

GOLDEN GIRLS YOUNG SHERLOCK HOLMES JEWEL OF THE NILE

No.  
263  
June  
1986

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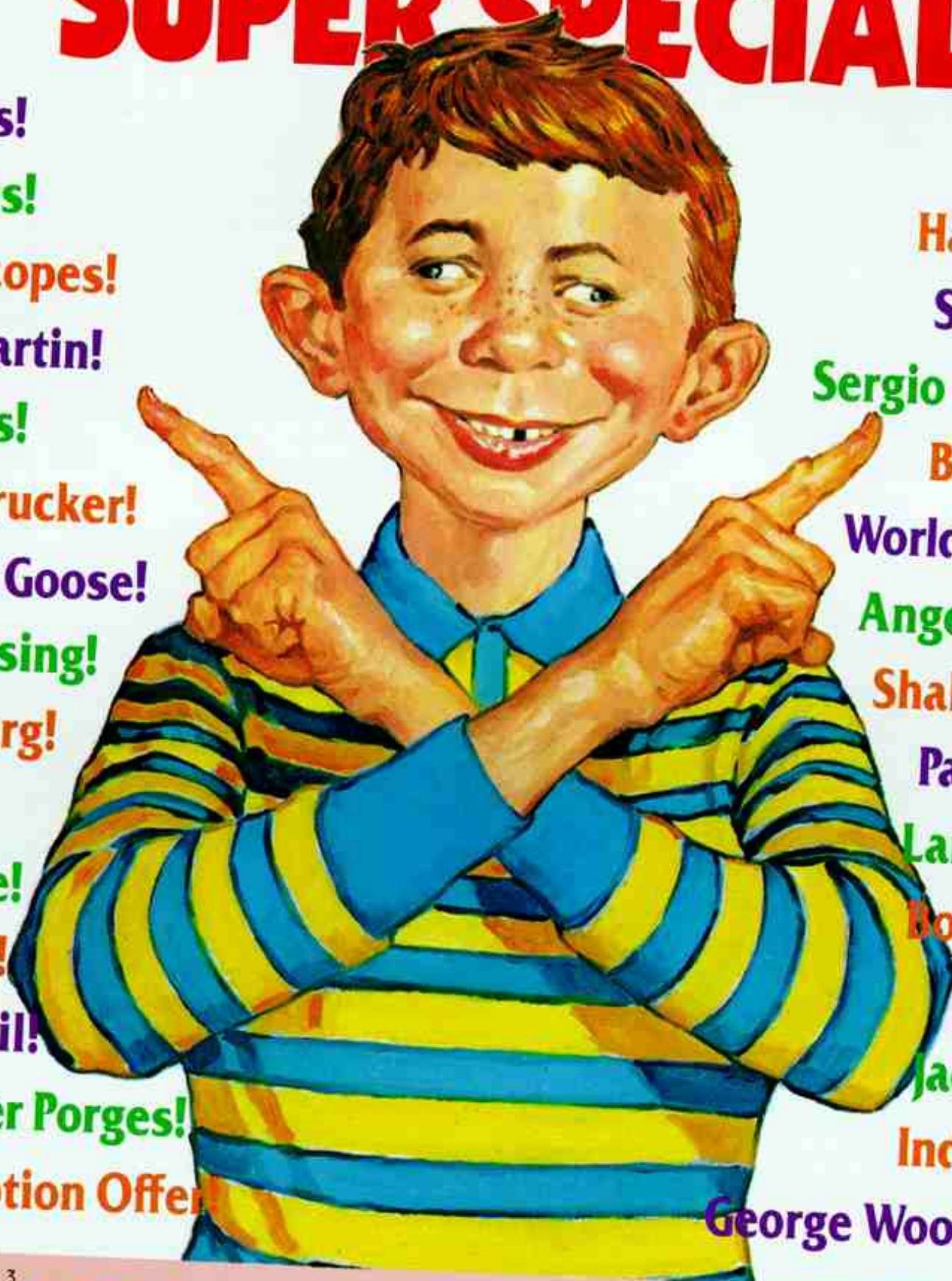
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# MAD

"In the past we blamed bad people on the environment, now we blame the environment on bad people!"  
—Alfred E. Neuman

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

**CHARLIE KADAU, JOE RAIOLA, SARA FOWLER** editorial assistants

**DICK DE BARTOLO** creative consultant

**JACK ALBERT** lawsuits

**ANNE GRIFFITHS** logistics

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

**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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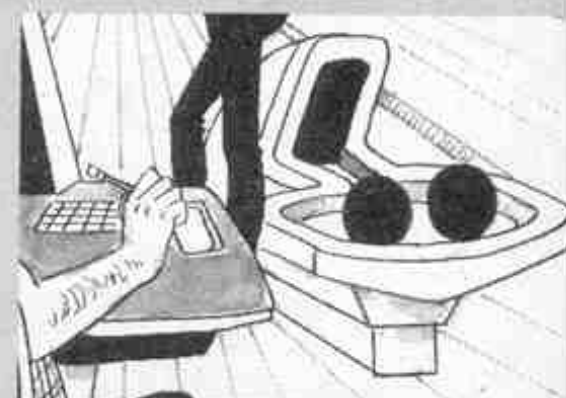
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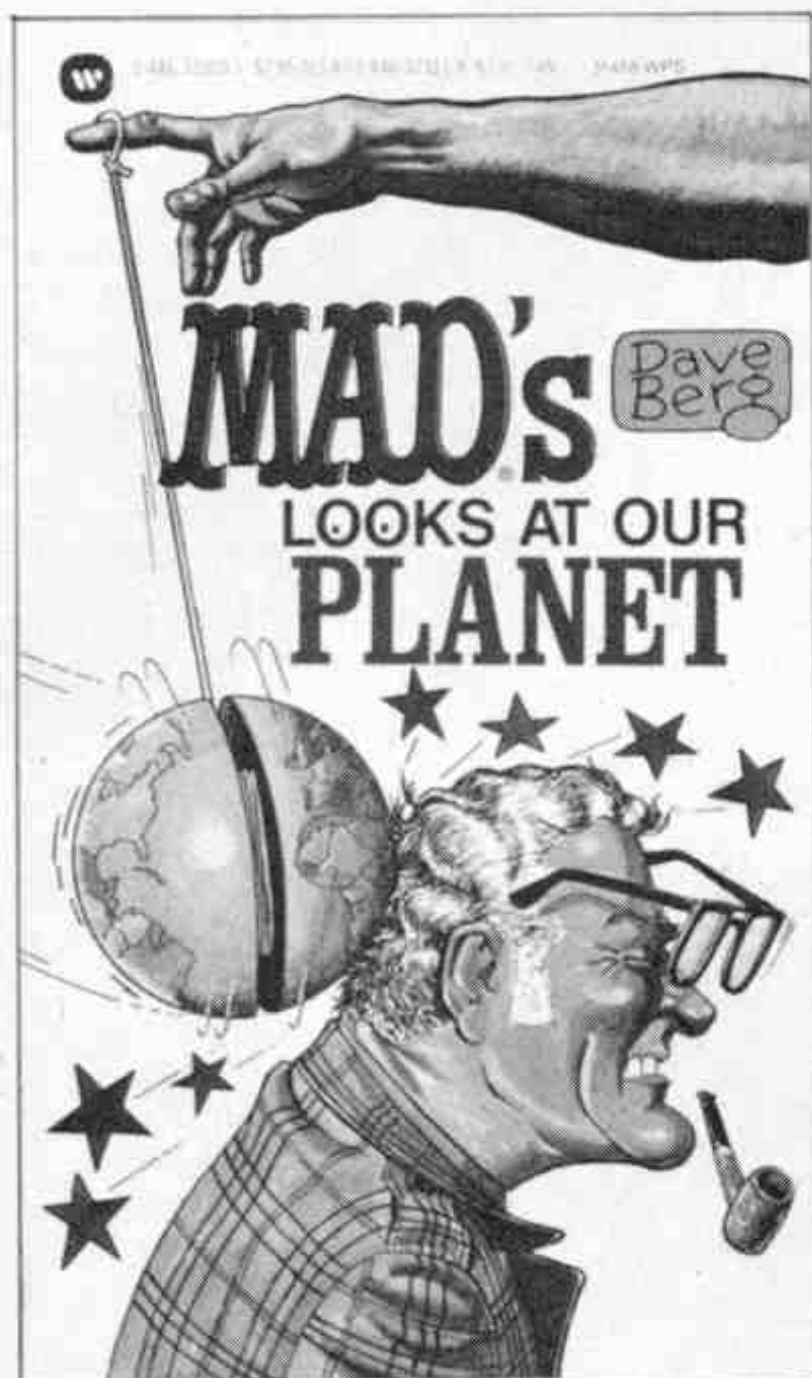
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# WHAT ON EARTH IS GOING ON 'ROUND SPHERE???

## HUMOR IN A GLOBULAR VEIN!



"He doesn't know his  
asteroid from Uranus!"  
—Mr. Spock

"Berg is out to launch!"  
—Carl Sagan

**ORBITING AROUND YOUR  
NEIGHBORHOOD BOOKSTORE  
NOW!**

## POSITION WANTED

Yessiree, we'd sure love to be in the position where we no longer have to offer these full-color portraits of Alfred E. Neuman, MAD's "What Me Worry" kid, for 60¢ each (3 for \$1.25, 9 for \$2.55, 27 for \$5.15 or 81 for \$10.35!)—but unfortunately we're stuck with too many! So here we go again. Mail money to: MAD, 485 MADison Ave., NY, NY 10022.



### LETTERS AND TOMATOES DEPT.



### IS MAD HEREDITARY?

In the 1950's I was an avid MAD reader, and it took me years to shake off the side-effects of my MAD addiction. Last week, while shopping with my daughter Jamie, I lost sight of her for a minute. When I found her, she was literally curled up inside the magazine racks reading MAD and laughing hysterically. She still hasn't stopped talking about it, so, despite my better judgment, I promised to get her a subscription. I think I might even sneak a peek at it myself!

Eric Geller  
Chestnut Hill, MA

### RIGHT ON TARGET?

I finally found the perfect use for all my old MAD Magazines.

Mike Jones  
Cranford, NJ



Old MAD Magazines...Get The Point??

### "MURDER" AND "VICE"

Did you ever catch the criminals who smuggled all the humor out of your "Miami Price" satire?

Dana Rodman  
Boston, MA

Yes, and we're happy to report that both jokes were recovered with the punch lines intact!  
—Ed.

The *real* crime in "Murder She Hopes" was committed by Angelo Torres and Dick DeBartolo! Unfortunately, they are both repeat offenders.

Ash-Lee Green  
Amarillo, TX

You'll be happy to learn that because of his work on "Murder She Hopes," Angelo Torres was convicted of MADslaughter and DREW a five year sentence in the PEN. Writer Dick DeBartolo was convicted of ARMED RIBBERY and is now doing time in a HALF-WIT House.  
—Ed.

### AN ABBREVIATED LETTER

Regarding "MAD's Personal Ads" in issue #261: IHYP A, GTH, FYW DMYP!

DC  
KC, MO



John Laris of Bremerton, WA sent us this editorial cartoon which recently appeared in the Seattle Post-Intelligencer.

## MAYOR MAY NOT...

In MAD #261, your article "MAD's Great American Scavenger Hunt" called for a picture of the mayor of Spartanburg, South Carolina with the Rolling Stones. The picture of Mayor Lewis Miller is enclosed from the Spartanburg Herald-Journal. Do I get half credit?

Larry T. Blain  
Inman, SC



Mayor Lewis Miller Of Spartanburg

## YUPPIE LOVE

Your article "The MAD Guide To Yuppies, Yullies and Yuffies" was the most accurate profile of American lifestyles that I have seen in a long time. Frank Jacobs did make one very serious mistake, however: Yuppies do *not* chlorinate their birdbaths...we fill them with Perrier!

Kurt Priebe  
Renton, WA



## MORON MAIL

A lot of foods list an ingredient called "riboflavin" on their packages. Is riboflavin a real nutrient, or just another goofy name you MAD writers made up like "potrzebie", "Veeblefretzer" and "Qwerty"?

Mike Berryessa  
San Jose, CA

Good question. For your information, riboflavin is a real word and our staff has found many things that use the name riboflavin. One of the recently discovered moons of Uranus is named Riboflavin. A riboflavin is also the device used to skim the scum off the tops of swimming pools. Riboflavin is the name of a character that appears in the book, but not the movie, "The Color Purple." It is also the nickname for the cut man of boxer Chuck "The Bayonne Bleeder" Wepner, Edward "Riboflavin" Sanbog. And, of course, riboflavin is a method of birth control frequently advocated by Dr. Ruth Westheimer. —Ed.

Please Address All Correspondence to:  
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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 periscope!

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I'm **Roger Ebores!** And across the aisle from me is film critic **Gene Sissy!** Today we're going to review two films: "**Death On The Nile**" and "**Young Frankenstein**"!

I suggest that you get your **eyes checked, Roger!** Look at our assignment sheet! We're reviewing "**Fools Of The Nile**" and "**Young Sureschlock Homely**"!

Well... **big deal!** I'll just **make up** my reviews based on the **clips** we're about to show!

Just like you **always** do, Roger!

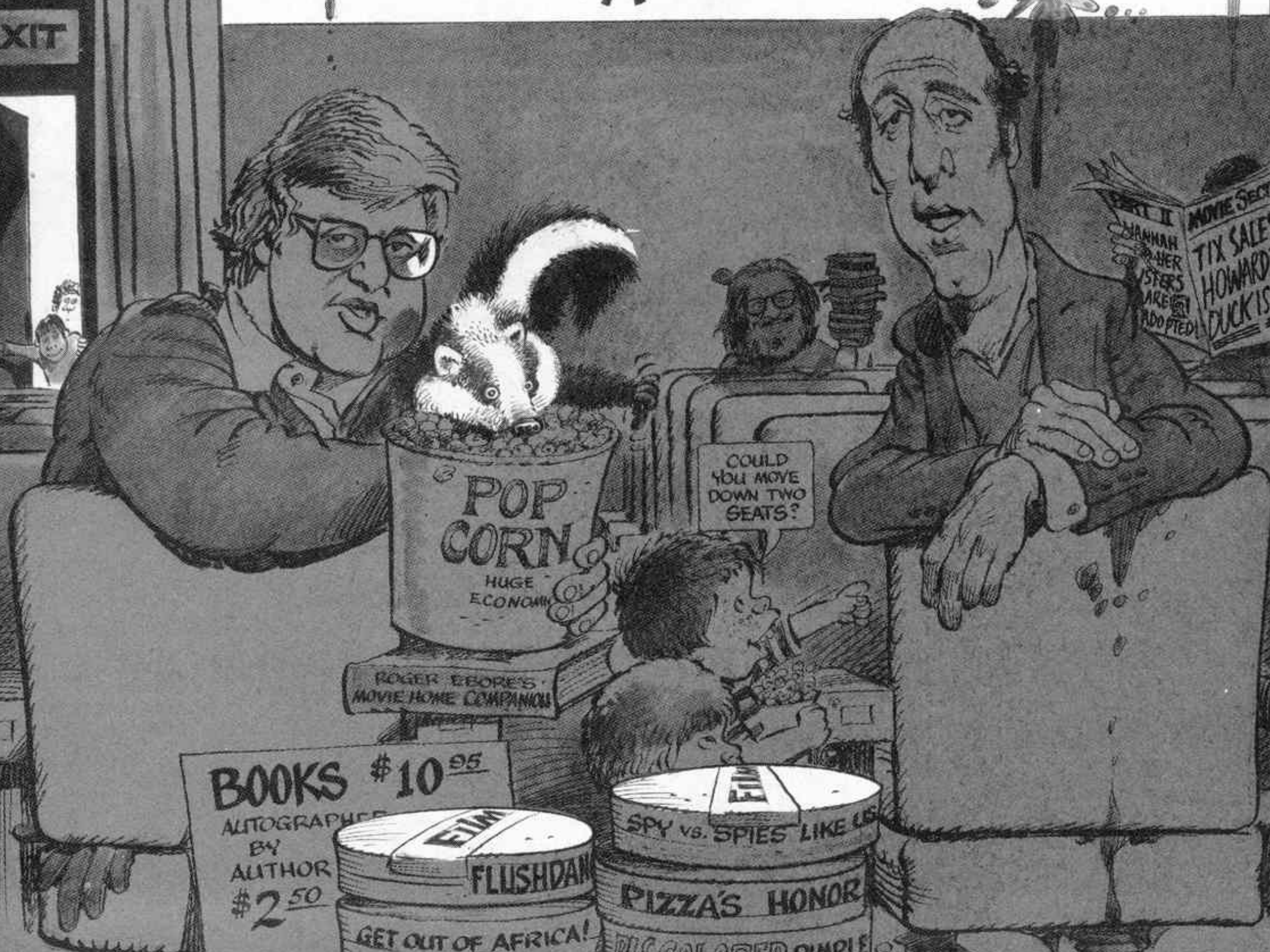
Yes, Gene, don't **WE!**

# The **FOOL** of the Nile



TITLES BY  
MARTIN DRUCKER

EXIT





It's **not** working, Jock! I **hate** my new novel so much I just threw my **typewriter** and the final page **overboard!**

The **fish** hate it, too! Here comes your typewriter back up! **DUCK!**

Let me **introduce** myself, Moan Wildone. I'm **Omar Shariff!** Come with me to **Africa** to write my biography! I will pass a **law** that any of my people who do not buy the book will be **tortured** and put to **death!!**

**Wow!** Talk about **guaranteed sales!**

That would be **impossible!**

But wait... I can't go without my **best friend and lover!**

OK, give me five minutes to say **good-bye** to **what's-his-name!**

WE LOVE THE U.S.  
30 THOUSAND AWACS FOR OMAR SHARRIFF... YOU GOT IT!

It's **Rogue!** What are you doing here?!!?

I came to collect my **share** from the sale of the **Stone!**

Sorry! We only carry **plot lines** from one movie to another! Not **financial agreements!**

Then I want a **piece** of the **sailboat!**

Take as many **pieces** as you want!



ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

You **must** come with me! Moan is in **great danger!** Omar lusts after **power, money** and the **flesh!**

**Big deal!** What are his **bad traits?**

Go **anywhere** you want, talk to **anyone** you like, take pictures of **anything** you wish! Just as long as you don't go **outside** this **door** or those **windows!**

Thank goodness Omar didn't rule out **crashing** through the **floor!**

I'm glad you **dropped in!** We **must** stop Omar or he will rule all of **Africa!**

**Wow!** Why stop him!? Do you **know** what that will mean for my **book sales!**

**CRASH!**

Now I don't want to give away **too much** of the **plot**, but Moan escapes from the palace with that guy we just saw who turns out to be **The Jewel Of The Nile**, and they keep ahead of the chasing Omar through a **sandstorm** and a wacky runaway **airplane** scene!

And did I mention that Rogue joins the **Suefrees** and then goes on to **rescue** Moan and Jock?

If you tell them **any more** of the **plot**, they can just mail **you** the admission charge and **stay home**! Let's get **back** to the movie!

Well this looks like the **end**! Will you **marry me**?

How come you ask me **now**?

I figure it can't be **much worse** than this!

Well, look at my two little **love bats**! Looks like you'll be spending your **honeymoon** down that **dark well**!

Get us out of here, Rogue, and I **promise** "The Jewel Of The Nile" will be **100% yours**!

OK, we finished off Omar Shariff for good! Now, **where's my jewel**?!

Me and my **big mouth**!

I like this movie! It had **everything** going for it—**wit, suspense, humor** and **originality**!

I totally agree with you **except** I thought it was **dull, stupid, pointless**, and an **obvious rip-off**!

Is that a description of the **movie** or **yourself**? Our next movie deals with **Sureschlock Homely** when he was young!

**Wow!** It's wonderful the way you're able to get to the **heart of a movie** so quickly! I wonder if the **title of the film** gave you any hints...

A PAIR OF DEDUCERS DEPT.

# YOUNG SURESCHLOCK HOMELY



Waiter, I know I asked for "fresh pheasant," but this is **ridiculous!** Get this **wild bird** off me!

**Wild bird, sir?** You're having a **hallucination!**

Well, I didn't **order** one, and I certainly **won't pay** for it!



Let me introduce myself...

Don't tell me—I'll tell **you!** Your name is **Arthur Charney!** You're from **East Grinstead!** Your father's a **butcher** and you wish to be an **accountant!**

**Wrong** on all counts! Not even **close!**

So give me **time!** I'm only the **young Sureschlock Homely,** you know! I'm bound to **improve** as I get **older!**



Your time for the "**Hidden Fencing Trophy**" challenge is up, Homely! Have you found it yet?

I shall **uncover** it presently, Whatso! It's hidden in this **poor facsimile** of an **antique vase**—which I shall now **smash** to the floor!

But there's **no hidden trophy,** Homely! And that vase was a **genuine, priceless antique!**

That just shows you how **stupid** those boys are, Whatso! This was the **one perfect hiding spot** for the trophy and they **didn't find it,** I did! Thus, I am the **winner!**



Remember, boy, never replace **discipline** with **emotion** or **sentiment** with **mustard!**

Sir, what does that mean?

It means I **won!** While you were trying to find **logic** in a **stupid statement,** I beat you!



You were **caught** with answers to the **final exam,** Homely, and we **haven't written** the exam yet! You are being **expelled!**

But sir, my record is **unblemished,** and my lowest grade is **A+!**

True, but remember the school motto—"Quo Twitorious Expellus Glorius Mundi Brainus Boardi!" which means, "**Expel any twit smarter** than the board..."

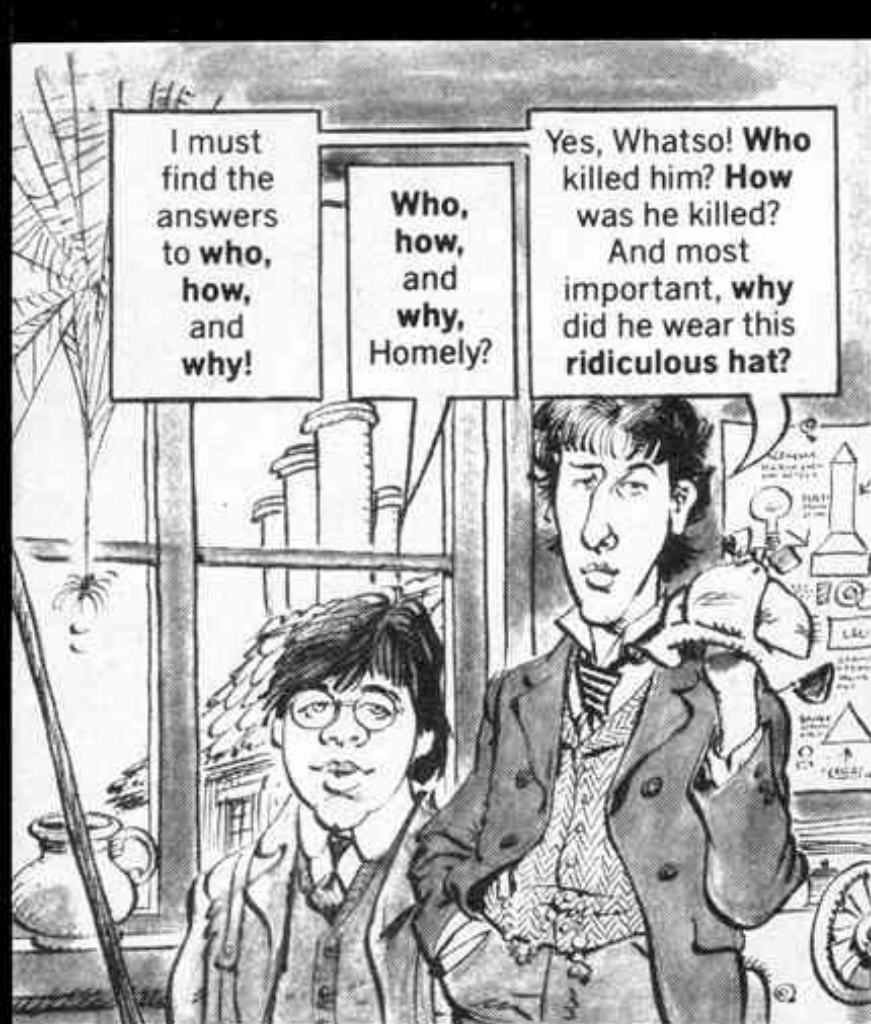
You needn't bother to **translate,** sir! As an **expert** in **Latin,** and with today being **Monday,** I get the **message!**

No, no, sir! please don't **stab** yourself! Not until you've **paid** for that **knife!**

Sureschlock, you know my uncle didn't stab himself without some **reason!** He was as **sane** a man as ever lived!

That's true, Elizabeth! I will miss old Professor Whacko leaping off the roof trying to fly a **bicycle!**





I must find the answers to **who, how, and why!**

**Who, how, and why, Homely?**

Yes, Whatso! **Who** killed him? **How** was he killed? And most important, **why** did he wear this ridiculous hat?



You know, Elizabeth, after living here with you in your uncle's attic, I've discovered many things about you that are **different** than the other chaps...

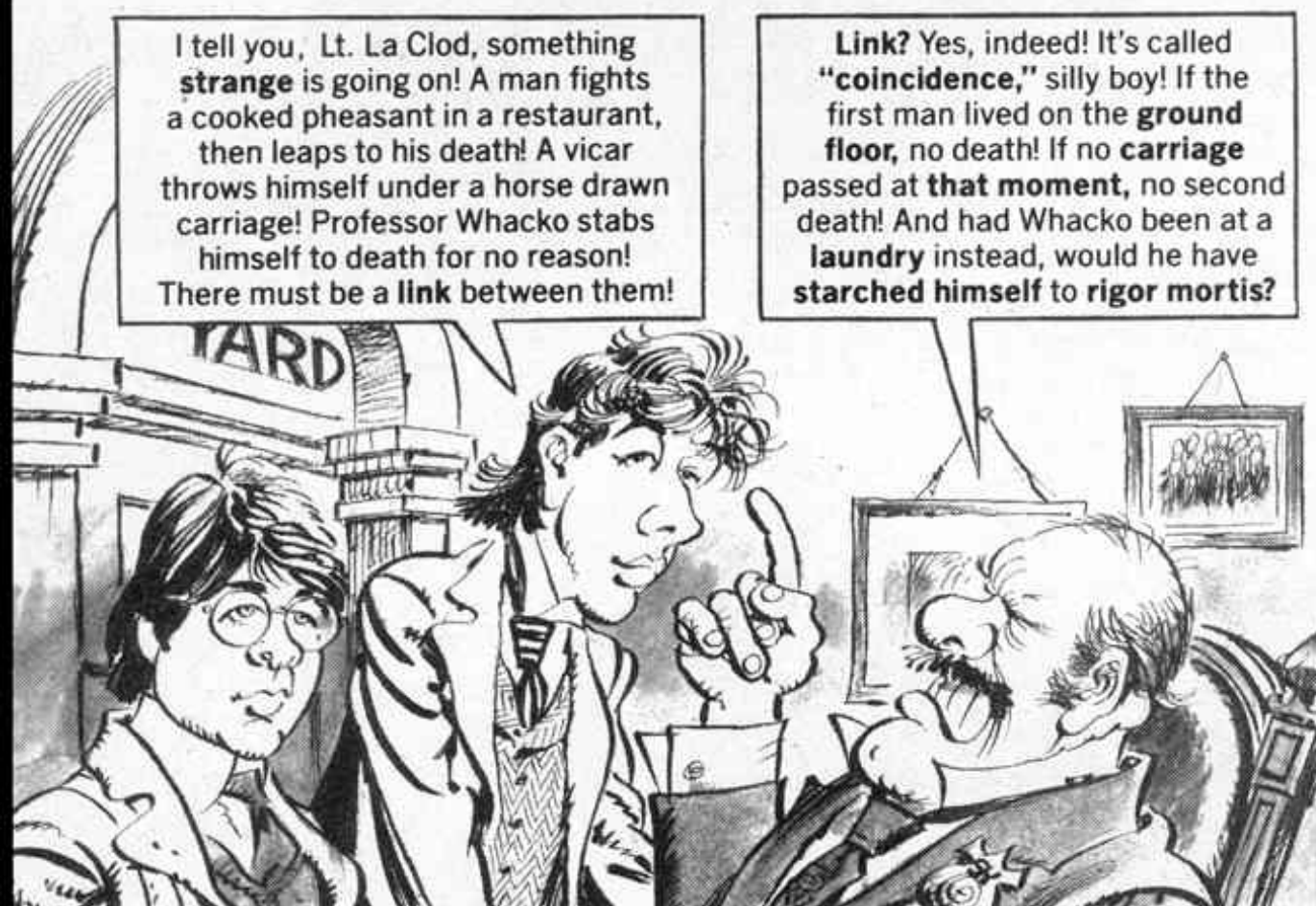
Yes, yes, go on, go on...

You walk differently, you smell sweet, your skin is soft...

And what **conclusion** does this bring you to, Sureschlock?

I deduce that you are a **girl!**

Now we're **getting somewhere!** How would you like to **dust me for fingerprints?**



I tell you, Lt. La Clod, something **strange** is going on! A man fights a cooked pheasant in a restaurant, then leaps to his death! A vicar throws himself under a horse drawn carriage! Professor Whacko stabs himself to death for no reason! There must be a **link** between them!

**Link?** Yes, indeed! It's called "**coincidence**," silly boy! If the first man lived on the **ground floor**, no death! If no **carriage** passed at **that moment**, no second death! And had Whacko been at a **laundry** instead, would he have **starched himself to rigor mortis?**



We'll solve these crimes by **logic, perception, and deduction!** Remember the riddle: "If your window faces north, what **color** is the **white bear?**"

The **white bear?** Hmm, is it **brown?**

On the other hand, we may **never** find the murderer!



I checked that shred of fabric Elizabeth found, Whatso! It was made by this company! What say we have a look **inside!**



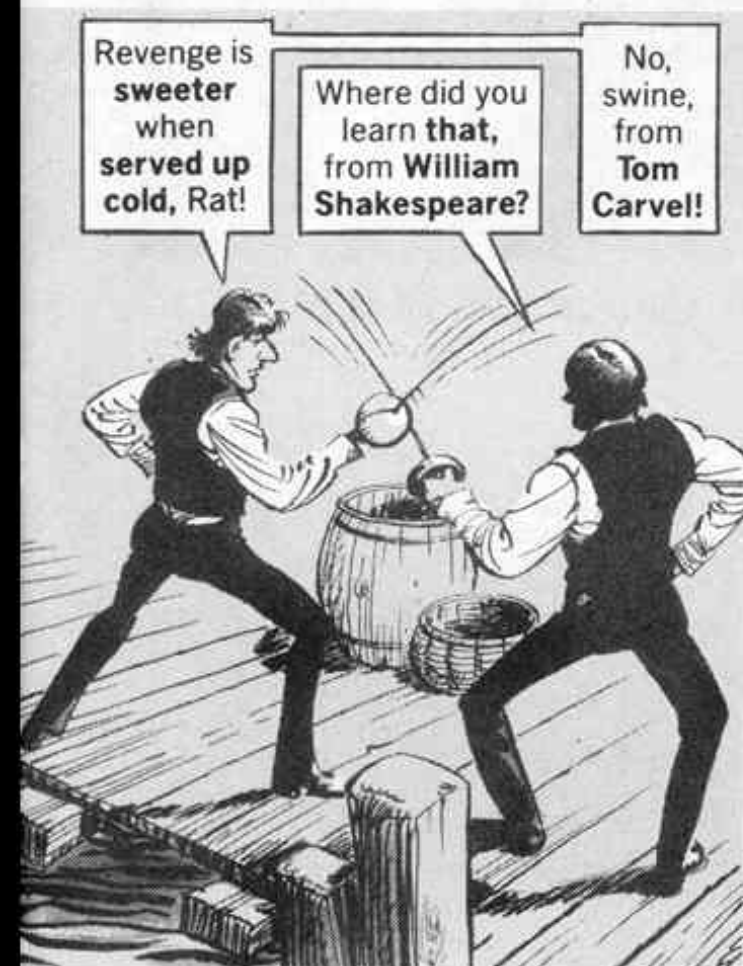
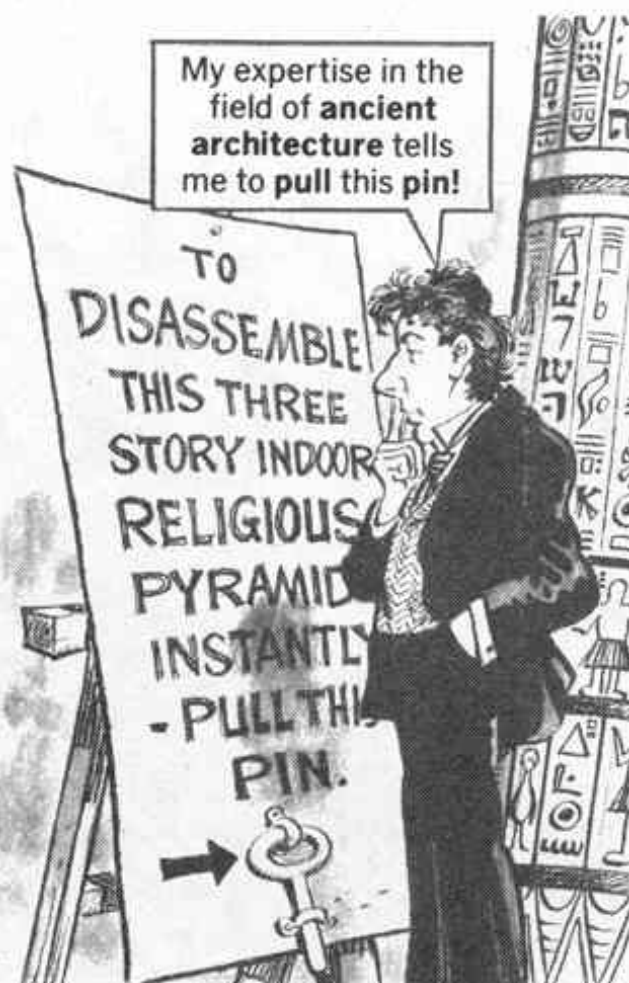
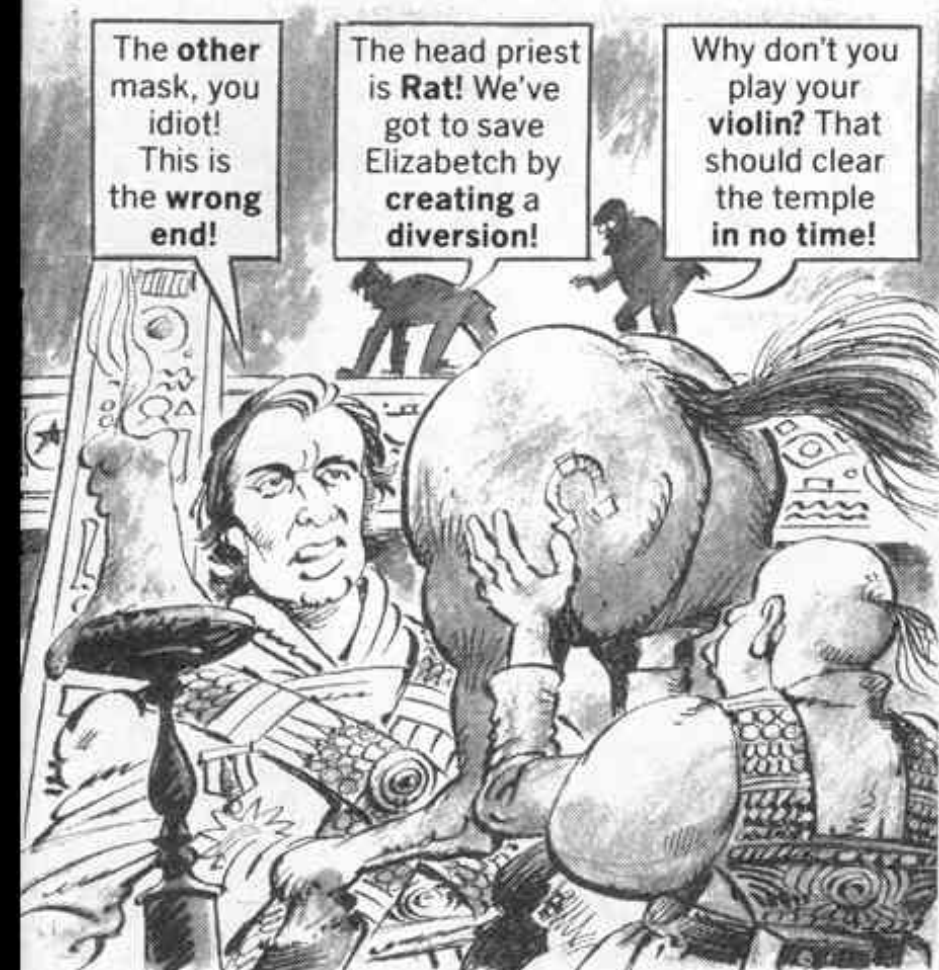
Hmm, very strange goings on, indeed! These people are practicing an ancient Egyptian **sacrificial rite!** The game is **afoot!**

More than a **foot**, Homely—a **whole body!**

You won't get a **head** with **word play** like that, Whatso!

A **head?** Wonderful! How's this—they're doing **wrong** in their rite!

Better, old chap! By jove, it's **Elizabeth** they're **preparing to sacrifice!**



# YOU'D BE RICH IF YOU HAD A



... For every "celebrity" exercise book now available.



... For every journalist who has referred to Mary Lou Retton as "perky."



... For everyone who *still* can't tell which one is Siskel and which one is Ebert.



... For every video tape rental store that's opened in any neighborhood in the last year.



... For every nuclear reactor spokesman who says that the latest radiation leak poses "absolutely no danger to anyone."



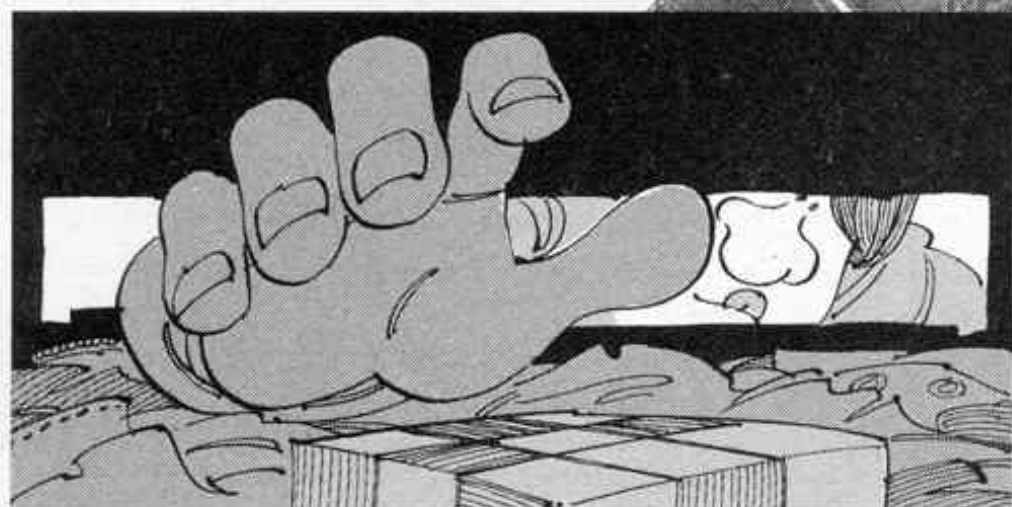
... For every person who thinks he does a great impersonation of Carl Sagan by repeating "billions and billions" in a nasal voice.

# NICKEL...

ARTIST: PAUL COKER WRITER: CHARLIE KADAU



... For every sequel that's not as good as the original.



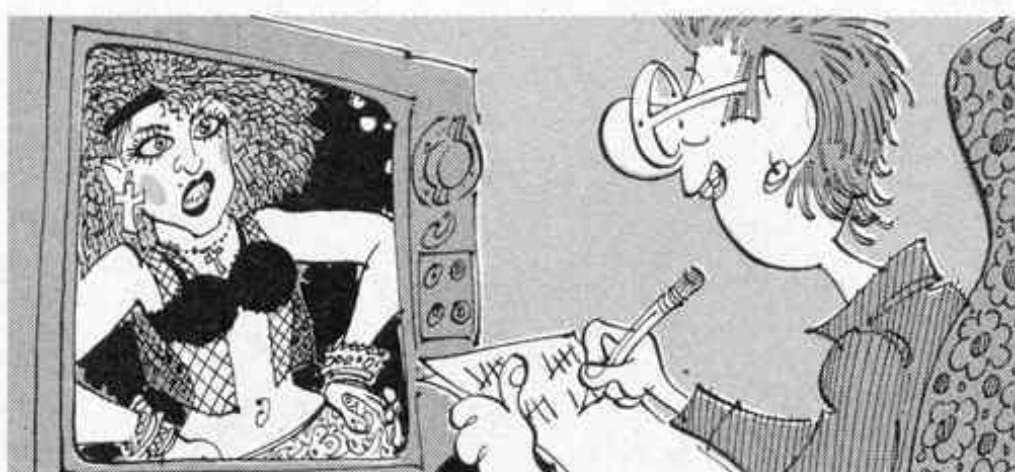
... For every unsolved Rubik's Cube in the back of someone's bureau drawer.



... For every Betamax owner who wishes he'd bought a VHS instead.



... For every time you hear a helicopter report about a massive traffic jam ... *after* you're already in it.



... For every time Madonna shows her navel in a music video.



... For every disc jockey who says he's going to play 10 songs in a row without interruption, and then interrupts between every song to remind you you're listening to 10 songs in a row without interruption.



# ONE DAY IN THE CITY



ARTIST: DON MARTIN

WRITER: DON EDWING



# DRAWING VERSE BLOOD DEPT.

It's an ugly world out there, what with wars and terrorists and muggers and all the rest. And it's time we prepared the kiddies by giving them the message as early as possible. Well, what better way to introduce them to the hard realities of life, than with Mad's...



ARTIST: JACK DAVIS

WRITER: FRANK JACOBS



## JACK SPRAT

Jack Sprat  
Can swing his bat;  
His wife can spray her mace;  
He'll smack her hard  
When she's off-guard;  
She'll spritz him in the face.



Jack Sprat  
Is knocked out flat,  
His wife the worst of sights;  
Though bitter foes,  
At least it shows  
They're into equal rights.

# THIS IS THE FILM THAT JACK MADE



This is the film that Jack made.



This is the girl who's blown away  
who's in the film that Jack made.



This is the creep who stalks his prey,  
Who blasts the girl who's blown away,  
Who's in the film that Jack made.



This is the ax that splits the head  
That's swung by the creep who stalks his prey,  
Who blasts the girl who's blown away,  
Who's in the film that Jack made.



This is the dude who winds up dead  
From getting the ax that splits his head  
That's swung by the creep who stalks his prey,  
Who blasts the girl who's blown away,  
Who's in the film that Jack made.



This is the salesman from Omaha,  
Who calls on the dude who winds up dead  
From getting the ax that splits his head  
That's swung by the creep who blasts the  
girl who's in the film that Jack made.



This is the handy electric saw  
That slices the salesman from Omaha,  
Who calls on the dude who winds up dead  
From getting the ax that splits his head  
That's swung by the creep who blasts the  
girl who's in the film that Jack made.



This is the carnage of blood and gore  
That's made by the handy electric saw  
That slices the salesman from Omaha,  
Who calls on the dude who gets the ax  
that's swung by the creep who blasts  
the girl who's in the film that Jack made.



These are the profits of bucks galore  
That come from the carnage of blood and gore  
That's made by the handy electric saw  
That slices the salesman from Omaha,  
Who follows the dude who gets the ax  
that's swung by the creep who blasts  
the girl who's in the film that Jack made.

## SING A SONG OF VIOLENCE

Sing a song of violence,  
Of punks and goons and thugs,  
Of homicides and gang wars,  
Of corpses full of slugs.

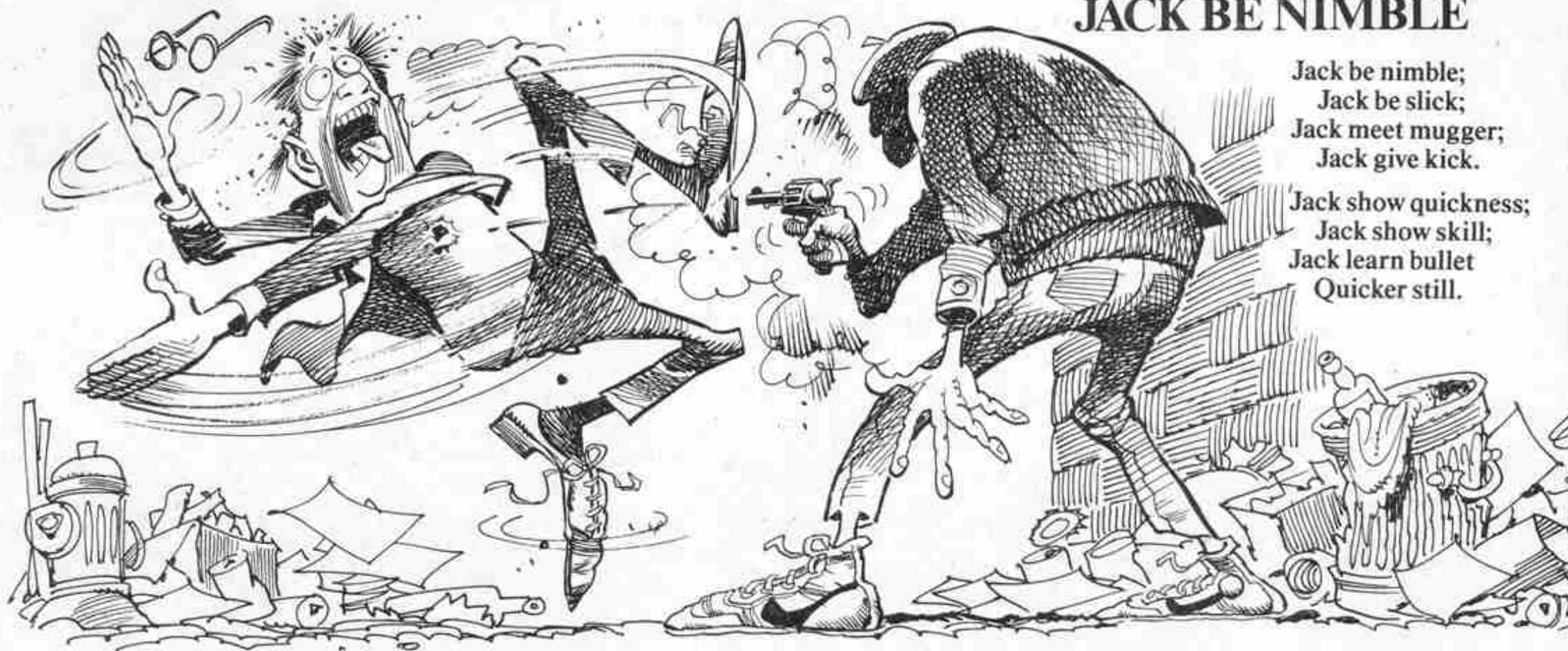
If such atrocious doings  
Are not your cup of tea,  
Well, tough, that's all you're getting  
Tonight on your TV.



## JACK BE NIMBLE

Jack be nimble;  
Jack be slick;  
Jack meet mugger;  
Jack give kick.

Jack show quickness;  
Jack show skill;  
Jack learn bullet  
Quicker still.



## OMAR HAD A LITTLE BOMB

Omar had a little bomb;  
He found it filled a need  
For getting rid of all those folks  
With whom he disagreed.

Omar let his bomb go off  
Without the proper care;  
And now we're finding little bits  
Of Omar ev'rywhere.





## HUMPTY DUMPTY

Humpty Dumpty  
Plays for the Pack;  
Humpty Dumpty  
Is a great back;  
Says he, "Sure, it's true that the game's kind of rough,  
"But I always survive, 'cause I'm burly and tough."

Humpty Dumpty  
Takes a hard shot;  
Humpty Dumpty  
Says, "Hey, so what?  
"On the field I expect to get tackled and spilled,  
"But those fights in the stands—  
why, a guy could get killed!"

## AS I WAS GOING TO ST. IVES

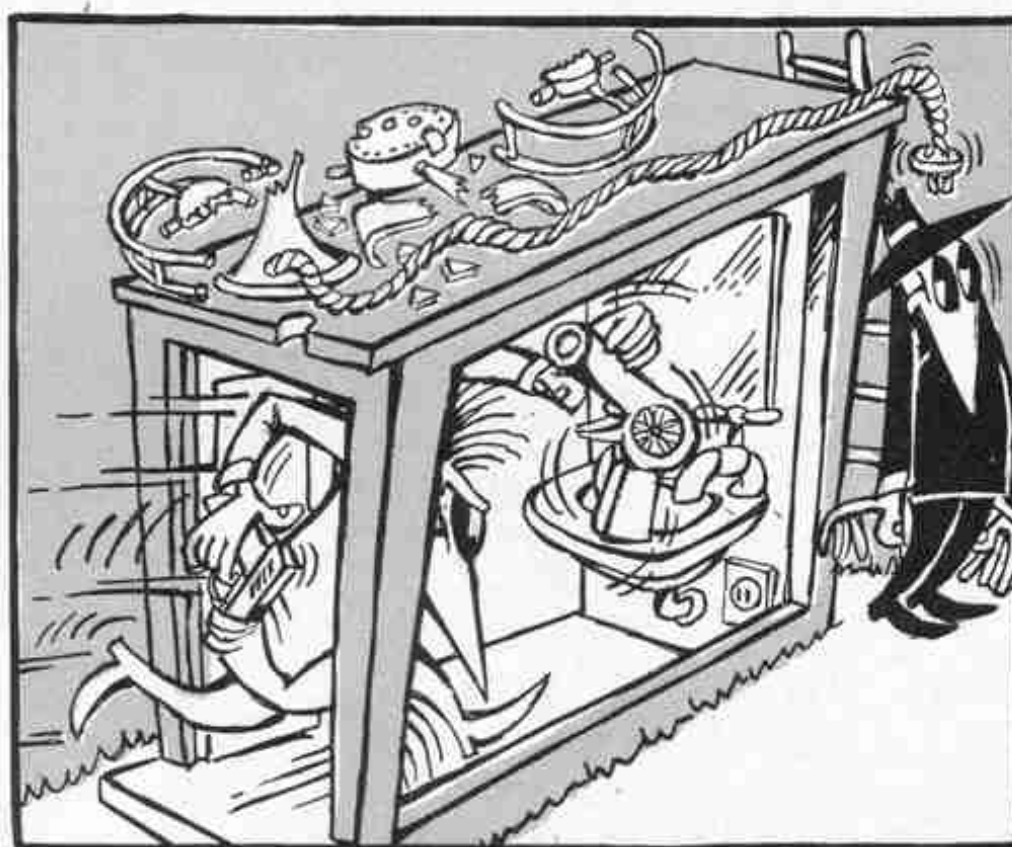
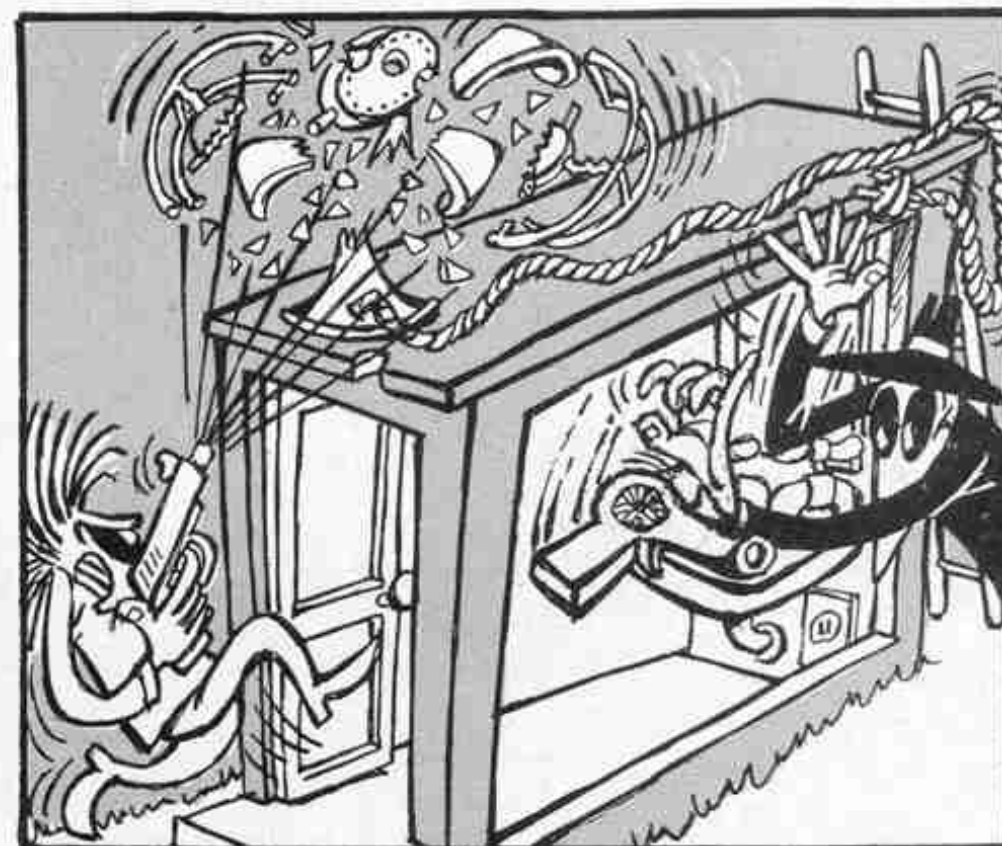
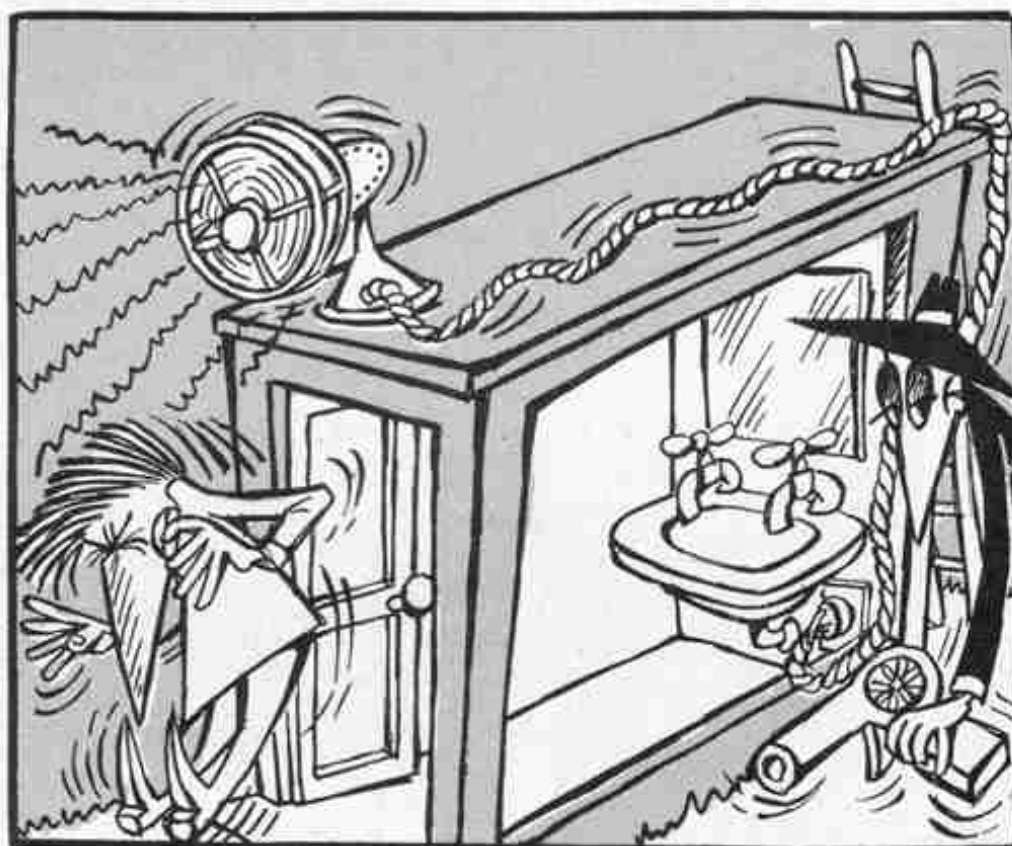
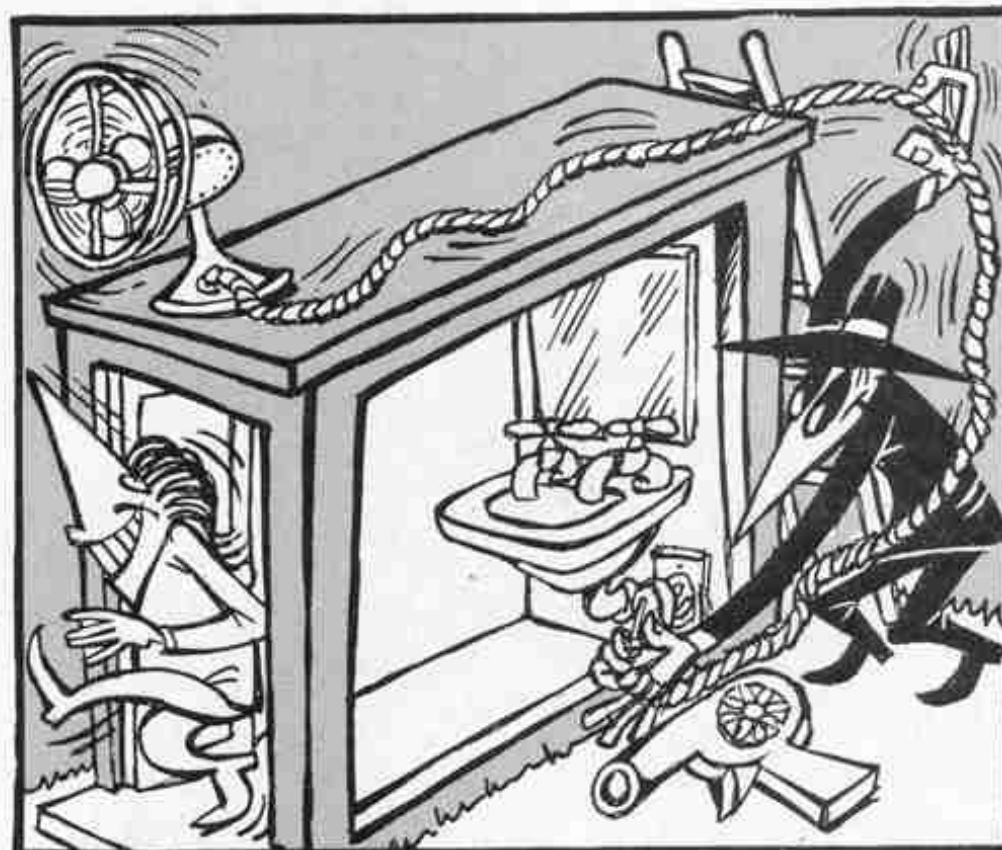
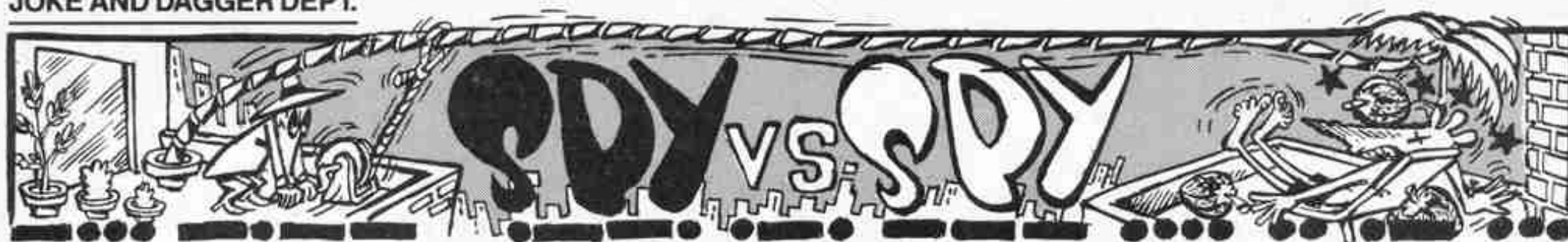
As I was going to St. Ives,  
I met a man with seven knives,  
Three rifles, 14 hand grenades,  
Two hatchets sharp as razor blades,  
A bow and arrow, poison darts,  
Plus knowledge of the martial arts;  
All of which may help to explain  
why *he* wasn't beaten, robbed and  
left to die like *I* was while  
going to St. Ives.



## TAFFY WAS A HITMAN

Taffy was a hitman  
Hired by Mother Goose;  
Taffy followed orders  
When she turned him loose;  
Taffy killed Jack Horner,  
Taffy killed Jack Sprat,  
Taffy killed the Fiddle;  
Taffy killed the Cat,  
Taffy killed Miss Muffet,  
Taffy killed Boy Blue,  
Taffy killed Ma Hubbard,  
Killed her children, too;  
Taffy killed Sol Grundy,  
Taffy killed King Cole;  
Guess this piece is finished—  
Taffy's on a roll.



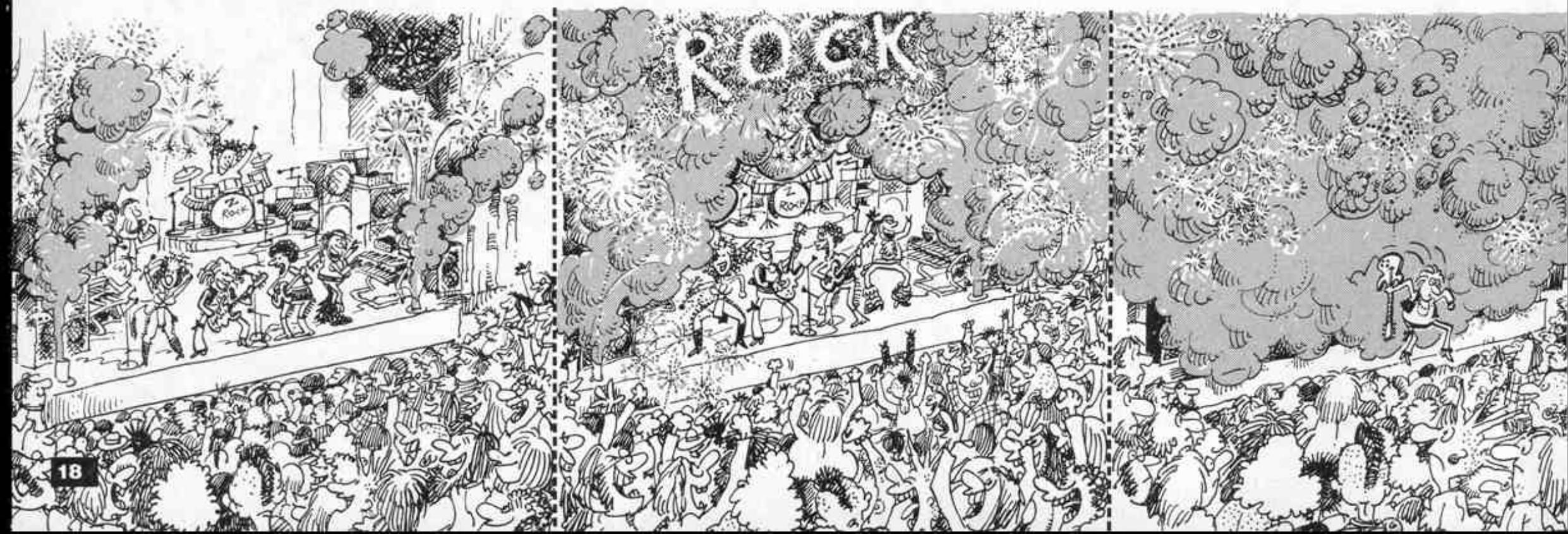
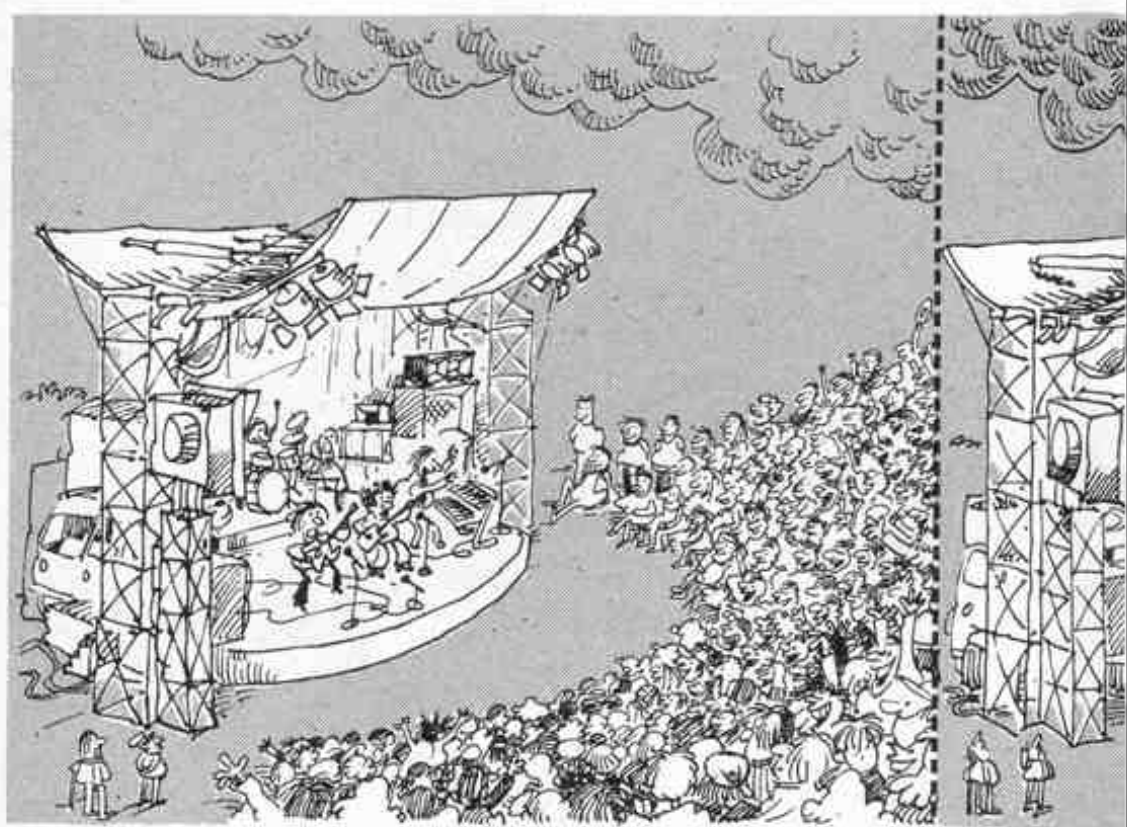


SERGIO ARAGONES DEPT.

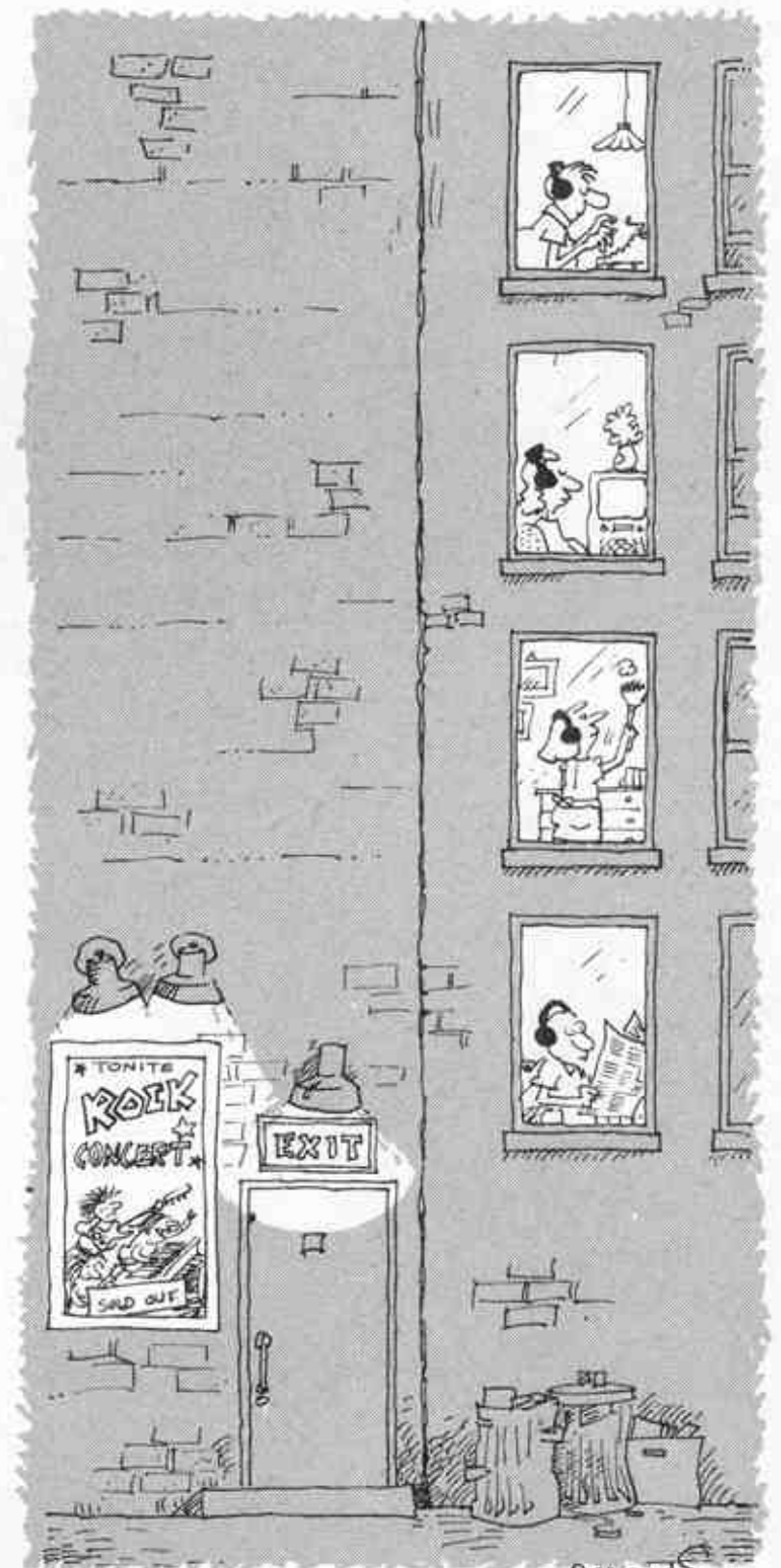
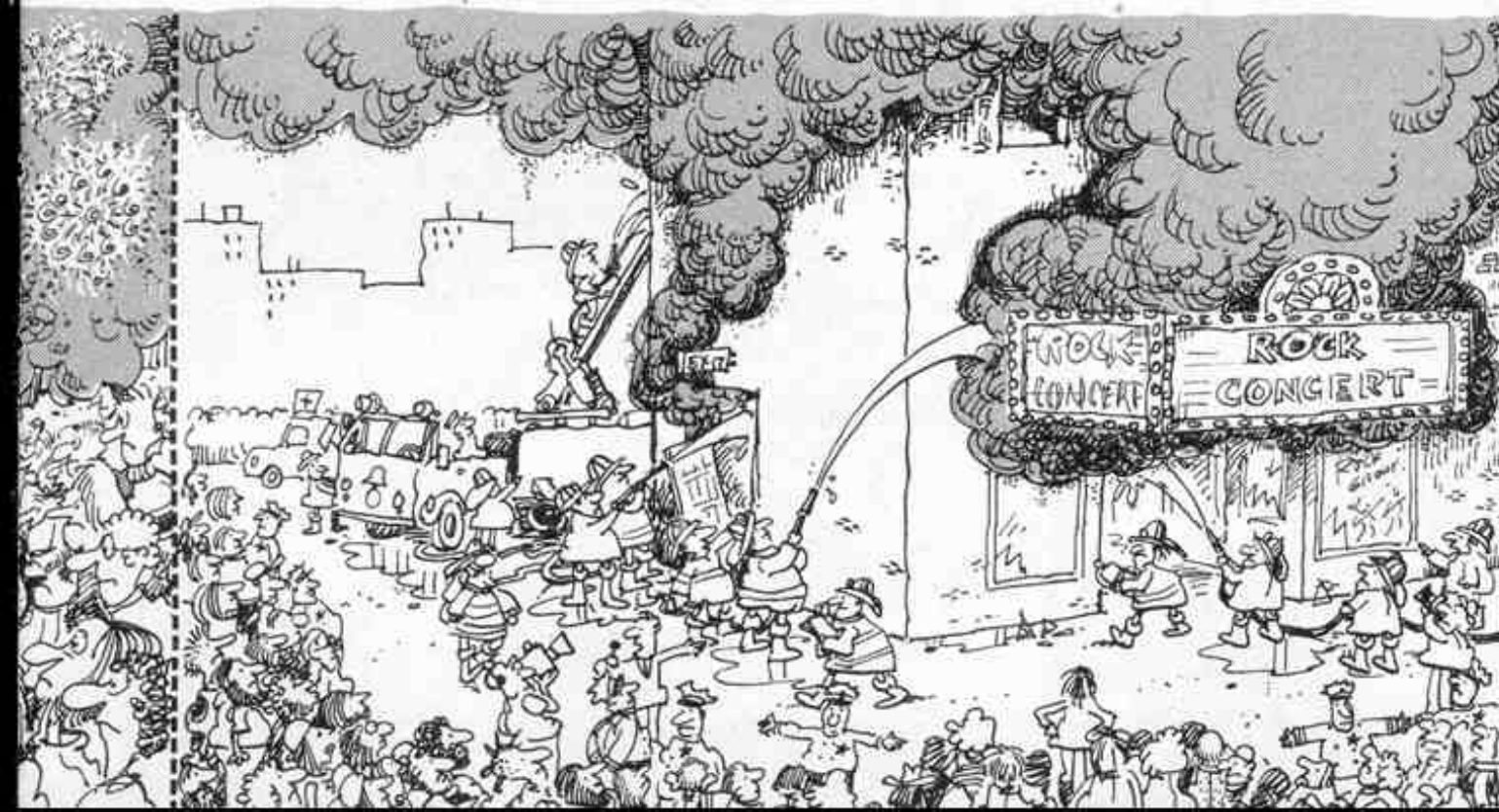
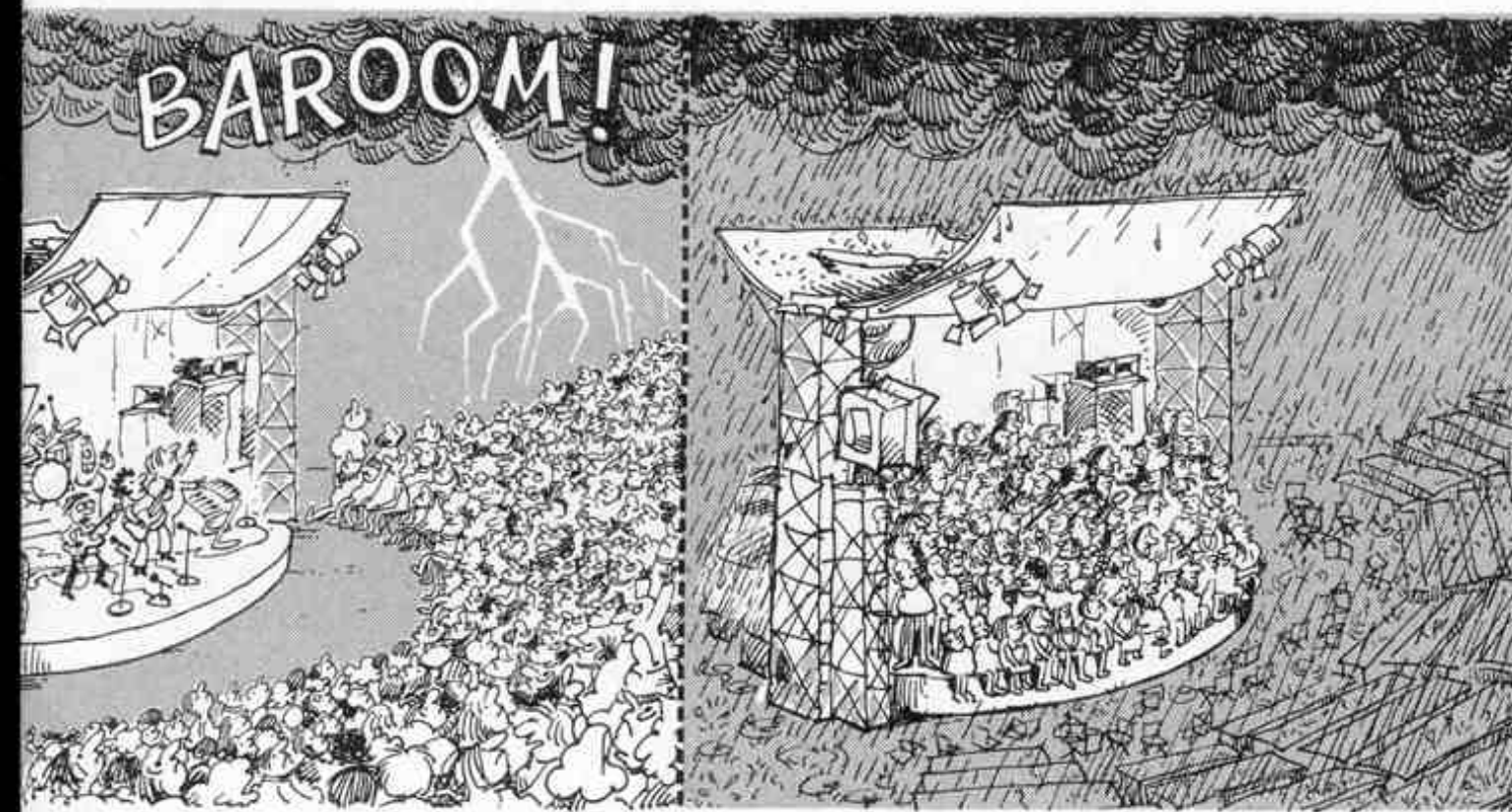
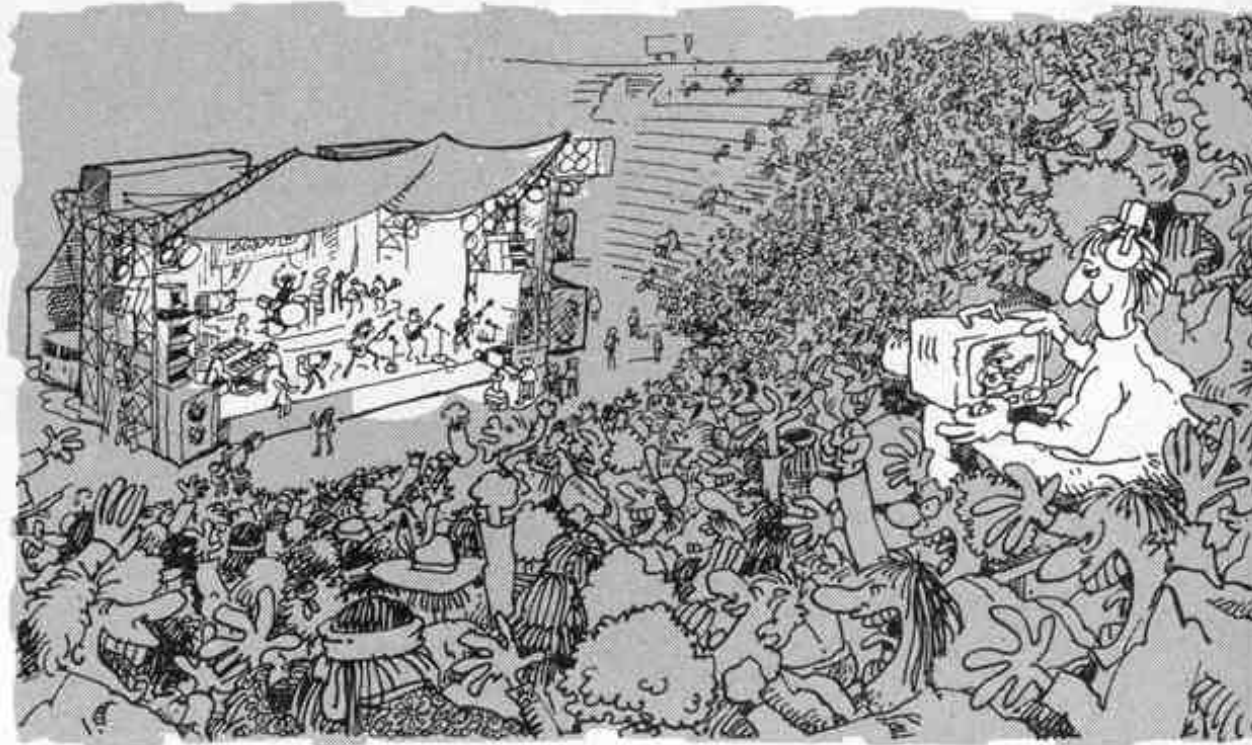
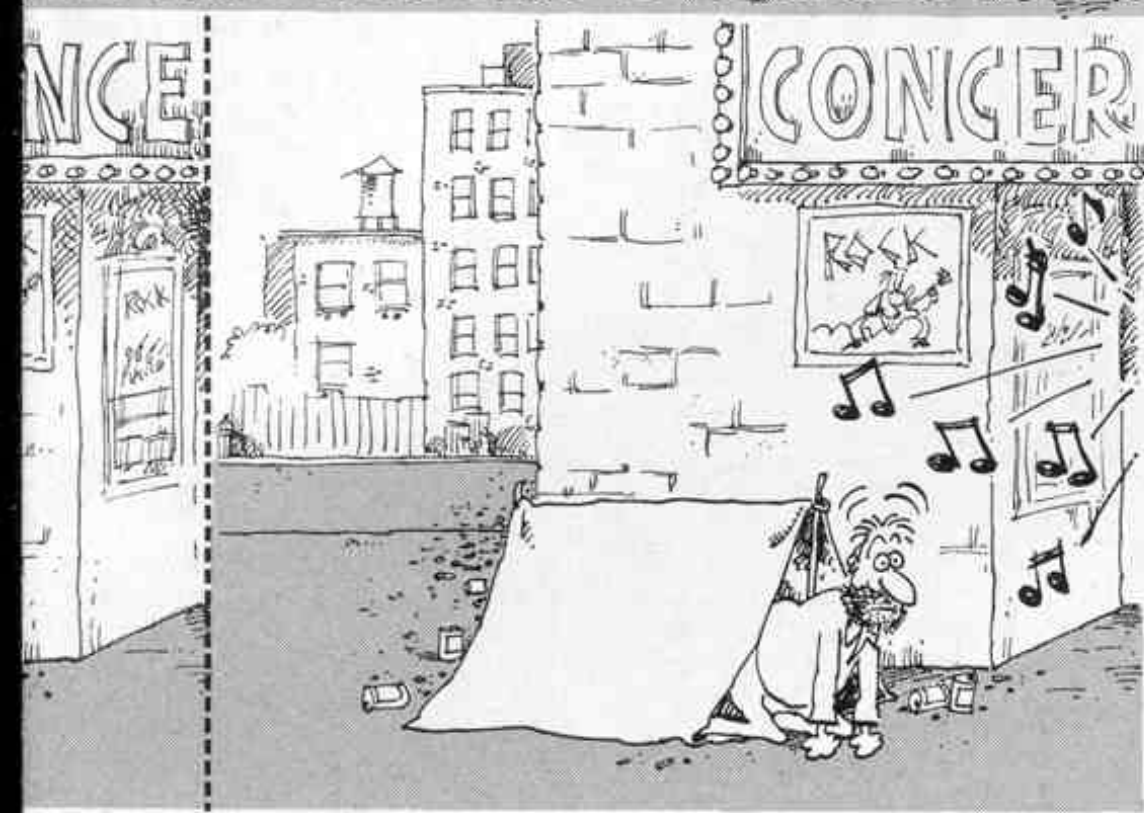
# A MAD LOOK AT ROCK



WRITER AND ARTIST: SERGIO ARAGONES



# CONCERTS

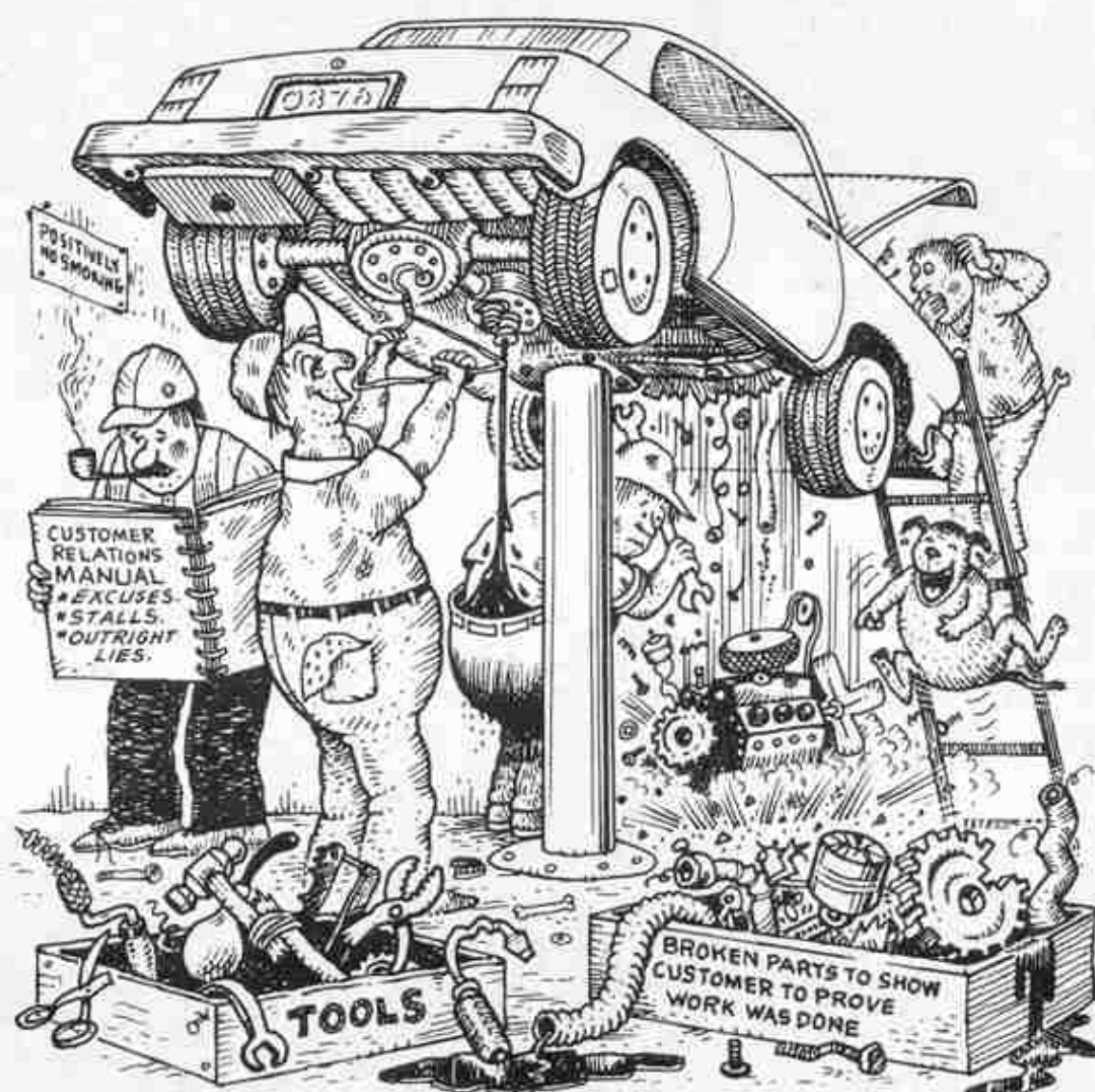


## DUE UNTO OTHERS DEPT.

Let's face it. Everyone hates paying bills, especially when we are charged for crummy service or shoddy merchandise that leaves us inconvenienced and angry. We think it's time to fight fire with fire! And so, we now present bills that YOU can return with the outrageous bills THEY send you...

# Consumer Revenge

WRITER AND ARTIST: AL JAFFEE



### BILL TO YOUR DOCTOR

To \_\_\_\_\_  
From \_\_\_\_\_

Date and time of my appointment..... \_\_\_\_\_  
Time I arrived at your office..... \_\_\_\_\_  
Number of patients ahead of me in your waiting room..... \_\_\_\_\_  
Time I was finally called into examination room..... \_\_\_\_\_  
Total elapsed time between appointment time and actual time.. \_\_\_\_\_  
My occupation..... \_\_\_\_\_  
My hourly rate of pay..... \_\_\_\_\_  
My hourly rate of pay multiplied by wasted time in your waiting room .. \_\_\_\_\_  
Your bill to me..... \_\_\_\_\_  
My bill to you..... \_\_\_\_\_

Balance owed    You ☐    Me ☐ \_\_\_\_\_

### BILL TO AN AUTO REPAIR GARAGE

To \_\_\_\_\_  
From \_\_\_\_\_

My car's problem ..... \_\_\_\_\_  
When I brought it in to you..... \_\_\_\_\_  
When you promised to return it to me..... \_\_\_\_\_  
When you actually returned it to me .. \_\_\_\_\_  
Number of days I had to use a rented car..... \_\_\_\_\_  
Daily rate of rented car..... \_\_\_\_\_  
Amount I paid you for this repair..... \_\_\_\_\_  
Date my car developed exact same problem as before..... \_\_\_\_\_  
Total of your bills to me..... \_\_\_\_\_  
Total of my car rental costs..... \_\_\_\_\_

Balance owed    You ☐    Me ☐ \_\_\_\_\_

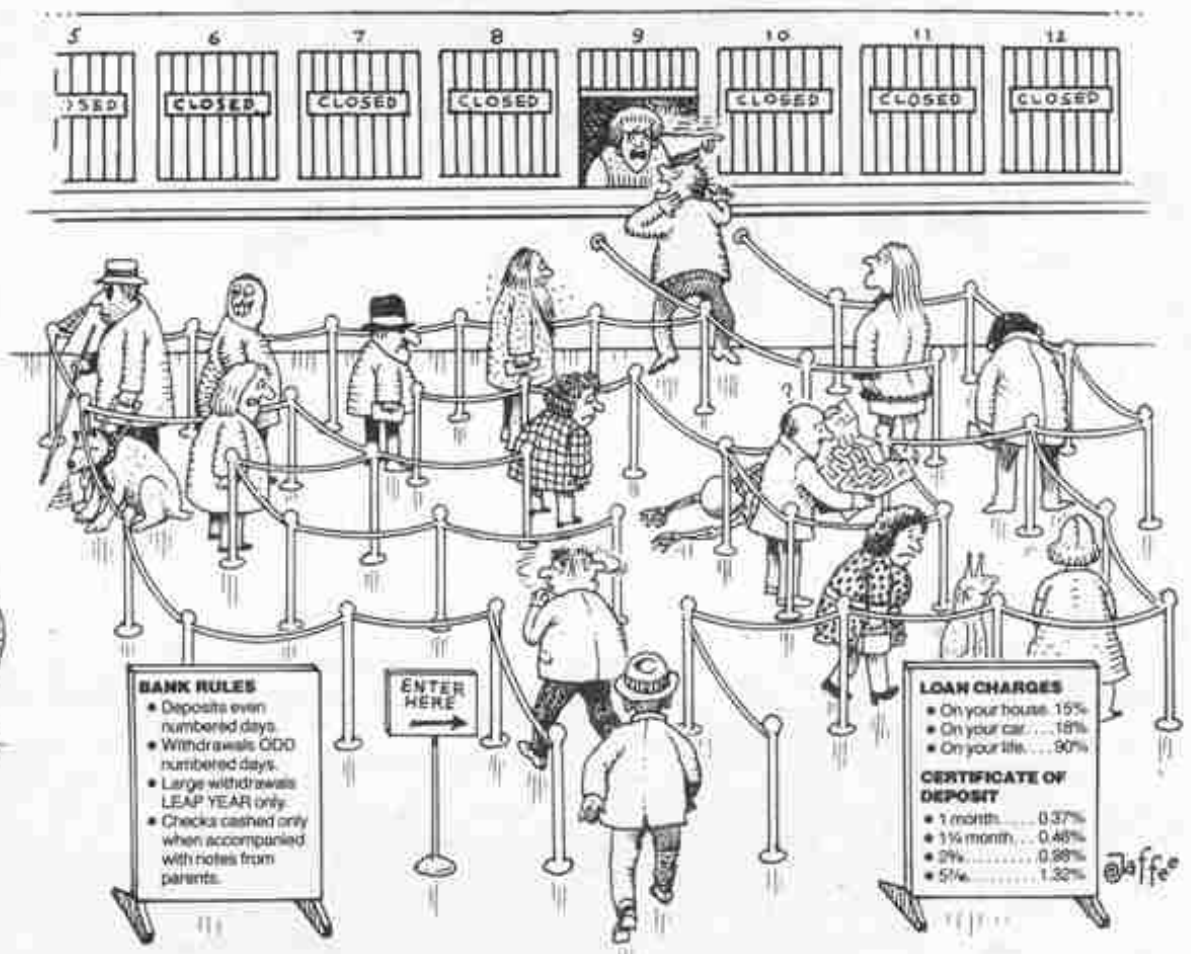
# Bills

## BILL TO A SCHOOL LUNCH ROOM

To  
From

*Retchville School Board  
J. M. Stillbarfin*

Date and time..... 1-9-86 12:13 P.M.  
Table number..... 22  
Description of food picked up at lunch counter..... *Hard objects  
held together by a greenish sea of super glue.*  
Description of food picked up on clothing  
from filthy table and chair..... *Multi-  
colored splashes of indecipherable gunk.*  
Dry cleaning and/or laundering costs..... \$12.90  
Cost of stomach medication after meal..... \$16.36  
My total cost..... \$29.26  
Amount I was charged for lunch..... \$ 2.00  
Amount I'm charging for cleaning and medication..... \$27.26  
Balance owed    You ☐ Me ☒ ..... \$27.26



## BILL TO A BABYSITTER

To  
From

Time you arrived.....  
Time children were put to bed.....  
Time your entire high school class  
dropped in for impromptu party.....  
Value of food in refrigerator before  
friends arrived.....  
Value of food in refrigerator after  
friends left.....  
Value of records scratched and broken  
Cost of cleaning and repairing  
furnishing.....  
Cost of long distance telephone calls.....  
Time friends left.....  
Time we arrived home.....  
Amount I paid you for babysitting.....  
Amount you owe me for everything.....  
Balance owed    You ☐ Me ☐ .....

## BILL TO A BANKER

To  
From

Date and time I entered bank.....  
Number of people ahead of me.....  
Time I finally got to teller window.....  
Special problems (fill in if applicable):  
Number of bank officers I had to see.....  
Number of people ahead of me at  
officer's desk.....  
Time I was sent back to teller line...  
Number of people ahead of me in  
teller line.....  
Time I finally got out of bank.....  
My costs:  
A) Babysitter.....  
B) Loss of pay.....  
C) Parking.....  
D) Other.....  
Your monthly service charge to me...  
My monthly service charge to you....  
Balance owed    You ☐ Me ☐ .....

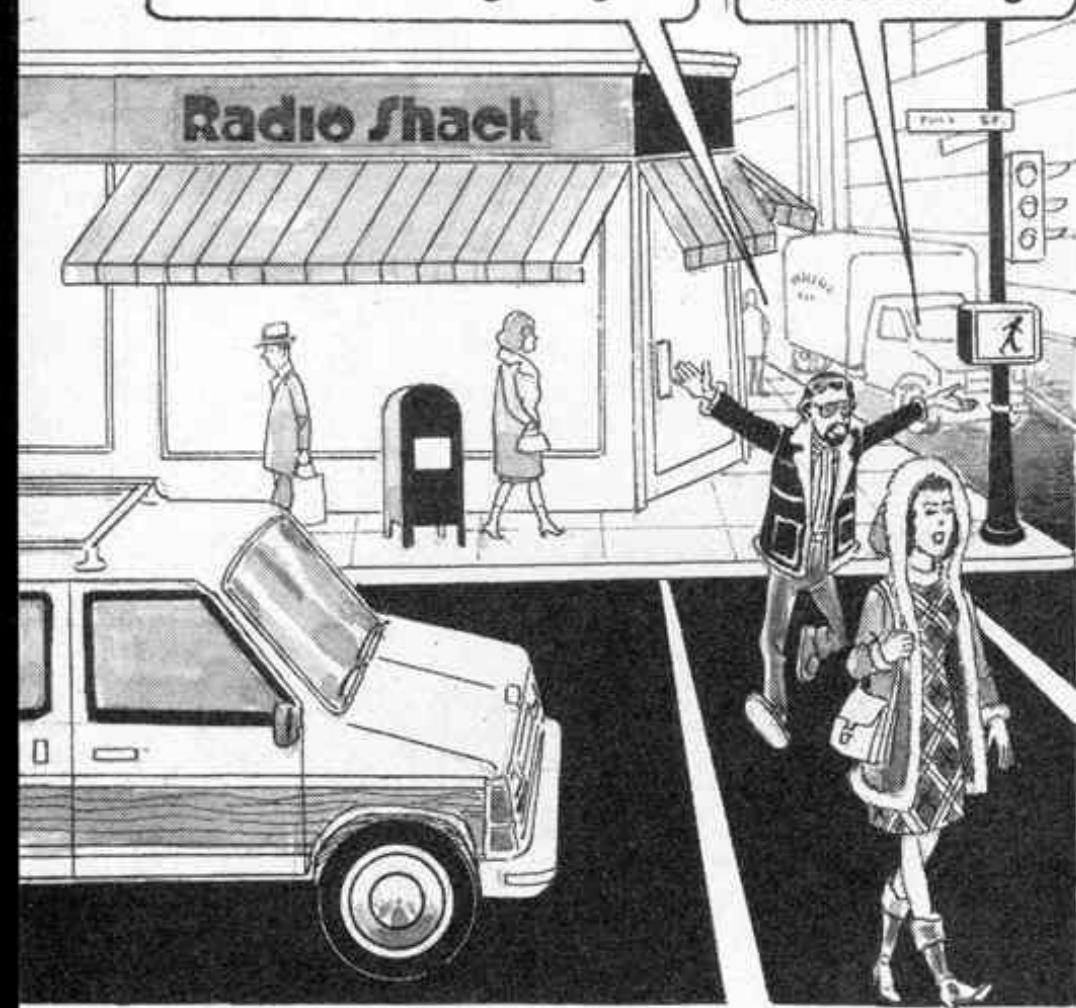
## BREAKING UP

Ever since **you** left, the apartment is as **dark and silent** as a tomb! That wonderful **warm glow** is gone!

All the **begging** in the world won't help! I'm **not returning!**

I'm not asking you to...

All I'm saying is I want my **TV set back!**



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## PRIORITIES

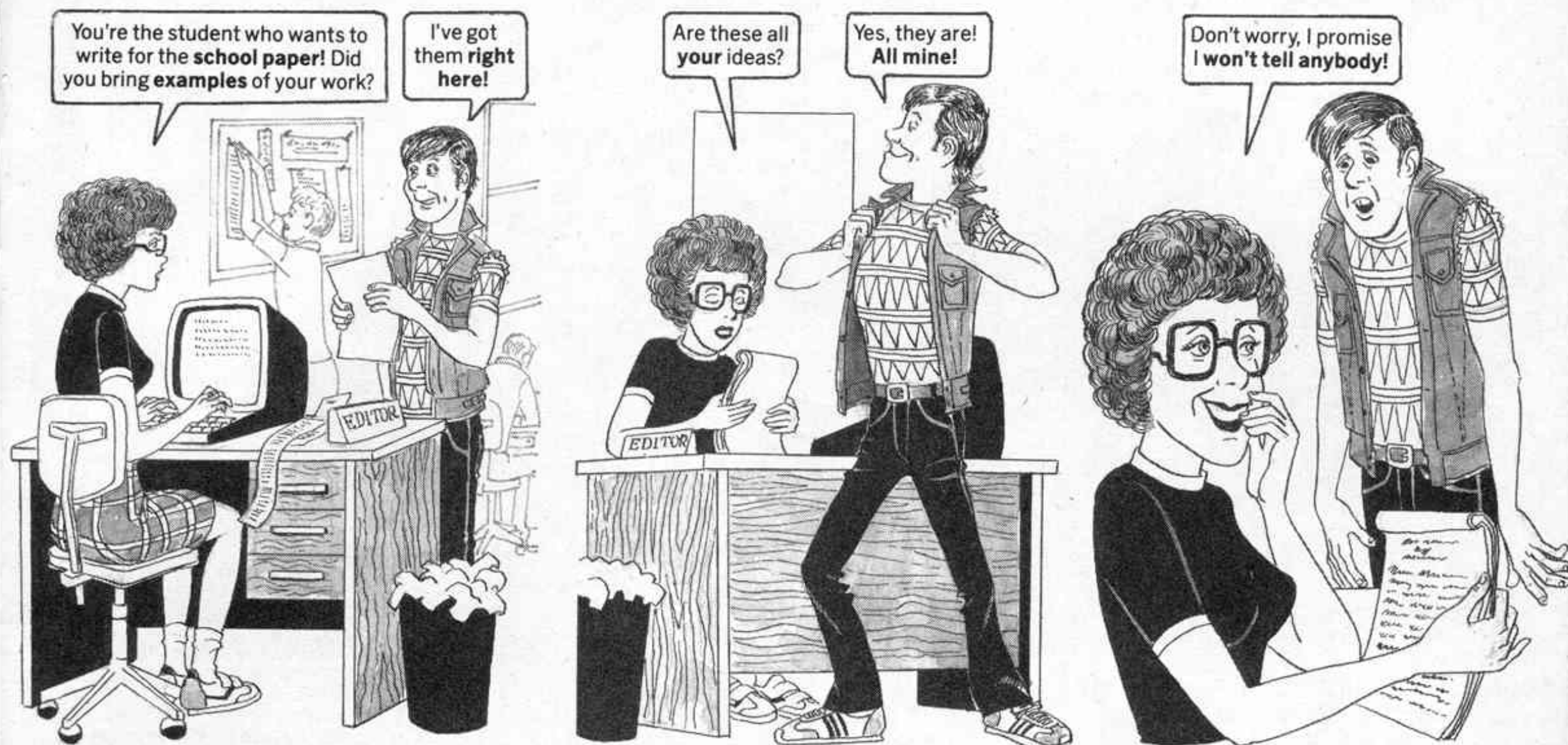
Is **this** what you're going to do **all day**? Sit under a **sun lamp** just so you can look **gorgeous**? A girl becomes **shallow** when she has **no interests** to pursue!

I'll have you know I have a **very wide range of interests!**

Oh, yeah? Name just **five!**

That's easy—**John, Tom, Bill, Charlie, and Joe!**





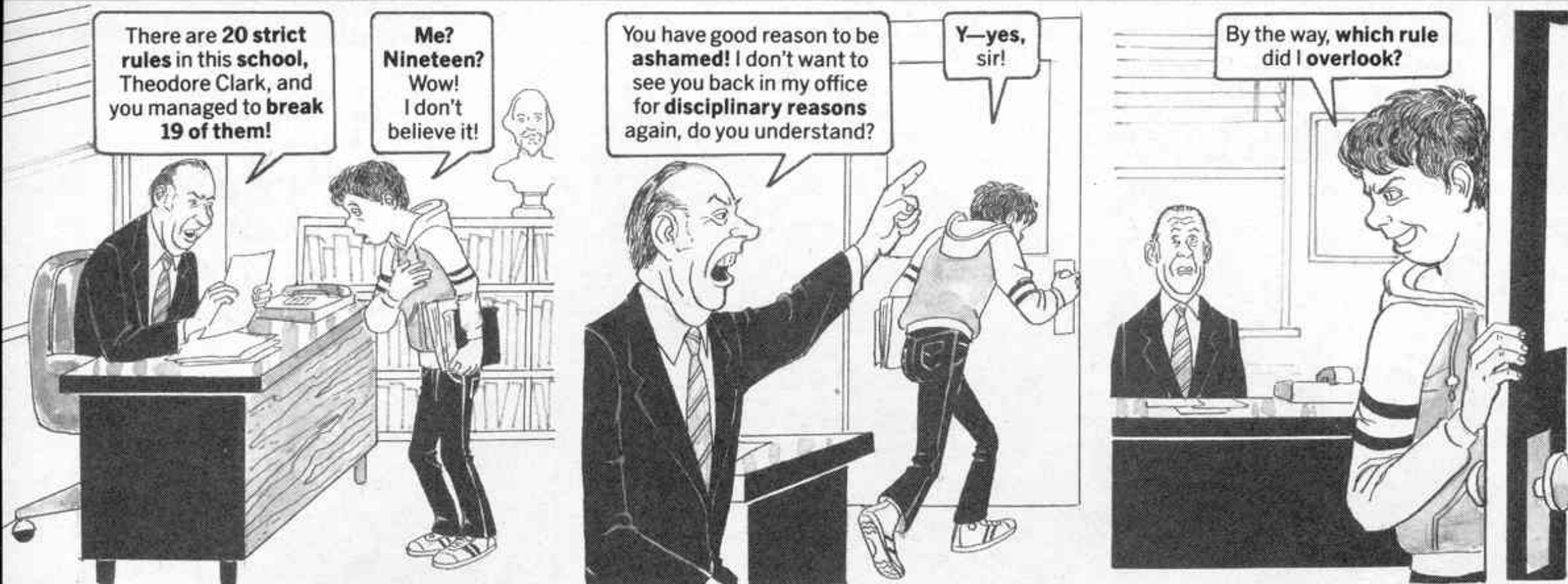
# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## TECHNOLOGY



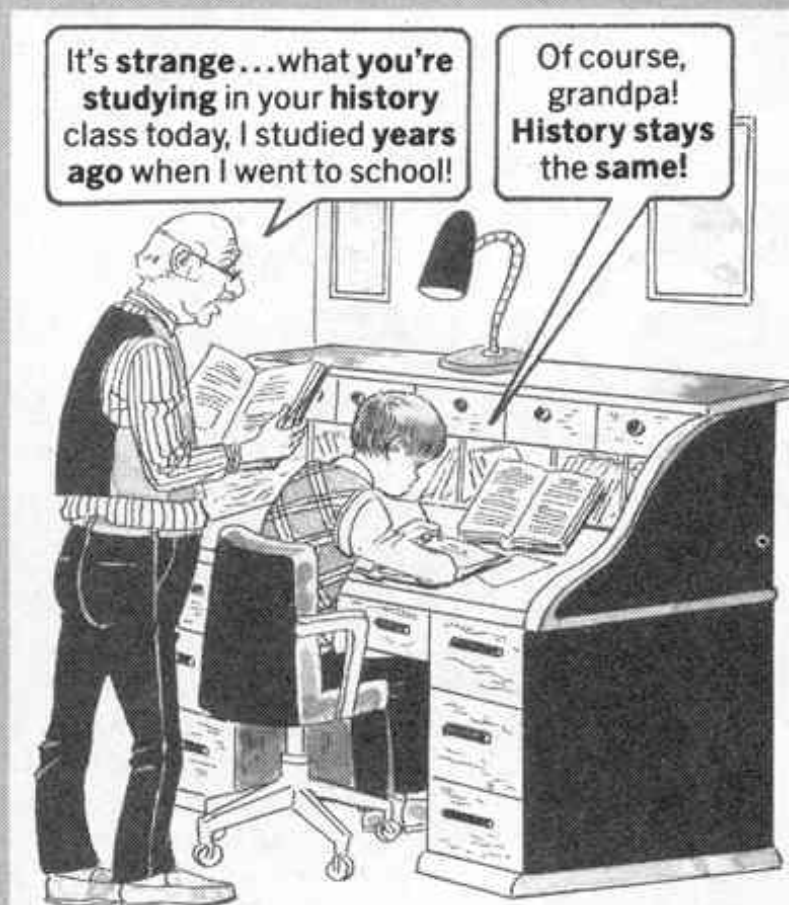
## RESTRICTIONS



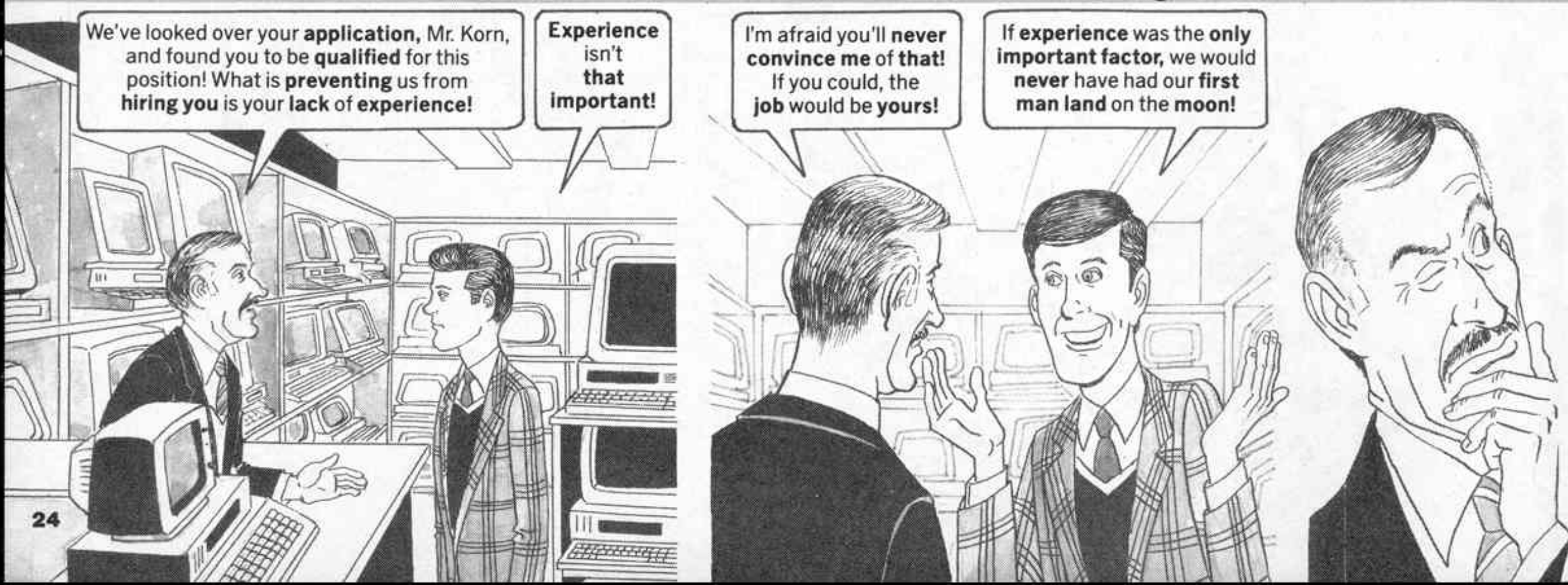
## SELF RELIANCE



## EDUCATION



## JOB INTERVIEWS



# RESPONSIBILITIES



# KID BROTHERS



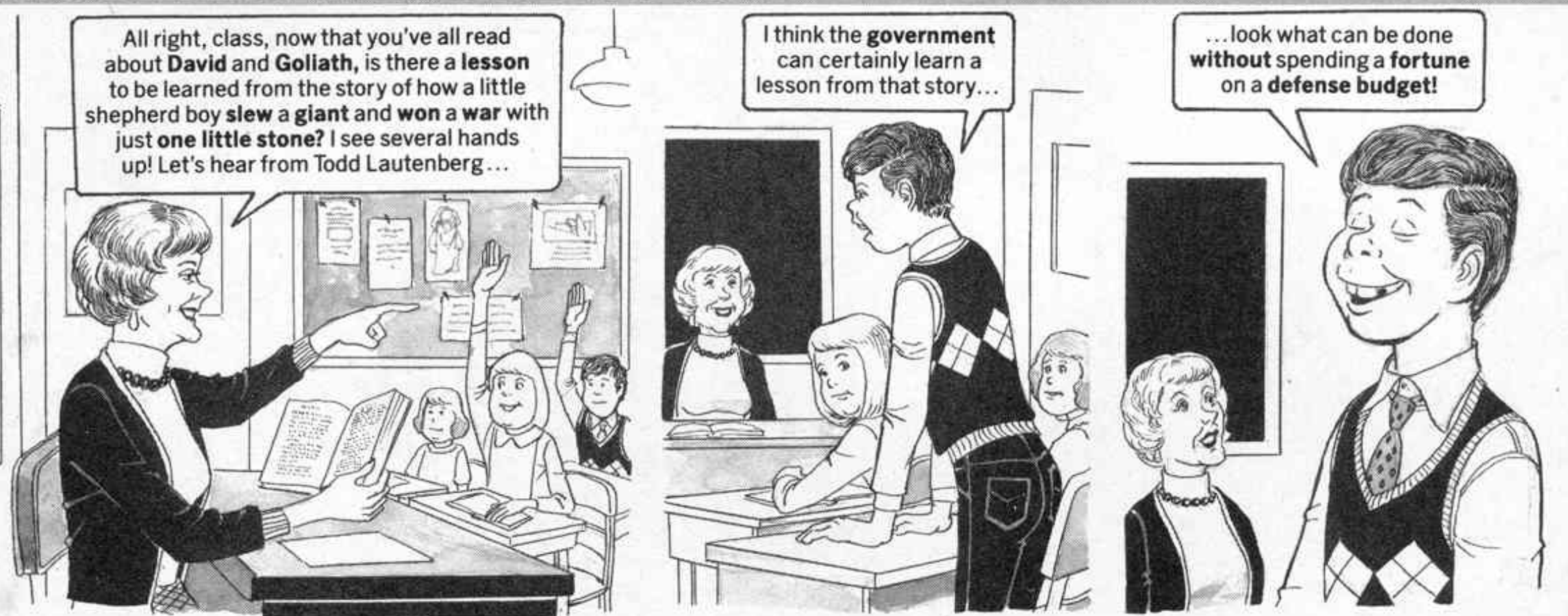
# REPUTATIONS



## FAST CURES



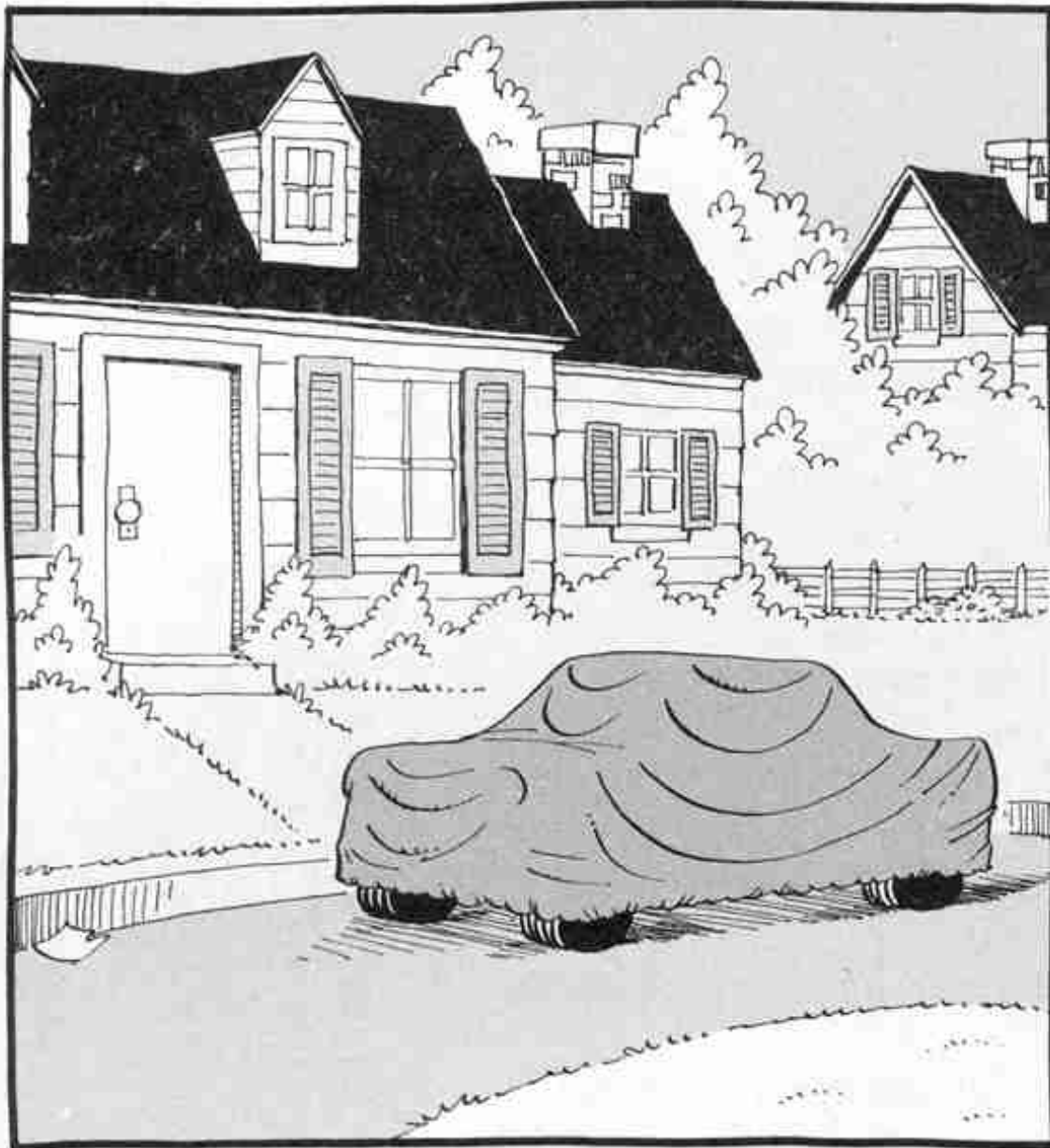
## MODERN INTERPRETATION



## DOCTORS



# ONE DAY IN THE SUBURBS



You can't turn on a radio today without hearing *Lionel Richie* singing some song about lost love, loneliness or breaking up—the *FUN* things! That's all well and good, but what about the *IMPORTANT* things—like the black/white segregation in South Africa (apartheid), and the red/green gelatin dessert in the refrigerator (Jello). Well, tune up your vocal cords as *Mad* devotes the next 3 pages skillfully rectifying this oversight with...

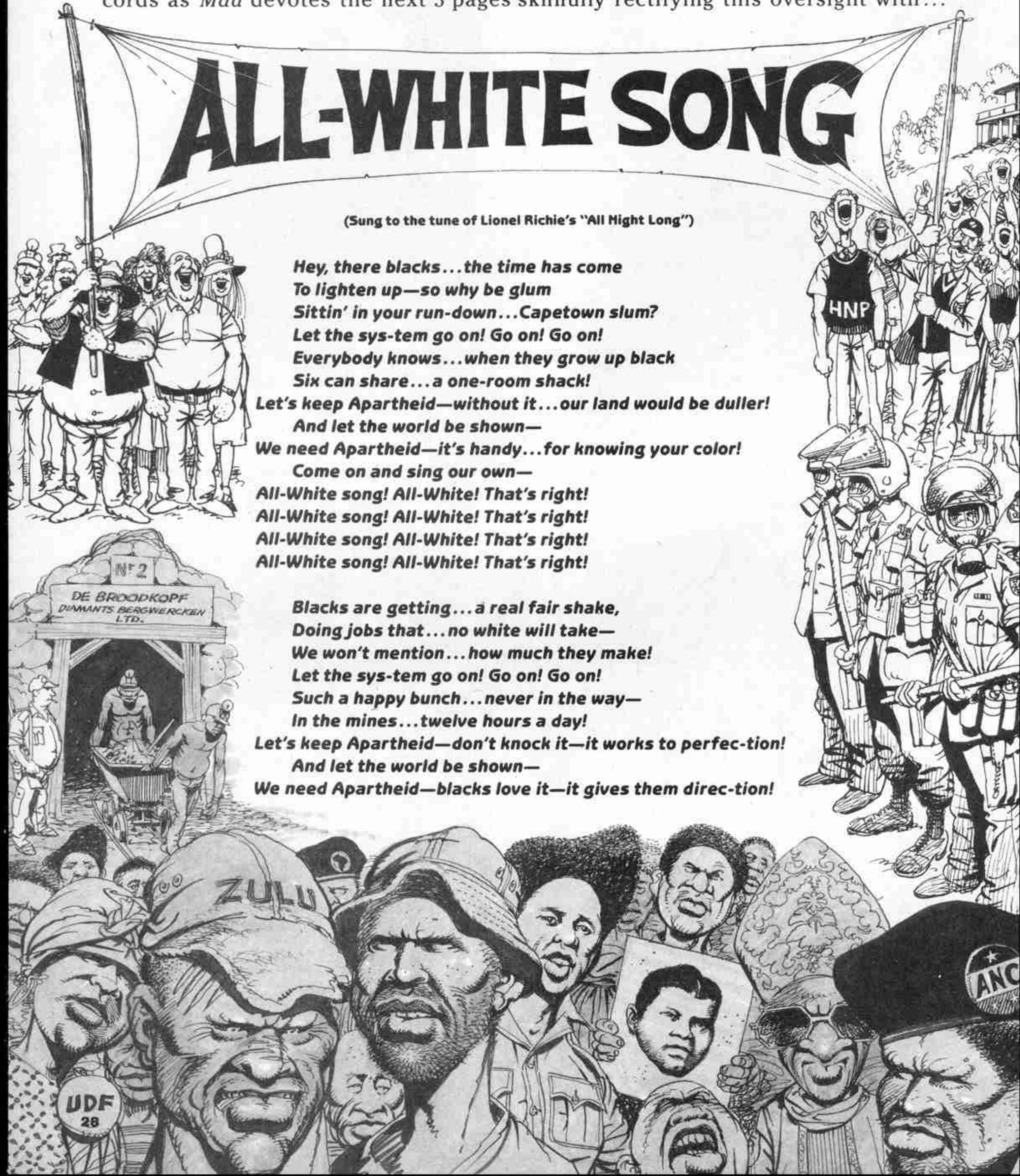
# ALL-WHITE SONG

(Sung to the tune of Lionel Richie's "All Night Long")

Hey, there blacks...the time has come  
To lighten up—so why be glum  
Sittin' in your run-down...Capetown slum?  
Let the sys-tem go on! Go on! Go on!  
Everybody knows...when they grow up black  
Six can share...a one-room shack!

Let's keep Apartheid—without it...our land would be duller!  
And let the world be shown—  
We need Apartheid—it's handy...for knowing your color!  
Come on and sing our own—  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!

Blacks are getting...a real fair shake,  
Doing jobs that...no white will take—  
We won't mention...how much they make!  
Let the sys-tem go on! Go on! Go on!  
Such a happy bunch...never in the way—  
In the mines...twelve hours a day!  
Let's keep Apartheid—don't knock it—it works to perfec-tion!  
And let the world be shown—  
We need Apartheid—blacks love it—it gives them direc-tion!



**All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!**

**Yeah!**

**Ain't...a-ny...cause...for...a...black...to...frown!  
Long...as...he...stays...in...his...own...part...of...town!  
Don't...you...believe...what...the...blacks...ain't...got!  
Don't...you...believe...no...Com-mie...plot!**

**Blacks they all know their life's okay!**

**Yeah... mumbo jumbo!**

**Soon it get better in ev'ry way!**

**Yeah... they all buy it!**

**You can believe what us white folks say!**

**More... mumbo jumbo!**

**Oh..Oh..Oh..Oh..Yes!**

**We'll give 'em More Apartheid! yeah!**

**All-White song! All-White! That's right!**

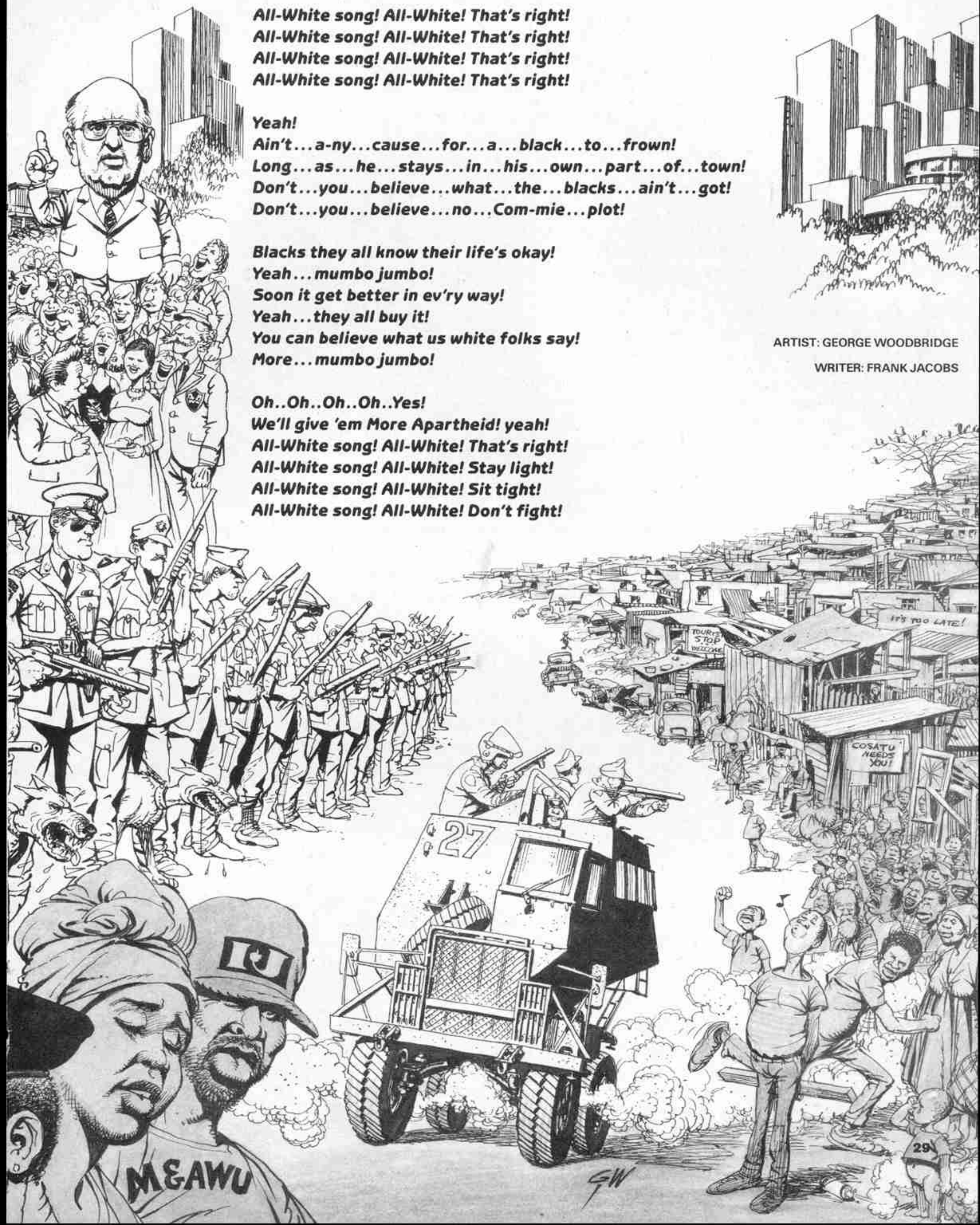
**All-White song! All-White! Stay light!**

**All-White song! All-White! Sit tight!**

**All-White song! All-White! Don't fight!**

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS



# "JELLO"

(sung to the tune of Lionel Richie's "Hello")

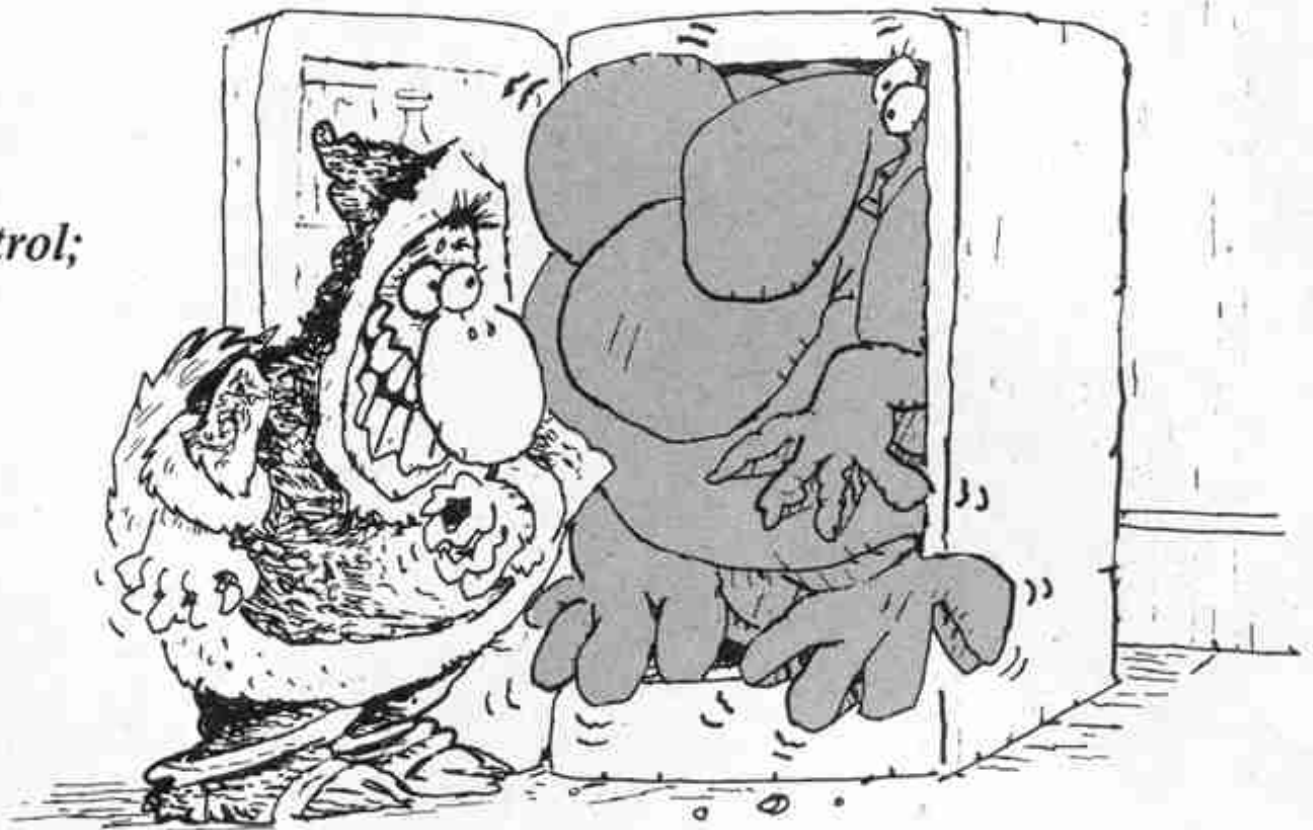
ARTIST: DON EDWING

WRITER: FRANK JACOBS



*I love the way you wig-gle in my bowl—  
And every time you touch my lips... I lose control;  
I taste you and my stomach cries for more—  
Jel-lo!...you're the one I'm yearning for!*

*For I've seen the way you move  
When you're firm and stand-ing tall;  
I've seen you when you're half dissolved  
and have no shape at all;  
You're so easy go-in' down  
That there ain't no need to chew—  
Ev'ry time I see you quiv-er... I want you!*



*I love the way you plop out of your mold—  
But when I draw you close to me...you're hard to hold;  
You tumble from my spoon on-to the floor—  
Jel-lo!...that just makes me want you more!*

*When you're coolin' in the fridge,  
There's a passion that I feel  
Just to know that any moment you'll be  
startin' to congeal;  
Though your blobs fall on my tie,  
Never think our love is through—  
No matter how you treat me... I want you!*



*Jel-lo!...you're the one that I adore!*

*You're so pleasing to my gums  
That I never have to floss;  
You're a treat with cream; I bet you'd even  
go with A-1 Sauce;  
You're the one I most pre-fer  
When I'm laid up with the flu—  
Whether cherry, orange or lemon...*

*I want you!*



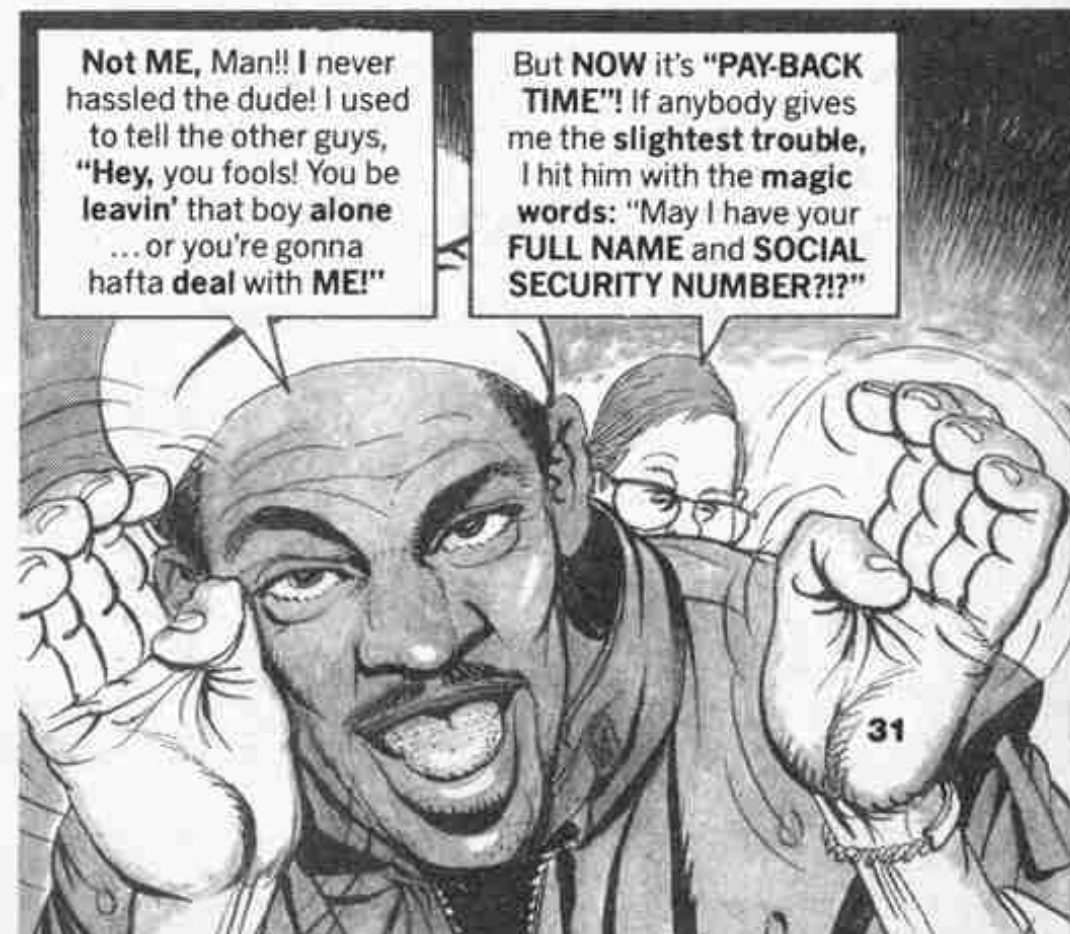
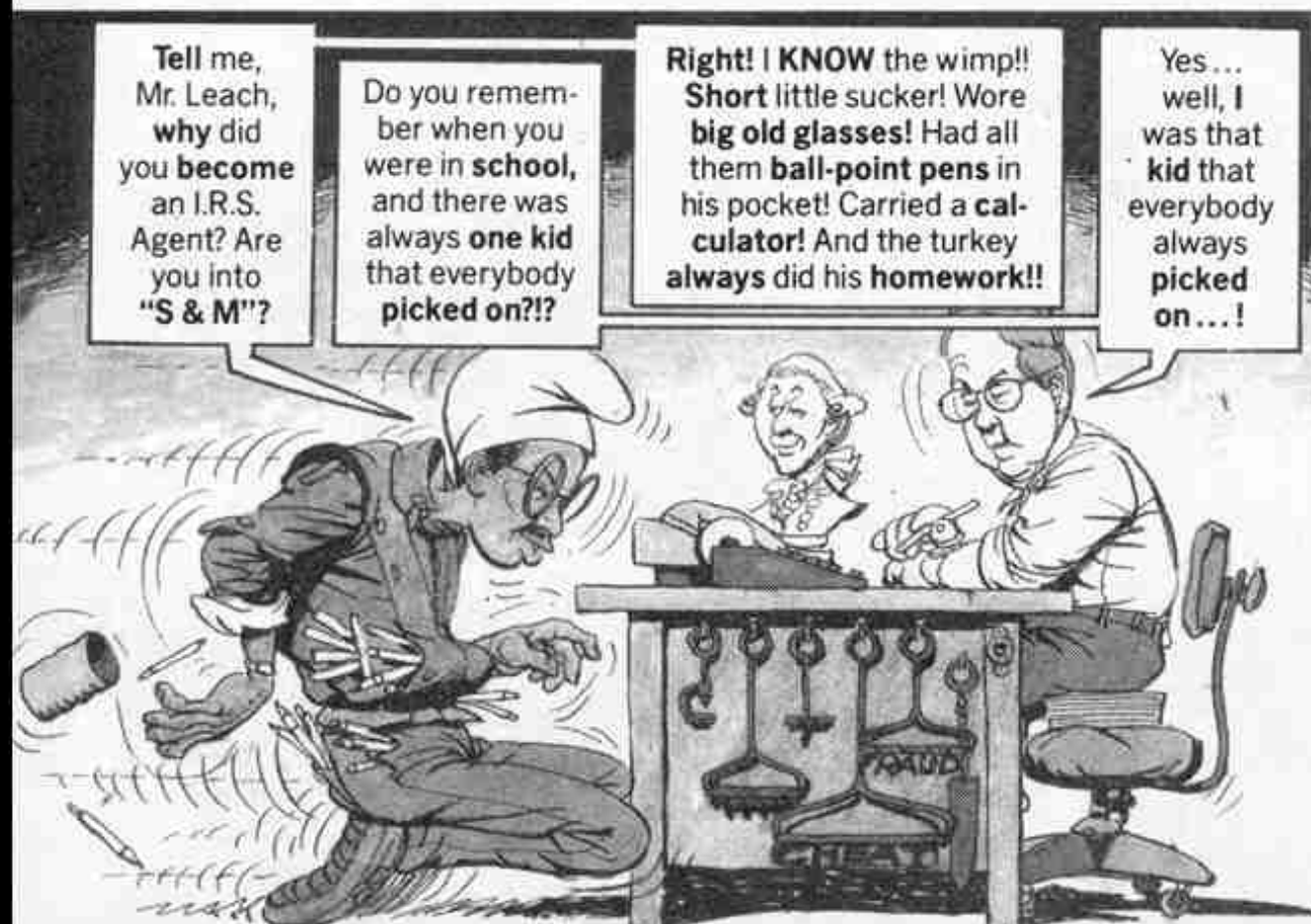
Who is the most feared person in the world? No, it's not an international terrorist or a Mafia hit man or a guy who can push the button and start a nuclear war! It's a boring, wimpy little accountant who happens to be a man from the I.R.S.! And why does this mild-mannered little guy strike terror into the hearts of even the bravest of men? To find the answer, we bring you another fearless, hard-hitting, no-holds-barred interview ... this one with Mr. Shylock Leach who has been selected as

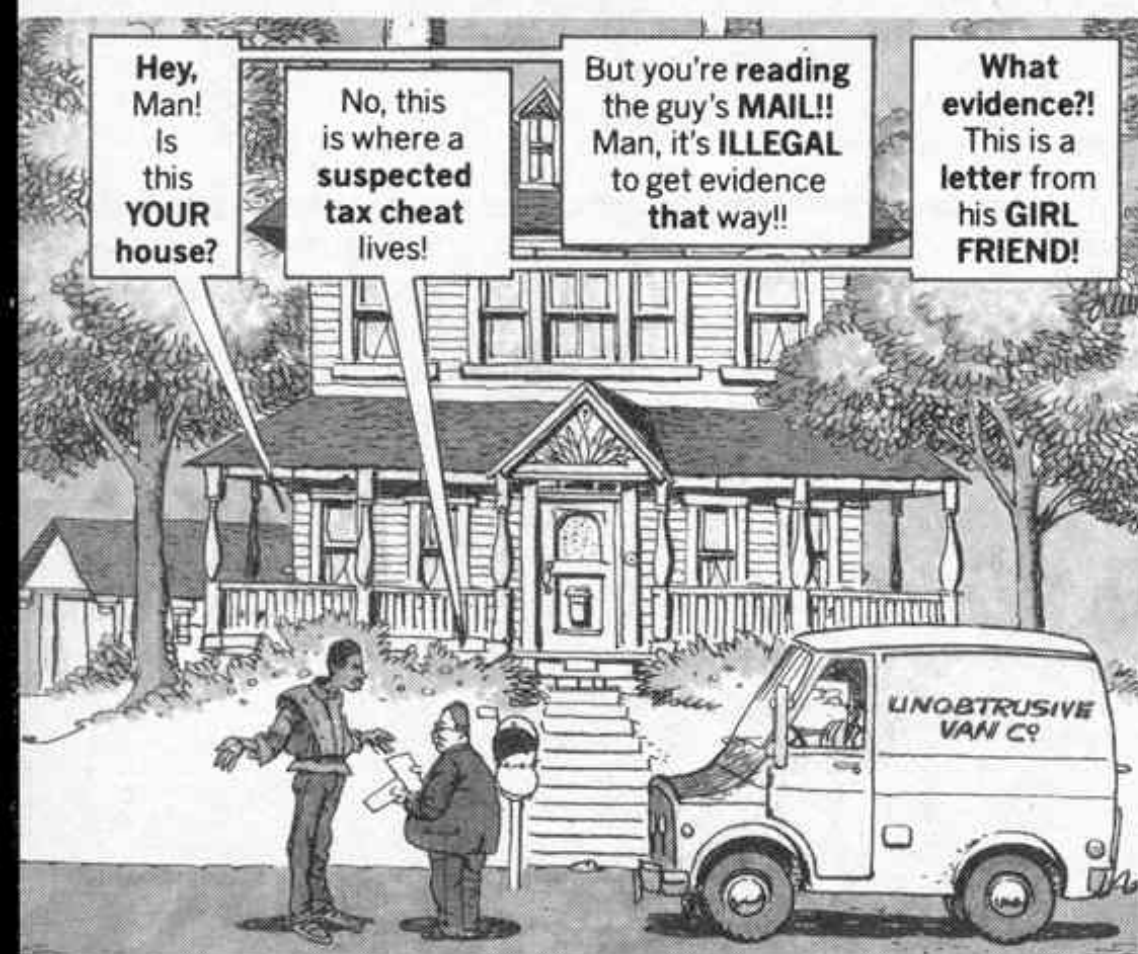
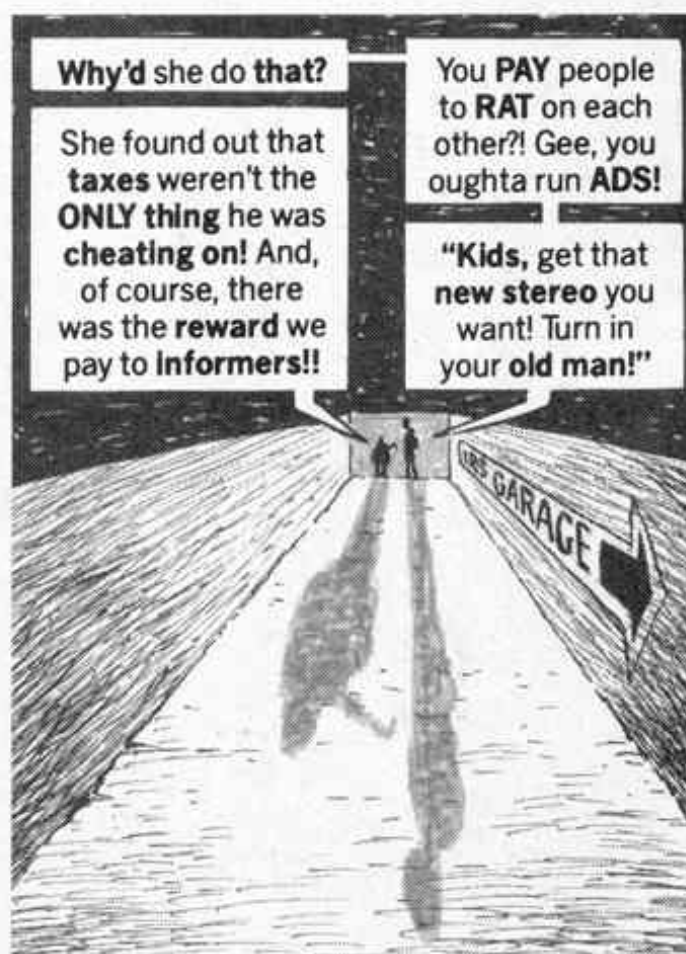
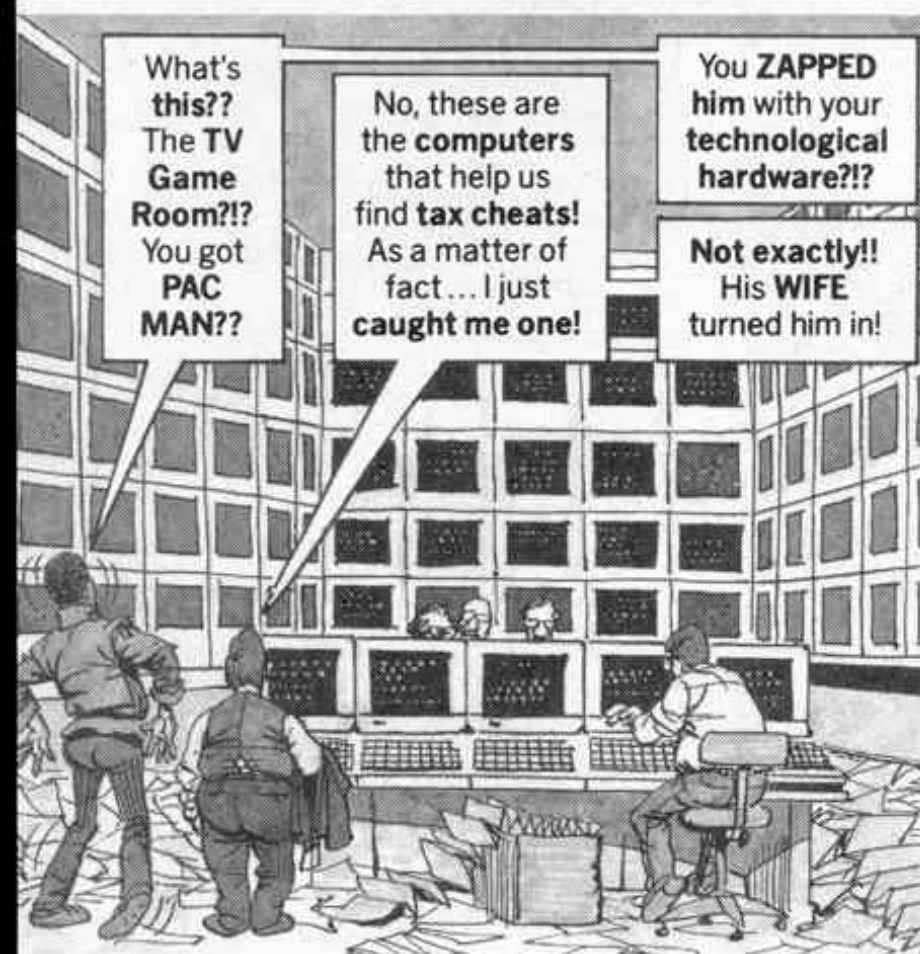
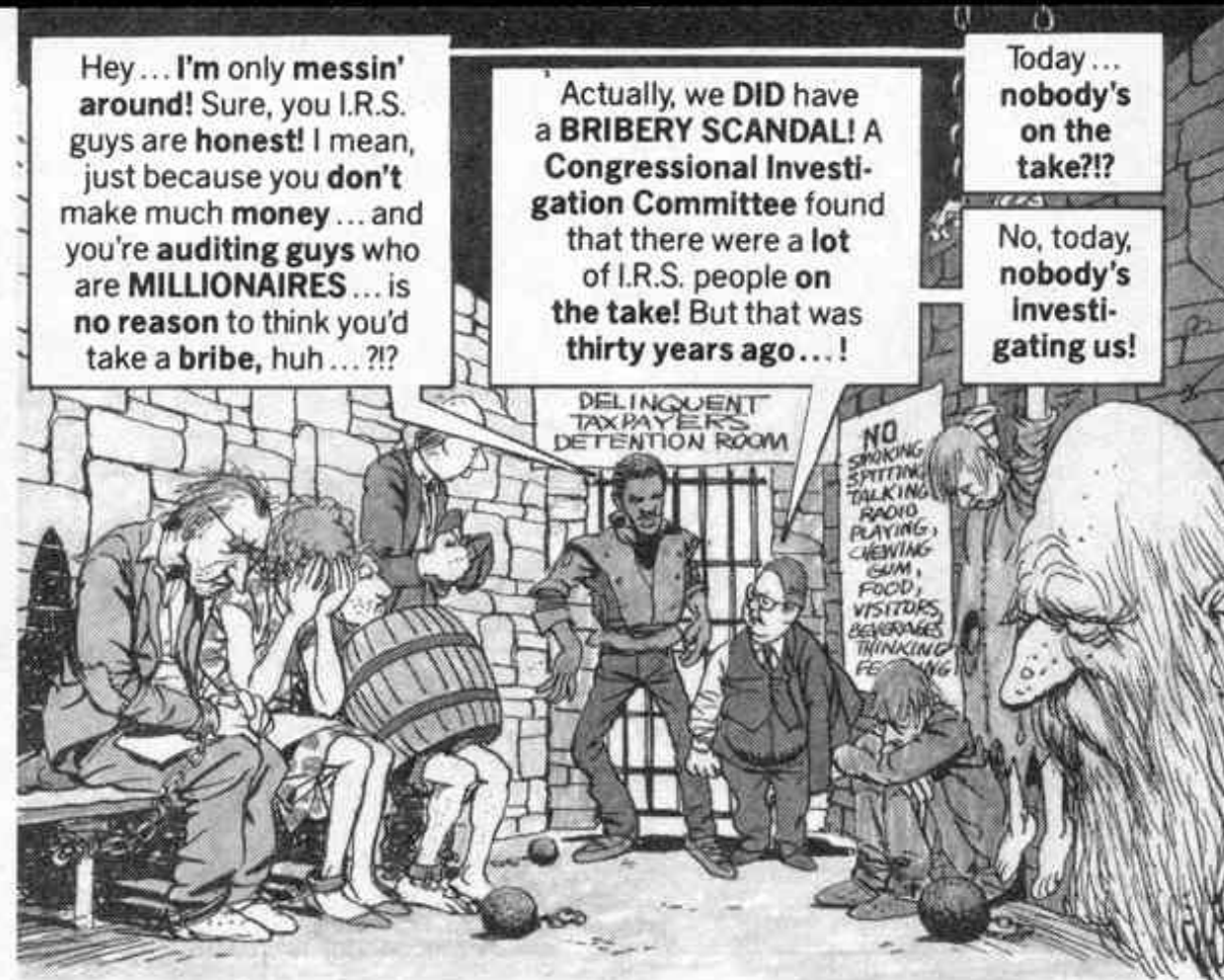
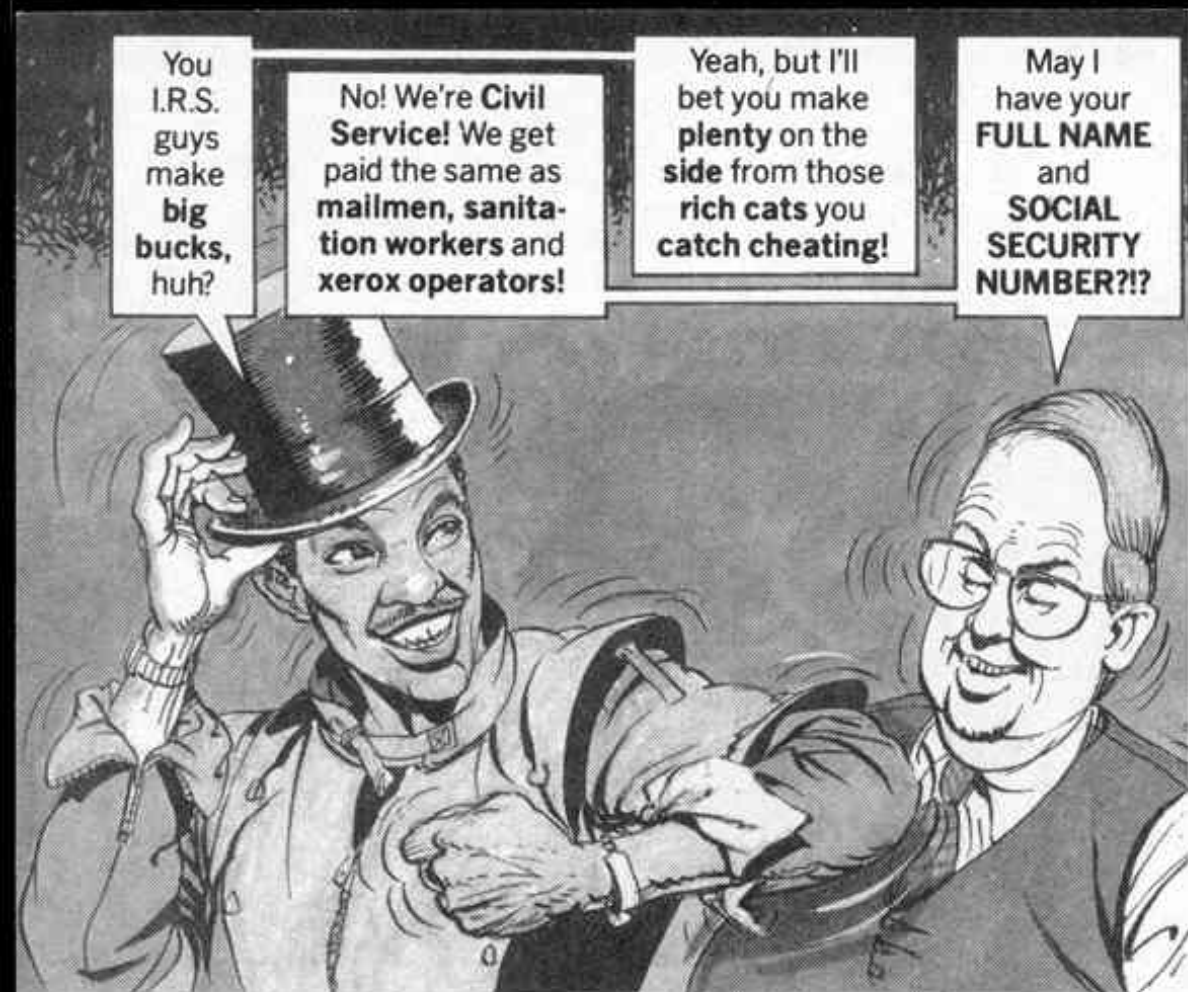
# MAD'S I.R.S. AGENT OF THE YEAR

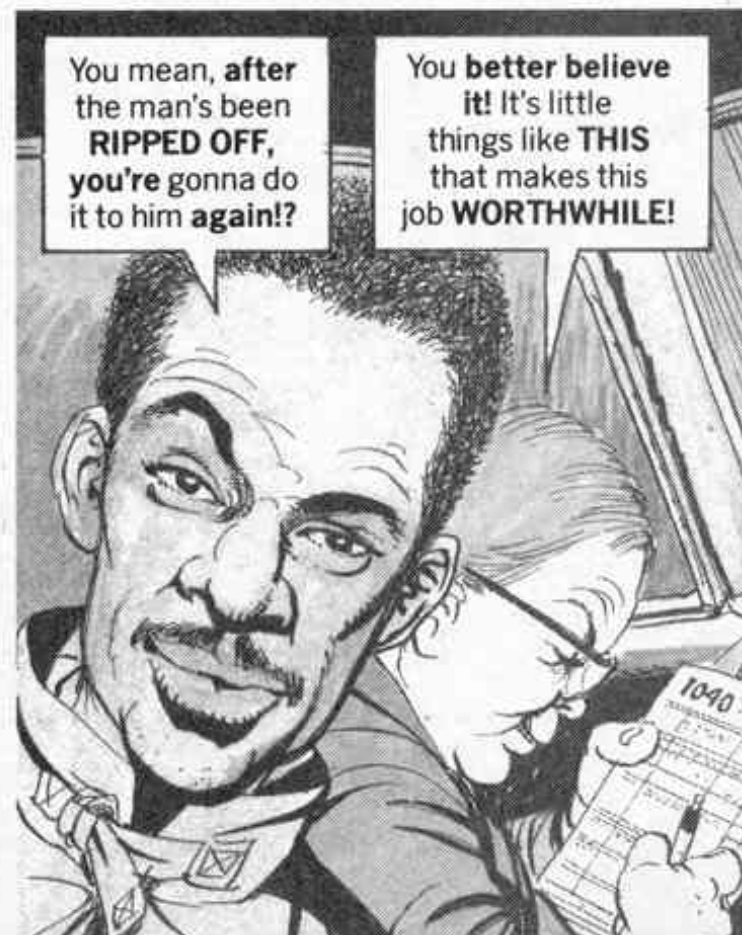
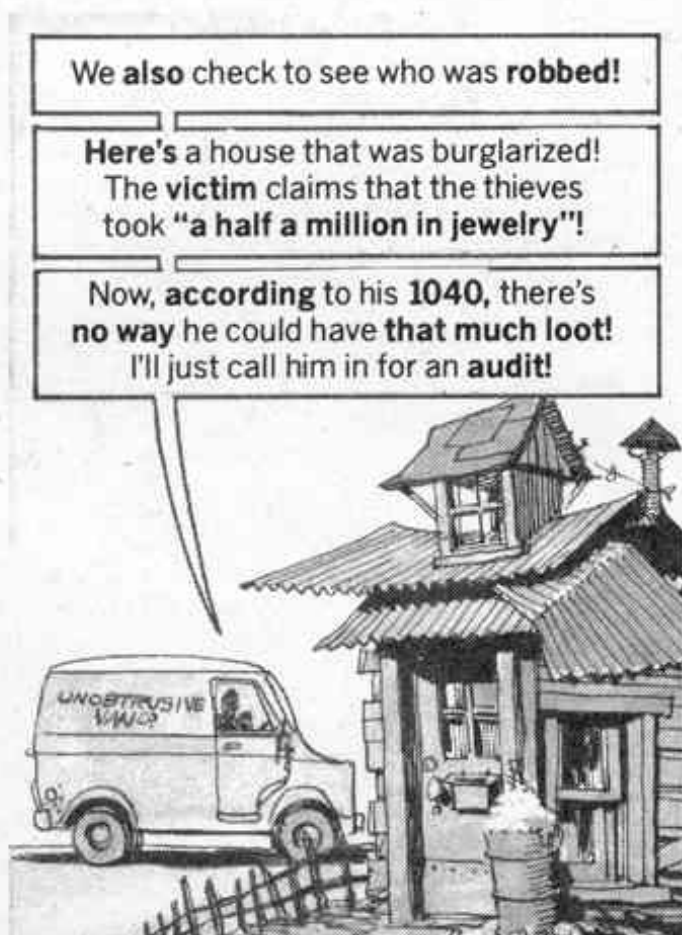
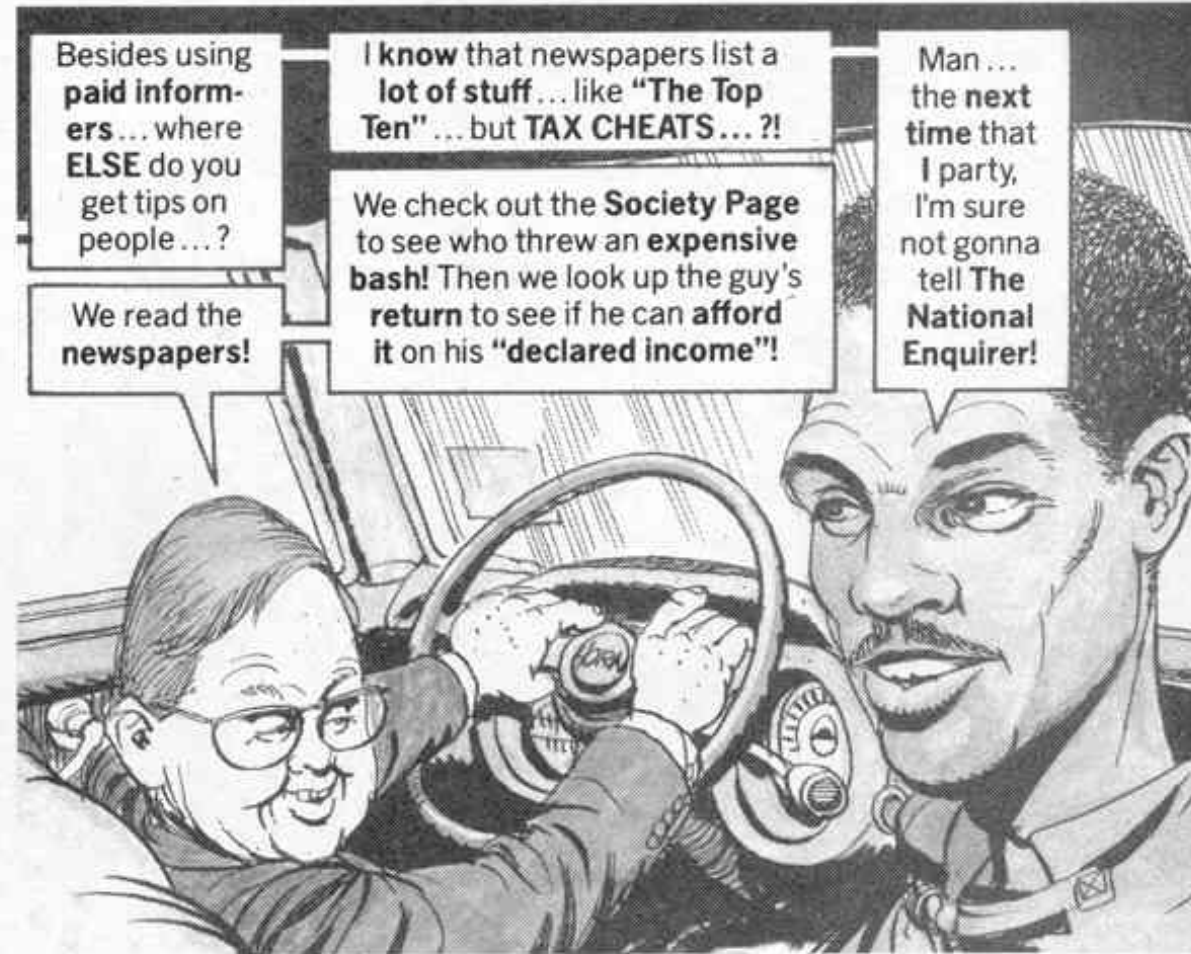
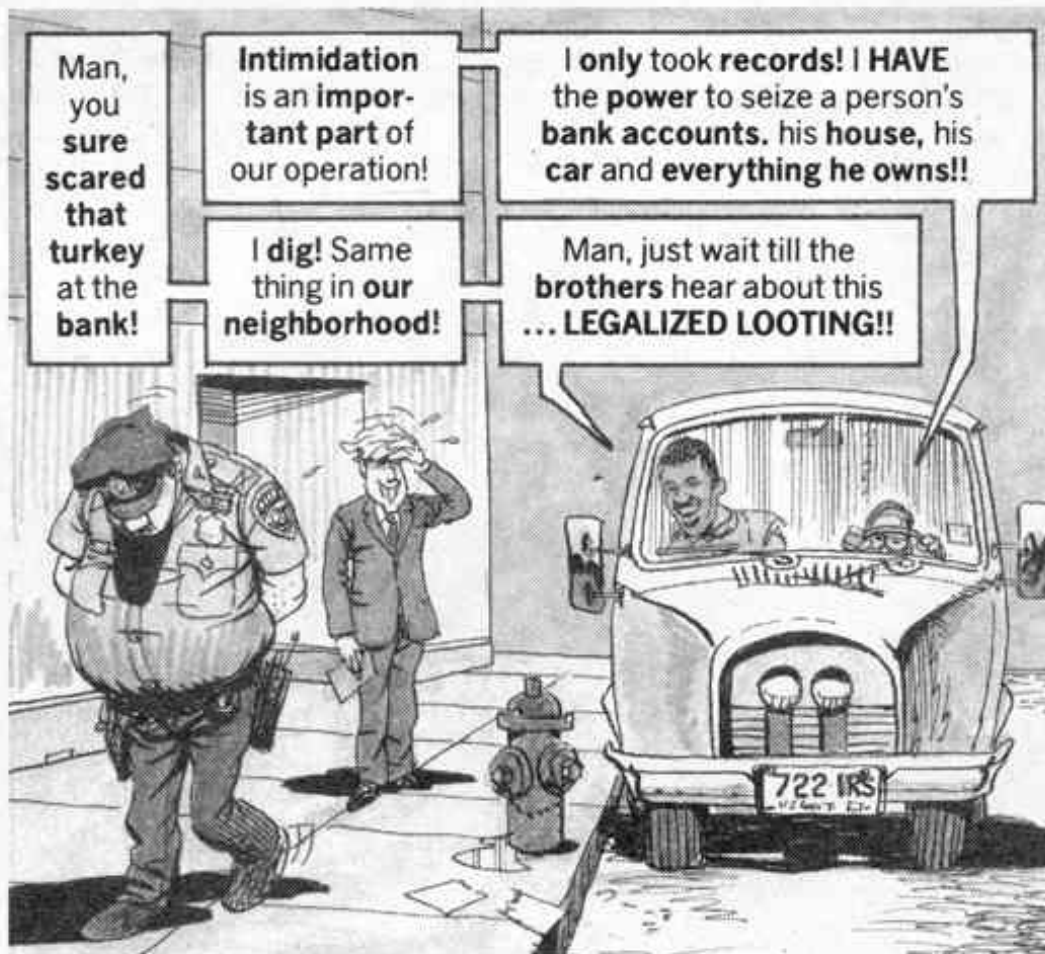


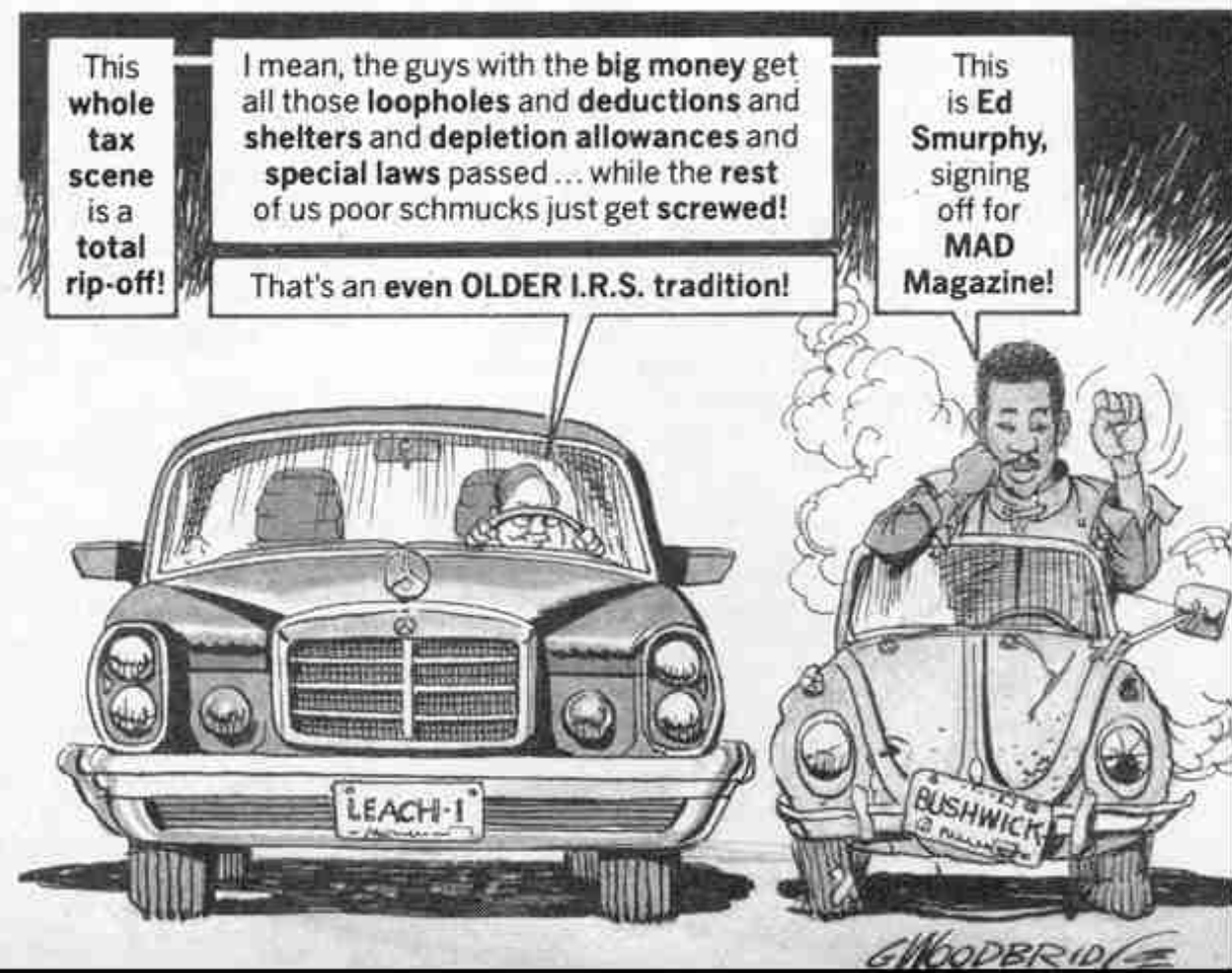
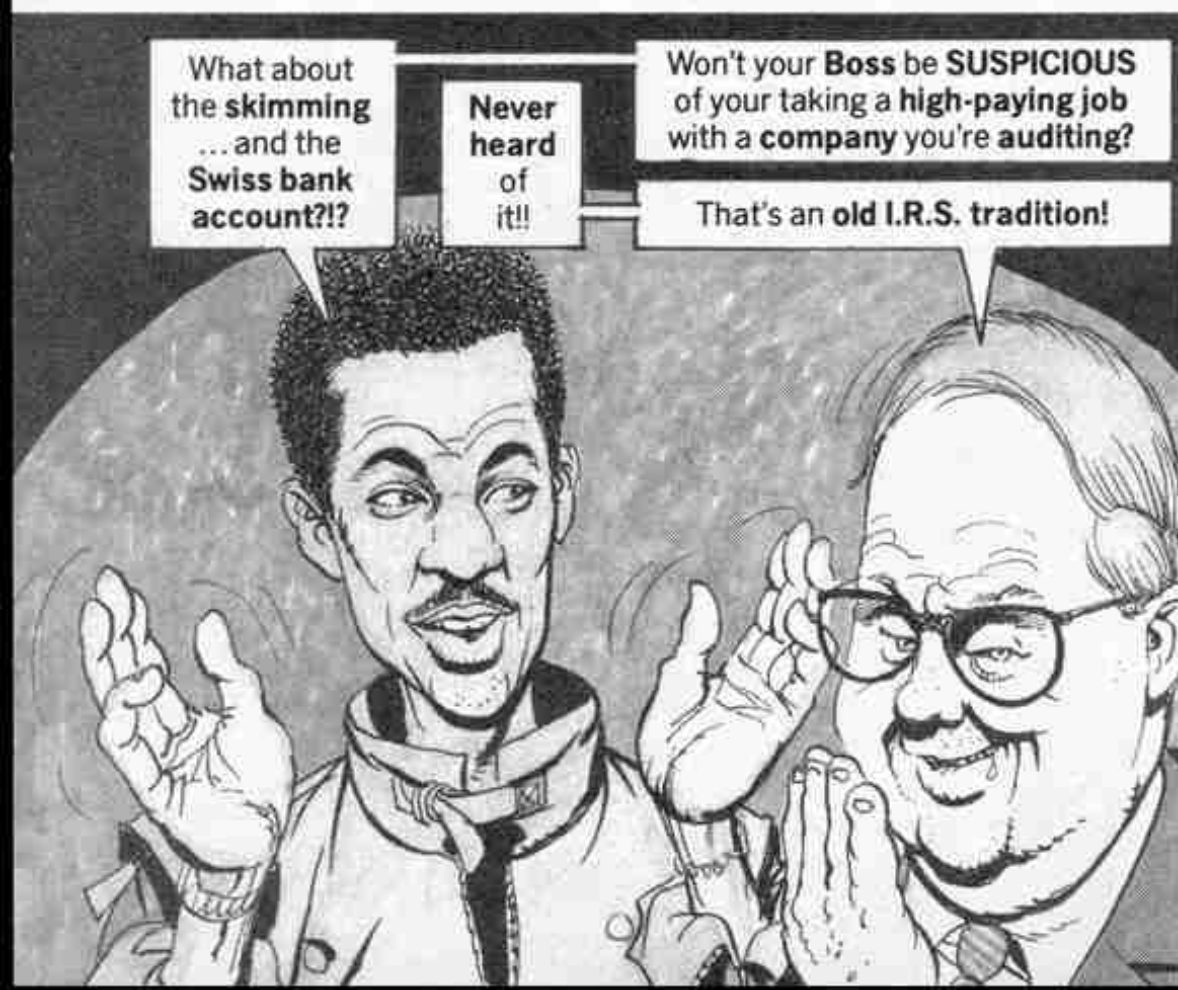
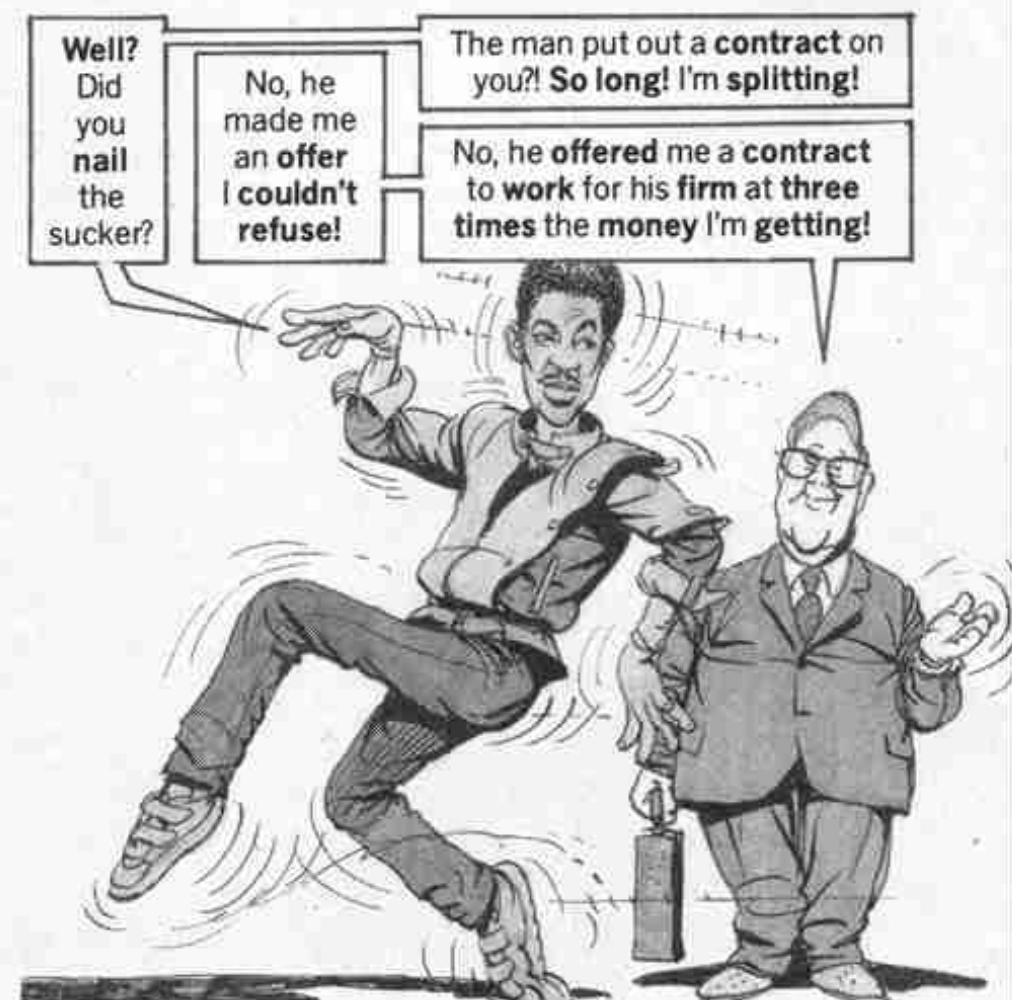
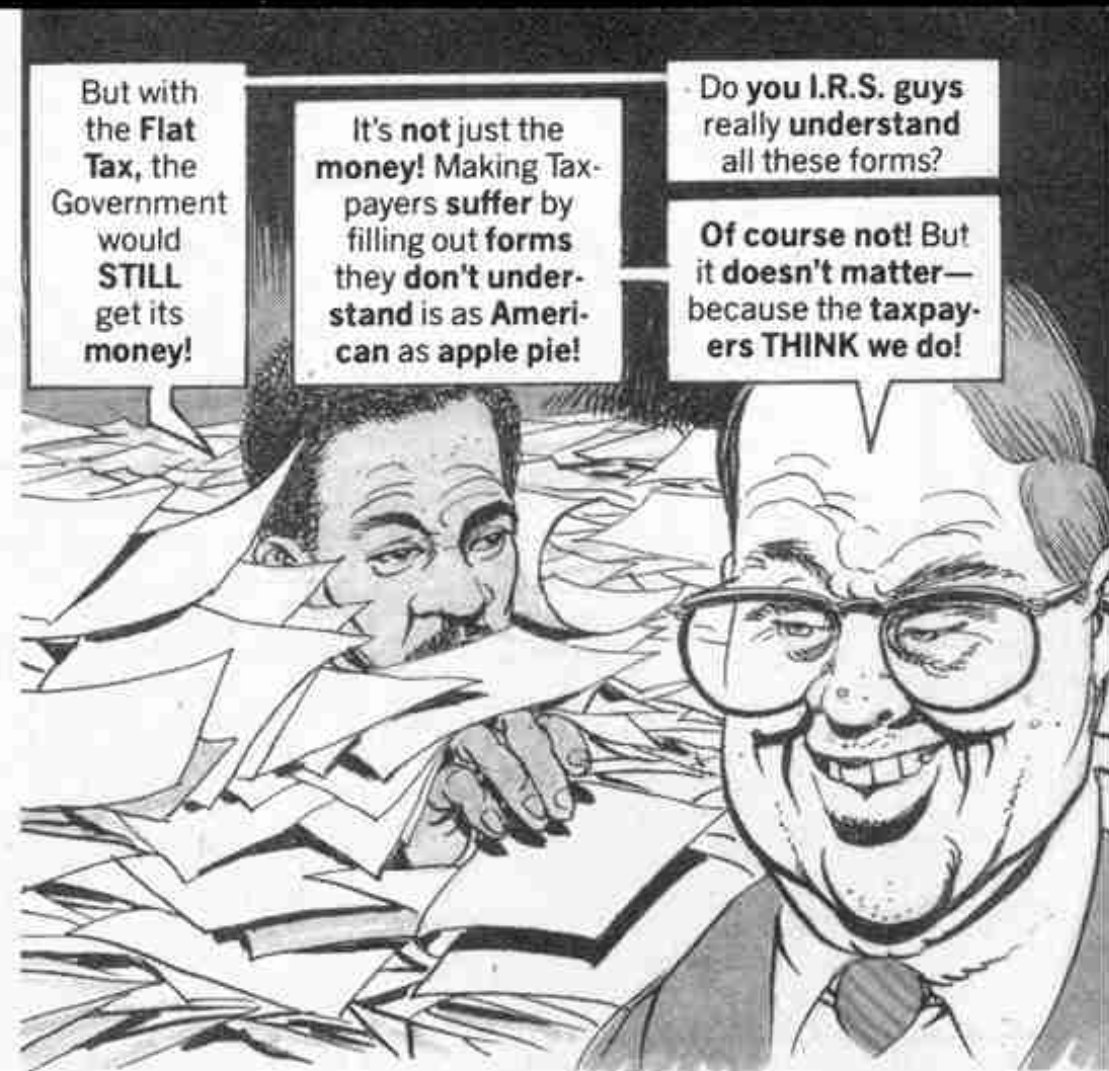
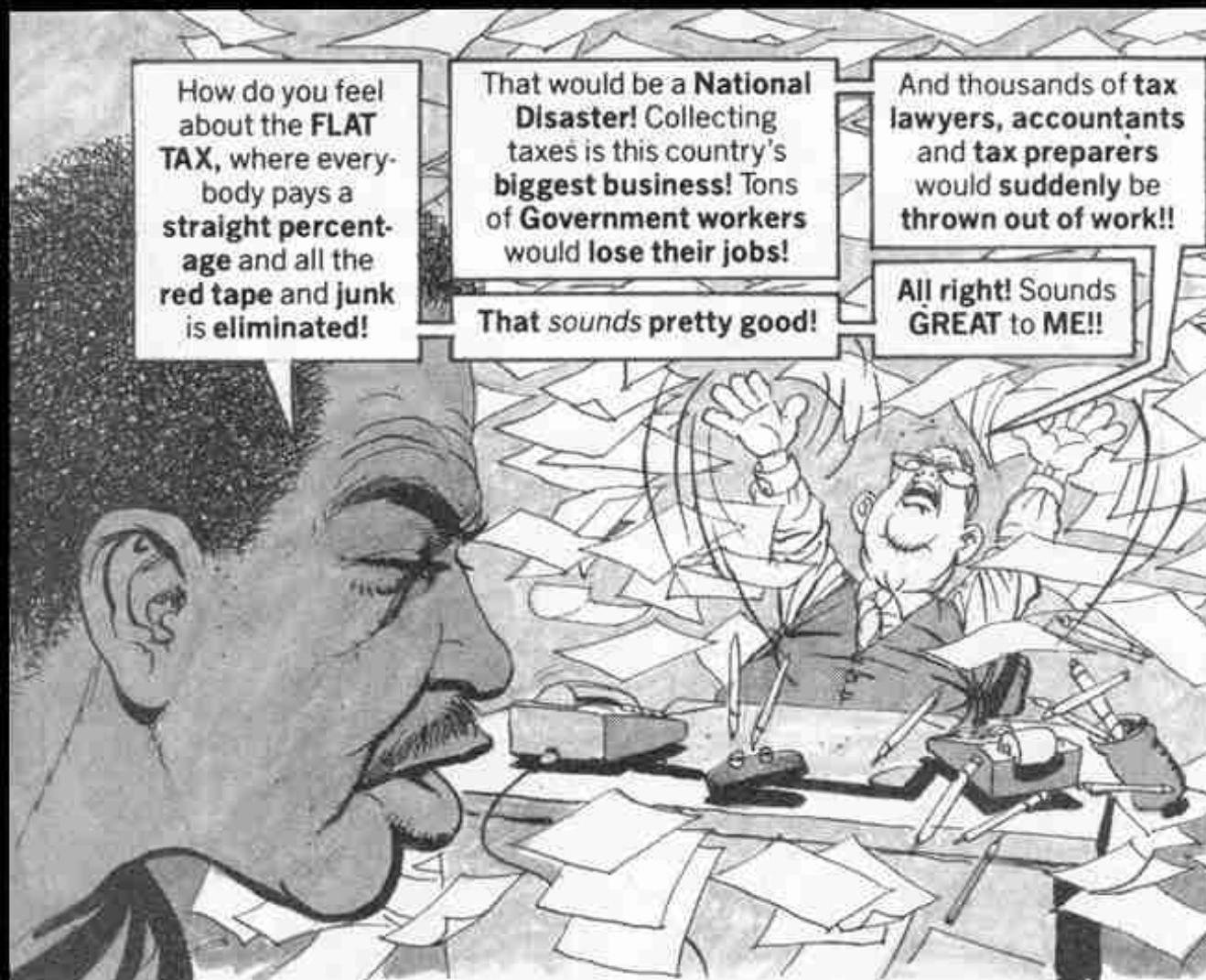
ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

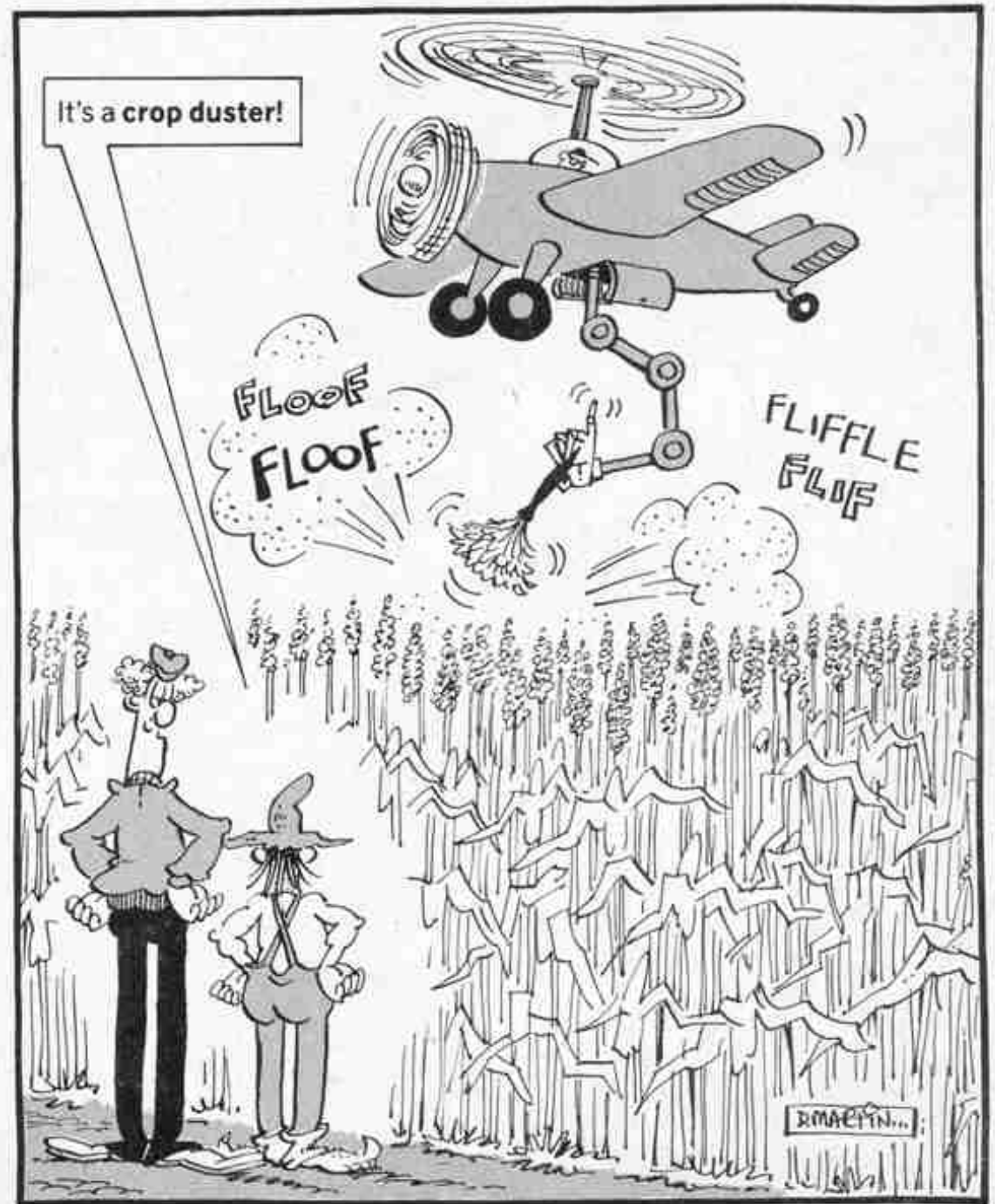








# ONE DAY IN THE COUNTRY



# NOT-SO-OBVVIOUS WA

## ELEVATORS...



...last inspected in April, 1982

## DENTISTS...



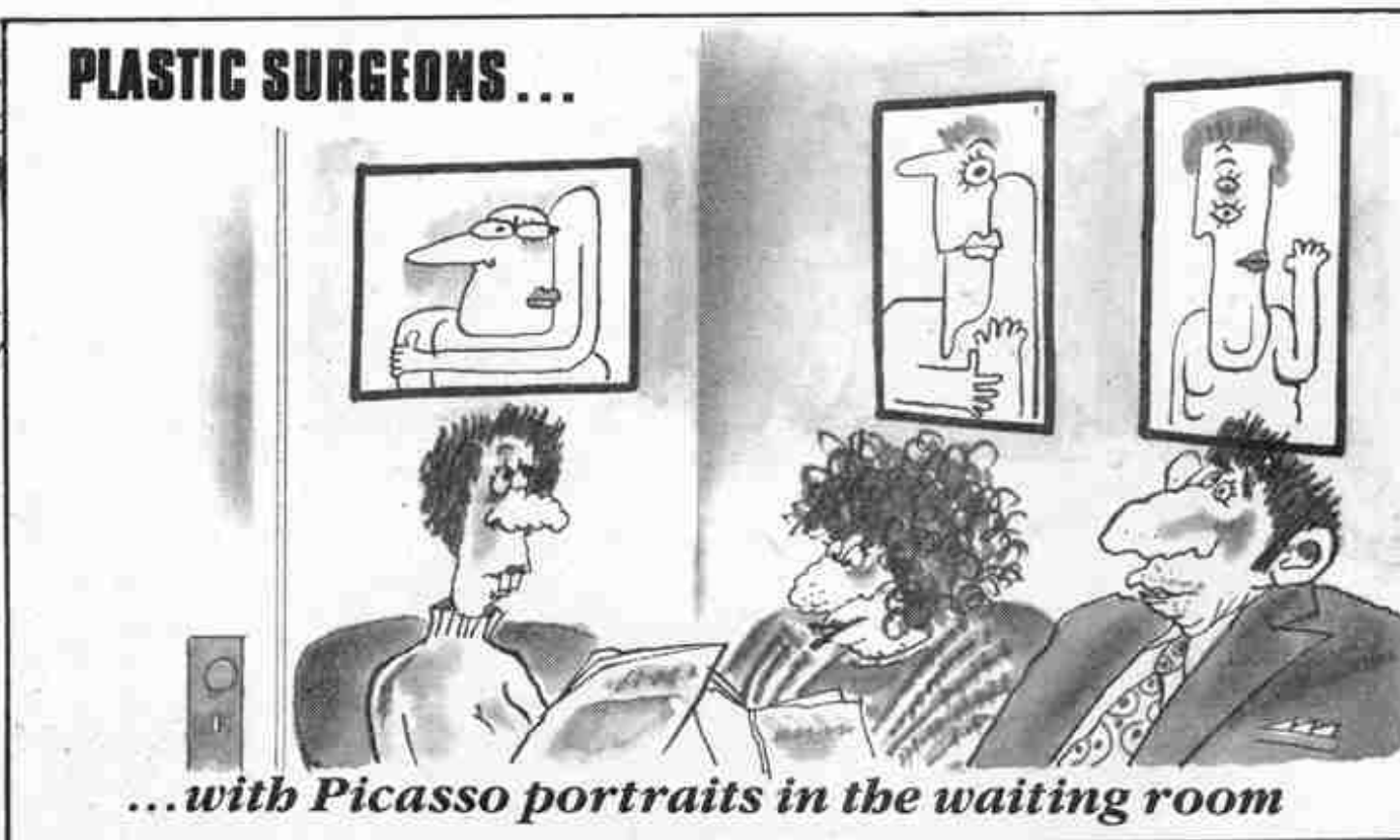
...who ask you to remove all your clothes

## PUBLIC RESTROOMS...



...with cutouts in the door

## PLASTIC SURGEONS...



...with Picasso portraits in the waiting room

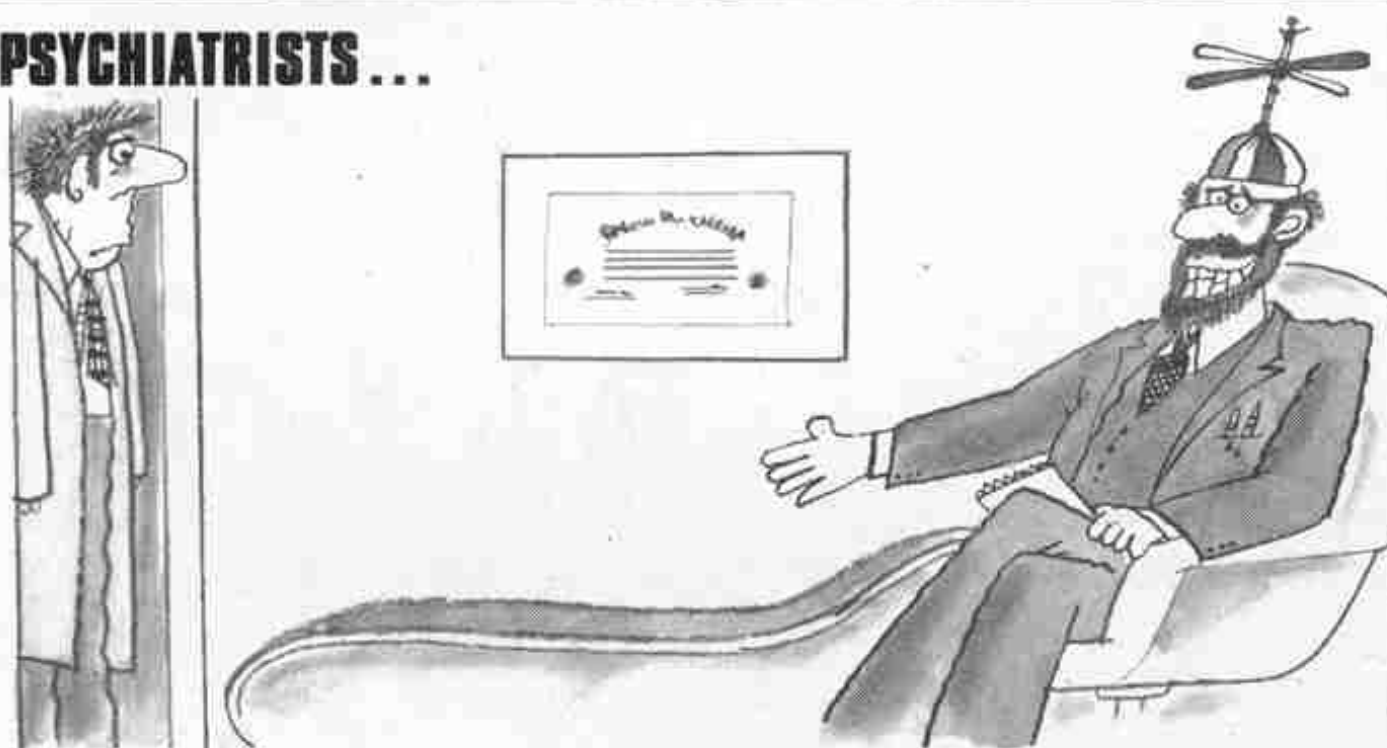
# WARNING SIGNS OF PLACES TO AVOID

## TATTOO PARLORS...



...who employ bad spellers

## PSYCHIATRISTS...



...wearing beanies

## HOSPITALS...



...that use operating tables with uneven legs

## OUTDOOR CAFES...



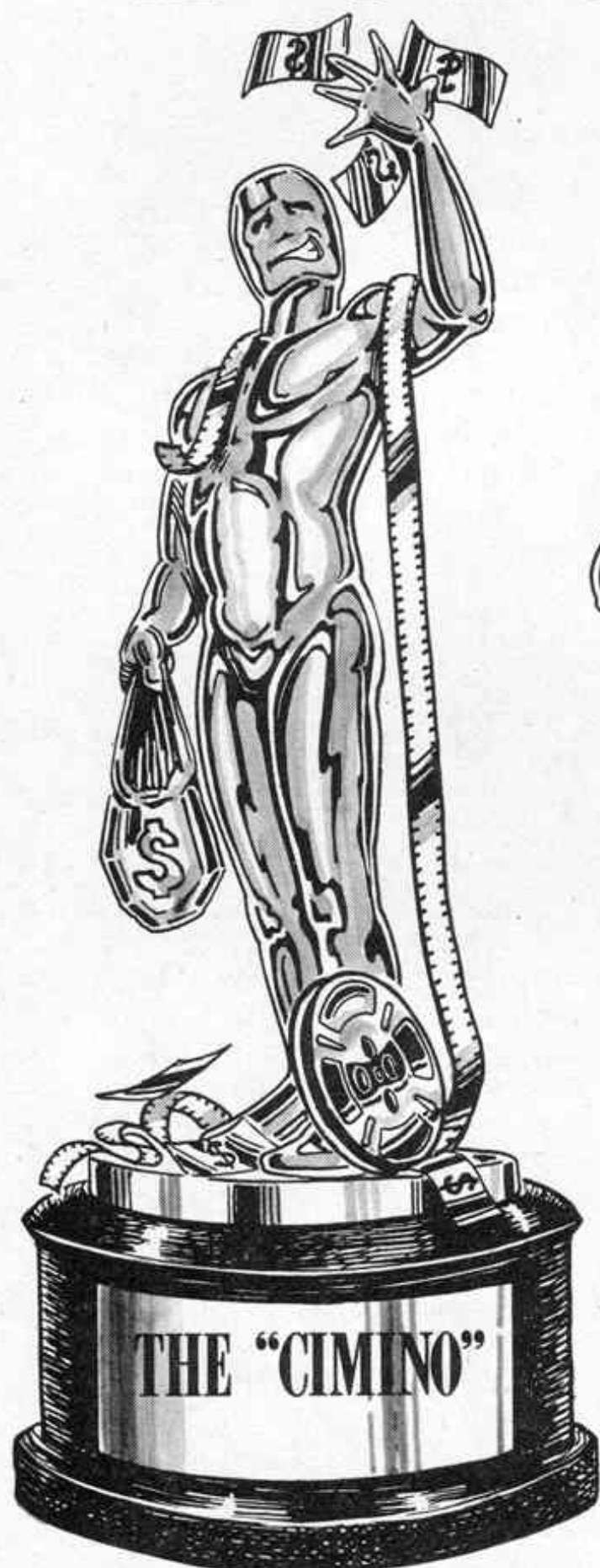
...with lots of birds around

ARTIST AND WRITER: PAUL PETER PORGES

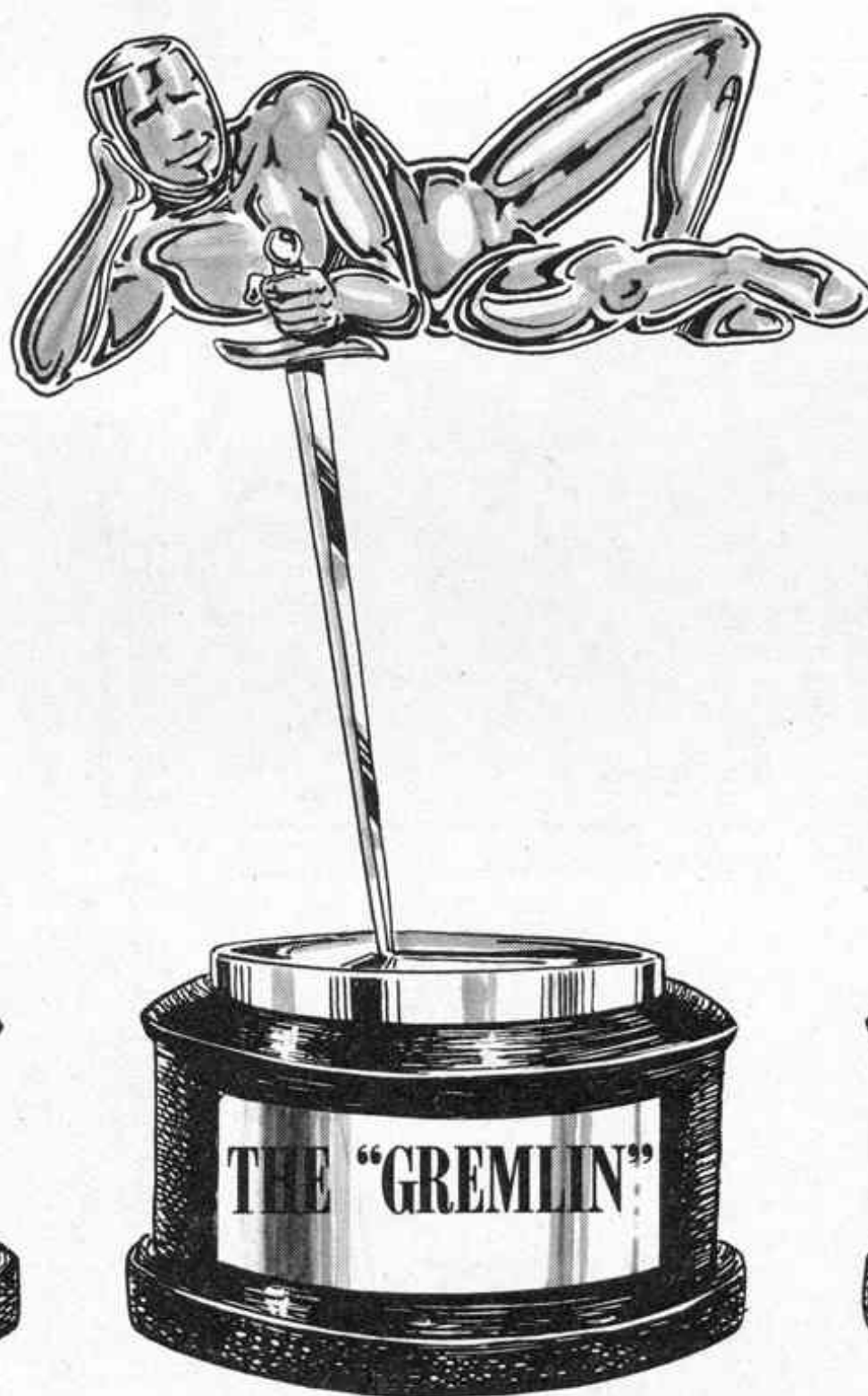
**OSCAR-MIRED DEPT.**

Every year Hollywood bestows Oscars on films of excellence. That's a fine idea. There's just one hitch. Hollywood stopped making films of excellence about 20 years ago! Anyone who goes to the movies knows that standards have dropped. Nowadays \$5.00 buys a rehashed story line,

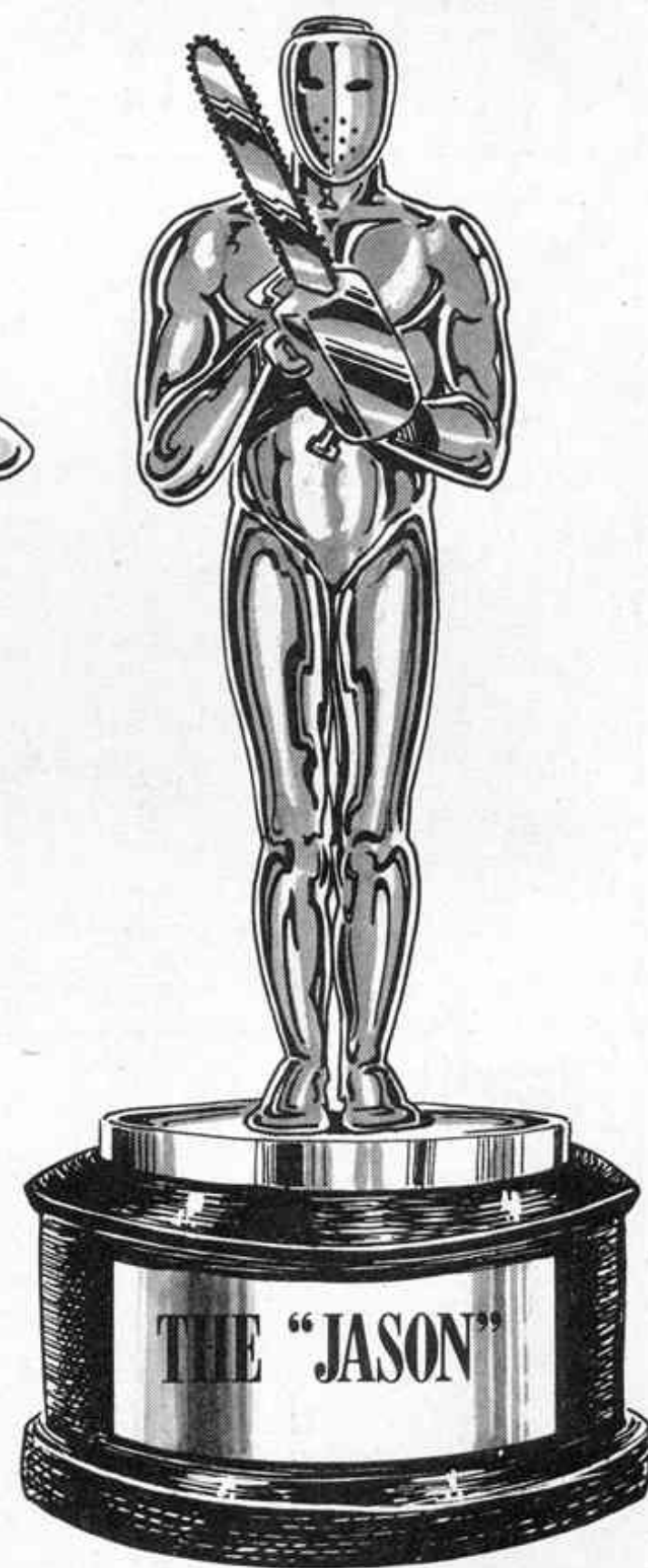
# CUSTOMIZED ACADEMY AWARD FOR CURRENT



*Awarded to the biggest box office bomb that was plagued by rumor and way over budget even before filming started.*



*Awarded to the film that displayed the flashiest special effects with the poorest acting and weakest story line.*

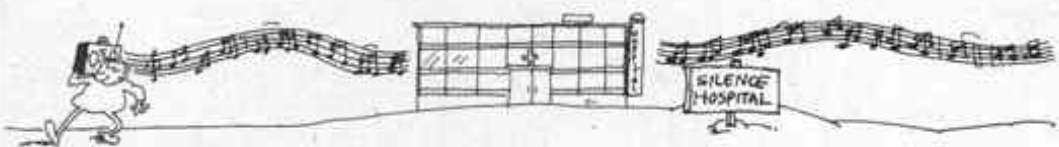


*Awarded to the film with the most teenaged girls terrorized by a mentally disturbed homicidal maniac.*

unintelligible dialogue, acting that makes TV look good and all the excitement of two used sparklers. That's not Oscar material! It's time for Hollywood to own up and start giving trophies that suit the films being made! But until they do, you'll have to put up with MAD's

# ADEMY AWARDS MOVIE TRENDS

ARTIST AND WRITER: MICHAEL MONTGOMERY



*Awarded to the film with the most unnecessary nudity and gratuitous sex, which had nothing whatsoever to do with the plot.*



*Awarded to the martial arts movie with the most grunts and groans per minute, and the least coherent dialogue.*



*Awarded to the most boring and predictable sequel of a movie that wasn't very interesting to begin with.*

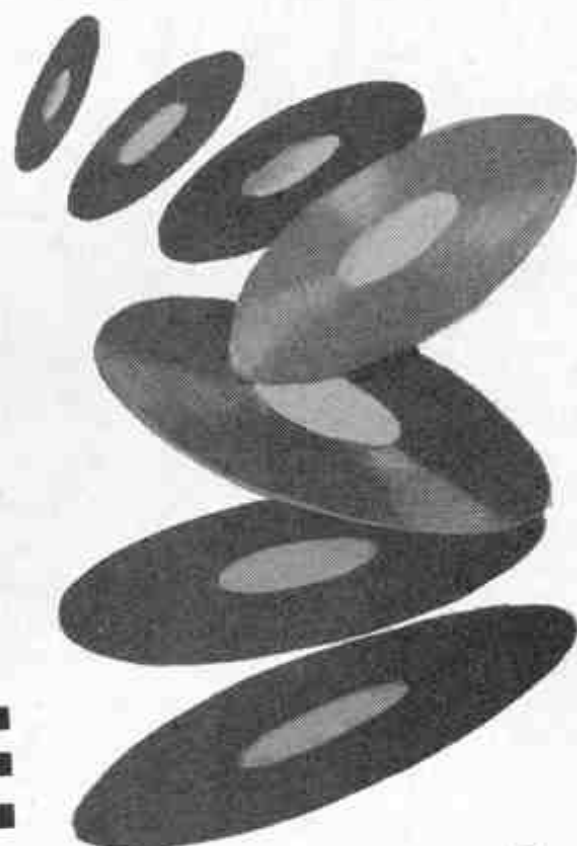
DICK DePT.

They sounded great at first, but upon reflection they really didn't turn out right. Here's our latest collection of....

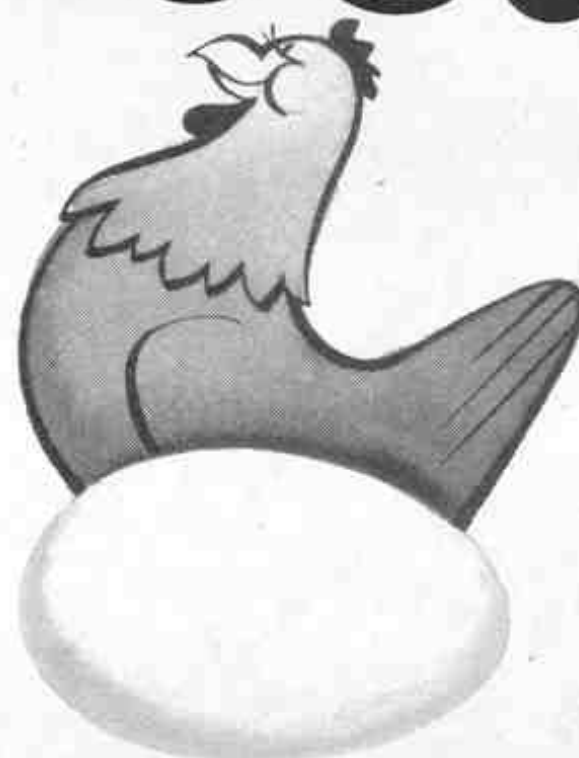
# ADS

## AT THE TOWER LP SALE

We're Breaking All Records!

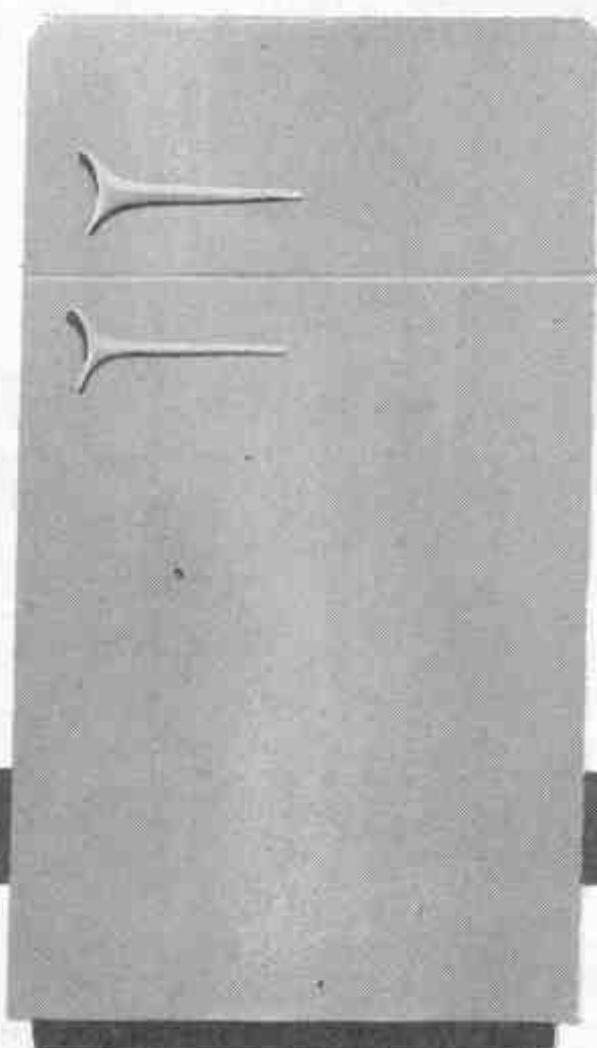


## BORDEN EGGS



## WESTINGHOUSE REFRIGERATORS

THEY'RE HARD  
TO BEAT!



ARE THE  
**HOT  
ONES!**

## CLINIQUE



**we never got to see!**

ARTIST: BOB CLARKE

WRITER: DICK DE BARTOLO

**AMC JEEPS**

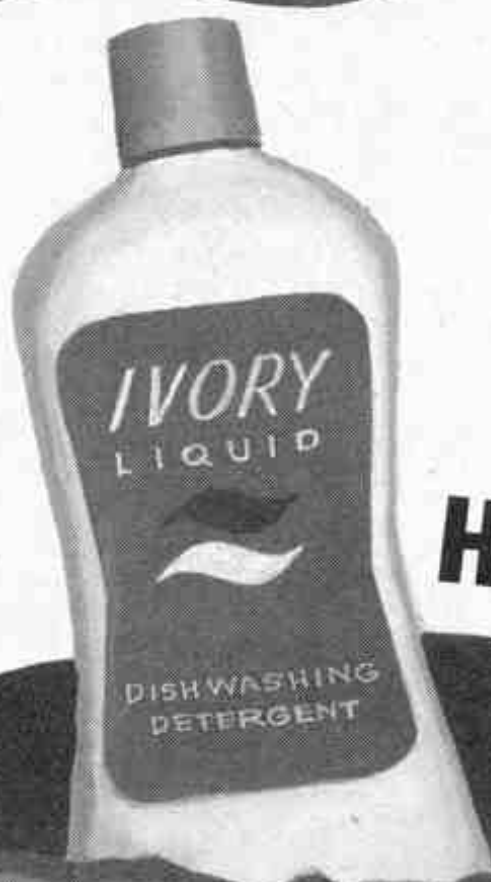


*Are Meeting  
the Competition*

**HEAD ON!**

**QUE**

*a new  
wrinkle  
in skin  
creams*



**IVORY  
LIQUID**

The **Joy** of your  
**HOUSEHOLD**



*For all the **DIPS**  
at your party!*



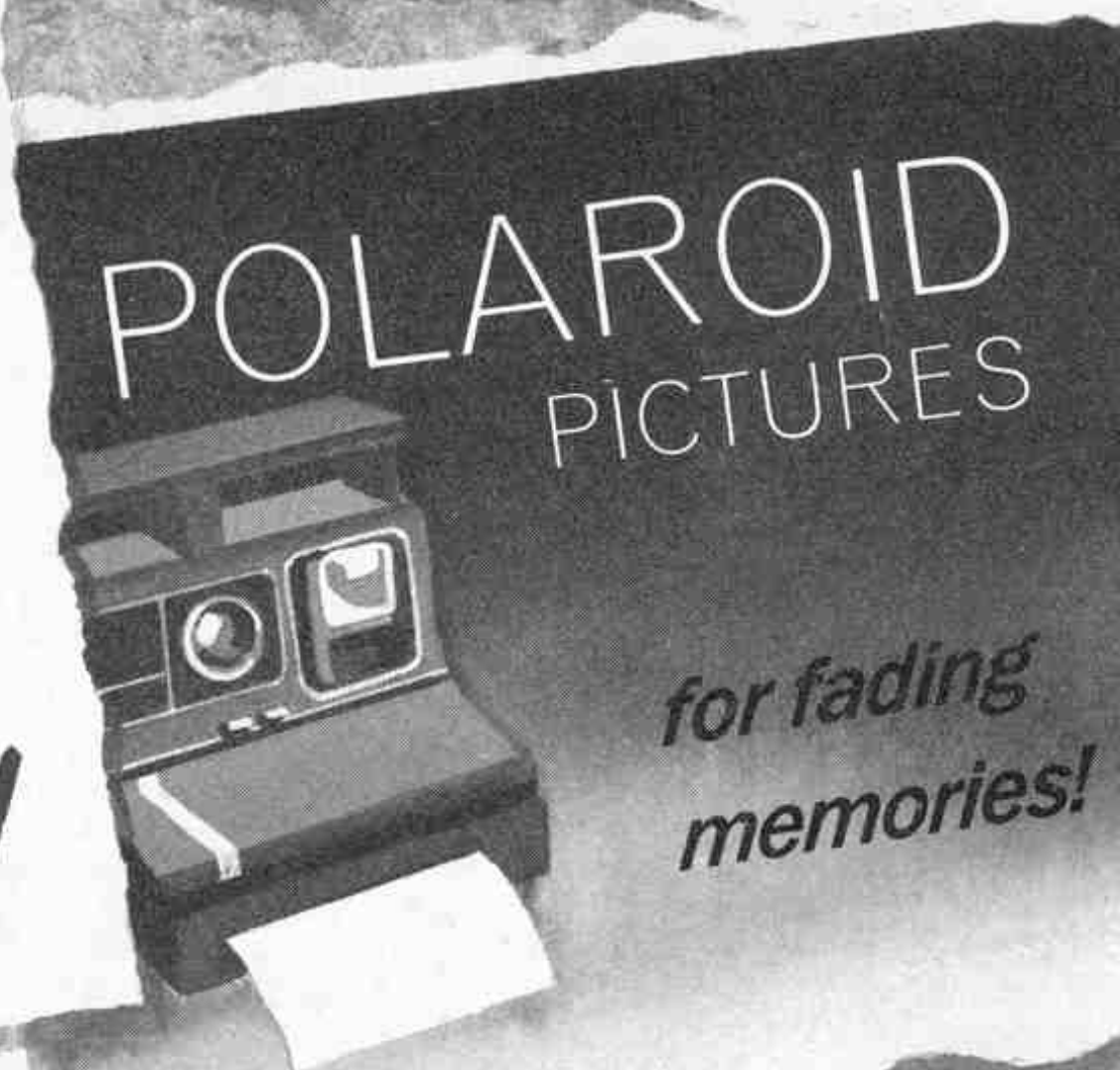
YOU CAN BE SURE



***REALLY  
SUCK!***



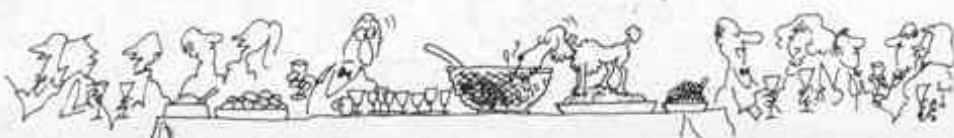
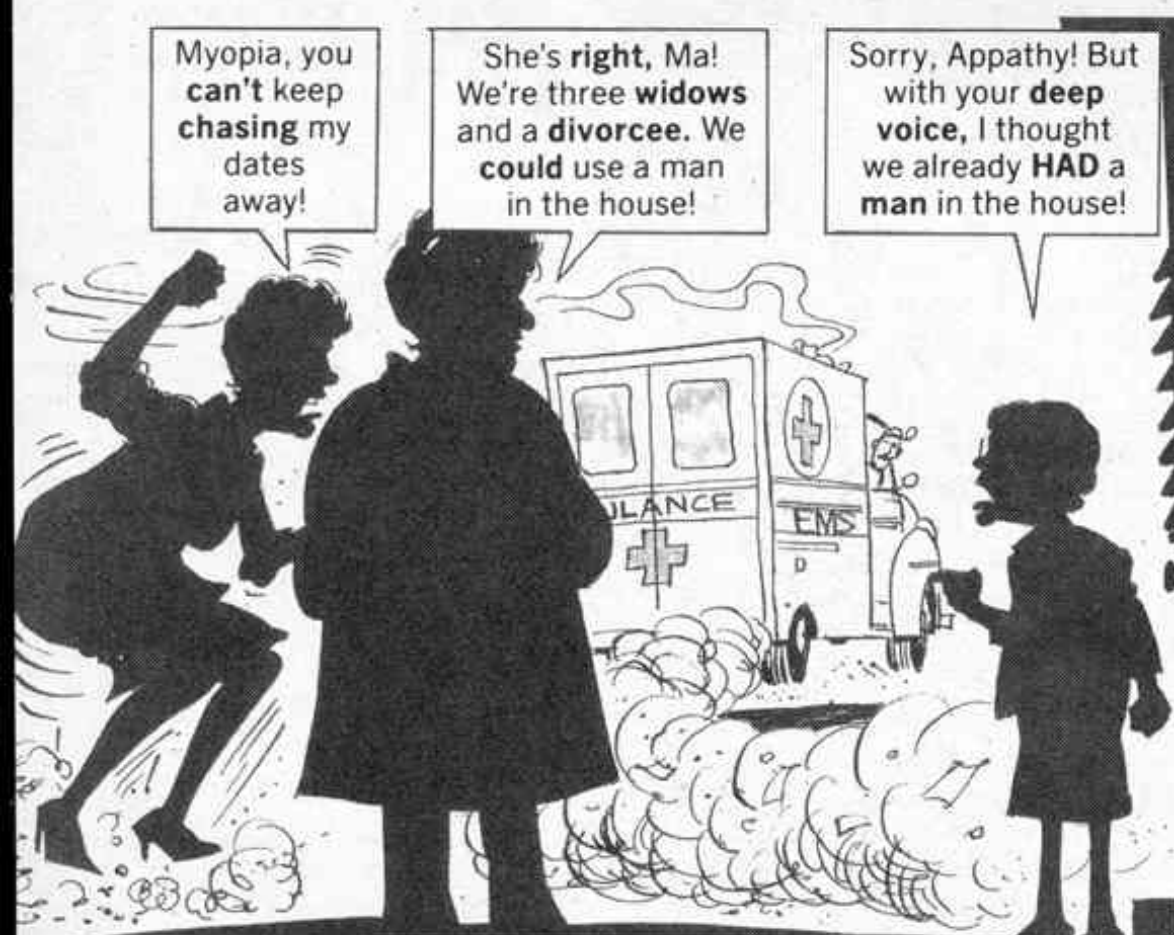
**WEBSTERS'**  
*NEW*  
DICTIONARY  
IS TOO GOOD  
FOR WORDS!

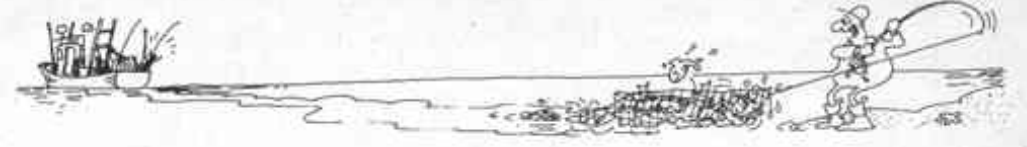


**POLAROID**  
PICTURES

*for fading  
memories!*







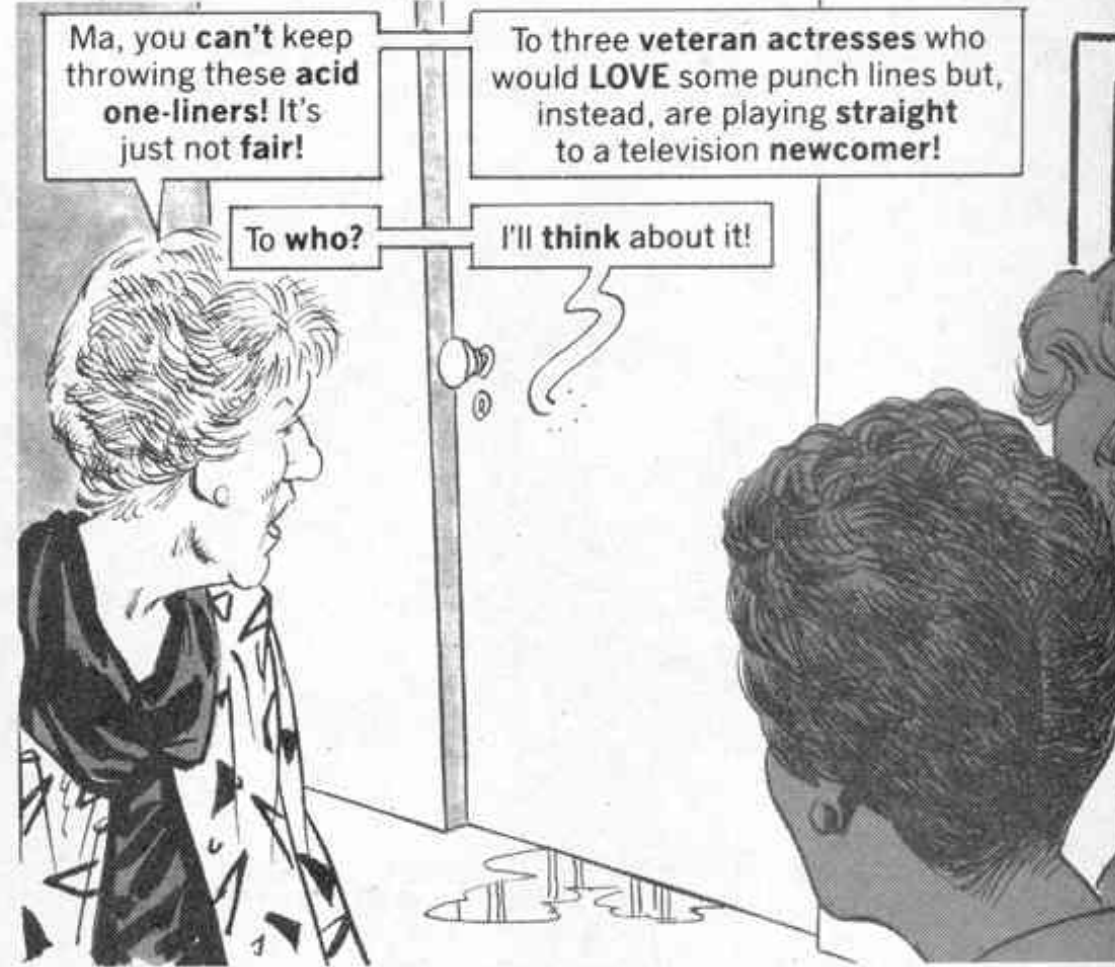
I've got to take a whiz!

There she goes again! Another bladder joke!

She can't help it! A stroke destroyed the part of her brain that censors what she says!

How sad for Myopia!

And how convenient for the writers!



Ma, you can't keep throwing these acid one-liners! It's just not fair!

To three veteran actresses who would LOVE some punch lines but, instead, are playing straight to a television newcomer!

To who?

I'll think about it!



Girls, I'd like you to meet my second cousin, twice removed.

Big deal! I'd like you to meet my kidney stone, once removed!

MA!!!

I said I'd think about it! I didn't say I'd do it!



Appathy, you must do something to hush up your Mama! She's setting senior citizens' dignity back twenty years!

The same thing you're doing for the south with your southern accent!



I just came back from my yearly checkup! The doctor gave me thirty minutes to live!

Hmm! I think we have this week's plot device!

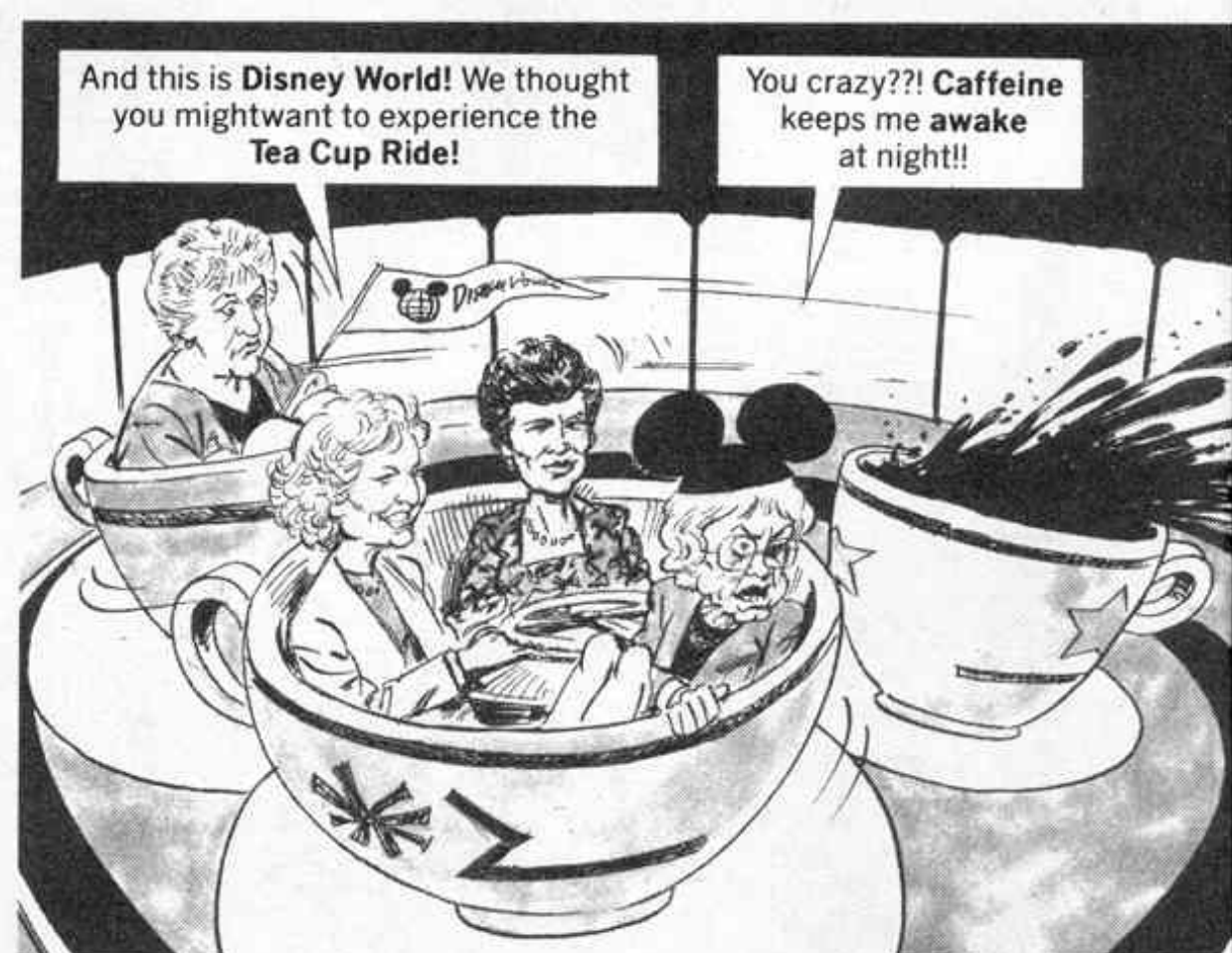


THIRTY MINUTES! He gave you ONE EPISODE to live!?

You got it! Originally he gave me 15 minutes, but when I told him I couldn't pay the bill he gave me another 15 minutes!

Can you believe it?! The jokes on this show are older than the cast!

AND THEN THERE'S MAUDE!!





My goodness! Why was she arrested?

About what?

Disturbing the spring break at Ft. Lauderdale! The college kids complained!

Her language! They never heard anything that disgusting before!

I should have known! She was also banned last month from a Motley Crue concert!

...\*&%%\$#@... bikini sluts... %&(\*%%\$&%#... Signa Nu barf bags!

FORT LAUDERDALE BEACH  
WHERE THE GOYS ARE

NO

WEST POINT

BEAT NAVY



I'm Dr. Hemmes! There's been a little mixup at the lab. You're going to live!

That's wonderful news! What happened?

Her tests got mixed up with a lizard's!



Wait! Don't leave! As long as you're here why don't you stay and feel my heart!

Are you sick?

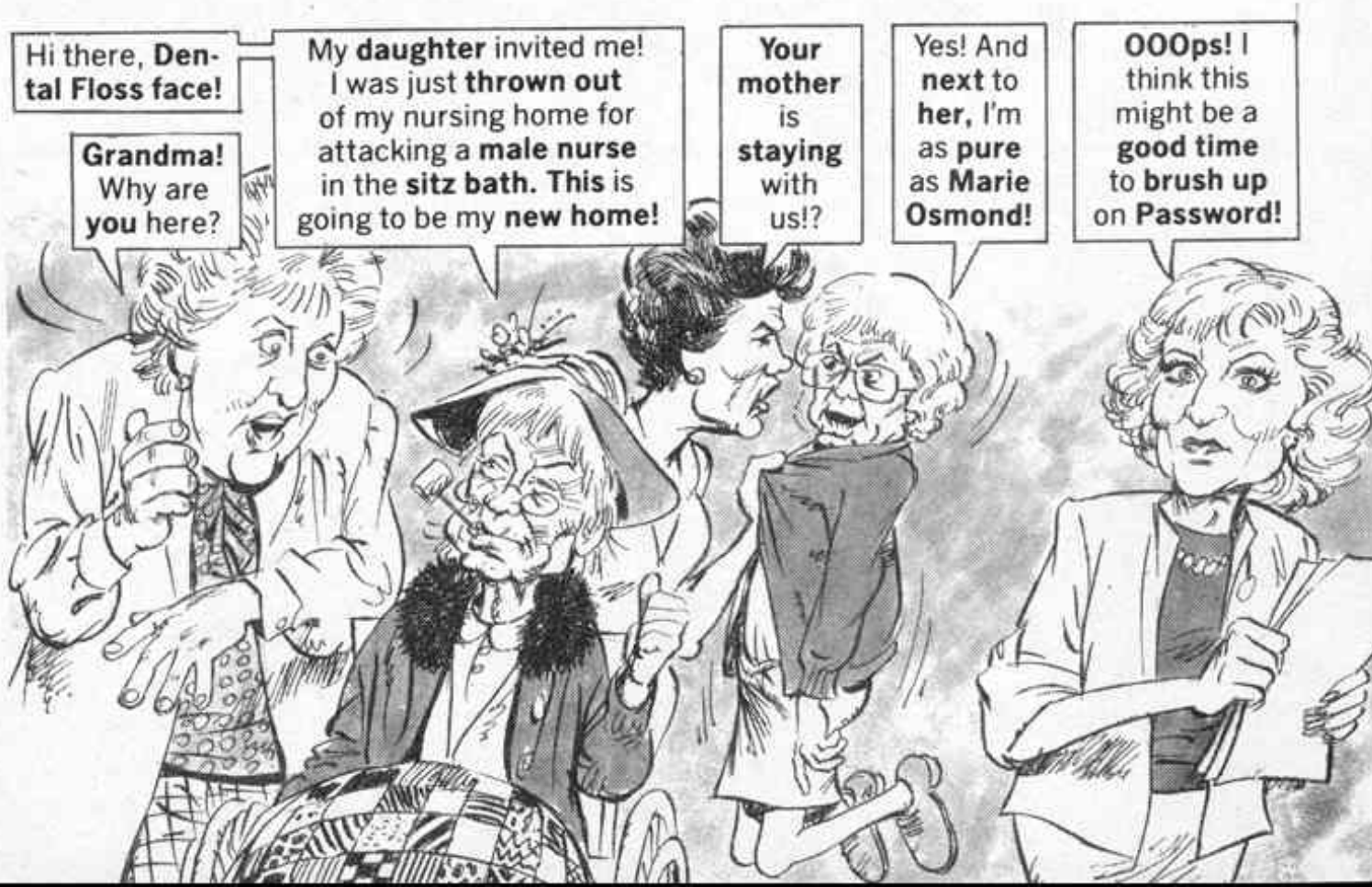
No! Just horny! It's been a slow episode for me!



Myopia's going to live! But since our show is a hit, we're going to have to put up with her acid barbs for a second season!

I hope you give someone else the chance to be funny next year!

You can bet on it!



Hi there, Dental Floss face!

Grandma! Why are you here?

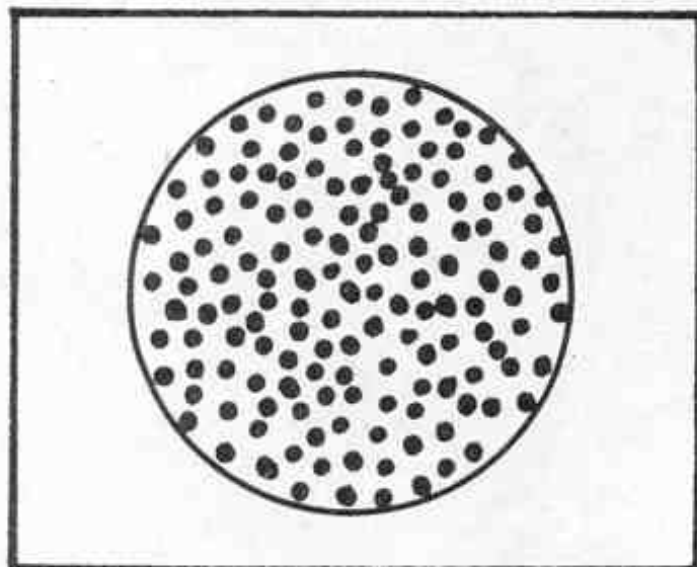
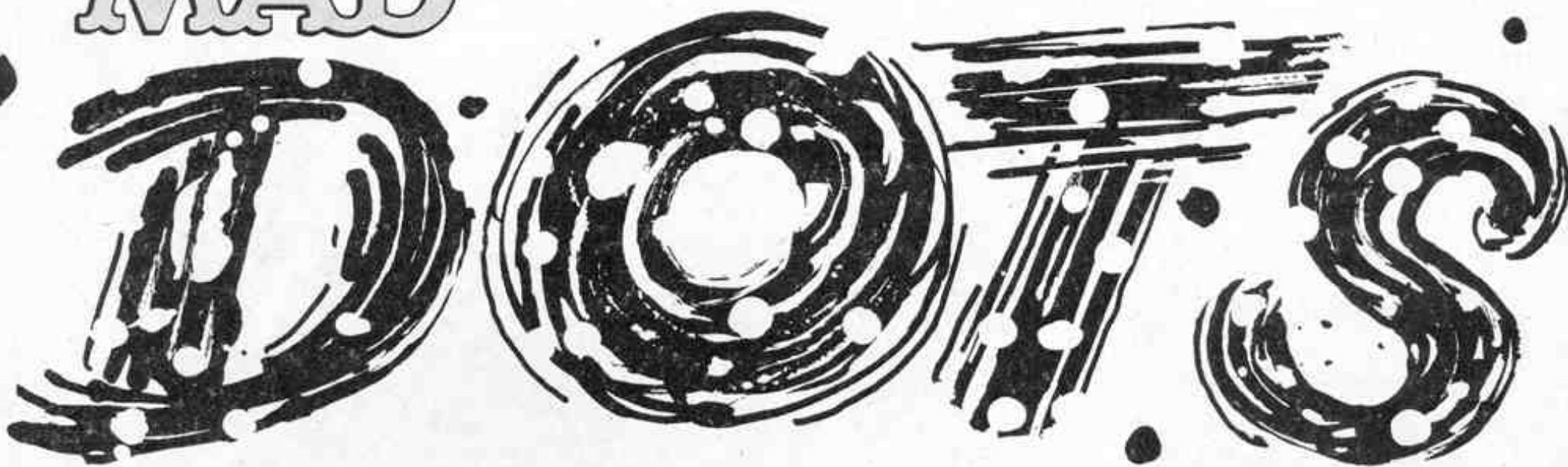
My daughter invited me! I was just thrown out of my nursing home for attacking a male nurse in the sitz bath. This is going to be my new home!

Your mother is staying with us!?

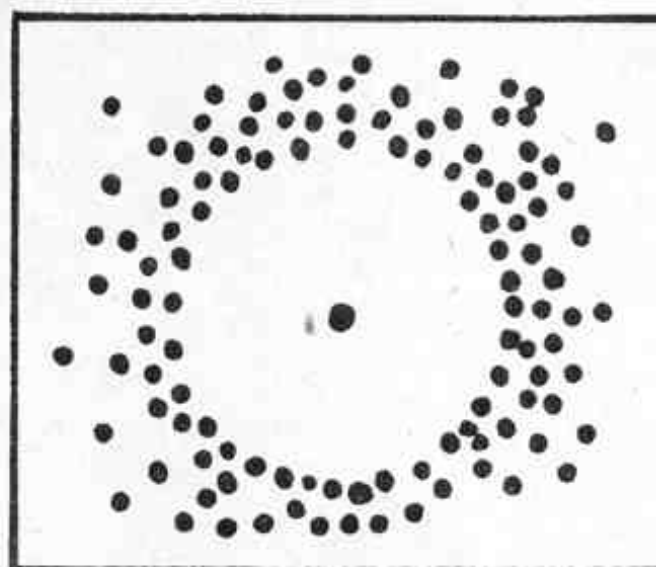
Yes! And next to her, I'm as pure as Marie Osmond!

OOOps! I think this might be a good time to brush up on Password!

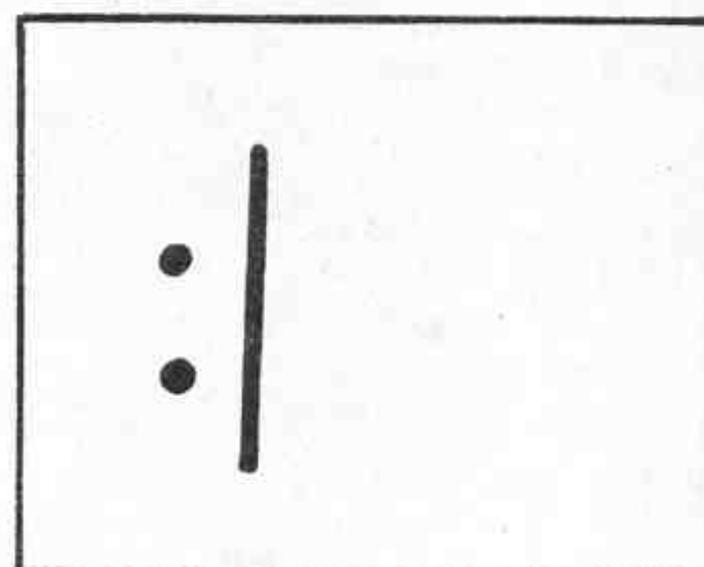
MAD



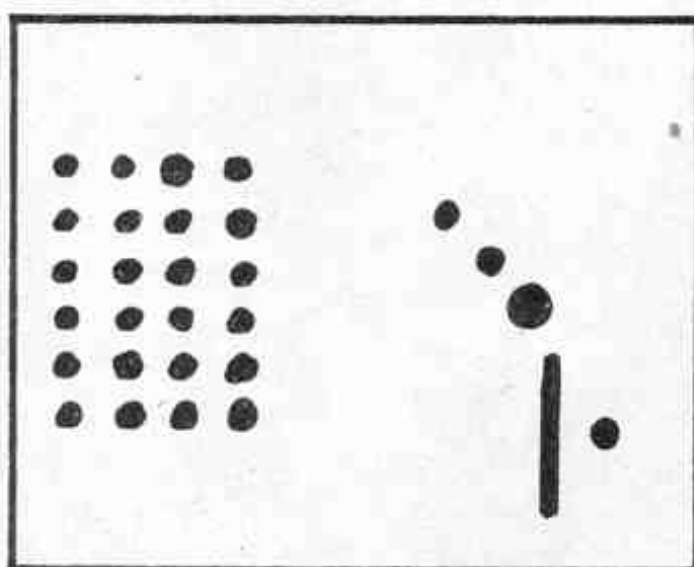
AN OVERHEAD VIEW OF  
RONALD REAGAN'S  
BIRTHDAY CAKE



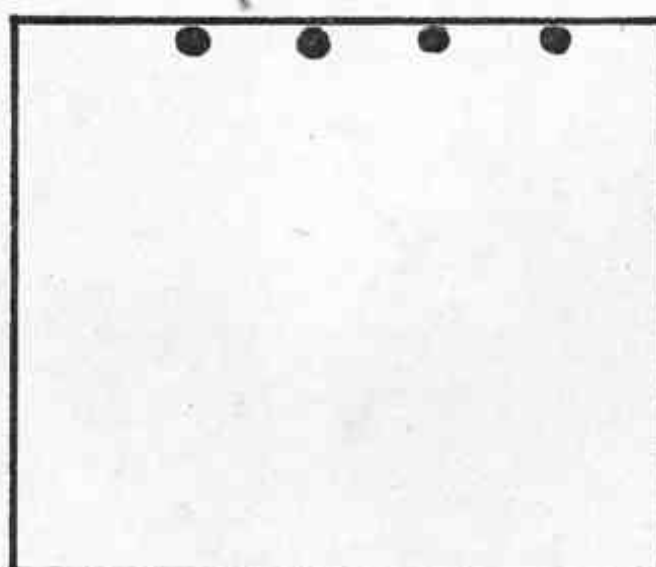
SOMEONE DYING ON A  
NEW YORK CITY STREET



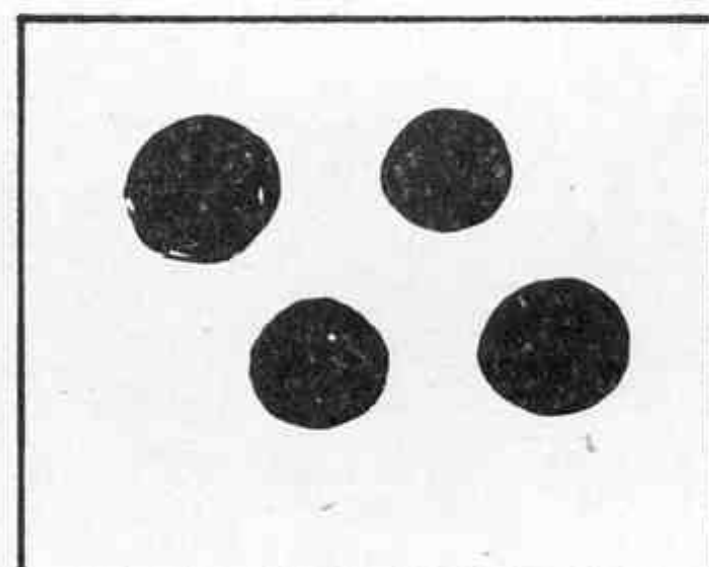
STARTING LINE AT THE FROSTBITE  
FALLS, SOUTH DAKOTA ANNUAL  
MARATHON



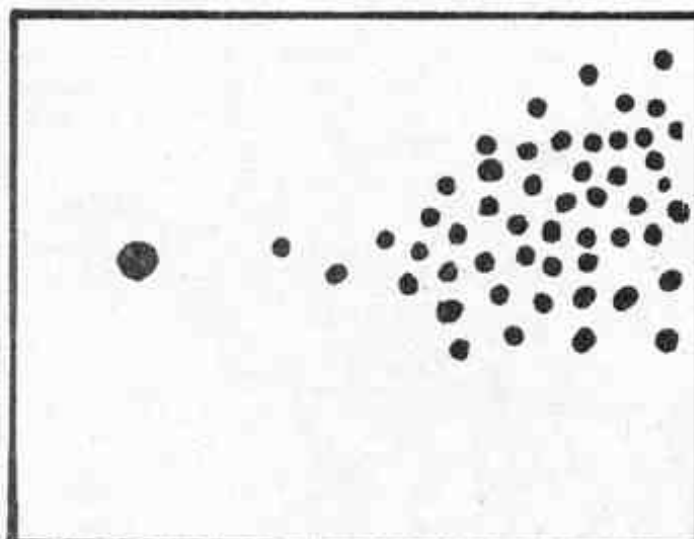
REFRIGERATOR PERRY ON THE  
JOHNNY CARSON SHOW



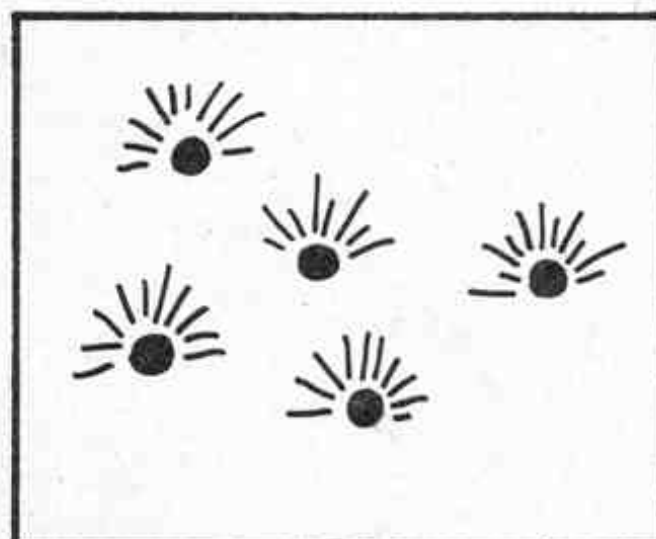
DIDN'T FEED THE FISH



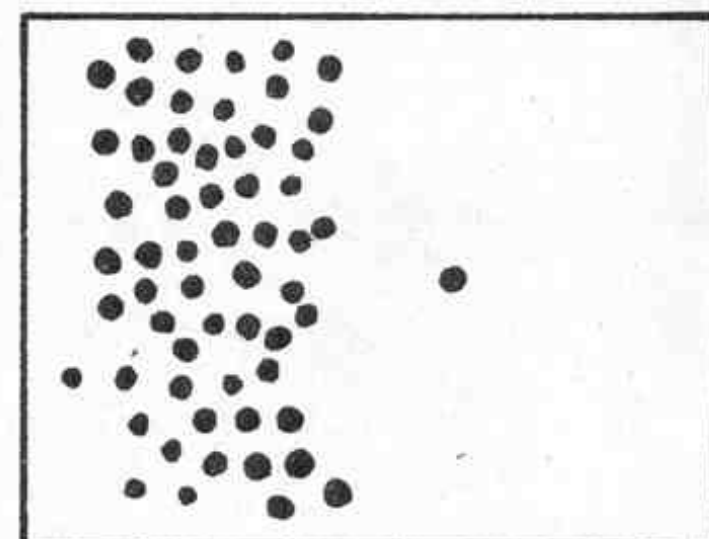
OVERFED THE FISH



A SWARM OF PIMPLES  
APPROACHING A KID  
EATING A HERSHEY BAR



RESIDENTS OF  
THREE MILE ISLAND



THE KLU KLUX KLAN'S IDEA  
OF A FAIR FIGHT

**WHAT  
CURRENT  
POP CULT IS  
ATTRACTING  
LEGIONS OF  
FOLLOWERS?**

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

NEW CULTS SEEM TO POP UP DAILY. TO  
FIND OUT THE ONE THAT'S REALLY HOT  
RIGHT NOW, FOLD PAGE IN AS SHOWN



FOLD PAGE OVER LIKE THIS!

**A▶**

FOLD THIS SECTION OVER LEFT

**◀B** FOLD BACK SO "A" MEETS "B"



ARTIST AND WRITER:  
AL JAFFEE

**MANY CULTS EXIST BECAUSE THEIR LEADERS,  
DONNED IN FANCY ROBES, PROMISE FOLLOWERS A  
WORRY-FREE LIFE WITHOUT TROUBLE OR HARDSHIP**

**A▶**

**◀B**

# GREAT MOMENTS IN ADVERTISING

The Day AT&T Went Too Far

