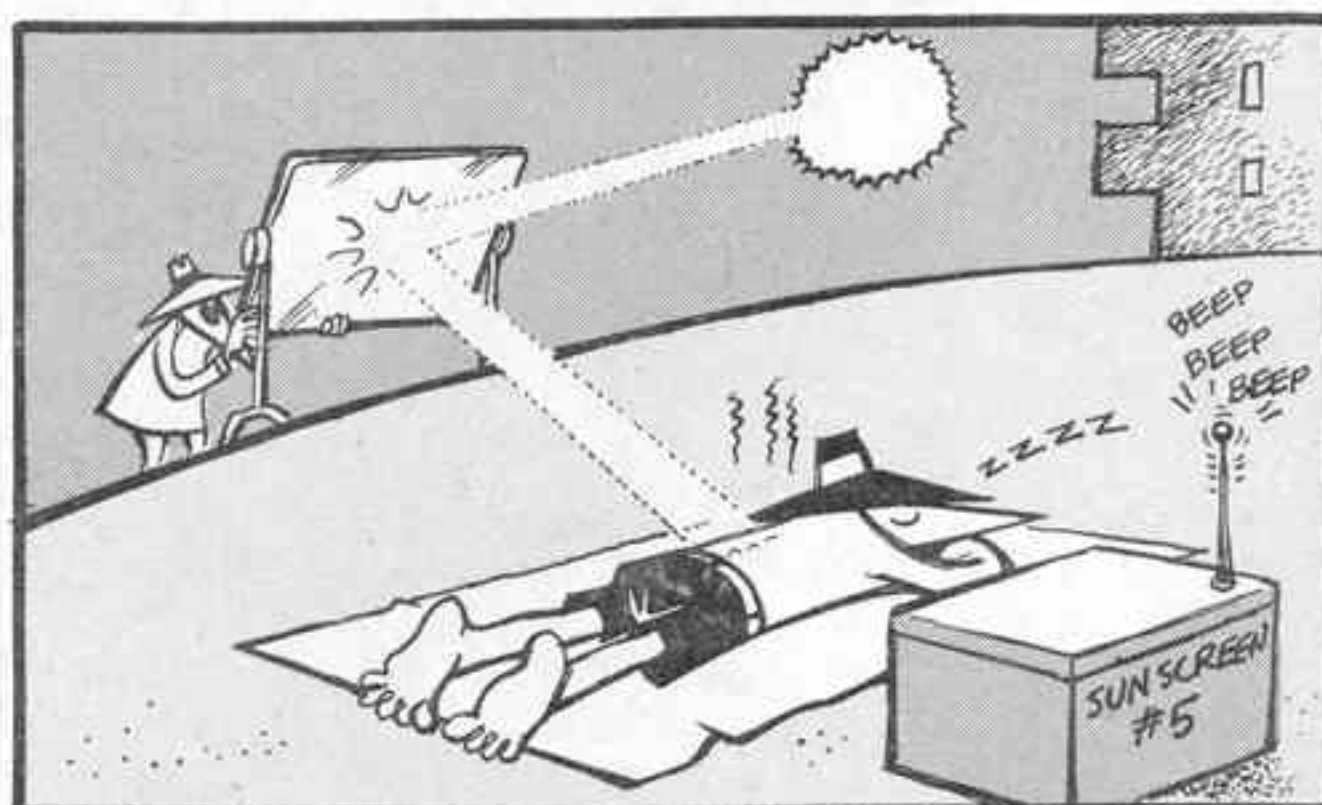
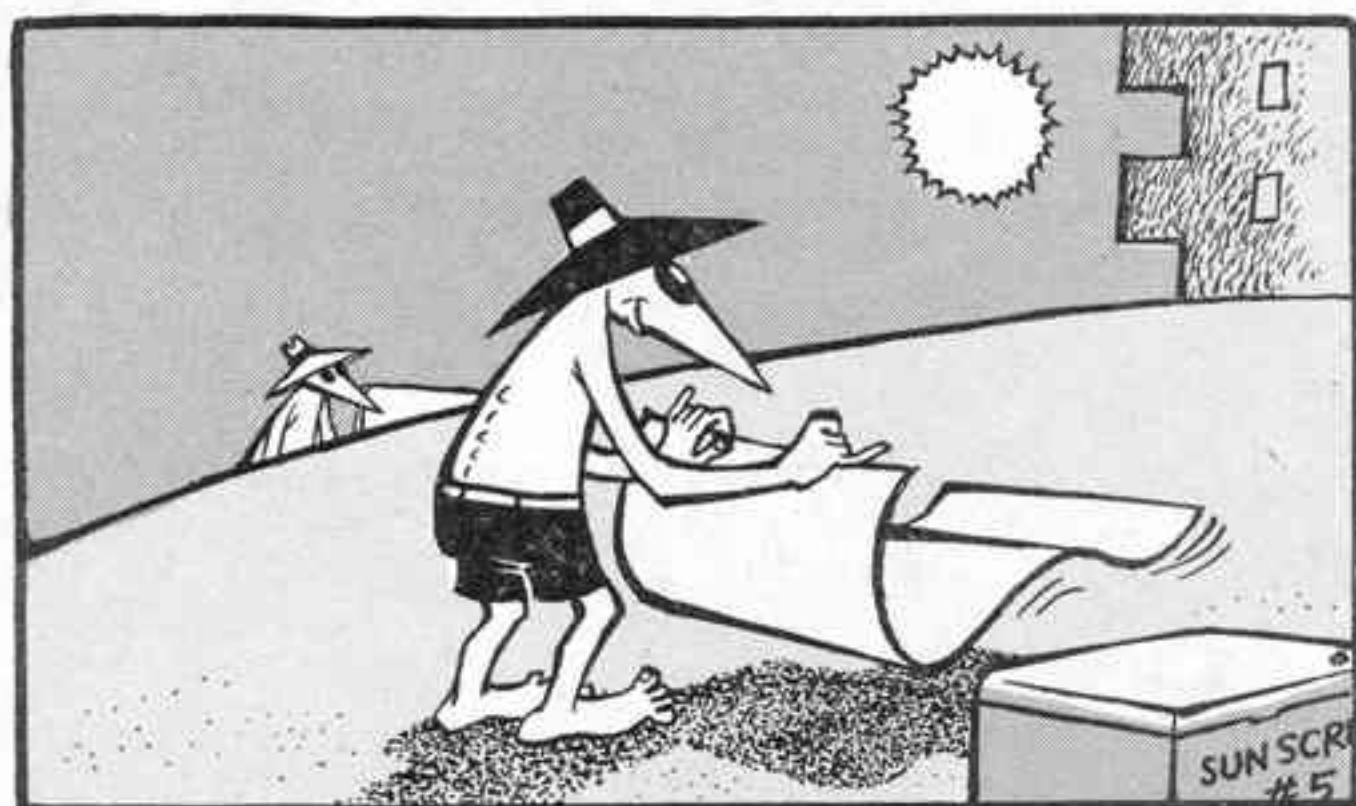
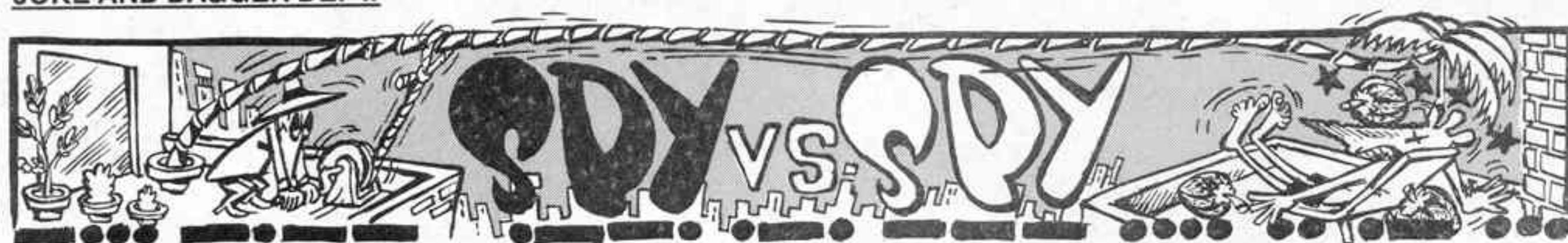
The cat knocked
over the tree again



IN MEMORY

The plain, tasteful
Christmas ball





There was once a classic television show called "The Untouchables." It had powerful characters and crisp dialogue, and it entertainingly chronicled a feeling of what Chicago was like during the time of Prohibition. It became a cult favorite! Wouldn't you think Hollywood execs would leave well enough alone and keep a classic "untouchable"? Hoo-Hah! Get real! Not when there's mega-bucks to be made! They went ahead and made a feature film version of that popular series! For those who fondly remember the TV show, this new cast isn't the "Untouchables." They're more like...

THE UNWATCHABLES

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

Welcome to Chicago, 1931! It is a city of violence and corruption! It is a city run by gangsters! There's only one man who can put a stop to this! Unfortunately, Superman won't be created for another seven years! So, we'll have to settle for the chump here on my left!

Hi! I'm Elliot Nice! I'm a clean-cut, square, idealistic Treasury Agent! If J. Edgar Hoover and Snow White ever had a child, it would be me! I'm new in Chicago and have a lot to learn! All I know is I will try to live up to the Treasury Agent's oath: "An agent is trustworthy, loyal, helpful —"

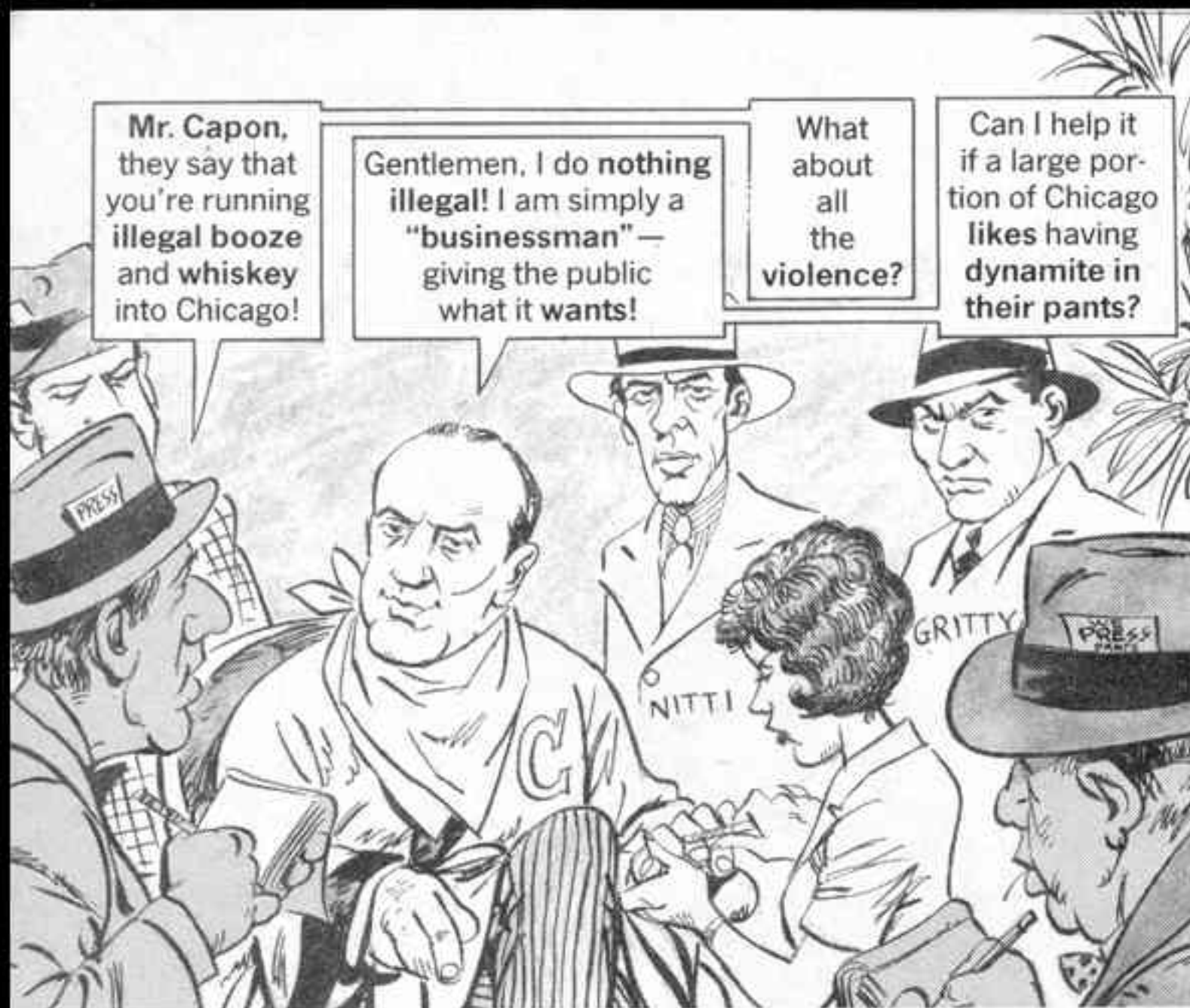
That's the Boy Scout oath, idiot!

Oops! Sorry! I told you I had a lot to learn! Anyway, just as well! That Boy Scout oath is too dirty for us!

Hi! I make a film every fifteen years or so! Perhaps you remember me from *American Graffiti*! In that film, I was a nerd with a Chevy! My career has come a long way! Now I'm a nerd with a tommy gun!

I'm Al Capon! I'm powerful and ruthless! I'm the King of Chicago! I own the Mayor! I own the cops! I own the courts! Obviously, the only thing I don't own is a calorie counter!





Mr. Capon, they say that you're running illegal booze and whiskey into Chicago!

Gentlemen, I do nothing illegal! I am simply a "businessman" — giving the public what it wants!

What about all the violence?

Can I help it if a large portion of Chicago likes having dynamite in their pants?



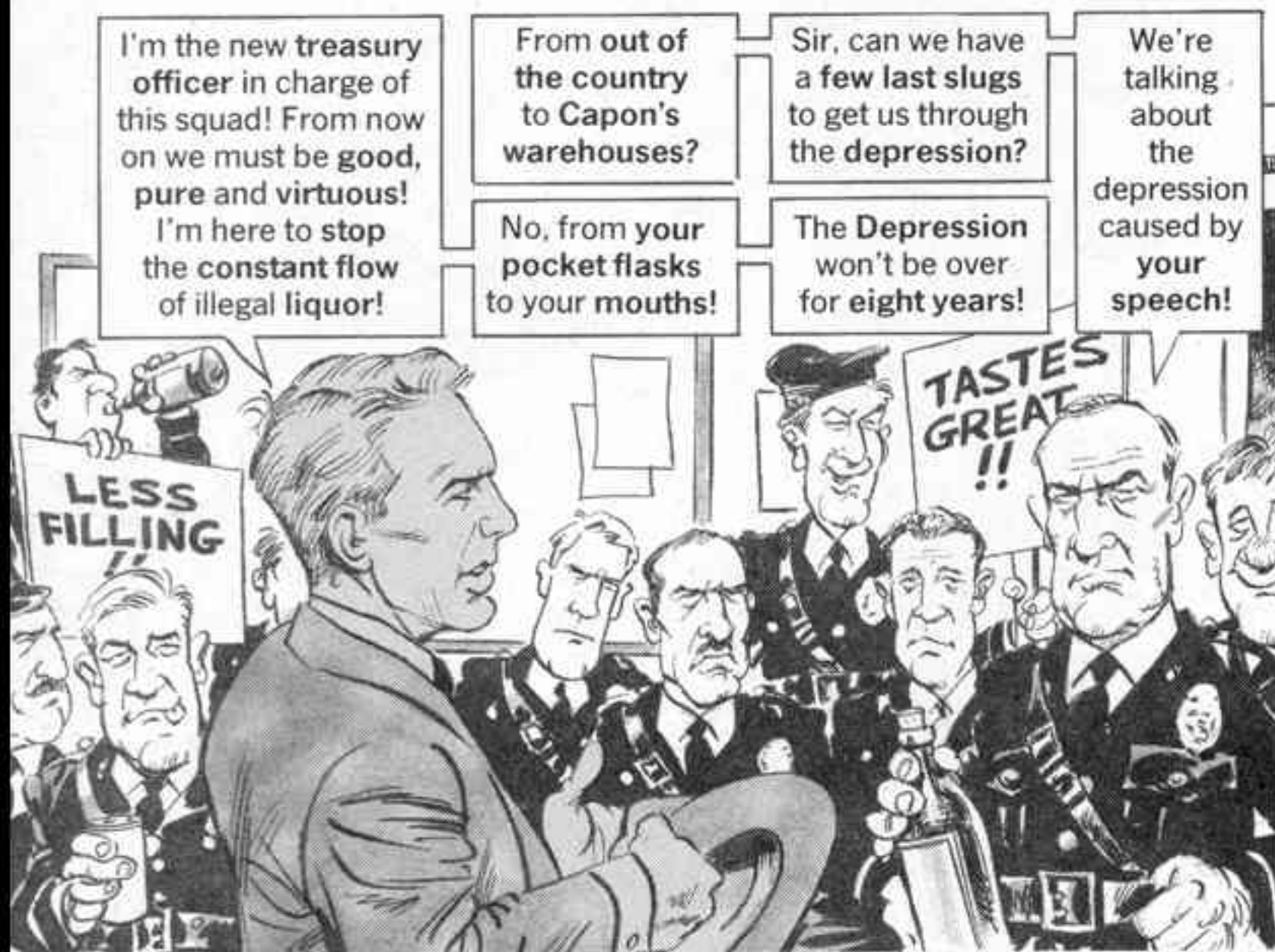
I'm a little nervous about my first day on the new job!

You'll be fine, dear! I packed you your favorite lunch box!

Honey, I'll be facing tough street cops! Maybe we better not go with the Daisy Duck lunch box!

Do we dare use the Shirley Temple thermos?

Why not! I'm in a feisty mood!



I'm the new treasury officer in charge of this squad! From now on we must be good, pure and virtuous! I'm here to stop the constant flow of illegal liquor!

From out of the country to Capon's warehouses?

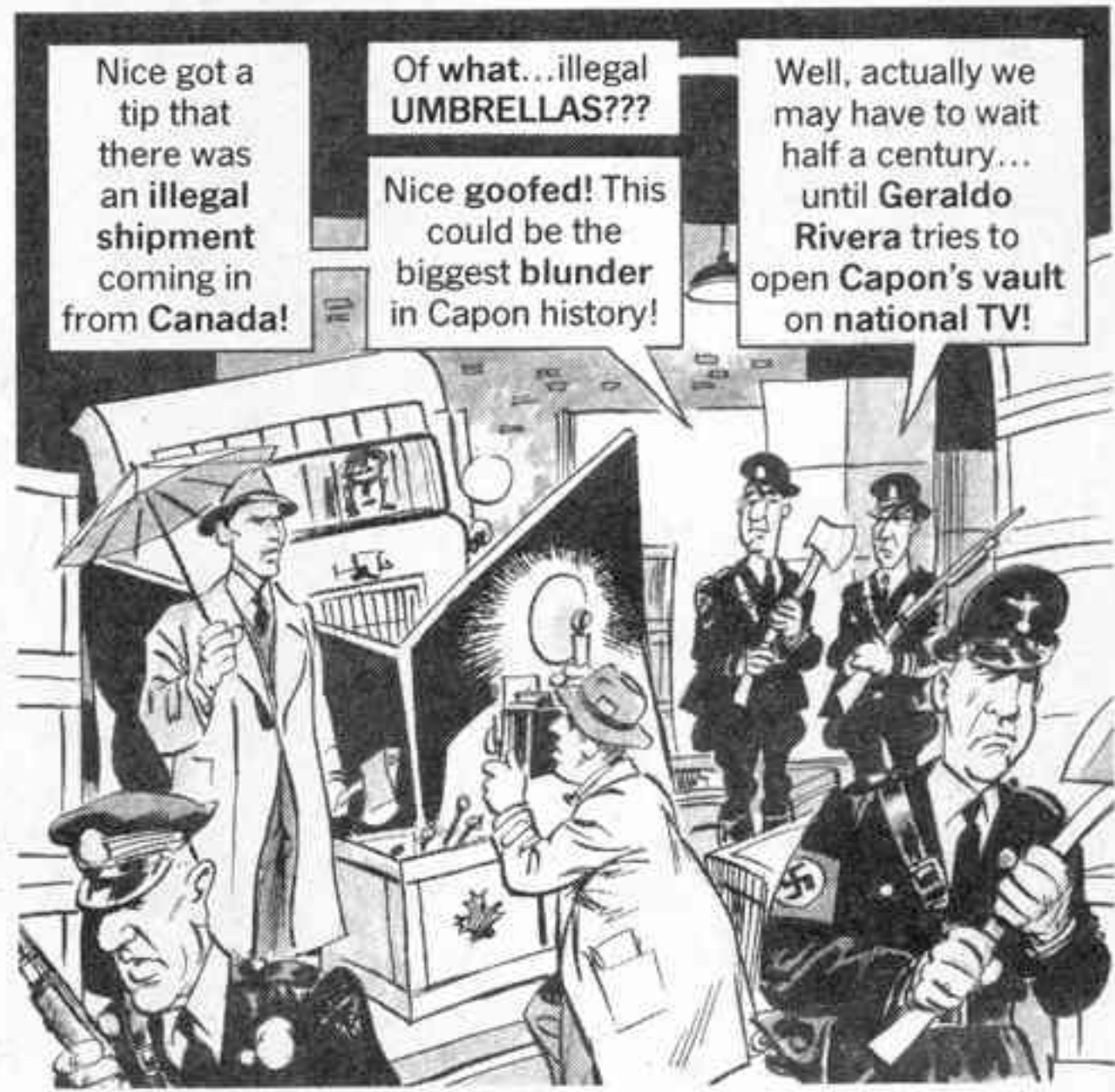
No, from your pocket flasks to your mouths!

Sir, can we have a few last slugs to get us through the depression?

The Depression won't be over for eight years!

We're talking about the depression caused by your speech!

TASTES GREAT!!

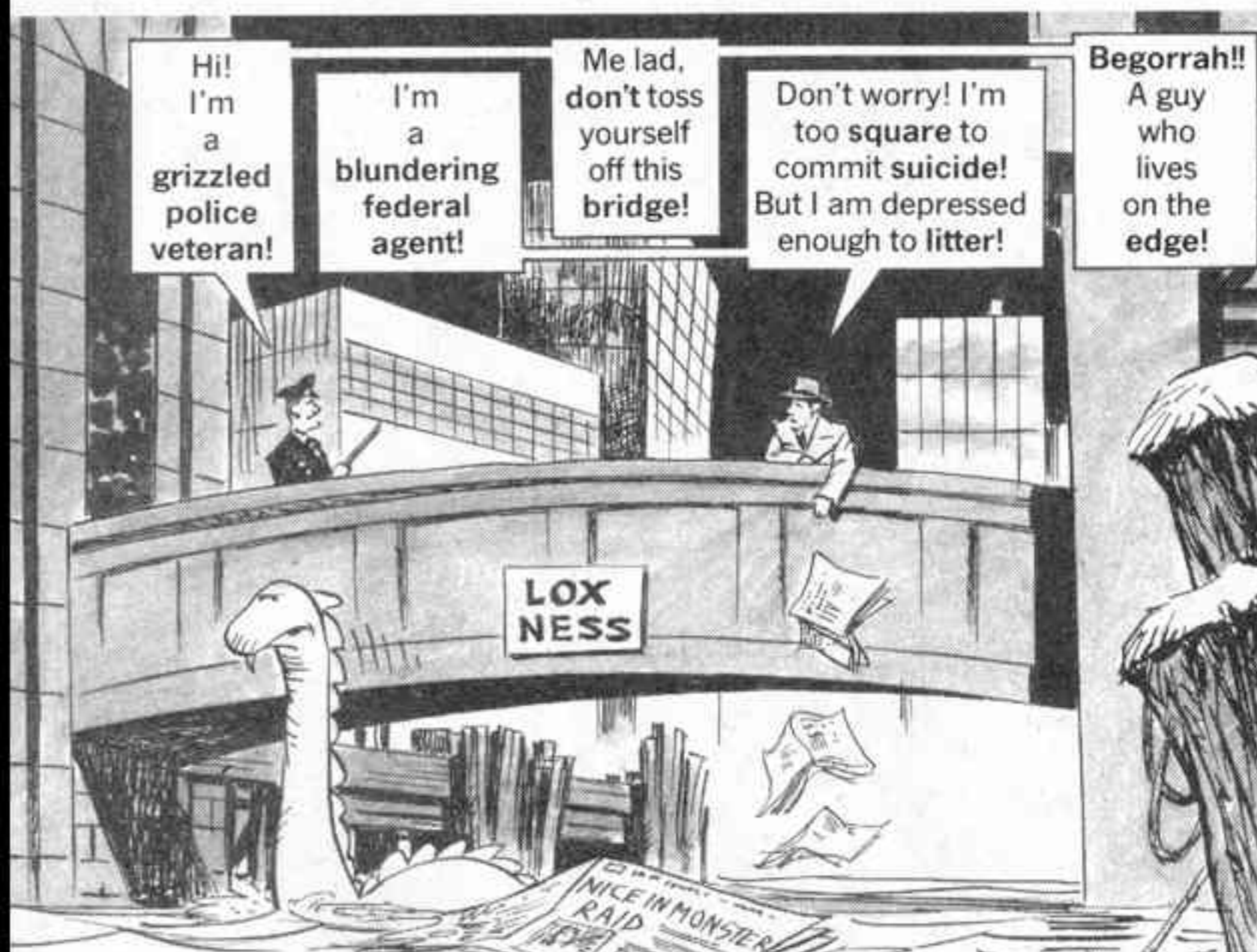


Nice got a tip that there was an illegal shipment coming in from Canada!

Of what...illegal UMBRELLAS???

Nice goofed! This could be the biggest blunder in Capon history!

Well, actually we may have to wait half a century... until Geraldo Rivera tries to open Capon's vault on national TV!



Hi! I'm a grizzled police veteran!

I'm a blundering federal agent!

Me lad, don't toss yourself off this bridge!

Don't worry! I'm too square to commit suicide! But I am depressed enough to litter!

Begorrah!! A guy who lives on the edge!

LOX NESS

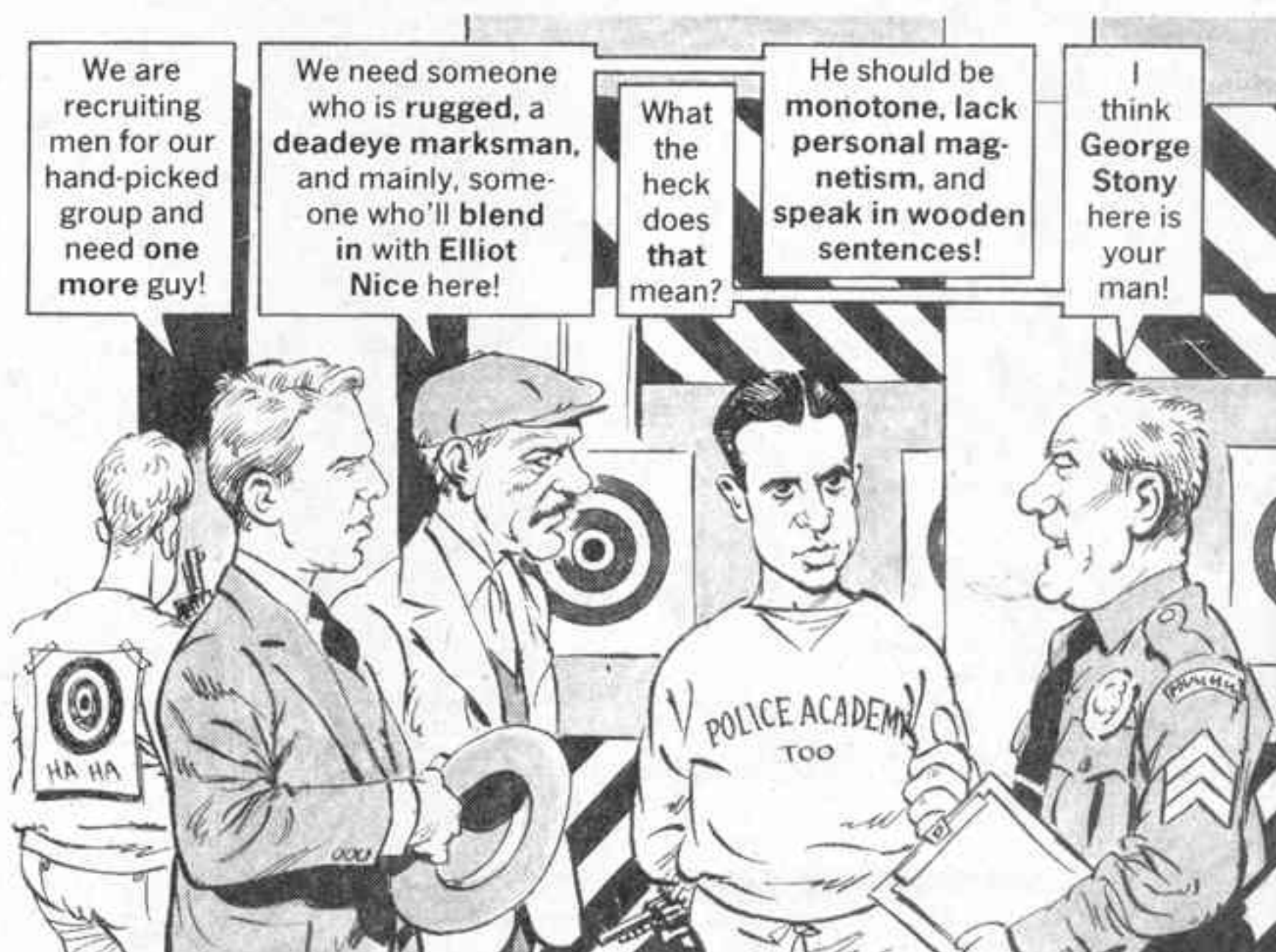
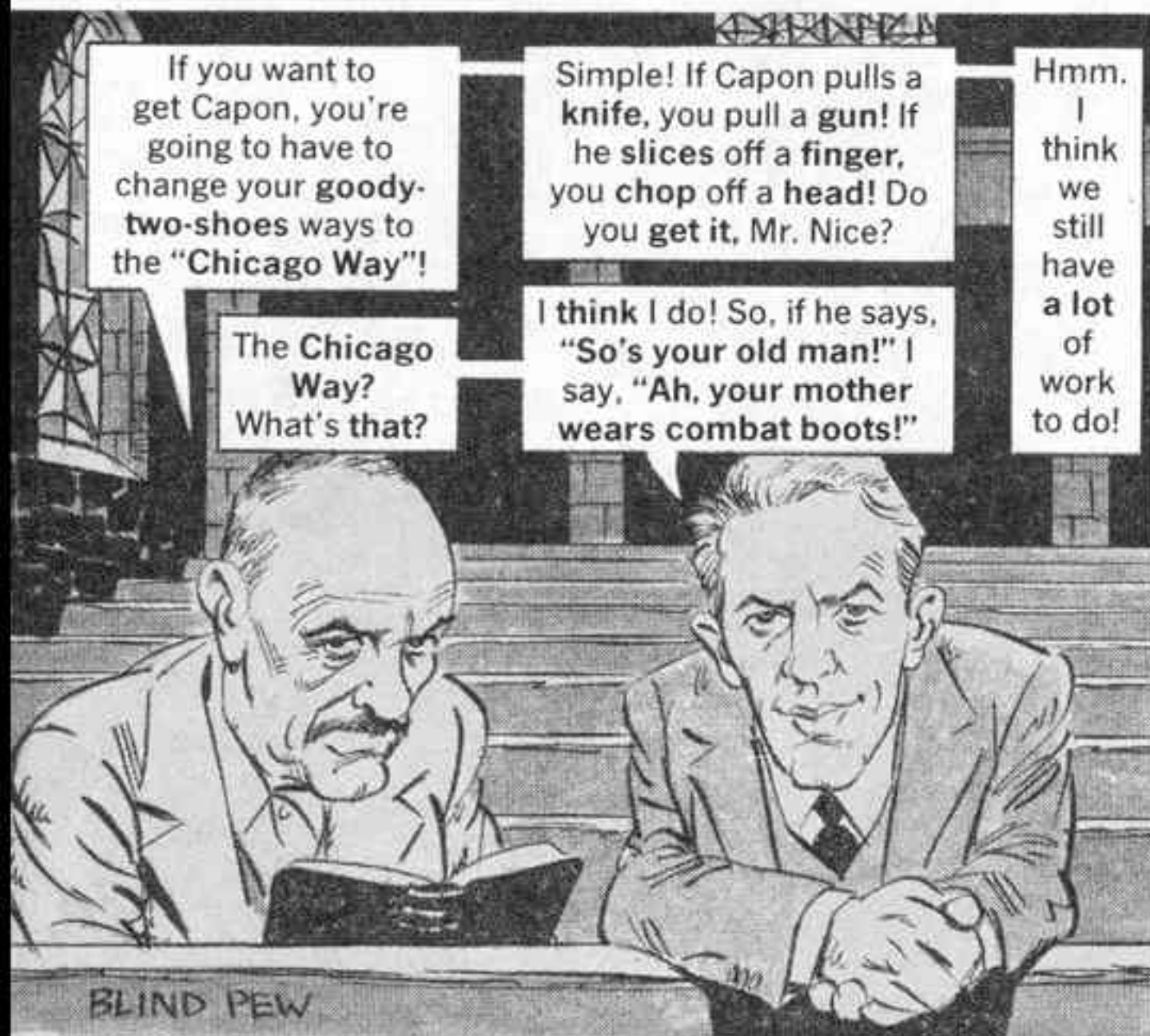
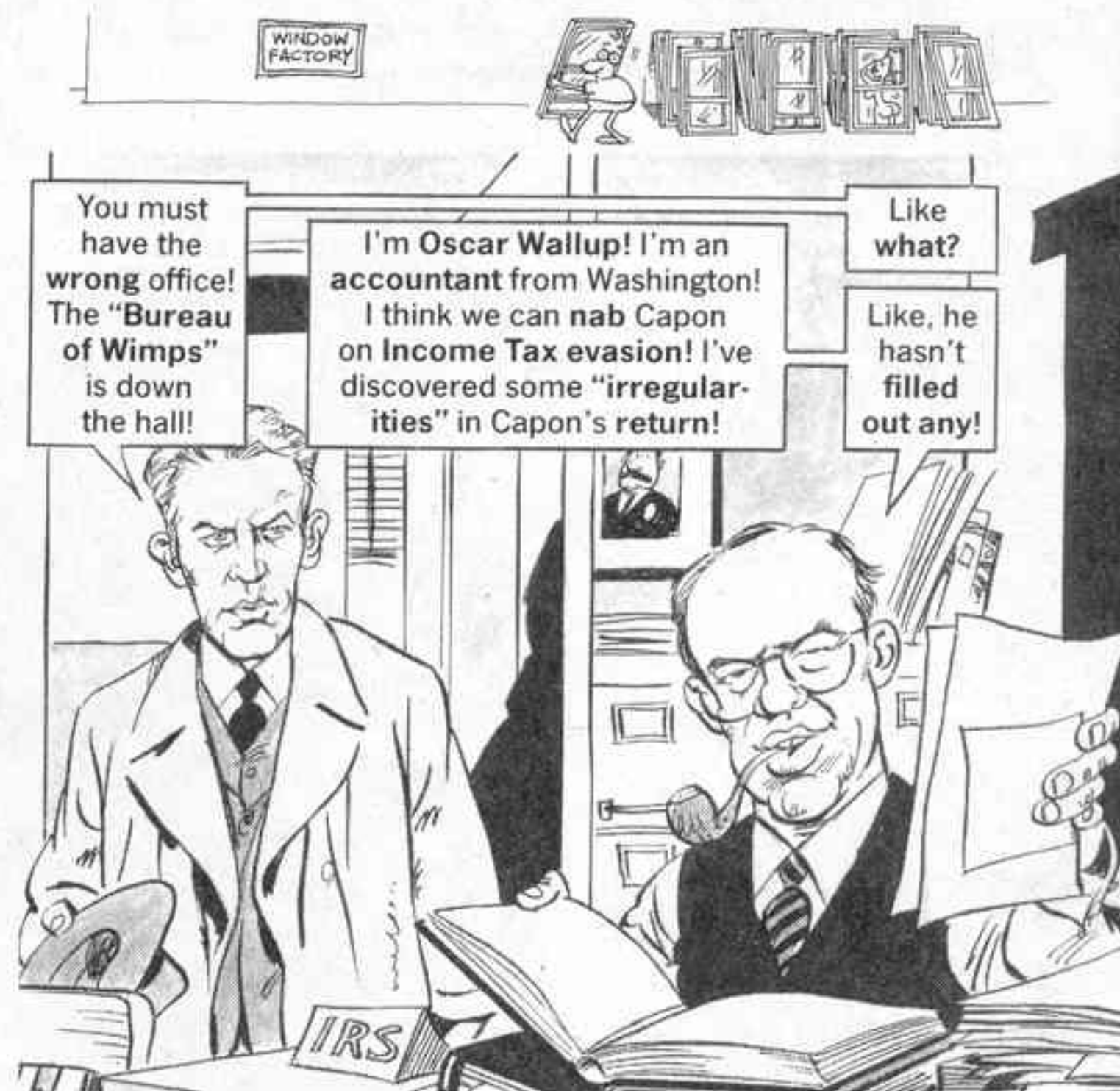


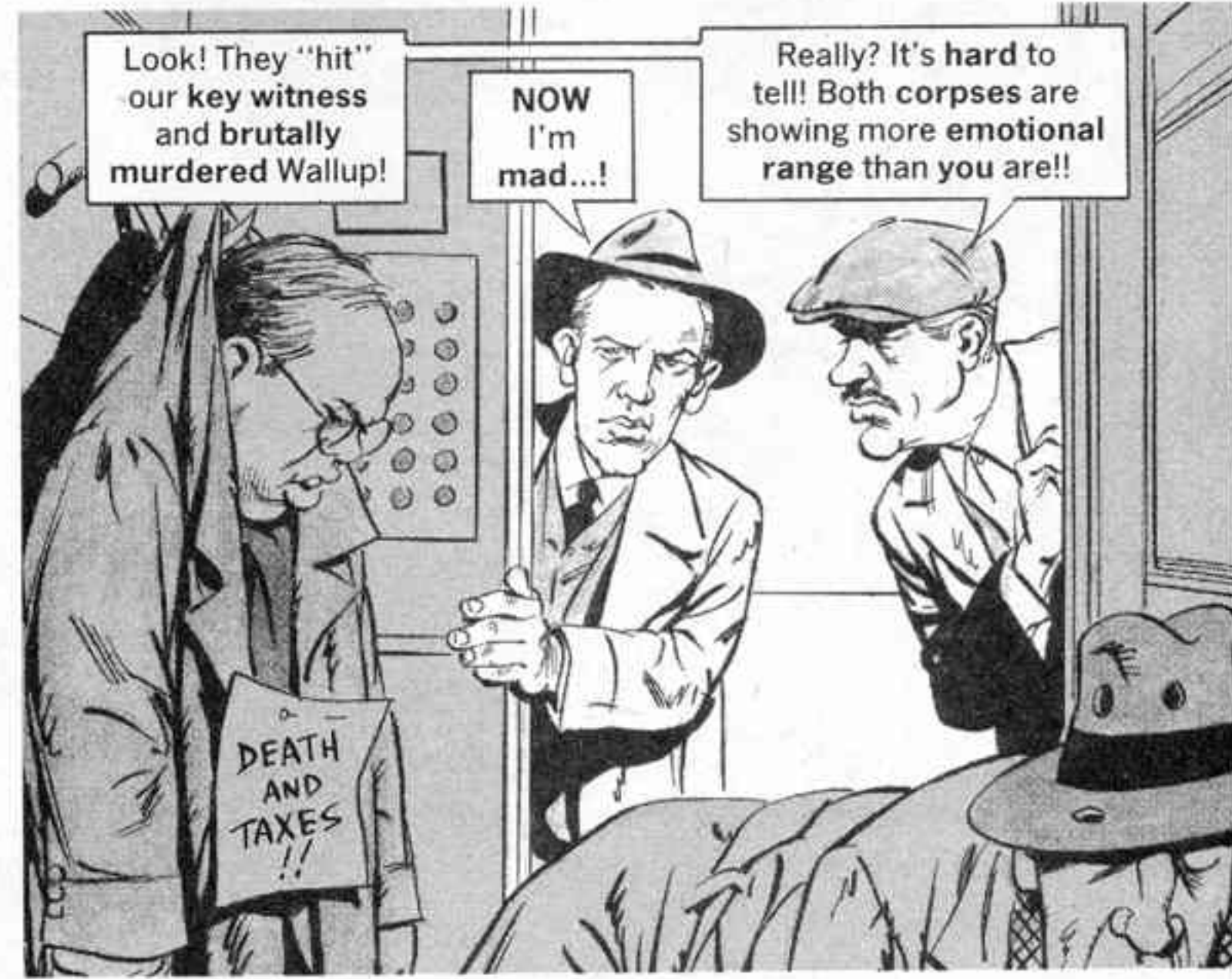
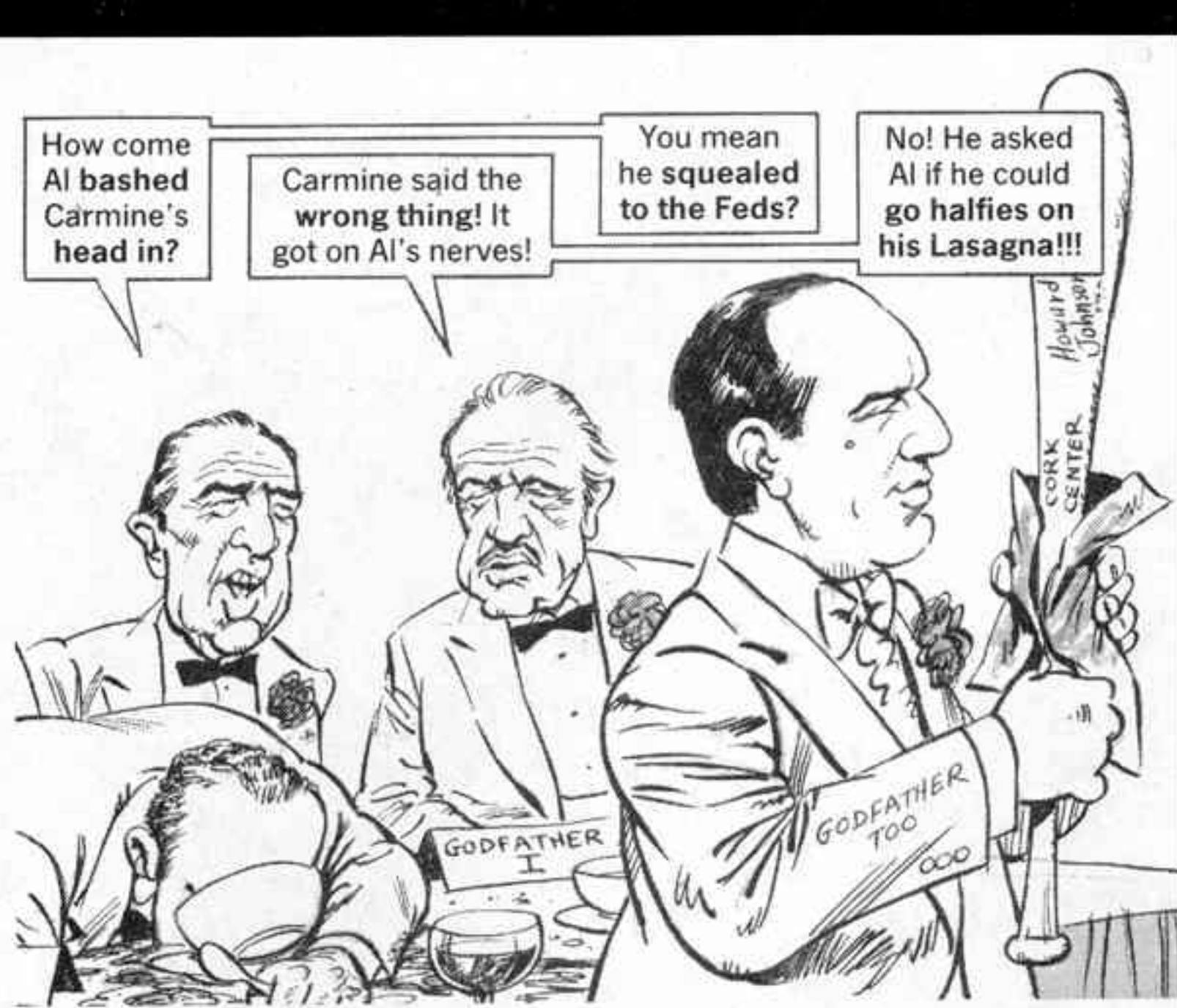
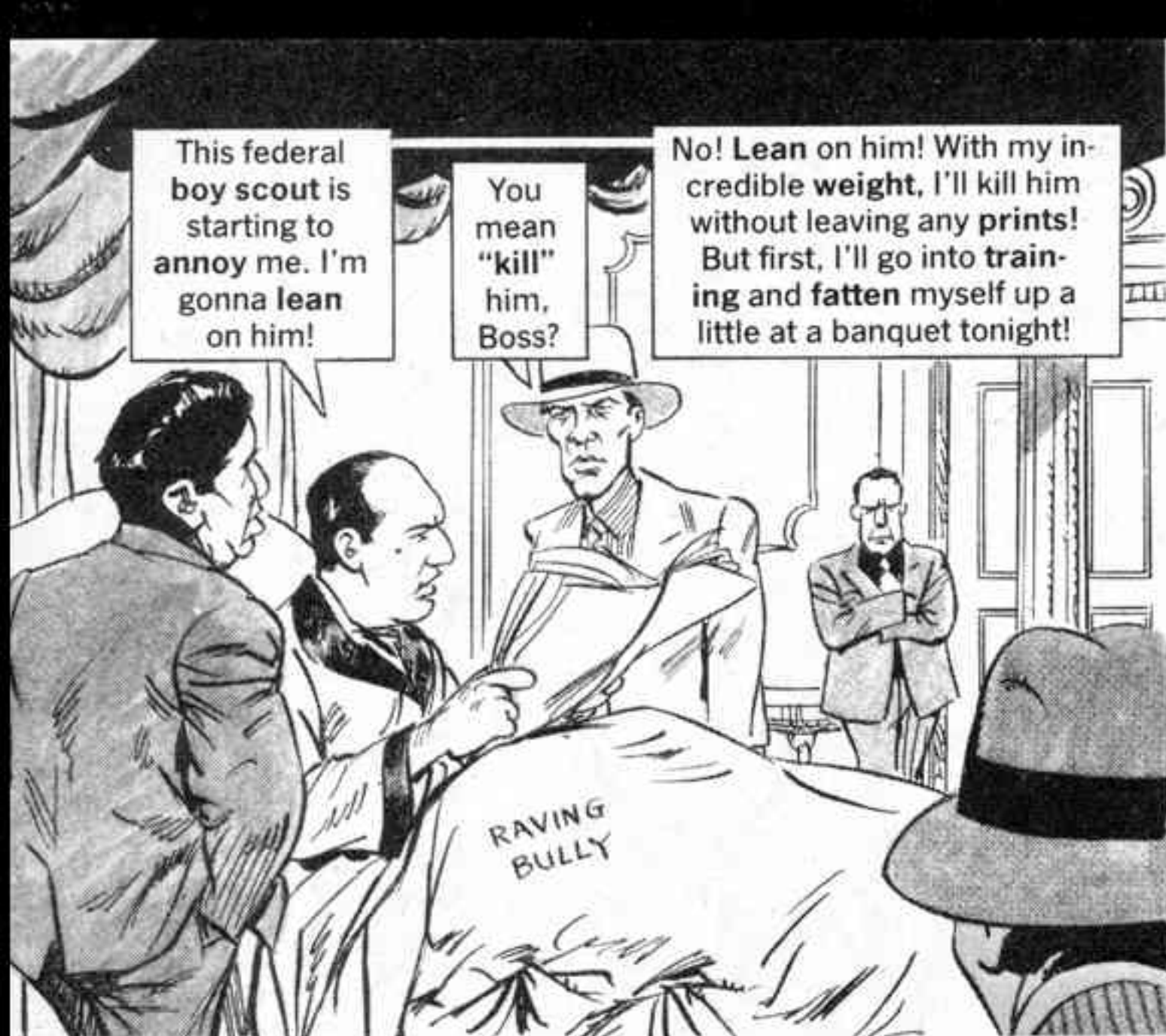
Malarky, I want you to help me get Capon! I need a small group of hand-picked men!! You're tough and you know Chicago! Come work with me, Malarky!

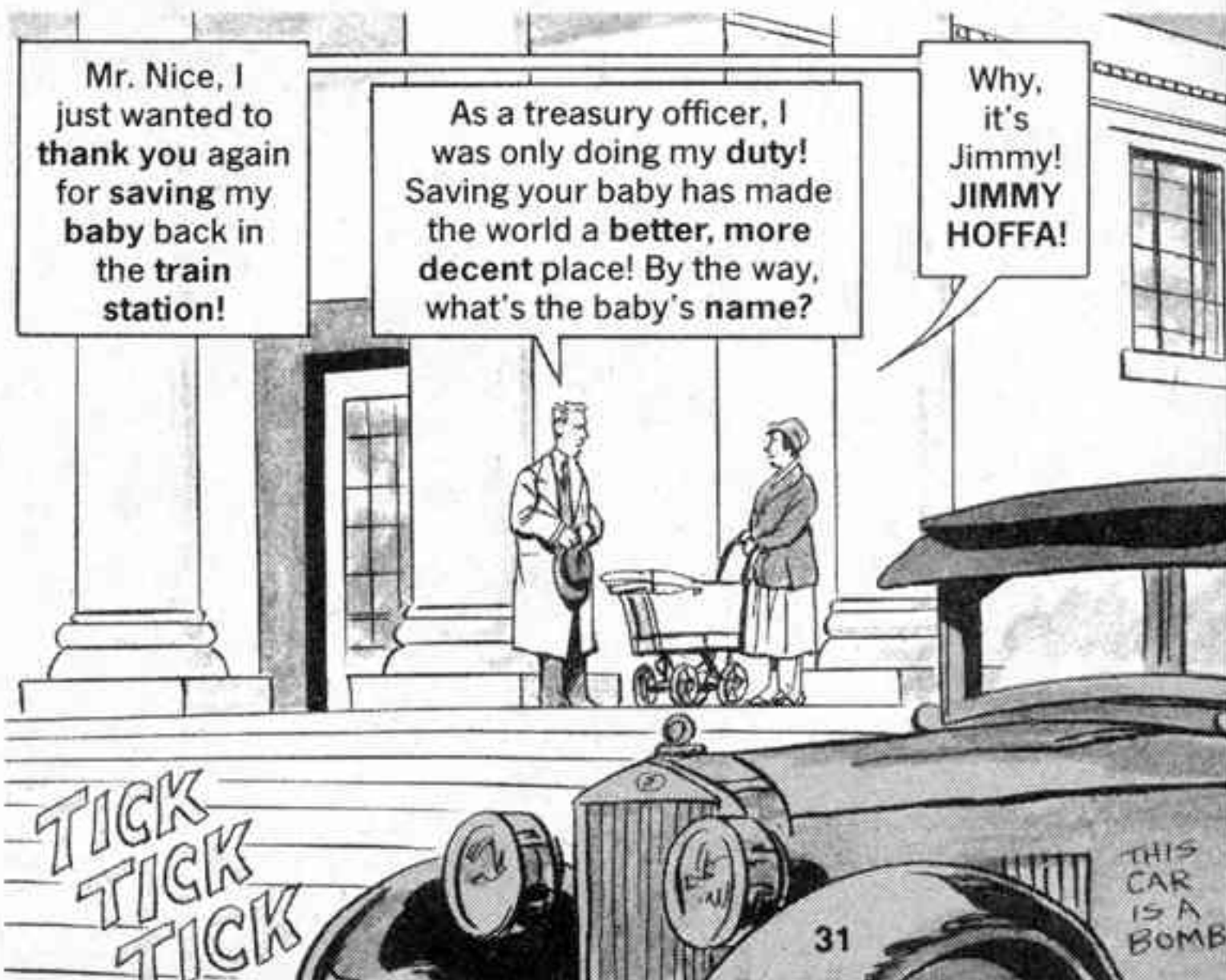
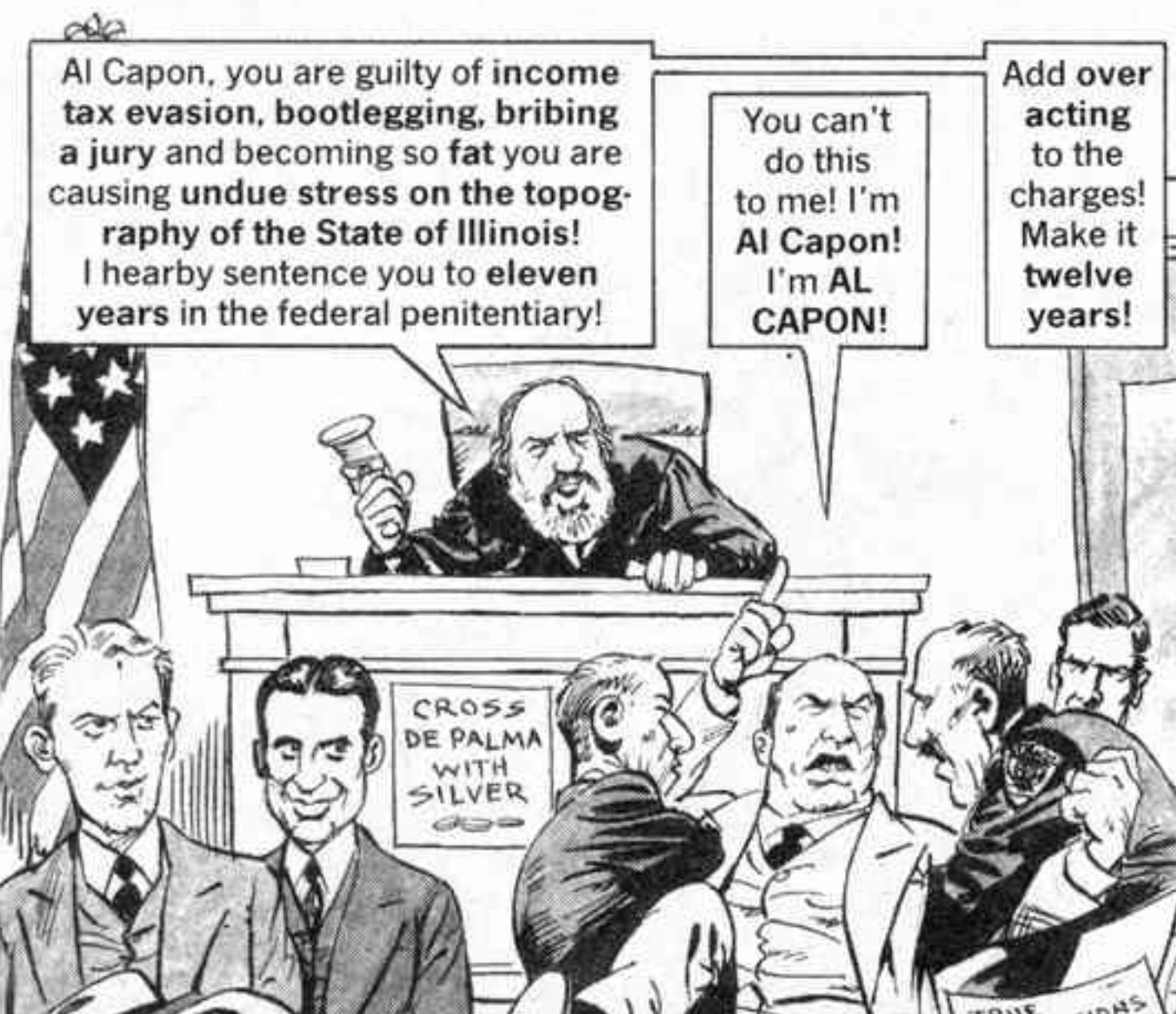
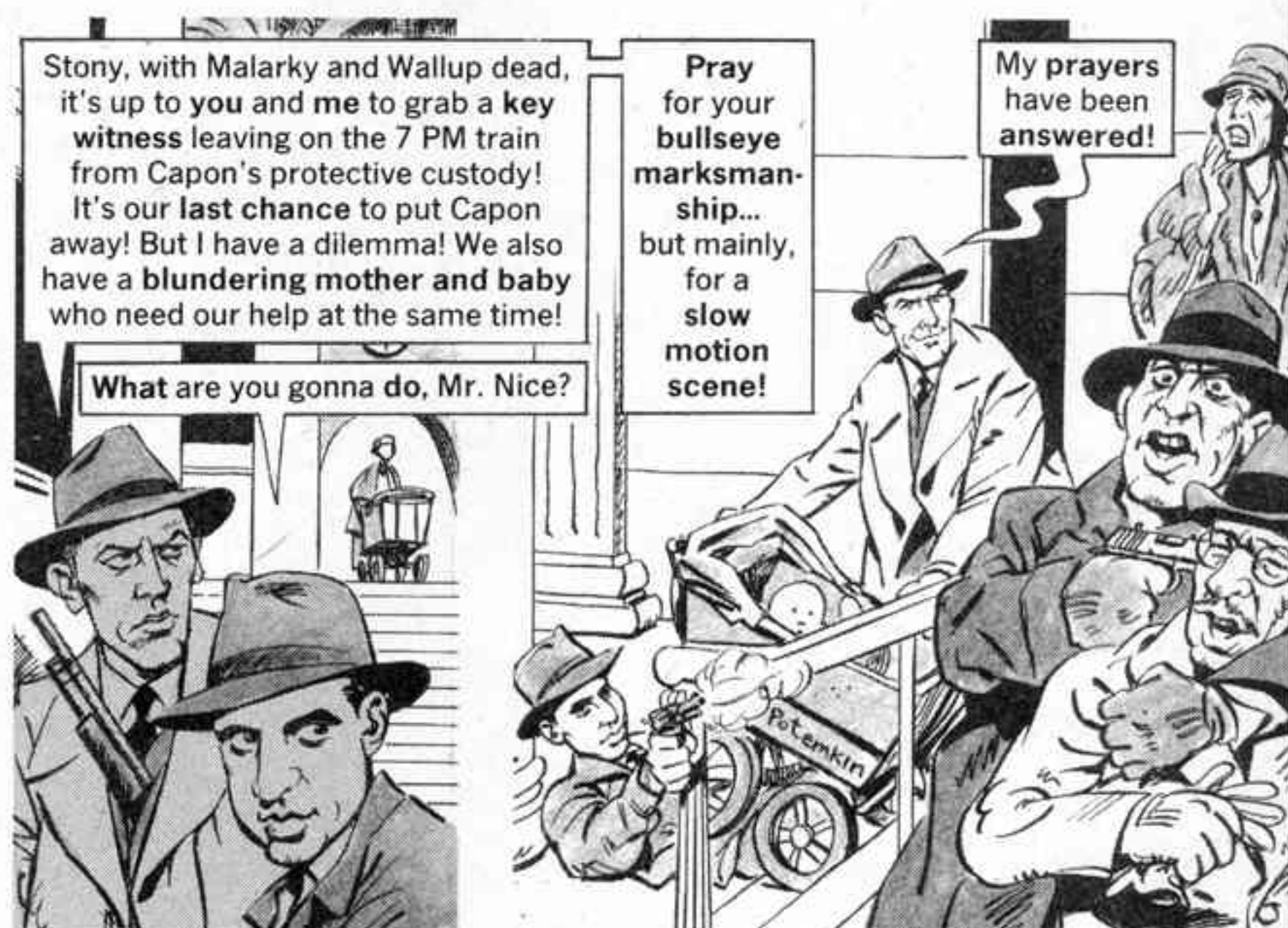
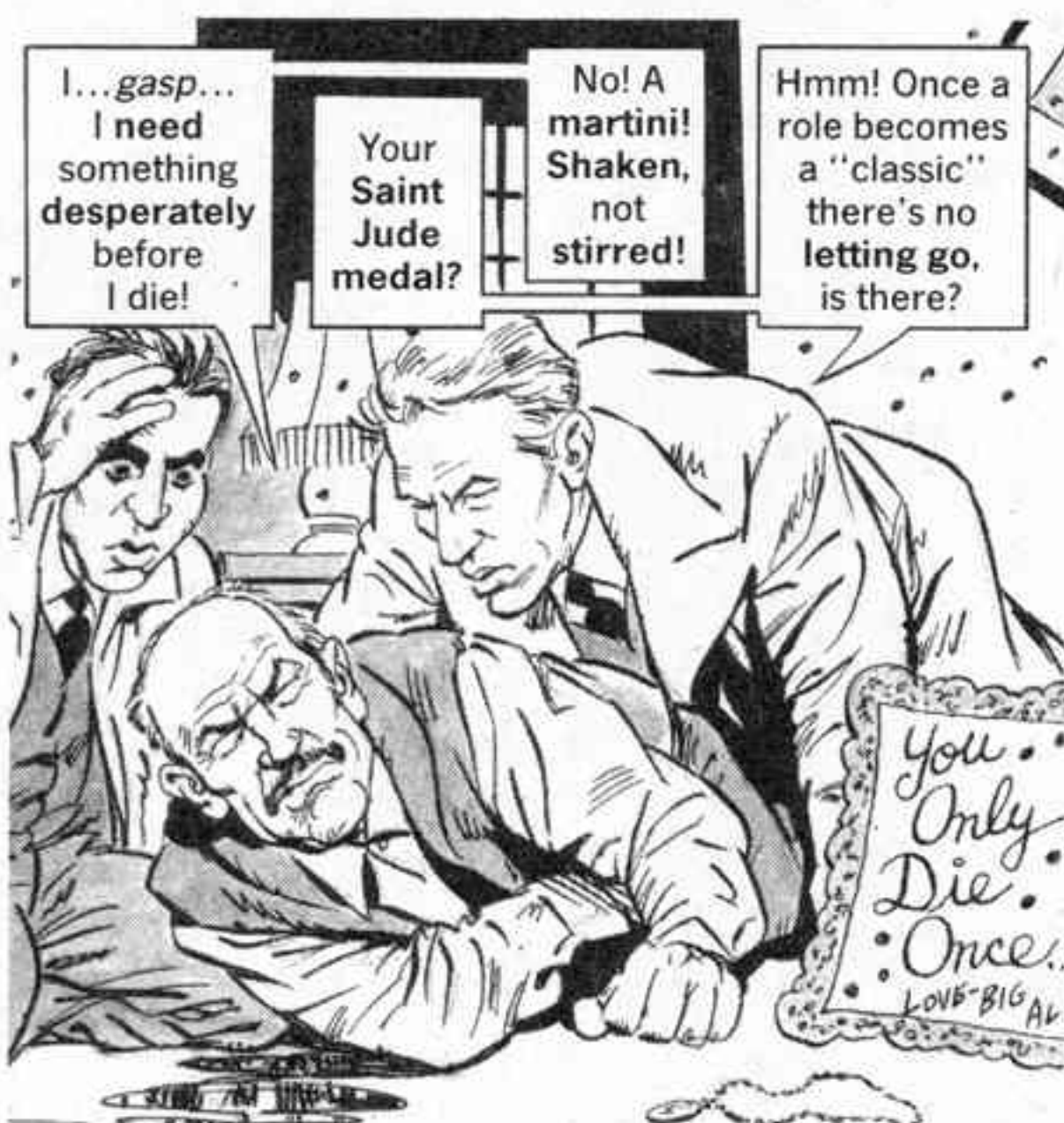
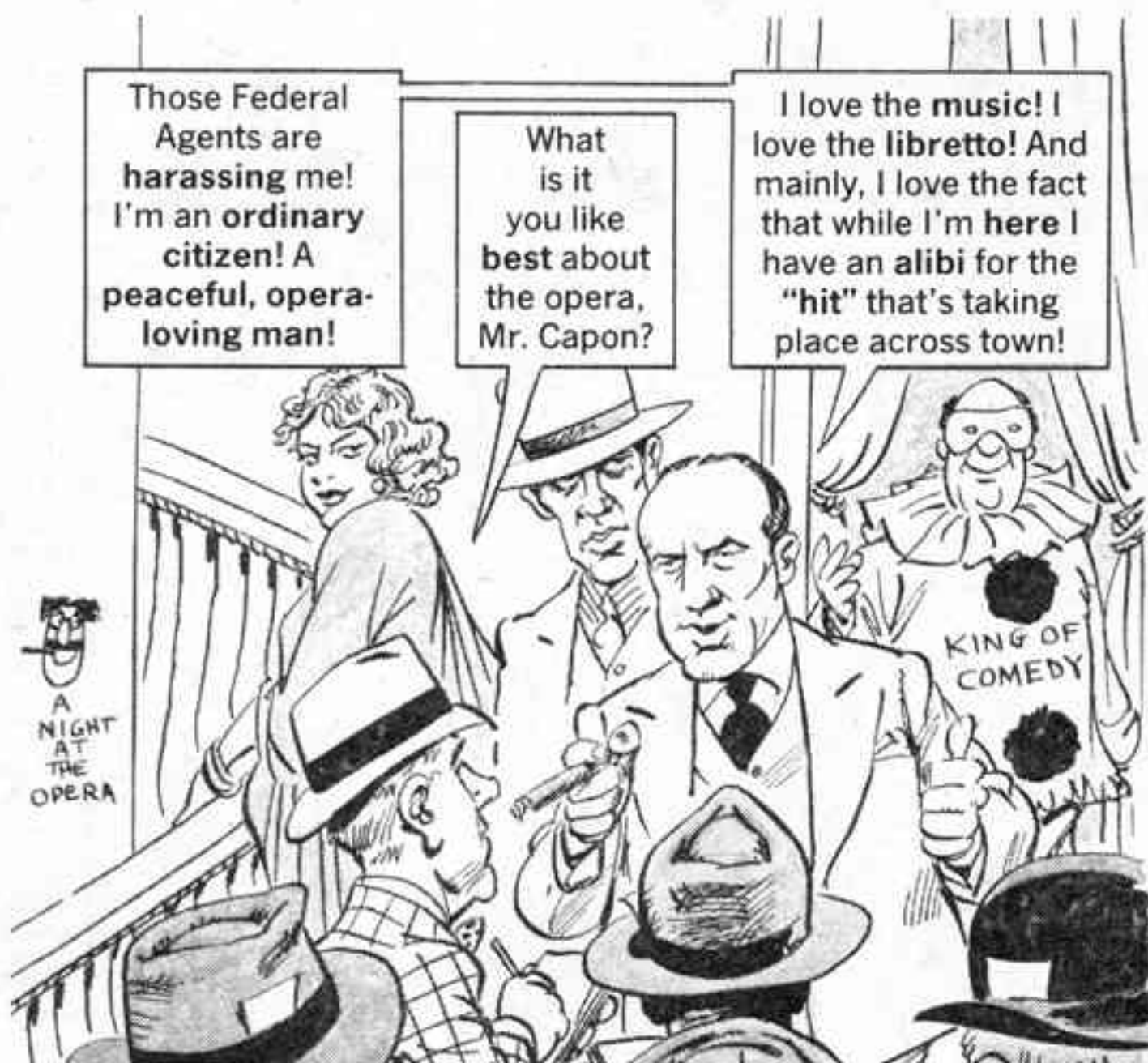
Mr. Nice, I'm too old! Too tired!

There will be fame! Recognition!

Forget it! My heart will give out...or my brogue! Nothing is worth it!



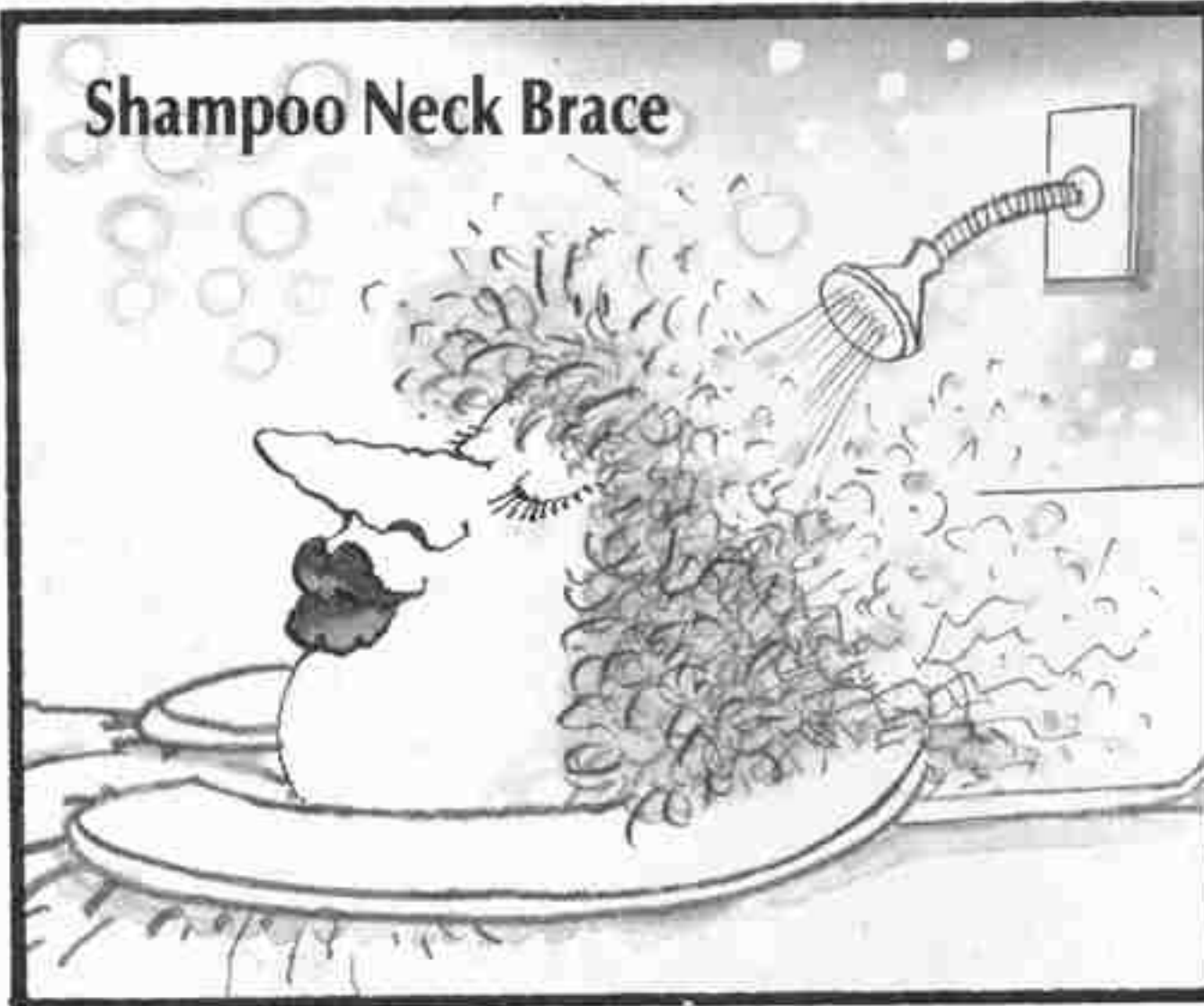




LEAVE NO THRONE UNTURNED DEPT.

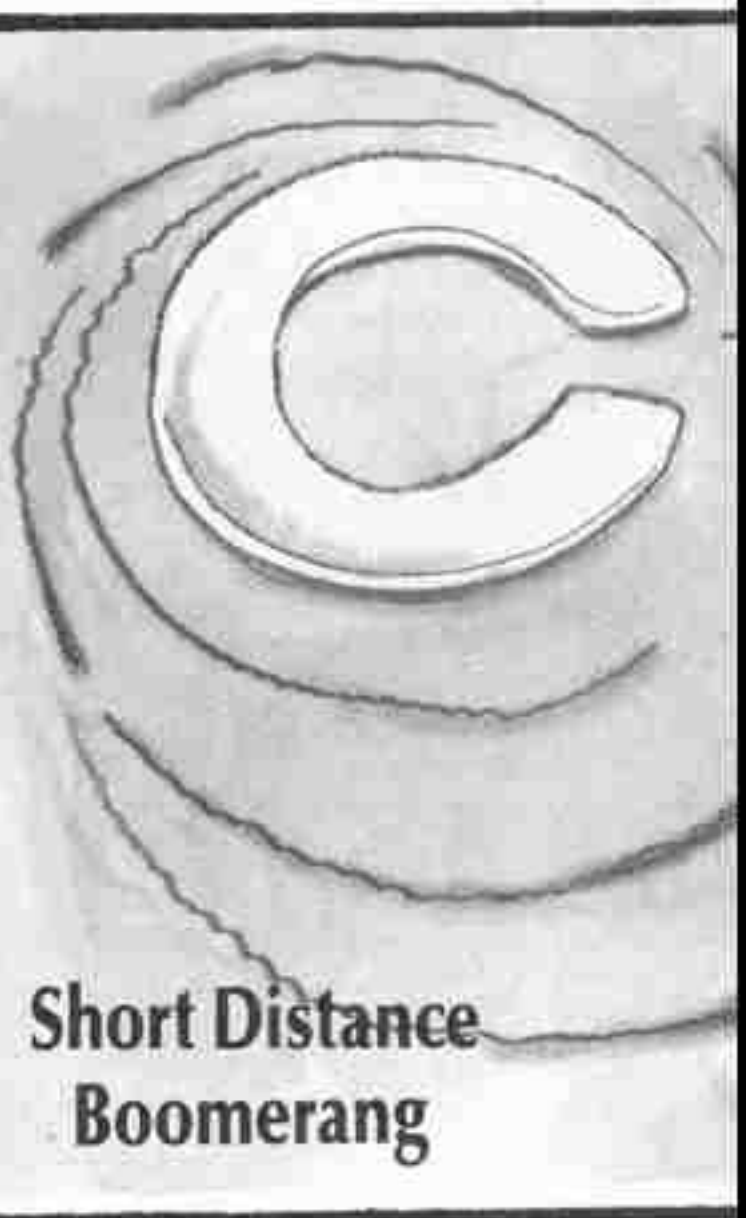
RECYCLING TO

Shampoo Neck Brace



Baby Walker

Memorial
Wreath
Support



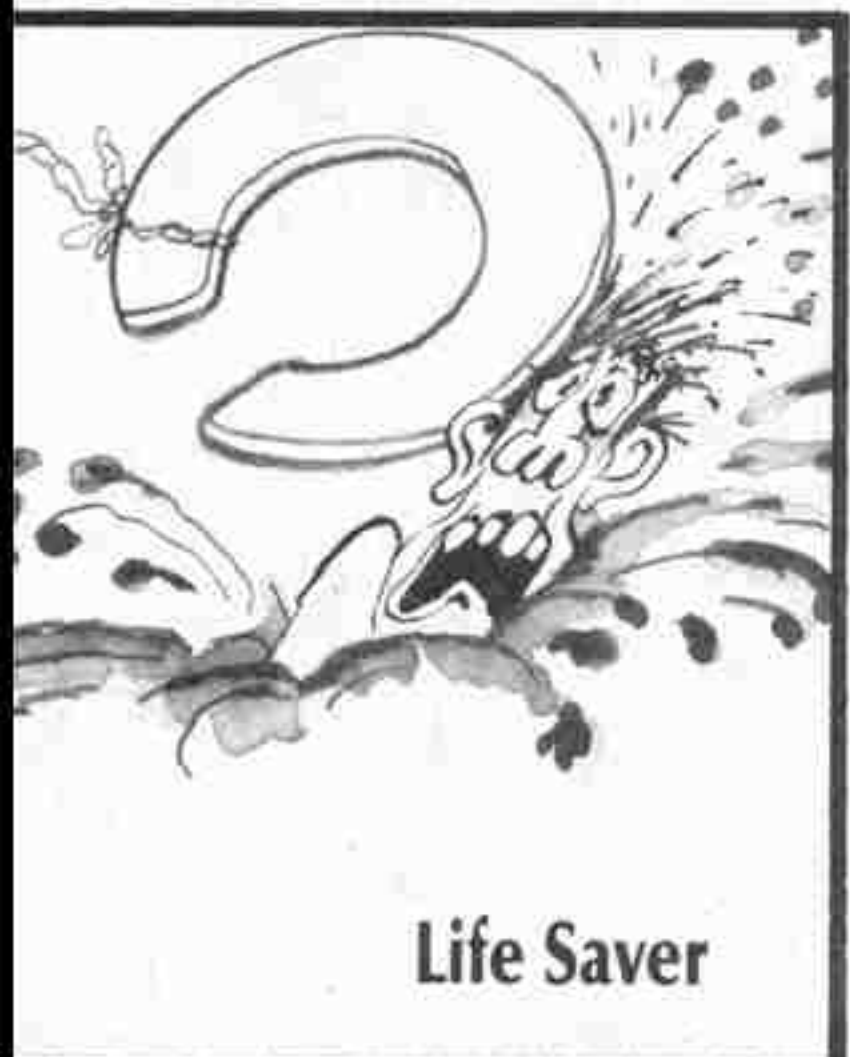
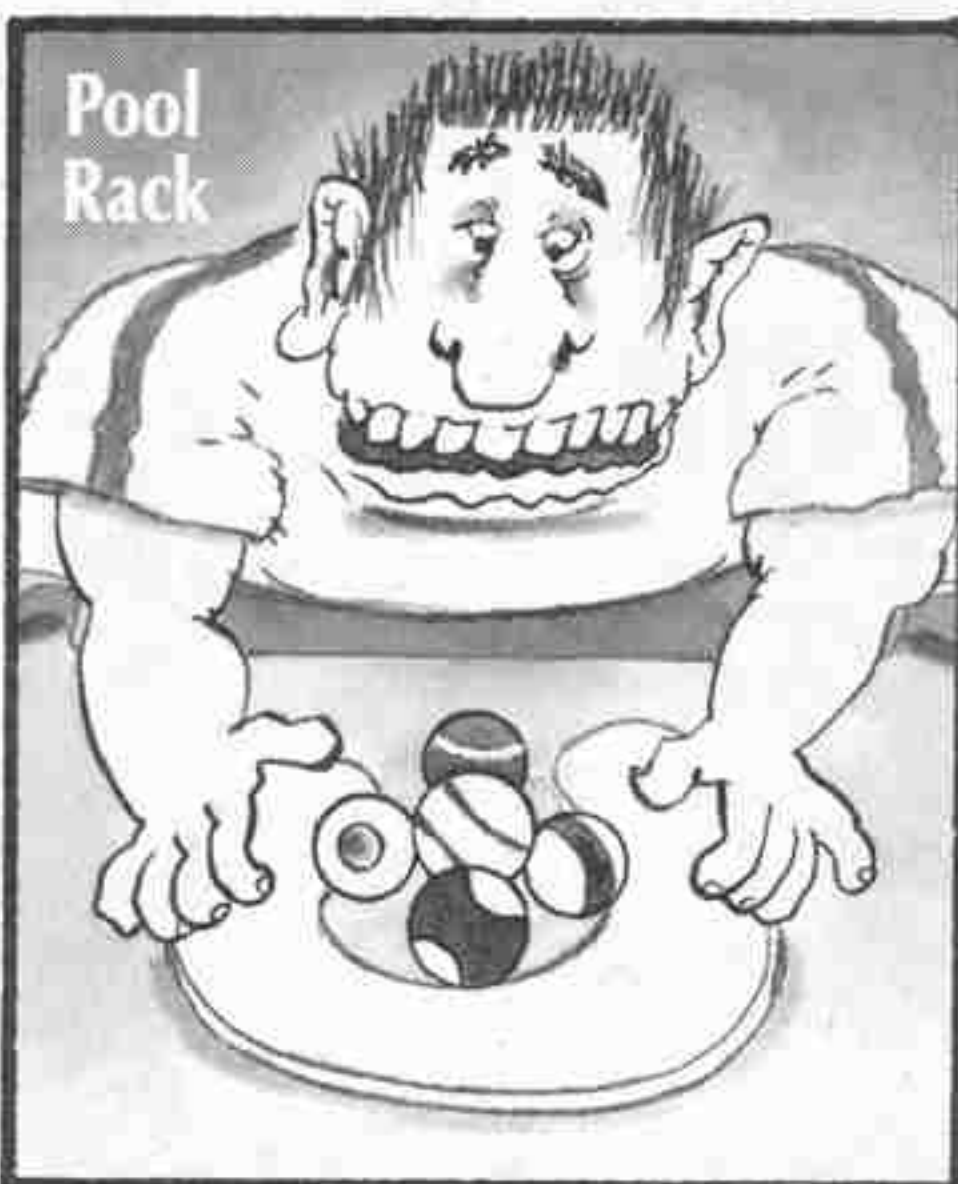
Short Distance
Boomerang

Snow Shoes



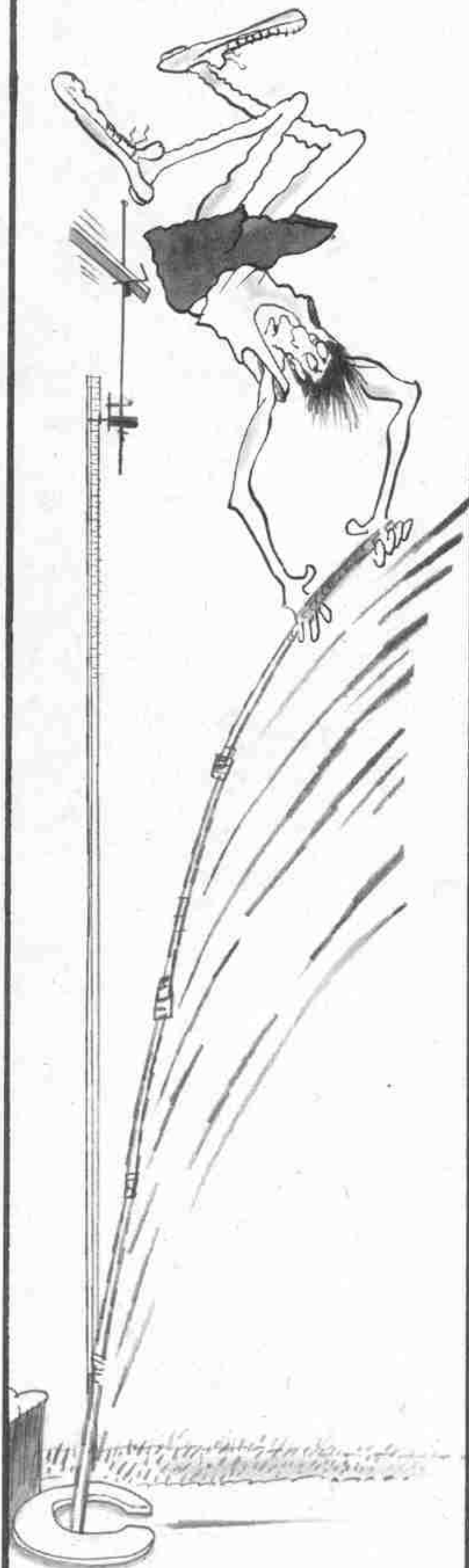
PILET SEATS

ARTIST AND WRITER: PAUL PETER PORGES



Life Saver

Pole Vault Take-Off Brace



CLASH OF THE TIE-INS DEPT.

MERCHANDISING that HOLLYWOOD m



SPIN-OFFS

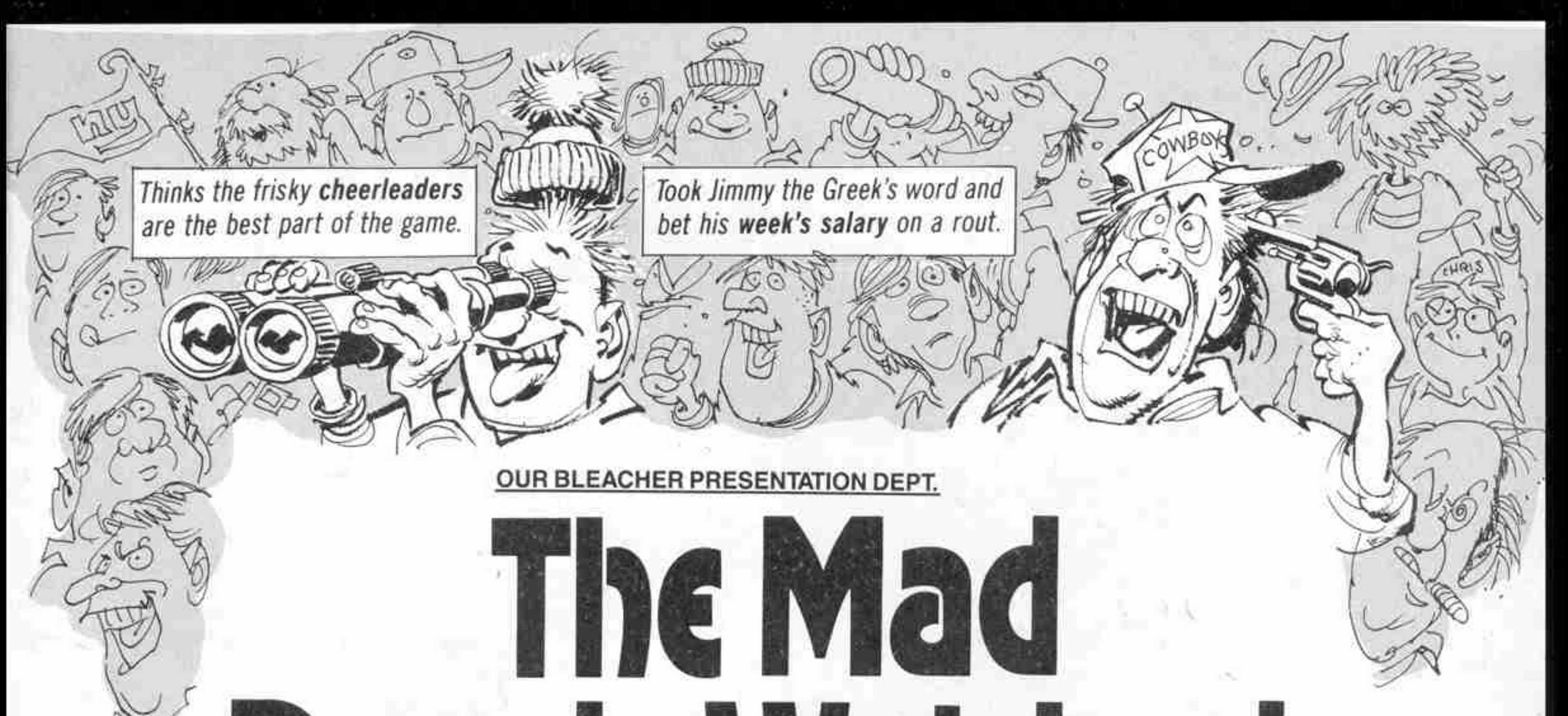
issued out on



ARTIST: BOB CLARKE

WRITER: MIKE SNIDER





*Thinks the frisky cheerleaders
are the best part of the game.*

*Took Jimmy the Greek's word and
bet his week's salary on a rout.*

OUR BLEACHER PRESENTATION DEPT.

The Mad People Watcher's Guide To A Typical Football Game

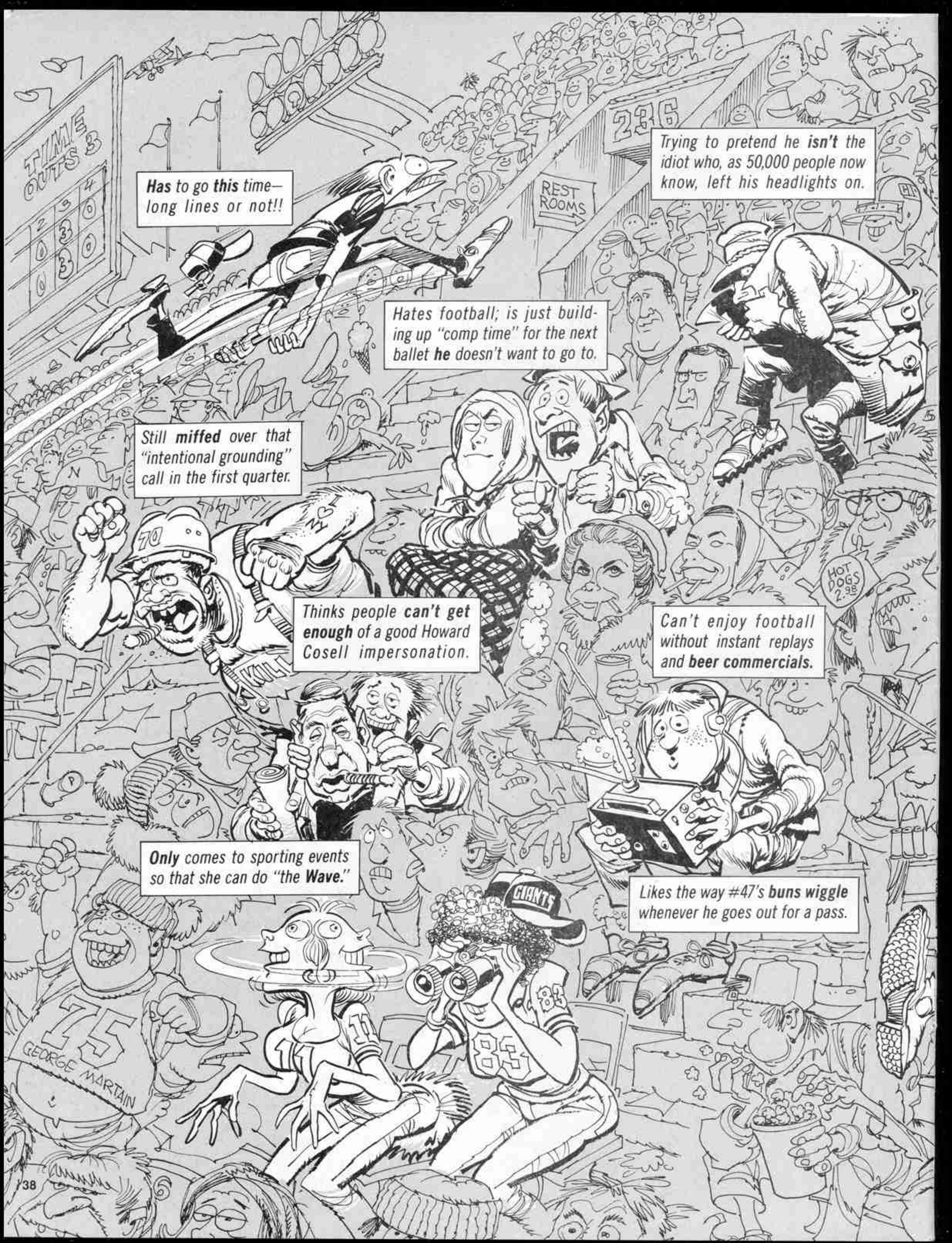
ARTIST: JACK DAVIS

WRITER: MIKE SNIDER



*Listening to two other
games that **sound** more
exciting than this one.*

*Meant to get tickets
for Twisted Sister, but
got into the wrong line.*



Has to go this time—
long lines or not!!

Trying to pretend he *isn't* the
idiot who, as 50,000 people now
know, left his headlights on.

Hates football; is just build-
ing up "comp time" for the next
ballet *he* doesn't want to go to.

Still *miffed* over that
"intentional grounding"
call in the first quarter.

Thinks people *can't* get
enough of a good Howard
Cosell impersonation.

Can't enjoy football
without instant replays
and *beer commercials*.

Only comes to sporting events
so that she can do "the *Wave*."

Likes the way #47's *buns* wiggle
whenever he goes out for a pass.

Waiting for just the **right moment** to hurl his large Coke into the lower deck seats.

Mistakenly believes that everyone admires him for his **spirit**.

Has his "beat the crowd" exit timed down to the last **second**.

Just realized he blew **\$100** on tickets, parking and a sitter—for a game that's 3-3 in the 4th.

Wishes he were the kind of guy who could stand up and deck an obnoxious stranger.

Stopped caring about the game—or anything else—3 **beers** ago.

Knows a play formation that could break the game wide open—if only they'd just **ask** him!

Knows that although the Good-year blimp has never **actually** fallen into a stadium, there's a first time for everything!

CHARITY D

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

Florida's Senior Citizens Desperately Need Pastel-Colored Slacks!



**YOUR GIFT OF GARISH PANTS CAN HELP THEM
FULFILL THEIR DREAM TO LOOK RIDICULOUS!**

The Turquoise Tush Society Balmy Palms, Fla.

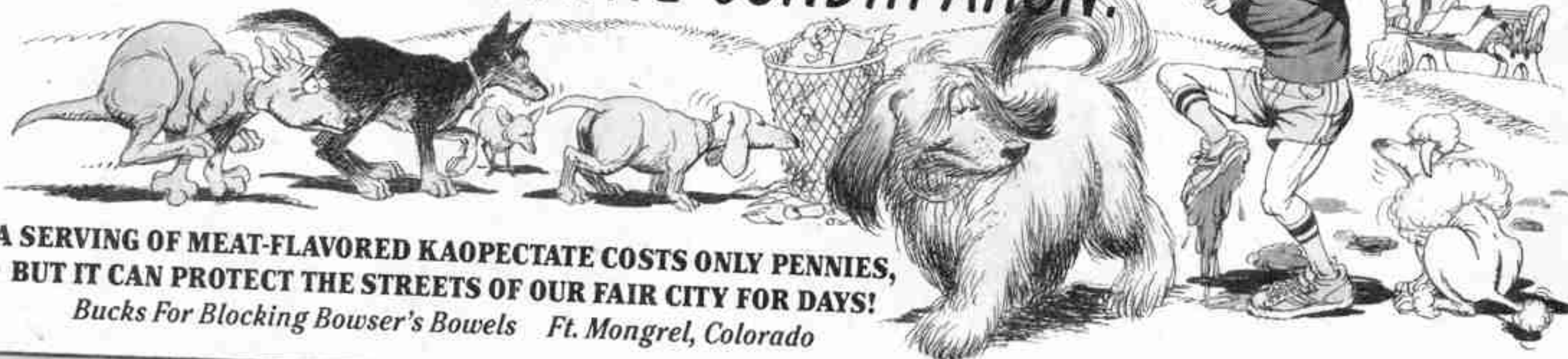
PRESERVE OUR SANITY! SILENCE ELEVATOR MUSIC!



**DRAGGY INSTRUMENTALS IN PUBLIC PLACES ARE PREVENTABLE!
HELP OUR STRIKE FORCE SMASH A LOUDSPEAKER IN YOUR NAME!**

Send Your Contribution To:
Fewer Opiates For The Masses, Inc.
Sleepy Hollow, N.Y.

STOP SLOGGING THROUGH DOGGIE-DOO! HELP PROMOTE CANINE CONSTIPATION!



**A SERVING OF MEAT-FLAVORED KAOPECTATE COSTS ONLY PENNIES,
BUT IT CAN PROTECT THE STREETS OF OUR FAIR CITY FOR DAYS!**

Bucks For Blocking Bowser's Bowels Ft. Mongrel, Colorado

RIVES

we'd like
to see...



STRANGLING CHECK-OUT COUNTER DAWDLERS IS JUSTIFIABLE HOMICIDE!!



GIVE NOW TO SUPPORT RATIFICATION OF THE SHOPPERS' RIGHTS AMENDMENT!

Sponsored By: Mothers For Mayhem Washington, D.C.

George Steinbrenner NEEDS YOU!



**Dig Deep To Help George's "New York Yankees"
Acquire The Power Hitter They Desperately Need!**

*Mail Cash Or Check To:
Bronx Bombers' Restoration Society, N.Y., N.Y.*

SAVE THIS WRETCH FROM HUMILIATION WITH YOUR GIFT OF COUGH DROP MONEY!



**A MERE 69¢ CAN SILENCE A CHRONIC HACKER
THROUGH A WHOLE DOUBLE FEATURE PROGRAM!**

WON'T YOU HELP?

*Crusade Against Theater Coughing
Barkers Gap, West Virginia*

GET...

**Boring Grammar Classes
Took Out of Our Schools REAL QUICK!**



**THE CASH YOU GIVE AIN'T WASTED WHEN
IT CAN'T BUT HELP LET SCHOOL BOARDS
KNOW WHERE YOUR SENTIMENTS ARE AT!**

*The U.S. Council For Good Enough Talk
Dangling Participle, Oklahoma,
Is Whereabouts To Send Your Donation To*

**SAVE THE
WIMPS!**



**A \$27 POLO SHIRT WITH AN ALLIGATOR ON THE POCKET
MAY CONVINCE SOME NERD THAT HE'S REALLY A HUNK!**

**WIMPISHNESS IS CURABLE!
GIVE TO STAMP IT OUT!**

*Big Buddies Of Little Twerps, Inc.
Man Mountain, Tennessee*

**TAKE YOUR REVENGE AGAINST JUNK MAIL SENDERS!
GIVE GENEROUSLY TO SWAMP THEM WITH JUNK MAIL!**



**Your \$20 Donation Will Send 116 Unwanted Catalogues To The
Same Oafs Who Have Been Sending Unwanted Catalogues To You!**

Sponsored By: "Occupants" United, Bulkrate River, Oregon

**SEND AN UNDERPRIVILEGED
FAMILY MAN TO LAS VEGAS**



**Two Weeks A Year, They Can Get Time Away From Their Jobs,
But Only You Can Help Them Get Away From Their Families!**

DOLLARS FOR DREARY DADS

Hotel Whoopies—Suite 314 Las Vegas, Nevada



**MUST THIS GRUBBY LITTLE KID GO THROUGH
ANOTHER WINTER WITHOUT A HANDKERCHIEF?**

**GIVE TO ELIMINATE THE DISGUSTING SIGHT OF
CHILDREN WIPING THEIR NOSES ON THEIR SLEEVES!**

Dollars To Defeat Drummings, Nasal Springs, N.J.

"Mopping The Nostrils Of The Needy Since 1928"

MAY THE "SCHWARZ" BE WITH YOU DEPT.

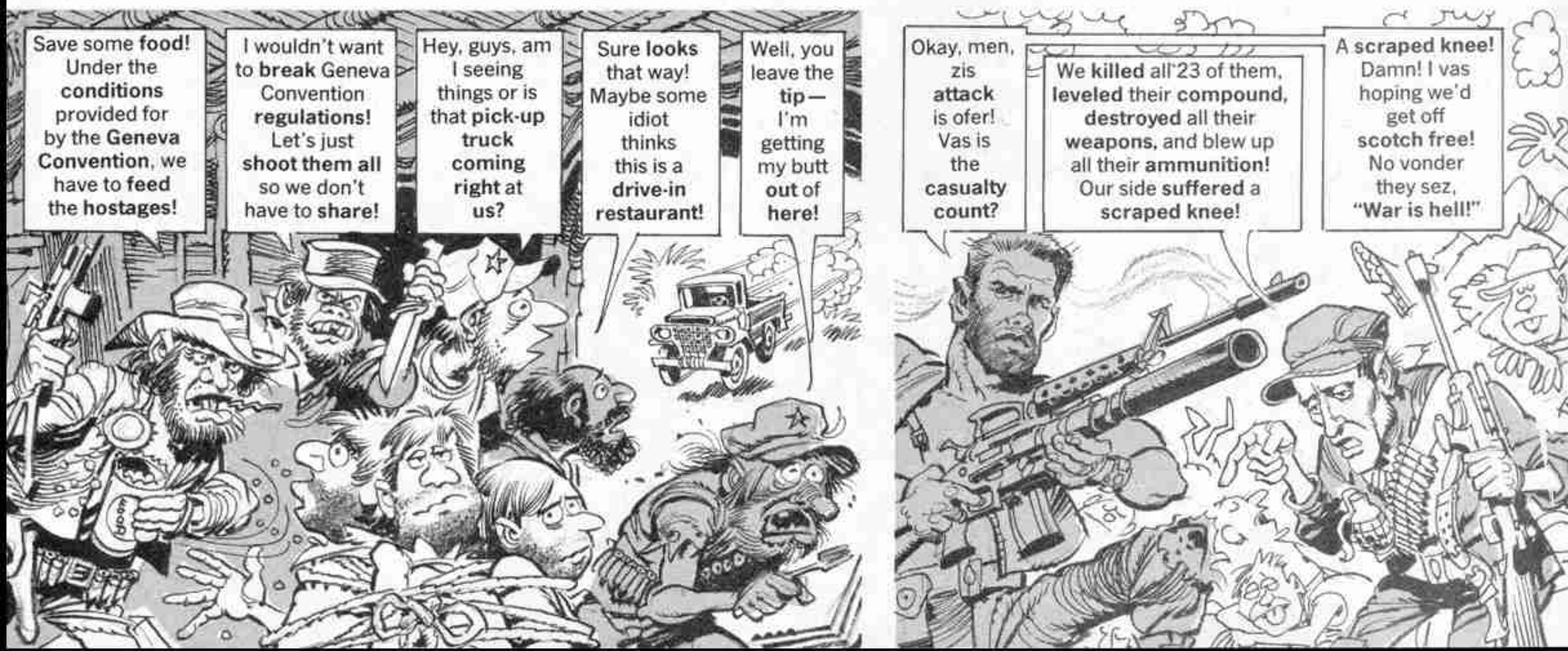
A man-eating alien creature? Wow! A fight to the death between the alien and one last survivor of his rage? Hoo-boy! Such an original premise! It's already been done! This creature isn't a Predator, he's just like his...

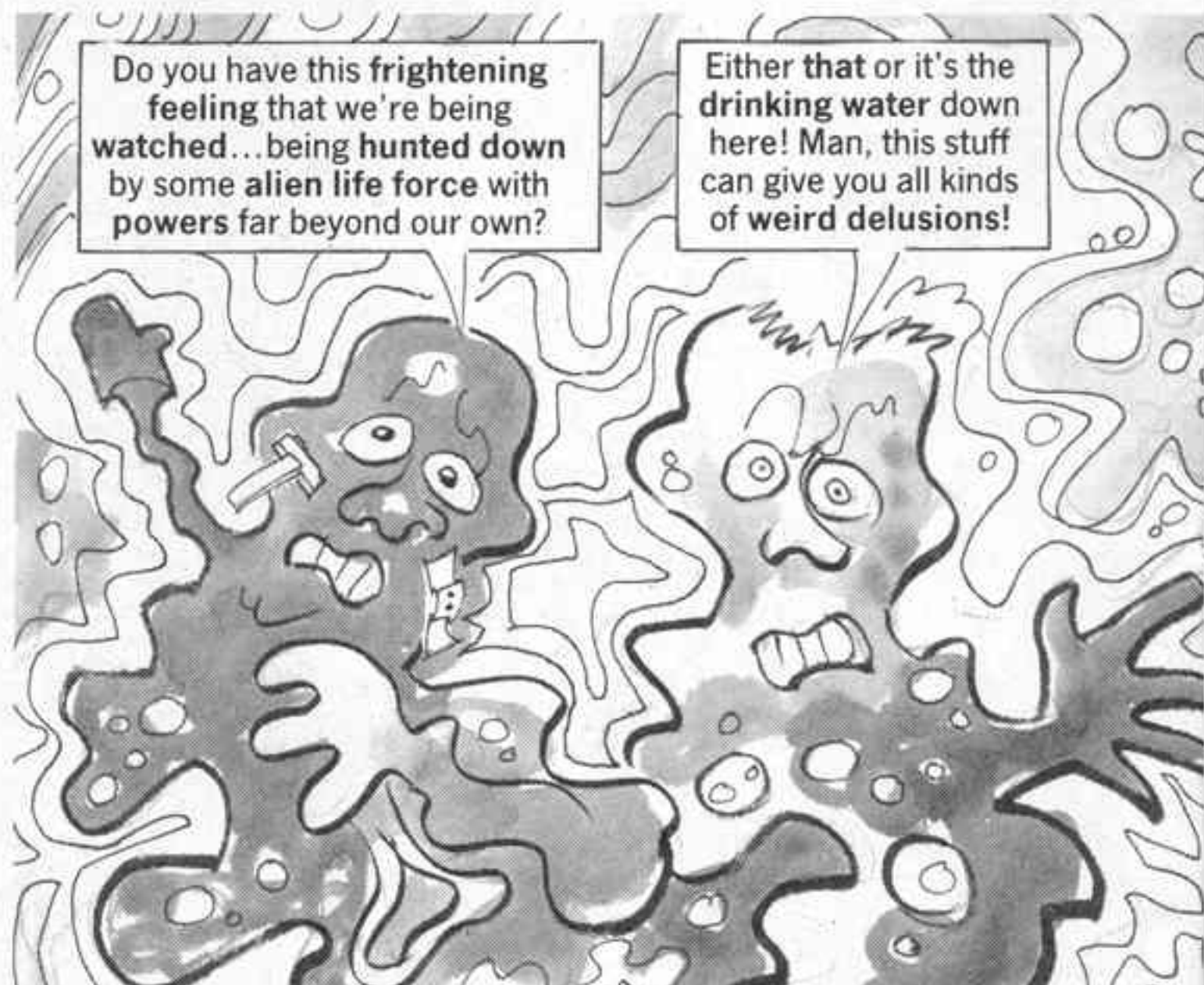
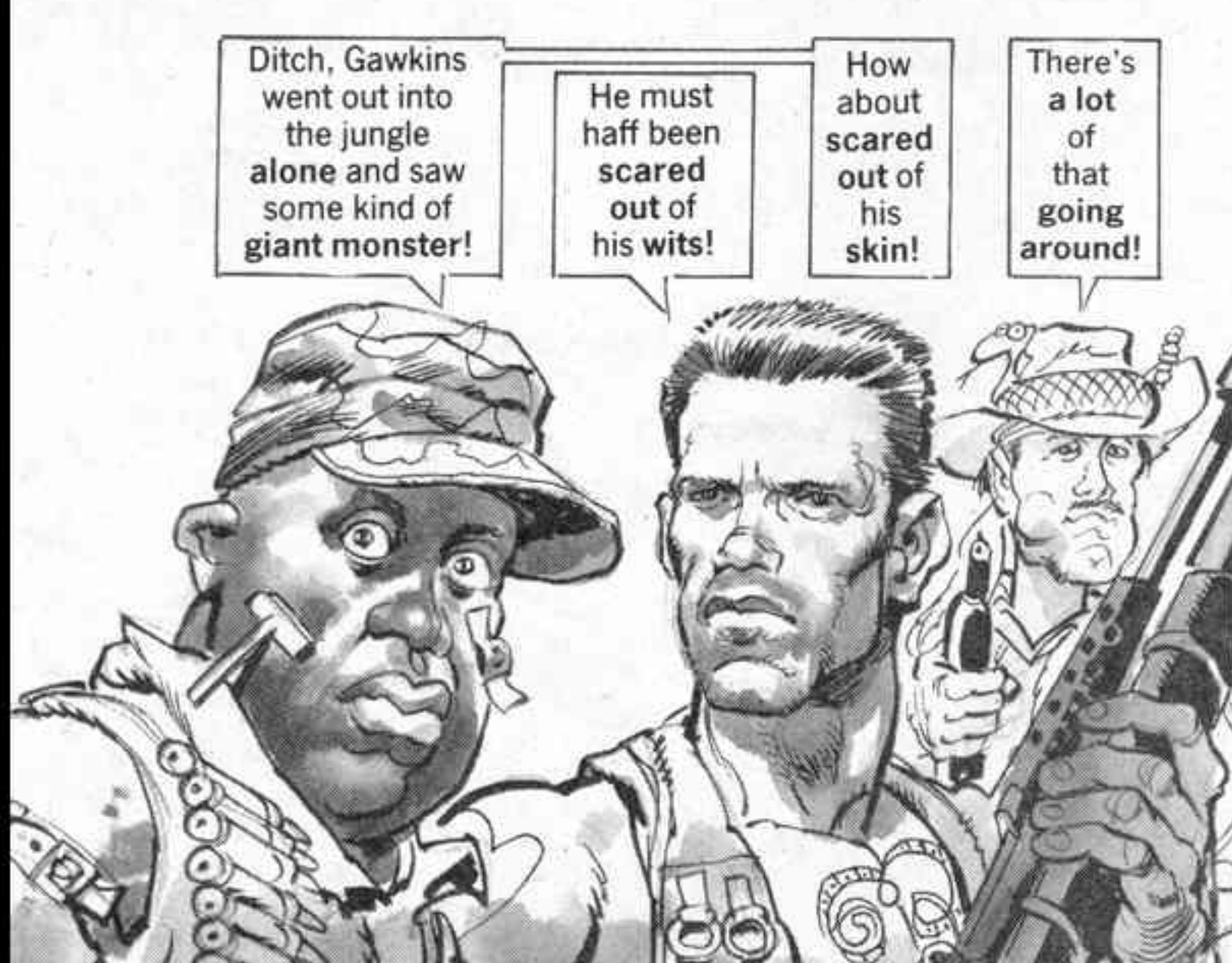
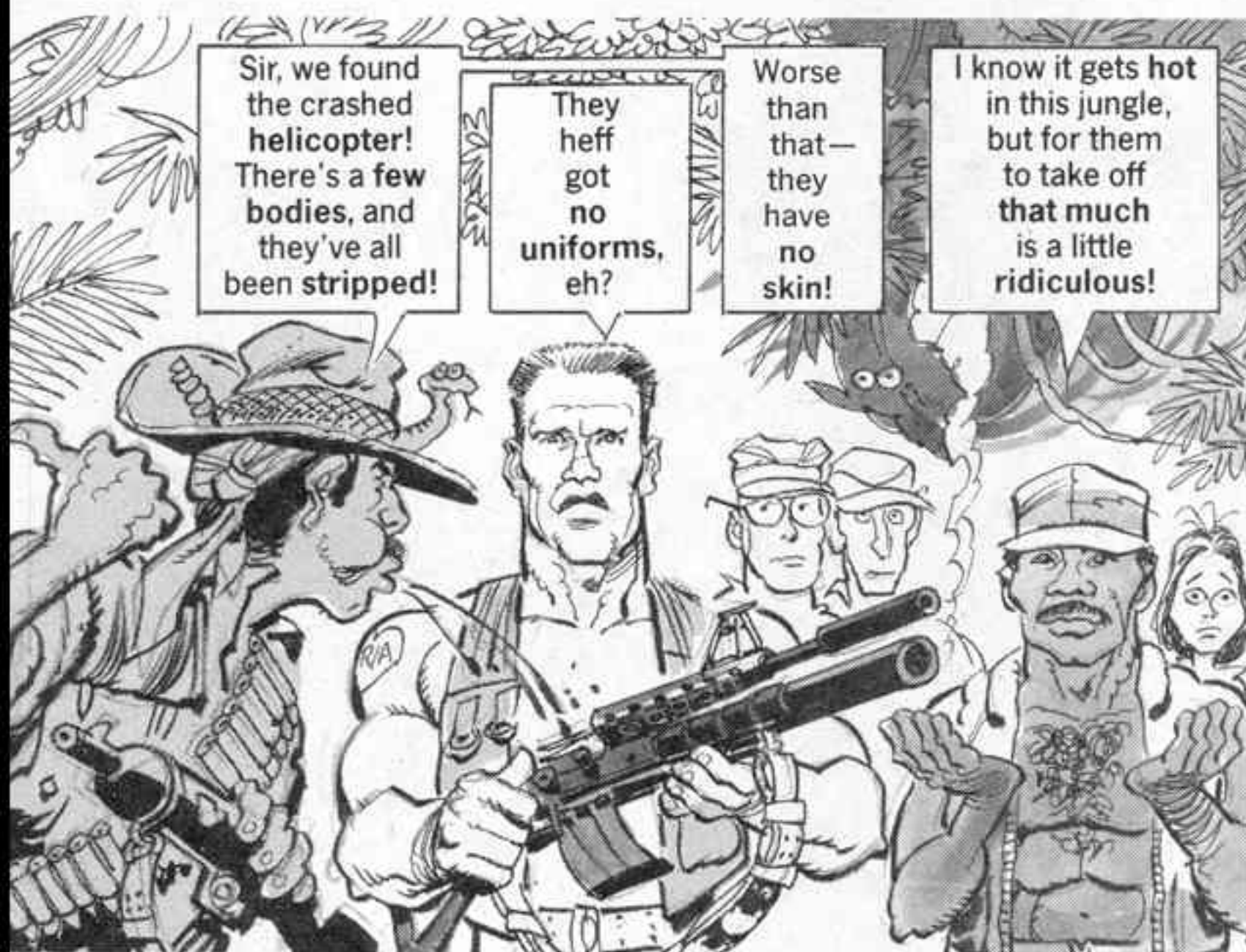
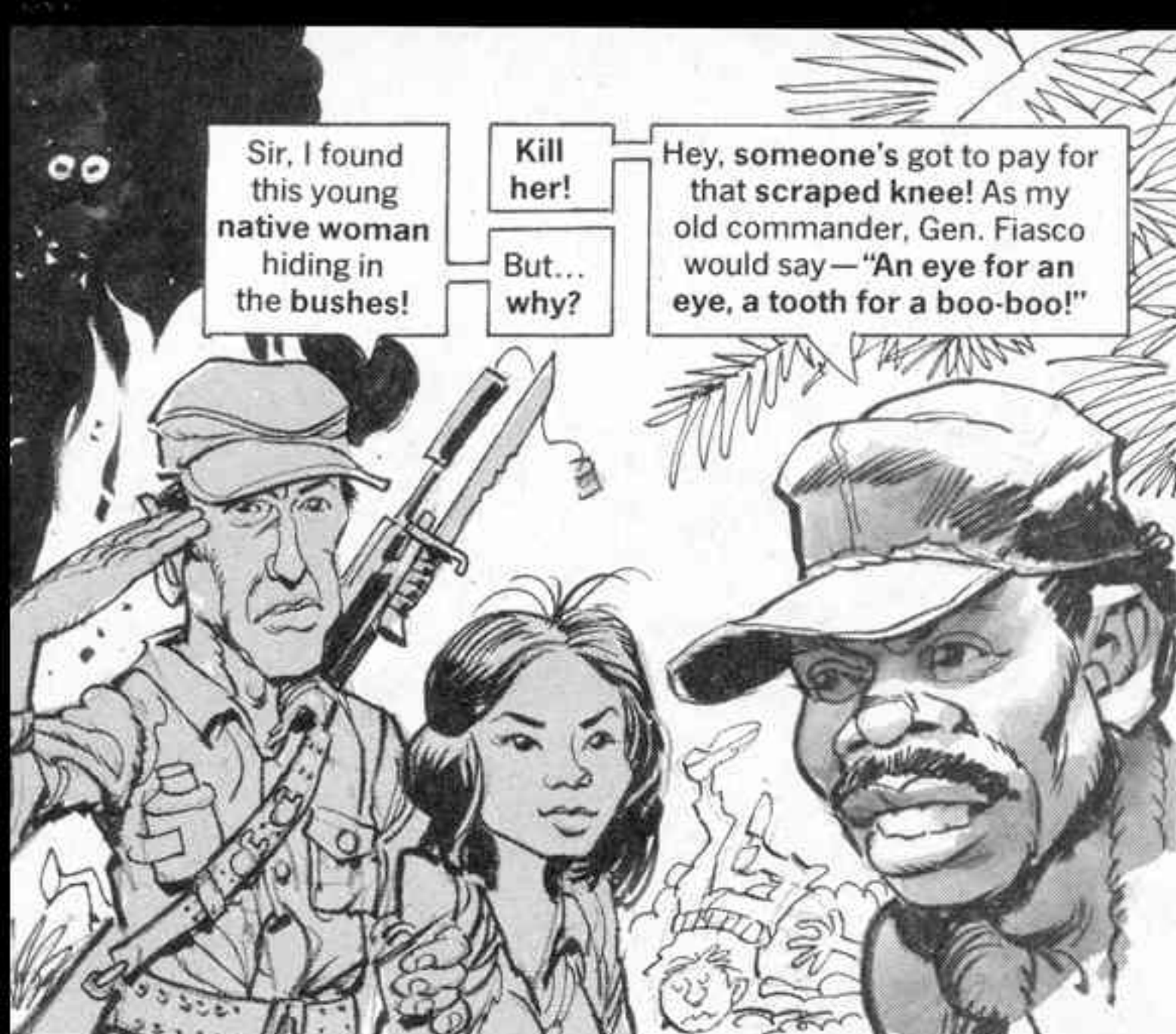
PREDCESSOR



ARTIST: JACK DAVIS

WRITER: DICK DEBARTOLO







Don't worry, guys. I've got my mini-machine gun and six more bullets!

Six bullets von't stop dot ting!

The six bullets are for us — one each! Suicide will be quick and painless compared to what the monster will do to us!



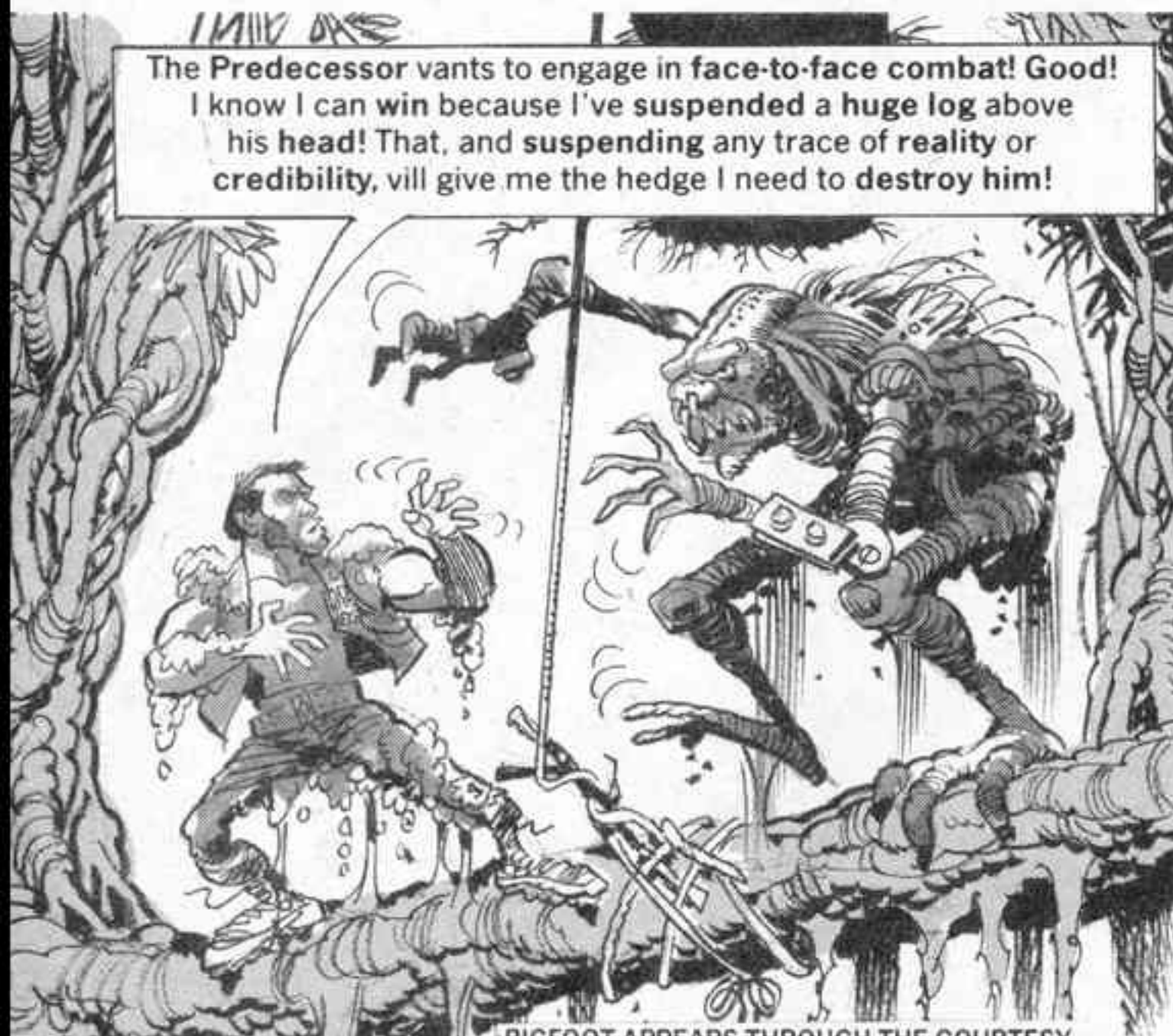
Vell, since dot last panel, everyone else is gone! Und I don't stand a chance against zat thing vit all his sophisticated electronic surveillance devices! But wait! It stopped! The monster can't see through a simple, light coat of mud!

Hey, slob go get your own @\$%& mud!

And while your at it, creep, get your own plot! You're doing "Aliens III"!



The Predecessor wants to engage in face-to-face combat! Good! I know I can win because I've suspended a huge log above his head! That, and suspending any trace of reality or credibility, vill give me the hedge I need to destroy him!



"BIGFOOT APPEARS THROUGH THE COURTESY OF 'HARRY AND THE HENDERSONS'"



Gee, with all this radio-active dust, I can't find Ditch! Do you see him anywhere down there?

After the creature blasted himself to bits in that nuclear explosion, try looking up! Ditch has gotta be floating around somewhere!



How are you, Ditch? Are you okay?

Idiot, vot do you hexpect after a nuclear explosion? Of course I'm not okay! I scraped my other knee!



ONE EVENING ON SHERWOOD DRIVE





FRANK ON A ROLL DEPT.

TWO FOR THE ROAD

ARTIST: MORT DRUCKER

SOON TO BE PLAGIARIZED BY: SEN. JOE BIDEN

WRITER: FRANK JACOBS

The Donkey's very proud to be
The Democratic symbol;
A dedicated beast is he,
Sure-footed, smart and nimble;
But there's one load he's had to bear
That's made the going tough;
Let's hope the Party's now aware
One jackass is enough.

The Elephant has always said
Republicans are best;
But pondering the days ahead,
He's getting quite depressed;
How can he back the Party slate
That's running next November,
When saddled with a Chief of State
Who never can remember?

The Donkey is a basket case,
The Elephant a mess;
Yet both of them are in the chase
And hopeful of success;
With this in mind, it's safe to bet
That come Election Day,
No matter how we vote, we'll get
A turkey either way.

**WHAT
MENACE
IS ZAPPING
THE ENERGY
OF TODAY'S
YOUTH?**

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

"Tired, listless, wandering zombies" is what best describes today's youth. To find out what's having this profound effect on them, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



LATELY, SCHOOL KIDS ARRIVE SO TIRED, THEY CONFUSE NIGHT WITH DAY. STUDENTS WHO ARE NORMALLY DEDICATED AND AVID SCHOLARS NOW FALL ASLEEP. NOT ONLY ARE THEY LETTING GRADES SLIP IN LESS POPULAR FRENCH AND GERMAN LANGUAGE CLASSES, BUT IN ALL OTHERS AS WELL.

A▶

◀B

MAD'S CLIP 'N SAVE MONEY SAVING COUPONS

MANUFACTURER'S COUPON EXPIRES IF COUPON IS USED

SAVE 25¢ NOW!

ON **HELLMEANS®**
REAL MAYONNAISE



CUSTOMER: This coupon good only if you buy the following combination of our fine products: One 2-pound jar, two one-pound jars, six 12-ounce jars, four 8-ounce jars and nine 4-ounce jars. RETAILER: Don't come looking to us for your 25¢ back! Look how much mayonnaise we got your customers to buy!

37670 551944

MANUFACTURER'S COUPON EXPIRES IN 3 DOG MONTHS

SAVE \$1.00

on any 200 lb. bag of **ReCycle5®**
DRY DOG FOOD



FOR THE HEREAFTER LIFE OF YOUR DEPARTED DOG

RETAILER: Games Dogfood will reimburse you for the face value of this coupon plus 8 cents when accepted in accordance with our redemption policy (which specifically forbids redemption of these coupons). Cash value: .0000000.

6200017800

1976/CAS

MANUFACTURER'S COUPON EXPIRES REAL SOON

SAVE 20¢ ON ONE CASE OF

Campbell's®
Cream of Leftovers



CONSUMER: Only one coupon can be used in your lifetime. Good only on product indicated, which is no longer made by us. GROCER: You must be able to produce on request, invoices proving purchase of stock equal to the exact number of coupons you turn in, plus the number of lawsuits arising from the health hazards involved in eating this soup. Void where prohibited. Prohibited where void. Void and prohibited where not allowed.

13579 000001

MANUFACTURER'S COUPON HURRY! EXPIRES 12/31/86

SAVE 75¢ on ANYTHING ANYWHERE in the WORLD!

COUPON DU JOUR...

CUSTOMER: If you find a retailer dumb enough to redeem this coupon, please notify us immediately as we have 10 million more of them in our warehouse. RETAILER: We will redeem this coupon for the face value providing you pay our normal one dollar per coupon handling fee. Facsimiles of this coupon will be accepted for an additional 10¢ charge.



NB 666 55167 0944 37

MANUFACTURER'S COUPON EXPIRES WITHOUT NOTICE

SAVE 80¢ on any size of **TANGY** SORT-OF ORANGY DRINK



CUSTOMER: This coupon is good only on product indicated, unless you get a near-sighted cashier, in which case you should be able to redeem it on just about any product in the store! Retailer: Contact General Fools when you have saved up at least \$35.000 worth of these coupons, and we'll see what we can do about redeeming them. Mail to: General Fools Corporation, P.O. Box 8888, Cankersore, IL 60902

GENERAL FOOLS CORPORATION

RICO 1492 00

768017250 5

MANUFACTURER'S COUPON EXPIRES UPON PRESENTATION TO CASHIER

SAVE 50¢ on NEW **Killogg's®**
FIBER FLAKES with added Fiber Optics



CONSUMER: This coupon must be accompanied by required purchase, which is any size product except those which can be found on your grocer's shelves. It may be not copied or transferred; however, a good tracing may be acceptable. RETAILER: Please notify us if you get a lot of people coming in with these coupons so we can start manufacturing this product.

1066 485M

KILLOGGS CORP. Battlecreep, Michigan.

ARTIST: BOB CLARKE

WRITER: DICK DeBARTOLO