

**DOWN AND OUT
IN BEVERLY HILLS**

**HANNAH AND
HER SISTERS**

MAD

GARBAGE PAIL ISSUE

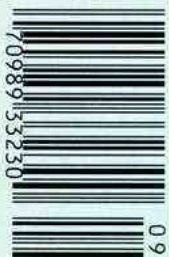


NAUSEATING NEUMAN



No.
265
Sept.
1986

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THE HEAVY-WAIT IS OVER!



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MAD

"Only in America could a letter that offers a prize of two million dollars be regarded as junk mail!"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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**Various Places Around The Magazine

FRONT COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN

FRONT AND BACK COVER IDEAS BY THE EDITORS

MAD (ISSN 0024-9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, NY 10022. Second class postage paid at New York, NY, and at additional mailing offices. Subscription in U.S.A.: 8 issues \$10.75 or 24 issues \$26.75 or 40 issues \$42.75. Outside U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$51.75. Entire contents copyright © 1986 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, NY 10022. The Publisher and Editors 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 satiric purpose to a living person is a coincidence.

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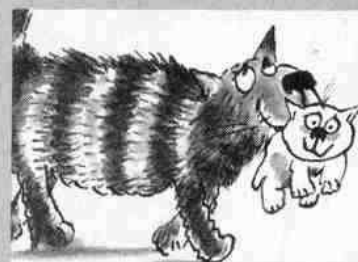
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T IN BEVERLY HILLS"
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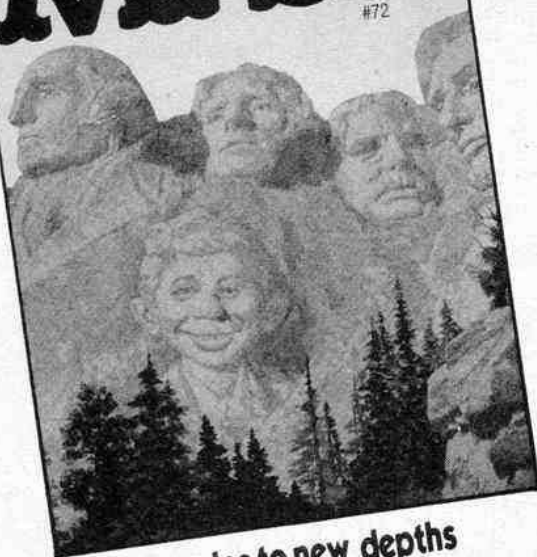
MAD SETS A NEW DOUBLE SUBSTANDARD!

First, this all new book from our
Secretary Of The Inferior, Al Jaffee...

MAD Brain Ticklers, PUZZLERS, and LOUSY JOKES

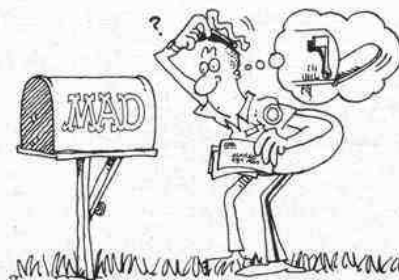


MONU- MENTALLY MAD



Then, MAD scales to new depths
in this anthology... On sale exclusively
at a mediocre bookstore near you!

LETTERS AND TOMATOES DEPT.



GOLDEN GIRLS

The "Golden Girls" is one of my favorite TV shows and your satire has certainly added a few new WRINKLES to my enjoyment of it!

John Meeks,
San Angelo, TX

Just reading "The Olden Girls" made me age twenty years!

Loren Keller
Muscatine, IA

READER'S REVENGE

Your "Consumer Revenge Bills" did not work. I'll see you in court!

Dave Scheinblum
Park City, UT

BIBLE BELTS

I remember reading MAD as a youth, it was just dumb, clean fun. However, my teenage son brought the Fall 1985 Super Special home recently and it thoroughly stunned me. The language was atrocious. There is a severe penalty to be paid for using God's name in vain. Exodus 20:7 states "...the Lord will not leave him unpunished who takes his name in vain."

I have asked my children not to buy or read MAD. When I explained what was contained within the covers, as young Christians they were very agreeable. I will also contact my local library and ask them not to allow children under 18 to check MAD out.

I feel MAD will have a direct adverse effect on any person, young or old, who reads it. Today's children have enough trouble growing up without the influence of MAD. I have often wondered why young people openly curse as they do. I now realize that because of low-life scum like MAD, they think this is acceptable behavior.

I have enclosed a copy of the New Testament Bible which I hope you will read. I pray you will review your publication standards and change your attitude.

(Mrs.) Linda M. Houk
Hawthorne, FL

Amen.—Ed.

BILL TO A MAGAZINE PUBLISHER

To: William Gaines, Publisher of MAD

From: Mike Lowe, Address Unknown

Psychiatric Care To Date. \$11,289.38

Cost Of Education Wasted. \$64,319.12

Barf Bags \$78.54

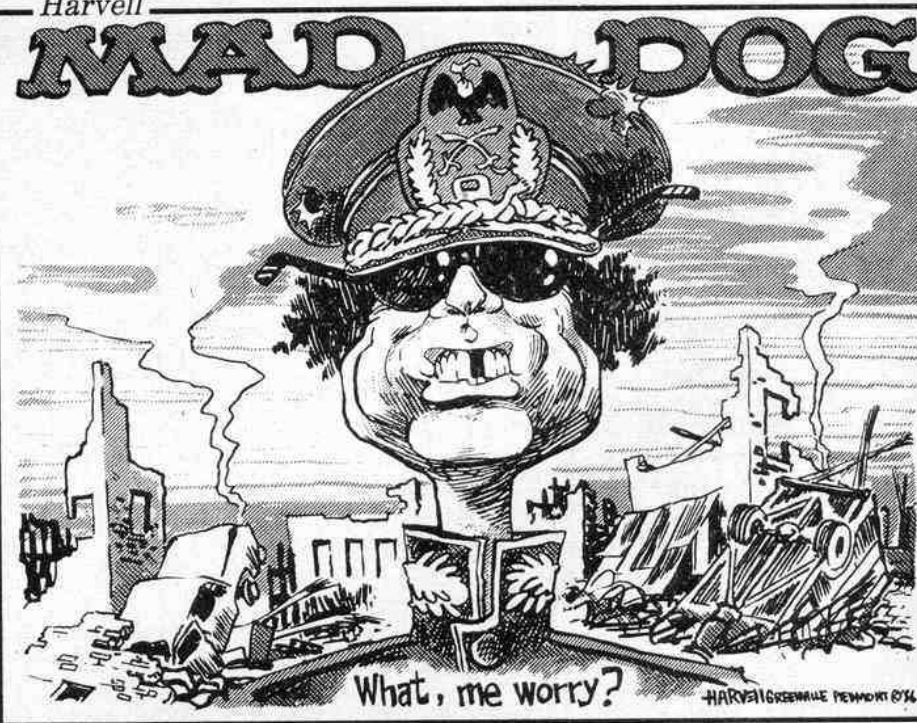
Total Charges \$75,687.04

Total Cost Of Magazine. \$1.35 CHEAP!

Balance Owed YOU () ME (X) \$75,685.69



Harvell



Russel Howze of Travelers Rest, SC sent us this editorial cartoon which recently appeared in the Greenville Piedmont News.

MOVIE VIOLATIONS

The *real* "Fools Of The Nile" are Dick DeBartolo and Mort Drucker!

Melissa Bradley
Mill Creek, IN

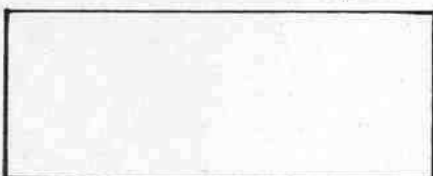
Remember what happened to people in "Young Sherlock Holmes"? They got hit by blow darts and began to hallucinate. Well, when I read your satire all I got was a pain in the neck!

C. Dexter Haven
Philadelphia, PA

DOTS ALL FOLKS

I loved your "MAD Dots" in issue #263. Here's one you forgot: An Overhead View Of All The People Who Actually Like MAD!

Kalman P. Torh
Monsey, NY



We're missing your Points.—Ed.

MAD MINUTE UPDATE

Here's something you least expected. A MAD MINUTE update! The MAD MINUTE is now entering its third year. What are MAD MINUTES? They are 60-second bits of silliness badly written and poorly performed by long time MAD writer, Dick DeBartolo. We don't expect much from Dick and he never disappoints us. The MAD MINUTES are sent free to 120 DJ's across the country and are heard on 130 Armed Forces Radio Stations around the world. (Yes, OUR Armed Forces!) If you know a local radio station DJ, or a college radio station DJ who would like to receive the MAD MINUTES (nine MAD MINUTES are sent out every seven weeks), have them drop us a line on station stationery and we'll do the rest. Send requests to:

The MAD MINUTES
MAD Magazine
485 MADison Avenue
New York, NY 10022

UNEXPECTED GAINES

Regarding MAD #263, all I have to say is, what's wrong with you people? Do you realize that William Gaines' face appears at least three, count 'em, three times in that magazine? Please, next time place a warning label on the cover, if not for the sanity of your readers, for the sake of the reading environment. I beg of you!

Pascal Boucher
Montreal, Canada

Is that man's ego as big as his stomach? Please, no more pictures of Bill Gaines in MAD!!

Laura Elizabeth Bucci
Madison, WI

Please Address All Correspondence To:
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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 damp envelope.

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KNOCK ON WOODY DEPT.

I'm **Woody Allen**! I'd like to introduce you to my **latest film**! I'm very proud of it—it's **new**, it's **different**! Like for instance, even though it's the 14th consecutive film in which I've played a **total neurotic**, this is the **first time** there are **other neurotics** in even **worse shape** than me, mainly...



HENNA HER

(OR: "PLAY ANNIE HALL'S

I'm **Henna**, and these are my **two sisters**, **Hollow** and **Loose**! Welcome to our hip, contemporary, utterly **Nouveau York** Thanksgiving dinner! **Let's get started**!

Okay, I'll start with **neurosis** and **guilt**!

Who wants some **angst** and **despair**?

Please pass me a **double helping** of **letching**! And make sure you **lean all over me** when you serve it!

Thank you for the **blessings** we're about to receive—the **turkey**, the **stuffing**, the **cranberries**, and the **one-liners** about **Franz Kafka**, **Nazis**, and **psychoanalysis**!



Listen, everyone—Melissa just said her **very first word**! Say it again, Melissa!

Depression!

Isn't she just **darling**!

ARTIST: MORT DRUCKER

NA AND SICKOS

MANHATTAN MEMORIES AGAIN, SAM!")



Can I make a wish?

If it's appropriate...

I wish for world peace!

That won't do...

Okay, how's this—I wish to attend a Gestalt Therapy summer camp so I can work through my anxiety crisis!

That's much better, dear!

This is a veritable masterpiece! Woody has certainly grown as a filmmaker!

What brilliant touches! Instead of Gershwin music, he's using Rodgers and Hart! And instead of Diane Keaton talking in overlapping dialogue, he has Mia Farrow doing it!



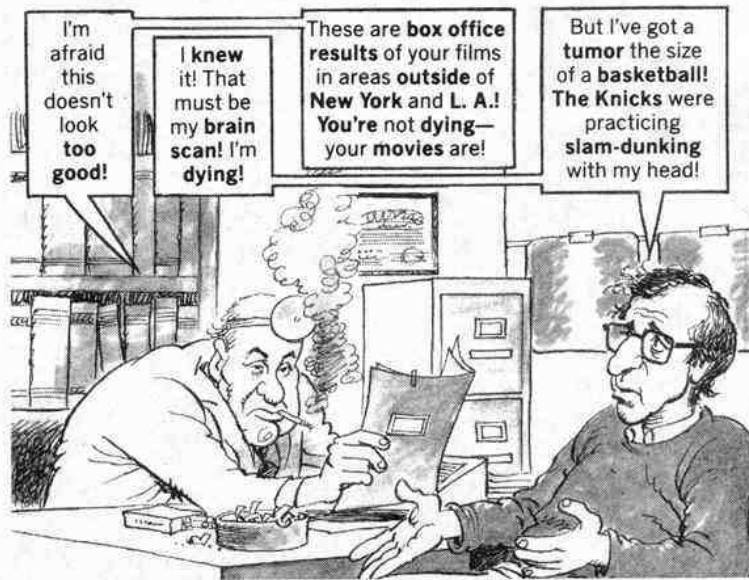
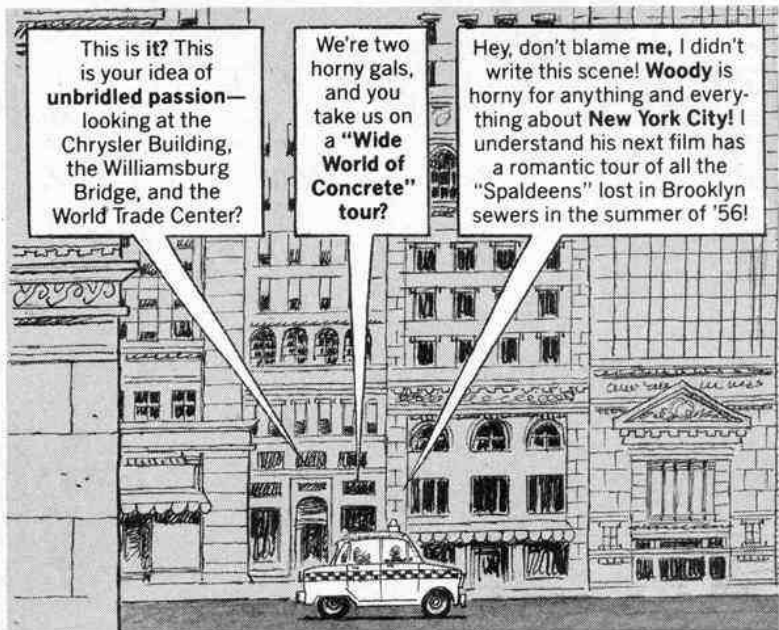
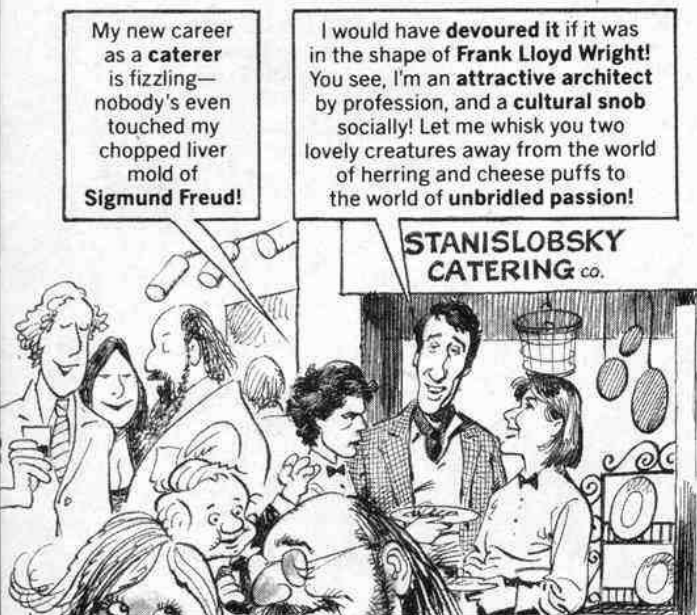
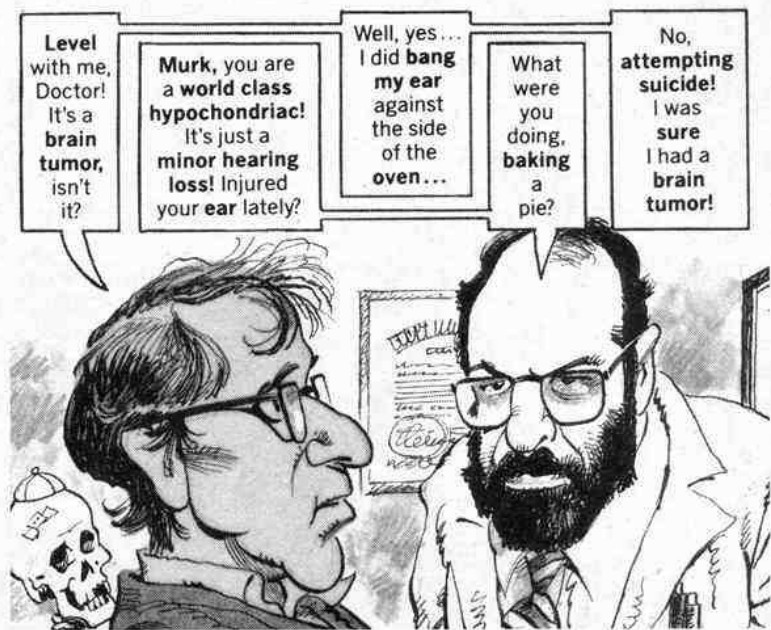
HOW AM I DOIN'?

I ♥ TO HATE NY.

He shows real maturity as a Director since "Manhattan" and "Stardust Memories"!

Right! Woody's finally learned where to buy color film!

WRITER: DEBBEE OVITZ





Look, you're tense! You need something to take your mind off **today's problems!** I'm **prescribing a flashback** so you can deal with **yesterday's problems...**

Good news—these **fertility tests** indicate you **can't** have any children!

Why is that "**good news**"?

That means there will be **one less bouncing baby neurotic** brought into the world!

Considering how you're a **close friend** and how I've managed to use you in most of my pictures **despite your sagging career**, you gotta do me this **favor** and become the father of my child! No **physical contact**, of course...

Gee, Murky, I don't know... it's all so **cold, clinical, unromantic...**

You want **romance?** Take the **test tube** out for a **candlelight dinner!**



That's **terrific** news, Murky! The lab tests proved **negative!** You're not going to die!

Right! And my **brush with death** gives me a chance to do a "**search for the meaning of life**" segment...

...complete with a **voice-over monologue** that enables me to use **leftover gags** from my **other films**, since they're all so easily **inter-changeable...**

...I can pick on **Socrates, homosexuals, Ice Capades, boiled chicken...**

...and deal with some **major questions** that have been plaguing mankind, like "**Does God exist?**", "**Is there life after death?**" and, "**Will I ever be able to top 'Annie Hall'?**"



Mother, tell me the **truth**, was I an **adopted child?**

Of **course not**, Henna! Why do you ask?

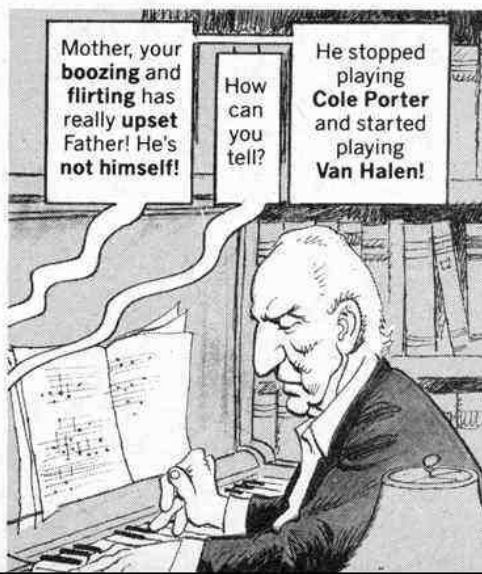
Well, it's **hard to believe** that a couple so **colorful** could have a **daughter as wooden and boring as me!**



Mother, your **boozing and flirting** has really **upset** Father! He's **not himself!**

How can you tell?

He stopped playing **Cole Porter** and started playing **Van Halen!**



You've been to bed with my sister Henna and with me! Who was the **best?**

Without question—I was!



Hollow, you're the flakiest of all the sisters! You dress like a deranged Gypsy and you snort coke like a pro athlete! I can't believe I brought you along...

Murky, it's only a date!

Who cares about the date—I can't believe I brought you along on this next flashback...

I think I need a dramatic change in my life! I'm thinking about converting to Catholicism!

I'm sorry, but we can't allow any more of you into the fold! We have a quota!

Quota? Of Jews?

No, of nerds!

I can't seem to reach God—I think he's too busy answering prayers of William Morris agents!

Are you really serious about conversion, or are you merely looking to find salvation for your ridiculous one-liners?!



Can I join you guys? I've given up on being a Catholic!

Can you beg at airports?

No, that's not my style! The only place I beg is in bedrooms!

Oh, it's one-liners you seek! Why don't you try the Moonies?



Henna, I have to borrow some money for my new career...

Again?

You think I'm just a loser, don't you?

I've tried to be supportive, Hollow, but a career in "electrolysis by mail"?



Hollow! I haven't seen you since our disastrous date! What have you been up to?

Oh, bouts of depression, insecurity, and career failures, and a series of life crises...

Sounds great! Let's you and me get married!

Murky, do you really mean it?

Of course! I've always been sexually attracted to women with a suicidal flare!



Sitting in that movie house has turned my life around! I've made a major, mind-blowing discovery! The Marx Brothers made movies just to be funny! They never felt they had to hide from the press or fear their fans... never felt the need to drop the names of pseudo-intellectuals in their movies... never became obsessed about secrecy over their next film! They never took themselves seriously and today, they're considered great artists!

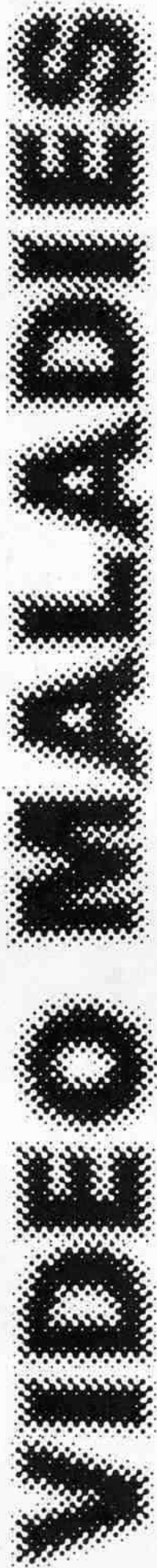
And I'll bet no one ever told Groucho that they liked his earlier films better!

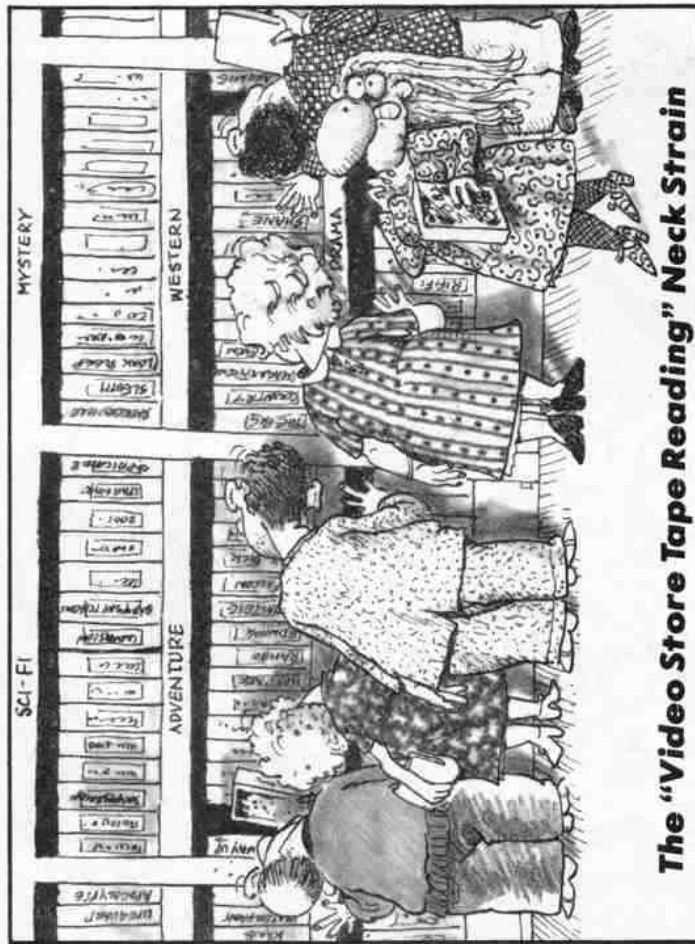


Note: It will be necessary to adjust your "horizontal hold" for the following article!

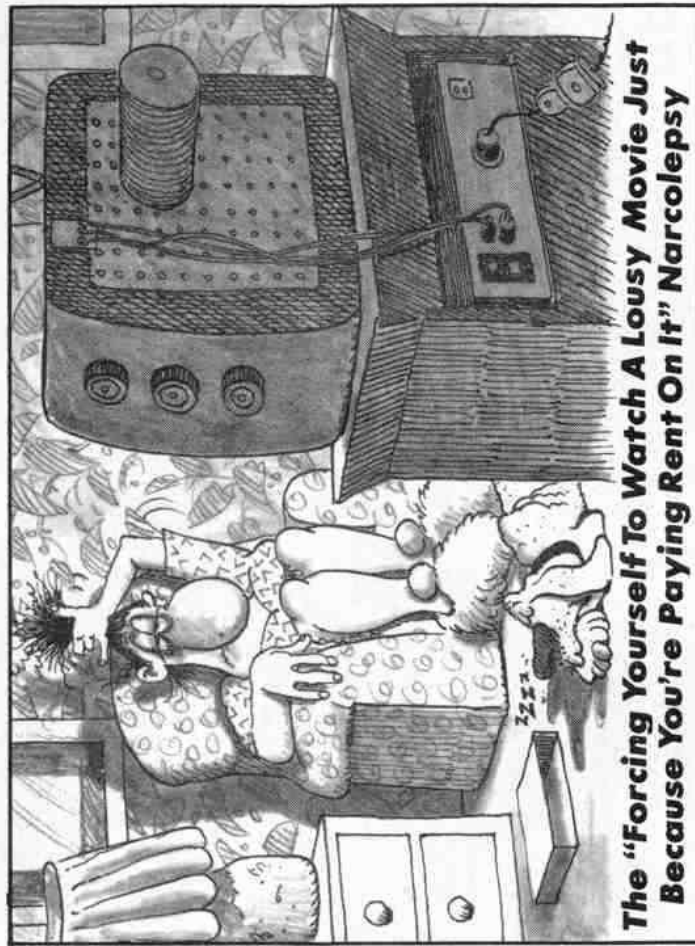
VCR DEPT.

For the past couple of years, a new illness has been sweeping America. Its symptoms are painful, its effects debilitating, and no one ever really recovers from it. We at MAD wanted to alert our readers to this scourge and assigned one of our top investigative reporters the task of researching and reporting on it. Unfortunately, he died! So we're going to have to fill the next three pages with the following diseased article called...

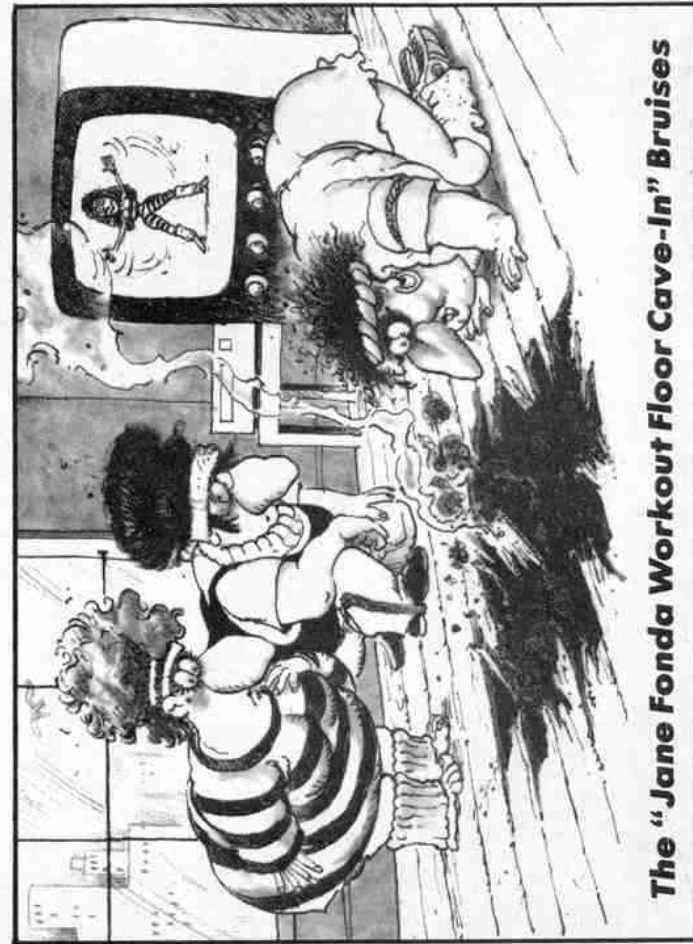




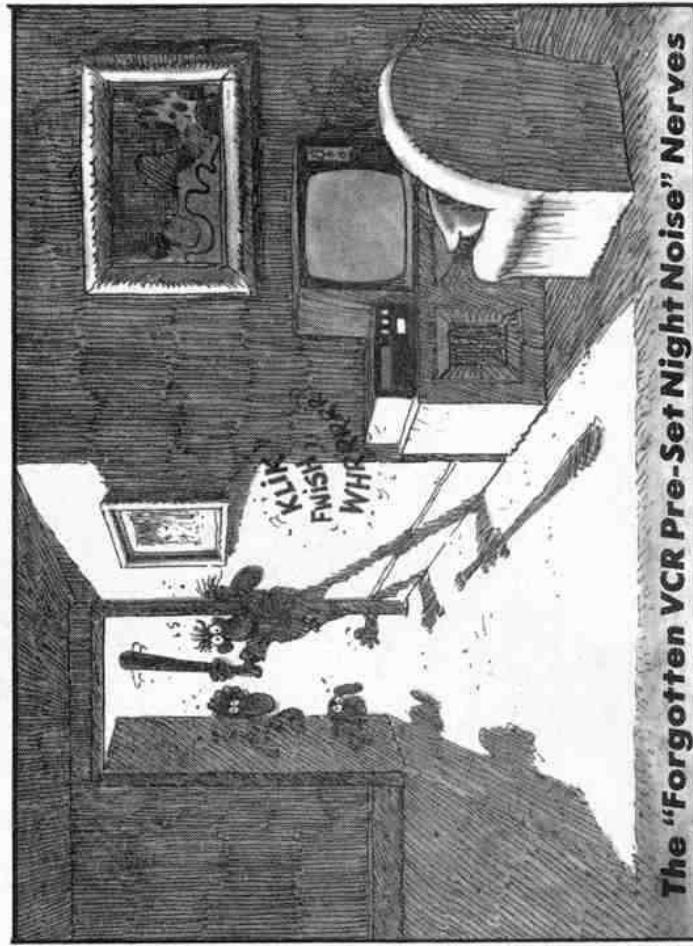
The "Video Store Tape Reading" Neck Strain



The "Forcing Yourself To Watch A Lousy Movie Just Because You're Paying Rent On It" Narcolepsy



The "Jane Fonda Workout Floor Cave-In" Bruises



The "Forgotten VCR Pre-Set Night Noise" Nerves



**The "I've Already Seen Every Cassette
In The Store" Sweats And Jitters**



The "Over-Active VCR Tape Ejector" Face Injury



**The "Video Store Clerk's
Screaming Out Loud"
Embarrassment Convulsions**



**The "If Only I Had Waited A Few More
Weeks To Buy My Machine" Blues**

JEERING THEM ON DEPT.

THE MAD Sports Fan HATE

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE



...when you discover that your favorite ballplayer is a junkie?



...when team owners get more media coverage than the teams?



...when you have tickets to the fifth game of the 12 World Series and one team wins it in four straight?

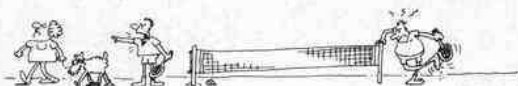


...when a stadium has dozens of beer outlets but only three toilets and two of them are out of order?

BOOK



...when they give a free gift to fans under 16 and you're tall for your age?



...when the game is a sell-out but the scalpers have reams of tickets?



...when you get a fantastic seat in the second row, and the schmuck in the first row keeps standing up?



...when you sit way up at the top of the upper deck and you see tons of empty seats below that were sold to big corporations for the season?



...when you buy a season ticket and the team's superstar refuses to play because the team won't renegotiate his multi-million dollar contract?

WHO ARE THE ROCK STARS OF THE FUTURE? WHAT KIND OF MUSIC WILL HIT THE SCENE

MAD'S ROCK MUSIC

Prince—the “bad boy” of Rock ‘n Roll—will become ensnared in legal tangles after a Cleveland concert at which his bodyguards “rough-up” and eject all 15,200 fans. A Federal Court judge will reject the diminutive star’s claim that the audience was “staring at me!” and award all damages asked—thus eating up the remaining royalties from Prince’s best-selling biography, “Don’t Talk To Me, I’m A Star!”

Bobby Icon, an unknown former medical student from Omaha, will become a Heavy Metal sensation with his unique sound—gastro-intestinal noises run through a synthesizer and amplified 10,000 times. He will top the charts with his single, “BLUHB-blahg-phlurg Means I Love You”!

Deirdre Detweiler and the Meek will inherit a prominent place in the music world’s spotlight. Lead singer Deirdre, in a bizarre reversal of the “Mell Tillis Syndrome,” stutters when she sings, but not when she talks! The band’s first Top 40 tune will be a 19½ minute remake of The Police hit “Dee-doo-doo-doo, dee-da-da-da.”

Baby Huey and the Toddlers, a young Mexican band with a mandatory retirement age of nine, will capture the untapped pre-pubescent set with such raw-energy toe-tappers as “Mr. Rogers Ain’t My Neighbor!,” “Save A Breast For Me” and their million-seller, “Whole Lotta Chafing Goin’ On.”



ARTIST: PAUL COKER

NE? WHICH STARS WILL BE EATING WHAT LIVE ANIMALS ON STAGE? MAD TELLS ALL!!!

MUSIC PREDICTIONS



Supergroups Duran Duran, Genesis, Journey and the Rolling Stones will jointly announce a revolutionary plan to end their perennial problem of band members always taking off to do solo projects or collaborations. The solution? The Band-of-the-Month Club. Each month, subscribers will receive an LP by the club's debut group, The Rolling Duranesissies.

Former Interior Secretary James Watt will organize a philanthropic recording session, patterned after Quincy Jones' "We Are The World," and featuring such conservative entertainment figures as Wayne Newton, Frank Sinatra and Charlton Heston. Proceeds from the album, "We Are The Right," will benefit needy defense contractors engaged in "Star Wars" research.

The Clerks, a light-rock quintet composed of middle-aged office workers who only play part-time after work, will become the surprise sensation of the decade. The group will sweep the Yuppie market with songs on such un-rock-like topics as car-pooling, dressing for success and the tax advantages of long-term T-Bills.

The phenomenal comeback of long-time rocker Tina Turner will come to a shuddering halt when she is arrested, and later convicted, of smuggling a family of illegal aliens into the U.S. inside her hair. She will be sentenced to six years in prison and barred—for life—from ever using a blow-dryer.

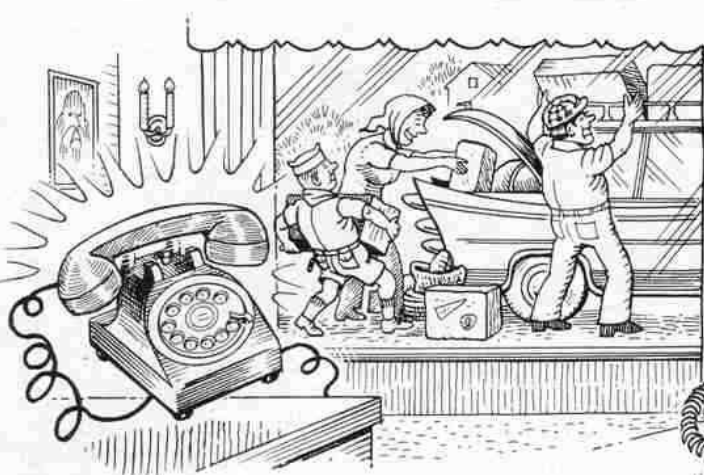


WRITER: MIKE SNIDER

IS EVERYTHING THAT'S "NEW" AND "MODERN" A GIANT STEP FORWARD FOR MANKIND?

FOLLOW UP REPO

ARTIST: AL JAFFEE



In the old days when you were out and the house was empty, important messages were never communicated.

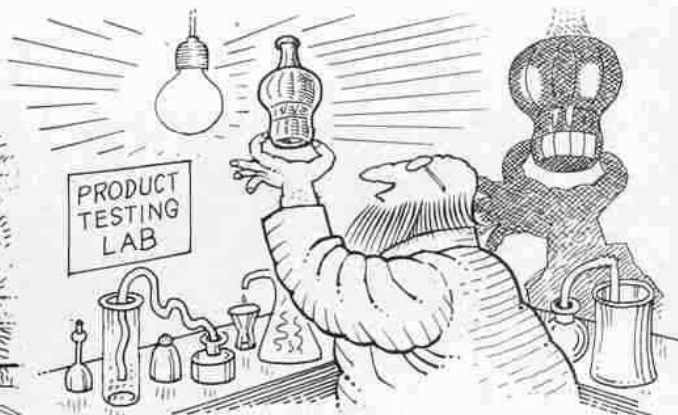


Hemmes, this is your boss! Cancel your vacation plans! We need you back at the office now! And don't pretend you didn't get this message! I know your flight isn't until seven a.m. tomorrow morning!

Now, with the advent of the phone answering machine, messages are always communicated!



It wasn't very long ago that the only kind of soda you could buy was the kind loaded with sugar that would rot all your teeth.



Today's soda is sugar free! However it does contain nutrasweet, saccharine and other wonderful modern chemicals!



In the old days, you couldn't place a long distance call without the assistance of an operator.



Today, with modern touch tone phone systems, you can call long distance with no assistance at all!

A TINY STEP FORWARD FOR WOMANKIND? YOU BE THE JUDGE AS YOU NOW READ MAD'S

RT ON PROGRESS

WRITER: DICK DeBARTOLO



Back in the days of propeller planes, air travel was only for the rich and affluent.



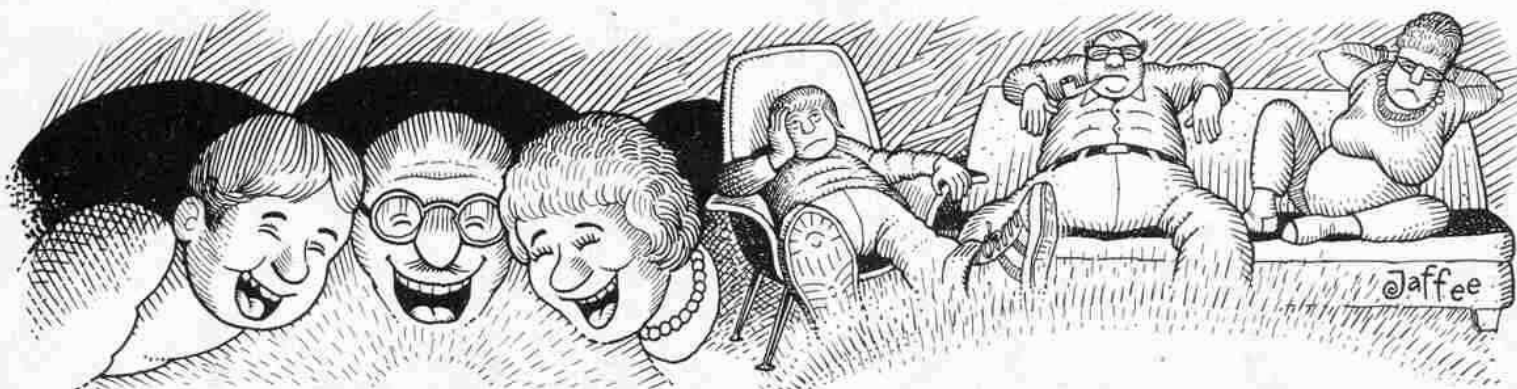
Today, thanks to so many airlines putting so many planes in the sky, air travel is cheap and many more people can afford to fly.



Not long ago, the only portable entertainment you could carry was a small mono radio.



Today, with miniature portable stereo systems with headphones, you can be in a world all your own.



Years ago, entire families gathered around a little four-inch, black and white tv set to watch the great stars of the day—Sid Caesar, Uncle Miltie and Jackie Gleason.

Today, we have 40-inch, full color projection television sets in stereo that families can gather around to watch the great stars of the day—Merv Griffin, Alan Thicke and Ed McMahon.

CAT TWO

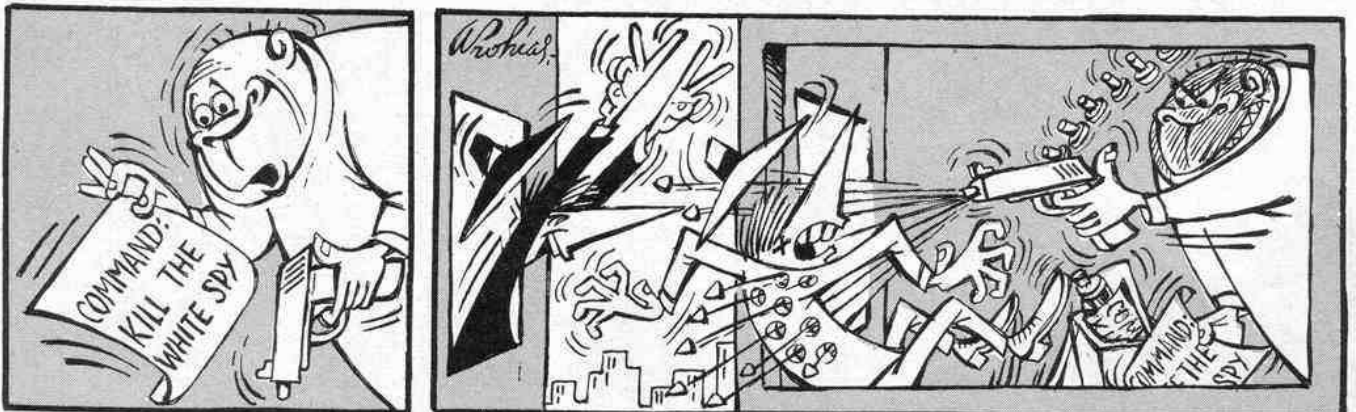
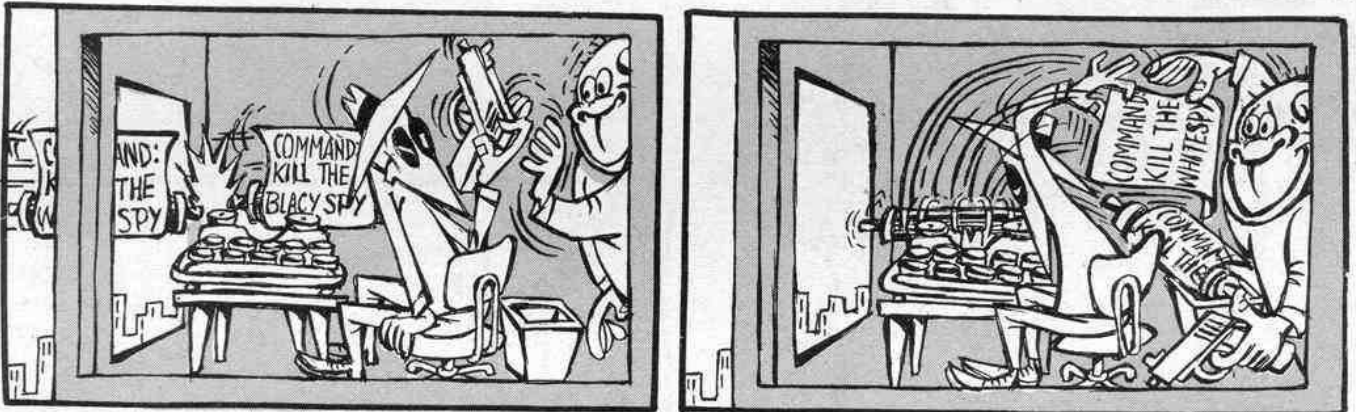
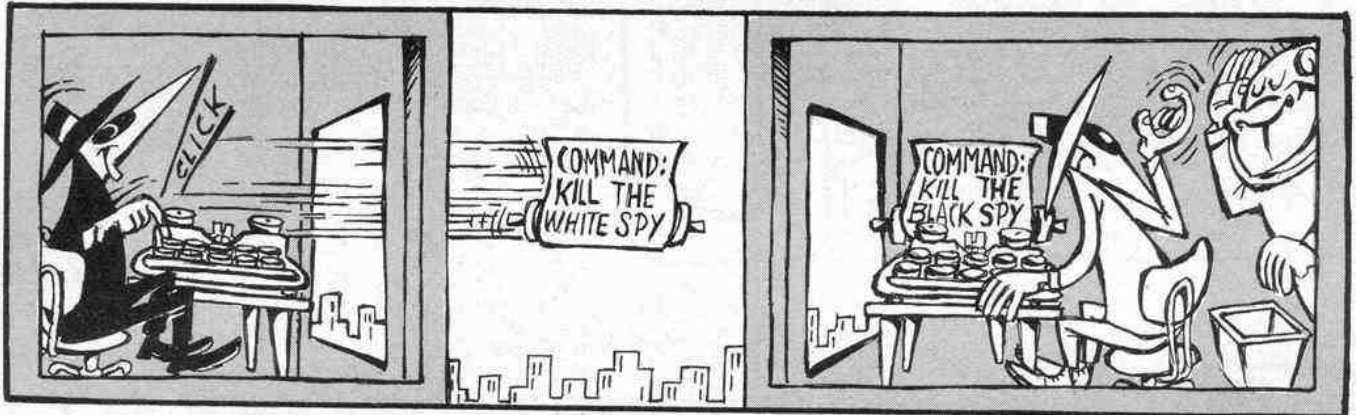
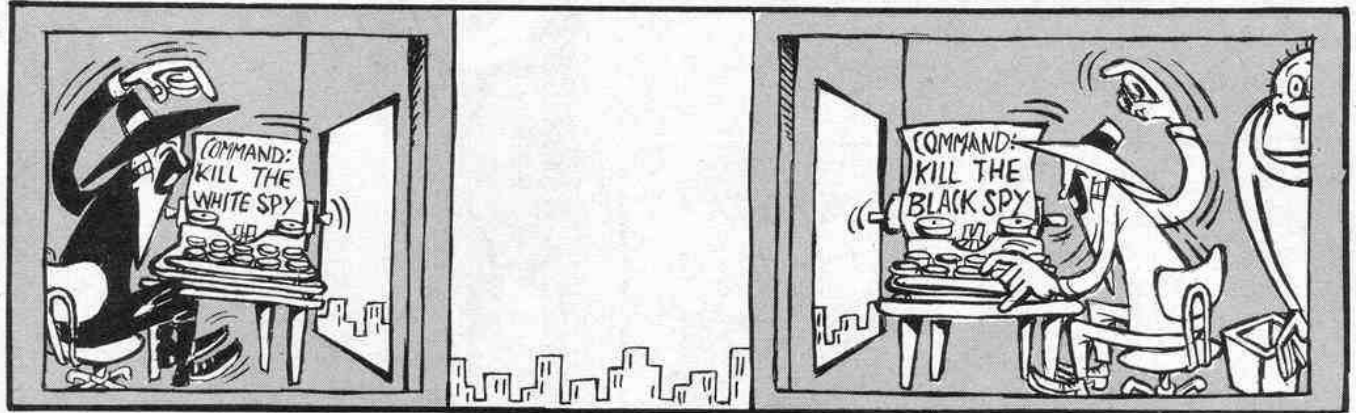


DOUGHTS

ARTIST AND WRITER: PAUL PETER PORGES



SPY VS SPY





In most states, renewing your driver's license is as easy as signing your name and enclosing a check. Simple, but what this procedure doesn't do is weed out unsafe drivers—motorists who have long since forgotten everything they had to learn in order to get their first license! How about you? Are your driving skills up to par? Or have you too become sloppy and careless behind the wheel! Spend a few minutes with this quiz and see:

are you a **GOOD DRIVER?**

**BEGIN with the national speed limit of 55 miles per hour.
ANSWER each question and add or subtract miles accordingly.**

PART I—DRIVING HISTORY

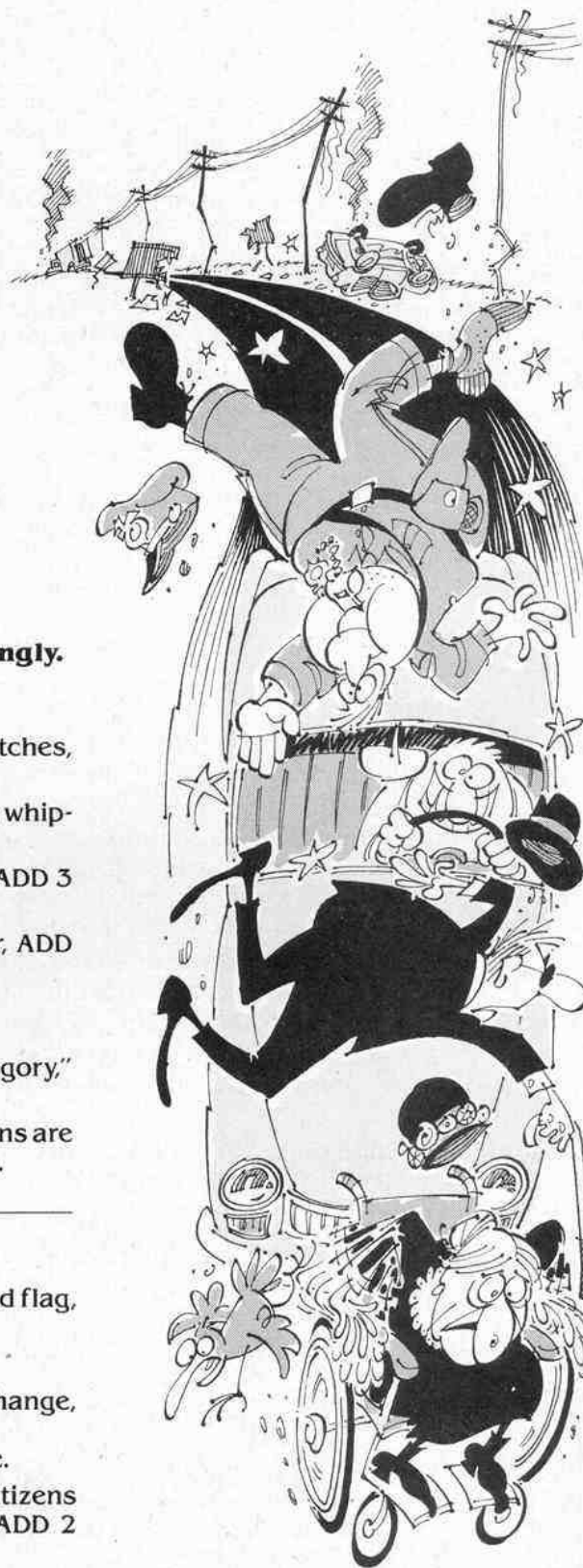
- 1) If the statue of St. Christopher on your dashboard is on crutches, ADD 1 mile.
- 2) If you've ever received kickbacks from chiropractors for all the whip-lash victims you send them, ADD 2 miles.
- 3) If Lee Iacocca has ever offered you a rebate *not* to buy a car, ADD 3 miles.
- 4) For each of the following that has been named in your honor, ADD accordingly:
 - a) A tow truck, ADD 1 mile.
 - b) A local demolition derby race track, ADD 2 miles.
 - c) A national auto insurance company's "Extra High Risk Category," ADD 5 miles.
- 5) On the back of your driver's license where recent traffic violations are listed, if the words "See Attached Sheets" appear, ADD 2 miles.

DRIVING HISTORY SUBTOTAL

PART II—ON THE ROAD

- 1) If you start each morning by pledging allegiance to a checkered flag, ADD 1 mile.
- 2) If your second car is an ambulance, ADD 2 miles.
- 3) If, while stopped at an intersection waiting for a red light to change, you...
 - a) Rev your engine to intimidate those around you, ADD 1 mile.
 - b) Place both hands on the horn, ready to blare it at senior citizens who might still be crossing when the light turns green, ADD 2 miles.
 - c) Pick your nose, SUBTRACT 4 miles.

NOTE: If the above question does not apply to you because you never brake for a red light, ADD 5 miles.



ARTIST: PAUL COKER
WRITER: JOHN PRETE

- 4) For every time you've looked in your rear-view mirror and seen a body lying in the street, ADD 2 miles. (If you've *never* looked in your rear-view mirror, ADD 4 miles.)
- 5) For each of the following bumper stickers that can be found on your car, ADD 1 mile:

STOP SIGNS ARE FOR SISSIES

SEAT BELTS SUCK

NUKE THE AUTOMOBILE CLUB

HONK IF YOU LOVE HEAD-ONS

NOTE: If the message on your bumper sticker is incomprehensible because of blood splatterings and caked hair, TACK ON an additional 6 miles.

ON THE ROAD SUBTOTAL

PART III—HYPOTHETICAL SITUATIONS

- 1) It is a warm, sunny Sunday afternoon. You decide to jump in the car and visit your ailing Aunt Alba in the suburbs. Turning onto Aunt Alba's street, you pass a home for the blind, a "Deer Crossing" sign and a group of small children playing in the street. Which of the following comes closest in length to the skid marks you'll make as you pull up to Aunt Alba's?
- a) A standard 30-foot garden hose, ADD 2 miles.
- b) An unravelled wool sweater, ADD 5 miles.
- c) A computer printout of Joan Collins' ex-lovers, ADD 9 miles.
- 2) You're sitting over at a friend's home in a semi-conscious state after hours of heavy drinking. Suddenly, your friend announces "Everybody out!" Which of the following best describes what you would do in this situation?
- a) Stumble out to your car, spend 15 stupid minutes trying to insert your keys into the ignition, then finally peel out in a screeching blaze of glory, ADD 3 miles.
- b) Same as "a," except that you would take the time to throw up in your friend's driveway before you peel out, ADD 4 miles.
- c) If the question does not apply because you would have been involved in a drunk driving accident on your way to the party, ADD 7 miles.

HYPOTHETICAL QUESTIONS SUBTOTAL

GRAND TOTAL



**S
C
O
R
I
N
G**

51—60

Your driving skills are like those of a recent graduate of a high school Driver's Ed class. In other words, you have none! You are a threat to all life.

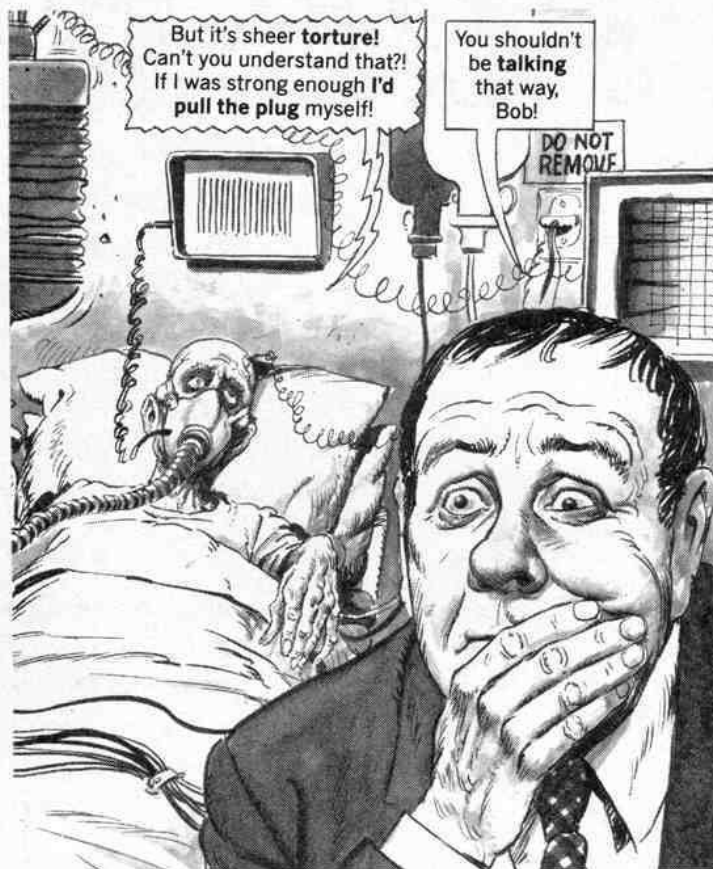
61—70

You have the driving skills of a deaf, dumb and blind man! Walk everywhere!!

71 or Above

You have a great future ahead of you as a New York City cab driver! Apply at once!

AT THE BEDSIDE, PART I



THE REAGAN

(with apologies to Edgar Allan Poe)

ARTIST: GERRY GERSTEN WRITER: FRANK JACOBS

*Once upon a cold November, back in '80, you'll remember;
Came to pass a great election, with a wondrous change in store;
By a landslide, one was winning, promising a new beginning;
Tall and proud, he stood there, grinning, like so many times before;
Who was he, this cool one, grinning, like so many times before?
'Twas The Reagan, nothing more.*

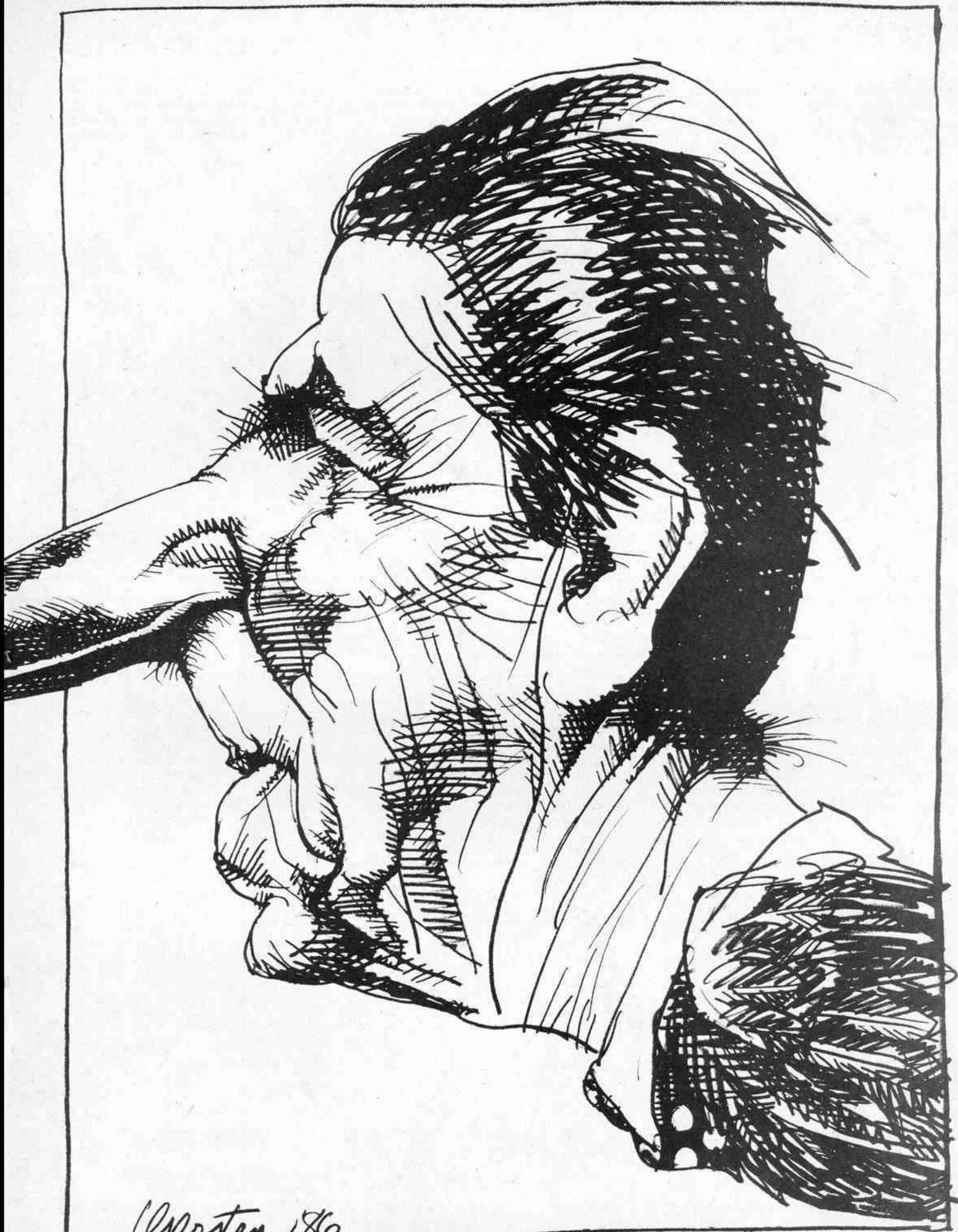
*Once he was inaugurated, Reaganomics he created,
Promising a balanced budget, like we had in days of yore;
"Though," he said, "our debt is growing, and a bundle we are owing,
'I'll cut taxes, 'cause I'm knowing this will save us bucks galore;"
"Please explain," a newsman asked, "how this will save us bucks galore?"
Quoth The Reagan, "Less is more."*

*Pushing for defense, he pleaded, brand-new missiles would be needed:
"That's the only way," he said, "to keep the country out of war;"
"True," he said, "they're not required, and they're not meant to be fired;
"In five years they'll be retired—still we must build hundreds more;"
"Tell us why," a newsman asked, "we must be building hundreds more?"
Quoth The Reagan, "Jobs galore."*

*Was he real or from a movie? "Make my day" sure sounded groovy,
Standing up to Congress or the rebels in El Salvador;
Flicks like "Rambo" he promoted (sev'ral times, it should be noted);
Once John Wayne he even quoted, when Kaddafi threatened war;
"Does this mean," a newsman asked, "we're heading toward a Mid-East war?"
Quoth The Reagan, "Hit the shore."*

*During times he wasn't dozing, many plans he was proposing,
Dealing with the deficit, which he no longer could ignore;
"Cuts," he said, "I'm recommending, pending our ascending spending,
"With attending trends suspending, then extending as before."
"Does this mean," a newsman asked, "a balanced budget like before?"
Quoth The Reagan, "Nevermore."*





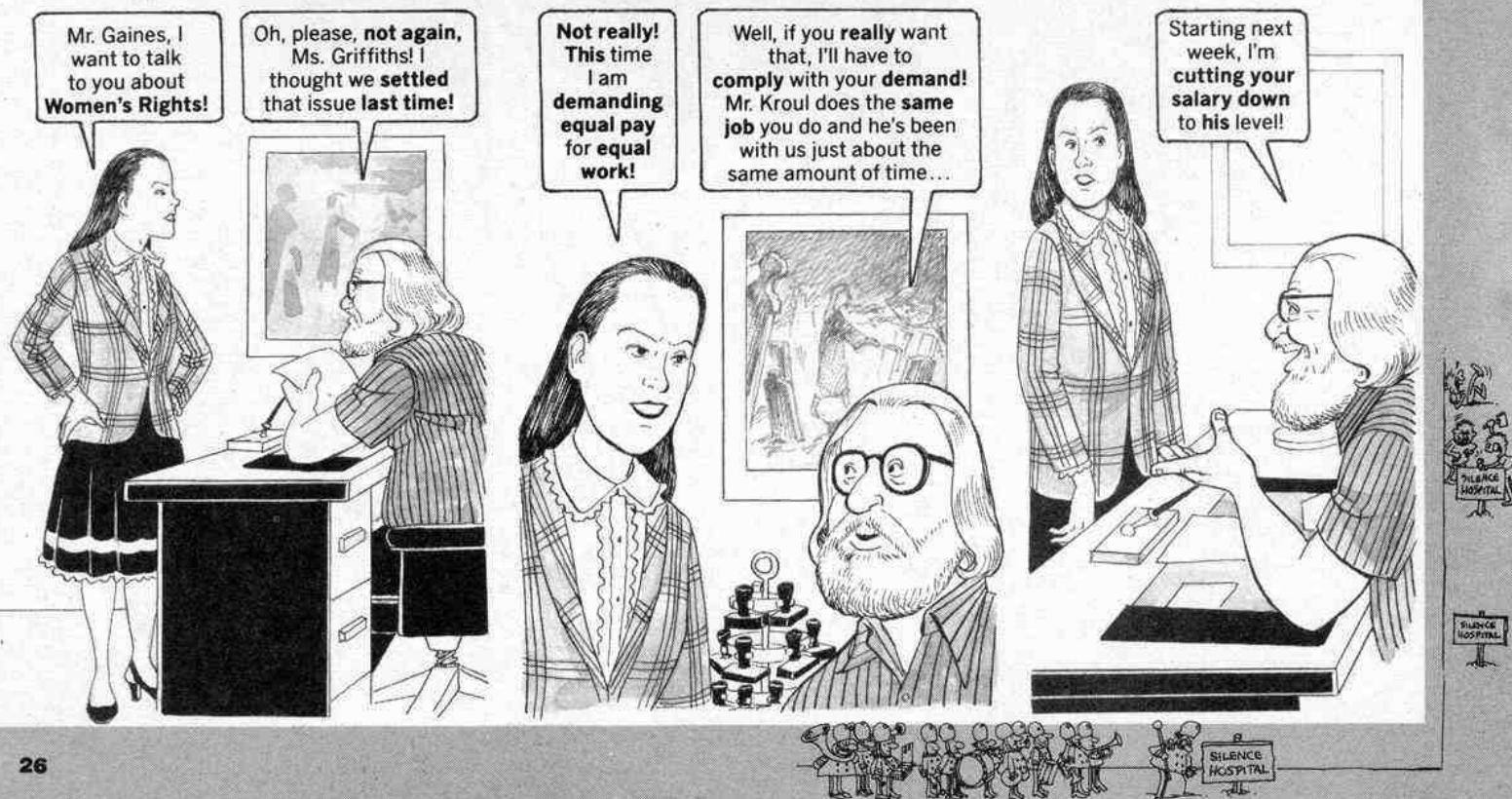
HIGHER EDUCATION



BERG'S-EYE VIEW DEPT.

THE LIGHTE

EQUALITY



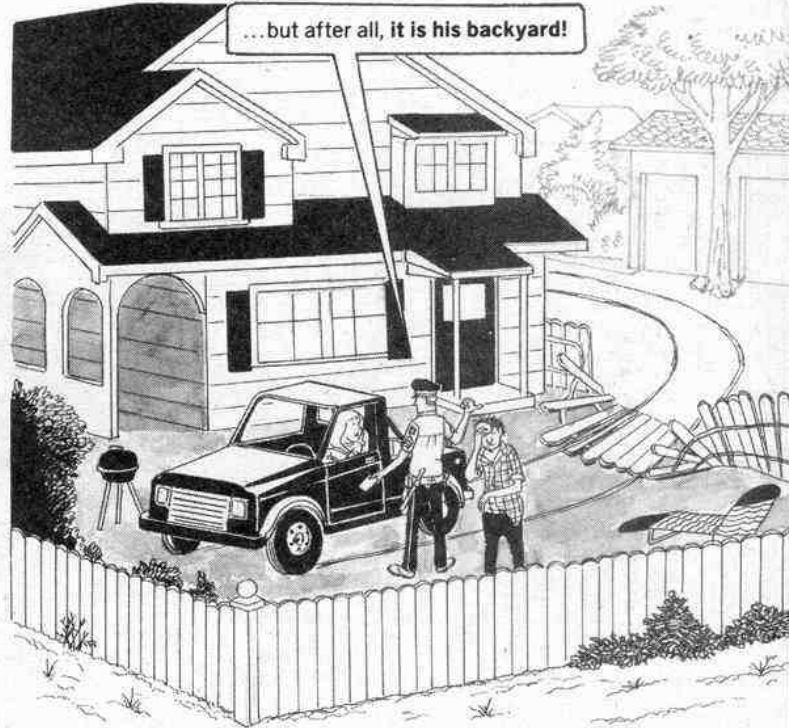
ACCIDENTS

But officer, it's not my fault! He stepped right in front of my car!

That may be true, Miss...



...but after all, it is his backyard!



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

RUNNING

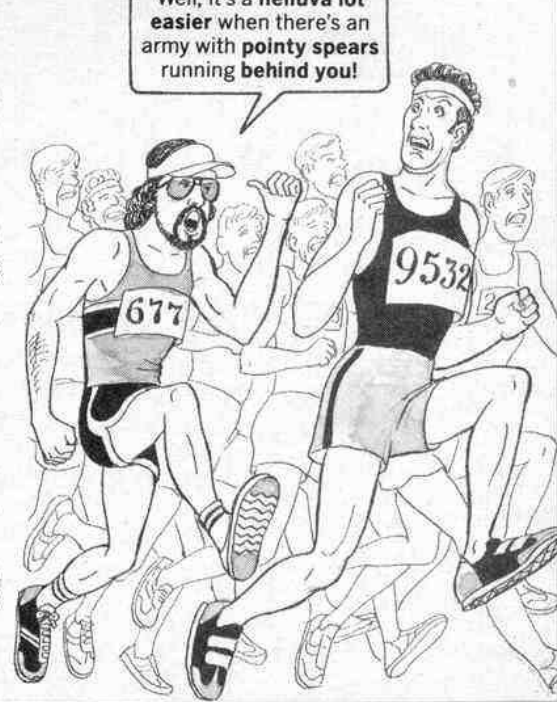
This is rough! What am I doing running in a marathon? Who started these stupid things?



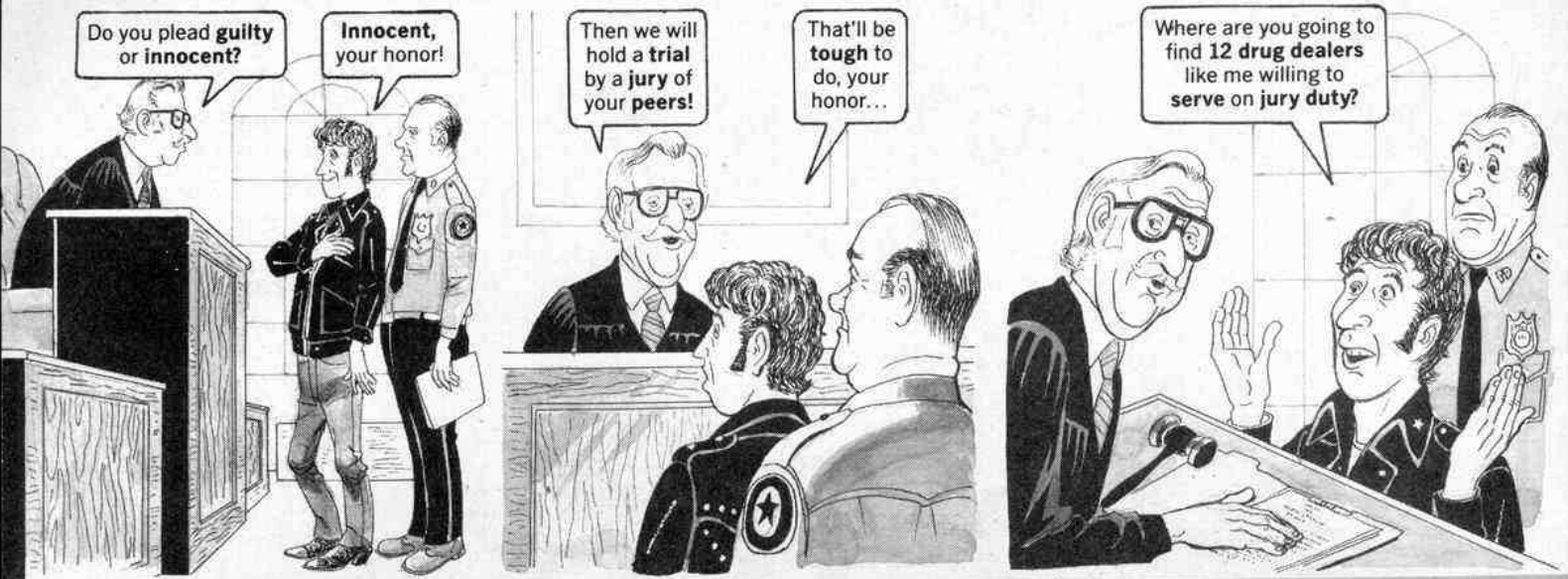
Actually, it all started in ancient Greece when a soldier ran 26 miles to deliver a message!



Well, it's a helluva lot easier when there's an army with pointy spears running behind you!



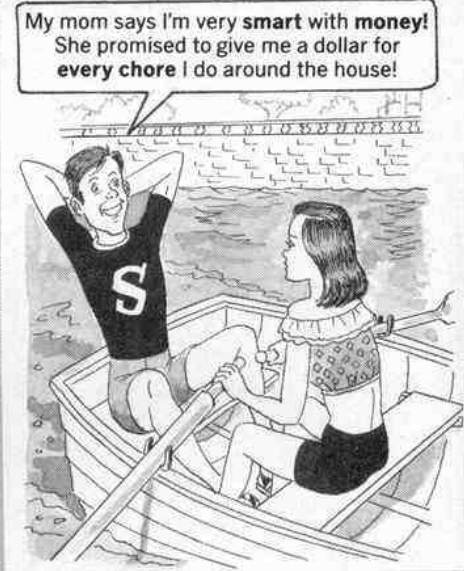
JUSTICE



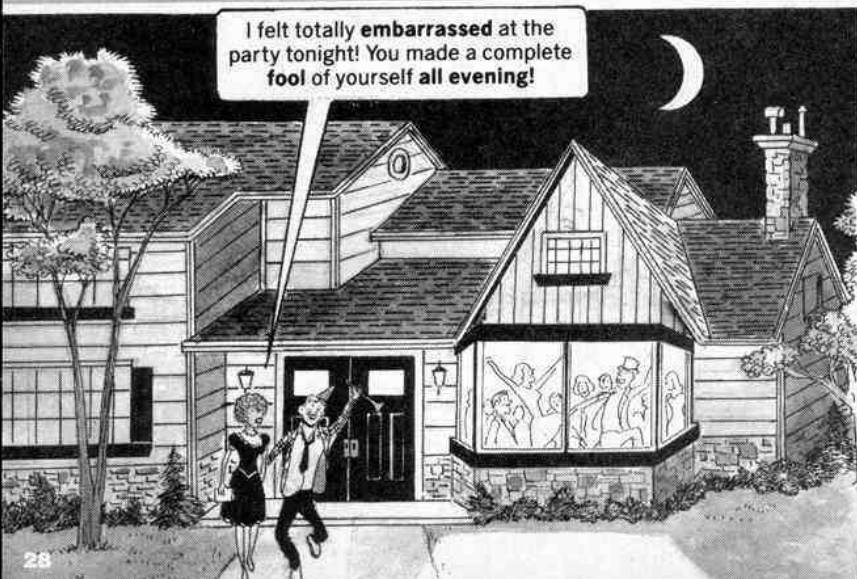
DINNER



FINANCES

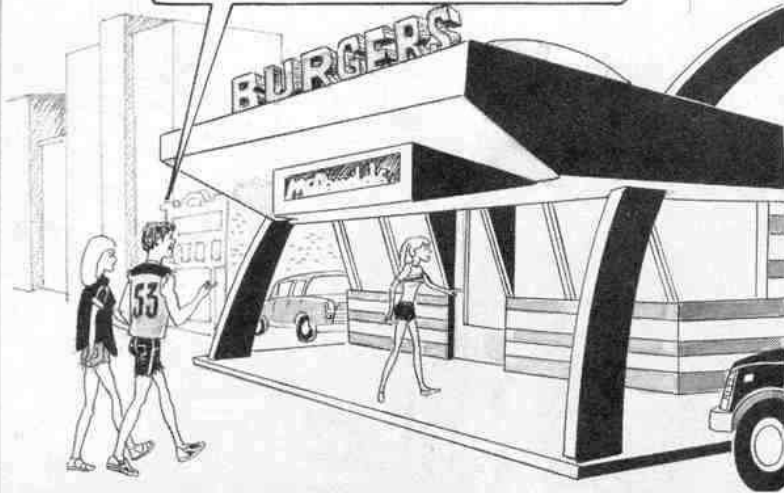


BEHAVIOR



FAST LIVING

Isn't it something how **fast food** places have sprung up all over town? **Instant burgers...** **instant French fries...** **instant milk shakes...**



...and **instant long lines** waiting for it!



INTERVIEWS

So far I've **saved her a small fortune!**



Mrs. Korn, you've noted that your **birthday** falls on **March 18th**, but what year?



Every year!



MODERN MORALS

Congratulations, Elena!
Your mother told me
you're **getting married!**

I was **supposed to, Grandma!**
But then I found out my
boyfriend got cold feet!



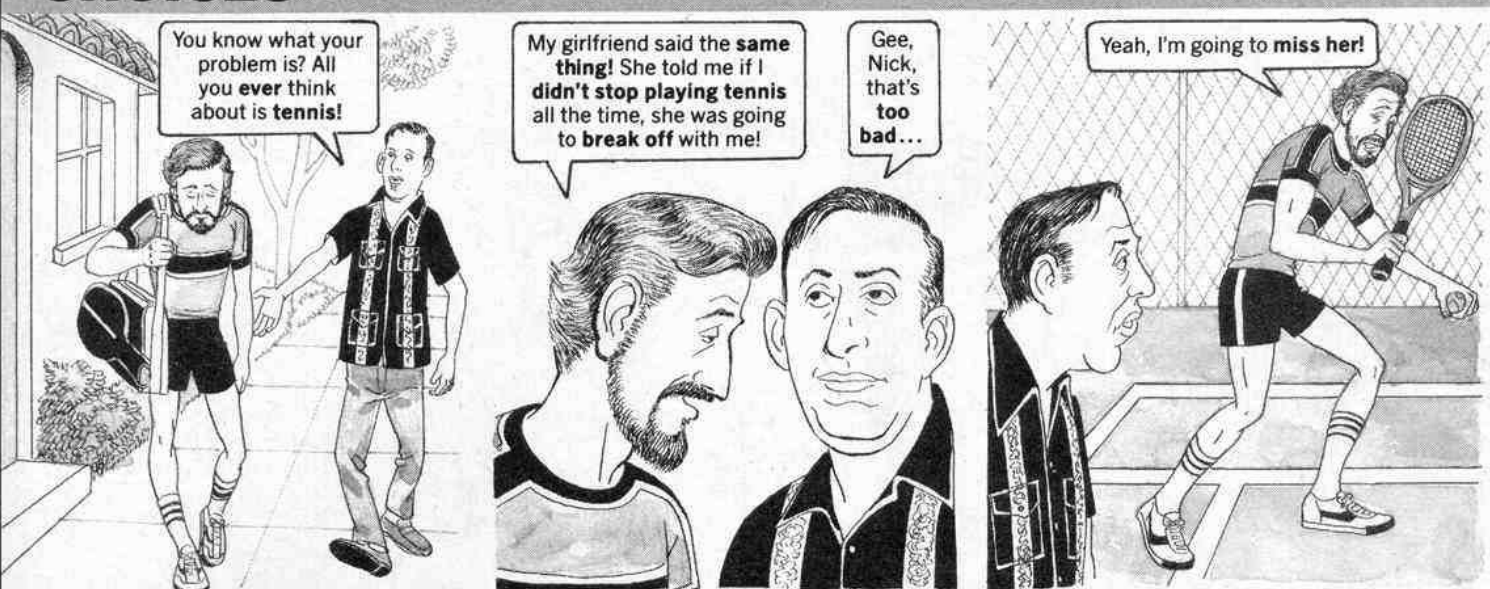
That's the **trouble** with
you young people and
your **sexual revolutions!**



In my day we didn't find out
if a man had **cold feet** until
after we were married!



CHOICES

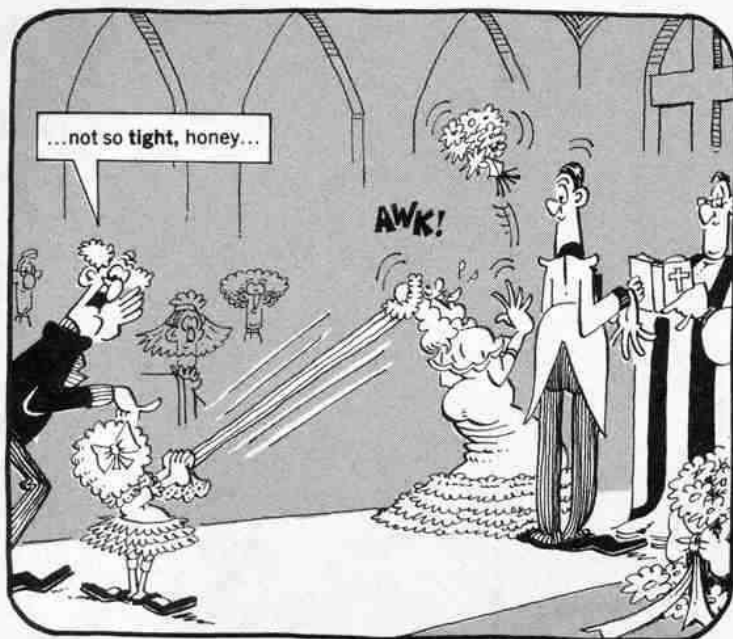


PETS



DOCTORS



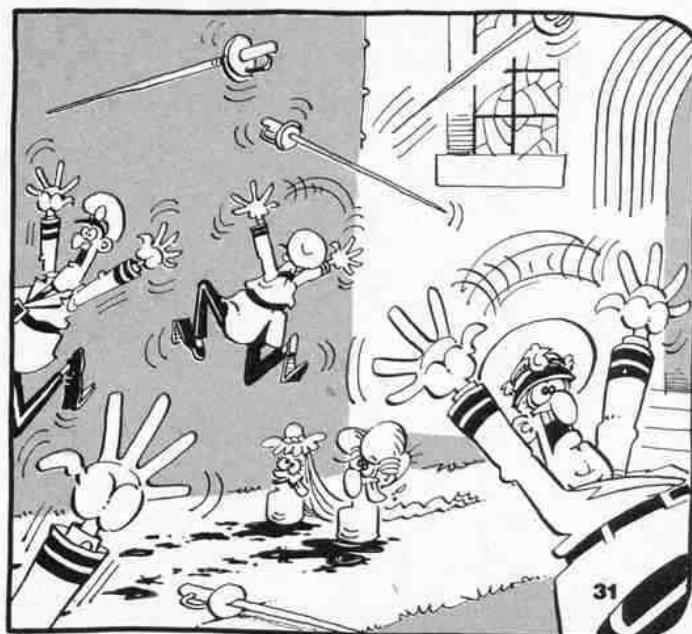


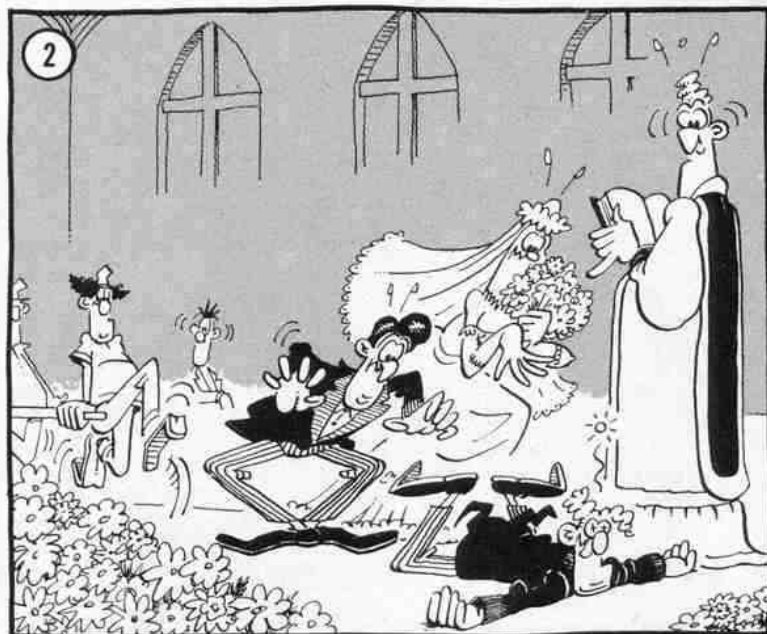
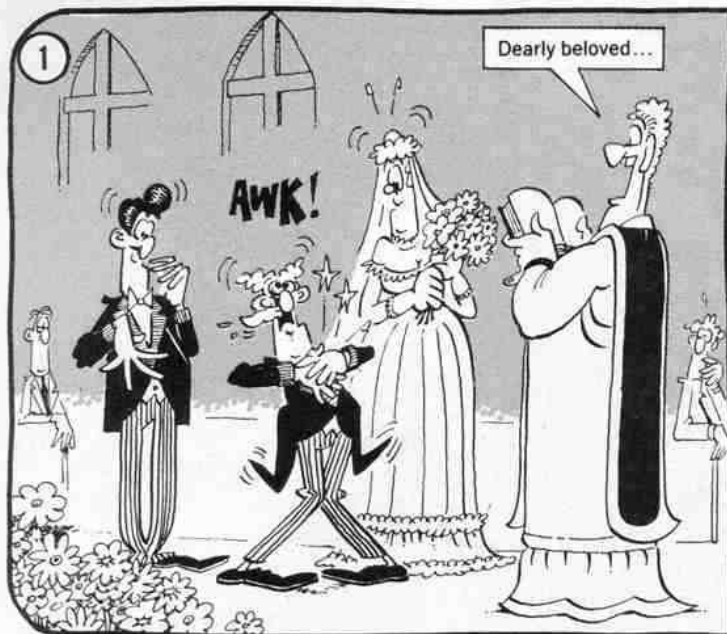
DON MARTIN DEPT. PART I

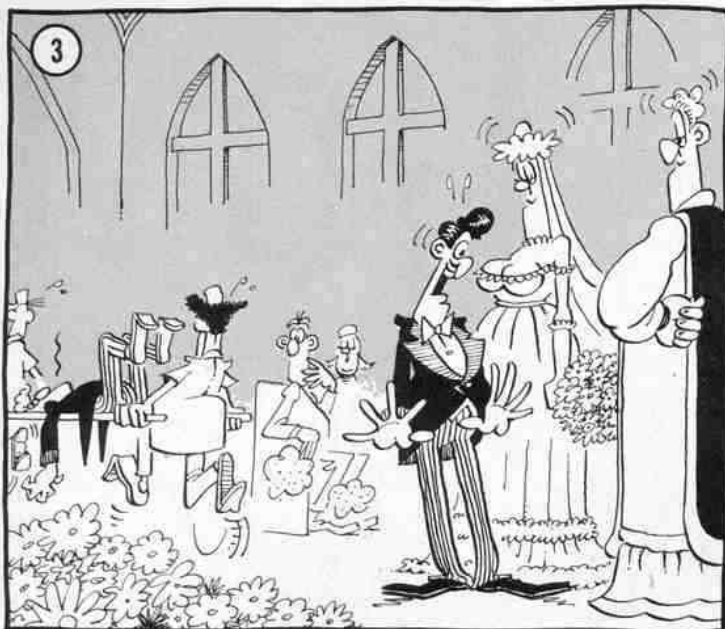
DON MARTIN LOOKS AT WEDDINGS



ARTIST: DON MARTIN WRITER: DON EDWING







Kung Fu started many years ago when poor Chinese farmers, who could not afford real weapons, developed self-defense techniques using whatever was available: plow blades, staffs, even benches. Nice idea. But since very few poor Chinese farmers are MAD readers, it made very little sense to us to write an article on Kung Fu. So instead we wrote an article about a self-defense technique the average American could use. A deadly defense called:

HOM

Phone Fu



BLOCKING: The phone conveniently fits over the hand in a way that allows the steel bottom to deflect your opponent's blows.



ENSNARLING: By holding the body of the phone in one hand, and the receiver in the other, you can use the cord to tangle up your opponent.



OFFENSE: By holding the cord at mid-length, the receiver may be swung and launched at your opponent. It may also be used for long-distant ensnarlment.



LAST RESORT: If you hate violence you can still use the phone to call your enemies in the middle of the night and mutter obscenities.

ARTIST: GEORGE WOODBRIDGE WRITER: RURIK TYLER

The Links Of Agony



WHIP METHOD: Grasp one end of a sausage and savagely snap the other end at your enemy!

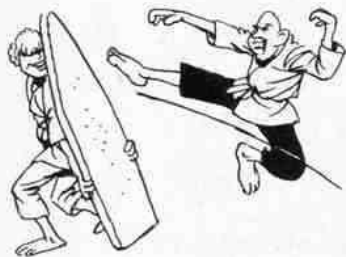


NUNCHAKUS METHOD: This is a complicated maneuver and is not recommended for beginners!



PELTING METHOD: Break up the links, grab an equal amount in each hand, and throw all of them at your opponent!

The Iron Ning Board



BLOCKING: Because the Iron Ning Board is roughly the same length and width as the human body, it makes a very effective blocking tool.



OFFENSE: Grasp the feet of the board while it is in the closed position.



Quickly bring your arms together while aiming at your opponent.



ESCAPE: If all else fails, you can use the Iron Ning Board to slide down the stairs and beat a hasty retreat.

WU!



The Stove Of Death



OFFENSE: Even an empty stove can provide you with a deadly weapon!



Grab the burner guard as shown.



In a quick motion, hurl the burner at your opponent!



IMPORTANT! Do not use this technique if you have just been cooking something!

The Oven Mitts Of Death



PREPARATION: Oven mitts offer the same benefits that boxing gloves do—they protect your hands in combat!



They are quick in that they fit either hand, thereby avoiding confusion at critical moments.



OFFENSE: When stuffed with a potato they make an effective long distance weapon.

Other Home Fu Maneuvers



Twin Slices Of Doom!



Kung Fruit!



Drawer Of Destruction!



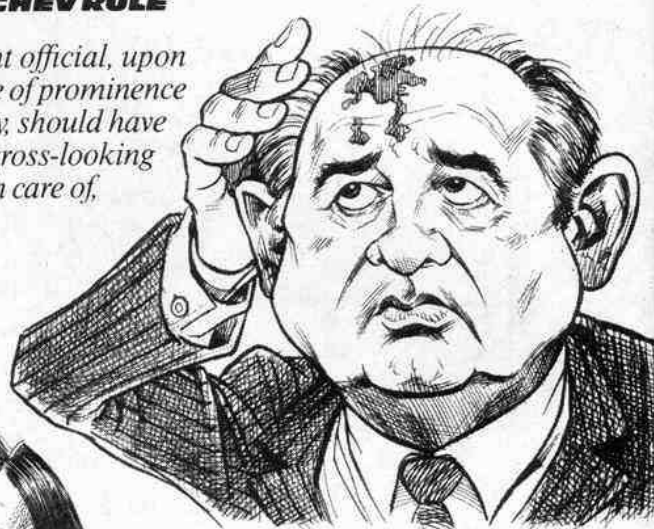
Fridge Fu!

You've really arrived when a new rule is made just for you! Take NY Jet Mark Gastineau. He jumped and screamed so much after every QB sack the the NFL banned that sort of stuff—and that became known as "The Gastineau Rule." We think that makes a lot of sense! In fact, we know of several people whose behavior calls for similar measures! That's why we're offering...

OTHER MUCH NAMED FOR THE

THE GORBACHEV RULE

ANY government official, upon assuming a place of prominence in his/her country, should have ALL bizarre or gross-looking birthmarks taken care of, PRONTO!



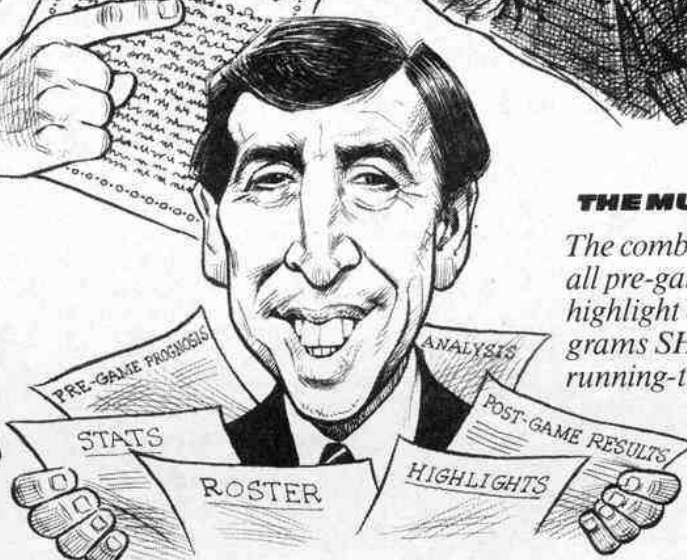
THE STEINBRENNER RULE

All prospective major-league baseball team owners MUST—as a condition for sale approval—SUBMIT TO and PASS a psychiatric evaluation.



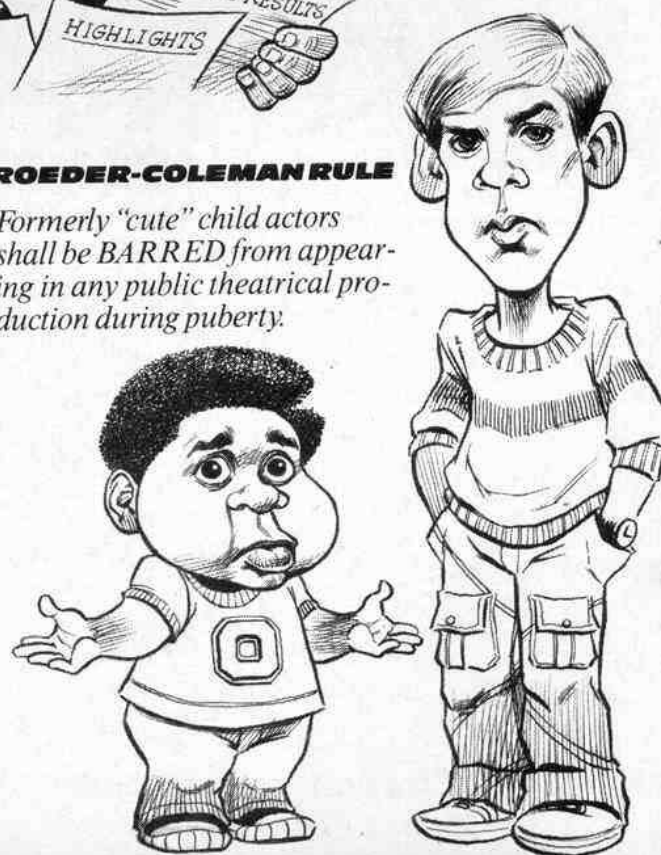
THE MUSBURGER RULE

The combined running-times of all pre-game, post-game, game-highlight or game-analysis programs SHALL NOT exceed the running-time of the game itself.



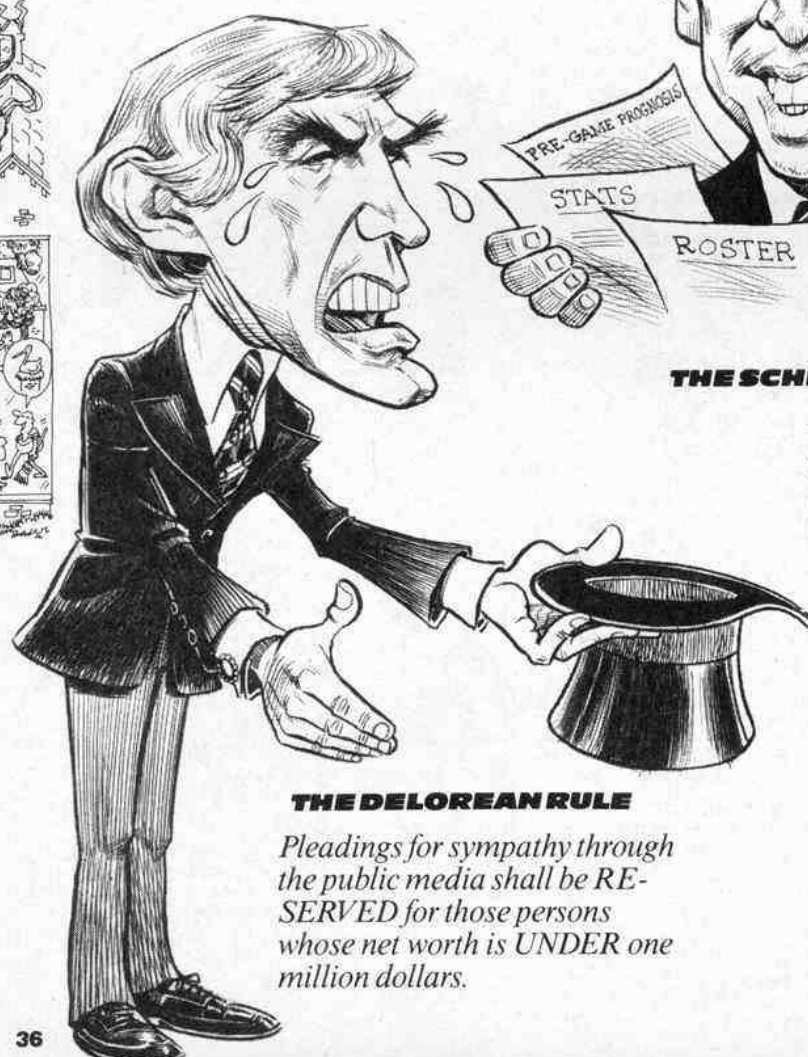
THE SCHROEDER-COLEMAN RULE

Formerly "cute" child actors shall be BARRED from appearing in any public theatrical production during puberty.



THE DELOREAN RULE

Pleadings for sympathy through the public media shall be RE-SERVED for those persons whose net worth is UNDER one million dollars.



NEEDED **RULES**

IRKSOME PEOPLE WHO INSPIRED THEM

ARTIST: SAM VIVIANO WRITER: MIKE SNIDER

THE REAGAN RULE

High-level members of the U.S. Government are **PROHIBITED** from simply "making up" facts to support their positions.

THE COSBY-HOUSEMAN RULE

Employment as a "Celebrity Spokesperson" is considered a **SIDELINE** to an acting career—**NOT** a career in itself.



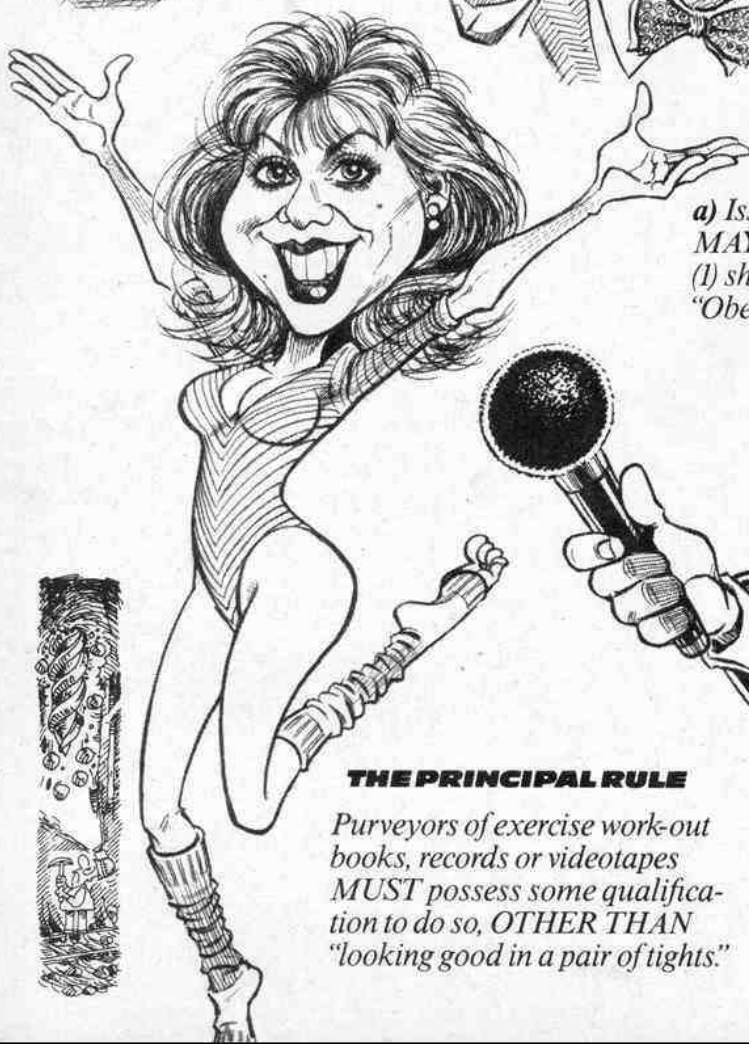
THE DONAHUE RULE

a) Issue-oriented talk shows **MAY NOT** have more than one (1) show per month on the topic of "Obese Lesbian Surrogate

Mothers." b) Talk show hosts are limited to interrupting their guests a **MAXIMUM** of one (1) time per sentence.

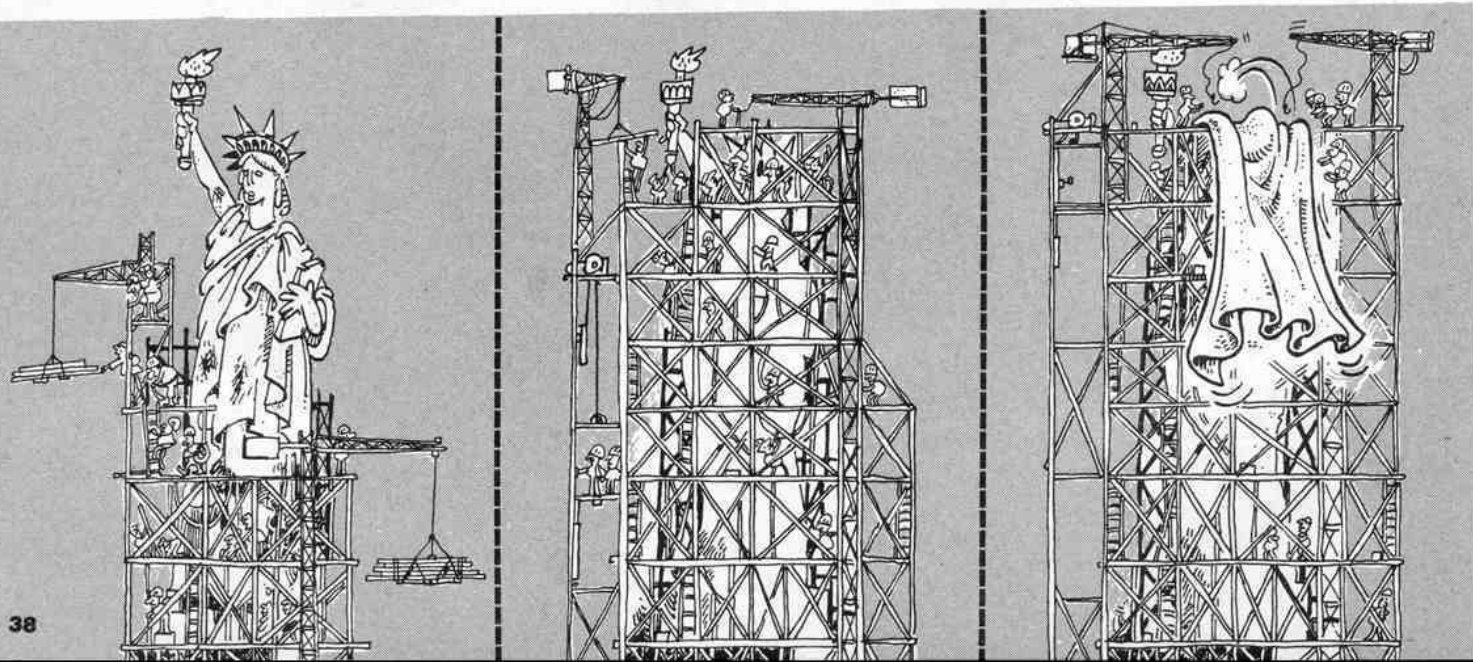
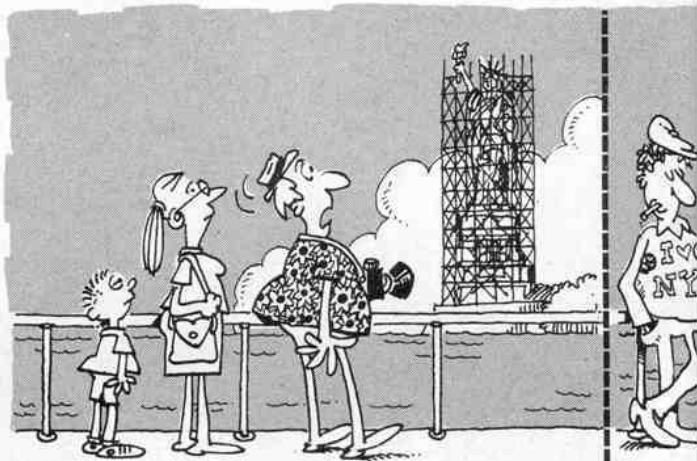
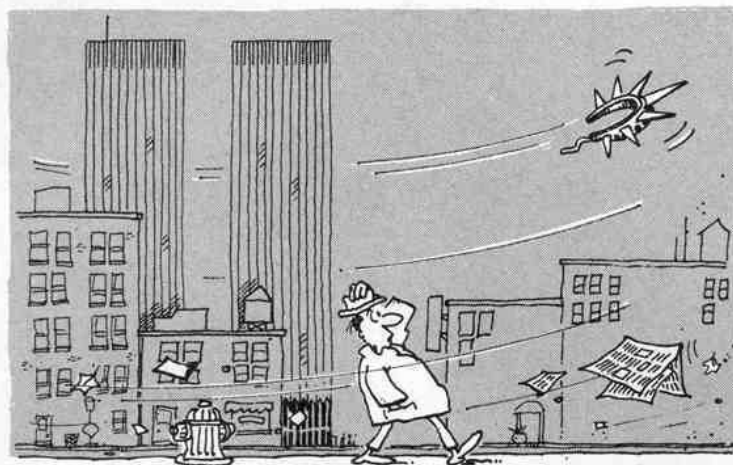
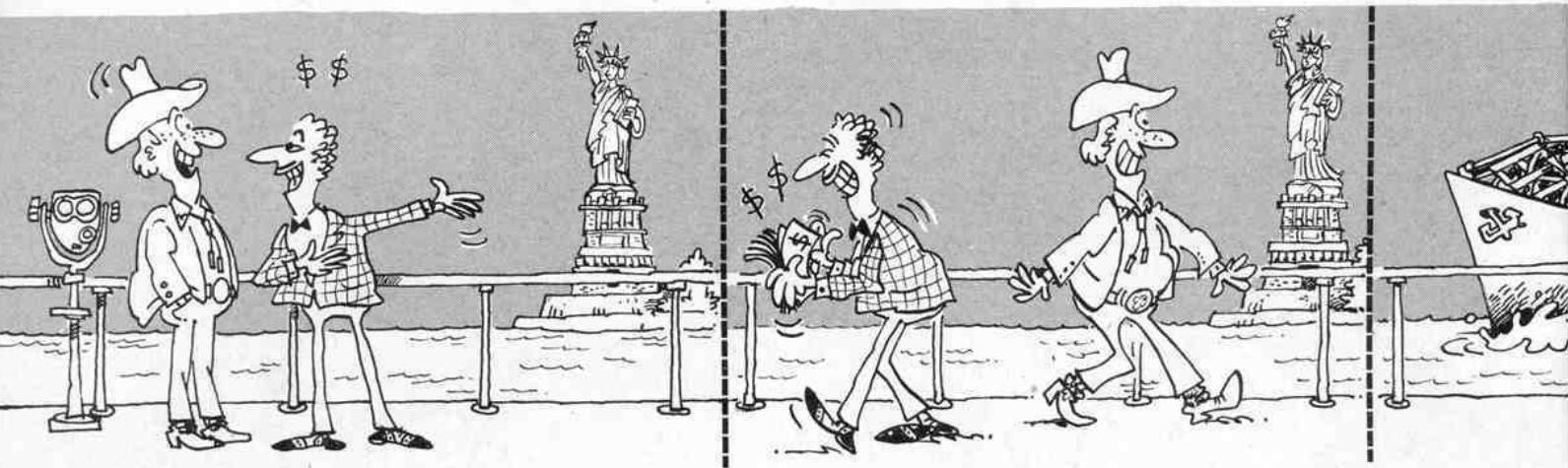
THE PRINCIPAL RULE

Purveyors of exercise work-out books, records or videotapes **MUST** possess some qualification to do so, **OTHER THAN** "looking good in a pair of tights."

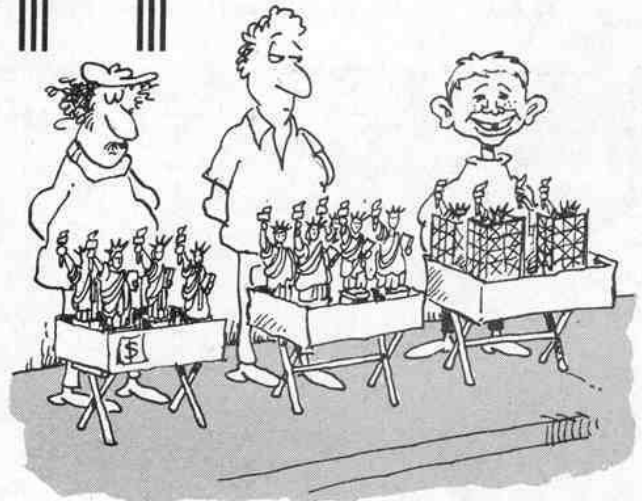
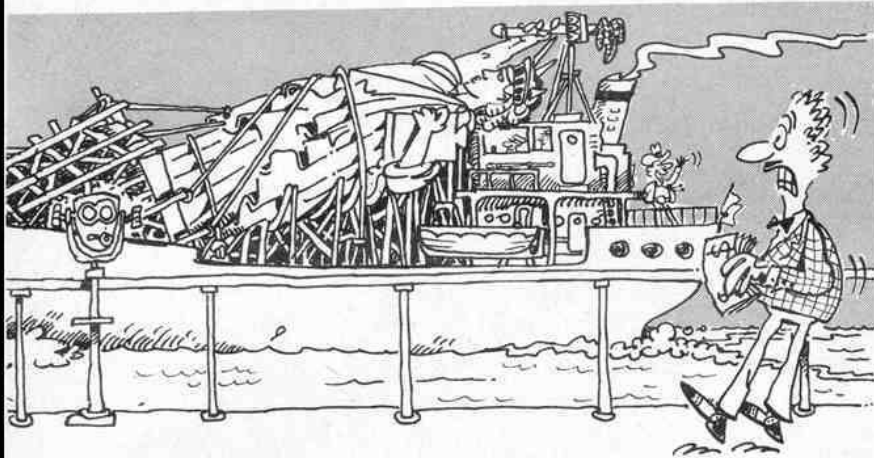


SAM VIVIANO

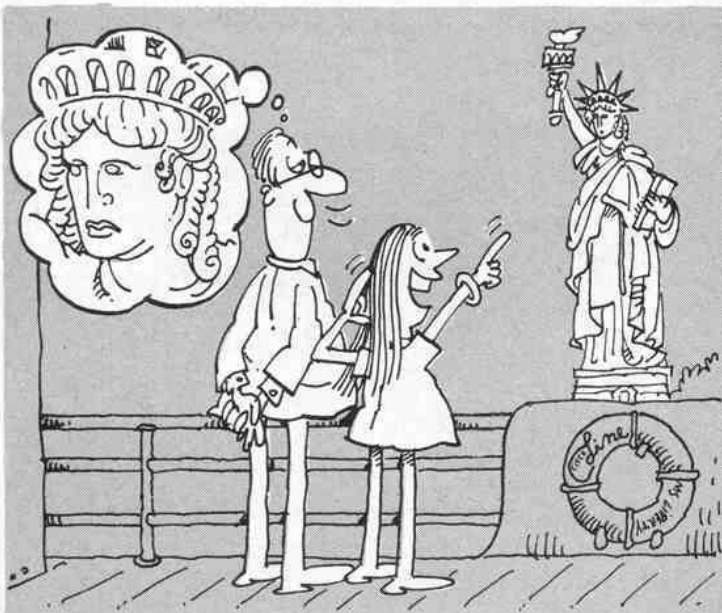
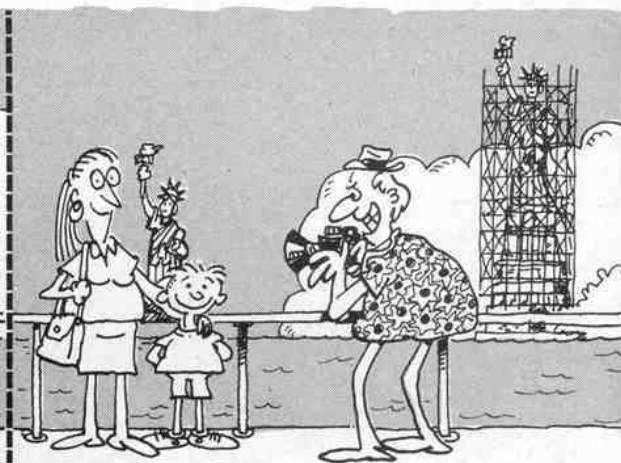
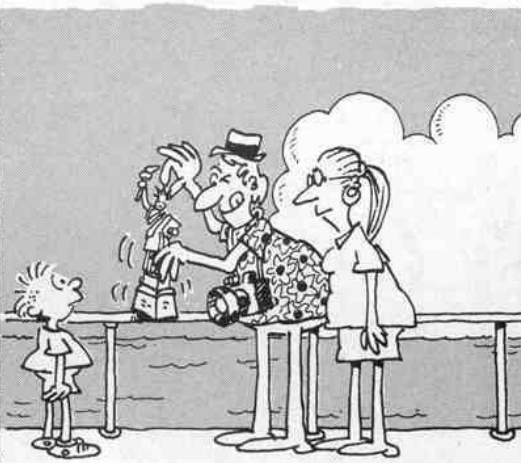
A MAD LOOK AT



MS. LIBERTY



ARTIST AND WRITER: SERGIO ARAGONES



AT THE WEDDING OF FRED HEMMES

CHEF, CATERER, AND MEMBER OF THE NATIONAL RIFLE ASSOCIATION



ARTIST: DON MARTIN

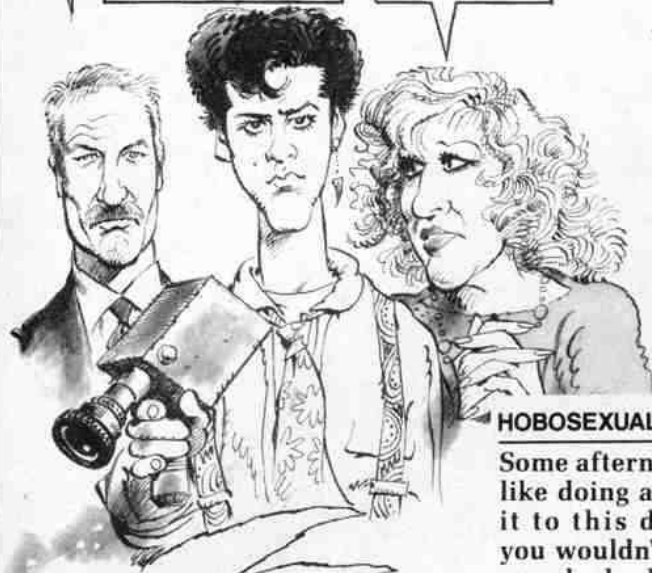
WRITERS: CHARLIE KADAU AND JOE RAIOLA

What's the matter with our son?

He wishes he was Jerry?

He saw Jerry making love to the maid and now he's jealous.

We should be so lucky! He wishes he was the maid!



HOBOSexual DEPT.

Some afternoon when your brain doesn't feel like doing anything, you might want to take it to this dopey flick. It's about people you wouldn't want to know who get to know somebody else you wouldn't want to know. So settle back and don't pay any attention to the

This is some family! The only one who shows anything remotely like an understandable human emotion is the dog!

Whose leg do you have to rub up and down against to get out of this picture?



WRITER: STAN HART

ARTIST: MORT DRUCKER

Clown AND LOUT IN

BEVERLY HILLS

I understand in this film Bette Midler plays a brash, loudmouthed Yenta.

You mean it's a documentary?!

Now that's what I call exploitation!



PARKING

Multiplex THEATRE

ROCKY in BEVERLY HILLS

BEVERLY HILLS RAMBO

BEVERLY HILLS POLICE ACADEMY

Friday the 13th IN BEVERLY HILLS

BEVERLY HILLS SUPERMAN

BEVERLY HILLS Cop XXIV

CARITTA

My dog ran away! My dog ran away! Sob! Sob!

Mommy is that a bag person?

No, darling. In Beverly Hills, bag people carry Gucci bags.

Can we take that poor man home? He could stay in our backyard.

What on earth would we do with him?

Couldn't we use him as fertilizer?

I feel very amorous tonight!

Like what?

Stop! Can't you see I'm busy thinking about something?!

Like a new excuse why not to go to bed with you!

CLOSE ENCOUNTERS OF THE WORST KIND.

Something is wrong! I'm a millionaire, but I've nothing to show for it! What's worse, I've got a wife who's a sucker for every new fad. She says when one meditates, one's spirit is freed to go where it wants to go. Her spirit goes shopping!

My daughter won't eat...

Daddy! That's just not so! See, I'm eating a Ritz cracker!

Good darling! Just don't ruin your appetite for dinner!

This is dinner!

ANNA RITZ SICK

My son, I don't even want to talk about! He's the only boy in his gym class who wears a training bra! Maybe I've done something wrong... Hmm... nah! I've got to find some activity around the house that will take my mind off my troubles!

I think I found it!

CAPITALISM GO HOME!

UNDERCOVER FOREIGN AFFAIRS

BOYS WHO WAIVE BECOME GROWN MEN. ANON.

FUNERAL HOME

RESTAURANT

I hope you're not "going all the way" with your boyfriend.

Oh daddy! You're so Stone Age about things like that! Mommy doesn't agree with you.

Unfortunately that's true! I don't believe in sex before marriage, your mother doesn't believe in sex after marriage! Go figure!

CHARTER AIR LINES

MANGERMANN

It's a false alarm. The dog pressed it by mistake.

Hey, I live next door and I don't get this kind of police protection when my alarm goes off! How come? Is it because I'm black and blacks ain't supposed to live in Beverly Hills—the white man's city?!

That's not so! We don't respond to your calls because you're protected by the best cop in Beverly Hills!

BLUE THUNDER

COPPER-GLOPPER

MASH

SHADY TRAFFIC

LAPD

GOOD GOLLY MISS MOLLY!

NICK MEG

Did you see someone jump in?

Yes. A dirty, filthy bum! He's going to leave some ring around our pool!

He's trying to kill himself in there!!

Get him out! If he wants to commit suicide, let him flush himself to death in our toilet!

THE DEEP

Yeah, things haven't gone well for me since I discovered the vaccine for polio.

I thought Salk did that.

That's what they want you to think! Then, after I invented the Apple Computer...

Didn't Steve Wozniak invent that?

Who do you think he stole the idea from? It was right after I broke up with Princess Margaret.

When was that?

About the time I unlocked the genetic code in D.N.A.

I'd think you were lying to me if it weren't for one thing.

What is that?

I'm a schmuck.

BUM STEER

200 RUBBING ALCOHOL 200 PROOF

43

I changed my mind about Jerry. He's really got a lot to offer!

So you're starting to see him in a different light?

Yeah, the bed lamp!

Hold it! I don't believe in sharing my wife with a bum!

There will be no sharing. You're out!



There are some things I can overlook and some things I can't!

Like my having an affair with your wife?

No, that I can overlook! Having sex with my maid really gets me steamed!



I never have sex on a first date!

This isn't a date.

In that case, let's go!



She's eating!

That's right!

Wow! That is good news!

The bad news is that I only eat after we have sex.



Hey, why're you chasing Santa? Don't you like what he gave you for Christmas?

It's not what he gave me that I'm sore about! It's what he gave my wife, my maid and my daughter!

What was that?

HERPES!



I'm going to leave you the same way I found you!

You mean as a bum in the gutter?

Not! As a stiff on the bottom of the pool!!



Why did you lie to all of us?

I gave you all something. I gave you the illusion you were helping a fallen but noble person. I gave your wife her sexuality; your daughter her appetite; your maid the will to do windows; and your son the hope that some day we will go out dancing together!

Yeah, you made us happy. But by stereotyping us as small-minded and materialistic, you made some other people even happier.

Who?



Anti-Semites!



**SUPERMAN COULD BE AN
X-RAY TECHNICIAN...**



IF SUPER- HEROES NEEDED EXTRA MONEY

**THE HULK COULD WORK
FOR A CHEF...**



ARTIST: ANGELO TORRES WRITER: BOB SUPINA

**SPIDER-MAN COULD BE
A WINDOW WASHER...**



**THE FLASH COULD DELIVER
PIZZAS...**



**THE HUMAN TORCH COULD
WORK AT A SUMMER CAMP...**



WOMEN'S GLIB DEPT.

Back in MAD #234, we gave guys hints on "How To Pick Up Girls." Our mail response showed that liberated women of today want equal time when it comes to learning pick-up lines guaranteed to impress great hunks. So, ladies (and, ahem, certain gentlemen) we now present the following batch of ice-breakers, Your guide to...

HOW TO PICK UP GUYS



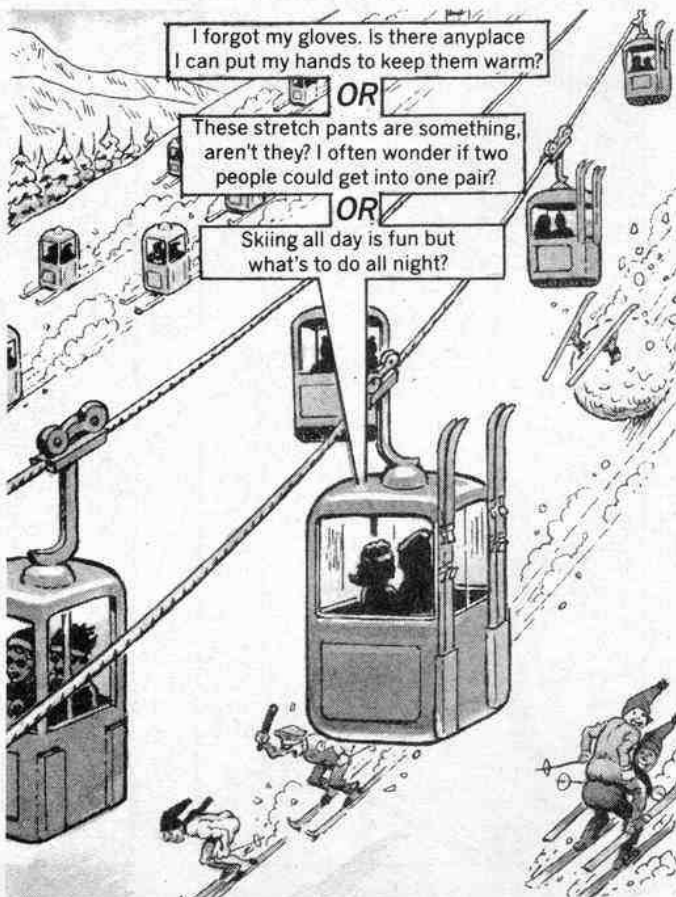
AT A FOOTBALL GAME



AT A FAST FOOD HANGOUT



AT A SKI RESORT

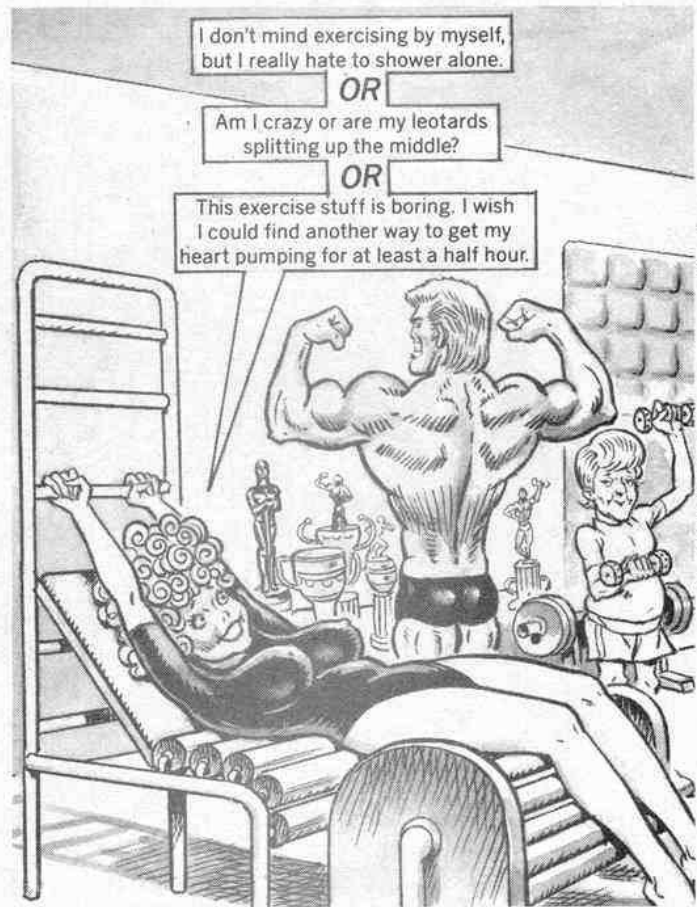


AT A PERSONAL COMPUTER STORE



ARTISTS: WILL ELDER AND HARVEY KURTZMAN

AT A HEALTH CLUB



WRITER: ARNIE KOGEN

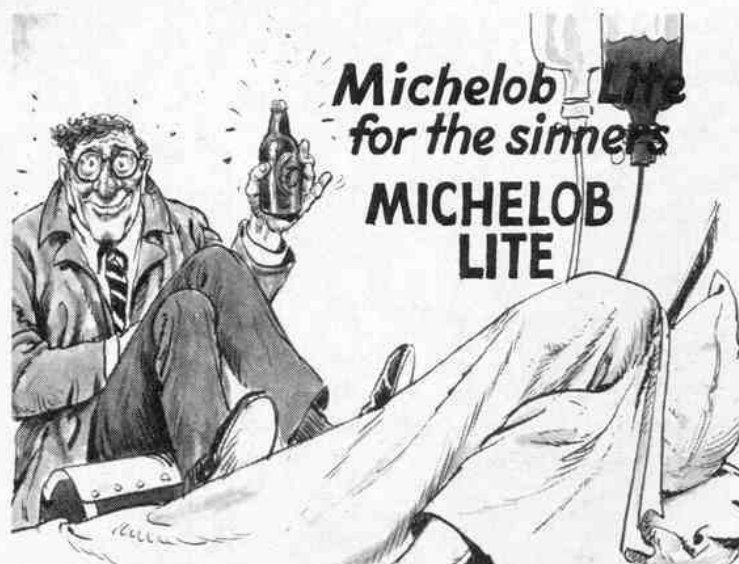
AT A SUPERMARKET



AT A BOOKSTORE



AT THE BEDSIDE, PART II



WHERE CAN
YOU FIND THE
MOST DAZZLING,
COLORFUL
WILDLIFE ON
DISPLAY?

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

The world's wildlife forms a kaleidoscope of color and design. To find out where you can see the world's most eye boggling examples, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◄B FOLD BACK SO "A" MEETS "B"



WRITER AND ARTIST:
AL JAFFEE

ANIMALS COME IN MANY COLORS AND DESIGNS. TO GET A
REAL FEEL FOR THIS WE MUST GO WHERE ANIMALS FLOCK
IN GREAT NUMBERS. ONLY IN SUCH LARGE
CONCENTRATIONS WE CAN SEE NATURE'S VIVID WORKS OF ART.

A►

◄B

