

**THREE MEN
AND A BABY**

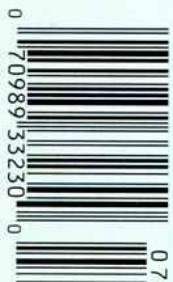
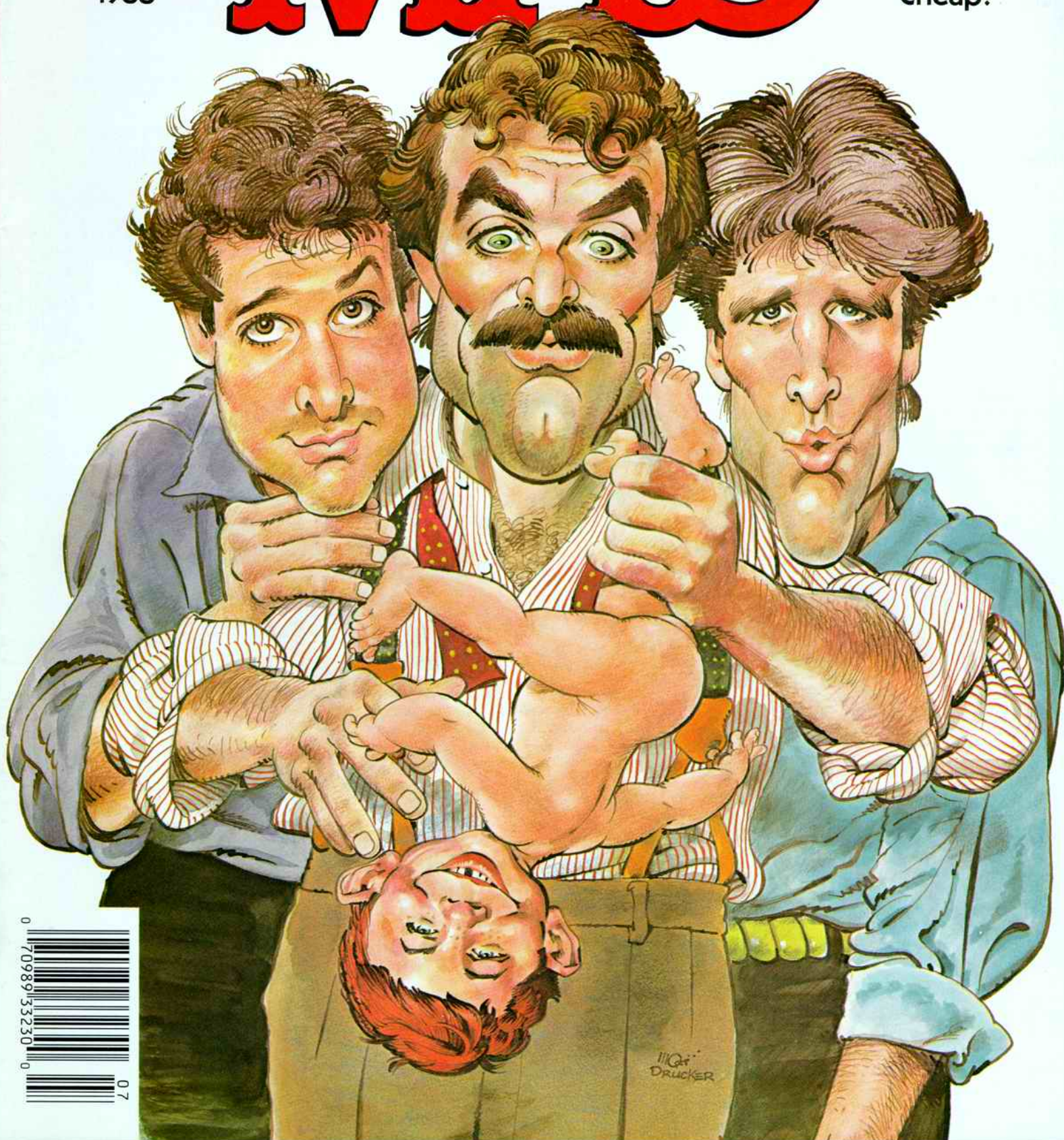
**BEAUTY AND
THE BEAST**

**BROADCAST
NEWS**

No.
280
July
1988

MAD^{IND}

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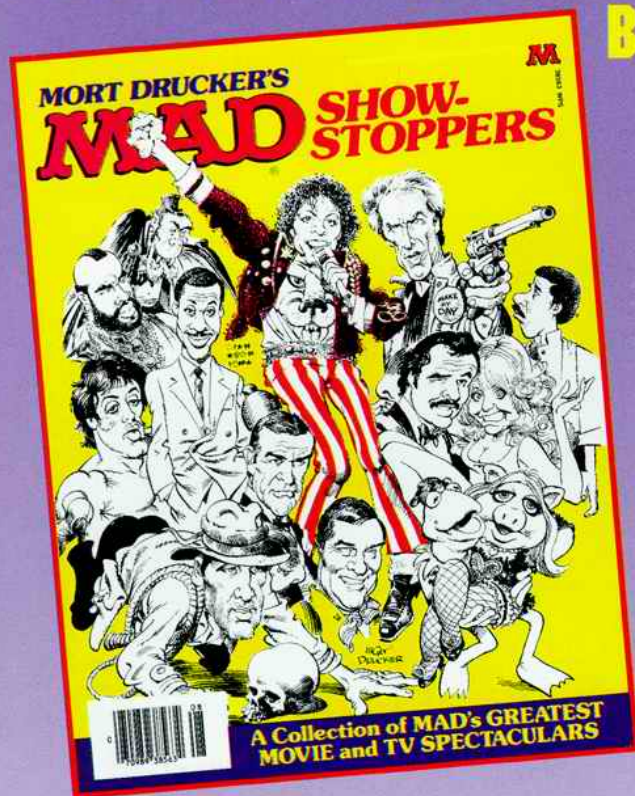


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MAD

"A lawyer is someone who writes a 30-page document and calls it a brief!"
— Alfred E. Neuman

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LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

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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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FRONT COVER ARTIST: MORT DRUCKER BACK COVER WRITERS: JOE RAIOLA AND CHARLIE KADAU

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RUNNING OUT OF TOM

I see that your Production guy, Tom Nozkowski, is mentioned in "Quick Recoveries for Embarrassing Situations" in issue 278. But your official disclaimer always states "The names of characters used in all MAD fiction and semi-fiction are *fictitious*." Apparently, you broke your own rule, or Tom Nozkowski isn't real!

Andy Gorzalski
Milwaukee, WI

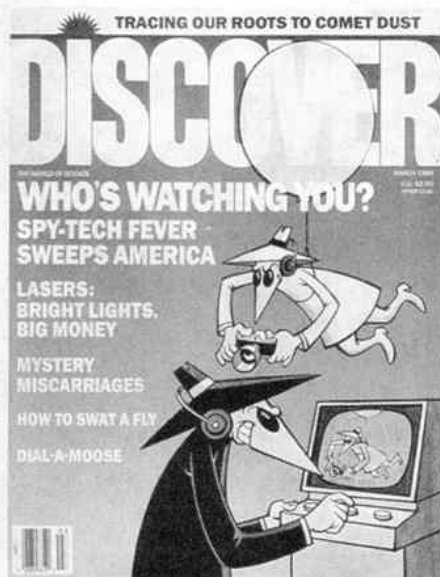
Whether or not Tom Nozkowski is real is a hotly debated question rivaled only by "Which came first, the puppy or the egg?" We believe this question is best left to scientists and theologians.—Ed.

PARDON OUR PARDON

I was infuriated when I read your vicious article "The Official MAD Pardon of Ronald Reagan." I am very disappointed in you for printing such trashy propaganda and resent your spiteful treatment of President Ronald Reagan. As a personal friend of Ronnie, I can vouch for his superior leadership skills, judgement, patriotism and sound moral character.

Robert Wind
#D-20111
Folsom State Prison
Represa, CA

SPY MAGAZINE?



Those Spys, MAD's own ebony and ivory espionage agents, recently made a guest appearance on the cover of the March, 1988 edition of Discover magazine. Fa fa fa!



"SPORTS TITILLATED"

I used to have a swimsuit just like the one on your "Sports Titillated" model, but after I saw your fakeout cover, I burned it!

Katy Mance
New Windsor, NY

Does this mean you now swim in the nude??
Oooh! Fa fa FA!—Ed.

MORON MAIL

I hereby challange you fools to print a letter from a small, worthless town in North Dakota.

Steve Gaub
Bowman, ND

We're familiar with the town of Bowman, ND and think it's a lovely town! Obviously your letter has a typo, and what you really want us to print is a letter from a small worthless clown in North Dakota, which we just did!—Ed.

STATEMENT OF OWNERSHIP, MISMANAGEMENT AND BAD CIRCULATION (Required by section 39, part 41, sub-heading 78, which specifically states that this filing is not required.) **1A.** Title of Publication: MAD. (We wanted some other funny title like U.S. News & World Report, but someone beat us to it.) **2.** Date of filing: We file A to K on Mondays, L to Z on Thursdays and our nails on Fridays. **3.** Frequency: 105.5 FM, 98.6 AM. **3a.** Number of issues published annually: same as number of issues published yearly. **3b.** Annual subscription price: cheap. **4.** Complete mailing address: 485 Madison Avenue, New York City, NY 10022. **4a.** Incomplete mailing address: 4 Mad A, NY 022. **5.** Full name of publisher: William Mildred Farnsworth Higgenbottom Gaines, IX. **6.** Editors: Names withheld by request. **7.** General Manager: Billy Martin (recently fired). **8.** Owner: Warner Communications, but don't ask them; they'll deny it! **9.** Known bond holders: unknown. **10.** Known mortgage holders: most American homeowners.

11.

EXTENT AND NATURE OF CIRCULATION	AVERAGE NUMBERS	OFFICIAL ARBITRARY NUMBERS
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E. TOTAL PAID CIRCULATION	767,908	6-12
F. TOTAL PAID CIRCULATION WITH CHECKS THAT DIDN'T BOUNCE	349,239	1,492
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K. TOTAL: What you get by adding the columns:	1,666,007 (rough guess; we didn't have a calculator)	1,666,007

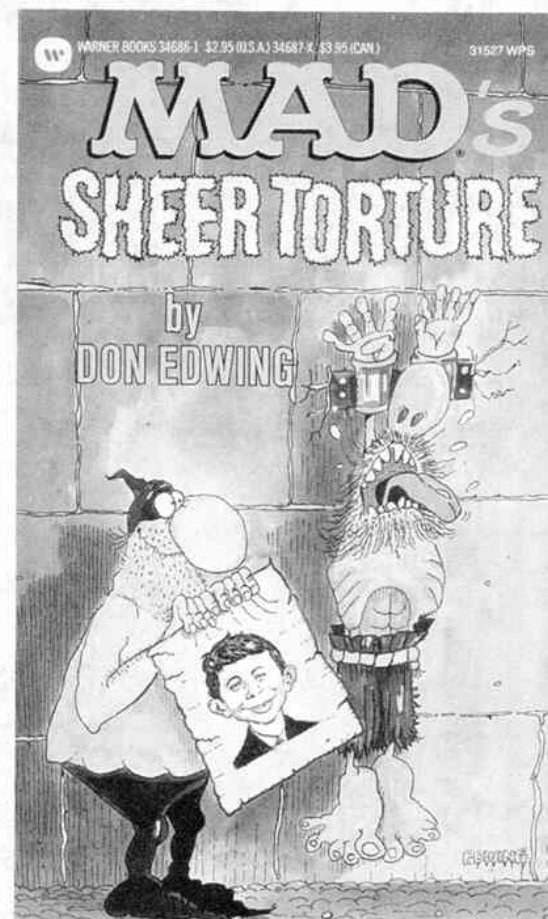
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The AGONY and the ECCH-STASY



A painstaking collection of cruel and unusual finishment!

Beat it down to your bookstore for...

SHEER TORTURE
(Make it your laugh request!)



IFS, ANDS AND BUTTS DEPT.

If you think the Surgeon General's Warning printed on cigarette packages still only says "Smoking May Be Hazardous To Your Health," think again! That line's as outdated as a 50¢ pack of menthols. Smoking hasn't gotten safer—ha!—just the opposite. These days it's so hazardous that just one warning isn't enough! That's why the Surgeon

NEW CIGARETTE WARNING LA

SURGEON GENERAL'S WARNING:
Stopping Smoking Now Greatly Increases The Need For Tobacco
Farm Subsidies. What'll It Be, Clean Lungs Or Lower Taxes?

SURGEON GENERAL'S WARNING:
Since Cigarette Smoke Contains Carbon Monoxide, You Could Probably
Save Lots Of Money By Sucking On Your Car's Exhaust Pipe.

**SURGEON GENERAL'S
WARNING:**
Athlete's Foot Is About The Only
Thing You Can't Catch From Smoking.

SURGEON GENERAL'S WARNING: Smoking By Fetuses
May Result In Injury To Pregnant Women.

General introduced a series of new, harsher warnings (some of which you may have already seen) to be placed on all cigarette packs. Of course, the tobacco companies would prefer you not even think about this, but we at Mad care! Remember, if you must get a bad taste in your mouth, you don't have to smoke—you just have to read...

ABELS YOU MAY HAVE MISSED

PHOTOGRAPHER: IRVING SCHILD

IDEA: ANNE GAINES

WRITERS: JOE RAIOLA & CHARLIE KADAU



SURGEON GENERAL'S WARNING:
Contrary To Popular Belief, You Cannot
Determine The Age Of A Smoker By Counting
The Layers Of Nicotine Stains On His Fingers.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer,
Emphysema, Arteriosclerosis, Heart Disease, Tuberculosis,
Black Lung, Asthma, Tumors, (list continued on next pack)

SURGEON GENERAL'S WARNING:
People Who Walk Around With Cigarettes
Behind Their Ears Look Like Schmucks.

SURGEON GENERAL'S WARNING:
Smoking In A Crowded Restaurant Greatly Increases
Your Chances Of Getting Soup Poured On Your Head.

A Mad Peek Behind A HIGH SCHOOL PROM

I want you back here at precisely 10 p.m. to take us to the Chez Paris Café, and then the Nightlife Dance Club at midnight!

Yes, sir!

Bill's chauffeur is pretty good at taking orders!

He's had lots of experience! That's Bill's father!

Boy, I feel kind of nervous, but Ed looks so at ease and comfortable.

He should! This is his third prom! He's been left back the last two years!

Hey, I snuck in a whole six-pack of beer!

Great! How'd you do that?

I drank it outside!

Say, didn't I already take your picture 15 minutes ago?

Yes, but Frank and I just broke up! Now I'm going steady with Bill!

What a night! My gown is uncomfortable, the food stinks, my date is a wimp and the music sucks!

Why didn't you just stay home?

And miss my prom? Are you kidding? This is the happiest night of my life!

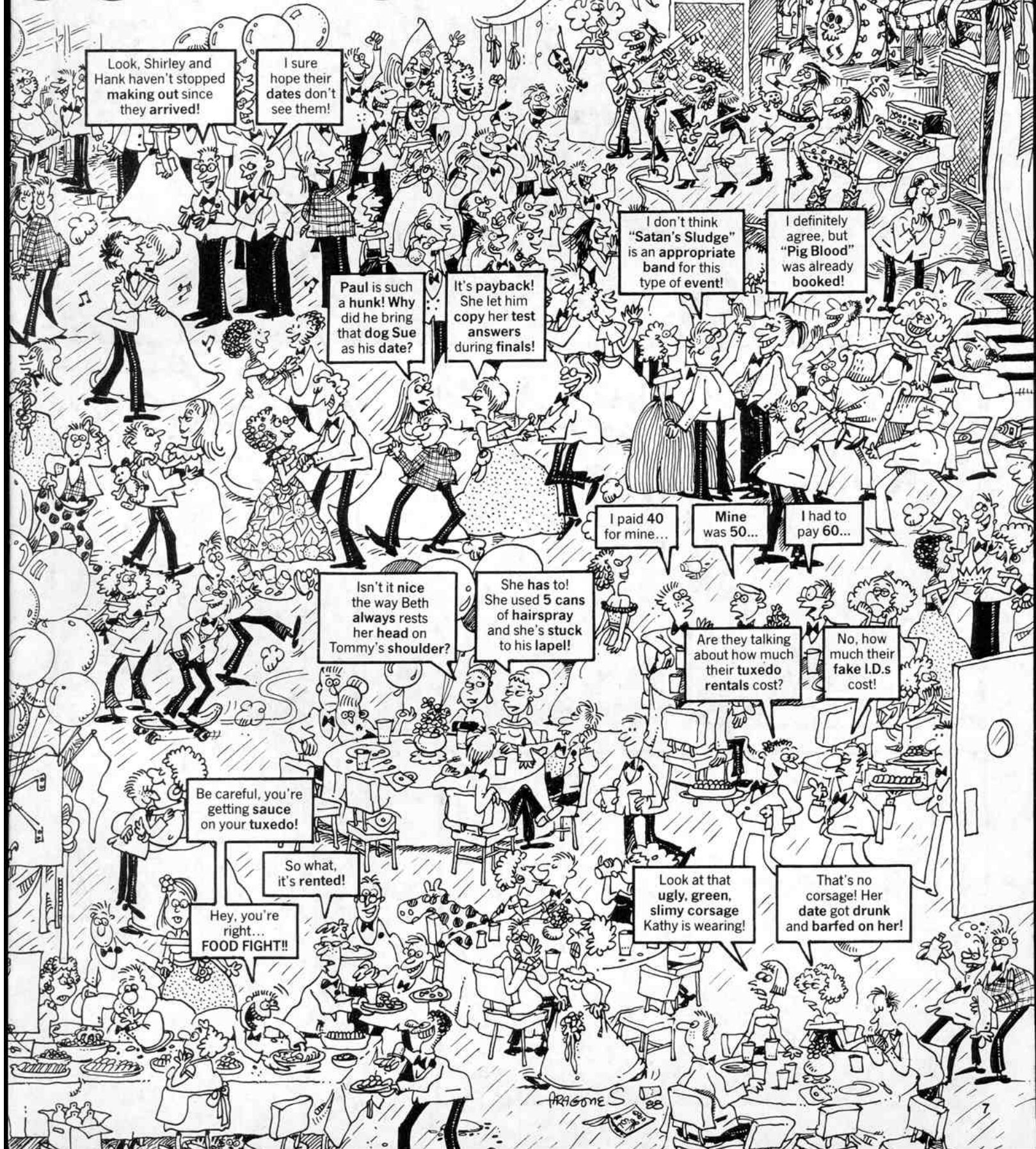
Wow, I am so drunk!

Me, too! I'm totally wasted!

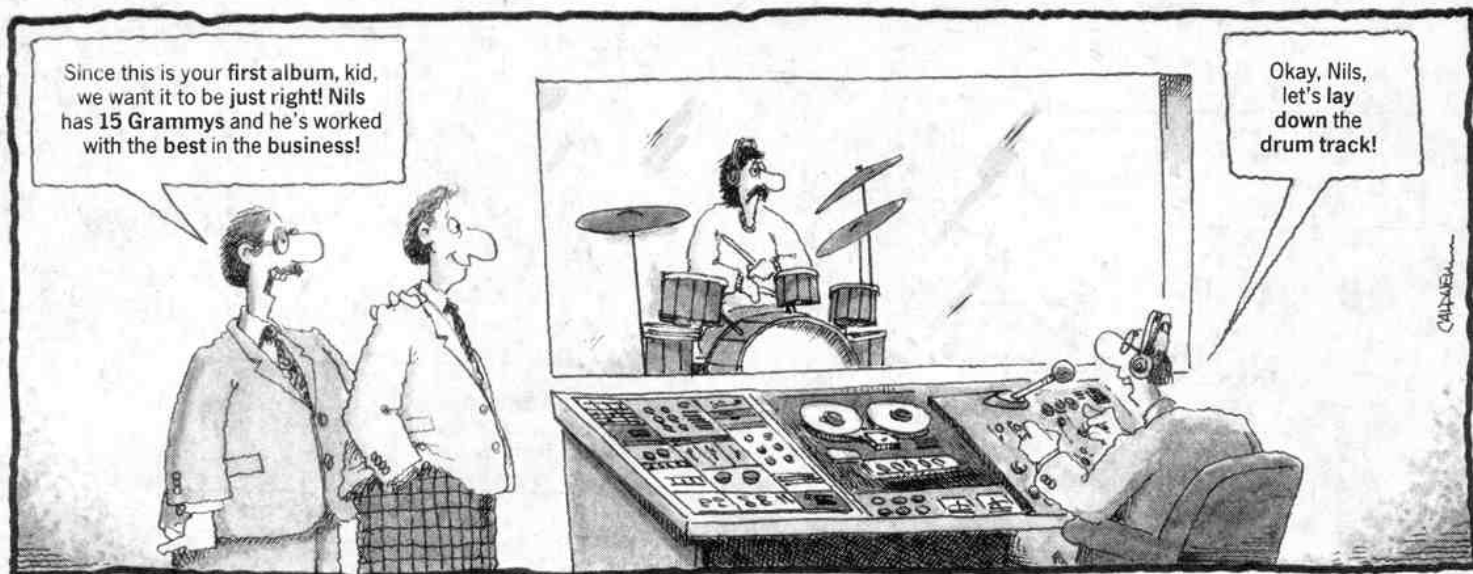
Don't they know the strongest ingredient in that punch is grapefruit juice?

No! When they asked, I told them it was spiked with Vodka!

and The Scenes At JUNIOR PROM



DRAMA ON PAGE 8



Three Morons and a Baby

ARTIST: ANGELO TORRES

WRITER: STAN HART

A baby!
What
are we
supposed
to do
with a
baby?

About fifteen
minutes worth
of adorable
ca-ca and
wee-wee
jokes,
obviously!

Fifteen minutes? Hey,
I'm in show business!
I know about these
things! High class
schtick like ca-ca and
wee-wee are good for
at least 45 minutes!

Great! Not only was
I born out of wedlock
and abandoned by my
mother, now I have to
live with these three
schmucks! What a way
to start life!!



Babies
are
such
magical
creatures!

They certainly are!
They can change
three seemingly
normal men into
slobbering idiots!

Who's
that
strange-
looking
guy?

That's Leonard
Nimoy! He
directed this
movie!

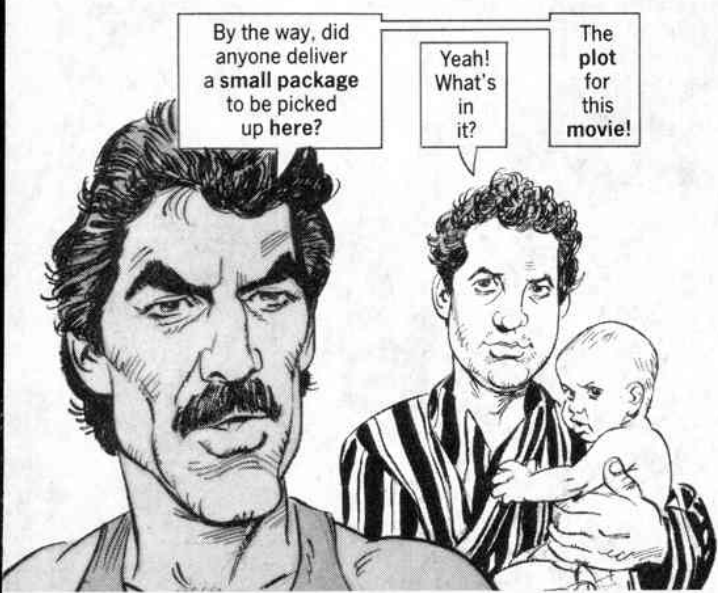
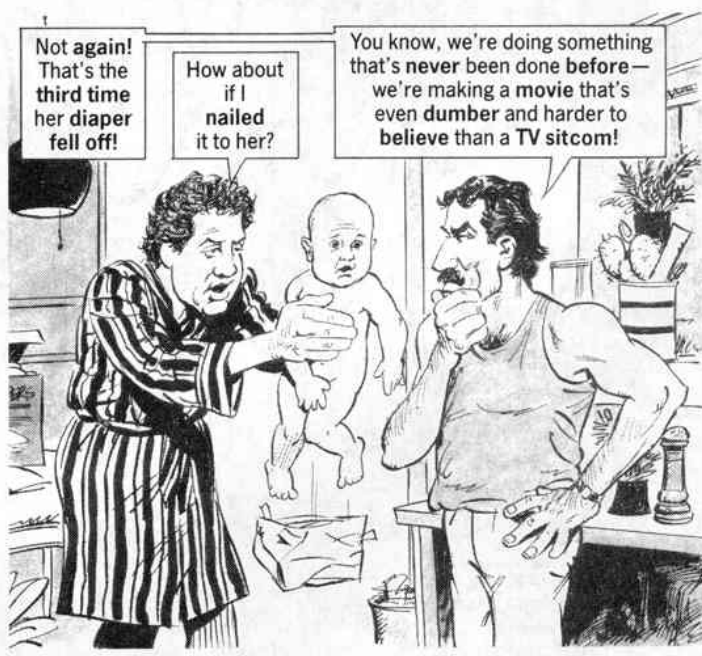
Is
he
any
good?

They say
he has an
eye for
comedy!

Well, he
certainly
has the
ears
for it!

Isn't Selleck
too old to be
playing a
swinging
architect?

That's for sure! In
fact, I can't figure
out if we're here to
celebrate his birth-
day or his retirement!







I've come for that teensy-weensy little charmer everyone adores!

Sorry, lady, Danny DeVito's not here!



Jerk, is she the baby's mother?

I don't remember! I don't think I said more than a few words to her!

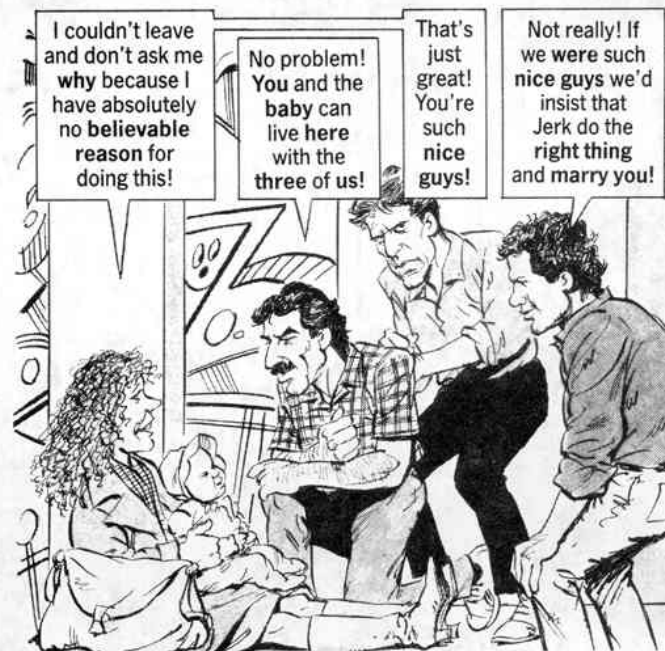
That's right! But do you remember what those words were? "Sorry, I assumed you were on the pill!"



I've decided to take her back home to London!

Hey, Jerk, you can stop her legally! You're the father! She abandoned the baby! She has no visible means of support and she's taking your child out of the country without your consent!

There's one thing wrong with that argument—it's logical! And once people start being logical, they begin to ask questions like, how'd my mom raise the cash to get here and why didn't she spend it on taking care of me?



I couldn't leave and don't ask me why because I have absolutely no believable reason for doing this!

No problem! You and the baby can live here with the three of us!

That's just great! You're such nice guys!

Not really! If we were such nice guys we'd insist that Jerk do the right thing and marry you!



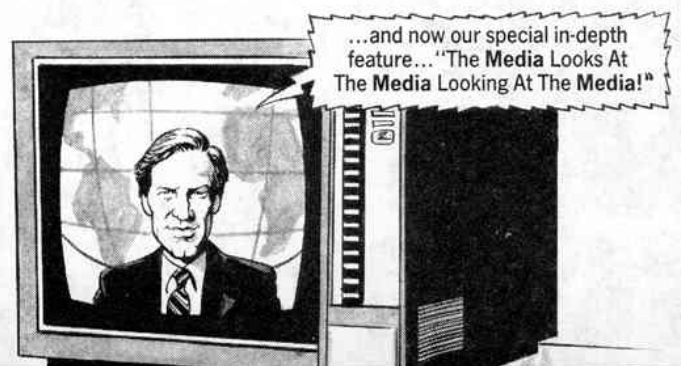
If my mother is happy to live here while my father has other women in his room, then what chance do I have of growing up to be a normal person? Goodnight, I've had it!

You know, the baby seems really quiet tonight...

She gets comatose watching TV! Especially what's coming up next...

ANCHOR SORE DEPT.

BROADCAST SNOOZE



...and now our special in-depth feature... "The Media Looks At The Media!"



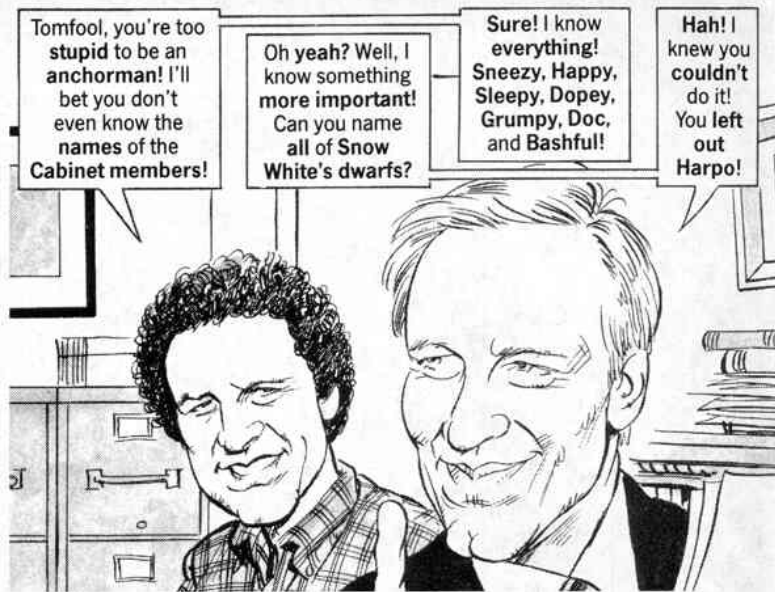
...and that's the news! This is Tomfool Grunt saying goodnight!

...and that's the news! This is Tomfool Grunt saying goodnight!

See, Airdale, I told you Tomfool could do it!

That's true! But how'd you know?

I saw his resume! He once worked as a ventriloquist's dummy!



Tomfool, you're too stupid to be an anchorman! I'll bet you don't even know the names of the Cabinet members!

Oh yeah? Well, I know something more important! Can you name all of Snow White's dwarfs?

Sure! I know everything! Sneezzy, Happy, Sleepy, Dopey, Grumpy, Doc, and Bashful!

Hah! I knew you couldn't do it! You left out Harpo!



Ever notice that in movies like this, the Jewish guy always seems to be the brightest one?

Sure! They gotta do something to compensate for the fact that the WASP guy always gets the girl!

Even though you're a conceited jackass, Tomfool, I feel drawn to you!

That's about par for the course!

You're enormously attractive and irresistible! Haven't you ever felt that way about someone?

Of course! I feel exactly the same way every time I look in a mirror!

WHAT'S THE FREQUENCY, KENNETH?

MODERN ROMANCE

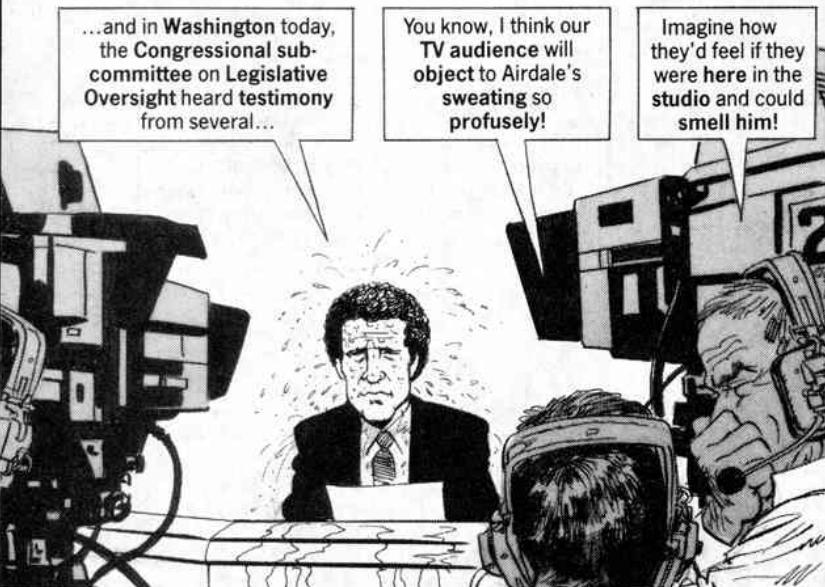
KEEP OFF THE GRASS D.E.A.



Tomfool, I want to ask you a few things! Don't you think that you're shallow and unqualified for your job? And don't you think you're an embarrassment to broadcast journalism?

Yes — would you please help me be just like you? Please, Tomfool. I beg you!

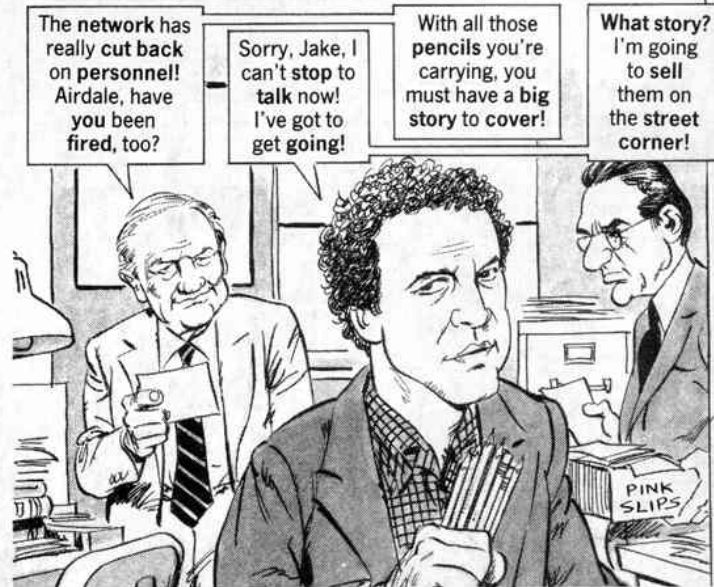
Anything else?



...and in Washington today, the Congressional subcommittee on Legislative Oversight heard testimony from several...

You know, I think our TV audience will object to Airdale's sweating so profusely!

Imagine how they'd feel if they were here in the studio and could smell him!



The network has really cut back on personnel! Airdale, have you been fired, too?

Sorry, Jake, I can't stop to talk now! I've got to get going!

With all those pencils you're carrying, you must have a big story to cover!

What story? I'm going to sell them on the street corner!

I've been transferred to London, Pain! But I have a week off in between! How about going away with me to the Caribbean?

Why should I want to do that?

Because we're both crazy about the same things — my hair, my eyes, my smile, my arms, my buns...

No way would I go with you! I saw how you faked tears in that interview you did! You're a disgrace to broadcasting and a blot on the integrity of all TV news!

Integrity? Hah! I'll show you integrity! Like when we do shabby exploitation features during "Sweeps Week" to get good ratings...

Starting next week, a special report on "Deviate Teen-age Sexual Practices in the United States!"



How about the way we invade people's privacy in their time of grief?

How do you feel about your house burning down with all your children inside it?

And, of course, the ever-popular practice of using the news as a teaser to keep the audience tuned in during the commercial!

Many area residents killed in huge plane crash! That story next, after these words from Funny Farm Insurance!



Would you like to see more "integrity," Pain?

Yes! Your place or mine?



SEVEN YEARS LATER

Hi, guys! Let's do a wrap up of the news of what's happened since we were together last! Everyone knows, of course, that I've been the anchorman for the network's Evening News!

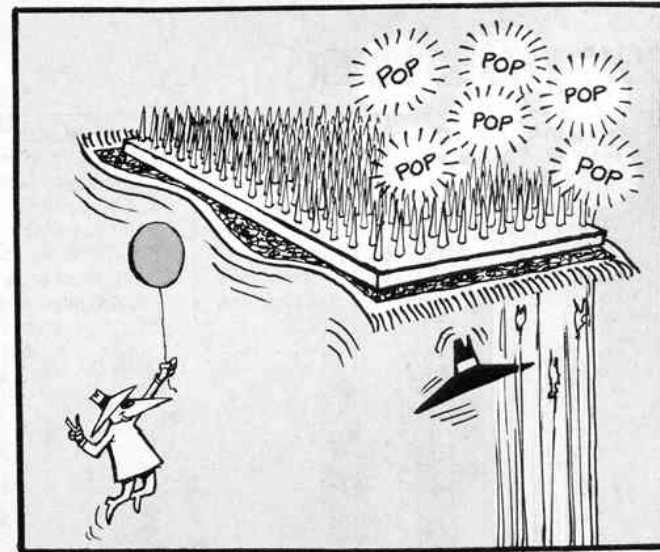
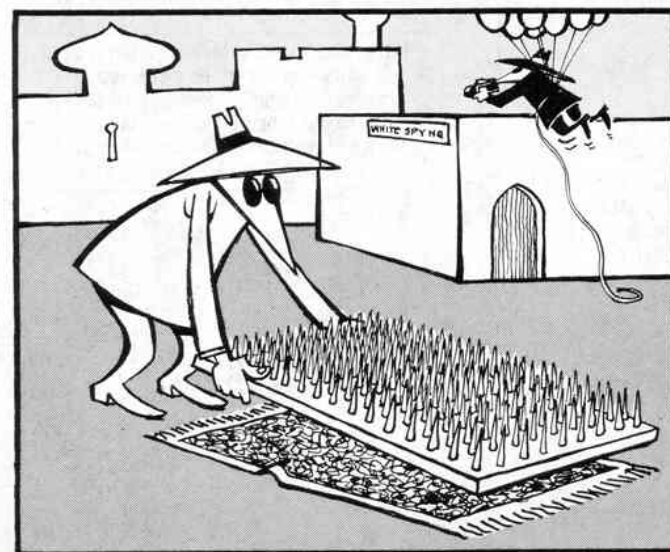
I guess that just goes to prove what you've always said, Airdale — that brains are a handicap in this business!

That's true! But remember, those who live by the popularity polls must also die by them, Pain! I heard from a reliable source that Tomfool's going to be replaced by someone a lot more popular than he is...

Tonight's top story: In Manhattan today, a baby was left on the doorstep of three swinging, eligible bachelors in a case the police are calling, "Three Morons and a Baby!" Hey, guys, no problem! Too bad it wasn't a cat!



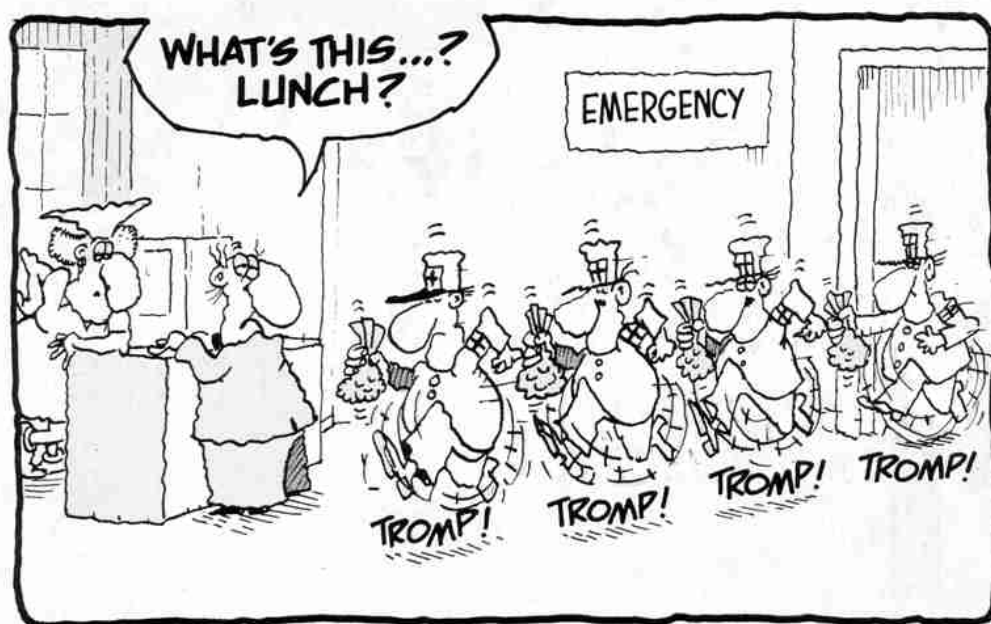
SPY VS SPY

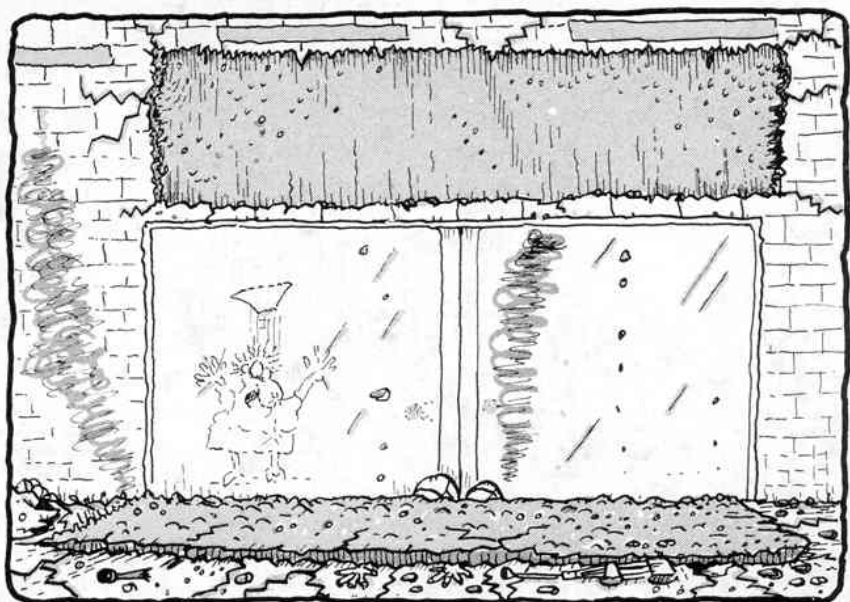
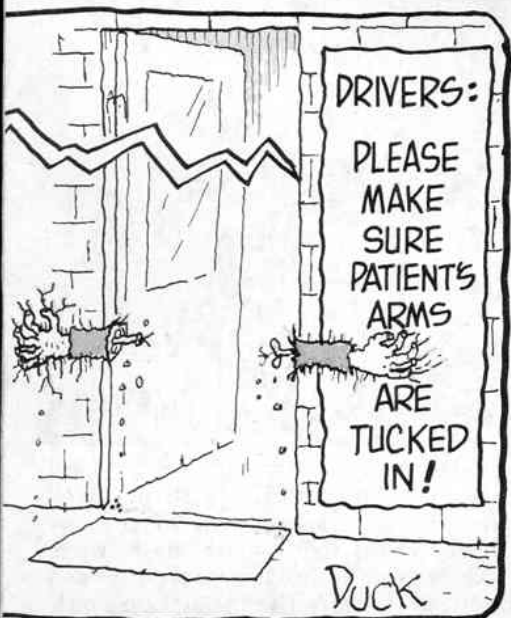
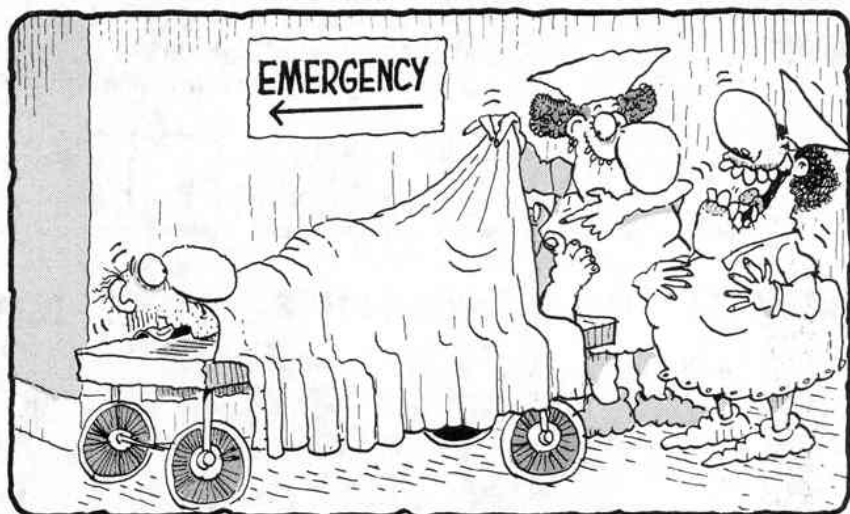


DUCK EDWING RUSHES INTO THE EMERGENCY ROOM

ARTIST & WRITER: DUCK EDWING





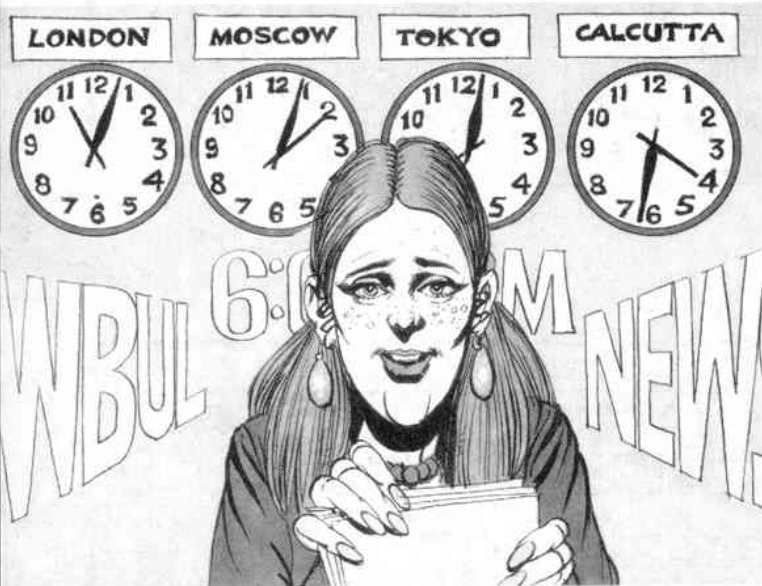


Hey, schmucks! Why do you assume, as you watch your local TV Newscast, that the anchormen and reporters are all top journalists bringing you the very latest in professionally gathered information? We'll tell you why! Because the station management

TRICKS OF THE TRADE

ARTIST: GEORGE WOODBRIDGE

DISPLAYS OF TIME IN FOREIGN CITIES



This is an obvious trick employed by many local TV News Departments to hoodwink their viewers. If you doubt it, just ask yourself, "Why does this station in Ames, Iowa, which has no reporter in Calcutta, India, and has never carried a story about Calcutta, India, need to keep its staff aware of the exact time now in Calcutta, India?"

ANALYSIS OF EVENTS BY LOCAL EXPERTS



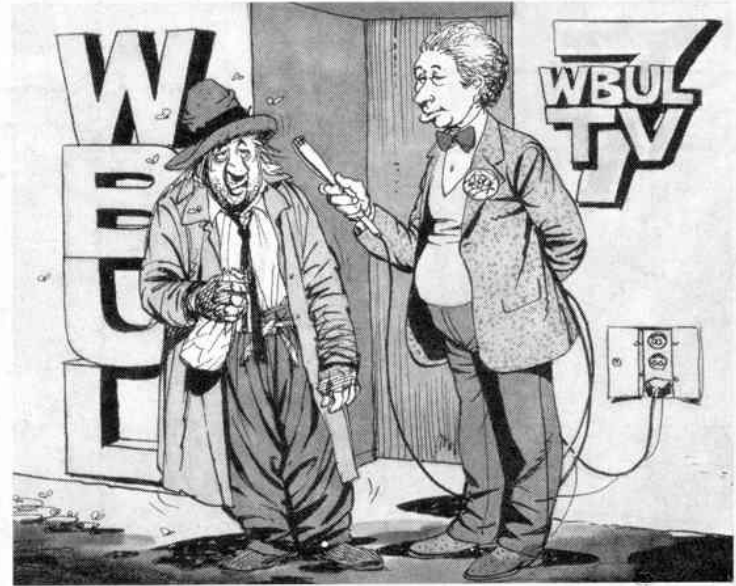
A high school economics teacher may understand the National Debt almost enough to analyze it on TV, but be skeptical of lesser experts, like the local garage mechanic who's called in to explain what went wrong with today's space launch, or the real estate salesman who makes economic predictions, or the station manager's wife who was last week's expert on El Salvador and this week's authority on food preservatives.

REMOTES FROM REPORTERS IN THE FIELD



Why does the TV Newsmen who's telling you about an increase in phone rates need to be seen standing in front of the Telephone Building? Obviously, he doesn't want you to suspect that he's read the story in the morning paper, just like you. So beware of this form of "on-the-spot reporting" that comes from a spot that isn't exactly "on the spot" where the spot news occurred.

INTERVIEWS OF "THE MAN IN THE STREET"



Take just a moment to consider how ridiculous it is for local TV to seek out the opinion of "the man in the street" about some late news development. People chosen at random obviously don't know any more about an event than you do, so why waste time airing their views? Because it's an easy story that can be done right in front of the studio while the station's only mobile unit is out of action getting a lube job! That's why!

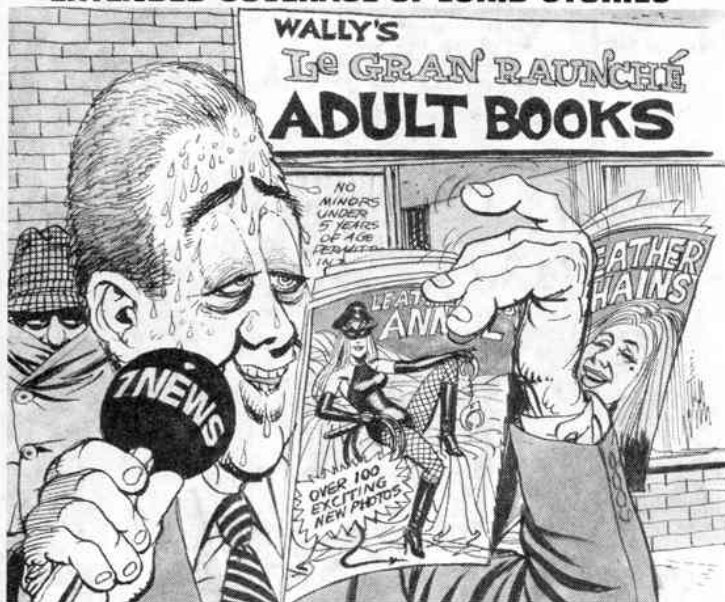
uses a whole bagful of gimmicks, props, double-talk and outright tricks to create the illusion that its news people know what they're doing! As part of MAD's ongoing campaign to protect the public from its own gullibility, let's take a hard look at:



E IN LOCAL TV NEWS

WRITER: TOM KOCH

EXTENDED COVERAGE OF LURID STORIES



If the day's total news from Europe can be reported in two sentences, ask yourself why it takes a four-part "investigative series" to cover the town's only porno store. Such lengthy "studies" are even more suspect when they come at the same time that the other local station is doing an in-depth report on "Shower Facilities at the Women's Prison."

FLAUNTED USE OF MYSTERIOUS EARPIECES



Anchor men at even tiny TV stations are now copying network news stars by wearing poorly concealed earphones attached to long cords. This is to make you think that they're very important people who use the gadgets to remain in constant communication with directors and other flunkies! In truth, anchor men who wear earpieces are just bored with their show and are listening to something better on transistor radios.

NEEDLESS USE OF NEWS HELICOPTERS



Notice how the station, which recently bought a "News Helicopter" amid much ballyhoo, now uses the chopper to make stories that don't really require helicopter coverage appear more sensational. Example: Overhead shot of a factory parking lot to illustrate how striking employees who didn't report to work today also didn't drive their cars to work.

DRAMATIC USE OF NEWSROOM ATMOSPHERE



Televising direct from the newsroom is a common bit of hokum employed by local stations to make you believe you're getting the latest hot-off-the-wire news. To puncture this myth, just watch the newswriters visible in the background, and note that they aren't writing news. Instead, they're talking, or eating, or tossing darts, or doing any of the other things that newswriters do on the job when they think no one's watching them.

ALL THE NUKES THAT'S FIT TO PRINT DEPT.

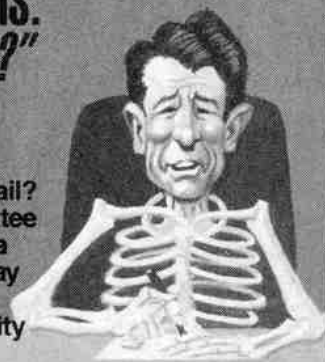
What would happen if they dropped The Bomb? (No, not the next issue of MAD! Idiot! We mean the nuclear bomb!) Our government assures us that life would go on—just as soon as the Feds reinstated mail delivery and taxes! Right! Like we'd really be looking forward to squatting in our shelters, eating Spam and waiting to hear from the IRS!!! It takes years for radiation to leave the environment—that's a lot of Spam! So we'd need something to help pass the time...like some magazines! And we can guess what they'd be like! (After all, who knows more about the trashy future of publishing than us?!) So here's a selection of

MAD'S POST-NUCLEAR

U.S. News & WORLD REPORT

RONALD REAGAN ON THE CURRENT CRISIS: "WHAT HAPPENED??"

"Did something happen?
...Why wasn't I told about
it?...Do you expect me to
remember every little detail?
...I have a special committee
looking into it...The media
has blown (sorry!) this way
out of proportion...Well...
Nancy, where's my security
blanket?..."



Exclusive Photos —
THE NEW GRAND CANYON
(formerly downtown Cleveland)



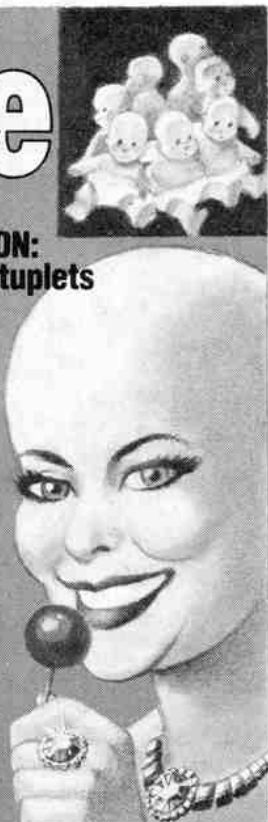
People weekly

ROYAL BREEDER'S REACTION:
Princess Di's Siamese Sextuplets

**LIZ
TAYLOR**

She's introducing the
"Telly Savalas Look"
for women

**JOHNNY CARSON'S
TRAGIC STORY:**
"All of my ex-wives'
lawyers survived!"



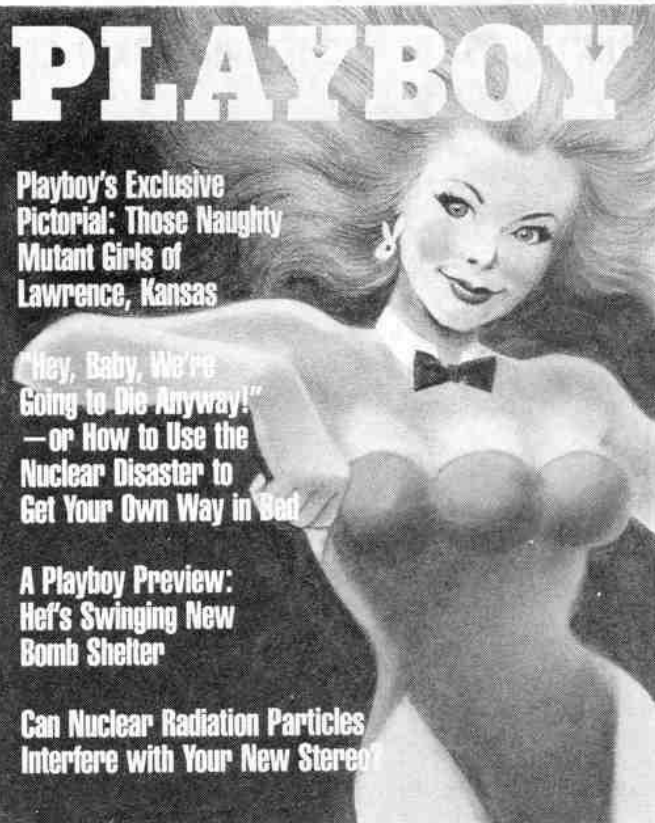
PLAYBOY

Playboy's Exclusive
Pictorial: Those Naughty
Mutant Girls of
Lawrence, Kansas

"Hey, Baby, We're
Going to Die Anyway!"
—or How to Use the
Nuclear Disaster to
Get Your Own Way in Bed

A Playboy Preview:
He's Swinging New
Bomb Shelter

Can Nuclear Radiation Particles
Interfere with Your New Stereo?



Consumer Reports

STAR WARS RE-EVALUATED

Were We a Bit Too Hasty in Giving It a Passing Grade?

C.R. RATES:

Laetrile Hamburger Helper • Lead-lined jock straps • Cement denture cream • Exploding welcome mats (for those unexpected shelter visitors)



WE TEST THAT

FUNNY-LOOKING MILK

FROM TWO-HEADED COWS



COSMOPOLITAN

How to Tell if He's Falling Over You, or Just Overcome with Radiation Sickness

Can a Nuclear Winter Deplete the Nation's Supply of Eligible Men?

Jane Fonda's New Post-Apocalypse Exercise Program

Is He Using the Nuclear Holocaust to Avoid Making a Deeper Commitment?



PUBLICATIONS

ARTIST: BOB CLARKE

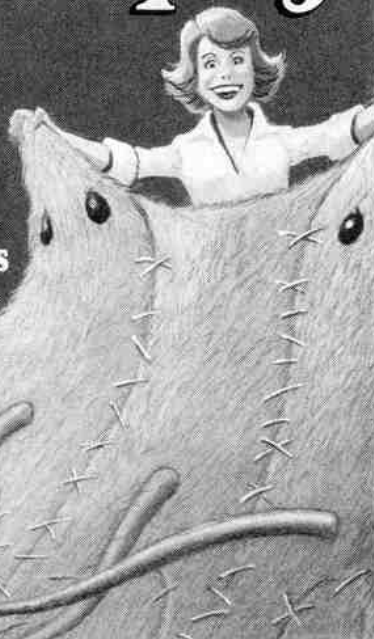
WRITER: BARRY LIEBMAN

Good Housekeeping

How to Make a COZY SHAG RUG from the Skins of those 39-inch Mutant Rats

46 TERRIFIC MICROWAVE DISHES That You Can Make on the Top of Your Head

Dyeing Your Drapes to Match the Colors of Your Own Personal SKIN RASH



True Romance

A CALIFORNIAN'S INTIMATE MEMOIR

We made love and the earth moved...

RIGHT INTO THE PACIFIC OCEAN!

I fell in love with his blue eyes and cleft chin—

AND NOW I KEEP THEM IN A PICKLE JAR!

A nostalgic suburbanite remembers a night of romance...

SNUGGLING UP BY THE LIGHT OF HER HAMSTER!



GOP

ARTIST: AL JAFFEE



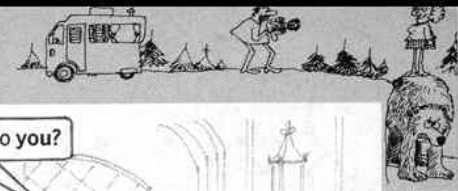
NOT LAND

WRITERS: JOE RAIOLA & CHARLIE KADAU



Al Jaffee

LITERACY



BERG'S-EYE VIEW DEPT.

THE LIGHTE

IN-LAWS



TELEVISION



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

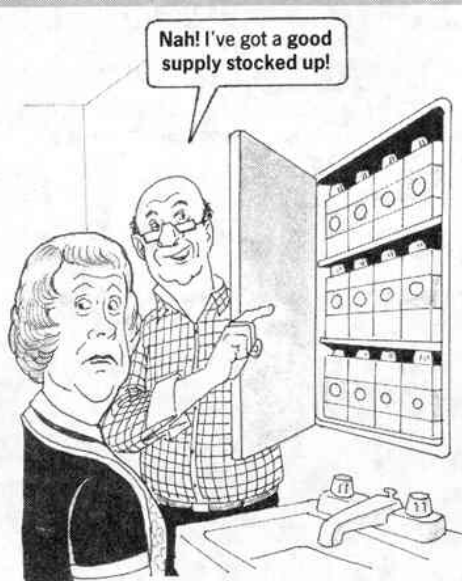
RATIONALIZATION



PLANNING AHEAD



RISKS



GOING DUTCH



INVESTMENTS



BABY SITTING



CARS



WASHING MACHINES



LIMITATIONS

Well, she finally did it! She moved out! She was always saying, "Tennis, tennis, tennis—that's all you ever think about!"

She was always saying, "You'd rather hit a tennis ball than read a book or go to a movie!" She was always saying, "We never go anywhere on vacation unless there's a tennis court!"

You know something, Nick? You're a bloody bore!

That's another thing she was always saying!



INTERVIEWS

The personnel manager will see you now, Mr. Beck! Take my advice—if you want a job here, say something nice about him!

Thanks for the tip! I certainly will!

I must compliment you on that great-looking hair piece you're wearing, Mr. Trachtenberg!



DOCTORS

Well, Kaputnik, it looks like you've put on a little weight!

No way! I've starved myself these last three weeks! I'm going to try the scale at the doctor's office next door...

I want a second opinion!



GET A PIECE OF THE
SCHLOCK DEPT.

IF YOUR HOUSE IS
ROBBED OR BURNS
DOWN, OR IF YOU
HAPPEN TO BREAK
A LEG OR AN ARM
(OR EVEN LOSE A
LEG OR AN ARM),
YOU CAN CONSIDER
YOURSELF LUCKY—
BECAUSE DISASTERS
SUCH AS THESE ARE
USUALLY COVERED
BY YOUR REGULAR
INSURANCE POLICY.
BUT BEFORE YOU
START CELEBRATING,
THINK OF ALL THE
DISASTERS THAT CAN
BEFALL YOU TODAY
THAT AREN'T COVER-
ED BY INSURANCE—
BECAUSE INSURANCE
COMPANIES SIMPLY
HAVE NOT KEPT UP
WITH OUR CURRENT
TECHNOLOGIES AND
OUR MODERN LIFE
STYLES! WHAT
WE NEED IS
A POLICY
WRITTEN
LIKE
THIS:

MAD'S COMPREHENSIVE MODERN-DAY DISASTER, HAZARD & PROBLEM INSURANCE

Issued By The
M. A. D.
Mutual of Aggravations
and Demoralizations
INSURANCE COMPANY



"You Got A Piece Of The Rock!"
ISSUED TO:

PRINT CLEARLY—DO NOT WRITE

IN CONSIDERATION OF
PREMIUMS TOTTALLING:

WHIMPER SOFTLY—DO NOT SCREAM

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE

TURN PAGE
FOR DETAILED
LOOK AT THE
"HIGHLIGHTS"
OF THIS NEW,
MUCH-NEEDED
INSURANCE
POLICY ...

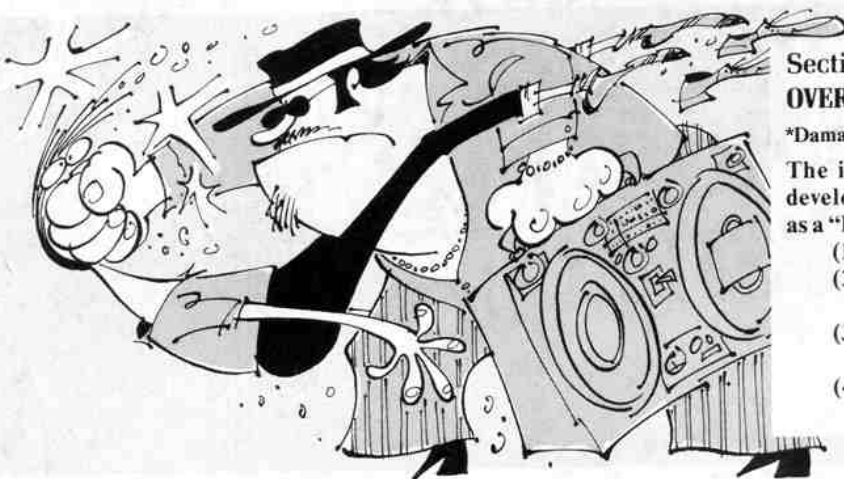
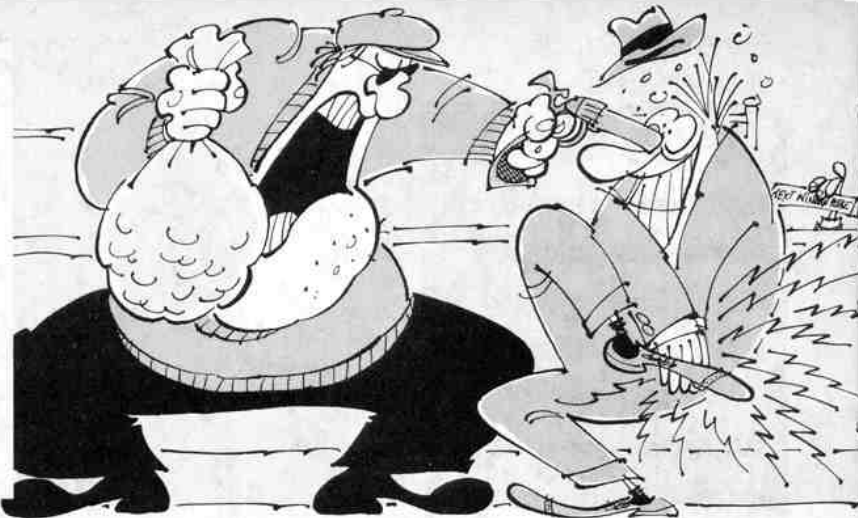


Section 1.

PHONE BEEPER LOUSY TIMING Insurance

The insured will be paid for all damages incurred, both physical and mental, as a result of his telephone beeper suddenly sounding loud and clear under any of the following conditions:

- (1) The insured is about to score with a great-looking chick.
- (2) The insured is watching an important event like Monday Night Football, and it's right in the middle of a crucial situation.
- (3) The insured is in a bank during a holdup, and the perpetrator announces, "Anybody makes a sound and I blow your (expletive deleted) head off!" ...or words to that effect.



Section 2.

OVERSIZED PORTABLE RADIO DAMAGE Insurance*

*Damage to insured, that is ... not to portable radio!

The insured is covered if any of the following conditions develop while using an oversize portable radio, also known as a "Boom Box" or a "Ghetto Blaster."

- (1) Hernia (self-explanatory).
- (2) Ghetto Blaster Shoulder (One shoulder permanently lowered from carrying Boom Box).
- (3) Impaired hearing or permanent brain damage from over-exposure to extremely loud music.
- (4) Bodily harm inflicted by mean dude when insured tries to prevent him from stealing his Box.

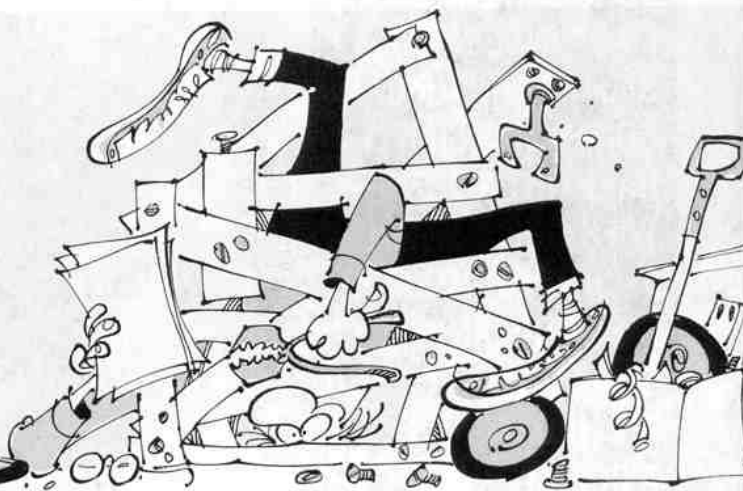
Section 3.

INADEQUATE TOY ASSEMBLY INSTRUCTION Insurance

The insured is protected against (1) ridiculous and/or senseless instructions*, and (2) any missing parts** necessary for the successful assembling of a simple put-together toy or piece of equipment.

*Instructions read: "Attach Flange A to Bushing B"...and there is no Flange A or Bushing B... or instructions are printed in Spanish, Korean, Hebrew, Latvian and Polish, but not English... or instructions are in English, but are for the wrong toy or piece of equipment.

**Not the insured's parts...the toy's!



Section 4.

SODA DISPENSING MACHINE FOUL-UP Insurance

The insured will be reimbursed for money lost when a soda machine malfunctions and any of the following occur:

- (1) Machine dispenses soda...but no cup.
- (2) Machine dispenses cup...but no soda.
- (3) Machine dispenses soda and cup...but cup is upside down.
- (4) Machine doesn't dispense anything, including your coins.
- (5) You push button for Grape Soda...and get V-8.

PARCHED THROAT RIDER: The insured will be paid double-indemnity if machine fouls-up immediately after he has eaten any amount of salty buttered popcorn.

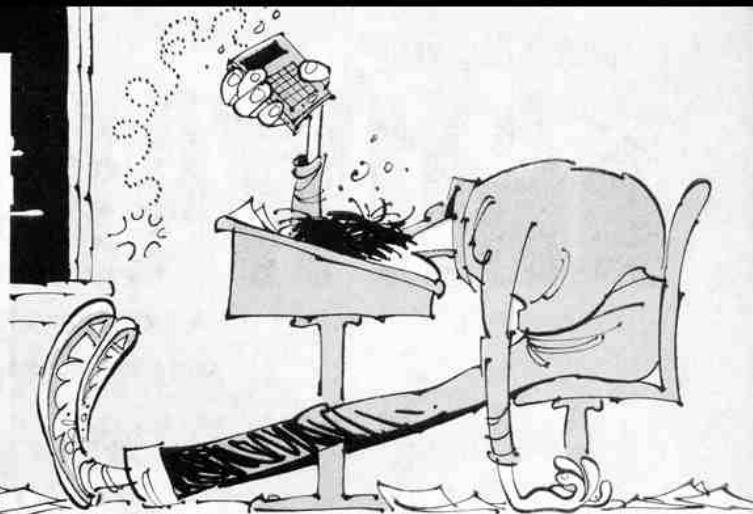


Section 5.

BADLY-TIMED POCKET CALCULATOR FAILURE Insurance

This coverage has been created because no student is capable of solving math problems in his head any more. Therefore, if insured's calculator fails to function during a critical exam due to a manufacturer's defect or a burned-out battery, claimant will receive a new set of batteries, a sympathetic letter to his teacher and/or his parents, an abacus as a temporary replacement, and any tuition loss which may result from this failure.⁽¹⁾

(1) If failure is due to defective or burned-out student, this coverage is hereby voided.



Section 6.

NON-STARTING SNOW BLOWER, LAWN MOWER, BOAT MOTOR, CHAIN SAW, ETC. Insurance

If, after pulling starting cord for more than forty-five minutes, the insured is unable to start his snow blower or lawn mower or boat motor or chain saw, and is suffering acute embarrassment caused by laughing neighbors or other onlookers, he will be entitled to compensation in the amount necessary to cover the cost of hiring a couple of teenagers to shovel his sidewalk or mow his lawn or row him back to shore or cut his cordwood.⁽¹⁾

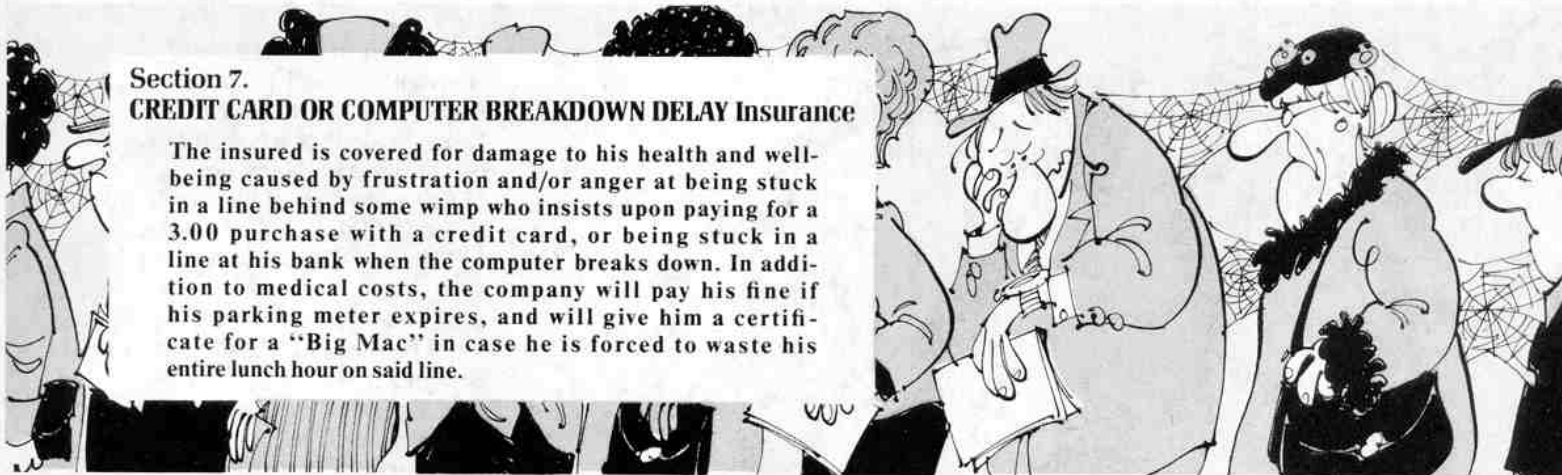
(1) This section does not cover non-starting American-made automobile engines.



Section 7.

CREDIT CARD OR COMPUTER BREAKDOWN DELAY Insurance

The insured is covered for damage to his health and well-being caused by frustration and/or anger at being stuck in a line behind some wimp who insists upon paying for a 3.00 purchase with a credit card, or being stuck in a line at his bank when the computer breaks down. In addition to medical costs, the company will pay his fine if his parking meter expires, and will give him a certificate for a "Big Mac" in case he is forced to waste his entire lunch hour on said line.



Section 8.

ELECTRONIC EQUIPMENT 30-DAY OBSOLESCENCE Insurance

If, within 30 days after the insured purchases the latest model VCR Tape Recorder or FM Tuner-Amplifier or 35mm SLR Camera or "Walkman"-type Portable Radio/Tape Player, a new and vastly improved cheaper model is introduced, a direct cash refund payment will be made to the insured. In addition, if any friends or relatives of the insured purchases the new and improved cheaper model, and then makes derisive and insulting remarks such as, "I told you to wait, Schmuck! Now you got a piece of crap...!", the insured will be covered for all legal and medical expenses incurred when he punches out the creep.



SCHWARZENEGGER

WITH A TIP OF THE HAT TO HANK "HIAWATHA" LONGFELLOW

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS



By the shores of the Pacific,
In the town of glitz and hustle,
Strode the mighty Schwarzenegger,
Baring chest and flexing muscle;
Biceps twitched in perfect rhythm
Through his skill with isometrics, —
Feats that Letterman, on seeing,
Sought to use as Stupid Pet tricks.

But the bulging Schwarzenegger
Set his sights on goals much higher,
As the lure of movie stardom
Pumped him up with great desire;
Soon he found himself in epics,
Slaying enemies like vermin,
Tearing dialogue to pieces
With his accent, sorta German.

Clenching jaw, he raged as "Conan,"
Who, upset by double-dealing,
Slaughters half the population
To express his depth of feeling;
Next "The Terminator" starred him
As a droid bent on aggression,
Killing victims for two hours
Without changing his expression.

As a soldier in "Commando,"
On whole armies he was feasting,
Shrugging off a hail of bullets
Like a flea-bite or a bee-sting;
Not Stallone in Panavision
Matched the fury of his scowling
When in "Predator" he thrilled us
In the art of disemboweling.

In his latest quest for glory
As "The Running Man" he bears up,
Bringing down the rule of evil
While assorted foes he tears up;
See him punch out his oppressors,
Rip apart a villain's torso,
Bludgeon killers into meatloaf
Like Chuck Norris, only more so.

Yes, the massive Schwarzenegger,
Muscles rippling, tendons straining,
Now, through fame and sky-high grosses,
As a super-star is reigning;
Let the critics crucify him
When his lines he seems to louse up!
If it's brains that wins the Oscars,
It's the beef that fills the house up!

Nowadays, the hottest comic strip in the country is Gary Larson's bizarre single-panel, "The Far Side." Far Side books are at the top of the bestseller lists and gift shops are filled with Far Side cards, mugs, posters and other stuff. With a big cash bonanza like this, it won't be long before other cartoonists jump on the bandwagon and start using Larson's approach as well. Speaking of jumping on the bandwagon, here's what we think it will be like...

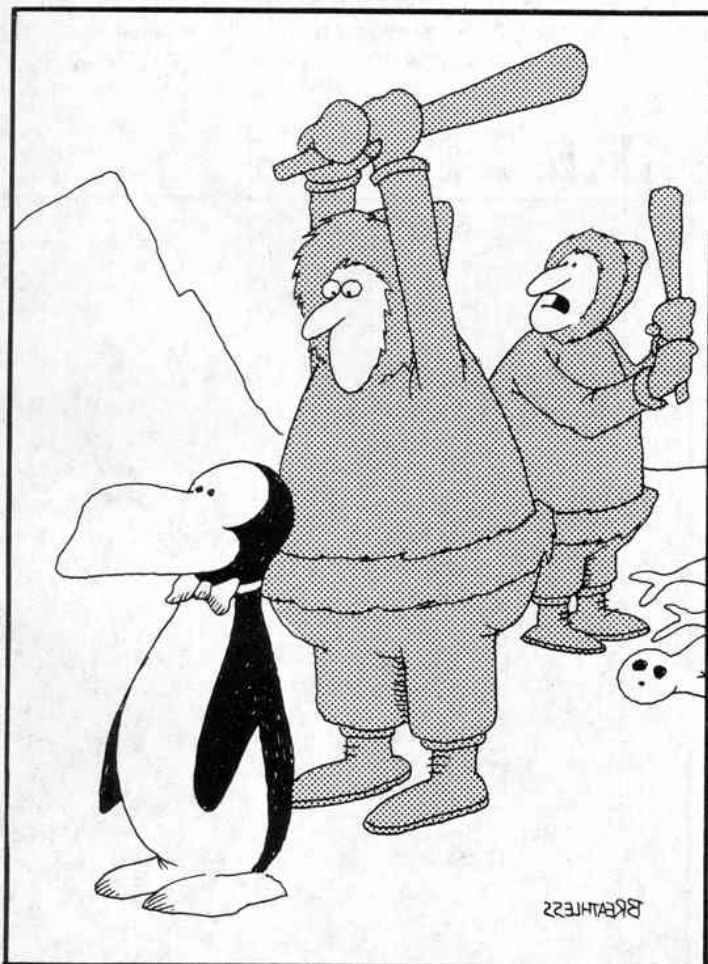
When Other Comic Strips Start Using The "FAR SIDE" Formula

ARTIST: BOB CLARKE

WRITER: CHARLIE KADAU



THE BLOOM COUNTY SIDE



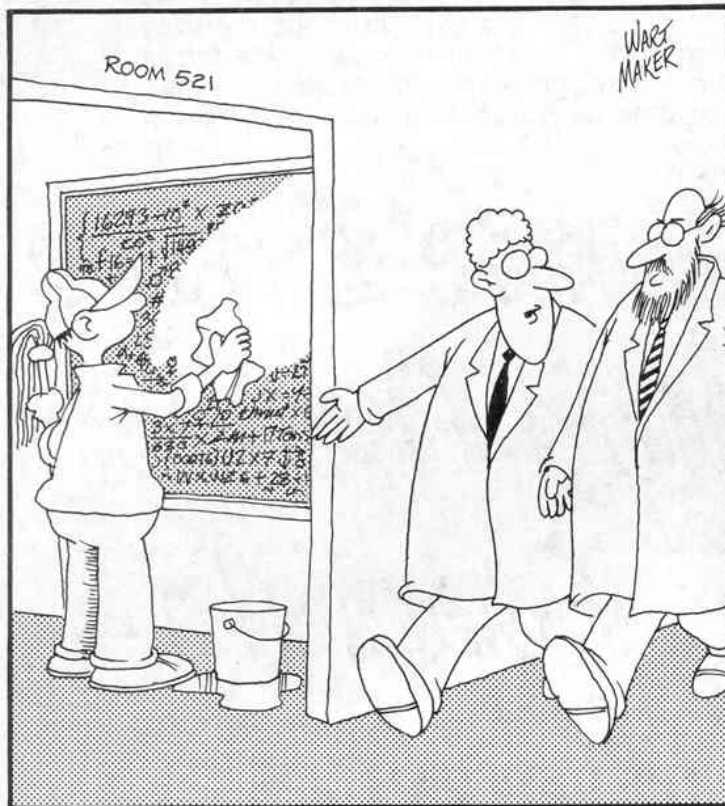
"No, Frank! The seals! Just the seals!"

THE GARFIELD SIDE



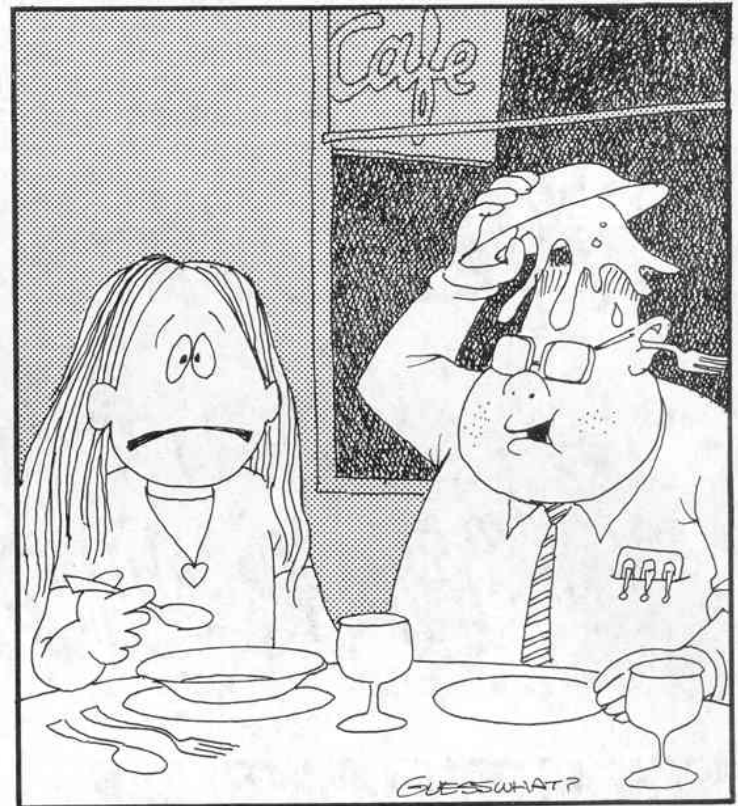
"Okay, here it comes, here it comes... Oh, what a joy! This is one Thanksgiving Day Parade that dogs will be talking about for years to come."

THE BEETLE SIDE



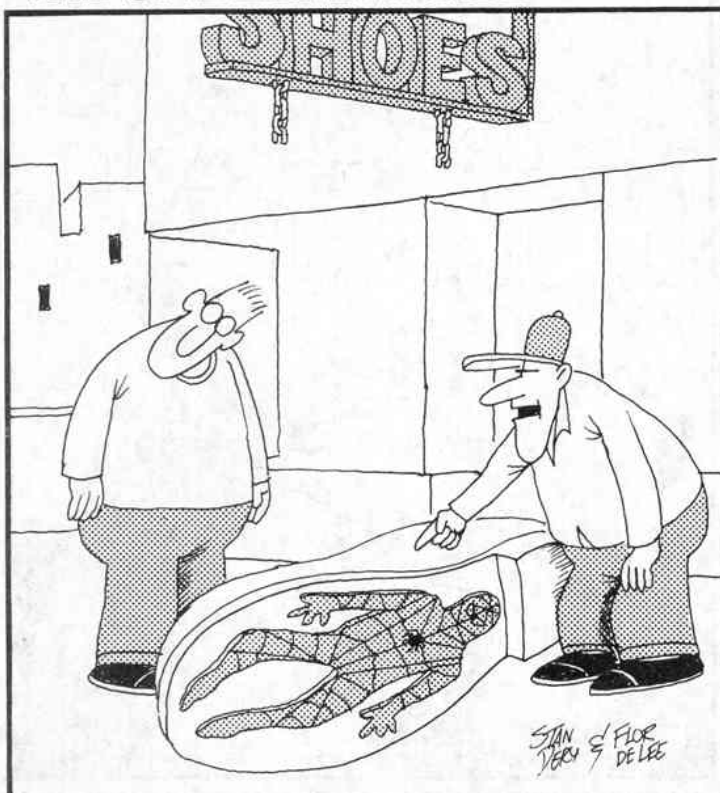
"Jenkins, I've done it! I've perfected a fool-proof star wars defense system! All my calculations are right in here, you must see them!"

THE CATHY SIDE



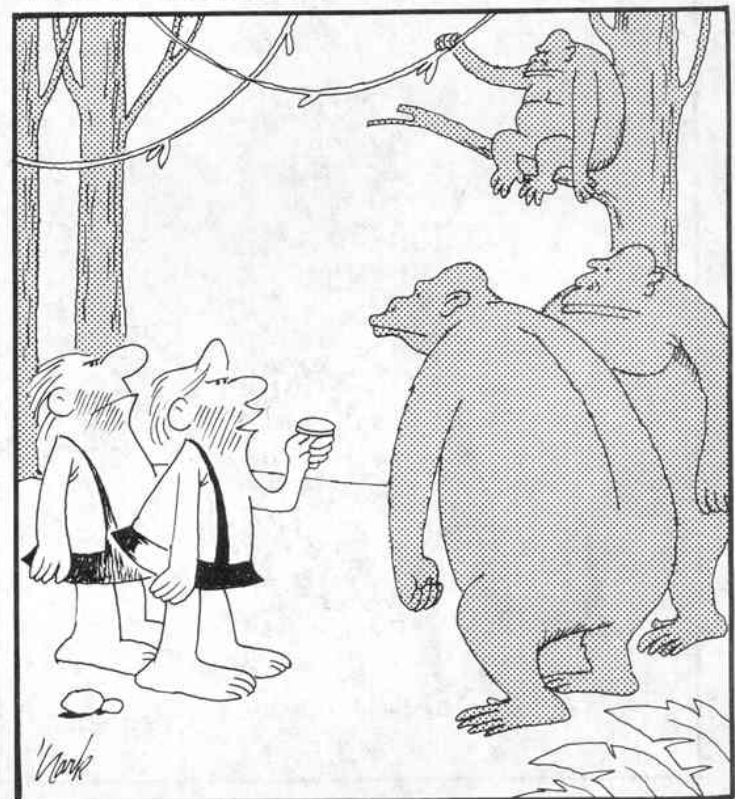
It was right after the soup and just before the main course that Cathy decided she would never, under any circumstances, ever go on another blind date again. Never.

THE SPIDERMAN SIDE



"It must have fallen down during the night and...Hey! Lookie what's underneath it!"

THE B.C. SIDE



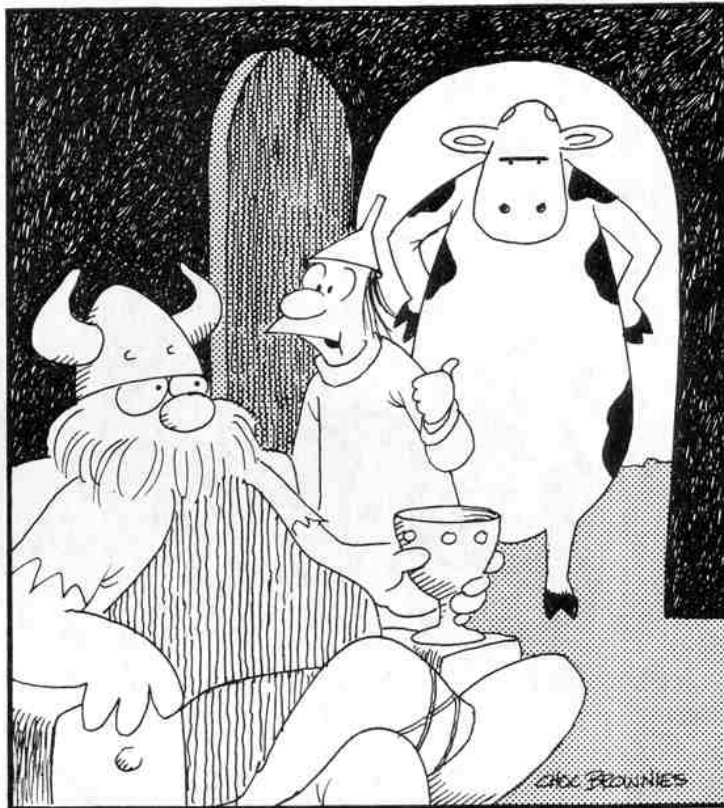
"It's agreed then: you call it in the air...winners get to lounge around in trees all day eating bananas and losers have to develop civilization and live in hot, crowded cities."

THE FAMILY CIRCUS SIDE



"Well, I thought this was the spot where we left daddy... I remember we buried him in the sand about an hour ago right here next to a 'No Littering' sign."

THE HAGAR SIDE



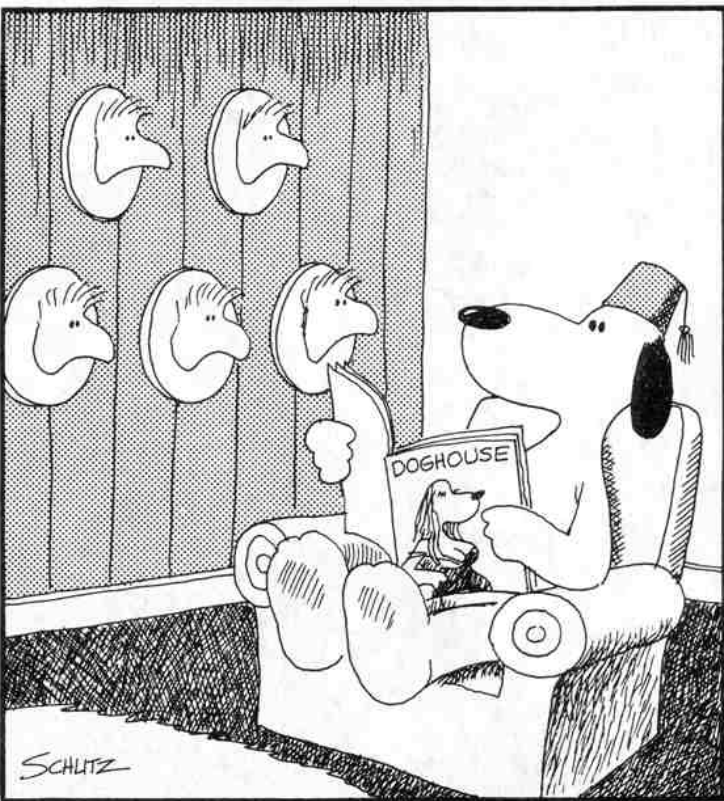
"Hagar, there's someone here who wants to speak to you about your helmet, and he doesn't look happy."

THE MENACE SIDE

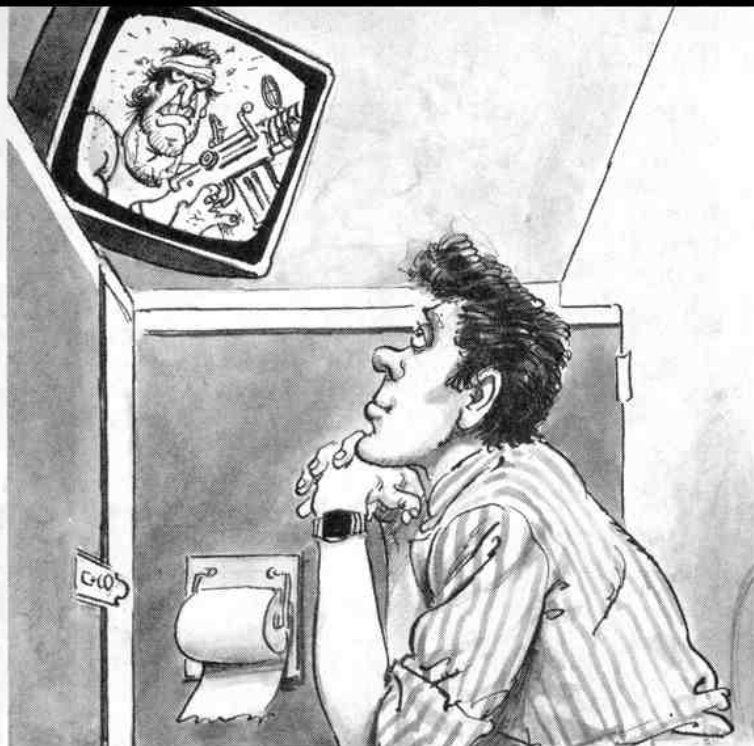


Dennis was about to discover he had finally pushed Mr. Wilson's patience just a little too far.

THE PEANUTS SIDE



Inside Snoopy's den



TV MONITORS in restroom stalls let you "go" without missing any part of the movie.



EYE-ADJUSTMENT BOOTH keeps you from breaking your neck when you stumble into a dark theatre.

GALL OF THE HOUSE OF USHERS DEPT.

The growing popularity of VCRs is making it harder than ever for movie theatres to get the public's dollar . . . well, the public's six

WMA

PLAN FOR MOVIE T

ARTIST: HARRY NORTH



E-Z CREDIT SNACK BAR allows you to eat like a pig and just say "Charge it!"



INSTANT-REPLAY SCREEN helps late-comers catch up on all the action.

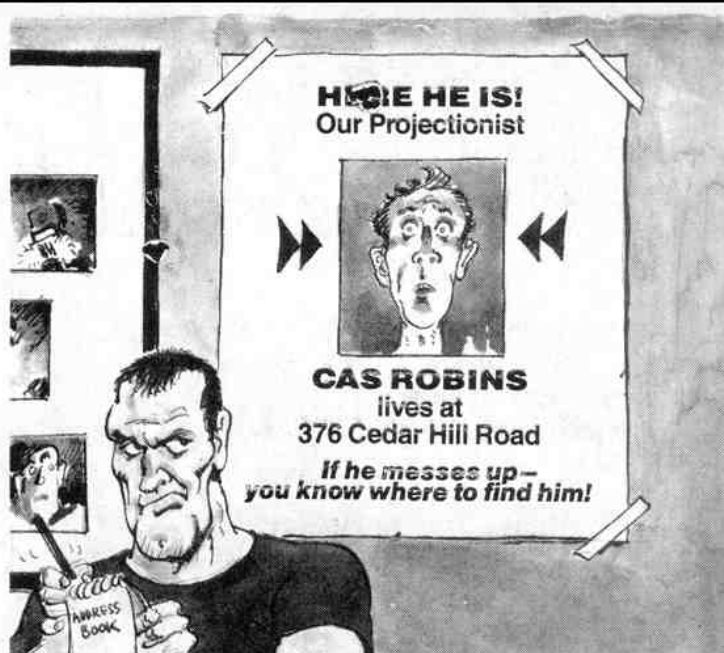


HYDRAULIC-LIFT CHAIRS raise short viewers over big heads and other obstructions.

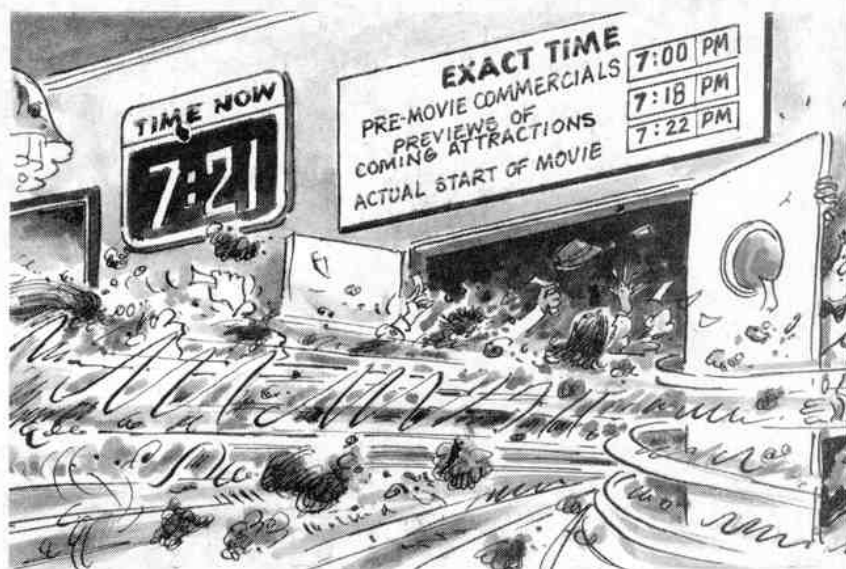
dollars! But we bet they'd sell more tickets if they made a few adjustments! Of course, we have some suggestions, and they're now playing in

ND'S IMPROVING THEATRES

WRITER: FRANK JACOBS



"MEET OUR PROJECTIONIST" poster keeps the film from screwing up.



EXACT TIMES SIGN lets you skip boring previews and local ads.



TROUGH-SIZE POPCORN feeds up to 20 adults in one sitting.

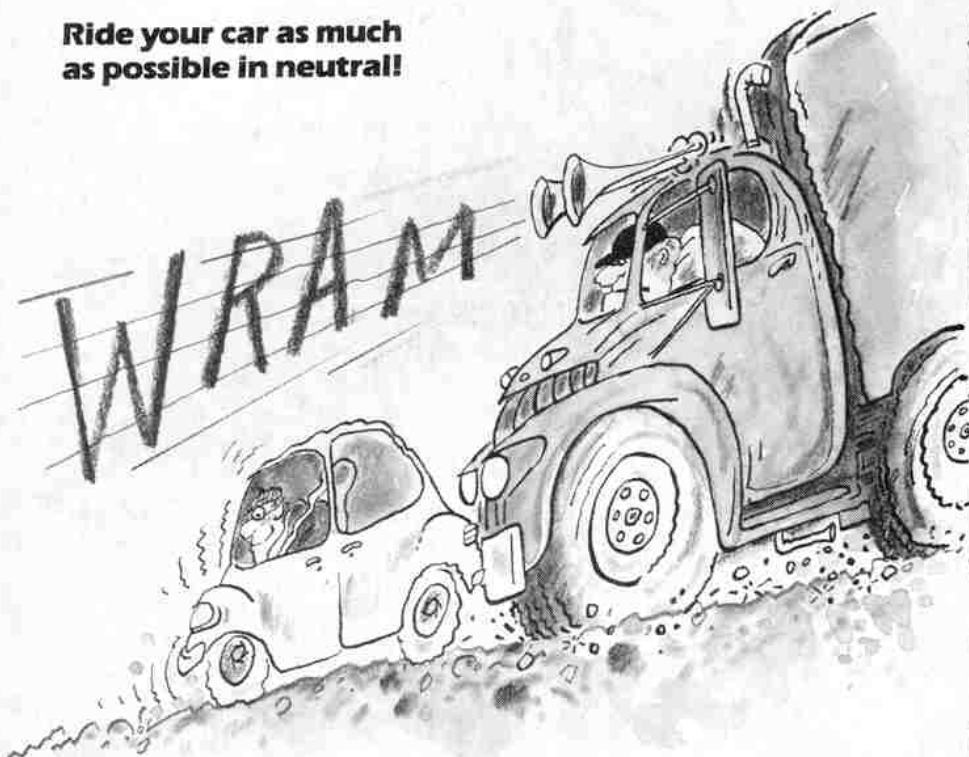
CHARGE OF THE TIGHT BRIGADE DEPT.

TALK ABO

Tips from the Experts in the

ARTIST & WRITER:

**Ride your car as much
as possible in neutral!**



Read by public lighting!



Save on doormats by using your neighbor's!



**Use airline and motel
soap exclusively!**



UT CHEAP!

Tight-fisted Game of Stinginess

PAUL PETER PORGES

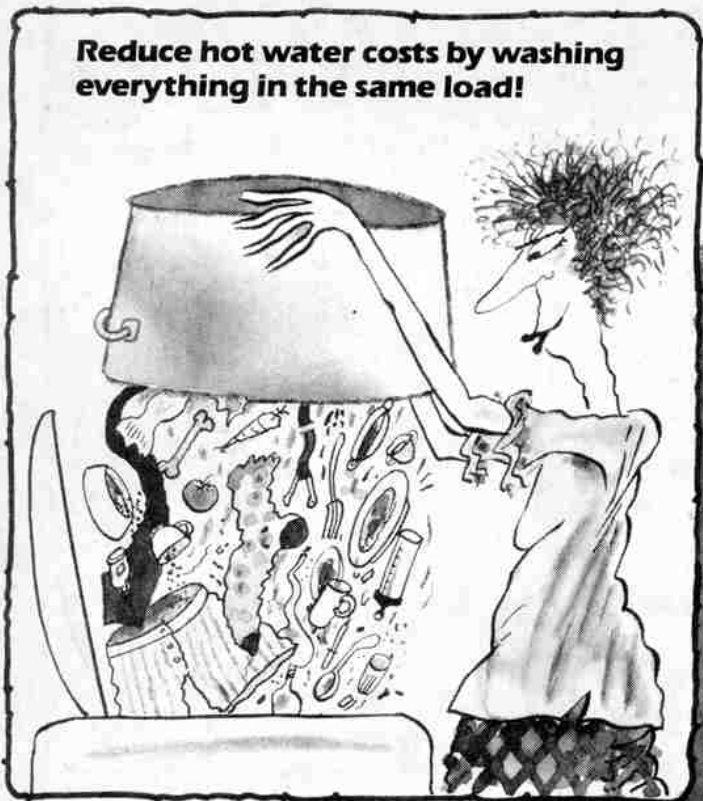
**Pay your check under
someone else's tip!**



**Recycle old laces from
discarded shoes!**



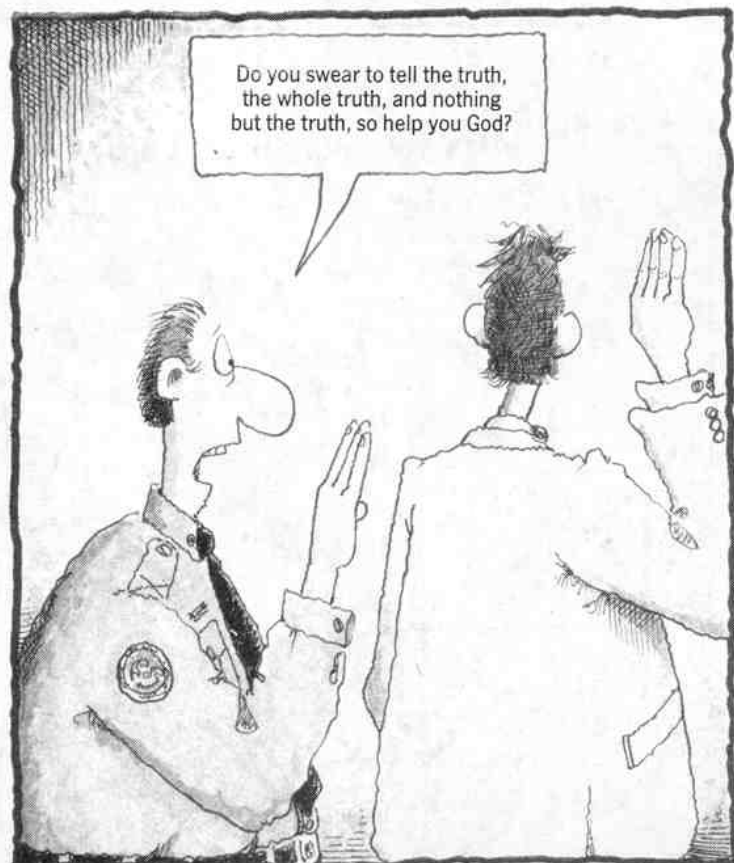
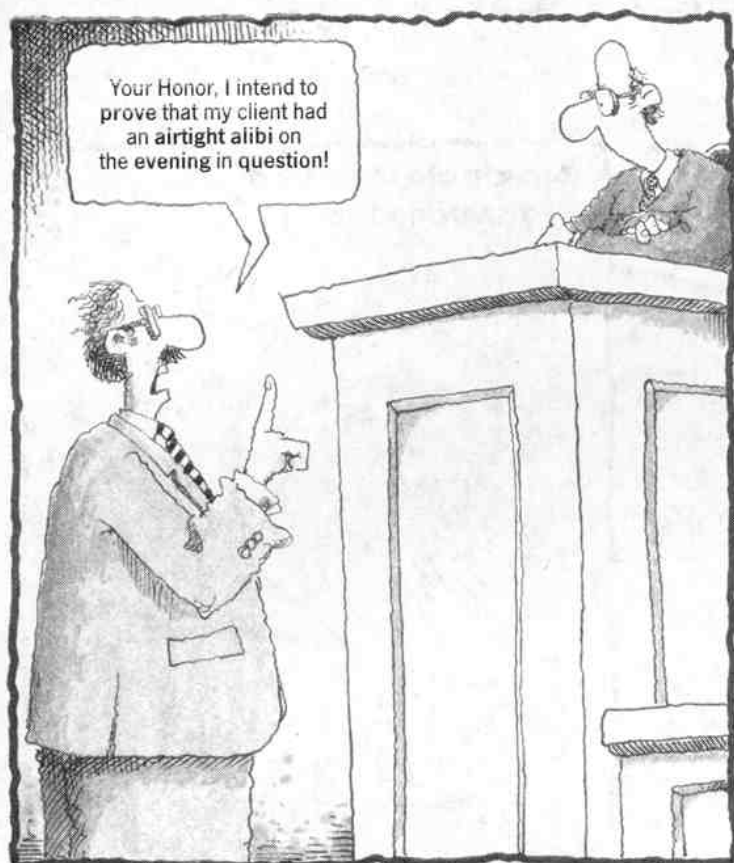
**Reduce hot water costs by washing
everything in the same load!**



Use your neighbor's barbecue!



DRAMA ON PAGE 42



WHERE THE WILD THING STARS DEPT.

Who is the guy who runs around New York City getting even with punks and hoods? The guy who never puts the make on his girlfriend and dresses sorta funny? No, he's not New York City Mayor Ed Koch (but a good guess!) and he's not The Equalizer, either! Here's a big hint: This...

Beauty IS THE BEAST

ARTIST: JACK DAVIS

WRITER: DICK DEBARTOLO

My name is Badscent. I'm 50% man, 50% animal and 100% unbelievable! I live in a filthy, rat-infested hole in New York City, but then again, so do about three million other New Yorkers!

I'm Catrun! When thugs attacked me, Badscent saved me! I'm wildly attracted to him! Why? Well, for one thing, he's a lot less of an animal than some of the other guys I've dated!

I'm Badscent's dad! In a normal family, a father has a son. Then, in time, he gets that son a pet. With Badscent, I scored on both counts at the same time!

We're Tunnel People! We live in these stinking, damp hellholes under the city! But soon that will change! These hellholes are going co-op! If only we had the money to buy in at the insider's price...

You did it! You found a parking space in New York!

Yeah, good thing we have a compact car or we never would have made it through that open manhole!



No, no, no!
What are you
doing scrubbing
the floors on
your hands and
knees? Get up!

Well, at least
there's one
kindly soul
here in New
York City!

Get up, and
climb outside
this building,
and wash the
windows like
I told you to!

But this
is a
thirty-
story
building!

So only do 15 stories
tonight and finish
the other 15
tomorrow night!

But I'm
ninety
years
old!

Okay, just wash the
outside. Boy, some-
times I really let you
old broads dump all
over my good nature!



I got
your
message
and came
as quickly
as I
could.

I'm glad you did, but we have
to devise **another way** for me
to contact you. I can't bang
on the pipes to get your
attention anymore! Every time
I do, they send up more heat!
It's 120° in my apartment!



I called you here
because something
awful is going on
in this building!
Some creep is
working this poor
lady to the bone!

Madame,
aren't you
too old
to be
doing such
hard work?

Yes, but I
can't make
ends meet
from Social
Security alone!
I have to work!

Isn't
there
anything
else
you
can do?

I applied to be a
Rockette, but I'm
not holding my
breath. In fact,
these days, I
can hardly
catch my breath!



How much
does
that
man pay?

Depending on
the job, he
pays up to
\$20 an hour.

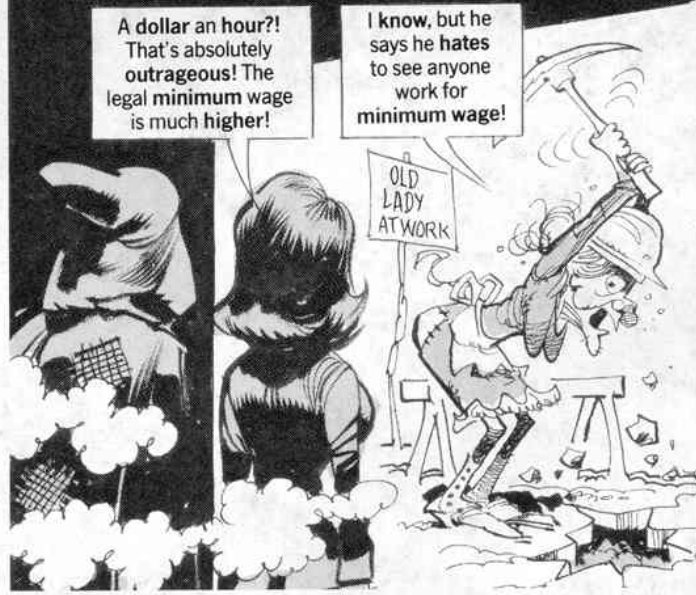
Well, that's
actually very
generous!

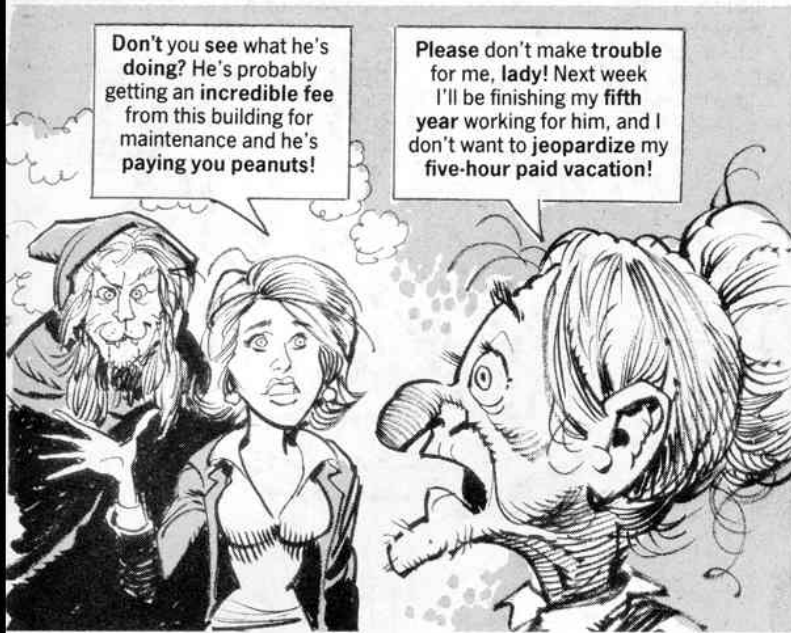
That's for brain
surgery! For this
work, he pays me
a dollar an hour!



A dollar an hour?!
That's absolutely
outrageous! The
legal minimum wage
is much higher!

I know, but he
says he hates
to see anyone
work for
minimum wage!





Don't you see what he's doing? He's probably getting an incredible fee from this building for maintenance and he's paying you peanuts!

Please don't make trouble for me, lady! Next week I'll be finishing my fifth year working for him, and I don't want to jeopardize my five-hour paid vacation!



Your boyfriend has a heart of gold — but the face of Lassie! Have you known each other a long time?

About one year of my time, which is about seven years of his time!



There's the creep I was telling you about!

All those cartons have to go up to the ninth floor!

But they must weigh tons!

If I wanted someone to guess weights, I would have gone to the Boardwalk in Atlantic City! I hired you men to move furniture! Now move!



You can't treat an old man like that!

Why not? That's the way I treat old ladies!

I warned you! GROWWWLLL, HISSSS...

Uh-oh...either this guy's about to cough up the world's biggest hairball, or I'm in real trouble! I'd better get out of here!



ARRGHHH! I'll chase him!

That's okay, I got his license number!

It's no trouble! I like chasing cars! And balls and sticks and frisbees... Yeah, frisbees are my favorite!



Don't worry about it! I'm going back to the office to see if I can find out anything about that creep! When will I see you again?

When it's dark and shadowy! Unless you want to meet in Greenwich Village. There I can walk around in broad daylight and be the most normal looking guy on the street!



Did you find out anything about that car?

It has radio and heater, white walls, and cost over \$15,000. The right rear shock needs replacement and—

Did you find anything else, unimportant, like who owns it?!!

It's registered to a maintenance firm: SLEAZEBAG, SLIMEBALL and CREEP!

I just have this gut feeling that there's something about that firm that I don't like!



Aren't you going home, Catrun?

No, I'm working late... Yes, hello, I'd like a pizza and a large coke—oh, and I may have company—uh, also send two cans of Alpo!



I don't have enough evidence to move in on those creeps, Badscent! This office works in a very cautious way. They need at least two murders to establish a possible trouble spot!

I'll break in and look at their records!

You're such a good soul, Badscent! Sometimes I could just kiss you!

I'd rather you just rub my belly!



Here are their records. Listen to this! To clean the Chic Glitz Office Building, they are taking in \$200,000 a year! But they're only paying out \$10,000 a year to the old people who do all that cleaning!

That's a 2000 percent profit! I mean, if they were selling something to the government, fine! But for the private business sector, that's just too much of a mark-up!

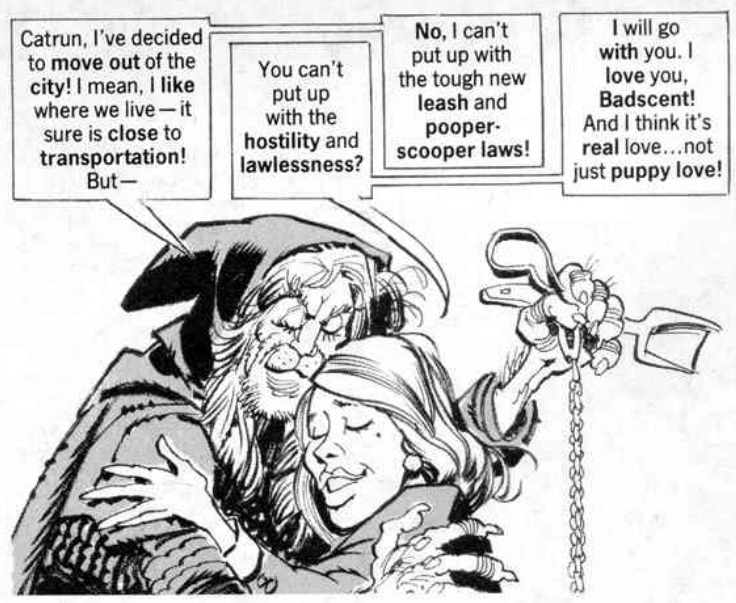


We have enough here to put everyone in this rotten rip-off cleaning company behind bars!

I'm glad I could give you a helping paw, er, hand!

Badscent, why not stop back at my apartment for a drink...

A drink! Great idea! I'd love a saucer of milk!



Catrun, I've decided to move out of the city! I mean, I like where we live—it sure is close to transportation! But—

You can't put up with the hostility and lawlessness?

No, I can't put up with the tough new leash and pooper-scooper laws!

I will go with you. I love you, Badscent! And I think it's real love...not just puppy love!



But I do worry about our differences! Soothe me, Badscent! Soothe me with a reading of one of your favorite sonnets!

Let us flee my love, before the fleas consume our passion. The buds of May scatter, so may I have a Bud...Lite... And summer's leash is short, and my leash is short. But love doth linger in the gutter and sewers and the windmills of Rome, which be it closed Tuesdays. There is silver in thy smile and gold in them thar hills. Till death do us part.



That was deep and incomprehensible, Badscent.

Not unlike our love, Catrun! Here's another sonnet — The nosehairs of angels...

Uh...that's enough sonnet schtick for now! Let's just blow this town together!

YEARS LATER



Badscent, you've come back!

Only to visit, father. And to make a confession. I promised you I would never marry Catrun, but I did!

But that was too dangerous! I hope you didn't have a litter — er, a baby!



We did, father, and he turned out to be more than either of us ever hoped for! A son who earns enough cash to keep us both happy!

Dad, say hi to our son, Alf!

But how could you two conceive a child?

Hey Gramps, no problem! I was conceived one magical night! You know...candle-light...music...a little champagne and a little Kibbles 'n Bits!

"A MAD GOOD LUCK CHAIN LETTER"

This Good Luck Chain has brought Good Luck to everyone who has kept it going. DO NOT BREAK IT! If you do, you will not receive the incredibly wonderful benefits that the Chain promises to bring you in 1988! Everyone who kept the Chain going in 1987 received God's Bounty and fortune and happiness! So do not be foolish and Break the Chain. Make 20 copies of this letter and send it to 20 people you love and admire. Make sure you cross out the top name on the list of names and put YOUR name at the bottom! Within 2 weeks you will have incredibly wonderful Good Luck!

~~John Poindexter~~

Ivan Boesky

Bill Parcells

Joan Rivers

Sean Penn

Peter Holm

Michael Deaver

Jim Bakker

Bess Myerson

Frank Jacobs



**WHAT LOATHSOME
FORM OF
USELESS
VEGETATION
IS CROPPING
UP ALL OVER
THE LAND?**

HERE WE GO AGAIN WITH ANOTHER MAD FOLD-IN

A new threat to our well-being has established roots in our midst. To find out what this menace is, fold in page 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 COUNTRYSIDE IS BECOMING OVERRUN WITH TOO MUCH
WORTHLESS GROWING MATTER. AS STREAMS OF
POTABLE WATER ARE CHOKED DRY, ALL LIFE HAS TO
EITHER MOVE OR DIE MISERABLY OF THIRST.**

A▶

◀B

ALFRED E. NEUMAN FOR PRESIDENT

He's the only candidate that has it *all*:

★ The Quick, Retentive Mind Of Ronald Reagan ★

The Moral Fiber
Of Gary Hart



The Name
Recognition Of
Bruce Babbitt



The Fashionable
Wardrobe Of
Paul Simon



The Speech
Writing Ability
Of Joe Biden



The Macho Image
Of George Bush



The "What The Hell"
Attitude Of
Pat Robertson



The Elective-Office
Record Of
Jesse Jackson



The Luck Of
Walter Mondale



VOTE MAD IN '88

REMEMBER: DON'T DRINK AND VOTE