

STEPPING ON THEIR FOOTNOTES DEPT.

There are several ways in which you can allow personal carelessness to make you an easy victim of crooks. You can A) park your BMW in a gang infested area and forget to take your keys out of the ignition, B) neglect to remove your diamond rings before taking a midnight stroll through Muggers' Park, or C) fall for ads loaded with asterisks, or, as they are sometimes called, "footnotes from hell!" These footnotes are printed as small as is humanly possible, making it improbable that you'll ever read this fine print at the bottom of the ad and find out that you'll be paying a lot more than you thought to get a lot less! Don't be a sucker! Let MAD show you how, with a little practice, you can...

ARTIST: BOB CLARKE

WRITER: TOM KOCH



A First Class Beach Vacation at a Bargain Class Price

- Panoramic Ocean View From Our Tower Suites**

- 3 Fine Restaurants***

- Fully Equipped Exercise Room****

\$12.00*

* \$12 rate is per person per nite based on double occupancy and 3-night minimum stay. Prices higher on all nights except Tuesday. Subject to availability. This offer may be cancelled prior to your arrival.

** Tower Suites are \$97 per night and up. Advertised rooms are located in the Everglades Swamp Annex.

*** Restaurants are classified as "fine" only in comparison with others in 3rd World Countries which experience a lot of typhoons.

**** Exercise Room is not in the hotel, but is guaranteed by the Y.M.C.A. to be open to hotel guests at extra charge.

Sandy Bottoms Hotel

Follow

PRE-EASTER

SALE

4 DAYS ONLY!*

Enjoy Markdowns
Of 20%-to-50%**
Storewide***

\$69.95

Available in Sizes
14-to-20****



* Although our Pre-Easter Sale will run for 4 days only, it will be followed immediately by our 2 week Post-Easter Sale.

** 20%-to-50% markdowns are based on prices in effect following our recent 40%-to-80% markups.

*** The term "storewide" implies only one dimension of our property, and specifically excludes "storehigh" and "storedeep," thereby leaving out the second floor and the back room where prices are at least as high as usual.

**** Which means that if you wear one of the available sizes, you will never look like the model in the picture who takes a Size 6, and is shown here in a \$300 dress that she bought at another store.

Missy of the Mall

**YOU CAN BE ON TPA FLIGHT 336 TO
PARIS* TOMORROW** FOR ONLY \$99*****

* TPA Flight 336 operates from Amarillo to Paris, Texas, with a lunch stop in Wichita Falls. Trans-Panhandle Airline is a domestic carrier, and should not be confused with any international airline that may fly to more exciting places.

** Quoted fare is good tomorrow ONLY! However, this bargain rate requires reservations 14 days in advance, so you missed your chance by 13 days.

*** \$99 is the one-way price based on round-trip fare of \$399—\$99 to get there and \$300 to come back.

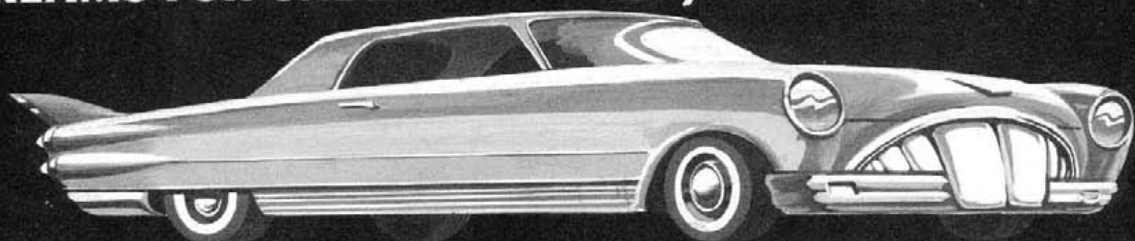
TPA TRANS-PANHANDLE AIRLINE



the Asterisk * to Find the Hidden Truth

**OWN THE CAR OF YOUR
DREAMS FOR UNDER**

\$5,000!*



Step up to the 1993 WEASEL, the car that many shoppers mistake for a Range Rover.**

Prices will never be lower.***

And during Clearance Days, you'll get hundreds more for your old trade-in.****

WEASEL

**AMERICA'S MOST
PREFERRED CAR*******

*Price is per co-owner, 4 person minimum. **Mistake made by shoppers at a Mongolian bazaar where natives think anything with 4 wheels is a Range Rover, including hay wagons. ***Until next month when the new models are introduced and we mark these babies down to the bone. ****Hundreds more than you'd get from your brother-in-law if you gave it to him. *****"Most Preferred" rating came in comparison to a 1987 Yugo and a demolished bread truck.

BARGAIN BARN WHOLESALE OUTLET STORE*

GOING OUT OF BUSINESS**



**NATIONALLY KNOWN
NAMES YOU'D RECOGNIZE
INSTANTLY*****

TABLES	\$99 & Up
BEDS	\$119 & Up
SOFAS	\$199 & Up

UP TO 80% OFF*****



* Formerly Uriah Musty & Sons Overstuffed Furniture. Our ad agency thought it might help business if we changed the name to something that included the words "Bargain," "Wholesale" and "Outlet."

** Unless this ad enables us to sell enough junk to stay in business, which it has been doing nicely every week since we first tried this scam four years ago.

*** The names are nationally known and instantly recognizable, but not in the furniture business: Emilio Estavez Tables, Luke Perry Beds and Roseanne Arnold Overstuffed Sofas.

**** 80% reduction applies only to leftover 1991 calendars, Punky Brewster Night Lights and Super Bowl IV key chains.

CHECK THESE LUXURY FEATURES AT SUN SOAKED ACRES!



- ✓ 2,400 Square Feet* For Less Than \$99,000!**
- ✓ Within Walking Distance Of The Beach!***
- ✓ Convenient To Shopping!****
- ✓ No Monthly Payments For 6 Full Months!*****

* Estimated size includes standard 750 Square Foot condominium, one parking stall and the entire community laundry room.

** \$98,999 sales price does not include closing costs, agent's commission or first year's \$7,000 dues to the Homeowners' Association.

*** If marathon runners can run 26 miles, you can walk 17.

**** Convenient only if you can buy all your groceries and clothing at Al's Tobacco and Gun Shop and Miss Perry's Stationery Store.

***** That's because you'll make WEEKLY payments until the developers get to know you well enough to trust you for a whole month at a time.

Sun Soaked Acres

Learn What "Far Out Living" Really Means

United

DEBTORS' BANK

5421 3700 8796

EXP. DATE 10/93

E. L. "SLICK" DEADBEAT

Seeking a Credit Card Despite Messy Finances?

Even if you've lost your job, filed for bankruptcy or been thrown into prison for fraud, United Debtors' Bank invites you to APPLY AT NO COST* for our "E-Z Bux" Credit Card. Just look at these features:

Quick Action** Simplified Billing*** Desirable Grace Period****

* Allowing you to apply at no cost does not mean that the bank will give you anything in return at no cost, especially a credit card.

** Most applicants are notified in less than a week that their credit card request has been rejected, but that we stand ready to loan them money if they can put up cash, prime real estate, or children as security.

*** We send you a bill and you pay it within 72 hours or have your car repossessed. What could be simpler than that?

**** Grace Period is the dumpy little woman who heads our bookkeeping department. Grace thinks she is desirable, and no one in our office has the nerve to tell her otherwise.

We Guarantee That
You Will Lose
Up To
25
Pounds.*

After 3 Visits to a
Slimmo Systems Studio.***



DeeDee Faunce
Before she lost 38 lbs.**



COME TO SLIMMO SYSTEMS AND LOSE ALL YOU WANT FOR \$39!****

* If you will guarantee to overlook the fact that the phrase "up to 25" can include such numbers as 24 - 11 - 3 - and 1.

** Also before she started having her hair done professionally and before she quit buying all her clothes at the Salvation Army Store.

*** The statement is true, but not the implication that this is the same woman shown in the other picture. This is Professional Model Zephyr Gazelle, who weighed 102 pounds both before and after 3 visits to a Slimmo Systems Studio.

**** This may or may not prove easier than staying home, eating properly and losing all you want for nothing.