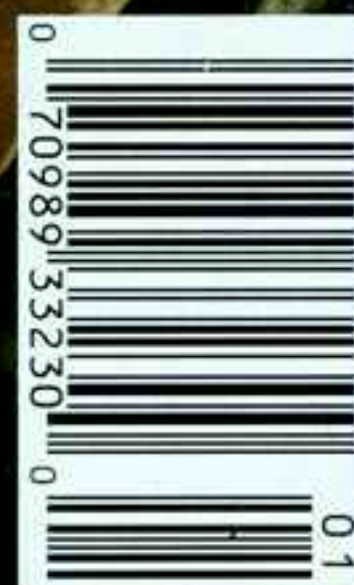


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No. 316 January 1993

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MAD

"The problem with the ladder of success is that by the time you've climbed it, you're considered over the hill."

—Alfred E. Neuman

WILLIAM M. GAINES founder

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LEONARD BRENNER art director **TOM NOZKOWSKI** production

CHARLIE KADAU, JOE RAIOLA, associate editors

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LILLIAN ALFONSO, CLAUDETTE NICHOLS,

FREDDIE MALONEY subscriptions

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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FRONT COVER PHOTOGRAPHER: IRVING SCHILD PUMPKIN SCULPTOR: HUGH McMAHON

BACK COVER WRITERS: CHARLIE KADAU AND JOE RAIOLA PHOTO: NEWSWEEK—JACQUES CHENET

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An Auction of ORIGINAL MAD ART For Bidder OR WORSE!

MAD art lovers are invited to attend a public auction of the **ORIGINAL PAINTINGS** and **ORIGINAL DRAWINGS** from a decade (1966-1975) of MAD:

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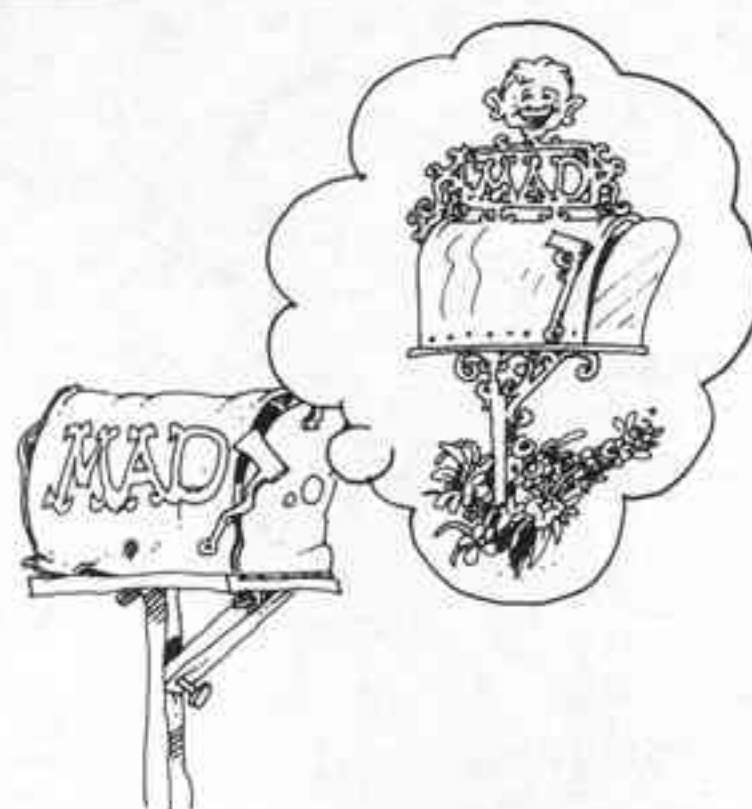
- Sergio Aragones
- Don Martin
- Dave Berg
- Norman Mingo
- Bob Clarke
- Antonio Prohias
- Paul Coker, Jr.
- Jack Rickard
- Jack Davis
- Angelo Torres
- Mort Drucker
- Wally Wood
- Al Jaffee
- George Woodbridge

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LETTERS AND TOMATOES DEPT.



DEPT. OF CORRECTIONS

MAD #313's "Evening Shame" spoof should be called "MAD's Editor's Shame." At the top of page 36, Diva says she's going "to pour over the want ads." Huh? What's she going to pour them over? Pancakes? That may be appropriate for MAD's Editors, but when the rest of us read something we "pore" over it. By the way, don't use my name with this letter. My daughter, KATIE SQUIRE would just die if either her name, KATIE SQUIRE, or mine ever appeared in MAD.

Pat Squire
Katie Squire's father
Simsbury, CT

Patsy—Your letter is very porel—Ed.

MORON MAIL

I am typing this sentence with my nose (I really am, no lie). I am typing this sentence with another part of the anatomy but I won't tell you which.

Paul Alger
East Haven, CT

We know we can rule out your brain!—Ed.

Is Andrew J. Schwartzberg a great guy or what? He is my hero, my inspiration, my very reason for existing!

Amar Pai
Las Vegas, NV

Amar—MAD Editorial Assistant Andrew J. Schwartzberg is a great guy much in the same way Mike Tyson is a great blind date! By the by, we couldn't help but note you're from Las Vegas. Are you perchance the same Amar Pai who works as the bucket boy at Siegfried and Roy's midnight show at the Trop?—Ed.

ENVELOPE OF THE MONTH



This issue's Spy Vs. Spy-inspired envelope is a festival of minimalism... a cornucopia of simplicity...proof that less IS more! It's the creation of Mike Moreau of Bellingham, WA, but hey, everything has a downside, right?

"JFK CONSPIRACY THEORIES"

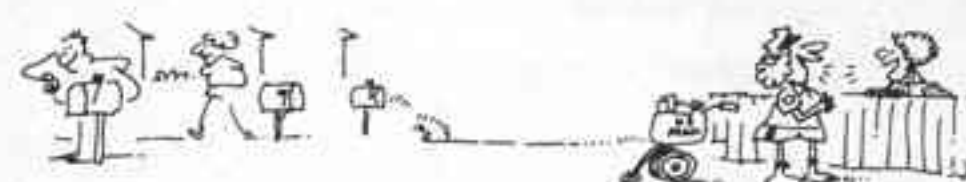
There must be a billion subjects to ridicule or poke fun at. The assassination of John F. Kennedy does not lend itself to satire. "Other JFK Conspiracy Theories Oliver Stone Left on the Cutting Room Floor" (MAD #314) was an ugly attempt at humor and was soiled with poor taste. With due respect to a magazine enjoyed by millions of us—please don't forget to respect us, too.

Bob Chadwick
Kapāa, HI

After reading "JFK Conspiracy Theories" I have only one piece of advice for artist/writer Duck Edwing: Don't ride in any open-top convertibles!

Eric Rickman
West Covina, CA

We don't know why you're upset with our JFK movie spoof. Actually, the dashing Mr. Edwing is known for resembling our 35th President, and the two were often mistaken for one another. In fact, many have told us that on that day in Dallas, dozens of people along the motorcade route were heard exclaiming "Duck!"—Ed.



BEING BLUNT ABOUT INSTRUMENTS

I would like to know why you can't draw musical instruments right! In "The Outrageous Orchestral Offense" (MAD #313), the only instrument you drew right is the drum, which isn't that hard to draw! The tuba has more pipes and the valves are not in the lead pipe. The trombone slide should be on the side of the horn, not below it. Whatever that is supposed to be in the back is drawn like a guitar but is being played like a string bass.

The only drawings I like are the ones of women. I like the way you make their chests really big. Those are the best drawings in the magazine.

John Marmolejo
Rowland Heights, CA

John—You're going to have a real love/hate relationship with one of our upcoming articles—"What if Women of the D-Cup Played Chamber Music?"—Ed.

WRESTLING WITH A RIPOFF

You guys really got ripped off this time! I don't know if you know this already, but the World Wrestling Federation has introduced a wrestler named Irwin R. Schyster, or "IRS" for short. This guy immediately provoked memories of MAD #272's back cover featuring Harold, the Killer Accountant! It seems to me that the WWF is getting so desperate for new gimmick-wrestlers that they have sunk to stealing ideas from MAD!

Mike Baldoumis
Danbury, CT

You haven't heard the worst of it! Rumor has it that at the next Royal Rumble, Vince "Mr. Trillions" McMahon is unveiling another MAD-inspired grappler that will make even The Undertaker drop dead in revulsion—"KILLER KAPUTNIK"—Ed.



"KILLER KAPUTNIK"



Harold "The Killer Accountant" from MAD #272's "WWF Magazine" spoof and lookalike wrestler Irwin R. Schyster from the pages of WWF magazine. Fal



PARENTAL PROS AND CONS PART IV

A well-meaning relative sent a MAD subscription to our children, but I want it stopped! Your magazine is sick, sick, sick, immoral and a very, very bad example for kids (teens too!) Like I said, I don't want your filth coming to my home!

Jeanne Aldendifer
South Bend, IN

I would like to direct this letter to all of the mothers out there who have cancelled their kid's subscriptions to MAD. All I want to say to them is CHILL OUT! You are depriving your children a chance to take in the best literature there is! You probably don't even give them important things like Nintendo or Cable!

And tell me this: If MAD is such a bad magazine, why has it been around since you were kids? Betcha you read it when you were young! This is the 90s. Kids have their right to read MAD!

Laura Dvornicky
Perry Hall, MD

It's time once again for us to ask that old, eternal question we first posed on the letters page of MAD #291...Which of these two lovely ladies would you like to be your mom?—Ed.

MAD JACKPOTRZEBIE!

Hey! This is your last chance in '92 to play "MAD Jackpotrzebie"! If the number printed on the upper right-hand corner of the cover of your copy of MAD Collector's Series #5 matches one of the randomly selected numbers printed below, you win a free one-year subscription to MAD! To claim your prize, send the original cover (no photocopies) to: MAD Winner's Circle, 485 MADison Ave., New York, NY 10022. All prize claims subject to verification. Void in any state where prohibited by law. If employees of MAD or their relatives know what's good for them, they won't enter!

Here are the MAD Collector's Series #5
Winning Numbers!

0,002,608	0,233,038	0,544,796	0,738,055
0,012,539	0,267,717	0,547,558	0,755,590
0,021,918	0,282,868	0,564,812	0,773,085
0,025,809	0,285,495	0,591,323	0,784,827
0,031,590	0,291,501	0,612,438	0,786,818
0,039,211	0,293,598	0,629,197	0,791,244
0,050,630	0,354,074	0,656,507	0,799,613
0,077,719	0,387,232	0,697,454	0,808,632
0,087,406	0,453,253	0,716,704	0,834,236
0,095,025	0,476,581	0,727,307	0,885,485
0,122,974	0,486,897	0,727,869	0,888,358
0,132,156	0,497,324	0,731,034	0,908,255
	0,970,746	0,993,933	

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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, stamped envelope!

MAD'S

Prehysterical 1993 CALENDAR



Now, you can be
MAD every day
during 1993!

There has never been anything like
this calendar before (thank goodness)
and there may not be again if you
don't order one now!!!



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Please enclose your check or money order for the Total Amount Due made payable to Character Imprints and send to Character Imprints, Dept. MNRP, 2805 Broadway, Boulder, Colorado 80304. Colorado residents add 27c sales tax for each calendar ordered. Please allow 2-3 weeks for delivery.

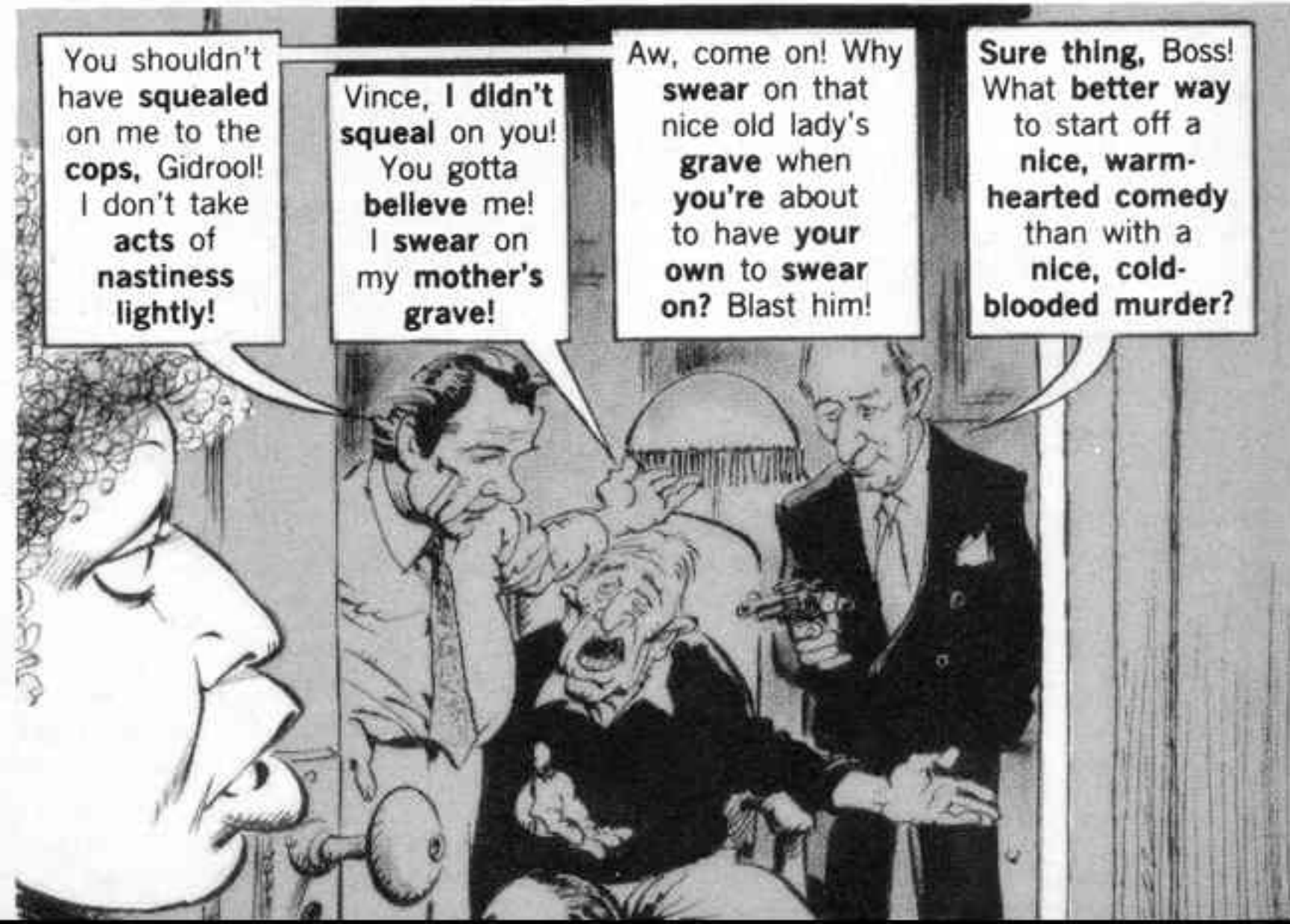


A BAD CASE OF THE NUNS DEPT.

Holy guacamole, another "cute nun" movie! For God's sake, give it a rest, already! The church has enough problems without having to deal with this kind of un-saintly representation! It's no wonder they wouldn't mind seeing this...



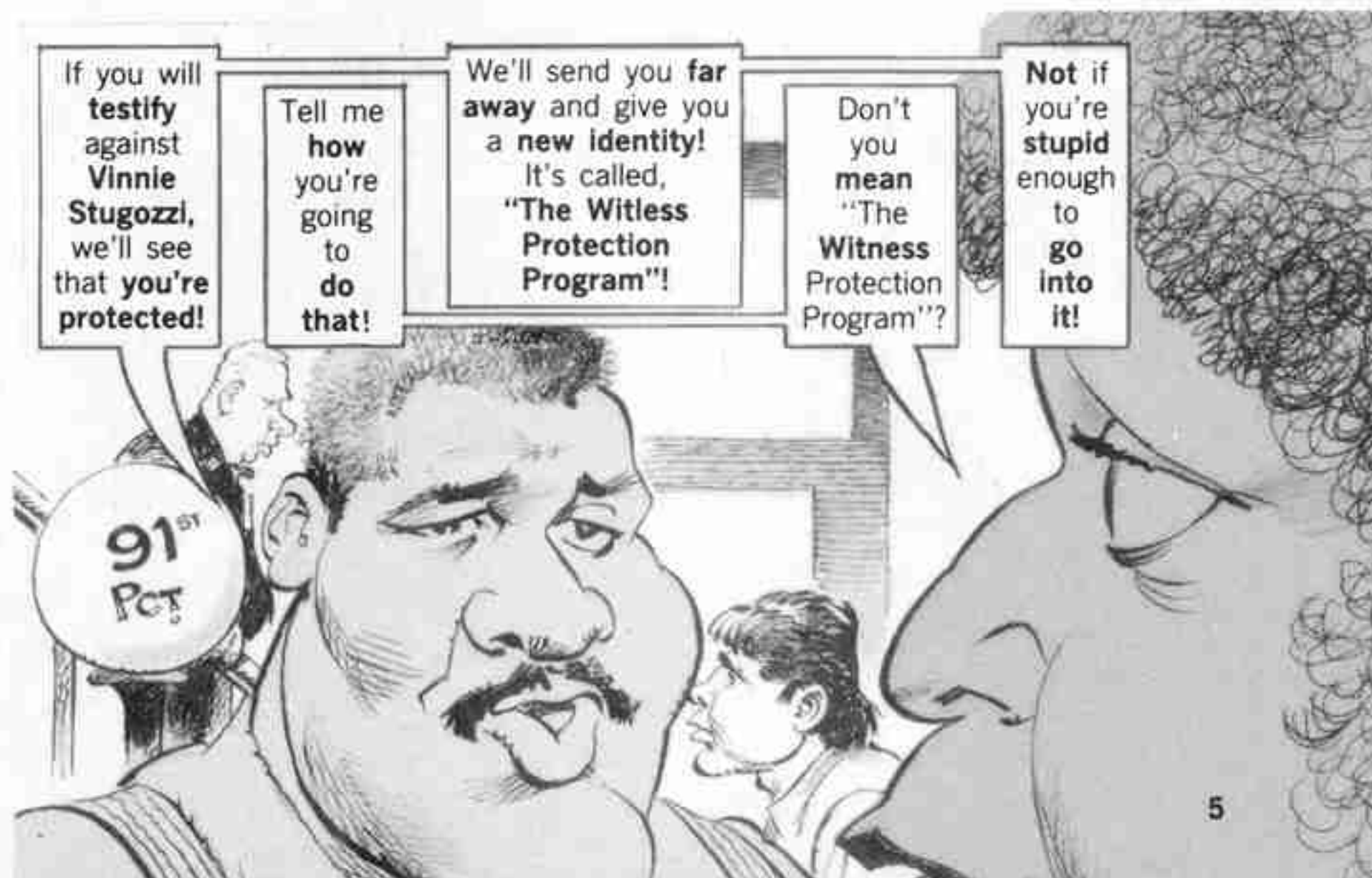
ARTIST: MORT DRUCKER



SISTER AXED



WRITER: STAN HART



In our convent we have all taken a **vow of poverty!** That should be no problem for you—I've heard you sing!

Listen, being a nun doesn't really appeal to me! Let's forget the whole thing!

Hmm, suppose we try a different approach...

FATHER BINGO

Nice try, but **Goldberg's** only a stage name, anyway!

I look like a penguin!

Don't knock it, kiddo...

I'm making a fortune looking like a penguin!

In our order all the nuns' first names are "**Mary**"! Their second names are appropriate to their calling! For instance, that nun is in charge of music! Her name is Sister Mary Poppins!

That one is in charge of calisthenics! Her name is Sister Mary Lou Retton!

Yeah? What is my name going to be?

Your name will be Sister Mary Clarence! That's short for Sister Mary Clarence Thomas!

Sister Mary Clarence Thomas? Why that name?

To be honest, we have very serious doubts about you!

Yecch! This food is awful! I can't eat it!

Sister! We have taken a **vow of silence** during our meals!

I sure hope you haven't taken **vows against barfing!**

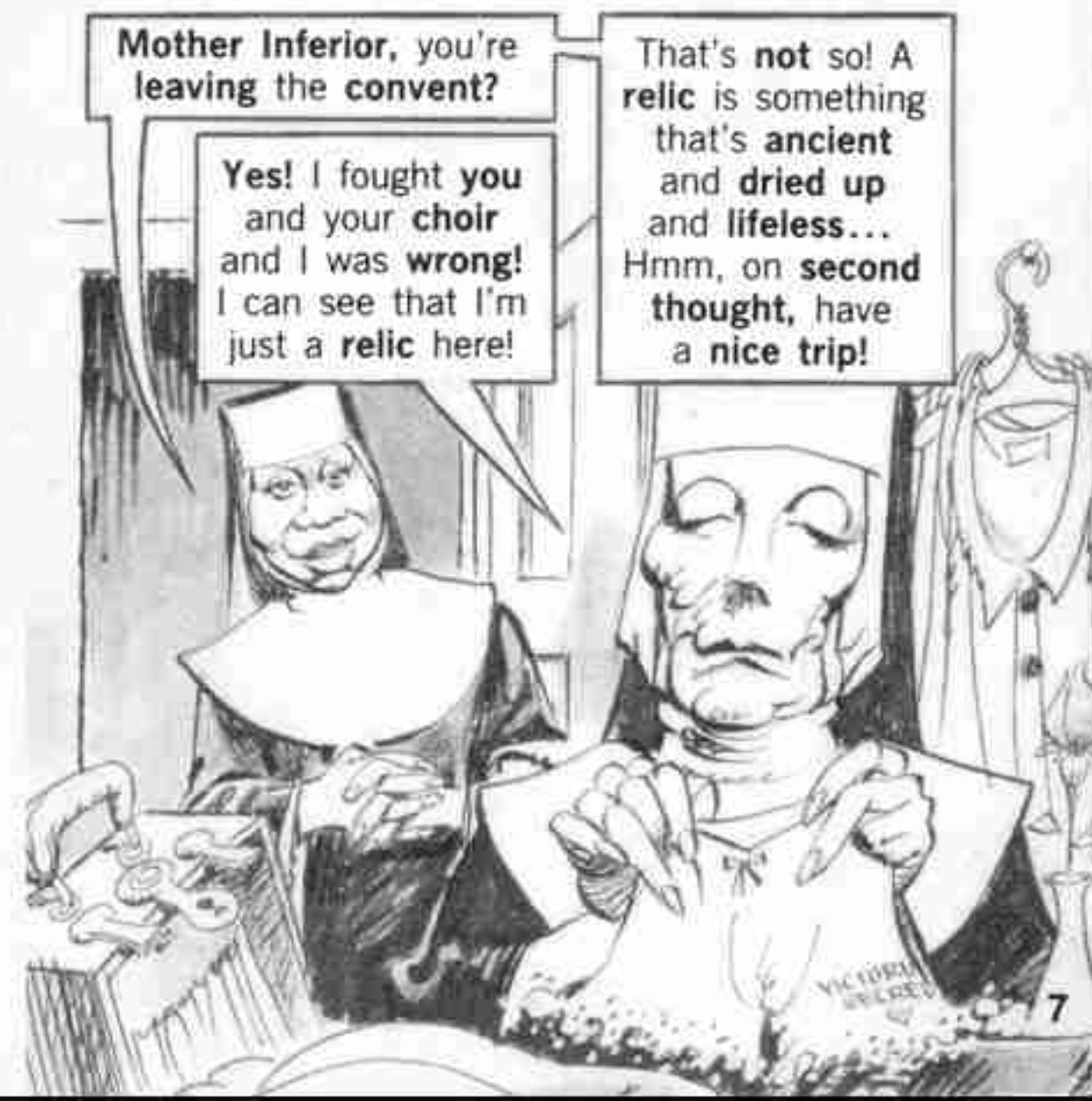
Wake up, Sister Mary Clarence! It's five o'clock in the morning!

Take a clerical hike for yourself!

Didn't you ever get out of bed this early before?

Sure, but that was only to go home!





Where are you taking me?

To Vince in Reno! He's gonna kill you!

Why not do it right here in California and get it over with?

Because Vince is a sentimental sap! He wants to bury you in his family plot in Nevada, next to his former girlfriend, Didi!

Besides, we need a big finish for what has become a very, very quiet movie!

Okay, guys! Now that you went through the trouble of bringing her back, kill her!

Before I die, I'd like a moment to ask God to forgive me for the bad things I've done!

God may forgive you, but I don't think the people who spent \$7 for this lousy movie ever will!

Stop this! The church cannot stand by and watch you take an innocent life!

How about the life of a bad lounge singer?

Hmm, it's certainly something to think about, isn't it!

BLAM!!

Now you don't have to be a nun anymore and be constricted by our vows!

Your timing is a little off! The only guy I slept with has just been shot dead!

This church is really attracting a kinky crowd! Don't look now, but there's a guy in the front row wearing a dress!

Schmuck! That's the Pope!

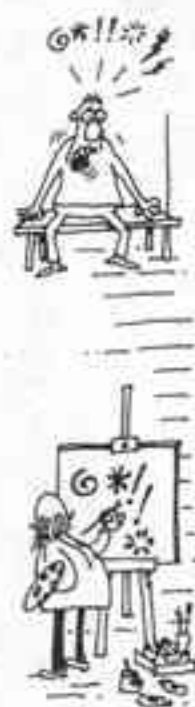
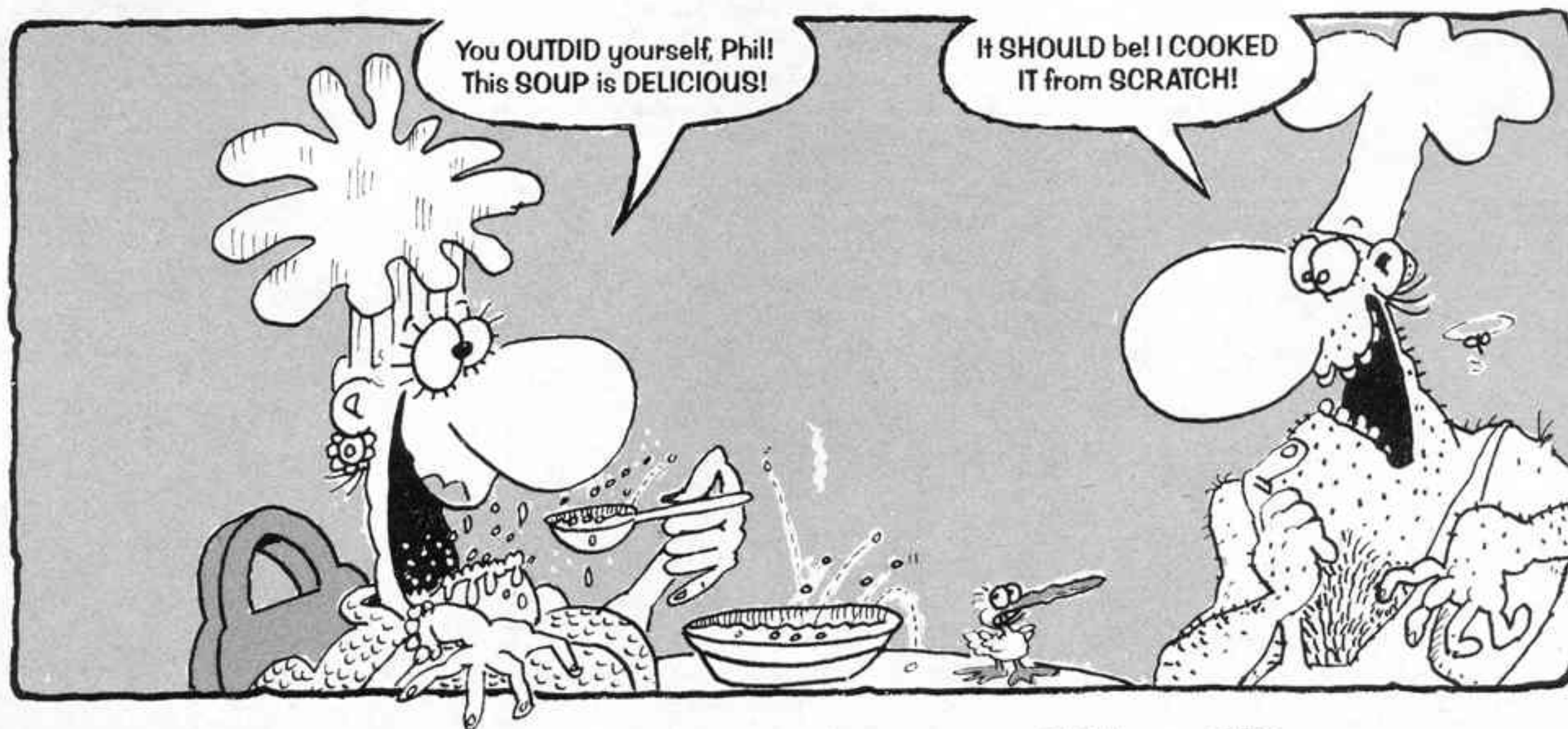
Mother Superior, this convent has proven to be a great place for our protection program! I wonder if you would take in someone who needs to be hidden because the public keeps mobbing that person, threatening life and limb!

Of course we will, Lieutenant! Who is it?

Sister Mary Michael Jordan!

Like a bridge over Holy water...

THE CRETIINOUS COOK'S CONCOCTION



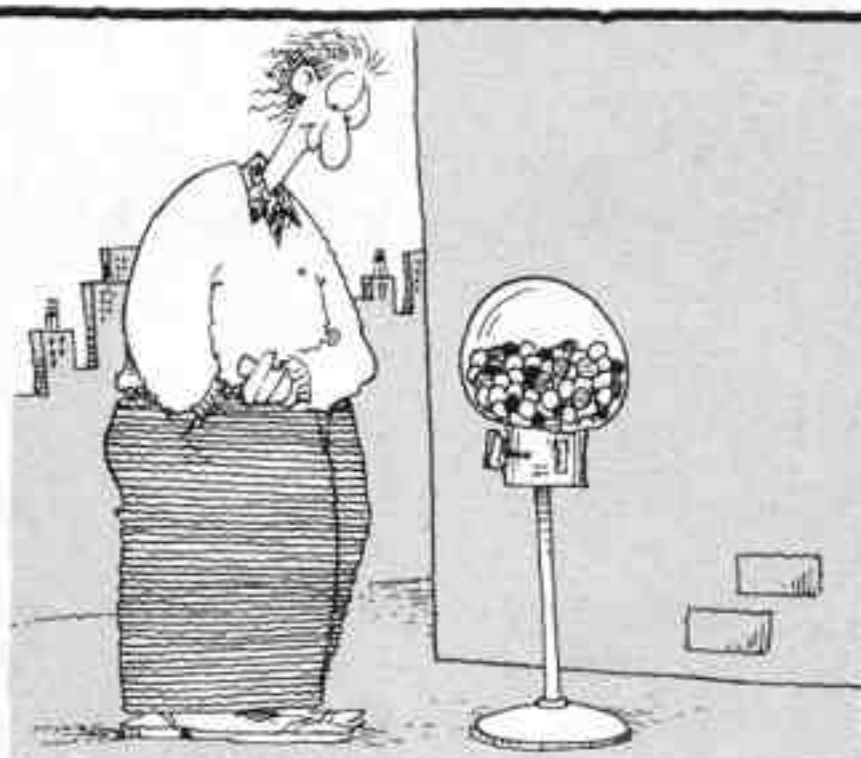
CUTTING THE DECADE DEPT.

On New Year's Eve 1990 a new decade began...but nobody really noticed. People were still wearing the same clothes, had the same friends...even Dick Clark looked like he did in the 80's. (Heck, Dick Clark still looks like he did in the 50's!) But things *have* changed, it's just that the changes were very subtle. The keen eye of MAD has detected some of...

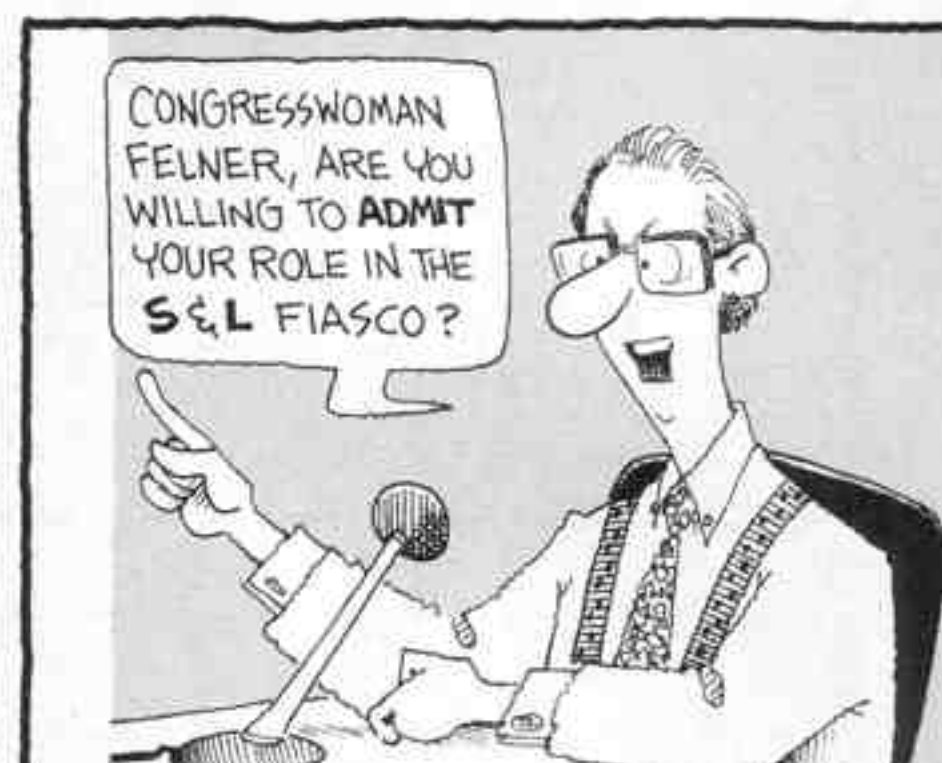
The Differ the 80's



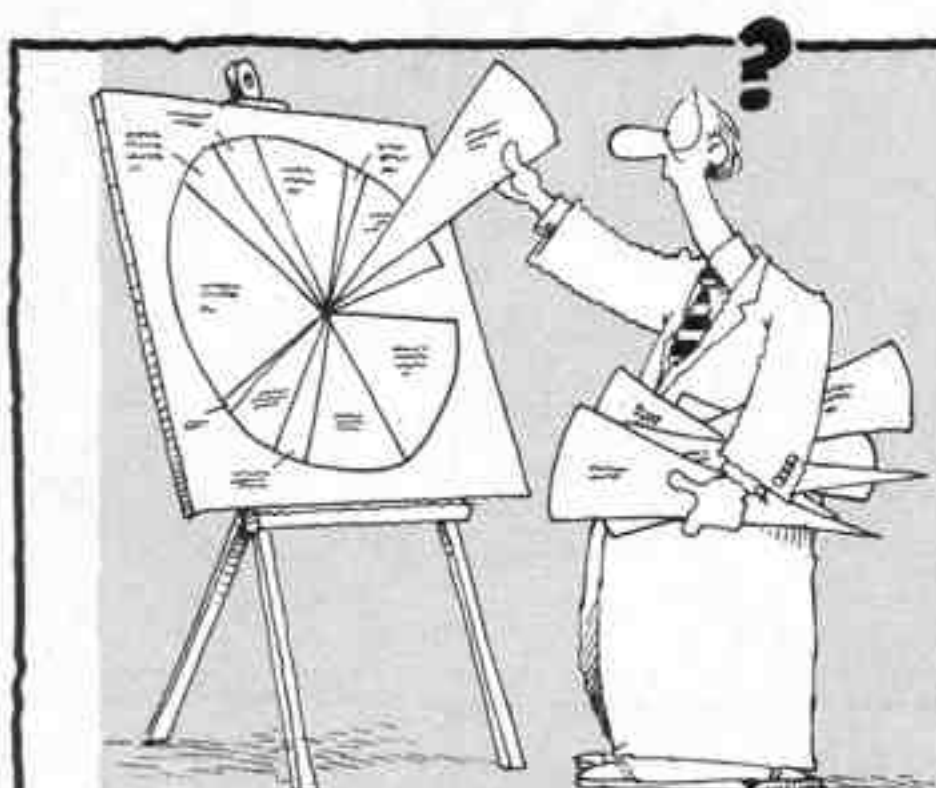
In the 80's people spent their "disposable income" all over town.



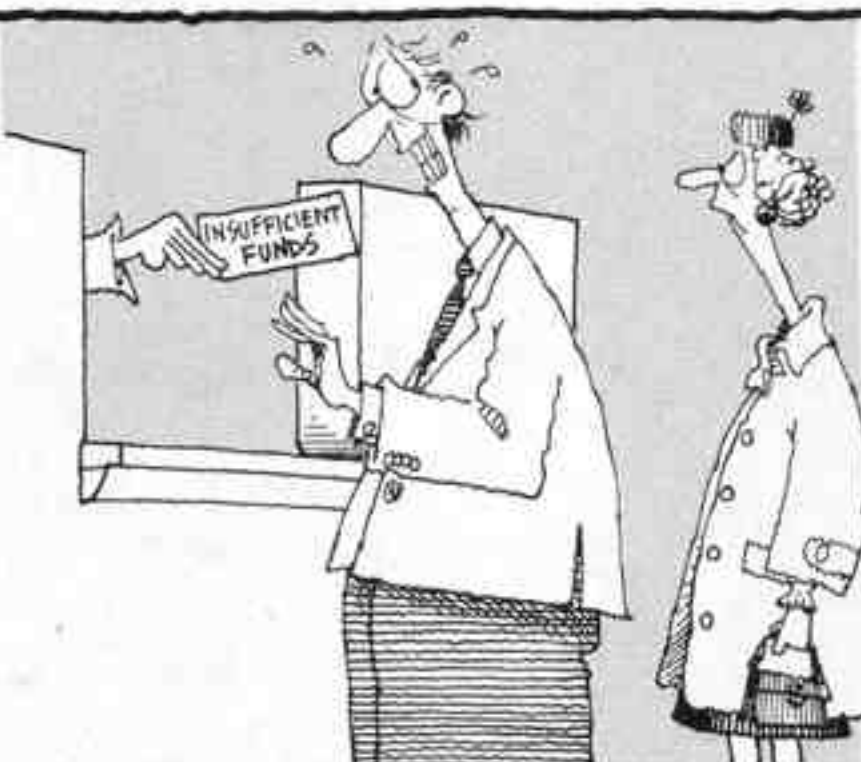
In the 90's they tend to blow it all at once.



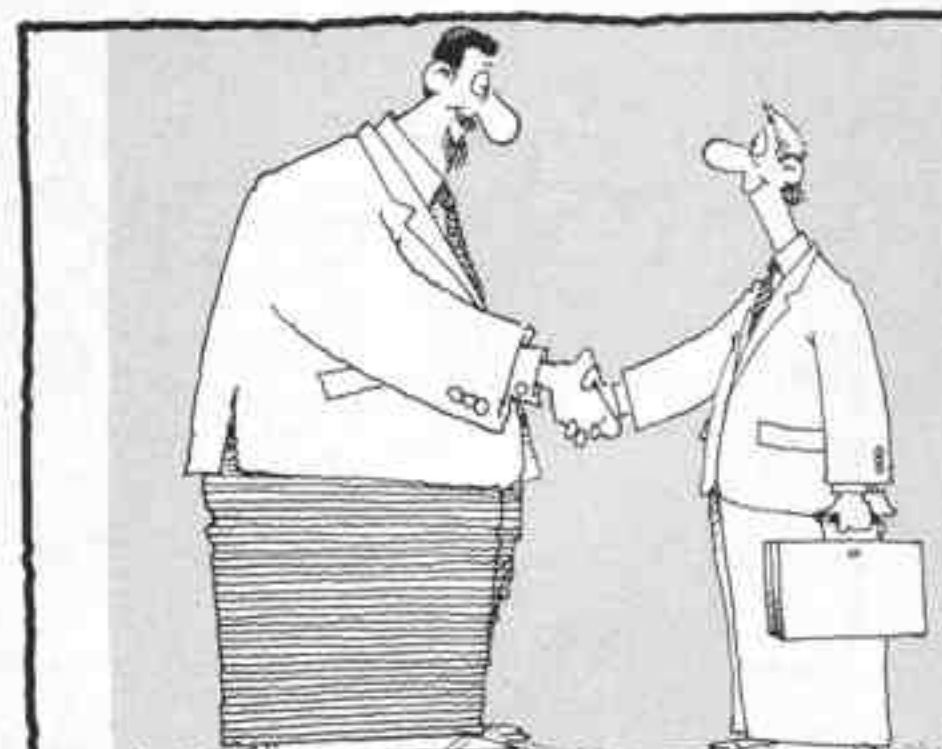
In the 80's radio personality Larry King made it big in television.



In the 80's congressmen were unable to balance the national budget.



In the 90's congressmen were unable to balance their own checkbooks!



In the 80's superstar athletes enlisted powerful, high-priced attorneys to handle their finances.



In the 80's baby boom Yuppies conducted "insider" deals for vast sums of money.



In the 90's baby boom Yuppies conduct "insider" deals for cigarettes.



In the 80's Donald Trump began the chapter by chapter account of his success story.

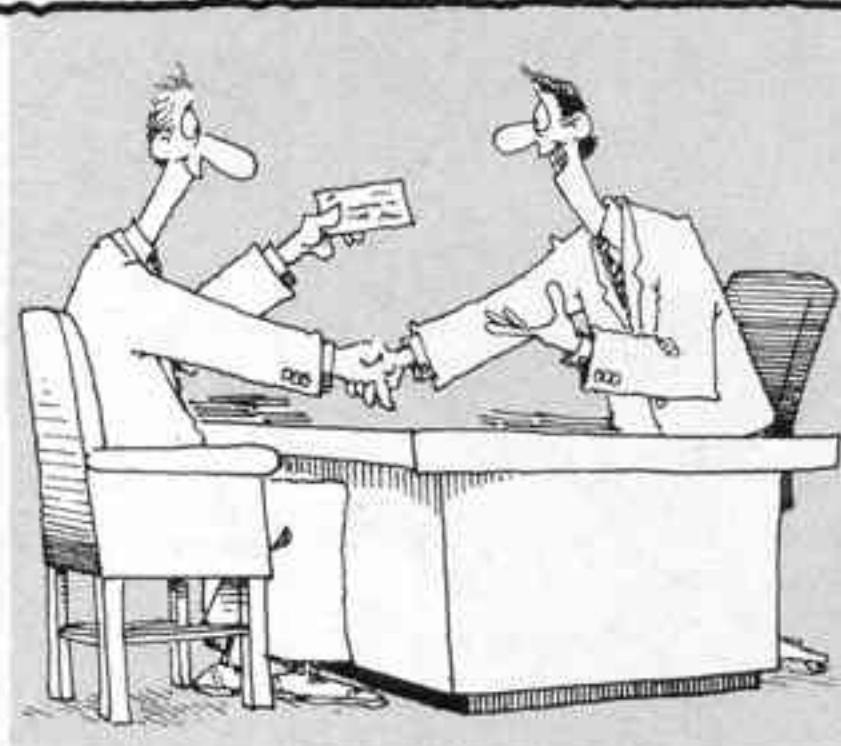


ences Between and the 90's

ARTIST AND WRITER: JOHN CALDWELL



In the 90's radio personality Howard Stern is making it big in television.



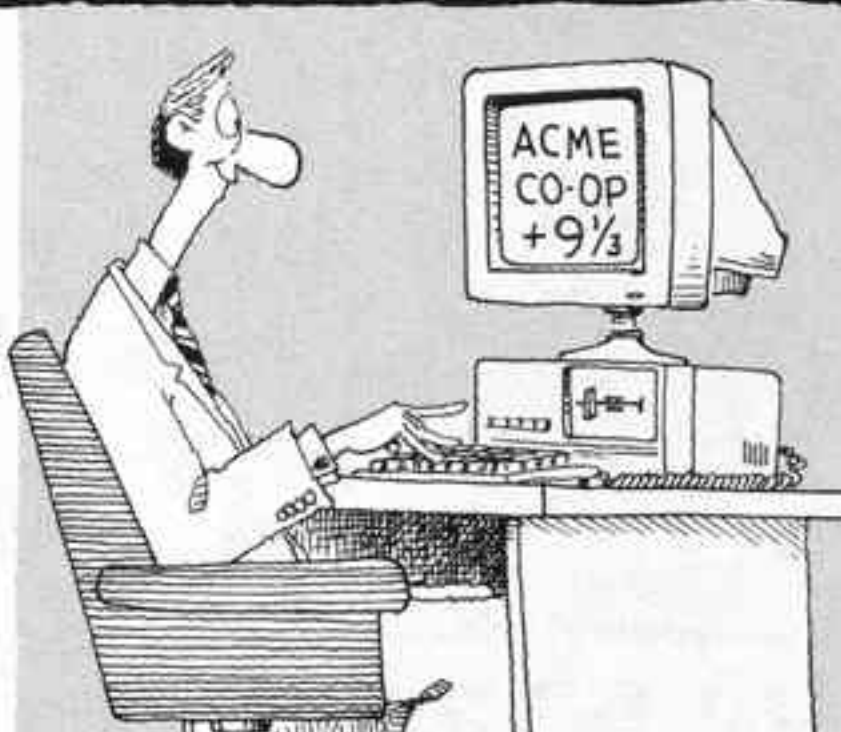
In the 80's people leaped into big real estate deals.



In the 90's people leap off big real estate deals.



In the 90's superstar athletes hire powerful, high priced attorneys to handle their plea-bargains.



In the 80's there was great investment potential in condos.



In the 90's there is great investment potential in condoms.



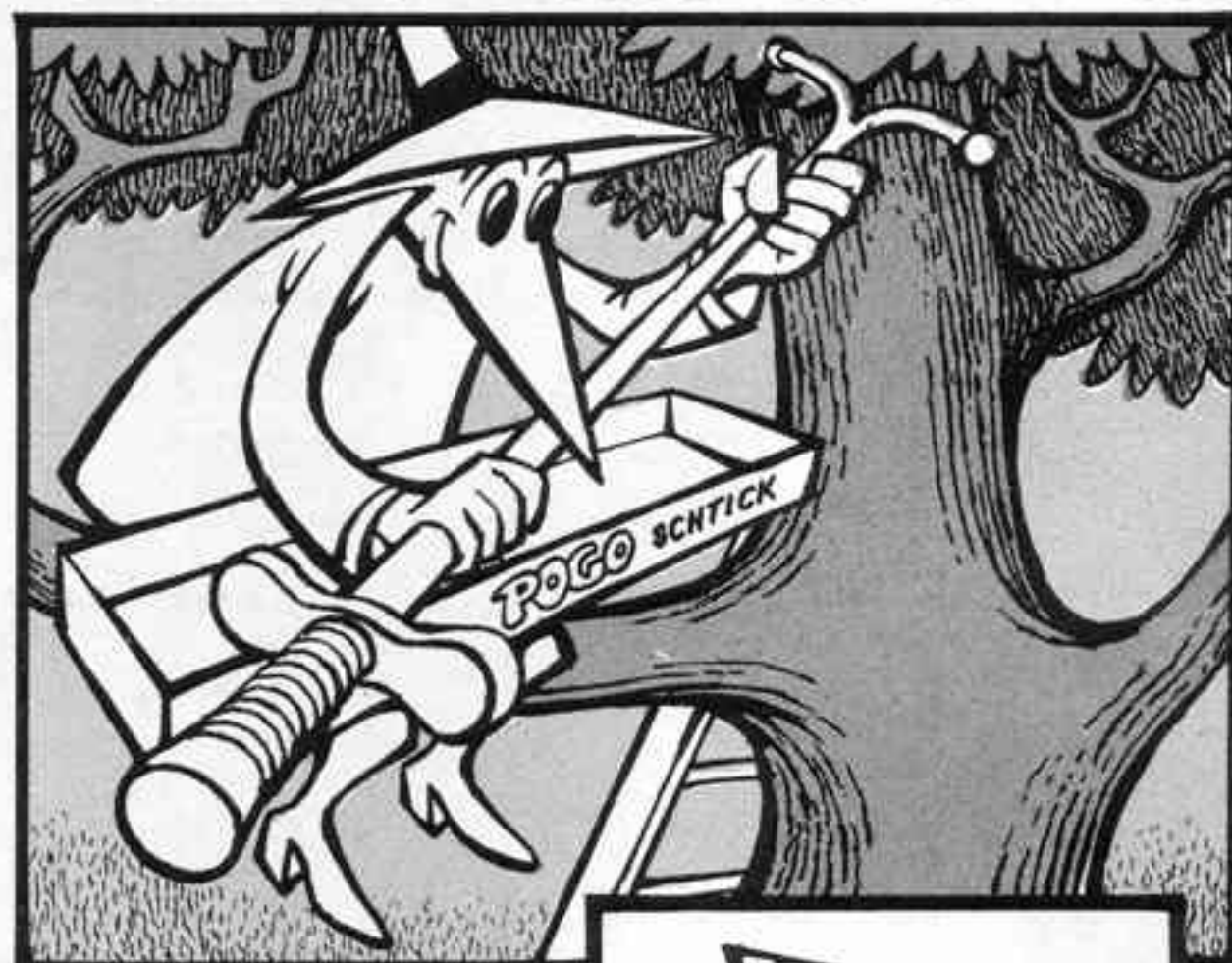
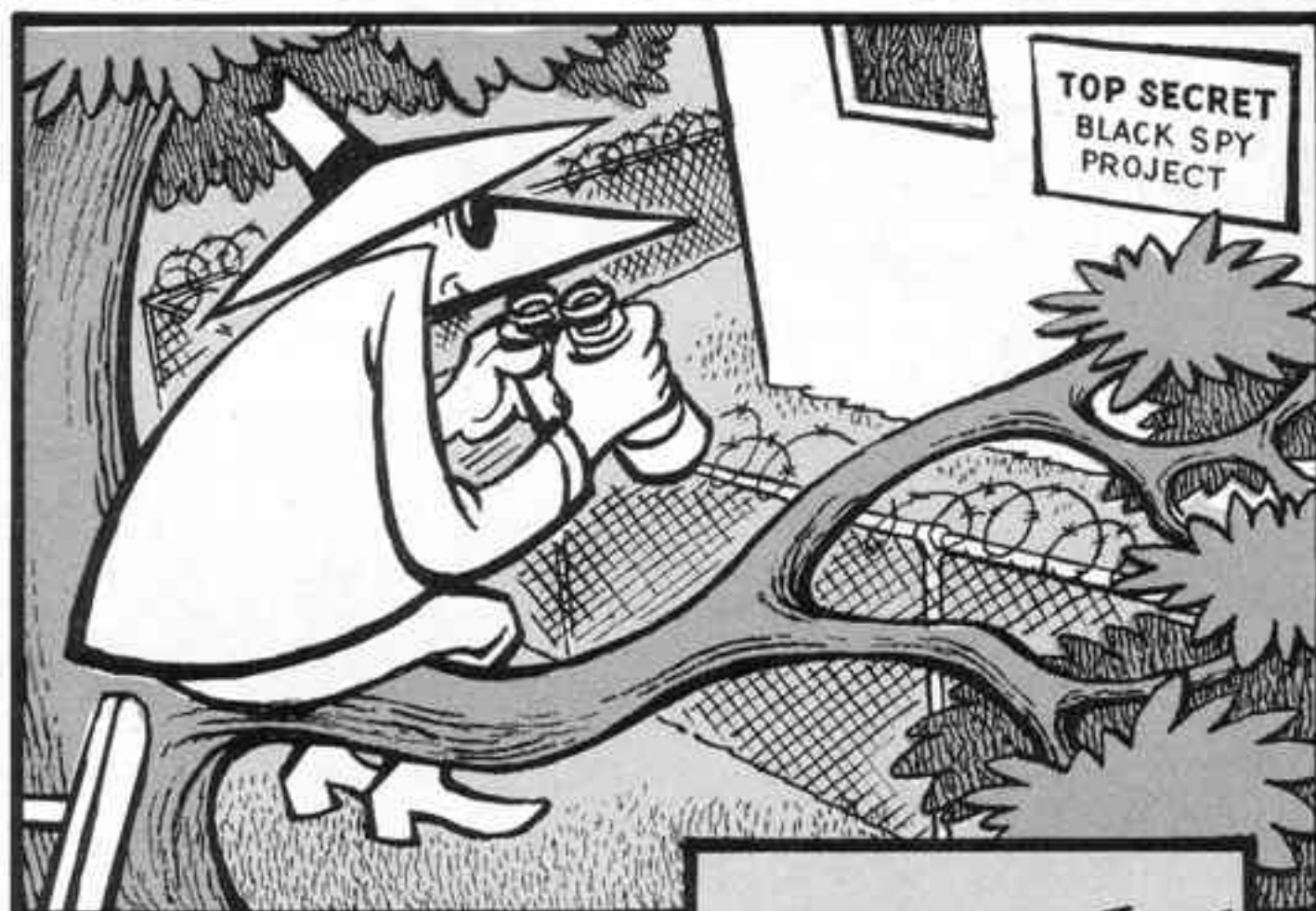
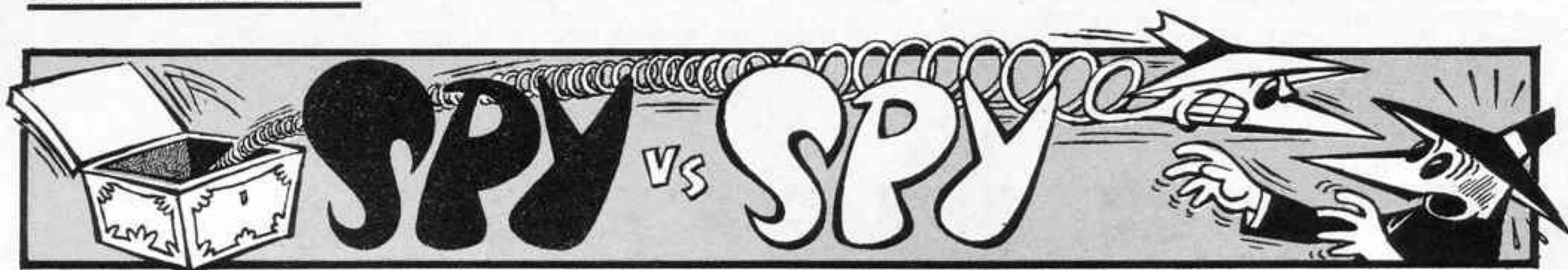
In the 90's he seems to be stuck on chapter eleven.



In the 80's people caught the entrepreneurial spirit and cleaned up.



In the 90's Ditto.



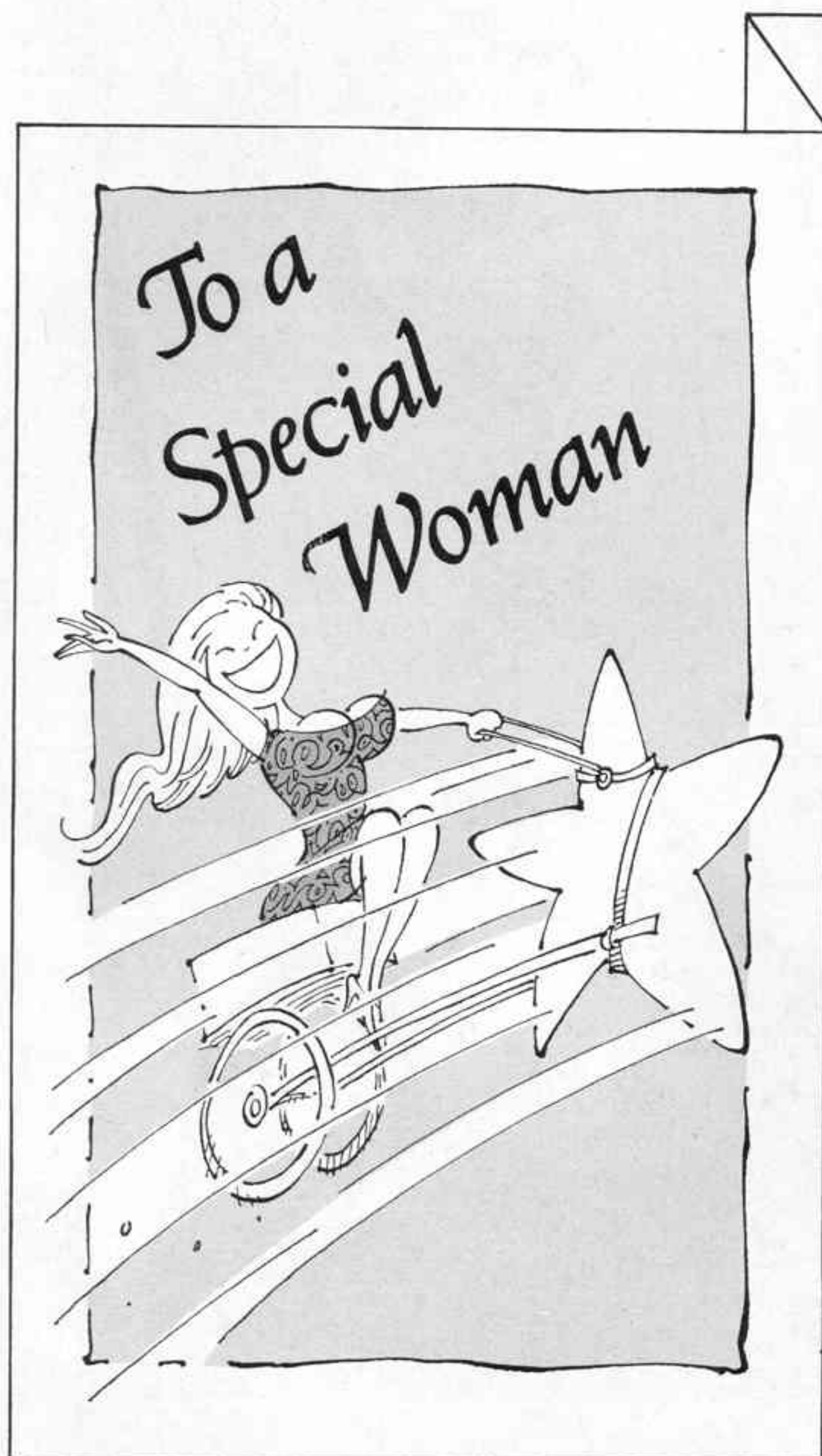
There are thousands of greeting cards to choose from these days. The problem is that none of them deal with the fast-changing world of the 1990s. But not to worry! MAD now points the backwards, dim and dunderheaded card companies in the right direction as we present...

Greeting Cards

that keep up with the times

ARTIST: PAUL COKER

WRITER: FRANK JACOBS



You only make it with the best,
Shrewd bimbo that you are,
And that is why you always hitch
Your wagon to a star,
The dude must be a VJP
With power and ambition,
Just like the last one that you hooked—
A married politician,
But now he's left you high and dry
And dashed your dreams of glory,
Don't fret—you'll make a bundle when
The tabloids buy your story.



What a Guy!



Your company could not survive
Your latest business blunder,
And so, last month, you bellied up
And let your firm go under;
Despite the loss you must have felt,
Despite the stress and strain,
That bonus that you gave yourself
Will surely ease the pain;
You walked away a millionaire
And didn't lose a buck;
Your firm's investors got wiped out,
But, hey, that's their tough luck!

With Joy In Our Hearts

We never thought you'd land that job
Last week when you applied;
The dozen other applicants
Were much more qualified;
Your résumé's a sorry joke;
You lack the needed skills;
You turn off all who meet you
With a morning breath that kills;
You really stood no chance at all,
Except, you lucky slob,
The others failed their urine test—
Congrats! You got the job!



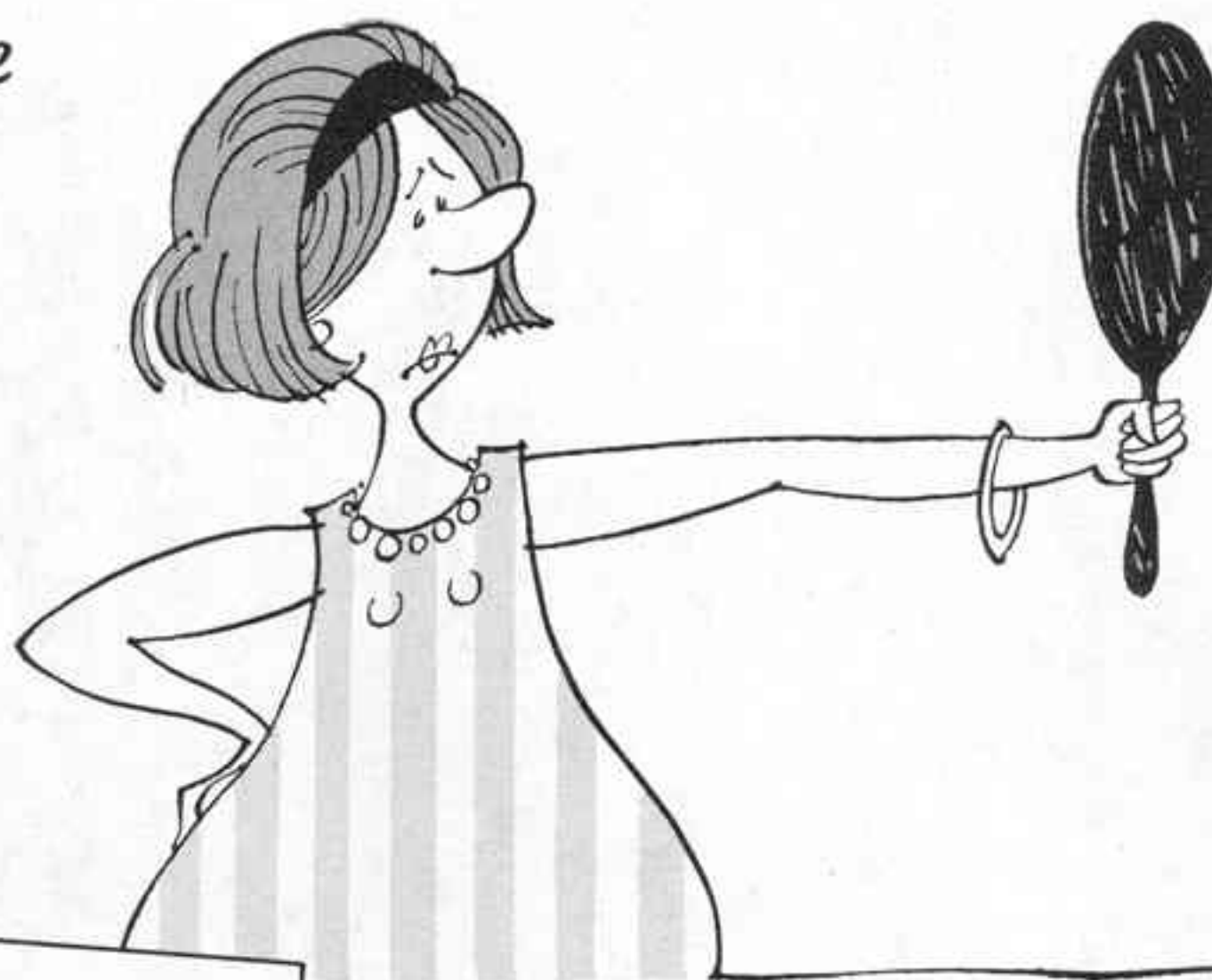
CONGRATULATIONS!

O college jock, you've made the grade
And earned your graduation;
You got through "Body Painting 3"
And "Rock Appreciation;"
You stuck it out despite those times
You found the going hard;
You'd know the pride we feel if you
Could only read this card.

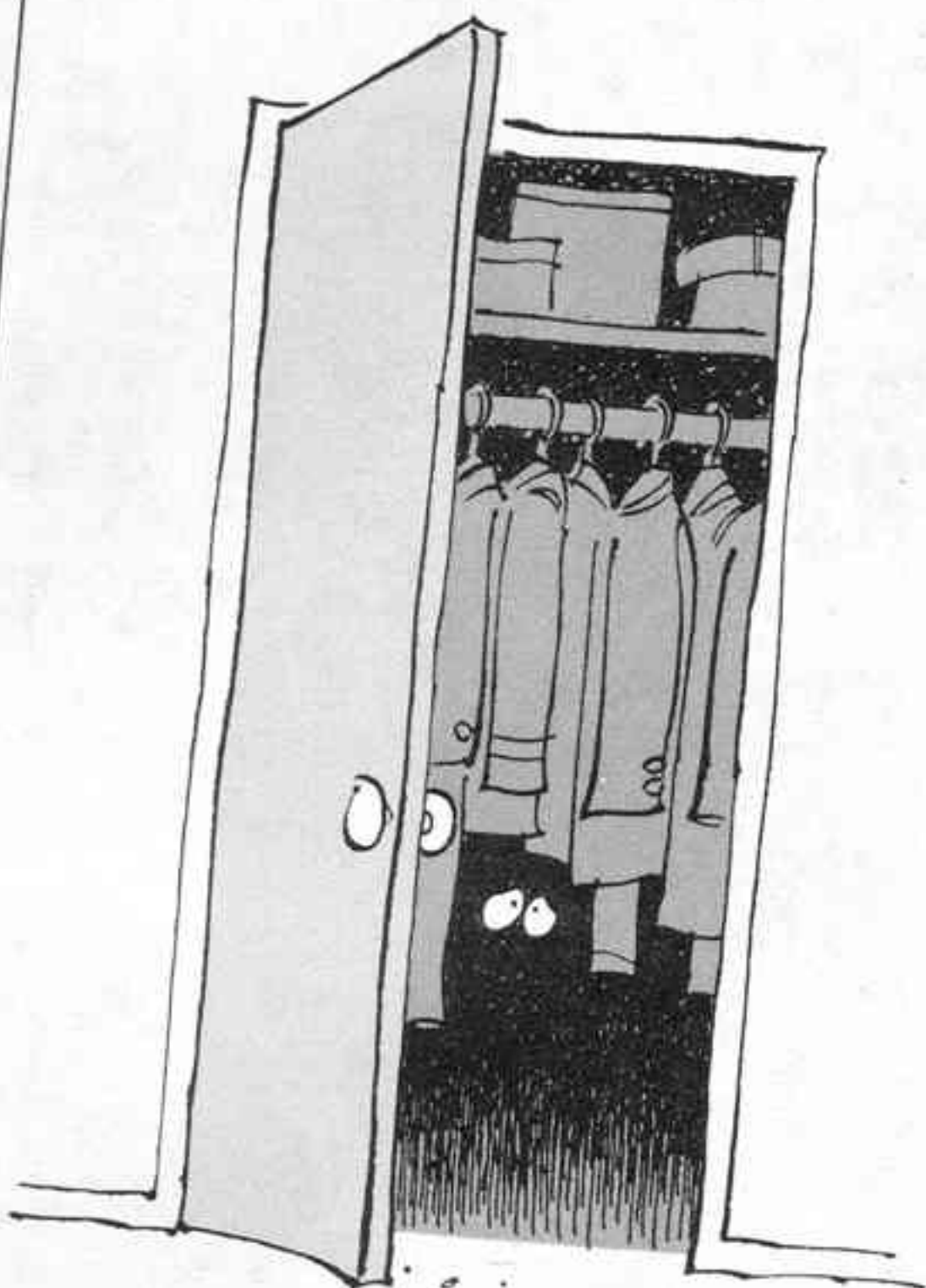


A Personal Message

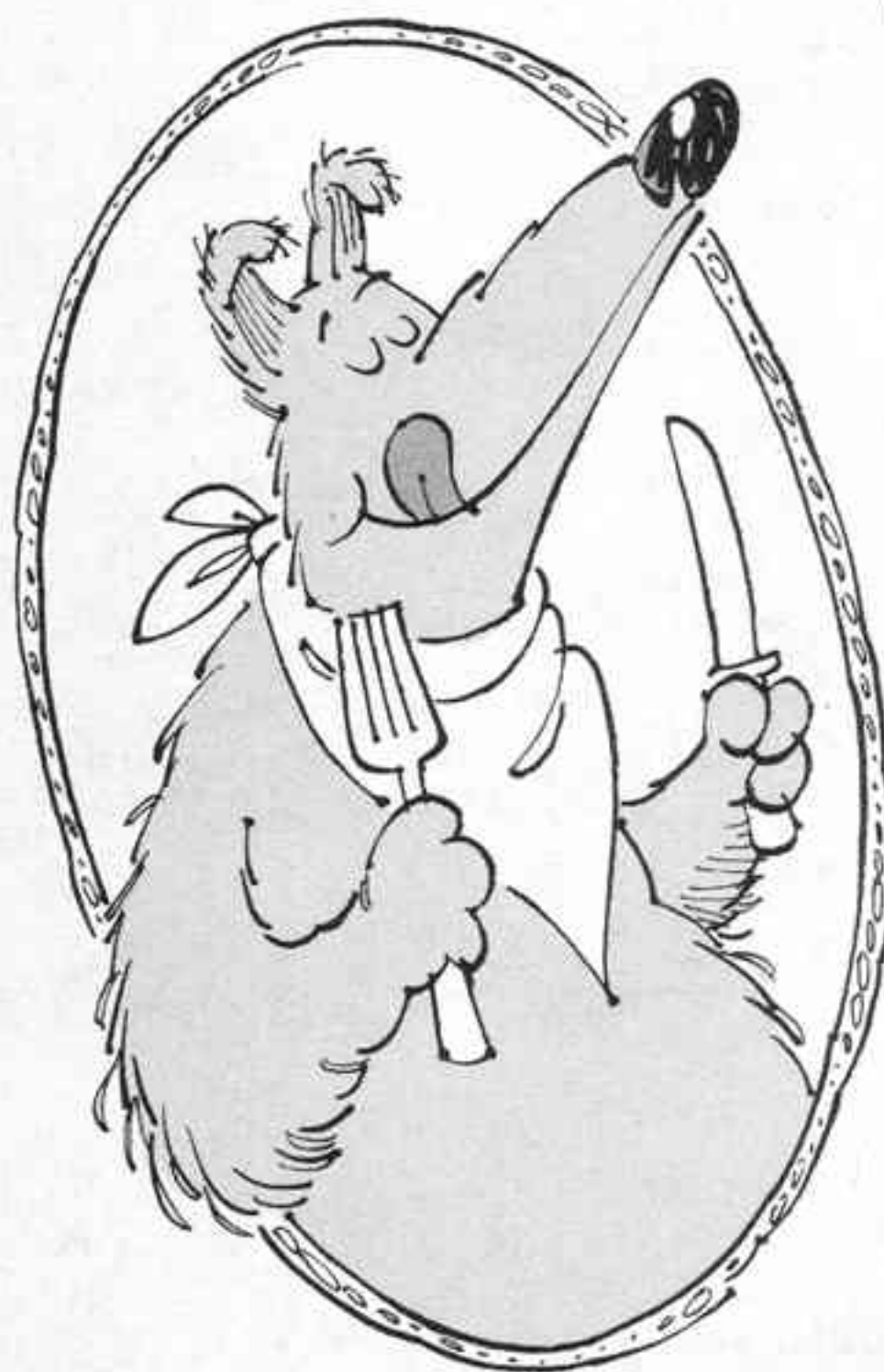
Your neighbor had a skin-peel—
Now she looks as if she's molting;
Another had a face-lift—
The results were quite revolting;
Your best friend had a fanny-tuck—
When sitting, she's lopsided;
Your cousin sued her doctor
When her implants subdivided;
So what if you're flat-chested
And your tummy's gone to pot?
You've seen the shape these folks are in,
So keep the one you've got!



In Deepest Sympathy



You tried to hide it from your fans;
You feared for your career;
But now it's in the open, guy,
The word's out, far and near;
That gay rag blew your cover
With a front-page exposé;
You're now a conversation piece
From New York to L.A.;
Yes, you've been outed, sad to say,
For all the world to see;
Remember that I'm still your friend,
So please, guy, don't out me!



Thinking Of You

While others struggle to survive,
You sail through ev'ry test;
You're "Mr. Lucky" to your friends;
You seem divinely blessed;
That is, until we heard today—
Oh, gee, oh, gosh, oh golly—
Your Mickey Mantle rookie card
Was chewed up by your collie.





WORDS OF WAR THAT YOUR LIFE'

ARTIST: JACK DAVIS





NING

S NOT GOING SO WELL

WRITER: MIKE SNIDER





HIDE 'N' CRITIQUE DEPT.

Ever wonder why you can't get a good deli sandwich in Sandusky, Ohio? Ever wonder what possessed America during the Vanilla Ice craze? Well, so do we! Meanwhile, we have to fill our magazine with *something*, so feast your eyes on...

MAD'S INS

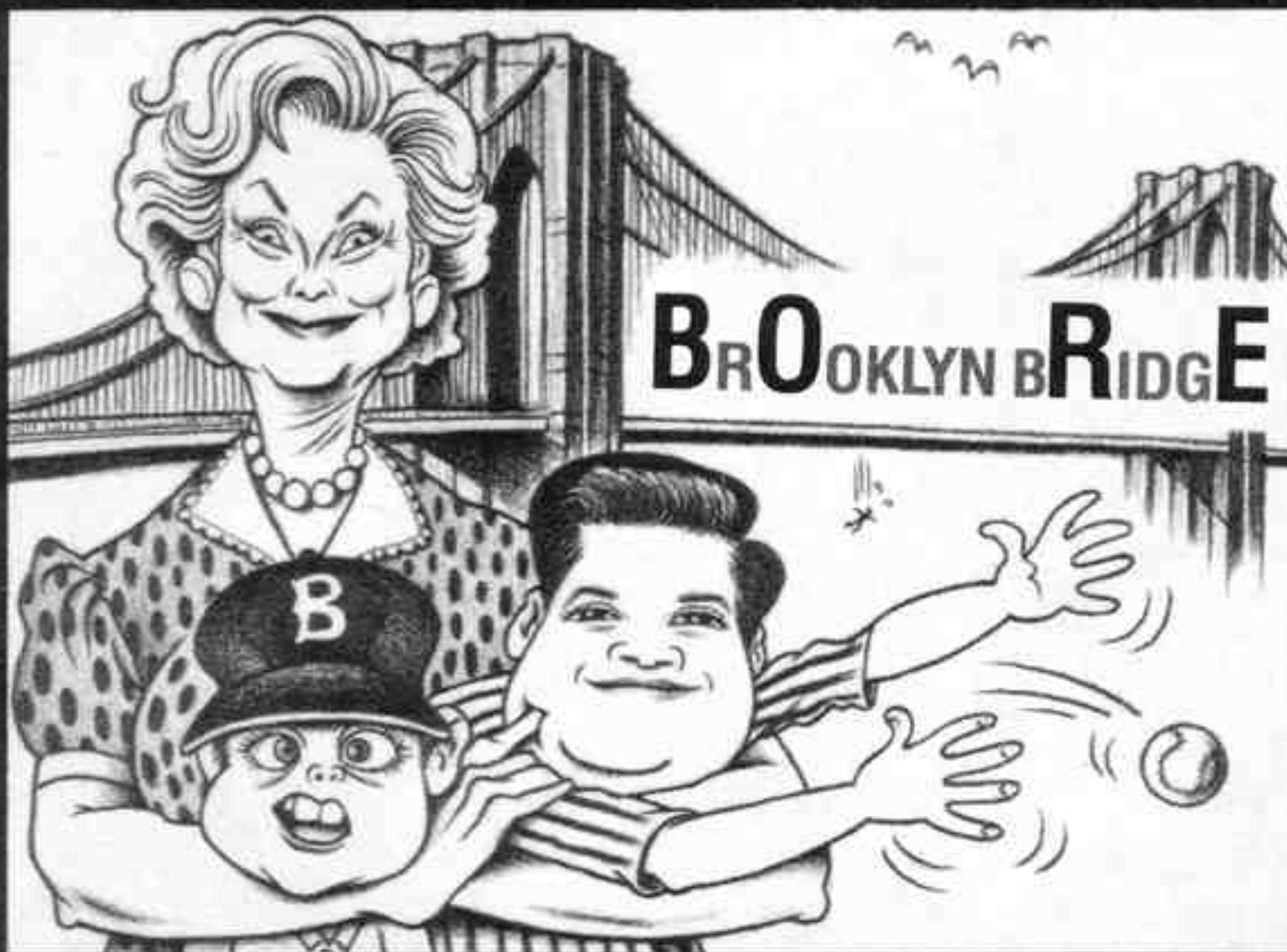


ARTIST: RICK TULKA

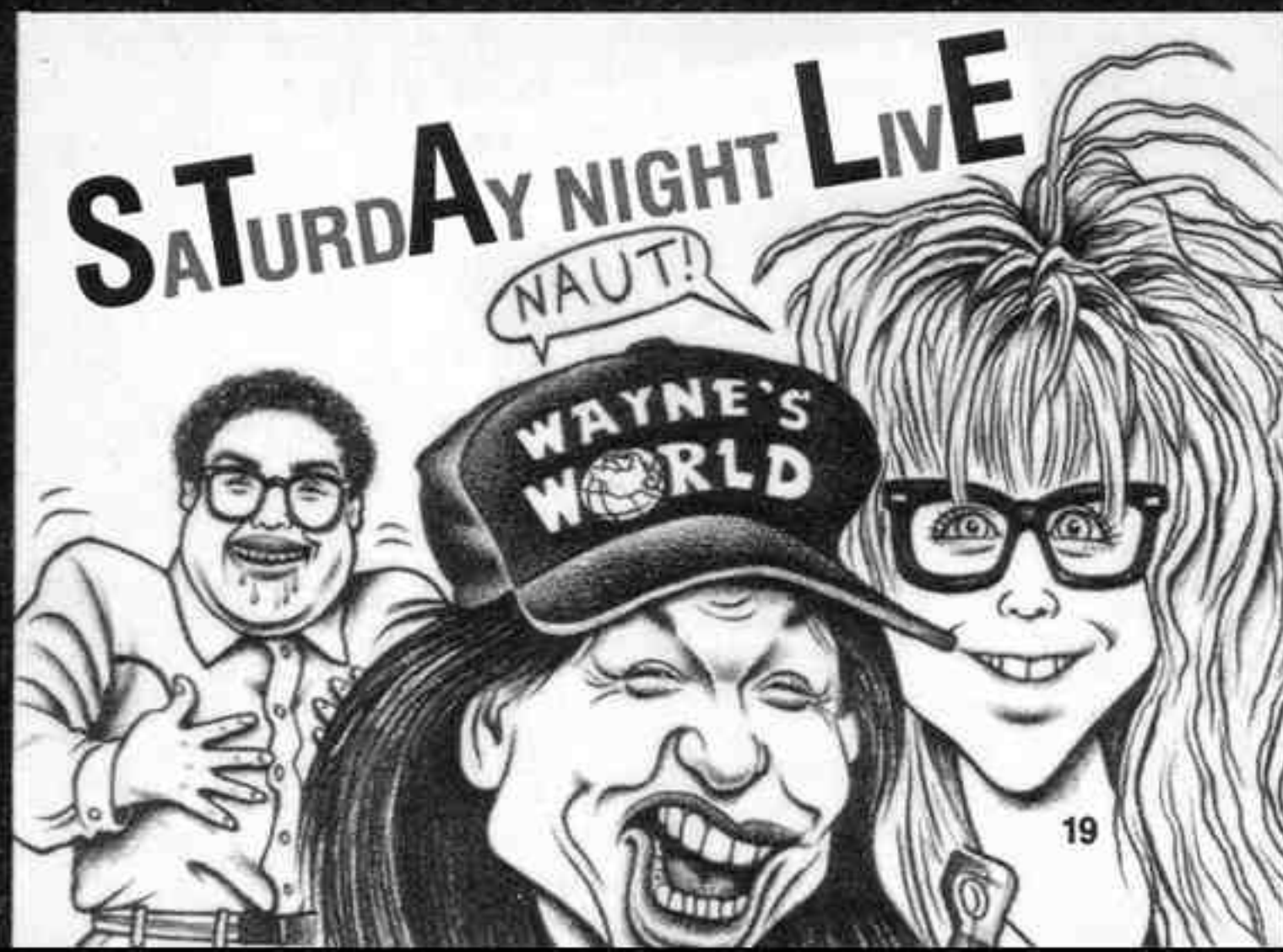




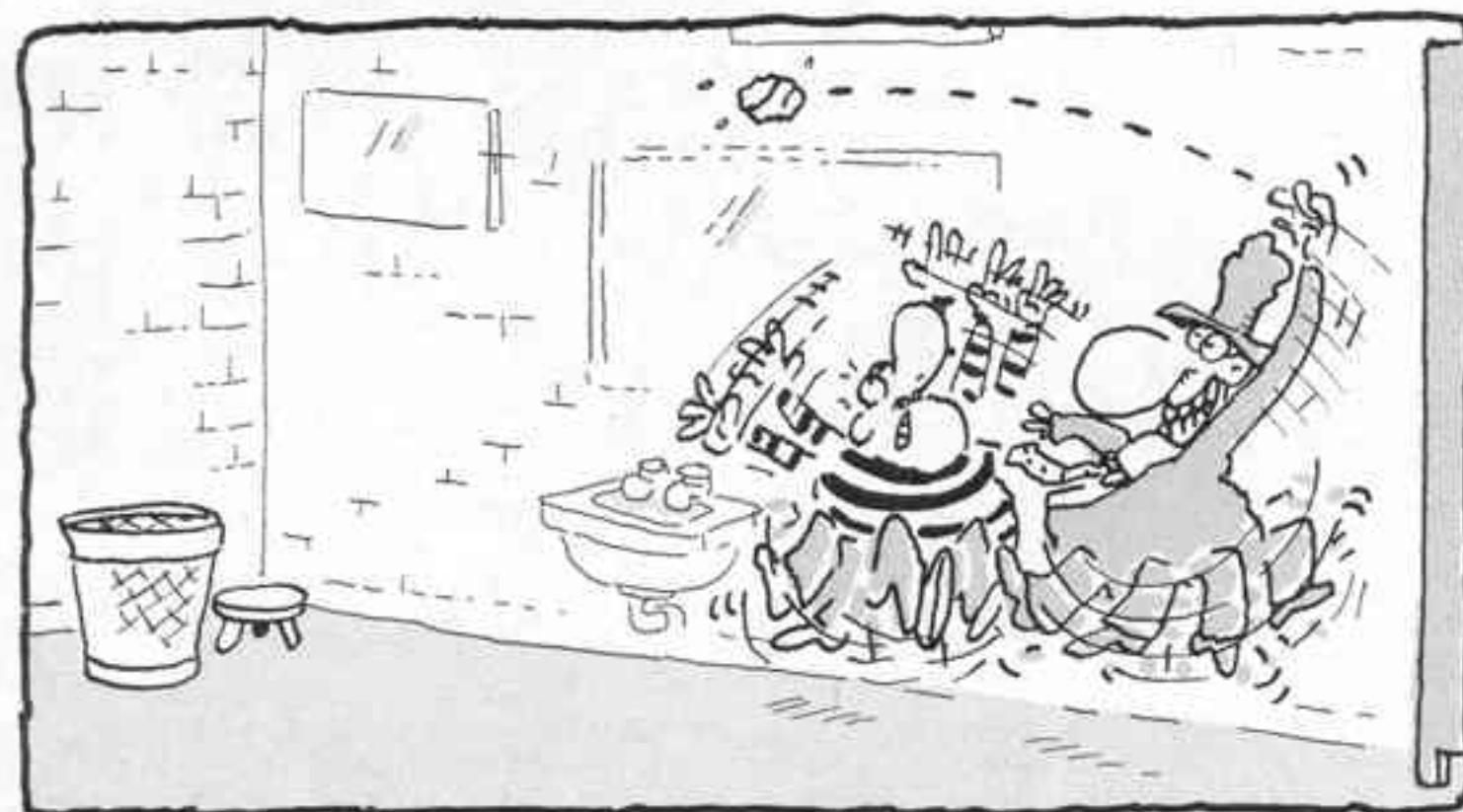
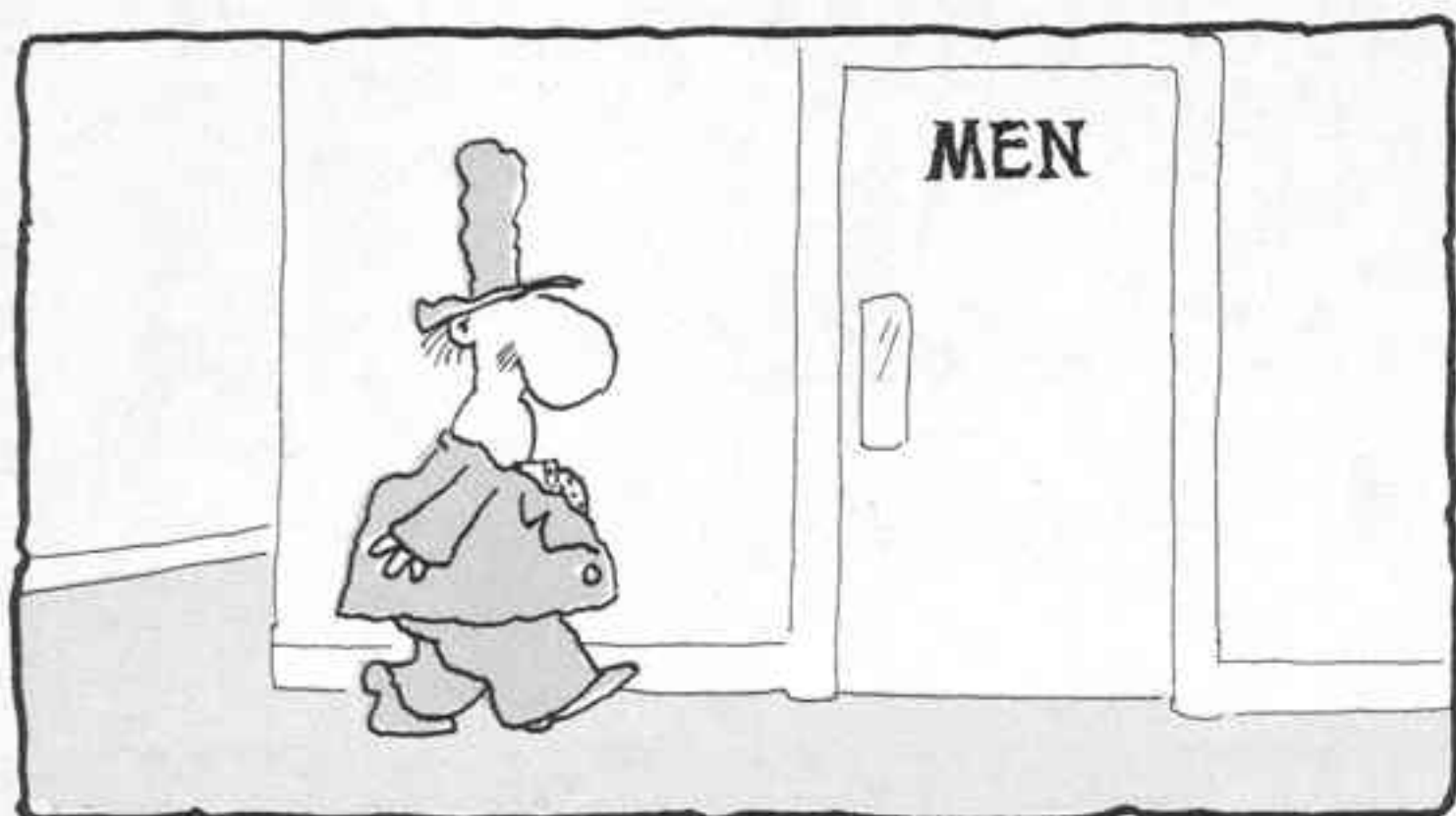
TANT TV REVIEWS



WRITER: RUSS COOPER

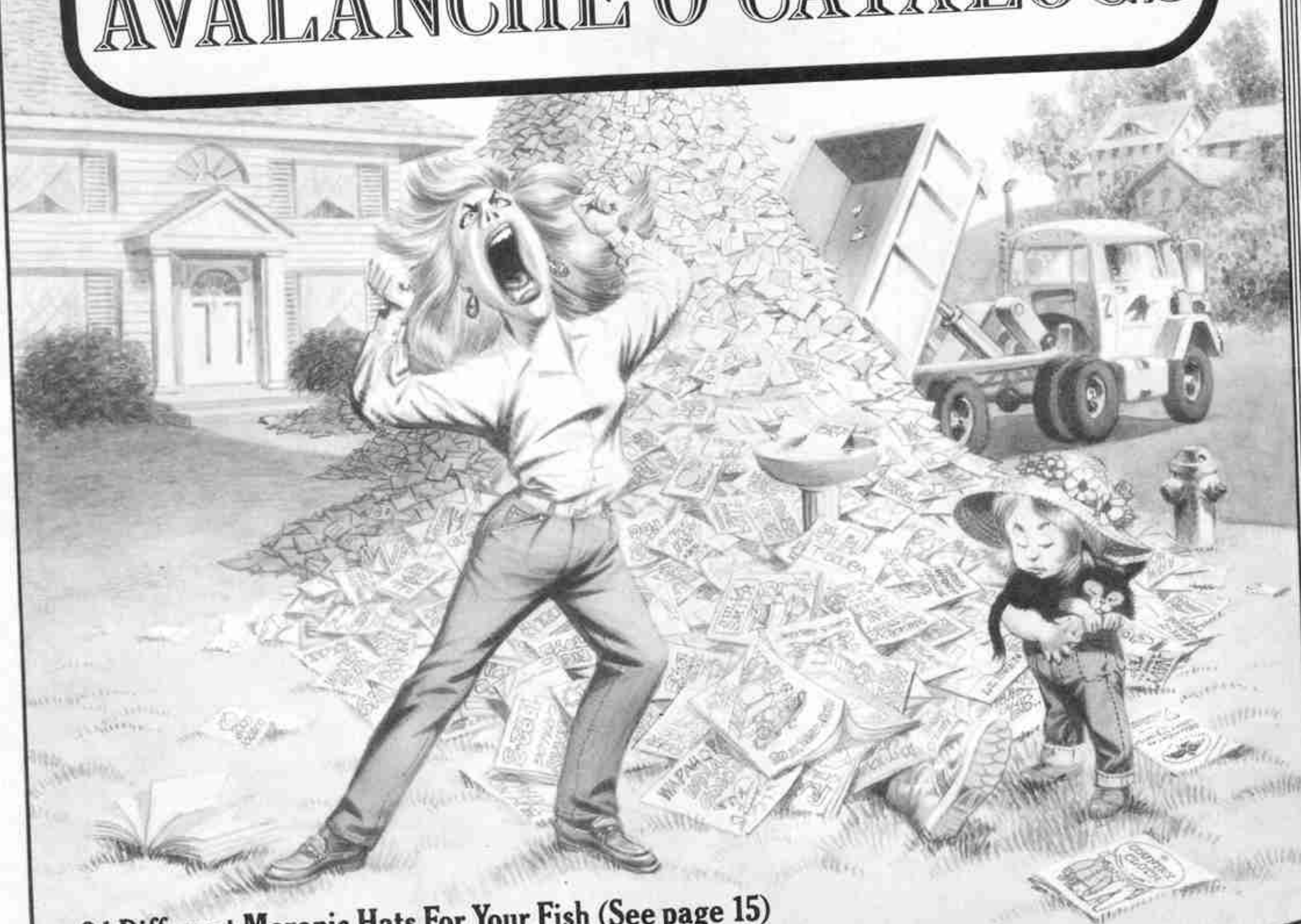


THE WACKY WASHROOM WHIZBANG



Mail-order shopping has become a 314 billion dollar a year business (we haven't actually researched that, but it's an amount we think sounds good!) Since that figure represents only a small percentage of what we annually lose on MAD subscriptions, we thought it wise to dip our biscuit in this cash bonanza gravy! So here now is the première edition of...

MAD'S AVALANCHE O' CATALOGS



84 Different Moronic Hats For Your Fish (See page 15)
New! Catalog of Far East Products with
"Made in USA" Labels Pasted on Them, page 97
Flammable Cookware From
Ye Old Dead Farmer, page 200

LAST CHANCE!

To order
from this
catalog
before we
send you
another one!



THE GOOSE-FILLED COMFORTER CO.

This unique catalog features the latest in bed linens—100% cotton oversize comforters stuffed with LIVE geese! Much warmer than goose feathers alone! As long as the geese sleep, you will too! Kids love 'em—so do cats! Full selection of throw pillows stuffed with living crows also available. **Catalog \$18.**

Circle No. 826



TUXEDO IN A CAN

For over 13 years, America's foremost makers of vacuum-packed formal wear for that dress-up emergency! Store in your clothes closet or on your kitchen shelf next to the greenbeans! No refrigeration needed! Over two dozen styles and accessories, including freeze-dried cummerbunds. Long favored by backpackers and lighthouse keepers. Now in lead-free cans! **Catalog \$68.**

Circle No. 092



PET CLERGY SUPPLIES

PRAISE DOG! The St. Fido's catalog is the #1 source for multi-denominational pet accessories. They have it all: clerical flea collars, feline nun's habits, pulpits for fish, Bishop's miters in reptile sizes. Turn your pet's play time into pray time! **Catalog \$15.**

Circle No. 698

VICTORIA'S REALLY REALLY SECRET



VICTORIA'S REALLY REALLY SECRET

Lingerie, lacy nightgowns and other racy fashions too risqué for even Victoria to show! That's why every embarrassed model in this 112-page catalog is pictured hiding behind sofas, under box springs or inside clothing hampers! Special men's underwear section shows male models hiding in ditches and behind cactus. **Catalog \$32.**

Circle No. 245



SIR BENJAMIN'S MUSICAL PEGLEGS

Since 1895 the descendants of Sir Benjamin Bartholomew have painstakingly crafted by hand each of these charming, tuneful artificial limbs. They haven't sold a single one...so this catalog is filled with BIG discounts! This year's new musical selections include *Forever Your Girl*, *The Theme From 'Cheers'* and *The Liverpool Oratorio*. New conversion kit allows creation of musical fireplace logs. **Color catalog \$36.**

Circle No. 382



RIPOFFS 'R' US

Hard-to-find stolen goods at discount prices! Pages and pages of illegally obtained audio equipment, computers, fine jewelry, even cars! Odds are this burglar's den of merchandise was once YOUR merchandise, so you know they have the models and styles you're looking for! **Fully illustrated catalog \$16.**

Circle No. 738



THE SHARPTON IMAGE

Complete accessories catalog for anyone wishing to emulate the controversial New York blowhard activist. Suits and jogging outfits in "extra Husky" sizes, moussed pompadour wigs, large, gag disco medallions, more! **Full color catalog \$34.**

Circle No. 485



FREDERICK'S OF SANDUSKY

Not to be confused with Frederick's of Hollywood! **Fredericks of Sandusky** will only sell fashions to men (and women) named Fred! There's absolutely no reason for this policy, it's just a peculiarity on the part of the owner, Bert Zacky. During January and February he will reluctantly sell to Teds and Eds, but only at 20% more than listed prices. **Catalog \$26.**

Circle No. 556



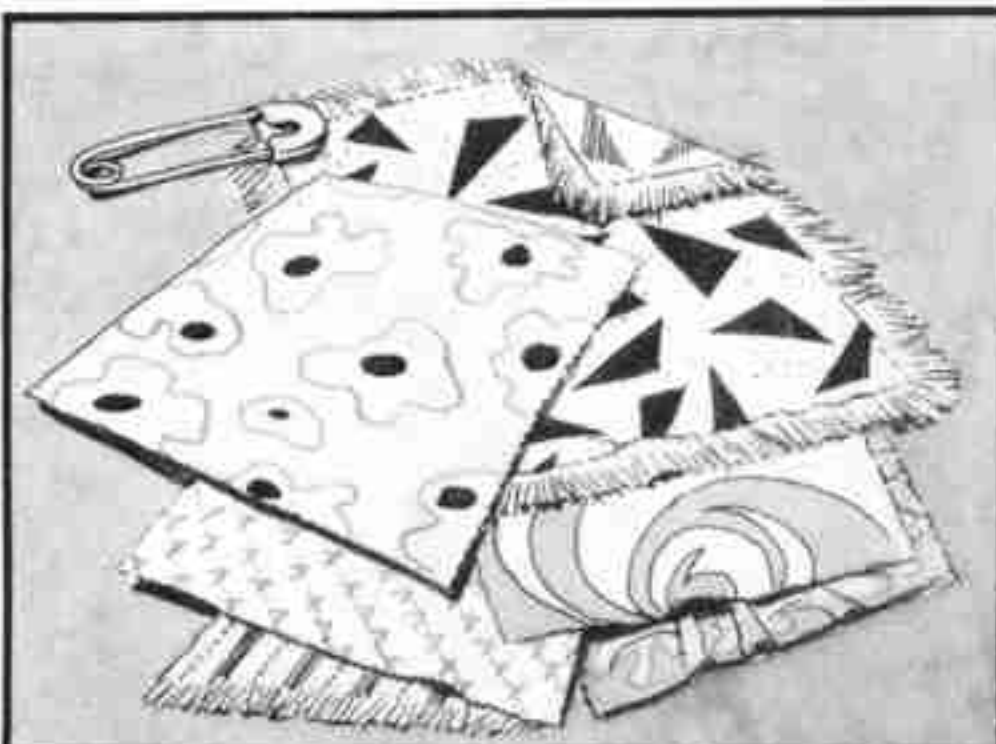
POTTERY MADE BY CHIMPANZEES

Monkeyware Ltd. has settled its differences with the Humane Society and is back! You'll go ape for this all-new collection of misshapen vases, warped salad bowls, lopsided mugs and other deformed pottery! Sorry, glass blown by gorillas no longer available. **Catalog printed by orangutans \$84. Circle No. 318**



TRANSVESTITE SCUBA SUPPLIES

As seen on Donahue! Dainty wetsuits, masks, air tanks and flippers for the underwater cross-dresser. Also, stylish matching rubber pumps for when you surface! Deep sea diving has never been so effeminate! **Full color, giant-sized catalog \$16. Circle No. 918**



USELESS MINIATURE SCARVES

These handcrafted gems are factory inspected to insure they will not go around even the smallest neck! Bland and/or tasteless patterns guarantee they have no decorative value and make poor conversation pieces. 100% synthetic itchy fabric is not strong enough to withstand use as handkerchief. Millions of these are given as Christmas gifts every year! **Useless catalog \$29. Circle No. 837**



THE CATALOG CATALOG

Here are hundreds more catalogs you can send us money for (after you send us money for this catalog, that is)! IT'S ALL HERE! **The Lard's End Catalog, Infant Juggling Supplies, Jello Mail, George Wendt Products, Handcarved Hams, Exploding Office Supplies, Poorly Drawn Owls and much more!** A bonanza for the helpless catalog junkie! **Catalog \$267. Circle No. 827**



SAWDUST SHEP OF OMAHA'S UNINSPECTED BEEF BY MAIL!

Loin! Shoulder! Flank! Why let Uncle Sam meddle with your meat? Public Health inspectors will never see the inside of his slaughterhouse—that's the **Sawdust Shep** guarantee! You save on every cut because the overhead associated with maintaining sanitary conditions and healthy livestock is virtually eliminated! Save on shipping, too, as Shep does not use insulated or refrigerated containers and sends all orders 4th class! An eating sensation you won't believe! **Illustrated catalog \$17. Circle No. 310**



CAPTAIN SCUDDY'S INCORRECT MAPS AND GLOBES

Not a gag! These are authentic imitations of the actual maps and navigational charts that kept the legendary Captain Scuddy lost at sea for 17½ years. Plot a direct course from England to France that takes you through Bolivia, Chad and Fargo, North Dakota! Over 100 maps to choose from. Also available: outdated bus and train schedules from 61 countries, erroneous airline seating diagrams and official Captain Scuddy sailor hats. **Official Scudman's catalog \$8. Circle No. 536**

COUPON

Circle the number of the catalogs you want

459 \$35.00	857 \$88.00	222 \$156.00
098 \$92.00	557 \$73.00	765 \$122.00
748 \$85.00	447 \$83.00	038 \$213.00
574 \$88.00	338 \$95.00	117 \$321.00
685 \$90.00	726 \$24.00	135 \$466.00
676 \$39.00	829 \$55.00	736 \$516.00

Total for catalogs	\$ _____
Service & handling	\$ 3.00
Shipping	\$ 4.50
Extra fee we hope you don't notice	\$ 7.00
Total enclosed	\$ _____

Name _____
Address _____
City _____
State _____ Zip _____

☐ Check box if your finger is enclosed for 10% discount.

AVALANCHE O'CATALOGS
502 Fine Print St.,
Nonexistent, Alaska 00000

MAD'S MIX 'N' MATCH DONAHUE/OPRAH/GERALDO MAURY/SALLY JESSY/JANE GUEST & TOPIC GENERATOR



How To Use This Handy Tool: Rent a TV Studio. Fill it with housewives and out of work brick-layers. Select one item from each column below and waste an hour talking about it ad nauseam!

Psychotic
Transient
Obese
Flatulent
Handicapped
Obsessed
College bound
Satan worshipping
Unwed
Foreign
Wealthy
Promiscuous

welfare frauds
homosexuals
welfare mothers
former cops
crossing guards
librarians
transvestites
athletes
mental patients
politicians
bigamists
alcoholics

who eat their young
with pacemakers
who can't swim
with reading problems
who date their sisters
on the make
with mother complexes
who drool
on crack
who were orphaned at birth
with terrible pasts
who can't work their VCRs



WORDS TO GLIB BY DEPT.

Parents, teachers and other authority figures have a miraculous gift for shutting off any topic of conversation they don't wish to pursue. They just come out of left field with some obscure, presumably wise old saying

MAD PROVERBS GUARANTEE

ARTIST: AL JAFFEE

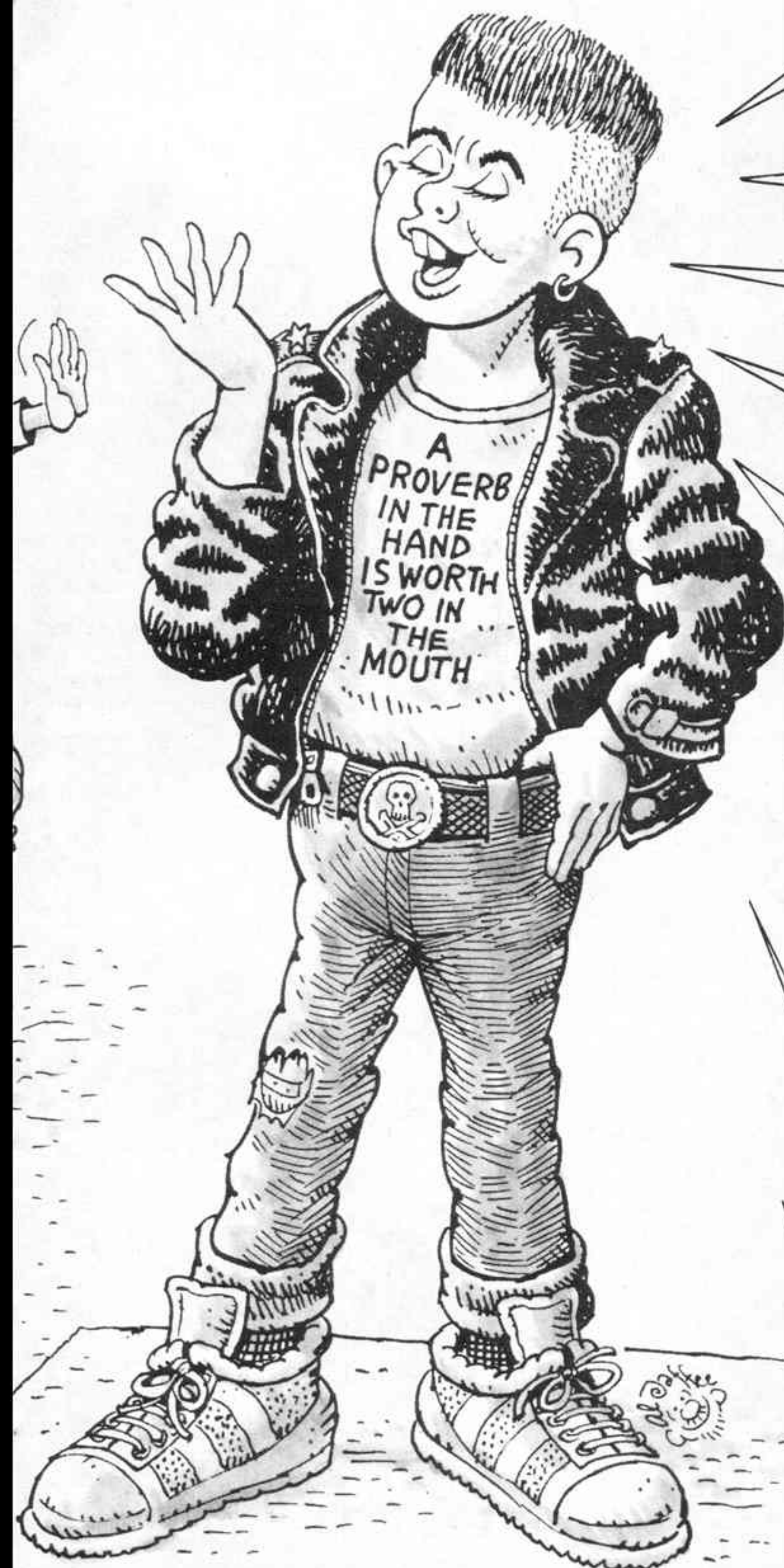


or axiom which you don't understand. But now you can have the power to silence THEIR boring, insipid and unwanted talk, simply by memorizing this nifty collection of deeply philosophical, but absolutely meaningless...



D TO LEAVE 'EM SPEECHLESS

WRITER: TOM KOCH



You can't ride a wet horse to Germany!

Only a fool leaves his laundry with a red-headed woman!

You can't tell a Canadian by the color of his underwear!

There is more kindness in one smile than in five pounds of beef liver!

Never accuse a pygmy of being short until you have walked a mile in his moccasins!

If you scratch a Conservative, does he not stop itching?

Merely hoping the world is flat won't help you fall off it!

No one will ever know you've dug a hole if you leave the dirt in it!

If it can't be done, stop doing it!

A good woman is like a stucco bird cage—rough on the outside, but heavy!

Why trade damp firewood for the love of a bearded butcher?

Life is like a can of pears, only more oblong!

If a chicken is happy in the barnyard, why teach it to sell real estate?

POKER



BERG'S-EYE VIEW DEPT.

THE LIGHTS

EDUCATION

Please take me to Little Charlie's restaurant on Kenmare Street! I just got my PhD and I'm meeting some friends to celebrate!

Congratulations! It's a day you'll always remember, getting your degree, bracing yourself to face the world and conquer it!

I felt the same way the day I got my PhD!



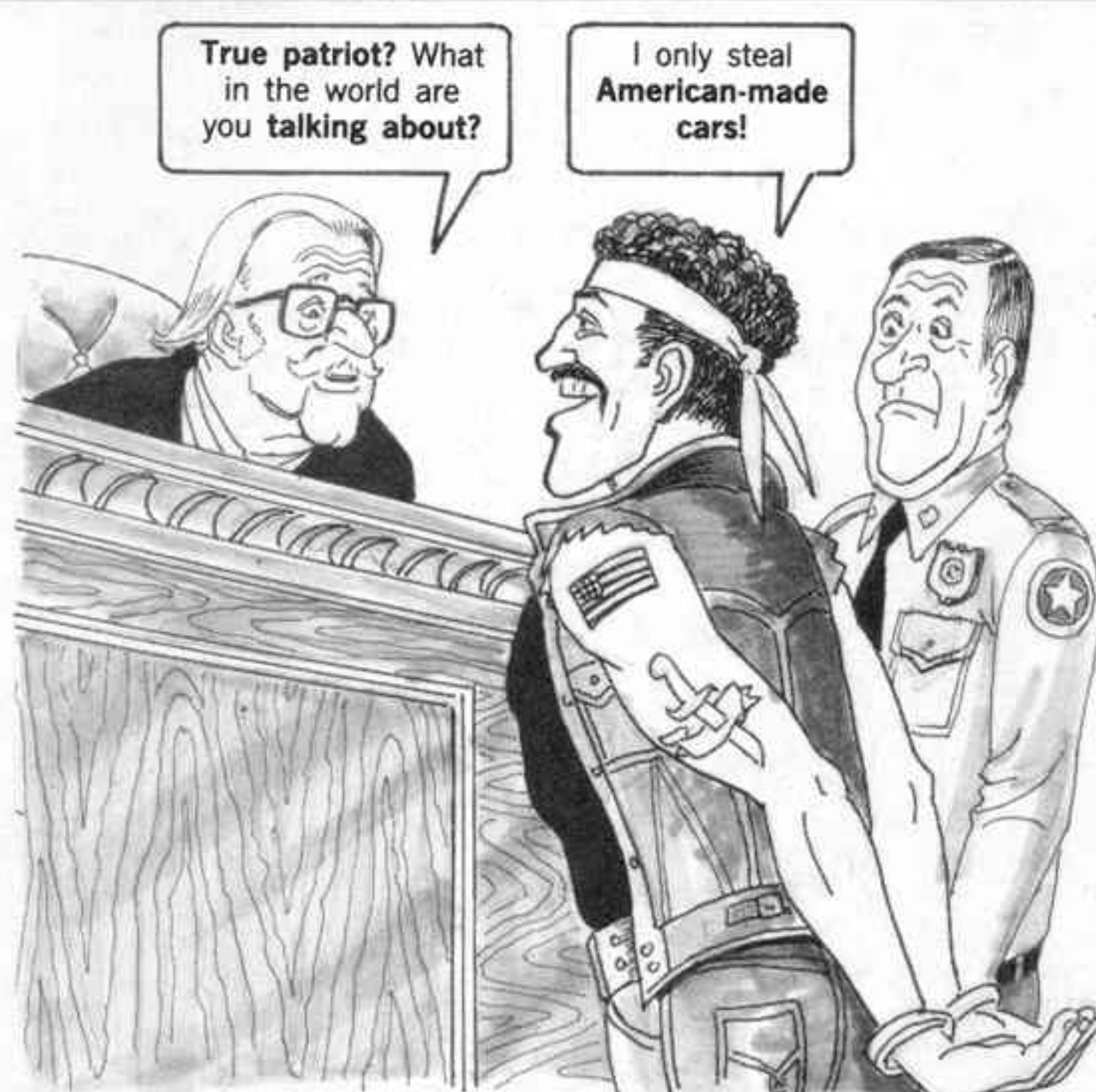
ASSISTANCE



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

JUSTICE



HUNTING



SCHOOL



MESSAGES



TIME PASSAGES



PREDICTIONS



RATIONALIZATION



DRINKING



LANGUAGE



THE OFFICE



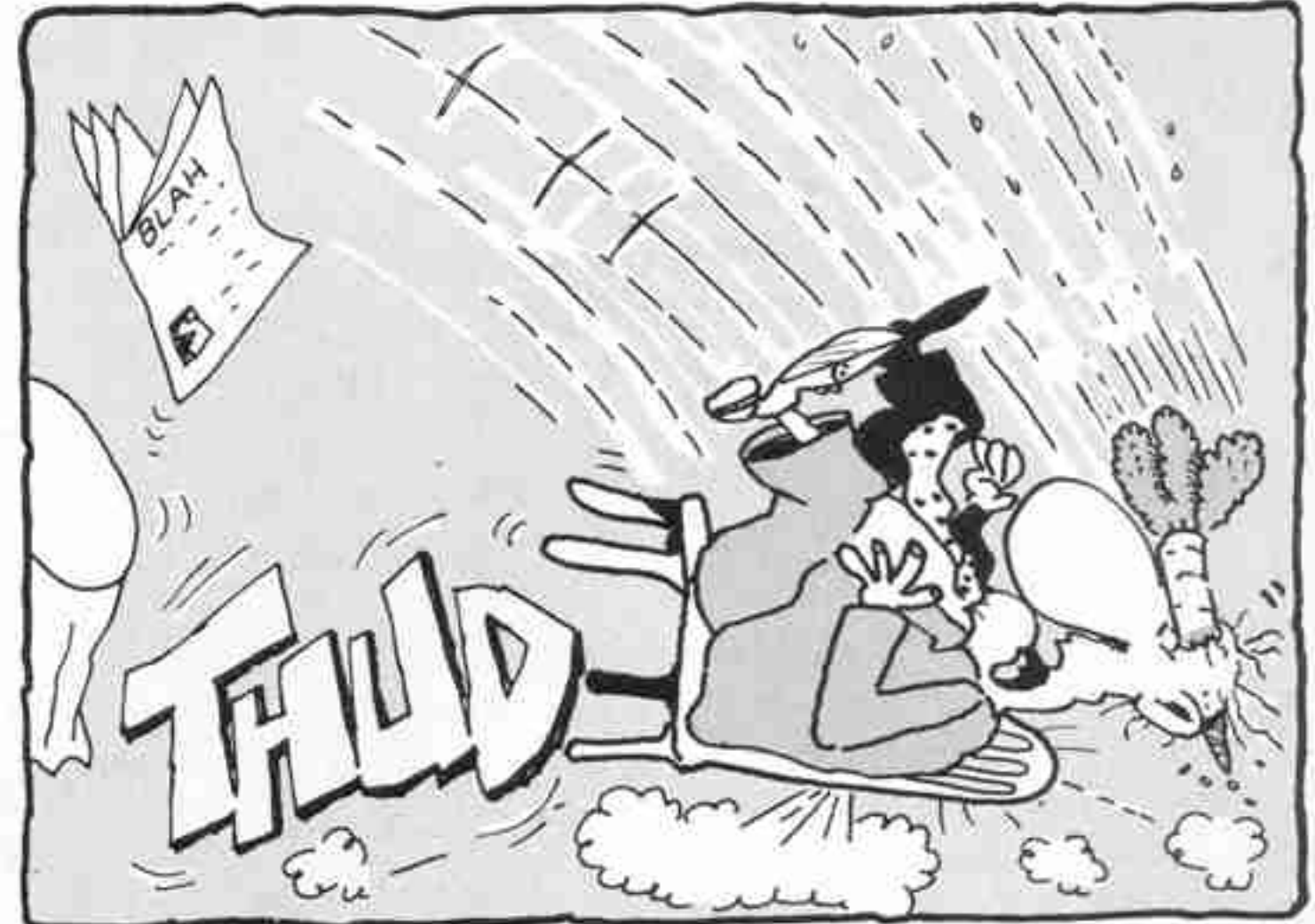
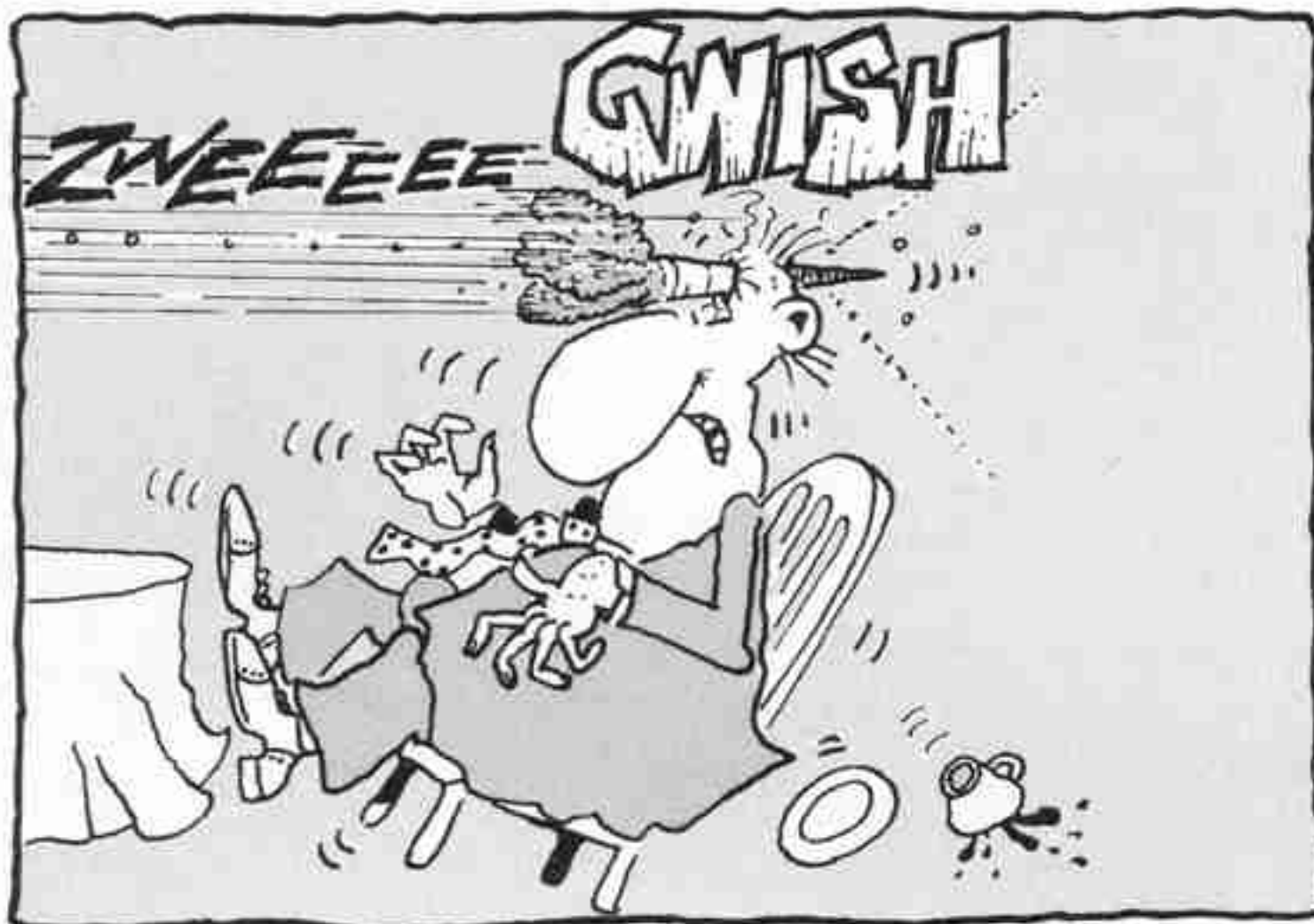
SURVEYS



DOCTORS



THE VOLATILE VEGETABLE VIGNETTE



As we astutely pointed out in a previous issue, Customer Satisfaction Surveys are the new marketing ploy being used by many companies to give their customers the illusion that they really care about them and aren't just money-grubbing capitalists (Hoo-Hah!) Actually, taking

MORE

CUSTOMER SATISFACTION

ARTIST: HARRY NORTH

FROM TELEMARKETERS

We understand you received a call from one of our company representatives yesterday. To make sure we provide everyone with top quality service, we've created this questionnaire. When you return it, please include \$3.00 for postage and handling, and allow 4-6 weeks for delivery.

- | | YES | NO |
|---|--------------------------|--------------------------|
| 1) Was our telephone call intrusive enough? | ☐ | ☐ |
| 2) Were the details of our sales pitch vague enough so you weren't sure what the product cost, how you would get it, or even what it was? | ☐ | ☐ |
| 3) Were we able to keep you on the phone for at least 20 minutes, after you tried to politely say no and get off? | ☐ | ☐ |
| 4) Were we successful in making you late for an appointment, miss your favorite TV show, or get you completely out of the mood for that hot romantic evening you were planning? | ☐ | ☐ |
| 5) Did our caller adequately insult your intelligence by pretending the sales script they were reading was a spontaneous, real conversation? | ☐ | ☐ |

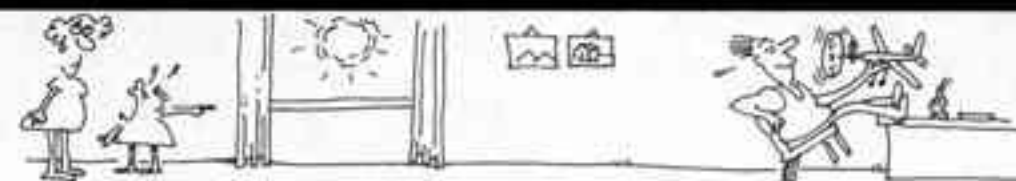


FROM YOUR PARENTS

My, how time flies! It seems only yesterday we were bringing you home from the hospital, and now you're old enough to be filling out one of these. You can do it anytime you want, say in between cleaning up your room and taking out the garbage. And don't worry about being honest—no matter what you say, you'll always be our baby!

- | | YES | NO |
|--|--------------------------|--------------------------|
| 1) Have we found enough different ways to thoroughly embarrass you when you're with your friends? | ☐ | ☐ |
| 2) Do the rules governing your behavior (such as curfews, choice of friends, and what movies you can see) stifle and restrict you enough? | ☐ | ☐ |
| 3) Can you count on us to always be ready with annoying clichés like "When I was your age, we <u>really</u> had it tough", or "Just wait until <u>you</u> have kids!"? | ☐ | ☐ |
| 4) Are we showing enough disregard for what you want to do with your life when we respond to your dreams of being a musician by telling you to become an accountant so "you'll always have something to fall back on"? | ☐ | ☐ |
| 5) How do we compare with other parents in constantly reminding you that you're wasting the best years of your life? | | |





a survey isn't a bad idea. We just wish that others besides money-grubbing capitalist swine corporations used this technique and that the questions they asked reflected their true feelings. Confused? You won't be once you read the probing questions in our follow-up article called ...

CTION SURVEYS we'd really like to see

WRITER: CARY PEPPER

FROM POLLUTING CORPORATIONS

We care about our planet. We care about our customers. We care about our image. So please answer the following questions to let us know what things you care about. Because this makes us look good. That means more business, and above all, we care about our profits!

YES NO

- 1) When there is an environmental disaster, are we sufficiently adept at evading all blame and responsibility for cleaning up after ourselves? ☐ ☐
- 2) Are we doing a good job of threatening your community's well-being by calling for more scientific studies of chemicals and waste products that have already been proven to be toxic? ☐ ☐
- 3) When you write to us expressing your concern, do our bland form letters sound like we really care about what you think? ☐ ☐
- 4) Are our expensive, manipulative media campaigns to make us look good sufficiently misleading? ☐ ☐
- 5) Is there an opportunity to cause more damage through ignoring regulations or careless handling of pollutants that we've missed? Please be specific. ☐ ☐



FROM YOUR TEACHER

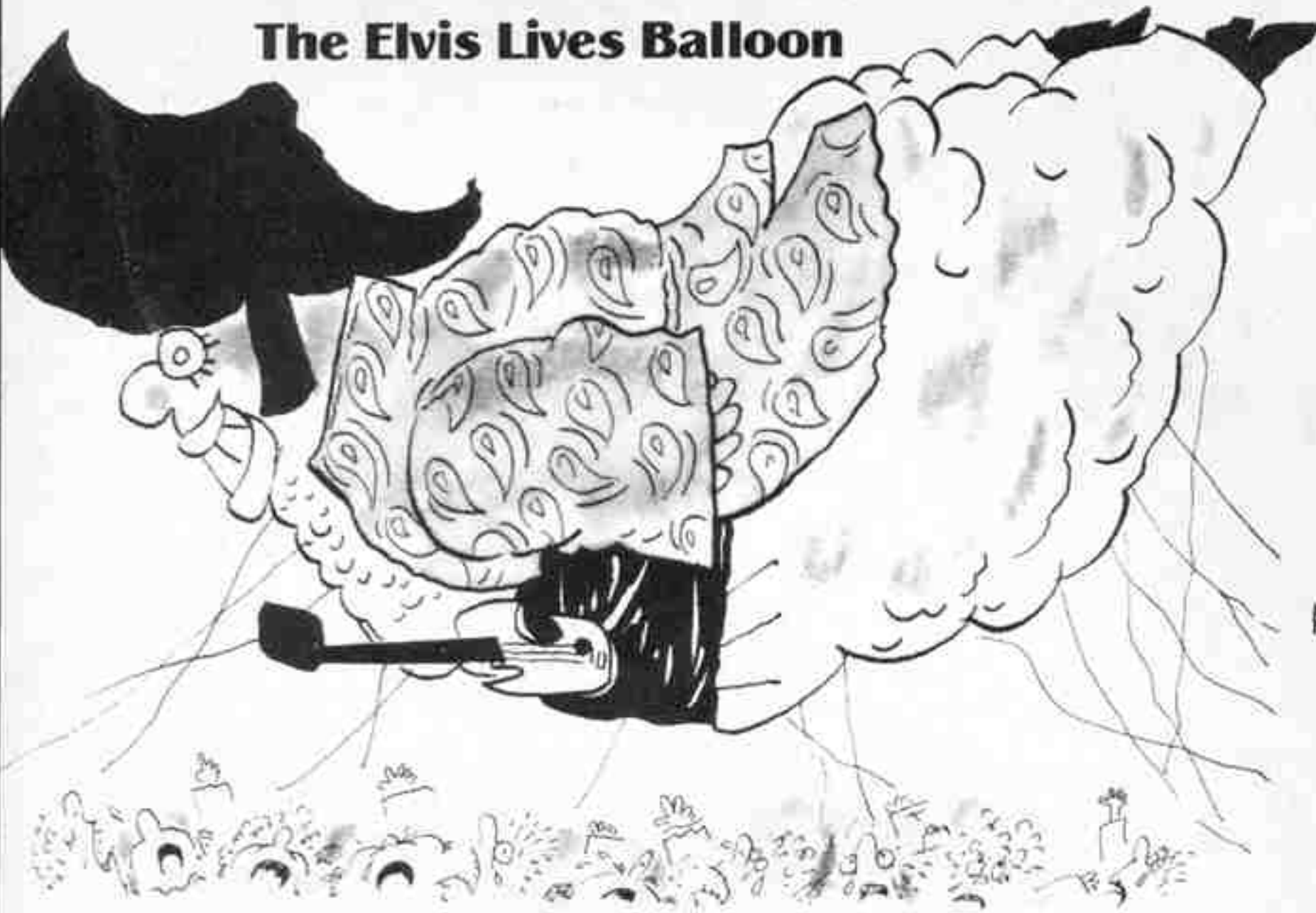
It's been my pleasure to have you in my class this term. Please answer the following questions. Your answers will help my future students ... and might help you, if you get left back and I have the pleasure of having you in this exact same class next term!

YES NO

- 1) Has there been enough homework to wreck your Christmas and Easter vacations, and send every weekend completely down the tubes? ☐ ☐
- 2) Is the material presented in class sufficiently complicated to cover my butt, and so irrelevant that you'll never need it again in your life? ☐ ☐
- 3) Are my lectures carefully formulated so that you're afraid to fall asleep in class, for fear I might say something that will actually show up on a test? ☐ ☐
- 4) Has my grading system been sufficiently confusing, random and nitpicky so you can't win no matter how much you study? ☐ ☐
- 5) Do my rambling digressions on totally unrelated topics appear to be spontaneous, so it looks like I've let you sidetrack me and the class is getting a free ride, on days when I just don't feel like working? ☐ ☐



The Elvis Lives Balloon



MACY'S THANKS PARADE

ARTIST AND WRITER

The Would-be Stars



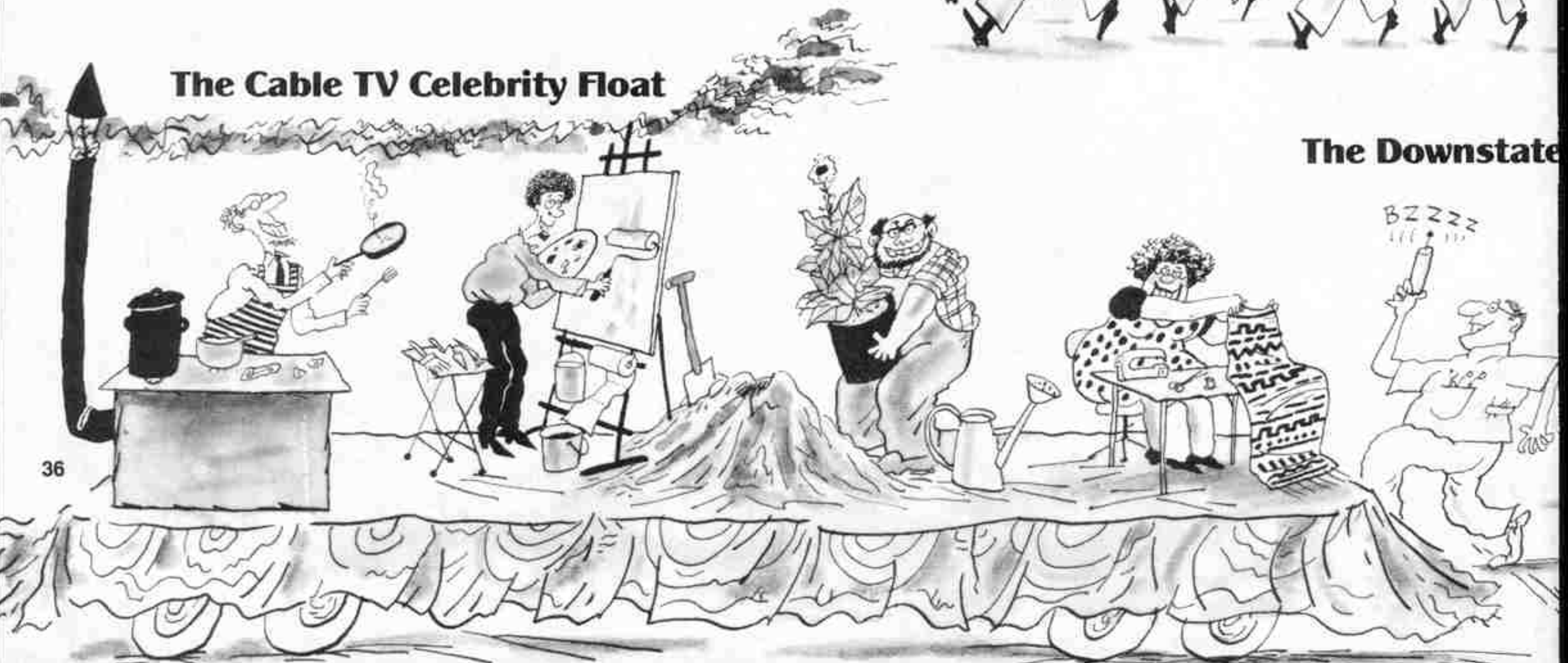
The Bargain Basement Shopperettes



The Donald Trump Look



The Cable TV Celebrity Float

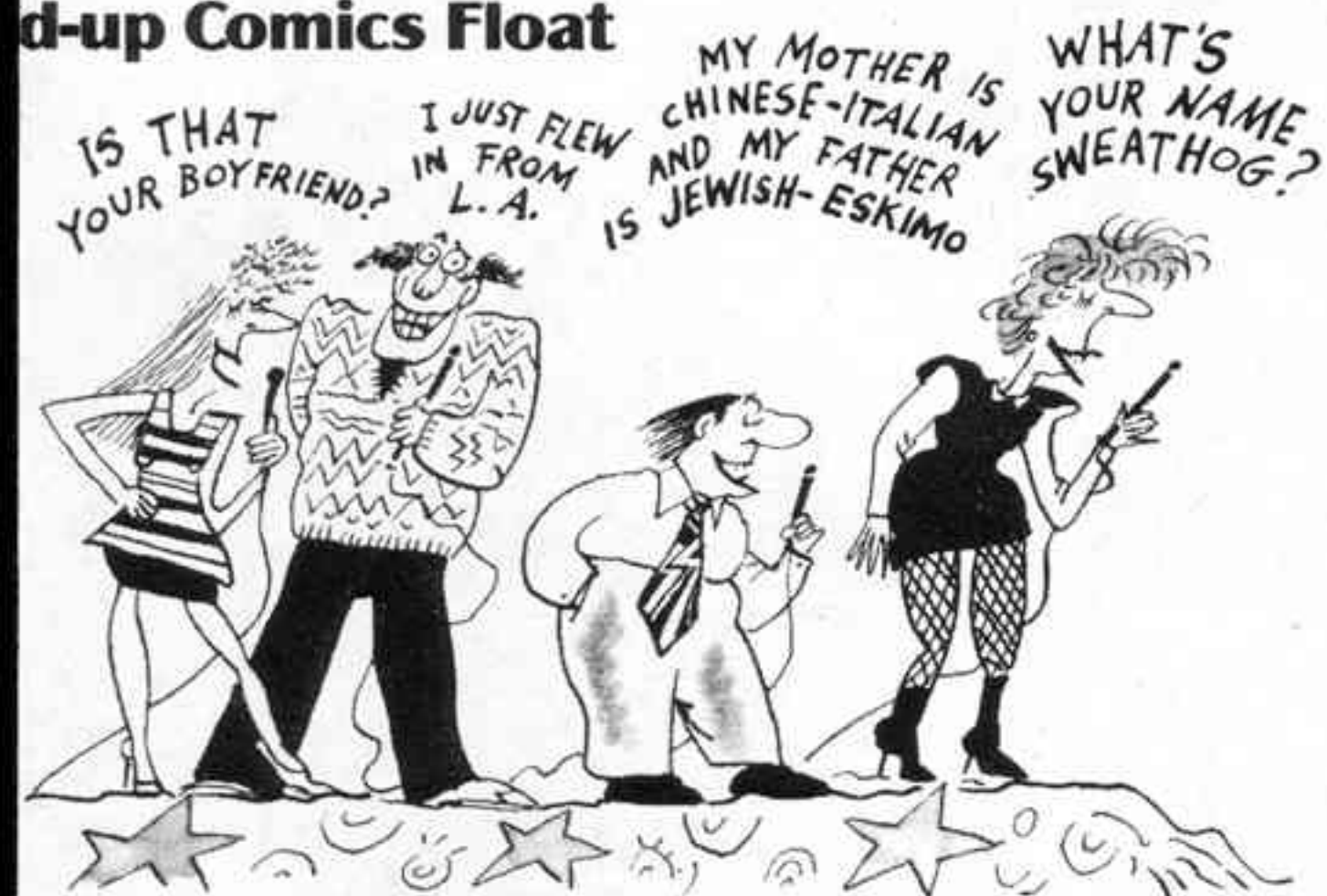


The Downstate

THANKSGIVING DAY REJECTS

PAUL PETER PORGES

Stand-up Comics Float



Rock-alike Marching Band



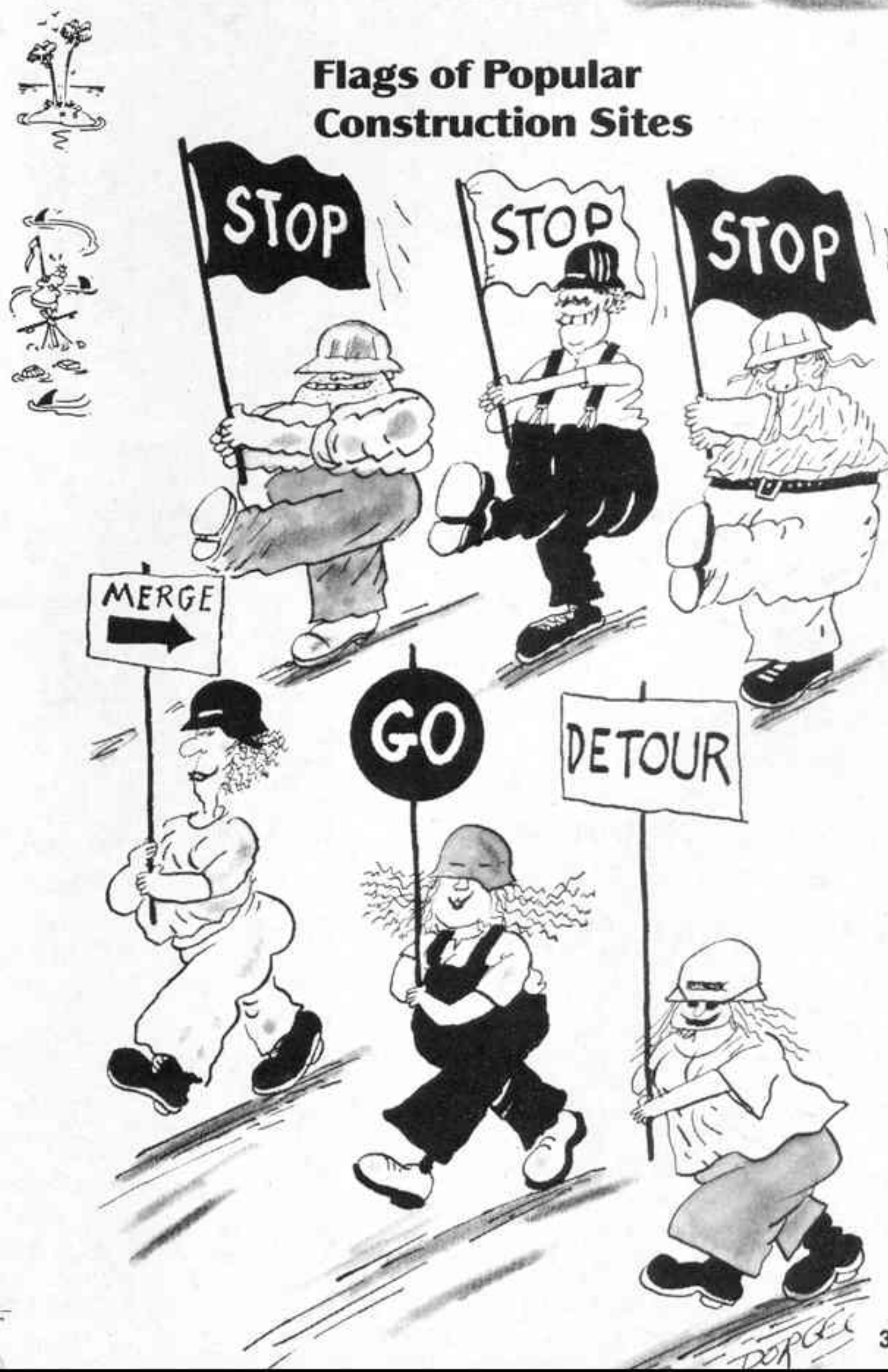
Dental College Drill Team



The Madonna Balloon



Flags of Popular Construction Sites



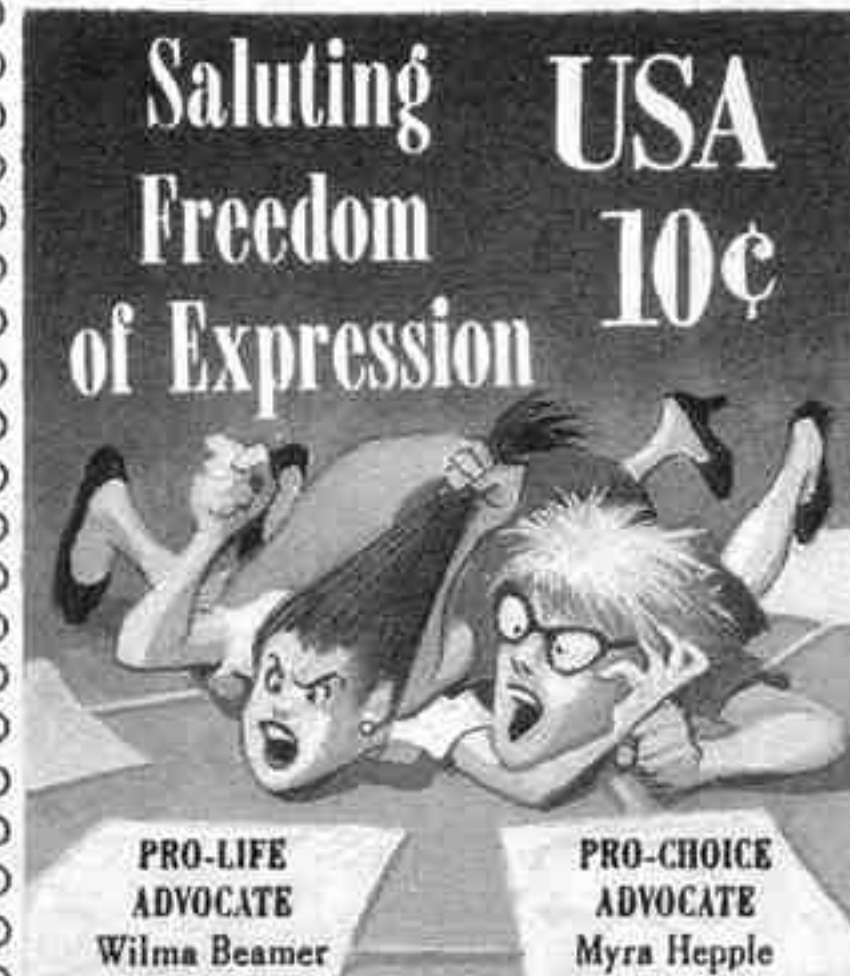
PHILATELY WILL GET YOU NOWHERE DEPT.

Neither snow, nor rain, nor heat, nor gloom of night can prevent the U.S. Postal Service from issuing stamps picturing birds, flowers and a lot of people you've never heard of! Isn't it time that the postal people got in touch with today's world? Well, they won't, of course, so you'll just have to make do with these...

COMMEN



10 YEARS OF JUNK BONDS



5000TH ELVIS SIGHTING



29c USA

25 YEARS OF

Convicted
Clinic Owner
Harlow
Wickwire, MD

MEDICAID FRAUD

COMMEMORATING HEAVY METAL HEARING LOSS



HONORING AMERICA'S



COMPULSIVE GAMBLERS

HONORING AMERICA'S



COMPULSIVE GAMBLERS

20 YEARS of SLEAZE



20 YEARS of SLEAZE

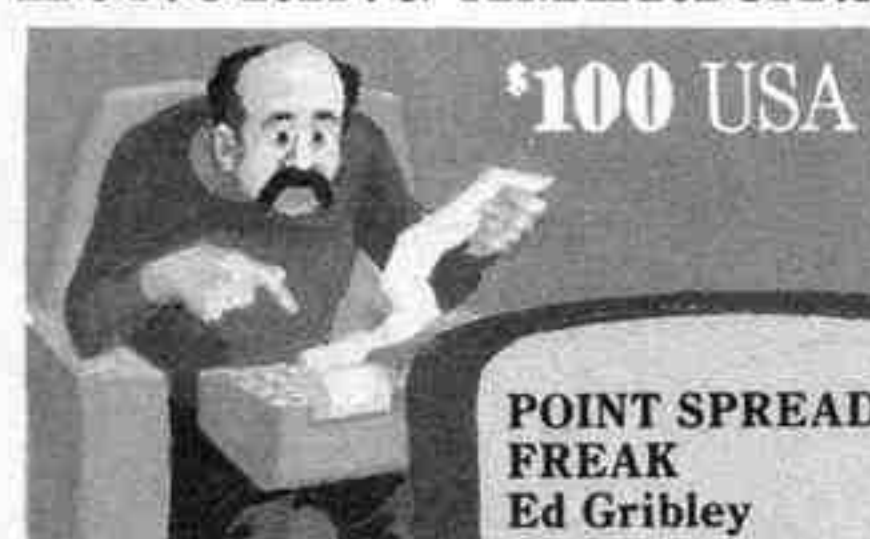


HONORING AMERICA'S



COMPULSIVE GAMBLERS

HONORING AMERICA'S

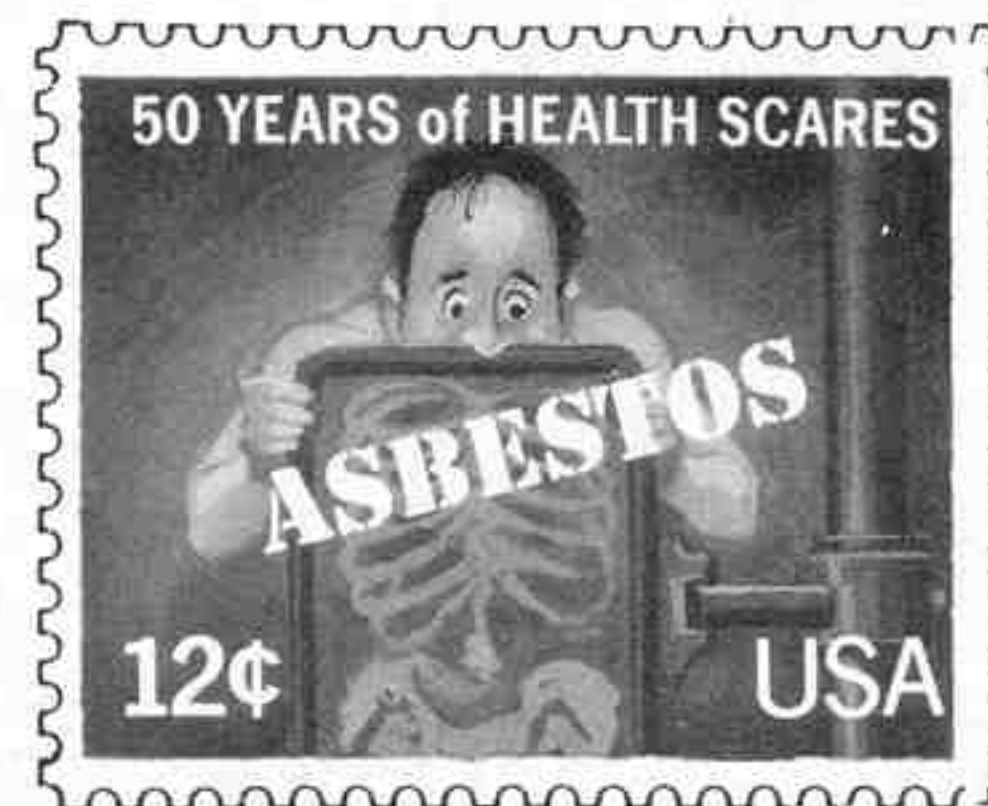
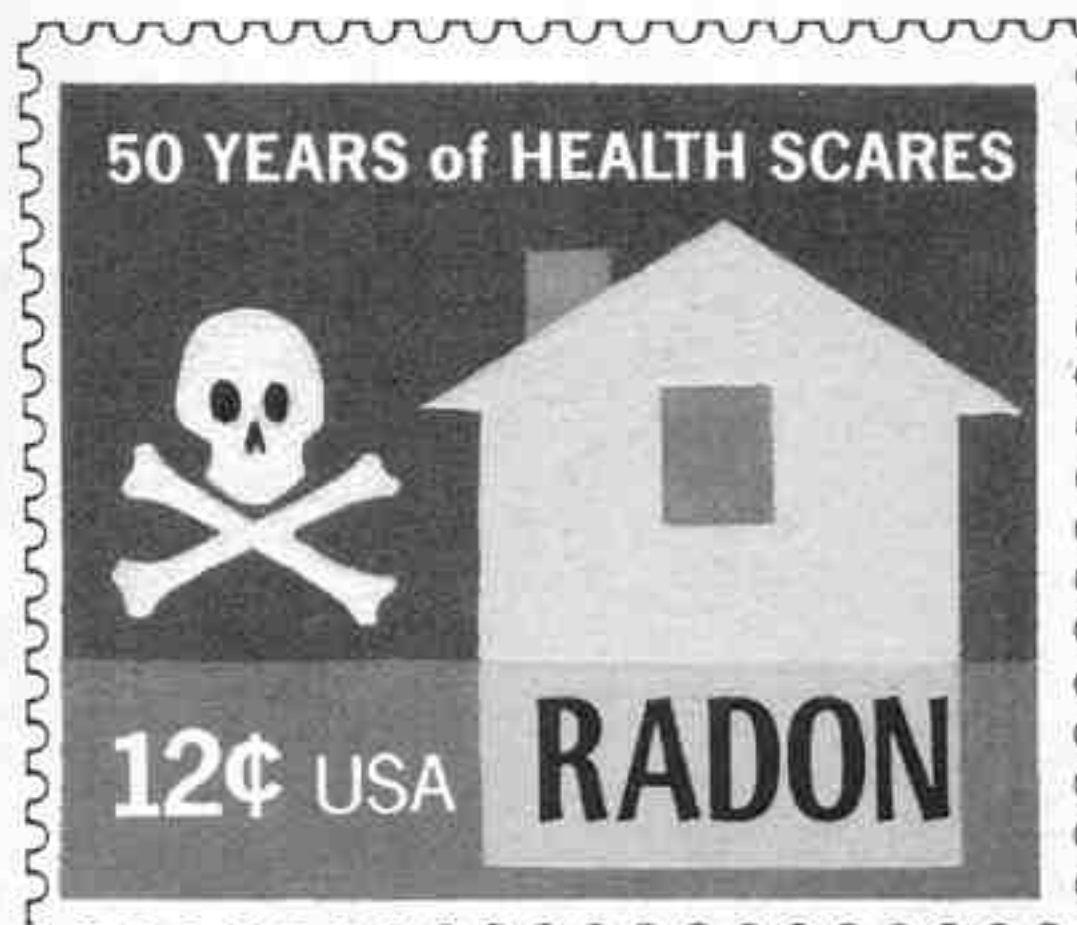
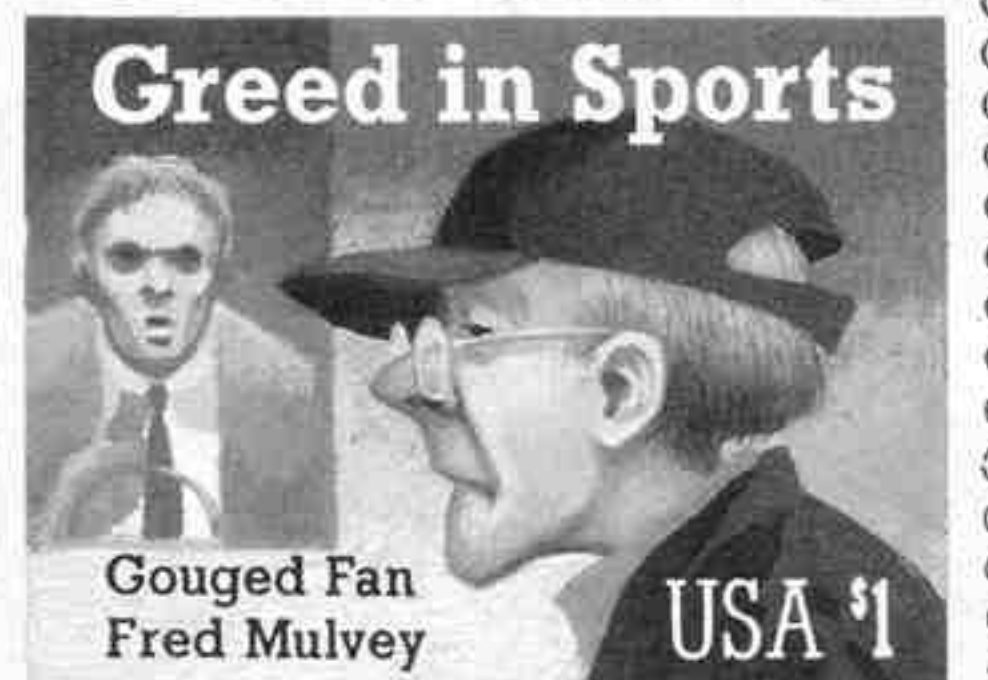
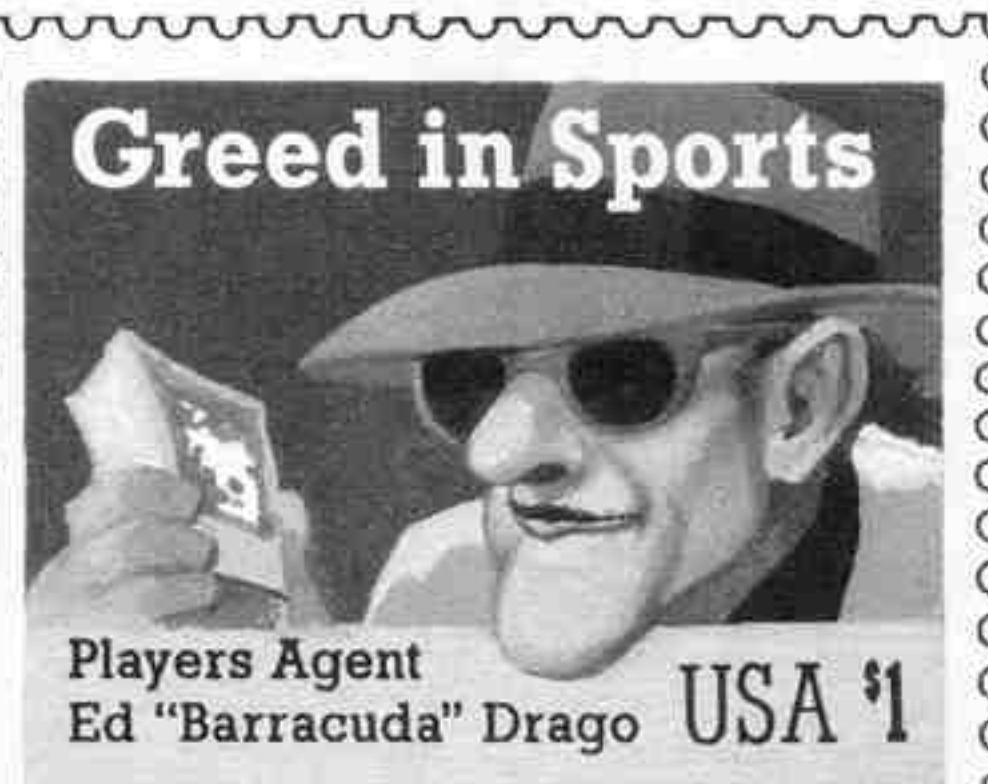
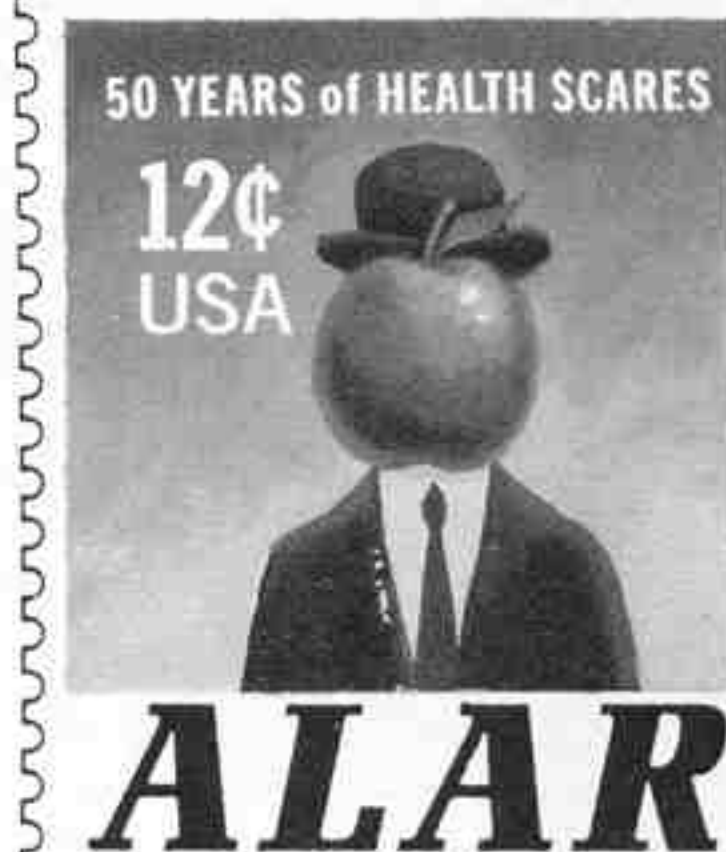
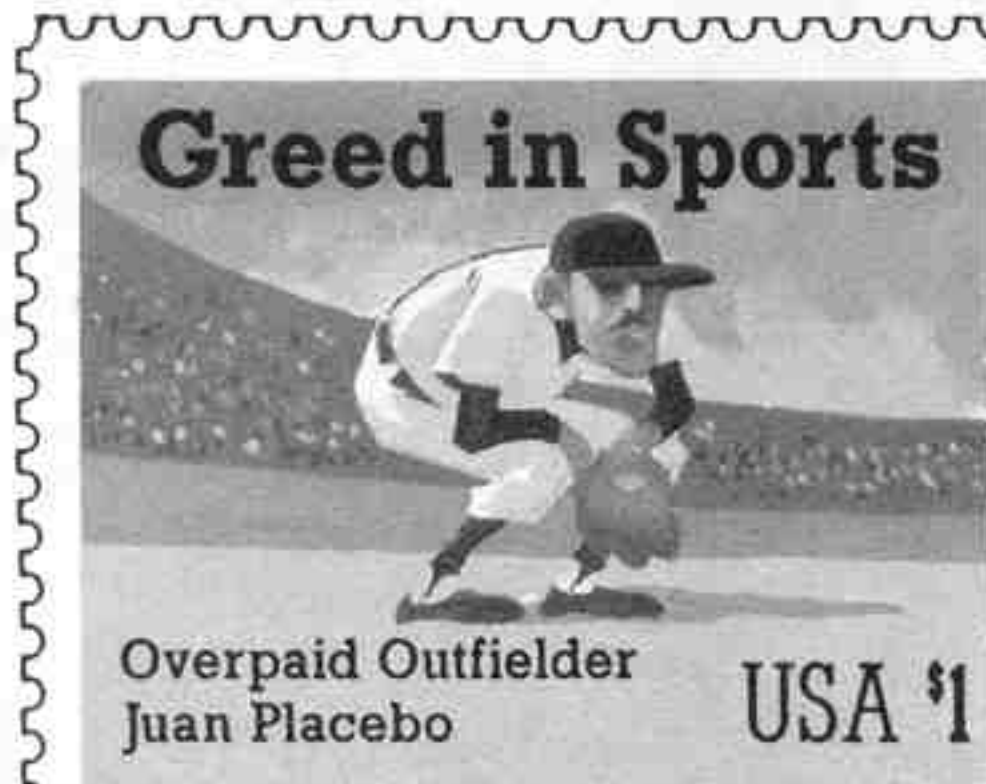
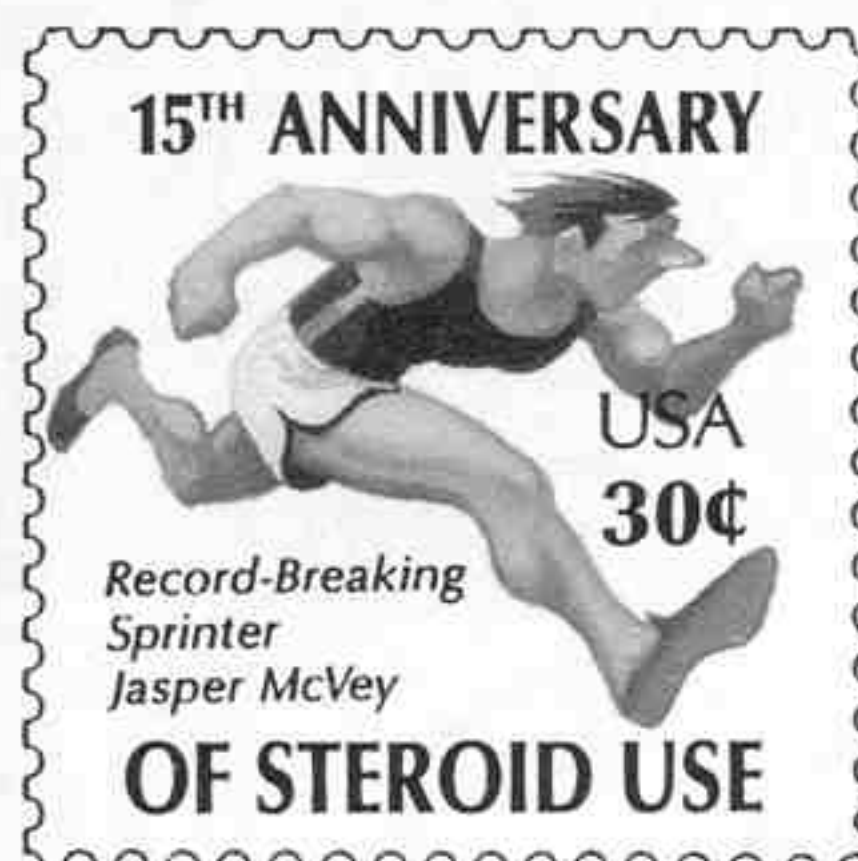


COMPULSIVE GAMBLERS

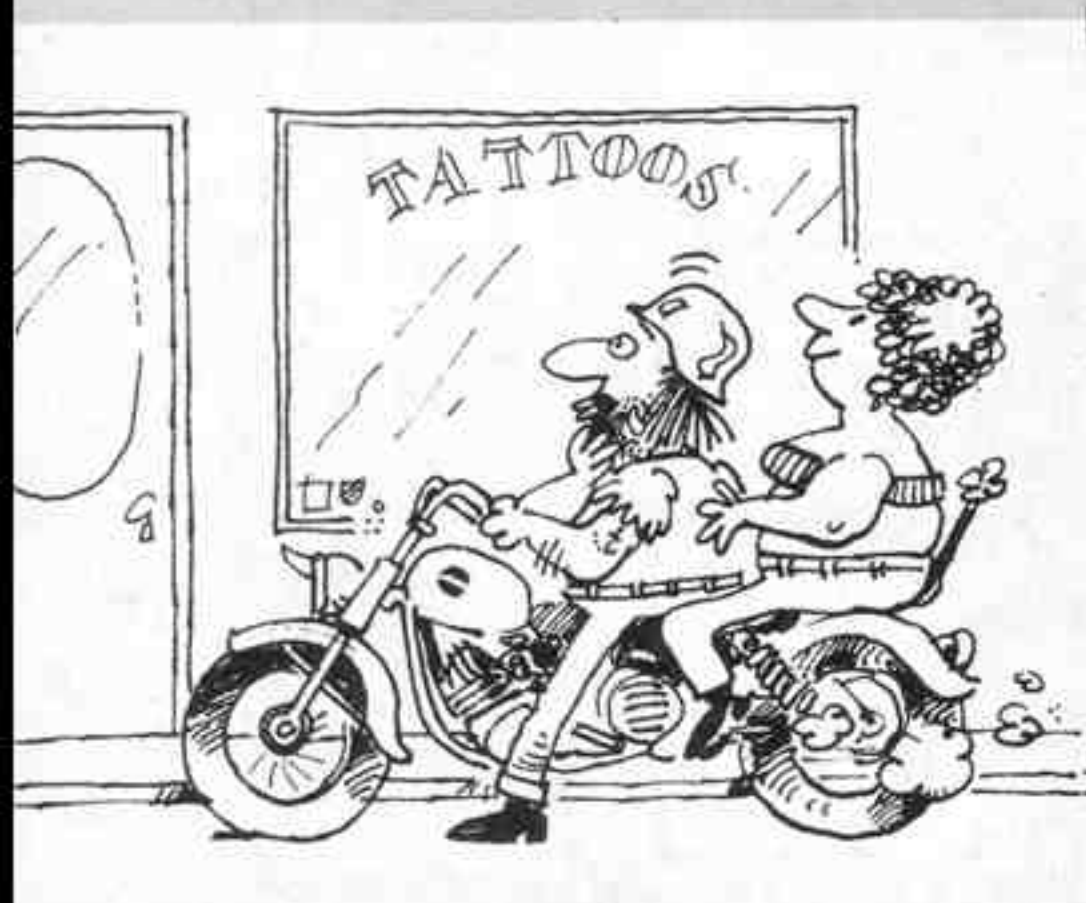
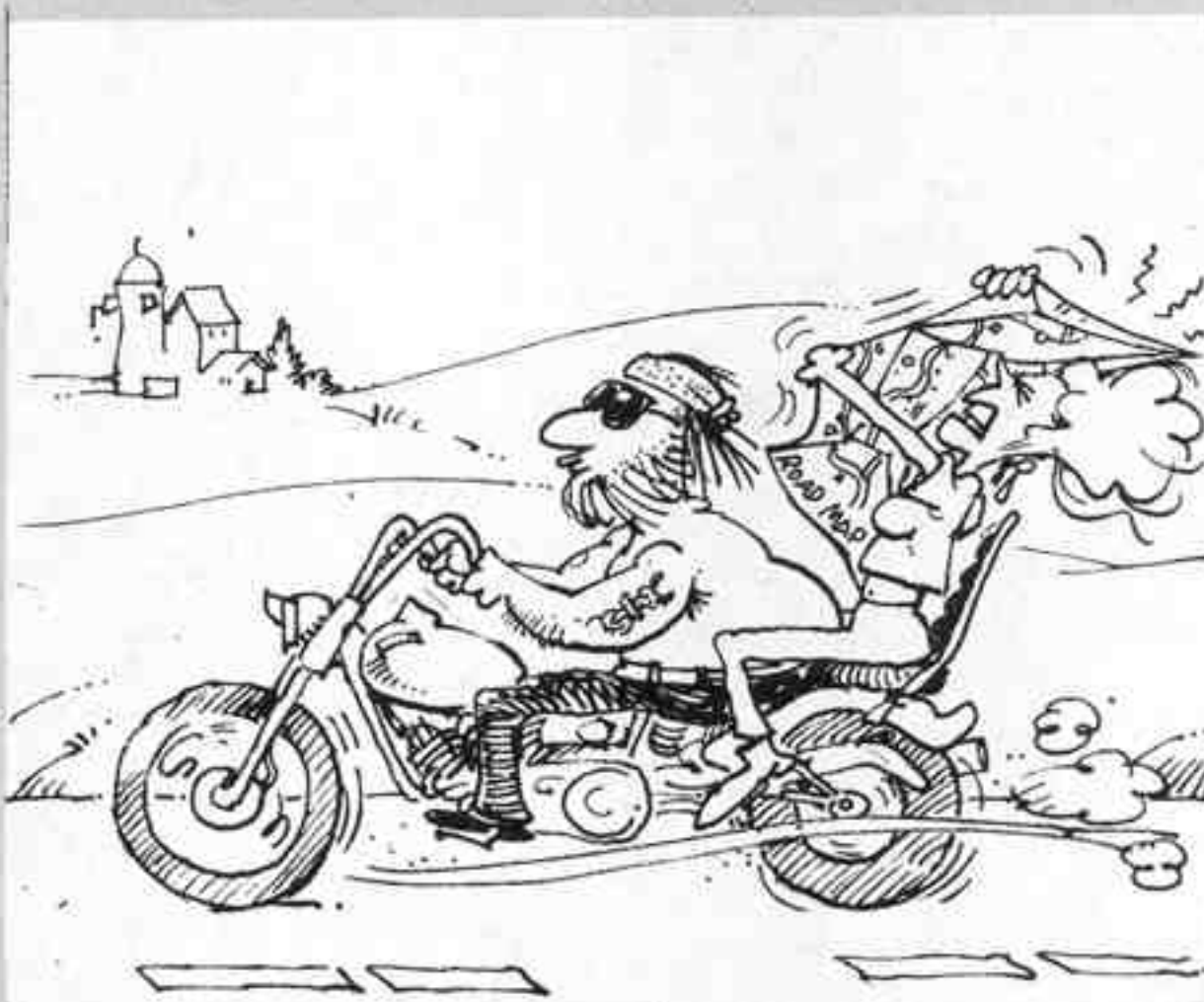
ORATIVE STAMPS

We'd Like to See (But Never Will!)

ARTIST: BOB CLARKE WRITER: FRANK JACOBS



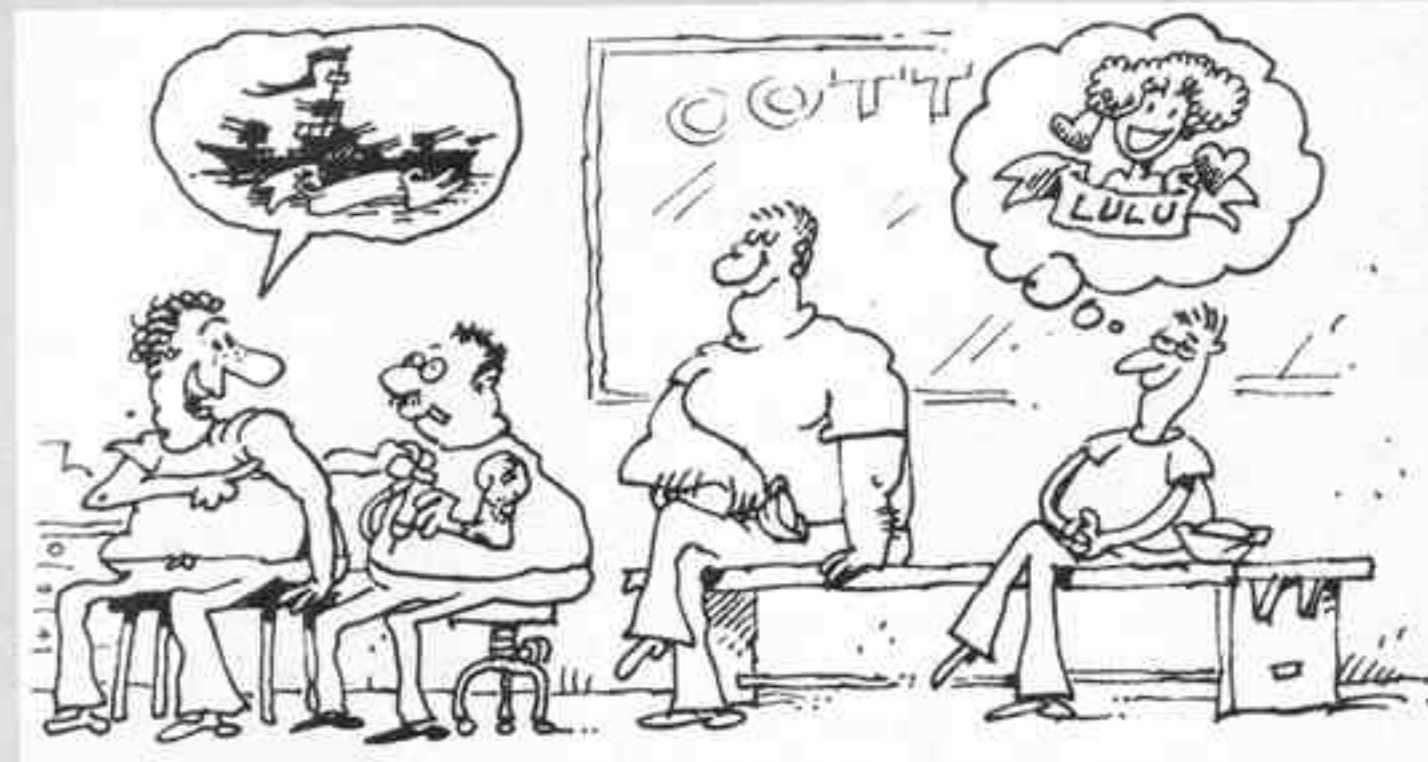
A MAD LOOK

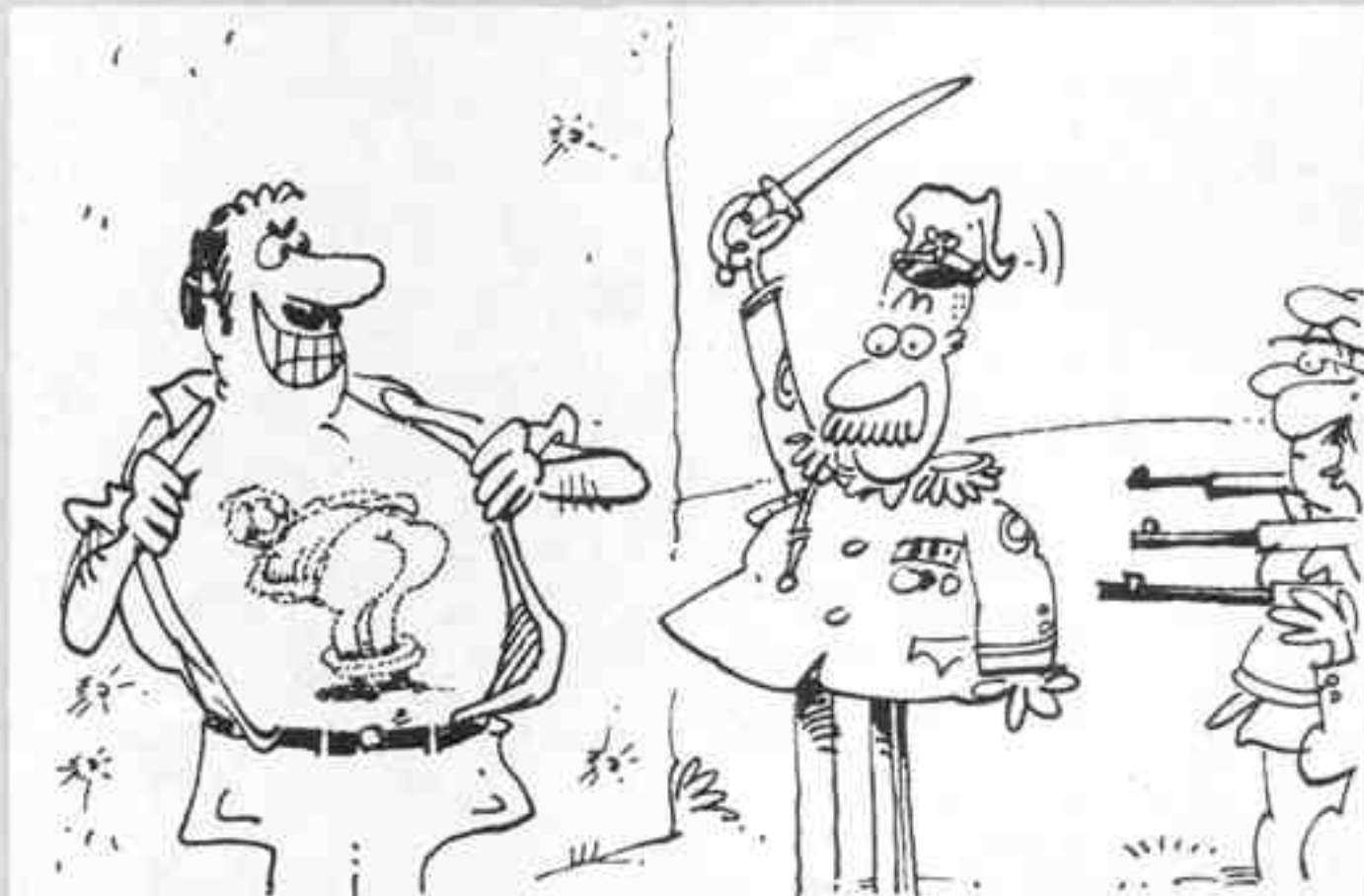


AT TATTOOS



ARTIST AND WRITER: SERGIO ARAGONES





Thriller author Tom Clancy recently complained that when Paramount filmed the movie version of his best seller, they changed everything but the title, *Patriot Games*. Not to be outdone, when we at MAD wrote the spoof of the movie, we changed *everything, including* the title! Here's...

PATR★IDIOTIC GAMES

TORRES

WRITER: DICK DEBART

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

My God,
the **Royal
Rolls Royce**
has **blown
up!** It must
be a
**terrorist
attack!**

**Perhaps...
or just
another
suicide
attempt
by
Princess
Dj!**

Catty!
Silly!
That
was
close!
Are
you
alright?!

I'm
fine,
but
Silly
is
hyster-
ical!

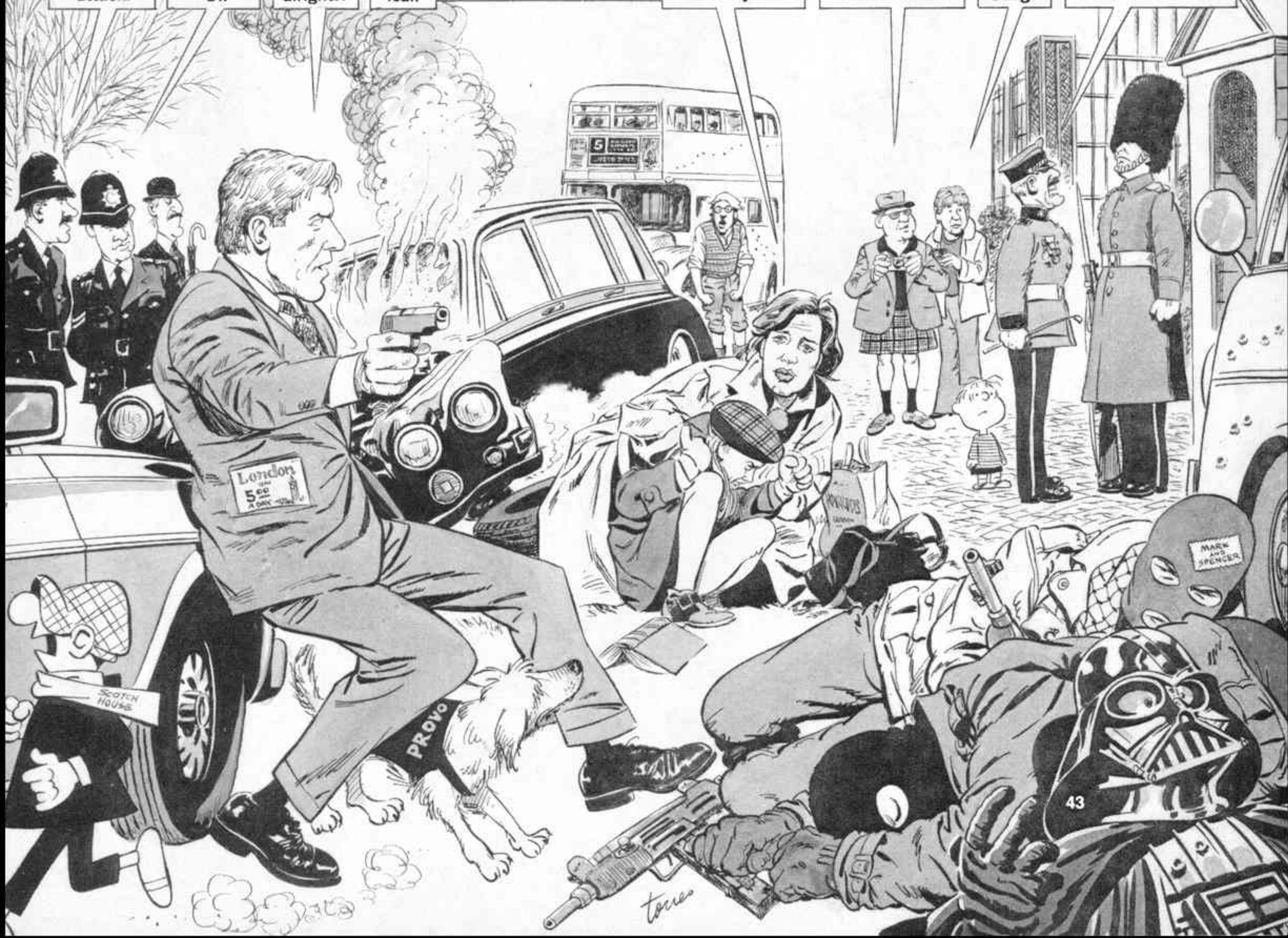
That's **understandable!**
She just saw me **shoot**
it out with **terrorists**
who were trying to **as-**
sassinate Lord Homely!
I **killed** one of them
and **got shot** myself!

Actually, she's hysterical because you won't buy her a **doll** at **Harrod's!** She doesn't give a **damn** about you!

Tourists will try **anything** to get those **Palace Guards** to move! They're even trying **car bomb explosions** and **wild shootouts!**

The
Guards
are
**well
trained!**
They
didn't
budge!

You **twit!** Remain **motionless** when tourists make **silly faces** at you! When **royalty** is **under attack**, act like a **professional soldier**, not a **wooden one!**



American tourist, Dr. Joke Riot, stopped a band of radical terrorists from assassinating Lord Homely and his family today. Dr. Riot is recovering in building number six at St. Seizure Hospital. He is in room 10B on the eighth floor, but due to security reasons, we cannot divulge which of the two beds in that room he is occupying!



Dr. Riot, you attacked my client, who just happened to be another pedestrian hurrying to help Lord Homely!

Help him! I saw him put a bomb under Lord Homely's car!

We British are terribly civilized! Did it not occur to you that perhaps Lord Homely's door was stuck, and my client, Scorn Miller, was helping him blast it open?!



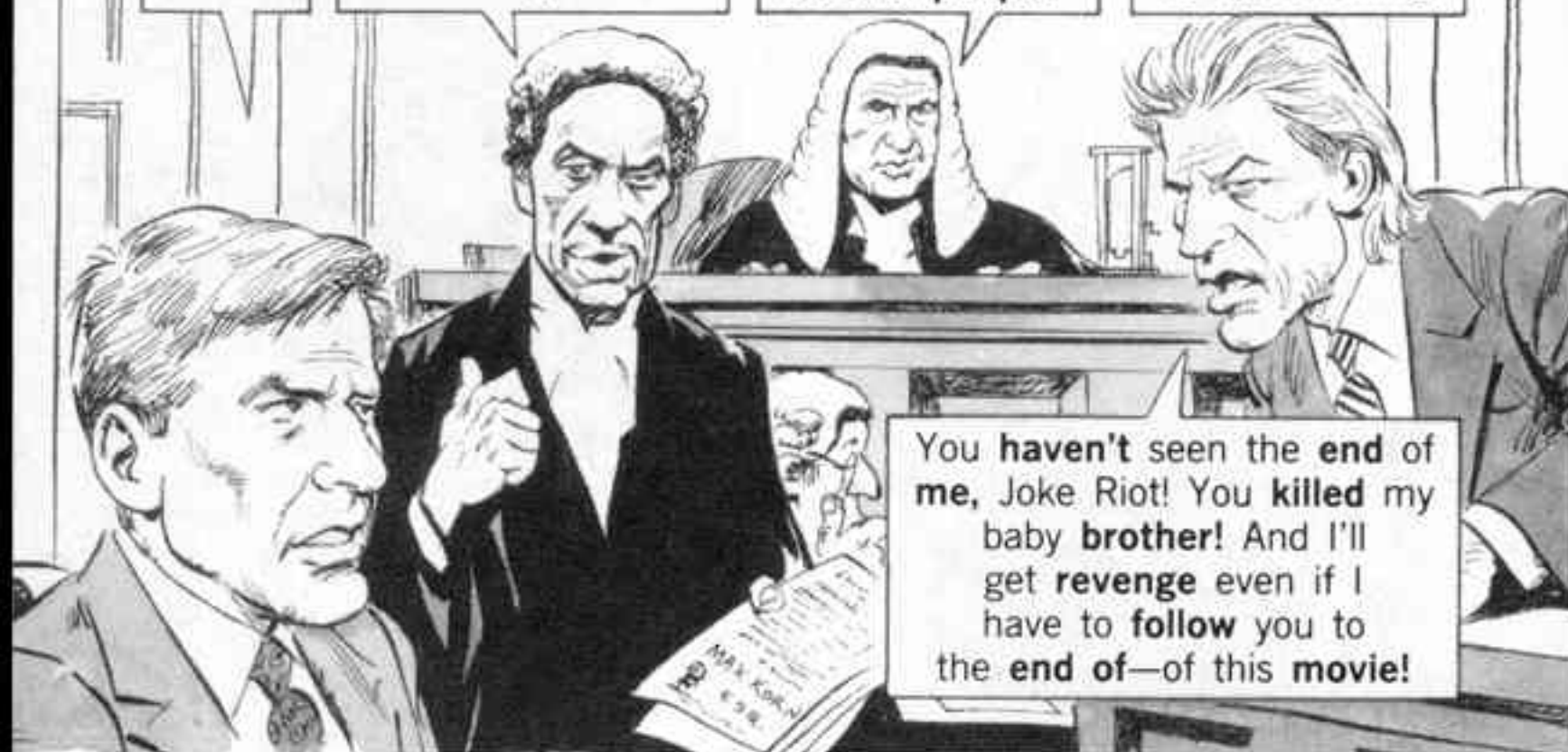
And why was your "client" wearing a ski mask?

Come, come! We all know how chilly it is in London! And as for my client carrying a machine gun—well, the streets aren't safe anywhere!

Although your case is well put, counselor, I'm afraid your client must go to jail! He did kill several people!

So? This is ridiculous! In America, you have to kill a dozen people before they even call you down for questioning!

You haven't seen the end of me, Joke Riot! You killed my baby brother! And I'll get revenge even if I have to follow you to the end of—of this movie!



It will cost 2000 pounds to repair your book! Two for the binding and 1,998 for the route of the terrorist prisoner, Scorn Miller, as you asked for on the note hidden in this book!

I don't know what you're talking about! I'm just browsing! I think you meant to give that info to the lady over there! She's the terrorist!



Set Scorn free! We've got the van surrounded! If you don't, we'll shoot the bridge toll taker!

Oh, no! We can't let them do that!

Why not? If they shoot the toll taker, we'll save a pound! We can cross the bridge for free!

Let me out, and I'll pay the toll!

All right, but don't run away, there's two more tolls before we get to the prison!



Scorn Miller escaped and probably left England!

But the chances he'd come here are extremely slim—unless, of course, the airlines start another transatlantic price war!

Are you sure my family will be safe here?

Absolutely! Now I've got to get out of here! I don't want to be caught in the crossfire!





You sadistic son of a #@\$! How dare you call me in the middle of the night! You don't scare me!

It's them, isn't it Joke? It's the terrorist goons!

No, it's the bank again! We've got to pay **SOMETHING** on our mortgage or we lose this great old house!

Go after them, Joke! Get those bank fiends! And the goons at Visa and MasterCard too!



Paddy O'Wagon, you must tell me who the members of that ultra violent splinter IRA group are!

Radical though they are, Joke, I won't sell them out!

Then I'm going to call every radio and TV station and blame your IRA group for what happened to my pregnant wife and daughter! That will put a strangle hold on your ability to raise cash! You'll never have a successful cake sale again!



That meeting with Paddy O'Wagon paid off! He gave me these pictures!

Kinda big for your wallet, aren't they?

You don't understand! These are the key people we're looking for!

No, YOU don't understand! We spent 50 billion dollars for all this sophisticated equipment and we have to use it! We don't want outside help, even if it saves us months of work!



Our satellite is circling North Africa! What you see on the screens are camps in the desert run by the PLO, the Red Brigade, Libyan Forces and, of course, Club Med!

These ring leaders must be at one of the camps! Can you re-adjust the satellites to photograph them at closer range, especially Club Med!

In theory, yes, but not until we can figure out this nine billion page instruction booklet!



Oh my God! We've done it!

You wiped out the goons we're hunting for?

No, we found Carmen Sandiego!

Fantastic! This equipment was worth every penny the taxpayers spent!



I'm glad to be able to visit you at home, Joke, but I'm a little worried about security!

Don't be, Lord Homely! Didn't you notice the entire house is surrounded by security guards?

Yes, I noticed that! But didn't you notice they were all dead?

Are they really? I thought they were former Palace Guards!



Now we know my personal secretary is a traitor! Look at these entries in his diary:
7:00 PM: Cocktails;
8:00 PM: Dinner;
9:00 PM: Assassinate Lord Homely!

Oh my God! All the lights went out!

Nuts! I made a mortgage payment and a fuel payment, but I forgot to pay something on the electric bill!



Drat, we're being fired upon by those terrorist scoundrels! I hope I remember proper etiquette when being shot! Let's see, if I'm shot in the chest, I lean back so as not to drip blood on the rug! If I'm shot in the back, I lean forward so I don't soil the seat cushions! Good show, I remembered!

The rules here in America are easier to remember! People don't care where you bleed, it's where you light up a cigarette that you have to worry about!



I'm amazed I was able to get out on this boat considering it was moored 100 feet from land, in pounding seas!

I'm amazed you were able to get out of your house alive! We were wearing the latest night vision goggles and wielding high-tech sub-machine guns and you fought us off using just a flashlight and a broom!

Consider yourselves lucky! You'd be dead now if I'd only found my mop!



For a quiet CIA agent, Joke, you sure like daring adventure!

You can just call me Indy!

You're driving right toward the rocks!

My wife wiped out the car, it's my turn to wipe out the boat! I just wish I'd remembered to pay our boat insurance bill!



Well, the terrorists have been rounded up and I just heard from the doctor about our new baby!

Is it going to be a boy or a girl?

Well... actually... the doctor said that it's neither!



Oh no! No! It's an Allen! Quick! Get me Admiral Jersey Bell at the C.I.A. on the phone! No—better yet—get me Sigourney Weaver! She's been in this situation before!

Oops! Wrong movie!



ONE FOOTNOTE IN THE GRAVE DEPT.

Recently, a new kind of quasi-legal document has become popular. It's called a Living Will. Unlike a regular will, which instructs your survivors what to do with your worldly assets once you settle down for that long dirt nap, a Living Will instructs others what to do should you become incapacitated and are no longer able to express your wishes. We think this is a great idea. And, so you don't have to go to a costly, ambulance-chasing lawyer to have this simple document drawn up, we've created one for you!

The Mad Living Will

of _____

To: MY FAMILY, MY PHYSICIAN, MY LAWYER, MY FRIENDS AND ALL OTHERS TO WHOM IT MAY CONCERN

I, _____, being of sound and disposing mind and memory, do hereby make, publish and declare this to be my LIVING WILL. If the time comes when I can no longer take part in decisions of my own future, let this statement stand as an expression of my wishes and directions while I am still of sound mind.

If I suddenly begin to take an unexplained turn for the worse, before any drastic or irreversible decisions are made, it is my desire that someone first check to make sure my attending physician is not Dr. Jack Kevorkian.

Should my attending medical personnel determine that an organ transplant is necessary, it is my expressed wish that, if at all possible, the baboon be of the same faith as myself.

If a kind soul takes it upon themselves to read aloud to me, it is my fervent wish, as it was during my non-incapacitated life, that they skip directly to the dirty parts of the book, and then read those passages over and over and over again.

It is my expressed want that no family member, friend or acquaintance shall enter my hospital room bearing one of those tacky "Get Well Soon" helium balloons. Likewise, any get well card sporting Garfield the Cat shall immediately be returned to its sender.

I wish my TV set off whenever Arsenio is on.

If at all possible, I prefer "Depends" over "Serenity."

I would prefer that my visitors leave their small children home if all the kids are going to do is stare at me and play with my toes.

At no time, even on the occasion of my birthday, do I yen to have a party hat placed on my head.

While I am not morally or ethically opposed to so-called "life sustaining equipment," I am vehemently opposed to the concept of hooking up such machinery to "The Clapper."

I agree to sponge baths only if given by a member of the opposite sex. Several members of the opposite sex at once is acceptable and, in fact, preferred. Ditto any therapeutic jacuzzis that may be prescribed.

It is my strong desire that in any and all elections that may take place, my absentee ballot be marked for the individual running opposite Quayle.

If in the unfortunate event, the time comes to donate my vital organs, it is my wish that in all donations a receipt be obtained, for tax purposes.

No Jello.

This statement is made after careful consideration and is in accordance with my strong convictions and beliefs. I want the wishes and directions here expressed carried out to the extent permitted by law.

In Witness Whereof, I have hereunto set my hand and seal to this my MAD LIVING WILL on this the _____ day of _____ 19 _____.

WITNESS:

ALFRED E. NEUMAN

Alfred E. Neuman

SIGNATURE:

WITH THE DEMISE OF
THE SOVIET FLEET,
WHAT APPEARS TO BE
OUR NAVY HOTSHOTS'
LATEST TARGET?

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

To find out what our Navy's up to in this fast changing world, simply fold in page as shown in the diagram to the right of page.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



FLEET COMMANDERS OF THE U.S. NAVY FACE REMARKABLE NEW CHALLENGES. SINCE THERE'S LITTLE OFFENSE LEFT IN THE RUSSIAN NAVY, OUR TACTICAL PLANNERS MUST NOW FOCUS ON OTHER DANGERS

A ▶

◀ B

TOTALLY GROOVY TATTOOS GORGEOUS GUYS SERVING LIFE SENTENCES

Sassy

SILLY ARTICLES for SCREWED-UP SELF-CENTERED STUD-CRAVING YOUTHS

PLAIN-LOOKING,  UNFASHIONABLE GIRLS WITH NO SPECIAL TALENT can be SUCCESSFUL: JUST ASK OUR EDITOR **JANE PRATT!**

IS YOUR BOYFRIEND DEAD OR JUST PLAYING HARD TO GET?

HOORAY!
we found a Sassy Reader who doesn't have a really low opinion of herself —**NOT!**

Hair emergencies

IT TOOK a HORSE TO SOLVE

A MAD
FAKE-OUT
MAGAZINE
COVER