

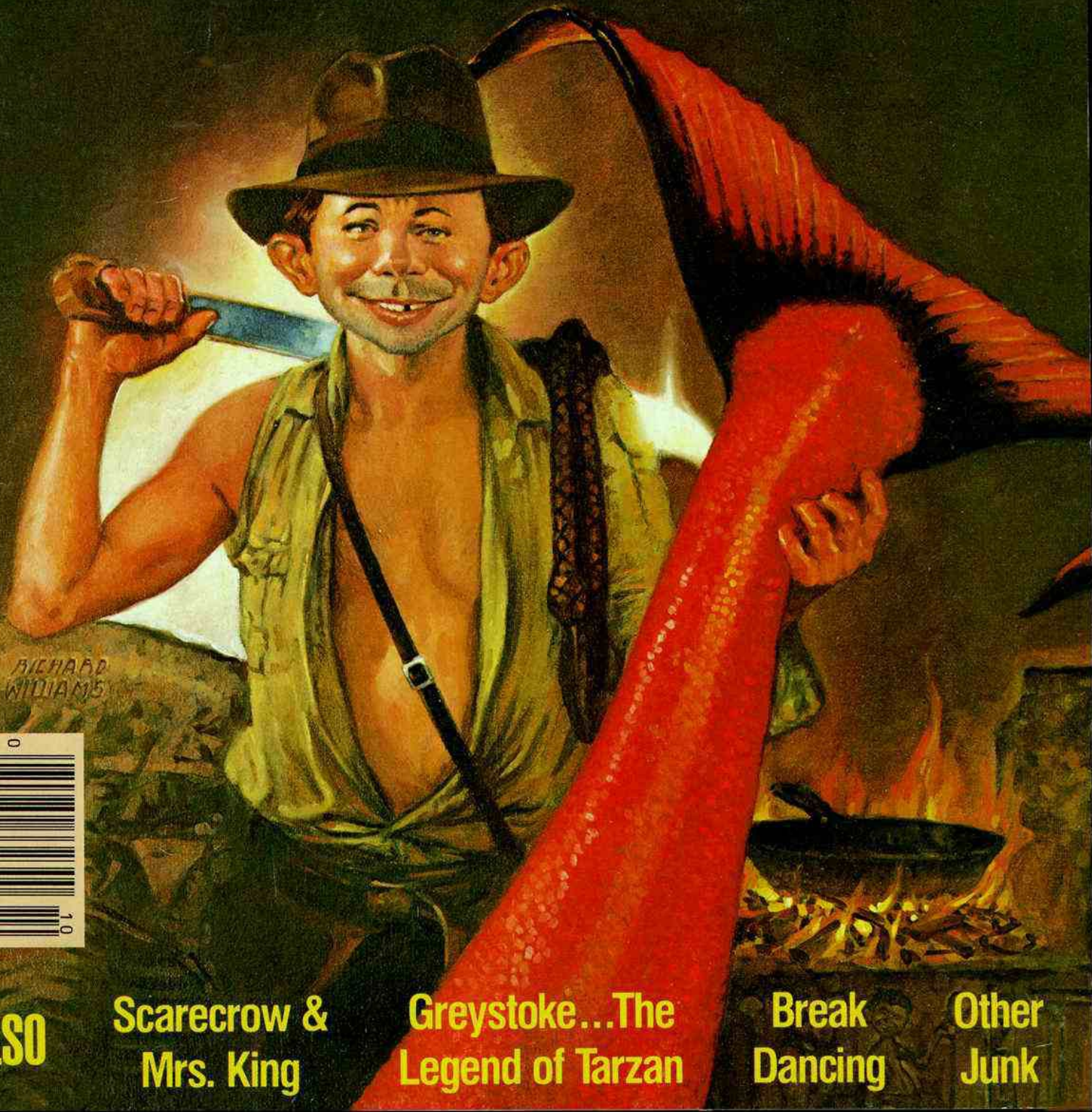
INDIANA JONES
and the
TEMPLE OF DOOM

Splash

No.
250
October
1984

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RICHARD
WIDIAK'S



ALSO

Scarecrow &
Mrs. King

Greystoke...The
Legend of Tarzan

Break
Dancing

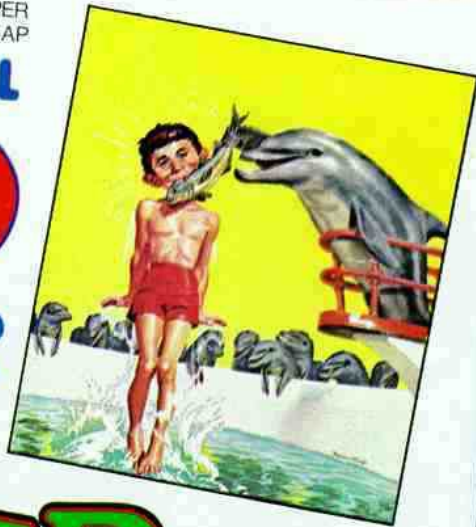
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DOPIER THAN THE LAST ONE ...BUT SO IS YOUR **CURRENT CONGRESSMAN!**
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FROM PAST ISSUES

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MAD

"Anatomy is something that everybody has... but
it looks better on girls!" —Alfred E. Neuman

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NICK MEGLIN senior editor **JOHN FICARRA** associate editor

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JACK ALBERT lawsuits **ANNE GRIFFITHS** logistics

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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LETTERS DEPT.



HAMMING IT UP

Hey! Knuckle heads! I can't make out what is going on on the cover of MAD #248. Is it the pig, or it is Neuman who needs the vet to check him over?

Bob Herrmann
Skaneateles, NY

THE NAME HAS BEEN CHANGED ...

Upon receiving my copy of MAD #248, I was astonished to see my name prominently displayed on your cover. I immediately skimmed through the magazine and was unable to find even a small token of gratitude included on your Letters page. This was obviously a blatant ripoff of the Cowsnowski name, even though you tried to cover it up by changing the spelling. I shall be forced to sue for plagiarism unless you print this letter on your Letters page.

Melvin Cowsnowski
Tucson, AZ

"Melvin Cowsnowskii!" Your parents must have hated you!—Ed.

"MORE ADS WE NEVER GOT TO SEE"

"Kaopectate ... It helps you get your sh___ together!"

Kurt Marmar
Coral Gables, FL

"Use Preparation H and kiss your hemorrhoids goodbye!"

George J. Davis
Philadelphia, PA

COVER CHARGE

You may have inspired the covers of "Time", "Newsweek" and "Discovery", but take another look at this snapshot I sent to you 21 years ago. Looks vaguely like your Superman cover on issue #243, doesn't it?

David Lubin M.D.
Tampa, FL



BEST SNORT SUBJECT

"Scarred Face" left me scarred for life!
James Schellborn
Le Mars, Iowa

There were a lot of funny stories in MAD #248, but, as far as I'm concerned, the winner was "Scarred Face"—by a nose!

Walter Schubert
Woodbridge, NJ

That's funny. We thought the winner was Barbra Streisand's "Yentl"—by a nose!—Ed.

FUNNY BONES

I loved your Super Special on Violence. I'm dying to see the next one!

Eric Morrison
Coconut Creek, FL



Yet Another Satisfied MAD Reader

CRAZY OVER "MENTL"

It took Barbra Streisand five long hard years to make "Yentl", a beautiful creative masterpiece. Mort Drucker and Arnie Kogen spent five short flimsy pages to make "Mentl", a hilarious satire. You all do brilliant work!!

Bruce Mandes
Los Angeles, CA

"Mentl" was ... insane!

Tom Battista
Weirton, WV VA



FLASHY FLASHDANCER



Yes, it's me, Marine Jahan, (not Jennifer Beals) and I loved "Flashdance"!
Marine Jahan
L.A., CA

MICHAEL JACKSON FANS

Hey, I didn't like that crack about Michael Jackson in your July Letters Department! I happen to be a big fan of his and I hear that stuff all the time. I even have a red jacket with 27 zippers! People are just jealous of his success and are spreading rumors. I hope you will do something about that.

Tchell DePaepe
Richfield, UT

How could you? How could you have printed that letter calling Michael Jackson a creep?? If you don't want a broken arm, you better "Beat It", you jerks!

Heather Daly
Walnut Creek, CA

You can "say...say...say" what you want about him, and so can we!—Ed.

LOGO OF LONG AGO

Please keep the bacchanalian masthead that you used on the cover of MAD #248. The twenty year hiatus was twenty years too long! Now that you've improved the cover, please improve the trash inside also.

Allen Arata
Hawthorne, CA

HAHI HAH! HAH!

In Harrisburg's Sunday paper is a feature called "National Challenge", where each week, you're asked to come up with an amusing answer to their challenge. In challenge #371, readers were invited to invent a palindrome (a word that is spelled the same way forwards and backwards) and give the definition. I thought you might like to see what won second prize: "PUN UP—the centerfold for MAD Magazine".

Brent Yocum
Harrisburg, PA

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#5
By MAD's
Al Jaffee

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SNAPPY ANSWERS,
MR. JAFFEE?

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TWEAK THEIR NOSES,
BUT WHO'D BE IDIOT
ENOUGH TO STAND
FOR THAT?



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- ☐ AL JAFFEE's Monstrosities
- ☐ Still More AL JAFFEE's Snappy Answers
- ☐ AL JAFFEE MAD Inventions
- ☐ Lord! Another JAFFEE Snappy Answers
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- ☐ Eternally MAD
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- ☐ Big MAD On Campus
- ☐ The Endangered MAD
- ☐ Stamp Out MAD

- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ DON MARTIN's Captain Klutz
- ☐ DON MARTIN Cooks
- ☐ DON MARTIN Comes on Strong
- ☐ DON MARTIN Carries On
- ☐ DON MARTIN Steps Further Out
- ☐ DON MARTIN Forges Ahead
- ☐ DON MARTIN Digs Deeper
- ☐ DON MARTIN Grinds Ahead
- ☐ DON MARTIN Captain Klutz II
- ☐ DAVE BERG Looks at the U.S.A.
- ☐ DAVE BERG Looks at People
- ☐ DAVE BERG Looks at Things
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
- ☐ DAVE BERG Looks at Living
- ☐ DAVE BERG Looks Around
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ECCH THE HALLS WITH BOWELS FOR KALI DEPT.

A few years ago, "Raiders Of The Lost Ark" reminded theater audiences of the great movie "serials" of the past. Now, that same production team has brought us a sequel that reminds us of yet another cereal... oatmeal! We're talking, of course, about—

That girl is **great!**
She not only **Sings**
"Anything Goes"
she **INSPIRES IT!!**
Look at what's **going**
on in this place!

Help! I'm looking
for the **antidote!!**

Put **cotton** in your
ears and you **won't**
hear her singing!!

Not the antidote
for her **SINGING**,
YOU FOOL!! The
antidote for the
POISON that was
put into my drink!

Don't worry about it!
The way we **water down**
the drinks here, the
most that the poison
will do is give you
a **slight headache!!**

I **told** the Manager
here I wanted a
little **PRODUCTION**
VALUE added to
my number ... but
this is **ridiculous!**



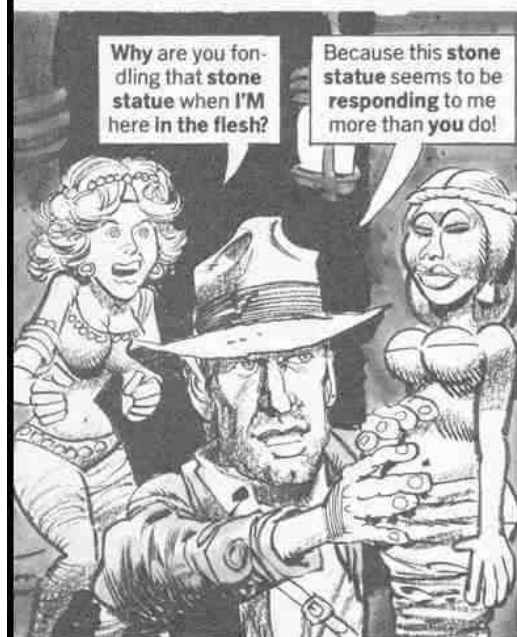
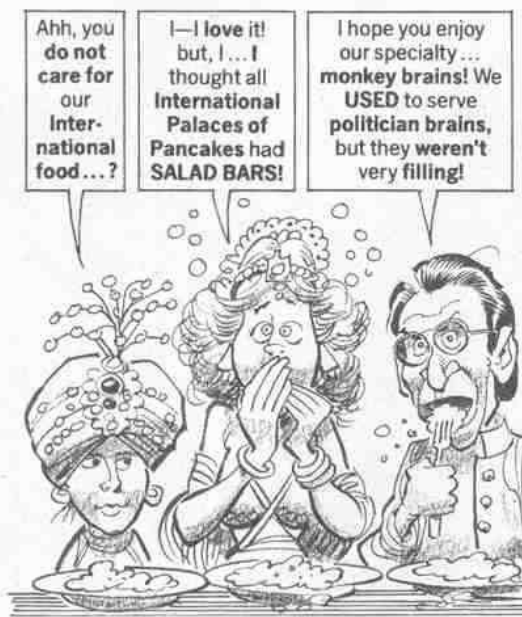
TIN BANANA JONES

and the TEMPLE OF GOONS

ARTIST: JACK DAVIS

WRITER: DICK DE BARTOLO





YIIIIPE! Inbanana, why are there fifty million disgusting BUGS down here???

They're HIDING from the CHEF!!

We're witnessing the dreaded and outlawed "THINGEE" Ritual! The High Priest, Moldy Rum, will stick his hand into the victim's chest ... and rip out his "thingee" ... mainly, his HEART! Then, they'll drink his blood and burn his body!

I'll bet the refreshment stands in all the theaters that show this movie don't sell very much popcorn and candy during the picture's run! Everybody will be too busy retching and barfing!!

They worship the god. Kali! Look!! Those petals that they're throwing are from his favorite blossom—the Kali flower!!

That swirling molten lava, and the smoke, and the eerie music are all part of the sacrifice!

yeah, we've sacrificed all logic and feelings for senseless violence and cheap thrills!

How about the movie-goer who sacrificed five bucks to watch this trash?!

Look! There are the children of Maypo!! How can they be forced to work in this mine?!

Why not?! They're MINORS!!

Nuts! The guards have captured Inbanana ... and now they're forcing him to swallow BLOOD from that MUMMIFIED SKULL!

I've heard of putting a HEAD on a drink ... but that is ridiculous!

I have drunk the blood of Kali, and now I am one of them!

What happened to your talk of fame and fortune?

I changed my mind! I'm now into flame and torturin'! So get ready to be lowered into Kali's Lava Pit!

This is Kali's Lava Pit?! Oh, I'm gonna kill my Agent! When he booked me into Kali's Lava Pit, I thought it was an intimate night club with a FIREPLACE!

Don't worry, Short-stack! I'm out of my trance!

Then why are you punching me ... ?
Because me ... and everybody ELSE in the world ... has HAD IT with precocious kids!!

What broke the spell?
When you burned my arm with the flame from that torch! It seems that a great deal of pain removes hypnotic trances ... !

Good! Then no one watching this movie will go home in a trance!

Now ... we'll be free all of the children! Thank goodness this **ONE KEY** fits all ten thousand of these locks!!

Hey ... where'd you get the skeleton key ... ?

From a skeleton, where else?

What are you kids **MINING**, anyway?

Rocks! Plain rocks!

Plain ROCKS?! What **FOR?!!**

The Maharajah spent eleven million dollars for that **ROCK CRUSHER** and he needed **SOMETHING** to put into it!

Fighting Moldy Rum would be a helluva lot easier if that young Maharajah would lay off his **VOODOO DOLL ... !!**

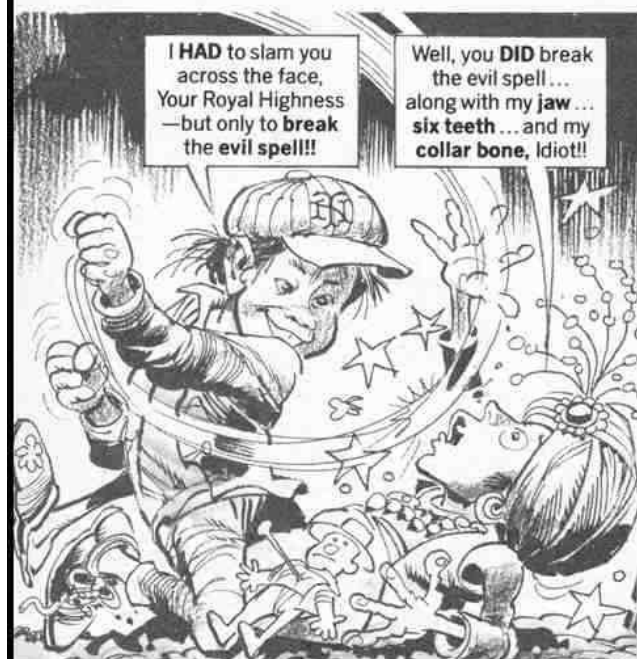
I'd give up this **Voodoo Doll** in a second if someone would just get me a **CABBAGE PATCH DOLL ... !!**

Help ... ! I'm stuck between a **Rock Crusher** and a hard place!



I **HAD** to slam you across the face, Your Royal Highness—but only to break the evil spell!!

Well, you **DID** break the evil spell ... along with my jaw ... **six teeth ...** and my collar bone, idiot!!



Okay ... **NOW**, let's **PICK UP THE PACE ... !**

Pick up the PACE?!! We're leaping, fighting, killing, hanging, pinching, pounding, punching, stabbing, swinging clinging, screaming, frying and dying!! **WHY** do we have to **PICK UP THE PACE ... ?!**

Because we're an hour and **forty five minutes** into the picture ... and people **MAY** start to notice that there's only been a **THIRTY SECOND PLOT!** So we mustn't give them time to **THINK!!**

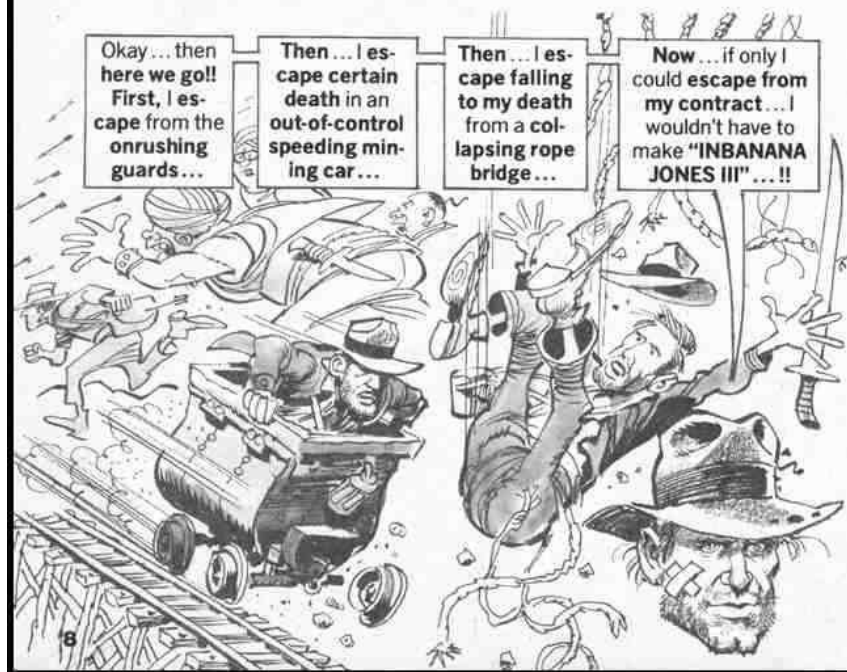


Okay ... then here we go!! First, I escape from the onrushing guards ...

Then ... I escape certain death in an out-of-control speeding mining car ...

Then ... I escape falling to my death from a collapsing rope bridge ...

Now ... if only I could escape from my contract ... I wouldn't have to make "**INBANANA JONES III**" ... !!



Here is the **Sanka Stone!**

Thank you, Inbanana Jones! Now there will be singing and dancing in the streets of our village once again!

Can you tell me what magic the stone holds?

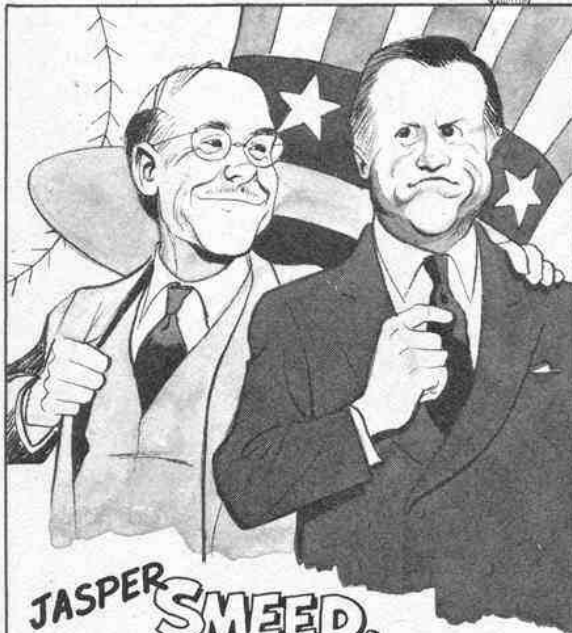
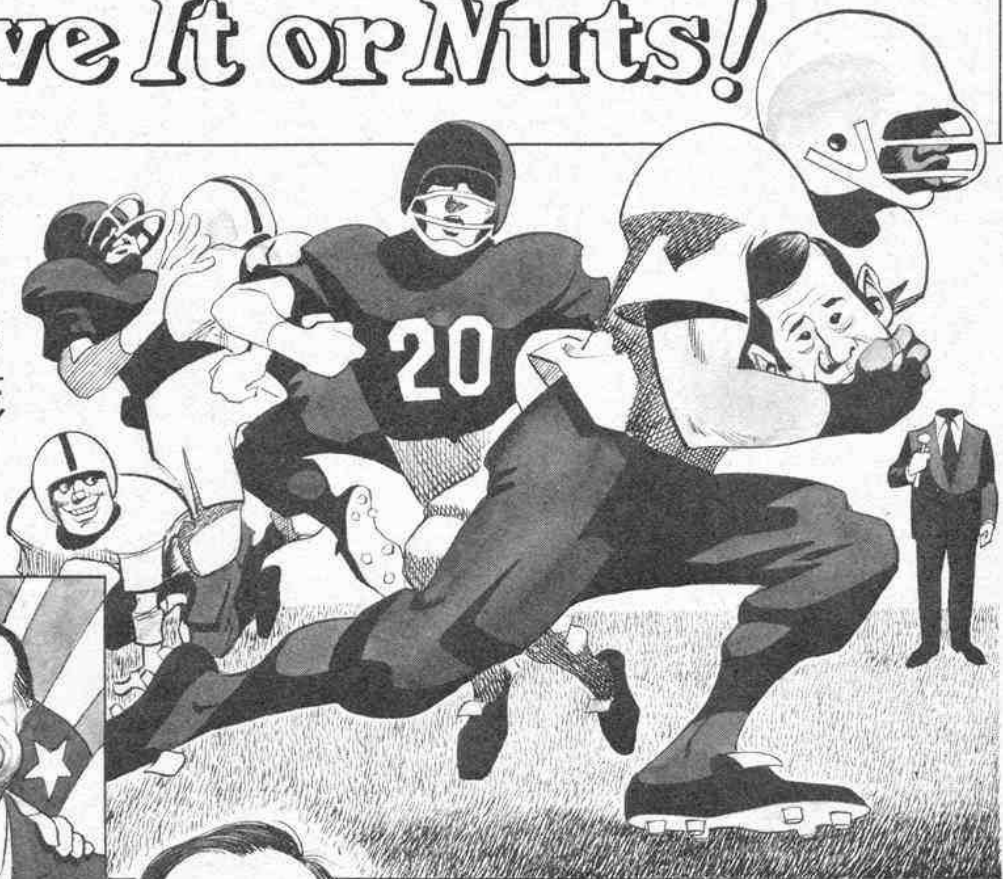
Oh ... **no magic!** It's the **BUNG** to our **BEER KEG!!**



MAD'S Modern Believe It or Nuts!

Howard Cosell

MADE ONLY
TWO COMMENTS
DURING AN **ENTIRE QUARTER**
OF A MONDAY NIGHT FOOTBALL
GAME ... BOTH OF THEM **BRIEF,**
NON-BIASED, UNCRITICAL
AND CONTAINING **NO WORDS**
THAT ANYONE WATCHING HAD TO
LOOK UP!



JASPER SMEED,

A JUNIOR EXECUTIVE IN THE HOME
OFFICES OF THE **NEW YORK YANKEES**
GETS ALONG "JUST FINE" WITH
GEORGE STEINBRENNER!



A FILM SCRIPT WITH A **BELIEVABLE**
PLOT AND NO SCENES OF VIOLENCE
WAS ONCE OPTIONED BY

**BRIAN
DE PALMA!**



Barbara Ann Mulvey,

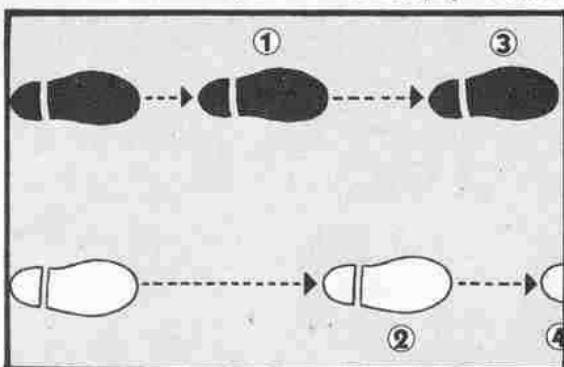
A CASHIER IN A
Modesto, California
RESTAURANT
HAS SPOKEN TO OVER
5000 DEPARTING
CUSTOMERS
WITHOUT ONCE SAYING,
"HAVE A NICE DAY!"



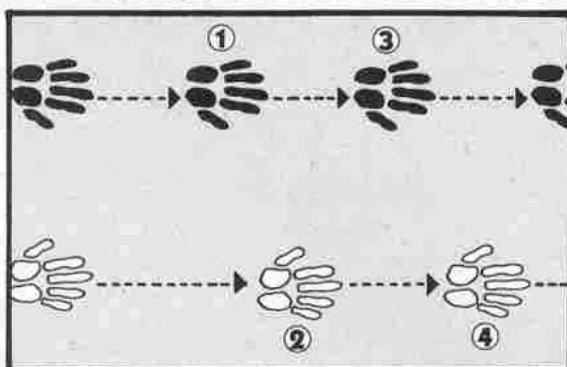
THIS BOTTLE OF
ASPIRIN
with a
"CHILD-PROOF" CAP
WAS ONCE
OPENED
IN THE MIDDLE OF
THE NIGHT EASILY,
QUICKLY AND WITH
NO LOSS OF TEMPER.
By Malcom Stribling!

BY READING
A SIMPLE
DIAGRAMMED
CHART, YOU
CAN BE WELL
ON YOUR WAY
TO LEARNING
A NEW DANCE
CRAZE! AND
IT'S EASY
TO DO! FOR
EXAMPLE...

This chart shows you how to simply "Walk"



This shows how to "Walk On Your Hands"



IT'S
REALLY
VERY
SIMPLE
TO DO,
HUH...?
OKAY—
NOW
LET'S
TRY
SOME
DANCES!

MAD'S EASY STEP-BY-STEP

ARTIST: AL JAFFEE



1 START WITH YOUR SNEAKERS TOGETHER. FOR BREAK DANCING, WEARING SNEAKERS IS A "MUST"

2 LEAP 15 FEET ACROSS THE CONCRETE PAVEMENT... AND LAND ON YOUR RIGHT HAND...

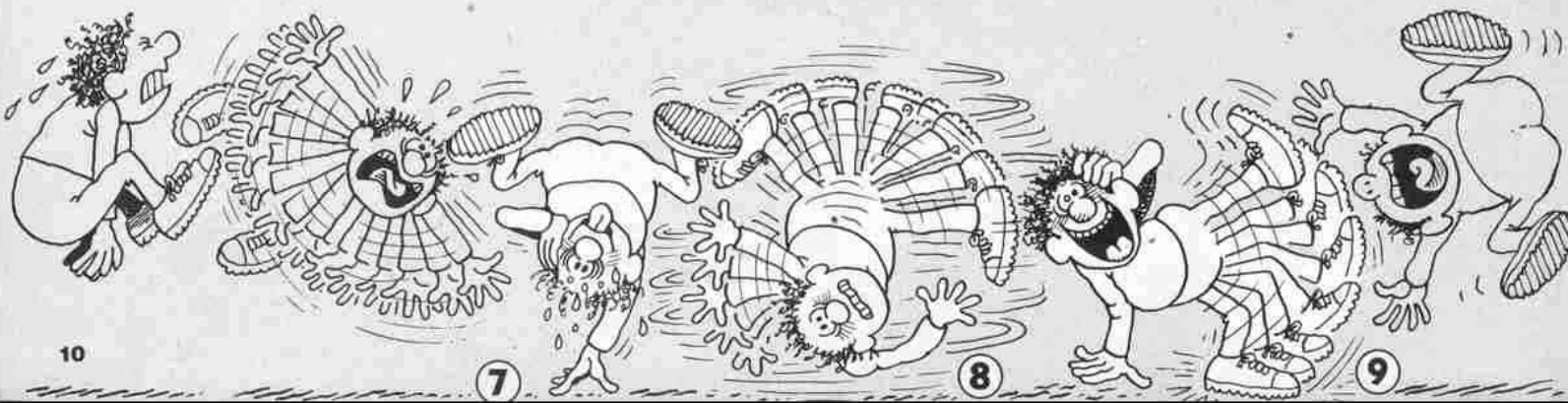
3 NOW DO A DOUBLE BACKWARD TWISTING SOMERSAULT... AND LAND ON YOUR LEFT HAND...



7 NOW REPEAT STEPS 4 THRU 6, REVERSING YOUR DIRECTION TO COUNTERCLOCKWISE, ENDING UP DOING A "ONE HAND STAND"

8 THEN DROP TO YOUR RIGHT SHOULDER WHILE CONTINUING TO SPIN, BALANCING YOUR TORSO AND FLAILING YOUR LIMP LIMBS

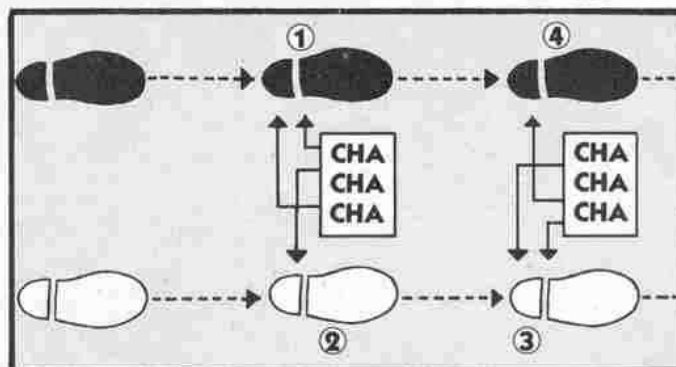
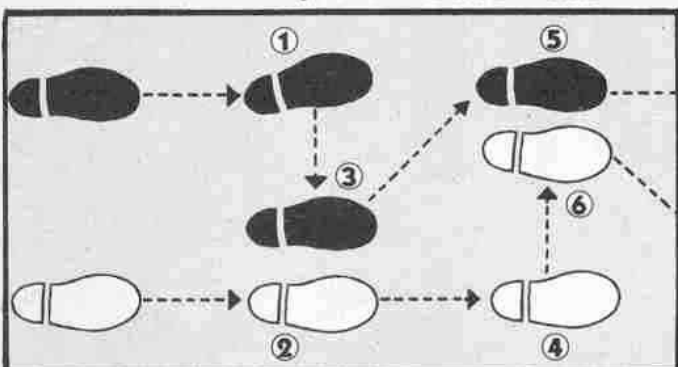
9 IMMEDIATELY FALL INTO A FAST REVERSE RUSSIAN COSSACK FOOT SHUFFLE, USING YOUR LEFT HAND AS THE BALANCING WEDGE



This chart shows you how to do a "Waltz"

And this one shows how to do a "Cha-Cha"

BY JOVE,
YOU'VE
GOT IT!
NOW...
LET'S
TRY A
CURRENT
DANCE
CRAZE,
MERELY
BY FOL-
LOWING:



P "BREAK DANCE" CHART

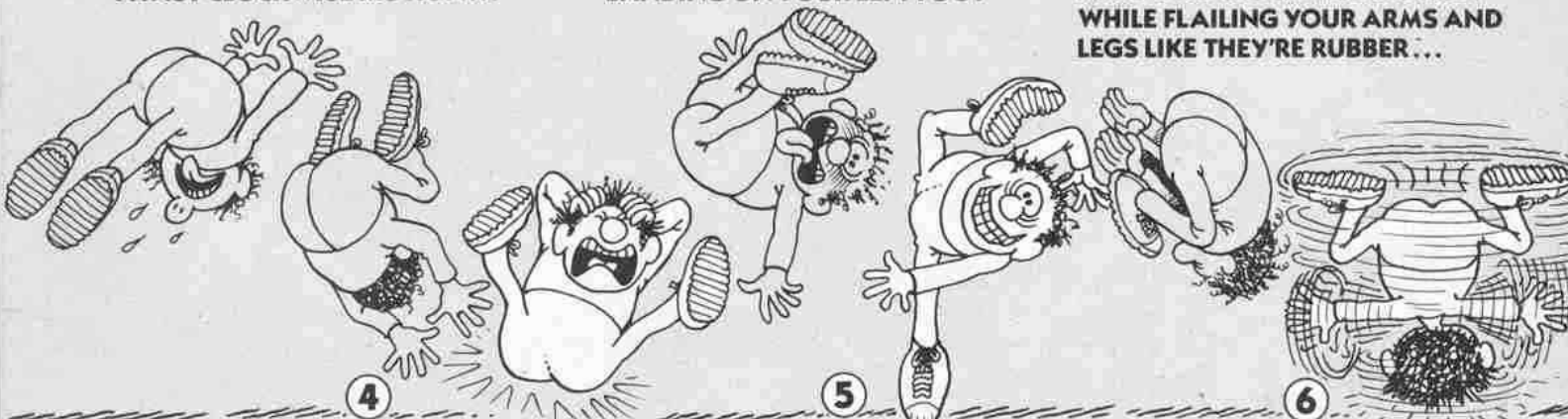
WRITER: DON EDWING



4 THEN DO A SPINNING BACKWARD REVERSE SO YOU LAND ON YOUR BUTTOCKS, SPINNING IN A FAST CLOCKWISE MOTION...

5 IMMEDIATELY LAUNCH YOURSELF INTO A BUTTOCKS-OVER-HEELS FLYING BACK FLIP... LANDING ON YOUR LEFT FOOT

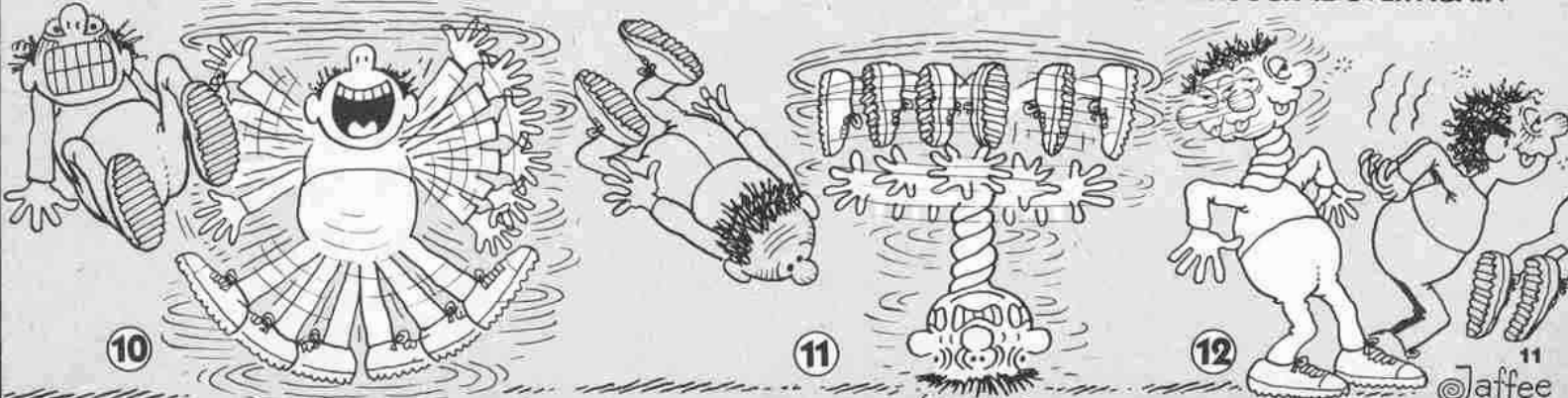
6 THEN SPRING OFF INTO AN INSIDE REVERSE GAINER, LANDING ON YOUR HEAD, STILL SPINNING IN A CLOCKWISE MOTION—WHILE FLAILING YOUR ARMS AND LEGS LIKE THEY'RE RUBBER...



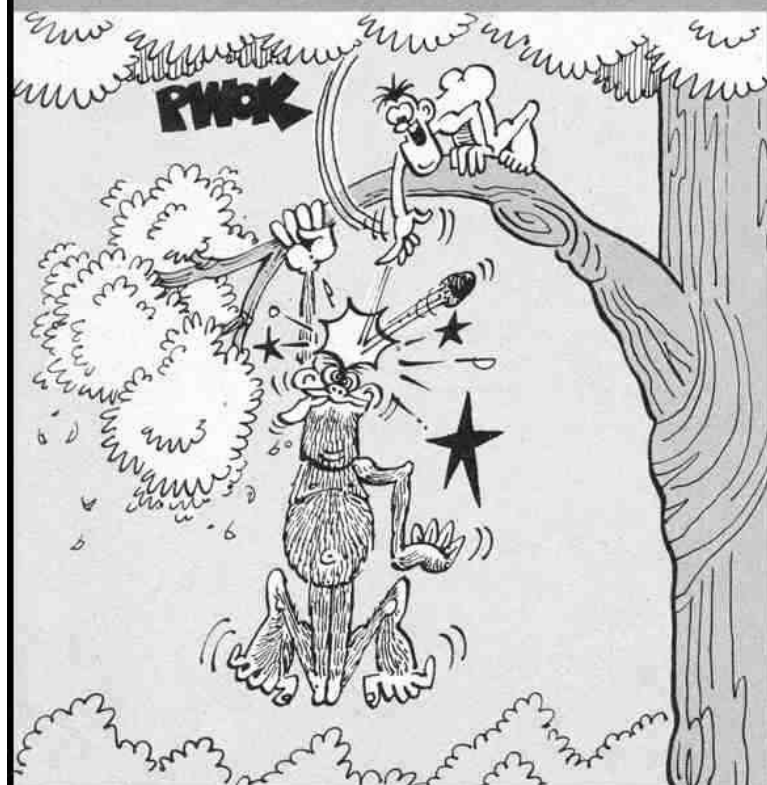
10 THEN "KIP" UP INTO FREE BREAK DANCING, SPINNING WILDLY AND WHIPPING ARMS AND LEGS

11 AND FINISH BY LANDING ON YOUR HEAD AND SPINNING, UNTIL YOUR NECK WINDS UP LIKE THOSE RUBBER BANDS ON MODEL PLANES

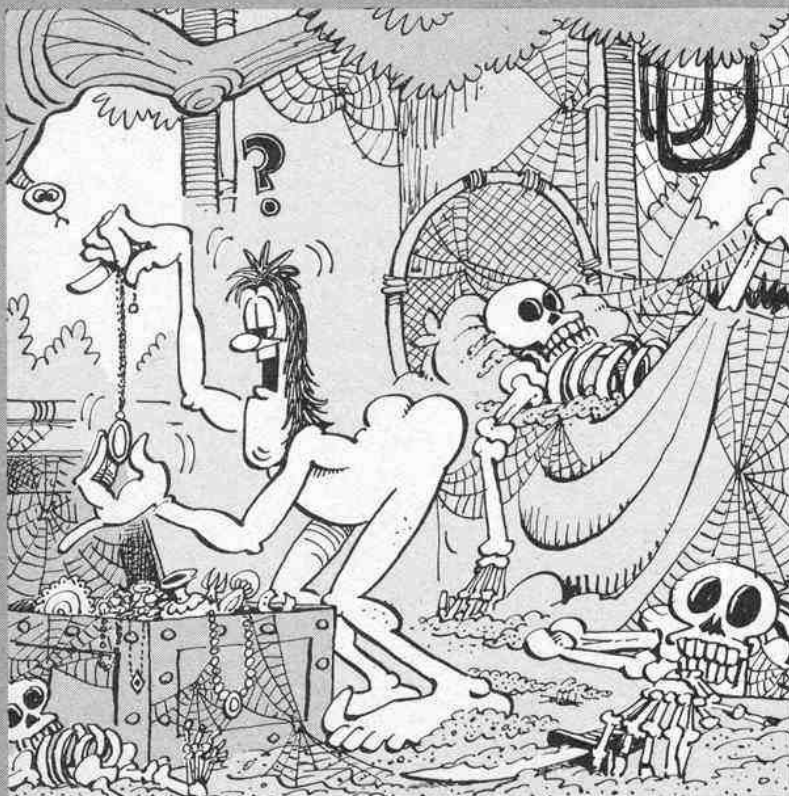
12 NOW LET YOUR NECK UNWIND, WHICH WILL REVERSE YOUR SPIN DIRECTION, SO YOU CAN REPEAT STEPS 1 THROUGH 12 OVER AGAIN



DON MARTIN LOOKS AT... GREYS



TOKE THE LEGEND OF TARZAN





ALONG THE SNIDE LINES DEPT.

The nastiest thing about the annual MAD Nasty Book is the way we keep promising our readers that each edition is the last one they'll have to endure. Later, of course, it always turns out that we lied. So it should come as no surprise that once again we have cast aside our customary good taste, warm kindness and jovial dispositions to take pot shots at a few more popular celebrities and hallowed institutions in—

THE MAD NASTY BOOK VOLUME FIVE

ARTIST: HARRY NORTH

WRITER: TOM KOCH

VIDEO GAMES



1. ...come in 173 different formats, each of which makes it fun to blow up the universe.
2. ...enable kids to develop hand-eye coordination, instead of wasting their time learning such useless skills as reading and math.
3. ...get kids off the unsafe streets at night by keeping them in unsafe video game arcades.
4. ...are actually beneficial because they tie up the family TV set so adults can't get all depressed from watching newscasts.
5. ...are especially popular with doctors because they bring in so many patients with inflamed thumb joints.

MICHAEL JACKSON



1. ...was a boy soprano until his voice changed ...and went a full octave higher.
2. ...is striving to become as rich as Howard Hughes, now that he's decided to become as eccentric as Howard Hughes.
3. ...was a member of the Jackson Five until the other four decided they'd prefer not to be seen with him.
4. ...sounds like he's doing an impression of Flip Wilson doing Flip Wilson's impression of Geraldine.
5. ...became an animal lover after he discovered that cats and dogs don't smirk at his wardrobe the way people do.

BOWLING



1. ...should only be undertaken by those who can afford \$30 shoes, a \$50 ball and \$2000 worth of chiropractic treatments.
2. ...is the second most popular pastime in Milwaukee, just ahead of Group Yodeling but still behind Tupperware Parties.
3. ...only exists so macho guys will have an excuse to go out at night wearing purple satin shirts.
4. ...requires no particular skill for playing, but demands a degree in mathematics for scoring.
5. ...has become so popular on TV that its Nielsen rating is now higher than the Sign-Off Sermonette.

M-T.V.



1. ...quickly makes true rock music lovers appreciate the lack of pictures on radio.
2. ...has convinced adults that television can expose their kids to even worse things than sex and violence.
3. ...spends as much on a five-minute musical production as some companies spend on equally bad full-length movies.
4. ...is the cable channel your parents pay an extra \$20 to get, and soon wish they could pay \$50 to get rid of.
5. ...offers the only entertainment on TV that your mother finds more annoying than Monday Night Football.

BILLY MARTIN



1. ...has demonstrated how to take the greatest collection of baseball talent in America and build it into a losing team.
2. ...claims he's well liked because there are at least four Major League teams that still haven't fired him.
3. ...teamed up with George Steinbrenner after seeing how the U.S. and Russia cash in on mutual hatred and get a lot of free publicity.
4. ...may never get what he truly deserves because the Commissioner of Baseball isn't empowered to have a manager flogged.
5. ...behaves as though he's been paid off for those beer commercials with too much of the sponsor's product.

SOCCER



1. ...is the perfect sport for uncoordinated kids because nobody else on the field appears to be doing it right either.
2. ...is considered exciting in Russia, where tractor demonstrations and waiting in line to view Lenin's corpse are also considered exciting.
3. ...holds World Cup matches only once in four years because it takes that long to repair the damage caused by riots at the last ones.
4. ...is the Number One Sport in underdeveloped countries, which is the main reason they're called "underdeveloped."
5. ...is America's only pro sport that has to give away 10,000 free tickets to get a crowd of 500 spectators.

JESSE JACKSON



1. ...ran for President solely because he had 186 new speeches prepared that he couldn't get people to listen to otherwise.
2. ...is an ordained minister, which makes you wonder why he'd want a job recently held by the likes of Richard Nixon and Lyndon Johnson.
3. ...is sometimes confused with Reggie Jackson, because both of them talk too much and strike out too often.
4. ...can now claim one more thing he has in common with Martin Luther King: Reverend King never won a Presidential nomination either.
5. ...seems to think that his proposals will become convincing if he yells them louder.

"SATURDAY NIGHT LIVE"



1. ...introduced something new into comedy when Eddie Murphy starting laughing at his jokes BEFORE he told them.
2. ...attracts viewers who haven't heard that the talented people who used to be on the show are no longer there.
3. ...gets good ratings because its' only competition at that hour is a Frankie Avalon movie or "Great Moments in Shot-Putting."
4. ...isn't the first TV show to be in bad taste. It's just the first one to take pride in it.
5. ...gave Chevy Chase the experience he needed to go to Hollywood and start making truly rotten movies.

MISTER ROGERS



1. ...appeals to four-year-old viewers who are too dumb to keep up with the fast pace of "Sesame Street."
2. ...chose a career in TV after realizing that he didn't have a sufficiently vibrant personality to be an accountant.
3. ...may be the only celebrity in show business who buys his sweaters at K Mart.
4. ...serves as a role model for millions of toddlers, which means that we'll soon have a whole generation of wimps.
5. ...couldn't possibly think as slow as he talks, or he'd still be trying to decide what to have for breakfast yesterday.

THE DISNEY COMPANY



1. ...operates amusement parks where the whole family can enjoy a day of fun for slightly less than \$2000.
2. ...provides entertainment that's safe for small children, but much too sugary for adult diabetics.
3. ...makes money the old-fashioned way: by teaching little kids to whine until their parents give in and buy all of its products.
4. ...established "Disney World" to prove what many have long contended: Florida is a real Mickey Mouse state.
5. ...created "Disneyland" by tearing down California's real mountains, replacing them with fake ones, and then charging admission to see them.

JOAN RIVERS



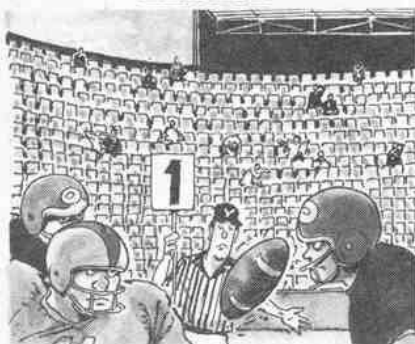
1. ...has a habit of saying, "Can we talk?" when she really means, "Shut up and listen!"
2. ...makes fun of all the qualities she lacks, such as dignity, good manners and a measurable bust line.
3. ...has been deemed unsuited for young audiences, which means that bad taste is okay if you only inflict it on adults.
4. ...was picked as Johnny Carson's vacation replacement to make sure that viewers will be happy to have Johnny come back.
5. ...is sometimes called the "First Lady Of Las Vegas," which creates a frightening image of what the "Second Lady" must be like.

JAPANESE AUTO MAKERS



1. ...have computerized their engines to the point where there isn't a rural auto mechanic in the world who can repair one.
2. ...may soon have more Americans driving a Mitsubishi than there are Americans who can pronounce it.
3. ...have found a secret weapon to compete with this year's \$12,000 new Chevrolet...a \$13,000 new Honda.
4. ...omit mentioning how long it takes their cheaper models to accelerate from zero-to-60, because none of them has ever gotten up to 60.
5. ...have retaliated for Hiroshima and Nagasaki by wiping out Detroit.

THE U.S. FOOTBALL LEAGUE



1. ...is a great place for an escaped convict to hide if he wants to make sure that no one ever finds him.
2. ...may become successful if it can figure a way to have Herschel Walker appear in six different cities at the same time.
3. ...is enjoyed by fans who like to spend July afternoons watching guys in wool jerseys run around until they drop from heat prostration.
4. ...tries to compete with other sports attractions by offering the fans much better seats to watch much worse games.
5. ...provides the perfect tax write-off for any millionaire owner who wants to lose his entire fortune in one year.

HOME COMPUTERS



1. ...are valuable to any housewife who wants to keep a permanent record of her old grocery lists.
2. ...let you put data that would normally fill a filing cabinet into a machine that takes up more space than that filing cabinet.
3. ...are the only \$500 home appliances that are useless without \$3000 worth of optional accessories.
4. ...provides us with the advanced equipment we need to make the same dumb mistakes that business and government agencies have been making for years.
5. ...are manufactured by companies that may soon go broke because their computers failed to tell them they were making too many computers.

JOHN GLENN



1. ...is best remembered as an astronaut, because no one can remember anything else about him.
2. ...is often compared to Dwight D. Eisenhower, because Ike couldn't keep his hair from falling out either.
3. ...actually made only one very short voyage in space. He just acts like a person who's been away for a long time.
4. ...may be America's most colorful political figure since Calvin Coolidge.
5. ...had a movie made about his life which 200-million dedicated Americans never went to see.

SQUABBLING



STOP THAT WATER FIGHTING!

He started it!

I did not!

There's only one way to settle this! Divide the pool in half... and each of you stay in your half!

That's okay with me!!

I'll take the TOP HALF!



BERG'S-EYE VIEW DEPT.

THE LIGHTE

AUTOMOBILE REPAIRS

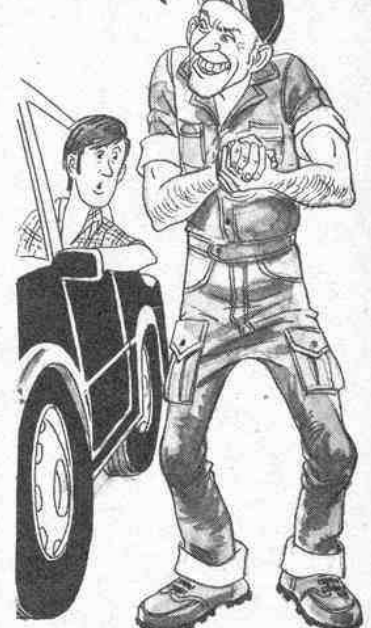
My car engine is making funny noises!

Turn it on! Let's hear it!

Oh, my...! That sounds BAD! I'd say it's going to be a very big, very expensive job!

Oh...? What do you think is doing all that knocking!

OPPORTUNITY...!!



ECONOMIZING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

PETS



PROPER NAMES

What can I do for you, folks?

I'd like some soy beans, corn syrup, meat by-products, sodium erythorbate and sodium nitrite!

I don't sell any of that stuff!!

Oh, yes you do!!

Arnold... why can't you ask for a HOT DOG like a normal person...?!?



HOBBIES

And this is my Daddy's Hobby Room! He's into WOODWORKING!

Really? What does he make?

Mostly SAWDUST...!!



FLORISTS

I've decided to take your advertisement advice and "Say It With Flowers!" So I'd like to send my girlfriend one red rose!

Uh... just ONE?!



DINING OUT

And what would you like, sir?

Gee... this is a really big menu! There sure is a lot to choose from!!

The veal parmesan sounds good... but so does the Salisbury steak! And so does the London broil... Oh, it's no use! I— I just can't make up my mind!

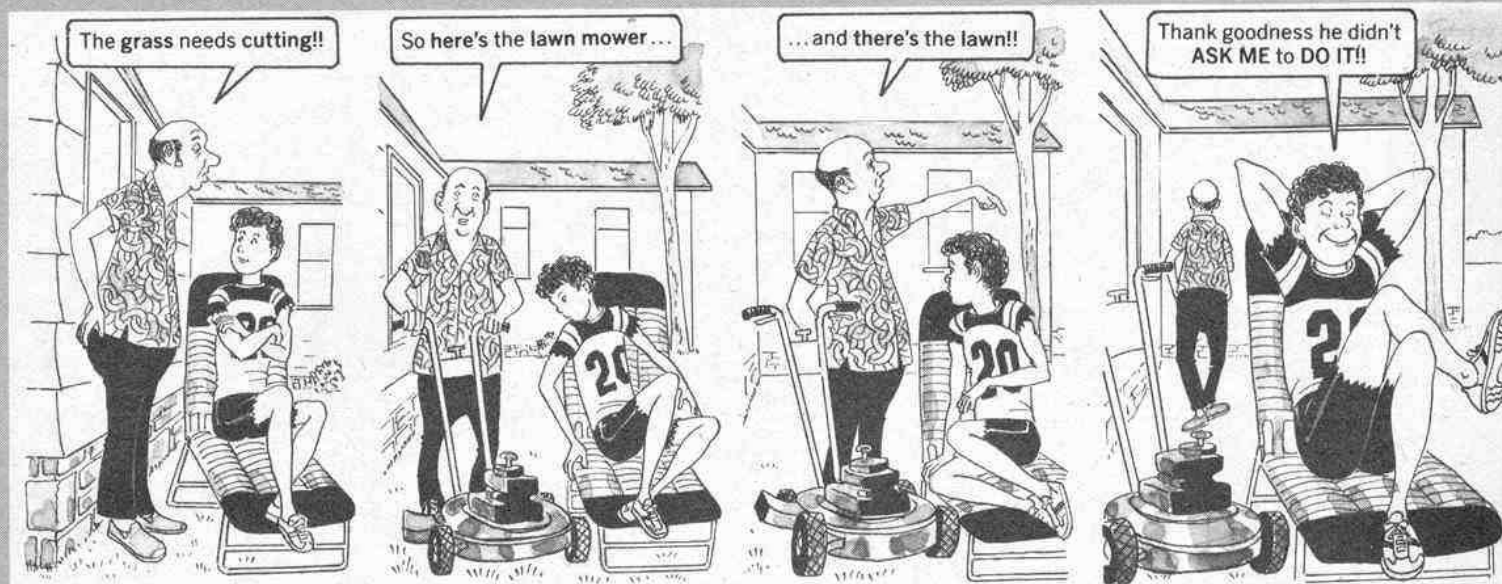
Uh—may I make a suggestion, Sir?

Please! I'd welcome it!!

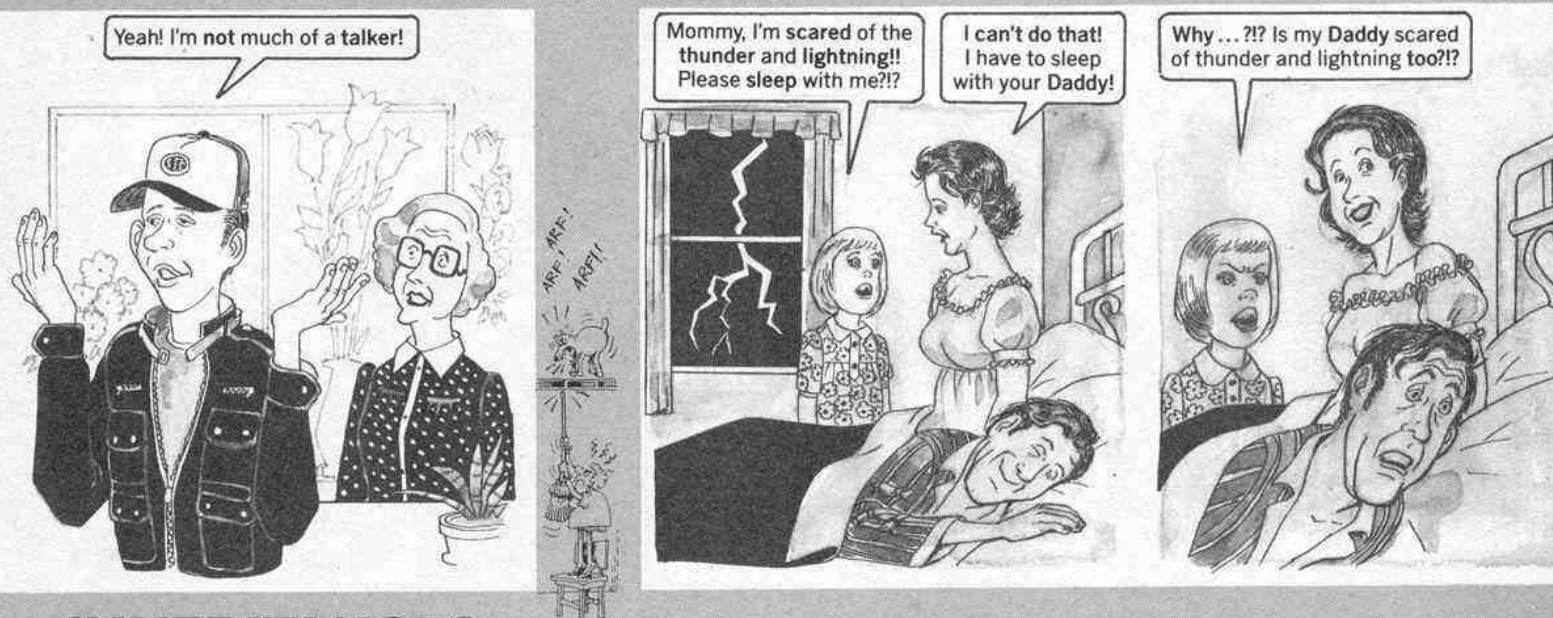
NEVER wear a polka dot tie with a plaid suit!!



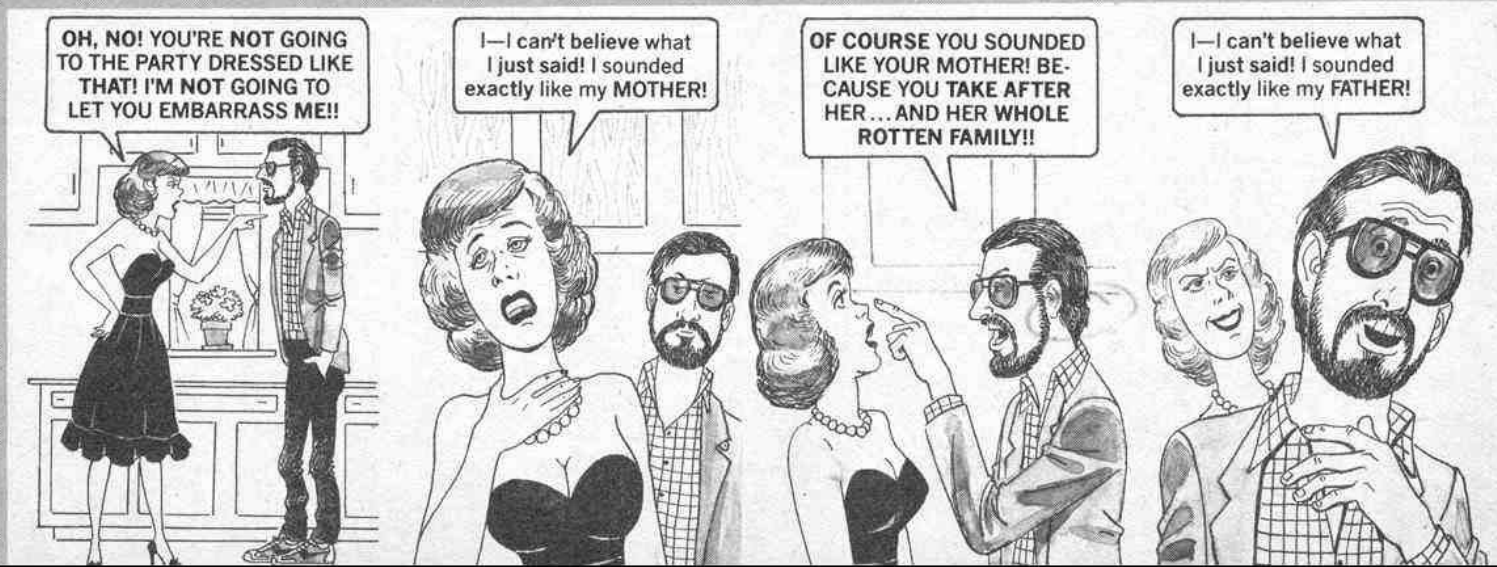
CHORES



FEAR



INHERITANCES



FRIENDSHIP

You're my best friend, Steve, so let me tell you about this problem I'm having! Everybody **TAKES ADVANTAGE** of me....!!

That **IS** a problem! But I can't think clearly on an empty stomach! So...

...let's talk about it over a couple of hamburgers...

... that you're gonna treat me to!



MOTHERS

Mom, can Sid and I go to the park and fly his kite?

No, not without an adult! And I haven't got time to go with you! There are too many weirdos hanging around that place!!

Sorry, Sid! I can't go kite flying...!

Why not??

The **STRING** isn't **LONG ENOUGH**...!

But I've got **PLENTY** of kite string!!

I'm talking about the one from my **MOTHER'S APRON**!!



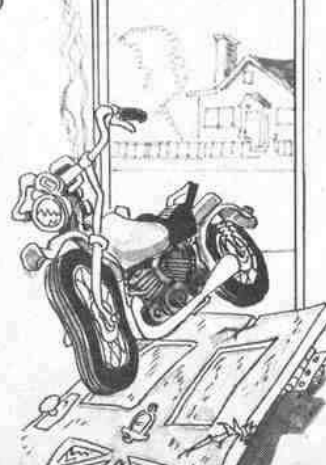
CRITICISM

YOU STUPID KLUTZ!! YOU CARELESS MORONIC CLOD!!

YOU DESTRUCTIVE NINCOMPOOP! YOU BLITHERING IDIOT!

Will you cut it out, already???

You haven't stopped hollering from the moment I came through the door!



Hey, gang! Here's a twist on MAD's nutty "Cliché Monster" game! Namely, take any familiar "Sports" phrase or "Sports expression, give it an eerie, gothic setting so you create a disgusting new horror creature, and you're playing at

HORRIFYING SPORTS CLICHÉS

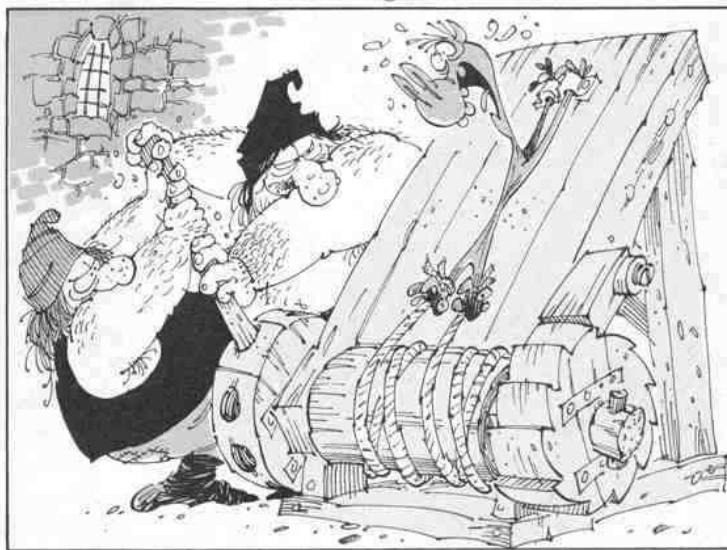
ARTIST: PAUL COKER

WRITER: FRANK JACOBS

Advancing On A WILD PITCH



Stretching A SINGLE



Sinking A PUTT



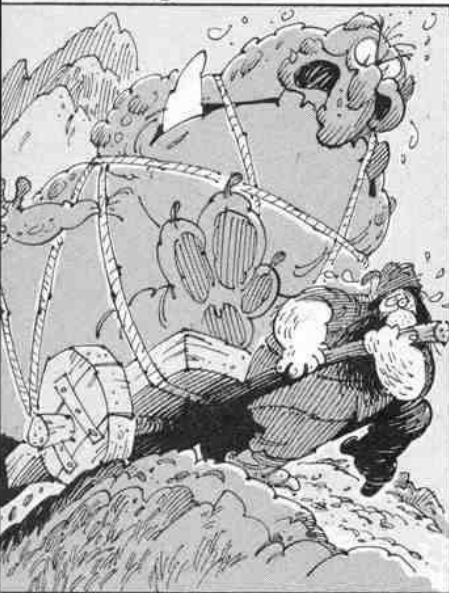
Sitting On A LEAD



Returning A SERVE



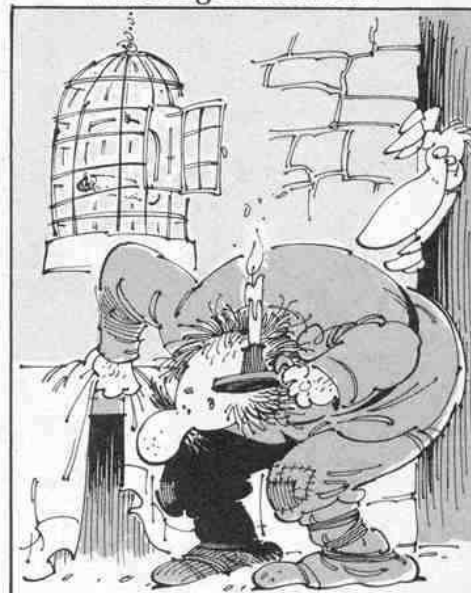
Pulling An UPSET



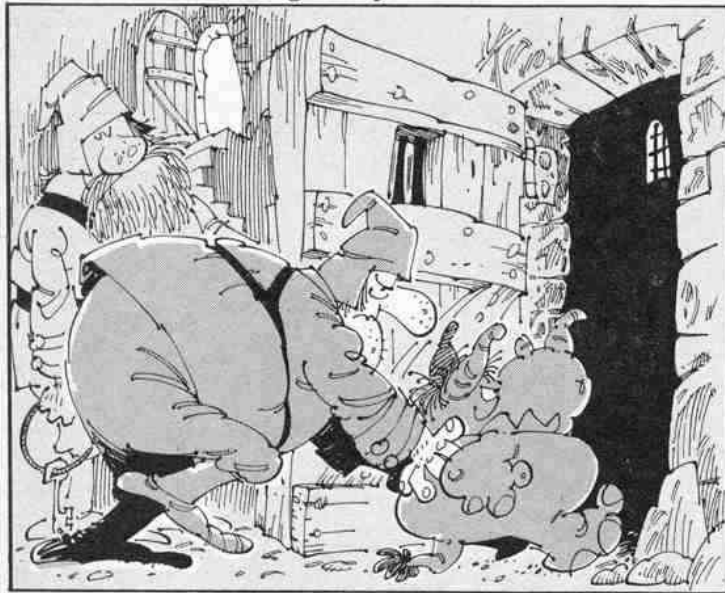
Dragging A BUNT



Missing A TACKLE



Putting Away A SHORT LOB



Nailing A TIGHT END



Icing A PUCK



Stealing a BASE



Committing An ERROR



Covering A WIDE RECEIVER



Getting Wind Of A TRADE



Stabbing A LINER



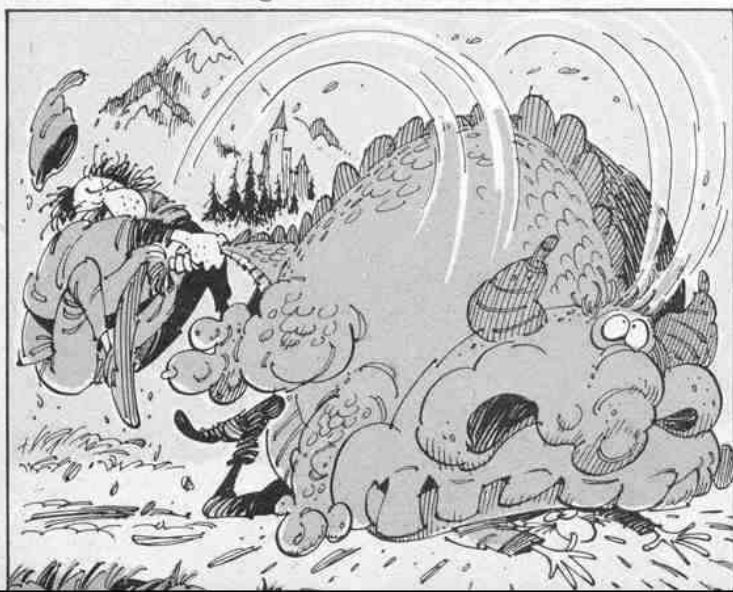
Drawing A FOUL



Slicing A DRIVE



Getting Hit With A PENALTY



Playing a DOUBLEHEADER



A MAD LOOK



AT SOME FAMOUS

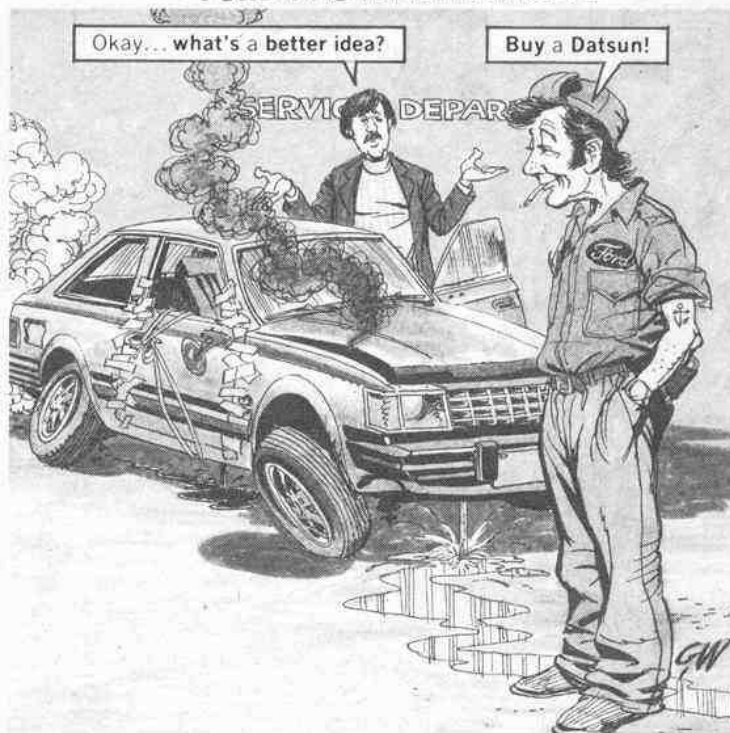


ADVERTISING

**"WE'RE AMERICAN AIRLINES
—DOING WHAT WE DO BEST!"**



"FORD HAS A BETTER IDEA!"



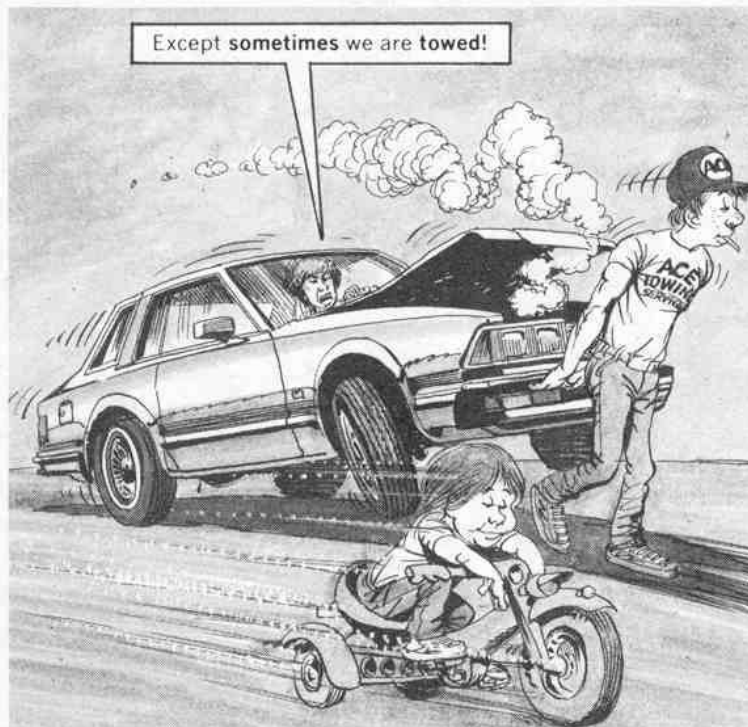
**"AT MOBIL, WE'RE WORKING TO
CREATE A BETTER WAY OF LIFE!"**



**"ALL-STATE INSURANCE—
THE GOOD HANDS PEOPLE!"**



"GO DATSUN! WE ARE DRIVEN!"

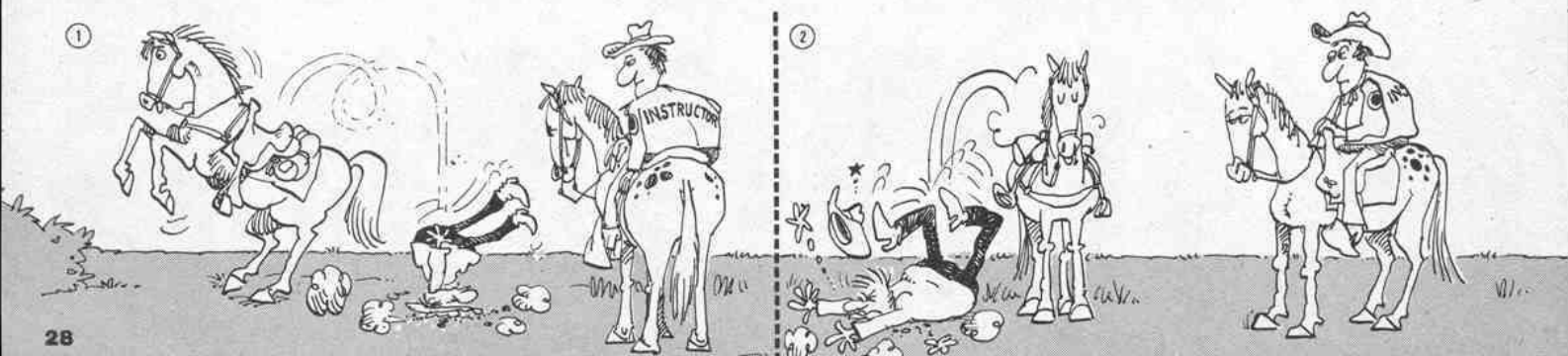
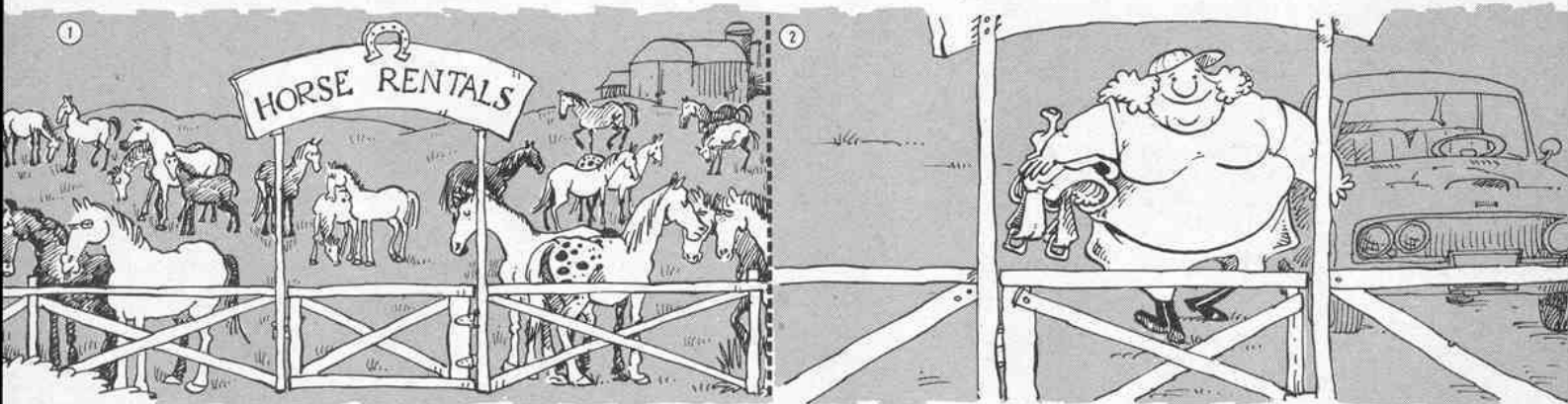
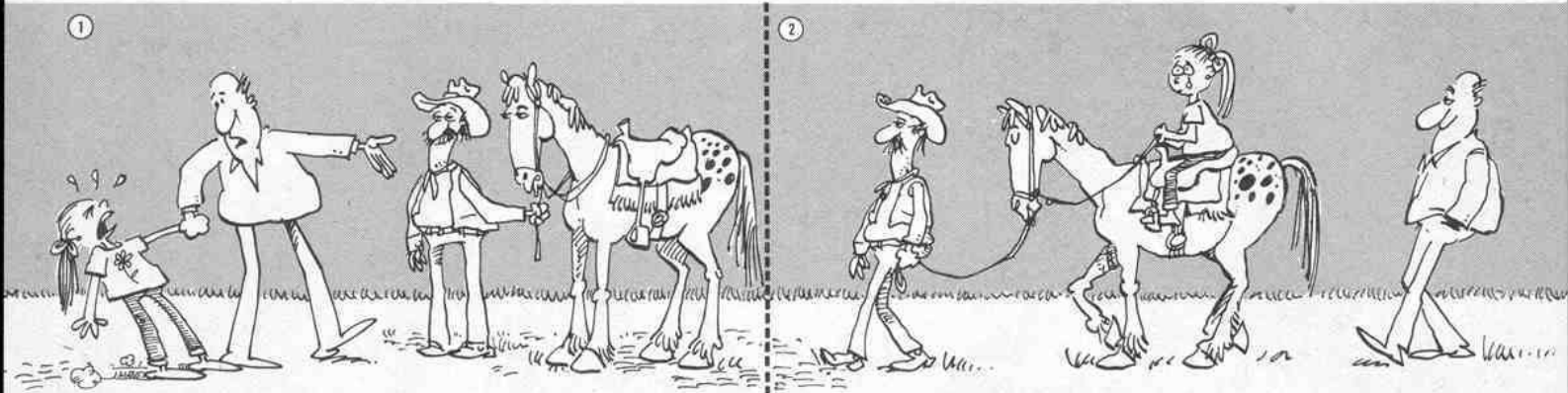


"THINGS GO BETTER WITH COKE!"

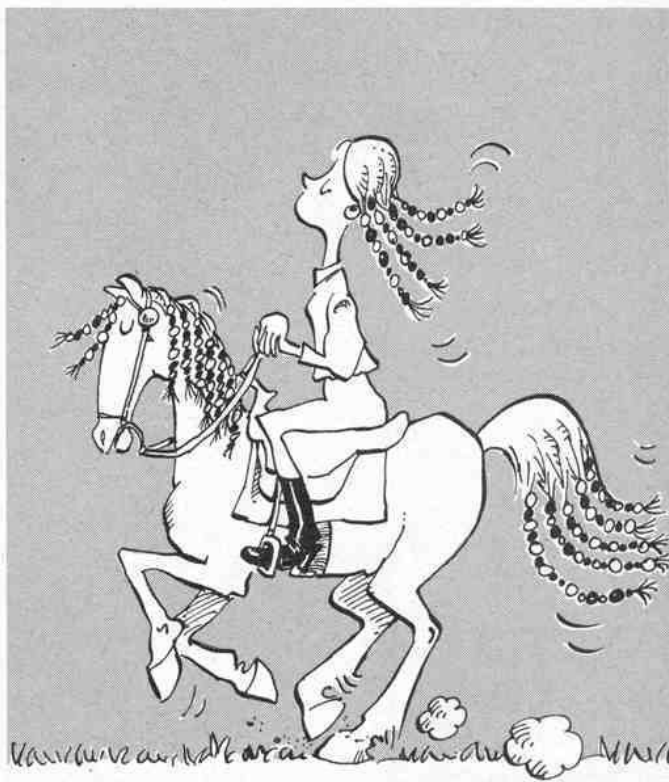
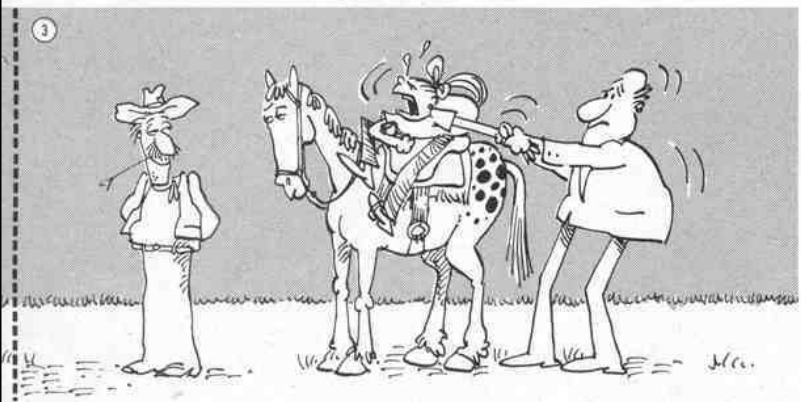


IG SLOGANS

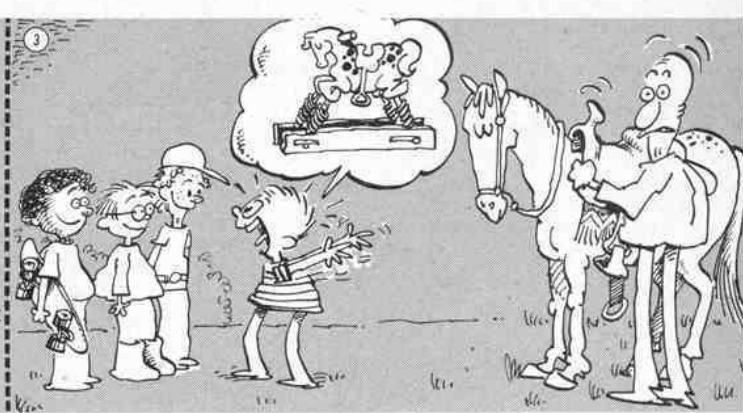
A MAD LOOK AT HORSE

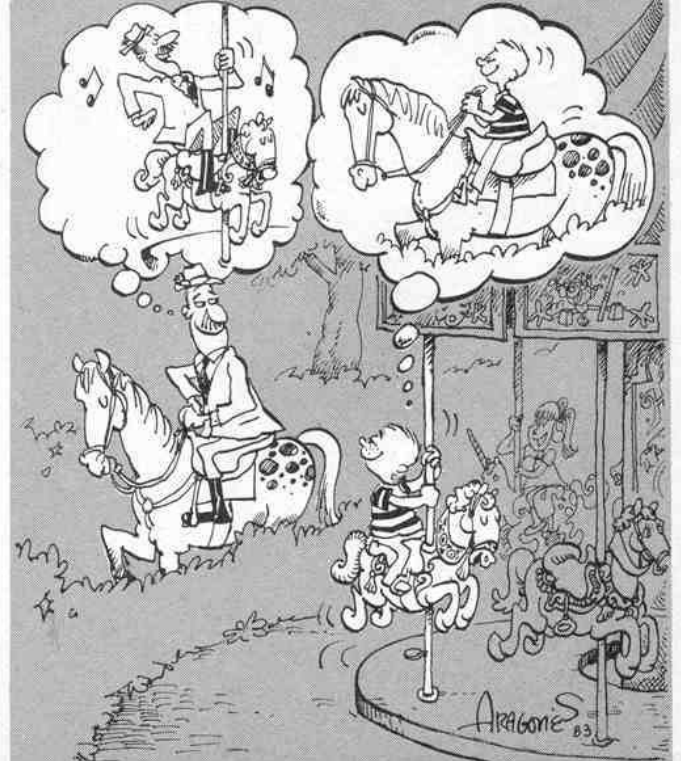
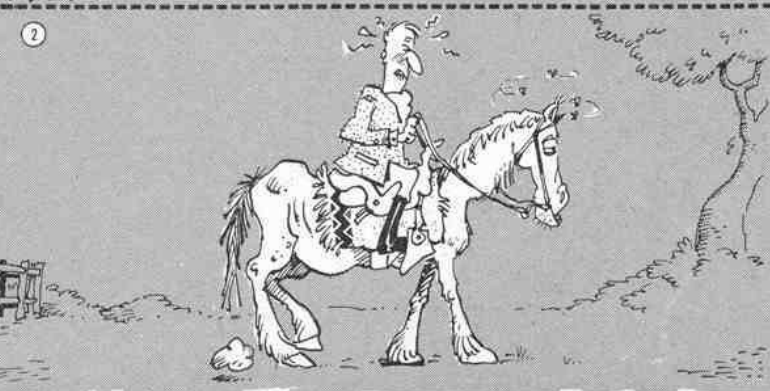
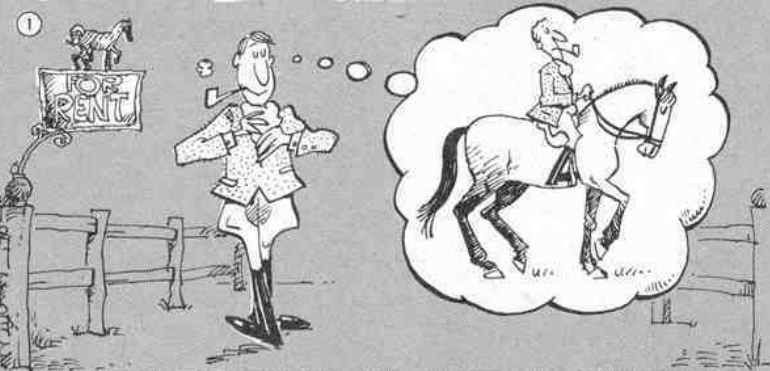
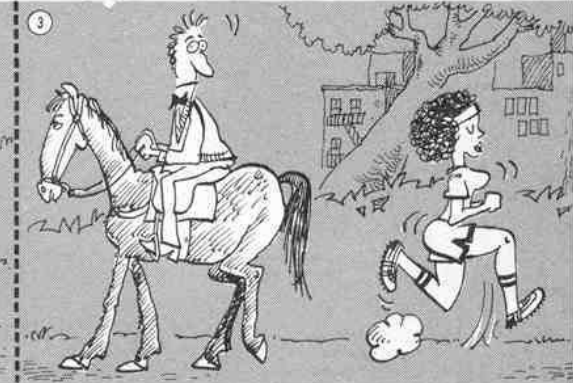
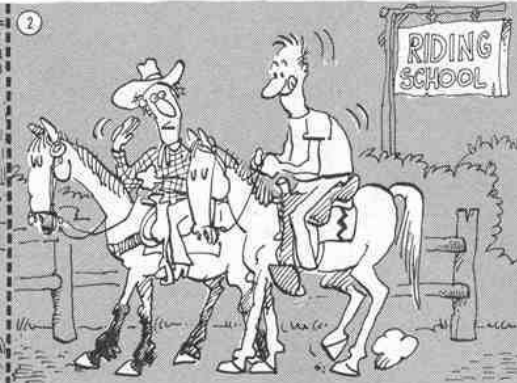
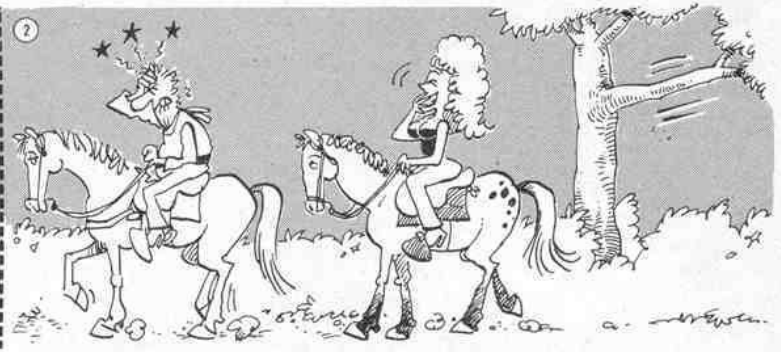
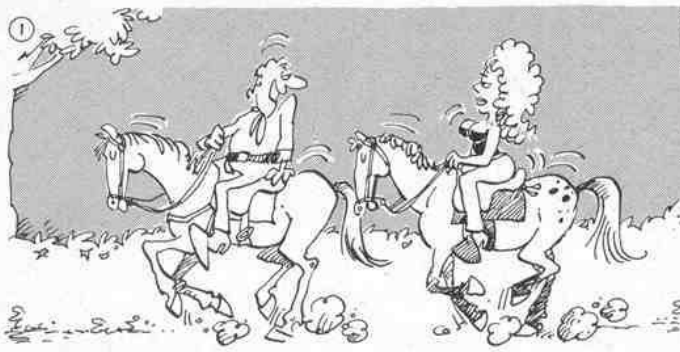


BACK RIDING



WRITER AND ARTIST: SERGIO ARAGONES





HERE'S MOM IN YOUR SPY DEPT.

Hey, Gang! Worried about Our National Security? Lost your faith in the CIA? Well, you don't have to worry any more! Because a popular TV Series tells us that, in addition to the CIA, we have "The Agency"! Unfortunately, when you watch this TV series closely, you quickly go back to worrying! Because The Agency seems to need help every week! And for this help, they enlist the aid of an ordinary housewife, who works with one of their bumbling agents! We're talking, of course, about...

SCARED CROW

and

Mrs. Kling

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

Hello! My name is Amender Kling, and I'm your typical housewife! I wash, cook, clean—and catch spies! Okay, you're right! I'm NOT your typical housewife! I don't watch the "Soaps"!

I'm Scaredcrow! I work for "The Agency"! We're supposed to be like the CIA, but there's a big difference! Despite OUR blunders and inefficiencies, everything always comes out right in the end! And you gotta admit, that's a big difference!

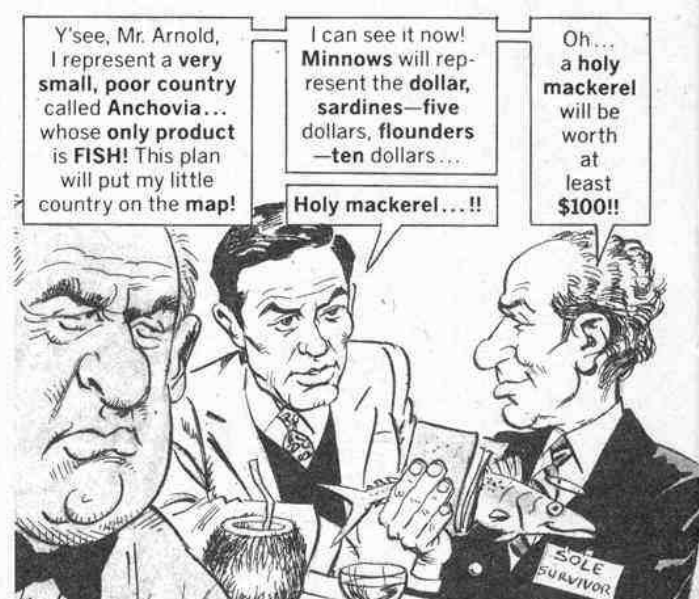
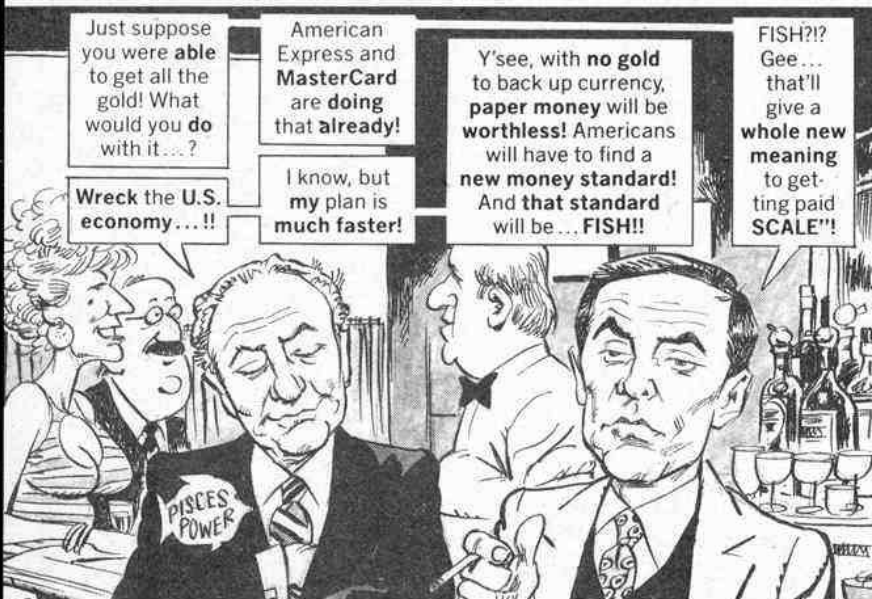
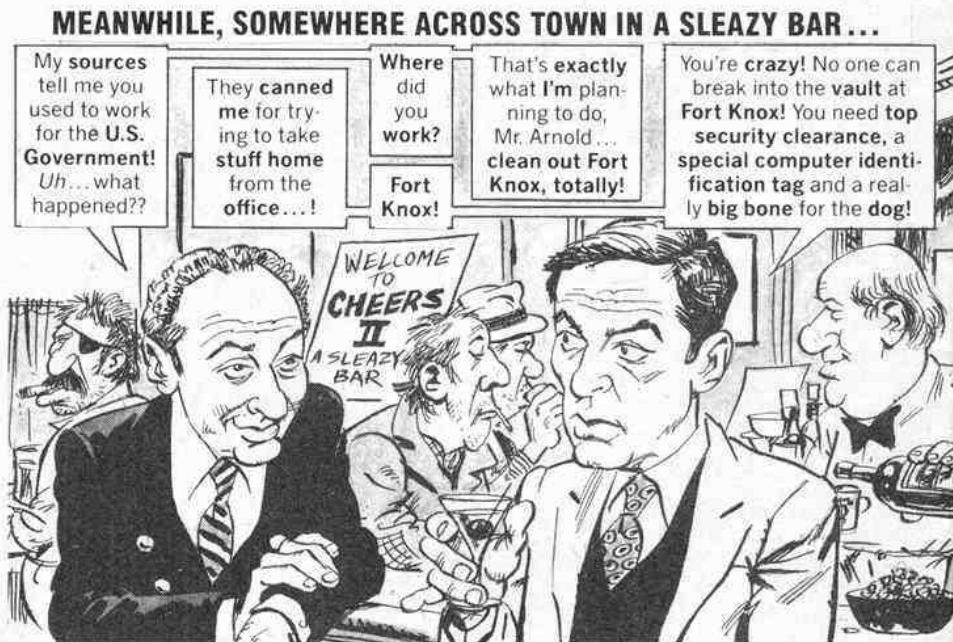
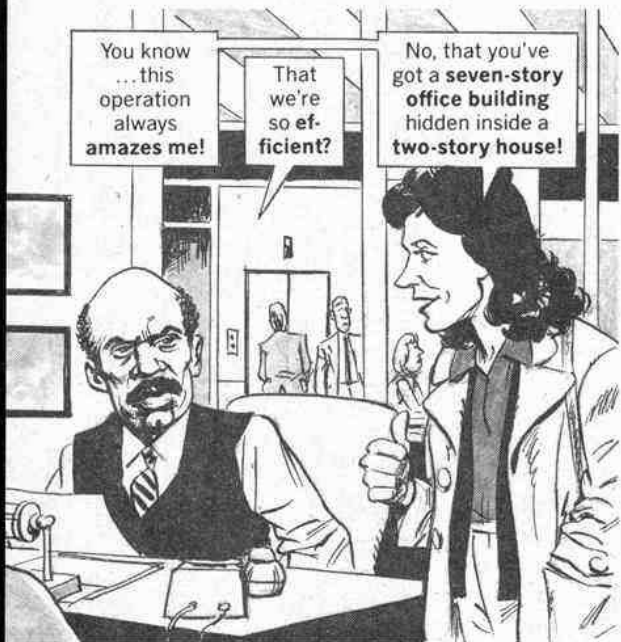
I'm Amender's Mom! I have no idea my daughter works as a part-time undercover agent! But some things DO make me suspicious! Like, the last time she went out on a date, I warned her to use "protection"...so she wore her bullet-proof bra, and took a machine gun!

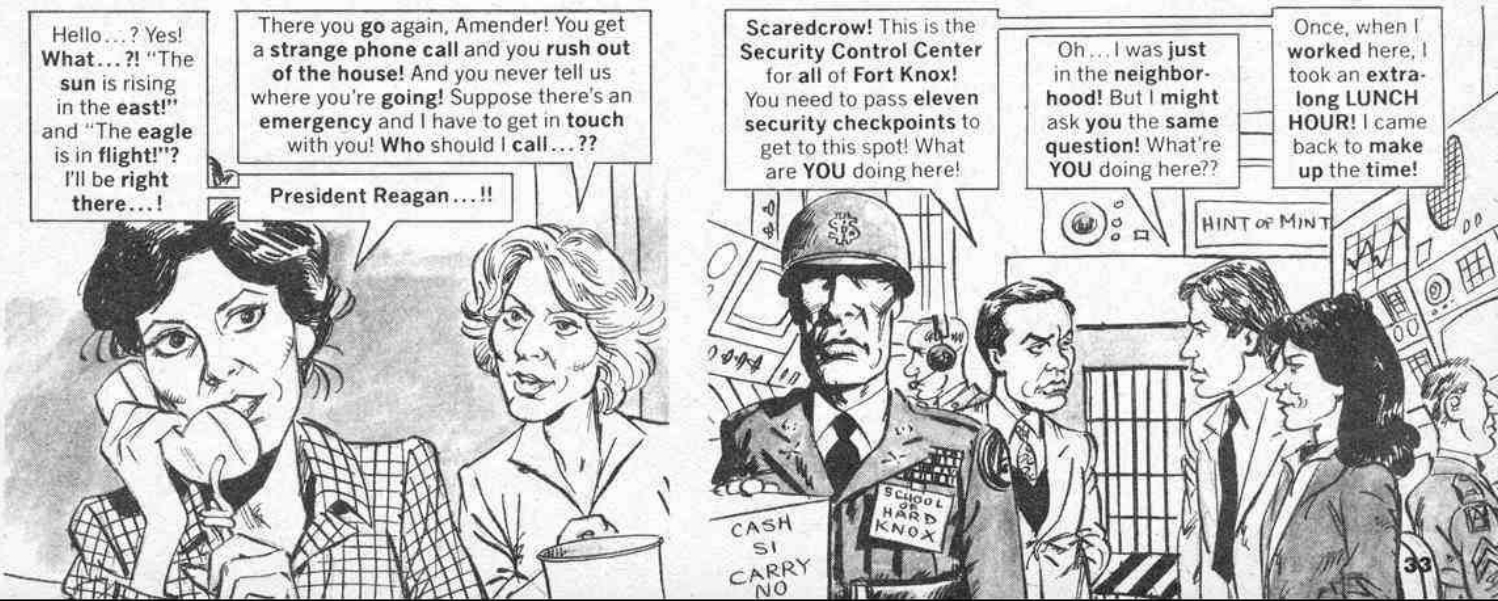
I'm Scaredcrow's Boss! People say I'm narrow-minded...because each week, we need a regular civilian to help us out in our Agency work...and out of 220 million Americans, Amender is the ONLY CIVILIAN I can ever think of!

You know the old cliché expression, "Children should be seen and not heard!"? Well, on this show, we're rarely seen OR heard!

Yeah! We get two—maybe three lines of dialog a week. TOPS!







C'mon! Knock off the **nonsense!** You were **opening that vault door** leading to our **national gold supply** when we walked in!

You're **dreaming, Scaredcrow!** This door is protected with **15 vibration detectors** and a **tinkle bell...!!**

You **WERE TOO** opening that vault! I was **here earlier**, and I put a little piece of **Scotch Tape** between the door and the jam... and it's been **pulled loose!!**

Gi'me a **break, Amender!** There's four million dollars worth of **detection equipment** here... and you can prove he was opening the vault door because of a penny's worth of **Scotch Tape!!?**

Partly! I also put **face powder** on the vault door handle, and Ratfink has it all over his fingers!

Okay!! **NOW** you're talking **sophisticated detection!!**

You two make **QUITE A TEAM!**

It's **inventiveness, deduction** and **mutual respect** that makes for a good "**Detective Team**"!

Uh—I was thinking more like a "**COMEDY Team**"!

Now that you've got the **drop** on us, Ratfink... why don't you tell us **how** you actually got the vault door **unlocked...??**

EASY!! I told the **Security Chief** I was from **Maintenance...** and I had to change a **light bulb** inside the vault! He opened the door **FOR** me!

You **kidding?! Change a light bulb?!?** No **Security Chief** in the **WORLD** would believe that!

Ordinarily, I'd say you were **right!** But, in keeping with the level of **logic** and **believability** on this series, I'd say **this plot explanation** was **right on target!**

TILT!

MINT DROP

Now that I've got the vault door **unlocked**, my only problem is... **how** do I get the **GOLD** past the **Guards** at the **GATE?!?**

Why not say it's **getting dirty...** and you're sending it out to be **DRY CLEANED?!?**

Whose **SIDE** are you on, **ANYWAY!?**

I'm **sorry, Scaredcrow!** It's just that, whenever I see a **problem**, I try to **SOLVE** it!

Scaredcrow I know **exactly** what you're going to say... that I talk **too much!** And you're **right!**

Like that silly time I let it slip that **anyone** could get into the **Pentagon War Room** by using the code words, "**Big Boom-Boom!**"

And the time I hoped **no spy** would realize that if you **reversed** the **phone number** of the **Washington Hilton**, you've have the **phone number** of the **White House Hot Line!** And—

Will you **SHUT UP, Amender!** Right **now...** you're making **BENEDICT ARNOLD** look like a **PATRIOT!!**

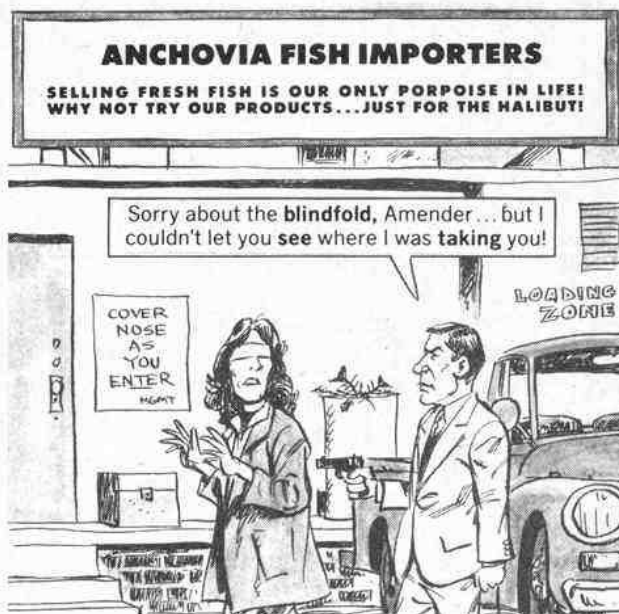


I've got a truck outside! I'm taking you with me as a **hostage** along with the gold ... and I'm locking **Scaredcrow** here in the vault ...!

Pssst!! Scaredcrow!! I'm leaving you my nailfile!

Smart move, Amender! I'll bet you know some **homey way** for me to use your nailfile to get out of the vault once you leave!

Don't be an idiot! That vault door is **three feet thick!** The nail file is so you can **KILL yourself QUICKLY** ... rather than suffocate **SLOWLY!**



Sorry about the **blindfold**, Amender ... but I couldn't let you see where I was taking you!



You won't get away with this, Ratfink! I don't know **why** you're committing treason against the U.S., but you're in **BIG TROUBLE**, now!

When it says this is the **Land of the Free**, it means it's **free** for the **NICE** people in it, not the **BADDIES** like you! It means ...

I should've used the blindfold over your **MOUTH** instead of your eyes!!



Ratfink's tied me up and left me in this warehouse!

These must be crates of tools, because there's a **SAW** sticking out of this one! I'm not much for "**Do-It-Yourself**" projects, but this will be a **LIFE SAVER!**



Unfortunately, that Ratfink, Ratfink, took my **pocketbook**, and there's a **pay phone** on that wall!!

Now ... where can I get a **dime** to call The Agency??

I know!! I didn't win the **PTA Ice Sculpture Contest** last winter for **nothing!** I'll just sculpt a **dime** from that block of ice!



Hello! The Agency!! This is Mrs. Kling!! Let me talk to Mr. **Smellrose**, please ... and, no, I don't know the **password!**

Then how do I know you're Mrs. Kling, and not some spy ... ?!

Would a **spy** be stupid enough to admit she doesn't know the **password?**!

You know, Mrs. Kling ... in a **very strange way**, you make a lot of **sense** sometimes! Hold on! I'll connect you to Mr. **Smellrose!**

Scaredcrow has been locked in the vault at Fort Knox... and I'm being held as a hostage by Ratfink!

Uh—do you know where, Amender?

Of course! Here... in a ROOM!

You're going to have to give us just a bit more help than that, Amender! We're good—but not THAT good!

Can you see anything out the window?

No! There's absolutely nothing out there except water... and some ships!

You're on the WATERFRONT! Wow! You guys ARE good!

This is your operator! Sorry... but your time is up—because your dime has melted!

Gee! How did you find me so fast?

You said it smelled FISHY! In Washington, D.C., that narrows it down to four places: the White House... the Justice Department... Congress... or the Anchovia Fish Importing Company...!!

And since the White House, the Justice Department and Congress aren't on any water—we came here!

Do you think the real CIA would've found me so fast?

Nahhhh! They'd still be arguing over which Department should go looking for you!!

By the way, I captured Ratfink for you! He came back, and I lassooed him!

Where'd you find a lasso in this warehouse??

I sculpted it out of ice!! When I said I won the PTA Ice Sculpture Contest, I wasn't kidding!

AGENCY SWAT TEAM

FILET OF SOLE

Gee, I'm glad to see The Agency rescued YOU, TOO, Scaredcrow!

They DIDN'T! I got out of the vault MYSELF!

Oh? Did you get out by using The Agency's new super micro-chip pocket nuclear laser escape detonator?

No, I'm learning from Amender! I used my shoelace!

Amender... I know I'm never supposed to show any affection toward you on this show, but I'm sure glad Ratfink didn't try any funny stuff with you!

Well, he DID try to make LOVE to me—right there in that awful fish warehouse!

How did you get out of it?

I told him... "Not tonight! I've got a HADDOCK!"

A black and white caricature illustration of a group of people, likely the cast of 'The Untouchables'. The characters are depicted with exaggerated features and are surrounded by stars and a crowd of people. The characters include a man with a mustache and a striped shirt, a woman with a heart necklace, a man with a wide grin, a woman with curly hair and a wide smile, a man with sunglasses, a man with a bow tie, and a man in a trench coat and hat.

A vertical strip of caricatures featuring celebrities like Cher, Marge Simpson, and others, with a page number 37 and the signature 'MARTIN DUCKER' at the bottom.

- If you came up with any other answers than these, you've got an X-RATED mind! 1. baldness 2. danced 3. film grosses 4. paroles 5. health, exercise 6. impress 7. mystery story lover 8. rubber duck 9. parent, PTA 10. tea 11. champagne 12. term of office 13. ego 14. nauseous 15. re-arranger

SIMPLE GAMES FOR THE SCHO



TWO-COLOR RUBIK CUBES



FOUR-WALL DARTS



SINGLE SOCK COLLECTING



TOENAIL SPLATTER PAINTING



MOSQUITO SPOTTING

AND PASTIMES OLD DROP-OUT

WRITER AND ARTIST: PAUL PETER PORGES



BASIC WORD PROCESSING



STYROFOAM PACKAGING RESTORING



SLAM-DUNK SNACKING



BEAN BAG PING PONG



ONE-CARD MONTE

SMILES PER HOUR DEPT.

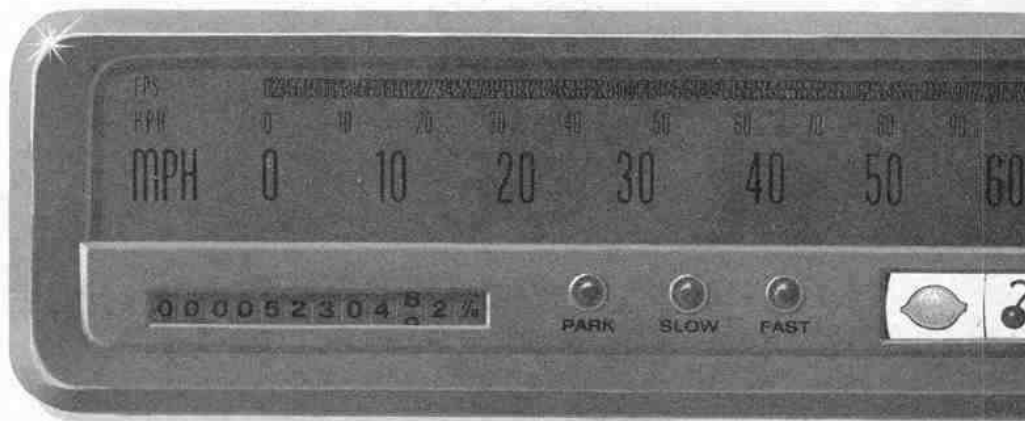
FIRST, THERE WAS "THE MAD STOPWATCH." THEN, "THE MAD THERMOMETER." NOW...

THE MAD SP

419 MPH



...is the speed the Post Office zips your letter across the country. (Too bad it was only going across town!)

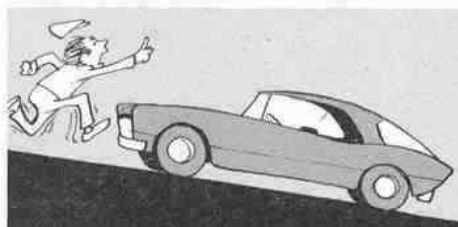


14.2 MPH



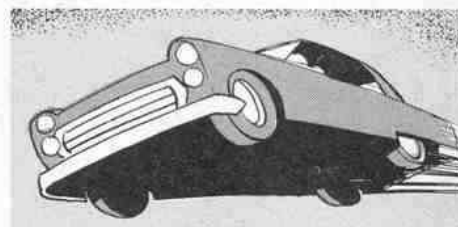
...is how much faster you bob down the street plugged into your Walkman.

17.3 MPH



...is the average speed of a Ford Pinto that's supposed to be in "park."

127 MPH



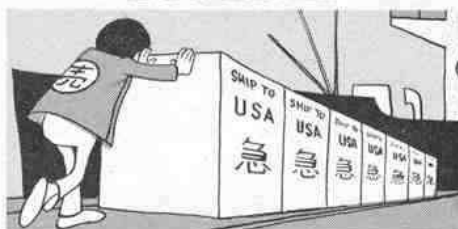
...is the average speed of any car appearing in "The Dukes Of Hazzard."

47.2 MPH



...is the speed an unpopped kernel of corn travels from your mouth to the theater floor after being spit.

100 MPH



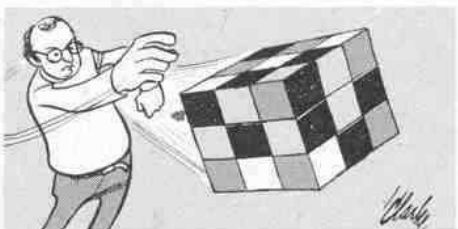
...is the speed that TV's and Video Recorders are rolling off Japanese assembly lines for shipment to the U.S.

59.9 MPH



...is the minimum speed you're driving when the person giving directions suddenly tells you to "TURN HERE!!"

76.9 MPH



...is the speed a frustrated person hurls a Rubik's Cube across the room.

.6 MPH



...is the speed at which a raw clam you swallow slithers down your throat.

19.9 MPH



...is the average speed of a Moonie who's running after you in an airport.

DUE TO AN UNPRECEDENTED DEMAND (FROM THE AUTHOR), WE RELUCTANTLY PRESENT:

SPEEDOMETER



19.5 MPH



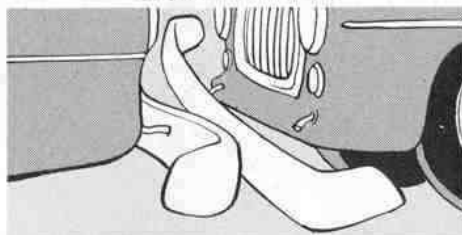
...is the speed at which Bo Derek's clothes drop to the floor... regardless of what kind of movie she's in.

6.8 MPH



...is the speed at which the aroma of your belch wafts across the room.

1.4 MPH



...is the speed American car bumpers can touch with no damage to either car.

96.3 MPH



...is the average speed a parking attendant drives your brand new car.

113 MPH



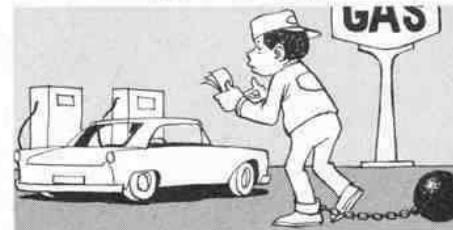
...is the speed that a subscription renewal card travels as it flies out of a magazine the moment you open it.

12.9 MPH



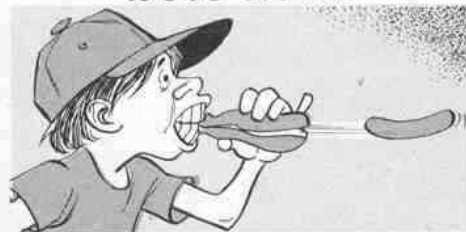
...is how much faster the average couple drives back home after driving downtown to see an X-rated movie

.07 MPH



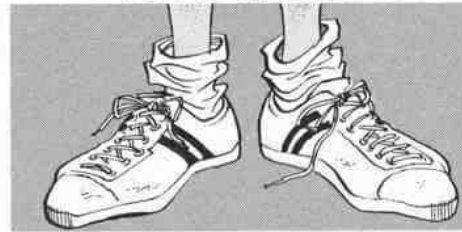
...is the average speed at which a typical gas station attendant walks back to your car with your change.

20.5 MPH



...is the speed at which a hot dog shoots out the other end of the roll.

.675 MPH



...is the speed at which your socks inch their way down to your ankles.

.675 MPH



...is the speed at which your jockey shorts inch their way up your crotch.

FISH SCHTICK DEPT.

**LAST YEAR
...IT WAS
JENNIFER
BEALS ON
LAND! THIS
YEAR...
IT'S DARYL
HANNAH UNDER
WATER IN...**

Splash

Gee, I'm sorry, Mr. McGilla! There was some bad weather up-state, and all I've got is one hundred cases of crushed, rotten, slimy cherries at twenty-six cents a pound...!

Are you **CRAZY**, Bowser?! Have you gone **Bocci balls**?! What would I want with one hundred cases of crushed rotten, slimy cherries...!?!

Okay... then how about **TWO** hundred cases at **SIXTEEN** cents a pound?!?

DEAL!! I can pass them off to my customers as "slightly irregular" plums!

That's Alvin Bowser, the most likeable, charming, vulnerable young man this crazy Fruit and Vegetable Industry has seen since **The Jolly Green Giant**!!

A Fruit and Vegetable Man, eh? Well... I see the **FRUIT**, but I don't see a single vegetable!

Oh, no?!? Well, there's one now!! Alvin's brother, **Ferdie**!



dance



WRITER: ARNIE KOGEN

ARTIST: MORT DRUCKER



I'm miserable, Ferdie! I'm fed up with this New York Singles Scene!

Take it easy, kid! You're just upset because you broke up with your girl! Remember, there are plenty of other fish in the sea!

That's IT!! Thanks for the advice!

Hey!! Where are you going?

To CAPE COD...!!

Huh? Why Cape Cod?!

I'm not sure...! Something about "plenty of other fish in the sea"!

Schmuck...!! It's only an EXPRESSION...!!

I PROMISE I WON'T DRIVE.

Excuse me! I'm LOST! Could you ferry me over to the island?

Go away! We're busy! I'm Walter Clambroth, and these are my two moron helpers! Can't you see we're in the middle of an experiment?!!

An experiment? What kind of experiment?

We're trying to see if people remember "The Three Stooges"!

Y'know... you're MAD!

Yes! But at least I'm not LOST!

Whew...! What happened?! I fell off a boat, started to drown, and then someone pulled me ashore! But WHO?

Hey, YOU...! Incredibly beautiful stranger!! Did YOU save me?? Who ARE you...? Can you TALK??

And if you CAN'T talk, what CAN you do...?

Holy cow...! I just found everyman's DREAM! A dynamite-looking NYMPHOMANIAC who doesn't talk!

Hello, Alvin! I find that your TV is very educational!

You can TALK???

Yes! Colgate is a great-tasting gel! Pepsi is less filling! Don't squeeze the Charmin! And now, here's your host, Burt Convy!!

Hon, it's been a rough day! Let's go back to my place!

Not tonight! I feel logy, listless and out-of-sorts!

Look, FORGET TV! We'll just relax in bed, and—

I PITY THE POOR FOOL WHO TRIES TO GET ME INTO THE SACK!!

Oooops! Sounds like she watched "MR T", too!!

I just can't believe it!! You mastered English by spending a few hours in Bloomingdale's Television Department???

Yes... but one thing puzzles me! Who is this "SONY"?

That's the name of a Japanese TV manufacturer!

Oh... some of my best friends were Japanese!!

WERE?

Yes! Most of them are now SUSHI!!



Lexington, what are you doing in there?

Taking a bath! At THREE in the MORNING?!

I'm waiting for the TIDE to come in!!

Lexington is VERY STRANGE, Ferdie! I mean—that bath-tub incident... her weird behavior in Bloomingdale's... popping up STARK NUDE at the Statue of Liberty!!

Hey, man... don't knock nudity! It's what MADE this country GREAT!!

I really don't mean to EMBARRASS you, Alvin... but where I come from, we EAT lobsters this way!!

My GOD...! I'm dating a girl from SOUTH PHILLY!!



I've been following you since Cape Cod and, at last, I've caught up with you!

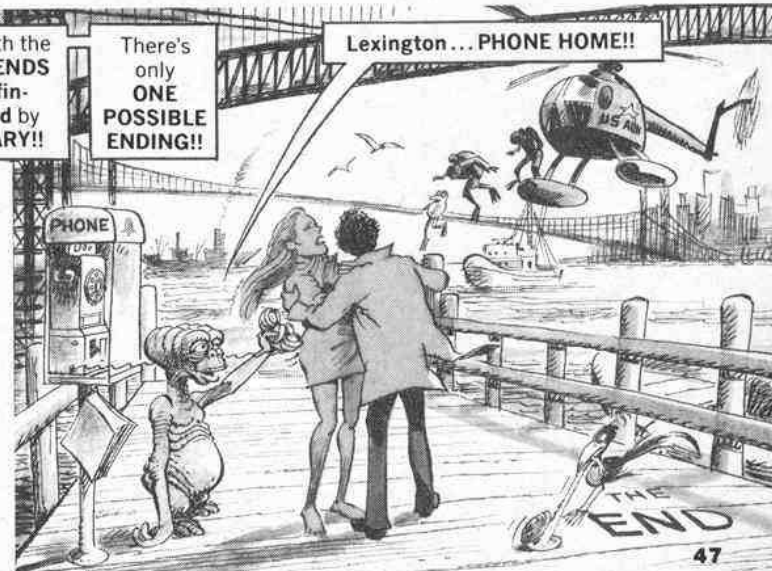
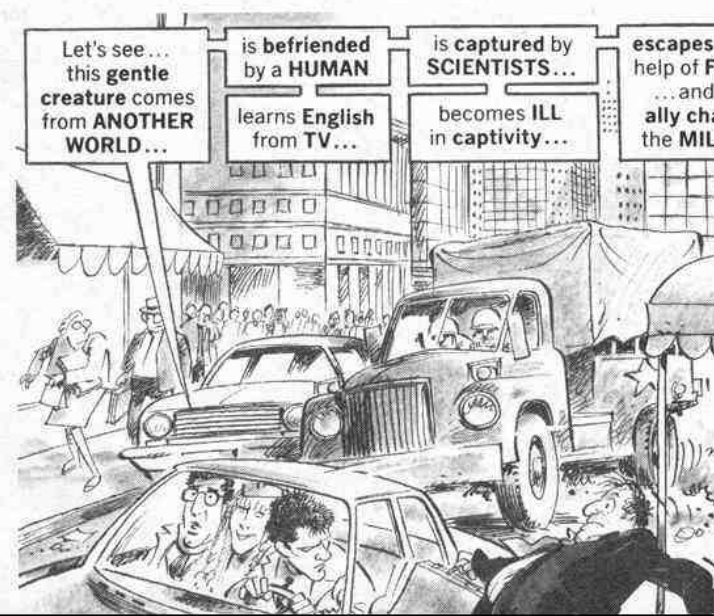
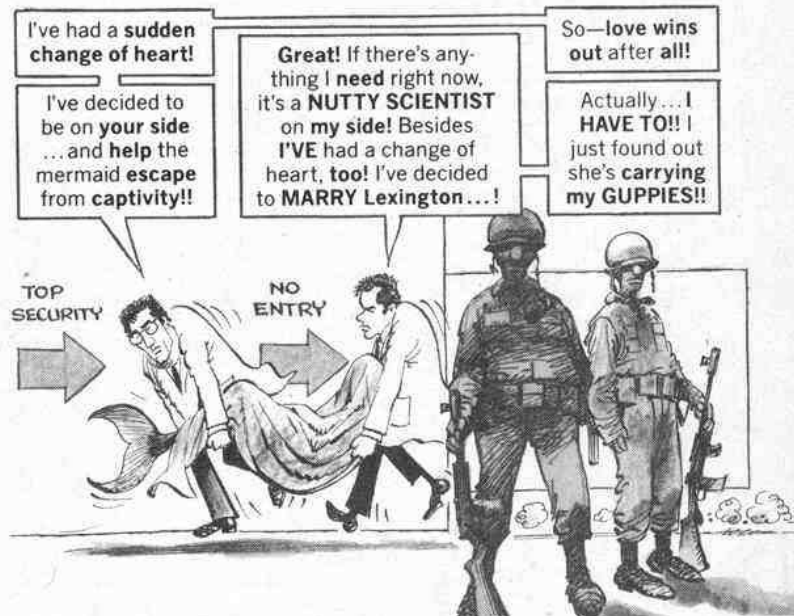
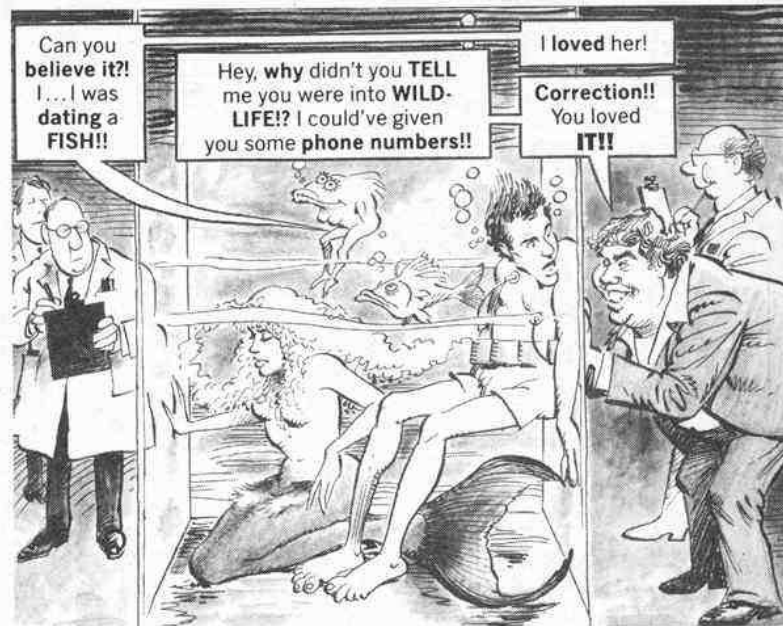
Walter Clambroth is about to prove something... once and for all!!

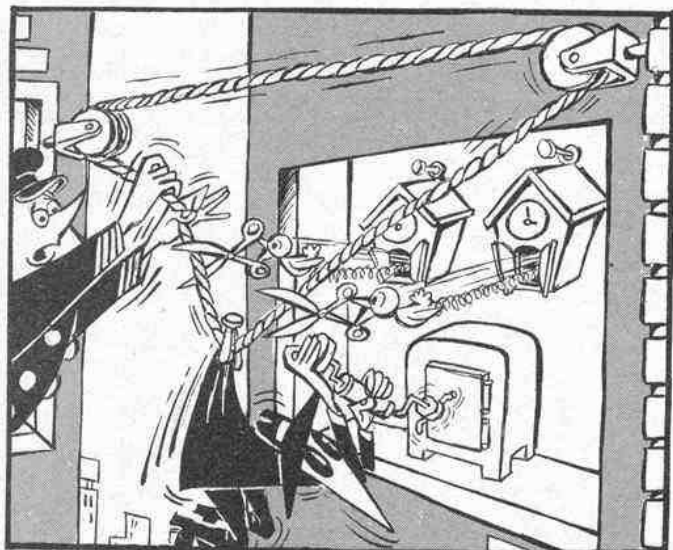
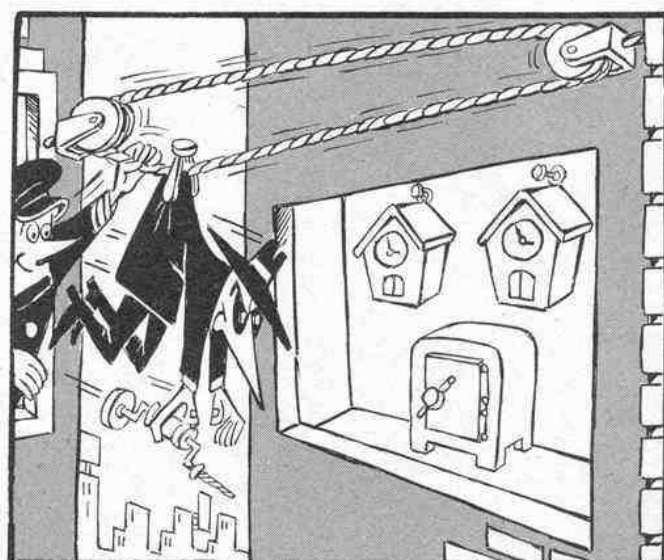
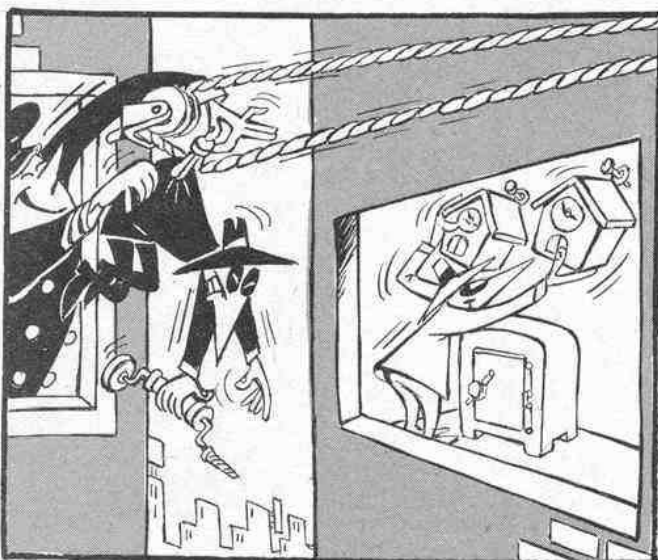
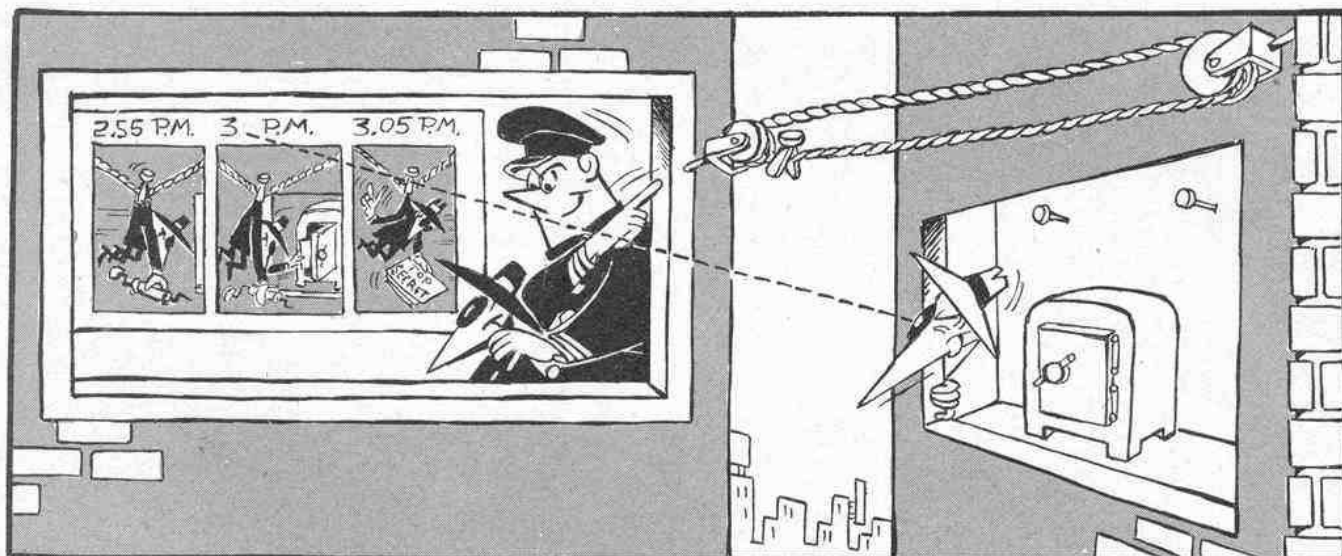
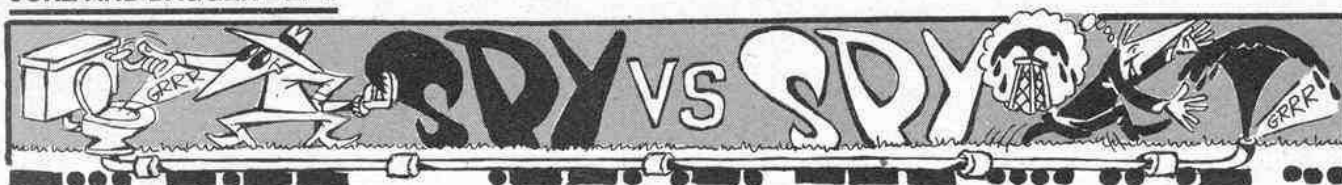


MISSED AGAIN... for the umpteenth time! But I proved my point...!!

Peter Sellers may be gone, but the character of the bumbling Inspector Clouseau is STILL ALIVE in films!!







KB

