

June
1994
Number
328

MAD

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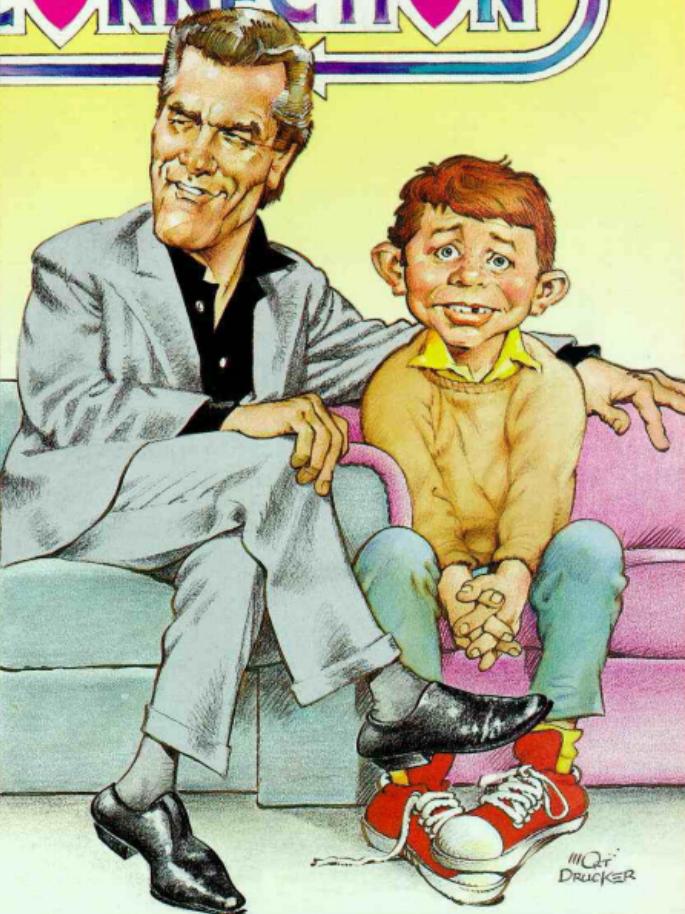
Our
Price
\$1.95
Cheap!

LOVE CONNECTION

LORENA

TONYA

AMY



DIRECT SALES

32811

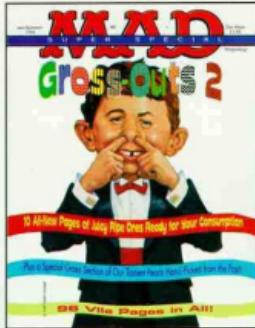
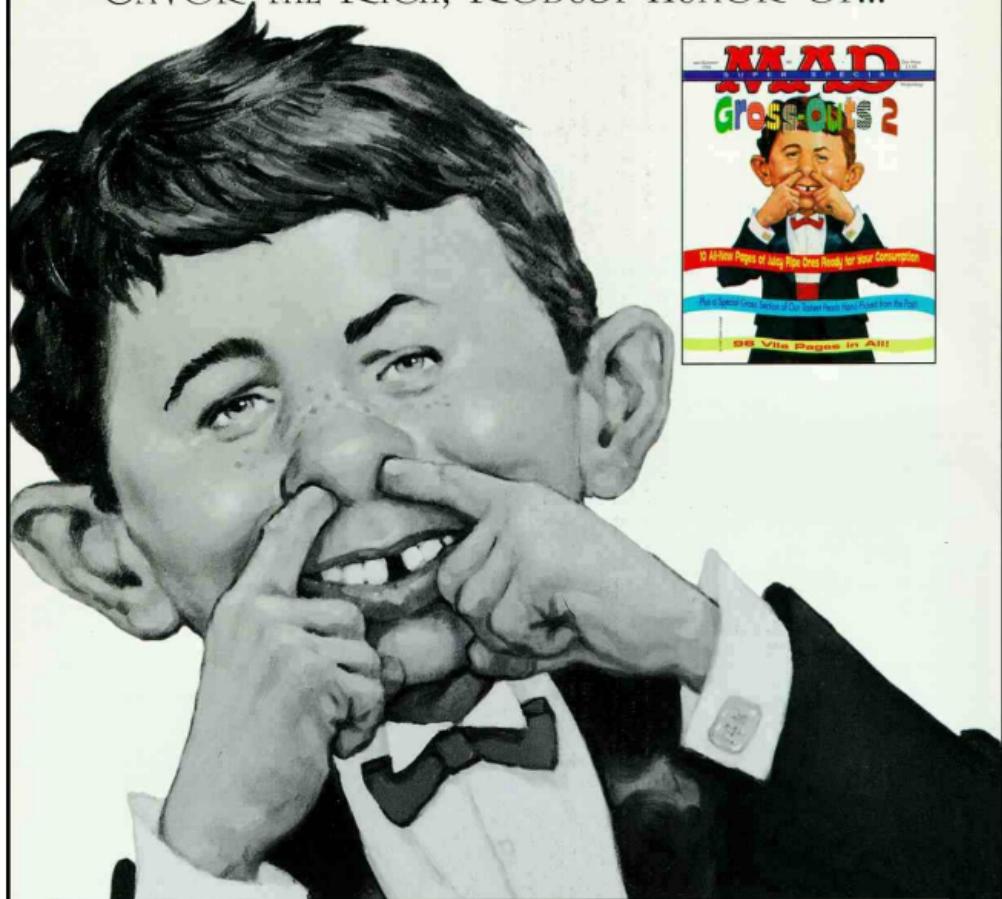


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III QT
DRUCKER

Good Taste is Timeless

SAVOR THE RICH, ROBUST HUMOR OF...



NEXT TIME YOU'RE AT YOUR NEWSSTAND DIG DEEP INTO YOUR
POCKETS, PROBE IF YOU MUST, BUT COME OUT WITH THE GREEN!
Don't Blow It!

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"Ever notice how many government officials make their raises effective long before they ever are?"
— Fred E. Neuman

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EEK!



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CAUTION!

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BACK COVER ARTIST: JAMES WARHOLA BACK COVER WRITER: CHARLIE KADAUNEW YORK
OR BUST

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THE PAIN IN SPAIN



Robbie Gourlay of Mallorca, Spain displays the MAD collection started by his father, Roberto, over 30 years ago! You know, you'll never see devoted fans' photographs like Robbie's in dull lesser publications like Time, Newsweek or the New Yorker! Check and seal



LOOSE CHANGES

You can only imagine my shock when I received the FEBRUARY 1994 issue of MAD (#325)! As a subscriber for almost 30 years, one of my favorite parts of the magazine was "Published monthly except February, May, August and November." This change in your publishing schedule may have gone unnoticed by most, but my own schedule has been invariably affected. I feel that some warning and explanation might have been in order. In any event, will this February issue have any extra value for collectors? If so, I will file it away with my original cast album of "The MAD Show" and Aurora model of Alfred E. Neuman!

Hal J. Freiman, M.D.
Scarsdale, NY

Dear "Doogie" Freiman — If we were you, we'd stock up on as many copies of our February issue as possible and hide them behind that unused box of rubber gloves in your "special" cabinet! As we did on the letters page of the very February issue you refer to, we again contacted famed magazine expert Angus O'tter, of Angus O'tter's Famed Magazines of Erie, PA to ascertain exactly how many thousands of dollars your issue is worth. Imagine our surprise when we were told of Angus' untimely passing. Condolences to the O'tter family can be sent to MAD, and we dedicate this issue to our old pal Angus, may he rest in peace! —Ed.

LETTERS & TOMATO

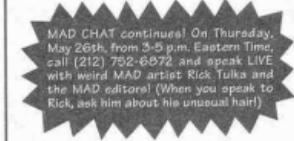
Your latest issue (#326) has created a serious domestic conflict within our household. To begin with, you altered the "Table of Contents" page just when we were getting used to the old one, making it difficult to locate Alfred's quote (which is the first thing any true MAD fan reads!) Secondly, and more seriously I might add, you stashed a survey into the center of the magazine. I collect MAD and like them to remain intact. My wife, however, likes to answer questionnaires, and with no regard to my feelings violently ripped the card from the soul of the issue. Our marriage is in shambles and it's your fault. I hope you're happy!

Mark Heiss
Prospect, CT

We challenge your assertion that the first thing true MAD fans read is the Alfred quote. Others have maintained they check the fold-in first. Some say they immediately peruse "The Lighter Side of the Office" and a perverse pinch of readers say they scan whatever article Tom Bunk illustrated looking for the guy with the poked out eyeball! Since "What's the first thing you read in MAD?" seems to be a hotly debated topic, we've decided to throw the question to you, our loyal and devoted letters page readers! Write or fax us with the first thing you read when you open a new issue of MAD and why! We'll print the most interesting answers in a future issue and settle this controversy once and for all! —Ed.

INSIGNIFICANT DATA

MAD	SUPER
#329	SPECIAL
ON	#98
SALE	ON SALE
JUNE 28!	JUNE 7!



MORON MAIL

I think your magazine is cool. My brother and I always read your magazines. Nothing is more exciting than sitting down in a good chair with a glass of cold lemonade and reading your magazine.

Ruthmarie Dodez
Athens, TN

Ruthie — That's not lemonade! —Ed.

FAX MAD AT (212) 752-6872

ES DEPARTMENT

BROOKLYN ABRIDGED



As we've said again and again, MAD's office is a celebrity magnet! Recently, we were visited by actor David Wohl, who starred as candy store owner Sid Elgart on the former smash CBS series Brooklyn Bridge. David was taking a well-deserved break from the show with his pals Sam and Billy. Which mega-star will drop by next? Stay tuned!

FATHER (?) OF OUR COUNTRY

I have been a loyal MAD reader and subscriber for well over 30 years. I have always found MAD to be an entertaining, yet satirical publication. MAD has always been in the forefront of wit, taking well-deserved shots at those who prey on others, and our foolish mores. My teenage children fight over it, too, to see who gets first reading after Dad. It is therefore with great dismay that I noted the back cover of Issue #326 which depicts George Washington as a cross-dresser. What this has to do with humor or satire is beyond me. It would be one thing to puke fun at Washington legends, but what does this have to do with his sexual orientation? Washington was a great American, flawed, but a major reason why we are the nation we are. The back cover was totally tasteless and you owe an apology to the American people.

Jack L. Billig
Ossining, NY

Jackie — Why you think we're putting down Washington is beyond us. As any student of history knows, it was George's brilliant military strategy (combined with a pink taffeta gown he picked up at a Valley Forge factory outlet) which led to really surprising the drunken Hessian troops, and ultimately resulted in Washington's famed Monroe Doctrine and the abolition of slavery! We hope you and your family have enjoyed this little historical respite and have a renewed sense of pride in our back cover. Next issue: Hoover's Gettysburg Address! -Ed.

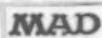
WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?



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I enclose \$37.50 for a 24-issue Subscription.
I'll save \$9.30 off newsstand price and get the official MAD Logo Pin absolutely free!

New York, New York 10022

I enclose \$15.50 for an 8-issue Subscription
I'll save a paltry 10¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!

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— USE COUPON OR DUPLICATE —

Please Address All Correspondence To: MAD, Dept. 328, 485 MADison Avenue N.Y., N.Y. 10022.
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

SENDING UP TRIAL BUFFOONS DEPT.

In the criminal justice system, people are resented by two separate but equally offensive groups: the police who are frequently inept in their investigation of crimes, and the District Attorneys who procrastinate with the offenders! Here are their stories, told weekly in the gritty, giddy, totally shot in New York series...

LAW & DISORDER

ARTIST: MORT DRUCKER WRITER: DICK DEBARTOLO

I'm Detective Miscue! I've had reports today of five serial killers, a mad bomber, six arsonists and an ax murderer! In New York that's called a "light duty day"! But all that misery doesn't keep me from doing bad one-liners!

TATA-BOOM!

Not yet! I want a rimshot AFTER the bad one-liners! My jokes need to be identified!

I'm Detective Logy! I'm very intense and focused on my world! I don't rest until the crime is solved! I figure Miscue and I solve a crime a week! With repeats and hiatus, that's about 30 crimes a year! That's why our department is 24,765,435 cases behind, but we're thinking of working an hour or two this Saturday to catch up!

You can never find a cop when you need one!

Wrong! I'm a cop. But this is an easier and safer way to earn a living!

If this doesn't prove the justice system is breaking down, nothing does!



Hey, it's
Miscue
and
Logy!
Let's
give our-
selves up!

Give
our-
selves
up?
How
come?

Because they're the biggest screw-ups in New York City Police history! They get evidence without search warrants, try cases out of their jurisdiction and even put under pressure on witnesses! That's why most of their cases are thrown out of court and criminals get off scot-free!

Okay,
you
convinced
me! I'm
giving
myself up!

Not so
fast,
we're in
line to be
arrested
by them
first!

11/11
MORT
DRUCKER



I'm going to go a step further and say the woman is his wife! Here, look in the microscope! See what's written across the picture: "To my wonderful husband"!

I can see that without the microscope!

I know! The microscope doesn't have a lens - it anyway! You know how strapped for cash New York City is!

Tell me about it! I hear the new Mayor, Giuliani, wants us to shoot each bullet at least twice!

You know, there's something vaguely familiar about this most recent murder victim!

Wasn't he your partner for several years?

That's where I know that face!



I thought he was written out by the producer!

Looks more like he was wiped out by a civilian! New York's tougher than I thought! Criminals not only target cops, they kill actors who play cops!

Let's visit his wife to see if she knows he's history!

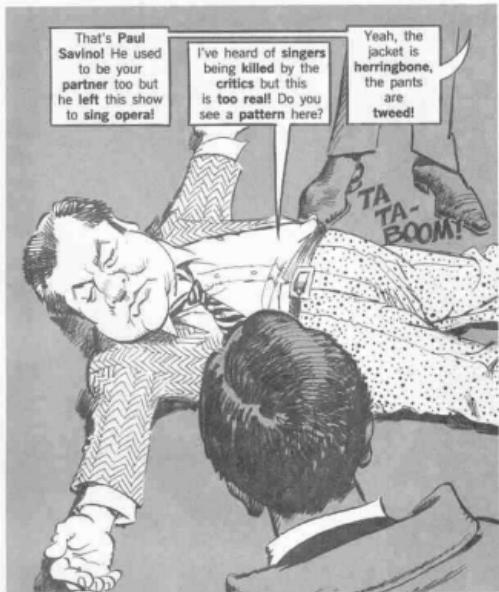
Let's go to a mall first and shop with his credit card! If they haven't been cancelled, we'll know his wife doesn't know! Then we can charge a few big-screen TVs and VCRs to his accounts before she does!

More bad news, Mische! There's been another murder!

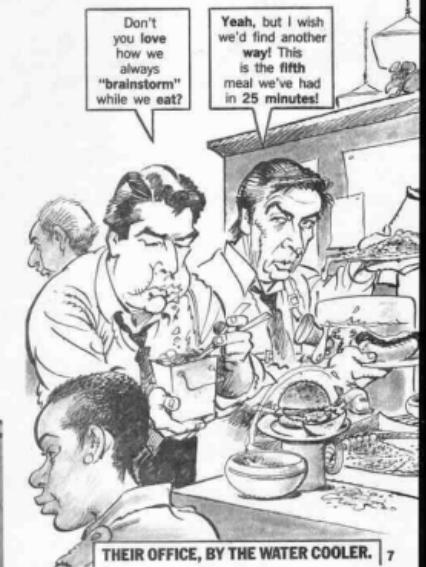
Let me guess—the Statue of Liberty stepped on him!

No, he was murdered up the Bronx! We dragged him here because the background's more powerful: liberty, freedom, murder! It's great American symbolism!

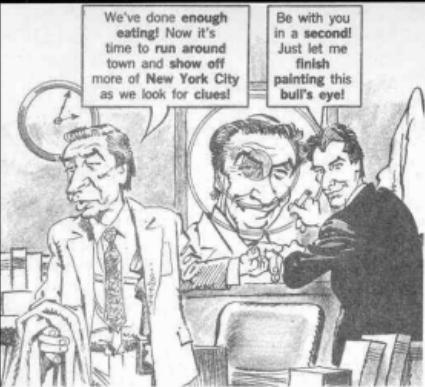




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THEIR OFFICE, BY THE WATER COOLER. 7



RADIO CITY MUSIC HALL, FIVE
ROCKETTES FROM THE END

I don't know anything about your cast members being murdered! As far as I'm concerned, except for the Seinfeld gang, everyone's dead over at NBC! Why would you come to me anyway?

Because there's a two year wait for tickets to sit in the audience, but as **detectives** we were able to push our way up here on stage in **two minutes!**

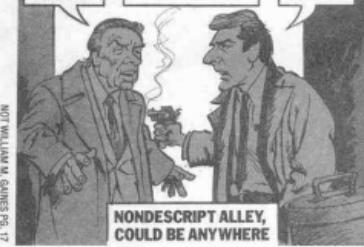
Well, I'd like you to leave now! Paul, some exit music!

Thank! Next time that lady who claims she's your wife moves back in, don't call us!

Logy, you almost shot me in the back! What were you aiming at?

Your front! You're the "partners" murderer? Did you really think you could get away with murder?

In this city? Absolutely! Everybody gets away with murder!



NONDESCRIPT ALLEY,
COULD BE ANYWHERE

I hope we can win a conviction in this case! We never prosecuted a New York City detective before!

We don't even have a very good success rate with sleazebags!

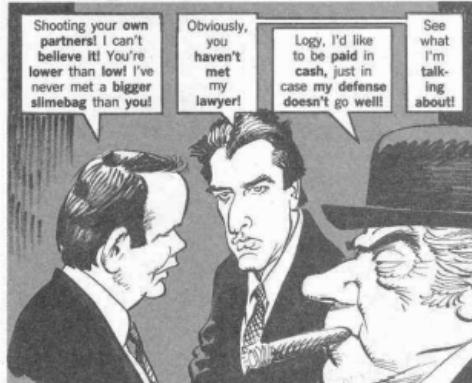
But we have more legal books in the background than L.A. Law! That should count for something!

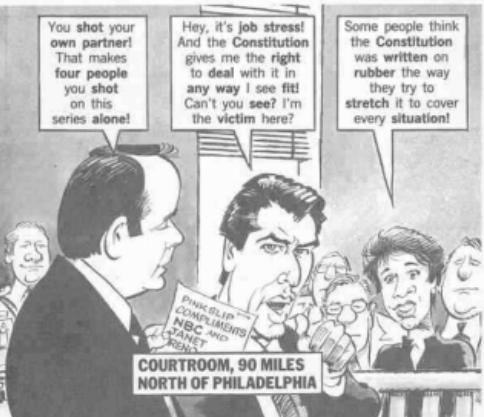
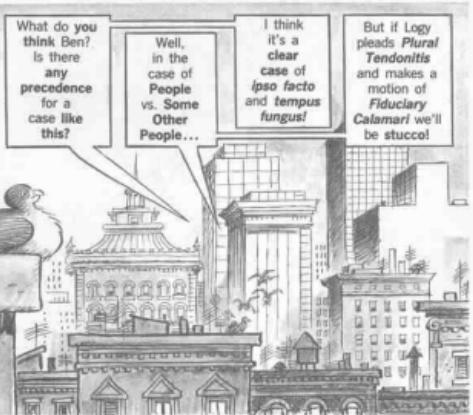
Shooting your own partners! I can't believe it! You're lower than low! I've never met a bigger slimebag than you!

Obviously, you haven't met my lawyer!

Logy, I'd like to be paid in cash, just in case my defense doesn't go well!

See what I'm talking about!





ALL JAFFEE DEPT.

It has become increasingly difficult for people to cope with the trials and tribulations of our crime-infested lives in the 1990s. Of course, the hordes of boobs who continue to

SNAPPY ANSWERS TO ST

AT THE RODNEY KING TRIAL

Do you think the police wanted to harm you, Mr. King?

No, they were just beating me down to the ground to protect me from any stray bullets that might be flying around from prejudiced cops.

No, it was just a wild coincidence that I happened to wander into their baton wielding practice area.

No, cosmetic surgery is their hobby and they were only trying to rearrange my face!

Are you a courtroom sketch artist?

No, I'm an animator for Disney. We think this would make a swell kiddie cartoon.



AT THE BOBBITT TRIAL IN THE JURY ROOM

Will this affect Bobbitt's sex life?

No, not if he uses a steel condom.

Can Bobbitt have normal sex now?

No, but so what? That never stopped him before!

Did Lorena do it because of his sexual demands?

No, she did it because he was trying to lose a little weight and she thought she'd help him out!



plague us with outrageously stupid questions don't help matters any. So how do we respond to said boos? With snappy answers of course. In response to our troubled times we present...

UPID QUESTIONS

SPECIAL KILLERS & VICTIMS EPISODES

ARTIST AND WRITER: AL JAFFEE



NEAR THE MENENDEZ BROTHERS' HOME

Was money the reason they killed their millionaire parents?

No, what is money when you have parents who cater to your every need: food...shelter...sex...

No, love was the reason they did it. They loved seeing them dead!

No, you can be ignored just so many times when you ask someone to pass the salt. Then you act!

Did they have a grudge against their parents?

No, they just had very creative ideas about celebrating Mother's and Father's Day!



AT THE JEFFREY DAHMER TRIAL

Is cannibalism a psychological problem?

Do you think Dahmer's crazy for eating human beings?

No, it's the rest of society that's crazy for not enjoying such culinary delights as spleen soup, lung tartar and souffle of Fred.

No, and by the way, don't you think that prosecuting attorney would go great in a stir fry?

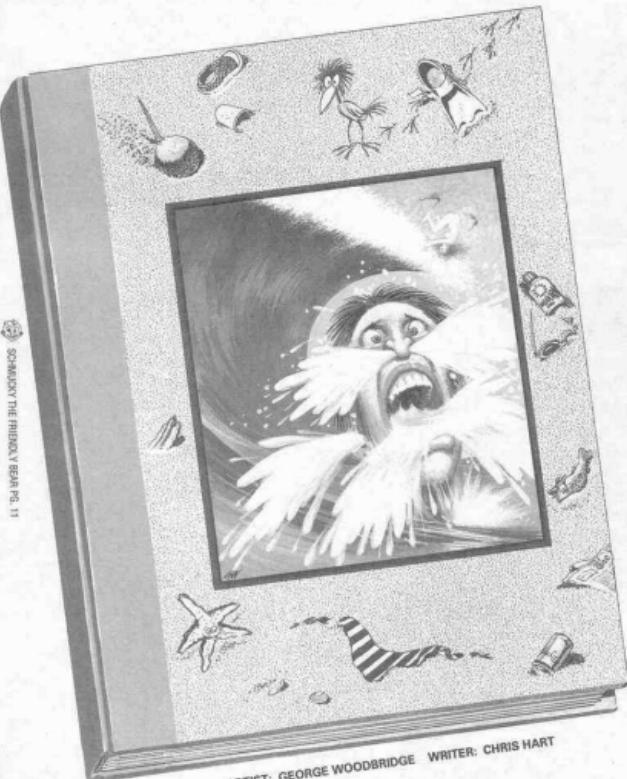
Absolutely! They're a bitch to clean and there are always mountains of leftovers!



TURNING DOWN THE VOLUMES DEPT.

When it comes to milking a subject that nobody cares about to begin with—packaging it up with slick paper and fancy binding, filling it with style over substance and cranking it out volume after hack volume—nobody does it better than the same people who churn out that insufferable rag *People* every seven days...our good friends at TIME-LIFE! We just hope they don't publish these...

NEW TIME-LIFE BOOK SERIES WE NEVER WANT TO SEE



BEACH DROWNINGS

A captivating new series you won't want to miss. Our award-winning Time-Life photographers bring you detailed and dramatic photos of drowning victims as they go under for the third time. Watch as novice swimmers gurgle and flail. It's as if you're actually there on the shore as you read account after account of unlucky swimmers succumbing to whirlpools, riptides and undertows.

Vol. 1: THE LAST SUPPERS

Explore up close and in detail the bologna, chicken salad and peanut butter and jelly sandwiches eaten by unfortunate bathers only minutes before entering the water.

Vol. 15: SOS?

A look at the chatting, flirting, flexing, eating, napping and other activities that fill a life-guard's day as screaming victims go unnoticed.

Vol. 39: HEY DUDE—YEAH, YOU!

A special pictorial volume capturing in full color dazed body surfers as they cry "Help!" and "Put down that #@!*&# camera and throw me a rope, you moron!"

THE LANGUAGE OF ANIMALS



This fascinating and unique series takes you deep into the mysterious language of animals. Communicate with your pet, stray dogs and cats in your neighborhood and whimsical circus creatures. Is your pet telling you one thing, the neighbor's pet another? This valuable Time-Life collection is also a must for hunters. Instead of shooting animals, learn how easy it is to talk them into giving themselves up. THEN shoot them.

Vol. 1: HEY, HOW ARE YA?

An introduction to basic animal greetings, such as "Your rear smells good." "Does my rear smell good?" and "How about we smell each other's rears some more?"

Vol. 23: YOUR BUSH OR MINE?

A tantalizing and exciting examination of animal mating calls, answering the question, "When does a mating call cross the line and become sexual harassment?"

Vol. 77: BUT I WANNA TELL YA...

In this volume, discover the secret world of hyenas and learn the dirty jokes that keep them laughing.

LOOK NOT ADULTED FOR DELIGHTFUL SWARMS PG 8



TOXIC WASTE & ASBESTOS REMOVAL

Living on or near a landfill, or in New Jersey? Then this remarkable Time-Life book series is designed especially for you. Living on a toxic dump used to mean relying on the courts to force industrial polluters to clean-up. But now, with this informative new "Home Handyman" series from Time-Life, you can learn to neutralize the radiation, carcinogens and contaminants in your soil with the same ease and simplicity as repairing a catalytic converter.

Vol. 1: SOD-DAMNED

In layman's terms you'll understand exactly what it is that makes your lawn glow.

Vol. 18: GA GA OVER GOO

Using our step-by-step instructions, find out how easy it is to dupe high school kids into thinking that you have hired them to cart away the ingredients of your old 1960s lava lamp collection.

Vol. 78: BLOTCHES? WE DON'T NEED NO STINKING BLOTCHES!

A lavishly illustrated how-to collection of helpful hints on covering up those pesky skin tumors.



UNKNOWN INVENTORS



With the comprehensiveness that has become Time-Life's hallmark, this engrossing collection captures the greatness of the ordinary and uncelebrated men and women whose inventions made invaluable contributions to our everyday lives. Time-Life honors these neglected giants with this awe-inspiring series. If you don't order for yourself, then do it for your children.

Vol. 1: MR. TWEEZERS

Through eyewitness accounts, probe the compelling story of the shy man whose name became synonymous with the word "splinter."

Vol. 46: THE RESIDENT OF MENLO PARK

You'll learn about the humble beginnings of the father of the matchbook: How did he know it would fit so well under a wobbly table leg?

Vol. 59: DOMES WERE NOT BUILT IN A DAY

Astound yourself as you read about the little souvenir globe you shake to make it look like it's snowing on the Statue of Liberty. Hear, in the inventor's own words, how it all started in a garage with just \$20 and a crazy dream.

GREAT MINE SHAFT COLLAPSES

It is with special pride that Time-Life presents this unforgettable book series of gut-wrenching tragedy and anguish. With rare photographs and colorful graphics, you'll get a first hand look at the men who were buried alive, crushed to death, slowly starved, suffocated and more.

Vol. 1: DO YOU THINK HE SUFFERED MUCH?

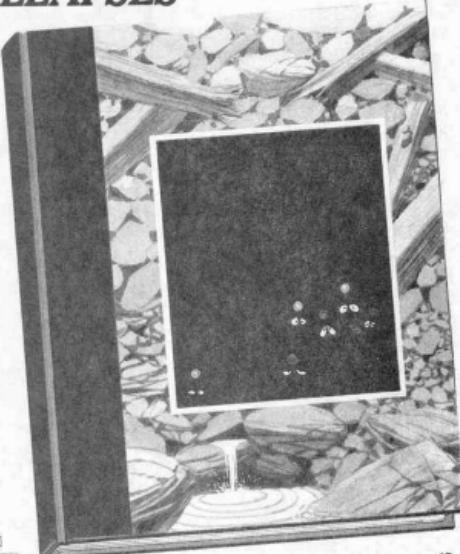
This disturbing series begins with interviews of the miner's widows while they're still grieving. See their faces as they grapple with the insensitive questions asked by our probing Time-Life interviewers.

Vol. 62: COAL MINER'S SLAUGHTER

You'll get a first-hand look at the unedited transcripts of the miners' last statements, which are eerily and coincidentally all the same: "Air! Air!"

Vol. 93: GETTING THE SHAFT

A very special volume of all black pages, designed to convey the experience of what it feels like to be trapped under tons of rocks, debris and rubble.



NOTORIOUS TAXI DRIVERS OF NEW YORK

This startling Time-Life series is not for the squeamish. Read about New York City's most infamous cabbies and their individual body counts. Using maps, diagrams and chalk body outlines, Time-Life presents painstakingly researched accounts of brutal assaults on pedestrians. To find out how each cab driver got those notches on his dashboard and that caked blood and hair on his bumper, don't miss this bold and unusual collection.

Vol. 1: FARE GAME

Travel through midtown with Achmed, a cabby who targets the elderly. Later, visit Achmed's private collection of mangled canes and walkers.

Vol. 33: LET US SPRAY

Experience the swerving, daredevil driving of Tony "The Frog" Babagatz. You'll feel as though you're behind the wheel as you read about his eerie ability to lock onto street puddles like a laser beam, spraying entire lines of suits waiting for the bus in a single pass.

Vol. 87: KISS YOUR SPINE GOODBYE

Spend a shift with Hannibal, the sadistic cabby who purposely removed his shock absorbers, then drove his passengers over every pothole he could find. Next, stroll through the hospital wing at St. Vincent's which is reserved exclusively for Hannibal's neck-brace-wearing, chiropractor-craving passengers.



CONTENTS CONTENTS PAGE

GREAT HOSPITAL BLUNDERS



Enter the bizarre world of hospital administration. When you enter the hospital, you automatically assume that the call button for the nurse will be broken and that your pain medications won't be administered on time. But what happens when the mistakes are far more serious? Then you have a bizarre and astonishing new series from Time-Life Books.

Vol. I: WHOSE LIVER IS IT, ANYWAY?

In this introductory volume, you'll be astounded by the case of Hans Brickface, the man who came in for a transplant and ended up a donor.

Vol. II: SLICES OF LIFE

Learn the sad story of Jefferson Cray, the teenager with the broken arm who died in the hospital waiting room—of old age.

Vol. 67: HELP ME! HELP ME!

Uncover the sealed files of Doctor Bingwap, who kept on cutting until he finally amputated the correct limb.

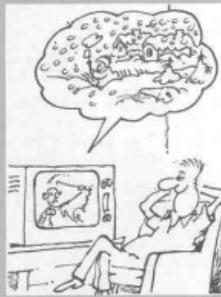
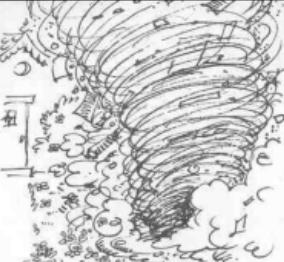
SERGE-IN GENERAL DEPT.

A MAD LOOK AT NATURAL DISASTERS

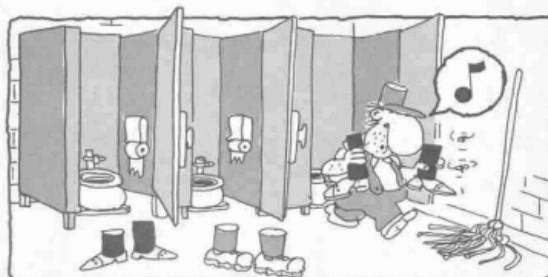
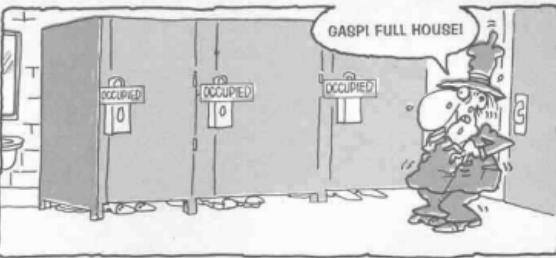
ARTIST AND WRITER: SERGIO ARAGONÉS





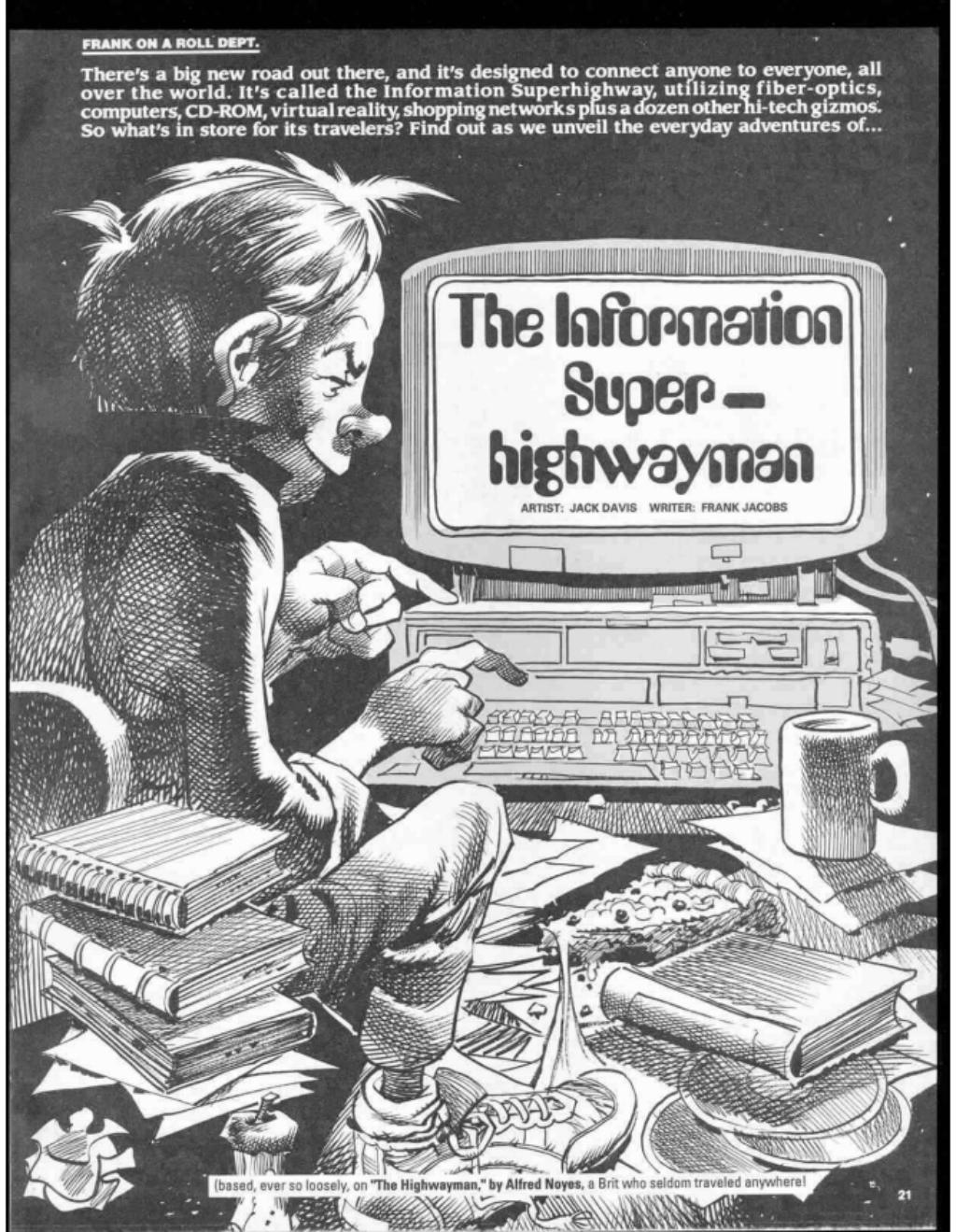


THE LOOPY LAVATORY LOGJAM



FRANK ON A ROLL DEPT.

There's a big new road out there, and it's designed to connect anyone to everyone, all over the world. It's called the Information Superhighway, utilizing fiber-optics, computers, CD-ROM, virtual reality, shopping networks plus a dozen other hi-tech gizmos. So what's in store for its travelers? Find out as we unveil the everyday adventures of...



The Information Super - highwayman

ARTIST: JACK DAVIS WRITER: FRANK JACOBS

(based, ever so loosely, on "The Highwayman," by Alfred Noyes, a Brit who seldom traveled anywhere!)

The morning was like any other;
The town awoke and stirred;
Outside in the tall eucalyptus
A sparrow's chirp was heard;
And buried within a small chamber,
A screen the sole light in the room,
The Highwayman sat squinting—
Eyes burning red from squinting—
The Highwayman sat squinting
In his computerized tomb.

①

Eighteen hours a day did he plop there,
Unburdened by kids or wife;
He'd embarked on the great Info Highway,
And the Highway was his life;
"Who needs family?" he muttered,
"I've my modem, screen and mouse;
For the world is now my oyster—
A fiber-optic oyster—
A 500-channel oyster—
I've no need to leave the house."

②

Still he hungered for more information,
And, thanks to Compuserve,
Learned the distance from Fresno to Saturn,
Why Drabek's lost his curve;
Found Albanians fail as accountants,
That Yeltsin hates Tom Cruise,
And the info he digested—
Unrelentingly digested—
Info endlessly digested—
Which perhaps one day he'd use.

⑤

Countless hours he spent every evening,
Hooked up to CD-ROM,
Getting kicks as he wiped out the planet
With the hot game, "Neutron Bomb;"
He refought World War II with great cunning,
Had the Nazis lose to the Swiss,
And he reveled in the slaughter—
Leading armies into slaughter—
Playing God amidst the slaughter
Had he ever known such bliss?

⑦

He could now interact with old movies,
Re-editing any flick;
At midnight he'd watch "Casablanca,"
With Devito playing Rick;
Later on, a drag version of "Rambo,"
Pee Wee Herman in "Top Gun;"
And the Highwayman sat viewing—
At his re-creations viewing—
Realizing from his viewing
That he never had such fun.

⑧

His bulletin board brought him chatter
From hackers far away—
Hot news from an Omaha mystic,
In trance with JFK,
A miracle cure for hangnail,
Hatched up by a Spokane quack;
And the E-Mail overwhelmed him—
In great numbers overwhelmed him—
By the thousands overwhelmed him—
Like a schmuck, he answered back.

3

He switched on his Prodigy system—
The Highway's fact-filled source,
Found out how to house-train a marmot,
Why pygmies don't divorce;
Memorized "Moby Dick" in Norwegian,
Learned Genghis Khan was gay,
And he gobbed up the data—
Felt enriched by all the data—
Knew he'd profit from the data—
Though just how he couldn't say.

4



Though the Highwayman lusted for women, 9
He treated them with scorn;
"Who needs 'em?" he yelled, hand on joystick,
"I've got interactive porn!"
"Off with your bra!" he commanded,
As his playmate cavorted in view,
And in moments he felt even better—
Ever infinitely better—
Sighed, "I've never had it better—
So how was it for you?"

9

Weeks rolled by, and the Highwayman sat there,
Connected with the world.
Till one night, chatting up Vladivostock,
His senses spun and swirled;
And he croaked on the spot in mid-message,
And lay forever still;
Some have said a stroke he died from—
Or a heart attack he died from—
Don't believe it—what he died from
Was info overkill.

10

Different people look for different things when viewing a motion picture. Some look for emotional insight and artistic merit, while others look for nothing more than a mindless

CINEMA

VS

If it attempts to reveal the hidden psyche of Ernest Hemingway...IT'S CINEMA

If it attempts to reveal the hidden psyche in the attic...IT'S A MOVIE

If a hot shower is used as a metaphor for the cleansing of the soul...IT'S CINEMA

If a hot shower is used as a private peephole for horny fraternity dorks...IT'S A MOVIE

If it has a direct tie-in to Sigmund Freud's "The Interpretation of Dreams"...IT'S CINEMA

If it has a direct tie-in to Diet Pepsi...IT'S A MOVIE

If it carefully examines the disintegration of a marriage...IT'S CINEMA

If it carefully examines the disintegration of a guy's skull...IT'S A MOVIE

If it's a deeply personal study of Beethoven—the man, the composer, the tortured genius...IT'S CINEMA

If it's a deeply personal study of Beethoven—the 200-pound mutt...IT'S A MOVIE

If it tells a tale of forbidden love taken from the diaries of Mary Shelley...IT'S CINEMA

If it tells a tale of forbidden love taken from the diaries of Amy Fisher...IT'S A MOVIE

piece of trashy fluff! But when going to the theater, how does one know what it is they are paying to see? It's not easy, but we'll help point out the main differences in...

ARTIST: SAM VIVIANO WRITER: DESMOND DEVLIN

MOVIES

If it expands on the themes in the classic "Brothers Karamazov"...IT'S CINEMA

If it expands on the themes in the classic Brothers Mario...IT'S A MOVIE

If the director uses a faraway camera angle to illustrate a character's spiritual isolation...IT'S CINEMA

If he does the same thing because the real actor had tickets for the Lakers the day the scene was shot...IT'S A MOVIE

If it studies modern society's total lack of understanding...IT'S CINEMA

If it studies Sharon Stone's total lack of underpants...IT'S A MOVIE

If they attempt a naturalistic feel by choosing a performer with no acting expertise or experience...IT'S CINEMA

If they attempt to do the same thing by choosing Kevin Costner...IT'S A MOVIE

If the action concerns stricken kids in the Dust Bowl...IT'S CINEMA

If the action concerns shrunken kids in a bowl of Cheerios...IT'S A MOVIE

If the film details Michelangelo's ambivalent relationship with the Medics and the Pope...IT'S CINEMA

If the film details Michelangelo's ambivalent relationship with Donatello and Splinter...IT'S A MOVIE

If it employs the dramatic skills of Russian playwright Anton Chekhov...IT'S CINEMA

If it employs the dramatic skills of the Enterprise's Ensign Chekov...IT'S A MOVIE

Commercial Art

ARTY COMMERCE

No More Happy Days!

THE RASCALLY RELIGIOUS RUSE





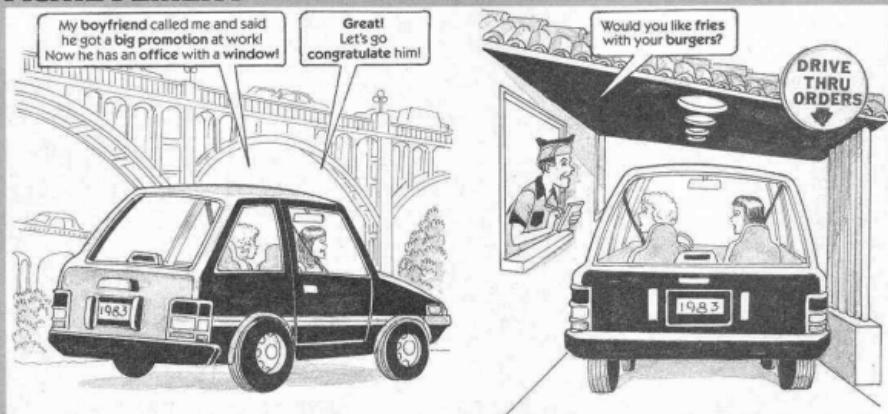
The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

BEING DIFFERENT



ACHIEVEMENT



MODERN ART

Ah, a lovely example of fundamentalist contemporary abstract of the post-deconstructionist school! I'd love to meet the artist who painted it!

Sorry, you can't right now!

It's past his bed time!



STYLE

I can't buy this dress! I look ridiculous in it!

But Madam...

"Ridiculous" is in this year!



RUNNING AWAY

Did you call home like I told you to and tell your parents you're sorry you ran away?

Yeah! My father said, "All is forgiven!"



TAUT

Wow, that is one ugly dog! It reminds me of Aunt Harriet!

You shouldn't say things like that, Bobby!

Why not? The dog can't hear me!



DRIVING



EXPECTATIONS



GAMBLING



THE OFFICE



PUNCTUALITY



DOCTORS



STUPID PUTT TRICKS DEPT.

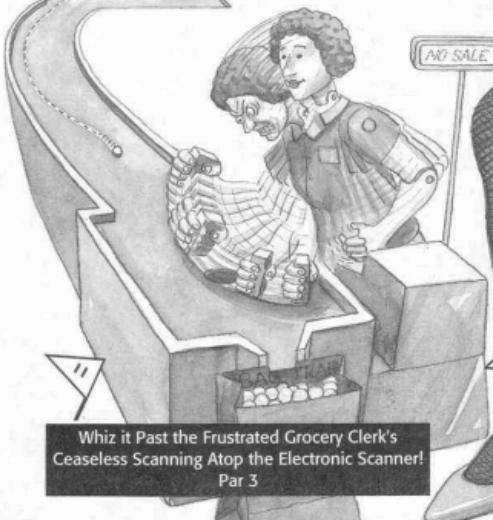
When miniature golf was invented in 1916 by James Barber and Edward H. Wiswell, they had no way of knowing how popular the game would become (or how dreadfully dull the courses would become!) Indeed, aside from animals, castles and windmills, there is very little in the way of interesting holes for the average putter to sink their ball into! Well, we think that it's about time America's favorite leisure time activity caught up with the current social and political climate by trying out some of MAD's...



MINI GOLF FOR THE '90s

(The Back Nine)

ARTIST: JAMES WARHOLA WRITER: RUSS COOPER

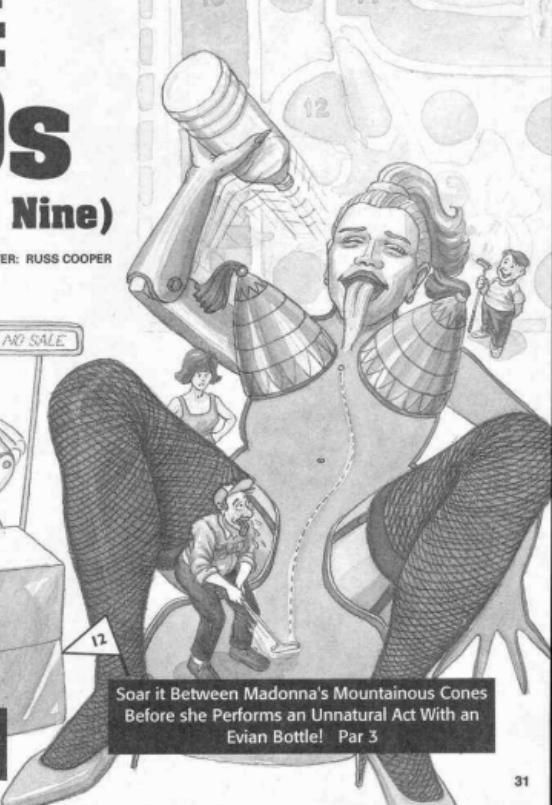


Whiz it Past the Frustrated Grocery Clerk's Ceaseless Scanning Atop the Electronic Scanner!
Par 3

Soar it Between Madonna's Mountainous Cones Before she Performs an Unnatural Act With an Evian Bottle! Par 3



Zip it Through the Revolving Robes of Pesky Supreme Court Justice Clarence Thomas! Par 3



13

Sail it Beneath the Tottering S&L Bank Before
it Suddenly Collapses! Par 3



14

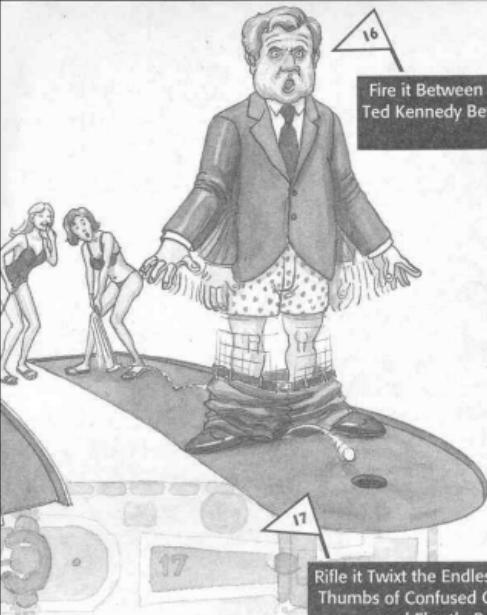
Guide it Through the Precariously Swaying
Sideburns of Teen Idol Jason Priestly!
Par 3

15

Shoot it Past the Non-stop Pummeling Provided
by the LAPD's Blood-stained Clubs! Par 3

16

Fire it Between the Legs of Sheepish Senator
Ted Kennedy Before he Drops his Pants Again!
Par 3



17

Rifle it Twixt the Endlessly Rotating
Thumbs of Confused Critics Siskel
and Ebert! Par 3



18

Bang it Past the Cross-dressing Knees
of Fruity FBI Director J. "Edwina" Hoover!
Par 3

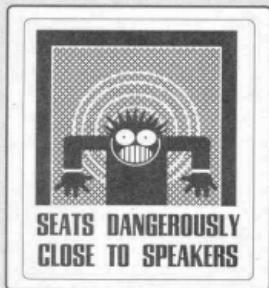


19

Swish it Down Macaulay Culkin's Gaping Gullet!
Win Free Game Par 1

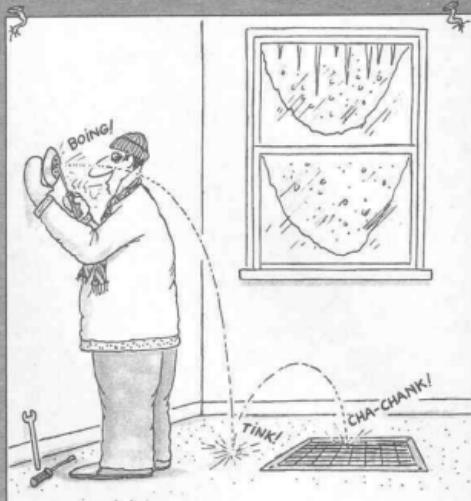


MAD'S INTERNATIONAL SIGNS FOR THE WORLD OF ROCK



HI THERE, DO-IT YOURSELFERS! I'M HAP THE HANDYMAN HERE WITH SOME ADVICE FOR ALL YOU HOME CRAFTSMEN. BEFORE YOU TACKLE ANY PROJECT AROUND YOUR HOUSE, PUT DOWN YOUR BALL-PEEN HAMMER, AND MEMORIZE THESE

TEN CONCRETE LAWS OF HOME REPAIR!



The most **Important** part of your thermostat will be small enough to fit through the grill of the nearest heating vent.



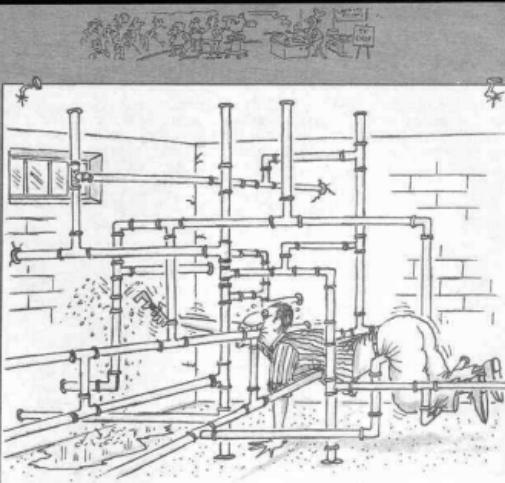
If only one shingle on your house needs replacing, it will be located next to the biggest hornet's nest in the world.



The only time you will ever drop a screwdriver in the toilet will be when someone has forgotten to flush it.



Products labeled, "Use only in well ventilated areas," will be needed **only** in rooms that **don't** have windows.



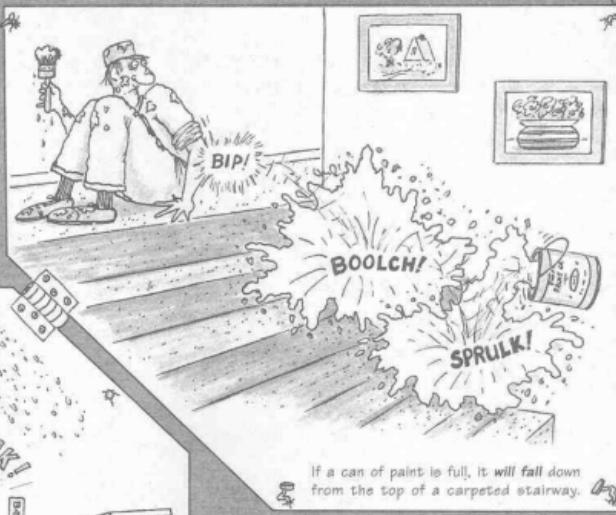
The pipe that **always** leaks will be the only one that can't be reached without removing ten other pipes that **never** leak.



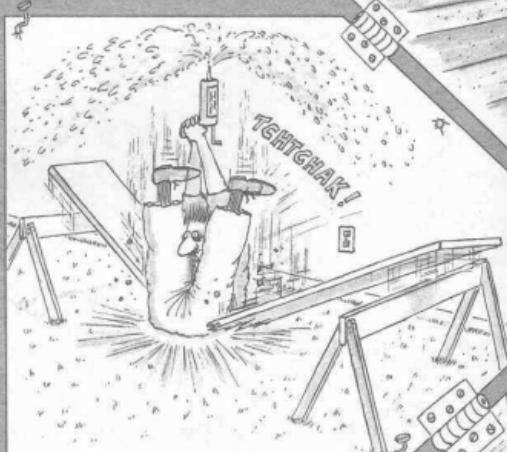
The **only** extension cord you have that's long enough to reach the job site will be the **one** you accidentally cut through.



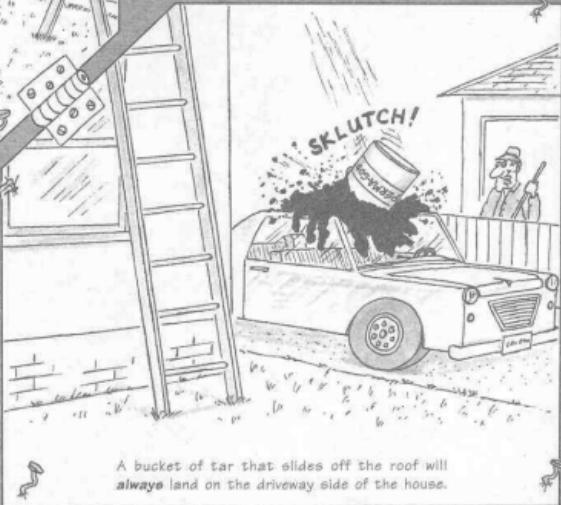
No matter **where** you choose to drill a hole in the wall, it will be where pipes are hidden behind the plaster.



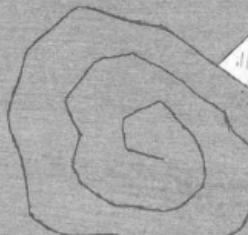
If a can of paint is full, it will fall down from the top of a carpeted stairway.



A plank that normally holds the weight of five men will break while supporting just one man with a glue gun over a shag carpet.



A bucket of tar that slides off the roof will always land on the driveway side of the house.



AN EYE FOR AN IDOL DEPT.

Americans are like sheep! Whenever some new TV Series becomes popular, half the country starts "role-modeling" their behavior and dress after

characters on that show. Remember when *Miami Vice* hit it big? Suddenly, we had 10 million Sonny and What's-His-Name clones shuffling around! Or how

LESSER KNOWN 1

ARTIST: GERRY GERSTEN



MARILYN WHIRLWIND
(of *Northern Exposure*)

role model to—

Members of "Native Americans against Voice Modulation"
Grade-school cafeteria workers

Women "saving" their facial
expressions for marriage

MOM (CINDY)
(of *Beverly Hills 90210*)

role model to—

Mothers who cite being a Beach Boys fan as their youthful "wild streak"
Closest June Cleaver wannabes

The eight women in *Beverly Hills* still married to their children's father

Feminine Hygiene commercial actresses

NED FLANDERS
(of *The Simpsons*)

role model to—

Guys who watch *Donahue* too much

Neighbors whose hobby is reporting Zoning Code violations
Up With People record collectors

about *Beverly Hills 90210*? We bet some of you are still doing that cheap James Dean impression like Dylan McKay! Of course, those are just the

obvious ones. You may not realize it, but many more people select minor characters to mimic in real life as we'll show you in our guide to...

TV ROLE MODELS

WRITER: MIKE SNIDER



GUNNY
(of *Major Dad*)
role model to—

Public school Sex-Ed teachers
Really strict Jenny Craig counselors
Unmarried librarians
Army women who've never been
sexually harassed
"Information" operators

JIM DIAL
(of *Murphy Brown*)
role model to—

Secret Service agents
Regular "fiber-eaters"
Good-posture enthusiasts
Sears Men's Shop models
Men who always wonder what's
so funny about jokes

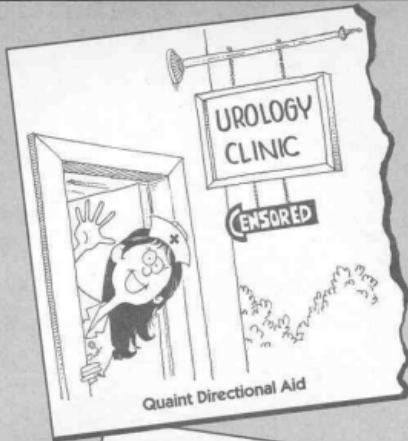
AL
(of *Home Improvement*)
role model to—

Fashion-conscious lumberjacks
Heavily-armed loners
"Second bananas" with no one else to
emulate since Ed McMahon left TV

Editor's Note:
Throughout its
history, MAD
Magazine has a
long tradition of
presenting only
the finest,
classiest, most
refined material
on its pages. In
this penetrating
book excerpt, by
inserting a spe-
cially crafted
censor symbol
where appropri-
ate, we continue
our proud legacy
of presenting
tasteful, whole-
some material
the entire family
can enjoy.

Lorena Bobbitt's "OK, YOU'VE CUT IT OFF! NOW WHAT DO YOU DO WITH IT?"





Quaint Directional Aid



Pool Cue Cozy



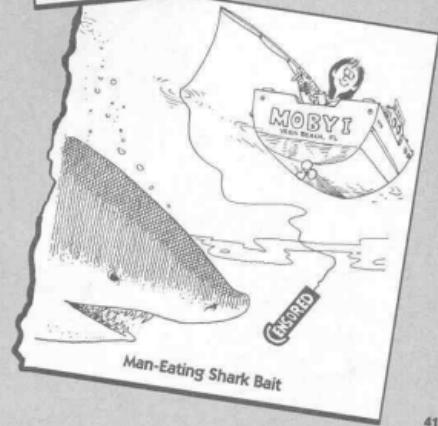
Ant Farm High Rise



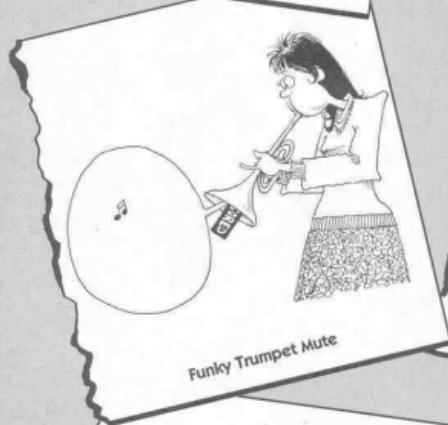
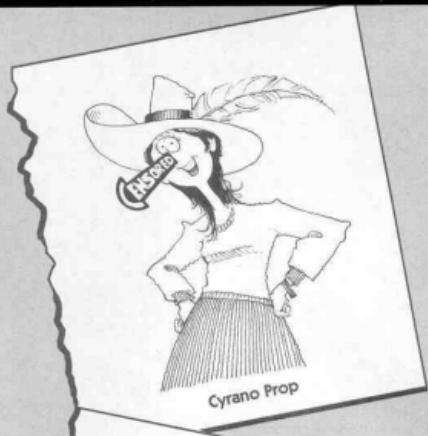
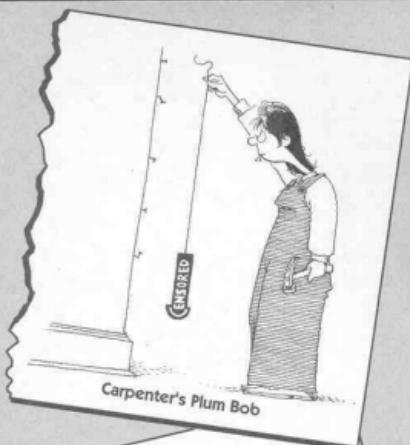
Mugger Repellent



Highway Emergency
Hitchhiking Aid



Man-Eating Shark Bait



What's the world's most-watched TV show? *Roseanne?* *Seinfeld?* *Studs?* Guess again! It's not as subtle as *Studs!* It's a syndicated show about LA lifeguards that has 140 million viewers worldwide! Why are people fascinated with this show? We'll give you a hint! They're not tuning in to see schools of flounder! They're watching it because it's...

BABEWATCH

Im Lt. Itch Buchanini I'm the star lifeguard of this series! My last series was *Knight Rider*, an "auto-erotic" TV show where my partner, a sleek, sexy car named Kit, "talked" I miss Kit! Nobody here is as bright as that vehicle!

I'm Slumber Quinn! I'm a blonde lifeguard! Since I've been here I've caused more drownings than I've prevented! Guys keep swallowing water so I can resuscitate them! I still use the mouth-to-mouth approach!

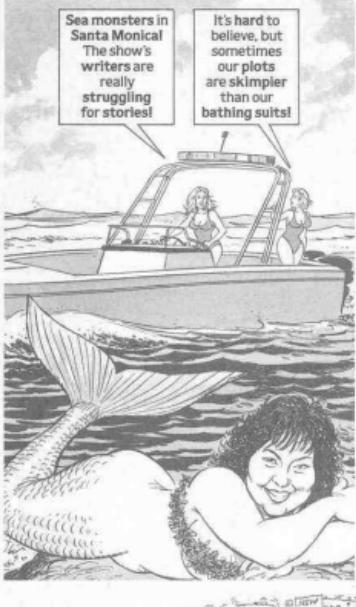
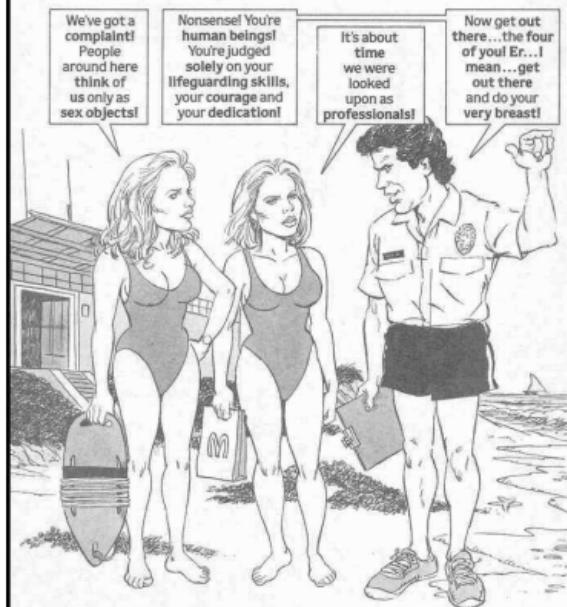
I'm T&A Pucker! Another blonde lifeguard! My qualifications: I can swim, I can dive and I have hooters the size of Wisconsin!

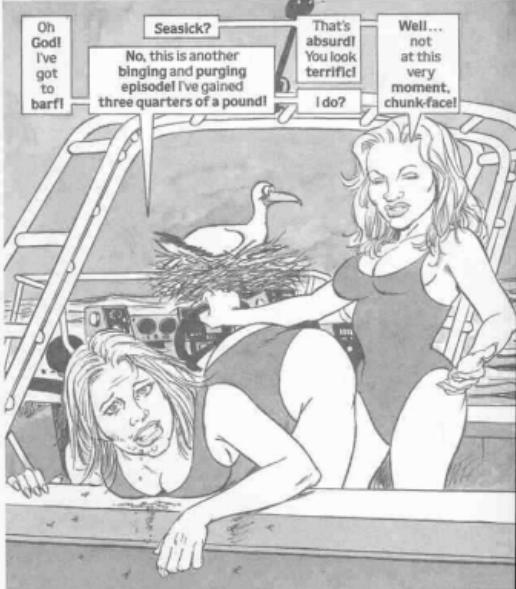
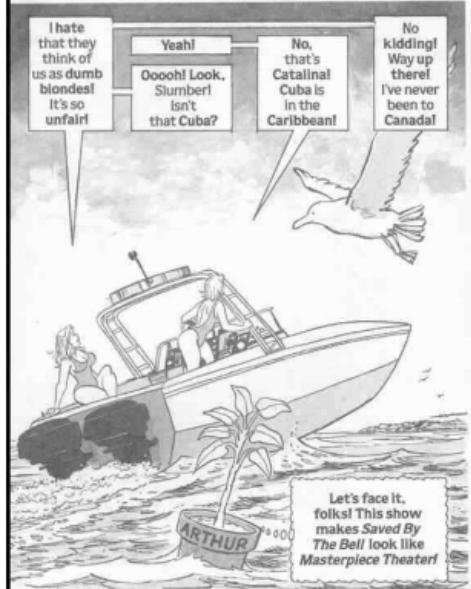
You're wondering why a 42-year-old man is still a lifeguard? I'll tell you! This job is exciting, challenging and there are no strings attached... except on the thongs of the 19-year-old girls! That's why a 42-year-old man is still a lifeguard!

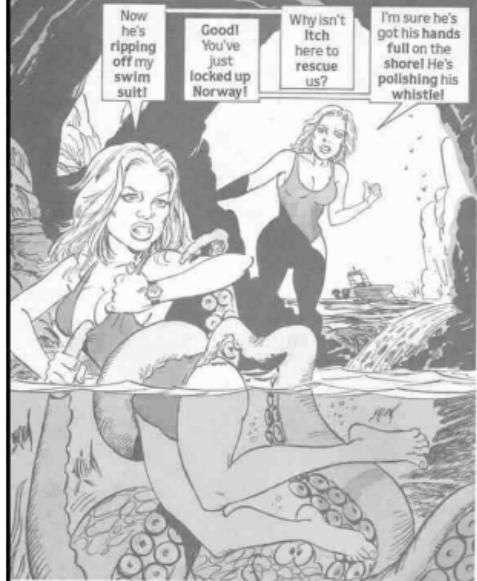
I'm Brat Moody! I'm a hunk in trunks! My mission is to be the best lifeguard in the world! My two idols are Schwarzenegger and Fabio! I hope to have the body of Schwarzenegger and the brain of Fabio!

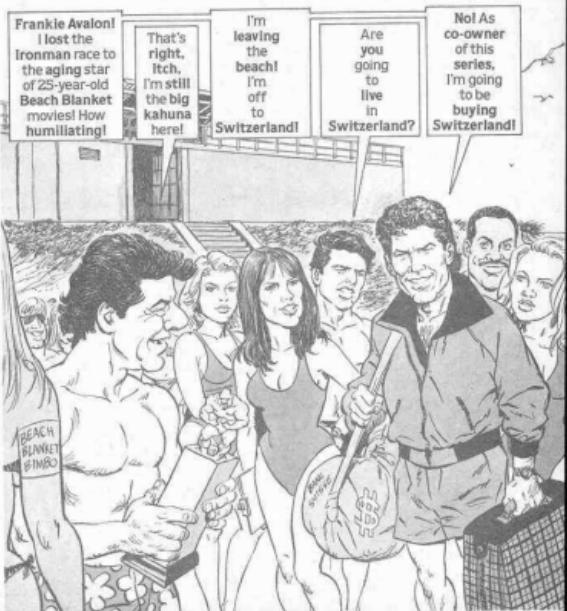
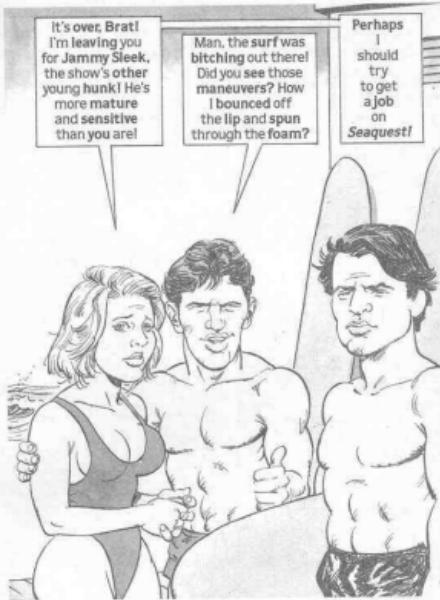
I'm Sgt. Gonsa Mellowbee! I don't know what the hell I'm doing in this series! I sort of feel like Michael J. Fox in a Spike Lee movie!











MAD CLASSIFIED ADS

Rooms To Rent/ Share 101

MIDGET ROOMMATE wanted-to live under my sink. Spacious if you're under 3 feet tall. Utilities included. Call 555-1234.

SHARE-3 room apt with my psychotic uncle while pretending to be me. Convenient to all transportation. Sue 555-1412.

MANY SUBLITS-now available in building with designated landlord. Dogs and cats not permitted. SCAM REALTY 555-7261.

LOVEDY-2 bedroom apt in wonderful neighborhood for family who doesn't mind being a target for hooligans of walking around a 6 x 6 plane high above 83rd St. SCAM REALTY 555-7261.

ROOMMATE WANTED-Spacious apartment with many closet spaces, which is good because that's where you'll be staying-in the closer. Bernice 555-8933.

ROOMMATE-wanted for two-bedroom apartment. You can't just don't touch any of it. Don't touch anything, all right? Don't touch it! 555-8958.

Concert Tickets 103

BAD SEATS TO TOP SHOWS-vis specialize in seats behind the stage, partial view, no view. Instead of paying \$100 for a seat, pay \$10 for the night of the show. pay US five times the ticket price now! CALL 555-0393.

STOLEN TICKETS AGENCY-I work for Ticket Master and I can get you any concert ticket you want fast since rock fans have moral or ethical problem in conducting business with me. Call 555-0393. For a total shocker, try 555-0927.

Articles For Sale 105

MOVING/VACATION SALE-I'm selling my entire collection of Hitler's home. Hurry! He gets back from Florida in a week! 827 Elm Blvd.

FOR SALE-6-piece living room set with matching family. Best offer for the set. I'm not selling but living room set cannot 555-0286.

CONVERTIBLE SOFA-Converts into washboard. Vibrates gently during spin cycle. Call, as for Ed. Will not fit in car. Ed gets us, ask him for Larry 555-0286.

FOR SALE-Eric, talking cabinet. Says very disturbing things. Scases children, many adult. Useful for clearing out all unwanted guests. 555-9321.

YARD SALE-Bottle caps, crumpled paper, empty cans, torn clothing and other items I'm hoping to pass off on all the priceless antiques. 42 Kingman Way.

FOR SALE-Matching couch, chair, recliner, love seat, ottoman, convertible sofa settee, armure, rug and lamp. Please help me I can't get out of my living room. Jeanette 555-8372.

Business Opportunities 107

20-YEAR-OLD PIZZERIA-for sale. Many original pizzas still here. Call the Original Luigi 555-2121.

BECOME-a lumberyard scarecrow. Easy work. Crows don't like lumber. Come to my lumberyard Scarecrow School. 555-7212.

ROBOTIC NURSES-are in big demand! We will remove your internal organs and replace them with machinery. Will last you for many years. For more info call 555-2728.

AMAZING-NEW scientific breakthrough allows everyone to talk like Brian Benbenry! Get in on the ground floor. Serious investors only. 555-0304.

Help Wanted 109

WANT TO GO NOWHERE-in your life and get paid next to nothing for it. Want to go nowhere? Want to make millions? McDonald's wants you! Apply at nearest McDonald's.

WANT TO EARN MINIMUM WAGE-in a job with no chance for advancement, minimum wage. You can't complain, you takes in vast sums of cash? Burger King wants you! Apply at nearest Burger King.

WANT TO GET TRAPPED-in a low-pay job with no chance for advancement, minimum wage. You can't complain, you takes in vast sums of cash? Wendy's wants you! Apply at nearest Wendy's.

GAIETY FRIDAY WANTED-to help me find people to work for me the other days of the week. Call Mr. Ted full of Picklepickle Inc. 555-0393.

COMPUTER OPERATOR-Must have knowledge of computers. Experience with Quark, Wingfile, Zimba, Jicjump, Gibbons, Bigabath and Bigabath. Send resume to PO Box 4201, NY NY 100-1200.

CLUMSY WAITERS WANTED-to drop food on customers we don't like. Must be convincing. Call the Original Luigi 555-2121.

Ucknuck Industries

Are you aggressive? Motivated? A self-starter? UCKNUCK INDUSTRIES is moving to this area and has a variety of job openings available.

All applicants must be able to follow orders from supervisors much less intelligent than they are.

POSITIONS AVAILABLE FOR:
Scarf'd Creepers
(min. 10 years experience)
Apprentice Creepers
Berserkers Trainees
Assistant Stodge Gomperz
Frapock Assemblies
Skid Dippers

Call Personnel Director: War-mating Splinge, for interview. 555-7321.

SECURITY GUARDS WANTED-to put on uniforms and sit around all day doing nothing. Must be experienced in uniform a plus. Stopper Island Mall.

NANNY WANTED-to ruin a good marriage. Live-in preferred. Mr. Ang 555-2801.

AMBULANCE DRIVER NEEDED-I had a heart attack and I'm dead and I'm still waiting for 911 to show up. 367 Washington Place, Apt. 4A.

WANTED-Insurance salesman with noticeable limp for rise involving the use of a cane. Must be a real live Ian business man. I'll give you the details when you call 555-6383.

DENTAL ASSISTANT-wanted to take X-rays while dentist crouches behind me. Must be in a quiet room. Safe. Dr. Blister 555-2713.

IGNORANT IMMIGRANT-wanted to work 365 days a year for almost no pay at all. Call Congressman. Too many people here. I'm not the only one.

IMMEDIATE OPENING-for immediate Open'er. We have cans, envelopes, doors and more. Unusual benefits package. Call 555-9212.

PSYCHICS NEEDED-immediate opening. You can't see me, but I'm already know telepathically what number to call and who to ask for.

Autos For Sale 115

FOR SALE-87 Nissan Cruiser, must be seen to be appreciated. Looks like a truck but is probably put apart completely two weeks after you buy it. Jim 555-5555.

Frank Terrifico's Used Cars

'87 Ford Econvy
'90 Toyota Polyp
'79 Chevy Deathmobile
'86 Volkswagen Tostada
'92 Hyundai Climp
'91 Plymouth Ruster
'92 Honda Gangrene
THIS SEAT DILATES
Leave your Kids With
Steveo The Clown
'While You Shop!
It's Across From
SIR PUFFY'S!

Services 111

LAWN CARE/MAINTENANCE-Must bring your lawn in, use us to cut it down. We will trim hedges and trees at no extra charge if dropped off by 10 AM. Call professionals at LAZ-LAWN 555-8871.

VERY PEACEFUL MAN-will calm you down in your home. Odorless. Joshua. 555-8213.

FREE PETS!-I will come to your house and yell you. Hugs extra. Glenn 555-4272.

Articles Wanted 113

TWO LARGE RECLINERS-are looking for chairs to recline in. Call Big Edgy Joe and Big Joey Bob. 555-7905.

The Ads That Get Responses
appear in other publications!

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FREE HEAD BUFFING-No appointment necessary The Wildest Academy of Head Buffing, 12 Readall Ave.

VACATION GETAWAY-Stay in the burgundy in the country while I mansack your outfit in the city. Ned 555-8212.

HOW MANY ACCORDS-can you hold in your mouth? Find out with our acom kit. Send \$4.95 + \$3.00 P&H to: Accord Co., P.O. Box 500, Sufern, NY 11203.

I WILL EVALUATE-your girlfriend. Send her to me. Takes 5 days or less. \$1000 per girl. Call 555-2122 Los Angeles, CA 90093.

FABID RACCOON GRAMS-Cheery birthday and anniversary greetings delivered to your friends and loved ones by disease carrying forest creatures. Under \$500.00!

Positions Wanted

119

RECENT COLLEGE GRAD-seeks full time employment which consists of being a complete idiot. Call 555-8871 and happing. Will consider some TV with impeccable references. Don 555-0286.

HAM REPAIRMAN-employment. Can repair kosher or non-kosher even meatless hams. Also returners from slices. Cannied ones, fresh ones, dried ones. Boiled ham, baked ham, ham hock, pressed ham and raw ham. New estimate \$247.50.

FORMER CONSTRUCTION WORKER-seeks union home. Call 555-8870. Willing to relocate for right deal. FAK offers Mr. Ben 555-8272.

SLEEZED THE CLOWN-Entertainment for children, parties, school, birthday parties, etc. My price has been dropped due to a plea bargain. Available for immediate bookings! 555-8905.

COMEDY WRITERS-recently laid off from the city. I'm available for odd jobs. See. Seek. Advertising positions of magazine with embarrassingly low rates. Contact Joe Ralda and Charlie Kaudie, P.O. Box 4621, NY 10185.

WHAT SINGLE GOAL HAS BROUGHT AGREEMENT AND UNITY AMONG VASTLY DIFFERENT GROUPS?

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

These days it seems that no one can agree on anything. People's opinions are always divided when it comes to politics, moral issues and even Lorena Bobbitt. To find out what one thing everyone agrees on, fold page in as shown...



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

11

FOOLD BACK SO "A" MEETS "B"



DEMONSTRATORS OF VARIED BELIEFS ARE ON THE WARPATH TO BANISH THINGS SICKENING TO ALL. THEY ARE NOW HARNESSING THEIR ENERGY TO FIGHT A HATED ENEMY.

A

Postcards From Inside The Body

