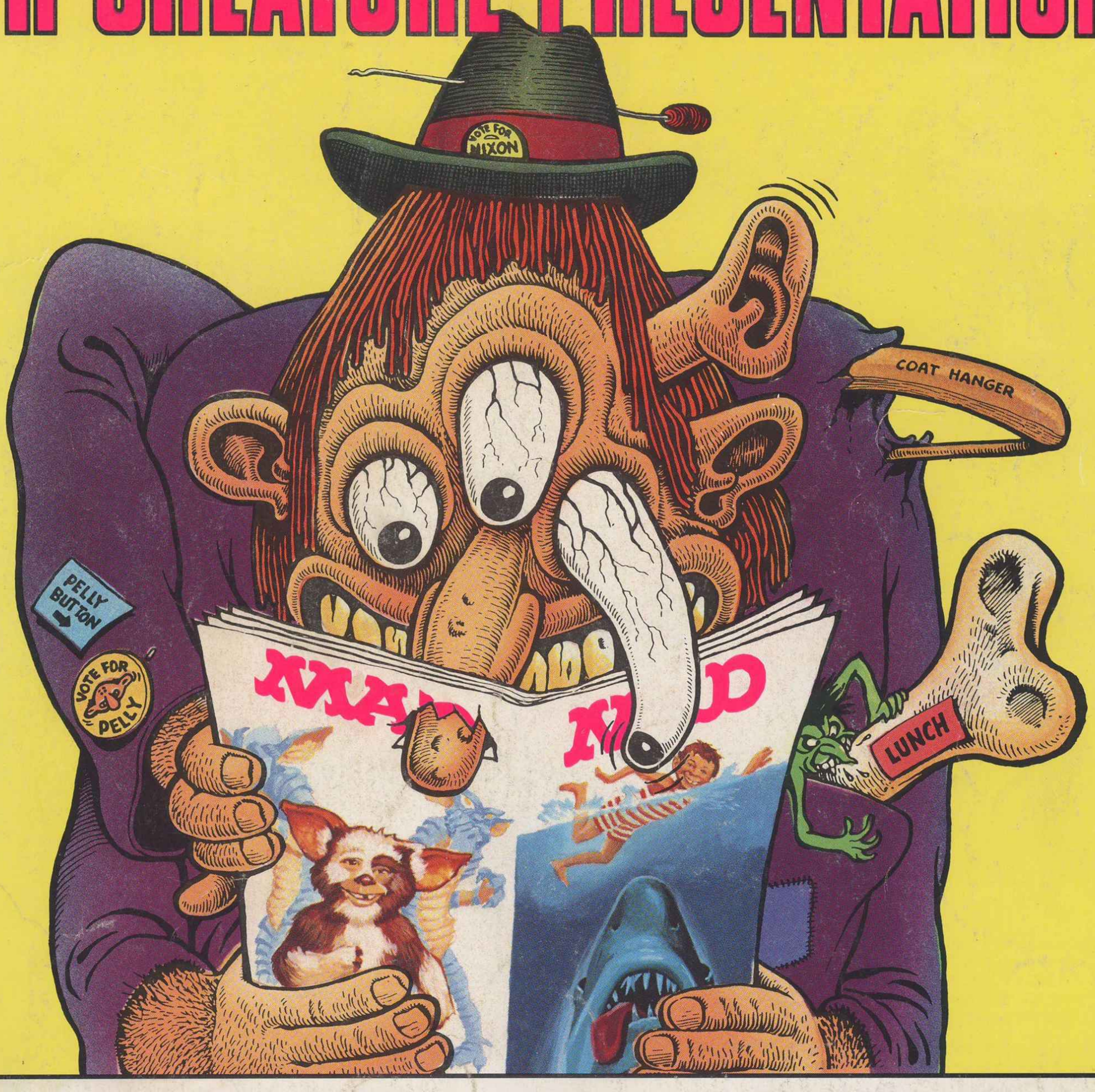
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# MAD IND ®



# OUR CREATURE PRESENTATION




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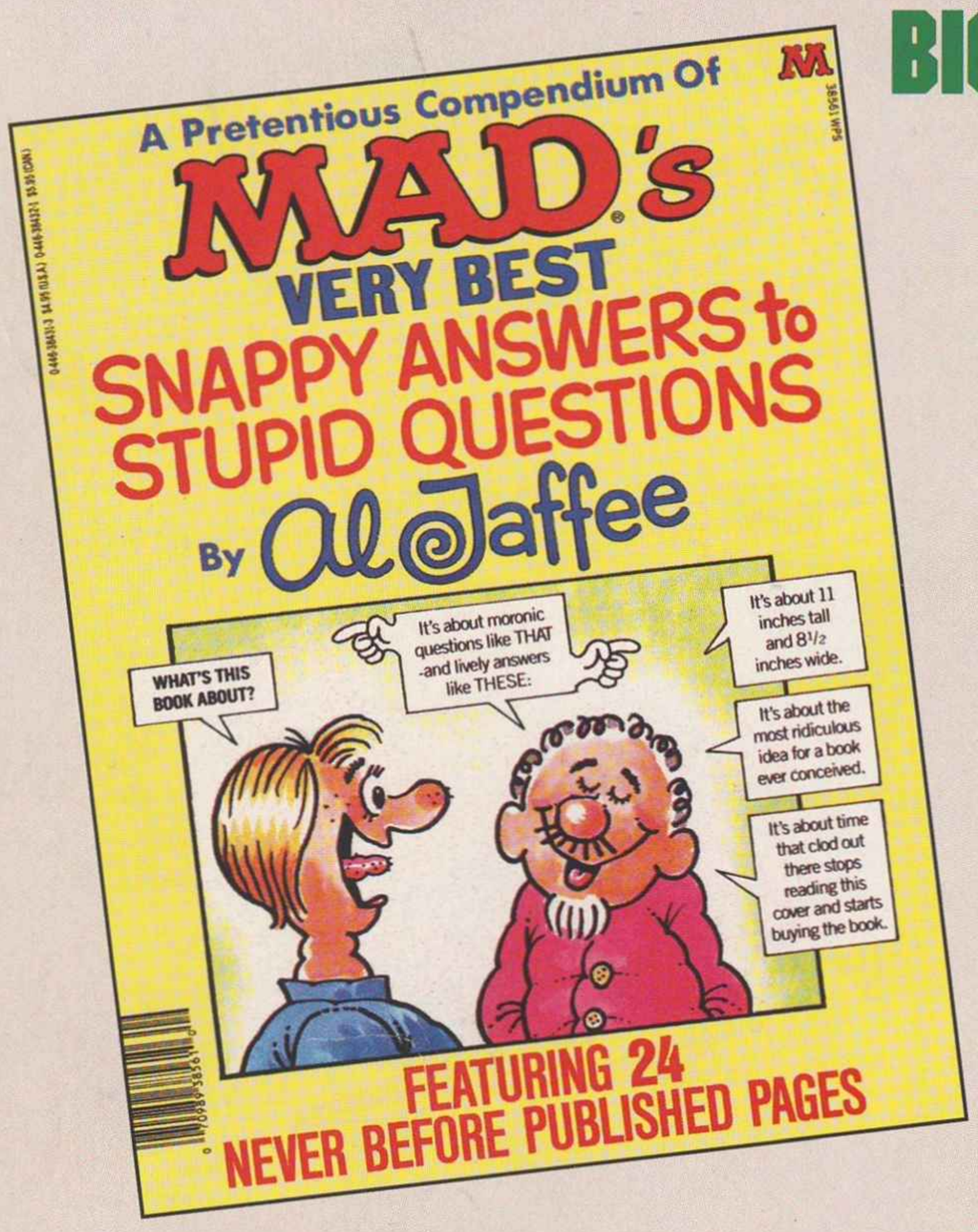
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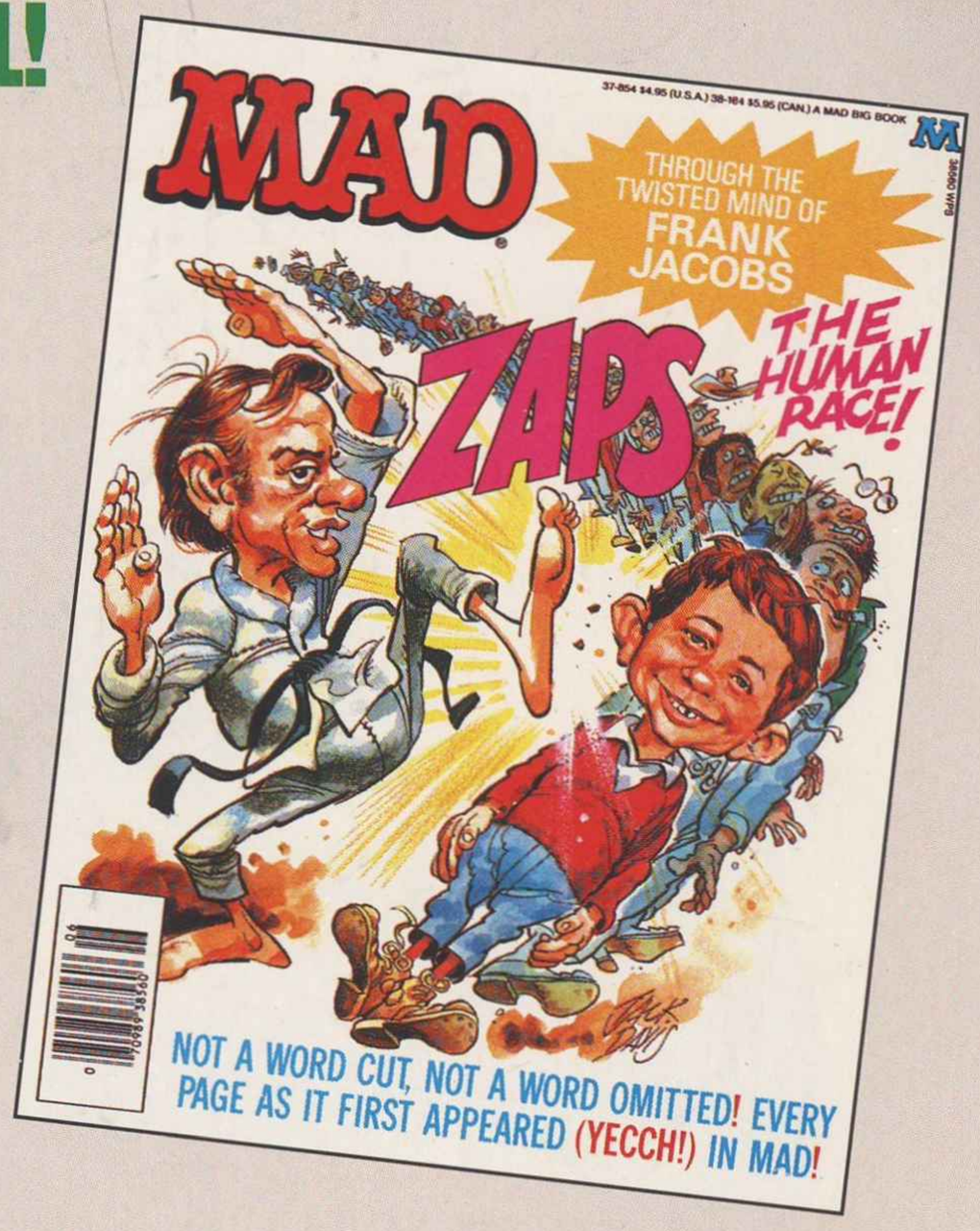
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# MAD'S CREATURE PRESENTATION SUPER SPECIAL NUMBER SEVENTY-TWO FALL 1990

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

FRONT COVER ARTIST: BASIL WOLVERTON

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**FISH SCHTICK DEPT.**

**LAST YEAR ... IT WAS JENNIFER BEALS ON LAND! THIS YEAR... IT'S DARYL HANNAH UNDER WATER IN...**

# Splash

Gee, I'm **sorry,** Mr. McGilla! There was some **bad weather** upstate, and all I've got is **one hundred cases** of **crushed, rotten, slimy cherries** at **twenty-six cents a pound...!**

Are you **CRAZY,** Bowser?! Have you gone **Bocci balls?!** What would **I** want with **one hundred cases** of **crushed rotten, slimy cherries...!?!**

Okay... then how about **TWO hundred cases** at **SIXTEEN cents a pound?!?**

**DEAL!!** I can pass them off to my customers as **"slightly irregular" plums!**

That's **Alvin Bowser,** the most **likeable, charming, vulnerable young man** this crazy Fruit and Vegetable Industry has seen since **The Jolly Green Giant!!**

A **Fruit and Vegetable Man,** eh? Well... I see the **FRUIT,** but I don't see a **single vegetable!**

Oh, **no?!?** Well, **there's** one **now!!** Alvin's brother, **Ferdie!**

NO BALL PLAYING

FRUIT OF THE MONTH PEARS

FRUIT OF THE LOOM SHORTS

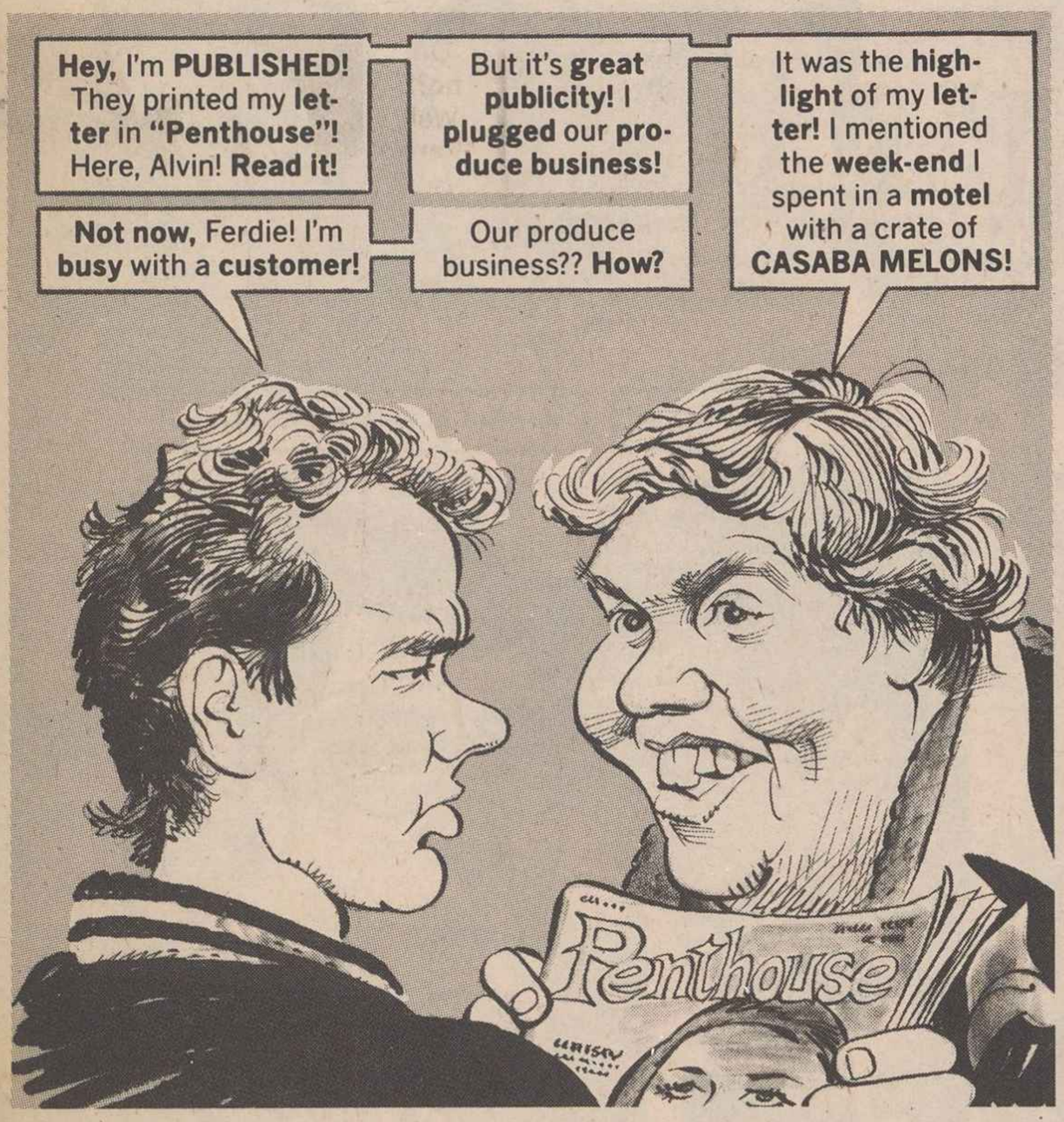
PRODUCE



WALT DRUCKER

# dance

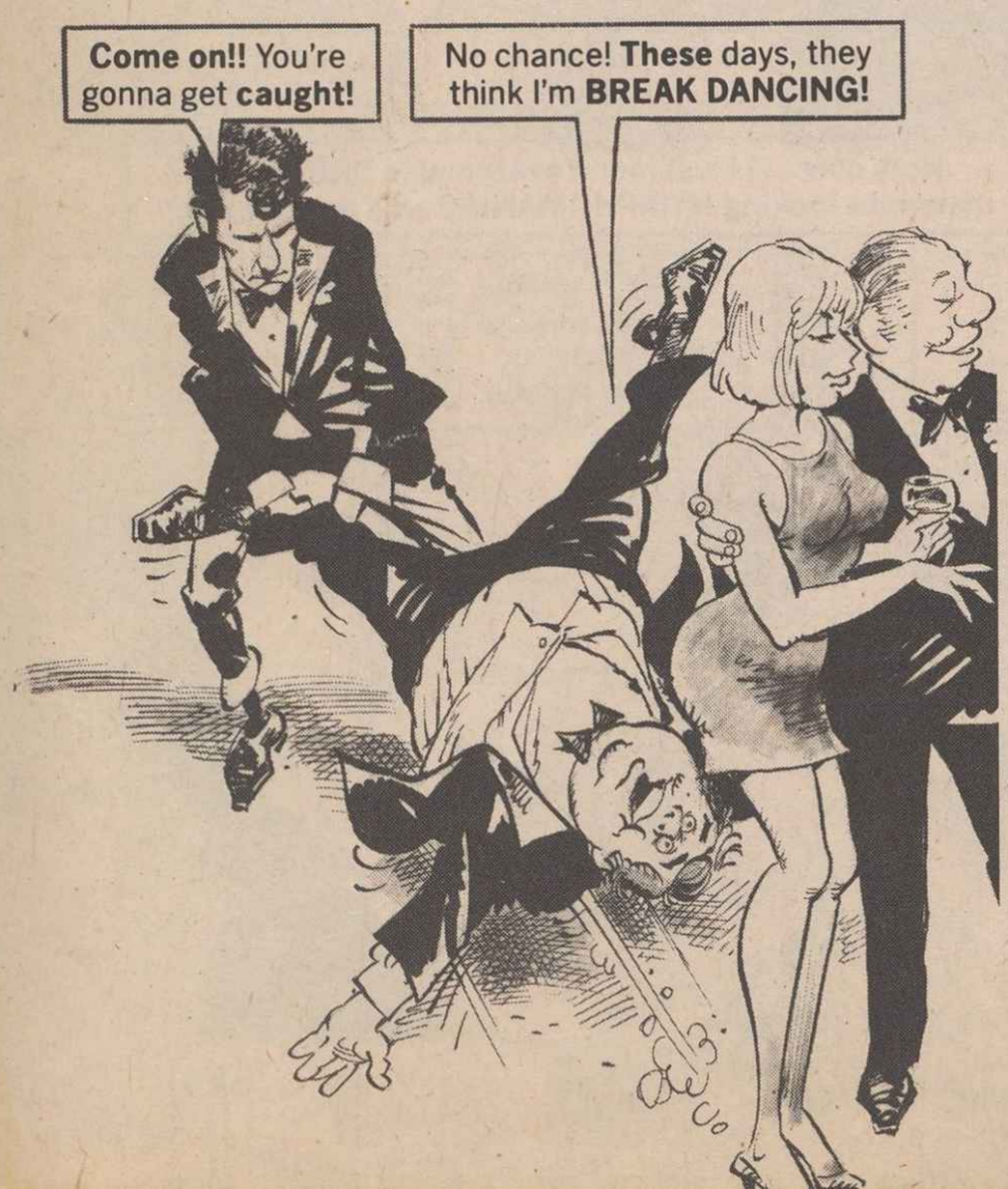


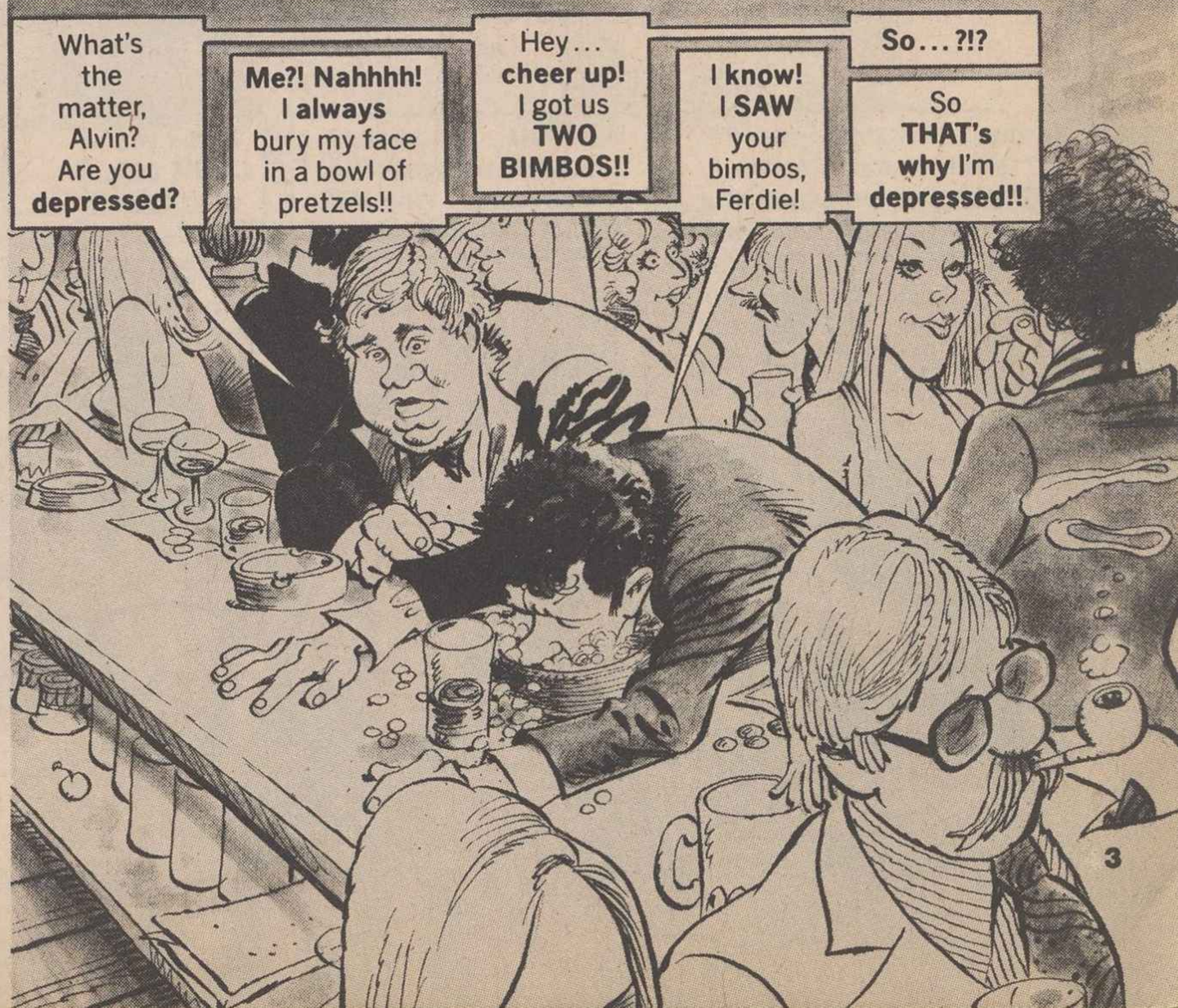






WRITER: ARNIE KOGEN ARTIST: MORT DRUCKER



I'm **miserable,** Ferdie! I'm **fed up** with this **New York Singles Scene!**

Take it **easy,** kid! You're just **upset** because you **broke up** with your **girl!** Remember, there are plenty of **other** fish in the sea!

That's **IT!!** Thanks for the **advice!**

**Hey!!** Where are you **going?**

To **CAPE COD...!!**

**Huh?** Why **Cape Cod?!**

I'm **not sure...!** Something about "plenty of **other fish** in the **sea"!**

**Schmuck...!!** It's only an **EXPRESSION...!!**

I PROMISE I WON'T DRIVE.

**Excuse me!** I'm **LOST!** Could you ferry me over to the island?

**Go away!** We're **busy!** I'm **Walter Clambroth,** and these are my **two moron helpers!** Can't you see we're in the middle of an **experiment?!?**

An experiment? **What kind** of experiment?

We're **trying** to see if people remember **"The Three Stooges"!**

DUNESBURY

THIS SIDE UP

Y'know... you're **MAD!**

Yes! But at least I'm **not LOST!**

**Whew...!** What **happened?!** I fell off a **boat,** started to **drown,** and then **someone** pulled me **ashore!** But **WHO?**

Hey, **YOU...!** Incredibly beautiful **stranger!!** Did **YOU** save me?? Who **ARE** you...? Can you **TALK??**

And if you **CAN'T talk,** what **CAN you do...?**

**Holy cow...!** I just found **everyman's DREAM!** A **dynamite-looking NYMPHOMANIAC** who **doesn't talk!**

*Hmmmm...!* I **wonder** who she **IS?!**

I **wonder** where she **LIVES?!**

I **wonder** why my **lips** suddenly taste like I **kissed a HERRING!?**

Can you **BELIEVE this SCENE** ...in a **DISNEY MOVIE?!?**

Hollywood is **always** looking for a **NEW FACE** ...among **OTHER THINGS**...and I think they **just found one!**

That's **AMAZING**...!! **Absolutely AMAZING!!**

**What?** That a lady can **suddenly materialize** at the **Statue of Liberty**...**totally nude?**

No...that she can walk through a **crowd** of **New Yorkers**...and **nobody** ripped off her **valuable gold necklace!!**

Okay, lady...we're **pulling you in!**

I dunno what **country** you come from, but the **Statue** says, "Give me your **TIRED** and your **POOR!"** It **don't say nuthin'** about your **STARK NAKED!**

You **KNOW** this kook, Mister...?

Uh...yeah! **Sort of...!**

Well, get her **out** of here! She's a lousy **trouble-maker!**

What'd she **do?**

She shows up at the **Statue of Liberty**...lookin' like **Lady Godiva!** It took **twenty-six cops** to **arrest her!**

**What?!? TWENTY SIX COPS?!?**

Hey, when a **naked lady** who looks like **HER** has to be **arrested,** we **suddenly** get a **lot** of **volunteers!**

NY ♡ ME

This girl's **unbelievable!!** She **doesn't talk...!** And all she ever wants to do is **kiss**...and **make love!!**

Funny...I've **never seen** a chick so **AT HOME** on a **WATER BED...!!**

H2 OH-BOY!

I've **misplaced** my **girl friend!** Have you seen a **gorgeous blonde** who **doesn't talk**...who's **innocent, unspoiled** and **sex-crazed**...who's **every man's fantasy?**

**Sure!** Over **there!** She has your **credit card!** She's been on a **spending spree!!**

She's run up **charges** of well over **$7000!**

Suddenly my **fantasy girl** is turning into a **New York housewife!**

**More** than you **know!** She's **ALSO** been staring at **TV** for seven hours straight!

GUCCI BAG LADY

Hello, Alvin! I find that your **TV** is **very educational!**

You can **TALK?!?**

Yes! **Colgate** is a **great-tasting gel! Pepsi** is **less filling! Don't squeeze** the **Charmin!** And **now,** here's your **host, Burt Convy!!**

Hon, its been **a rough day!** Let's go back to **my** place!

**Not tonight!** I feel **logy, listless** and **out-of-sorts!**

Look, **FORGET TV!** We'll just **relax** in **bed,** and—

**I PITY THE POOR FOOL WHO TRIES TO GET ME INTO THE SACK!!**

**Oooops!** Sounds like she watched **"MR T", too!!**

I just **can't believe it!!** You **mastered English** by spending a **few hours** in **Bloomingdale's Television Department?!?**

Yes... but **one** thing **puzzles** me! Who is this **"SONY"?**

That's the name of a **Japanese TV manufacturer!**

Oh... some of my **best friends** were **Japanese!!**

**WERE?**

Yes! **Most** of them are **now SUSHI!**



Lexington, what are you **doing** in there?

Taking a **bath!**

At **THREE** in the **MORNING?!**

I'm waiting for the **TIDE** to come in!!

Lexington is **VERY STRANGE,** Ferdie! I mean—that **bath-tub incident**... her **weird behavior** in **Bloomingdale's** ...popping up **STARK NUDE** at the **Statue of Liberty!!**

**Hey,** man... **don't knock nudity!** Its what **MADE** this country **GREAT!!**

I really don't mean to **EMBARRASS** you, Alvin... but where **I come from,** we **EAT** lobsters this way!!

**My GOD...!** I'm dating a girl from **SOUTH PHILLY!!**

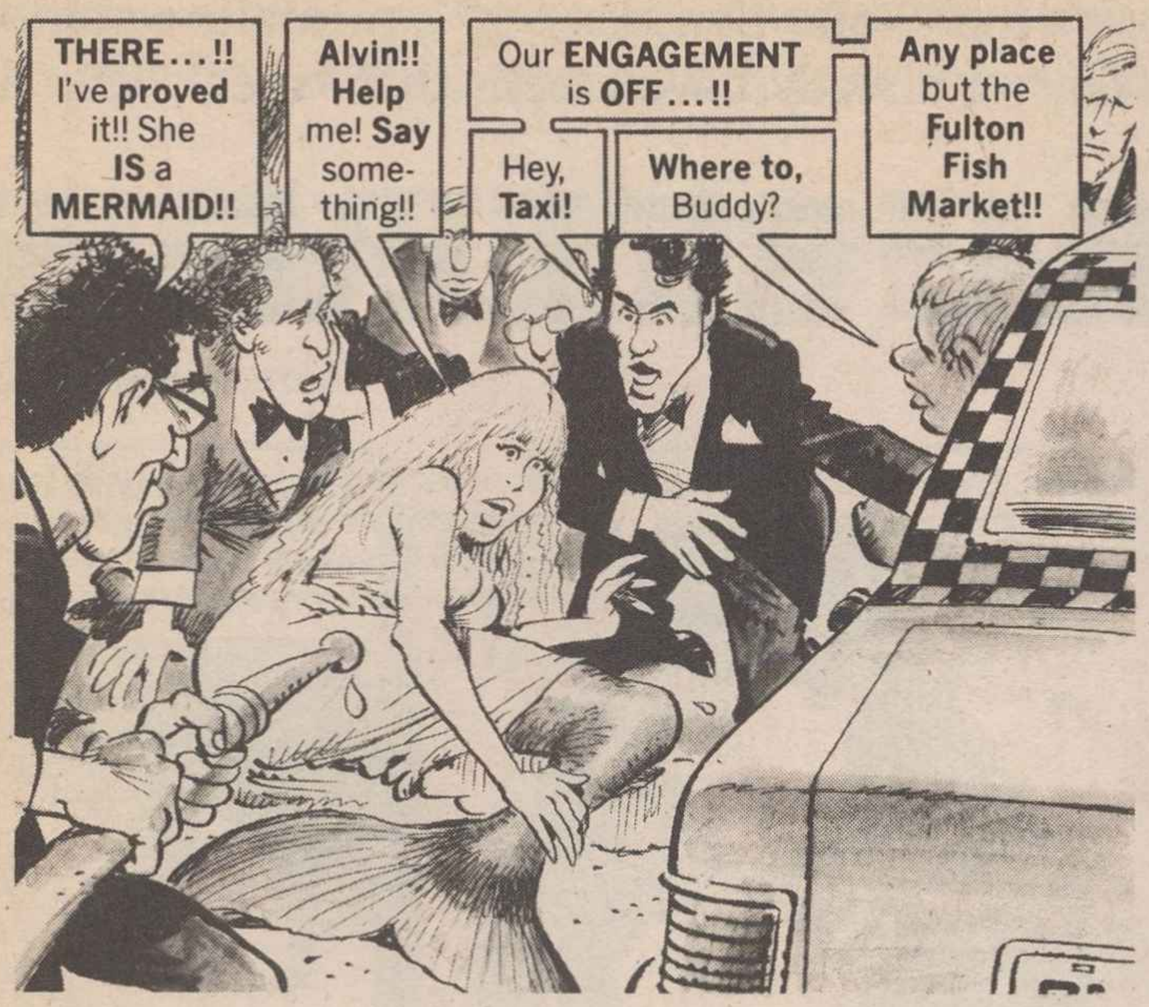
I've been **following you** since **Cape Cod** and, **at last,** I've **caught up** with you!

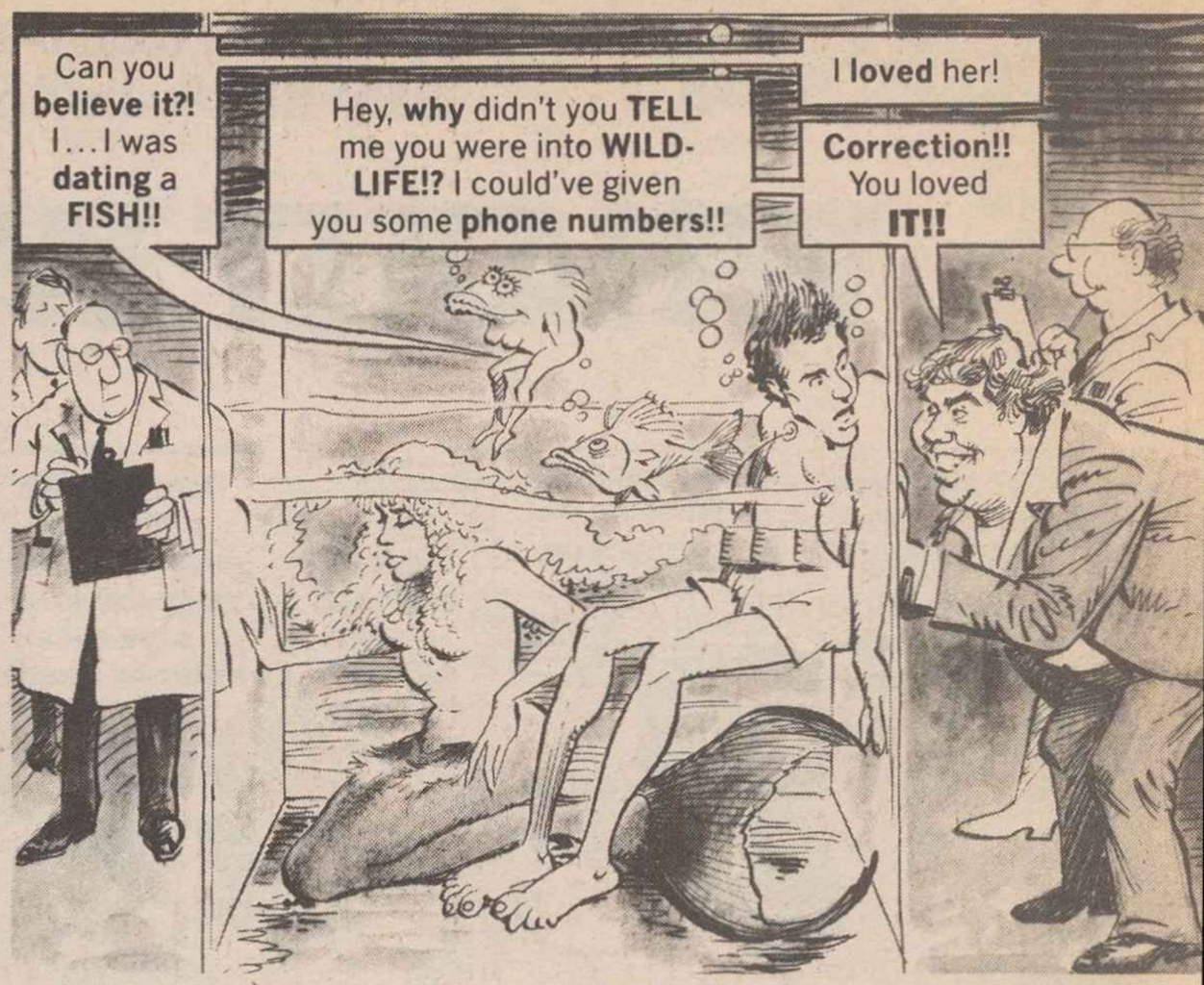
Walter Clambroth is about to **prove** something... **once** and for **all!!**

**SPLASH!**

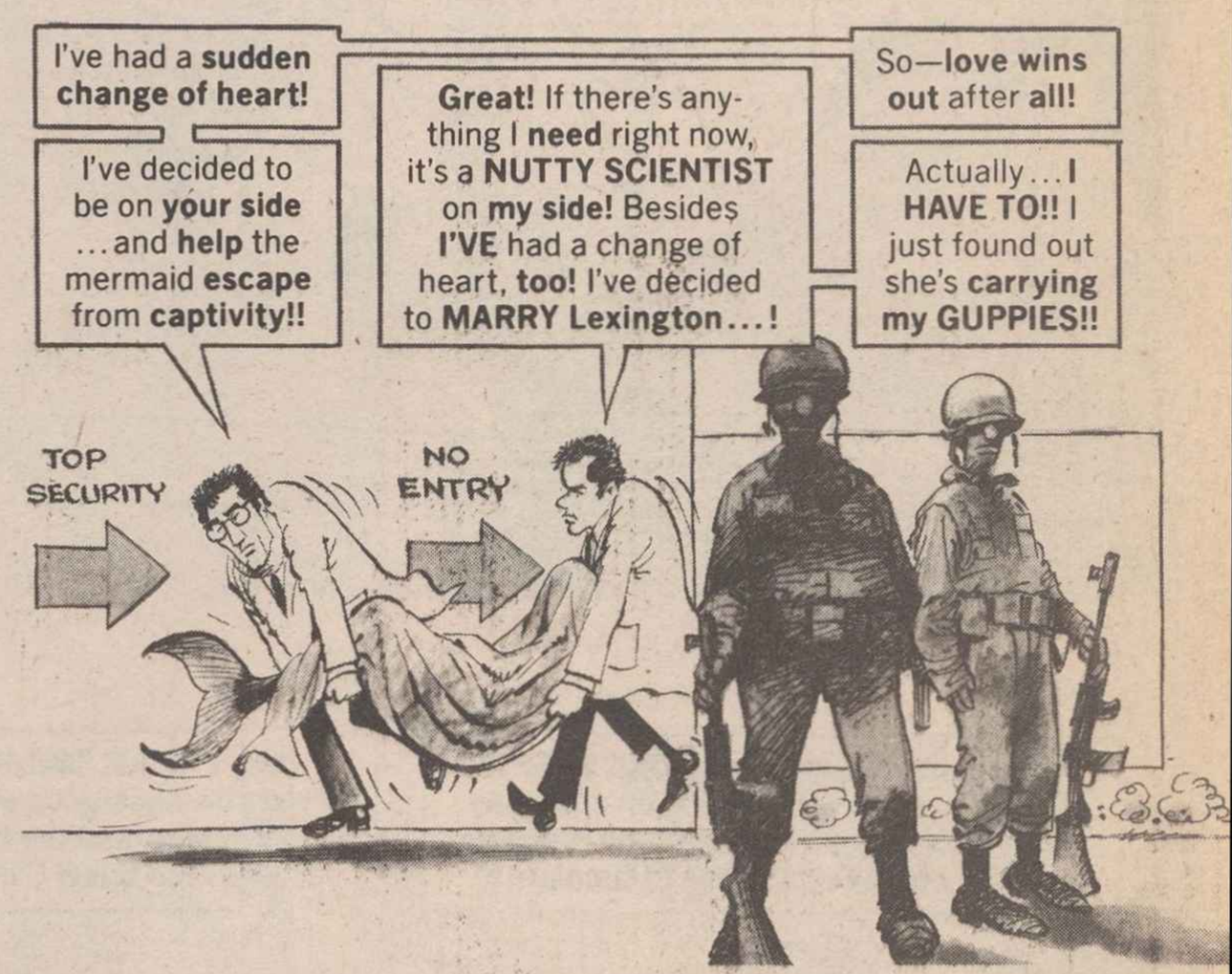
**MISSED AGAIN**... for the **umpteenth time!** But I **proved** my **point**...!!

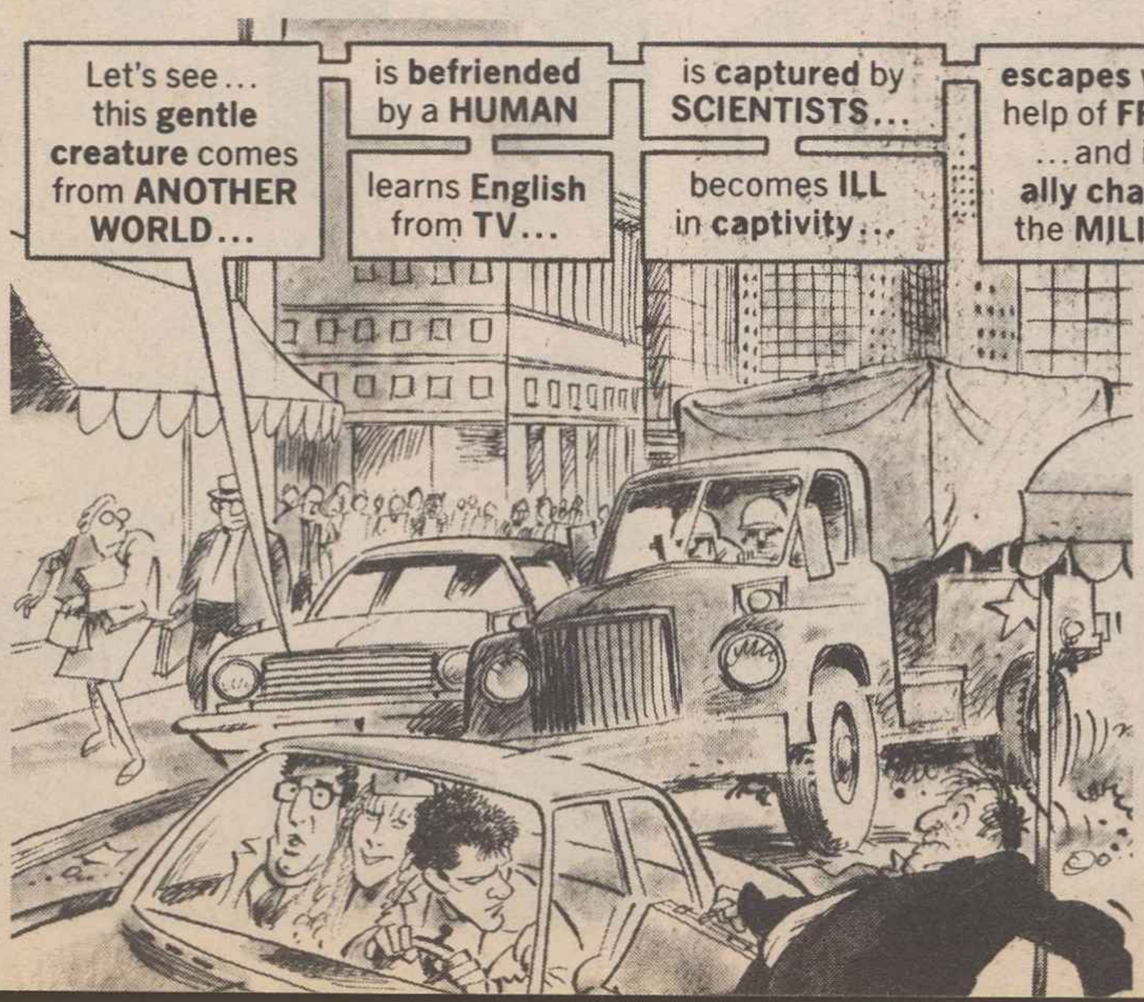
**Peter Sellers** may be **gone,** but the character of the bumbling **Inspector** Clouseau is **STILL ALIVE in films!!**

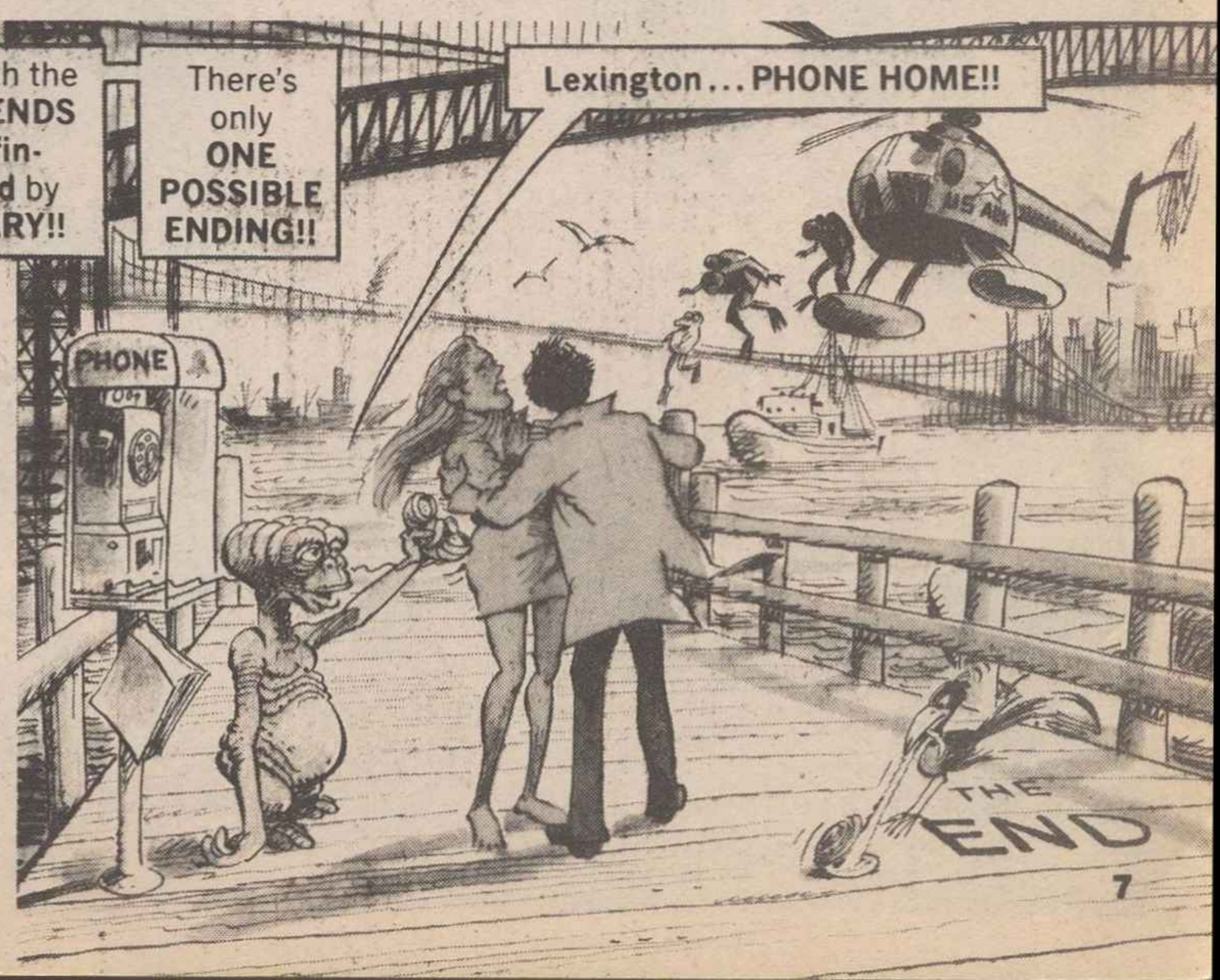

THERE...!! I've proved it!! She IS a MERMAID!!
Alvin!! Help me! Say some-thing!!
Our ENGAGEMENT is OFF...!!
Hey, Taxi!
Where to, Buddy?
Any place but the Fulton Fish Market!!


Can you believe it?! I...I was dating a FISH!!
Hey, why didn't you TELL me you were into WILD-LIFE!? I could've given you some phone numbers!!
I loved her!
Correction!! You loved IT!!


Ferdie, as my older brother, I need compas-sion and under standing at a time like this!
Okay... look at the GOOD side! She could have been a SWORD FISH!! You could have been BADLY INJURED making love to her!
Thanks for the under-standing! I KNEW I could talk to you...!


I've had a sudden change of heart!
I've decided to be on your side ...and help the mermaid escape from captivity!!
Great! If there's any-thing I need right now, it's a NUTTY SCIENTIST on my side! Besides I'VE had a change of heart, too! I've decided to MARRY Lexington...!
So—love wins out after all!
Actually... I HAVE TO!! I just found out she's carrying my GUPPIES!!
TOP SECURITY
NO ENTRY


Let's see... this gentle creature comes from ANOTHER WORLD...
is befriended by a HUMAN
learns English from TV...
is captured by SCIENTISTS...
becomes ILL in captivity...
escapes with the help of FRIENDS ...and is fin-ally chased by the MILITARY!!


There's only ONE POSSIBLE ENDING!!
Lexington... PHONE HOME!!
PHONE
THE END

**FROM BAD TO VOICE DEPT.**

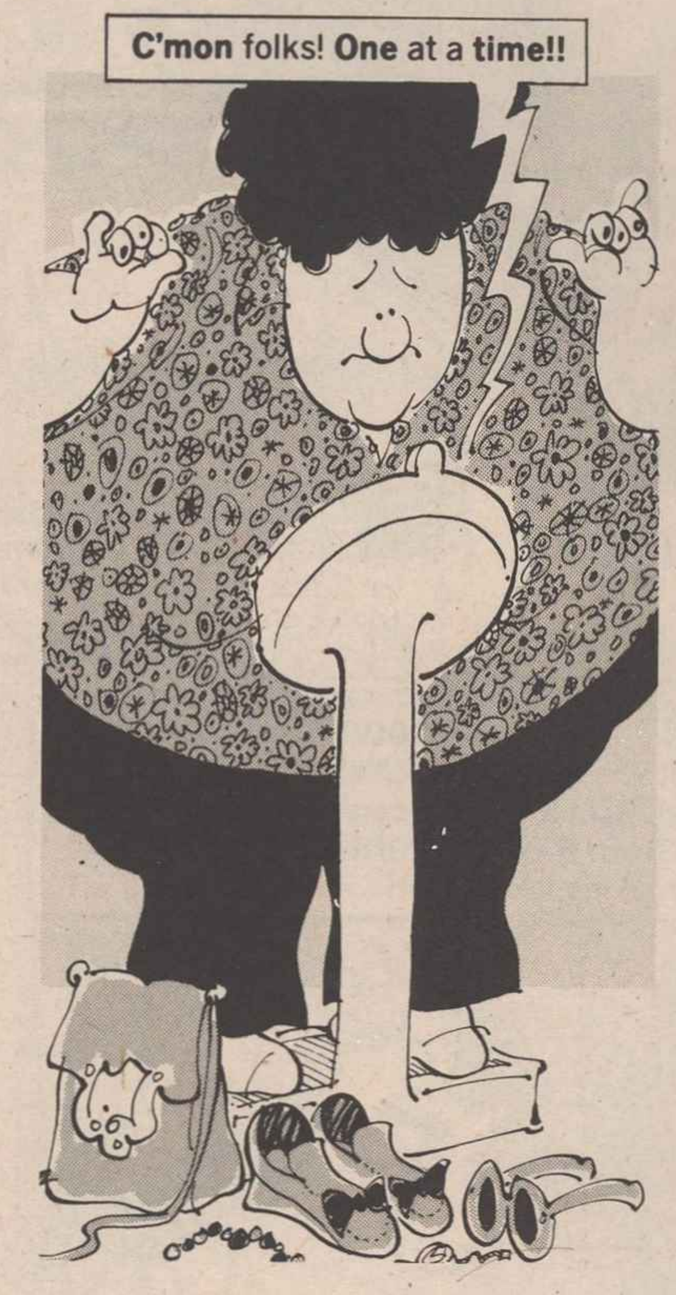



What's the newest thing on the science front? White bread...?! Boy, are you out of touch! No, it's the "Voice Synthesizer," a miniature computer chip that "talks." So far, we already have clocks that "speak" the time,

# WHAT IT WILL BE LIKE WH

ARTIST: PAUL COKER







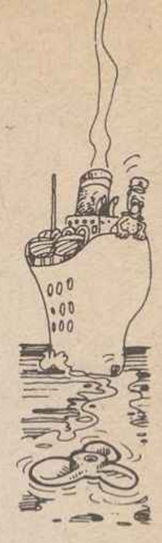








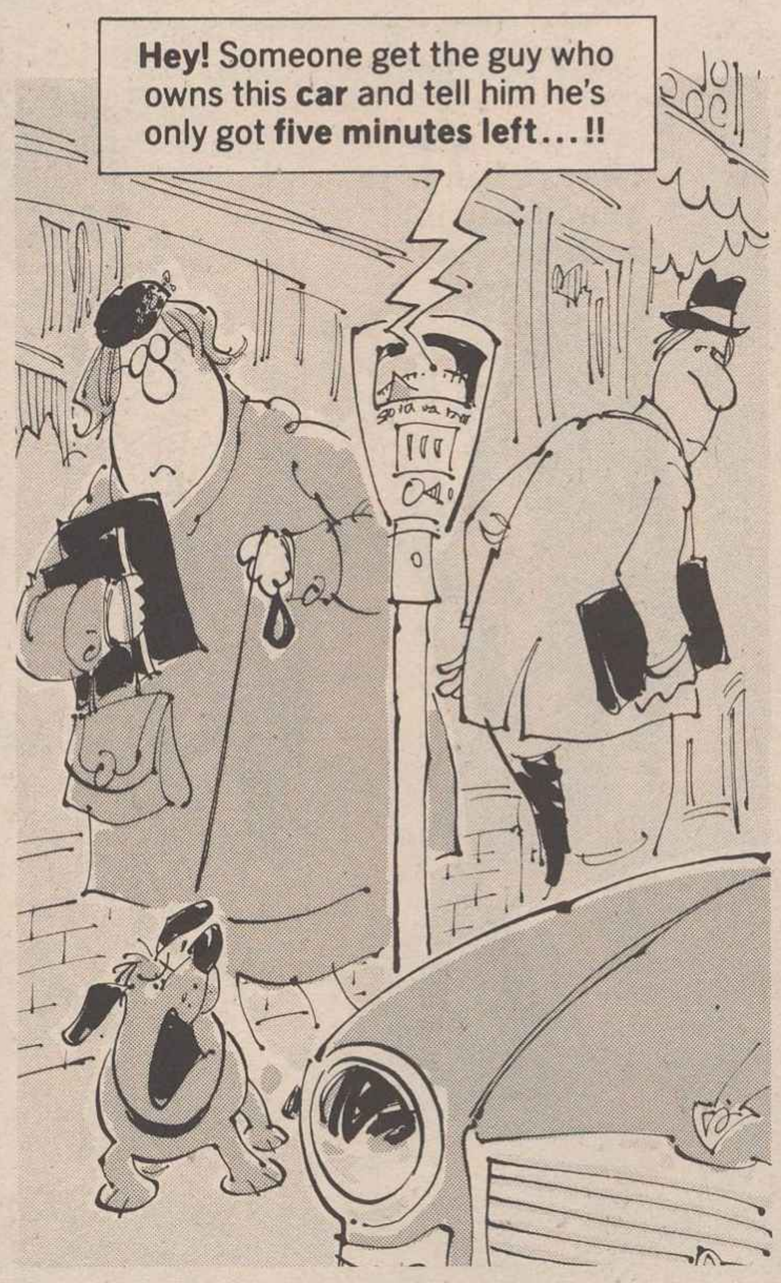
and autos that "tell" when something is about to go wrong mechanically. How long will it be before just about everything has a voice? Oh, just about the time it will take you to read this article which we've titled:



# EN EVERY DEVICE "TALKS"

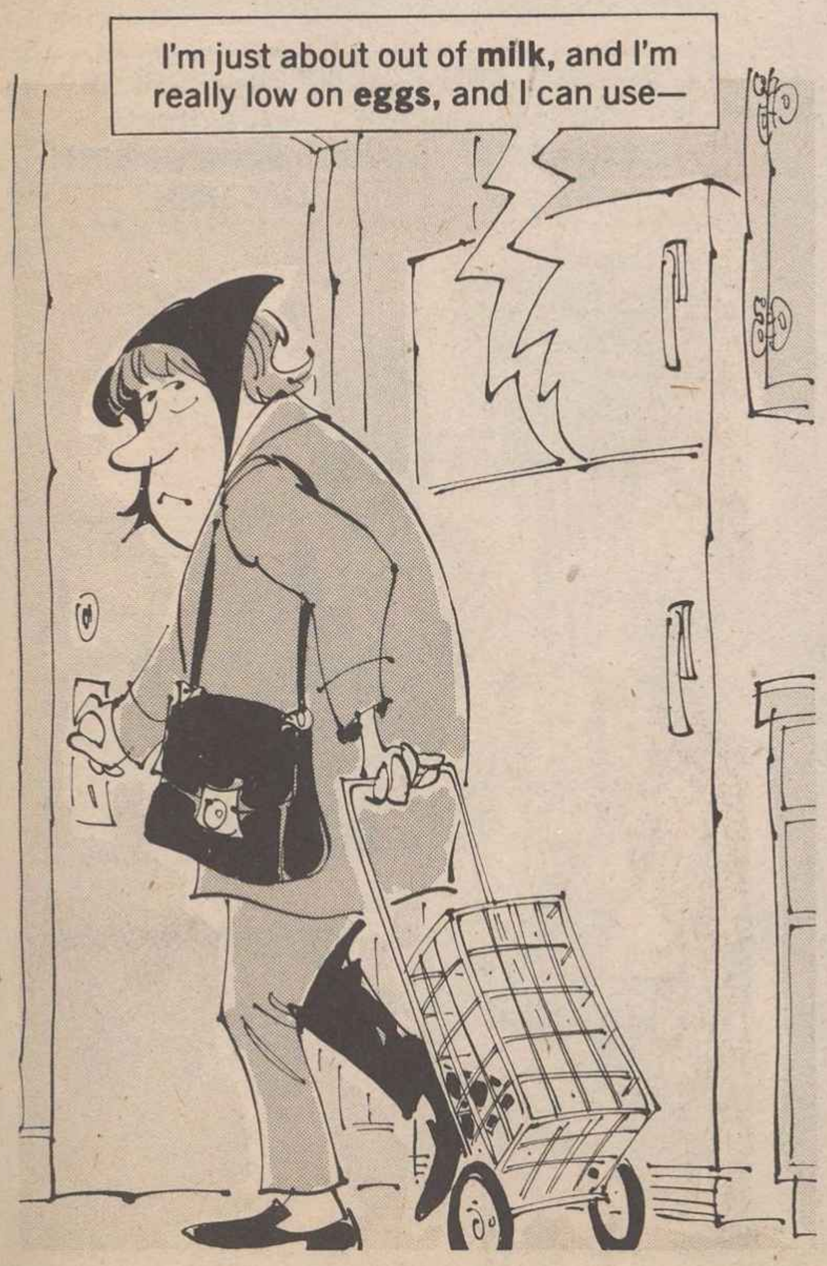
WRITER: DICK DE BARTOLO











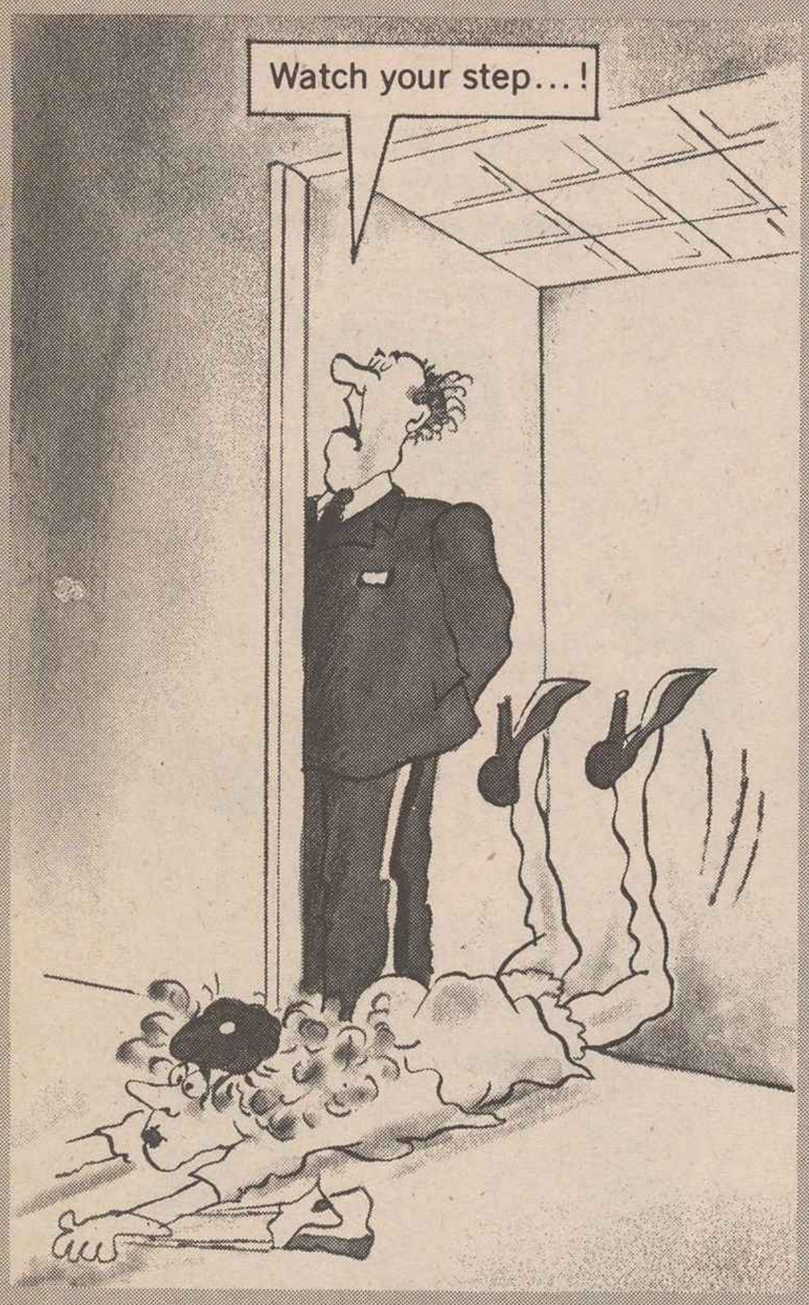


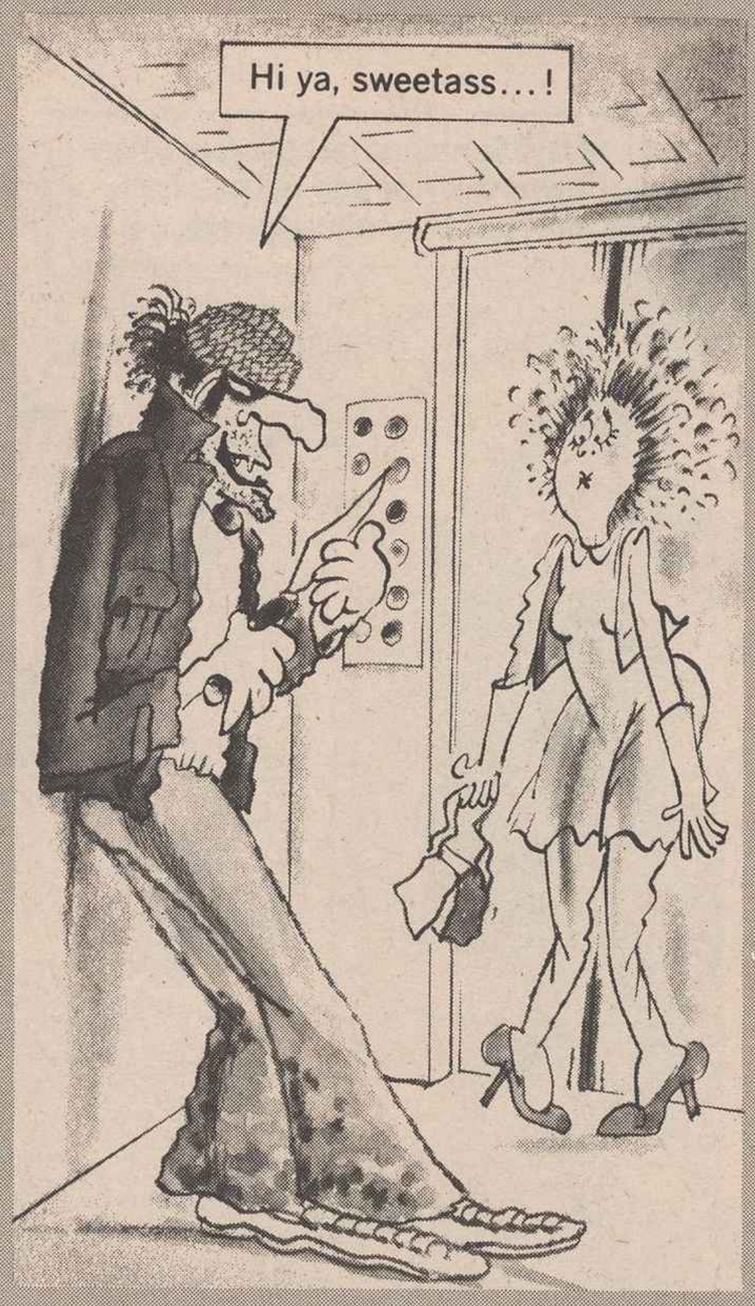


OUT OF THE FRYING PAN AND INTO THE IRE DEPT.

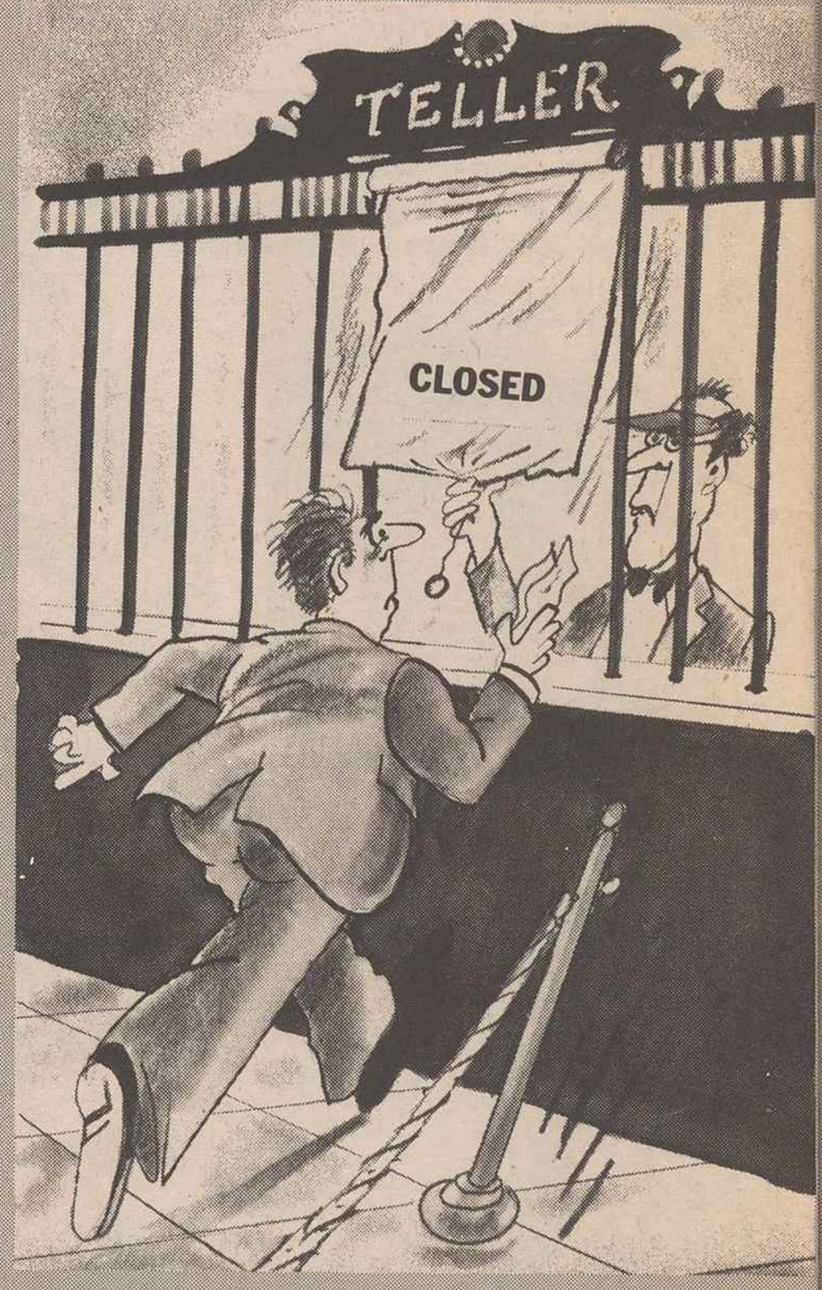
# WE WON'T MISS TH

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

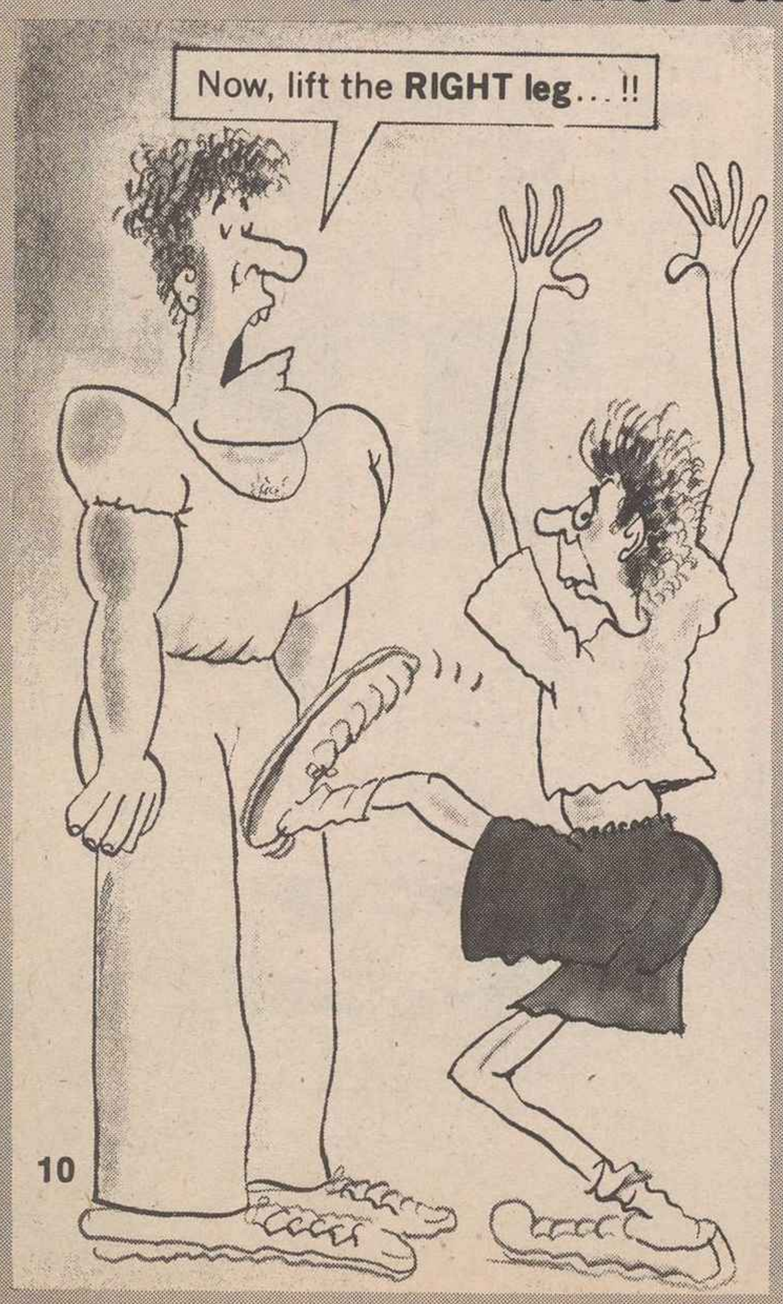


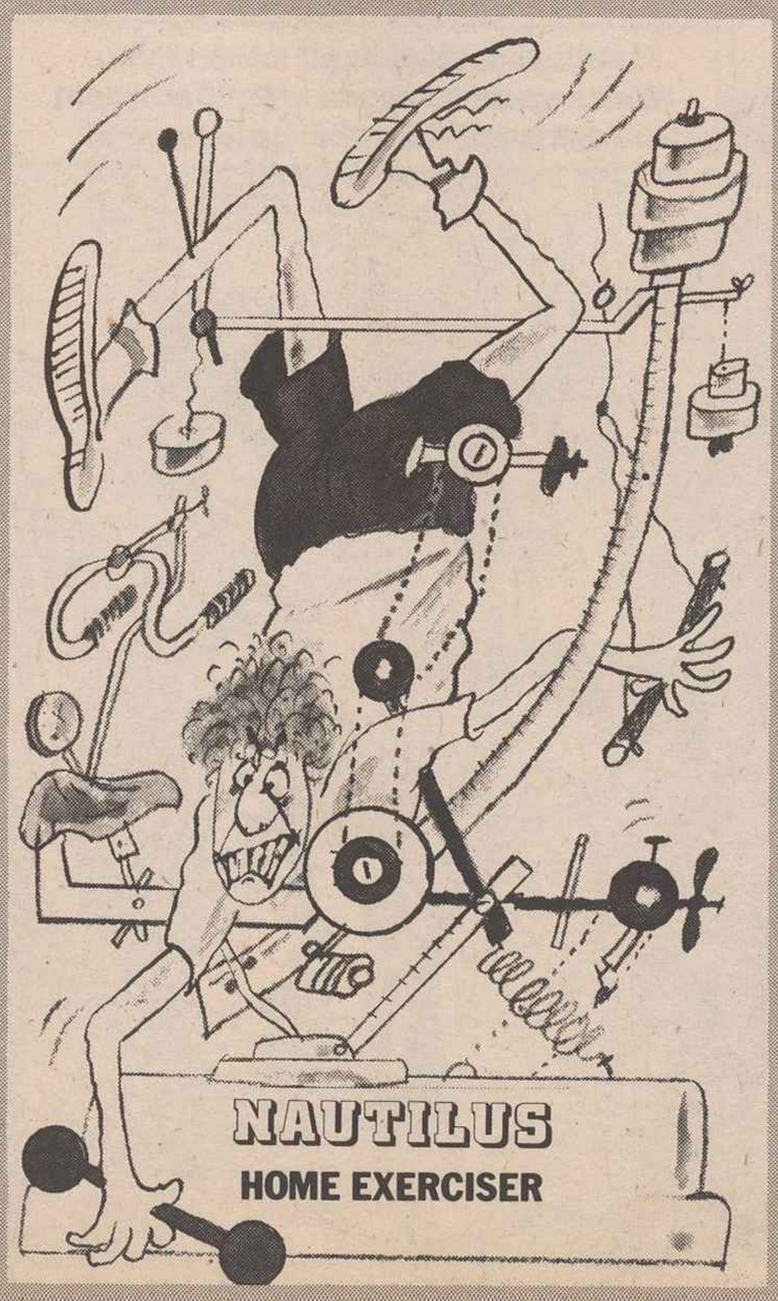




## WE WON'T MISS THOSE BANK TELLERS

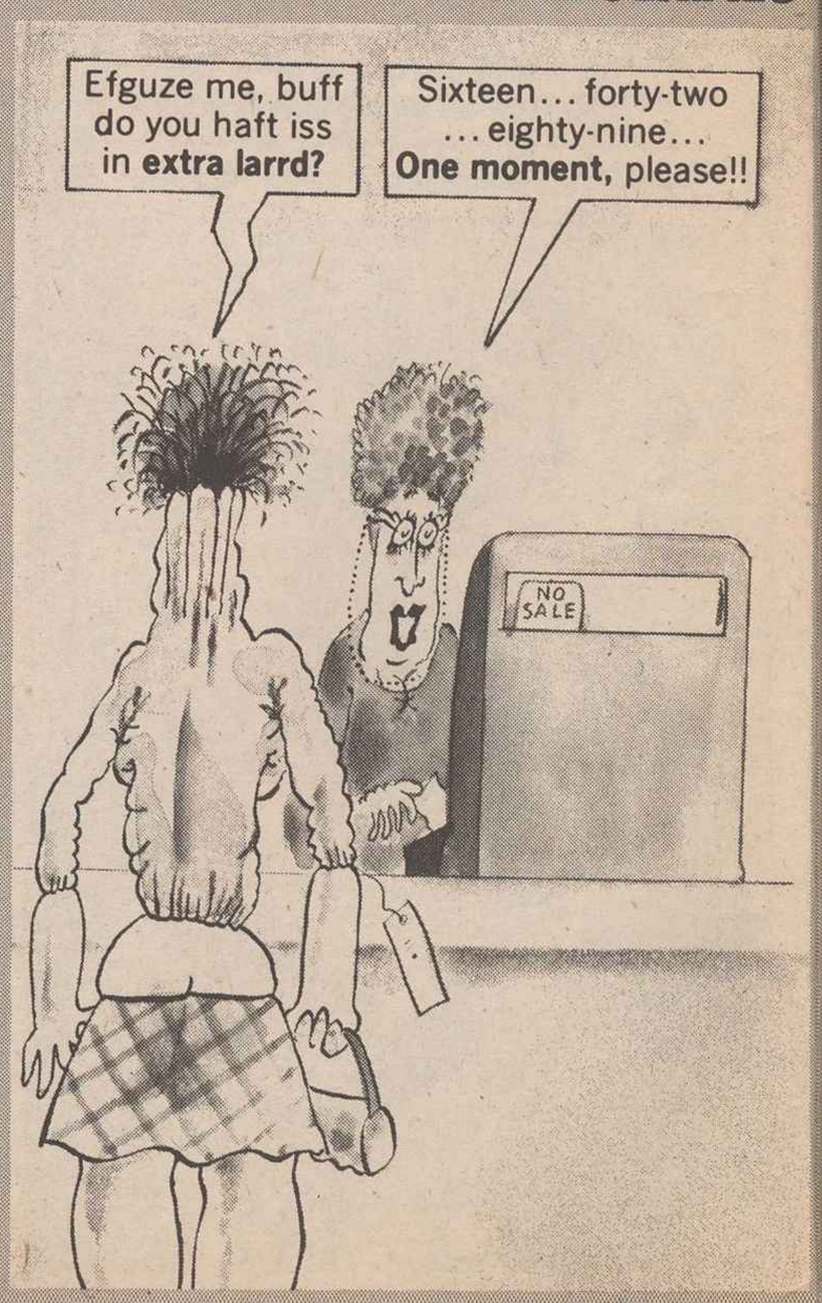



## WE WON'T MISS THOSE GYM INSTRUCTORS...OR WILL WE?!?



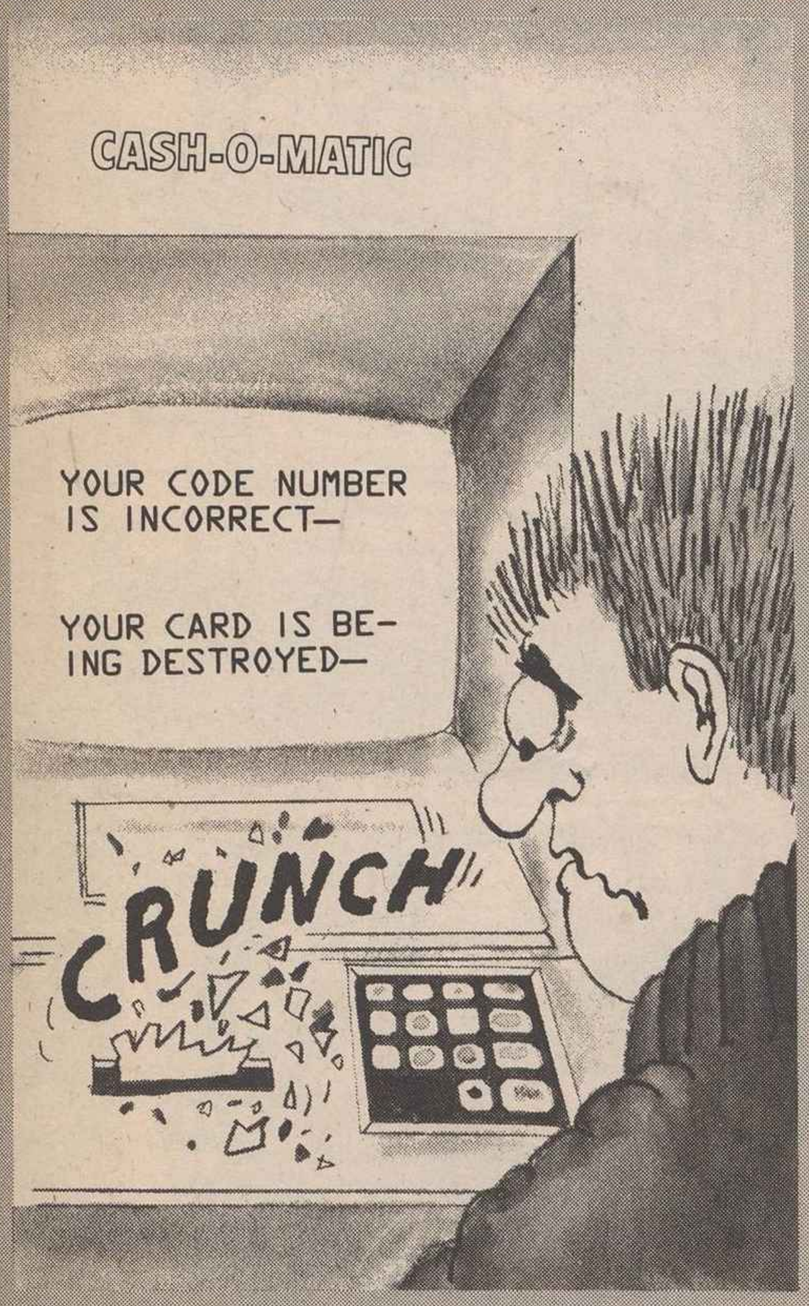

## WE WON'T MISS THOSE SALESLADIES



# EM...OR WILL WE?!?

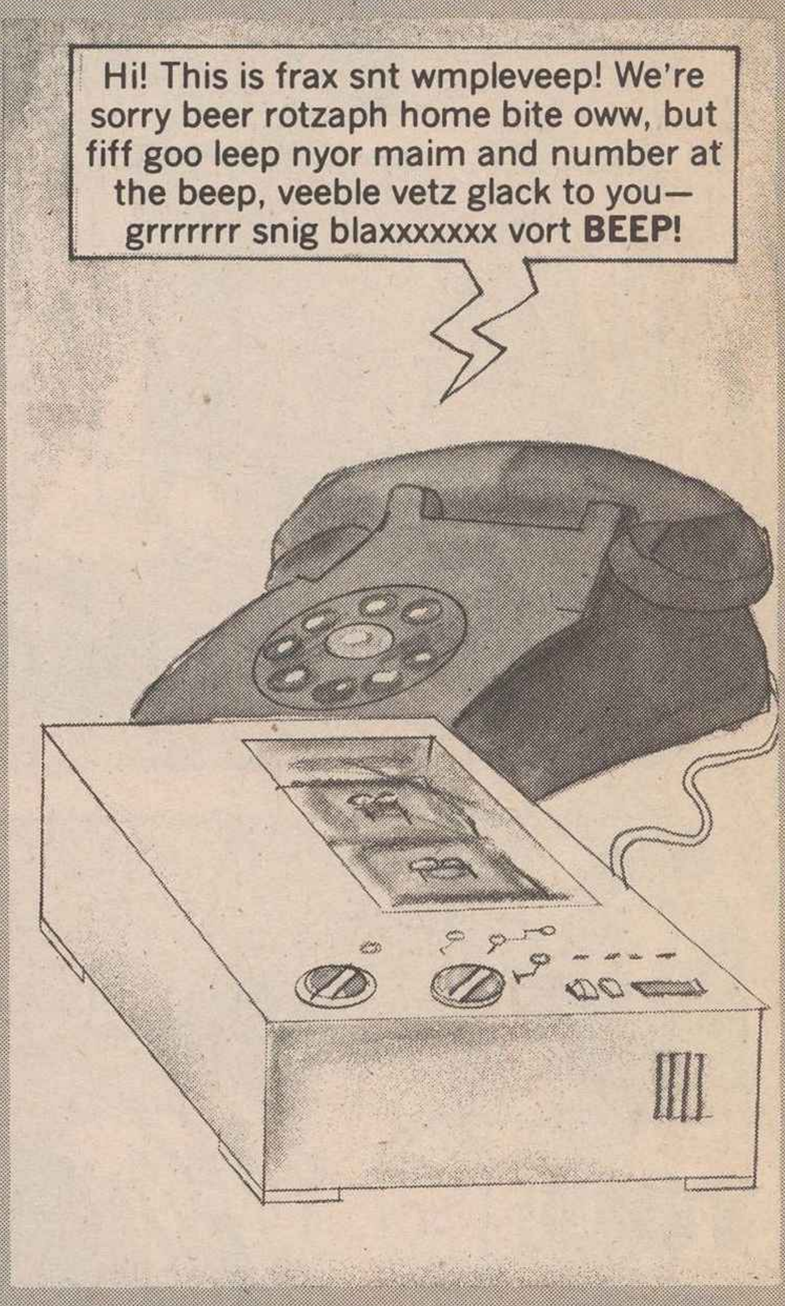
WRITER AND ARTIST: PAUL PETER PORGES

## ...OR WILL WE?!?




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

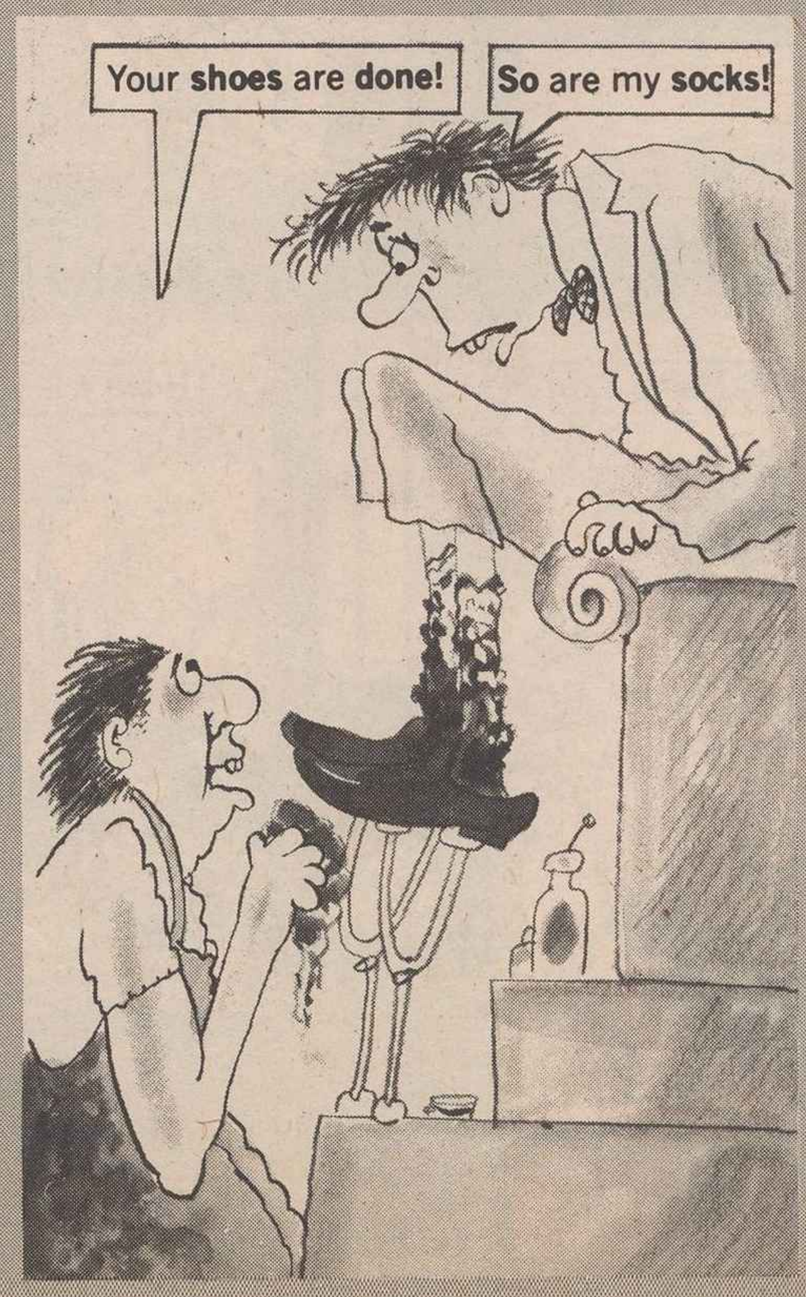


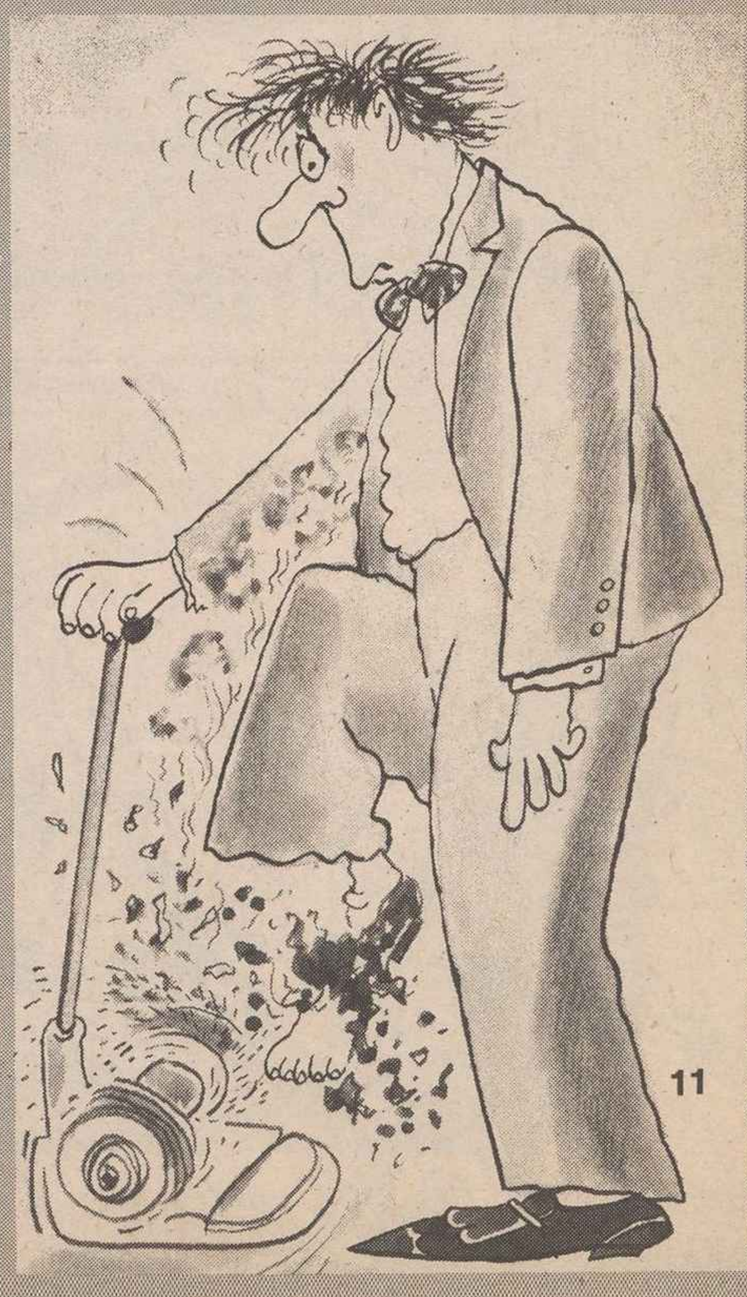




## ...OR WILL WE?!?

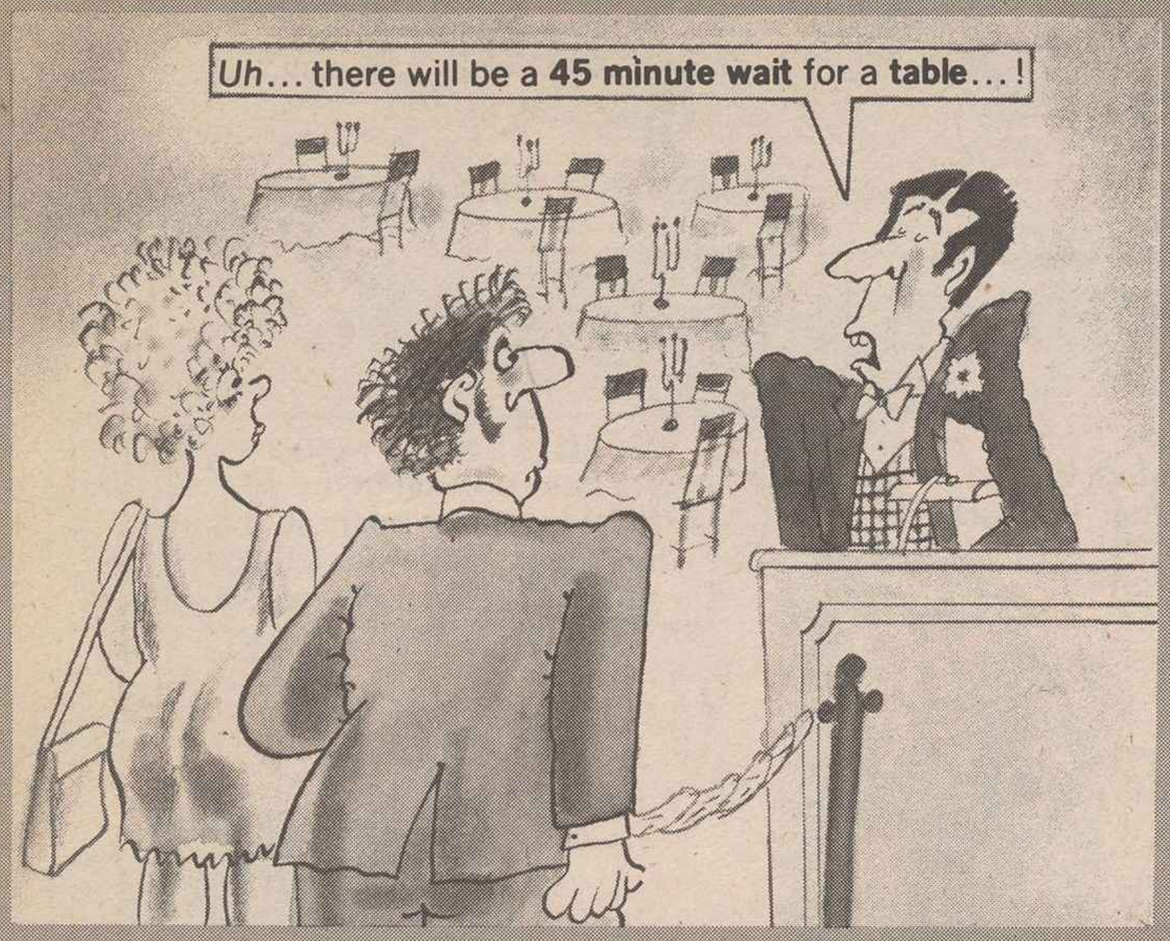


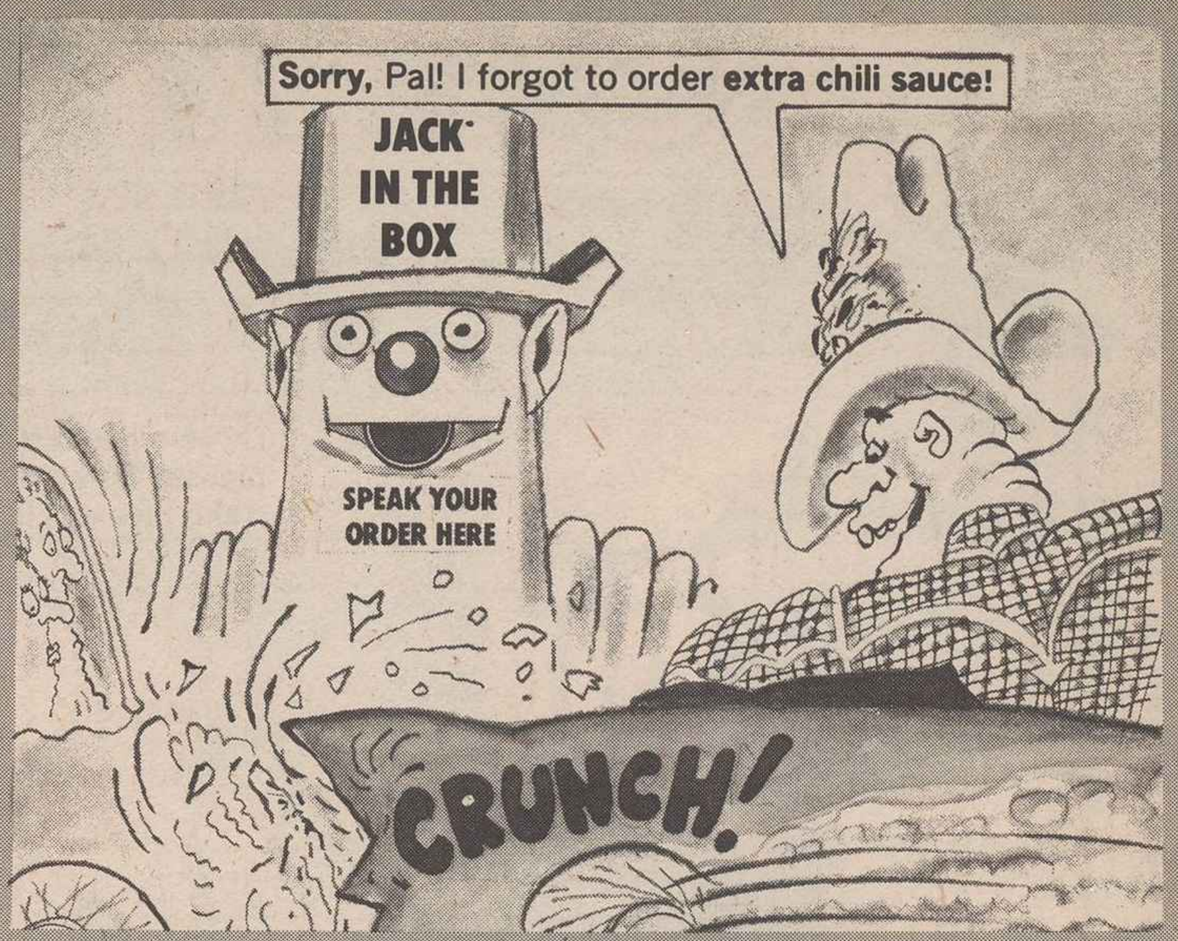

## WE WON'T MISS THOSE SHOE SHINE BOYS ...OR WILL WE?!?



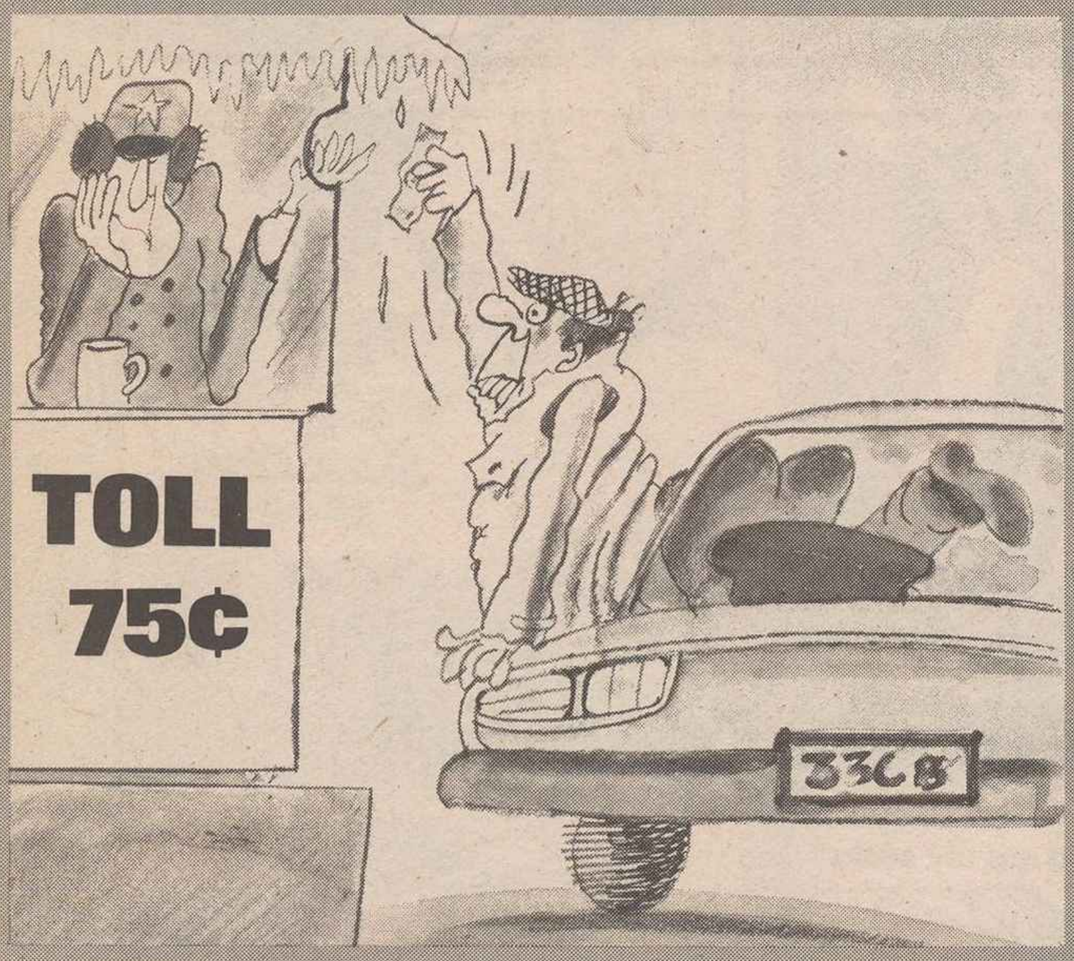



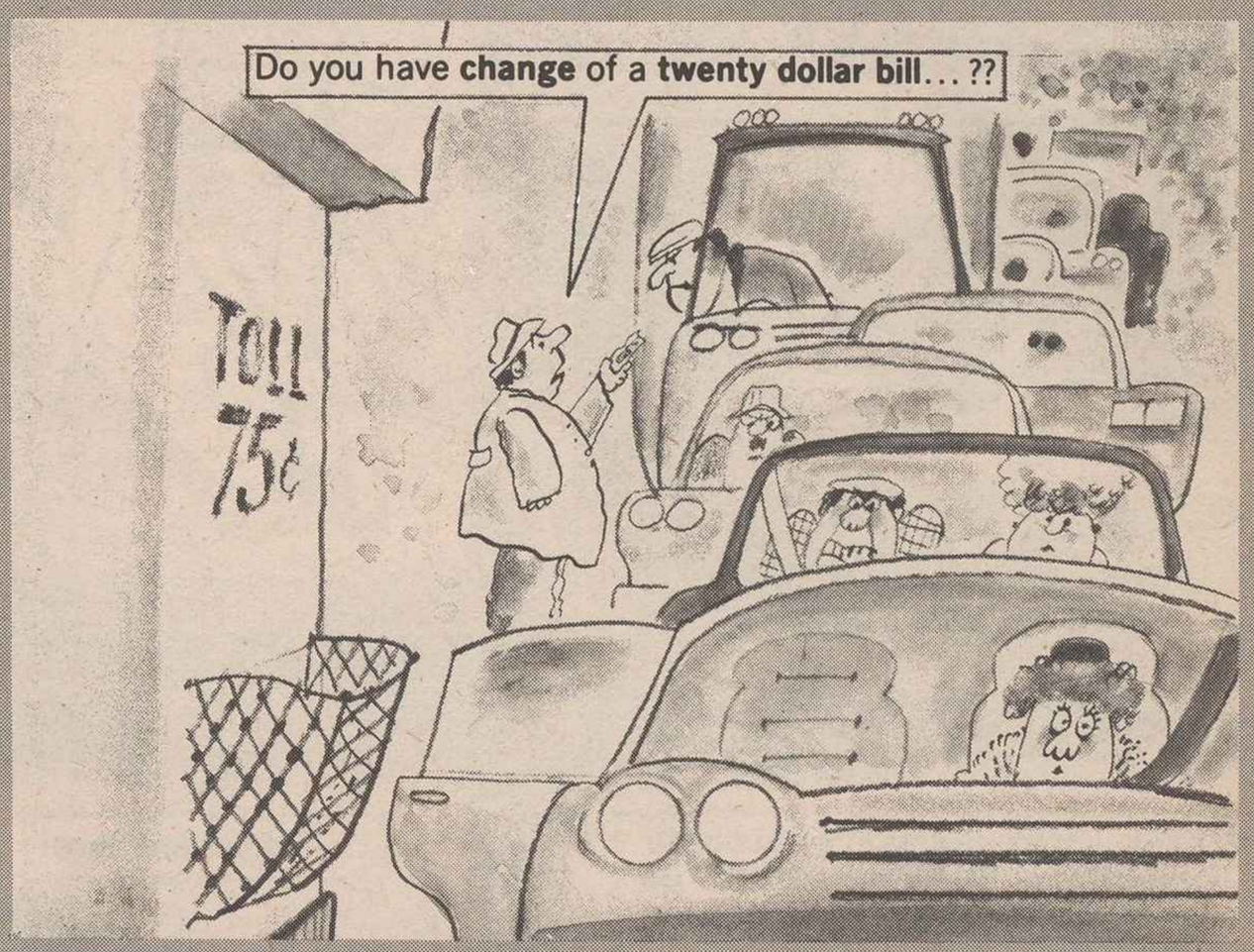
## WE WON'T MISS THOSE **HEADWAITERS**...OR WILL WE?!?



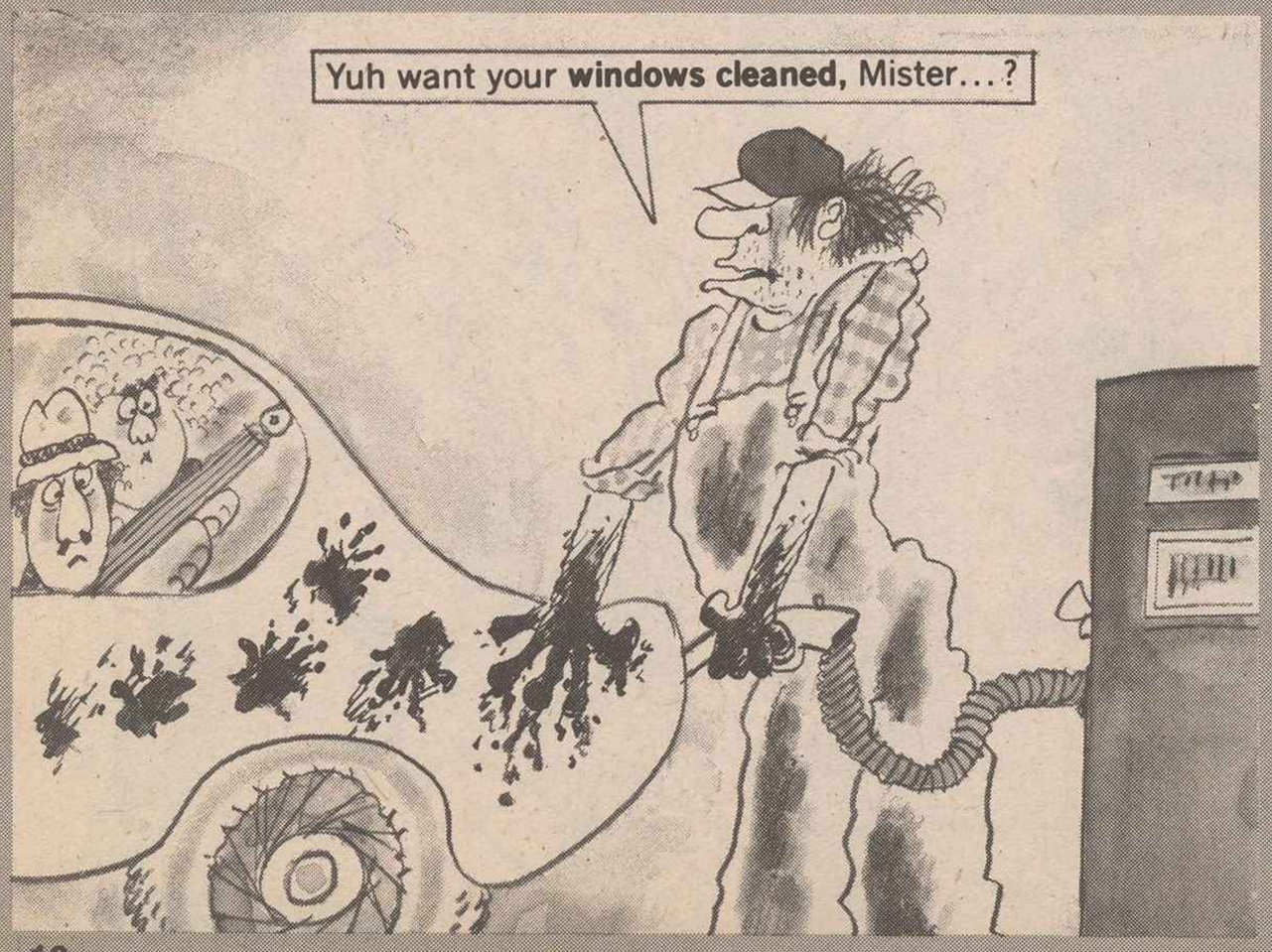




## WE WON'T MISS THOSE **TOLL COLLECTORS**...OR WILL WE?!?



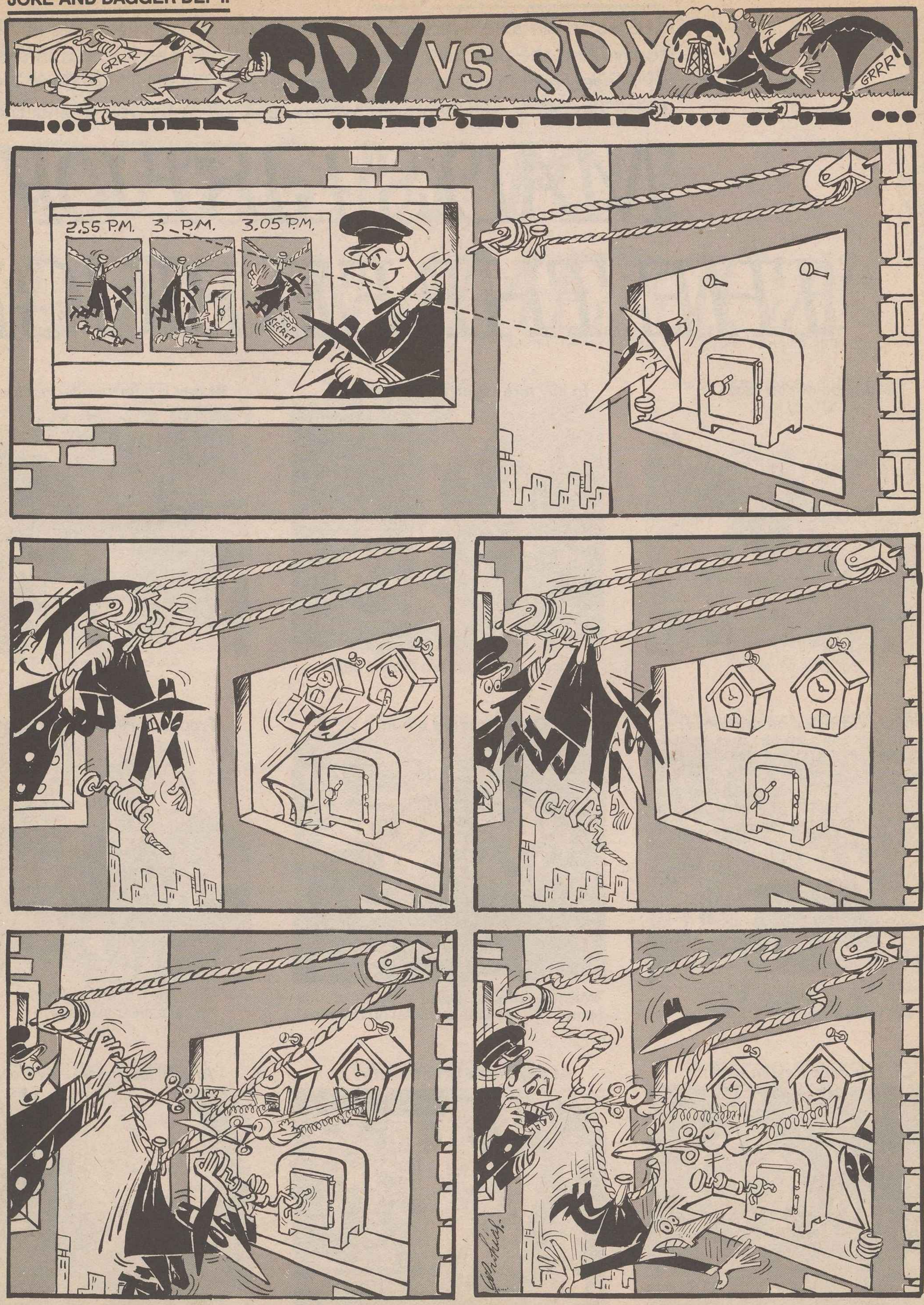




## WE WON'T MISS THOSE **GAS STATION ATTENDANTS**...OR WILL WE?!?






# SPY VS SPY



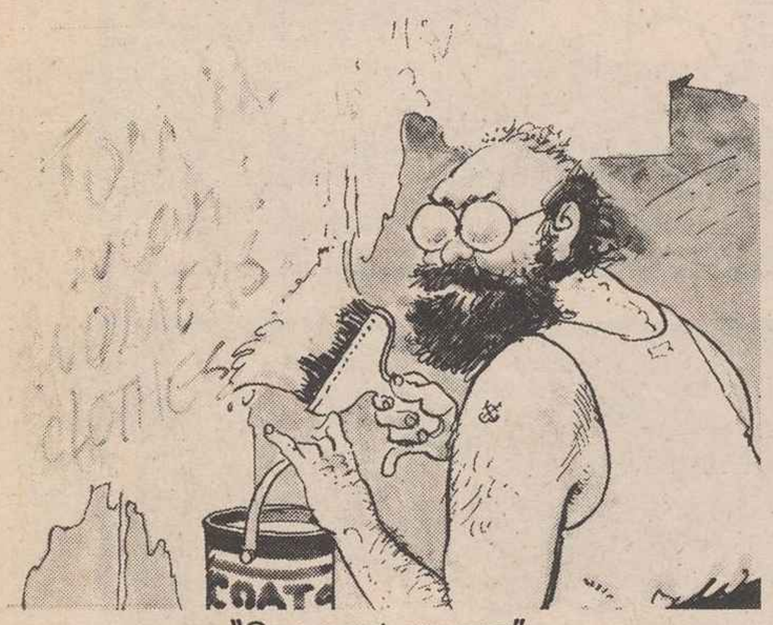


**TURNING BACK THE CROCK DEPT.**

There's an old joke which asks: What are the three biggest lies in America today? And the punchline goes something like: 1) The check is in the mail!, 2) I'll get back to you on Monday!, and 3)...well...the third lie is so filthy, disgusting and depraved we couldn't possibly type it and then use

# MAD'S LIST OF R "THE THREE BIGGES

***On any paint can label...***



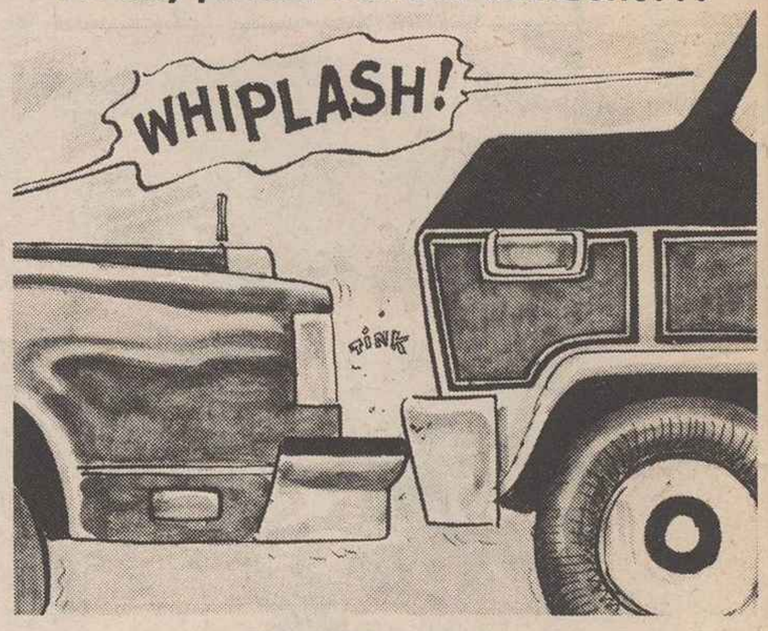
"One coat covers"

***In any late-night TV commercial...***



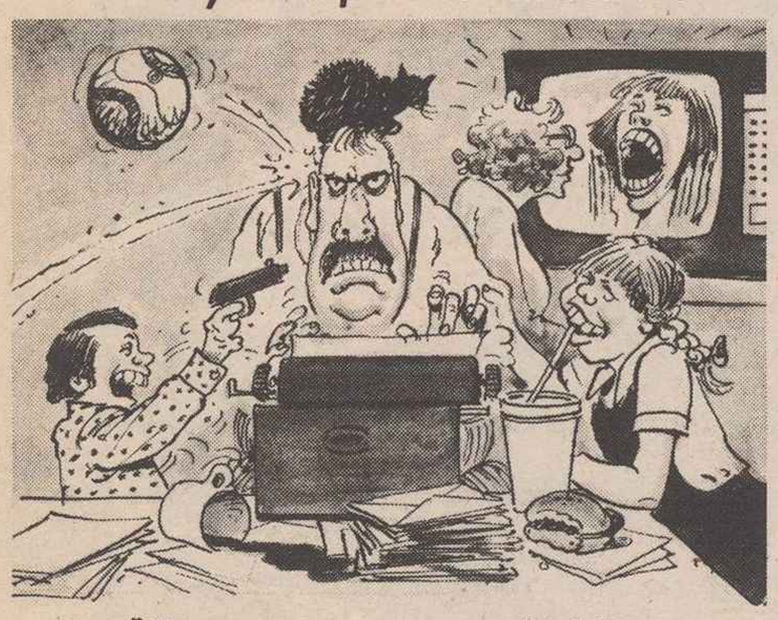

"Order *now*! This is a limited offer!"

***At any fender-bender accident...***




"WHIPLASH!"

***In any classified ad section...***



"You can earn up to $1,000 per week in your own home!"

***On any record album...***



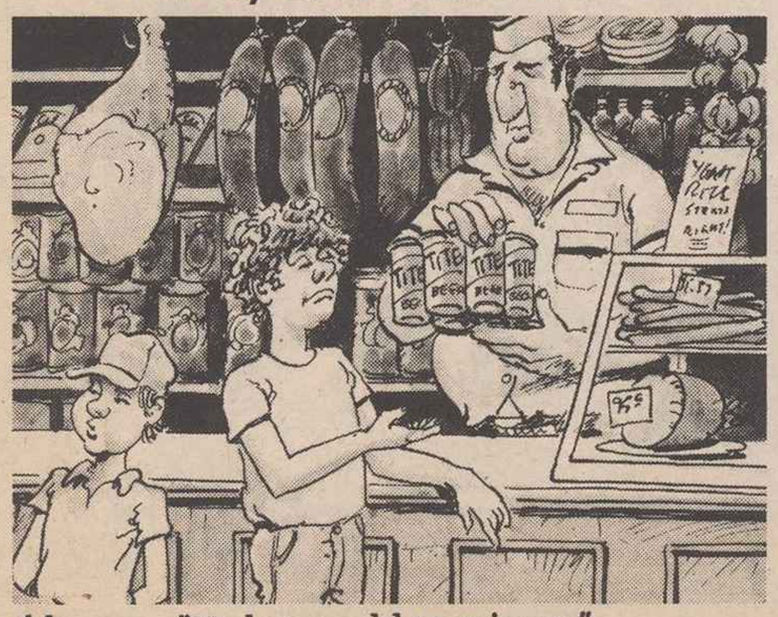

"Warning: Any unlawful copying of this record will result in criminal prosecution"

***From any Pentagon official...***



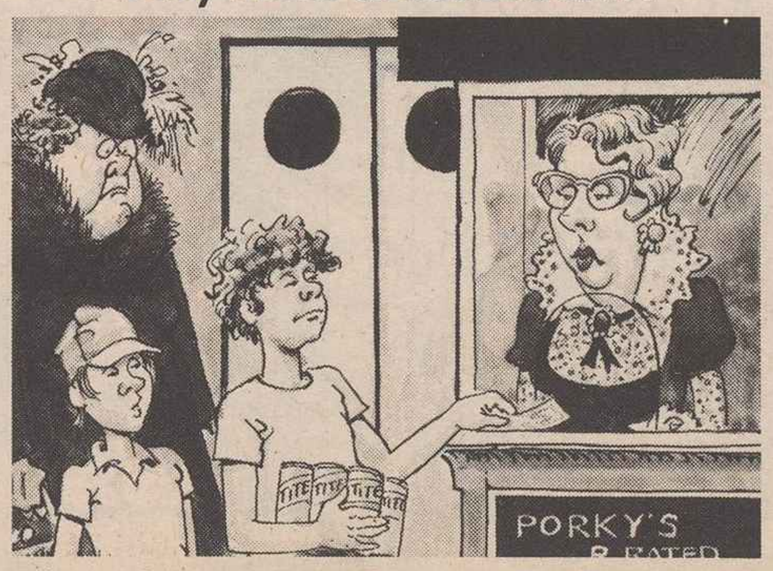
"The U.S. can survive a nuclear exchange!"

***On any delicatessen wall...***



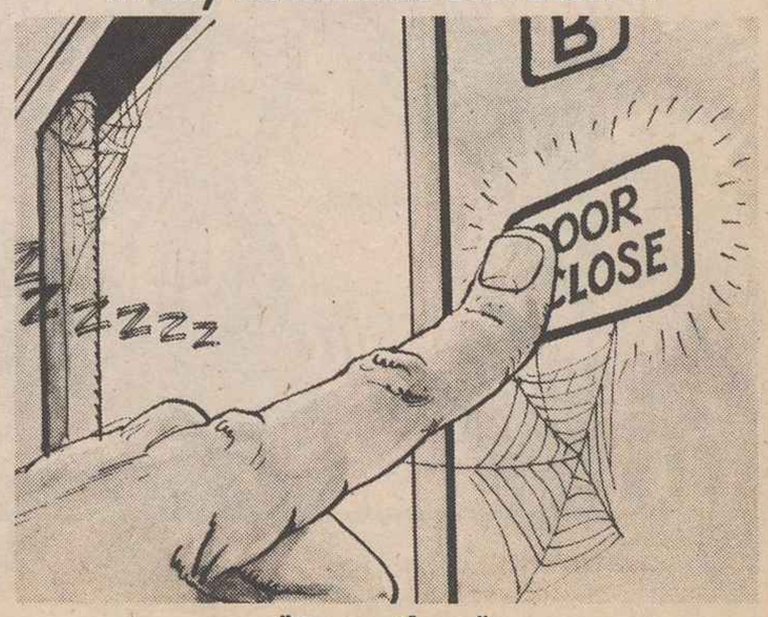
"No beer sold to minors"

***At any movie ticket booth...***




"Rated R. Under 17 not admitted unless accompanied by parent or guardian"

***In any automatic elevator...***




"Door Close"

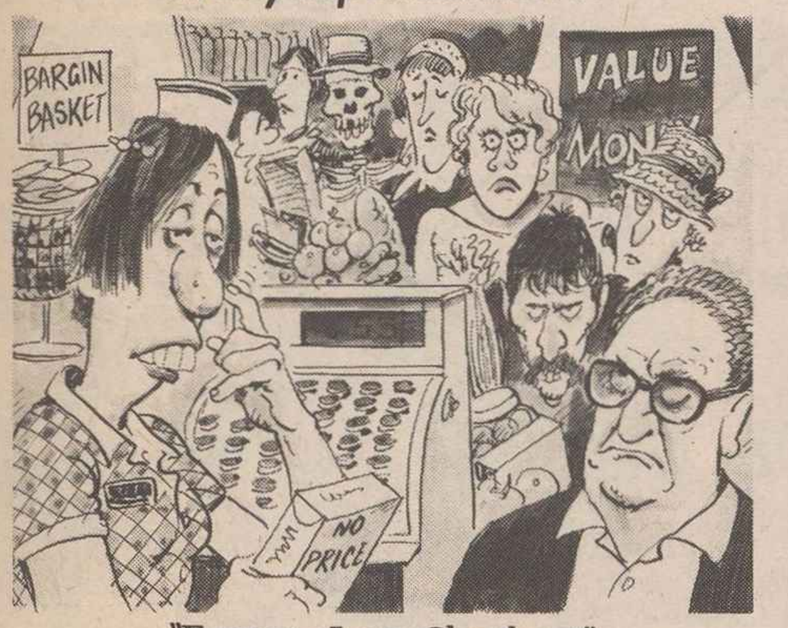
the same hands to touch those we love and respect. You'll just have to ask your father what it is. (*Don't ask your mother!*) Anyway, the point is: it's an old joke. And since it's been written, society has come up with a lot more blatant lies that it uses every day. "Like what?" you ask. Well, here is...



# UNNERS-UP FOR "T LIES IN AMERICA"

ARTIST: HARRY NORTH WRITER: JOHN FICARRA

***In any supermarket...***



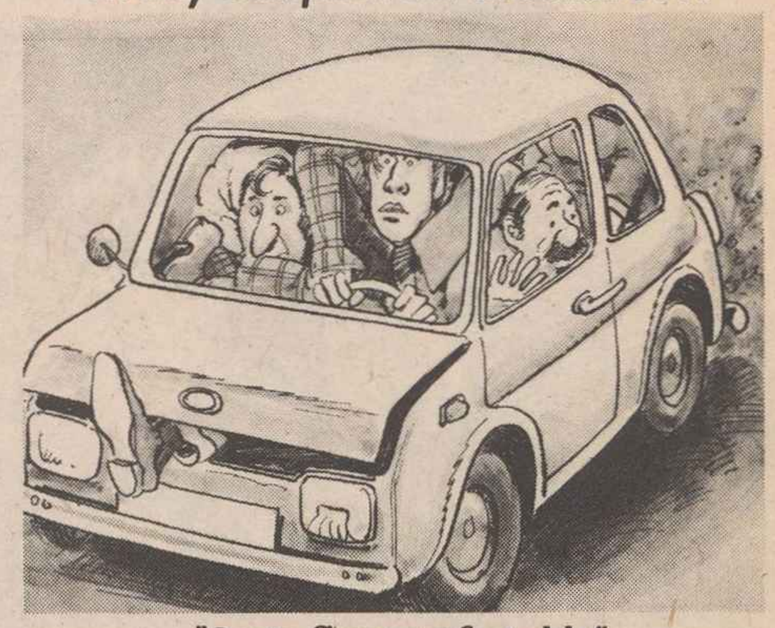

"Express Lane Checkout"

***On any pair of socks or gloves...***



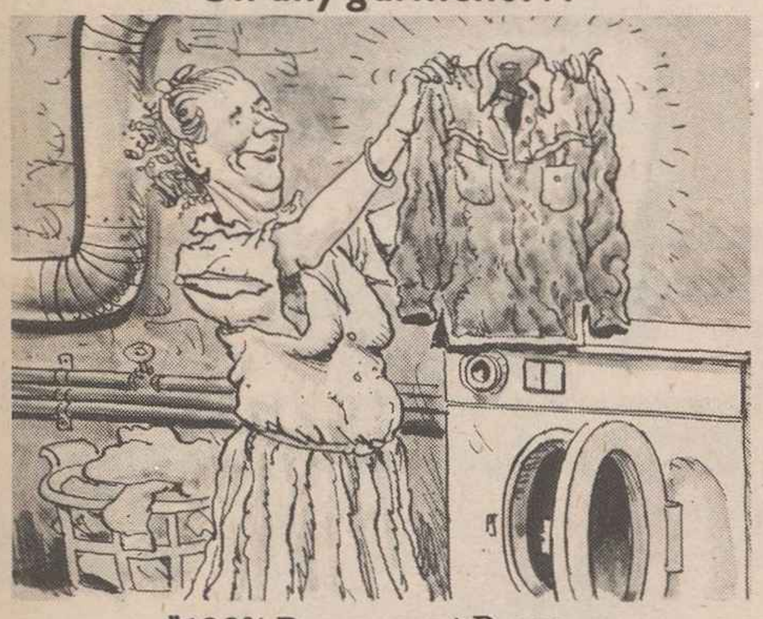
"One size fits all"

***In any compact car brochure...***



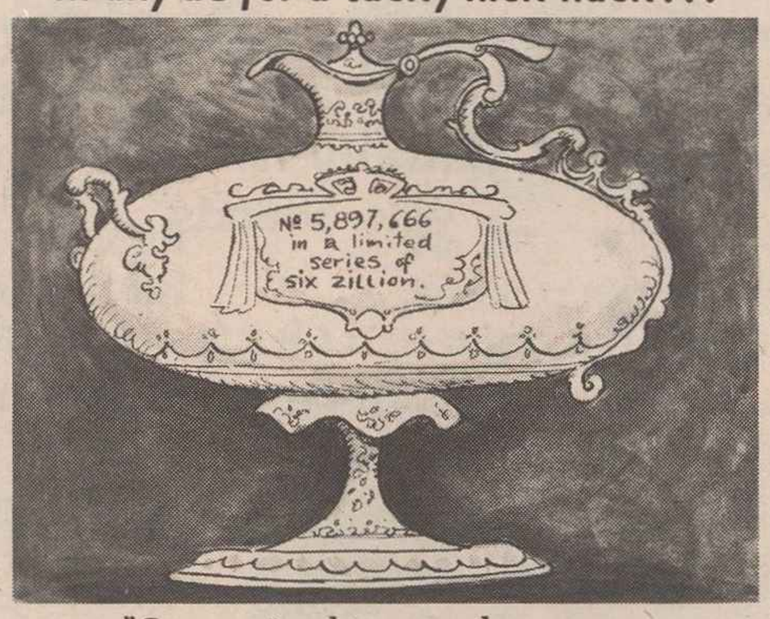
"Seats five comfortably"

***On any garment...***



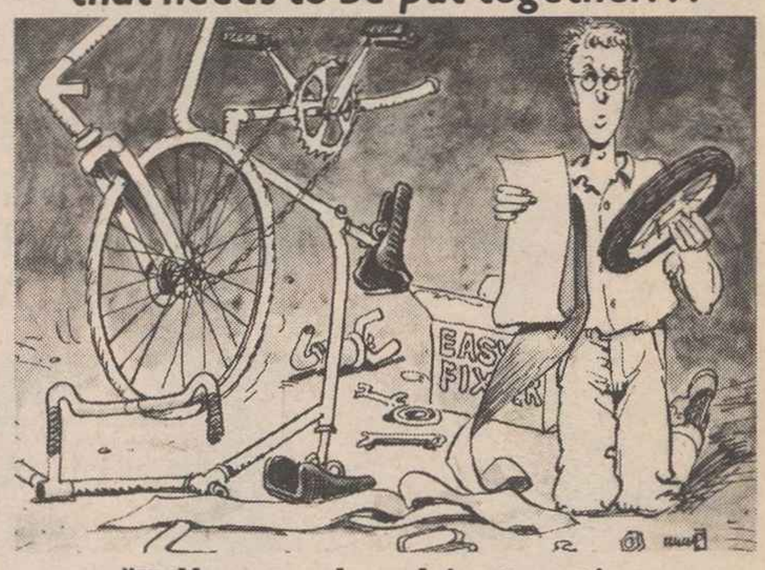
"100% Permanent Press
No ironing required"

***In any ad for a tacky nick-nack...***




"Guaranteed to soon become a
valuable collector's item"

***On the shipping carton of anything that needs to be put together...***



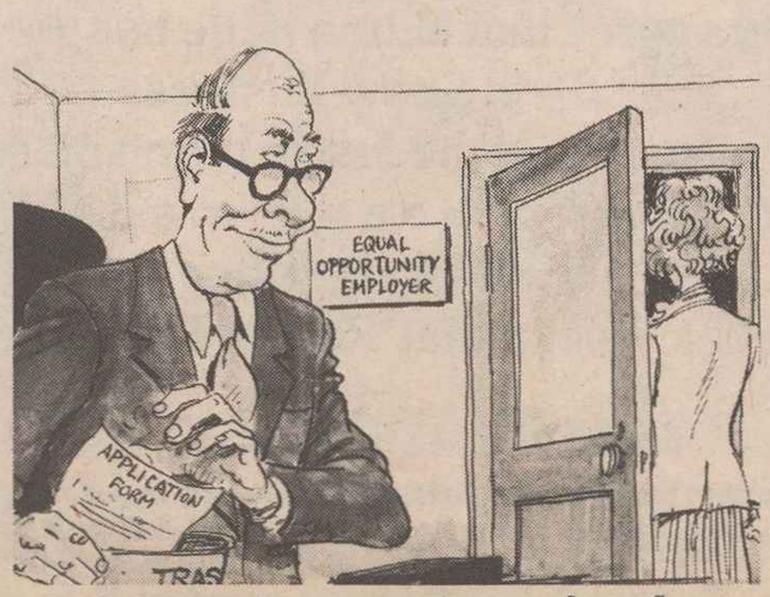

"Follow enclosed instruction
sheet for quick easy assembly"

***In any Hollywood Chapel...***




"I do"

***On any hiring office wall...***




"An equal opportunity employer"

***On the cover of a certain un-named so-called humor magazine...***




"$1.25 CHEAP"

ARTIST: MORT DRUCKER WRITER: PAUL LAIKIN

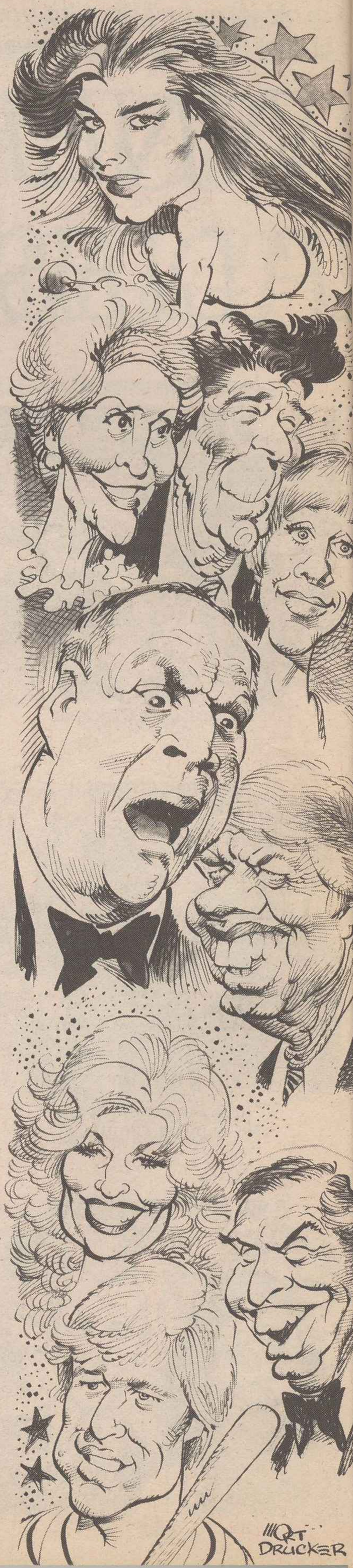
# MAD'S X-RATED CELEBRITY TRIVIA QUIZ



## Fill In The Blanks. Answers Below.

1. Despite his fame as a lover, Burt Reynolds suffers from premature _____.
2. On their wedding night, Prince Charles and Lady Diana _____ seven times.
3. Everybody knows that Bette Midler's _____ are not as large as Dolly Parton's.
4. If Gloria Steinem had her way, convicted rapists would have their _____ cut off.
5. Most people think Warren Beatty is a _____ maniac, but the truth is he doesn't _____ more than once a month.
6. Henry Kissinger loved to _____ all the Hollywood starlets he used to go out with before he was married.
7. Although Truman Capote frankly confesses to being one, Gore Vidal has never openly admitted he's a _____.
8. Brooke Shields still winces when she thinks of all the men leering at that nude baby picture of her in the bathtub with her _____ sticking out of the water.
9. Despite her libel suit victory over *The National Enquirer,* which called her a lush, Carol Burnett actually is a confirmed _____ who attends _____ meetings.
10. Nancy Reagan likes to have _____ with the President at least once a week.
11. While in the Navy during World War II, Don Rickles got a case of _____ from a Hawaiian girl.
12. It was a well-publicized fact that ex-President Jimmy Carter developed hemorrhoids in his _____.
13. Insiders agree that Milton Berle has the biggest _____ in Show Business.
14. Lenny Bruce was the first to admit on stage that eating beans made him _____ all night long.
15. Intimates swear that Robert Redford is a closet _____.

**If you came up with any other answers than these, you've got an X-RATED mind! 1. baldness 2. danced 3. film grosses 4. paroles 5. health, exercise 6. impress 7. mystery story lover 8. rubber duck 9. parent, PTA 10. tea 11. champagne 12. term of office 13. ego 14. nauseous 15. re-arranger**



**POSITIVE WINKING DEPT.**

**MAD has always been known as a cynical rag that loves to take pot shots at famous personalities, hallowed institutions and momentous events. And we're proud to have earned our lofty reputation as the Number One Groin-Kicker of the magazine field. But we don't like being regarded as mere *negative thinkers* who cannot see the forest for the sleaze. So, much as it hurts, MAD now puts on a *positive* face to cry:**

# AIN'T IT GREAT!!

WRITER: TOM KOCH

ARTIST: GEORGE WOODBRIDGE

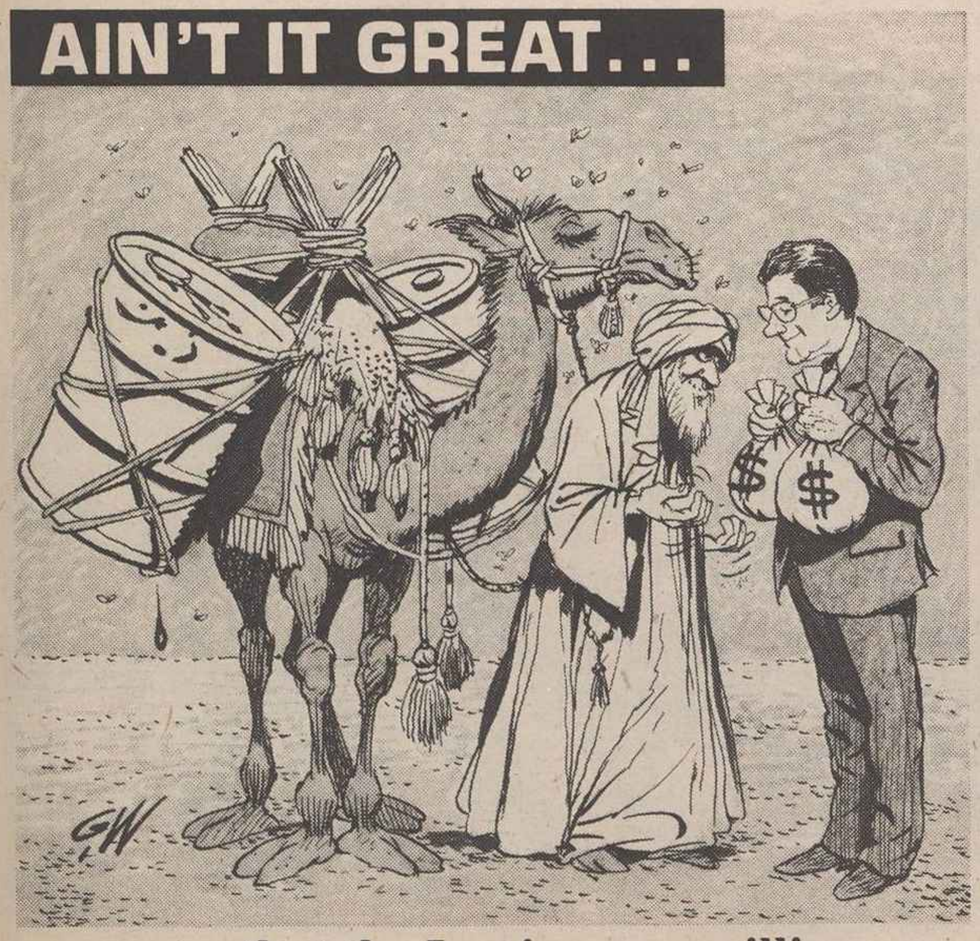





**...that we enjoyed 30 glorious years of killing bugs with chemicals before enough of the poison accumulated to kill people too?**




**...that when you're rich enough, you can afford to buy a belt buckle that bears the initials of some famous fashion designer instead of your own!**




**...that the Iranians are willing to sell us their oil again, just as if nothing ever happened!**



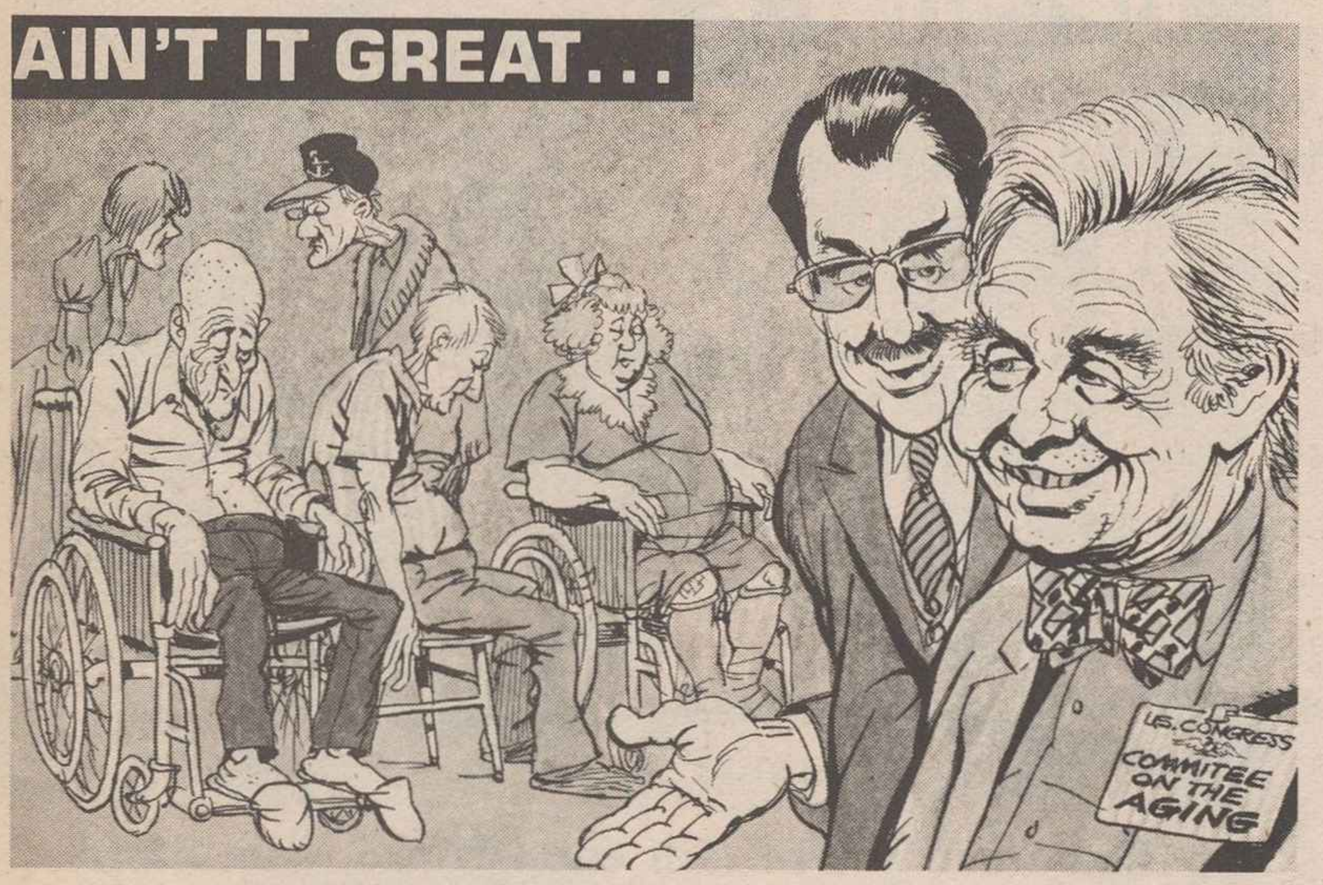

**...that UPC code pricing has brought new excitement to shopping by preventing us from learning how much we've spent until we reach the supermarket check-out counter!**



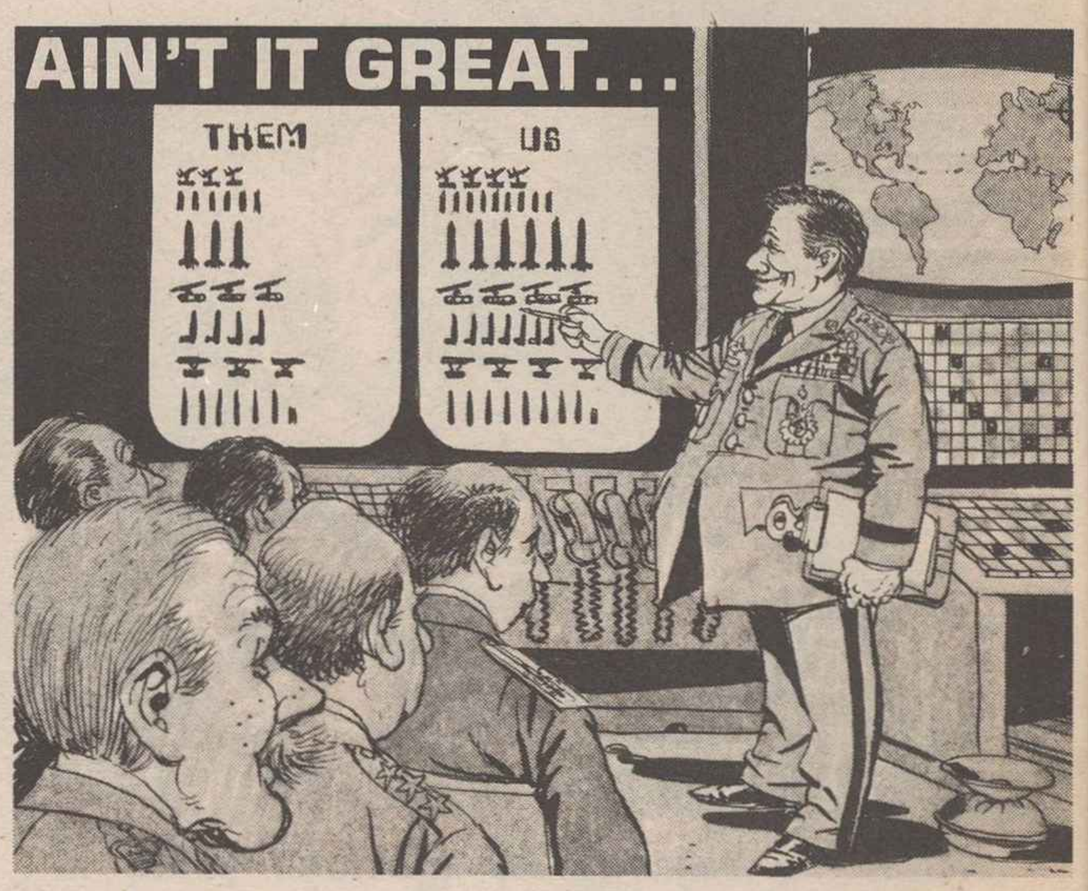

...that we live in a land of opportunity... where Brooke Shields can become more rich and famous than actresses who possess real talent!




...that we live in an open society where any middle-aged housewife appearing on television can feel free to talk about her "hemorrhoids"!




...that Medical Science has extended our lifespan to the point where we can now expect to live for 10 more years after we enter an expensive nursing home!




...that we now have enough nuclear weapons to destroy everything in Russia three times, and they only have enough to do it to us twice?



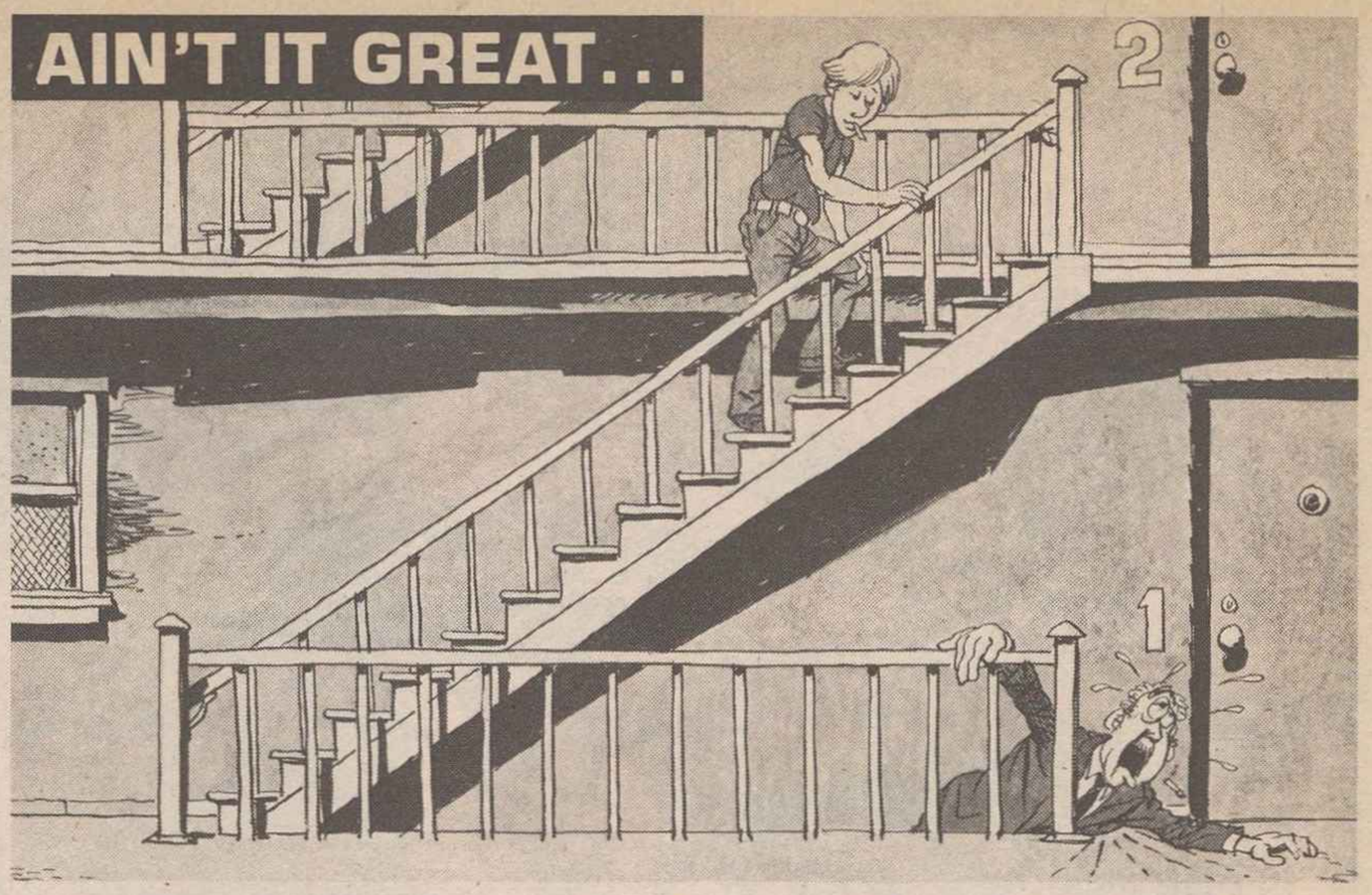

...that we don't have to worry about who wins those civil wars in Central America because the leaders of all factions are equally rotten!




...that Police Departments have been so computerized, they can now arrest the wrong person within hours after a crime is committed!




...that the politicians have patched up the Social Security System so it won't go broke for at least another eight months!




...that the development of low nicotine cigarettes has made it possible for smokers to climb flights of stairs without gasping until they're almost twenty years old!




...that the 1983 stock market boom gave everyone a chance to profit, except those who had to sell their stocks after they lost their jobs in 1982!




...that Olympics are held every four years, giving terrorists from all over the world a chance to meet and renew old acquaintances!




...that Billy Martin and George Steinbrenner got back together again, thereby confining all of baseball's childish tantrums to one team!




...that today's amazing plastics have permitted us to litter our landscape with trash that will never burn, dissolve or rust away!

CHICKEN FISH HAMBURGER

TRY OUR HOT COLD OR CHILI DOGS

TRY OUR:
FRIED SHAKES
FRIED SOUP
FRIED COFFEE
FRIED SODA

5 MILES NORTH 185

TOMAINE TACOS

ALL THE FRIED FROBICKS YOU CAN EAT!!!

WIN

FREE

MUSTARD

14 13 10 7 8 2 11 4 1 3 5 15

JOE

KATE

00:00

17:38

# HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A FAST FOOD RESTAURANT?

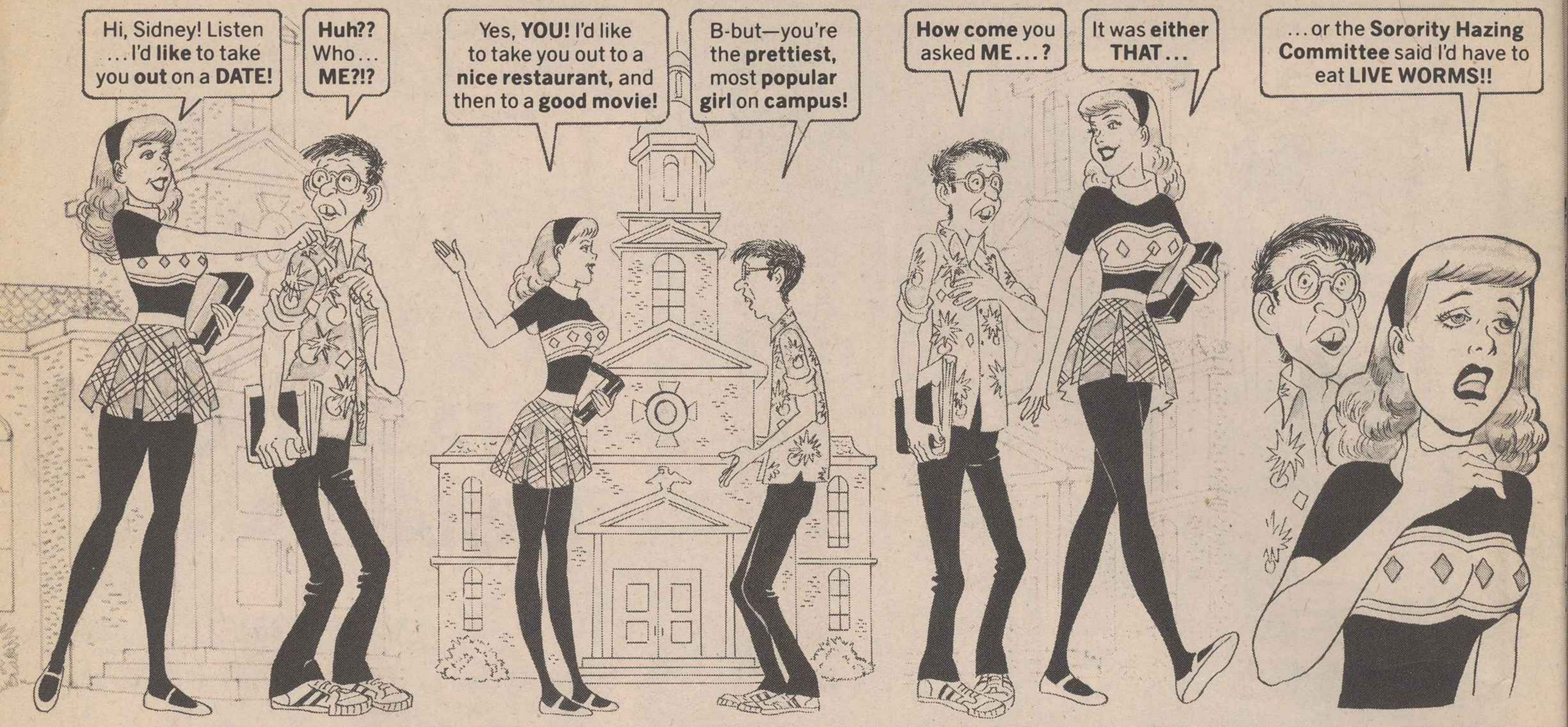



## ANSWERS

1. The teenagers are all chewing their food with their mouths closed.
2. The cheese for the cheeseburgers is made from natural ingredients, including milk.
3. The fish filet sandwiches taste better than the styrofoam boxes they come in.
4. The iced drink has more drink in it than ice.
5. The young man is resisting the temptation to stomp on the packet of mustard that someone has dropped on the ground.
6. The boy with the magic marker is writing on the note pad, not on the table.
7. The teenage employees are earning more than the minimum wage.
8. The plastic lids actually fit the cups, and prevent spilling and scalding.
9. The employee leaving the washroom actually washed his hands after using it.
10. The person parked in the "Handicapped" section is really handicapped.
11. There are no swarms of bees or flies hovering around the garbage cans.
12. The "Quarter-Pounder" actually weighs a quarter of a pound after it is cooked.
13. Old, stale, cold, unsold food is being replaced with freshly-cooked new food.
14. The customer is being asked if he wants his burger rare, medium or well-done.
15. Someone has actually won the fast-food restaurant's "Sweepstakes."
16. There are no bird droppings splattered on the outdoor patio tables.
17. The teenager is not tampering with the salt shaker so the cap will fall off when the salt is poured.
18. The customer has not created a state of panic by requesting a glass of water.
19. The guy who handles the food has cleaned his nails before reporting for work.
20. The hamburgers look just as big in person as they do on the TV commercials.

ARTIST: JACK DAVIS WRITER: CHRIS HART

# DATING




BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## FAVORS

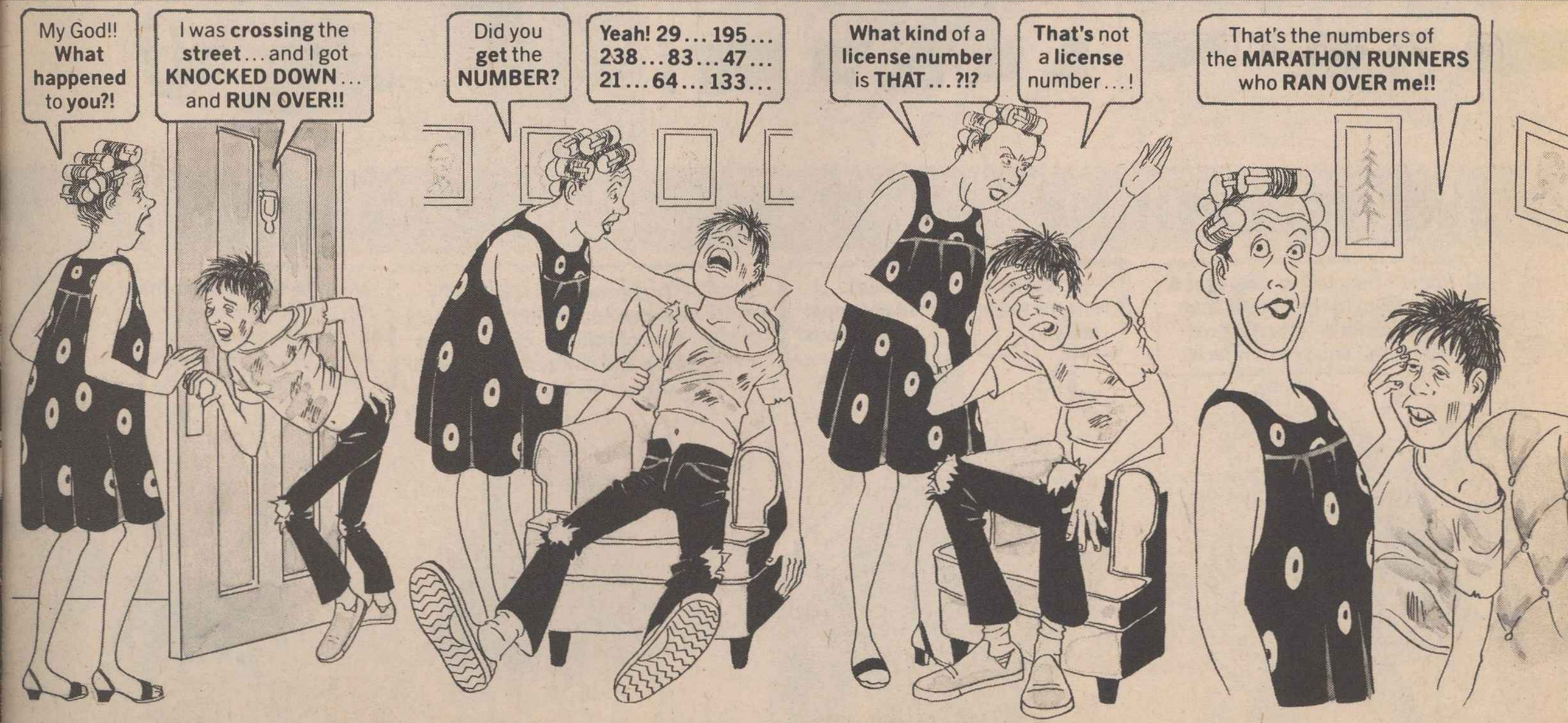
# CLOTHING




# R SIDE OF...

ARTIST & WRITER:
DAVE BERG

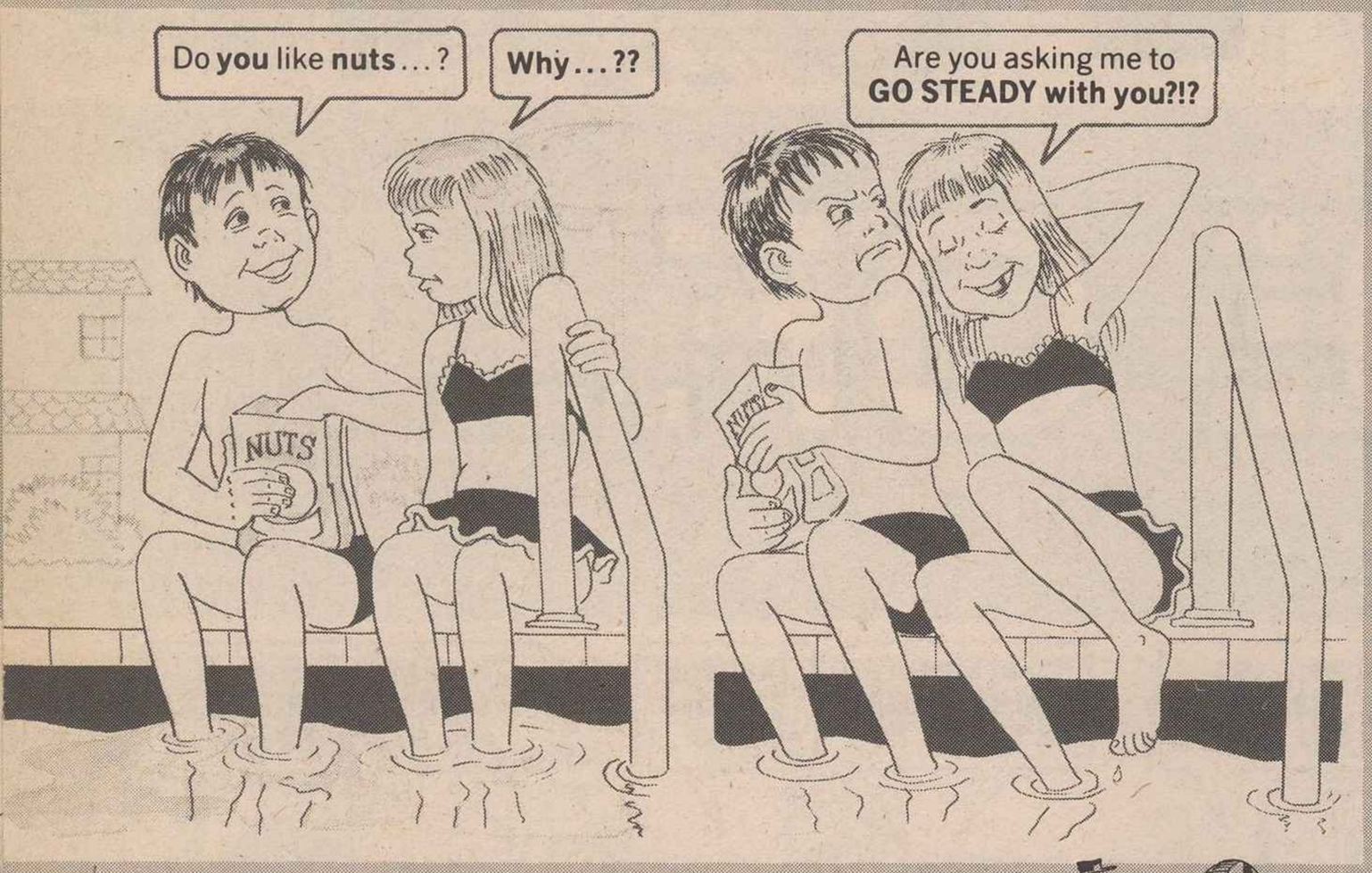
## ACCIDENTS



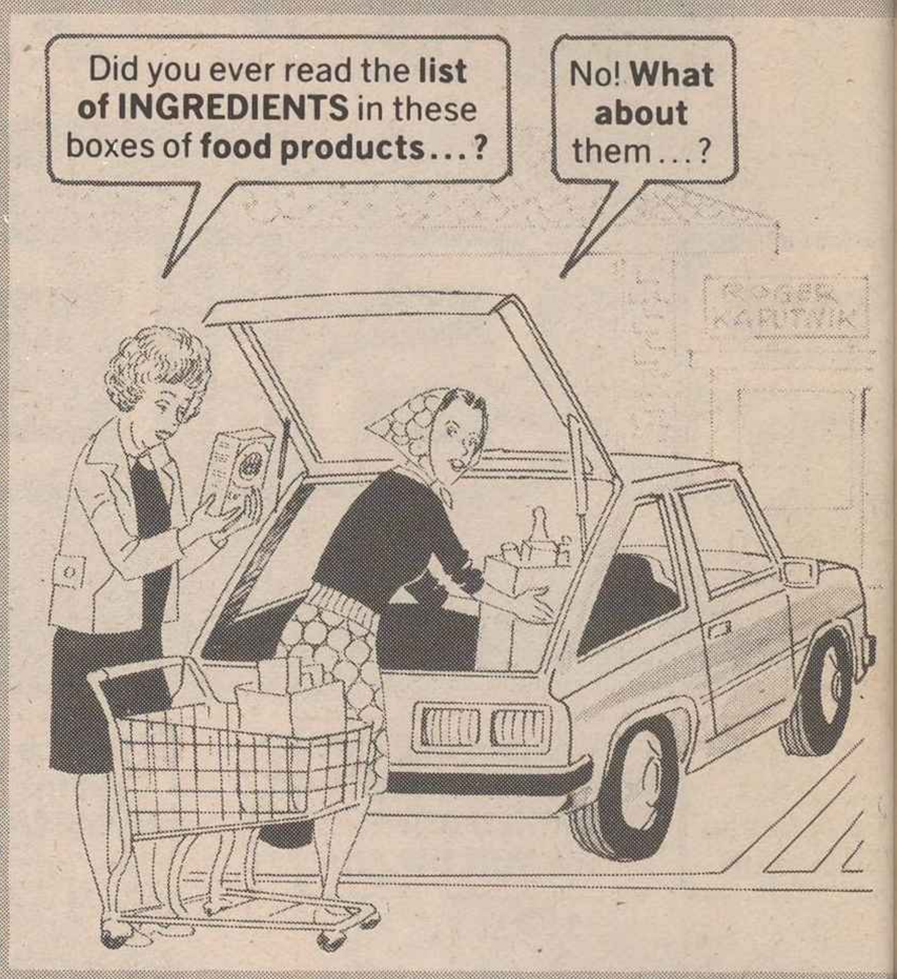
# MORNINGS



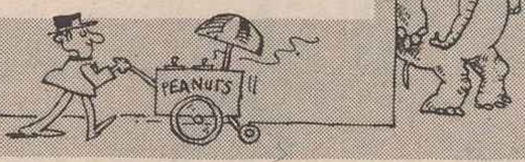

# QUESTIONS




# SHOPPING




# THE TELEPHONE

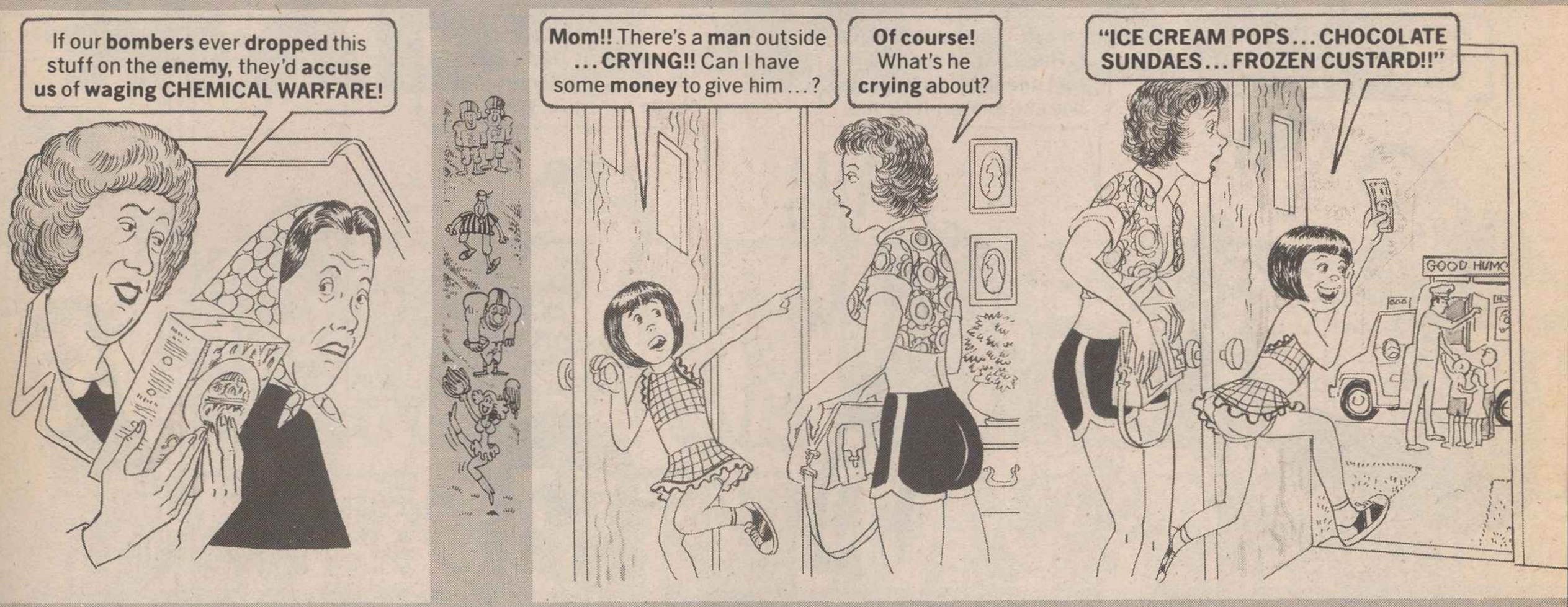





# TELEVISION



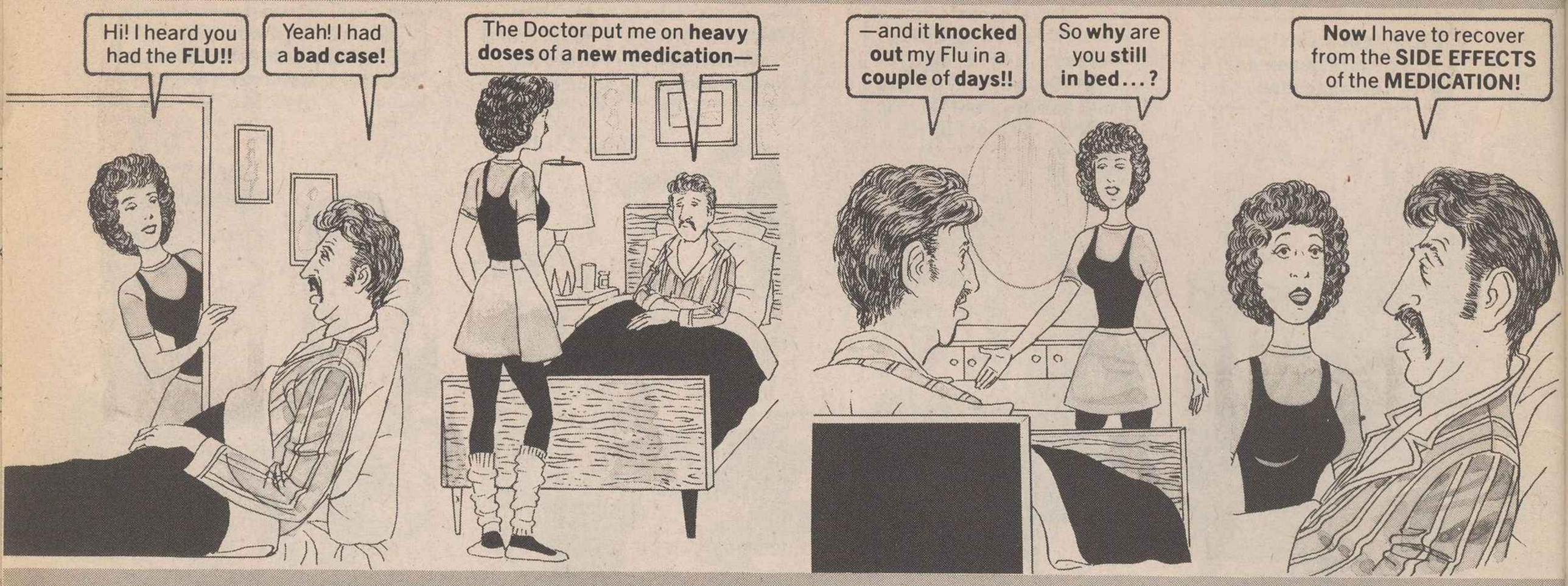

# COMPASSION



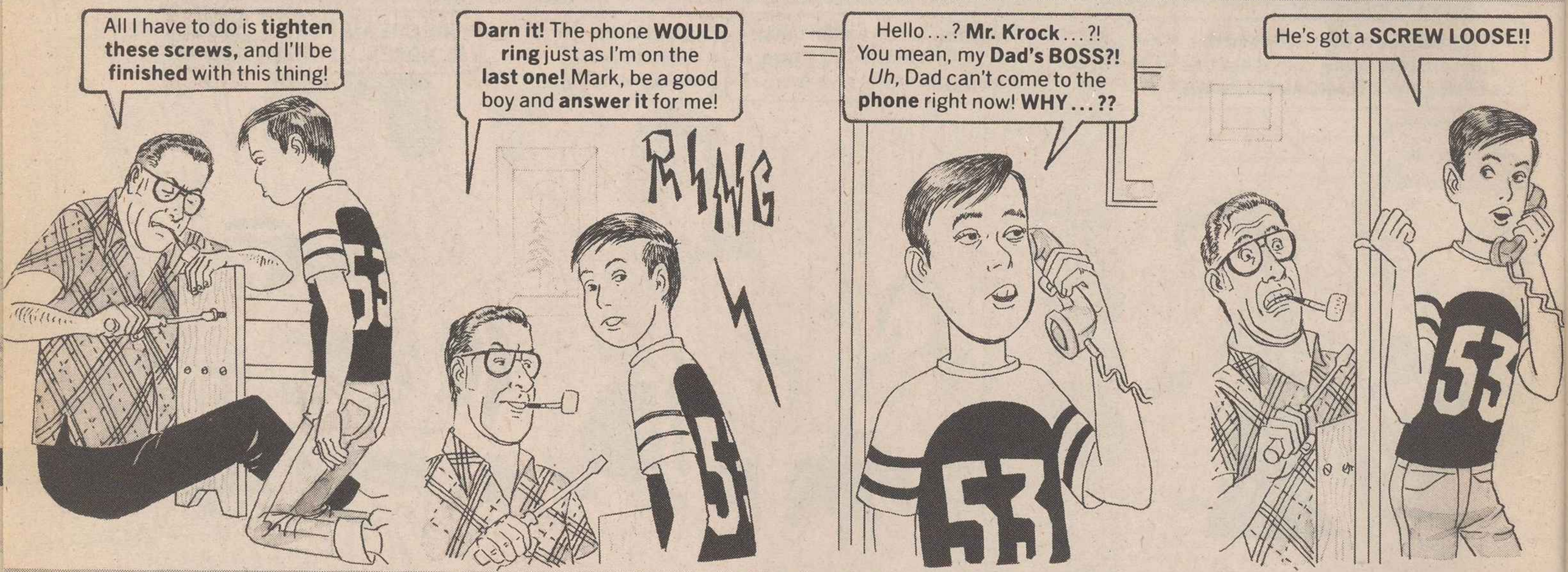

# THE FAMILY CAR



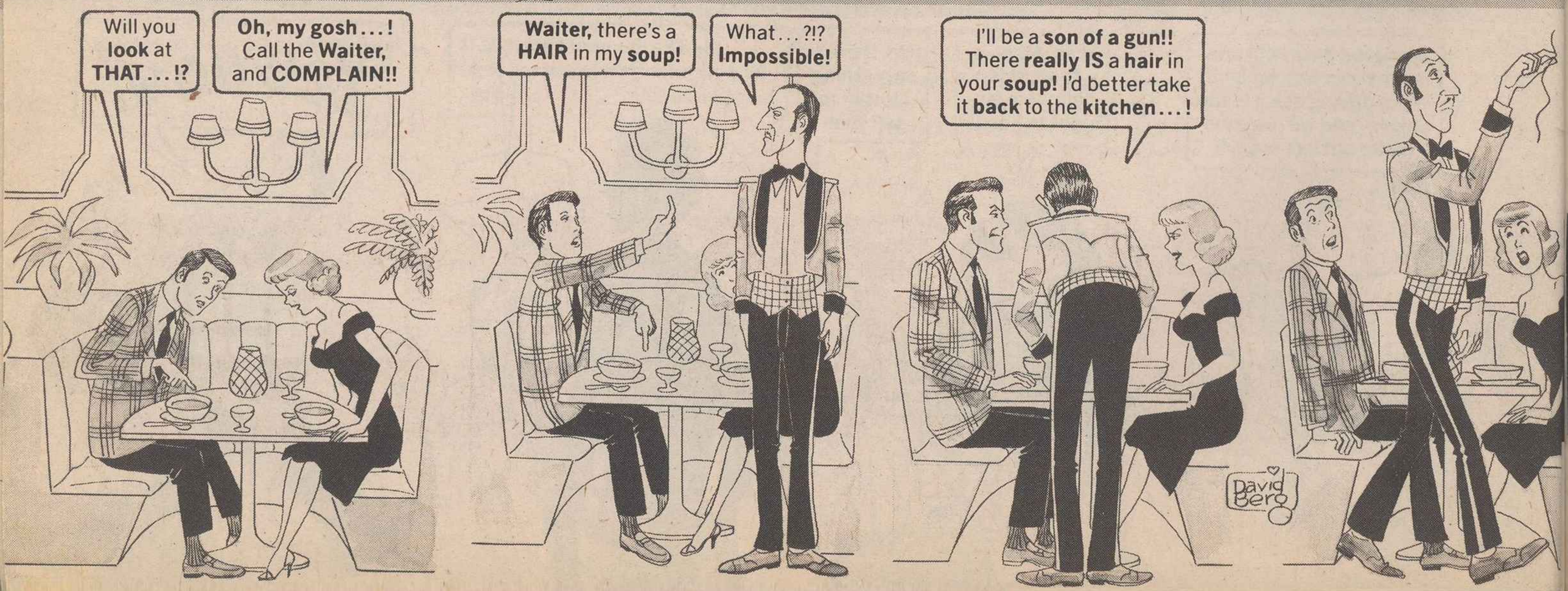
# ILLNESS




# DO-IT-YOURSELF




# RESTAURANTS






# MAD'S 42 PAGE

# CREATURE PRESENTATION

## IS ABOUT TO BEGIN!!!

**OUR CREATURES PRESENTATION DEPT.**

**Two summers ago, Steven Spielberg gave us "E.T.", a smash-hit film about a cuddly alien who has to withstand the villainies of us humans to get back home. This summer, Steven's come up with another smash-hit film—with an extra-added wrinkle. Oh, sure, there's a cuddly creature in it again! Why give up a good thing? But now, there are also a lot of evil creatures, too. And they're attacking us humans! But enough of this prose. Look at the pictures...and try reading MAD's version of...**

# GRI

You're **in luck!** You can take advantage of our **"Opening Day Sale"!**

You **opened** this dumpy old shop **today??**

No... **ten years ago!** But you're the **first customer** we've ever **had!**

**Oh??** Why is **that??**

**Bad location!** Not many people will wade through a chest-high stream of **raw sewage**... even for a **bargain!**

Say... **this** old curio looks **pretty life-like!!**

It **should!!** It's my **Grandfather!**

**Hey,** Old Man! I'd like to buy my **Son** a **really unique Xmas present** ...something he **can't** get at **home!**

**Velly solly,** Mister! We **do not sell love** ...**caring**... **kindness**... or **intelligent conversation** here!!

MINGS GO BETTER WITH Coca-Cola

TERRY AND THE PIRATES

ORIGINAL ART $750.00

CONFUCIOUS SLUM LORD SAY: A HOUSE DIVIDED WILL BRING IN MORE RENT.

CASH IS POOR MAN'S CREDIT CARD, BUT WE ACCEPT IT HERE.

GOP

EXP. 1937

SUN MING

APPETIZERS

EGG ROLL...

ROAST PORK...

DEM SEM...

BUTTERFLY CHICKEN...

SOUPS

EGG DROP...

WONTON...

THE YEAR OF THE RAT

# MLINS



Hey, I'd sure like to buy **THIS little creature!**

Solly! **Not for sale!** I **love** little creature **dearly!** You buy **something else!**

Okay, Old Man! Like **what... ??**

Like **my Grandson!**

Gramps is just **kidding,** Mister!

**Ahh so!** Make me an **OFFER** ...and **SEE!**

Here's your **Muggwai!** Let's have the **money**

What would your **Grandfather** say if he knew you **sold him** to me?

Something **dumb** in **Chinese,** so **who cares?!?** Listen, there are some **RULES** you gotta follow! **First:** Keep him out of **sunlight! Second:** Keep him away from **water!** Third: Never feed him **after midnight! Fourth:** Never let him make a **nest** out of a **prune Danish!** And **Fifth:** He must **never** become **emotionally involved** with Boy George

ARTIST: MORT DRUCKER

WRITER: STAN HART

This is **Stinkton Falls... a typically American** small town!

Our **drinking water** is **polluted** with **carcenogenics!** Our **streets** are **paved** with **radioactive materials!** Our **classrooms** are lined with **asbestos!** And we've got a **toxic waste dump** that's **emptying** into our **basements!**

Man, if **that** doesn't make us **typically American...** I don't know **WHAT does!!**

I'm **Bilgy Setzer,** and that's mean, merciless **Mrs. Beagle,** who owns the **mortgages** on most of our **homes!**

**I** believe that if someone is **late** with the **rent,** he deserves an **appropriate punishment! CAPITAL punishment!** After **that**... I start to get **REALLY tough!**

Bilgy, I **hate** your **dog!** I'm going to **catch him,** and have him **destroyed!**

**Gee,** Katey ... have you ever seen anyone **like** her?!?

Not since **"The Wicked Witch Of The West"** in ***"The Wizard Of Oz"...!!***

IRA BONUS RATE 11.07%

ERA up 2%

It's my **Dad's idea!** But I feel so **silly** in this outfit!

It's a kinda **cute promotional gimmick,** Peep! I'll bet that **people** just **love it!**

TREES

SPRUCE SPRINGSTEEN

They **couldn't** care **less!**

**Unfortunately,** it's a **big hit** with **DOGS...!**

FIR COATS

By becoming an **artist,** I'll always have **something** to **fall back on!**

**STARVATION!**

It's a **family tradition...** started by your **Father** ... with his **MORONIC INVENTIONS!!**

My **latest** is an **inspiration... DEHYDRATED WATER** ... for **trips** through the **desert...!**

Sounds like **another winner!** When you reconstitute a **bucketful** ... plunge your **head** into it for about ten minutes or so!

PRESIDENT FRANK FRAZETTA FAN CLUB

KATEY

Hey, Bilgy ...! Wait'll you see the **Christmas present** I bought you on my trip!

It's **about time!** This picture is almost **a third over** already, and we **still** haven't shown the audience the **CREATURES** that they paid **five bucks** to **see!!**

I think I'll call him, **"Gizmoo"...!**

He's **adorable,** isn't he, Bilgy? **What** does he **remind** you of ...?

A **midget YODA...** in **drag!**

There're a lot of **rules** that go with owning this Muggwai ... but the **most important one** is to keep him out of **bright light!**

**Bright light?!** How come?!?

Well, **that way,** the audience **can't see** how the goofy little puppet is **actually manipulated!**

WINE TESTING

**Holy cow!** I was **warned** that if Gizmoo comes in contact with **WATER** ... something **TERRIBLE** will happen ...!

**Gee!** It looks like the **same** terrible something that happens to **ME** when I come in contact with **CHOCOLATE BARS!**

H2OH, OH...

**Hey, Dad...** you better **come quick!** Something **terrible** is hap—

Just adding a **new feature** to my **"Bathroom Buggy" gadget!!**

**Woops!** *Uh*—heh-heh—it **shoots shaving cream** into your **face!**

**Gee,** Dad... what's **that** good for?!?

Oh... a **few cheap laughs!**

**Remember me,** Mr. Handsome? I was in your **Biology class** five years ago!

**Sure** I do! You scored a **90** on your **Biology test!**

**Right!** Well, I want you to see this **creature!** It **reproduces itself** when it's **splashed** with **water...!**

**My God!** You should have brought this to some **Government agency** or a **noted scientist** instead of to **me,** a lowly **school teacher!!**

Why didn't **I** think of that?

It **may** be because you **also** scored **90** in your **I.Q. test!!**

**Hey!** Stop that **fighting!** You **should** be able to live in **peace** with your **own kind!**

**You HUMANS** should talk about living in peace with your own kind!

**C'mon,** Gizmoo! You can sleep in **MY bed...**

WAK!

Now if it were only **this easy** with **Katey...!!**

Well, **so long,** Gang! My **new invention** will be the **HIT** of the **Convention! A "NON-EXPLODING CAMERA"!!**

But **cameras don't explode!**

The **LAST** one I invented **did!**

Don't you **wonder** how we get the **money** to **live**... since he **never succeeds** at **anything** he **does?!?**

Bilgy ... have you ever seen anything like **this** before?!

Not since ***"The Invasion Of The Body Snatchers"*** ... and ***"Alien"!*** Pods like **this** always mean that when they **hatch,** they're going to be **nasty creatures!!**

**Look** what they're **doing** to **Gizmoo!** Why are those newly-born Muggwais **so unpleasant?**

They watched **John McEnroe** play **tennis** on **TV** ... and now they're **imitating him!**

PONG!

It's **important** that I **offer you** this **candy!**

**Glitch?? Weet??**

**Why??** Because the **money** we get for **plugging** all these **commercial products** in the picture **helps pay** for some of the **production costs!!**

**Yaaaahh!** When you said you wanted to chew on some **roughage, I didn't** think you were talking about **ME!!**

This stuff doesn't **really** taste **that terrific!** But **ANYTHING's better** than the **food** in the **school cafeteria!!**

Hey, **stop jumping** on me ... and **breaking up** the place!!

**Where** do you think you **are ... ?** At an **office Christmas party?!?**

BETTER HOMES AND GARGOYLES

**Trapping** the **creatures** in this **microwave oven,** and **pushing** the **"Bake" button** will do **two things ... !!**

**First:** It'll **KILL** those **monsters** in **minutes!** And **second!** It'll give the **kids NIGHTMARES** for **months!!**

AT GE, REAGAN WAS OUR MOST IMPORTANT PRODUCT.

THERE ARE MANY VOLTS BUT ONLY ONE WATT.

ATOMIC WASTE

ATOMIC WASTE



Listen, Gizmoo, I'm carrying you in my **knapsack** because you'll be **safe** and **comfortable** in there...!

**Safe, maybe!** But **certainly not comfortable!** He **ALSO** carries his **sneakers** and **sweaty gym clothes** in here!

Hey, that's **really terrific,** Gizmoo!

You **remembered** what **happens** when they see **bright lights!**

**Unfortunately**... you **FORGOT** what happens when they **fall into WATER!!**

But, **Sheriff!** We're being **INVADED** by **alien creatures!** Why won't you **believe** me?!

Because the police **NEVER** believe the hero... until it's **too late!!** Haven't you ever watched **1950 Sci-Fi movies** like ***"The Blob"!?***

WANTED
FOR BODY SNATCHING
KEVIN
McCART

If I **HAVE TO die,** I **prefer** dying like **THIS** on **Christmas Eve!**

**This way,** I have a **chance** to smash into **SANTA CLAUS** and **bring him down**... before he spreads **JOY** to the **WORLD!!**

Bilgy, have I ever told you **why I hate Christmas?**

No... and I **really don't think** this is the **time!**

One **Christmas eve,** my **Father** put on a **Santa Claus suit,** and tried to come **down the chimney** to **surprise us!** But he **got stuck!** A **year later,** when we broke through the **wall** to find out what **smelled so bad,** we discovered his **body**... and a **bag full** of **toys!**

What was so **sad** about it was—the **Warranties** had **all expired!!**

HELP!

Good Lord! What's happening here...??

Either we're being attacked by some vicious monsters from another world ...or it's 3 P.M., and the kids just got out of High School...!!

In a town that's gone crazy, it's nice to know that SOME things are STILL THE SAME!

Like what??

Like SATURDAY MOVIE MATINEES!!

Blowing up the theater took care of most of them! But we still have to worry about STRIP! He's in the TOY STORE!

We've got worse worries than that! The way things are MERCHANDISED these days, they'll ALL be in Toy Stores by next Christmas... hotter than those "Garbage Patch Dolls"!

BLAM!

YENTL

JOHNS TOY STORE

JOHNS HARDWARE STORE

NO PARKING ANY TIME

GETTING LOADED ZONE

TOYS

Look! Strip's skin is cracking and melting and bubbling in the sunlight! Symbolically, it makes you realize that "Good" triumphs over "Evil"!!

In reality, it makes you do something else!

What's that??

Barf your guts out!! This movie is really disgusting!!

Confucious say, "Man who steal other man's Muggwai steal himself plenty big trouble!"

S'long, Gizmoo! Gee... I really loved that cute little guy...!

Hey, Son, don't feel bad! I'll just get another present for you!

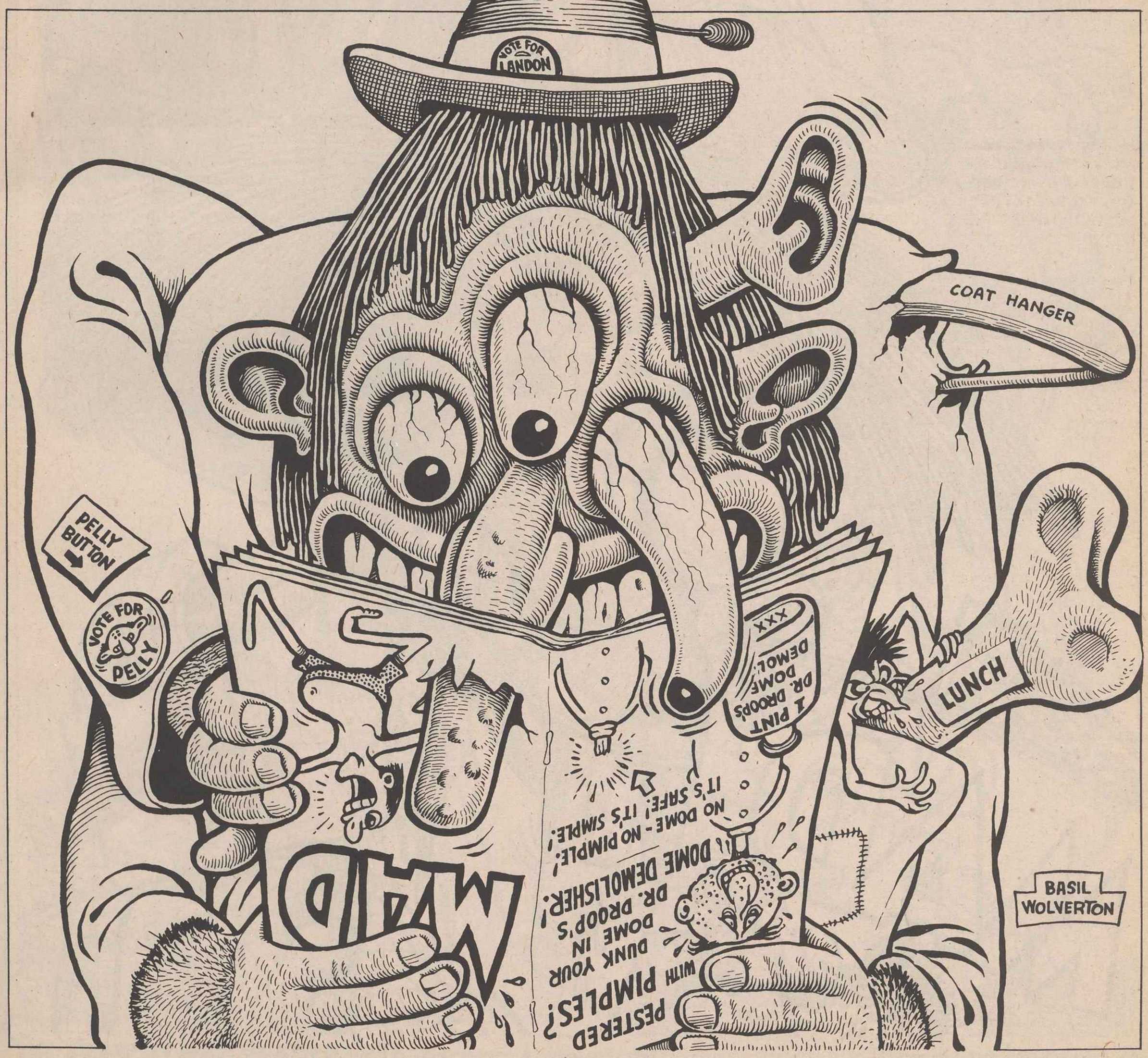
ORI YENTL

Seltzer... if you ever bring another present into this town, we'll KILL YOU!!

THE END?

On this and the following five pages are views of what we, the Editors of MAD, believe to be a cross-section of the people who read our magazine! And so, while you wander through the following pages, smirking, guffawing and retching at what you see, pause a moment! The face you're retching at may be your own, our dear. typical ...

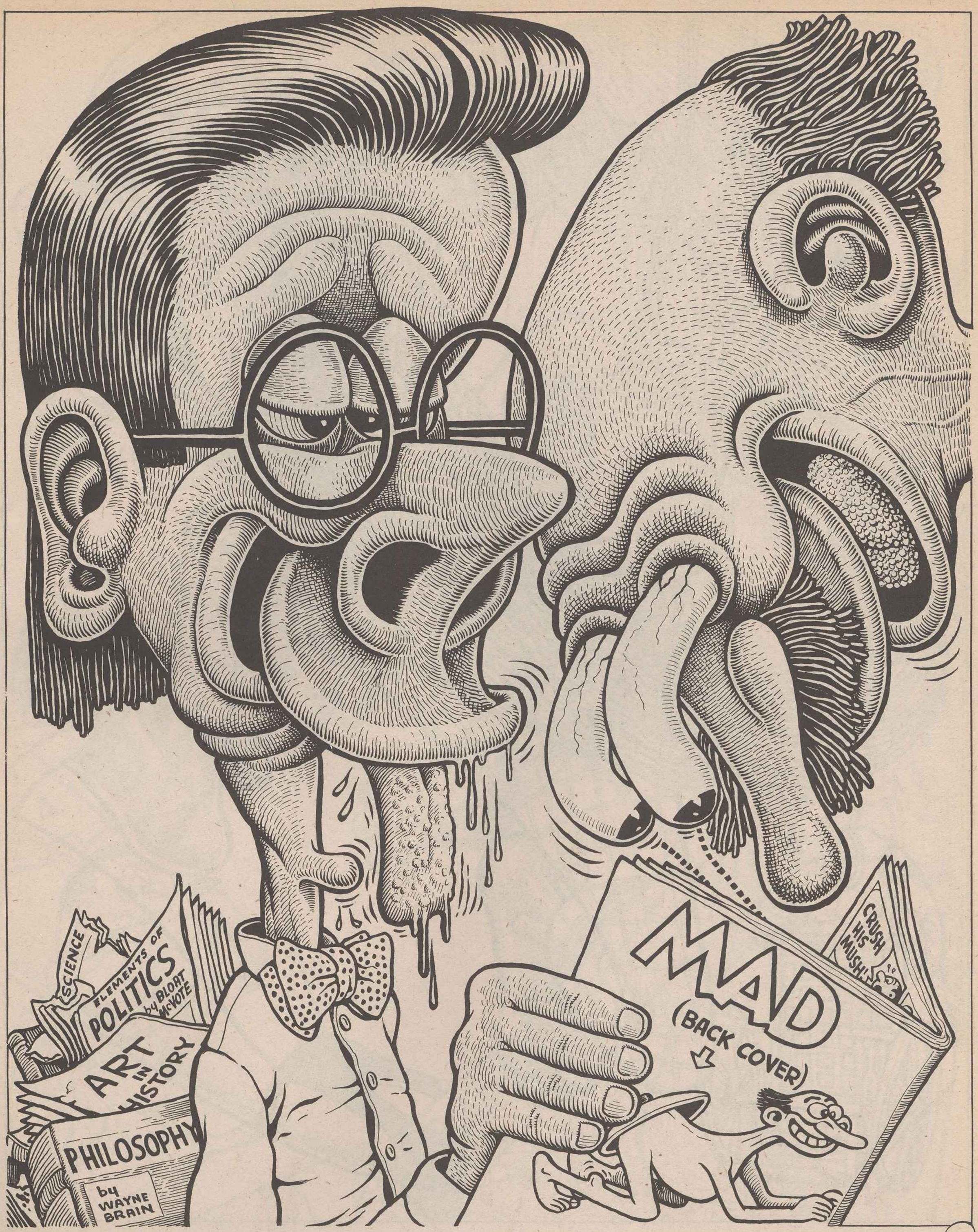
# MAD READER!




One question that we here at MAD are frequently asked is: What is the typical MAD reader like? Contrary to popular belief, the picture of the MAD Reader above is a total distortion! Most MAD Readers know the proper way to hold the magazine!




**THE YOUNG MAD READER:** In the early days of MAD, self-appointed censors were vehemently opposed to kids reading such trash. In today's enlightened society, however, a young fan can enjoy his MAD Magazine openly, and is indifferent to such self-righteous stiffs!




**THE STUDENT MAD READER** (With Teacher): A remarkable recent study has shown that students who read MAD are no more stupid than the average student. However, this same study has also indicated that the average student who reads MAD is not necessarily statistically much smarter than the average teacher who read MAD as a student. Which is why Johnny can neither read nor teach!




**THE OLDER MAD READER:** MAD is by no means confined to the young reader. The man pictured above has stayed alert and active thanks to his continued regular reading of MAD. The fact that he is only 19 years old and looks the way he does is also due to his continued regular reading of MAD!




**THE FEMALE MAD READER:** The typical female MAD Reader is sensitive, smart, handy and thoughtful. Notice, however, that the word "Beautiful" is not used, or even hinted at! Female readers may complain that the above picture is not flattering and is in fact degrading to all women. But we defend it, by simply saying: Hey, we didn't put hair on her chest!




**THE CRITICAL MAD READER:** Not everyone likes MAD! We admit it! We have a few detractors and we don't put these individuals down for their taste. It's a free country! And besides, creeps like that, with their bloated, mis-shaped bodies, who think nothing of terrorizing babies, wouldn't understand what hideous geeks they really are, anyway!

**SPOOKING FROM PICTURES DEPT.**

Hey, gang! After ten years, it's time once again for MAD's nutty "Cliché Monster" game! Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie gothic setting so you create a new type monster, and you're playing at

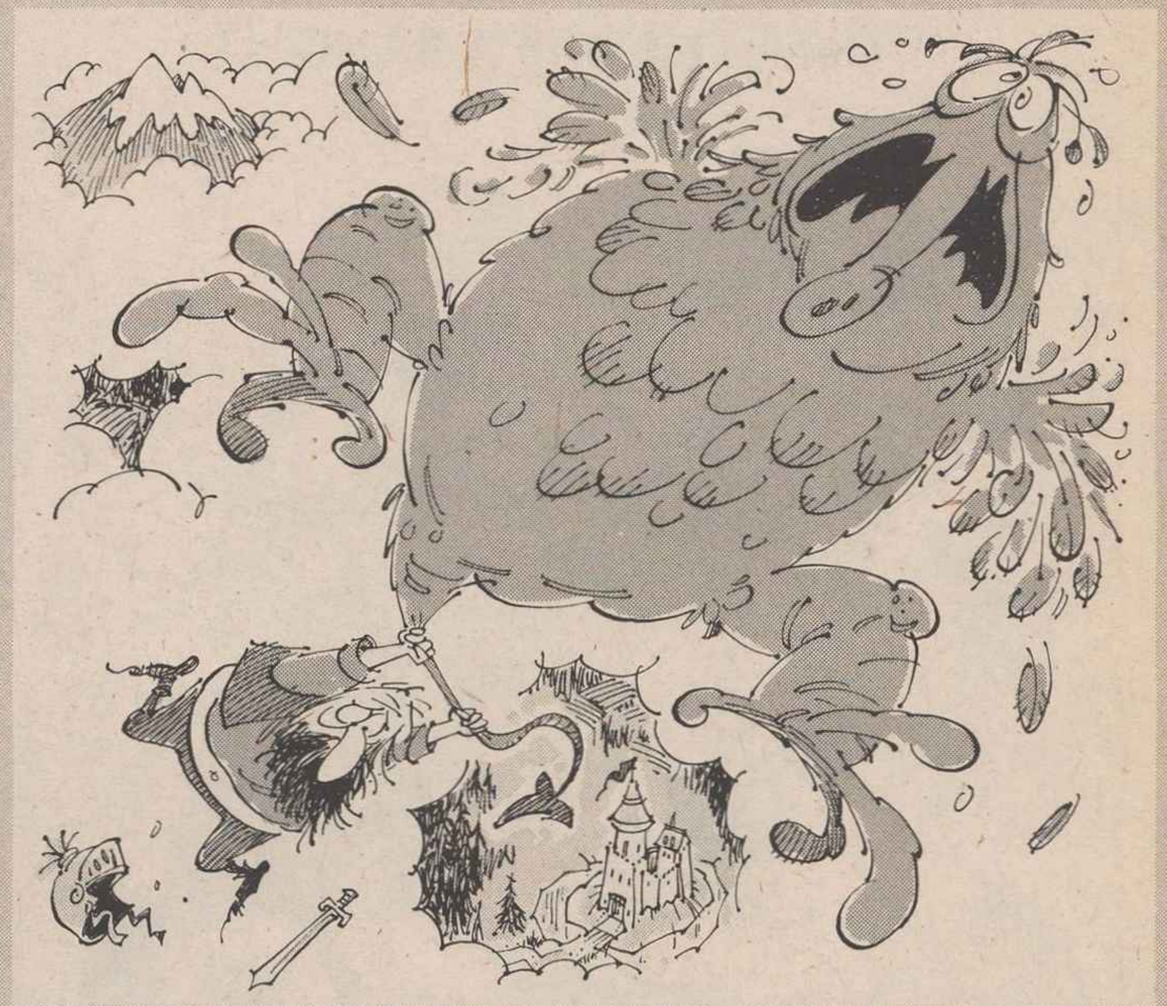
# HORRIFYING CLICHÉS



ARTIST: PAUL COKER WRITER: FRANK JACOBS



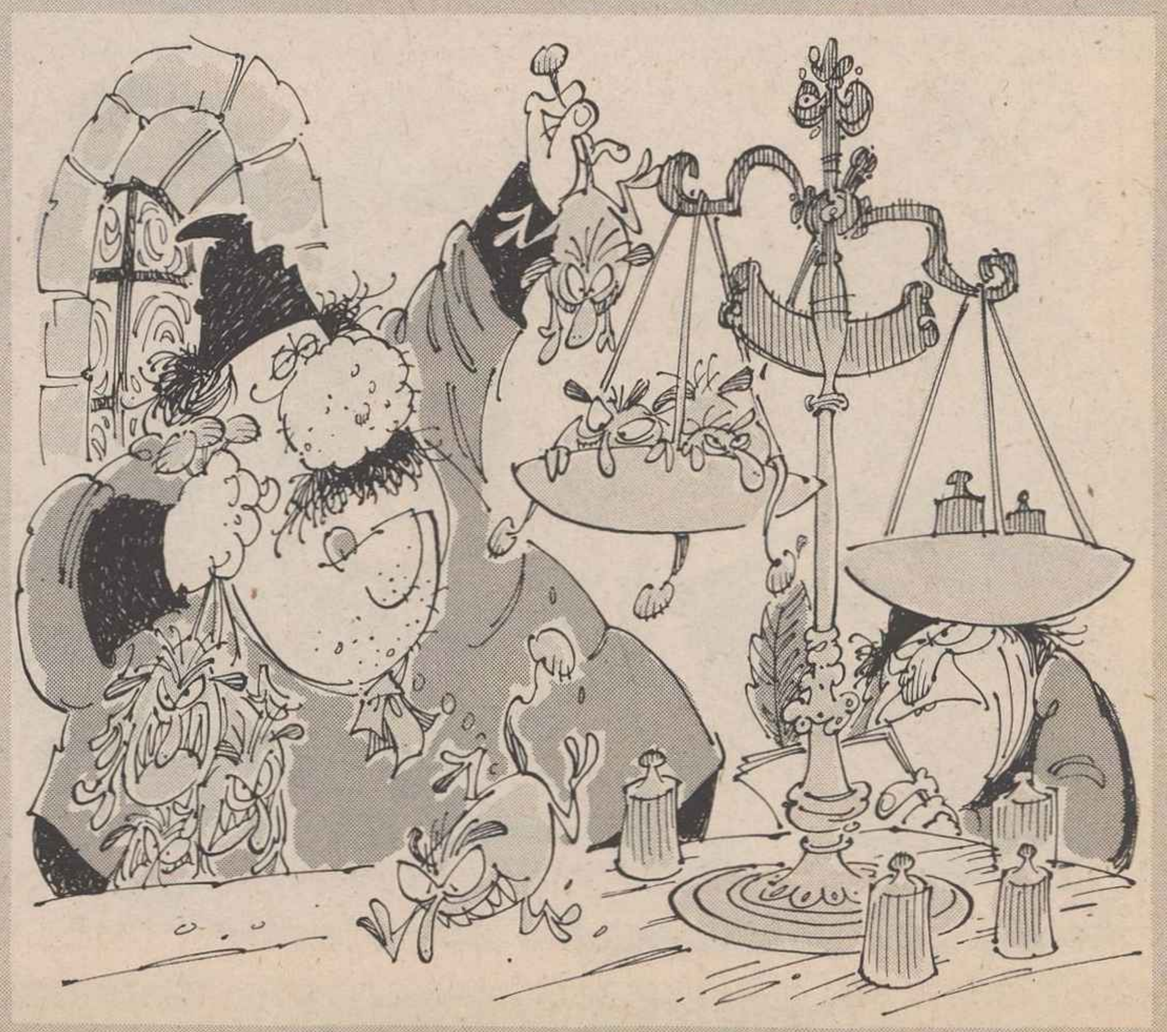
**Driving A HARD BARGAIN**



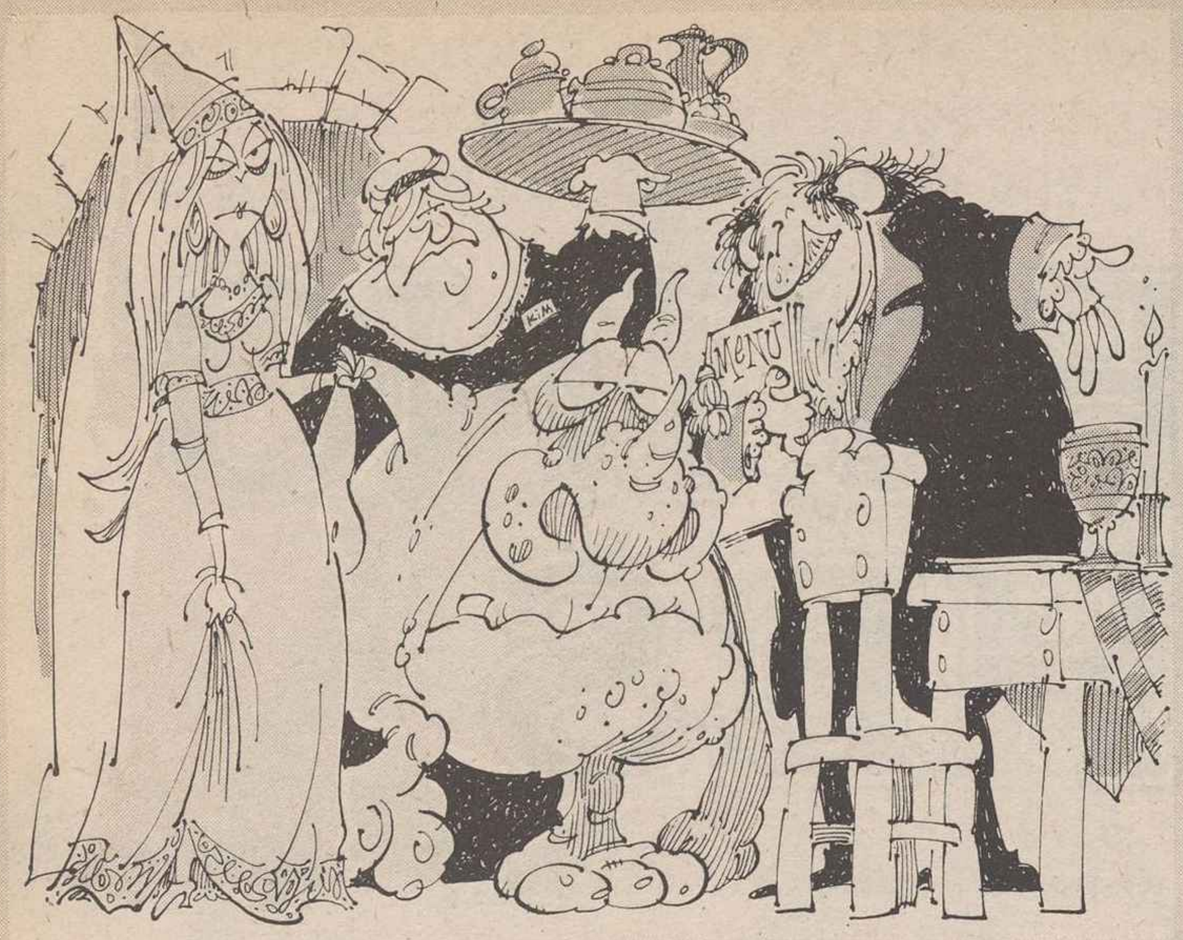
**Hanging On To The BITTER END**



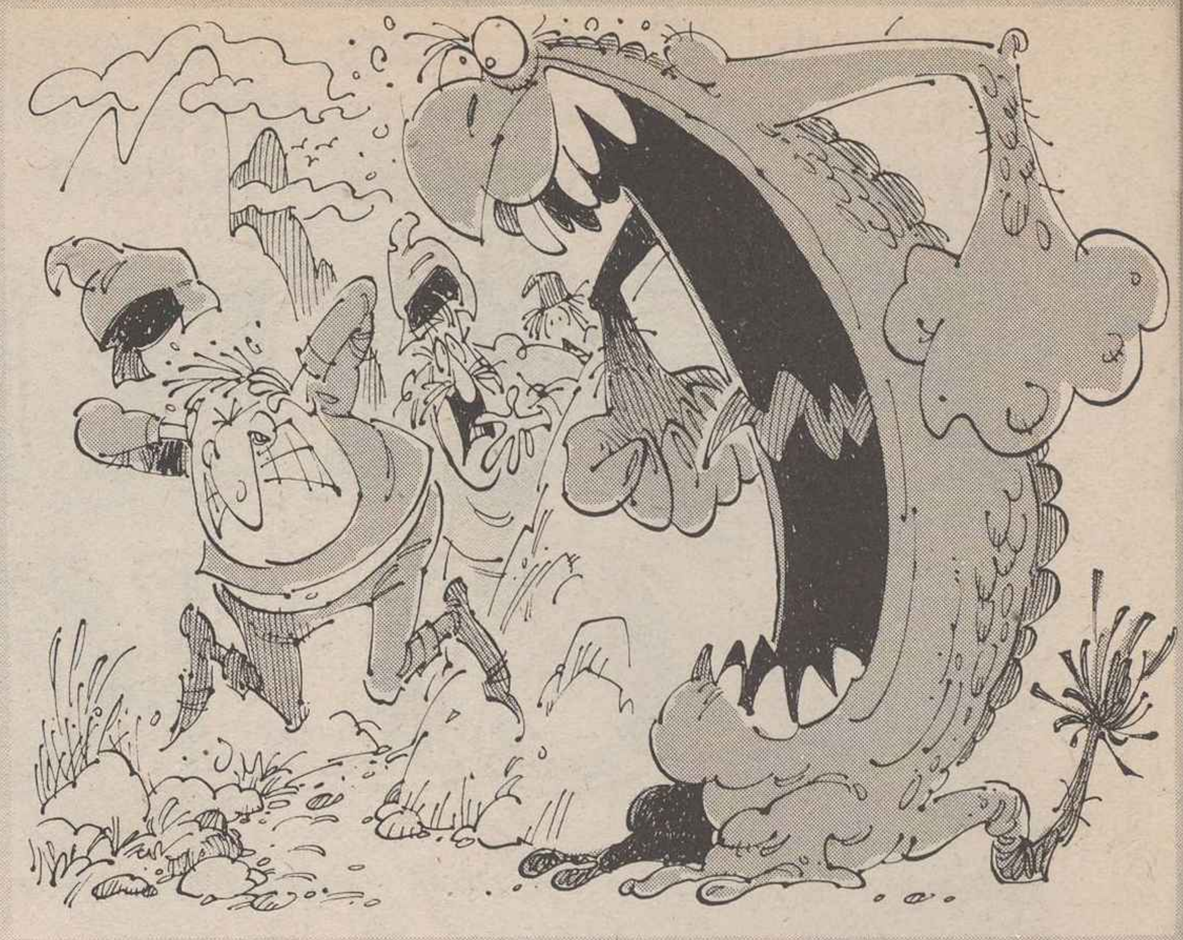
**Ducking An ISSUE**



**Weighing The ALTERNATIVES**




**Going Out With A BANG**



**Coming To A SCREECHING HALT**



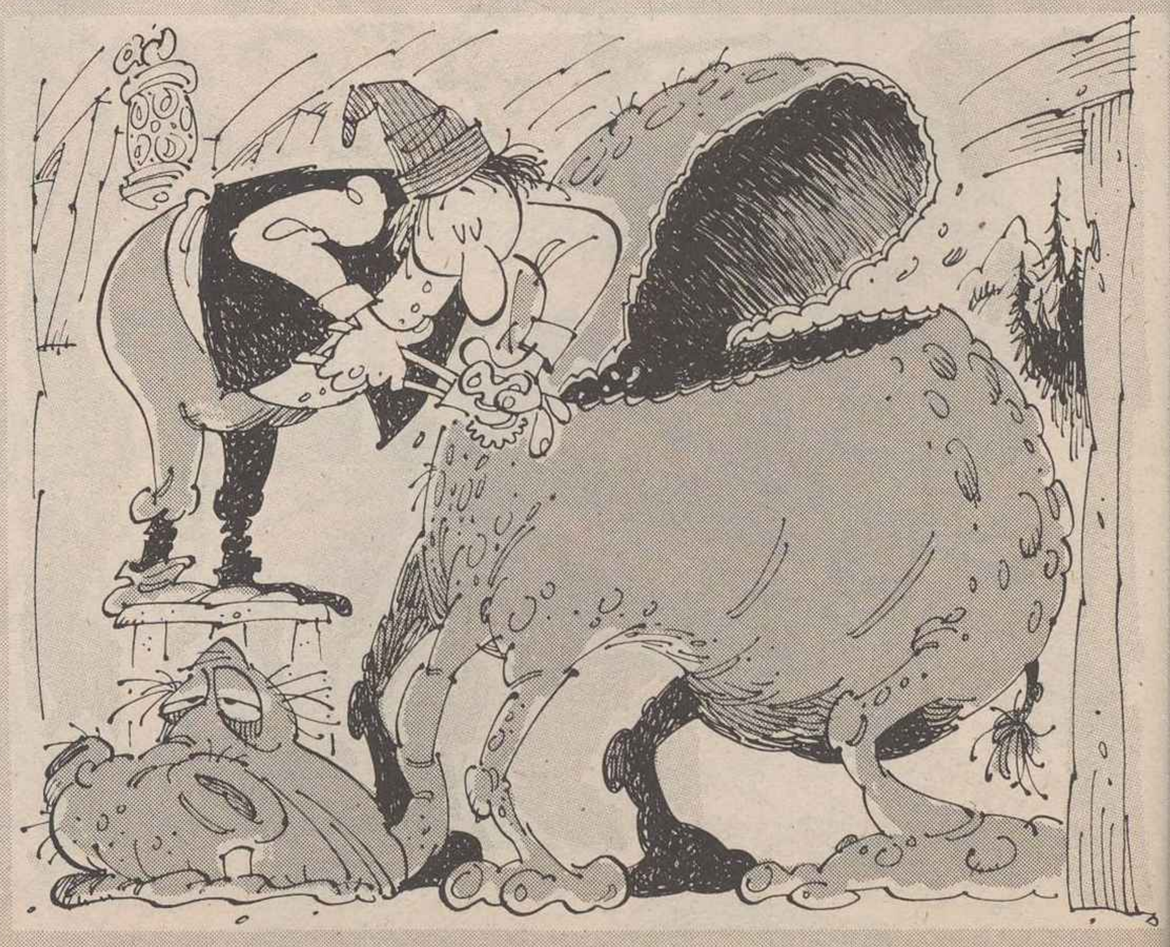
**Losing One's VIRTUE**



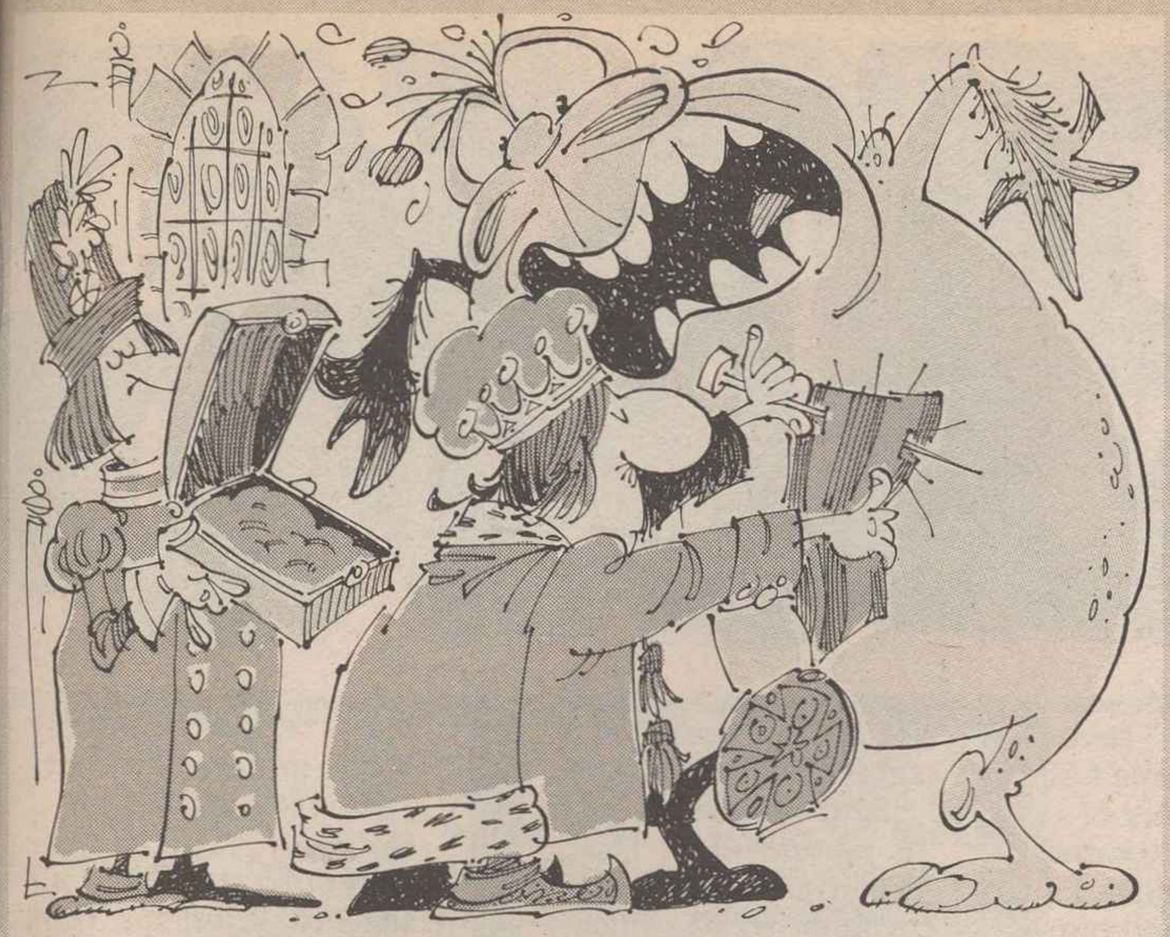
**Bottling Up One's EMOTIONS**



**Throwing A TANTRUM**



**Opening An OLD WOUND**



**Honoring A COMMITMENT**



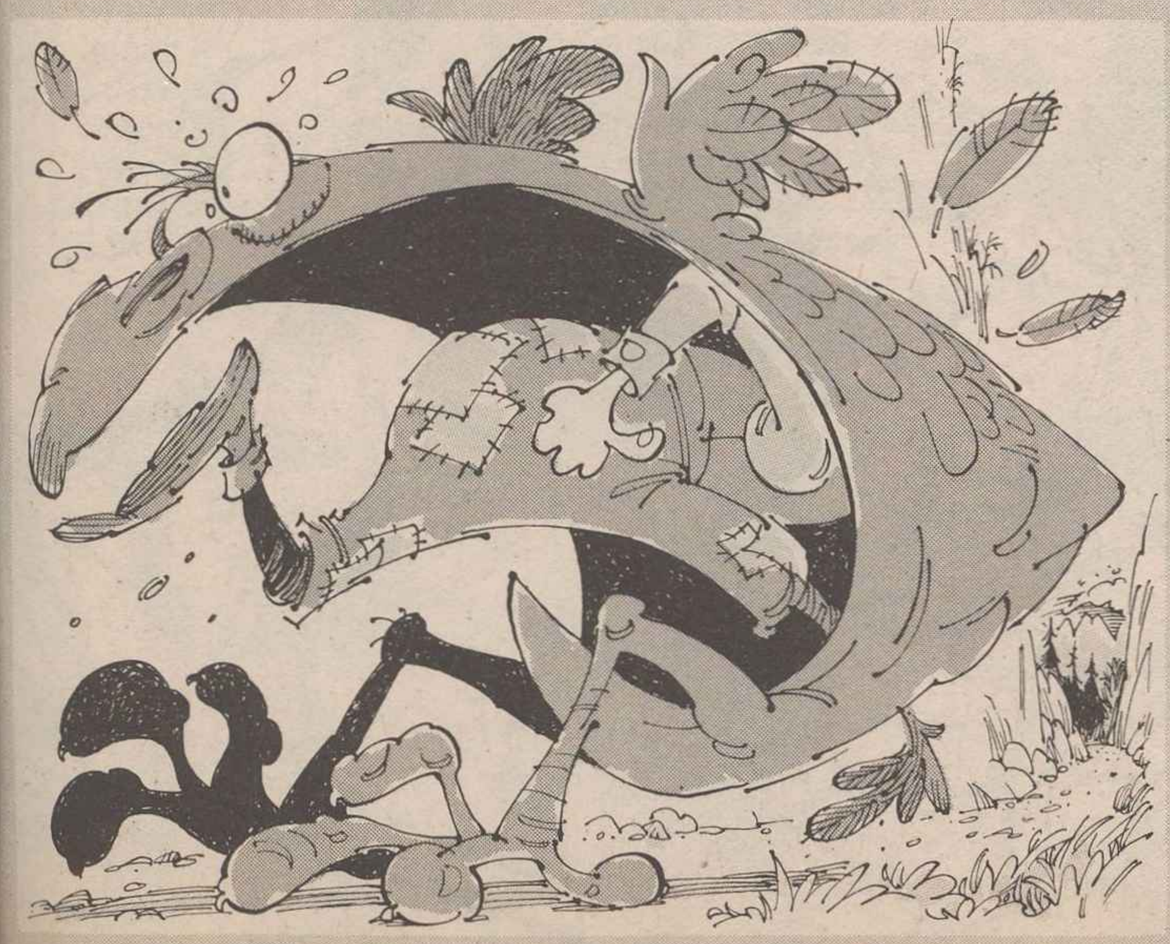
**Getting A SECOND OPINION**



**Hammering Out A COMPROMISE**




**Returning A FAVOR**



**Running Into A SNAG**



**Shattering A RECORD**

**KONG-PHEW DEPT.**

Well, that old loveable ape is back in the movies. We're referring, of course, to Dino De Laurentiis. Clever Dino has taken the old classic, "King Kong," and he's up-dated it . . . he's put it on the wide screen in color . . . he's invented new special effects . . . and he's added something new: Humor! Yessir, it seems they decided to play this remake for laughs! Unfortunately, they don't go far enough! Because all they end up with is

# KING

Gentlemen . . . welcome aboard our ship, **"The Petlox Explorer"!** I had to wait until we were on the **high seas** to tell you **where** we plan to look for **oil! Not** at the bottom of the **ocean** . . . but on a **desolate, uncharted fog-bound island . . .**

**Gee, I was wondering** how you expected us to look for oil on the **ocean floor** with only **seven feet of PIPE** on board!!

Man . . . it takes **guts** to gamble on finding oil on an island that no one's ever seen before!

Well, Fraud Winsome has **plenty** of guts! I **know** because I watched him **heave them up** all over my **cabin** during that **last storm!**

Let me tell you what a **satellite photo** of the island **reveals** about its **composition!** First it contains **pre-hydro carbons!** Next, **radical binocular nitrogens!** Third, **excess carbon dioxide!** And last . . . **artificial flavorings and coloring!** Now, we—

May I take a minute to **break in** here? I'm **not officially signed on** this ship . . . so let me **introduce** myself! I'm **Hack Pressclot!** I'm from **Yale University,** where I majored in **"Gigantic Primate Behavior",** and minored in **"Stowing Away Aboard Ships"** . . .

# KORN




ARTIST: HARRY NORTH, ESQ.
WRITER: DICK DE BARTOLO

Well, I hope you **ALSO** took some courses in **"STARVATION"** because you're **not** getting anything to **eat** or **drink** on this ship!

**Why?** Because I'm a **smart young Yale graduate?!?**

**No,** because you're a **CUTE** young Yale graduate!

Why should **that** matter? There are **NO GIRLS** on this ship!

Not up to **this** panel, maybe . . .

We found her floating in a **life raft,** Captain . . .

Was there anyone **else** with her?

Yeah! **Three make-up artists,** a **hairdresser** and a **seamstress!** That's how she was able to **survive the storm** and **still look like this!** The others **died** before we could **save** them . . .

Where—where **am** I . . .?

You're **safe** aboard an **American Oil Exploration Vessel!** Or as safe as you **CAN BE** with **forty sailors** who haven't seen a **broad** in over **six months!!**

CAPTAIN

My name's **"DAWN"!** I spell it **"D-A-W-N"!** I merely **switched some of the letters!**

But that's the **NORMAL** way to spell **"Dawn"!**

**I know!** But my **real** name was **"Wanda"!** I also **DROPPED** one of the letters! The men of the boat I was on **set me adrift!**

That was **barbaric!**

Just because I told them that I **never fool around**

**NEVER?! Set this woman adrift!!**

CAPTAIN

**Hey,** there's the **island,** Captain! You can see the **silhouette** on the **radar screen!**

What's that **bright blip** in the **center** of the island?

Oh, that's just a **false echo** called a **"GLITCH"!**

It sure is the **HAIRIEST glitch** I've **EVER** seen!

Okay, Hack, I **believe** you're **not employed** by one of our **competitors!** But to **earn your keep,** I'm appointing you **"Official Photographer"!**

Take our picture **now,** Hack!

Okay! Can I see a little more **leg?**

I've **got** my pants rolled up as far as I **can** now!!

I was talking to **DAWN!!**

*Hmm!* On **second** thought, maybe we can **charge** your room and board to your **American Express Credit Card!**

**Wow!** Look at that **huge wall!** It must be as **old** as the **Pyramids!**

**Not exactly!** You see that **sign** that says **"NU NU MIKI NE AG"?**

Well, that means **"NO HANDBALL PLAYING AGAINST THIS WALL!"**

Ahh, come off it! **No one** lives on this island!

**No one** lives on this **island,** eh? What about those **natives?**

**You** call that **LIVING?!?**

They're holding some sort of **Pre-Wedding Ritual!** That **native girl** is probably the **Bride,** and that **guy** in the **ape mask** is obviously a **stand-in** for the **Groom . . .**

Because it's **BAD LUCK** for the **Bride** to see the **REAL Groom before** the **Wedding?**

**Not exactly!** In **this** case, it may be even **WORSE luck** for the **Bride** when she sees the Groom **AFTER** the Wedding!!

**Baggy!** Look down **there!** See those **bubbling pools** of **thick black gook?** Do you think that could be **oil?**

**I doubt it!** The natives are pouring it into **cups** and adding **cream** and **sugar . . .!**

They've **spotted us,** and they've **seen Dawn!** They want us to **give her to them** in exchange for **six** of **their women!**

**DAWN!** For **six** of **THEIRS!?!** Those savages are **NUTS!!** Tell them **TEN —OR NOTHING!!**

**What?!** Why, you **inhuman ☆◎★!☼!!** You mean you'd **actually trade Dawn** for **ten** of their **women?!**

Don't be **ridiculous!** It's just a **trick** to **calm them down!** Then, we'll let them know what we **REALLY want! FORTY** of their women for Dawn, or **NO DEAL!**

I tell you, I **know** how to **deal** with backward natives! We've got **pots, pans, bracelets** and all kinds of **shiny trinkets . . .**

You really think those natives are interested in swapping **that junk** for anything **WE'VE got?!**

They **sure are, smart** guy! We just **swapped** all your **CAMERA EQUIPMENT** for **this swell stuff!**

Where are you going **THIS** time of night, Hack?

To the **island** . . . to get my **equipment** back! Man, my **cameras** are the **most important thing in my life** right now!

Oh . . .? **Too bad!** I—I was kind of hoping you might come to my **cabin!**

Well, **what do you know!?** I just **lost all my interest** in **photography!!** Why don't you slip into something **comfortable,** like your **bed,** and I'll go brush my teeth!

**Hey!!** What the—?

Why is it I have **so much trouble** staying on **ships?!**

If I'm not getting **thrown off,** I'm being **taken** off!!

**Come on,** guys! I'm not in the **mood** to meet anybody **new** tonight! And **besides,** I already **HAVE** a heavy date!

Will you **lay off,** fellas? Listen, I **appreciate** the **non-stop drumming** and the **thousands of torches,** but I'm **not really INTO "Discos"!!**

Tell you what! I'll give you my **telephone number** and maybe we can set something up for **next** week! Okay?

Hey . . . **just one minute!** Where do you think you're **taking** me?!? Look, I **dig** tall, dark, hairy men . . . but **THIS** is **ridiculous! Put me down now!** I will **not go home with you!**

Well . . . maybe for **a little** while! But I have to be back by **10 o'clock!**

Okay! By **11** o'clock! But not **a minute later!**

It would be **different** if this were on a **week-end,** King! But it's a **Tuesday!** Who stays out late on a **Tuesday?!**

ROARRRRRR! ROARR KRAR!

We're **too late!** King has **already taken** Dawn . . . !

Any ideas **where?**

Well, there's a **small candle-lit restaurant** overlooking the **lagoon** next to a **motel!** That would be **my best guess!**

We've got nothing to **go** on! There are **no footprints** . . . just those great big **holes** through the **jungle!**

**Those** aren't **HOLES,** you idiot! Those **ARE** the **footprints!** C'mon . . .

Y'know, King . . . as **big** as your **hands** are, I've had **less trouble** with **you** than with **most** of the **men** I've dated!

You're **not** a **bad ape!** First, you gave me a **bath** in a **jungle pool,** then you **blew me dry,** and now you've brought me **a** couple of **eggs** for **breakfast . . .**

Er . . . you wouldn't happen to have a **twelve-foot frying pan,** would you?!?

I've checked out the **sample** we took from the **island,** and it's **100% pure oil** all right . . . exactly up to **Petlox's rigid standards . . . !**

**YAHOO!!** And **coming here** was all **MY idea,** Baggy!!

As a matter of fact, it **IS Petlox oil!!** The natives here **import** it from the **mainland** in **barrels!** As for the **island itself,** it hasn't got a **single drop!**

Too bad coming here was all **YOUR** idea, Baggy!

I refuse to go back to America **empty-handed!**

Why don't we visit that **Native Souvenir Shop?!** We could pick up a few more of those **trinkets** you went **ape** over . . . !

That's **it!** That's **it!** You **just said it!** What an **idea!!**

You mean, take **King** back to America?!?

**No . . .** pick up a few more of those **trinkets!**

I've changed my mind! I'm taking the trinkets **AND** King back with me! I mean, if **Exxon** made over a a billion dollars with **"Put A Tiger In Your Tank,"** how much money do you think **we'd** be talking about with a slogan like **"Put An Ape Under Your Hood!"??**

Oh, I'd say about **twenty million** the **first year . . .** and I think you'd **lose** even **MORE** the **second** year!!

Okay, men . . . lower that **TWO HUNDRED POUND BANANA** into the trap . . .

Here's an update on King! Dawn and Hack have **gotten away** from him . . . and King's position now is **four hundred meters** northeast of Checkpoint Charlie!

**Got it!** And **what's OUR position** right now?

Let's see! **Your** position now is **three hundred and ninety-nine** meters northeast of Checkpoint Charlie!!

In **other** words . . .

**Right!** That **warm tropical breeze** on your back is **KING'S BREATH!!**

I'm so **sorry** we captured King and we're taking him back to New York on this ship! It's so **unfair** to him!

**What?** Are **you kidding?** King is an **ANIMAL!** An animal that tried to **RAPE** you!

That's **not exactly true!** He **DID** take me out to **dinner** and a **movie!**

**Besides** . . . the natives will be **thrilled** to be **rid** of King!!

There's where you're **wrong!** Without **King,** this island will soon be **over-run** with **two hundred pound bananas!**

I've been thinking of ways to **exploit** King! I could star him in a **BALLET** . . . with **Nureyev** and **Fonteyn** and **Weiss!**

I've got **another** dynamite idea! We have a **big Double Wedding!** You'll marry **Dawn,** and I'll have **King** marry **THE STATUE OF LIBERTY!!**

*Nahhh!* **That's** no good! A **TUTU** for **King** would cost **a million bucks!!**

Who'd want to marry a **STATUE?!?**

Listen, **yours** might not be **much better!!**

I'm **quitting** this circus, Fraud! I **just can't stomach** this **cruel, disgusting exploitation** of King!

If **you** go **with** him, kid . . . if **you quit on me now,** I'll make sure you **never get another booking** in **Show Biz!** You'll end up **tap dancing** at **Rotary Clubs!**

Gee, **that** doesn't sound so bad . . . especially since I **can't** tap dance **now!**

Ladies and Gentlemen, I'd like you to meet the **biggest chimp** in the world!

**Th-thank you** for that **wonderful introduction!**

The **introduction** was for **KING!!** I said **"Chimp"** . . . **not "CHUMP"!**

**Listen,** all you **reporters!** Don't get so close to **Dawn!** King will think you're trying to **tear her clothes off!**

**Hey,** kid! **Mind your own business!** We **ARE** trying to tear her clothes off!

KORN

**Look!** King is **breaking free!**

Ladies and Gentlemen, **don't panic!** I assure you the **cage** is **escape-proof!** I was locked in it **all day** yesterday . . . and **I** couldn't get out of it!

**Look!** He's torn his cage **apart!**

**Don't worry!** His **legs** and **arms** are **still** in **chains!**

**Look!** He's **broken** his **arm chains!**

**Don't worry!** His **legs** are still in chains!

**Look!** He's broken his **leg chains!**

**WORRY!!**

**No,** King! **No!! Don't step on me!**

I suggest that you study the **fine print** in your **contract,** King! It's got a **"No Squish" clause!!**

You **can't** leave me **FLAT,** King!!

Do you think we're **safe** on this **train,** Hack?

**Of course** we're safe! King doesn't have a **subway token** . . . so they'll **never let him on!**

Put this train down **this instant,** you great big juvenile delinquent ape!

Hey, is this **42nd Street?** Can you **drop me at 42nd Street?**

Oh, my God! He's gonna **roar** again! I **can't stand it** when he roars . . . !

I know what you mean! The **sound** is enough to **KILL you!**

**FORGET** the **sound!** It's the **BREATH** that'll kill you!

If that giant ape ever crosses the **East River . . .**

**Don't** worry! He **can't make it!** He'll be **dead** by then!!

You mean from the **tanks** and **planes?**

No, from the **East River!** If he ever enters the **water,** the **POLLUTION** will kill him!

MANHATTAN

BROOKLYN

It's **Pressclot!** I **know** where King's **going!** He's headed for the **Twin Towers** of the **World Trade Center!** They **remind him** of the **JUNGLE!**

Oh, **c'mon!** There may be a few **weird characters hanging** around the **lobby!!** But, **why** condemn a **WHOLE BUILDING?!**

Do you know where King is **now . . . ?**

Yes! He just took a **Fifth Avenue bus!**

**Uptown,** or **downtown??**

We don't know **WHICH way** he threw it!

**Hey, you!** Get **out** o that **river!** You're leaving a **ring** aroun **Manhattan**

We **can't** go up there, King! You don't have a **jacket** and **tie** on!

They'll only send you **down again** when they see you haven't got a **reservation!**

**Please,** King! I have a **terrible fear** of **heights!**

I once **threw up** at the **Empire State Building!** And **that's** while I was still out on the **street!**

**Pick me up,** King!

Do you **hear** me? **Pick me UP!!**

I **know** I keep saying, **"Put me down!"** But **NOW** I want you to **pick me up!!**

**Duck those bullets,** King! **DUCK!** Don't you **ever** do what I **say?** You **act** like we're **married!**

**Don't eat that Helicopter,** King! I said **DON'T EAT IT!**

It's **bad** for your **digestion!**

**Will** you **LISTEN** and **stop acting so MACHO!?**

**No wonder** the big ape wants to die! How would you like to have to listen to **HER** nagging all day and all night?!

Are you **listening** to me?! Didn't I **TELL** you not to come up here?!? I **hate** to be the one who says, **"I told you so!"** But **I TOLD YOU SO!**

Boy, she could drive **ANYONE** to an early grave!

King, **don't go over the edge!** I said, **don't—**

**Now** look at the fine mess you've gotten yourself into!

Hack . . . this was all **too terrible!** I don't **EVER** want to have **anything** to **do** with **Show Business again!**

Honey . . . after **your performance** in **this movie . . .** I **don't** think you have to **worry!!**

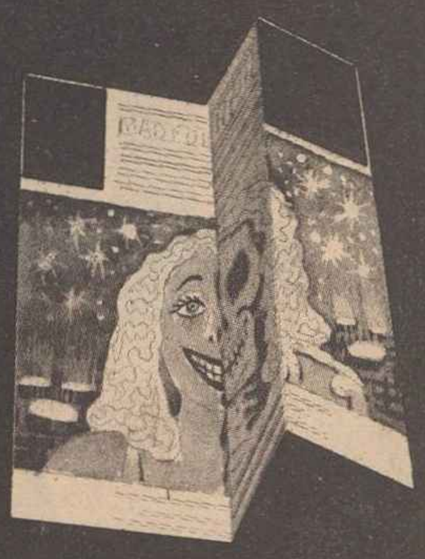
Okay, **whose monkey** is this? You need a **permit** to keep a monkey in **this city!!**

# WHAT IS ALWAYS THE MOVIE INDUSTRY'S GHASTLIEST PRODUCTION?

## HERE WE GO WITH ANOTHER RIDICULOUS

# MAD FOLD-IN

**Each year, Hollywood offers one production that makes everyone's skin crawl. Usually, it is the most horrible thing to come out of "tinsel town" that year. To discover the title of that hideous show for this year, fold in the page as shown . . .**



FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

**THROUGH THE YEARS, HORROR PICTURES HAVE BECOME OFFENSIVE AND DISGUSTING. THESE MOVIES CAN SCAR A YOUNGSTER'S MIND. NO AMOUNT OF MONETARY REWARD SHOULD JUSTIFY ANYTHING THAT SINKS QUITE SO LOW!**

A▸ ◂B

If that giant ape ever crosses the **East River . . .**

**Don't** worry! He **can't make it!** He'll be **dead** by then!!

You mean from the **tanks** and **planes?**

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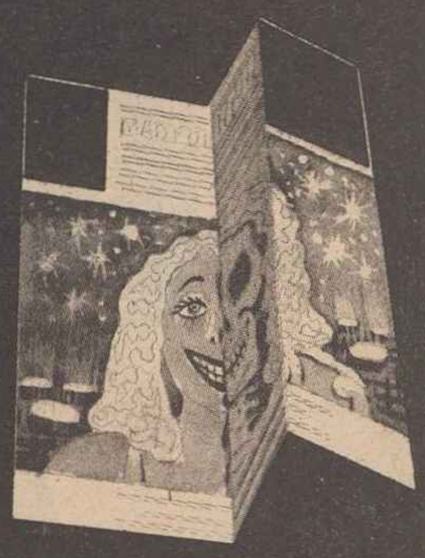
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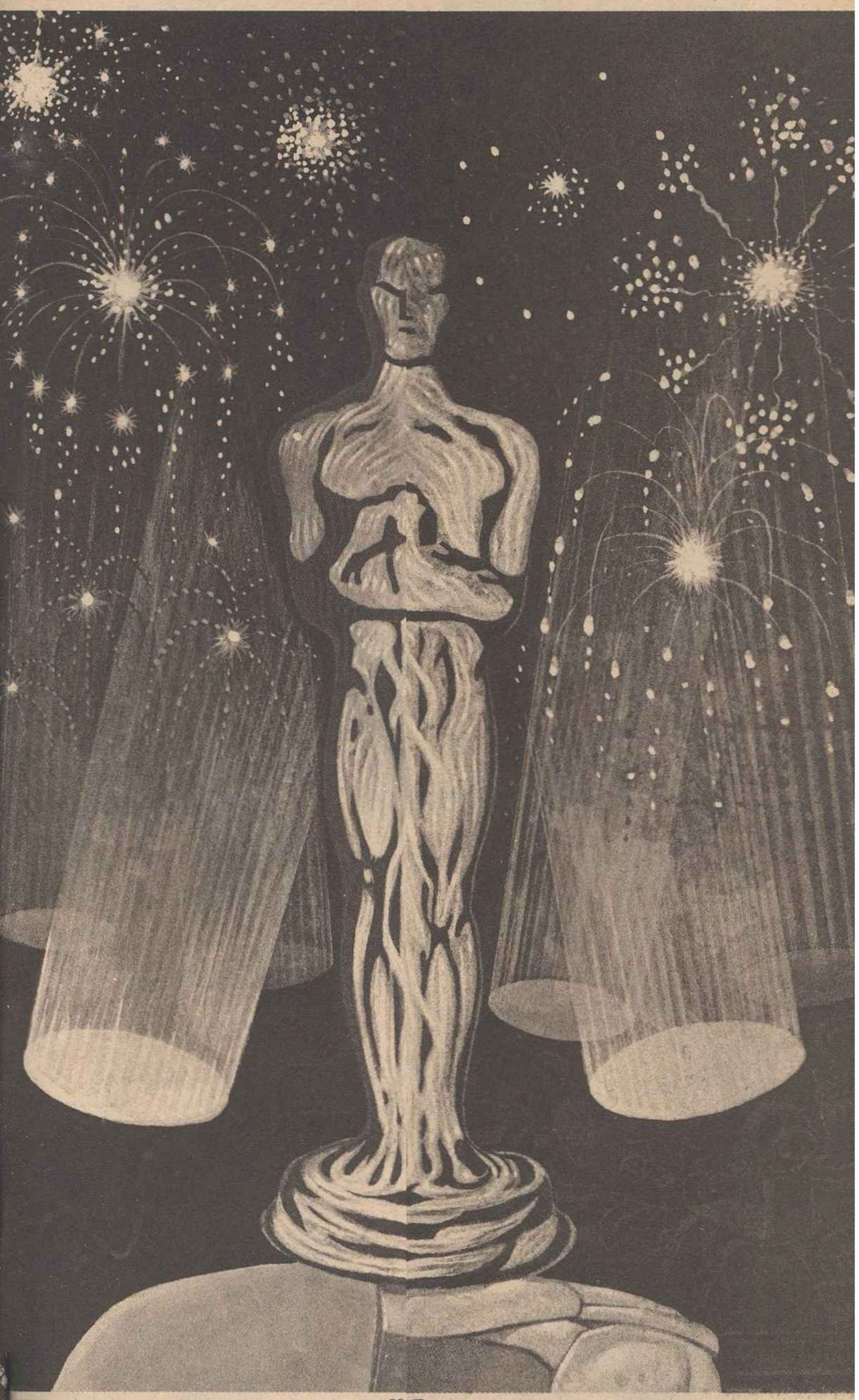
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# WHAT IS ALWAYS THE MOVIE INDUSTRY'S GHASTLIEST PRODUCTION?



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A B FOLD BACK SO "A" MEETS "B"

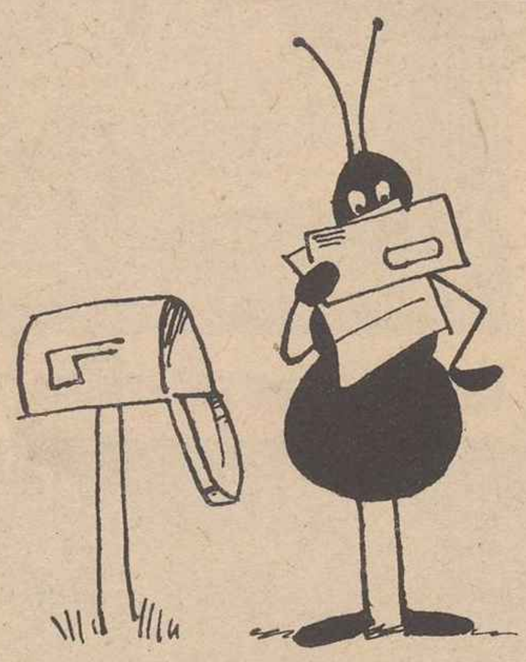


ARTIST & WRITER:
AL JAFFEE

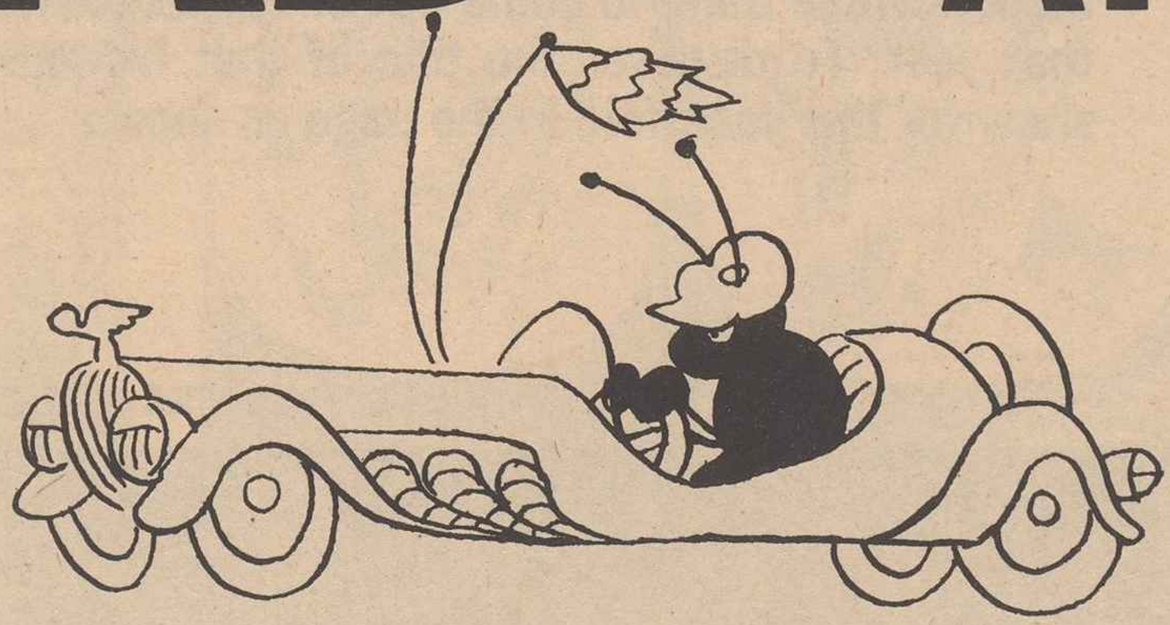
# THE OSCAR AWARD SHOW!

A B

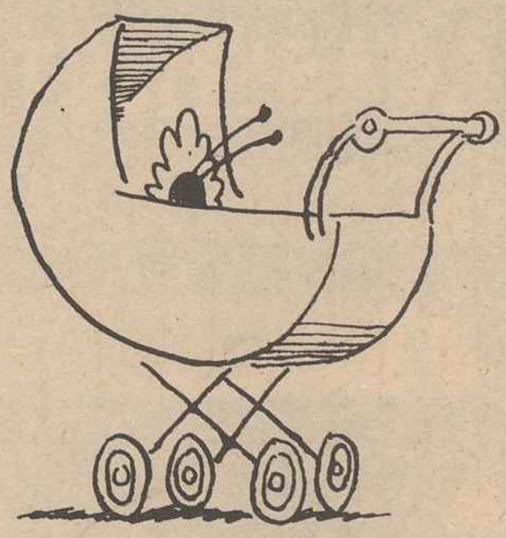
# A MAD LOOK AT AN



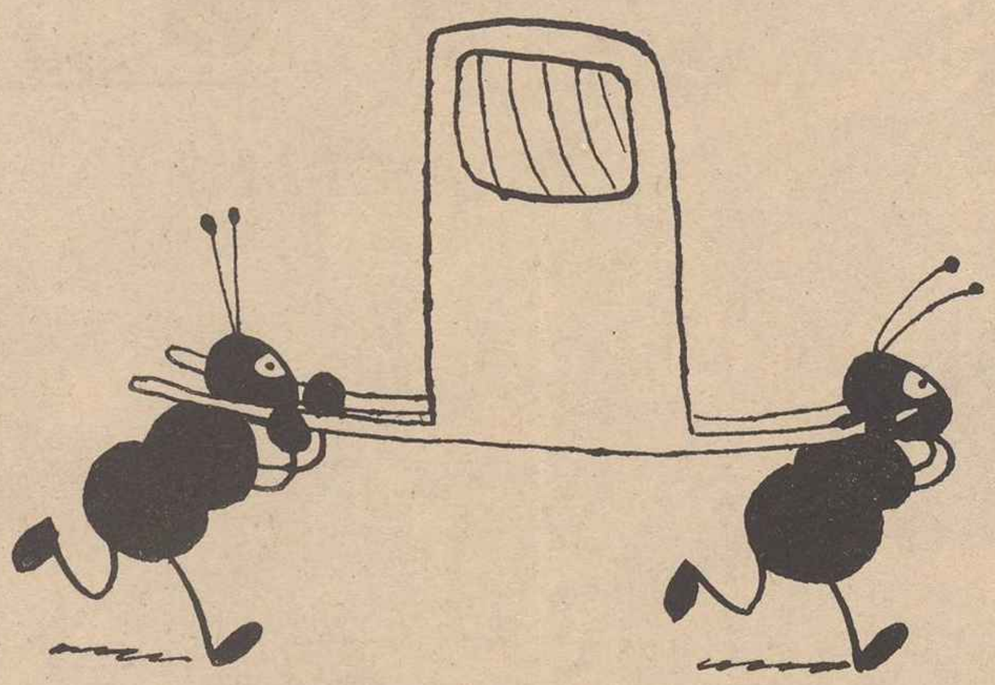
OCCUP-ANT



FLAMBOY-ANT



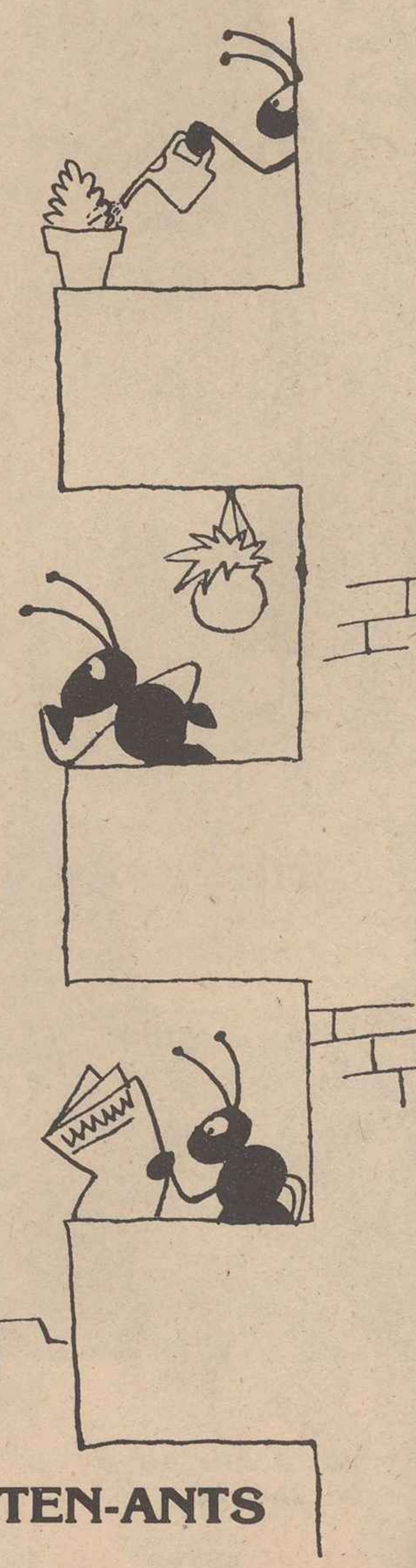
INF-ANT



IMPORT-ANT



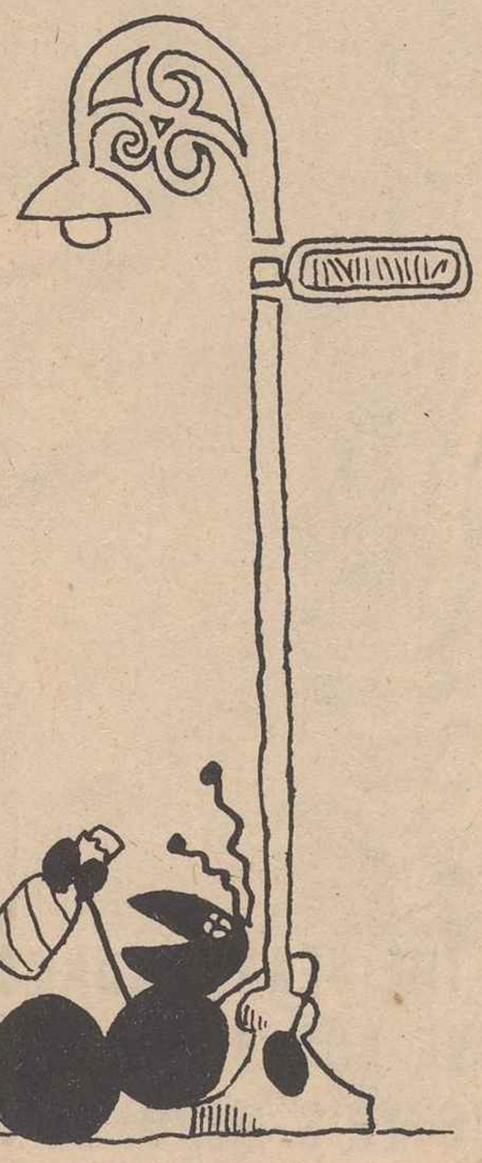

CORRESPOND-ANT



TEN-ANTS



CLAIRVOY-ANT



VAGR-ANT

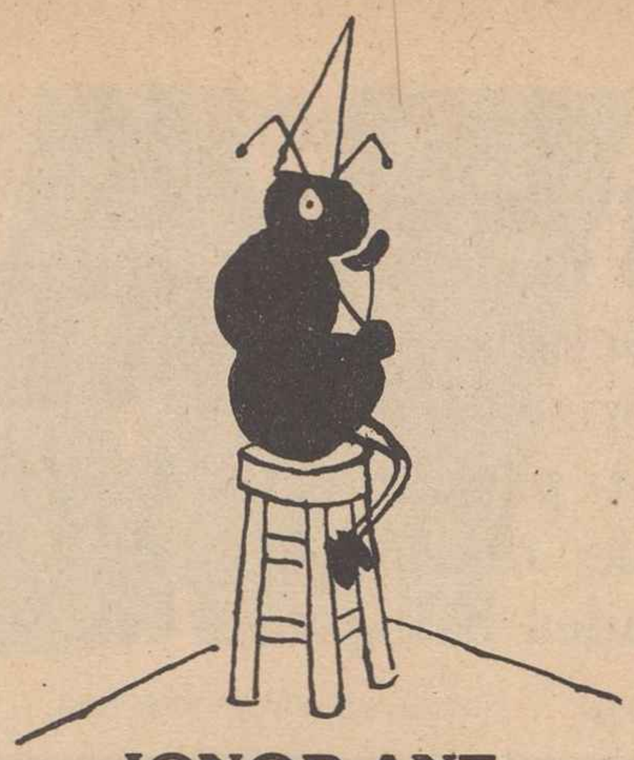


ARTIST AND WRITER: BILL JOHNSON

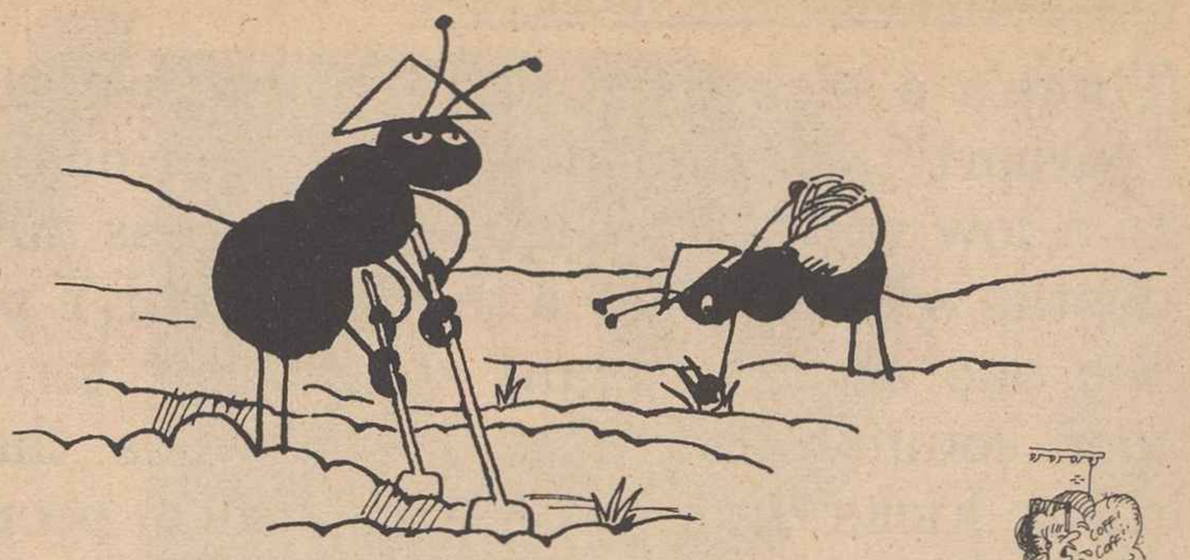
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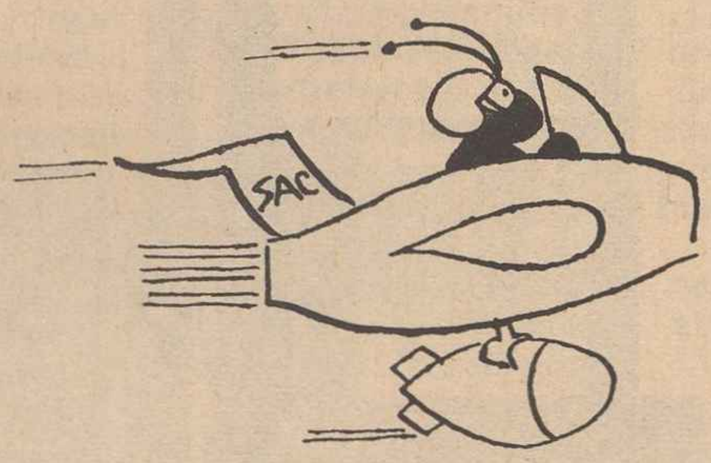

CONTEST-ANT



IGNOR-ANT

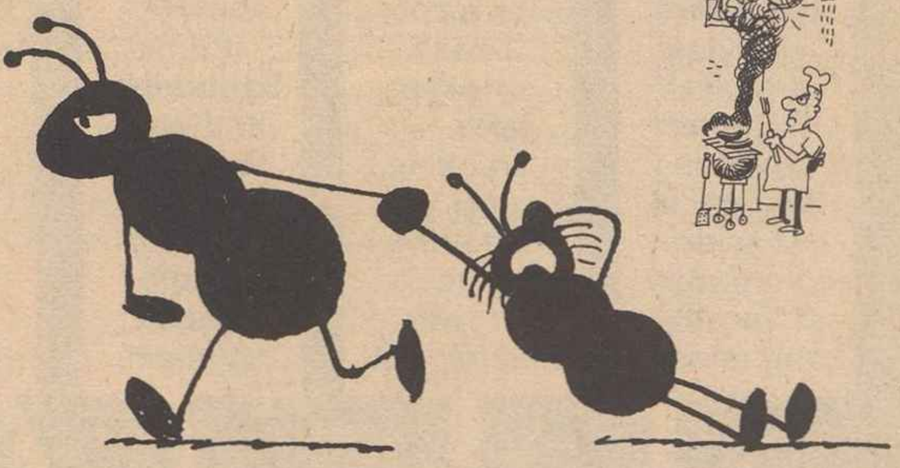


PEAS-ANTS

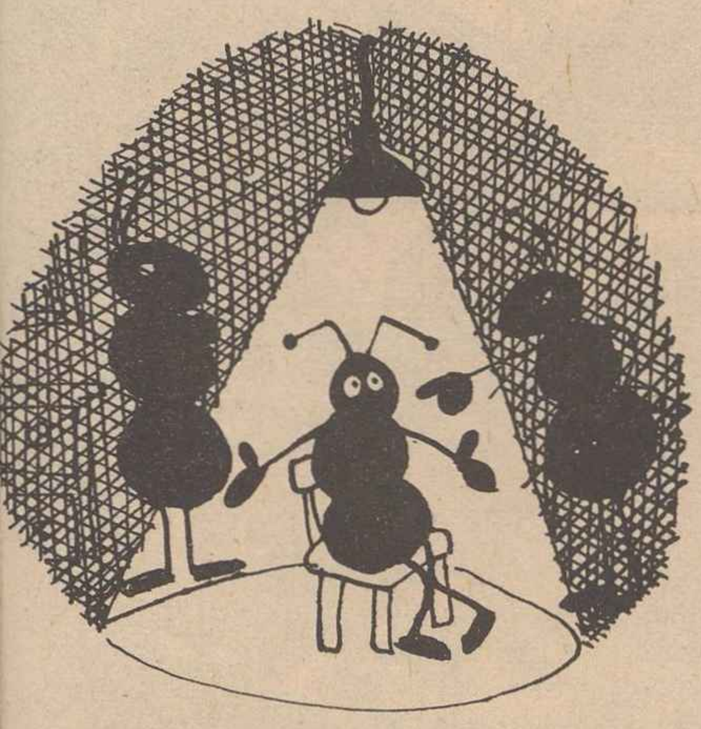



DETERR-ANT

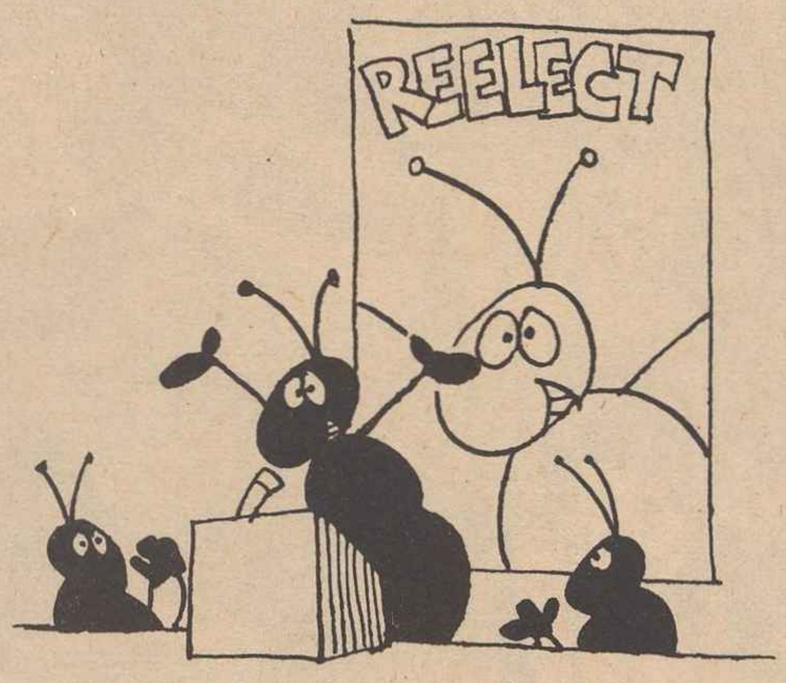




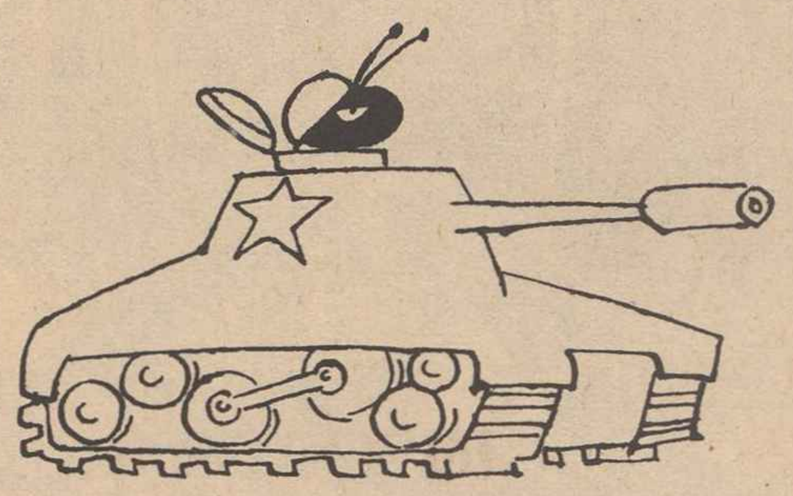
RELUCT-ANT



INFORM-ANT



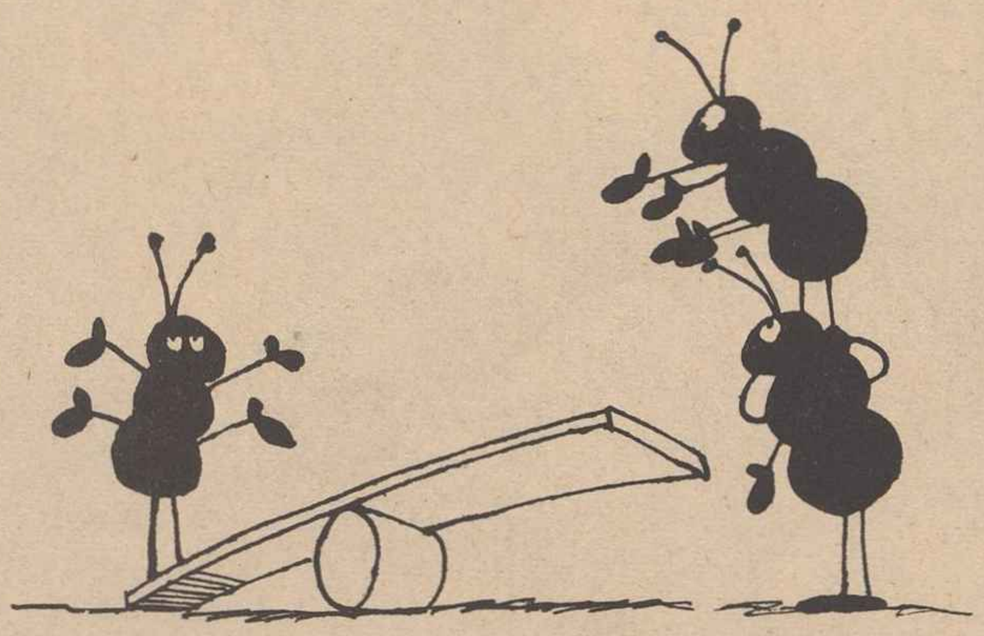

INCUMB-ANT



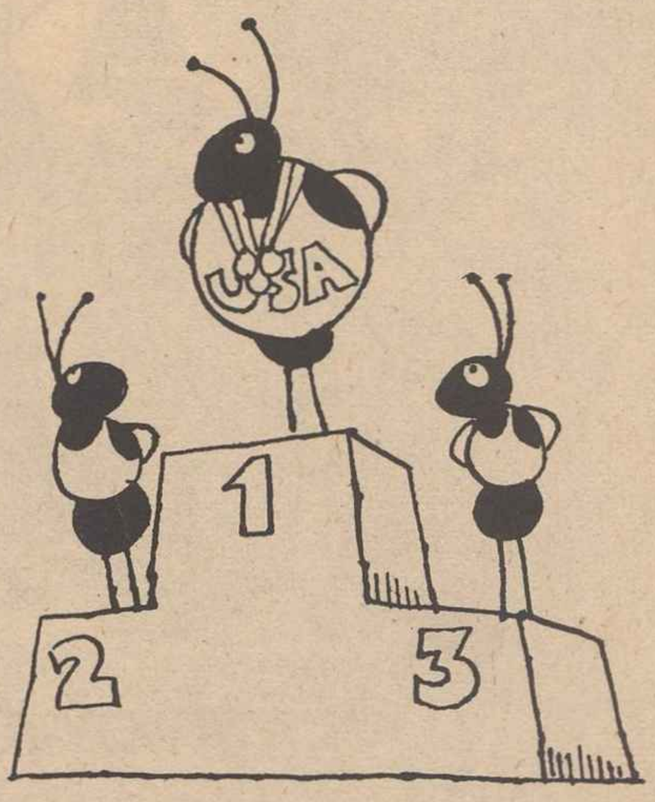
MILIT-ANT




DISSID-ANT



FLIPP-ANT




TRIUMPH-ANT

**PLAYING IT FOR SHARK VALUE DEPT.**

There's a sick new trend in movies! It started with "Airport", continued with "Towering Inferno", sunk to a low with "Earthquake" and has now reached the depths with the movie that's REALLY packing 'em in, the one about a giant shark that terrorizes a summer community! Yep, it's obvious that people get their kicks out of seeing other people die . . . in every horrible way possible, which includes being . . .

# JA

Well, here we are . . . a bunch of **teenagers** enjoying a **typical Summer night** in the typical seaside community of **Vomity, Long Island!**

It sure is **fun** sitting on a cool beach, drinking beer . . . smoking pot . . . listening to Rock . . . and making out!

Yeah, but the first thing you know . . . it'll be **September** and we'll be back in **school,** and our **whole lives'll change!**

Yeah! What a **drag** . . . sittin' in a hot **classroom,** drinking beer . . . smoking pot . . . listening to Rock . . . and making out!

Maybe **you're** having fun . . . but **I'm bored!** Doesn't anything **different** ever happen on this beach?

Look at Freddy and Brenda . . . running to go swimming nude and then make out in the water!

Like I **said,** . . . doesn't anything **DIFFERENT** happen on this beach?!

What's that **strange THING** out there?!

That **strange thing** out there . . . ?

Yeah . . . and listen to that **rich, melodic background music . . . !**

No—**melodic music!** I never **heard** music with a **melody** before! **Quick!** Someone turn up that **Rock number** before I go **crazy!**

Oh, my God, it's **horrible! HORRIBLE!**

I BELONG TO JOHN WIENCKO

WA WAA-ROCK BAYBEE ROCK BAY BEEE...

ILLO BY DRUCKER

# AW'D



ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL

My **ankle!** He's got me by the **ankle!**

Man, that Freddie is **really somethin' else!**

**Wow! Ankle-biting!** What a wild, crazy **turn-on!**

Frankly, I'm **worried** about Brenda . . . all the way out there with Freddie . . .

**YOU'RE** worried! **I'm FREDDIE!!**

What do we know about this reported missing person . . . ?

The description I got, Chief, was that it's a **teenager . . .** shoulder-length hair, wearing earrings . . .

Is it a **boy** or a **girl?**

Aw — **c'mon** now, Chief!

Look! **Nowadays** that description is **no proof one way or the other!**

We **KNOW** it's a **girl,** Chief! When she was last seen, she was **NAKED!**

I got **NEWS** for you! **Nowadays, THAT's no proof either!**

What do you think could have **happened** to her, Chief?

I hate to **say** it, but if you've been around here as long as **I** have, you've **seen** those **hideous, ugly monsters . . . attacking everything in sight . . .**

**I know!** I've **been** in the **halls** of the **High School!**

And then again, if we're **lucky,** maybe it was only a **SHARK!**

I . . . *choke* . . . I **found something** . . . Chief!!

Is it—what—you **thought** it was??

*Ugh . . . ecch . . .* it's what I **thought** it was . . . all right!!

**Listen** to me! Get **hold** of yourself! You're a **Police Officer!** You can stand up to **anything,** even the remains of a **body** after a **shark** gets through with it!

**Oh, yeah?** How about the typical **garbage** left behind by the slobs after an **all night beach party?!**

Oh, God! **Anything** but **that!**

*Uggh!* Melon rinds and banana peels!

*Blaah!* Anchovy pizza scraps and scungili!

*Pyuch!* Peanut butter sand-wiches and —

What do you think **you're** doing, Chief Brooding?!?

The remains of a **girl** were found, Mayor Vault! She must have been eaten by a **shark!** We can't allow any **people** in the **water!**

Are you **insane?!** Close our beaches with **July 4th** a week away?! That's when we do all our **business** around here! **Forget** about that shark and **take down that sign!**

**Forget** about it?! Do you realize what **horror** you may be subjecting people to on this beach? Have you no **conscience?** Particularly on **Independence Day,** when Americans celebrate their precious, hard-earned **freedom** by blowing off their **arms** and **legs** with **fire-crackers,** and **driving drunkenly** down our nation's **highways . . .**

Come to **think** of it, I guess I'll take down the sign!

NO SWIMMING ON THIS BEACH
By Order of Vermity P.D.
INCORPORATED TOWNSHIP OF VO
POPULATION..... 3,01~~3~~ 2

How come we're all **enjoying** ourselves, and the Chief of Police has to **work?**

They say a mysterious thing is endangering the beach, and he's **protecting** all of us!

It must be **tough** looking through those glasses **hours** on end!

**What dedication!** I'm sure that what-ever he's **looking** for, he's going to **GET it!**

Not unless somebody tells his **WIFE!!**

Well, Schmendricks, **so far . . . so good!**

That's **great!** No sign of the **shark?**

No sign of her **Husband!**

**What happened?**

All of a sudden I heard this **rich melodic music,** and then this **kid** started **screaming** and . . . *ugh* . . . it was just **awful . . . !**

*Yecch!* All that **blood** and **gore** and **torn limbs!** You know what **this** means, don't you, Chief . . .?

**Right!** There goes the picture's **"G" rating!** But a **"PG"** will **still** pull in the kids . . .!

What about that **line** in the **ads** that says, **"May Be Too Intense For Younger Children"?** Won't that **hurt** us?

Are you **kidding?!?** That's like trying to scare **ants** away from a **picnic** by pouring **sugar** on the ground!

I've called this meeting of you key townspeople because there is a **silly rumor** going around that an **alleged shark** has **allegedly killed two alleged people!** We will now have the **Coroner's report!** Er . . . where **is** the Coroner?

He's **dead!**

**WHAT?!** How did it **happen?**

The **alleged shark** bit off his **alleged head!** Also his **alleged arms** and **legs . . .**

Very well! The meeting is open to suggestions! Would anyone like to speak . . .?

SCREEEEECH

AAARRRGH!

SHRIEK!

YEOW!

Does Captain Squint **always** do **disgusting things** like that for **attention?**

No . . . he **usually** just **belches!**

Now, listen to **me,** Matey . . . and **listen good!** I'm the **only** Sea Captain around here who can **CATCH** that mother, and **you know it!** But it's gonna cost you **ten thousand dollars!**

**Take it** . . . or **leave it!** And the more you **wait,** the more it's gonna **cost** you! And if you don't **like** my offer, **you** and this **whole** ☆6☼!@★6☼ town can **go**#★@☼&6★!!

We'll **think** about **it,** Captain Squint!

Does he actually make a **living** as a **Sea Captain?**

Not really! He **moonlights** on the **side!**

What's his **other** job?

He works for **The Welcome Wagon!**

We're in **trouble,** Schmendricks! The Mayor is still not sold on the **shark** story, and I'm not sure I trust **Squint!** Isn't there **ANYONE** who can **help** us?!?

**Hi,** there! **I'd** like to help! My name is **Clod Hopper,** and I'm a **brilliant young Scientist!** I know **ALL ABOUT sharks!** God, but they're **beautiful creatures!** Do you know that I once made **LOVE** to a shark?! I mean . . . **this** one **really turned me on,** and—

**What?!?** How could **ANYONE** make love to a **shark!!**

**Very carefully!**

*Hmmm!* I notice—as I scientifically examine the remains of this victim—that the thorax and the upper anatomy in general, particularly the sternum and scapula, have been **severely traumatized,** and that the metatarsal bones on the severed foot that I hold in my hand have been **nearly obliterated** . . .

*Uh-huh . . . Uh-huh . . .* **quite interesting!** Now . . . after **assimilating** all this, there is **one thing** I'd like to **say** as a **Scholar** . . . and as a **Scientist** . . .

What's that . . .?

YECCCH!!

**Great news,** Chief! My **kid** and **I** caught the **shark,** so your **troubles** are **over!**

**Very simple!** My kid has this **old kite string,** see? Well, sir . . . I bent this **safety pin** around the string and tossed it into the—

**Sure,** providing you use the **right bait . . .!**

**Incredible!** How did you and your kid ever manage to **land** a fish this size?

**Wait a minute!** You expect me to believe that anybody using a **safety pin** and some **old kite string** could catch a **shark!?!**

And **what** did **YOU** use for bait?

**My kid!**

VOMITY YACHT CLUB

I'm **not sure** this is the shark we're **after!** The only way to **know** for sure is to **cut him open** and look for **clues inside!** Don't worry! I **know** what I'm **doing!** I've been around **fish** all my life . . .

You know, you remind me of a **sturgeon!**

You may **CUT** like a surgeon, but you **SMELL** like a **sturgeon!**

You mean **SURGEON!** I **cut** like a **surgeon!**

*Ah-hah!* Just as I **thought!** This shark doesn't eat **people!** It eats **JUNK!** Look at **this!** An **old lawn mower,** a pair of **orthopedic shoes,** a **1959 Edsel,** a crate of **watermelons** and 500,000 copies of **Reader's Digest!**

**Sew him up fast!** I feel like we just operated on **Euell Gibbons!**

Mayor Vault! I've got **proof** that the **dead shark** is **NOT** the one we're after! The **killer** is **STILL OUT THERE!** We've got to **close the beaches . . . NOW!!**

**Not on your life!** This is **July 4th!** But **don't worry!** They're going to set up an **impregnable barrier** in the water that **no** shark will **ever** be able to penetrate!

It **won't work!** He's **too smart!** He'll **slip past** the gun boats! He'll **sneak by** the helicopters!

I **KNOW** that! I'm talking about the **NATURAL barrier:** that wall of **typical holiday refuse** and **garbage** . . . thrown into the water by **50,000 beachgoers!**

**ARRRRRGGHH!**

**YECCCCH!**

**CHOKE!**

**UGH!**

**Well . . .** Mayor?!? **Still MORE deaths!** Are you **satisfied** now?!?

Okay, Chief! **You win!** I'll pay Squint what he wants! Go out there **with** him and **GET THAT SHARK!!**

Golly, all this **blood** and **torn bodies** and **killer sharks!** They sure don't make **"Beach Pictures"** the way **I** made them in the **'60's!**

That's **true,** Annette! But **THIS one** is **ALMOST** as **nauseating** as one of yours!

Now **hear this,** Mates! I'm the **Captain** of this@#$%¢& **boat,** and what **I** say **GOES!** I've been a sailor, man and boy, for **forty years!** I know every **inch** of this **ocean** and every **nook and cranny** of this **boat!** I know the **sound** and the **smell** and the **language** of the **sea!** And now, if you'll **excuse** me, I gotta go to **The Little Boy's Room . . .**

Don't you mean **"The Head"?**

Whatever.



DRINK COCA-COLA

I'd feel a lot more **secure** if he didn't get **SEASICK!**

I'd feel **even BETTER** if we **weren't** still **in PORT!!**

EEEECH

The **College Boy'll** take the **helm!** And **you,** Chief . . . you see those pails of **bloody fish innards** and **entrails?** Well, start throwing it **overboard . . .**

**Naaahh!** Sharks **HATE** the stuff!

You think I want it **stinking up my boat?**

Listen . . . **one more stupid question,** and I'll have you down on your hands and knees, **swabbing the floor!!**

Oh, **I** get it! It's **BAIT** . . . to **lure** the **shark!**

Then **why** do you want me to throw it **overboard?**

Then **why'd** you bring it **aboard** in the **first place?**

The **"DECK"!**

Whatever.

Don't you sort of get the feeling we've been **HAD?**

**Not really!** He may be a bit **eccentric,** but I **think** he's a **good sailor!** Let's wait until we're **out** a while and he gets his **sea legs** and starts singing those loveable old **Sea Chanteys . . .**

**Over hill, over dale, We have hit the Dusty trail, As those Caissons Go rolling along!**

You're **RIGHT!** We've been **HAD!**

You see this **scar?** That's from a **Tiger Shark** when I was in the **South Pacific!**

That's **nothing!** See **THIS** scar! That's from a **Giant Barracuda** when I was in **Key Largo!**

That's **nothing!** See **THIS** scar! That's from **Gene Hackman** when I was in **"The French Connection"!**

**C'mon,** Squint . . . you're an **expert** on sharks! Tell us all about 'em!

**Oh, the shark has . . . Pretty teeth, dear . . . And he shows them . . . Pearly white . . .**

Boy . . . with these Old Salts, **everything** is a **SONG CUE!!**

Well, we've been out for **ten hours** and **still no sign** of the **shark!** Where could he **be?** If there was only some way we knew he was in the **area!** If he would only give us some sort of **clue!**

**Wait a minute!** Do you **hear** it? That **rich, melodic music . . .??**

Yeah! Yeah! **I hear** it!!

Does that **mean** anything to you?

**You bet . . .!**

**Hey** . . . what the hell are you **doing?!?**

**That's** not **dance music,** dummy! It's the **theme** of the **shark!** It **follows him** wherever he **goes!**

**For Pete's sake,** will you please **let me go,** now!

**I'm** sorry! Okay . . . **YOU** lead!

He must be one of those rare **Mantovani** sharks!!

Give me **one more minute!** I'm a **fantastic dipper!**

What are **YOU** doing, Squint?

I **see!** And then, we **FOLLOW** him?

I'm shooting this **harpoon** . . . with a **barrel** tied to it . . . into him! That's so we'll know where he **is** at **all times** . . . and in what **direction** he's **swimming!**

No, then we go in the **OTHER direction!** A guy can get **KILLED** around here!!

Good Lord! **Three harpoons** in him . . . and he's **still** coming at us! I've got to admit . . . I'm **STUMPED!!**

You **WILL be . . .** if he **sinks this boat!**

**Wait!** I have an **idea** that **just might save us**—but it's **not** completely **worked out** yet! Why don't I climb into this **cage,** and you lower me into the **water!** That'll lure the shark **toward** me, and I'll **kill** him!

**How** will you **KILL** him?!?

*Er*—**that's** the part I haven't **worked out** yet!

Hey, I've **got** it! **STRYCHNINE!!** This poison will **kill ANYTHING!**

**Great!** Only **HOW** will you **give it** to the **SHARK?!**

**Good question!** *Uh* . . . **I know! I know!** Oh, it's so **simple!** Why didn't I think of this **before!** What I'll do is **MIX TWO MARTINIS!** Then, I'll **propose a toast,** and when the shark **isn't looking,** I'll slip some of **this** into **HIS!**

Why don't you just **dip** a **NEEDLE** into the poison . . . and **shoot** it at him?!

**That's** even **better!**

Here he **comes . . .!** This is **it . . .!** Oh, God . . . if only he **holds still long enough . . . !** If only he gives me a **clear shot at his eye . . .!**

If only I didn't **drop the needle!!**

He's **back!** He got **Clod!** The poison thing **didn't work! What now,** Captain?

**You wait here** while **I** go and check the old **Navy Manual . . .**

It's **too late** for that now! A desperate situation calls for **desperate measures!** *Er—* I know! **Listen to THIS . . .**

**OKAY, SHARK . . . MY MEN HAVE YOU SURROUNDED! DROP YOUR TEETH AND COME OUT OF THE WATER WITH YOUR FINS UP AND YOU WON'T GET HURT . . .**

**Wait** a minute, Shark! **Not so FAR out of the water!!**

**Too bad!** It always worked in **"COPS AND ROBBERS" movies!**

Well, Mate! I guess I'm a **goner!** But **if I gotta go,** I suppose it's only fit that an old sailor like me **dies at sea!** So long, lad! This old sea dog is headed for his **final resting** place in **Davey Smith's Locker . . .**

That's Davey **JONES'S** Locker!

Whatever . . .

Well, there goes Squint! And **I'm next!!** Nothing can stop that shark now!

**Hi!** What's going **on?**

**CLOD!!** You're **alive! YOU'RE ALIVE . . . !!**

*Uggh . . . Ooooh . . .* **. . . POOF . . .**

And **LOOK!** The **shark** is **DEAD!**

MADE BY MATTEL TOYS

It's a **miracle!** How did the shark **DIE?**

**Psychological Indigestion!**

What in hell is **that?**

It's a very rare **fish** disease, brought on by a very common **movie** disease that we **Scientists** call *"Scriptus Fantasticus!"*

**C'mon,** Man! **Talk sense!**

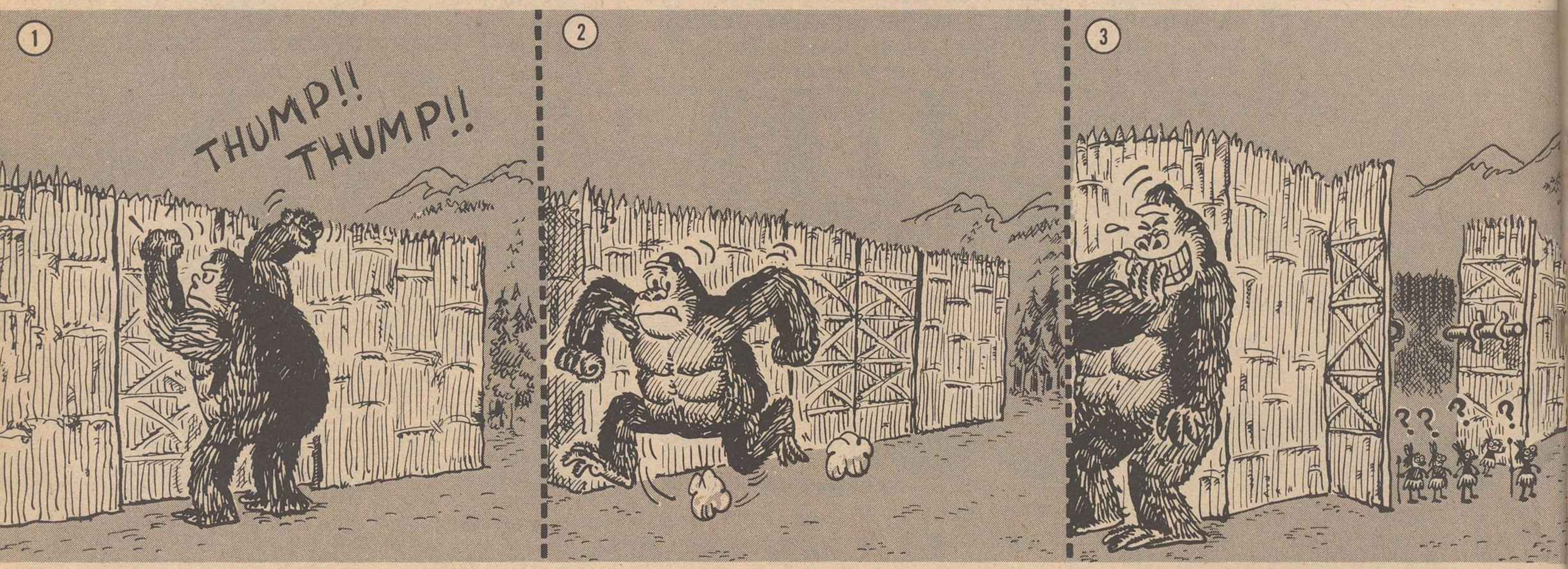
I think you **know** by now that a **shark** can usually **eat ANYTHING!** However, when he had me **underwater** . . . and he **destroyed my cage** . . . and there I was, swimming around, **helpless** . . . and the Director wouldn't let him **devour me** so he could get a **cheap, corny happy ending** to this movie after subjecting the audience to **two hours of nauseating garbage . . .**

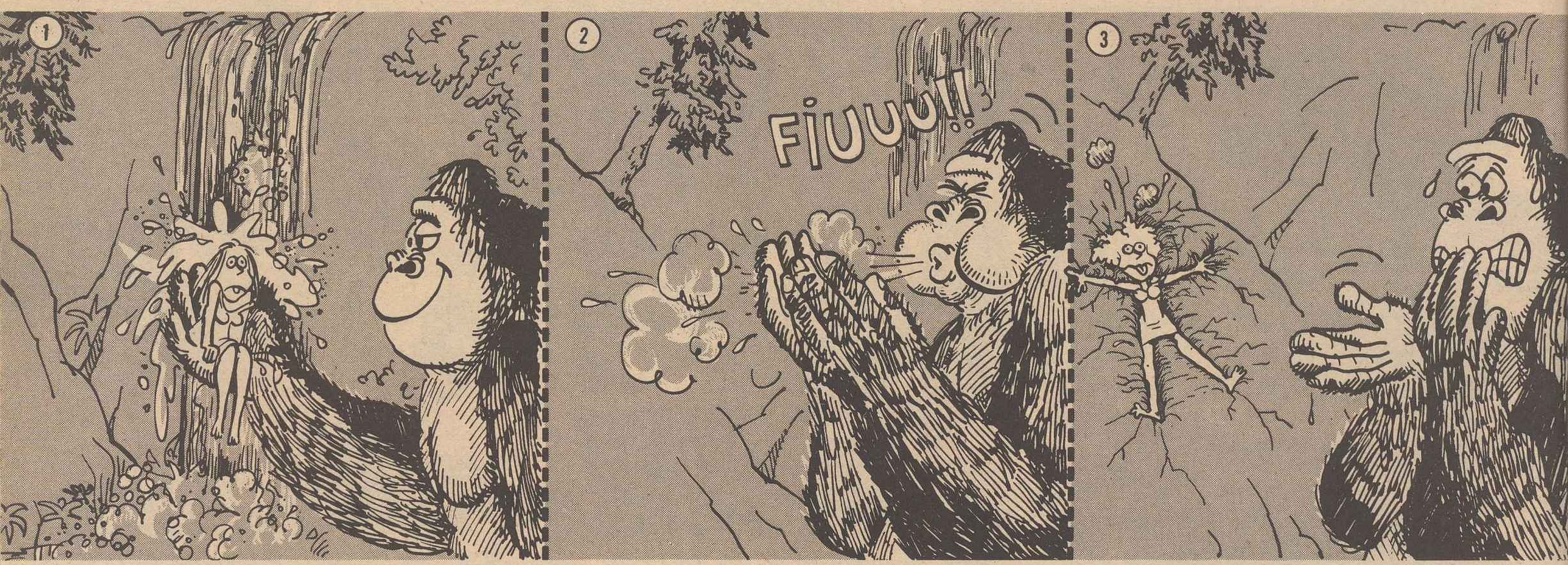
You **mean . . .**

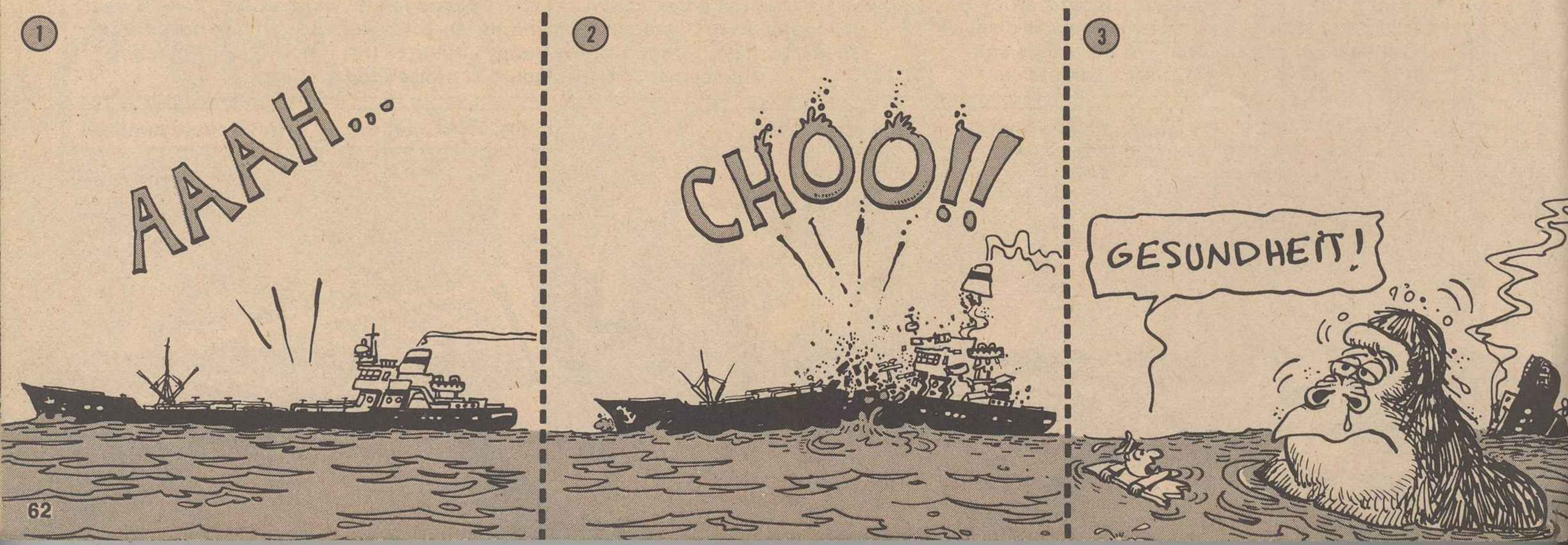
**Right! THAT,** not even a **SHARK** could **swallow!**

KONG-TWO DEPT.

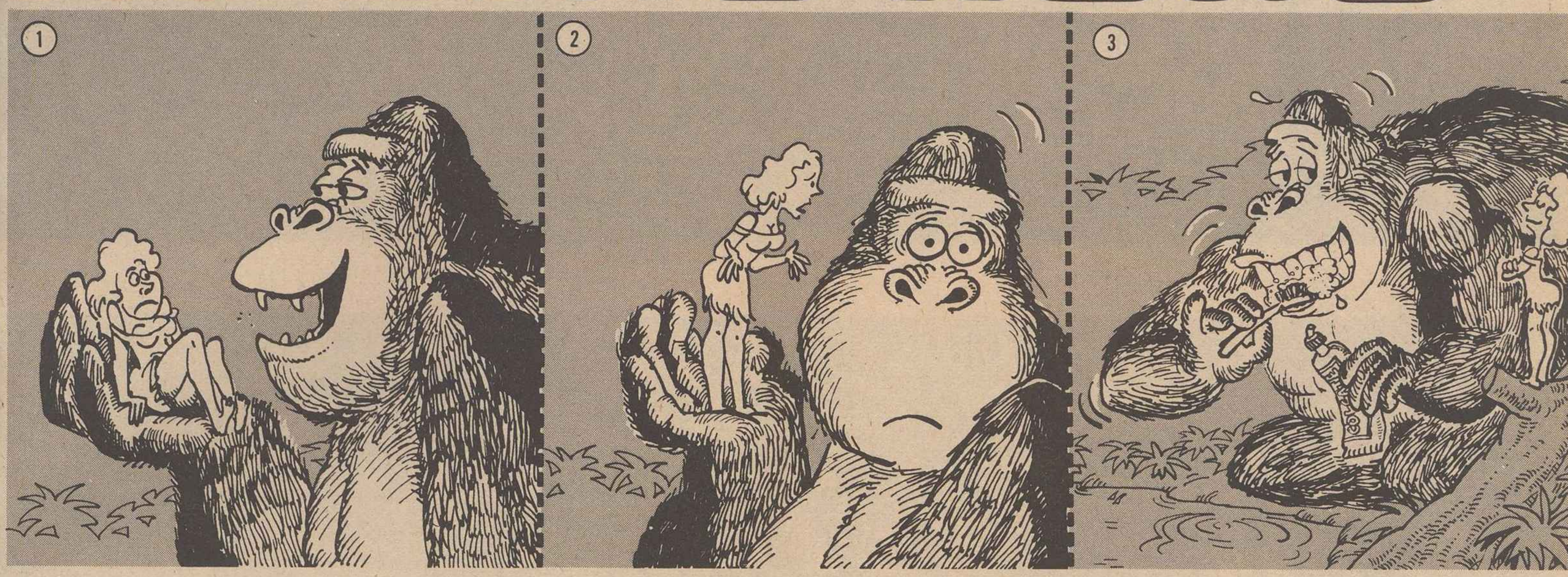
# A MAD LOOK



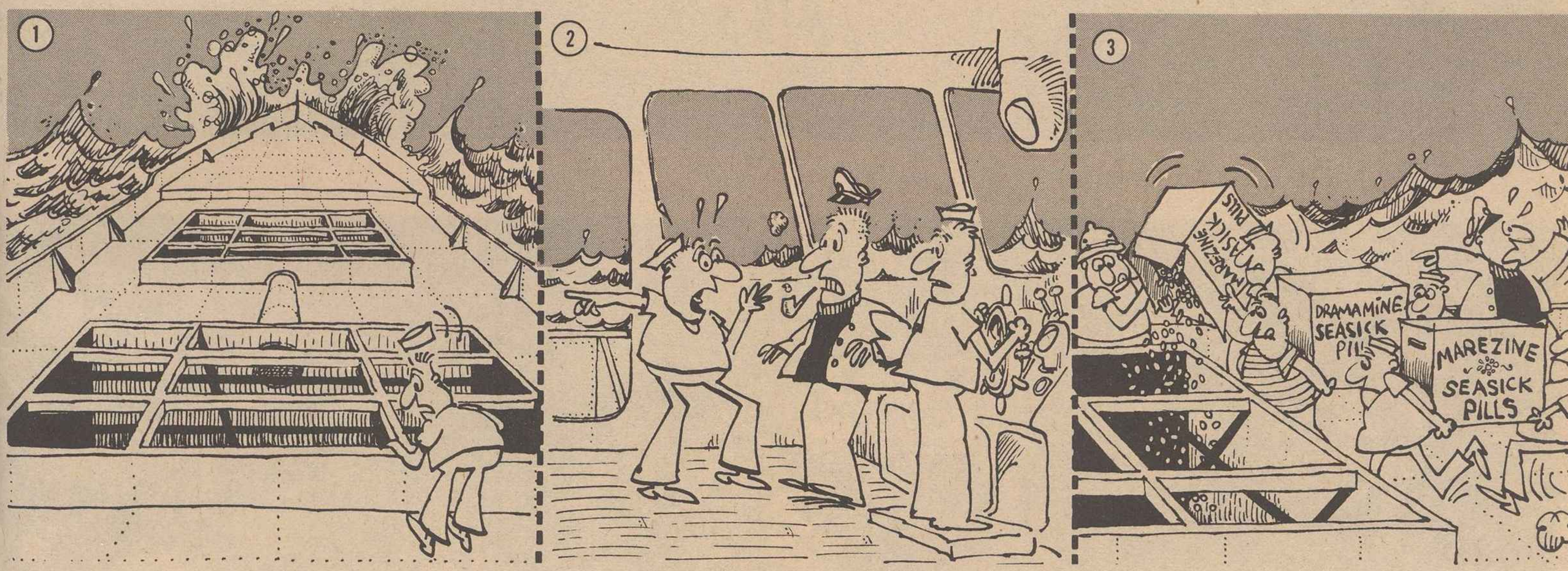



# AT KING KONG




ARTIST & WRITER: SERGIO ARAGONES






1

2

3

BAR

1

2

3

1

SIRENS!!

UUUUU!!

CLANG!!

NOISE

2

AJAX
NOVELTIES
MAGIC * TRICKS * COSTUM

3

STAURANT

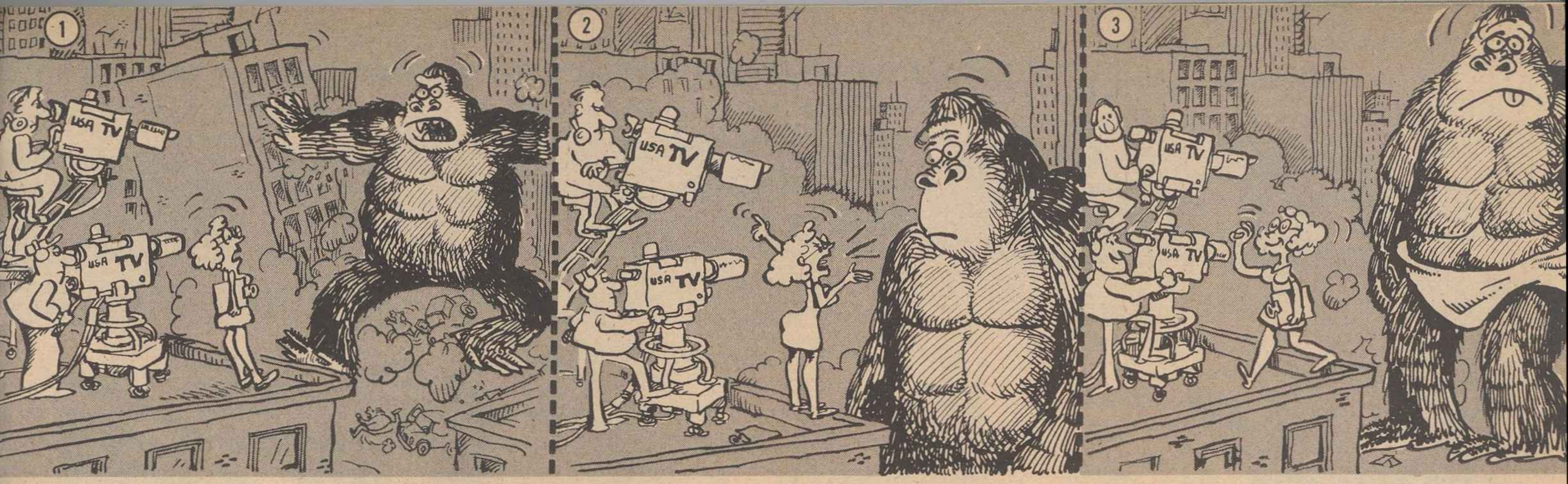
PUTNAM'S

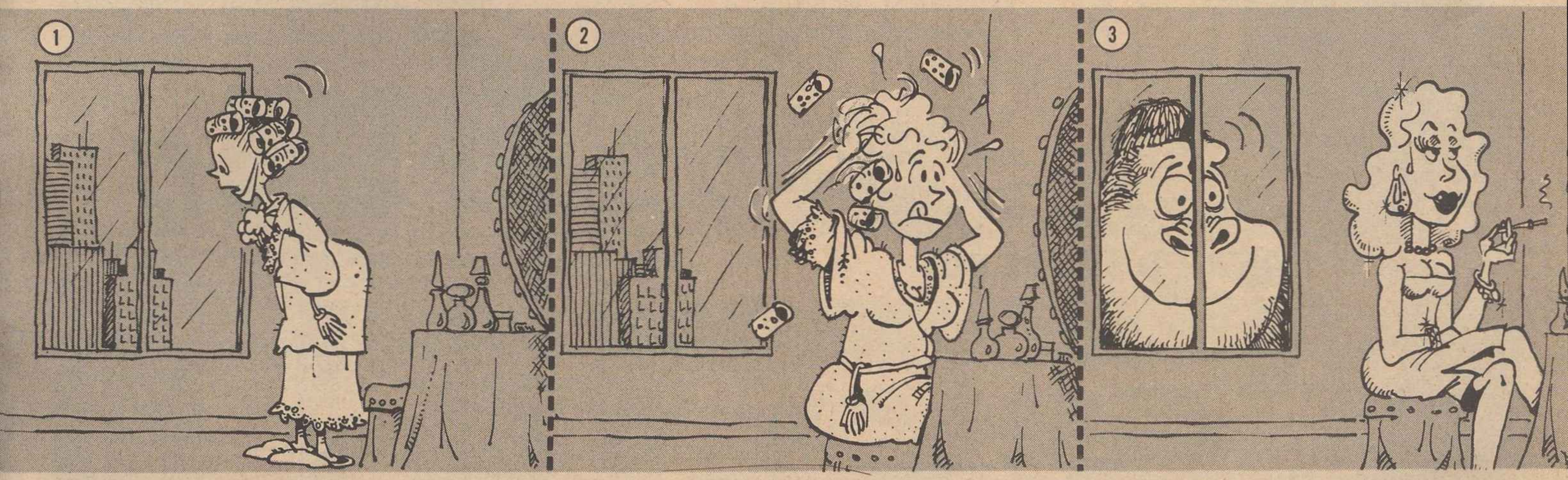
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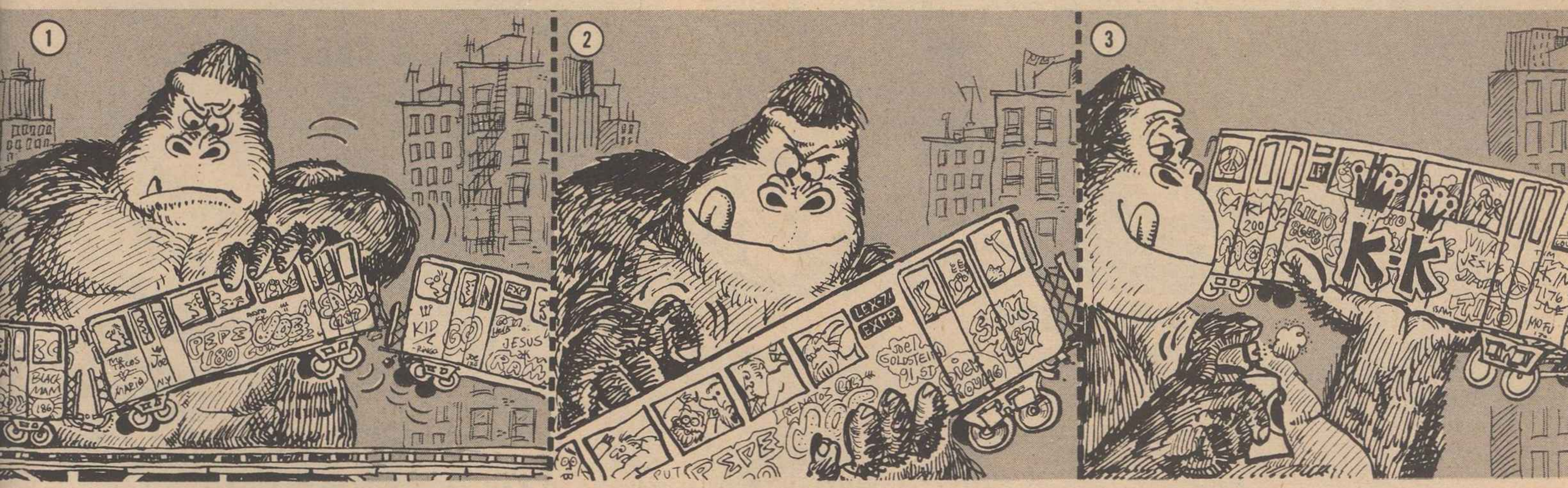
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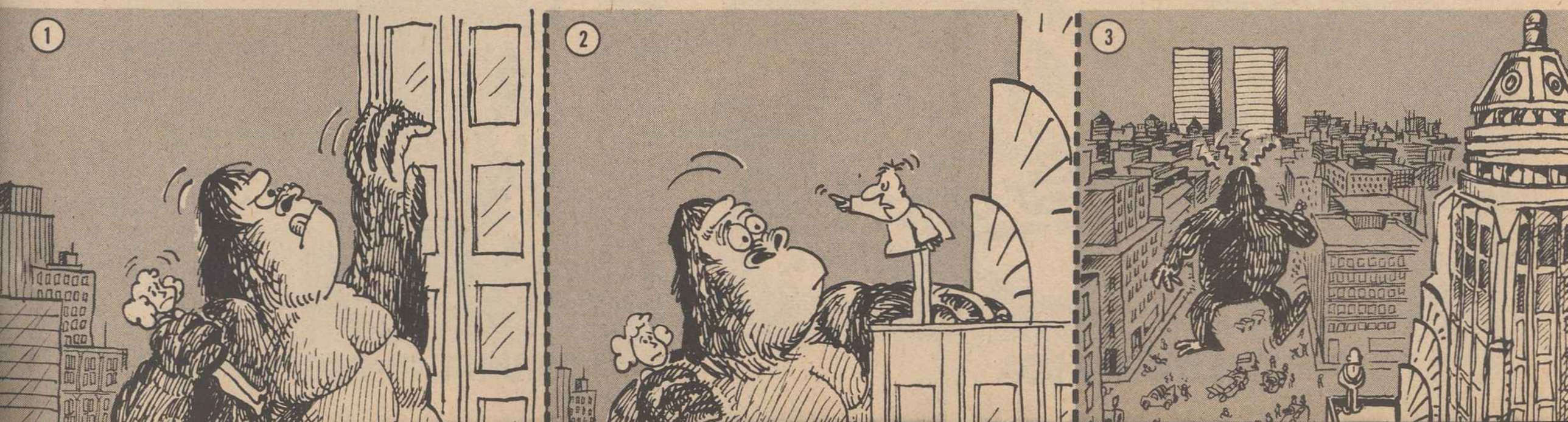
3

DR. L. HURAL
DENTIST


1
USA TV
USA TV
2
USA TV
USA TV
3
USA TV


1
2
3


1
PEPE 180
KID
JESUS
2
LEX-71
EXPO
SAM 187
PUT PEPE
3
K-K

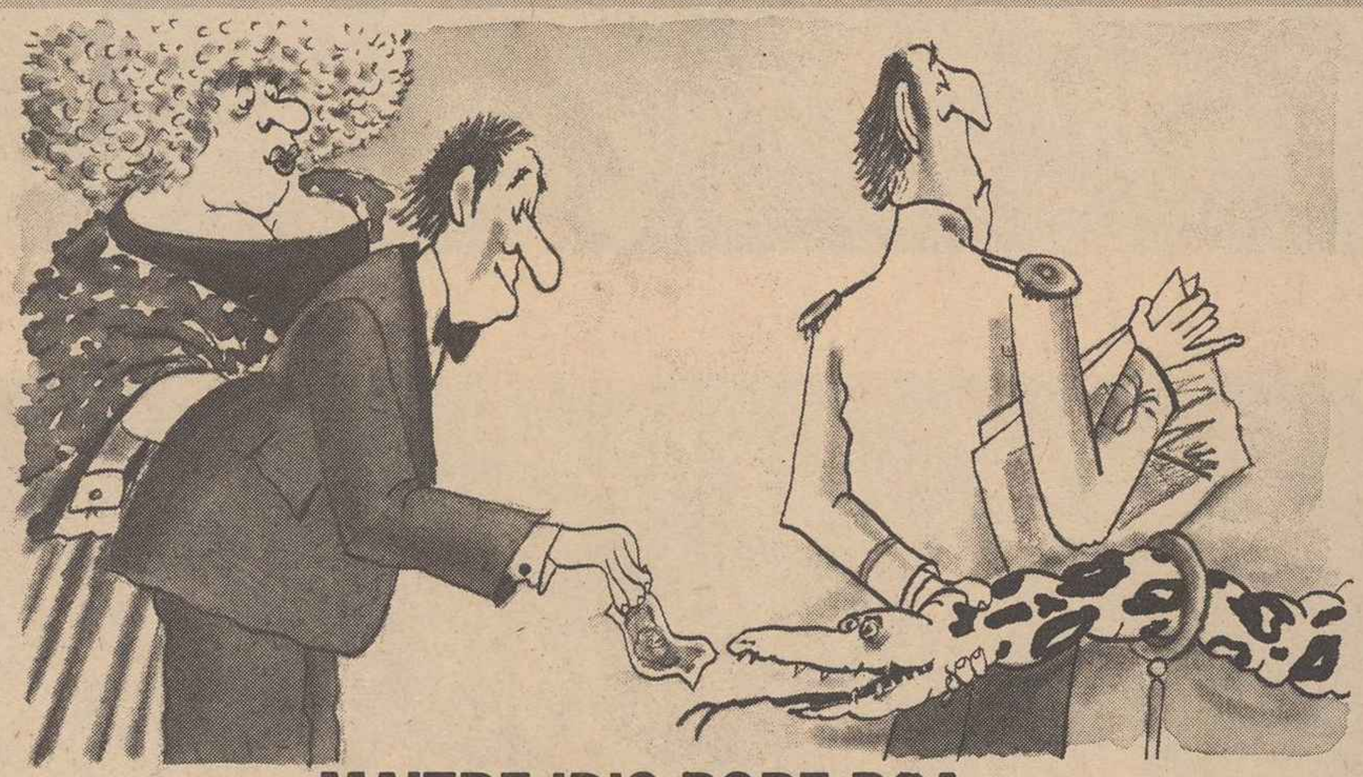

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SNAKING DO DEPT.

## FOR ALL YOU PET LOVERS WHOSE BOA CONSTRICTORS HAVE GROWN TO UNMA

# OTHER USES FOR PET

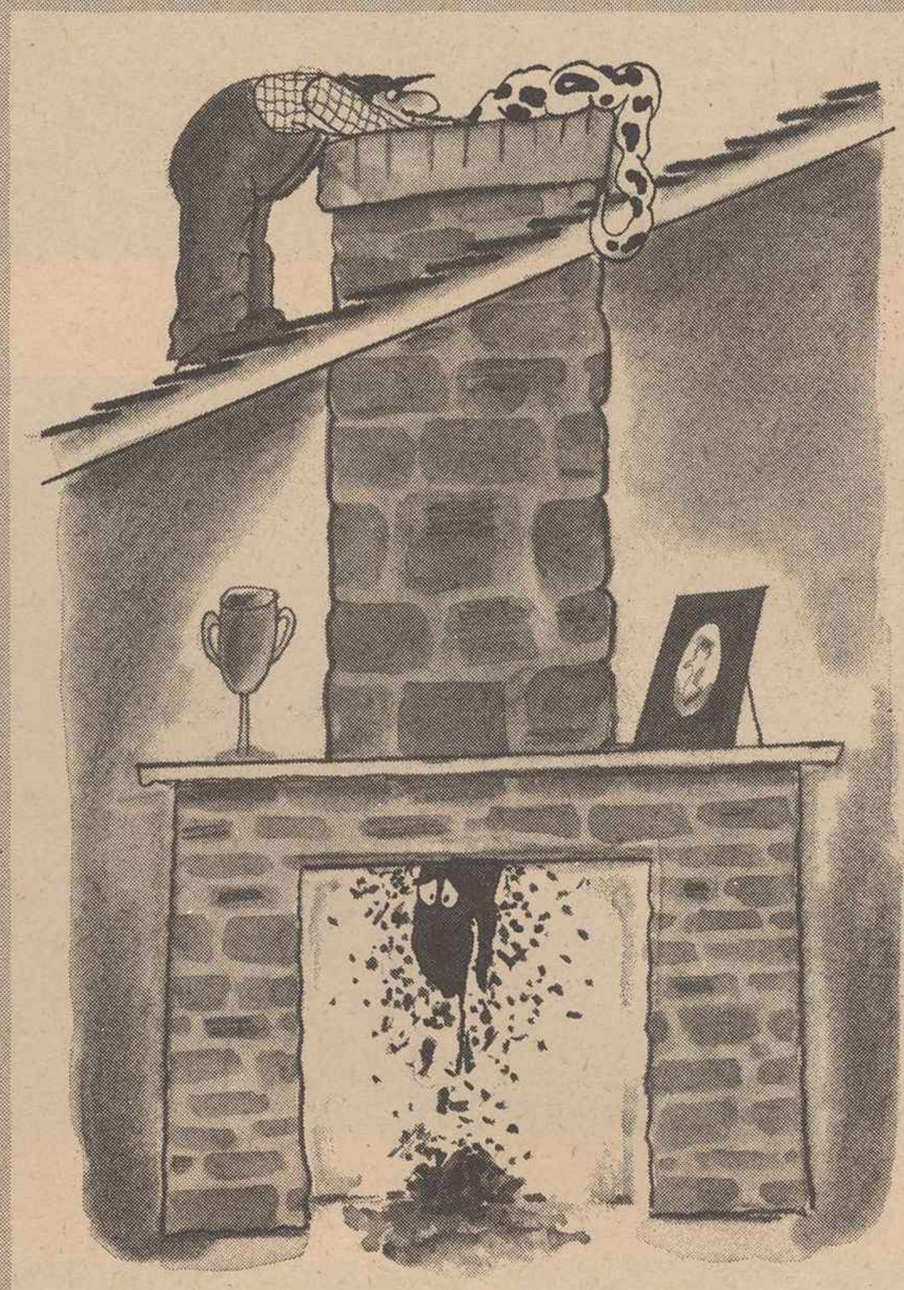
WRITER AND ARTIST



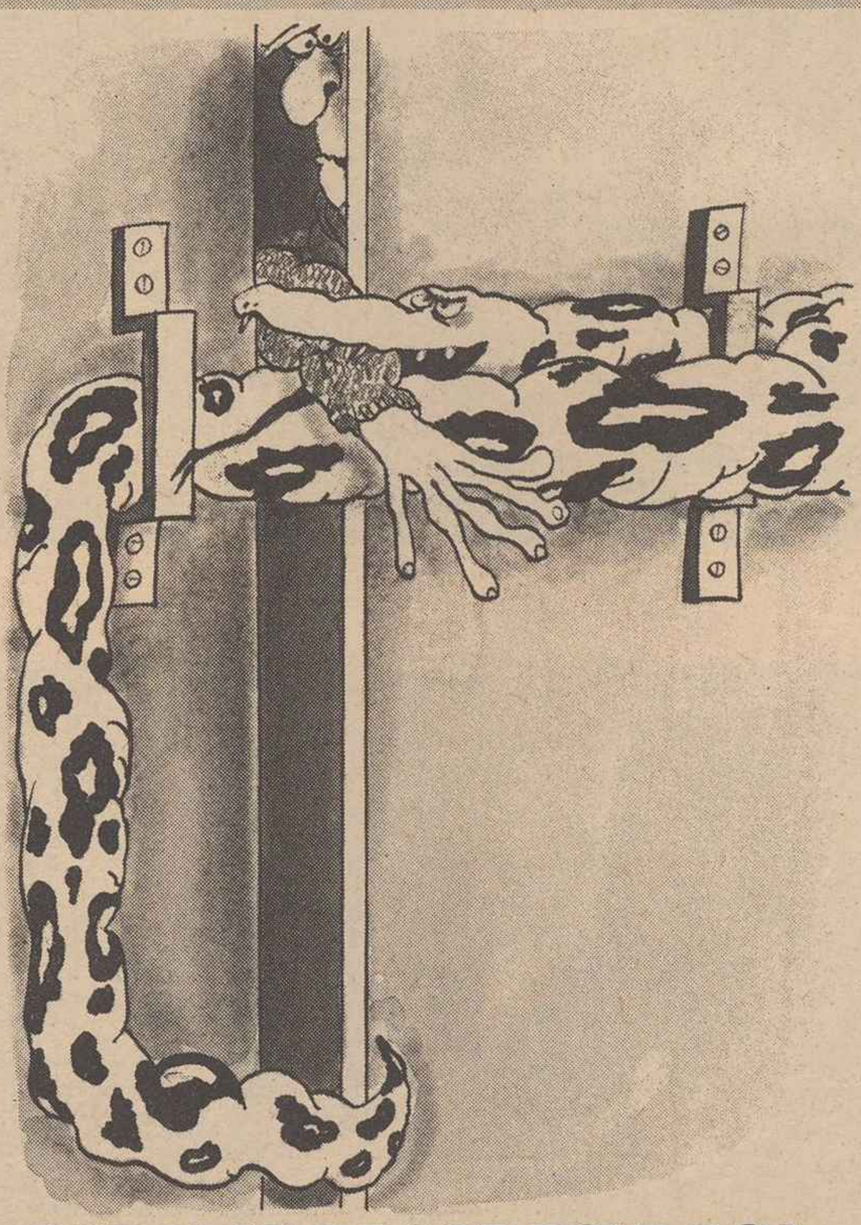
MAITRE 'D'S ROPE BOA



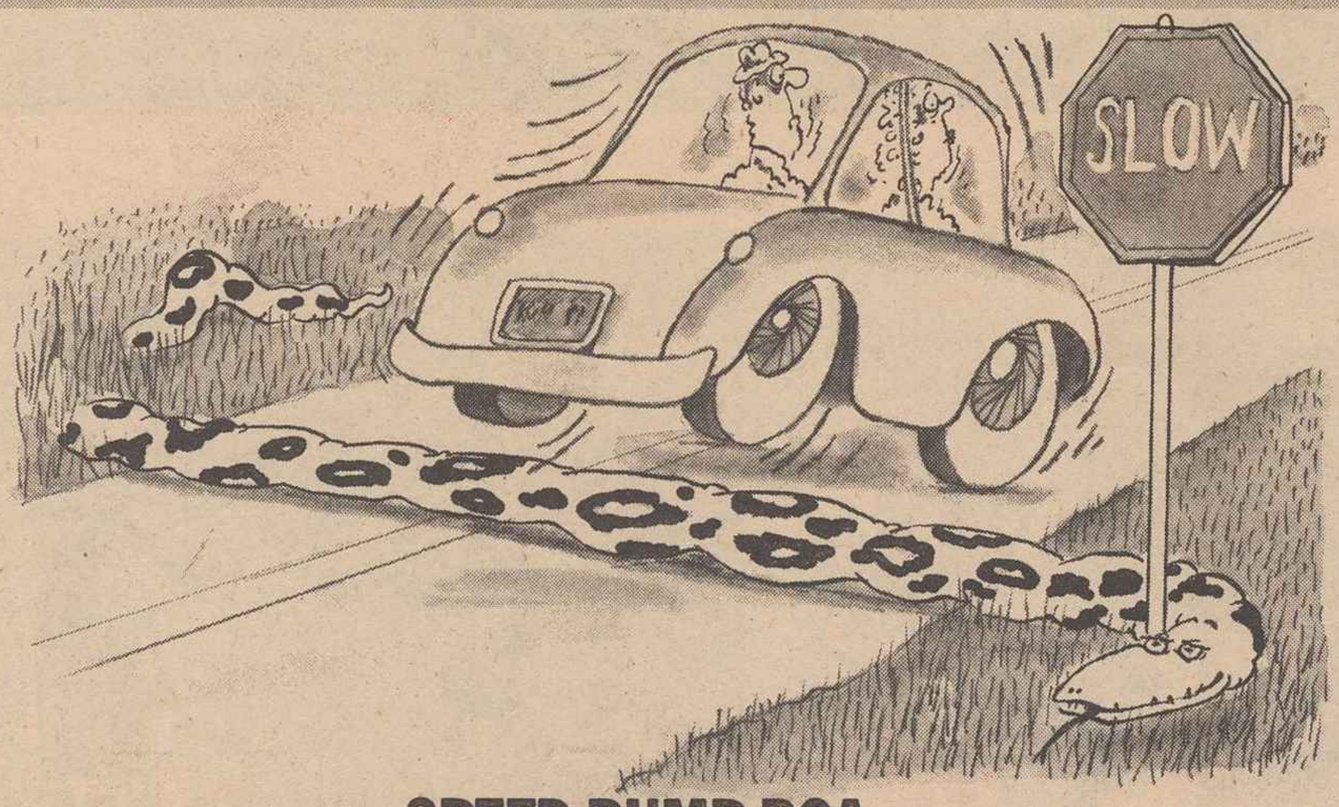
BAR RAIL BOA



FLUE CLEANER BOA



BURGLAR-PROOF BOLT BOA




SPEED BUMP BOA

GEABLE SIZES, BUT HAVEN'T THE HEART TO GET RID OF THEM, WE BRING YOU...

# BOA CONSTRICTORS

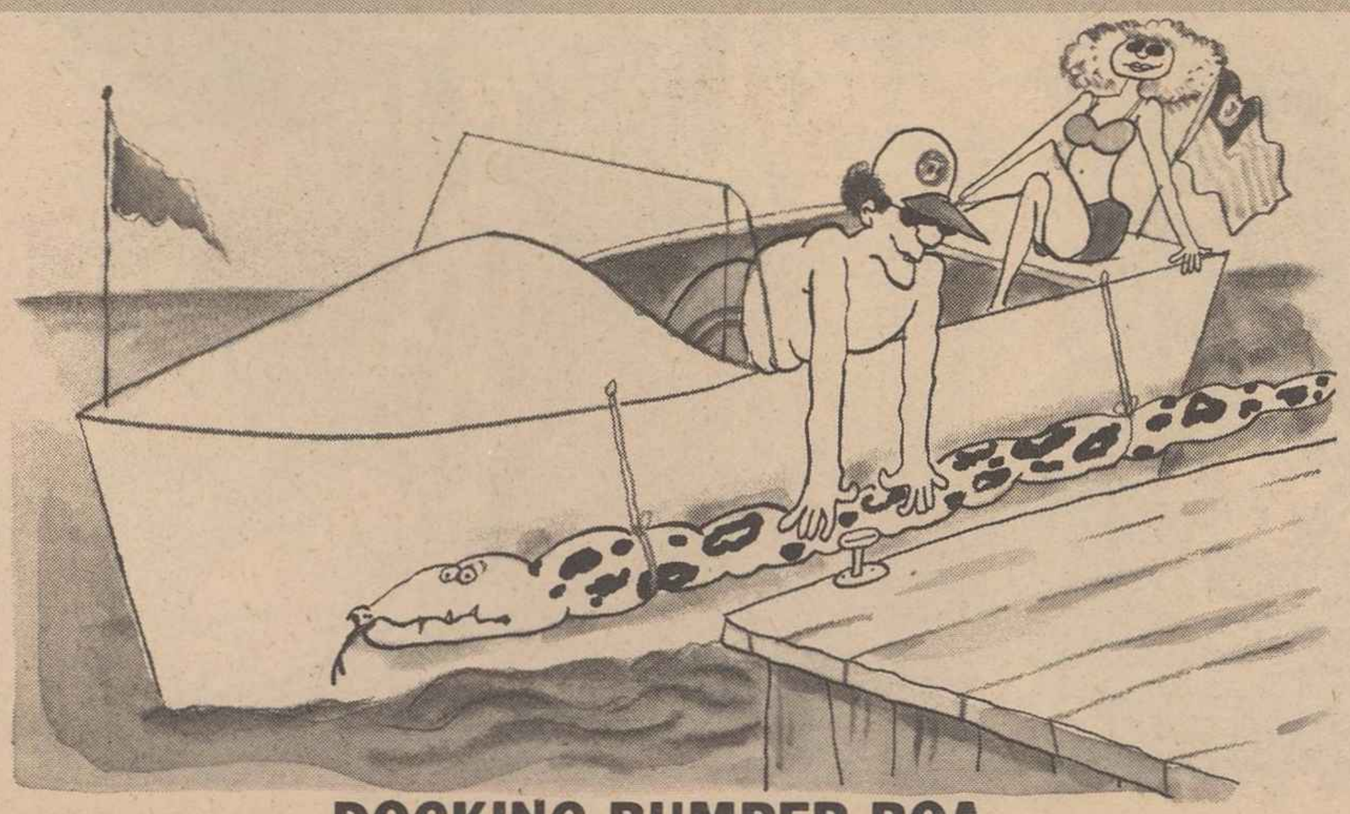
PAUL PETER PORGES



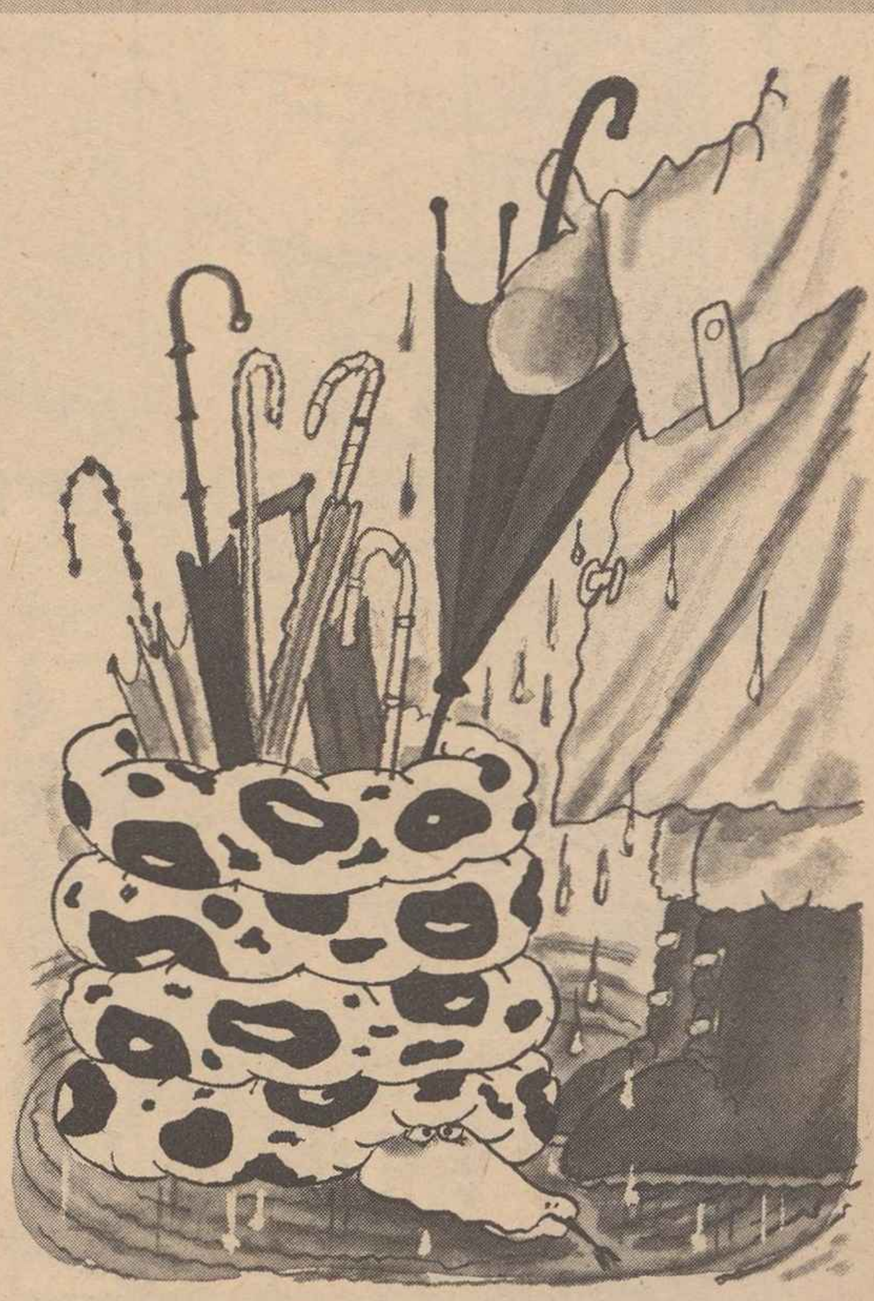
NAUTILUS EXERCISER BOA



INDUSTRIAL-SIZED PIZZA ROLLER BOA



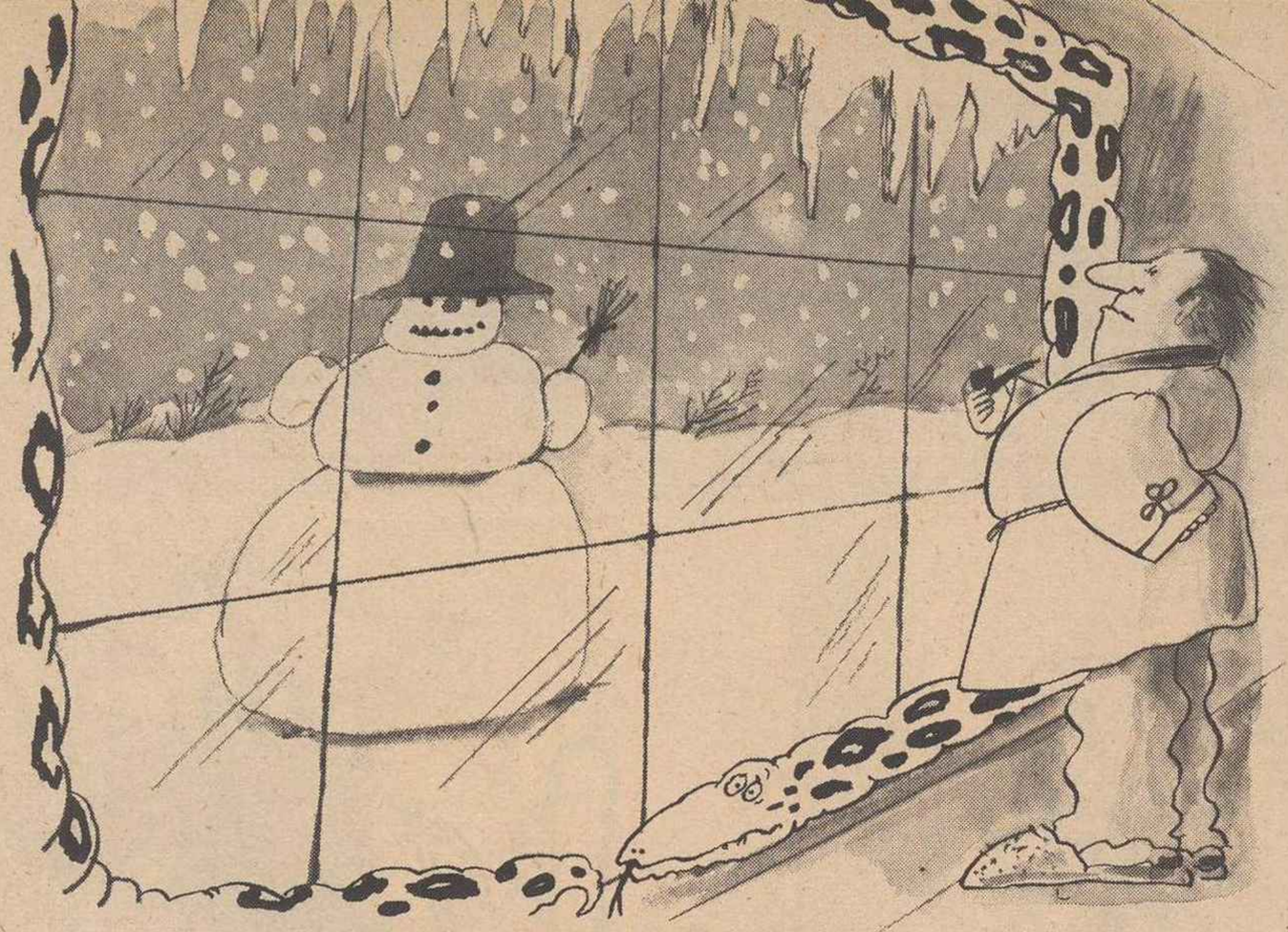
DOCKING BUMPER BOA



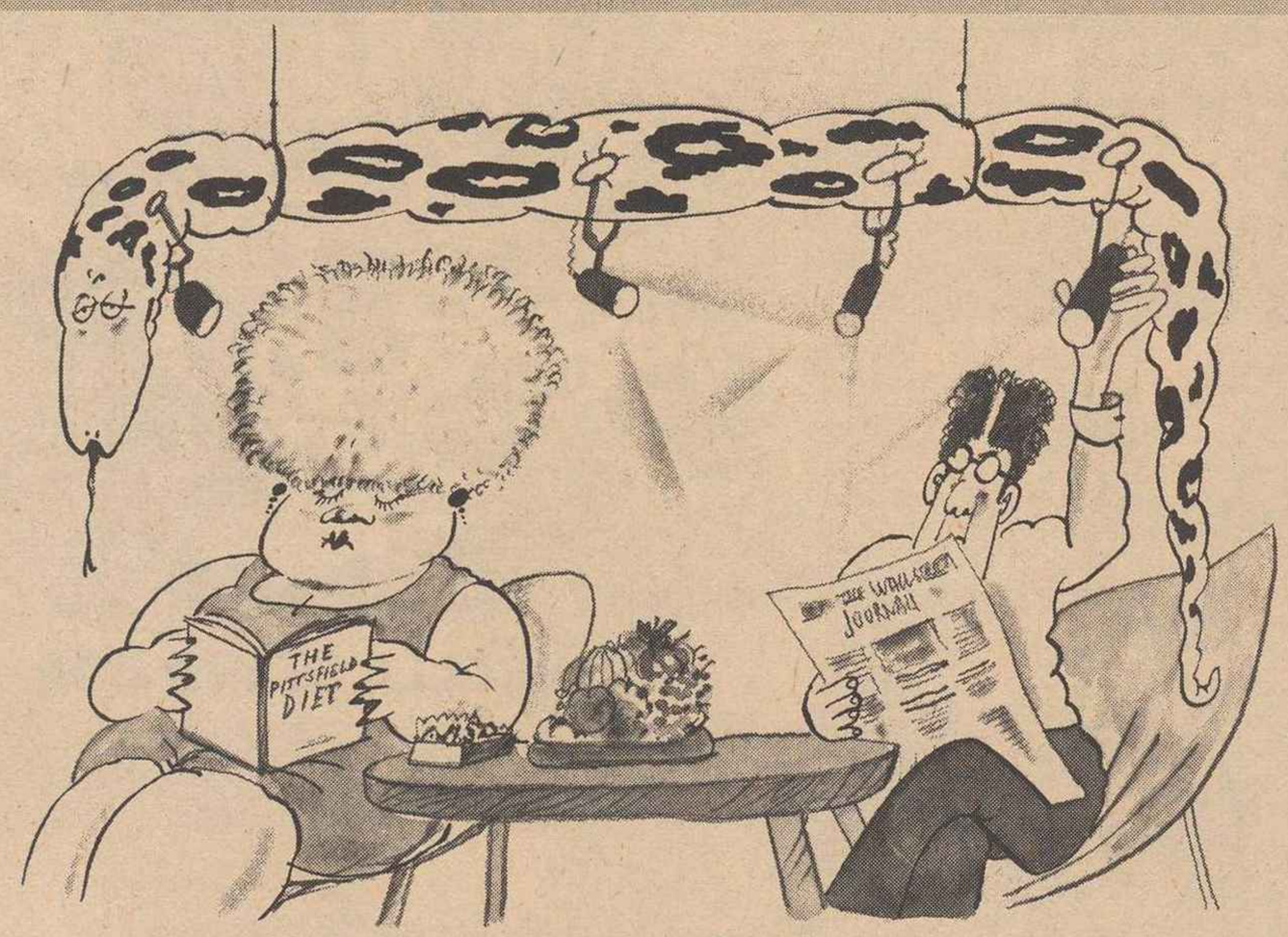
UMBRELLA STAND BOA



LIGHT BULB REMOVER BOA



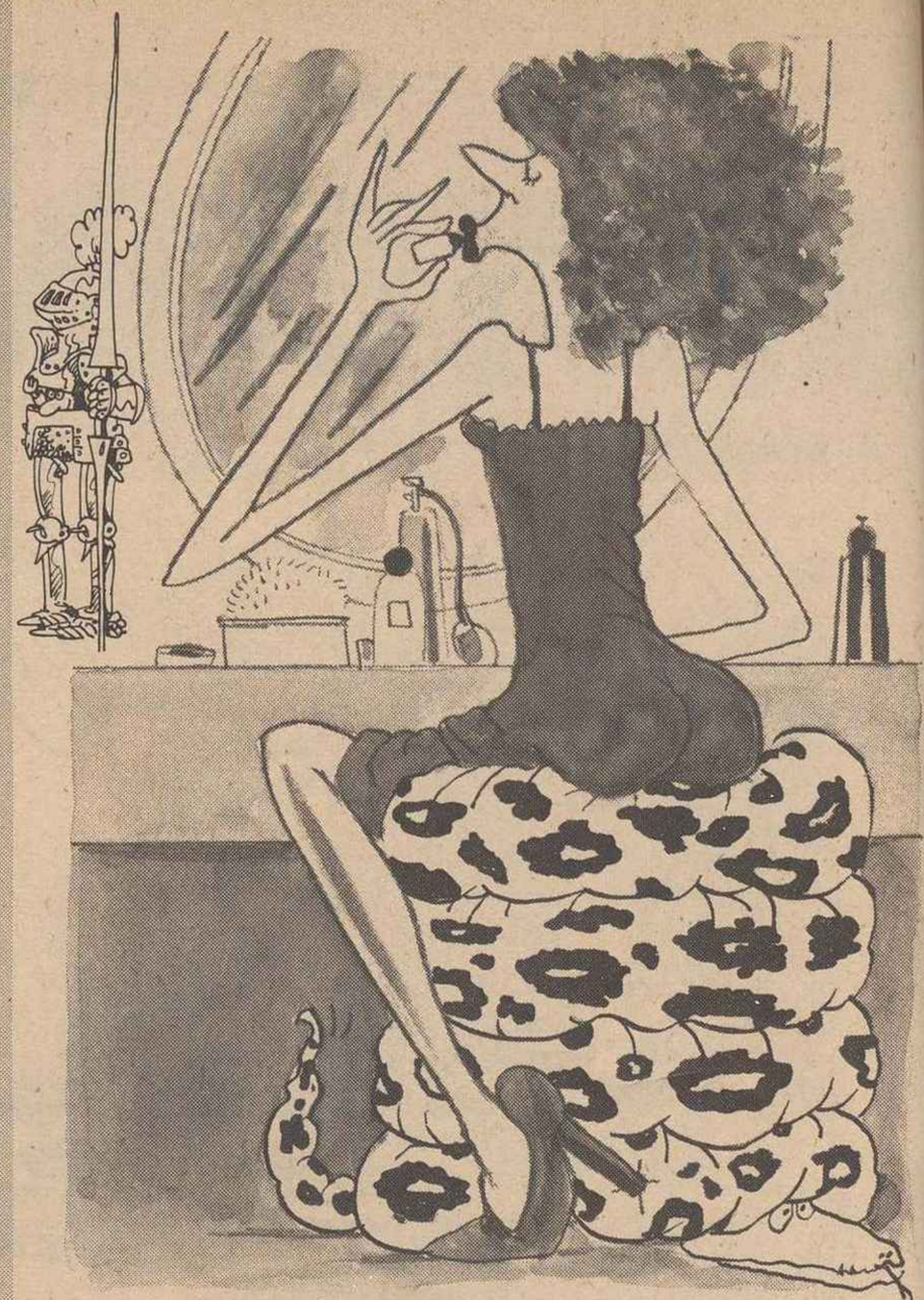
**WEATHER STRIP BOA**




**TRACK LIGHTING RAIL BOA**



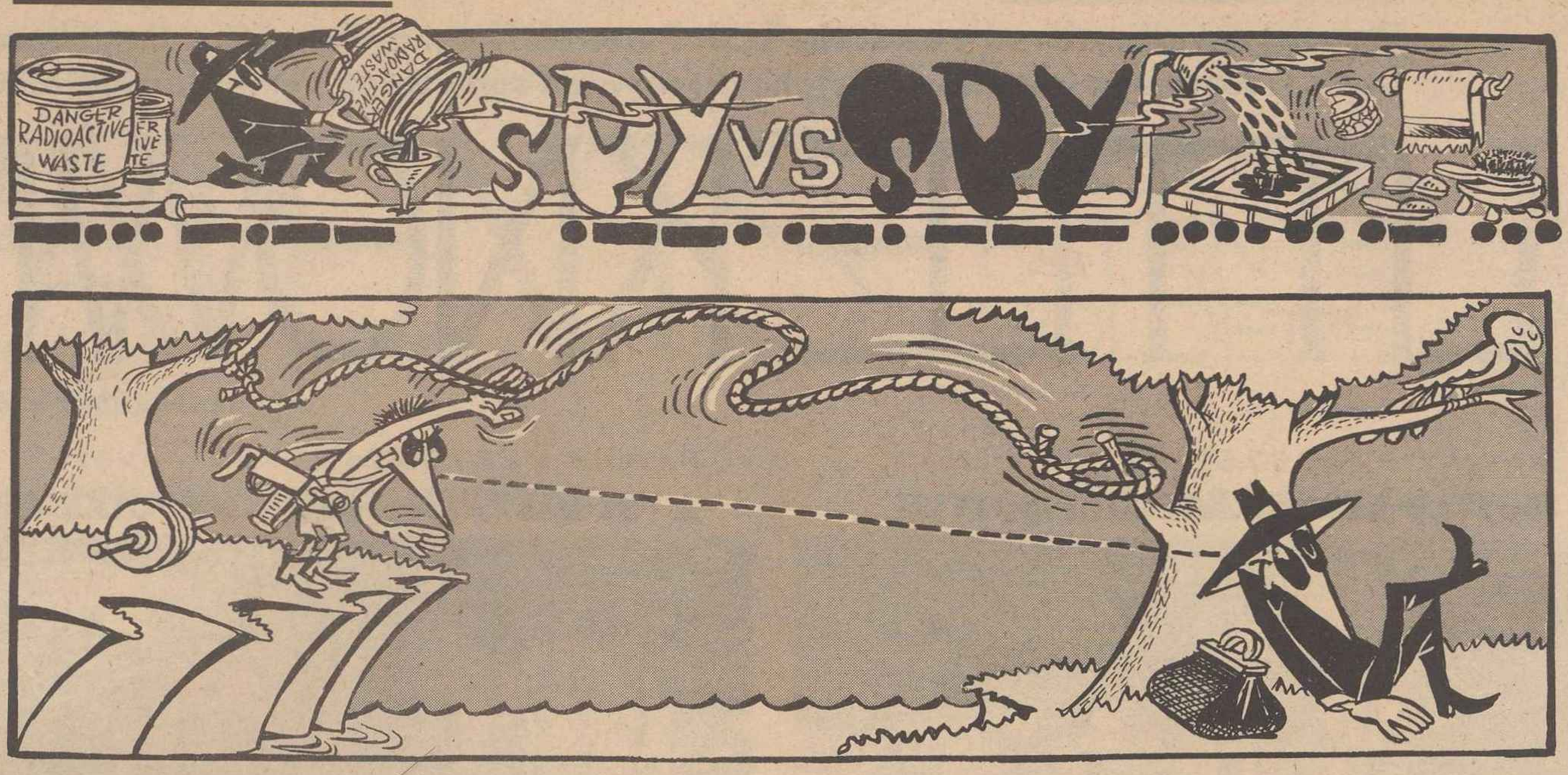
**ROTO-ROOTER BOA**

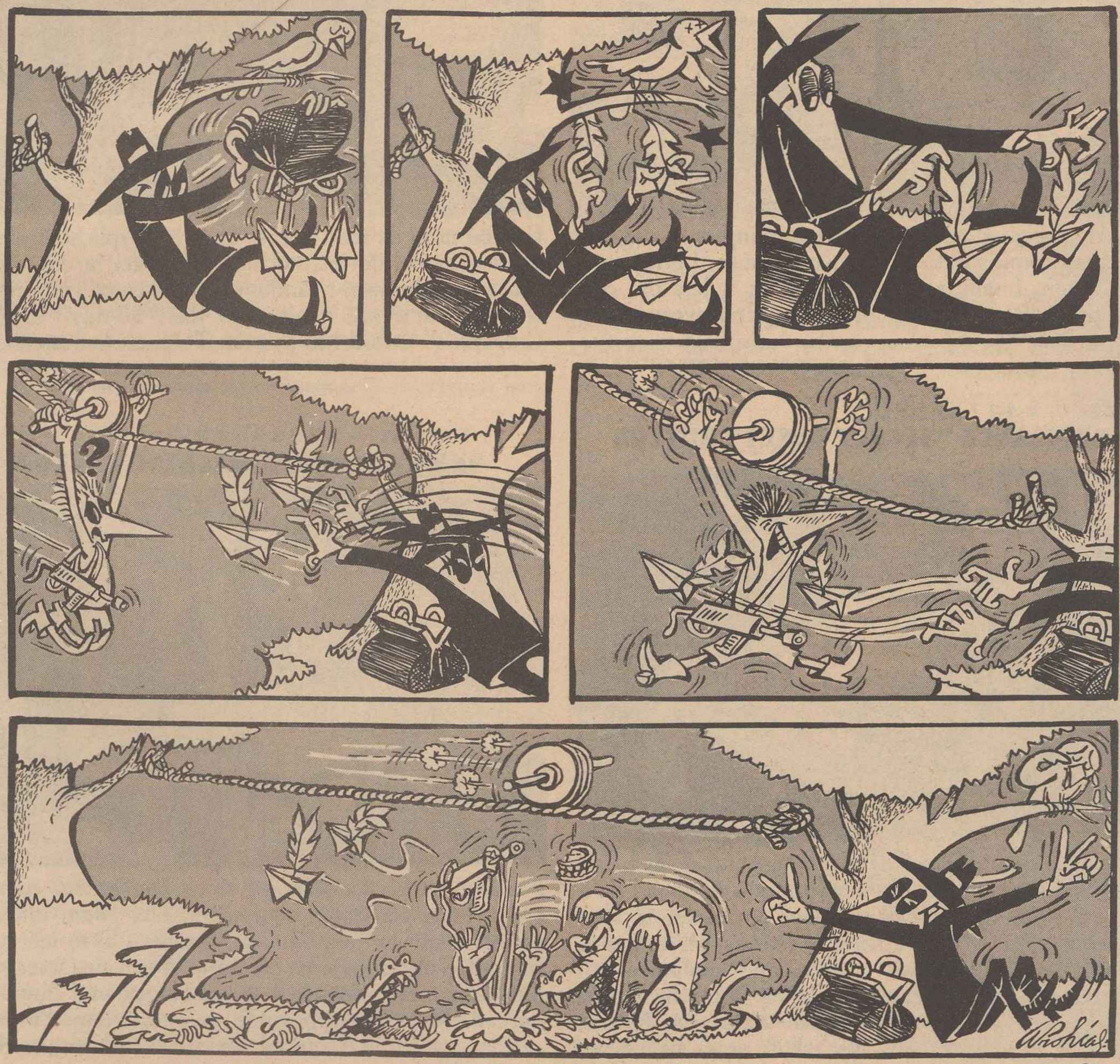


**VANITY POUF BOA**




**FIREMAN'S POLE BOA**


DANGER
RADIOACTIVE
WASTE
SPY vs SPY






RIGHTS TO WRONGS DEPT.

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

# LITTLE KNOWN

ARTIST: GEORGE WOODBRIDGE

PATENT #45367821

## BOTTLE-NECKED KETCHUP BOTTLE



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

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

PATENT #26789345

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

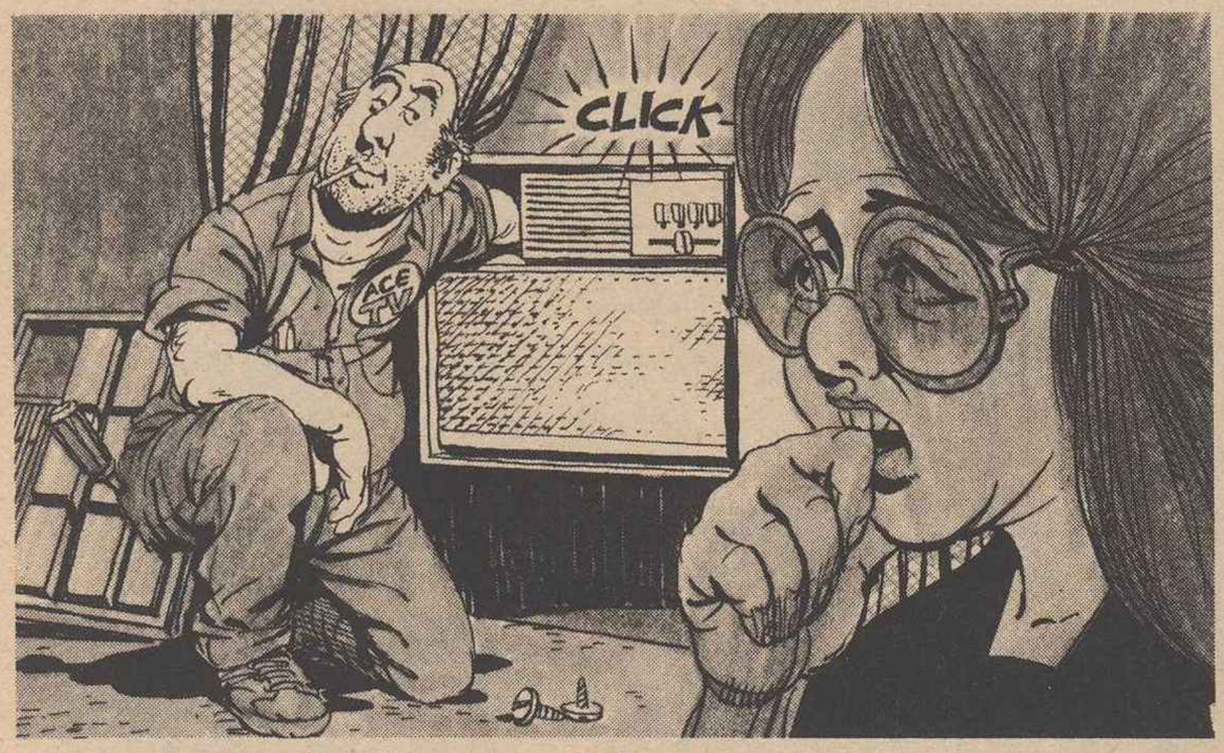



Can be used as the "brain" of any complicated electronic or mechanical device, such as a TV set, a car, etc. Chip contains a built-in "random self-destruct" circuit which will only activate itself after the "90-day" or "1-Year Guarantee" period has passed. Then all hell breaks loose.

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

PATENT #34777890

## AN APPLIANCE "SECRET RESET" BUTTON

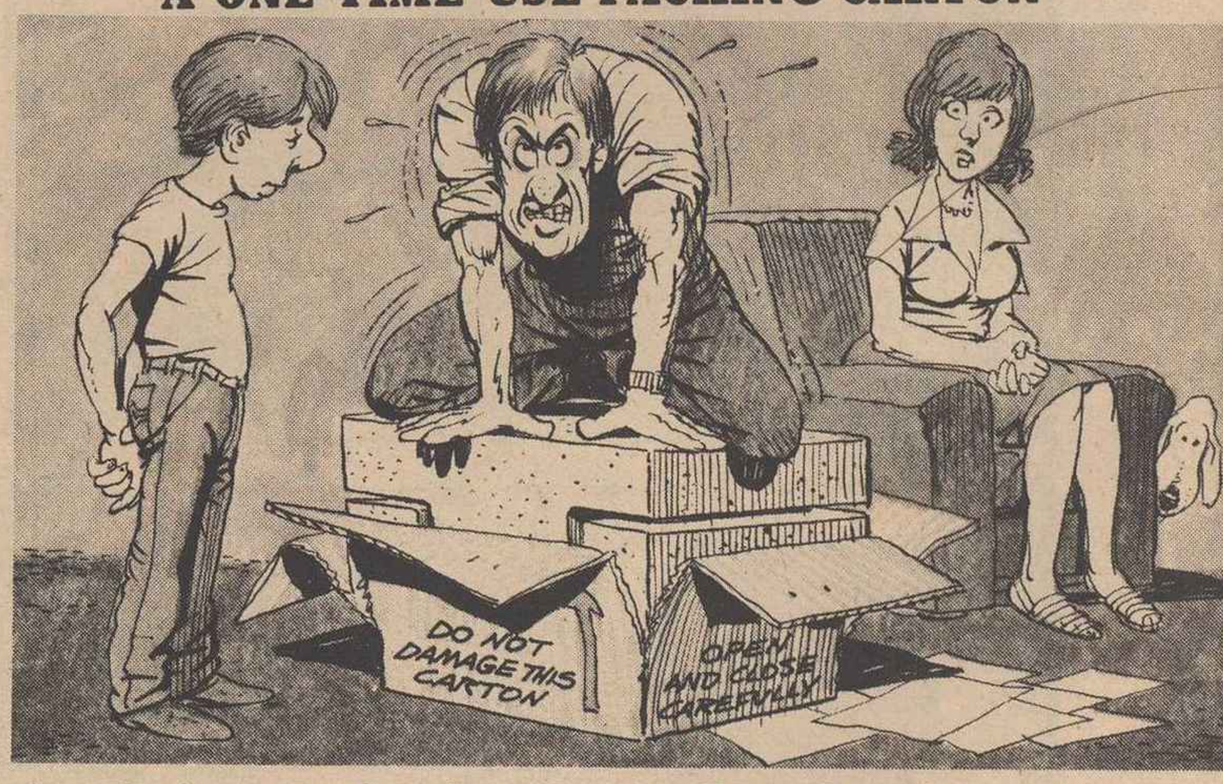



An automatic "malfunction" device, which can easily be installed in any appliance by the repairman summoned for a first-time service call. Device causes appliance to stop working soon after. When repairman returns, all he has to do is push the "secret reset" button, and appliance will start operating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

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

PATENT #37889321

## A ONE-TIME-USE PACKING CARTON




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

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

across some strange patents that are secretly held by even stranger people and corporations. We'll show you exactly what he found with this MAD collection of

# PATENTS... AND THE PATENTS' HOLDERS



WRITER: DICK DE BARTOLO

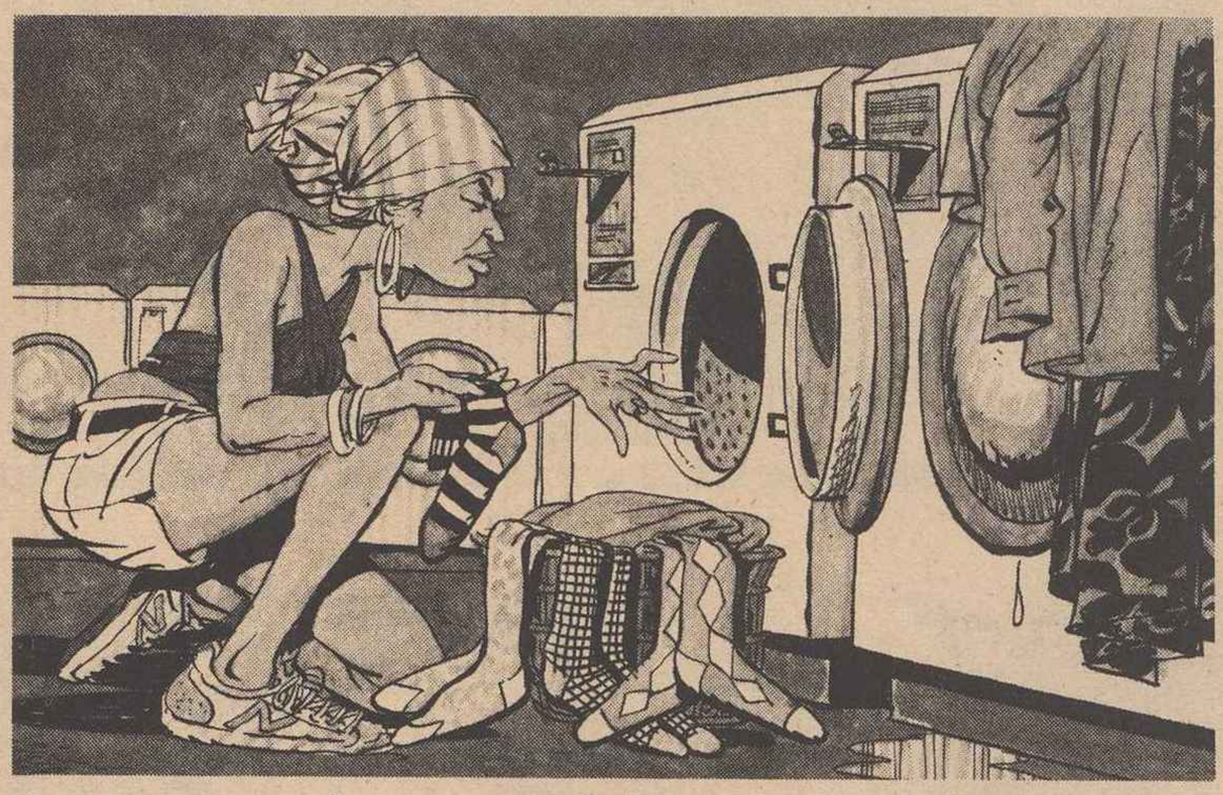
## PATENT #28459034
## A PRE-STRESSED SHOPPING BAG




A shopping bag designed and manufactured in three "break strengths." Supermarket baggers can soon become familiar with which bag to use with which groceries. Construction of bag insures that shopper will be off the premises when bag breaks and glass goods shatter when they hit ground.

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

## PATENT #31589037
## AN AUTOMATIC SOCK-LOSING DRYER



A coin-operated commercial dryer, such as those used in laundromats and apartment laundry rooms. Automatically loses one sock out of every four pairs placed inside. If more than four pairs are dried, electronic sensor easily separates and loses two socks—from two different pairs.

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

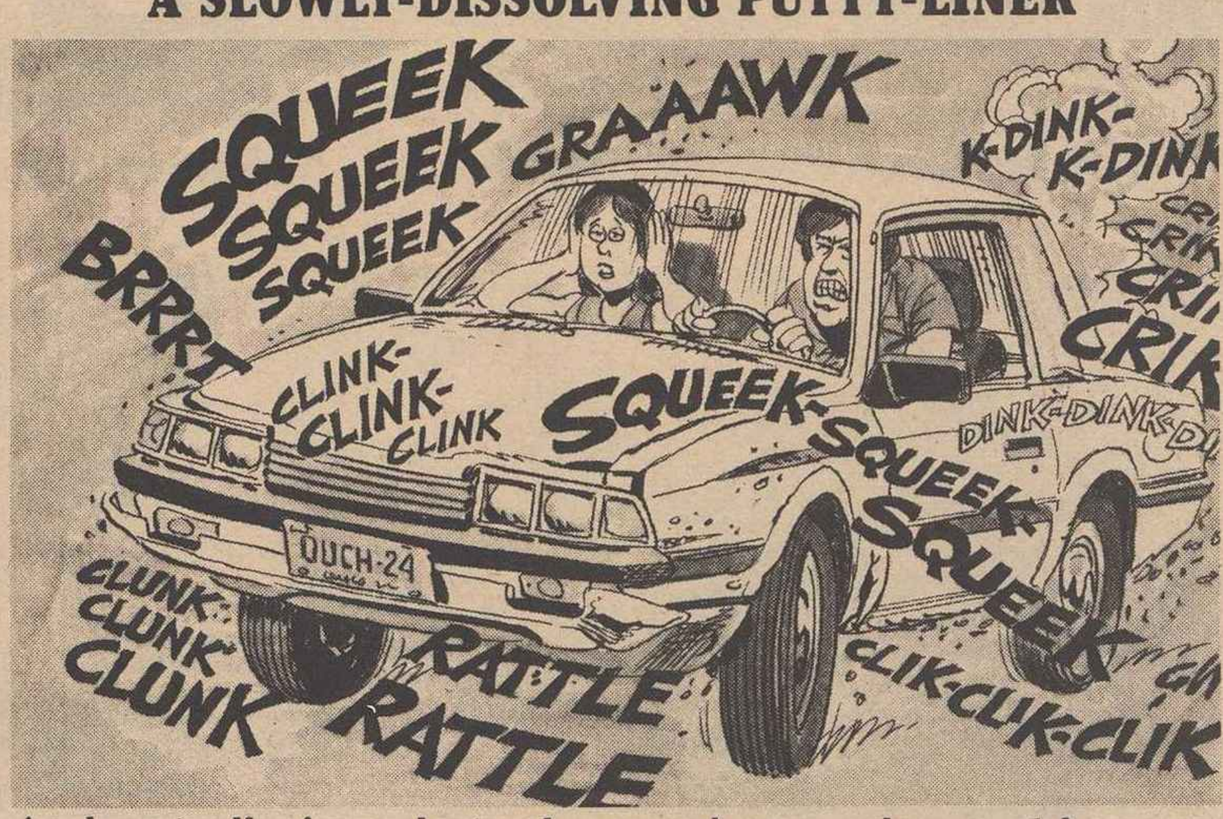
## PATENT #40400034
## AN ERRATIC-BEHAVING SODA MACHINE




A specially designed soda vending machine that guarantees the customer will not get what he pays for 30 percent of the time. But malfunctions are so "random", he will never catch on. Includes dispensing of: just soda—no cup, just cup—no soda, no syrup—plain carbonated water, no carbonated water—just syrup, no ice—just soda, no soda—just ice, half a cup of soda or ice, etc. 28 variations in all.

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

## PATENT #42349876
## A SLOWLY-DISSOLVING PUTTY-LINER




A chemically formularized putty that can be used by auto manufacturers in and around doors, bumpers, grills—just about any place two metal surfaces touch. Putty slowly evaporates as car ages, causing squeaks, rattles and other irritating noises which brings customers back to the auto dealer for expensive repairs, or better yet, a new model.

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

POINT OF YOU DEPT.

# A MAD GUIDE TO... WHAT'S CUTE...

ARTIST: PAUL COKER



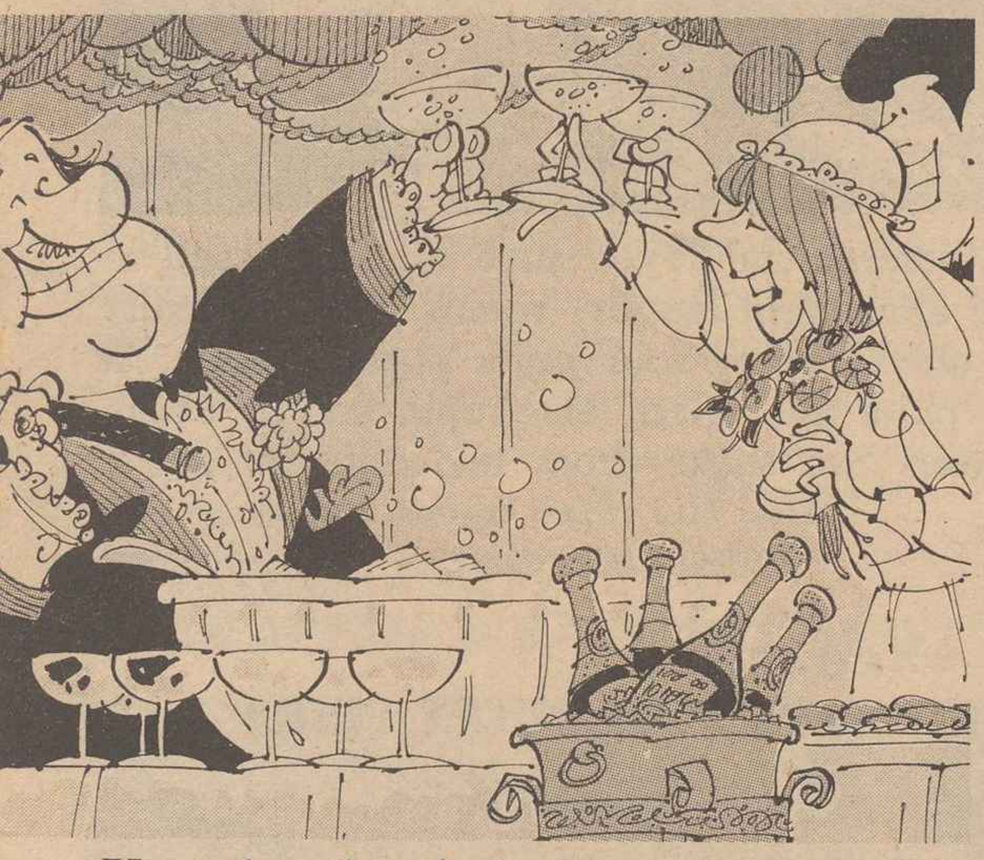
Girl Scouts are cute!



Girl Scouts selling cookies are not!



Precocious kids on TV are cute!



Your daughter's first wedding is cute!



Her fourth wedding is not!



Cats are cute!



Your little daughter dressing up in Mom's clothes is cute!



Your grown-up son dressing up in Mom's clothes is not!



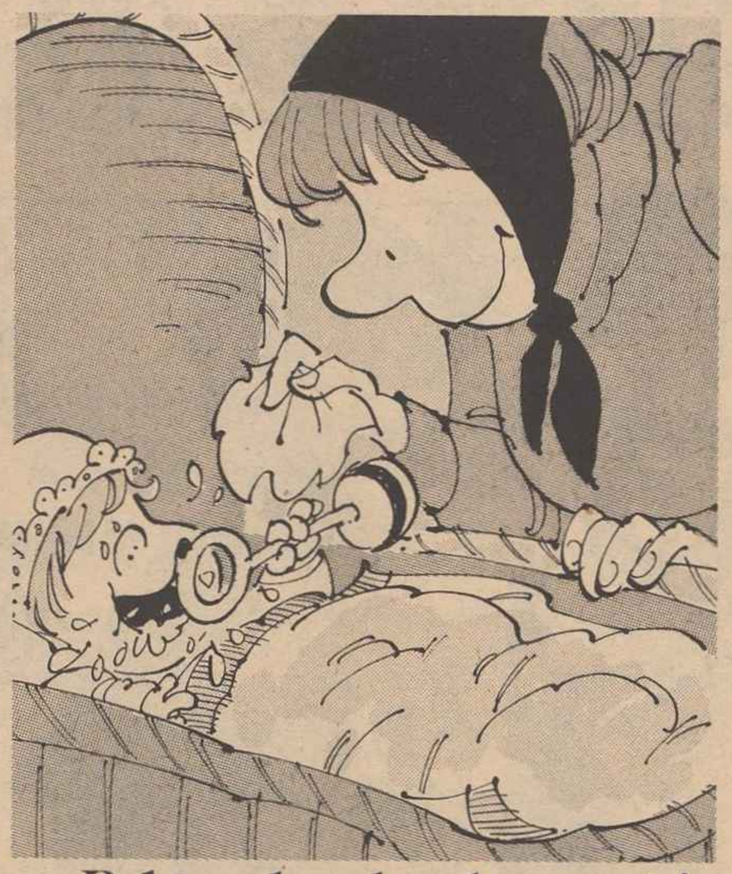
Your son's crush on his second grade teacher is cute!

# AND WHAT'S NOT

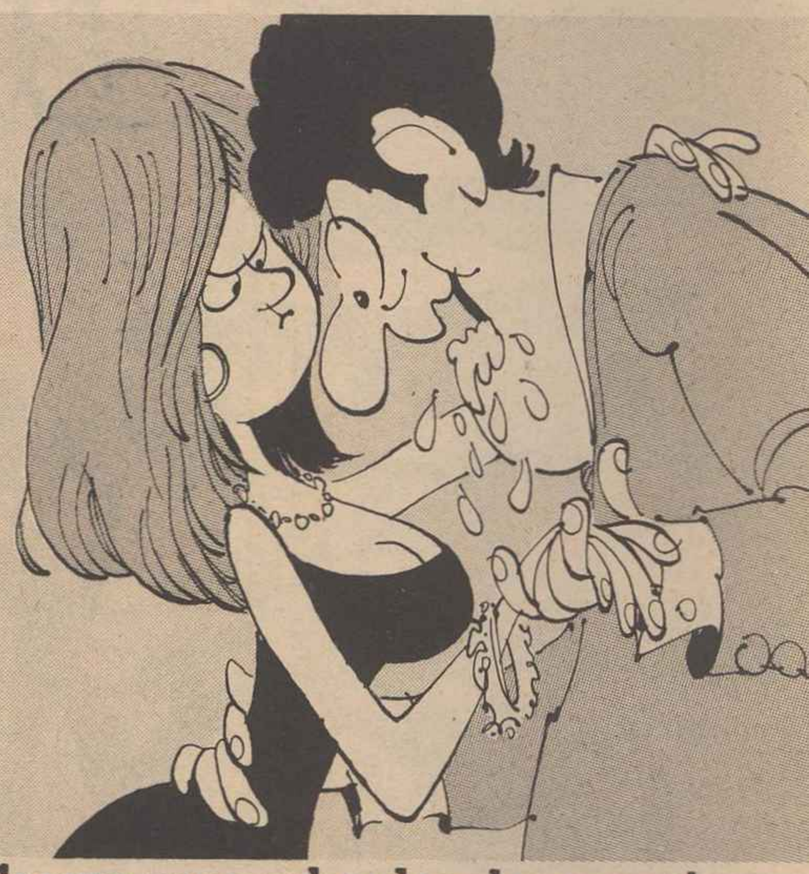
WRITER: MARK DRESSLER



Precocious kids at home are not!



Babies that drool are cute!



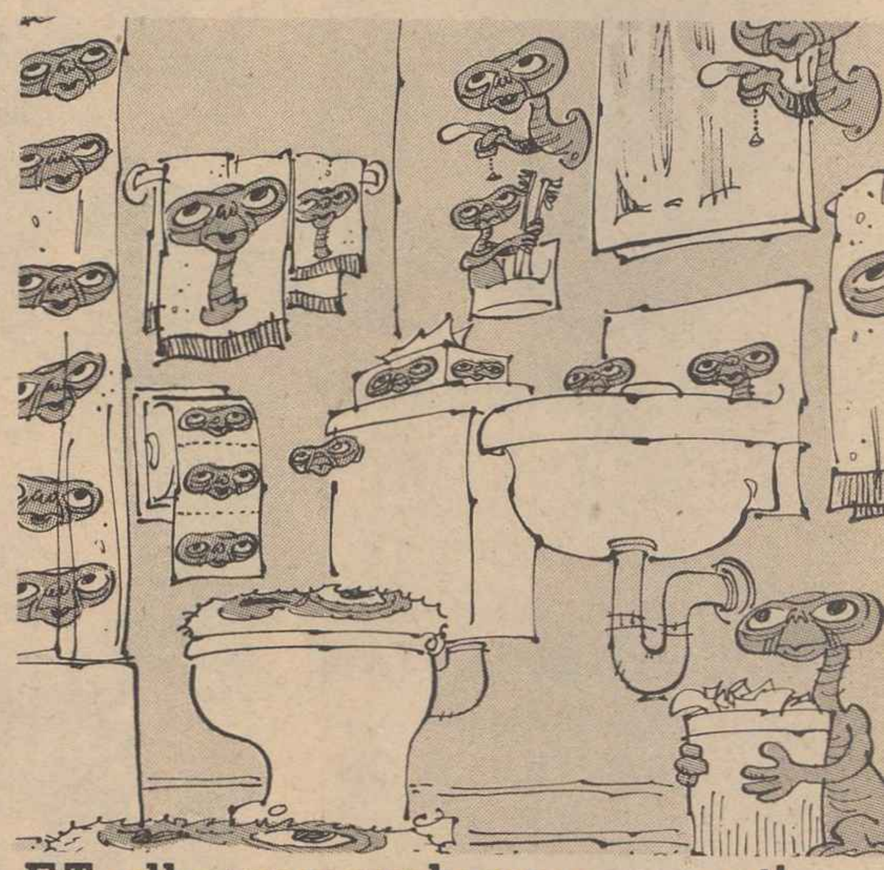
Grown men who drool are not!



People who adore cats are not!



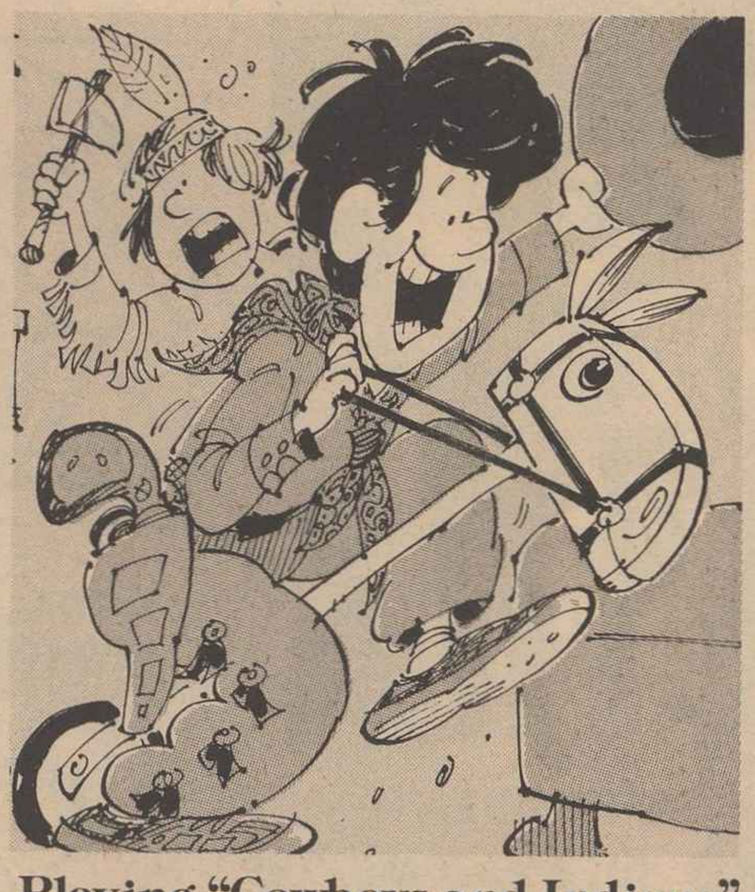
E.T. in the movie was cute!



E.T. all over your house was not!



Your husband's crush on the same teacher is not!



Playing "Cowboys and Indians" when you're a kid is cute ... !



Playing "Cowboys and Indians" when you're President of the U.S. is not!

# MAD'S Modern Believe It or Nuts!

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

CALIFORNIA FRUIT GROWER **Myron Formish** PAYS ALL OF HIS **MIGRANT WORKERS THE MINIMUM WAGE** AND CAREFULLY INSPECTS THEIR **CITIZENSHIP PAPERS** BEFORE HIRING THEM!

**HELEN GURLEY BROWN** ONCE OKAYED AN ISSUE OF **"COSMOPOLITAN"** CONTAINING NO ARTICLES ON **SEX** AND FEATURING A **COVER GIRL** DISPLAYING **NO CLEAVAGE!**

U.S. CONGRESSMAN **EMIL ZAFF** EMPLOYS ONLY **TWO PEOPLE** ON HIS STAFF... *NEITHER OF WHOM IS A **FAMILY MEMBER** OR AN **IN-LAW!***

NATIVE NEW YORKER **ELWOOD McVEY** IS ABLE TO DESCRIBE THE **APPROXIMATE LOCATION** of **WYOMING!**

A **BLOCK PARTY** WAS ORGANIZED BY THE RESIDENTS OF AN **EXCLUSIVE CLEVELAND SUBURB** TO WELCOME THE **FIRST BLACK FAMILY** TO MOVE INTO THE NEIGHBORHOOD!

NAH-NUKE, NAH-NUKE! DEPT.

**Nanoo, Nanoo!** Hi, I'm **Rubin Willyums!** No, this **isn't** a re-run of **"Muck and Windy"!** The scripts on **that** show made a lot more **sense** than the stuff you're about to hear in **this** interview...which the Editors of MAD felt needed somebody **REALLY spaced out** to conduct! And since **I'M** from outer space—or **was** until I was **cancelled**—I got the job! Job being—to interview one of the people responsible for **evacuating us** in case of **NUCLEAR ATTACK!** Meet **Mr. Mirv Dumesdey,** who's been chosen as **MAD's**

# C·R·E·E·P.* OF THE YEAR

**(*Crisis Relocation Emergency Evacuation Planner)**

Hi, Mr. Dumesdey! I'm Rubin Willyums ...from **MAD!**

**MAD?!** Oh, you mean **"Mutually Assured Destruction"!**

No, **MAD Magazine!! "Moronic Asinine Drivel"!**

**Sounds** like your typical Government Agency! Anyway, that **MAD** policy is **no longer valid!** Thanks to our **Crisis Relocation Plan,** the civilian population **won't** be totally destroyed! We'll only lose about **60** or **70 million!**

**60 million?!?** If I had that many viewers, I'd still be on the tube!!

Yes, but look at the **BRIGHT side!!** With all those **casualties,** the **Unemployment Problem** will be solved!

CREEP NUCLEAR BLAST-PROOF BUNKER

VIDEO CASSETTE FILMS FEATURES GAMES

ARTIST: HARRY NORTH WRITER: LOU SILVERSTONE

Do you really think we can actually **survive** a Nuclear War!?

"Nuclear War" is **not** to be **mentioned** around here! We invested a **ton of money** to make it **OBSOLETE!**

You mean you spent money to find a **more acceptable way** to settle our differences?

No, we spent it on **P.R.**— trying to come up with a **less frightening phrase** for it! We've come up with **NUCLEAR EXCHANGE!**

Has a **nice sound** to it, huh!? Like we'll be **trading GIFTS** at **Christmas time!**

WHAT TA BUTLER SAW

FAMILY AMUSEMENTS INC.

5¢

MAD

500

I **dig** where you're **coming** from! It's like when **Ron, The Gipper,** called the **MX Missile "The Peace Keeper,"** right?

**Right!** See that **missile silo?** It contains a **Multi-headed Missile,** capable of wiping out an **entire city!** From here on, we'll **refer** to a silo like that as a **"Little House On The Prairie"!** That way, folks **won't object** too much when we stick 'em in their **backyards!**

SILO 13

Are there **special plans** for protecting **important people** like the President, The Vice-President, Tom Selleck and Miss Piggy...?

Surely, you **jest!** If you're **essential**... like **me**... you're in **Category A,** and will spend the war in a **shelter** like **this**— with **basic comforts!**

**Basic comforts?!?** The average person doesn't live **this well** in **peacetime!**

This **isn't FOR** the average slob! This is for **VIP's!**

CAVIAR

Are the **wives** and **families** of these VIP's considered to be **essential?**

If **YOU** had a Secretary like Miss Cleavage, would **YOU** consider your wife to be essential?

How about **comedians**...?

**They're** classified **"F"**— along with **other** useless professions like artists, writers, editors, publishers and college students!

MA

NO FALLOUT ZONE

You're **WRONG!!** You're gonna **need LAUGHS** in those shelters!

Like, how can you tell a **California Widow?**

**She's** the one in the **BLACK tennis outfit!** Har...har...

Or...hear about the guy who put **lemon juice** in his **Jacuzzi,** and **PUCKERED** himself to death? Har...har...

**That's** okay! If we **want** a few chuckles, we'll always have our **OWN clowns**... **James Watt** and **Ed Meese!**

NO FALLOUT ZONE

What will life be **like** after a Nuclear Attack? Will there be **air** to breathe? **Water** to drink? **"Monday Night Football"**...?

We intend to **keep** things **normal!** All teenagers will have to **register** for the **Draft**... and the **IRS** will be doing **business as usual!**

**Shazbat!!** We have to pay **TAXES** after we're **NUKED?!**

**Of course!!** I mean, how are we Government Workers gonna get **PAID** if you dummies don't pay your **TAXES?!**

I.R.S. SHELTER

CHANNEL 13

U.S. ARMY RECRUITING STATION

CREEP

Suppose, miracle of miracles...

You mean, suppose there's **no war?!**

No, suppose I have a **tax refund!** How will I **get** it...?

Same as always... through the mail! We intend to have **mail deliveries** to **all survivors!**

Yeah, and one hell of a **Dead Letter Office, too!!**

**Forget it,** turkey! It's **bad enough** delivering this junk through **rain** and **snow** and **gloom of night!** Ain't **no way** I'm gonna wander around in that **radioactive crud,** lookin' for **houses** an' **people** that were **blowed away!** Here's your mail!

Hey, this mail is a **month old!**

Yeah... and that's **WITHOUT** any jivin' **NUKES!!**

Have you got a **shovel**...??

I—I **had** one, but I think I **lost it** at the **beach!** I—I still have my **pail,** though!

Better get a **NEW SHOVEL!** It **may** save your **LIFE** someday...!

You'll need a **screw driver,** too!

**Of course** I will! I can **SEE** that there are **plenty** of **screws loose** around here...!

MEN'S ROOM

It's to take the **DOOR** off its **hinges!!**

Hey, I **know** the President wants to **cut down** on Government workers **goofing off** ...but this is **ridiculous!!**

Who **IS** that guy...an **unhinged Hardware Salesman?**

No... he's a **Deputy Under-Secretary** of **Defense!!**

You mean he's on **OUR side**...?!? **HALP!**

He claims that if you dig a **hole,** put a **door** over the top and **cover it** with three feet of **dirt,** you'll be **safe** from a **nuclear blast!**

The best of **luck** to you, Mr. Under-Secretary! And to your **SHOVEL,** too...!

**Come on,** you dirty Commie rats! **Drop** your lousy bombs!! I'm **ready!!**

U.S.S.R. EMBASSY

CHANNEL 13 PLEASE GIVE GENEROUSLY

*Uh*—if there **IS** a Nuclear Attack... **WHO's** gonna be **around** to shovel that **dirt** on the **door** for him?

He **hasn't worked out** that little detail yet! Come on ...I'm briefing a group of concerned citizens on our **evacuation plans** for their **city!**

SENIOR CITIZENS (EX-PENTAGON ONLY)

In the event of a **Nuclear Attack,** you and your families will get into your **cars** and drive to **South Succotash,** which has been designated as your **host area!** Think of it as a **vacation** in the **country!**

**Some vacation!** That hick town doesn't have a **decent hotel** or a **tennis court!**

And be sure to bring your **credit card** with you!! In other words ...**don't** leave home **without** it!

**Holy Shazbat!** Is the next war going to be sponsored by **American Express?!?**

MAIN HALL
**CREEP**
BRIEFING
MIRV DUMESDAY

Bring along extra **food** and **clothing!** There are a few **no-no's** ...like **NO ANIMALS...**

Does **that** mean I can leave my **HUSBAND home**... and take my **cat?**

**No alcoholic beverages...**

If I can't bring along a **six-pack,** I'm **not going!**

...and **no firearms!!**

You **can't do that!** It's **unconstitutional!!**

I'll bet **Nancy** takes **her** teensy-weensy little gun!!

Just **stay cool!** Remember... the **success** of the evacuation depends upon your **remaining calm!**

We **want** our **guns**...!!

We **want** our **booze!!**

We **want pets!!**

**Arf!! Arf!!**

Well... so much for **remaining cool** and **calm!**

I have **another** little surprise for them! When they **reach** the **host area**... their **CARS** will be **IMPOUNDED!**

**Shazbat!! No wonder** you don't want them totin' any guns!!

Now we're going to make a **"Trial Evacuation Run"** to **South Succotash!** Our **plan** calls for it to take **five hours!** You'll find people in small towns **a lot more friendly** and **cooperative!**

CREEP

Well, we **made it!** And it **only** took **TEN hours!** Lucky for us it wasn't the **RUSH HOUR**... like a **REAL-LIFE EVACUATION!!**

You ought to put up **interesting signs** for people to read along the way...

Like, **"Don't Look Back! The Blinding Flash May Prove Harmful To Your Health!"**

Or, **"Only One More Mile To Fresh Air!"**

**Okay, pull over...!!**

SALOON

SUCCOTASH

Okay, let's see your **license!**

I'm from the **Federal Government,** Officer! We're conducting a **"Crisis Relocation Test"** in case of a **Nuclear Attack!**

Sheriff, better get on **over** here! We got us a **live** one! Some **idiot** thinks that we're gonna be **NUKED!**

**Okay,** Buddy! Let's see you walk this **straight line!!**

I'm **perfectly sober!** I'm from the **Government,** and **South Succotash** has been selected as a **host area! Fifteen thousand people** from the **city** will be **relocated** here in case of a **Nuclear Attack!**

By God, if **any** of 'em show up around **here,** they'll get **tickets** for **trespassin'... all fifteen thousand of 'em** ...I **guarantee it!** And **here's YOURS...!!**

**Well,** folks... so much for **friendly** and **cooperative!!**

**WELCOME TO SOUTH SUCCOTASH**
**STRANGERS KEEP OUT!**

Your local officials will be notified! We've worked out all the **details** for **relocation!**

Here's **one** detail you **forgot!** Our **sewage system** can't even handle the **two thousand people** we've got here **now!** So what in blazes are **fifteen thousand refugees** gonna do when they have to go to the **John,** eh??

**I've** got it! They can all borrow **SHOVELS** from the **Under-Secretary** of **Defense!**

SALO

I really hate to **mention** this, but what are the **survivors** supposed to do about getting **medical treatment?**

**Shelters** will have **ample supplies** of medicines and medical personnel!

That's okay for the **VIP's**... but what about the **REST** of us?!? What are **WE** supposed to do. . **play "DOCTOR?!?**

YOU ARE LEAVING
OUTH SUCC
DO NOT
COME BACK

Well, our **plan** can't save **EVERY-ONE!** But this Administration is **deeply concerned** about saving as **many** lives as **possible!** Isn't that **right,** General Firstryke?

You **better believe it!** There's nothing more **precious** than a **human life!** We're **all God's creatures** after all!

Then **why not** build **shelters** for **EVERY-BODY?!?**

You're talking about **seventy billion dollars,** boy! Do you know how many **missiles we** could **buy** with that money?!? Enough to level **Leningrad, Minsk** and half of **Moscow!!**

**No wonder** that so many **Bishops** and **Rabbis** and **other** religious leaders want an **immediate NUCLEAR FREEZE!**

**Those** guys should stick to **Church** stuff... like **School Prayer, Bingo Games** and **Las Vegas Nights**... and leave the **serious problems** to us **Think Tank** and **Pentagon experts!**

Folks, that **message** was brought to you by the people who gave us **DENSE PACK!!**

Listen... if The Good Lord **hadn't INTENDED us** to have Nukes, He **wouldn't** have **given them** to us!

Gee! **How come** He gave 'em to the **Russians, too,** when **they're atheists?**

**HE** didn't have nothin' to **do** with it! It was that **rot-ten LIMEY traitor** who gave 'em the formula!

One last question! **When** will your Re-location Plan be **ready??**

Our **target date** is **1990!**

**Shazbat!!** I think I'll get myself a **SHOVEL!!**

And **then,** if we get some **decent weather,** it'll only take us a **week** to put the Evacuation Plan into **action!!**

You mean, the Gov-ernment is spend-ing **billions** on a **plan** that depends upon the **Russians** giving us a **WEEK's NOTICE... ?!?**

I can see it now... the **RED PHONE** in the **White House**... ***RINGGG!!***

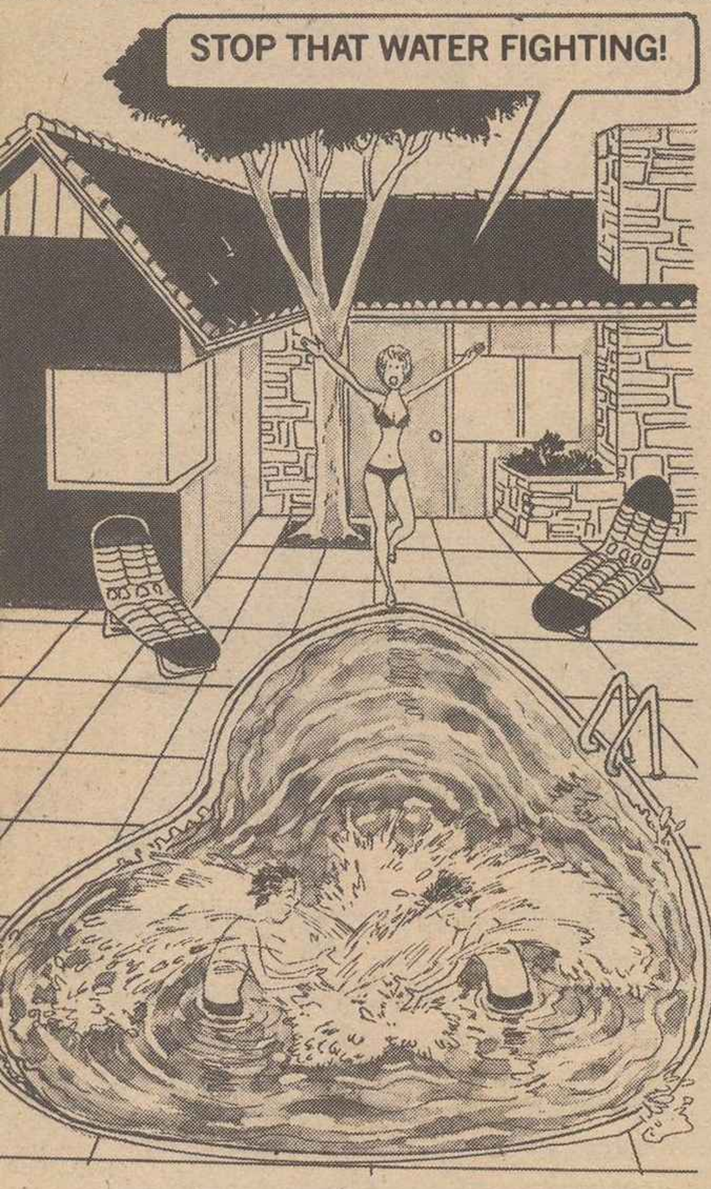
Hello? Is **White House?** Is **Premier Andropov** here! I want talking to **President!**

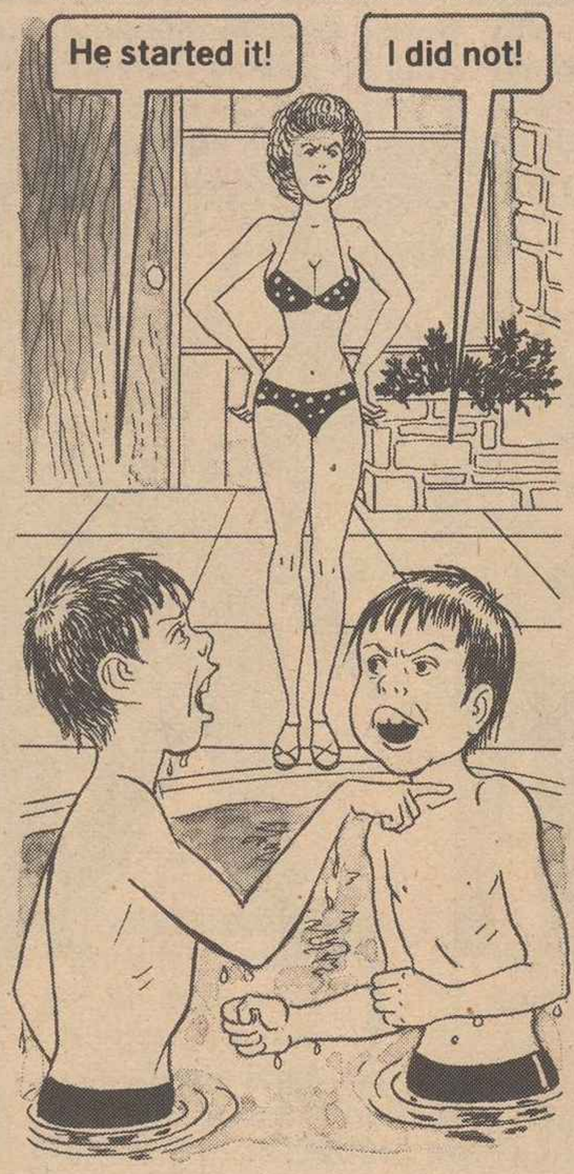
Is **sleeping...?** No... when he is **waking up,** tell him we are going to **Nuke** you rot-ten Imperialists **next week** on **14th!**

Ya... on **14th!** You having my **word!** You **also** having a **nice day!**

**Nanoo, nanoo!** This is **Rubin Willyums**... signing off and returning you to **MAD!!** Th—th—th—that's **all,** f—f—f—folks!!

# SQUABBLING





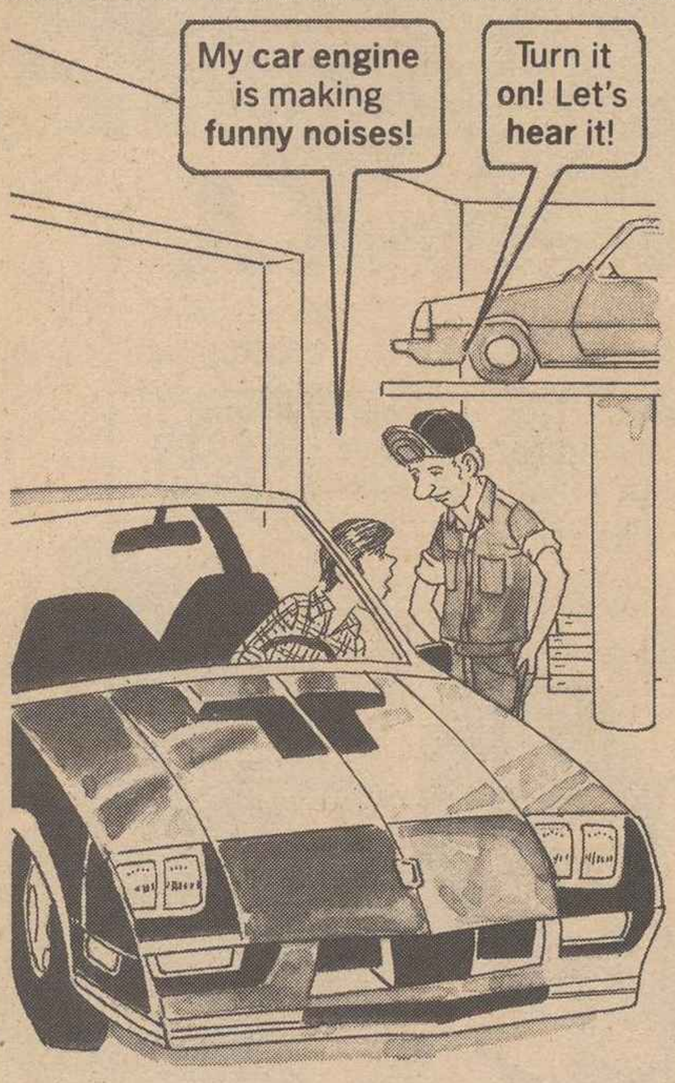


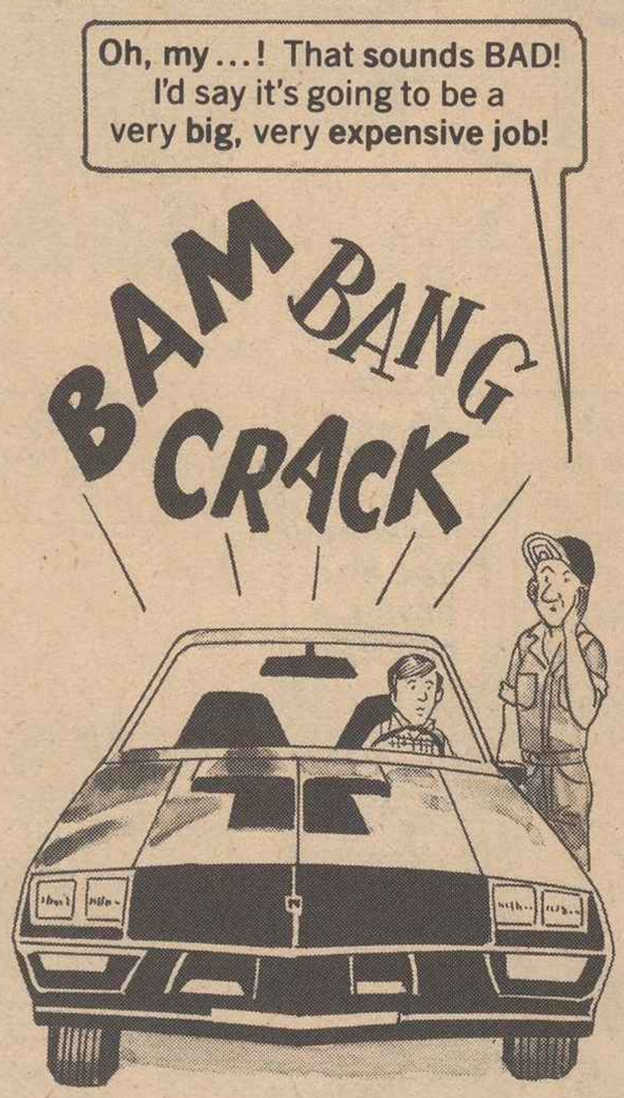


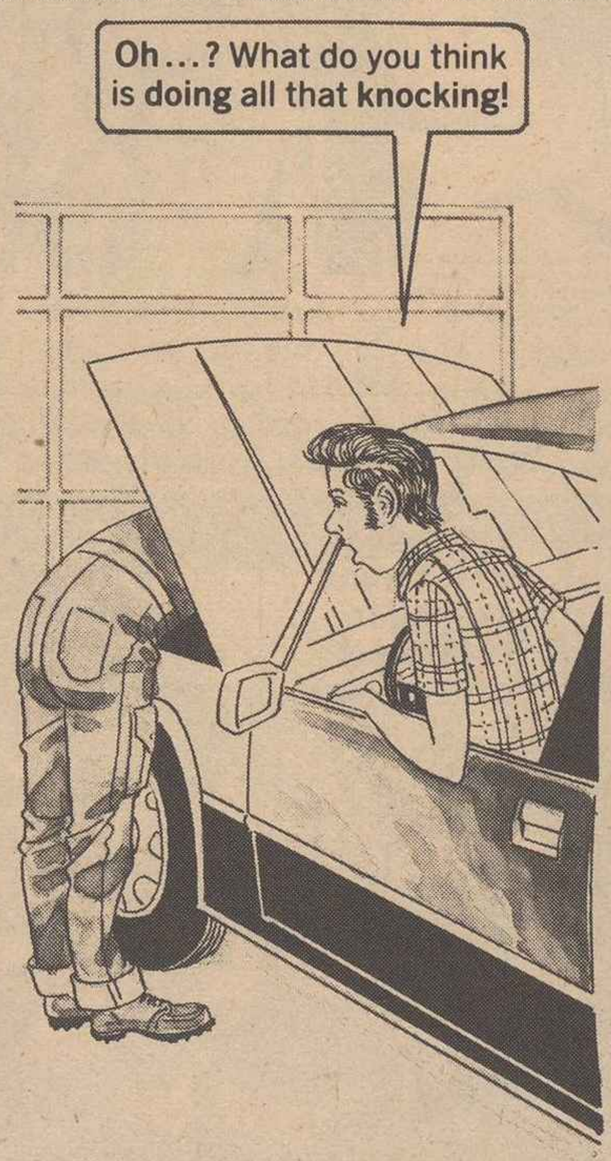

BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## AUTOMOBILE REPAIRS

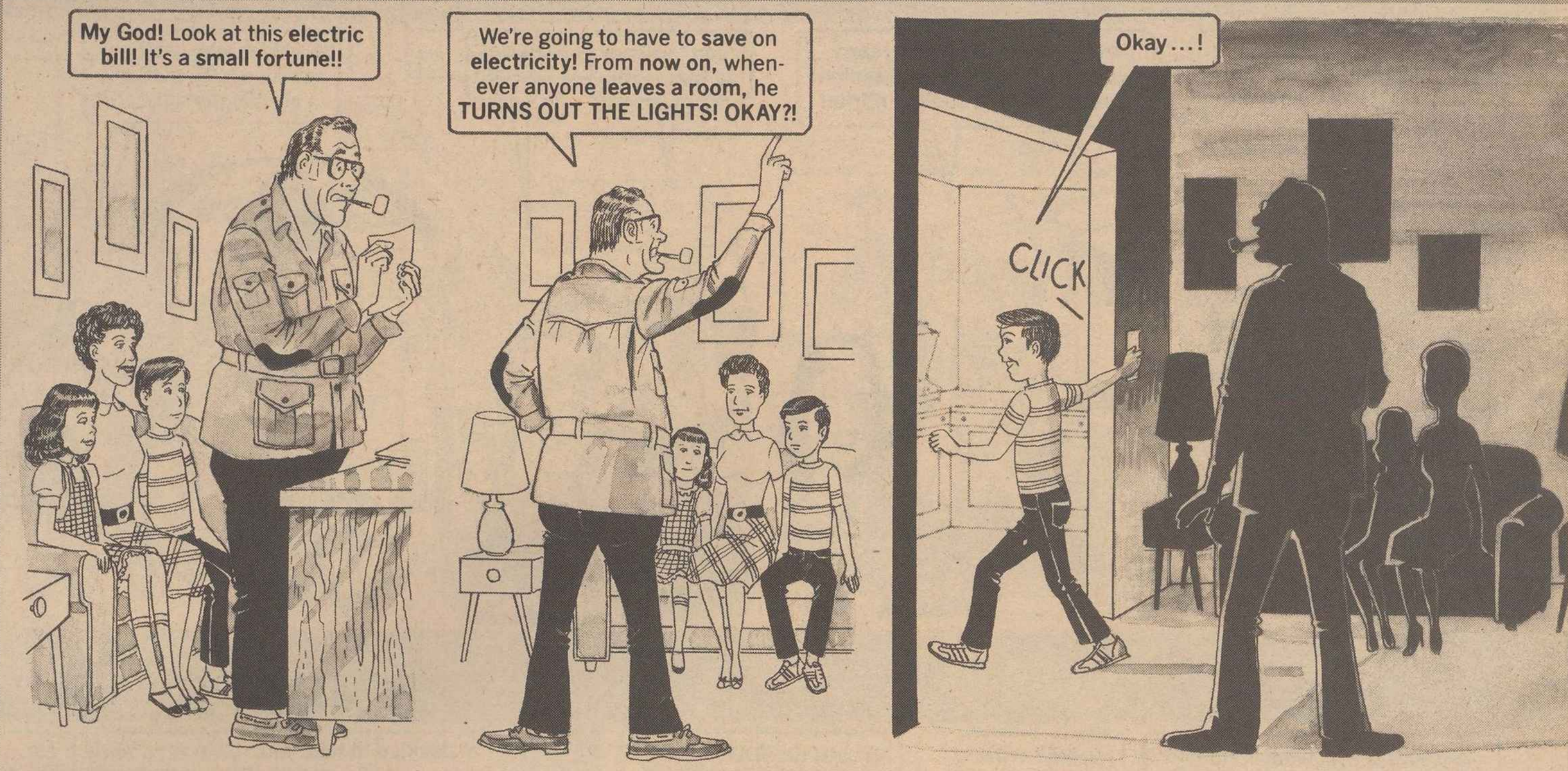





## ECONOMIZING



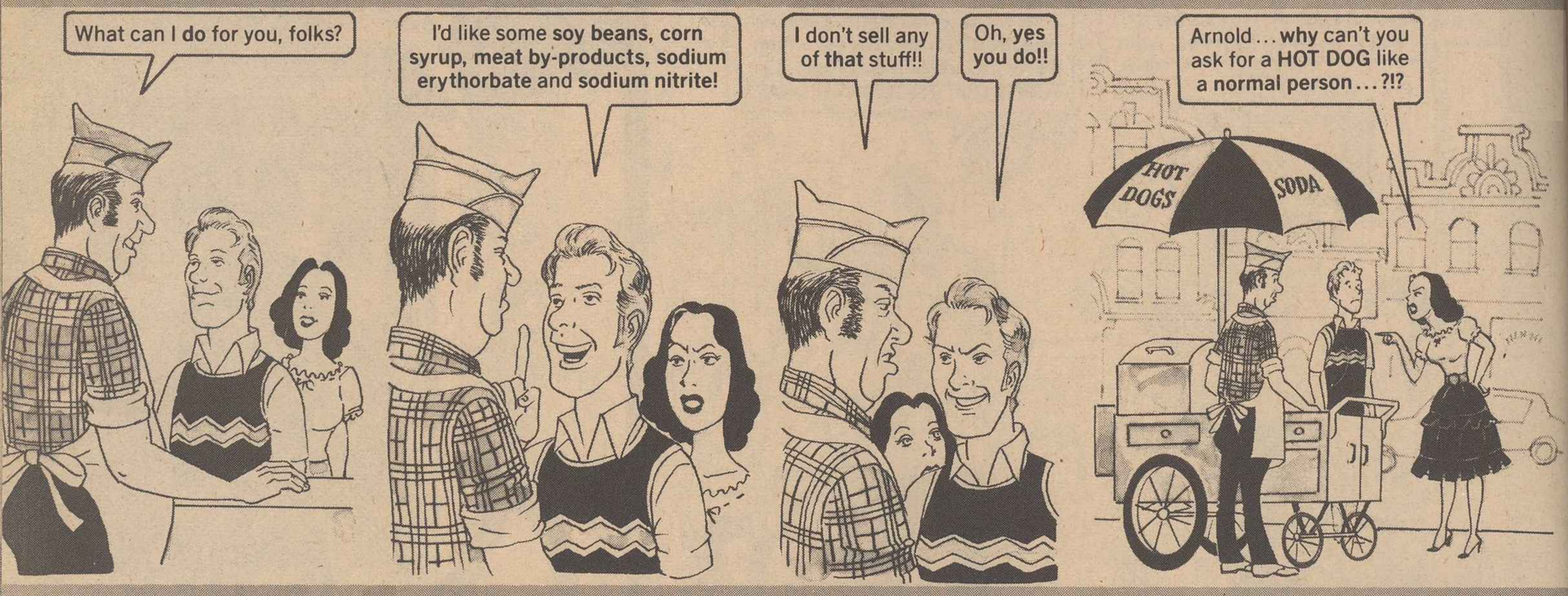

# R SIDE OF...

ARTIST & WRITER:
DAVE BERG

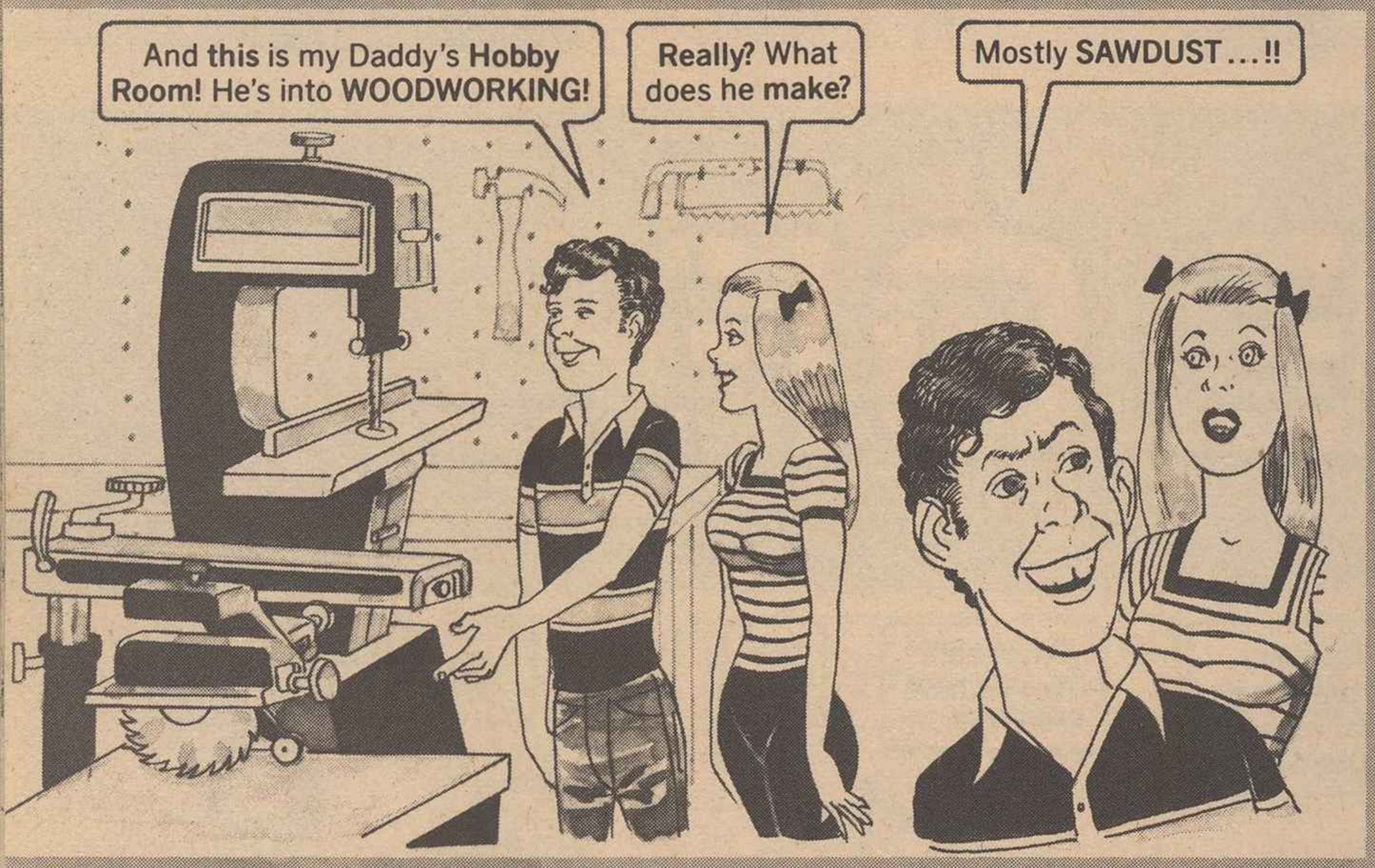
## PETS



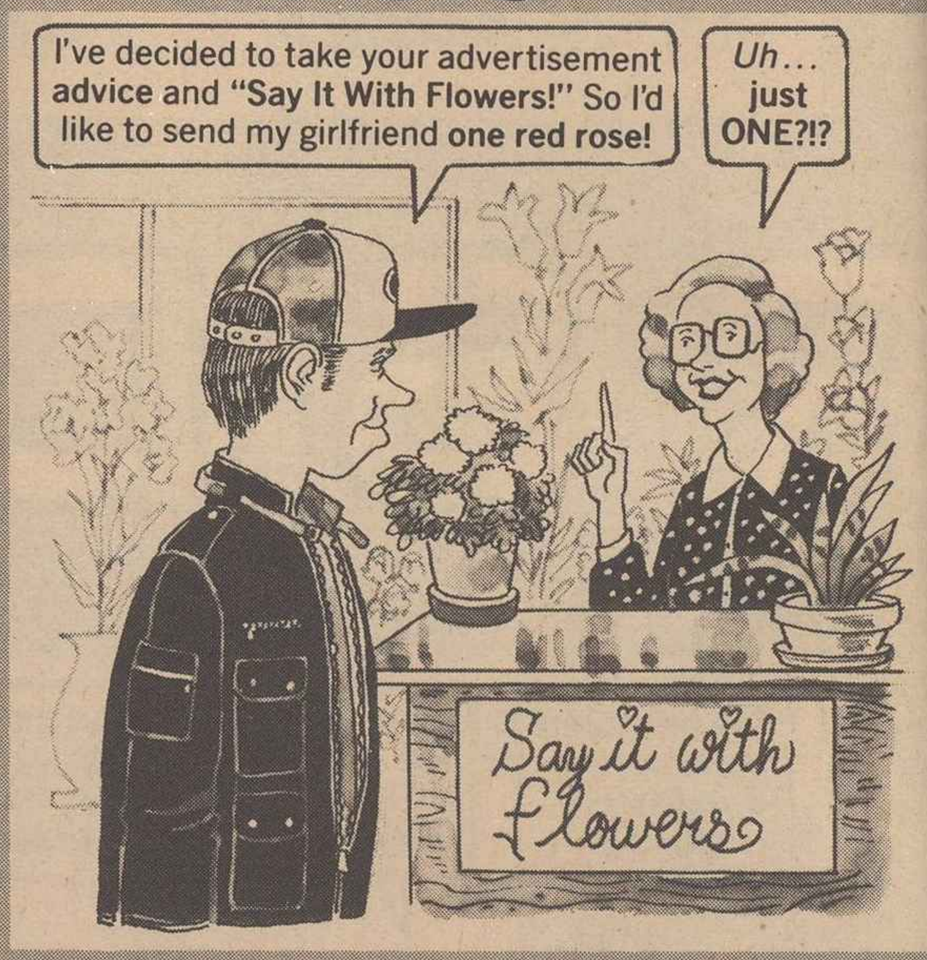
# PROPER NAMES




# HOBBIES



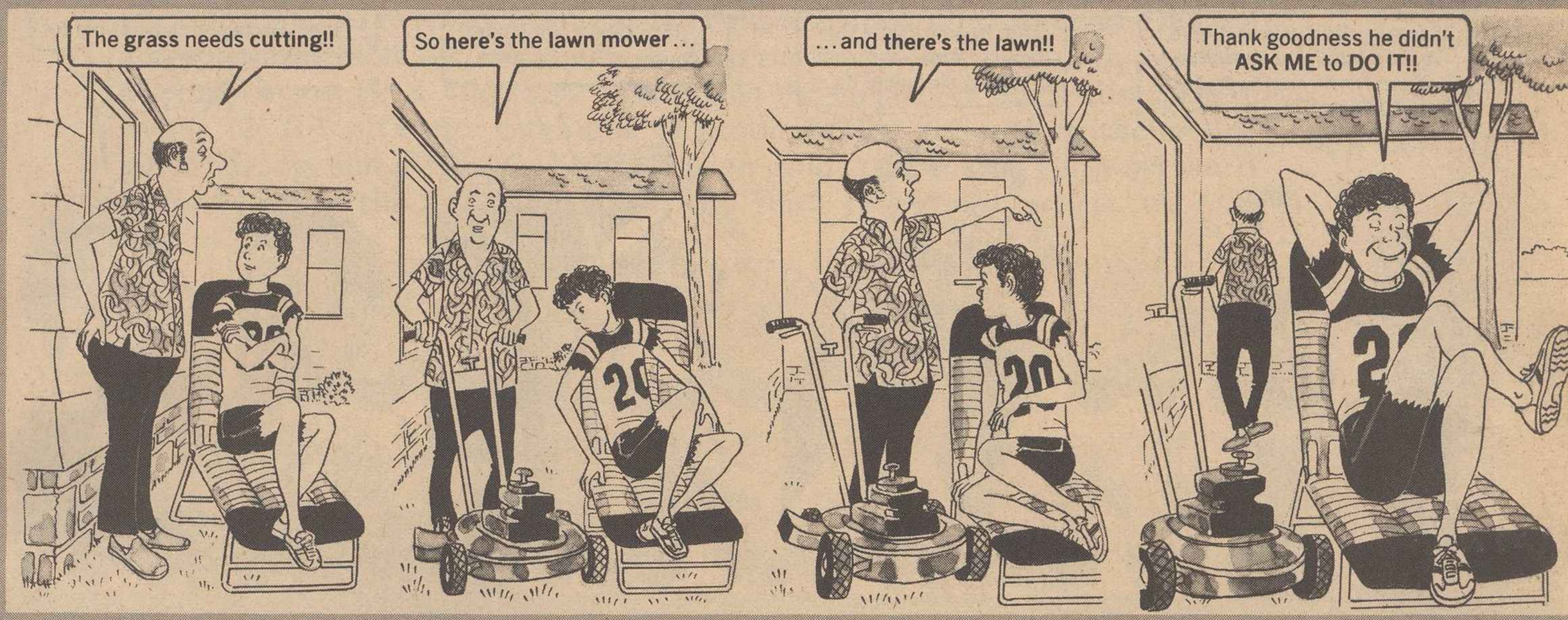

# FLORISTS



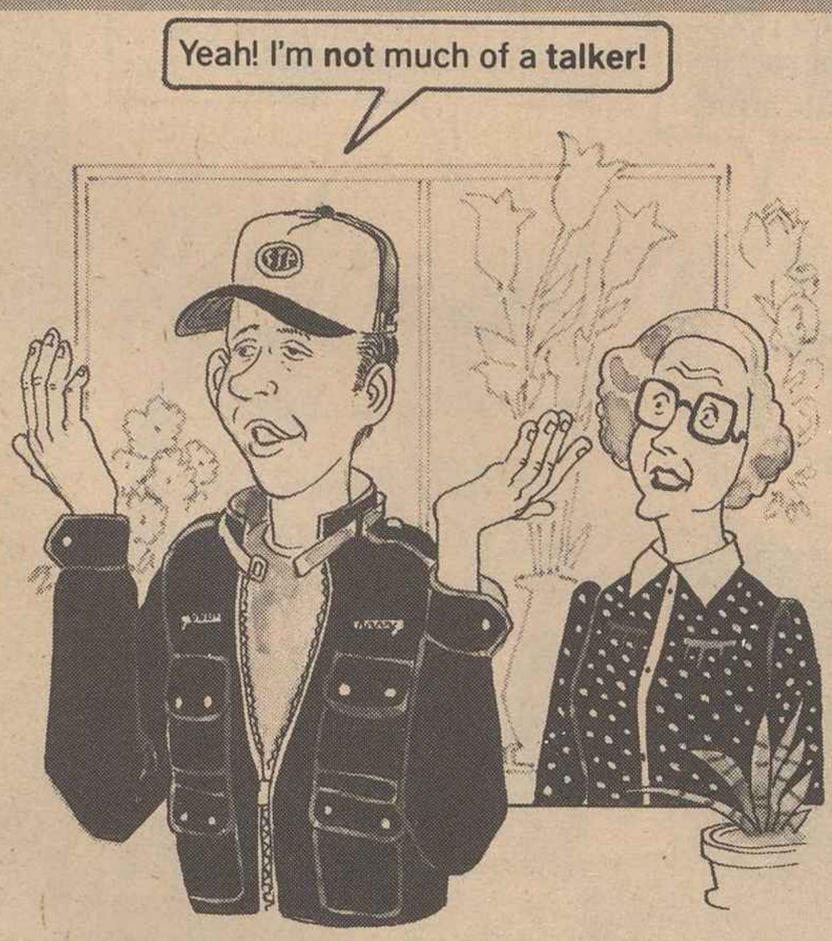

# DINING OUT



# CHORES

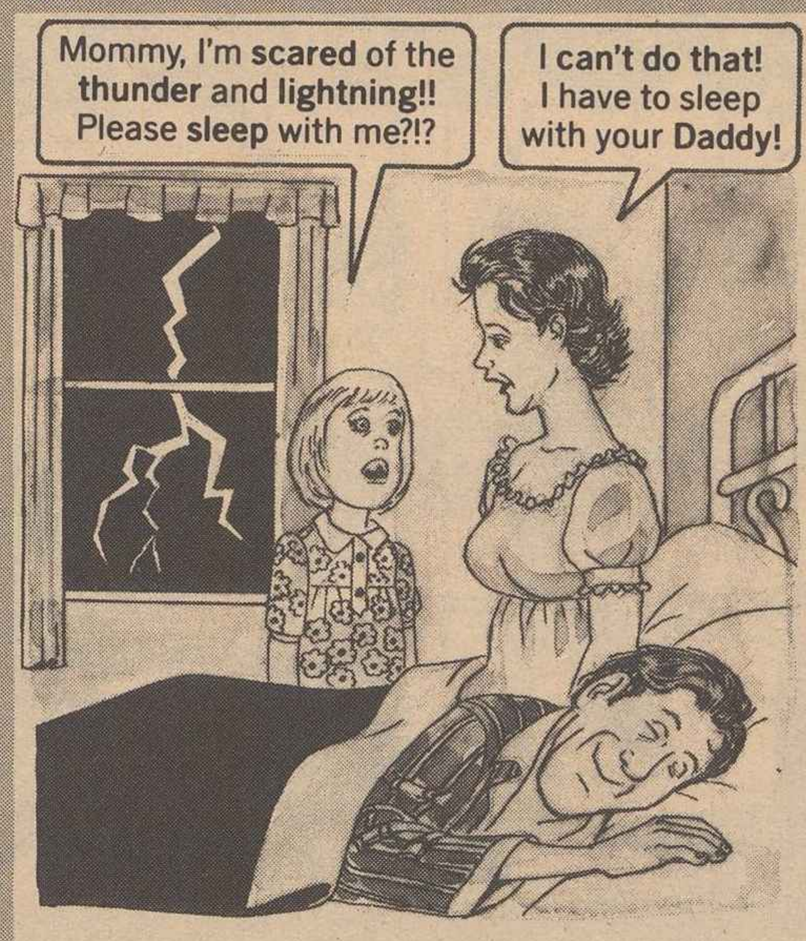



# FEAR









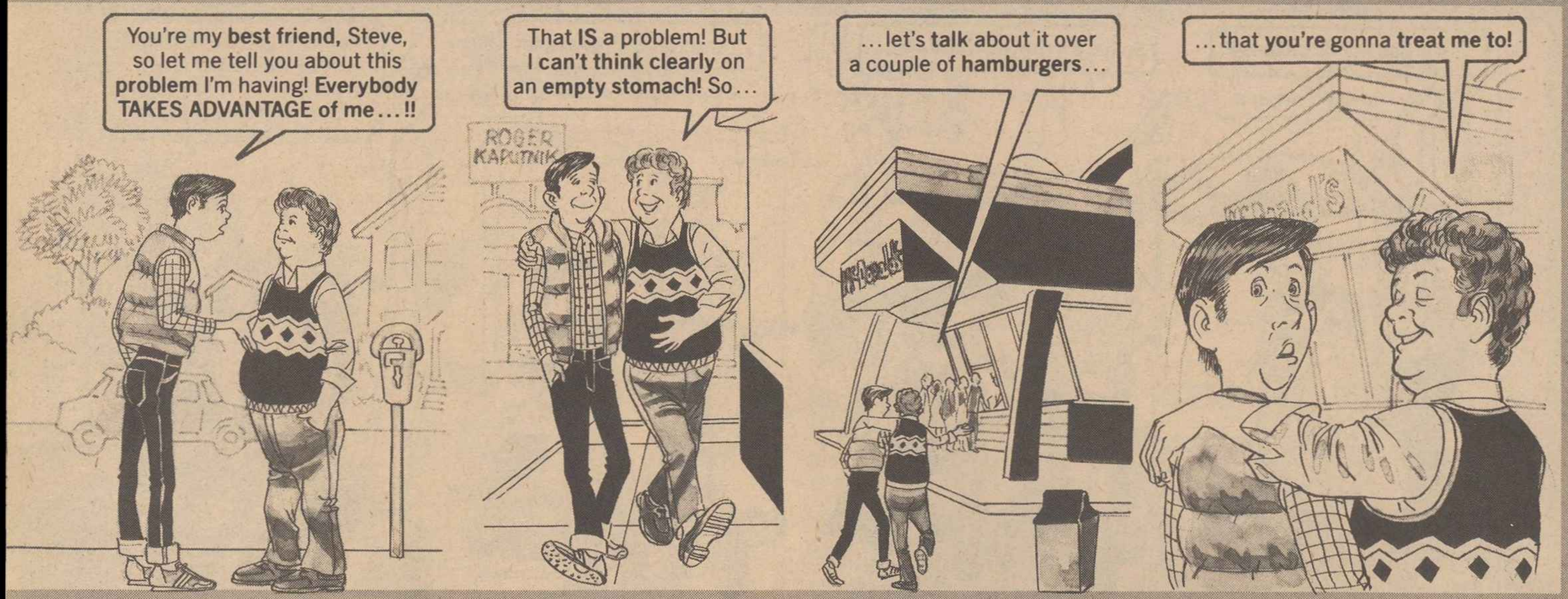




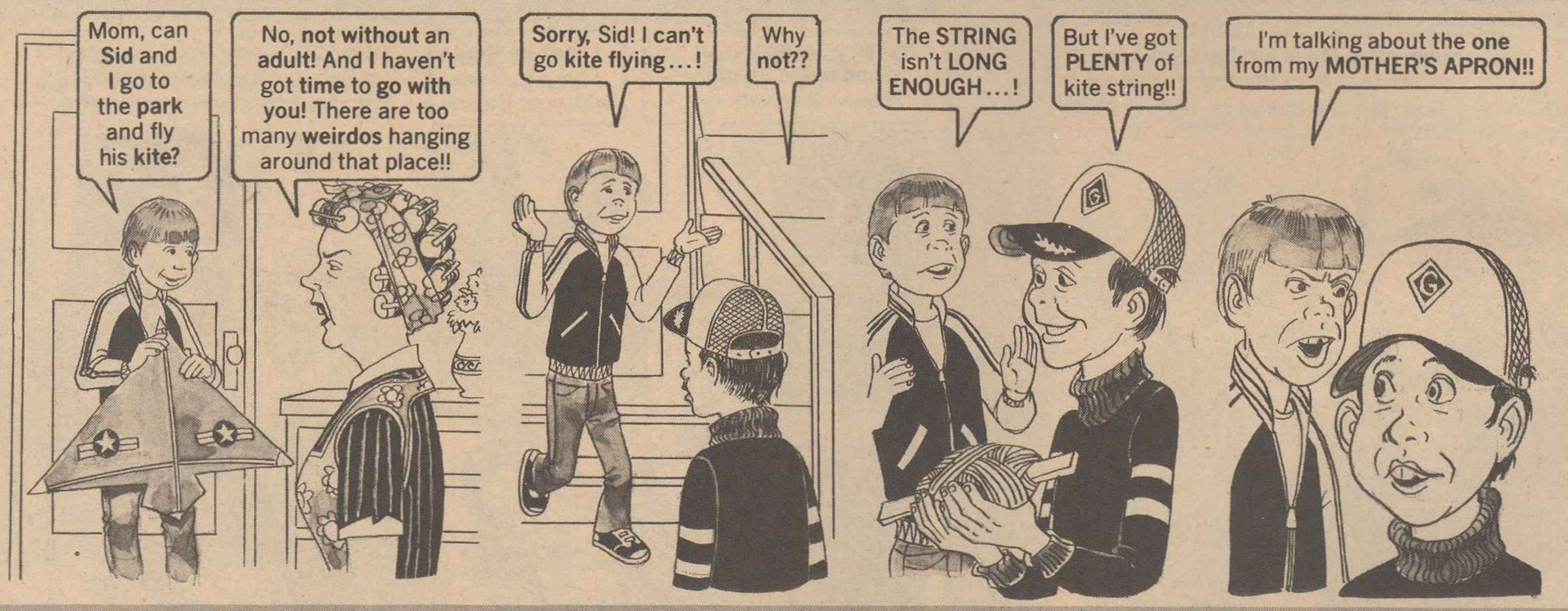
# INHERITANCES



# FRIENDSHIP



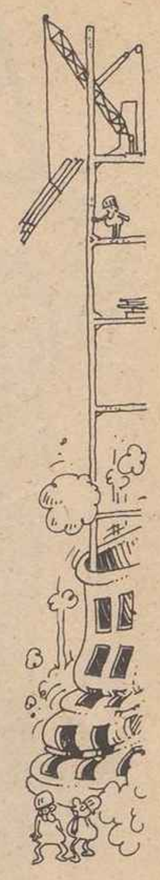

# MOTHERS




# CRITICISM



If you've ever flown, you know that every airline passenger is provided with reading material to help while away the time and make you forget how boring and uncomfortable the trip really is. This reading material usually consists of three items: (1) A magazine that extols the virtues of the airline you're flying, (2) A mail order catalogue of products that are sold by the airline you're flying, and (3) A safety information guide that makes you wish you'd never heard of the airline you're flying. With this idiotic article, we take



# A MAD LOOK AT AIRLINE SAFETY INSTRUCTIONS

*Airline emergency proceedures look great...on paper!*

**SAFETY INFORMATION**
**INFORMATION DE SEGURIDAD**
**RENSIGNEMENTS POUR VOTRE SECURITÉ**
ROTSA RUCK

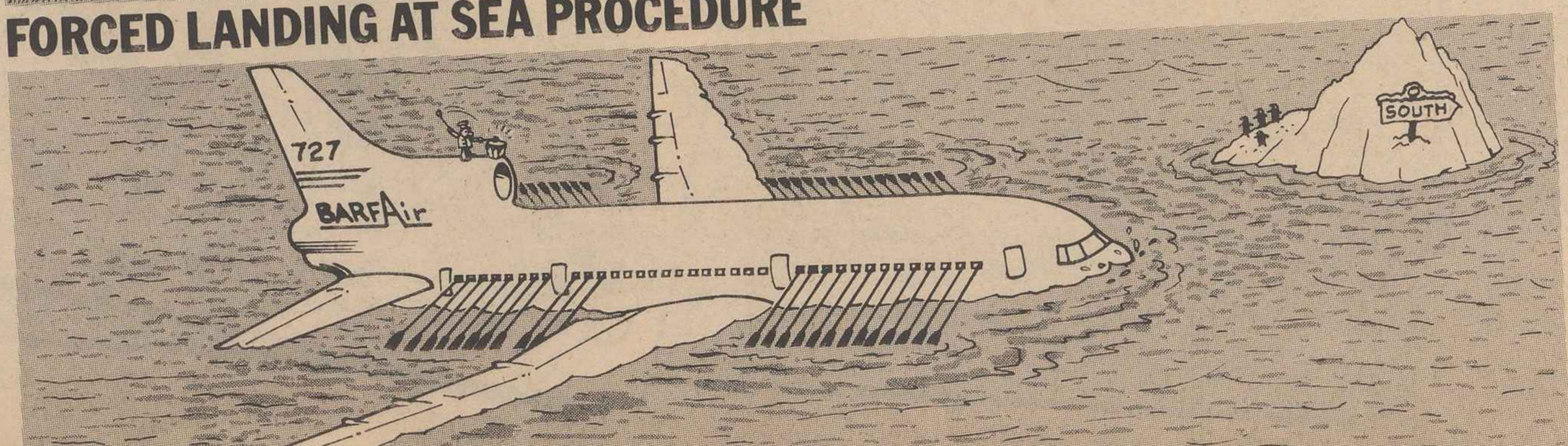
**BOING FATBELLY**
**727** FEET (AROUND THE MIDDLE)

WRITER AND ARTIST: AL JAFFEE

## HOW TO LOCATE THIS CARD



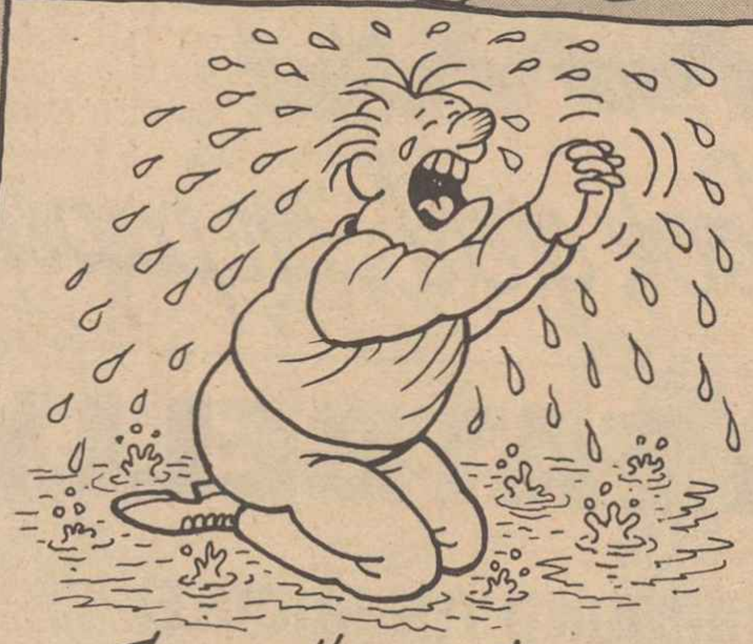

## FORCED LANDING AT SEA PROCEDURE



# But in real life, they wouldn't quite work out that way...

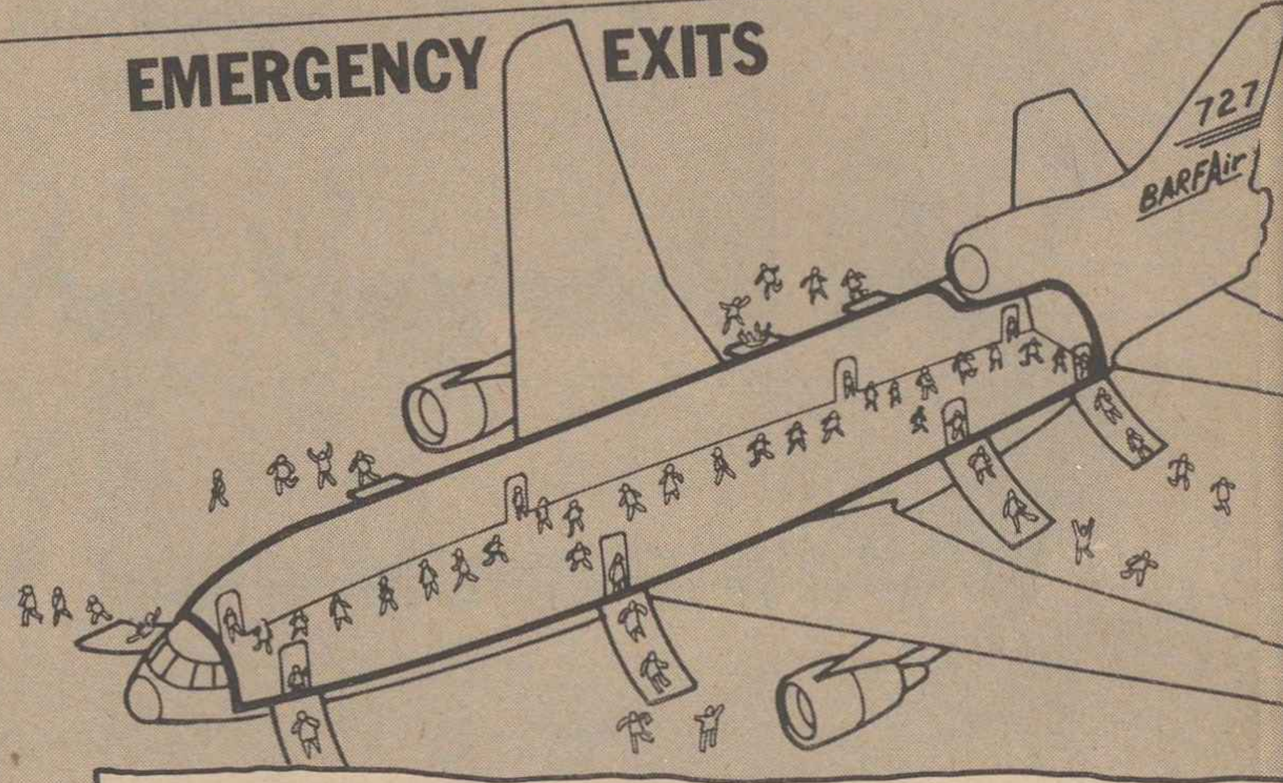
## EMERGENCY LANDING POSITION



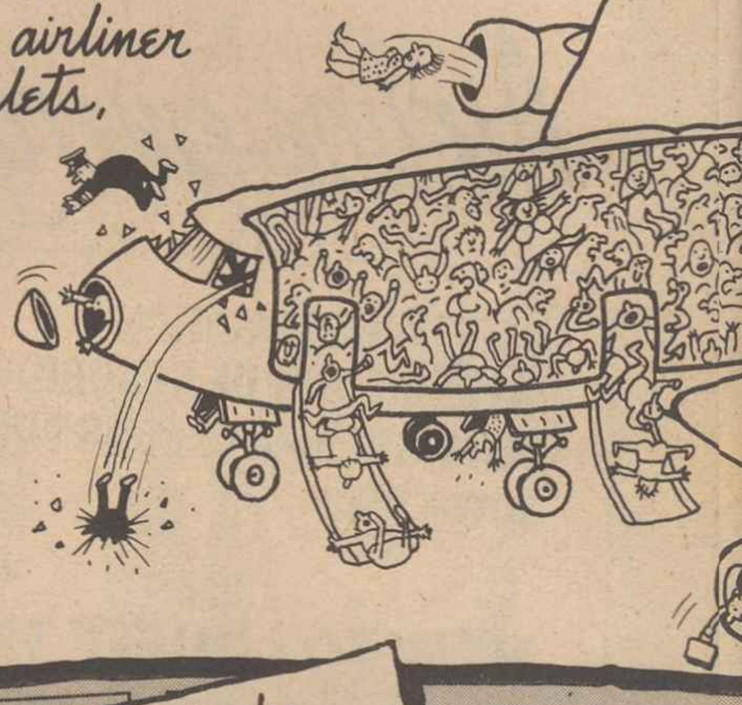


This is the position most passengers will probably assume!!

## EMERGENCY EXITS



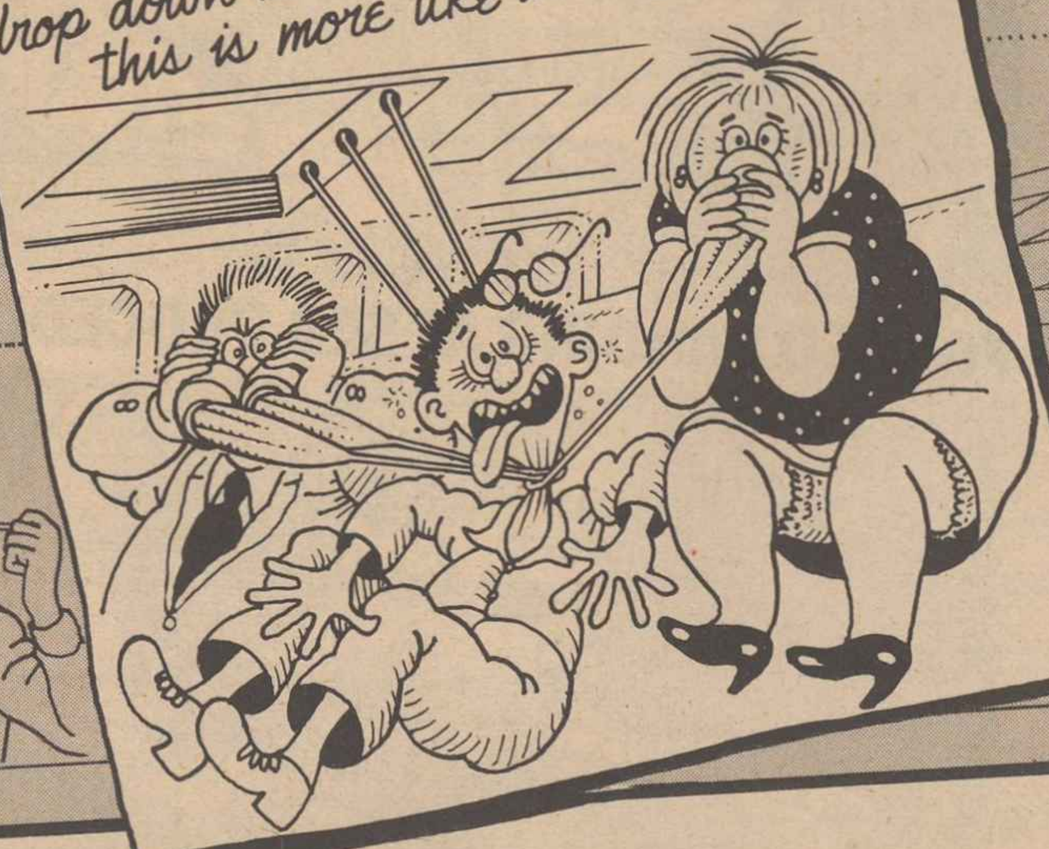

Diagrams of passengers heading for the exits always show an airliner with no seats, toilets, galleys, compartment walls, movie screens -- or people packed in like sardines!!



## USING EMERGENCY OXYGEN



When three hundred oxygen masks drop down into a hysterical crowd, this is more like what you'll see!!





## OPENING EMERGENCY DOOR EXITS

OPEN

## OPENING EMERGENCY WINDOW EXITS

*Sure, the exits are clearly marked with opening arrows, handles, push buttons, etc ... but try and reach them !!*

EXIT

727

BARF Air

HELP!

*Landing at sea gives you about eight minutes to locate rafts, inflate them and load three hundred passengers into them! Fat chance, when it takes thirty minutes to unload a plane at an airport !!*

Al Jaffee

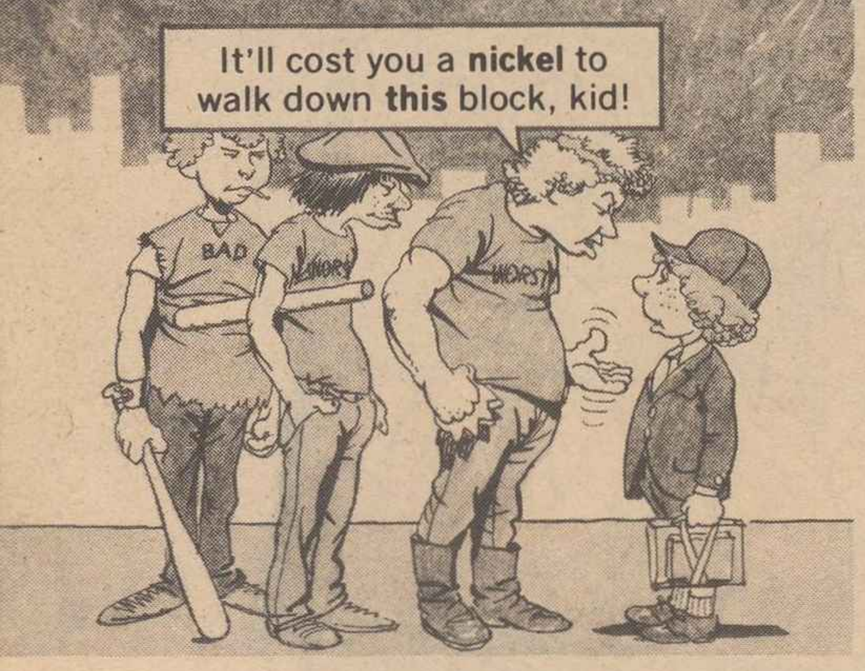
## LAUNCHING THE LIFE RAFTS

DUPES AND DON'TS DEPT.

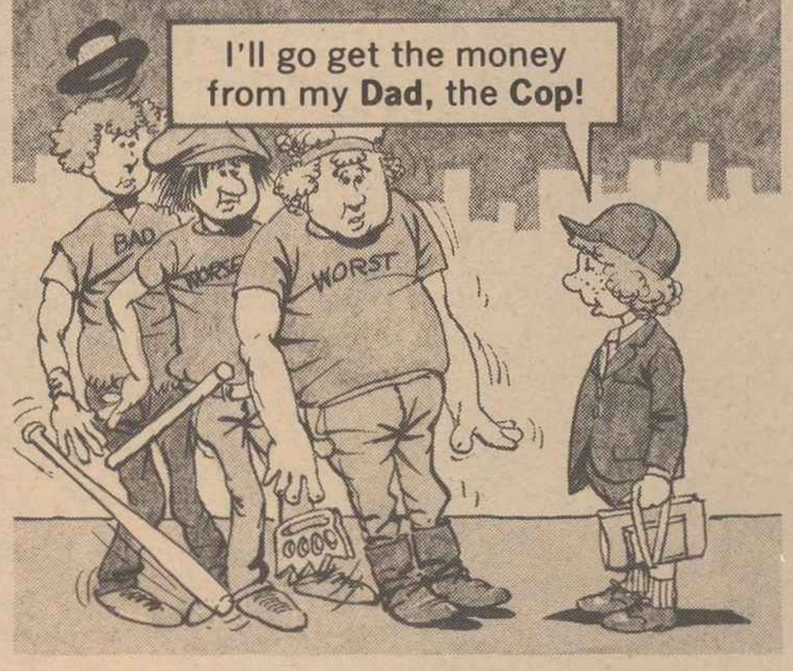
Ever lie awake at night, wishing you could re-live some important moment in your life because you just thought of a clever retort you could have made at the time? Unfortunately, most of us never seem to hit upon the best thing to say until long after we've already made fools of ourselves by saying the worst possible thing! Well, fret no longer! MAD now instructs all its clod readers in

# THE BEST... A THINGS TO SAY

## WHEN SOME BIGGER KIDS SAY...



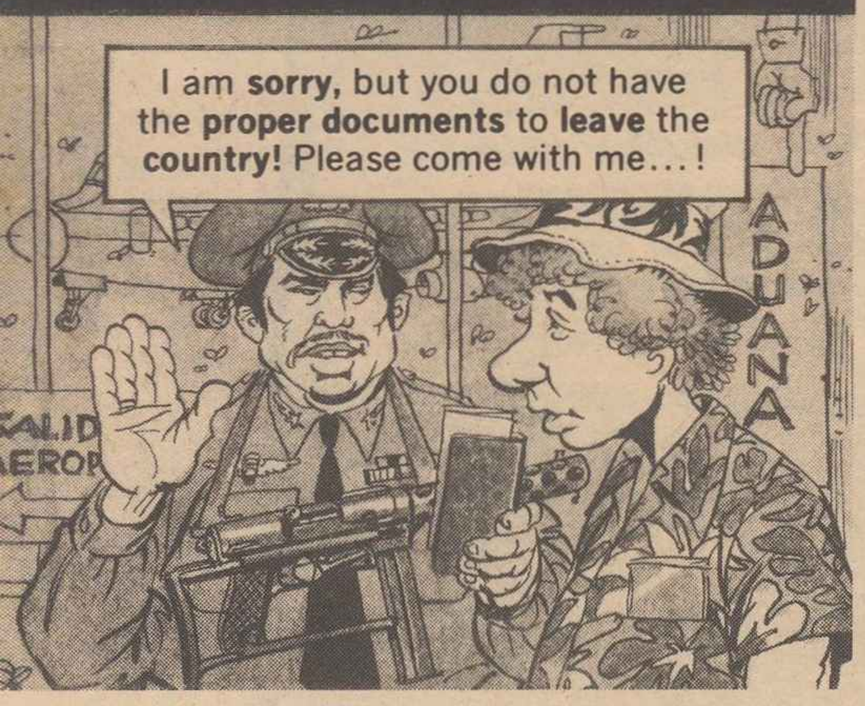

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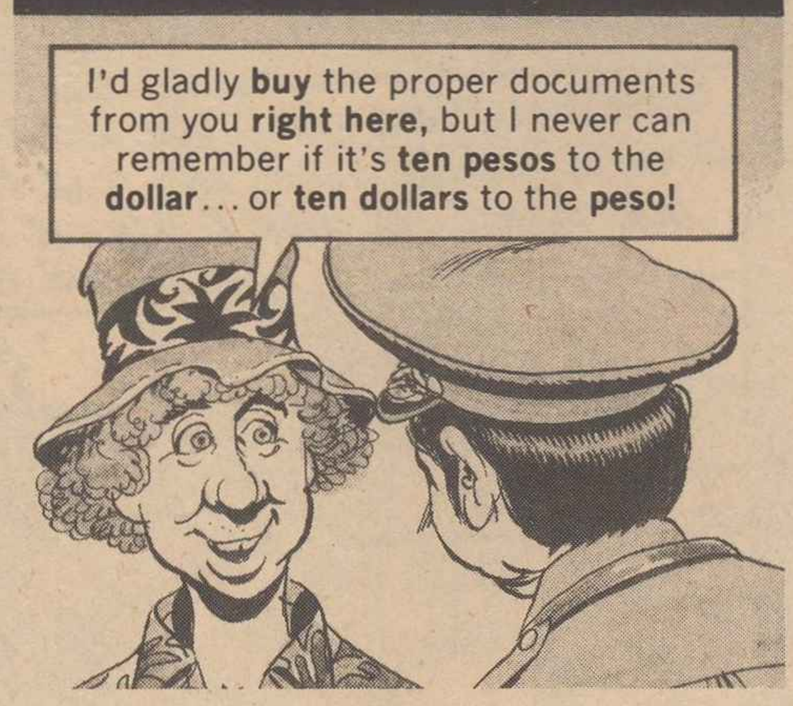

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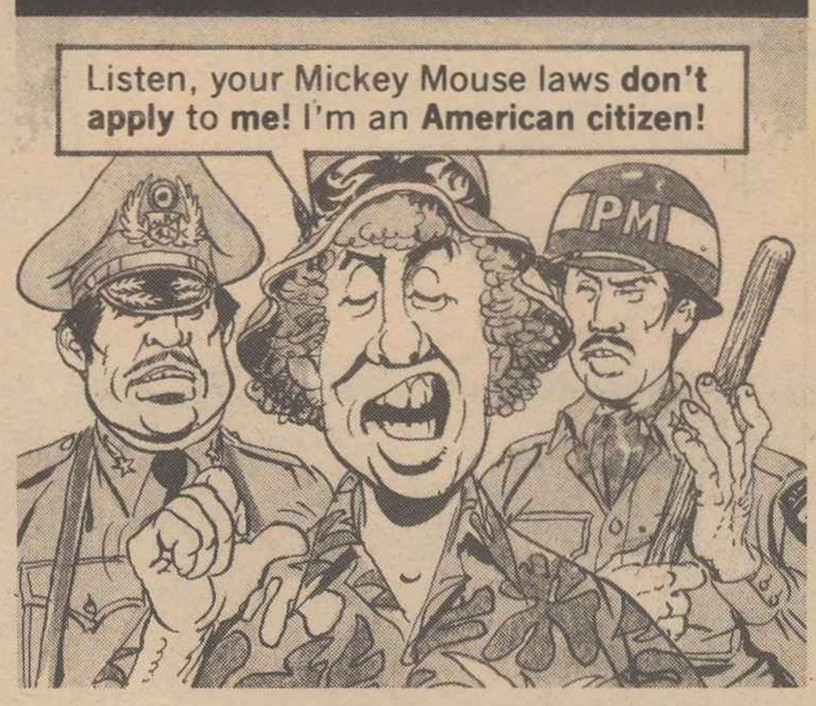

## WHEN A FOREIGN FLUNKY SAYS...



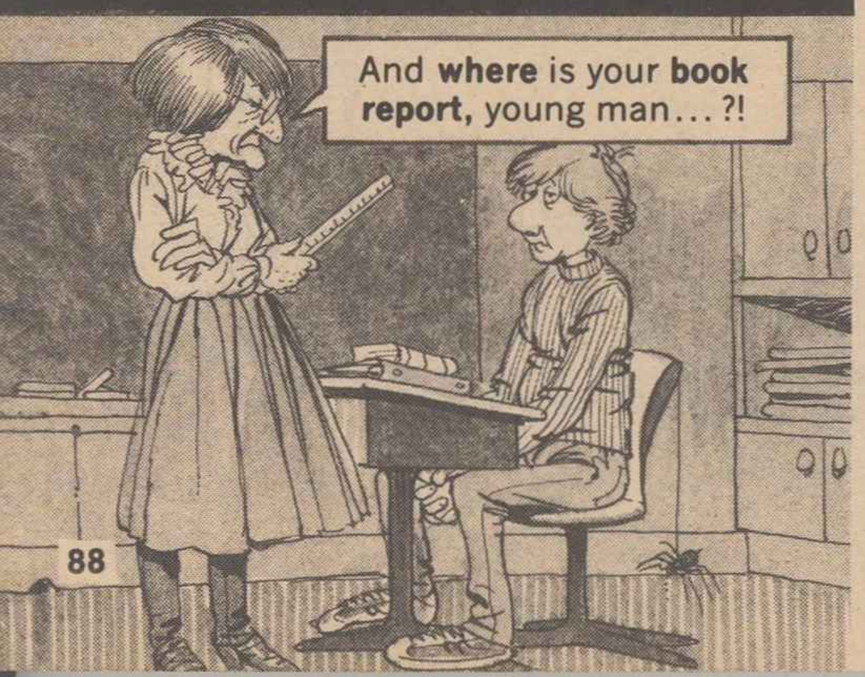

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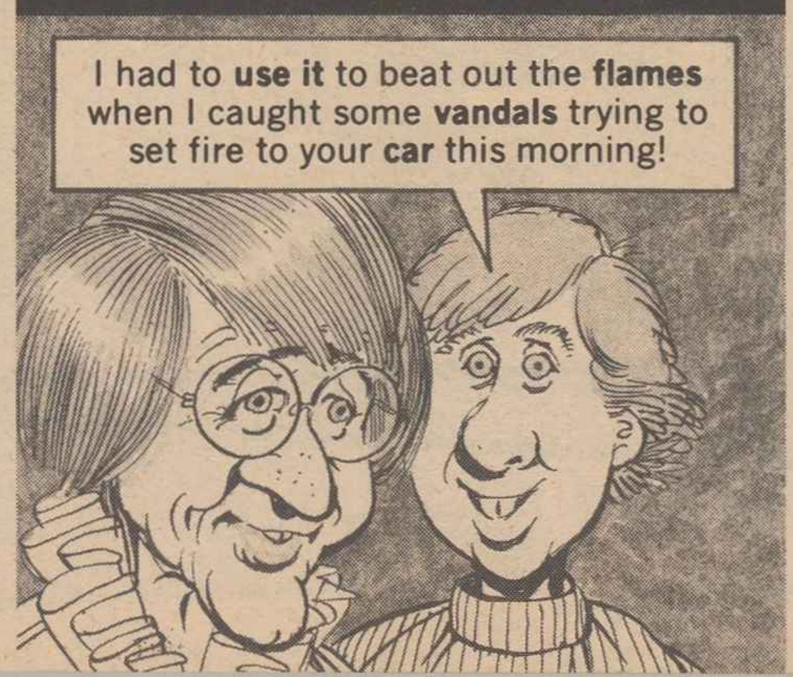

## THE WORST THING TO SAY IS...




## WHEN AN ANGRY TEACHER SAYS...




## THE BEST THING TO SAY IS...




## THE WORST THING TO SAY IS...






# ...AND THE WORST... FOR EVERY OCCASION

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

## WHEN YOUR DATE'S FATHER SAYS...

Have her home by **eleven,** or you'll be in **big trouble,** young fella...!

## THE BEST THING TO SAY IS...

**Okay**... but I'll hate to tell the **Pastor** that **you're** the one who's making us leave **Choir Practice** early!

## THE WORST THING TO SAY IS...

**Okay,** but **that'll** only give us enough time to go to a motel **right here in town,** and somebody might **recognize** us!

## WHEN AN OBNOXIOUS GUY SAYS...

How about a fling around the **dance floor,** Kiddo?

## THE BEST THING TO SAY IS...

You're **awfully brave** to ask **me** to dance... or haven't you **heard** that I've been **exposed** to **herpes**...?!

## THE WORST THING TO SAY IS...

Sorry, but I was planning to get some **fresh air** by taking a **stroll** down by the **lake** in the **moonlight!**

## WHEN A GUY WITH A GUN SAYS...

Empty out the **cash drawer,** and put all the dough in this **bag!**

## THE BEST THING TO SAY IS...

**Happy** to **oblige!** It's not **my** money, and I **never liked** the capitalist swine who **owns** this place **anyway!**

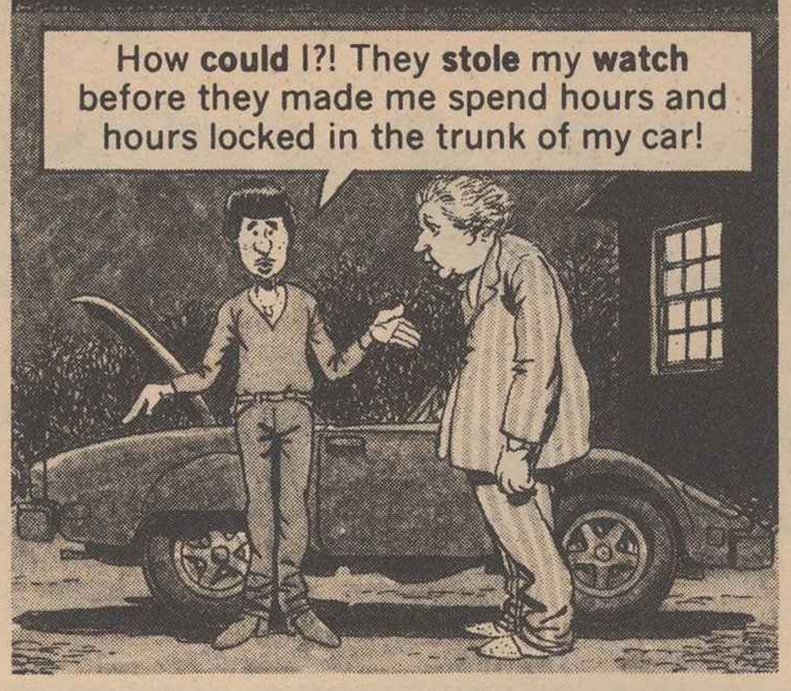
## THE WORST THING TO SAY IS...

What good will the money **do** you?! Now that I've seen your **face,** I'll be able to **identify you** from a **Police Mug Shot Book** in **nothing flat!**

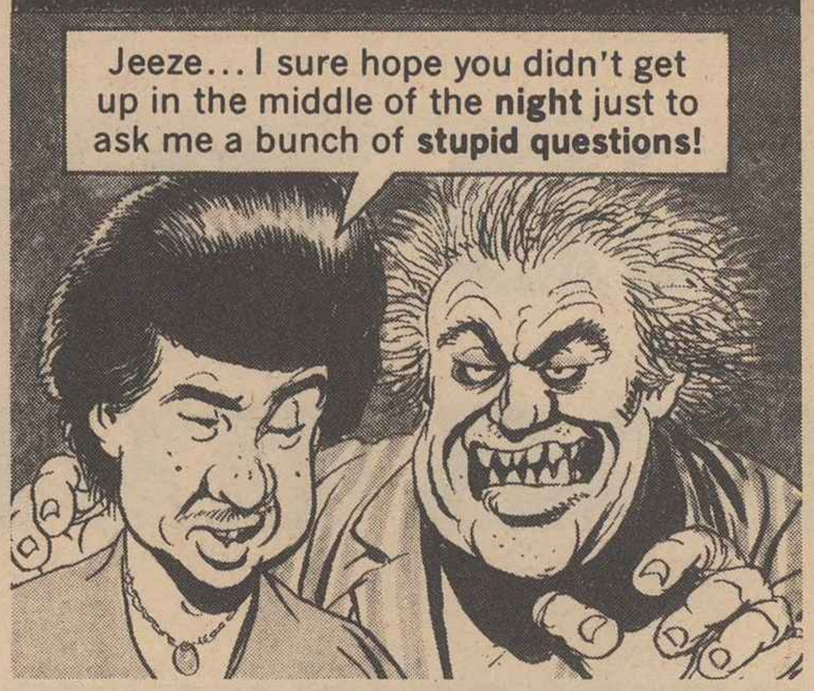
## WHEN YOUR STEAMING DAD SAYS...




## THE BEST THING TO SAY IS...



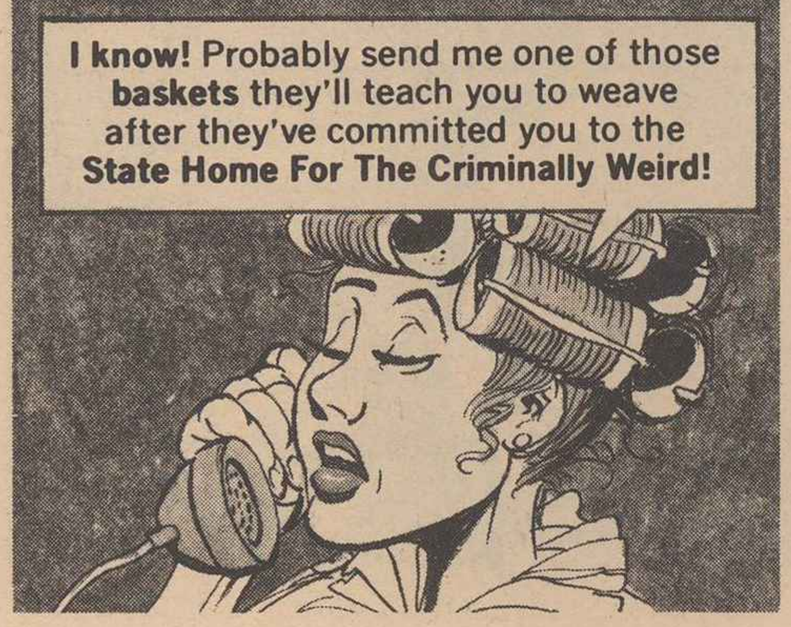

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## WHEN A STRANGE CALLER SAYS...




## THE BEST THING TO SAY IS...



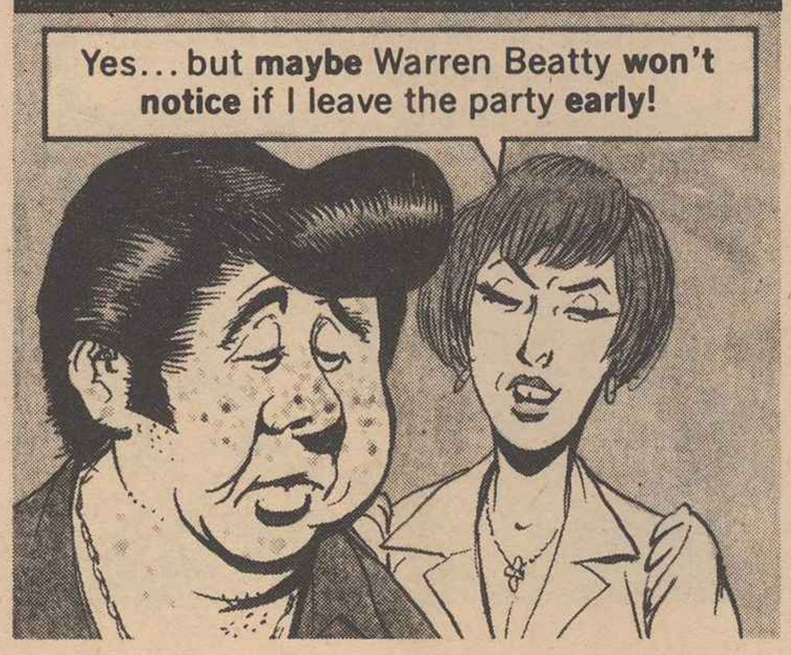

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## WHEN THE SCHOOL NERD SAYS...




## THE BEST THING TO SAY IS...



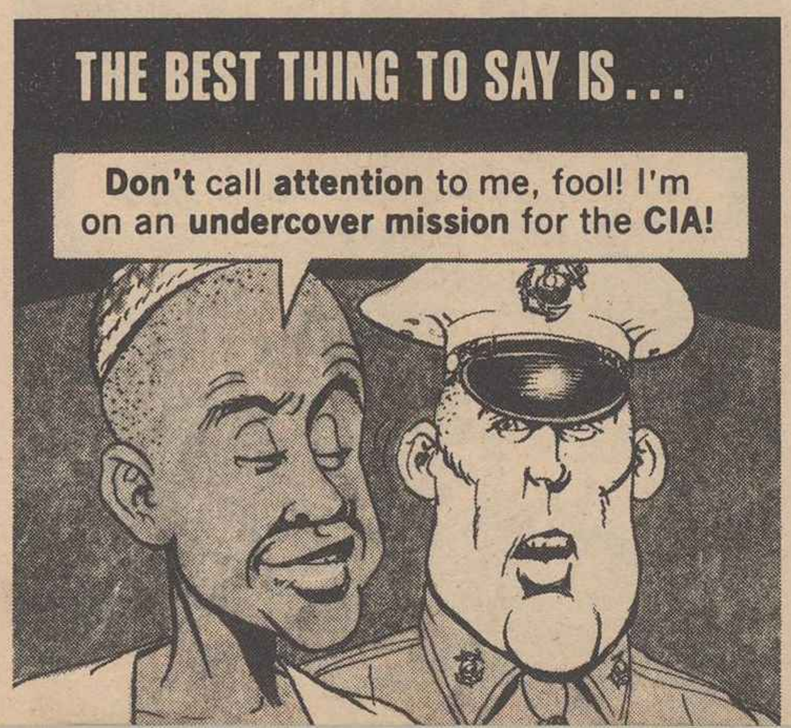

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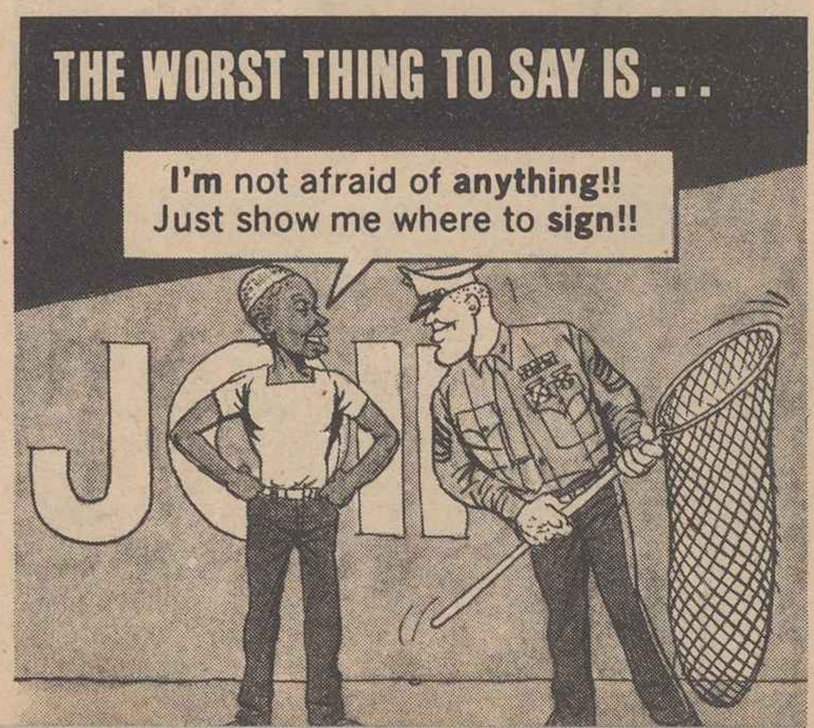

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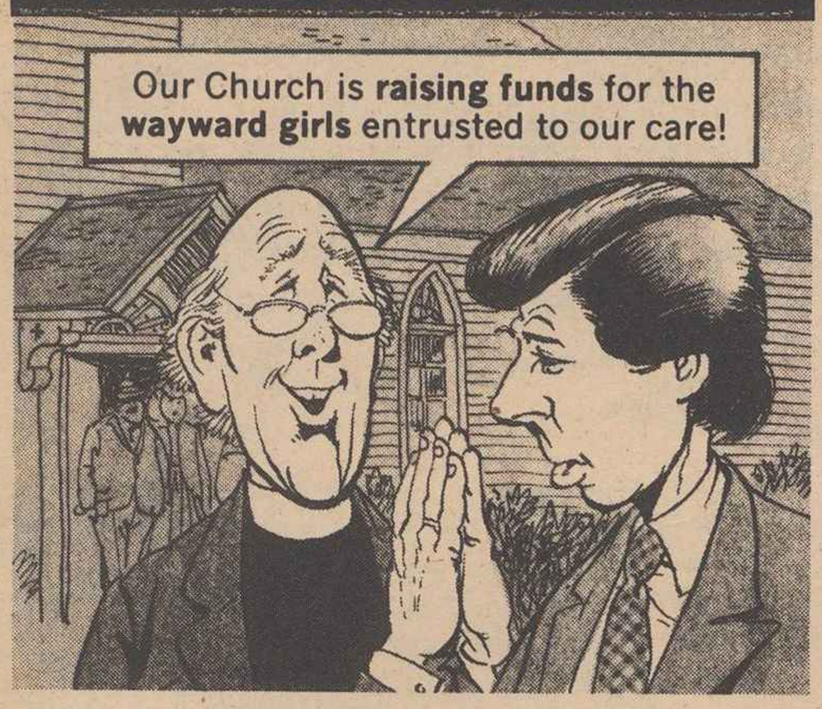

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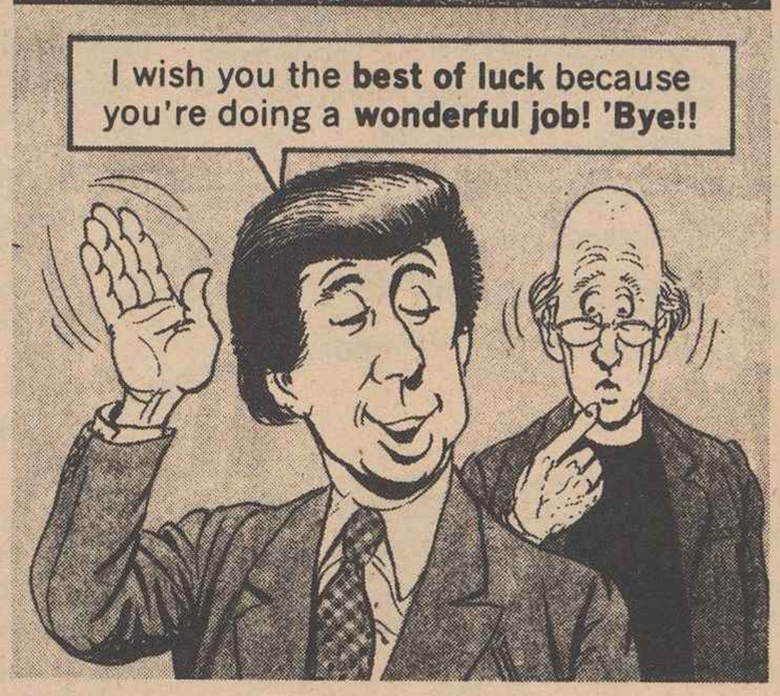

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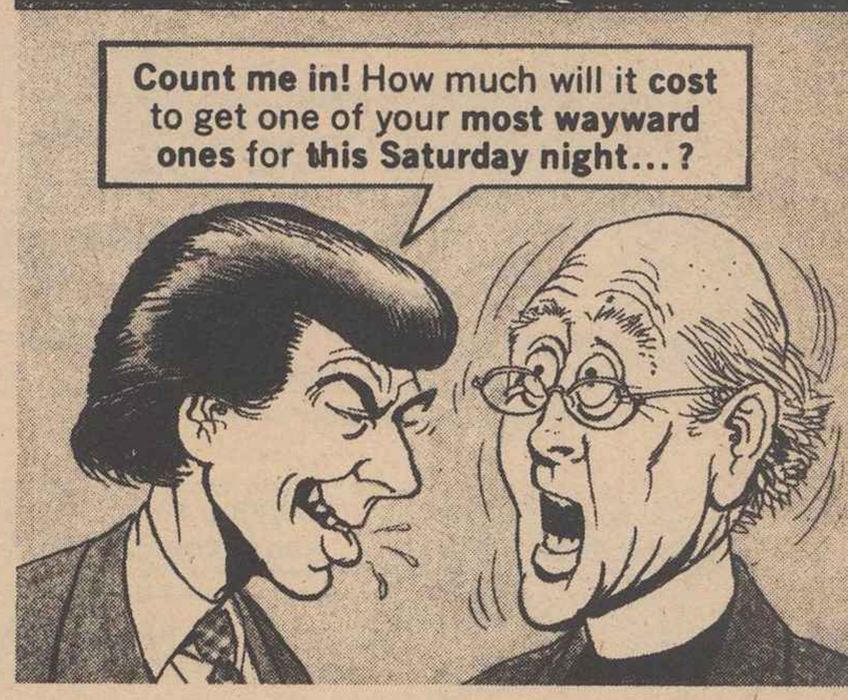
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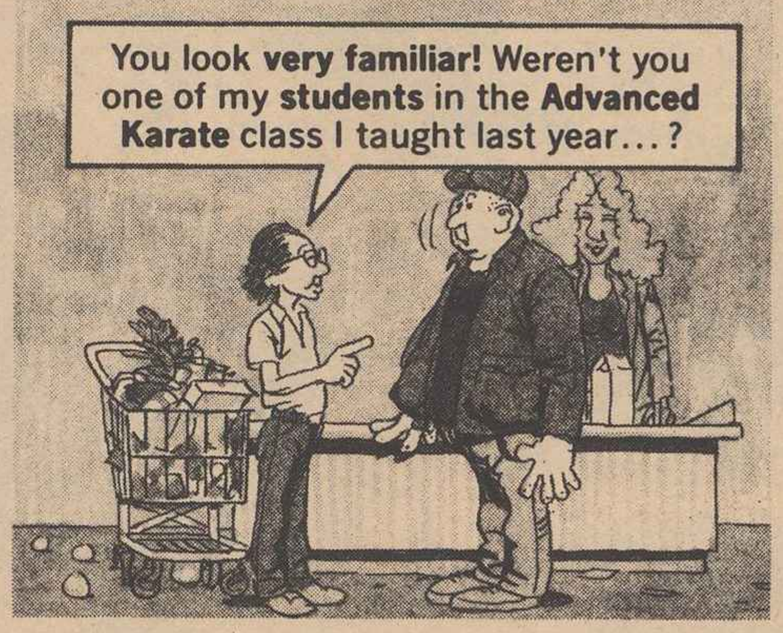

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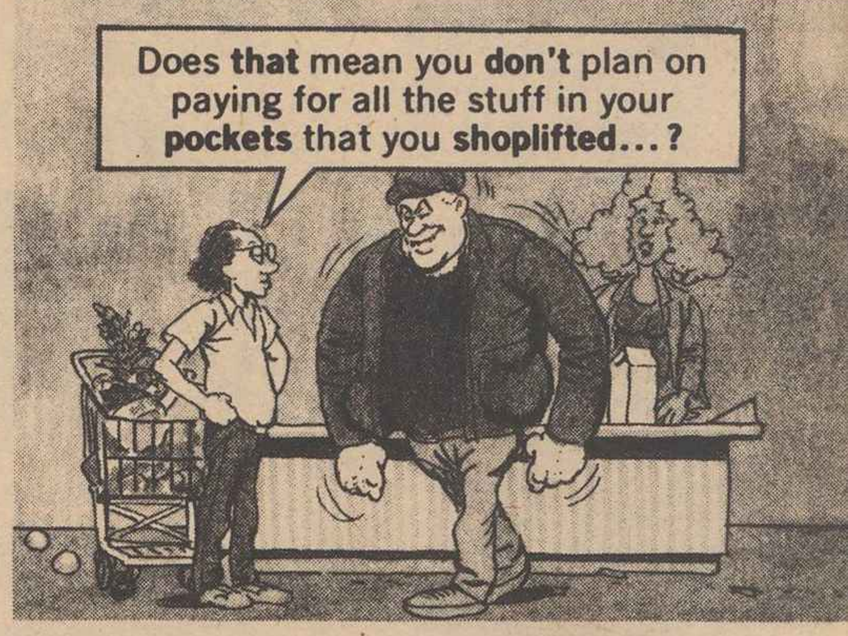

## WHEN A TOUGH BULLY-TYPE SAYS...



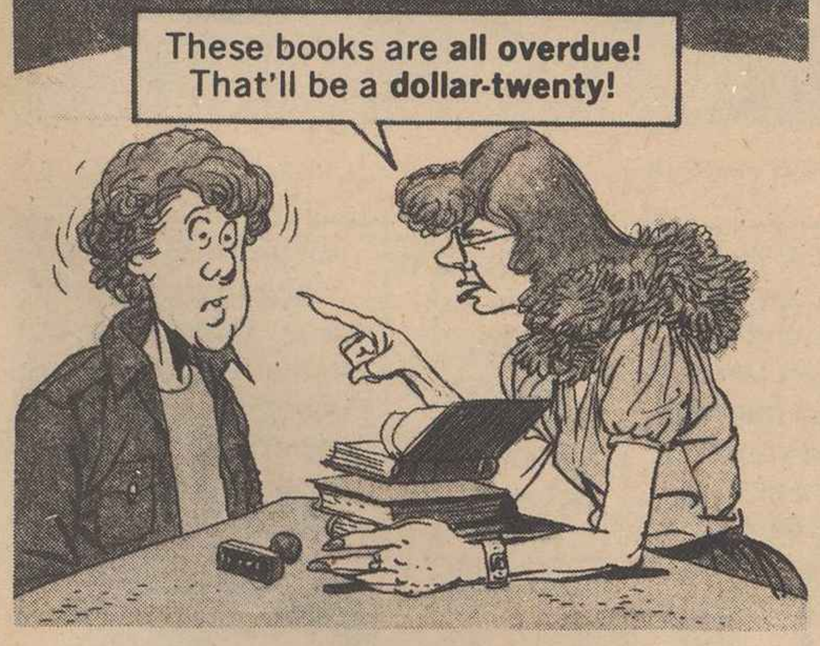

## THE BEST THING TO SAY IS...




## THE WORST THING TO SAY IS...




## WHEN A SNIDE LIBRARIAN SAYS...



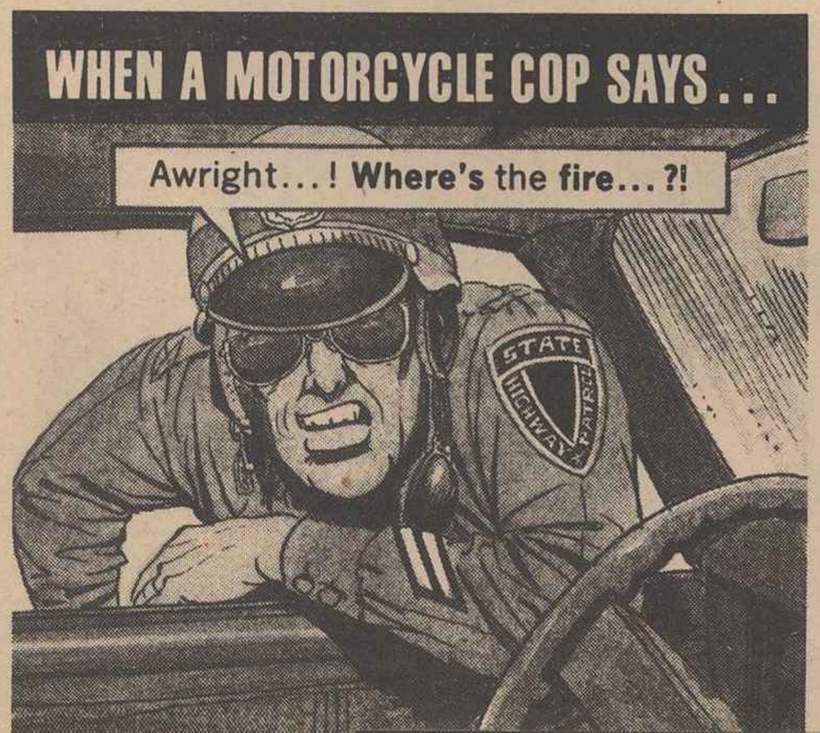

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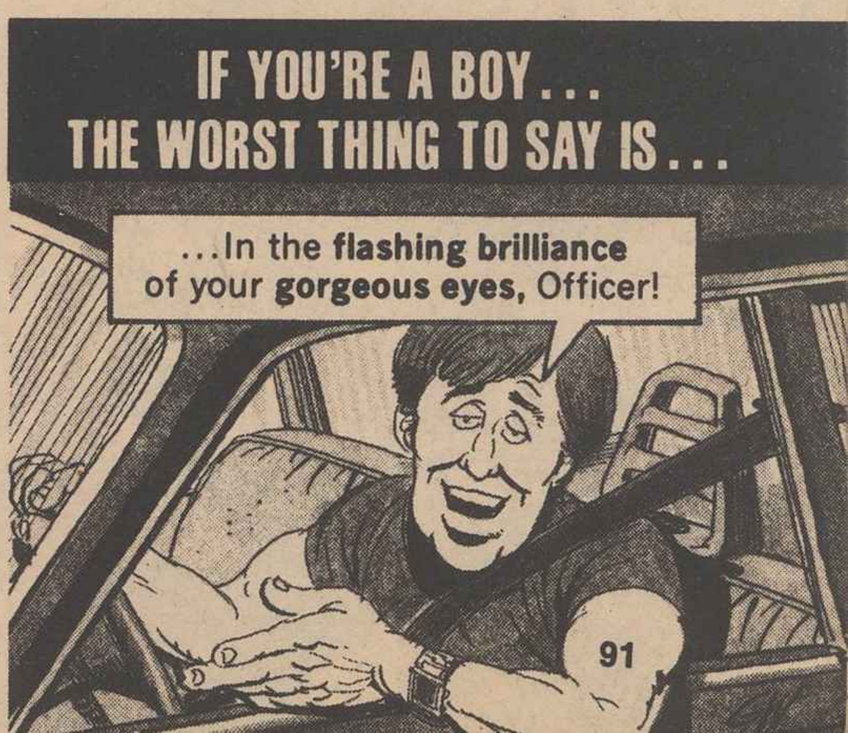

## WHEN A MOTORCYCLE COP SAYS...




## IF YOU'RE A GIRL... THE BEST THING TO SAY IS...




## IF YOU'RE A BOY... THE WORST THING TO SAY IS...



## SALOONY GOONS DEPT.

What would you call a guy with the gall to open up a bar—
Knowing that booze is why he's now a *former* baseball star?
A guy like that you'd call a creep!
That ain't so on a TV show that's built around a place—
Where the cast drops zingers at a rapid-fire pace!
Put downs and brews straight from the tap!

Sometimes folks want to zap their good ol'
buddies and their peers—
Blast 'em after all these years!
With this in mind producers find
that they're insuring their careers!
They've got a show that's got them laughing in their...

...so **GET OUT** and **STAY OUT!!**

Say... isn't that **Sham Malloy,** the **ex-Red Sox PITCHER?!?**

The **very same!** How'd you **recognize** him??

His style **hasn't changed!** When he threw that **guy** out on the **side-walk,** he **missed!**

Hey, **why'd** Sham throw that guy out, **anyway?**

The guy **couldn't hold** his **banter!**

You mean his **LIQUOR!**

No, his **BANTER!** This is **"BEERS"** ...the **funniest pub** in **America!**

That's **right!** In **here,** if you **can't hold your own** in **CLEVER REPARTEE,** you're **OUT!** Even if you **ARE** a **big Celebrity**... like **THAT** guy...!!

That guy was a **BIG CELEBRITY?**

I've **never seen** Woody Allen **so humiliated!**

**WOODY ALLEN?!? Wow...** this **IS** a tough Comedy Bar!!

US MAIL

US FEMALE

US BARFLY

Torres

**Okay,** Mister... you **asked** for it ...an' **now** you're gonna **get it!!**

**KLONK!**

**What** did the customer **ask** for?

He ordered a **"Wallbanger"!**

Killa, you are giving hip, under-played farce a **bad name!** Must you **al-ways act so UNCOUTH!?**

You want **COUTH,** go hire **NANCY REAGAN** to wait tables!

Listen, we've got an **obligation,** not only to our **Customers,** but to that **Cult Following** among our **Intellectual Viewers!** So **try** and act a little more **dignified** and **subtle,** okay...?!

BLATTS

BE MY BALLANTINE

TIP ONE FOR O'NEILL

# Beers

Man, I am **beat!** I been diggin' ditches, pullin' wire an' layin' cable **all day!** But **now**... it's **SOPHISTICATED COMEDY TIME!**

Yeah! After a **tough day,** we blue-collar workers **thirst** for only **ONE THING**... witty, refreshing **ONE LINERS**... an' hip, underplayed **satirical FARCE!**

**Everybody** comes here to **"BEERS"!** It seems to be the **HOT, NEW COMEDY HANG-OUT!**

And **deservedly so**...! As a **TV Critic,** I must say the **"writing"** is **crisp,** the **"relationships" deep** and the **"regulars" quirky!** In all my years of watching **TV SitComs,** I don't **ever** remember **this** level of intelligent humor!

**I do!!** When **WE** did it, a year ago!!

**YOU?!**

Yeah! in our late, great TV Series called **"TAXI"!**

BUD

BEERS MAKE BUD WISER

LOW-IN-BROW HUMOR

LITE HUMOR FROM MILLER

VESSEL WITH A PESTLE

FLAGON WITH THE DRAGON

BREW THAT IS TRUE

BROMO

BECKS SPOKEN HERE

ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN

**Sure!!** Anything you **say!** How's **THIS** for subtle, Jock-Face?!?

KLONK!

Killa is in **some mood** today!

She is **one crude, tough lady!**

**Yeah!** I understand that when she saw "Terms of Endearment," she rooted for the **malignancy!**

Okay, so what'll it **be** today, Abnorm?

The **usual,** Coacher!

Right! Two minutes of **semi-cute, pre-plot, verbal by-play ...COMIN' UP...!!**

GIVE

HELP FIND THE COORS FOR THIS DISEASE

PUNITIS

PUN ITIS

Y'know, I read somewhere that the **dolphin** is the **world's smartest fish!**

It must be **true,** Coacher! I never heard of a **dolphin failing** an **S.A.T. exam!**

So... if the **dolphin** is the world's **smartest** fish, what's the **DUMBEST** fish?

**My** vote goes to the **DEEP-FRIED SHRIMP!!**

Y'know... scientists **ALSO** say that the **dolphin** is **SMARTER** than **MAN!**

Well, **I'm** not so **sure** about **that!**

Let's ask **Sham!** See what **HE** thinks!

Hey, Sham, are **dolphins smarter** than **Man??**

Well, the **'72** Dolphins were pretty smart! But **don't forget,** that was the year they had **Jim Kiik, Mercury Morris** and **Larry Csonka!!**

That **settles** it! Yep, the **dolphin** is **DEFINITELY SMARTER** than **THIS man!!**

HAPPY HOUR

ALPO

Gi'me a **beer!** I've got a **big problem!**

Well, I invited my **Boss** to my house for **dinner** tonight... but my **Wife** thought it was for **tomorrow** night ...and all we got is **meatloaf**... and my Boss is a **strict vegetarian!**

What **kind** of a problem?

*Choke!* **THAT's** your **problem?!?**

Beer

MAI TAI

This is a **hip, Emmy Award-winning show** with a **fresh new concept!** Don't **EVER** come in here with a **1950's standard "I Love Lucy"-type SitCom Premise AGAIN!!**

**What's eating you,** Sham...? You're giving the **Happy Hour** a **bad name!!**

**Yeah...!** You were kinda **ROUGH** on that guy!

It's my **love life!** Dyan and I had **WORDS** last night!!

Big deal!! **Every** couple has words!

Yeah, but **I didn't understand hers!**

NO BOOZE ON CREDIT

Sham... can we **talk** about our **date** last night?

**What about** last night?!?

As a **reformed alcoholic,** you made a **giant *faux pas!***

**No,** I didn't!! If I **remember,** it was a **large Bloody Mary!**

A ***faux pas*** is a **MISTAKE!**

I guess I **DID** put too much **Tabasco Sauce** in it!!

PET SHOP

I think it's time for another of our **"woman-to-vegetable"** talks, Sham!

It's obvious that our **relationship** is a **transparent charade!** We're from **two different worlds!** I'm **uptown,** you're **downtown!** I'm a **college intellectual,** you're a **low-brow jock!** I adore **Shakespeare** and **John Cheever,** you worship **Whitey Ford** and **Nolan Ryan!** I have **super intelligence,** and you have the **I.Q.** of a **turtle!** We are the most **mis-matched pair** in **TV SitCom history!**

**Bottom line??** You're a tall, handsome **hunk!!** Let's **get married!!**

Okay! What's on your mind?

So...?? **Bottom line!!** What are you trying to **say??**

Hey, you're **serious!!**

**Gee,** Dyan... I'm not sure I **could** settle down! As an **ex-ball player,** I kinda **LIKE** the **"Free Agent" rule!**

Yes! I want a **commitment** from you... before this show gets **so clever,** it's **cancelled!**

Perhaps if I changed into **SOMETHING FLIMSY!?**

Okay...! You **went out,** and you **came back,** and I'm **still waiting!** What's so **FLIMSY??**

The **PREMISE!!** You have **24 hours**... or **2 MAD pages**... to **make up your mind! Marry** me...or I'm **quitting "BEERS"!**

**Holy cow!** What a **dilemma! I LIKE** Dyan, but I **can't** tie myself **down!** There are **still 40 or 50 girls** in New England that I **haven't** been to **bed** with!!

And **I'M one of them!!**

**Killa!! YOU?!?** Are **YOU** coming on to me!

**Why NOT??** Every **OTHER** chick in this series does!!

Hey, **FORGET** Dyan! That egghead broad is **out of your league!** But **YOU** and **ME**... we're **STREET PEOPLE!** We're **TWO OF A KIND!** We've **both** been **KICKED AROUND!** And we **both SHAVE TWICE A DAY...!!**

**No way,** Killa! You're **laughs,** but it would **never work!!**

**Why not?!** Is it because I look like a **walking promo** for the **"Boston Zoo"?**

Is it because I've got the **crudest mouth on TV,** and even **John McEnroe** once found me **crude** and **disgusting!?**

Okay... **level** with me! Is it because I've got a **face** that would **stop** an electric clock!

Don't be **dumb!**

No, don't be **silly!**

**C'mon...!**

**Excuse me...** but can you tell me the **time...?**

It's a **quarter past September 30th, 1982!!**

**Hmm!** That's a **strange time!!**

Yeah! **Funny thing,** though! That's the **very day** that **Killa** started **working** here!

**See...? SEE!?!**

As my **three brightest friends**... a goof-off **mailman,** a bloated, unemployed **accountant,** and an absent-minded **bartender**... I welcome your **feedback,** and your **keen insight**...!

So **tell me!!** Do I **marry her,** or **not!!**

Well, Dyan has a **clean, collegiate beauty!** And she radiates a **saucy, savvy sophistication!** She exudes a **long, leggy sexiness** that **most** men would **KILL for!**

**So...?**

**Dump her!!** Who **needs** the broad!!

**Yeah!** As we say in the **Post Office** ...**don't rush into anything!!**

And **you,** Coacher?

**Sorry,** Sham! **I forgot** the **question!**

TU-BORG OR NOT TO BORG. THAT IS THE AMSTEL

2¢ PLAIN

You want **MY** advice??

HEEERE'S JOHNNY

**Look** who dropped in at **"Beers"!!**

First, **Tip O'Neill... then Dick Cavett...** now **JOHNNY CARSON!!**

Isn't it **amazing** how a **CELEBRITY CAMEO conveniently appears** whenever the **plot** seems to be **faltering!**

And it doesn't hurt the **Neilsen ratings,** either!

So **what's** your **advice?**

I say, **go for it!** Despite my **personal problems, I still feel** that the **only way** Man can achieve **total happiness** is through **marriage!**

You **believe that?**

**Yes!** And I **ALSO** believe **nuclear leaks** are **fun— Michael Jackson can't dance**—and **you're** playing with a **full deck!**

TRES XXX

**Okay,** baby! **Let's get hitched!** But on **one condition!!**

I cleared about **$85** last week, and I want to **protect** my **wealth!** I think we should have a **pre-knuckleball agreement!!**

That's a **pre-NUPTIAL agreement,** Knucklehead!

**Wait,** Sham! You **sure** you wanna **do** this?!? **Marry Dyan** an' she'll have you **back on the booze** in about **two weeks!** You'll turn out worse than **Abnorm ...stupid AND drunk!**

He's **right,** Sham! **Marriage** won't stop Dyan's **nagging** ...but it **will** stop her from **caring** about things, like her **weight!** In about **three** weeks she's gonna end up looking like **the White Man's Nell Carter!**

What's **more** important, if there's **one** thing that **destroys sex,** it's **marriage!** And once that **sexy by-play** between you disappears, our **ratings'll slide faster** than **raw clams** down our **throats!** The show will be **dead** in about **four** weeks ...and we'll **all** be **out of work!**

I must've been **CRAZY** to think about getting married!! **I'm** gonna stick to **DATING BIMBOS!!**

**What about ME?!**

**YOU** can date bimbos, **TOO!** Some **far-out LESBIAN EPISODES** would be **GREAT** for our ratings!

BOSTON COMMON

**WHAT COMPETITIVE RUSSIAN AND JAPANESE ENTERPRISE THREATENS TOTAL ANNIHILATION?**

HERE WE GO WITH ANOTHER RIDICULOUS

# MAD FOLD-IN

For many years, the Russians and Japanese have been competing in one enterprise that threatens the world with total annihilation. To find out what this horrendous venture is, fold in page.



FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

## THE RUSSIAN/JAPANESE SHOPPING BAG




ARTIST & WRITER:
AL JAFFEE

**WHATEVER RUSSIA AND JAPAN ATTEMPT TO DO, THEIR STYLE IS BOUND TO SHAKE THE WORLD. HOWEVER, IN ONE KIND OF ENTERPRISE, THEIR ACTIVITY IS QUITE APPALLING**

A► ◄B

As my **three brightest friends**... a goof-off **mailman,** a bloated, unemployed **accountant,** and an absent-minded **bartender**... I welcome your **feedback,** and your **keen insight**...!

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FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"



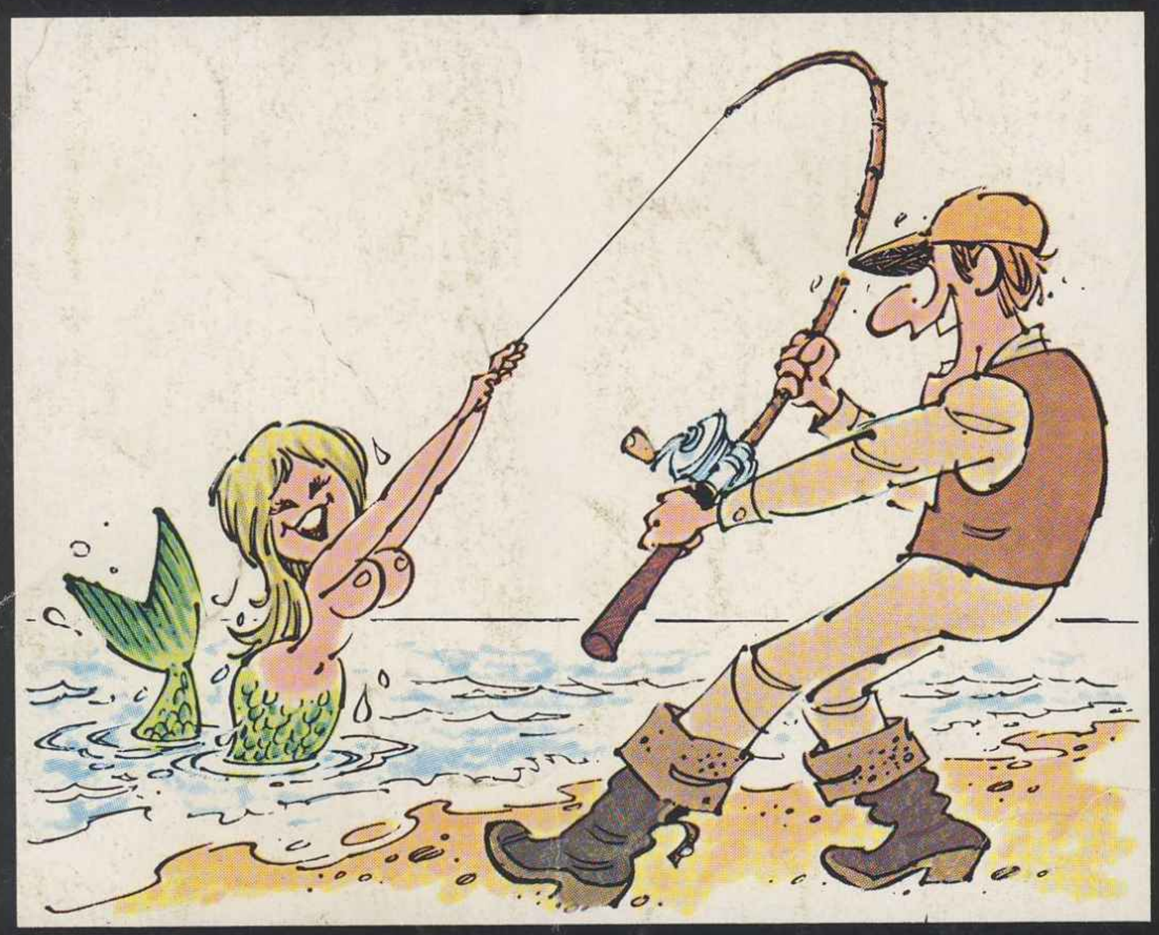

# WHALE

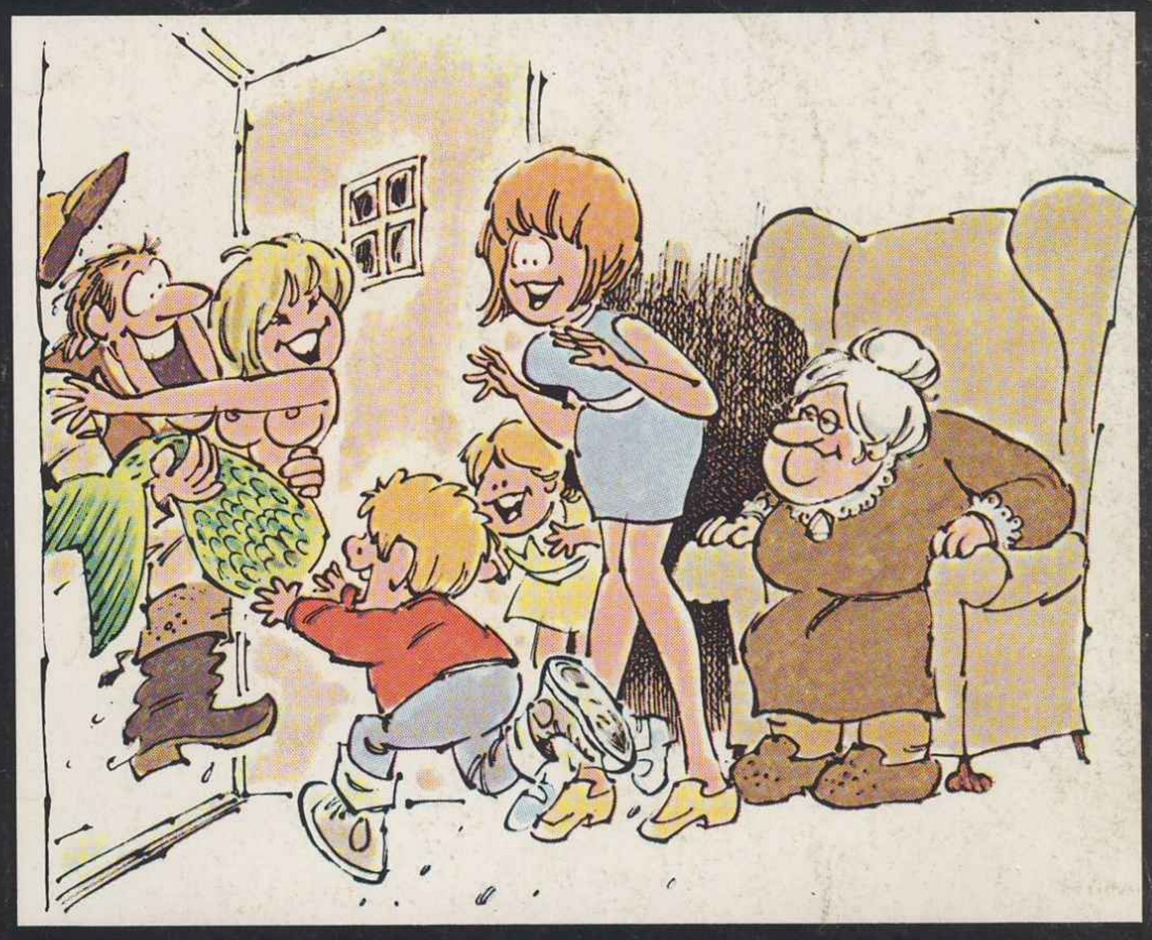
ARTIST & WRITER:
AL JAFFEE

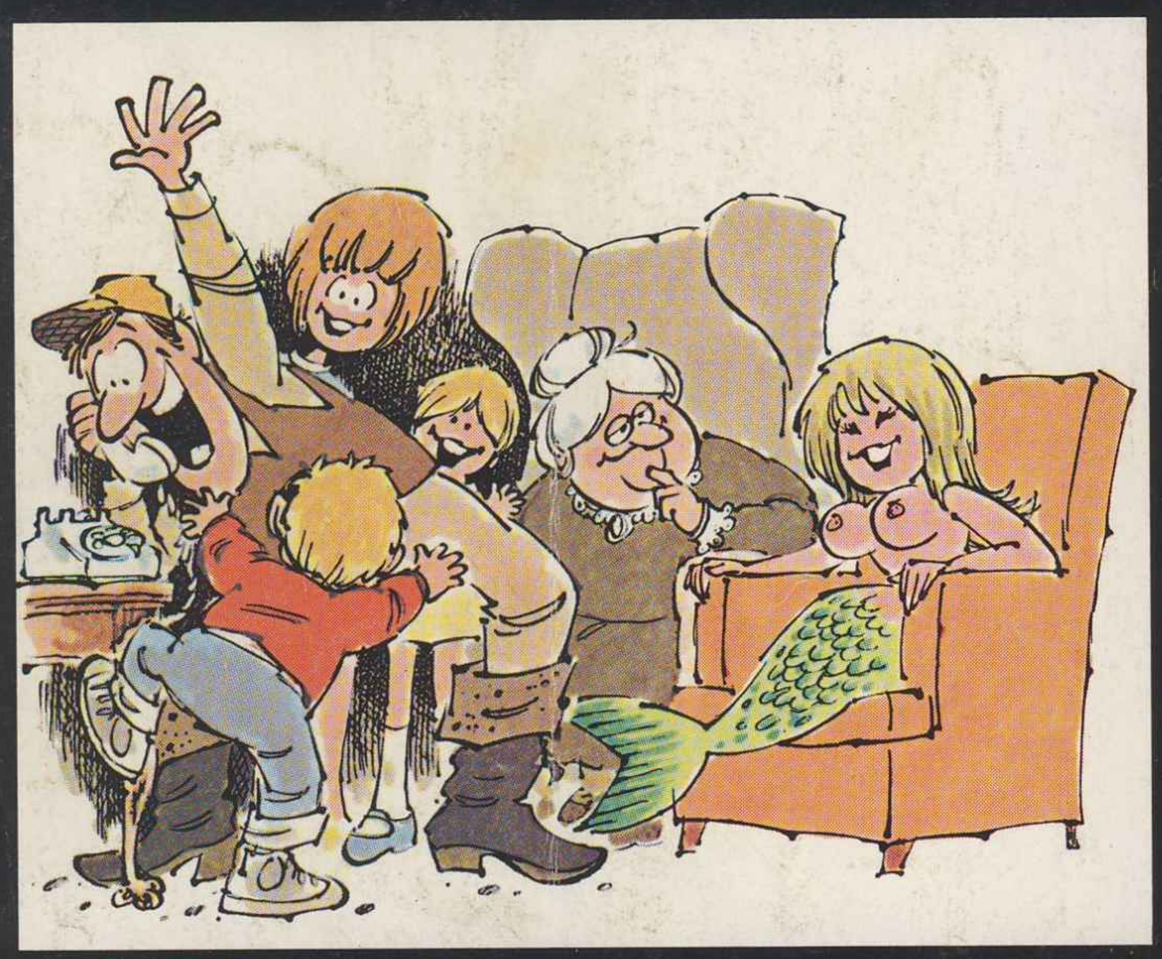
KILLING

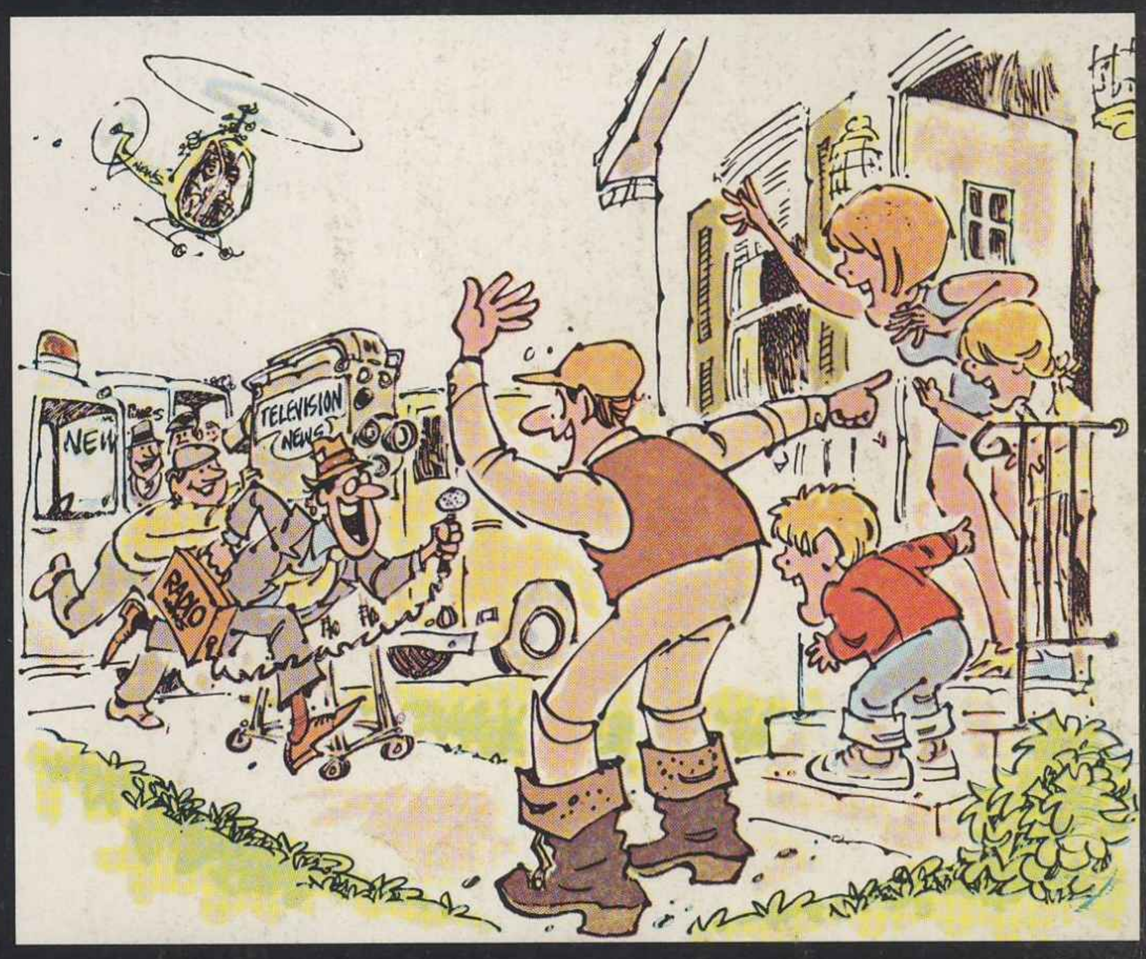
A▶◀B

# A FISH TALE













ARTIST: PAUL COKER, JR. WRITER: AL JAFFEE