

MICHAEL  
JACKSON

CINDI  
LAUPER

BOY  
GEORGE

POLICE'S  
STING

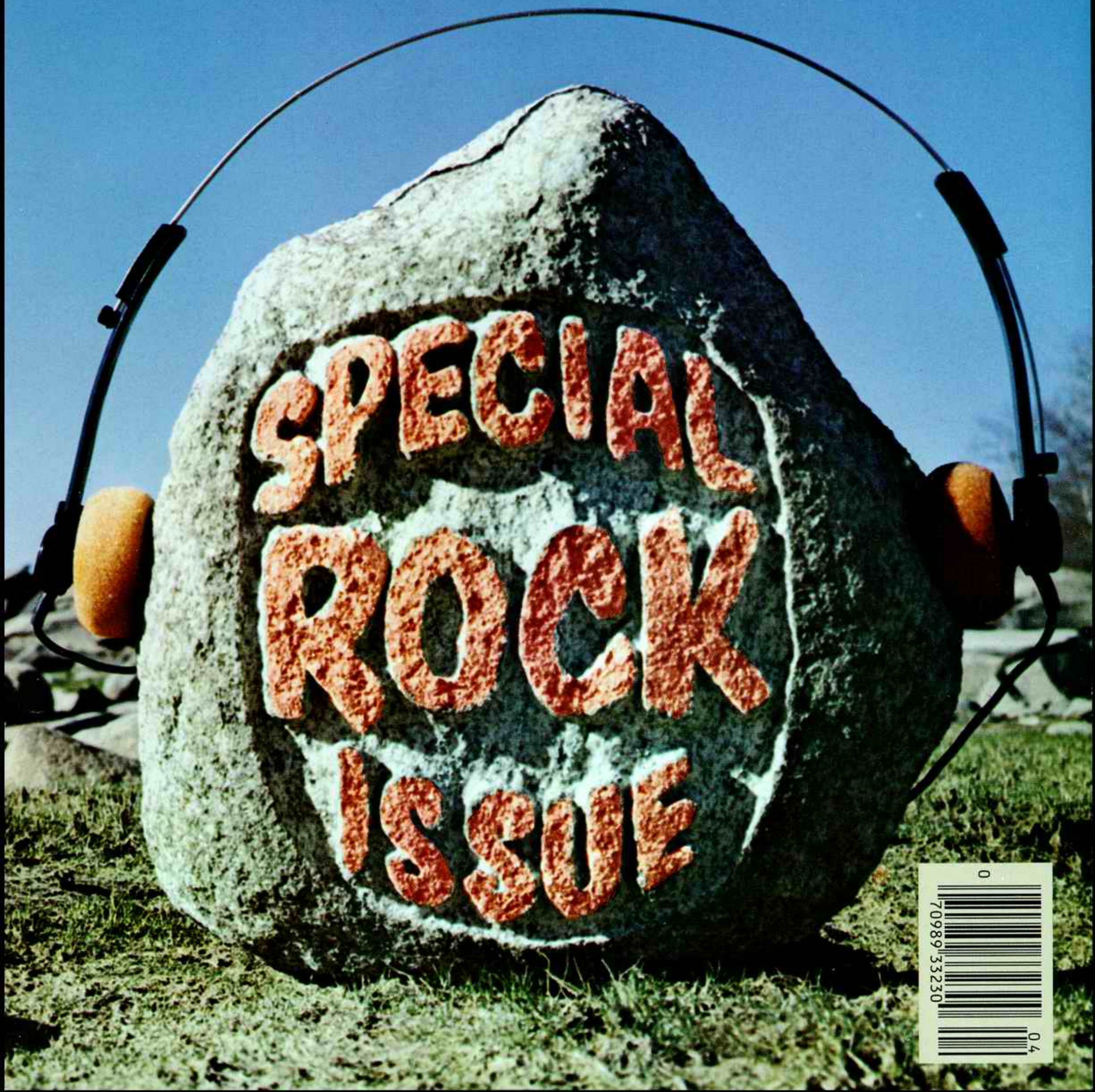
PAUL  
McCARTNEY

DIRK  
McDIRT

NO.  
254  
April  
1985

# MAD<sup>IND</sup>

OUR  
PRICE  
\$1.25  
CHEAP



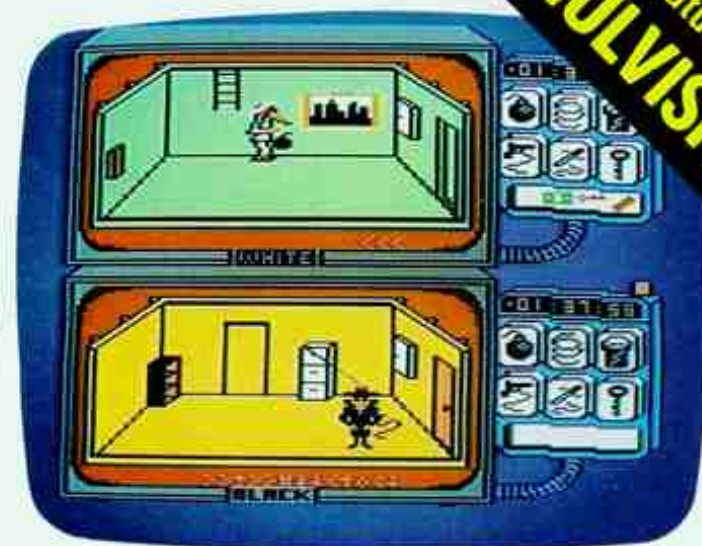




# MAD<sup>®</sup> MAGAZINE'S

FIRST OFFICIAL ACTION/STRATEGY COMPUTER GAME

FREE Subscriptions to MAD to the first 1000 purchasers of SPY VS. SPY to send in a completed warranty card.



AVAILABLE ON DISK FOR COMMODORE 64™  
APPLE® II SERIES, AND ATARI® HOME COMPUTERS.

18 East 41st Street, New York, New York 10017 • 212-532-4666



In affiliation with WARNER SOFTWARE, INC.

Mad Magazine is a registered trademark of E.C. Publications, Inc. and is used by permission. Spy vs. Spy is based upon a property of E.C. Publications, Inc. and is used by permission. Apple, Atari, Commodore are registered trademarks of Apple Corporation, Inc., Atari, Inc., and Commodore Electronics Ltd., Warner Software, Inc. is a Warner Communications Company.  
© 1984 First Star Software, Inc. All Rights Reserved. Printed in the U.S.A.



# MAD

"Practice makes perfect... except with Russian Roulette,  
where practice just makes a mess!"

—Alfred E. Neuman

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

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

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

**GLORIA ORLANDO, SARA FOWLER**, subscriptions

**JACK ALBERT** lawsuits **ANNE GRIFFITHS** logistics

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

## DEPARTMENTS

<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The Lighter Side Of .....	28
<b>BLUNDER ENLIGHTENING DEPARTMENT</b>	
The MAD "Don't" Book	
Chapter One: What Not To Do At A Funeral .....	26
<b>B-S. A. T. DEPARTMENT</b>	
Will You Make A Good Rock Star? (A MAD Aptitude Test) .....	12
<b>DAWN'S EARLY FRIGHTS DEPARTMENT</b>	
The Mysteries Of The Morning .....	40
<b>DISC-Y BUSINESS DEPARTMENT</b>	
Where Your Rock Album Dollar Goes .....	19
<b>DON MARTIN DEPARTMENT</b>	
One Fine Day In A Police Department .....	22
One Fine Day At A Television Station .....	36
One Fine Day In A Department Store .....	42
<b>FRYING THE UNFRIENDLY SKIES DEPARTMENT</b>	
Useful And Practical Flight Information We'd Like To See .....	33
<b>GRAVE REVIEWS DEPARTMENT</b>	
The Exploitation Of A Rock Death .....	17
<b>JUSTICE ONCE DEPARTMENT</b>	
Wanted Posters	
For The Real Criminals That Threaten Our Lives .....	37
<b>LETTERS AND TOMATOES DEPARTMENT</b>	
Random Samplings Of Reader Mail .....	2
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn-Out Dramas" By Aragones .....	**
<b>NOMENCULTURE DEPARTMENT</b>	
Boys Just Wanna Be George .....	10
<b>P.M.-T.V. DEPARTMENT</b>	
Red Topple And "Night Time" Take A MAD Look At Rock Video .....	13
<b>ROCK AROUND THE BLOC DEPARTMENT</b>	
Rock Video Produced By Pressure Groups .....	4
<b>SCHLOCK AROUND THE DOCK DEPARTMENT</b>	
"Rip-Off-Tide" (A MAD TV Show Satire) .....	43
<b>SONS OF PITCHES DEPARTMENT</b>	
Honest Ads To Introduce "New, Improved" Products .....	23

\*\*Various Places Around The Magazine

## VITAL FEATURES

**ROCK VIDEO  
PRODUCED  
BY  
PRESSURE  
GROUPS**  
Pg. 4



**THE  
EXPLOITATION  
OF A  
ROCK  
DEATH**  
Pg. 17

**WHERE  
YOUR  
ROCK ALBUM  
DOLLAR  
GOES**  
Pg. 20



**WHAT  
NOT TO  
DO  
AT A  
FUNERAL**  
Pg. 26

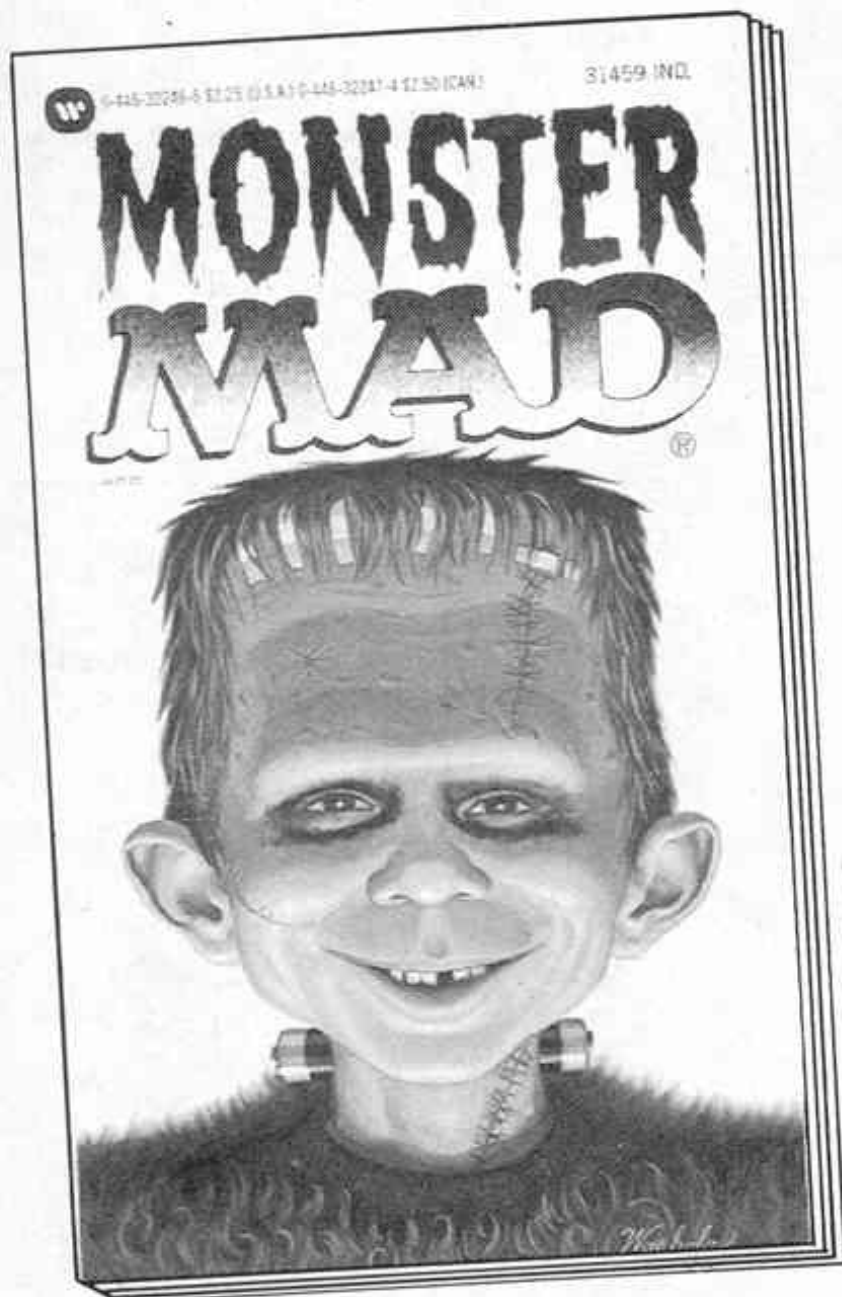
**THE  
MYSTERIES  
OF  
THE  
MORNING**  
Pg. 40



**"RIP-OFF-TIDE"  
(A MAD  
Television  
Show  
Satire)**  
Pg. 43



# OUR CREATURE PRESENTATION!



**DO NOT /Gor THIS OFFER! WE'VE PIECED  
TOGETHER OUR MOST TERRORIFIC COLLEC-  
TION ... TO BE BRUTALLY FRANKENSTEIN!**

**On Sale Now At Your Favorite Bookstore  
... Or Yours By Mail**

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

## MAD

485 MADison Avenue New York, N.Y. 10022

NAME .....

ADDRESS .....

CITY ..... STATE ..... ZIP .....

☐ PLEASE SEND ME  
"MONSTER MAD"

ALSO PLEASE SEND THESE  
OTHER BOOKS I'VE CHECKED

- ☐ Forbidden MAD
- ☐ DON MARTIN Captain Klutz II
- ☐ DAVE BERG Looks at the Neighborhood
- ☐ 6th Case Book on SPY vs. SPY
- ☐ MAD Sex, Violence & Home Cooking
- ☐ Snappy Questions to Stupid Questions #5
- ☐ ARAGONES MAD Menagerie

- ☐ MAD's Successful Dog
- ☐ EDWING MAD Variations
- ☐ MAD Goes to Pieces
- ☐ MAD Tell It Like It Is Book
- ☐ PORGES Cheap Shots
- ☐ Coker MAD Pet Book
- ☐ A MAD Look at the 50's

**I ENCLOSE \$2.25 FOR EACH  
(Minimum Order: \$6.75)**

Allow 10 weeks for delivery.  
Outside the U.S.A., add  
15% extra.

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

## LETTERS AND TOMATOES DEPT.



### MAD #252

You guys goofed on the cover of MAD #252. A blue sky in New York City?!? Come on! The air hasn't been that clean and clear in 50 years!

Geppe Lafada  
Staten Island, NY

Ears to you guys for the cover of MAD #252! I loved it!

Francine Gordon  
Cleveland, OH

### POETRY & NOTION

MAD #252 helped me out in school! In my Language Arts Class we were supposed to write down one of our favorite poems and illustrate it. I couldn't think of anything. Then I read "Poems To Inspire You And Bring Hope To Your Heart." I liked them so I used the "Blessings" poem. After the teacher read it I saw her look at me funny. But she gave me an A! Now how about doing my homework?

Kyle Kirby  
Lake City, SC

**Sure! The answers for your homework tonight are: 1492, 1776, Eli Whitney, Albany, 116 and Silver.—Ed.**

### A JAFFEE IMITATOR

Thought you might like to see this cartoon from the October 25, 1984 edition of the local paper.

Jeff Acker  
Greenville, SC

## FALLING MADLY IN LOVE

How you helped shape our lives! On Sunday, Jan. 16, 1960, I was sitting in a cafe in Waukesha, Wisconsin reading a copy of MAD—or should I say trying to read a copy of MAD! The problem was my eyes kept wandering over to this sweet little redhead seated at the counter. Every time I looked over, she was looking at me! Finally, she got up and headed straight for my table. My heart began to pound. She leaned against the wall beside me and asked if she could read my copy of MAD, which she had never seen before. I said "no," but it didn't seem to matter to her. She was so intrigued that she ripped the magazine out of my hands and sat down beside me. A little angry, I took her firmly by the shoulders, turned her against my chest with her head resting on my shoulder and we read the MAD together. We were married in May 1961. It's now 25 years, five children and eight grandchildren later. We still read MAD together! We often wish we still had the copy of MAD I was reading when we met, but we weren't smart enough to save it. Nevertheless, we are still mad about MAD and can't seem to break the habit!

Harlan E. Van Kirk  
Phoenix, AZ

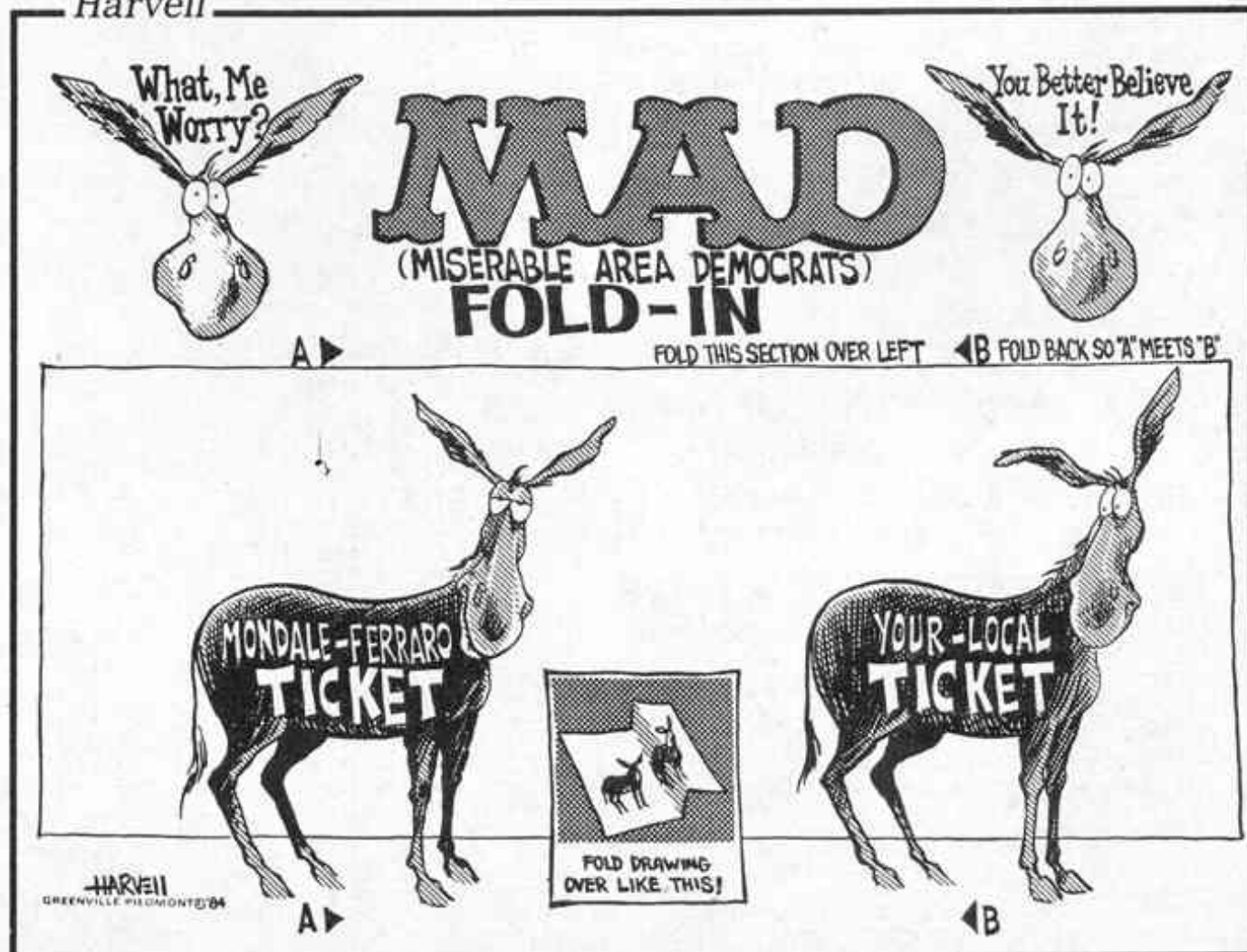


## BORN LOSERS

Our first car was an Edsel; We thought the Beatles were a fad. We voted for Nixon (twice); Bought gold at the \$800 price. We invested in Iranian oil stocks; Suffered through swine flu shots. We bought our vacation home on Three Mile Island; Sent our son to Medical school in Grenada. Enclosed please find a check for \$25 for 24 more issues of MAD.

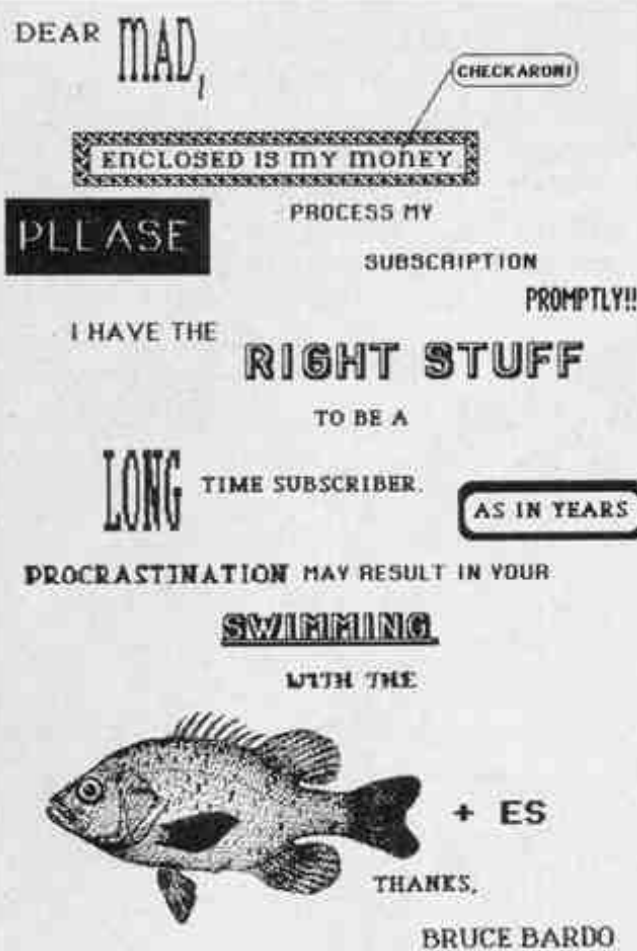
The Mumma Family  
West Islip, NY

Harvell





## LETTER OF THE MONTH



## THE MAD MINUTE

"The MAD Minute" is an ongoing series of (alleged) funny radio routines performed by MAD writer Dick DeBartolo. Over the next few issues, we'll list, by state, the radio stations now playing the Minute. When we publish your state, if your favorite station isn't listed, send us their name and address. We'll make sure they start receiving the tape. Send the station's name and address to: The MAD Minute, c/o MAD Magazine, 485 MADison Avenue, New York, NY 10022

### MASSACHUSETTES

WRKO, Boston

### MAINE

WIDE, Biddleford  
WABI, Bangor  
WLBZ, Bangor

### VERMONT

WKYT, Brattleboro  
WTSB, Brattleboro

### NEW YORK

WNYU, New York  
WWS, New York  
WBLS, New York  
WNEW, New York  
WPIX, New York  
WOR, New York  
WABC, New York  
WCBS, New York  
WMA, New York  
WPLJ, New York  
WNBC, New York  
WKTV, New York  
WHN, New York  
WYNY, New York  
WAPP, Fresh Meadows  
WRCH, Riverhead  
WLNQ, Sag Harbor  
WWYD, Schenectady  
WSYR, Syracuse

### ALASKA

KTNX, Anchorage  
KWHL, Anchorage

### CANADA

CJAT, Trail BC  
CKQ, Kelowna  
CKOK, Penticton  
CFCI, Kamloops  
CJCI, Prince George  
CKLG, Vancouver  
CFUN, Vancouver  
FM97, Vancouver  
CISL, Richmond  
CHTK, Prince Rupert  
CKDA, Victoria

### CALIFORNIA

KLOS, Los Angeles  
KMET, Hollywood  
KMAC, Long Beach  
KROQ, Pasadena  
KGB, San Diego  
KPRI, San Diego  
KTYD, Santa Barbara  
KBOS, Tulare  
KSYZ, San Luis Obispo  
KXOI, Fresno  
KJDO, Monterey  
KQAK, San Francisco  
KFOS, San Francisco  
KCBS, San Francisco  
KMEL, San Francisco  
KYA, Sacramento  
KZAP, Sacramento  
KFBK, Sacramento  
KSNJ, San Jose  
KOME, San Jose  
KWSS, San Jose  
KFTY, Modesto

### OREGON

KBZY, Salem  
KGAY, Salem  
KSLM, Salem  
KJSM, Coos Bay

### WASHINGTON

KIT, Yakima  
KXLY, Spokane  
KGA, Spokane  
KXXR, Spokane

### COLORADO

KAZY, Denver  
KBOL, Boulder  
KOSI, Pueblo  
KOZA, Pueblo  
KIDN, Pueblo  
KPUB, Pueblo

### UTAH

KLUB, Salt Lake City  
KALL, Salt Lake City  
KWHQ, Salt Lake City

### ARIZONA

KOLS, Flagstaff  
KFLG, Flagstaff

### NEW MEXICO

KAMX, Albuquerque  
KOB, Albuquerque  
KREX, Albuquerque  
KENN, Farmington  
KRWN, Farmington

# SAVE MONEY

## AND RECEIVE

# FREE GIFTS!

## WHEN YOU

# SUBSCRIBE TO

# MAD

## AN INCREDIBLE OFFER FROM MAD PUBLISHER

## WILLIAM M. GAINES

## "THE CHEAPEST MAN IN THE WORLD"

## WITH A 40 ISSUE SUBSCRIPTION

# YOU SAVE \$11.00

## AND GET 7 FREE MAD PAPERBACKS!\*

### (\*OF OUR CHOICE)

## WITH A 24 ISSUE SUBSCRIPTION

# YOU SAVE \$5.00

## AND GET 3 FREE MAD PAPERBACKS!\*

### (\*OF OUR CHOICE)

## WITH AN 8 ISSUE SUBSCRIPTION

# YOU SAVE NOTHING

## AND WE GET TO KEEP OUR CRUMMY PAPERBACKS!

----- USE COUPON OR DUPLICATE -----

- ☐ I enclose \$39.00\*. Please enter my name on your subscription list and mail me the next 40 issues ... PLUS MY 7 FREE MAD PAPERBACK BOOKS!
- ☐ I enclose \$25.00\*. Please enter my name on your subscription list and mail me the next 24 issues ... PLUS MY 3 FREE MAD PAPERBACK BOOKS!
- ☐ I enclose \$10.00\*. Please enter my name on your subscription list and mail me the next 8 issues ... TELL WILLIAM M. GAINES HE KNOWS WHAT HE CAN DO WITH HIS LOUSY FREE MAD PAPERBACK BOOKS!



485 MADison Avenue  
New York, New York 10022

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_ HAT SIZE \_\_\_\_\_

Please Address All Correspondence To:  
MAD, Dept. 254, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless a self-addressed envelope with correct postage is included!

\*Outside U.S.A. (including Canada), \$12.00 for 8 issues or \$30.00 for 24 issues or \$47.00 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!



Hi! I'm Cindy Lauper, and I've told you *time after time* that *girls just want to have fun!* But *not today!* Today, I'm here with an **important warning...** **ROCK VIDEO IN THE WRONG HANDS CAN BE DANGEROUS!** Tell 'em all about it, B.G.!

Cindy's *right!* With Rock Video **growing in popularity** every day, how long do you think it's going to be before a "**Special Interest Group**" hires some *chameleon* Rock Performer—a *man without conviction*—to make a special Video that plugs its **own biased point of view**?! What a *drag* that'll be! Somebody ought to call "**The Police**"! Right, Sting?

**Right!** We already saw the first signs of it when **Michael Jackson sold out**, and did one of his hits for those lousy **Pepsi commercials!** We think it's only a matter of time before... *with every breath you take*... you'll be seeing Rock Stars like Michael—and us—doing



# ROCK VIDEO

PRODUCED BY

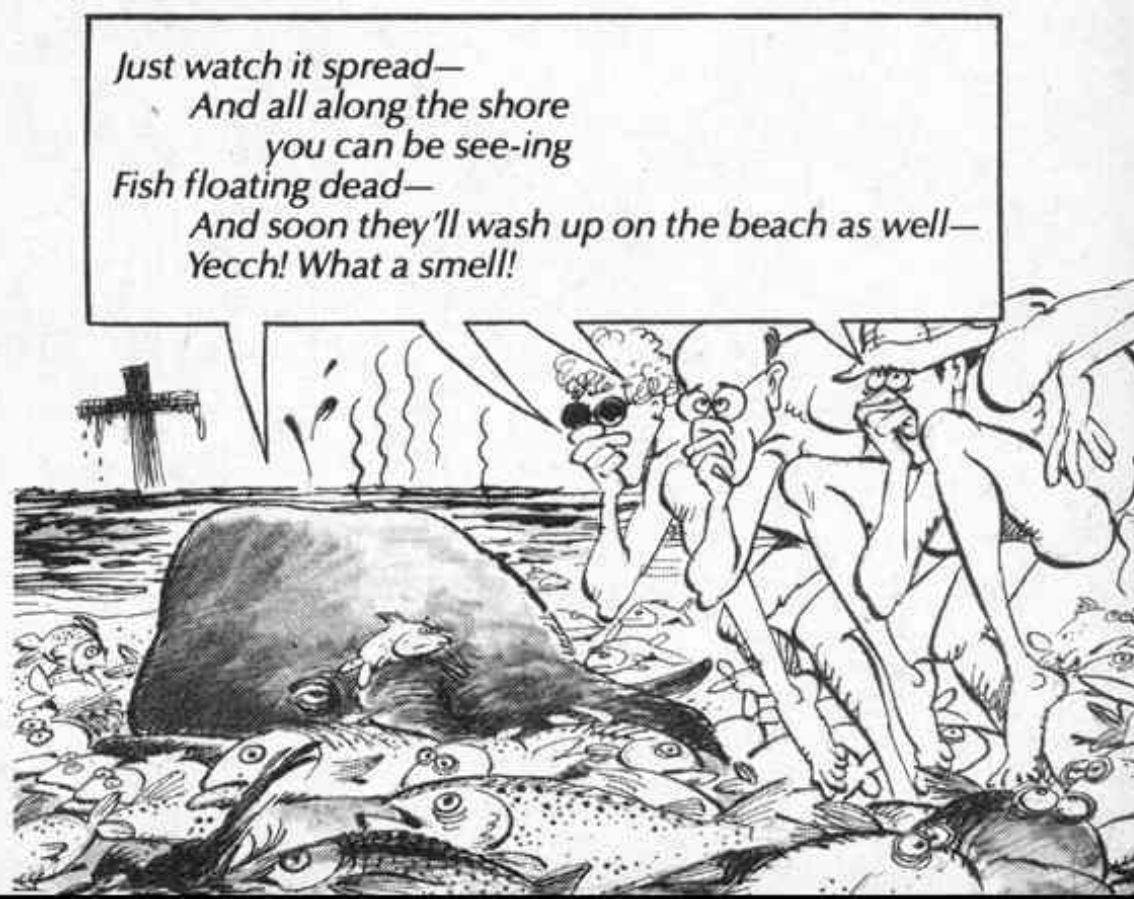
# PRESSURE GROUPS

ARTIST: MORT DRUCKER WRITER: FRANK JACOBS



# "KILLER"\* as presented by Outraged Environmentalists

\*sung to the tune of "Thriller"







Cause it's  
a killer  
spiller!

Right!

So kiss off your fav'rite beach,  
which now is black instead of white!  
A stinking killer spiller!

Right!

What a ghastly, gruesome  
sight made by that  
killer spiller!

That's  
right!

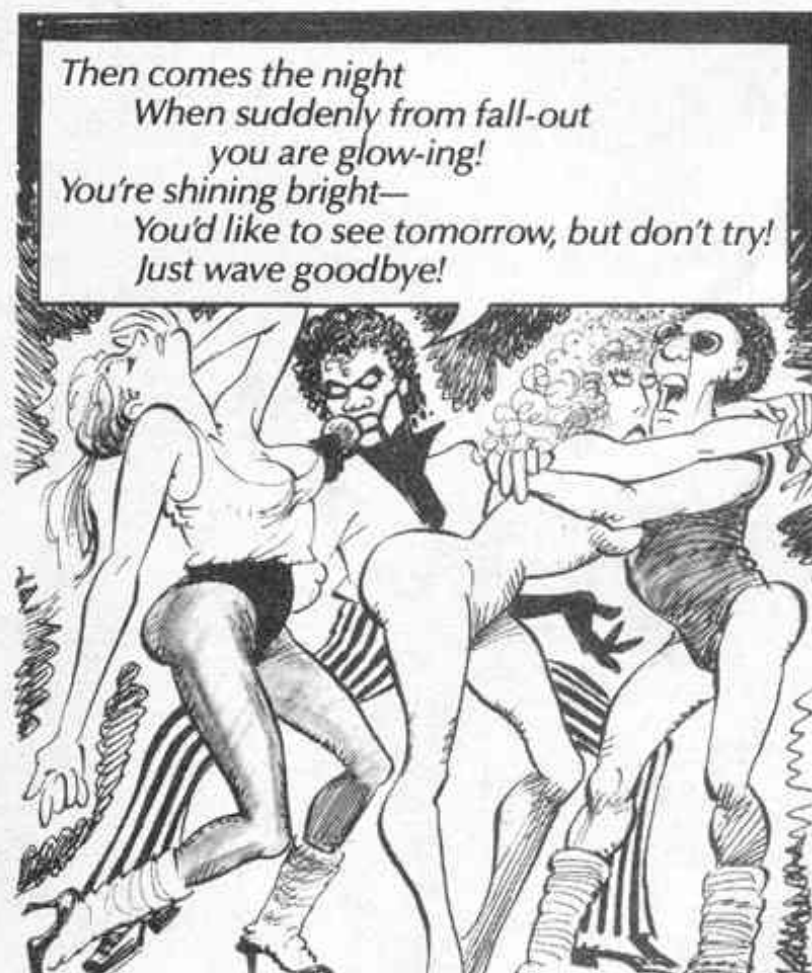
SANDS OF GRIME...



Deadlier still  
Are those poisons that kill  
in those pest-i-cides!  
There's no escapin' the grave  
where forever you'll stay—  
IT SURE CAN RUIN YOUR DAY!



They're out to get... you  
With horrible  
pollutants that destroy!  
And you can bet... you  
won't find that it's  
a feeling you enjoy!



Then comes the night  
When suddenly from fall-out  
you are glow-ing!  
You're shining bright—  
You'd like to see tomorrow, but don't try!  
Just wave goodbye!



Cause it's a killer,  
killer light!  
And you hair falls  
on the pavement  
And your insides  
don't work right!

It's  
one  
more  
killer,  
killer!

Right!

No wonder  
we're  
up-tight  
from  
ev'ry  
killer—

spiller—

driller—

chiller—

that  
we  
fight!



# "PRAY, PRAY, PRAY"\* as presented by Prayer-in-School Fanatics

\*sung to the tune of "Say, Say, Say"



Pray, pray, pray—  
When you like!  
Who cares... what... those  
Creep heathens tell you!

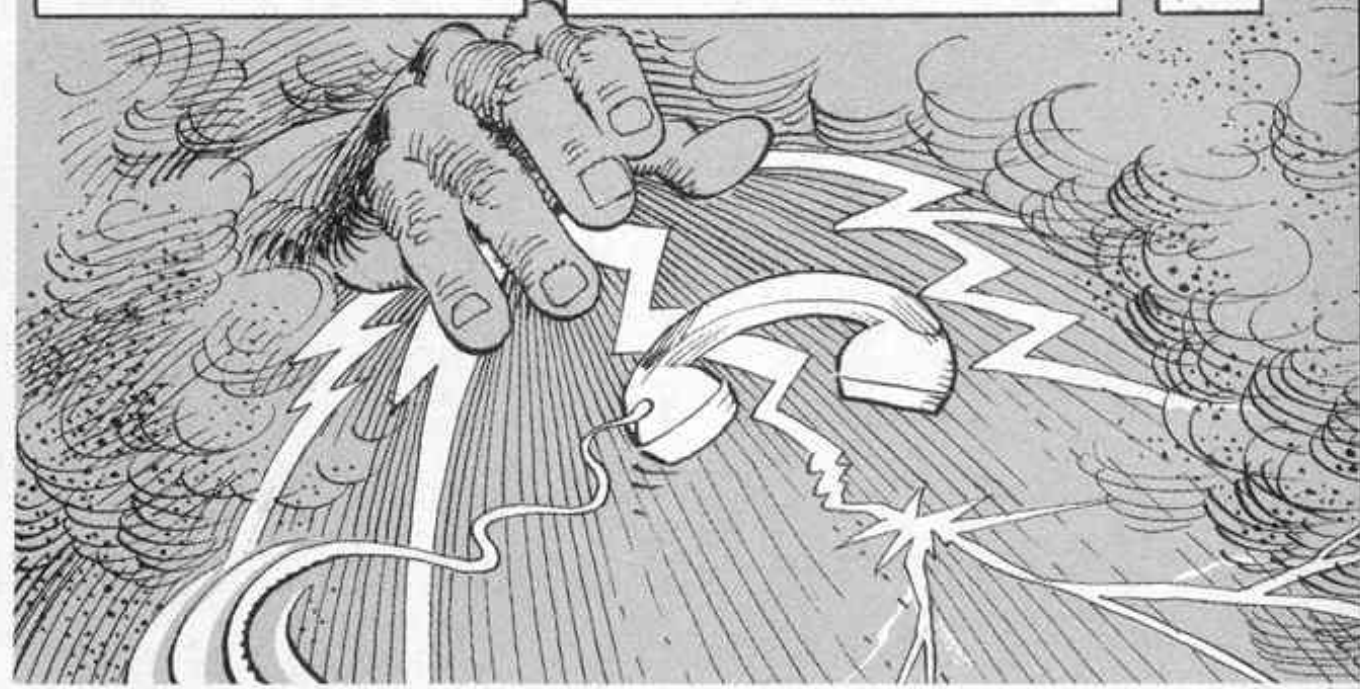
Make, make, make  
Your voice heard!  
The worst... you'll get  
Is they'll expel you!



All a-lone...  
God sits there by His phone,  
Waiting for... your  
Pray-ing!

Young or old,  
You'll reach Him, like we're told;  
You won't be put on hold;  
You know he's there for

You,  
you,  
you,  
you!



Pray, pray, pray—  
All you like!  
Believe... us... He'll  
Never fail you!

Know, know, know  
He'll be there!  
Just don't... blame... Him  
If they jail you!

What can you say  
When they won't let you pray?  
Maybe we... can  
Aid you!



We suggest  
That if you flunk a test,  
Say you can't do your best  
Unless you're praying!  
Yeah, yeah,  
yeah,  
yeah!

Pray, pray, pray  
All day long!  
Punch out any-one  
Who tries to stop you!  
Then pray, pray, pray  
All you can  
That they won't throw the book at you!





God isn't through!  
He can see me and you!  
He's behind us...  
al-ways!

Don't despair  
If you hear Him declare,  
"YOU DON'T HAVE A PRAY'R!"  
Just keep on trying!  
Yeah, yeah, yeah!

Pray, pray, pray!  
Yeah, yeah, yeah!  
Pray, pray, pray!  
Yeah, yeah, yeah!  
Pray, pray, pray!

Pray, pray, pray!  
Yeah, yeah, yeah!  
Pray, pray, pray!  
Yeah, yeah, yeah!  
Pray, pray, pray!



## "BAN IT"\* as presented by Angry Reactionaries

\*sung to the tune of "Beat It"

They're showin' flicks  
with too much sex around here!  
Don't wanna see that filth—  
It better disappear!  
There's hatred in our eyes,  
And our words are really clear—  
We'll ban it! Yeah, ban it!

FOR ADULTS ONLY

CHILDREN  
UNDER 3  
NOT ADMITTED

X-RATED  
MOVIES  
INC.

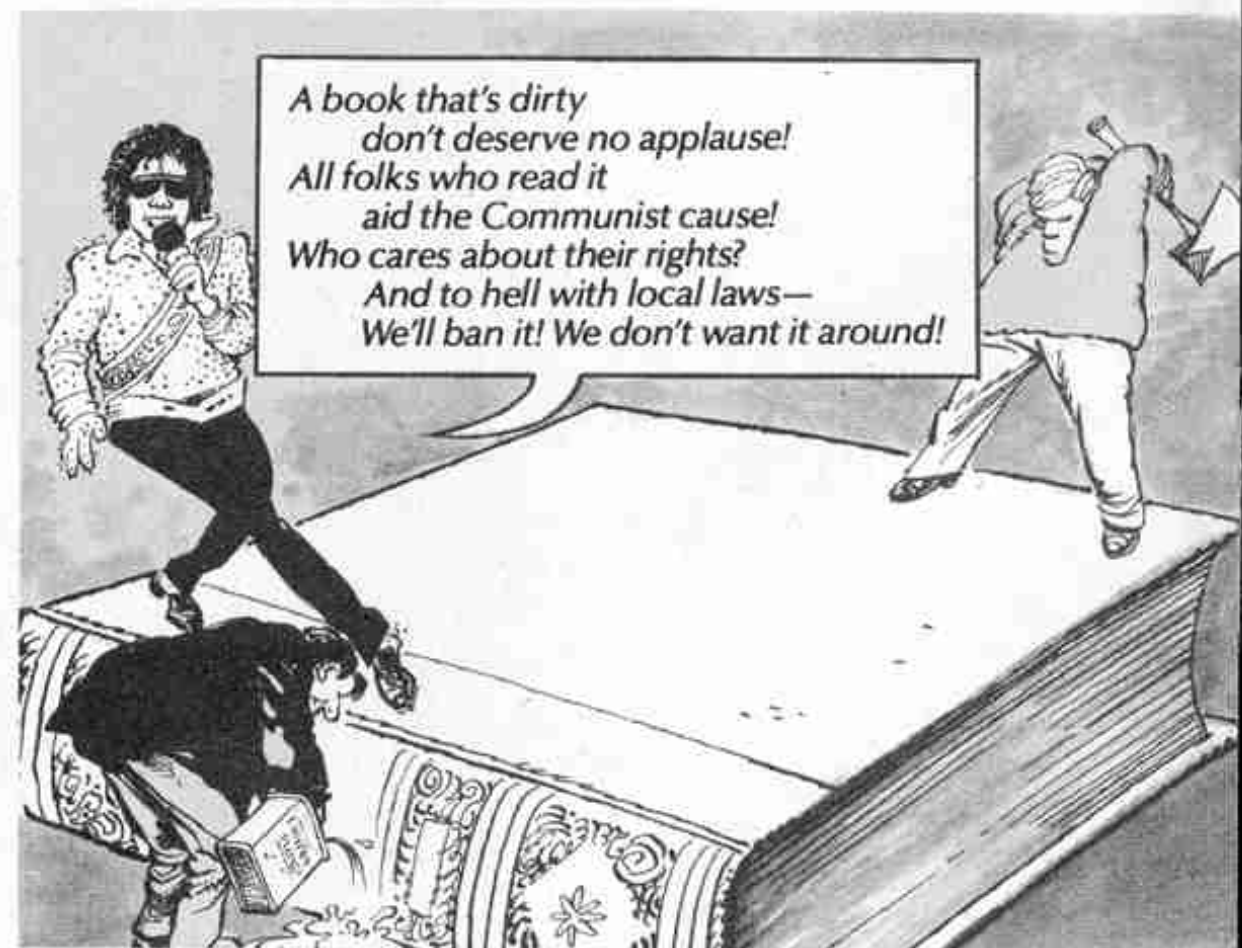
FOR ADULTS ONLY

DEVIL  
IN  
MISS JONES

DOUBLE  
FEATURE  
MAIDS  
TO  
ORDER  
ALSO  
MAID  
IN  
SWEDEN



A book that's dirty  
don't deserve no applause!  
All folks who read it  
aid the Communist cause!  
Who cares about their rights?  
And to hell with local laws—  
We'll ban it! We don't want it around!

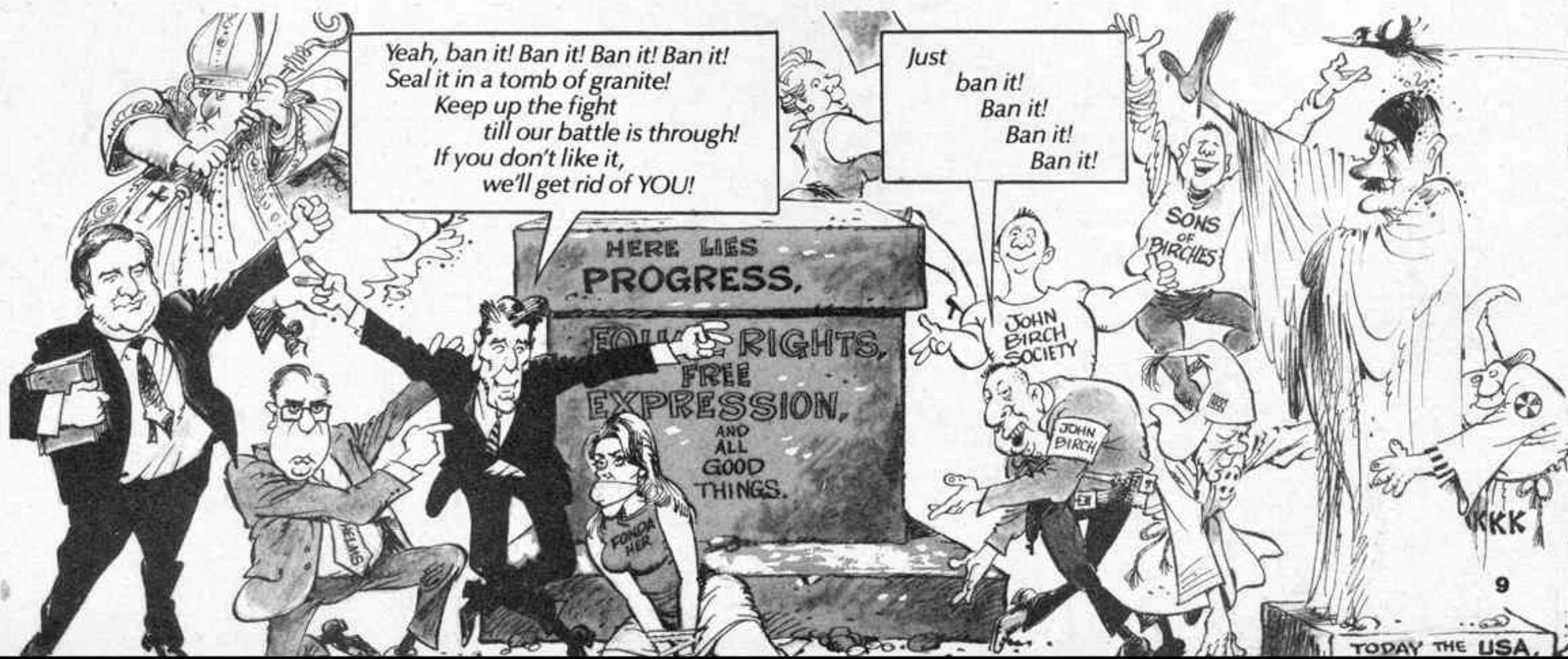
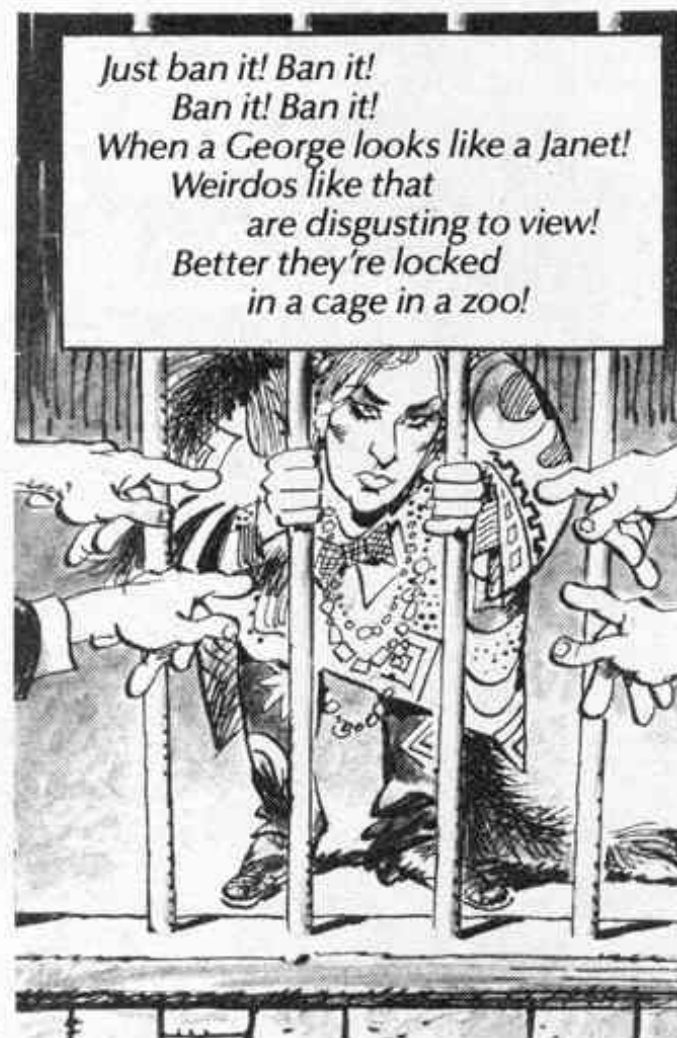


Just ban it! Ban it! Ban it! Ban it!  
Nail the pinkos who be-gan it!  
We'll show how moral and clean we can be—  
Kickin' out creeps who act diff-er-ent-ly!

Just ban it, ban it!  
Just ban it, ban it!  
Just ban it, ban it!  
Just ban it, ban it!









# BOYS JUST WAN

BEACH BOY GEORGES

BOY GEORGE  
JETSON

BOY GEORGE HARRISON

BOY GEORGE PEPPARD

BOY GEORGE BURNS



# NA BE GEORGE

ARTIST AND WRITER: TOM HACHTMAN

BOY GEORGE WASHINGTON

BOY GEORGE SEURAT

SABU

THE  
ELEPHANT  
BOY  
GEORGE

BOY GEORGE WALLACE

LIFEBUOY  
GEORGE

BOY GEORGE  
STEINBRENNER





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

# MAD'S APTITUDE TEST NUMBER SEVEN WILL YOU MAKE A GOOD ROCK STAR?

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS



1. Complete this sentence: As a Rock Star, you depend totally on \_\_\_\_\_

A. Your tax accountant, for figuring a way to deduct cocaine as a business expense.  
B. Your personal physician, for prescribing uppers and downers as a "medical necessity."  
C. Your bodyguard, for getting rid of the groupie you've just completed your three-hour relationship with.  
D. All of the above.

2. As a Rock Star, you are publically accused by an admirer of fathering her child. How does this benefit you?

A. You're sure to become even more of a sex symbol.  
B. You're getting free front-page publicity you never dreamed of.  
C. Your new single, "Fillin' My Honey With Love," is now a cinch to hit the top of the charts.  
D. All of the above.

3. Writing a "Top Forty" Rock Hit requires a special talent. If the first line of a song is "*Baby, for your love I'm goin' crazy...*"—then which of these has the right rhyme and meter for the second line?

A. "...like a rhinoceros in heat in southeastern Zimbabwe."  
B. "...especially when I'm locked out of my Toyota and it's 30 below and I'm freezin' my butt and I'm feelin' so bad."  
C. "...except when I'm in Tulsa."  
D. Any of the above.

4. A really hot Rock Video number requires appropriate special effects. Which of these visuals works best with a heartfelt love song?

A. Shooting yourself out of a

psychedelic cannon through a 12-foot chocolate doughnut with exploding sprinkles.

- B. Dive-bombing a flock of crazed pigeons into a Hare Krishna rally.  
C. Destroying any mid-size city in South Dakota with an atom bomb.  
D. All of the above.

5. In the middle of a concert, your second guitarist gets sick from too much booze and throws up on stage. How should you react?

A. Tell him to retch in tempo.  
B. Throw up along with him to protect your star billing.  
C. Alert the media to the fact that you've just discovered "a hot new Rock sound."  
D. All of the above.

6. Winding up an outdoor concert, you're looking for a finale that spotlights your talent and reveals your musical ability. Which of the following works best?

A. Turning around, dropping your trousers and mooning the audience.  
B. Punching your lead guitarist in the face while riding piggyback on an orangutan.  
C. Throwing your own guitar into a giant pot of linguini.  
D. Any of the above.

7. Only a week after hitting the Top Twenty, your drummer dies of an overdose. How do you handle it?

A. Leak every sordid detail to the press, thereby insuring maximum publicity and moving you up to the Top Ten.  
B. Film the autopsy, then lay in a music track for a dynamite Rock Video "special effect."  
C. Hire Yankee Stadium for the funeral at \$15 a head, then put the body on ice and re-stage the services on a 12-city road tour.  
D. All of the above.



8. The Rock Star above has the reputation of being "unaffected by money and fame" and is totally "down-to-Earth." This usually means:

A. He restricts the number of people at his all-night orgies to only a few dozen of his closest friends.  
B. He chooses only conservative colors for the Day-Glo racing stripes on his fleet of Rolls Royces.  
C. He limits himself to only "soft" drugs on religious holidays.  
D. All of the above.

9. A TV interviewer mentions that, from one concert, you earn what the President makes in a year. What do you say to that?

A. "So they overpay him! Big deal!"  
B. "Well, he doesn't draw the crowds that I do!"  
C. "Look, man, I paid my dues! I struggled for five weeks before I got my big break!"  
D. Any of the above.

## SCORING

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



RED  
TOPPLE  
AND...

# 'NIGHT TIME' TAKES A MAD LOOK AT ROCK VIDEO

ARTIST: HARRY NORTH

WRITER: DICK DE BARTOLO

This is Red Topple, and this is "Night Time"! Tonight, we look at Rock Video! Where did it come from? Where is it going? And where is my first guest... so I can stop this pompous and heavy-handed introduction?

On Monitor "A" ... we'll be talking to Music Video Executive Bob Pitsman...

On Monitor "B" ... we'll be talking to Music Video Producer Queasy Bones...

And on Monitor "C" is the stuff I watch... while my guests give their answers!

Bob, my first question is for you! Is it true that the backbone of the Music Video Industry is—perhaps—the most youthful work force in America?

The answer's "Yes!" But, I gotta tell you...I'm not Bob Pitsman! I'm his Father! Even though Bobby is a famous Rock Video Producer, he's much too young to stay up until 11:30... especially on a SCHOOL NIGHT!

In that case, we'll go to Monitor B and talk with Video Producer Queasy Bones! Queasy, how do you decide what the story line will be for a Rock Video?

We listen to the lyrics over and over!! And the lyrics suggest images??

Exactly! And then we stay as FAR AWAY from those images as possible!





I mean, **anybody** can make a Video about the lyrics! It takes **REAL** creativity to make a Video that's **light years** away from the **actual meaning** of the song! Like, look at **this set** where I'm taping my newest Video hit!

I see **cannons** and **explosions** and **soldiers**!! Are you filming some kind of **Rock Military MARCH??**

Hell, no! We're taping a song called "**PROM NIGHT**"! Like I said, Red... we **GOTTA** keep the images **far away** from the lyrics!

Queasy, has just about **everybody** made a Video?

Is there **ANYBODY** left who **HASN'T** made a Rock Video!

Yep! **Dean Martin**, **Pia Isadora**, even **Rodney Dangerfield** have done Videos!!

Just one person was holding out, but she finally gave in! **Margaret Thatcher's** first Video hits the tube **this Friday!!**

Queasy, how do you answer the **complaint** that **Rock Videos** portray **violence??**

We **don't** answer that complaint! We just send the "**boys**" around to **discourage** the complainer!

Well... to do **research** for this **program**, I watched **several hours** of Videos! And in **one ten minute period**, I saw **three stabbings**, **two people set on fire**, **one hanging** and **four buildings blown up!**

So?! Where's your **violence?!?**

Do you think that **M-TV**... "**The Music Channel**" on TV... will **continue** to be **popular?**

Yes, but there might be **changes** in the future!

You mean, they might start taking **Advertising?**

No, they might start showing **Programing!** Face it! Videos are just **long ads** for the **records** being performed!

Queasy... I understand the **newest** Videos have **dialogue**... and are up to **fifteen minutes** long!

Yes...! **Michael Jackson** started the trend with "**Thriller**"!

But now we're working on something **even newer!!**

This **revolutionary** new Video form will feature **longer stories**, **involved plots** and **lots of different songs!** It's something that's **never been heard** of before in **Show Biz!!**

No? It's called a "**Musical**"!

Nobody likes a **Smart Alec!!**

What was the **CHEAP—EST** Video ever made??

It cost **\$4.00!** A TV Station lost their signal and played a **hit Rock Record** while their "**Don't Adjust your Set**" sign was on the screen! Someone **recorded** it... and that Video sold **three million extra copies** of the **hit Rock Record!!**





And the most expensive...?

These are the **model sets** for a **six million dollar Video** featuring the **parting of the Red Sea**, an **erupting volcano** and an **earthquake** that **swallows up South Los Angeles!**

And when will that Video be released??

As soon as we can pull a **few bucks together** to hire someone to **write a song** to go with it!



Queazy, can you briefly tell us how a Video comes into being??

Sure...! First, we invent a **certain look...**

Then, we invent a **certain sound...**

Then, we build a **publicity campaign** around that **look** and that **sound...**

Then we spend **millions** to whip **teenagers** into a **frenzy** about that **look** and that **sound...**

Then, we license **poster, merchandizing, clothing, soft drink** and **toy manufacturers!**

And finally, we find a couple of **WEIRDOS** who'll **work cheap...** and we **MAKE 'em** into the **group** we invented!



Some musicians complain that Rock Video isn't really **MUSIC**, because so much of it is done **ELECTRONICALLY!** Is it true that most of the Rock Music in Videos is **generated electronically?**

Well... a **certain amount** of it is!! I'd normally be able to show you that procedure... but several people are **out right now!**

The **Rock Musicians** are on their **break?**

No, the **Rock Computer Operators** are on their **break!!**



Queazy, how many kinds of Rock are there??

Well... there's **Hard Rock... Punk Rock... Acid Rock** and **Fallen Rock!!**

What's "**Fallen Rock**"???

The **average Rock Record**, six months after it was a **top-of-the-charts hit!**



Queazy, some people have blamed **Rock Video** for the rise in the **suicide rate** among teenagers because so many of the songs are **really depressing!** Titles like, "**Life Sucks**"... "**Kiss Me Or Kill Me**"... "**I Want To Jump Out My Window And Die As I Land On Your Lips**"... and "**Butcher Me With Your Love**," for example! What have you got to say about **them**...??

I say: With that much "**up-beat**" music, why would anyone want to **KILL themselves?!**



Also, Queazy, the question of the **LOUDNESS** of Rock Music often comes up! With **M-TV** broadcasting in **stereo**, kids are now wearing **HEAD SETS!!** Isn't that rather **dangerous??**

**Nonsense!!** Unless the kids are doing something **really STUPID** with their headsets... like **plugging them into Rock Video** while they're **WEARING them!!**





Queasy... I'm going to ask you a question, and if you don't want to answer it, I'll understand!

Is it true that there are lots of **DRUGS** backstage in the Music Video Industry?

No, it's **NOT TRUE!!** Most of the drugs are right out in front... on stage!

Most Rock Stars **don't** use drugs all the time, like people think! They only use them **before** performances, to get their **adrenalin** going! And **during** performances, to **keep** their adrenalin going! And **after** performances, to **come down!** And for fun, at **parties!** And at home, to **relax,** or to **sleep!** But **that's about IT!!**

Another thing...! How about **promiscuous sex...**??

No, I mean the stories we always see in the **newspapers** about how **most Rock Stars** and the **Groupies** that follow them around **engage in sex** at the drop of a hat...!

No, thank you, Red!!

Oh, that's just **publicity hype!** Very few of them even **wear hats!**

**Sex-crazed groupies come running at the drop of a hat**

**Saved by the Belle**

Many women's organizations complain that **Videos** use women as **furniture!**

Maybe that was **true** in the **past!** But in the new **Lubes' Video,** they make a **dramatic breakthrough...** and portray women as **RUGS!!**

Are there any **Award Shows** for **Videos?**

Yes! There was one on **TV last year!** But I'm not sure they'll have it **again!**

Oh? Why not...?

Because last time, **Michael Jackson** didn't show up! And all the **awards** just **piled up** on the **stage!** Which looked **awful!** So, whether or not there's another **Video Award Show** this year will depend on whether or not **Michael** has a **free night!!**

We're about out of **time,** Queazy! Do you have any **additional comments** you'd like to make...?

Yes! I don't want to appear **disrespectful** to your **reporting,** and to the amount of **Video background material** you **researched** before you put this particular program together, but we haven't said a **single word** about **Heavy Metal!!**

Oh, that's because we're devoting an **entire program** to the subject **NEXT WEEK...** when our **guest** will be the **President of Bethlehem Steel!!**

Well... this is **Red Toppie** for "**Night Time**"...

Be sure to join us **tomorrow...** when I'll perform a "**FIRST**" on **TV!** I'll actually **CHANGE MY EXPRESSION** in response to an **answer!** Don't miss it! Until then... **good night...!!**



## GRAVE REVIEWS DEPT.

Being a Rock Star is kinda like dancing on whirling helicopter blades: The pay is good, but you don't see too many blade dancers with gray hair...if you get the idea. You'd think, after about twenty zillion Rock Stars have passed on to that Great Concert in the Sky, that the fools would wise up! But it just never seems to work out that way. And so, every month, somebody new kicks the bucket, and then we all have to go through the usual routine. Mainly, we gotta suffer:

# THE EXPLOITATION OF A ROCK DEATH

ARTIST: GEORGE WOODBRIDGE

WRITER: DESMOND DEVLIN

**August 2**



Dirk McDirt, a minor import from the last days of the famous "British Invasion" of rock music, is found dead in a hotel room in Encino. He'd had only three chart singles, including his biggest hit, "Don't Hit Me With That Chain Again", which peaked in *"Billboard"* at Number 62.

**August 3**



Retched Records, McDirt's recording label, immediately rereleases every piece of music remotely connected to him. Music lovers, who up until now had never heard of him, jam record stores to buy his albums. Also, Thomas J. Naugahyde, the notorious "Coroner to the Stars", is brought in by police to determine the cause of death. Naugahyde tells reporters that he refuses to allow McDirt's death to turn into a media circus. He also announces that ABC Television has won the bidding war for the rights to film McDirt's autopsy.

**August 2-10**



Radio stations worldwide go into mourning, and hurriedly scrap their playlist to feature only music by McDirt. This is easier said than done, since McDirt only recorded thirteen songs during his musical career.

**August 4**



McDirt's widow, Bertha, comes out of seclusion, and releases an official statement expressing her grief over the untimely loss of her husband and her disgust over the "ghouls and graverobbers" who, seeking to capitalize on Dirk's name, have plastered his face on anything they can sell. Mrs. McDirt concludes her statement by announcing her signing of a contract with the William Morris Talent Agency.



## August 5



A massive, global "Dirk-In" is held, as fans of McDirt music gather together in all corners of the earth in his honor. One such gathering, in New York City's Central Park, attracts a reported 75 people. Bertha McDirt, who charged fifteen bucks a head admission, is so moved by

the turnout that she pledges to use a small portion of the proceeds to have a rock in Central Park named in her late husband's honor. That night, Coroner Naugahyde announces it's still too early to determine if McDirt's death was the result of drug overdose or a plane crash.

## August 6



The sleaze publications hit the stands and, predictably, McDirt is big news. The "Enquirer" blares, McDIRT KILLED BY UFO! The "Star" features McDirt's first interview from beyond the grave. The "Midnight Globe" hires McDirt as its editor-in-chief.

## August 8-10



Every major artist in the business releases a single, each dedicated to the memory of McDirt. Several of these, such as Paul McCartney's "Hey Dirk", Boy George's "Do You Really Want To Dirk Me?" and Michael Jackson's "Dirk It" rocket into the Top Ten. All told, these tributes earn over 15 million dollars, more money than McDirt ever saw...even dreamed about...in his entire life.

## August 12



In a press conference, Coroner Naugahyde states that McDirt's death came as the result of his accidentally choking on an oyster.

## August 13



The "National Enquirer's" top story is an interview with the oyster, titled, "I KILLED DIRK McDIRT". The "Star" seals a photographer in McDirt's casket in order to get the absolute last photos of McDirt. The "Midnight Globe", however, fires McDirt as editor saying, "He never shows up for work".



Have you been to a record store lately, and actually bought a rock album (instead of slipping it under your jacket, as you've been known to do)? Have you wondered why the record costs a bloody fortune? Well, wonder no more... as MAD analyzes—

# WHERE YOUR ROCK ALBUM DOLLAR GOES

ARTIST: AL JAFFEE

WRITER: JOHN FICARRA





## RECORDING EXPENSES



**3¢**

Chickens, sheep and other livestock slaughtered on stage for effect by recording group during their concert performances.



**2¢**

Emergency fire extinguishers, in case any member of the recording group or the audience catches on fire from the fireworks display.



**5¢**

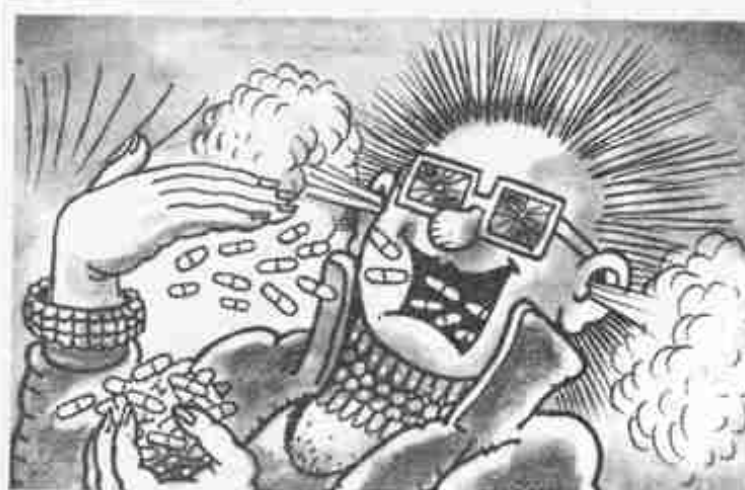
Various drugs required by group members and roadies to help them get "up" for and "down" from the recording concert performances.



**10¢**

Hotel expenses incurred during recording concert tours, including payments for all damages to rooms, and for pianos pushed off balconies into swimming pools.

## ROCK VIDEO PRODUCTION COSTS



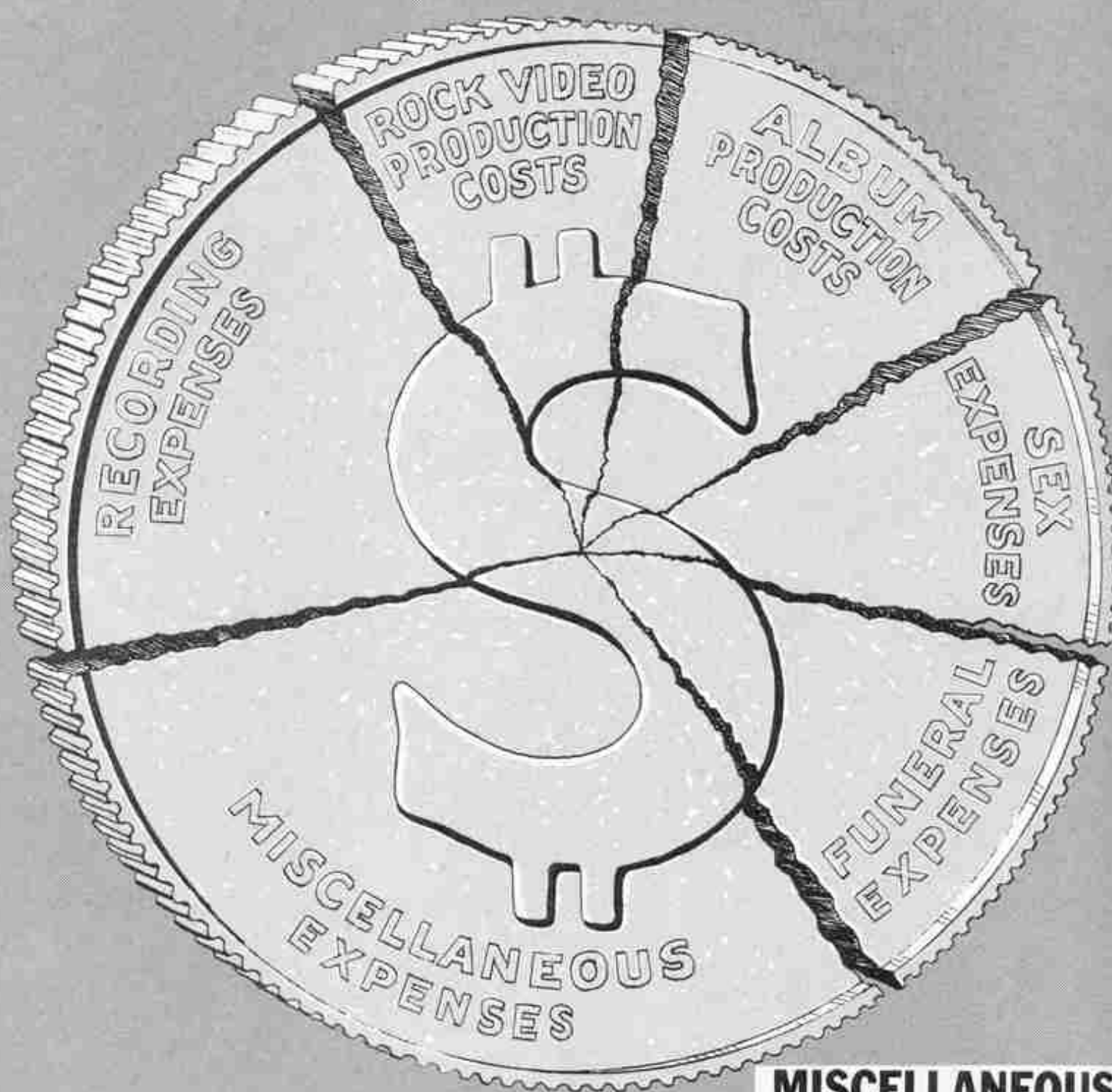
**6¢**

Extra-strength hallucinatory drugs for the band members to take while writing and filming video...to insure that no one will ever be able to figure out what any of it means.



**3¢**

Special technician, to insure that rock star's lips never match up to recording during entire rock video production.



**MISCELLANEOUS**



**6¢**

First class air fares and hotel expenses for nine months, after lead member's attempt to become a movie star fails miserably.



**5¢**

Press agent fees to suppress newspaper and magazine articles detailing rock star's operation to alter his looks...and sexual persuasion.

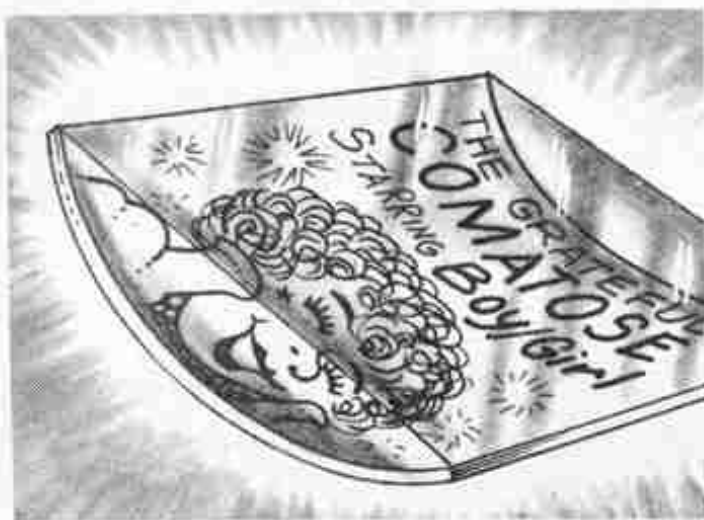


## ALBUM PRODUCTION AND PACKAGING COSTS



**1¢**

Fee for some semi-literate to write incomprehensible album liner notes that no one ever bothers to read anyway.



**2¢**

Special plastic shrink wrap for outside of album, to warp record just enough so no known stereo needle could possibly track it.



**14¢**

Accounting fee for double-entry system to substantiate huge production costs in order to keep wholesale price high, when actual cost of manufacturing and packaging album is about three cents.

## SEX EXPENSES



**1¢**

Penicillin shots for a rock star who spends a wild, sweaty night of lust with groupies of every race, creed, color and underage.



**3¢**

Child support, when one or more of the above-mentioned groupies shows up nine months later with a cute baby, and a smart lawyer.



**4¢**

Legal fees and alimony, when rock star's current wife learns of the groupies and sues for a divorce.

## FUNERAL EXPENSES



**2¢**

Coffin and burial expenses for the late member of the recording group who'd overindulged in assorted drugs.



**4¢**

Bribe to Coroner to fudge autopsy report and B-S reporters into believing that group member died of something other than drug overdose.



**5¢**

Assorted drugs for surviving members of the group, to help them get over the suffering and trauma caused by the death of their fellow performer.

## EXPENSES



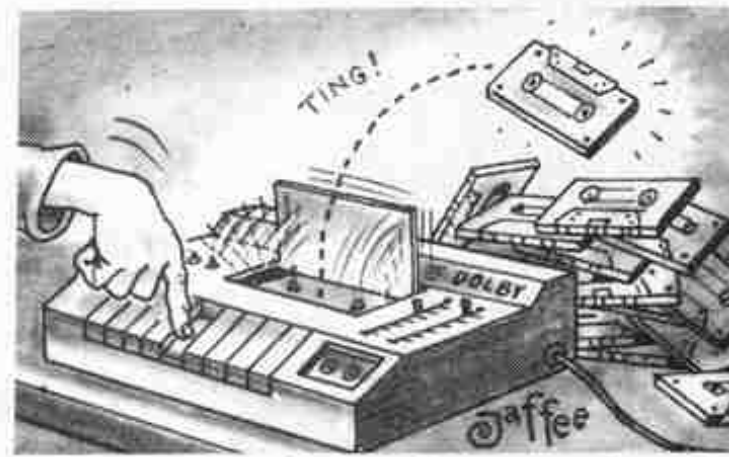
**11¢**

Payola to radio and video D.J.s, so they'll keep on playing his klunker album and video cassette—to try and hype it into a hit.



**4¢**

Legal fees for when rock star sues the record company, after selling two million albums and receiving \$79.50 in royalties.

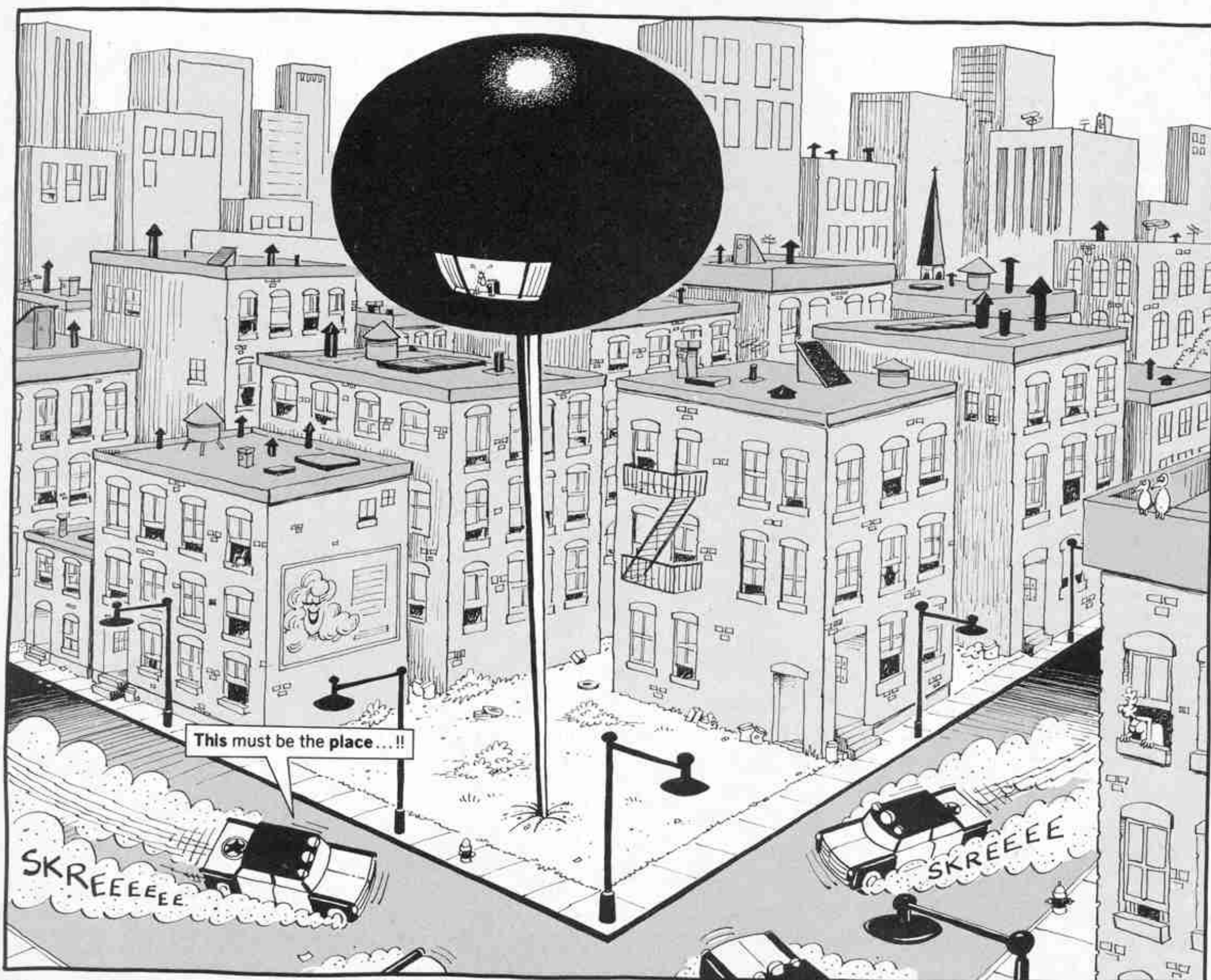
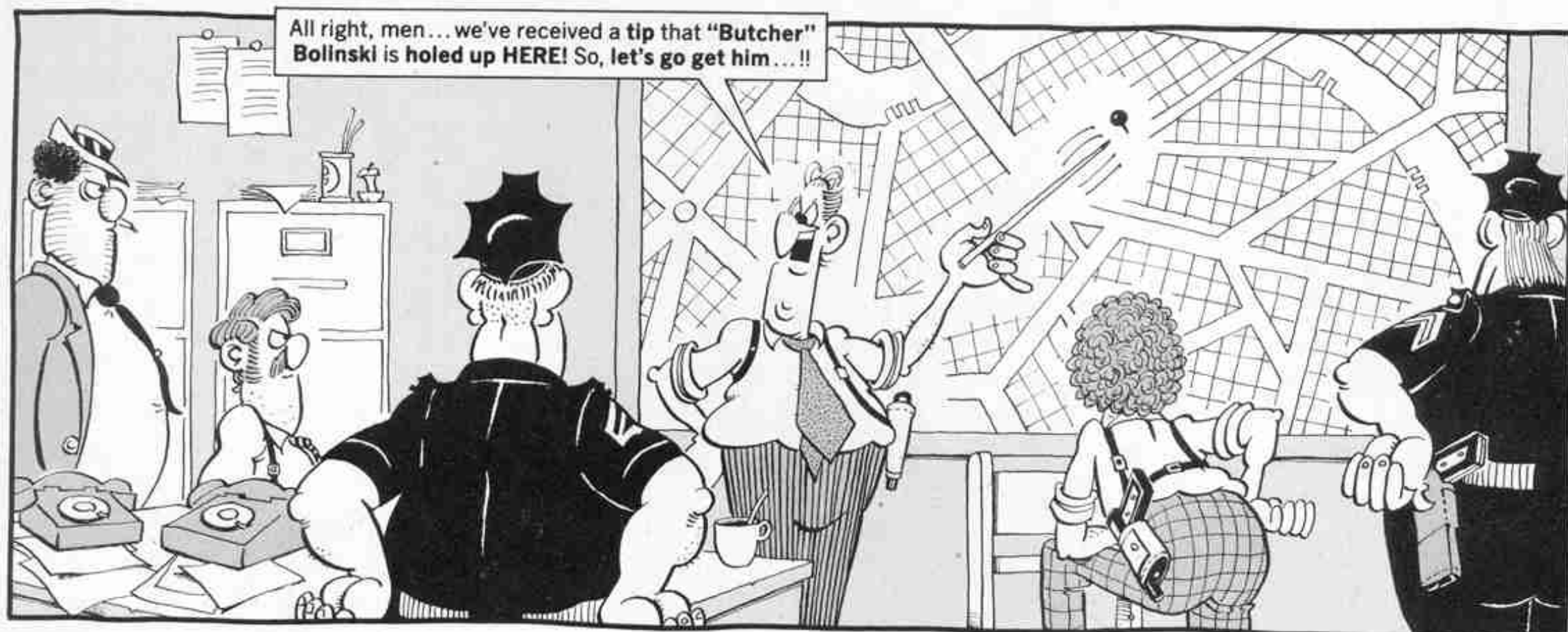


**9¢**

To make up for revenues lost when a clod (like you) buys the album, and then tapes it for six friends...so they won't have to buy it.



# ONE DAY IN A POLICE DEPARTMENT





## SONS OF PITCHES DEPT.

Have you noticed how big companies keep buying television time and magazine space to tell us about their "new, improved" versions of old, familiar products? And have you also noticed that these makers of "new, improved" products never take a moment to apologize for all the years they urged us to buy the "old, unimproved" products that came before? And how come they never tell us why they're spending millions of dollars to change something that supposedly didn't need any changing? MAD suspects there's a lot more to this merchandising ploy than meets the eye. In fact, we can envision what it would be like if manufacturers had to publish...

# HONEST ADS THAT INTRODUCE "NEW, IMPROVED" PRODUCTS

ARTIST: BOB CLARKE

WRITER: TOM KOCH

**NEW** EXTRA STRENGTH  
**ANASPRIN**  
CONQUERS HEADACHES WITH  
43% MORE PAIN RELIEVERS



Actually, this is just another way of saying that old, regular strength *Anasprin* failed to cure most headaches because it contained 43% less pain relievers! And that might explain why you and millions of others tried our product once, and then never bought it again! Now we're praying you'll be sufficiently impressed with this ad to give us another try, and discover whether *Anasprin* has improved enough to compete with other famous brands.

**ANASPRIN**

A PRODUCT OF MEGABUCK DRUGS, INC.  
"Your Suffering Is Our Business"

ONLY 48 CALORIES PER  
CAN IN FABULOUS **NEW**



Our master brewers have added a secret ingredient that now enables them to produce a can of *Foambrau Light* containing only 48 calories. Confidentially, the secret ingredient is water, which contains no calories at all. The more you put into a beer, the more calories you eliminate. Also the more flavor you eliminate! However, we hope you'll be thinking only about your weight problem, and you won't notice that adding water makes new *Foambrau Light* taste like sour tea.

**Foambrau  
Breweries**

"Emphasizing The Only Feature That  
Makes Us Competitive: Weakness!"







THE GREATEST THING YOU'VE EVER EATEN!  
**BURGER BARN'S NEW**  
**TURKEY-ON-TOASTY**



Bet you think it's strange that we've suddenly stopped touting our yummy hamburgers, and started telling you that turkey sandwiches are better! Well, we've got a reason! Even the gristly beef we serve has gotten so expensive that we now have to charge \$2.25 for a hamburger to break even! But we can still get rich selling you ground turkey parts for \$1.50! So join the suckers eating our latest fast-food gimmick—Turkey-On-Toasty!

**BURGER BARN**

LOOK FOR OUR  
 OLD FAMILIAR  
 SIGN (WHICH  
 WE'LL CHANGE  
 IF THIS NEW  
 GIMMICK EVER  
 CATCHES ON!)



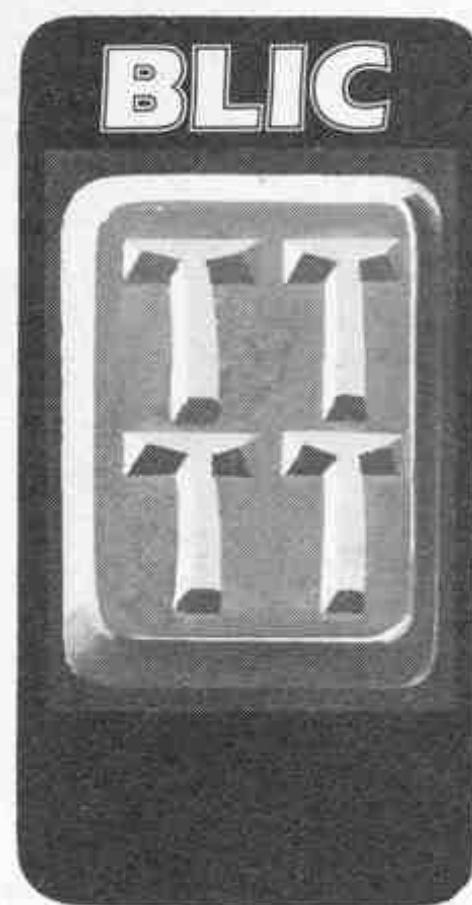
THERE'S SOMETHING  
 NEW UNDER THE SUN!

**Annie Oakley**  
*Regulars*

THE CIGARETTE FOR TODAY'S  
 LIBERATED WOMAN!

Isn't it time that women of the Eighties had a strong, unfiltered cigarette of their very own? We don't think so, since the one we're selling is just a repackaged version of our old brand that men quit smoking because it tended to kill them off. However, we've noted that tobacco sales are falling at the same time you girls are seeking an identity of your own...so we're trying to capitalize on Women's Lib with this hokey campaign.

**ANNIE OAKLEYS** *"You'll Cough A  
 Long Time, Baby!"*



IT'S NEW!  
**THE HANDY  
 PACK OF 4**

**BLIC**  
**Disposable  
 Razors**

**ONLY  
 \$1.69!**

We used to sell these razors in a pack of 3 for 98¢! Recently, we decided to raise our price about 30%—but we were afraid that you shavers would react with outrage. However, some genius in our Sales Department suggested that we confuse you by adding one more razor to the pack while simultaneously boosting the price by 70%! If your math is as bad as we hope it is, you'll rush to take advantage of this "bargain offer" today!

ALSO AVAILABLE IN NEW LARGE SIZE  
 ECONOMY PACKS OF 8 FOR ONLY \$3.59! **BLIC**



AFTER YEARS OF SCIENTIFIC  
RESEARCH, SCOFF INTRODUCES

**Double-Strength  
Paper Towels!**



We've been selling paper towels for 58 years, so it's somewhat embarrassing to admit we needed all that time to perfect our product! Hopefully, you'll be so grateful Scoff Towels Don't fall apart quite as badly when wet as they used to that you won't even think about the hardships your mother suffered just because it took us so long to come up with a trivial thing like adding one extra ply! We're truly sorry, and we beg you to forgive us for three generations of peddling defective trash!

**Scoff Towels**

**NEW DOUBLE-STRENGTH SCOFF TOWELS**

*"So Simple We Should've Thought Of It Half A Century Ago!"*

**Polaroid  
takes  
another  
big step  
forward  
with the  
new SX90  
Filmpack!**



Since this new filmpack costs \$1.50 more than the old one, it naturally enables Polaroid Photography to take another big step forward in its effort to become the world's most expensive way to take pictures. But considering how much you've already shelled out to buy a Polaroid Camera, we're reasonably sure you won't mind investing a few more bucks to get a chance to use it!

**POLARVOID... REMEMBER OUR MOTTO:**



*"Polaroid Cameras Use Only Polaroid Film—Which Fits Only Polaroid Cameras—Which Makes It Nice For The Polaroid Corporation!"*



**NOW...**

**THERE'S NEW, IMPROVED  
Chore**

**...IN THE BRIGHT RED AND BLUE BOX!**

Remember regular Chore, the dependable washday detergent that's been available for two generations? Probably not, because it was packaged in a drab grey box that most of you shoppers never even noticed. That's why we're introducing new, improved Chore. The product itself is pretty much the same, but we've made some great improvements in the box. We'll hope you'll give it a try now...finally!

**Chore**

A FAIRLY GOOD PRODUCT SINCE 1947, AND VISIBLE ON YOUR SUPERMARKET'S SHELF SINCE LAST WEEK!



**BLUNDER ENLIGHTENING DEPT.**

While today's literary market has been flooded with "How-To" books, we at MAD find that there's a shortage of books that explain "How-Not-To" do things. We

# THE MAD "D"

## CHAPTER I: WHAT NOT

ARTIST: PAUL COKER

At the wake, **DON'T** use the dearly departed's forehead as a resting place for your drink.



**DON'T** try to cheer up the wife of the deceased by showing her snapshots of her husband having a great time on a recent business trip.



If you're employed at "Disneyland," **DON'T** go to the funeral service direct from work.



**DON'T** wear your "Walkman" if you're one of the pallbearers.



**DON'T** use stilts in order to get a better view of the burial ceremony.





think there's just as much value in knowing what *not* to do as there is in knowing what *to* do. And so, with this in mind, the Editors of MAD proudly present:

# DON'T" BOOK

## TO DO AT A FUNERAL

WRITERS: JOE RAIOLA AND CHARLIE KADAU

When you send your condolences to the grieving family, DON'T use the "Belly-Gram" message service.



DON'T arrive at the cemetery services in a hot air balloon.



DON'T play with your frisbee during the cemetery services.



DON'T slip the organist \$5.00 and tell him that the deceased's favorite song was "Girls Just Want To Have Fun."



At the reception following the funeral, DON'T entertain the guests with a hand puppet of the deceased.



LOOK FOR CHAPTER II OF "THE MAD 'DON'T' BOOK" IN AN UPCOMING ISSUE OF THIS IDIOTIC MAGAZINE



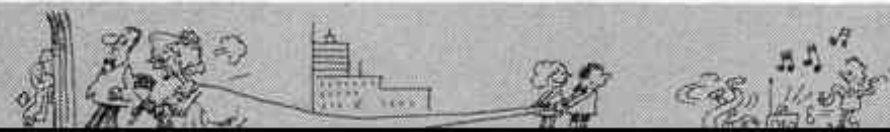
## BEING ILL



BERG'S-EYE VIEW DEPT.

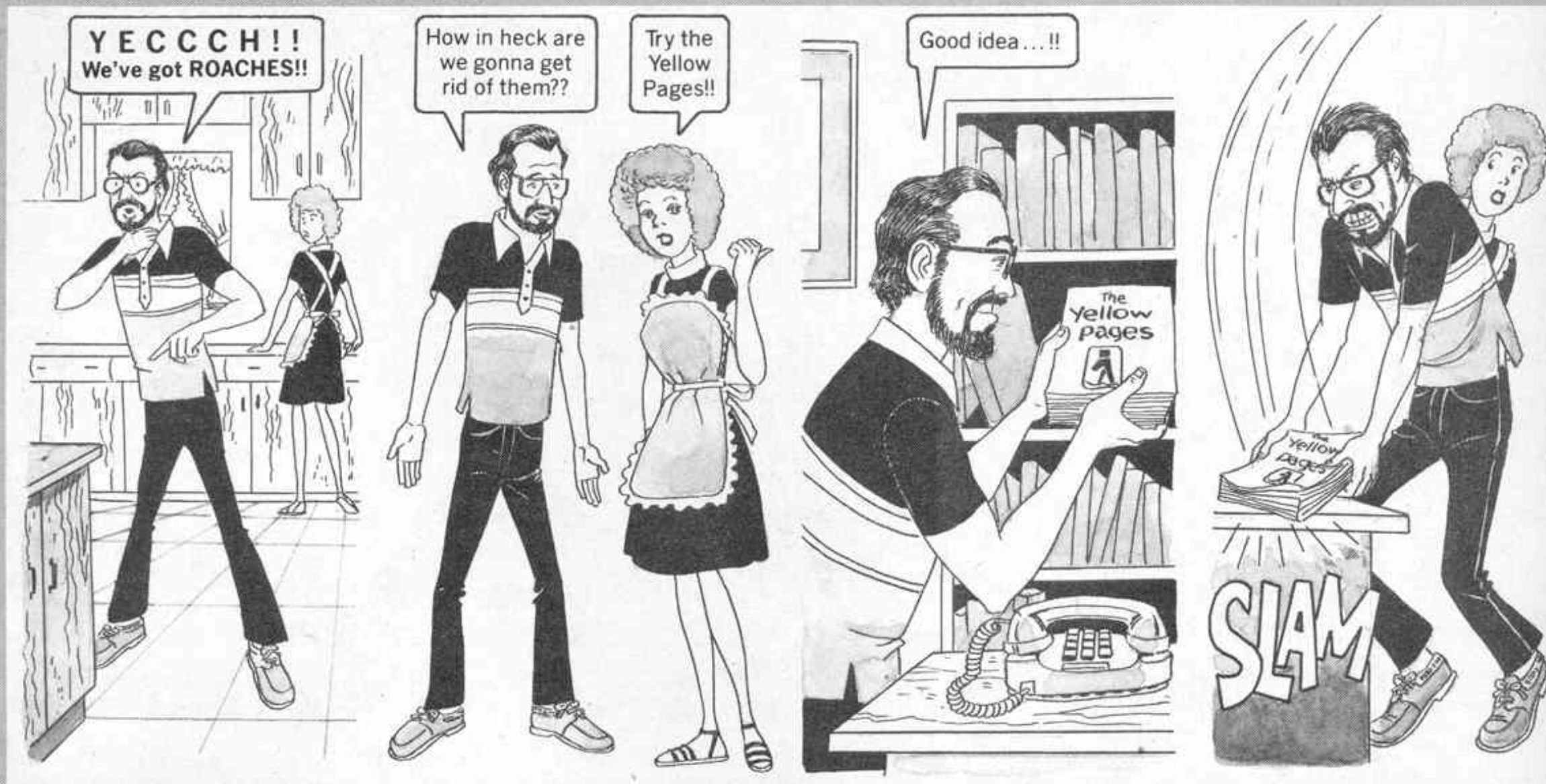
# THE LIGHTS

## ENGAGEMENTS





## PEST INVASIONS



# R SIDE OF...

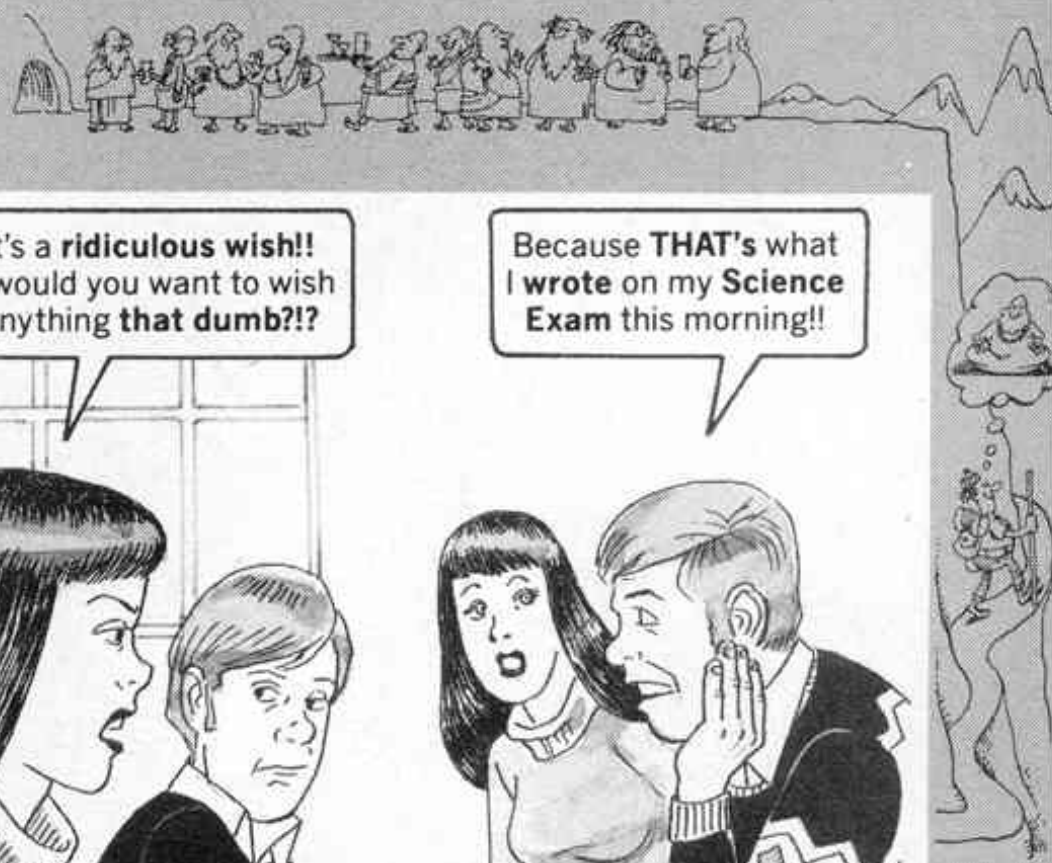
ARTIST & WRITER:  
DAVE BERG

## EDUCATION





## WISHES



## BODY MOVEMENTS



## BORROWING

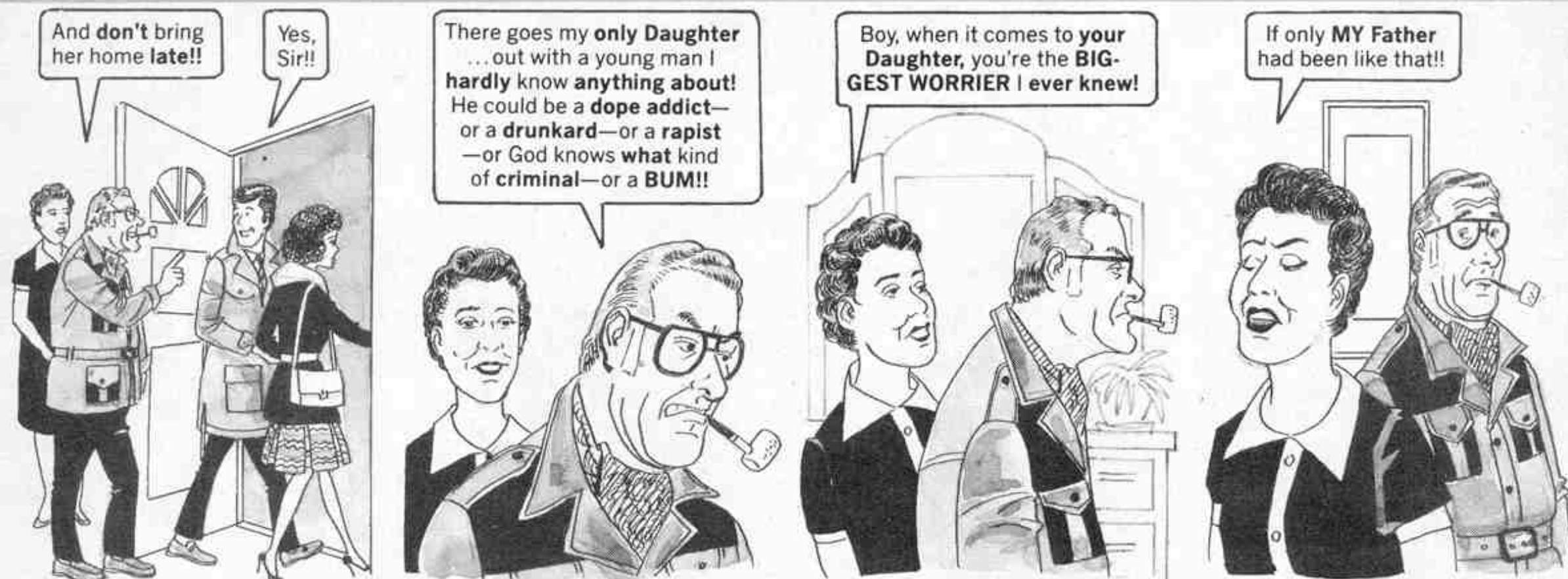


## HIGHER EDUCATION





## DOTING FATHERS



## ABSENCES



## SMOKING





## CHARACTER EVALUATION



That Rhoda Ruter is a **petty, crude, cheap loudmouth**...!!

Not only that... she's **mean, selfish, and a tramp!**

Oh... I don't think she's **THAT** bad!!

You don't **KNOW HER** as well as I do...!!

Oh, yeah? What makes **YOU** such an authority??

I'm her **BEST FRIEND!!**



## GROWING UP

Hi, Dad! Can you help me with my homework tonight?

Sorry, Son... I've got to **beg off** this time! I didn't finish up something at the office...!

Tonight, I have to do some **research**, and then write a **report** so that I can hand it in to my **Boss** the **first** thing tomorrow morning!

Holy Cow!! I just realized something **HORRIBLE!!**

You never outgrow **HOMEWORK!!!**



## DRUG STORES

I'm **sorry!** I don't understand you! But I think you've got **LARYNGITIS!** Here's a throat spray...! See if it helps...

Can you talk now?

Yes... I think so!

Good! Now, what were you trying to tell me?

This is a **STICK UP!!**

**SQUIRT!**





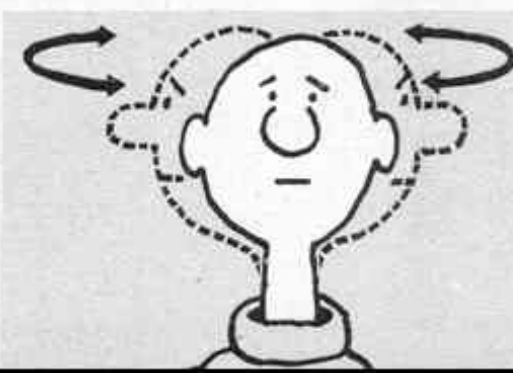
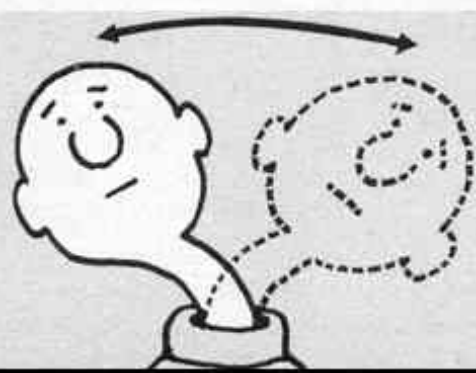
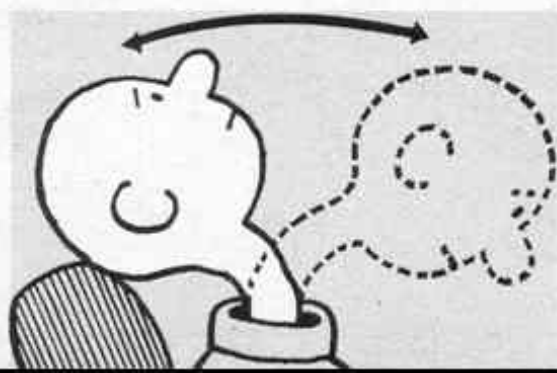
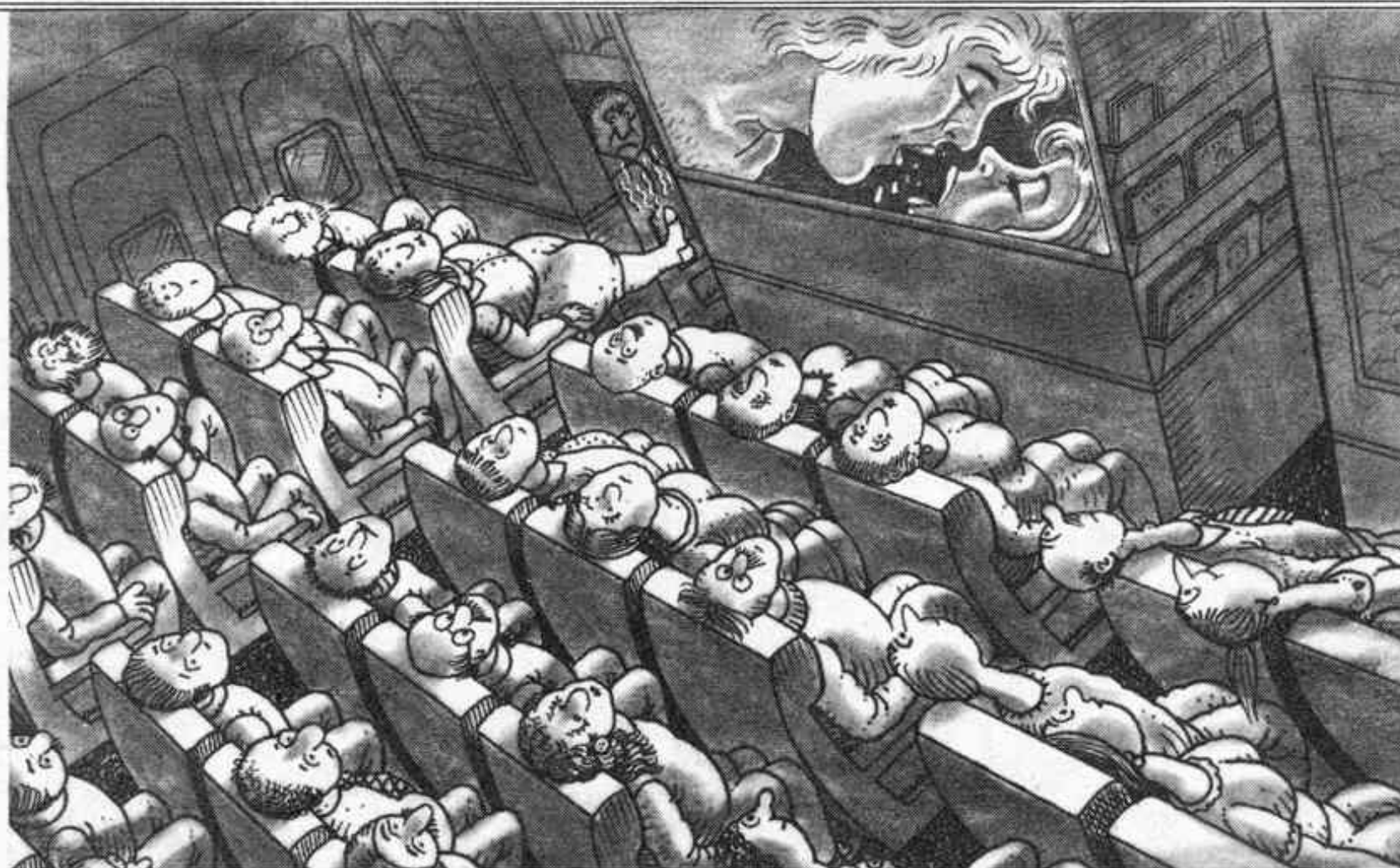
How can anyone **stand** to read the "Airline Information Cards" that are always in the seat pocket in front of them? The information is either **stupid**, or **useless**! Like what kind of **idiot** needs **twenty pictures** to explain how to buckle their **seat belt**?

Even **worse** are the "Emergency Instructions"! Like, what kind of **moron** is actually going to **believe** he can paddle across the **Atlantic** on a **seat cushion**?! And in **February**, no less! What we **really** need is **practical** information! Like how to get the **Airlines** to adopt the **suggestions** made in this **MAD** article:

# USEFUL AND PRACTICAL INFLIGHT INFORMATION WE'D LIKE TO SEE

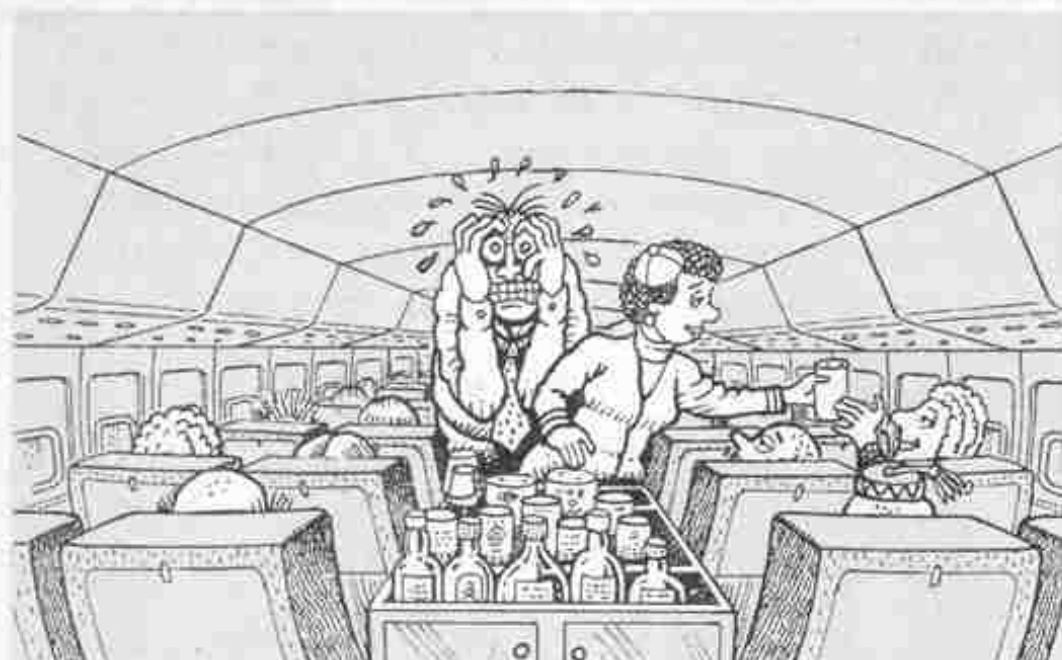
Chapter **11**  
Airlines  
F A T B E L L Y  
S U P E R J E T  
S E R V I C E

UN-KINKING YOUR NECK AFTER A THREE-HOUR MOVIE IN AN IMPOSSIBLE SEAT

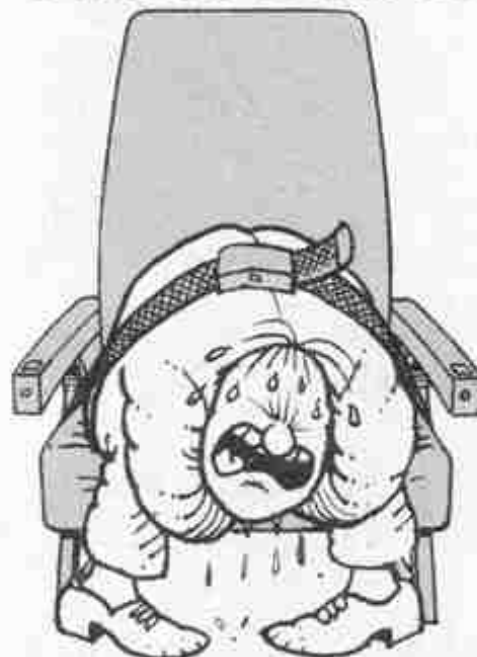
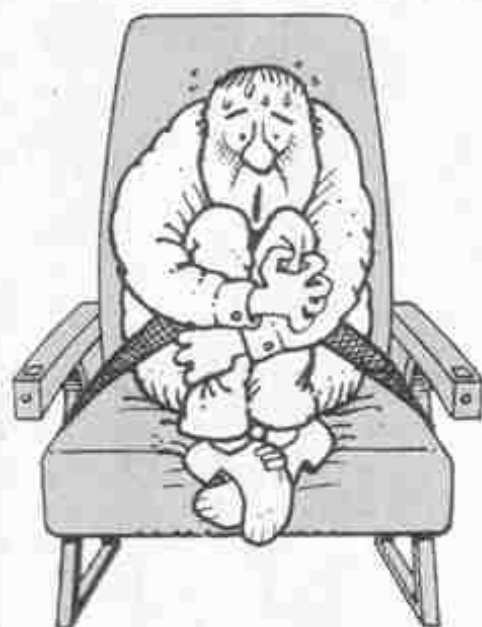




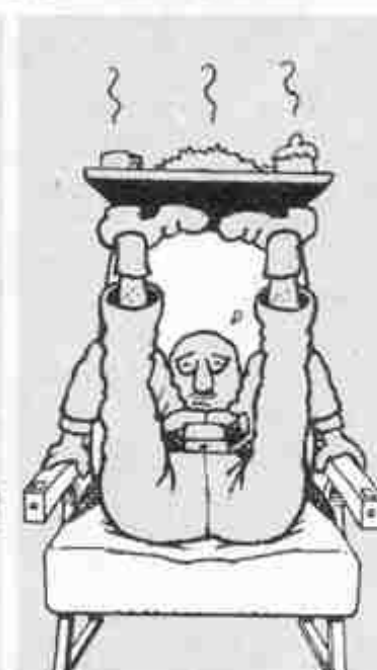
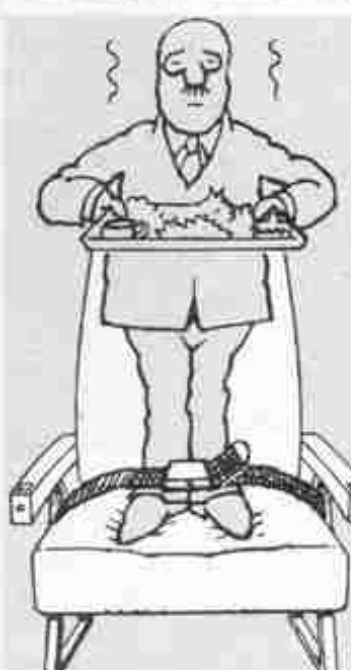
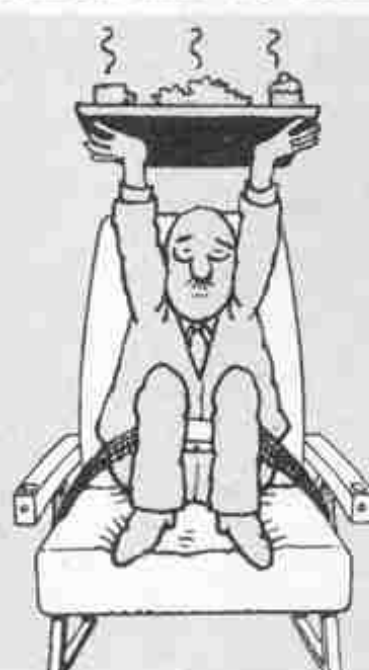
**CIRCUMVENTING THE FOOD OR LIQUOR CART WHEN YOU ARE ON AN EMERGENCY TRIP TO THE TOILET**



**CONTROLLING BODILY FUNCTIONS WHEN COMMANDED TO RETURN TO SEAT JUST AS YOU ENTER TOILET**



**BALANCING YOUR FOOD TRAY WHEN YOUR NEIGHBOR HAS TO MAKE A HASTY EXIT TO USE THE TOILET**

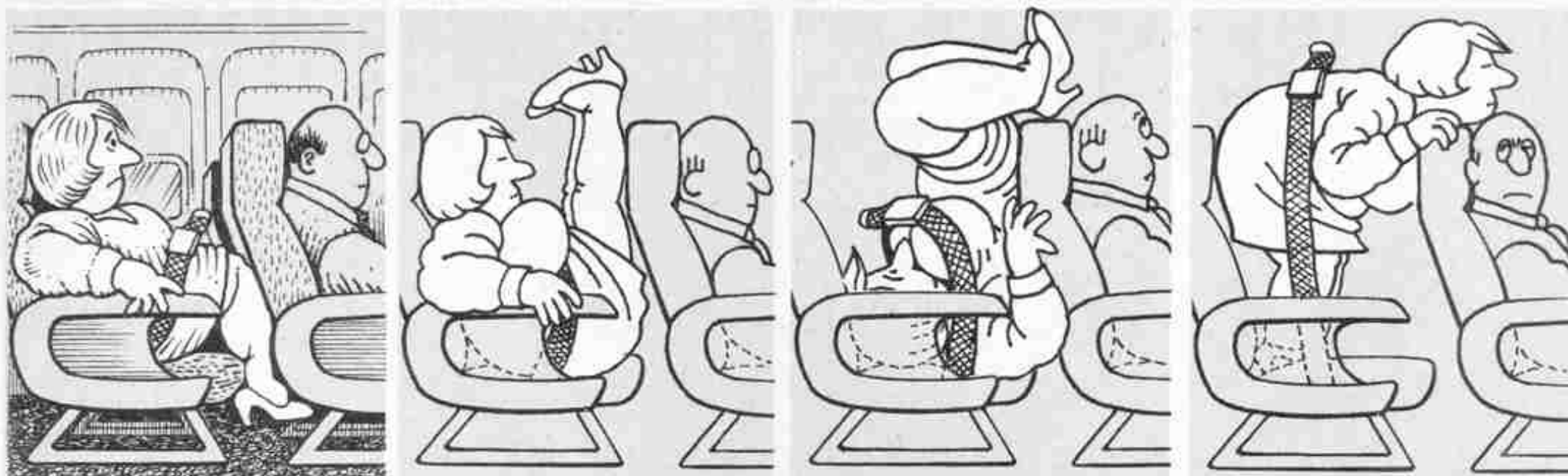


**PROPER SIDE BENDS (WHILE WEARING SEAT BELTS) WHEN FELLOW PASSENGER IS USING A BARF BAG**





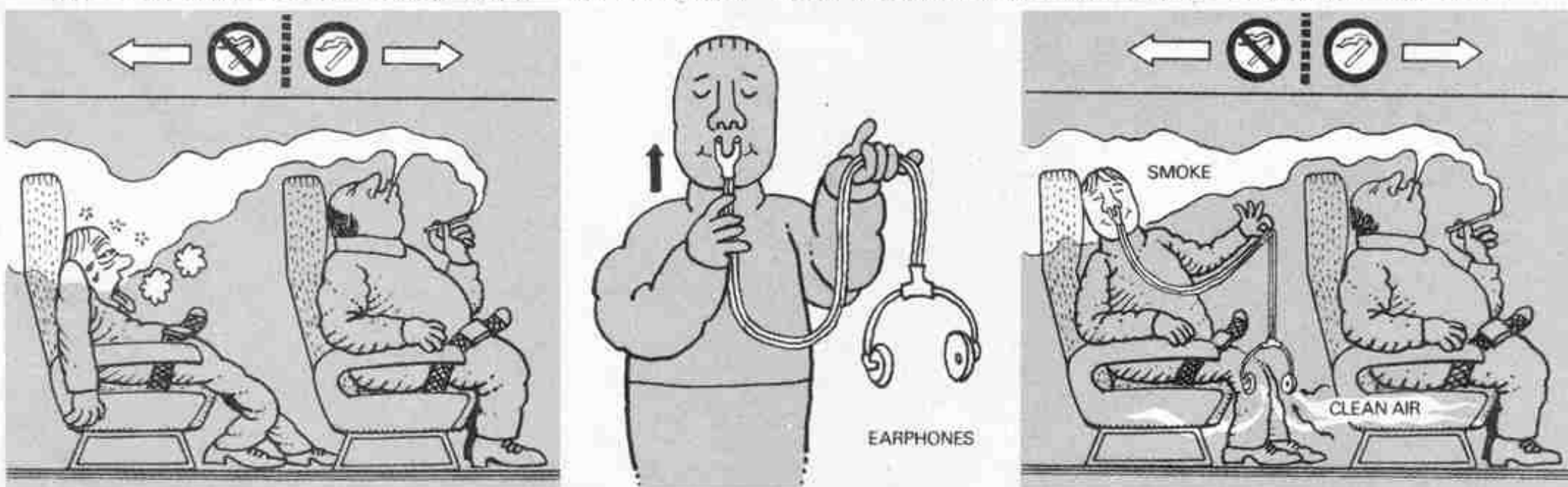
## LEG MANEUVERS AND EXERCISES TO RESTORE CIRCULATION WHEN JAMMED IN TIGHTLY-PACKED SEATS



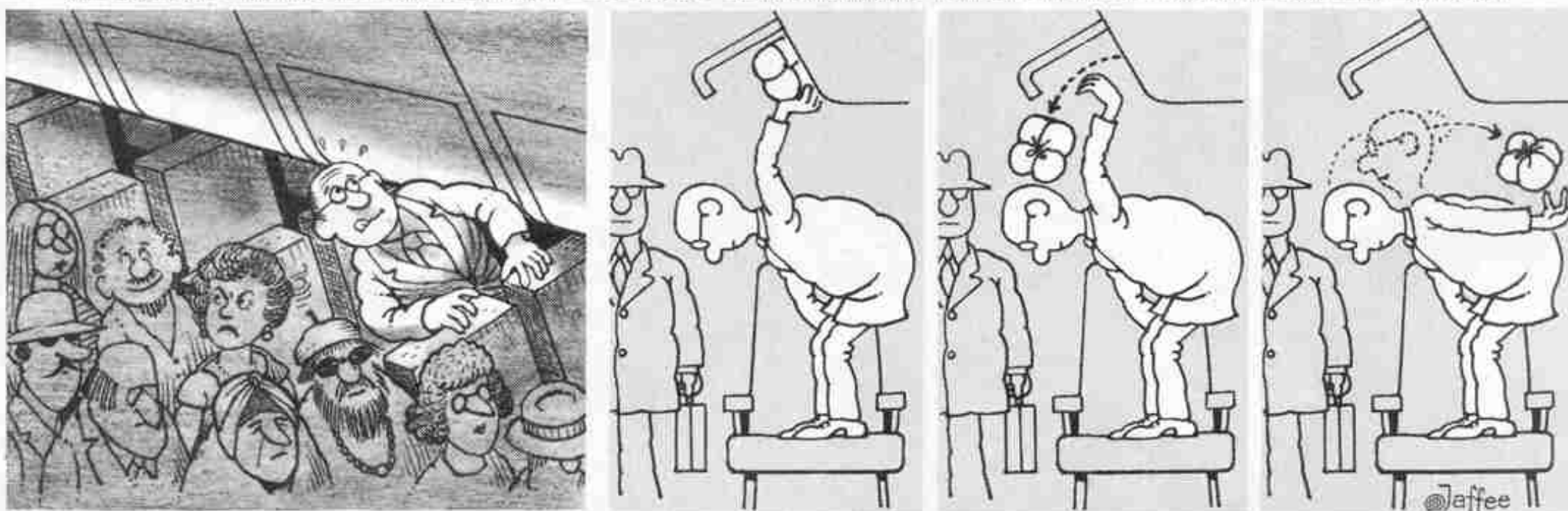
## WATCHING THE MOVIE WITHOUT BEING BLINDED WHEN UNCOOPERATIVE PASSENGER WON'T PULL SHADE



## AVOIDING THE SMOKE WHEN YOUR "NO SMOKING" SEAT IS DIRECTLY BEHIND THE "SMOKING" SECTION

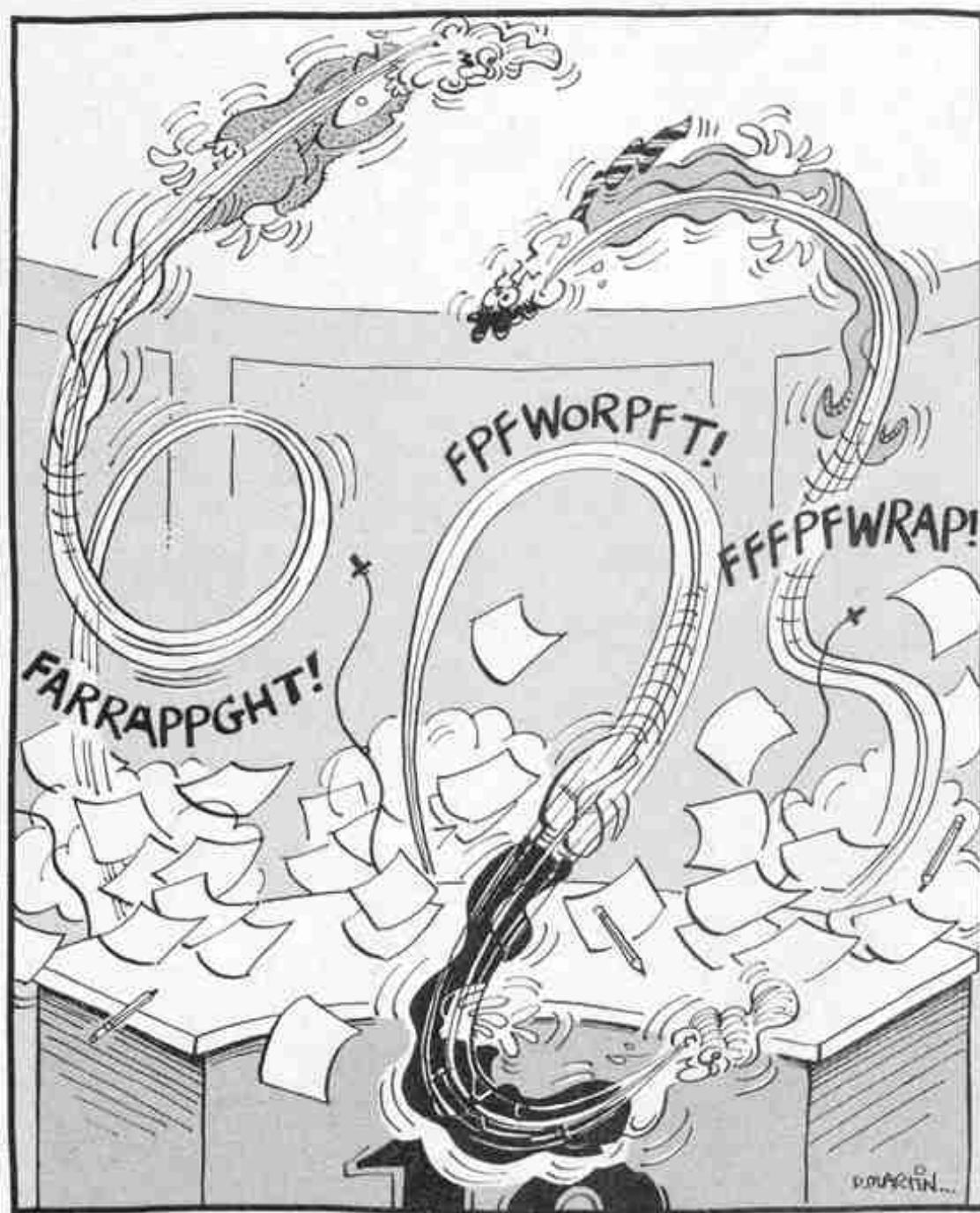
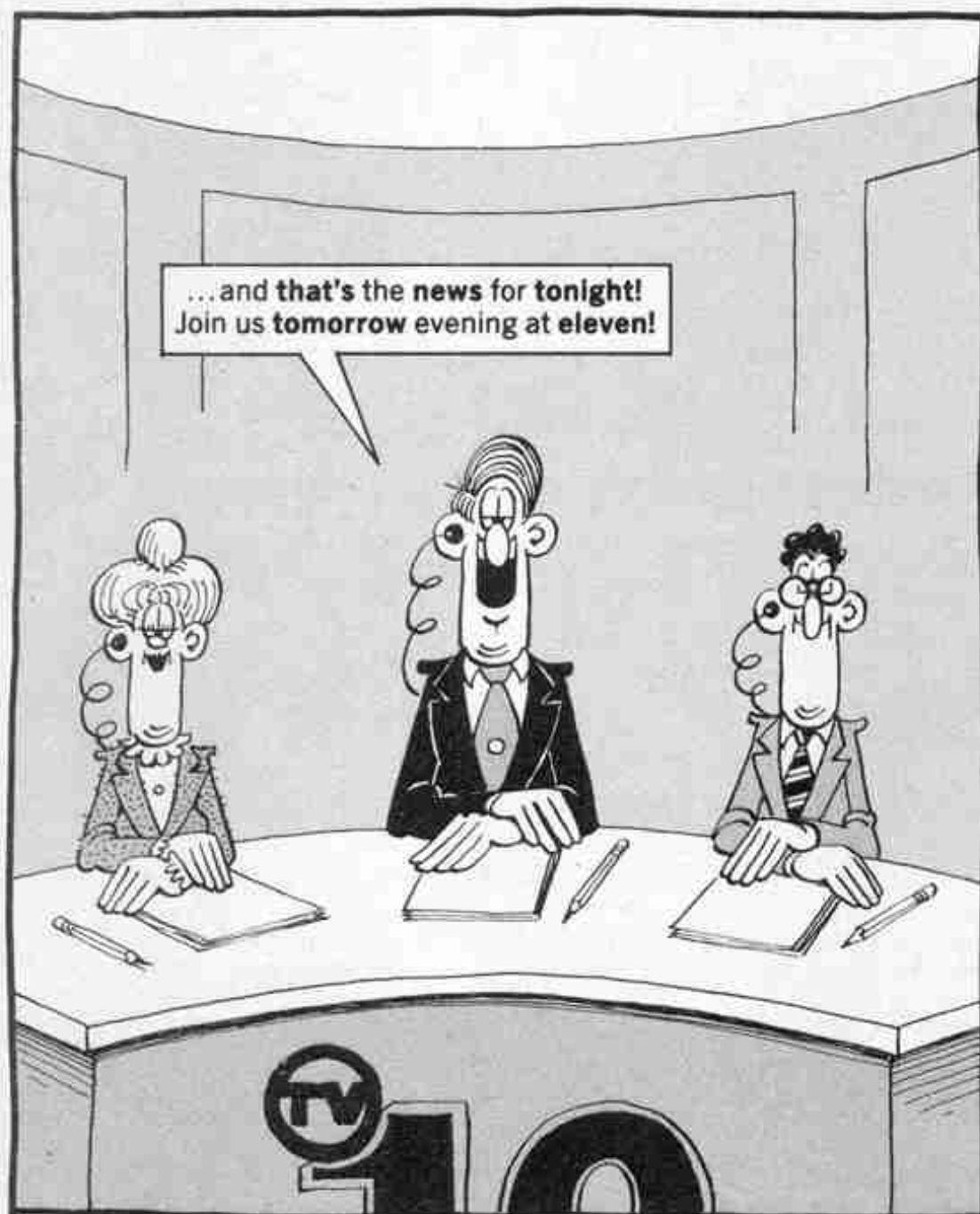


## RETRIEVING ITEMS FROM OVERHEAD STORAGE COMPARTMENT WHEN AISLE IS JAMMED AFTER LANDING





# ONE FINE DAY AT A TELEVISION STATION





## JUSTICE ONCE DEPT.

If you've ever seen a "Wanted" poster in any post office, you know that they depict a motley collection of bank robbers, counterfeiters, mail fraud artists and other Federal fugitives. Now, MAD concedes that it would be nice to get these creeps out of circulation, but we can't see how it would have much effect on our own personal lives. That's because the louts who wreak havoc on us average persons aren't on any law enforcement agency "Wanted" list—yet! MAD would lay the heavy hand of justice where it's most needed, by filling our public buildings' bulletin board with these

# WANTED POSTERS

## FOR THE REAL CRIMINALS WHO THREATEN OUR LIVES

WRITER: TOM KOCH

## WANTED

FOR PREMEDITATED SALE OF UNASSEMBLED ITEMS

*Toize Arruss*



### DESCRIPTION

**AGE:** 39.50, marked down from 45.98

**HEIGHT:** 5'2", when crouched to spring at young customers

**WEIGHT:** 145, but getting fatter at our expense

**DISTINGUISHING FEATURES:** Italian shoes, Swiss account

### VIOLATION

Subject is known to display toys and household items that have been assembled by professional mechanics, while at the same time, failing to tell customers of his discount stores that their purchase of the same items will result in their acquiring nothing but a boxful of loose parts, nuts and bolts. In addition, Arruss has never publicly stated that (1) all assembly instructions are printed in Taiwan by people who don't understand English, and (2) several pieces are missing from each box, making an attempt to understand the instructions useless anyway.

## WANTED

FOR FIRST-DEGREE CHECK-OUT COUNTER BLOCKAGE

*Kimberly (Cuddles) Egotrip*



### DESCRIPTION

**AGE:** 23, physically; 8 mentally

**HEIGHT:** She calls it petite, but we call it short

**WEIGHT:** Ideal, in her humble opinion

**DISTINGUISHING FEATURES:** A 38" bust and a 38 I.Q.

### VIOLATION

This fiend has been spotted in supermarkets across the U.S., blocking Express Lanes as she leisurely writes checks for grocery purchases that never total more than three dollars. Egotrip compounds this heinous crime by; (1) thoughtlessly failing to begin the long search for her checkbook until all items have been totaled; (2) invariably needing to borrow a pen once said checkbook is located; (3) producing 3 identifications that list 3 different home addresses, none of which are current and (4) refusing to move along until a box boy can be found to carry her 2 lb. purchase to her car.



# WANTED

FOR MAJOR LEAGUE DAWDLING

*Lupis (Lefty Lupie) Phipps*



## DESCRIPTION

**AGE:** Still only 26 because he's slow at aging too

**HEIGHT:** The size of a small elm, but less agile

**WEIGHT:** Poorly distributed, due to lack of exercise

**DISTINGUISHING FEATURES:** He pitches lefty and bats lousy

## VIOLATION

During six mediocre seasons with the Seattle Mariners (and even worse teams), Phipps has developed a maddening between-pitches routine that involves taking off his cap, watching a plane fly over, squinting at the catcher, putting his cap back on, asking for a new ball, rubbing the finish off it, studying the trademark on his glove and, on occasion, reading every bedsheet sign in the grandstand. This has caused each game in which he appeared to last at least four hours, keeping thousands of fans up until after midnight or more.

# WANTED

FOR AUTHORSHIP OF THE "SIMPLIFIED" 1040 TAX FORM

*C.P.A. Aldershot, C.P.A.*



## DESCRIPTION

**AGE:** 40-to-50 year bracket

**GROSS HEIGHT** .....5'10"  
Less thickness of Odor Eater Shoe Inserts.....1½"  
**NET HEIGHT**.....5'8½"

**WEIGHT:** 147, after allowable clothing deduction

**DISTINGUISHING FEATURES:** Has always been seen wearing steel rimmed glasses, with a personality to match

## VIOLATION

Aldershot was recently awarded the IRS Medal of Devious Entrapment for his work in composing the following segment of the new "simplified" 1040 Long Form:

- 38. If Line 36 is larger than Line 37, add 9% of Medical Expenses shown on Line 19, and enter the lesser amount here .....
- 39. If line 38 is Zero, subtract Line 36 from Line 36 and multiply by the remainder .....
- 40. Add \$8,000 to line 39. This is your tax .....

**WARNING:** Aldershot is believed to be armed with at least six blue ball point pens, and is not afraid to use them.

# WANTED

FOR TOTALLY UNOPENABLE FOOD PACKAGING

*Dr. Wolfgang Frankincense*



## DESCRIPTION

**AGE:** Past 40, and neurotic about it

**HEIGHT:** Only 5'3" and paranoid about it

**WEIGHT:** Over, and hysterical about it

**DISTINGUISHING FEATURES:** Often appears to be neurotic, paranoid and over-hysterical

## VIOLATION

Frankincense terminated his experiments to turn beautiful girls into frogs in 1968, and entered the more diabolical field of food packaging. By placing a sealed plastic bag inside a tough corrugated box, which is then bundled into foil paper and hermetically sealed, Frankincense had kept customers from getting parcels open (only to discover that there are no less than nine broken cookies inside) for years. His equally evil accounting system has prevented the public from learning that cookies now cost \$1.39 primarily because the package they come in costs \$1.15 to produce.

# WANTED

FOR GRODY CLASS SCHEDULING

*(Miss) Fern Overbyte*



## DESCRIPTION

**AGE:** 46 (but might not live to see 47)

**HEIGHT:** 5'2" (but appears to be shrinking)

**WEIGHT:** 96 lbs. (but appears to be withering)

**DISTINGUISHING FEATURES:** Hairdo like Little Orphan Annie; wardrobe more like Olive Oyl

## VIOLATION

Miss Overbyte is the creature who first discovered that semester class schedules for high school students could be made even more illogical and inconvenient if the planning were done by computer, thus eliminating all traces of human compassion. Using Miss Overbyte's softwear, high schools across the country now assign countless students to an 8 A.M. History Class, followed by three Study Halls and two Lunch Periods, rounding out the 11-hour day with Algebra IV, Spanish, Algebra III, Phys. Ed. and Algebra I.



# WANTED

FOR PERPETUATION OF WAITING ROOM WAITING

**Malcolm (Mal) Practiss, M.D.**



## DESCRIPTION

**AGE:** 78, but can't be forced to retire

**HEIGHT:** 4'2", when seated at his desk looking pompous

**WEIGHT:** 165, including flaunted stethoscope

**DISTINGUISHING FEATURES:** Has the hands of a surgeon and the bank account of a mobster

## VIOLATION

Heading the American Physicians Association committee that arranges to keep medical school admissions at a low level, thus perpetuating a national shortage of doctors, Practiss aims for a permanent ratio of 1 physician for every 2000 sick people. He finds this satisfactory for forcing each patient to sit in a doctor's waiting room for two hours, after already having waited two weeks for an appointment. (These periods are extended 50% in the case of specialists who charge 75% more to treat patients who are 10% sicker.)

# WANTED

FOR OVERUSE OF LITTERABLE WRAPPINGS

**Egbert McNuthin**



## DESCRIPTION

**AGE:** Still 49, despite inflation

**HEIGHT:** Originally 6'4" before shrinkage left him about 5'5"

**WEIGHT:** 190, which is approximately equal to 3,250 of his patties

**DISTINGUISHING FEATURES:** Has fresh smile, but stale buns

## VIOLATION

McNuthin is accused of the major responsibility for littering America by creating a successful fast food chain that wraps each tiny hamburger in five sheets of paper, then stuffs it into a cardboard box, which is then stuffed into a sack along with four paper napkins, a plastic spoon and six foil packets of watery ketchup and weak mustard. All of this excess trash is ultimately scattered on lawns by thoughtless customers, thereby burying the entire U.S. in McNuthin's waste paper to an average depth of 6 inches.

# WANTED

FOR DISGUSTING PUBLIC STICKAGE

**Stan Fopps, Sr.**



## DESCRIPTION

**AGE:** 51 but tells women he's only 38

**HEIGHT:** 5'7" but custom shoes make him look 5'9"

**WEIGHT:** 176, but tells his doctor he's only 160

**DISTINGUISHING FEATURES:** Has a very long nose and an even longer Mercedes

## VIOLATION

As President of Fopps Bubble Gum Corp., Stan has resisted all suggestions that he replace the rubbery glue in his product with harmless strawberry-flavored paraffin. As a result, the spitting out of Fopps' bubble gum wads causes 85,000 ruined theater seats, 380,000 icky shoe soles and 125,000 cases of matted human hair annually. With his only defense being that a safer product would cost as much as \$700 of his \$85-million yearly profits, Fopps faces a ten year term of being hung by his heels with his own gum.

# WANTED

FOR GRAND THEFT, VIDEO TIME

**Creighton (The Cretin) Nurge**



## DESCRIPTION

**AGE:** 13, going on 6

**HEIGHT:** 5'2"

**WEIGHT:** 210

**DISTINGUISHING FEATURES:** Wears a 54-inch belt

## VIOLATION

As chief program selector in a household that is one of the 1,200 Nielsen Rating families, Nurge played a significant role in keeping "Dukes Of Hazzard" and "That's Incredible" on the air, while depriving a whole nation of the better shows he neglected to watch, like "Paper Chase" and "Fame." Authorities charge that this brainless oaf has added the minds of 26 million Americans with his influential but utterly sickening taste in entertainment.



**The Mystery Of  
The Sudden Hot-To-Cold-Switching Shower**



**The Mystery Of  
The Soap-In-The-Eye Vanishing Towel**



**The Mystery Of  
The Pasteless Toothbrush**



DAWN'S EARLY FRIGHTS DEPT.

# THE MYSTERY OF THE M

**The Mystery Of The Loose Pajama Bottoms**



**The Mystery Of The Incorrect Timepieces**



**The Mystery Of The Forgotten Toast**





# MYSTERIES MORNING

WRITER AND ARTIST: PAUL PETER PORGES

**The Mystery Of The Disappearing Butter Patty**



**The Mystery Of The Missing Sports Page**



**The Mystery Of The Roaming Eyelash**



**The Mystery Of  
The Self-Slamming Front Door**



**The Mystery Of  
The Extra Shirt Button**

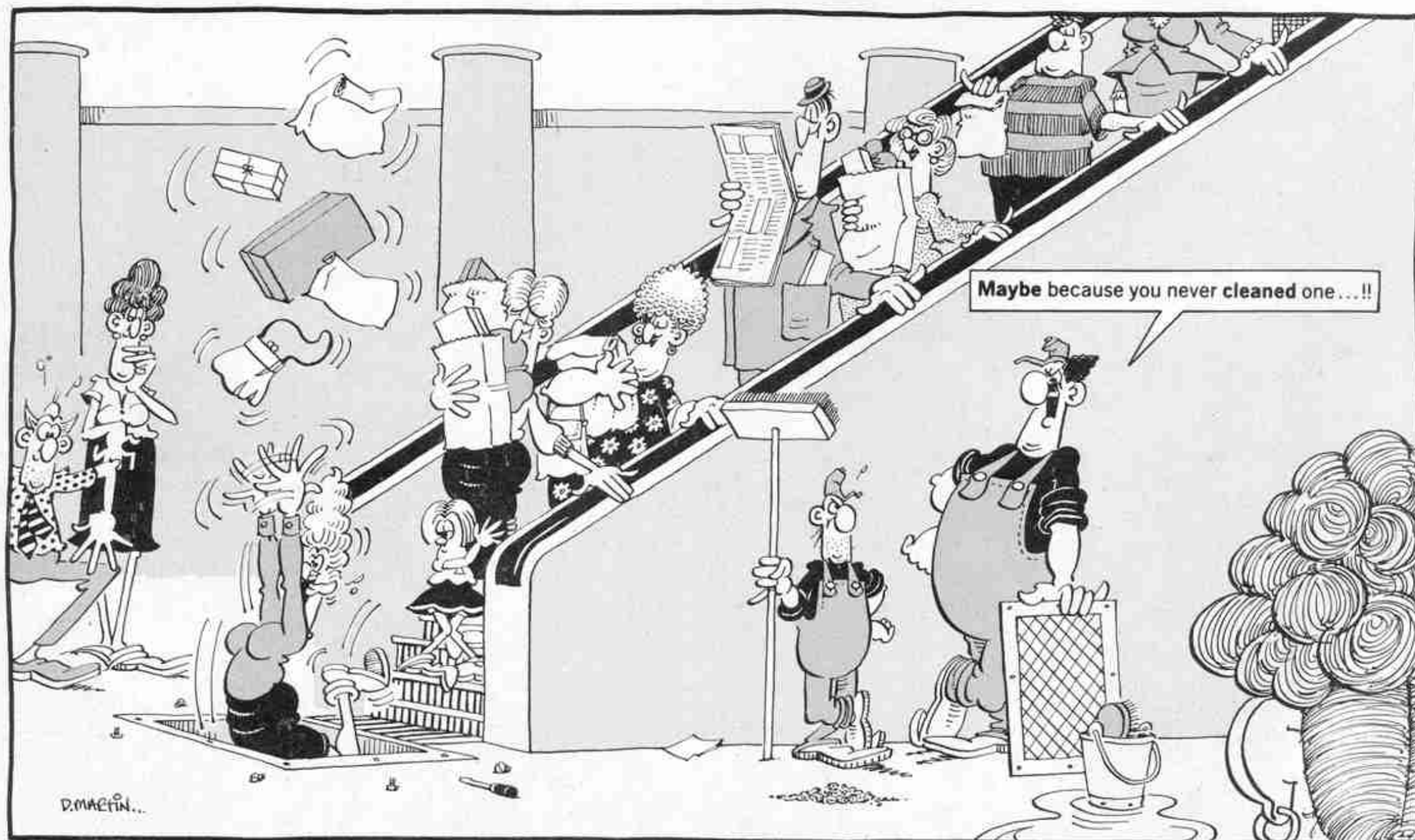
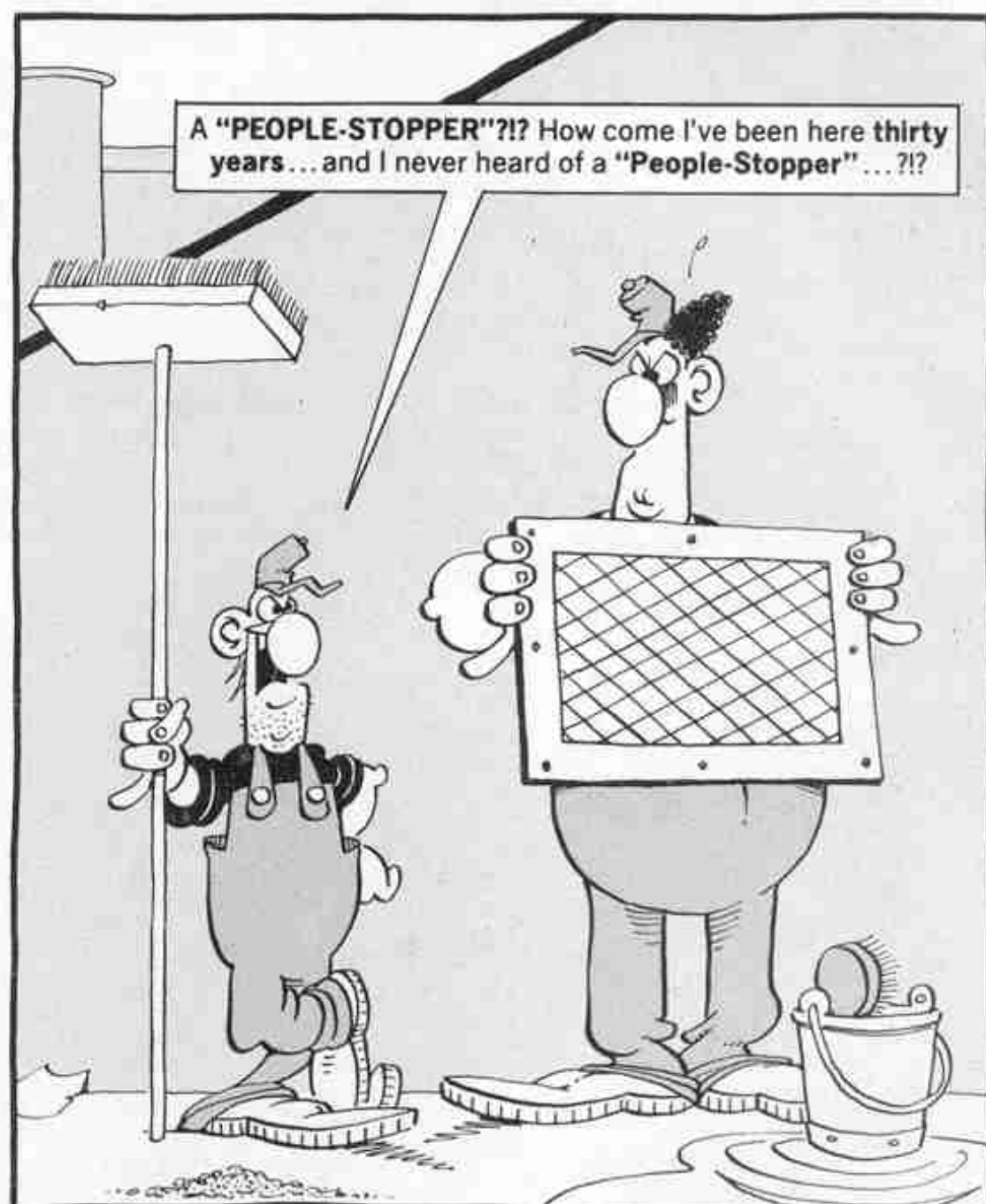
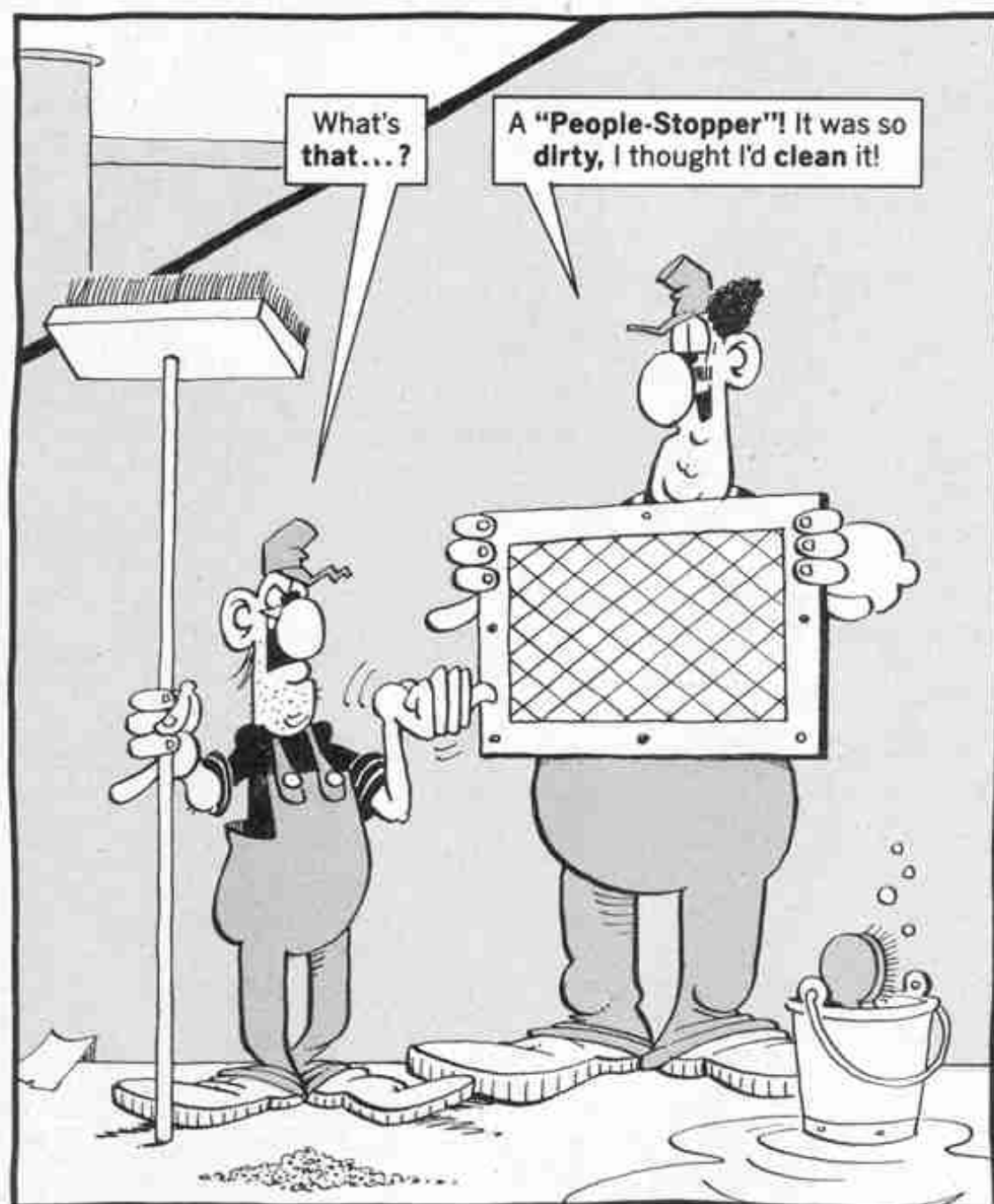


**The Mystery Of  
The Bad Weather Phantom Buses**





# ONE FINE DAY IN A DEPARTMENT STORE





## SCHLOCK AROUND THE DOCK DEPT.

Did you ever wonder how the geniuses in charge of TV Programming manage to come up with stuff that's just like the garbage that's already on? Well, they use a not-so-secret formula. It's called "stealing"! F'rinstance, there's a popular new PI series that features a "Magnum" clone complete with moustache, gorgeous gals and an old Army buddy who flies a chopper. And from "Simon and Simon," this series borrowed the idea of partners living on a boat. Then, they added a cute robot ("Star Wars"), threw in a computer whiz ("War Games"), and came up with something that MAD calls:



# RIP-OFF-TIDE

ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE

This Biofeedback Mood Ring Wurray invented is cool! It turns red when you lie, orange when you tell the truth, yellow when you're happy...

Mine turned blue! What's THAT mean??

It means either horny—or frustrated—or in your case—both!!

Hey, guys! Look! I just accessed the Kremlin's Defense Computer! If I can interface it with the Pentagon's Computer, I can start World War III...!

Not tonight! We're going to a party!!

We're going to a party? Neat!! I NEED a new cookie jar and a fruit box...

It's not a Tupperware party! We're seeing Cindy and Bambi!

You're kidding!? They're my two favorite Disney characters, Cinderella and Bambi!

And you're MY favorite Disney character, DUMBO! Cindy and Bambi are BIMBOS...!!

"BIMBOS"?? I missed that one!!

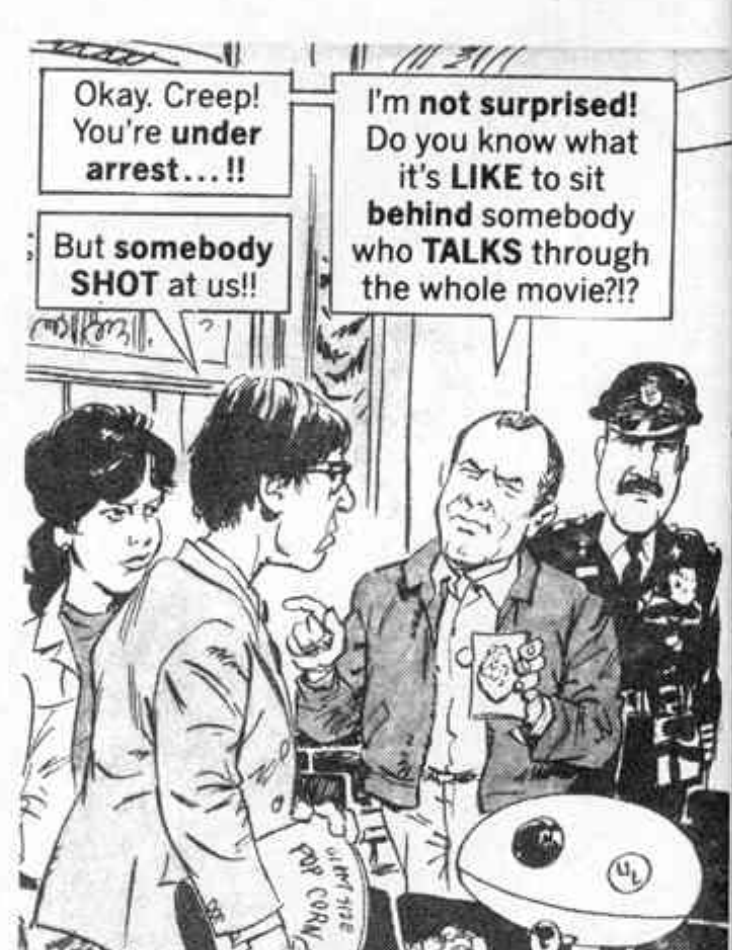
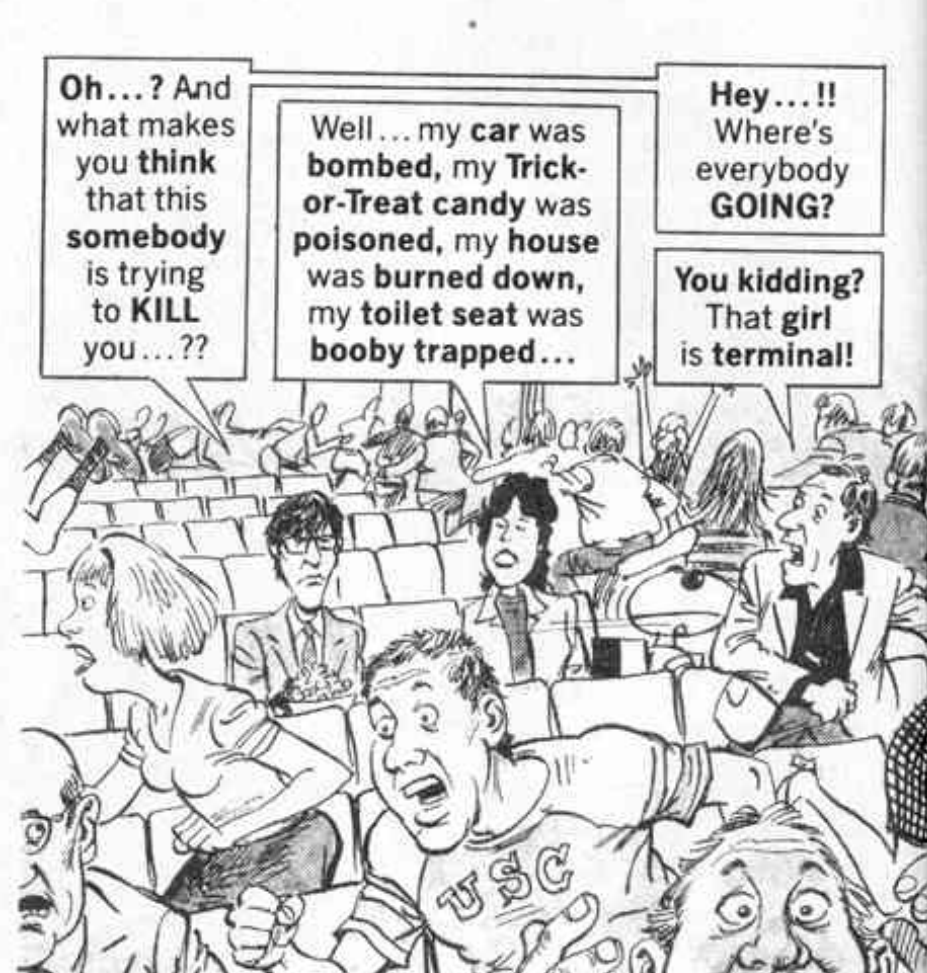
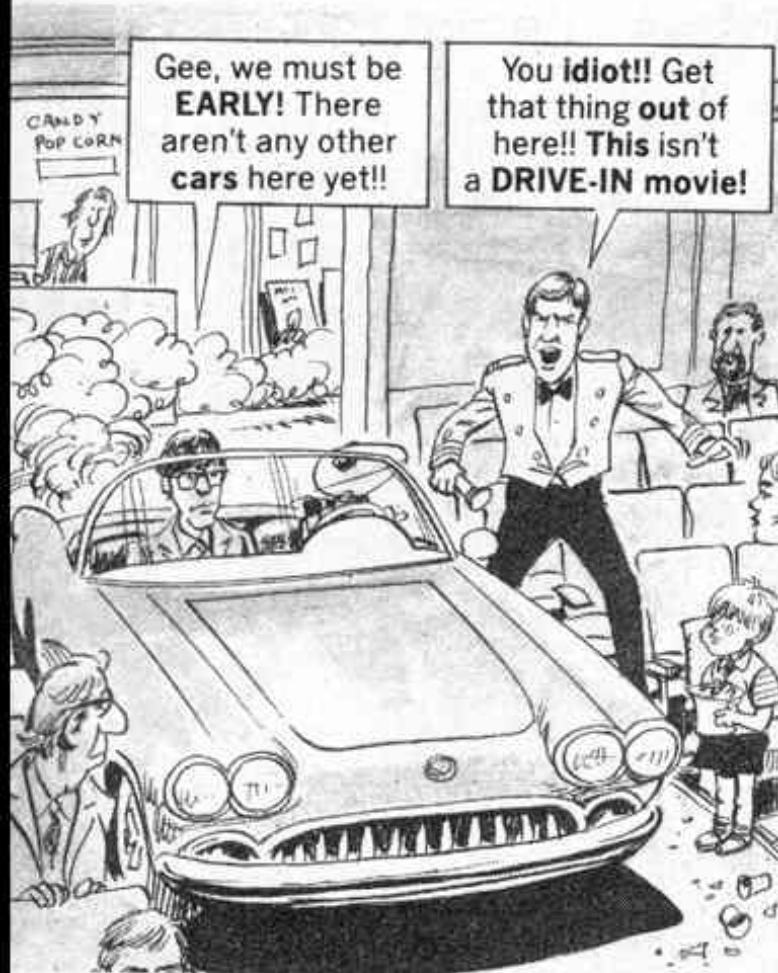
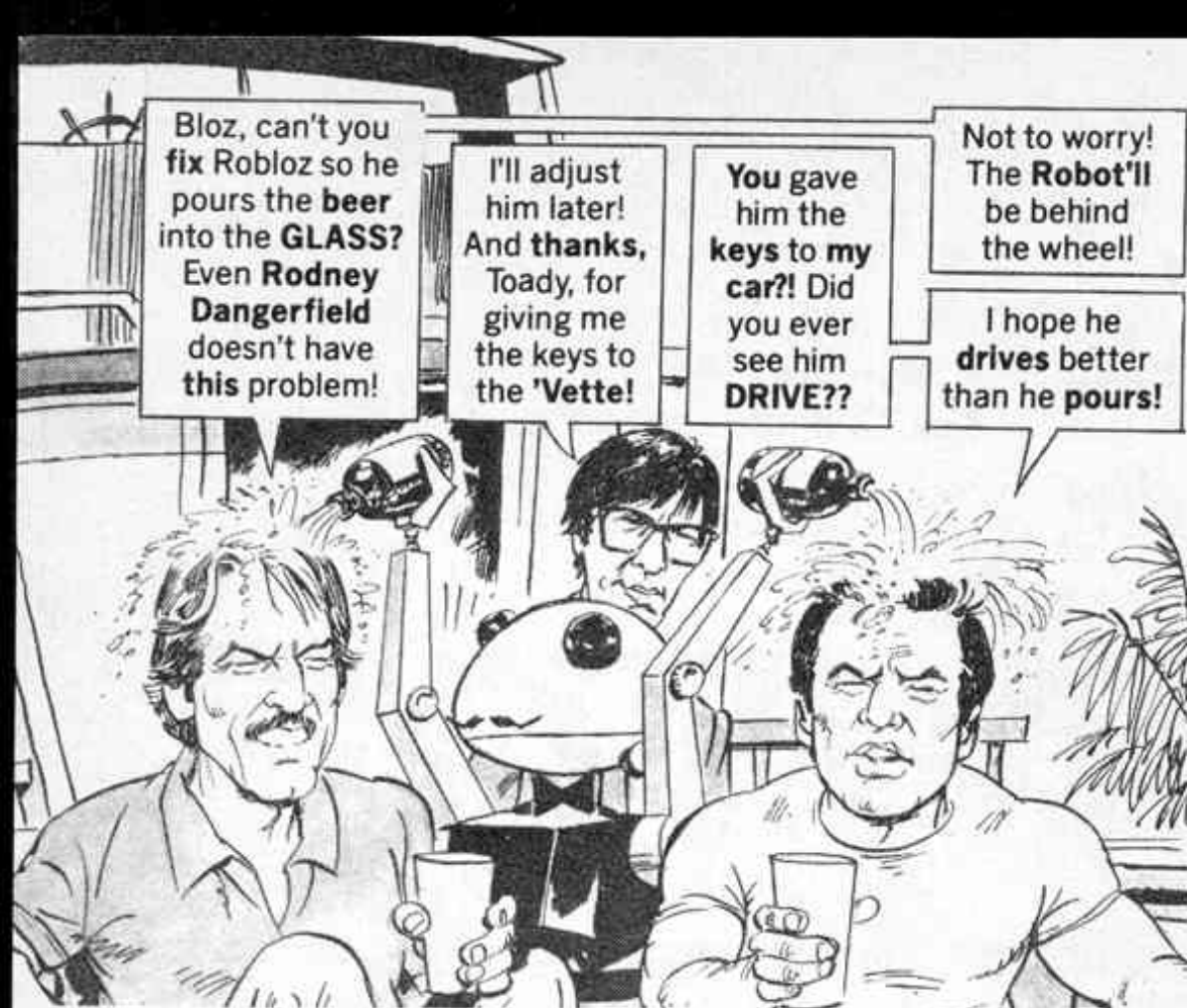
Wurray... punch our ladies into the computer and see how we're gonna make out!

The computer says, "No way!" "Zilch!" "Forget about it!" "Strike out!"

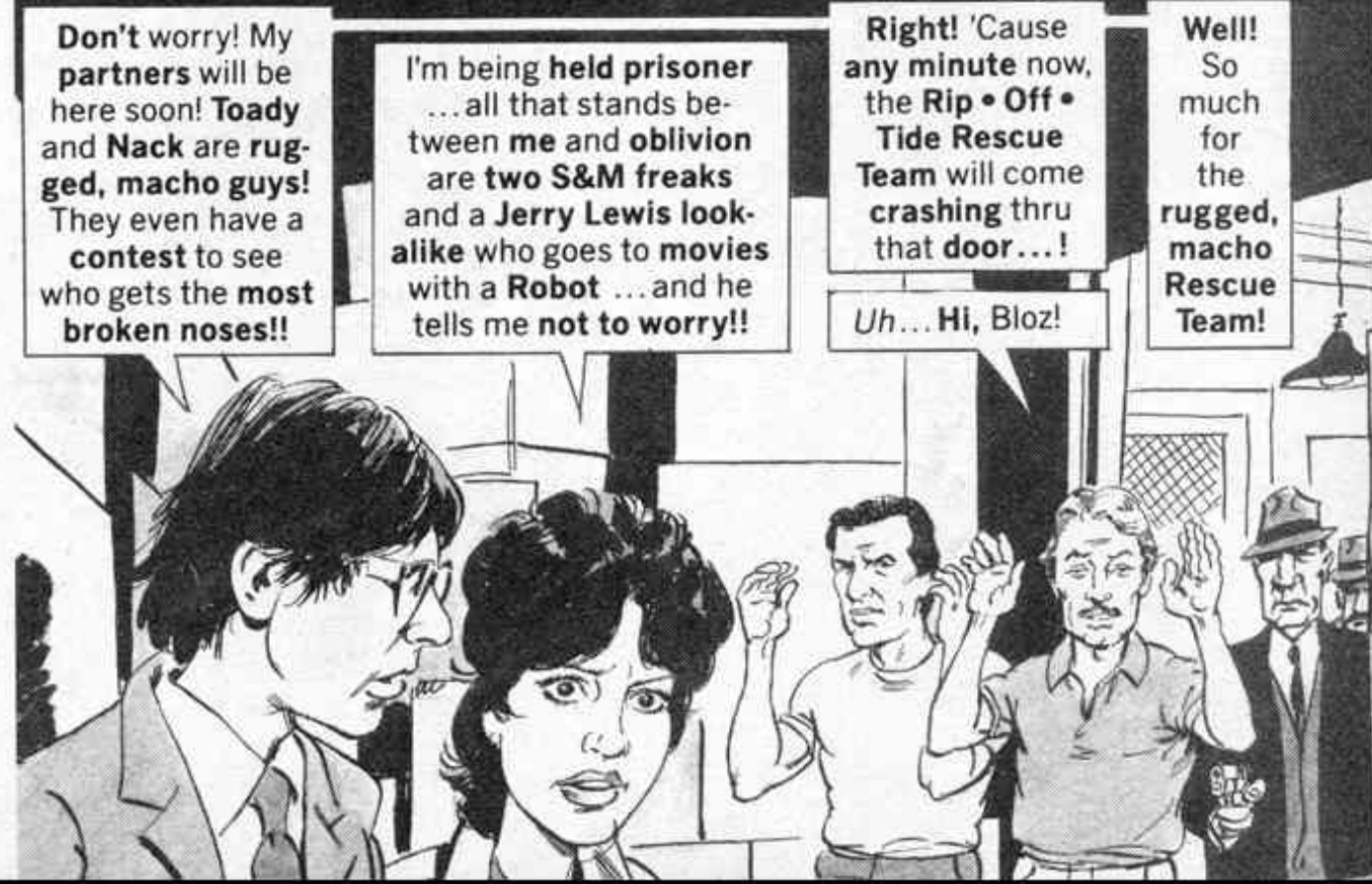
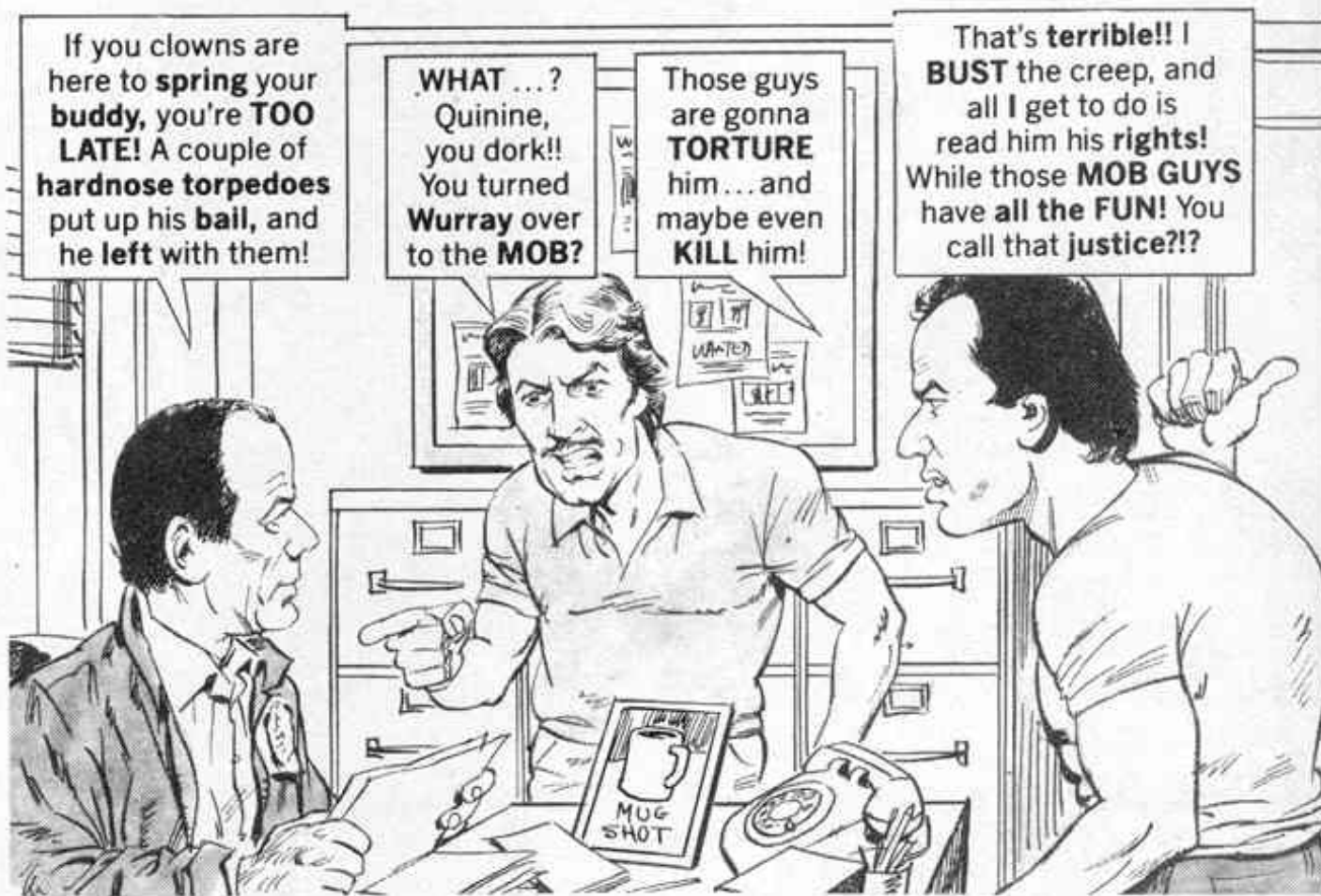
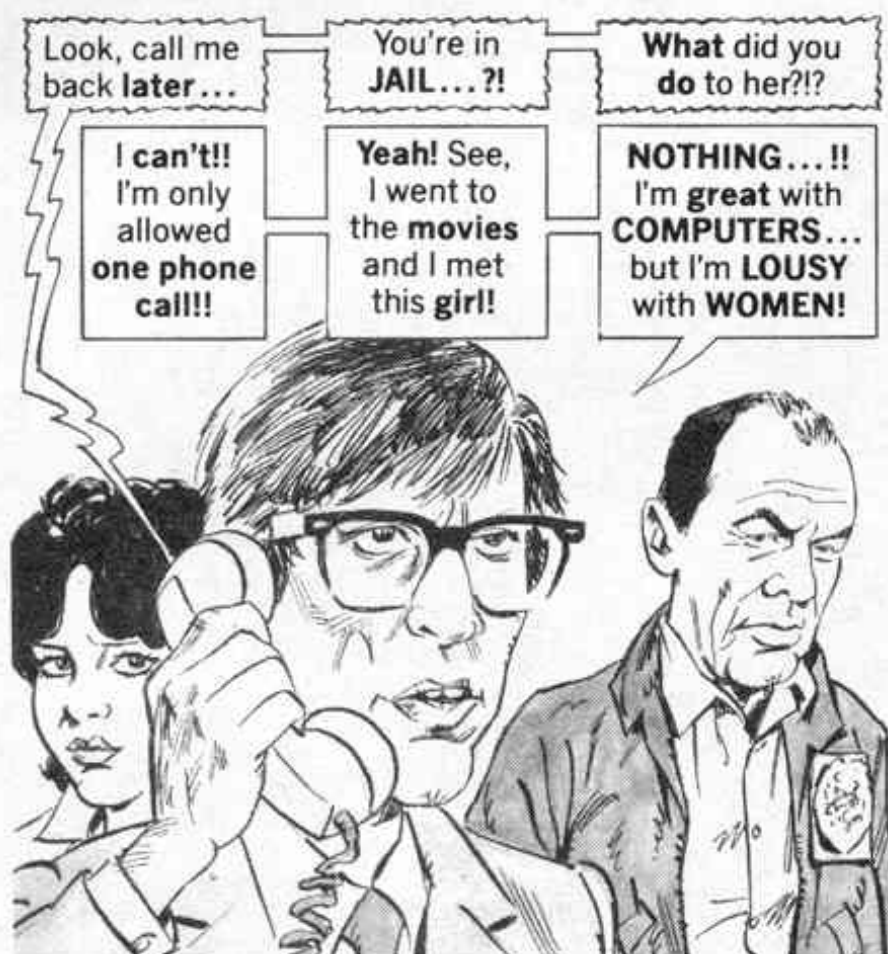
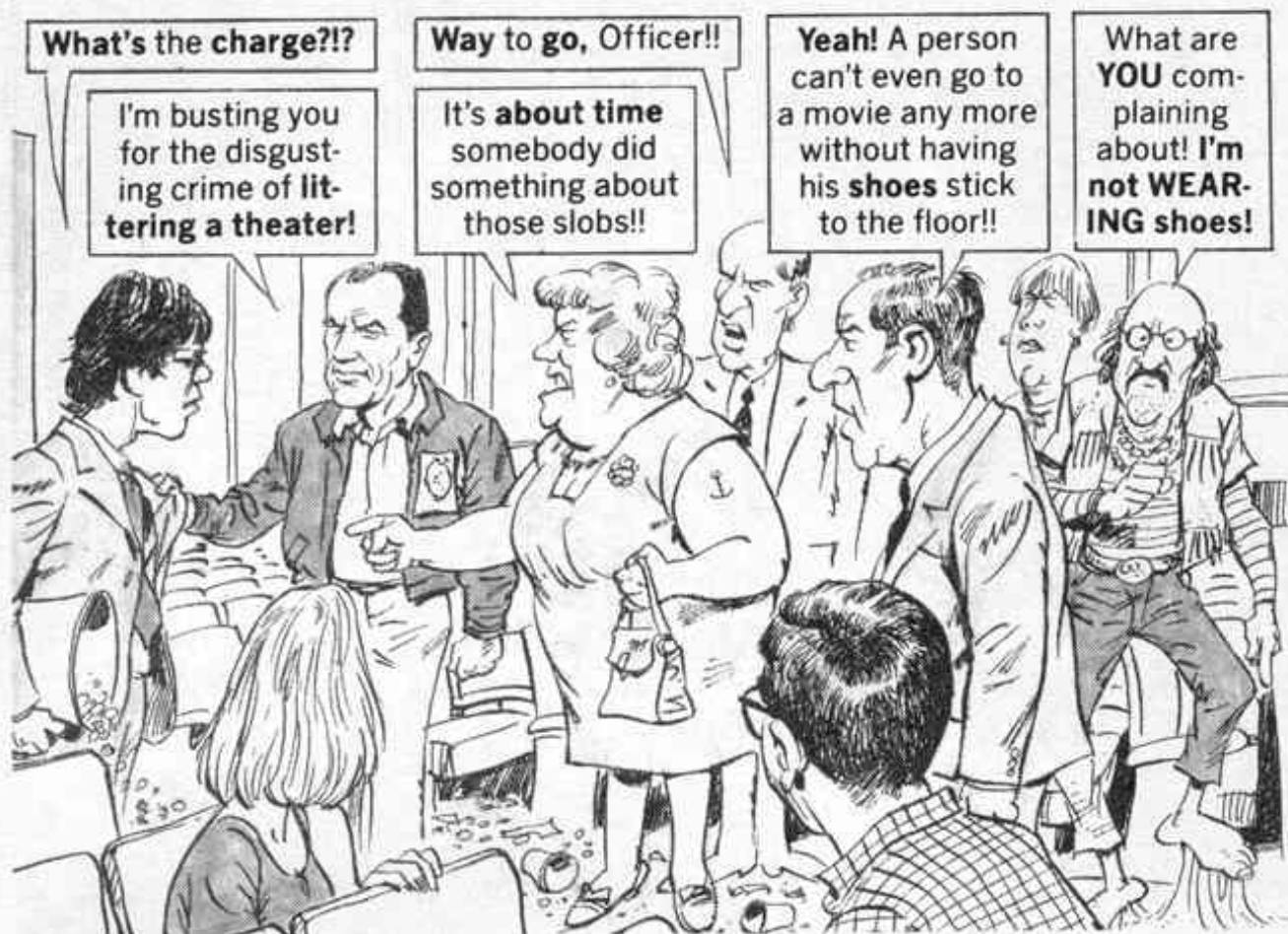
Sometimes, I think that technology is taking all the FUN out of life!













Look at all this **electronic stuff!** Bloz, you think you could **rig up something** to get us **out of here**—before they come back and **waste us?**

No... but I'm sure I could build a **Donkey Kong game** to help pass the **time**... while we're **WAITING** to be killed!

If we had some **rope**, we could get out through that **sky-light**...!

Or at least play an exciting game of **"Cat's Cradle"**!



Isn't this **neat?** You wished we had some **rope**... and they came back and **tied us up!** Look at all the **rope** we have now!

Now, if we only had a **Boy Scout** to untie these knots!

If I can just work my **mini-computer**, I could **program Robloz**... and... **THERE!** Now Robloz can do **anything** that a **BOY SCOUT** can do!!



You're right...! He's **rubbing two sticks** together!

Oh, great! Just what we **need**...! Another **fire**...!

What's he going to do **next**... help some **old lady** across the **street**!



He **did it!** Robloz came through...!!

Yeah! But I had to promise to buy a **dozen boxes of Girl Scout Cookies** before he untied us!

**NOW** the problem is: How can we get the **rope** up to the **skylight** so we can get to the **chopper**!

Simple! I'll just **reprogram Robloz**!!



Wurray... you're an **absolute genius**!



Crystal, **why** would anyone want to **kill** you...?

I-I'm **not** sure! But **maybe** it's because I witnessed a **gangland-style "hit"**!

I'll bet that's it! Hitmen probably don't like people **watching** them while they **work**! I know...! I'm the **same way**!

Guys... we're **in trouble**! There's a **chopper** on our tail... **firing** at us!

I've got an **idea**! I can program Robloz to **short out** their **electrical system**...!!

It's **working**, Bloz! You knocked out the **bad guy's chopper**!!

Also two **Piper Cubs**, a **Russian Spy Plane**, and a flock of **swallows** returning to **Capistrano**!!





How do we find out who's trying to kill Crystal?

I'll just punch the number of the chopper into the FAA Computer! It's owned by a Don Giovanni!!

Now, to find out about Mr. G., we punch into the IRS Computer...

Hey... that's strange! He doesn't pay any TAXES!

See if you can find out who his Accountant is!

No taxes...!? That means he's either an oil millionaire, a politician, or in the Mafia!!

I'll try the Mafia Computer!

Wow...!! Listen to this! Don Giovanni, alias Scarface! Occupation: Godfather! Activities: murder, prostitution, loan sharking, narcotics, and black marketing Cabbage Patch Dolls!

Hobbies: Likes to maim... torture... and dress up in his wife's clothes!

I—I can't believe it!

What?? You can't believe he's involved in all that stuff...?

No... I can't believe that the Mafia Computer would SQUEAL on him!

Boy... disguised as Pool Cleaners was a REAL NEAT IDEA!!

I'm not so sure...!!

It got us into Don Giovanni's ESTATE, didn't it?

Yeah, but did you see what his pool is shaped like!!? A COFFIN! with a Jacuzzi headstone! That's unusual... even for Southern California!!

Congratulations, Mr. Giovanni! Your name was selected by our computer for a FREE POOL CLEANING!! In order to demonstrate the efficiency of your Rip-Off-Tide Automated Pool Cleaning Service, we'll toss a few disgusting things into your pool... and our amazing Robot will clean them out!

Uh... I'm afraid his infra-red modular micro-chip is malfunctioning!

Hey... what's dat double-talk mean?

It means the Robot isn't working!!

Oh, yeah? KILL DEM!!

I want them DEAD!! No-body t'rows Cat doodoo in my pool!!

They're following us... just the way we planned!

You call this "following"? I'd hate to see what you call chasing!!

They're gaining on us!!

Anybody got any IDEAS??

Why don't we make a Citizens' Arrest?

Wurray... see what's in the Emergency Box!

Boy, there's some real neat stuff! A box of chocolate chip cookies, an inflatable playmate Doll, a six-pack, a paddle, but it's broken—

That figures!! Is that all??

Yeah! Except for this metal case marked "INCREDIBLE COINCIDENCE TV PROBLEM SOLVERS..."

And look! It's loaded with hand grenades!

TURHAN BAY

DICK D.

OUR BIGHT IS WORSE THAN OUR BARK





Hey... let me help you! What do I do...?

You pull the pin... and throw it... Like this?!?

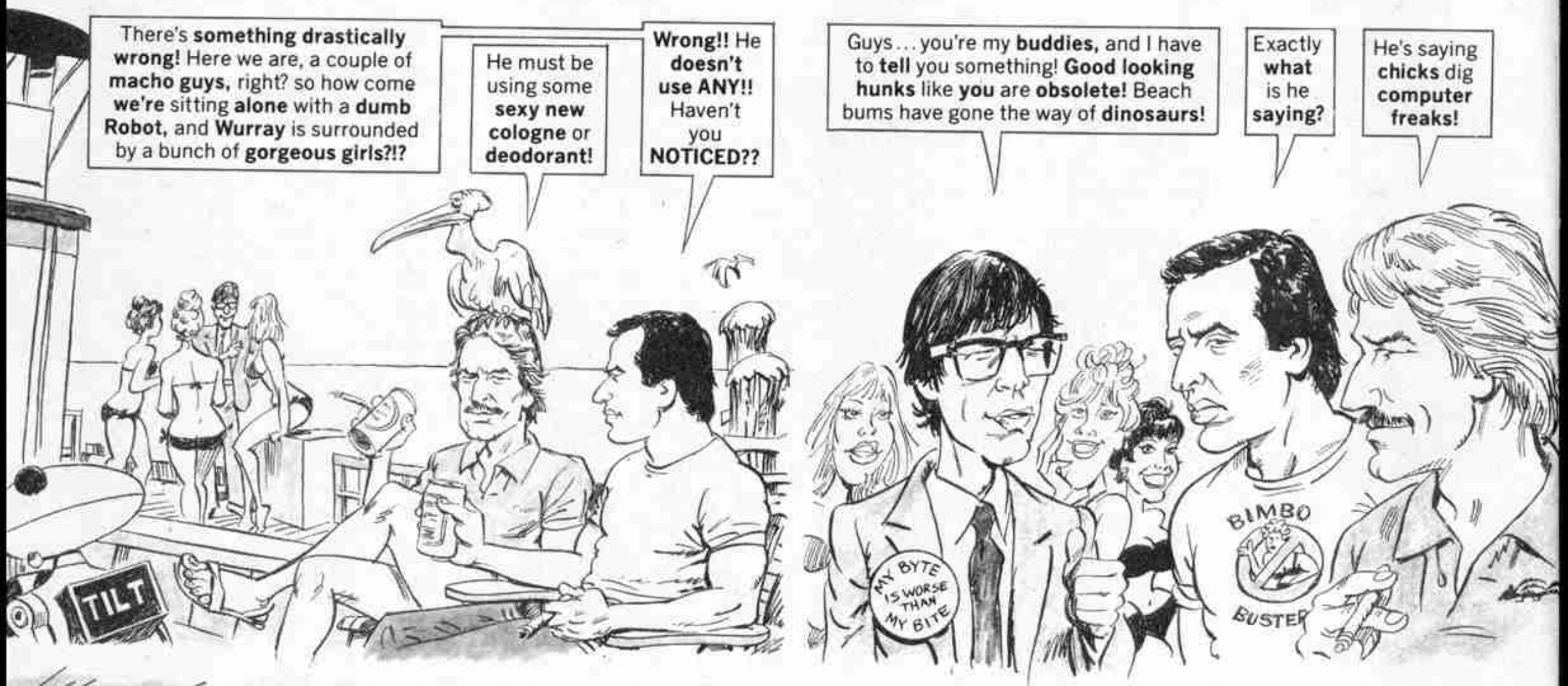
NO!! You throw the GRENADE—not the PIN!!

WE got 'em, guys! We GOT 'EM!

And YOU almost got US!

Nack... got on what's left of the horn, and tell Lt. Quinine we have a present for him... the Giovanni mob!!

He'll probably bust us for polluting the water!



There's something drastically wrong! Here we are, a couple of macho guys, right? so how come we're sitting alone with a dumb Robot, and Wurray is surrounded by a bunch of gorgeous girls???

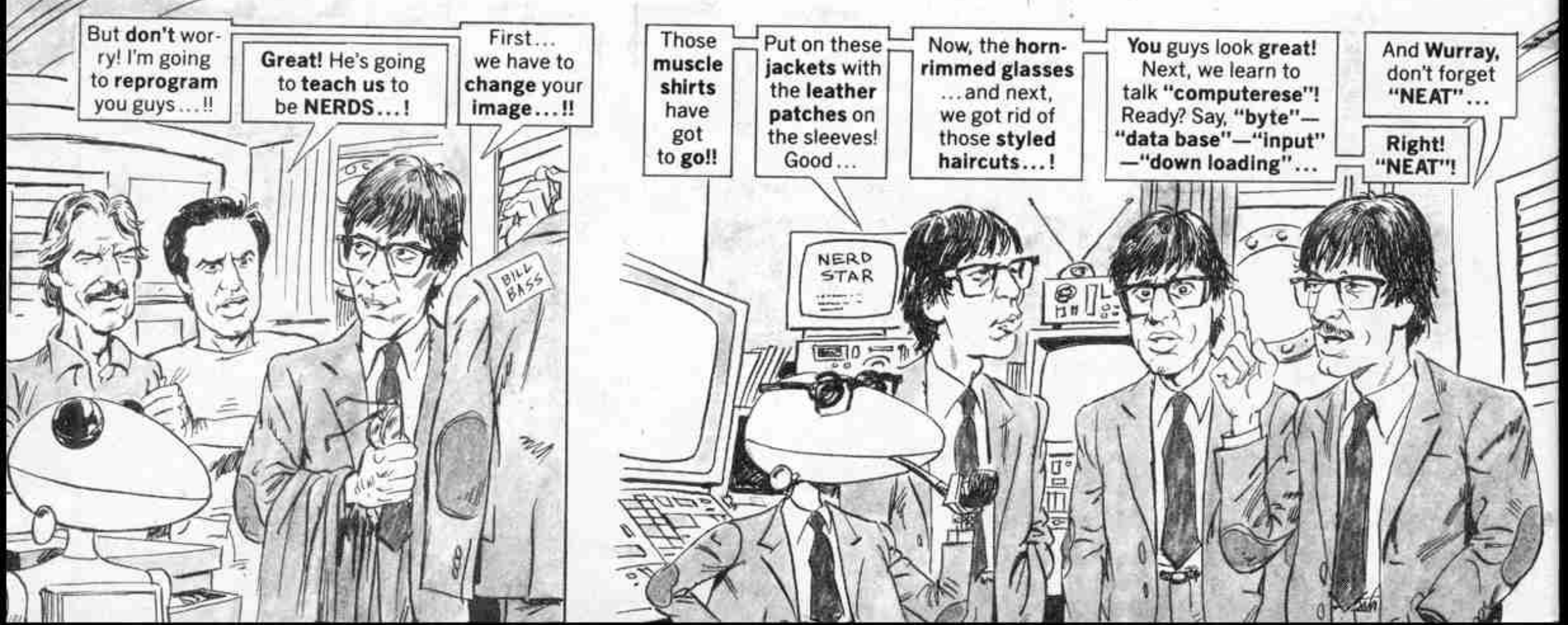
He must be using some sexy new cologne or deodorant!

Wrong!! He doesn't use ANY!! Haven't you NOTICED??

Guys... you're my buddies, and I have to tell you something! Good looking hunks like you are obsolete! Beach bums have gone the way of dinosaurs!

Exactly what is he saying?

He's saying chicks dig computer freaks!



But don't worry! I'm going to reprogram you guys...!!

Great! He's going to teach us to be NERDS...!

First... we have to change your image...!!

Those muscle shirts have got to go!

Put on these jackets with the leather patches on the sleeves! Good...

Now, the horn-rimmed glasses... and next, we got rid of those styled haircuts...!

You guys look great! Next, we learn to talk "computerese"! Ready? Say, "byte"—"data base"—"input"—"down loading"...

And Wurray, don't forget "NEAT"...

Right! "NEAT"!



**WHAT  
POWERFUL  
NON-NUCLEAR  
DEVICE  
IS THERE  
NO DEFENSE  
AGAINST?**

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

Our brilliant scientists have managed to come up with a defense against every new offensive device that's been developed...except one! To find out what that powerful destructive weapon is, merely fold in page as shown in the diagram at the right.



**FOLD PAGE OVER LIKE THIS!**

**A▶**

**FOLD THIS SECTION OVER LEFT**

**◀B FOLD BACK SO "A" MEETS "B"**



ARTIST & WRITER:  
AL JAFFEE

**BIZARRE DEVICES ARE BEING CREATED SO WE WON'T LAG  
BEHIND IN SECURITY. ALL IN ALL, THEY SPREAD GLOOM  
BOTH AT HOME AND ABROAD...AND NO ONE REALLY RELAXES**

**A▶**

**◀B**



