

We're Here, We're Stupid, Get Used To It!

No.
346
June
1996

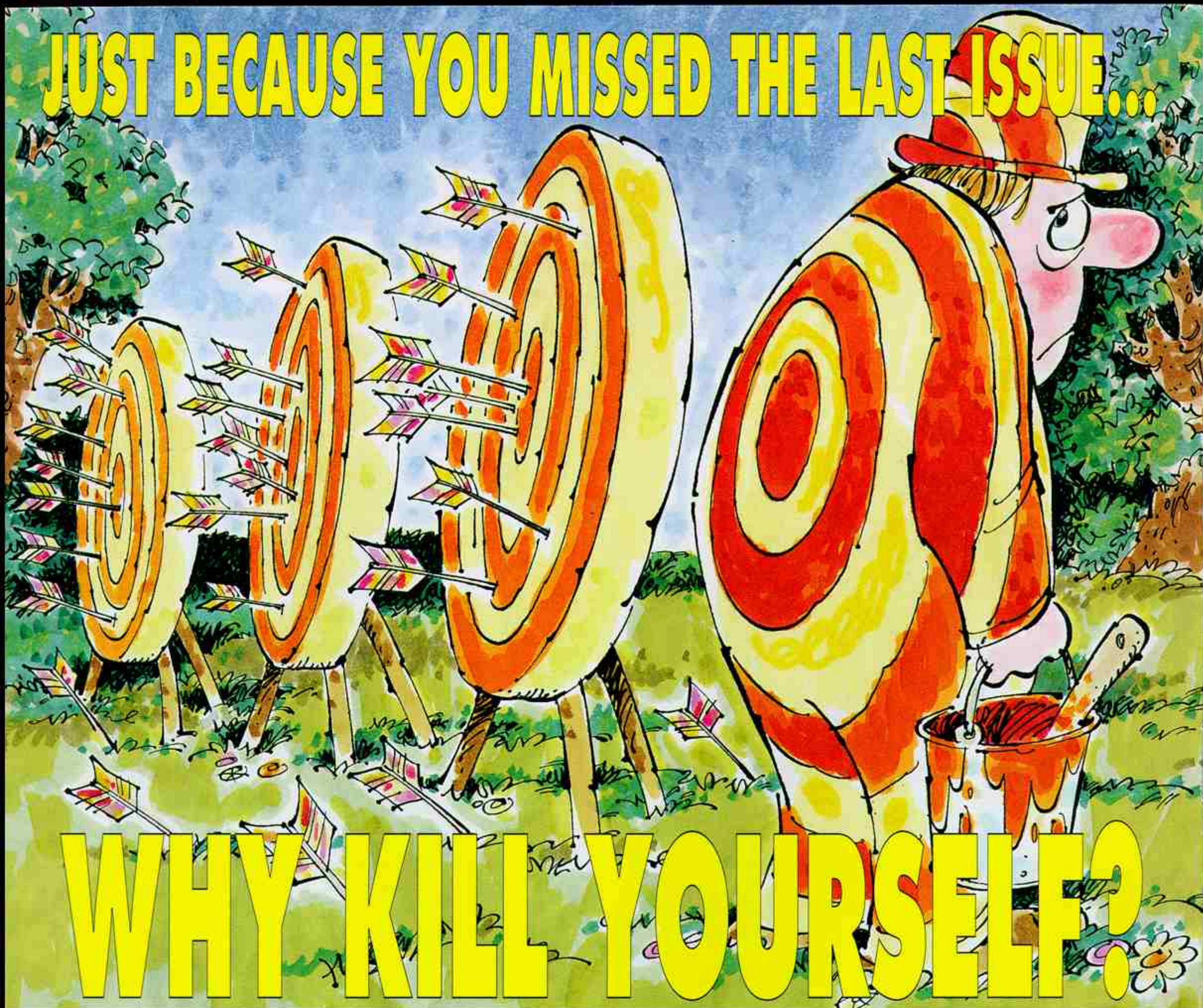
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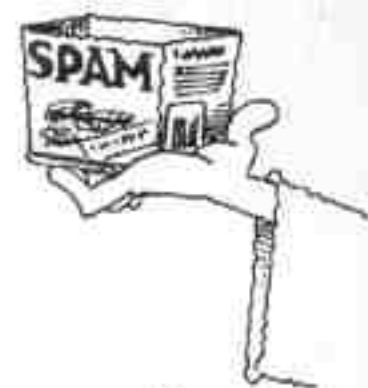


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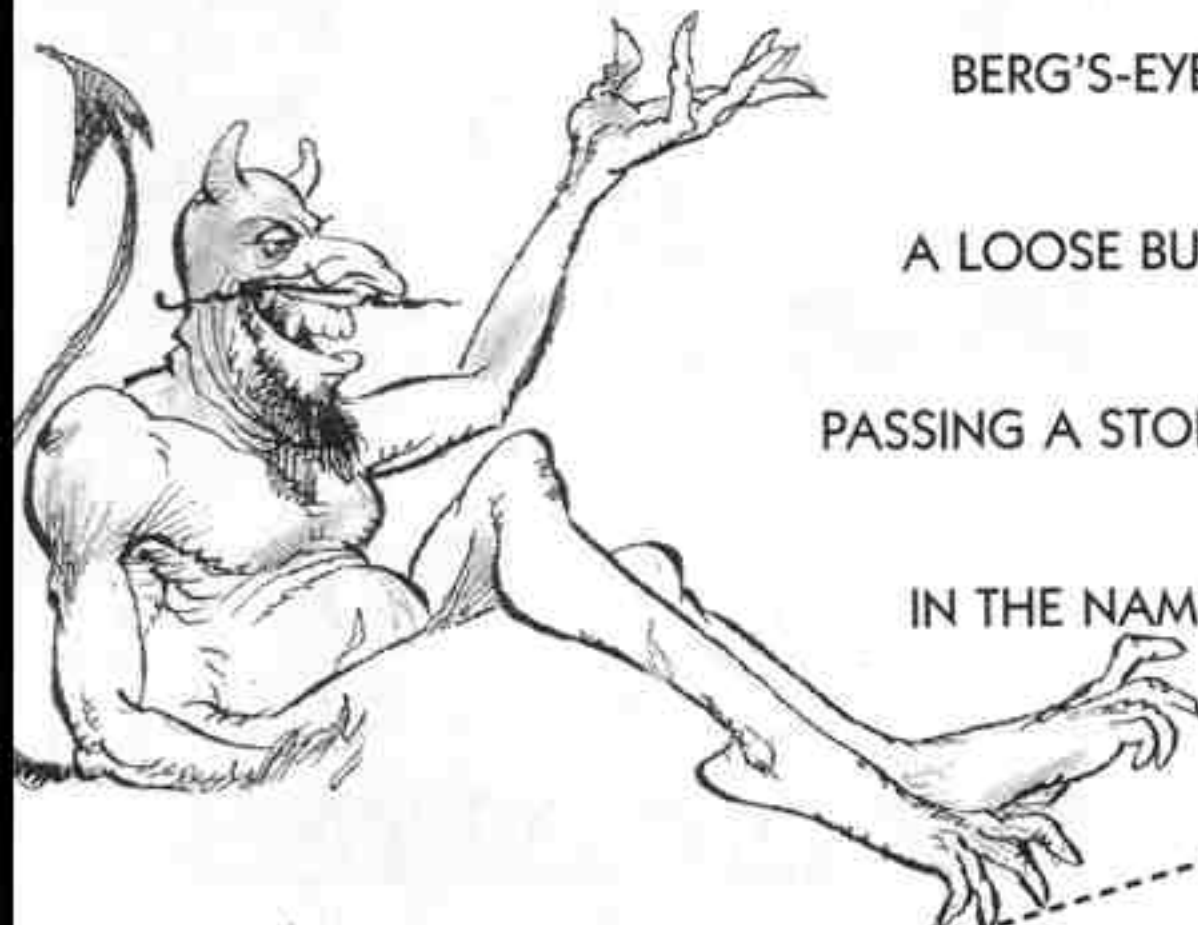


**JUNE
1996**

MAD

**NUMBER
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"Getting old is when a narrow waist and a broad mind change places!"
— Alfred E. Neuman



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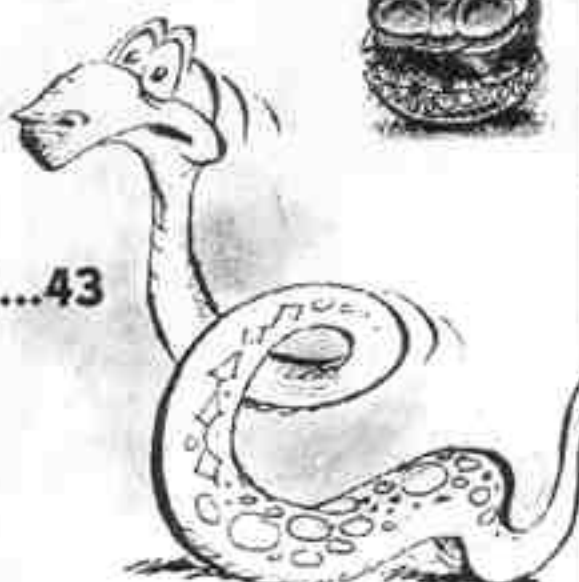
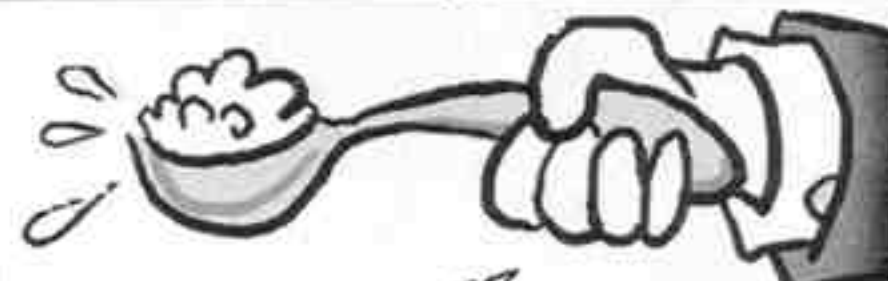
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FRONT COVER WRITER: MICHAEL GALLAGHER



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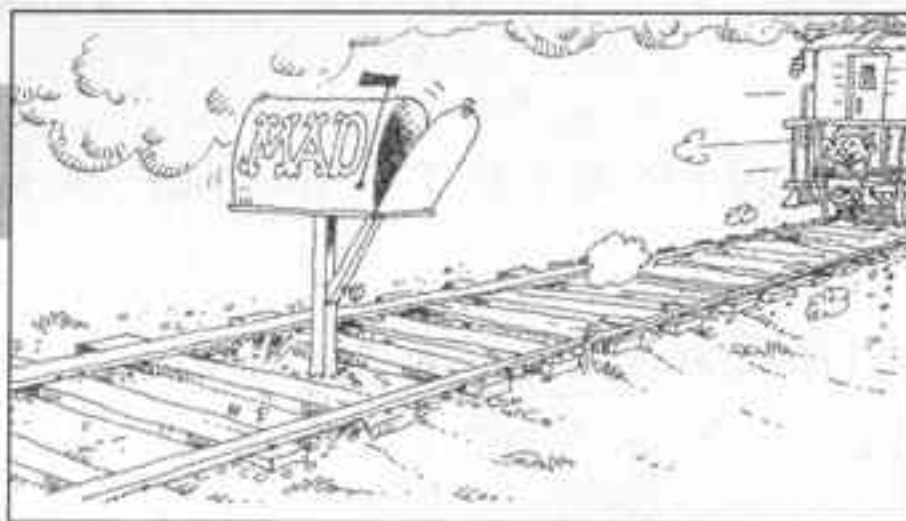
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HELP A JOKING VICTIM

I really dig MAD magazine and I hope to see more "Joke Set-Ups That Don't Need a Punchline" (issue #342). Those are super keen hilarious.

Johnnysom@aol.com

As we have mentioned before (and re-echo from the letters page of MAD #344), we are in the business of fulfilling reader's wishes. Here are more Joke Set-Ups That Don't Need a Punchline: "Louis Farrakhan decides to take a vacation on a glass-bottom boat..." "A power tool salesman's car breaks down in front of an abortion clinic..." "These three dwarves are trying on clerical outfits when..." But wait! We'd like to fulfill your wishes even more! Readers, help us make Johnny a happy boy! Send us your own Joke Set-Ups That Don't Need a Punchline — we'll print the best on an upcoming letters page! —Ed.

STOCKING MARKET HITS NEW LOW

A woman at the auto parts store told me that a run in one's pantyhose can be patched with a bit of nail polish. I tried this, and it stopped the run all right — but it looks like a big glossy drop of blood. Was I stupid to take her advice?

James Reynolds III
Houston, TX

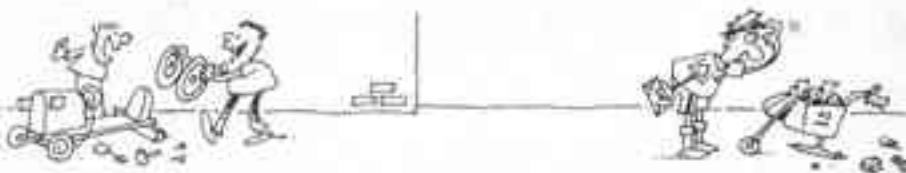
Jimbo — Your mistake was not in asking a woman in an auto parts store for advice — your mistake was in wearing pantyhose in the first place! Everyone knows that black fishnet stockings are the preferred hose of discriminating cross-dressers! Ciao, big boy! —Ed.

NOW THAT YOU DIMENSION IT

I think you should make a 3-D issue of Mad.

Thaddeus Fisher
Sacramento, CA

Thad — That's a great idea! And thanks for starting us off with your own 3-D letter — Dimwitted, Dull and Dorky! —Ed.



MAD ABOUT THE TOY



Paul Moldovanos and the other super-talented people at the VISIBLE Fix design and sculpture studio in Victoria, British Columbia recently whipped up this clay version of Disney's Toy Story that is "Buzz Lightyears" ahead of the rest! Since not a single frame of the Disney movie featured clay figures, what does VISIBLE Fix plan to do next — an all computer-generated version of Gumby??

PHOTO BY: JEAN JEANSON

LETTERS &

A REAL 'NET WIT

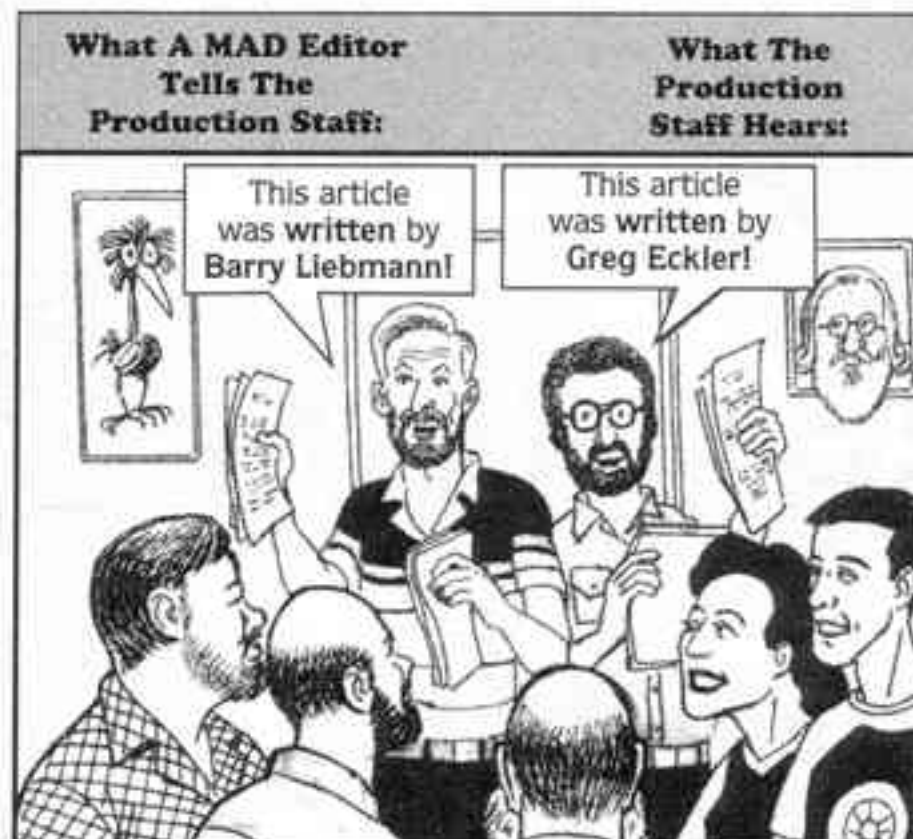
I just have to say that this is my absolutely favorite magazine that I receive, but methinks that it is my obligation to point out an error in issue #343. In "MAD Interviews Miyoursort's Bile Gates," the reference to porno lines on the Internet was flagrantly false. The porno lines on the Internet ARE soaring in popularity, but since they are on the web (which one dials through a server, not to the specific page) you cannot get a "busy signal." Thank you for your time.

DrZoo1@aol.com

Doc — You seem to have quite a detailed and intimate knowledge of cyberporn. May we humbly suggest that you acquire and use a screen saver made of Saran Wrap! —Ed.

WE HAD A BAD HEAR DAY

We'd like to correct an error that appeared in the credits of MAD #343's "What People Say, What Other People Hear," but rather than just tell you about it, we instead present the following entertaining and informative mini-drama featuring the MAD Repertory Players!



MORON MAIL

I like reading your magazine in my underwear. The filthiness and horrible smell of my boxers seem to match your comics.

RatSalad7@aol.com

Rat Boy — A lot of our readers tell us they also read MAD while commuting on the bus! Our recommendation? You should up the Prozac dose in its new, fast-acting suppository form! You follow? —Ed.

FUZZY MEMORIES

I was wondering if the writer that lived in Ojai, Calif. still writes for the magazine. I used to talk to him a lot when I worked at a grocery store there. Thanks.

KILP103@aol.com

The only writer who fits the description in your letter is longtime MAD contributor Bill Fibbers, who for several years lived in a trailer on the outskirts of Ojai! When we showed your letter to Bill, he roared with laughter and regaled us with tales of how he used to visit your grocery store and tell you about writing for MAD while shoplifting produce in his pants! Given what we pay our writers, we can't blame him! By the way, Bill asks where are you working now? A Gap, he hopes...he needs some jeans! Thanks for helping us and Bill relive some fond memories! —Ed.

FAX MAD AT (212) 506-4848

TOMATOES DEPARTMENT

CELEBRITY SNAPS

I have been reading your magazine for many years now, but I've had to pay for it. Now, you will GIVE it to me, because Muggsy Bogues has a big ole fat MAD in his hand!

Henry Davis
Harrisburg, NC



Charlotte Hornets star Muggsy Bogues checks out our basketball cover (#333) as Henry Davis "mugs" for the camera! You slam dunked a three-year subscription, Henry, as can anyone who sends us a celebrity snap featuring MAD that we publish! We're glad your picture wasn't with Manute Bol, or we would've had a hell of a time cropping the photo! —Ed.

MAD MUMBLINGS

If Dr. Kevorkian tries to help you commit suicide but you live, can you sue for malpractice? — Shannon O'Rourke, Rockville, MD...Quick factoid: The initials of Alfred E. Neuman are A.E.N. — Lee Breslouer, Newark, DE...Never, EVER get caught with your ears glued to the table. — Casey Schwarz, Halifax, Nova Scotia...Why does Ivory soap taste sweet when I lick it? — Nicholas Buono, Lompoc, CA...I don't like cold potato chips. — Brian P. O'Neill, Camdenton, MO...Is it true that MAD's headquarters were recently invaded by Siberian snow monkeys, or is this just a cruel hoax? — Aaron Graves, North Norwich, NY

INSIGNIFICANT DATA

MAD #347 ON SALE June 25!!

**MAD COLLECTOR'S SERIES #13
ON SALE June 4!!**

**YOU HAVE A
CHANCE TO EDIT MAD!**

Next year, MAD celebrates its 45th anniversary! For the first time, we're asking readers to pick their favorite MAD articles of all time — from issue #1 to #345! Send us a list of up to three of your all-time favorites! (Or at least the ones that didn't nauseate you as much!) Try to include the title, artist/writer and the issue you saw it in! In a sentence or two, tell us why you picked the article(s) you did! We'll put the top picks in an upcoming Super Special, and we may even feature YOU! Include your name, address and daytime phone number!

Send your list to:
MAD FAVES EDITOR
1700 Broadway
New York, NY 10019

This is On Sale Now!

This is On Sale June 4!!

**If you have any questions, kindly re-read this ad!
If you STILL have any questions, then you're just the kind
of reader these Super Specials will appeal to!**

Please Address All Correspondence To: MAD, Dept. 346, 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!
Have a computer? Got a modem? Get a FREE DC Comics Online starter kit
(featuring MAD online plus 10 FREE hours!) by calling 1-800-203-2600!

The latest trend in TV sitcom programming is incredibly lame shows about twenty-something and thirty-something single misfits who do nothing but hang out together! We'd much rather watch the classic sitcoms of the past like Cheers (thirty-something and forty-something single misfits hanging out together) and The Golden Girls (sixty-something and seventy-something widowed misfits hanging out together)! These "circle of friends" shows may be promoted as hip and happenin', but we think they're stinking up CBS, stenching up NBC, and one in particular has all of ABC...

I'm Smellen Mordant! I live in Los Angeles, where I'm the ringleader of a group of friends who try to deal with life and love and sex and anxiety in the big city! In other words, I'm a lot like Woody Allen! Well, if Woody were a woman who lived on the West Coast and wasn't funny!

I'm Smellen's close friend, Pain, a typical self-absorbed West Los Angeles single! My interests are men, shopping and me — and someday I definitely intend to re-examine my shallow, meaningless lifestyle! But this afternoon, I have a nail appointment!

I'm Spent, Smellen's weird cousin! Smellen, Pain and I spend so much time together, we're kind of the *Three's Company* of the '90s — except on that show the guy pretended to be gay! I don't do that — I'm just a wuss!



ARTIST: SAM VIVIANO
WRITER: A.J. MARLEY

Smellen

THE
LARRY SANDER
SHOW

SAM

I'm Smellen's close friend. Jowl! I run the coffee bar at Smellen's bookstore, where I'm also the resident curmudgeon! Considering my age, I'm one young curmudgeon! Considering my weight, I could be two young curmudgeons!

I'm Tawdry, Smellen's other best friend! I act ditzy, dress badly and talk in a squeaky, funny voice! I call it my "homage" to Fran Drescher's "Nanny" character, although her lawyers call it plagiarism!

I'm Addled! I was Smellen's platonic roommate, but I was bounced from the series! Actually, I'm glad to be off a sinking ship! Sure, the show's a hit in the ratings and with the critics! But as an artist, I needed to stretch and do something I've never done before — namely, collect unemployment!

Our daughter Smellen sure has lots of fun friends, doesn't she mom?

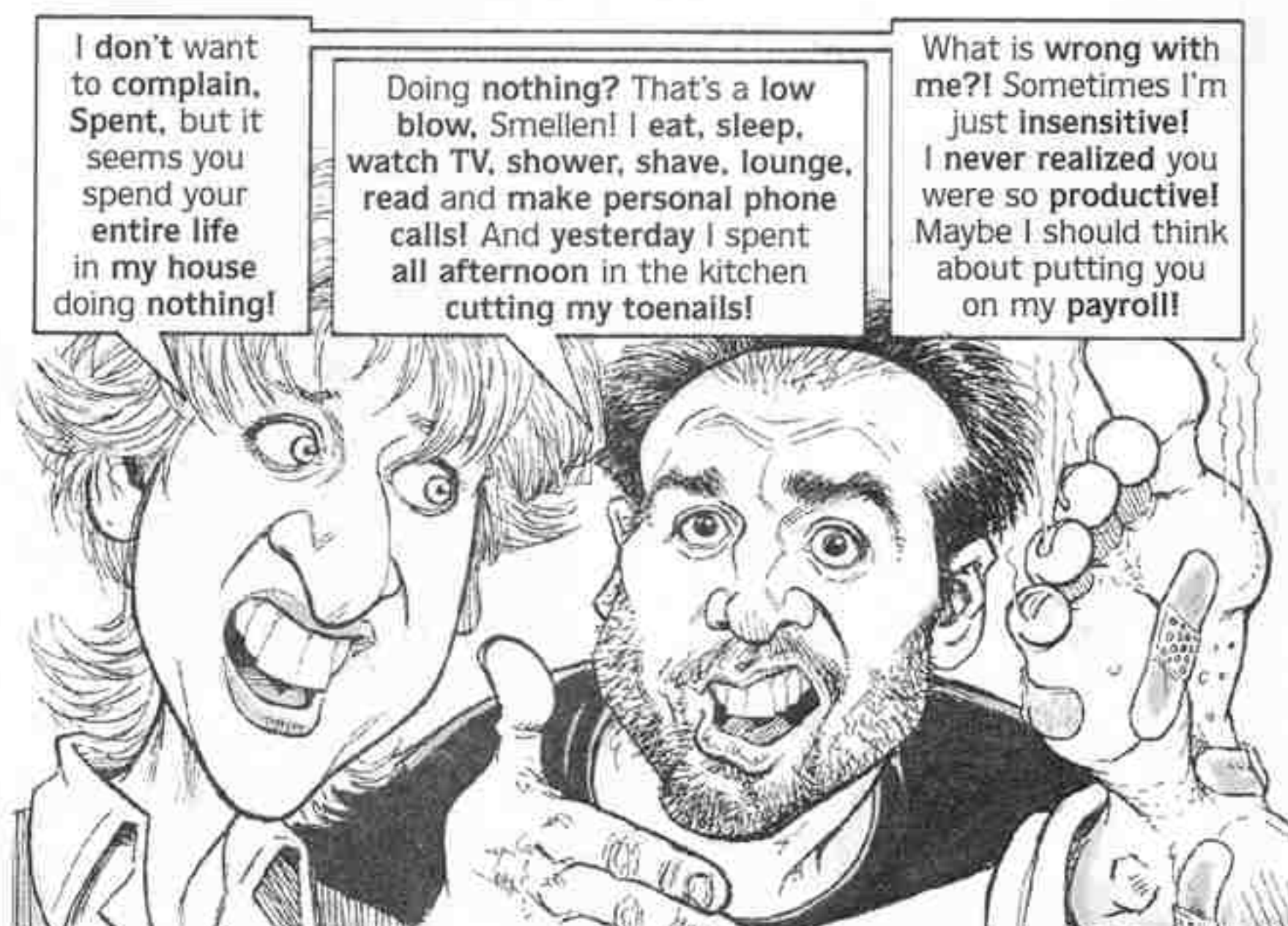
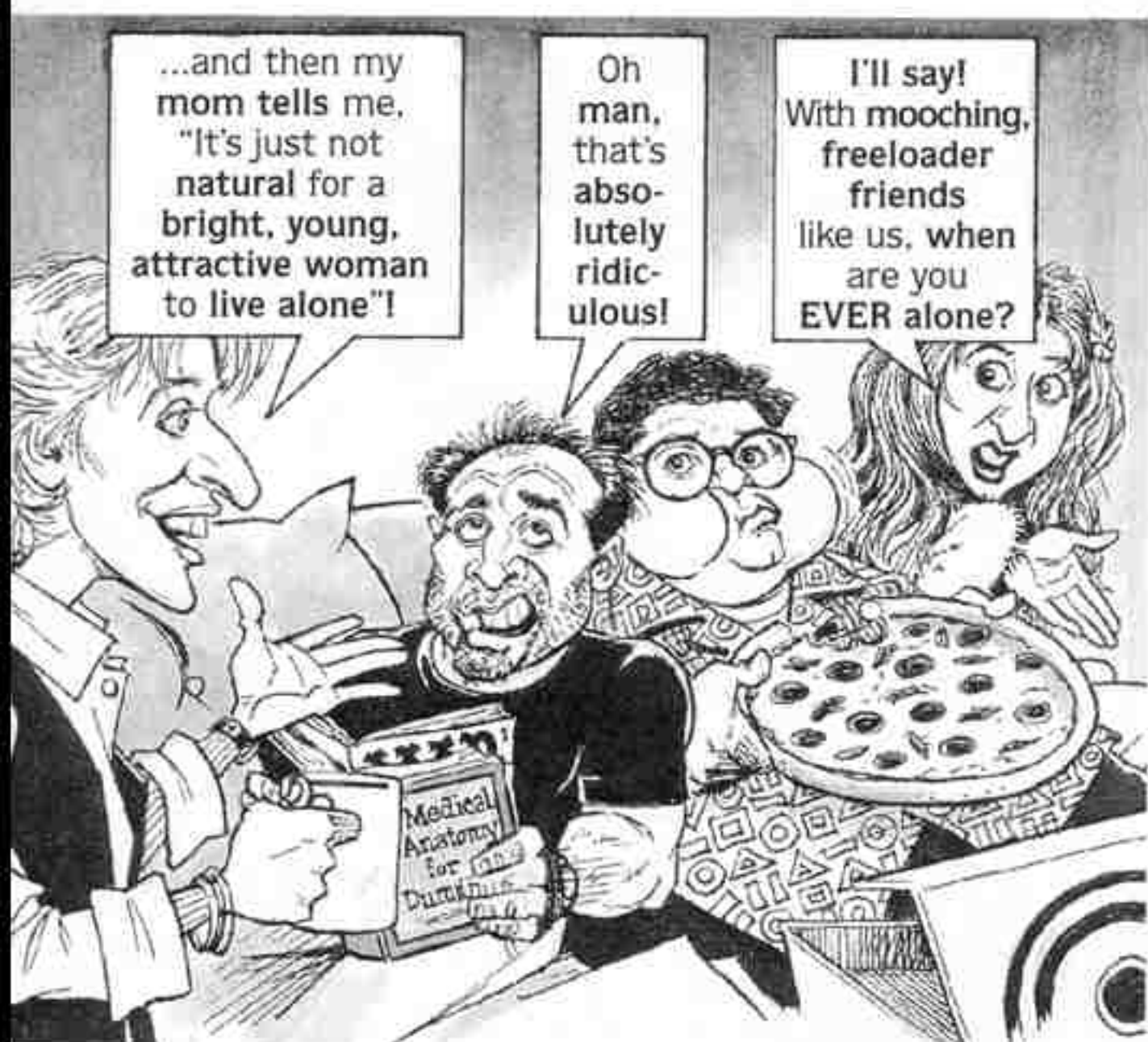
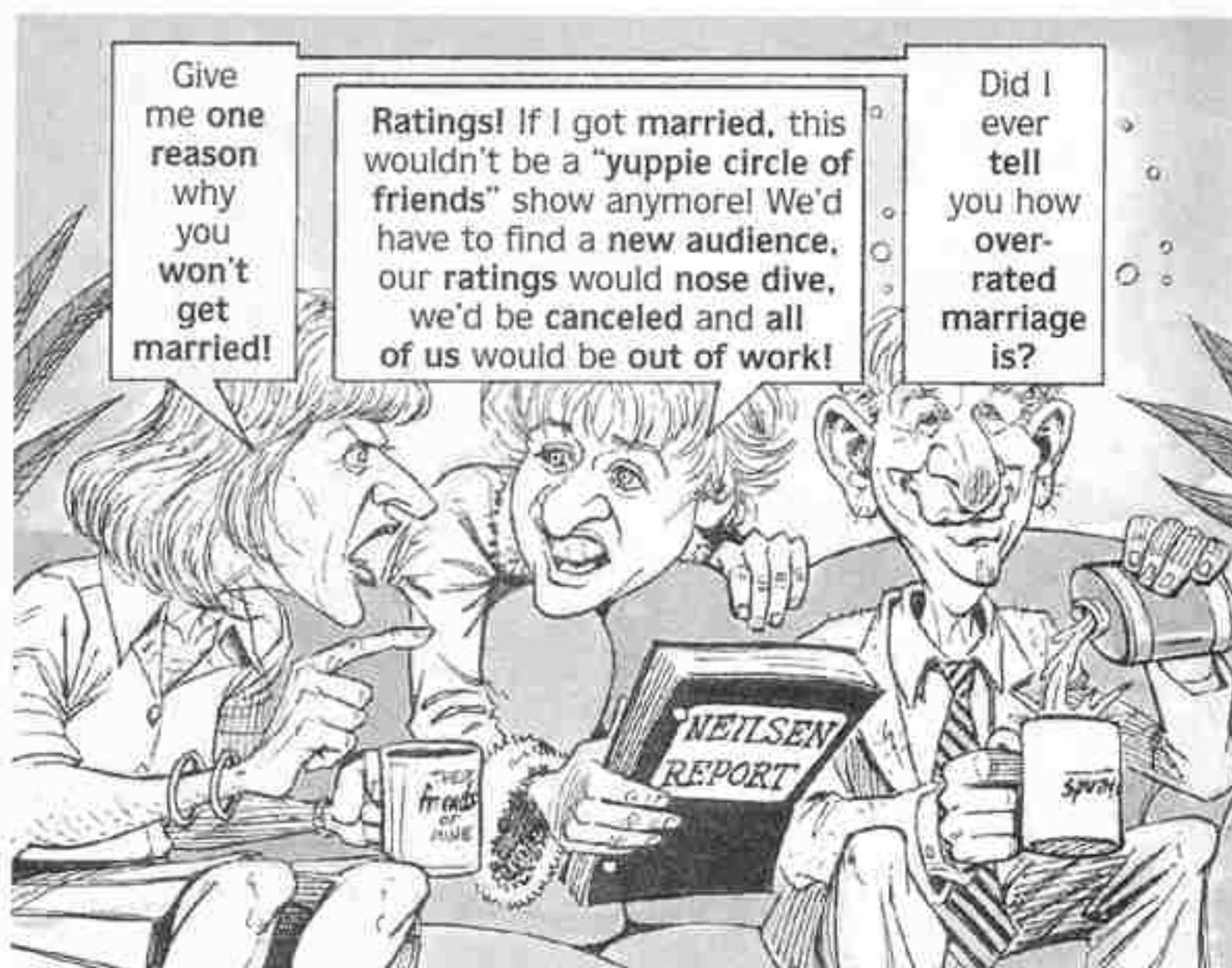
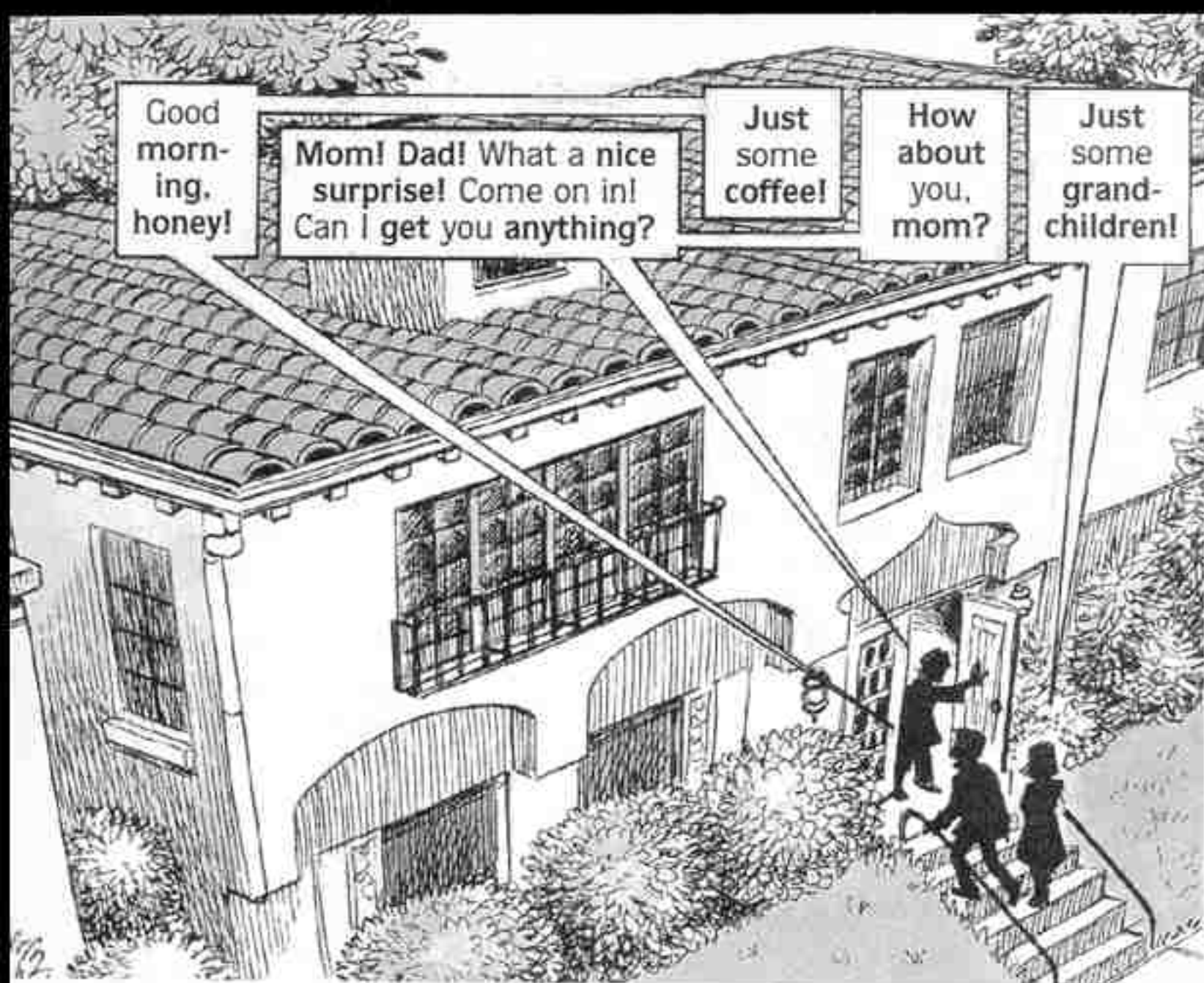
Yes, but I wish they'd all leave! I'd like to get Smellen alone so I can tell her how unhappy and lonely she is! It's a mother's job! At least it's a sitcom-mother's job!

BUY
THE
PREMISE
(PLEASE!)



THE
WONDER
YEARS

"DAMN YOU,
ALFRED E.
NEUMAN!"





Hi...
(Pant!Pant!)
guys!

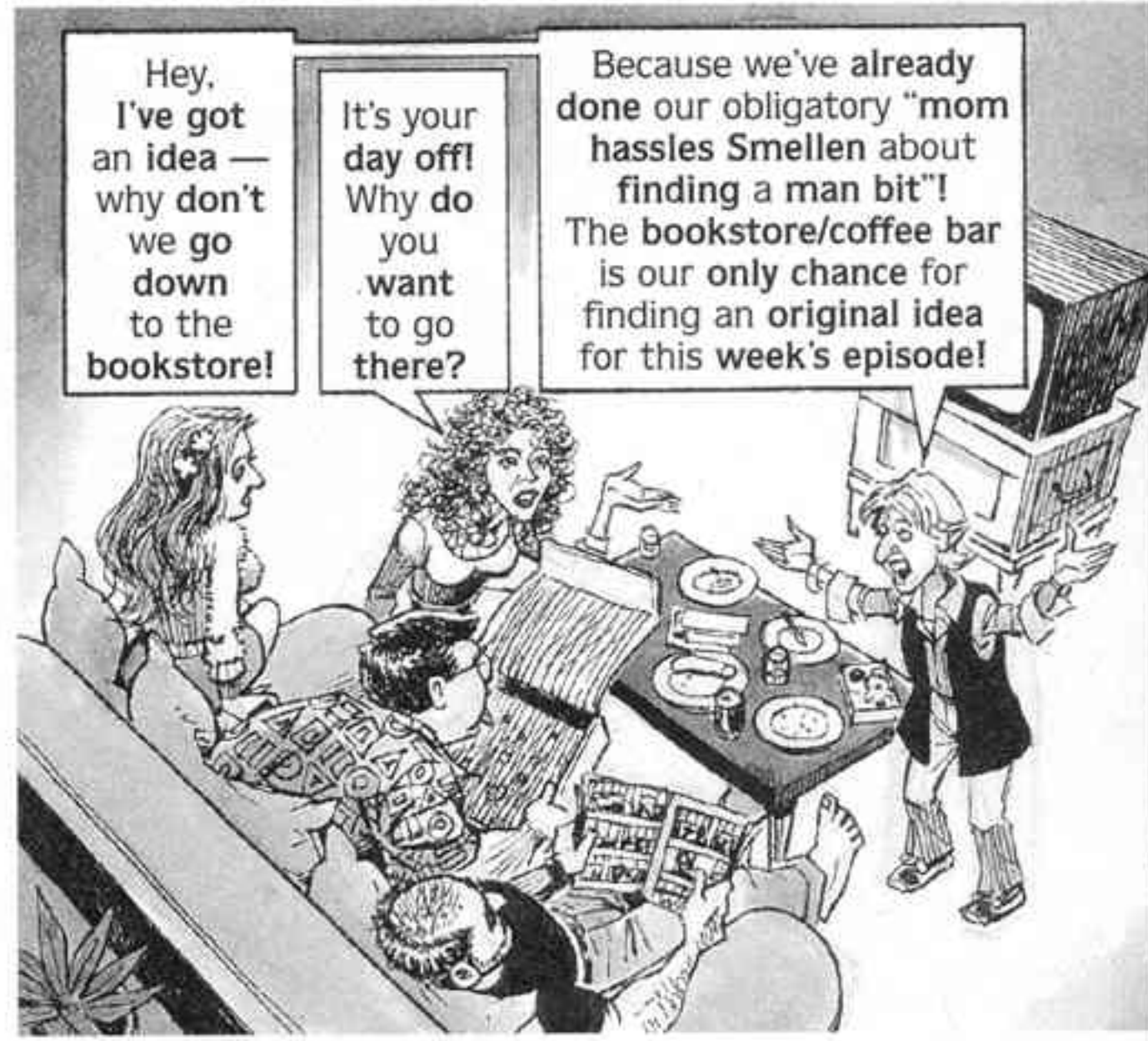
Pain —
you're all
out of
breath!

That new
guy I've
been
seeing...
and I...
were
moving some
furniture...

What furniture?

We made my
bed shake for
20 minutes!
Then we made
my kitchen
table shake!

Shaking tables,
clipping
toenails!
Doesn't any-
one use a
kitchen for
cooking
anymore?!?



Hey,
I've got
an idea —
why don't
we go
down
to the
bookstore!

It's your
day off!
Why do
you
want
to go
there?

Because we've already
done our obligatory "mom
hassles Smellen about
finding a man bit"!
The bookstore/coffee bar
is our only chance for
finding an original idea
for this week's episode!

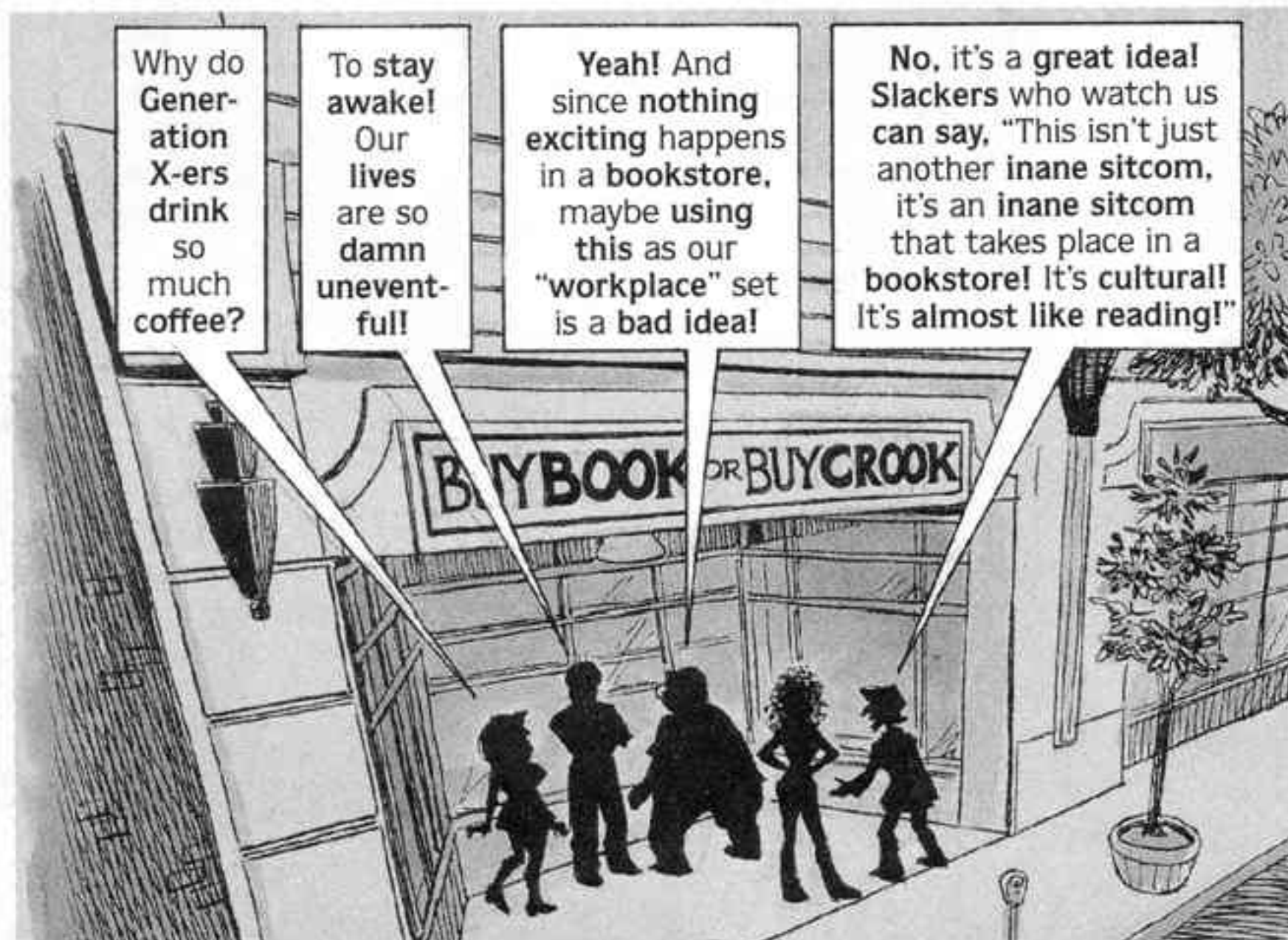
You know, people say
we got our book-
store/coffee bar idea
from *Friends*, which
isn't true at all!
We got our idea from
the diner on
Seinfeld...well, maybe I
shouldn't say that!
The diner on *Seinfeld*
is just called
"Restaurant," and our
bookstore/coffee bar
is called "Buy the
Book," a cute and
marginally
funny store name,
much more like
"Central Perk"
on...*Friends*. Not that
we got any ideas from
them, mind you.



I mean, in "Central Perk" the waitresses are
all attractive, but at "Buy the Book" Jowl
is a fat, unattractive guy with eye-glasses,
just like Newman on...*Seinfeld*. Hoo boy,
that's not where I wanted to go with that!
Wait, I know! On virtually every episode of
this show I perform these seemingly endless
monologues where I talk on and on about
nothing in particular! Well, not really nothing
in particular! But I do it without using any of
the crisp, tight writing you find on either
Friends or *Seinfeld*! I'm proud of that!

Why can't we
do a plot
where
Smellen gets
laryngitis
for a whole
episode?

I'm
thinking
more
like a
two-
part-er!

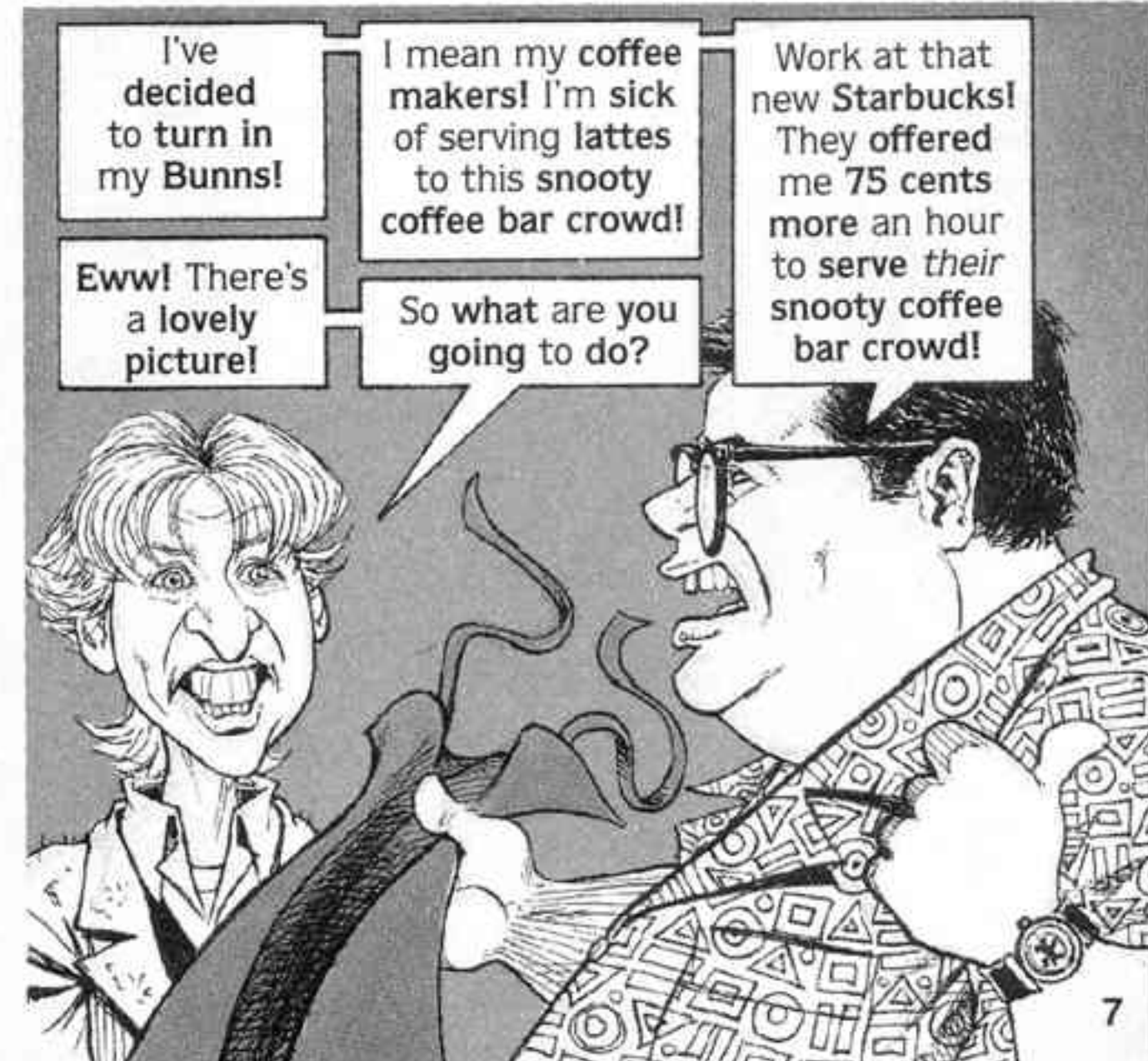


Why do
Gener-
ation
X-ers
drink
so
much
coffee?

To stay
awake!
Our
lives
are so
damn
unevent-
ful!

Yeah! And
since nothing
exciting happens
in a bookstore,
maybe using
this as our
"workplace" set
is a bad idea!

No, it's a great idea!
Slackers who watch us
can say, "This isn't just
another inane sitcom,
it's an inane sitcom
that takes place in a
bookstore! It's cultural!
It's almost like reading!"



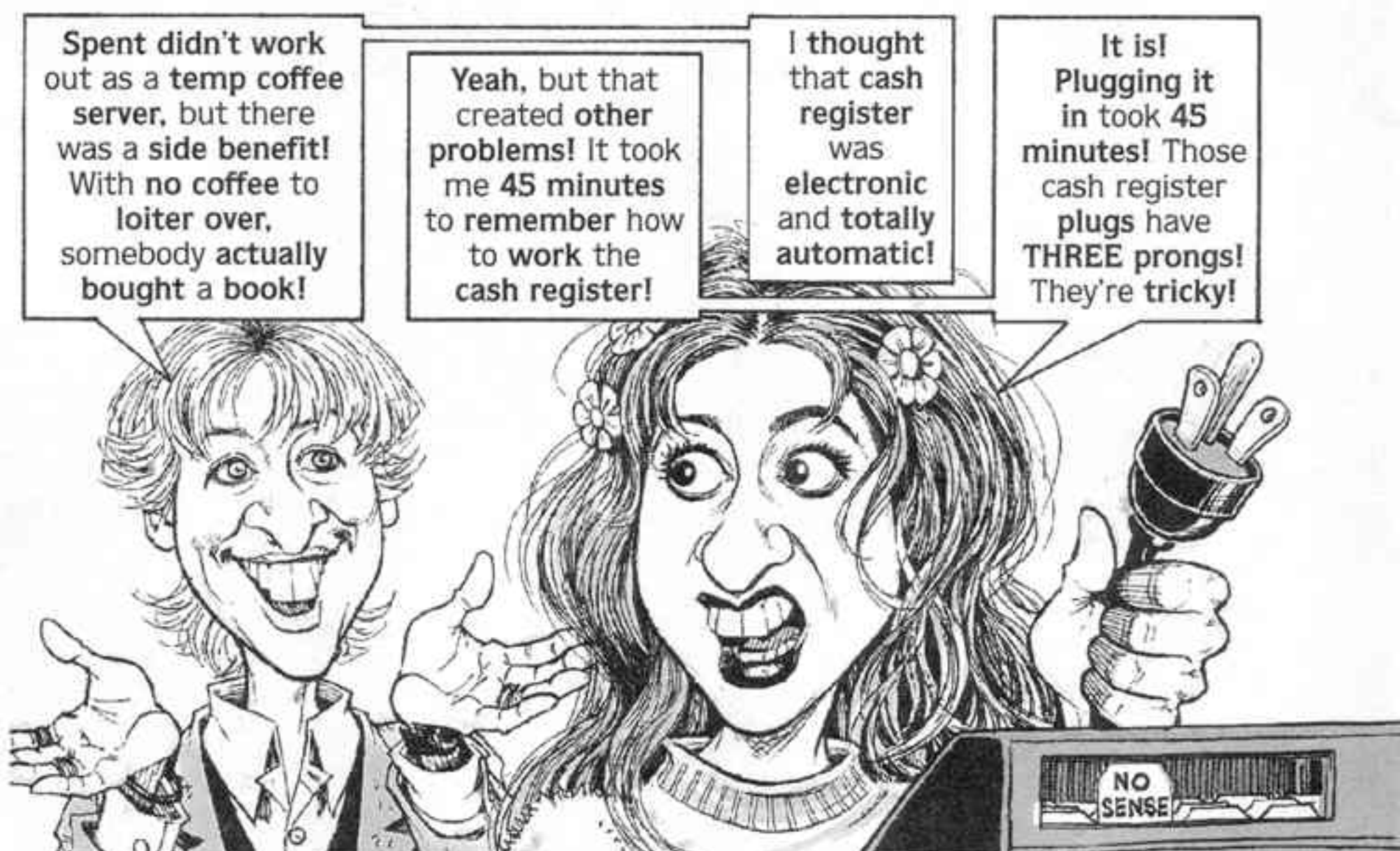
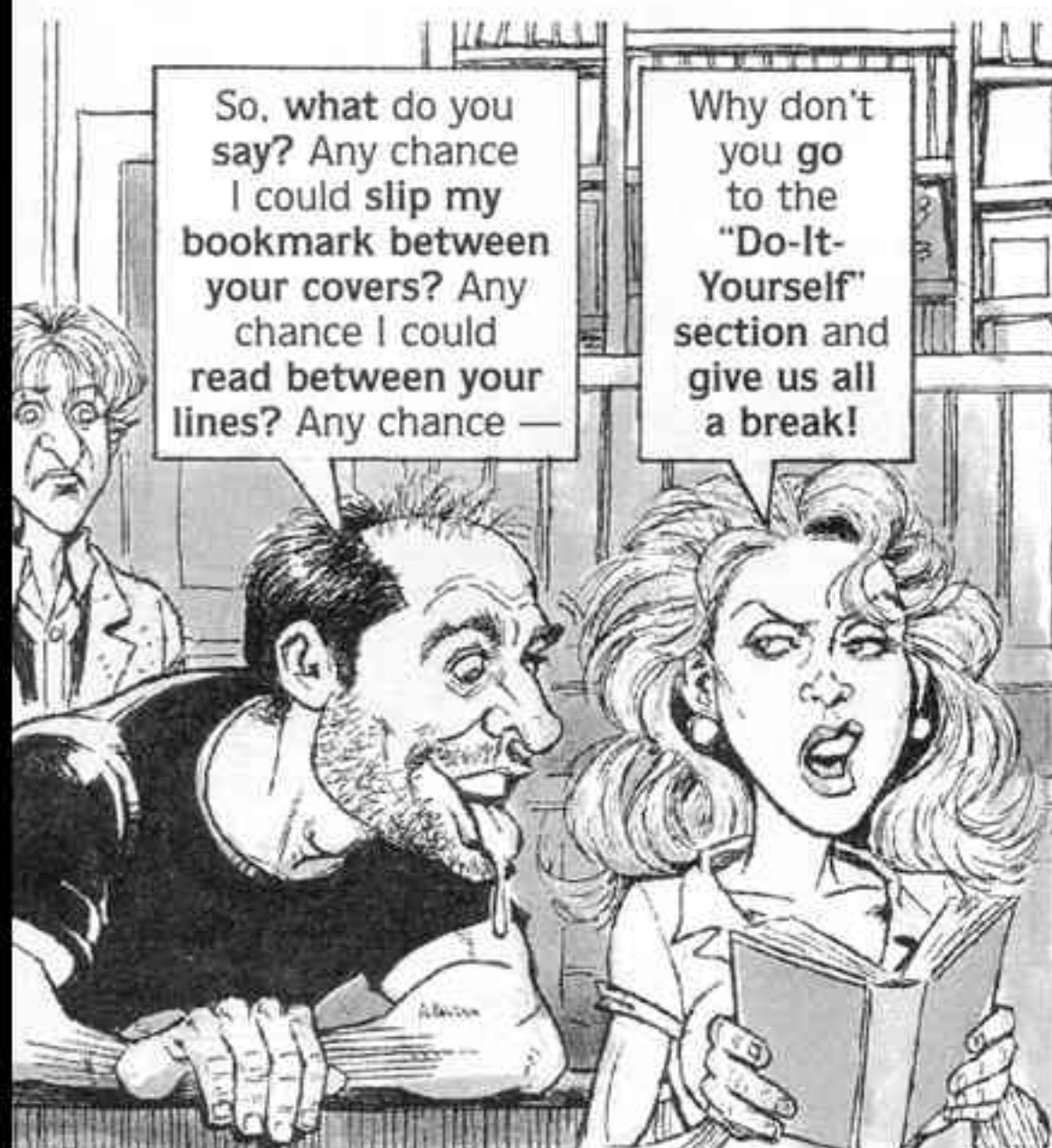
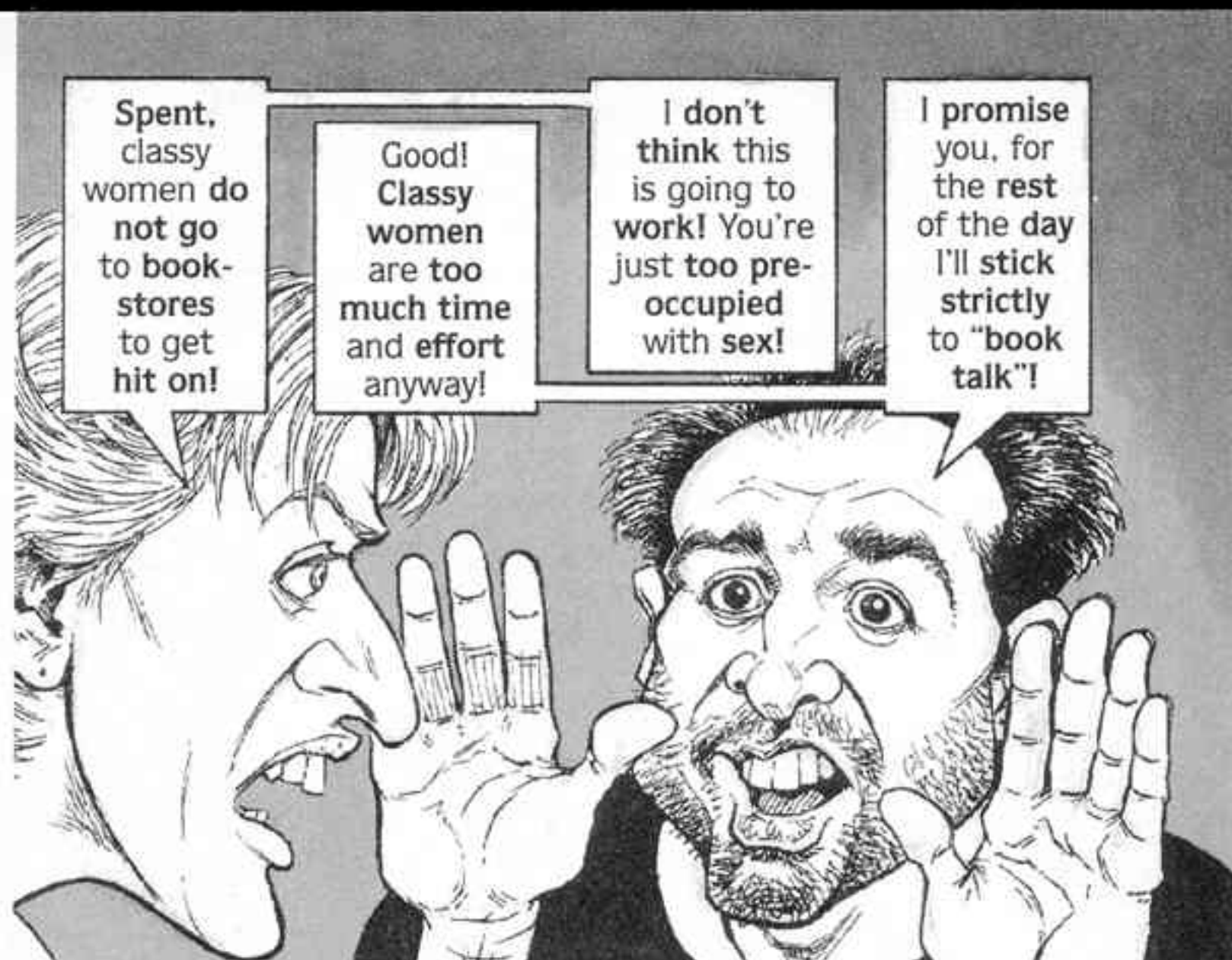
I've
decided
to turn in
my Bunns!

Eww! There's
a lovely
picture!

I mean my coffee
makers! I'm sick
of serving lattes
to this snooty
coffee bar crowd!

So what are you
going to do?

Work at that
new Starbucks!
They offered
me 75 cents
more an hour
to serve their
snooty coffee
bar crowd!



NOW THAT IT'S ALL OVER — did those stupid "Baby On Board" signs get even one person to drive more carefully?

I can't believe it! An earthquake wrecked the entire store!

Smellen, what are you going to do for a living now that the bookstore is demolished?

I'm going to start a new business — a Bed and Breakfast place! I'm going to run it from my apartment!

Will I have to move out to make room for the customers?

Heck no! All of you ARE the customers! You all practically live here now — I'm just starting to charge! I'll make ten times what I made at the bookstore! Spent, you'll want a monthly rate! Pain, do you want a monthly or a weekly rate? And who wants the American Plan? Who wants the European Plan? And...



BROADCAST SNOOZE DEPT.

So, you're in school all day or working a full-time job and you don't have the time to catch the local midday news? Well then, you have no idea what valuable information you're not getting! Lucky for you, all of our writers are unemployed dropouts, so we'll bring you up to speed by telling you...

WHAT YOU'RE MISSING WHEN YOU MISS THE LOCAL NOON NEWS

ARTIST AND WRITER: JOHN CALDWELL

12:00PM

12:00PM

I'LL TELL YOU WHAT SHE DONE ... SHE FOLDED UP LIKE A TWO DOLLAR SUITCASE IN A WINDSTORM.....

HEY! IS THIS GONNA BE ON IN CHATTANOOGA? MY BROTHER LAMAR LIVES JUST OUTSIDE- HEY, LAMAR!



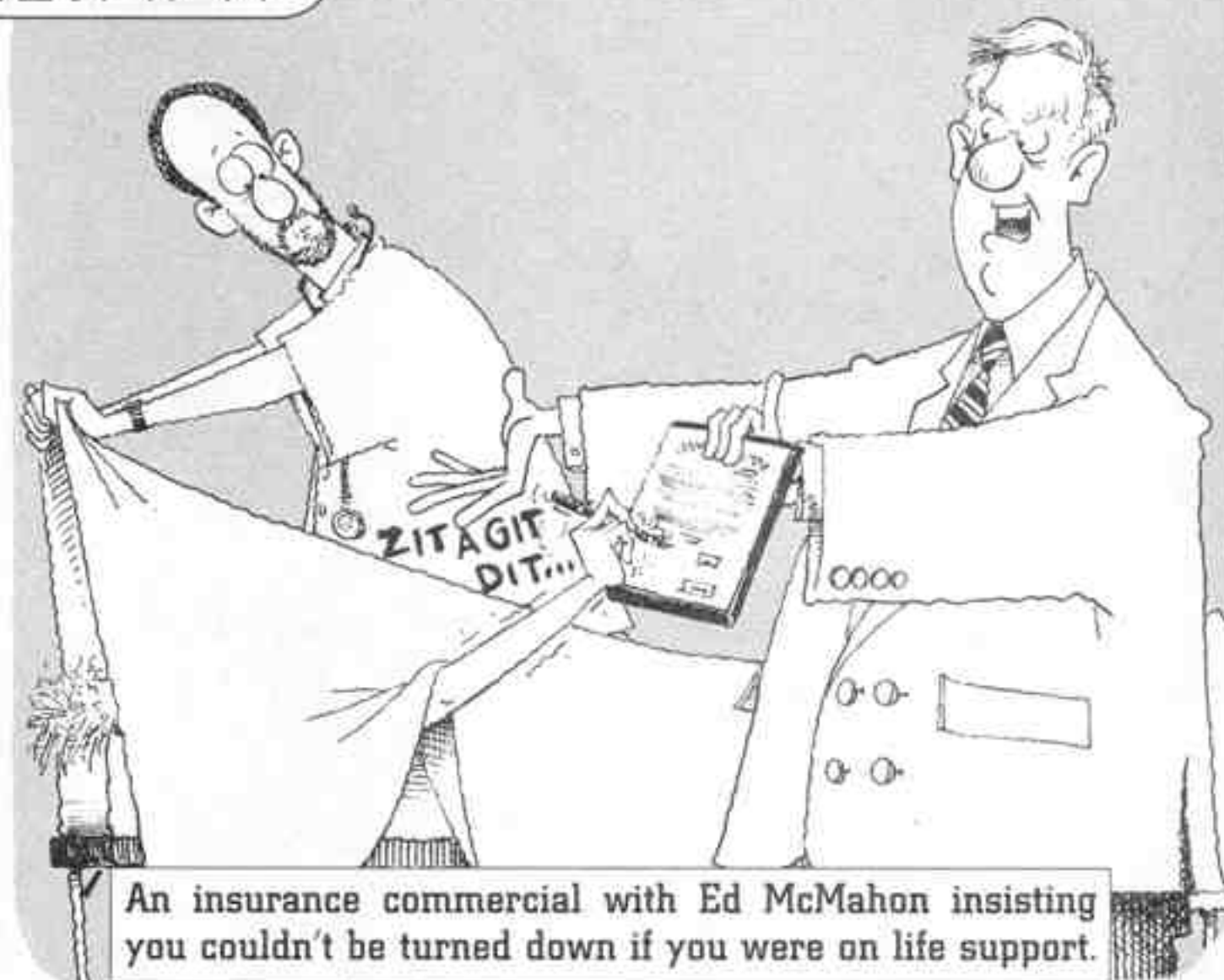
The anchor leads off with the story about a jackknifed tractor trailer that happened sometime after you arrived at work and will be cleaned up well before you head home to watch the six o'clock news.

12:13PM

12:17PM



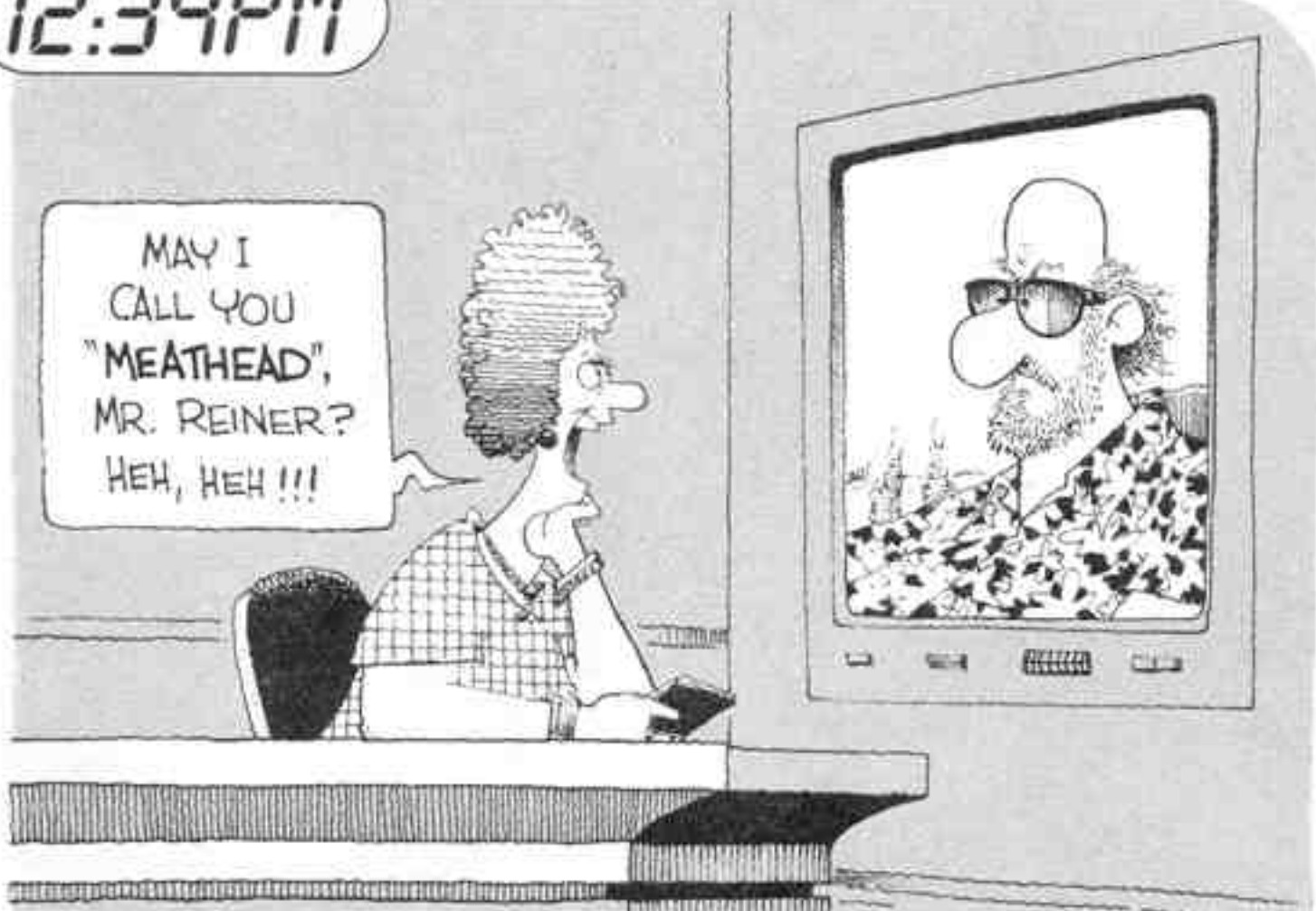
The cooking segment in which a chef from a local restaurant shows you how easy and inexpensive it is to put together a dish that's on his menu for \$22.95.



An insurance commercial with Ed McMahon insisting you couldn't be turned down if you were on life support.

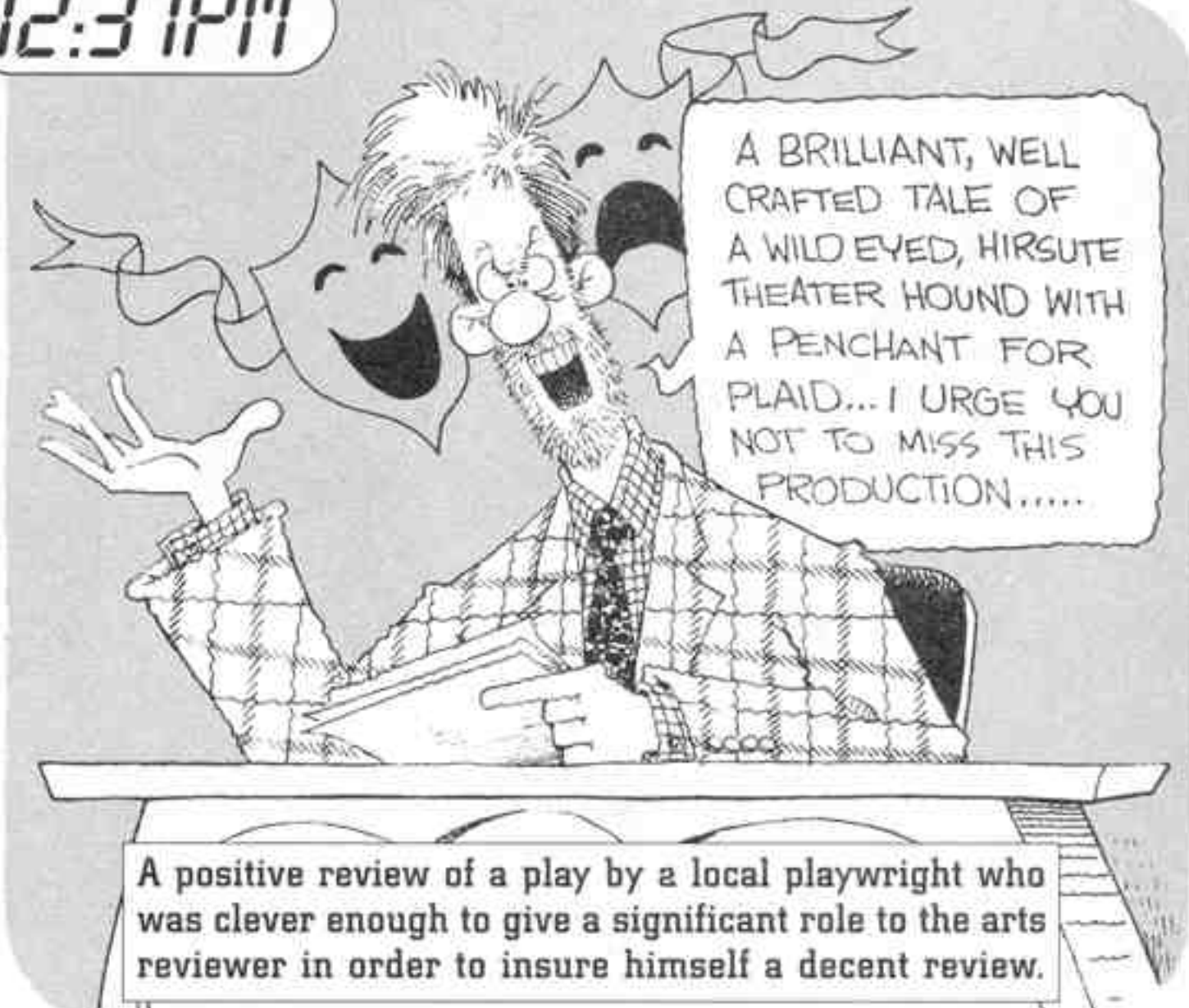
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12:37PM



MAY I CALL YOU "MEATHEAD", MR. REINER? HEH, HEH !!!

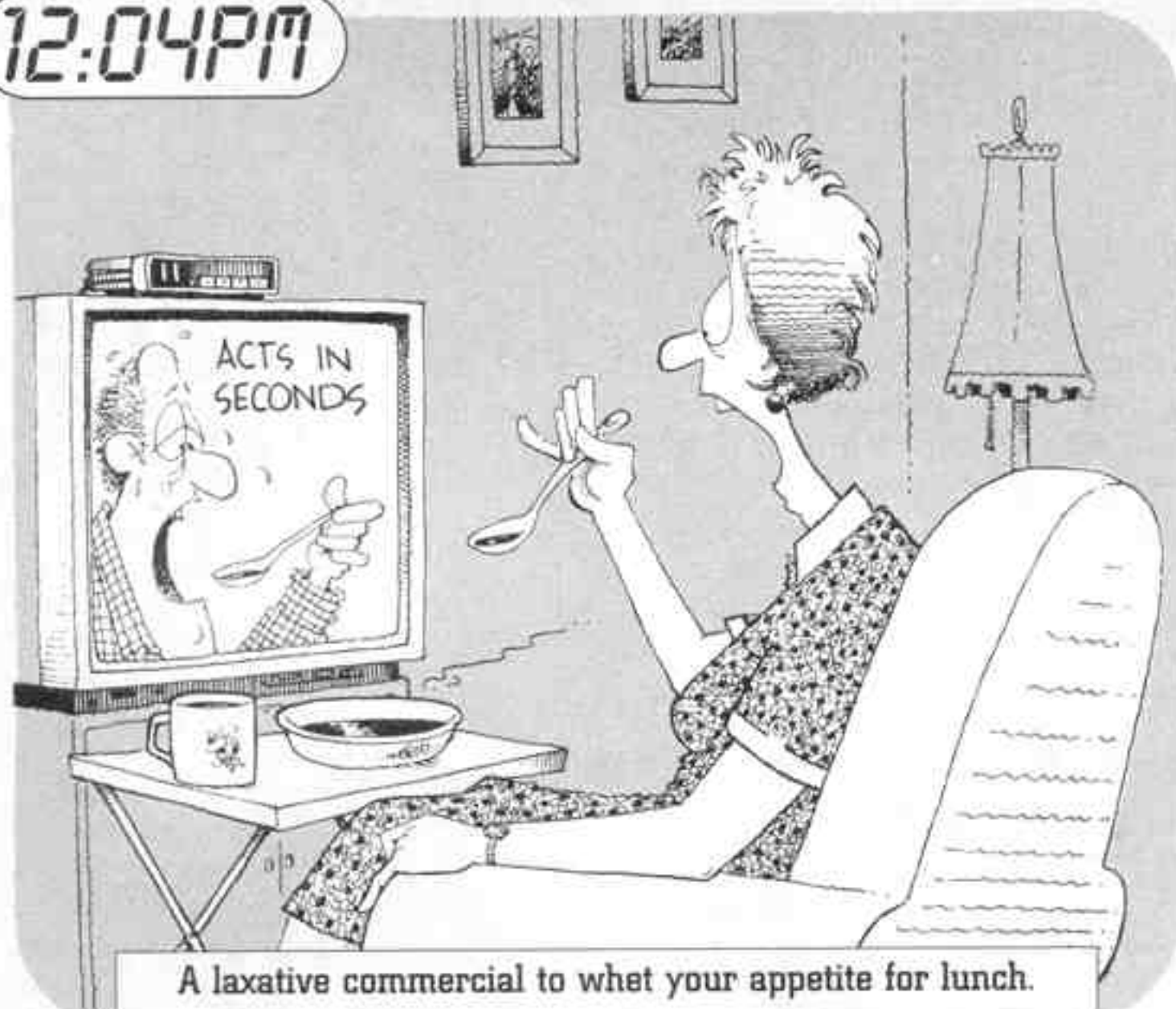
A satellite interview with a Hollywood celebrity hyping his current project and showing the effects of being asked the same cliché questions by the previous three dozen local news anchors.



A BRILLIANT, WELL CRAFTED TALE OF A WILD EYED, HIRSUTE THEATER HOUND WITH A PENCHANT FOR PLAID... I URGE YOU NOT TO MISS THIS PRODUCTION.....

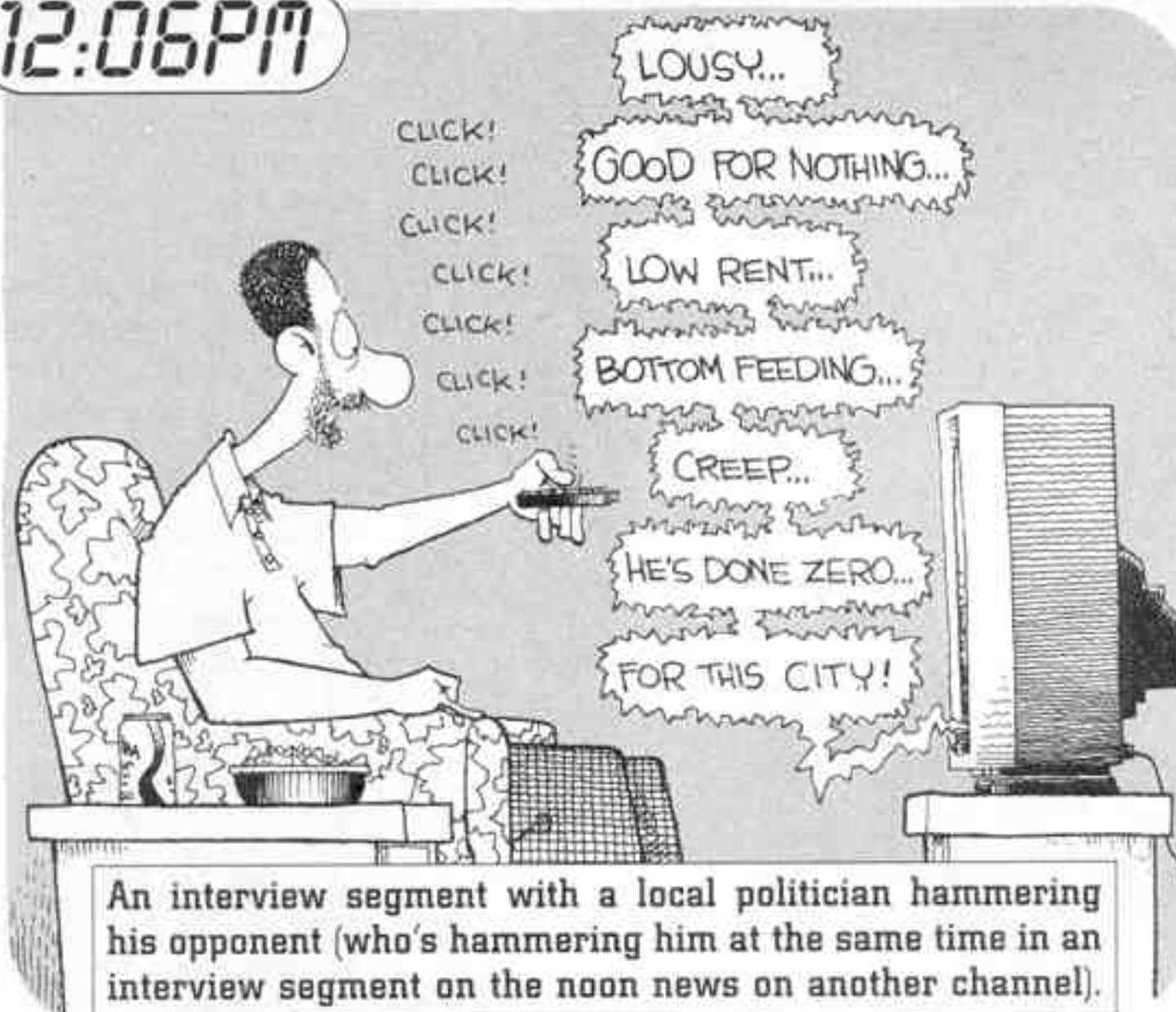
A positive review of a play by a local playwright who was clever enough to give a significant role to the arts reviewer in order to insure himself a decent review.

12:04PM



A laxative commercial to whet your appetite for lunch.

12:06PM



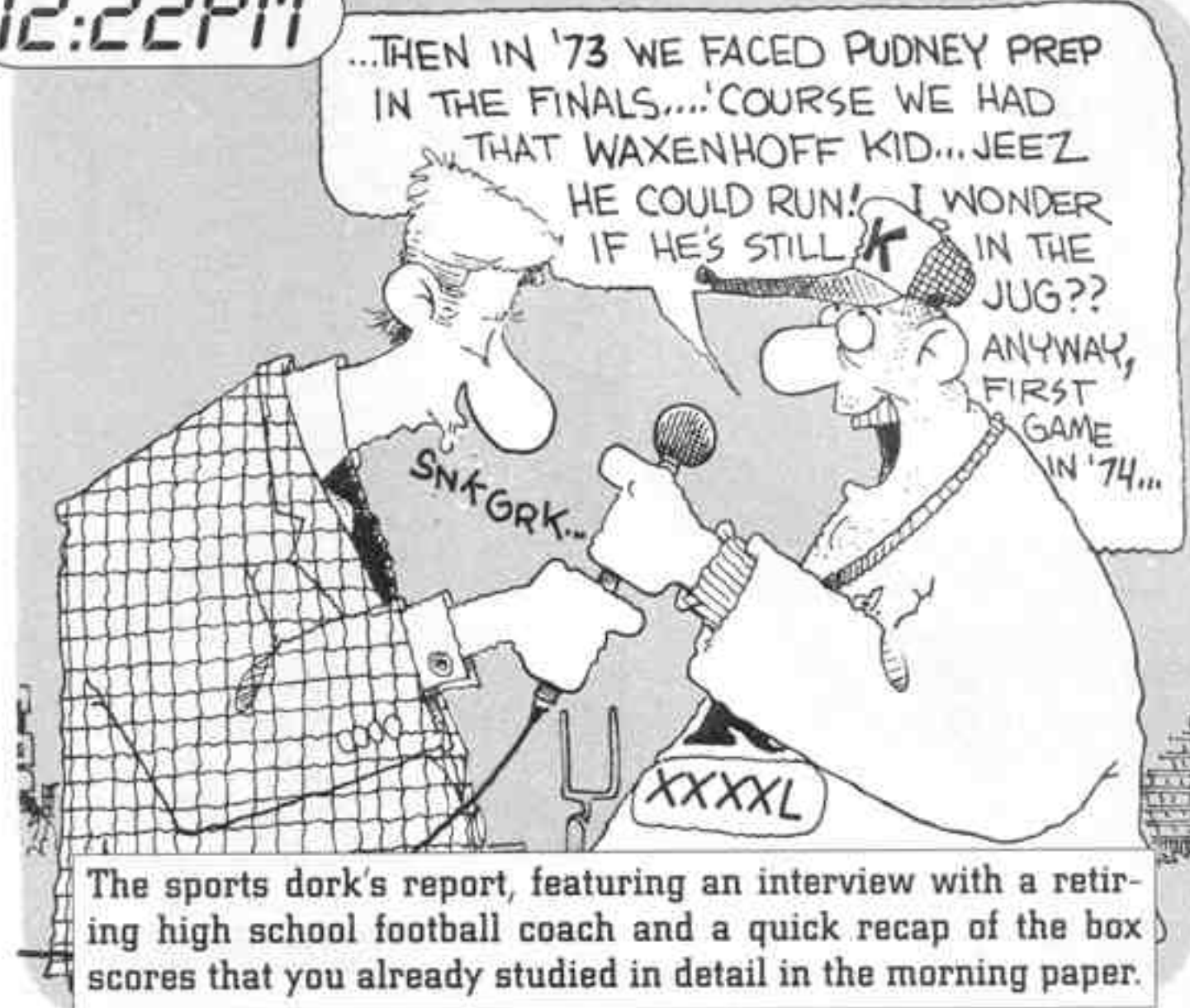
An interview segment with a local politician hammering his opponent (who's hammering him at the same time in an interview segment on the noon news on another channel).

12:18PM



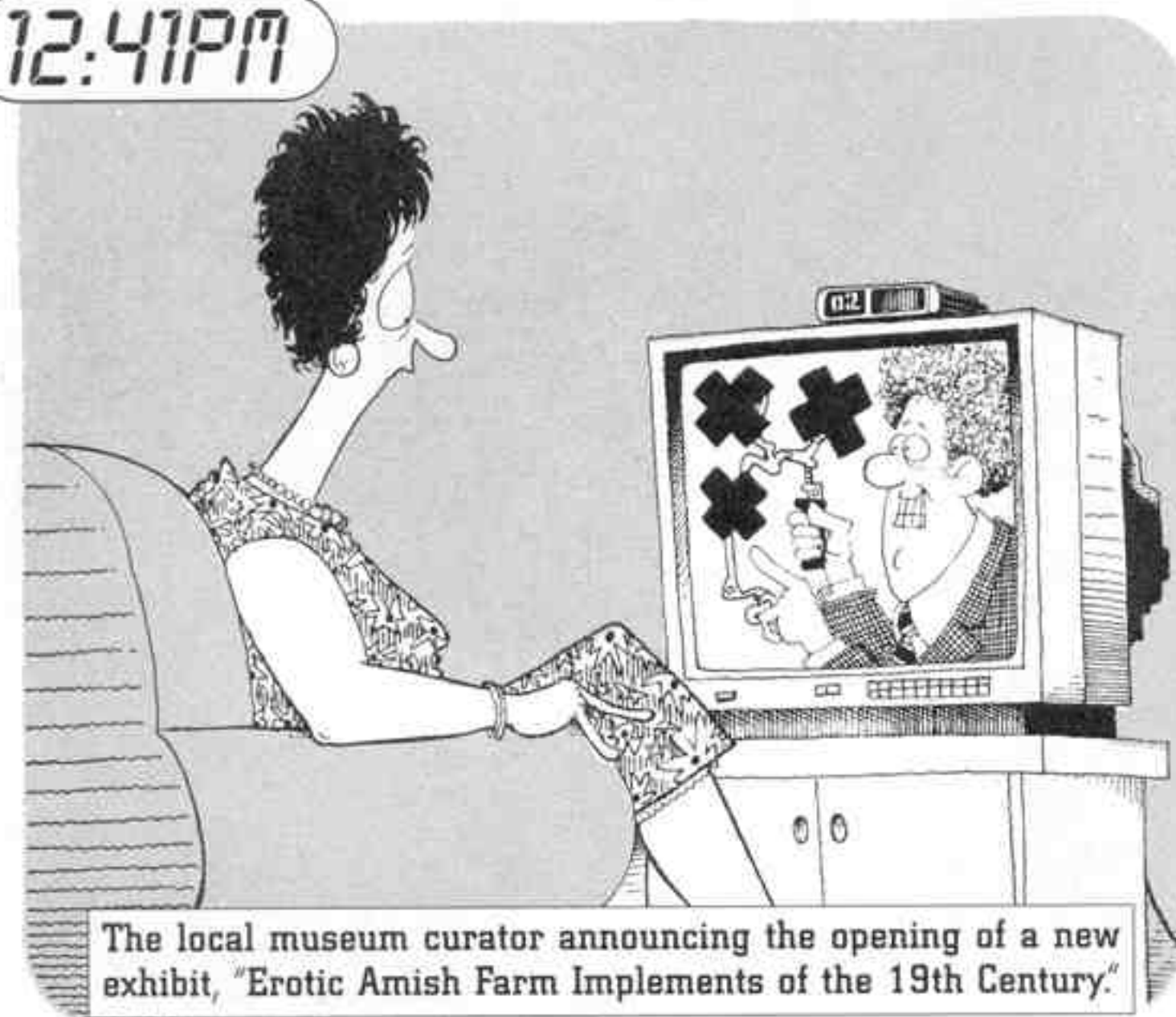
The "Up to the Minute" weather report, gathered from the local U.S. Weather Service office (which, in fact, shut down for lunch about forty-five minutes ago).

12:22PM



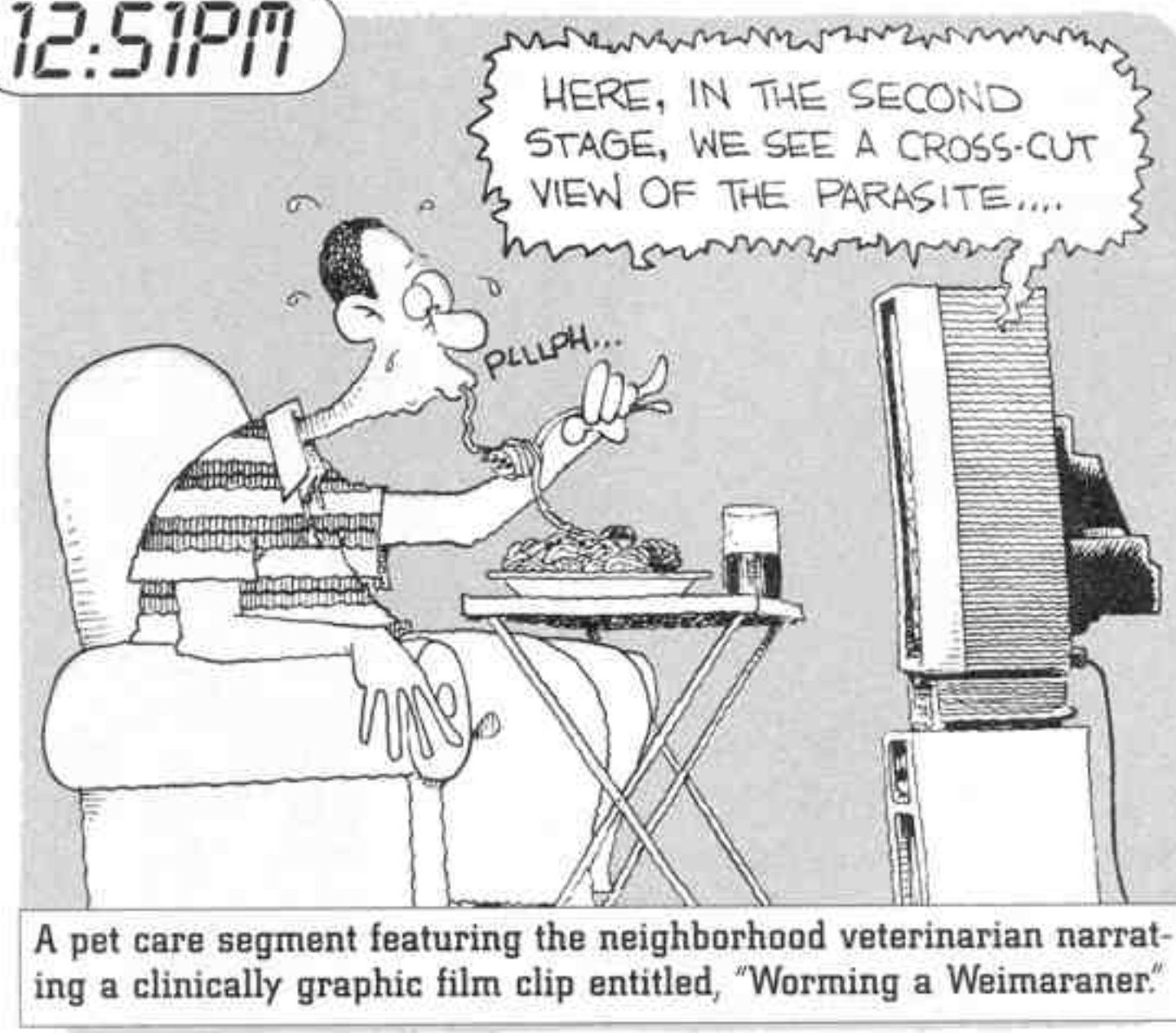
The sports dork's report, featuring an interview with a retiring high school football coach and a quick recap of the box scores that you already studied in detail in the morning paper.

12:41PM



The local museum curator announcing the opening of a new exhibit, "Erotic Amish Farm Implements of the 19th Century."

12:51PM



A pet care segment featuring the neighborhood veterinarian narrating a clinically graphic film clip entitled, "Worming a Weimaraner."

THE FILM-FLAM MAN DEPT.



Hi, I'm Speaker of the House **Newt Gingrich**! Remember when I was on *Meet The Press* and said the movie *Boys Town* offered a good solution to the problem of broken families? Remember how Americans immediately rushed out to rent this classic film? And how about when I mentioned *Field Of Dreams* as a cure-all for the baseball strike? Thanks to me, video stores couldn't keep enough copies in stock!

Well, it's obvious that my mouth is far more effective than Siskel and Ebert's thumbs when it comes to influencing you, the video-renting public! And it's just as obvious that you're mostly a gullible bunch of suckers, which is why you'll love ...

THE NEWT GINGRICH VIDEO CLUB!

ARTIST: DREW FRIEDMAN

WRITER: BARRY LIEBMANN



"*The Wizard Of Oz* is a heartwarming story that's charmed children and grownups alike for generations! It's the tale of a sweet **Kansas farm girl** who makes the land she visits 'over the rainbow' a better place to live after she kills two wicked witches in this uplifting musical endorsement of capital punishment!"

"*The Gold Rush* is one of the indisputable classics of Hollywood's silent era! Starring **Charlie Chaplin** as the little tramp, this masterpiece brilliantly shows the upbeat side of poverty and hopelessness. In the movie's most memorable sequence, the little tramp eats his own shoe, thus proving you don't have to rely on food stamps to avoid starvation!"



"In the uplifting *Abe Lincoln In Illinois*, a proud Republican goes from poverty to the Oval Office without the use of social programs or midnight basketball!"

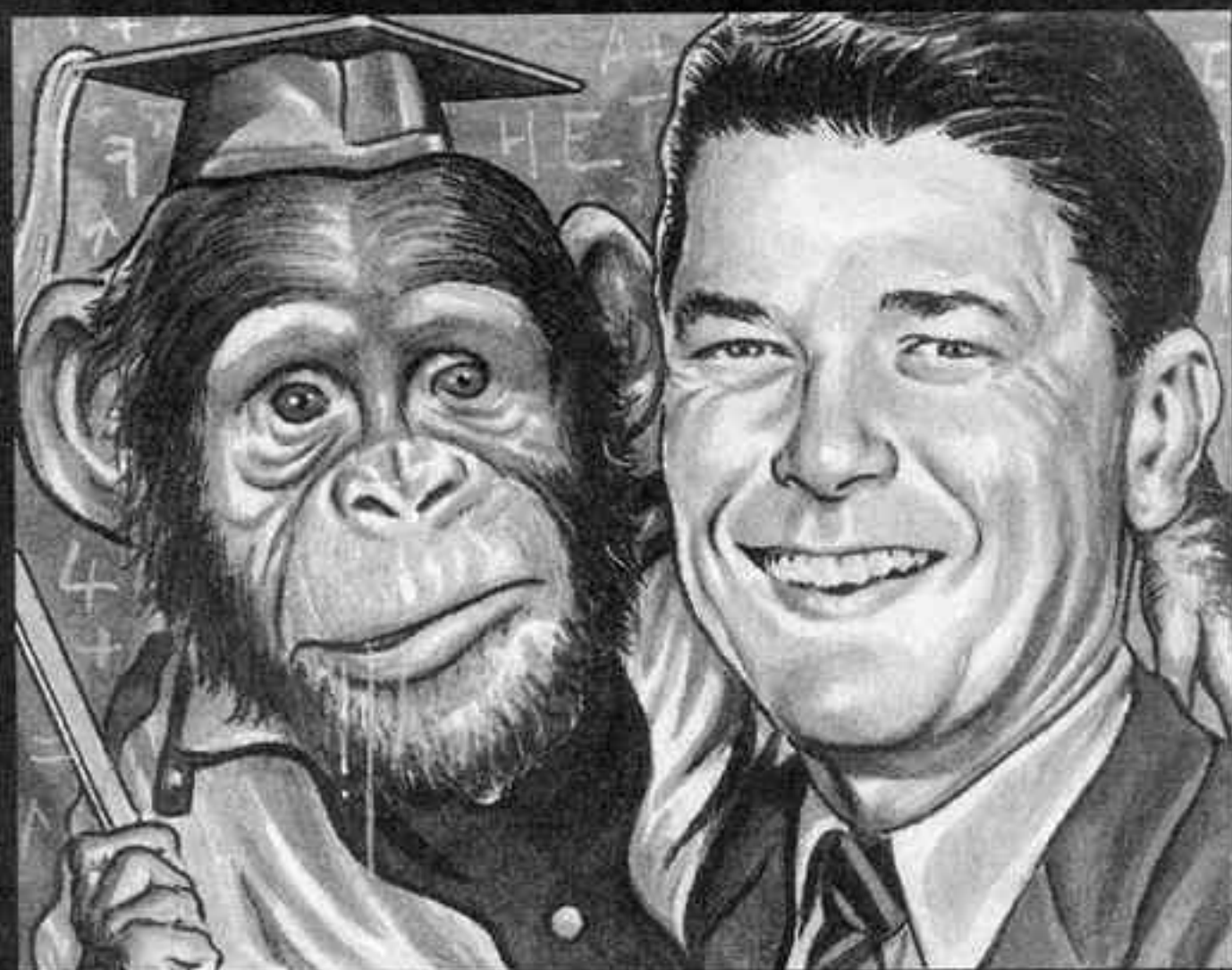
"*Soylent Green* is an optimistic tale of the future in which senior citizens are turned into crackers and served to the young, thus eliminating the need for both Social Security and School Lunch programs!"





With **THE NEWT GINGRICH VIDEO CLUB** you'll never receive a smut film (unless it's produced by Phil Gramm)! No violent films (unless they star good old ultra-conservatives like Arnold Schwarzenegger, Charlton Heston, Bruce Willis and Tom Selleck)! And no paranoid left-wing fantasies by Oliver Stone (just paranoid right-wing fantasies by Jerry Falwell)!

And fans of my Contract With America – especially those fans who didn't bother to read it – will love my video club's blank sheet contract! Just sign it, send it back and we'll fill in the details later!



"*Bonzo Goes To College* is an intellectually stimulating film starring the Father of Modern Conservatism – no no, the guy on the right! You'll laugh, you'll cry and most of all you'll wonder why a chimp can make it through college without student loans and inner-city kids can't!"

**Become a member before I'm up for re-election
and we'll send you a free copy of Jesse
Helms' Favorite Ethnic Jokes!**

The **NEWT GINGRICH VIDEO CLUB**—It's the Greatest Boom to Family Values Since the Orphanage!

ORDER FORM

Yes, sign me up immediately! I promise to abide by all rules and regulations, no matter how asinine or economically disastrous. I further realize that if I should ever have an independent thought, or actually cancel my membership, I will be branded a porn-loving, Commie simp and "re-educated" with Rush Limbaugh reruns till I fall in line.

NAME _____

ADDRESS _____

CITY _____ STATE* _____ ZIP _____

* Indicate whether your state still has Consumer Protection Laws. If so, we'll put an end to that immediately!

METHOD OF PAYMENT

Check* _____ Credit Card _____ Uncashed Farm Subsidies _____

Money Scammed From An S&L _____

Pay-Off Cash From "Bag Man" Al D'Amato _____

* Anyone caught passing a bad check will be prosecuted to the fullest extent of the law, unless, of course, you're a fellow Congressman!

CHECK OFF THE TYPE OF MOVIES YOU ENJOY:

☐ Cop films in which the hero is unencumbered by liberal rules and regulations.

☐ Westerns in which Indians aren't called Native Americans and nobody cares how many of them get shot.

☐ Old-fashioned tear-jerkers in which unwed mothers and their screaming babies all die by the last reel.

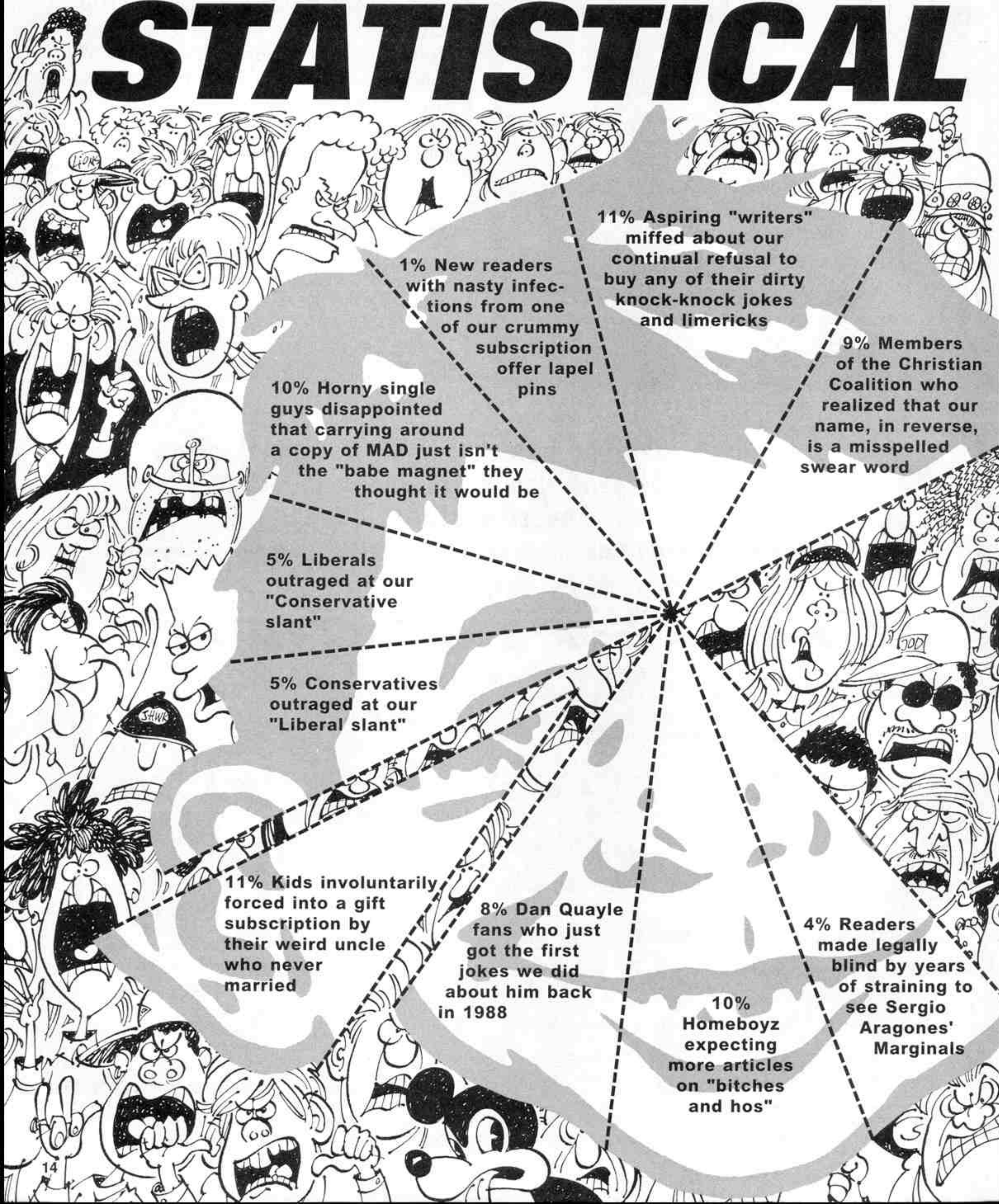
☐ Action films in which the hero goes back to Vietnam, releases P.O.W.s and shows how the war could have been won without liberal interference.

Send \$49.95 plus tax for your first video. (If you make over a million dollars a year, forget the tax!) Allow six to eight months for delivery. (If nothing arrives after that, blame the liberals for thirty years of screwing up the Post Office. We do!)

MANY UNHAPPY RETURNS DEPT.

Every 35 seconds, someone cancels their subscription to MAD. Each one believes that their complaint, gripe or nit-pick with us is unique...but they're not; we've

STATISTICAL

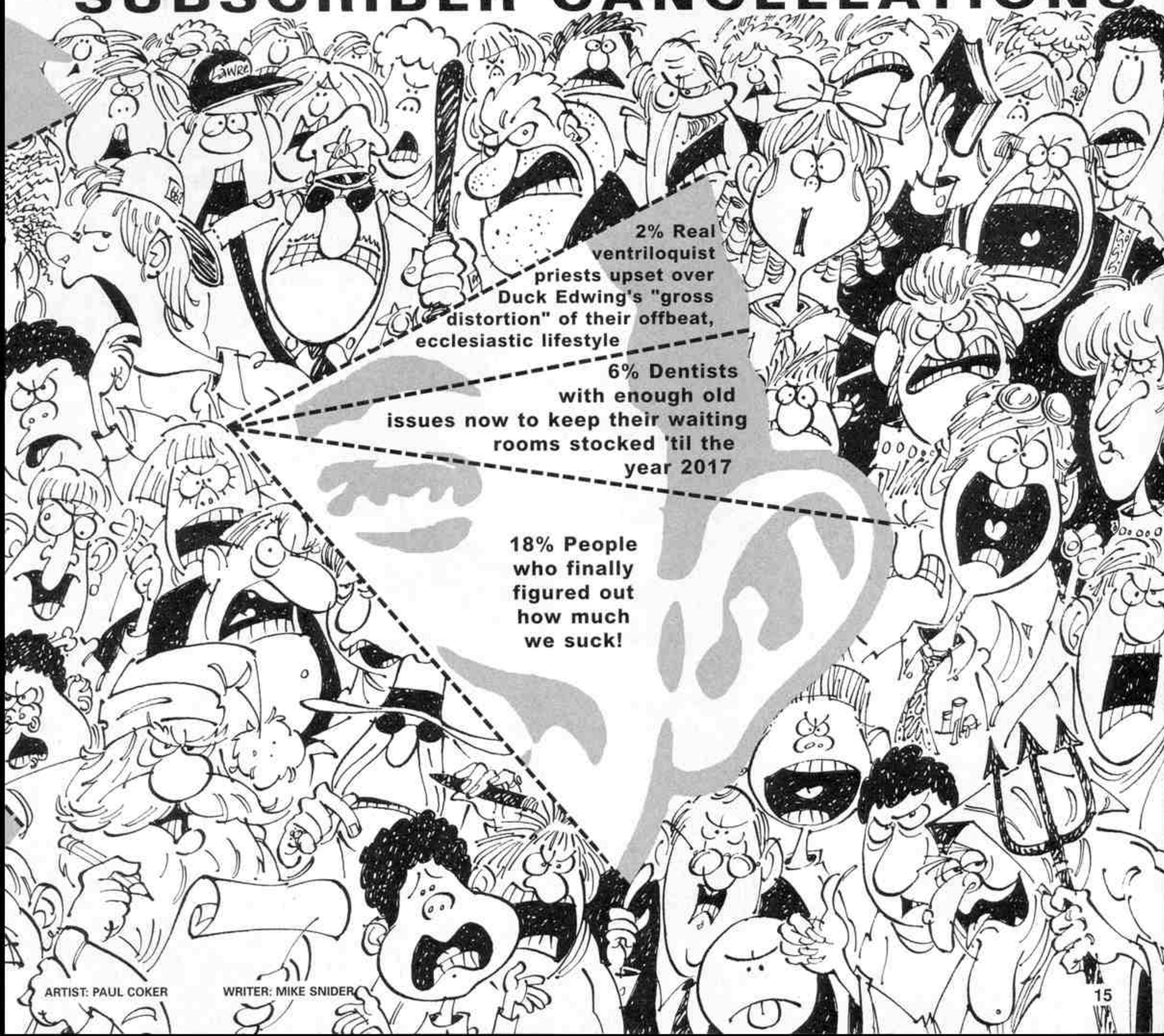


heard 'em all! In fact, we waste gobs of time we might spend actually improving the magazine (NAH!) logging, tabulating and precisely calculating the exact . . .

BREAKDOWN

OF MAD

SUBSCRIBER CANCELLATIONS



2% Real ventriloquist priests upset over Duck Edwing's "gross distortion" of their offbeat, ecclesiastic lifestyle

6% Dentists with enough old issues now to keep their waiting rooms stocked 'til the year 2017

18% People who finally figured out how much we suck!

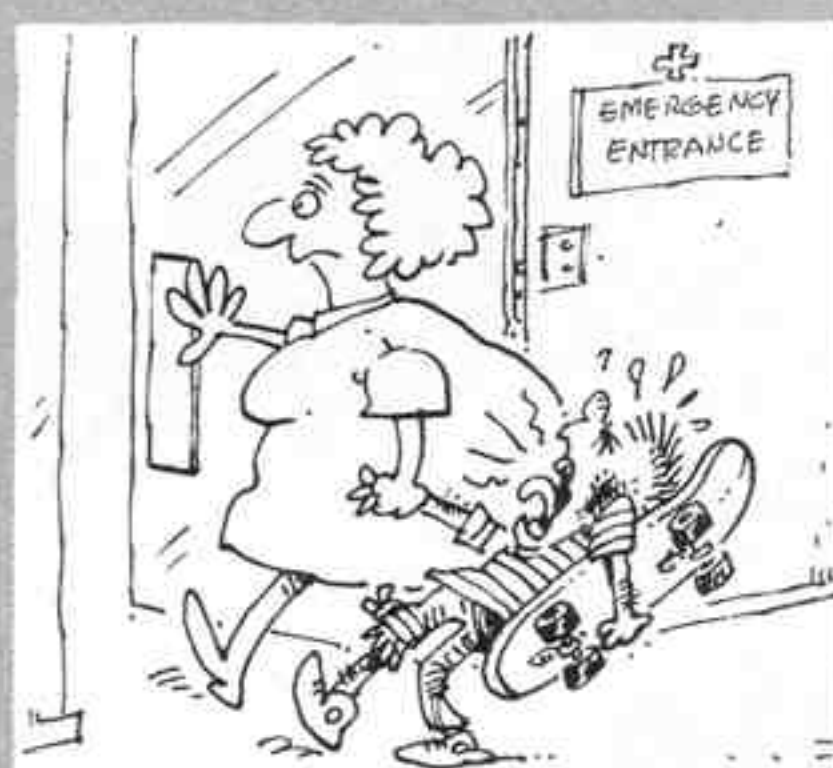
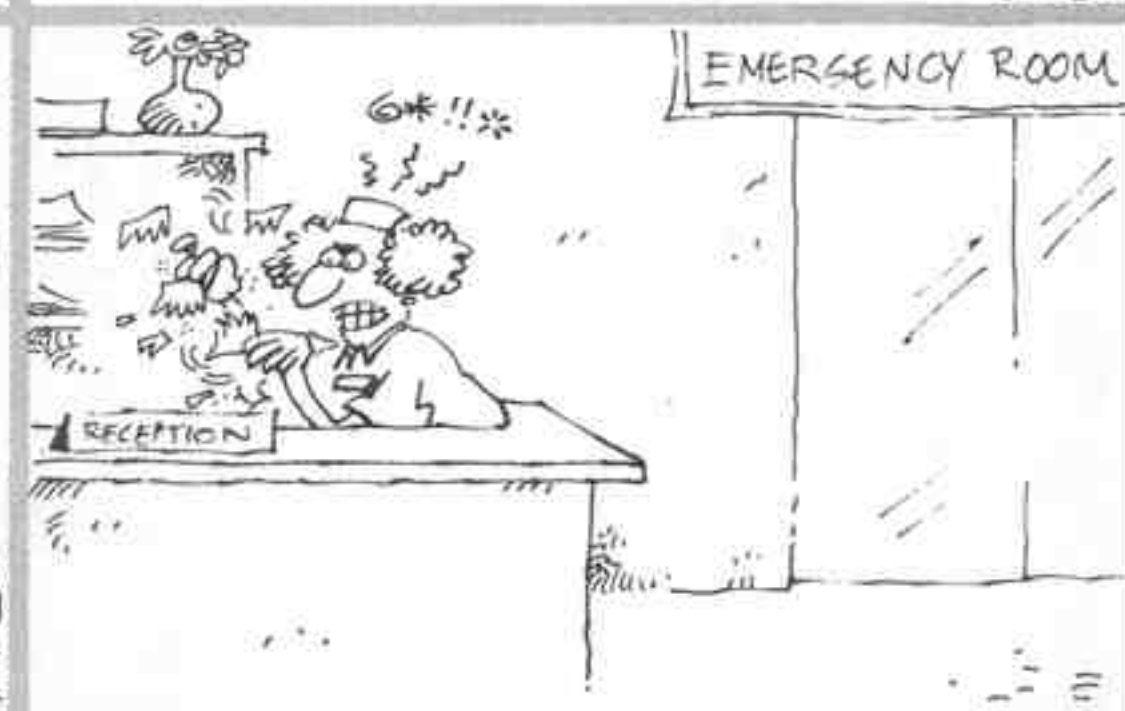
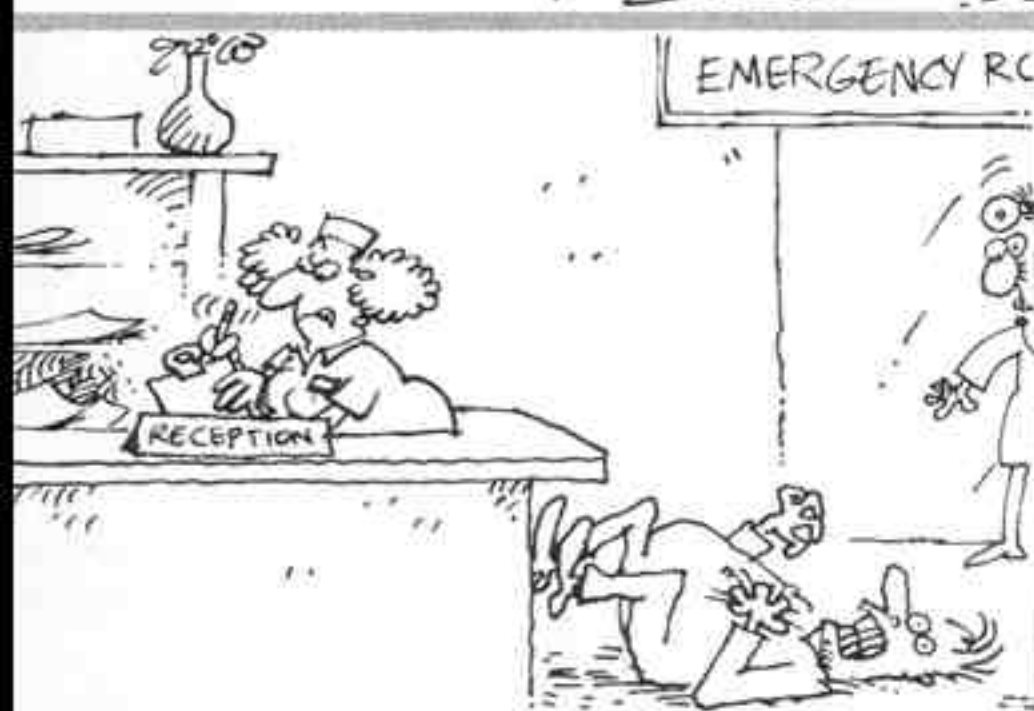


NOW THAT IT'S ALL OVER — we think Wrestlemania was fixed!!

ERGENCY ROOMS

ARTIST AND WRITER: SERGIO ARAGONES





In 1933, Franklin Delano Roosevelt told an anxious nation, "We have nothing to fear but fear itself." But how the

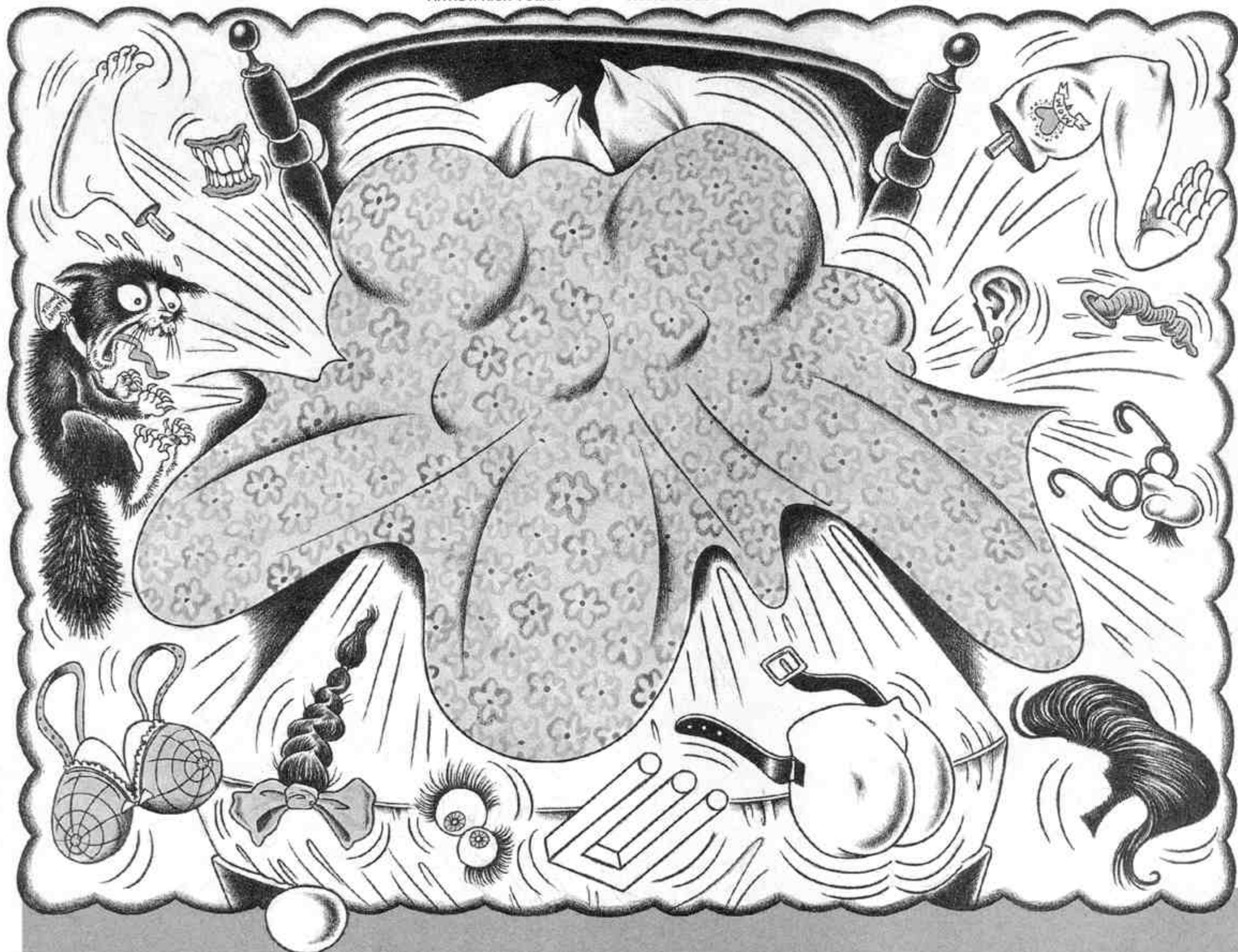


heck can we trust a guy who'd marry somebody who looked like Eleanor? Whoo-ee! Be afraid, be very afraid of . . .

MORE CHILLING THOUGHTS

ARTIST: RICK TULKA

WRITER: DESMOND DEVLIN



Between the popularity of hair extensions, colored contact lenses, the Wonderbra, Rogaine, tooth caps and the like, you never know precisely which phony part might suddenly pop off your next sexual partner!



Now that everybody knows exactly how much you can get for old comic books, Godzilla toys and TV lunchboxes, no one will ever throw out one piece of crap, ever, ever again!

After you commit some horrible crime, it takes longer for the police to press charges than it does for somebody to set up a Web page in your honor!



H. Ross Perot can afford to run for President at least 17 more times!



It's only 42 years before Jean-Claude Van Damme receives his Irving Thalberg lifetime achievement award!

Since the 9-digit zip code has actually been a marginal improvement over the old 5-digit kind, you can bet they're planning a 17-digit system for real success!



There are hundreds of slimy sports collectors who would step on each other's heads to get their bid in on Mickey Mantle's original liver!

After a few well-chosen Congressmen get finished eradicating the Clean Water Act, your local river probably won't be quite as pure and crystal clean as it is today!



John Turturro, Kevin Kline and Emma Thompson's whole bodies don't get paid as much as Michael Douglas' ass!



The O.J. Simpson trial gives us an idea of how lawyers behave when they know that other people are looking!

When Dr. Dre's children become teenagers, they're going to have to find music that'll upset and annoy him!

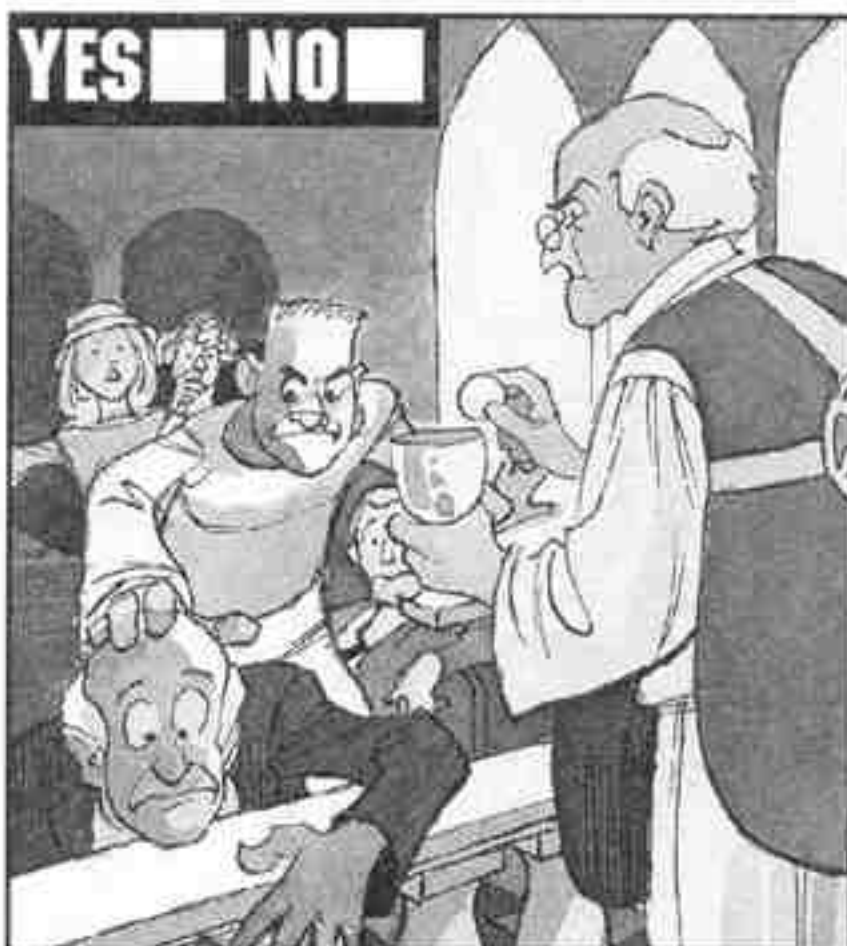


If Kathie Lee Gifford doesn't mind telling the whole country about Cody's poopies, imagine how she'll be when the kid starts to hit puberty!

STRESSED TO KILL DEPT.

ACCORDING TO FREUD, THERE ARE TWO TYPES OF PERSONALITIES IN THE WORLD, "TYPE A" – THE PUSHY, OBNOXIOUS BULLY PEOPLE – AND "TYPE B" – THE PEOPLE WHO ARE PUSHED AROUND AND BULLIED BY "TYPE A" PEOPLE! INTO WHICH CATEGORY DO YOU FALL? TAKE THIS LITTLE QUIZ AND YOU'LL BE ABLE TO ANSWER THE QUESTION...

In church, do you muscle up to the front of the line to receive communion?



YES ☐ NO ☐

At wine tastings, do you ask the steward just to put 'em all in one glass for you to chug?



YES ☐ NO ☐



YES ☐ NO ☐

Is your attitude "If you've seen one of your kids being born, you've seen 'em all"?



YES ☐ NO ☐

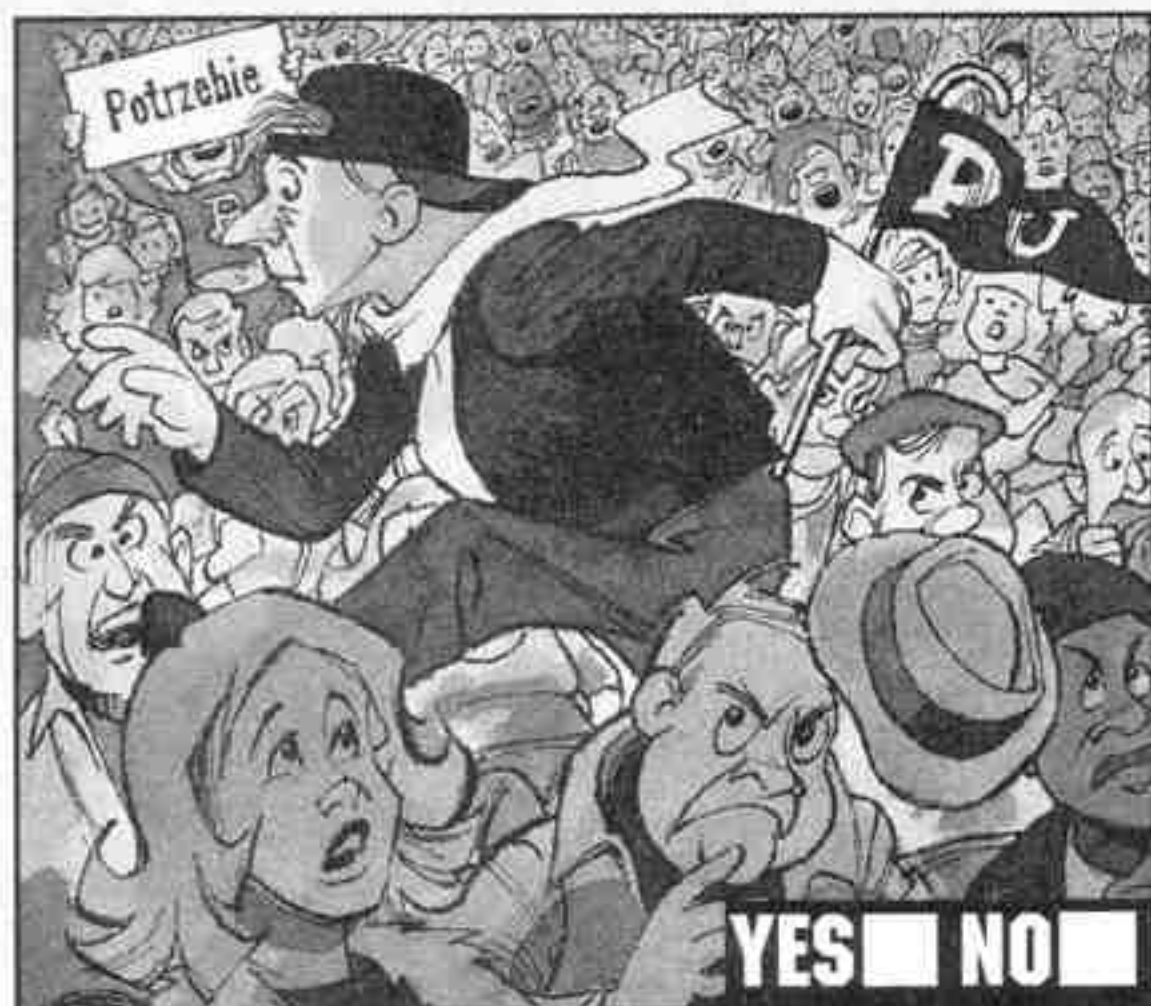
Have you ever sped up a game of darts by throwing all ten of them at once?

Have you found a route to work that cuts six minutes off your commute, assuming those damn %!@ retirees get out of the way in time?*



YES ☐ NO ☐

ARE YOU A "TYPE A" PERSONALITY?



At the Super Bowl, do you head for the exit as soon as the coin flip lands to beat the crowd?



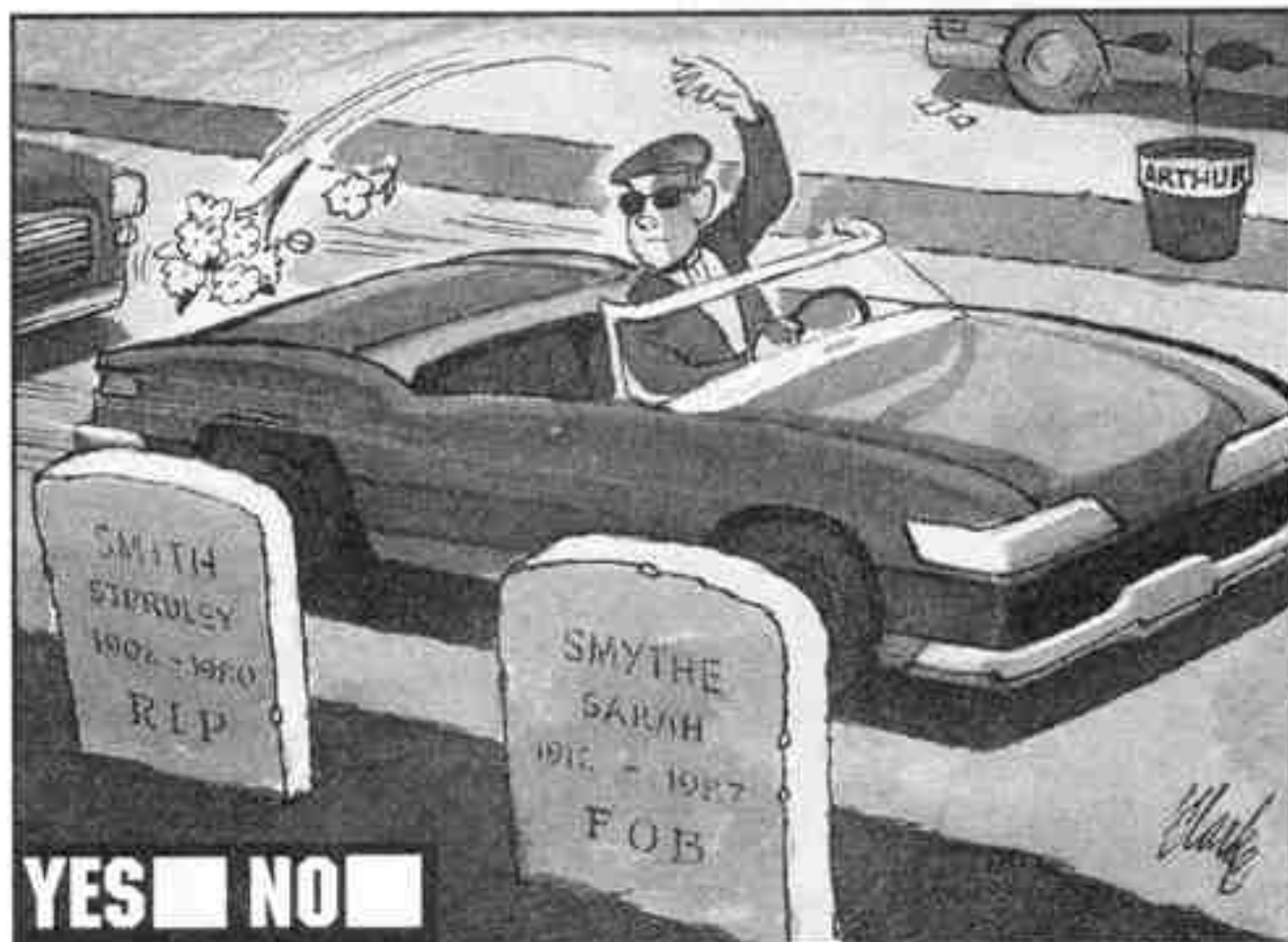
Do you play "books on tape" in the fast forward mode?

Do you get the jump on the other passengers by pulling your luggage down from the overhead compartments while the plane's still over the Atlantic Ocean?



Do you feed your fish a year's worth of food in one sitting?

Do you shave, brush your teeth and go to the bathroom in the shower to save time?



Did you pay extra to have your loved one's gravesites right next to the road, so you can pay your respects without having to come to a complete stop?

SCORING

If you said "Yes" to 0-4 of these questions, you are a low-key, copacetic individual. You're the kind of person who has to lie down after watching one of those action-packed Bob Ross painting shows on PBS.

If you said "Yes" to 5-8 of these questions, you are definitely a mid-level maniac. You may want to consider having Velcro sewn into your chest – it'll make the frequent heart bypass surgeries you'll be having go a lot quicker.

If you threw this damn magazine out the window because you couldn't find the stupid pen to take this damn quiz in the first place, you are the ideal "Type A" personality! We won't say what the "A" stands for, but it rhymes with "gashole."

AN EMBARRASSMENT OF RICHARD'S DEPT.

The attic is a place for remembrances: a stack of love letters, old photos, Dad's army uniform. But the world is forever changing. As we hurtle towards the year 2001, we bet the things kept in attics will change, too. So join us as we head upstairs, dust off the cobwebs and peek ahead in a modern attic to examine these...

The Wedding Dress Worn by Mom at Her First, Second and Fourth Weddings

The Floppy Disk of Dad's E-Mail Love Letters to Mom

An Album of Three Generations of Pre-Nuptial Agreements

Early, Primitive Sports Clothing That Didn't Have Any Company Logos

A Bronzed Pair of Baby's First \$100 Running Shoes

Dad's Layoff Notice from AT&T

Mom's Layoff Notice from IBM

HEIRLOOMS OF THE FUTURE

ARTIST: JAMES WARHOLA

WRITER: DICK DEBARTOLO

Last Photo of Grandma
(taken with Dr. Kevorkian)

A Quilt
Hand-Ordered
by Grandma
from the Home
Shopping
Network

The Canadian Visa Grandpa
Used When He Left the States
to Avoid the Vietnam Draft

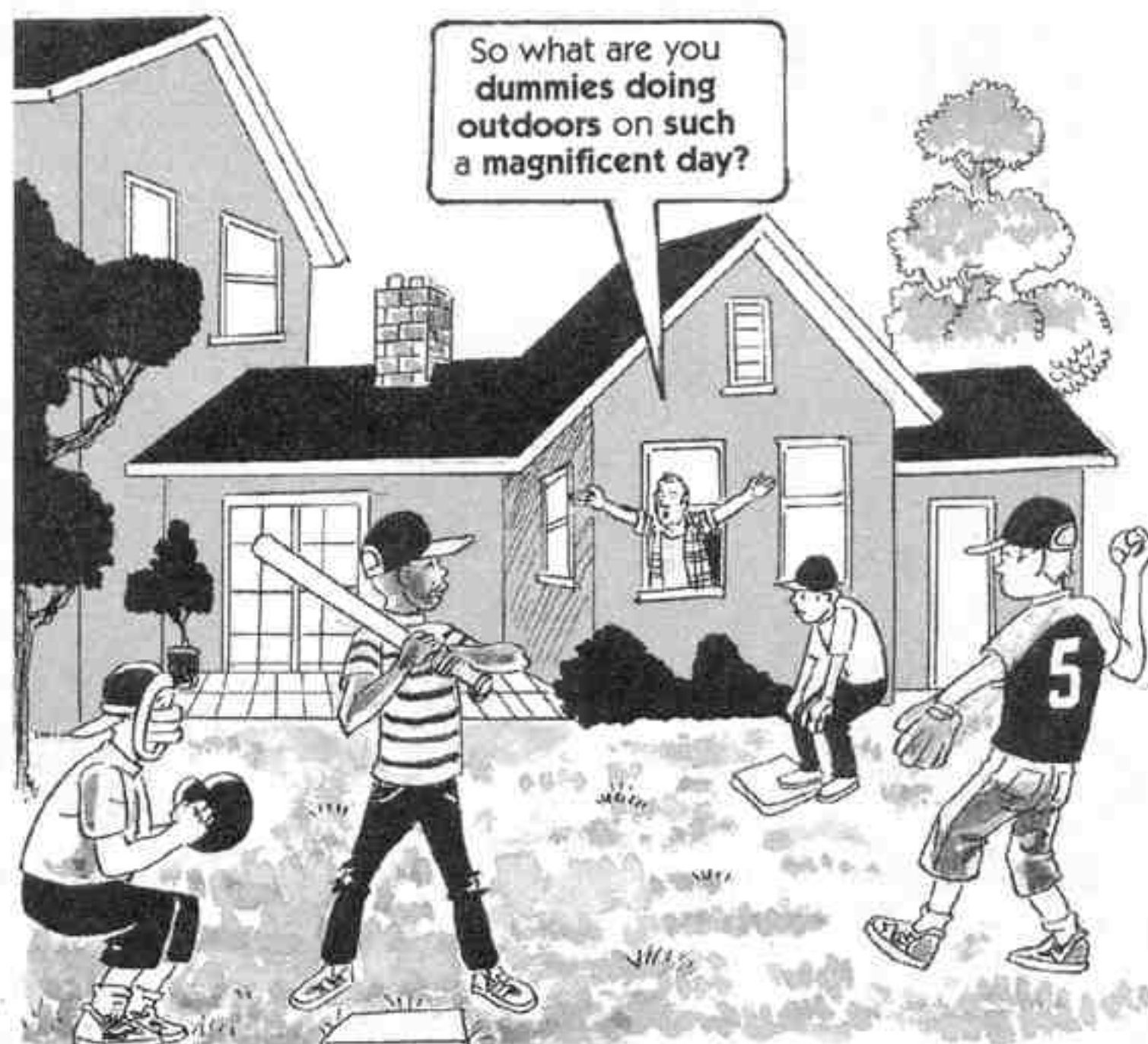
Cousin Timmy's First
Bottle of Ritalin

Mom's Removed Leaky
Silicone Breast Implants

Aunt Fran's Paint-Splattered
Fur Coat After Her Run-In
with an Anti-Fur Group

Mom and Dad's
Wedding Night Video

ACTIVITIES



BERG'S-EYE VIEW DEPT.

THE LIGHTE

TRAVEL



NOW THAT IT'S ALL OVER — that *Calvin and Hobbes* kid would have hallucinated a lot less if his comic strip parents had given him some Ritalin!

EDUCATION



R SIDE OF...

FEAR

ARTIST AND WRITER: DAVE BERG



CONFIDENCE

Out of gas? You didn't check the **tank** before you took us out here to **oblivion**? We're gonna **die** out here! They'll **never** find us!

Don't worry about it! I owe the **government** a **fortune** on my **student loans**!



Believe me, they'll find us!



COMMUNICATION

Dad, please **finish** your **conversation** soon! I'm expecting an **important** call from my **boyfriend**!

And I need you to **tell** him I'm **not** talking to him!



CARS

So how's my car doing, Mark?

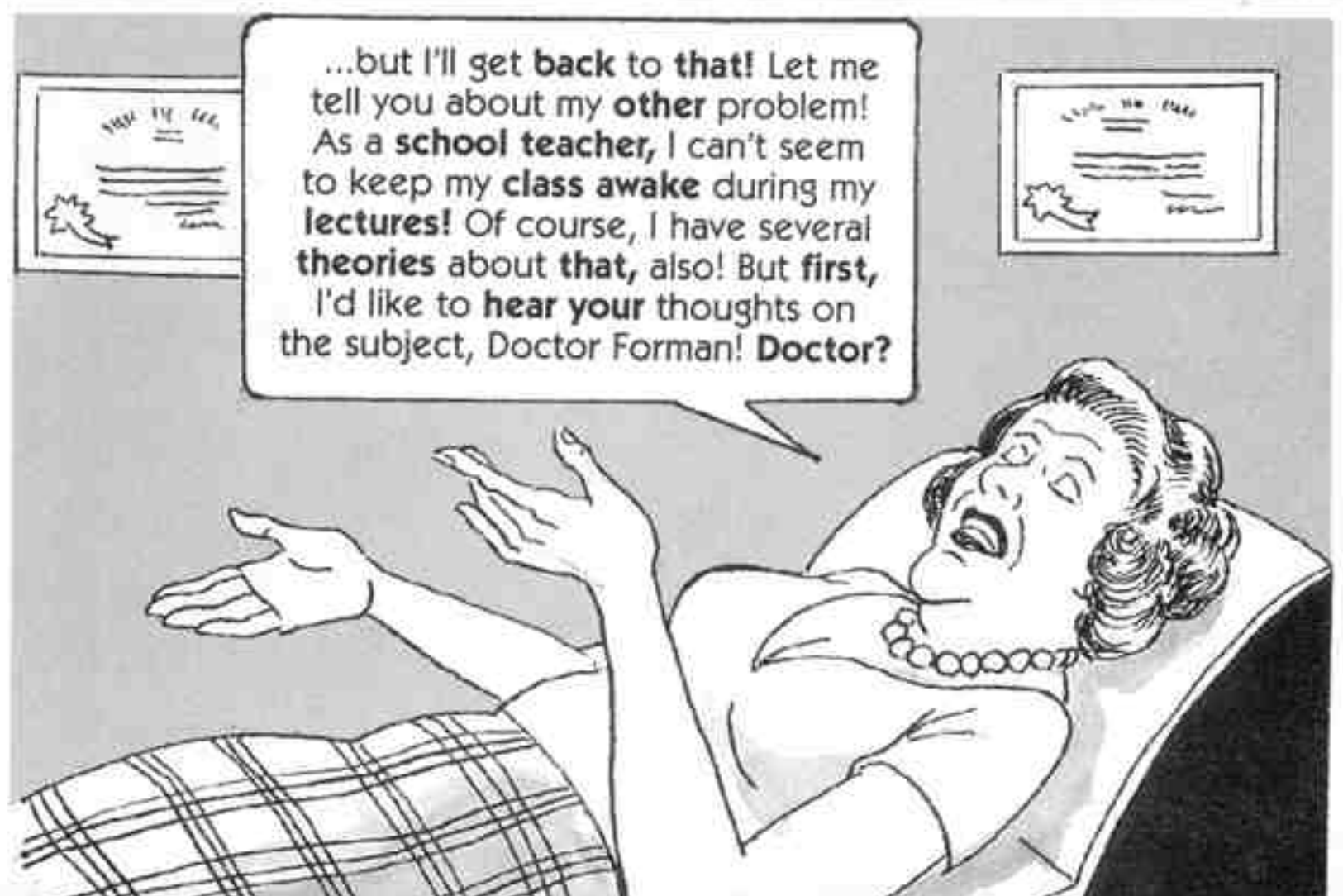
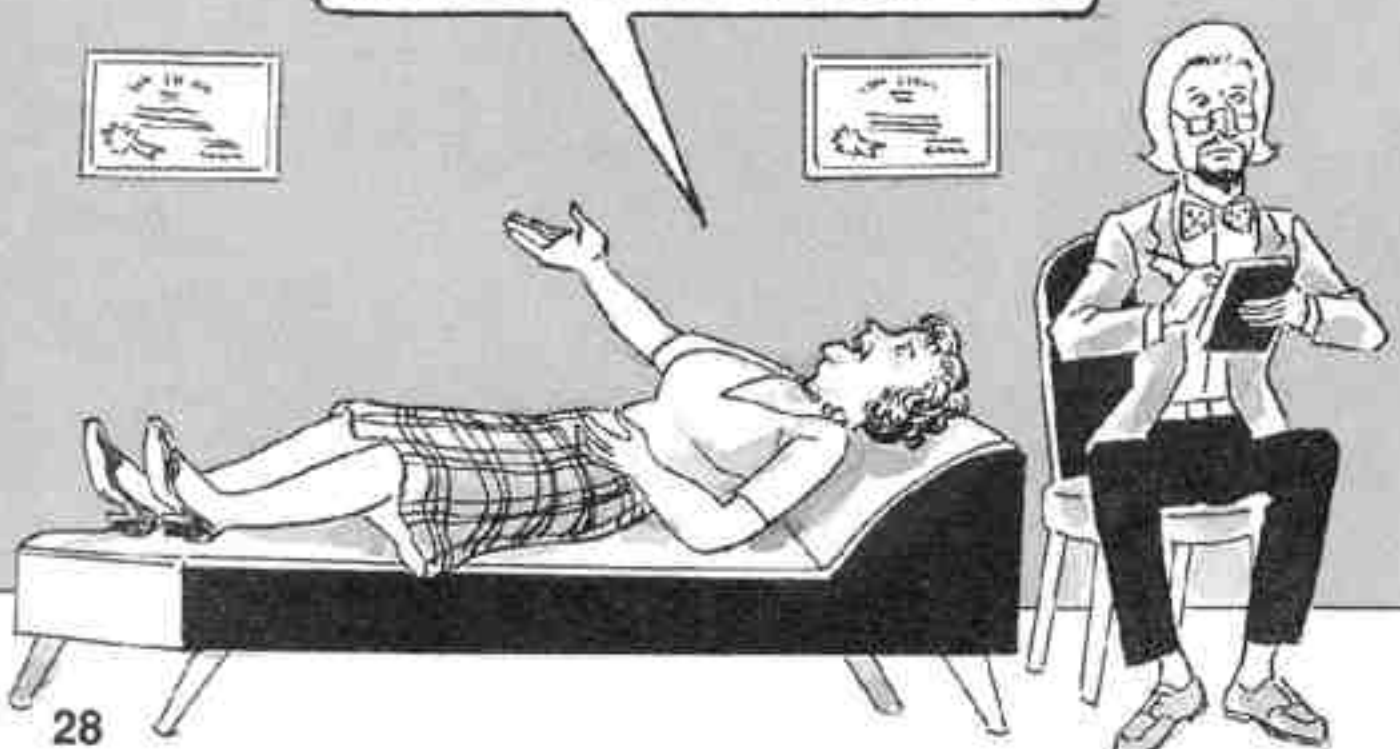
What I suggest you do is **put** the **key** in the **ignition** and **leave** the **motor** running for a **half hour**...



THERAPY

Doctor Forman, I have **two** **major** **problems** in my **personal** life! The **first** is that I don't **sleep** well at night! I have several **theories** about **why** that happens...

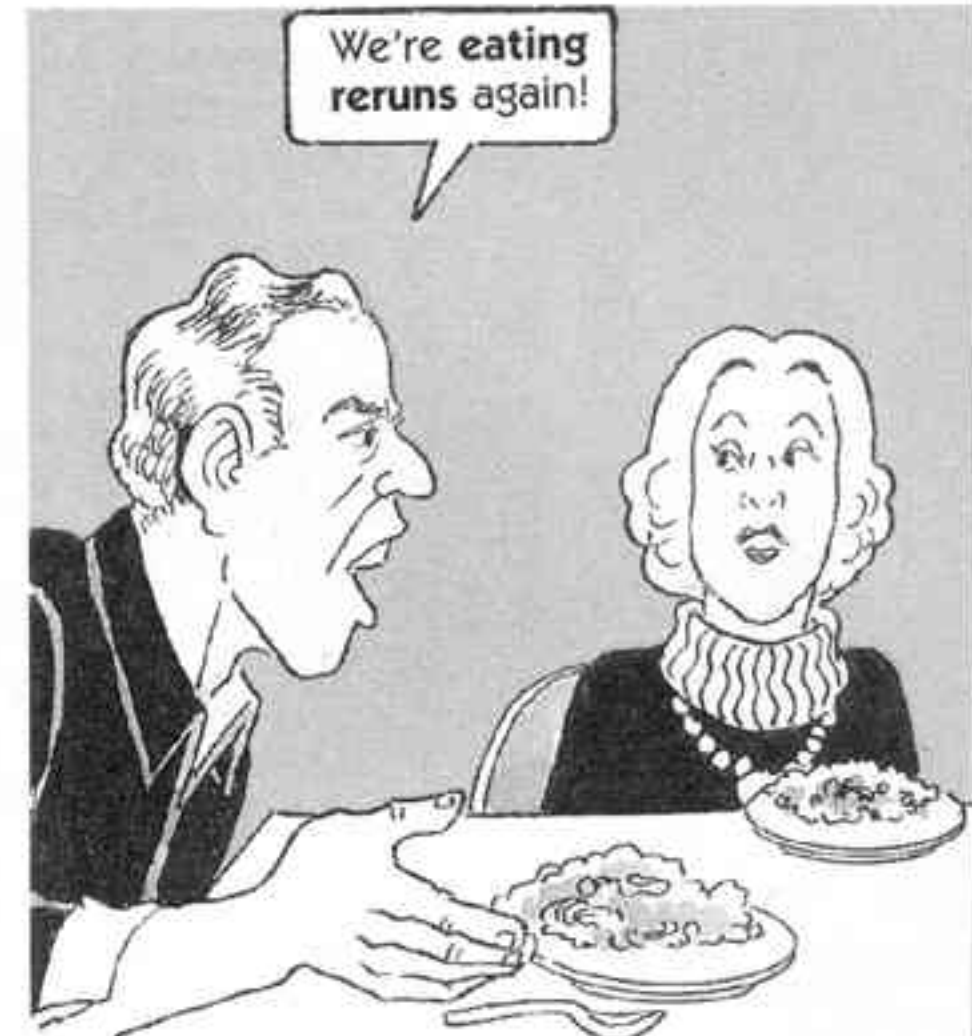
...but I'll get **back** to **that**! Let me tell you about my **other** problem! As a **school teacher**, I can't seem to keep my **class** **awake** during my **lectures**! Of course, I have several **theories** about **that**, also! But **first**, I'd like to **hear** your thoughts on the subject, Doctor Forman! **Doctor**?



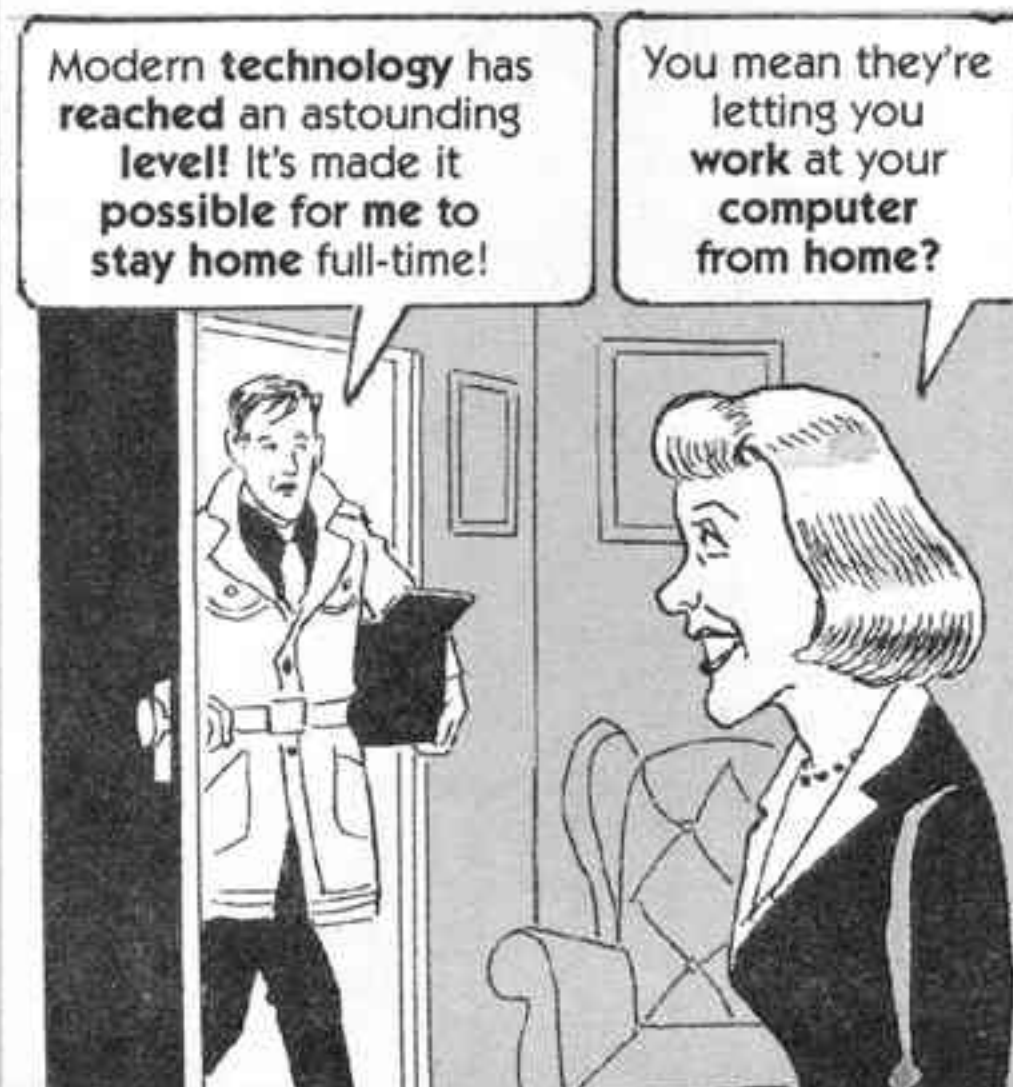
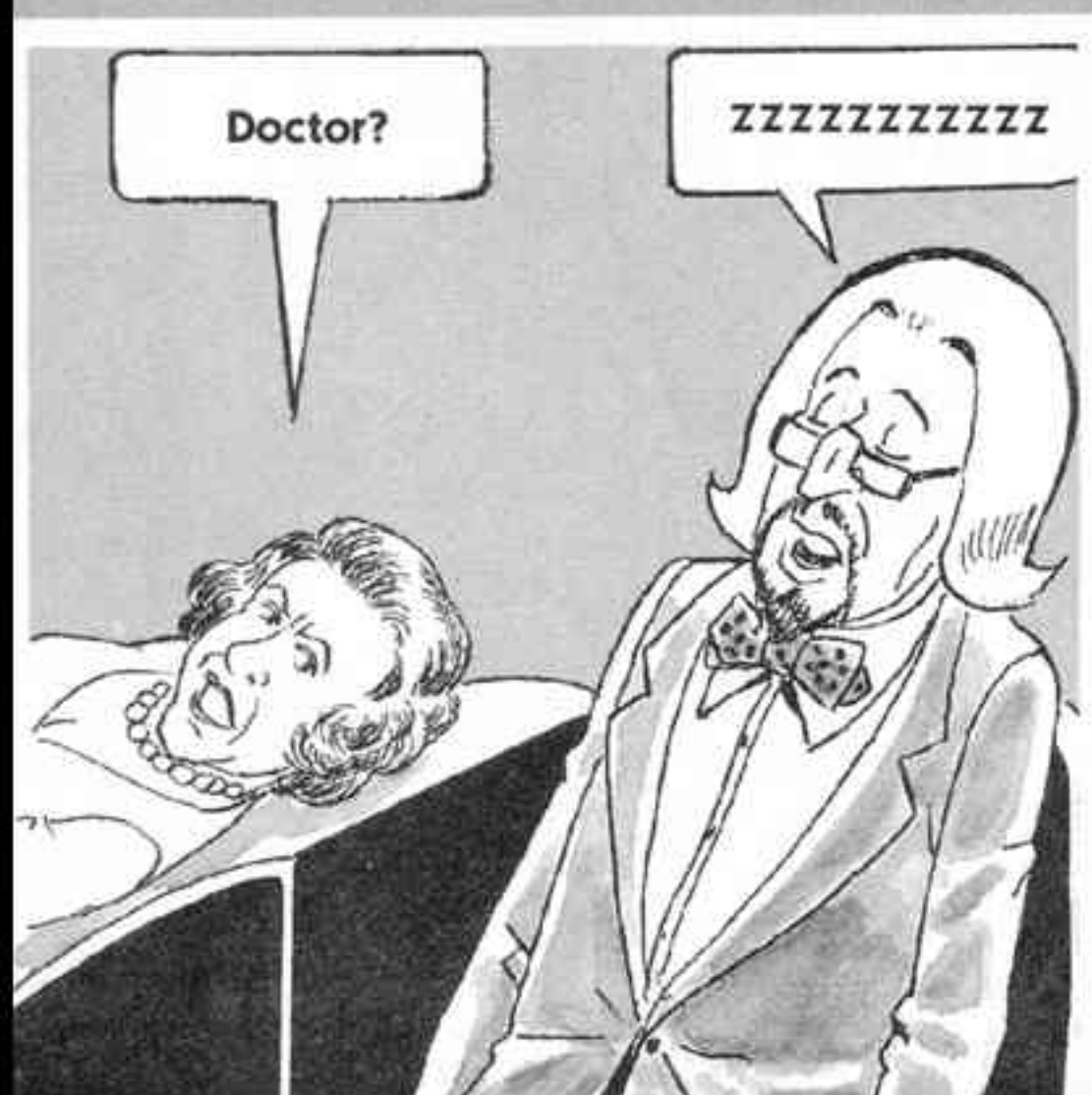
CRIME



SEMANTICS

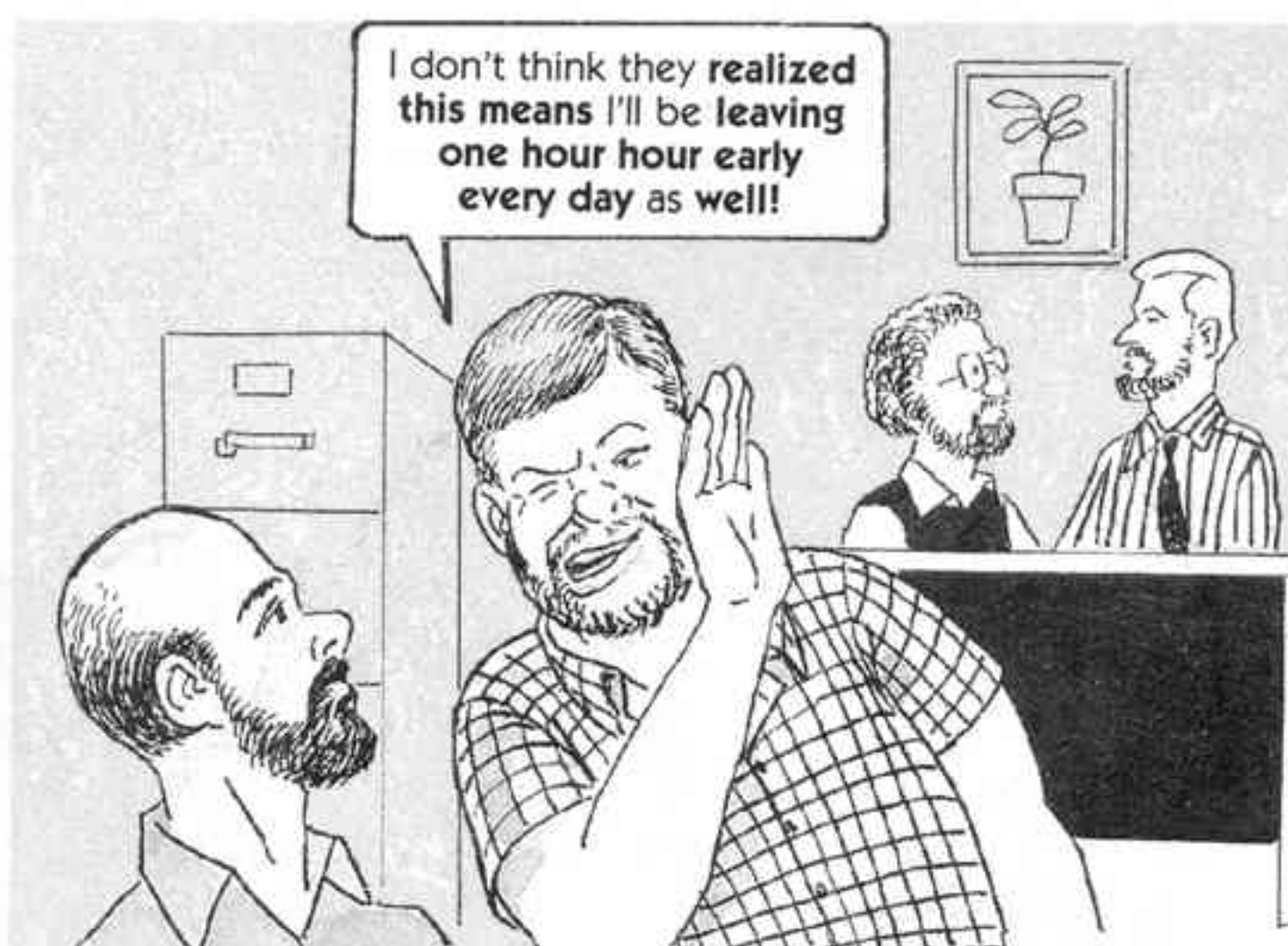


PROGRESS



THE OFFICE

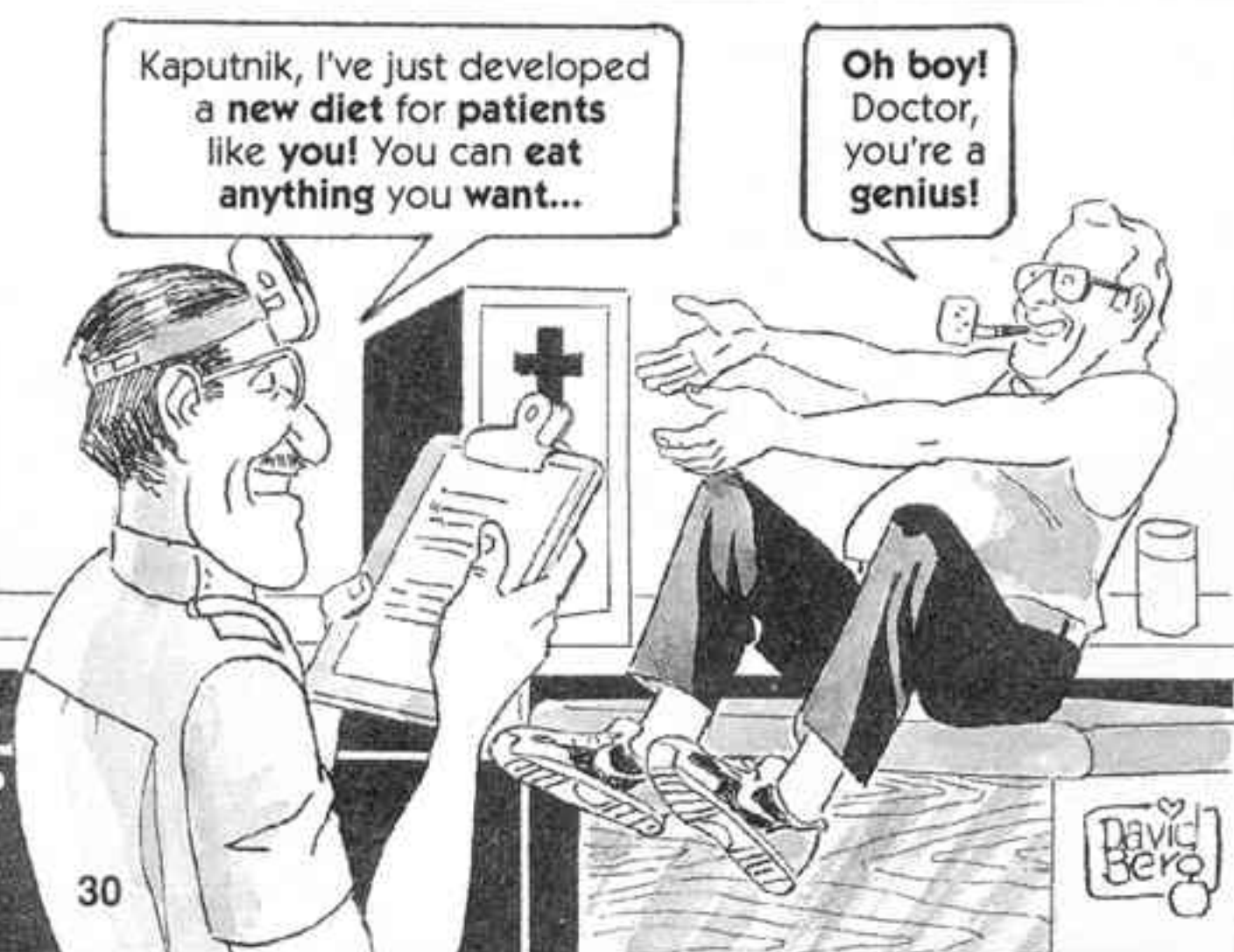
NOW THAT IT'S ALL OVER — can anyone remember a single sketch from the first season of *MAD TV*?



BAD LUCK



DOCTORS



LOOSE BUCHANAN DEPT.

There's a certain Republican out there desperately seeking his party's nomination in the upcoming election! A former Nixon speechwriter, he's been accused of being a racist, homophobic, xenophobic, gun-toting right-winger! And then there are the comments made by people who DON'T like him! But maybe people have been just a little too tough on Mr. Buchanan! Why, he's as lovable as a character in a kid's book! In fact, we're surprised that no one's yet published...



ARTIST: SAM VIVIANO

WRITER: DAVID SHAYNE

This is Pat.
He is running
for President.
You can run for
President, too.





Pat can cut
foreign aid.

Now YOU cut
foreign aid.



Pull tab
to take
food out
of baby's
mouth



Pat can take a hard line
against immigration.



Now YOU take
a hard line against
immigration.



Pull tab to kick Jose Wetback's
tushy back to where it came from



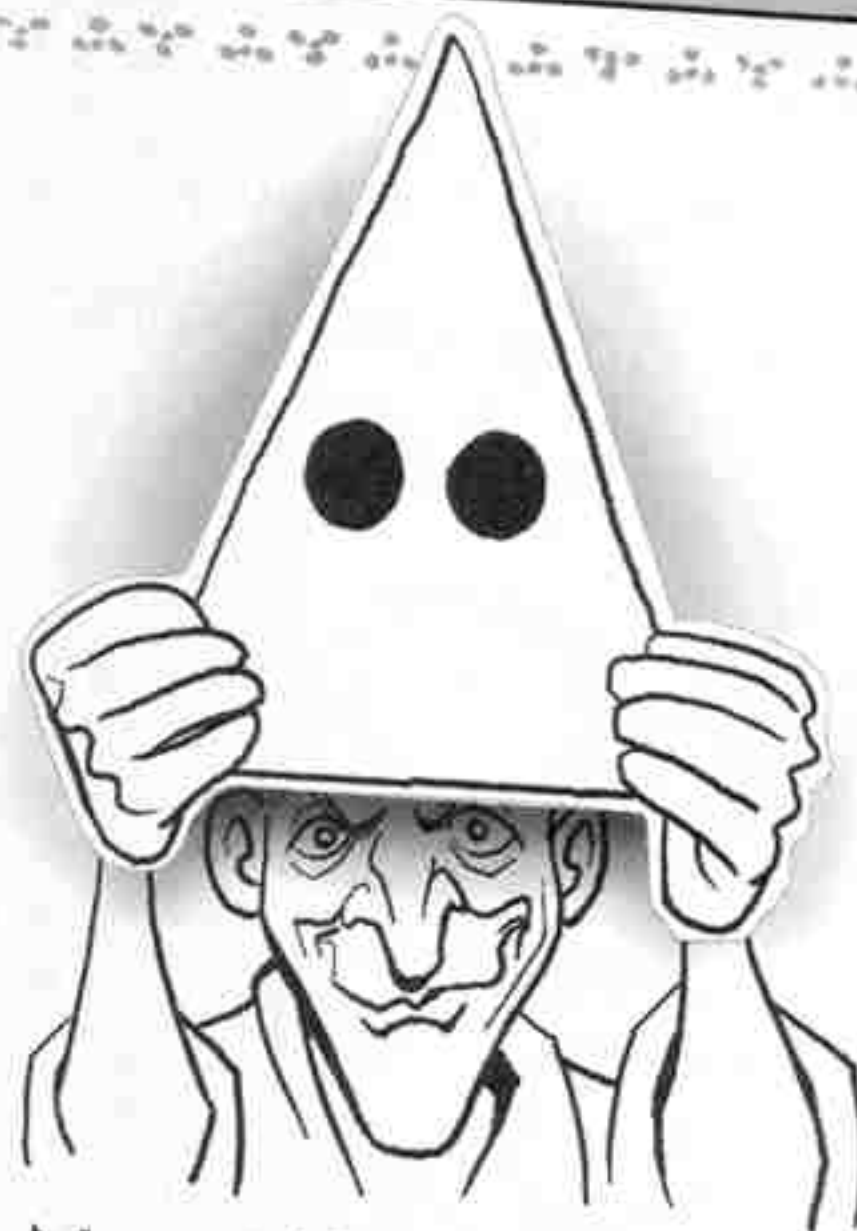


Pat can indulge
in environmental
budget cuts.

Now YOU indulge
in environmental
budget cuts.



Pat can help his
campaign chairman
prepare for his speech.



Now YOU help him
prepare for his speech.

Pull here

to lower hood



Pat can change
women's lives.

Daily Poop

BUCHANAN COURT BANS ABORTION

Now Constitutionally Prohibited



Washington (API) — In a landmark decision, the Buchanan re-aligned, conservative Supreme Court overturned the controversial *Roe v. Wade* today, and ruled that Abortion is no longer a constitutionally protected right. In other

Now YOU change
women's lives.



Open door to enter Illegal Abortion Clinic

Pat can excite
his supporters with
a fiery speech.



Now YOU excite
his supporters with
a fiery speech.

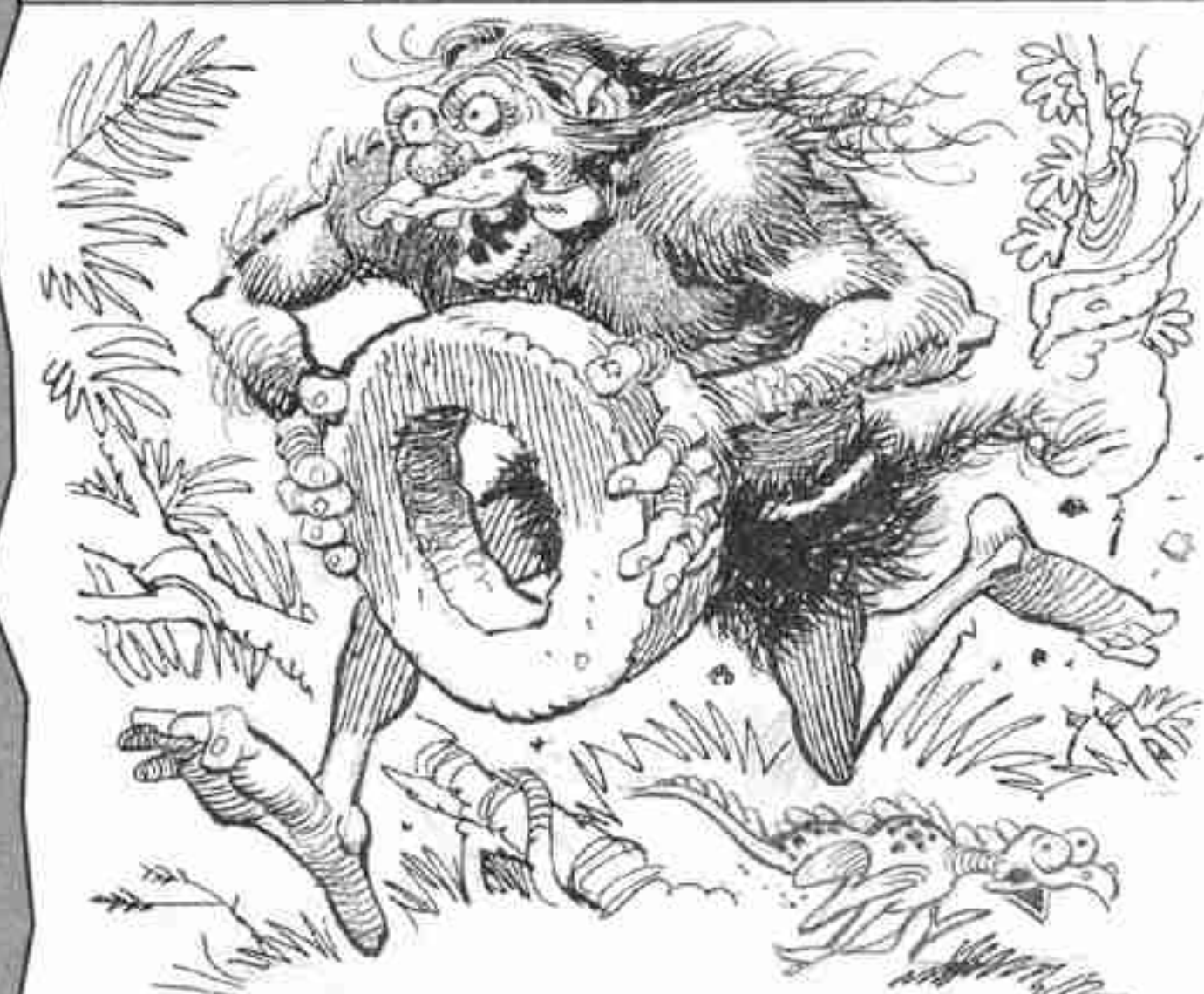
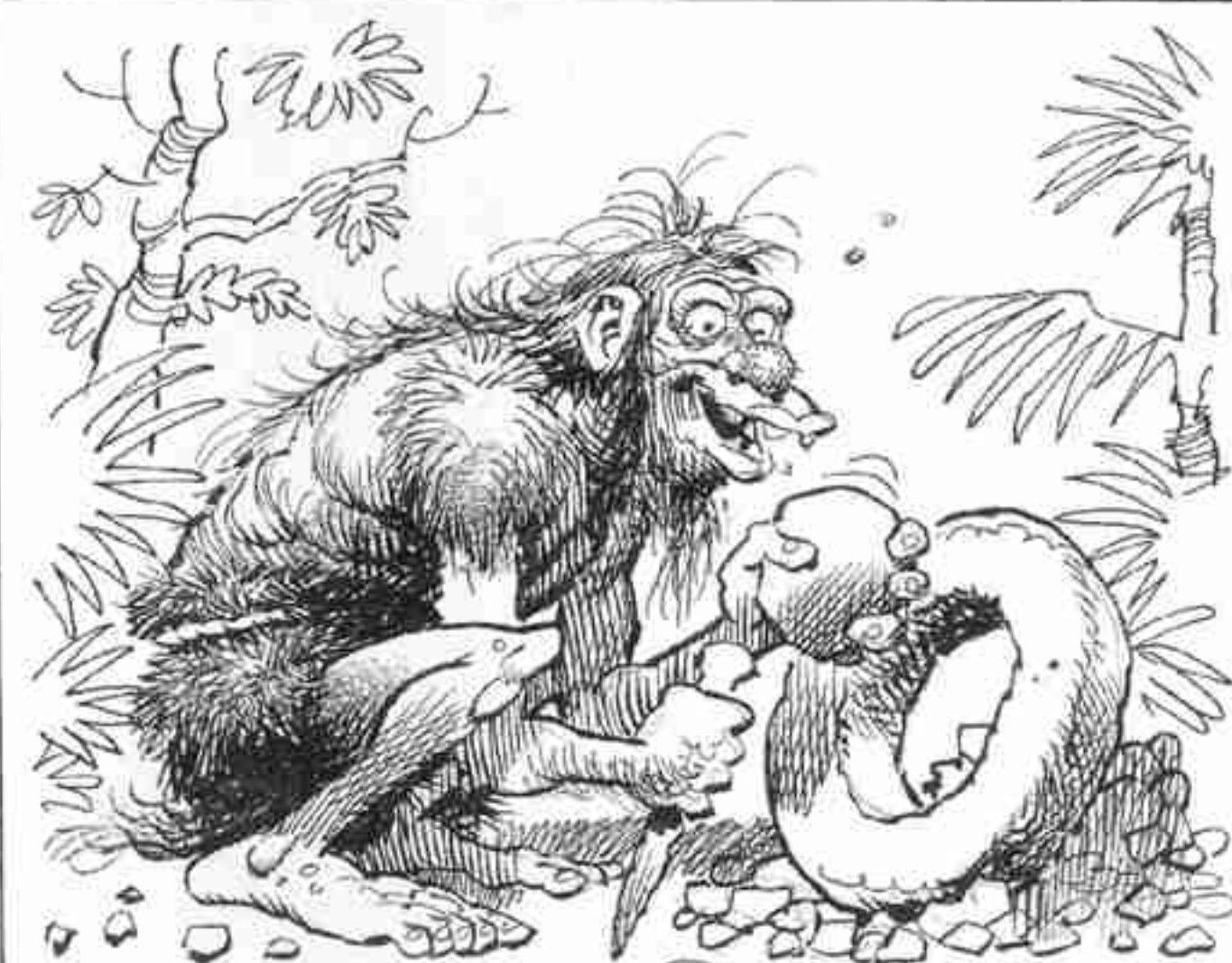
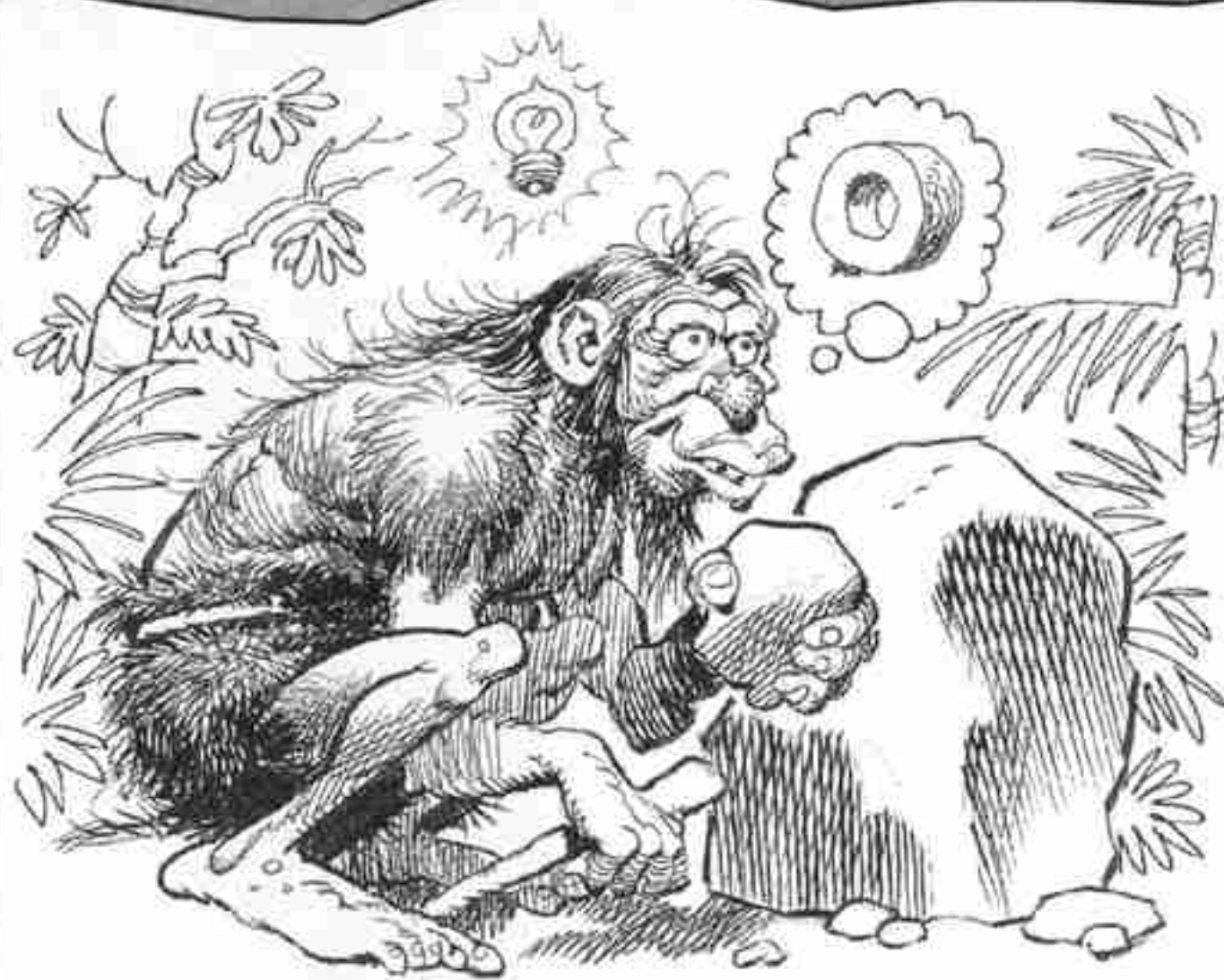


Pull here

to Heil Pat



JUNE 3, ONE MILLION B.C.



IN THE NAME OF THE BOTHER DEPT.

The Bible is the most read, quoted and sworn upon book in the world. And why not? It speaks of an era when mountains tumbled, seas parted and miracles were as common as topless babes



Finding out that marrying a thousand wives means that you also end up with 97,456 in-laws, none of whom have a job!



Trying to find something new each year to give Methuselah for his birthday!

Finding out that the unicorns you saved were really the Birnbaums in disguise!

Sweating out those five-day waiting periods for slingshots!

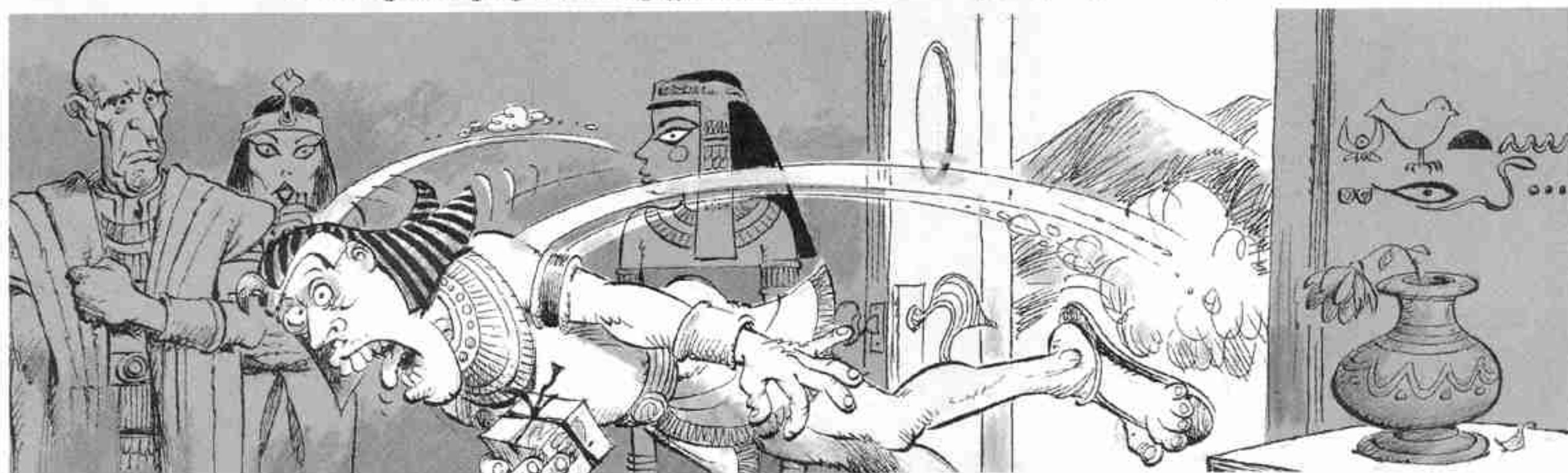


in a Joe Eszterhas film! But often overlooked are those legendary and not-so-legendary figures who got the short end of the cosmic stick. Here are just a few of the more noteworthy...

Working as a lifeguard in an area filled with Messiah wannabes!



Learning that a plague is killing off all the first-born males right before your school prom!



Wandering in the desert for forty years because your holier-than-thou husband is too stubborn to ask for directions!



Having your life insurance money taken away from you just because your husband has risen from the dead!

Sorry madam, but in section 16-A of your policy it specifically states, "In the event the insured rises from the dead, all beneficiary's claims shall be considered null and void, and all collected moneys returned immediately to Mutual of Bethlehem."



Having your town used for Spring Break by teenagers from Sodom and Gomorrah!

TOGA PARTY!
TOGA PARTY!



Learning that the only reason God made you endure tragedy after tragedy was because He has a lousy bet going with Satan!

Hey, I bet if you put a live snake up his butt, Job will curse your name!

You've got yourself a bet, Hornhead!



FLIER BEWARE DEPT.

Here's a look at something showing up on people's doorsteps in greater and greater numbers every week! We wish they'd go away, but everytime we open our door, there they are! No, we're not talking about Jehovah's Witnesses! We're talking about those annoying sales circulars that sort of resemble...

THE NEIGHBORHOOD PENNYPINCHER

FREE!
(LIKE ANYONE WOULD
PAY FOR THIS PIECE
OF @#%\$^!)

**BOGUS
BARGAINS!**

**no-BIG-deal
SAVINGS**

**WORTHLESS
COUPONS!**

ARTIST: STEVE SMALLWOOD
WRITER: MIKE SNIDER

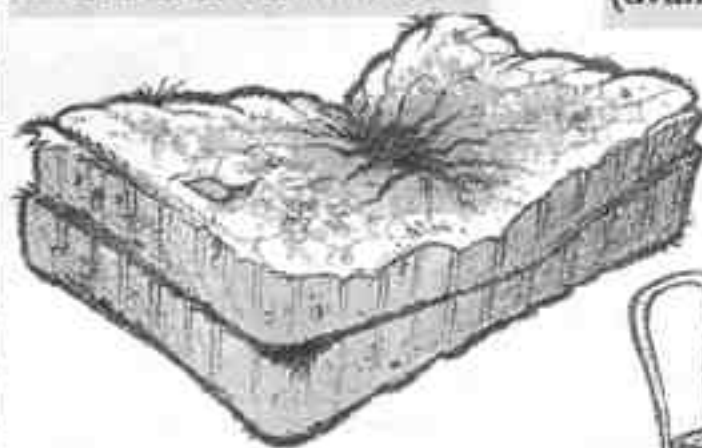
"THE PENNYPINCHER! Cluttering up doorways and front lawns since 1981!"

SMILING SAM'S USED MOTEL FURNITURE BARN

LOWEST prices this side of Bangladesh!

Member of the Association
of Small Businessmen Who
Hope a Lousy Seal Will
Con People into Believing
They're Honest

Saggy-in-the-middle
mattress set.....\$25



Cigarette-smoke-infested
sofa & chairs.....\$15
(available in regular AND mentholl)



Lime-green extra-deep pile
shag carpet.....39¢ yard
(re-live the '70s every day!)



Eisenhower-era Formica
dinette sets.....\$3



Pressed CardBoard(TM)
dressers & chests.....\$1



We cater to the unemployed
and minimum-wage workers!

	SKID ROW
MAIN	X

DISCLAIMER: THE PENNYPINCHER assumes no responsibility for fraudulent ads — in fact,
THE PENNYPINCHER assumes that roughly half the ads in here are fraudulent!

"I ADVERTISE IN THE PENNYPINCHER BECAUSE...

the people who even bother to open this rag are exactly the kind of gullible morons I need as customers!" — "Mr. X," of the Schmo Shop Discount Auto Repair.



"I ADVERTISE IN THE PENNYPINCHER BECAUSE...

it's way, WAY less expensive than advertising in those newspapers that people actually read!" — Frugal Fred, of Frugal Fred's Just Average Market



"I ADVERTISE IN THE PENNYPINCHER BECAUSE...

the crappy-looking ad I let my no-talent son-in-law draw up just to save a few bucks fits right in with their cheap layouts and graphics!" — Smiling Sam, of Smiling Sam's Used Motel Furniture Barn



"HEY KIDS!!! Want to earn cents per hour...
AND be treated like DIRT by the bitter ex-cons
we hire as route managers?"

DELIVER THE PENNYPINCHER!!!

APPLY: THE NEIGHBORHOOD PENNYPINCHER

487 Royal Flim-Flam Avenue



MUST be at least
8 years old
with parent(s)
so negligent
they won't care
how we exploit you!

Why pay sky-high "super" market prices...when you can save big \$\$\$ at

FRUGAL FRED'S JUST AVERAGE MARKET

Frugal Fred's Just Average Market, nestled (conveniently!) between the city dump and MeatCo Slaughterhouse



Follow your nose to Frugal Fred's!

Several-day old potato salad

29¢ lb.



Grey (and kinda fuzzy) Poupon

49¢



Ground "???" make offer!



"Old Generic" beer

\$1.99 12-pak



Loose fiber

29¢ handful



Pre-overipened (black) bananas

5¢ lb.



"THE PENNYPINCHER! Tossed directly into over 300,000 trash cans every week since 1981!"

Dr. Ed Pullem, Budget Dentist

Quality you'd expect from one of those other guys with the fancy-schmancy "D.D.S." degrees!

WE NOW HAVE NOVOCAIN!

Currently a part-time night student at the 2-Hour School of Dentistry!



No appointment necessary, just walk right in!

Conveniently located in the back room of Bitchy Barbara's Dog Grooming Salon, Quarantined Plaza

Are your car's "innards" acting up?

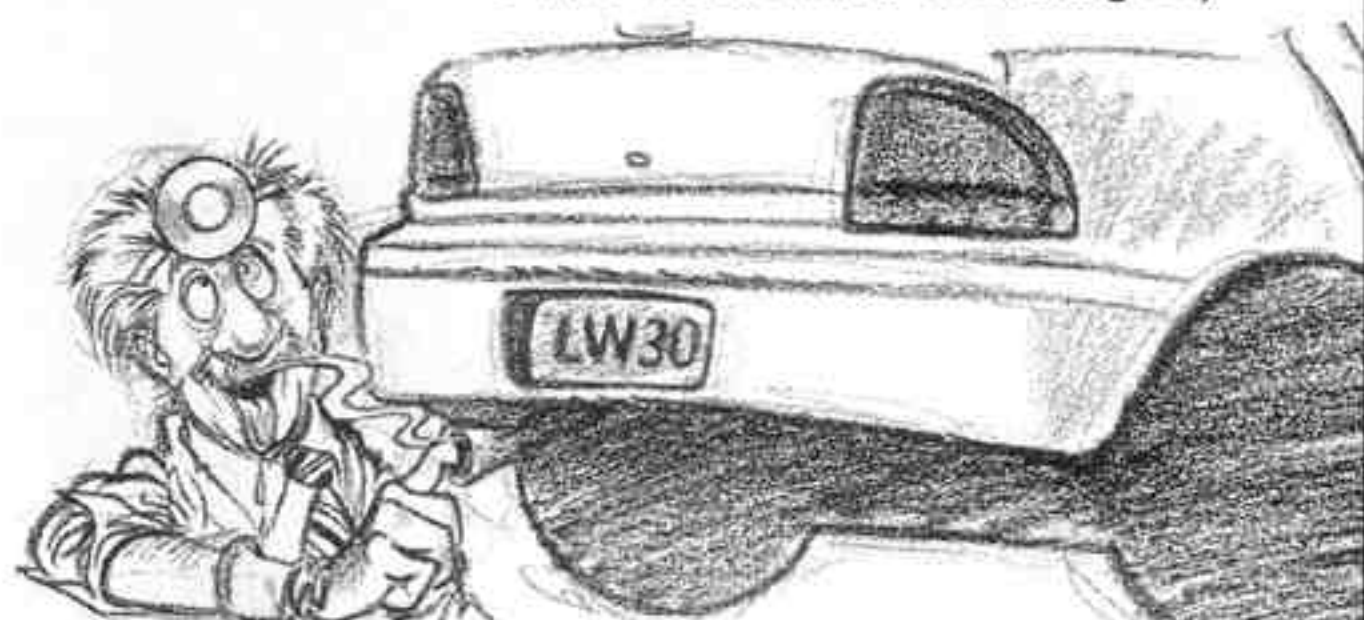
Let **The Auto Proctologist** poke around and see what the problem is!

DIAGNOSTIC SPECIAL

ONLY \$39.95

Includes:

- Listening to your pathetic imitations of engine noises
- Not laughing
- Rubbing my chin thoughtfully
- Going "Hmmmm"
- Giving a low, LOW repair estimate (which I have NO intention of sticking to!)



THE AUTO PROCTOLOGIST

Take the Reamway Exit off the San Placenta Freeway
Licensed/Bonded/Out on parole

WE ACCEPT:

Visa American Express
Blue Cross / Blue Shield

A Cut Above Hair Salon

(formerly "Shear Perfection," "Hair's To You" and seven other names too cute to mention!)

"We care more than any other big, impersonal haircutting chain!"

89 Lemon Tree Parkway

If you've got the hair... we've got the scissors!



The Conveyor Cut
\$8

anything we consider a "custom" haircut

\$29



a haircut the way YOU want it



\$39

4-Guys-Named-Murray Tax Preparers

Introductory Offer:

Use us and get:

\$100 Off Your Federal Taxes*



Murray 1
Adds!



Murray 2
Deducts!



Murray 3 Licks
Envelopes!



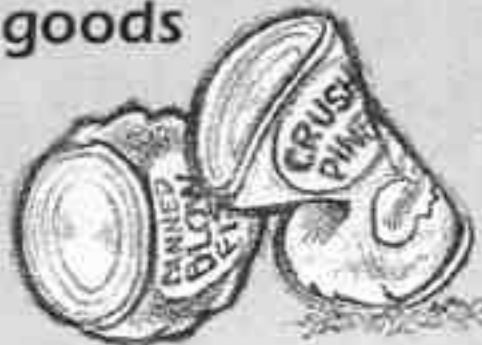
Murray 4
Mails!

4-Guys-Named-Murray Tax Preparers
13400 Number Crunchers Trail

*may not be honored by government agencies, such as the IRS

Dented & bulging
canned goods

9¢
each!



Brown peppers
(formerly green
and /or red peppers)

19¢
lb.



Used Duracell
Batteries

9 Volt 59¢
"C" 69¢
"D" 79¢



Last Month's TV Guide
two for

\$1.00



Be sure to
enter our
drawing for
a \$300 shop-
ping spree!!!

(Winners will be
notified by E.S.P.)

SHOPPING SPREE ENTRY FORM

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

THE HAPPY COLON

Health Food Store

THIS WEEK'S SPECIALS

Organic Dirt Burgers....79¢ lb.

Seaweed Jerky....19¢ each

Macrobiotic Sawdust....39¢ lb.



YES! We also sell those high-priced Nutritional Supplements:

Anti-oxidant Ions
.....\$69 / test-tube



Monkey Juice.....
\$99 / 100 capsules



Bee Phlegm
.....\$89 / fl.oz.



VitaminZX12√48
.....\$59 / bottle



Tiger-toejam Jelly
.....\$79 / scrape



In New Age Plaza, between Healing Crystal City and Bella's Used Mantra Mart

CLASSIFIED ADS

ELECTRONICS

Personal Computers For Sale. No original receipt; some cables cut; name-plate sanded off. Not "hot" — really, man. Contact: The Chico Loco Gang 555-1968.

Big Honkin' Stereo System. This isn't "hot" either! The Chico Loco Gang 555-1968.

EVENTS / ANNOUNCEMENTS

12-STEP ANONYMOUS. New self-help group for those addicted to other 12-step programs (A.A., NarcAnon, Gambler's Anonymous, etc.) Must complete all 144 steps. (First step is finding us!)

The Society of...\$%^&#...Cartoonists with...% ^ & * \$ # ... Tourette's Syndrome...\$#@!&* need old household items...^&*\$#@!...you can donate. For \$&^(@! pickup, call 555-3535, you stinking \$%#!@*

CARPET CLEANING

3 Rooms ONLY \$29!!! Two-Guys-Who're-Really-Just-Casing-Houses-to-Burglarize-Later. 555-8671.

HOUSE CLEANING

We can "tidy up" your house a bit...as long as you're not obsessive about neatness or anything! Perfectionists need not call! Brenda's Pretty Good House Cleaners. 299 E. Lackadaisical Rd. 555-7567.

Let us scrub, scrape & scour every nook and cranny in your entire house that slobbs like Brenda missed! Percy's Anal-Retentive House Cleaners. 32 Neurotic Way 555-2625.

Will lick your house from top to bottom. Kinky but dependable. Pink Flamingos Cleaners, 309 Divine St. 555-7448.

MISCELLANY

Magazines for less! We offer 1-Year Subscriptions to the following premiere publications at discount prices!

CyberNerd Magazine
Latchkey Kid Magazine
Teen Rabbi
Boating For Horses
Metal Sludge
Pasta & Stream
Skinhead Gardening
Nooseweek
Stolen Car & Driver
Circus Geek News

Send \$19.95 to
Joe Scuddy's Hut O' Magazines Lapcard, CO

HELP! I lost my RumbaFlex 2000 directions! Also, I'm missing the following parts from it: The Deluxe J-Clips, the Lubricated Busby Hook and the Stainless Steel Spunk Duct. Write: Dory Chequit at 9 Bootleggers Alley, Stanley, NY 11965.

Richard Simmons DEAL-a-MEAL deck. Missing the Ace of Broccoli and the 7, Jack and Queen of Ricecakes. \$11.95. Call 555-3987, ask for "Fats."

ADOPTION: Single Mom wants loving couple to adopt my baby for now, then go through painful legal battles (along with media frenzy) when I want her back in a year or two. MUST be photogenic! Francine Fickle. 555-1971.

Scientific Atlanta Model 2876DX Gas Chromatograph. Used for: DNA Analysis, Microbacterial studies and Nuclear Particle Separation. Also makes great Margaritas! \$37,500. Professor Walsh, University of South Key West.

Will solve polynomials and quadratic homework equations in exchange for room and board. (I do not do analytical geometry!) Contact Stan, on the Internet all the time.

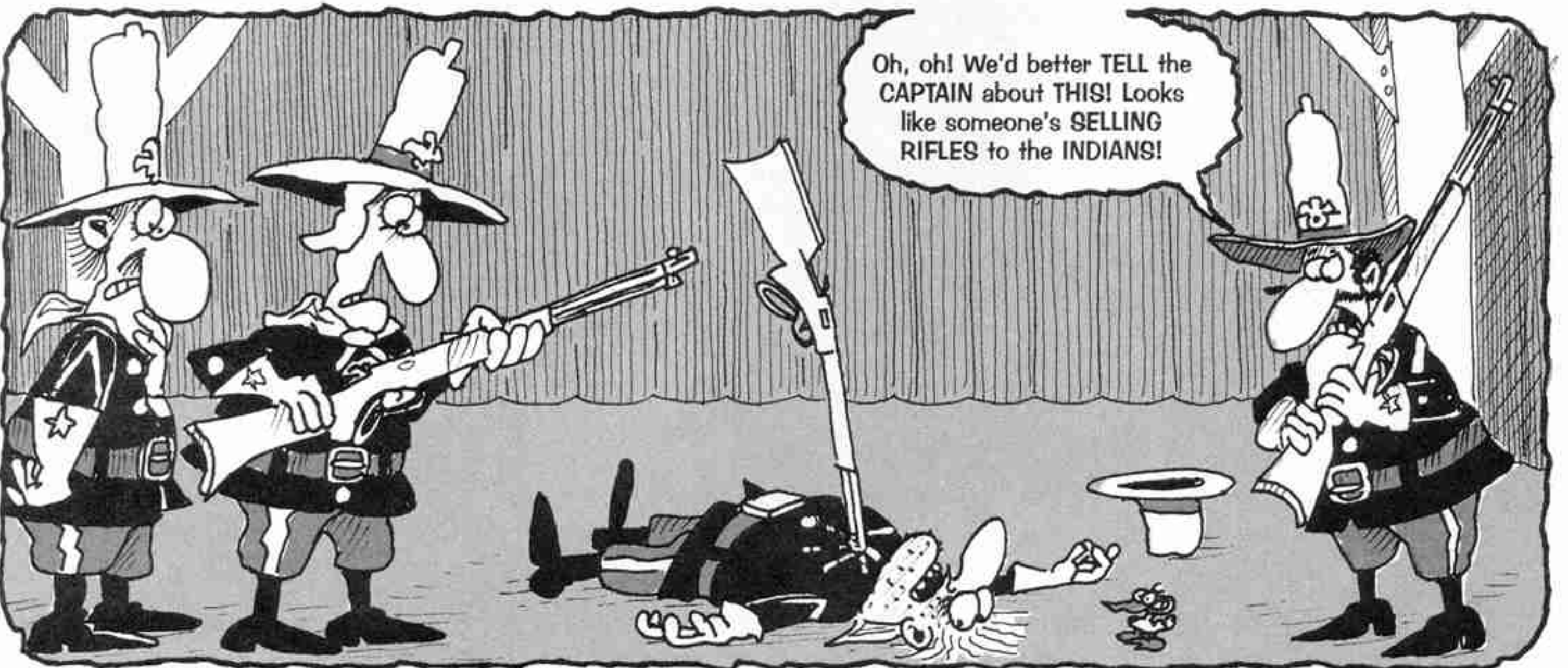
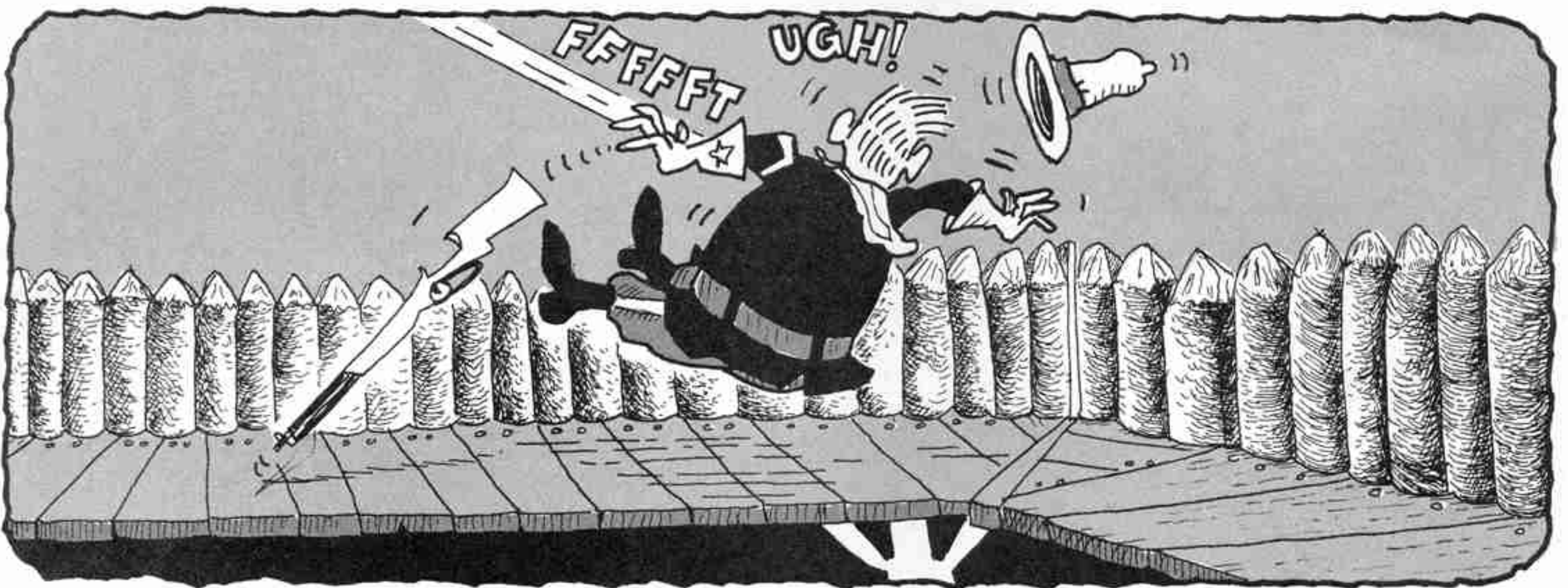
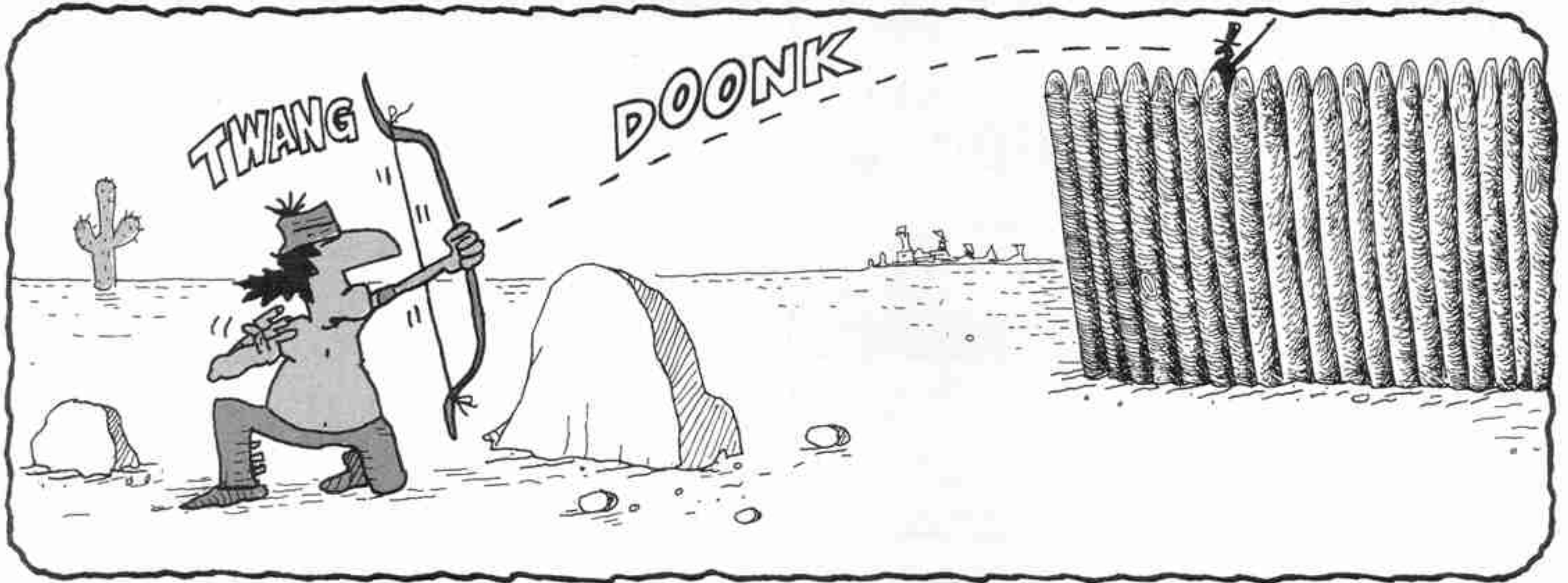
"Classic" 1950s-style Linoleum free for the asking after removing it from my kitchen floor, where it's been for 40 years! Call Sue (Mrs. Frugal Fred) 555-3833.

MOVING

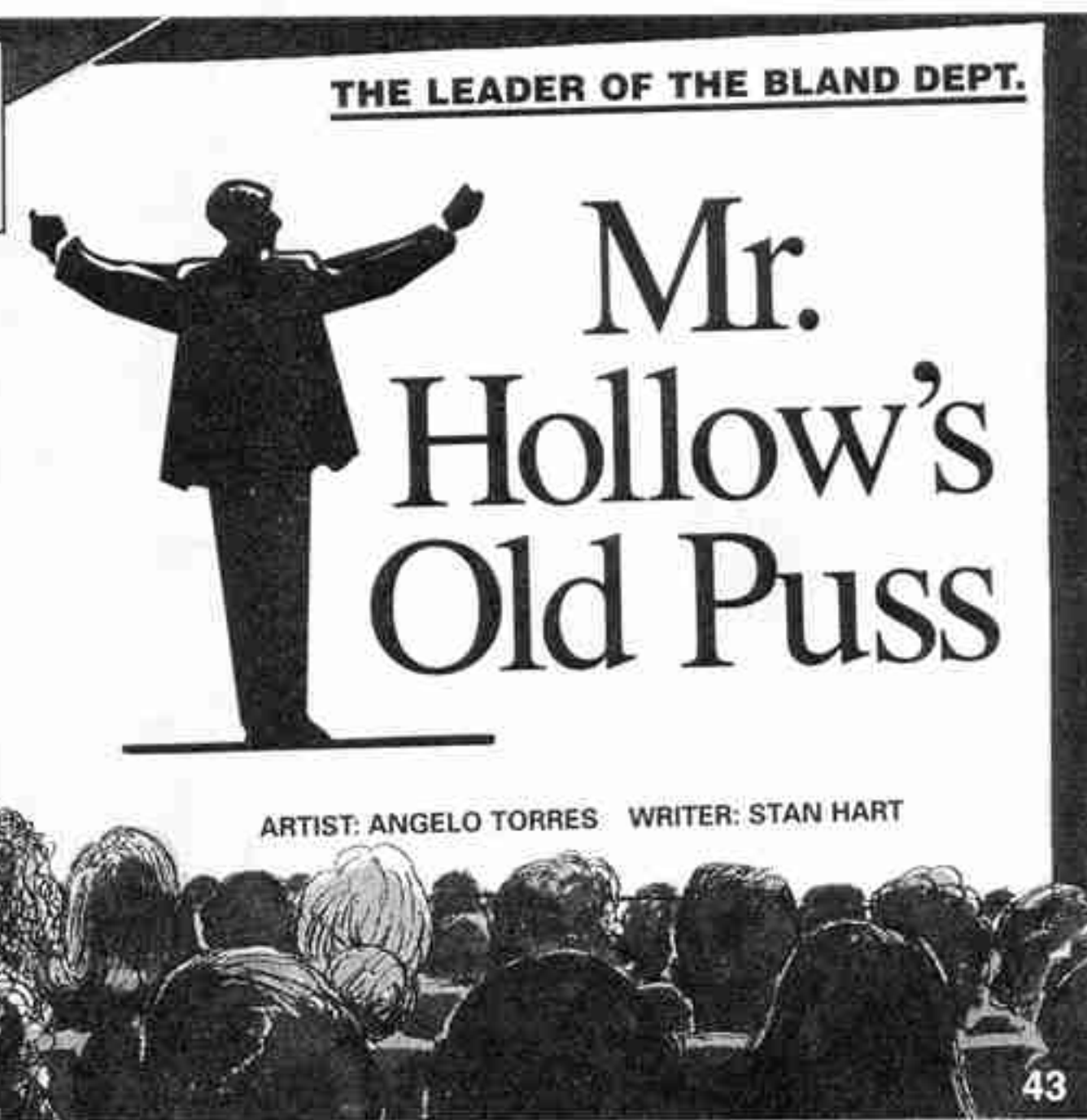
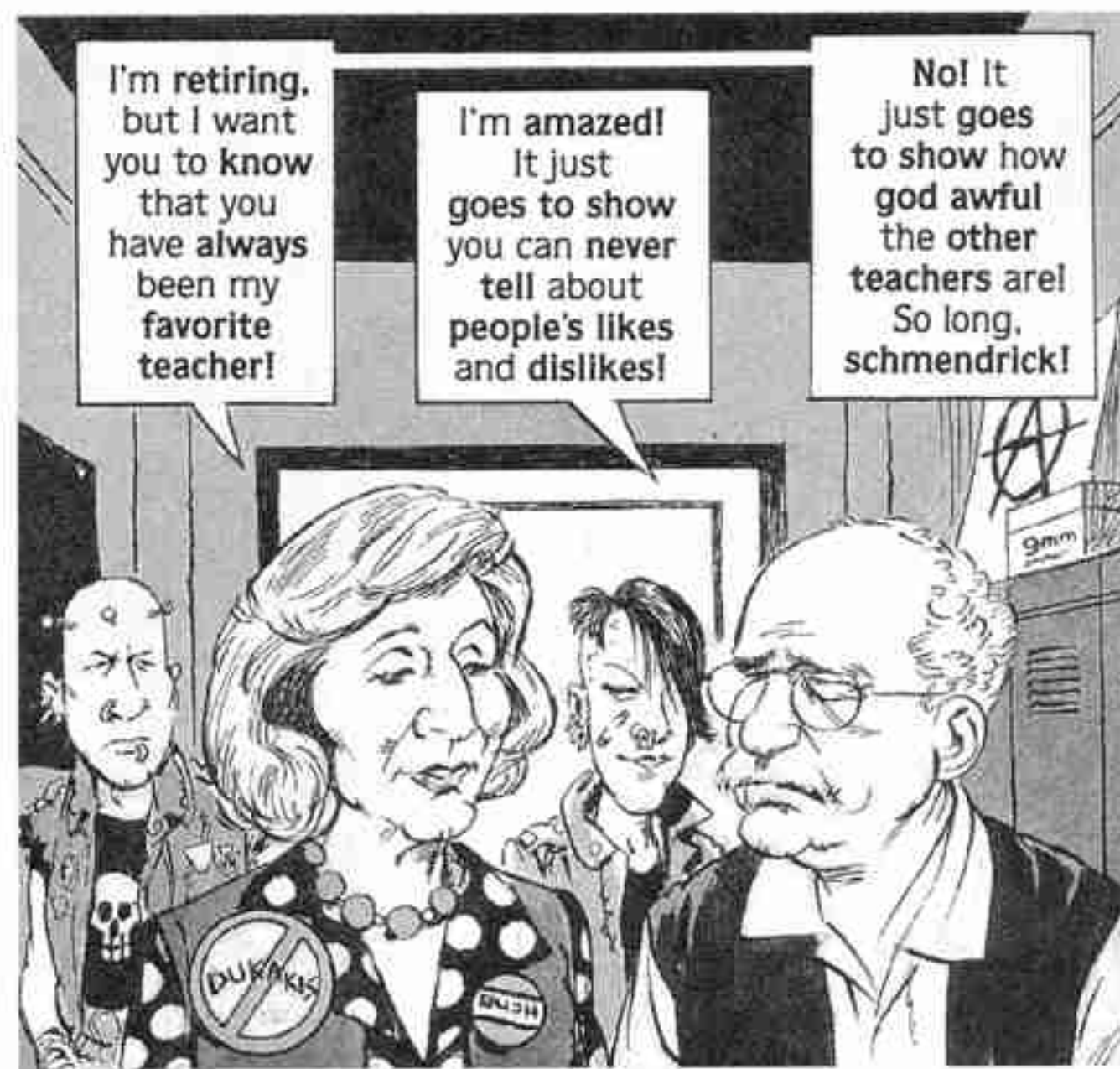
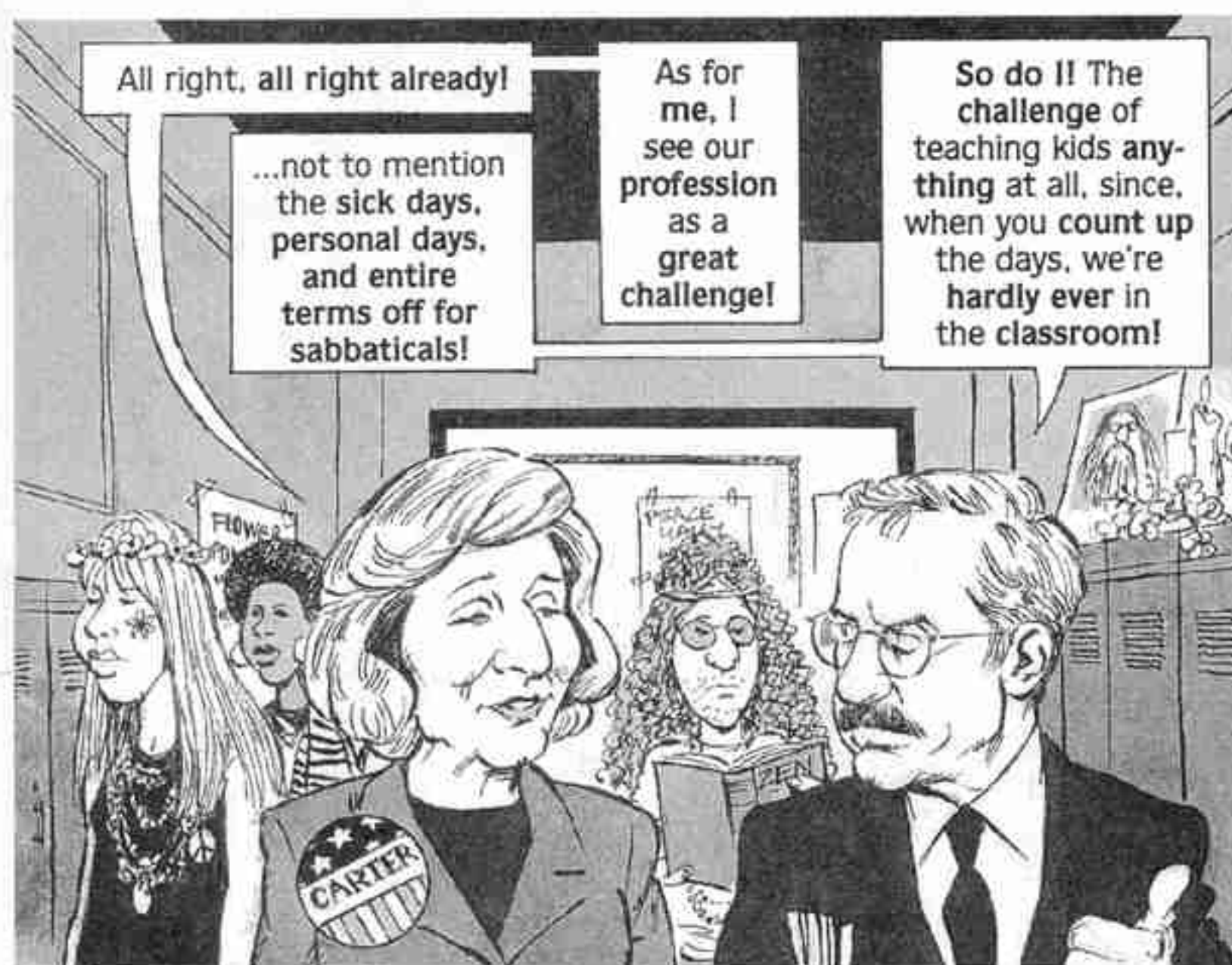
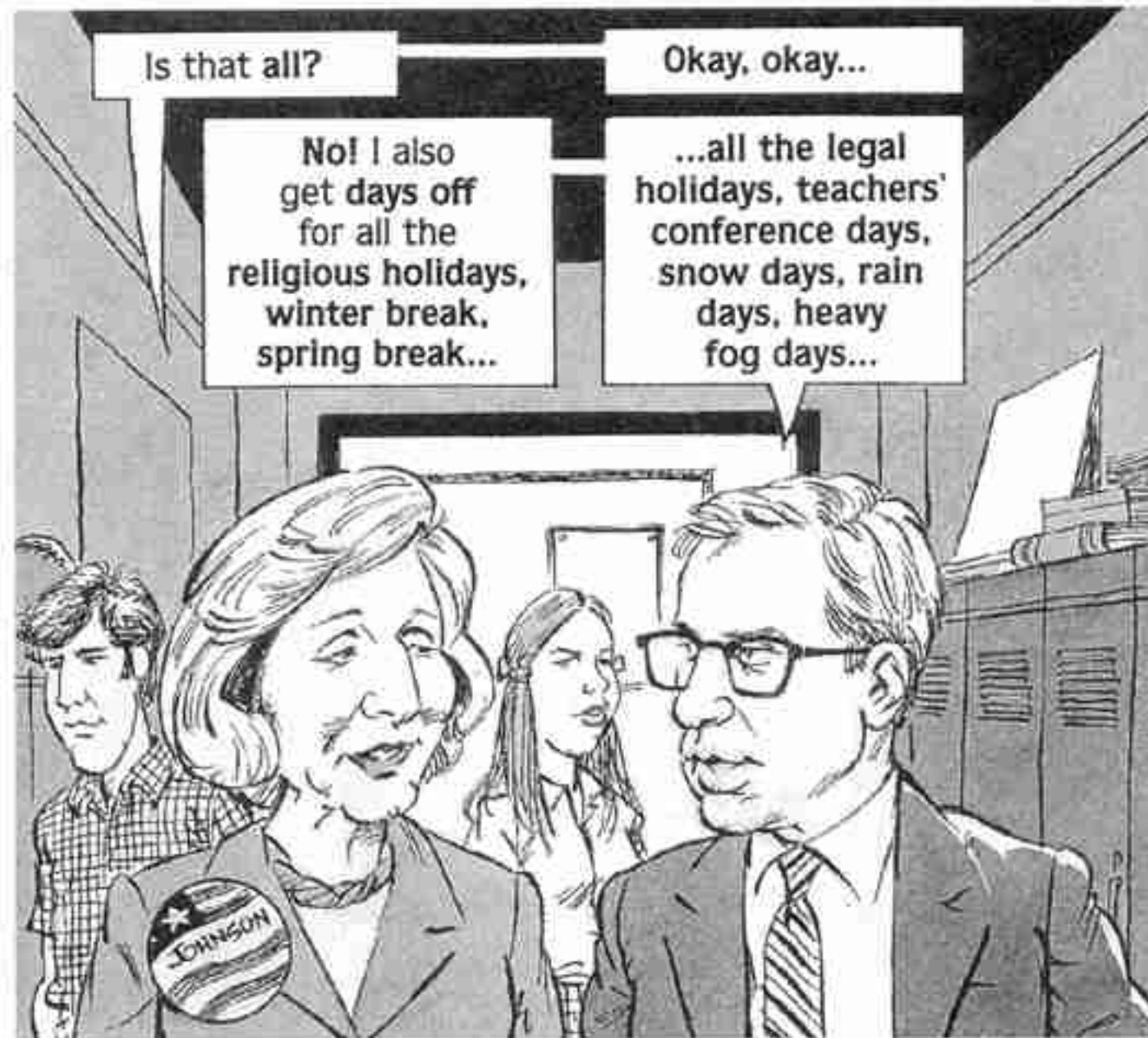
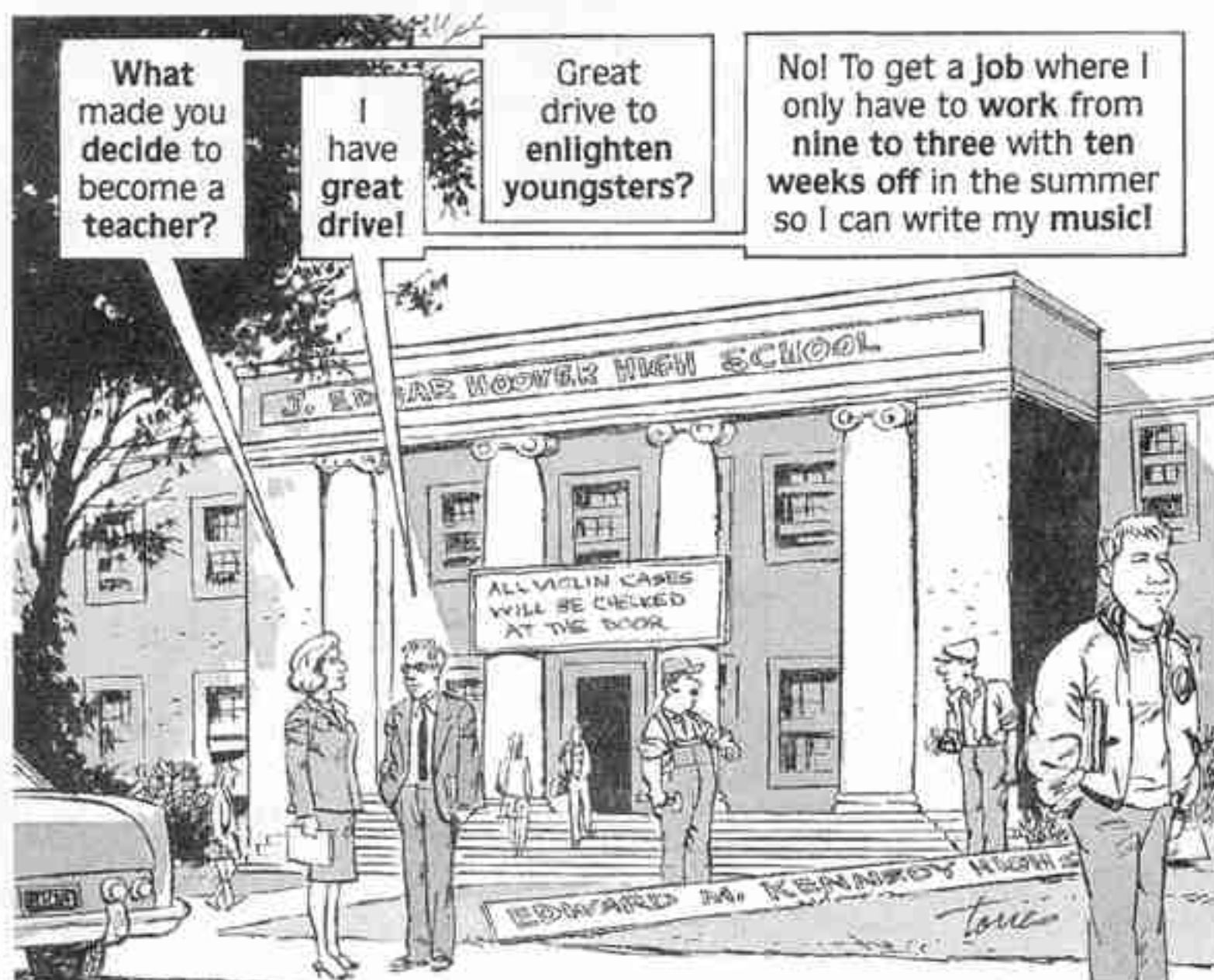
Short-Distance Moving: no more than 12 feet (doctor's orders)! Semi-Retired Ralph's Moving. 555-9800.

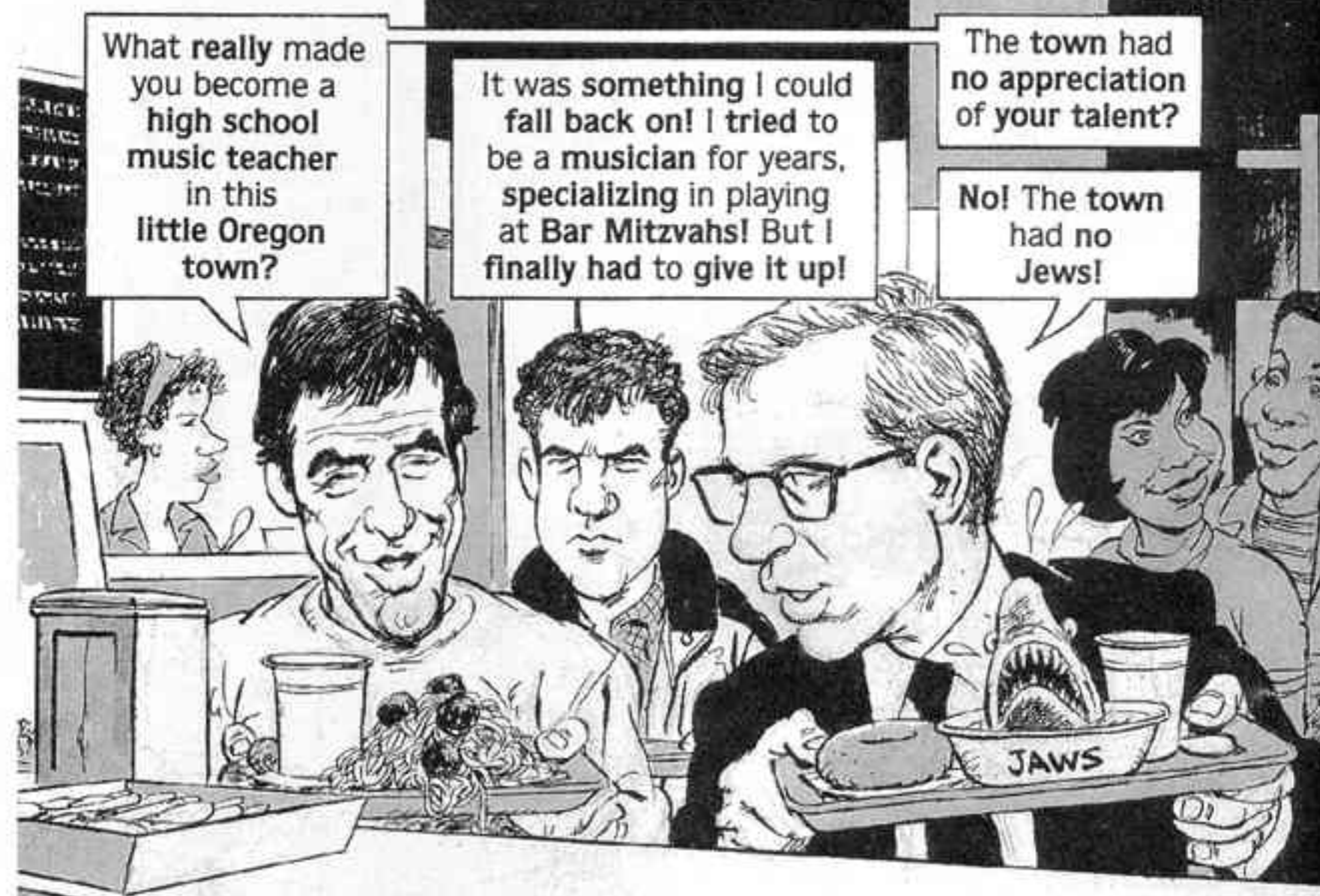
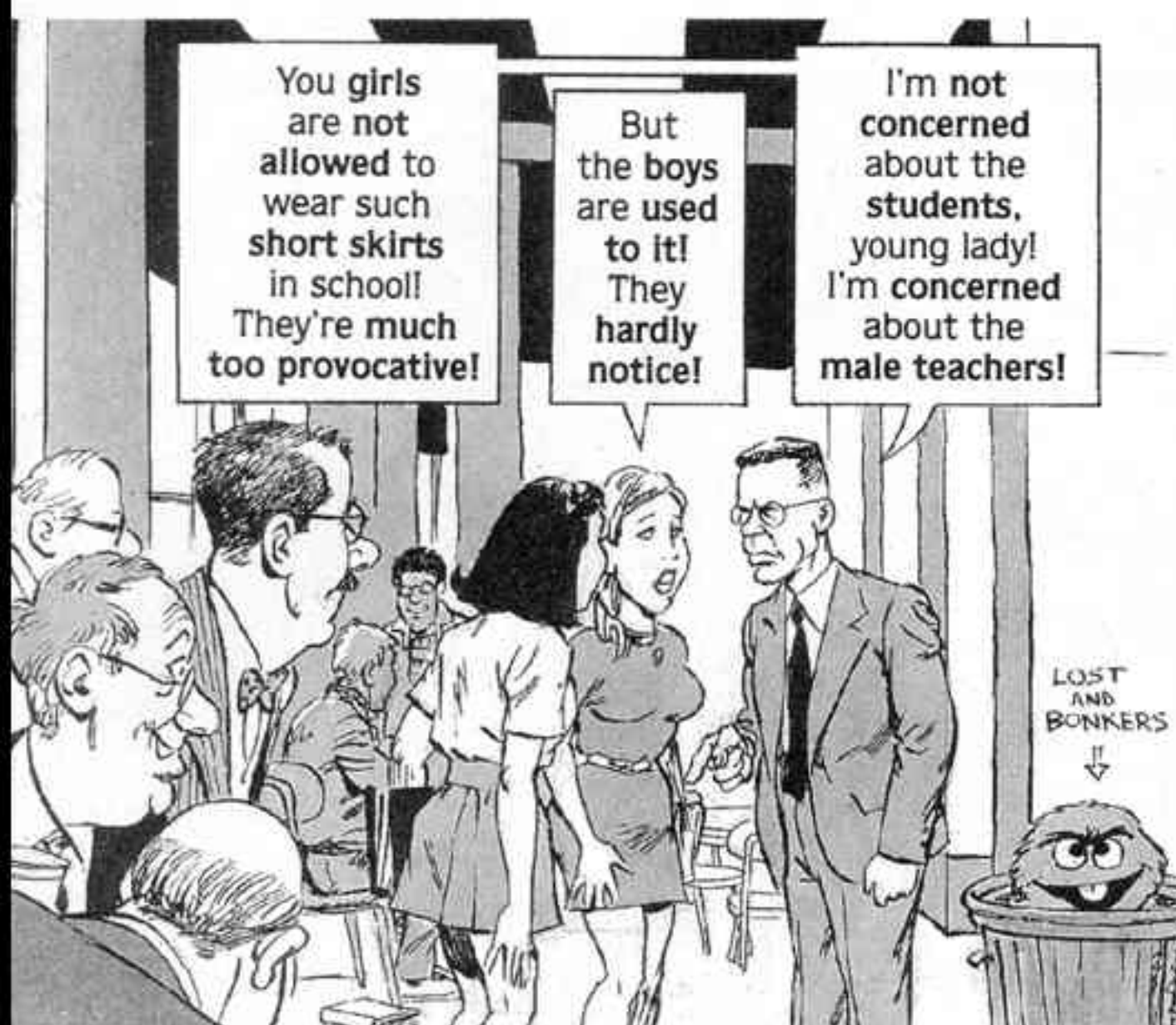
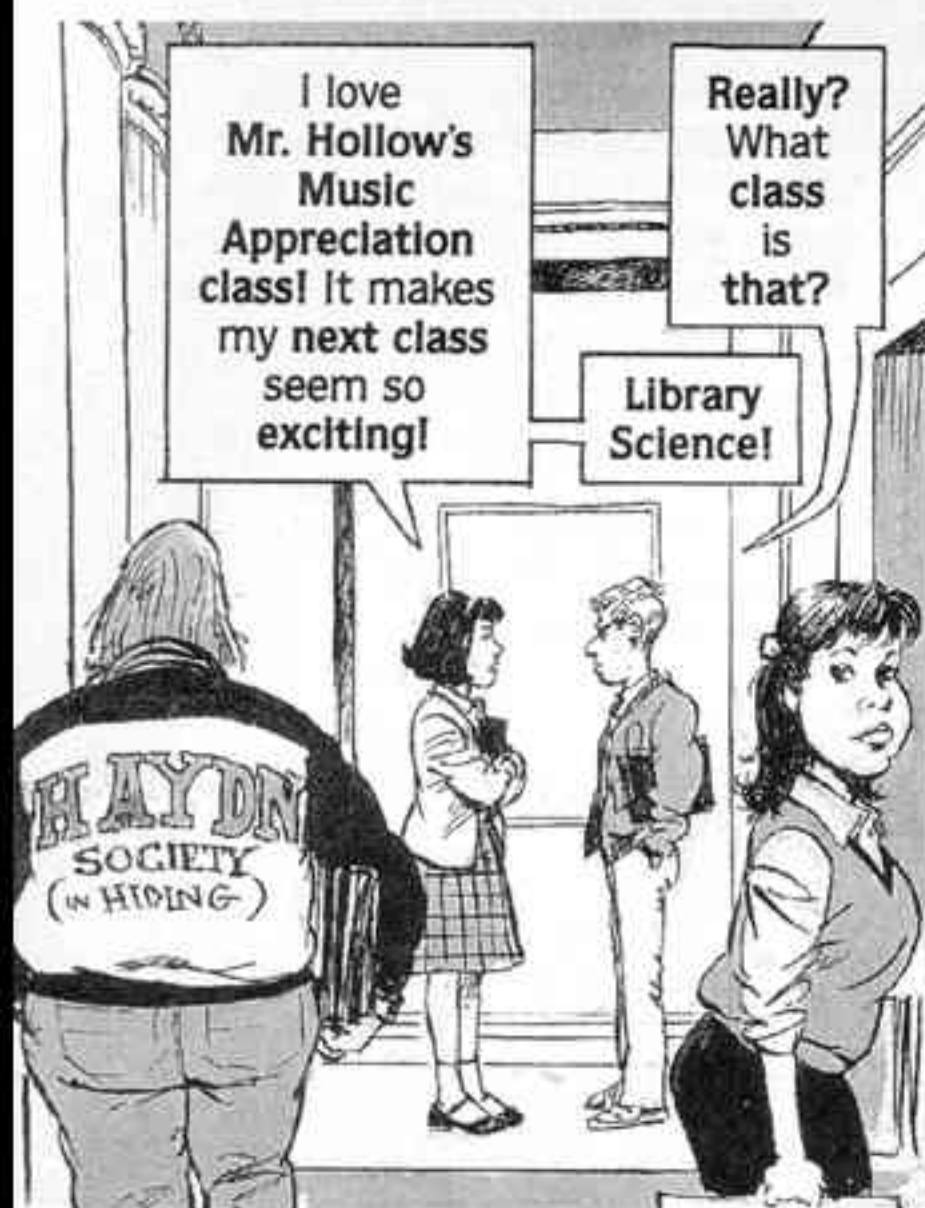
Will move everything in your house for FREE, while you're at work! The Chico Loco Gang 555-1968.

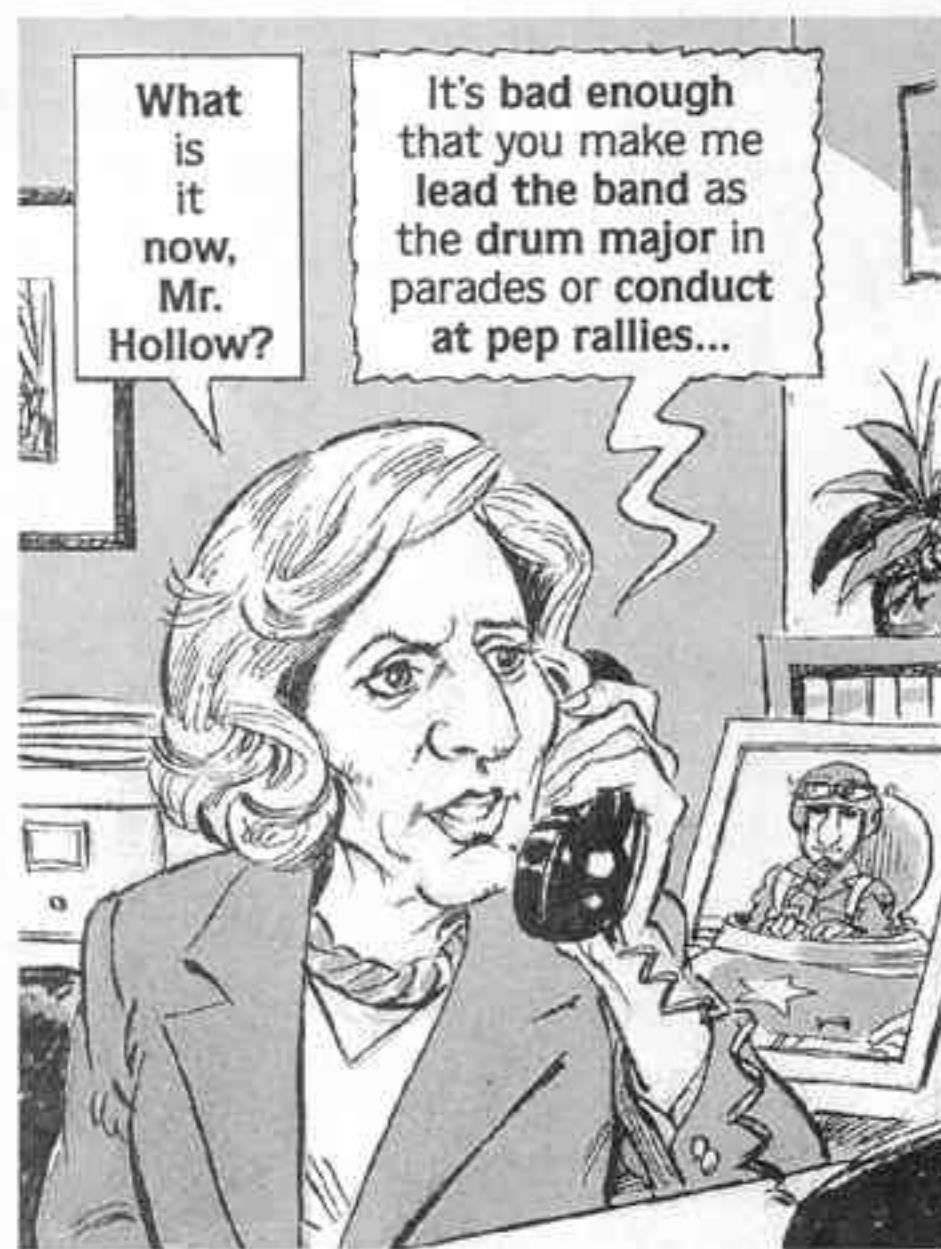
THE CONFUSING CAVALRY CONFRONTATION

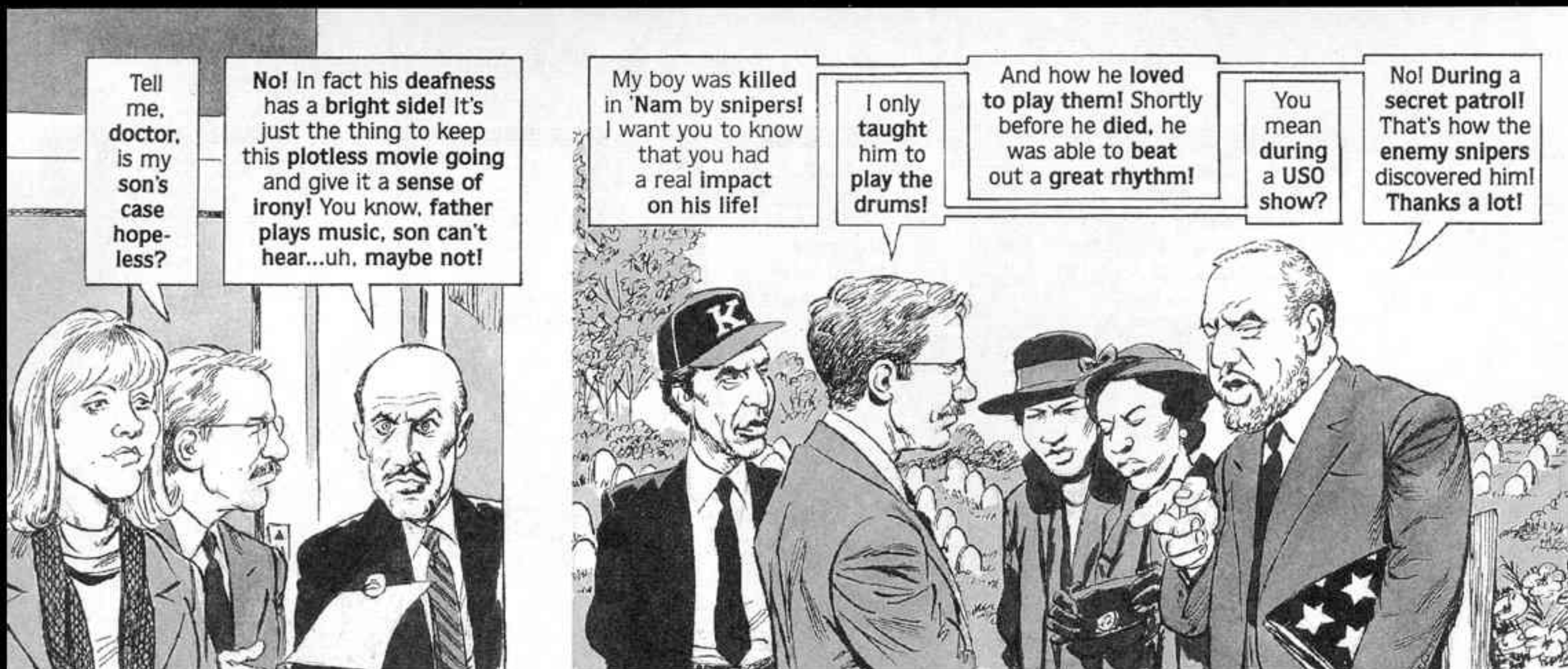


NOW THAT IT'S ALL OVER — if dogs are any indication, it's a good thing dinosaurs became extinct before we had to walk them!

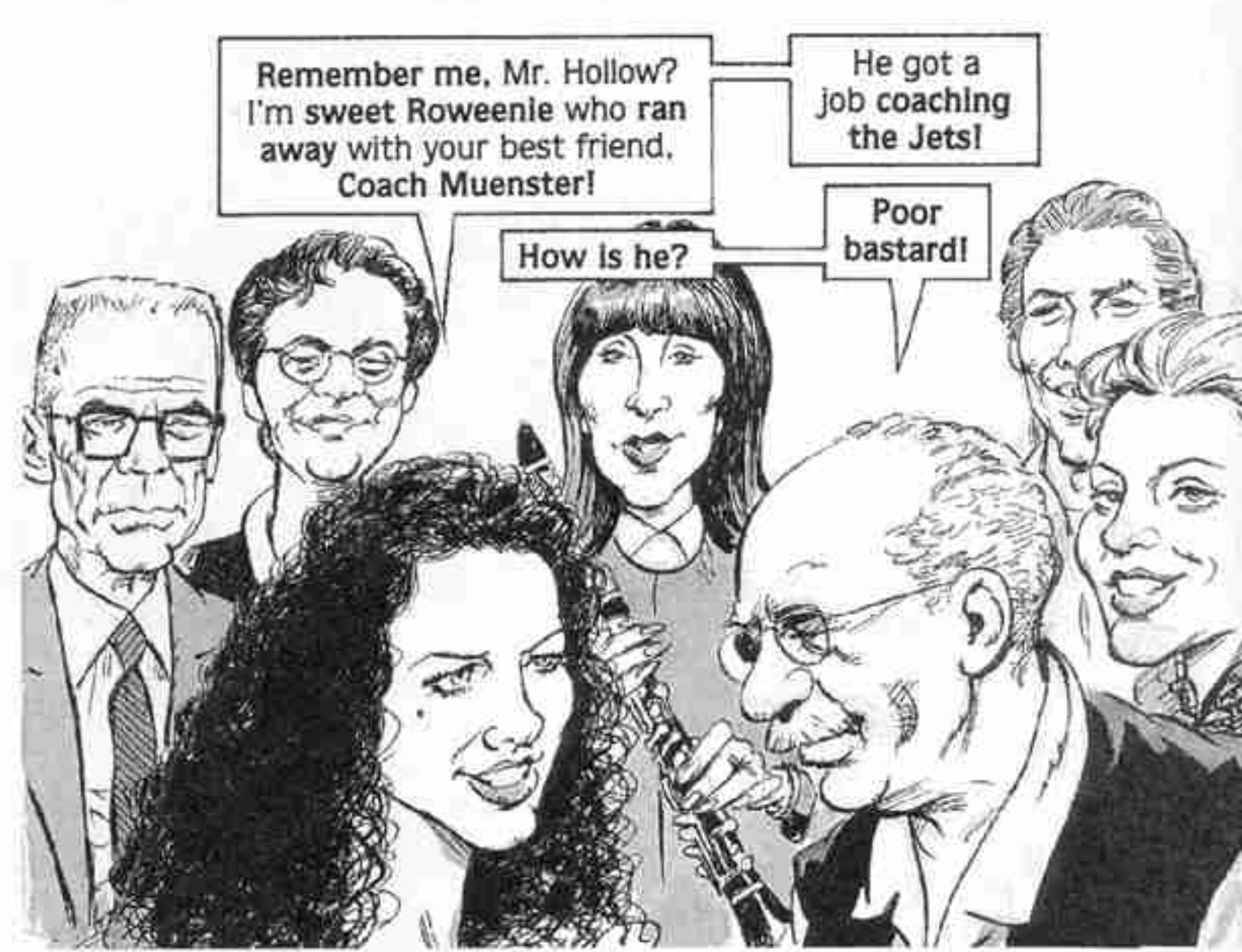
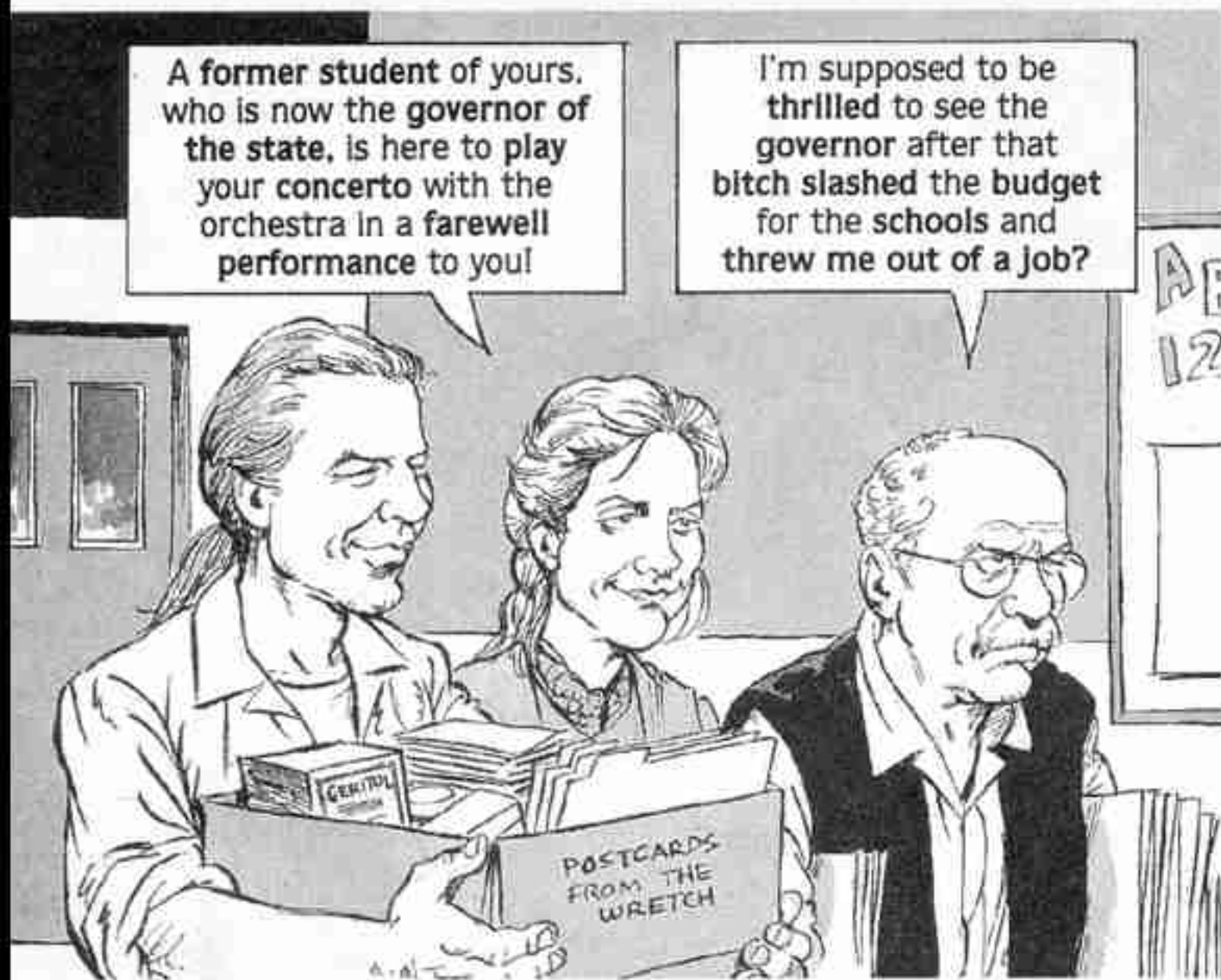








NOW THAT IT'S ALL OVER — did you ever draw anything better on your Etch-A-Sketch than "stairs"?



Question: What's the difference between Cable TV and Dracula? Answer: Dracula only sucks at night! Yes, Binky, the world is full of obvious, yet often overlooked differences! That's why we, the ever observant morons at MAD, have provided you with this handy-dandy chart which answers definitively . . .

WHAT'S THE DIFFERENCE?

ARTIST: RICK TULKA

WRITER: MARK EVANIER

	RUSH LIMBAUGH	THE CBS TELEVISION NETWORK	THE NEW YORK METS	A McDONALD'S HAMBURGER	WINDOWS 95
PRESIDENT CLINTON	One is the spiritual leader of millions and the most powerful man in American politics. The other one is President.	President Clinton wouldn't have dumped Connie Chung.	The Mets have balls.	Some women in Arkansas have never had a McDonald's hamburger.	There are a few people around who can figure out Windows 95.
THE GOODYEAR BLIMP	The Goodyear Blimp is a slightly smaller bag of gas.	Some people have actually seen the Goodyear Blimp.	The Goodyear Blimp will make it to the World Series.	You could theoretically eat the Goodyear Blimp.	The Goodyear Blimp takes less than thirty minutes to load.
RUSSIA	Russia eats less.	It's possible to be entertained watching what's happening in Russia.	The Russians still have things of value to offer in a trade.	If you look hard enough, you can find meat in Russia.	Russia's system crashes only once every 60 years.
MADONNA	Madonna could get sex even if she weren't rich and famous.	Madonna goes into more bedrooms at night.	Madonna occasionally has a hit and scores much more often.	Not everyone has seen the buns of a McDonald's hamburger.	Windows 95 operates on fewer desktops.
THE TITANIC	One is a huge, destructive disaster and the other was an ocean liner that sank.	The Titanic will someday be raised from the bottom.	There's more dead wood on the Mets bench.	The Titanic gave people less of a sinking feeling when it went down.	The Titanic required fewer operating manuals.



**WHAT DOES A
COLLEGE
DEGREE
STILL ASSURE
TODAY'S
GRADUATES?**

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

Let's face it, the years spent in college basically add up to four years of keg parties with a little studying thrown in! But life after graduation means touring Europe, getting a job and living on your own. To find out what else today's graduates have to look forward to, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"

BASIC LEARNING IS ABILITY TO THINK



**DECORATED COLLEGE CAMPUSES BRING GREAT PARADES
OF PARENTS AND GRADUATES TO ENJOY THE SATISFYING
CEREMONIES. BUT THE REALLY EXCITING PAYOFF A STUDENT
LOOKS FOR IS A FINANCIALLY REWARDING LIFESPAN**

A ▶

◀ B

A Fairy Tale We'd Like To See

