

INDIANA JONES • NO HOLDS BARRED • THE WONDER YEARS

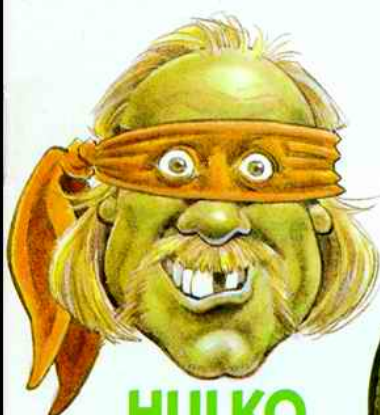
No.
291
December
1989

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INDIANO

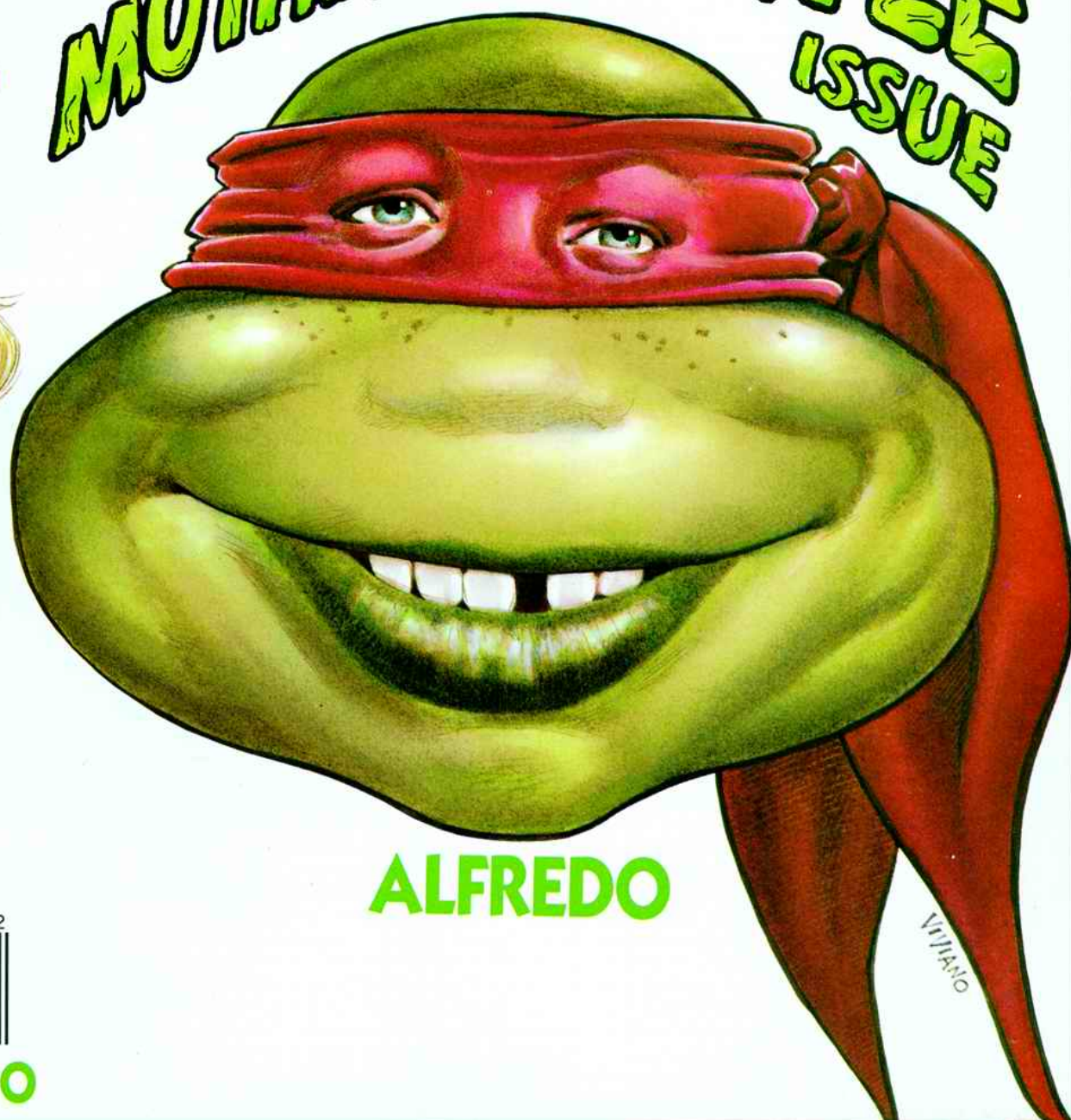


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MAD

"You know illiteracy is a problem when the only thing most people can read are George Bush's lips!"

—Alfred E. Neuman

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

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

DEPARTMENTS

A VIEW TO AN ILL DEPARTMENT	
Comp-U-Doc Self-Service Medical Terminal	10
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side of	40
BIG-NAME BRANDS DEPARTMENT	
More Items from MAD's Celebrity Supermarket	12
DEFLATER MOUTH DEPARTMENT	
MAD's Big Ego Busters	34
FOR YOUR PRIZE ONLY DEPARTMENT	
Why You Are Sure to Win the Next Magazine Publisher's Sweepstakes	16
FORD-GONE CONCLUSION DEPARTMENT	
"Inbanana Jones and His Last Crude Days" (A MAD Movie Satire)	45
FRANK ON A ROLL DEPARTMENT	
"Baseball at the Bat"	24
HOGAN'S ZEROES DEPARTMENT	
"No Hoax Barred" (Another MAD Movie Satire)	28
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy Vs. Spy	15
LETTERS AND TOMATOES DEPARTMENT	
Random Samplings of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" by Sergio Aragones	**
REACHING NEW HYPES OF ABSURDITY DEPARTMENT	
MAD's Political Image Maker of the Year	19
SERGE-IN GENERAL DEPARTMENT	
A MAD Look at Ghosts	38
SCHLOCK THE PRESSES DEPARTMENT	
How Newspapers Write Misleading Headlines (To Jazz Up Otherwise Dull Stories)	36
SIXTIES-SOMETHING DEPARTMENT	
"The Blunder Years" (A MAD TV Satire)	4
TALES FROM THE DUCK SIDE DEPARTMENT	
The Lusty Ledge Legend	9
The Feathered Feeding Frenzy	23
The Jarring Jungle Joyride	33
THIS JUST IN ... AND OUT DEPARTMENT	
Fleeting Stars of the 6 O'Clock Local News	26

**Various Places Around the Magazine

FRONT COVER ARTIST: SAM VIVIANO

BACK COVER ARTIST: GREG THEAKSTON

BACK COVER WRITER: MIKE SNIDER

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VITAL FEATURES

"THE BLUNDER YEARS"
(A MAD TV SATIRE)
Pg. 4



WHY YOU ARE SURE TO WIN THE NEXT MAGAZINE PUBLISHER'S SWEEPSTAKES
Pg. 16

MAD'S POLITICAL IMAGE MAKER OF THE YEAR
Pg. 19



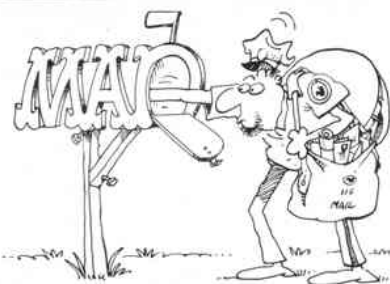
"NO HOAX BARRED"
(A MAD MOVIE SATIRE)
Pg. 28

A MAD LOOK AT GHOSTS
Pg. 38



"INBANANA JONES AND HIS LAST CRUDE DAYS"
(A MAD MOVIE SATIRE)
Pg. 45

LETTERS AND TOMATOES DEPT.



"BATTYMAN"

In MAD #289 you made the mistake of putting the Superman logo on Alfred E. Neuman's Batman costume. I'm sure it was just a dumb mistake.

Zachary K. Nyhus
Buffalo Lake, MN

Zachary K. Nyhus... is that a name or an antibiotic?—Ed.

You have really screwed up now! On the cover of MAD #289, Battyman's suit has a Superman symbol on it! Did you forget what Batman's real symbol looks like?

Jeff Nau
Springfield, MO

No, we forgot what the rest of Superman's costume looks like!—Ed.

I am used to trashy MAD movie satires, but when I read "Battyman" I was truly impressed. You reduced Batman to what he really is: a fool in tights, a lunatic in Gotham City no better than street scum. Thank you, thank you, thank you!

Nick Kuminoff
San Rafael, CA

Nick—you seem pretty touchy about fools in tights... Professional jealousy, perhaps?—Ed.

I received my subscription issue of MAD #289 (featuring your "Battyman" satire) on June 16, 1989, a week before the furshlug-giner movie even came out!! And what's even stranger is that both MAD and *Batman* are owned by Warner Communications. A little headstart, perhaps? Well it's a nifty idea!

Robert Gwin
Norwich, CT

How did we get our satire out so early? Rumor has it we had a little help from some joker...



Batman's "Joker," Jack Nicholson: Where did he get that wonderful issue?

A MAD RUSSIAN

In the Soviet Union, we use Russian magazines for toilet paper. When I came to America, I found something that works even better. Thanks for making me feel at home!

Yakov Smirnoff
Los Angeles, CA



Russian/American comic Yakov Smirnoff, who was featured in our article "If Different Comedians Told the Same Joke" reads a copy of MAD #289. We don't know what his "A-OK" sign is referring to!



CLOWN AND DOUBT

I noticed that in "Renegade Clowns" (MAD #289 back cover), Cleo the Clod's mugshot number is wrong. It reads "Alaska, The Cold State, 1953." Alaska didn't become a state until 1959. Just giving you a pointer.

Robert Falzone
Massapequa Park, NY

Nice historical catch but you're slightly off. It was Guam that became a state in 1953. It wasn't until 1966 that the U.S. purchased Alaska from Puerto Rico for \$24 worth of trinkets (in what is now known as the Louisiana Purchase)!—Ed.



PARENTAL PROS AND CONS

You will be pleased to know that my 10-year-old son and his friends are addicted to MAD. I suppose I should make some mother-like noises and declare the magazine too subversive and degenerative to young minds, but I was also similarly addicted in my youth! It's most reassuring that you are still out there thumbing your nose at the pretentious and the powerful as much as ever!

Sonia Meneghin
Walnut Creek, Ca

We just received our first issue of MAD. I am very disappointed and disgusted with the amount of sexual references. My son is only 10 and I consider this inappropriate material for him. Cancel my subscription.

Monique Cenac
Houma, LA

Open question to our readers: Who would you want for your mother??—Ed.

FOREIGN CORRESPONDENCE

I am French and I have been reading your "Mad gazine" for about 20 years now. American language has always been my hobby and I must thank you for having improved my knowledges of how Americans are talking to each others.

Patrick Brunet
Genas, France

Paté—Thanks for your ooh la la letter! It might interest you to know that the French language is a hobby of MAD's own Frank (François) Jacobs. In fact, whenever Frank goes to a Steak & Brew, he always goes for the French dressing at the salad bar!—Ed.

"MAD CHARTS"

In "MAD Charts" (#289), you left out these Top Rock Tours: The Cars and Mike and the Mechanics on the CAR MECHANICS TOUR and Ratt and Poison on the RATT POISON TOUR!

Stephen Flood
Brandon, VT

Now that you mention it, how about Barry Manilow and Menudo on the... Oh, maybe we'd better just forget about this one!—Ed.



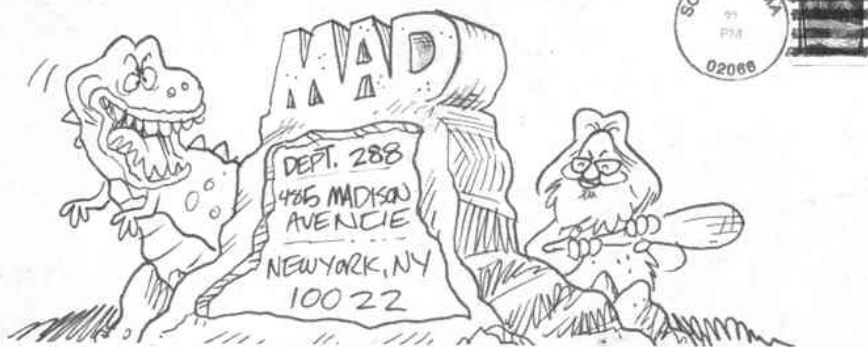
GUN SHOTS

It is our Constitutional Right to keep and bear arms. I like your magazine, but I am kind of sick and tired of your jokes about the NRA. My father and I are both members of the NRA and I just don't care for your jokes about guns, gun clubs and the NRA.

Tom Boyd
Clute, TX

Tommy gun—You keep mentioning the initials "NRA" without explaining what they stand for. We can only assume you mean the No-good-beer-bellied-narrow-minded-killers-of-wild-life-and-the-profits-soaked-in-blood-gun-manufacturers-who-bribe-legislators-to-make-weapons-easily-available-for-the-senseless-slaughter-of-hundreds-of-innocent-victims-every-year Rifle Association. Is that the one you mean?—Ed.

ENVELOPE OF THE MONTH



Although we decided not to print the letter Bill White of Scituate, MA sent us, we couldn't pass up his absolutely prehistoric envelope! Fal



MORON MAIL

In a world of \$4.00 magazines that consist of 50% advertising, finding a publication for under \$2.00 that does not accept any outside advertising is truly stunning. Mind you, a blow on the head with a large fish is stunning too!

Andy Cameron
San Diego, CA

Stunning, Ando-man? You don't know the meaning of the word! **Stunning** is the first wide-eyed stare of a newborn child. **Stunning** is the petal of a rose floating gently on the surface of an unfested pond. **Stunning** is the morning sun, gleaming off the gold tooth of a Guatemalan widow carrying a large fish (which she bought for under two dollars, we might add)! Don't write back until you know the meaning of the word **stunning**!—Ed.

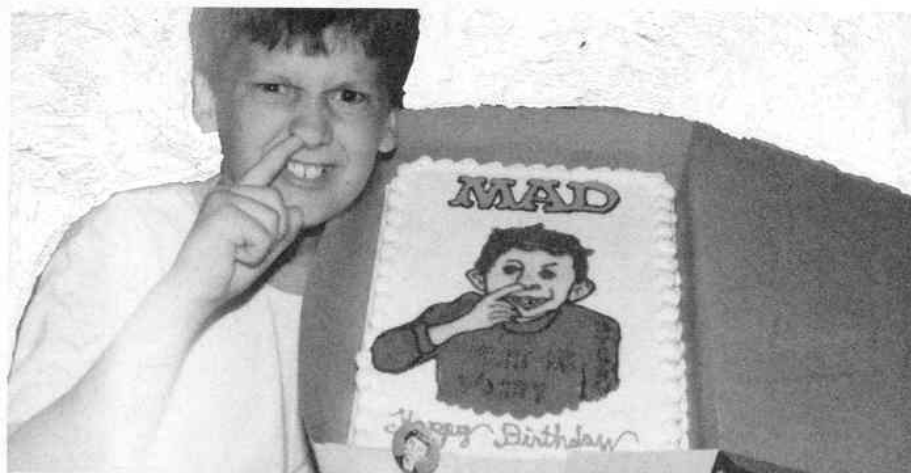
A BUM "RAP"

"When Rap Music Spreads Into Everyday Life"
Is sure to cause the postman
pain and strife;
Cuz I know that MAD will be inundated
With rap letters that the readers created;
Most of them will be very poor
Some of them even worse for sure!
So I'll just sit back and let time go by
Till my letter is printed with some
smart-ass reply!

Mike Jenkinson
Winnipeg, Canada

Your rap didn't make us go ha ha ha,
we think you're a schmuck, so fa fa fal—Ed.

CAKE FROSTING?



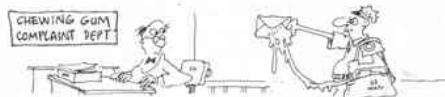
Steve—Hmmm! Looks good! Save us a little piece... and save us some cake too!—Ed.

MORE MORON MAIL

In Spy Vs. Spy, why do teeth ALWAYS appear when a spy gets shot, squished, splattered, swatted, exploded or destroyed?

Joe Stuhff
Las Vegas, NV

Because we're a family magazine!—Ed.



Please Address All Correspondence To:
MAD, Dept. 291, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating John and Marilyn on their new house!

WHAT IS ... NOTHING LIKE THE MOVIE BATMAN?

UNRELATED TO TV'S THE WONDER YEARS??

TOTALLY DIFFERENT FROM NINTENDO???



THESE THINGS CAN ONLY DESCRIBE ONE BOOK ...




ON SALE WHEREVER THIS BOOK IS SOLD!

SIXTIES-SOMETHING DEPT.

We can see why adults in their thirties and forties enjoy a popular sitcom about growing up in the 1960's. After all, it was their time! But why does it have such appeal to kids in 1989? Could it be that today's kids are comforted by seeing what jerks their parents were back then? You bet! Yup, parents may refer to the 1960's as "the good old days," but any moron can plainly see that they were really...

THE BL



This is a home movie shot of me on my 13th birthday, 21 years ago! I'm now 34, have total recall and can remember every insignificant thing that's ever happened to me! It's an ability that makes me a perfect narrator for a nostalgia sitcom like this one! The problem is it also makes me a terrible bore at dinner parties!

This is my brother, Wane! How a certifiable sadist/sociopath got into our nice, midwestern, suburban family is one of the mysteries this show never explains!


This is my hippie sister, Baren! None of us in the family can figure out what she does all day! She doesn't seem to go to school or have a job! Someday, one of us will have the guts to ask her!

Hello, "Save the Baby Harp Seals Foundation"? Could you save one for me? I'll bring my own baseball bat!

I had this really big fight with my father! He's anti-abortion! So I said to him, "If you won't allow abortions you know what people will start to call you? He said, "What?" I said, "A grandfather!" We had to rush him to the hospital!

I guess I'm a little small for a 13-year-old!

Son, you're a little small for an 8-year-old!

Here we are at my 13th birthday party! Naturally, the TV News is on in the background! In our house, the TV News is always on, at any time of day or night! Not that we're really interested in what's going on in the real world, but we have to remind the audience that we're back in the 1960s! And since people in the 1980s don't think anymore, we know we can get away with it! Like, who's going to question that back then 24-hour news stations didn't exist and started about 15 years later, you? Fat chance!

My job as narrator is to tell you what's in young Kute-in's mind! Sometimes I make rather pompous observations that sound profound, like: "Growing up means saying goodbye to comforting illusions!" Again, no one questions things like that! Even if 1980s people understood it, it would mean nothing to them! Let's face it — if people today knew how to think, who would accept Ninja Turtles?



UNDER YEARS

ARTIST: SAM VIVIANO

WRITER: STAN HART



This is Pale, my best friend! He was in what is referred to as "The Awkward Age!" For Pale this was the period between birth and death!

This is my girlfriend, Whiny! She's also 13 years old! We were so close we even shared the same Fruit of the Loom undershirts!

This is my mother and father! they weren't the brightest couple in the world, but they were well matched! They seldom fought! Their only argument was whether or not "The Flying Nun" was a documentary!

I'm so poorly coordinated, I can't tie my shoe laces!

Your problem isn't coordination, Pale, it's just stupidity! You're wearing loafers!

I admit that Kute-in and I started by kissing, Mother, but now we do what married people do!

My God, what's that?

Fight with each other!

I just saw the garbage truck parked outside! Was he making a pick-up or a delivery?

That's an old joke!

Maybe in the '80's But now we're in the '60's!



This show is especially fortunate because of the great time period it's in! I don't mean the 1960s! I mean between "Who's the Boss" and "Roseanne"!

For my birthday, Pale gave me a rare book that I always wanted!

In show after show, you do a lot of standing around, making faces without saying anything. Why's that, Kute-in?

'Cause I have to wait until the long-winded narrator finishes talking!

But you're the long-winded narrator!

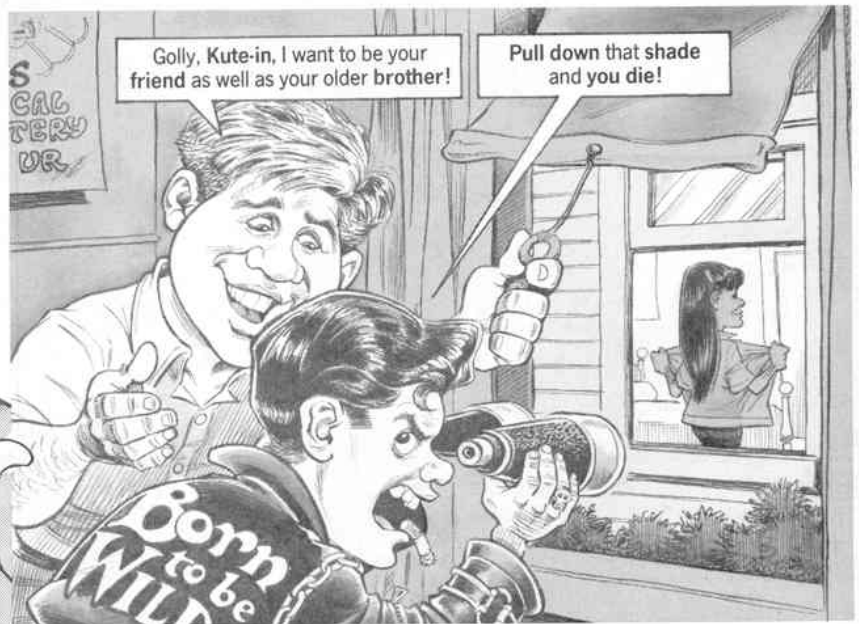
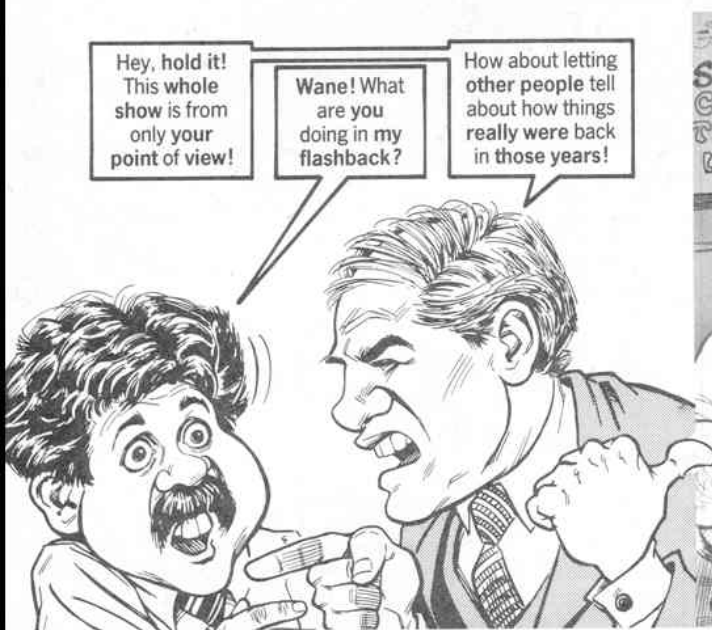
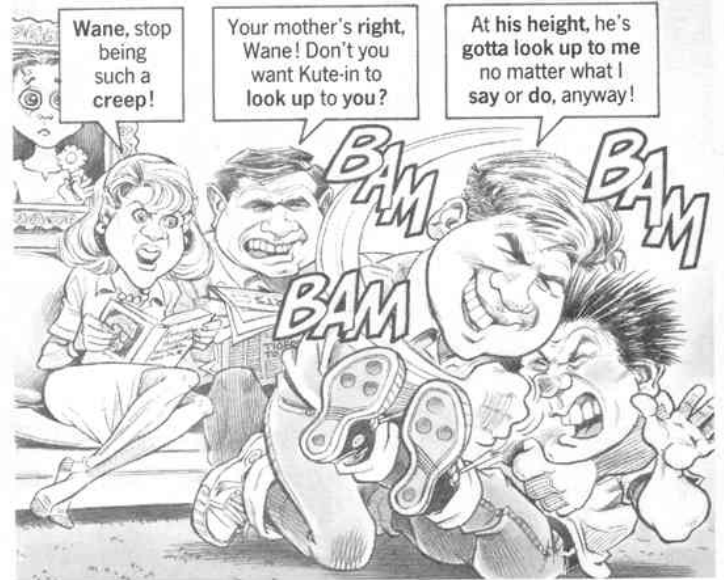
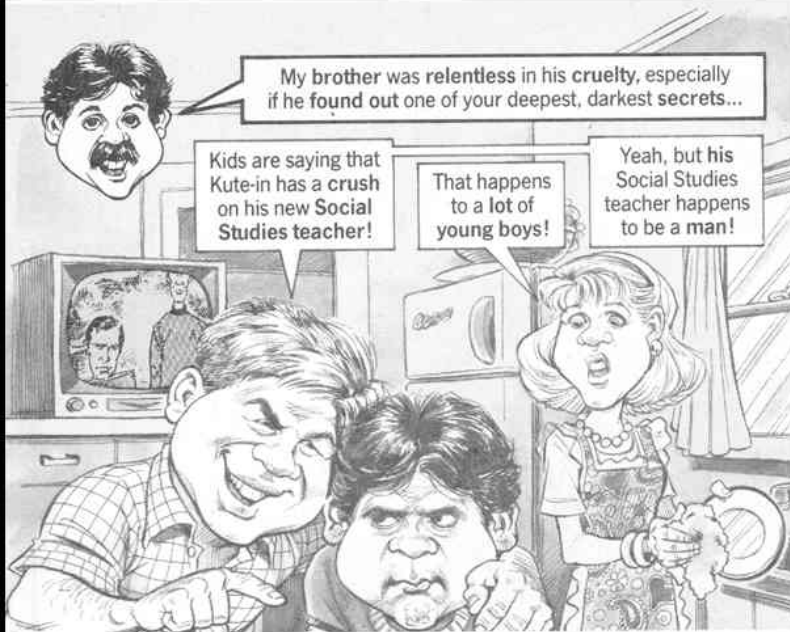
Hmm, you're right, Pale! I guess it wouldn't be rude to interrupt myself, would it?

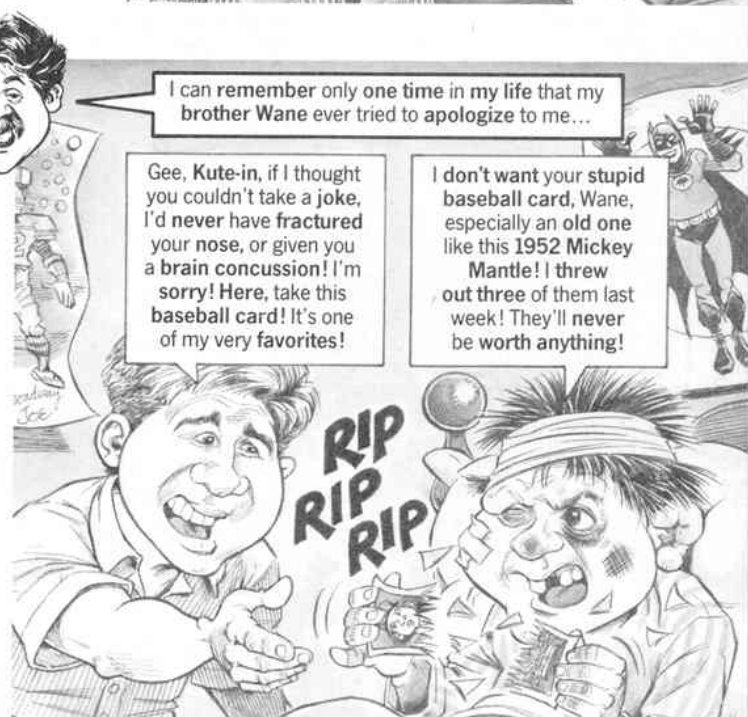
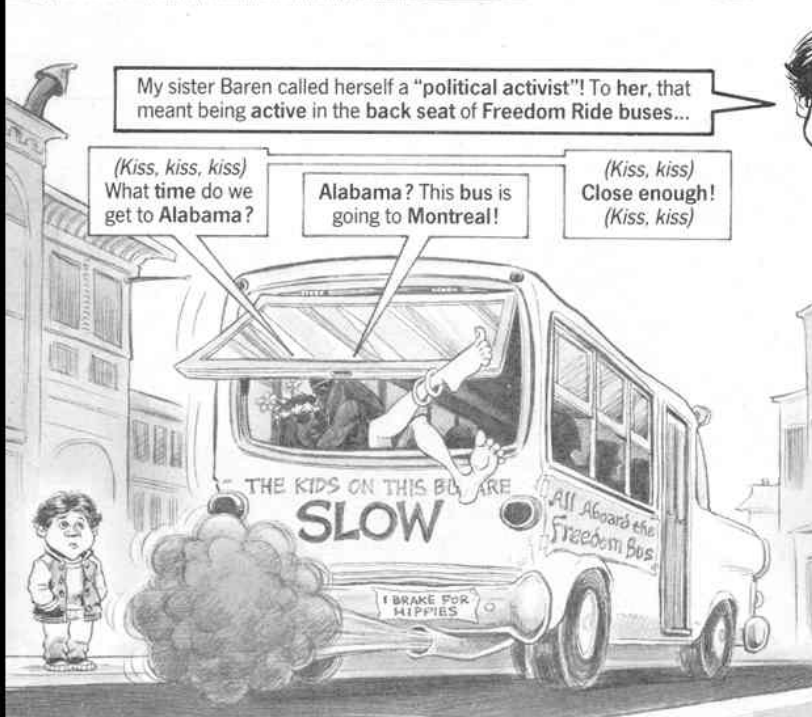
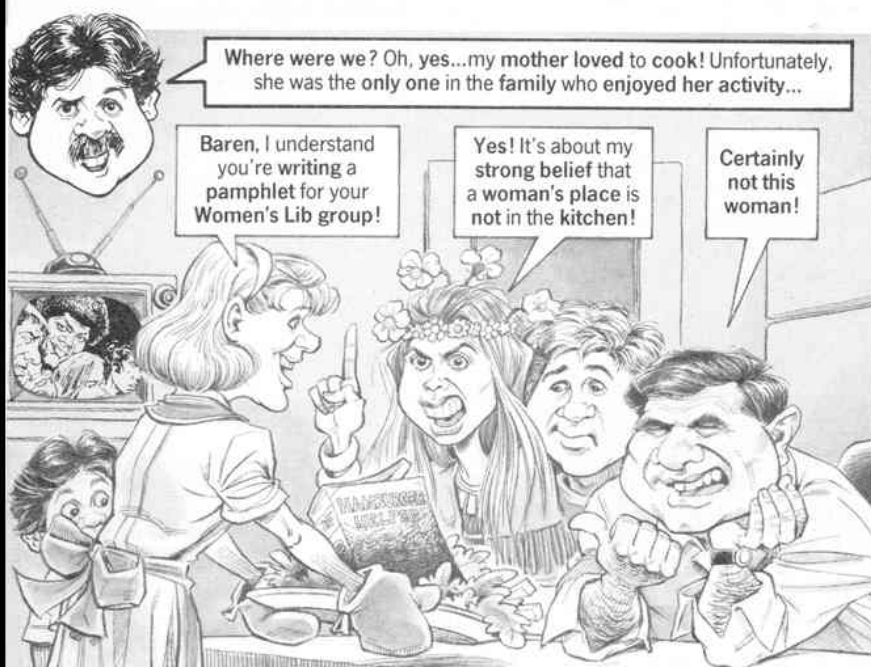
This book is so rare that even the library doesn't have a copy of it!

Yes it does!

Well, not any more!









It wasn't like that at all! It wasn't thrilling...

...it was embarrassing! You were such a shrimp, the damn jacket was 3 sizes too small! Thanks a bunch for making me the laughing stock of the seventh grade!

Where are they all today? Well, my best friend Pale made a fortune on Wall Street as a stock broker! That is, until he was caught doing insider trading! Pale is now serving five to seven in federal prison...

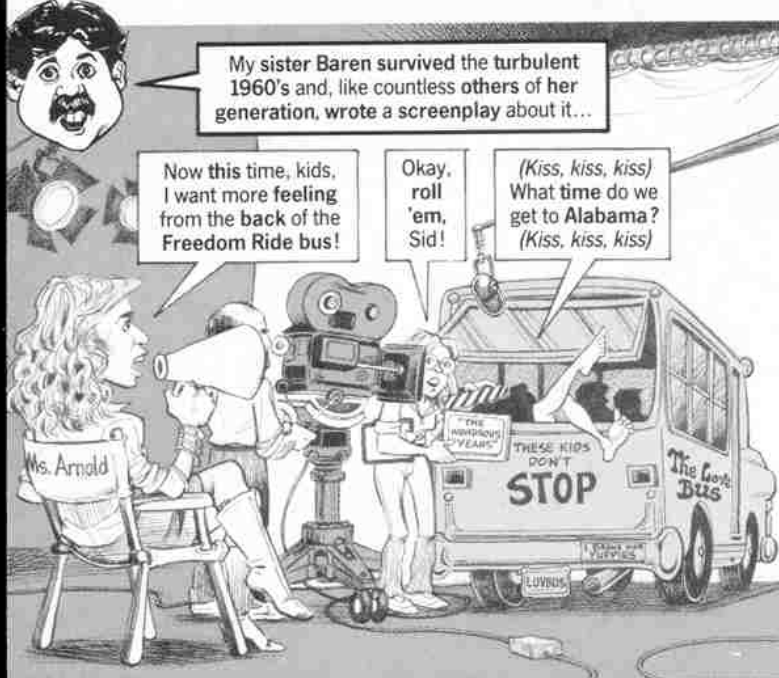
My brother, Wane, became a TV evangelist! He learned how to turn his natural flair for intolerance and hatred into a profit...



JX 31353



JX 31353

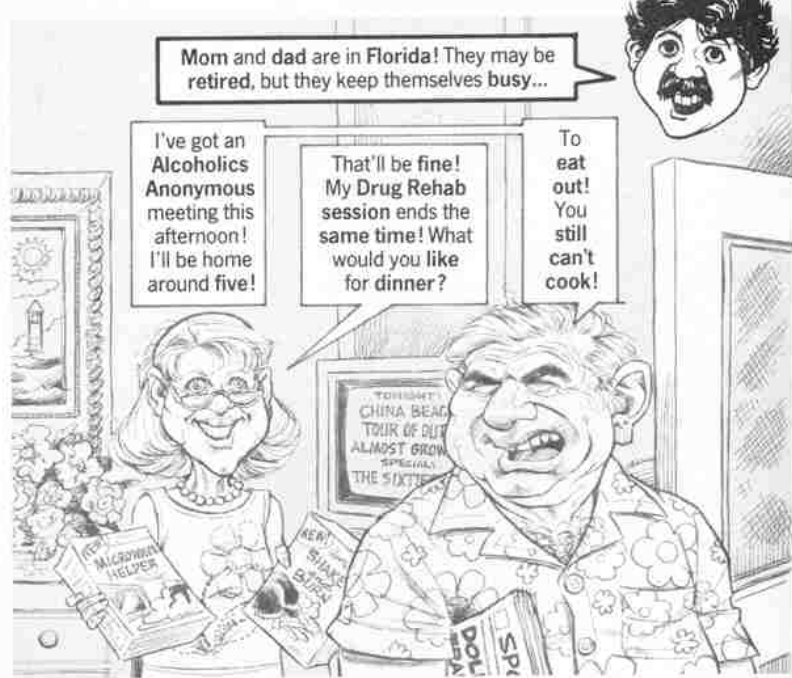


My sister Baren survived the turbulent 1960's and, like countless others of her generation, wrote a screenplay about it...

Now this time, kids, I want more feeling from the back of the Freedom Ride bus!

Okay, roll 'em, Sid!

(Kiss, kiss, kiss) What time do we get to Alabama? (Kiss, kiss, kiss)

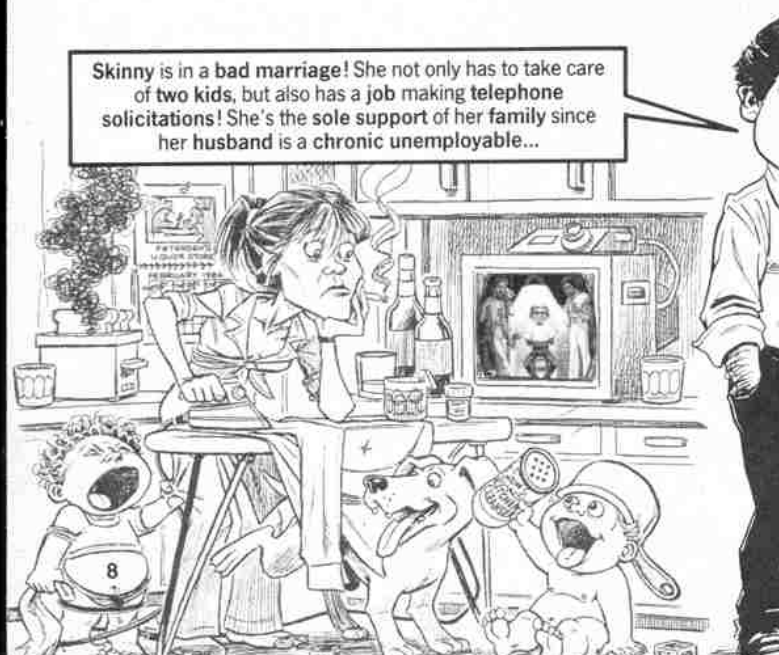


Mom and dad are in Florida! They may be retired, but they keep themselves busy...

I've got an Alcoholics Anonymous meeting this afternoon! I'll be home around five!

That'll be fine! My Drug Rehab session ends the same time! What would you like for dinner?

To eat out! You still can't cook!

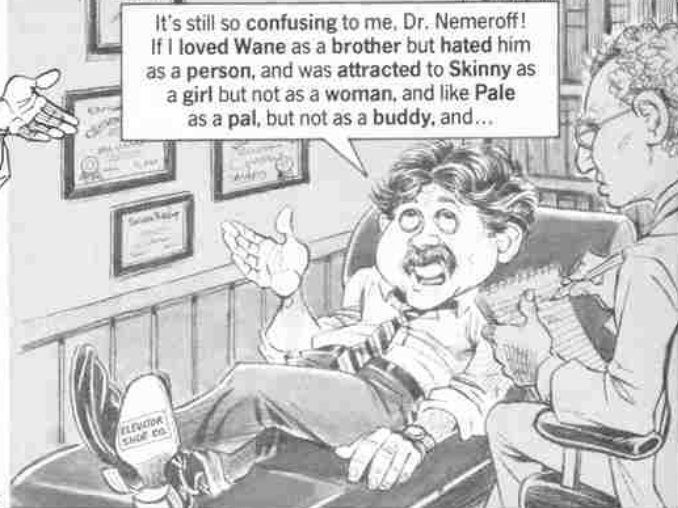


Skinny is in a bad marriage! She not only has to take care of two kids, but also has a job making telephone solicitations! She's the sole support of her family since her husband is a chronic unemployed...

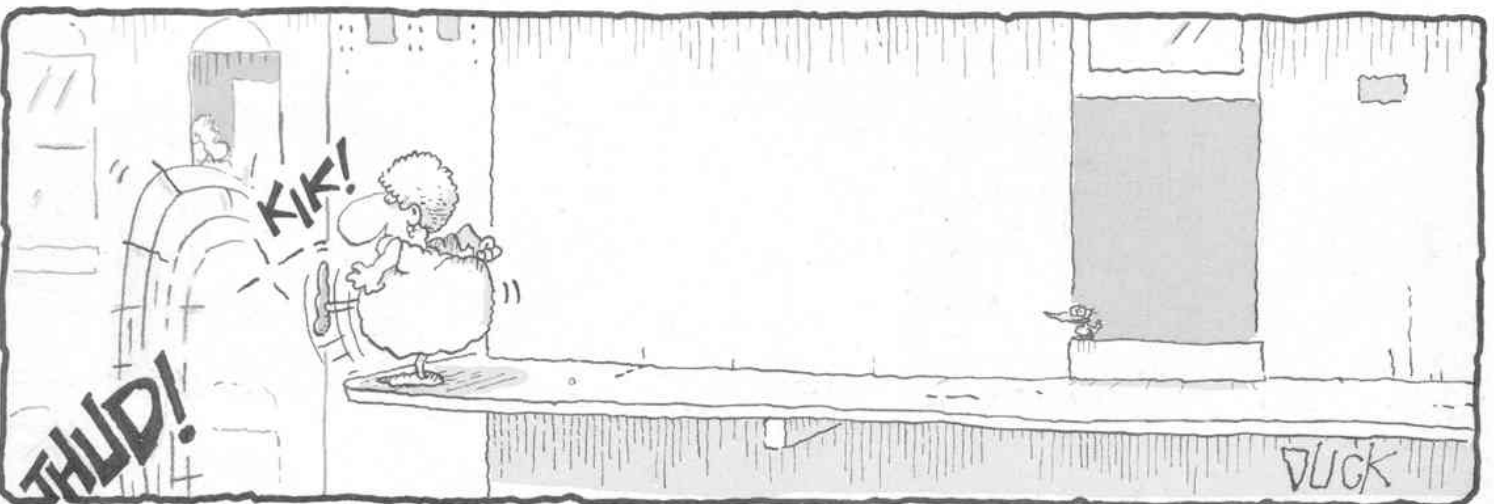
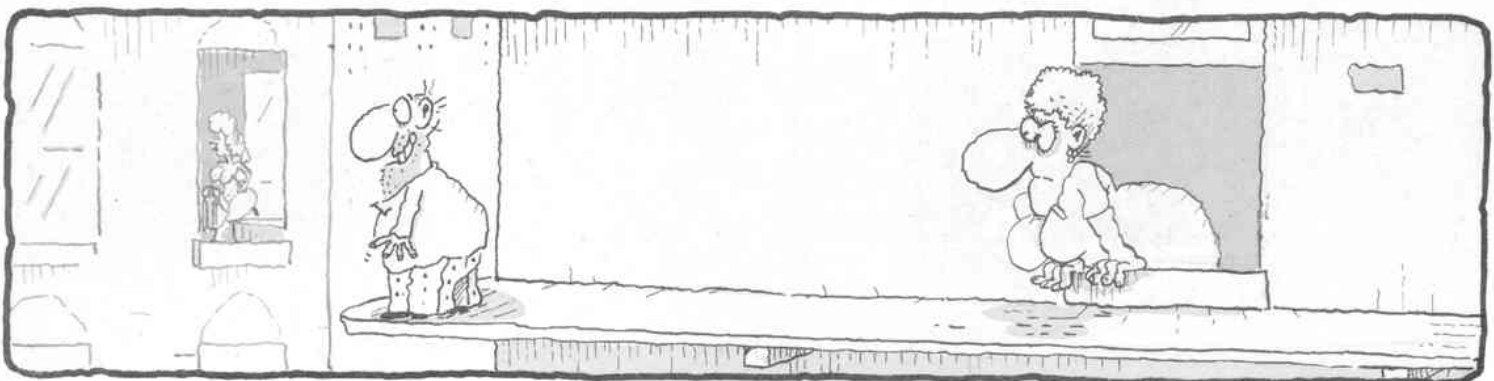


...Me? I can't stop living in the past and talking about my childhood! I spend eight hours a day in the psychiatrist's office so I have no time to go out and look for a job...

It's still so confusing to me, Dr. Nemeroff! If I loved Wane as a brother but hated him as a person, and was attracted to Skinny as a girl but not as a woman, and like Pale as a pal, but not as a buddy, and...



THE LUSTY LEDGE LEGEND

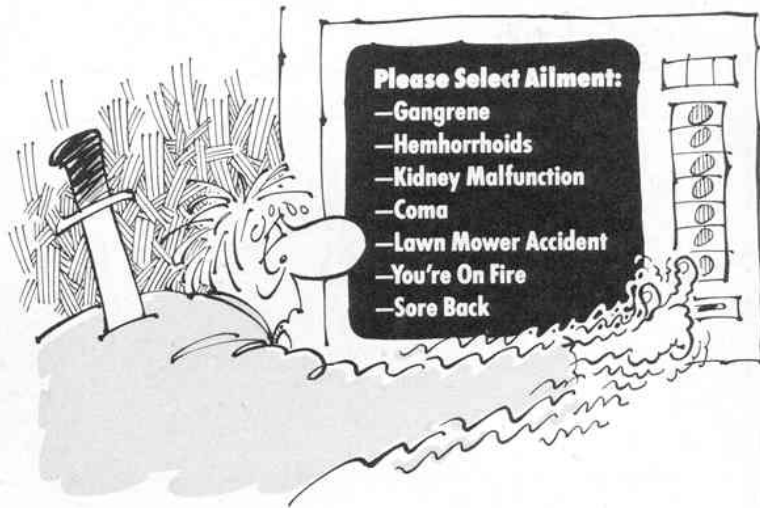


A VIEW TO AN ILL DEPT.

It all started with Salad Bars! If you had wanted to make your own dinner, you wouldn't have gone to a restaurant in the first place, right?!? Well, that was only the beginning!

The folks who invented the Salad Bar went on to create the Self-Service Gas Station, the Pick-Your-Own-Apple Orchard and the Automatic Bank Teller Machine! If you're now sick and

COMPU-DOC SELF.



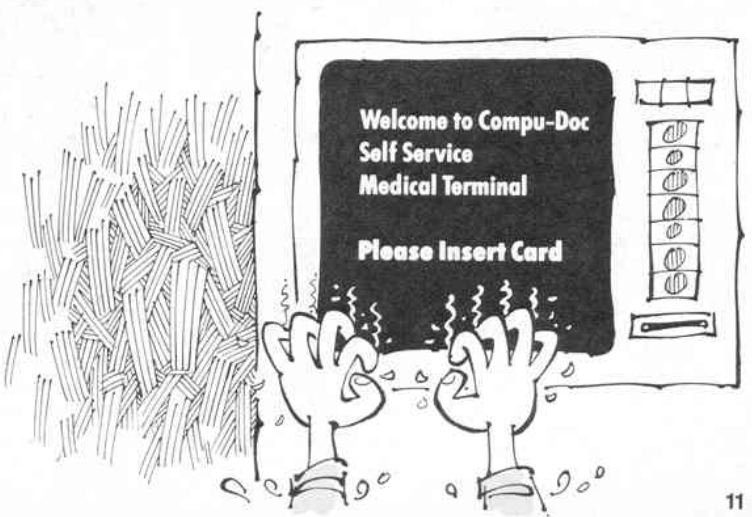
tired of doing things for yourself, tough!
You ain't seen nothin' yet! MAD now presents
a Self-Service idea we're willing to bet
you'll be seeing any day now! Step up to the...



-SERVICE MEDICAL TERMINAL

ARTIST: PAUL COKER

WRITERS: FLOYD KEMSKE AND PAUL COKER





BIG-NAME BRANDS DEPT.

A while back we figured that the popularity of Paul Newman's spaghetti sauce, salad dressing and popcorn would cause other celebrities to come out with products of their own (as a twisted status symbol sort of thing, you know?). So far, they haven't, but that's not stopping us from presenting...

**MORE
ITEMS
FROM
MAD'S**

CELEBRITY SUPERMARKET



RIGATONI DANZA



ONE-DIMENSIONAL PASTA

Will have your guests asking
"WHO'S THE SAUCE?"

R I C E R O N N I E

Your guests will sing
"Hail to the Chef!"
comes out great
even when you
can't remember
how to prepare it!

**COUPON
INSIDE!**

Save 50¢ on your
next purchase of
GEORGE BUSH BEER!



**SUSAN
Saranwrap**

THE SEXY SEE-THROUGH SANDWICH WRAP
Keeps Food **HOT**—Even in the Refrigerator!



ARTIST: BOB CLARKE

WRITERS: JOE RAIOLA AND CHARLIE KADAU

MANUTE BOL O GNA



SLAM DUNK some into
your shopping basket!

KIWI HERMAN SHOE POLISH

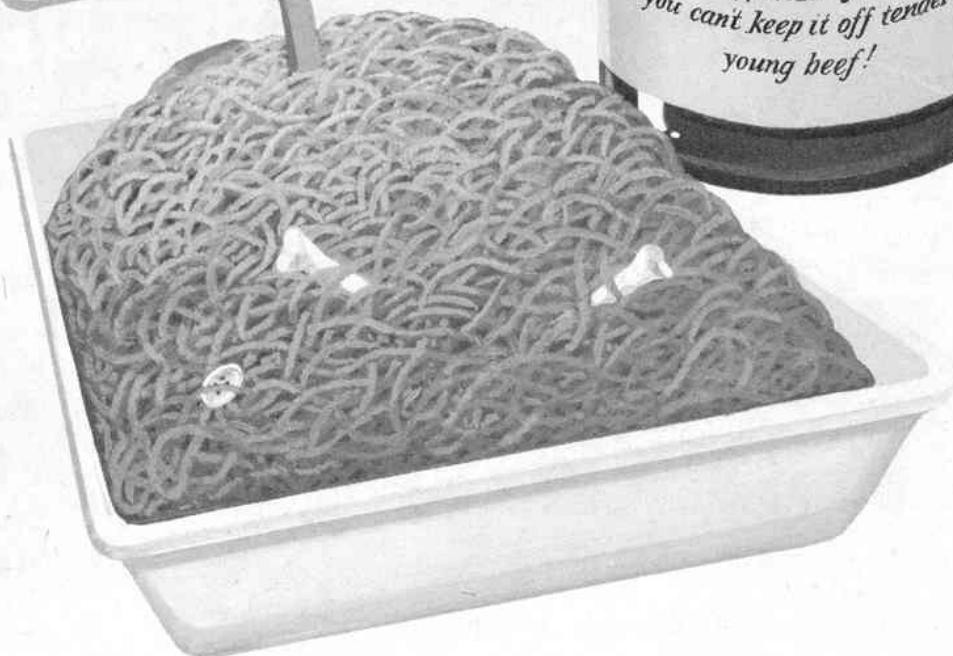
Use it on your
Platform Shoes
... and on your
hair!



GROUND CHUCK NORRIS



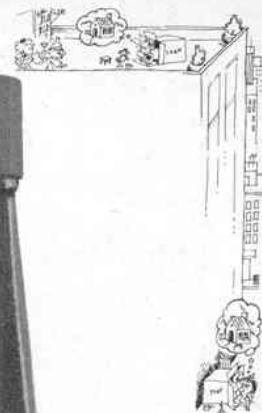
**TOUGH, BLOODY
AND HARD TO CHEW**
*the way REAL men
like it!*

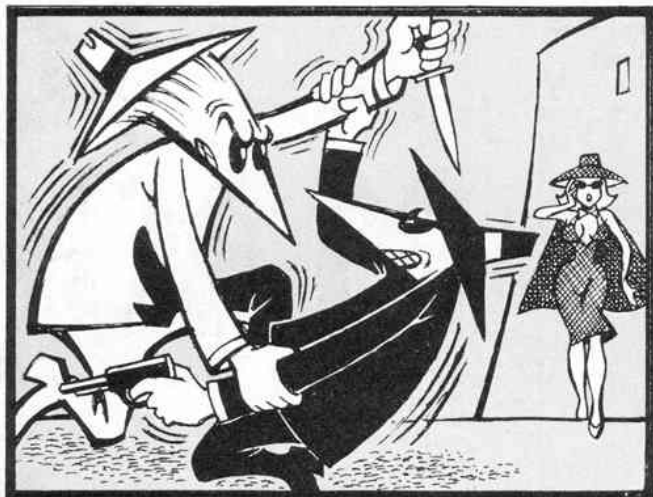


WORCESTER CHER SAUCE

Helps dull meals
"SNAP OUT OF IT!"

Makes really skinny cuts of
meats seem Juicy and
Appetizing!
*you can't keep it off tender
young beef!*





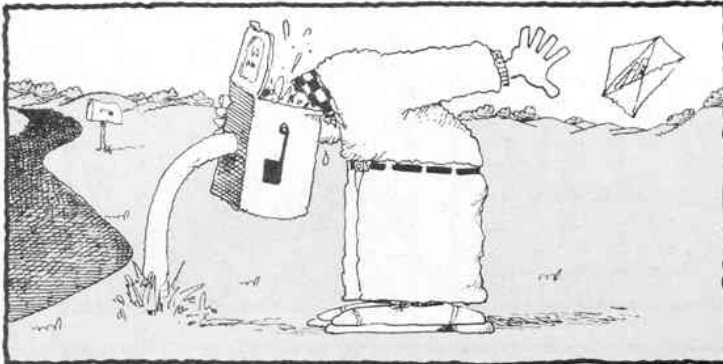
Look carefully at the Publishers' Sweepstakes envelope below. You probably get one every year, and you probably trash it! You think it's junk mail, and besides, the odds must be crazy that you, out of millions, could be the big winner, right? Wrong! The truth is many people fail to receive their notices. And those who do either trash them or screw up the forms so badly that they're eliminated! So what are you waiting for? Go through your garbage! Get back that entry form and check every box, affix every stupid sticker and rush it in, because MAD has assembled the figures to prove convincingly...

PUBLISHERS' SWEEPSTAKES Old Shell Game, CT		Buge Rane Postage C.O.D. Publishers' Sweepstakes	
Will You Win Ten Million Dollars?			
PROMPTNESS STICKER!		If you return the preselected winning number by June 30, we will declare that	
BONUS STICKER!		ED STICKYSTUFF HAS BEEN PRESELECTED TO CONCEIVABLY WIN TEN MILLION DOLLARS!	
YET ANOTHER STICKER!		You Have 3 Choices! Do You Know How To Use Stickers?	
		<small>CRT-RT SORT Ed. L. Stickystuff 1040 Egg Carton Blvd. Pseudo, CA 92107</small>	
		<small>**CR32</small>	

WHY TO MAGAZ SV

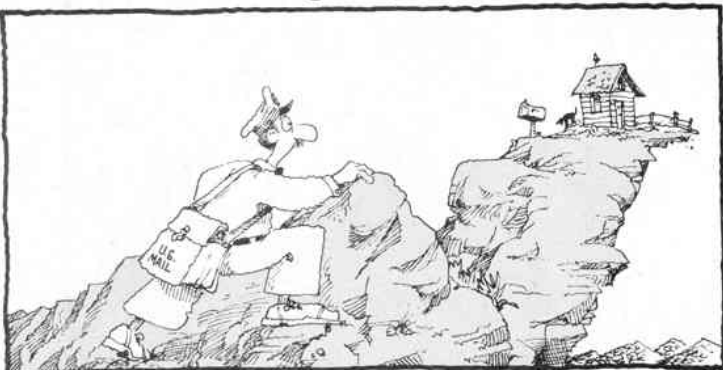


Among 50,000,000 entries sent out...



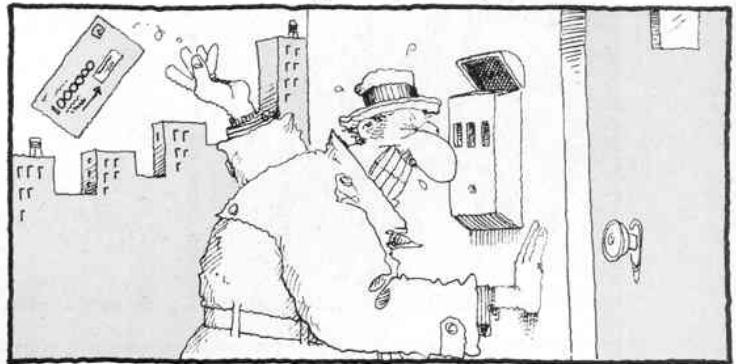
...14,168,000 will ruin their Sweepstakes entry forms by throwing up all over them the moment they see the picture of Ed McMahon.

Of the remaining 30,886,951...



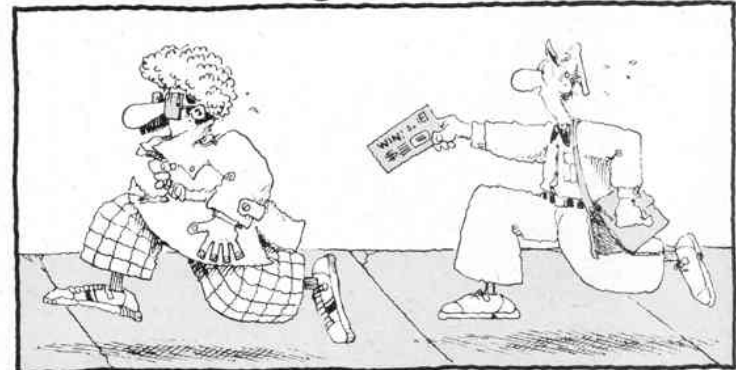
...3,800,957 will be farmers and yahoos living so far out in the sticks that the mailman can't get through until two weeks after the deadline.

Of the remaining 35,832,000...



...184,000 will immediately throw the packet away after discovering that no hard core pornographic magazines are among those being offered.

Of the remaining 27,085,994...



...622,460 will be former Mafia informants who got new identities from the F.B.I. and who are afraid to claim mail addressed to their real names.

YOU ARE SURE WIN THE NEXT LINE PUBLISHERS' SWEEPSTAKES

ARTIST: JOHN CALDWELL

WRITER: TOM KOCH

Of the remaining 35,648,000...



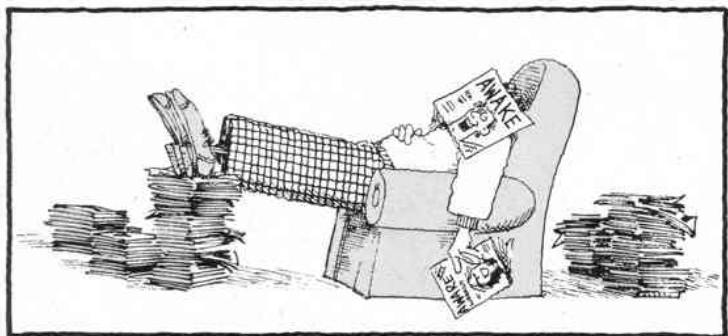
...2,300,049 will be wealthy Wall Street wheeler-dealers and real estate brokers who don't think prizes of yachts or houses are valuable enough to waste time trying to win.

Of the remaining 33,347,951...



...2,461,000 will be so confused by all the stickers, form letters, bonus seals, and other garbage that they'll give up without ever finding the Sweepstakes entry form.

Of the remaining 26,463,534...



...16,917,540 will be so busy reading the magazines that they subscribed to last year in hopes of winning that they won't have time to open this year's contest packet.

Of the remaining 9,545,994...



...924,875 will be so intent on winning the Promptness Bonus by mailing before "midnight tonight" that they'll be arrested for breaking into the Post Office before "midnight tonight."

Of the remaining 8,621,119...



...892,500 will only read the part that says, "You may have already won \$1,000,000!" and assume they don't have to do anything but wait for the money.

Of the remaining 7,657,619...



...2,194,350 will skip it for fear that the publicity of a big contest win might cause the I.R.S. to notice that they've never filed a tax return.

Of the remaining 3,031,264...



...2,350,000 will be loyal members of the National Society To Wipe Out Junk Mail, and are bound by oath to destroy Sweepstakes envelopes on sight.

Of the remaining 679,396...



...679,394 will look closely at the photo of last year's winners and decide that they'd rather lose \$1,000,000 than risk being seen with this year's roundup of goons and fools.

Of the remaining 7,728,619...



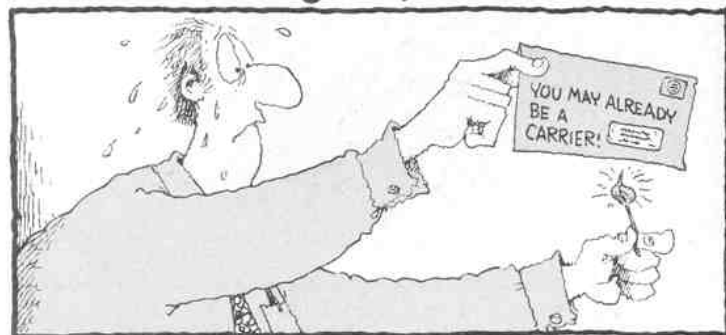
...71,000 will be more than 95 years old, and will reason that it's just plain goofy to go after prize money that's paid out in 30 annual installments.

Of the remaining 5,463,269...



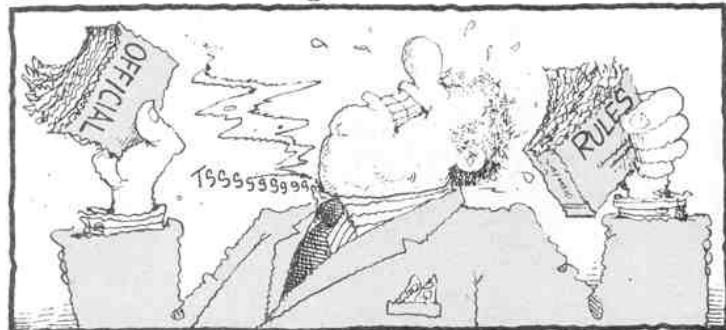
...2,432,005 will fail to participate because they can't find the only obscure option among 85 possibilities that lets you enter without buying anything.

Of the remaining 681,264...



...1,868 will consult numerologists who tell them that their assigned numbers are so unlucky that using them could touch off an epidemic of cholera.

Of the remaining 2...



...1 will be none other than prizemeister Ed McMahon, who is ineligible to win his own contest, thus leaving you as the only possible choice for first prize!!



REACHING NEW HYPES OF ABSURDITY DEPT.

Hi, I'm Okra Windfree! Really! I bet you didn't even recognize the new skinny me! Hey, I lost so much weight my "Al Sharpton" Wig weighs more than I do! What's that have to do with anything? Well, it's my clever way of introducing today's topic—IMAGES!! You know, in 1988 we had an election in this country and the candidates were packaged and huckstered like hemorrhoid cream, odor eaters, roach poison or any other disgusting product! This brings us to today's special guest expert, Mr. Roger Ailing, who has just been chosen as...



MAD'S POLITICAL IMAGE MAKER OF THE YEAR

Mr. Ailing, just what kind of background do you have? Are you experienced in communications or psychology?

Neither! I used to be a professional wrestling promoter!

What has professional wrestling got to do with politics?

They're the same! Wrestling promoters and political advisors both give guys phony images! And wrestling and politics are well rehearsed, carefully staged, good vs. evil confrontations which the public buys like they were entirely real!

So whether it's true or not doesn't matter as long as you fool the public!

Ya know Okra, you're quick! You're very quick!

~ FREE ~
OUR HOSTAGES!
☆ PARDON ☆
Ollie North and
John Poindexter !!

WE DON'T BRAKE FOR
TED KENNEDY

NEITHER
DOES
HE...

WILLIE HORTON WANTS YOUR SISTER!

TOM FOLEY WANTS YOUR BROTHER!

★ TED KENNEDY ★
WANTS YOUR CAR!

HAVE NO FEAR, WE SHALL SMEAR	
1	MIKE DUKAKIS ✓
2	JIM WRIGHT ✓
3	TONY COELHO ✓
4	BILL BRADLEY ✓
5	MARIO CUOMO
6	SAM NUNN
7	DICK GEPHART
8	AL GORE
9	JESSE JACKSON
10	ALFRED E. NEUMAN

What exactly do you do for a candidate?

We take a nerd and make him look like a leader! We teach him to walk...

C'mon, a little more swagger, for God's sake! Your wrists are too limp!

And we tell him what to say...

Read my lips! No new taxes!

Then he's finally ready to meet the public!

I want all of you to know, I'm my own man!

Okra, meet my candidate, Senator Joe Bland!

Senator, how do you feel about...

Hold it! No questions, no interviews, no press conferences! We've got an election to win!

But aren't press conferences part of the election process?

Not when I'm running things! Suppose you ask him something we haven't rehearsed or suppose he forgets an answer? We could blow the whole election! There, there, don't you worry, Joe baby, I won't let her ask you any nasty questions!

I only want media coverage on upbeat, flag waving, Americana photo opportunity bits — the pap I stage that the TV networks show every night as hard news! All this free ad time allows us to spend our cash on really important stuff, like negative smear commercials!

Don't you think important issues like taxes, the environment and the deficit should be discussed?

Voters are turned off by all that boring stuff! They want to hear about things they can relate to, like the Pledge of Allegiance and school prayer! There's plenty of time to discuss junk like taxes and deficits after the election!

Yeah, but then it's too late!

Like I said before, you're quick! You're very quick!

I pledge allegiance...

Now I lay me down to sleep...



Let's go! Places, everyone! "Debate rehearsal, Take 29!"

Sir, what's your view on our relationship with the Soviets?

I say the Soviet Union is an evil empire!

Hold it! New polls show Americans want better relations with the Soviets!

And some of our biggest contributors are making megabucks business deals in Moscow!

Here, Senator, read this! It's your new position!

The Soviets and the U.S. must work together for peace. I look forward to more trade that will help us both. We'll send them our technical know-how and they'll send us caviar and baggy suits!

Won't the voters be upset about the Senator flip-flopping like that?

Nah, we'll just maintain he's got "flexible convictions"!

Do you really think he's Presidential timber?

So he's a bit fuzzy on the issues! He's the ideal candidate! He goes to church, has never been caught cheating on a school exam or on his wife, he's never admitted to smoking pot, Dirty Harry is his hero, he knows the Pledge of Allegiance by heart and he does exactly what I tell him to!

But won't you feel guilty if an unqualified man gets elected President?

It won't be my fault! The people will elect him, not me! Hey, I don't even vote!

This is our think tank.

Do they think of ways to help our country solve its problems?

No, they think of ways to screw the opposing candidate!

We do research into his background and try to come up with some good sleazy stuff we can use against him!

This is my speech writing department. They've written for some of the most famous people in history!

You mean Nixon, Ford, Carter and Reagan?

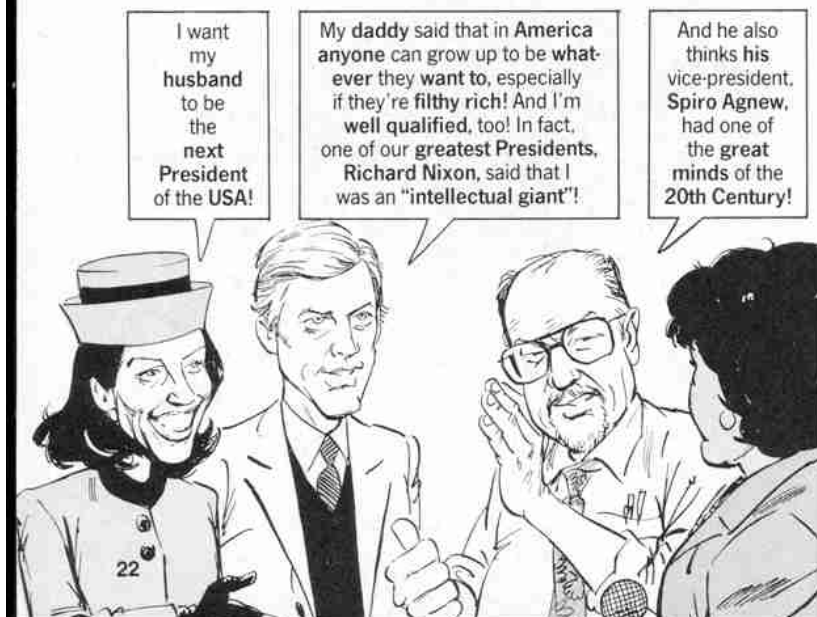
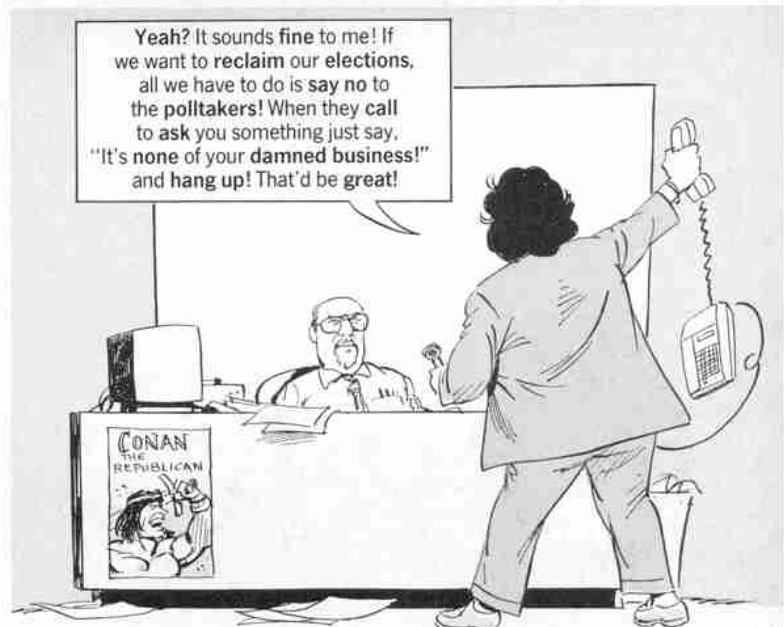
No, I mean real biggies—Bob Hope, Johnny Carson and David Letterman!

He thinks de-fense is something you put up around de-back-yard! Ha!

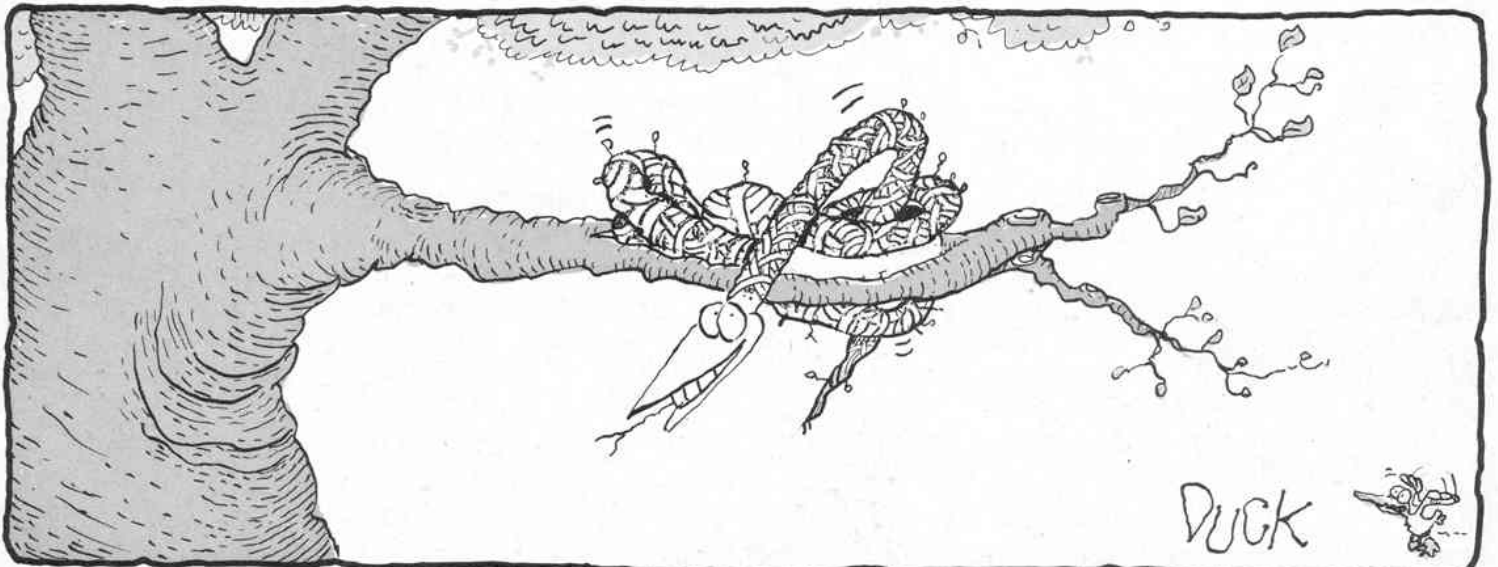
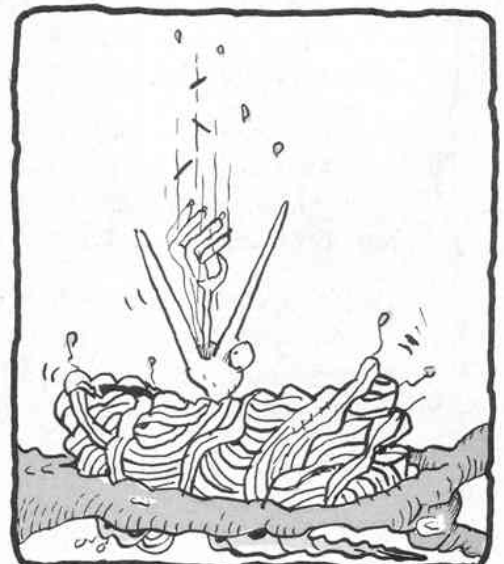
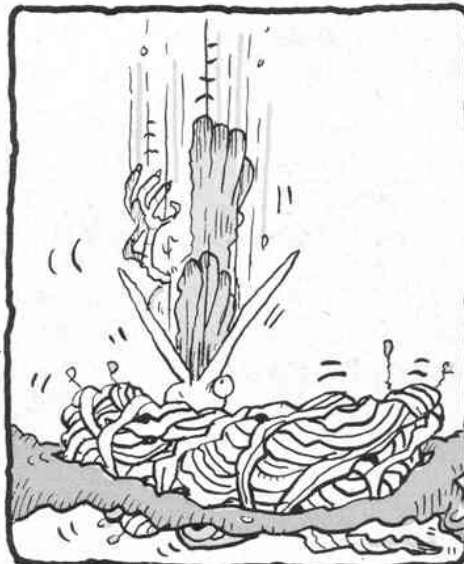
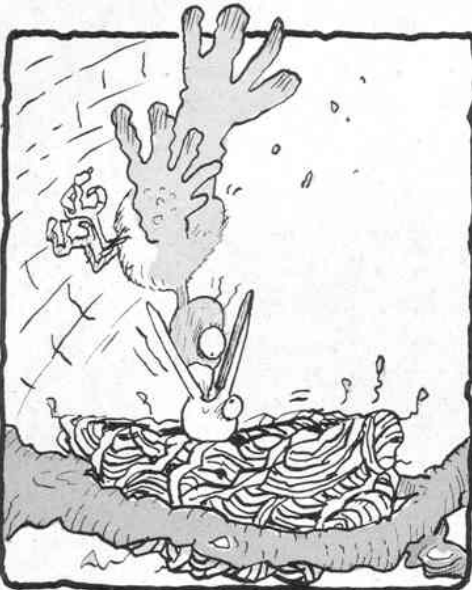
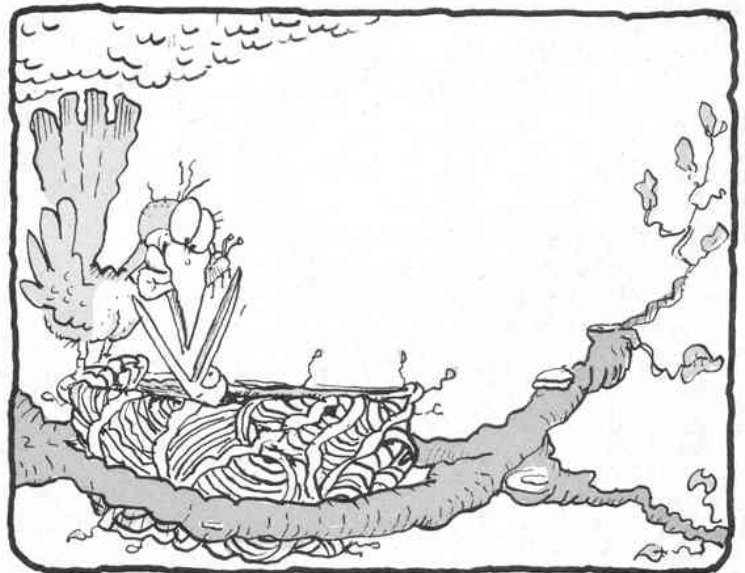
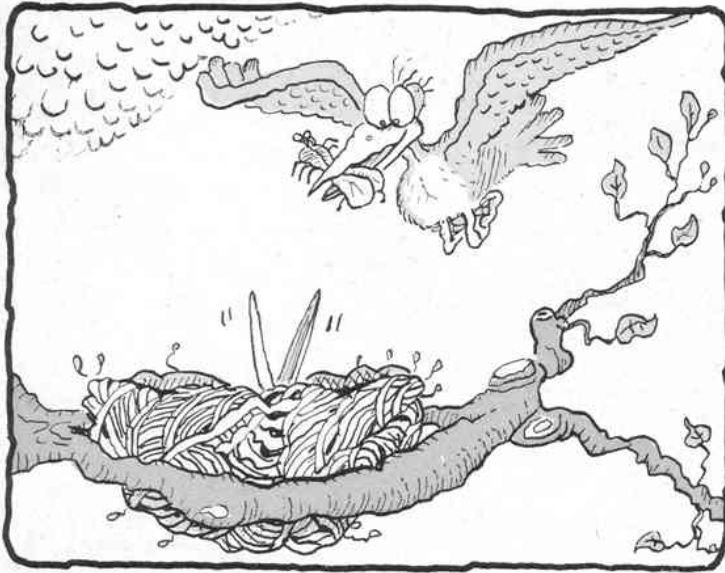
They're not writing speeches, those are one-liners!

In our technical age we call them "sound bites" and they play great on TV! The days of long, boring speeches are over! The public has a very short attention span! Lincoln couldn't get away with that "Fourscore and seven years" crap! It's too deep for today's audience!

Imagine, some day school kids will have to memorize the great political statements of the 80's, like "Read my lips" and "Go ahead, make my day!"



THE FEATHERED FEEDING FRENZY



DUCK



LAST YEAR AMERICA CELEBRATED THE 100TH ANNIVERSARY
OF ERNEST LAWRENCE THAYER'S "CASEY AT THE BAT."
NOW, IN HONOR OF THIS GREAT POEM AND THE GAME
IT GLORIFIED, WE OFFER YOU...

Baseball

THE SUMMERS LACKED EXCITEMENT BACK IN 1869;
THE NATION HAD NO PASTIME, WHICH WAS NOT A HAPPY SIGN;
THOUGH SOME TURNED ON TO GOLF OR CAUGHT THE FEVER OF CROQUET,
THROUGHOUT THE LAND DEEP SIGHS WERE HEARD OF BOREDOM AND DISMAY.

BUT THEN SOME GENTS PROPOSED A PLAN THAT FOLKS WOULD SURELY LOVE--
COMPETING TEAMS PROVIDING THRILLS WITH BALL AND BAT AND GLOVE,
AND, SPLENDOROUS IN UNIFORMS, PAID PLAYERS KNOWN AS "PROS;"
'T WAS BASEBALL, WONDROUS BASEBALL, AND WOULD BANISH ALL OUR WOES.

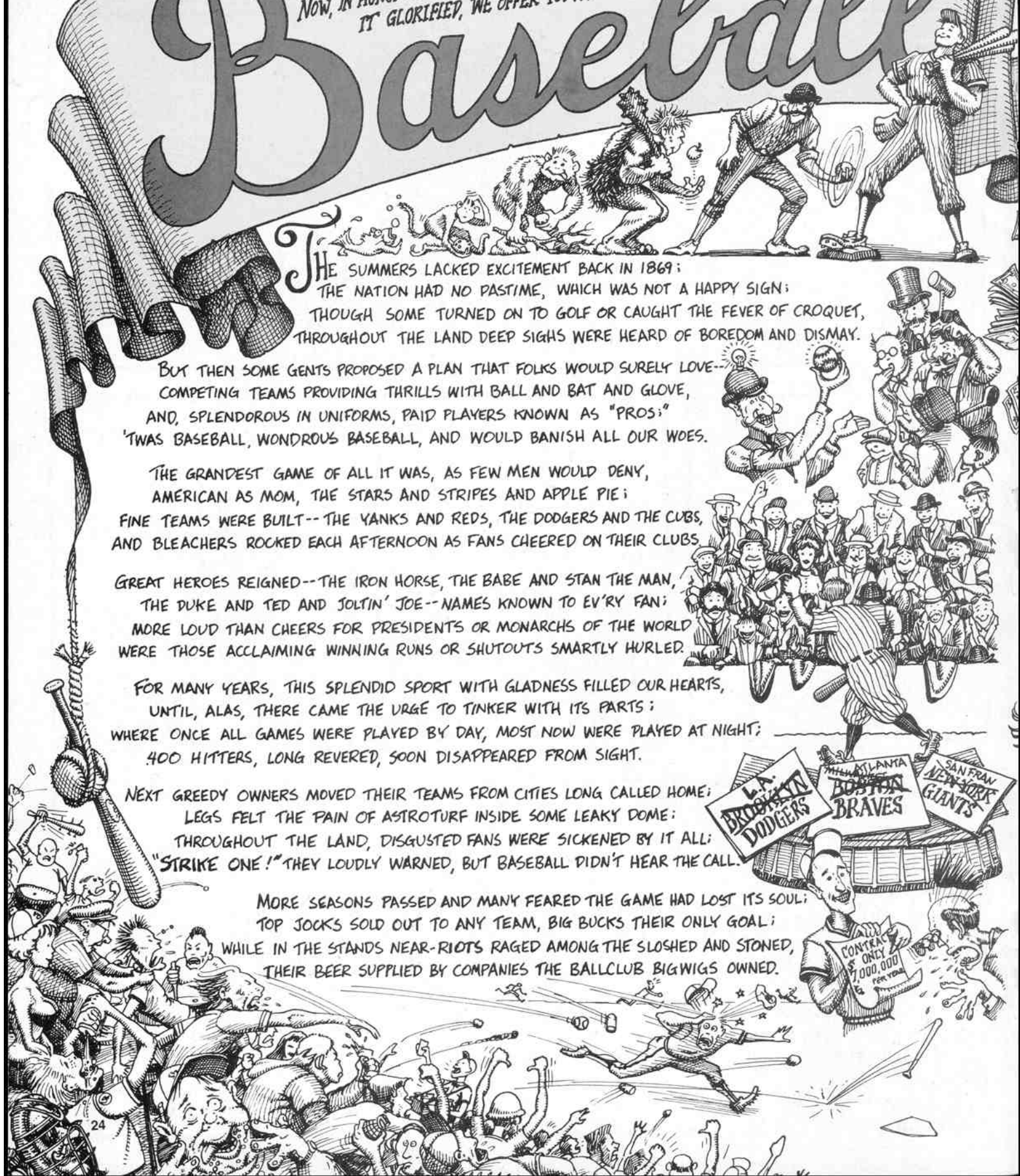
THE GRANDEST GAME OF ALL IT WAS, AS FEW MEN WOULD DENY,
AMERICAN AS MOM, THE STARS AND STRIPES AND APPLE PIE;
FINE TEAMS WERE BUILT--THE YANKS AND REDS, THE DODGERS AND THE CUBS,
AND BLEACHERS ROCKED EACH AFTERNOON AS FANS CHEERED ON THEIR CLUBS.

GREAT HEROES REIGNED--THE IRON HORSE, THE BABE AND STAN THE MAN,
THE DUKE AND TED AND JOLTIN' JOE--NAMES KNOWN TO EV'RY FAN;
MORE LOUD THAN CHEERS FOR PRESIDENTS OR MONARCHS OF THE WORLD
WERE THOSE ACCLAIMING WINNING RUNS OR SHUTOUTS SMARTLY HURLED.

FOR MANY YEARS, THIS SPLENDID SPORT WITH GLADNESS FILLED OUR HEARTS,
UNTIL, ALAS, THERE CAME THE URGE TO TINKER WITH ITS PARTS;
WHERE ONCE ALL GAMES WERE PLAYED BY DAY, MOST NOW WERE PLAYED AT NIGHT;
400 HITTERS, LONG REVERED, SOON DISAPPEARED FROM SIGHT.

NEXT GREEDY OWNERS MOVED THEIR TEAMS FROM CITIES LONG CALLED HOME;
LEGS FELT THE PAIN OF ASTROTURF INSIDE SOME LEAKY DOME;
THROUGHOUT THE LAND, DISGUSTED FANS WERE SICKENED BY IT ALL;
"STRIKE ONE!" THEY LOUDLY WARNED, BUT BASEBALL DIDN'T HEAR THE CALL.

MORE SEASONS PASSED AND MANY FEARED THE GAME HAD LOST ITS SOUL;
TOP JOCKS SOLD OUT TO ANY TEAM, BIG BUCKS THEIR ONLY GOAL;
WHILE IN THE STANDS NEAR-RIOTS RAGED AMONG THE SLOSHED AND STONED,
THEIR BEER SUPPLIED BY COMPANIES THE BALLCLUB BIGWIGS OWNED.



at the Bat

RESPONDING TO THE GAME'S DECLINE, THE OWNERS SPUN THEIR WHEELS,
CONTENT TO RAKE IN TONS OF CASH FROM SWEETHEART NETWORK DEALS;
THE FANS, AGAIN FORGOTTEN, SEETHED AS TICKET PRICES SOARED;
"STRIKE TWO!" RANG OUT THEIR CALL, WHICH BASEBALL ONCE AGAIN IGNORED.

THE YEARS HAVE WEAKENED BASEBALL'S HEART; ITS PULSE IS FADING FAST;
YET HOPE REMAINS IT MAY RECLAIM THE GLORY OF ITS PAST;
BUT NOW WE HEAR OF COCAINE BUYS AND PLAYERS SNEAKING TOOTS,
AND GAMBLING RAPS AND SORDID SEX AND PALIMONY SUITS.

YER OUT!!!

OH, SOMEWHERE THERE'S A GRAND OLD GAME THAT'S FREE OF GREED AND SLEAZE,
A GAME WHERE OWNERS HONOR FANS AND KEEP THEIR GUARANTEES;
AND SOMEWHERE JOCKS REMEMBER WHAT THE GAME IS ALL ABOUT,
BUT YOU CAN KISS THE DREAM GOODBYE--ALMIGHTY BASEBALL HAS STRUCK OUT!

ARTIST: JAMES WARHOLA WRITER: FRANK JACOBS

THIS JUST IN... AND OUT DEPT.

FLEETING "STARS" OF THE SIX O'CLOCK

KENNEBUNK, MAINE:
WEATHERBREAKER WHO FIRST SPOTTED HURRI-
CANE WILBUR



LAWRENCE, KANSAS:
THE COKER TRIPLETS, RE-UNITED AFTER SIXTY-
TWO YEARS, THANKS TO THIS TV STATION



JERSEY CITY, NEW JERSEY:
IN-LAWS OF THIRD LARGEST LOTTERY WINNER IN
NEW HAMPSHIRE

ARTIST AND WRITER:



BUCKS COUNTY, PENNSYLVANIA:
MISS LISA RUCKDESCHEL FROM THE UPSTATE
SCHOOL OF MUSIC, WHO SANG THE NATIONAL AN-
THEM TO OPEN THE TRIPLE-A BASEBALL SEASON



COLDSPRING, NEW YORK:
MR. DAVID DASCH, WHO WALKED BACKWARDS
FROM ALBANY TO N.Y.C. TO PROTEST THE WAN-
TON KILLING OF CRABGRASS

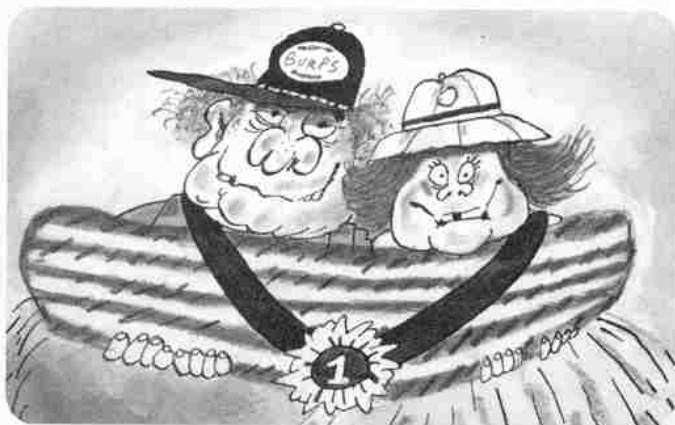
TEXARKANA, TEXAS:
WINNER OF CHUCKWAGON CHILI CONTEST, AND
JUDGES



CINCINNATI, OHIO:
YOUNG MAN WHO MADE BARE-HANDED CATCH
OF A DARRYL STRAWBERRY FOUL TIP



LOCAL NEWS



SAN FERNANDO VALLEY, CALIFORNIA:
MR. AND MRS. WALLY ZICKER AND THEIR RECORD
86 POUND ZUCCHINI

PAUL PETER PORGES



O'HARE AIRPORT, CHICAGO, ILLINOIS:
TAXI DRIVER WHO RETURNED PRICELESS BASS
FIDDLE WITHOUT ACCEPTING A REWARD



WINNEBAGO, HAWAII:
GRANDMA LULA BETH GRUNE, CONGRATULATED
ON HER 101st BIRTHDAY BY HER GREAT-GREAT
GRANDDAUGHTER TIFFANY



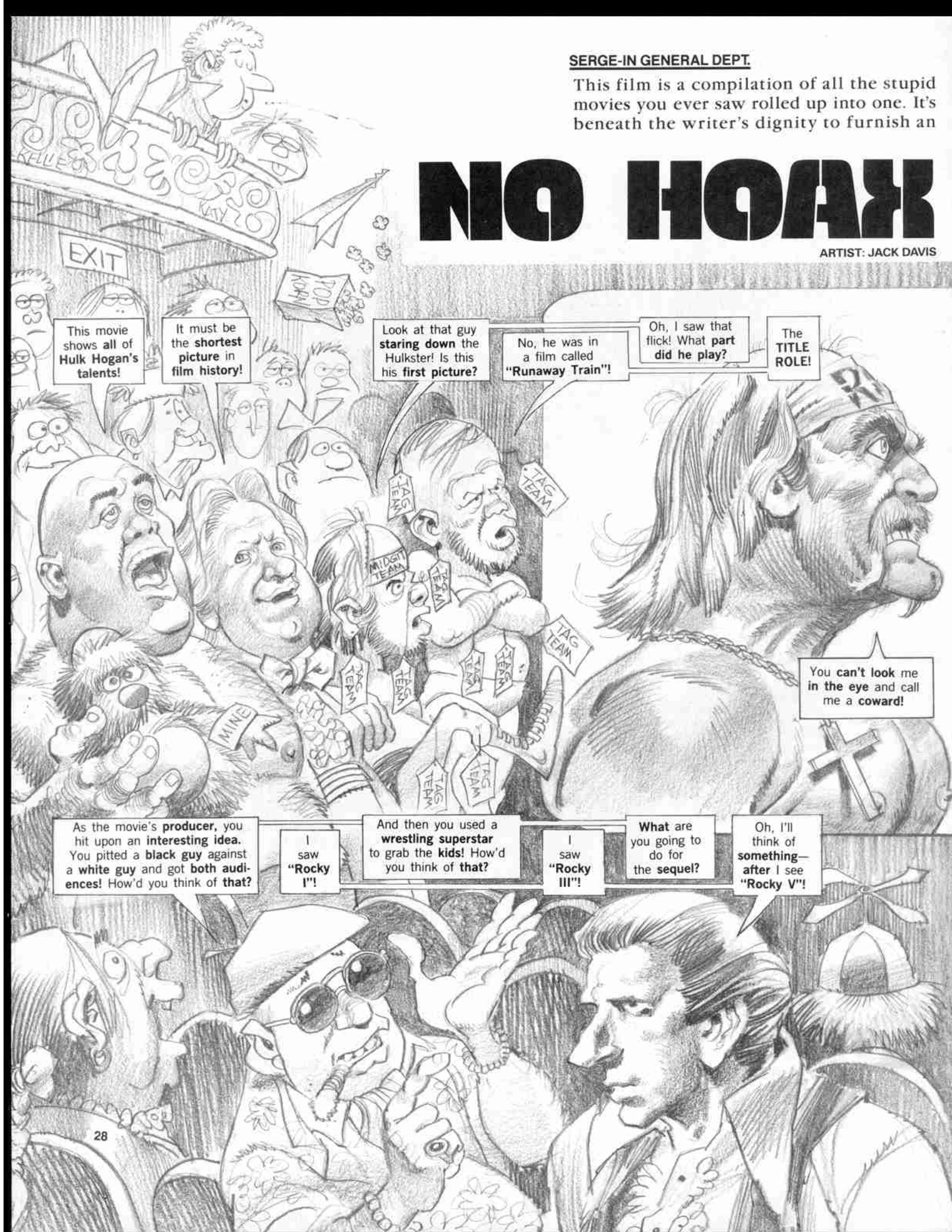
LINCOLN, NEBRASKA:
FRANKLIN J. CUPS, HIGHEST STATEWIDE S.A.T.
SCORER WITH HIS PROUD PARENTS

SERGE-IN GENERAL DEPT.

This film is a compilation of all the stupid movies you ever saw rolled up into one. It's beneath the writer's dignity to furnish an

NO HOAX

ARTIST: JACK DAVIS



This movie shows all of Hulk Hogan's talents!

It must be the **shortest** picture in film history!

Look at that guy **staring down** the Hulkster! Is this his **first** picture?

No, he was in a film called "**Runaway Train**"!

Oh, I saw that flick! What **part** did he play?

The **TITLE** **ROLE**!

You can't look me **in the eye** and call me a **coward**!

As the movie's **producer**, you hit upon an **interesting** idea. You pitted a **black** guy against a **white** guy and got **both** audiences! How'd you think of that?

I saw "**Rocky I**"!

And then you used a **wrestling** superstar to grab the kids! How'd you think of that?

I saw "**Rocky III**"!

What are you going to do for the **sequel**?

Oh, I'll think of something—after I see "**Rocky V**"!

introduction to such an idiotic clap trap!
If it weren't for the money, the writer
wouldn't have even done the following spoof of:

BARBED

WRITER: STAN HART

This film started as
a **low budget** movie but
costs **skyrocketed** due
to **increased oil prices!**

How did
that effect
the **budget?**!

They used at least
a **barrel** of the
stuff on Hogan
for each scene!

I can't look
you in the
eye—**period!**

Does Hulk wear
his **cross** as a
symbol of **love**
and **peace?**

Yeah, **that** and
that fact that
he can hit
people with it!

The coming attraction
trailers on TV were
real exciting! I'm
going to the **movie** so
I can see **all the action!**

Don't bother!

Why not?

If you saw the
trailers, then
you've seen **all the**
action there is
to see in the film!

This movie is
going to create
a lot of
excitement in
movie theatres!

Yeah. **Stink**
Bombs
usually
do!

POST
NO
BILLS

JESSE

I can't understand why our network's ratings are down! Didn't I just finish showing the World Series?

Yeah, but you showed replays of last year's World Series! Everyone already knew who was going to win!

So what?! In Pro Wrestling matches, everyone always knows who's going to win! Go figure!!

I'm signed with a rival network! I won't wrestle for you!

Ha! Everyone has his price! You'll do anything for money! Here's a blank check!

You can't buy me!

At least Ted DiBiase has the class to do this with cash!



Hey, why is this steel wall coming down?

It's a protective device!

I don't need any protection!

But I do! I used it all the time when I was a cabbie in the South Bronx!



I think we're in trouble! I saw a stat sheet on this guy! His chest measures 58!

You were looking at his I.Q.! His chest is a lot bigger than that!



I'd like a jaunty Pinot Blanc! Any odd year in the 60's will do!

He sounds very knowledgeable!

Actually, he doesn't know squat about wines! But he's 6 foot 10, so who's going to tell him!



In the ring you look so formidable!

How do I look now?

Like an over-age, balding beach boy in a cheap, ill-fitting suit!





Ripe, Zoos just beat up your brother! He's in pretty bad shape!

There's only one thing for me to do! Get REVENGE!!!

Actually, there are a few things you could do. You could call a cop and have Zoos arrested for assault with intent to kill! Or you could sue him! But that would be using your head, and you're not used to that!

Gee, I hate to see that!

You're embarrassed to see a wrestling champ show his emotions?

No, I'm embarrassed to see how much worse he acts on the screen than he does in the ring!



If you want to see Scamantha alive, you must agree to a fixed match!

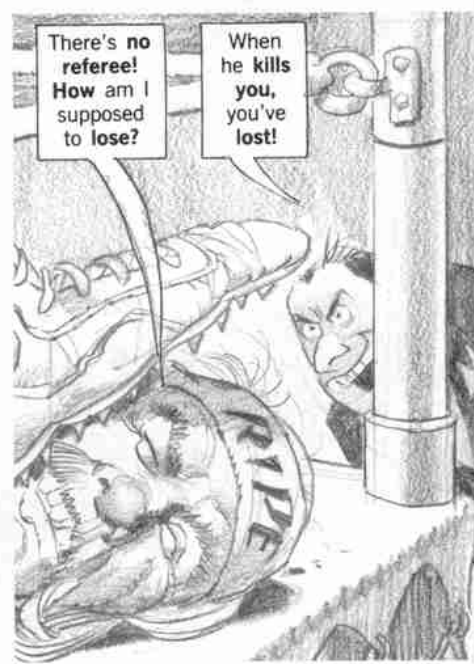
So... What's the catch?

Brill said that if I don't throw the match, he'll kill Scamantha! There's only one thing to do. Obey him!

Actually, there are a few things you could do! You could call the FBI and report the kidnapping. You could phone Brill and tape the call! You could...

There's no referee! How am I supposed to lose?

When he kills you, you've lost!

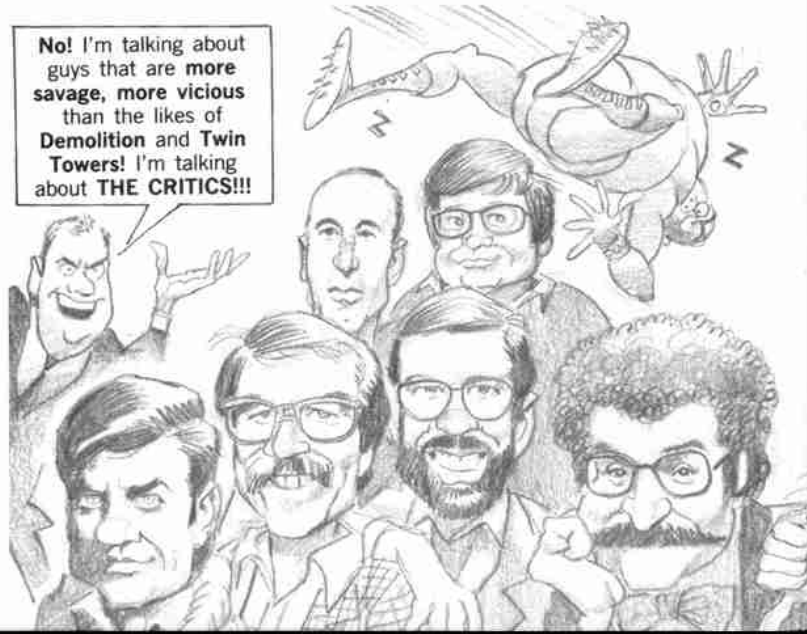
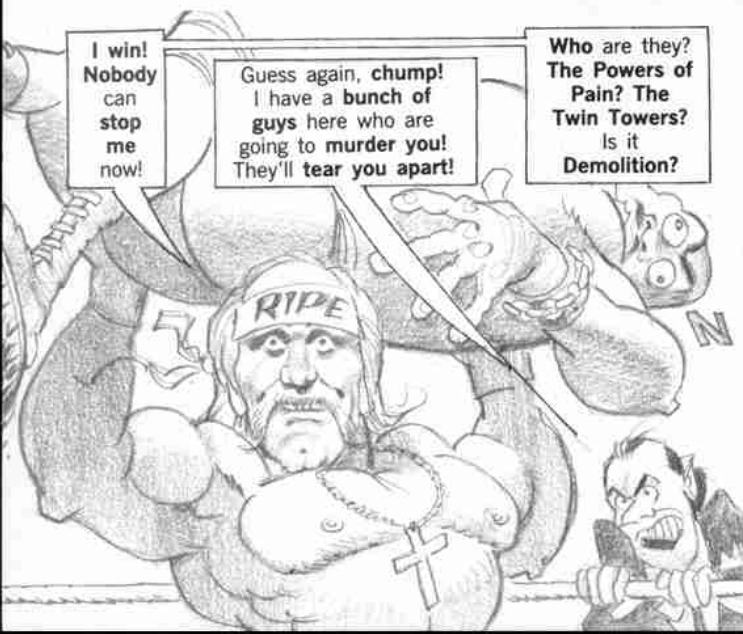


I win! Nobody can stop me now!

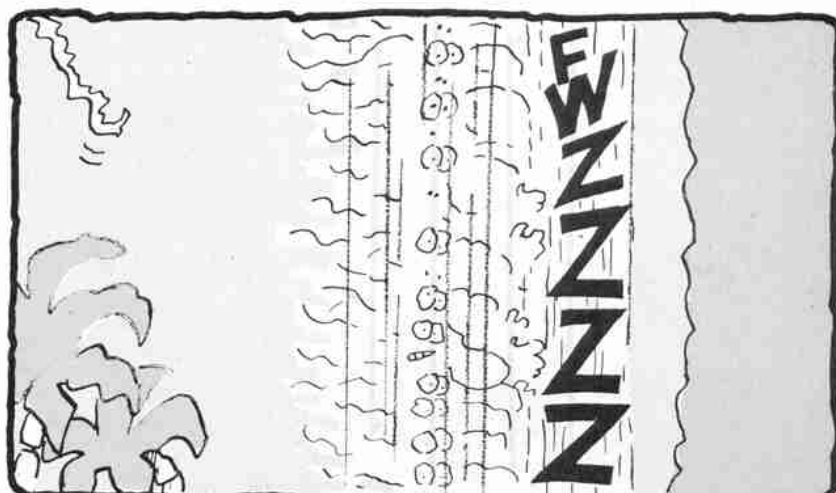
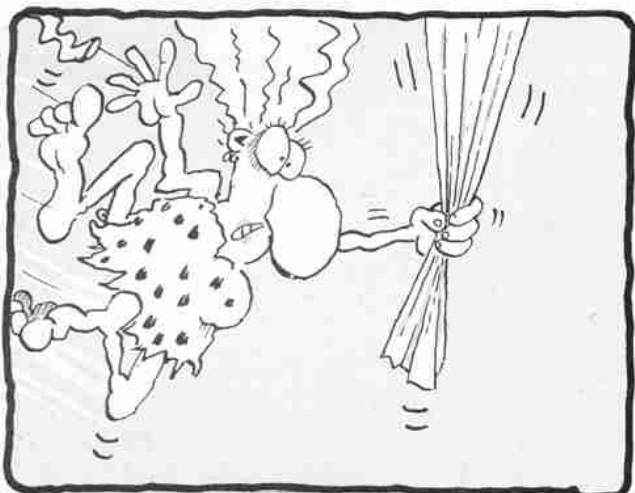
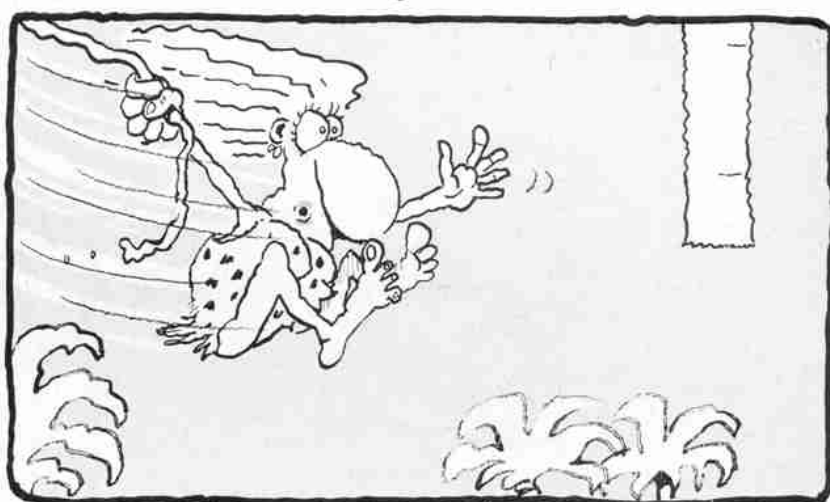
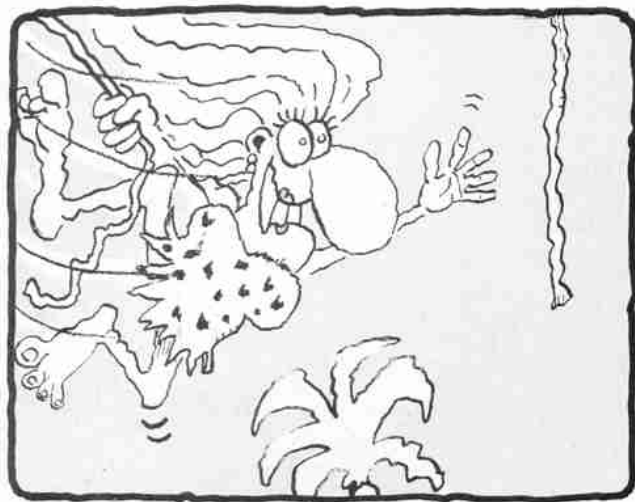
Guess again, chump! I have a bunch of guys here who are going to murder you! They'll tear you apart!

Who are they? The Powers of Pain? The Twin Towers? Is it Demolition?

No! I'm talking about guys that are more savage, more vicious than the likes of Demolition and Twin Towers! I'm talking about THE CRITICS!!!



THE JARRING JUNGLE JOYRIDE



ARTIST AND WRITER: DUCK EDWING



DEFLATER MOUTH DEPT.

I'm on a Fullbright Fellowship and next year I'm going to be a Rhodes Scholar!

In other words, you're unemployed now and you intend to stay that way for the foreseeable future!

When we're young, we all play fun party games like "Pin the Tail on the Donkey" and "Beat the Crap Out of Phil." But when we get older, some people start playing other games, like "Impress a

My latest film will be finished next month!

My last comedy had the audience in the aisles!

Yes, that's the usual route to the exits!

If you'd taken it to Fotomat, you'd have gotten it back the next day!

I can't stay too late. I'm due in surgery at seven in the morning!

I was elected "Best Teacher" in my school this year!

That's because your students are too young to vote!

In my career, I've sold over a million records!

You're a salesman at the record shop, right?

Why? Are you having your nose fixed?

MA BIG BUS

ARTIST: AL JAFFEE

Stranger" and "Stab Phil in the Back." So much for fun! But you can still enjoy yourself when you're surrounded by party-going blowhards (Phil! Are you paying attention?!!) by being prepared with

AD'S EGO TERS

WRITER: STAN HART



SCHLOCK THE PRESSES DEPT.

HOW NEWSPAPERS WRITE (TO JAZZ UP OTHERS) THE DULL STORY THE HEADLINE

**Volunteer Photographer Does Free Portraits
Of Residents In City's Home For The Aged**

**ELDERLY PEOPLE MUGGED
IN LOCAL NURSING HOMES**

**Groceries Topple From
Shelves In Supermarket**

**STOCKS PLUMMET
IN MARKET CRASH**

**Citizens Critical Of
Atlantic City Landmark**

**BLAST ROCKS
JERSEY PIER**

**Aides Expose Shoddy Paint Job Of
Mayor's Office By Angry Workmen**

**VICIOUS SMEAR TACTICS CITED
IN CITY HALL COVER-UP**

**First "Edsel" Being Sent
To Smithsonian Institute**

**MAJOR DISASTER HEADED
FOR NATION'S CAPITAL**

**Voting Drive Stepped
Up In The Big Apple**

**V.D. ON RISE IN
NEW YORK CITY**

**Visiting Celebrity Squeezes
Into Crowded Subway Car**

**SINATRA MUSCLES HIS
WAY INTO THE MOB**

MISLEADING HEADLINES

(THE DULL STORY VS THE HEADLINE)

WRITER: PAUL LAIKIN

**Mysterious Lantern Wielder
Disturbs Sleeping Homeowners**

**RESIDENTS COMPLAIN OF
FLASHER IN NEIGHBORHOOD**

**Class For Under-Achiever Students Is
Abolished For Lack Of Government Funds**

**DOPE GANG BROKEN
UP BY FEDS**

**Rug Craftsmen Display Their
Creations In Downtown Fair**

**HOOKERS OPENLY PLYING THEIR
TRADE ON OUR CITY'S STREETS**

**Consumer Advocate Finds Con
Edison's Rates Exorbitant**

**RALPH NADER SHOCKED
BY ELECTRICAL CHARGE**

**Supply Falls While Being Lifted To
High Shelf At Local Plasma Center**

**BLOOD SPILLED IN
MIDTOWN BANK HEIST**

**Re-Opening Party Held
At Three-Mile Island**

**BIG BLAST AT
NUKE PLANT**

**Publisher Announces He Will
Put Out Special Issue Of MAD**

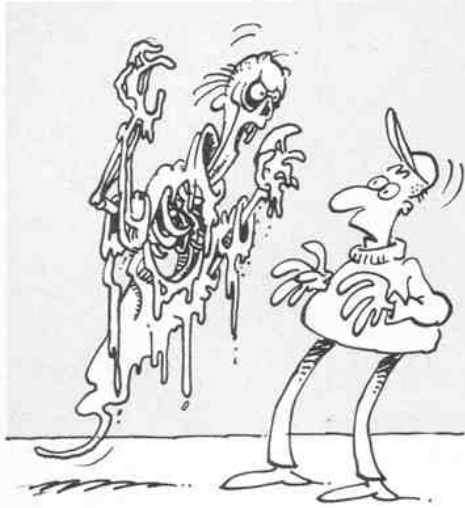
**MADMAN THREATENS
WORLD WITH A BOMB**

A MAD LOOK AT

ARTIST AND WRITER: SERGIO ARAGONES



GHOSTS



LAW



BERG'S-EYE VIEW DEPT.

THE LIGHTE

BIRTHDAYS



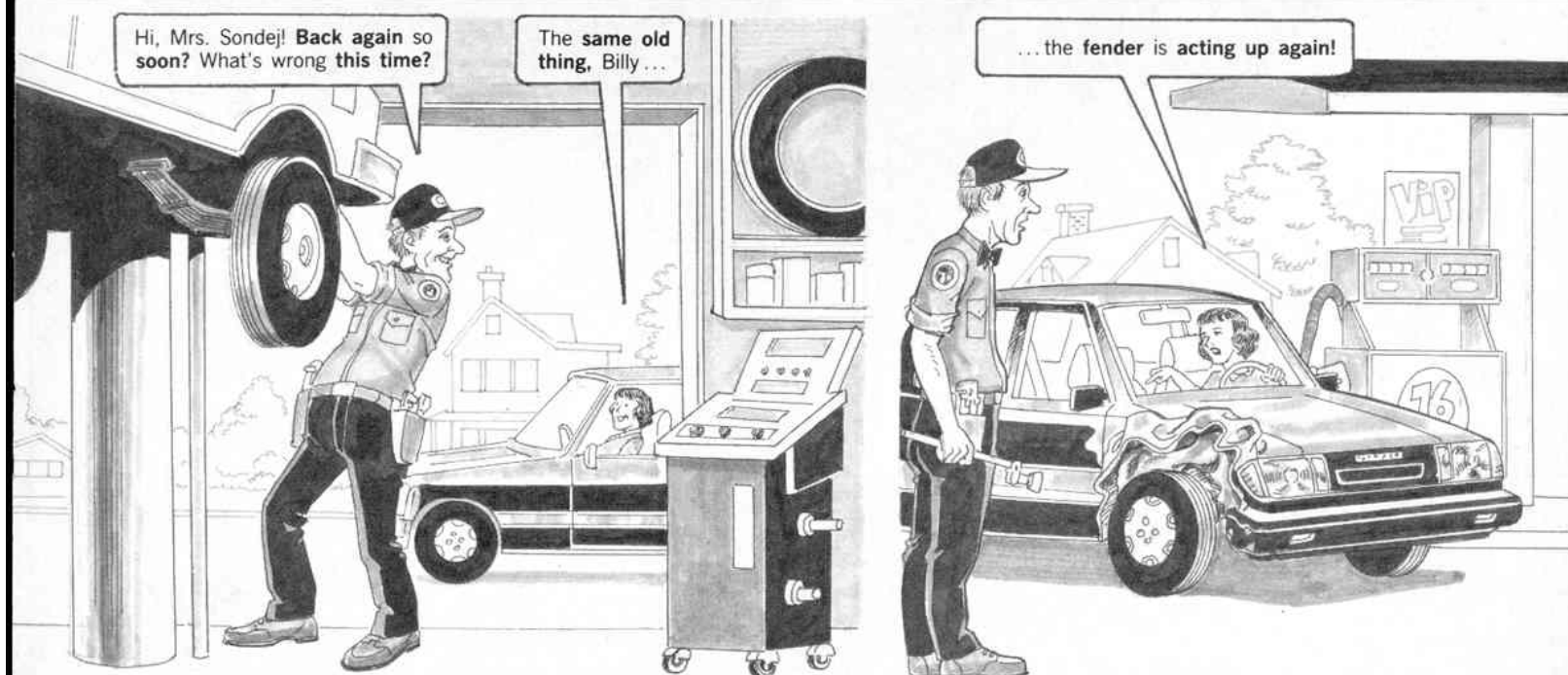
COMMUNICATION



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

DRIVERS



GOOD SERVICE



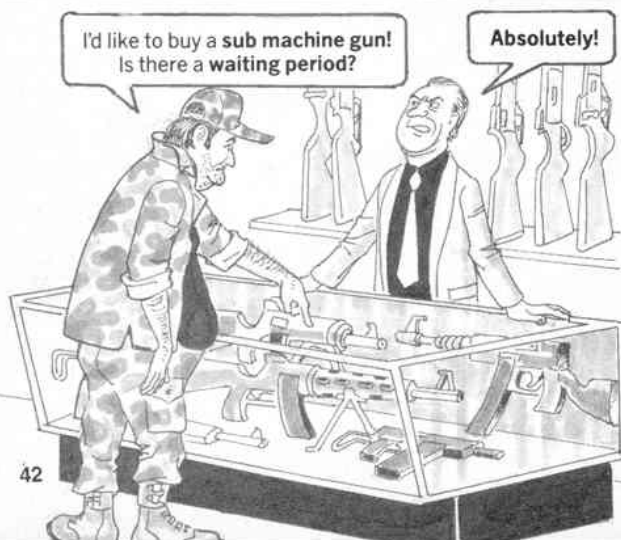
PETS



FINANCES



PRIVATE LESSONS



EMPLOYMENT



RELATIVES



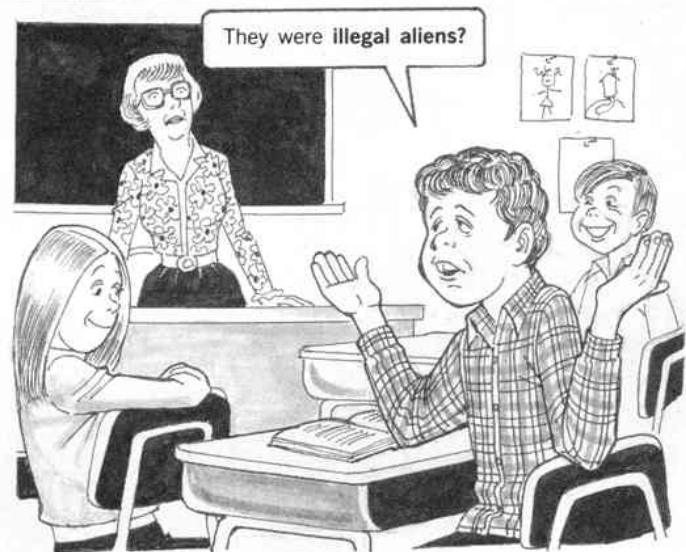
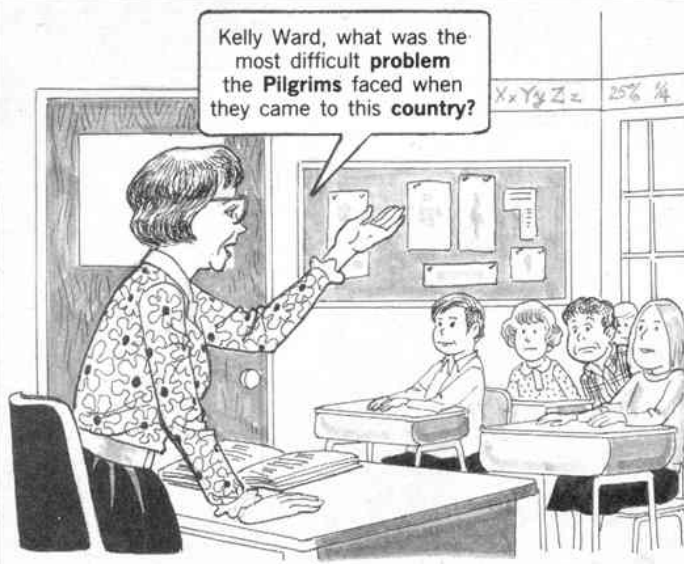
HOMEWORK



BEING ON TIME



HISTORY



DOCTORS



FORD-GONE CONCLUSION DEPT.

What's the hot-action, feel-good hit of the summer movies that people are flocking to see? Well, actually it's a tie between two films—*Batman* and *Ghostbusters II*, of course! Which is why MAD now proudly presents its satire of...

TINBANANAJONES

and his

LAST CRUDE DAYS

Snakes alive! Yikes! All these snakes are alive! Now you know why I hate snakes in my first movie as Inbanana Jones, although explaining that in the last film of the series doesn't make much sense! Anyway, I just retrieved the Sign of the Holy Contrivance so I can pass Archeology Merit Badge and finally become an Eagle Scout!

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

Young Inbanana thinks ancient relics belong in a museum!

Yeah, right along side of this story line! But I want the Sign of the Holy Contrivance for my own establishment!

Me, too! What museum are you with?

I'm not with any museum, I'm with a collection agency! No one has made a payment on the Sign of the Holy Contrivance for over two hundred years! My company wants to repossess it!

In this movie I have an affair with a beautiful Nazi woman, get kidnapped, escape a blazing castle, survive a daring mid-air dog-fight, and almost get killed in a wild tank chase! It's sure nice to relax after all those wild James Bond films!

Wow! This is the longest chase scene on record! I started out as a young Boy Scout, fell in a vat of snakes along the way, and here I am as a mature, adult sex symbol—and the chase still hasn't ended!



I've got it, Professor Barfbag! I've found the Sign of the Holy Contrivance!

Big deal! It took you 23 years! I hope you can find the Holy Grail a lot quicker!

Oh, I will! But one question—What's a Holy Grail?

The Holy Grail is a very sacred cup!

Sounds easy enough—unless I have to find the matching saucer, too!

Actually, I'd rather just stay here and be a sex object! Only an idiot would take on that quest!

Idiot? That's no way to refer to your father! Not only is Dr. Jones, Sr. on the quest, he found two of the three clues needed to find the Grail! The trouble is now we can't find him!

Let's look for him in Venice! Think of the wild boat chases in those canals, the death and destruction, the special effects! And if Dad is there, so much the better!



Welcome to Venice! I'm Dr. Snide, and I'm here to assist you just as I did Dr. Jones, Senior! He disappeared while doing research in this ancient library! Shall I call you Dr. Jones, Jun...

Don't say it! Don't ever use the "J" word! You can call me Inbanana! Now, where do we start?

Considering this plot so far, the "Sappy Fiction" section, I'm sure! Your father was looking for a certain ancient sign, Inbanana!

My bet is that we should start here!

You're a genius!



Those dirty rats!

I can't stand those filthy creatures either! Yecch!

I'm talking about Exxon! Their oil spills have even reached this ancient underground tunnel!



Here's the grave with the missing tablets! I'll just shove these old bones out of the way, tear off these ancient tapestries, and pry open this sacred coffin!

Dr., you're doing irreversible damage! I thought you, as an expert on archeology, respected antiquity!

I do! It's these old bones and artifacts that I don't care about!

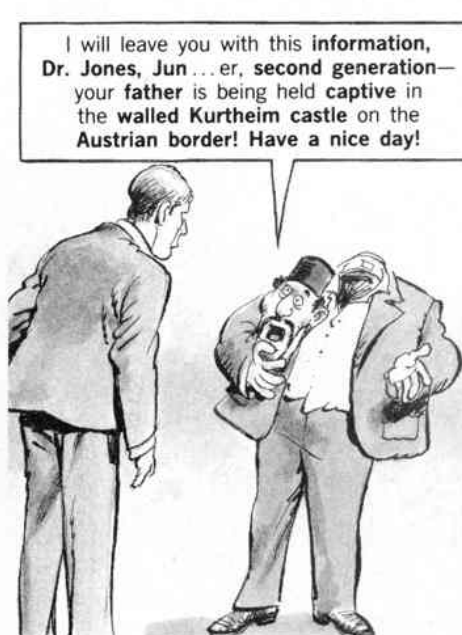
Ah, I knew it—a boat chase! But it would be nice to know who you guys are and why you're trying to kill us!

We are men of peace! We are members of a cult of total love and brotherhood! Naturally, we kill anyone in search of the Holy Grail!

Well, since you're men of peace like myself, then I will try to kill you back!

That is indeed very sporting of you, Doctor Jones, Junior!





"To my naughty Nazi, Dr. Snide! I'll never forget the fun times in my bunker! Heil me! Adolph Hitler!"

You and Hitler? You are the lowest tramp in the world! C'mon Dad, let's get outta here!

Aw, wait, fellas! I was hoping that the three of us would goose step over to the hotel, get a room, and have fun trying to close the generation gap a little!

Why did we go through all that trouble to board the giant Zeppelin?

Obviously so we could steal this small escape plane underneath!

Why didn't we just steal any old plane?

Because I always wanted to take a nice, long ride on the Hindenburg, that's why! And now I can't be there for the big blowout when they land in New Jersey! Damn my bad luck!



See, there's the resting place of the Holy Grail, just like it's shown on my map!

What's that?

Someone must have approached the cave and didn't plan a head! But you'll do better because I gave you the rules to follow!

Dad's been shot and I've got to retrieve the Holy Grail or he'll die! Rule one— "Only the repentant man shall pass, but only if he knows where the 'off' switch is for the whirling blades!"

Rule two— "One must know how to spell 'Jehovah' correctly!"

And which letter are you going to start with?

Hmm, let's see... in old Latin Jehovah begins with an "I"! I'd like to buy a vowel, Vanna!



Welcome! I am Sir Steven of Spielberg, keeper of the Holy Grail! I've been guarding it for over 1000 years, and when you figure in time and a half, I must be one very rich guy! But I warn you, stranger, only one of those cups is the real Holy Grail! Is it Cup #1, Cup #2, or Cup #3?

I'll tell you, suddenly this doesn't seem as much of a Holy Quest as it does one big game show!

Junior, you chose the correct cup and we drank the blessed waters! That means we both now have eternal life!

You mean I have to put up with your crotchety behavior and your insistence on calling me "Junior" and keep going on these wild goose chases for all eternity? No way!

I'm going back to Venice to drink some Exxon water and end it all now!

WARNING!

- | 1 | 2 | 3 |
|--|---|---|
| THE CHALICE FROM THE PALACE HAS THE BREW THAT IS TRUE! | THE FLAGON WITH THE DRAGON HAS THE BREW THAT IS TRUE! | THE VESSEL WITH THE PESTLE HAS THE BREW THAT IS TRUE! |



THE END?

**WHEN IT COMES
TO PROTECTING
US, WHERE IS
OUR GOVERNMENT'S
WEAKEST LINK?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Our government is ever vigilant when it comes to national security. Yet, one glaring weak spot remains. To find out where that is, simply fold in the 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"



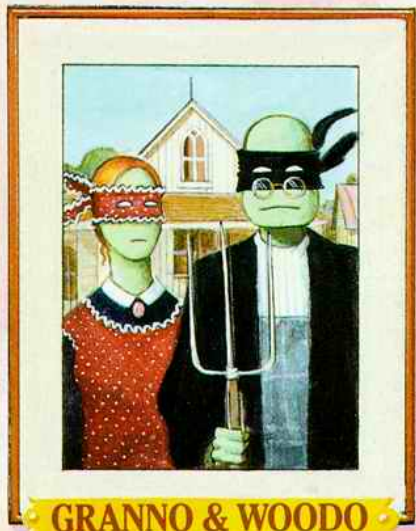
**IN A WORLD THREATENED BY NUCLEAR CONFLICT THE
FOREMOST CONCERN IS DEFENSE. THE ONLY GOOD
CHANCE WE HAVE IS TO REPEL WHATEVER COMES IN!**

A ▶

◀ B

Leonardo! Michelangelo! Donatello! Raphael! Famous painters? Hmm...yes! But they're also the names of some pizza-chomping reptiles! Well, move over, you shelled schmucks! Here's

MAD'S GALLERY OF LESSER-KNOWN NINJA TURTLES



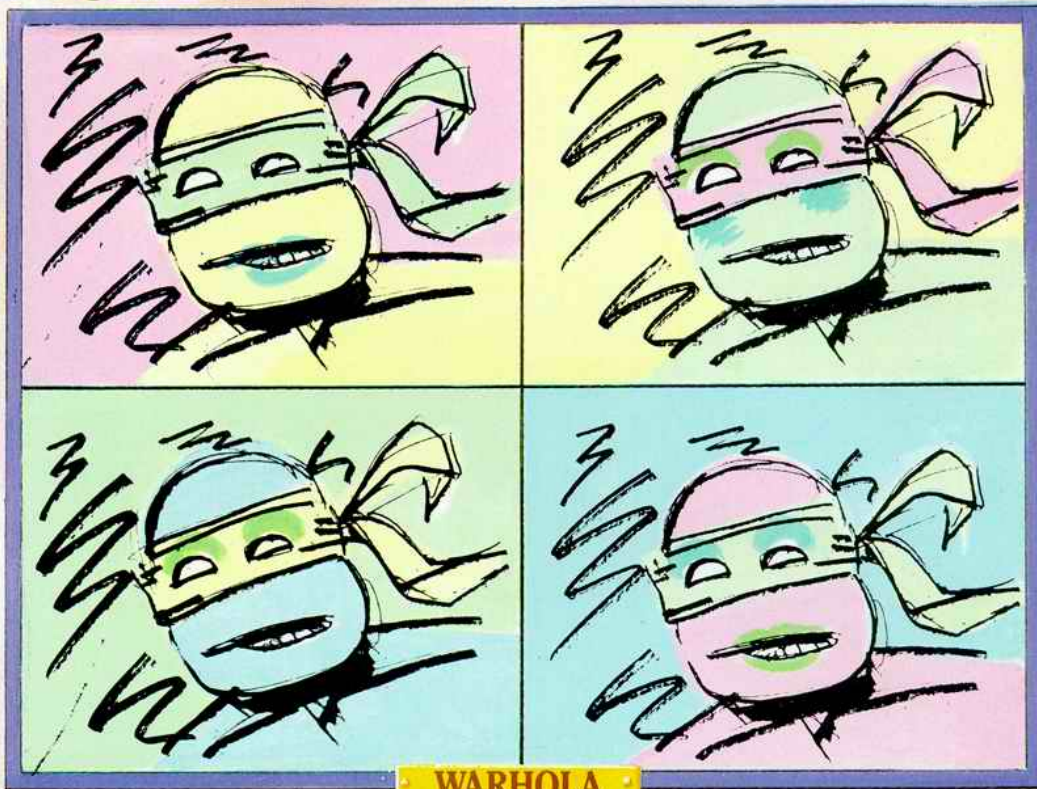
GRANNO & WOODO



VINCENZO



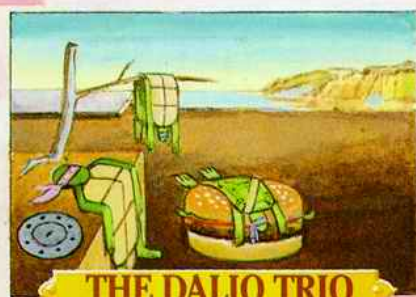
MONO



WARHOLA



GAINESBORO



THE DALIO TRIO



ROCCO