

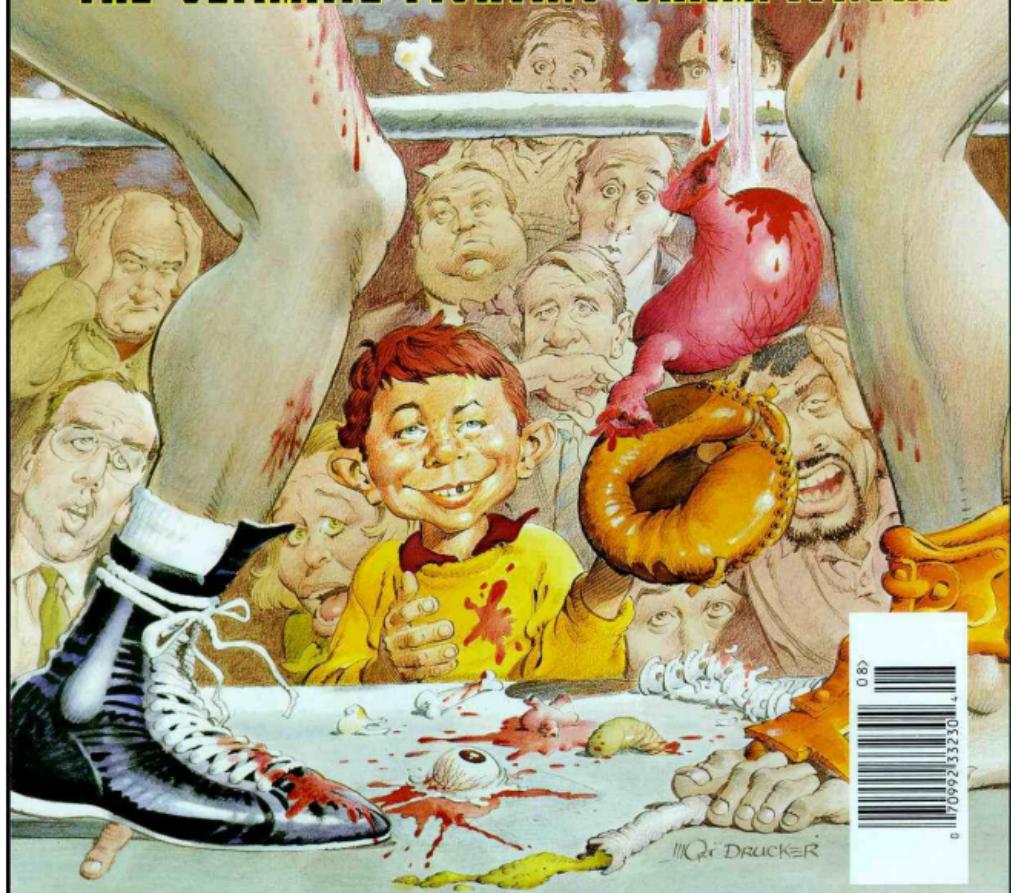
NO.  
348  
August  
1996

# MAD

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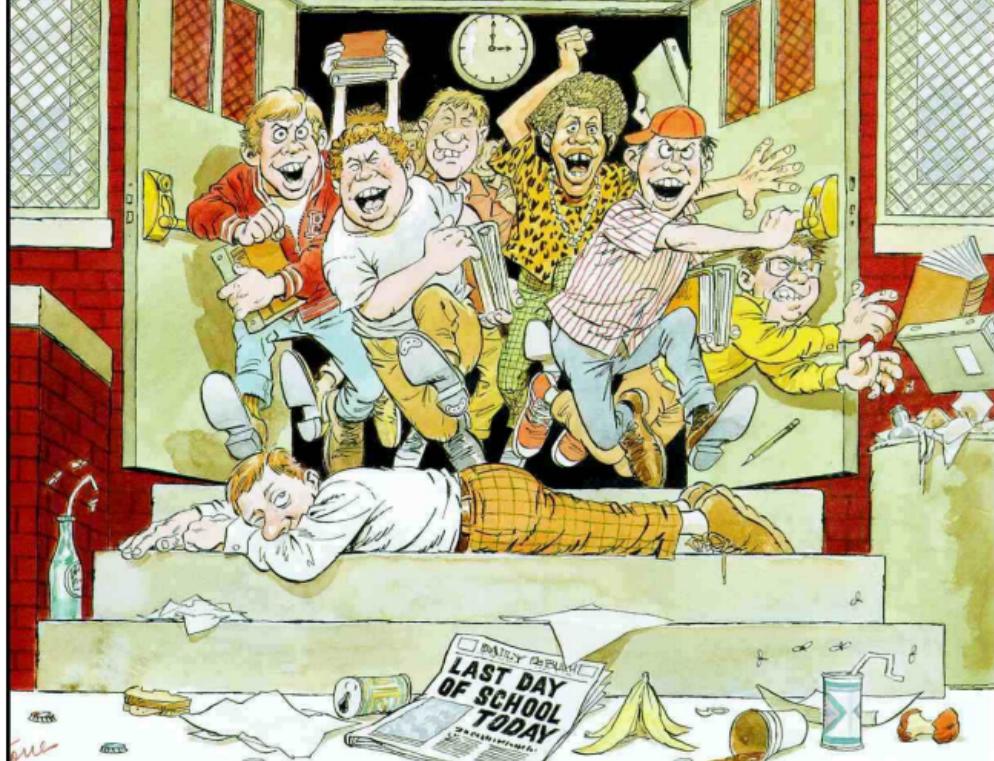


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# WHY KILL YOURSELF?

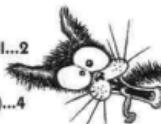
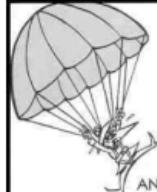


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AUGUST  
1996

# MAD

NUMBER  
348

"A college jock is someone who minds his build instead of vice versa!"  
— (Fred E. Neuman)



DO YOU WANT PRIZE WITH THAT? DEPARTMENT: **The Worst MTV Contests of All Time...**27



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I DON'T THINK SO!



FRONT COVER ARTIST: MORT DRUCKER

BACK COVER ARTIST: SERGIO ARAGONES BACK COVER WRITER: DESMOND DEVLIN





# TOMATOES DEPARTMENT

## PUS AND MINUSES



"The Zit" — The Goo, the Bad and the Ugly!

"The Zit" (MAD #345) was the grossest, most stomach-turning thing I recall seeing in any issue of MAD — and that covers almost four decades of MADness!

John Berger  
Honolulu, HI

As subscribers to your magazine we have become used to varying degrees of sickening material (and learned to like it, by the way). However, we find ourselves disgusted with the back cover of issue #345, intelligently called "The Zit." Only dim-witted morons such as yourselves could possibly find something so inexpressibly nauseating to be the least bit amusing. Please, for future reference, keep in mind that there are those of us who do not feel the urge to burst into hysterical laughter at the sight of a boy drowning in an explosion of his own pus and vital organs.

Libby Perkowski  
Ana Nersessian  
New York, NY

Picky, picky, picky! —Ed.

Upon reaching the end of MAD #345, I was disgusted to find "The Zit." What in the world made you deem this humorous AND fit to print? No one in his right mind with any kind of standards would! — Never mind.

Charlie Armstrong  
Rockford, MI

The back cover of MAD #345 has got to be one of the all-time greats! Your artists have always been the best (my all-time favorite is tied between Basil Wolverton and Al Jaffee!) Since I have every MAD you have published — I rate issue #11, May, 1954 as your best cover ever, and #345 for best back cover!

Dave Jones  
65 years "young"  
Camano Is., WA

Your kind letters about our "Zits" made us break out — dare we say gush! — with warm feelings! —Ed.

You'll  
"flip over"  
our  
newest  
Super  
Special!



A Special  
so Special  
it has  
Two Special  
Covers  
Especially  
for you—  
Pretty  
Special,  
Huh?

MAD'S  
DOUBLE-SIDED  
SUPER SPECIAL  
ON SALE  
NOW!

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**GAYS OF OUR LIVES DEPT.**

Here's a movie that does nothing to quash the negative stereotypes about a much maligned group, a group that for too long has been unfairly and inaccurately portrayed in motion pictures, humiliated and scorned on television, and bashed and attacked by the public at large. Of course, we're talking about right wing Republicans! Here's...

Don't same sex marriages like yours and Almond's create sexual confusion?

Nonsense! The real confusion is with bisexuals, poor dears! I know one who just got engaged!

Who's he going to marry?

Himself!

# LA CAGE A FALIX PAS



Some politicians say that gay relationships like yours and Albare's are a threat to the American family!

I don't understand that! We are the proud, loving parents of a son, unlike the childless Pat Buchanan and his wife!

And neither of us would ever dream of abandoning our children and our mate who was in the hospital recovering from cancer surgery to run off with someone else like Newt Gingrich did!

Nor would we have ever screwed around outside our relationship, which is more than you can say for Bill Clinton! Tell me, just what kind of an American family are they talking about?

DRUCKER

# The nerdcage

ARTIST: MORT DRUCKER WRITER: STAN HART



## KABARET

There's no sex or violence in this movie! Why does it have an "R" rating?

For the effect it might have on children! The shock of seeing a loving, caring couple like Alibare and Almond might make a child wonder about his own parents' "normal" relationships!

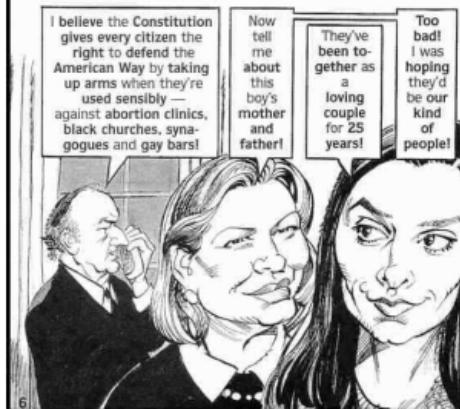
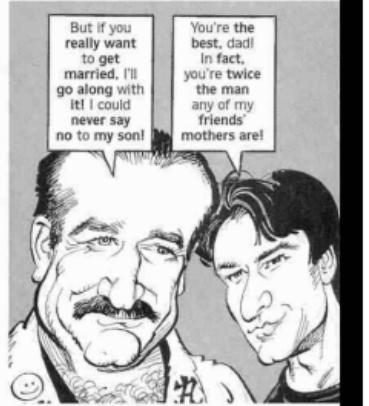
As a straight man, I feel uncomfortable watching those gay guys dance around half-naked in drag!

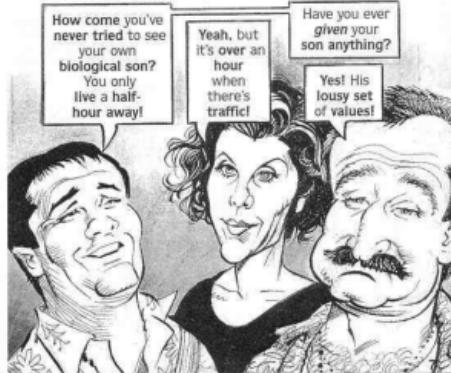
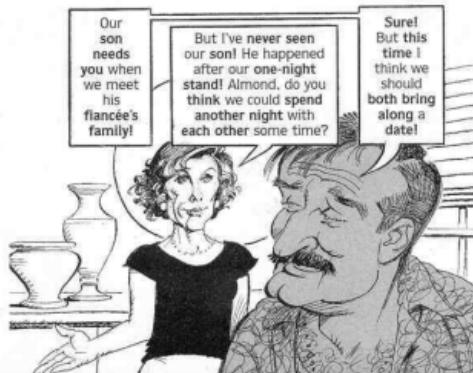
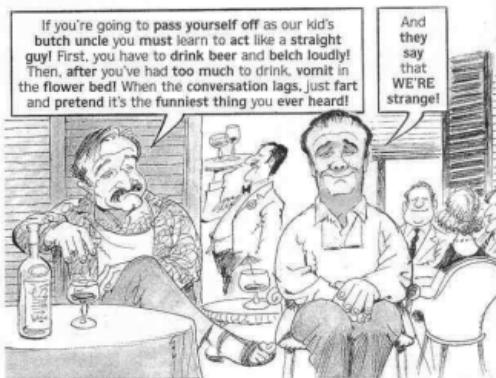
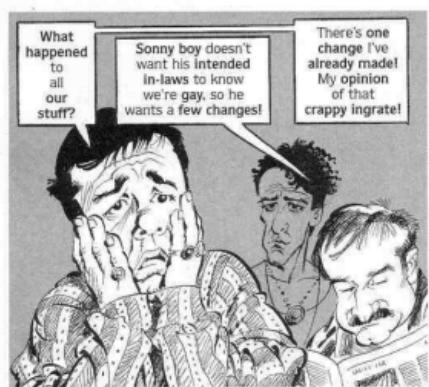
Is it because you're prejudiced?

No, it's because I'm sexually excited!

Senator Killer, your co-chairman of the Committee to Keep the Government Out of Everything Except the Bedroom and the Doctor's Office has just been found in a prostitute's room! She told the cops that when they started making love, he just lay on the bed motionless! They say he's dead!

I don't believe it! If that were a sign of death, my wife would have been pronounced dead years ago!





My little girl said your name was "Goldman"! You folks aren't Jewish by any chance, are you? I don't like Jews any more than I like homosexuals!

Wheel! That is two for two!

No, sir, we're not Jewish!

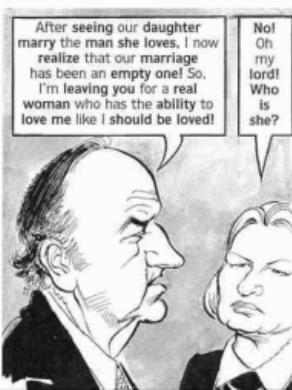
First he denies my sexual identity and now he denies his own religious heritage! Alibare was right! This kid really stinks!

Where's your mother? We would really like to meet her!

Did someone ask for "Mama"? Well, here I am!

This charming lady is your mother? I'm surprised that she's old enough to have a grown son!

That's only the first of many surprises "Mama" has in store for you, bubella!



Hey, baby! How's about coming home with me?

Why should I do that?

I'd like to prove my father wrong by showing him that my mother is not the ugliest woman in all of South Florida!

After seeing our daughter marry the man she loves, I now realize that our marriage has been an empty one! So, I'm leaving you for a real woman who has the ability to love me like I should be loved!

No! Oh my lord! Who is she?

Mrs. Doubtfire!

## AN EMBARRASSMENT OF RICHARD'S DEPT.

Not long ago, people who wanted to stay in shape went to the gym. Today, they go to the "health club" or "fitness center." The difference? About \$50 to \$75 a month! Yes, Spandex Breath, the cost of working the lard off your buttocks is

steeper than ever, which is why it's a good idea get some expert advice before plunking down your hard-earned drachmas! Of course, if you can't get any expert advice and you're really desperate, you can always take a look at . . .

## MAD'S GUIDE TO

# HEALTH CLUBS & *Fitness Centers*

ARTIST: PAUL COKER WRITER: DICK DEBARTOLO

**JOINING** Once you've made the all-important commitment to join a health club, you must then decide exactly when to join! This is a critical decision, one that calls for foresight and careful planning. Make sure you don't join the one day of the year they're not having a special "limited time" sale!

You paid \$3 to rent Shaggy's because it couldn't be as bad as people said it was...Aren't you the genius?



## SNEAKY SALES TACTICS

Don't be impressed or fooled by high-energy come-ons! Listen carefully to what the salesperson says! What sounds like a good deal may not be!

Sign up now and you're guaranteed to avoid the price increase that's due to come before the end of the millennium! And since my boss isn't around, I'll make you an extra special deal! Buy a lifetime membership today and I'll give you another six months free!



## THE CONTRACT

Before signing on the dotted line, be sure you fully understand the terms of your membership. Health clubs that entice you with ridiculously low rates often provide only limited access.

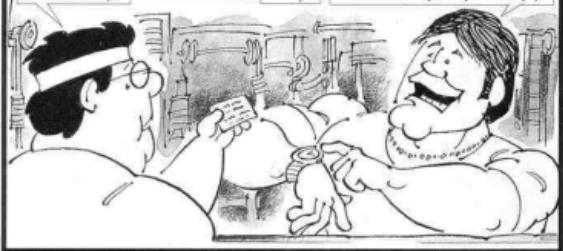
Sorry, you have a "limited access" membership! You can't enter during peak hours!

Before work from 7 AM to 12 PM, lunch hour from noon until 4 PM, and after work from 5PM until closing!

When are they?

But that means I'm only allowed inside an hour a day!

Yes, but remember, during that hour you have access to all our facilities...uh, except the weight machines, free weights, stationary bikes, treadmills, stairmasters, swimming pool, sauna and basketball courts! But boy, do we have one fine pull-up bar! Enjoy!



## TOURING THE CLUB

It's a good idea to tour and inspect the facilities of any health club before joining, preferably during lunch hour or right after work to see how crowded it gets.



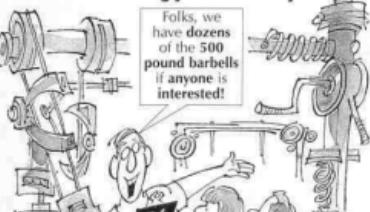
### Important things to note:

How long do you have to wait to use the more popular machines?

Are there enough lockers available?

## AVAILABILITY OF EQUIPMENT

When a fitness center claims it has "multiple sets of top-flight equipment," make sure that equipment is something you can actually use!

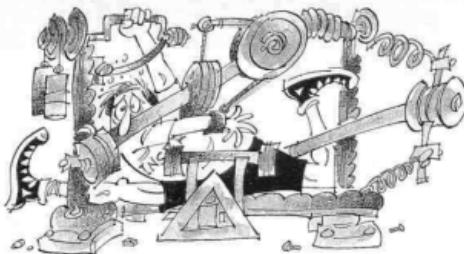


## THE EQUIPMENT

A good club provides a wide variety of equipment so that you can work each muscle group individually. Beware of clubs promoting machines that claim to "do it all."



Yep, this baby works your biceps, triceps, quads, glutes, pecs, abs and upper knee caps! I don't think you'll need any lessons on how to use it, but if you have any questions ask the instructor! He's the one caught in the machine!



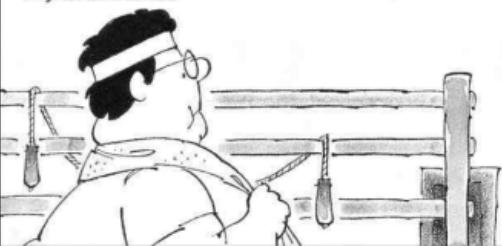
## CLUB MERCHANDISING

To increase profits, many clubs sell clothing and other merchandise with their logo on it. While this is an acceptable practice as a side business, beware of clubs that carry it too far.



## CLASSES

A quality club should offer a varied selection of free classes in such activities as Aerobics, Yoga and Step. Think twice before joining a club that offers only esoteric classes!



UNDERWATER JOGGING  
MONDAY/FRIDAY 8 PM

WEIGHT WEAVING

TUESDAY/FRIDAY 7 PM

STEAM ROOM TENNIS  
SATURDAY 2 PM



# HEALTH CLUBS & Fitness Centers

## PERSONAL TRAINERS

Be sure to choose an experienced and fully qualified Personal Trainer, one who works out regularly and appears physically fit. On the other hand, beware of Personal Trainers who are **too** physically fit. They are likely to pay more attention to themselves than to you!



## Important Question:

Is the Personal Trainer skilled at exercising **ALL** of their client's muscle groups?



## GYM ETIQUETTE

It is acceptable to strike up a conversation with other club members and to make plans to meet later for coffee or dinner. However, one should not join a health club strictly with the intention of making out. Pushing for commitment at a health club is **not** a good thing!



## APPAREL

Gym clothes should be laundered after each use. If you notice a foul odor when opening your locker, consider washing your workout clothes. If your workout clothes have eaten through your metal locker door, you will have to replace both them and the locker!



## DON'T RUSH YOUR DECISION!

With hundreds of health clubs in every city, your entire exercise program can consist solely of "checking them out"! Ask for a free trial workout at each one and you won't have to actually join a club for years! Then, just use a different name and start the process over!



**HIGH LIFE'S A BITCH DEPT.**

A lot of music fans couldn't dream of a better fate than becoming a rock n' roll superstar! Wouldn't it be fantastic to be as talented as Hootie, as rich as Paul McCartney, as newsworthy as Michael Jackson, um, to be like Hootie or Paul McCartney? To quote the great Freddie Mercury, "No, no, no, no, no, no, NO!" Believe it or not, hitting #1 can just be a bunch of number two, as you'll learn in...

# THE HIDDEN DRAWBACKS OF Rock SUPERSTARDOM

Before your world

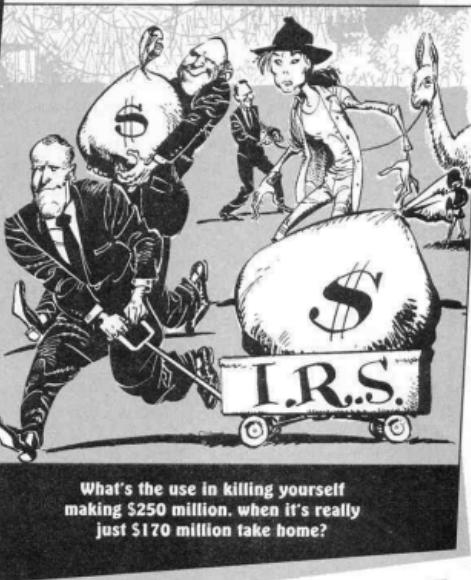
tour, you have to learn how to say,

"I want that sequined cape pressed NOW, you worthless piece of crap!" in eight different languages.



You have absolutely no control  
over the type of person who wears  
your face on their T-shirt.

It's just not humanly possible to give full and equal attention to all five of the groupies in your vibrating water bed.



What's the use in killing yourself making \$250 million, when it's really just \$170 million take home?



When the drinks are watery, the food is lousy and the in-flight movie sucks, you can't complain about it because you own the plane.



You'll never truly know whether or not the 18-year-old doing the wild thing with you behind the concert arena escalator genuinely loves you for yourself.



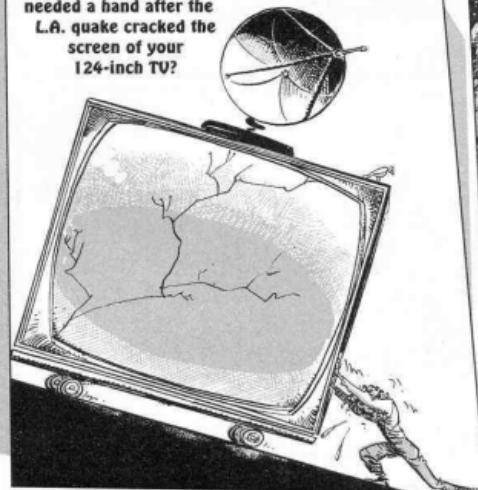
**Those crazy, unfounded drug rumors start whenever one of the guys in your band drops dead onstage at age 27.**



**When you get front row seats at the MTV Awards, you can only pick your nose during commercials.**

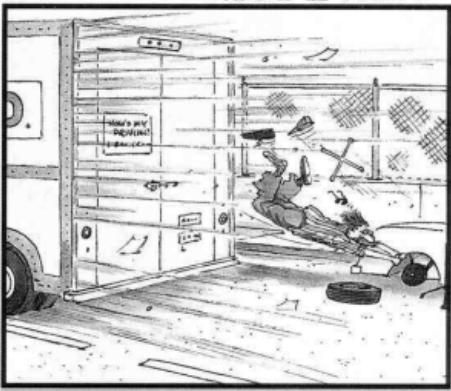


**Every time starvation or tornadoes hit, you're expected to drop everything and help out with the charity single - but did anybody ask you if you needed a hand after the L.A. quake cracked the screen of your 124-inch TV?**



**The complimentary courtside seats to all those NBA games increase your chances that one of the sweaty players might brush up against you while diving for a loose ball.**

THEM'S THE BRAKES DEPT.



The more you paid for a socket wrench, the faster it will roll towards the garage floor drain when dropped.

A tire that goes flat on a high-speed expressway will always be located on the driver's side of the car.

AS A PUBLIC SERVICE, MAD IS OFFERING SOME TIPS FOR ALL YOU AUTO ENTHUSIASTS WHO LIKE TO PUT ON YOUR COVERALLS, GET UNDER THE HOOD

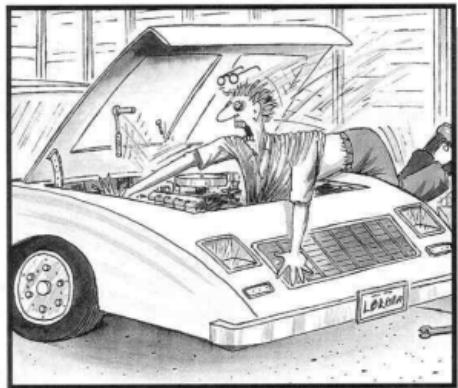
# THE CAST IRON LA

ARTIST AND WRITER: TOM CHENEE



Virtually any part you remove from a car parked on a sloped drive-way will be directly connected to the emergency brake system.

An airbag that fails to inflate during a collision will always inflate when you attempt to carry it back to the auto parts store in your pocket.



A part that can only be adjusted while the engine is running will always be located one inch or less from a spinning fan belt.



A horn that never works will refuse to shut itself off if you attempt to repair it after 2:00 a.m.

AND GIVE IT THE OL' LUBE JOB...AND PEOPLE WHO LIKE TO FIX CARS, TOO! SO, IF YOU WANT TO ADD NEW SPARK TO THOSE PLUGS, MAKE SURE YOU KNOW...

# WS OF CAR REPAIR

When you traveled to England last month you decided to pull out all the stops and go first class — so you had beef for dinner every night...Aren't you the genius?



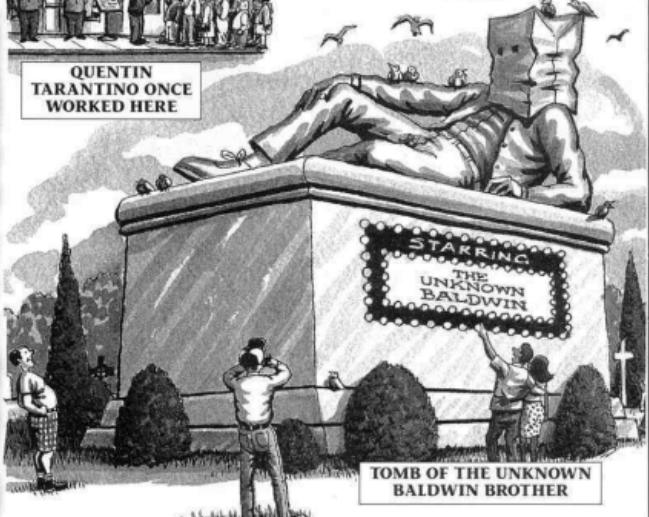
The least expensive and most frequently replaced part on your car can never be reached without first removing the entire engine.

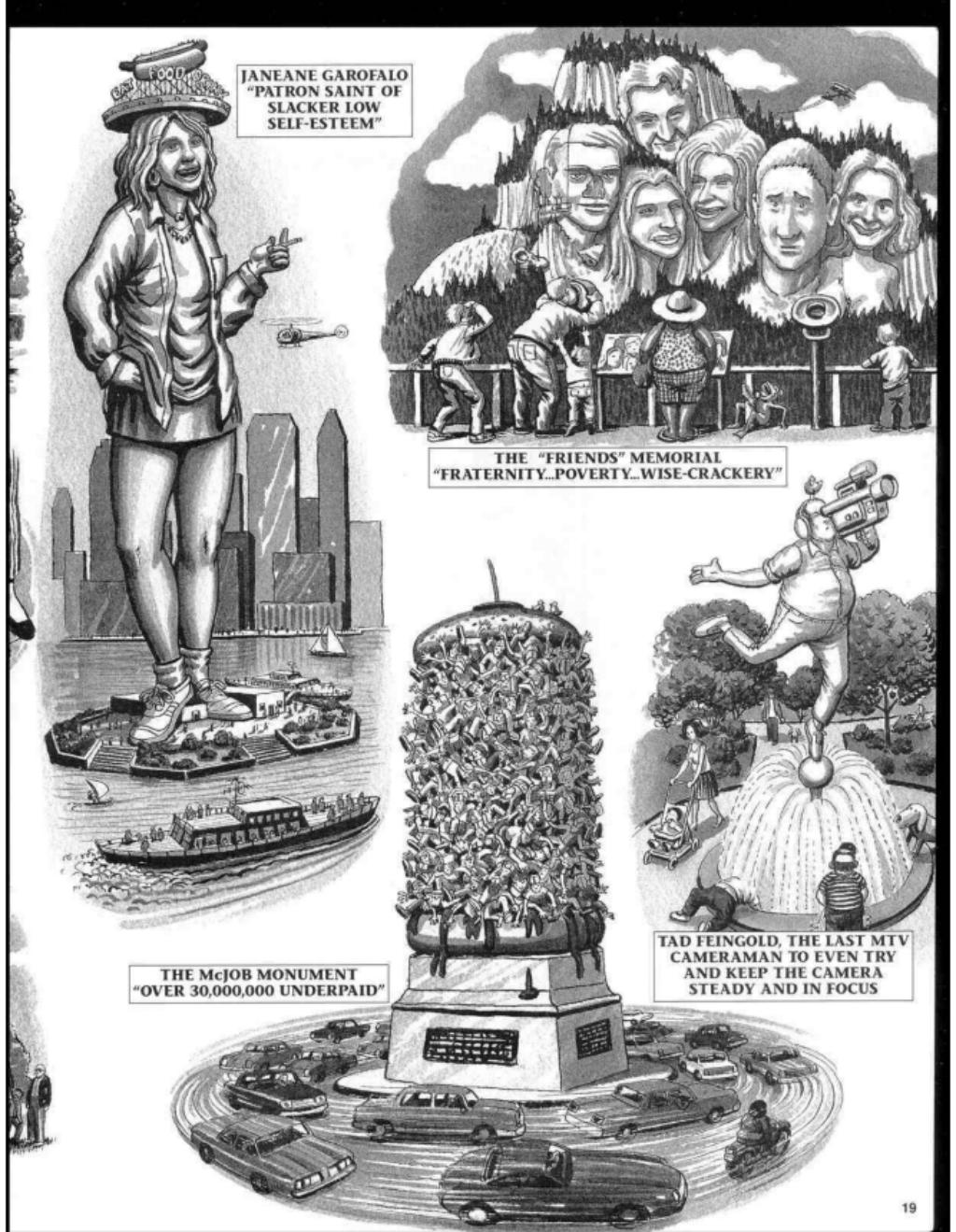


A grease gun will never accidentally discharge, unless it's pointed at an open car window.

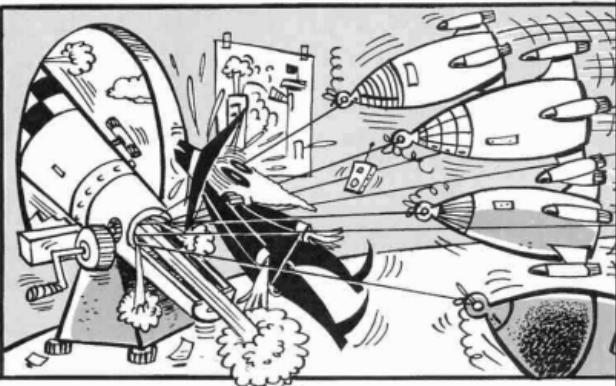
## PLAQUES TO THE FUTURE DEPT.

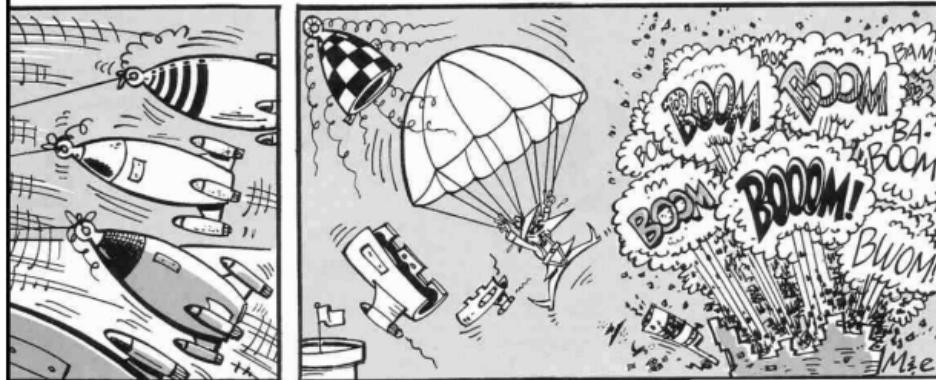
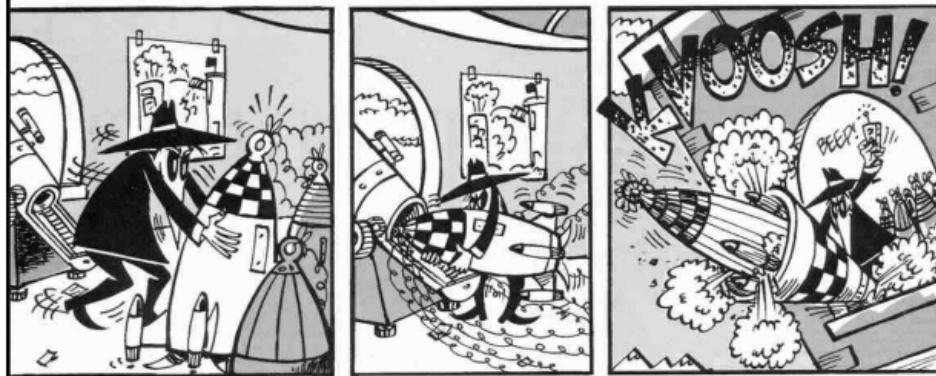
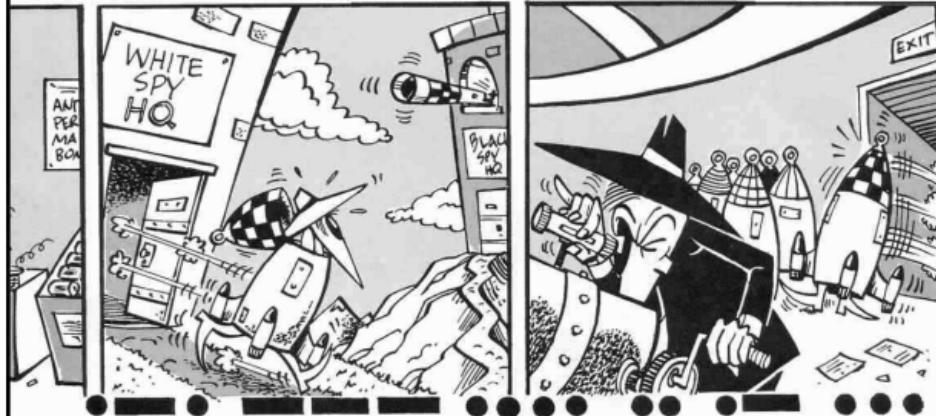
Every generation has left its mark on the landscape, whether it be statues of great leaders, monuments to important achievements or plaques on the sites of heroic battles! But let's face it, by the start of the Baby-Boom Generation, all the good statue ideas had already been taken! Somehow a "Woodstock" plaque on a big rock in a field just doesn't measure up to the Lincoln Memorial or Mt. Rushmore! But, hell, the Boomers had it easy compared to the generation that came after them! Today's young adults, the "Slackers," the "X-ers," have to try and glorify this pitiful era with these...





JOKE AND DAGGER DEPT.





At the beginning of last football season you bought a Cleveland Browns hat, shirt, pennant, bumper sticker and windbreaker to show you're the most loyal Browns fan in Cleveland...Aren't you the genius!

## THE SINGLES SCENE

Give me a break! You're not gonna use that old line, "My wife doesn't understand me," are you?

Not at all! My wife understands me very well!

That's why she's divorcing me!



### BERG'S-EYE VIEW DEPT.

## COURTROOMS

Do you swear to tell the truth, the whole truth and nothing but the truth?

Sure, so long as the lawyers do the same!



## CAR JACKING

This is a gun and I'm not fooling around! Get out of the car!

But my son is asleep in the back seat!



## RULES



# R SIDE OF...

ARTIST AND WRITER: DAVE BERG



## WILLS



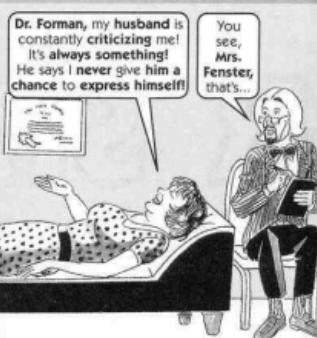
## PHILOSOPHY



## FINANCES



## THERAPY



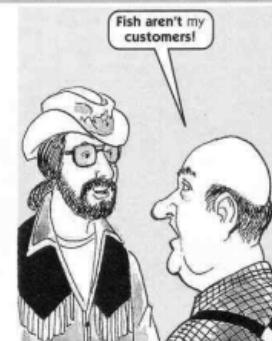
## PREPAREDNESS



## SALESMANSHIP



## EXPERTISE



In the '80s you read about one airline crash too many and decided from then on you'd travel only by Amtrak....Aren't you the genius!

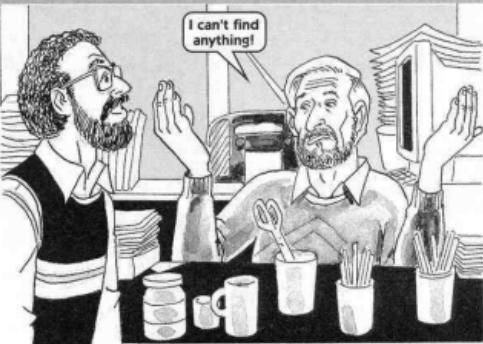
## ACTIVITY



You're right, Lydia! I'm gonna roll up my sleeves and go to my workshop in the garage!



## THE OFFICE



## SHOPPING



When Michael Jordan retired you gave up your Bulls season tickets because you just knew you'd never get to see him play basketball again...Aren't you the genius?

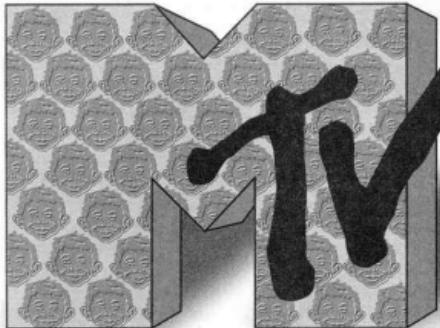
## DOCTORS



**DO YOU WANT PRIZE WITH THAT? DEPT.**

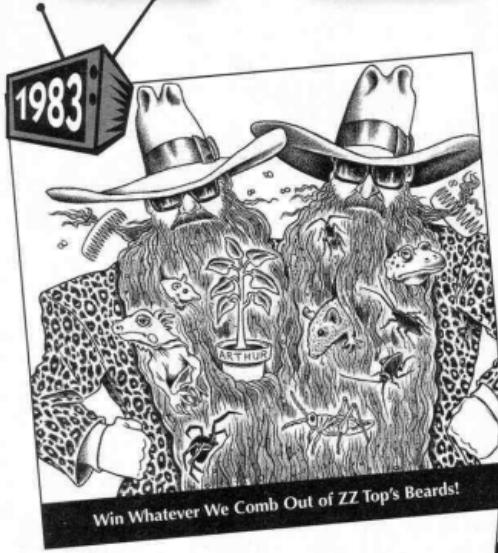
When you think of MTV, what immediately comes to mind? Great videos? Umm...not lately! Clever game shows? Never! Cheesy contests? Bingo! Who in their cotton-pickin' mind thinks up their lame promotions? Win Bon Jovi's dilapidated old house! Win Michael Jackson's guitar! (Yecch! Who wants to touch anything of his?) And those are two of their better ideas! If you want to know the really bad ones, then put down that remote control and read...

# THE WORST



# CONTESTS OF ALL TIME

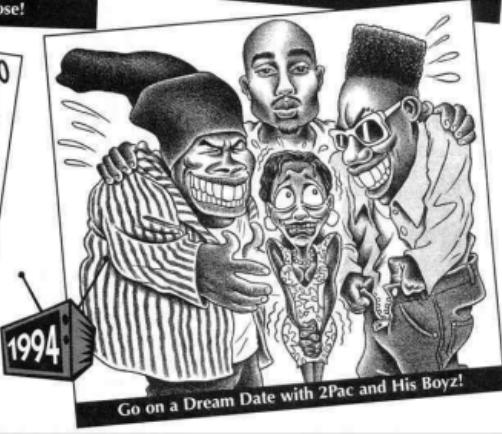
ARTIST: RICK TULKIKA WRITER: DESMOND DEVLIN



Win Whatever We Comb Out of ZZ Top's Beards!



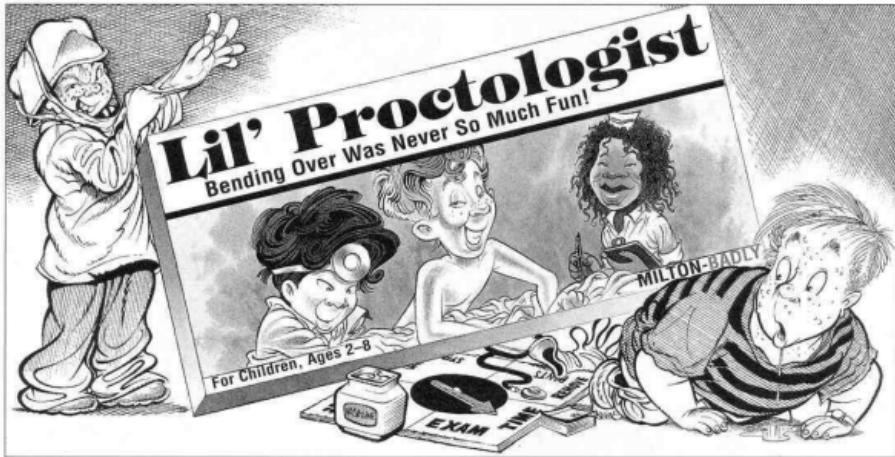
Go Camping with Boy George!





**TOYS AREN'T US DEPT.**

EACH YEAR, TOY MANUFACTURERS COME UP WITH THOUSANDS OF IDEAS FOR NEW BOARD GAMES. A SELECT FEW ARE PRODUCED AND GO ON TO BECOME KIDS' FAVORITES (E.G. MONOPOLY). OTHERS ARE PRODUCED AND GO ON TO BE MASSIVE FAILURES (E.G. THE MAD MAGAZINE GAME)! BUT, FOR ONE REASON OR ANOTHER, MOST NEVER EVEN MAKE IT PAST THE DESIGN STAGE, LIKE THESE . . .



**REASON FOR REJECTION:** Small children may choke on enclosed rubber gloves.

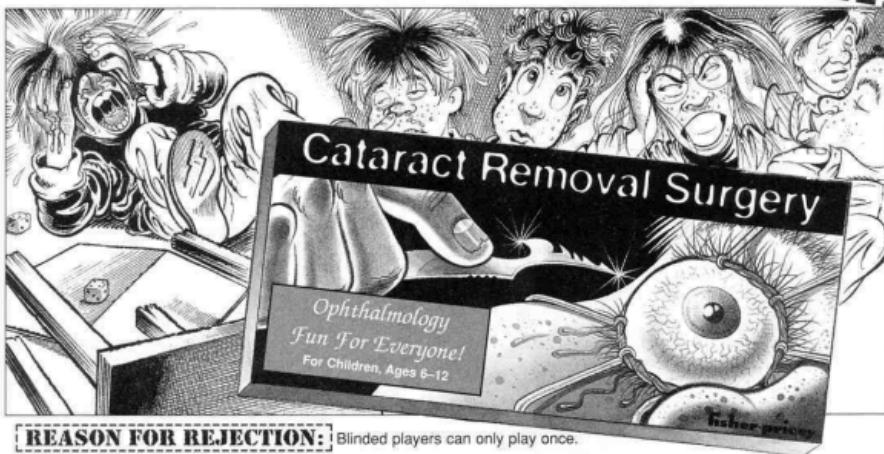


**REASON FOR REJECTION:** Consumers likely to be interested in a professional wrestling game probably unable to read the instructions.

# BOARD GAME REJECTS

ARTIST: STEVE SMALLWOOD

WRITER: MICHAEL GOODWIN



**REASON FOR REJECTION:** Blinded players can only play once.



**REASON FOR REJECTION:** Company attorneys felt selling handguns to minors was "probably illegal."

When the PLO and Israel signed their milestone Peace Accord, you said to your wife, "Honey, it's finally safe to hook that vacation to the Middle East..."—Aren't you the genius!

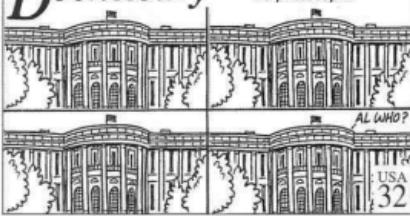
True, the postal service recently released postage stamps honoring the 100th anniversary of the comic strip ones they're honoring are really ancient, like Krazy Kat, but the Yellow Kid! This got us stuck on a first class idea: how about honoring comics of more current vintage idea: how achievements! Namely, by specially delivering for their



ARTIST AND WRITER: STEVE GREENBERG

### Doonesbury

25 years of cartooning via photocopier



### ANDY CAPP

In recognition of still doing jokes about drunkenness in these politically-correct times



### beetle bailey

Saluting four decades of a U.S. military strip that's never had anything to do with actual U.S. military actions



cathy

PHAT  
BACON  
OF  
CHOLESTEROL  
INSTANT  
CELLULITE  
LARD  
LITE

Celebrating  
compulsive  
eating  
disorders

### Gasoline Alley

### and MARY WORTH

Honoring strips not popular with younger readers but which newspapers don't dare drop for fear of losing their senior citizen readers

### ZIPPY

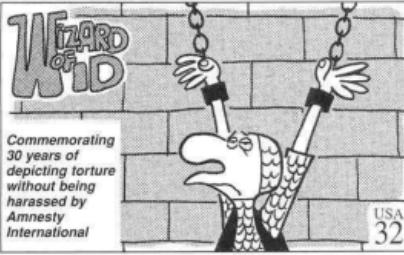
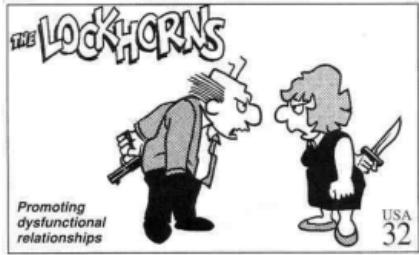
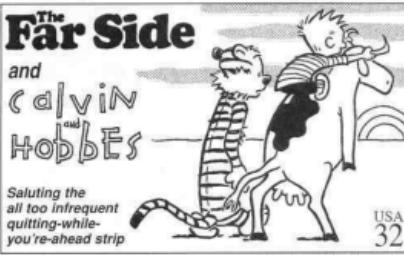
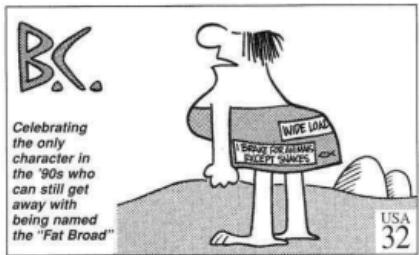
Commemorating 100th reader who actually understands all the weird nuances of the strip



VELVEETA.  
COOL WHIP.

USA  
32

When Michael Jackson married Lisa Marie you thought,  
"Hey, I guess the dude's normal after all"....Aren't you the genius!



WIZARD OF ID

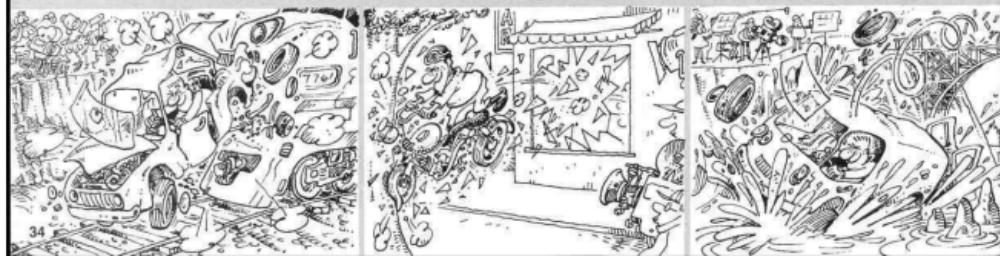
# A MAD LOOK AT



THE STUNTMEN

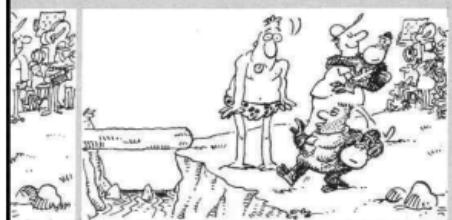
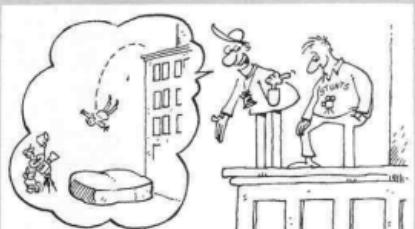
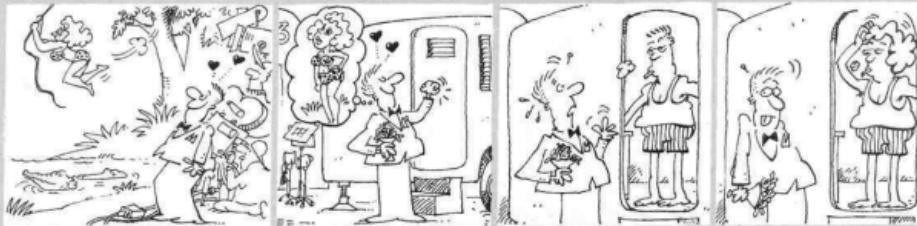


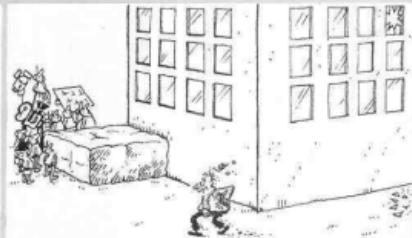
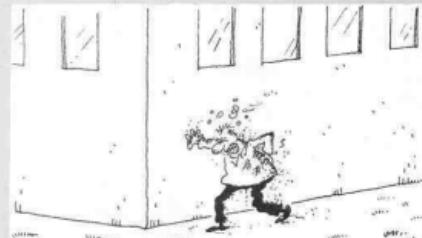
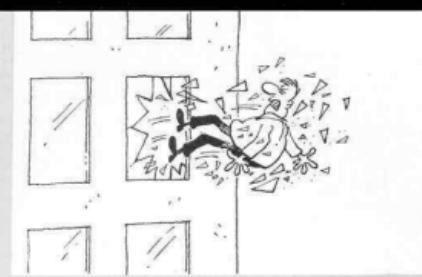
When he first appeared on MTV you had a hunch Pauly Shore would be the next important comedy talent of his generation... Aren't you the genius!



# STUNTMEN

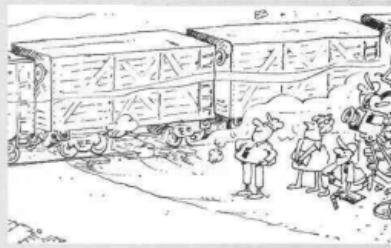
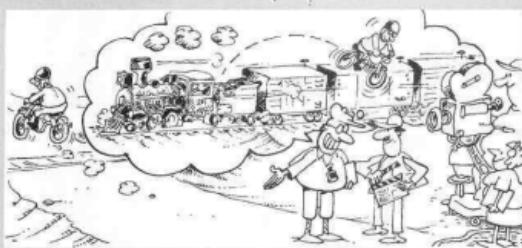
ARTIST AND WRITER: SERGIO ARAGONES





When Michael Keaton walked away from his Batman role you figured, "There goes that franchise — they can't make another Batman sequel without THE Batman"....Aren't you the genius!

Ep 3



Have you ever wondered why some poor shlub who tries to declare his 40-inch TV as a business expense ends up arguing with his cellmate over who gets to be the wife, while billion-dollar companies like U.S. Steel and Exxon get their tax refunds personally hand-delivered by the Secretary of the Treasury? Well, have you? Nah—knowing you, you're way too busy wondering what Darkwing Duck looks like naked! So we'll let you enjoy your own private mind-pluck, while you completely ignore...

# YOU'RE A CROOK



# YOU'RE A BUSINESSMAN

# CROOK CROOK CROOK CROOK

If you intimidate  
store owners into  
paying protection  
money with the  
threat that if they  
don't cough it up  
they just might  
lose everything  
-You're A Crook



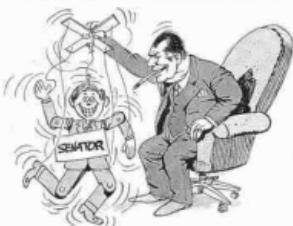
But if you  
happen to own  
a sports team,  
and treat an  
entire city the  
same way  
-You're A  
Businessman

If you insist on an  
extra 25% charge  
for making sure  
that 'nothing gets  
broke or lost'  
-You're A Crook



But if you impose the  
same fee for  
handing out the  
concert tickets  
that a machine  
just spit out  
-You're A  
Businessman

If you hire thugs  
and goons to  
bust a union  
-You're A Crook



But if you hire  
Congressmen  
to do it  
-You're A  
Businessman

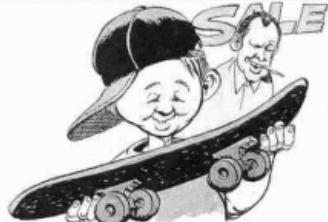
If you run off bootleg  
dubs of popular  
albums, thereby  
cheating the musician  
of the \$12 that's  
rightfully his  
-You're A Crook



But if your  
attorneys  
dream up  
a contract that  
pays the same  
musician about  
\$12 for every  
million albums  
he sells  
-You're A  
Businessman

# CROOK CROOK CROOK CROOK

If you break thumbs and crack kneecaps to make a buck  
- You're A Crook



But if you sell a skateboard or rollerblades to every putz who comes into your store, so he can go out and do the job himself  
- You're A Businessman

If you try to get someone to work for your company at less than the minimum wage  
- You're A Crook



But if you put your company in Ryder vans and move it to a nearby country where you can hire a dozen workers for less than the cost of a can of Pepsi  
- You're A Businessman

If you make cheap video copies of *Die Hard* and *Pulp Fiction* to sell on the corner or at shady street fairs  
- You're A Crook



But if you produce cheap rip-offs of those films to sell in actual video stores  
- You're A Businessman

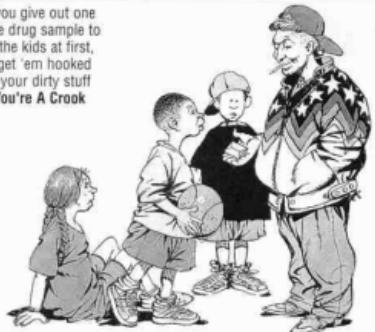
If your business involves loaning people free money, but making them cough up outrageous interest rates if they're even one second late in paying  
- You're A Crook



But if you're the president of Visa, Discover or American Express  
- You're A Businessman

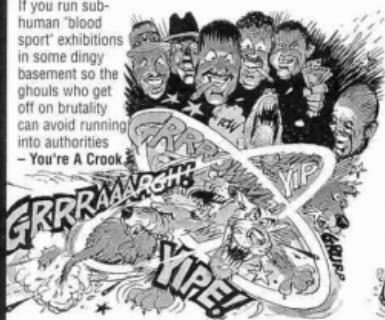
# KCROOKCROOKCROOKCROOK

If you give out one free drug sample to all the kids at first, to get 'em hooked on your dirty stuff  
- You're A Crook



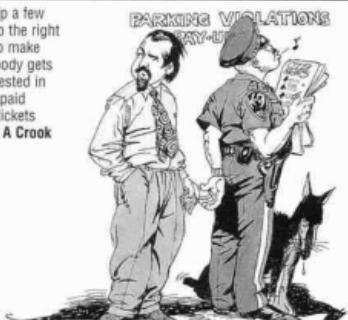
But if you de-scramble the Disney Channel for just one weekend, to get those brats to scream until Mom and Dad pony up the 10 bucks a month  
- You're A Businessman

If you run sub-human "blood sport" exhibitions in some dingy basement so the ghouls who get off on brutality can avoid running into authorities  
- You're A Crook



But if you call the whole thing the "Ultimate" something-or-other and put it on pay-per-view  
- You're A Businessman

If you slip a few dollars to the right people to make sure nobody gets too interested in those unpaid parking tickets  
- You're A Crook



But if you slip a few million dollars to the people who can make sure nobody sees those pesky research papers that show how your cigarettes cause cancer  
- You're A Businessman

Hi!  
We're  
the  
Wholesome  
Twins,  
Ashwipre  
and Mary  
Cakes!

That's right! And when it came time for MAD to investigate an activity filled with hair-pulling, vicious chokes, elbow shots and the splatter of blood, they realized that nobody knew that kind of violence like us!

Yeah, those mall appearances can be brutal! But at least they made us immune to the gore we'll be seeing when MAD goes to...

**THE EXTREMELY ULTIMATE FIGHTS**

SEE  
A MAN  
HEMORRHAGE!

**THE AMERICAN NIGHTMARE**

RECOMMENDED FOR  
SADISTIC AUDIENCES  
CONTAINS SEVERAL  
HOMICIDES

KICKBOXING VS TAE KWON DO VS SHA NA NA VS FA FA FA  
VS KARATE VS BABA BOOEY VS KUNG FU VS FOO FIGHT-  
BOOM VS BOUTROS BOUTROS-GHALI VS BA DA BING BA DA  
VS SLAPFIGHTING VS DON HO VS YO-YO MA VS SPY

Ooooh! He took a vicious hit to the groin, followed by the famous "Pancreas Pull"! This is the most brutal display of savagery I've ever seen!

And that's just the guys in line for beer!



Hello there, girl! I'm Marky D. Sodd, promoter of **Extremely Ultimate Fighting!** Glad you could make it!

It was very tough, Mr. Sodd! Tonight's event was supposed to be in Denver, Colorado!

Yeah, but the cops said I couldn't hold it there, so I moved it to Roanoke, Virginia this morning! But all ticket holders will be honored! If they want a refund, all they have to do is drive to the ticket office in Roanoke and their money will be returned!



Your fighters face off in a patented octagon ring! What made you think of the eight-sided concept?

How many sides are there in a boxing ring?

Four!





It's sad that we live in a world where so many people like us would pay money to see several hours of nonstop brutality!

"Several hours"?!? When you match up losers like these guys, the whole thing only lasts about two minutes! You spend more time listening to the National Anthem than you do watching actual fighting!

You mean there's all this buildup, and then the thing's decided in a minute and a half? Why on earth am I paying for this, when I already have my sex life? At least that's FREE!



Eight!

And how many front rows do we have?

And if you can charge these bloodthirsty dummies ten times more money for a front row seat, and you have twice as many front rows...

Whoa! What greed! And I thought the word "extreme" referred to your fighters!

Wow! This whole thing looks very dangerous!

Nonsense! None of our athletes has ever spent one night in the hospital! The morgue, sure — hospital, never!

That's awful! What kind of sick organization offers up its own members as human sacrifices?

Ever hear of the National Rifle Association?



The format of Extremely Ultimate Fighting is simple! Fighters face-off in a first round bout and the winners move on, unless they're hurt and have to be replaced! The goal is to keep your opponent down, but if the action halts, the fighters stand and start over! Finalists meet in a no-time-limit, 30-minute match! If no one wins, it's a draw, but our judges still pick a winner! That man stands alone as our champion, except when we have a bonus Superfight between two other guys!



Wow! I bet you consider car rental agreements light 'bathroom reading'!

This is fighter Dan Septic! We're going on the *Larry Kink Show* here at the arena to defend Extremely Ultimate Fighting!

Dan, you'll be facing all kinds of martial arts experts! What's your expertise?

Jiu-jitsu!

Gesundheit!

Hah! I didn't know you did comedy!

Haven't you seen *Full House*? Yes, every week!



Mr. Kink? We understand that you...

Hubba hubba! Are either of you gals single? Will either of you marry me? Answer quick! My calendar's free through next week!

But we're only 12-years old!

Hey, 12 and 12 makes 24! Okay, forget it! If you have any older sisters, just tell them to meet me at the 24-Hour Drive-Thru Church of the Sacred Pre-Nup next Friday at 7!



Are you there, caller?

Yes, and I'd like to tell Mr. Sodd that his so-called sport is a barbaric spectacle! It's cruel, vicious, and makes me ashamed of the United States!

Whew! That's a pretty harsh comment!

It's worse than you think! That was Saddam Hussein!



Are you comfortable bringing this kind of grotesque display into the homes of millions of Americans?

Hey, you're the one who kissed Marlon Brando on the lips! You tell me which TV event was tougher to watch!



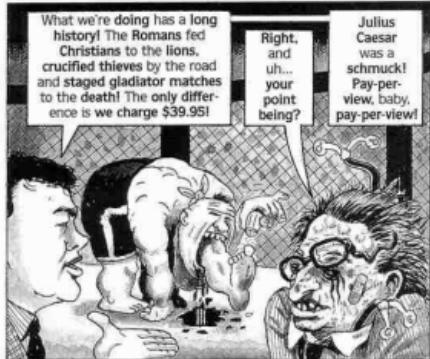
We're all big boys! And if we want to put our bodies on the line for the big money, it's our decision!

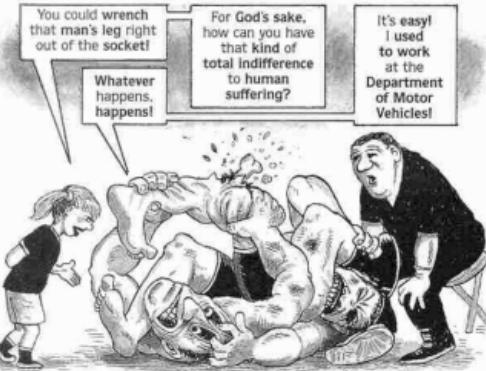
Aren't you concerned about brain damage? Or of permanently injuring an opponent? What kind of living could you make then?

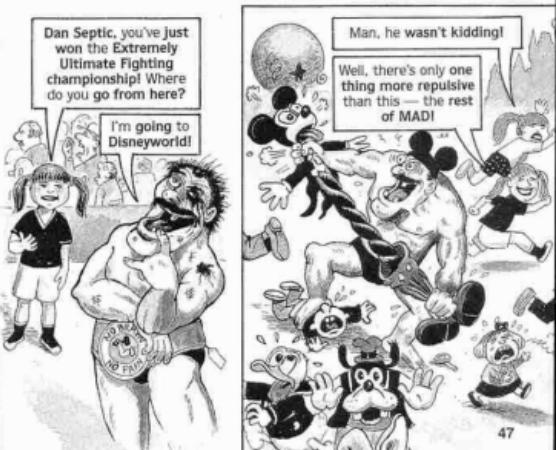
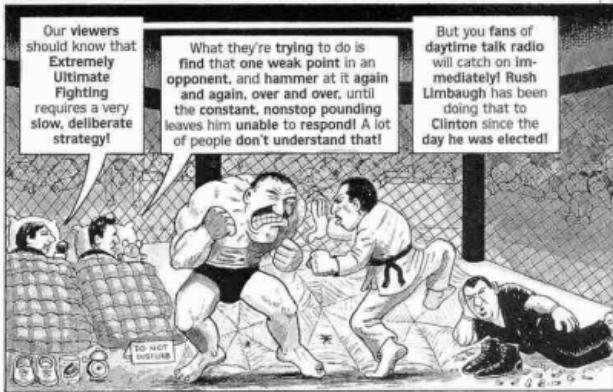
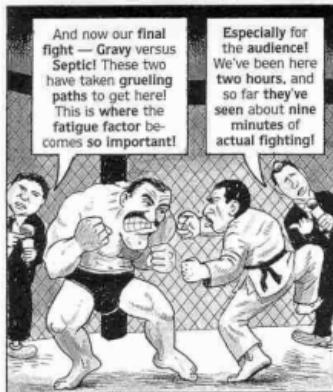
We could always ghost-write your *USA Today* column: "No one sings a song like Robert Goulet...If you look up 'underrated' in the dictionary, you see Regis Philbin's photo...like milkshakes!" Do you really need a working brain to come up with those?



You knew if you waited long enough someone would come up with a simple, easy-to-use computer operating system — so you were first in line to buy WINDOWS 95...Aren't you the genius!

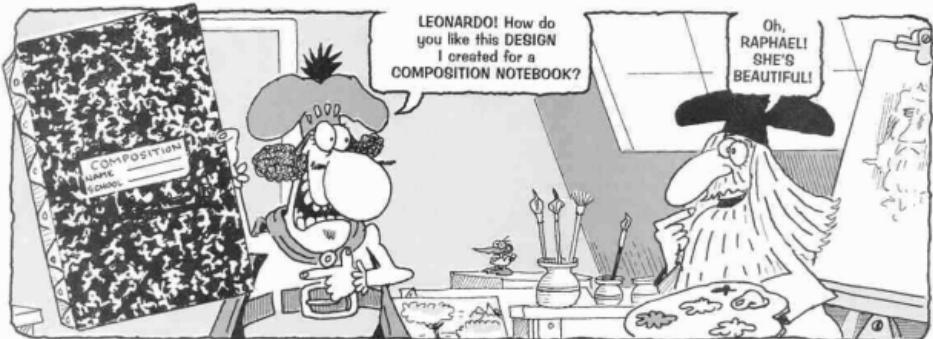






# THE RIDICULOUS RENAISSANCE REVELATION

You thought Americana Online was a neat way to spend just \$9.95 a month because you just knew you'd never be on line for more than the five hours you get for that price...Aren't you the genius!



WHAT CRIME  
AGAINST HUMANITY  
S THE GOVERNMENT  
DOING NOTHING  
TO PREVENT?

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

Criminal activity abounds in the world and much of it is taking place right under our noses. Whether it be terrorist acts, racial crimes or drug trafficking, governments usually try to do something to stop it. There is one especially heinous crime, however, that is going unpunished. To find out what this despicable activity is, fold page in as shown.

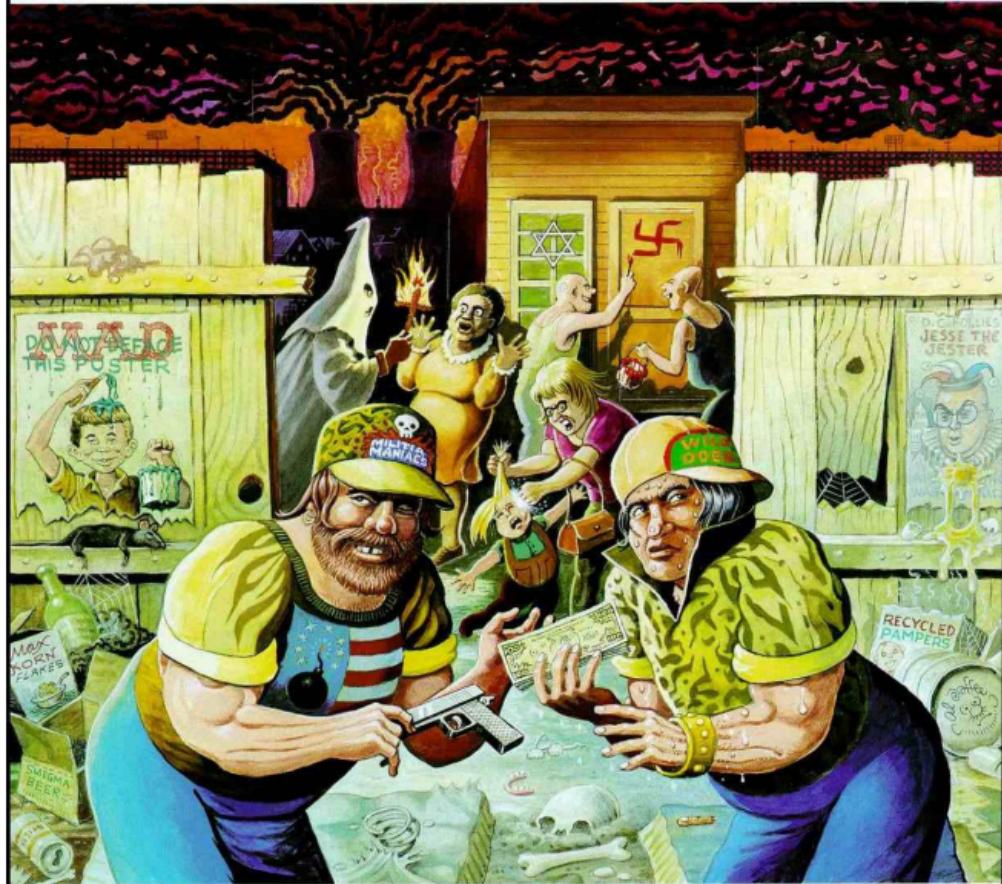


FOLD OVER LIKE THIS

B ►

FOLD THIS SECTION OVER LEFT

◀ A FOLD BACK SO "A" MEETS "B"



ALLOWED TO SUFFER, PEOPLE ALWAYS RESENT BEING  
GREETED UNCARINGLY BY THEIR LEADERS. NOBODY  
OWNS UP TO THIS. GOVERNMENT ALWAYS PREFERS TO  
MOVE SLOWLY WHILE ALL KINDS OF TERRIBLE REPORTS  
TELL OF SHATTERED LIVES AND BROKEN DREAMS

B ►

◀ A



## MAD's Remotely Funny Fake-Out Cable Label

Clip Along Dotted Line And Attach To The Back Of Your Cable TV Remote Control  
(And See What Kind Of Reception You Get)!

1

1. 1000-Channel Marijuana Network  
2. American's Talking  
3. Bulgarian Movie Classics  
4. Car Stereo Network  
5. The Home Shopping Network  
6. C-Span  
7. C-Span Run  
8. C-Span, Run  
9. The Marion Family Channel  
10. Dressing Room Surveillance Camera Network  
11. The Eco-A-Switch Channel  
12. The English Channel  
13. Gays Bear Prayer Channel  
14. 50-Sparkling Channel  
15. Home Mapping Network  
16. A & E  
17. Corporation Operas  
18. Jerry Springer Show  
19. Everything Pink  
20. Inaccurate History Channel  
21. The English Channel  
22. EuroDisney Channel  
23. Headache News  
24. Headaches News  
25. Blasphemed Entertainment Television  
26. The Last Channel  
27. Movie Provided Beta And Feminist Back  
28. No-Buttercream Interstitials  
29. The Naked Clown Channel  
30. Gomorrah

31

31. 0091 (Out-Of-Focus Programming)  
32. 1 Long, Boring Eyeball  
33. Best Of The Yule Log  
34. 7001, Totally Wastelanding, T-1000  
35. The Ali-V-Clop Network  
36. The Silver Learning Channel  
37. 135PN (Extremely Bored People's Network)  
38. VH-Dance  
39. ABS-A-DOU  
40. The Farnies Channel  
41. 100% Per-Second  
42. Turner And Hatch  
43. Broadcast System  
44. 4-Speaks  
45. Pet Recording Video Network  
46. America's Squawking  
47. The Quantum Network  
48. 4000-Channel Music Access  
49. The Zapster  
50. Sports Injury Channel  
51. MTV Queen  
52. Home Bar Orifice  
53. Smart Games Court TV  
54. The Weather Or No Channel  
55. The Lapdance Network  
56. Tica Turner's Broadcasting System  
57. The Moving Channel  
58. Ms. MSS Network  
59. The Barbara Fenton Network

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