ALONG WITH: DEATH



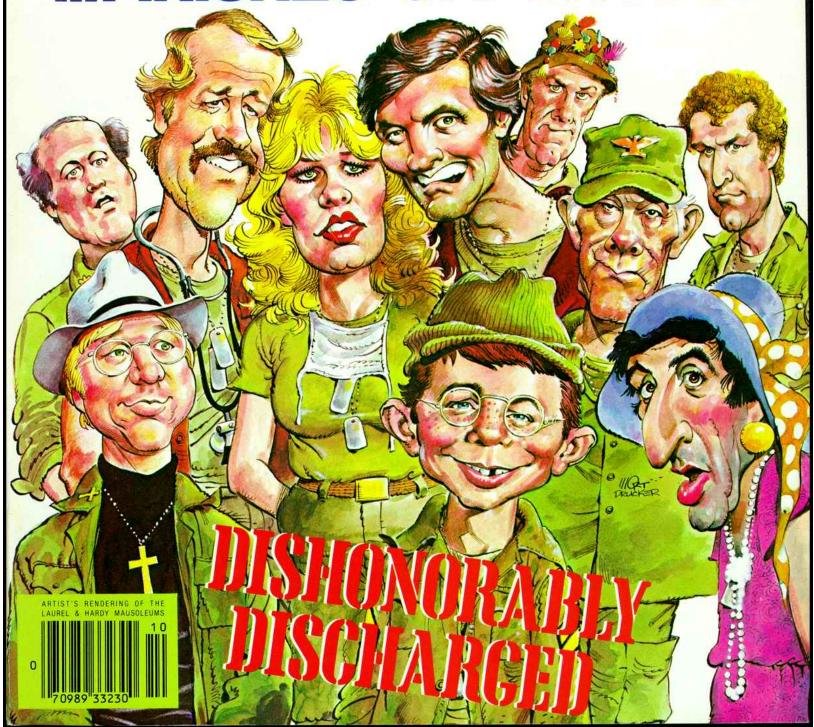
DEATH WHICH-IS-WHICH II

No. 234 Oct. '82

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"It's really amazing how unimportant your job is when you're asking for a raise... and how important it can be when you want a day off!" -Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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

VITAL FEATURES

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LETTERS DEPT.



"THE GREATEST AMERICAN ZERO"

"The Greatest American Zero" was a "flying high" achievement!

Chris Longobardi Levittown, NY

Some CAPEr you pulled off with "The Greatest American Zero"!

K. Griffin Mercer Island, WA

On your "Great American Hero" cover, Alfred looks more like Shirley Temple!

Nicole Mila Atlanta, GA

The first time I heard of "The Greatest American Hero" I thought Alfred E. Neuman would be the star.

Steven Drofich Lehighton, PA

Your "Greatest American Zero" rated a "0".

Paul Hemmes Tom's River, NJ

ALSO: Ali Shah, Baytown, TX; A Short Kid from Moss Jr. High, Beavercreak, OR; Tom Benedum, Apache Jct., AZ; Jonathan Potts, Greensburg, PA; Matt Richardson, Concord, CA; Ray Janeso, Columbus, OH.

MAD FIRST AID

I am an Assistant CPR and First Aid instructor. After reading your article, "A MAD Guide To First Aid," I carefully photocopied, cut up and pasted it together until I had a fair facsimile of a book. I then slipped it inside the lesson plans of the Head Instructor. At first he was very upset and ready to kill whoever had planted it. Then he started to read it and enjoyed the humor. Thanks for brightening what sometimes seems to be a very dull and dry classroom experience.

Deidre E. Parks Newark, NJ

"A MAD Guide To First Aid" was an article that needed help! Everyone knows that for a snake bite you must catch the snake and make him sign an accident insurance claim in the event that the snake gets cancer or something from biting the individual.

Dennis Greenwald Walled Lake, MI

\$500 EACH!

Yep...if we sold these spaces we use to advertise our full color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid—suitable for framing or wrapping fish—to some schlock mail order promoter, we could get \$500 or more for each! Instead, we use these spaces to promote MAD's own schlock mail order item, these pictures! Send: 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 and \$10.35 for 81 to MAD, 485 MADison Avenue, N.Y., N.Y. 10022



"THE MAD STUDENT HATE BOOK"

I found one mistake in "The MAD Students Hate Book!" The line about hating to be the smartest kid in the class is something most MAD readers wouldn't know a thing about.

Jeff Hattan Kenosha, WI

Don't You Hate...having your girlfriend making straight A's in the same class you're failing!

Somewhere, U.S.A

Don't You Hate...when the kid sitting next to you sets off a MX stink bomb!

Jeff Pace Hendersonville, NC

Don't You Hate... when you lend your latest issue of MAD to one person at school and it's passed around to thirty other people before it's returned to you a mangled, mutilated mess.

Steve Wiandt Magnolia, OH

We hate it, too! Make the cheap skates buy their own copy!—Ed.

Don't You Hate... reading MAD Hate Books!

> Matthew Keleher Denver, CO

ALFRED'S BROTHER???

Did you know that Alfred E. Neuman has a twin brother? His name is Richard L. Neuman. When he was three years old, Richard was abandoned in the fruit section of a grocery store in Boulder, Colorado. Imagine his surprise when Richard recently discovered his long-lost brother's picture on the cover of MAD Magazine!

B. S. Wagner Boulder, CO



Alfred's Long Lost Brother?!?

WHATEVER HAPPENED TO ...?

For the last 20 years I managed to keep my former MAD addiction a secret from my wife and children. This year, my son started bringing home the mag and I am hooked once again. The 20-year hiatus leaves me with one question: whatever happened to "It's crackers to slip a rozzer the dropsy in snide"?

Jim Bailey San Martin, CA

Whatever happened to Fester Bester Tester?

Chuck Cunningham Wheaton, MA

TAKE TWO TABLETS AND...

You guys must really be hurting for material! I can't express in words how offended I was at your "Ten Commandments." After reading them, I immediately pitched the magazine. That article certainly was a statement of how much you respect our Father. But what can you expect from New Yorkers?

Jill Rausch Omaha, NE

I would like to request permission to photocopy "MAD'S Modern Disclaimers To The Ten Commandments" and hand it out to my Sunday School Class.

> Glenn Jacobs Eagar, AZ

Your article on "Modern Disclaimers To The Ten Commandments" was the "God's honest truth!"

> Nancy Bolinski Wilmington, DE

ABORTION, CONTINUED...

Re: the abortion controversy (Letters Page, MAD #232), if abortion is murder, then certainly abstinence is negligent homicide, for the ultimate result is the same—a human is denied the right to live, in the latter case due entirely to wanton neglect on the part of the prospective mother and father. If we are going to make abortion illegal, then we should outlaw chastity as

R. H. King Corona, CA

GOING TO THE DOGS, CON'T.

Concerning Sergio Aragones' dog "Good Question!", is that the same "Good Question!" that has lately been mating with my dog, "Evasive Answer"?

P. A. Chappars San Jose, CA

Very Good Question!-Ed.

WEIGHTY MATTERS

Paul Peter Porges forgot one method of losing weight without dieting. As soon as you're done eating a meal, read part of MAD magazine. Guaranteed, whatever went down will soon come up and you'll never gain a pound!

Jodi Wellnitz Lincoln, NB

In Paul Peter Porges' "Look Slim And Trim Without Diet Or Strenuous Exercise" he said to mingle with people that are fatter than you are. What if you are the fattest? Ricky Estano

Medford, MA

Start hanging around with elephants!-Ed.

GOODBY GARFIELD

Praise be to Al Jaffee for including the dog dish full of little Garfields in his Reaganomics fold-in. Those of us who live in Garfield merchandising shrines bow to Jaffee's use of the fat cat.

Mike Graham Lubbock, TX

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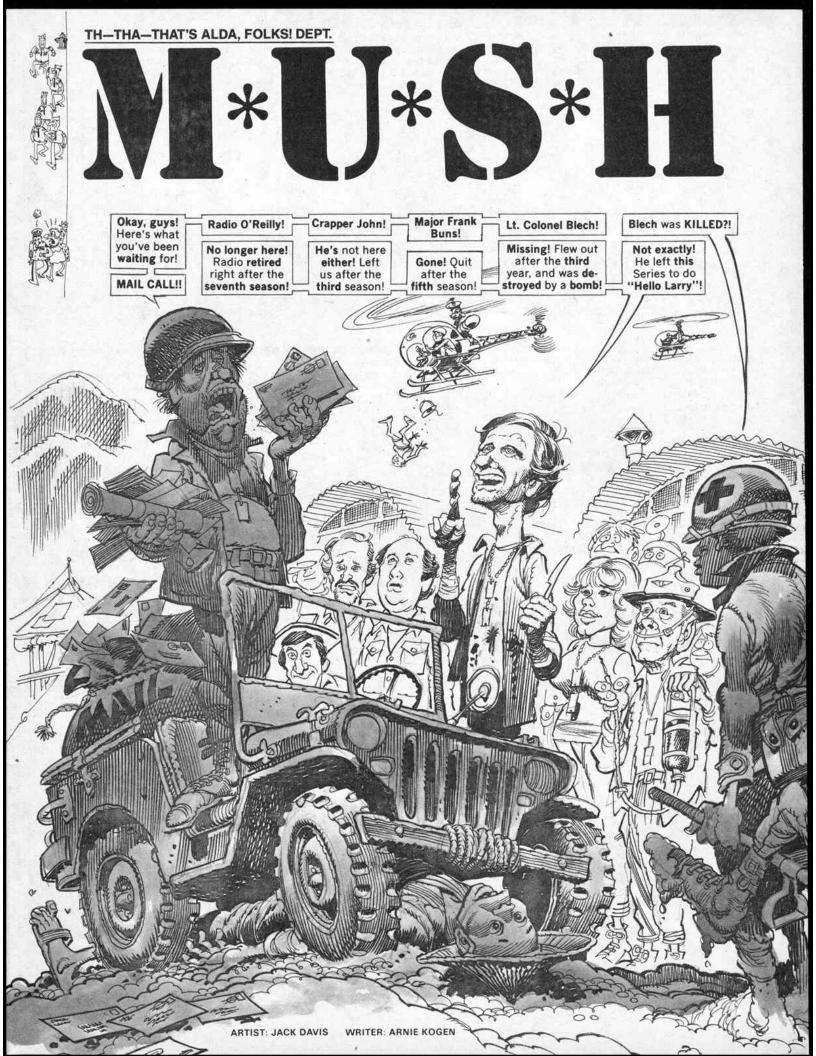
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- | 3rd MAD Dossier of SPY vs. SPY | 4th MAD Classified SPY vs. SPY | 5th MAD Report on SPY vs. SPY | 5th MAD Report on SPY vs. SPY | A MAD Look at Old Movies | Return of MAD Old Movies | MAD-vertising | A MAD Look at TV | A MAD Guide to Leisure Time | A MAD Guide to Self-Improvement | A MAD Guide to Fraud & Deception | AL JAFFEE's Snappy Answers | AL JAFFEE's Snappy Answers | AL JAFFEE's MAD Book of Magic | More AL JAFFEE's Snappy Answers | Still More AL JAFFEE's Snappy Answers | AL JAFFEE MAD Inventions | Lord! Another JAFFEE Snappy Answers | AL JAFFEE Freaks Out | ARAGONES "Viva MAD" | ARAGONES MAD about MAD | ARAGONES MAD about MAD | ARAGONES MAD as the Devil | ARAGONES MAD as the Devil | ARAGONES MAD MAD | ARAGONES MAD MATGINAL | MATGINAL
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Hey, Squawkeye! Knock it off and lighten up! You're becoming much too selfrighteous and serious again!! War isn't ALL CHUCKLES, you know!! I'm trying to make people feel deeply!

And what gives you the right to impose YOUR views on M*U*S*H fans?!

My contract!

Big deal!! Just because you're the "STAR" of this Series?! I'm also the WRITER, the DIRECTOR and the CREATIVE CONSULTANT of this week's episode!! We've got a moral dilemma here! TWO EMERGENCIES: A North Korean prostitute... and an American 3-Star General! You know where my sympathies lie in a case like this!

I know! But you'd better operate on the General anyway! He's hemorrhaging!! Hold it!
Before
we start
cutting up,
I'd better check
the
CHARTS!



Oh-oh! We already DID "Trauma" jokes during the sixth season!

And we can't do any "Massive Concussion" gags! We covered that in the seventh season with the "Klinger's Chicken Gets Frostbite" episode! What'll we do?

So let's repeat! Who'll know?!?

THEY'LL know!! Those M*U*S*H fans watch every re-run! They know every word... every line! Let's face it, P.J.! After ten years of this, all of the best disease jokes have been USED!



Have you noticed how "perfect" Luke-warm Lips is looking these days?

It's amazing! After two exhausting days in Surgery, WE all look like DEATH WARMED OVER... and SHE looks like the cover of "Vogue"! What's even MORE amazing is... this is 1950 and she's wearing a hairdo that won't be INVENTED until 1981!!

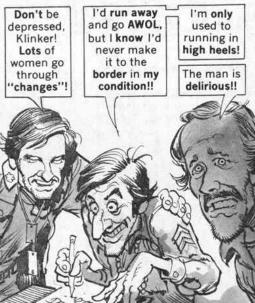


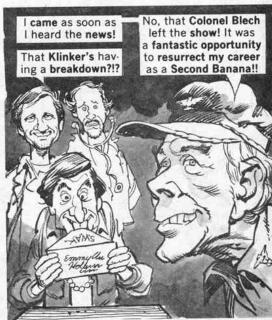




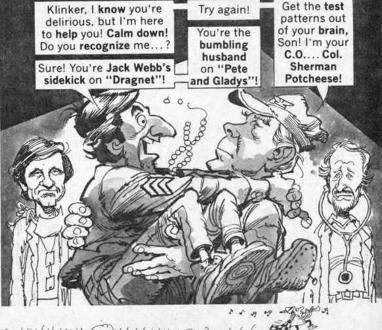














BATTLE HYMNS FOR HERS DEPT.

Well...the Equal Rights Amendment may have been killed recently, but if you think you've heard the last of equality and women's rights, you're crazy! Women are a growing political and work force in this country. More and more they are competing with men for jobs that were, up until a few years ago, dominated exclusively by males. Take the U.S. Armed Forces, for instance. Women have joined the Military ranks and are now training and fighting right alongside the men. Which is why we think it's now time to update some old military fighting songs. So here's:



ARTIST: JACK RICKARD









HING SONGS HE ARMED FORCES ARE CO-ED

WRITER: FRANK JACOBS

IDEA BY: MARY JOAN CHINI



THE FEMALE SERGEANT'S MARCH

(sung to the tune of "Over Hill, Over Dale")

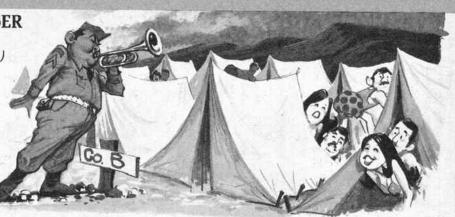




THE MALE DRAFTEE'S ROUSER

(sung to the tune of "Cheer, Cheer For Old Notre Dame")

Cheer, cheer for our soldier dames;
Now that they're here, we've new Arm-y games;
Tell your girl back home good-by;
Right here we've got a fresh sup-ply;
What though our marching makes us collapse,
They'll give us com-fort, right after taps,
Prov-ing that we're real-ly liv-ing
In a dem-oc-rac-y!



THE ARMED FORCES MARCH

(sung to the tune of "The Battle Hymn Of The Republic")



Mine eyes have seen the glory of an Army that's co-ed, Of a Navy where the Captain has to

sub-divide the head,
Of an Air Force where they issue
flowered sheets for ev'ry bed;
The times are chang-ing now!

Glory, glory, basic train-ing Nev-er was more ent-er-tain-ing; There's more action — who's complain-ing? The times are chang-ing now!





They are wearing battle outfits that are full of fancy frills;
They're a credit to the service, and we

call 'em "G.I. Jills;"

If George Patton were alive to day, he'd take off for the hills;
The times are chang-ing now!

Glory, glory, foes they'll shake up; Armed attacks they're sure to break up; Then they'll freshen up their make-up; The times are chang-ing now!

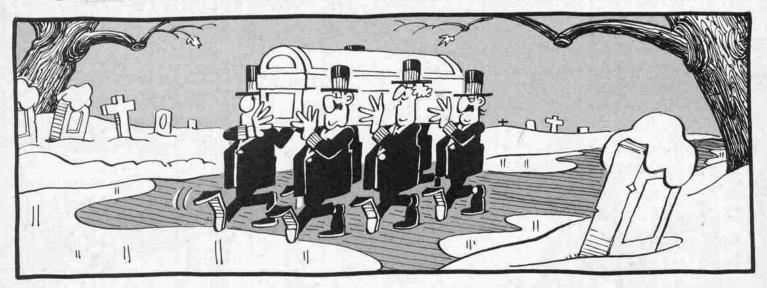
They are trained to shoot a rifle, and they show no signs of fright;
They're as brave as any man and nev-er run from any fight;
That's unless one gets a headache, and she tells you, "Not tonight!"
The times are chang-ing now!

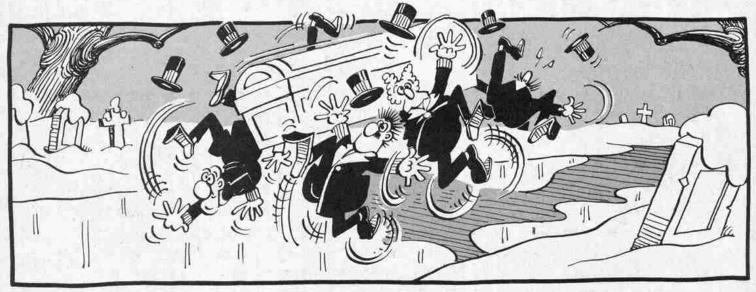
Glory, glory, tell her, Mist-er, Should she struggle when you've kissed her, "No one likes a draft re-sist-er!" The times are chang-ing now!

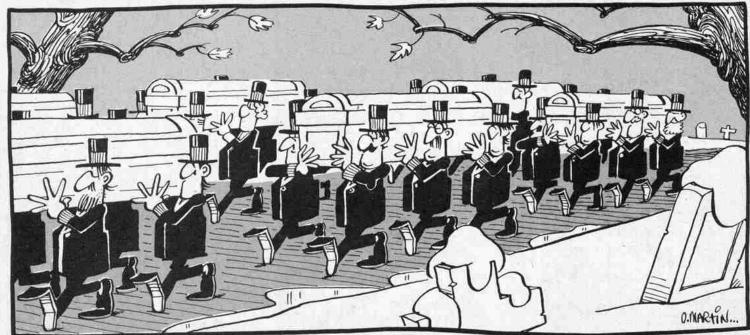


DON MARTIN DEPT. PART I

ONE FREEZING DAY IN A CEMETARY







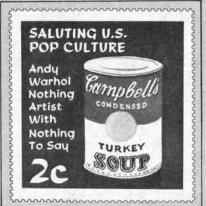
POST ROASTIES DEPT.

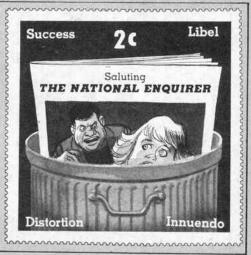
We can count on the U.S. Postal Service for many things like slow deliveries, inflationary postage rates and long lines at the Post Office windows. And we can also count on the Postal Service to continue issuing those boring Commemorative Stamps that totally ignore anything that's controversial or really important. Maybe some day, they'll come out with—

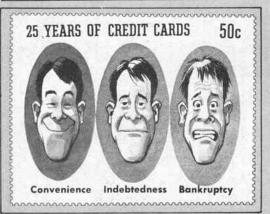
COMMEM



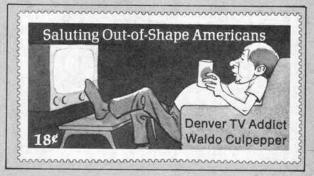








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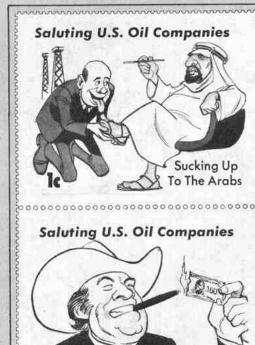
5
The Sack Dress, 1964

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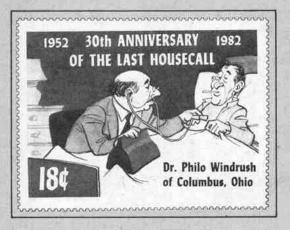
HONORING U.S. MARIJUANA IMPORTERS

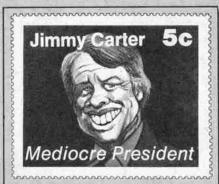
18¢

Acapulco Gold



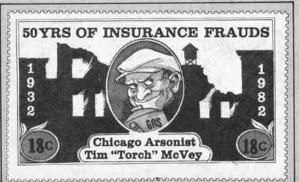






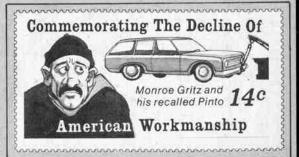
Pulling Down Giant Profits





SALUTING AMERICA'S COUNTRY CLUBS

10⊄ Lily White



BIG BROTHERS

Mommy...! Daddy...! You asked Harold to BABY-SIT for me while your were out, and instead, he beat me up!



He punched me in the stomach! He slammed me in the side! And he pounded me in the head!!



Did YOU
do that to
your little
Brother?!?

Don't listen to
him! He doesn't
know what he's
SAYING!!



He's obviously punch-drunk!



BERG s-EYE VIEW DEPT.

THELIGHTE

COOKING

You're kinda new at this cooking! How are you doing? Pretty good ... now that I have a system! I make use of modern technology and electronics!



I like my food "well done"! So I get everything cooking ...and then I go watch TV! When the TIMER goes off, I know everything's ready!



THERE'S the timer, NOW! GOOD LORD...! What kind of a timer is THAT?!





INJURIES





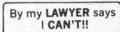
I had an accident on a staircase!



About four months ago!!



Well, actually, my **DOCTOR** says I can get along WITHOUT them!











ARTIST & WRITER: DAVE BERG

CRIME









DISCIPLINE



Well, first he used an X-rated word!

You should have washed his mouth out with SOAP!!







MATHEMATICS



THIS is no help! It's YESTERDAY'S PAPER!!



THE OTHER WOMAN

I know this sounds corny, but the reason I asked you out to dinner is ..my Wife doesn't understand me!!



ECONOMICS



I know! But with what a penny can BUY these days, it's not worth bending down for!





Well, if YOU don't want

You believe it?!? That guy is REALLY RICH... and yet he went to all that trouble just for a lousy penny!!



Maybe that's how he GOT rich!



DOCTORS



It's annoying, uncomfortable and, at times, excruciatingly painful! So, once and for all, let's take care of it!



And never mind a local anaesthetic or any other pain killer! Just DO IT!

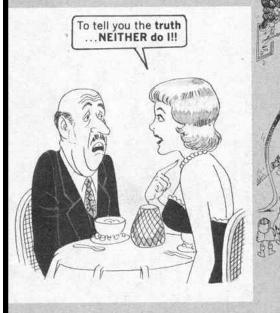
Madam, I must say that it's very brave of you! But first, I think I should see the toenail!



Roland... take off your shoe and show the Doctor!











DINNER TIME

Donald, will you



That all depends on WHAT we



Yesterday's leftovers! E 8 18 8



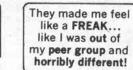
I already thanked Him for that LAST NIGHT!!



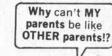
PARENTS

When I had the gang over yesterday, my parents embarrassed the heck out of me!

Really? And I thought they were pretty terrific!!



Gee ... I didn't catch that at all!!



What are other parents like?? DIVORCED!!











DATING

Thank you, Milton! I had a very pleasant first date!

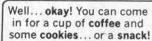
A handshake?! That's ALL?! Aren't you going to invite me in?!?











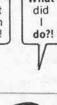


But, remember... I don't want any crumbs in the bed!



JUSTICE

Rodney, I just heard a terrible thing about you! And for that, I'm going to punish you!!







Can you give me a reason why I shouldn't spank you?



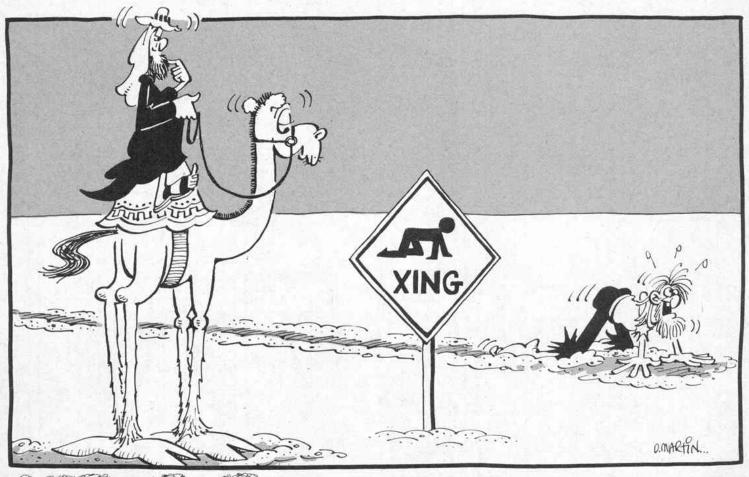
Because I'm a little kid much smaller than you!!



ONE BROILING DAY IN THE DESERT







IT'S ATHAN

ARTIST: PAUL COKER

. . . being in charge of College Admissions, and trying to explain to a straight-A student why he's being rejected while a big-shot Politician's son who barely got through High School is accepted.

I know that you have excellent grades, but here at Old lvy, we ALSO look for the well-rounded student!

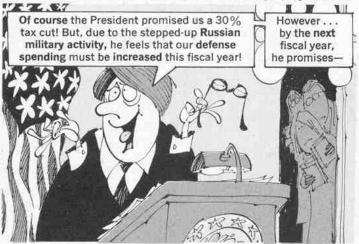
I was on the Chess Team and Swimming Team! I was Editor of the School Paper, and I was in all the school plays!

That may be true, but—uh—there's also the problem of being a little TOO well-rounded!

. . . being selected by a Teacher to be in charge of the class while she attends to some business.



... being his Press Secretary, and trying to explain why the President hasn't kept any of his campaign promises.



... being the Coach of an NBA team where the lowestpaid player gets almost three times as much as you do.



. . . selling souvenirs at the ball park of a last-place team.



... being a Professor in an open admissions college.



KLESS

WRITER: LOU SILVERSTONE

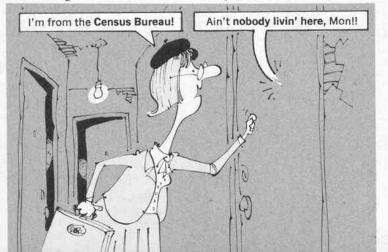
... being the Comedian between acts in a strip joint.



. . . being the Usher in a Times Square all-night movie.

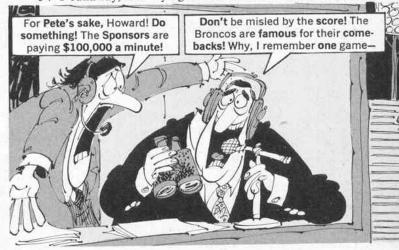


. . . being the Census Taker in a neighborhood of illegal aliens.



JOB...

... being the Announcer of a big game that has turned into a 54-0 runaway, and trying to convince viewers to stay tuned.



... being a Teacher at a big football school, and having to tell the Coach you're going to flunk his star player.



. . . being Editor of MAD, and trying to explain the movie, "MAD MAGAZINE presents UP THE ACADEMY."



In the past, the number-one problem in Police vandalism and theft. More recently, however,

Departments throughout this country has been vandalism and theft are no longer confined to

MAD'S THEFT AND VA

VANDAL-PROOF BUILDINGS

Bricks, marble slabs, granite blocks and other surfaces of buildings are treated with coats of transparent "Teflon."

Since nothing sticks to Teflon, vandals bent on defacing building with their graffiti are driven absolutely crazy.



Outside of building being sprayed with Teflon coating.



Graffiti vandal shows up with his usual spray can or marker.



Coating on building repels vandal's would-be graffiti.

THEFT-PROOF CARS



Experienced car thieves do not need any keys to break into and start a car. They have many ways to by-pass this simple problem.



Theft-proof car would contain special circuitry that is activated when car is started without a key. This turns on device that slowly raises the temperature of the driver's seat unbearably high.



Would-be car thief halts attempt and hastily abandons car, while he desperately seeks relief for backside in a body of cold water.

Police Departments. Now, they have become a outside world as well. So once again, we've major problem for you ordinary people in the come to your rescue with this collection of—

DAL-PROOF PRODUCTS

RTIST AND WRITER: AL JAFFEE



Frustrated vandal leaves in disgust, and building remains spotlessly clean.

A word of caution: Vandal-proof car's seat-heating device should not be set to come on too suddenly . . . or serious damage to the car roof could result.

THEFT-PROOF PUBLIC PHONES

Public phones are often pilfered by crooks who break into coin boxes. This device senses any foreign object entering box and instantly traps the thief.

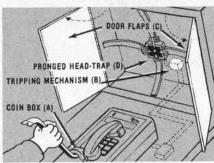


Would-be thief approaches public telephone booth, intent upon breaking into coin box and pilfering its coins . . . unaware of the fate that awaits him.

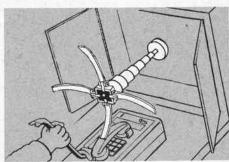


Automatic tripping device is activated and pilferer is neatly caught and held.

HOW THEFT-PROOF PUBLIC PHONE DEVICE WORKS



Jimmied coin box (A) triggers release mechanism (B) which opens flaps (C) in ceiling of booth being pilfered.



Release mechanism sends pronged headtrap (D) down with lightning speed.



Stunned perpetrator is caught and held by closed prongs until Police arrive.

VANDAL-PROOF GRAVESTONES

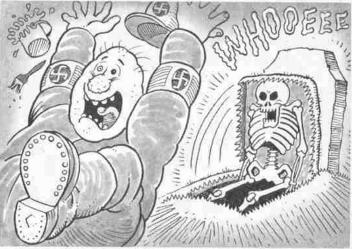
Hoodlums who go through cemeteries at night, knocking over gravestones, are very upsetting to relatives of the deceased. Vandal-proof gravestones stop

this nonsense, once and for all. The minute a headstone is touched, it sets off a mechanism that causes a plastic day-glow-painted skeleton to rise up,

while a hidden recording gives out a bone-chilling, eerie whine. Hoodlums who experience this frightening display will never want to see it again.



In cemetery late at night, as heartlessly cruel vandal rushes up to smear a gravestone with defacing paint . . .



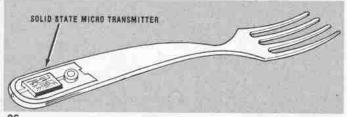
Glowing, whining skeleton slowly rises up, often giving vandal heart attack and joining him with former victim.

PILFER-PROOF HOTEL AND RESTAURANT SUPPLIES

Built into each hotel and/or restaurant item that is likely to be stolen is a tiny solid-state radio transmitter. Thus, when a pilfer-minded customer nonchalantly pockets the item and strolls out with it, a signal receiving device at the door screams an alarm to embarrass the thief.

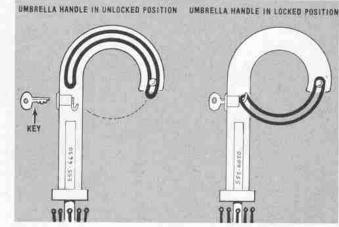


X-ray view shows hotel guests leaving with various souvenirs as tiny radio receiver sets off embarrassing alarm.



THEFT-PROOF UMBRELLAS

Handle of umbrella has handcuff-like locking device. This locks it to hanger rods, door knobs, chairs, etc. Locking device is also effective when the umbrella is carelessly left behind. Engraved phone number assures that you'll be called by desperate check room attendant to come and get it.





Frustrated thief unable to swipe umbrella from closet rod.

THEFT-PROOF BOAT

The moment thief pulls up anchor or casts off dock lines and takes off, bottom of stolen boat begins to fill with water. Thief sees it, thinks boat is sinking, jumps overboard and swims to safety. Boat is then endlessly retrieved.

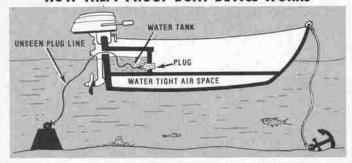




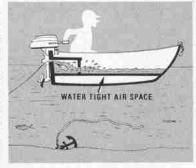
Boat thief takes off, notices boat is filling up with water.

Thinking boat is sinking, he dives off and swims for shore.

HOW THEFT-PROOF BOAT DEVICE WORKS

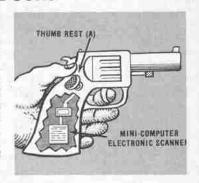


As boat leaves dock or mooring, unseen line yanks plug from secret water tank, releasing small amount of water. Crook mistakenly thinks entire boat is filling with water, when only 3" of water actually covers tightly-sealed floorboards. Boat continues to stay afloat.



THEFT-PROOF HANDGUNS

Handgun has thumb rest (A) that is electronically connected to a mini-computer in the gun handle. When a thumb is placed on thumbrest, its fingerprint is electronically scanned. If it is the proper owner's print, firing mechanism is made operative. Otherwise, gun will not fire at all. Thus, only true owner of gun can effectively use it.







Perpetrator, bent on committing crime, waylays Cop and tricks him into losing gun.

Perpetrator turns gun on Cop, but fingerprint won't activate firing mechanism.

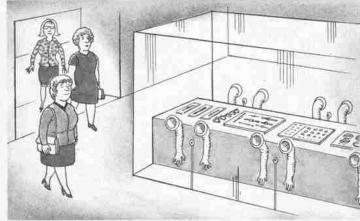




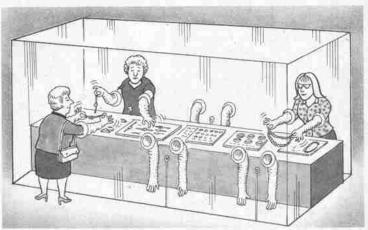
In panic, perpetrator flees crime scene, dropping Cop's useless gun as he runs away.

Cop recovers gun and quickly teaches perpetrator a lesson that he will not soon forget.

THEFT-PROOF STORE MERCHANDISE



Shoplifting, the plague of all shopkeepers, is eliminated with this new system. Even extremely valuable merchandise can be displayed unattended. Counters of shatter-proof glass have holes with long, tear-proof gloves attached.



Customers reach in, through gloves, to freely examine merchandise. But they cannot remove or dirty anything. Then, if item is wanted, convenient buttons under holes summon a clerk. System eliminates guards and extra salespeople.

THEFT-PROOF MEDICINE CABINETS

This may appear to be a minor sort of theft problem, but nevertheless, it's annoying. Many guests think nothing of poking around in hosts' private medicine cabinets and helping themselves to things when using bathrooms. With this device, problem is quickly solved. Special release button (A) must always be pressed, otherwise opening door any other way sets off a screeching alarm, scaring petty pilferer, alerting host and hostess and tipping off other guests.



THEFT-PROOF CITY NEWSPAPER DELIVERIES



Steel-jawed trap attached to chain is set outside apartment door.



When newsboy drops paper, it clamps shut with 50 lbs. pressure.



Later, apartment dweller retrieves paper without fear or worry of it being stolen. His key unlocks and snaps open the fearsome jaws.

THEFT-PROOF BOOZE BOTTLES



THEFT-PROOF CLOTHING

Special lock-ring and chain, carried in purse or pocket, is threaded through garment sleeve and attached to hanger rod to prevent thefts. Also useful in public places to prevent some careless slob from switching coats with you.



THE GREATS OF RAP DEPT.



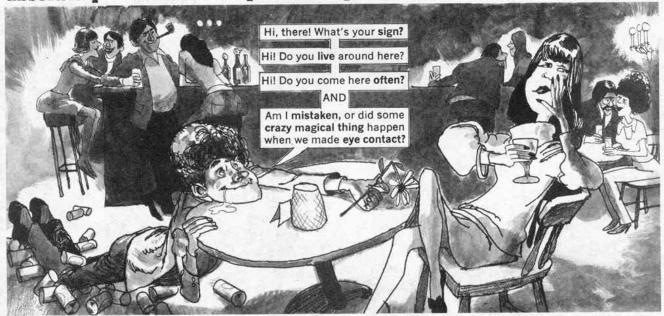
One of the best-selling "underground" books in recent years is something called "How To Pick Up Girls!" It gives frustrated, horny guys hints on how to approach girls, and supplies them with some sure-fire opening pick-up lines. Well, the trouble with these pick-up lines is: they're much too "general." All girls are not alike! They come from different places, from different social and cultural backgrounds. We think you should hit on girls with lines that specifically appeal to each of them. In other words, you gotta talk their language. Here, then, are some MAD hints on—

HOW TO PICK UP GIRLS OF VARIOUS TYPES...IN VARIOUS PLACES

ARTIST: SANDY KOSSIN

WRITER: ARNIE KOGEN

A general note for you beginners: There are certain pick-up lines that absolutely do not work anywhere any more in the 1980's! These are . . .



Okay, now that you know what NOT to say, here are some sure-fire MAD pick-up lines that you can use in some specific situations: Mainly . . .

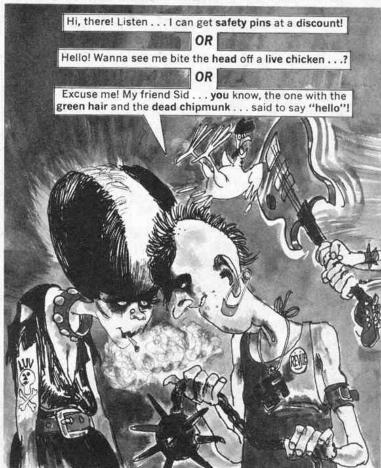
HERE'S HOW TO PICK UP...



... A SQUARE, WHOLESOME, TOTALLY DECENT, ALL-AMERICAN TYPE FROM THE MID-WEST ...



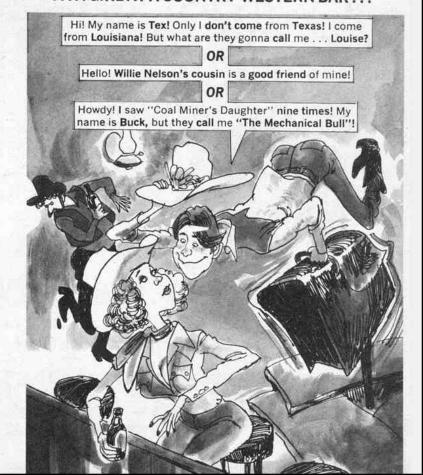
... A GIRL AT A PUNK ROCK CONCERT ...



... A REAL LAID-BACK AND SPACED-OUT SOUTHERN CALIFORNIA SURFING CHICK ...



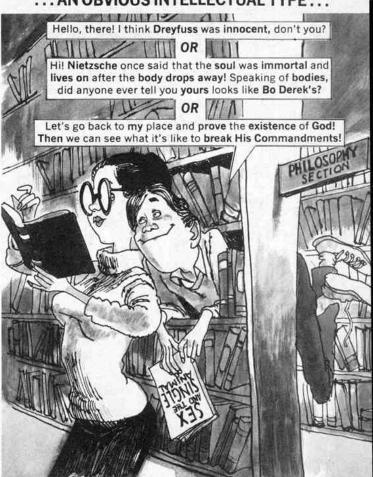
... A GIRL AT A COUNTRY-WESTERN BAR ...



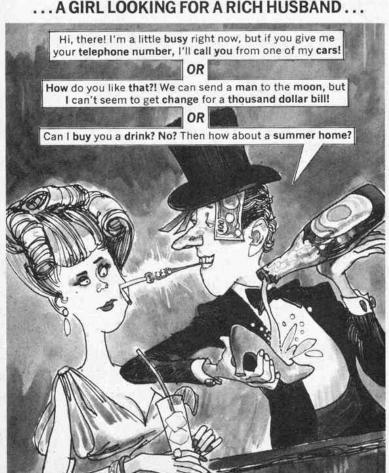
... A DEDICATED WOMEN'S LIBBER ...



... AN OBVIOUS INTELLECTUAL TYPE ...



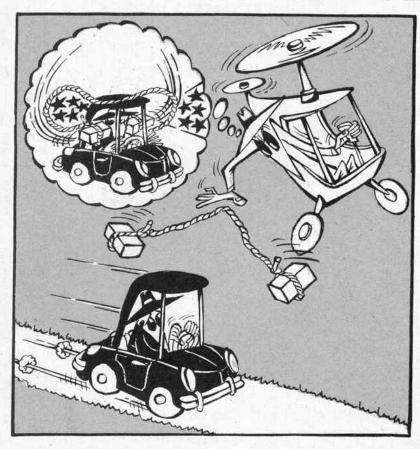
... A GIRL LOOKING FOR A RICH HUSBAND ...

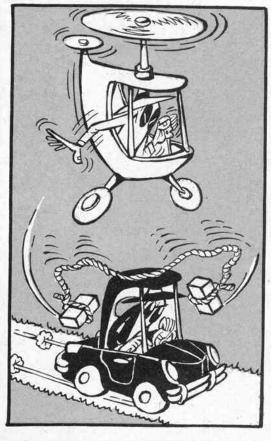


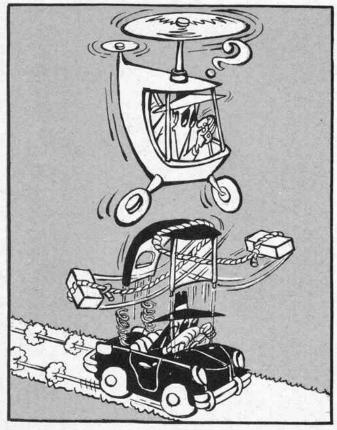
... A GIRL AT A "STEVE MARTIN" CONCERT ...

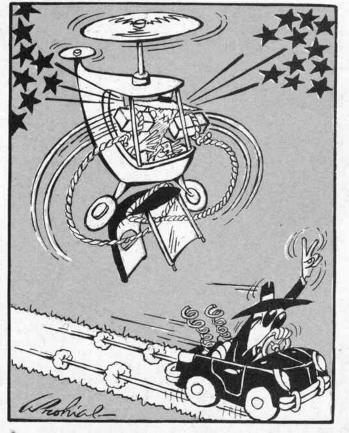


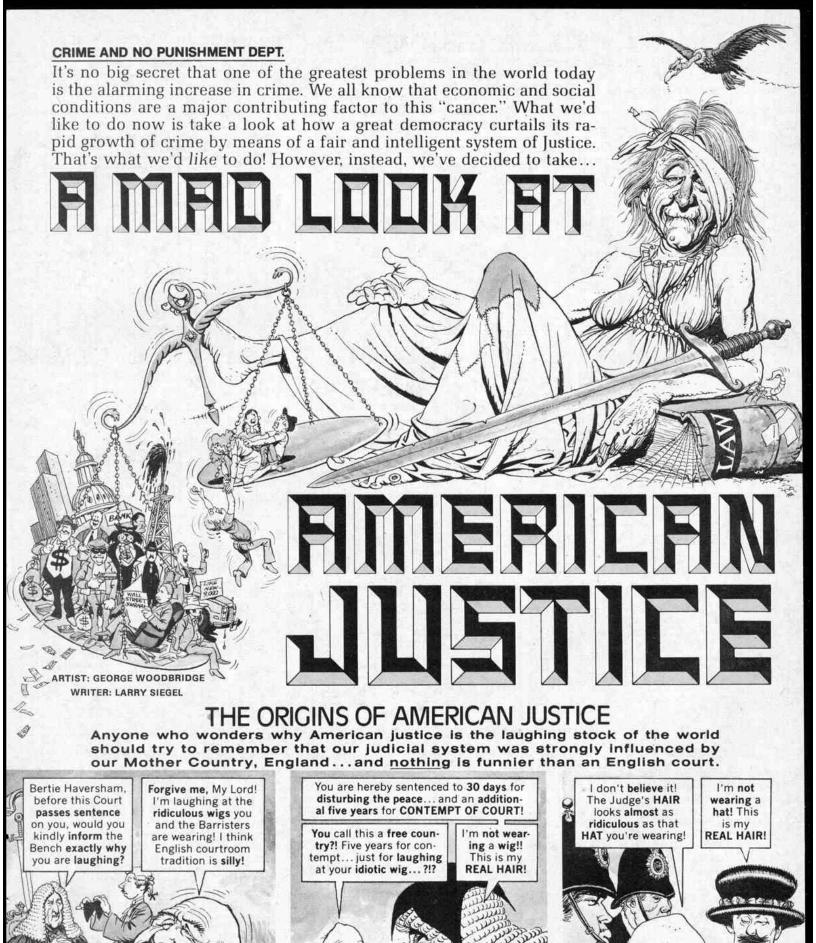






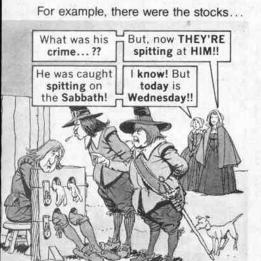






JUSTICE IN THE AMERICAN COLONIES

Because of the devout, God-fearing nature of the Puritans who landed in the New World, crimes in the colonies were usually religious-oriented, and the offenses and the punishments were...to say the very least...a bit unusual.



Then, there was the Ducking Stool for what was considered serious crimes...

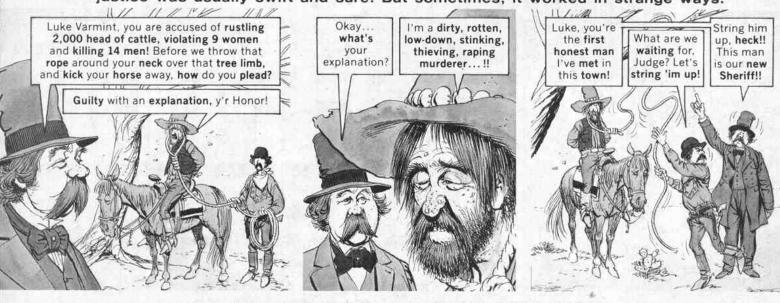


And finally, for the ultimate crime, the ultimate punishment: the stake...



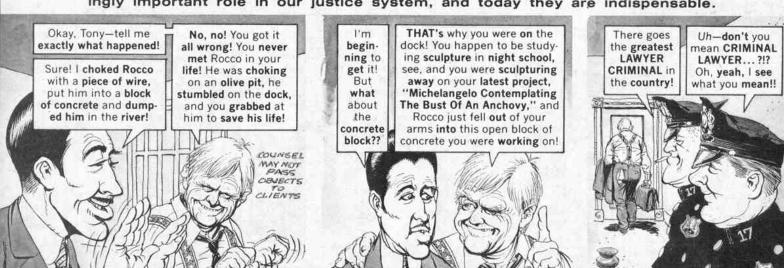
JUSTICE ON THE AMERICAN FRONTIER

As the years went by and America pushed its frontier further and further west, justice was usually swift and sure. But sometimes, it worked in strange ways.



JUSTICE AND THE AMERICAN LAWYER

As the country moved into the 20th century, lawyers began to play an increasingly important role in our justice system, and today they are indispensable.



JUSTICE AND THE AMERICAN JURY SYSTEM

Every citizen 18 or over is a potential juror... and here you see a typical cross-section of some potential jurors.



These are all law-abiding citizens with a sense of justice, motivated by one clear desire: to get the heck out of jury duty by any means possible. After all, who can afford to work for ridiculous jury wages and suffer the boredom of sitting around a room, waiting to be picked for a trial?

And here we see the typical jury they usually wind up with, consisting of people with no income and with nothing to do.



Our system of justice guarantees trial by a "jury of your peers." The dictionary defines a peer as "a person of one's equal rank." So if you're ever put on trial, you can certainly identify with your jury, providing you're a little old lady, a retired storm window salesman, or an ex-wino.

THE AMERICAN JURY IN ACTION

To see how our jury system actually works, let's pick up a trial somewhere in the middle of the proceedings...

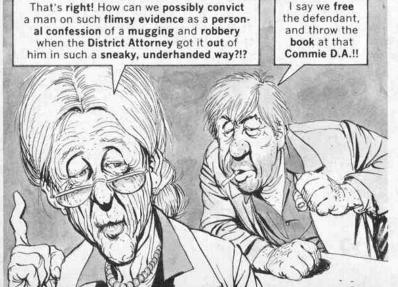
The trial is over, so let's sneak into the jury room and eavesdrop as the jury is deliberating on its verdict...



Well...??
What do you people think...??

All the evidence seems to point to his innocence... except for one small point! He admitted he was guilty!!

Yeah, but remember! The Judge told us to disregard that last statement!!



And about an hour later, somewhere out on the street...

Well, Snavely, you're a free man again, and American justice has triumphed once more! I trust you are now going to lead a clean, exemplary life and mug and rob people no more!

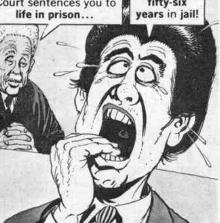
I'm going to disregard that last statement!



AMERICAN CRIME AND PUNISHMENT TODAY

Not all crimes go unpunished, however. Today, there are many murderers who are actually convicted...and they pay a terrible price for their crimes...

Bently Krudd... for the cold and brutal murder of Sean Sheepherd, this Court sentences you to life in prison... Oh, my God! I'm 19 now! That's about fifty-six years in jail!



... plus an additional 25 years for assault with a deadly weapon... 20 years for armed robbery... 15 years for transporting heroin... 20 more years for unnatural sex acts...

C'mon, Judge, have a heart!

another
30
years
for
various
miscellaneous
felonies!

one
hundred
and sixtysix years
in prison!
You know
what that
means,
nies!

One
hundred
and sixtysix years
in prison!
You know
what that
means,
Monte?!?

Sure! With good behavior, you'll be out in seven!!

But I'll be 26 years old then!! Cheer up, kid!
That's the prime
of life for a
vicious killer!
Your greatest
work still lies
ahead of you!
Believe me...
I KNOW!!



HOW THE AMERICAN JUSTICE SYSTEM WORKS

In broad strokes, here is a general picture of American Justice in action...

If a citizen is stupid, commits a crime, and is convicted, he goes to prison...

If a detective is stupid and fouls up, he goes back to "pounding a beat"...

If a lawyer is stupid, bumbling and totally incompetent, he becomes a Judge!

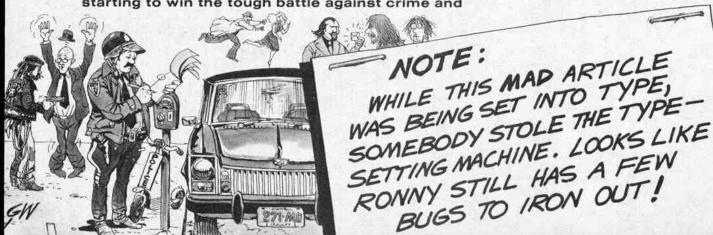






AMERICAN JUSTICE AND THE CURRENT ADMINISTRATION

With Ronald Reagan firmly in command and guiding our nation (with an invaluable assist from the Moral Majority), America is at last on the right road, and is starting to win the tough battle against crime and



The second secon

FIND AND CIRCLE THE 53 HIDDEN WORDS THAT DESCRIBE TELEVISION TODAY



ANSWER TO
LAST ISSUE'S MAD
WORD PUZZLE IN WHICH
WE ASKED YOU TO FIND AND
CIRCLE THE 53 HIDDEN
WORDS THAT DESCRIBE
MOVIES TODAY

FDUMBYKNUJSSELETSATH
OIPMOFFENSIVERYEKUPA
RSMORFGHGNITLUSNIPOC
MGDLIJFONTIHEALUFWAK
UUIILNQLURDEINSIPIDAN
LSCAGMAICLODISHUSWUE
ATNHLKTMASHYIPUSYROY
RIASTEYECCHYEOLOGBE
INROQUAMLKINGLUDGBE
KGAWEAKLNIOLHREENSB
ULLIMYAEINMSHODDYEHLE
KGAWEAKLNIOLHREENSB
ULLIMYAEINMSHODDYEHLE
RIUBSOPSOUTKNABLPKAR
UNVULOADHUJGROSSZCB
STOOOVAPIDCRAPPIIBII
BLERQUEINNETTORSRSVR
AMNBOPDEMEANINGTEKSE
XOMEANINGLESSNICKROF
ELPMISIMITATIVEAUTRN

MAD PASTIMES FO

ARTIST AND WRITER

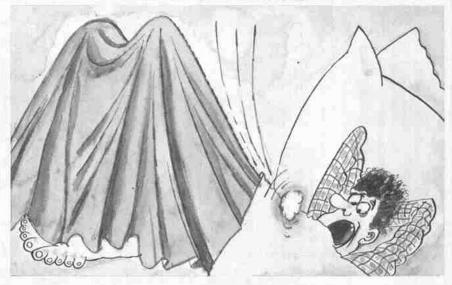
EAR WAX SCULPTURING



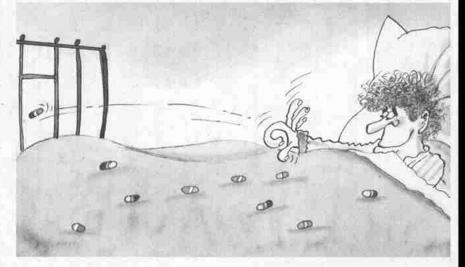
TOE MUPPETS



COTTON BALL GOLF



MEDICATION SOCCER



CHICKEN SOUP BLIND MAN'S BLUFF



RTHE BEDRIDDEN

ALL PETER PORGES

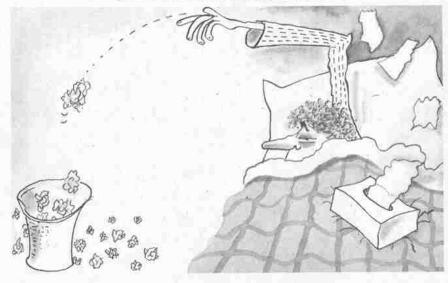
SUGAR CUBE TIDDLYWINKS



UNDER-THE-BED LINT SAILING REGATTAS



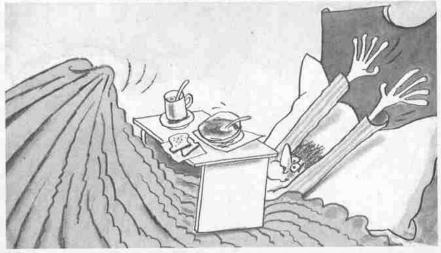
USED TISSUE BASKETBALL

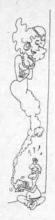


MERCURY "SPACE SHOTS"



BREAKFAST TRAY LIMBO





SPECIAL **EDITION OF**

"20/30" STARIN

WITH SCENES FROM "DEATH WHICH-IS-W

Good evening! I'm Barbara Waltzers! Welcome to this "Special Edition" of "20/30"!

In case you're wondering how we came up with the title "20/30" ..we asked 100 people if they thought they'd enjoy a TV show starring me-Barbara Waltzers!

"20" of them thought they would! The average I.Q.!

Tonight, I'm doing another one of my "Be-Chummy-With-Some-Big-Hollywood-Stars Specials" that are so well liked, we may soon be calling this show "10/30"!

And so, before everyone tunes



BARBARA WALTZERS



HICH II," "ON OLDEN POND" AND "DEATHCRAP"

My first guest is Mr. Charles Brawnson, star of the box office hit, "Death Which-Is-Which II"! Charles, critics say that "Death Which-Is-Which II" is exactly the same as "Death Which-Is-Which I"!!

That's just ridiculous. Barbara! They're miles apart! 3000 miles, to be precise! In "DW-I," I shot people in New York City! In "DW-II," I shoot people in Los Angeles! Big difference!

But aren't the plots similar? In the original, your wife and daughter get beaten and raped!

Right! But in "Death Which II," it's my housekeeper and daughter who get beaten and raped! Totally different movie!

Tell me. why did you pick Hollywood as the location of your movie this

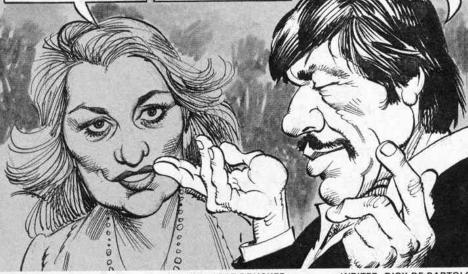
time??

CRIME in Hollywood is WAY UP!

Can you back that up with statistics?

Sure! You're being paid one and a half million dollars a year to do a couple of these tacky 'Specials''! Now, if that isn't a crime, what is?!





ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

O.K., let's look at a few scenes from "Death Which-Is-Which II" ...! Once again, you've decided to take the law into your own hands and hunt down the hoodlums who have wreaked havoc on your household! So you go to a seedy hotel and you rent a room as a base of operations!

Sure, I got a room, Mister! It's \$3.00 a night! There's no heat, no hot water, no cold water, no radio, no TV, no phone, and the bathroom's Yeah! Do you have 'Valet Parking''? I drive a brand



In the movie, you play a man who doesn't like to discuss things with anyone! Are you like that in real life?!?

Not at all!

Can you elaborate on that??

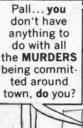
No, I'd rather not talk about it!



Let's look at a few more scenes from "Death Which-Is-Which II"! In the movie, you play an architect who's designing a new building for a radio station!



In another scene, you save two innocent people who are being mugged and robbed! You shoot some of the hoodlums, and you chase the other criminals away!



What makes you say a a thing like that?!

These plans for the new RADIO STATION you've been working on! You've designed a CEMETERY in the lobby!!

Well... with the crime rate going up so fast in Los Angeles, it



Okay... we'll need a full description of the guy who you say helped you!

The guy who HELPED us?!? Why in the world are you going after the GOOD guy?

For TWO reasons! First ... we've had no success going after BAD guys!

And second: Anyone who bothers to get involved these days is probably out of his mind and should be put behind bars for his own safety!

GARAGE



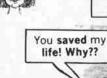
In this next scene, the same Detective from "Death-Which Is-Which I" is called to L.A. to investigate the wave of hoodlum killings! So, naturally, he decides to follow YOU!



This scene takes place after the shoot-out with the hoodlums in which the Detective is fatally wounded while saving your life!



After finding and killing all but one of the hoodlums, you gain entrance to the mental institution where the last one has been sent for rehabilitation... by posing as a Doctor!



EXIT

They can make "Death Which-Is-Which III" without ME, but not without YOU, idiot!!



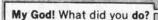
This next scene takes place after a wild, bloody battle in which you manage to take your revenge by electrocuting the hoodlum!



YOU can't be a REAL Doctor! You're carrying a Medical Bag! **REAL** Doctors

Listen! See this gun? I'm teed off... and I want to make a hole

"Teed off"?!? 'Hole in one"! Now, THAT'S **GOLF TALK!!** You ARE a real Doctor!



He killed my housekeeper and raped my daughterso I gave him a new type of shock treatment! I plugged the rat into a 440 volt outlet!!

More power to you! Now, gobefore I call the Police...

You mean you aren't going to turn me in?

No... but I **WOULD** like your address! I'd feel a lot SAFER moving in to YOUR neighborhood!







Charles, I once asked Katherine Hepburn if she were a tree, what kind of tree would she be! Here's my question to you! If you were a coffee, what kind of coffee would you be?

Drip!! Drip grind?! What an interesting

That's not my answer! I'm calling you a drip! Hey, you just gave me the idea for "DW-III"!

The pseudointellectuals Really?! And what like you... kind of who ask stars sadists like me inane will you questions!! Now, that's be going sadism of the after in that one? highest order!

My next guest is Jane Fondle! Welcome to the show, Jane... and rest easy! I'm not going to pry into your personal life...!

It's okay, Barbara! Ask me any thing you like! Tom and I are very happy together!

I know! That's why I'm not going to pry! It sounds like a drag! And speaking of dragslet's talk about your latest film, 'On Olden Pond"!

Probably telling dirty





Listen!

Jane, did it take much preparation to play Henry Fondle's daughter?

Oh, yes! It

took a lot of

It did?!? I meanafter all... you really ARE Henry Fondle's daughter!

Well...? If that isn't preparation, what is ... ?!?

Okay, let's get to "On Olden Pond"! In the film, your Dad plays an elderly man with a crusty, cold, bitter exterior and a sharp, acid, biting tongue!

I'm talking about the loons

on the pond! What a clamor!



Yeah...I jokes, because they like Do you What do you think they're to "quack" each other up! hear you hear the saying to each other...? Why, everybody knows that talking, loon loons have "fowl" mouths! talking? Love...

l almost fell through that screen door!!

Try to be more careful, dear!

Do you know what would have happened to me if I'd fallen through that screen door! I would have STRAINED myself!!



Here comes the "Mail Boat"!

How can you tell it's a "Male" boat? Has it got its clothes off?

Oh, Norbert... you're so humorous! I only hope and pray you'll live to be as old as your jokes!



Mom, remember how angry Dad got with me the last time I came to visit? I'd rented a car, and when he asked me what kind of car it was. | didn't know!! Well, don't worry! This

is it A brand new

Okay, what

kind of car







In this scene from "Deathcrap," playwright Snidely Broil has just returned from a disastrous opening night...

I'm so depressed! Listen to this: "...boring!" "...dull!" "...lacked sensitivity!" "...the pits!" "... I yawned all the way through it!"

Reviews can be so cruel sometimes!

What reviews!? These are excerpts from your DIARY about my love-making!!



The reviews of my PLAY aren't much better! Perhaps I'm iust running

out of ideas for murder mysteries!

Don't be silly! An incredibly creative mind like yours! Just look at all these wonderfully inventive hits you've written: Murder on a Train," "Murder on a Plane," "Murder on a Subway," 'Murder on a Roller Coaster,'

"Murder on a Trolley Car" . .

You're right! "Murder on a Surfboard" might have been a little too limiting! After all, you can only fit two people on a surfboard, so it does reduce the list of suspects!



I just wish I could write a play as marvelous as this one I'm reading! I... I wonder if I could steal it!? Pretend that I wrote it?!? I'd make a fortune!

What

did

you

think

of

my

Perhaps you could "doctor" it up, and at least become its co-author! What's the play's title?

"Macbeth" by William Shakespeare!

No. I'd be better off stealing this fantastic play that one of my students sent me to read!



That brings us to you, Christopher! You play the part of the young playwright who's sent his fantastic new play to Snidely Broil ...

Your husband was late picking me up at the train station!

I-er-had some errands to run!

> What errands? You didn't mention any errands!

I-er-filled the car up with gasoline!

But I filled the tank up just this afternoon!!

Er...uh...yes, you filled the tank! But I filled the CAR! Be careful you're not smoking when you open up the door to get in!





Let me be honest and

verbose with you! Your

play has some glaring

faults! Things in it

that just don't scan!

Can you give me a for instance?

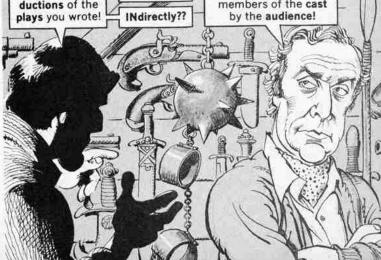
Of course! You left out a comma on page 85! You misspelled the word "accomplice" on page 102! And I've only read to page 117! Lord knows what ELSE I'll find on page 118... the LAST page!



My gosh! Look at these awful weapons! Are all of these from productions of the

Well, some directlyand some indirectly!

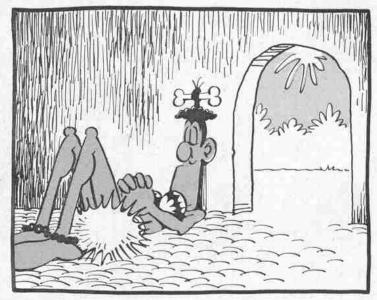
Yes! Some were used in the actual productions... and some were thrown at the members of the cast by the audience!

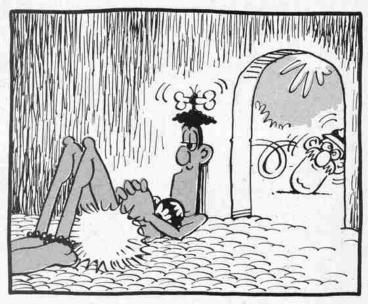




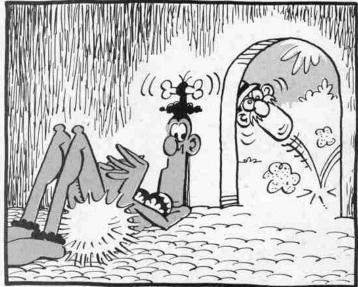


ONE STEAMING DAY IN THE CONGO













WHAT MODERN FROWNED-UPON **ACTIVITY IS KEEPING OUR YOUTH SLIM** AND TRIM?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

There is one modern-day "activity" (which many parents frown upon) that is causing youngsters to lose weight faster than any other sport or exercise. To find out exactly what it is, and how it works, fold in page as shown at right.



FOLD PAGE OVER LIKE THIS!

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



VIVACIOUS KIDS TRY EVERYTHING...FROM RIDING WITH RODEO GANGS TO CROSS-COUNTRY CANOEING. MANY LEAVE THE HOMES THAT GOOD PARENTS PROVIDE JUST SO THEY CAN MINDLESSLY DABBLE THEIR LUNATIC LIVES AWAY, LOOKING FOR THRILLS. OTHERS REACH MORE SENSIBLE ATTITUDES AND AVOID THAT KIND OF BALONEY

∮B A

THE PARTY OF THE

...has stated his intention to weaken the Clean Air Act.

...has opposed the acquiring of any new National Park lands.

...has rescinded
President Carter's
orders restricting
the export of all
hazardous materials.

...pushed for funding cuts for the U.S. Fish and Wildlife Service, which will cripple its programs.

...fired about thirty
Department of Interior
attorneys who were doing essential work on
protecting our Federal
lands and resources.

...has stated "The Department of the Interior...must be ...the Amicus for the minerals industry in...Federal Policy."

...stated his intention of allowing oil and gas production in wildlife refuges and wilderness areas. ...postponed action on the environmental provisions of the Alaska Lands Act. ...has advocated turning national recreation areas over to the states. ...has gutted the Council of Environmental Quality from 60 to 16 members.