

ROCKY IV • HIGHWAY TO HEAVEN

No.
262
April
1986

MAD^{IND}

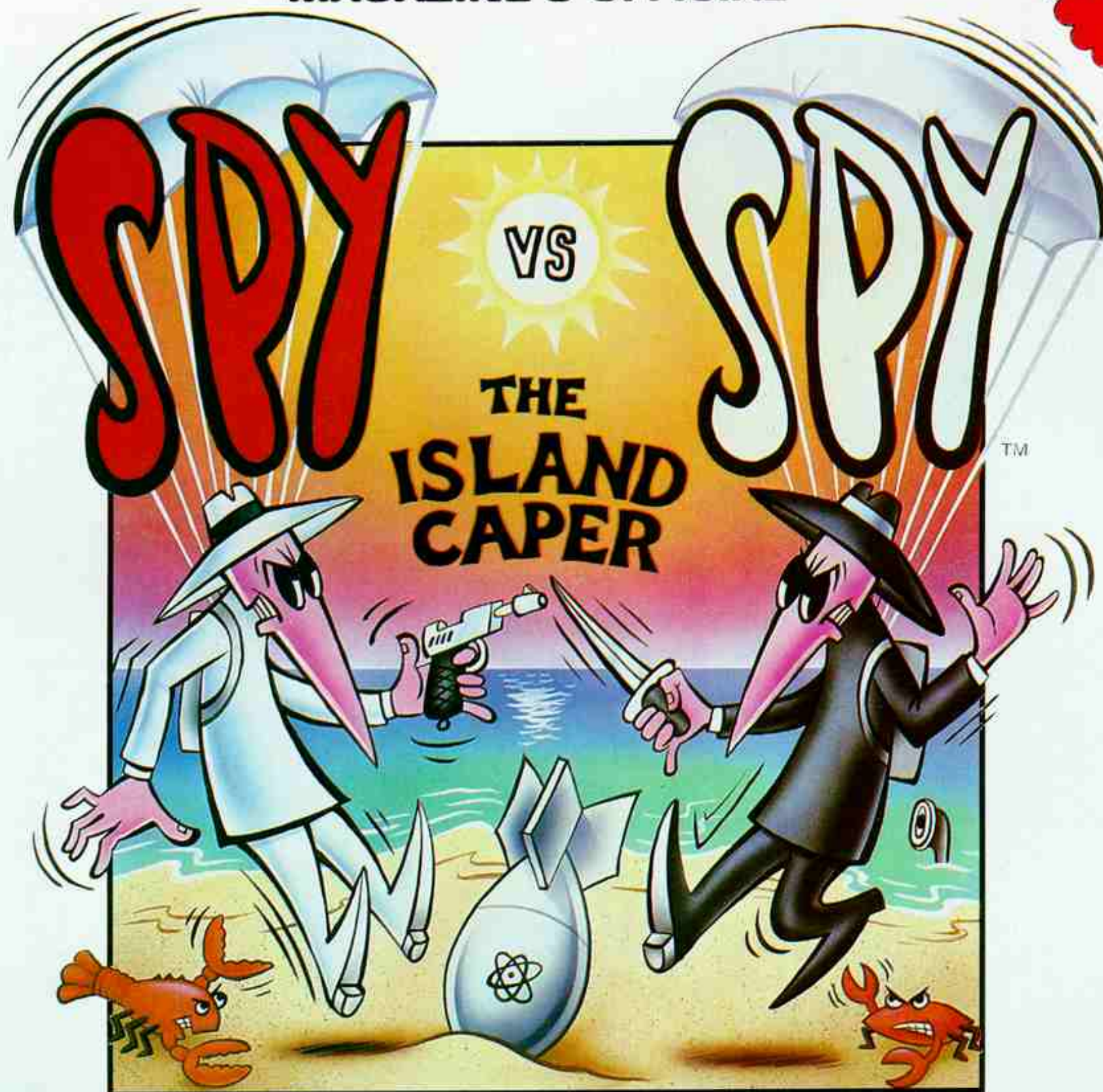
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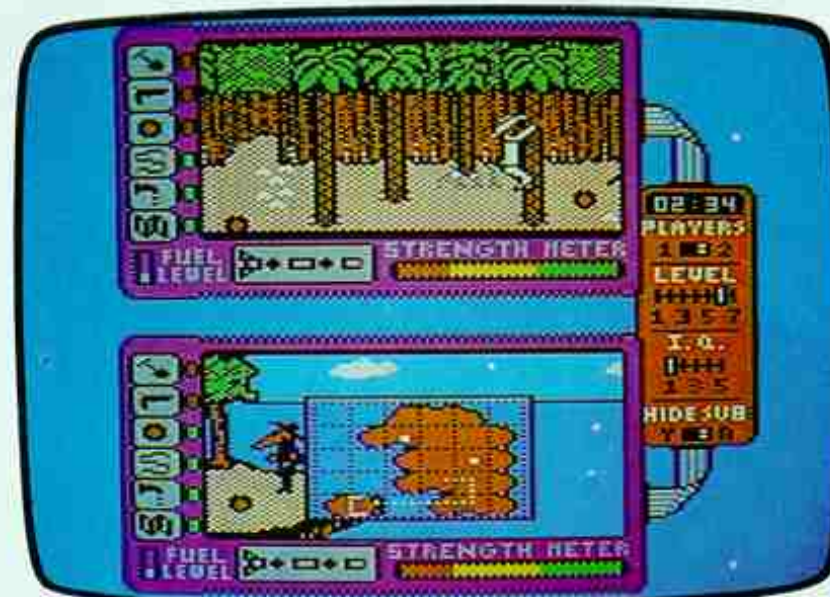


Here's the sequel to the best-selling **MAD Magazine's Official SPY VS. SPY** computer game! The all-new **Island Caper** features both famous agents of "messpionage" parachuting onto a tropical island loaded with pitfalls - including a still active volcano.

Your objective is to locate the three buried missile parts, assemble them in the right order, and transport the now-armed polaris missile to the awaiting escape submarine. . . before the volcano erupts! Along the way, the Spies must dodge both natural and man-made booby traps including sharks, quicksand, snares, coconut bombs, jungle pits, and more. And of course, the two Spies continually engage in deadly sword fights.

GAME FEATURES:

- Player options allow you to play the computer or another opponent
- Simulvision™ split-screen action allows you to monitor the other Spy's movements, and react accordingly
- Simulplay™ feature allows both players to be active at the same time - No more waiting your turn
- Players construct their own booby traps from the elements on the island



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MAD

"Have you noticed that political promises are usually in one year and out the other?"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

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

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

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

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: JOHN RIOS

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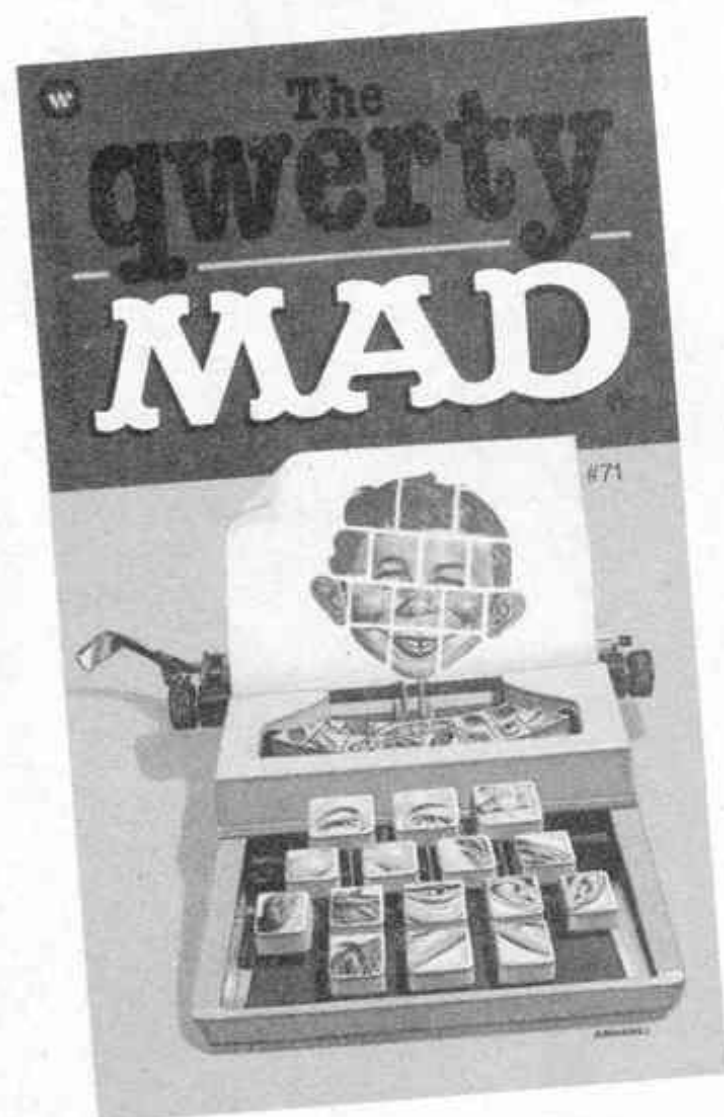


**"HIGHWAY
TO
HEAVING"**
(A MAD TV
SATIRE)
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NOTICE

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LETTERS AND TOMATOES DEPT.



“BLEAK FOR THE FUTURE”

I loved your satire on the film “Back To The Future” but my father claims you published that article thirty years ago!

Roberto Santiago
New York, NY

I wish I could send your “Back To The Future” issue back in time... like, before I could read!!!

Loren Keller
Muscataine, IA

I think that Mort Drucker's drawing of “Marquee” in “Bleak For The Future” (MAD #260) looks more like Martin Sheen than Michael J. Fox!

Andy Detrick
Arlington Heights, IL

Aren't you the same guy who wrote to us a while back saying that in our “Apocalypse Now” satire (MAD #215, June '80) Mort's Martin Sheen drawings looked like Michael J. Fox?—Ed.

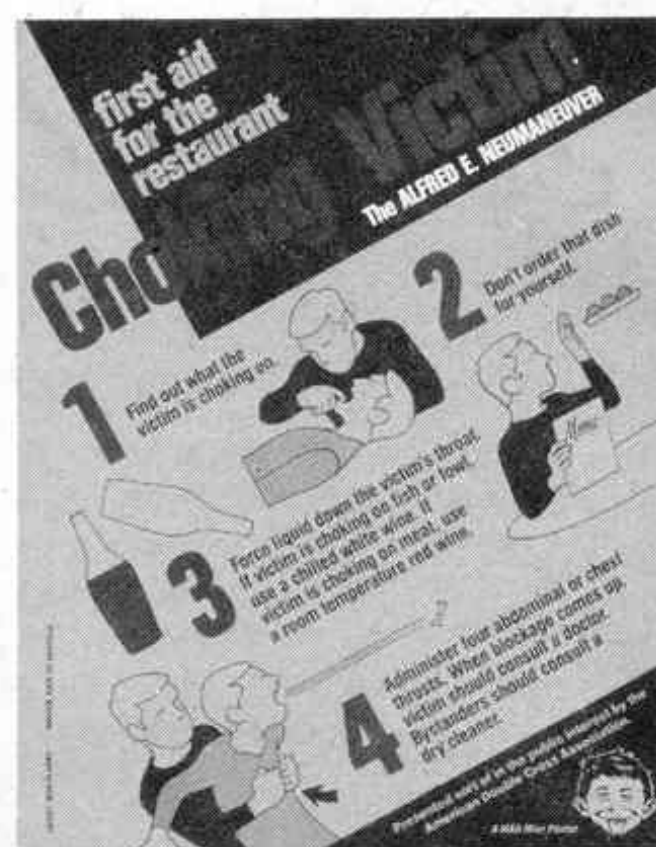


SPY VS. SPY VS. SPY VS. SPY...

Enclosed is an editorial cartoon about the current espionage scandal that's going on. As you can see, it's a topic you've been covering for years!

Paula Carswell
Oakland, CA

THE CHOKE'S ON YOU



As both an educator and an accredited Red Cross First Aid instructor, I was shocked and disgusted to see your “First Aid For The Restaurant Choking Victim” on the back of MAD #259. I feel this is an important subject which people need information on! What this poster actually shows is three perfectly good examples of how to KILL someone. Was the extremely slight amount of humor in it worth the damage and possible loss of human life that this negligent and irresponsible article could cause?

Nancy E. Munden
Lincoln, NE

Since you take our back covers so literally we're looking forward to hearing how long it took you to build our new improved pooper scooper (back cover, MAD #261) —Ed.



“SICKY MINUTES”

I especially enjoyed your article “Sicky Minutes” in MAD #260. I am unfortunate enough to be black and living in North Carolina with Jesse Helms and Falwell lovers! Your article was right on target! I know it's no laughing matter but I laughed anyway.

DaVinci Mercalf
Greenville, NC

PLYMPTON



THE LETTERS OF THE LAW

As I read Lou Silverstone and George Woodbridge's article "A Miranda Law For Everyday Victims" in MAD #260, I realized that I hadn't been read my rights as a MAD Magazine reader. Here's a suggestion:

"You have the right to read some classy magazine like Time or Newsweek instead;

If you give up this right, anything you read *can* and *will* seriously affect your funny bone.

You have the right to a conscience and to ask it why you're reading such ridiculous garbage!

If you can't afford the price of MAD, *nothing* will be provided to you at all!"

Jeffrey F. Mantei
Anderson, IN

You've got a lot of nerve insulting Bayonne in your article "A Miranda Law For Everyday Victims." I bet you haven't even been to Bayonne. It is the second safest and cleanest city in New Jersey and the 22nd safest and cleanest city in the United States.

Allison Fitzpatrick
Bayonne, NJ

Here are more interesting facts about Bayonne: It is the world's 4th largest producer of soot. Three out of the four most scenic toxic waste dumps in the U.S. call Bayonne their home. There are more clothing stores featuring the size "husky" in Bayonne than anywhere on the east coast. Finally, pathetic boxer Chuck "The Bayonne Bleeder" Wepner is from Bayonne but no one cares. Thanks for writing so we could share this information!—Ed.

A DOG OF A BOOK

My dog takes her reading very seriously. (She is currently halfway through "War and Peace.") I thought she might enjoy something educational and entertaining for summer. At first she was enthusiastic about her new book, "MAD's How To Be A Successful Dog," but last week I found it buried in the backyard.

Jack Royal
Carlisle, PA



Ruff Reading

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

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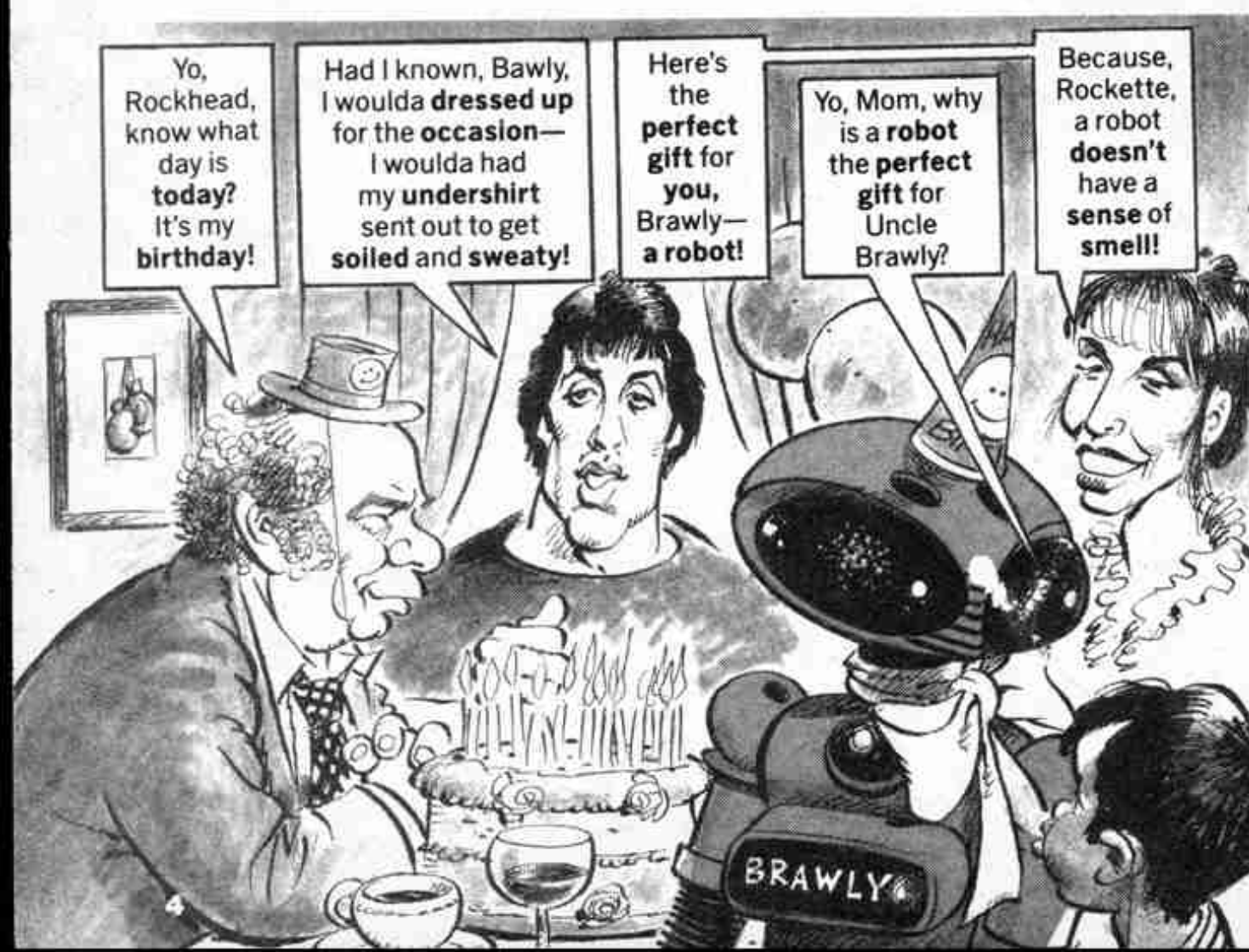
A ROLLING STALLONE GATHERS EVEN MORE GROSS DEPT.

It may be some comfort to realize that while life is full of surprises, Rocky films are *not*! Each one plagiarizes the one before it and adds a corny twist of its own, like in this case, patriotism! So sit back and relax with something old, little new, something borrowed and something red, white and blue...

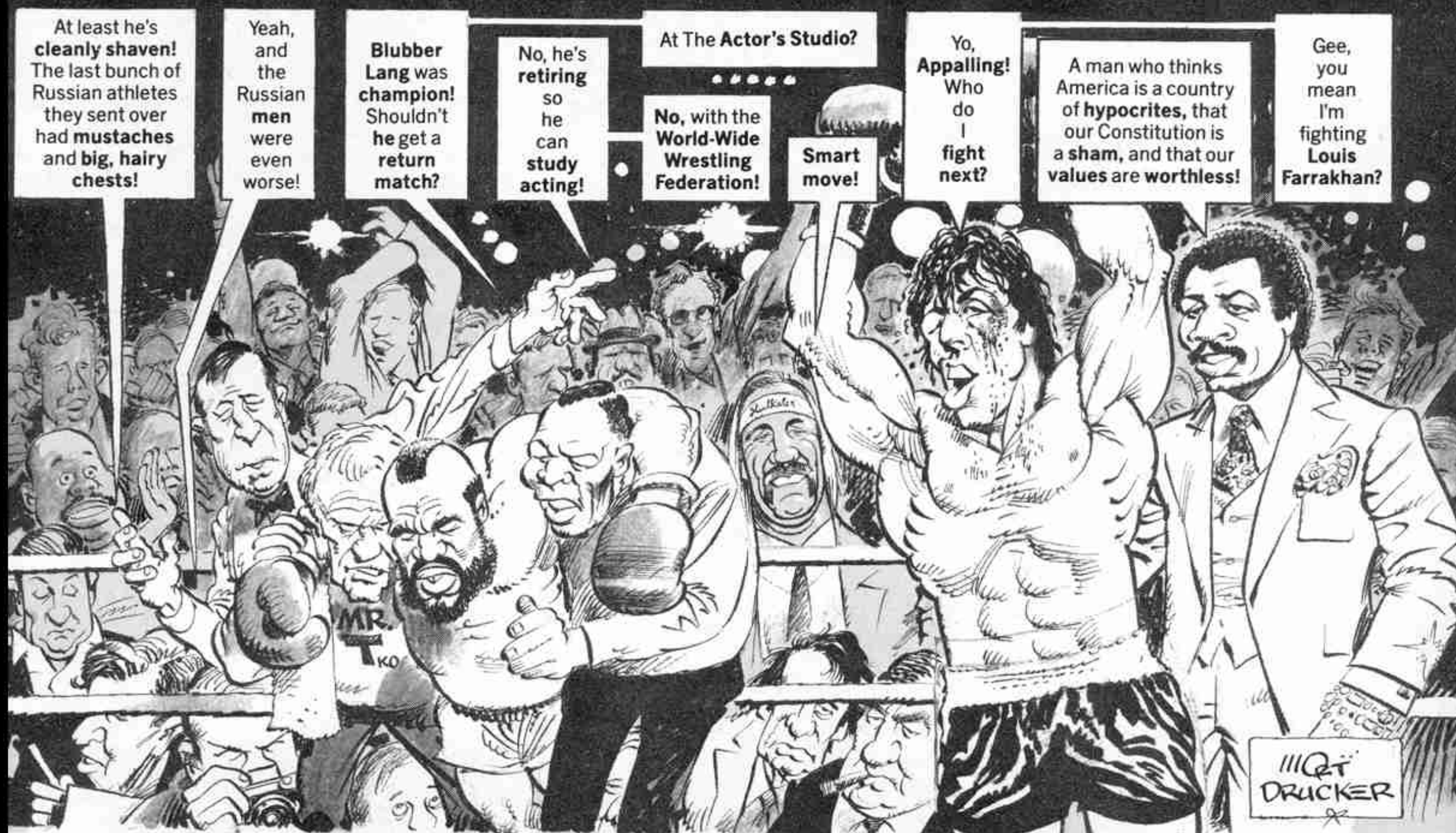
ROCK



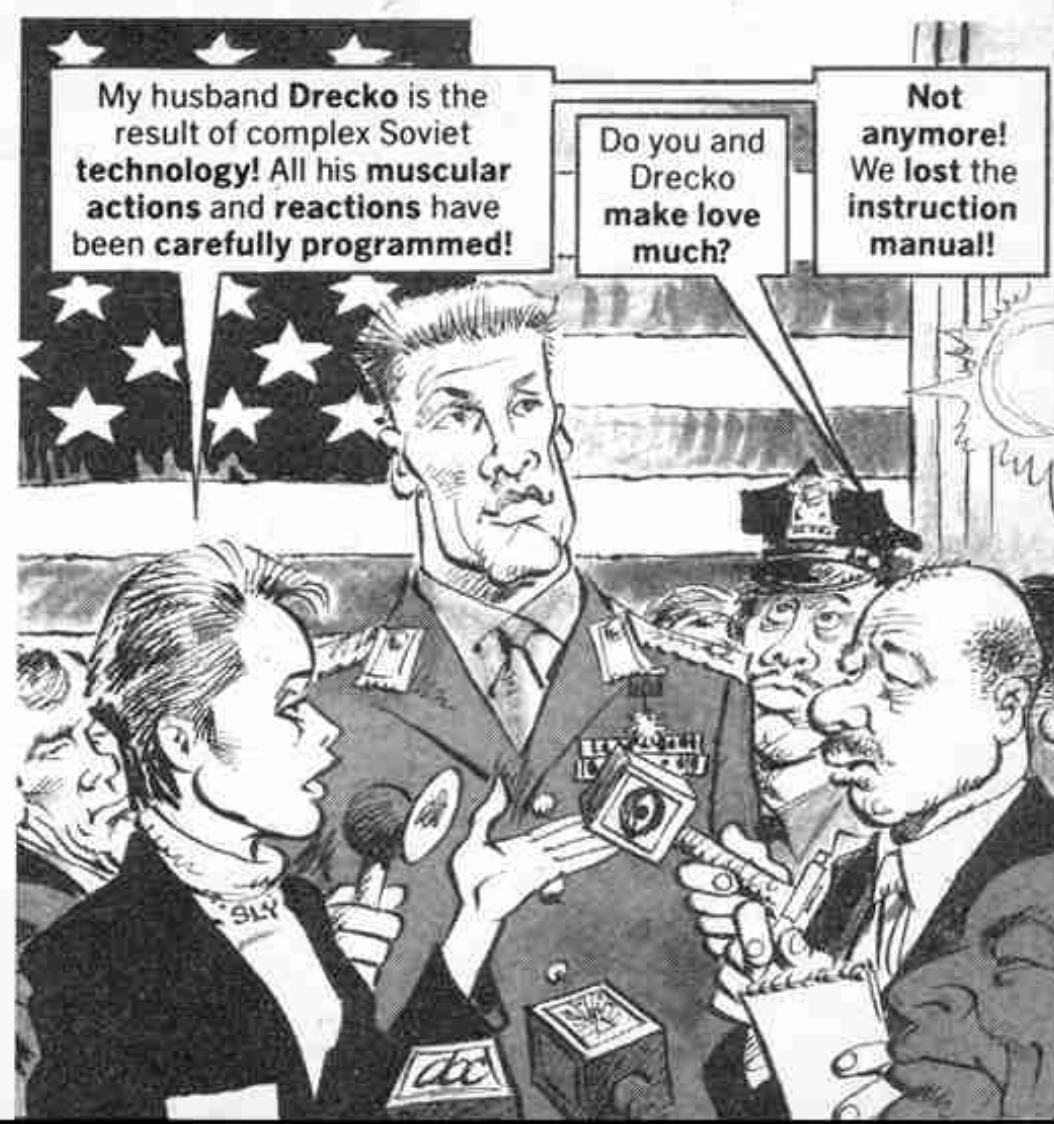
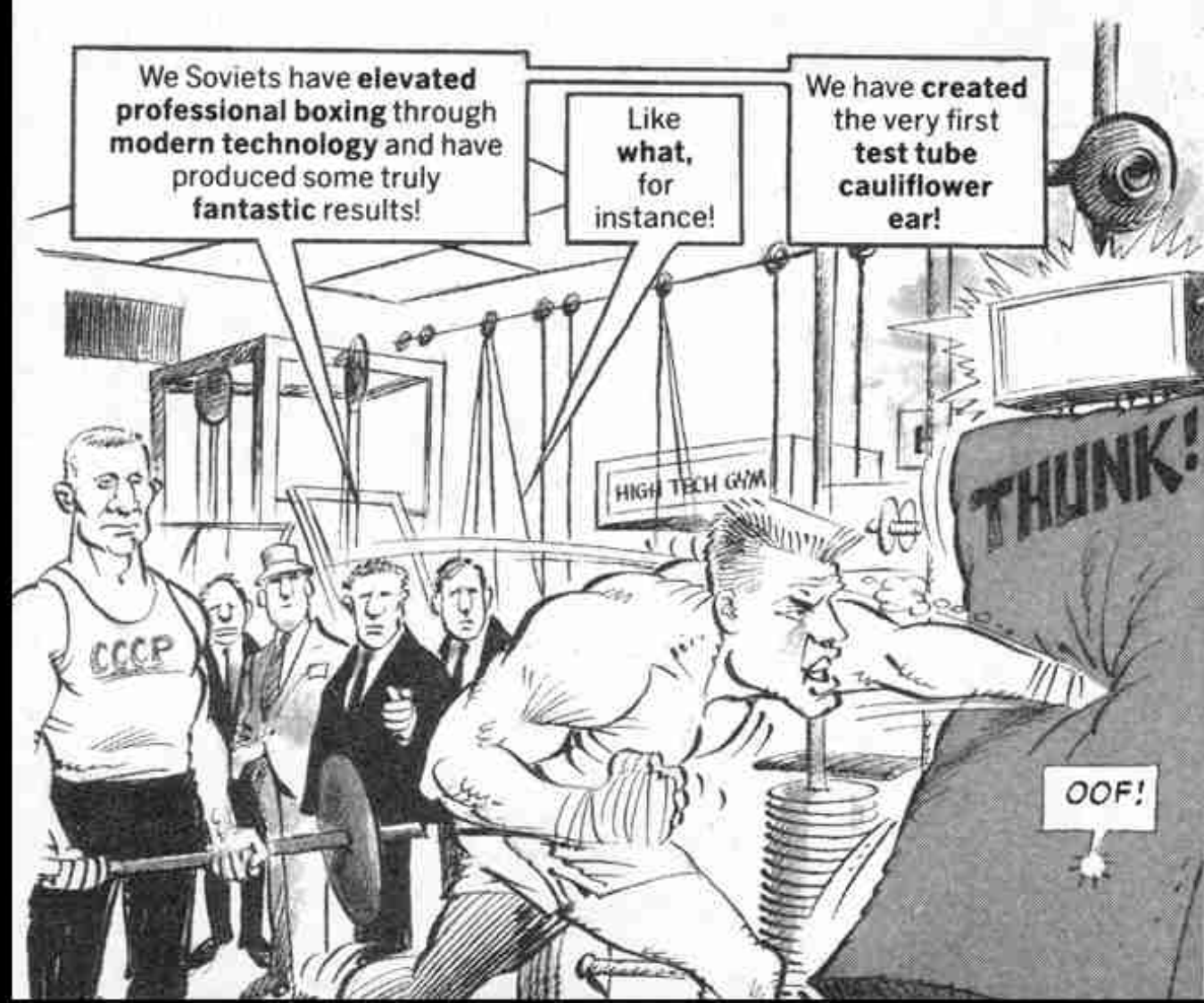
ARTIST: MORT DRUCKER

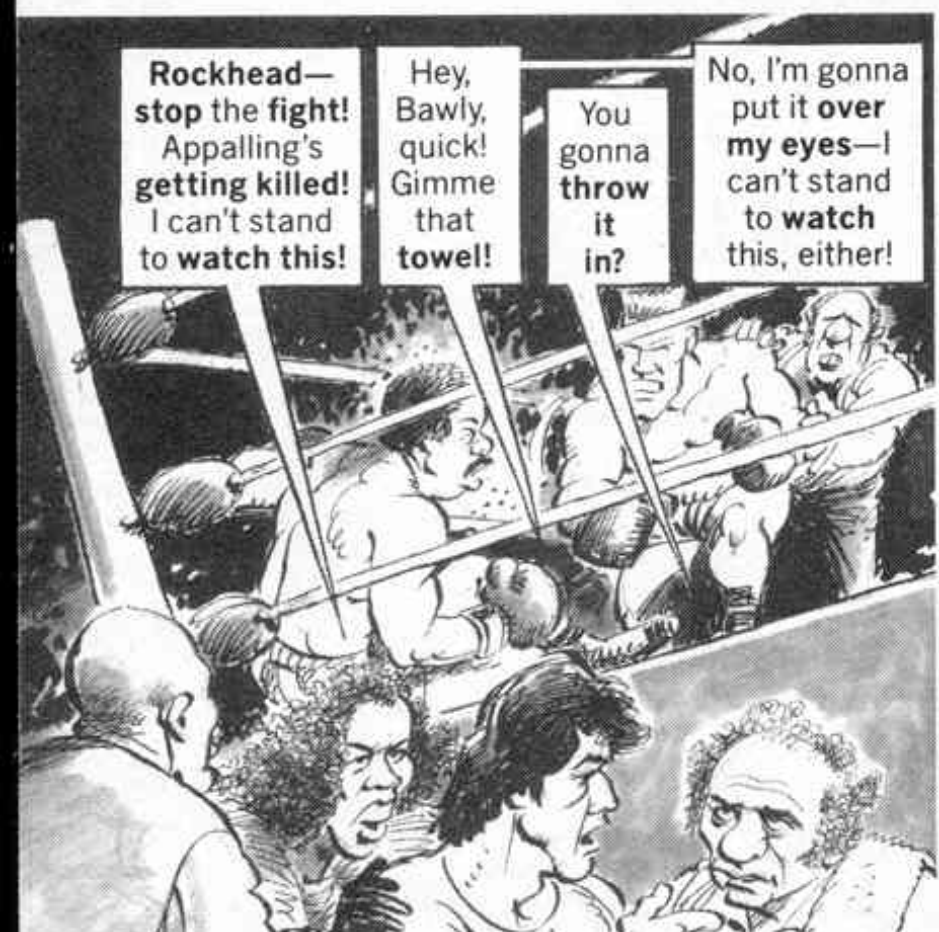
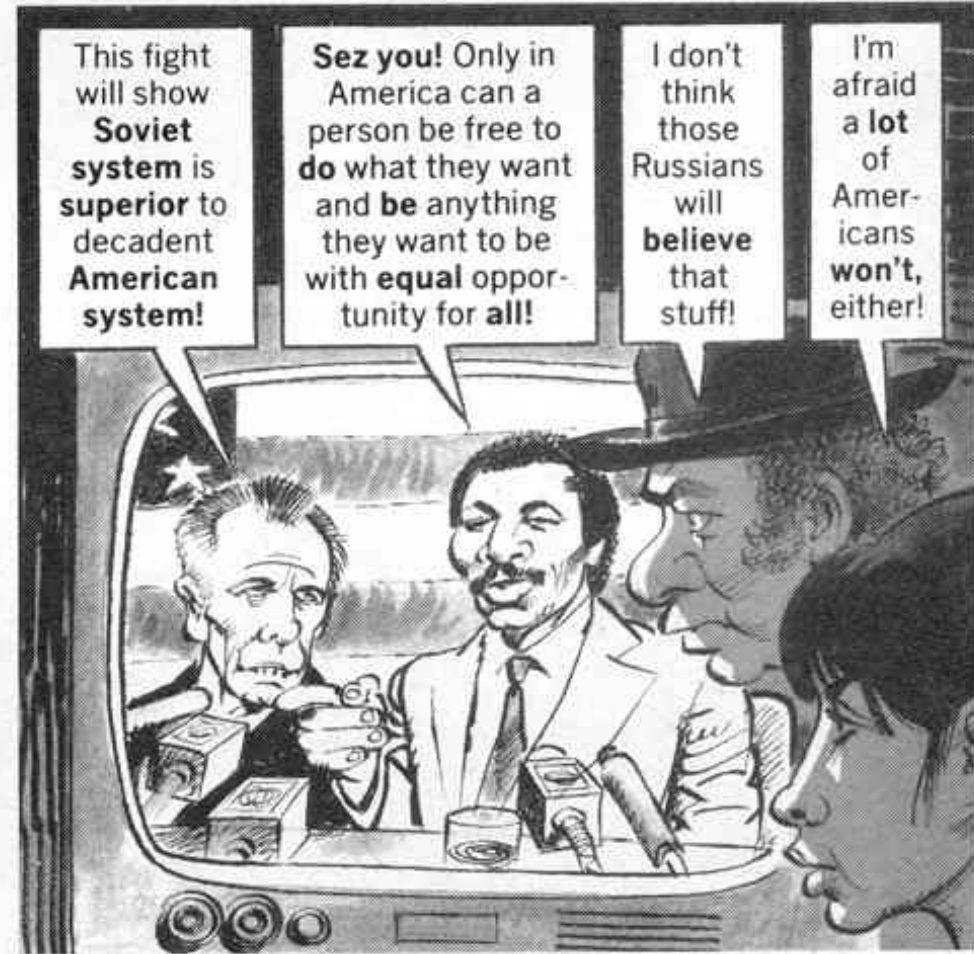
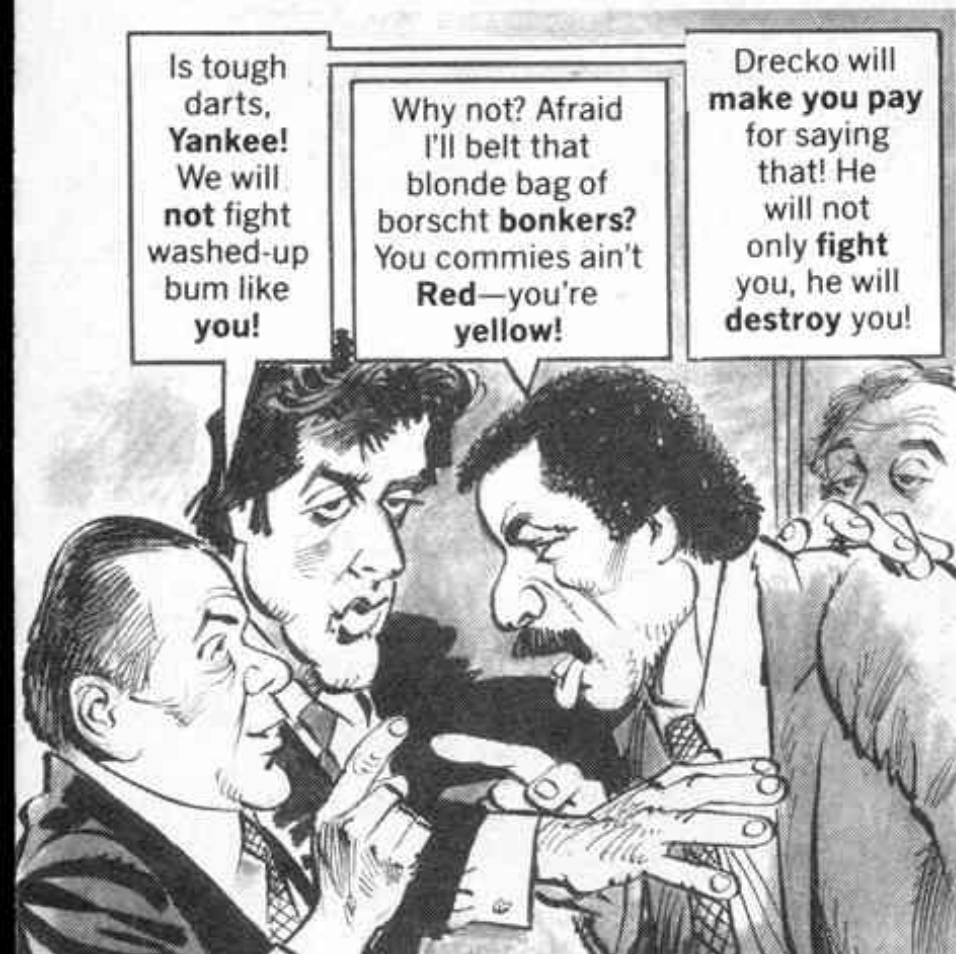
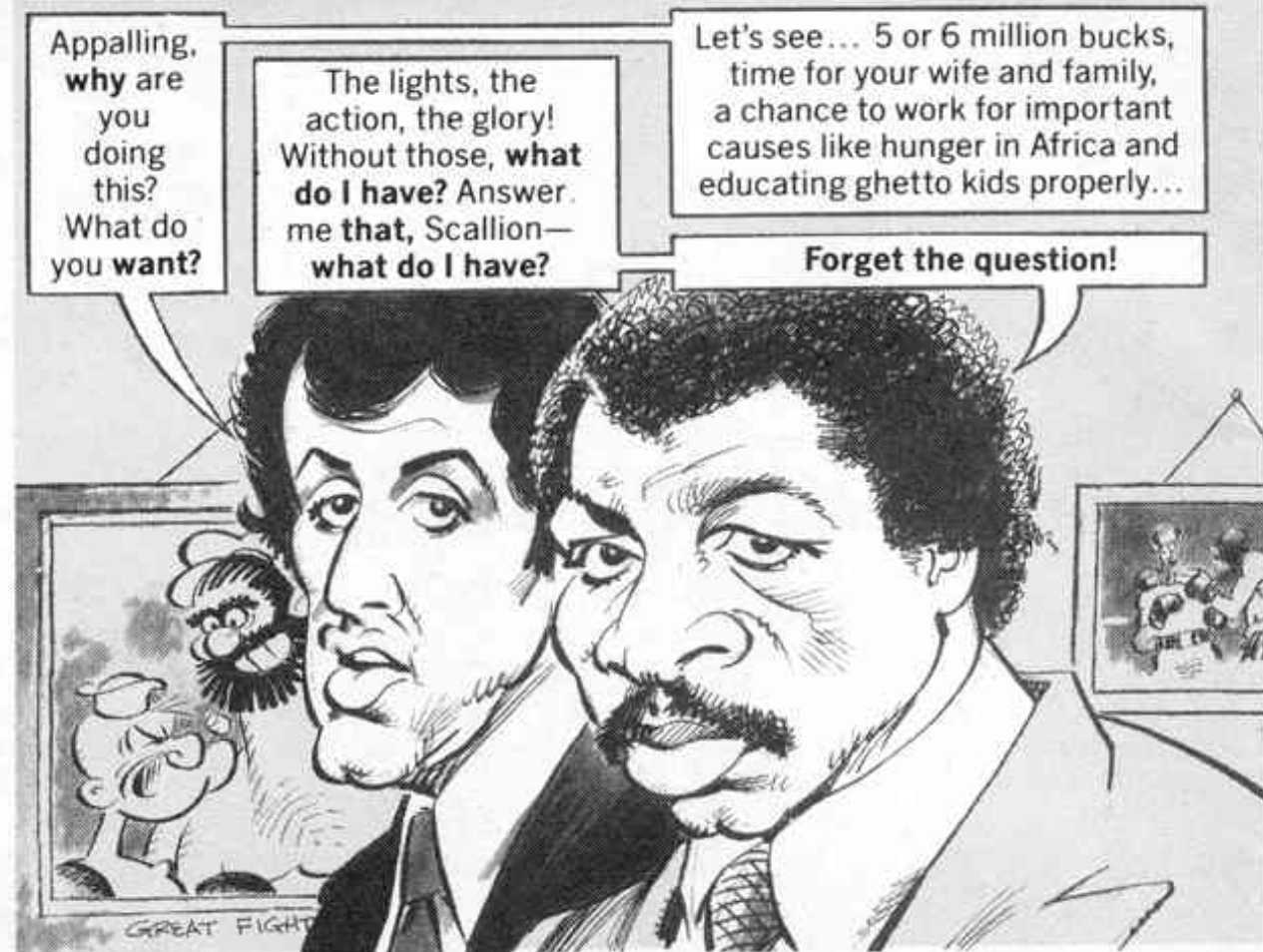
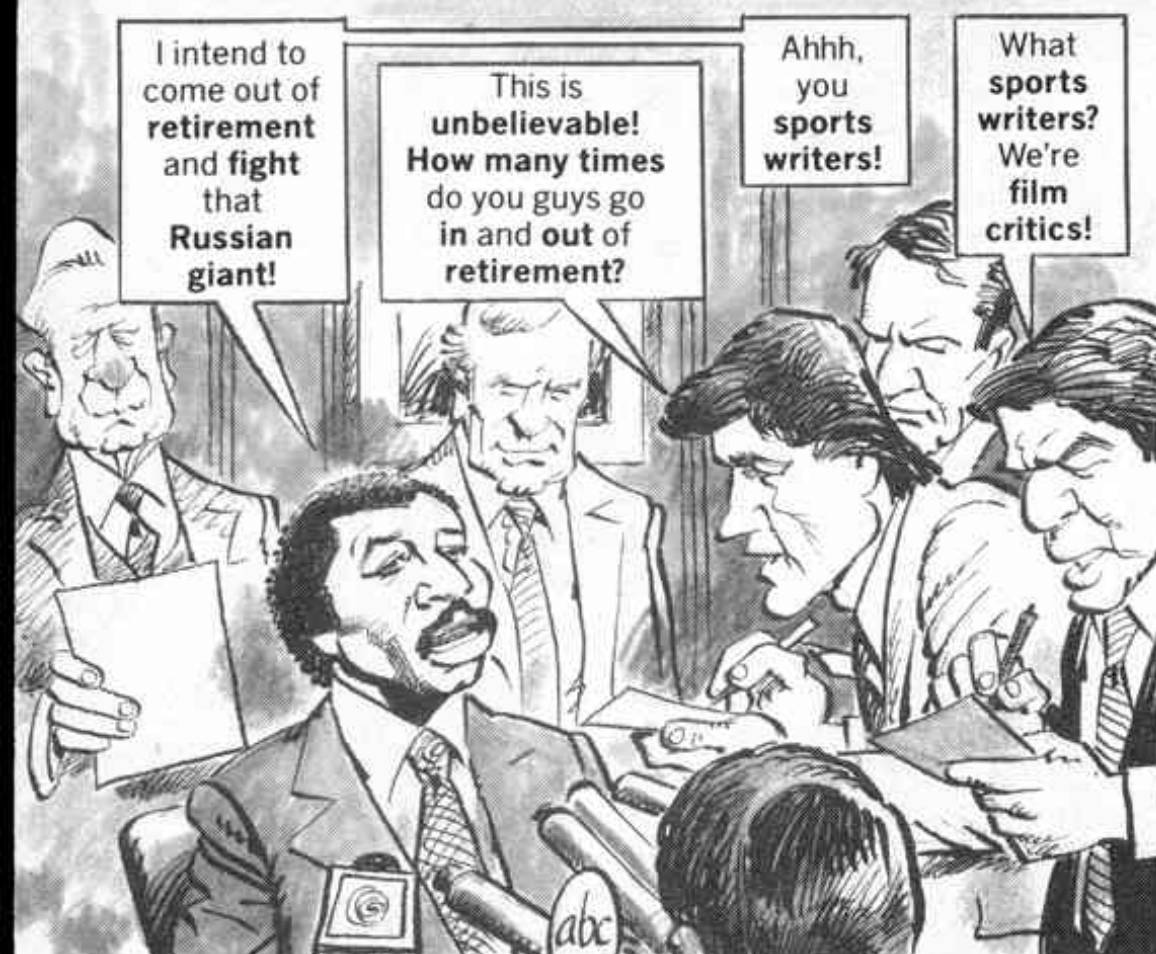


CKHEAD IV



WRITER: STAN HART







For the **good** of the **sport** as well as our **concern** for the **welfare** of **boxers**, the Commission can not **sanction** your bout with the Russian, Drecko!

I can't believe what I'm hearing, Rockhead!

Me neither! Whoever heard of a **Boxing Commission** that was worried about the **good** of the **sport** or the **welfare** of **boxers**!



You sure there's **hot water** in the **shower**?

Yes! It takes a **while**, so just let **water** run!

For **how long**?

Until **summer**!

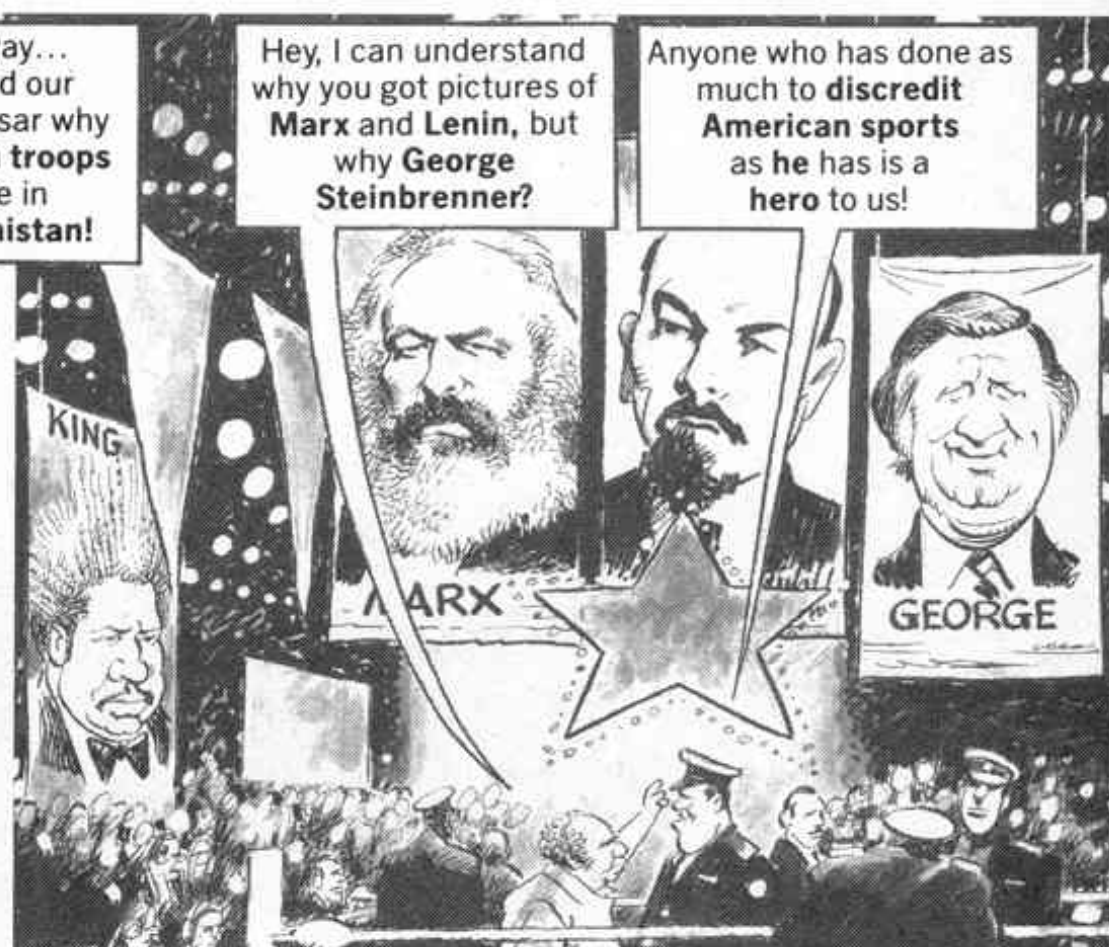


You got a very **weird** country here! Every-one's afraid to say anything! There's no place for **dissension** in Russia!

That is **capitalistic lie**! In Russia there is place for **dissension**! Is called "**Siberia**"!

Did you **volunteer** for this job?

In a way... I asked our commissar why **Russian troops** were in **Afghanistan**!



Hey, I can understand why you got pictures of **Marx** and **Lenin**, but why **George Steinbrenner**?

Anyone who has done as much to **discredit** **American sports** as he has is a **hero** to us!



I don't understand what they're **yelling**..

They say, "**Yankee go home**!"

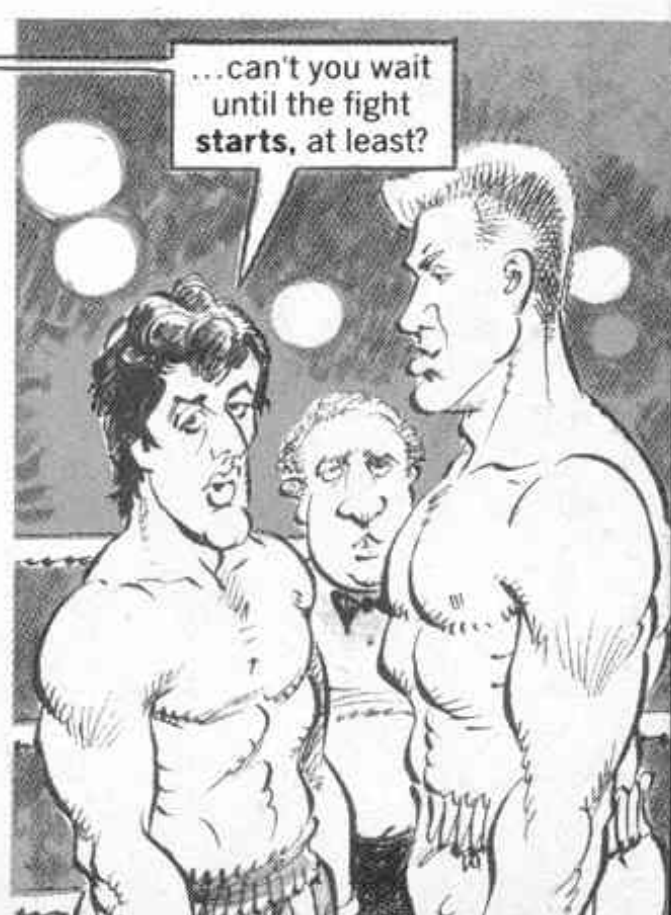
What **else** are they saying?

"And please **take me with you**!"



Stop the fight! He's going to **kill Rockhead**! Please, please **stop it**!

Aw, **Atrium**...



...can't you wait until the **fight starts**, at least?



* НЫЕТ ПОТРЗЕБИЕ!

* NO PAIN!! NO PAIN!! *

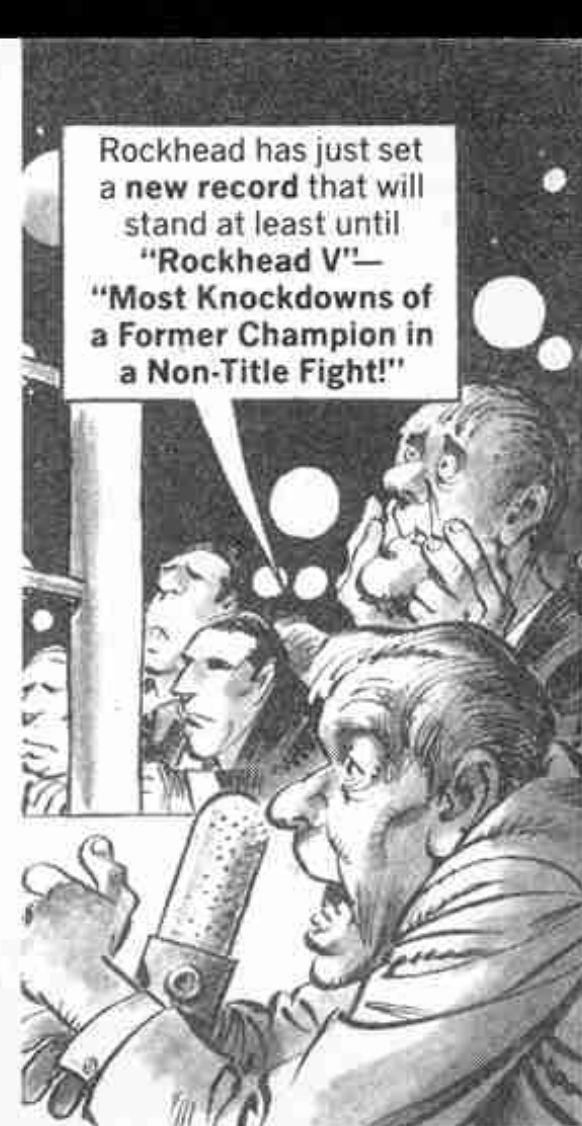
* Remember, we are adhering to strict movie boxing rules! That means no blocking the other man's shots and no throwing punches that aren't haymakers!

* НЫЕТ ПОТРЗЕБИЕ!
НЫЕТ ПОТРЗЕБИЕ!

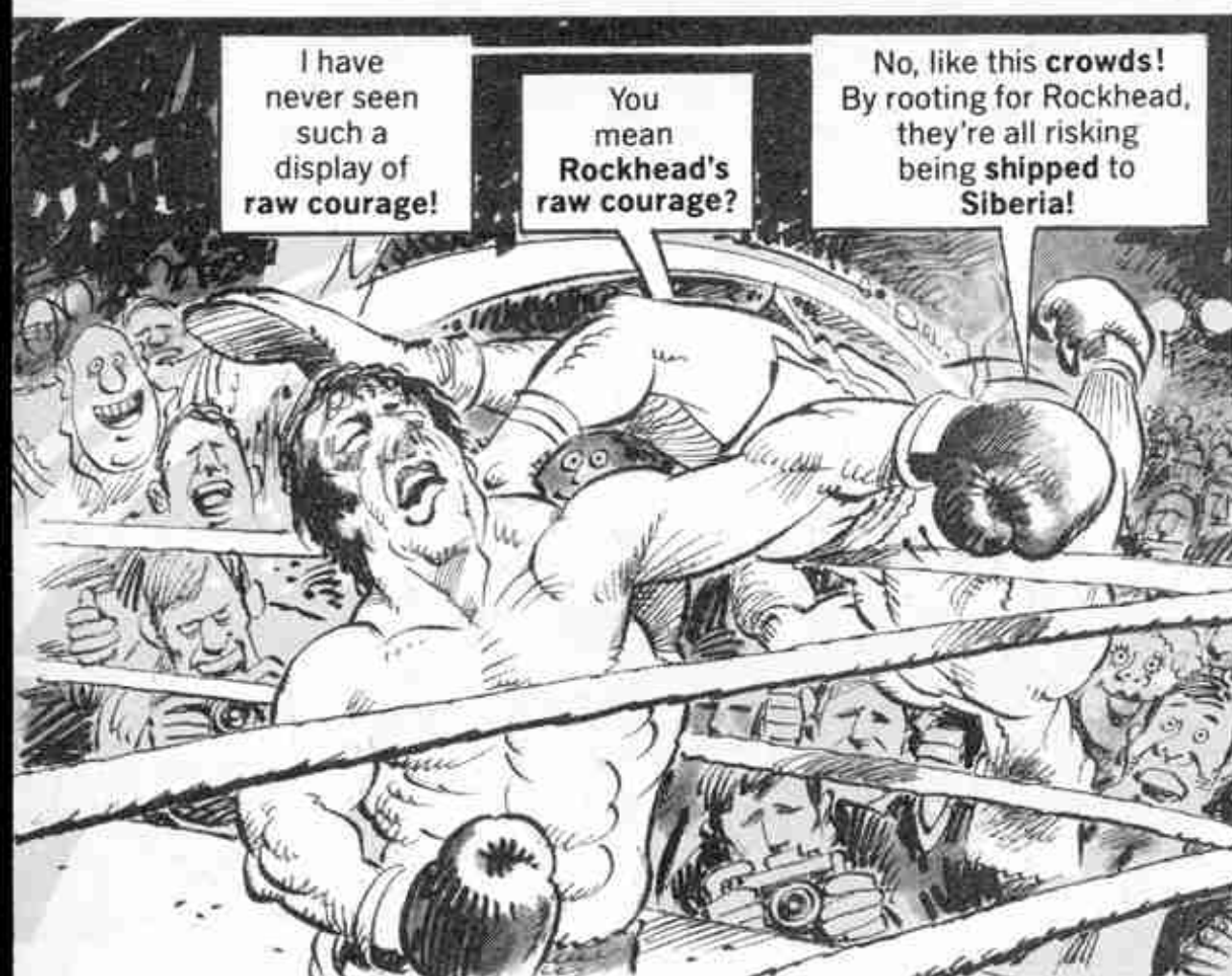


Appalling Greed wore these trunks! You may wear them!

Well, I'm kinda honored, but I wished you woulda washed them first!



Rockhead has just set a new record that will stand at least until "Rockhead V"—
"Most Knockdowns of a Former Champion in a Non-Title Fight!"



I have never seen such a display of raw courage!

You mean Rockhead's raw courage?

No, like this crowds! By rooting for Rockhead, they're all risking being shipped to Siberia!



Don't it make you proud to see the old Red, White, and Blue?

It makes me sick!

What kind of thing is that to say about the flag?

Flag? I thought you were talking about Rockhead's face!



I'm not sure about this, President Reagan...

We must revise our role models and keep up with the times! I mean, Washington, Jefferson, Teddy Roosevelt, and Lincoln were fine then, but now is now!

♪ O'er the Rambos we watched ♪
Were so gallantly streaming!
And our Rockhead's Red Glare...

DISC-CLAIMERS DEPT.

Recently, there's been a lot of hullabaloo about whether or not there should be warning labels on record albums. After seconds of soul searching and carelessly weighing both sides of this important issue, we at MAD dare to say YES!! There should definitely be warning labels on selected discs!

So without any further ado (except for the rest of this intro!), here are some...

Badly Needed WARNING LABELS for ROCK ALBUMS

WRITER: DESMOND DEVLIN

DIANA

SWEPT AWAY



BEWARE: Contains soppy duet with Julio Iglesias

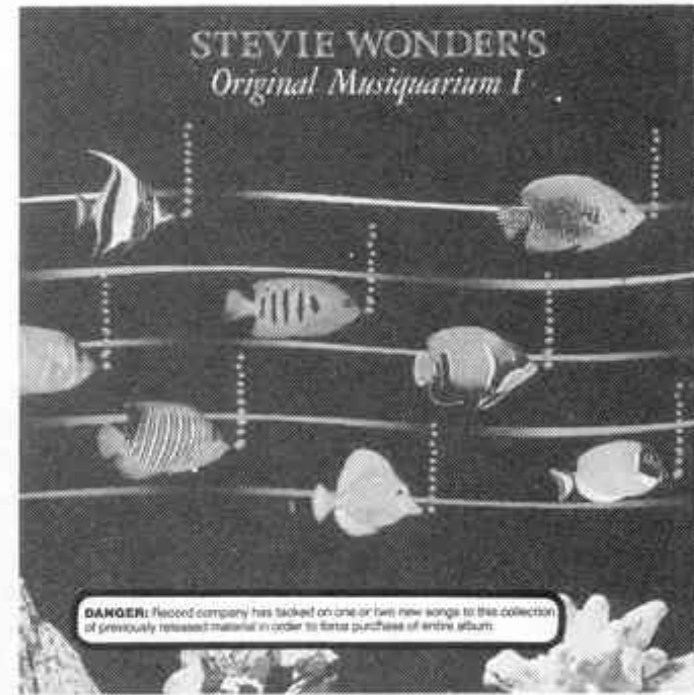
BEWARE: Contains soppy duet with Julio Iglesias

WARNING: Studio outtakes and awful rejects thrown together only to satisfy contractual obligations.

CODA

LED-ZEPPELIN

WARNING: Studio outtakes and awful rejects thrown together only to satisfy contractual obligations.



DANGER: Record company has tacked on one or two new songs to this collection of previously released material in order to force purchase of entire album.



CAUTION:
This woman may be as
old as your mother.



DANGER:
Take ONLY in small doses.
One song provides the daily
adult requirement of
pretentiousness.



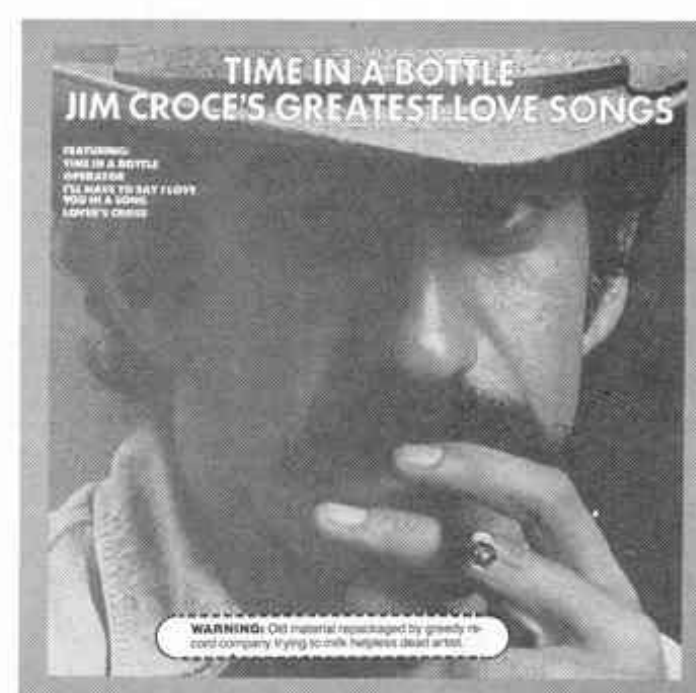
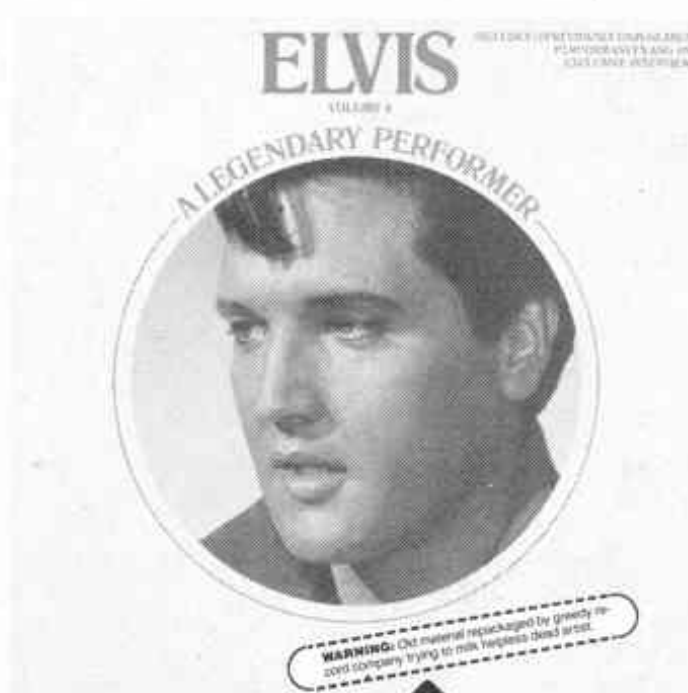
WARNING: Contains good music and intelligent lyrics. As such, it may be unsuitable for today's listeners.



BEWARE: Not buying this album will cause extreme guilt.



CAUTION: Solo album by member of a hit group. One artist out of five means album is only one-fifth as good.



WARNING: Old material repackaged by greedy record company trying to milk helpless dead artist.

ANNOUNCEMENTS

Richard M. Nix

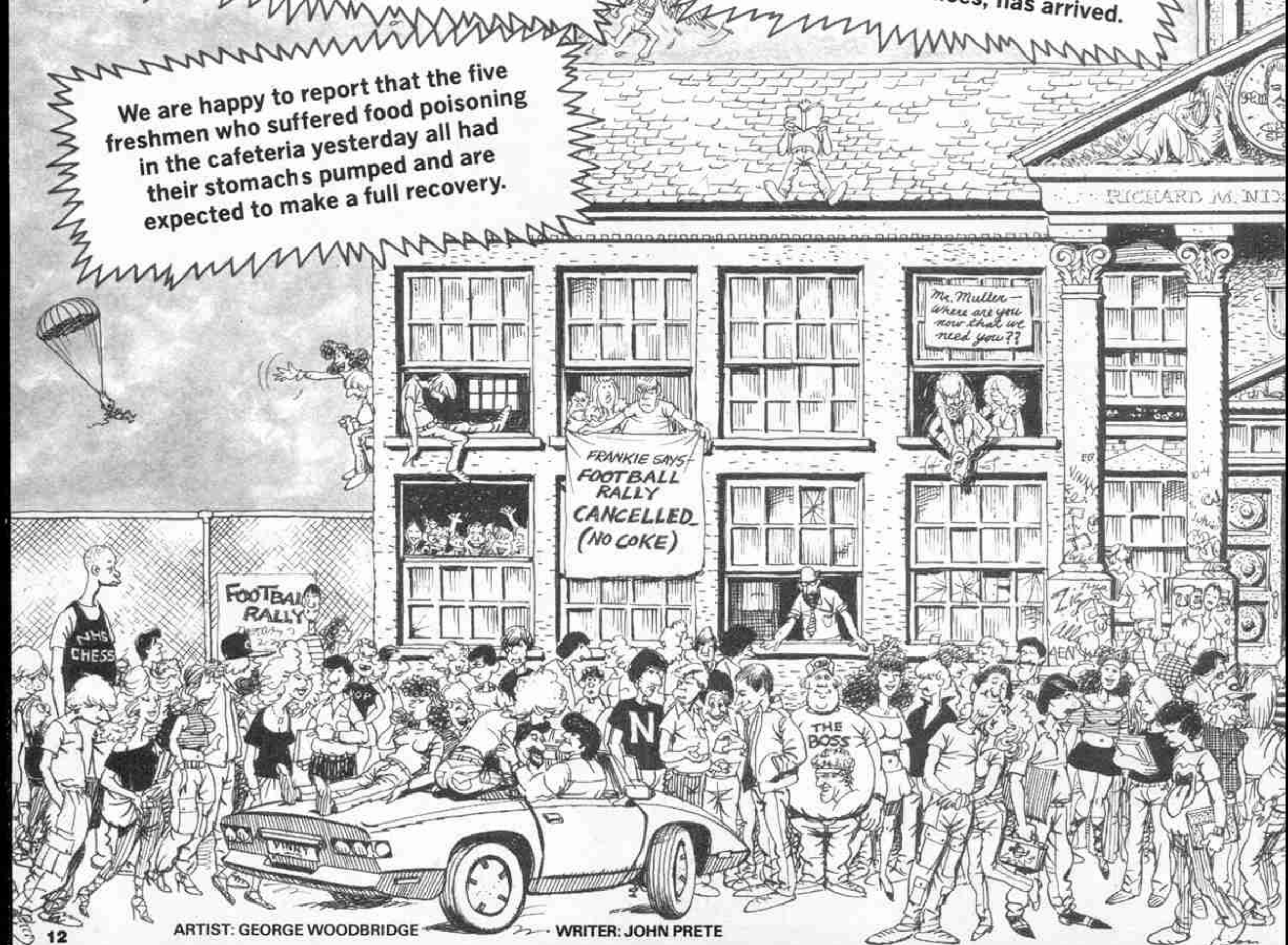
Last night the school board officially turned down a request by the student council to allow the serving of beer and tequila in the cafeteria. The vote was seven to six.

Congratulations to Sophomore Nina Grabmore, who gave birth last night to a 6 lb., 5 oz. baby girl. Vice Principal Dinklebean says it's still not too late for the baby's father to come forth and make himself known.

Any student involved in sending Bif Sweeny's jock strap up the flag pole faces suspension if the jock strap is not removed by noon today.

Will whoever ordered the large pizza with anchovies please come to Vice Principal Dinklebean's office? Your order, minus two slices, has arrived.

We are happy to report that the five freshmen who suffered food poisoning in the cafeteria yesterday all had their stomachs pumped and are expected to make a full recovery.



on High School

By order of Vice Principal Dinklebean, any student caught selling or using drugs on school property faces immediate suspension. This rule applies to faculty members as well.

The school photographer will begin shooting yearbook pictures Tuesday. The photographer says studded black leather clothing and purple and orange hair does not photograph well so please dress and dye accordingly.



DATING

This was a **wonderful date** even though I had to **fight** you off all evening! I hope you ask me out again!

Sure, but I was looking forward to a **grand tour** of your **new apartment**! How about it, dollface?

That seems **harmless enough** I guess...okay, why not?

Here's the **hallway** that leads to the **living room**! As you can see, the **kitchen** has an **alcove**! I'm using that as a **dining area**...



BERG'S-EYE VIEW DEPT.

THE LIGHTS

PARTIES

Joe, I'd like you to come to my party on Saturday!

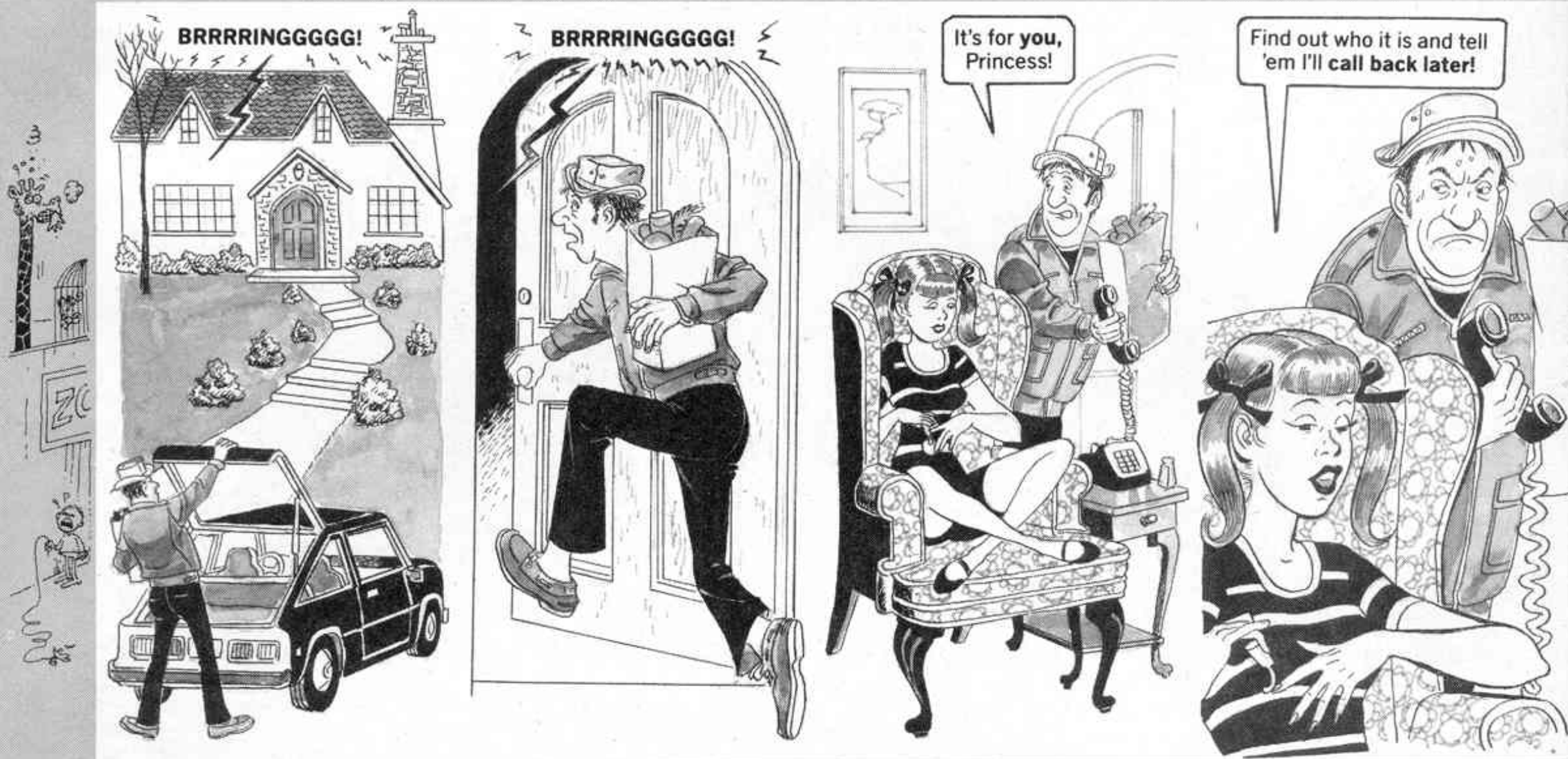
Everytime I go to one of your parties, all your friends **tease** me, make me the **butt** of every joke, play tricks on me...

...so why the heck do you want me to come to **your party**?

Because **without you**, it's just no fun!



THE TELEPHONE



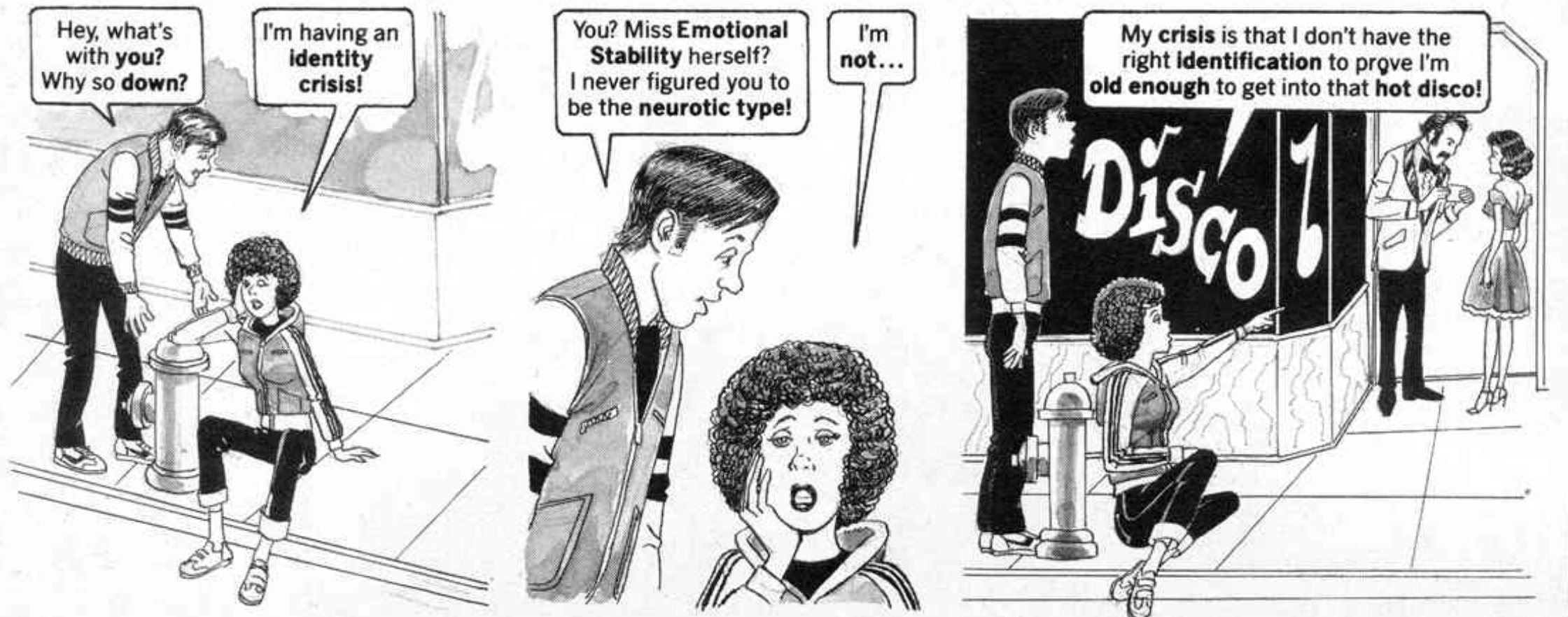
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

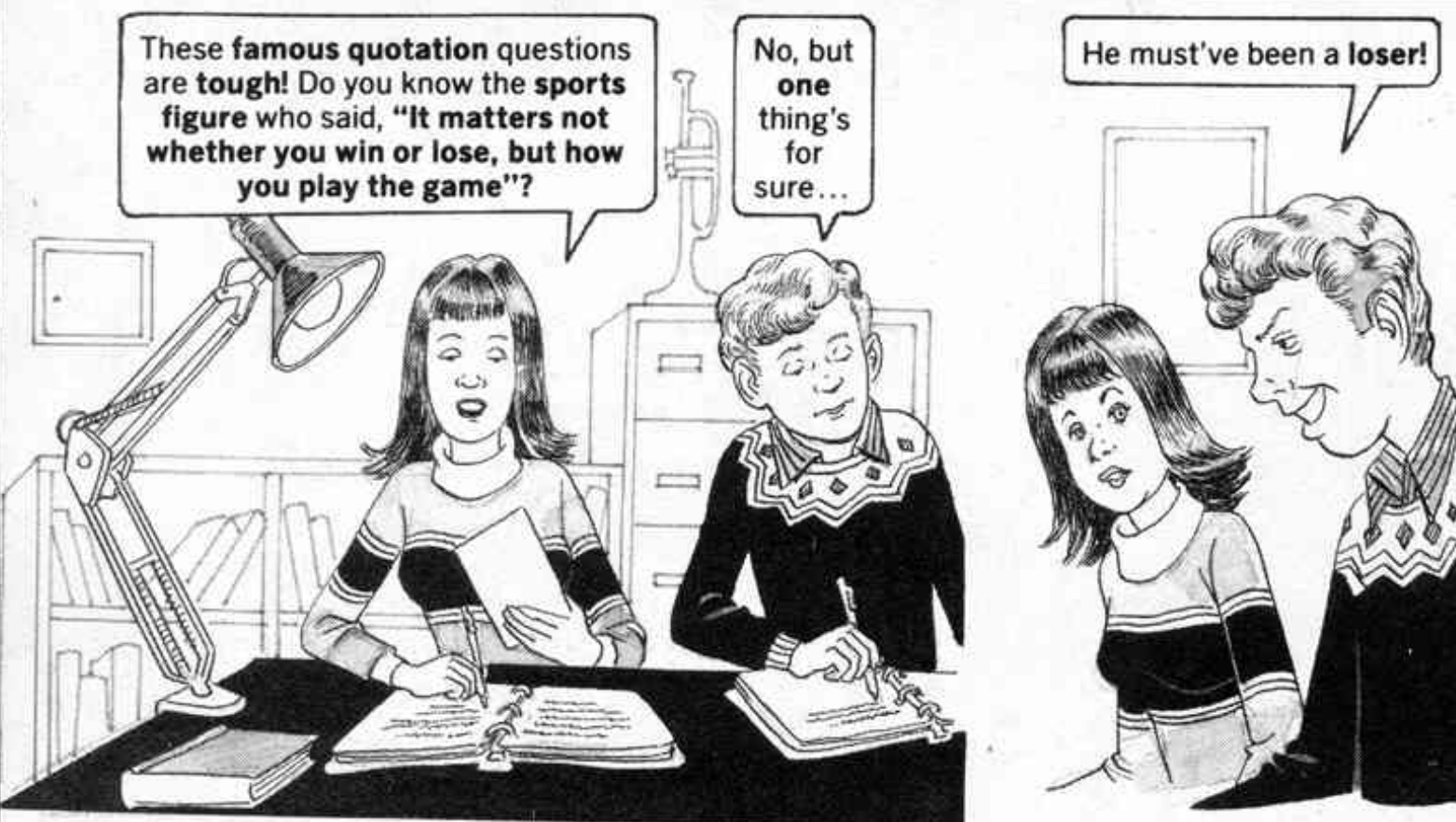
TRAVEL



CREDIBILITY



HOMEWORK



GIFTS



MOTIVATION



VANITY



COOKING



FINANCES



DIVORCE



GRANDMOTHERS

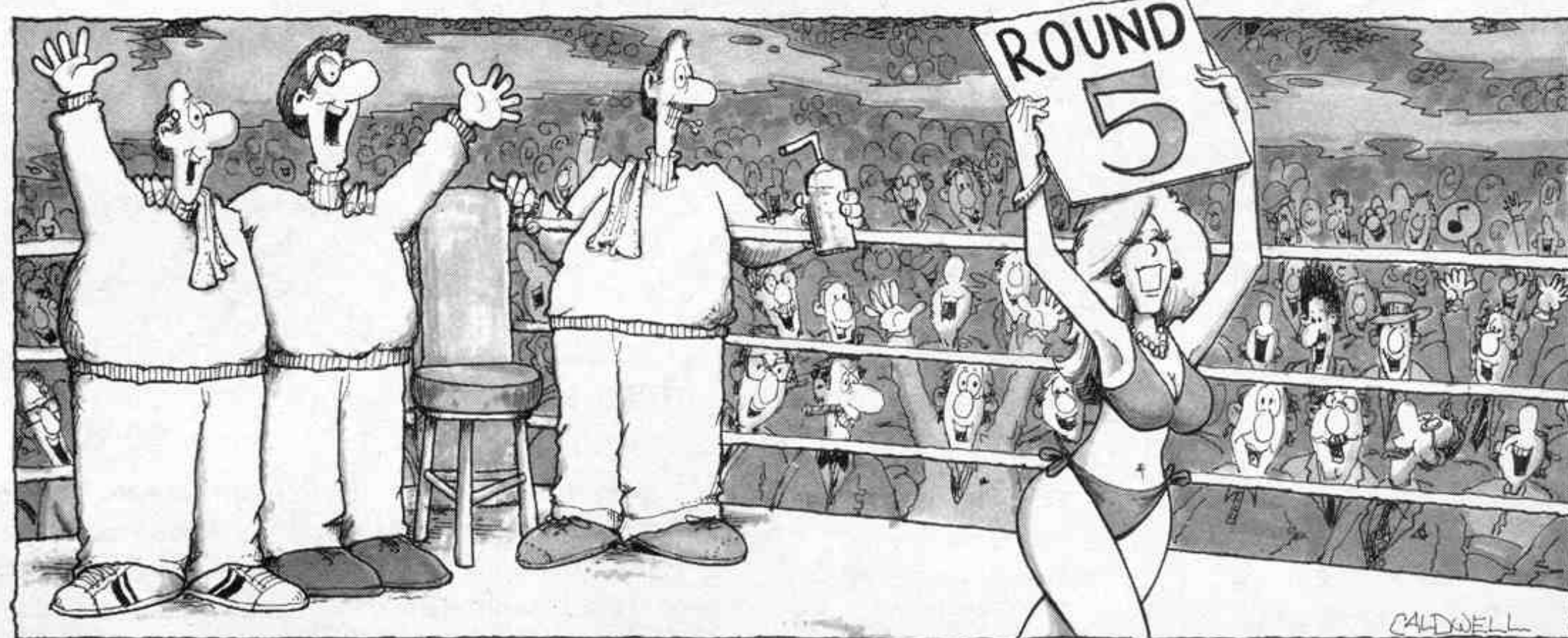
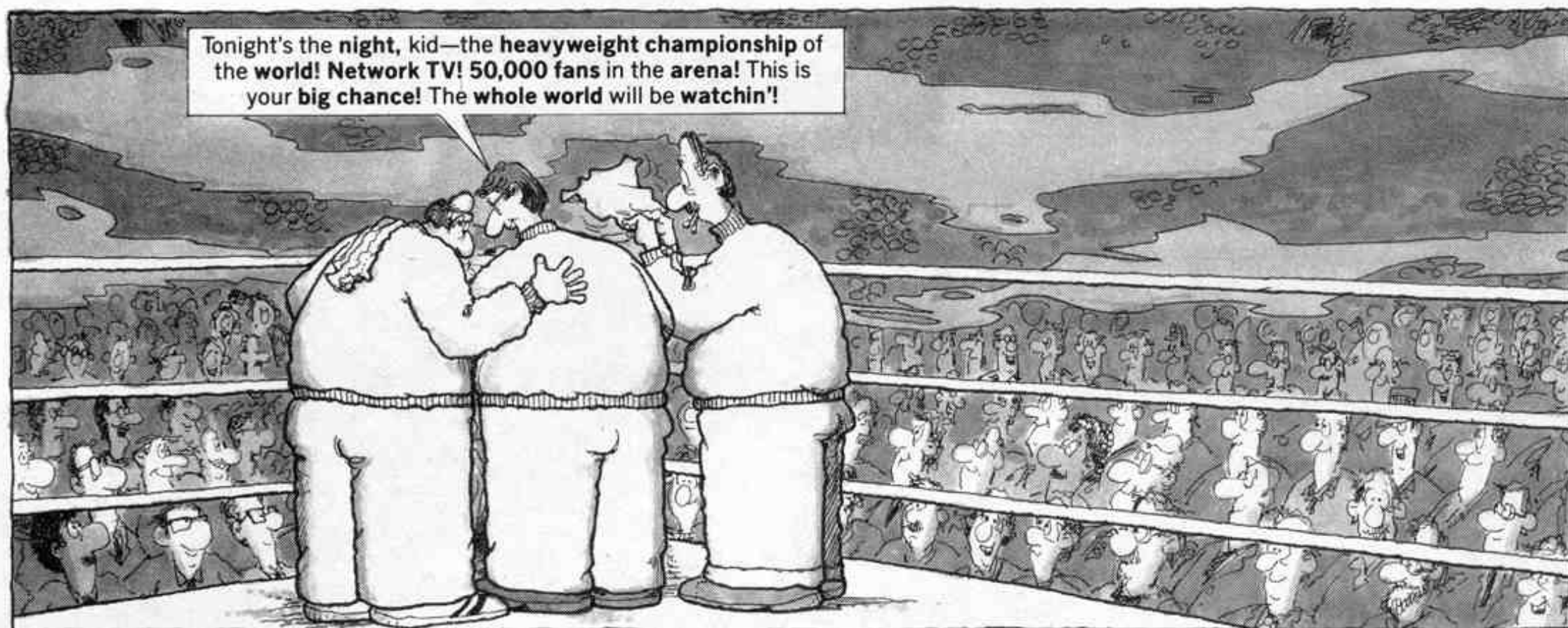


DOCTORS



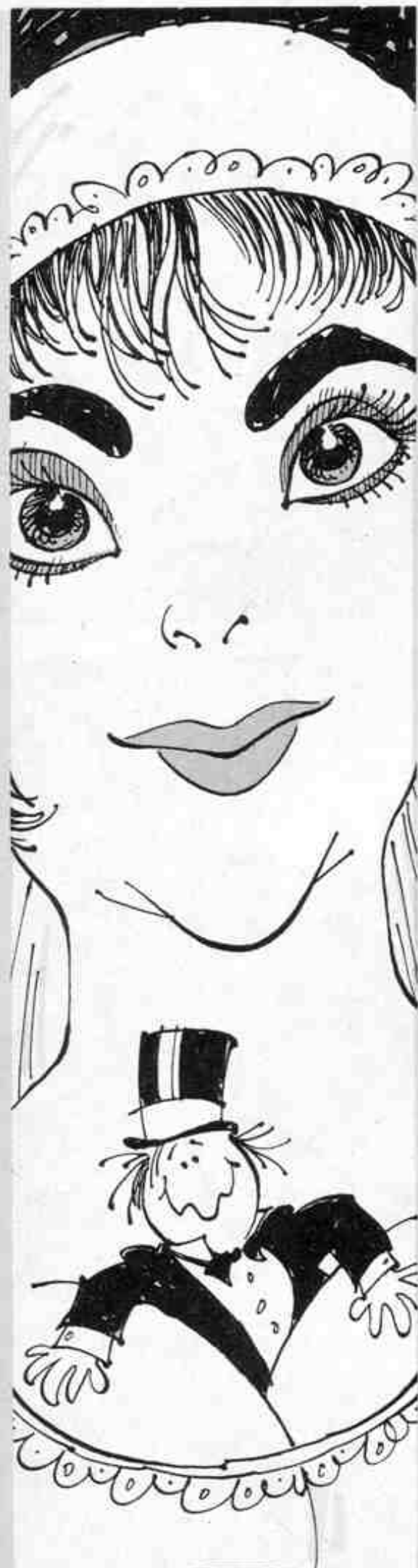
A PERFECT 10 COUNT DEPT.

DRAMA ON PAGE 19



WRITER AND ARTIST: JOHN CALDWELL

REMINDER LISTS OF THE



Elizabeth Taylor

Get married
National Enquirer photo session: 2 P.M.
File for divorce
National Enquirer interview: 6 P.M.
Stick pins in Joan Rivers voodoo doll
File lawsuit against Enquirer



Dave Winfield

Contact stockbroker
Fire accountant
Sue Steinbrenner
Endorse something or other
Batting practice



Marvin Hagler

File knuckles
Simonize skull
Oil knees and other joints
Practice snarl
Sparring session with U.S. Marine Corps.



George Bush

Breakfast with Bob Dole
Take nap
Lunch with Jack Kemp
Take nap
Hang around till supper

WE RICH AND FAMOUS



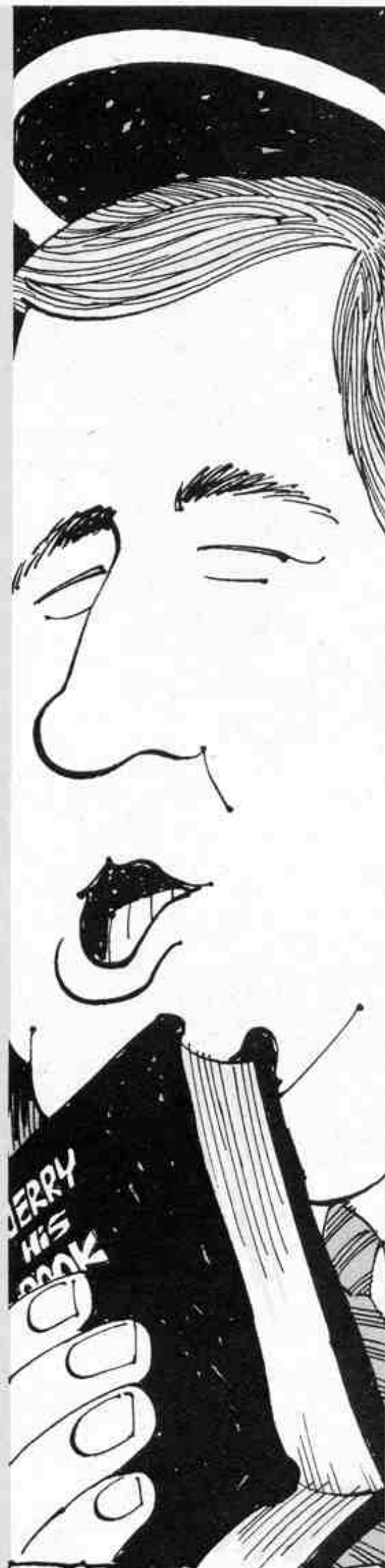
Lee Iacocca

Pick up two cases
French wine
Have Sony VCR repaired
Tune up Mercedes
Sushi Dinner
Keynote address: "Buy
American" rally



Cher

New look
New dress
New hair
New tattoo
New husband
New look



Jerry Falwell

Finish rewriting U.S.
Constitution
Lynchburg H.S. pep rally
and textbook bonfire
Draft Supreme Court
appointee list
Dinner with Reagans

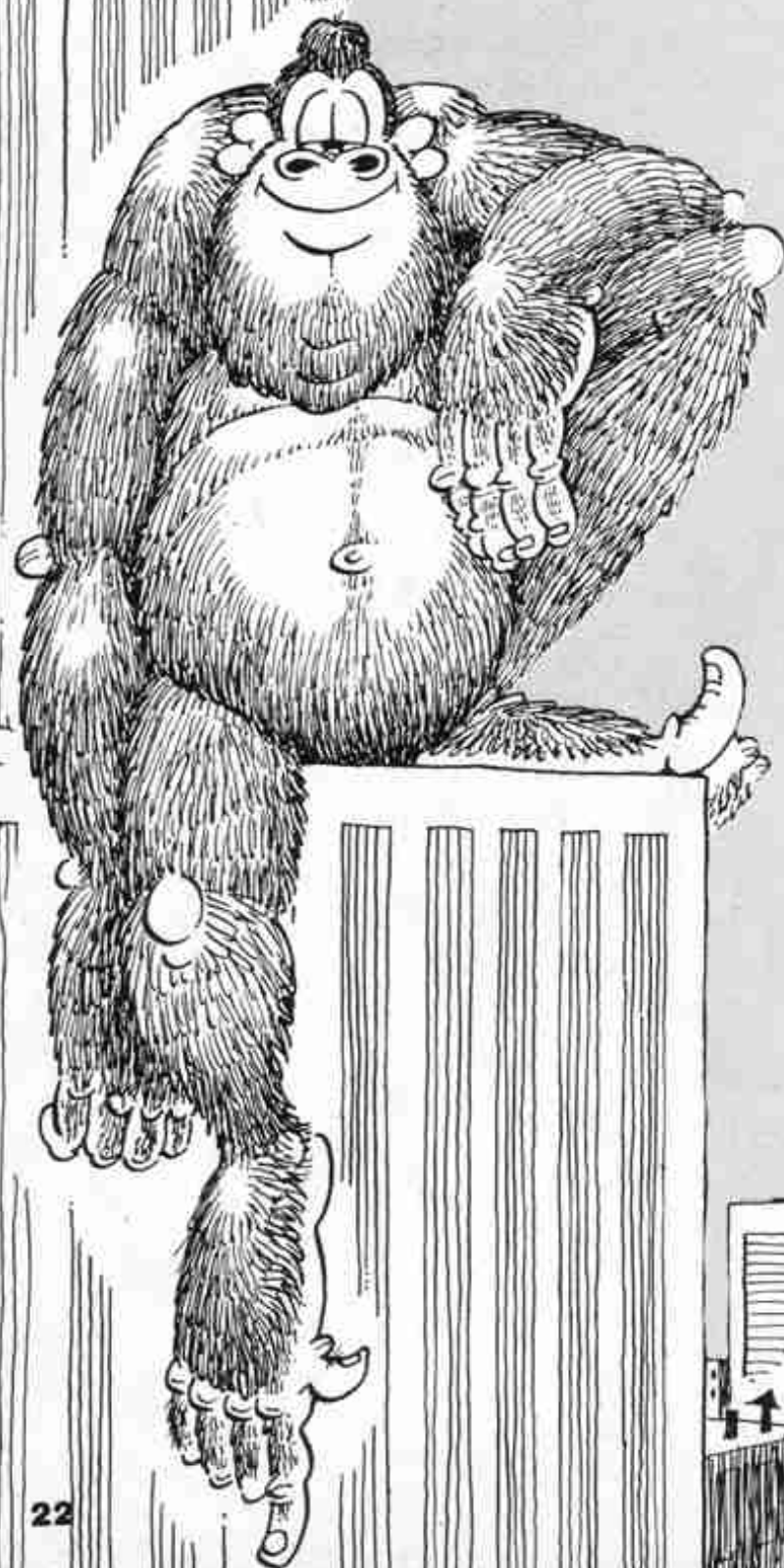


Ferdinand Marcos

Torture
Kidnap
Assassinate
Murder
Human Rights Awards
Dinner: 6 P.M.

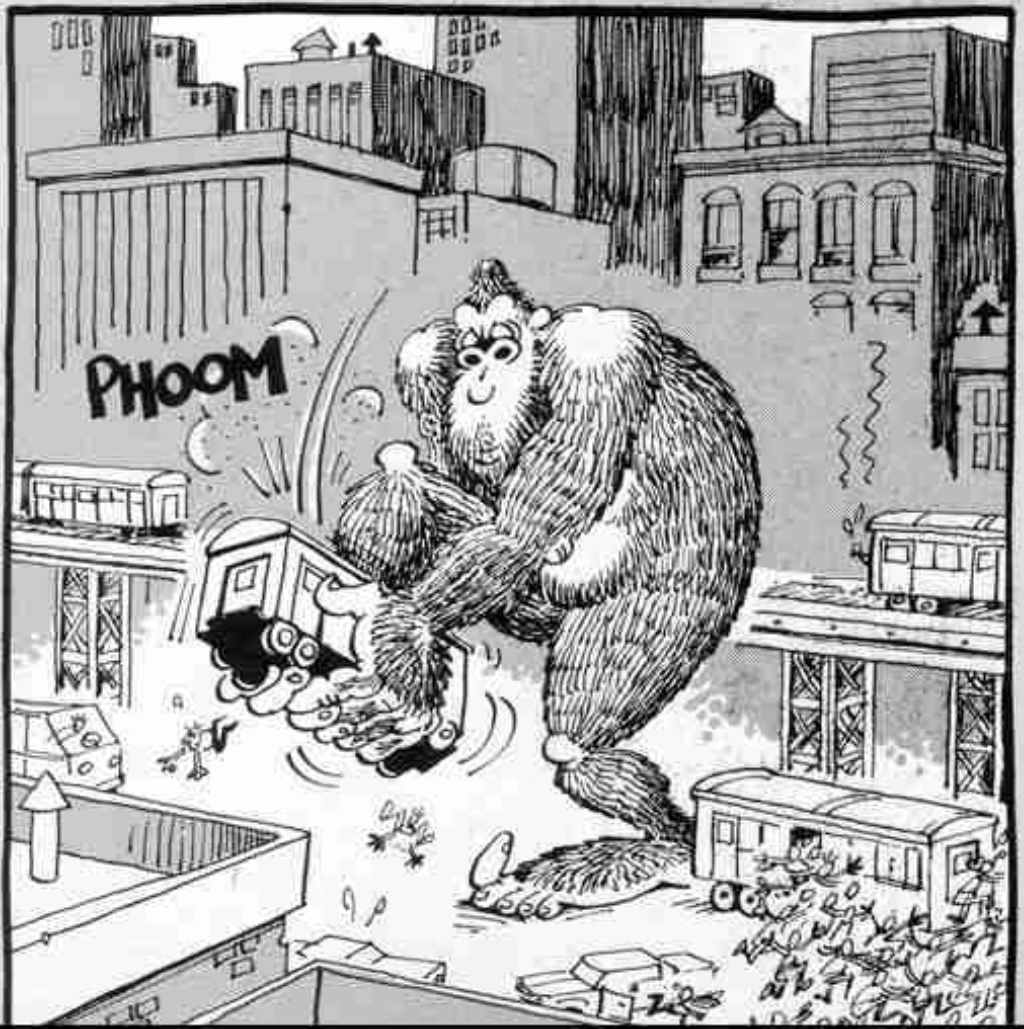
DON MARTIN DEPT.

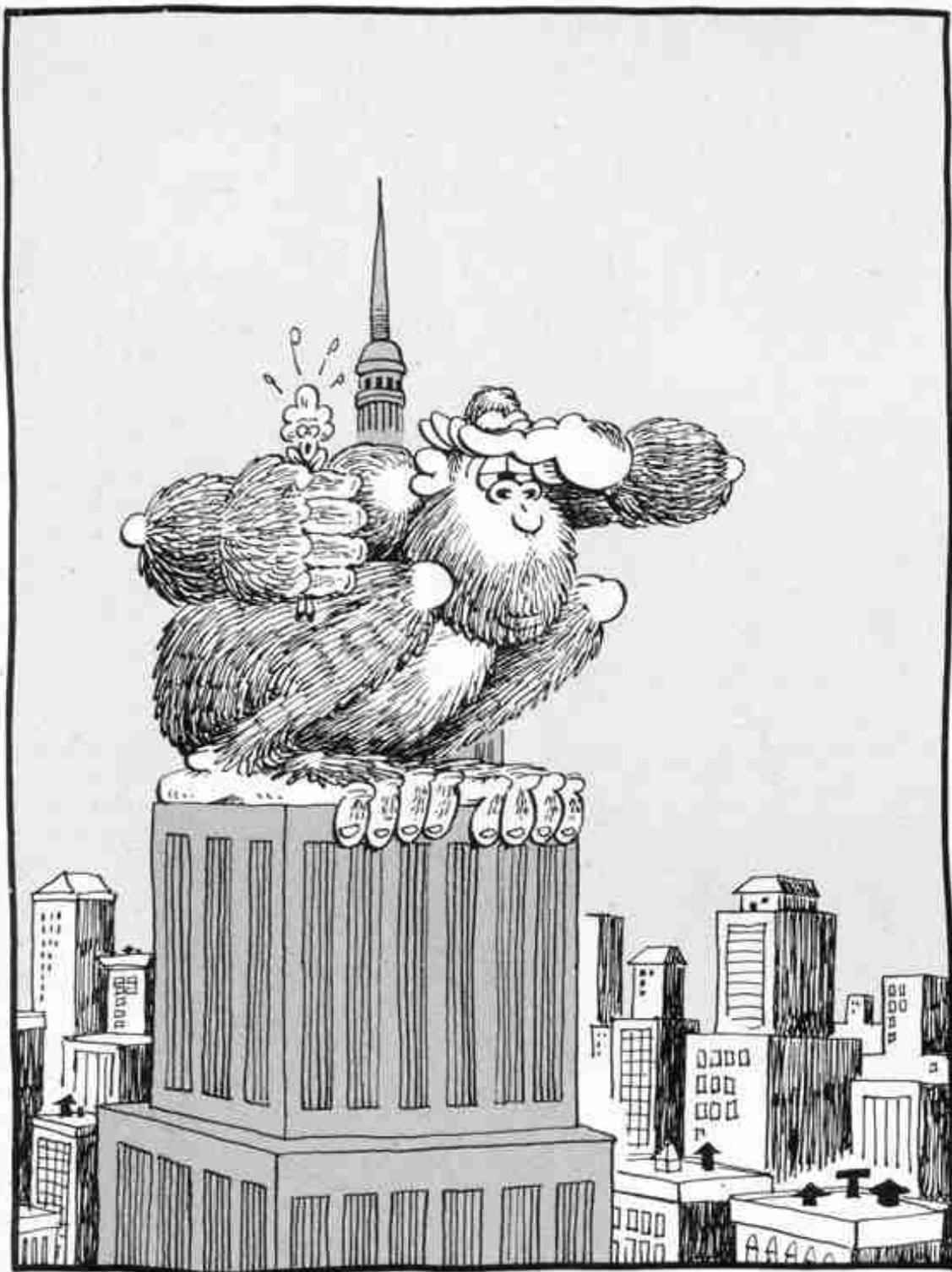
One Fine Day With KING KONG





WRITERS: SERGIO ARAGONES AND DON EDWING ARTIST: DON MARTIN





Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the sixth 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 SIX WILL YOU MAKE A GOOD PSYCHIATRIST?

1. As a Psychiatrist, you suggest to a patient that sessions be daily instead of twice a week. This usually means that:
 - A. The credit check you ran on him came back positive.
 - B. She's gorgeous and sexy, so why shouldn't you get turned on as often as possible.
 - C. Your regular bridge partner has moved away, and you've suddenly got this free time to fill.
 - D. Any of the above.



2. From the pencil in his hand, we can tell that this Psychiatrist is:
 - A. Making progress in finishing the crossword puzzle he began during his first session this morning.
 - B. Finding out that he can draw a picture of Bugs Bunny from memory.
 - C. Calculating how much of a "cost-of-living" increase he can add to his hourly fee and still hold on to his patients.
 - D. Any of the above.
3. A woman patient confides that she carries on conversations with her St. Bernard, spends week-ends hiding in a closet, and is terrified of walking on linoleum. As a Psychiatrist, what do you say when she pleads for your advice?
 - A. "How do *YOU* feel about it?"
 - B. "I think you *KNOW* the answer to that already!"
 - C. "What is it you *REALLY* want to tell me?"
 - D. Any of the above.

4. Complete the following sentence: Running a Group Therapy session is helpful because _____.
 - A. Listening to patients arguing and screaming at each other provides wonderful entertainment.
 - B. One of the patients may come up with an insight that you were incapable of seeing by yourself.
 - C. Sitting back and playing God is a real kick.
 - D. All of the above.
5. A patient catches you falling asleep while he is pouring out a sob-filled tale of how he was ignored as a child. What is the proper response to his accusation?
 - A. "I was merely testing your reaction to *MY* ignoring you!"
 - B. "My powers of perception increase when I close my eyes!"
 - C. "Your hour is up!"
 - D. Any of the above.
6. From time to time you will ask a patient to describe his dreams. Listening to dreams helps you by:
 - A. Providing you with some swell stories that you can share with your fellow Shrinks at the next annual convention.
 - B. Giving you a chance to use impressive Shrink gibberish such as "suppressed anger," "unconscious urges" and "deep-seated ego manifestations."
 - C. Getting your patients off their real problems, which you can't figure out anyway.
 - D. All of the above.
7. Some patients become so dependent on you that they call you night and day with trivial problems. This should tell you that:
 - A. It's time to include a fee for "Telephone Consultation" in your bill.
 - B. You've got the sucker so strung out that he's hooked for an-

other two years of treatment, at least.

- C. You can really get your jollies by busting his chops and putting him on "hold!"
- D. Any of the above.
8. While interviewing a prospective patient, you suddenly learn that he is unemployed and without funds. What should you tell him?
 - A. "Learning to live with your problems is often preferable to going through the agonies of analysis!"
 - B. "You, I am happy to say, are what we Psychiatrists classify as 'normal!'"
 - C. "I think I should see you twice a week! With any luck, I may be able to work you into my schedule in a year or two!"
 - D. Any of the above.
9. After twelve years of therapy, a patient announces that he is making no progress and is quitting. Which of these is your most effective response?
 - A. "Impatience has always been one of your problems, hasn't it?"
 - B. "Quit if you wish, but I cannot take responsibility for the consequences!"
 - C. "I was waiting for you to get to this point! Now, we can really begin to work!"
 - D. Any of the above.
10. Eventually, of course, there comes a time when therapy is concluded. This usually happens when:
 - A. The patient's awareness of your incompetence overrides his need for your help.
 - B. The patient dies.
 - C. You die.
 - D. Any of the above.

SCORING

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

Hi, we're the **Cleaner family!**
As you may have noticed, nobody
on television's **cleaner** than us!

I'm **Warm Cleaner**—devoted father,
loving husband, and a man with a
gentle sense of humor! Which is a
good thing, although if the **humor**
around here was any **gentler**, we'd
need **Juan Valdez** and half the
coffee in **Colombia** to keep us awake!

I'm **Spoon Cleaner**, the wisest
mom in America! I understand
husbands, kids, and pets! The
only thing I **don't** understand
is why I do all my **housework**
wearing pearls, high heels,
and a stylish dress!

A BAD CASE OF THE RE-RUNS DEPT.

REPRIE

I don't think I'm goin'
to school today, Golly!
The guys have been **teasin'**
me about **our family!** They
say we're "like a mushy
loaf of white bread!"

Makes
you
kinda
Wonder,
huh,
crumb?

Knock it off,
Ettie! Don't
you have an
obnoxious
lesson now?

Thanks for
reminding
me, creep!
This semester
I'm **teaching**
the class!

Gee, Dad, it's sure **neat** the
way we mess around together
on Saturdays! 'Specially
when you're fixin' '**traptions**
an' stuff! What's **that** thing?

The **laugh track** from our show,
Beaver! I'm afraid it's **worn out**
from laughing at too many of
your **mispronunciations**, not to
mention all our other **lame jokes!**

ARTIST: ANGELO TORRES

Warm,
I'm
really
worried
about
the
Beaver!

Oh? Did he **fall**
into the **pond?**
Refuse to kiss
Aunt Bertha?
Come in last in a
spelling bee?

No, he says
he's seen an
alien from
another
planet! Isn't
that **strange?**

Actually, compared
to a mom and dad
who can bring up
two sons without
ever raising their
voices, it sounds
100% plausible!

Warm, Beaver isn't the
only person around here
I'm **worried** about...
while you've been off
to **work** everyday, I've
become **attracted** to our
neighbor, **Oddly Nelson!**

Nelson?
That **boob?**
But **why?**
He's not
rich or
handsome!

I
know—
but at
least
he's
always
home!

Hi!
Anybody
spare a
cup of
sugar?
Or a
job?

I'm **Golly Cleaner**, and I'm the **quintessential** all-American **big brother**! In other words, I comb my hair a lot, I protect my kid brother, and I have **no idea** how to spell words like "**quintessential**"!

I'm **Beaver Cleaner**, although my real name is **Thermidor**! If you're wondering how a kid named **Thermidor** got to be called "**the Beaver**," join the club!

I'm **Lardy Monjello**, the Beaver's **best friend**! We've got a lot in **common**—we like to **eat**, we both wear **baseball caps** a lot, and we like to **eat**! Actually, I can eat a lot **more**, but sometimes the Beaver's "**cute routine**" makes me too **nauseous**!

I'm **Ettie Hassle**, Golly's best friend! I'm an obnoxious, insulting, creepy weasel! These **personality traits** have recently gotten me a part-time job at Vice President Nixon's election strategy headquarters!

WE IT FOR BEAVER

Mom! Mom! Guess what happened to me on the way home from school!

First things first, Beaver! How about some milk and cookies?

But Mom—I saw an **alien**! From **another planet**! I even talked to him!

Hmmm... maybe the **alien** would like some **milk and cookies**...

So what happened when you told your mom you saw a guy from **outer space**, Beaver?

She asked if he wanted **milk and cookies**!

Yeah? Think I could **pass** for a guy from **outer space**?

BEAVER CROSSING
DRIVE WITH CARE

WRITER: DENNIS SNEE

...and so you see, Beaver, there's no such thing as a "**man from Mars**" or an "**alien from another world**"!

But I **seen** him! He was like **nothin'** I never seen in **Mainfield** before, ever!

You only see "**beings**" like that in **movies** or **comic books**! You **don't** see them **here** in **Mainfield**!

There's the **front door**! I'll get it!

My name's **Bilk Cosby**, and I'm just starting out in **show business**! Beaver here was so **friendly**, I thought perhaps I could get some **tips** from **your family** in case I do a **show** of my own someday!

See dad? It's the **man** from planet **Mars**!

Son, Mr. Cosby isn't from **Mars**! He looks **different** because he's a **negro** person!

A real, live **negro**? Here in **Mainfield**! Wow! That's even **rarer** than a **man from Mars**!

DING DONG

CARRYING THE OLYMPIC TORTURE DEPT.

EXTINCT from days

ARTIST AND WRITER:

COMPULSORY HIGH BOARD DIVING

I just hope they're vegetarians!

100 METER FREESTYLE MOAT SWIMMING

Open up, idiot!

BAD NEWS RELAY

Take this!

No way!

SPORTING EVENTS ***gone by...***

PAUL PETER PORGES

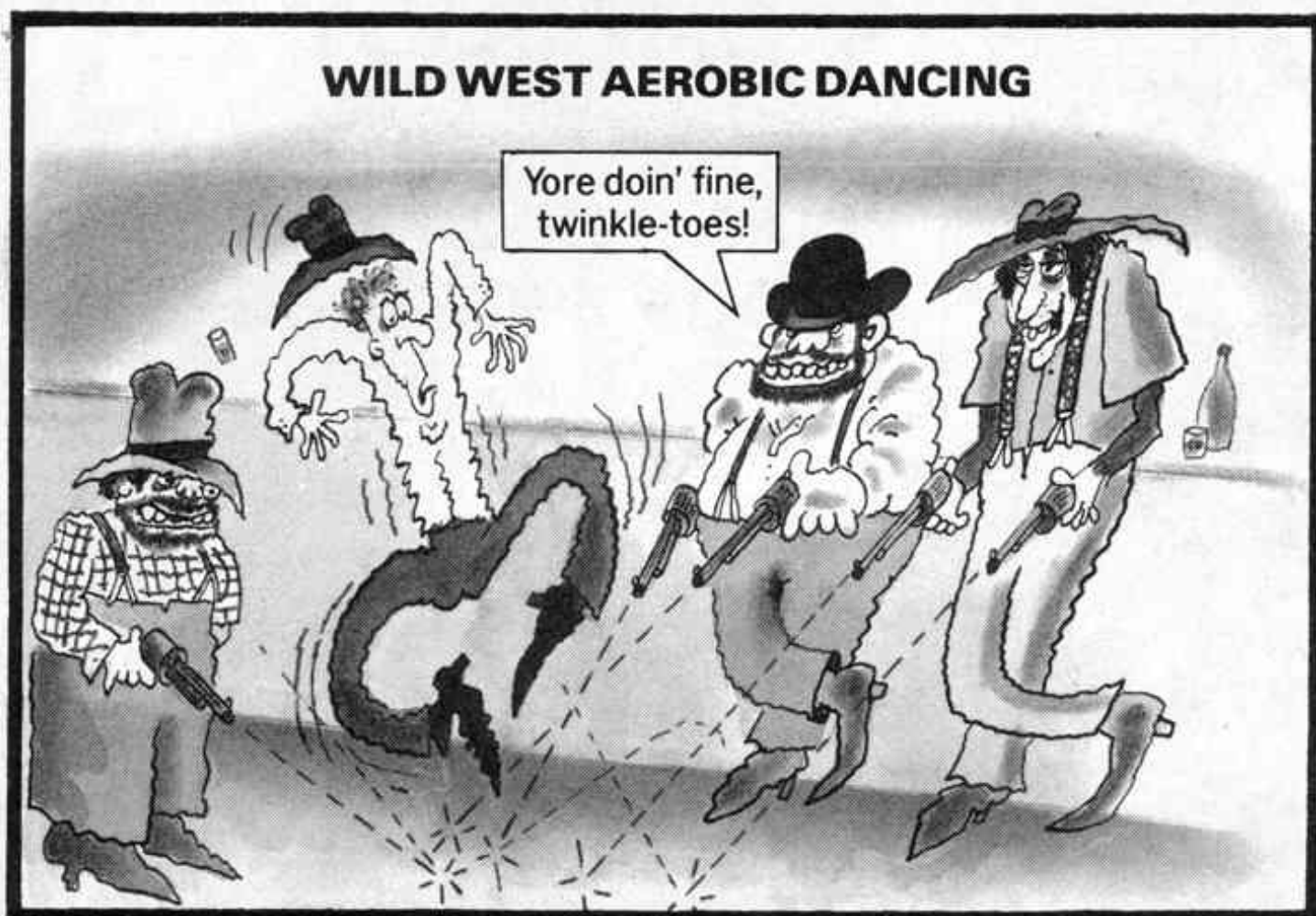


PYRAMID JERK & PRESS LIFTING

Oy veh!

WILD WEST AEROBIC DANCING

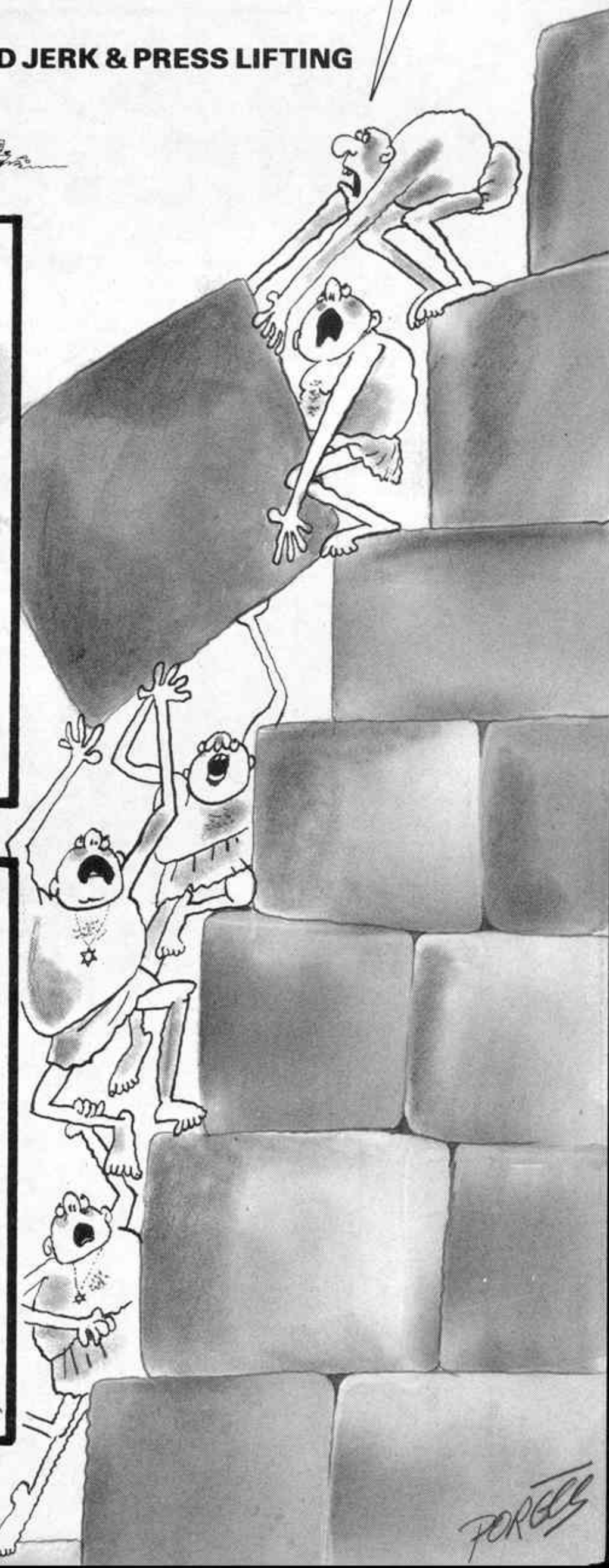
Yore doin' fine,
twinkle-toes!



SEDAN CHAIR ENDURANCE RACING

Eat my dust,
Princess!

Move, you filthy swine!
If that cow wins,
I'll have your heads!



FORGES

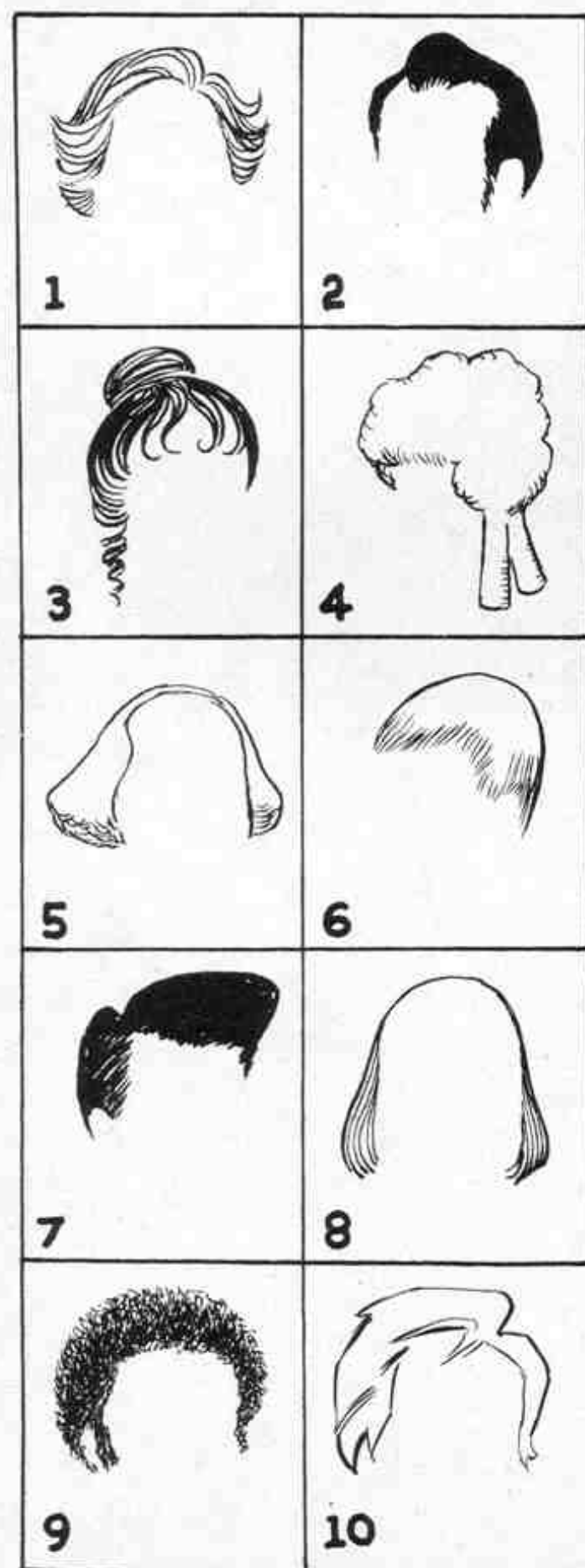
CAPITOL GAMES DEPT.

If you've ever been unlucky enough to see a copy of The Congressional Record, you're already aware that it's the most boring publication in America! We think it would be a lot more fun to read if its editors added a feature like this one, which we call

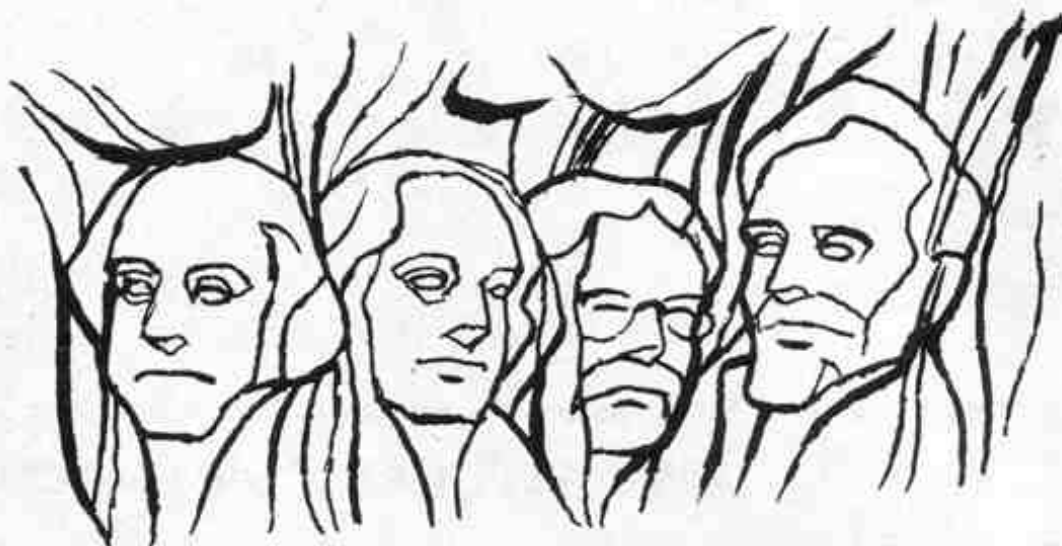
MAD'S CONGRESSIONAL RECORD

HAIR STYLE ROULETTE

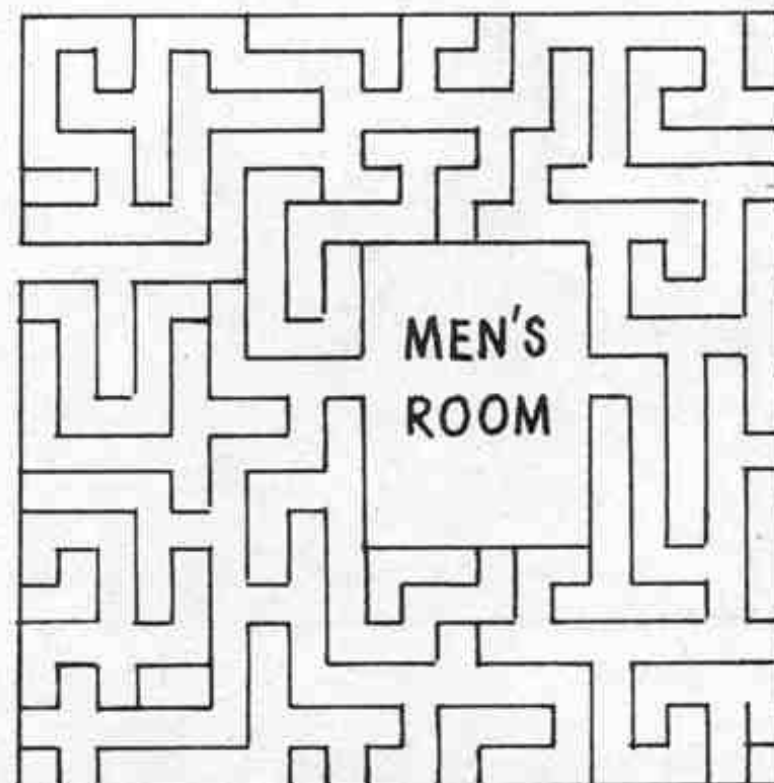
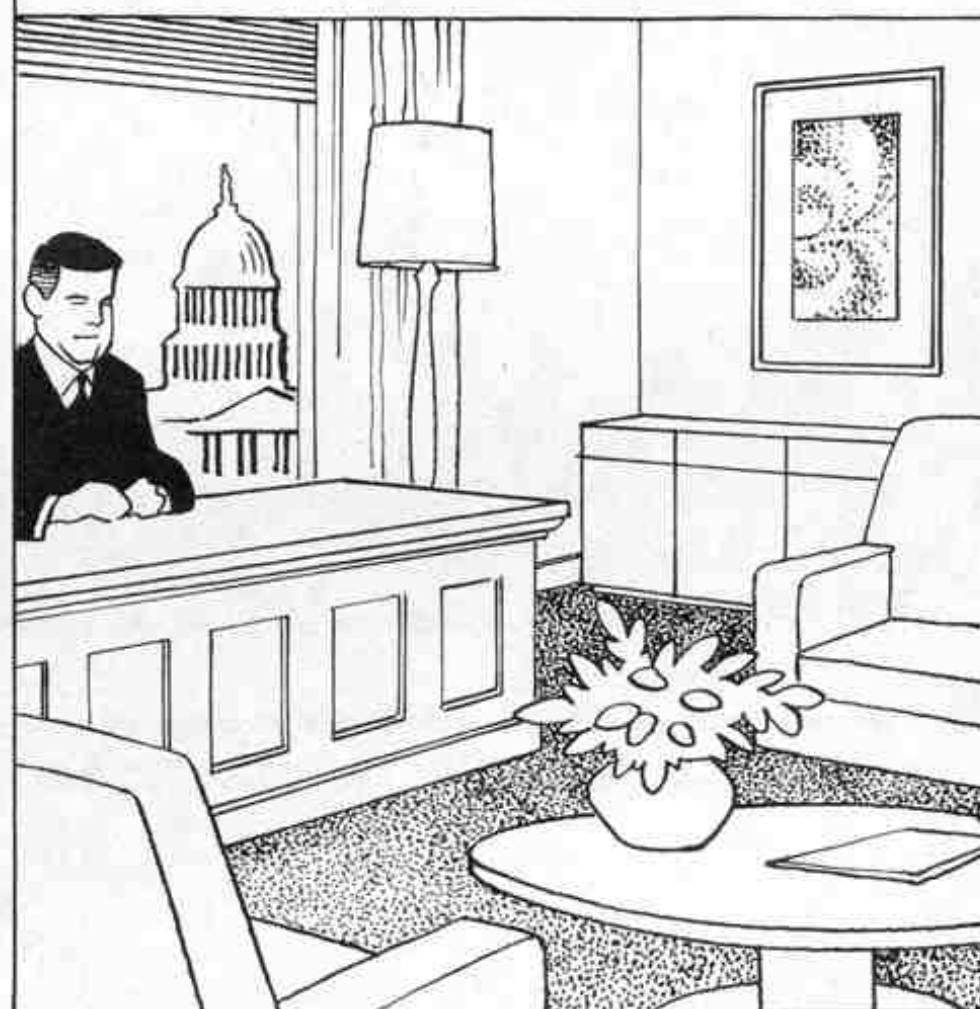
WASHINGTON, DC HAS SEEN MANY NOTABLE HAIR STYLES COME AND GO OVER THE YEARS... CAN YOU MATCH THE PERSON WITH THEIR FAMOUS WASHINGTON HAIR STYLE?



- A TIP O'NEILL
- B TED KENNEDY
- C BEN FRANKLIN
- D RONALD REAGAN
- E GEORGE WASHINGTON
- F ABE LINCOLN
- G MARTHA WASHINGTON
- H FRANK SINATRA
- I JESSE JACKSON
- J DOLLY MADISON
- K NONE OF THE ABOVE



WHAT'S WRONG WITH THIS PICTURE?



PUZZLE

PAGE

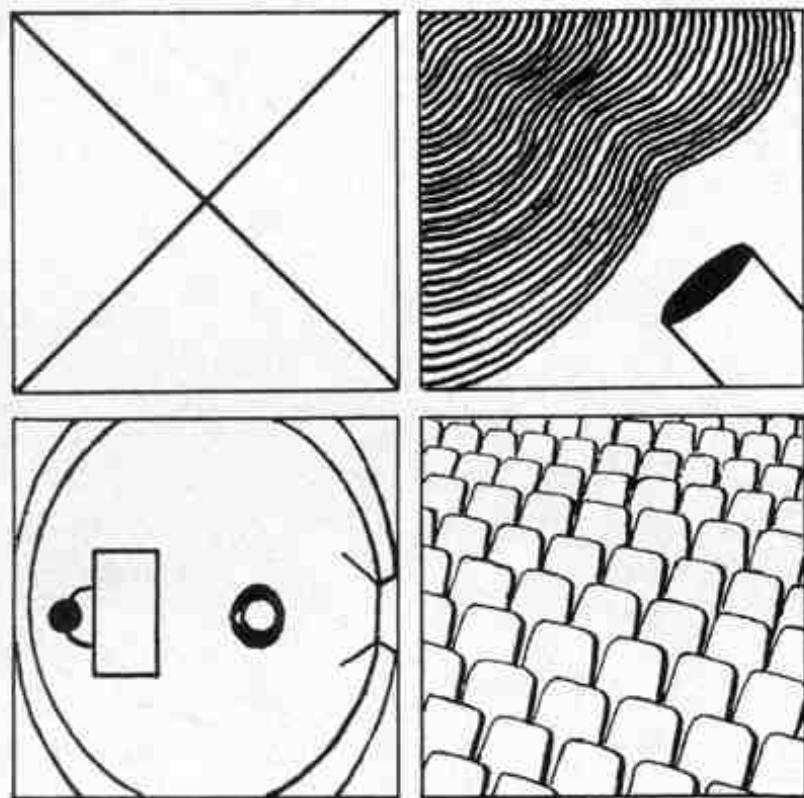
ARTIST: BOB CLARKE

WRITER: DON EDWING

**WHAT IS THIS
ON THE LEFT?**

WASHINGTON EYE PUZZLERS

CREATE AN APPROPRIATE
TITLE FOR EACH OF THE
EYE PUZZLERS BELOW.



CONGRESSIONAL MAZE

SEE IF YOU CAN
GET THE CUTE NEW
CONGRESSIONAL
PAGE IN AND OUT
OF THE MEN'S ROOM
BEFORE THE
CONGRESSMAN
CAN CATCH HIM!



QUOTE QUIZ

MATCH THE FIGURE ON THE LEFT
WITH THE PHILOSOPHY ON THE RIGHT



1 SENATE REPUBLICANS



2 HOUSE DEMOCRATS



3 THE PRESIDENT



4 NANCY

IF IT WEREN'T FOR
ME... THE DEFICIT
WOULD BE IN
WORSE SHAPE!

A

WHAT'S FOR
LUNCH?

B

MY PLAN FOR THE
NEW TAX PLAN IS
THE ONLY ONE!

C

I'LL TAKE THE
RESPONSIBILITY AND
CREDIT FOR ALL THE
NATION'S UPSWING!

D

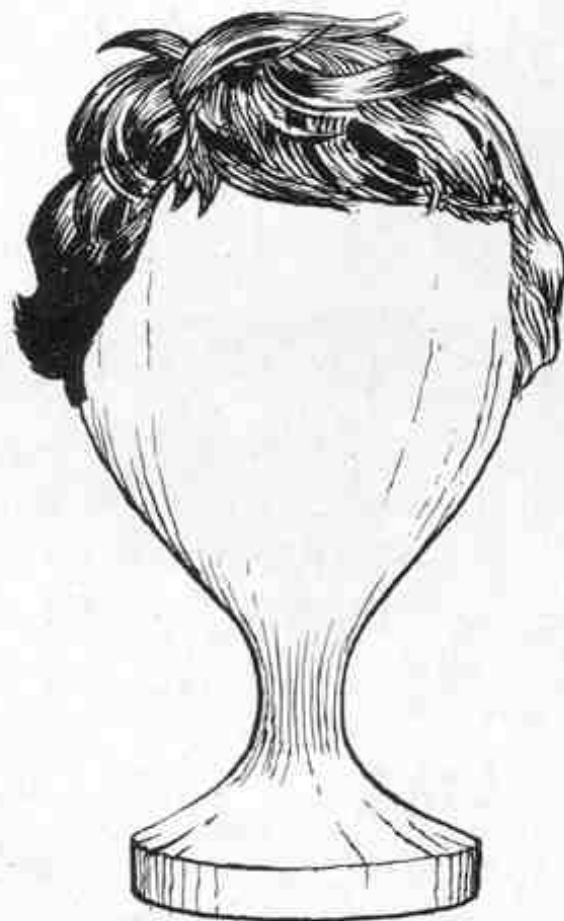
FOR ANSWERS, TURN TO THE FOLLOWING PAGE →

PUZZLE

PAGE

ANSWERS

ANSWER TO HAIR STYLE ROULETTE

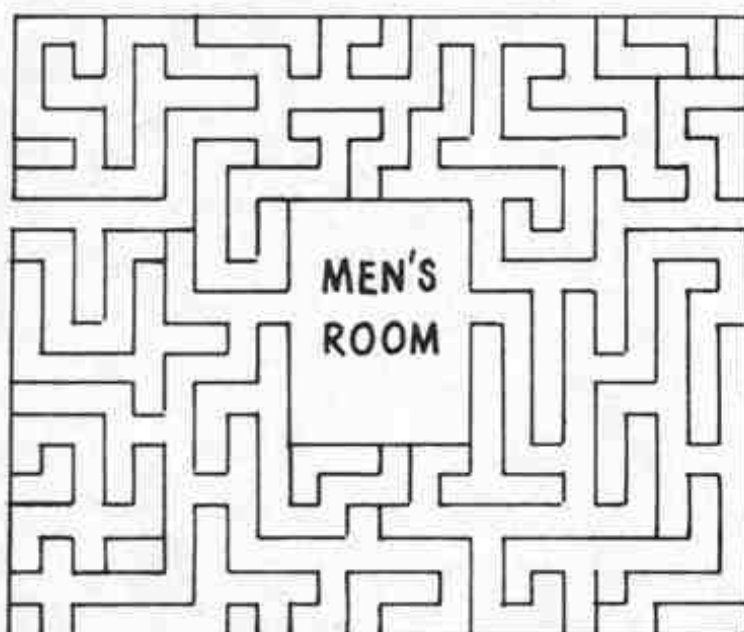


CLEVER YOU !!

K IS CORRECT... ALL THE HAIR STYLES WERE WORN BY LIZ TAYLOR* AT ONE TIME OR OTHER.

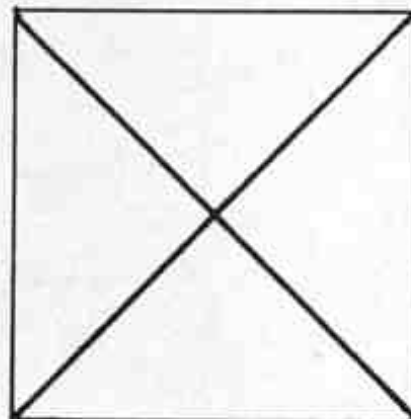
*EX-WIFE OF WASHINGTON'S SENATOR WARNER

SOLUTION TO CONGRESSIONAL MAZE

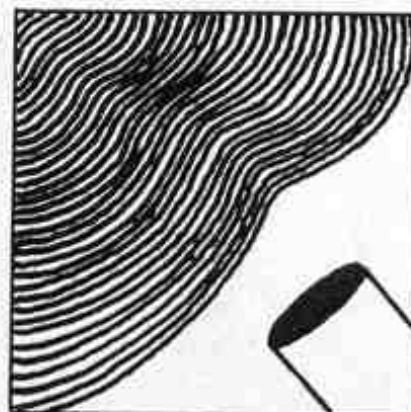


FORGET IT! THERE'S NO WAY A PAGE CAN ESCAPE THE FACTS OF LIFE !!

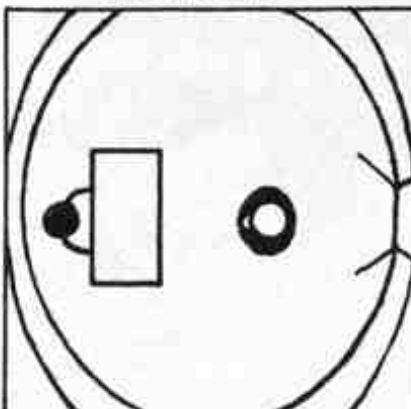
EYE PUZZLER ANSWERS



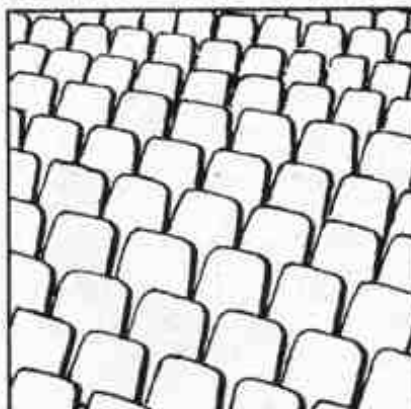
BIRD'S-EYE VIEW
OF WASHINGTON
MONUMENT



REAGAN BLOW-DRYING
HIS HAIR

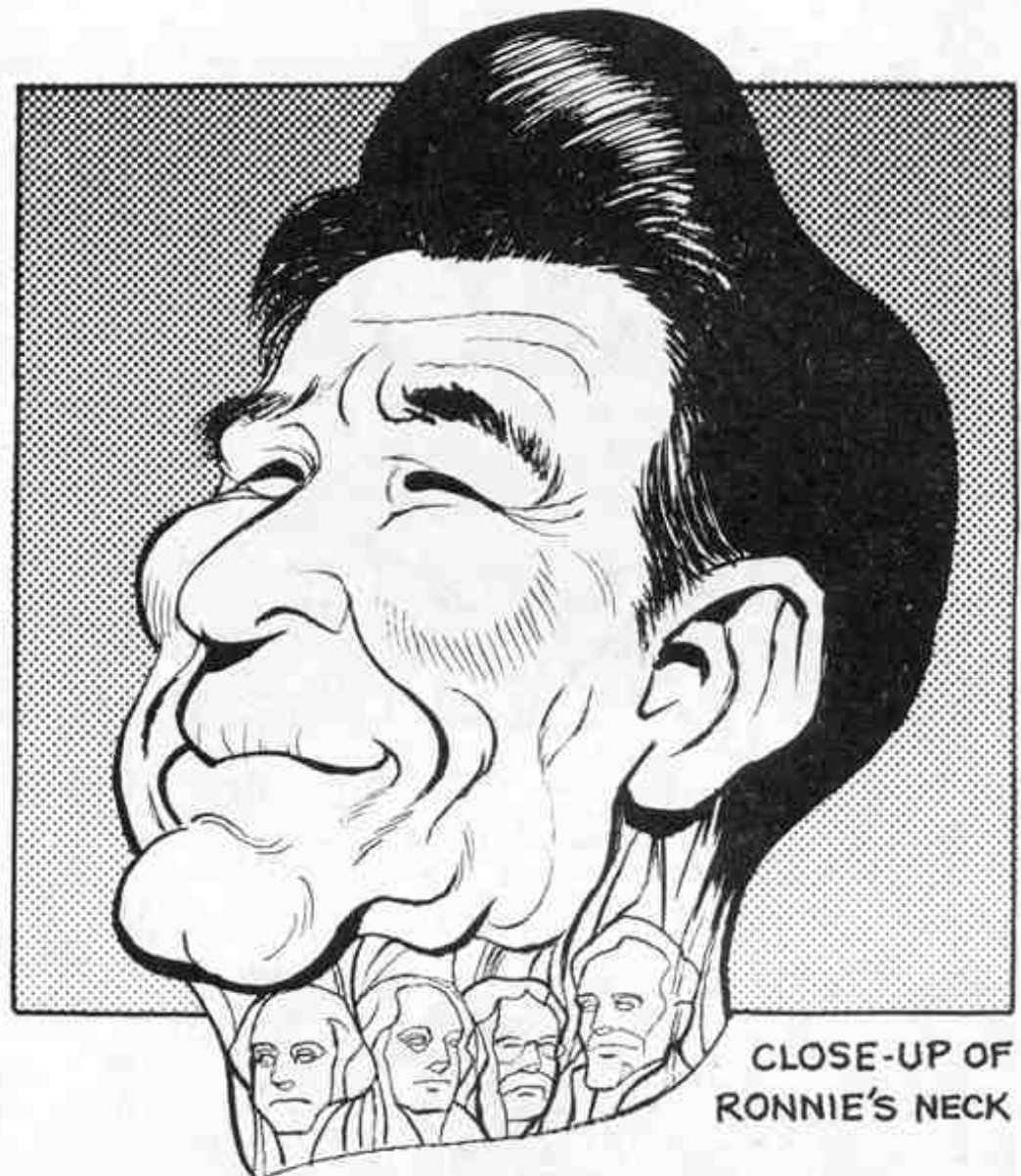


BIRD'S-EYE VIEW OF
TIP O'NEILL
IN THE OVAL OFFICE



CONGRESS ASSEMBLY
HALL SEATS, TEN
SECONDS AFTER
RECESS IS CALLED!

ANSWER TO WHAT IS THIS ?



CLOSE-UP OF
RONNIE'S NECK

ANSWER TO WHAT'S WRONG WITH THIS PICTURE ?



RUN FOR IT... IT'S AN ABCAM SET-UP!

ANSWERS TO QUOTE QUIZ



1. (B)



2. (B)



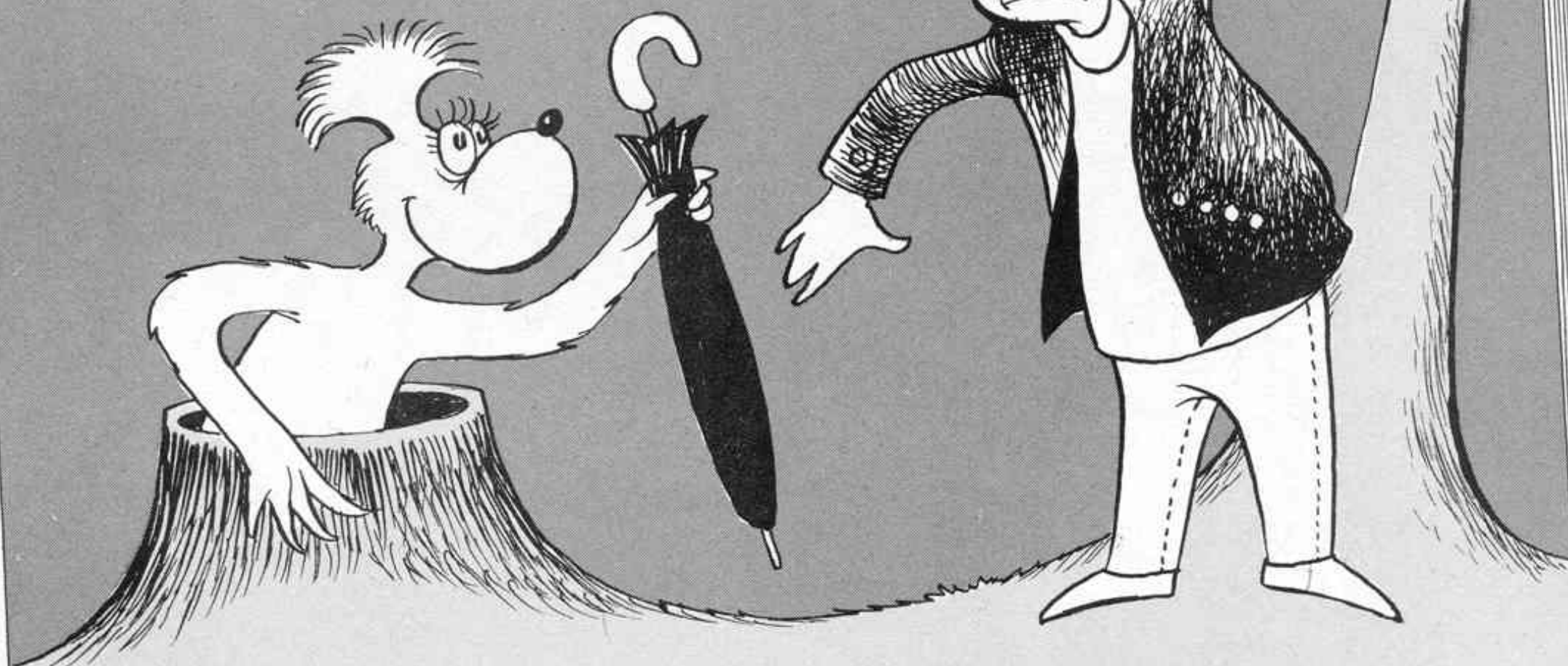
3. (B)



4. (A) (C) (D)

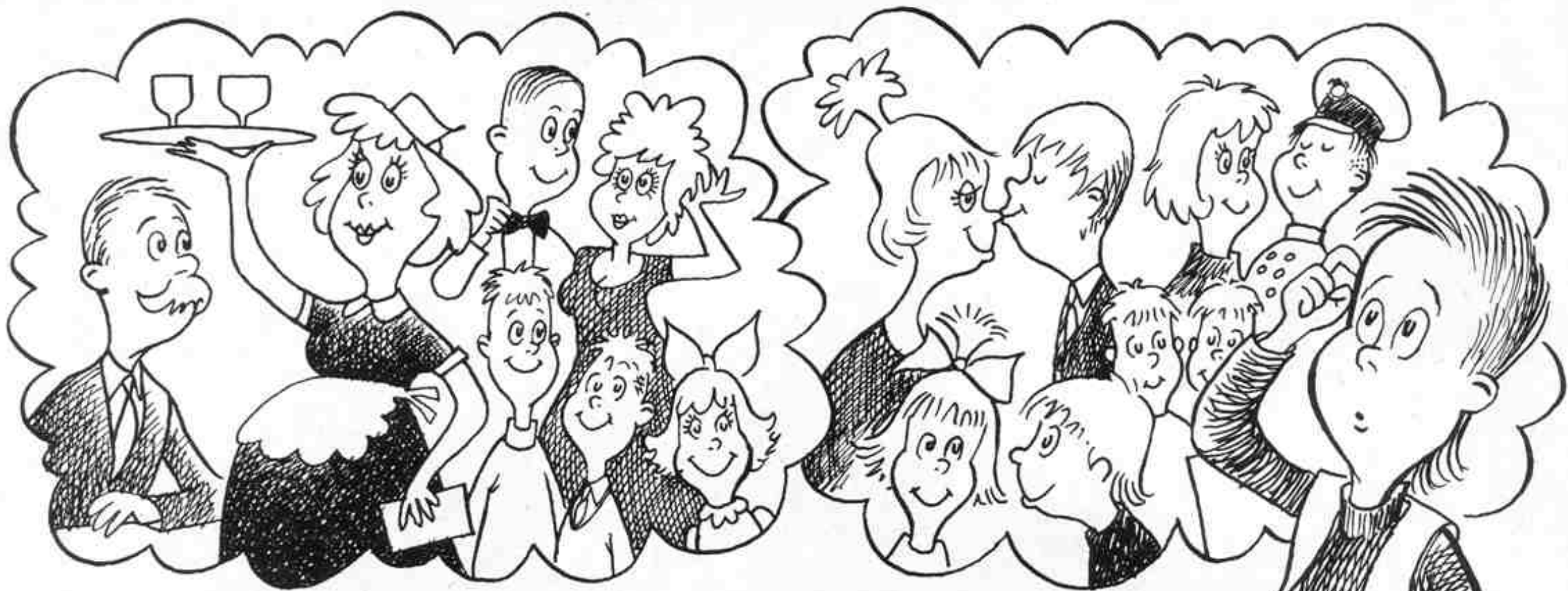


The Real-Life, TELL-IT- LIKE-IT-IS Dr. Seuss



The story's for kids who once dug Dr. Seuss,
But now feel that his tales have no practical use;
So let's hope that these pages are more on the mark,
With rhymes by FRANK JACOBS and pics by BOB CLARKE!





This mixed-up young fellow is Gregory Green,
 Whose folks were divorced when he'd just turned 13.
 His Dad's very keen on a Waitress, Doreen,
 Once the wife of Eugene, who's now wed to Maxine.
 His Mom lives with Dean, on the outs with Eileen,
 Who brought home a Marine whom she met in Racine.
 Doreen has three kids, Elmer, Gus and Irene,
 And may soon have a fourth, if you know what we mean.
 While Dean has two daughters, Pauline and Francine,
 Also two sets of twins from his first wife, Colleen.
 If you now understand this bewildering scene,
 Then we hope you'll explain it to Gregory Green!



Great Gumballs! Whatever's the matter with Clarence?
 It's 7 p.m. and he can't find his parents!
 His face is as sad as a basset-hound puppy's,
 Which happens when parents are high-powered Yuppies.
 His Dad, if you please, is a very big cheese,
 Making millions in fees from long trips overseas.
 His Mom's on the go, a VP, don't you know,
 Pulling down lots of dough for a big TV show.
 Their faces young Clarence can barely remember;
 The last time he saw them was back in September.
 He's now so fed up with this lonely routine
 That he'd even trade places with Gregory Green!



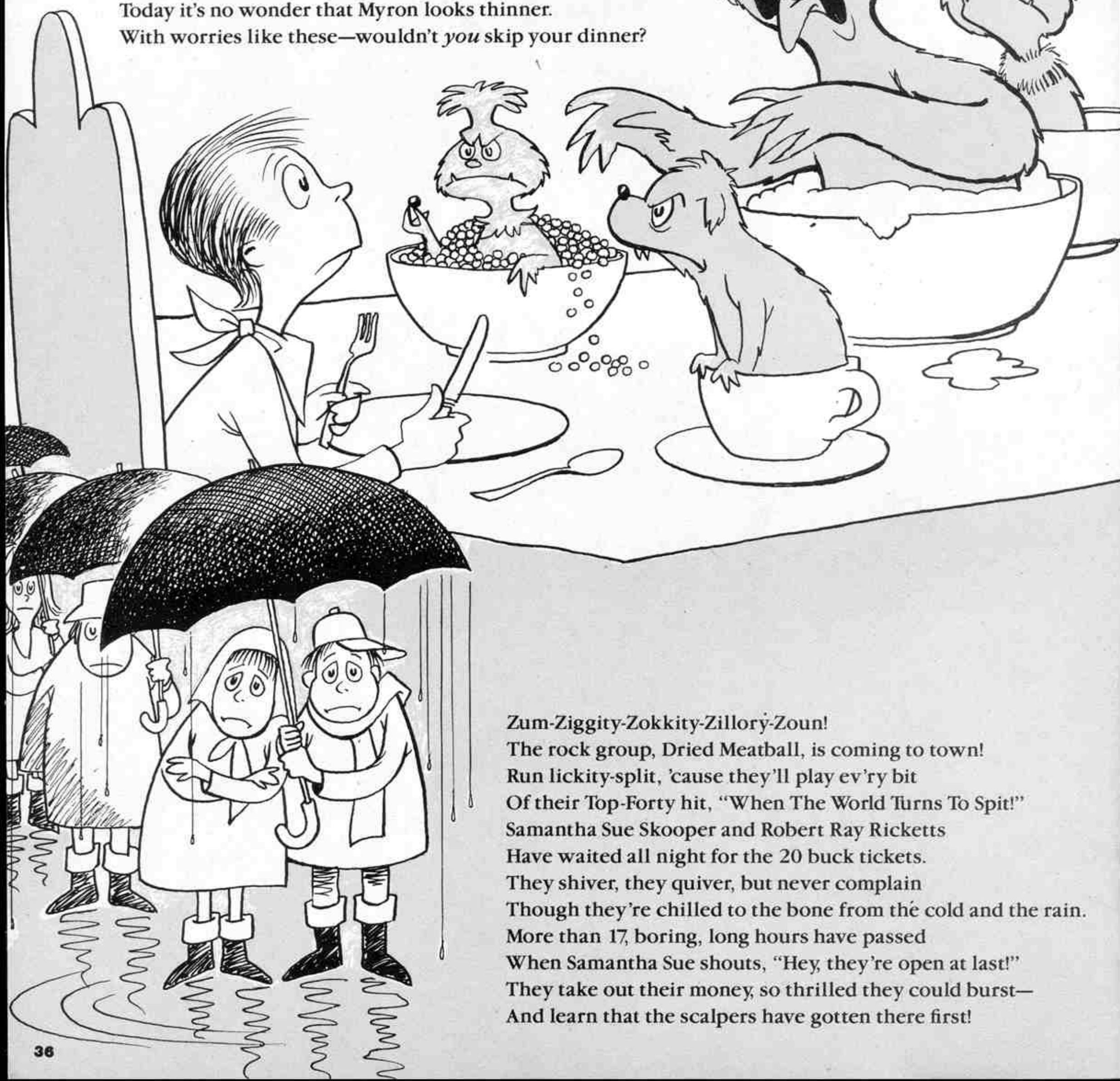
Have you heard of young Benjamin Brilligan Beales
Who wanted to purchase his first set of wheels?
He eyed a used '68 Chevy Deluxe,
But the bank wouldn't loan him the 600 bucks.
Well, Ben really wanted that snaffulous car,
So he sold his Atari and old VCR,
His 53 tapes of The Boss and Madonna,
His album of stamps from Zimbabwe and Ghana,
His autographed pic of Sylvester Stallone,
His seven-speed bike and his Mickey Mouse phone.
When he counted the proceeds, he felt very grand,
Holding 600 bucks in his hot little hand.
Let's hope that young Ben isn't lacking endurance;
He'll need twice as much for the cost of insurance!



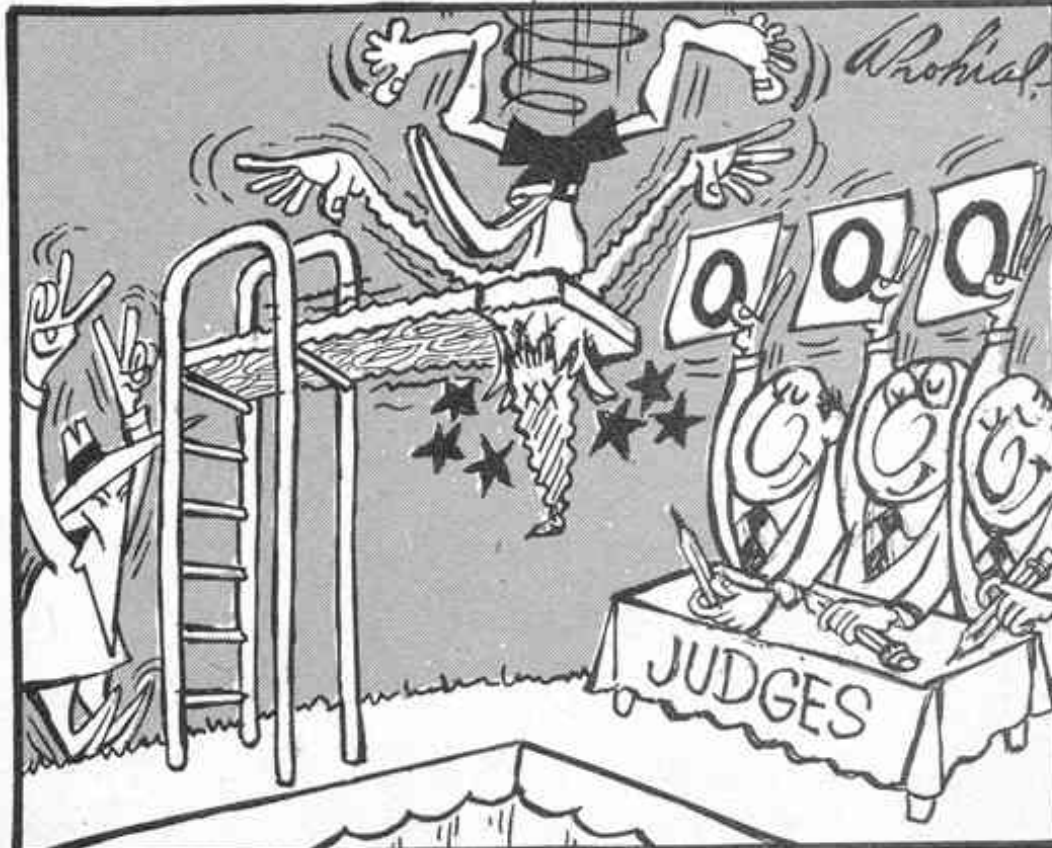
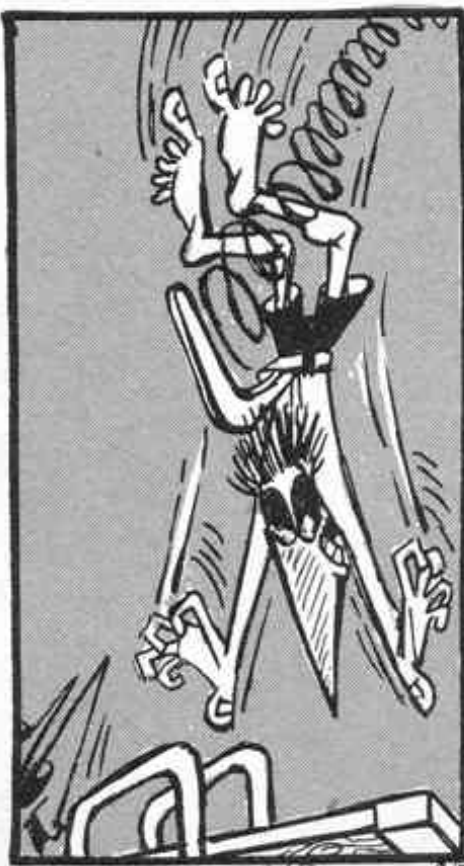
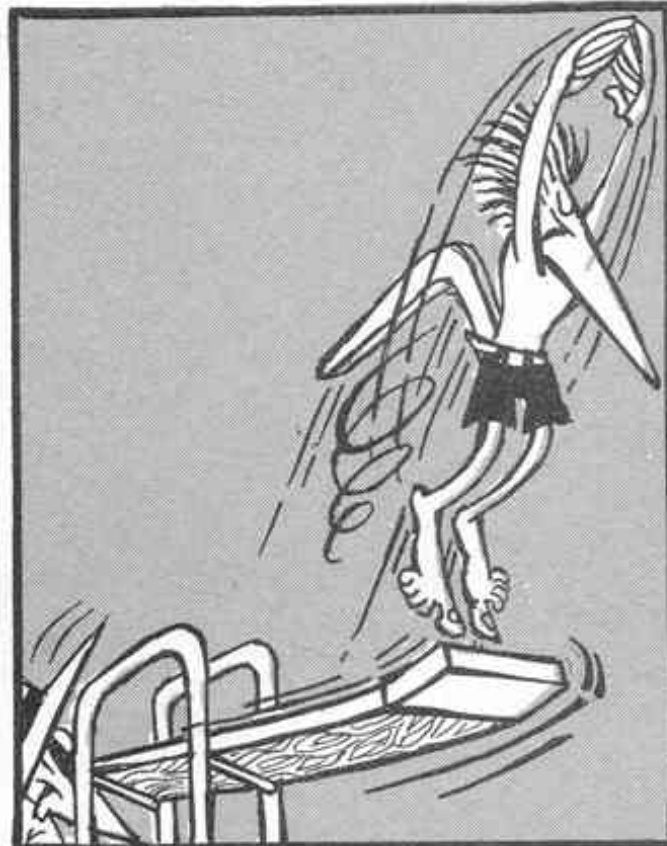
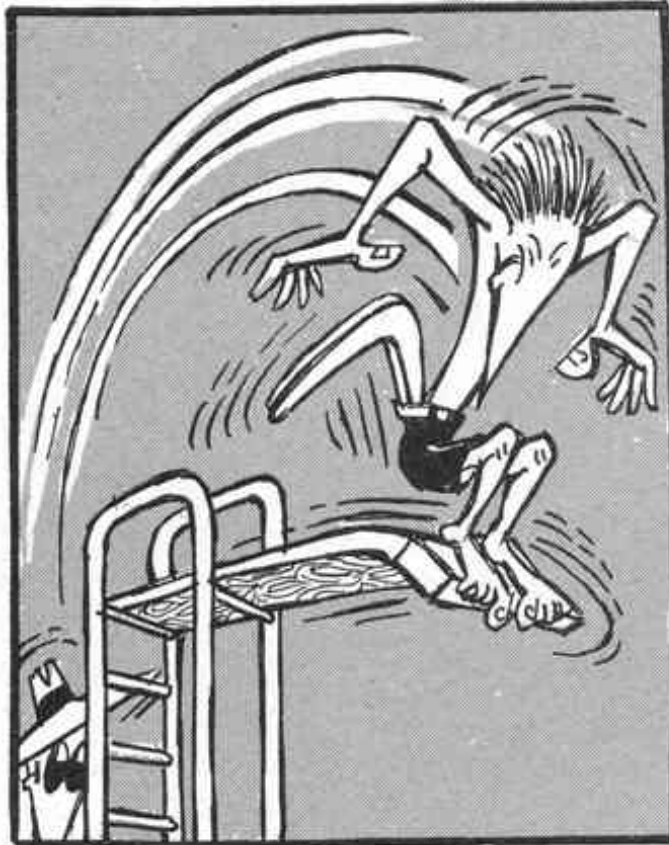
At the age of 15, Steven Sedgwick St. Surls,
Loves to spend his free time with available girls.
His buddies agree he's a stud who can make out
With any young lady he's chosen to take out.
Now Steven's an expert on sex and seduction.
He's read tons of books and he's taken instruction.
He's learned what to say when he's turning on chicks.
He's mastered the moves and he knows all the tricks.
He's learned how to fondle and how to caress—
Now all that he needs is a girl who'll say "Yes."



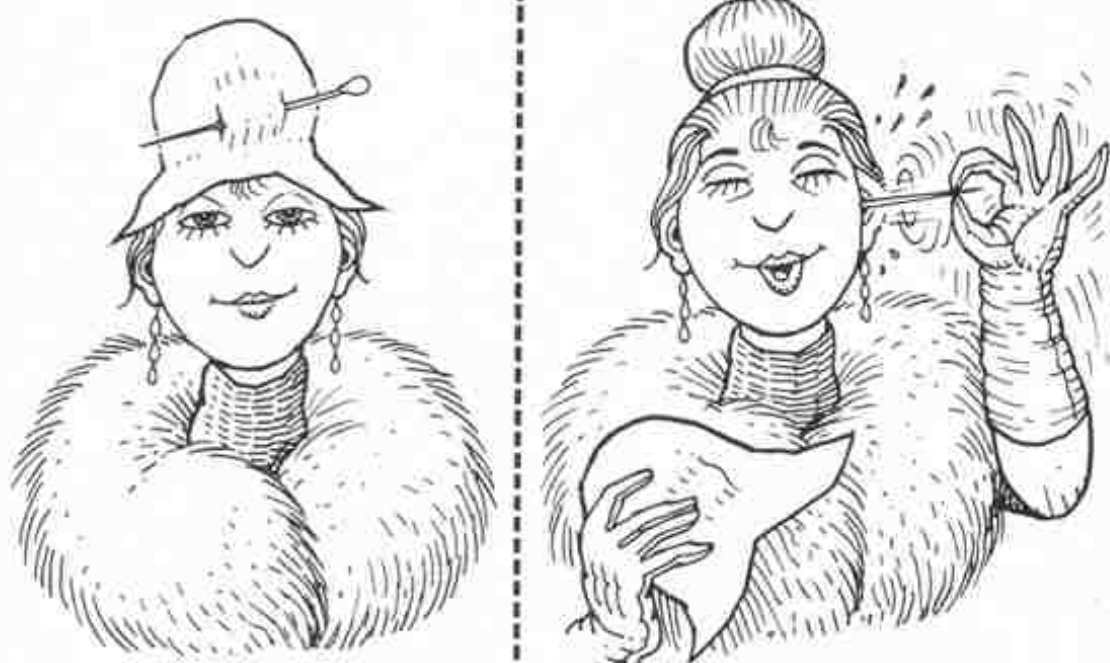
When Myron McGee was a small boy of 3,
 A contented, well-nourished young toddler was he.
 But when he turned 7, he learned folks had died
 From cholesterol, starches and foods that are fried.
 At 10, he was told that caffeine is a killer,
 That salt makes you ill and that fats make you iller.
 At 12, he heard peas cause a dreadful disease
 Like the one people get from raw oysters and cheese,
 Not to mention sclerosis from pork, beef, and lamb,
 And the threat to your kidneys from green eggs and ham!
 Today it's no wonder that Myron looks thinner.
 With worries like these—wouldn't *you* skip your dinner?



Zum-Ziggity-Zokkity-Zillory-Zoun!
 The rock group, Dried Meatball, is coming to town!
 Run lickity-split, 'cause they'll play ev'ry bit
 Of their Top-Forty hit, "When The World Turns To Spit!"
 Samantha Sue Skooper and Robert Ray Ricketts
 Have waited all night for the 20 buck tickets.
 They shiver, they quiver, but never complain
 Though they're chilled to the bone from the cold and the rain.
 More than 17, boring, long hours have passed
 When Samantha Sue shouts, "Hey, they're open at last!"
 They take out their money, so thrilled they could burst—
 And learn that the scalpers have gotten there first!

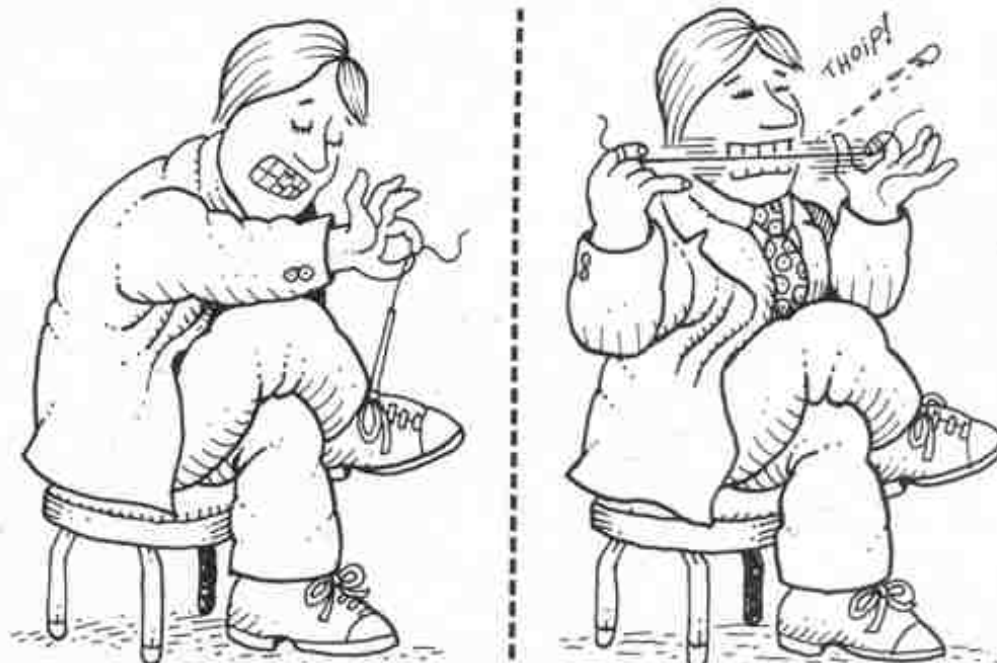


Q-TIP HAT PIN



Keep your hat on and your ears clean! Stainless steel hat pin is the perfect addition to any wardrobe. Head of pin is covered with hand-spun cotton to safely clean your ears, cassette heads or navel!

SHOELACE DENTAL FLOSS



Got something stuck between your teeth? Just pull out one of the strands of dental floss entwined in your shoe laces and get rid of the disgusting food particle! Approved by the American Dental Association!

CAR DOOR LOCK-LIFTER EARRINGS



Ever lock yourself out of your car and not have an extra key? Simply attach the two telescoping metal earrings together and pop yourself back into the car!

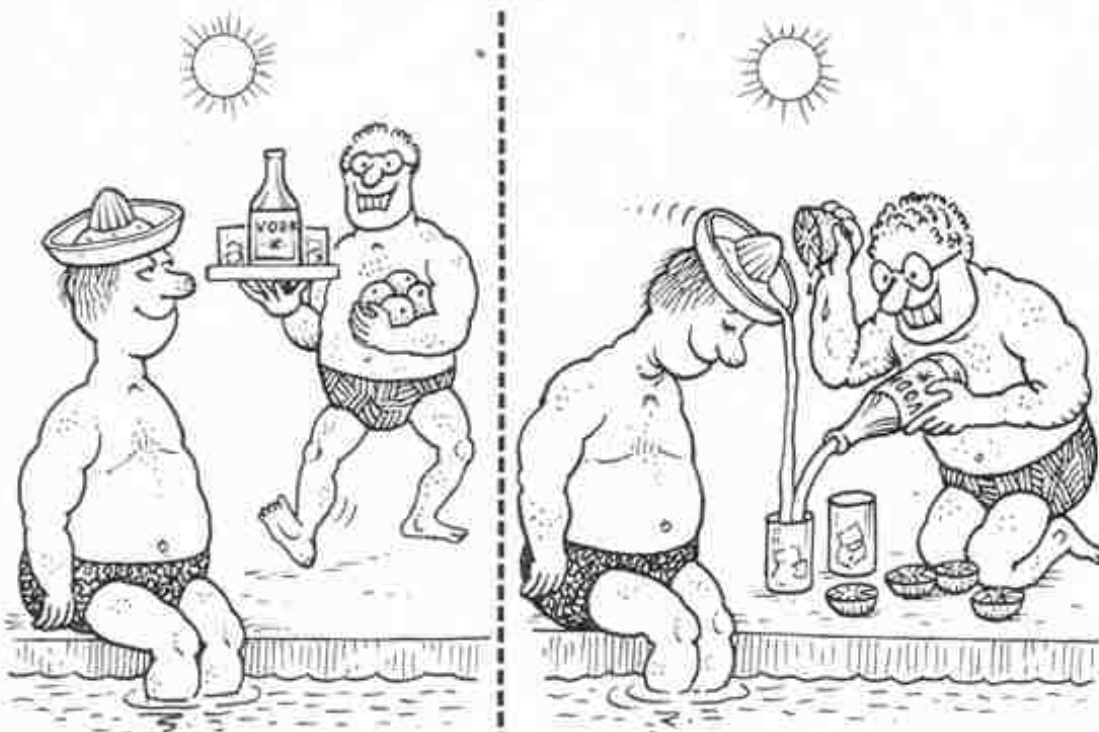
UTILIZE-CAPADES DEPT.

Everything in this article serves a dual purpose, except this intro, which serves no purpose at all! If

MAD'S DUA CLOT ACCES

ARTIST: AL JAFFEE

SOMBRERO ORANGE JUICER



Hats off to this invention! What better way to keep the sun out of your eyes and vitamin "C" in your body! Just squeeze oranges on hardened steel top to make as many screwdrivers as needed on hot days!

TOUPEE TEA COZY



Hot tea all day! This grooming accessory will keep your teapot steaming! Uniquely designed from human hair, fits most standard tea pots. Available in blonde, brunette, and silver blue for older folks.

NAPKIN TIES



Tie stained? No problem! Just rip off another sheet and you're ready for a night on the town or that big meeting. Also handy if you run out of toilet paper!

PEARL NECKLACE BIRTH CONTROL PILLS



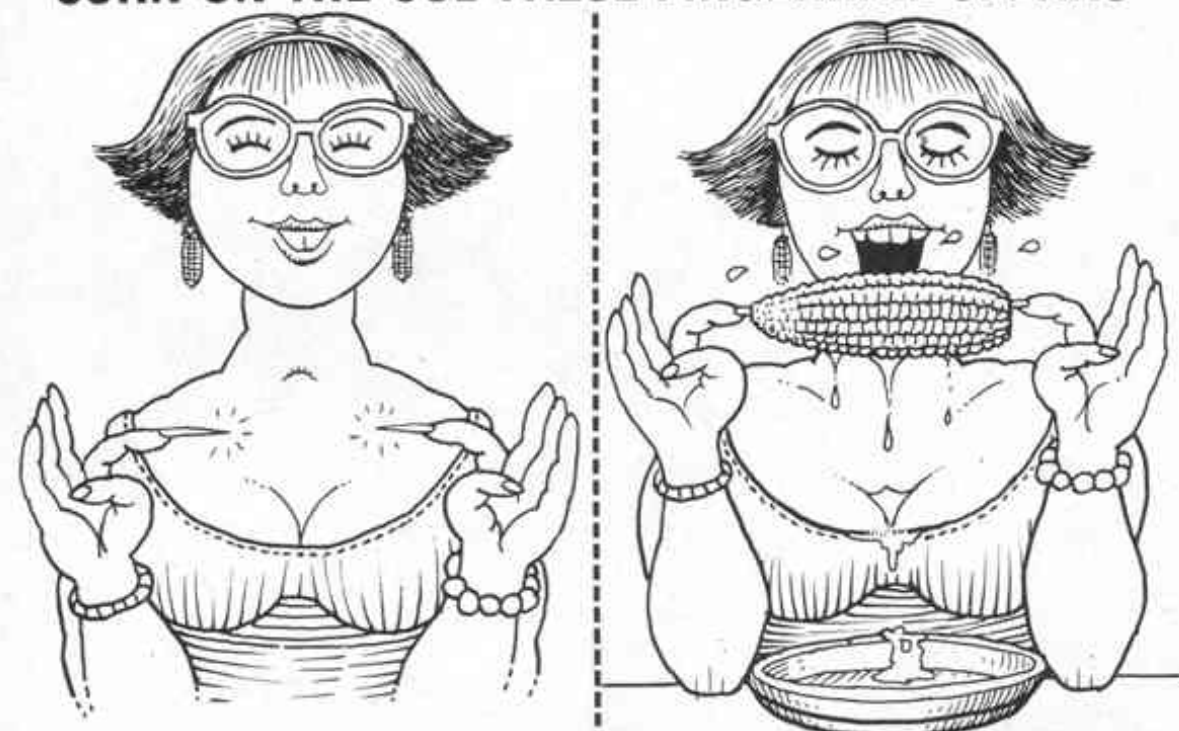
Don't leave home without them! Convenient! Practical! Great for those mornings when you left the house in a rush! Also available: Diaphragm earmuffs.

you don't understand what this article is about just from the title, then you probably don't need ...

L PURPOSE HING SORIES

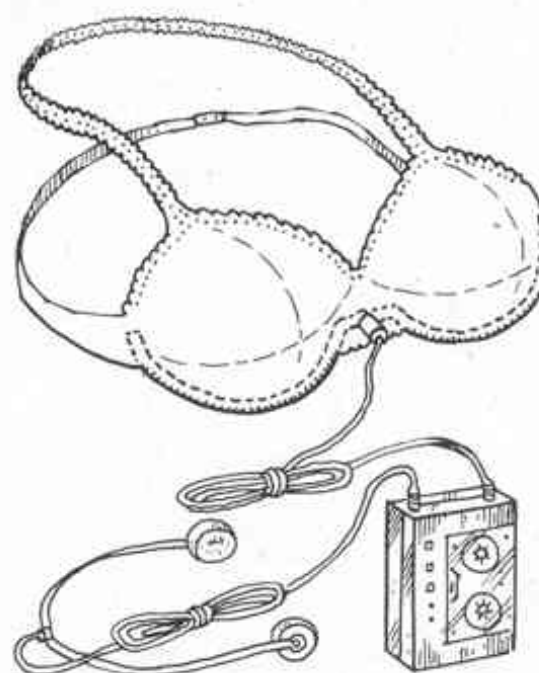
WRITER: MARK A. DRESSLER

CORN-ON-THE-COB FALSE FINGERNAIL SPEARS



Enjoy corn-on-the-cob without all the fuss and mess! Index fingernails have sharpened elongated tip to spear corn for carefree eating. Also great for cocktail parties when there aren't any toothpicks left!

UNDERWIRE BRA ANTENNA

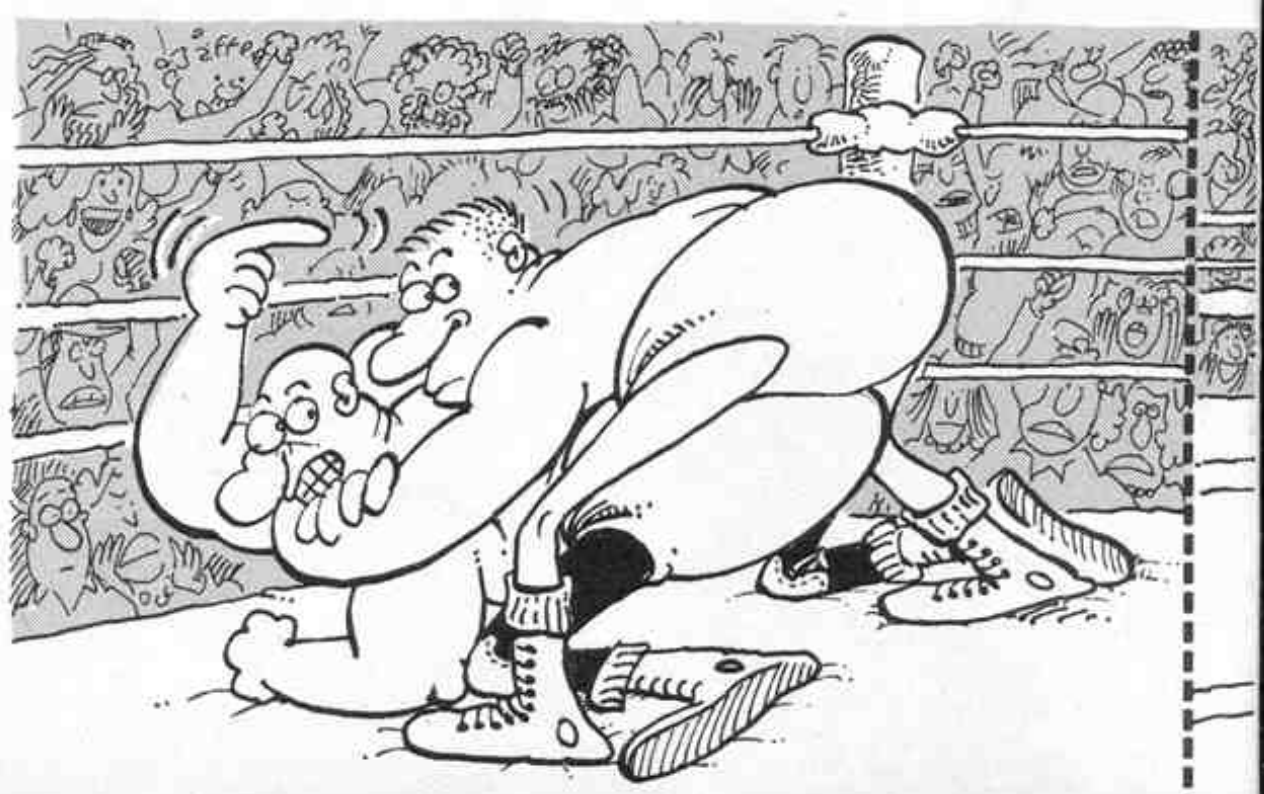
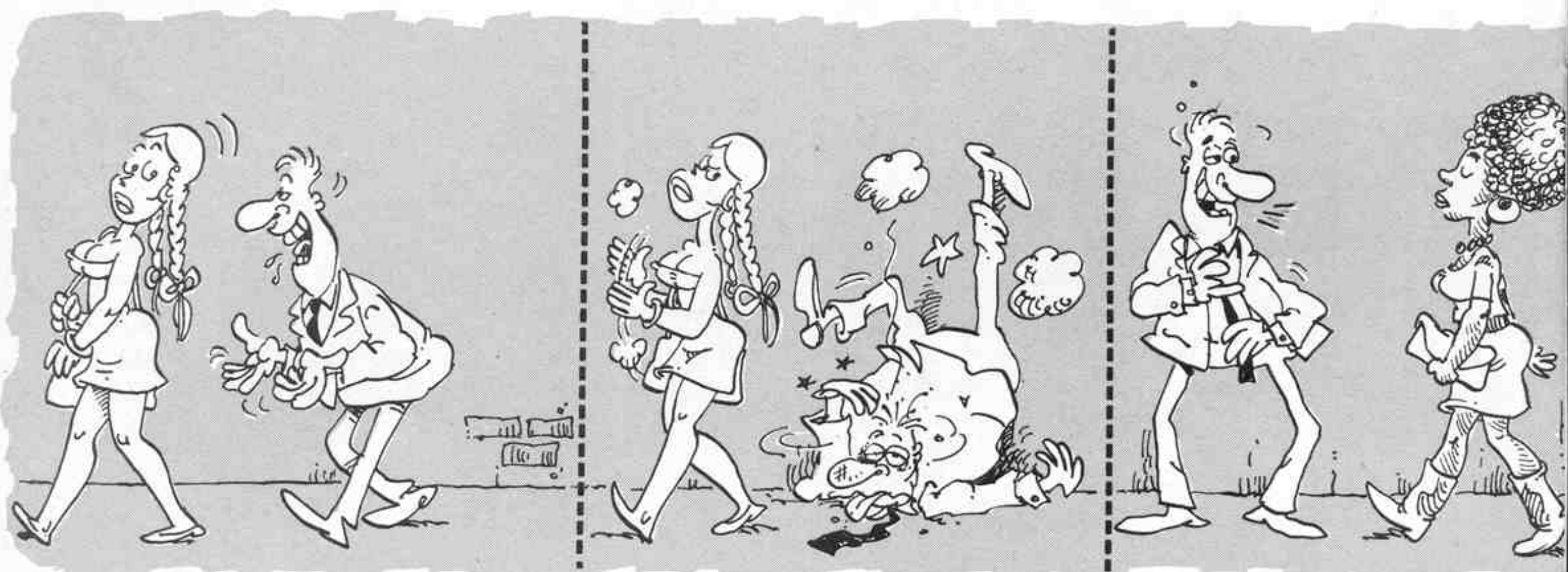
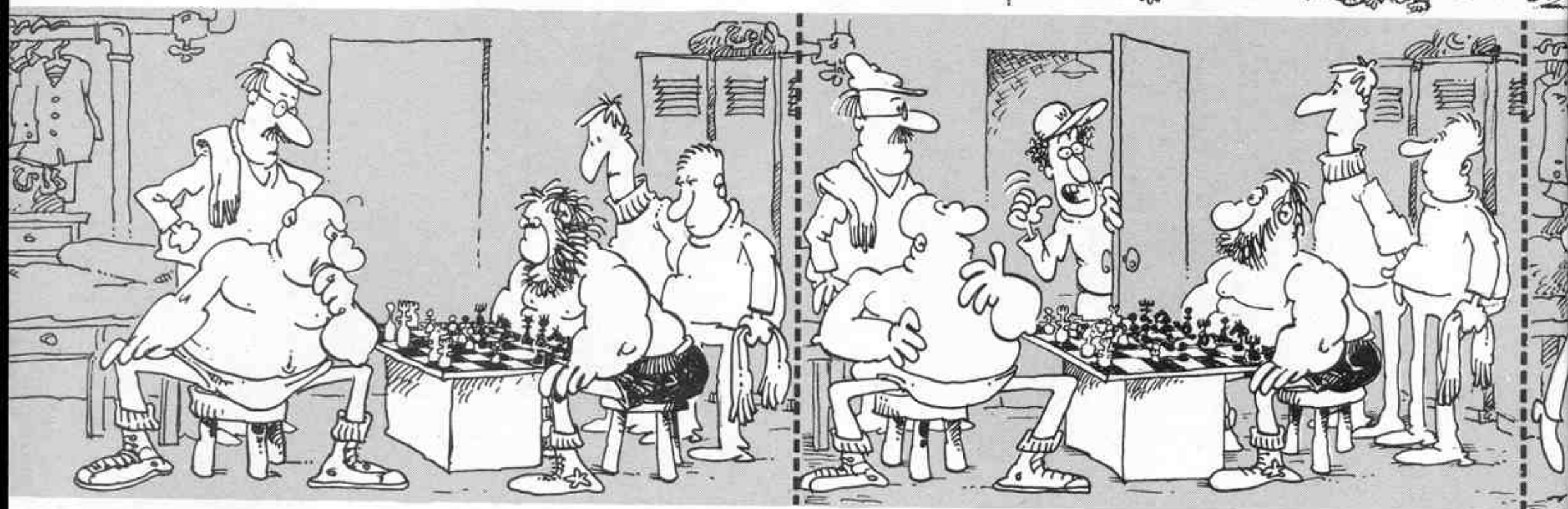
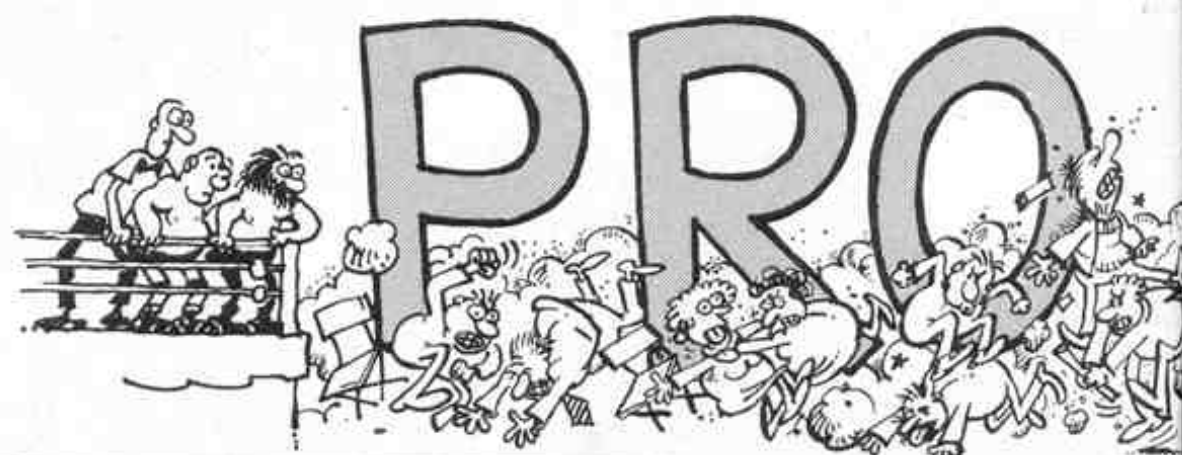


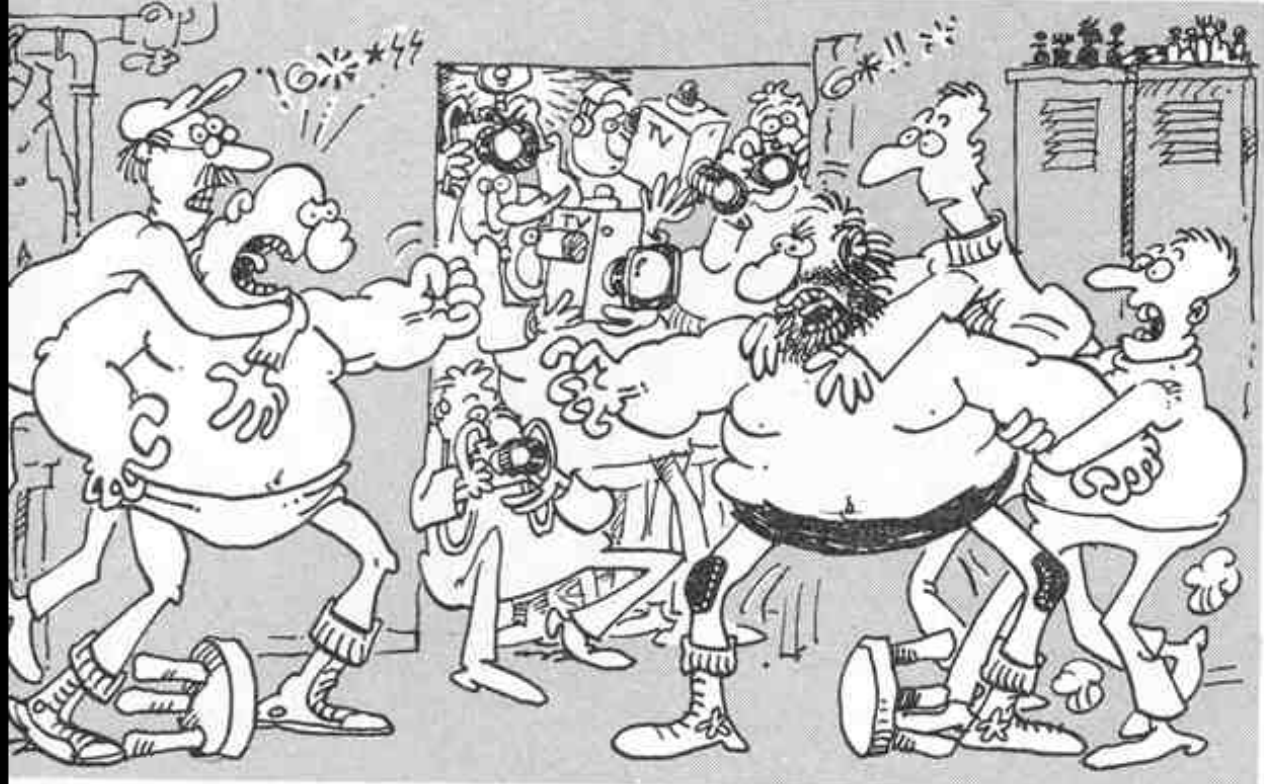
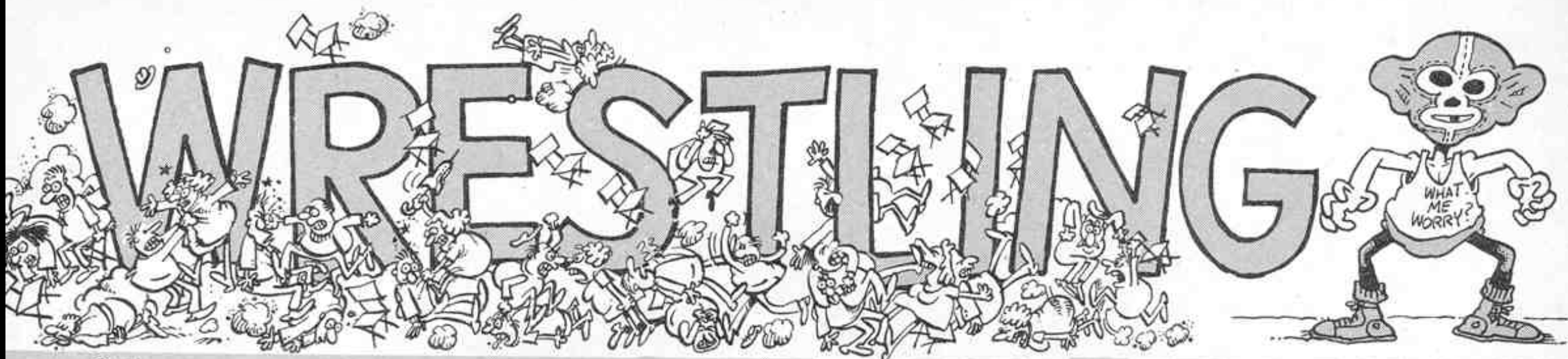
This sexy sporting accessory is really a powerful FM Antenna! Simply plug your Walkman into this specialized piece of underwear and you're all set! The bigger the cup size, the better the reception! Men—get the all-new Underwire Athletic Supporter!



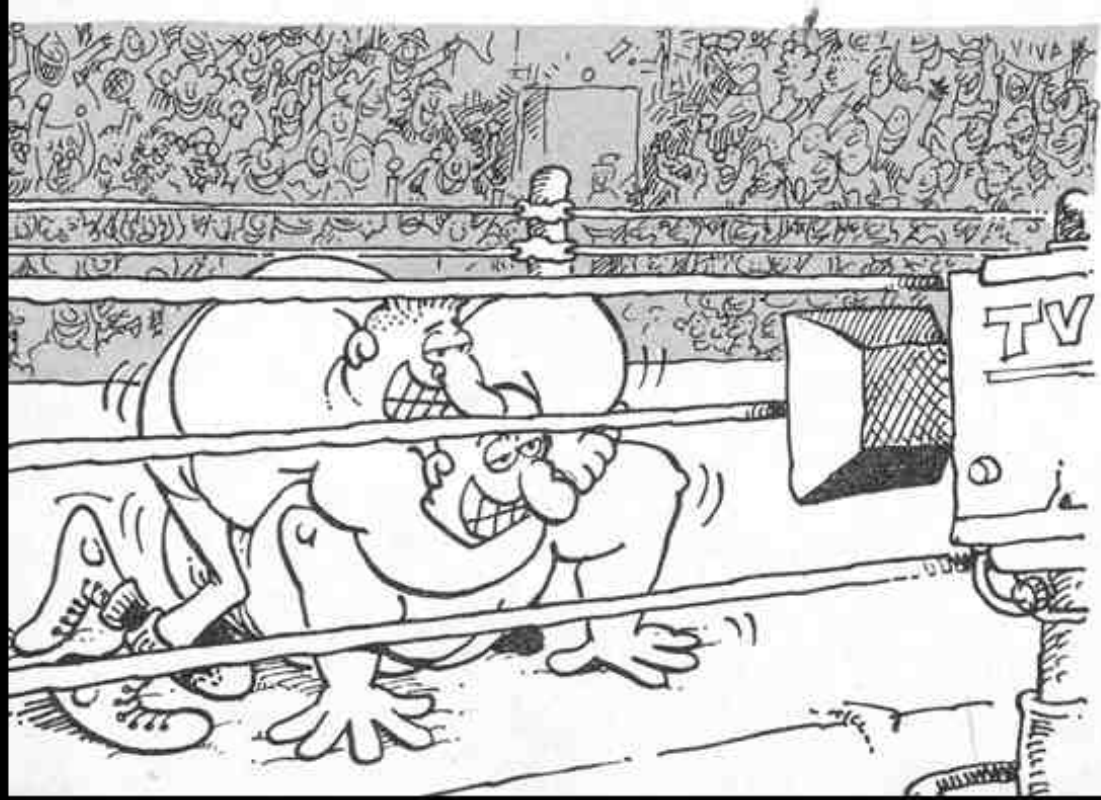
Al Jaffee

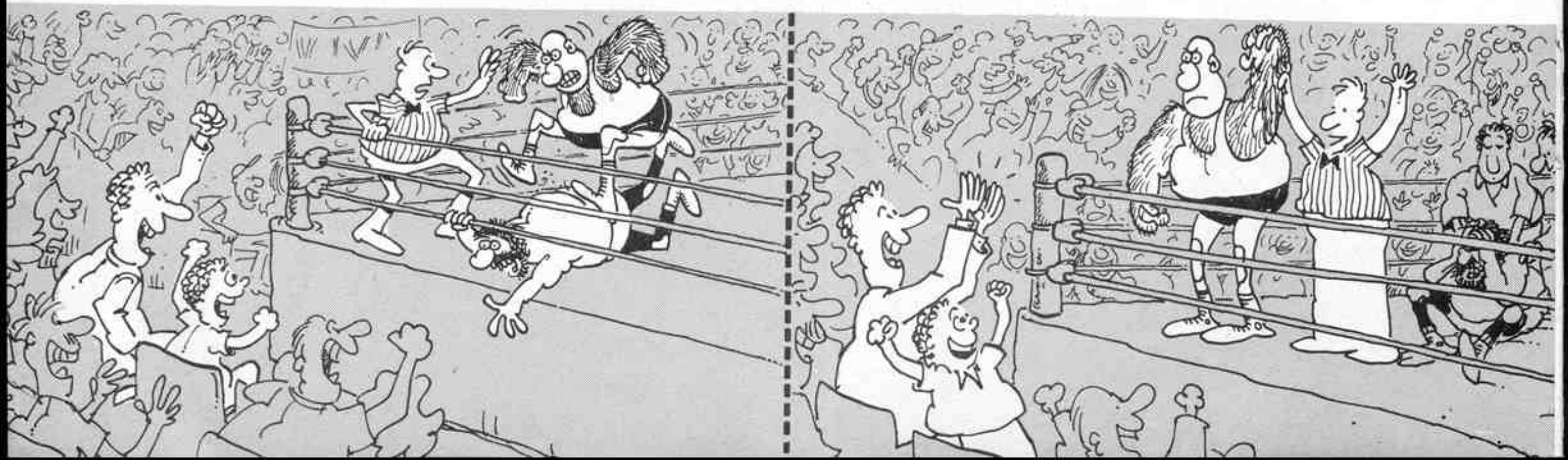
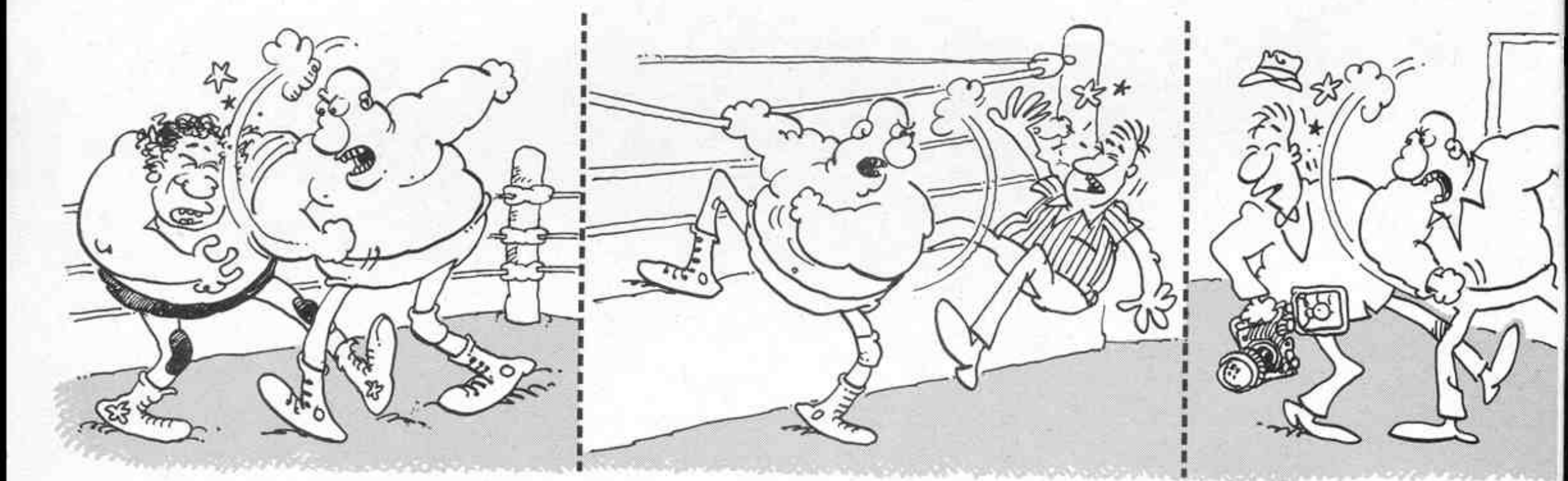
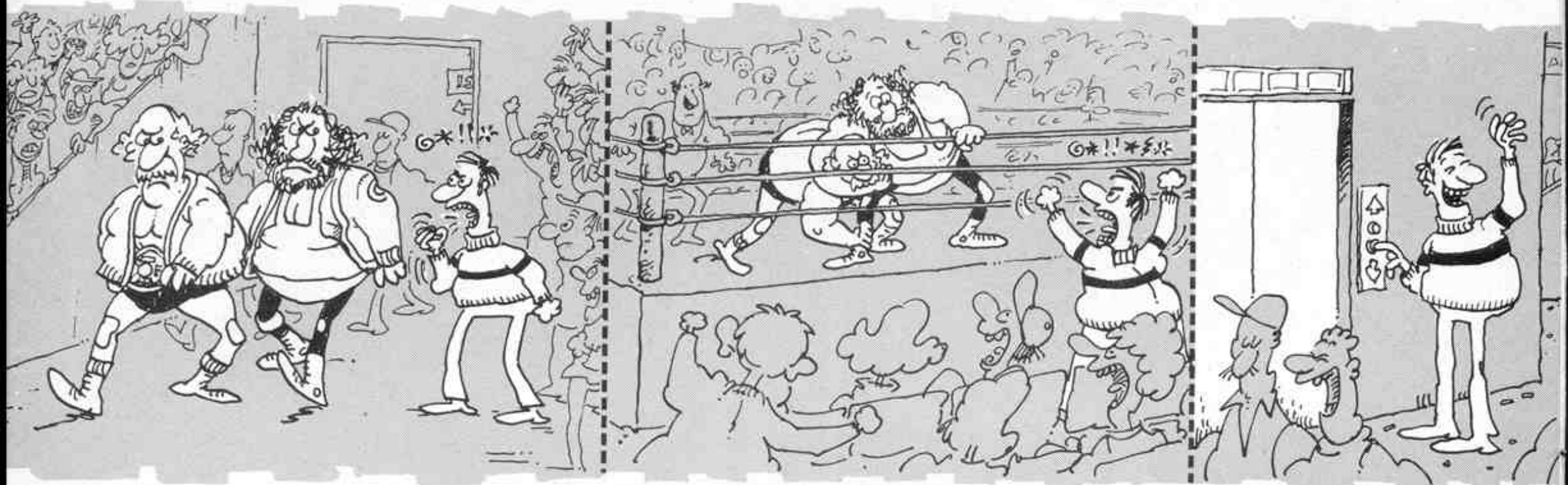
A MAD LOOK AT

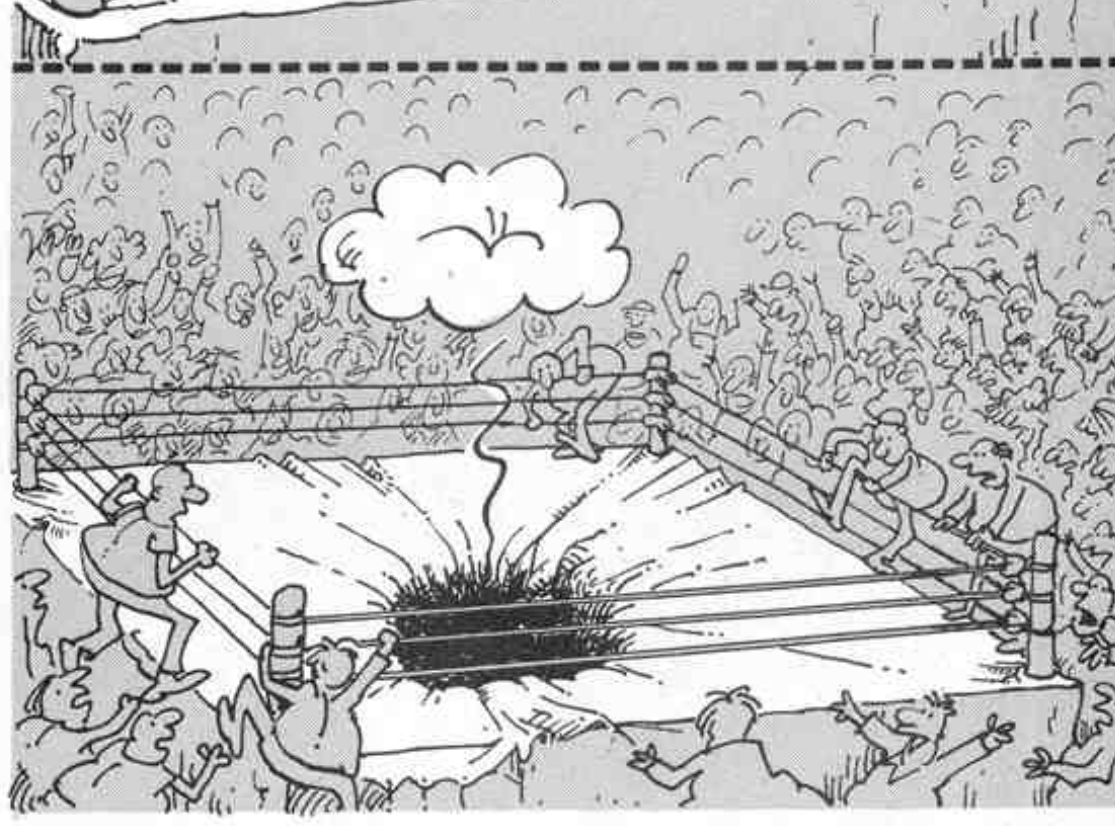
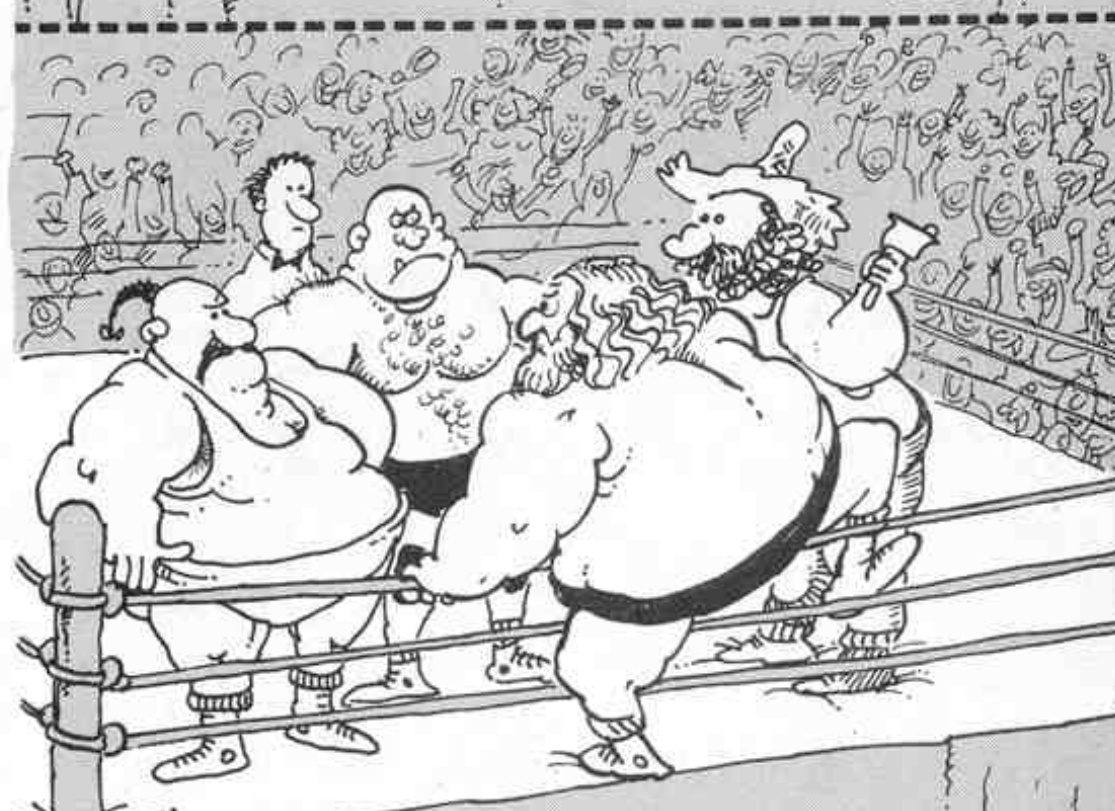
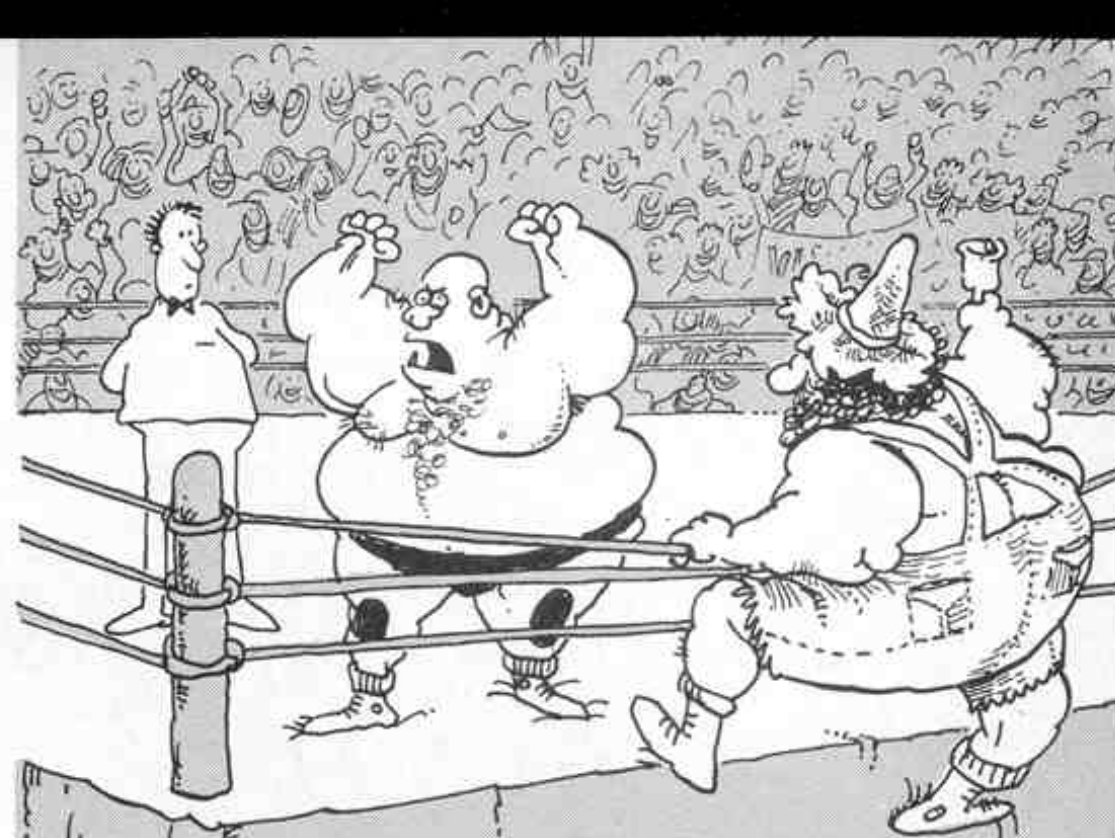




WRITER AND ARTIST: SERGIO ARAGONES







MIRACLE DIP DEPT.

There's a syrupy, sickeningly sweet television show on the air that exploits the sick, elderly and needy. It's about a goody-two shoes angel who reforms non-believers and restores their faith by spouting a few well-worn clichés in each episode. It's true he may be showing them the road to salvation, but he's leading the rest of us down a...

My name is **Yawnaton Snit**. I'm an **angel**! I go from place to place brightening people's lives by telling them that every **cloud** has a **silver lining**... that it's always **darkest** before the **dawn**... that into everyone's **life**, a little **rain** must fall... I could go on, but I promised the **American Diabetes Foundation** that I'd limit my sugar-coated **clichés** to six per minute!

I'm **Murk**, a crusty, clichéd, heart-of-gold **buffoon**. It is written, "We are all created in the **image** of the **Lord**"! Yawnaton says in my case, the Lord made an **exception**!

I'm the **Flying Nun**! I'm here to remind us all of how **TV used** to treat religious subjects—with **respect**, **dignity** and **good taste**!

I'm a cute, loveable child with some **horrible disease**! As Producer, **Michael Landon** uses me in most episodes to inspire **hope** and **guarantee tears**. But since **MAD** refuses to **stoop that low** and use me in their satire, I'm just going to **die** right here! *Gasp!*

I'm **God**. **Michael Landon** and I have a **deal**. I get to do bit parts on his show, and in return I grant him **miracles**—like letting this show be a **hit**!

What's wrong with Yawnaton's hair?!? It's styled three feet over his head!

That's to hide the halo he wears under it!

Why doesn't Yawnaton go to where he's really needed—like Iran?

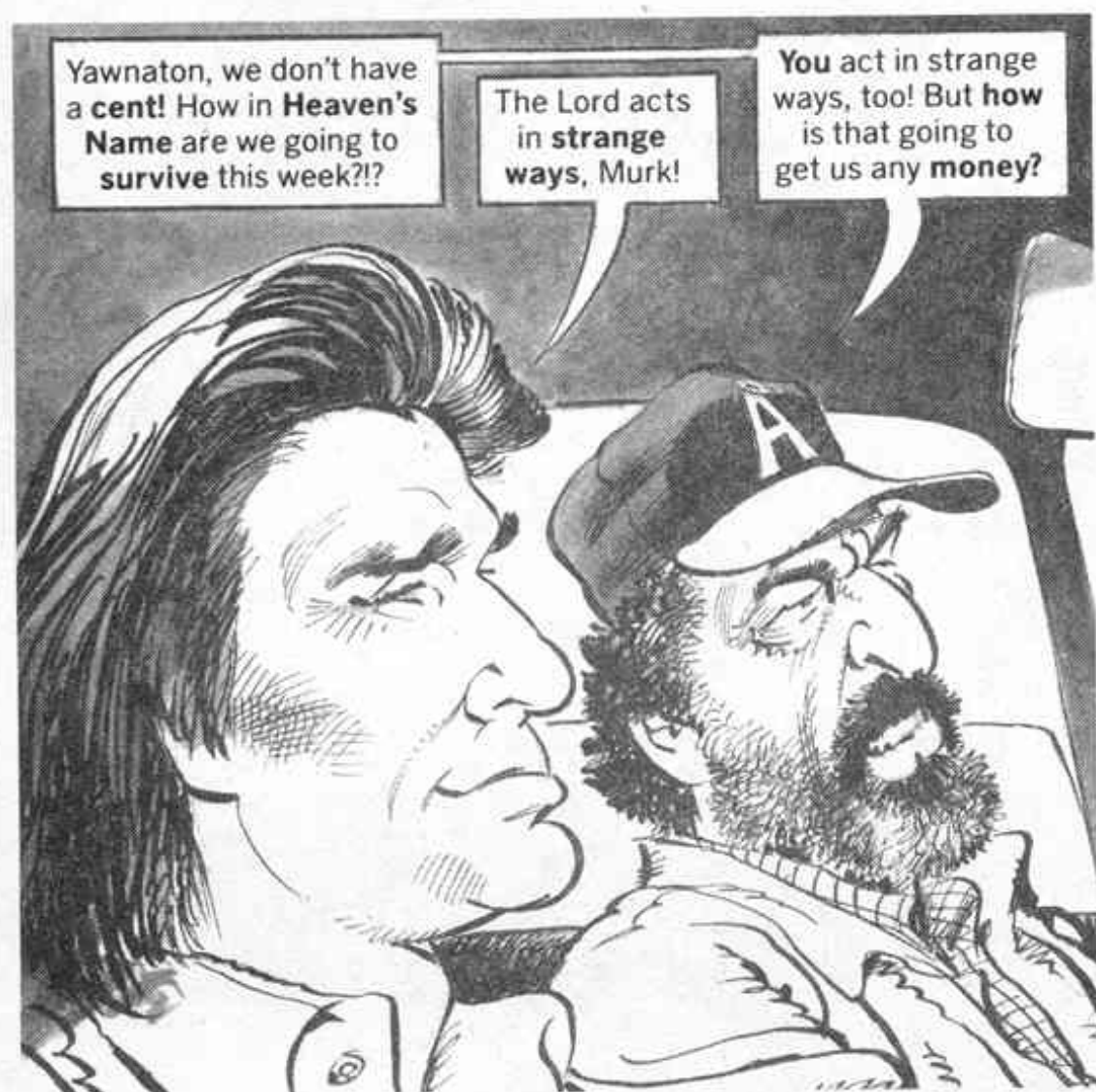
Iran! Never! It's full of Arabs and Ayatollahs! There are some things beyond even God's power!

ANGELS

RETCH IN PEACE
CUTE, LOVABLE CHILD

///Qr
DRUCKER

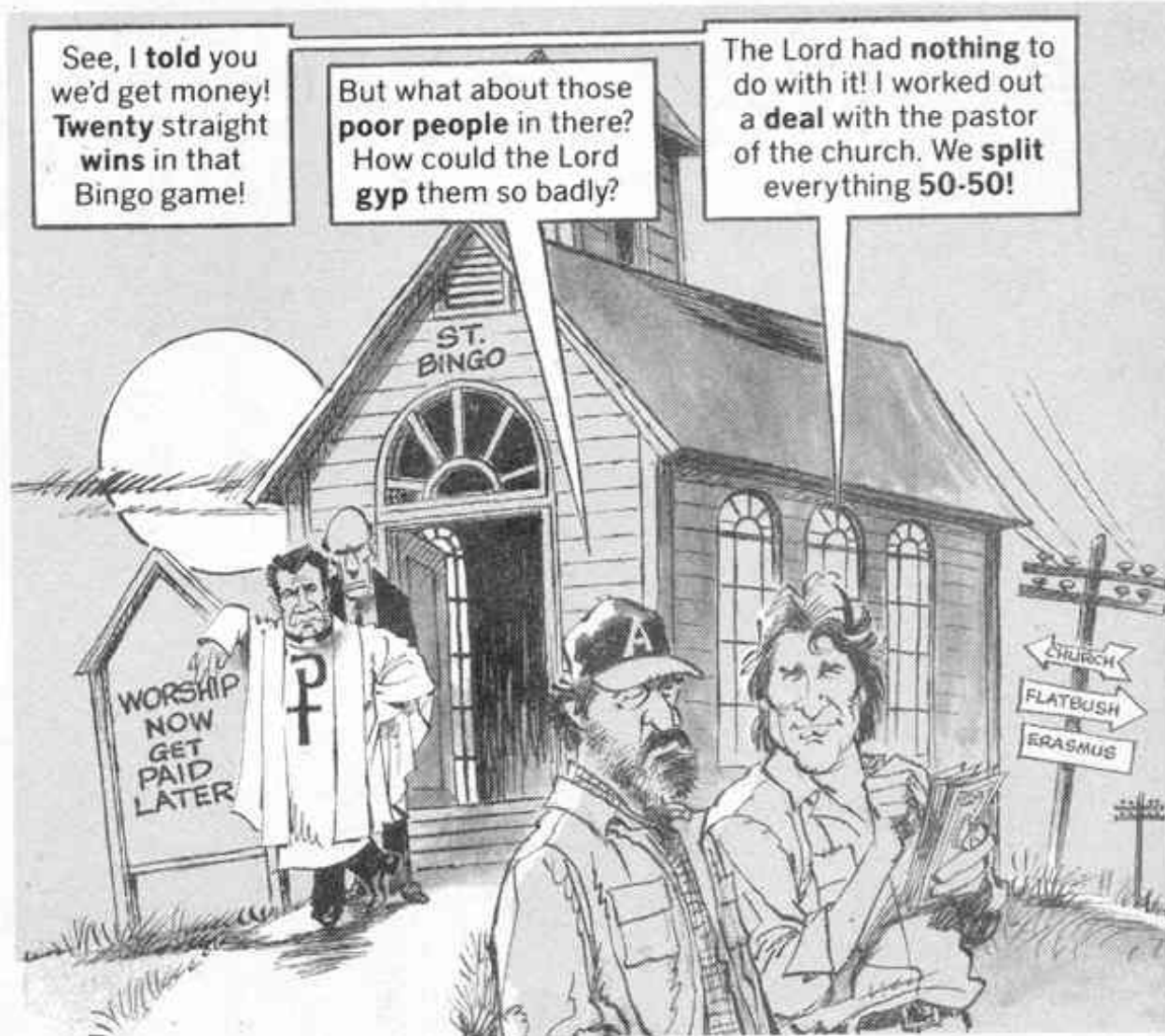
HIGHWAY TO HEAVING



Yawnaton, we don't have a **cent**! How in **Heaven's Name** are we going to survive this week?!!?

The Lord acts in **strange ways**, Murk!

You act in strange ways, too! But **how** is that going to get us any **money**?



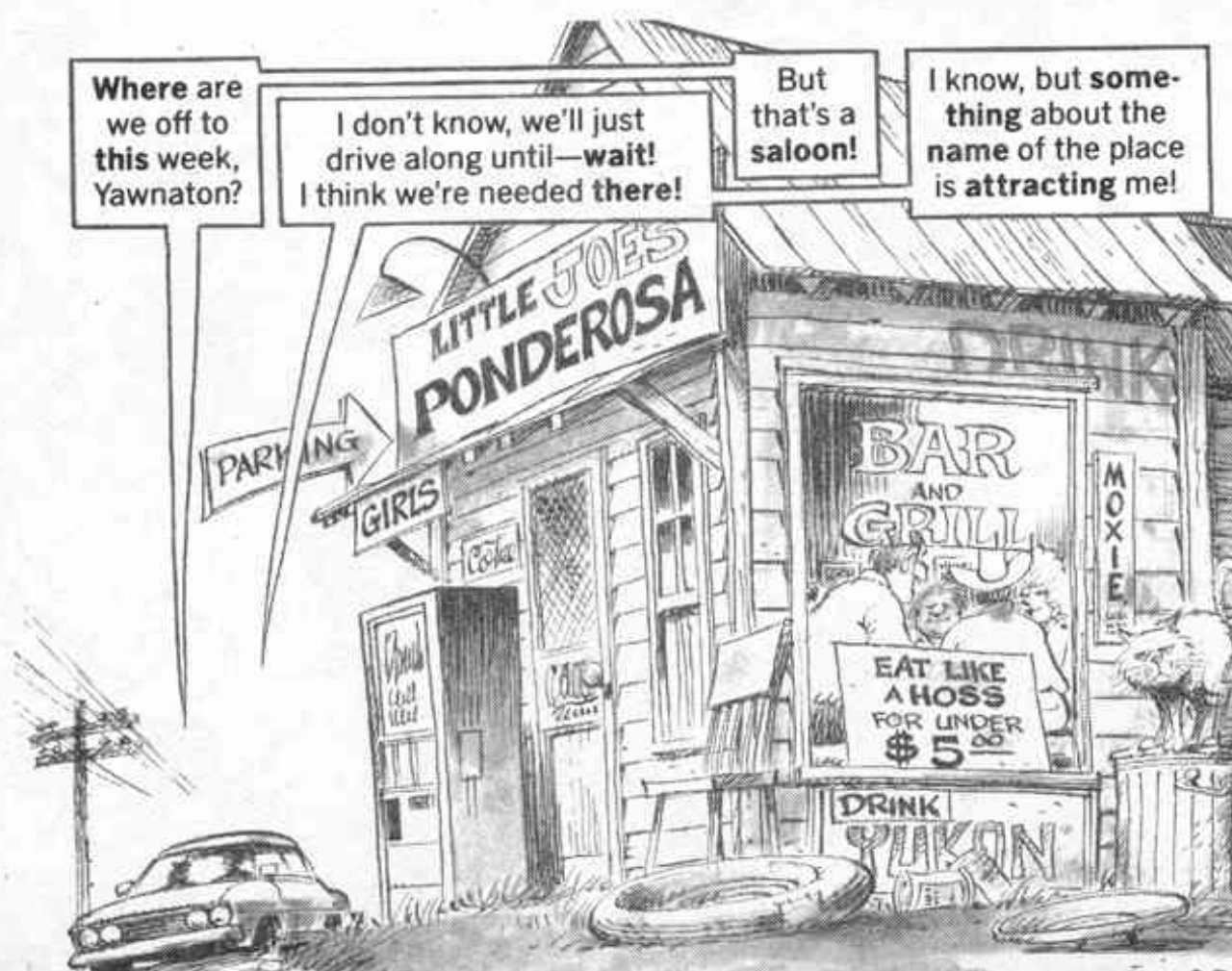
See, I **told** you we'd get money! **Twenty** straight wins in that Bingo game!

But what about those **poor** people in there? How could the Lord **gyp** them so badly?

The Lord had **nothing** to do with it! I worked out a **deal** with the pastor of the church. We **split** everything 50-50!

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

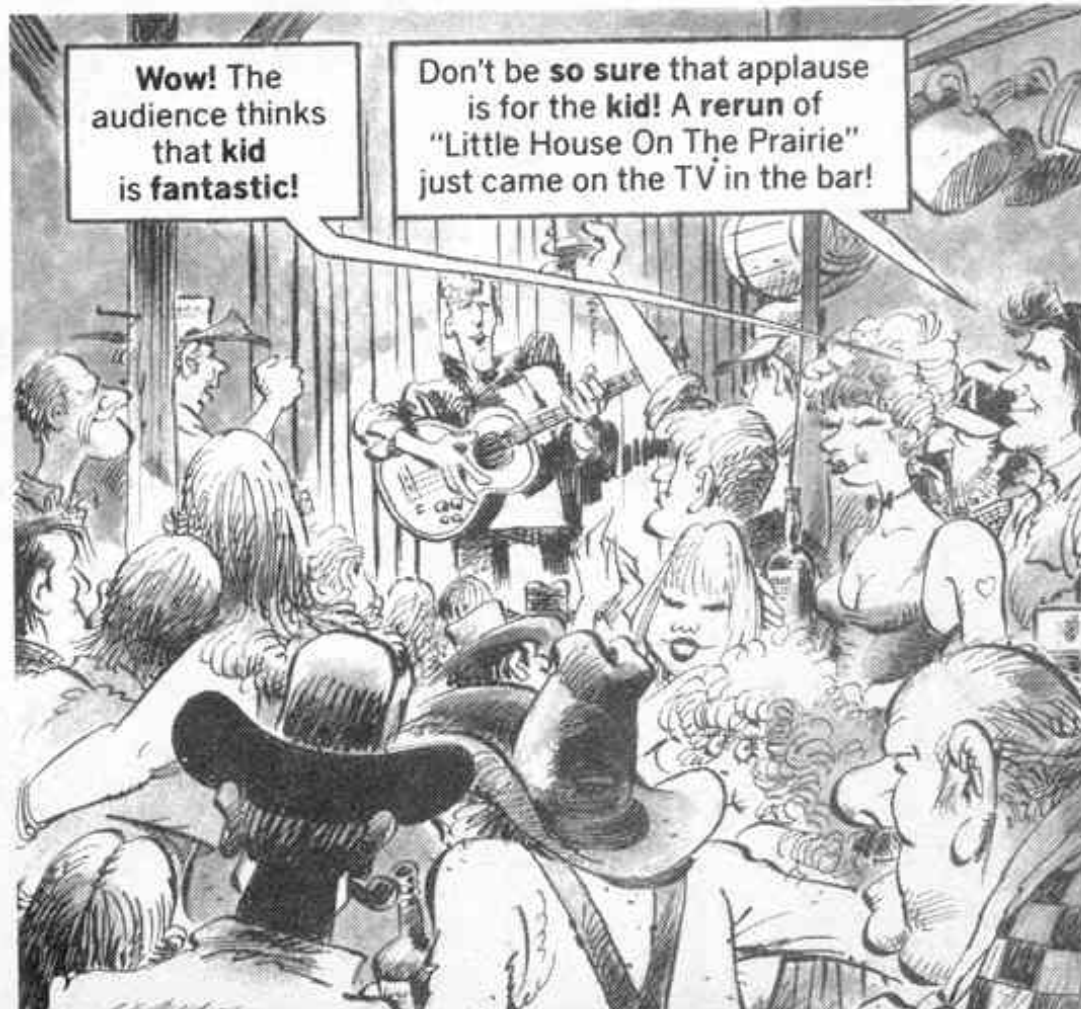


Where are we off to **this** week, Yawnaton?

I don't know, we'll just drive along until—**wait!** I think we're needed **there!**

But that's a **saloon!**

I know, but **some-**thing about the name of the place is **attracting** me!



Wow! The audience thinks that **kid** is **fantastic!**

Don't be **so** sure that applause is for the **kid**! A rerun of "Little House On The Prairie" just came on the TV in the bar!

Listen, kid. You heard the **applause** and **screaming** for encores after you performed. I'll **level** with you. You're **average**. But I'll take a **long-shot** and put you under a **200-year, iron-clad** absolutely **unbreakable contract**.

Gee, **under contract**, I don't know.

Maybe you'd **prefer** being an **underground** rock star?

You mean playing **small select clubs**?

No, I mean an **UNDERGROUND** rock star! Like **Elvis**!

Gulp! "**under contract**" sounds **great**!

The percentage will be the **usual 15%**.

Well, at least that's **fair**! I'll **gladly** give you **15%**!

Wise up! The **15%** is for **you**! Here, sign this!

OOPS!



Sorry I **slipped**!

We're **cooks**. We'd like to **work** for you.

Soul Food! But we also make a mean **Angel Food Cake** with **Miracle Whip**!

Bite your **tongue**!

Who in **God's** name are you?

What's your **specialty**?

Hmm. **Different**! You're **hired**! What the **hell**!

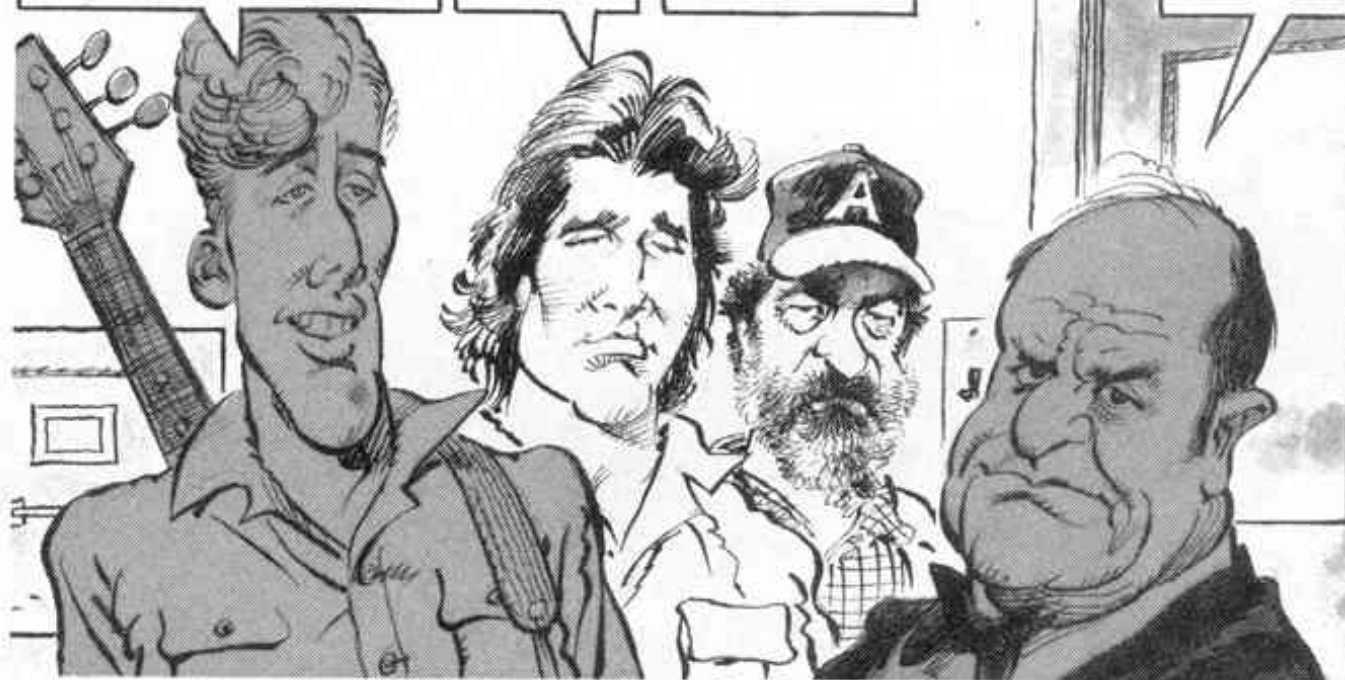
Mr. **Ripoff**, now that I'm **under contract**, can I have an **advance** on my **salary**? My family missed **one** rent payment in **25 years** and we now face **eviction**!

That must be some **rotten** landlord!

I'm the **kid's landlord**! He failed to say that I **already** gave him **one extension**!

Yes, but **two hours** isn't much **help**!

Sure, throw my **generosity** back in my **face**!



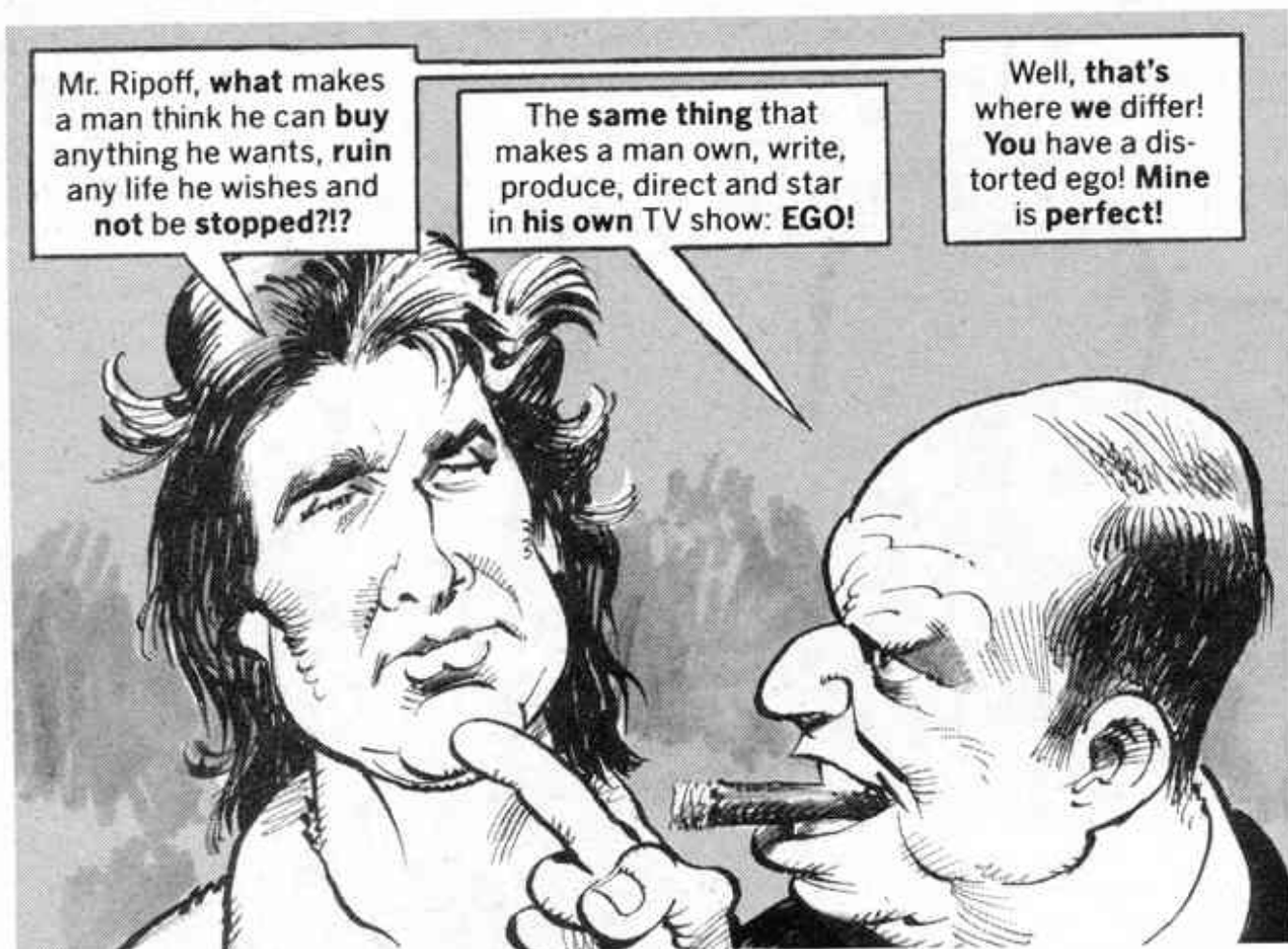
You see, my father's **out of work**. I go to **school** during the **day** and **sing** here at **night** and **work** week-ends as a **janitor** and my grand-mother has a **horrible** disease...

OK! OK! I appreciate your trying to **cheer me up**! I'll give you **another two hour extension**!

I see you have plans here for a **nursing home**! Then you're **not** the horrible person everyone **says** you are!

Those are the **OLD** plans for the **Varicose Lane Nursing Home**, which I just bought. These are the **NEW** plans to turn the home into the **Dacey Gambling Casino**!

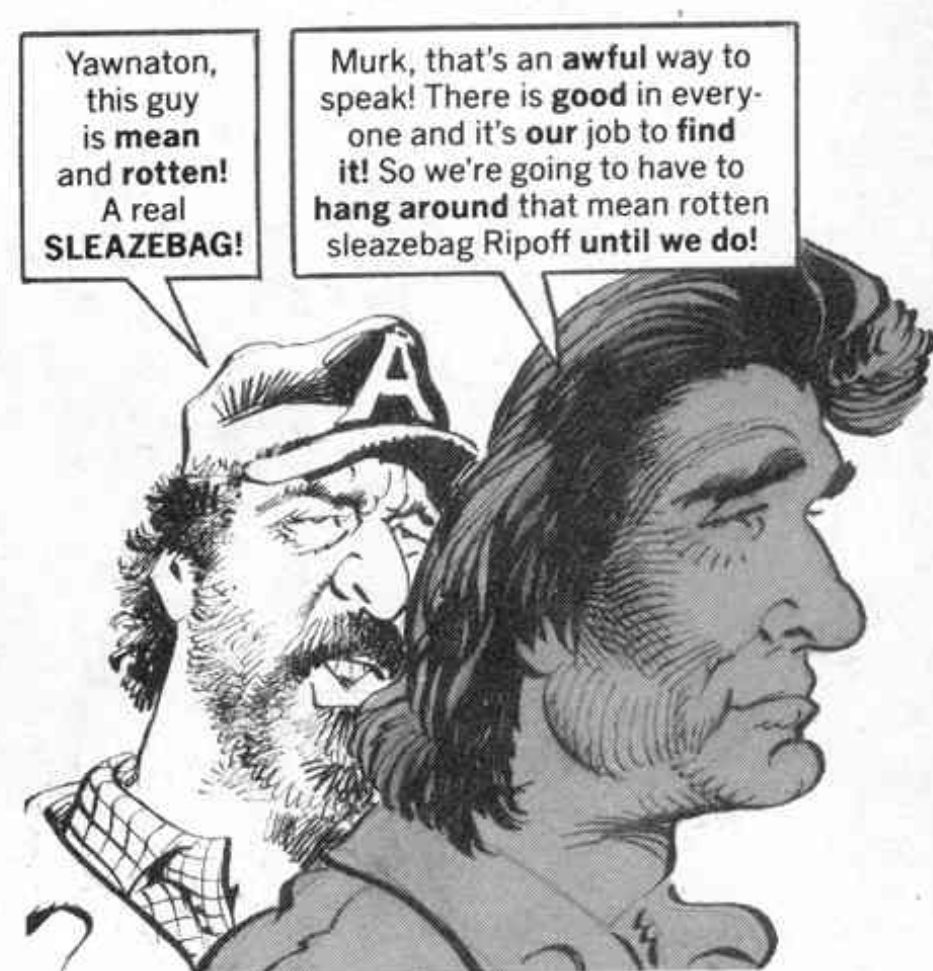




Mr. Ripoff, **what** makes a man think he can **buy** anything he wants, **ruin** any life he wishes and **not be stopped???**

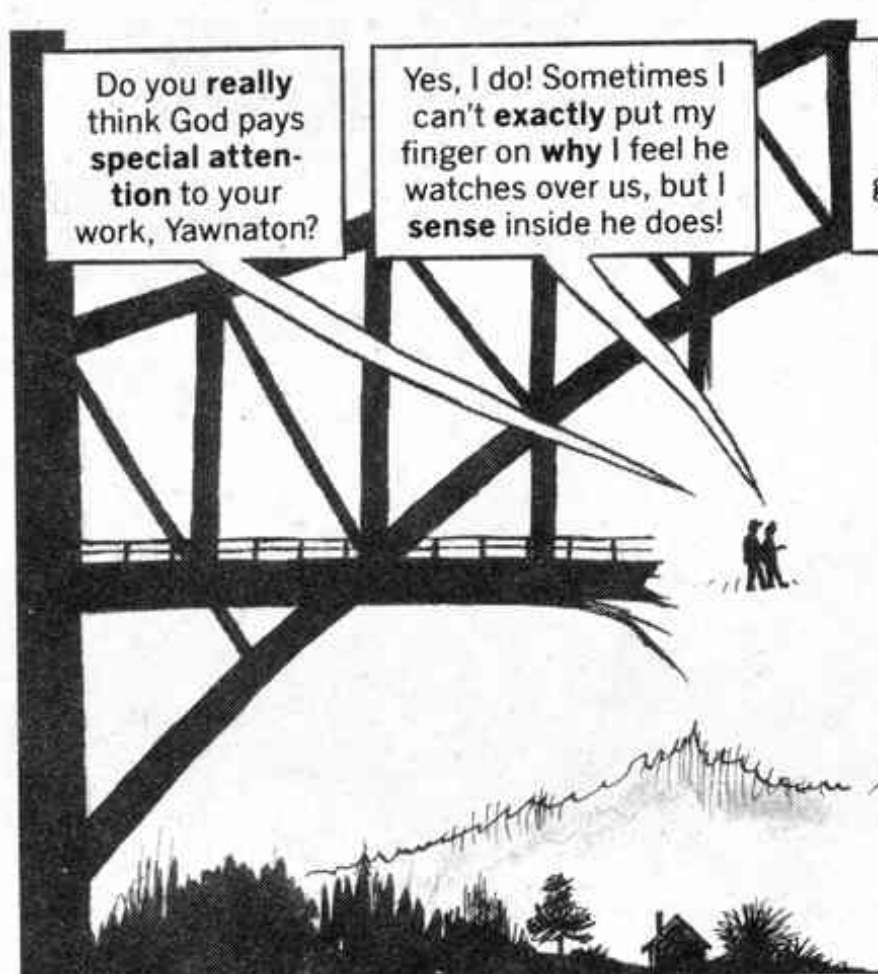
The **same thing** that makes a man own, write, produce, direct and star in his own TV show: **EGO!**

Well, that's where **we** differ! You have a distorted ego! **Mine** is perfect!



Yawnaton, this guy is **mean** and **rotten!** A real **SLEAZEBAG!**

Murk, that's an **awful** way to speak! There is **good** in everyone and it's **our** job to find it! So we're going to have to **hang around** that mean rotten sleazebag Ripoff until **we** do!



Do you **really** think God pays **special attention** to your work, Yawnaton?

Yes, I do! Sometimes I can't **exactly** put my finger on **why** I feel he watches over us, but I **sense** inside he does!

How is it going, kid?

Great! My first album went **gold** in **two days!**

Are you at least getting your **15%**?

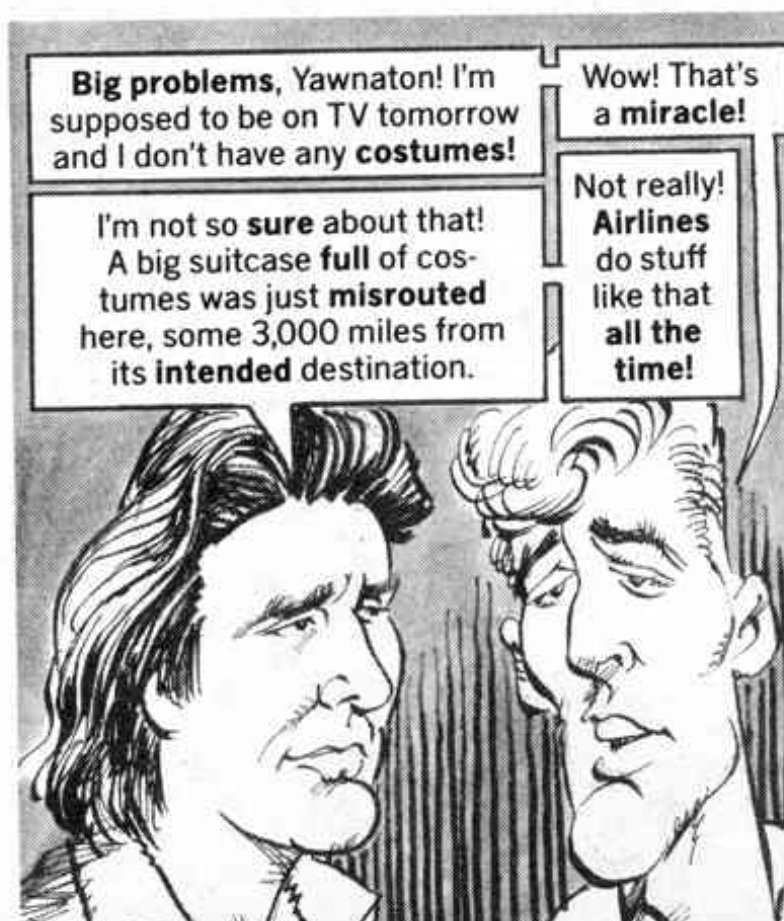
No, Mr. Ripoff says my **15%** goes toward paying for **publicity, ads, greed, extortion...**

There's **more** to show biz than you **realized**, Billy Joe!



Ripoff, I've been going over **your books**. You pay your help **\$1.00** an hour. That's **illegal!**

They **have** to be paid **illegally**, you fool! They're **illegal aliens!**



Big problems, Yawnaton! I'm supposed to be on TV tomorrow and I don't have any **costumes!**

I'm not so **sure** about that! A big suitcase **full** of costumes was just **misrouted** here, some 3,000 miles from its **intended** destination.

Wow! That's a **miracle!**

Not really! **Airlines** do stuff like that **all the time!**



These are **great** costumes! I just wish they had something for a **boy!**

Cute, real cute, **Boss!** Next week, your part is gonna be even **smaller!**

Those costumes worked for **Prince** and **Boy George!**

So far, you've made **five million dollars** from Billy Joe Bob and he's earned **\$53!**

There **must** be something **wrong!** How did he come away with that kind of money?!

You know, if Billy Joe ever **got out** of his contract, you'd be in **big trouble!**

Go ahead, **try** and find a **loophole!**

OK, how about clause 1,432: "This contract can be **cancelled** by Billy Joe, without penalty during an **elephant stampede** on **Thursdays** at **1 PM.**"

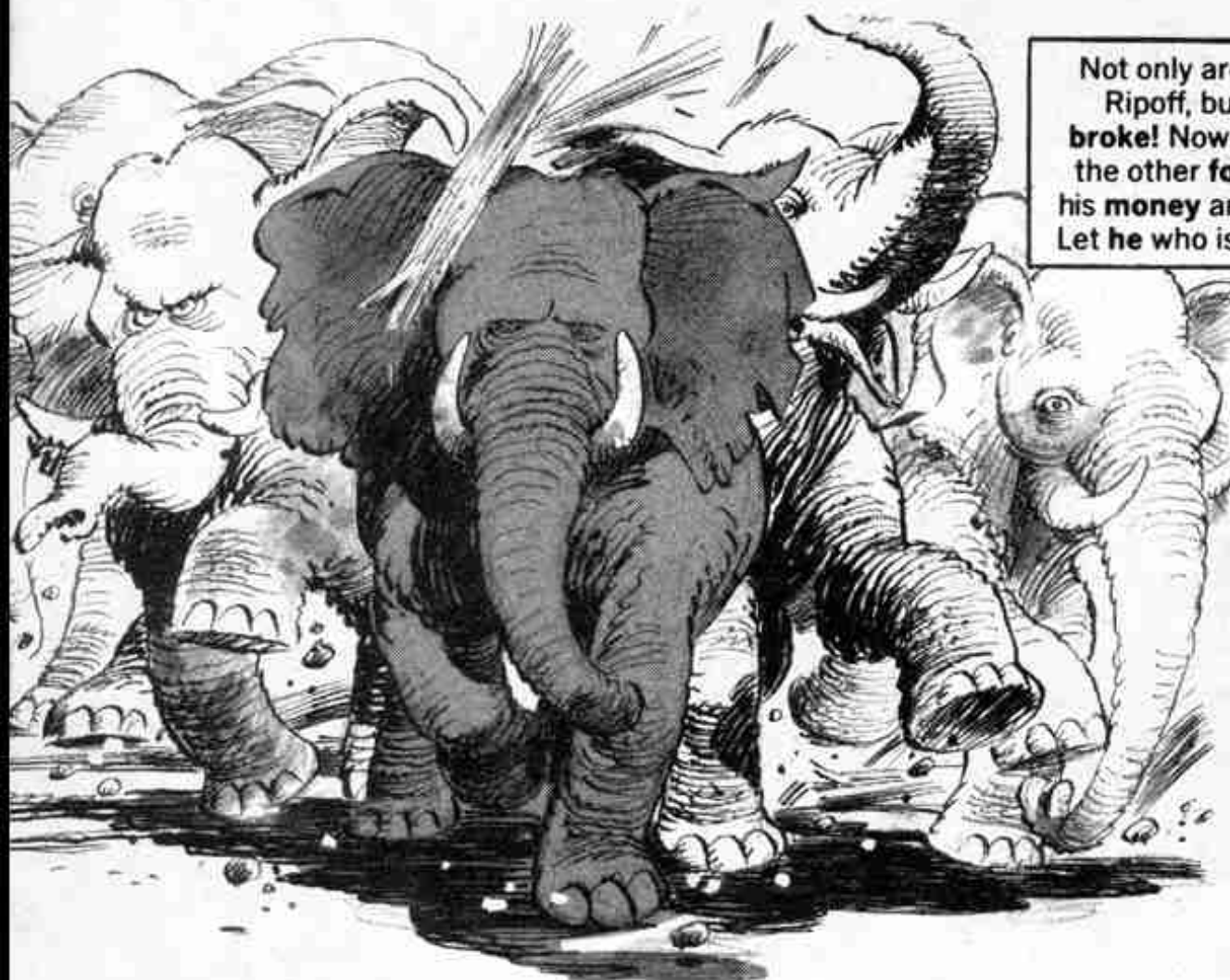
How'd that get in there?!

You made a **slip!** Well... actually I made a **slip**, 13 panels back. See for yourself. Call it a **miracle!**

Well, I can't **worry** about a **stupid clause** like that!



GOOD AFTERNOON. IT'S THURSDAY, 1 PM.



Not only are you **flat**, Mr. Ripoff, but you're **flat broke!** Now the **shoe** is on the other **foot!** A **fool** and his **money** are soon **parted!** Let **he** who is without **sin...**

HELP! HELP!

Don't **worry**, The elephants won't **come back!**

I didn't mind the **elephants!** It's this **lunatic** and his **sickening clichés!** I think I'm gonna **barf!**



OK kid, you're **out** of your contract. **All** the money you made is **yours.** And **somehow** the **IRS** got hold of my books. I'm **broke** and without a **job.**

You can come work for me!

What? After the way I **treated** you?!

I say, "**Forgive** and forget" ... "**Turn** the other **cheek**" ... "**He** who is without **mercy...**"

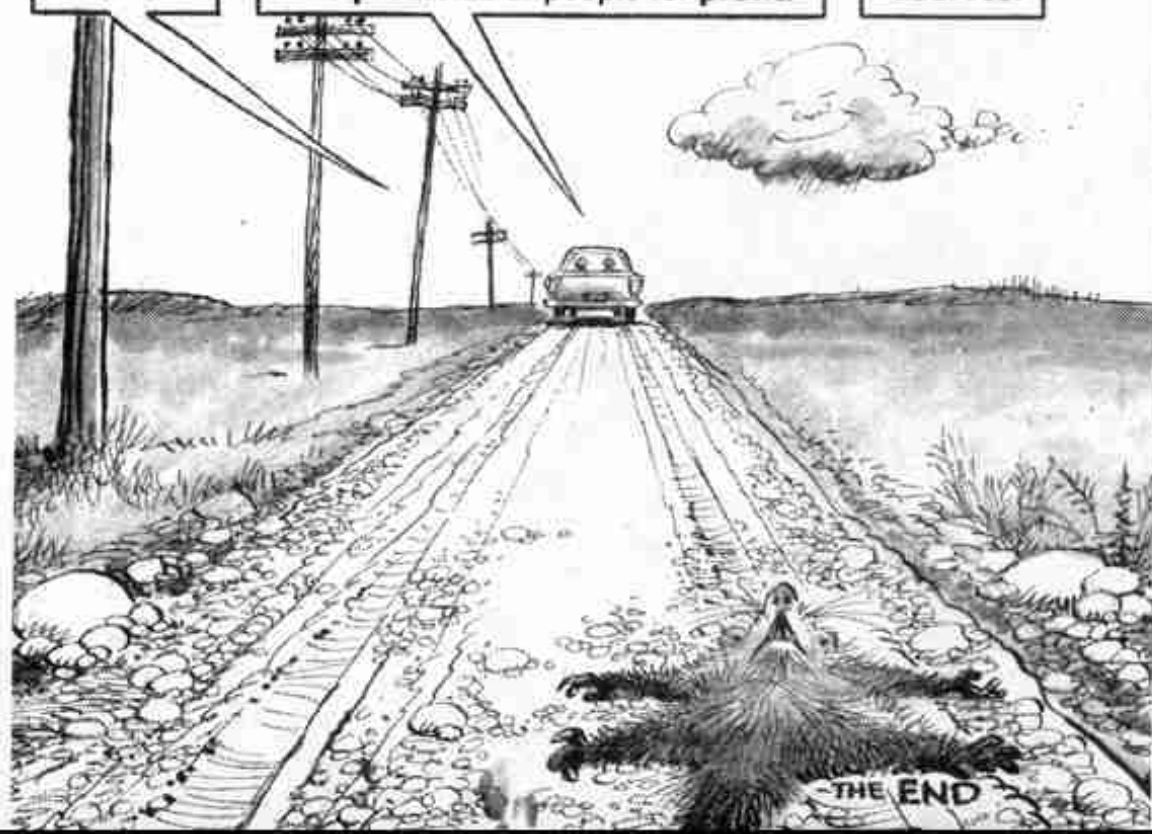
Oh no! Another **convert!** **HELP!**



Where to **next**, Yawnaton?

The **Boss** just gave me the address of another **creep** who's **exploiting** the **problems** of people for **profit.**

But Yawn-aton, this is **YOUR** address!



THE END

**WHAT'S THE
REALLY HOT
COMMODITY
IN THE
WORLD
TODAY?**

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

We all like to get in on a good deal. To find out what one of the hottest values of the day is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



WRITER AND ARTIST:
AL JAFFEE

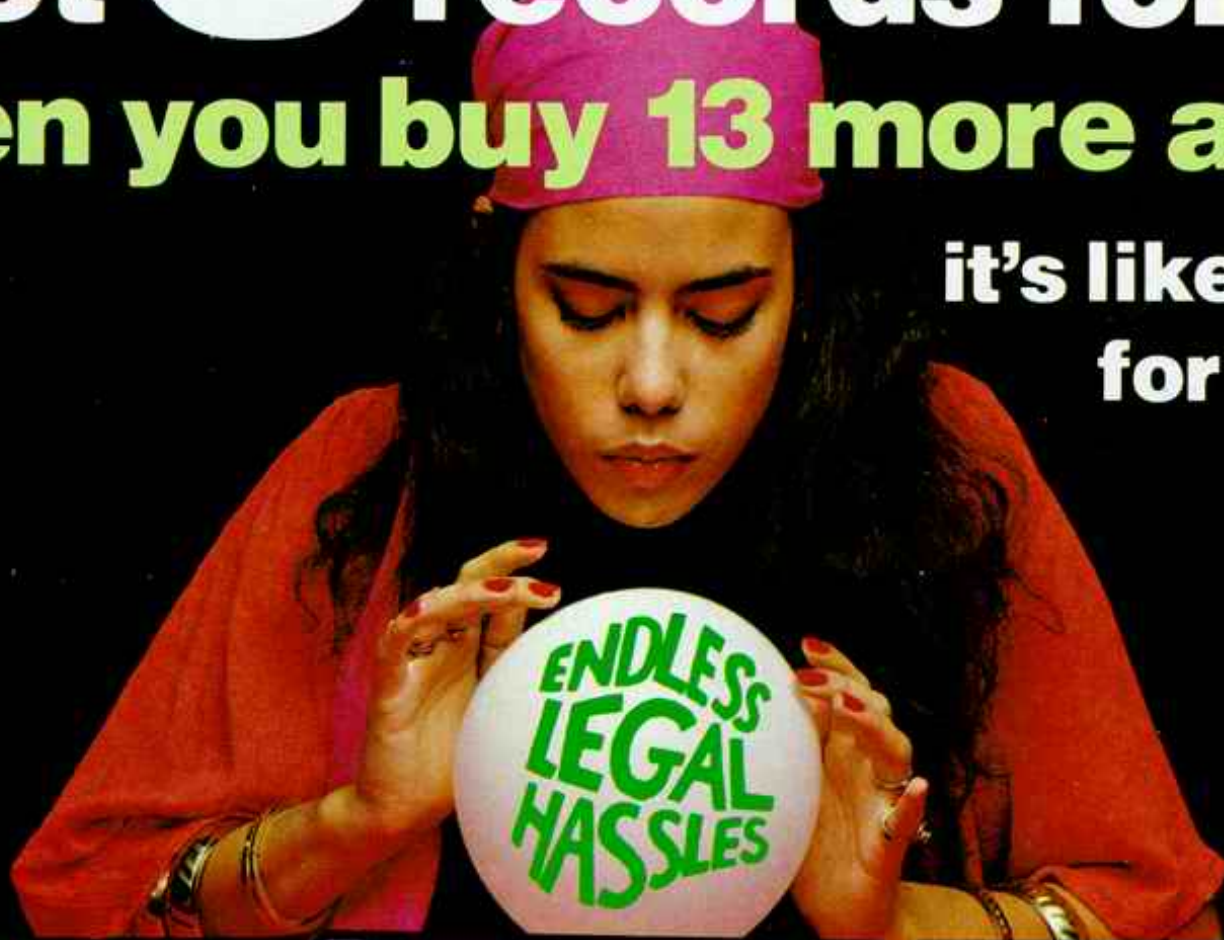
**REAL WHEELER DEALERS DON'T BLINDLY INVEST IN STOCK
CONCERNS. THEY LOOK FOR QUICK RESULTS THROUGH EXPERT
TIPOFFS AND ONLY PUT MONEY IN GET RICH QUICK RACKETS**

A▶

◀B

get 8 records for a penny! when you buy 13 more at club prices!

it's like getting 21 albums
for the price of 57!



FRANK SINATRA **WARPED**
SHUT UP AND LISTEN 008219

SIMON AND GARFUNKEL **PATHETIC**
WE HATE EACH OTHER 454343

JERMAINE JACKSON **CRAPITOL**
Living Off My Brother 879236

TOM JONES **SWILL BROS.**
THE SLACKS I'VE WORN 006900

THE BLEACH BOYS **LOWTOWN**
HELP ME LAUNDER 622282

WILLY NELSON **GOOFEN**
Old And Scuzzy 821420

Elvis Presley **BADCO**
STILL BURIED AFTER ALL THESE YEARS 000006

CYNDI LAUPER **GOOFEN**
SHE'S SO UNTALENTED 650237

ZZZZZZ TOP **A&P**
TIRED TEXANS 606060

JUICE NEWTON **K-SMELL**
FROM CONCENTRATE 752768

GEORGE STEINBRENNER **EPECCH**
I OWN THE WORLD 381929

DIONNE AIRWICK **WARPED**
LOVE STINKS 987654

JOE COCKER **SWILL BROS.**
INCOHERENT MUMBLING 845789

Ozzie Osbourne and Willie Nelson **EPECCH**
THE OZZIE NELSON TOUR 8143687

Bad Company and Huey Lewis And The News **K-SMELL**
BAD NEWS 922713

HENRY MANCINI **LOWTOWN**
Slow Boring Songs 537866

Lionel Itchie **CRAPITOL**
THE RASH OF LOVE 853536

A C / DC **BADCO**
P.U./N.G. 246800

JERRY MATHERS **A&P**
SATURDAY NIGHT BEAVER 136901

BRUCE STRINGBEAN **EPECCH**
GROWN IN THE U.S.A. 322032

LUCIANO PAVAROTTI **LOWTOWN**
THE SONGS OF DOM DELUISE 686213

DURAN DURAN DURAN **CRAPITOL**
REDUNDANT 175588

Donald Trump **A&P**
EVE OF CONSTRUCTION 444444

THE CHIMPMUNKS AND JULIO IGLESIAS **K-SMELL**
TOGETHER AT LAST 533633

CHICAGO 17 **CASIMIR**
PHILLIES NOTHING 111113

MENUDO **BADCO**
GREATEST ZITS 250624

CULTURE CLUB SANDWICH **GOOFEN**
DO YOU REALLY WANT TO EAT ME? 462910

TWISTED SISTER **SWILL BROS.**
LOUD UNTALENTED GUYS 135791

JESSE HELMS **PATHETIC**
THE WHITE ALBUM 222122

TEARS FOR BEERS **WARPED**
EVERYBODY WANTS TO BREW THE WORLD 457023

HERE'S HOW TO JOIN! First, lock yourself in your room. That way no one will be able to tell you how bad record clubs are and talk you out of becoming a member. Next, choose any 8 selections from the list of forgettable albums on this page and send us a check or money order for one measly penny (Do NOT send cash). In exchange, we will force you to buy 13 more bad-selling records or tapes at regular club prices which are currently \$19.98 to \$99.98*—plus shipping and mishandling.

IT'S EASY AND FUN! Every month we choose a record which no one has ordered in the last decade to be our "selection of the month." If you want the "selection of the month," do nothing. It will be sent to you automatically. If you *don't* want the "selection of the month," too bad! We'll send it to you anyway and you'll have to go through the trouble and expense of returning it. When we receive it we'll make it our *next* "selection of the month" and send it back to you—and we'll continue doing this until you finally break down and buy it!

EXCITING "MEMBERS ONLY" BENEFITS! Join now and we'll send you our exclusive club newsletter jam packed with threats of the legal action we will take should you fail to fulfill your enrollment agreement. You'll also get these other exciting benefits: Hassles with the post office... Years of aggravation and inconvenience... Bewilderment as to why you ever *became* a music fan!

AND HERE'S A SPECIAL BONUS! No matter what you've read in this ad so far, you'll be required to buy at least 8 more albums than we've led you to believe. *8 albums!*

FREE 10 DAY NO-RISK OFFER! Actually, there is no free 10 day no-risk offer, but we wanted those words to appear on this somewhere.

JUST IMAGINE! Records you could buy much cheaper in any store, shipped right to your front door in damaged condition. What could be more convenient? *Join Today!*

*Records and tapes that are playable on audio equipment sold in the United States may cost more. We hope you don't read this. That's why it's in such small print at the bottom of the page.

The Integrity Record Club 33 1/3 Stylus Ave. Turntable, IN 04578

Yes! I'm a glutton for punishment. Please accept my membership in the Integrity Record Club. I agree to the confusing terms outlined in this ad and will buy as many records as you want me to for as long as I live. I am fully aware that I am trapped and will never ever get out of this club. *I am your slave.*

My Main Musical Interest Is: **INDICATE YOUR SELECTIONS HERE:**

- ☐ Danish Funeral Marches
- ☐ Songs Heard In Elevators
- ☐ Game Show Themes
- ☐ Beer Jingles
- ☐ Midget Opera

Name _____

Address _____

City _____

State _____ Zip _____

PHOTO: IRVING SCHILD

WRITERS: CHARLIE KADAU & JOE RAIOLA