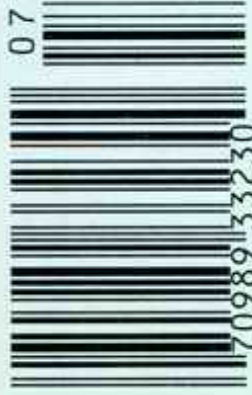
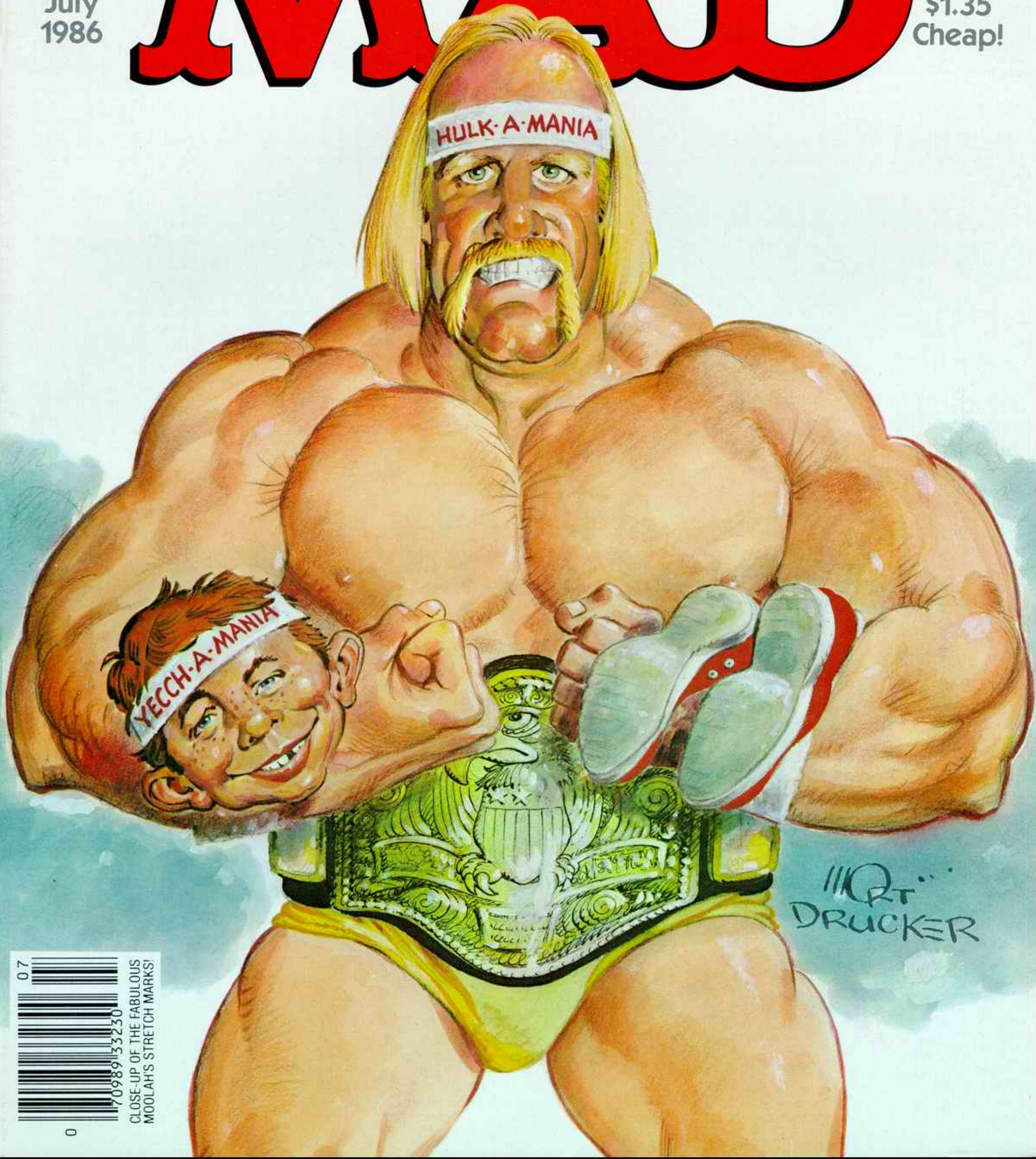


WRESTLING • RAMBO • ROCKY • MOONLIGHTING

No.  
264  
July  
1986

# MAD

Our  
Price  
\$1.35  
Cheap!



CLOSE-UP OF THE FABULOUS  
MOOLAH'S STRETCH MARKS!

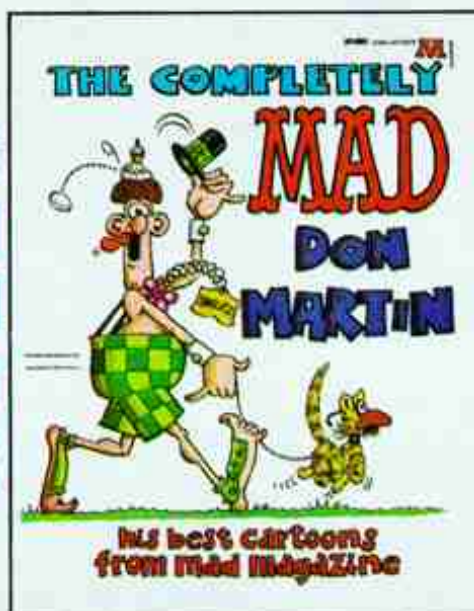


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**485 MADison Avenue *MAD* New York, New York 10022**

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USE COUPON OR DUPLICATE



# MAD

"A masochist is one who paints himself into a corner and then applies a second coat!"  
—Alfred E. Neuman

**WILLIAM M. GAINES** *publisher*

**NICK MEGLIN, JOHN FICARRA** *editors*

**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*

## DEPARTMENTS

<b>A HARD ACT TO SWALLOW DEPARTMENT</b>	
When The Coke-Pepsi Rivalry Gets Out Of Hand .....	37
<b>A REMINGTON STEAL DEPARTMENT</b>	
"Moonfighting" (A MAD TV Satire) .....	4
<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The Lighter Side Of .....	18
<b>CRYSTAL BRAWL DEPARTMENT</b>	
MAD's Pro Wrestling Predictions .....	14
<b>DICK DePARTMENT</b>	
A MAD Peek Behind The Scenes At A Health Spa .....	24
<b>DON MARTIN DEPARTMENT</b>	
One Grim Morning In South America .....	13
One Grim Afternoon Over The Mediterranean .....	36
One Grim Twilight In The South Pacific .....	45
<b>GETTING BLOOD FROM STALLONE DEPARTMENT</b>	
When The Rambo Influence Spreads Everywhere .....	28
<b>GOOF OF PURCHASE DEPARTMENT</b>	
Why 999 Shoppers Out Of 1,000 Never Collect Those Manufacturers' Rebates .....	31
<b>HEAVY MENTAL DEPARTMENT</b>	
MAD's Sure Signs Of Insanity .....	26
<b>HUCKSTERMANIA DEPARTMENT</b>	
MAD's Wrestling Promoter Of The Year .....	41
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy Vs. Spy .....	23
<b>LETTERS AND TOMATOES DEPARTMENT</b>	
Random Samplings Of Reader Mail .....	2
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn Out Dramas" by Sergio Aragones .....	**
<b>MAY THE FOES BE WITH YOU DEPARTMENT</b>	
"Rocky V-XI" Or, "The Italian Scallion Vs. The Great Hollywood Villains" .....	34
<b>RON FOR THE MONEY DEPARTMENT</b>	
The Reagan White House Garage Sale .....	16
<b>SERGIO ARAGONES DEPARTMENT</b>	
A MAD Look At Water Sports .....	46
<b>THE DUCATS OF HAZARD DEPARTMENT</b>	
The High Risks Of Front Row Center .....	10

\*\*Various Places Around The Magazine

COVER ARTIST: MORT DRUCKER

COVER IDEA: CHICK GLITZ

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## VITAL FEATURES

**"MOON-  
FIGHTING"**  
(A MAD TV  
SATIRE)  
Pg. 4



**MAD'S PRO  
WRESTLING  
PREDICTIONS**  
Pg. 14

**BEHIND THE  
SCENES  
AT A  
HEALTH SPA**  
Pg. 24



**WHEN THE RAMBO  
INFLUENCE  
SPREADS  
EVERYWHERE**  
Pg. 28

**MAD'S  
WRESTLING  
PROMOTER  
OF THE YEAR**  
Pg. 41

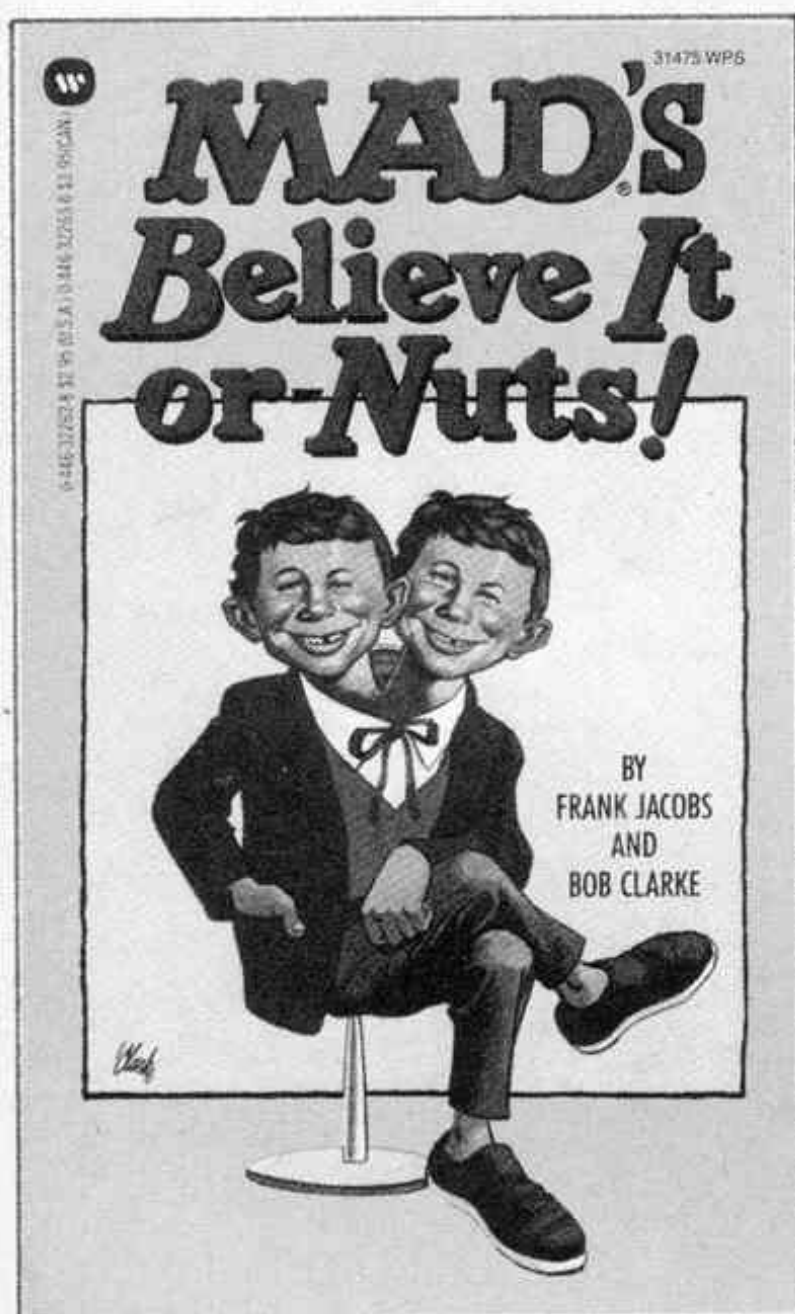


**A MAD  
LOOK AT  
WATER  
SPORTS**  
Pg. 46



# PUBLISHING PUZZLER

A pile of garbage in the shape of a MAD paperback is actually being sold in bookstores across the country...



**UNBELIEVABLE!  
UNBELIEVABLE!  
UNBELIEVABLE!  
UNBELIEVABLE!**

## BIG BONUS OFFER

Yep, our boss offered us a big bonus if we could come up with another of these ridiculous headlines to catch your eye—'cause he's dying to get rid of all them full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid that we've got in stock. They're great for framing, or lining the bottoms of bird cages. Send 60¢ for 1, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81! Mail to: MAD Magazine 485 MADison Ave., New York, N.Y. 10022.



### LETTERS AND TOMATOES DEPT.



#### ROCKHEAD IV... AND AGAINST

I thought your satire "Rockhead IV" was cruel, insulting and cold. Since I hated the movie, thanks for printing it!

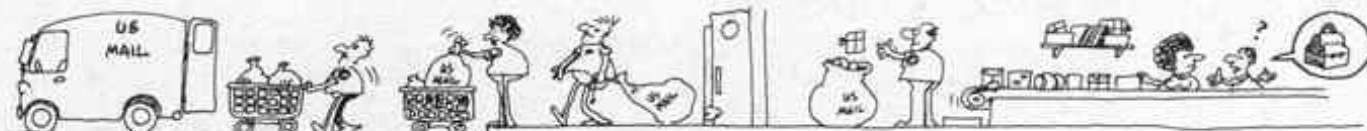
Glenn Updike  
Elmira, NY



I'm VERY displeased at your magazine. How can you print such trash about the Rocky movies? I've seen not one, but two of your recent covers insulting the greatest actor of all time. Every Rocky movie portrays courage, loyalty, and in the fourth one, patriotism. What is wrong with that? America needs more movies like this and I think Sylvester Stallone should be commended for his superior films. I've seen Rocky IV eight times now, and plan on seeing it a lot more. Please find some other movie to write about and leave Rocky IV alone. This movie is too good to be insulted.

(Miss) Julie Koerner  
Overland Park, KS

**We have stopped ridiculing Rocky IV and moved on to Rocky V-XI (see page 34)! —Ed.**



#### REPRIEVE IT FOR BEAVER

Gee guys, your piece about our old series, "Leave it to Beaver," was pretty neat. Today we're hard at work on our up-dated versions of the Cleaver family, called "Wally and the Beaver" for Universal Pay TV. Anyway, I really liked your version, even though I'm a grown-up, fully mature man these days. By the way, I was kinda wonderin'...could I sign up for your Integrity Record Club advertised on the back cover? It sounds real neat. My penny's enclosed.

Jerry Mathers, "The Beaver"  
Los Angeles, CA



### ANOTHER NIXON COVER-UP?

If Sylvester Stallone makes your cover one more time he'll tie Richard Nixon as the person who has graced your front cover the most times (second to Alfred, of course)! Are you that sick of Stallone that you're going to ruin his career like you did Nixon's?!

Bruce Liber  
Eggertsville, NY

P.S.: Nixon covers: #56, 60, 114, 122, 153, 171

Stallone covers: #194, 231, 235, 259, 262...?

I loved your article "Announcements of The Day" in MAD #262. But I have one question: How do you enter the Richard M. Nixon High School? Do you enter it thru the watergate?

Brian Adair  
Downey, CA

**We'll PARDON you on that one!**

—Ed.

#### THE MAD ZEPPELIN

As a devout fan of Led Zeppelin, I was enraged to read your decimation of the group's final record in the article "Badly Needed Warning Labels For Rock Albums." As any real music critic knows, the cuts on *Coda* were powerful, driving material! I believe it is more fitting that the warning label "Studio outrages and awful rejects thrown together only to satisfy contractual obligations" should be attached to the covers of your MAD paperback books!

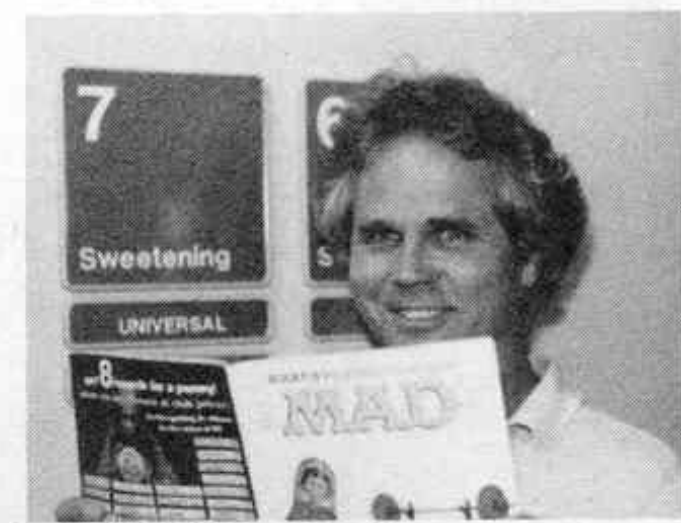
John Carangelo  
Fredonia, NY

**Our paperbacks don't need a warning label. People who buy MAD are expecting trash!**

—Ed.

Your article on our old series was pretty good, but I'd appreciate it if you could do me one favor. My friend and former little brother, the Beav, mistakenly thought your record ad was legitimate. Could you please disregard the little goof's application? But you can keep his penny—the little knucklehead can chalk that up to experience.

Tony "Once a Big Brother, Always a Big Brother" Dow  
Los Angeles, CA



Jerry Mathers and Tony Dow Enjoying MAD'S Spoof of Them



## MORON MAIL

At a masquerade party recently, I snapped this picture of a famous look-alike. Yes, you're right...the lookalike resembles Opus the penguin from the "Bloom County" comic strip!

Don Darnell  
Springfield, VA



A Bird and a Turkey

## AUDIO RESPONSE

I'm *not* an educator or an accredited instructor, but I was shocked and disgusted to see your "Get 8 Records For A Penny" ad on the back of MAD #262. I feel this is an important subject which people need information on! What this ad actually shows is three perfectly good examples of how to KILL someone's record business. Was the extremely slight amount of humor in it worth the damage and possible loss of potential customers that this negligent and irresponsible article could cause?

Donna M. Gage  
Lubbock, TX

Choke on It!

—Ed.

Your ad tells it like it is. I belong to one of those record clubs and you guys are really on the "crystal" ball.

Jeff Blackman  
Kenne, LA



## PSYCHOLO-JEST

In your "Mad Aptitude Test, Will You Make a Good Psychiatrist," you think "suppressed anger" and "unconscious urges" are impressive shrink gibberish? Ha! No sophomore Psych major capable of writing an exam on "abreactive cathexis" or "Oedipal transference" would ever be guilty of phrases so intelligibly colloquial.

Richard D. Erlich  
Oxford OH

So what's your point?

—Ed.

Please Address All Correspondence To:  
MAD, Dept. 264, 485 MADison Avenue  
New York, New York 10022

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

## COMPLIMENTS??

I've been buying your magazine for 4 years now, and during that 4 years I've listened to my teachers tell me that MAD is terrible for me. They say MAD is an immoral, degrading magazine that is just as bad as *Playboy* and *Penthouse*. Imagine my surprise when I found a MAD article ("Sports Cars We'd Like To See") printed in one of my reading textbooks! Thank you for making my textbook as immoral and degrading as *Playboy* and *Penthouse*.

Jim Bren  
Sacramento, CA

I think MAD is terrific. Your magazines and books are easy to read. They also make me feel like I'm not the only one that has problems.

Kevin Dix  
Camp Verde, AZ

## COMPUTER MAD

I have enclosed a computer picture of my four favorite artists: Don Martin, Al Jaffee, Sergio Aragones and Antonio Prohias. The picture was made using my IBM PC with the MOUSE program. My father works for IBM, so I guess this is a plug.

Todd Anderson  
Sherborn, MA

## HOOP-LA

While reading Bill Russell's book, "Second Wind," I ran across a section where the former Celtic superstar talks about MAD. Thought you might enjoy reading what he had to say:

"...I loved to read and talk about serious ideas, but was drawn to the approach of MAD Magazine. (In fact, when MAD did a humor spread on the way I conducted television interviews, I considered it one of the greatest compliments I'd ever received.) They also ran a series called "Snappy Answers to Stupid Questions," and I borrowed many of these answers to keep strangers at arm's length."

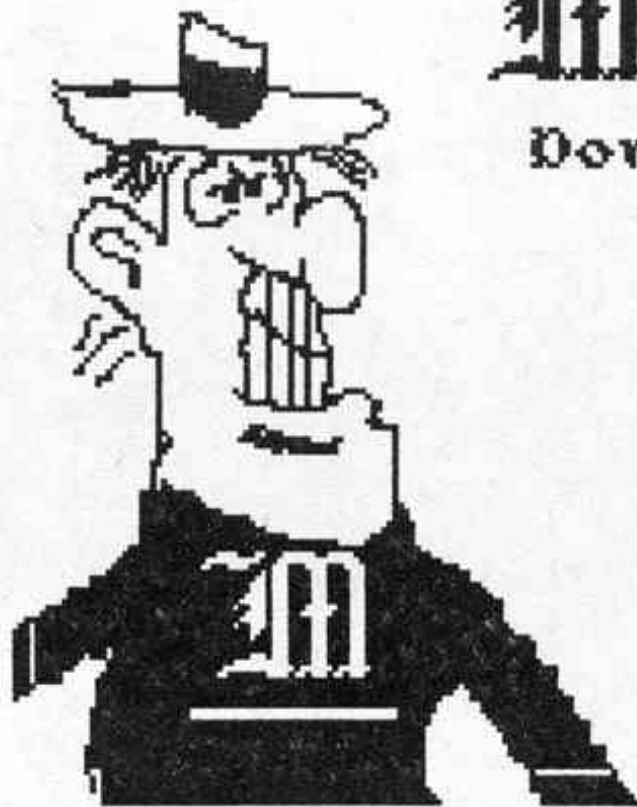
Ray Hanrahan  
Staten Island, NY



Bill Russell in MAD #173.

# MAD

Don and Al



Sergio  
Aragones  
and

Antonio  
Prohias







**There's a new show on television about two wise-cracking, bickering private detectives. They'll do anything for a giggle or a cutesy argument! They might even go out and get married, just so they could spend their honey-**

I'm **Batty Days**. I bought this **detective agency** as a **tax write-off**. I never intended to run it! But then someone **embezzled** all my **money**, so I **AM** running the agency! I'm running it **right** into the **ground**!

I'm **Bill Murray**! And I'm here to **clear up** the **confusion**! The guy next to me may **try** to talk like me, and **act** like me, but there's **no way** he **IS** me! When they do **Ghostbusters II**, who they gonna call!?!?

I'm **David Asinine**, Batty's assistant! I'm a **fast-talking**, **wise-ass**, **snot-nose**, **hyper-active**, **low-down**, **free-loading**, **self-righteous**, **overbearing** kind of guy. Too bad I went into **detective** work. I would've made a great **vice principal**!

**Gagnes** here, their **secretary**—Really, quite **un-necessary**! Ditto **story**, **plot**, and **timing**, And my **useless**, **endless rhyming**! No, the **secret of success** is **Longer stares** at **shorter dresses**! **Sybil's bod**—**forever showing**—**Guarantees** our **rating's growing**!

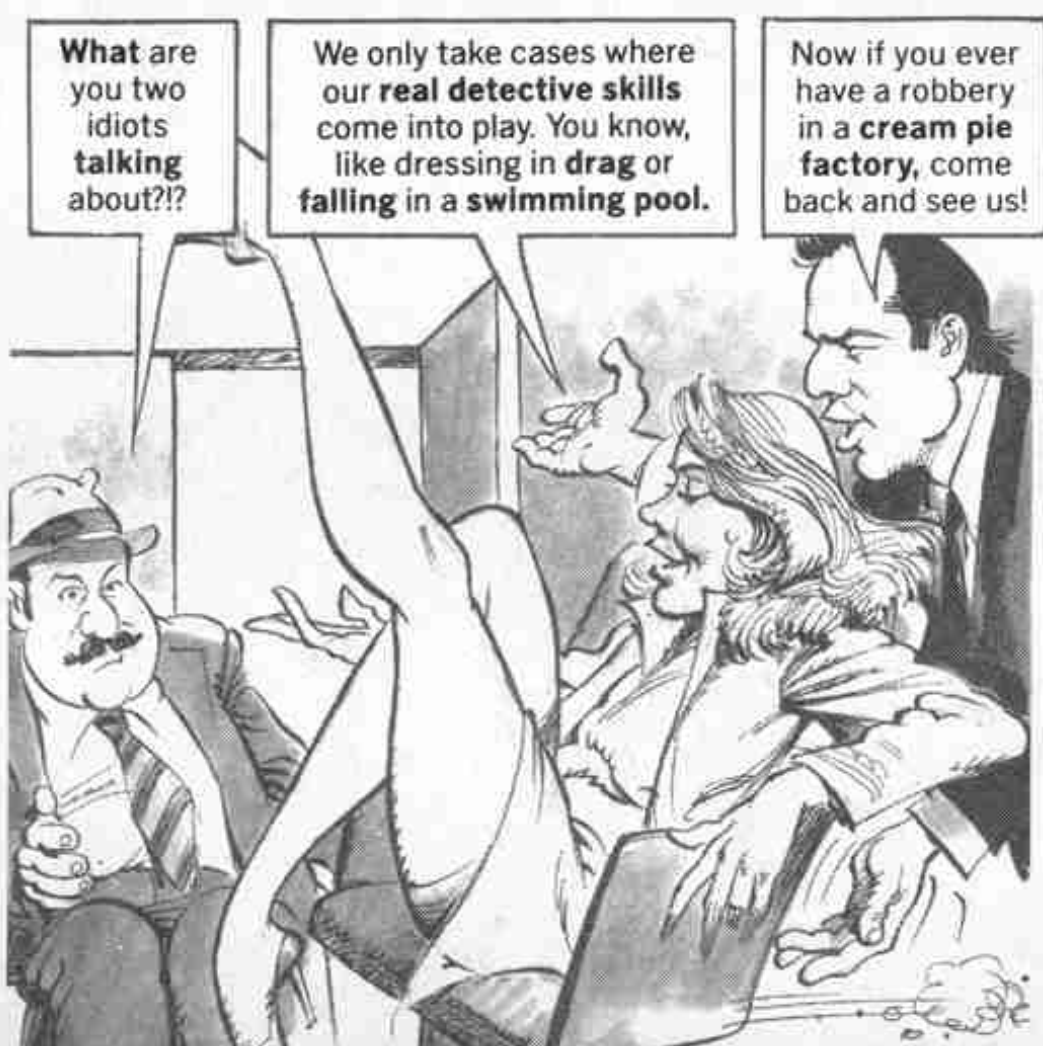
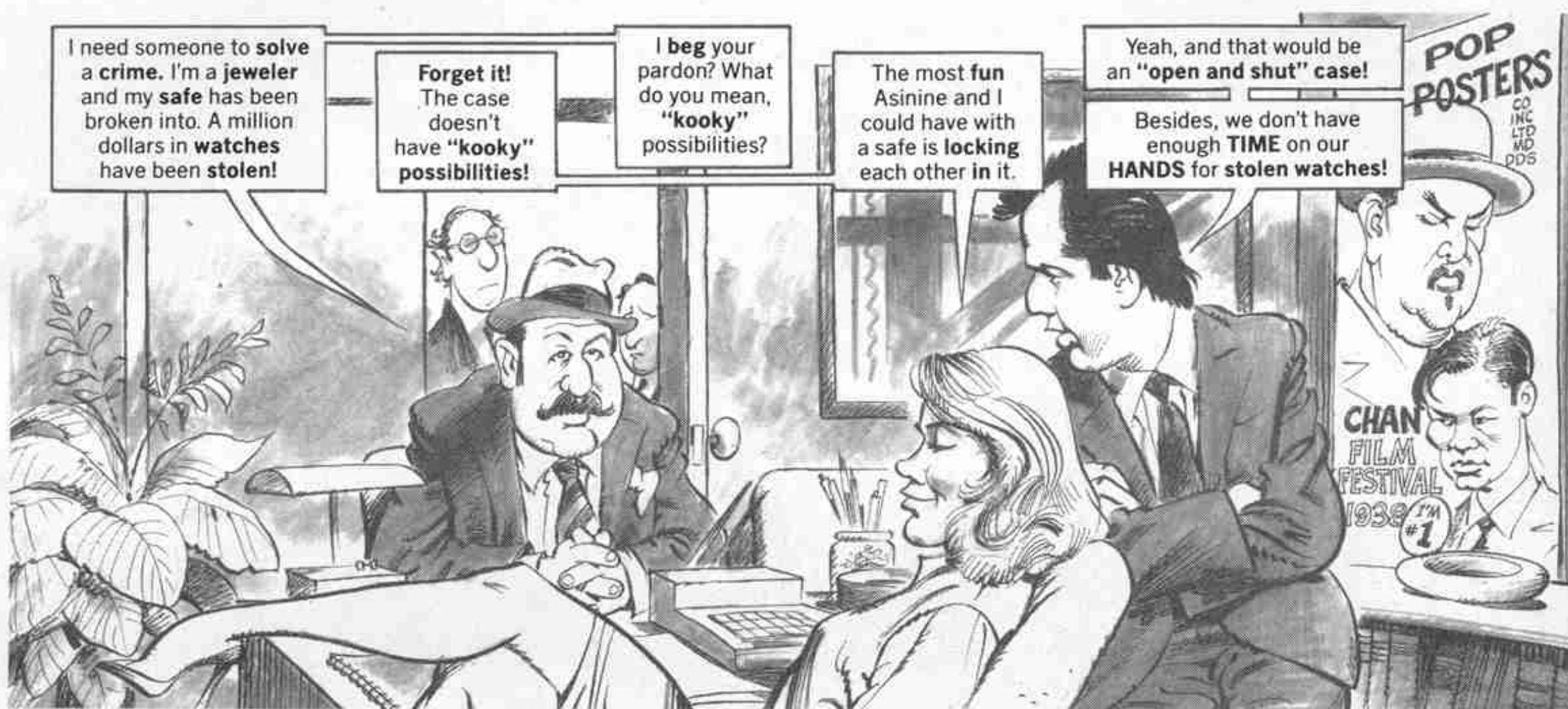




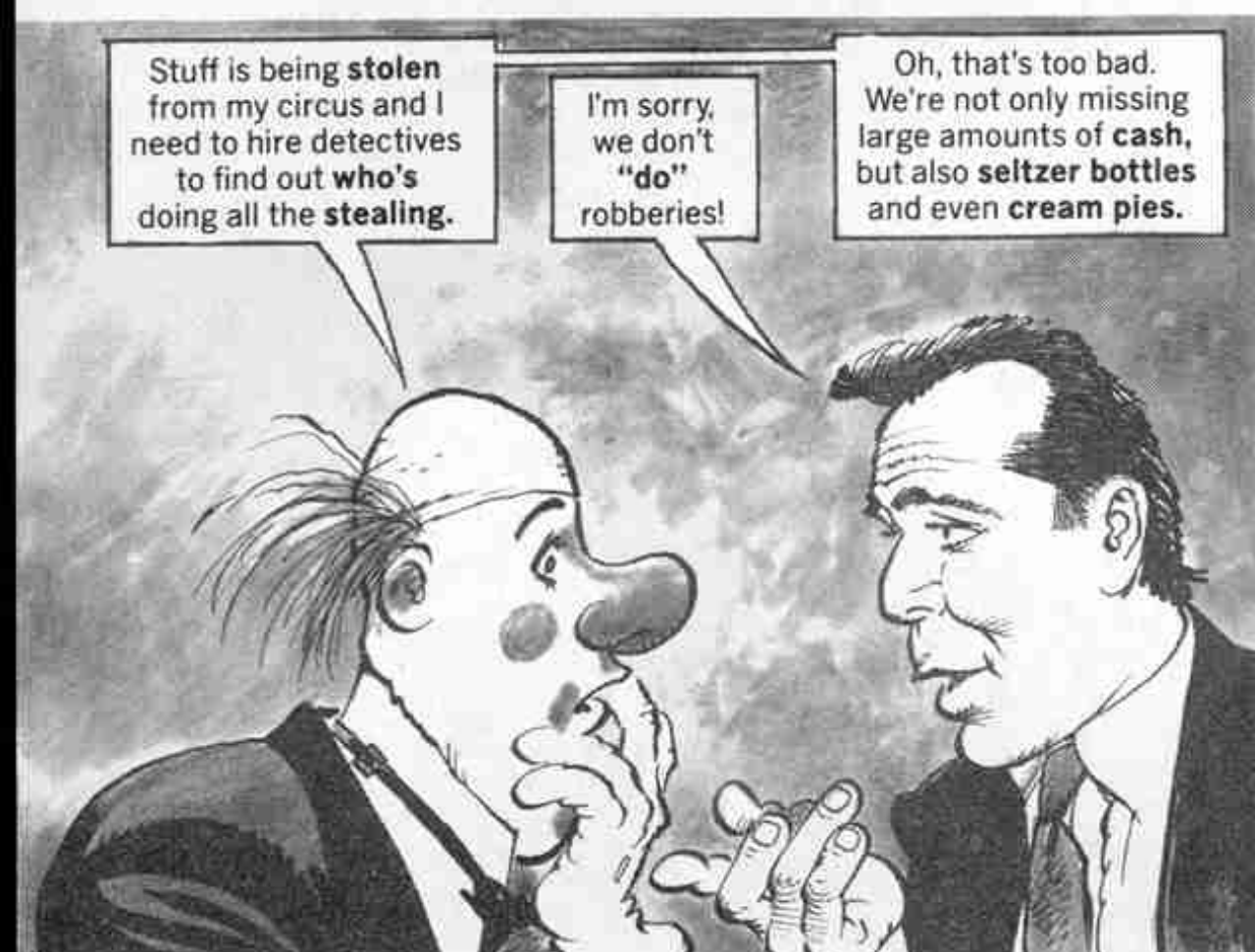
# MOON-FIGHTING



ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO











You know **what?** I have an **idea**. Did you **really** have an **idea** that I had an **idea**? Nah, it was just an **idea**. No wonder they call this **Blue Moon Investigators**. You guys make **sense** once in a **Blue Moon**!

You have an **idea**. I had an **idea** you were going to say you had an **idea**. Of course! Why? Do **you** have an **idea** that I made up that part about having an **idea** that **you** had an **idea**???

WE ALREADY GOT THAT GUY, SGT

I'm glad you liked **my idea** of coming to the **circus** to help catch the thief. It's inconvenient, but going to the **scene of the crime** can be a **big help** sometimes!

I say there's a **big cover-up** going on here! Not one of the **elephants** can **remember** anything and the **parrots** absolutely **refuse** to talk!

Asinine, I just **solved** the case! I caught this guy **juggling the books**!

That's cute, Batty. But I think the guilty one is **Tiny Toby**, the world's **smallest man**! **Nothing** is **beneath** him!

Yes, but we can't rule out **Colossus**, the world's **tallest man**, as a possible suspect, either!

I don't think **Colossus** would **stoop** that low!

I suggest we **blend in**. I'll pass myself off as the **Fat Lady**.

The **Fat Lady**! With that **body**!?

Every girl around thinks she's too fat! Remember, we're in **California**!?

Ladies and gentlemen, and children of all ages! Keep your eyes on the **center ring**, especially since that's the **only ring** we have! There you will see those slapstick **buffoons** and wild **antics**!

Did you know he was going to introduce us?

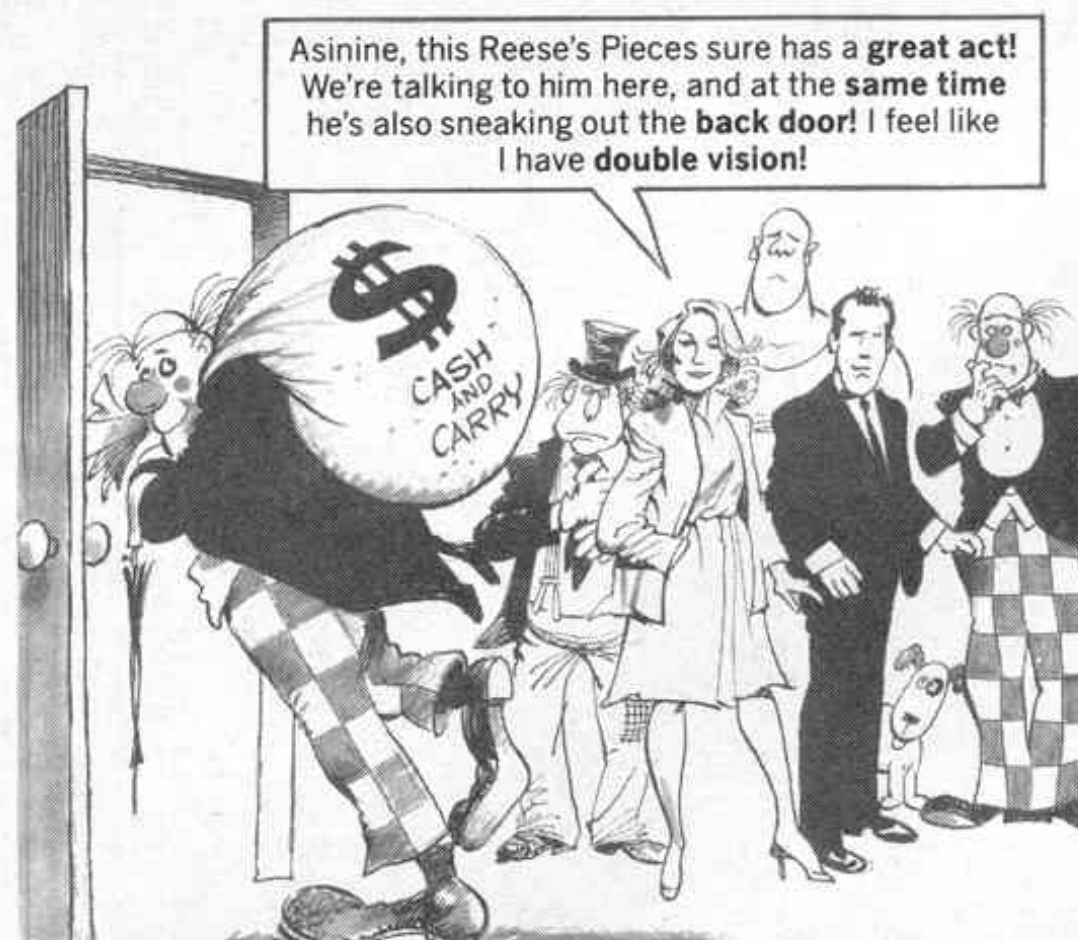
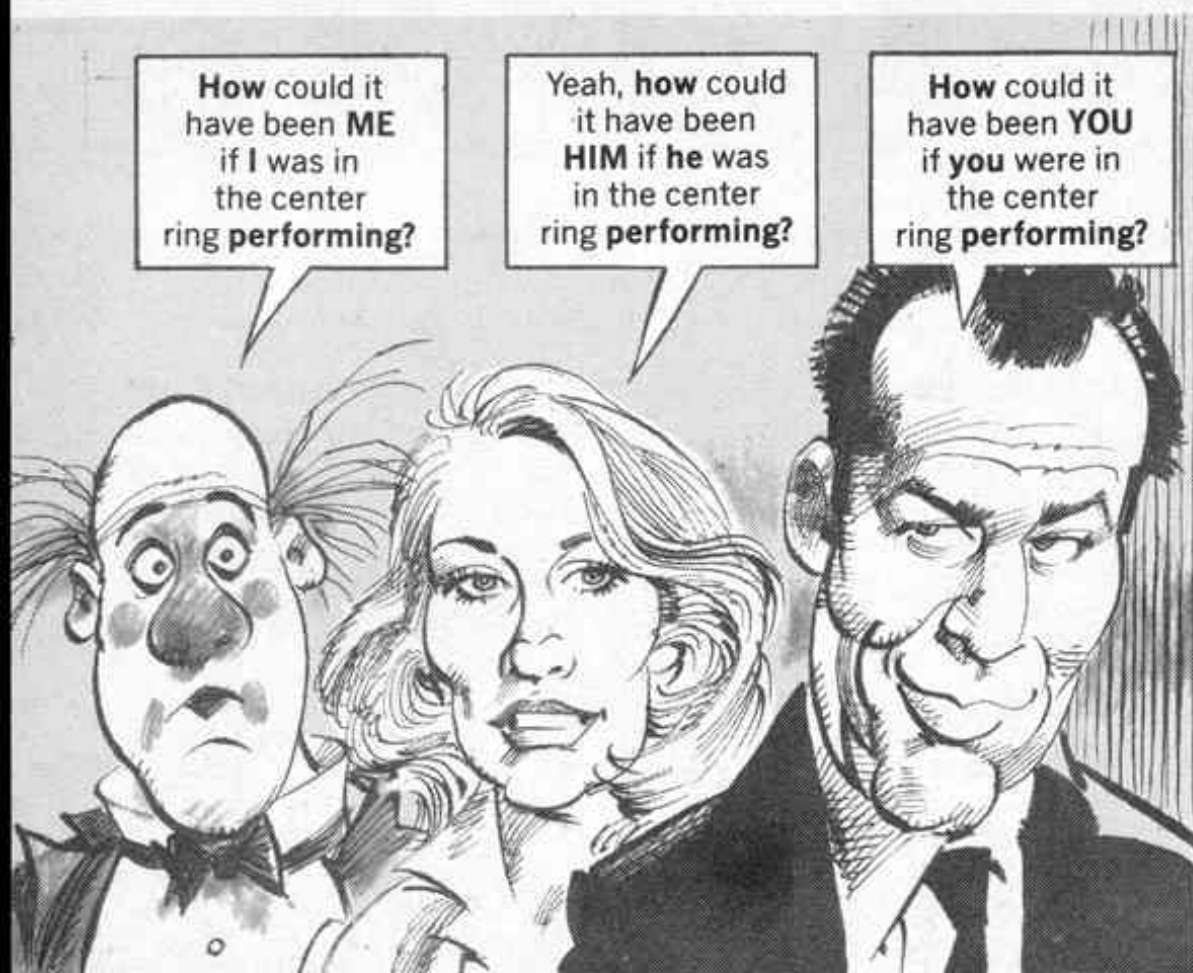
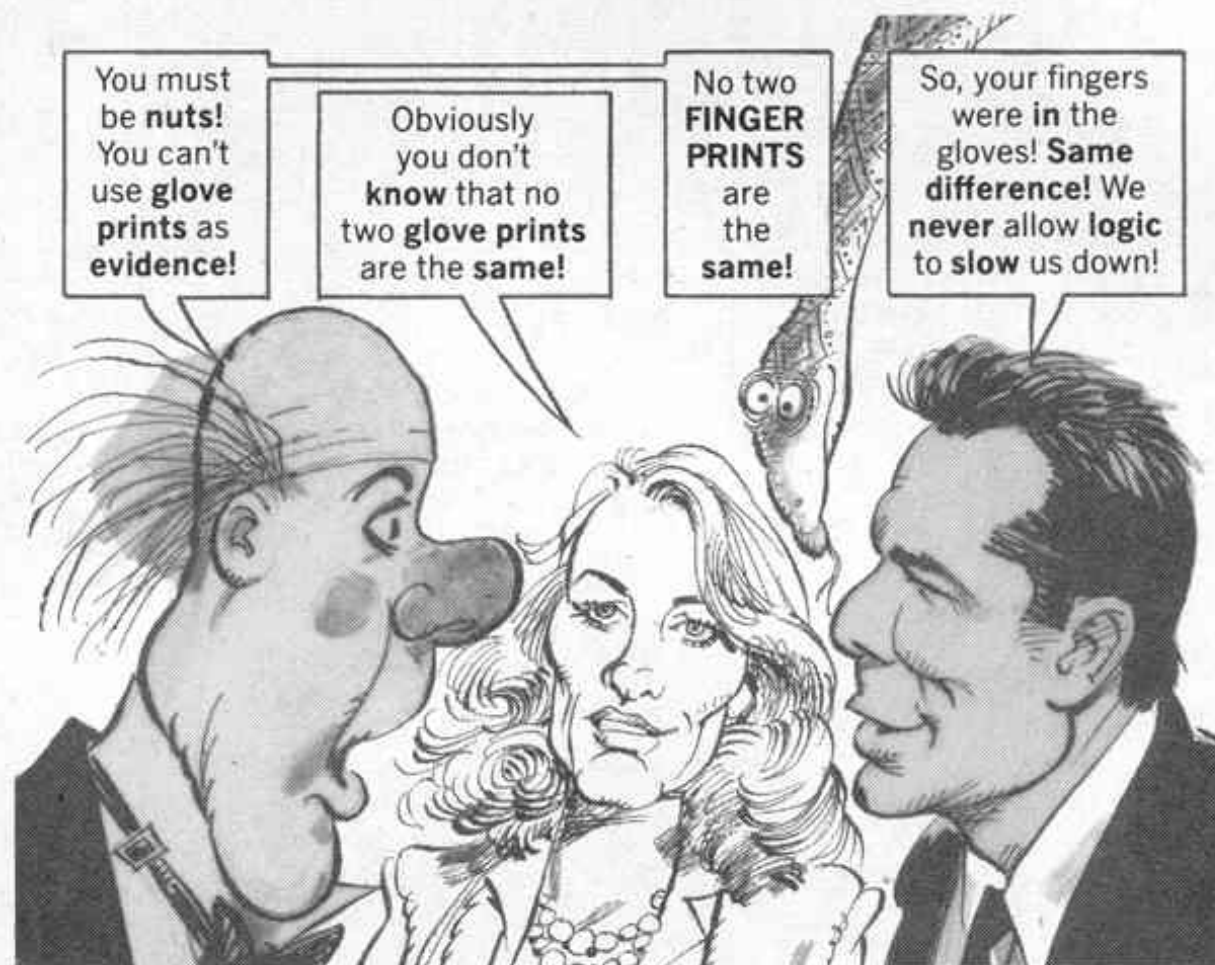
He's talking about the **real clowns**, you clown!

Are you **clowning** around when you call me a clown???

BOREDOM AND BAILEY CIRCUS



**EDITOR'S NOTE:**  
 Since "Moonlighting" the TV show has a full hour to kill each week, they can afford to waste time repeating each clever word play 10 or 12 times. Since we here at MAD only have six pages, please reread the "clown bit" in the last panel 10 or 12 times before going on. Your cooperation is greatly appreciated.



**READERS: REREAD PANEL 12 TIMES, THEN PROCEED.**





Batty, that's it! There are **two** Reese's Pieces! He has a **twin brother-double, M & M!!!**

We saw through the **"double"** As **fast as a comet!** Now he's in for **trouble...**

I think I may vomit!

AWK!

POLLY

He's getting away, Asinine! Don't lose him!

Don't worry, Batty, we're in the **center ring** so we can only go **round 'n round!**

Just like our **dialogue!**

CIRCUS MINIMUS

I would guess another dozen **cream pies**, and our two crooks will surrender. I love **law enforcement**, don't you?

Yeah! You've heard of **"Young Sherlock Holmes,"** we're more like **"Infantile Sherlock Holmes!"**

FLOP!

FLOP!

Asinine, why did Reese's Pieces rob his own circus?

With no salaries to pay, he kept all the money!

Are you sure?

Sure I'm sure!

I'm not so sure.

You're not so sure that I'm sure?

I'm sure that you're sure but I'm not so sure that I'm sure!

Surely, you jest! You are sure!

Surely, I do! I am sure!

HAM AND LEGS

WASTE WATCHERS

READERS: YOU KNOW WHAT TO DO BY NOW!

You know, Batty, every week we **fight and argue.** But let's **face it!** You're a **woman** and I'm a **man** and we have certain **urges** that we can only **hold** for so long before **giving in!**

Asinine, are you **suggesting!!!!???**

Yes! Let's go into your office and **"BOINK!"**

JIM Mc MAHON

PETE ROZELLE

I hope you don't think I'm **easy** just because I let you do this without taking me to **dinner and a movie first!**

BOINK!

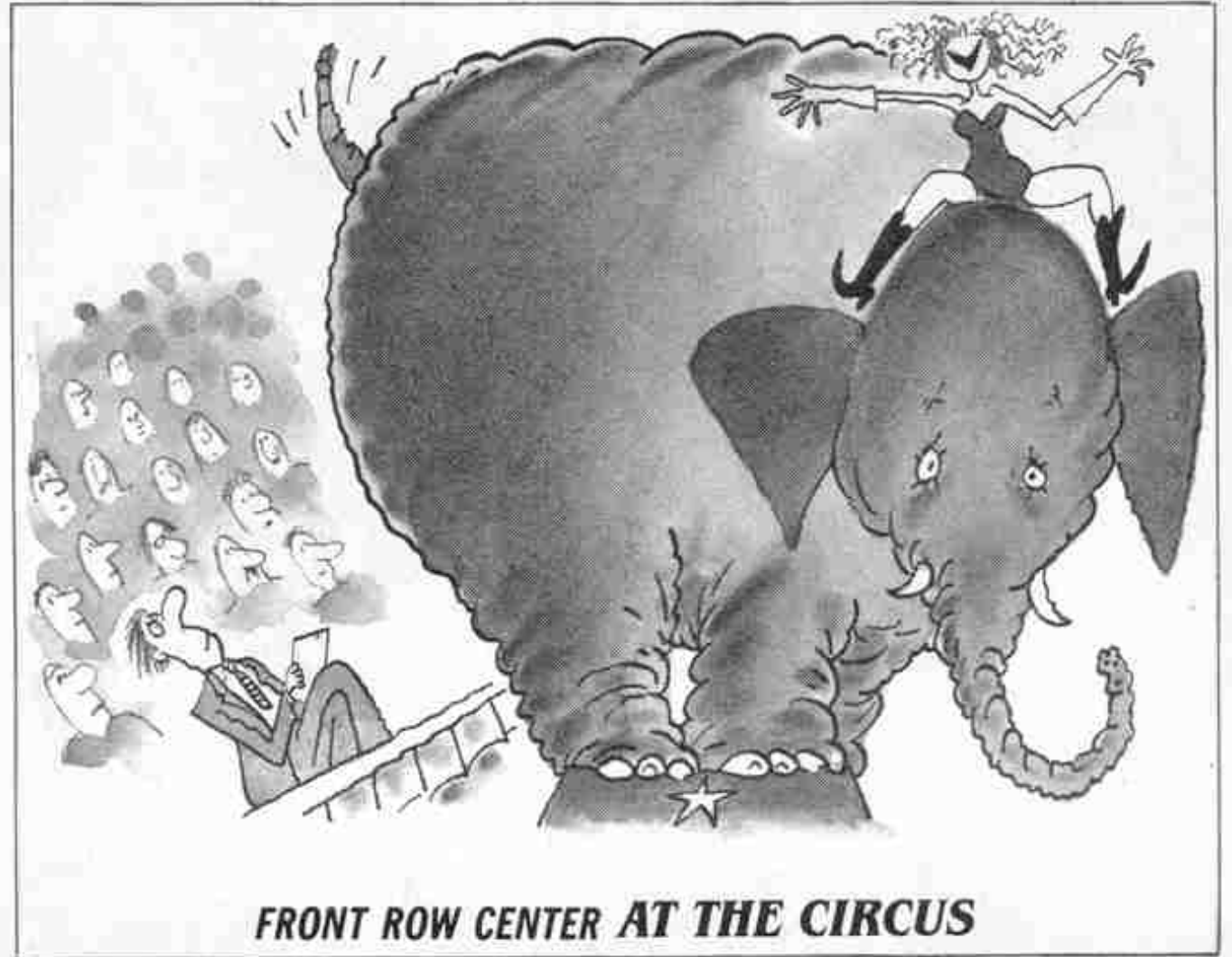


FRONT ROW

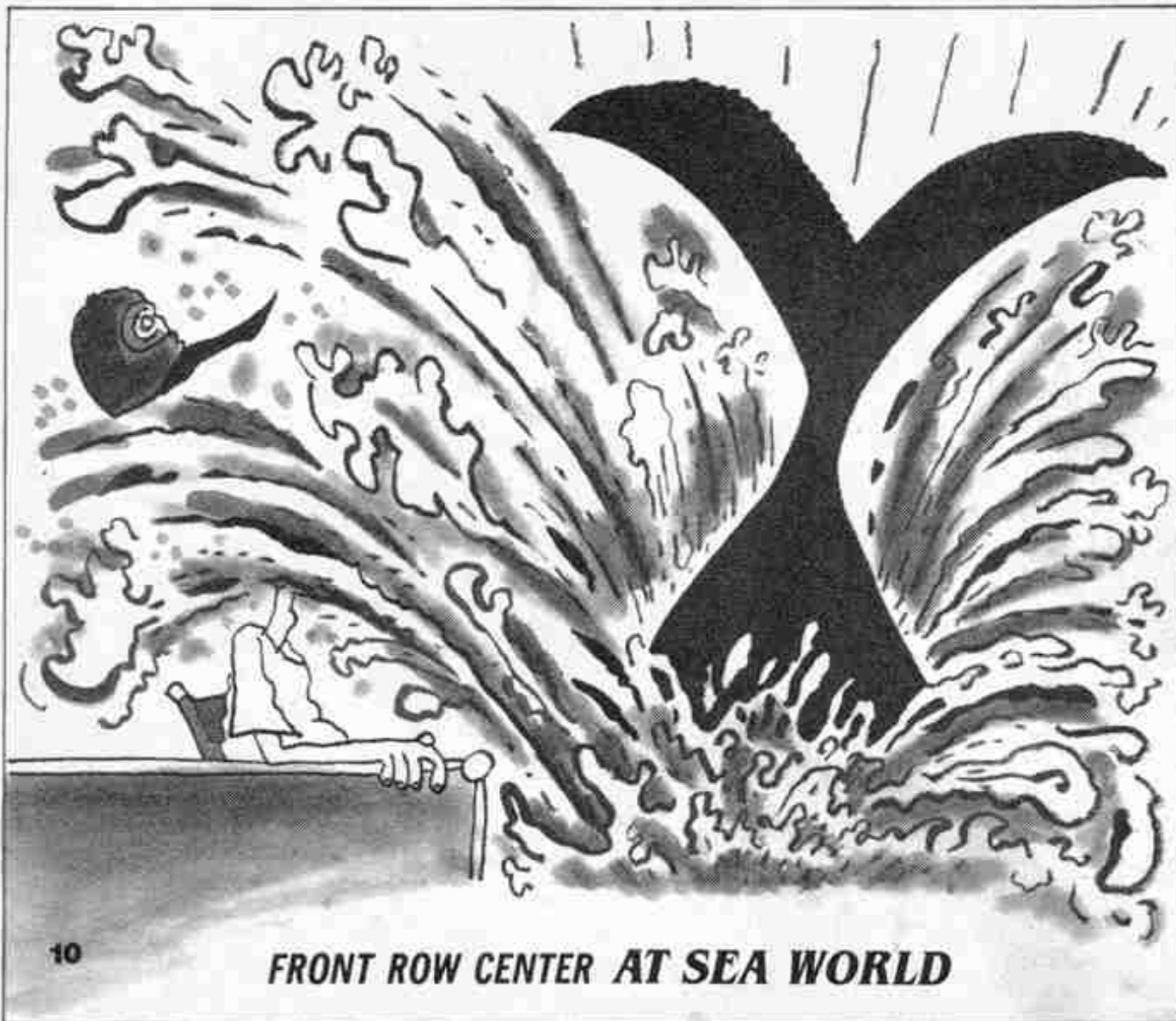
# The High FRONT



**FRONT ROW CENTER  
AT THE WRESTLING MATCH**



**FRONT ROW CENTER AT THE CIRCUS**



**FRONT ROW CENTER AT SEA WORLD**



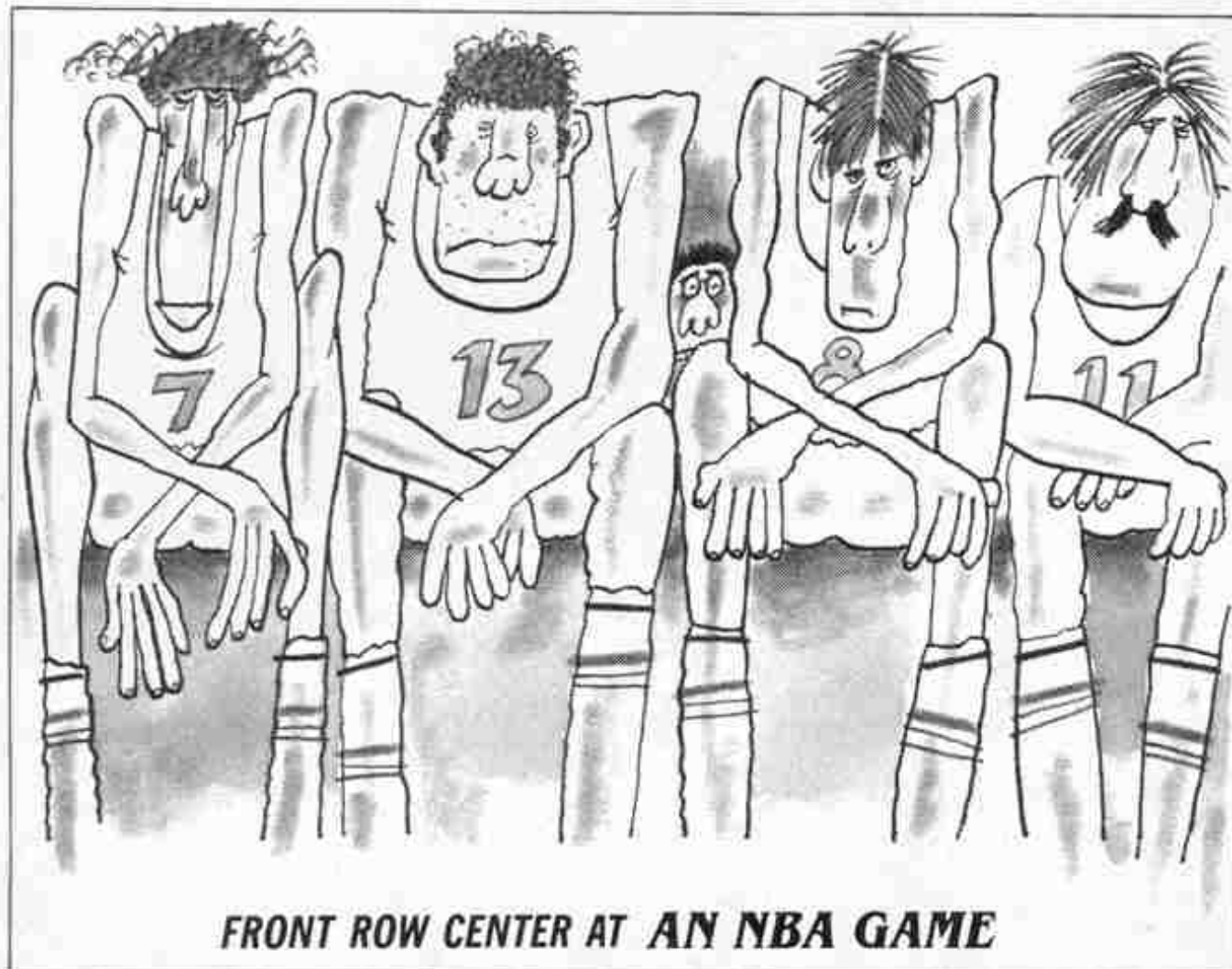
**FRONT ROW CENTER**



# Risks of Row Center

ADMIT ONE  
FRI., MAY 30 \$100.00

ARTIST AND WRITER: PAUL PETER PORGES



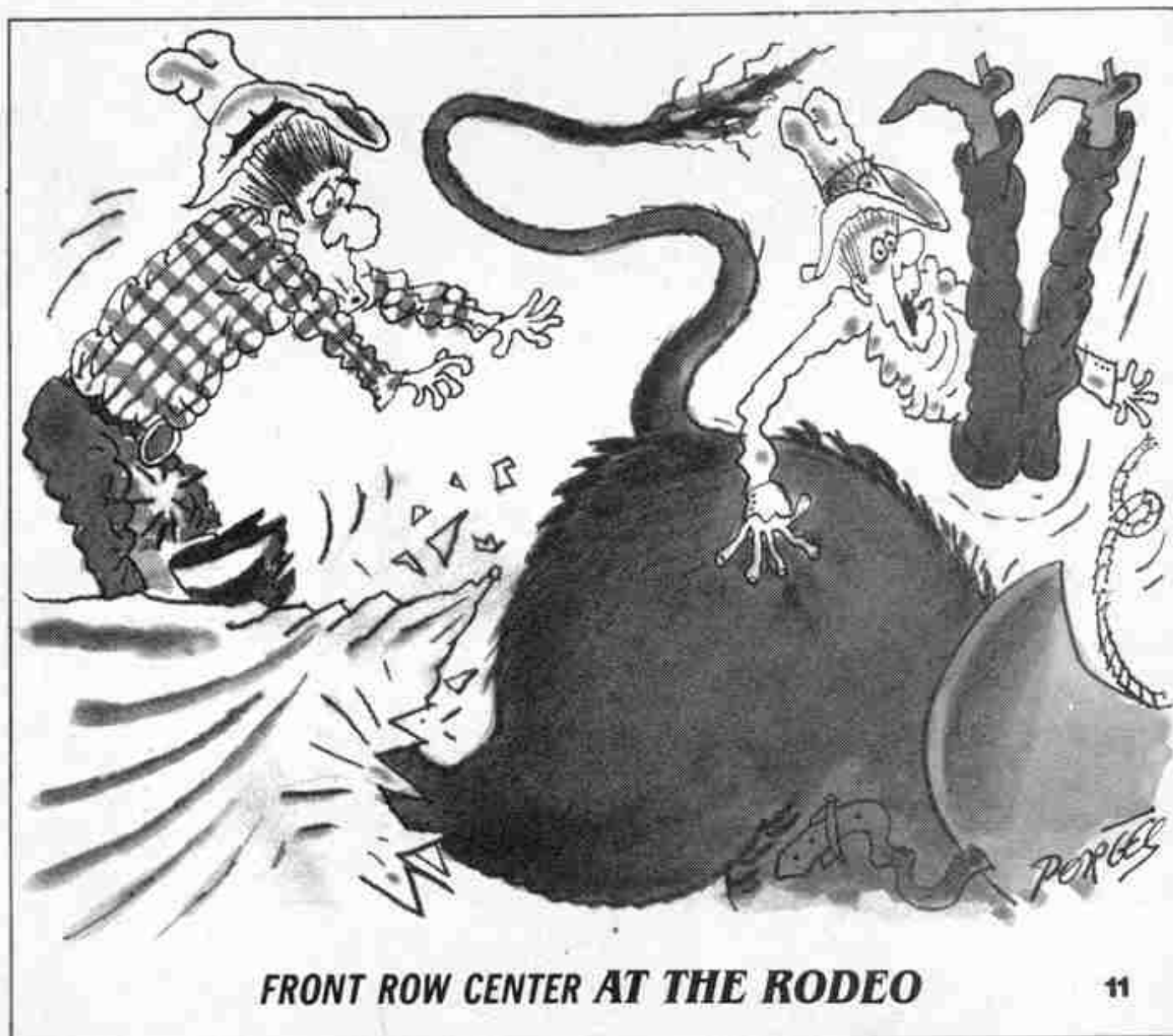
FRONT ROW CENTER AT AN NBA GAME



FRONT ROW CENTER  
AT THE SHAKESPEARE FESTIVAL

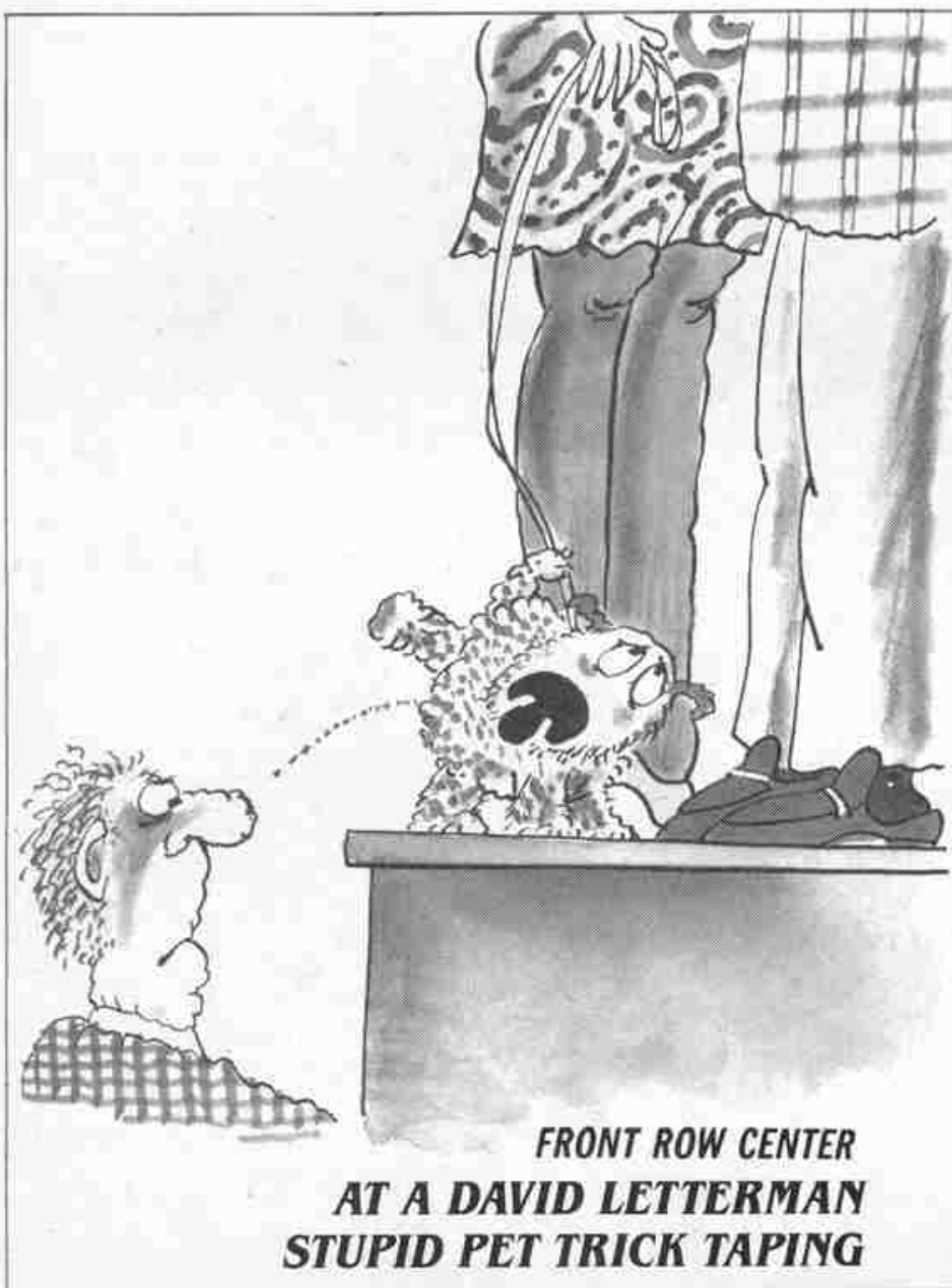


AT A 4TH OF JULY DISPLAY



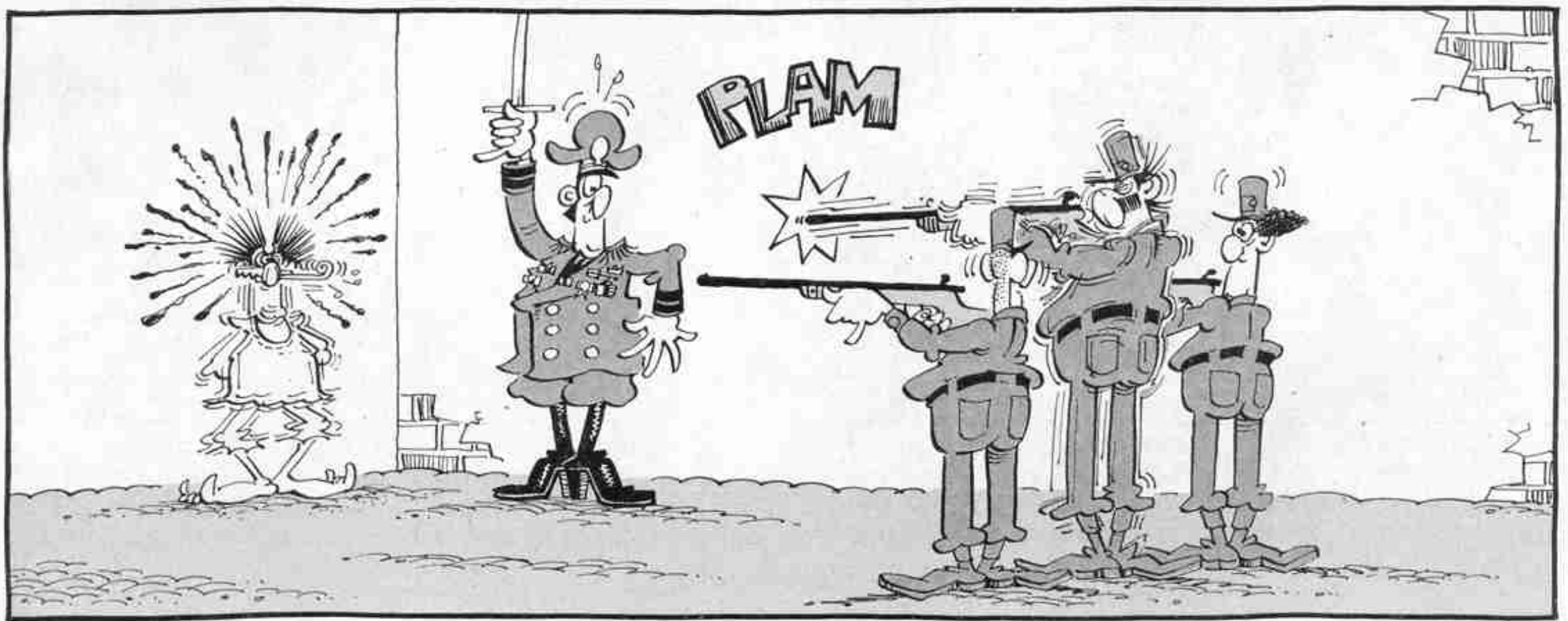
FRONT ROW CENTER AT THE RODEO



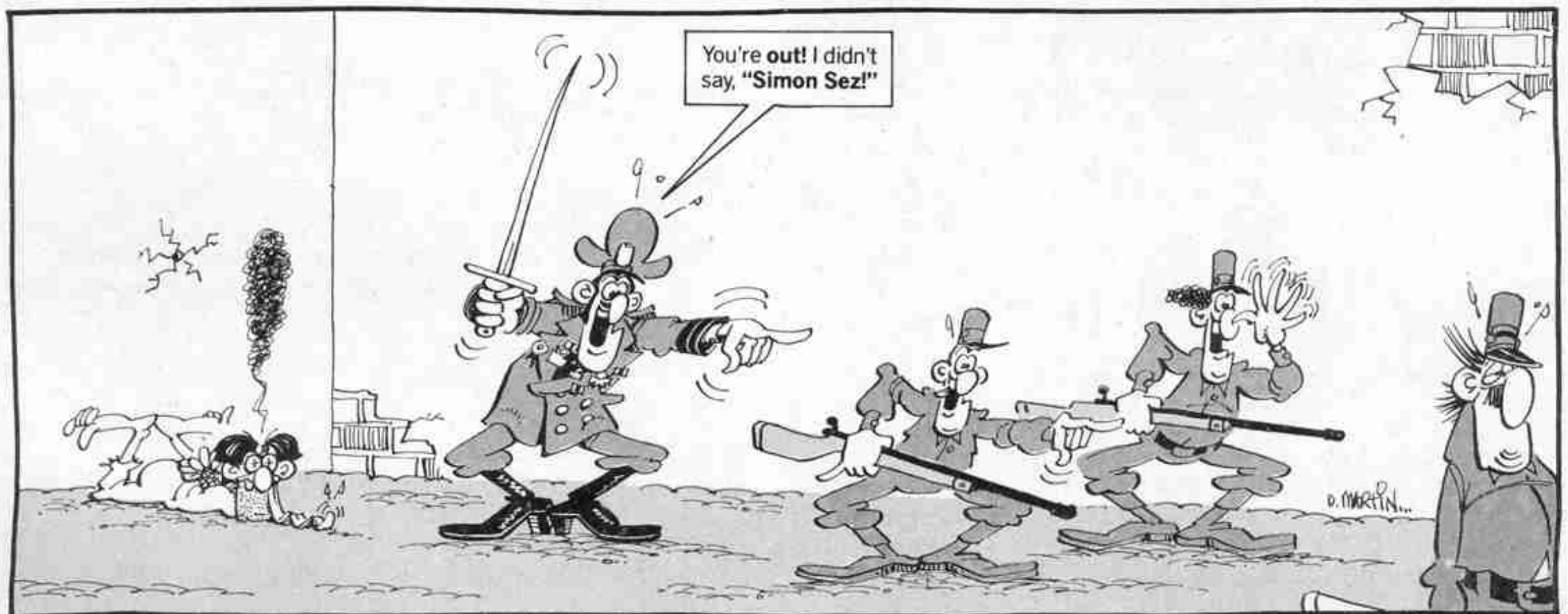




# ONE GRIM MORNING IN SOUTH AMERICA



ARTIST: DON MARTIN WRITER: DON EDWING







Champion Hulk Hogan will marry woman wrestling champ Wendy Richter. But on their honeymoon night, Hogan will wrap his 27-inch pythons around Wendy a bit too tight and she'll instinctively counter with a headbutt and knee to the mid-section. Seizing on this turn of events, wrestling officials will immediately announce plans for a "Mr. and Mrs. Title Rematch."

CRYSTAL BRAWL DEPT.

# MAD'S WRES PREDICTIONS

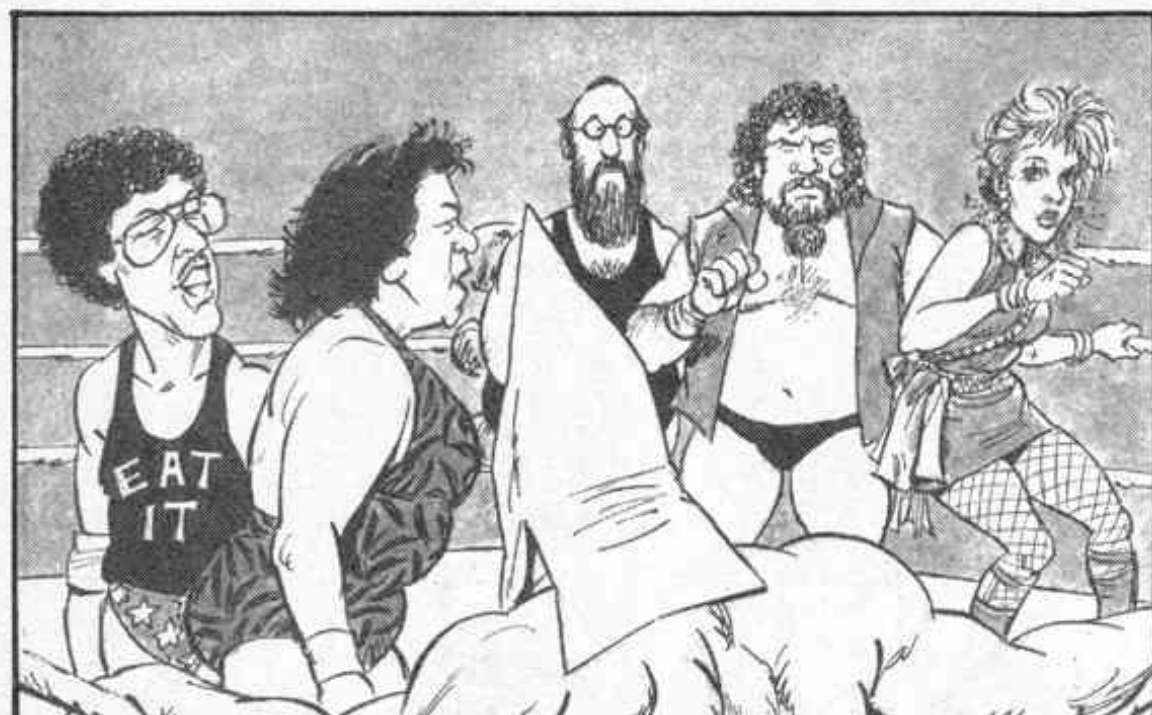
ARTIST: ANGELO TORRES



The Mental Man will make wrestling history when he defeats the Road Warriors and becomes the first paranoid schizophrenic to single-handedly hold the Tag Team Championship title.



The Fabulous Moolah will file a \$10 million lawsuit against the toy manufacturer of Superstars of Wrestling Action Figures following their release of a Moolah doll complete with midriff bulge and cellulite.



Captain Lou Albano will team up with Cyndi Lauper and a representative of the Jewish Defense League to face Weird Al Yankovic, the Fabulous Moolah and a member of the KKK after Yankovic's release of a music parody entitled, "Goys Just Wanna Have Fun."



Classy Freddie Blassie, "The Fashion Plate of Wrestling" will receive an honorary degree from Harvard for his endearing contribution to the English language, the phrase "pencil neck geek."



# PRO TLING CTIONS

WRITER: J. PRETE



In a grand publicity stunt, King Kong Bundy will attempt to imitate his namesake by climbing up the side of the Empire State Building. Bundy will be forced to give up, however, when the giant skyscraper begins to collapse under his weight.



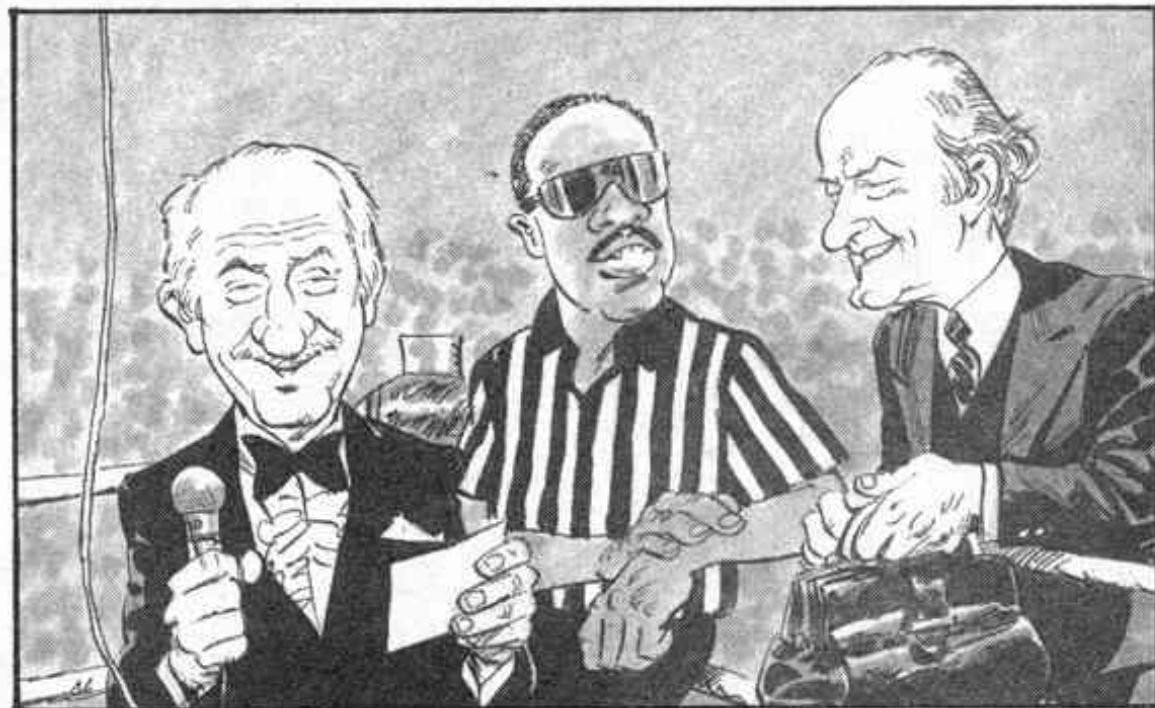
Religious leaders will launch a new effort for prayer in the classroom following George "The Animal" Steele's new habit of kneeling down in the center of the ring and saying "grace" before devouring all four of the ring's turnbuckles.



To the consternation of wrestling officials and the amazement of most wrestling fans, the New York Daily News will begin publishing the results of wrestling cards two days before the matches actually take place, and always with 100% accuracy! Despite this, arenas will continue to sell out and many wrestling fans will continue to place large wagers on the matches.



In a bizarre "Piper's Pit," special guest and noted sex therapist Dr. Ruth Westheimer will explain that Rowdy Roddy's wearing of a skirt into the ring "does not necessarily represent abnormal sexual behavior." The doctor is not sure that the same holds true, however, about Piper's relationship with Bob "Ace" Orton.



In keeping with the tradition of "celebrity guest officials" started with Wrestlemania, Wrestlemania II will feature Tom Carvel as guest announcer, Stevie Wonder as guest referee and Claus von Bulow as the guest physician in attendance at ringside.



RON FOR THE MONEY DEPT.

Ronald Reagan was re-elected in 1984 for a second term as president which means he can't run again. This also means that he and Nancy are going to have to move out of the White

# THE REAGAN WHITE

## USED CLOTHING BARGAINS

OLD FIRST LADY  
GOWNS  
WORN ONCE - \$2.50

ALMOST NEW!  
BALLET COSTUME  
WORN BY RON JR.  
IN SWAN LAKE  
SIZE 42 - \$3.00  
SLIPPERS SIZE 12 \$1.50

SCALES OF  
JUSTICE  
LEANS SLIGHTLY  
TO THE RIGHT  
FOR DECORATIVE  
USE ONLY  
ASKING \$10.00

PRESIDENTIAL DART BOARDS \$6 FOR BOTH



SAM DONALDSON  
DART BOARD

OFFICIAL NAVY  
TOILET SEAT  
CAP WEINBERGER  
MODEL  
ORIGINALLY COST  
\$600.00  
REDUCED TO \$3.50  
OR MAKE OFFER

COME TO  
LOVELY  
GRENADA

JOHN F. KENNEDY'S  
LITTLE BLACK BOOK  
2,003 PAGES - \$1.00

GOLF SET  
OWNED BY  
JERRY FORD  
\$15.00

NIXON ERA KEEPSAKES  
LAMPS, VASES, BOOKENDS, PHONES  
ALL WITH BUILT-IN MICROPHONES

BUYS FROM PREVIOUS

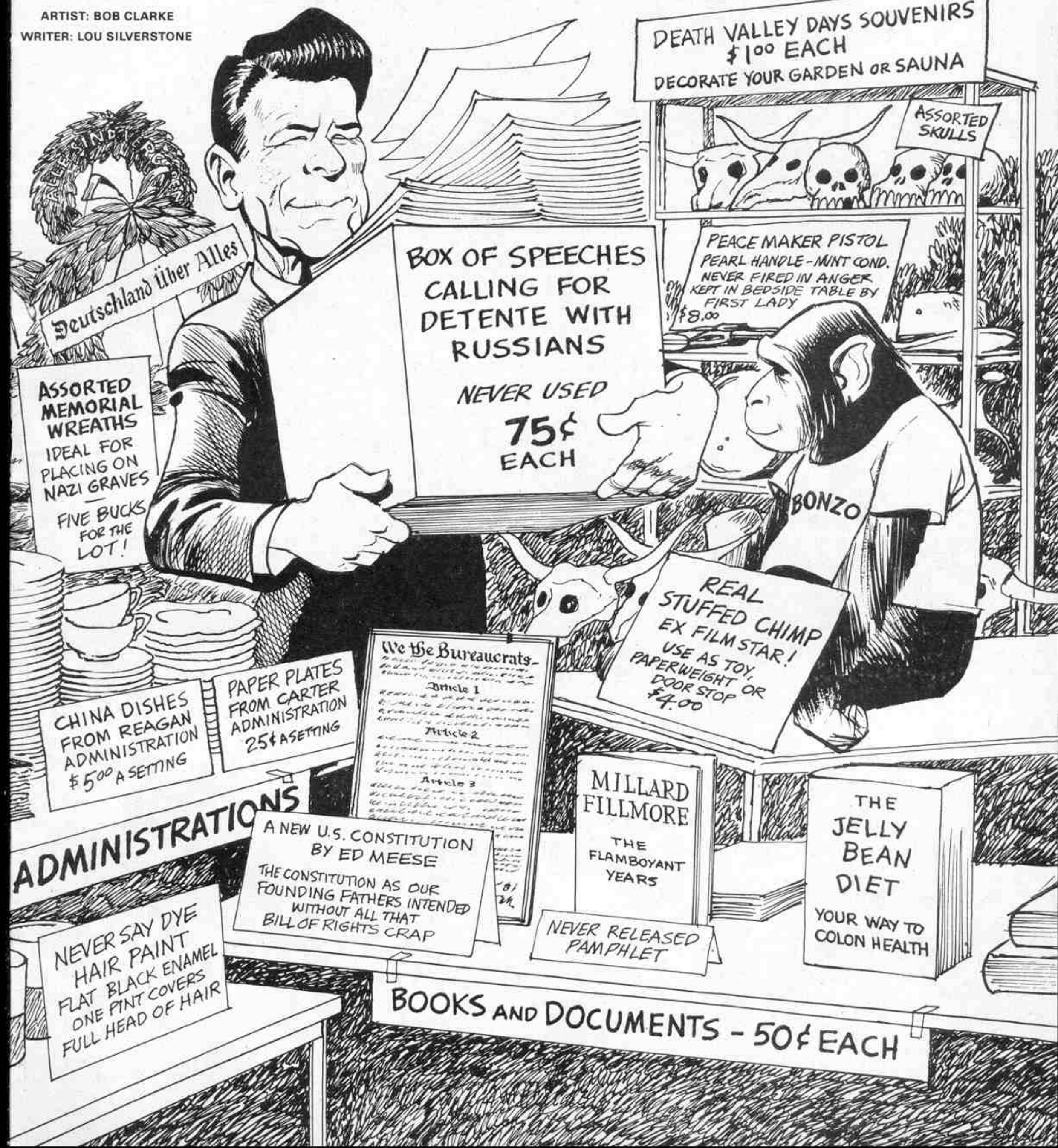


House in 1988, just two years from now. Like most families, we're sure the Reagan's collected lots of useless junk over the years and they'll probably get rid of it by having...

# HOUSE GARAGE SALE

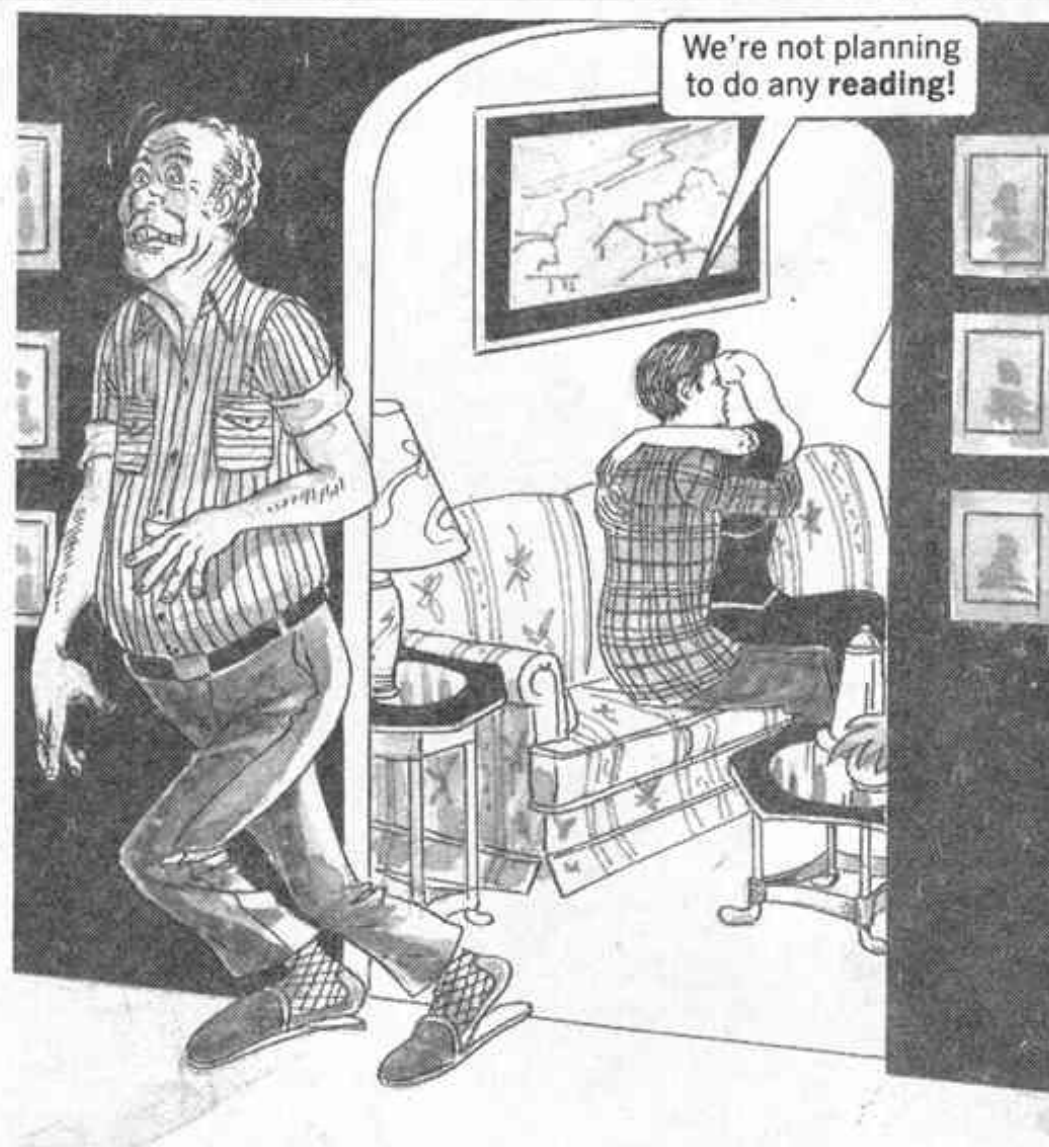
ARTIST: BOB CLARKE

WRITER: LOU SILVERSTONE





# DATING



BERG'S-EYE VIEW DEPT.

# THE LIGHTTE

## KNOWLEDGE





# COLLEGE



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## GETTING CAUGHT





## CULTURE



## PICKUPS



## ARGUMENTS



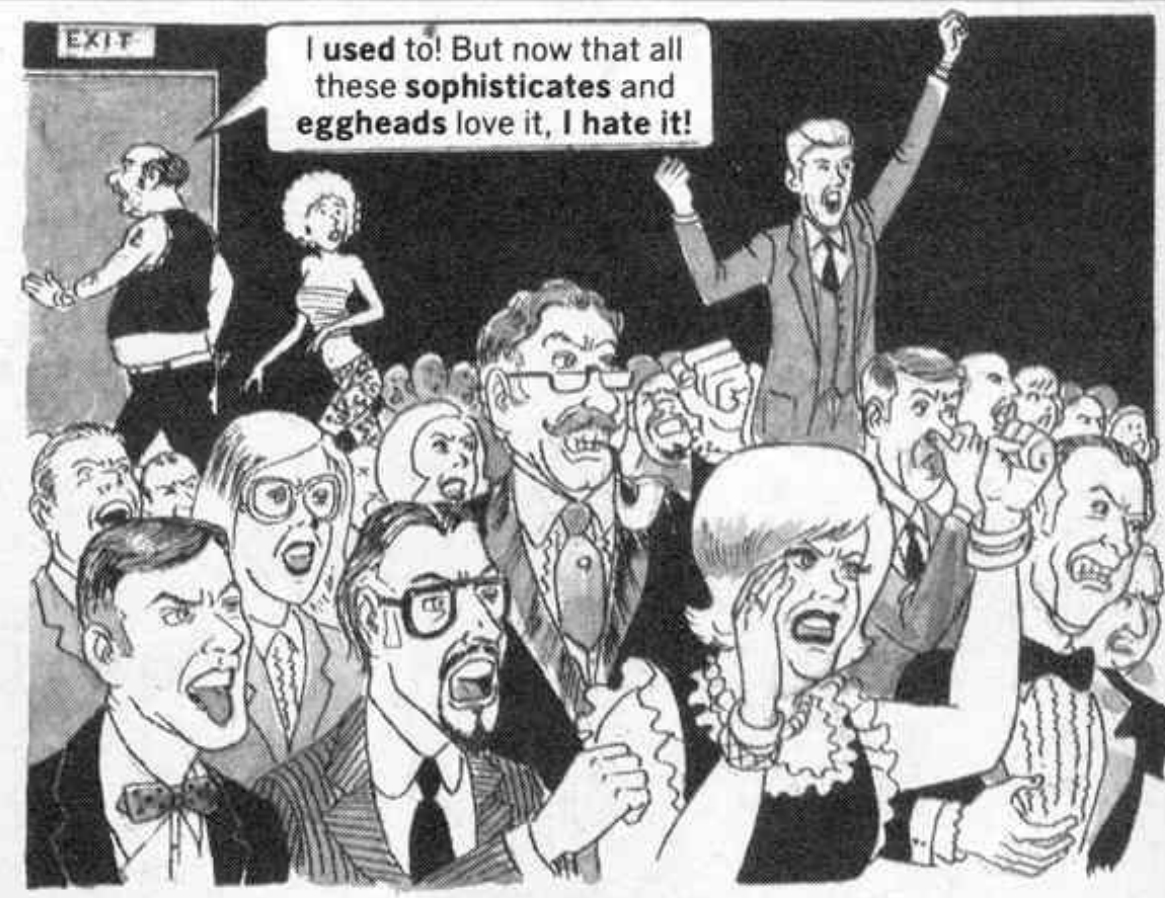
## MATHEMATICS



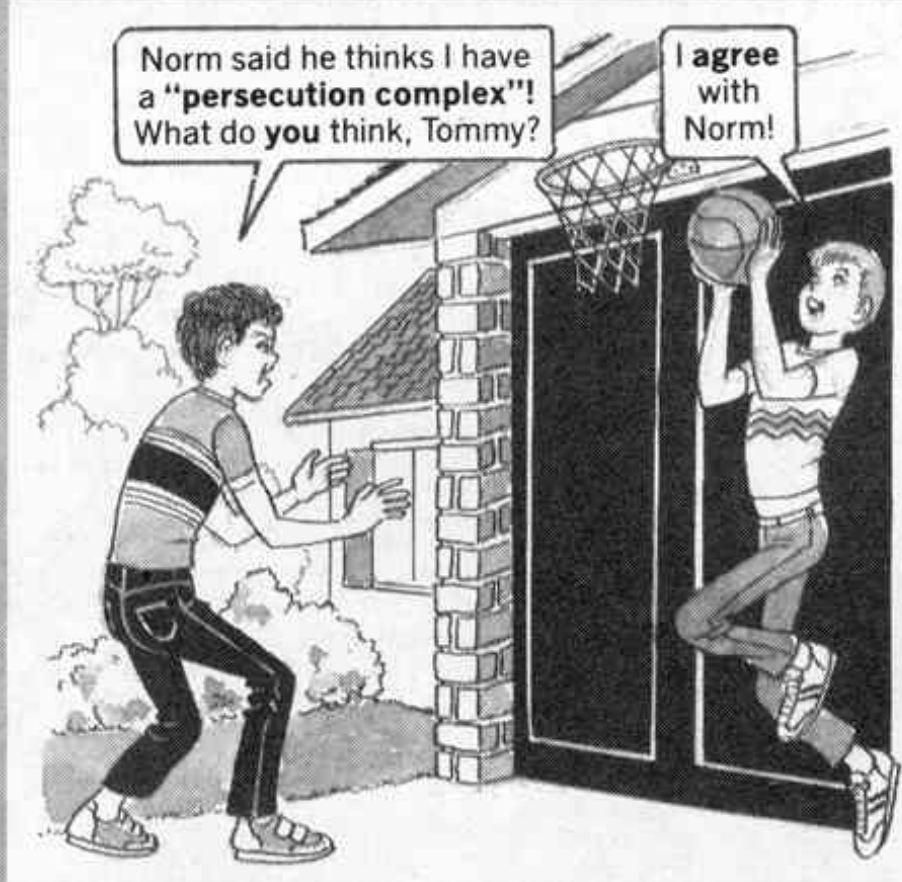




## WRESTLING



## PSYCHOLOGY



## MARRIAGE

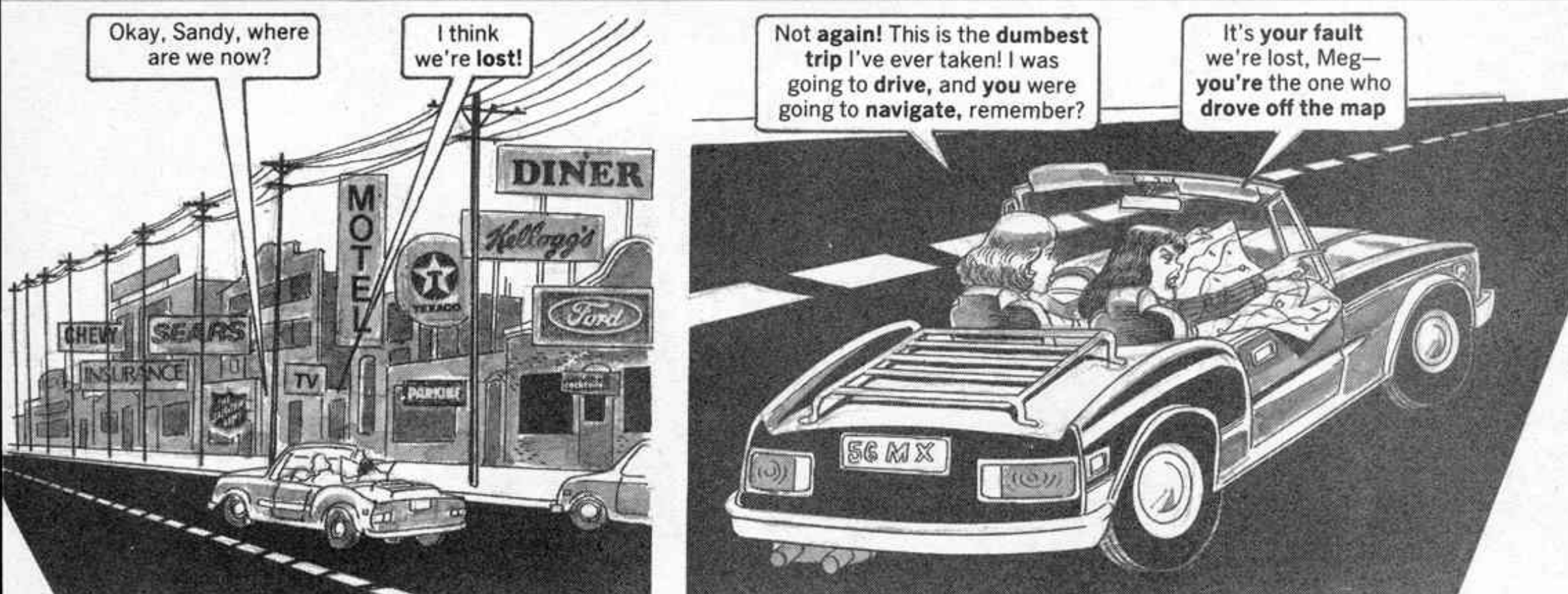




## BEING ON TIME



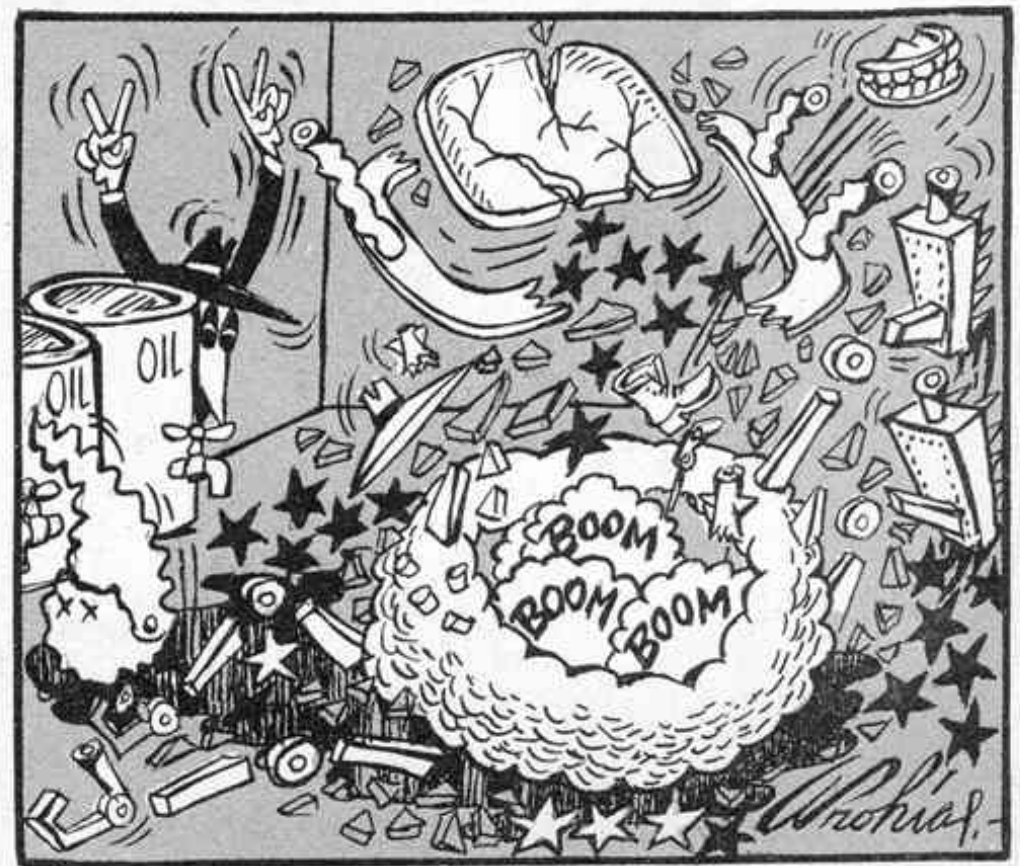
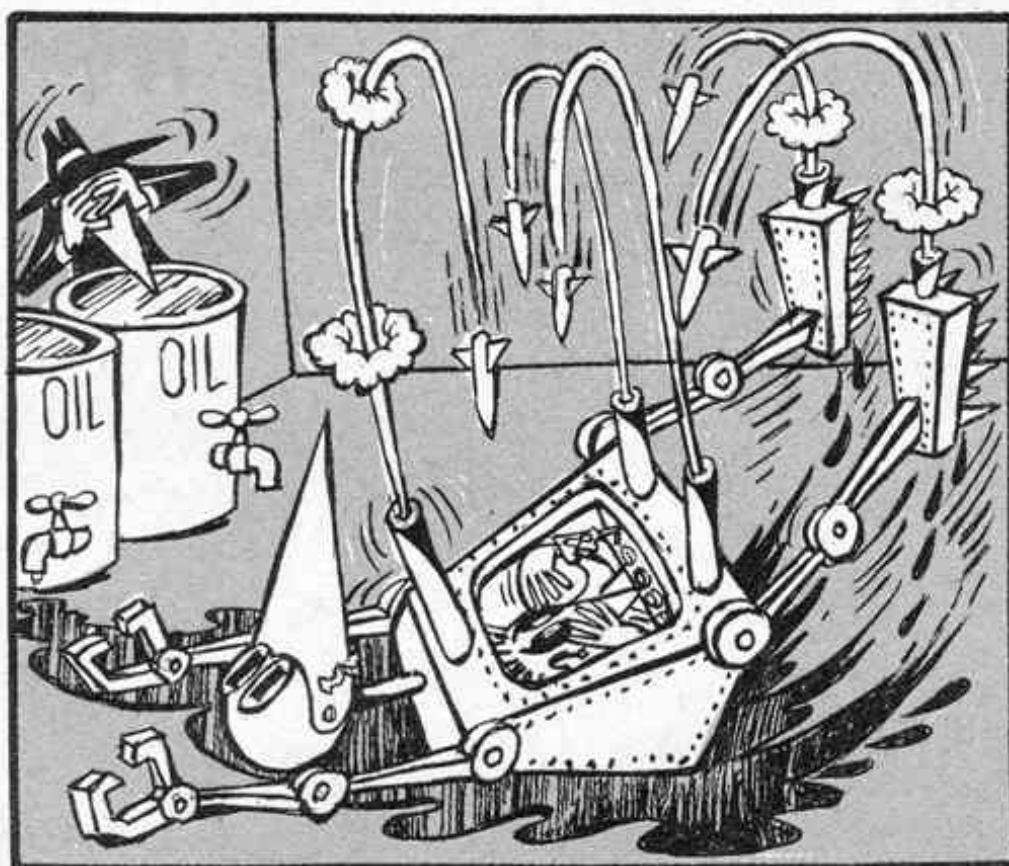
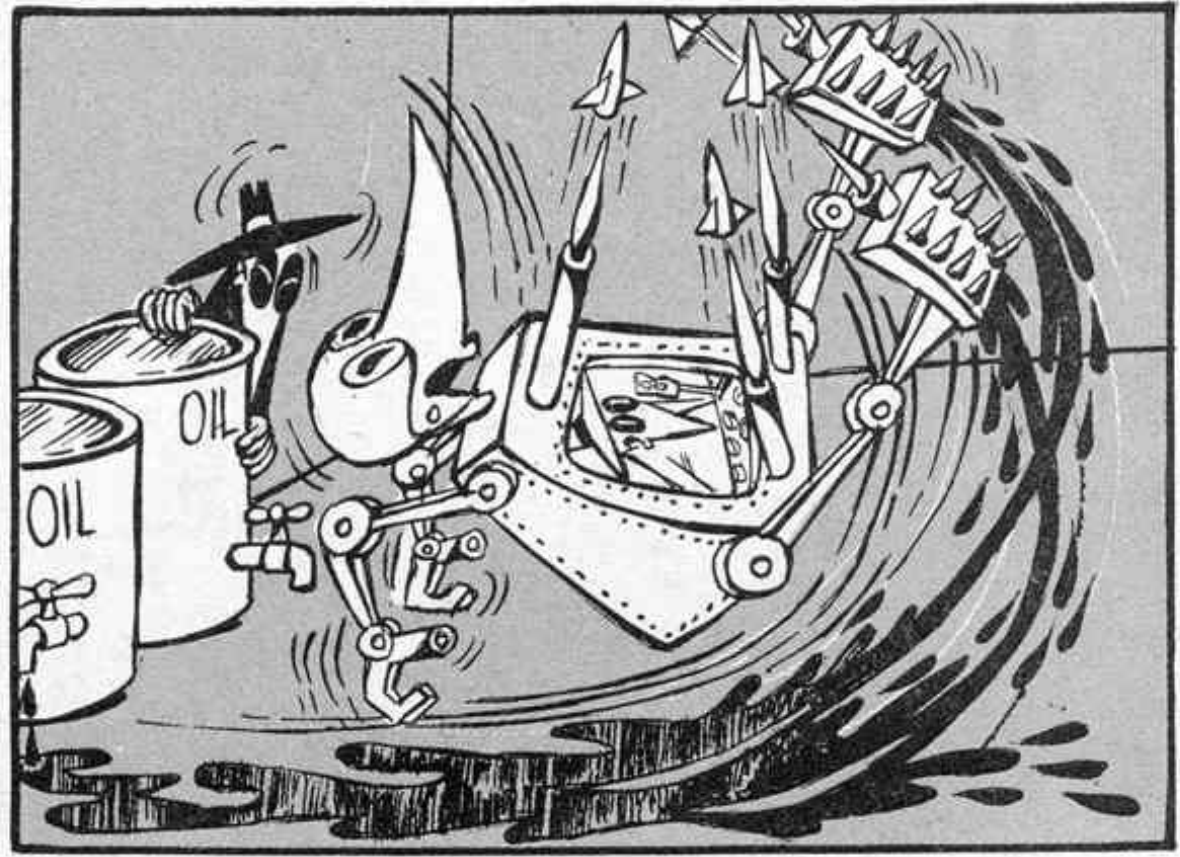
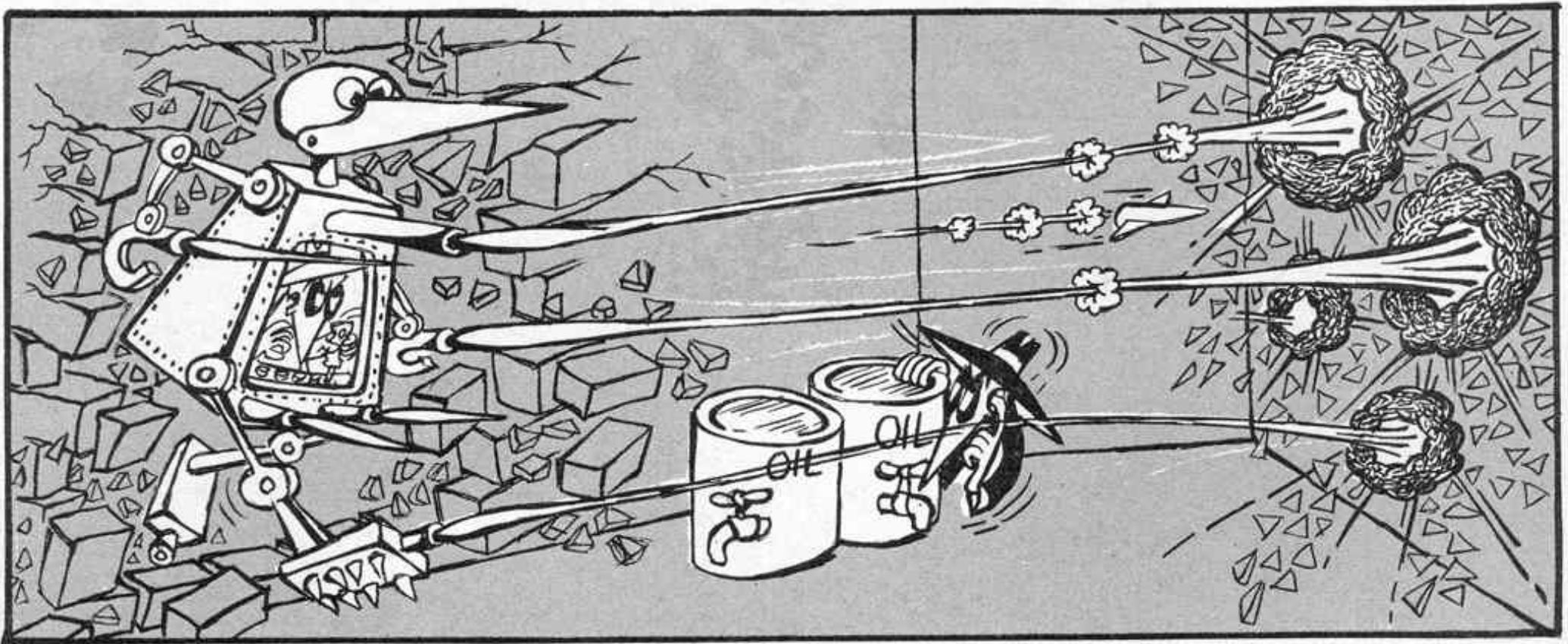
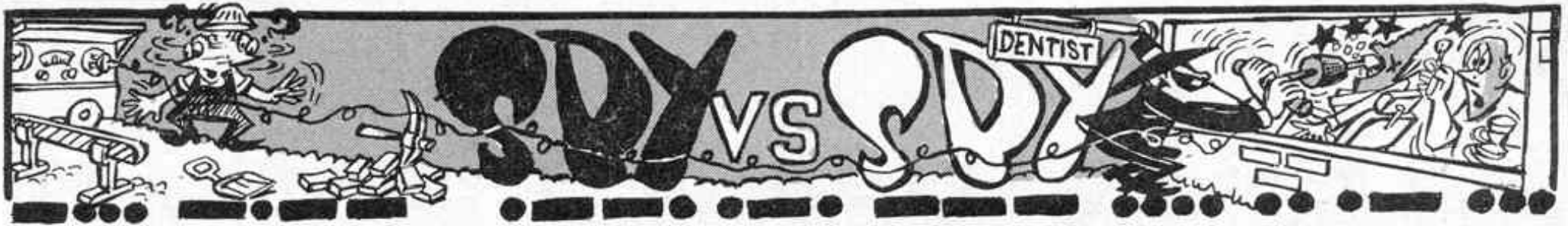
## TRAVEL



## DOCTORS









DICK DePT.

# A MAD PEEK BEHIND THE SCENES AT A HEALTH SPA

ARTIST: AL JAFFEE WRITER: DICK DE BARTOLO

It never fails! This place has 600 lockers, but the attendant makes sure the only four people in the whole gym are crowded in together!

We don't rush people into signing a contract... but our **once-in-a-lifetime** special discount sale does end in fifteen minutes!

After you pay for your first year membership at the health club, we give you **three days** to think it over.

And if I want, can I come back and get a refund?

Not exactly. We give you full credit which can be used at our health food bar. Of course, you can't use our health food bar unless you're a paid up member of our health club!

Once you join, we give each of you your own individual work-out plan!

For your type of frame, you need lots of sit-ups, leg bends, yoga classes and work-outs on the jogging machine.

For your type of frame, you need lots of sit-ups, leg bends, yoga classes and work-outs on the jogging machine.

I come here strictly to exercise, not to try and meet people.

Why don't you come over to my place and we'll talk about it in depth!

Me too! Exercise is so important!

Now remember! We always set the scale in the gym area to read **four pounds heavier** than the scale in the shower area. That way people think they really took off some weight exercising.



UP  
DOWN

I wish you'd put all the exercise equipment on one floor! Having to walk up a flight of stairs to do my leg exercises is a real drag!

Boy, it's HOT in here!

I know! With what we pay in dues, you think they'd air condition this sauna!

MEN'S SHOWER AND STEAM ROOM

You've been standing here for an hour. Aren't you going to work out?

I just spent \$90 for this designer gym wear. If you think I'm going to sweat in it, you're nuts!

I borrowed a little of your natural tan bronzer and after shave moisturizer.

That's OK. I borrowed your hair shampoo and conditioner and a dab of your styling gel.

And they say girls take a long time getting ready!

How come you charge \$4.50 for a glass of apple juice??

Cause we don't put anything in it! It's right out of the can!

How's things at your office?

Good, and thanks so much for asking. Now I can write off my health club dues as a business deduction. After all, we DID discuss business!

HELP!

Cal Jaffee



# MAD'S Sure Signs of INSANITY



...You have a special clause added to your will that leaves your USFL season tickets to your children for many years to come.



You think it's O.K. to sink \$300 billion into a "Star Wars" system that will positively stop 9 out of every 10 nuclear missiles shot at us.





...You believe the announcers on ABC's "Wide World Of Sports" when they say that the headline boxing match is coming up "soon."



You don't have any idea where you can find any "Garfield" merchandise.



You're just sick that Pee-Wee Herman was shafted out of an Oscar.



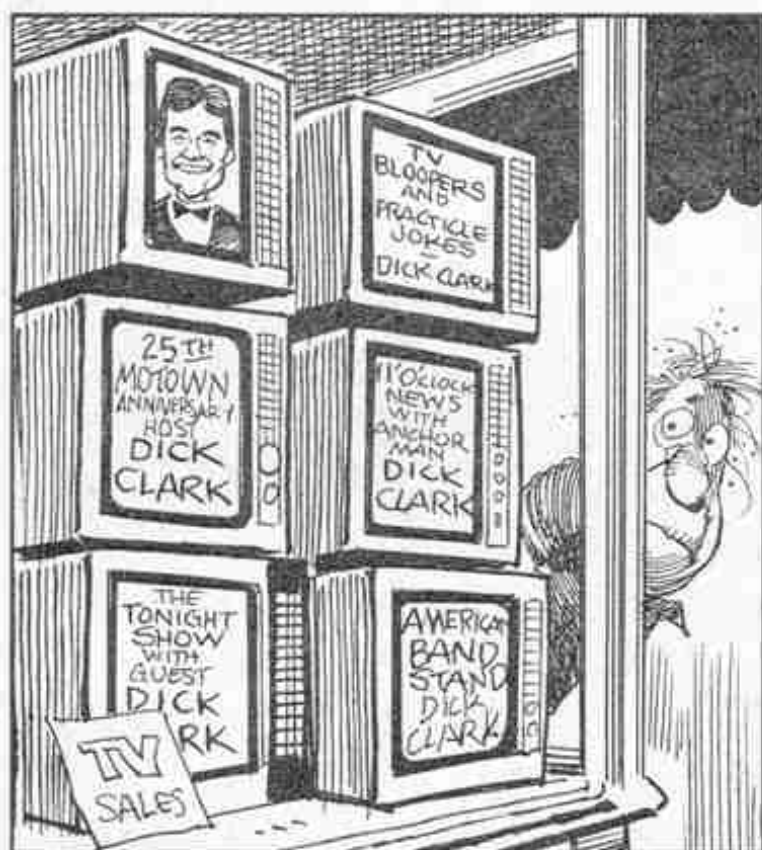
You take advantage of the special IRS program that offers to let *them* figure out your taxes for you.



You're glad the zip codes went to 9 digits, because you know that now you'll get fast, efficient service.



You think the pro-wrestling commission will really come down hard on those flagrant rule breakers.



You feel that Dick Clark doesn't get enough television exposure.



You believe envelopes that claim; "You may already be a winner!"



You re-subscribe to MAD. 27



Ever since the Vietnam War, Americans have been looking for a hero to restore our national image. At last, thanks to Hollywood, we have our man—Rambo! That tough, no-nonsense galoot generates pride! Confidence! And egomania! He's given this country a badly needed shot in

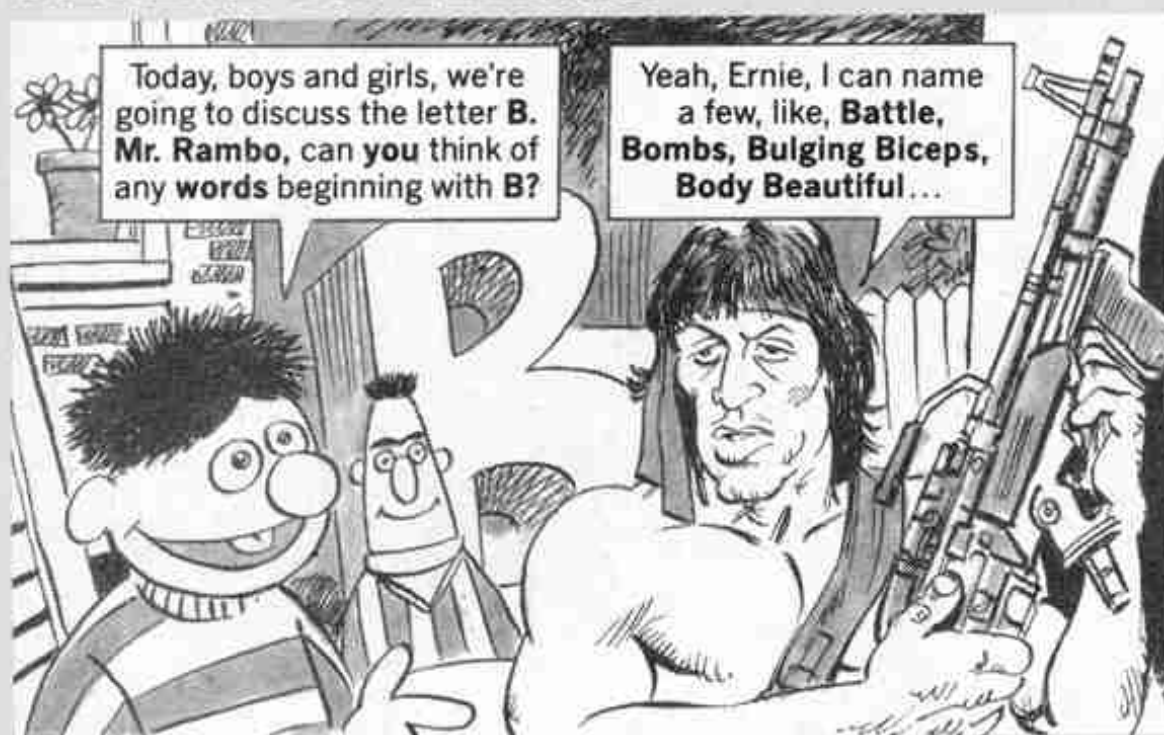
# WHEN THE RAMBO INFLUEN

## COMIC STRIPS

ARTIST: ANGELO TORRES WRITERS: LOU SILVERSTONE AND J. PRETE



## KIDDIE TV SHOWS



## POLITICS

Yo, third world creeps! I'm gettin' tired of you faggots runnin' down the U.S. of A.! Who the hell do you think **foots the bill** for this **paradise** where you hang out? **America!** If you bums keep bad-mouthin' the land I love, I'm gonna blow you back so fast your hair will fry! You'll have to **crawl** back to those stinkhole countries you came from, and the **good life** will be **over!** So start sidin' with the USA, or else!





the arm—with the business end of a bazooka! That kind of spirit is pretty darn contagious! We at MAD bet that sooner or later it will get around to all areas of life. In fact, we've written a little article on it! You'll read it—and you'll LIKE IT!! And you'll be ready

# ICE SPREADS EVERYWHERE

## ADVICE COLUMNS



**D E A R ANN:** I've always been a very religious person, so naturally I'm opposed to war. I just turned 18 and I'm supposed to register for the draft. This goes against all my religious beliefs. As the Bible says, "Thou shalt not



kill." My father says I should follow my own conscience. What do you advise?

—**Troubled in Ohio**

**Dear Troubled:** Wimps like you make me want to throw up. You're just another coward hiding behind the Bible. In case you missed it, the Bible also says, "An eye for an eye, a tooth for a tooth." So cut out all that phony religious garbage and for once in

your life be a man! Be proud to serve your country! If all you religious nuts had your way, we wouldn't have an army and the Commies would take over without a fight, and believe me, they'd know how to deal with you Bible-thumping porkers!

*Send for a copy of Ann's free booklet, "Killing Made Easy, a Guide For Patriotic Teenagers."*



## GAME SHOWS

And now, let's look at the "Rambo" showcase...

Your showcase starts with **camouflage furniture**. Even if the **Commies** flatten your house they won't notice you and your family lounging on this fabulous "Rambo"-inspired **loveseat**...



But they will notice when you **retaliate** with this combination **hat rack/mis-sile launcher**!

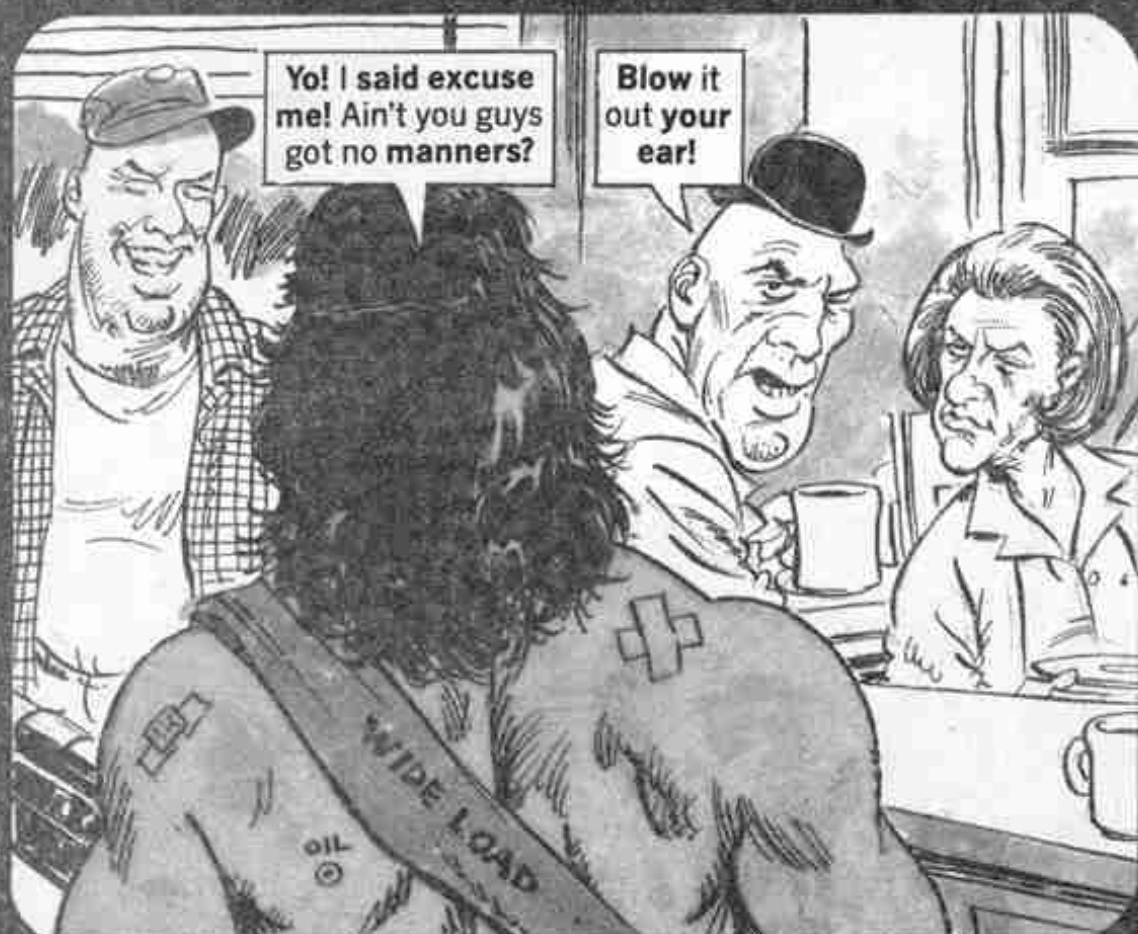


And finally, a 55-gallon drum of "Rambo" **mudpack**. Rub it all over and make like a **guerrilla**! Yes, you'll stalk Commies in **comfort** and **safety** as you blend into **swamps** and **mountain terrain**. All yours if the **price** is right...





# ADVERTISING







For the benefit of those who have been on planet Mars since the decade's latest sales gimmick was born, the ad to the left is not trying to sell you a coffee maker for less than 30 bucks. Rather, it's trying to sell you a coffee maker for considerably more, and then telling you how to get part of your money refunded. Now you may ask why manufacturers just don't lower prices by the amount they seem anxious to give back anyway. The answer? That would really cost them money! But manufacturers figure that by making you go through a time consuming and complex (not to mention annoying!) rigamarole, the odds favor something going awry and they will never have to give any of your money back. Confused? Unconvinced? Then see for yourself as we now expose...

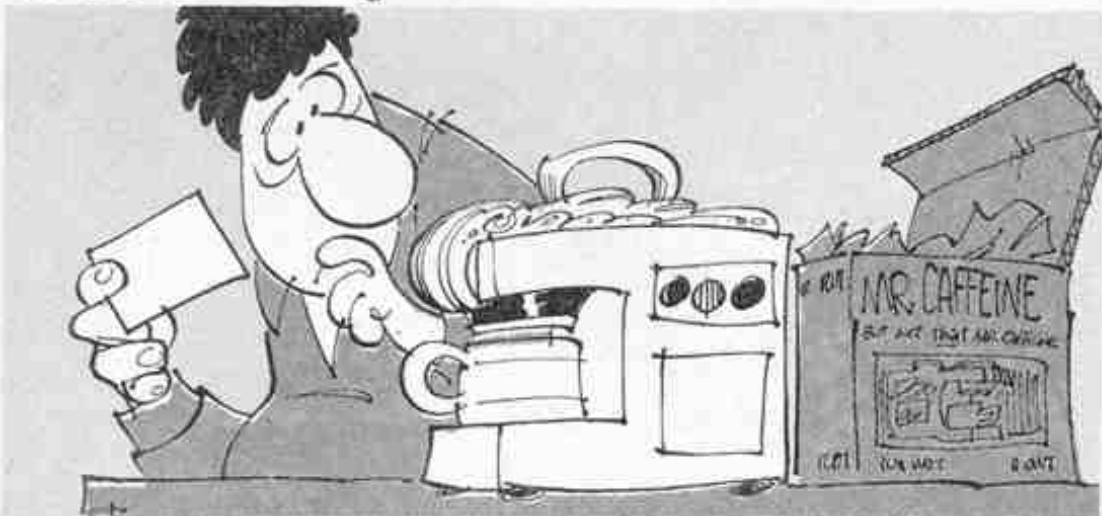
## WHY 999 SHOPPERS OUT OF 1,000 NEVER COLLECT THOSE MANUFACTURERS' REBATES

Among 1,000 shoppers chosen at random...



...183 will never get the product at all because they don't realize they have to take enough cash to the store to pay full price, and then engage in a major hassle to try to get some of it back.

Of the remaining 666...



... 46 will succeed in getting the coupon, only to find the model they just bought is not the one qualifying for the rebate.

Of the remaining 817...



...151 will attempt to get the rebate coupon and will be told that the store has just run out of them—but will not return the purchase price of the item, which has already been paid for.

Of the remaining 620...



...12 will be mugged in an alley next to the store and robbed of the product, the rebate coupon, the sales slip and maybe, their shoes.



**Of the remaining 608...**



*...32 will buy more than one product offering a rebate, thus setting the stage for total failure when the coupons get mixed together and are ultimately all mailed to the wrong manufacturers.*

**Of the remaining 509...**



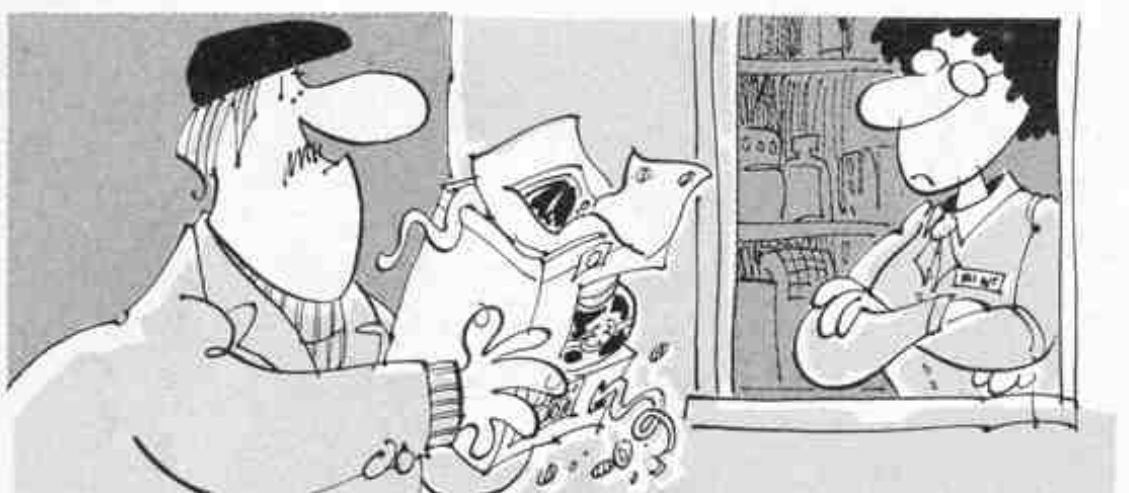
*...40 will permanently install their purchase with its serial number facing the wall before they read that it must be copied onto the rebate application.*

**Of the remaining 397...**



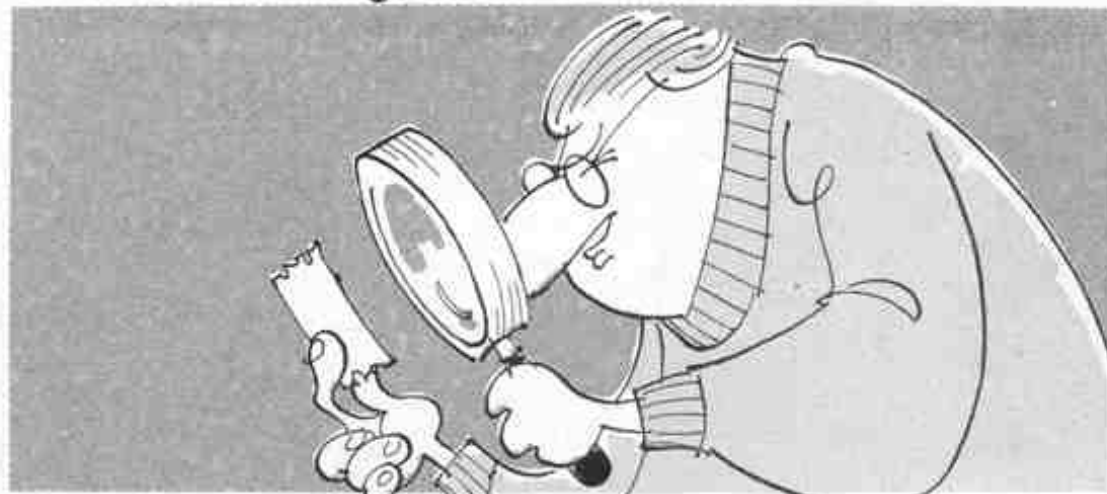
*...23 will successfully grab the box back from the trash man, and then discover that they don't know what a "Proof Of Purchase" label looks like.*

**Of the remaining 356...**



*...52 will buy a defective product, and then learn their warranty isn't any good unless they return the item with the same sales slip and register receipt they planned to use to collect the rebate.*

**Of the remaining 576...**



*...67 will never know if the date is printed on the register receipt because the lettering is a little too faint for them to read and a lot too faint for the manufacturer to accept.*

**Of the remaining 469...**



*...72 will put the empty box out with the trash, forgetting that the "Proof Of Purchase" label printed on the side of it must also be mailed to the manufacturer.*

**Of the remaining 374...**



*...18 will give the product to someone as a gift, and then face the embarrassing job of trying to get the box back to obtain that vital "Proof Of Purchase" label.*

**Of the remaining 304...**



*...65 will successfully manage to assemble the rebate coupon, proof of purchase label, sales slip and register receipt, only to realize they have no idea where they're supposed to send it.*



### Of the remaining 239...



*...27 will thoughtlessly transpose the manufacturer's post office box number and zip code, resulting in delivery to someone thousands of miles away who has no idea what all those papers are.*

### Of the remaining 158...



*...11 will remember to put a stamp on the envelope but then carelessly leave it in their coat pocket when they take the garment to the dry cleaners.*

### Of the remaining 138...



*...52 will assume they've mailed their rebate application when they thoughtlessly drop the envelope into a laundry chute, bank depository or public trash can.*

### Of the remaining 81...



*...15 will have their application returned through the mail and get the cheery news the manufacturer moved and conveniently forgot to leave a forwarding address.*

### Of the remaining 212...



*...54 will do an acceptable job in getting all of the correct documents into a properly addressed envelope and then will forget to put a stamp on it before they drop it in a mailbox.*

### Of the remaining 147...



*...9 will prove to be the owners of new puppies that love to chew anything made of paper into tiny little bits—especially the outgoing mail.*

### Of the remaining 86...



*...5 will leave their applications for the mailman, not knowing he's a grump who shows anger over making pickups by stuffing them in a storm drain.*

### Of the remaining 66...



*...65 will have forgotten about the whole thing before their rebate check arrives six months later and will toss out the unopened envelope, thinking it's an ad.*



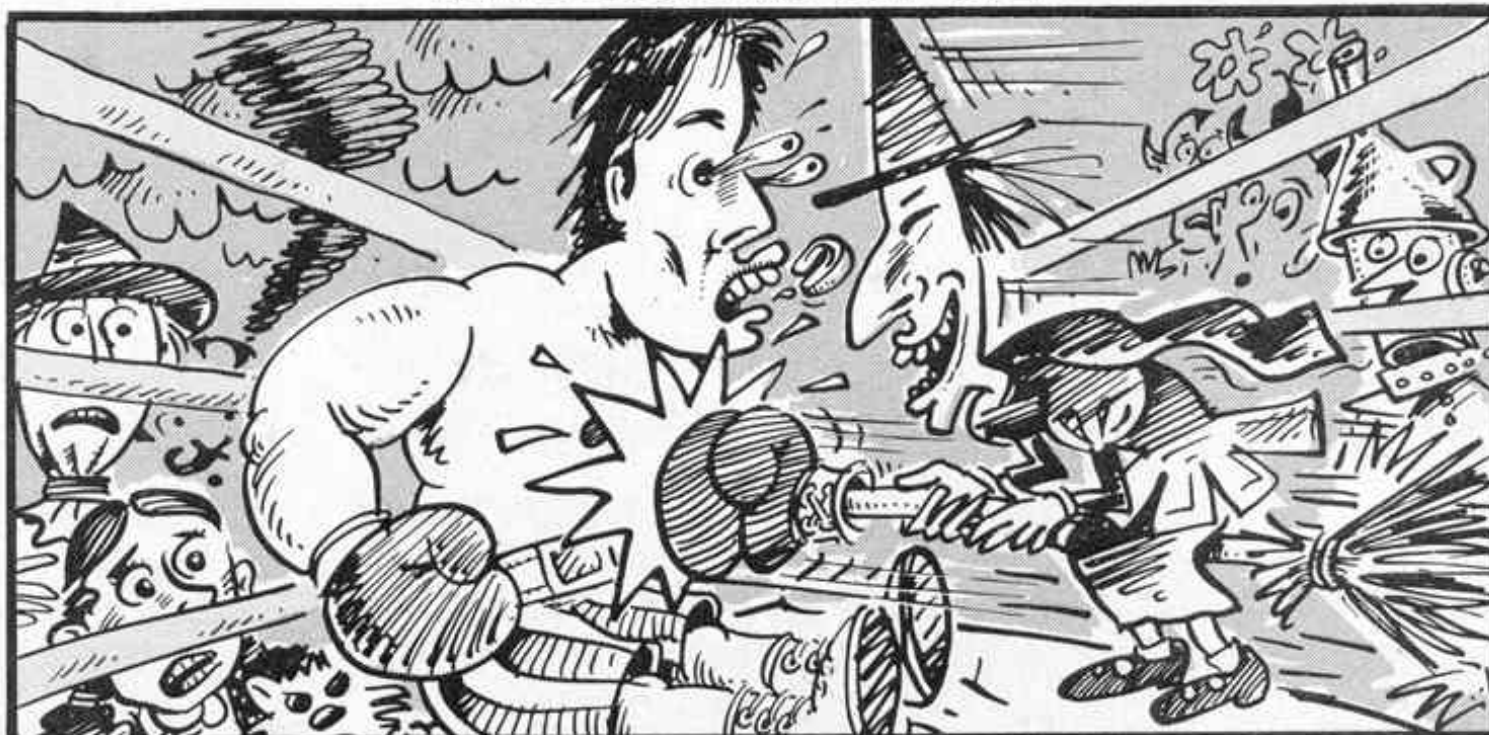
One of the keys to the success of the Rocky series is the thrilling, charismatic villains Sly Stallone invents: Apollo Creed! Clubber Lang! Drago! But who's left? Where are Rocky's next opponents going to come from? We think Sly plans to pilfer old movies for Bad Guys to fight. Here are the scenerios for...

# ROCKY V, VI, VII, VIII, IX, X, XI OR, THE ITALIAN SCALLION VS THE GREAT HOLLYWOOD VILLAINS



ARTIST AND WRITER: TOM HACHTMAN

## THE ROCKY OF OZ



In his first musical, Rocky, the lovable boxer without a brain, battles Margaret Hamilton, The Wicked Witch of The West! In the closing seconds of the fight, Rocky is saved from being counted out when a giant tornado picks up the Champ, carries him over the rainbow, and dumps him back in South Philly!

## ROCKY BATTLES THE EMPIRE



It's Rocky vs the heavy breather of the universe, Darth Vader! On the night of the fight, Rock learns that Darth (aka "Lazer Fists") is really Don King! Can Rocky call on "The Force" in time to save the Boxing Federation? Is Don King Rock's long lost father? May the fists be with you in this battle of slow wit vs evil!

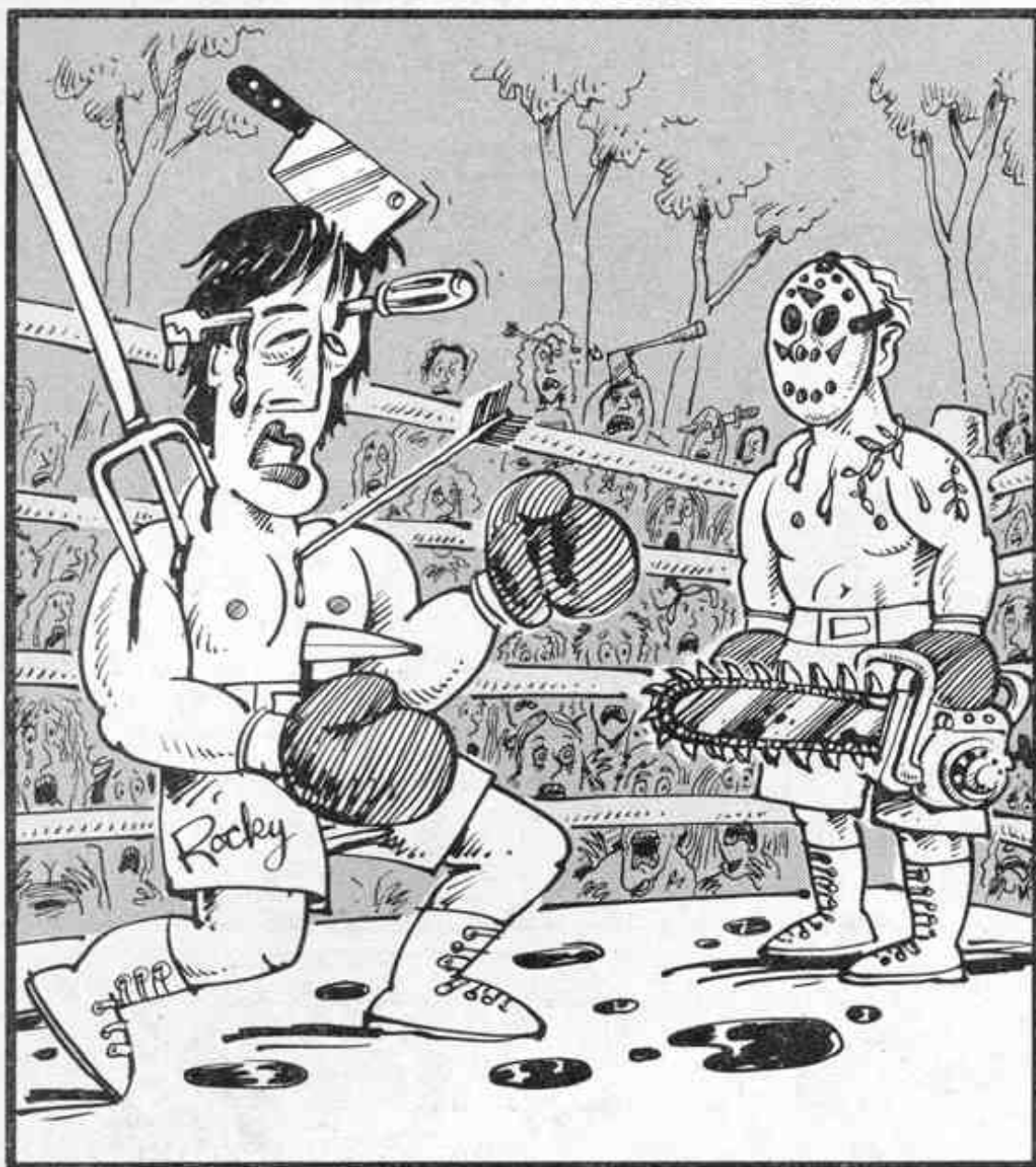
## ROCKYDEUS



In this lavish costume drama, Rocky mocks his rival Salieri by donning boxing gloves and pounding out one of the poor man's bland melodies on the clavier. Salieri beseeches God, "Why did you choose this moronic brute for such gifts and not me?!" This is the cultural Rocky film the critics have been asking for!



## ROCKY THE THIRTEENTH



Rocky suffers his most brutal beating when he meets the summer camp champ, Jason, "The Mutilator"! Will this battle of the sequels really be "The Final Chapter"? A blood lover's delight!

## ROCKY FLEW OVER THE CUCKOO'S NEST



Rocky fakes being punch-drunk to get into psychiatric hospital for a rest. But once in, he faces his meanest opponent yet—Nurse Cratchett! In round one, Big Nurse gives Rock a dose of medication! In round four, she zaps him with electro-shock! In round 10, she hits him with a frontal lobotomy! Will any of this punishment have a noticeable effect on the Champ??

## JOHN CARPENTER'S THE THING IN THE RING



All of Rocky's former foes merge into one big, mutating lump and return for a rematch. If Rock isn't careful this slithering "Thing" will mimic his cellular structure and Rocky movies will never be the same—or just possibly more alike than ever!

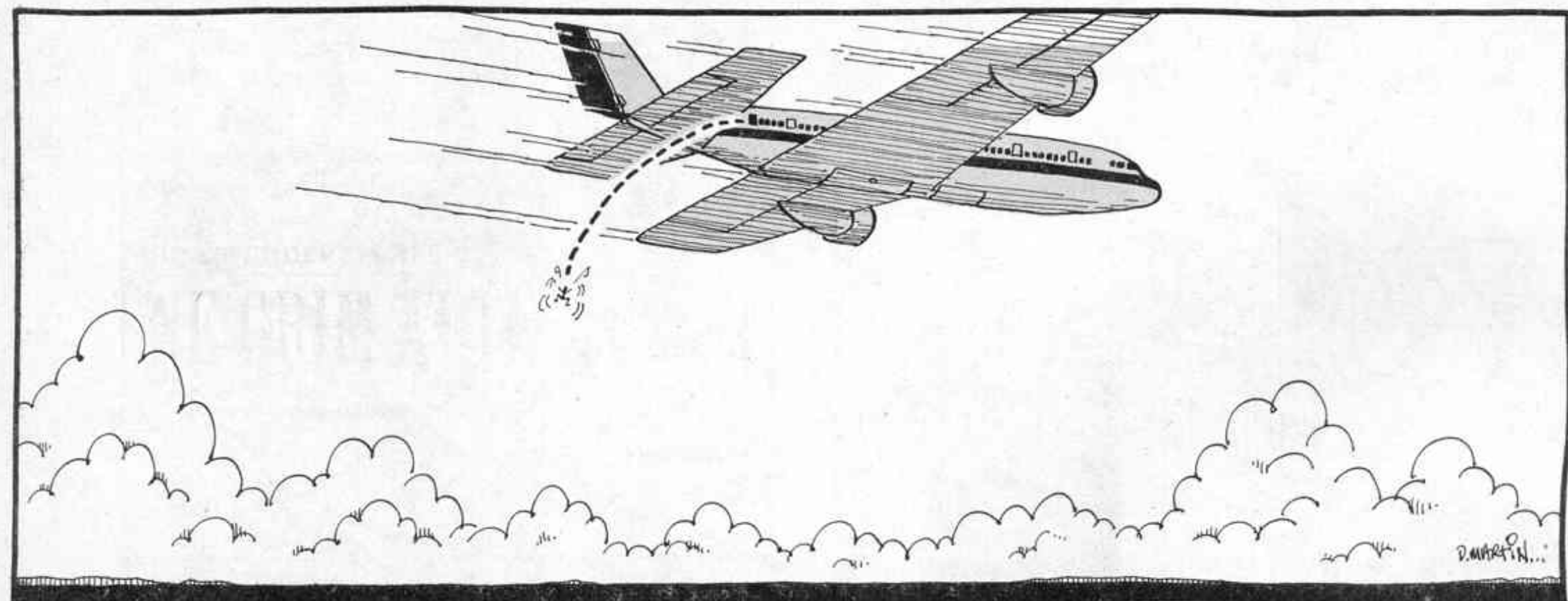
## ROCKY DEAREST



Faye Dunaway is charming as Joan Crawford—until the blood starts to spill! The minute one itty bitsy drop soils the spotless canvas, Rocky finds himself down for the count—scrubbing the mat! As the referee cries, "NO WIRE HANGERS!" a dazed Rocky wonders if this could be his last tangle!



# ONE GRIM AFTERNOON OVER THE MEDITERRANEAN





There are some intense rivalries going on these days—AT&T vs Sprint, Reagan vs Congress, Joan Rivers vs Liz Taylor. But for all-out, no-holds-barred fighting, nothing can compare with the war going on between Coke and Pepsi! And as the battle roars on, you can bet that the fighting will get rougher and dirtier. With that in mind, MAD now takes a look ahead to...

# WHEN The Coke/PEPSI RIVALRY Gets Out Of HAND

ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS

The War Escalates With This Coke Ad:

## The Blindfold Taste Test Coke Was Happy To Lose!

We tested Coke and Pepsi with a disgusting group of rapists, muggers and degenerates.

In this blindfold Taste Test, over 92 percent of these creeps preferred Pepsi! And that's just fine with us!

We don't need them! We don't want them! Pepsi can have them! We'll stick with the clean-living, law-abiding, upstanding customers who've made Coke Number One!

### COCA-COLA

The Refreshing Way to Self-Respect!

Pepsi Retaliates With This Ad:

## Coke And Jock Itch— Coincidence Or Fact?

No one knows for sure how the jock itch epidemic began. But one fact is clear! THE LATEST DEADLY OUTBREAK OF JOCK ITCH AND THE INTRODUCTION OF THE "NEW COCA-COLA" OCCURRED AT THE SAME TIME! Is it any wonder Coke quickly brought back their so-called "Coca-Cola Classic"?

Pepsi wants its loyal customers to enjoy good health and live long, happy lives! So we don't mess around by carelessly coming out with risky new formulas!

That's because...PEPSI CARES!

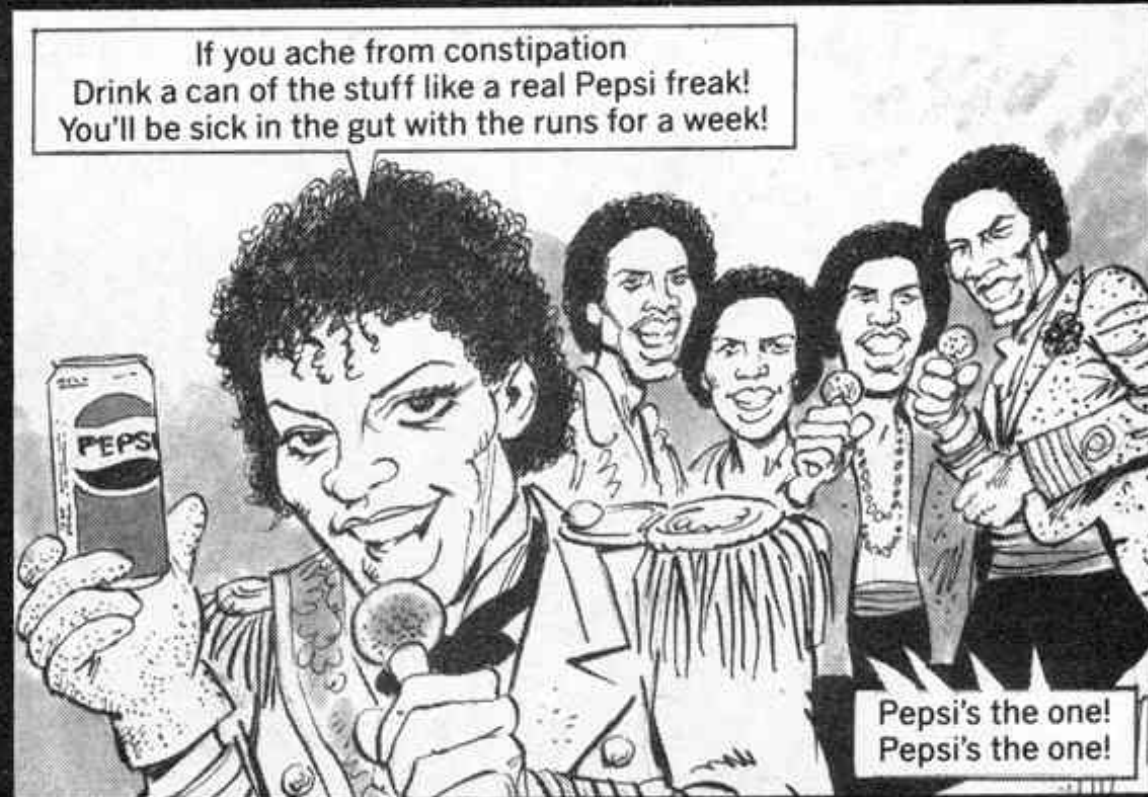
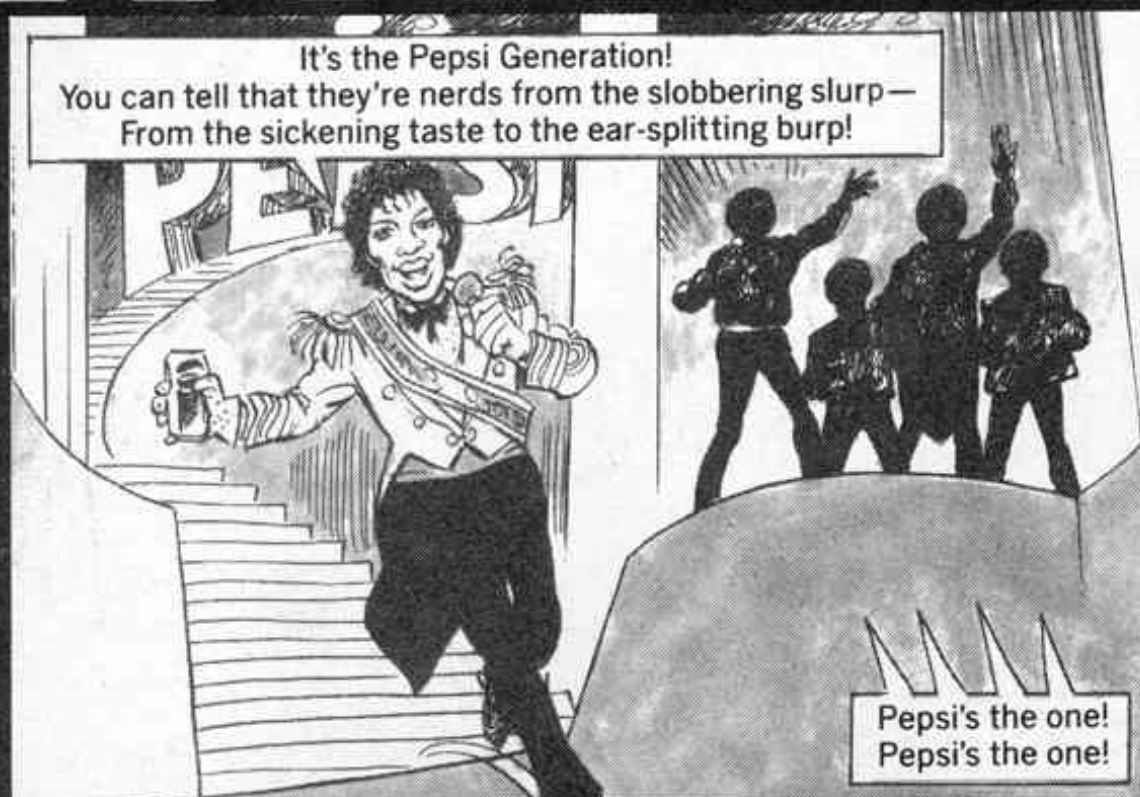
### PEPSI

Better Tasting! More Satisfying! Medically Safe!





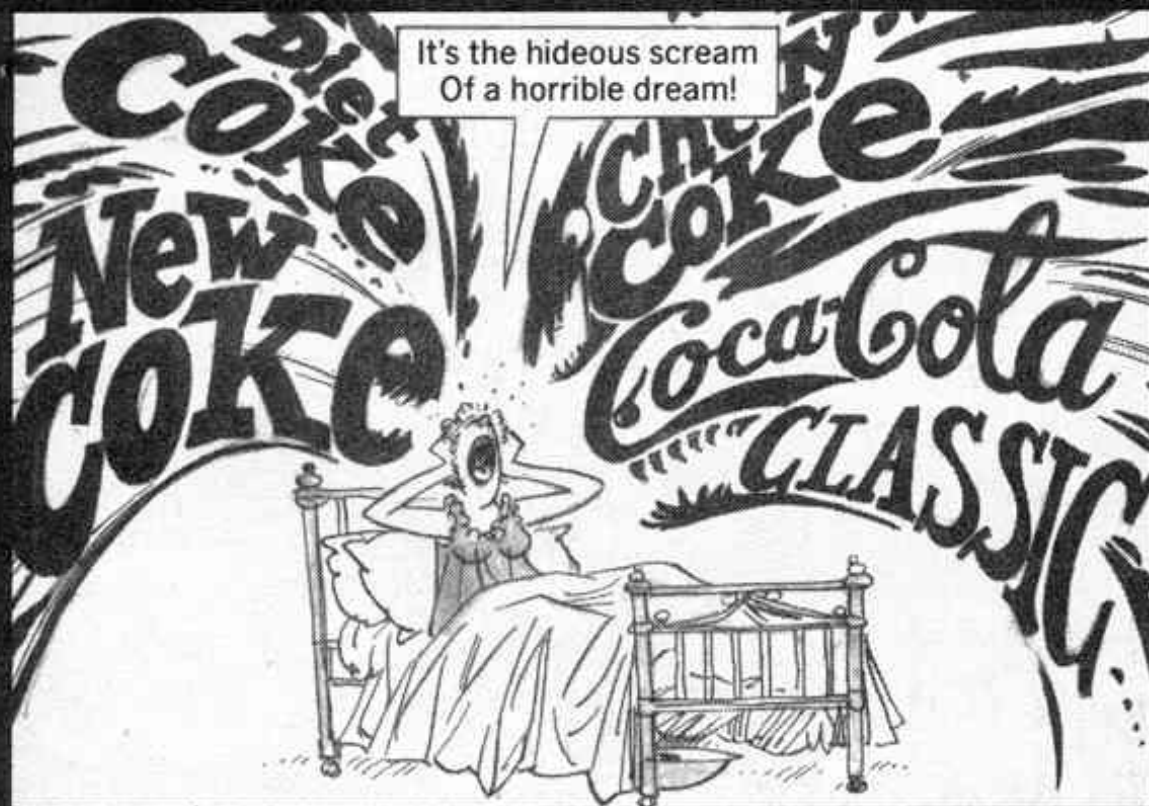
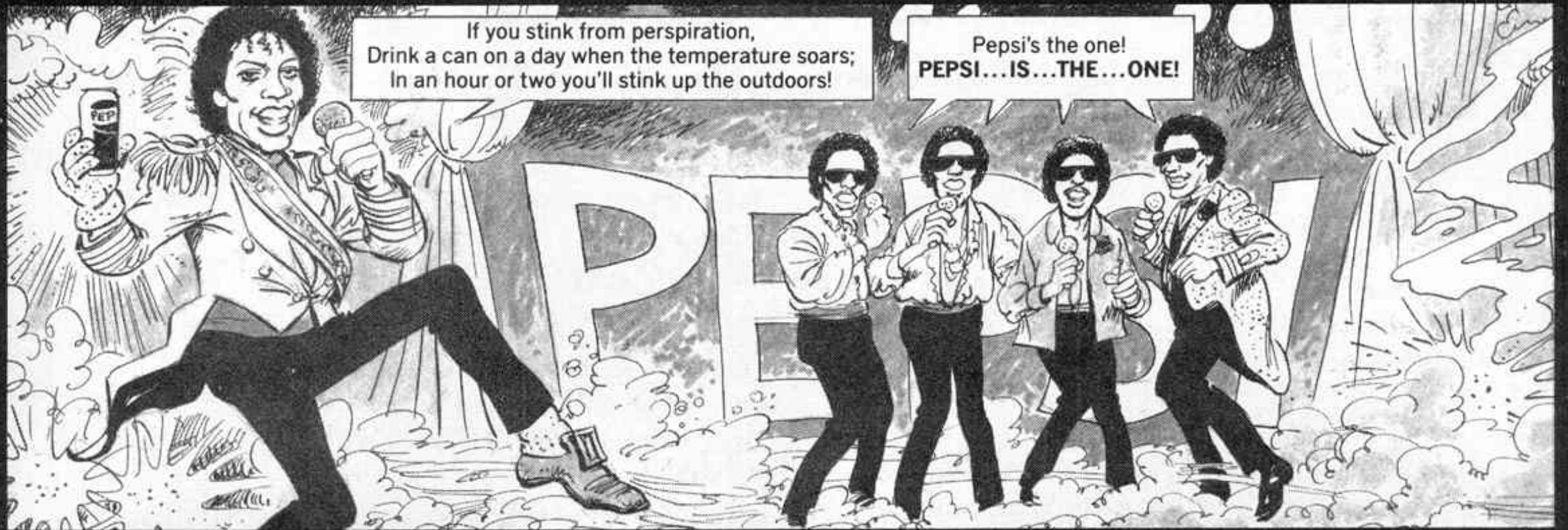
## Coke Responds With Its Own Version Of This Pepsi Commercial!



## Pepsi Comes Back With Its Version Of This Coke Commercial









Coke Counterattacks With This Ad:

## **COKE, NYET! PEPSI, DA!**

We at Coke don't want to accuse Pepsi of trading with the enemy. But facts are facts, and it *is true* that more Pepsi is sold in the Soviet Union than *any other soft drink*!

### **Tell us, Pepsi!**

How did you wangle that "exclusive contract" with the Russians? What did you promise in return? U.S. Government secrets? Plans for new American weapons?

SOME WOULD CALL IT TREASON! Whatever it is, you can bet that millions of loyal, patriotic Americans are now wondering about the PEPSI-SOVIET CONNECTION!

Pepsi has every right to sell its product. But we'd hate to think that Pepsi is selling out its country!

**SO TELL US, PEPSI**  
*Whose Side Are You On?*

Pepsi Answers Back With This Ad:

## **Coke Addiction!**

**America's Number One Problem!**

Where do you suppose Coca-Cola got the "Coca" from?

From COCAINE—that's where!

The people at Coke claim they haven't put cocaine in Coca-Cola for many years. But are they telling the truth? Who's to know? After all, **THEY KEEP THEIR FORMULA A SECRET!**

**SHOW US YOUR FORMULA, COKE!** Only then will the world be satisfied that you don't use COCAINE! Until then, everyone has the right to ask: "Is Drinking Coke Worth The Risk?"

## **PEPSI**

**The Choice of the Unhooked Generation!**

Finally, the ugly, vicious war will end with this joint ad:



## **A TOAST TO PEACE!**



***The Coke-Pepsi War is over! Pepsi and Coke  
will never fight again!***

***Actually, we never were mad at each other. The truth can now  
be told: Together we planned the entire "dirty" campaign  
from the start! And, wow, how it worked!***

***We got so much attention that now we've captured an even  
bigger share of the soft-drink market. Which keeps us on top!  
And keeps wimp "competitors"—like Royal Crown, C&C Cola  
and Seven-Up—on the bottom! Where they should be!***

***So Thanks, America, for swallowing it! And for swallowing us!***



HUCKSTERMANIA DEPT.

"Yo, I'm Sly Gavone. In case you're wonderin' what a **superstar** like me is doin' in this **crummy** magazine, I'm just showin' another **facet** of my **great** talent. If you saw "**Rhinestone**," you know I'm a **singer**. If you saw "**Staying Alive**" you know I'm a **director**. If you heard me shout out "**Yaaaaaaahh**" in "**Rambo**" and "**Addreeeeeeeeaaan**" in "**Rocky**," you know I'm a **screenwriter**! Now, I'm an **interviewer**. Besides my **movies**, the **biggest** money maker in show biz today is **pro wrestling**! In order to find out **why** it has suddenly become so **popular**, I'm gonna **interview** the **president** of the **MMF**, the **Money Making Federation**, **Mr. Wince McMoney**, who was recently chosen as ..."

# MAD'S WRESTLING PROMOTER OF THE YEAR

ARTIST: MORT DRUCKER

WRITER: LOU SILVERSTONE

Hey, Mister McMoney! I'm Sly Gavone and...

Sorry fella, I can't use you. You've got a great costume and a good body, but you're too small to be a heavyweight and too big to be a midget. Hm, maybe if you put on a bra and shaved your legs we could pass you off as a lady wrestler...

I ain't no wrestler. I'm here to interview you for MAD Magazine.

I hope you're not going to ask me if wrestling is phony.

I'm not that punchy! I saw what happened to John Stossel on "20/20" when he asked that question!

Come on, I'll show you around my empire.



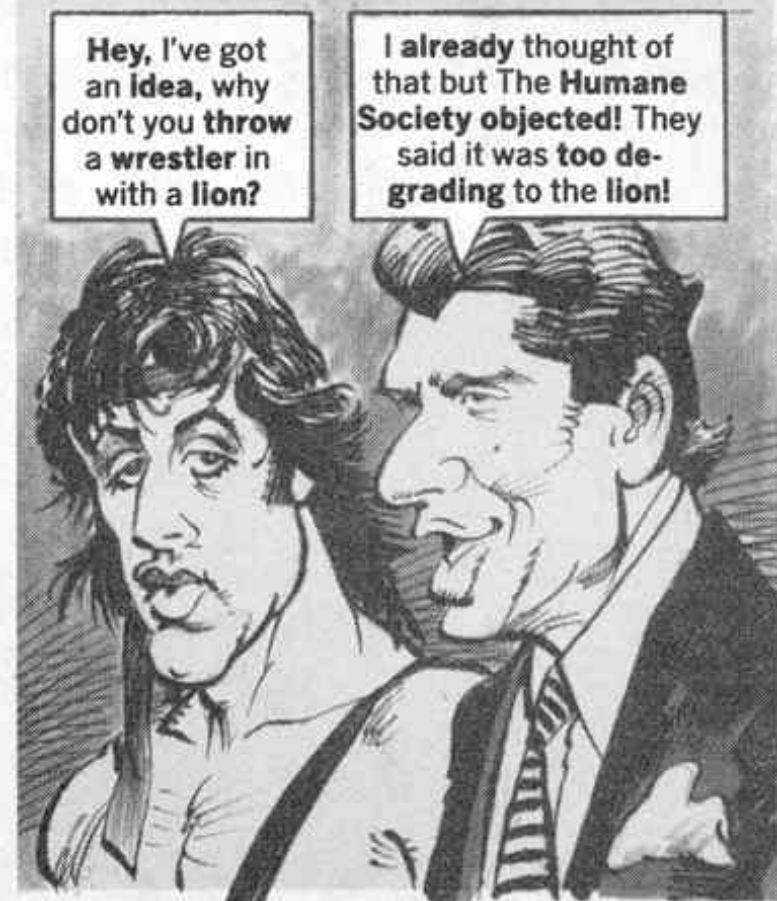




I'm always on the lookout for new talent and gimmicks. The public is never satisfied! I've staged **spiked boot** bouts and had **guys wrestling in a barbed wire cage!** But fans want **more blood!** I was thinking of having a **chain saw match** but I'm afraid it might cause too much **damage.**

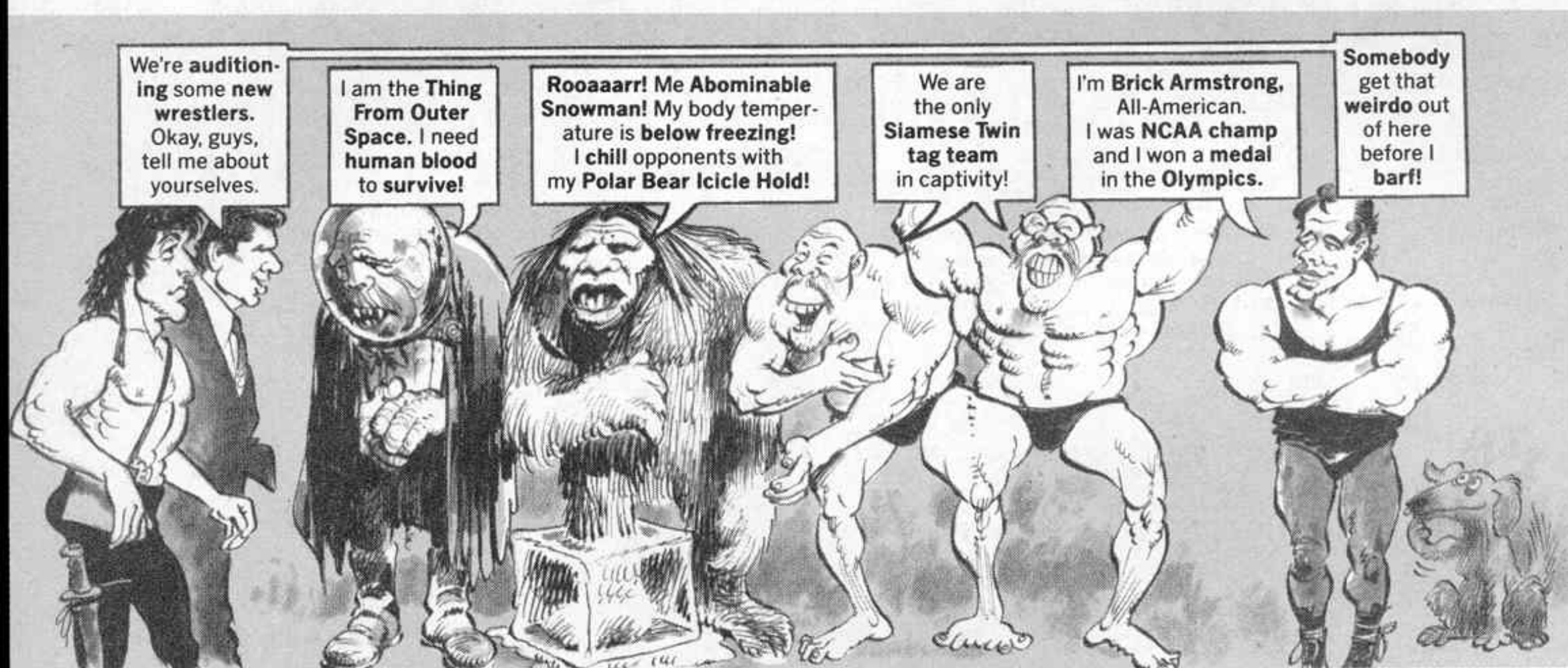
To the **wrestlers?**

No, to the **ring equipment!** One of those **clowns** might cut a **ring post** by mistake! That stuff is **expensive!**



Hey, I've got an **idea**, why don't you **throw a wrestler** in with a **lion?**

I already thought of that but **The Humane Society** objected! They said it was too **degrading** to the **lion!**



We're **auditioning** some new **wrestlers.** Okay, guys, tell me about yourselves.

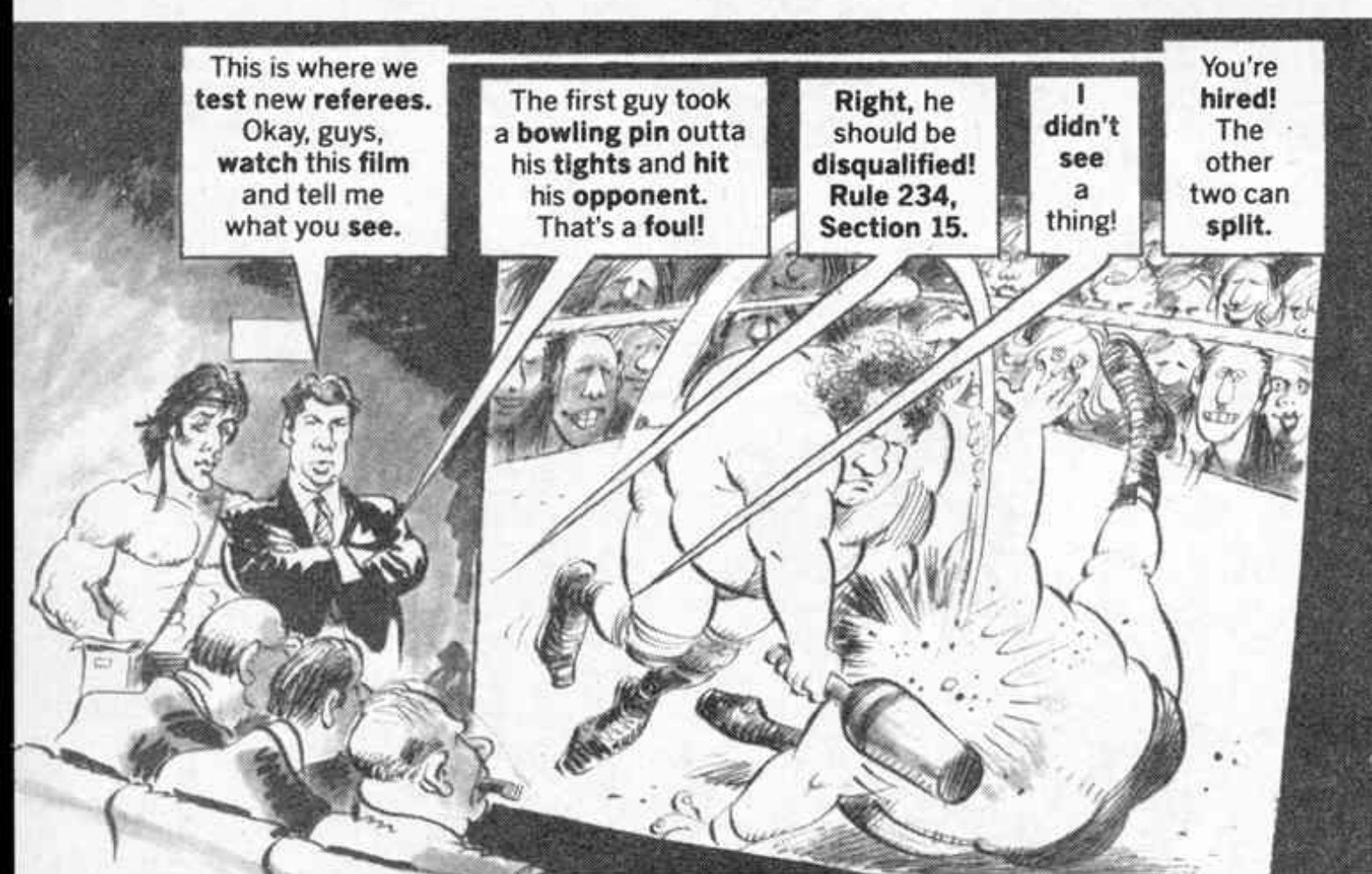
I am the **Thing From Outer Space.** I need **human blood** to survive!

**Rooooarr!** Me **Abominable Snowman!** My body temperature is **below freezing!** I **chill** opponents with my **Polar Bear Icicle Hold!**

We are the only **Siamese Twin** tag team in captivity!

I'm **Brick Armstrong,** All-American. I was **NCAA champ** and I won a **medal** in the **Olympics.**

Somebody get that **weirdo** out of here before I **barf!**



This is where we **test new referees.** Okay, guys, **watch this film** and tell me what you see.

The first guy took a **bowling pin** outta his **tights** and hit his **opponent.** That's a **foul!**

Right, he should be **disqualified!** **Rule 234, Section 15.**

I **didn't see** a thing!

You're **hired!** The other two can **split.**



Why did you hire that guy? He must have something **wrong** with his **eyes!** **Everybody** could see that **foul!**

That's the **idea!** Everybody is supposed to see it **except** the **ref.** If we start playing by the **rules,** we'd lose half our **audience!**





Is all that **dirty stuff** the reason **rasslin'** is so **popular**?

Sure! Plus we give the public what they want: A confrontation of **good and evil**! **Violence! Bloodshed!** And large gobs of **Patriotism**!

That's the **same formula** I use in **my movies**!

That's also the same formula **Reagan** used to get **re-elected**!

RING-A-LEEVIO

What happens if one of your **wrestlers** gets **injured**?

I really **hate** to see that happen.

You mean you **worry** about how the guy's gonna make **money** if he can't **wrestle**?

No, I worry about how I'm going to make **money** if he can't **wrestle**!

Do wrestlers have a retirement plan?

Sure, if they're not too **punchy**, they can go back to **pumping gas**! Of course, if they're really **popular** with the fans they can become **managers**... like these guys.

BRUUURRP!

Remember what we did to you at **Pearl Harbor**, **yankee pig**!

America is full of **pencil-neck geeks**!

HUMERUS BONE

KAP BAN

This is one of the most **important** parts of a wrestler's **training**.

Are they **learn-**ing how to apply **wrestling holds**?

No, they're taking **acting lessons**!

Put some **feeling** into it! Sound like you're in **real pain**!

Like, what's my **motivation**?

Yaalaiaaai!

If you can't make those **idiotic fans** believe you're **really suffering**, you'll be back shoveling **horse manure** at the race track!

A **star** is **born**!

How did you dream up the **rock-wrestling connection**?

It was **natural**! I mean, just look at the **weird characters** with their **ridiculous outfits** and **silly hair**.

Yeah, those **rock stars** are a bunch of **weirdos**!

I was talking about the **wrestlers**! The only **difference** between them and **rock singers** is that **wrestlers** are **bigger** and they can **sing better**!



How come **wrestling** shows get such high TV ratings?

I use **better script writers** than the **networks**! Come on, I'm late for a conference on the next **championship** bout.

Are you going to **dis-**  
**cuss** who the champ's  
**next opponent** is  
going to be?

**No**, we're go-  
ing to **discuss**  
who the **next**  
**champ** is  
going to be!

Wince, you're gonna **love** this concept,  
the old personality switch: The **Bulk**  
stays in the **Sun** too long and fries his  
**brain**! He becomes mean and **punches out**  
**Sindy Laffer**! **Rowdy** comes to her aid  
because he thinks people who wear  
**skirts** should stick together! He  
**clobbers** The **Bulk** and wins the title!



So far I like it!

You ain't seen nothin' yet! There's a **full moon** and **Rowdy** flips out! He **clobbers** **Sindy's mother** on the **Letterman Show**! The **Bulk** is struck by **lightning**, curing his **brain damage**! He becomes **Mr. Clean** again and challenges **Rowdy** for the title! It'll be **bigger** than the **Super Bowl**!!



**Sounds good** to  
me! I always  
**wanted** to be  
on the  
**Letterman**  
Show!

It's okay as long  
as I get my  
**belt back**,  
otherwise my  
**pants**'ll keep  
falling down!

Man, you've  
got some  
**real far out**  
characters  
in your  
business!

You want to see the  
**really off-the-**  
**wall** characters  
in this business?  
Step this way,  
they're the...



...wrestling fans!

I thought the **beautiful**  
people were the new  
wrestling fans?!

These are the beautiful  
people! The **real crazies**  
are up in the **cheap seats**!  
Even the **wrestlers** are  
afraid to go up there!

**KILL!!! KILL!!! WE WANT BLOOD!!!**



This is **Sly**  
**Gavone**  
signing off  
for **MAD**  
Magazine...





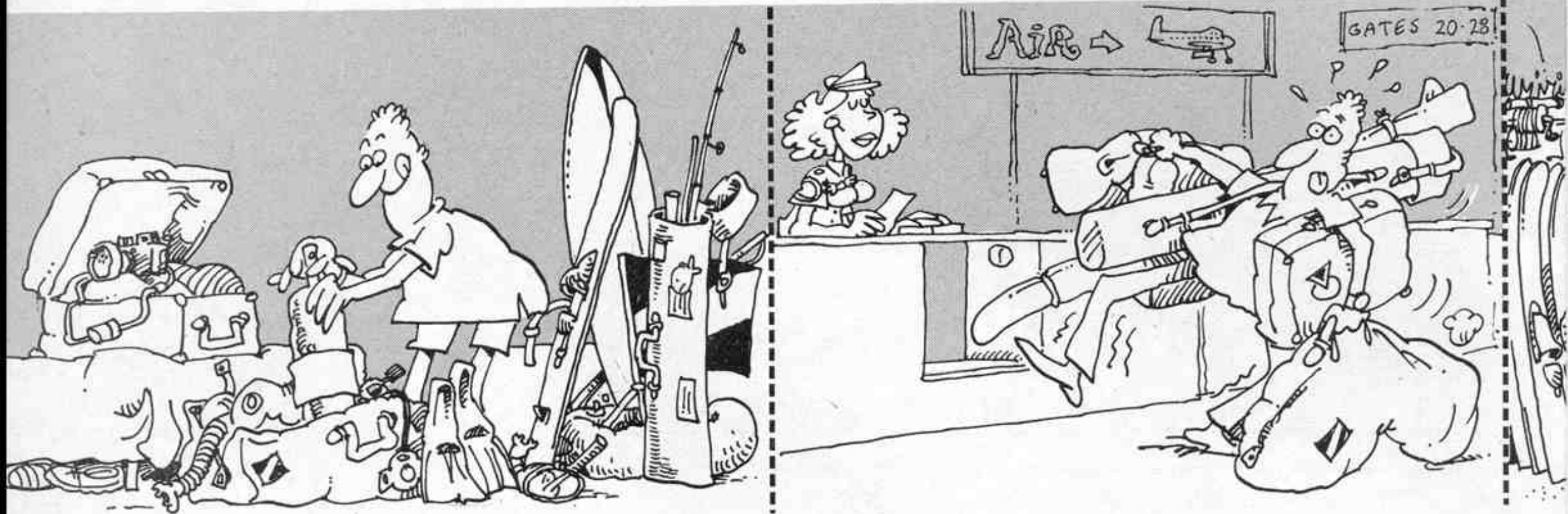
# ONE GRIM TWILIGHT IN THE SOUTH PACIFIC



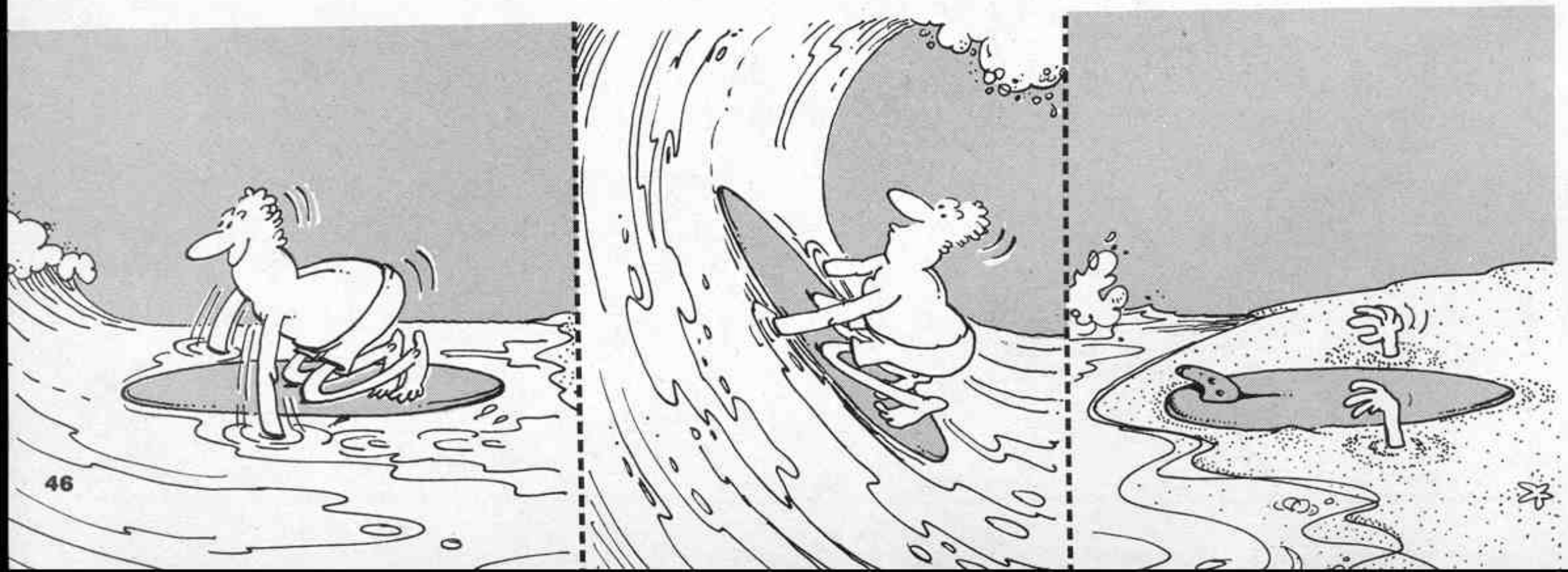
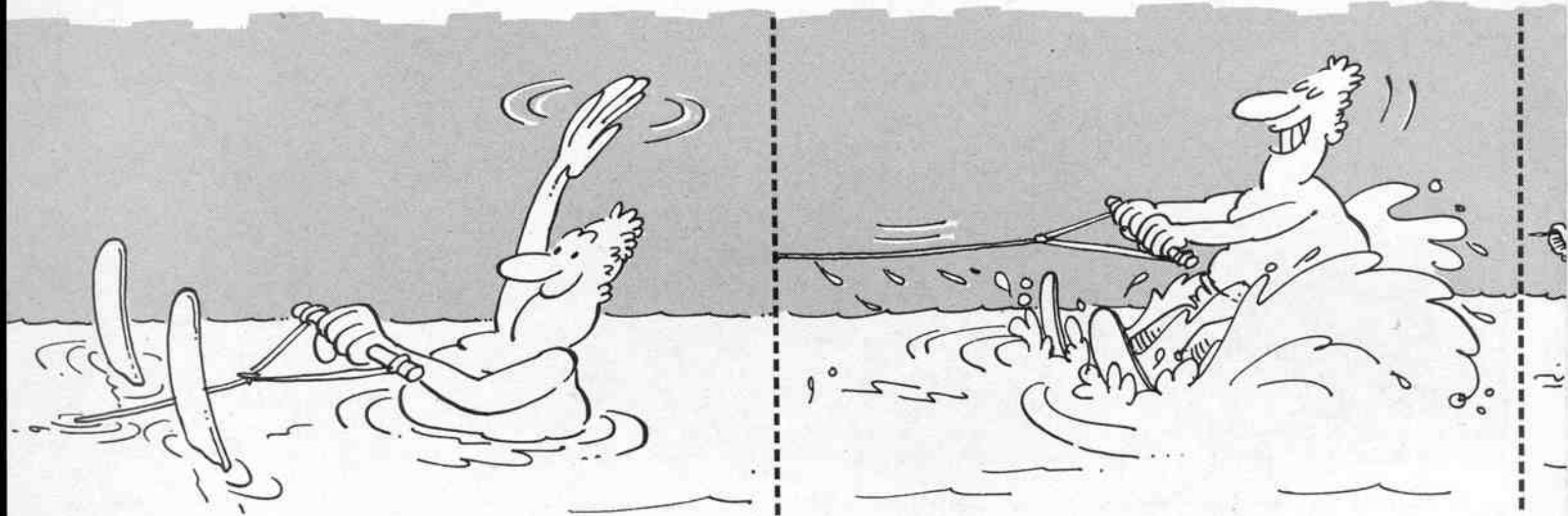


# A MAD LOOK AT

# WATER

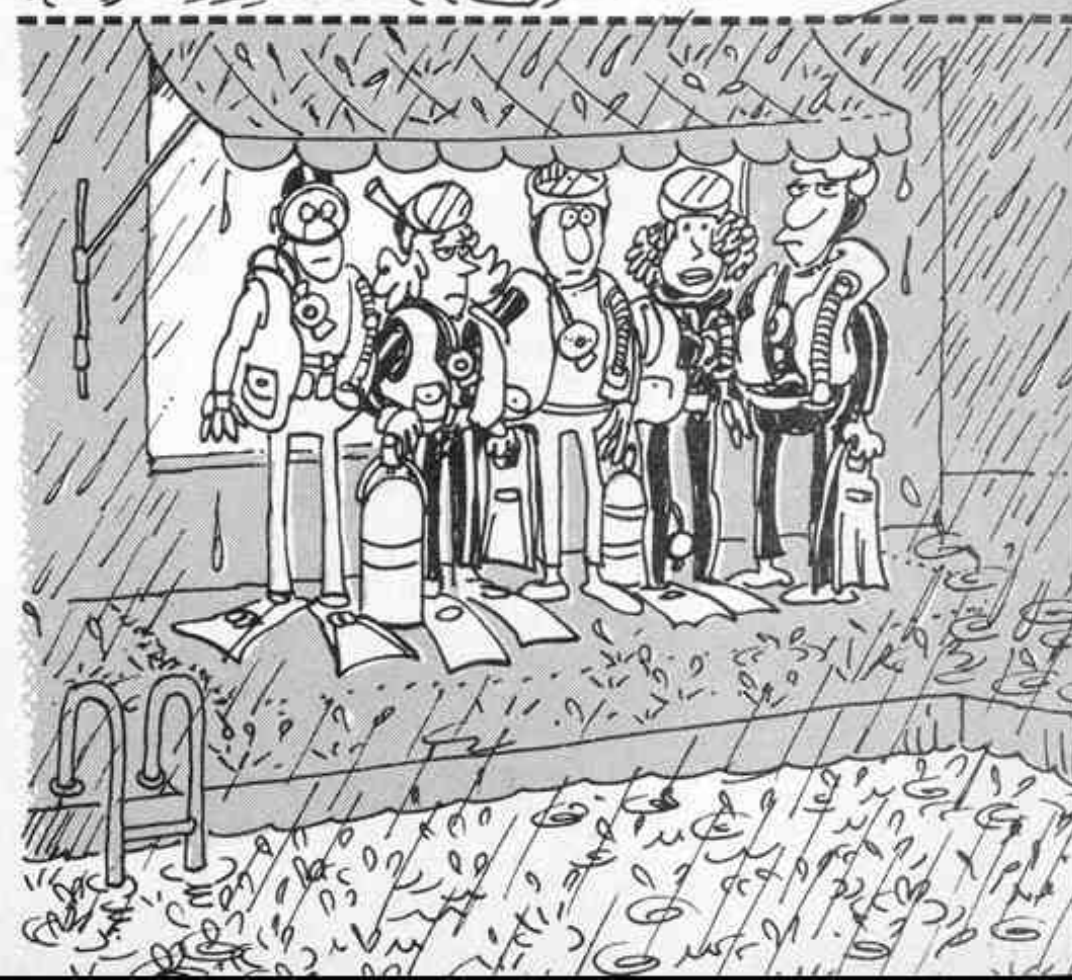
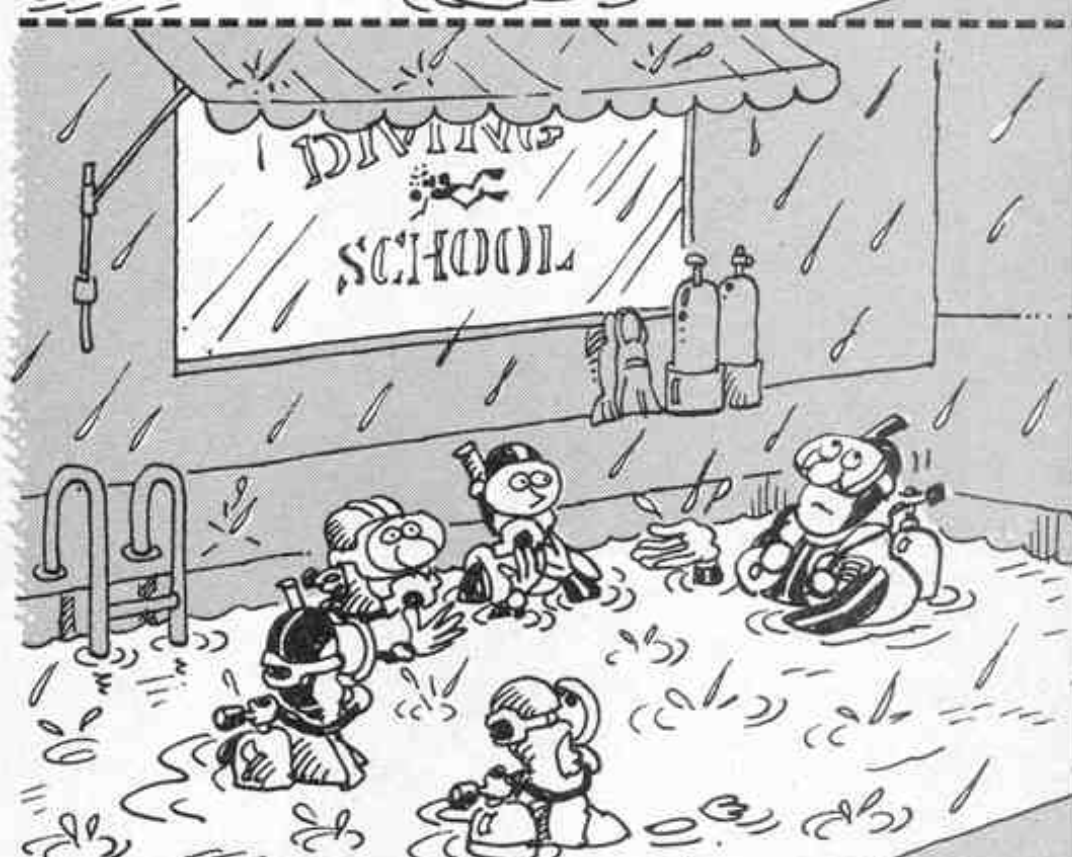
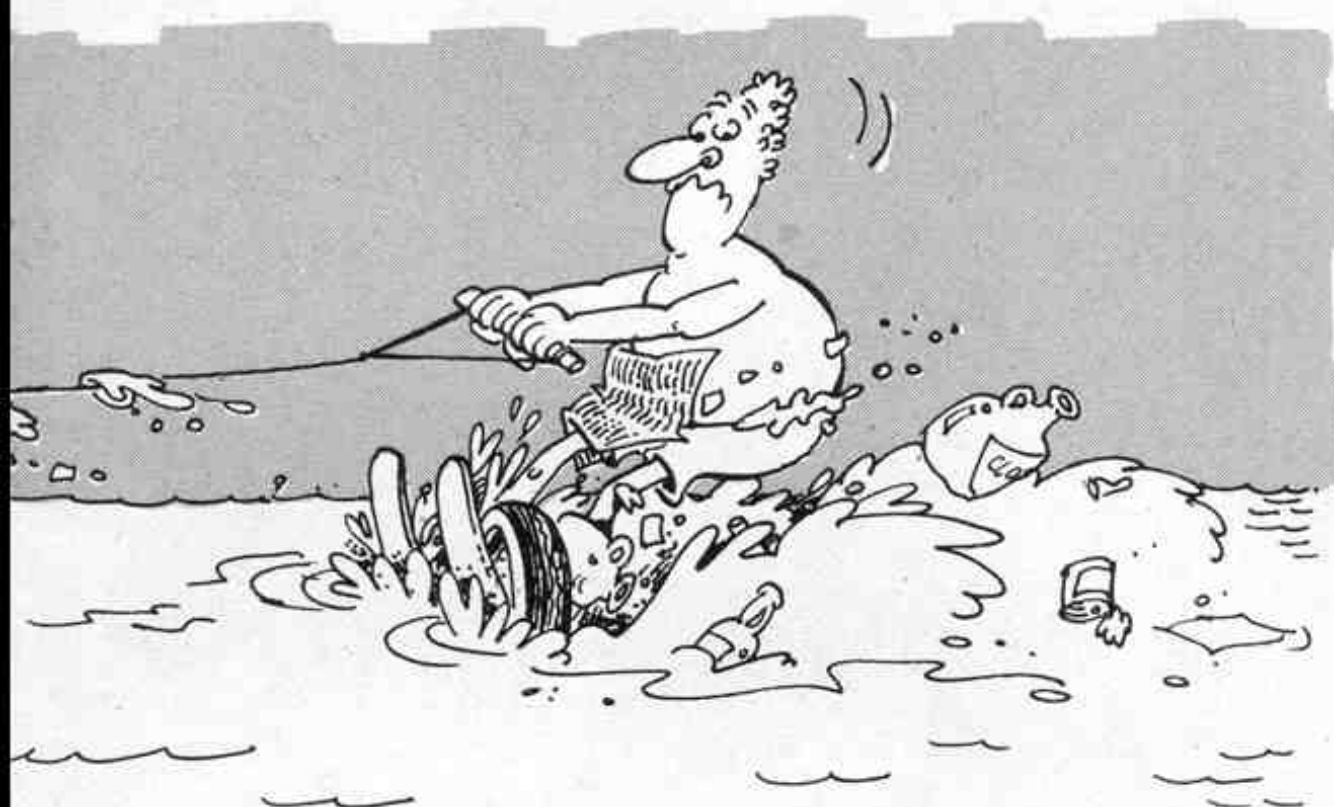


ARTIST AND WRITER: SERGIO ARAGONES

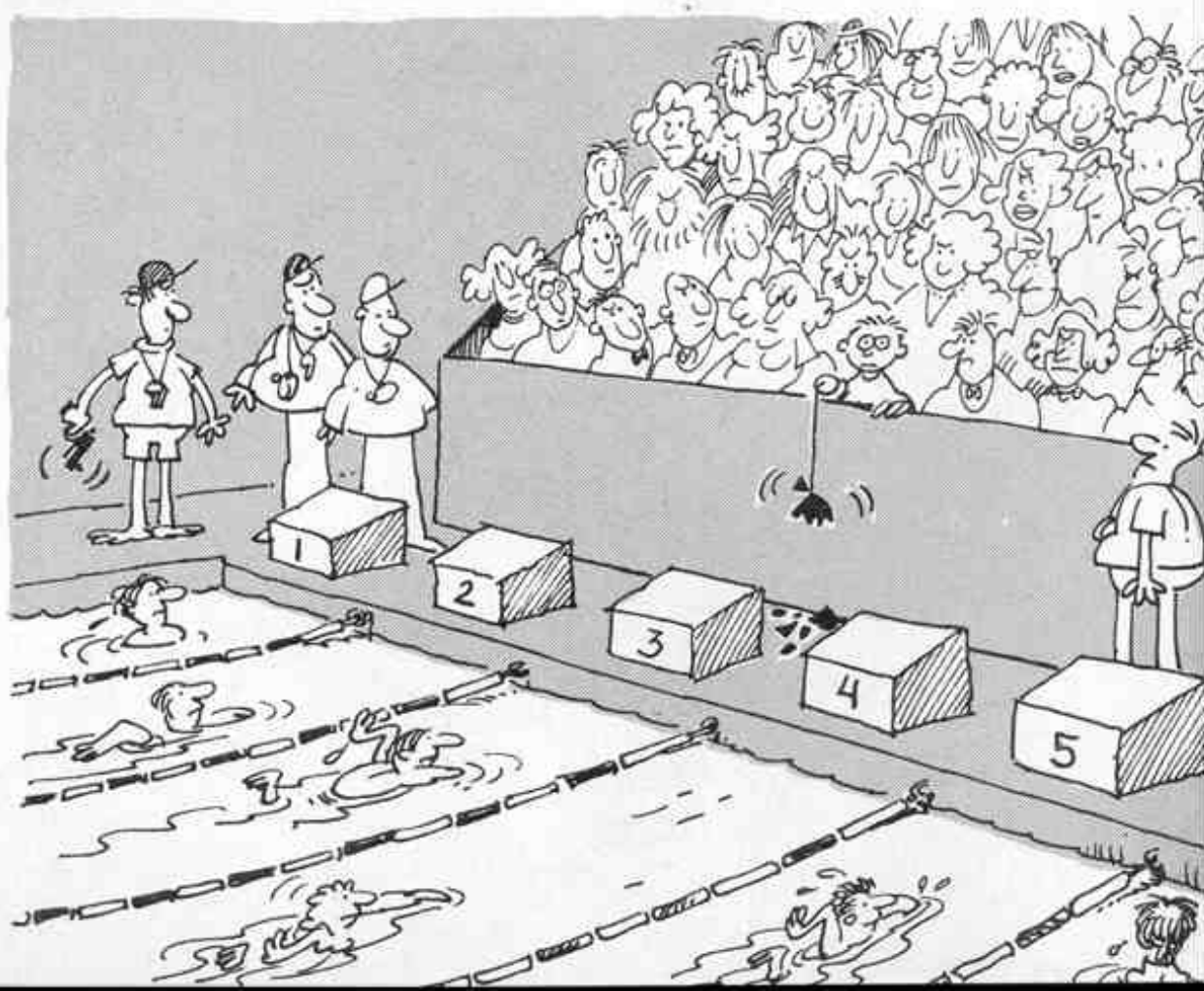
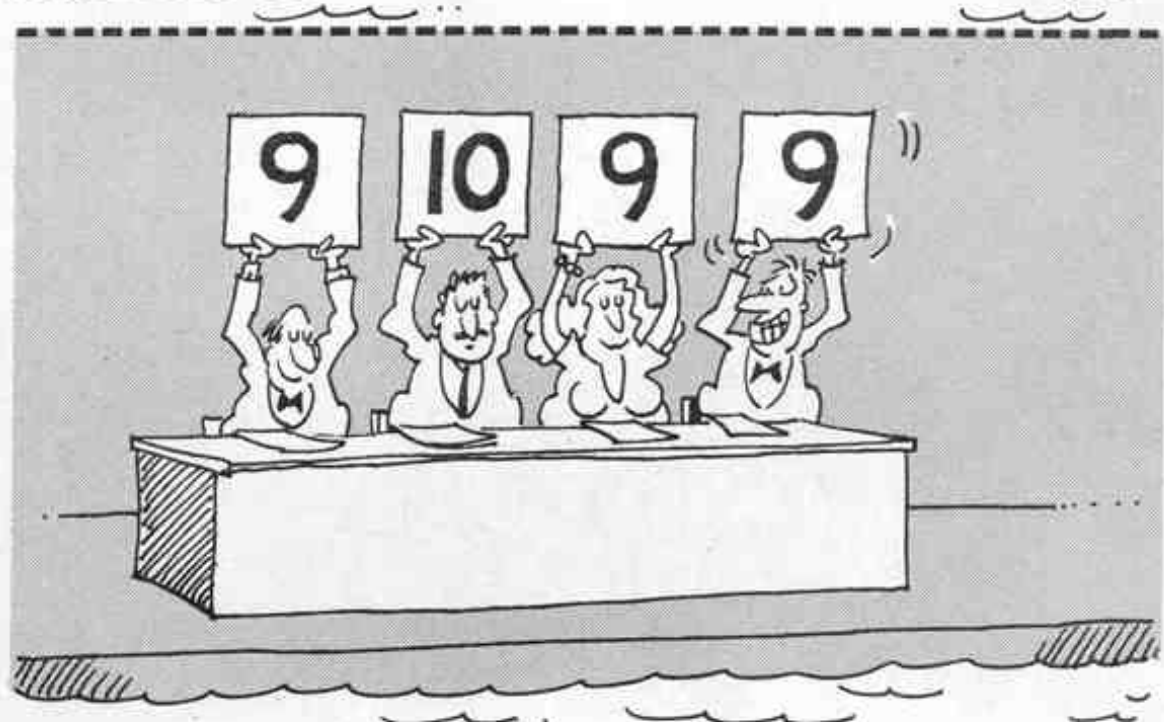
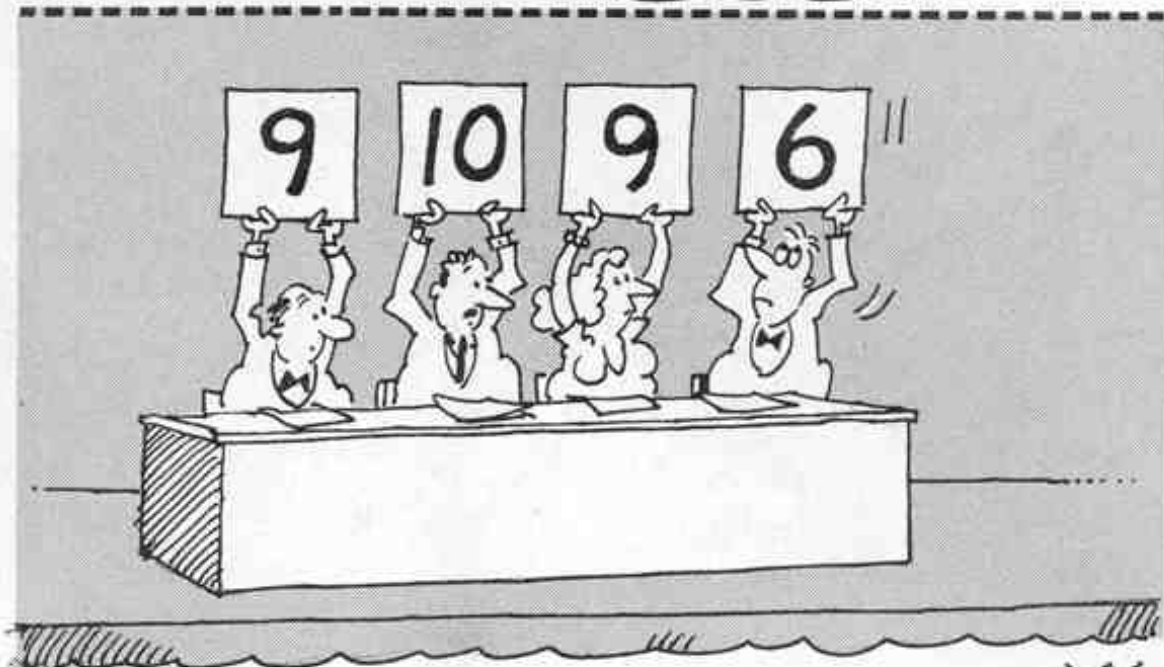
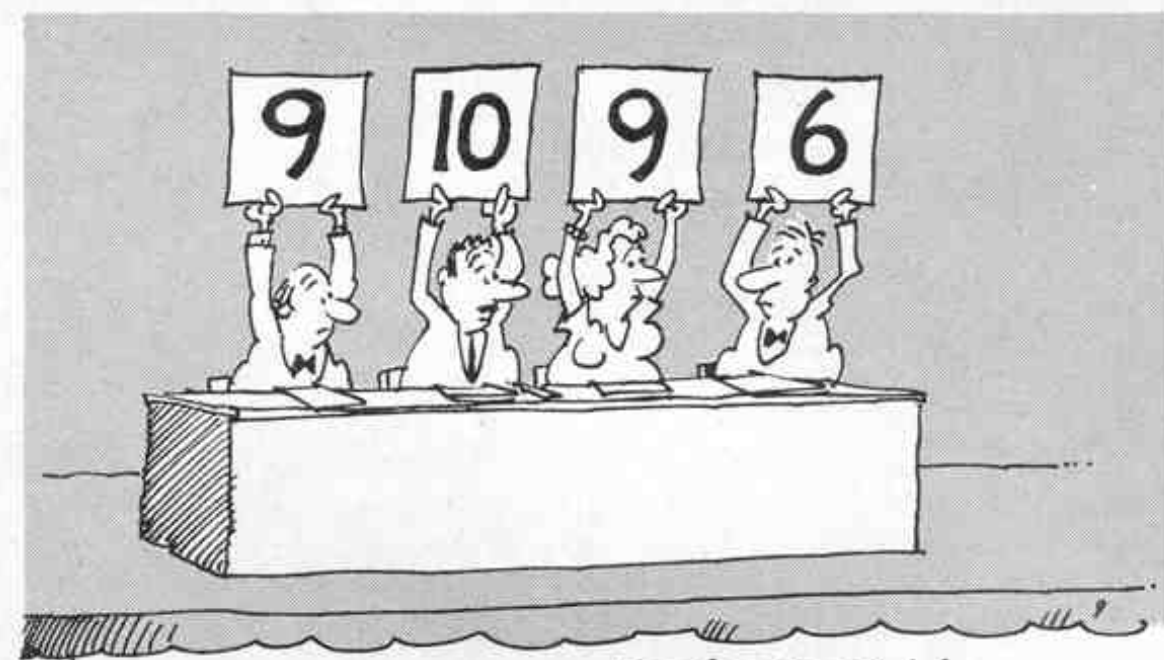
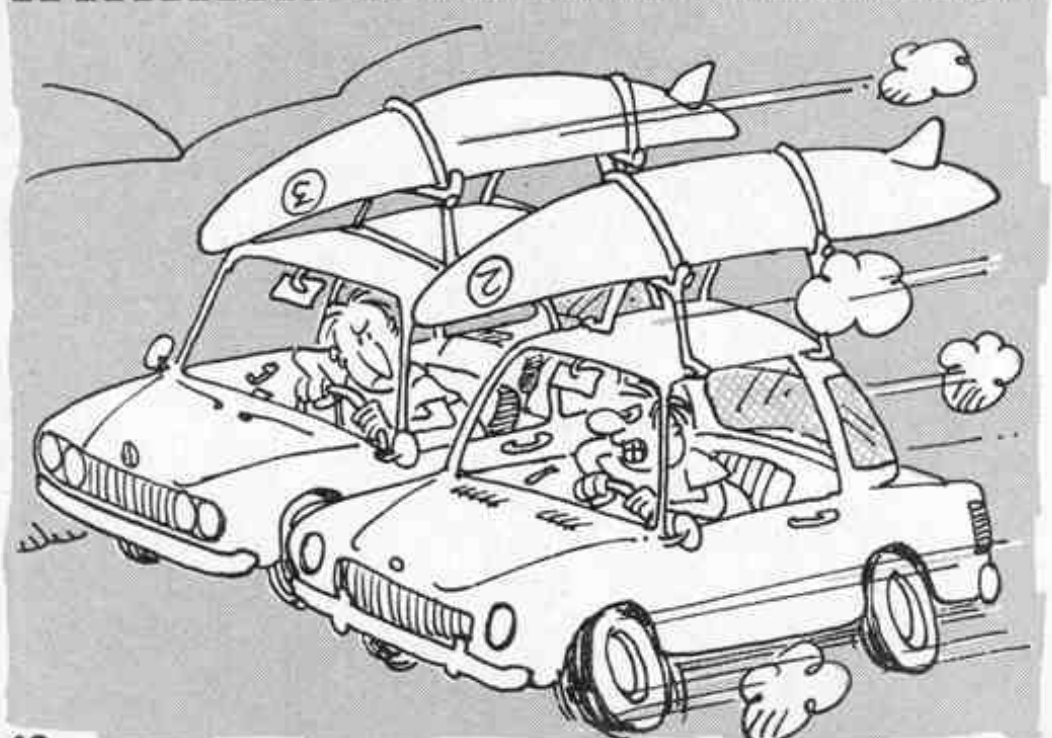
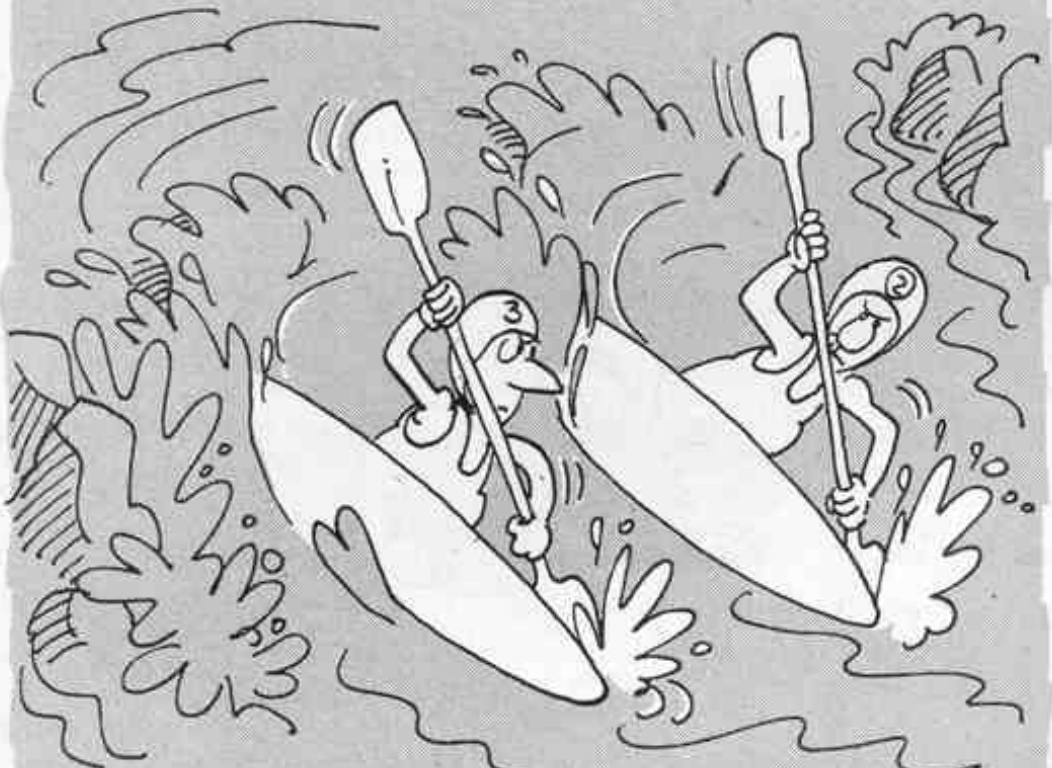




# SPORTS









**WHAT'S THE  
BIGGEST  
FINANCIAL  
DRAIN ON  
THE FEDERAL  
GOVERNMENT?**

## **SURPRISE! HERE'S ANOTHER RIDICULOUS MAD FOLD-IN**

Our government supports thousands of expensive programs. Fold page in as shown to find out the one that's really draining the Treasury!



FOLD PAGE OVER LIKE THIS!

**A ▶**

FOLD THIS SECTION OVER LEFT

**◀ B** FOLD BACK SO "A" MEETS "B"



**DEFICITS ARE CAUSED BY PROGRAMS WHOSE EXPENSE  
WE CAN'T AFFORD. TO END THIS WE NEED NEW  
CONTROLS. TAX PAYERS ARE TIRED OF BEING BENEFACTORS**

WRITER AND ARTIST:  
AL JAFFEE

**A ▶**

**◀ B**



# SNAPPY ANSWERS TO STUPID QUESTIONS IN A VIDEO RENTAL STORE

