

FRANKENSTEIN
(IT'S NOT ALIVE!)

QUIZ SHOW
(REDFORD BOMBS AGAIN!)

HOCKEY
(WHO GIVES A FLYING PUCK!)

COMIC BOOK FANS
(GEEKS ON PARADE!)

THE REPUBLICAN 'CONTRACT'
(IT SUCKS!)

No.
334
March/April
1995

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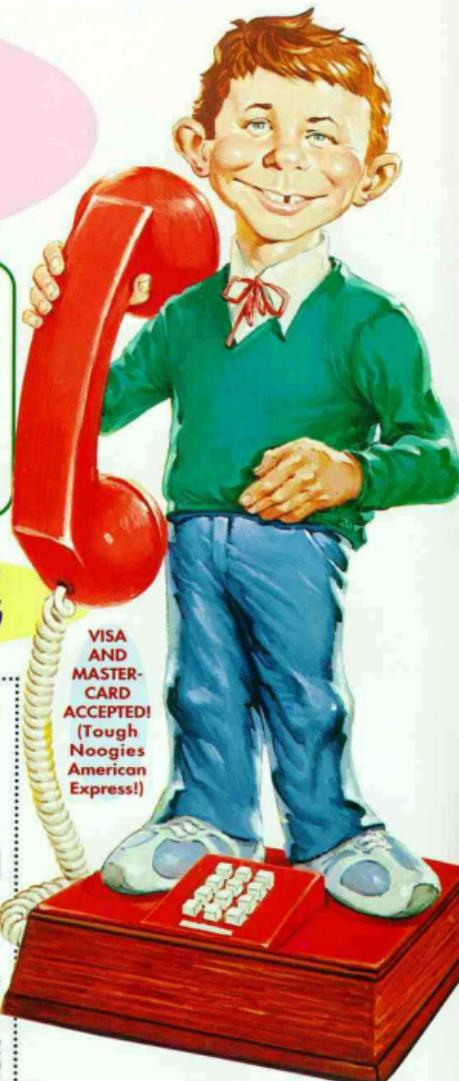
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#334



USE COUPON OR DUPLICATE

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"Nowadays, the perfect crime is getting caught and then selling your story to TV!"
— Alfred E. Neuman



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FRONT COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTIST: GREG THEAKSTON

BACK COVER WRITER: FRANK SANTOPADRE



MAD

William M. Gaines
founder

Jenette Kahn
president & editor-in-chief

Paul Levitz
executive vice president & publisher

Joe Orlando
vice president & associate publisher

Nick Meglin
John Ficarra

editors

Leonard Bremner

art director

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production director

Charlie Kadash

Joe Raiola

associate editors

Dick DeBartolo

creative consultant

Annie Gaines

general manager

Andrew J. Schwartzberg

assistant editor

Amy L. Vozzelas

editorial assistant

Maria Weisenborn

production assistant

Lillian Alfonso

Freddie Malone

Greta Wood-Webster

subscriptions

Dorothy Crouch

resident suit

Contributing Artists

And Writers

the usual gang of idiots

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INSIGNIFICANT DATA

**MAD COLLECTOR'S SERIES #10
ON SALE MARCH 14!**

MAD #335 ON SALE APRIL 4!

Have you interacted with us yet? MAD is part of America Online's DC Comics Online! Correspond with the Usual Gang of Idiots and other MAD fans, download MAD color images and text (new files every month!) and more! All you need is a computer, modem and a major credit card or checking account! If you don't already have America Online, call 1-800-223-2600 for a FREE starter kit and 10 free hours!

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LETTERS &

MAD MUMBLINGS

If a tree falls in the forest and hits Alfred on the head, will anybody care? — Adam Fleming, Bath, PA...Hey, I'm Jeff and I have a personality disorder. — Josh Amberg, Snohomish, WA...Oboes are cool. They rock! — Deb Falk, Highland Park, NJ...If you're not careful we'll put BGH in your milk! — Brad A. Novak, Greendale, WI...I know vegetables scream when you bite them! — Drew Beahm, Anderson, IN

"SPEED" BUMPED

Since I am a loyal fan of the movie *Speed* (I've watched it 11 times), I felt I should point out a mistake in issue #332's "Not Quite Up To Speed." In the movie, Howard Payne is missing a thumb. In fact, that's how the police found out who the bomber was. But the bomber in your satire has a thumb!

Nicole Wright
Westminster, MD

Nicole — That wasn't a thumb! — Ed.

SLASH NOTES

To everybody at MAD Magazine, thank you for the most prestigious magazine cover I've ever been on! Incidentally, I've got a collection of MAD mags dating back to 1974! Anyway, it's an honor and I think it's VERY cool!

Slash
Hollywood, CA



Guns N' Roses' Slash, who inspired MAD #330's Headbanger cover keeps the issue close to his heart...or is it his head? PHOTO: Gene Kirkland

TOMATOES DEPARTMENT

UNIVERSAL HEALTH SCARE

While in Oklahoma City this week for a TV program, I picked up a MAD Magazine to enjoy the lighter, satirical side of life. After reading MAD for more years than I care to admit, I found one which made me nauseated (MAD Fold-in, #331). Have you capitulated to the pressure of the "Clintonists" and the liberal press? You depicted the NRA as a bully, ruffian, dishonest type of character. Do you desire "Gun Control" as did Hitler, Castro, Mao, et. al.? Have you forgotten that "Gun Control" is one of the ten steps for communist control listed in Karl Marx's Communist Manifesto?

John L. Sessions, D.O.
Medical Director, Jasper County Medical Center
Kirbyville, TX

Doc — Let's do a little "examination" of your vested interest in this thing. More guns on the street means more people shot. More people shot means more patients (and profits) for doctors. Hey! YOU'RE a doctor! Just think! If we give everyone in America a gun, you'll be able to get that third home in Boca Raton in no time! Physician, heal thyself! —Ed.

SAPPY ANNIVERSARY

Assuming that MAD artists Dave Berg and Angelo Torres had contributions in MAD #333, they will have both reached significant milestones: 300 consecutive issues for Berg and 200 appearances for Torres! Congratulations!

Mike Staubraugh
Mansfield, OH

Mike — Actually, we're sorry you made public these MAD milestones. As many MAD insiders know, Berg and Torres have been bitter, bitter enemies for years. Your note points out the disparity in Dave's and Angelo's issue appearances was like rubbing rock salt into a swollen, festering open wound. We just hope there isn't a recurrence of the '72 Incident in which no less than the Archbishop of New York and 17 firemen totting the "jaws of life" needed to be summoned to the MAD offices to break up the ugly fracas (on damp days, Torres still walks with a limp)! Oh, and here's one more little MAD milestone for you...this is Mike Staubraugh's one and only appearance in MAD ever! Thanks for writing! —Ed.

ALFRED E-MAIL

I'm just typing to say that I absolutely love Duck Edwing's Ventriloquist Priest and I think there should be more than one in each MAD mag!

Lucas Buckler-Carey
Woodstock, NY
IWASME275@aol.com

Ventriloquist Priest is the best new series since I started reading MAD (at issue #52, which I still have as well as all in between). Keep up the great work!

Chuck Lowe
Allen, TX
CLLOWE@aol.com

We also love the Ventriloquist Priest and would like to see more of him in action!

Lee Ott and Mike Ford
LeeOtt@aol.com

We appreciate these thoughtful comments and are forwarding them to Rome, Italy, in the hope they will have a positive effect on the Confluence of Cardinals meeting at the Vatican next month to vote on Duck Edwing's excommunication! —Ed.

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in MAD
Collector's
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Together
and Hang
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MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however,
unless they are accompanied by a self-addressed, stamped envelope!

A new film recently debuted which stars a legendary monster portrayed by a Hollywood leading man. Opening to rave reviews and big business at the box office, the film is long on gory, bloody scenes juxtaposed against tender moments of love and human tragedy. Yeah, we can't wait to see Interview With the Vampire! We might even spoof it next issue! For now, here's our spoof of...

FRANKENSLIME

I am Vicgore Frankenslime! If I have my way, a mother will never again die during child birth, like mine did! My controversial plan calls for making the fathers pregnant! I also believe I can bring people back from the dead — which is good news for my patients since I'm a totally incompetent doctor!

Pay no attention to that fool Frankenslime! He still studies the ravings of ancient medical lunatics! Here at the University of Indigent Medicine, I teach my students the ways of modern medical lunatics!

I'm Professor Wildman! I've abandoned my attempts to bring people back from the dead! My experiments had terrible consequences for mankind! Actually, I'm still trying to bring one patient back to life who died without paying a large medical bill — but only so he can settle the account! Then I'll quit the business for good!

I am Hernia, Vicgore's fellow medical student! I'm not as advanced as him in my medical undertakings! He's trying to retrieve people back from the dead! Me, I'm still trying to retrieve my lab coat back from the laundry!

I'm Lizbit, an orphan raised by the Frankenslime family! Vicgore and I were raised like brother and sister! His father gave me advice like a Dutch Uncle! Now, Vicgore and I are like kissing cousins, unless we're fighting, then we're more like husband and wife! Frankly, I'm sick of relatives already, which is rare for an orphan!



I think you'll agree professor, I removed this brain with great precision!

Yes, but you made one tiny error! I wanted you to remove the brain of this cadaver, not the brain of one of your fellow students!

Oh, no! I've made a terrible mistake!

Don't worry, Vigore! This is still the dark ages of medicinel! Suing for malpractice is still hundreds of years away!

This is one of my experiments! Manipulating body parts with electrical energy!

My God! You made the hand of a chimpanzee move! What do you use it for?

Dusting, washing dishes, and it writes all the notes in my diary! It saves me a lot of time! And when I'm lonely on Friday nights...

I got the picture! I got the picture!

Who would have thought that "Thing" would have found more work after *The Addams Family*?



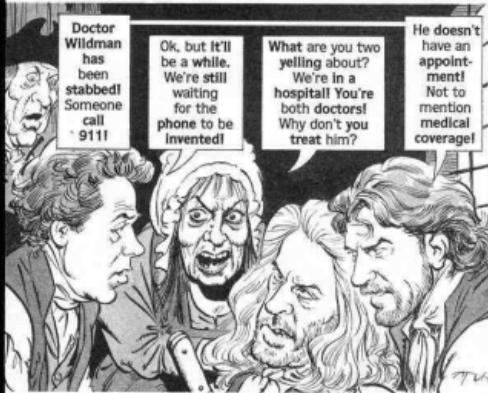
Just as I hoped! I attracted a lightning surge to the exact spot I wanted!

Was that experiment part of your quest to restore life?

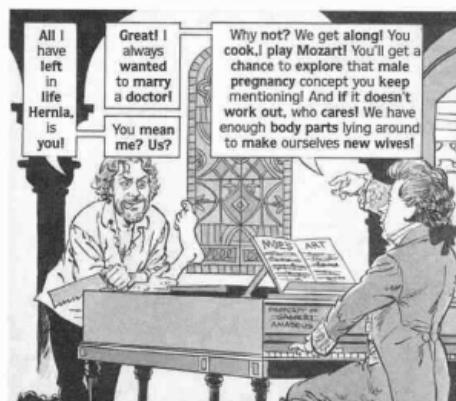
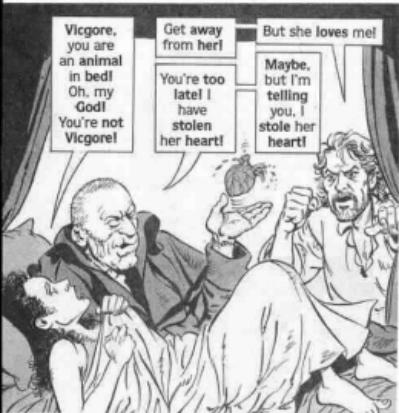
Nol it was my quest to fry the chicken you brought in the picnic basket! Now we don't need to make a fire!

Judging from the size of that lightning bolt, I think you just invented the "extra crispy" recipe!









BETTER PAY ATTENTION DEPT.

Forget about using birthdays, anniversaries and addresses to pick your lottery numbers. Those methods are for losers! You can't win a measly penny doing it that way! But we've developed a system that is absolutely guaranteed to be no worse than all the others! So grab your pencils and get ready to experience the thrill of a lifetime as we show you...

How To Pick LOTTERY NUMBERS *The MAD Way*

VCR OWNERS

The number of times you tape the wrong show in a one month period.

9



The number of tapes you'll get around to watching, someday, when you have the time.

22



The number of times you'll tape over a show you haven't seen yet because you have no more empty tapes.

31



The number of times you've recorded a show and found out you screwed up and didn't tape the end of it.

25



The number of unlabeled blank tapes you have to go through before finding the movie you're looking for.

19



The number of buttons on your remote you've never dared to touch.

8



State of the art double-thick oil tankers, captioned by state of the art double-decked diners... why bother?

SUBWAY RIDERS

The number of times within an hour you'll check to see if your wallet is still there.

33



The number of minutes it takes for a train to arrive after you're told "there's a train directly behind this one."

49



The number of people in your car who haven't bathed since the Carter Administration.

26



The number of seats occupied by sleeping vagrants.

23



The number of times you'll reread the same ad for hemorrhoid cream while the train is stalled.

19



The number of times the doors open and close before the train actually takes off.

7



URBAN DWELLERS

The number of obituary pages you had to go through to find your apartment.

34



The number of strange people roaming around your building that you hope are your neighbors.

17



The number of palms you had to grease to actually get it.

18



The number of phony building improvements your landlord used last year as excuses to jack up the rent.

33



The number of Chinese take-out menus in your lobby (in the thousands).

42



The number of locks on your front door.

15



OFFICE WORKERS

The number of collections for birthdays, graduations, funerals, etc., you're suckered into per week.

44



The number of phone calls you make per day that are totally unrelated to your job in any way.

21



The number of office supplies you've swiped this month.

27



The number of minutes before 5 PM that you begin to get ready to leave.

38



The number of minutes after nine you finally finish your coffee and get to work.

37



The number of dirty cartoons you photocopy and send around to your friends via inter-office mail per month.

6



COLLEGE STUDENTS

The number of hours before your final exam that you decide to start studying.

1



The number of professors who force you to buy books that they've written.

29



The number of easy or interesting courses that are filled up before you register.

32



The number of years you currently anticipate it will take you to complete 4 years of undergraduate work.

6



The number of times each semester that you wake up face down in a pool of warm beer.

17



The number of months it will take you to find a mediocre job upon graduation.

14



IT'S BLAMING CATS AND DOGS DEPT.

Some questions perplex us 'til the day we die! What is the meaning of life? Why do men have nipples? Will the anti-incumbency fever sweeping the nation threaten the re-election of Mayor McCheese?

AND...

WOULD IT

KILL

YOUR PET...?



WOULD IT KILL YOUR DOG



...to wait at least a half hour to lick your face after he's done cleaning his privates?

WOULD IT KILL YOUR DOG



...to deduce statistically that burrowing under your bedsheet and whining in no way reduces his chances of being struck by lightning during a bad storm?

WOULD IT KILL YOUR CAT



...to hop up on the bed five minutes after you're finished having sex?

WOULD IT KILL YOUR CAT



...to puke two feet to the left of where you step out of bed each morning?

WOULD IT **KILL** YOUR DOG



...to not look so friggin' interested while you're going to the bathroom?

WOULD IT **KILL** YOUR CAT



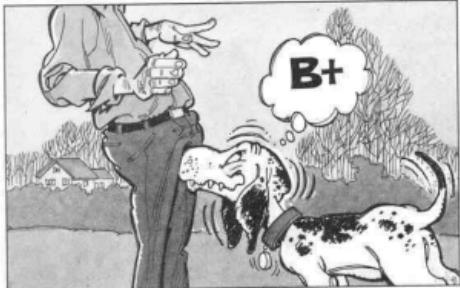
...as long as she's sleeping 85% of the day anyway, to at least make the effort to coordinate her tricky schedule with the rest of the family?

WOULD IT KILL YOUR DOG



...to learn the subtle differences between a knife-wielding psychotic sneaking in to dismember you, and a visit from your mom?

WOULD IT KILL YOUR DOG



...to go through life without finding out for certain exactly what everybody's crotch smells like?

WOULD IT KILL YOUR CAT?



...to assume if the vacuum cleaner hasn't actually attacked him in the last six years, it probably isn't "biding its time"?

USscAir

Dear Travelers:

Safety is our highest priority — right after making sure each seat pocket has a barf bag. This is validated each and every day by the tens of thousands of people who fly our planes and leave our flights shaken, but alive.

Before a flight leaves the ground, mechanics in neat looking overalls using sophisticated tools like metric hammers inspect each plane for the tiniest defect. Do we need to replace that missing wing? Can we get four more landings out of those bald tires? Will that hole in the tail affect flying ability? These may seem like small questions to you, but they're important to us. We may not know the answers, but the questions are still important!

To prove that we ARE safe, we are investing an unprecedented \$20 million in running these ads! Another \$10,000 will go toward inspecting our fleet. For added safety a lucky four-leaf clover is now mandatory in every USscAir cockpit — even though FAA regulations don't require it!

Furthermore, we have asked a former commander in the U.S. Air Force to oversee our safety operations. He'll be arriving on the very next Amtrak train.

In closing, let me say that our timetables, fare charts and petty cash receipts are open for public inspection, along with every other company document, except of course, our maintenance records.

I would not hesitate to let any of my in-laws fly on USscAir, and I would proudly be there — to wave good-bye.

Sincerely,

E. Death Scorchfield
Chairman and CEO

A KICK IN THE ACETATE DEPT.

One of the hottest trends in collectibles is the world of animation! Cartoons are created by drawing individual "cels" at a rate of 24 per second! Collectors love these pictures because every drawing is just a little different than any other. But wait a minute - how different are they really? Aren't there hundreds of Bugs Bunny eating a carrot, of Scooby-Doo running from a ghost, of the Little Mermaid swimming? It's obvious that if you want to do this collecting thing properly, you have to look for those unique, one-of-a-kind items that truly stand out. And a good place to start is with this buyers' guide to . . .

The 11 Rarest ANIMATION CELS on the Market

ARTIST: SAM VIVIANO
WRITER: DESMOND DEVLIN



**Beavis and
Butt-Head
Enjoying
Opening Night
at the Opera**

**Elmer J. Fudd,
NRA Member
Since 1940**



**Ariel and
Sebastian
Never
Making It
Out of
Exxon
Territory**



**Yogi and
Boo-Boo
Finally Push
the Ranger
Too Far**



**What
the Police
Found, After
Jane Jetson
"Didn't Stop
That Crazy
Thing"**

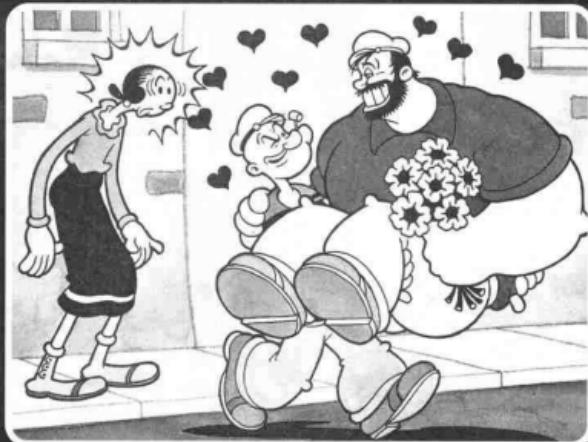


**Snow White,
Dwarf-Tossing**

**Fred Flintstone
Trying To Revive
the Passion in His
Relationship
with Wilma
By Using
a Stone Age
“Marital Aid”**



**Pepé Le Pew
Being Slapped
with a
Class-Action
Sexual
Harassment
Suit**



**Popeye and Bluto
Stop Fighting
Over Olive Oyl**

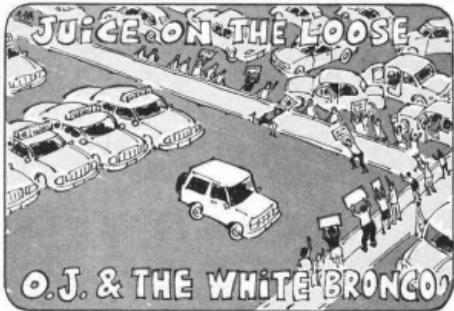
**The Master,
Realizing
He Has to
Clean Up
After 101
Disgusting
Dalmations**



**Beast
Grooming
Himself for
the Big Date
with Belle**

Scenes We'd Like To See



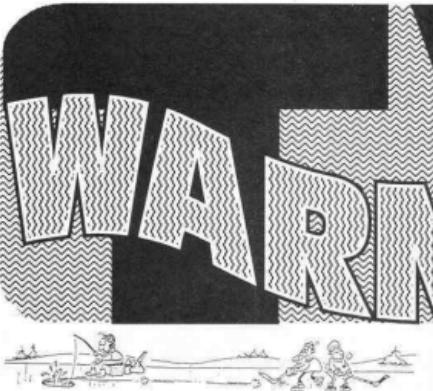


WARNING: The following made-for-TV movie is nothing more than a sleazy attempt by this network to exploit a real-life tragedy for a quick buck. FCC regulations require us to issue this Official Buttafuoco Alert!



WARNING: A celebrity you thought you liked is about to spend the next 30 infomercial minutes shilling for a product you definitely don't need!

The fact that the four commercial networks have begun slapping warning announcements on violent programs is interesting news. But once again, the networks are missing the Love Boat in giving viewers the kind of warnings that they really want and need. For instance, these...



WARNING: The following PBS presentation will be interrupted several times by well-meaning but dull people begging for pledges in long impassioned pleas! Viewers who are not in need of a new camera tote bag are advised to standby to channel surf!



WARNING: The craftsmen on the following home repair show perform amazing carpentry feats with simple power tools! Viewers attempting to duplicate these feats risk destruction of their home or, at the very least, loss of their life!



WARNING: Vanity dictates that the aging star of this show must wear a toupee! This hairpiece may appear to move on its own during tonight's telecast! Do not attempt to adjust your TV set!



**GIRLS GIRLS GIRLS
MOTLEY CRUE**

WARNING: The following rock video contains scantily-clad, fabulous looking babes which may cause married male viewers over 40 to become depressed and unbearable to be with as they wax philosophical about lost youth and what might have been!



ARTIST: PAUL COKER

WRITER: J. PRETE



WARNING: Tonight's "First-Time Network TV Broadcast Premiere" has previously been shown in multiplex theaters, on airplanes, pay-per-view, video cassette rentals, cable TV and bootleg tapes! Any viewer who hasn't seen this movie by now probably doesn't want to see it at all!



WARNING: The following program has been deemed unsuitable for viewing by self-appointed media watchdogs even though they have never actually watched an episode of this program! Viewers, therefore, are warned to ignore these watchdogs' opinions and decide for themselves!



Little rubber "fission devices" on plummeling 747s. why bother?



sendin'

GLOBAL WARNING DEPT.

Sometimes, while travelling along the minefield of life, you may get an inkling of bad things to come - a subtle hint, forewarning or harbinger of impending disaster. When this happens (Note: read the following CAPITALIZED words out loud in a whining, desperate scolding, high-pitched voice), **YOU'RE IN TROUBLE! YOU'RE DOOMED!** **CANCEL YOUR CABLE! CALL A PRIEST!** But don't fret! We're here to help - by providing you with this silly guide to assist you in determining when the proverbial poop is about to hit the proverbial fan! We call it...

ARTIST AND WRITER: JOHN CALDWELL





BREAKFAST IN BED!
BREAKFAST IN BED!
DO YOU KNOW HOW
SICK I AM OF YOUR
DAMN BREAKFAST
IN BED?!?



I'M LOOKING FOR SOMETHING THAT SAYS,
"GEEZ, IT'S TOO BAD YOUR CUTE LITTLE
STATIONERY STORE BLEW SKY HIGH CUZ
YOU DIDN'T HAVE NO INSURANCE WHICH
COULDA PROTECTED IT!"



EVERYTHING OLD IS NEWT AGAIN DEPT.

Before last year's mid-term elections, Newt Gingrich and his fellow Republicans issued their "Contract with America" — a cheap political stunt that would have been completely forgotten by history except for

**The Republican Party's
"CONTRACT WITH**

WE PROMISE to continue spending 75% of our time on "hot button" issues (like obscene art exhibits or flag-burning) that have absolutely no effect whatsoever on anyone's daily life!

WE PROMISE to keep coming up with more innocuous-sounding "code words" like "traditional values" and "taking back our community" to disguise racism and discrimination!

WE PROMISE — now that we're in charge — to give the Democrats some serious "payback" for the investigations of Iran-Contra...Watergate...Teapot Dome...

WE PROMISE to engage in heated but pointless public battles with lots of other fictitious TV characters like Murphy Brown!

WE PROMISE to offer nothing but pious and simplistic slogans in the effort to solve the problems of drugs and teen pregnancy!

WE PROMISE that we will reside comfortably behind the high walls of our guarded estates while all of YOU have to deal with the consequences of our demolishing "the welfare state"!

one little thing: the schmucks went out and won TOTAL CONTROL OF CONGRESS! Which means now they have the power to actually do something! Which also means maybe we should all READ what's inside...

th AMERICA"

(TRUTHFUL Post-Election Version!)

ARTIST:
DREW FRIEDMAN

WRITER:
MIKE SNIDER

WE PROMISE to revive the policies of Reaganomics (despite the fact they tripled the national debt) hoping that maybe they'll work this time around!

WE PROMISE to throw everyone in America to the mercy of the Free-Market System...EXCEPT for our friends the Defense Contractors, Tobacco Growers and S&L Operators!

WE PROMISE to pass a Balanced Budget Amendment to the Constitution...so we can avoid dealing with the deficit for years while it's out being approved by the 37 states necessary to ratify it!

WE PROMISE to talk up a storm about the need for health care reform while simultaneously accepting millions of dollars from insurance lobbyists to keep the whole rotten system the way it is!

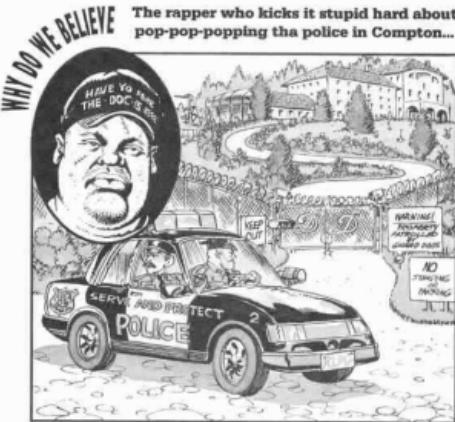
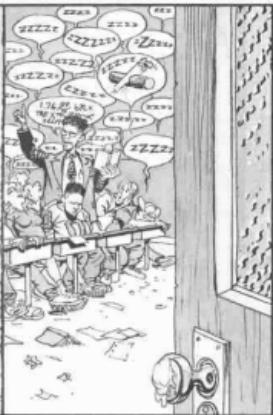
WE PROMISE to fill every important Committee Chairman position with senile old Southerners you can't even understand!

WE PROMISE ABOVE ALL to accuse anyone who disagrees with us as being unAmerican, to blast the "liberal" media for reporting anything negative about us and to stay sour and gloomy as always — no matter what kind of good news comes along!





The math teacher who insists that algebraic skills will help you later in life...



The rapper who kicks it stupid hard about pop-pop-popping the police in Compton...

...when the only time he even sees a cop is when his infra-red security-cam picks up a disturbance in Sector G of his Bel-Air estate?

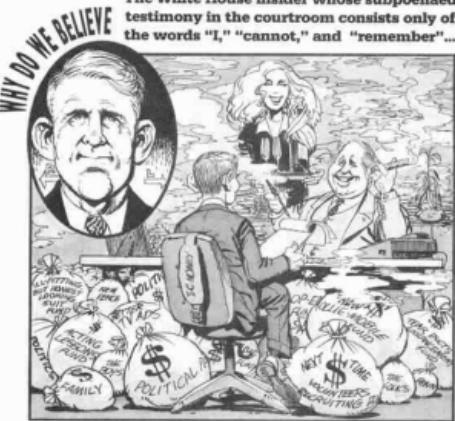
GULLIBLE'S TRAVELS DEPT.

You gotta believe! Believe in Tinkerbell—believe in magic—believe in all those endearing young charms—believe in the Easter Bunny—

WHY DO WE



The morning radio traffic reports that promise to get you out of that highway gridlock, and zip you to work on time...



The White House insider whose subpoenaed testimony in the courtroom consists only of the words "I," "cannot," and "remember"...

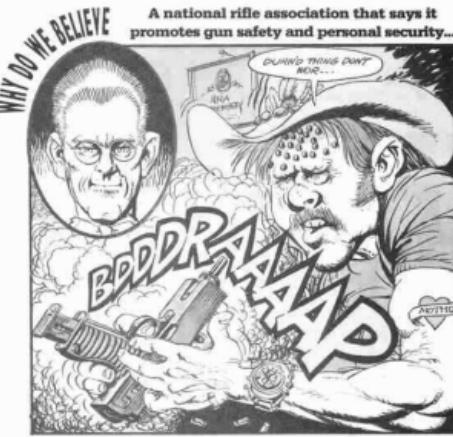
...when every other exhaust-sucking schmuck on the road is hearing the exact same report, and swerving to the same exact "all-clear alternate route" that you are heading to?

...when the instant the trial's over and their immunity kicks in, they've cut a 5 million dollar deal to spill everything in a scorching behind-the-scenes autobiography?



The boyfriend who whispers that you're the most beautiful vision imaginable...

...when he's looking at you through candlelight, at night, with a bottle of wine sloshing around in his stomach?



...when the main freebie that comes with membership is a \$20,000 insurance policy for accidental death or dismemberment?

believe in peanut butter—believe that God plays dice with the world—believe for every drop of rain that falls, a flower grows—but why, oh

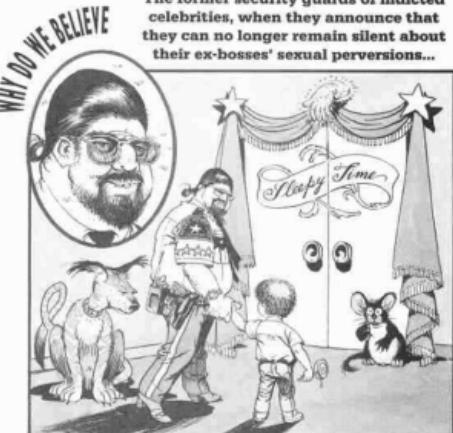
E BELIEVE...

ARTIST: GEORGE WOODBRIDGE

WRITER: DESMOND DEVLIN



...when the United States Government has already treated us to the streamlined efficiency of the IRS, the Pentagon and the Post Office?



...when they had no problem shutting up during the whole five years they were on the celeb's payroll?

WHY DO WE BELIEVE

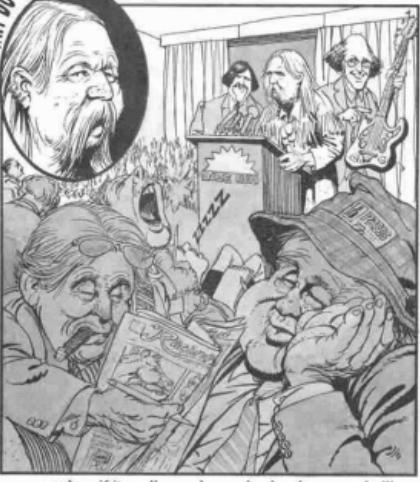
Our dog when he acts like we're absolutely the greatest thing on Earth...



...when he thinks the second and third things are drinking from the toilet and sniffing other dogs' day-old urine?

WHY DO WE BELIEVE

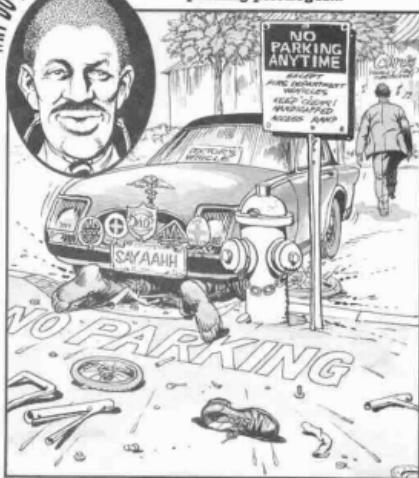
The faded rock legend who announces this may be his last concert tour, in order to pump up lousy ticket sales...



...when if it really works, and sales do go up, he'll announce a tour next year, due to "overwhelming demand by his fans"?

WHY DO WE BELIEVE

Doctors who insist that their job requires all-access license plates and parking privileges...



...when the last doctor to make an actual house call is the one who was called when President McKinley was shot?

WHY DO WE BELIEVE

Television programmers who refuse to run ads for condoms or public service announcements for safe sex because their audience wouldn't stand for it...



...when the other 23 hours and 59 minutes of their schedule is filled with drooling lustbags doing every smutty thing possible (except watching condom ads)?



Fighting sexual harassment by initiating bills that have to be considered by the likes of Ted Kennedy, Bob Packwood and Clarence Thomas... why bother?



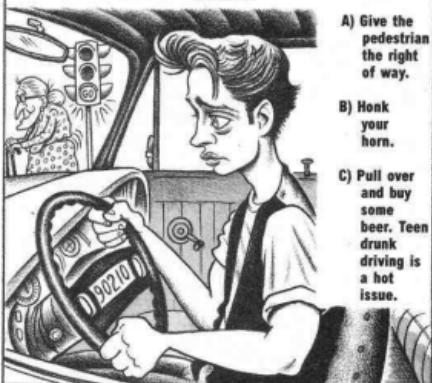
GETTING CAR SCHTICK DEPT.

In order to obtain a valid driver's license, one must prove that they are well-versed in the many rules and techniques necessary to operate the motorized vehicle commonly known as a "car." Yet, it

CUSTOMIZED DRIVING T

For Characters From Teenage Melodramas

You are waiting at an intersection. The light has turned green, but there is a pedestrian in the crosswalk. You should...



A) Give the pedestrian the right of way.

B) Honk your horn.

C) Pull over and buy some beer. Teen drunk driving is a hot issue.



For Characters From Family Sitcoms

You are driving your parent's car without their permission when you get into an accident. You should...



A) Call a tow truck to take you to a garage.

B) Call your parents and tell them the truth.

C) Call your wacky neighbor to help you dismantle the car and try to fix it by yourself so mom and dad won't find out.

For Characters From Hokey Adventure Shows

A suspect you are chasing runs you off the road. You should...



A) Stay in the car. You can probably skillfully catch up with the suspect.

B) Stay in the car. You can probably speedily radio for backup assistance.

C) Run from the car. It will probably pointlessly burst into flames.



For Characters On Adult Cable Sitcoms

You are pulled over for speeding. You are worried you might lose your license. You should...



A) Cooperate with the cop.

B) Pretend you didn't know you were speeding.

C) Give the cop a quick flash of your breasts.

would appear that the many rules and techniques that we, the general public, adhere to do not apply to the folks on television. So how do they get a license? They have to pass one of these...

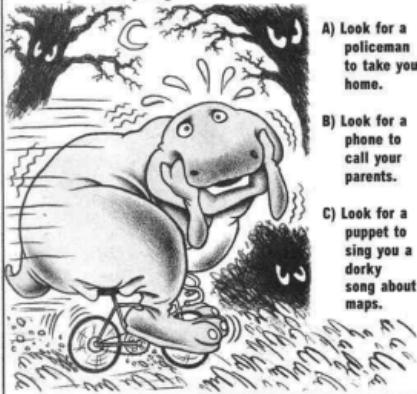
TESTS for TV Characters

ARTIST: RICK TULKA

WRITER: MATTHEW A. COHEN

For Characters From Children's Educational Programs

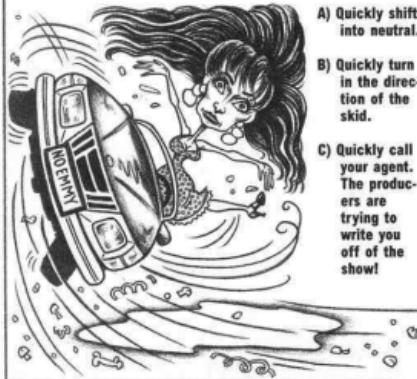
You are riding your bicycle home from a friend's house and you get lost. You should...



- A) Look for a policeman to take you home.
- B) Look for a phone to call your parents.
- C) Look for a puppet to sing you a dorky song about maps.

For Characters From Soap Operas

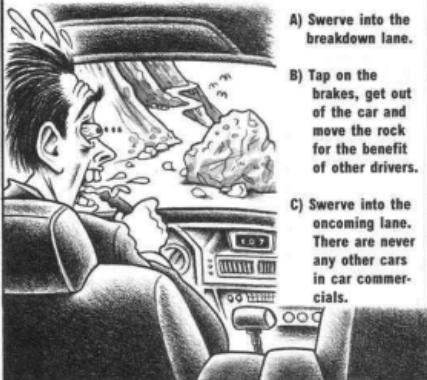
It is the night before your wedding and you are driving home from your lover's house. You hit an icy patch of road and you begin to skid. You should...



- A) Quickly shift into neutral.
- B) Quickly turn in the direction of the skid.
- C) Quickly call your agent. The producers are trying to write you off of the show!

For Characters From Sporty Car Commercials

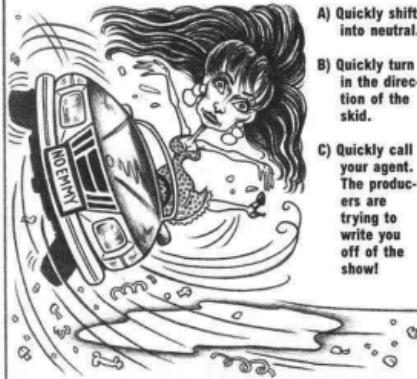
You are driving on a curvy road that is along the edge of a cliff. Suddenly you notice a large rock in the road. You should...



- A) Swerve into the breakdown lane.
- B) Tap on the brakes, get out of the car and move the rock for the benefit of other drivers.
- C) Swerve into the oncoming lane. There are never any other cars in car commercials.

For Characters From Soap Operas

It is the night before your wedding and you are driving home from your lover's house. You hit an icy patch of road and you begin to skid. You should...



- A) Quickly shift into neutral.
- B) Quickly turn in the direction of the skid.
- C) Quickly call your agent. The producers are trying to write you off of the show!

For Characters From Gritty Cop Shows

You are driving to work when the commissioner's car cuts you off. You should...



- A) Give him a ticket for reckless driving.
- B) Discuss it with him at the next staff meeting.
- C) Pull down your pants and tell that @#* to kiss your *@!%!!!

THE ECCH MEN DEPT.

Look! Up in the sky! And keep looking all day, fanboy! If you're lucky, you might see a cloud that sort of looks like Jimmy Olsen! We hate to break it to you, but there aren't four Supermen—in fact, there isn't even one! Wolverine, Green Lantern, Commissioner Gordon...you name it, they're all fake! But don't despair, because you still may have the chance to meet some of these...

REAL-LIFE SUPERHEROES

THE AMAZING SPIDER-MAN

This character can be seen sticking glue to his personal hero/artist, following him from the signing tables to the elevators to the bathroom.

DUPLICATE LAD

This guy is so into comic books that he buys two min copies of every comic, thus ensuring he'll lose twice as much on his investment.

ROBOTMAN

This pre-programmed character is the guy who systematically asks all 175 professionals at the con where they "get their great ideas."

PR. POOM

This deluded nerd ritually assesses every artist to make sure of riping him off because of the "incredible similarities" between their professionally drawn characters and the stick figure scribbles he sent around to comic book companies years ago.

THE WATCHER

This truly scary individual takes a position exactly 42 feet across from his favorite artist, and stares with unblinking bug eyes for the next four hours.

MISTER MIRACLE

This one-of-a-kind convention favorite is the guy who has actually been with a woman.

PLASTIC MAN

This avenger wraps up everything in his collection with acid-free mylar the second he touches it—which may explain the mystery of what happened to his pet cat.

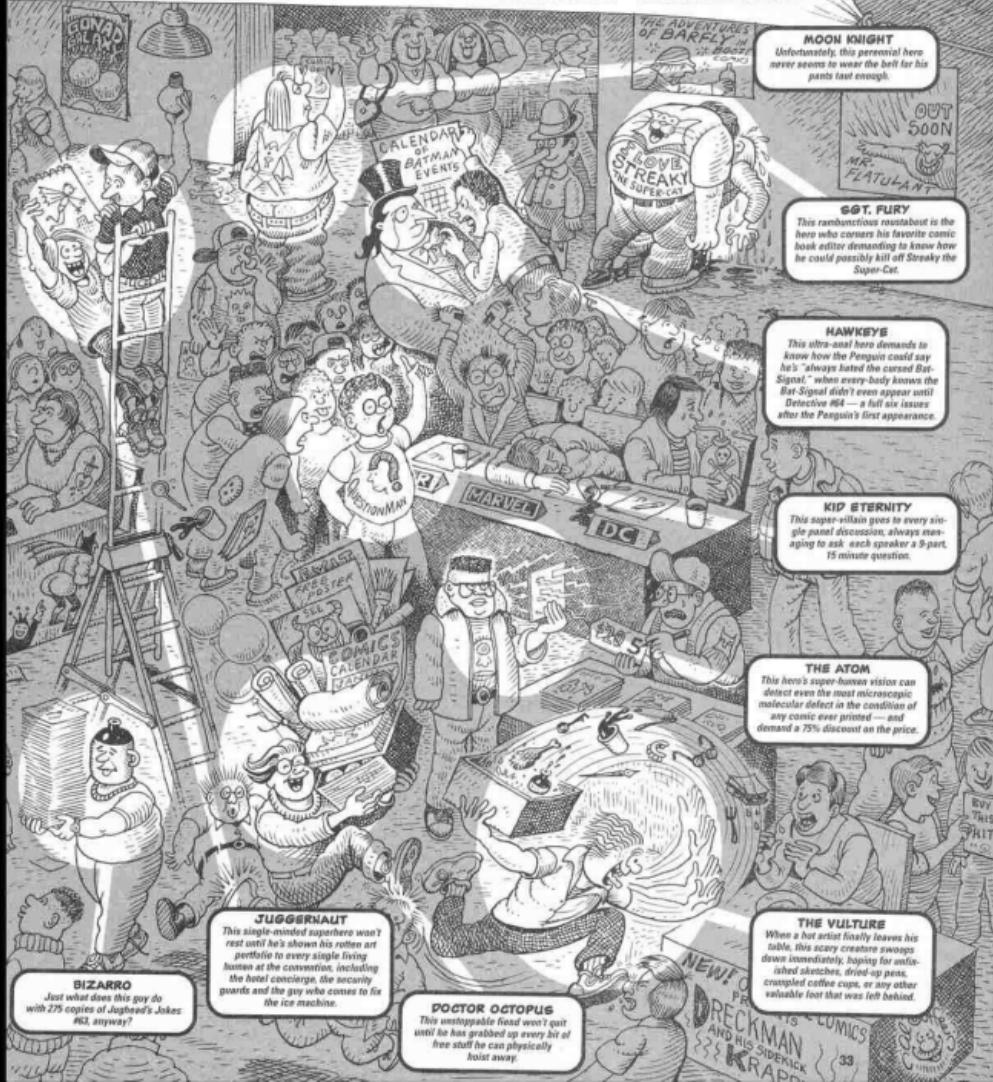
WONDER WOMAN

Any live woman at a comics convention, frankly.

ROES AT COMIC BOOK CONVENTIONS

ARTIST: AL JAFFEE

WRITER: DESMOND DEVLIN



BIZARRO

Just what does this guy do with 275 copies of Jugghead's Jokes #63, anyway?

JUGGERNAUT

This is the most overinflated hero I've ever seen. He's so full of himself that he's shown his own art portfolio to every single living human at the convention, including the hotel concierge, the security guards and the guy who comes to fix the ice machine.

DOCTOR OCTOPUS

This unstoppable fraud won't quit until he has grabbed up every bit of free stuff he can physically hoist away.

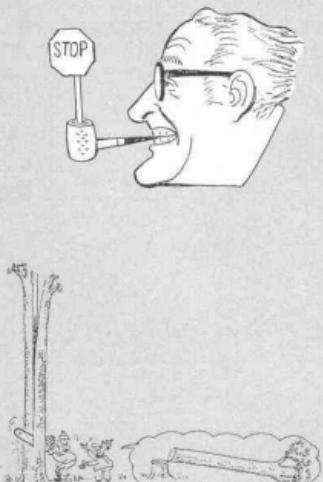
THE VULTURE

Where a hot artist finally leaves his table, this scary creature swings down immediately, baring his fangs, skeletal, dress-up pants-clad torso and... um... other valuable loot that was left behind.

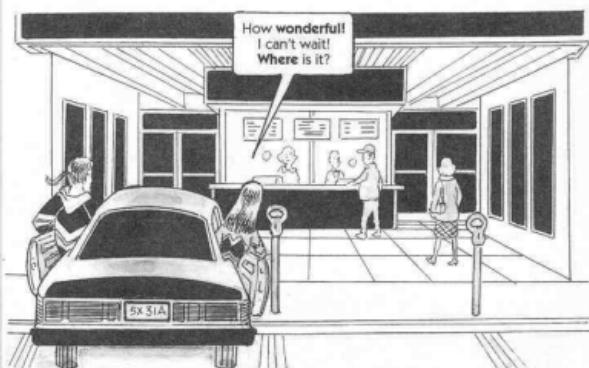
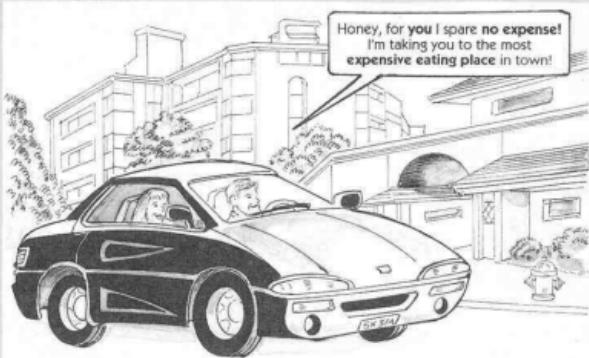
BERG'S EYE VIEW DEPT.

THE LIGHTER SIDE OF...

ARTIST AND WRITER: DAVE BERG



LUXURY



POPcorn
LARGE \$6
MEDIUM \$4
SMALL \$2

HOT-DOGS
\$7.50
\$4.95

SOFT DRINKS
\$4.95

CANDY
\$5.50

GUIDANCE



CRIME



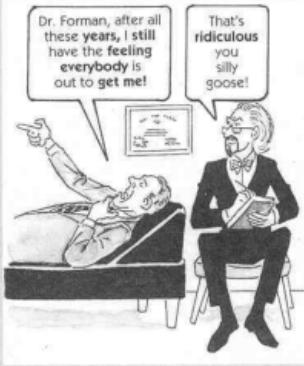
AMBITION



OBJECTIVITY



THERAPY



ECONOMICS



TRAVEL



DRIVING



Munch versions of Bury Manilow songs... why bother?



EDUCATION



THE OFFICE



FEAR



DOCTORS



SERGE-IN GENERAL DEPT.

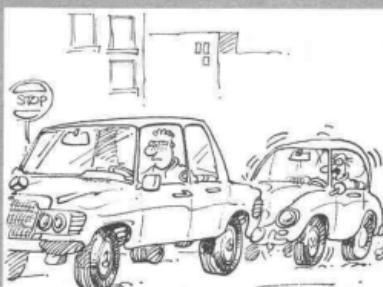
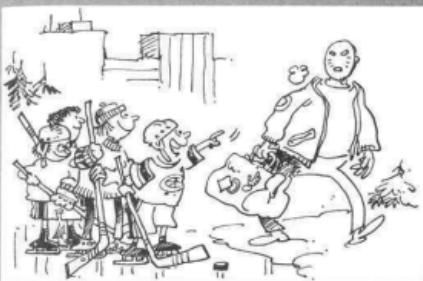
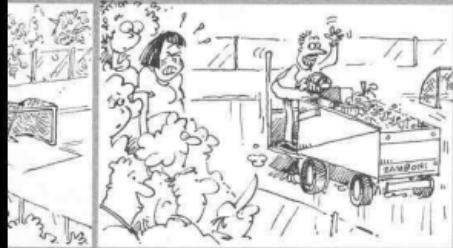
A MAD LOOK AT HOCKEY



ARTIST AND WRITER: SERGIO ARAGONES



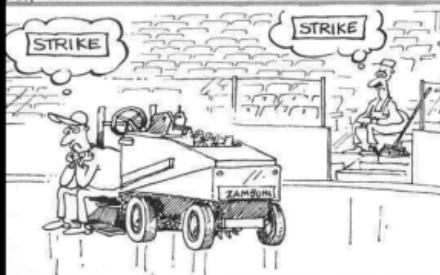




Slicing a movie theater into bite-size 3D-movieplexes, and then showing the latest bland blockbuster on four of them simultaneously. Why bother?



Trying to explain the *hockey stick* melody to a great song from the slides that is now being used to tell tennis chess... why bother?



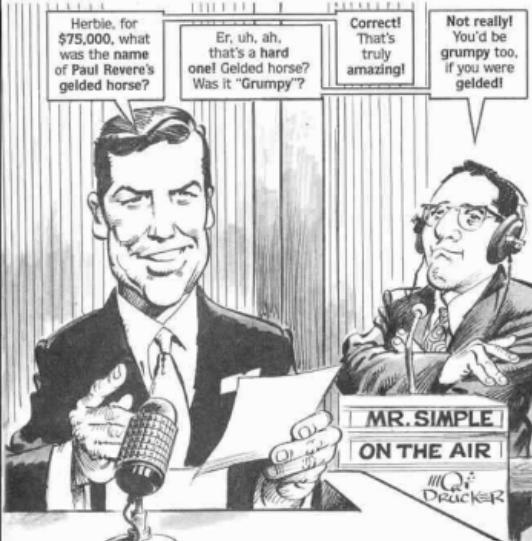


SCANDAL WITH CARE DEPT.

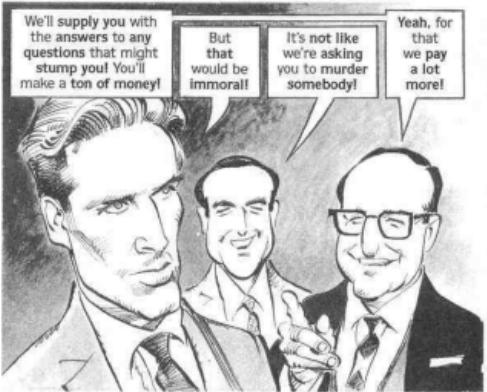
QUEASE SHOW

ARTIST: MORT DRUCKER

WRITER: STAN HART



Trying for years to contact alien beings who seem intent on communicating exclusively with hillbillies, hicks and yahoos... why bother?



The public is tired of you, Herbie! We want you to take a dive so we can replace you with a new winner!

If I agree, I want you to give me a show of my own!

Okay! How about a new spin-off of *Bowling For Dollars*?

Deal! I'll take a dive so convincingly, they'll give me an Oscar for acting, like they gave Ernest Borgnine for *Marty*!

Great! Only when we ask that *Marty* question tonight, your answer will be, "In 1955, the Award they gave Ernest Borgnine was the Nobel Prize for Nuclear Physics!" Got that?

That's so absurd it'll ruin my reputation for the new show!

No it won't! It'll make you more believable! The new show's called *Schmucks Bowling For Dollars!*



Isn't he dreamy?

I understand he gets hundreds of marriage proposals a week!

And some of them are even from women!

This get-together of your whole Van Boring clan is the epitome of WASP-ness!

I don't see how you can say that! Pass the tuna casserole, white bread and mayo!

Father Van Boring loves to entertain us with an awesome display of wit, intelligence and poetry!

Roses are red, Violets are blue! I'm a man for all seasons, So what else is new?



Tell me, Charlie Van Boring, is Twenty One fixed?

No way! Why would you think that?

Because Herbie Simple told me it was!

He's just jealous of my fame! He got furious when he found out a woman wrote me pleading I run away with her!

Why should that make him jealous?

It was from his wife!

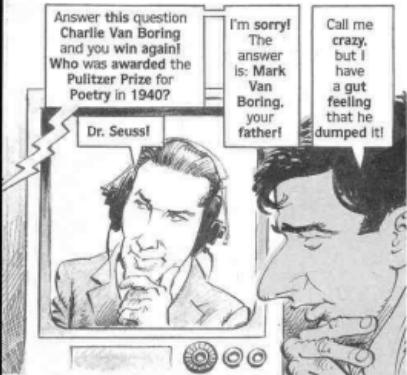
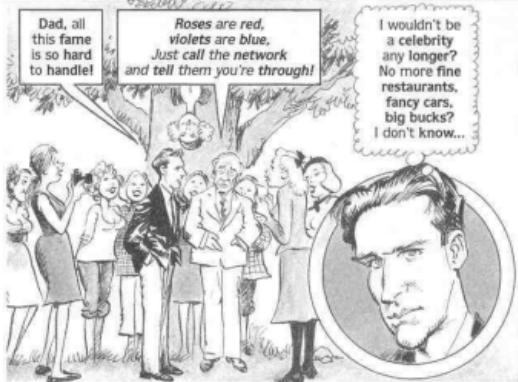
They won't give me a show so I'm blowing the whistle on them and telling the truth! They gave me all the answers!

Really? I'm shocked! Do you know how devastating it is to learn your spouse has lied to you?

Sure! Didn't I find out from the bowling team you weren't a virgin when we got married?

Sure, but I've made up for it! I've been ever since!





I know what I did was wrong, but I wanted to be something more than the son of a famous father! I can't compete with him! Once, when I was a kid he asked me to complete a simple verse:

Roses are red,
Pumpkins are orange,
I wish I had
A great big...

"A great big" what? Borange? Corange? Dorange? How could I tell my father that there is no rhyme for "orange"? Sob! Sob!



Granddad, why'd they give the contestants the answers? Why did they mislead the public?

Because by doing that, they made it a better show!

But didn't they know that it was wrong?

It's done all the time! Take this film for instance! Redford presents these events like they happened within a few months when they really took place over a three year period! In fact, *Twenty One* ran for a year and a half after Charlie Van Boring left! Also, the government lawyer had little to do with exposing the quiz shows! The New York D.A. did most of the work! And to set the record straight, Charlie Van Boring testified before the Senate a year after *Twenty One* went off the air because nobody cared about that kind of quiz show anymore!

Then why didn't Robert Redford tell us the truth?

Because, like those guys in the movie said, "It made for a better show!"



TALES FROM THE DUCK SIDE DEPT.

THE MONGOLIAN MOUNTAIN MYSTERY



WHAT'S THE ONLY
HOPE ALL
AMERICANS HAVE
OF RECEIVING
EXCELLENT HEALTH
CARE?

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

The American public was promised a new Universal Health Care Plan that would enable everyone to receive the proper medical care they so badly need. Unfortunately, the plan has been scrubbed for the time being. To find out what people can do now to get help they need, fold page in as shown.



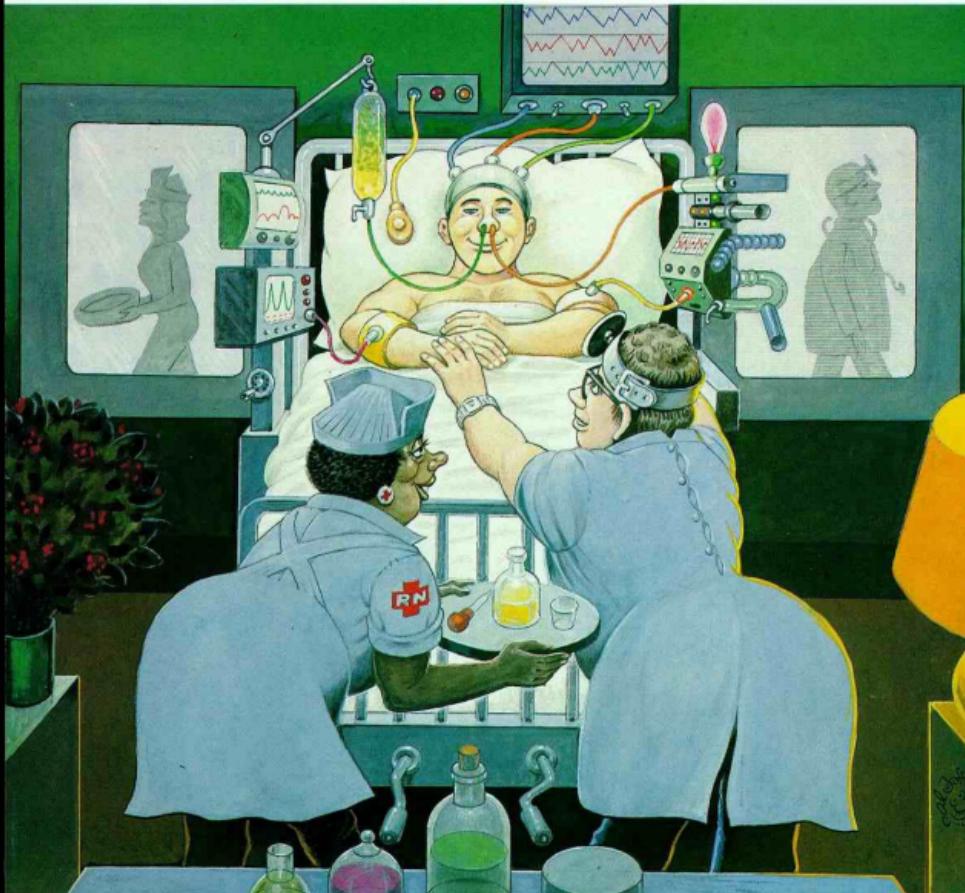
FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO 'A' MEETS 'B'



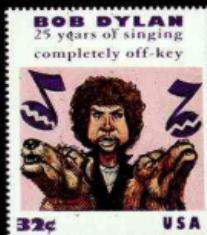
TAXPAYERS WORRY HEALTH CARE WILL BE TOO
WASTEFUL. THEY SUSPECT POLITICIANS ARE ITCHING
TO GIVE EVERY SICKO WELFARE CHEAT AND IV
DRUG ABUSER ACCESS TO FREE DOCTORS AND
MEDICINES. BUT OTHERS SAY THE ONLY WAY TO REAL
PROGRESS IS CARE THAT IS NOW ONLY IN OUR DREAMS

A ▶

◀ B

COMMEMORATIVE MUSIC STAMPS

We'd Like To See



POP MUSIC LEGENDS
and their brushes with the law



CHUCK BERRY 16¢

POP MUSIC LEGENDS
and their brushes with the law



DAVID CROSBY 16¢

POP MUSIC LEGENDS
and their brushes with the law



JAMES BROWN 16¢

POP MUSIC LEGENDS
and their brushes with the law



TUPAC SHAKUR 16¢