

IN THIS ISSUE
WE POKE
HOLES IN...

**VIDEO
GAMES**

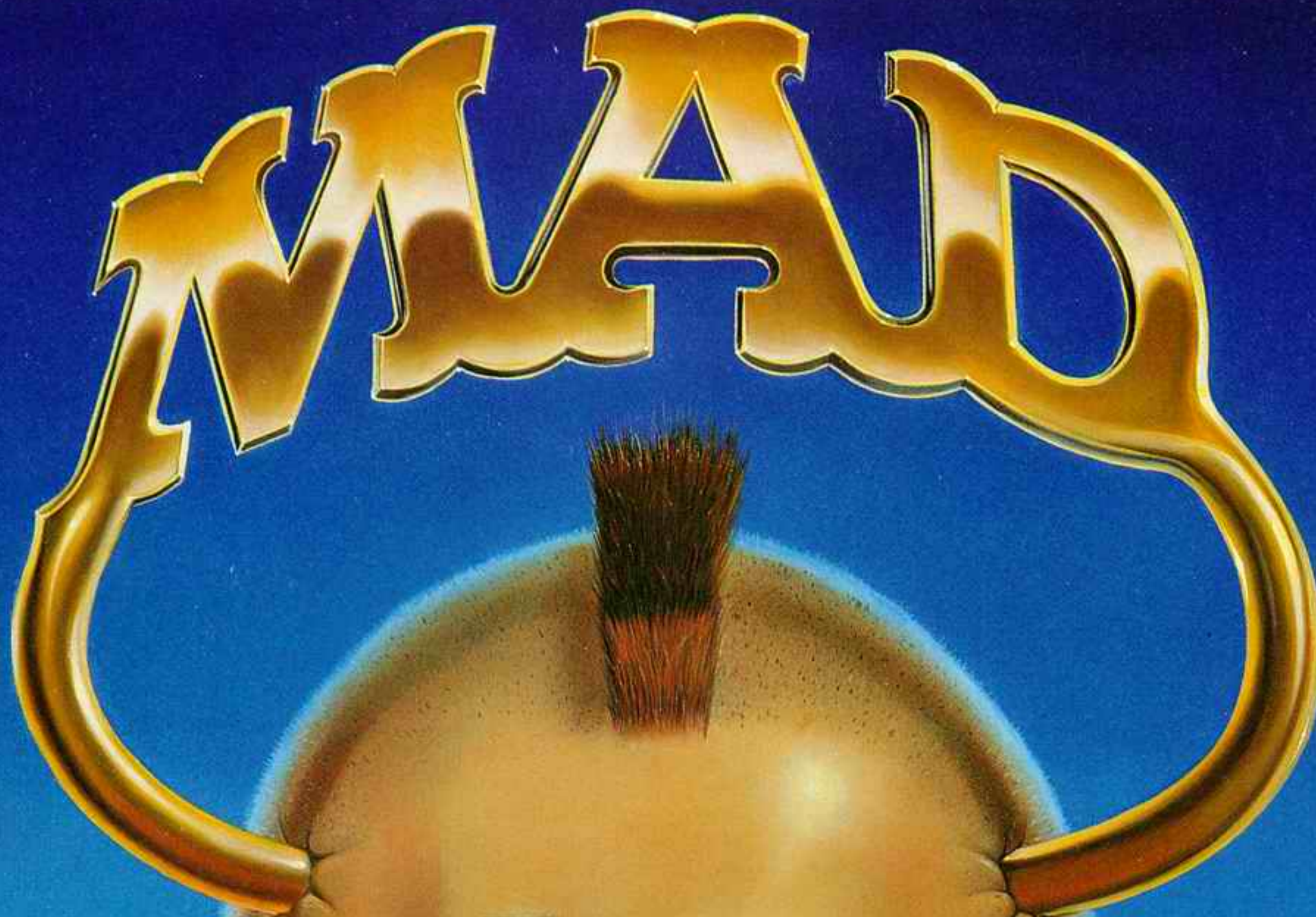
**DIE
HARD 3**

**MELROSE/
90210**

**THE NEW
JAMES BOND**

Number
340
Oct./Nov.
1995

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INSIDE
THE
10
COMMANDMENTS
OF **BODY**
PIERCING

O'BRIEN

NEEDLES USED IN THE MAKING OF THIS COVER



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OCT. / NOV.
1995

MAD

NUMBER
340

"How come we choose from just two people for President, and fifty for Miss America?"
— Alfred E. Neuman

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BACK COVER ARTIST: GERRY GERSTEN

FRONT COVER IDEA: TOM CHENEY

BACK COVER ARTIST: GERRY GERSTEN

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MAD (ISSN 0024-9319) is published monthly except bimonthly for January/February, March/April and October/November by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 8 issues \$15.50 or 24 issues \$37.50 or 40 issues \$59.50. Outside U.S.A. (including Canada): 8 issues \$19.50 or 24 issues \$51.50 or 40 issues \$82.50 (Canadian price has GST tax included.) Entire contents © copyright 1995 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 0849, Baldwin, N.Y. 11510. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.



THE VAMPIRE STRIKES BACK

We love your parody of *Interview With the Vampire*!!! This ranks right up there with a mention on *Jeopardy* or in The New York Times Crossword Puzzle! Hell, this is better. We called David Geffen to tell him about it! Can we order fifty copies for our voluminous files and to give away as prizes at our big Coven Party Ball on October 18, 1995 in New Orleans?

Anne Rice
New Orleans, LA

Anne — We appreciate your kindness for taking the time to write to us! We're still waiting to hear from the authors of other gothic horror novels that were recently turned into films that we spoofed, including *Frankenstein* author Mary Shelley and *Dracula* author Bram Stoker! What deadbeats they are! —Ed.

"BUTTMAN FERSHLUGGINER"

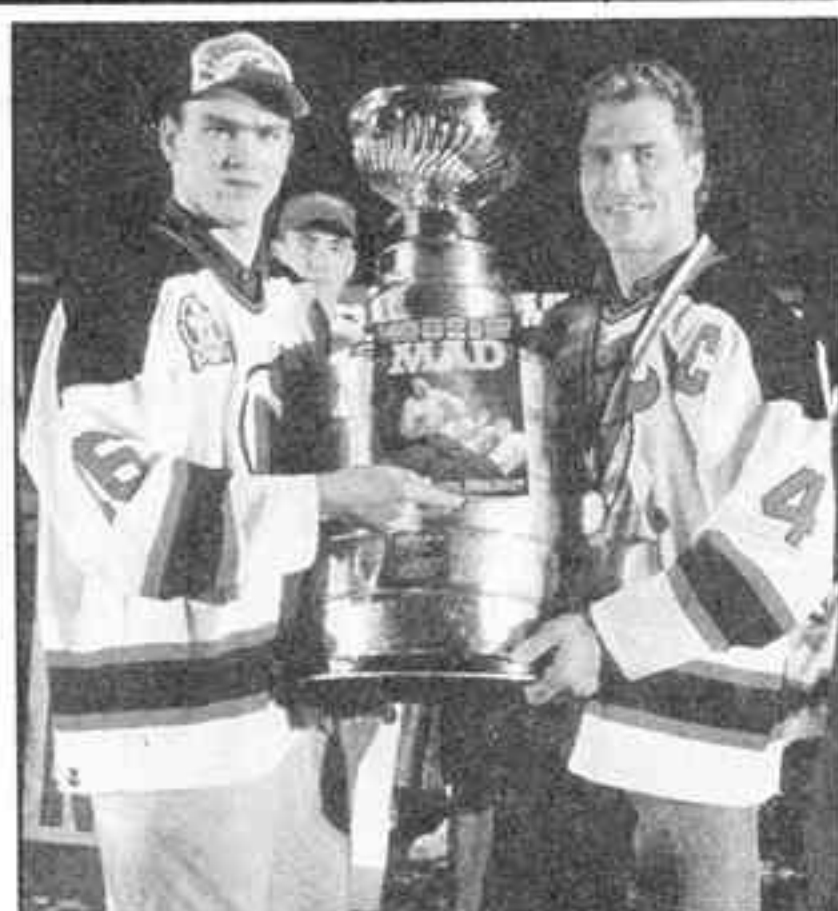
Mort Drucker must be losing his touch. For instance, on the cover of MAD #337, he forgot to include the nipples on the new "anatomically correct" Bat-Suit. What was he thinking?

Andy O'Connor
Glendale, CA

Andy — It takes a particular kind of twisted mind to admit they carefully scrutinize covers of MAD on a fruitless rubber nipple patrol! Some may say you're a lonely, lonely man in desperate need of professional help. We, however, like to give you the benefit of the doubt and attribute your odd, pathetic behavior to the fact that you've been sipping too much of the monkey juice! You follow? Yabba! Fa fa fa! Zing-ha! —Ed.



GIVING THE DEVILS THEIR DUE



We moseyed over to the New Jersey Meadowlands recently and caught the New Jersey Devils celebrating their '95 Stanley Cup win! It was refreshing to see team Center Bobby Holik (left) and Devils Captain Scott Stevens acknowledging the thing that inspired them and the entire Devils team to victory this year — Sergio Aragones' article "A MAD Look at Hockey" in issue #334! New Jersey Governor Christine Todd Whitman was at the celebration as well! She's smiling because she obviously didn't read "The Republican Party's 'Contract With America' (Truthful Post-Election Version)!" also in MAD #334! We're not sure who the unidentified woman to Governor Whitman's right is, though she kept claiming to be the winner of a "Miss America 1995 Heather Whitestone look-alike" contest!



LETTERS &

"PAINTINGS OF COMIC BOOK CHARACTERS"

On the back cover of MAD #337, you presented "Famous Artists' Paintings of Comic Book Characters." It was great except for "Caravaggio's Death of Superman." What were American Man and Human Torch doing there? They are Marvel characters! Superman and the rest in the picture are D.C. characters! They would never come in contact. The Marvel characters are in a different universe from the D.C. characters. They're two different comic companies! The D.C. characters don't even know the Marvel characters exist. Just thought you should be aware.

Shana Blair
Syracuse, NY

Thanks for clearing up the confusion — we have no valid reason to explain it. If truth be told, no one in our organization knows or cares jack squat about comic books! Thanks for writing! —Ed.

I was surprised to see in "Famous Artists' Paintings of Comic Book Characters" that you included Flaming Carrot in one of the pictures. Flaming Carrot, a Dark Horse comics character, is a rather obscure hero. How did this happen?

Andrew Self
Portland, OR

Andrew — That isn't a carrot! —Ed.

MAD ABOUT THE SIXTIES



Do you have your copy of MAD About the Sixties yet? Just published by Little, Brown, the book presents the best of MAD satire printed during the comical decade that gave us Richard Nixon, The Beatles, Vietnam, men on the moon, Woodstock, hippies, social unrest...and Dave Berg's in there too! Look for it at a bookstore near you! Peace!

INSIGNIFICANT DATA

MAD #341 ON SALE NOVEMBER 14!!

**MAD SUPER SPECIAL # 109
ON SALE NOVEMBER 14!!**

Have you used your free MAD calendar yet? There's a new month full of bizarre holidays and odd images ready for downloading at the beginning of that month! Where can you find it? On America Online's DC Comics Online! Correspond with the Usual Gang of Idiots and other MAD fans, download MAD color images and text (new files all the time!) and more! All you need is a computer, modem and a major credit card or checking account! If you don't already have America Online, call 1-800-203-2600 for a FREE starter kit and 10 FREE hours!

FAX MAD AT (212) 506-4840

TOMATOES DEPARTMENT

DEGREES OF INSANITY

In your March, 1965 (!!) issue number 93, you included a letter entitled MAD SCHOLAR. Accompanying the letter was a picture of an anonymous "genius" who received his MAD degree from Columbia College in May, 1964. Enclosed you will find a picture of that anonymous scholar's son who likewise received his MAD degree from Columbia college in May, 1995!

Aytan Kadden
West Hartford, CT



MAD grad 1964



MAD grad 1995

SEND IN THE TOWNS

I'm 15 years old and I've been a fan of your magazine for almost as long. But in the Letters and Tomatoes Dept. of MAD #337 in a letter called "Do the Far Right Thing," you claimed that Cleveland was a funny word. I'm very proud of my town and it has been improved greatly in the last ten years or so. Besides, what did Cleveland ever do to you?

Gabe Young
Cleveland, OH

We thought about your letter and realized we were in error. There are plenty of funnier sounding words in Ohio, including Akron, Toledo, Ashtabula and perennial favorite, Sandusky! Still, for our money, the funniest, silliest, most moronic word in Ohio is "Gabe"! —Ed.

MAD AUCTION ANNOUNCED AGAIN!

On October 20th, 1995, Sotheby's New York will hold a special auction entitled MAD About MAD, featuring thirty years of original MAD art! Approximately 400 examples of artwork from MAD will span a period from issue #101 (1966) through #315 (1992). These originals will highlight cover art, classic interior stories and features, as well as MAD paperback and MAD Super Special covers! Works by all of the major MAD artists will be offered! To order the auction catalogue, please call Sotheby's subscriptions at 1-800-444-3709. Have your credit card handy!



**FIRST, THE COLD WAR ENDS!
THEN, PEACE IN THE MIDDLE EAST!
...NOW THIS???**



CRITICS RAVE ABOUT OUR ALL-SPY SUPER SPECIAL!

"It sizzles!" — Julius and Ethel Rosenberg

"Give me a hundred bucks and I'll say I like it!" — Aldrich Ames

"Where are moose and squirrel?" — Boris Badenov

ON SALE OCT. 10 AT A TOP-SECRET NEWSSTAND NEAR YOU!

FINALLY, THE REAL REASON TELEVISION WAS INVENTED!

MAD TV comes to your screen Saturday nights this fall on the FOX TV station near you! The well-dressed and courteous cast are ready to entertain you to within an inch of your life! MAD TV! It's better than those "Miracle Mop" infomercials or Seahunt reruns or whatever else is usually running on Saturday nights!

PHOTO: JOHN SABATO



Please Address All Correspondence To: MAD, Dept. 340, 1700 Broadway, N.Y., N.Y. 10019.
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

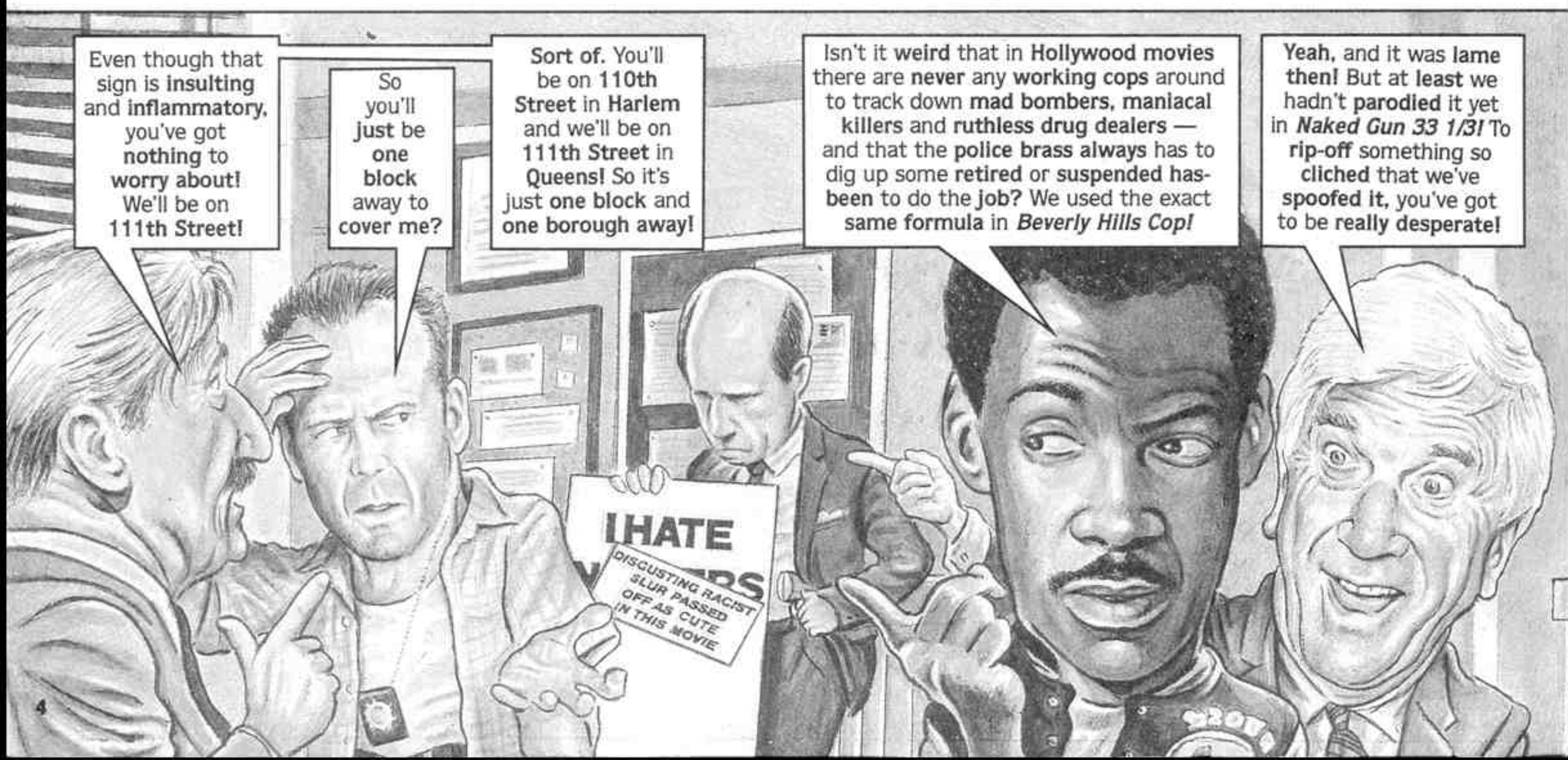
WILLIS NEVER END? DEPT.

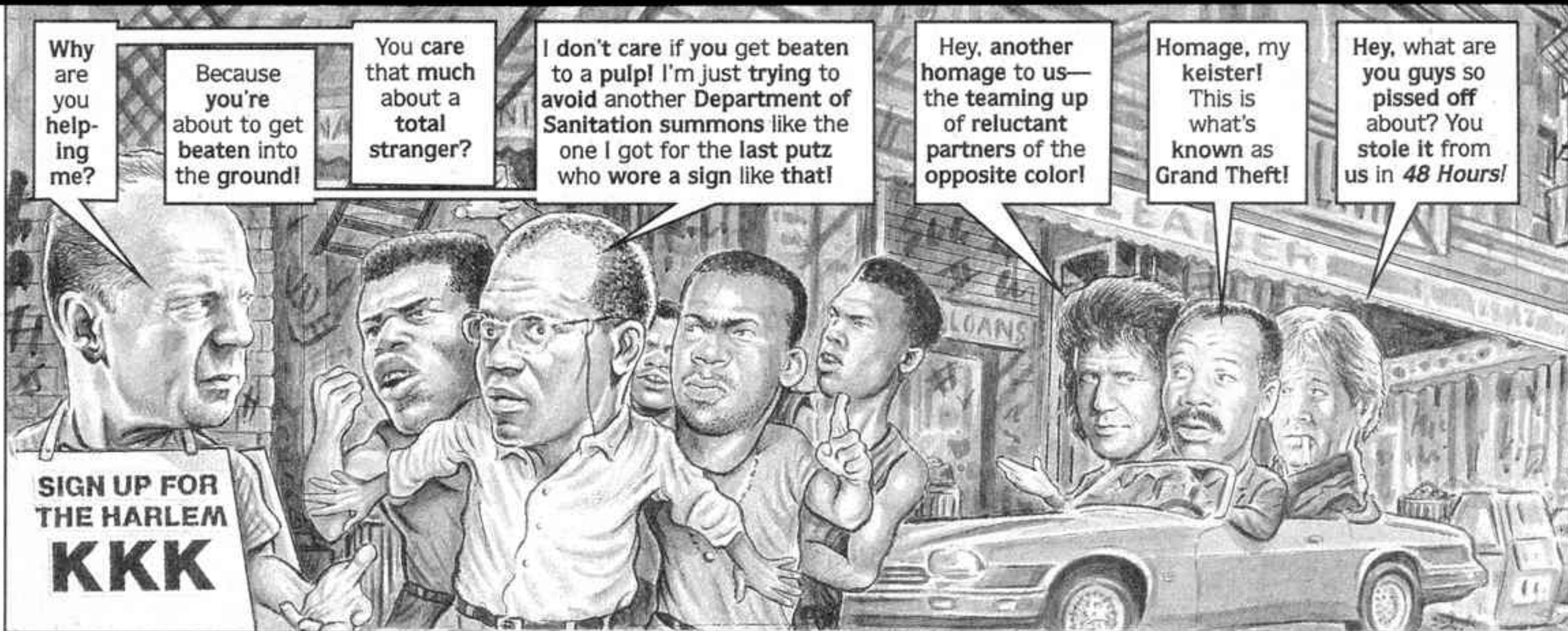
Let's face it: if you've seen one Hollywood action film, you've seen 'em all! Hackneyed chase scenes, stale shoot-outs, formulaic "plot twists," cliched heroes and villains — yet the major studios continue to churn this swill out at an alarming rate! As a matter of fact, it's now possible to create an entire film just by "borrowing" scenes from other films. If you don't believe us take a look at these selected scenes from this summer's blockbusting, blockbuster...

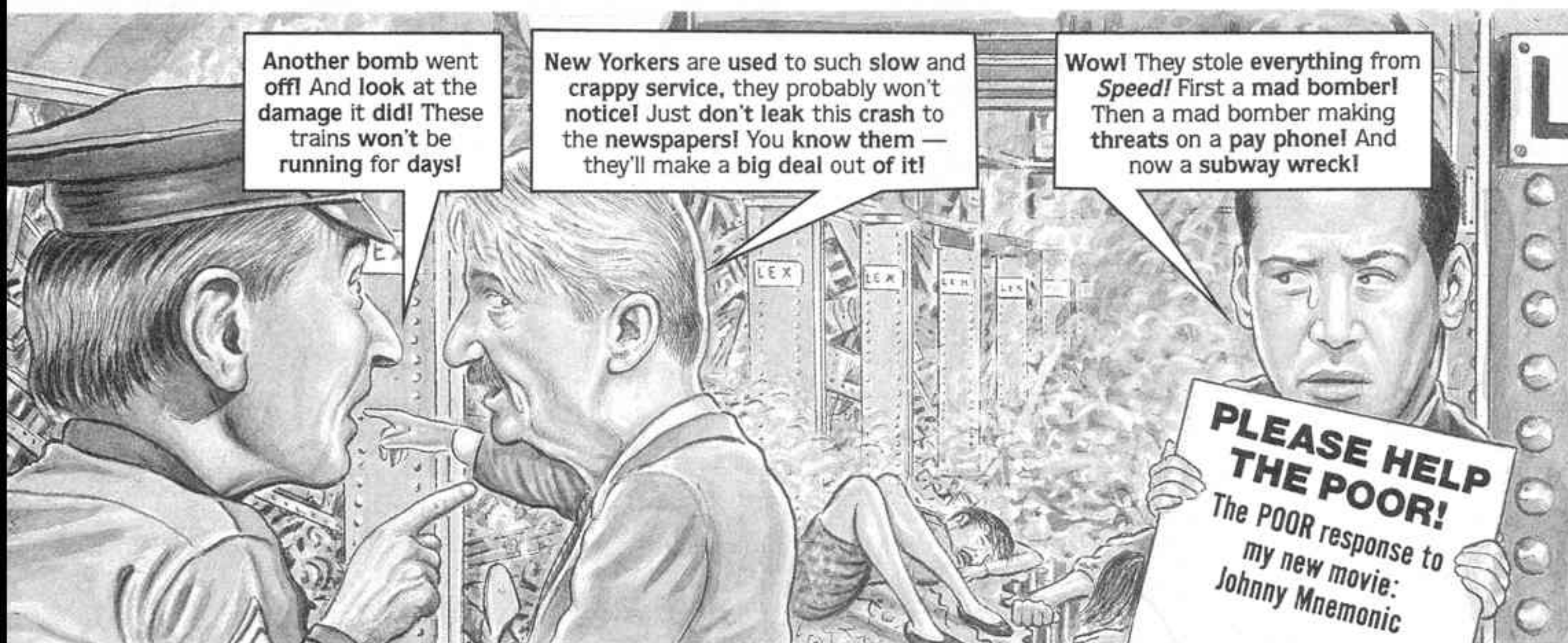
DIE HARD WITH NO VARIANCE

ARTIST: DREW FRIEDMAN

WRITER: DICK DEBARTOLO





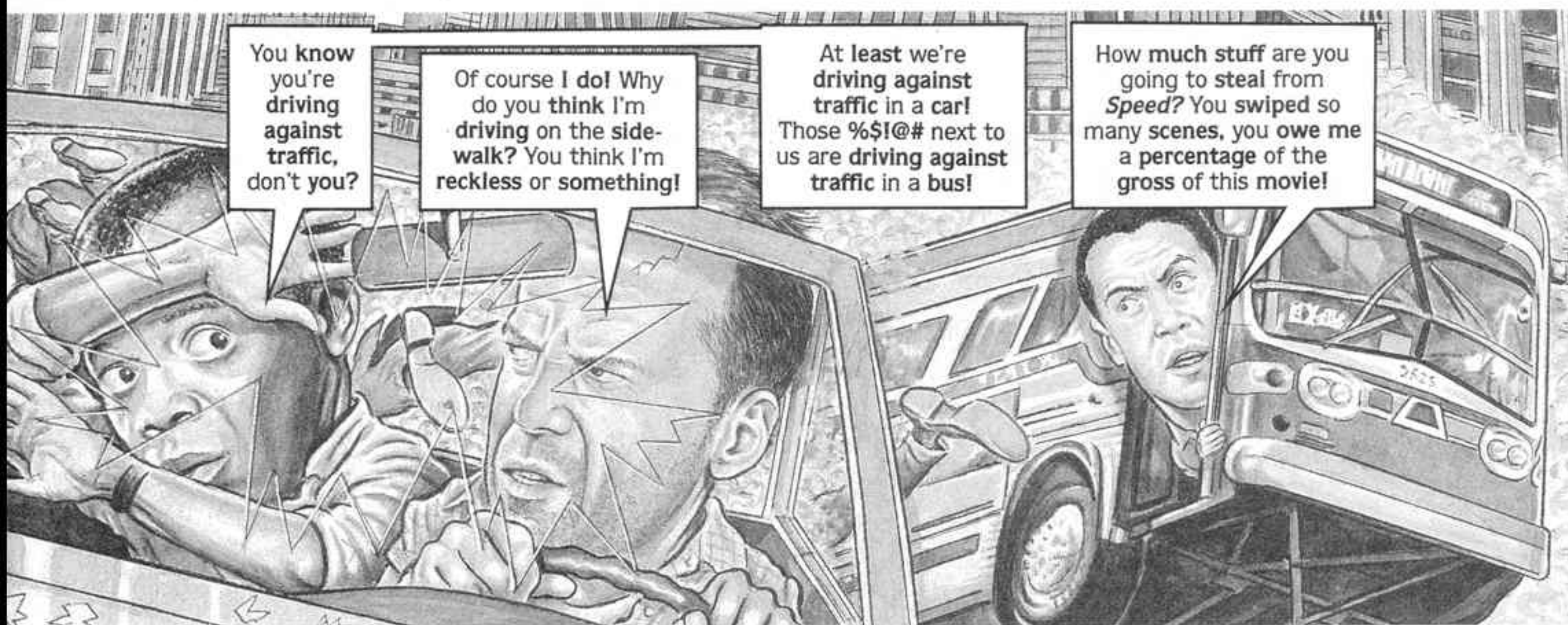


Another bomb went off! And look at the damage it did! These trains won't be running for days!

New Yorkers are used to such slow and crappy service, they probably won't notice! Just don't leak this crash to the newspapers! You know them — they'll make a big deal out of it!

Wow! They stole everything from *Speed*! First a mad bomber! Then a mad bomber making threats on a pay phone! And now a subway wreck!

PLEASE HELP THE POOR!
The POOR response to my new movie:
Johnny Mnemonic

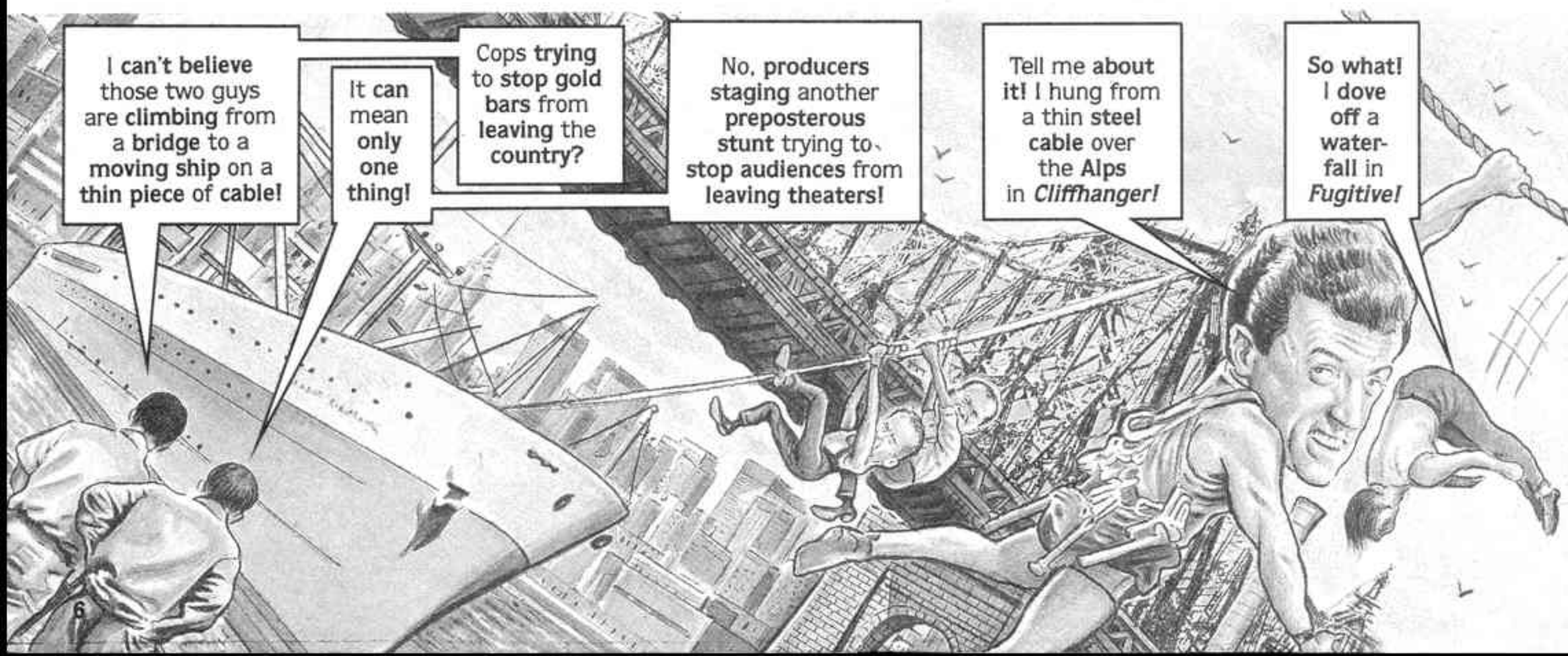


You know you're driving against traffic, don't you?

Of course I do! Why do you think I'm driving on the sidewalk? You think I'm reckless or something!

At least we're driving against traffic in a car! Those %\$!@# next to us are driving against traffic in a bus!

How much stuff are you going to steal from *Speed*? You swiped so many scenes, you owe me a percentage of the gross of this movie!



I can't believe those two guys are climbing from a bridge to a moving ship on a thin piece of cable!

It can mean only one thing!

Cops trying to stop gold bars from leaving the country?

No, producers staging another preposterous stunt trying to stop audiences from leaving theaters!

Tell me about it! I hung from a thin steel cable over the Alps in *Cliffhanger*!

So what! I dove off a waterfall in *Fugitive*!



We can't win!
They've got a
machine gun and
all you've got
is a pistol!

Yeah, but they can
spray a thousand
bullets and I only
have six to fire!

That's
an
advan-
tage?

Sure! You
aim much more
carefully when
you only have
a few bullets!

If they don't shoot
you down, I will!
You stole these dare-
devil helicopter scenes
from me in *True Lies*!

H-h-hold it r-r-right there
you guys! For the last three
pa-pa-pages you've done n-n-
n-nothing but wh-wh-whine and
m-m-mo-moan about how h-horribly
and unfair-fairly Mc-McLame and
Zoos have r-r-ripped you off!
B-But the t-t-truth is every
one of you a-a-action hero
b-b-b-bozos has been r-ripping
us off b-b-big time for years!

You said
it, doc!
I'm the
one who
originated
the "wise-
cracking in
the face of
perilous
danger"
routine!

And we
wuz the
first
and the
best
at
random
and
sense-
less
gun play!

What you're
doing is deth-
spicable! When
it comth to
getting blown
to smithereens
just when you're
on the brink of
victory, no one
came before
Wile E. Coyote!

I tawt
I taw a
timilarity
between
the way
they always
escape dan-
ger and
death, and
the way
I do it!

Now hold on
there! Ah say,
Ah say, when
it comes to
being loud,
obnoxious and
overbearing,
Ah say,
no one
does it better
than me!



As long
as we're
on a roll,
I might
as well
steal
their
ending,
too! Th-
that's
all, folks!

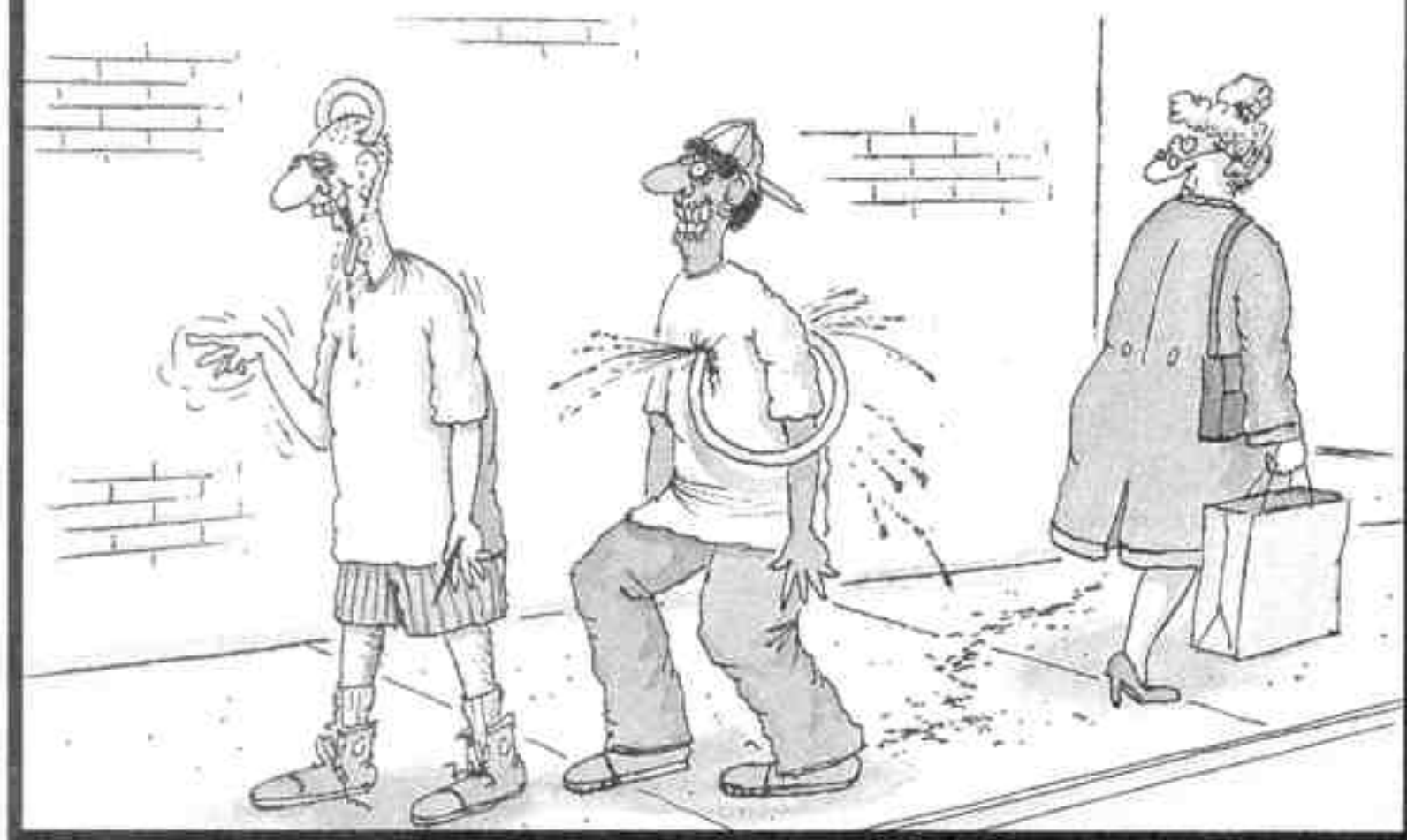
HOLIER THAN OW! DEPT.

Body Piercers are a diverse group. Some pierce only their ears from which they hang hoops and diamonds — a statement of taste and fashion. Others pierce their nose and eyelids from which they hang crosses and safety pins — a statement of hipness and rebellion. Still others pierce their nipples and naughty parts from which they hang rings — a statement of sexual kinkiness. We at MAD salute them all! And it is because of our heartfelt concern for these flesh-poking perverts that we descend from our lofty comedic mountaintop to offer up...

THE **T**EN COMMANDMENTS OF BODY PIERCING



1. *Thou shalt not pierce areas of the body in a manner that jeopardizes the function of major organs.*



2. *Thou shalt exercise caution when connecting one's own piercings to another's.*



3. *Thou shalt not pierce together parts of the body that are not naturally connected.*



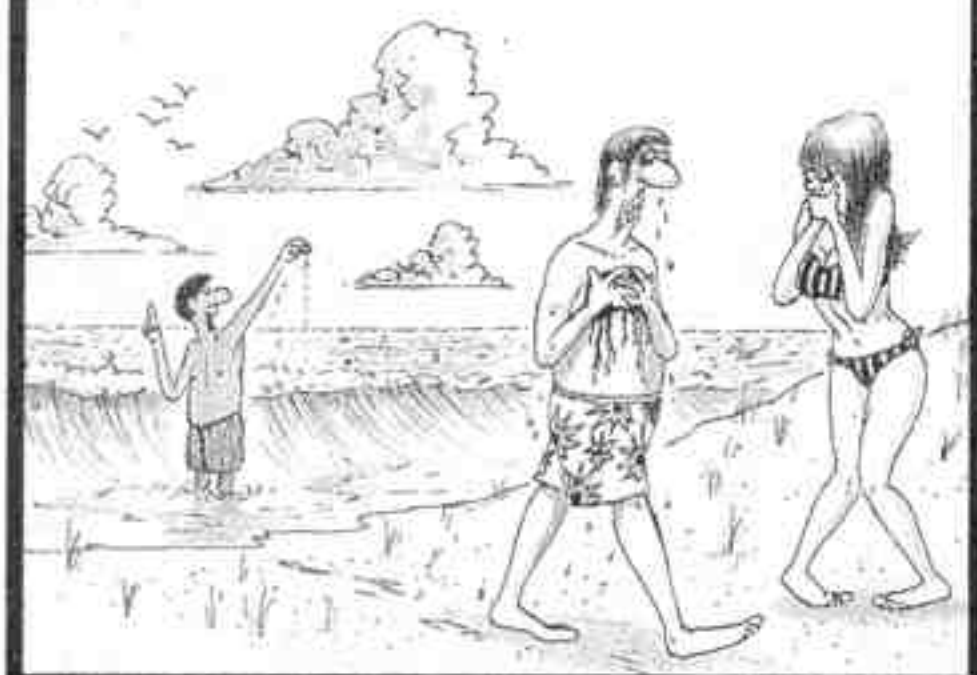
4. *Thou shalt not expose thyself to extreme gravitational forces while wearing heavy pieces of jewelry.*



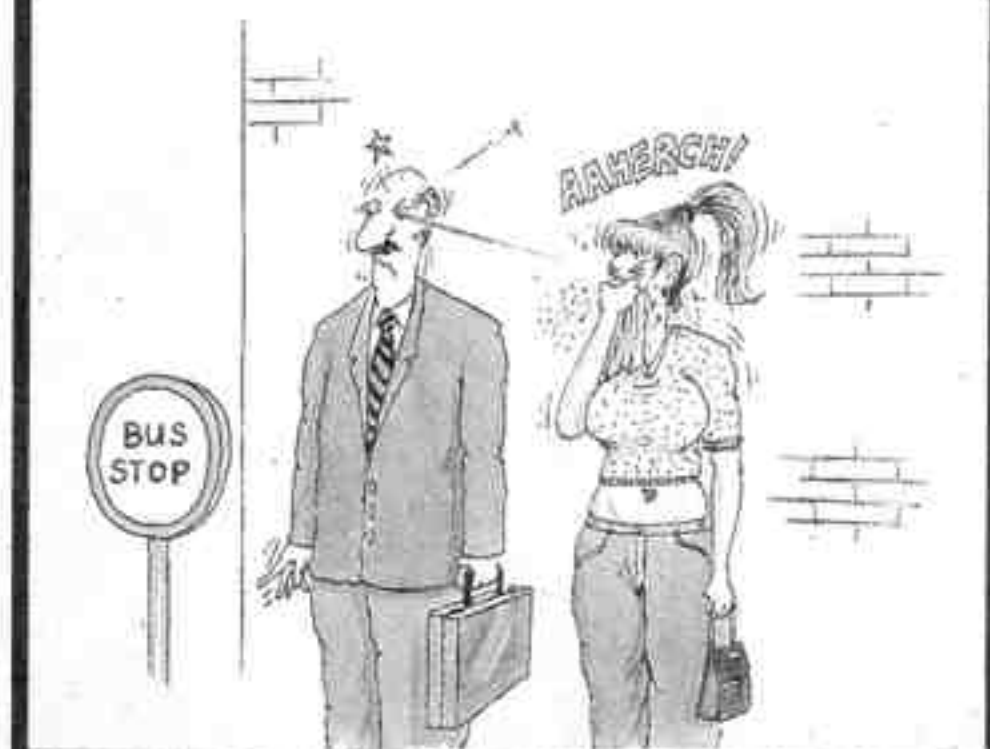
5. Thou shalt not connect excessively long chains between pierced areas of the body.

ARTIST AND WRITER: TOM CHENEY

6. Thou shalt not body-surf while wearing nipple rings.



7. Thou shalt not wear nose pins while suffering from hay fever.



8. Thou shalt not attempt to pronounce the word "Saskatchewan" while wearing tongue pins.

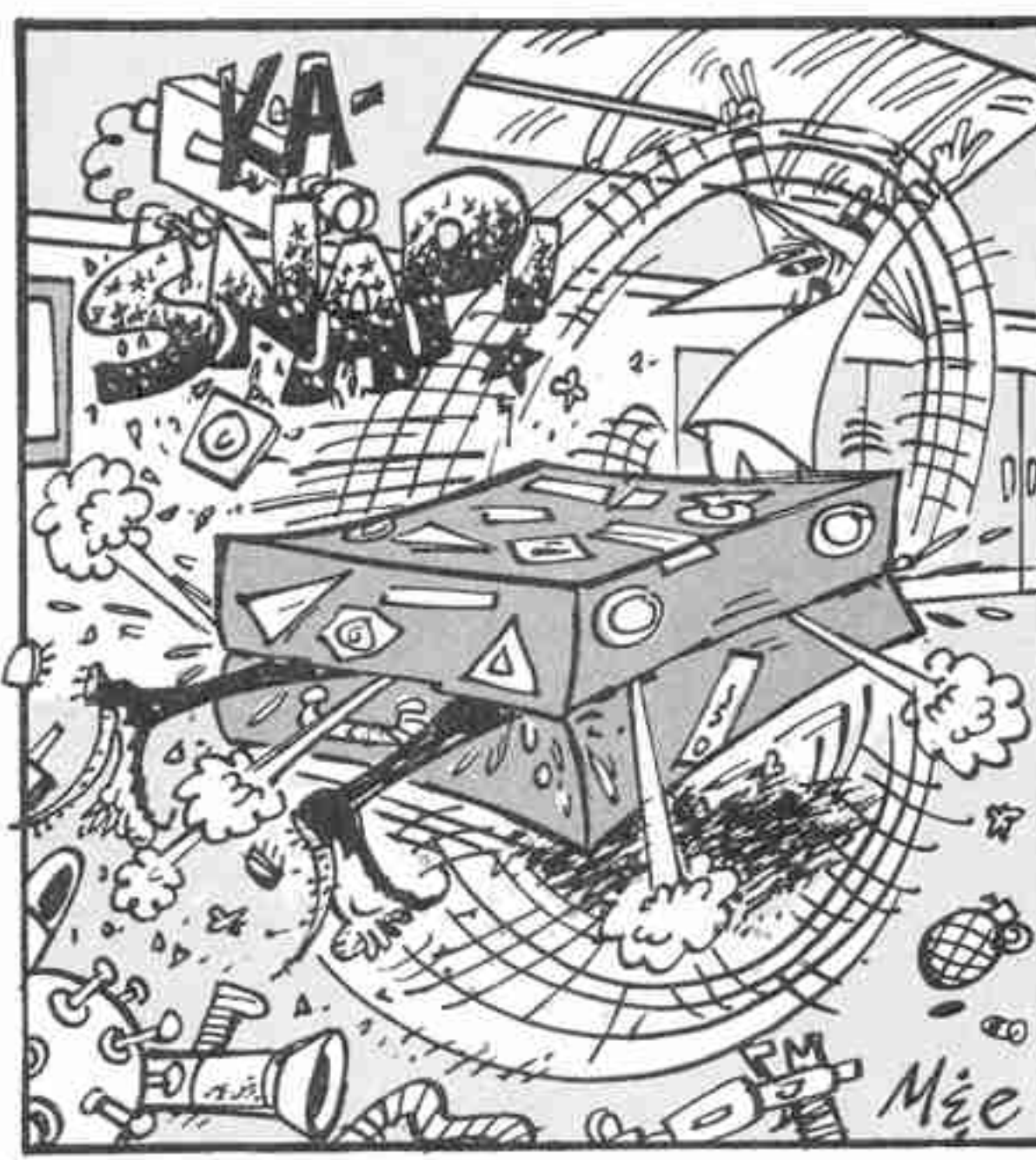


9. Thou shalt not French kiss anyone with braces while wearing lip rings.



10. Thou shalt not pierce areas of the body that compromise the structural integrity of a condom.





They're hip! They're cool! They're for people that have no lives! They're video games! It seems that every time you turn around, there's a new one waiting to be bought by another sucker! But for every idiotic and mindless game on the market, there are plenty more that don't even get that far. Here's our take on...

VIDEO GAMES THAT Nintendo REJECTED

ARTIST AND WRITER: SEAN EISENPORTH



PUKESWAP

Sure, everyone has thought about vomiting into another person's gaping mouth. But now you can! The objective is to determine what digested substances your partner is regurgitating. Hey — what's the big deal? Birds do it all the time!

FUN WITH MATH

Pornography and learning is a combination whose time has come! With every correct answer, one of many babes removes another item of clothing until she is completely naked — at which point, said babe engages in an eye-popping dance of raw, wanton lust. Who'd a-thunk learning could be so babe-o-licious?! Also available: A Chippendales version for girls!

QUESTION

$$4 + 6 = ?$$

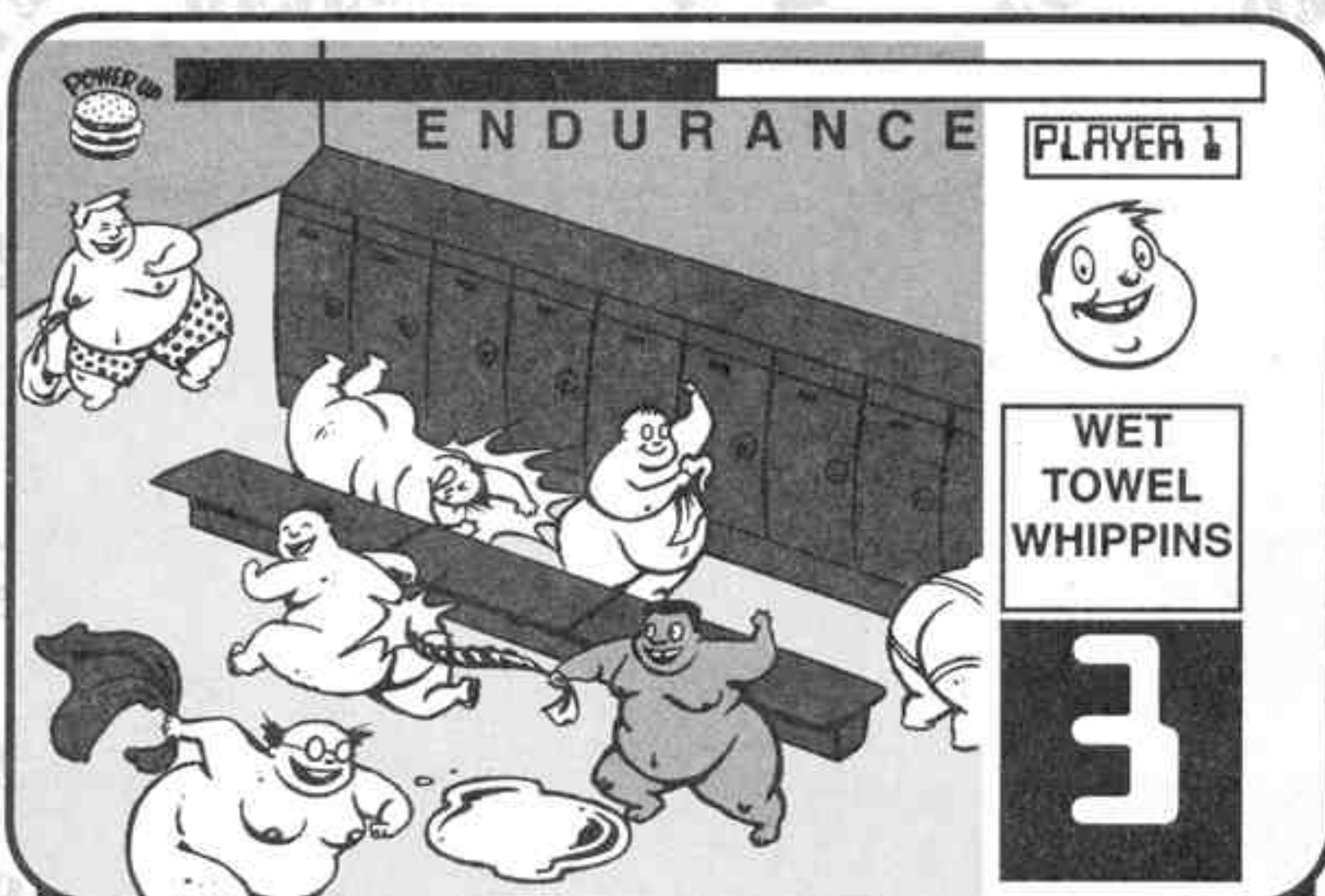
YOUR ANSWER

> 10

CORRECT

TEE HEE HEE!
YOU'RE SO SMART!





FAT GUYS SHOWERTIME SHENANIGANS

This is how the big boys play. The rules are simple, Tubby— whip or be whipped. You gotta be fat and you gotta be quick to zap some porker's ass and turn it a lovely shade of lobster red. MMM, lobster! Step into the ring if you've got the gut!

WWF PRESIDENTIAL BATTLE ROYALE

Clinton, Bush, Kennedy, Nixon — they're all here in this bone-crushing, face-pounding WWF Battle Royale! You'll be on the edge of your seat as your favorite presidents piledrive, suplex and hammer the snot out of each other. It's wrestlin', it's presidents, it's all American!



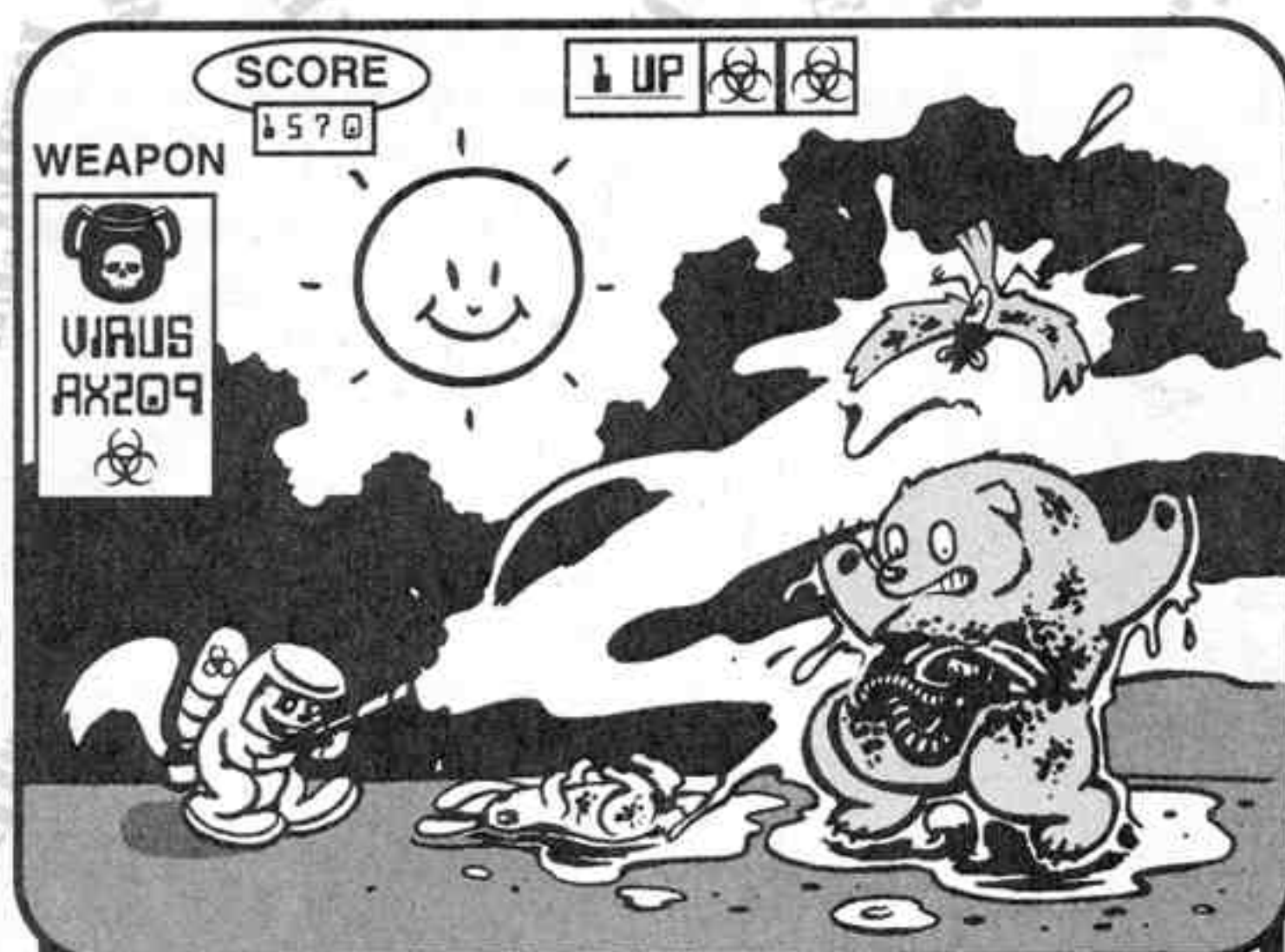
SISSYFIGHTER

The limp-wristed slaps fly fast 'n furious in this, the mother of all sissy fights! Nerds, geeks, dweebs and gimps all come together in this explosive confrontation to determine who will reign as King of the Sissys! In the sissyfight, there is only one rule: survive. Well actually, there are two rules: 1: survive, and 2: no crying before the other guy actually hits you!



BOB DOES LAUNDRY

It's a dirty job, but Bob's gotta do it. 'Cuz no one else is gonna do Bob's laundry. This is the game for those with lots of free time and no life. So quit your bitchin' already and do the laundry — Bob's laundry!

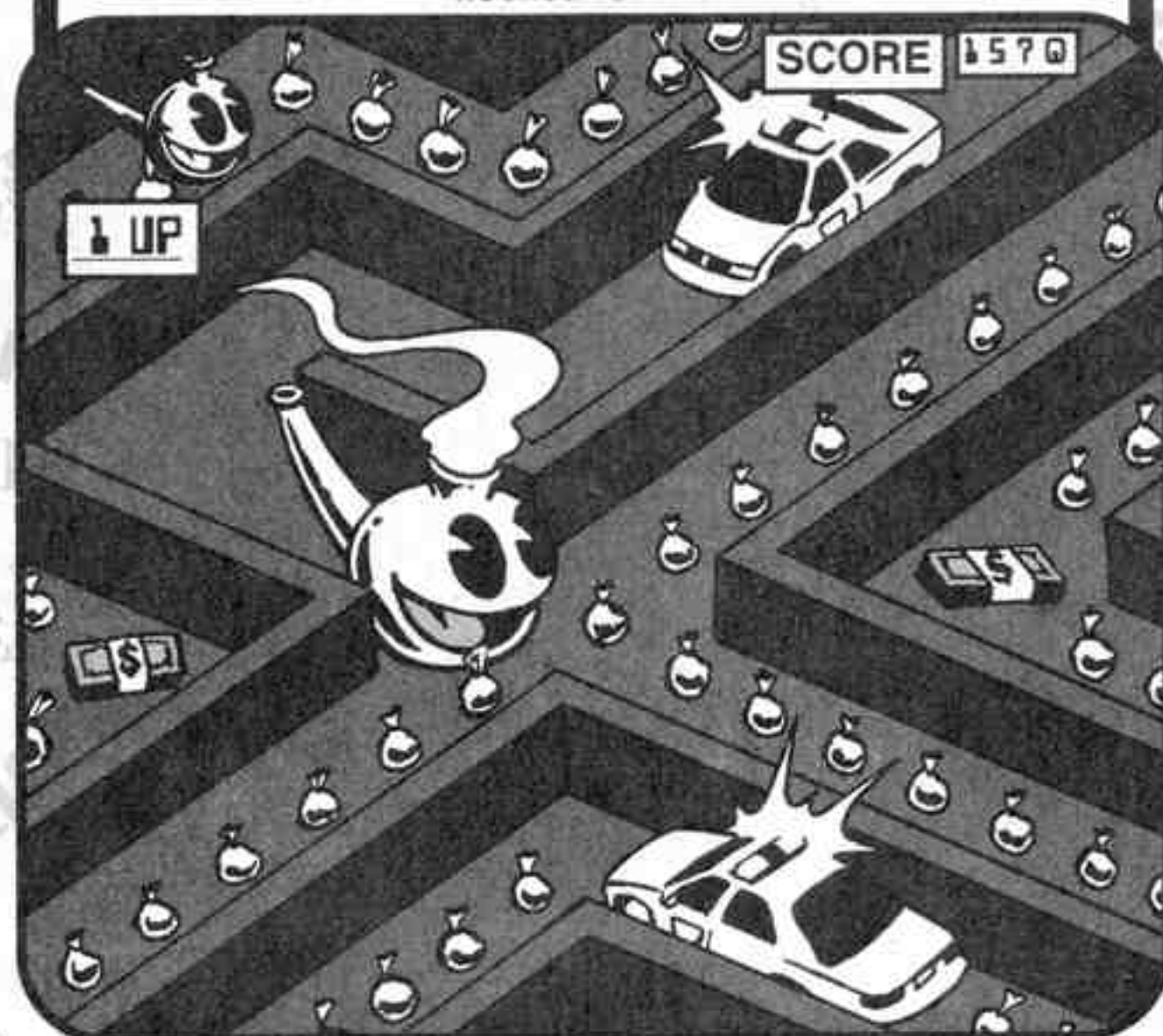


FLUFFY SKWIRL'S BIOLOGICAL WEAPONS TESTING

They are the most lethal, aggressive viruses ever engineered by science, and now they are in the hands of a happy-go-lucky squirrel named "Fluffy." The biological warfare division of the military has commissioned Fluffy Skwirl to test their weapons on those pesky forest critters. The more dead critters, the more acorns for Fluffy. Tonso' fun!

CRACKMAN

Traveling around the urban concrete maze, Crackman devours loads of crack and big money to support his addiction. But those nasty law enforcement types are on his trail and they're eager to bust this lovable junkie. Watch out — one hit of Crackman, and you're hooked for life!

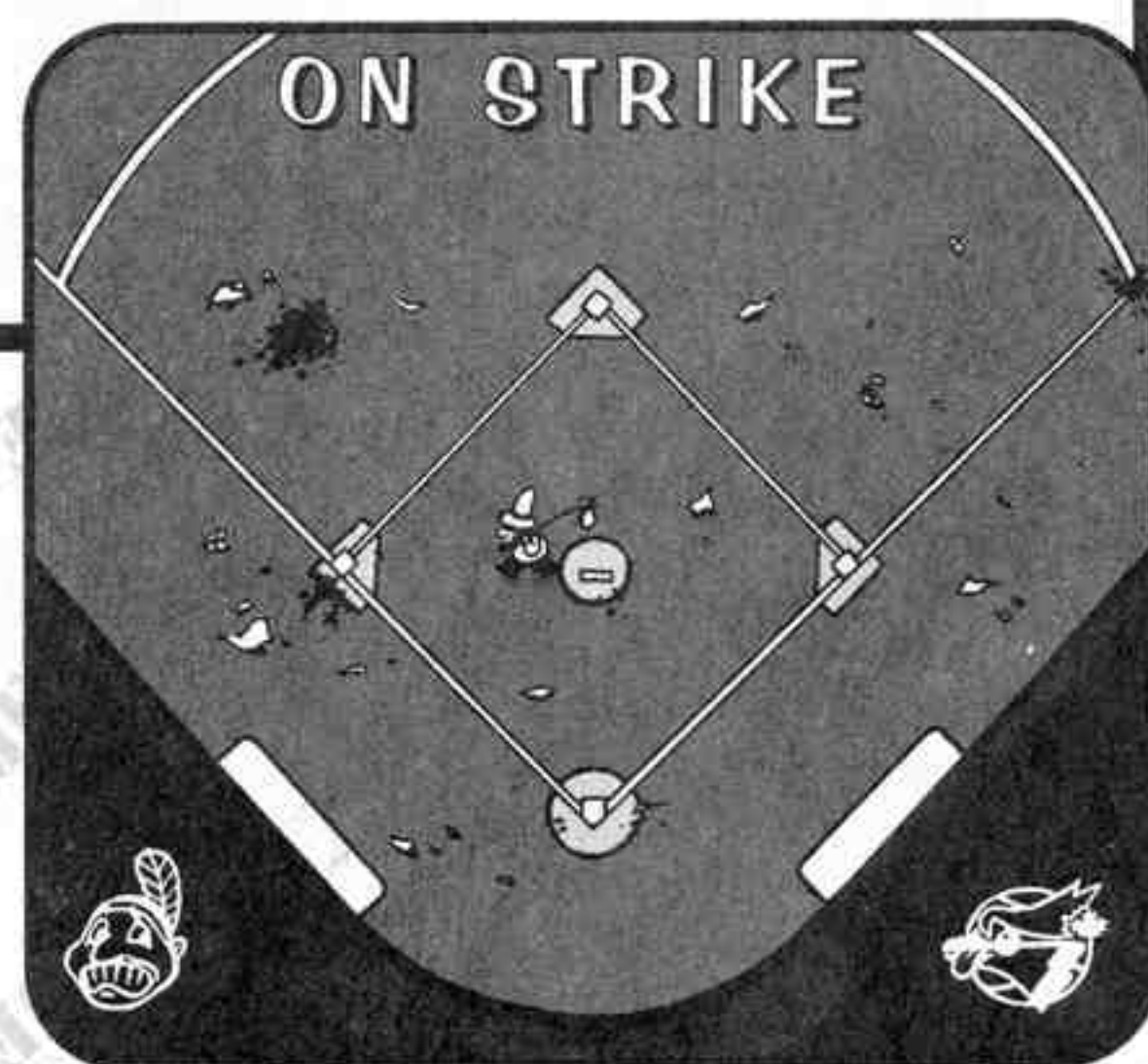


GRANDMA'S BITCHIN' BUICK BURNOUT

There could not be a more deadly union than that of senile old lady Mulligan and her '73 Buick Deathmobile. She's gotta get home in time for *Murder, She Wrote* and God have mercy on any pedestrians or Hyundais that get in her way. Run them cops off the road grandma, before they shoot out your tires!

VIRTUAL BASEBALL THE '94 WORLD SERIES

The owners and the players are deadlocked; the stadiums sit empty. It's a monument to corporate and individual greed, and now it's captured in a new game — Virtual Baseball. The boredom and heartbreak are so realistic, you'll swear you're at the stadium!



PLAYER 1

1 ITEM

WEINERS:



LORENA BOBBITT'S EMASCULATOR CHALLENGE

She's got the hedge clippers and she's got a hankerin' to do some amputatin'! The emasculator is every phallus' worst nightmare and for whatever bizarre reason, this scissor wielder seeks to remove them all.

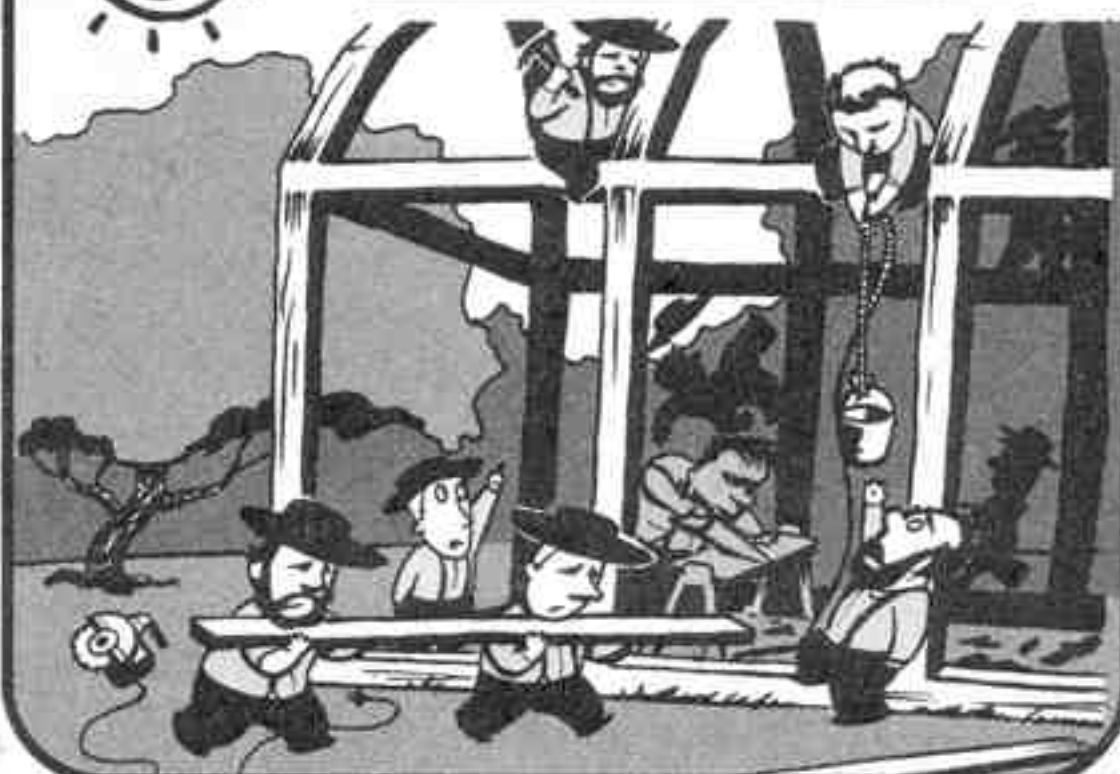
Suddenly, even the fattest slob is an Olympic sprinter!

AMISH BARN RAISING FEVER

You got the fever, baby. The Amish Barn Raising Fever! In the true spirit of community, Eli helps his neighbors to erect the structure that will house farmer Zacharia's livestock. Are ye up to the task, English? Ye must be a bad ass to wear those suspenders!

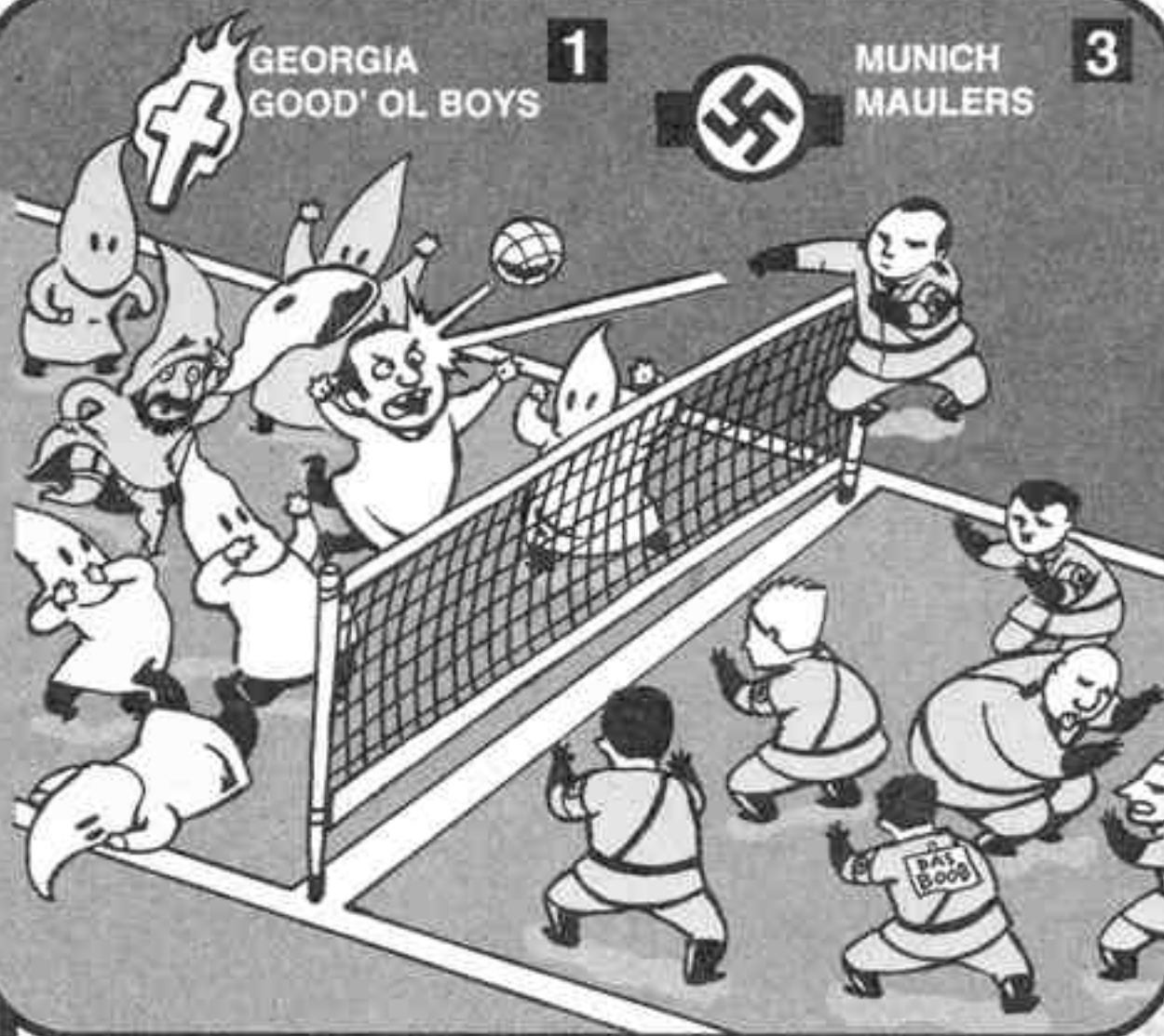
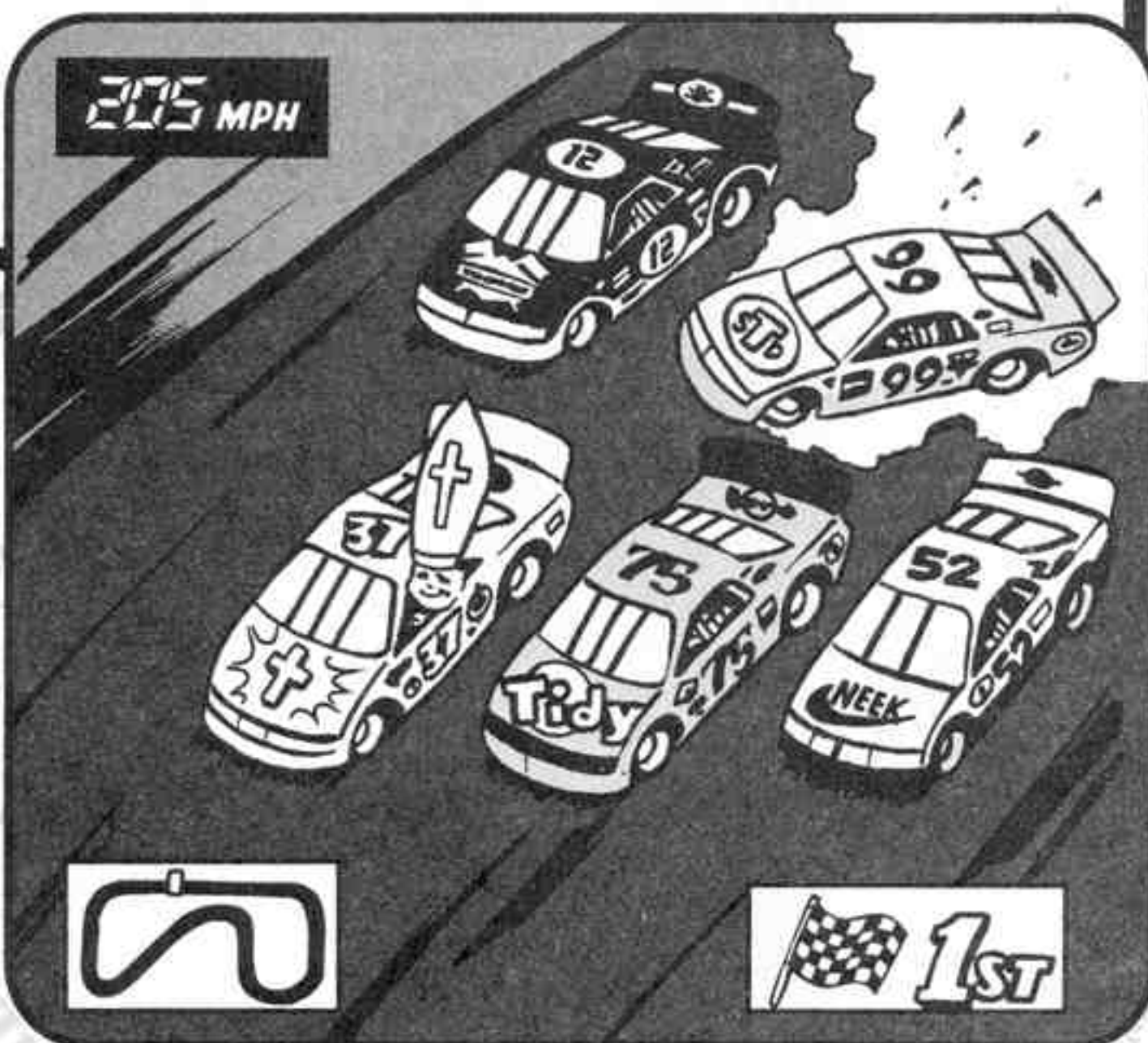


DAYLIGHT REMAINING
7 1/2 HOURS



POPE JOHN PAUL II STOCK CAR CHALLENGE

Hey, just because he's the Pope doesn't mean His Eminence can't handle a spin on the Daytona Speedway. His Holiness really knows how to tear up the track in the Pontiff Pontiac Special. And that big pope hat ain't just for looks — it acts as a giant aerofoil! Yessir, divine fun for everyone, even non-Catholics!



CHAMPIONSHIP NAZI VOLLEYBALL

The White Supremacists go up against the White Supremacists to display their common athletic incompetence. Whether it's Nazis falling on their butts or Ku Klux Klansmen banging their heads together like coconuts, you'll pee your pants laughing. Das ist funny, Mein Führer!

MY SO-CALLED AFTERLIFE DEPT.

Thank you, thank you very much! The King here — since I'm the most famous ghost around, MAD tracked me down at a séance and begged me to review this movie! They thought first of asking Patrick Swayze, since he starred in the movie *Ghost*, but he's still alive — although you couldn't tell by his acting! Thank you, thank you very much! Anyway, allow me to introduce...

GASPER

ARTIST: PAUL COKER

WRITER: STAN HART



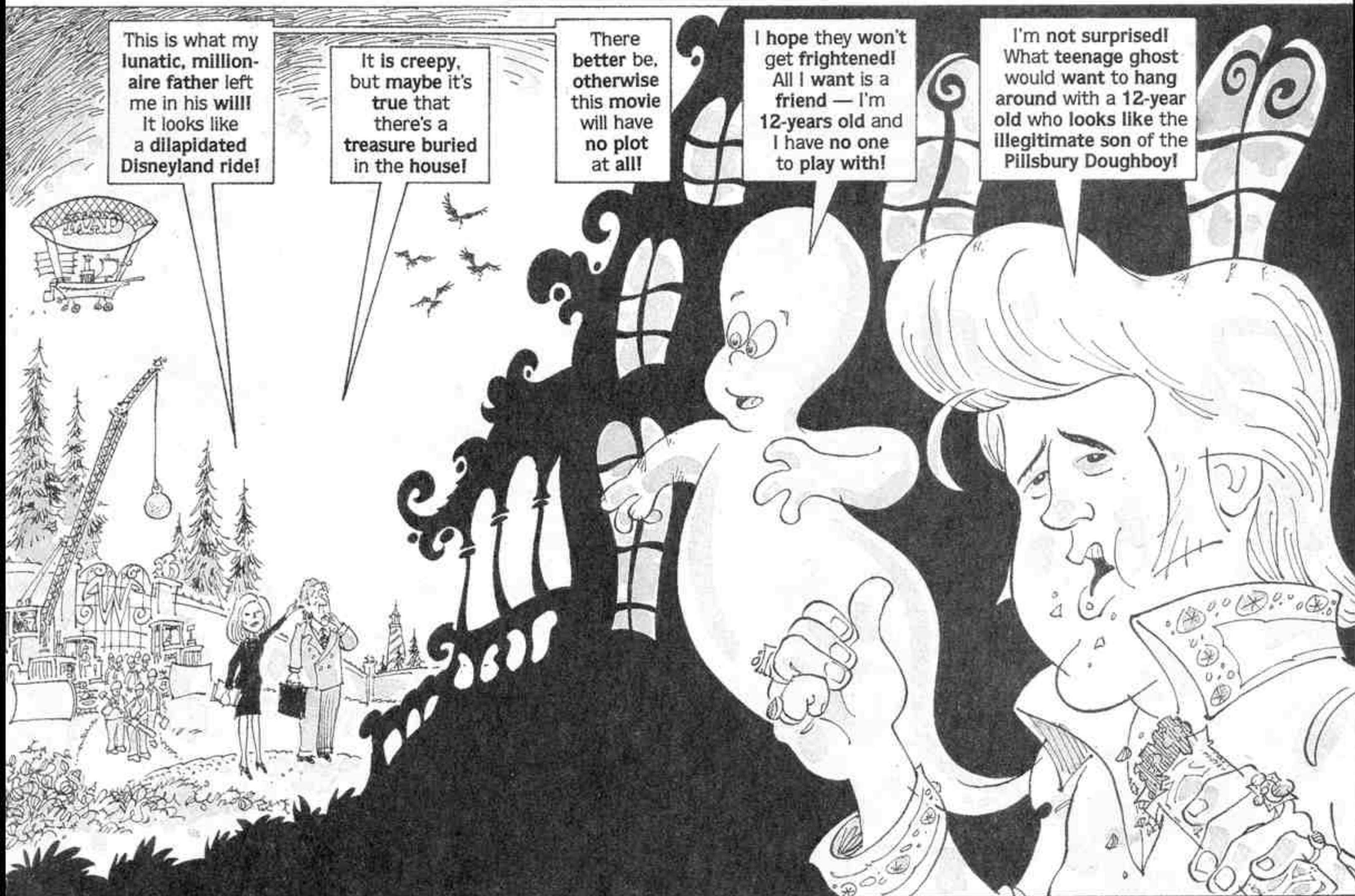
This is what my lunatic, millionaire father left me in his will! It looks like a dilapidated Disneyland ride!

It is creepy, but maybe it's true that there's a treasure buried in the house!

There better be, otherwise this movie will have no plot at all!

I hope they won't get frightened! All I want is a friend — I'm 12-years old and I have no one to play with!

I'm not surprised! What teenage ghost would want to hang around with a 12-year old who looks like the illegitimate son of the Pillsbury Doughboy!



Geesh! You guys could give someone a heart attack!

If that happens, just call a doctor!

Yeah! Try Jack Kevorkian!

That's how we got to be where we are!





Are you sure you can deal with the ghosts in this house?

Yes, my psychiatric specialty is helping ghosts finish their unfinished business so they can go over to the other side completely!

Doesn't working in the spirit world frighten you?

Not as much as some things in the real world!

Such as?

Such as Pat Robertson's Contract with American Families! That's really scary stuff!



What's happening?

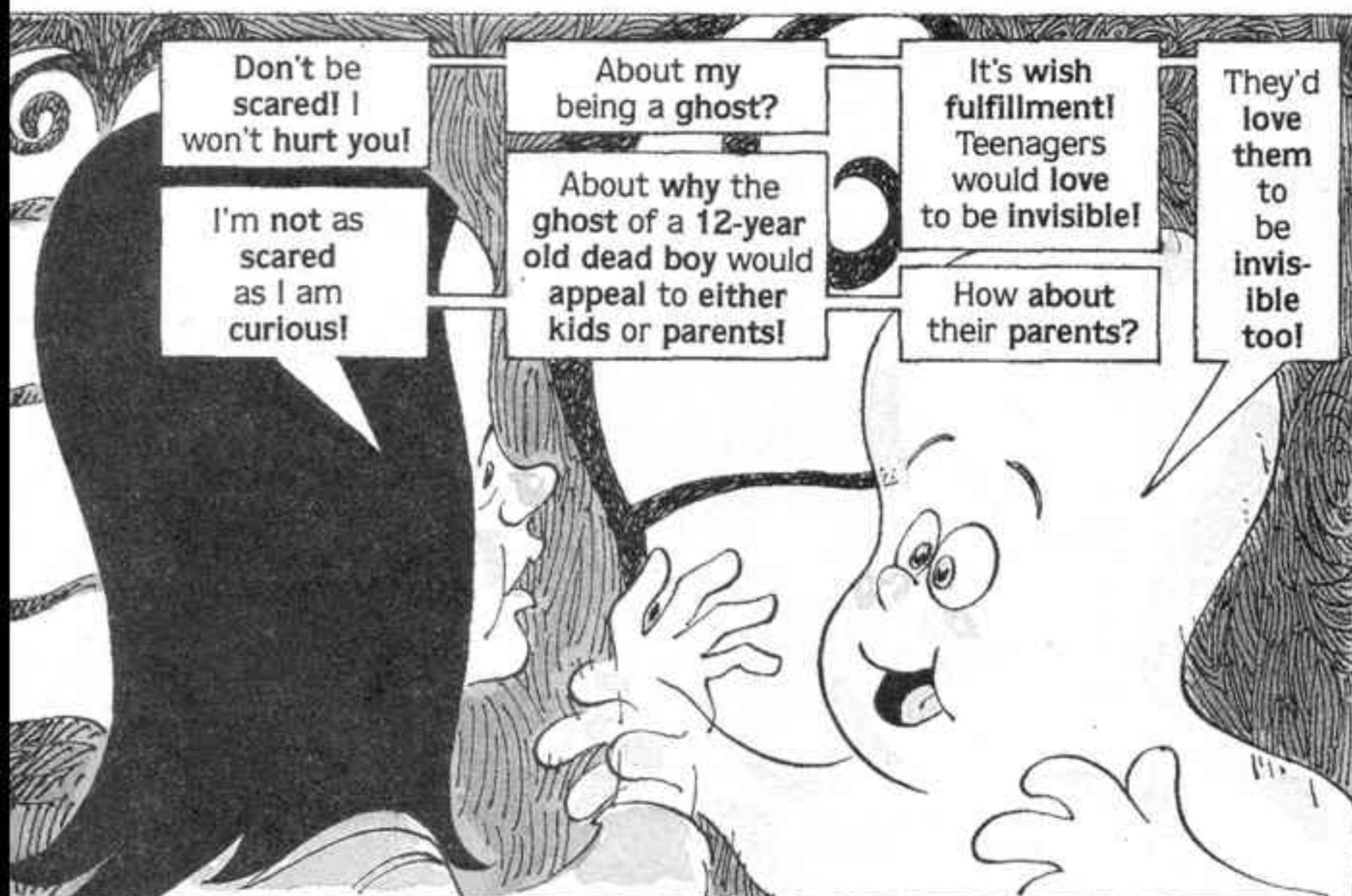
There are three ghosts! The worst one's called "Stinky"!

What's he like?

He's invisible, yet he emits a disgusting odor!

We get those from time to time in my school room! But there, we call them "farts"!

If they think that's scary, they should see the weird things I saw after the stuff I swallowed the last few years of my life!



Don't be scared! I won't hurt you!

I'm not as scared as I am curious!

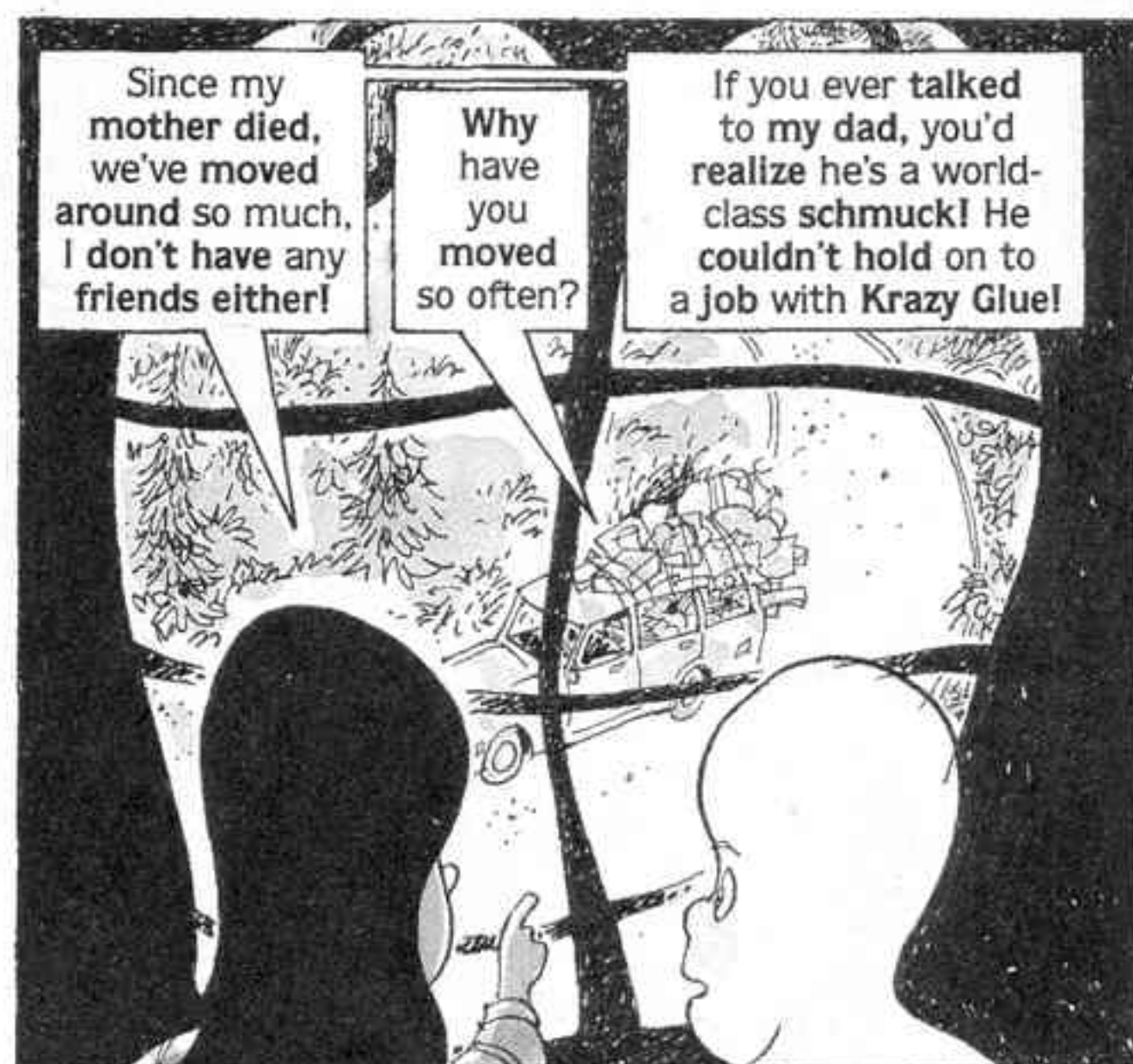
About my being a ghost?

About why the ghost of a 12-year old dead boy would appeal to either kids or parents!

It's wish fulfillment! Teenagers would love to be invisible!

How about their parents?

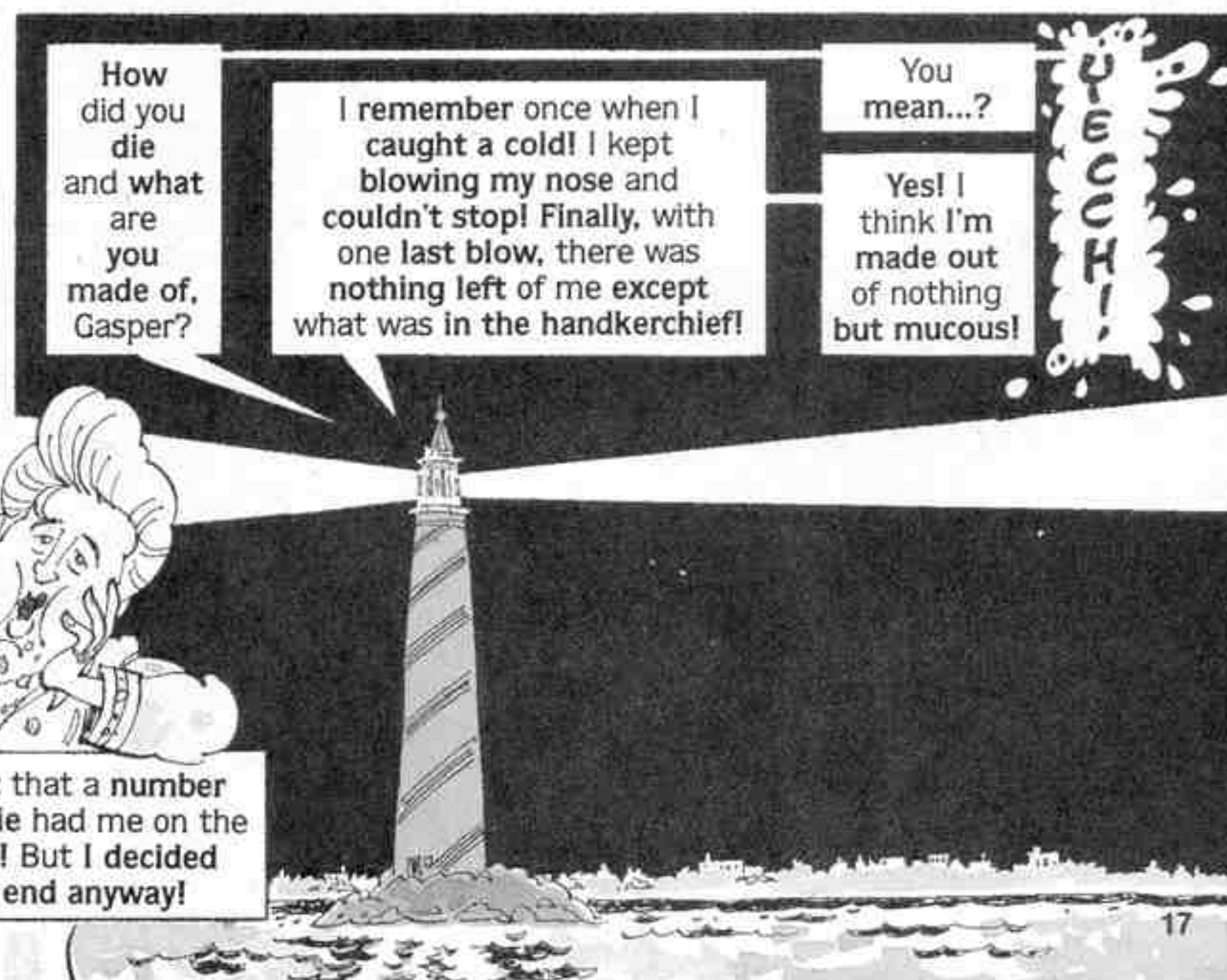
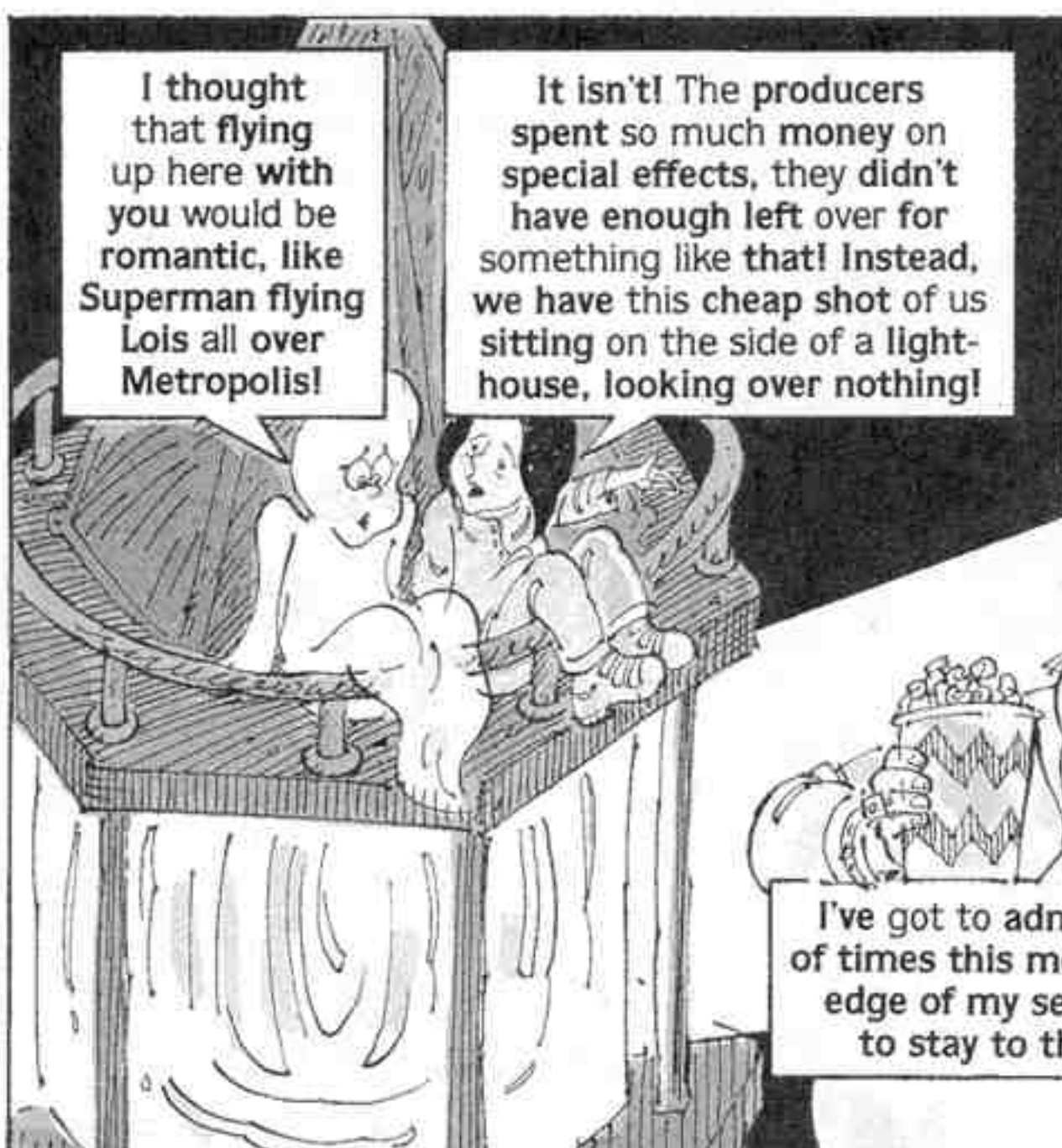
They'd love them to be invisible tool



Since my mother died, we've moved around so much, I don't have any friends either!

Why have you moved so often?

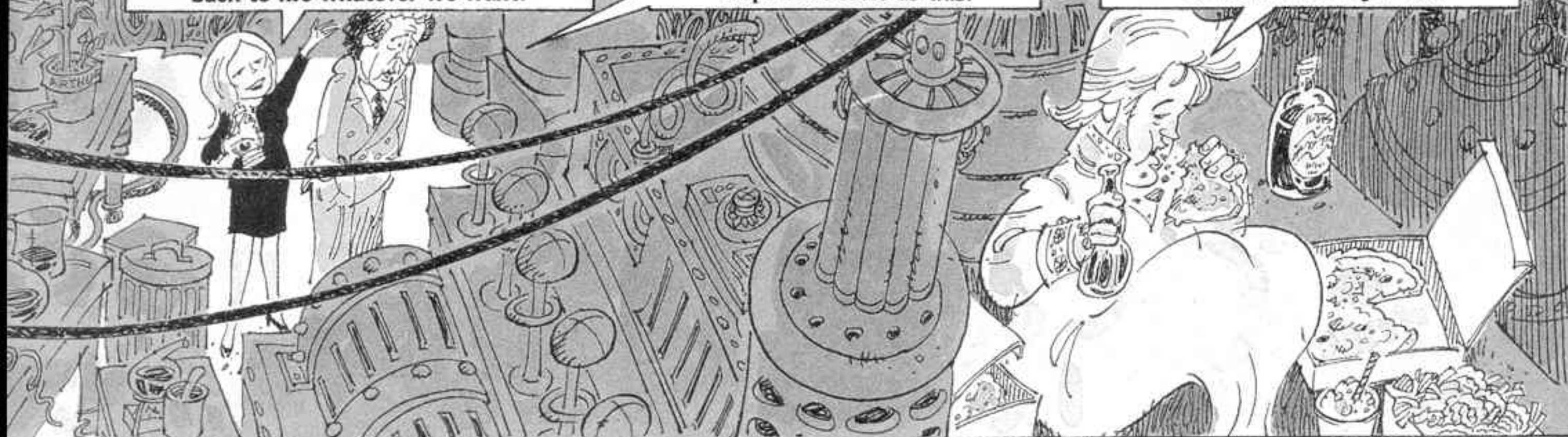
If you ever talked to my dad, you'd realize he's a world-class schmuck! He couldn't hold on to a job with Krazy Glue!



That's the treasure — the Resurrection Machine that Gasper's father built long ago! And this is the elixir that makes it work! Imagine the power we have! With this thing, we can bring back to life whatever we want!

Everything except the once proud career I had as one of the Monty Python players! May God, John Cleese and Michael Palin forgive me for being in such a witless, slapstick movie as this!

If a dead person with unfinished business is supposed to become a ghost, how come that diaphanous dork's daddy isn't one? Ya didn't think I was paying attention to the movie, didja? Ha!



So long, Carotenel! I have the elixir now!

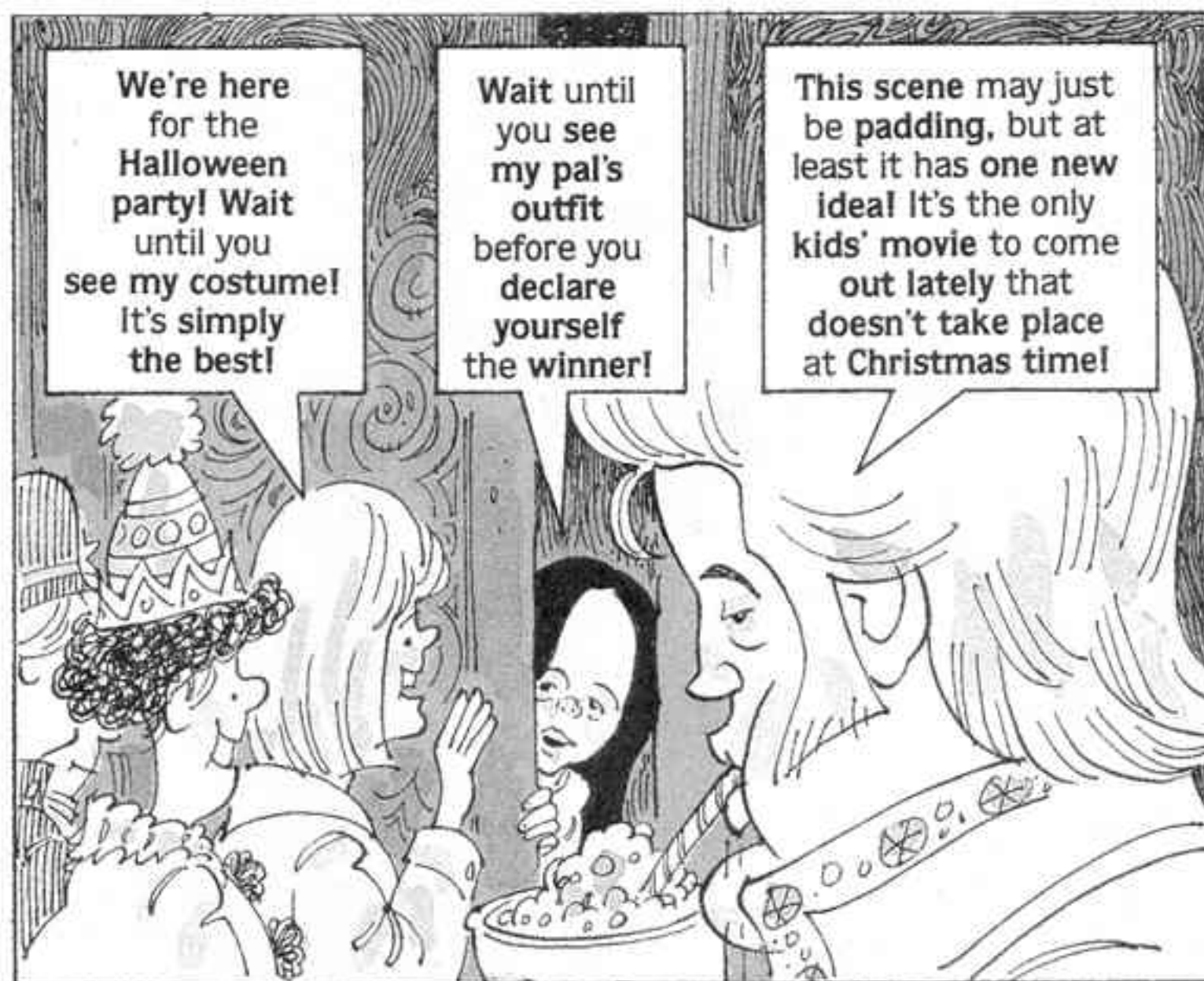
Many people will put this movie on their "Family Values Entertainment" list! But hold it! Since the only interesting characters are ghosts of dead people, what's this picture saying? That it's better and more fun to be dead than alive? Nice message when there's so much concern about teen suicides!



We're here for the Halloween party! Wait until you see my costume! It's simply the best!

Wait until you see my pal's outfit before you declare yourself the winner!

This scene may just be padding, but at least it has one new idea! It's the only kids' movie to come out lately that doesn't take place at Christmas time!



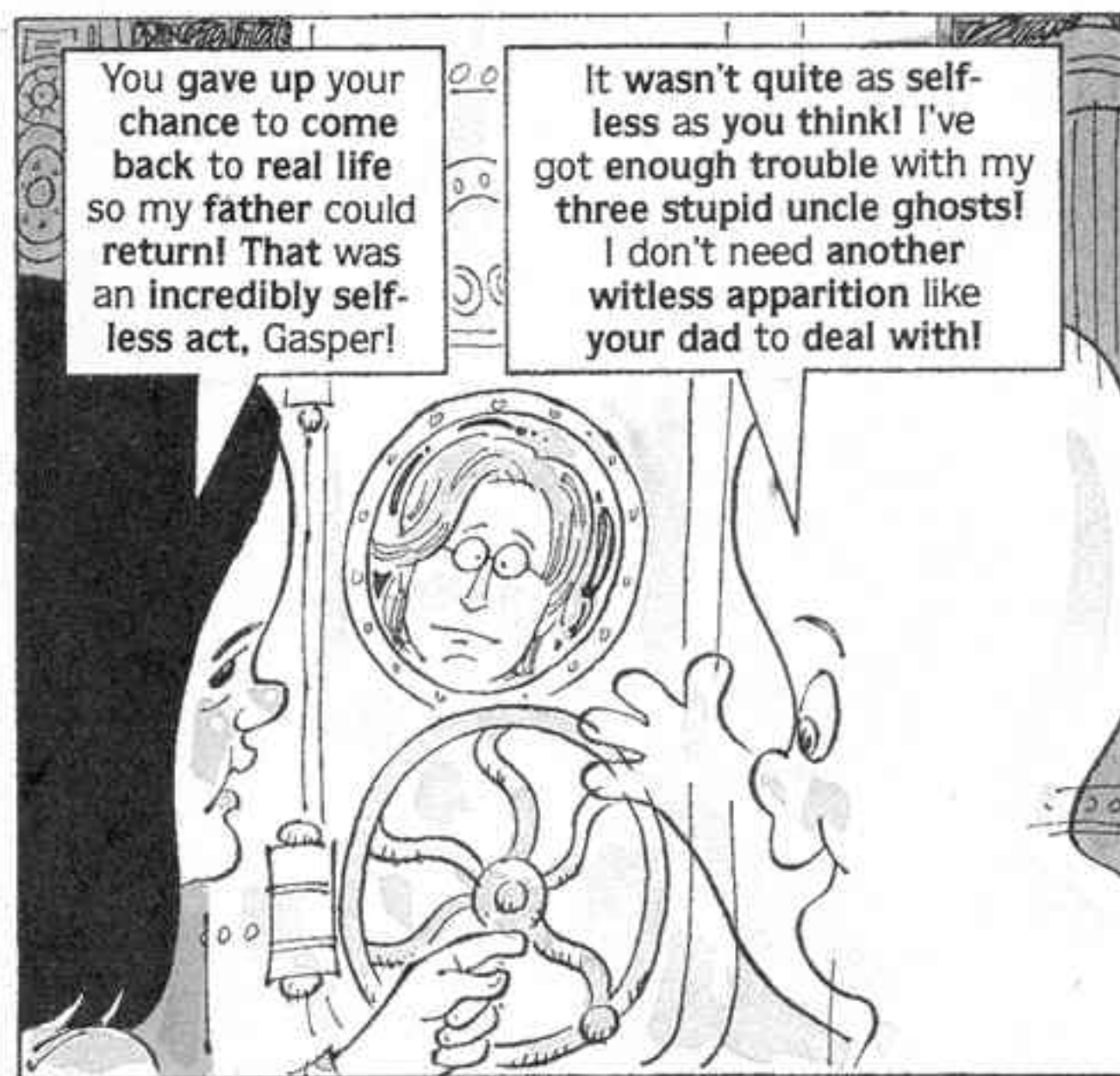
Daddy, why are you a ghost? Do you have some unfinished business to clear up?

Yes! With my agent, for talking me into this role! I could have been a big star after the movie *While You Were Sleeping*, but I blew it by appearing in this abysmal kiddie flick!



You gave up your chance to come back to real life so my father could return! That was an incredibly selfless act, Gasper!

It wasn't quite as selfless as you think! I've got enough trouble with my three stupid uncle ghosts! I don't need another witless apparition like your dad to deal with!





You're Kat's mother and you've returned as an angel!

Yes, and because of your noble sacrifice, you have won the right to become a mortal for a brief period of time!

Wow! I can be a 12-year old boy and go to the party? For how long?

Until 10 p.m., or until you pop a woody — whichever comes first!

Ain't it touching that God's so concerned with the gossamer geek that he sends down an angel to intervene? Hey, Mr. Big Guy, don't you have better places for your miraculous intervention? Ever hear of Bosnia, Somalia or the inner cities?

Dear wife, how is it being in the world beyond?

Lovely! Remember those headaches I used to have? I don't have them anymore!

That must be because angels don't have any stress!

You're right! Namely, this angel doesn't have any more stress from you pressuring her for sex all the time!

Can you come back to us?

I'm afraid not!

The angel in this scene is being portrayed by Amy Brenneman, who should be getting a complex by now! First, she was Lt. Licalsi on *NYPD Blue*, and they got rid of her! And here, in her movie debut, she doesn't even get to play a human being! Man, her career is zipping right along!

I'm going back to being an invisible ghost!

Will I ever see you again?

Maybe you won't be seeing me, but I'll be seeing you!

Where?

In the girls' locker room, while you're taking a shower, when you're on a date making out, when you're getting undressed for bed, when you're...

Enough! You'll have to find me first! We're moving!

You might ask what unfinished business a 12-year old boy has to remain a ghost! In most cases, the answer is none! In Gasper's case, the answer is SEQUELS! Thank you, thank you very much! I'm heading out for lunch! If I hurry, I can still catch the all-you-can-eat luncheon at Dunkin' Donuts!

DULL AND VOID DEPT.

We all know, for the most part, that life is an intensely mundane affair. We live a highly ordinary existence, moving from one banal, vapid routine to the next. Unless, of course, you're one of the privileged yuppie scum on Aaron Spelling's moronic nighttime soap operas. For them, life is a continual stimulation, an unpredictable roller coaster ride replete with scandal, intrigue and drunken debauchery! You'll know exactly what we mean, after you compare...

YOUR LIFE

VS.

LIFE ON MELROSE PLACE

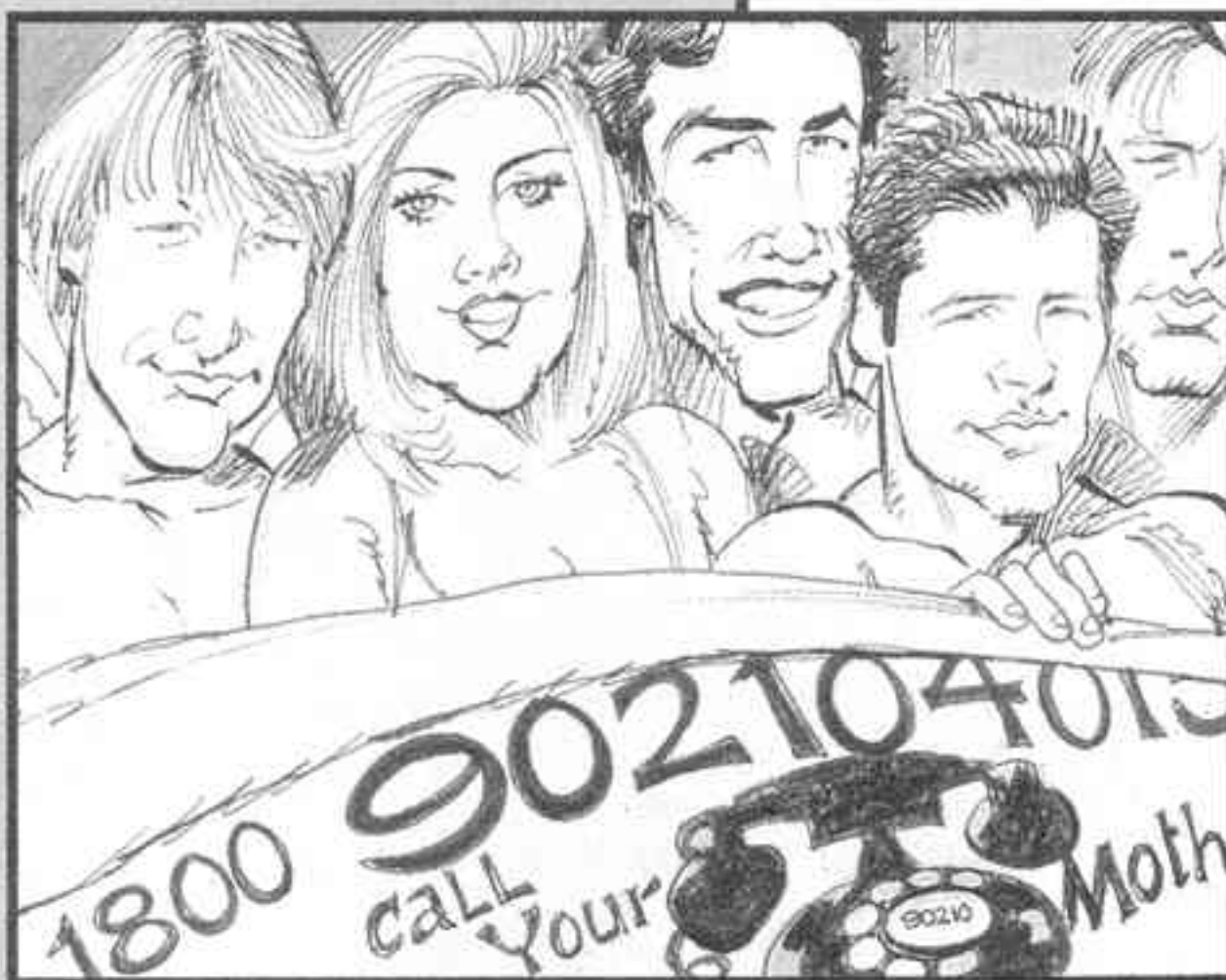
90210

ARTIST: MORT DRUCKER

WRITER: LORI KOLMAN

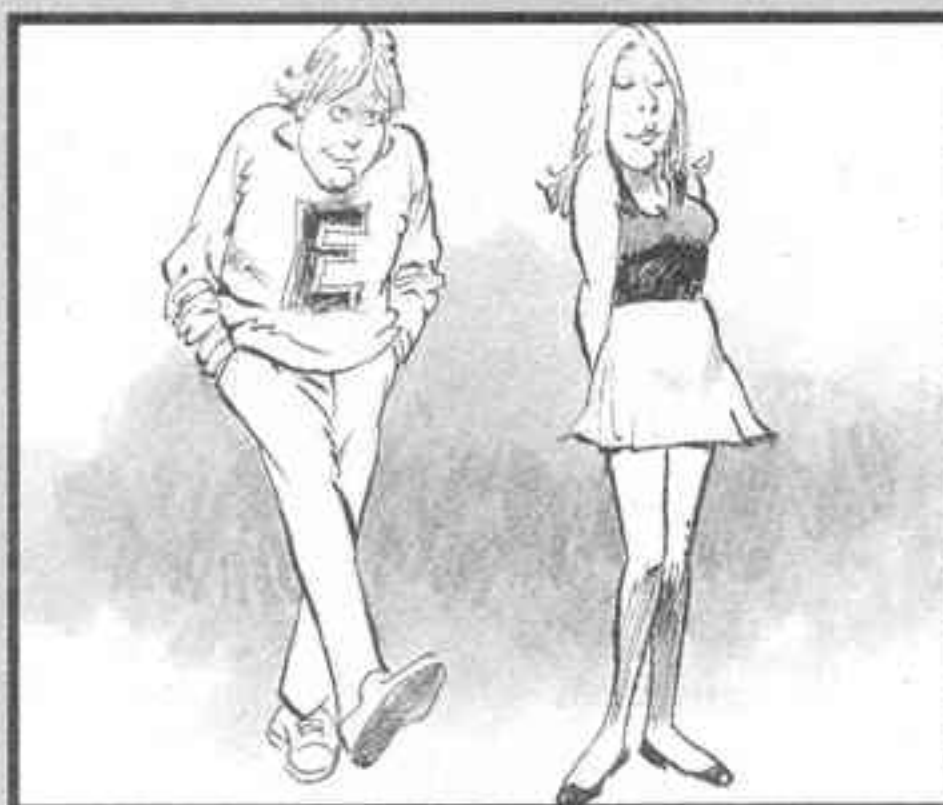


**YOUR
LIFE:
Collect
baseball
cards**



**MELROSE
PLACE
90210:
Collect
sex
partners**

YOUR LIFE: Ask cute girl on date



**MELROSE PLACE /90210
Ask gay doctor on date
only to have him frame
you for the murder of
his wife**



YOUR LIFE: Dent the Chevy's fender

MELROSE PLACE /90210: Drive the Porsche off cliff



YOUR LIFE: Start new paper route



YOUR LIFE: Eat dinner with girlfriend's family

MELROSE PLACE /90210: Have girlfriend's parents bribe you to hit the bricks



MELROSE PLACE /90210: Start new design agency



YOUR LIFE: Steal a pack of gum

MELROSE PLACE Steal back inheritance from con artist who stole 90210: it from you



YOUR LIFE:
Take
piano
lessons



YOUR LIFE:
Buy new
sneakers



MELROSE
PLACE
90210:
Take
diet
pills



MELROSE
PLACE
90210:
Buy
new
friends

YOUR LIFE: Slam your bedroom door

MELROSE PLACE / 90210: Sue your parents



YOUR LIFE: Get dumped by girlfriend

MELROSE
PLACE
90210:

Get left at
altar one year,
have wedding
interrupted
the next, by
the same
girlfriend



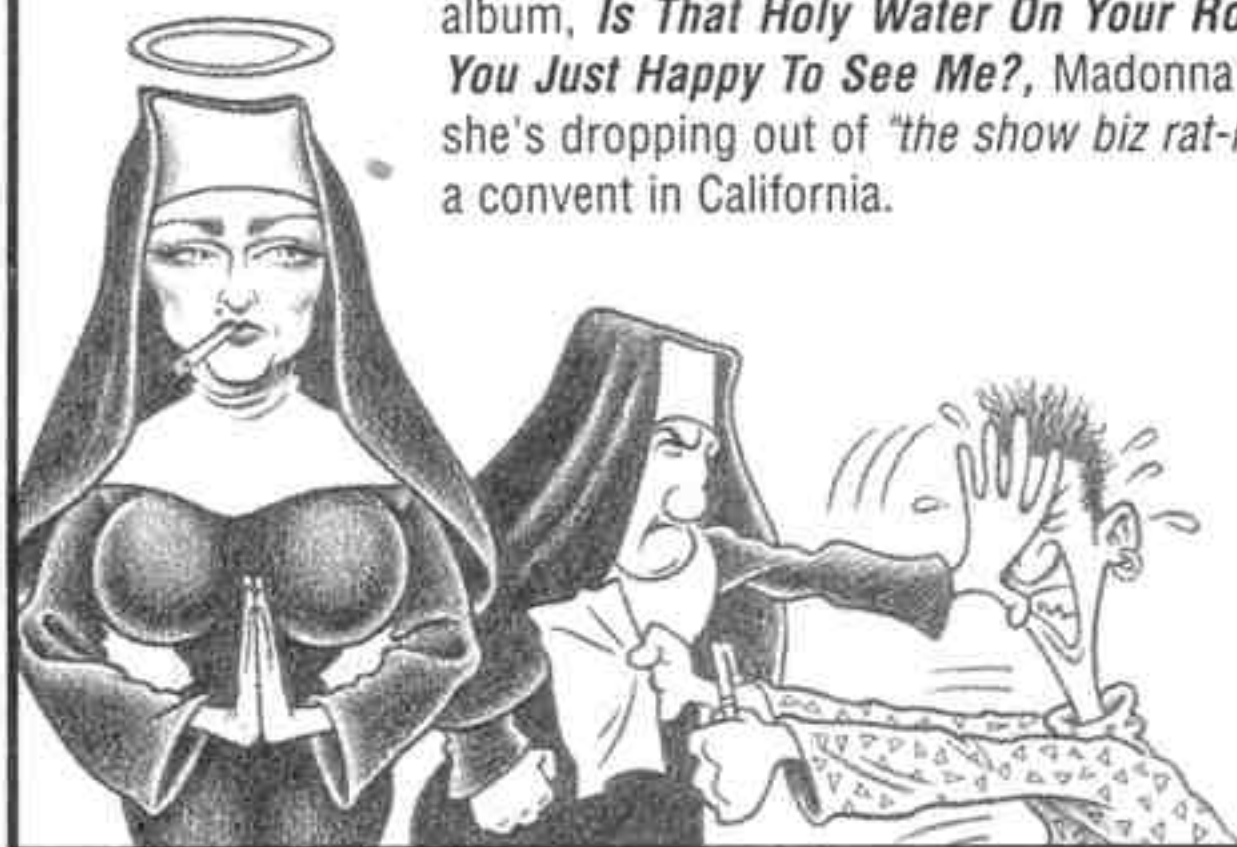


Back in the 1990s just about everyone thought Madonna's career was officially kaput -- and who could blame them? After an embarrassingly pretentious book of "erotica," a string of stupefyingly bad movies, an intensely obnoxious appearance on Late Show with David Letterman and one hackneyed, mind-numbing album after another, it sure looked like the Material Girl was through. But with the dawn of the 21st Century, Madonna proved yet again that her talent for reinventing herself was infinite! Despite some initial setbacks and detours, she rekindled her comatose career with great savvy (and shamelessness)! This is her story, her story as only MAD could tell it...

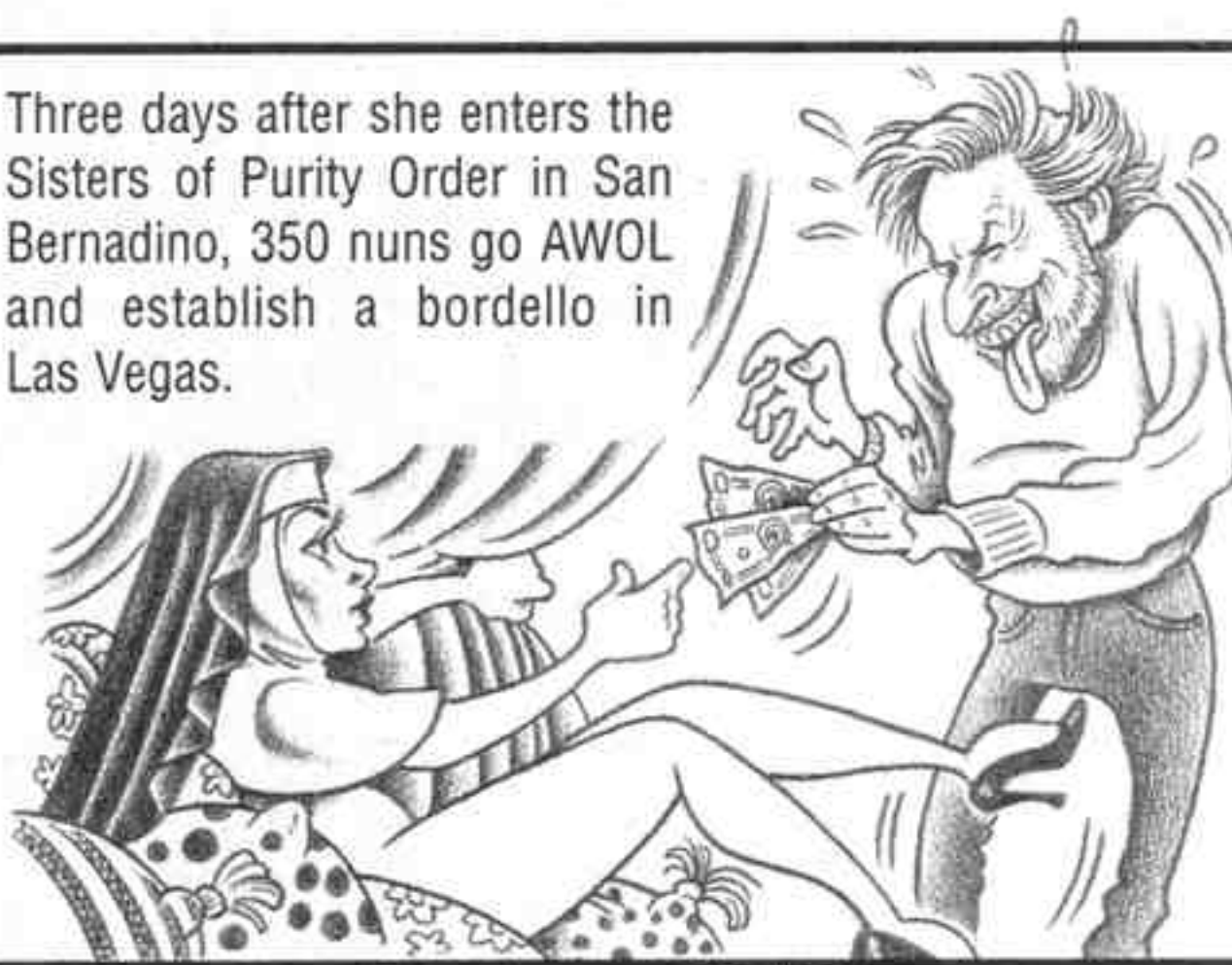
HOW MADONNA REVIVED HER SAGGING CAREER

A LOOK BACK FROM THE 21ST CENTURY

JANUARY 2000: Timed to coincide with her new album, *Is That Holy Water On Your Robe, Or Are You Just Happy To See Me?*, Madonna announces she's dropping out of "the show biz rat-race" to join a convent in California.

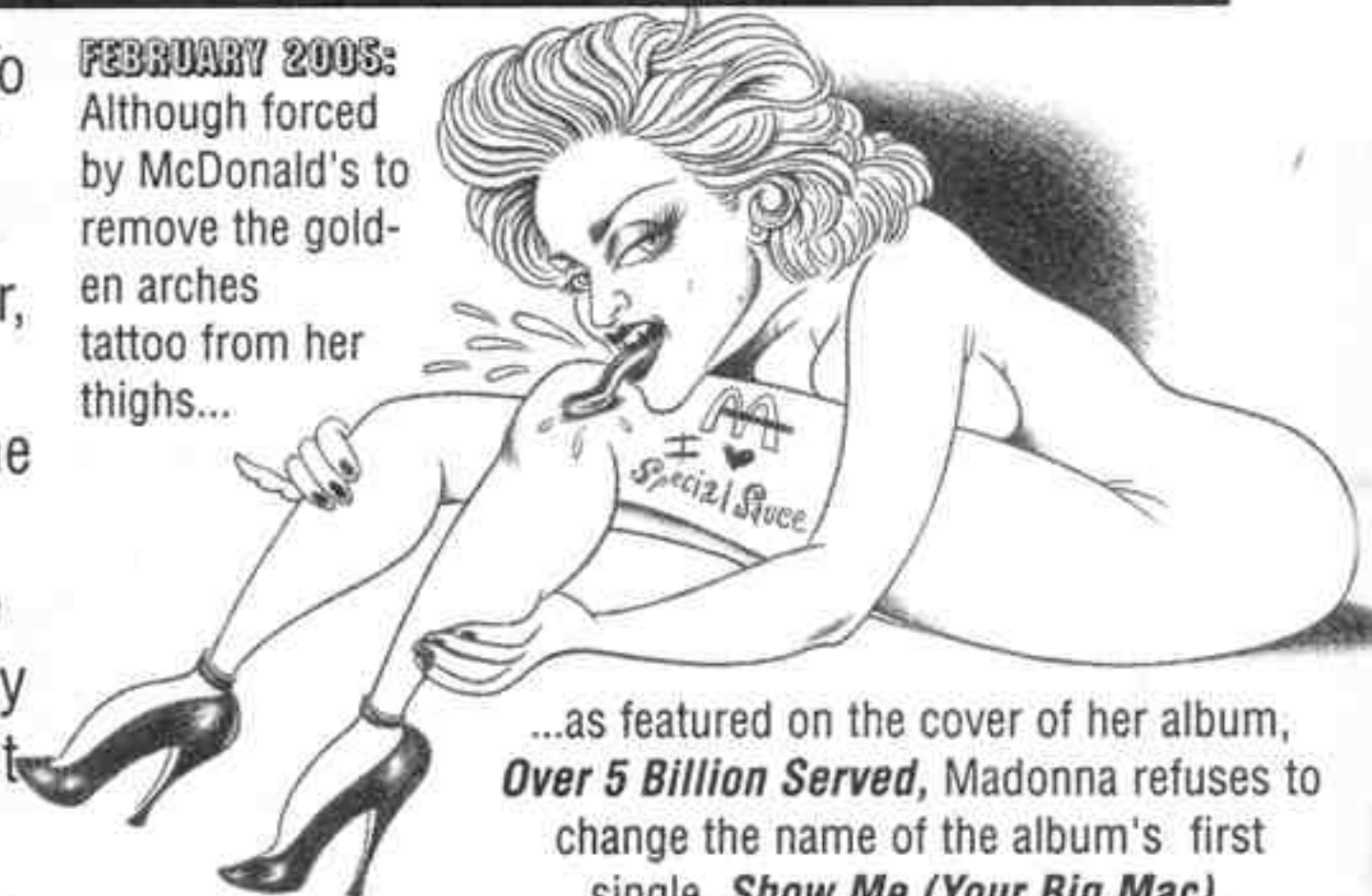


Three days after she enters the Sisters of Purity Order in San Bernadino, 350 nuns go AWOL and establish a bordello in Las Vegas.



JULY 2003: To promote her upcoming European tour, Madonna announces she will seduce live on stage anyone in Italy she hasn't yet slept with. Unfortunately, after a three month search by 100 of the world's greatest detectives, she can only come up with one monk, two comatose patients and an elderly parakeet named Henrik.

FEBRUARY 2005: Although forced by McDonald's to remove the golden arches tattoo from her thighs...



...as featured on the cover of her album, *Over 5 Billion Served*, Madonna refuses to change the name of the album's first single, *Show Me (Your Big Mac)*.

OCTOBER 2007: Just days after it is introduced, Madonna's first perfume fragrance, *Egomaniac*, is pulled off store shelves after customers the world over complain of attracting alley cats in heat.



MARCH 2009: Release of Madonna's memoirs, *People I've Slept With (1988-1989) Volume One*, is temporarily halted when the publishers of the Beverly Hills Phone Book sue for copyright infringement.

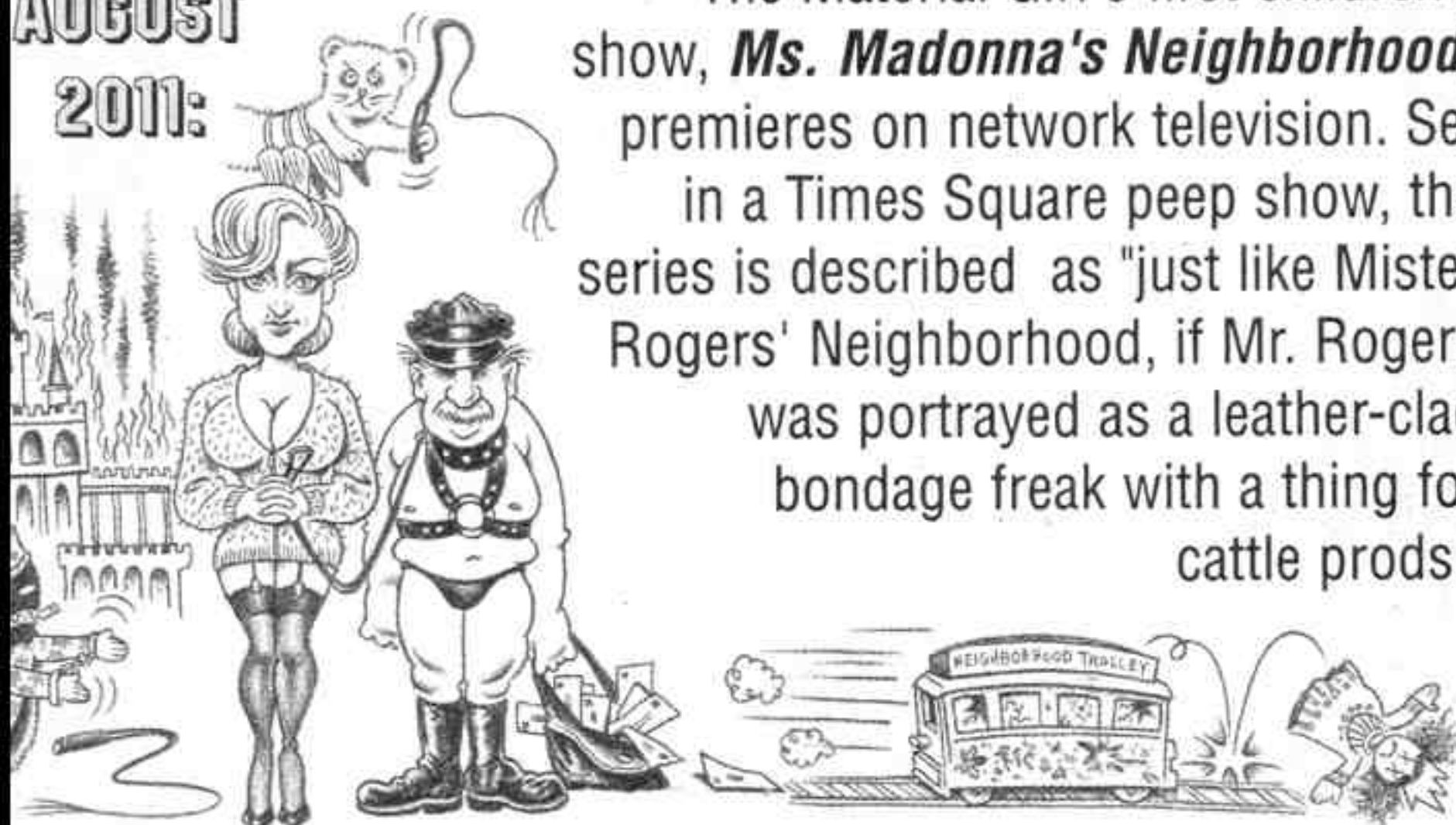


The case is hastily settled out of court and prompts a follow-up book, *Law Firms I've Slept With*, and a new single, *Let Me Into Your Legal Briefs*.



AUGUST 2011:

The Material Girl's first children's show, *Ms. Madonna's Neighborhood*, premieres on network television. Set in a Times Square peep show, the series is described as "just like Mister Rogers' Neighborhood, if Mr. Rogers was portrayed as a leather-clad bondage freak with a thing for cattle prods."



DECEMBER 2013: Madonna returns to Broadway in a musical version of *Joan of Arc*. Entitled *Light My Fire*, the play depicts St. Joan as a dominatrix who whips the kinkiest army in France into a fighting frenzy. In the stirring finale, she asks her captors if, in lieu of being burned at the stake, she could just be soundly spanked.

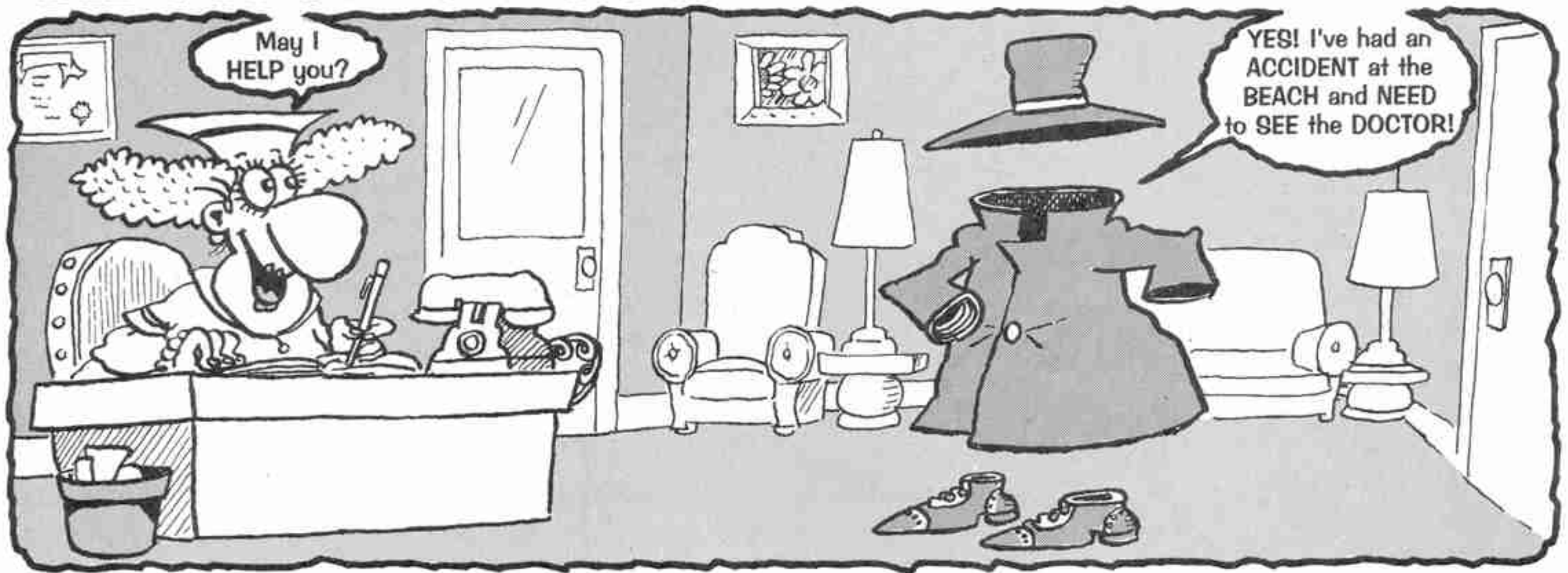


SEPTEMBER 2020: Another Republican Revolution sweeps America in dramatic fashion as a Constitutional Amendment is passed barring Madonna from performing and merchandising. Her new album, *Raw Love Juice And Cheese*, is sold only on the black market for twenty times the price of a normal CD and becomes her biggest seller ever.



In the span of just ten weeks, she appears on the covers of over 30 national magazines, including Time, Newsweek, Vanity Fair, Vogue, Cigar Aficionado and Gent! The Material Girl is once again back on top!

THE MOMENTOUS MEDICAL MEGILLAH

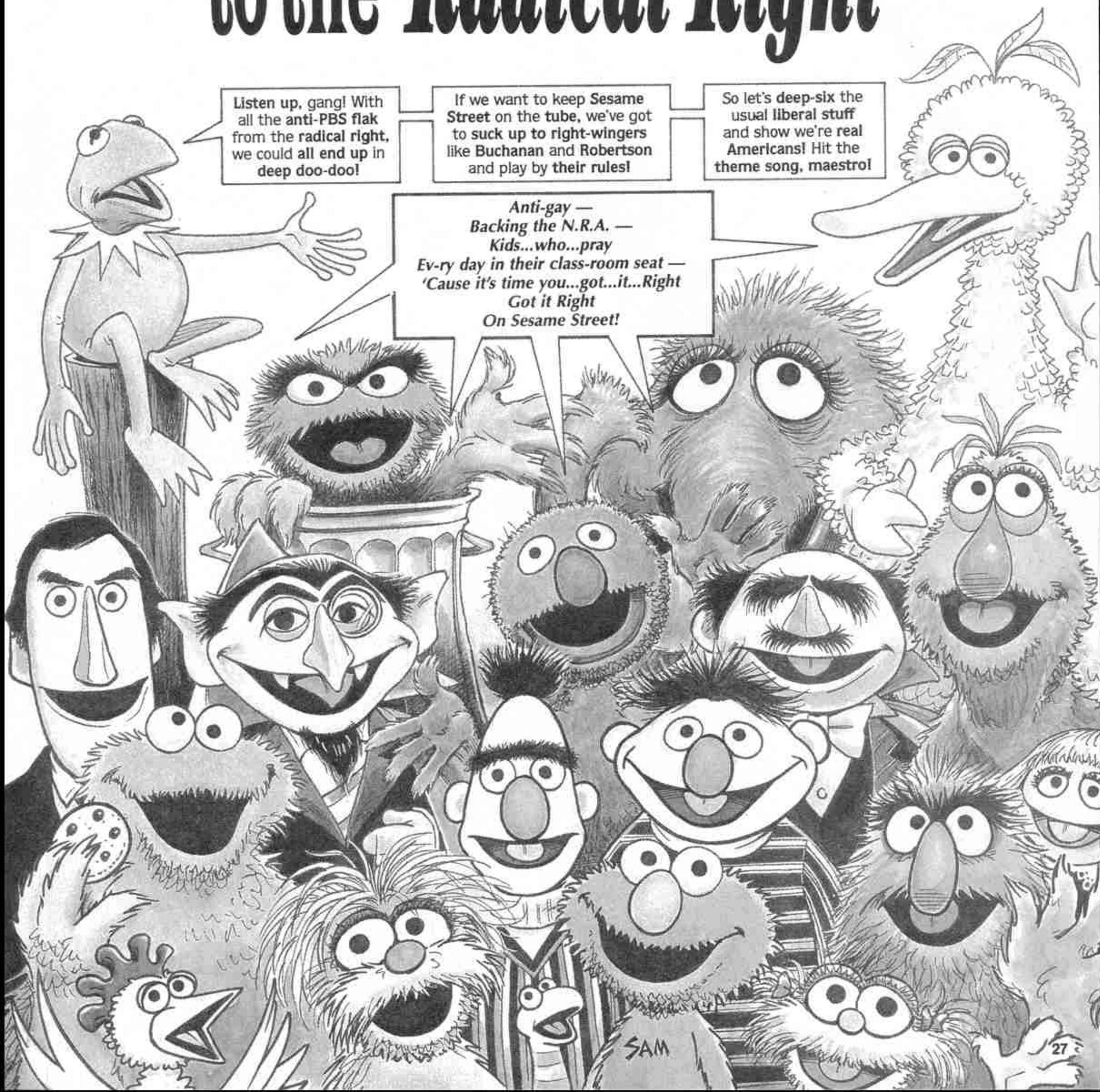


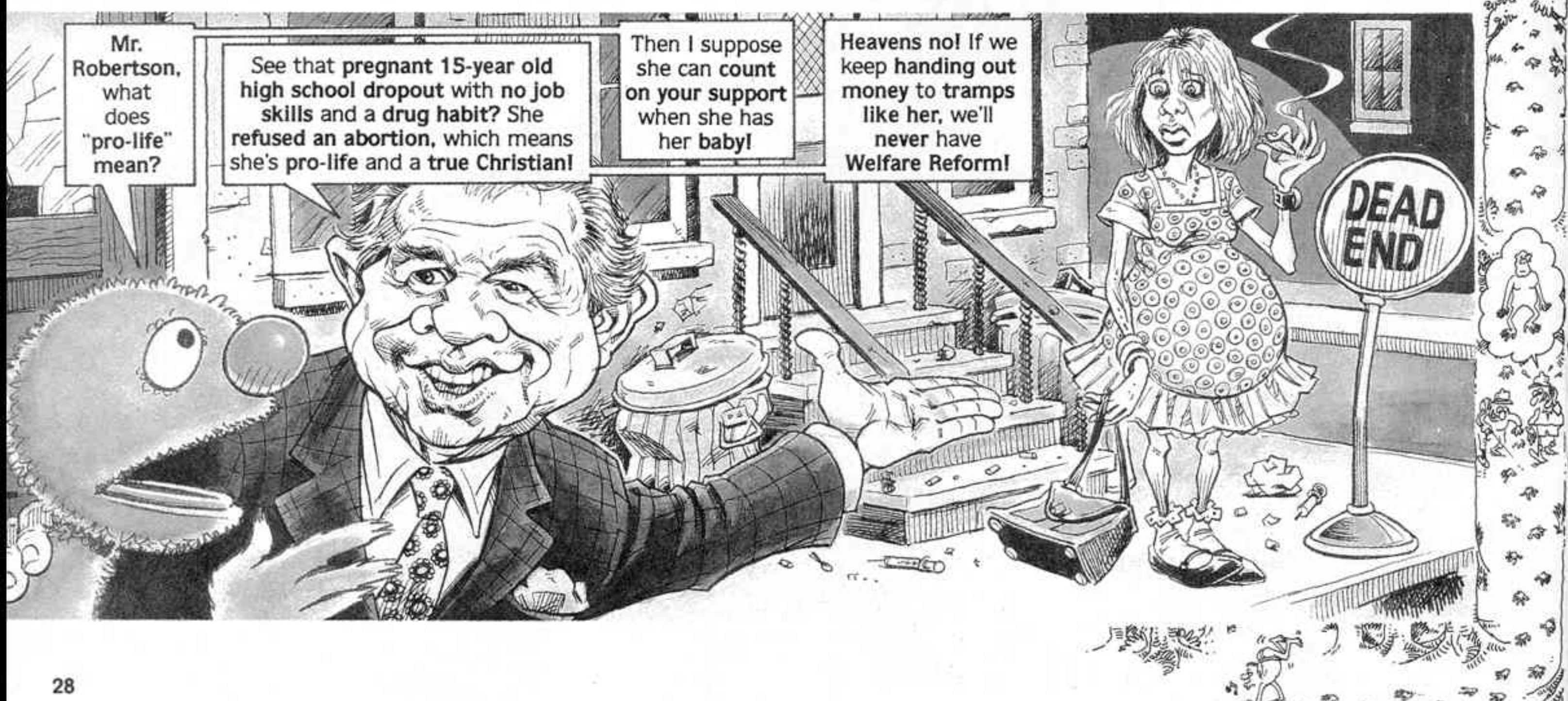
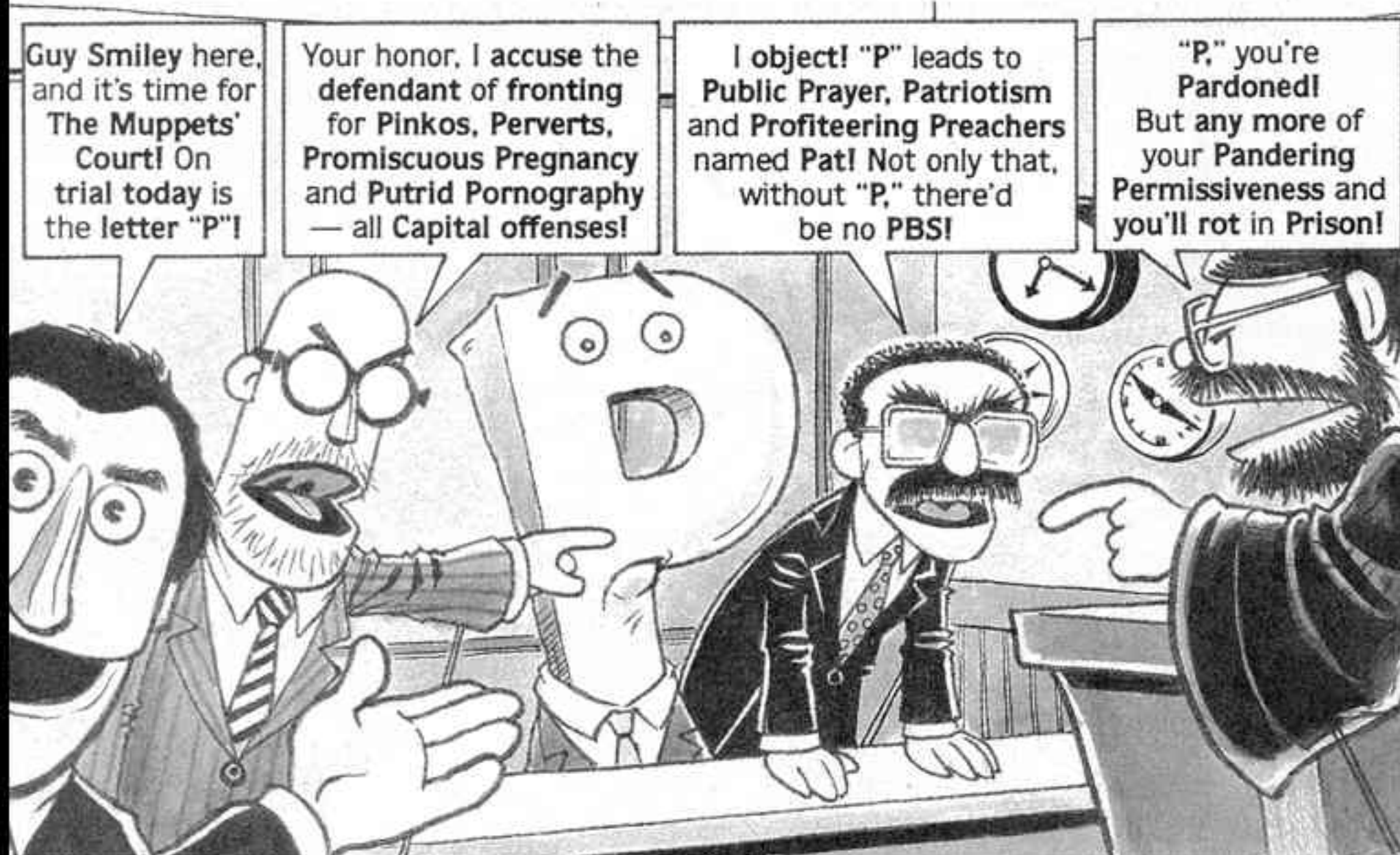
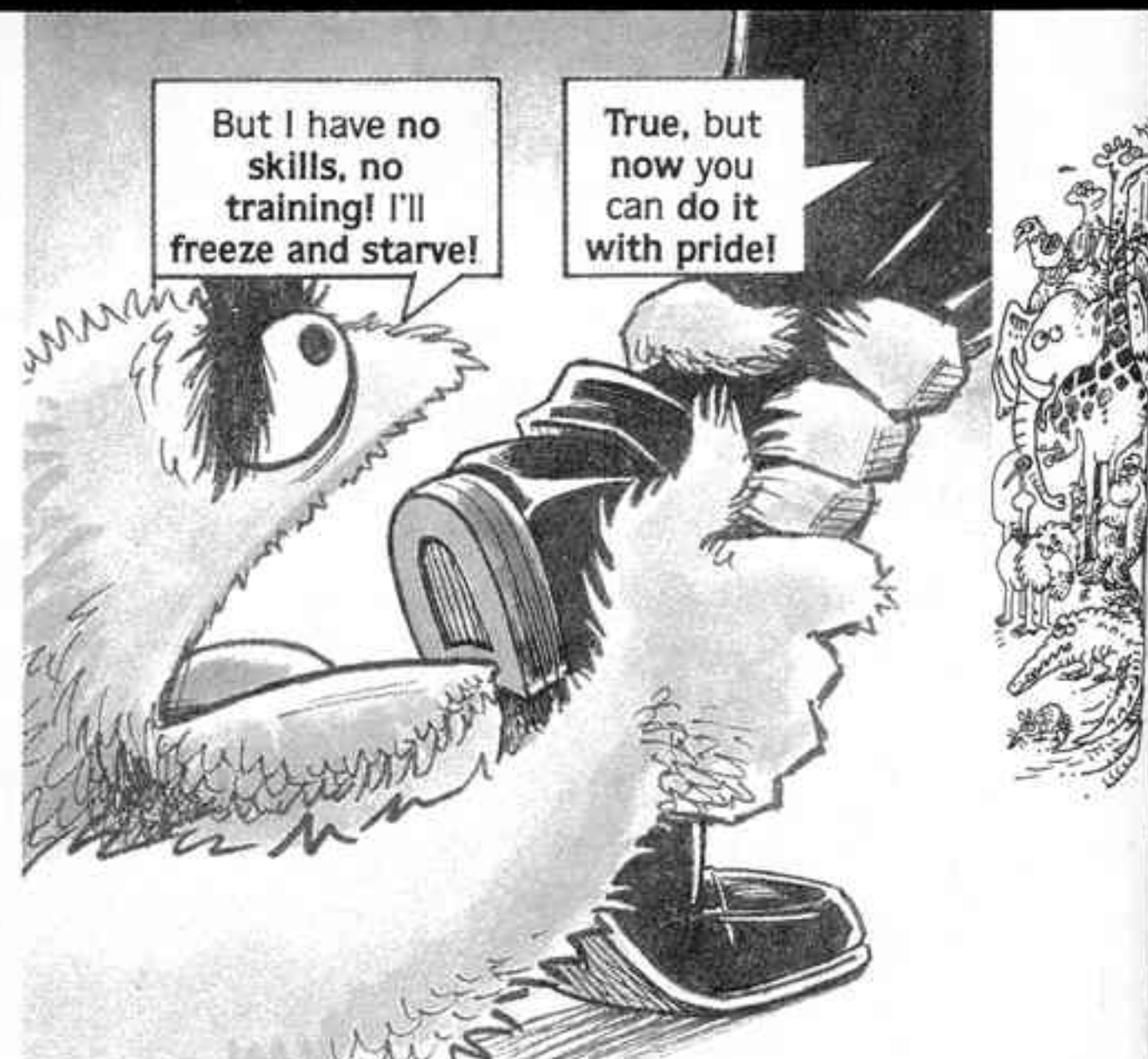
Let's face it: in today's ultra-conservative political climate, Muppets have become an endangered species. If Newt "The Pompous, Egocentric, Revolting Blowhard" Gingrich has his way, Congress will soon cut the financial lifeline to PBS, putting Big Bird, Kermit and friends out of work. The sad truth is that in order to protect their jobs, the Muppets may have to alter their insidious left-wing agenda of teaching children to read and spell, and make certain "compromises." Here's what their show may look like...

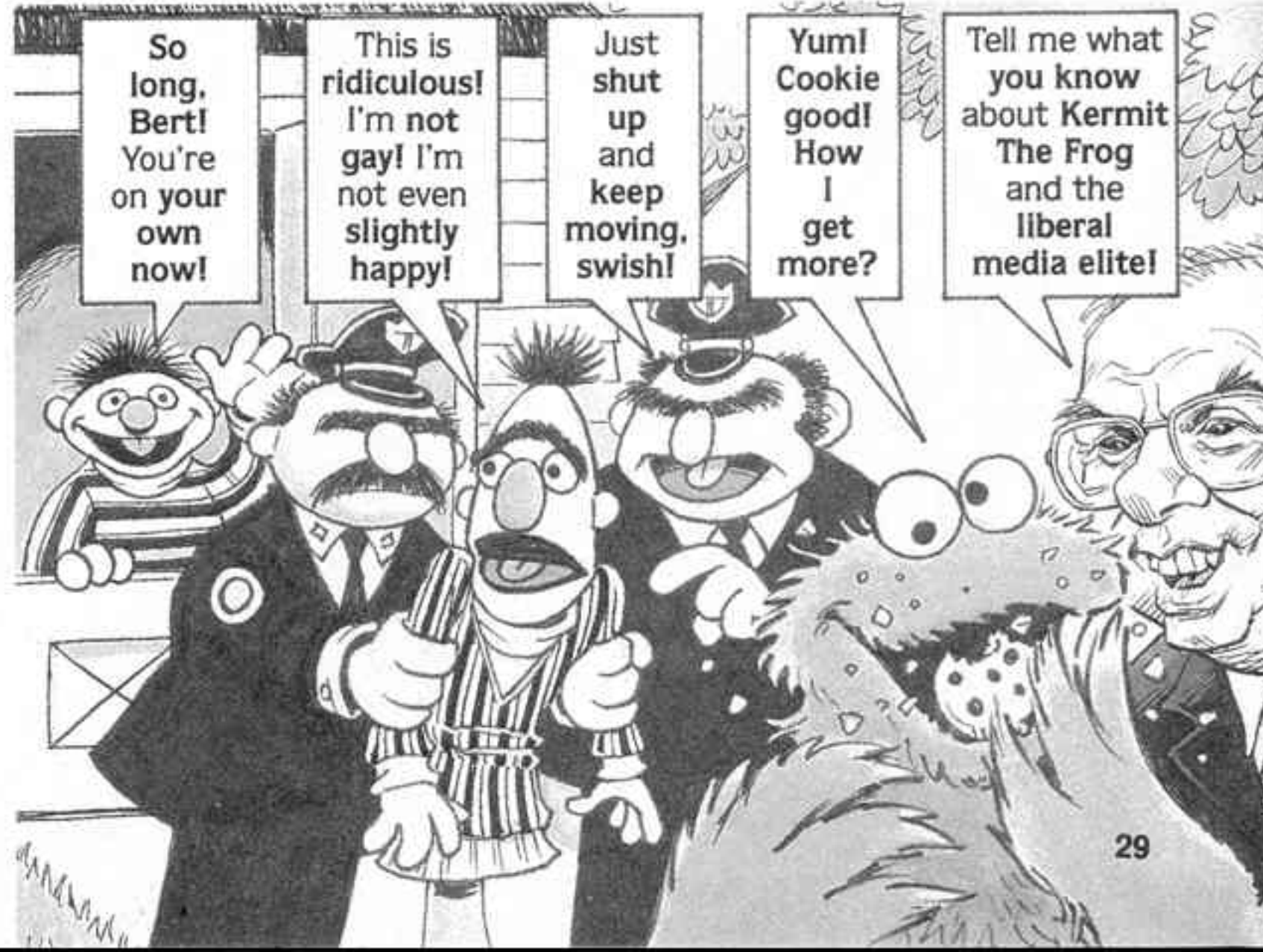
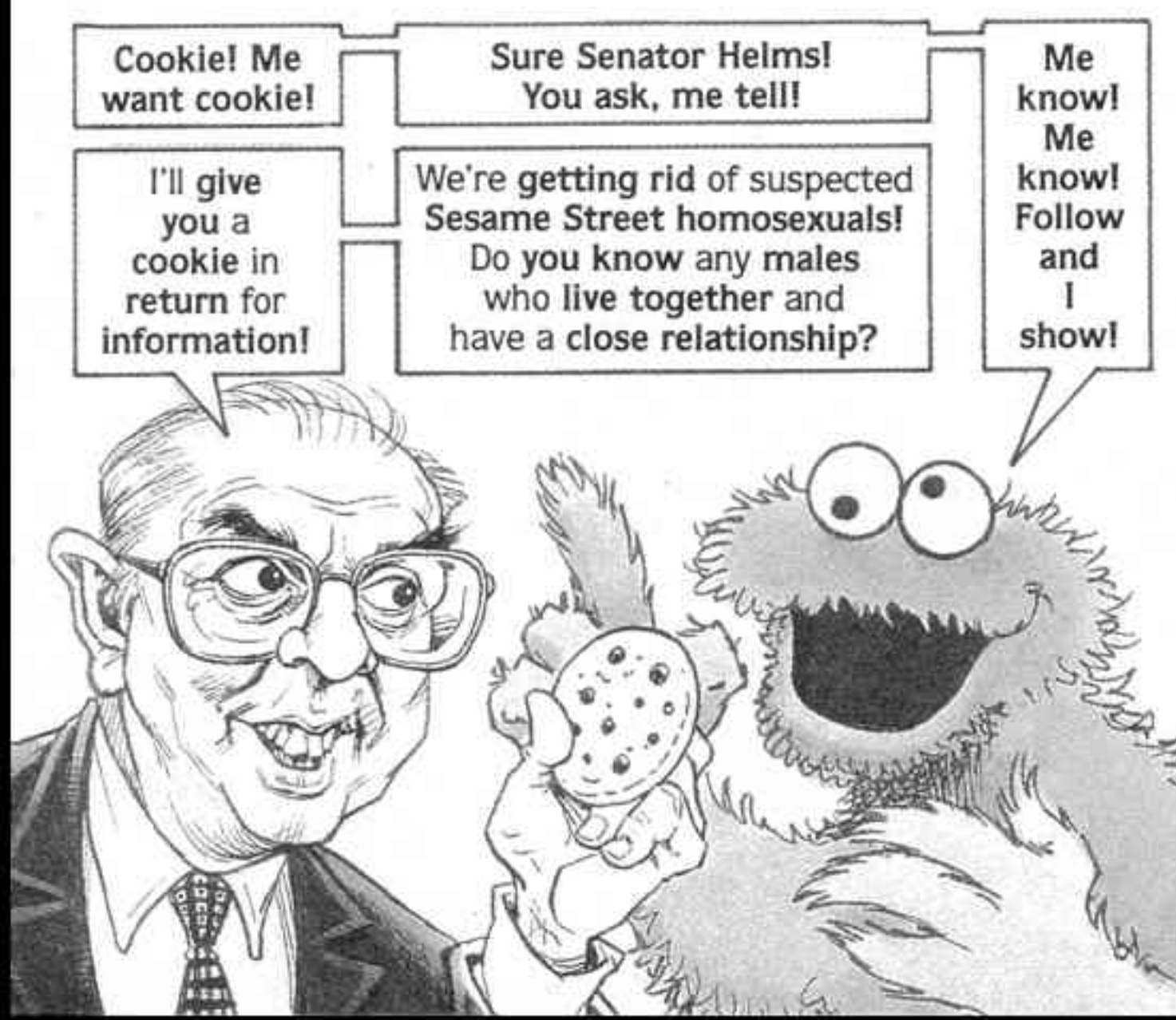
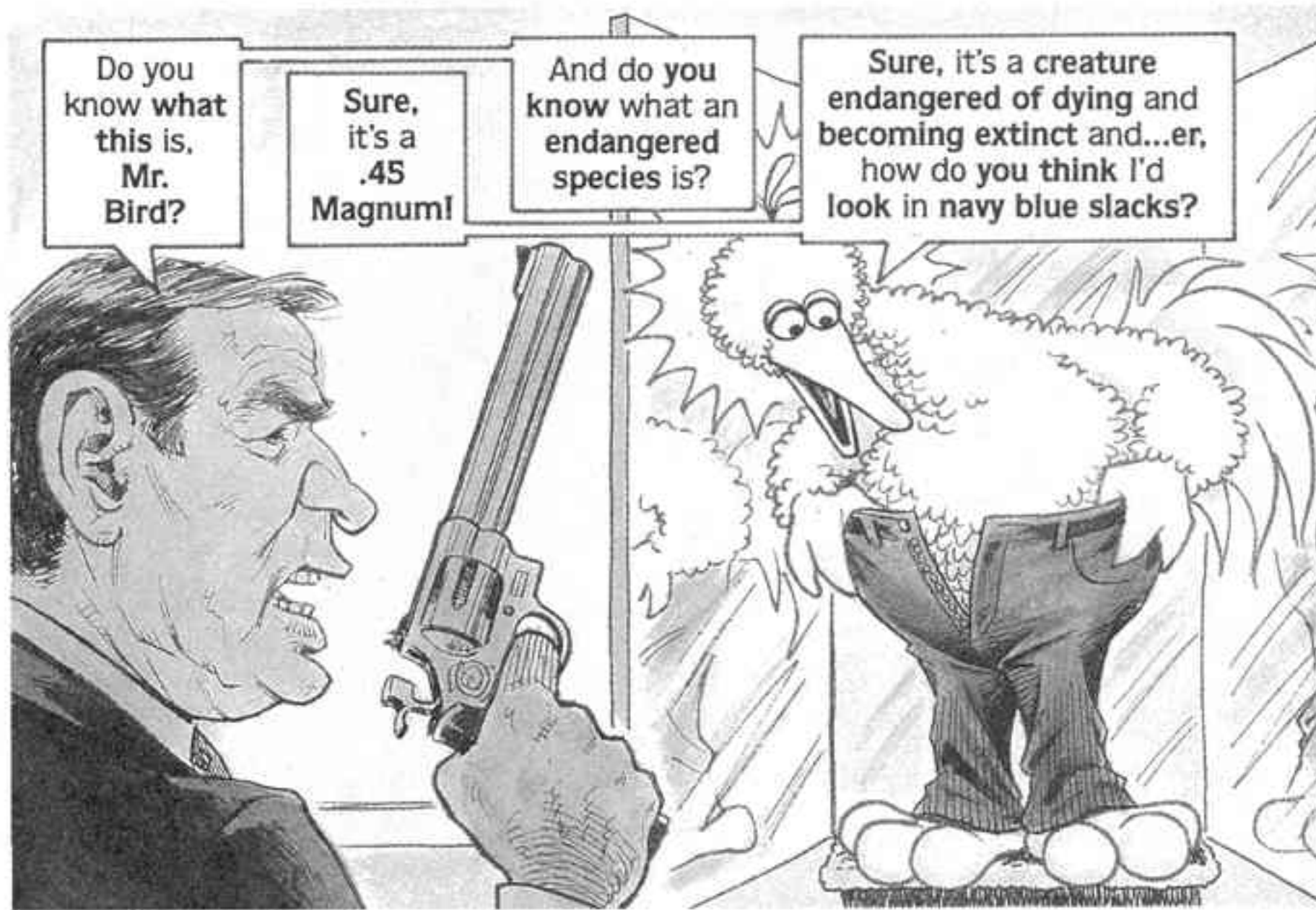
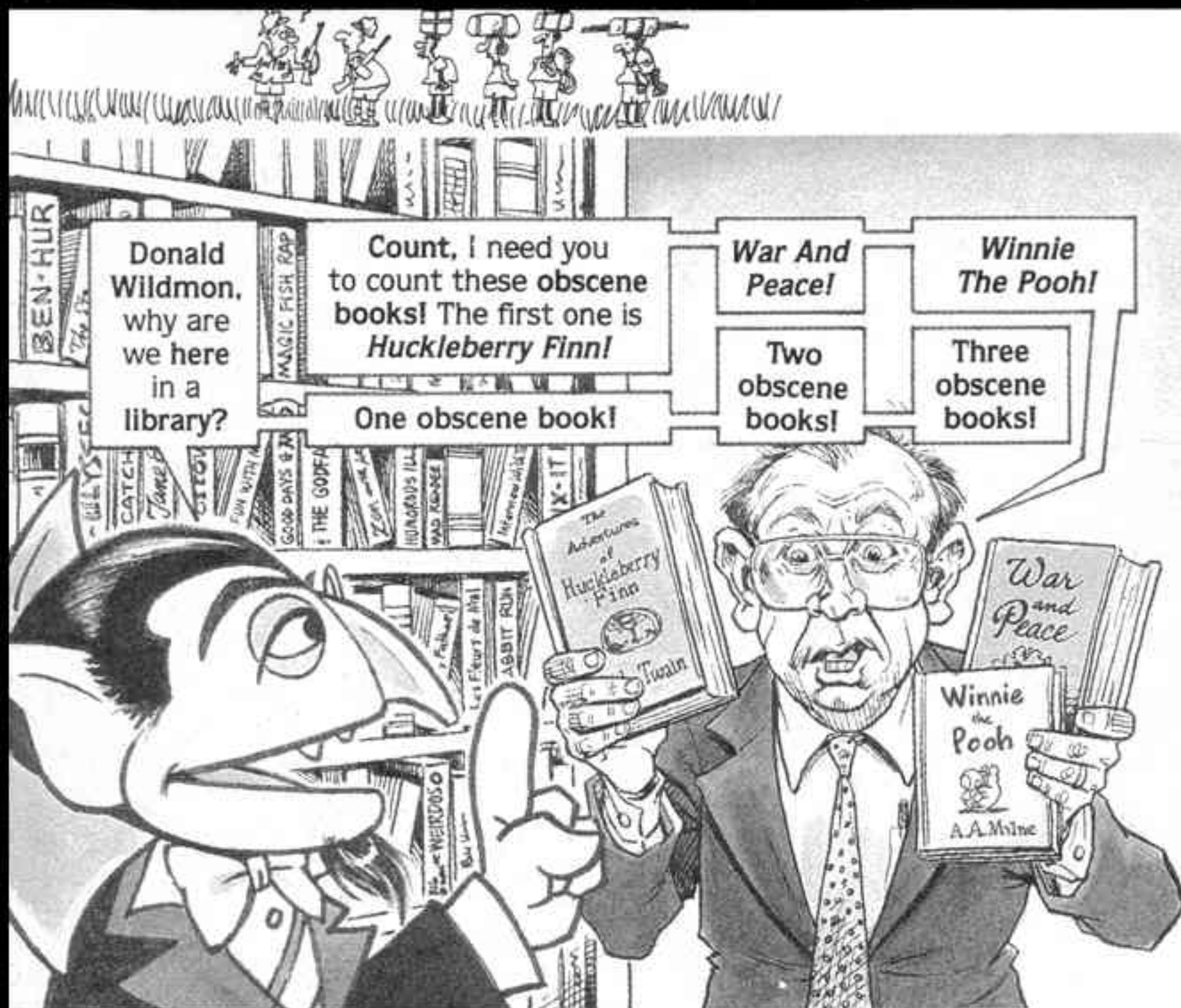
When SESAME STREET Caves In to the *Radical Right*

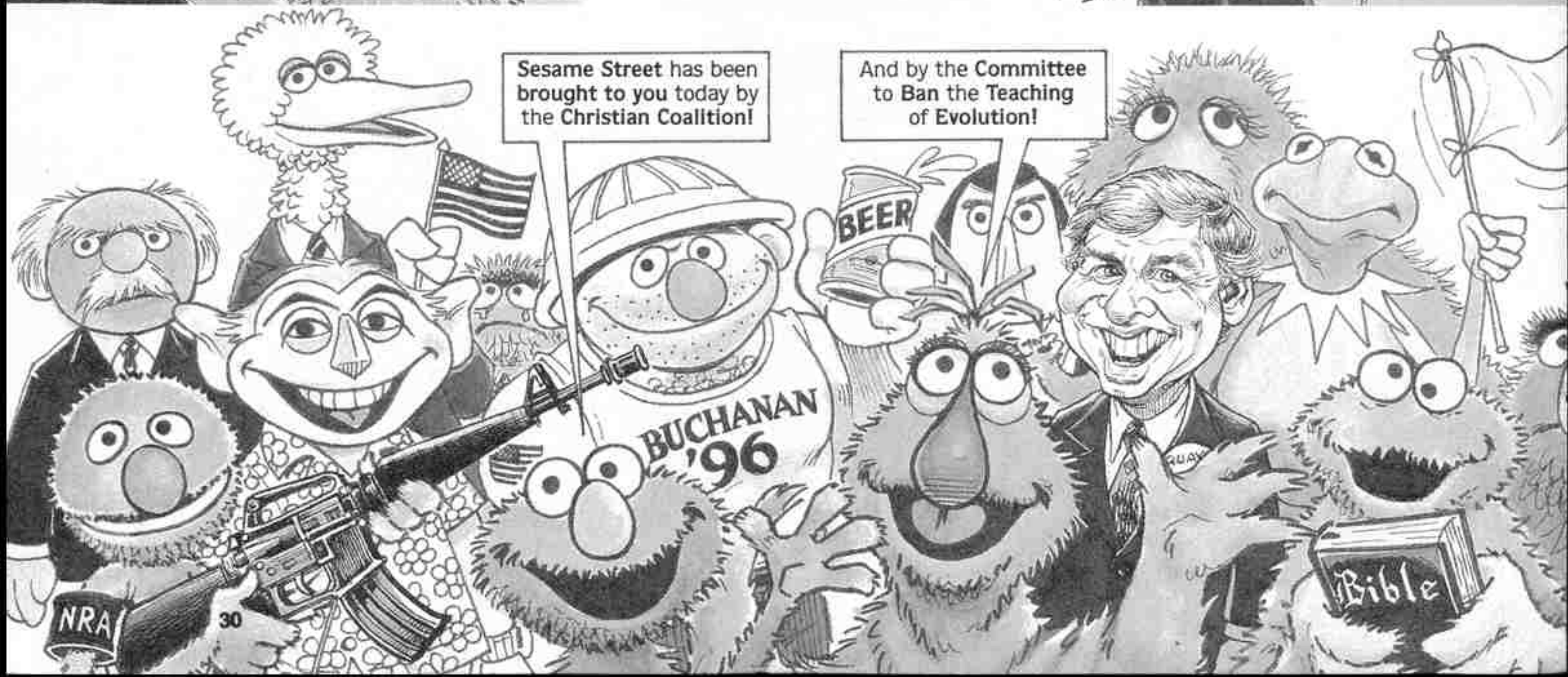
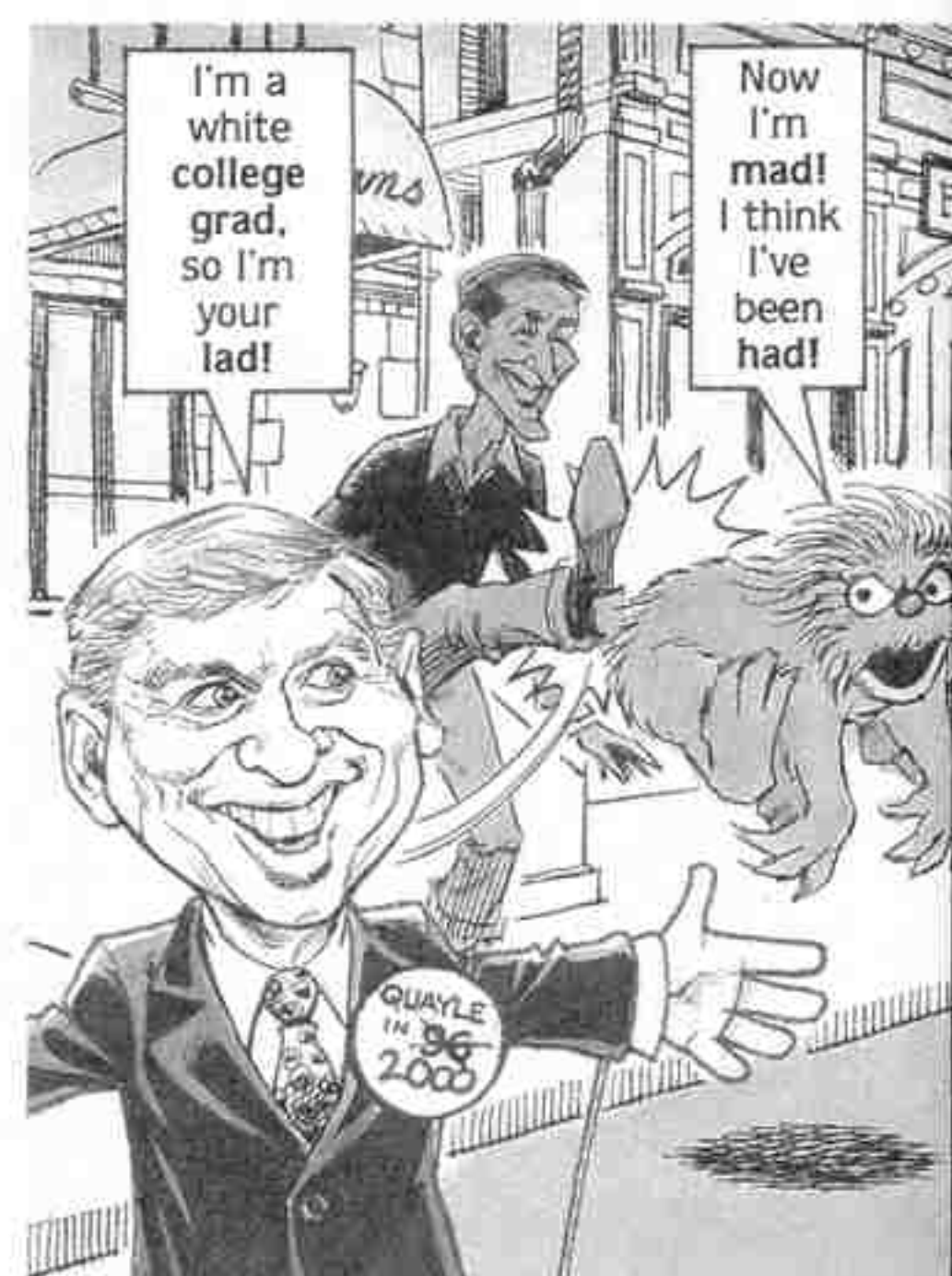
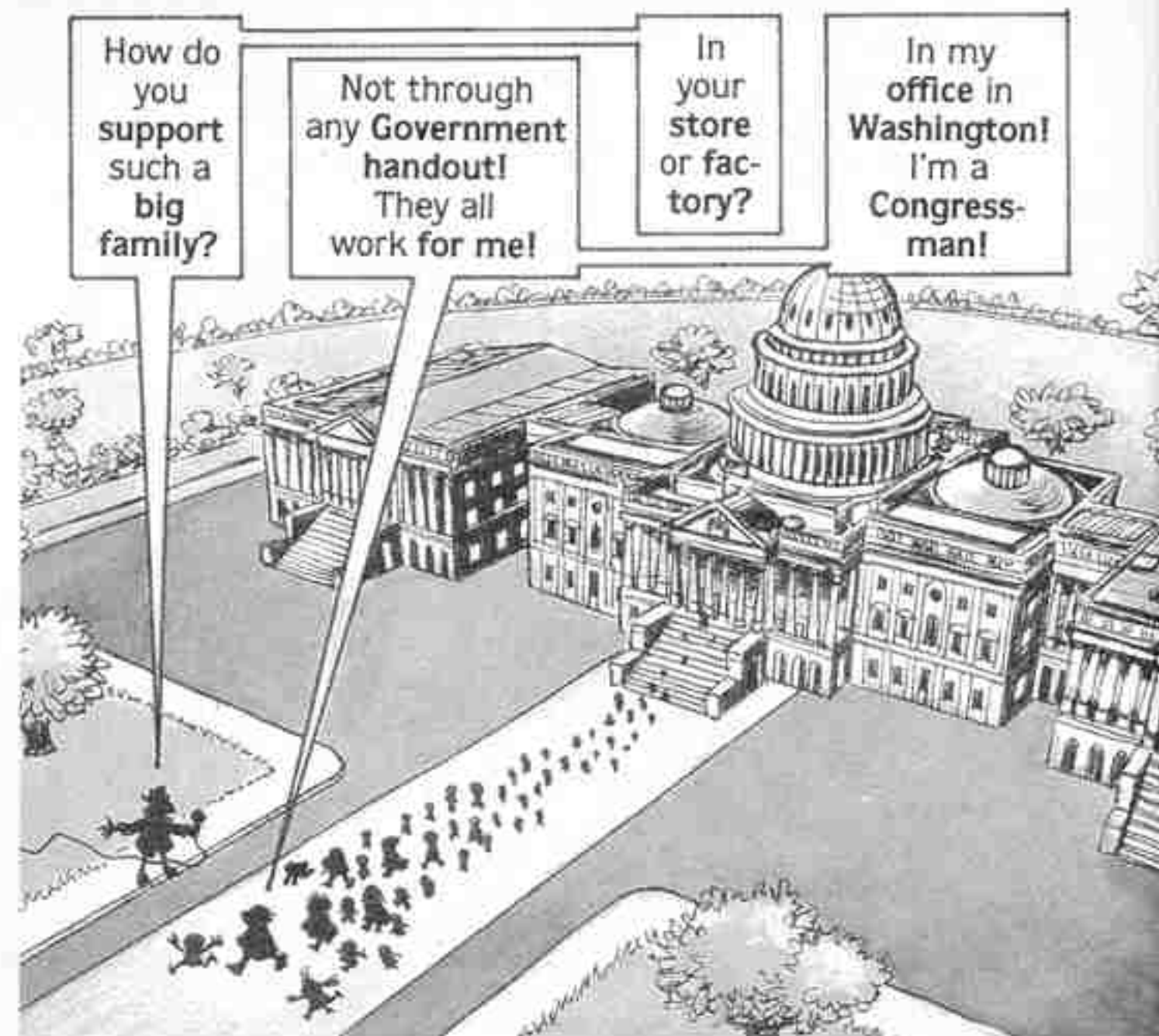
ARTIST: SAM VIVIANO

WRITER: FRANK JACOBS



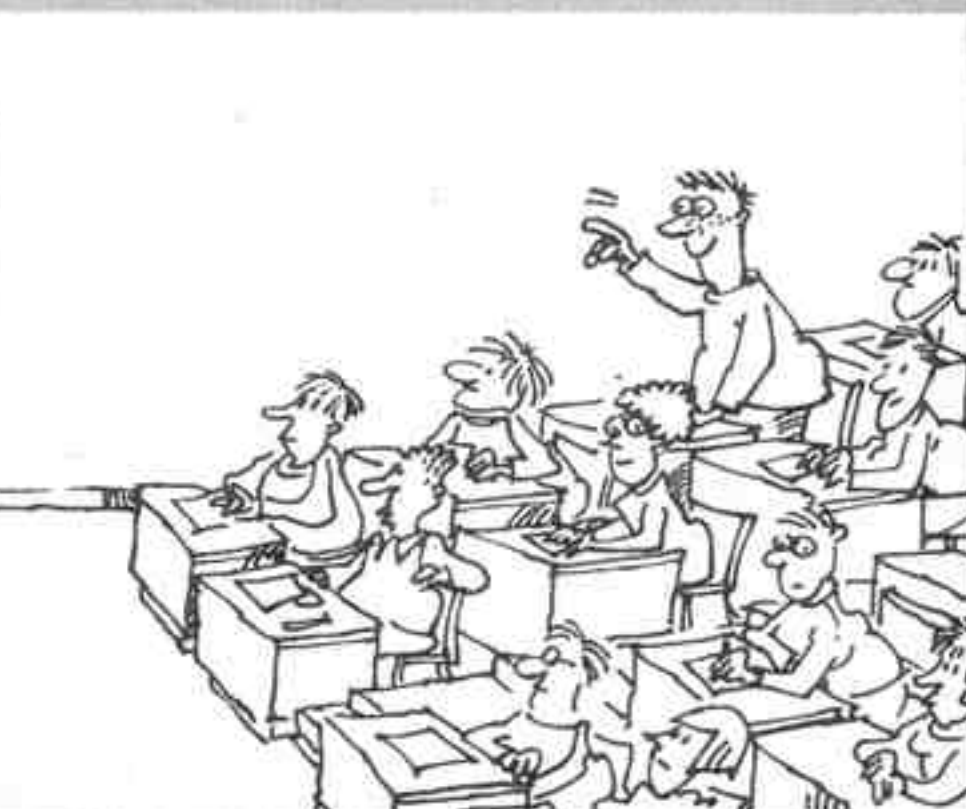


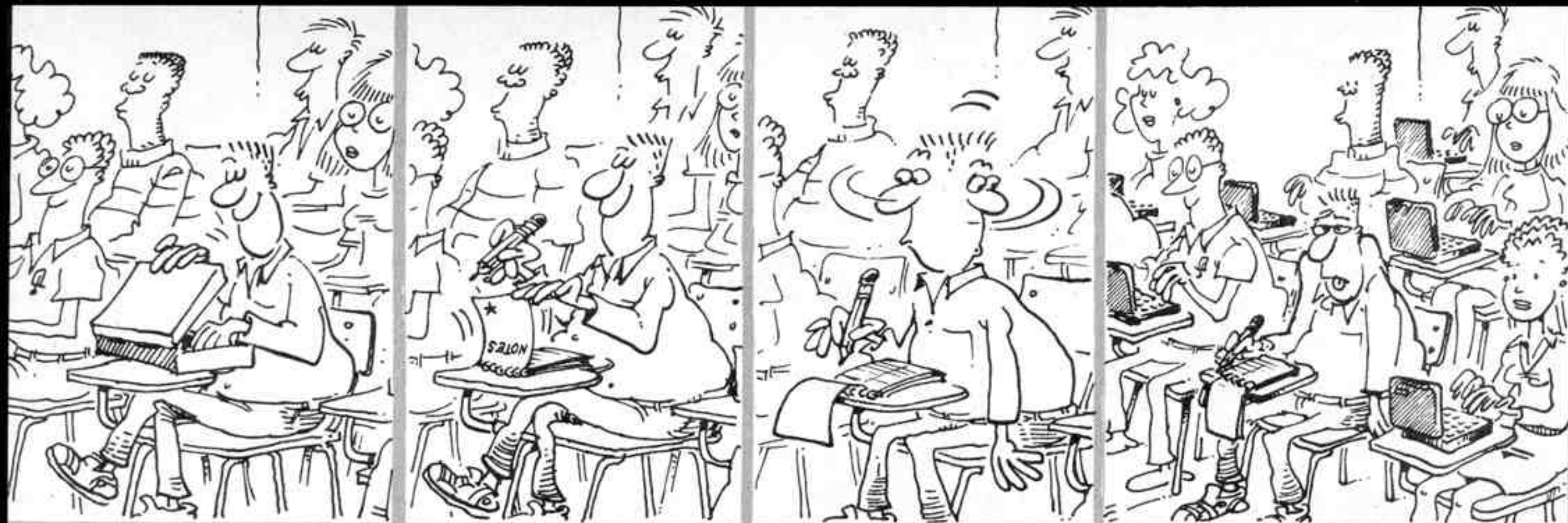




A MAD LOOK AT BACK To COLLEGE

ARTIST AND WRITER: SERGIO ARAGONES







GOING WHACK IN TIME DEPT.

Contrary to popular belief, rap music didn't begin when The Sugarhill Gang put out "Rappers Delight" in the '70s. It has been around for thousands of years and has always been a magnet for controversy. People, however, aren't aware of rap's history because it's been censored in

THE UNTOLD STORY OF RAP



11,998,000 B.C.

Rogg, a Ramapithecus cave dweller, accidentally puts a spear through his own foot during a hunt, and lets loose a 20-minute, non-stop burst of primitive curse words. He will ever be known as "the Father of Rap."



30 B.C.

The promising rap career of Flavor Flav is cut short when he is forced to retire due to tremendous neck strain caused by wearing a concrete sundial.

67 A.D.

Nero is criticized for fiddling rap music while Rome burns to the ground, but others argue that his music is merely a reflection of the community's pent-up rage.



448 A.D.

There is a huge outcry against rap music, led by the protests over the controversial song, "Hun Killa."



1501 A.D.

Leonardo da Vinci abandons his painting and inventing, devoting all his energies to his rap career. The move pays off, as the Renaissance rapper enjoys tremendous success under his stage name, Italian Ice.



school textbooks and any open discussion concerning rap's legacy has been automatically suppressed by an evil conspiracy of silence (not that we're paranoid or anything)! It is only now that the truth can be told, and MAD is the only publication with the guts to present...

MUSIC THROUGH HISTORY

ARTIST: GEORGE WOODBRIDGE

WRITER: DESMOND DEVLIN



1540 A.D.

Another of King Henry VIII's wives decides maybe it really wasn't so bad when all he was doing was just calling her a "Ho."



1692 A.D.

In Salem, Massachusetts, 19 defendants are executed in a series of witch trials, but not before touring three colonies as "Wytches With Problems."



1876 A.D.

After General George Custer and his men are all killed during the Battle of Little Big Horn, President Grant blames the massacre on ultra-violent Sioux rap music, particularly "the sick romance with the tomahawk."



1905 A.D.

After changing his name from Albert Einstein to Al B. Smart, Al develops his famous Theory of Relativity. This theorem states that once you become a rap success, all your worthless leech relatives can get recording contracts by using your name.



1912 A.D.

The Titanic sinks. It's all rap music's fault.



The Lighter Side Of...

SHOPPING



ARTIST AND WRITER: DAVE BERG



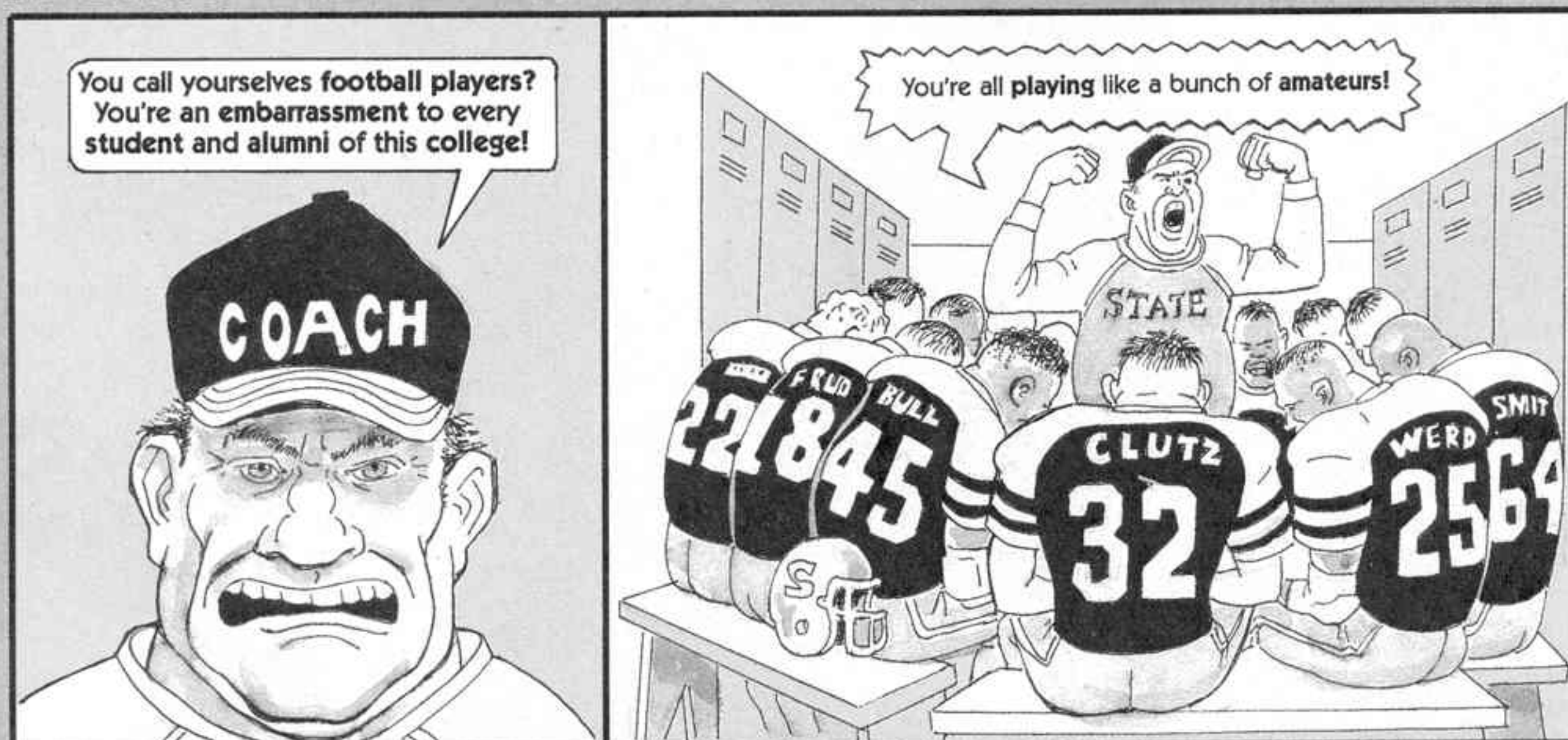
REVENGE



GUN LAWS



SPORTS



THERAPY



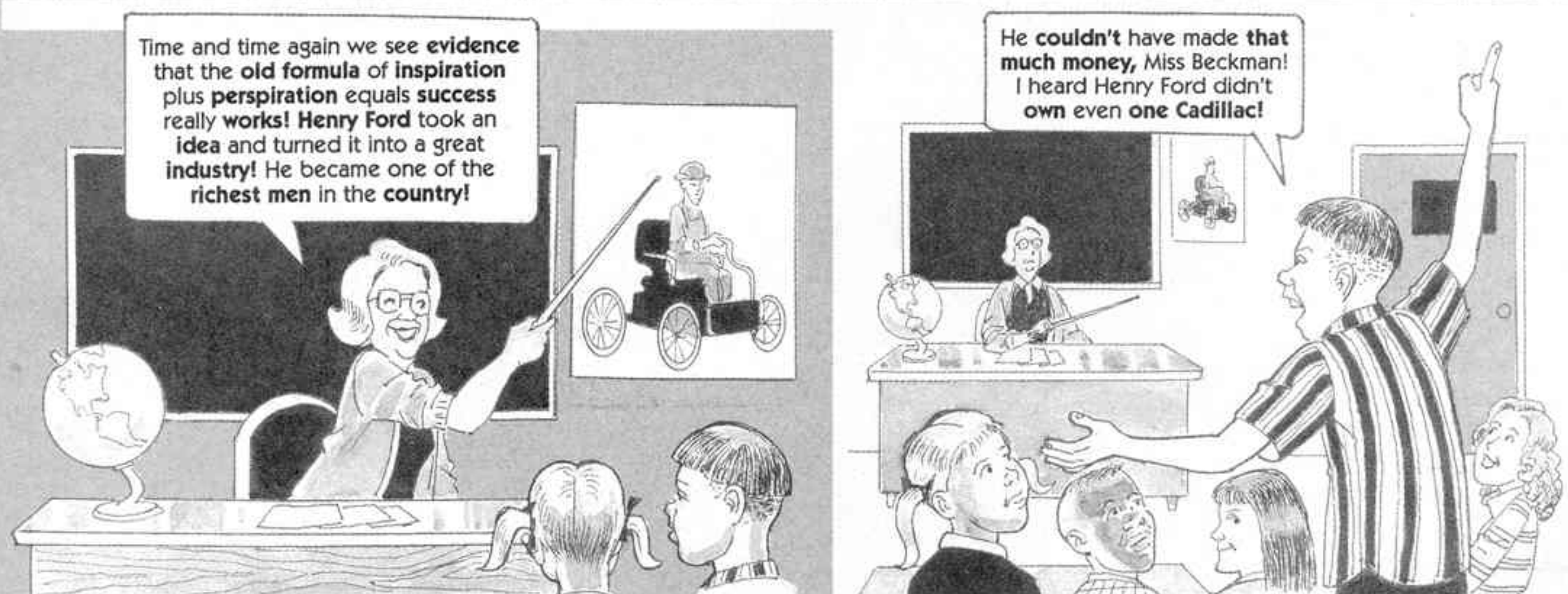
MATCH-UPS



TRAVEL



RELATIVITY



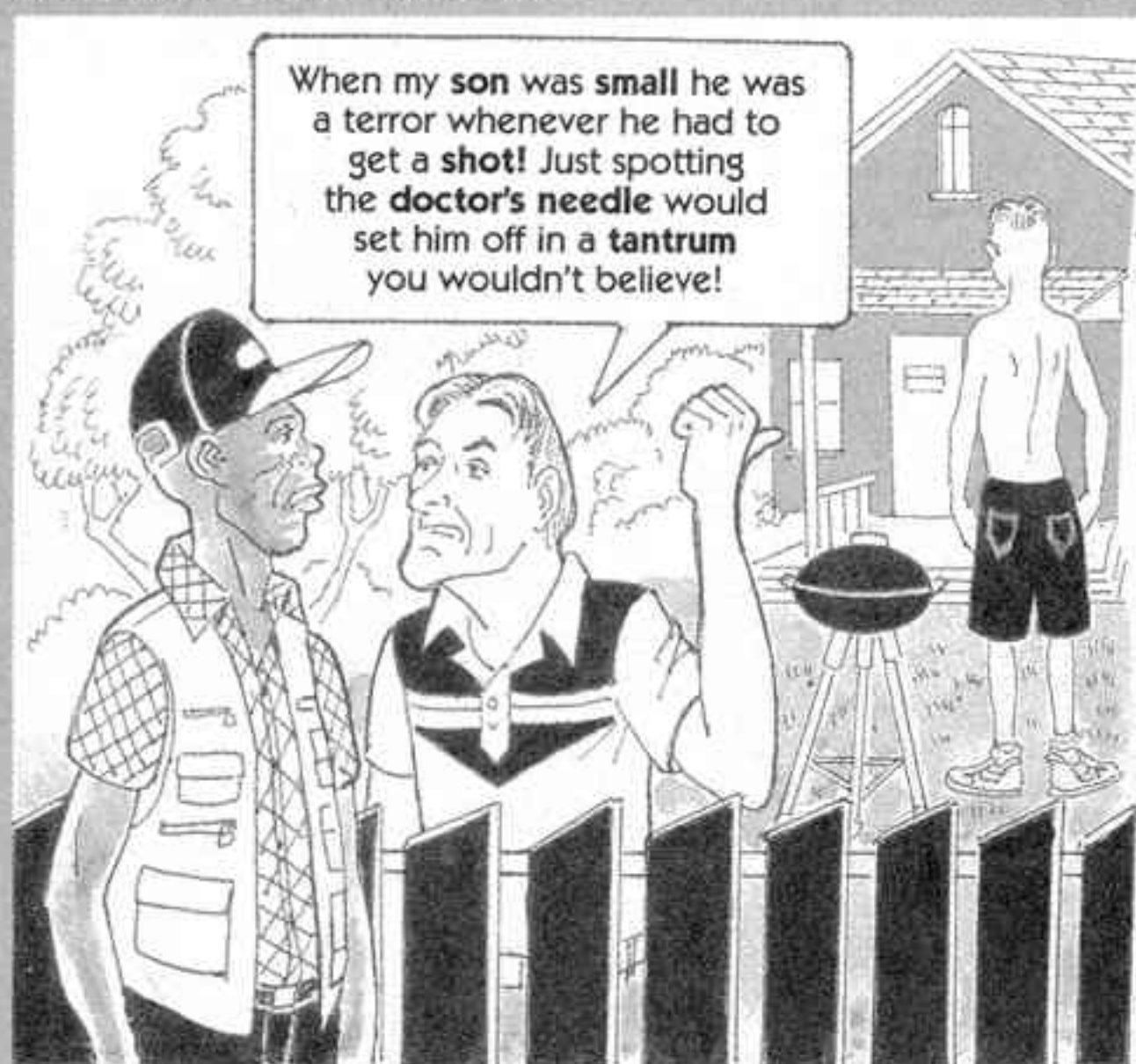
JUSTICE



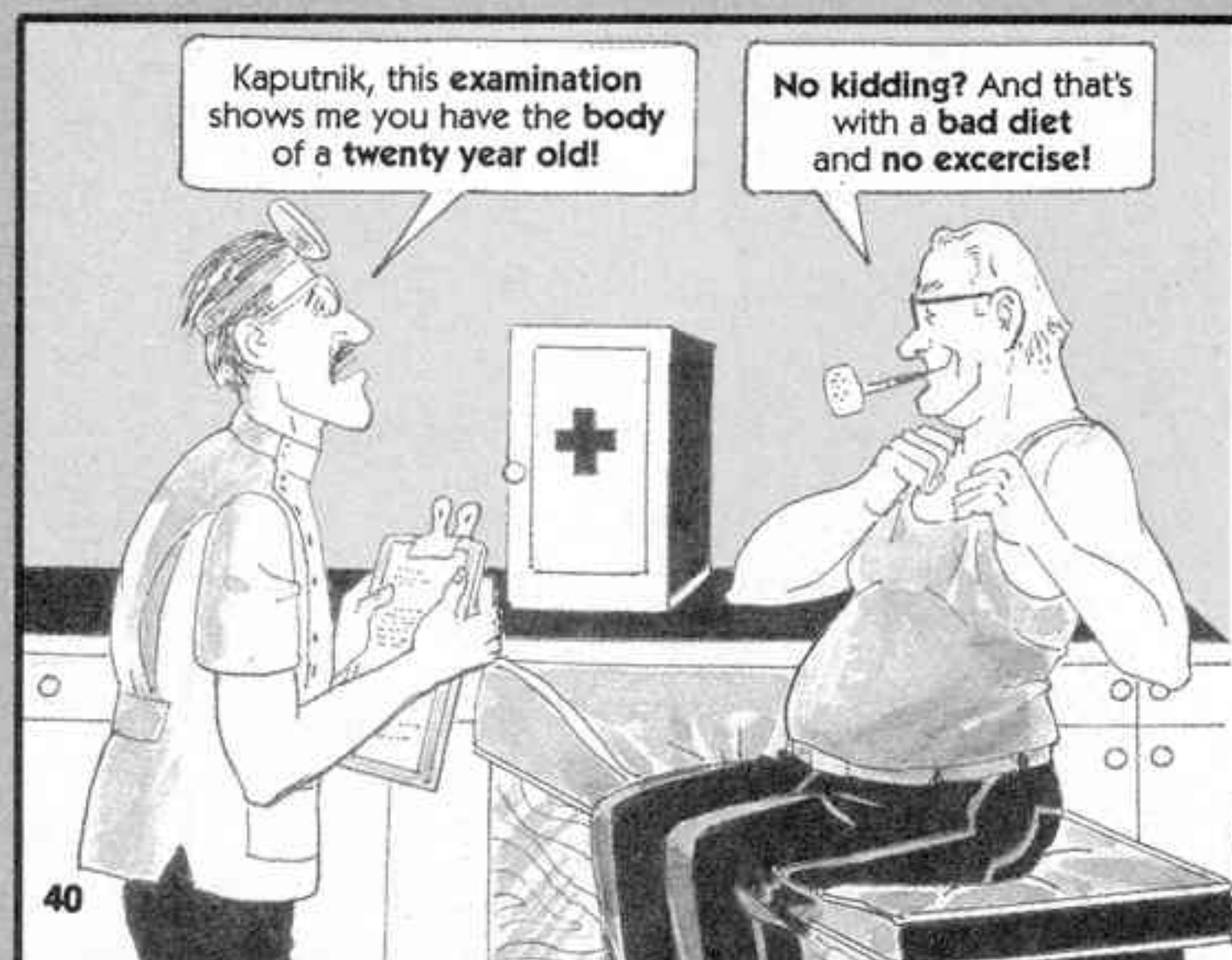
THE OFFICE



PUNCTURES



DOCTORS



YOU SIMPLY CAN'T SAVE THE GALAXY FROM MANIACAL EVILDOERS AND THEIR SENSES-SHATTERING DEATH PLOTS WITHOUT A PROPER, SOLID EDUCATION. THE KIND OF EDUCATION PROVIDED AT...

SUPERHERO HIGH



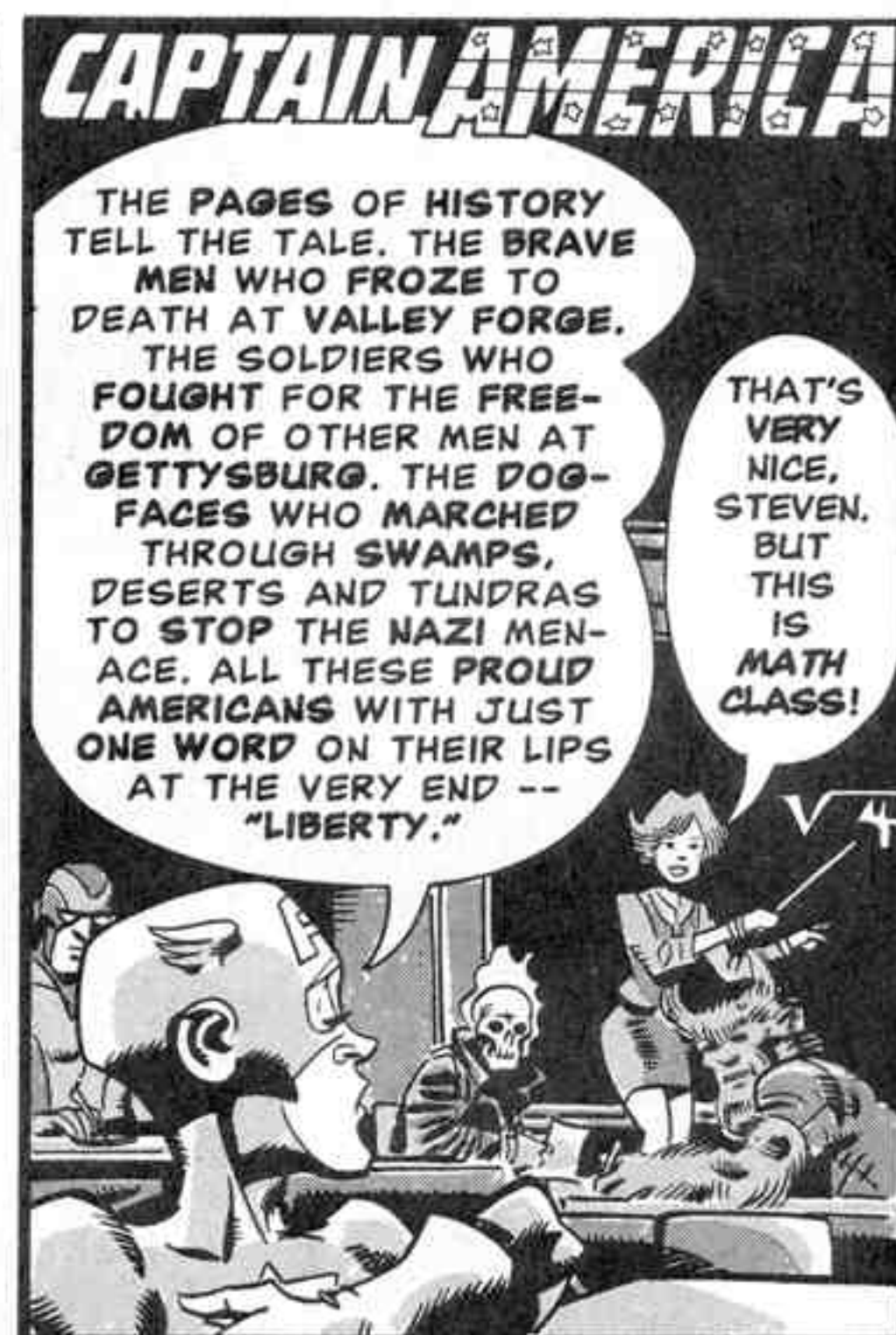
Note to Comic Book Geeks everywhere: For the sake of buying into the premise of this article, please suspend all your knowledge of the early years of your favorite superheroes in their respective universes. We know that this school couldn't possibly exist and that we're mixing up time, characters and comic book logic. WE KNOW! But since they're all fictitious characters anyway, it really doesn't matter now, does it? Okay, so don't write us to whine and complain. Just leave us alone and please get a life!



SO FOR TOMORROW, READ CHAPTERS 7 AND 8, AND DO THE WORKSHEETS IN...



COME ON NOW, LET'S NOT ALWAYS SEE THE SAME HANDS!



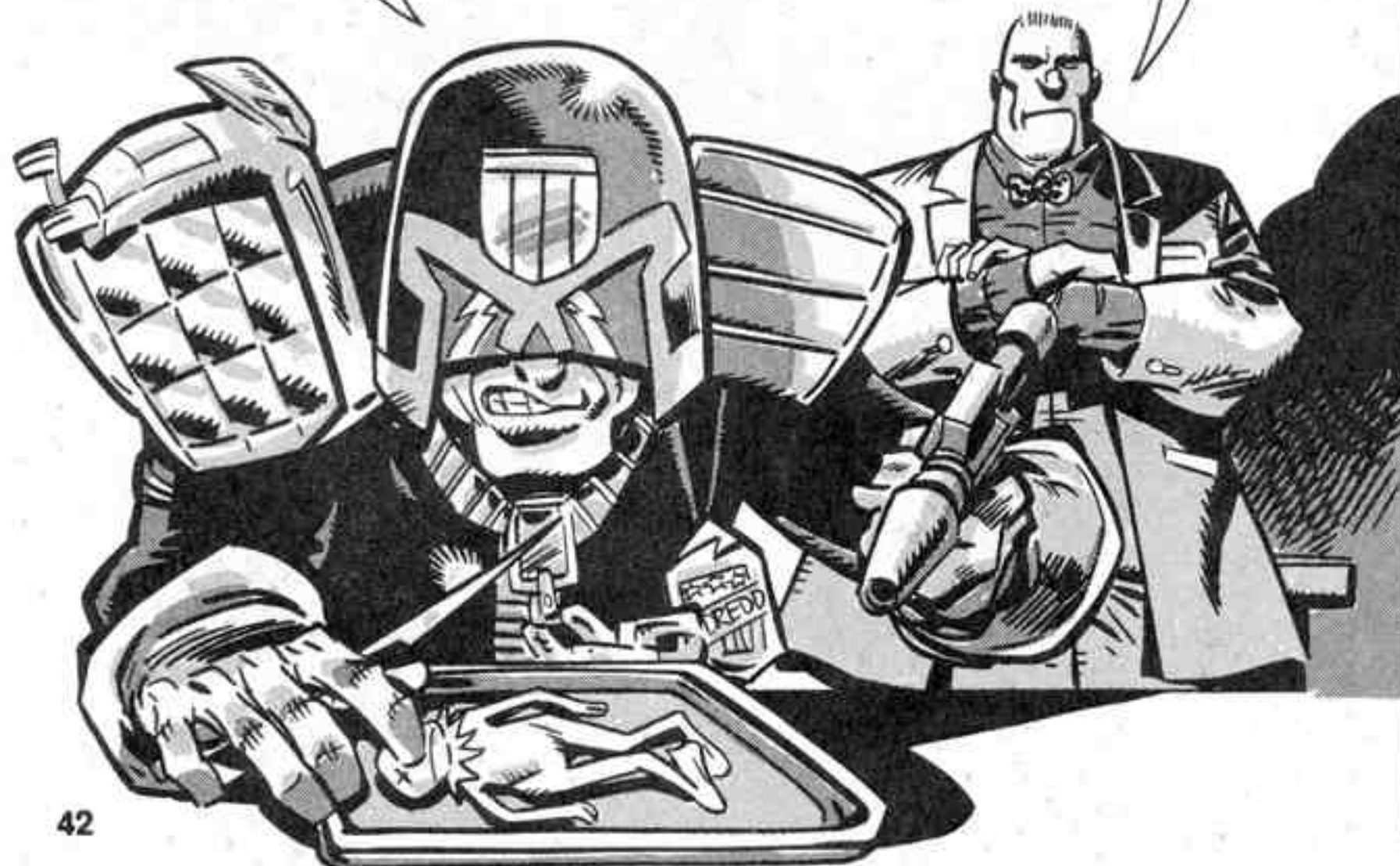
THE PAGES OF HISTORY TELL THE TALE. THE BRAVE MEN WHO FROZE TO DEATH AT VALLEY FORGE. THE SOLDIERS WHO FOUGHT FOR THE FREEDOM OF OTHER MEN AT GETTYSBURG. THE DOG-FACES WHO MARCHED THROUGH SWAMPS, DESERTS AND TUNDRAS TO STOP THE NAZI MENACE. ALL THESE PROUD AMERICANS WITH JUST ONE WORD ON THEIR LIPS AT THE VERY END -- "LIBERTY."

THAT'S VERY NICE, STEVEN. BUT THIS IS MATH CLASS!

JUDGE DREDD

YOU HAVE BEEN FOUND GUILTY BY THE COURT OF DREDD! I HEREBY SENTENCE YOU TO DIE!

JUST DISSECT THE FROG QUIETLY, MR. DREDD!



HERA, HELP ME! IS BEING HALL MONITOR BEYOND EVEN MY AMAZONIAN POWERS?

Mr. Fantastic



AHEM! EYES
ON YOUR
OWN PAPER,
PLEASE!

DOCTOR STRANGE

I CALL UPON THE HOARY HOSTS OF HOGARTH -- O,
ANCIENT AURIC WRAITHS! O, YE ELDRITCH SUCCUBI!
HEED MY INCANTATION! BY THE FLAMES OF FALTUU,
INFUSE MY OBI! THUS SPEAKS STRANGE!



MAYBE THIS SCHOOL
PRAYER THING ISN'T
SUCH A HOT IDEA!

GREEN LANTERN

YOU DOPEHEADS CAN'T
FOOL ME!
THIS IS SOME KIND OF A BONG,
ISN'T IT!

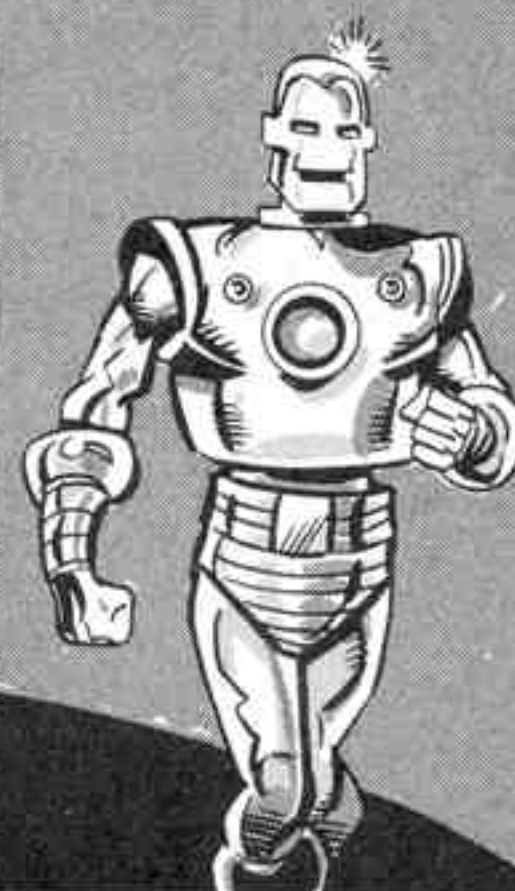


HE MIGHT NOT BE THE
SHARPEST TOOL IN THE
SHED, BUT I'VE NEVER
SEEN A BETTER STUDENT
IN SHOP CLASS!



THOR

IRON MAN



WHY IS IT
ALWAYS,
ALWAYS,
ALWAYS
ON MY
SHIFT?

CONAN THE BARBARIAN

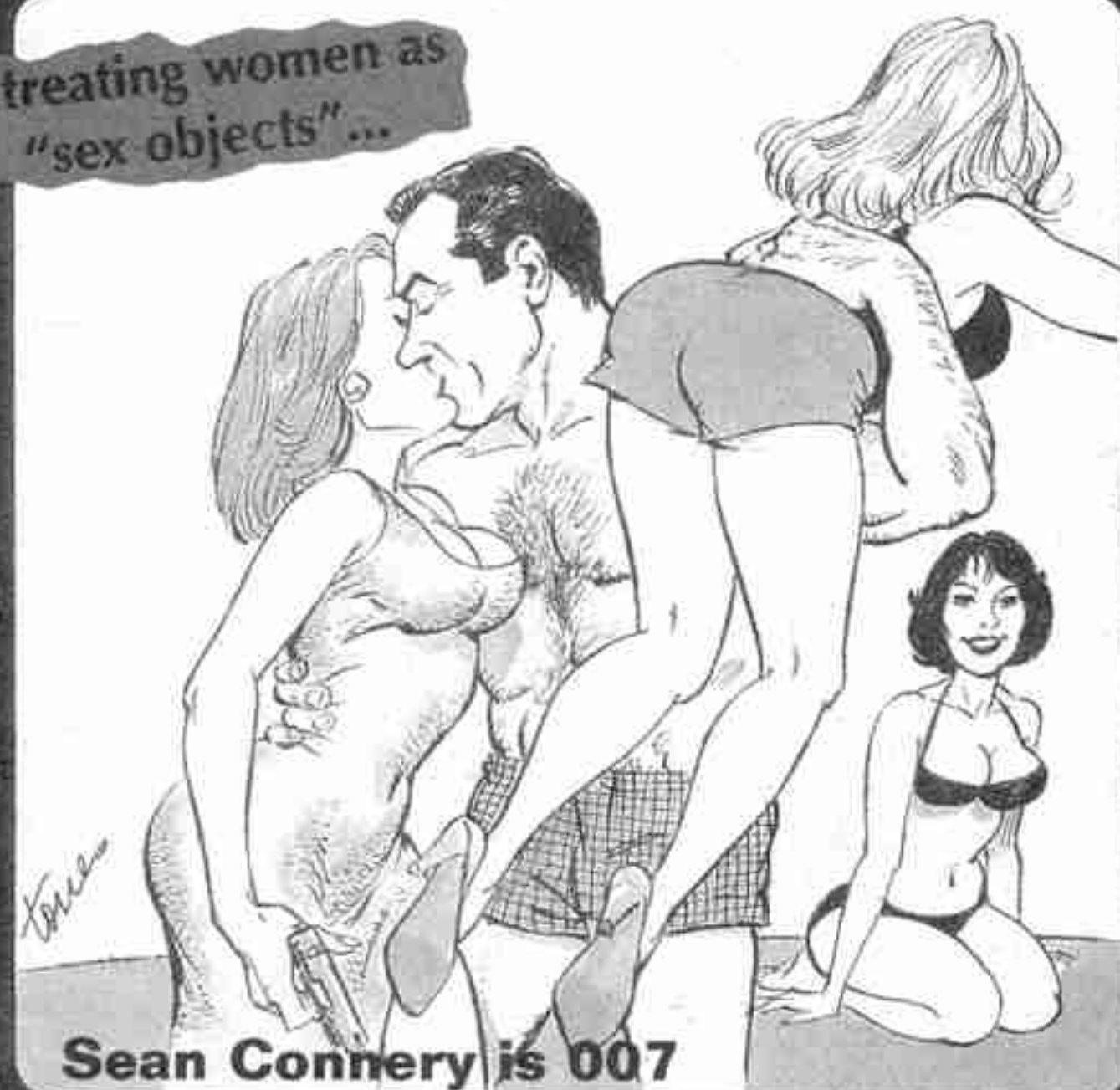
THAT'S THE THIRD CLASSMATE
YOU'VE DECAPITATED THIS
TERM! YOU WON'T BE GETTING
THIS BACK UNTIL YOU'VE SHOWN
YOU CAN LEARN TO WORK COOPERATIVELY!



P.C. GALORE DEPT.

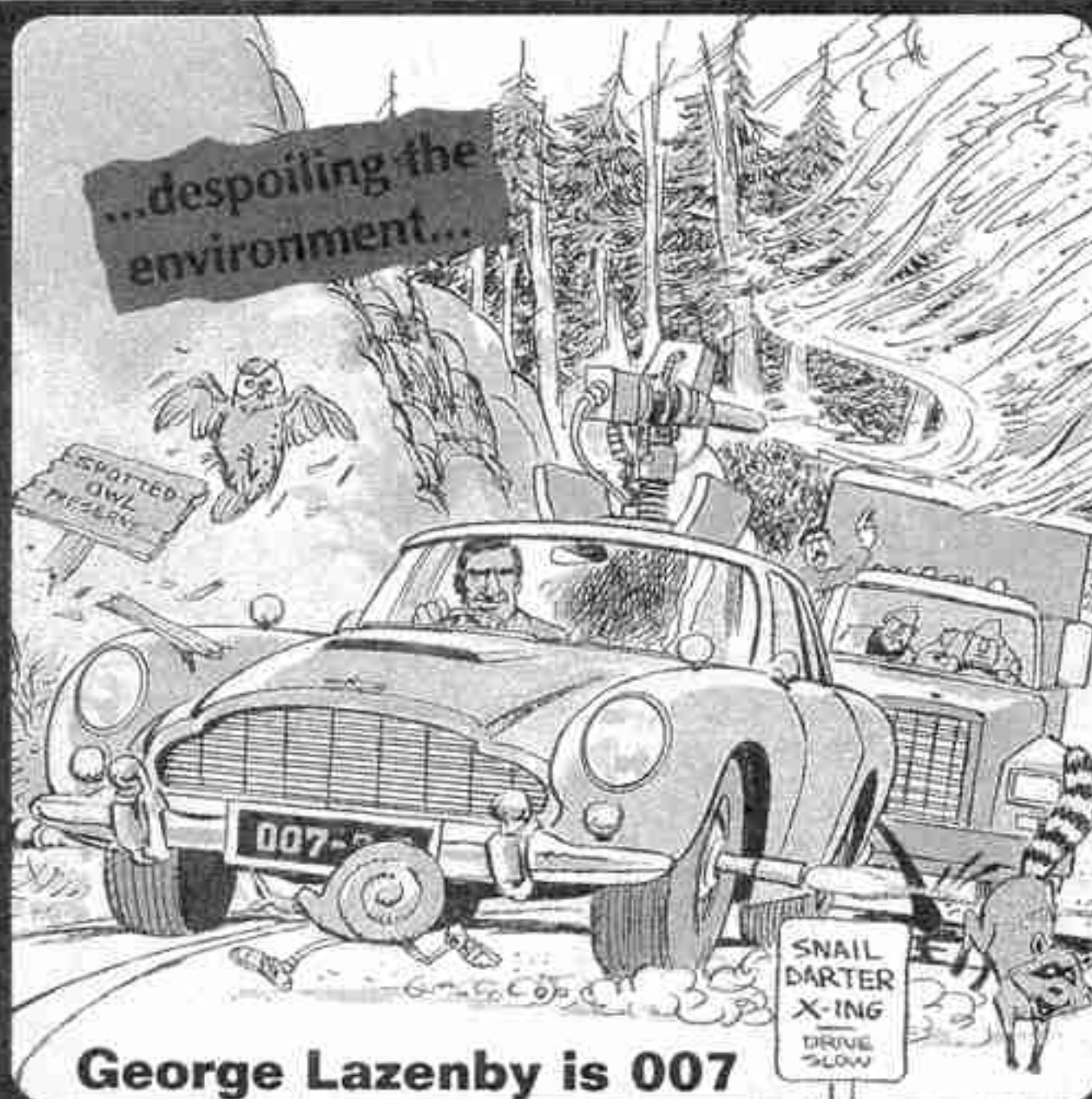
For over 30 years now, movie audiences have thrilled to the adventures of James Bond, Agent 007. But, recently, some have blasted the series as "politically incorrect," citing all the screen time that the various Bonds have spent...

...treating women as
"sex objects"...



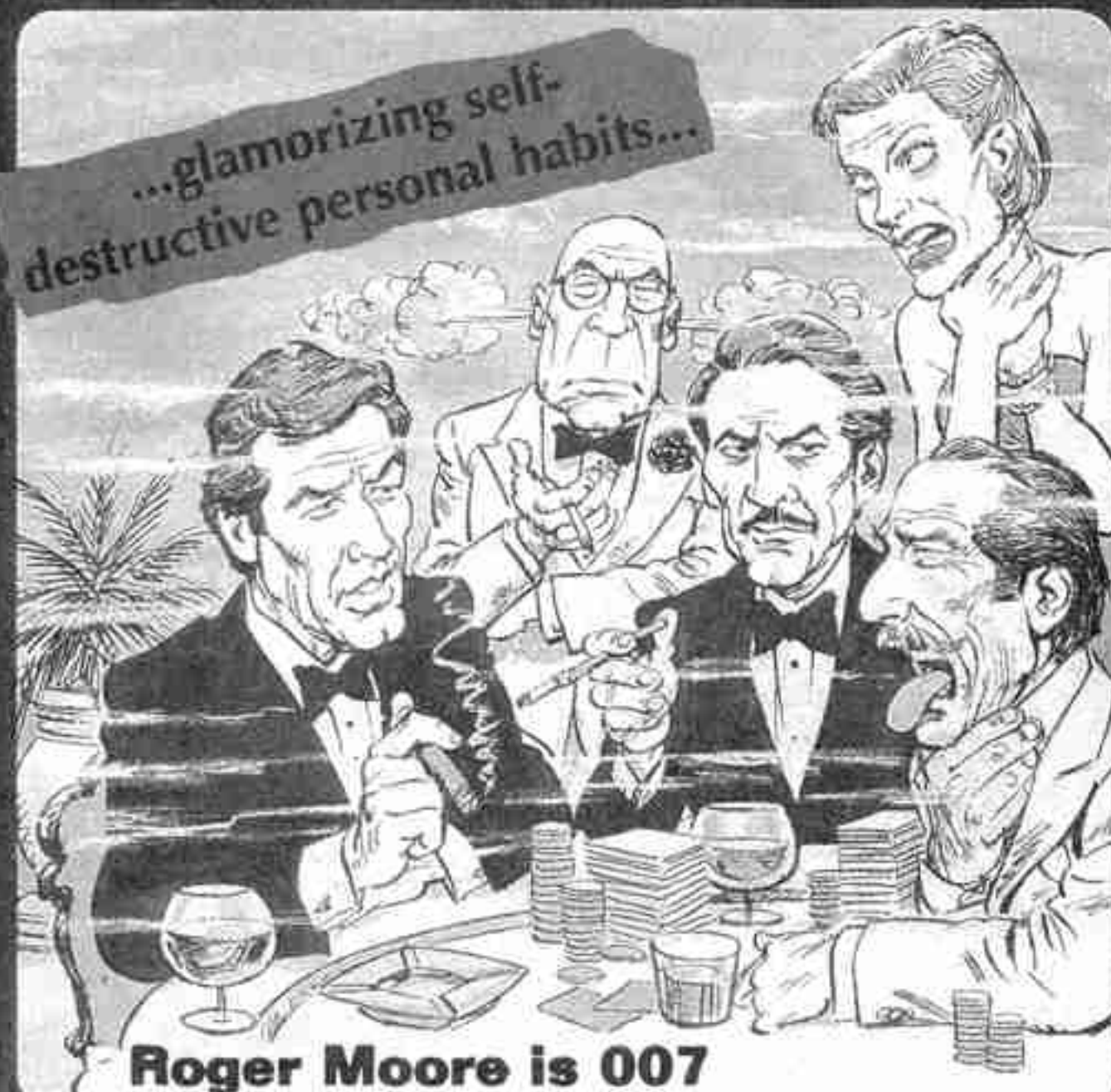
Sean Connery is 007

...despoiling the
environment...



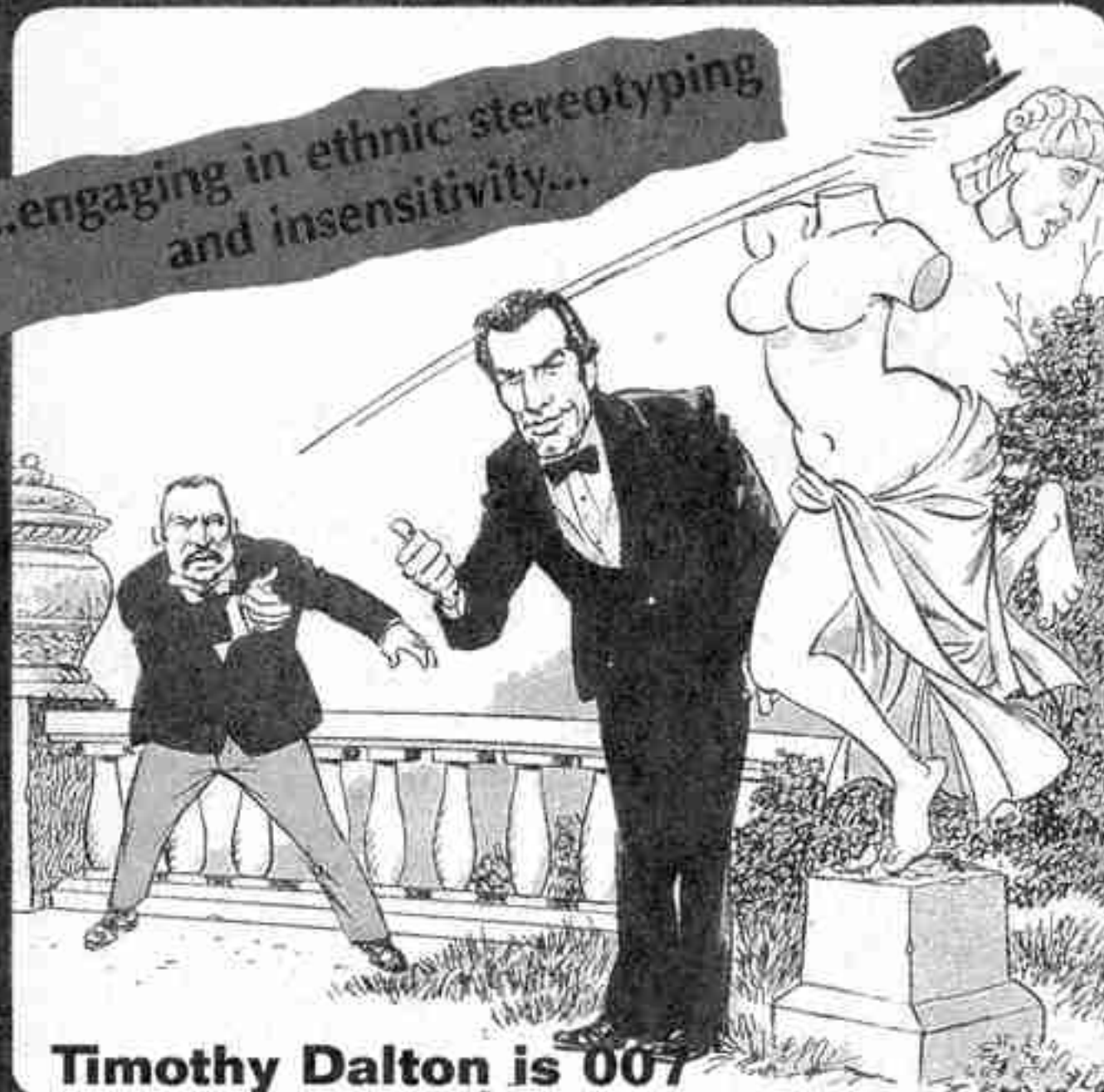
George Lazenby is 007

...glamorizing self-
destructive personal habits...



Roger Moore is 007

...engaging in ethnic stereotyping
and insensitivity...



Timothy Dalton is 007

The response of the producers to this criticism has been to ignore it! They're coming out with yet another 007-flick — starring Pierce Brosnan (Bond #5) — using the same formula they always have! Which is a pity, because now only MAD readers will get to find out what it would be like...

If James Bond Were "Updated" for the Politically-Correct '90s



James! It's so good to have you back!

I'm glad to be back, Ms. Moneypenny!

Pardon me, but did you say "MS."?

Haven't you heard? I'm the new Respectful-toward women James Bond!

Aha! That explains why you've been here 45 seconds and haven't gotten into your usual "Lip Lock" with one of the secretaries!



Bond, you're late!

Sorry, M, I was at a meeting of my support group!

For Us Guys Only?

No, I quit FUGO months ago! I'm opposed to their machismo, male chauvinist attitude!

Oy, is this going to be a l-o-n-g movie!



This is Kukoo Kachoo, the famous Oriental...

...arms dealer! He's rather short...

...bald...

...and completely ruthless!

Right! A slimy, @#\$%^&* frog!

No, 007, I meant @#\$%^&* frog! Those green, warty things!

"Asian"!

"Vertically-challenged"!

"Follicle-disadvantaged"!

"A person of indeterminate ethical standards"!

You mean @#\$%^&* "Frenchman"!

Oh, I see! @#\$%^&* "amphibian"!



These are the latest gadgets dreamed up by Q and the Research team! I know you'll find them very useful!

No, I couldn't possibly! That would give me an unfair edge over secret agents from countries that are "Gadget-Impaired" and "Spy Technology-Deprived"!

I beg you, Bond, tell me that you're joking!



Besides, the Research Team assembles gadgets in upper Zambonia, which I'm boycotting because they still haven't signed the 1986 Rainforest Protection Treaty!

Your actions are idiotic!

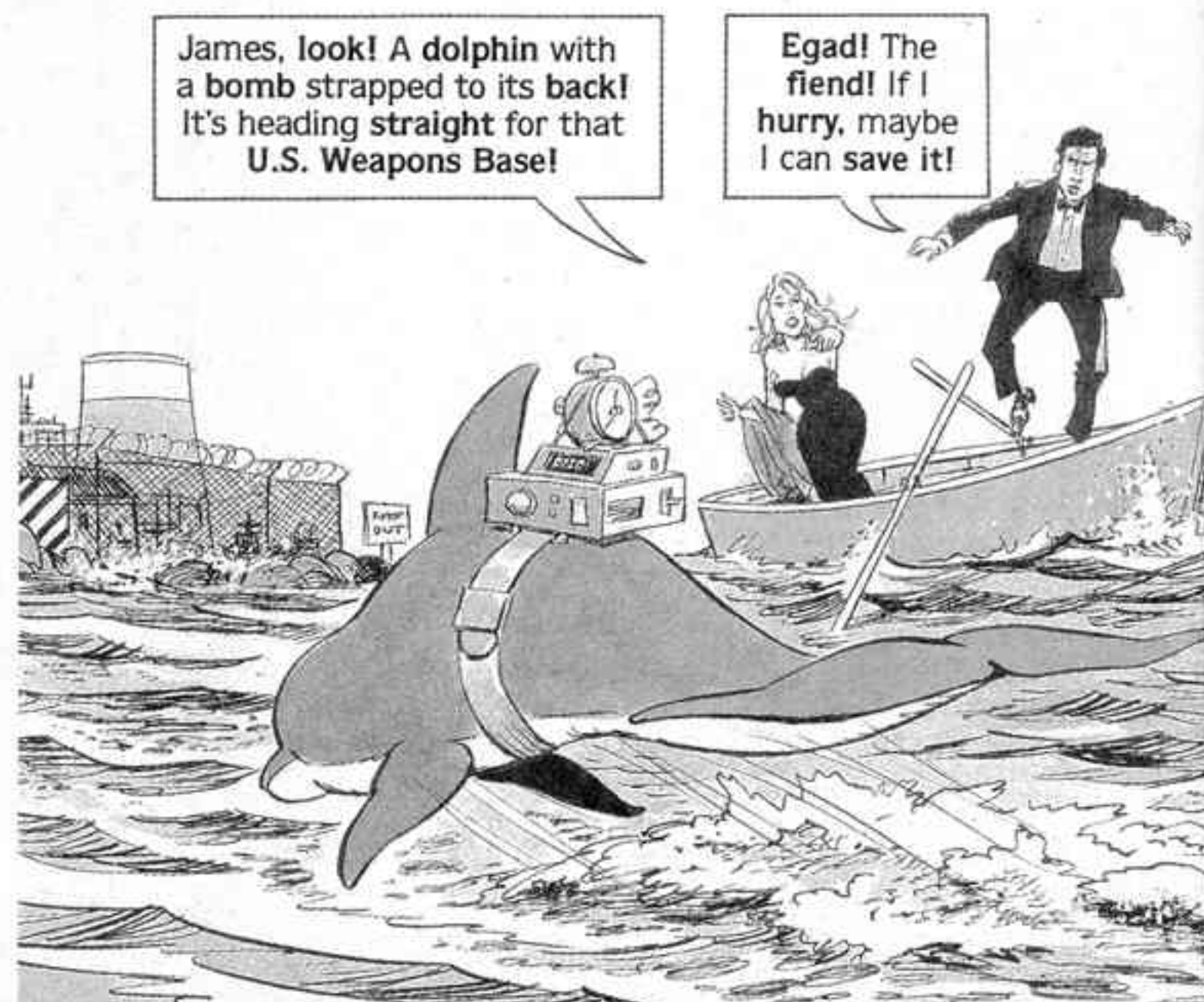
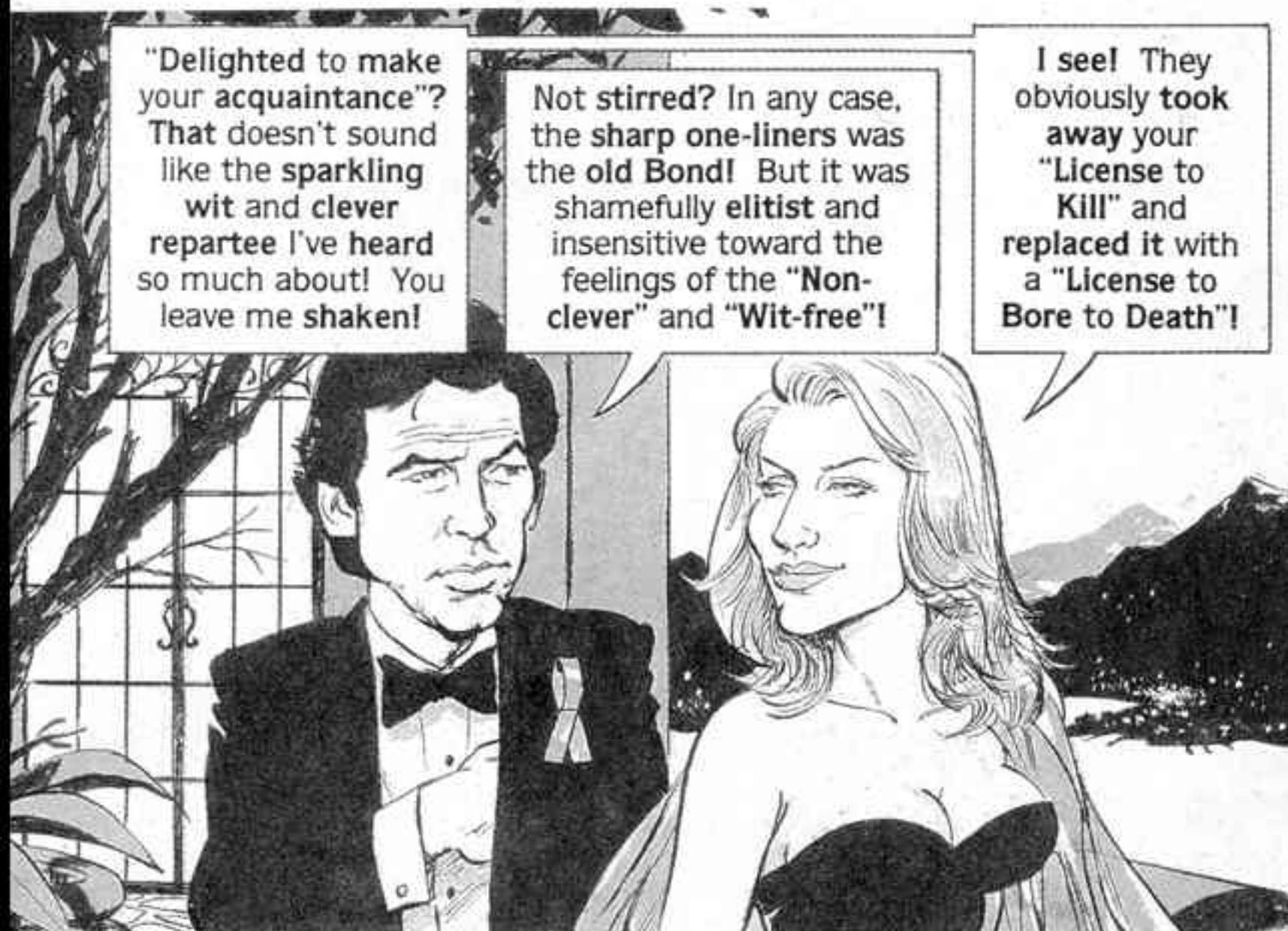
Have it your way! But remember, when some "Gadget Impaired" nut blows your brains out, it was you that chose to be an... an...

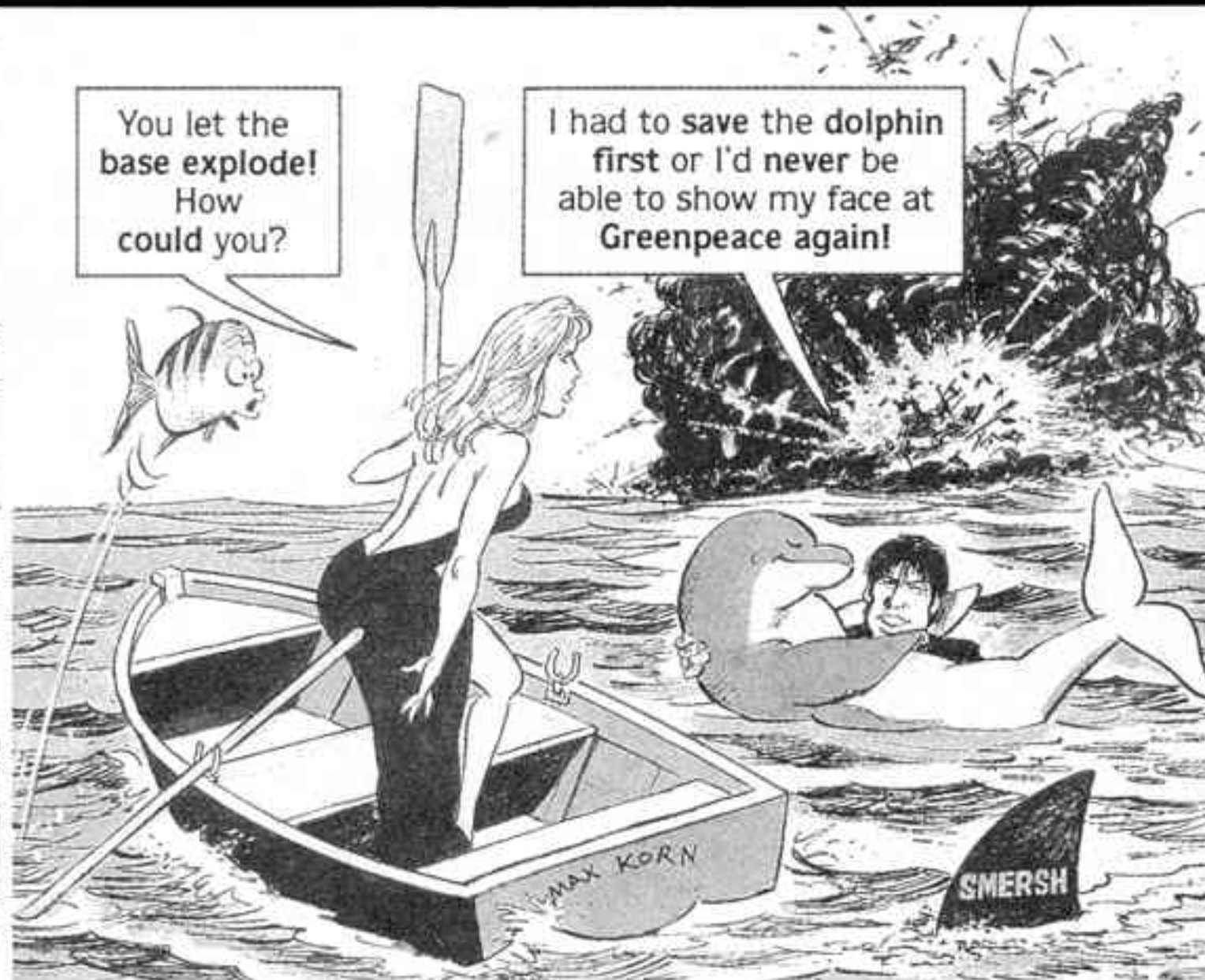
"Intellectually deprived"!

"Sphincter"!

Thank you!

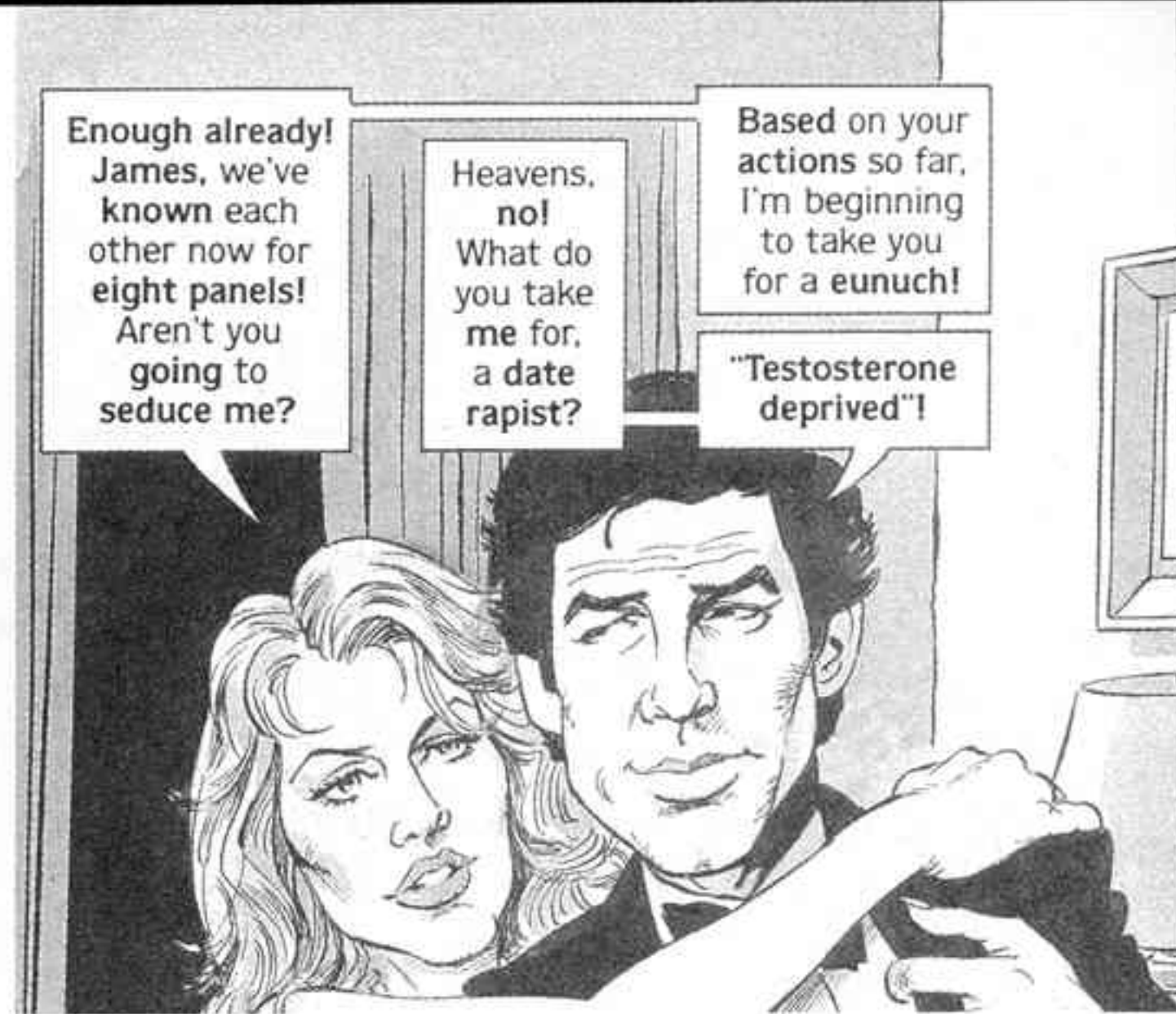






You let the base explode! How could you?

I had to save the dolphin first or I'd never be able to show my face at Greenpeace again!



Enough already! James, we've known each other now for eight panels! Aren't you going to seduce me?

Heavens, no! What do you take me for, a date rapist?

Based on your actions so far, I'm beginning to take you for a eunuch!

"Testosterone deprived"!



I'm sorry to disappoint you my dear, but I'm a "New-Fashioned" kind of guy! I like things done a certain way!



Let's see here, "May I remove certain outer garments?"

"Is the small of your back a permissible region of..."

"May I nibble your..."

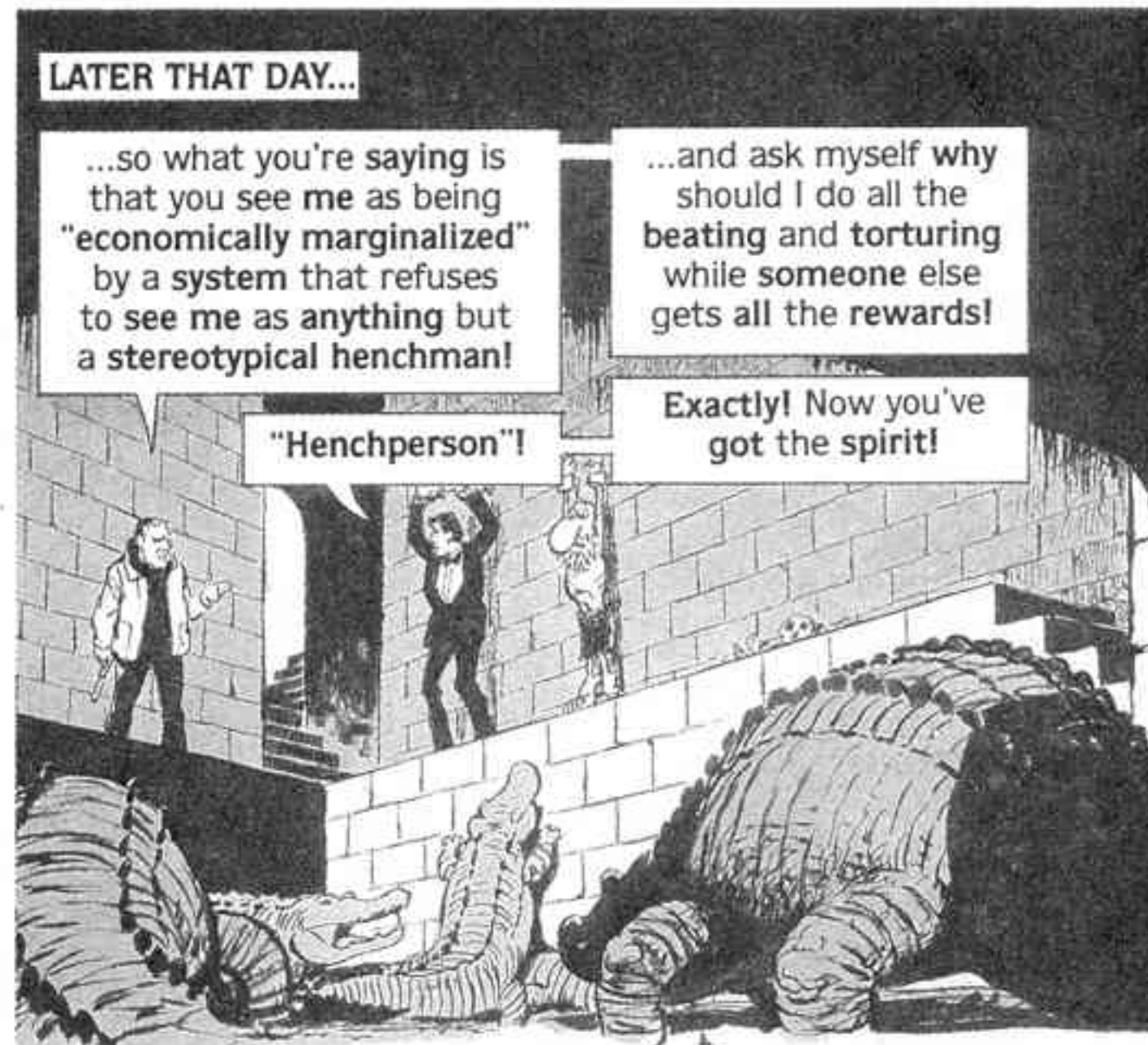
Yes! Yes! Yes! Stop reading me my rights and start nibbling!

Yes!

Yes! Yes!



Well, the women in my movies may still get killed, but at least they're not sexually harassed!



LATER THAT DAY...

...so what you're saying is that you see me as being "economically marginalized" by a system that refuses to see me as anything but a stereotypical henchman!

...and ask myself why should I do all the beating and torturing while someone else gets all the rewards!

Exactly! Now you've got the spirit!

"Henchperson"!

Besides, I always wanted to be my own boss! Thank you, Mr. Bond! And just to show you my gratitude, I'm going to release you! If you're ever assigned to this part of the world again, please look me and my gang up!

That would be easier to do if you had a phone listing with a legitimate name, something... like Typecast Heavies & Unionized Geeks!

THUG? Hmm. I like the sound of that!

So, Kukoo Kachoo, we meet at last!

Can't you read, Mr. Bond? "NO BRITISH AGENTS ALLOWED"!

It's just like you western imperialists to barge in uninvited! Columbus in the Americas, Capt. Cook in the South Pacific, and now you!

I... I... I...

B-b-b-but... Why must you impose your Anglo-American morals? How do you know I don't steal weapons because my faith requires me to?

Boy, you sure know how to hurt a "culturally-sensitive" guy! Which leaves me no alternative...

...but to let you go! Moreover, I must offer you a most sincere apology on behalf of the entire Caucasian race!

Congratulations, 007! You've blown up a munitions depot, beaten an Austrian Countess to a pulp, let Kukoo Kachoo get away, and convinced his henchman to go into business for himself! A complete and utter failure of a mission!

Failure? Come now, M, there's no need to use such judgemental language!

Oh, no? What would you call it?

I believe "inadequate success" might be a gentler way of putting it!

Fine! And while you're busy re-phrasing things, come up with something that describes you more suitably than "putz"!

Not to mention these empty movie theatre seats! Would you say that they're "alternatively-packed"?

You're catching on fast, M! You'll soon be as good at it as me, Bond! James Bond!

Which will result in all of us becoming "income-challenged" and "career-deprived" because you've created a Bomb! Big Bomb!

WHAT FORM OF STREET NOISE IS BECOMING INCREASINGLY ANNOYING TO EVERYONE?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

In both rural and urban settings, there are bound to be outside noises that disturb people. Car alarms, garbage trucks, police sirens and chirping birds all contribute to noise pollution. Lately, there is a new source of annoyance. To find out this latest nuisance, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

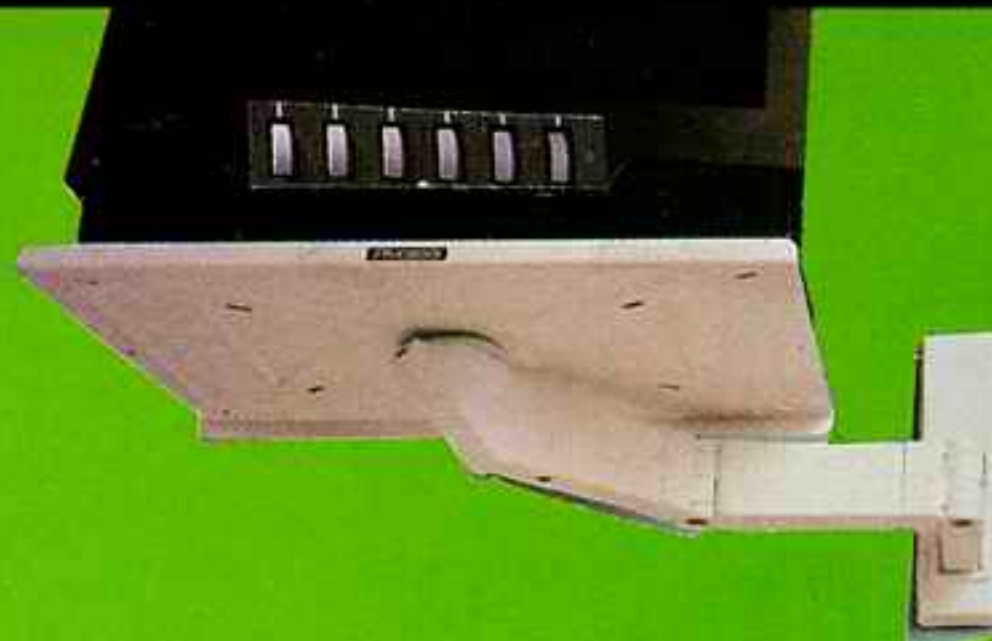
◀ B FOLD BACK SO "A" MEETS "B"



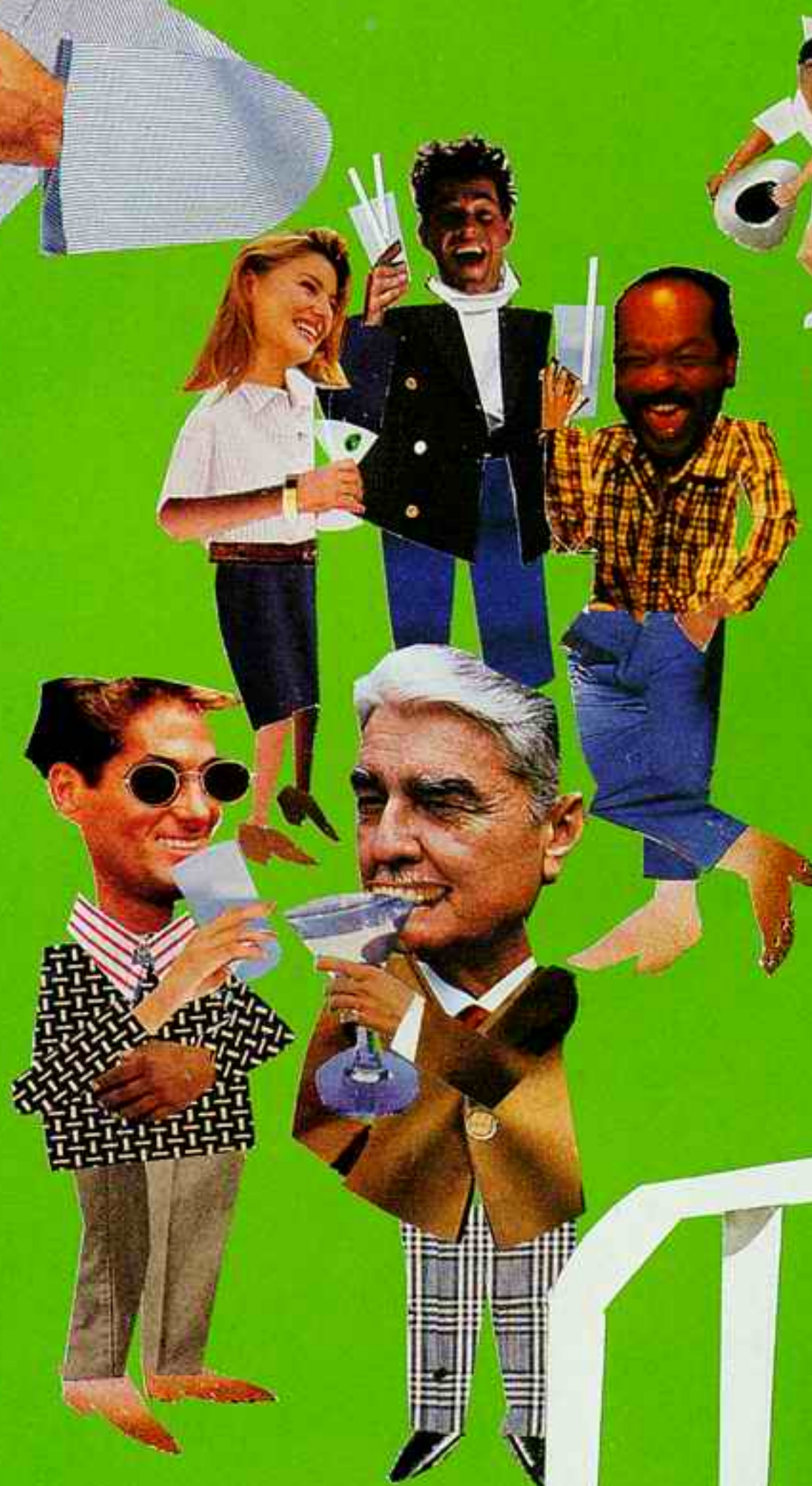
CITIES, TOWNS, EVEN VILLAGES HAVE PEOPLE HELL-BENT TO CREATE NOISE. BUT ONE VERY PARTICULAR PHENOMENON HAS TAKEN OVER RECENTLY. EVERY ONE YEARNs TO BE RID OF THIS HORROR. IT IS MAKING PEOPLE COVER THEIR EARS IN DESPERATION

A ▶

◀ B



"Later that afternoon, Mr. Jenkins invited friends over to celebrate his successful liver transplant."



How refreshingly destructive.

A MAD AD PARODY