

**PEE WEE  
HERMAN**

**CROCODILE  
DUNDEE**

**TV'S  
AMEN**

**DON MARTIN  
IN THE MORGUE**

**BASE-  
BALL**

No.  
273  
September  
1987

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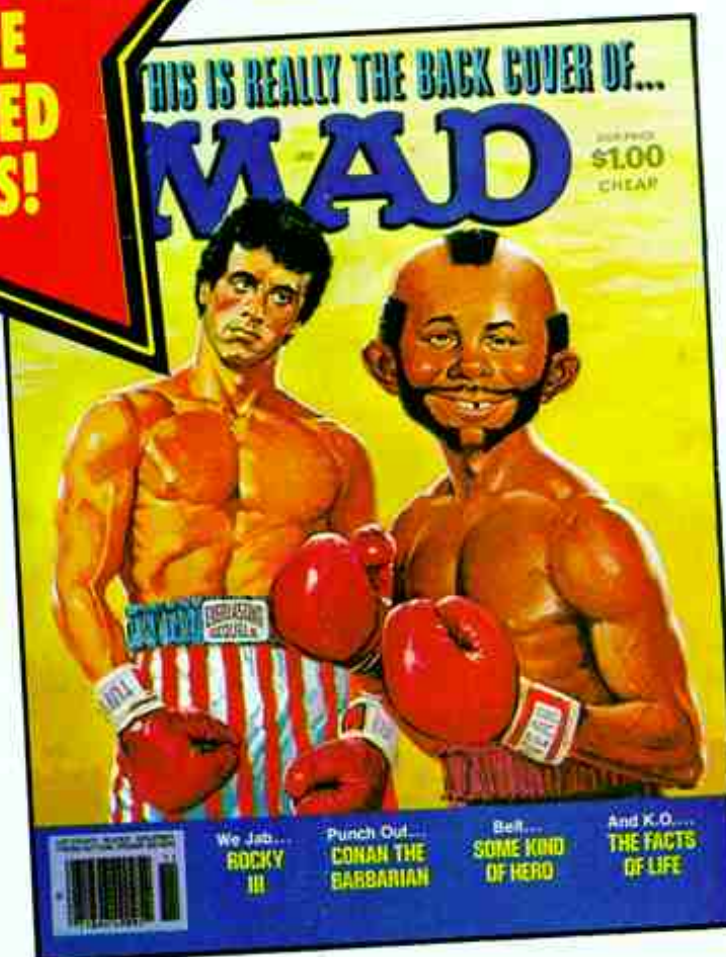
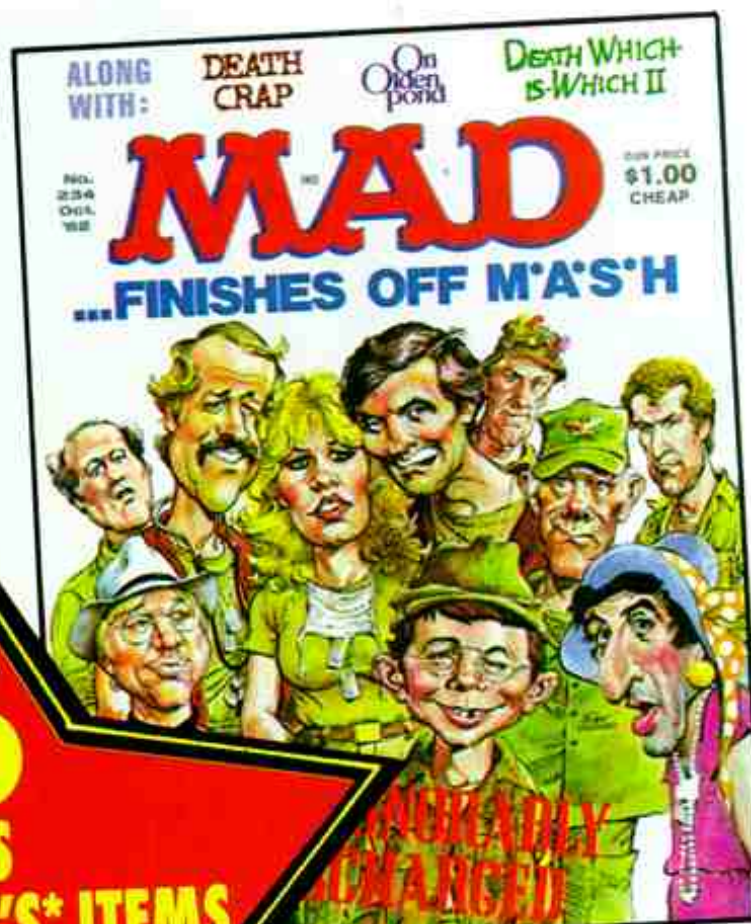
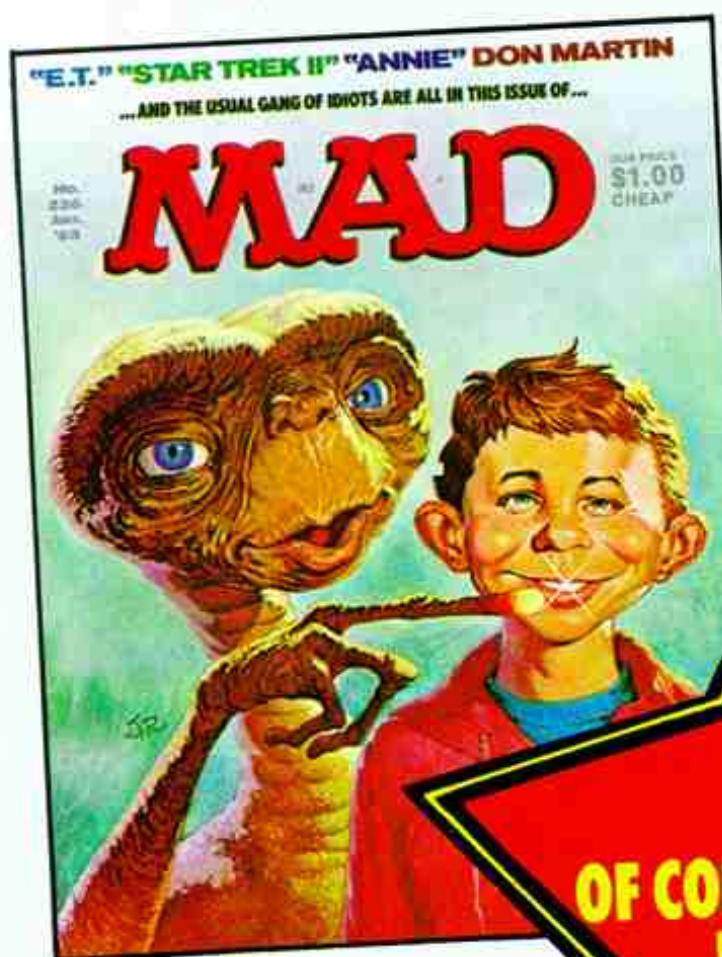


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# MAD

## 4-STAR SUPER SPECIAL



96

PAGES  
OF COLLECTOR'S\* ITEMS  
FROM THESE  
STAR-STUDDED  
PAST ISSUES!

\*GARBAGE  
COLLECTORS!



FOR THE PEOPLE... BUY IT PEOPLE... OR WE SHALL PERISH FROM THE EARTH!



# MAD

"The ups and downs of the economy are the result of having elected too many yo-yos!"  
—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** *associate editors*

**DICK DE BARTOLO** *creative consultant*

**JACK ALBERT** *lawsuits*      **ANNE GAINES** *logistics*

**GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES** *subscriptions*

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

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COVER ARTIST: RICHARD WILLIAMS

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LETTERS AND TOMATOES DEPT.



## "STAR BLECCH IV"

Stupidity, the final frontier. These are the parodies of the magazine MAD. Its five-page mission: to spoof the movie "Star Trek IV." To seek out new limits of bad taste and satire. To boldly go where no idiot has gone before! Live long and prosper!

J. Pecsar  
Sunnyvale, CA

Please stop writing to us about all your tribles!—Ed.

## THE WINGS OF MAD

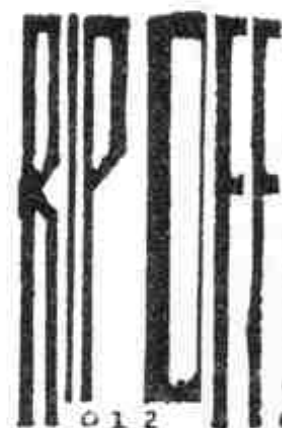


Readers of Eastern Airline's in-flight magazine *Eastern Review* were recently treated to an article all about MAD Publisher William Gaines. The story featured this portrait of Bill drawn by our own Al Jaffee. Now we know why Eastern carries barf bags on their planes!

## OH SAY CAN UPC?

Concerning your "Sneaky UPC Symbols," you forgot the one that appears on the cover of your *own* magazine!

Greg Thady  
El Paso, TX



MAD's UPC Symbol?!

Please Address All Correspondence To:  
MAD, Dept. 273, 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-distressed stamped envelope!

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## MAD DOCTORS

After my daughter Elizabeth reads it from cover to cover, I place MAD in the magazine rack in my dental office. My patients love to read MAD. In fact, MAD is responsible for almost as many smiles as my excellent dentistry!

Donald E. Feeney Jr., D.M.D.  
Louisville, KY

Yes, but after our readers finish each article, we don't make them spit! (They do that voluntarily!)—Ed.

In your Letters and Tomatoes Dept. in MAD #271, you stated that despite all of our medical training, we doctors don't know much about the funny bone. I am here to tell you that I have had MAD in my office since I started my practice six years ago. It is one of the most read magazines in my office (that is, when and if the staff can get it off my desk!).

William T. Jones, M.D.  
Gainesville, GA

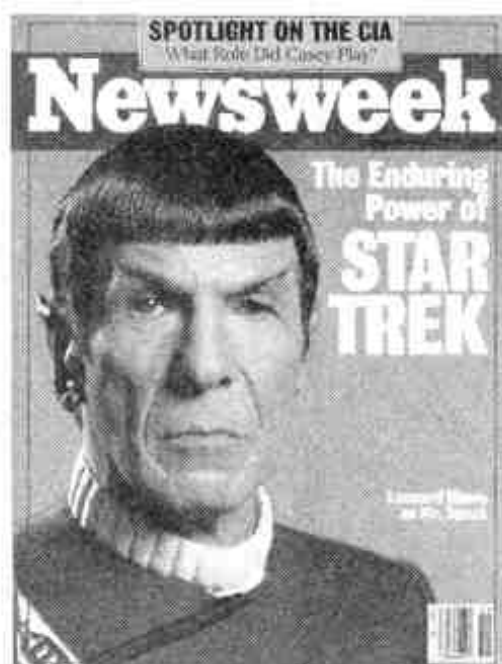
While you're reading MAD, what do your poor patients have to read? Those old copies of *Trout Fishing Digest*? Readers, if you want your doctor or dentist to keep MAD in their waiting rooms, slip them a subscription blank next time you pay their overpriced bill!—Ed.

## MAD VS. NEWSWEEK: THE GREAT RIP-OFF BATTLE CONTINUES

People who saw the cover of the April 20, 1987 edition of *Newsweek* are of course well aware that it was a blatant rip-off of the cover of MAD issue number 269, March '87!



Of course, *Newsweek* can claim that the cover of MAD #271 was a rip-off of their Dec. 22, 1986 cover, but we know it was just one of those quirky, one-in-a-million coincidences!!



## "SUBWAY BINGO"

Regarding "Subway Bingo," I can't understand why people say they hate riding the subways when I think it's the best way to make friends and have a social life. One year ago when I was going home, I was squeezed so tight on the train that I was forced to marry the girl in front of me. Next month, we're going to ride to Coney Island during rush hour for our anniversary. It'll be like a second honeymoon!

Robert Santiago  
New York, NY

If you're thinking of having children, we suggest you take the 7th Ave. local!—Ed.

## MORON MAIL

I'm tired of seeing nothing but junk mail on your letters page. You should publish real interesting letters, like for example talking about science, U.S. history, etc. Please do this, the future of the next generation is in your hands.

Angel Guaynabo  
Puerto Rico

We were going to print a thoughtful note we received from astronomer Carl Sagan this month, but we bumped it in order to print your letter!—Ed.

# T.N.T.

(Trite, Nonsensical Trash)

You'll get anything but a blast from this fizzling collection...



...An unmatched schlock-pile of dynamite schtick!!!



Brought to you by...  
"the usual bang of idiots!"



# A MAD PEEK BEHIND PEE-WEE'S

## Drugs!

U.S. MAIL



# D THE SCENES AT PLAYHOUSE



Have you  
seen **Cowboy  
Curtis** around?

Are you from the  
casting department?

No, I'm from  
the **Immigration  
Department!!**

I'm here  
from **Planned  
Parenthood** to  
give Pee-wee  
an award.

He's in  
favor of  
**Planned  
Parenthood?**

Who cares! All I know  
is people see Pee-wee  
**once** and think **twice**  
about having a kid who  
**might** grow up like him!

I understand  
it was **David  
Letterman**  
who first  
gave Pee-wee  
national fame.

Yup, the same David  
Letterman who gave  
us "**Stupid Pet  
Tricks**," "**Stupid  
Human Tricks**" and  
"**Brush with Stupidity**"!

Call a  
**doctor!**

What happened?

Pee-wee fell off  
his **high shoes** again!

**BUNNY  
TAILS**

Get the **make-up  
man!** Pee-wee  
should be coming  
in here soon!

Pee-wee  
gets  
**made up?**

No, he has  
some taken  
off before  
he goes on!

**KING OF  
CARTOONS**

Gee, this show  
has a **talking chair**,  
a **talking window**  
and a **talking globe!**

Yeah, I'm  
afraid to  
go to the  
**bathroom!**

**ARTHUR**

**Jaffee**



# A MAD LOOK AT BASEBALL



TOP OF THE FIRST...

ARTIST AND WRITER: SERGIO ARAGONES



BOTTOM OF THE FIRST...





# OUTBACK TO THE VIDEO STORE DEPT.

At first glance this may appear to be another MAD Movie Satire. But hoo-hah! We say, "Negatory!" This is a MAD Videocassette Satire—an entirely different thing! Our Movie Satires, you see, are satires of films. But our all new Videocassette Satires are satires of films! So now that we've cleared up that confusion, here's...

## Crock O'Dull DUMMEE

SHA



ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

I'm Zoo, a reporter! My newspaper sent me here to find the guy who looked death in the face and laughed!

That could be anyone in this place who ate the "catch of the day"!

Wait, mate—the lassie might be talkin' about me, Crock O'Dull Dummee—fisherman, explorer, guide, and the only man alive who still dresses like Davy Crockett!

Wow! This drink tastes awful!

I don't know why, the snake venom's fresh! Hmm, maybe the bat blood's gone sour...

It sure is great they finally got a television set for this god-forsaken place!

Yeah! It'll be even greater when they start broadcasting a signal out this way so we can watch something!





So the **crocodile** crushed my boat and almost **tore** my leg **off**! Look at the **body damage**!

All I see is a tiny **band-aid**!

Yeah, but you can't imagine the **horrible damage underneath** that band-aid! You can't judge a **boo-boo** by its cover!



I do want to see where that **crocodile** attacked you, but is this the **best** road?

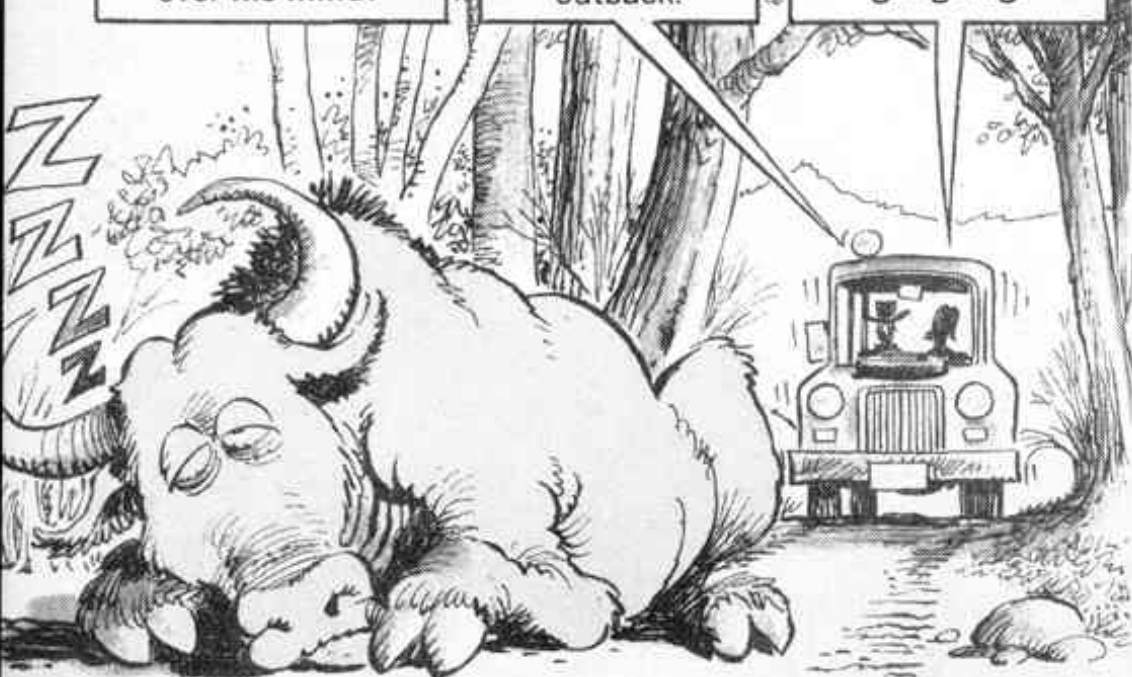
Lady, out here this is a **super highway**!



That was amazing—you just **raised** your **arms** and that water buffalo **keeled over**! Is it the **power** of your **mind** over his **mind**?

It's more like the **power** of my **underarms**! We don't do much **bathing** in the outback!

Well, let's see you **hypnotize** some of his **friends** into moving his butt **off** this one-lane freeway so we can **get going**!



You know **Crock**, you never cease to **amaze** me! Before I even **knew** there was a **snake** around, you **killed** it and **threw** it in the **fire**!

Ah, it was **nothing** really! Killing **deadly reptiles** to **save** a lady's life is all in a **day's** work out here!

I'm **impressed**! But **why** does that snake **smell** like **burning rubber**?

Oh, that's typical of the species—**rubberi noveltius conjobium**!



Because I'm from **New York City**, you assume I don't know my way around this **natural environment**! Let's **split up** here, and meet in two hours at **Skinny-Dip Lake**!

You're **sure** you want to **travel alone**?

**Absolutely!** Just give me a little **hint**—which trees go **uptown** and which trees go **downtown**?

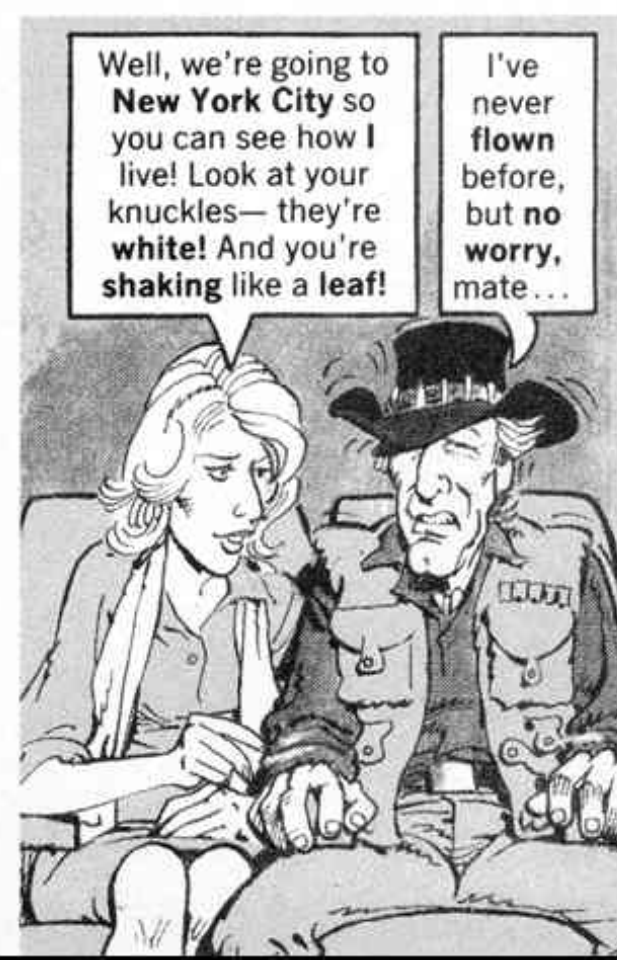
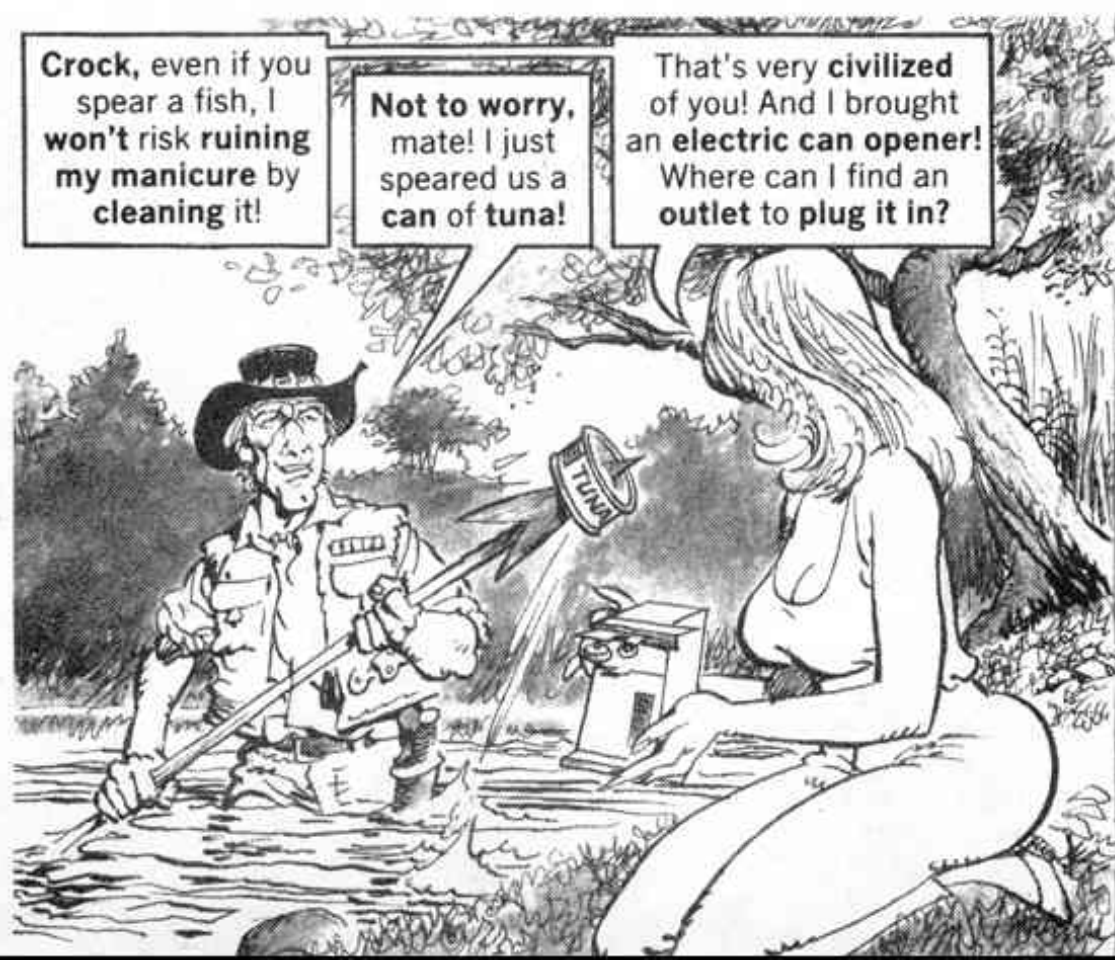
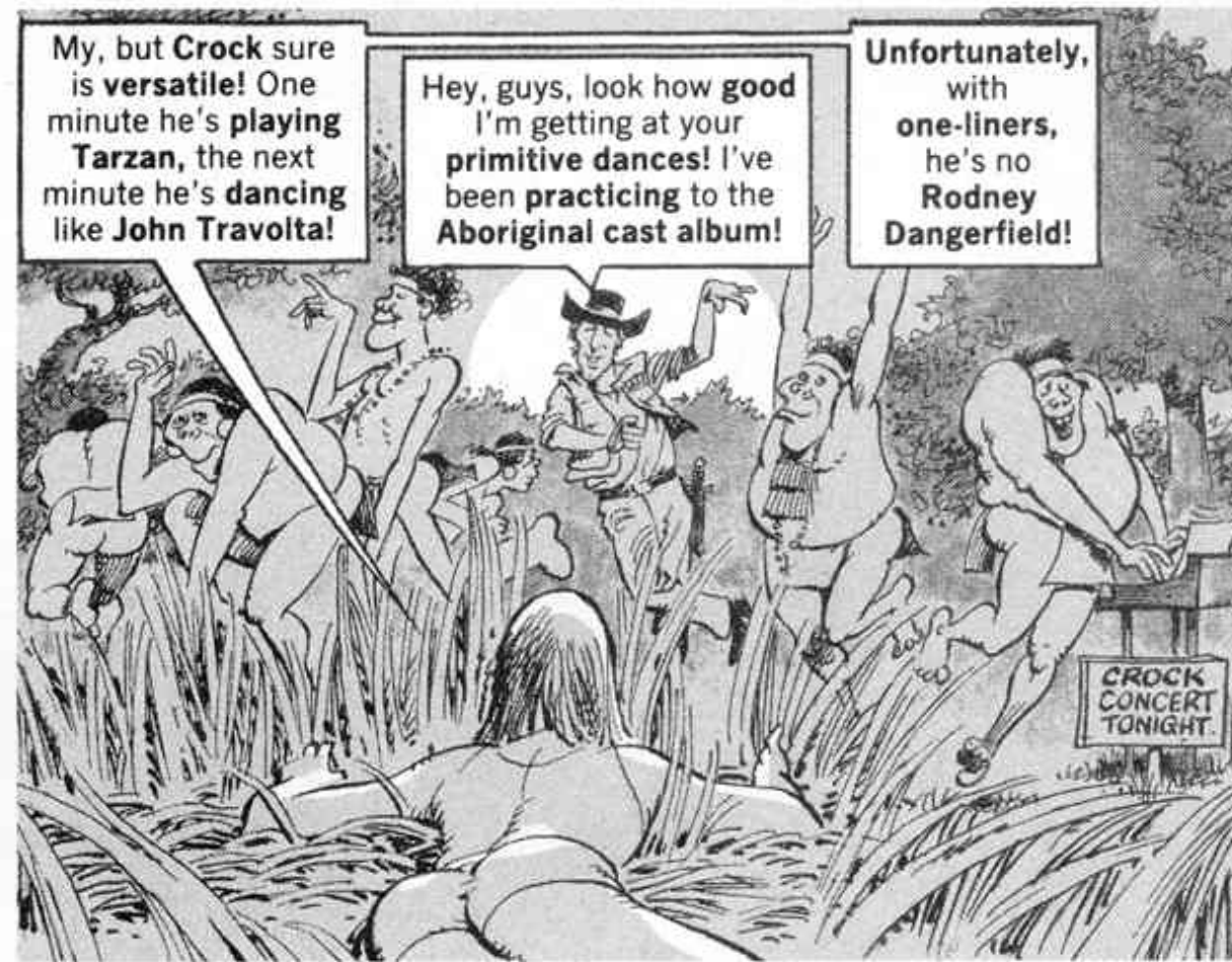
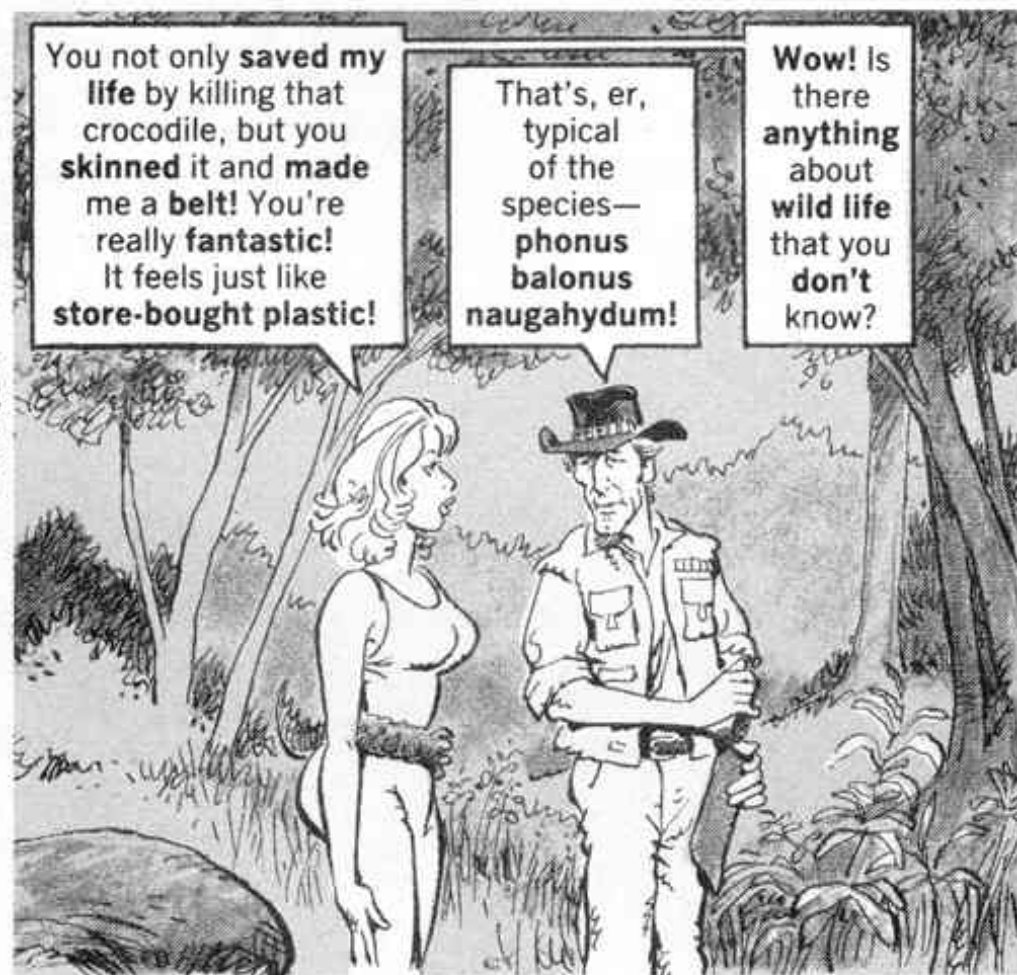
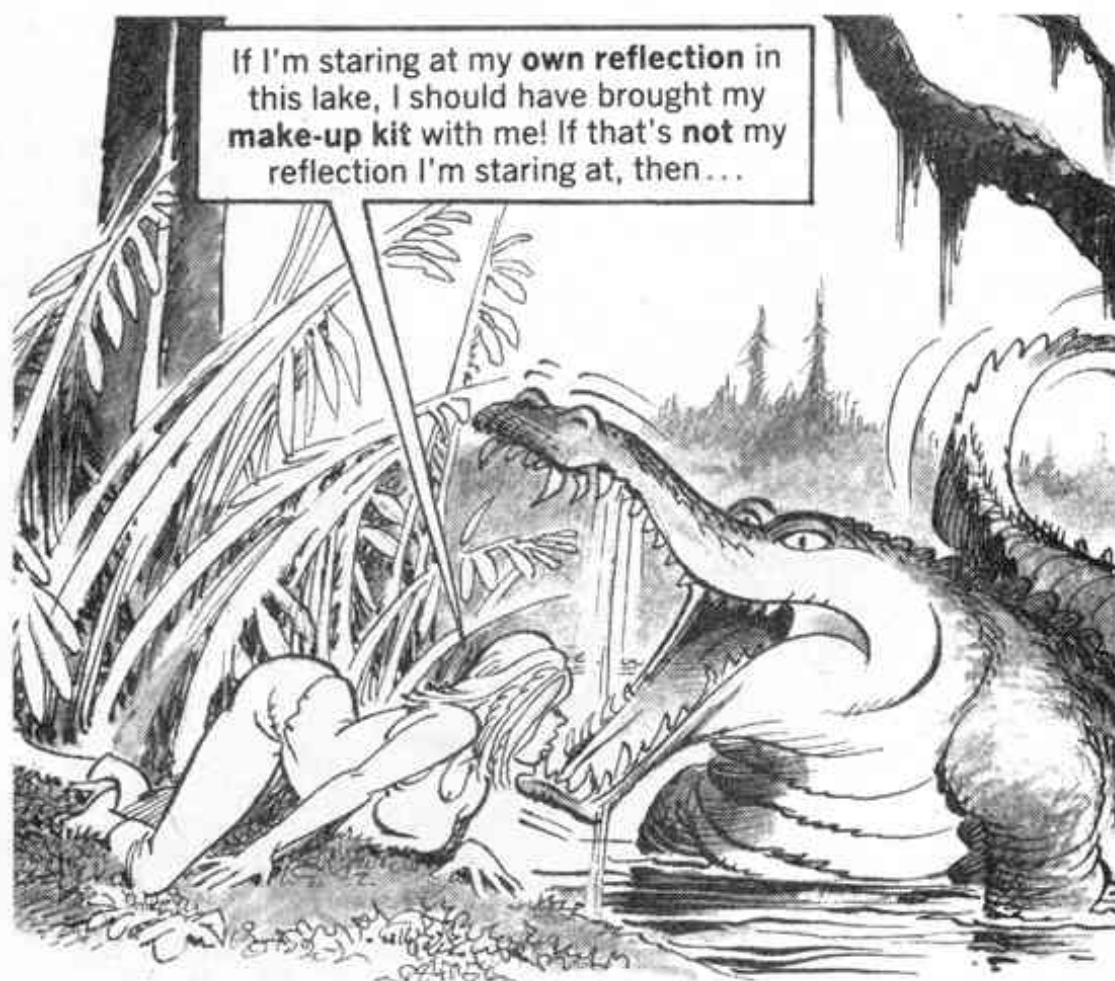


I'm **warning** you, Zoo, you're **not prepared** to make it out here! This is **man's country**! You have no **knife**, **gun**, or **bow and arrow**!

In a **real man's country**, all I need is **tight leotards**, **T-shirt**, and a **skirt slit** to the **equator**! **Nature** takes care of the rest!









It's nice of you to show me around your city, mate, but where I come from, the men are men and the women are nothing!

Well, let me warn you—in this bar, the men are men and the women are also men!

No problem, mate! Just as long as the sheep are straight!

That creep stole my purse, but thanks to you, I got it back! You beaned him good—with a can of beans!

Too bad the Yankees don't have a pitcher with an arm like that guy's!

Crock's a bigger crook than that purse-snatcher! He stole my TV role as a one-man police squad!

Wowee! What a house! What business is your father in?

My dad sells newspapers...

He must have himself one terrific paper route!

I hereby announce my engagement to Zoo!

Not tonight, dear—I have a headache!

Save that for after we get married—this is just the engagement!

I want to talk to that guy way over there—the one with the black hat! Pass it on!

She wants to take a walk with that black guy and no flack! Pass it on!

She wants to know if that guy will give her subway tokens back! Pass it on!

She says you're the guy she wants to get in the sack!

Hear that? She's willing to give up all that wealth and that mansion and high society to live in a pigsty in the boondocks with low-life like me!

That's got to be the biggest crock of all!

GO JETS!

N TRAIN

GO METS!  
GO GOETZ!

E TRAIN

42 ST

W TRAIN

S

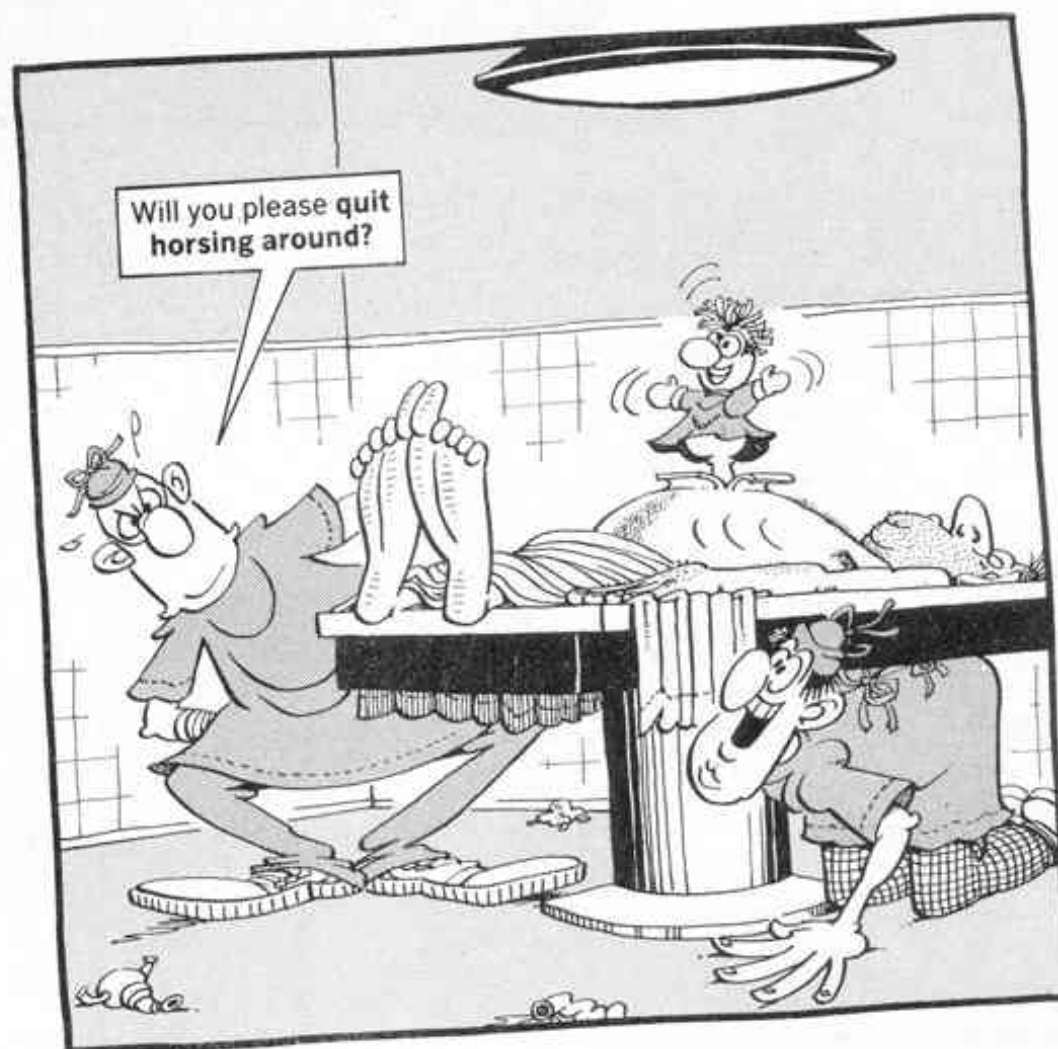
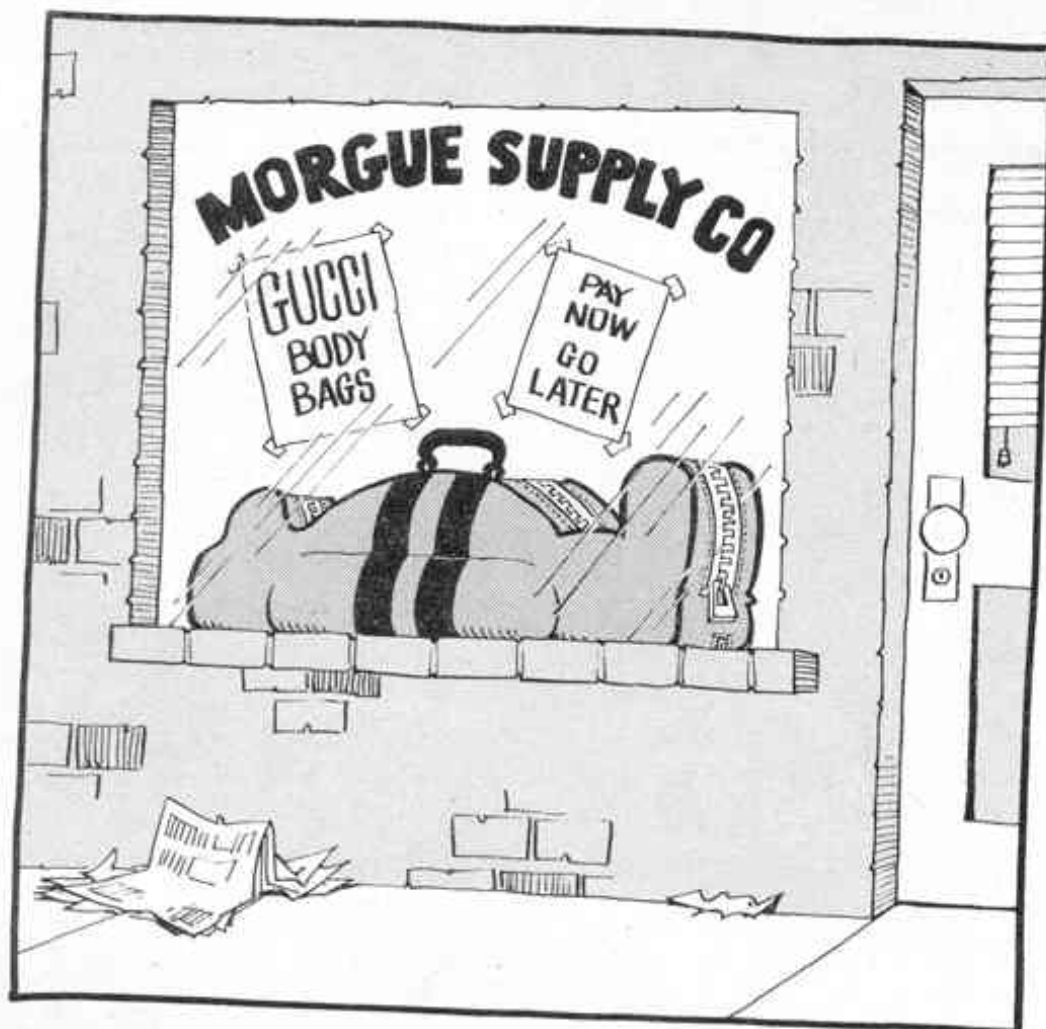




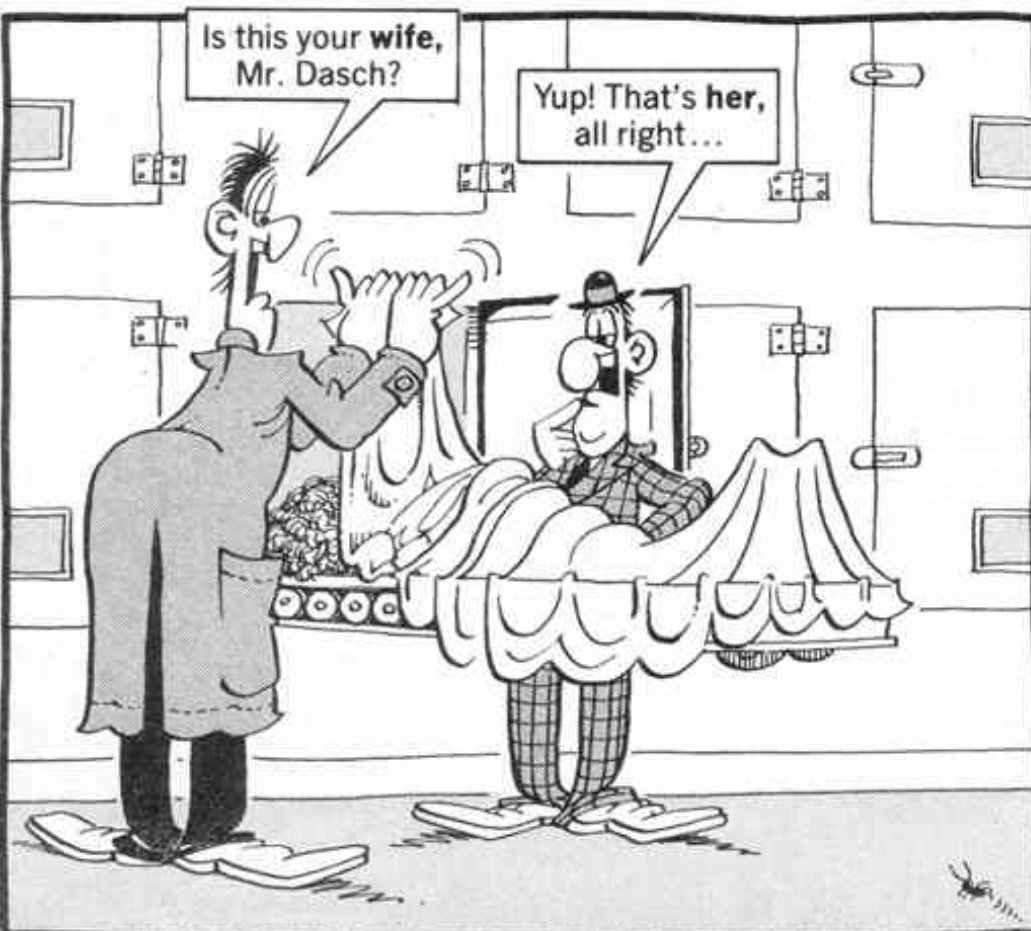
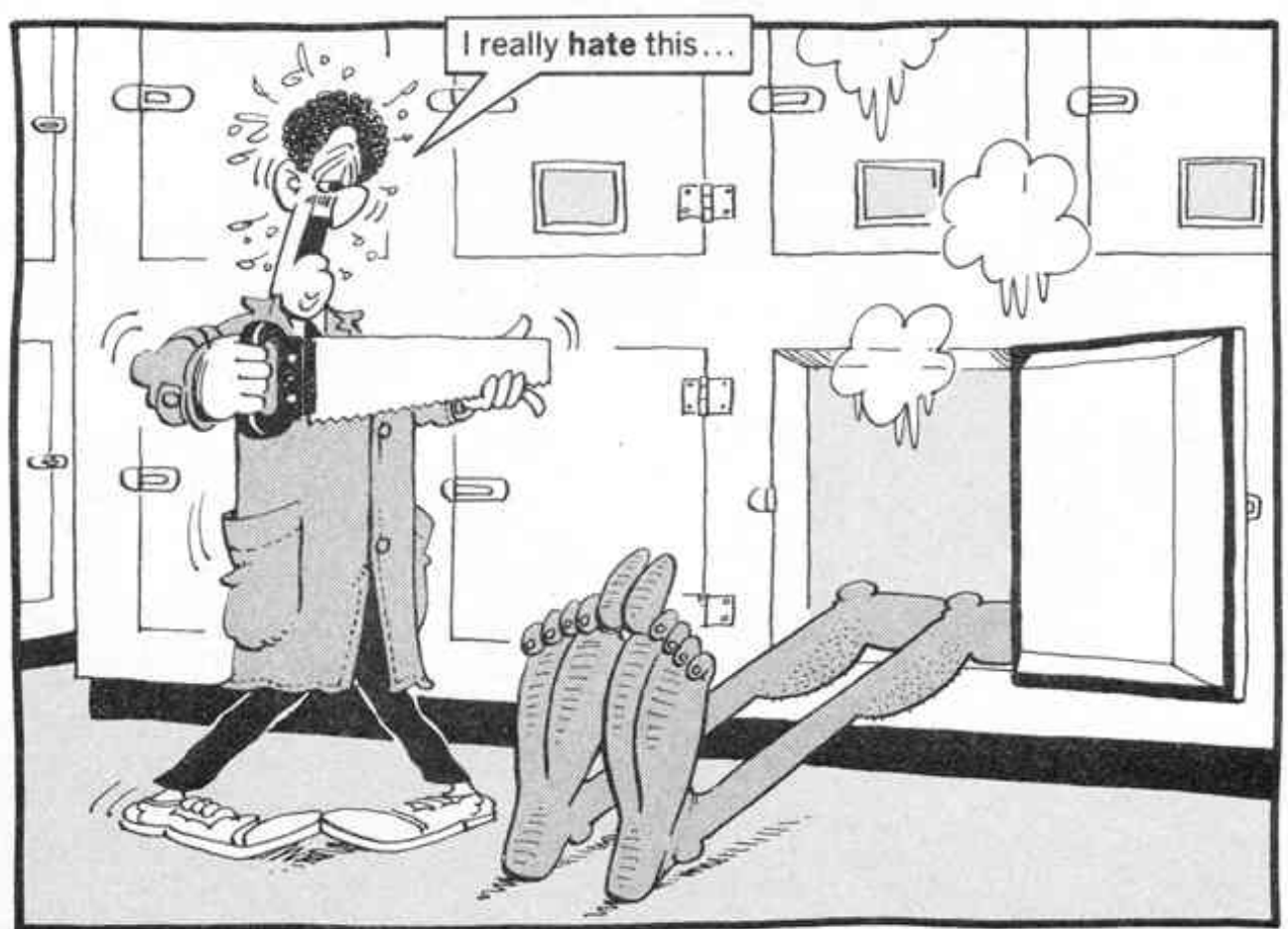
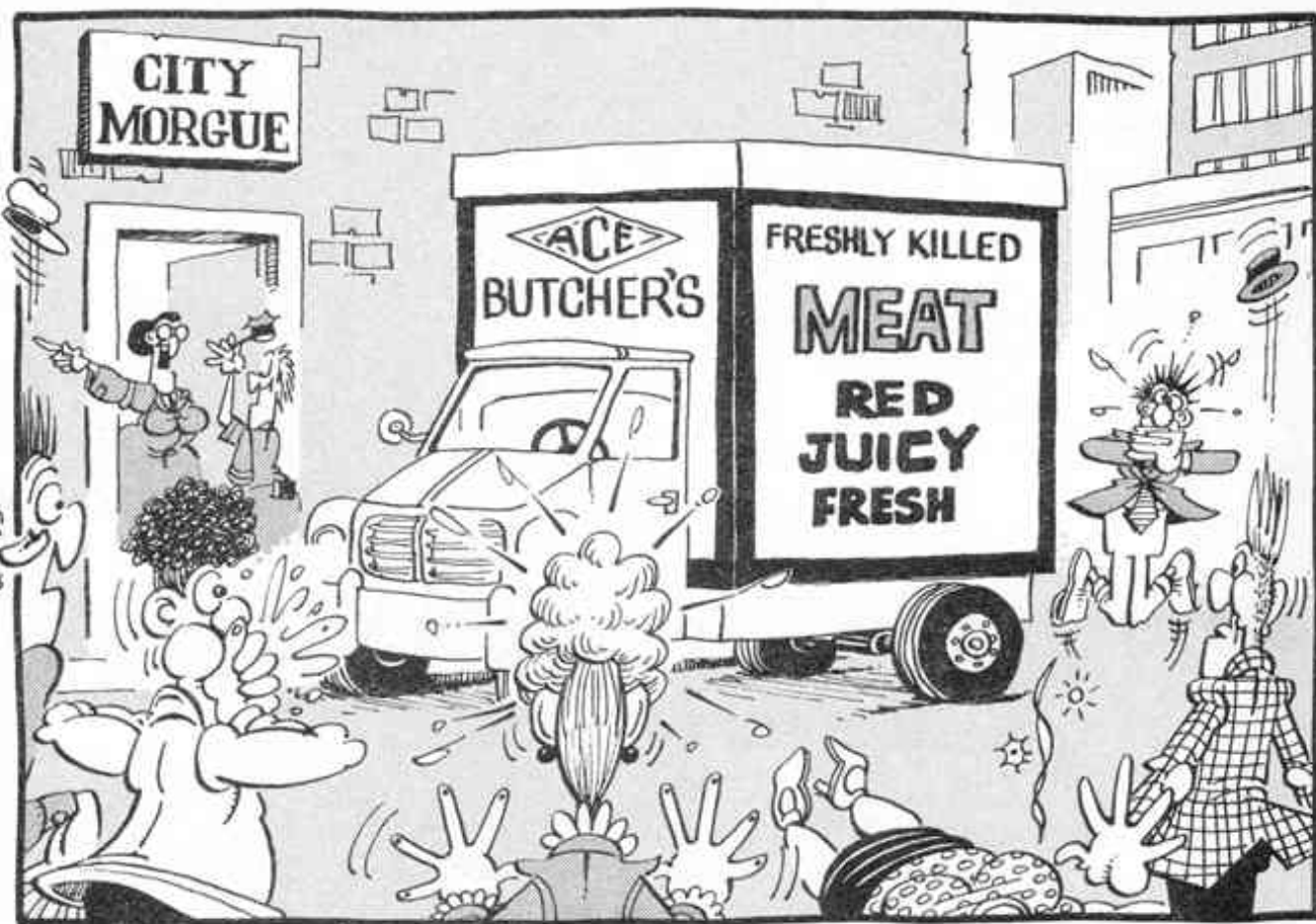
# DON MARTIN VISITS THE MORGUE

ARTIST: DON MARTIN

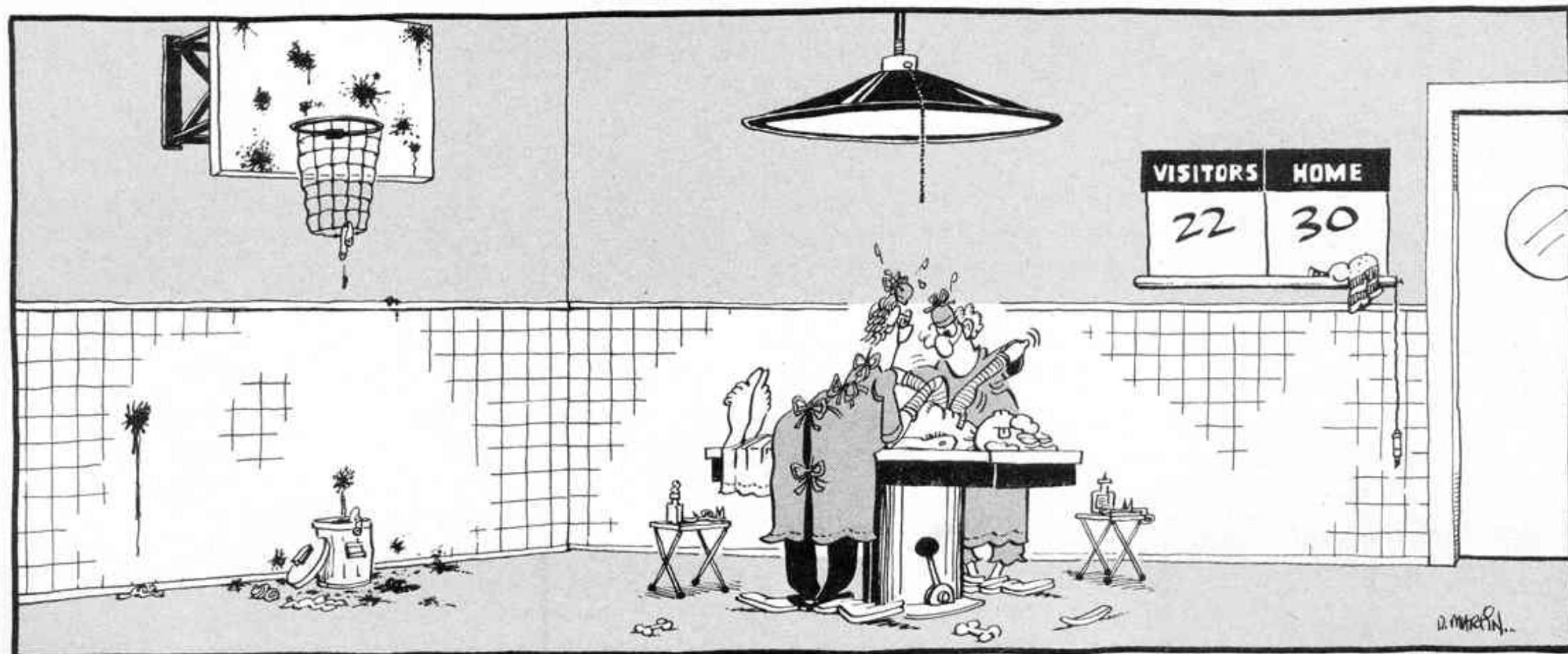
WRITER: DON EDWING













# THE MAD D.

## CHAPTER ONE

See the DJ work!  
Work! Work! Work!  
First he gives the news!  
Then he does a commercial!  
After that the weather report!  
Then he does another commercial!  
Next he gives the sports update!  
Followed by a station break and the correct time!  
Question: Why is he called "disc jockey" when he hasn't  
played a disc in the past 47 minutes?



## CHAPTER THREE

Hear the studio technicians laughing!  
Har! Har! Har!  
They laugh at everything the DJ says!  
"It's raining outside—lovely weather for ducks!"  
Har! Har! Har!  
Do they really think the DJ is funny and amusing?  
Let's rephrase the question—Do they want to keep their jobs?  
Har! Har! Har!



## CHAPTER FIVE

Hear the DJ speckle his banter with interesting information!  
Like how the gang at Via Veneto Ristorante on West 54th Street  
listen in every day!  
And how Irma at A-1 Dry Cleaners on East 23rd Street wears the  
station's sweat shirt!  
And how Vinnie, the expert mechanic at Sassone Auto Repair,  
personally requested this next great golden oldie!  
What a nice guy the DJ is for passing out this valuable  
information!  
Ever wonder where the DJ eats, has his clothes laundered,  
and his car fixed—for free?





# J. PRIMER

ARTIST:  
JACK DAVIS

WRITER:  
LOU SILVERSTONE

## CHAPTER TWO

This DJ is playing Beethoven!  
Third! Fifth! Ninth!  
Followed by Vivaldi, Mozart, Copland, Ravel,  
Mussorgsky, Respighi, Mendelssohn!  
Bach! Bach! Bach!  
You'll hear no ads for jeans, sneaks, or acne creams!  
Is this because of the DJ's respect for the serious composers?  
Don't be a shmendrick! This is because of the sponsor's  
respect for the ratings which tell them that teens  
with big bucks don't listen to this square station!  
Beethoven was no Mick Jagger!



## CHAPTER FOUR

See the DJ is interviewing his guest!  
He plays his guest's recordings!  
He tells his guest how great he is!  
At the show's end, he invites his guest to come back anytime!  
Does he really like the guest that much?  
Does he really think the guest is as wonderful as  
he said all show?  
Don't be a shmendrick! The DJ likes anyone who'll  
do his show free!



## CHAPTER SIX

See the angry man and lady!  
They listen to this "zany" DJ every morning!  
They listen to his vulgarity, obscenity, and blasts  
at the flag, mom, and apple pie!  
Why do they listen to him?  
So they can record all the vulgar and obscene things  
he says—and then write to the FCC demanding the  
DJ be taken off the air!





WE'RE IN HEAT DEPT.

Budding trees signal spring, changing leaves indicate autumn, and heavy snow means winter. But what about that other season—how can we tell when it begins? Beach parties? Picnics?

# SUMMER HAS A

**...LITTLE KIDS SELL LEMONADE FOR 5¢ A GLASS, COMPLETE WITH SAND AND DROWNED**

**FOR FREE MEALS ENROUTE TO RESORTS YOU CAN'T AFFORD**

**SURFBOARD**

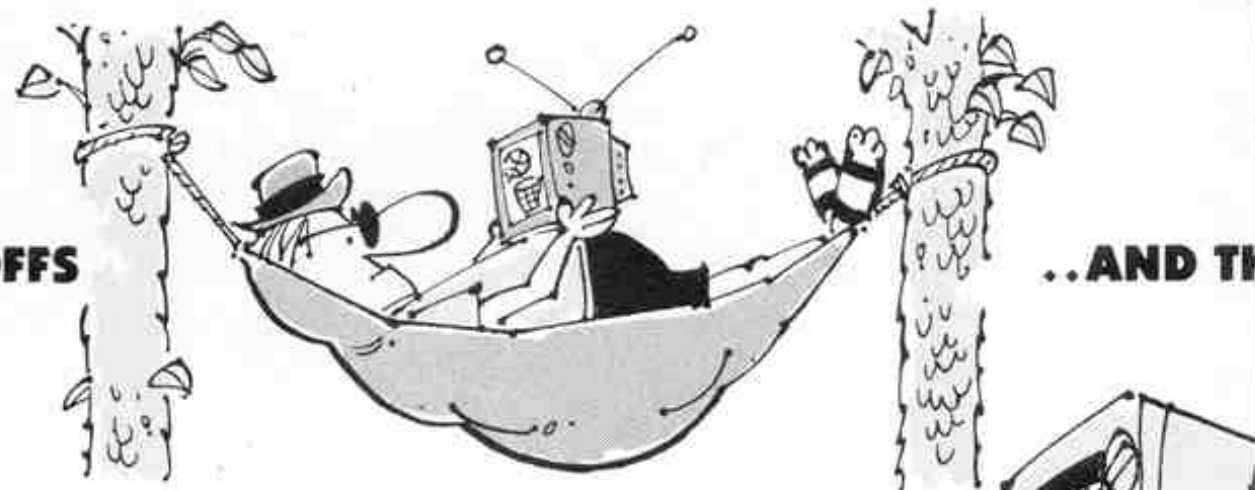


**...AND YOU RUN OUT OF DENTAL FLOSS TRYING**



**FOR NO REASON EXCEPT THAT THE OIL COMPANIES KNOW YOU'LL PAY MORE IN WARM**

**HAVE BEEN CUT FROM THE NBA PLAYOFFS**



**...AND THE**

**CONDITIONER ON THE FIRST DAY YOU REALLY NEED IT**



**UP THE STORM WINDOWS BECAUSE IT'S TIME AGAIN TO PUT UP THE SCREENS**

**TICKET PRICES REMAIN SKY-HIGH**



**...AND TV NETWORKS**



Think again! (And while you're at it, throw another shrimp on the barbie!) MAD has some other signs in mind... *warning* signs! The signs that mean three months of torture! You know that

# ARRIVED WHEN...

ARTIST: PAUL COKER

WRITER: TOM KOCH

ANTS

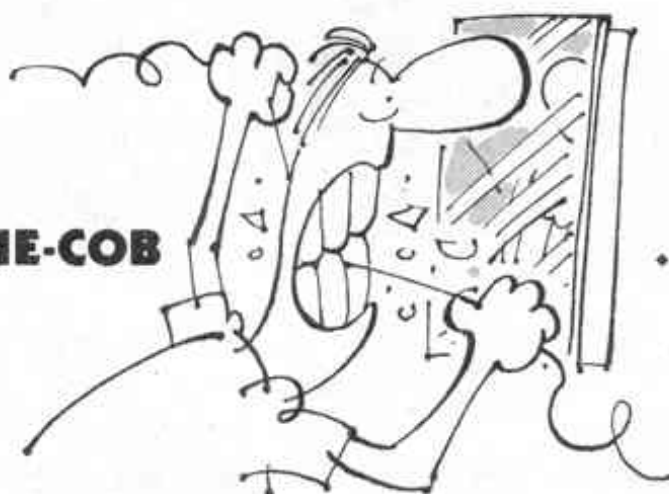


...AND DISTANT RELATIVES UNEXPECTEDLY DROP BY

...AND YOUR LOCAL YUPPIE REPLACES THE SKI RACK ON TOP OF HIS BMW WITH A



TO DISLodge PIECES OF CORN-ON-THE-COB



...AND GAS PRICES GO UP

WEATHER.



YES, SUMMER'S HERE...WHEN ALL BUT 8 TEAMS

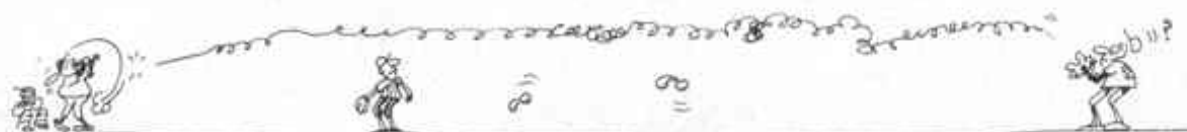
E ELECTRIC CO. ASKS YOU TO HELP AVERT A POWER FAILURE BY TURNING OFF YOUR AIR

...AND YOUR FAMILY STOPS BUGGING YOU TO TAKE DOWN THE SCREENS AND PUT



...AND ROCK CONCERTS MOVE OUTSIDE TO BIG STADIUMS, BUT

BEGIN BRAGGING ABOUT THEIR NEW FALL LINEUP-DURING JUNKY RERUNS OF THE SHOWS





THEY RAVED ABOUT LAST YEAR.



IT'S DEFINITELY SUMMER...WHEN

YOU STOP SETTING YOUR ALARM FOR SCHOOL, BUT THE IDIOT NEXT DOOR WAKES

YOU EVEN EARLIER WITH HIS LAWN MOWER



...AND YOUR

ONLY POSSIBLE CONTACT WITH AN AIR CONDITIONING REPAIRMAN IS HIS ANSWERING

MACHINE



...AND DAD SAYS HE'LL SPEND HIS VACATION BECOMING

YOUR PAL AS THE TWO OF YOU PAINT THE GARAGE TOGETHER



...AND PARK RANGERS REPORT THAT THE THREAT OF FLOODS HAS BEEN REPLACED BY

THE THREAT OF BRUSH FIRES



...AND OVER-EAGER MERCHANTS RUIN

YOUR VACATION BY STARTING THE FIRST BACK-TO-SCHOOL SALES.





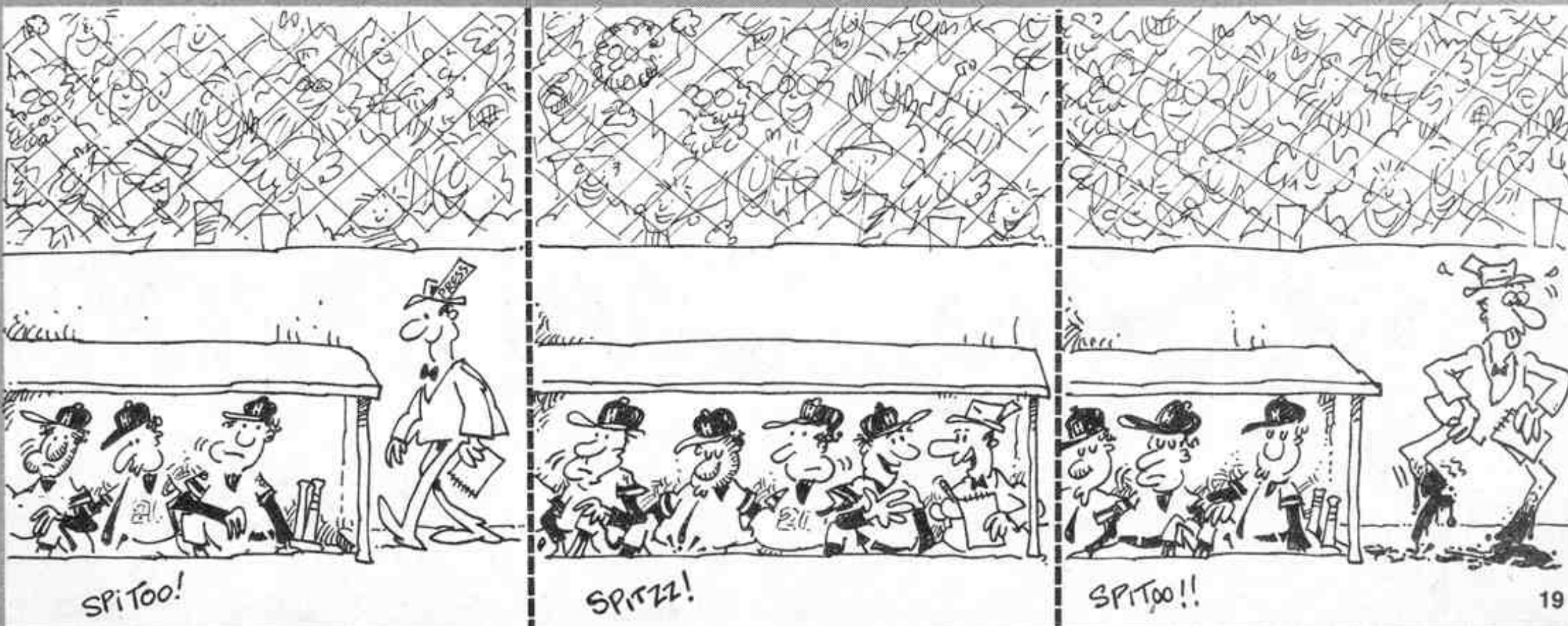
# MAD BASEBALL BOTTOM OF THE SECOND—STILL SCORELESS



## BOTTOM OF THE THIRD—SCORE TIED 1-1...



## TOP OF THE FOURTH—PRESS COVERAGE





Hi, y'all. I'm **Andy Talker**. I'm the **Sheriff** here in **Mudborey**. Nothin' much happens in these parts. Why, heck, the leading cause of death is **chronic yawning!**

I'm **Hellin**. Andy's sure right about **nothing** ever happening. We've been going steady for eight years and believe me, **nothing** has happened, exciting or otherwise!

Hi, I'm **Dopie**, Andy's son. I'm not your usual smart-assed, wise-cracking TV kid. I'm polite to adults, I obey my **Paw**, I don't lie or cheat and I always do my homework. I guess you could call me one of **television's first nerds!**

My name's **Blarney Flute**. I'm the Sheriff's **Deputy**. I don't like to **brag** much, but I've had the honor of being chosen Mudborey's Deputy of the Year **eight times** in a row!



ARTIST: SAM VIVIANO

WRITER: LOU SILVERSTONE

Hold it or I'll **blow you away!** Jest 'cause your Daddy's the Sheriff you can't commit a **major criminal act!**

But I'm just gettin' my **ball!**

In **Mud-borey**, walkin' on the grass is as **major** a crime as we get!

Blarney, I don't care if you play with Dopie but **put the gun away!** Lordy, it's no toy! No wonder Andy won't give you **real bullets!** Here, try my peach cobbler.

**Glummm-fffsss.**

**Howdy** there, Blarney, watcha' doin'?

Reading these **suspects** their rights, but it's tough with a mouthful of **peach cobbler!**

I seen **Sgt. Friday** readin' a guy his rights on TV last **Tuesday**...or was it **Sgt. Tuesday** last Friday?

You're **under arrest** too, for **interferin'** with a lawman in the execution of his duty!

**Gaw-lee**, are you going to **execute** Dopie and Aunt Tea?



It's **not fair!** I hear tell in New York they have so many prisoners, that there **ain't enough** jails to hold them all!

Wow, I wonder who's in charge of decorating **over there**. Those cells must be a **real attraction!**

Blarney, maybe there's so many criminals in New York because they got **hundreds** and **hundreds** of lawyers! Criminals need someone to **defend** them so they can get out of jail and commit **more** crimes! That's why they stay where there's **lots of lawyers!**

You mean if we had some **lawyers** in Mudborey, we'd have **crooks** too?

That's right!





That's because you're Mud-borey's **only** deputy! Hi, I'm Aunt Tea, and I keep house for Andy and Dopie. They're so nice and so sincere—why, I get sick just **thinking** about them!

Howdy, I'm Gumper Piles. I work in the fillin' station and sing baritone in the **ladies' choir**! I'll be leavin' soon to join the Marines. **Gaw-lee**, that ain't gonna do much for their **macho image**!

A BAD CASE OF

THE RE-RUNS DEPT.

# THE ANDY GRINNING SHOW



Glad to see you Sheriff! Help me cuff these hoodlums!

What hoodlums? All I see are Gumper, Aunt Tea and Dopie.

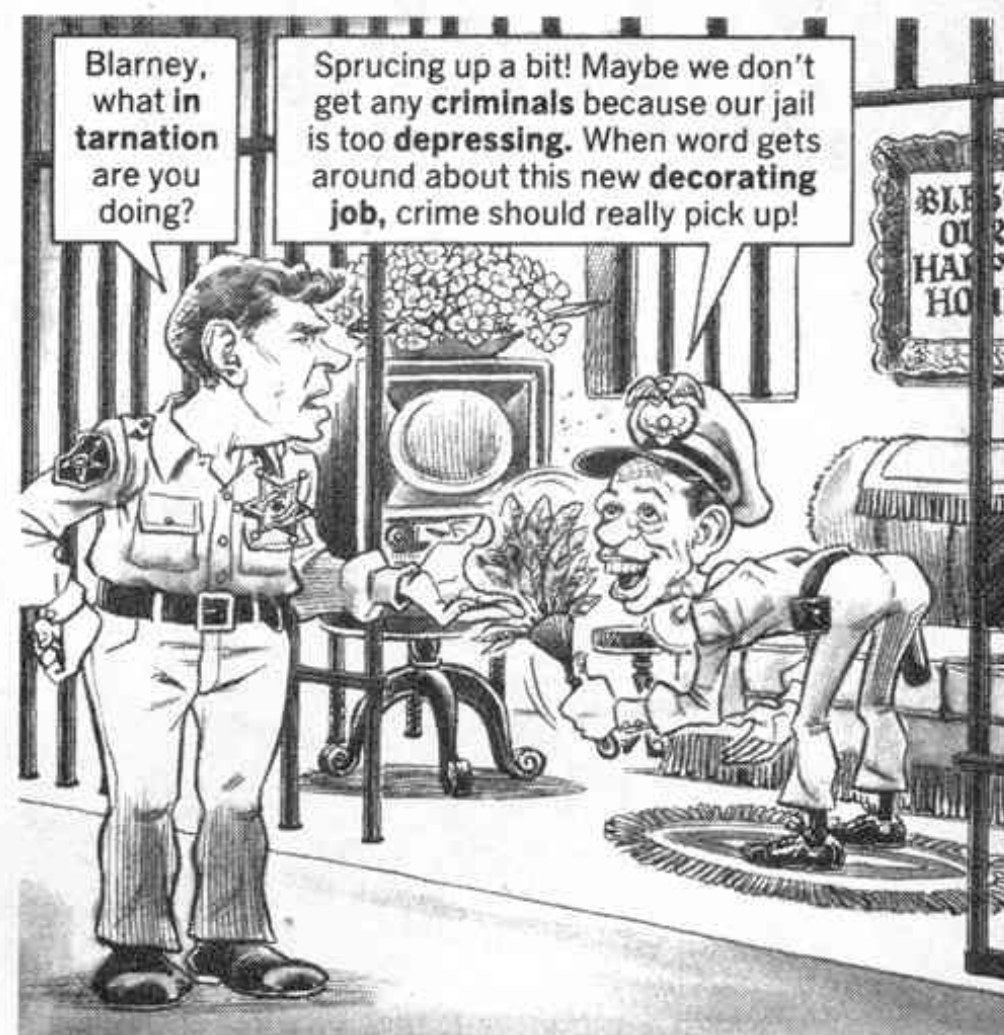
They broke the law! I had no choice, I had to bust 'em!

But if you lock Aunt Tea up who'll make my meals? And if Gumper's in jail who's gonna gas me up? And if you arrest Dopie who'll I go fishin' with? Okay, charges dismissed!



Blarney, what in tarnation are you doing?

Sprucing up a bit! Maybe we don't get any criminals because our jail is too depressing. When word gets around about this new decorating job, crime should really pick up!



Hiya, Andy, I've got our weapons all ready!

Yeah, for lawyers! You said they'd attract us some real criminals.

You plan on doin' some huntin'?

Same way a lumberyard attracts dead flies. There, I finally used one of my homespun bits of nonsense!

Well, I asked Mr. Mason to open a practice here in Mudborey. He's a big city lawyer from L.A.

Hello, Sheriff, I reckon we'll be seeing plenty of each other.

Gaw-lee! Sheriff, somebody jest held up the fillin' station!

Paw, Paw! Someone just stole my bike!

And I just fell down at church! I'm going to sue them for negligence!

Wow! A crime wave! And when the other lawyers I invited over here show up, our jail's gonna be jam-packed, just like they are in New York!





## MISCONCEPTION #29



If you don't feed your pets the right nationally advertised pet food they'll stop eating and die.

## MISCONCEPTION #701



The price of a loaf of bread in 1953 is a topic of great interest among most younger people today.

## MISCONCEPTION #180



Americans are sick and tired of deciding for themselves what they should or should not read.

HAVING A TRUTH PULLED DEPT.

A MAD  
LOOK  
AT SOME

# WIDELY HELD

ARTIST: HARVEY KURTZMAN

## MISCONCEPTION #82



The best way for a candidate to "win over" voters is to pre-empt their favorite television show with a half-hour political spiel.

## MISCONCEPTION #425



People who wait in line and pay \$5.00 for a theater seat would much rather listen to a neighbor's "running commentary" than watch the movie itself.

## MISCONCEPTION #65



Students have plenty of time for extra homework—especially since their other four or five teachers don't believe in assigning any.



## MISCONCEPTION #14



Attractive women can't resist obscene propositions from sweaty, overweight men in smelly T-shirts.

## MISCONCEPTION #213



Elevators are intelligent beings and sense impatience when someone bangs their buttons repeatedly.

## MISCONCEPTION #566

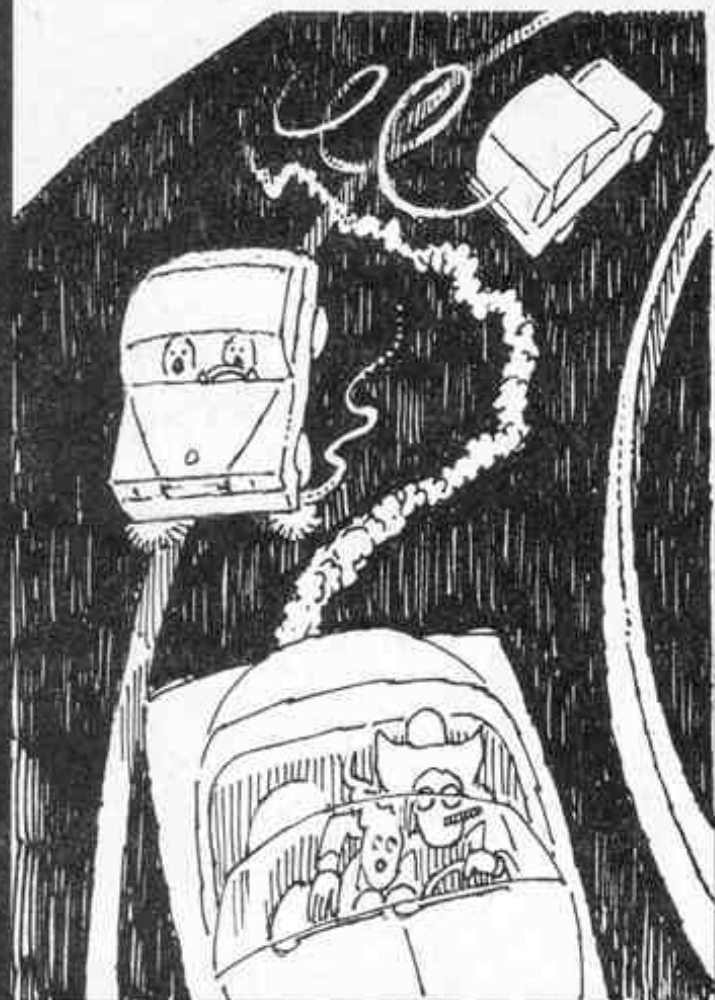


Nothing stimulates conversation like a mouthful of Novocain, dental instruments and fingers.

# MISCONCEPTIONS

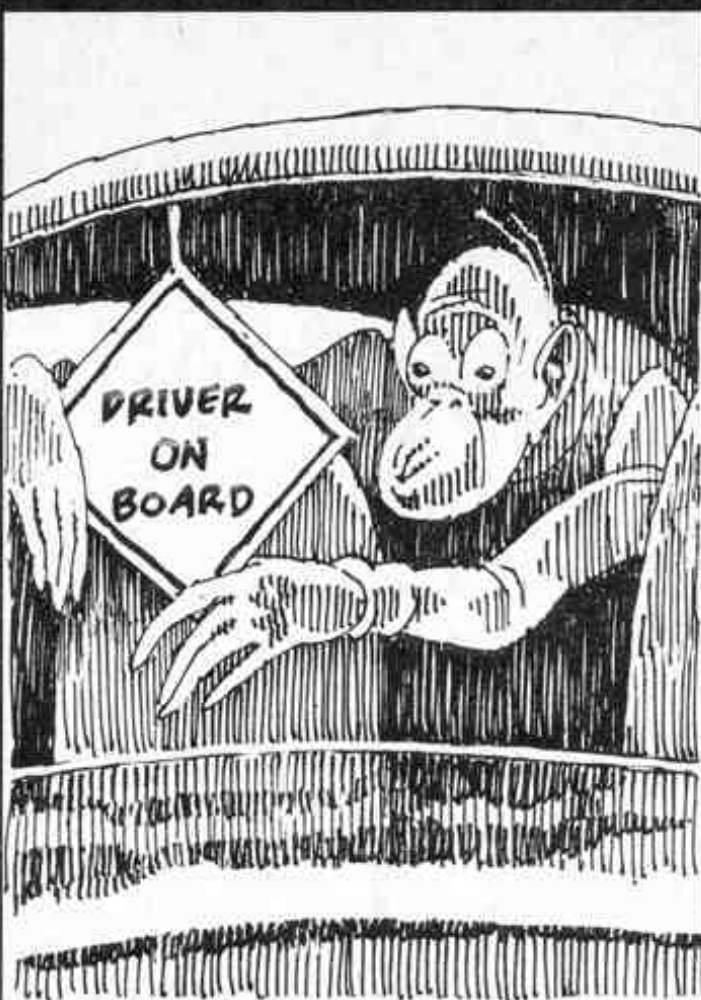
WRITER: MIKE SNIDER

## MISCONCEPTION #31



Especially in high-speed traffic, using directional signals before making a lane change is unnecessary between experienced drivers.

## MISCONCEPTION #7



There is nothing that shows your cleverness and wit better than a store-bought "gag sign" which five million people already own.

## MISCONCEPTION #37



The proper greeting for a caller to a Customer Service line is 25 minutes of "The Hollywood Strings Play the Best of Barry Manilow." 23



What's the worst thing about going to a fast food joint? The long lines? Lousy food?



# SIR PUFFY'S®

## FAMILY RESTAURANTS Serving

### COMMUNITY BULLETIN BOARD

**PARANOIDS ANONYMOUS** will hold its monthly meeting July 24th at 8 PM. All are invited, but since the members wish to maintain their anonymity, they refuse to reveal where the meeting will be held.

**THE JASPER HIGH SCHOOL MOTHER'S CLUB** is having its monthly mud-wrestling night with the Bunville Ladies Society on July 16th starting at 7:30 PM at Elk's Lodge #59. Bingo to follow.

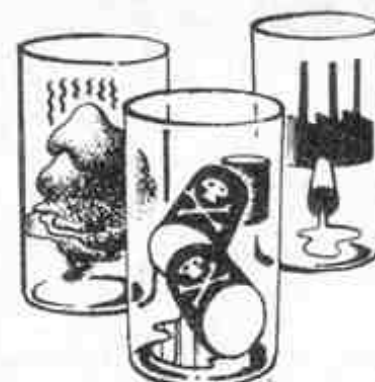
**COMMUNITY BOARD #5** presents an evening of skin rash identification. Refreshments. Victor Lipper Hall, July 9th, 9 PM. Free!!

**LITTLE BROTHERS, INC.** is a community service organization providing neighborhood bullies and other tough guys with defenseless children to push and order around. Volunteers are desperately needed. Call Mr. Rocco at KL 5-1763.

**UNSKILLED MEDICAL VOLUNTEERS**, 85 Butt Street, provides second-rate, inadequate and potentially dangerous health services to area residents who can't afford professional help but make too much to be eligible for Medicare. Also available: Poorly managed day care center. For information phone 171-8898.

### SPECIAL OFFER WHILE SUPPLIES LAST

*The Toxic Dump Site Collector's Glasses Are Here! Nuclear Waste, Caustic Chemicals and More...*



All pictured in Full Color on these festive 12-ounce tumblers! **FREE** with your purchase of a half-gallon size PuffBucket™ Shake. We're adding new dump sites every week.

**COLLECT THEM ALL!**

### FUN FACTS ABOUT SIR PUFFY'S®



Every single one of Sir Puffy's® 912 restaurant managers has completed almost *two years* of high school!

If all the burgers served at Sir Puffy's® in one day were laid from end to end on a highway, it would take over *six hours* to wash, reheat and sell them to unwitting customers!

Sir Puffy's® cups, napkins, styrofoam containers and ketchup packets account for more than 18% of all the litter found in our country's national parks, forests and recreation areas!

A recent FDA report stated that there is only a *casual* connection between our PuffBoat Supreme™ fish fillet sandwiches and arteriosclerosis!

### WORD GAME

See if you can find the 22 words or phrases that describe things found in Sir Puffy's® kitchen!

S L O P N S D R A Z A H E R I F  
U N W A L I Y U D G A E I O C U  
P S O D F A M A M S I L U T O B  
D R A I P I N R B S T O G G A M  
E E A S T R O E E E L E S Y P Q  
I N G R E A S E D V O I N A U U  
M G I E H T L I F I N B L C R A  
O I N A O S I O L T S Z P O H T  
L E C S M U M V I A J E A R P A  
D R A E G O E Q U V S C A U E E  
B O O G I G T Z W R H O S S P M  
I F T L A J D P D E L T Z T E E  
P O Z B W O X I S S R C L I K S  
A R R G C K R B C E K T M A G R  
R A V O O T I E J R I O Y H E O  
G E R M S F R A A P H Y E C H



**HAVE YOU TRIED**  
**SIR PUFFY'S®**  
**STUFF ON A STICK™**  
**GOES GREAT WITH OUR**  
**GOOP IN A CUP™!**

NOW MADE WITH 100% PIG FAT!

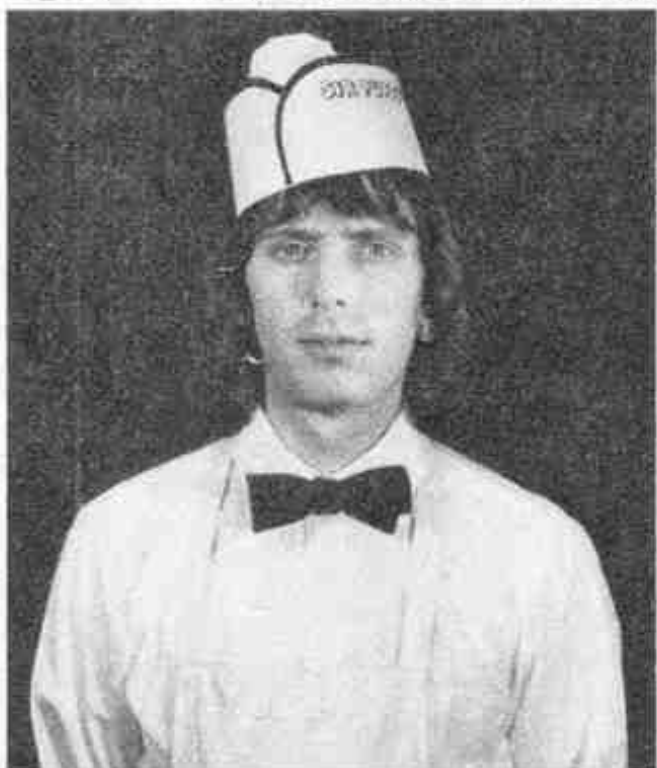


Good choices! But no, the absolute worst is the shoddy placemat that looks a bit like...

# PLACEMAT™

Bunville, Cheesetown and surrounding areas

## CREW PERSON OF THE MONTH



My name is Clarence Shivers. I have been working at Sir Puffy's® for six years. I enjoy earning minimum wage. This is the only job I've ever had. I'm not qualified to do anything else. I'll probably be working here the rest of my life. I wish I was dead. Have a nice day!

## NEW! SIR PUFFY'S® MYSTERY BAG MEAL™

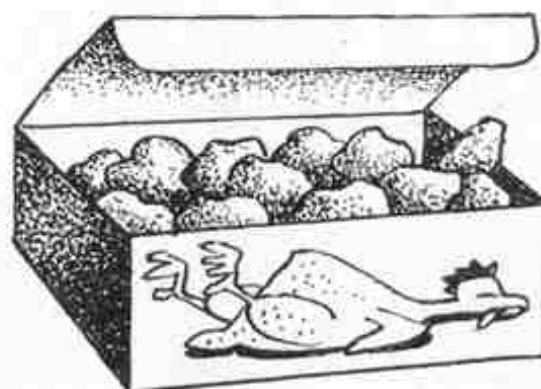
There's no telling what you'll get in one of these plain unmarked bags. That's what makes them fun! Will it be our Deluxe Super-Singed Burger™? A 24-ounce cup of flat, watery cola? Maybe it'll be the stuff our kitchen crew scraped off the grill last night! You won't know for sure until you try it—and even then you may not be certain!

## SIR PUFFY'S® MYSTERY BAG MEAL™!

It's perfect for people who love to eat but don't care what!

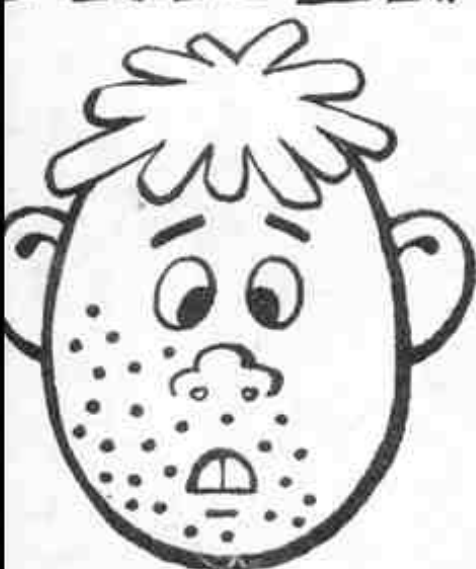


**SAVE 20¢** ON YOUR NEXT PURCHASE OF  
REGULAR, JUMBO, MAMMOTH OR NEW MINISCULE



**SIR PUFFY'S®  
CHICKEN LUMPS™**  
available in three great flavors...  
**VANILLA, PORK and GRAPE**  
YOU WON'T BELIEVE IT'S CHICKEN!

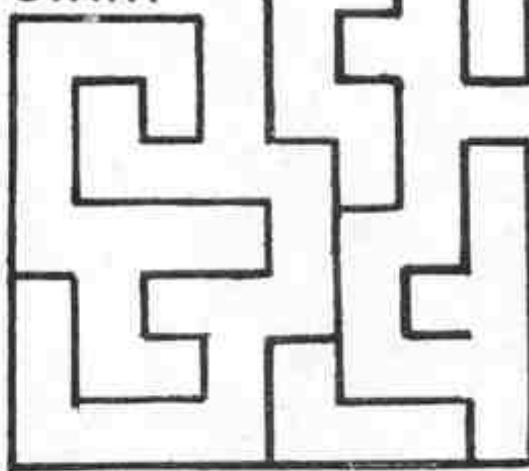
## CORNER



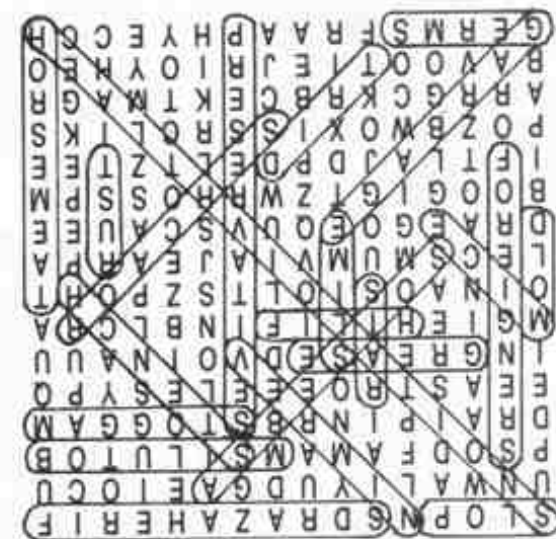
Billy has eaten a Sir Puffy's® 100% sugar caramel and marshmallow topped Apple Inside-Out Tart™ every day for the past two years. See if you can draw a line connecting all the pimples on his face without crossing the line or lifting your pencil from the page!

CAN YOU FIND YOUR  
WAY TO THE WORD  
GAME ANSWER?

START



ANSWER TO  
WORD GAME





## FATHERS

Mr. Sherman! I told you to bring my daughter home by **midnight!** It is now **two A.M.!** What happened?

Well, er, we kind of had a **flat**, and er, I didn't have a **spare**, and er, we had to walk a few miles until we found this **all-night garage**...

I **believe you!** That's why I'm inviting **all of you** in for a few moments and handing each of you a **piece of paper**...

What's that for, Mr. Giresi?

I want each of you to **write down which tire went flat!**



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## SCHOOL SPIRIT

There they go **again!** Blowing another **lead!** This **basketball team** hasn't won a game all year!

Gee, I hope they're **good losers!**

Good? Hell, they're **absolutely perfect!**





## EVALUATIONS



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## ENLIGHTENMENT





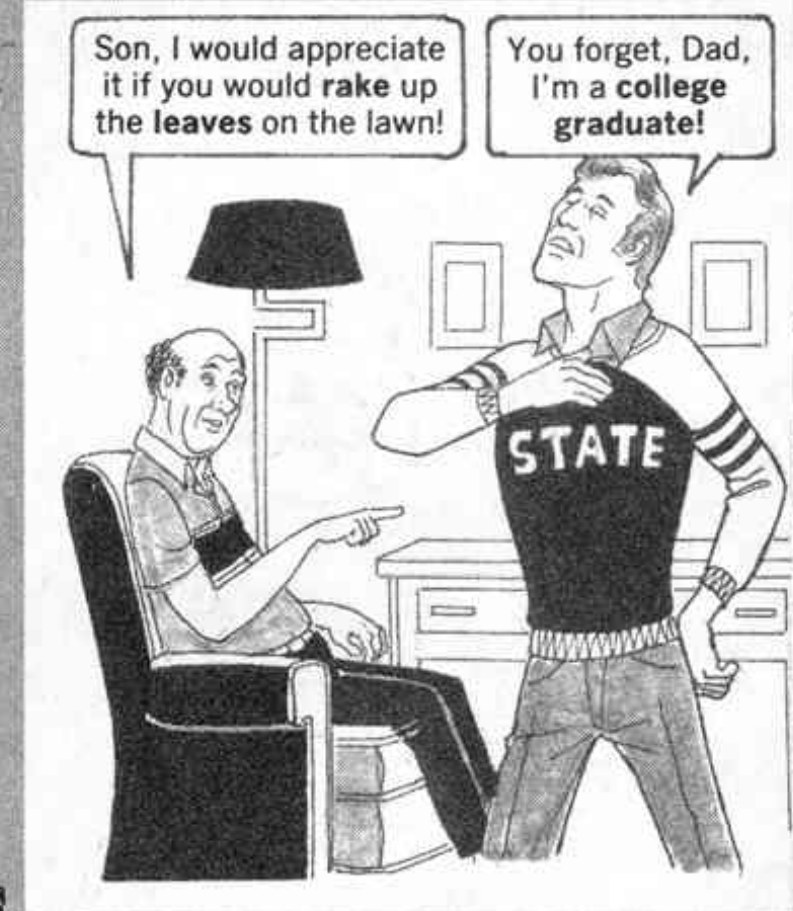
## HOUSEKEEPING



## SOLUTIONS



## HIGHER EDUCATION

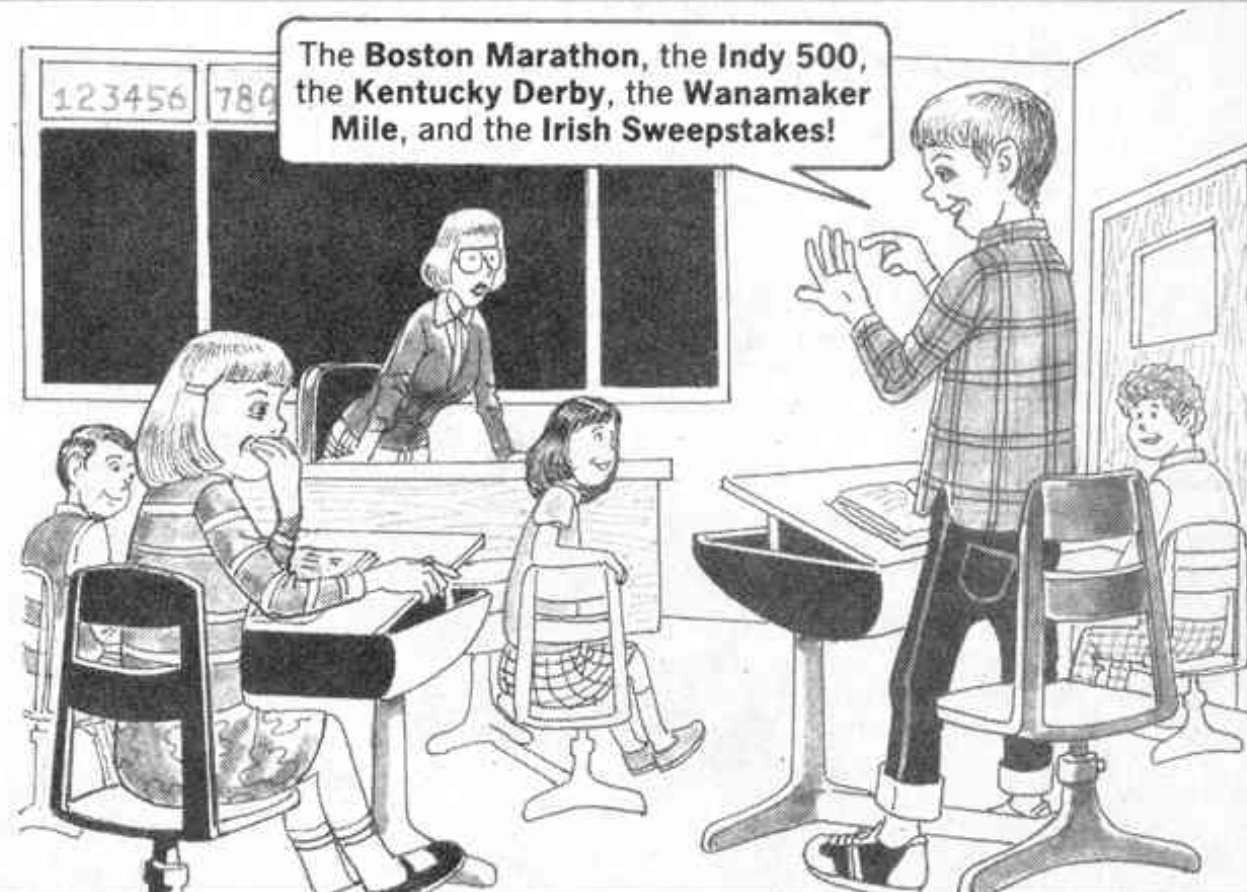


## COMMUNICATION





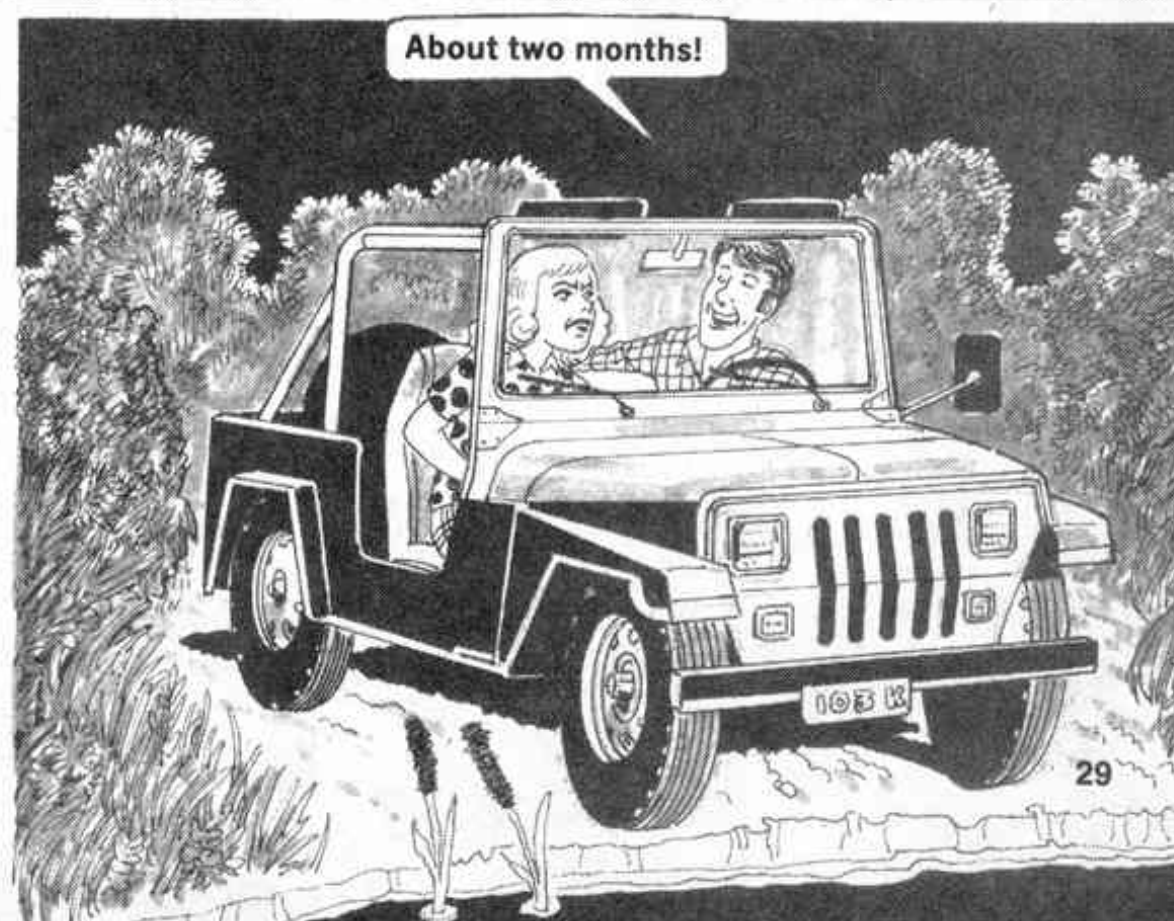
## KNOWLEDGE



## CHAUVINISM



## RELATIVITY





## EQUIPMENT



## CHORES

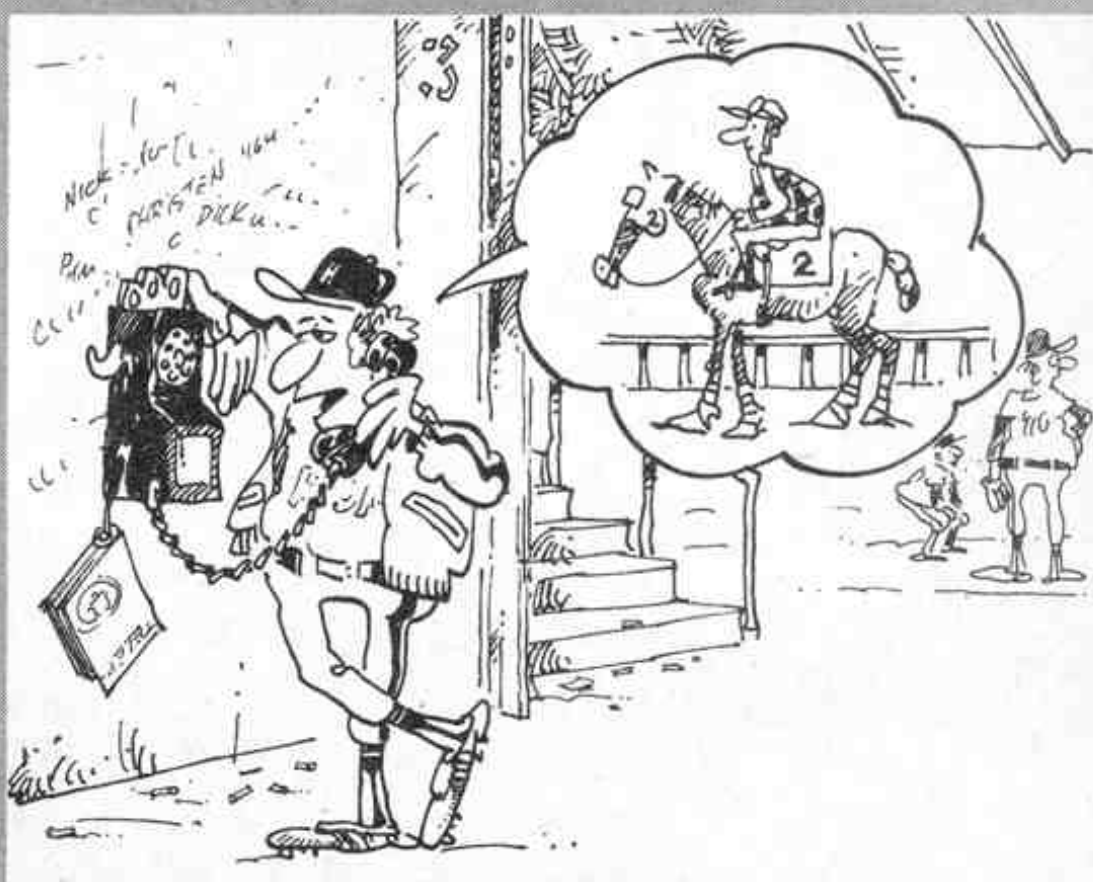
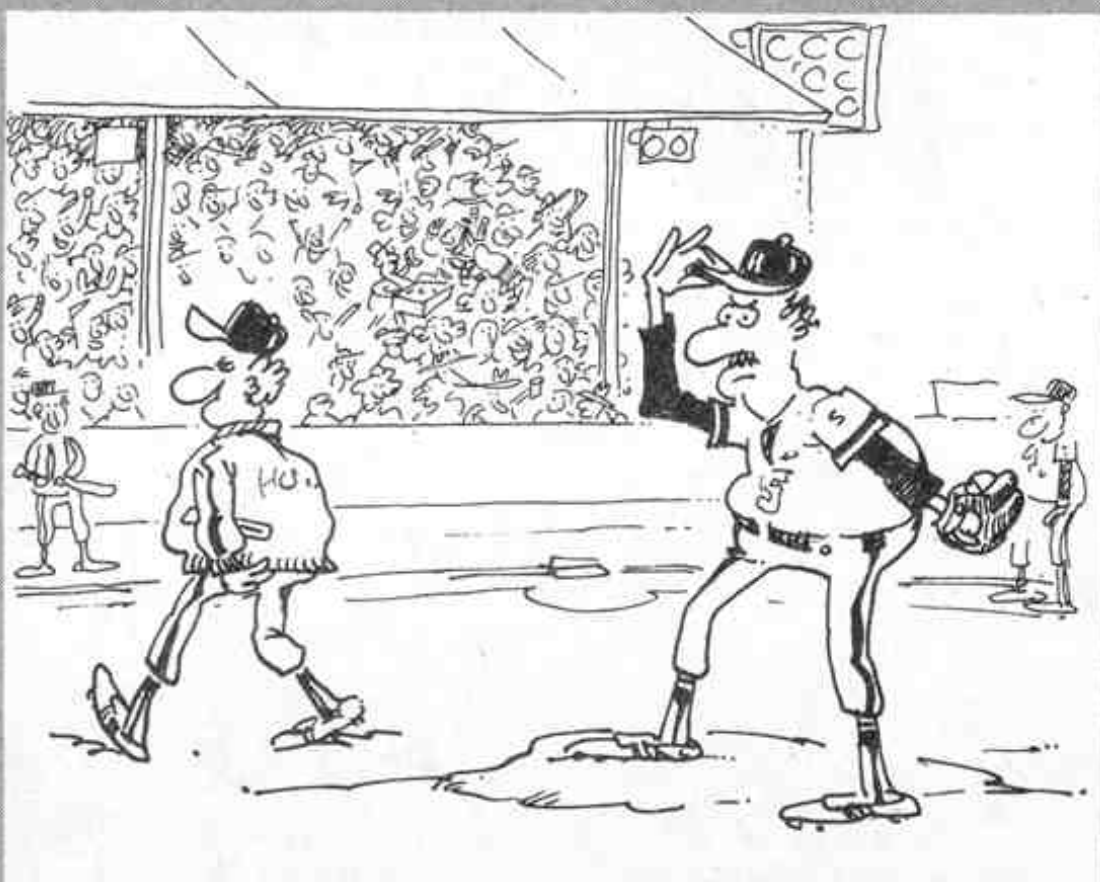
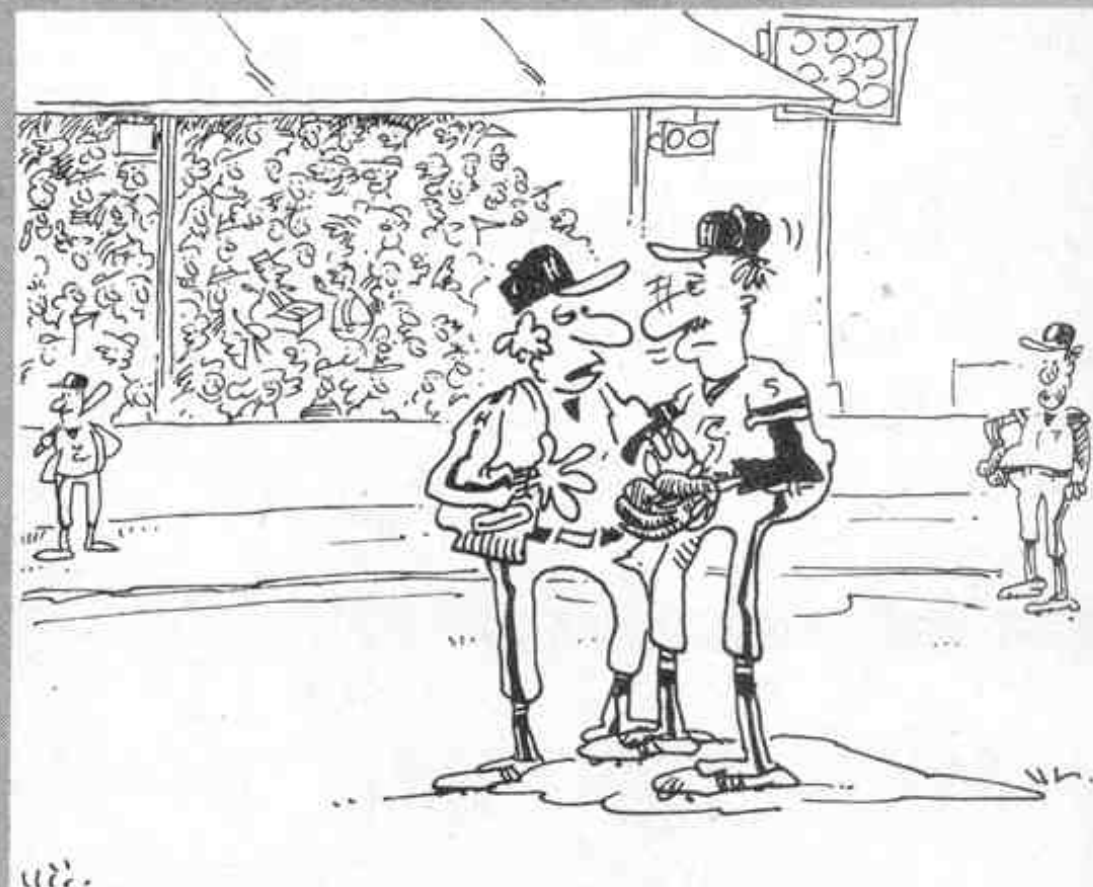


## DOCTORS





# MAD BASEBALL TOP OF THE FIFTH—LOADED BASES...



## RAIN DELAY





# OUR PREACHER PRESENTATION DEPT.

TV is filled with religious shows. Everything from Cable TV Evangelists to "Highway to Heaven." But none are generating the heat of a new prime time show about an irascible Church Deacon! The Producers of this show have contributed to "Mary Tyler Moore" and "Taxi," but this turkey is big, brash and boisterous and we think someone should be making...

# Ame



...and then she said he said Deacon Fright was a crook!

Of course! I'm spreading God's Gossip!

Cassette, do you think it's Christian for us to always be talking badly about everyone?

Dear, it's God's Gospel we're supposed to be spreading!



Reverend Groggy, you may not believe this, but in my own way, I'm as religious as you are! I believe in the Afterlife!

You bet! Who would have believed there'd be an afterlife for the sassy dry-cleaner character I played on "The Jeffersons"! I believe, Rev, I believe!

But Deacon Fright, your bizarre antics have got to stop! It's affecting the membership! The congregation is turning to atheism!

That's great! More souls for you to convert back!

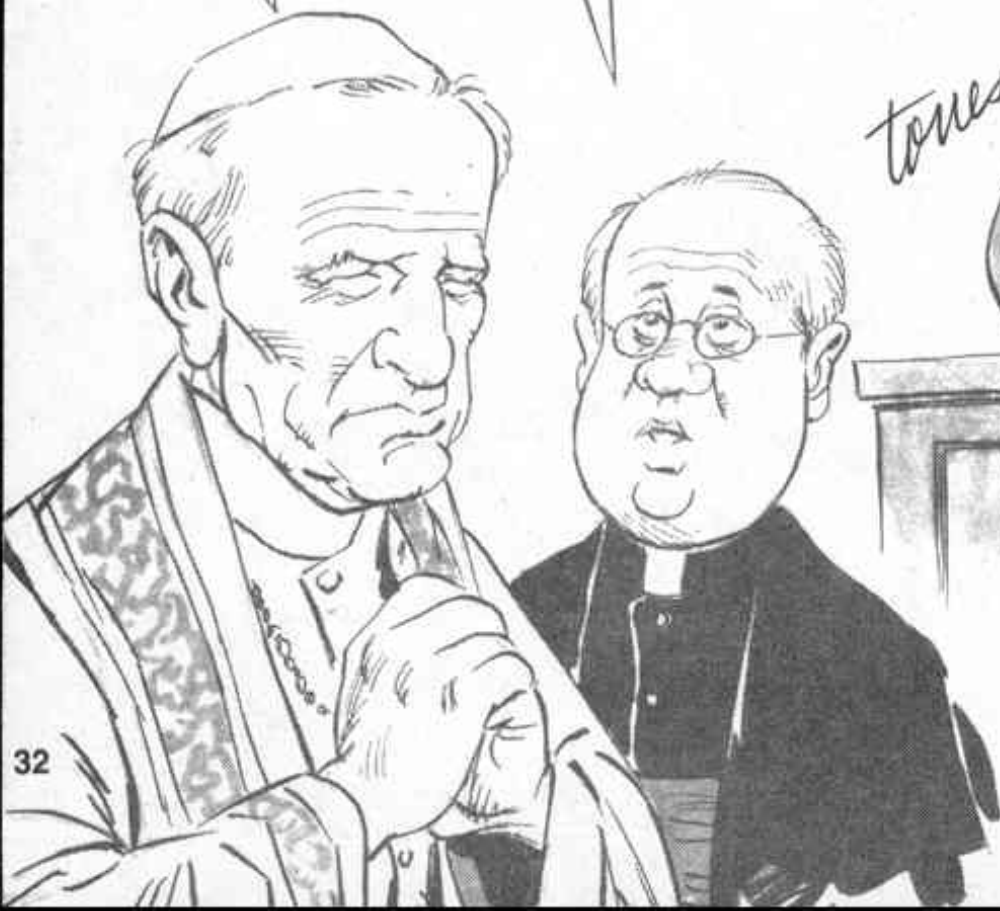
You do?!?

WARNING: OCCUPANCY BY MORE THAN 3000 LBS. IN THIS PANEL IS DANGEROUS AND UNLAWFUL

I'm not familiar with The First Community Church of One-Liners. What exactly does Deacon Fright do?

He manages the church's financial future!

Let us pray!





# nds

Rollo, you little devil!  
What do you mean, kissing  
you will get me into heaven!

Why you're  
just a **dirty**  
old man!

Well, let me put it this way  
Kissing **you** will put **me** in  
heaven and when I get there  
I'll put in a **good word** for you!

Wrong! I'm  
a **religious**  
dirty old man!



Oprah, I can't believe  
they **protested** our movie,  
"The Color Pimple," for  
being a **negative racial**  
**stereotype**, but they  
let **this** stay on the air!

Whoopie, compared  
to his **Sharmin**  
**Helmsley**... and now  
**Deacon Fright**...  
we're more like  
**Alistair Cooke**!

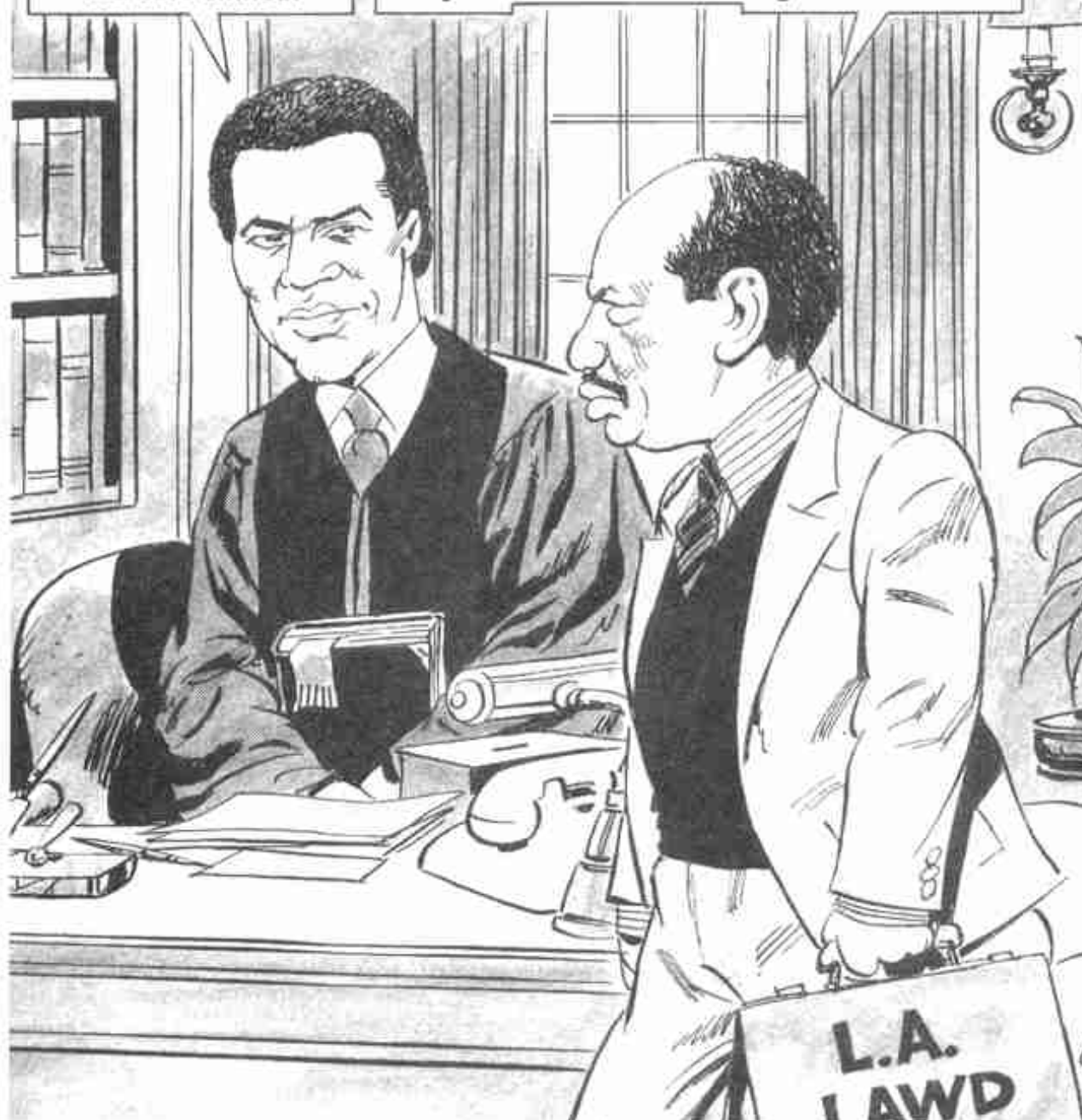


Deacon, in recent  
weeks you have **gotten**  
**drunk** and **stolen** from  
the **collection plate**.  
You have **sinned**!

That's  
why I'm  
here to  
see you!

You  
came  
for  
**repentance**?

No, I came to ask  
you how **much more**  
sin I can get away  
with and still  
get into **heaven**!



ARTIST: ANGELO TORRES

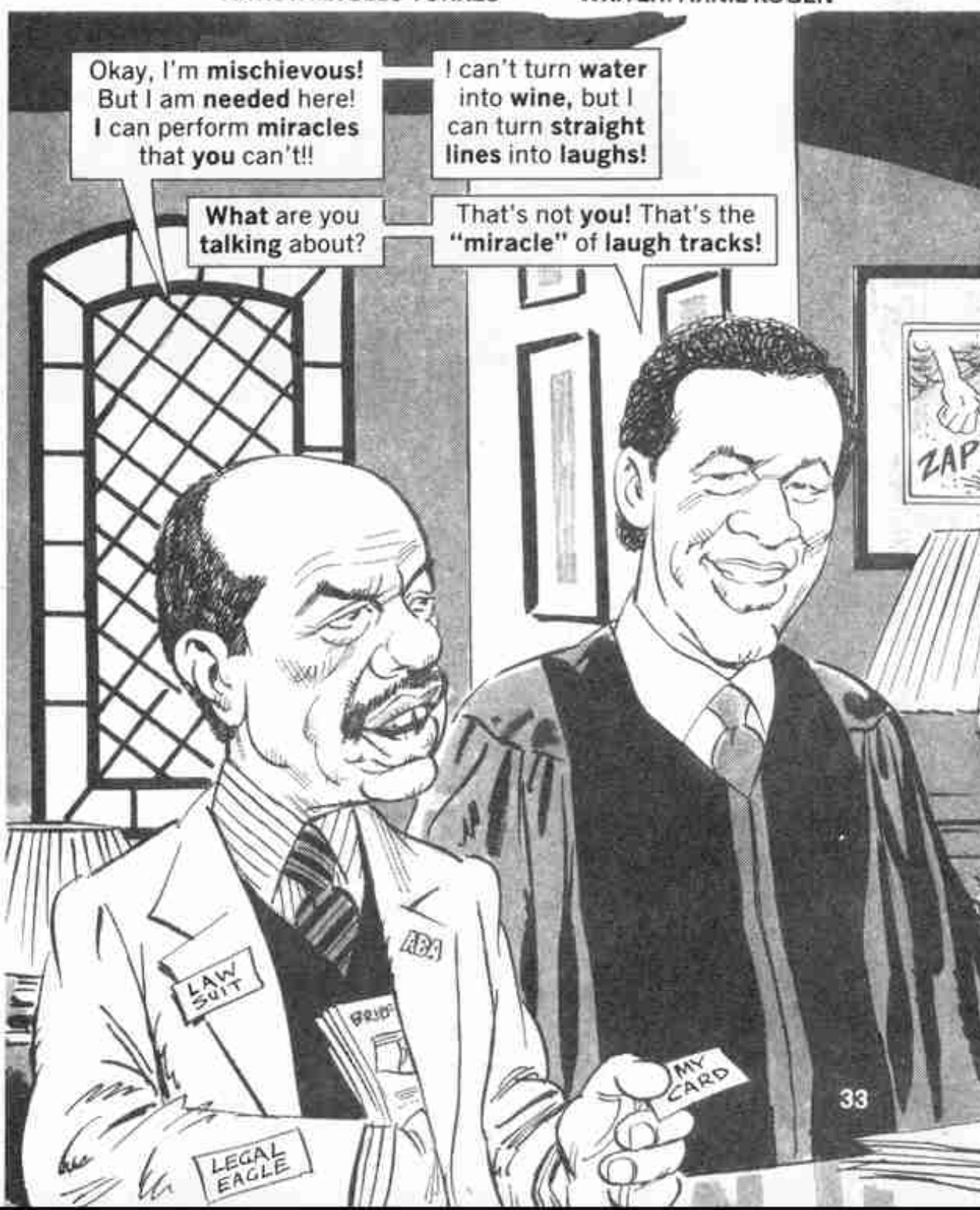
WRITER: ARNIE KOGEN

Okay, I'm **mischievous**!  
But I am **needed** here!  
I can perform **miracles**  
that you can't!!

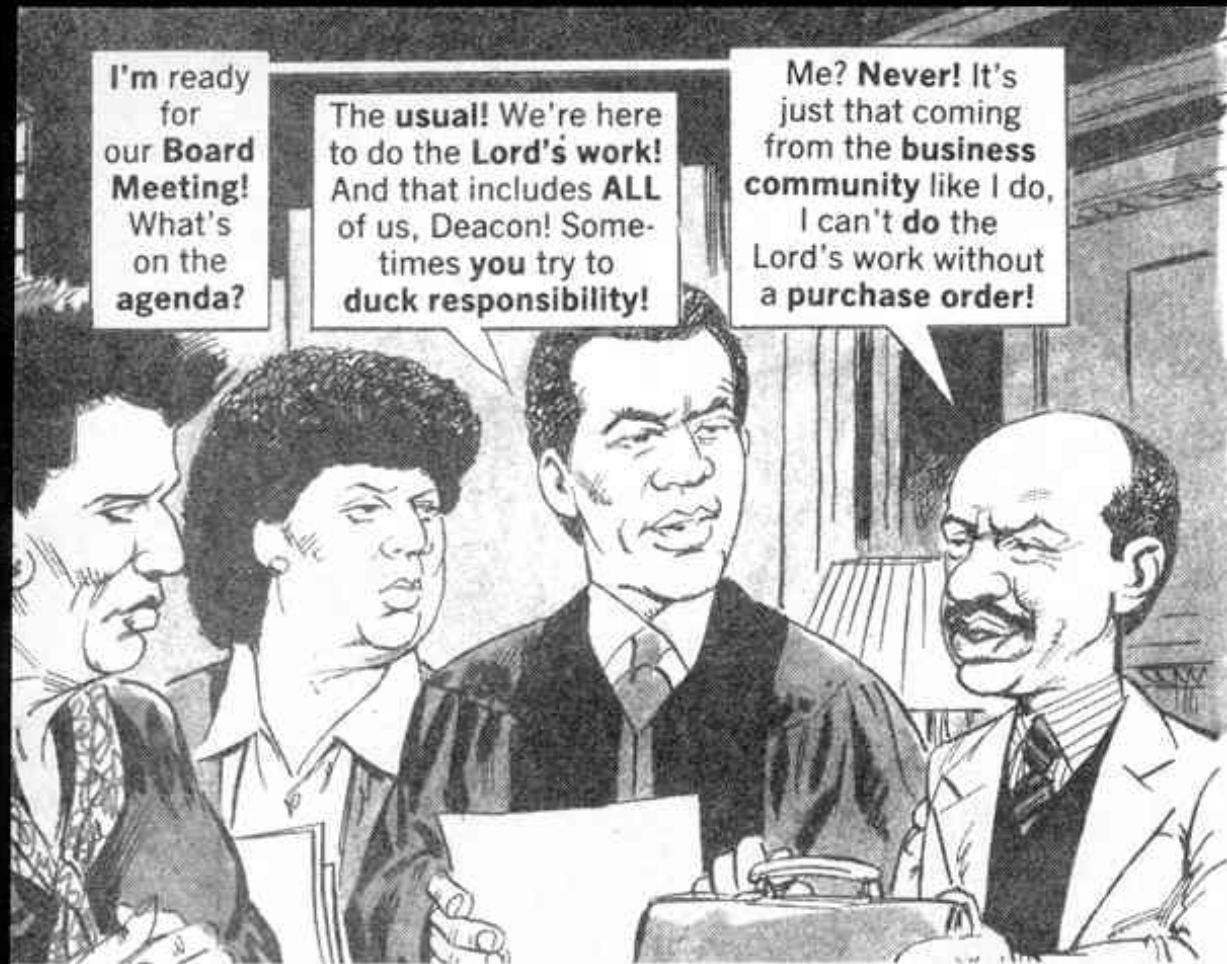
I can't turn **water**  
into **wine**, but I  
can turn **straight**  
lines into **laughs**!

What are you  
talking about?

That's not you! That's the  
"miracle" of **laugh tracks**!







I'm ready for our **Board Meeting!** What's on the agenda?

The **usual!** We're here to do the **Lord's work!** And that includes **ALL** of us, Deacon! Sometimes **you** try to **duck responsibility!**

Me? **Never!** It's just that coming from the **business community** like I do, I can't do the Lord's work without a **purchase order!**



Once again, our church is in **dire financial trouble!** We need **ideas** to bring money into the Parish!

I got it! Let's put on a **fund raiser** that features a **belly dancer!**

Deacon, I don't think a **naked girl** covered with **veils** is in the **religious spirit!**

How about a **babe** covered with **angel wings** and **harps?**



Fellow Board Members, a **riddle!** What does the **sex life** of the two **Hitabrick sisters** have in common with an **atheist?**

Deacon, this is really **not** the place!

They both haven't got a **prayer!** **AHA! HA! HA!**

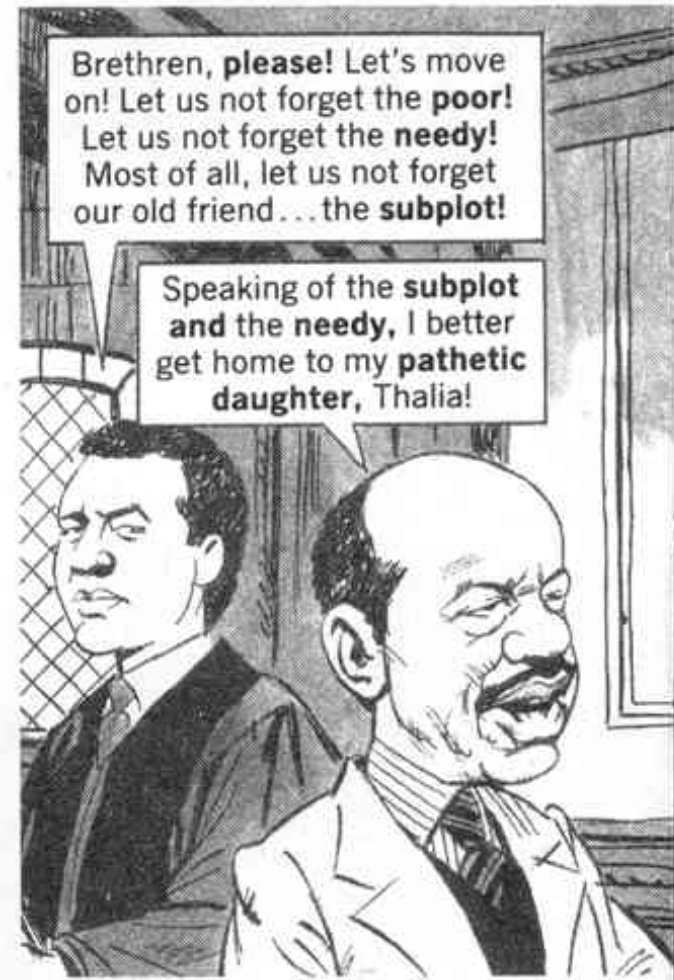


Lawdy! Lawdy! The man is **cer-tifiable!**

What a **church!** The **insults** are coming faster than the **Hallelujahs!**

Rollo, you've been in this church **forever.** What do **you** think of Deacon Fright?

I'll **level** with you! I've seen **Demons** easier to deal with!



Brethren, **please!** Let's move on! Let us not forget the **poor!** Let us not forget the **needy!** Most of all, let us not forget our old friend... the **subplot!**

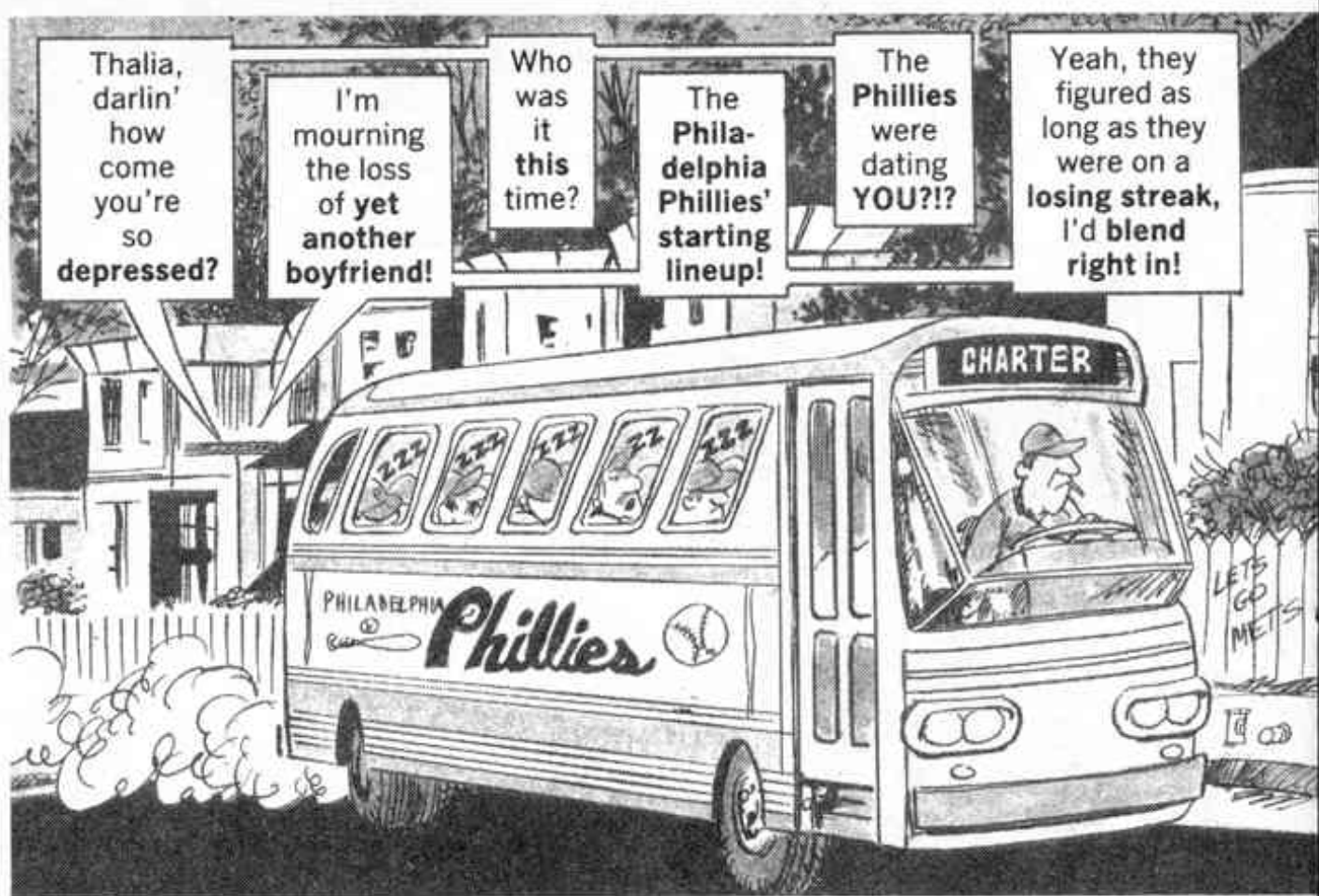
Speaking of the **subplot** and the **needy**, I better get home to my **pathetic daughter**, Thalia!



Thalia, are you watching an old **"I Love Lucy"** rerun again?! I told you not to watch that **"brainy"** intel-lectual stuff!

**Brainy?** Lucy's got her **toe stuck** in a **bathtub drain!**

Compared to what goes on around here, that's **brainy!**



Thalia, darlin' how come you're so **depressed?**

I'm mourning the loss of yet another **boyfriend!**

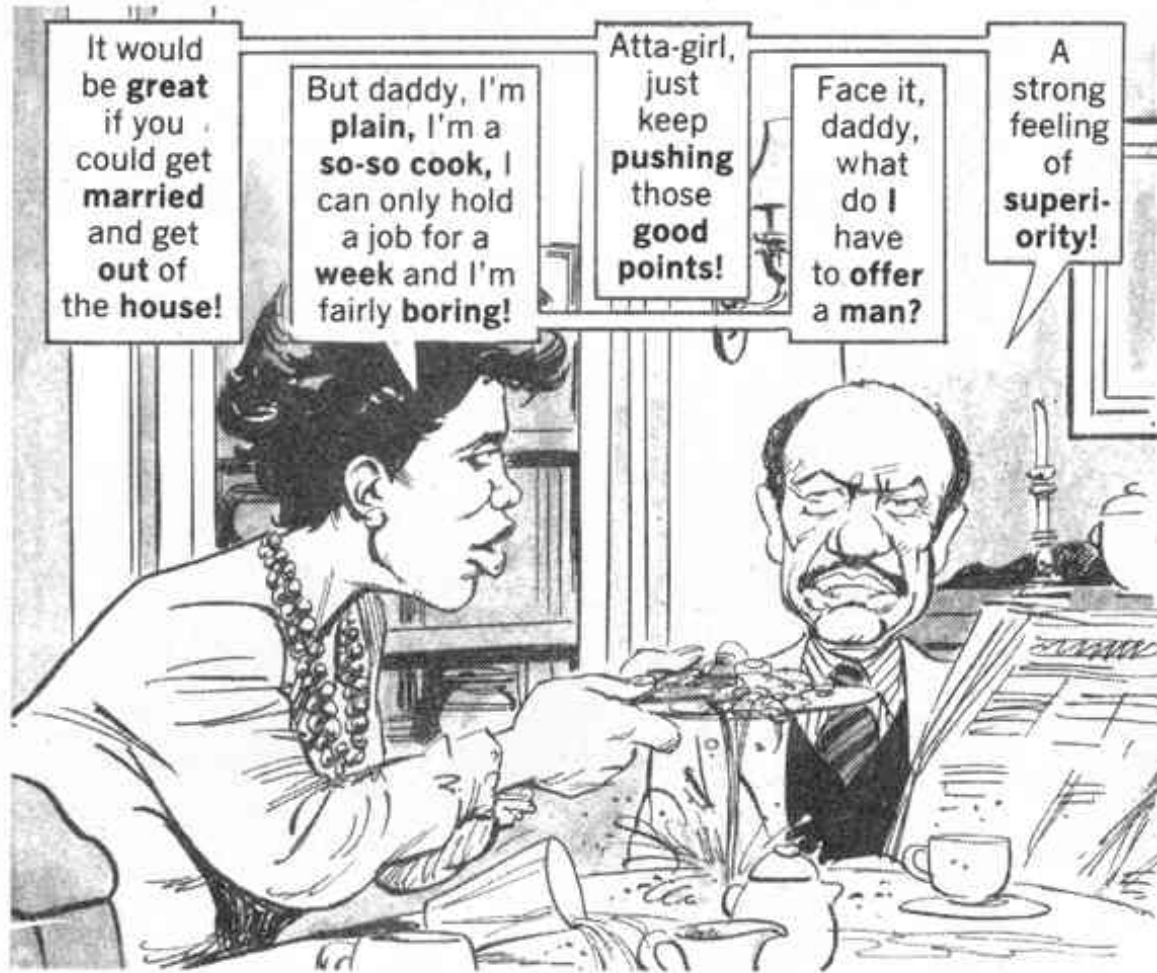
Who was it this time?

The **Phila-delphia Phillies'** starting lineup!

The **Phillies** were dating **YOU?!!**

Yeah, they figured as long as they were on a **losing streak**, I'd blend right in!





It would be **great** if you could get **married** and get out of the house!

But daddy, I'm **plain**, I'm a **so-so** cook, I can only hold a job for a **week** and I'm fairly **boring**!

Atta-girl, just keep **pushing** those **good** points!

Face it, daddy, what do I have to **offer** a man?

A strong feeling of **superiority**!



Besides, there are no **eligible** guys around!

What about that **young dude** that dropped by our house last week?

Daddy, he was an **escaped convict**!

He was a **SINGLE** escaped convict!



But daddy, he **robbed** us! He took our **TV**, **stereo**, and some **money**!

Okay, so he's **poor**! But at least he's **trying** to better himself!



You still all **cow-eyed** and **moony** over **Reverend Groggy**?

Yes, I've had a **crush** on him since the **pilot episode**!

I don't **approve**! He's **not** our type!

You think he's got a "**holier-than-thou**" attitude?

I don't mind **that**! I don't like his "**funnier-than-thou**" attitude!



Thalia, I got it! I think I can get you a **husband** and **raise** money for the Church at the **same** time!



She's **strong-boned** and has a **cute** personality! How much is the **bid**?

Daddy, this **isn't** right! **Auctioning** your daughter at a **church bazaar**!

Hush, child! It's for a **good** cause! Besides, we just got a **bid** of **ten thousand** dollars!

But that guy's the **escaped convict** who ransacked our house!

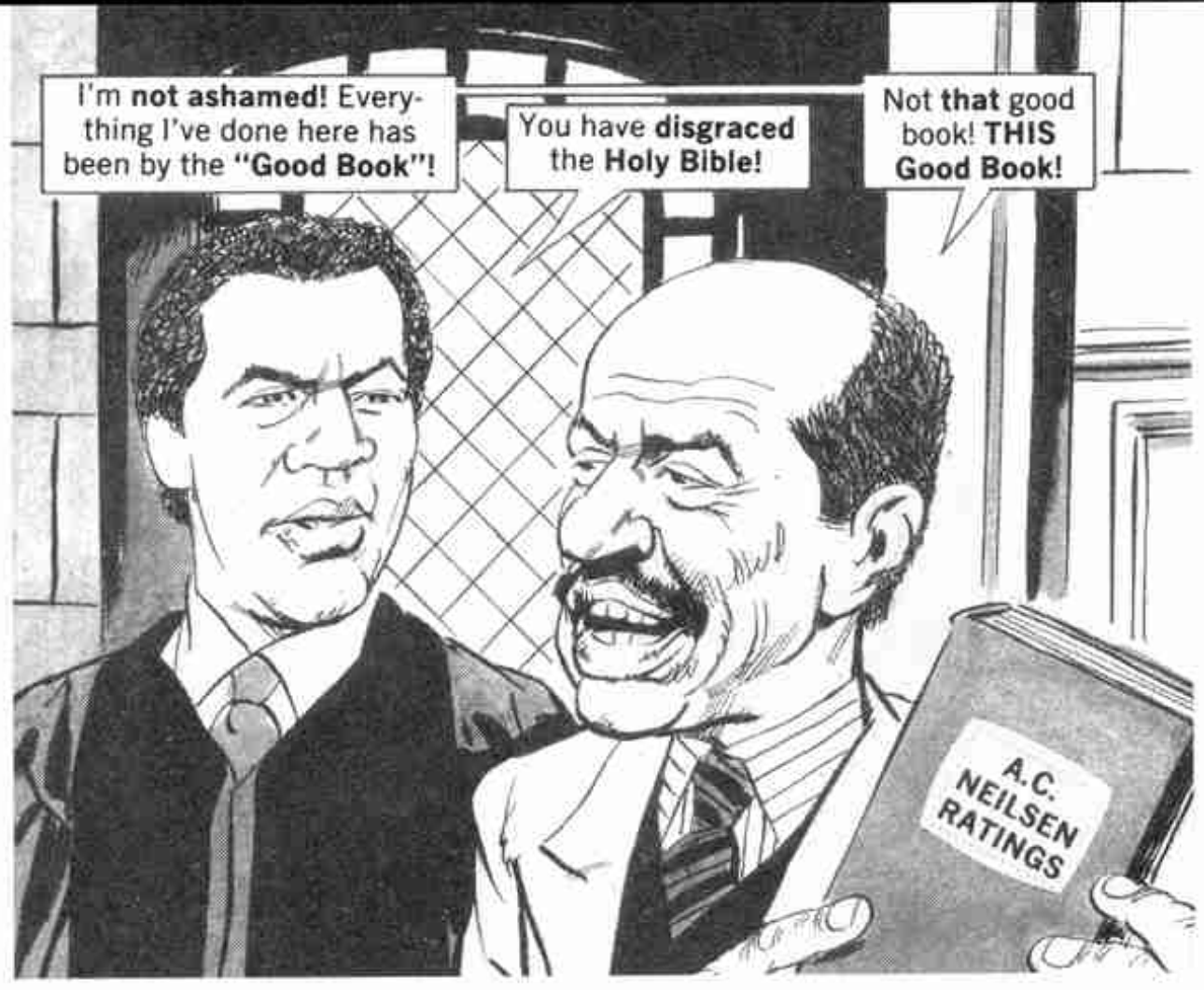
Who cares! He's got **ten grand**! I told you he was going to **better** himself in the world!





That's the last straw, Deacon! We have voted to **dismiss** you from the Church Board!

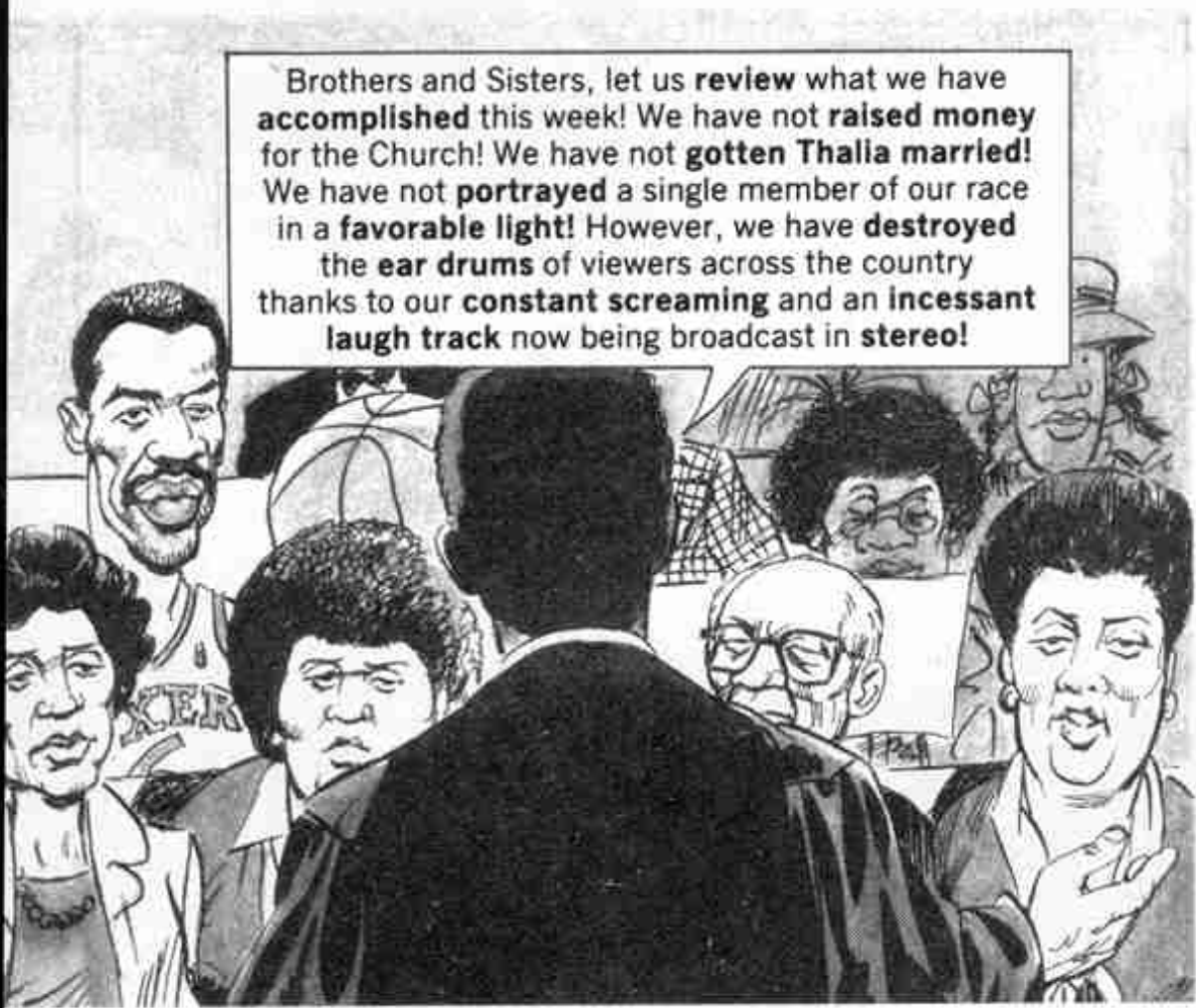
Hey, I was **only** doing my job! If you wanted **subtle, "quiet" comedy**, you should have hired **Bill Cosby** as Deacon!



I'm not ashamed! Everything I've done here has been by the **"Good Book"**!

You have **disgraced** the Holy Bible!

Not that good book! **THIS** Good Book!



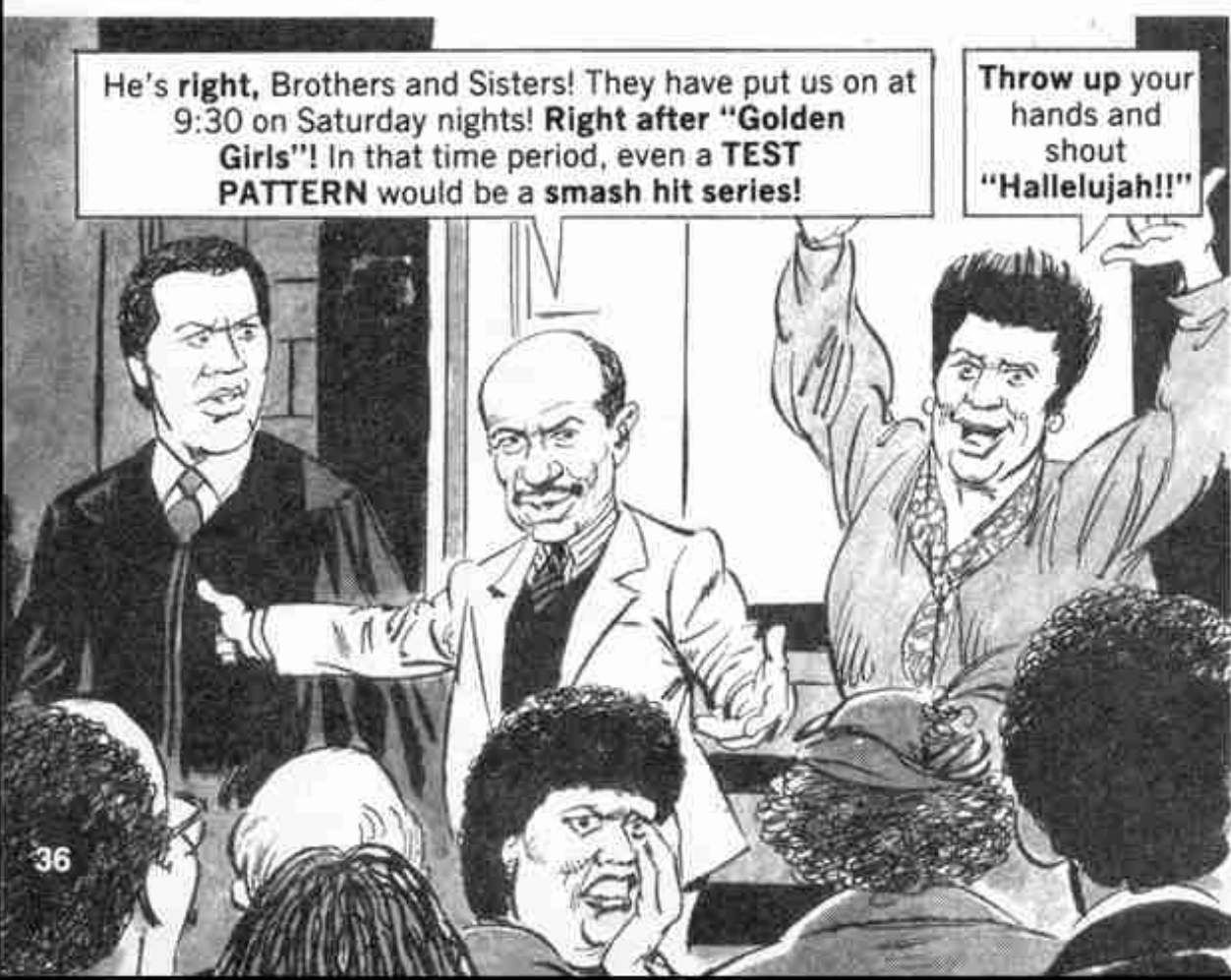
Brothers and Sisters, let us **review** what we have **accomplished** this week! We have not **raised money** for the Church! We have not **gotten Thalia married**! We have not **portrayed** a single member of our race in a **favorable light**! However, we have **destroyed** the **ear drums** of viewers across the country thanks to our **constant screaming** and an **incessant laugh track** now being broadcast in **stereo**!



Yet, Brothers and Sisters, we must **count our blessings**! For we have been blessed with **Divine Intervention**!

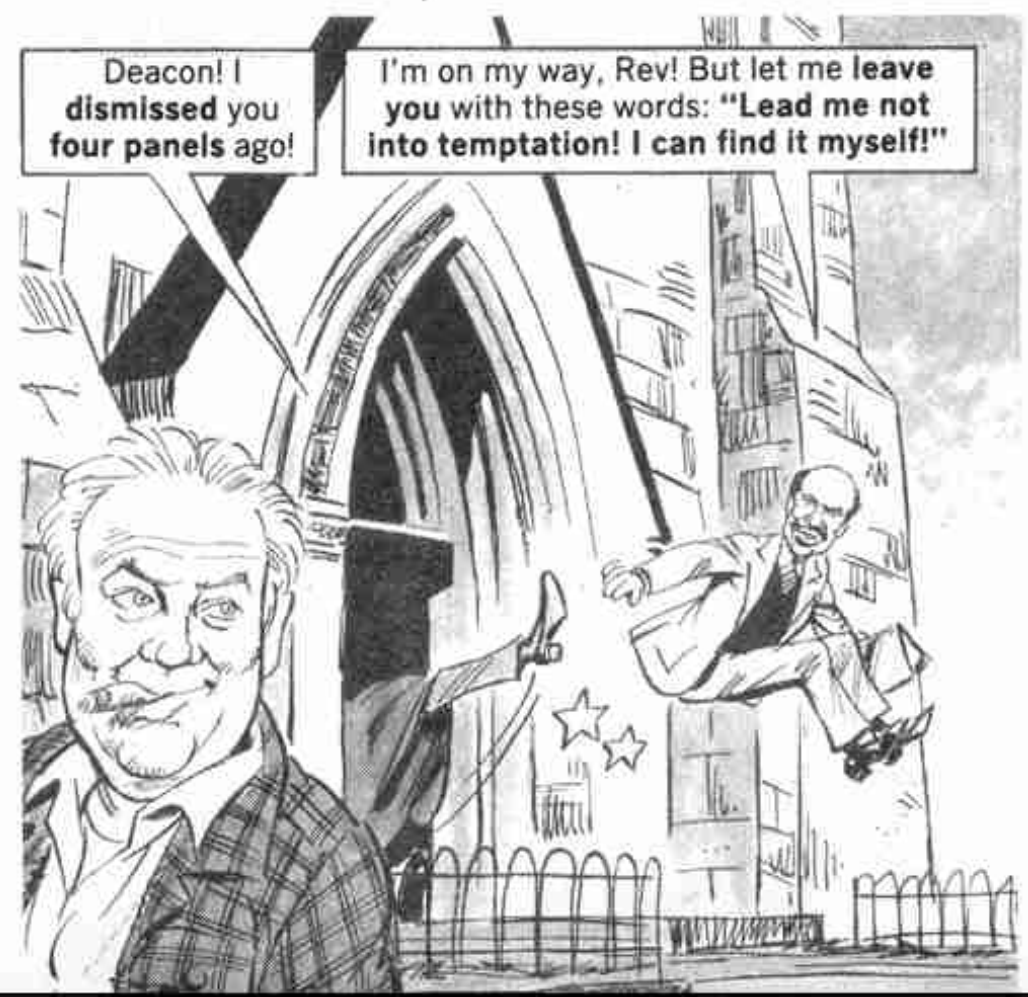
From the Lord?

No, from the **NBC Programming Department**!



He's **right**, Brothers and Sisters! They have put us on at 9:30 on Saturday nights! **Right after "Golden Girls"**! In that time period, even a **TEST PATTERN** would be a **smash hit series**!

Throw up your hands and shout **"Hallelujah!!"**



Deacon! I **dismissed** you four panels ago!

I'm on my way, Rev! But let me leave you with these words: **"Lead me not into temptation! I can find it myself!"**



Question: Can you name one thing in this whole dumb world that some schmegeggie won't collect? Take your time. La, la, la, la... Time's up! The answer is: There isn't anything! Really! Why should we lie to you? We're not your parents! Now, for many collectors there's a publication all about their specific field of interest. But not for all—and that's where this filler article comes in. You could do worse than spending the next couple of minutes carefully reading...

# THE COLLECTOR'S NEWSLETTER

FOR COLLECTORS WHO DON'T HAVE THEIR OWN NEWSLETTER

## FIRST PHOTOS OF THIS YEAR'S CONVENTION!!!



The highlight of the convention was the "Pick-Nic" held on a city garbage scow. "Lots of swell stuff" was discovered. The event will become a permanent feature of future conventions.



Ike Freemush proudly shows his famous "Bakery Number Ticket Collection" to some young admirers who specialize in "Closed, Sorry We Missed You" store window signs.



Famous Movie Memorabilia dealer "Hollywood" Helen Bonner with only a small part of her movie collection. Her model of Moe Howard's overbite was the #1 hit of the convention.



# EDITOR EDDIE ELGAR'S CORNER



Hey, fellow collectors, was that some convention or was that some convention! Notes From All Over Dept.: Did you hear about Phil Kravitz? He added some great oldies to his famous "Bus Transfers" collection.

Leave it to Hal Beals to come up with a winner. Hal, the dean of toilet paper roll inner tube collectors, spotted an early Charmin with the name spelled, "Charmen." It's worth plenty, says Hal. Just how much, he won't say.



Talking about "That Room" collectibles, Ben Wilson recently completed his set of "Toilet Seat Paper Bands from Holiday Inns throughout New England" with this prized one from the Concord, Mass. hostelry. Ben next plans to start on a set from Ramada Inns in late September.

Quiz: Who's got the most complete set of "Safeway Manager of the Week" posters in Southern California? If you guessed Lenny Haller, take a bow.

If you spot any old druggist prescriptions, send them to Dolph Costa. He collects 'em. Got 57,789 at last count.

Three cheers for Millie Seaman for stick-to-it-iveness. It took her twelve years but she finally completed her collection of "Paper Shower Slippers From Famous Spas and Health Clubs in the Midwest." Congrats Millie.



Harry Gault claims he has the largest collection of photos of "Skid Marks Made By Non-Radial Tires" in the world. Wouldn't be surprised, although Harry might want to check with Randy Wiggins who could give him a run for his money.

Want to see a beautiful set of postage cancellations from almost all of the towns in Iowa? A visit to Jeff Guano will do the trick.

Robby Crum's adding to his vast collection of "Bowling Score Sheets in Moline, Ill. Since 1967." He uses his home computer to cross reference, especially the Ladies League of International Harvester.

Talk about sentimentality: Ned Lewis and his lovely wife Adele have been saving old desk calendar appointment pages for thirty three years. But only the Thursday pages. Seems they met on that day in 1951.

Well, that about wraps it up for now. Until we meet again, this is Ed Elgar, your editor saying, "Keep Calm, Keep Cool and above all - Keep Collecting!"

# ASK ANGIE



Dear Angie: The other day my mother threw out my cherished collection of Topps Baseball Cards. I had every card in every year since 1952. What should I do? Xavier B.

**Dear Xavier B. Kill your mother.**

Dear Angie: Listen. My son Richie is a collector—if you get what I mean. Well, about a year ago, I went into his room and he wasn't there, so I didn't do nothing. But after a few months, when he didn't show up, his mother noticed he wasn't there, if you get what I mean. What I want to know, could Richie have run away from home or might he be lying under all the filthy junk his room is swimming in and be sick and need me? I mean, should I take another look inside the room or not? Huh? Aldo DeG.

**Hey Aldo! Stay out of Richie's room, whadda ya say? I mean he's a collector and needs his privacy. And if he's in there, he don't want you sticking your nose where it don't belong. If he's hurt, that's his tough curlies. Nobody likes a doting parent, Aldo.**

Dear Angie, I am desperate. My husband throws away every penny he earns on old Popsicle sticks and bags, cigarette wrappers and crushed pre-1955 autos. Our kids are starving and I'm about to enter a life of prostitution to support us. Is there anything I can do to make him see the foolishness of his ways? Doris L.

**Dear Doris L. First, don't put the rap on collecting, okay? Second, what do you look like and where you going to be, say next Thursday at about 10 P.M.? And finally, yeah, there's an organization that can help your husband. It's called Collect-a-non. It has helped a lot of guys like your husband break the compulsive collecting habit and set them on the path to normalcy. They wind up as pretty dull guys, but they stop collecting. If that's what you'd rather have, who am I to say you're wrong? It takes all kinds.**

NOTE: If you have a problem and would like some help, just Ask Angie c/o The Collectors Newsletter



# COLLECTOR'S MART

*"If you don't find it here, you don't really want it."*



## Doctor Danny Gerald Sez:

"I got just what the collector doctor ordered!"



### URINE SPECIMEN BOTTLES!

1920 to present... \$9.75 and up. Many at prices lower than those listed in Official Urine Specimen Bottle Price Guide!



### BREAST X-RAYS!

Ages: 18 - 29....\$35  
30 - 39....\$25  
40 - 49....\$20  
Over 50: Make me an offer

### GALL STONES! KIDNEY STONES!



Each perfect. Each in its own jar. Each labeled. Maybe it's someone you know!  
Gall/Kidney Stones..... \$7.50 ea.  
Grab-bag of stones..... \$65.75  
(Approx: 25 stones, assorted sizes)

### ELECTRO-CARDIOGRAPH READOUTS



Normal heart beat....\$2.50  
Arythmic heart beat . \$4.50  
Cardiac arrest beat ... \$7.75

Call "Doctor" Danny today with your wants. My service will get your message to me.

## THE COLLECTOR'S OUTLET

Our Motto: "We Never Sell Crap"

### Complete Collection Of Dry Cleaning Instruction Tags

Wool: cotton; silk; rayon; wool/polyester; cotton/poly; silk/poly; Jackets! Dresses! Slacks! All tags guaranteed to be original - no reproductions. \$1.50 and up. A steal!

### Photos Of H & R Block Accountants

Some autographed, some B/W, most color. All suitable for framing. Mint condition. \$75 per set.

### Shoemaker's Tickets From All Over

Full heels/full soles/ 1/2 heels/ 1/2 soles/ taps/ tips/ dying etc. Special starter set offer!! 1 of each kind (13 in all) \$7.50. Makes great Christmas, Birthday or Graduation gift.

### Take-out Menus From Chinese Restaurants

All from Tacoma, Washington. Mostly dinner menus, some luncheon, some Businessman's Specials. Cantonese, Szechuan, Mandarin. Some printed, most Xeroxed. Send for price list.

### Return Date Cards From Jackets Of Library Books

From NY Public Library, Boston, Phila, Detroit and many more. Which city's return date card are you looking for? Send list of "wants". If we don't have it, we can arrange to get it for you.

**SPECIAL** Complete blocks of Publishers Clearing House Stamps from 1975 to Present. \$9.75 per set.



## SOL THE SPORTSMAN

EVERYTHING FOR THE SPORTS COLLECTOR AND MORE, BELIEVE ME, INCORPORATED

### WOW! WOW! WOW!

Look what Sol has for you! Resin Bags signed by Groundskeepers in all the Major League Ball Parks. How much? Make me an offer I can't refuse. (Anything under \$25, I can refuse).

### LOOK! LOOK! LOOK!

These have nothing to do with Sports, but they're collector's items anyway. How would you like a complete set of Mid East Cease Fire Agreements? I got 'em. 1,568 in all. Copies in Arabic and Hebrew, some with Henry Kissinger's signature—whatever he is.

### HEY! HEY! HEY!

Autographed Photos of Pro Wrestling Managers and Referees. Freddie Blassie, Capt. Lou Albano and all your favorite Managers are here. Johnny "Red Shoes" Dugan leads the list of name Referees. Complete set of Managers: \$45. Referees: \$35.

### AM I KIDDING? NO SIREE!!!

Wait till you hear what Sol's got for you. Unedited tapes of interviews with your favorite Roller Derby Stars. See and hear the tough guys challenging each other. Each tape runs two hours (\$35) or order The Best of Roller Derby Interviews (\$45).



# LEGENDARY PIZ

Pythagoras Slices a Circle into Pi...

3.14159265 = PIZZA!  
YUMMY!

Ponce De Leon searching for the Pizza of Youth...

TOO  
DOUGHY,  
NEEDS  
AGING!

King Arthur and the Knights of the Round Pizza...

WAIT  
FOR HIS  
MAJESTY,  
IDIOT!

William Tell splits a Pizza...

IT WOULD  
HAVE TO BE  
A PIE WITH  
EVERYTHING!



# PIZZA EVENTS through history

Excalibur and the Stale Pizza...

Sir Isaac Newton ponders the Twelfth Centrifugal Pizza Law...

Hmm, THE *SUM* OF THE *HOLE* IS EQUAL TO... NO, THAT WOULD BE A *BAGEL*! Hmm, A *WAD* IN *MOTION* TENDS...



ARTIST AND WRITER: PAUL PIZZA PORGES

MAMMA MIA! ANYBODY WHO CAN REMOVE *THIS SWORD* DESERVES TO BE KING!



The Sighting of the First UFP (Unidentified Flying Pizza)...

I HOPE WE HAVE A CLOSE ENCOUNTER OF THE *CHEESE* KIND!



Custer's First Stand...

TWO *REGULAR*, ONE WITH *BUFFALO*!





*This article can be read by the poor...by the rich! It can be read on a train...in a limo! Yes, you can even read this article aboard the Concorde! It's about copywriters who make the most mundane thing seem like an earth shattering experience! Just like this intro!! Here is*

# FEATU ADI

**Now There's A Portable Ignition System Small  
Enough To Be Carried In Your Pocket Or Purse!**

## **THE DIAMOND COMPANY'S... BOOK OF MATCHES\***

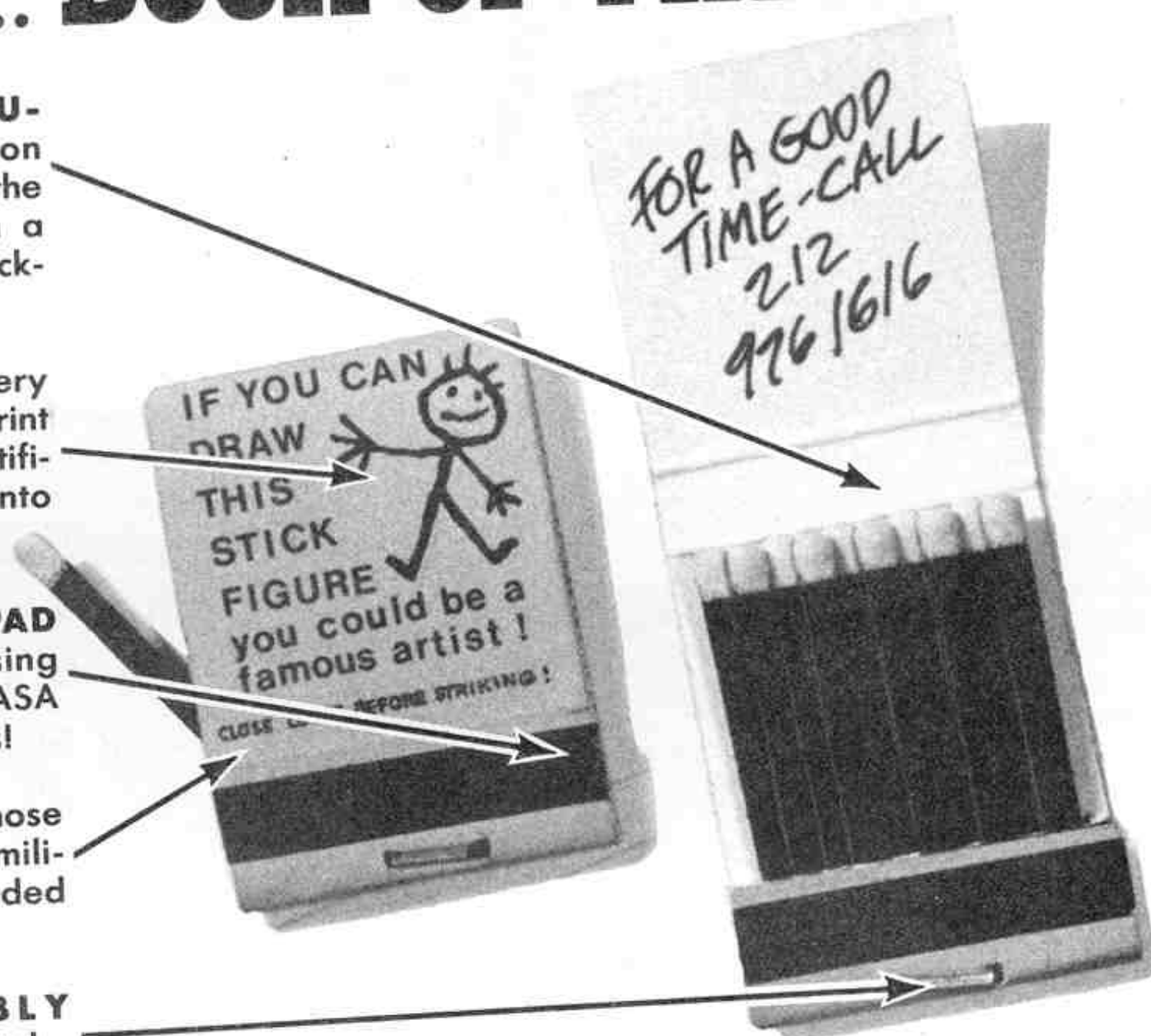
**CHEMICALLY FORMU-  
LATED TIP** makes ignition  
take place precisely at the  
moment YOU want with a  
flick against the new quick-  
lite strip!

**HEAVY DUTY PAPER** very  
much like that used to print  
stock, bond and gold certifi-  
cates binds each match into  
the handsome carrier!

**BUILT-IN IGNITION PAD**  
creates combustion, using  
the same technique NASA  
utilizes to launch rockets!

**WARNING SIGN** like those  
posted at prestigious mili-  
tary installations, is included  
for additional safety!

**RUGGED ASSEMBLY**  
comes with a tough metal—  
not a cheap plastic—staple  
to hold the entire system to-  
gether!



**NO FUEL! NO WIRES! NO BATTERIES!  
COMPLETELY PORTABLE & SELF-CONTAINED!**

**Use It To Warm 200-Year-Old Cognac! To Light Up That \$100  
Cigar! Even To Light A Fire To Cook Life-Saving Meals On!**

**AVAILABLE WHEREVER CIGARETTES ARE SOLD**

**\*Enlarged slightly to show details**



# WIRE-BY-FEATURE VERTISING

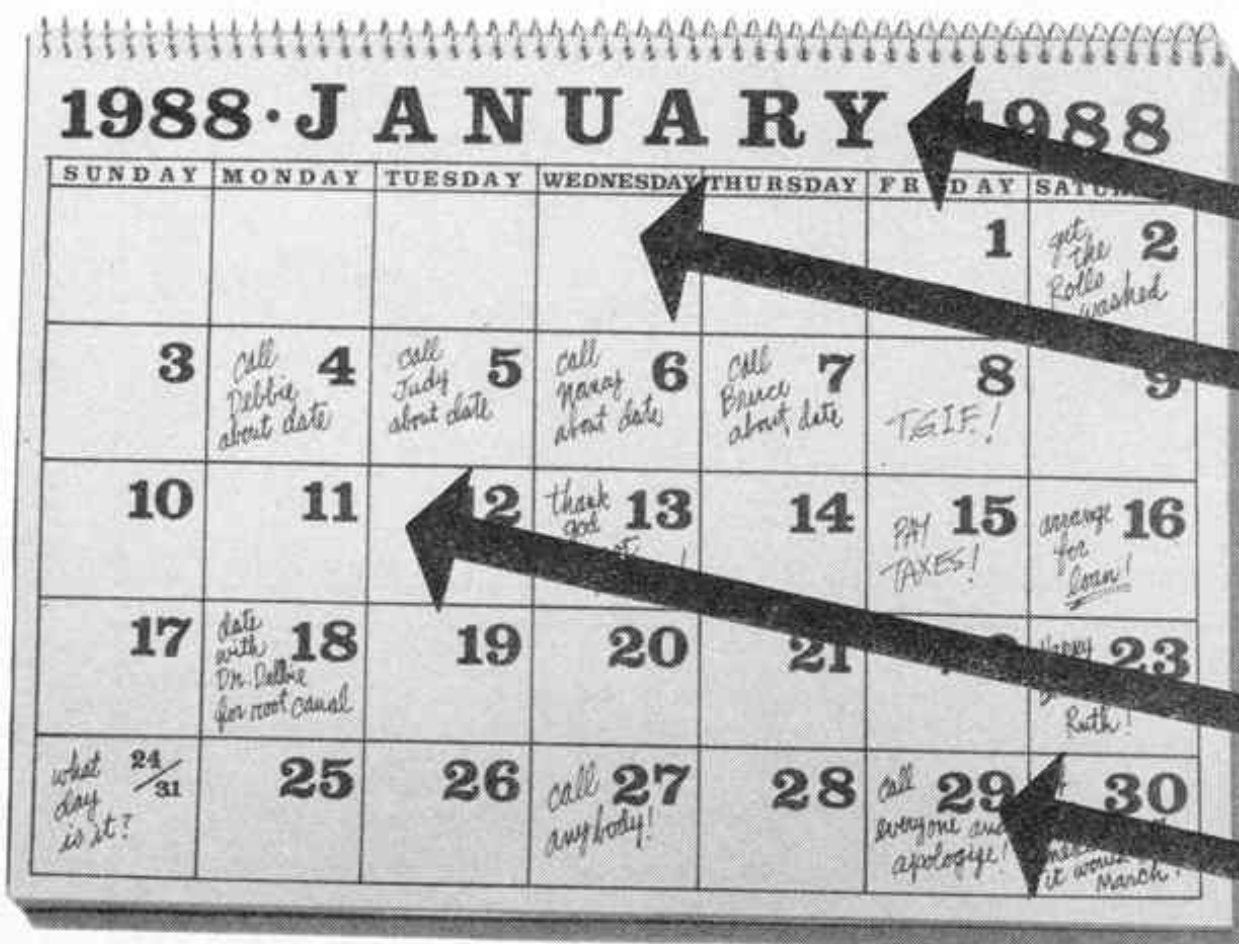
ARTIST: BOB CLARKE

WRITER: DICK DEBARTOLO

HERE  
IT IS!

## THE ACME CALENDAR

WRITE IN A DATE WITH MADONNA OR SPRINGSTEEN! WRITE IN A TRIP TO EUROPE!  
WRITE IN A DATE FOR AN EXPENSIVE DINNER!



**THE CHAIRMAN OF GENERAL MOTORS** couldn't run his business effectively unless he knew what day it was. Why not give yourself the very same advantage?

**EVERY MONTH OF THE YEAR INCLUDED!** Three for the winter, three for the spring, three for the summer and yes, even three for the fall!

**DAYS OF THE WEEK** are sensibly arranged in the way you've come to know by heart—Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday too!

**SAY GOOD-BYE TO SILLY POEMS!** Know for yourself which months have 30 days and which have 31. All this hard work has been done for you!

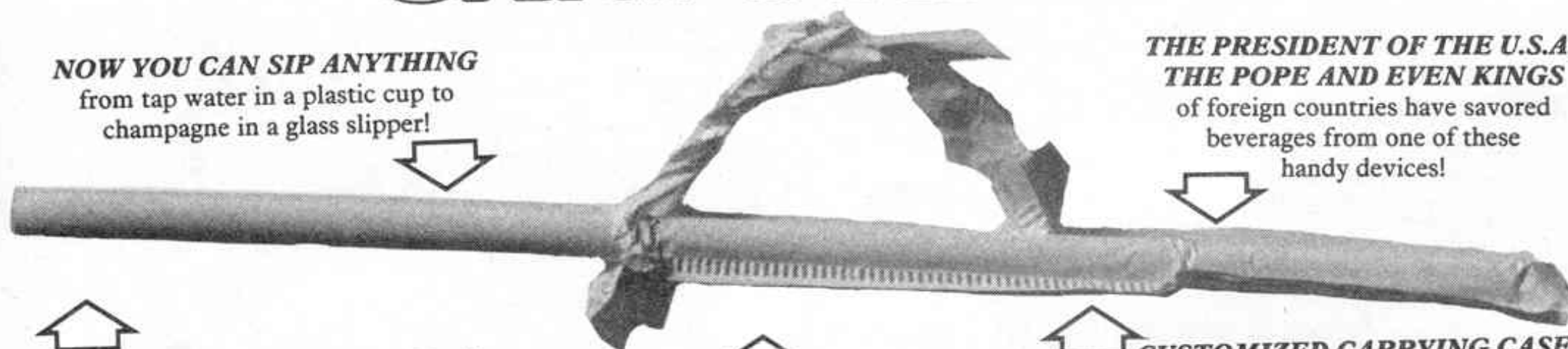
**NO MORE CONFUSION!** Get the day, week and month right every time with consecutively numbered dates!

**FILL IN AS MANY DATES AS YOU WANT!** Be a social whirl and fill in all 365 days with something to do. Or just be a homebody and fill in one or two a month. This calendar lets you decide how to run your life!

## IT'S HERE! THE ULTIMATE SANITARY DRINKING DEVICE... SANI-STRAW!

**NOW YOU CAN SIP ANYTHING**  
from tap water in a plastic cup to  
champagne in a glass slipper!

**THE PRESIDENT OF THE U.S.A.,  
THE POPE AND EVEN KINGS**  
of foreign countries have savored  
beverages from one of these  
handy devices!



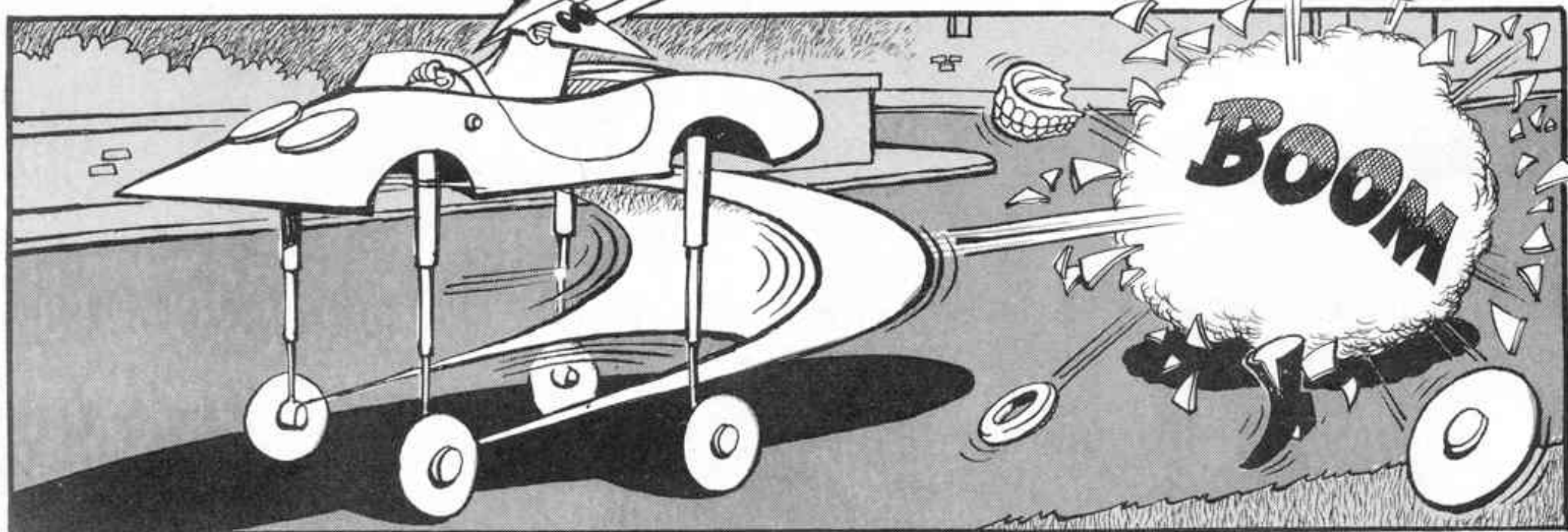
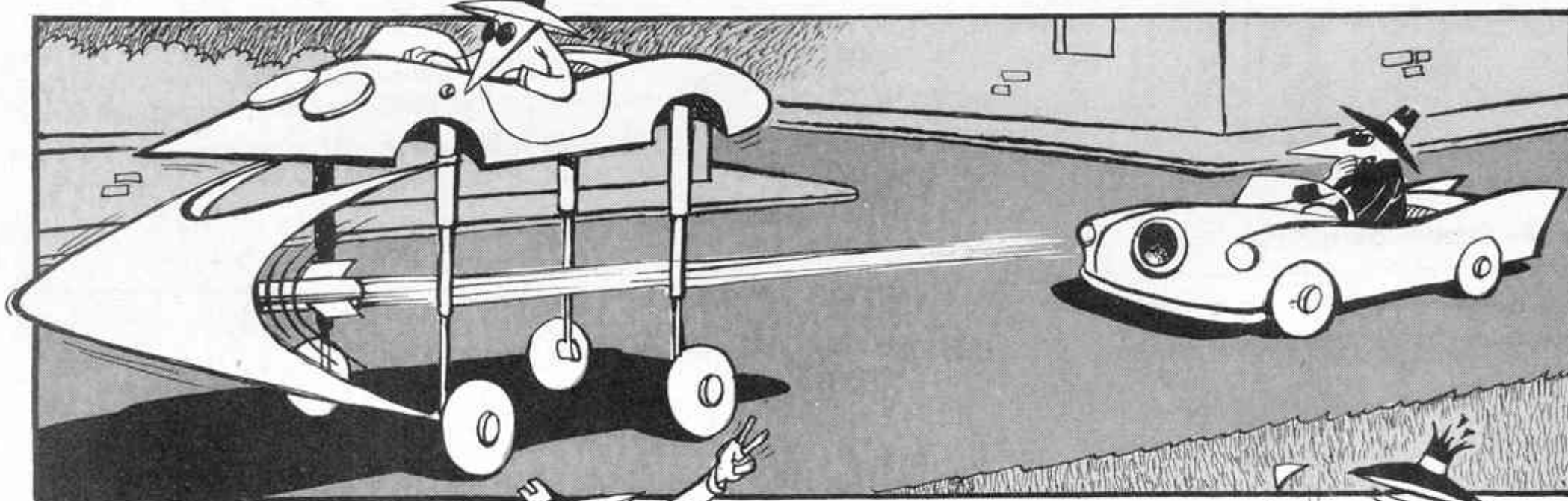
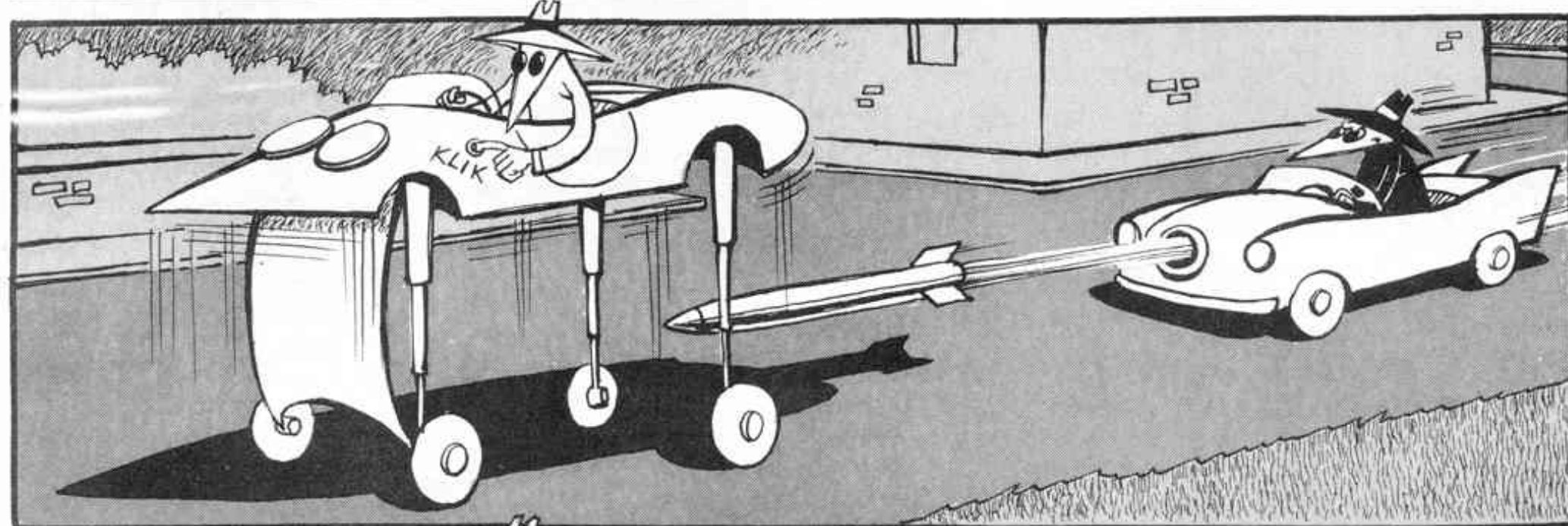
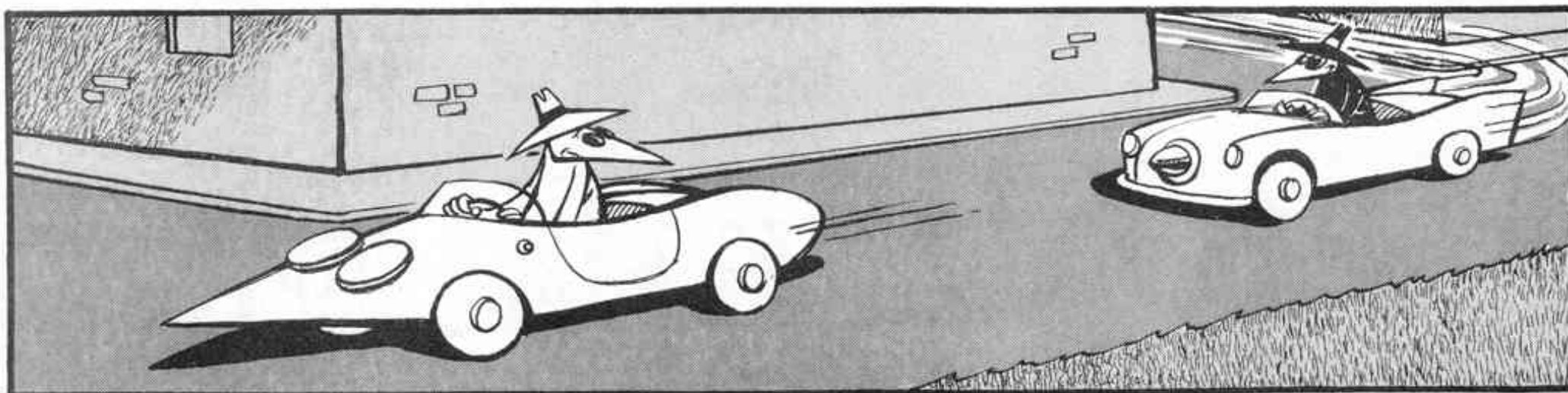
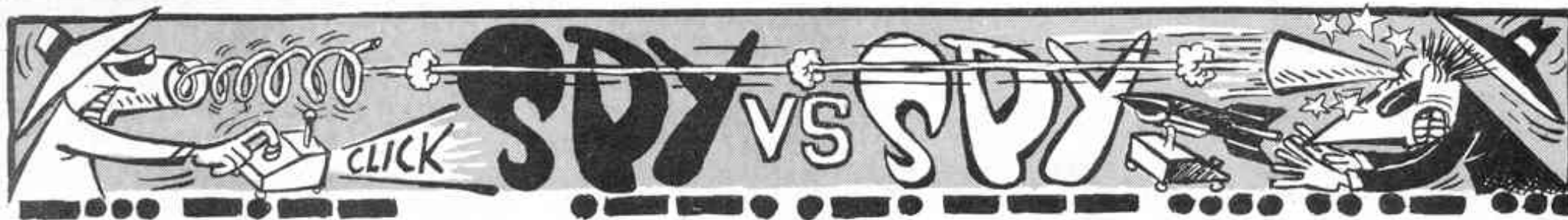
**SPECIAL ROUNDED EDGE** will  
never catch on your mouth! Whether  
you have large pouty lips or pencil thin  
lips, Sani-straw molds itself to your  
personal contours!

**LIGHTWEIGHT PLASTIC**, the  
very kind important switches and  
buttons found on 747's and fighter  
planes are often made from, is used for  
strength and durability.

**CUSTOMIZED CARRYING CASE**  
included with each purchase, every  
one fitted like the finest glove.

**ONE SIZE FITS ALL!**

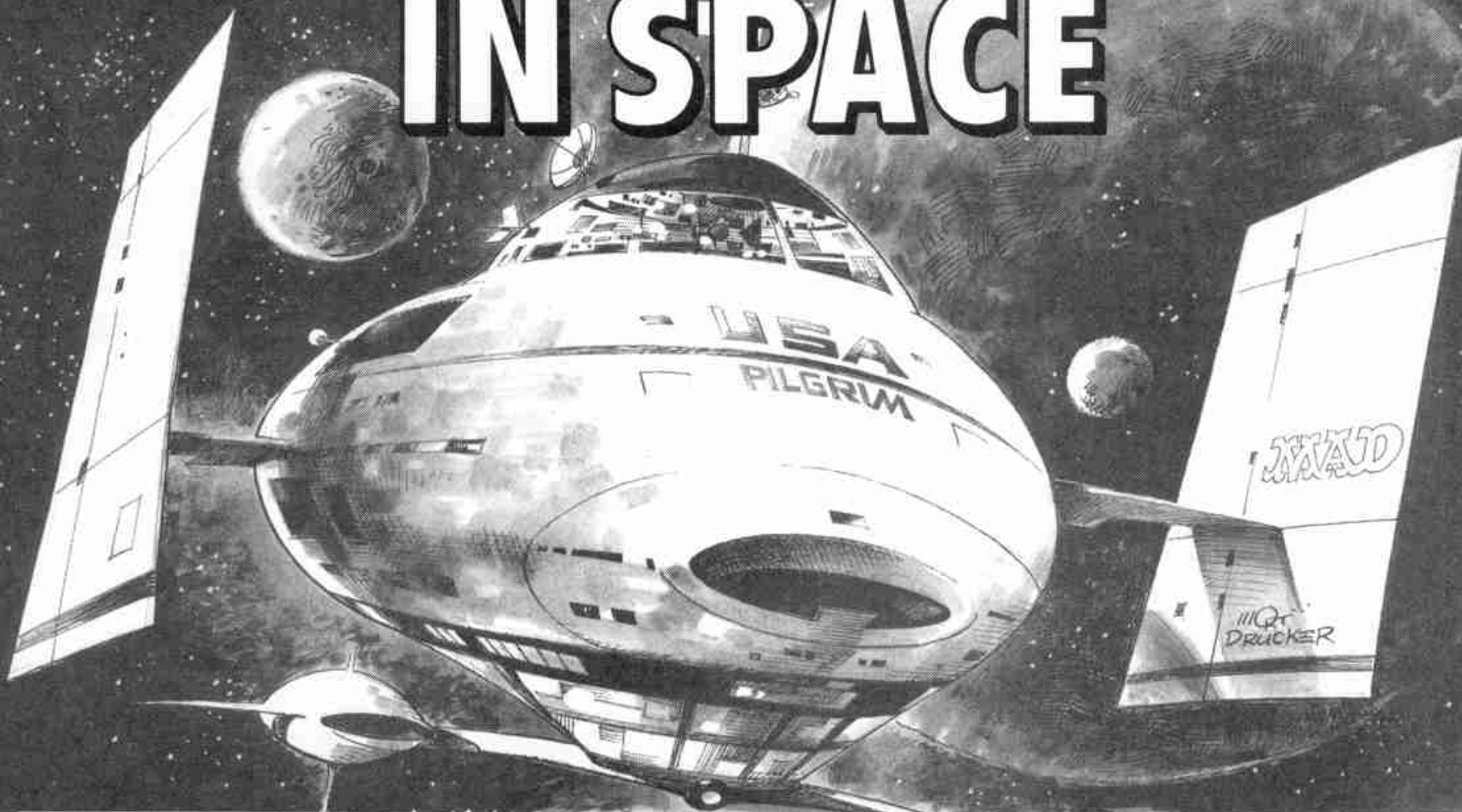






When Neil Armstrong became the first person to walk on the moon he uttered the words "That's one small step for man, one giant leap for mankind," and gave man dignity in space. Unfortunately, as space travel becomes more and more common, we can't expect other earthlings to do likewise. In fact, there are some people who, if given the chance, are bound to embarrass all of humanity up there. Of course, we're talking about what's going to happen when there are...

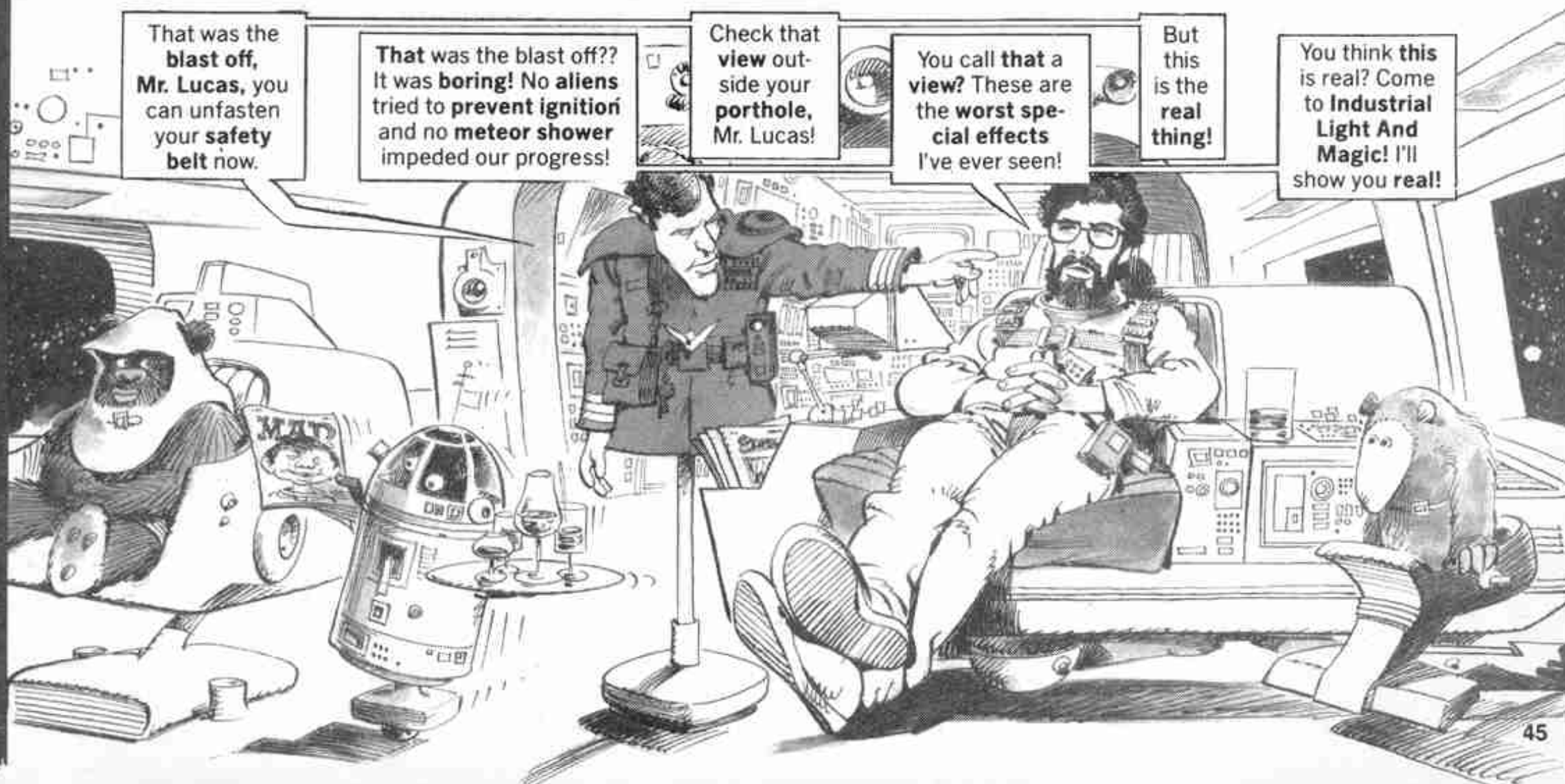
# CELEBRITIES IN SPACE



ARTIST: MORT DRUCKER

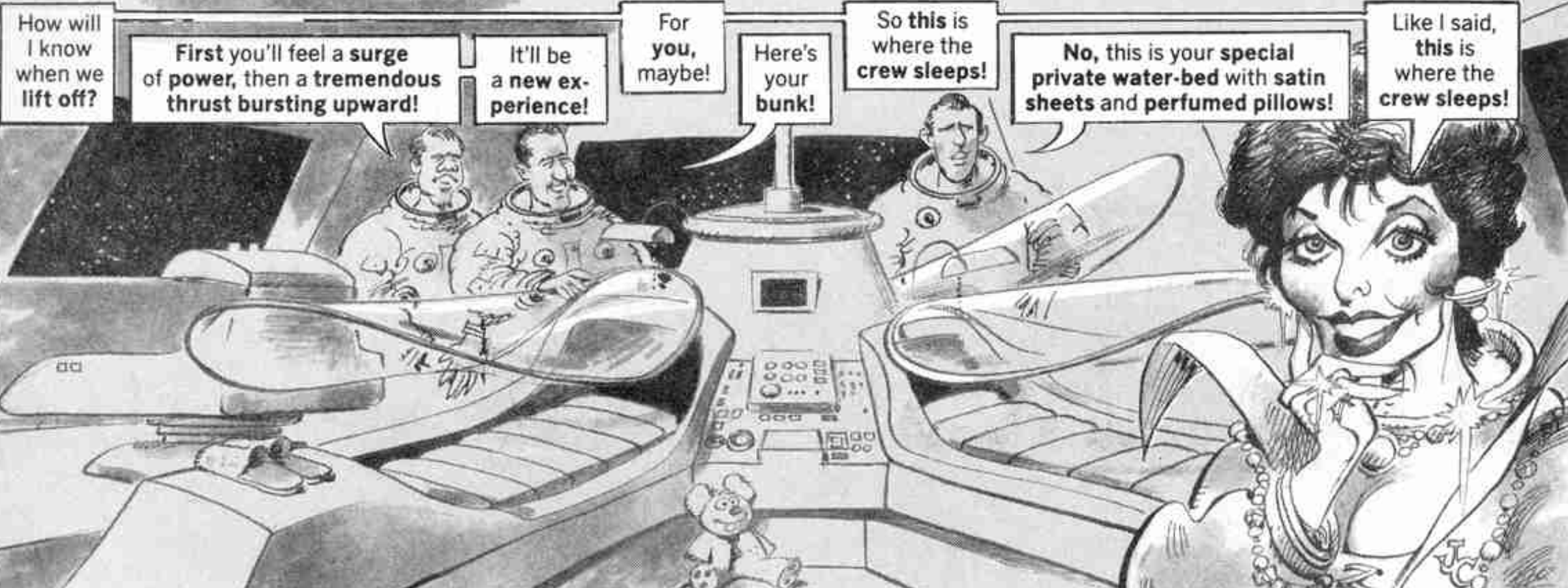
WRITER: FRANK JACOBS

## GEORGE LUCAS





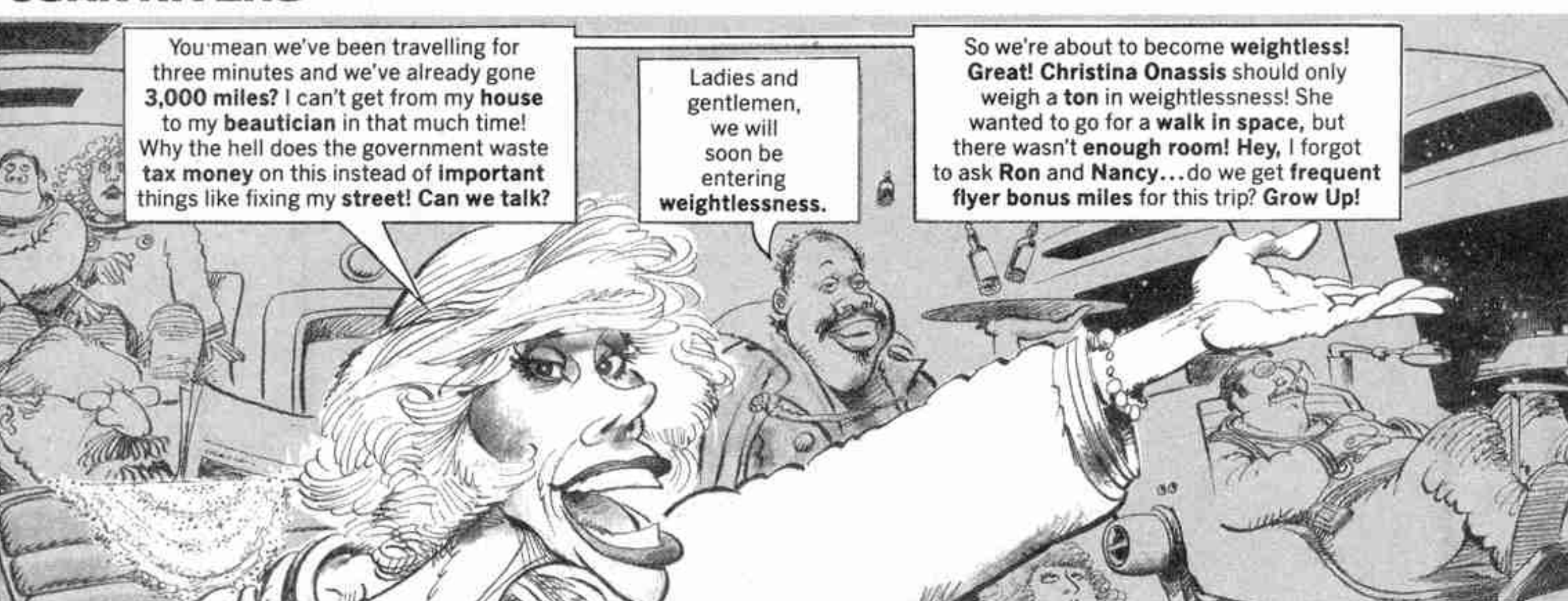
## JOAN COLLINS



## "WEIRD AL" YANCOVIC



## JOAN RIVERS

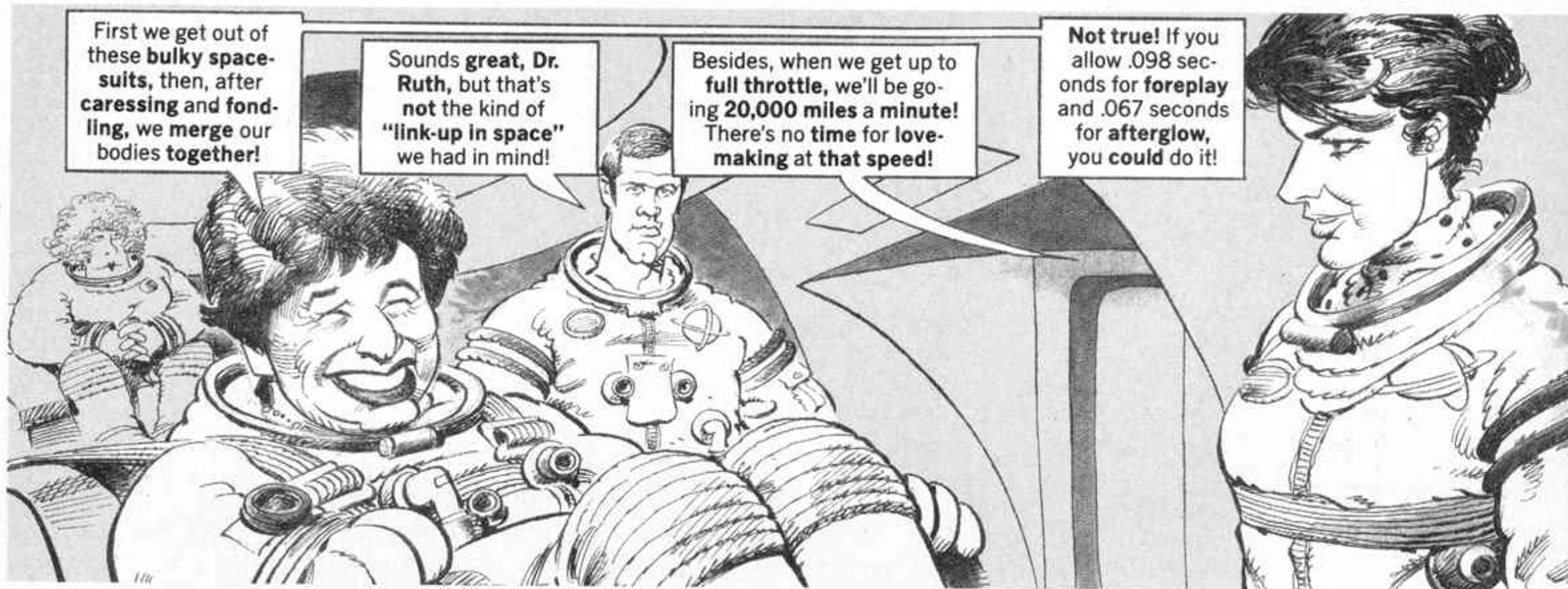




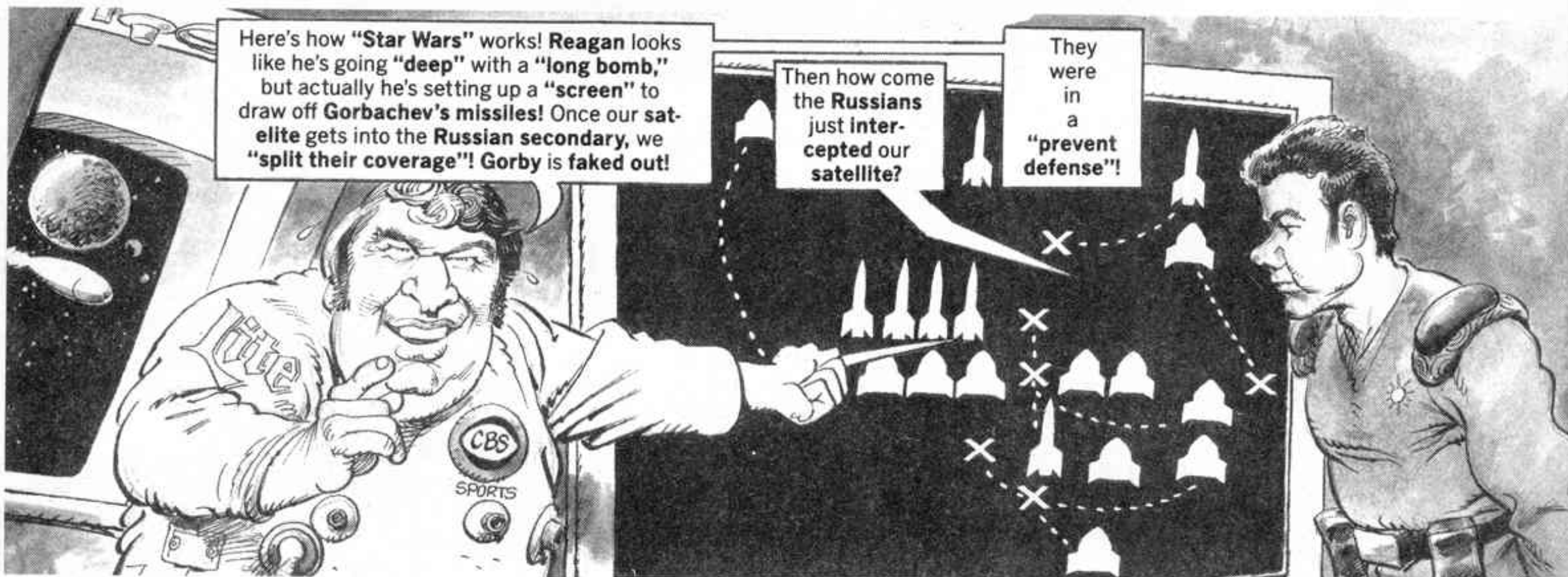
## DAVID LETTERMAN



## DR. RUTH WESTHEIMER

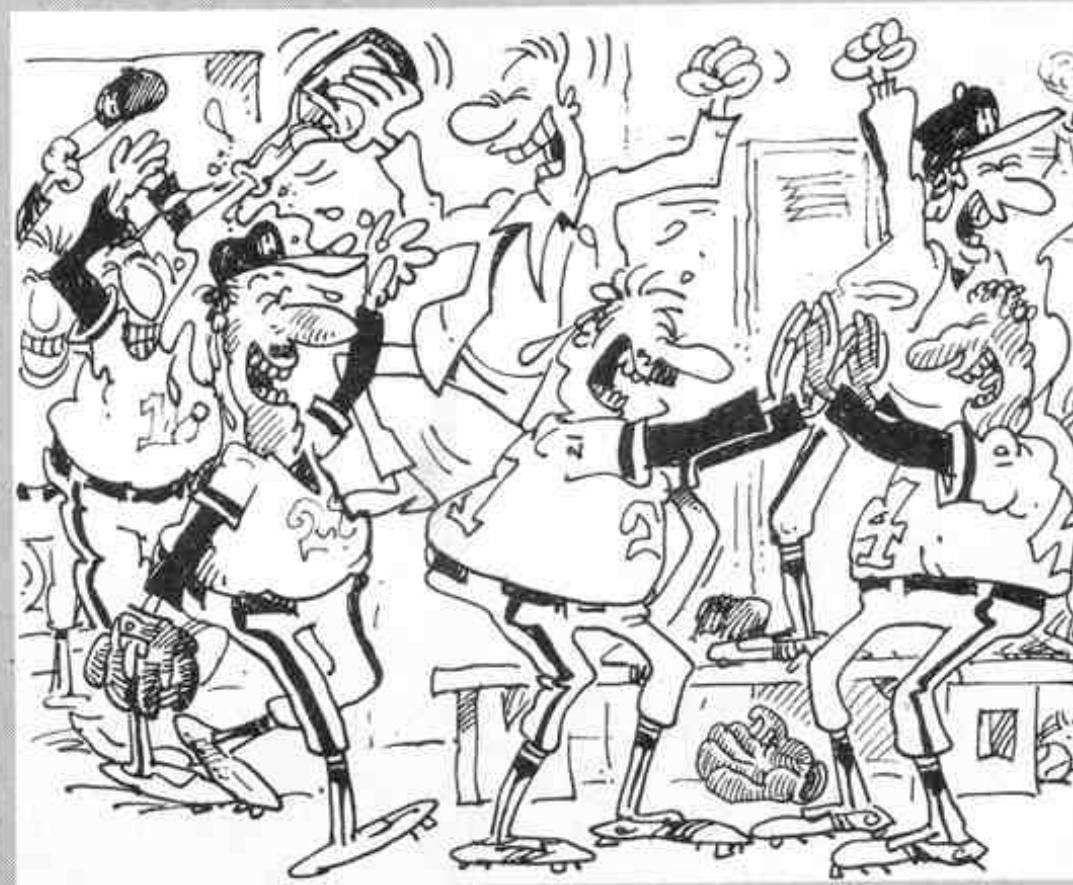


## JOHN MADDEN





# MAD BASEBALL WORLD CHAMPS!



## OPENING DAY—THE FOLLOWING SEASON...



ARAGONES 87



**HOW IS THE  
ADMINISTRATION  
ENCOURAGING  
NEW HOUSING  
DESIGNS?**

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

Government policies affect housing. To find out how this administration is influencing housing design, fold page in as shown in diagram on right.



**FOLD PAGE OVER LIKE THIS!**

**A▶**

**FOLD THIS SECTION OVER LEFT**

**◀B FOLD BACK SO "A" MEETS "B"**



**THE ADMINISTRATION IS UNAFFECTED BY  
NEGATIVE CRITICISM ON HOW IT GOES ABOUT SELECTING  
THE HOUSING DESIGNS IT FAVORS. IT SUPPORTS TIMELESS  
WELL PROVEN IDEAS FROM THE PAST.**

**A▶**

**◀B**



**MAD**

# MONOPOLY

**CARDS FOR THE 1980'S**

*Chance*

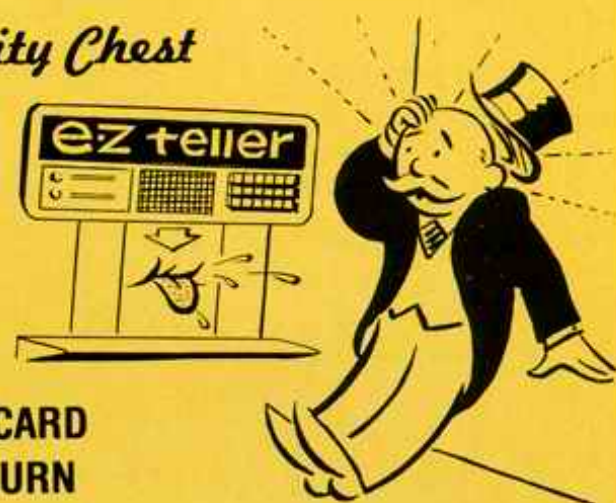
WIN A FREE TRIP FROM  
A TIME-SHARING RESORT



**PAY \$500**

*Community Chest*

THE BANK  
MACHINE  
SWALLOWS  
YOUR CASH CARD  
LOSE NEXT TURN



*Community Chest*

YOU HAVE WON A  
BEAUTY CONTEST  
SELL YOUR NUDE PHOTOS  
TO AN ADULT MAGAZINE



**COLLECT \$50,000**

*Chance*

BUY  
LOTTERY  
TICKETS

**LOSE \$5**



*Chance*

Get Turned Down  
At the Door of  
**THE HARD  
ROCK CAFE**

**Go Back Three Spaces**



*Community Chest*

Place a Personal Ad.  
Go on two Dates.  
Change your Phone  
Number.

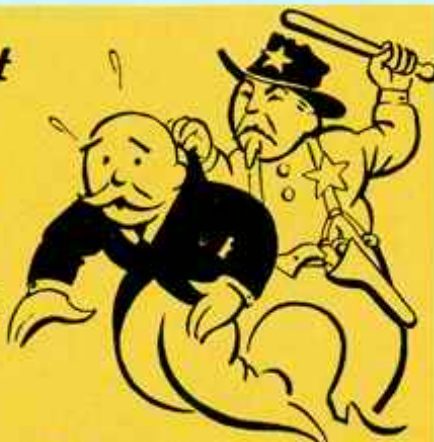
**PAY \$95**



*Community Chest*

GET CAUGHT READING  
A COPY OF  
PENTHOUSE MAGAZINE  
IN NORTH CAROLINA

**GO TO JAIL**    **Go Directly to Jail**



*Chance*

**ADVANCE TOKEN  
TO BROADWALK**

PLAY SLOT MACHINES  
AT THE GOLDEN NUGGET

**LOSE \$300**

