

AVE MONEY AND GET STUCK WITH FREE BUTTO

OFFER#1

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New York, New York 10022

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- ☐ I enclose \$29.75* Please send me the next 24 semi-legible issues of MAD and my five free MAD buttons! I like wasting money!
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INAID)

As Sen. John Tower learned, dignity is something that can't be preserved with alcohol! — Alfred E. Neuman

WILLIAM M. GAINES publisher

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DICK DE BARTOLO creative consultant

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

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

DEPARTMENTS

AN EMBARRACKMENT OF DICHARD'S DEPARTMENT

Deceptive Ways to Get Junk Mail Senders to Excitedly Open Your Replies
BERG'S-EVE VIEW DEPARTMENT
The Lighter Side of
FRANK ON A ROLL DEPARTMENT "Leather Clothes Must Be Worn" (A MAD Song Parody)
FROM BAD TO REVERSE DEPARTMENT MAD Switcheroos
FROM RAGS TO BITCHES DEPARTMENT "Lurking Girl" (A MAD Movie Satire)
IN CLODS WE TRUST DEPARTMENT The Star Wars Defense System Can't Fail!
JOKE AND DAGGER DEPARTMENT
Spy vs. Spy
MARGINAL THINKING DEPARTMENT
"Drawn Out Dramas" by Sergio Aragones
"Dreary John" (A MAD TV Satire)
"Twinge" (Another MAD Movie Satire)
MAD's Guide to Lesser-Known Hollywood Tourist Sites
Scientific Advances That Unimprove Our Lives
A MAD Look at Self-Defense
SPECIAL TEST APPEARANCE DEPARTMENT The MAD Heavy Metal Quiz
TALES FROM THE DUCK SIDE DEPARTMENT The Diabolical Dungeon Deception
The Ghastly Gallows Good-bye
TITAN-ING SOME NUTS DEPARTMENT Comic Books Superheroes Based on Real People

**Various Places Around the Magazine

FRONT COVER ARTIST: RICHARD WILLIAMS

BACK COVER: WRITERS: JOE RAIOLA and CHARLIE KADAU

LUCIFER and TONGUE PHOTOGRAPHER: IRVING SCHILD ANTHRAX PHOTOGRAPHER; MARK WEISS

MAD (ISSN 0024 9319) is published morithly except February. May, August and November by E.C. Publications; Inc., 485 MADison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A. 8 issues \$11.75 or 24 issues \$38.75 or 40 issues \$59.75 or 40 issues \$59.75 or 40 issues \$59.75 or 40 issues \$59.75. Entire contents copyright = 1999 by E.C. Publications, inc., Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER; send address change to MAD, 485 MADison Avenue, New York, N.Y. 10022. The Publisher and Edithers will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satinc purpose to a living person is a coincidence.

VITAL FEATURES

"TWINGE"
(A MAD
MOVIE
SATIRE)
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"DREARY JOHN" (A MAD TV SATIRE) Pg. 43

LETTERS AND TOMATOES DEPT.



"MORON DOWNER JR."

I am a 36-year-old pastor whose only vice was reading MAD magazine. But now, thanks to your recent satire of Morton Downey, Jr., I record his show "religiously" on my VCR. Thanks for adding yet one more dimension of tastelessness to my life!

Pastor Rick Behrens Quincy, IL

Rick: Thanks for writing, but we think you've gone too far by having your congregation give you the "high five" and shout "You! You! You! You!" when you enter the church for Sunday services! - Ed.

A MARGINAL ERROR

In MAD #286 you printed the same "Marginal" on page 3 and page 25. Although I realize you ran out of good material YEARS ago, I didn't think you would sink to using cartoons twice in the same issue!

M. Truesdell Omaha, NE

You printed the same corny cartoon (the one with the mailman and the dog) twice! Don't you realize that we MAD readers suffer enough from reading your garbage once?!

Jonathan Lischke La Jolla, CA

You fell right into our clever trap, Jonathan! A truly keen observer would see that on page 3, the man is receiving his Publisher's Clearing House Sweepstakes packet, and on page 25 he's receiving his American Family Publisher's Sweepstakes packet! (The picture of Ed McMahon on the front of the envelope is a dead give-

LAME NAME GAME REFRAIN

I loved Mort Drucker and J. Prete's "Name Game of the Rich and Famous," but they forgot one: Ted Danson Dancin' in Arsenio Hall's Hall!

Tom O'Brien Staten Island, NY

... Using Sean Penn's Pen to sign George Will's Will!

Eric Rudgers Arlington, VA

Guys: We didn't forget them! It's just that...you see...well...we have standards! - Ed.



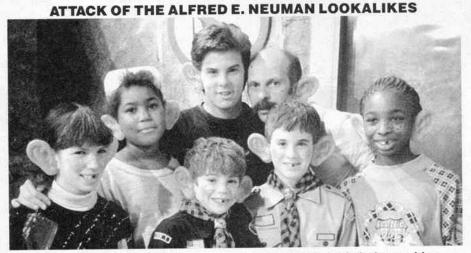
Ryan Wehn, Emmett, MI

"SCOUNDRELS" UPDATE

In MAD issue #285 you ran a piece called "Find-the-Hidden-Scoundrels." While I agreed with most of your choices, I was distressed to see NASA Chief James Beggs included in your parting shot at Reagan's administration. What your researcher failed to note is that all charges were dropped and the Justice Department publicly apologized to Mr. Beggs. The sad fact is that almost no one knows Mr. Beggs had his name cleared on the record.

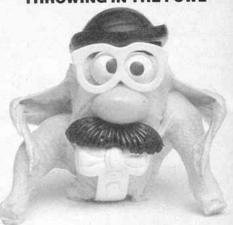
C. Blake Powers Knoxville, TN

C. - We Beggs your pardon! - E.



MAD writer Dick DeBartolo recently dropped by the Nickelodeon cable-TV series "Don't Just Sit There" to supervise an Alfred E. Neuman look-alike contest. This is how some of the contestants looked after they put on the makeup! From left to right are Alyssa Matthews, Richée Leiftennant, Anthony Pinto, show host Matt Brown, Dick, Pat Rossetti and Shannon Stribling. Anthony was the lucky (?) winner!! Other readers have been showing us how they look in Alfred E. Neuman disguise kits, too, and we're printing a few for your pleasure. Fa!

THROWING IN THE FOWL



After seeing "Mr. Meathead" in Mad #285's "Toys 'R' U" Circular, some people asked if it could be used on poultry, too. We think this photo answers that question! And, we hear that a "Mr. Meathead" for fish and tofu will be ready any day now! Aren't science and technology marvelous?

IT'S GETTING LETTERS ALL THE TIME

Frank Jacob's article "When TV Com-mercials Make Full Use of the Beatles" Songs" in MAD #286 was unerring in capturing the exploitative use of priceless pop tunes in advertising. You have expressed my feelings towards the moneygrubbing people who use masterful, heartfelt lyrics to sell their junk to the public.

Craig Stoodley Calgary, Canada

We couldn't Come Together with you more on this! Something I was just saying Yesterday is that the Helter Skelter use of Beatles' songs to Help advertisers and others do anything but Please, Please Me! They should Let It Be!—Ed. (aka the Fifth Beatle)



DEAD DUCK

How you can rationalize printing those stomach-churning Duck Edwing suicide cartoons in the same issue with an article decrying bad taste ("If Bad Taste Took a Holiday") is beyond me!

David Hubbard Norwalk, CT

From the time I first started reading MAD I have been impressed with the relevance and cleverness of your humor. "Duck Edwing Contemplates Suicide" however, is the coarsest kind of cheap material based on the "gross-out." The fact that his suicide methods are novel does not excuse their goriness. MAD has always satirized the excesses of society. Now it seems you have decided to contribute to the excesses.

Marion D. Schroeder Whitehall, MI

Duck Edwing forgot this suicide method: Tape Twinkies to yourself and then run through a fat farm naked!

Murray Jackson Memphis, TN

"JUNK" MAIL

Enclosed is a snapshot capturing our initial reaction to your obnoxious satire "21 Junk Heap." To make matters worse, Steven (Capt. Fuller) Williams' fingers

are now permanently lodged in his throat! Now don't you feel guilty?!!

Holly (Officer Judy Hoffs) Robinson "21 Jump Street" Hollywood, CA



"21 Jump Street" stars Johnny Depp, Steven Williams, Holly Robinson, Dustin Nguyen and Peter DeLuise get choked up over "21 Junk Heap."



Eric and Tyler Rogstad, Seattle, WA

ZIT DOWN!

I usually like your magazine, but you stepped over the line in #286's "Really Appropriate Sponsors For Rock Tours." Especially about Tiffany! Tell me the truth, have you ever seen a zit on her and do you ever expect to? You have very very poor taste and I am really disappointed!

Jennifer Bell Longmeadow, MA

Jennifer – You shouldn't be ridiculing us, you should be thanking us for making nary a mention of Tiffany's bald spot! Don't write again until you get your facts straight! – Ed.

SUBSCRIPTION LETTER OF THE MONTH

Dear "Mad" I'm sick and tired of my boyfriend throwing his money away on your magazine every month, and quess the only way I'll make him stop is by getting him a subscription Enclosed you will find payment. sent under duress. Every month when I hear the mailmai retching outside near the mailbox. I'll know Mad has arrived Yours, -Susan Leonard

Susan Leonard Berkeley, CA



The Van Winkles, Beaverton, OR

MORON MAIL

Possum soup! Possum soup! All the baby llamas love possum soup!

Jerm Boor Houston, TX

Bad news for Campbell's! - Ed.



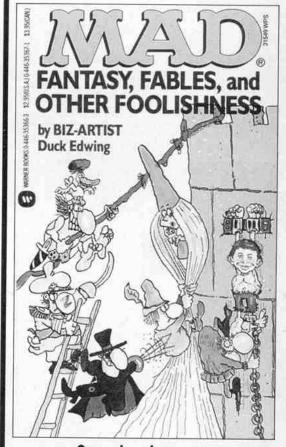
Ted Koppel, Washington, D.C.

Please Address All Correspondence To: MAD, Dept. 288, 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-finessed, stamped envelope!

THE BOOK THE AYATOLLAH REFUSED TO BAN!*

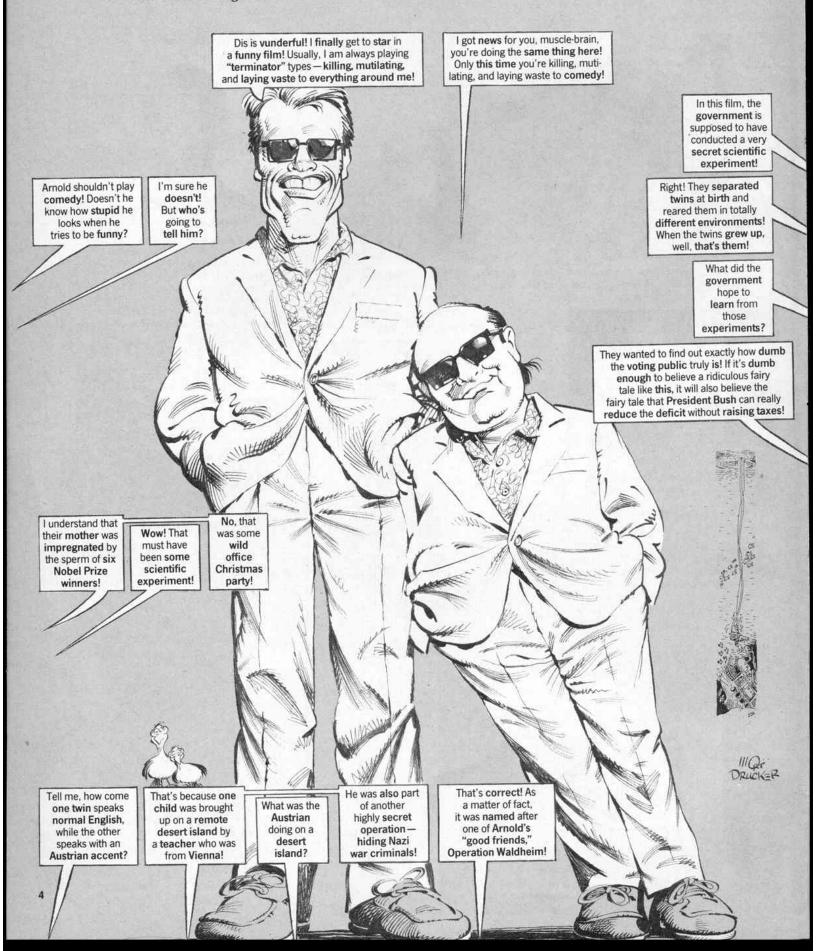
*and also refused to read!

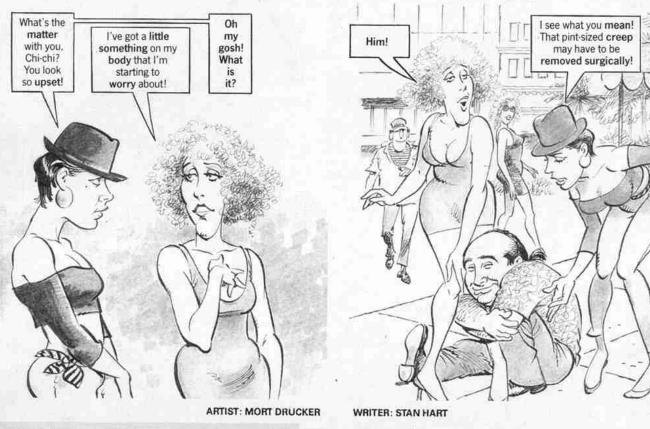


On sale wherever
"Satanic Verses" used to be sold!

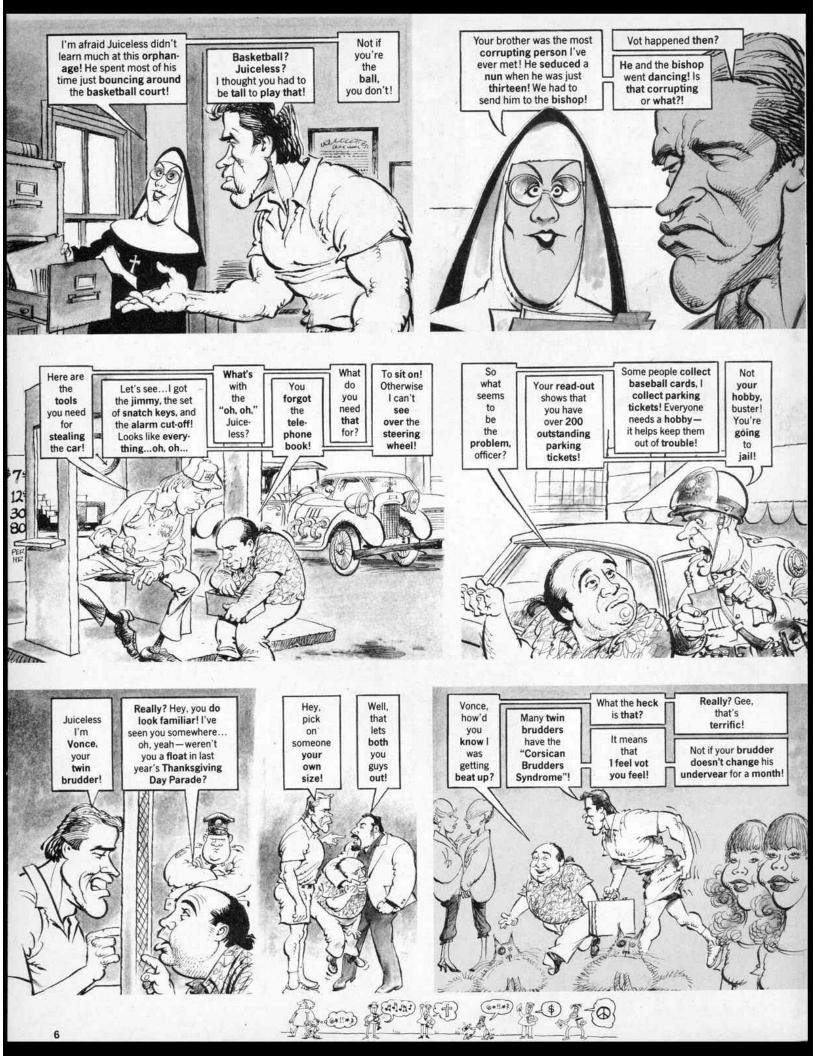
OVARY INDULGENCE DEPT.

There are two kinds of movie-goers—those who love good films and those who love Arnold Schwarzenegger pictures! This time around, the big guy drags Danny DeVito down with him in a film that is guaranteed to make even the most loyal Schwarzenegger fan...







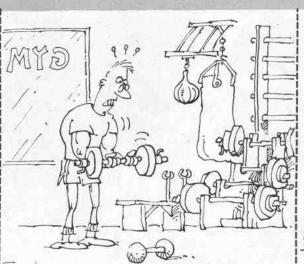


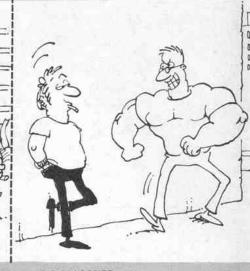


SERGE-IN GENERAL DEPT.

A AMAD LOOK AT SELF-







ARTIST AND WRITER: SERGIO ARAGONES















DEFENSE







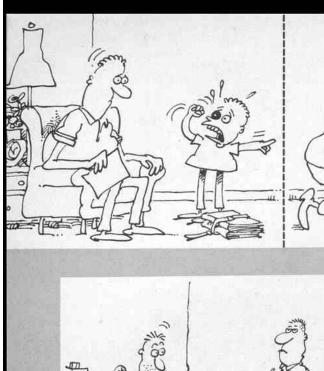


































Real Name: Roseanne Barr
Origins: A fat, sloppy bore of a housewife, Roseanne is visited by a 4thDimensional Being from Arcturus who
—unable to get through the mess in the
living room—goes home, leaving her

unchanged.

Powers: Faster than a speeding snail; can leap tall piles of dirty laundry; more powerful than a whiny husband she hasn't let sleep with her for weeks!

Enemies: Soap, mirrors and people who recognize Phyllis Diller's old act when they hear it!

Real Names: Jimmy Swaggart, Oral Roberts, Jim Bakker and Pat Robertson **Origins:** Four mild-mannered TV Evangelists suffer exposure to their own ratings, causing them to develop Supernatural Egos...and total immunity from having to practice what they preach!

Powers: Can assume the shapes of con-men, adulterers or money-grubbing megalomaniacs...while simultaneously insisting they're "doing the Lord's work!" Able to cry at will in front of television cameras and appear repentant. Can twist and interpret the Bible in any way they see fit to justify their outrageous behavior. Can convince their followers that by opening a multimillion dollar amusement park they're following a spiritual path!

Enemies: The truly religious, the Internal Revenue Service and loose-lipped church "secretaries."

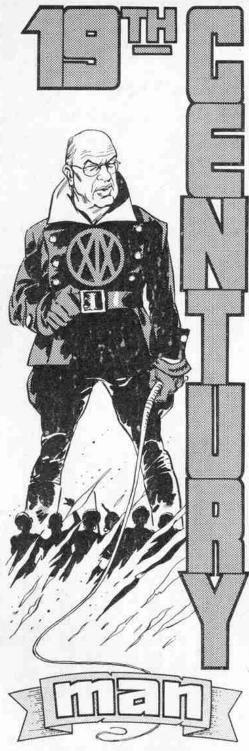


Real Name: Bob Goldthwait

Origins: Bob's mother, while pregnant with him in 1965, ignores medical advice and attends a Don Knotts film festival—with predictable and tragic results.

Powers: Can hypnotize entire audiences into believing that an hour of screaming and nervous tics is a comedy act; able to set attitudes about mental illness back 20 years without even trying!

Enemies: Comparisons to Jerry Lewis; de-caffeinated coffee.

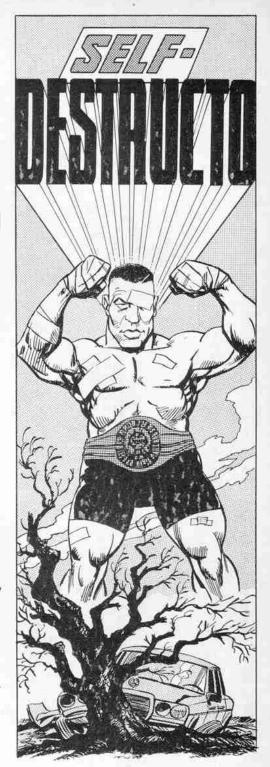


Real Name: P.W. Botha

Origins: One evening in 1848, P.W. forgets to leave a wake-up call with one of his slaves...and sleeps through an entire century of changing racial attitudes!

Powers: Can ignore any pleas for human rights yet devised by man; able to make Hitler and Mussolini seem like progressive social thinkers in comparison!

Enemies: Everyone.

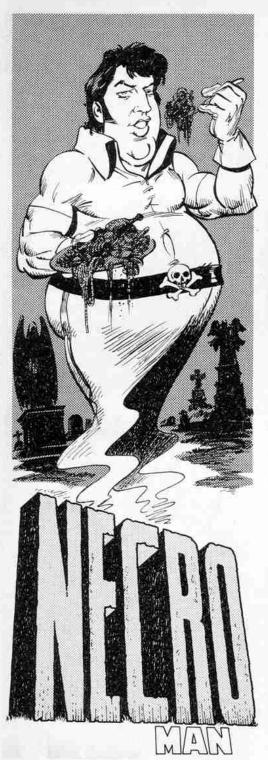


Real Name: Mike Tyson

Origins: In a deal with the Devil of Boxing (an associate of Don King), Mike gets to win the Heavyweight Championship of the World, but must, thereafter, do everything he can to wreck his image (and a potentially lucrative endorsement career!).

Powers: Can effortlessly inflict more damage on himself—through bizarre public statements, streetscuffles and accidents—than all of his boxing opponents combined!

Enemies: Success, adulation and automobile-seeking trees.

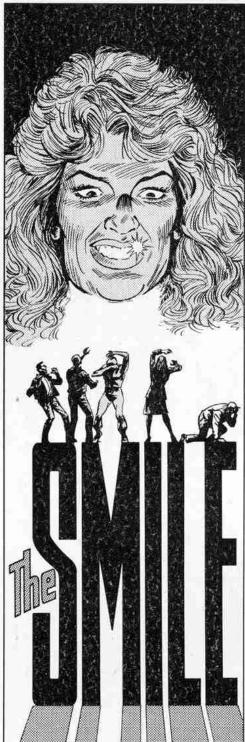


Real Name: Elvis Presley

Origins: A mere superstar in life... until an untimely death in 1977 transforms him into...the HOTTEST PROPERTY in the HISTORY OF SHOW BIZ!

Powers: Controls—from beyond the grave—vast armies of money-making merchandisers, impersonators and biographers. Occasionally "materializes" at shopping malls, football games and Tabloid-newspaper editorial offices.

Enemies: Cheesecake (still!).

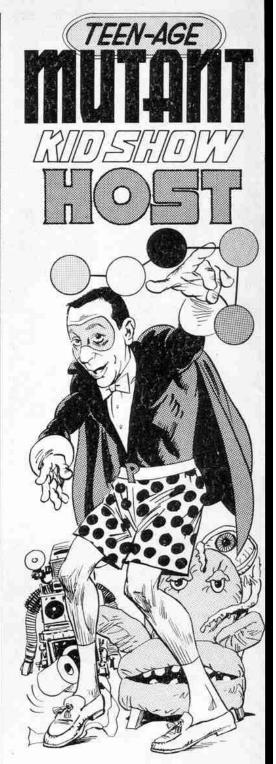


Real Name: Mary Hart

Origins: The laboratory creation of a twisted TV-programming genius, Mary is part woman, part Miss America semi-finalist and part chipmunk!

Powers: Can blind otherwise discerning TV viewers with her 10-megawatt pearly whites! Can single-handedly keep a lame "info-tainment" program on the air through sheer force of perkiness!

Enemies: Show-Biz Obituaries and cheek-muscle cramps.

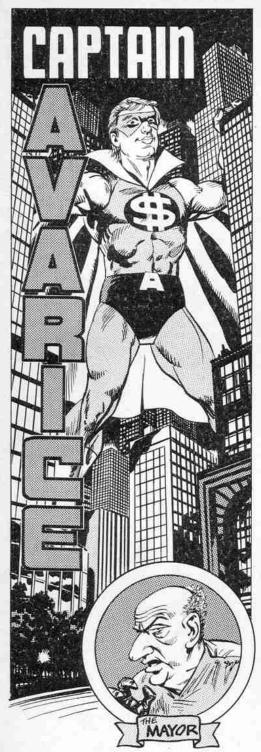


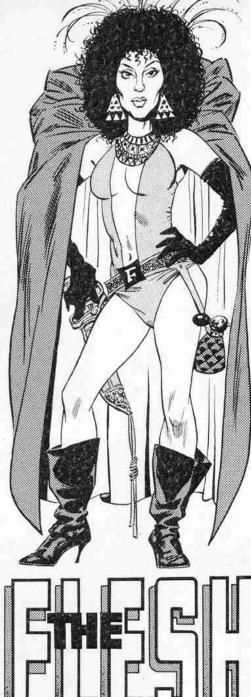
Real Name: Pee-wee Herman

Origins: Afflicted in childhood with "Trick Hormones," Pee-wee's growth is permanently stunted—leaving him, to this day, with the mind and body of a 12-year-old (but, curiously, the hairline, wrinkles and beard stubble of a 35-year-old!).

Powers: Able to nauseate even the 6year-olds he's aiming for; can peel paint with his stupid giggle; can make anyone long for the "sophisticated humor" of The Three Stooges!

Enemies: Puberty, rising literacy rates and furniture that can't keep up its end of a conversation.





Real Name: Donald Trump

Origins: The son of a lowly real-estate millionaire, Donald vows at an early age to lift himself out of such poverty—by any means—and become a respectable billionaire!

Powers: Can devour an entire block and still be hungry for more; able to turn a 1-bedroom slum shack into a \$500,000 "Luxury Co-op"; can leap over zoning laws with a single "campaign contribution"!

Enemies: Lawful tenants, New York City Mayor Ed Koch, "communistic" ideas like "Rent Control," and the word "enough." Real Name: Cher

Origins: A head injury sustained in a disco roller-skating accident in 1976 leaves Cher without her sense of modesty and good taste.

Powers: Can shock even jaded Hollywood types with her tacky displays of bare skin; able to turn the most dignified occasion into an excuse for exhibitionism.

Enemies: Cold weather, TV censors and competent dress-designers.

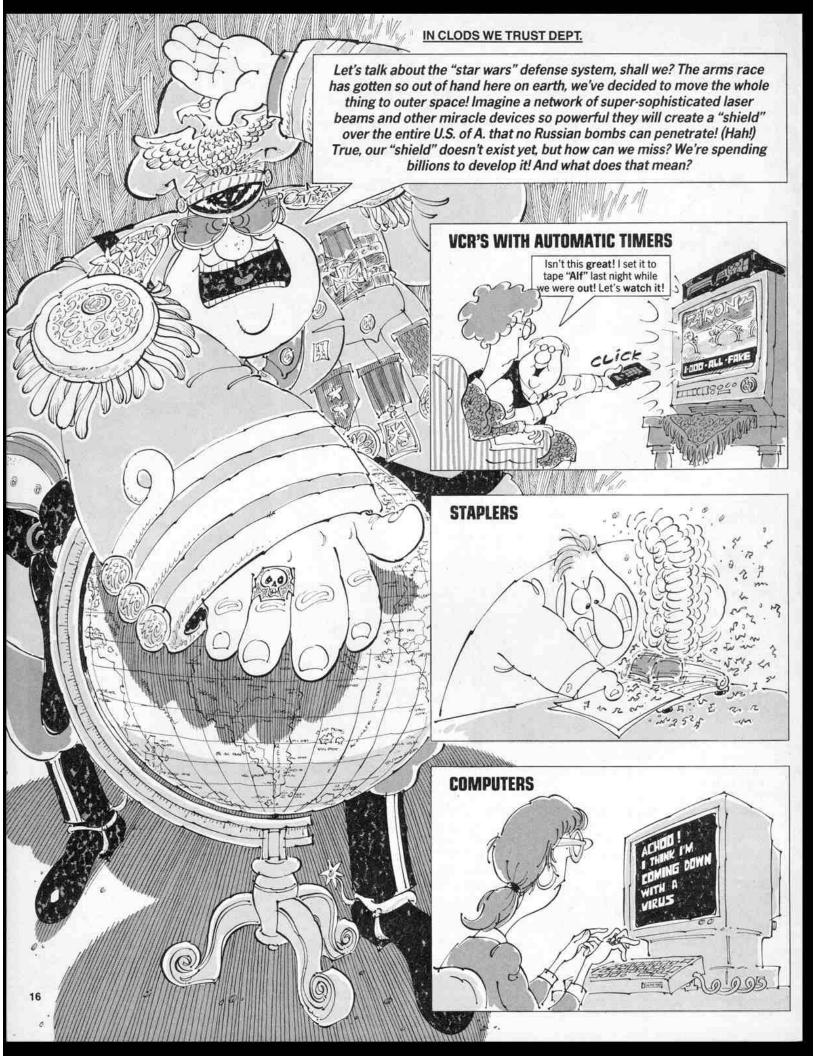


Real Name: Bill Gaines

Origins: Born of the same swirling hot gases that spawned our solar system eons ago, Bill drifts through space alone—until the Earth finally succumbs to his gravitational pull.

Powers: Able to leap his untied shoelaces (on a good day); faster than a speeding glacier; more powerful than GARLIC!

Enemies: Seismographs, 30,000-calorie Starvation Diets, "Wide Load" street restrictions, weak spots in the Earth's crust, stairways and Blue Cross forms.



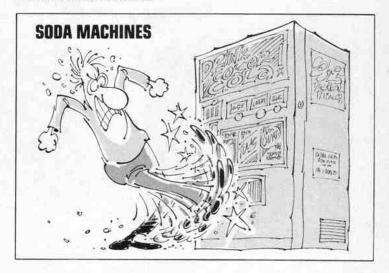
THE STAR WARS DEFENSE SYSTEM CAN'T FAIL!

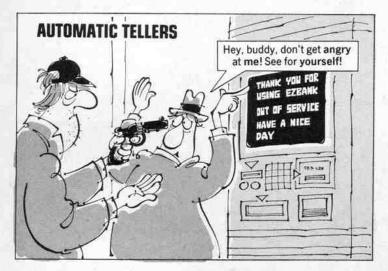
After all, we've already proven our skill at building...

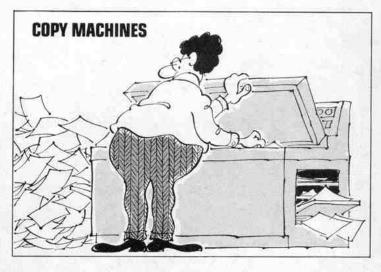
ARTIST: PAUL COKER

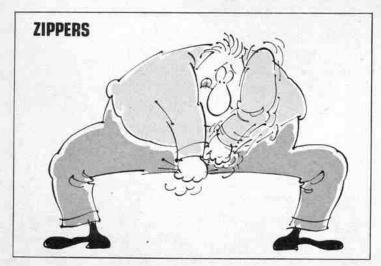
WRITER: JOHN S. MARSHALL

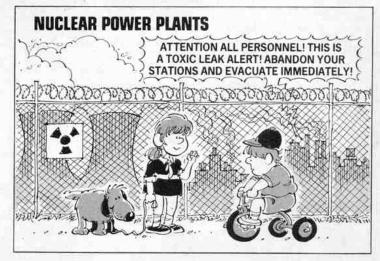














What's the one sure-fire way of making it big in today's rock scene? Just take a look at the group called Poison, and the answer is obvious: To reach the top of the heap...

Leather Clothes Mus





Be Worm (sung to the tune of "Every Rose Has Its Thorn")

Don't..need....much musical skill
when we play our gig to-night;
Our group has climbed the charts to-gether
'cause our look..to-day..is..right;
Yeah, we're comin' off bad, we're
comin' off rough,
Like a case..of..urb-an..blight;
What a sight...when..they..see..us!
What a sight!
(Which is why we always say)

Leath-er..clothes must be worn!
With those whips..and..chains you can't go wrong!
If you're big..in "Billboard" with a Top..Ten..song—
Leath-er..clothes must be worn!

We've made a pile by playin' it weird,
Puttin' on our wack-o..show;
Are we guys? Are we girls? Are we
straight? Are we gay?
Who can tell? Hell, WE..don't know!
Kids adore our tattooed bel-lies,
And our nose-rings are..a..gas;
And you got-ta a-gree that the fans..go..wild
When we turn a-round and moon 'em—
that's..real..class!

Leath-er..clothes must be worn!
Gross 'em out—you'll come off
loud and strong!
Make like Nazi..junk-ies at a
"Sing..A-Long!"
Leath-er..clothes must be worn!

We're the new rock gen-er-a-tion,
And we owe a lot to Cher—
Not for play-in' heav-y..met-al,
But for all the heavy metal
that..we..wear!

Evry mach-o shtick, evry sick-o kick
Keeps our gigs from get-tin'..dull—
Like the time we..let..a Doberman loose
And he fetched a hu-man..skull;
You can kiss off Cyn-di..Lau-per,
Michael Jackson and..his..chimps;
With our boots and daggers and hang-man's rope
All the rest of them are just..a..
bunch..of..wimps!

Leath-er...clothes must be worn!
In our world..the Beach Boys don't belong!
Sell your soul..to..Satan and you
can't..go..wrong!
Leath-er..clothes must be worn!



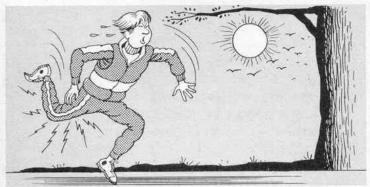
FROM BAD TO REVERSE DEPT.

Attention readers! Get ready for MAD Switcheroos!! What are they you ask? Well, here's one: What's the difference between a smiling coward and a tired ape? A smiling coward

MAD SWIT

ARTIST: AL JAFFEE

Q. What's the difference between a limping jogger and Robin Givens?



A. A limping jogger pulls a MUSCLE ON A HIKE;



A. Robin Givens pulls

Q. What's the difference between an angry general and the New Jersey shore?

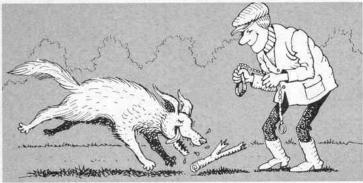


A. An angry general is POORLY SALUTED;

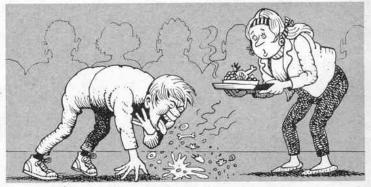


A. The New Jersey shore is

Q. What's the difference between an Irish setter and a student eating school cafeteria food?



A. An Irish setter is RED AND FETCHES;



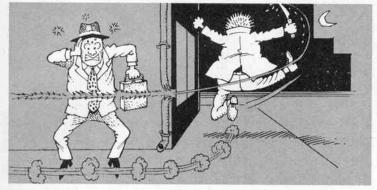
A. A student is_



is a CHEERY WIMP; a tired ape is a WEARY CHIMP! See? It's easy! And fun! And it sharpens your mind, which is no small feat given your hat size! Get it? Good! Now you finish these

CHERQ55

Q. What's the difference between a hit-and-run stabber and a shy exhibitionist?



A. A hit-and-run stabber SLASHES ON THE FLY;



A. A shy exhibitionist

Q. What's the difference between a so-so wide receiver and Dan Quayle on Meet the Press?

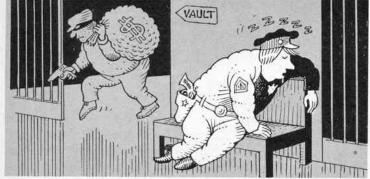


A. A so-so wide receiver is BUMPED AND STUMBLES;



A. Dan Quayle on *Meet the Press* is ______.

Q. What's the difference between a drowsy night watchman and a swamp creature?



A. A drowsy night watchman SLEEPS THROUGH THE CRIME;

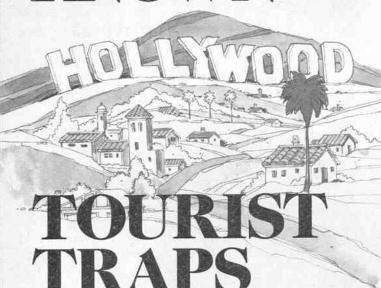


A. A swamp creature.

PERSONS, PLACES AND STINGS DEPT.

Next time you visit L.A., don't go on some rinky-dink tour of Hollywood. Don't cruise Sunset Blvd. in a bus! There are plenty of other exciting things to see (so what if you've never heard of them!) and they're easy to find when you follow

AMAD GUIDE TO LESSER-KNOWN



- FREE -- TAKE ONE -



ARTIST: BOB JONES

WRITER: MIKE SNIDER

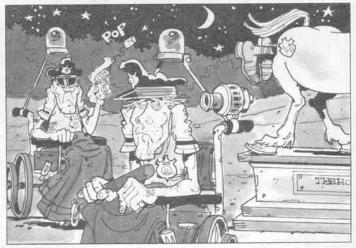
The Fox Network Studio Tour



When you're #4—and half the country doesn't even know you exist—you've got to make money somehow! So the Fox Studio is opening its doors to the public (and overcharging five bucks a head!). Come on in (if you've got nothing better to do!) and see all the shows the other networks turned down!

(DIRECTIONS: Drive south on the Hollywood Freeway until you see the Fox executives jumping off the Sunset Blvd. overpass!)

The Motion Picture Home For Retired "Police Academy" Writers



Hollywood takes care of its own—even those hack screenwriters responsible for the dumbest series of so-called comedies in movie history! Yes, these poor victims of "Lame Gag Burn-Out" (average age: 26) are spending their remaining years in peace and quiet, and—most importantly—away from typewriters and motion-picture cameras!

The Comedy Ward



Changing public tastes in comedy have turned this L.A. hospital psychiatric wing into a spawning ground for new stand-up talent. With such high-decibel alumni as Bobcat Goldthwait, Sam Kinison, Judy Tenuta and Gilbert Gottfried, "The Ward" is rapidly replacing The Improv as "the" place to catch the screamers of tomorrow!

The Museum Of Bizarre Outfits Cher Has Worn

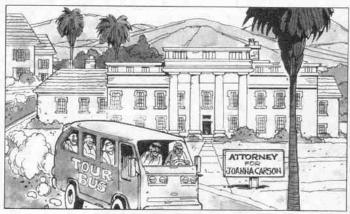
Relive some of Hollywood's wildest, scariest moments:

- MONSTROUS feather arrangements!
- SPINE-CHILLING blobs of sequins!
- HAIR-RAISING haltertops!
- FRIGHTENING and TASTELESS displays of bare flesh!

So terrifying you may never shop for clothes again!



Tour Of The Stars' Divorce Lawyers' Homes



There are stars...there are superstars...and then, there are STARS' DIVORCE LAWYERS—the real moneymen of Hollywood!

Take a fully guided tour of Southern California's most luxurious estates—paid for with money squeezed from some of your favorite celebrities in nasty divorce trials! Forget how the "other half" lives! See how the guy who took the other half to the cleaners lives!!

The Dead Celebrity Book And Souvenir Emporium

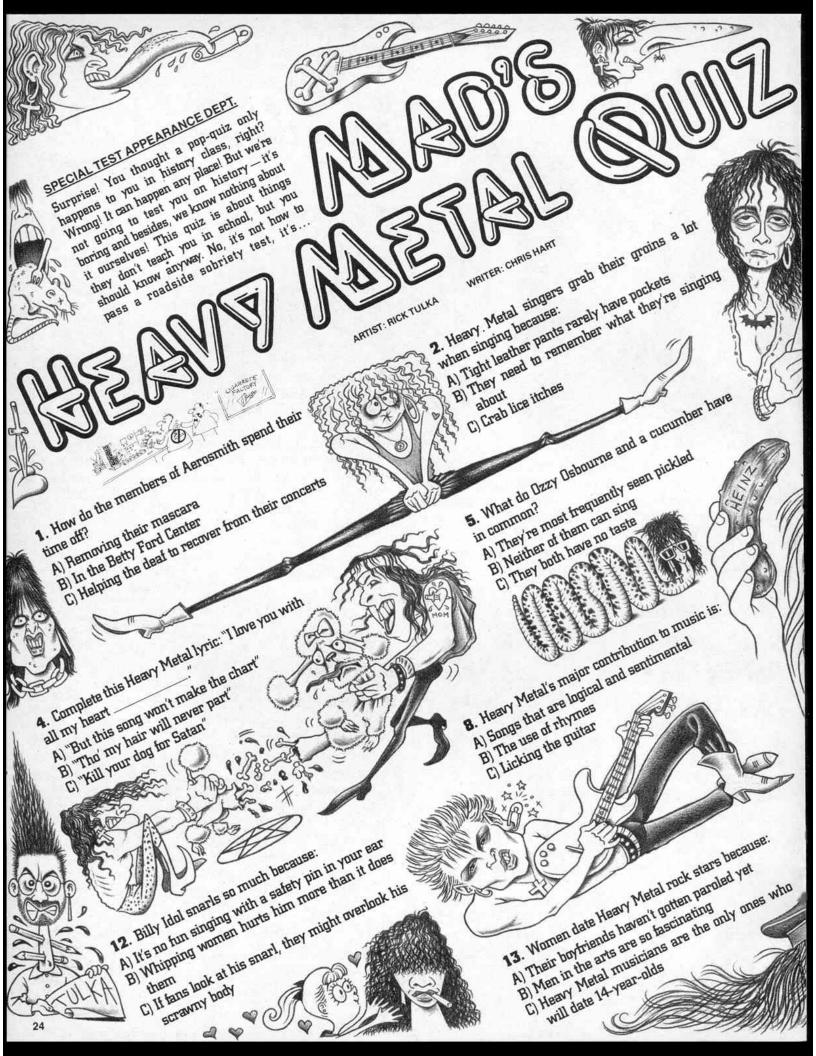
Serving the Hollywood community for over three years, this shop offers the most com-

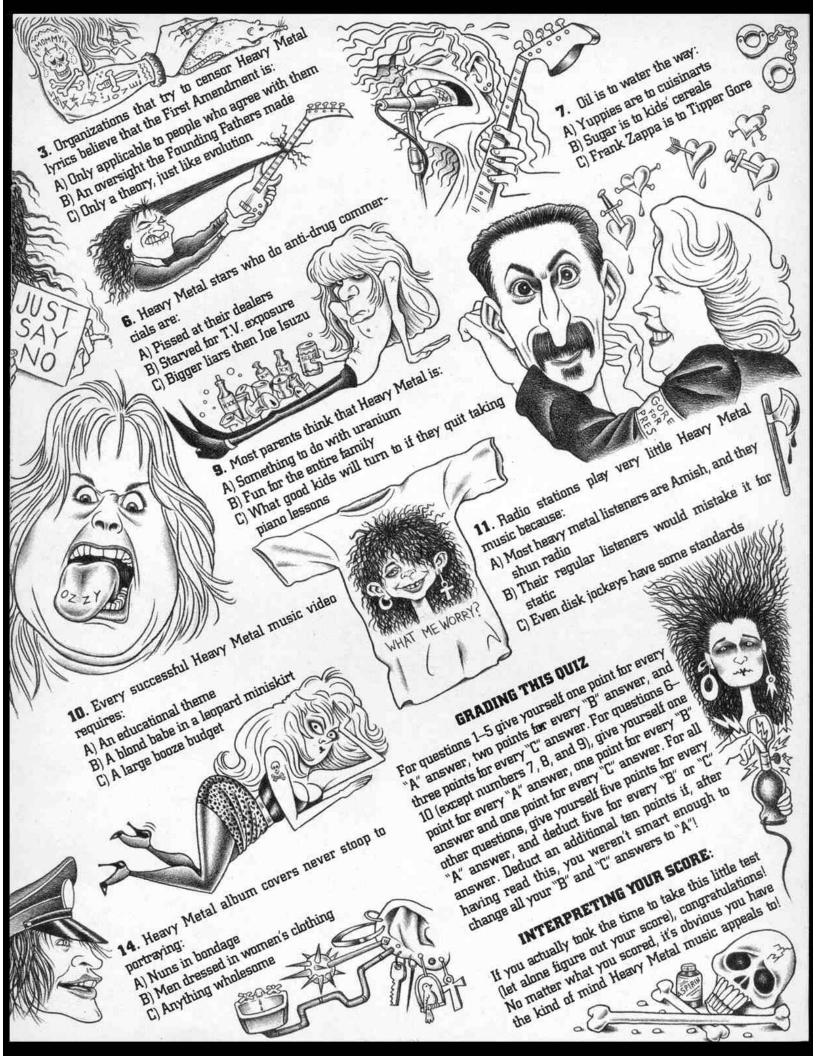


plete selection of Dead Celebrity memorabilia in the world! Every exploitive biography...every "kiss'n tell" book...every coroner's report and morgue photograph! Truly one-stop shopping for the discriminating necrophile. Remember, "If you can't find it here—they must still be alive!"

And don't miss these other fine attractions:

- ☐ Rock N' Roll Wild Animal Park
- ☐ The Tomb of the Unknown Oscar Nominee
- ☐ Cheech and Chong Gardens





PROGRESS RETORT DEPT.

They say you can't stop progress. But we say, TOO BAD! The alleged "progress" we've seen has resulted in more suffering and misery than it has in benefits to mankind! To prove it, here's just a smattering of...



The Postal Service saved us tons of time by shortening the abbreviation for Michigan from "Mich." to "MI." Now we waste even more time trying to figure out whether "MI" stands for Michigan, Minnesota, Mississippi or Missouri.

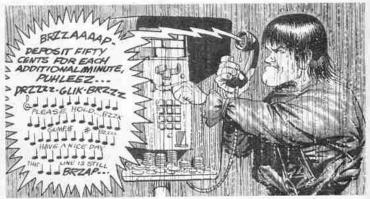


The trash compactor is a modern wonder that makes it unnecessary for us to hunt for valuables we threw away by mistake, because we know, even if we find them, they'll be crushed.



Automated manufacturing has enabled the retail price of the cheapest VCRs to drop well below \$200. Interestingly, the cheapest VCRs soon require the services of a repairman who is *un*automated and whose price has risen well above \$200.

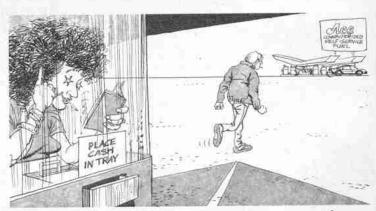
SCIENTIFI



Thanks to science, we no longer get a grating busy signal when we call an overloaded office phone number. Instead, we're put on "hold," and are forced to listen to some bad recorded music, often at a toll charge of fifty cents per minute.



Glass milk bottles that occasionally broke have now been universally replaced by cardboard milk cartons that virtually always leak.



Jiffy self-service gas stations let you speed up to the pump, walk over and give the cashier your money, walk back to pump your gas, walk back to collect your change and then walk back to your car again—all in less than an hour.

ICADVANCES THAT UNINDENSITY UN



Amazing medical research will soon increase the human life span to 100, which is 17 years longer than Medicare can be expected to pay your amazing doctor bills without bankrupting the government.

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

OUR

LIVES!



By transferring bulky card files to microfilm, libraries freed up lots of space to accommodate all the additional people who now must wander aimlessly hunting for books because they don't know how to operate a microfilm machine.

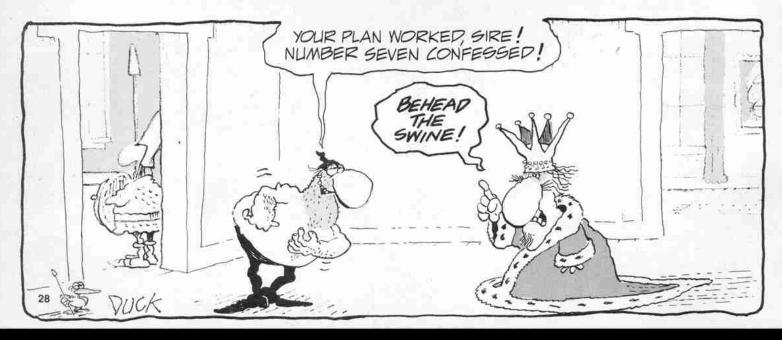


The thirst for knowledge has prompted most universities to offer Master of Business Administration degrees. As a result, we now have enough Ivan Boesky clones to defraud every man, woman and child in the country. TALES FROM THE DUCK SIDE DEPT.

THE DIABOLICAL DUNGEON DECEPTION





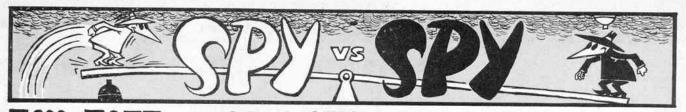




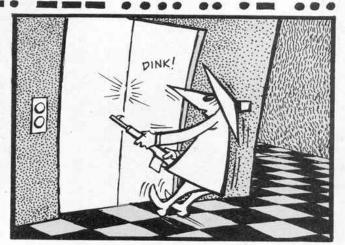


















MAD'S Cheap and Painless OVER Methods for... OVER



Make friends with small, furry animals...



Comb all your other facial hair upwards and back...

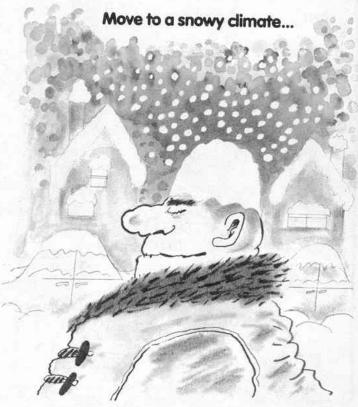






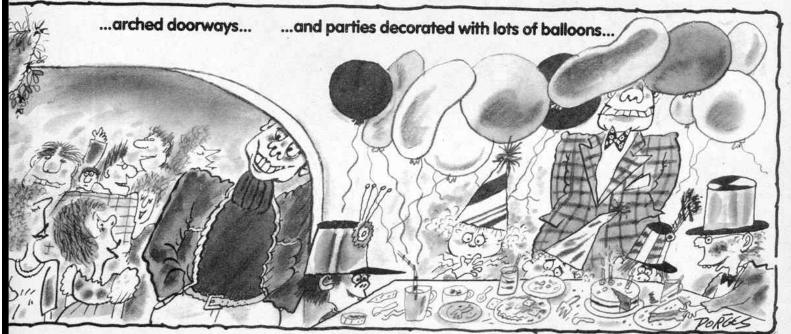
COMING BALDNESS

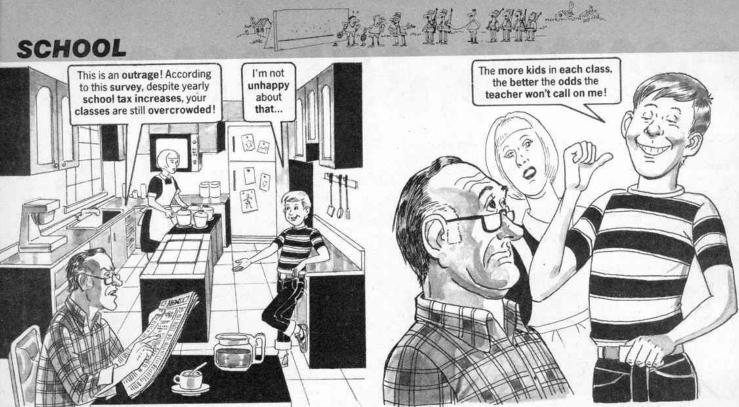




... at Little Expense and Even Less Pain

ARTIST AND WRITER: PAUL PETER PORGES





BERG'S-EYE VIEW DEPT.

THELIGHTE

WISHING



FAMILY UNITS







I'll say! Princess is so happy

RSIDE OF...

ARTIST & WRITER: DAVE BERG

THE ECONOMY





LISTENING



ENERGY CRISIS

Tommy, my friends and I are having coffee! Why aren't you in your room playing with all your new birthday toys?

can't! There's been a power failure!





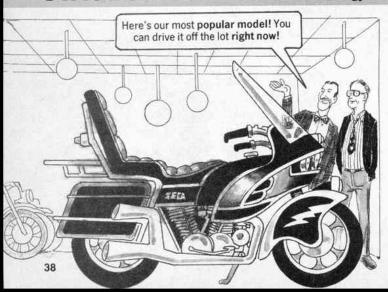
POLITICS

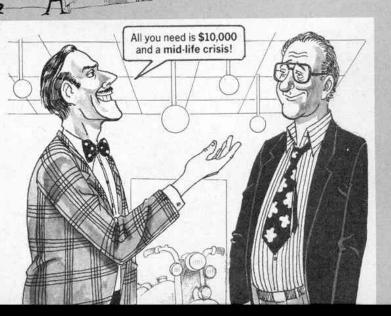
Dan Pheasant, as candidate for school president, how do you how you stand stand on the campus dress code? DAN PHEASANT



First tell me

STAGES

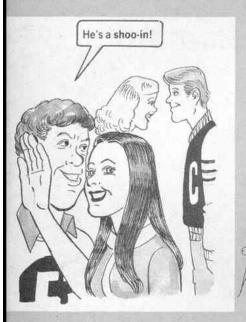




WINNING











SPECIAL CASES



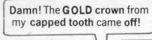


FINANCES





WISDOM

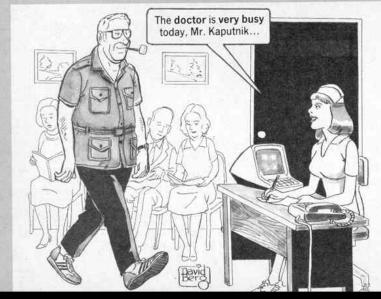








DOCTORS





Tired of being suckered into opening a piece of junk mail with seductive promises on the envelope only to be let down when you read the contents? Here's your chance to get even with MAD's ...

DECEPTIVE WAYS TO GET JUNK MAIL SENDERS TO EXCITEDLY OPEN YOUR REPLY!

WRITER: DICK DEBARTOLO

Tom Tormey 112 Caitlin Drive Staten Island, NY



Sham, Sham & Shame 5000 Piece Dinnerware Offer

P.O. Box 13 Trashy Stuff, Ohio

TO: SHAM, SHAM & SHAME

FROM: TOM TORMEY

GENTLEMEN -- THIS IS THE LAST MAILER FROM YOU THAT I WILL OPEN FOR FREE. THE NEXT PIECE OF JUNK MAIL FROM YOU I WILL ONLY OPEN FOR CASH!

C. Glitz 17 Boat Basin Rd. Las Vegas, Nevada

> BIG RIP OFF MAIL ORDER 222 Hustle Lane Gyp, Texas

Gentlemen:

This is to **CERTIFY** that I did **CHECK** the box that says: "I am not ordering merchandise, but I do want to be entered in your free car contest!"

Hoping to be a Winner,

C.Glitz

Gaspar Saladino 69 Lettering Street Plainview, NY



Kodad 35mm Camera Offer

11 Underexposed Circle

Shutter, Ind.

To: Kodad 35mm Camera Offer From: GaSPAR Saladino

Sits: I have a LARGE ORDER for YOU! Remove my name from your mailing list

THE GHASTLY GALLOWS GOODBYE



ARTIST AND WRITER: DUCK EDWING





Hi, I'm Jugg Hurtz. If you don't mind, I'm going to walk you through an episode of my new sitcom. At first you may think this entire show is just a second-rate rehash of Taxi—you know, an average middle class guy surrounded by a group of wise-cracking semi-wierdos. But when you take a closer look, you'll see it's nothing at all like Taxi! Notice, there's no garage, no cabs—and some people would say no laughs! is it any wonder why they call this show

Dreary John... ARTIST: SAM VIVIANO WRITER: DICK DEBARTOLO WRITER: DICK DEBARTOLO

I'm L. Sleaze, head of this group of recently divorced people! I'm just divorced myself! My husband was repressed and had s-s-sexual problems of a s-s-sexual nature concerning s-s-sex. Luckily, I'm mature and can talk openly about such things! But rather than talk about s-s-sex, I prefer to show you some pictures!

I'm Curt! Women I meet say I'm just a pushy and obnoxious egomaniac! But I'm much more than that! Once I turn on the "old Curt charm" they have to admit I'm also a rude chauvanistic pig!

I'm Raff! My ex-wife says all I do is complain and whine and complain and whine! Not really! While I may complain a lot and whine a lot, I NEVER do both together! I'm Bate! I'm pretty, sensitive and recently separated. No, not from my husband, from my agent — for hooking me up with this neurotic group of weirdos where I obviously don't belong! I'm John Racy! When my wife left she split everything we owned in two and then took both halves! All I came away with is the clothes











TALES FROM THE DUCK SIDE DEPT.

THE INCONCEIVABLE ISLAND INCIDENT

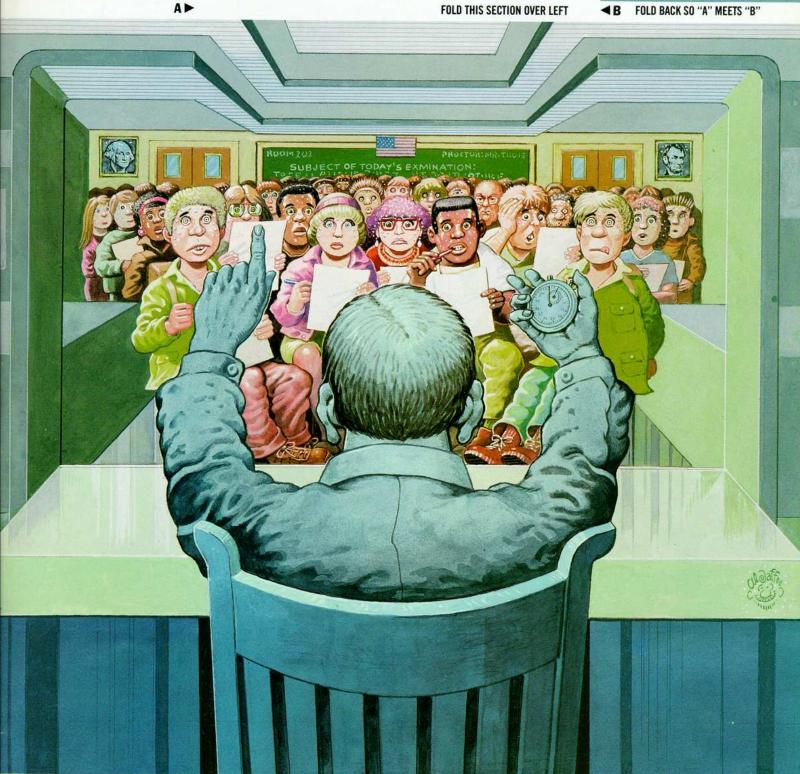


WHAT NEW EXAM WILL EVERY STUDENT SOON **BE REQUIRED** TO PASS?

HERE WE GO AGAIN WITH ANOTHER AD FOLD-IN

Passing or failing is a way of life in school. To find out the latest in this never ending business, fold the page as shown in the diagram on the right.





THE METHODS USED IN GIVING EXAMS VARY GREATLY. SPECIAL DE-TERRENTS AGAINST CHEATING ARE USED. THE INSTRUCTOR TELLS STUDENTS TO USE TIME WISELY TO SCORE THE BEST

A MAD FAKE-OUT COVER





Head Bashing, Ear Bleeding, Eye Poking Hot Concert Pix!!!