

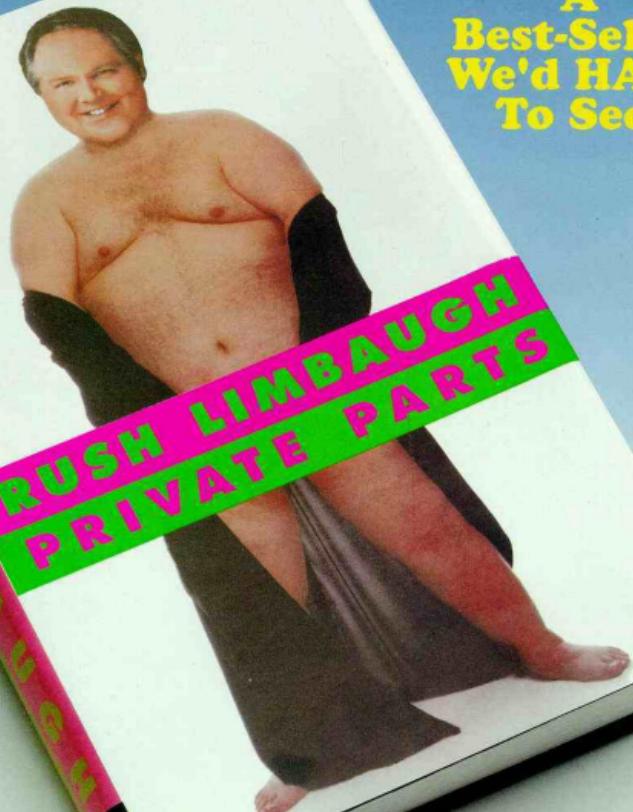
SEINFELD * X-MEN * MRS. DOUBTFIRE

No.
327
May
1994

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WHACK



ZOOM!

THESE 5 PAGES
ARE ABSOLUTELY
NOTHING!

MAY
1994

MAD

NUMBER
327

"Too often, people who want to offer sound advice, give us more sound than advice!"

-- Fred E. Neuman



FETCH!



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MAD

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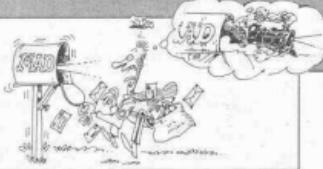
MAD (ISSN 0024-1931) is published monthly except April, June, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, NY 10022. Jeannette Kahn, President & Executive Director; Nick Meglin, Vice President and Publisher; Tom Nuzkowski, Vice President and Creative Director. Second-class postage paid at New York, NY, and at additional mailing offices. Postage paid at Montreal, Quebec, Canada, postage \$37.00 or 40 issues \$59.50. Outside U.S.A. (including Canada) 8 issues \$79.50 or 24 issues \$251.40 or 40 issues \$322.00. Postmaster: Please address all correspondence to MAD, 485 Madison Ave., New York, NY 10022. All correspondence concerning contents copyright © 1994 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and please attach address label from a recent issue. If possible, when writing about your subscription, POSTMASTER send address changes to MAD, 485 Madison Ave., New York, NY 10022. Address changes and publications not received for undelivered manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. MAD is a registered trademark of E.C. Publications, Inc. MAD and science-fiction are fictitious. A similarity without patent or goodwill to a living person is a coincidence.

Printed in U.S.A.

CORN ON THE KYLE



Eagle-eyed readers will remember Kyle Hildreth of Southwick, MA from the Letters Page of MAD #295. This time, Kyle sends us a photo displaying his talents (?) for mimicry by re-creating the classic cover of MAD #154! What can we learn from Kyle's photo? That corn on the cob definitely ISN'T a BRAIN food!



RUSH TO JUDGMENT

I have enjoyed the off-beat humor of MAD for many years. Your cockeyed versions of movies, television and other everyday stuff has always given me a different perspective of things I encounter in life. I have been offended occasionally by your portrayal of different stars, media figures and politicians, but they usually deserve to be lowered a peg or two. But now you have delivered the ultimate insult to me and over 20 million listeners of the most popular and sensible host in the history of radio. I can only hope your readers will think and see that the complete opposite of how you portrayed Rush Limbaugh is the truth. Ever since the passing of Bill Gaines, I have noticed a slight departure from silliness and in its place a little meanness in some of your spoofs. That makes me sad!

Ron Wall
Santa Ana, CA

As a long-time supporter of Rush and a much longer supporter of MAD, would you please use my letter as a response to those "dunder-heads" who are going to scream at you about MAD #325!

Dear fellow "Ditto-heads": Upset with MAD #325's "Conservative Talk Show Host of the Year" article? Well, using the half of the brain that God loaned that isn't



typed behind your back...CHECK THE CLINTON AND GORE AS BEAVIS AND BUTT-HEAD COVER!!! MAD is the only truly balanced magazine still in print today. They get everyone eventually!

Mr. Gaines has left our nation a wonderful legacy and I appreciate your maintaining MAD's standards of excellence, quality, fairness, showmanship and insight (everything except good taste)!

John M. Huber
Milwaukee, WI

MAD JACKPOTRZEBIE!

MAD Jackpotrzebie wasn't included as a special demonstration sport at this year's Winter Olympics, but why don't you play anyway? If the number printed on the upper right-hand corner of the cover of your copy of MAD Collector's Series #8 matches one of the randomly selected numbers printed below, you win a free one-year subscription to MAD! To claim your prize, send the original Collector's Series cover (photocopies) to: MAD Winner's Circle, 485 Madison Ave., New York, NY 10022. All prize claims subject to verification. Void in any state where prohibited by law. Employees of MAD or their relatives can't enter, but we'll see you on the slopes anyway!

Here are the Winning Numbers for MAD Collector's Series #8

006,945	250,151	457,710	740,065
009,237	259,887	483,800	746,557
022,843	261,129	567,884	758,242
023,502	283,462	632,189	804,658
055,470	283,462	639,790	807,944
061,134	294,870	642,132	816,641
078,746	312,245	655,481	828,715
078,858	326,726	661,007	843,009
098,220	414,396	672,953	847,039
111,635	422,965	683,249	858,047
152,625	427,152	702,315	865,344
159,352	435,793	723,461	883,352

INSIGNIFICANT DATA

MAD
#328
ON
SALE
MAY 17!

SUPER
SPECIAL
#97
ON SALE
APRIL 28!

MAD CHAT returned! On Wednesday, April 15th, from 3-5 pm Eastern Time, call (212) 752-6872 and speak LIVE with MAD's Master of Fold-In, Al Jaffee and the MAD editors. Ask them questions, tell them how much you love them, but be warned — if you talk in a funny voice, we'll hang up on you!

To everyone who sent in the reader survey cards from MAD #326 -- We foiled you! There is no surprise gift! No, actually there IS a surprise gift, but due to the tremendous response (and our mailroom's ineptness) it will take several weeks to send it to you -- please be patient! Is that too much to ask? Geeesh!

TOES DEPARTMENT

RAPPING OUR WRAPPERS

Today we received MAD #324 in the brown protective wrapper used to cover subscriber's copies. This was sent to my 11-year-old son; this subscription was given to him as a birthday gift. To be honest, I was not thrilled. I feel this magazine is meant for older readers. I felt this brown wrapper was inappropriate. Please cancel my son's subscription.

Anne Smoczyński
Queensbury, NY

I've been a MAD reader for over six years. Then, I finally subscribed and on the outside protective cover of issue #323 you have the MAD cologne. Where it says "Scratch 'n' Sniff," I did, but I can't smell anything. Why?

Ryan Liles
Miles City, MT

We're sorry about all the controversy our protective brown wrappers are causing. In truth, however, the situation could have been worse, much worse. We had originally planned to combine both of the above protective wrapper ideas into one really wild wrapper! The only thing that stopped us was a terrible, terrible accident at our printing plant when several pressmen became overcome and woozy with what can only be described as an "outrageous olfactory onslaught." In a related matter, we dedicate this issue to the late Ginger "Boom Boom" Montez, may she rest in peace! --Ed.



Protective wrappers from subscriber copies of MAD #323 (left) and MAD #324

MORON MAIL

When I grow up I want to be a lab rat. Thank you.

Steve Scales

Camano Island, WA

Steve -- It's good to dream and have high aspirations, but there comes a time when you must also be realistic. Very few of the millions of rats who crawl out of the world's sewers actually make the grade and achieve lab ratness! Therefore, we gently urge you to lower your sights just a tad. Aspire to be a regular everyday rat and you'll quickly gain work as a showbiz agent, high school vice principal or humor magazine publisher! --Ed.

At Last, Every MAD Reader Can Play with a Full Deck!



Shuffle Off to Your (news) Dealer! On Sale Now!

DISASTERS OF THEIR DOMAIN DEPT.

One of the hottest shows on T.V. revolves around a comedian and his pals "exploring" taboo topics. To them, everything is fair game! Masturbation, rare diseases, nose-picking--every episode is totally...

Swine

So I said to him,
"Senator Packwood,
are you the Master
of your Domain?"

It's truly amazing that
such a small audience can
generate so much laughter!

It may be a small
audience but it's
a big laugh track!

Don't you
think this
show is a
little
too
Jewish?

Tell me,
Kramer,
what's your
first name?
Or last name?
Whatever!

Kramer! I once had a first
name, or maybe it was my
last name! It was sewn on
a label in my old camp
undershorts, but they
got lost in the laundry!

I'm still wearing my
camp undershorts!
Maybe there's a
label that'll say
if Newman is my
first or last name!

LAUGH TRAK

I come on as a real horny,
man-crazy ditz! But
I'm not! Don't you
have a different
sex partner every
night of the week?

I guess
I would
if
I had
seven
vibrators!

Dan Rather!
Are you
the
cameo
guest
star
for
this
episode?

Why not?

George, come back home to
live with us! We can't
take the chance of your
having to rely on the
kindness of strangers!

We're your parents!
If we treat you
with contempt
and loathing,
imagine how
strangers are
going to treat you!

Mr.
Drucker

filled

ARTIST: MORT DRUCKER WRITER: STAN HART

To watch young adults concerned with nothing other than their careers and having sex is kinda fun, don't you think?

Not when you realize that these same morons vote in elections!

Not at all! It helps contradict the old stereotype!

Which stereotype do you mean?



No, I'm here to do a CBS Reality Check on this show!

First, let's try to settle just where reality lies! Is Jerry supposed to be Jerry Seinfeld, the very successful comedian with his own TV show, best selling book and American Express commercials?

Or is he just playing a character named Jerry Seinfeld who's only a semi-successful comedian? And isn't the show, which claims to be a true slice of New York life, shot in Los Angeles?

Hmm... you really got your work cut out for yourself, fellas!



Okay guys, what do you want to do?

I know! Let's go to Kramer's pad! No one's ever actually seen it even though he lives across the hall!

Nah! Let's try to top some of the really tasteless adventures we've had, like the time we made fun of the boy in the bubble, or the deaf-mute, or the paraplegic, or those helpless elderly people! They were riots!

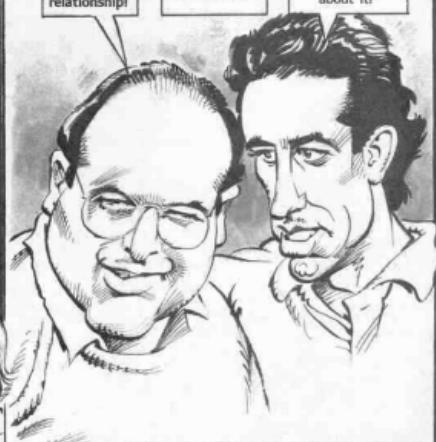


Can we talk about the girl I met the other day? We might be having a relationship!

A meaningful relationship?

I've never had a meaningful relationship!

Good! Since we've never had a meaningful discussion about anything meaningful, we can talk about it!



I really impressed her! I told her that I was a full-time consultant to an extremely large and busy insurance company!

You lied to her, right off the bat?

What lie? Haven't I been speaking to the people at the N.Y. State Unemployment Insurance Office each week for the past two years?

Hey, guys...

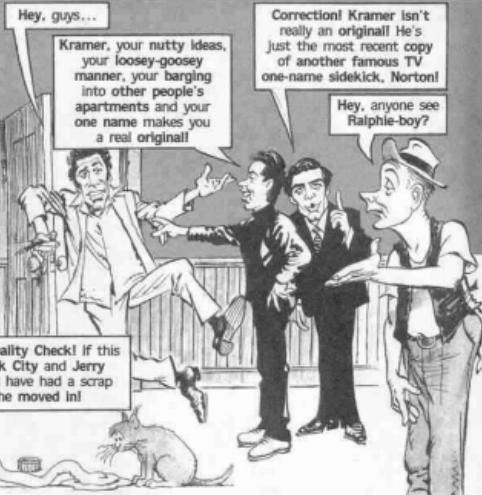
Kramer, your nutty ideas, your loosey-goosey manner, your barging into other people's apartments and your one name makes you a real original!

Correction! Kramer isn't really an original! He's just the most recent copy of another famous TV one-name sidekick, Norton!

Hey, anyone see Ralphie-boy?



Dan Rather here! It's time for another Reality Check! If this apartment had really been in New York City and Jerry had kept his door unlocked, he wouldn't have had a scrap of furniture left 15 minutes after he moved in!



Look at those two dogs going at it!

I wonder if dogs fake orgasms...

Why would any female animal, vegetable, or mineral, fake orgasm?

I do it so that I don't disappoint my partner!

I always fake not having orgasms for the same reason!



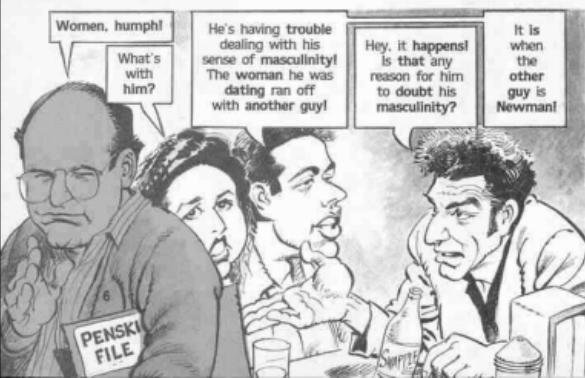
Women, humph!

What's with him?

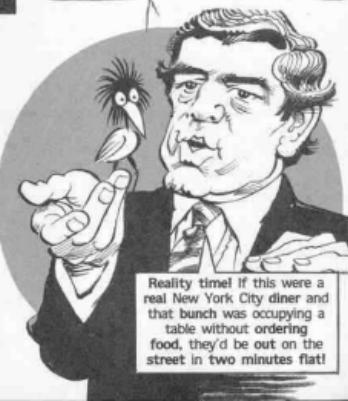
He's having trouble dealing with his sense of masculinity! The woman he was dating ran off with another guy!

Hey, it happens is that any reason for him to doubt his masculinity?

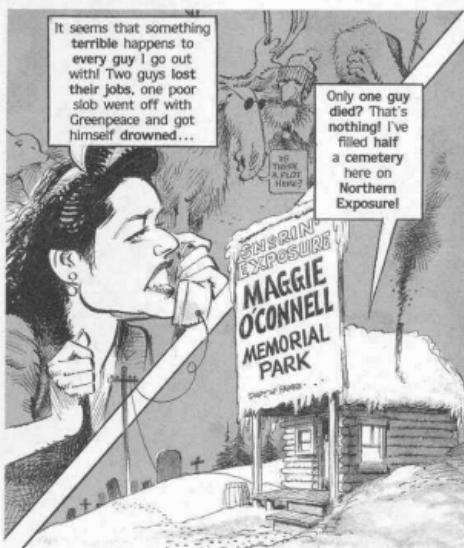
It is when the other guy is Newman!



PENSKI FILE



Reality time! If this were a real New York City diner and that bunch was occupying a table without ordering food, they'd be out on the street in two minutes flat!



You're so seldom at the office! Perhaps book publishing isn't your line of work!

What should I be doing?

Well, considering your absentee record, you might consider being in congress!

Hi, Elaine! What's new?

Nothing much!

Your Book, "Sein Language" was dumped as Number One on the Best Seller List and replaced by Howard Stern's book the minute it hit the bookstores!

Howard Stern again! First he embarrasses me on TV by asking about my 18 year old girlfriend! Now this!

THESE 5 PAGES ARE ABSOLUTELY NOTHING!



Me again! If this were really the life of Jerry Seinfeld, Elaine, who works in the publishing world, would have told him exactly what was new...



Somebody's knocking at the door!

Who can it be? We're all here!

It must be our cameo guest star!

This *Seinfeld* Show is driving me crazy! Wherever I go, people want to know what Kramer, George and Elaine are really like! I'm at a loss to tell them because they exist only in your sitcom and not in real life!

I know what you mean, Jerry! People are always asking me about Julia Louis-Dreyfus, Jason Alexander and Michael Richards! But how should I know about them since they're real people with real lives and I'm only a fringe stand-up comic in this sitcom!



Hold it, fellas! Maybe I can straighten this out with a CBS Reality Check!

Yeah, sure! Like we'd trust a CBS biglie to help out an NBC show during sweeps week!

Which one said that, our Jerry or the other Jerry?

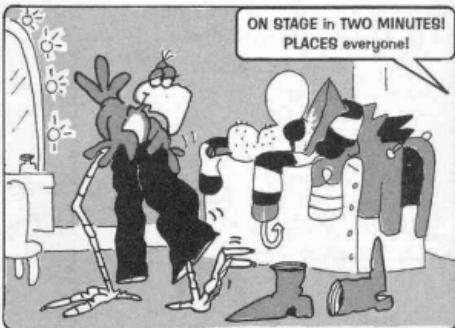
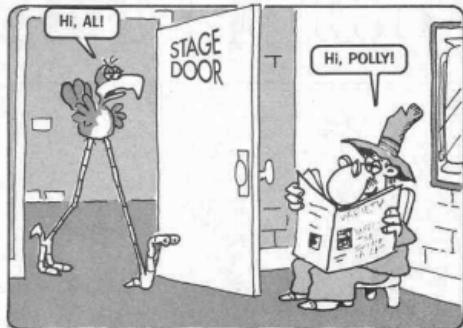
I'm getting a migraine headache! I've got to lie down!

At any given time, there are millions of people with colds! So where does all that mucous go? Maybe into our streams and rivers which feed into our water supply! And why isn't anyone worrying about that except me?

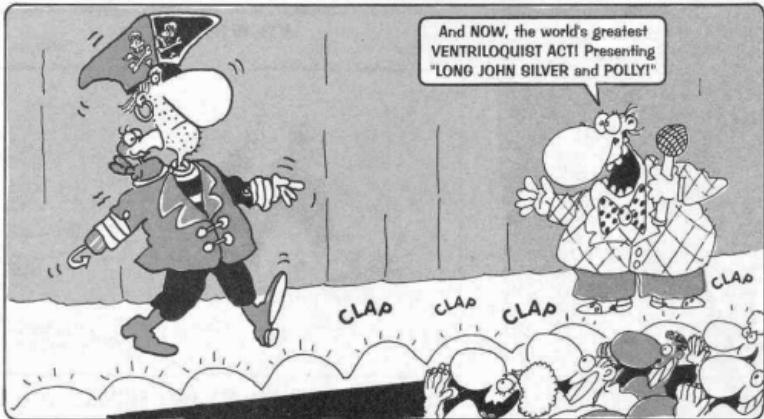


THE FASTEST ONE-HALF HOUR ON TV.

THE BODACIOUS BIRD BEWILDERMENT



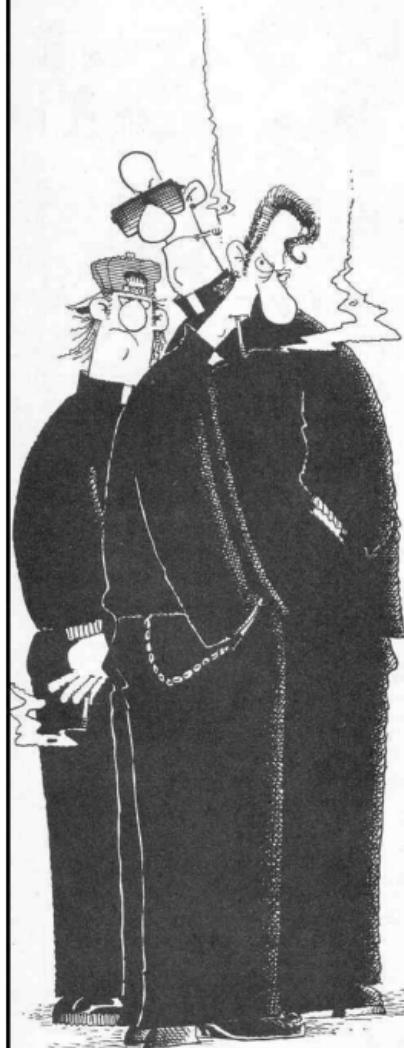
ARTIST AND WRITER: DUCK EDWING



RECTORY EXAMINATION DEPT.

It has been known to happen to doctors, lawyers, athletes, politicians and high powered Wall Street Execs. But there is nothing more disturbing than...

WHEN PRI

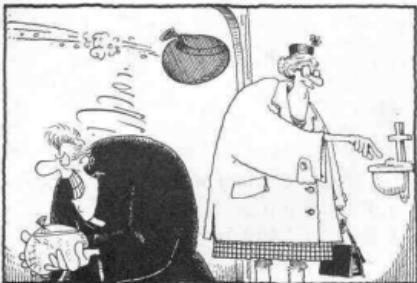


SLOPPY EXORCISMS

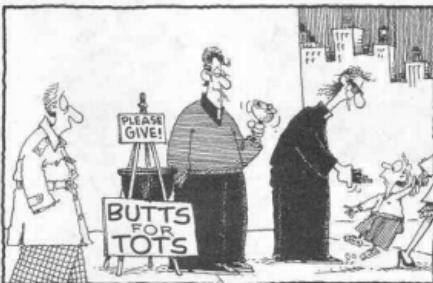


ESTS GO BAD

ARTIST: JOHN CALDWELL
WRITER: MIKE MAY



HOLY WATER BALLOON FIGHTS



QUESTIONABLE CHARITIES



BISHOP'S HAT KEEP-AWAY



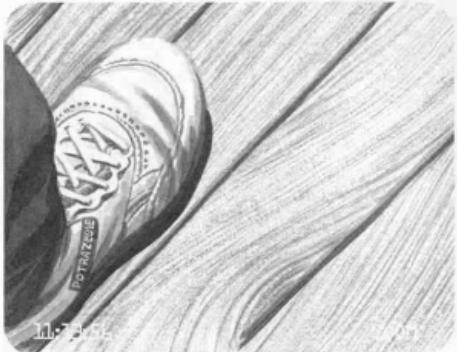
PRODUCT PLACEMENT IN SERMONS



EMPLOYING "WHEEL OF ABSOLUTION" TO DETERMINE PENA



24 copies (each from slightly different angles) of all 14,340,000 Little League baseball games played during the 1980s!



24,388,025 hours of various floors, laps and dashboards of boneheads who forgot to turn off the power on their cameras!

A PLAGUE OF FOCUS DEPT.

Videocam owners are a peculiar breed! Once they get that *Panasonic Turbo-Zoom 2000* in their hot little hands, their single goal in life becomes "To record things for posterity." Things such as parties, Sunday dinners, grass growing, the new aluminum siding, lint, anything! With millions of these boobs out there, the United States is by far the most well-recorded nation in the history of the universe! And we feel it's time to find out just exactly what's in this vast library of video memories that...



53.5 hours per grandparent of the same boring reminiscences, re-recorded every year because "this might be their last"!

Thanks to Ho We Now I

ARTIST: GEORGE WOODBRIDGE



1,488,385 X-rated home videos of couples
NO ONE wants to see in their X-ratedness!



550,376 "garage versions" of The Tonight Show, featuring the nerdiest kid on the block interviewing the second nerdiest!



29,988,300 "cheerful" holiday gatherings of families so incredibly dysfunctional that they'd give Stephen King the creeps!



Some Video Cameras Have on Tape—

WRITER: MIKE SNIDER



18,400,634 dogs performing tricks that are even too stupid for David Letterman!



25,117,474 sports injuries directly attributable to fat, out-of-shape guys in their forties trying to show off for the camera! 13

I'm law and order on this corner, so put that foot back on the curb if you don't want to serve some hard time!

STOP!

THE BIG BOSS MAN
School Crossing Guard



This human skull represents increased defense spending! This eye of a rat is a 50% tax cut! More money out-less money in and suddenly you have a balanced budget the Papa Shango way!

I told you that Voodoo economics does work!



PAPA SHANGO
Economic Adviser to the GOP

You know somethin', Cy Sperling, all Baldmaniacs believe in the 3 Demands! The Training, the Prayers and the always painful Hair Plugs!

HULK HOGAN

Spokesman for the Hair Club for Men

HELP HOGAN DEPT.

Even the greatest wrestlers can't go on forever! 45 Or 50 years in the ring and

THE FUTURE OCCUPATION WRESTLER

Ohhh, Cousin Butch! You've got to taste my new recipe for sardine and milk soup!

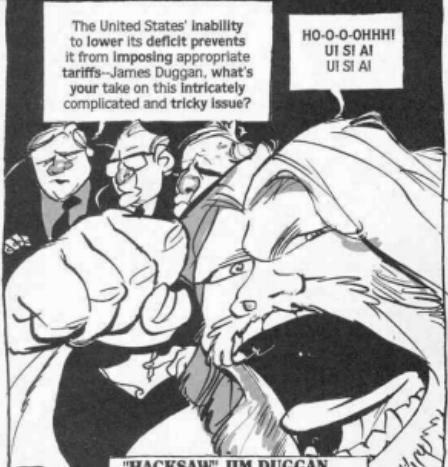
Hold it, Cousin Lukel I'm almost done warming up the burger patties under my pits!



THE BUSHWACKERS
School Cafeteria Chefs



ONS FOR TODAY'S TOP TALKERS



THE ROTTEN ROYAL RUSE

Your Majesty! You can't RAISE the TAXES again! Your subjects are so poor that many have taken to the streets to beg!

NONSENSE! You make it out to be WORSE than it is! I will GO OUT and see for MYSELF what they think of their KING!

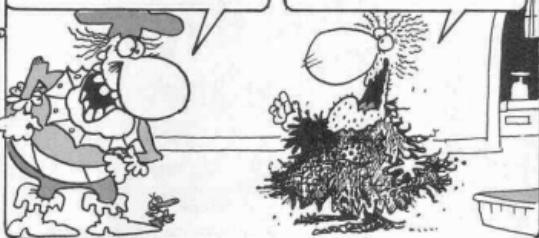
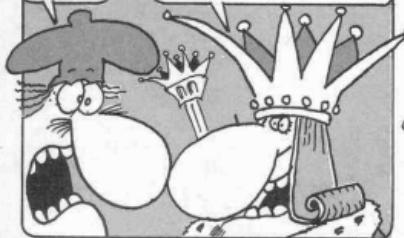


But, Sire! THINK of the DANGER!

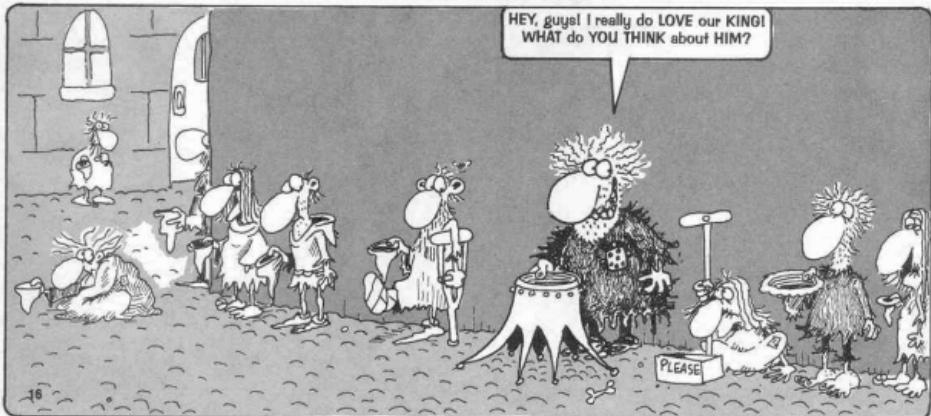
Don't be a FOOL! I will be DISGUISED as one of their own! They will NEVER KNOW their KING walks AMONG THEM!

YOUR HIGHNESS! Your DISGUISE is AMAZING! If I didn't know you to be the KING, I'd believe you to be a BEGGER in the STREETS!

HAH! IF YOU can be CONVINCED Gunther, then surely no lowly BEGGER will SUSPECT my TRUE IDENTITY! Please get my HAT!



ARTIST AND WRITER: DUCK EDWING

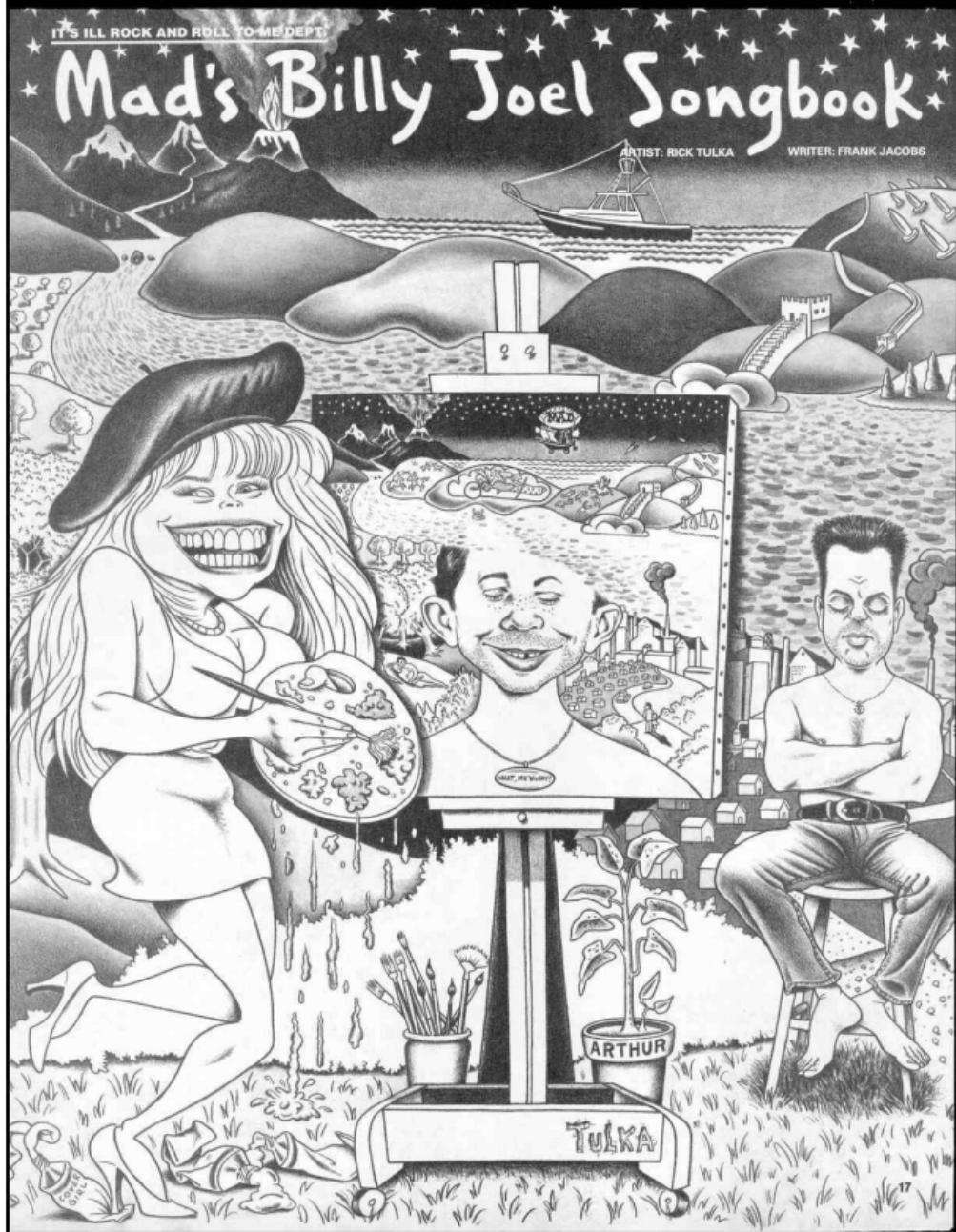


IT'S ILL ROCK AND ROLL TO ME DEP!

Mad's Billy Joel Songbook

ARTIST: RICK TULKA

WRITER: FRANK JACOBS



Just the Weight You Are

Can't...for-get you—
How I...first met you—
Stuck in that Sears revolving door;
Bulldozers saved you—
Knew then I craved you
More dear, than any girl before!

At...six fifty
You're twice...as nifty
As an-y sumo wrestling star;
I'm into fat, dear—
Fat's where it's at, dear—
So stay at just the weight you are.

Blobs...of blub-ber
Shake like...foam rub-ber
In-side that circus tent you wear;
Heart's pal-pi-tat-ing,
An-ti-ci-pat-ing
That soon I'll see you in the bare!

(sung to the tune of
"Just The Way You Are")

On...the road, dear—
You're such...a load, dear—
You'd break the axles of my car;
You're shipped express now
By U.P.S. now
And billed at just the weight you are.

Your com-fort darling, means so much...to...me
When we go out to see...a...show;
And oh...my precious, what a joy...to...see
You take up...one en-tire...row!

When...we're lov-ers
Be-neath the cov-ers.
And you lay spread out near and far,
Acres of slab there—
So much to grab there—
Because of just the weight you are.

Don't Eat the Egg Foo Yung

(sung to the tune of
"Only the Good Die Young")

Down in Virginia...I know a place
A Chinese cafe with Hunan as it's base
And that's where I'm goin' to feed my face—
I head for the House of Chung!
They serve a shrimp chow mein with a ton...of...rice,
Bowls of wonton...soup that are real-ly...nice,
All the food you can eat at a low...low...price;
It surely will please your tongue—
But DON'T EAT THE EGG FOO YUNG!
Take it from me!
DON'T EAT THE EGG FOO YUNG!
DON'T EAT THE EGG FOO YUNG!

Tasty war shu op and beef lo mein—
Their sweet and sour pork will drive you insane—
Try their moo shu shrimp and you'll feel no pain
It's cooked by the wife...of...Chung!
They've cris-py noodles, moo...goo...gai...pan—
Sweet lich-ee...nuts right out of the can—
And all of it served on the fam-i-ly plan;
At Chung's you won't get stung;
But DON'T EAT THE EGG FOO YUNG!
Not on your life!
DON'T EAT THE EGG FOO YUNG!
DON'T EAT THE EGG FOO YUNG!

On your table there's a cloth and a vase
with a white car-na-tion,
Plus a pot of tea...which they serve...you...free;
And your waiter is Wong, and he's happy
that you're at...his...stat-ion—
And if you're...in...luck,
He'll bring a platter of al-mon-d duck!

Tobacco Man

(sung to the tune of
"Piano Man")

*'Twas nine...a.m. at the com-pa-ny,
And the president said with a frown:
"There's a huge anti-smoking con-spir-a-cy,
And the price of our stock's going down."*

*Billy Bob was exec for the a-gen-cy,
And he said, "Here's an ad we could try:
"Treat your kids to a pack—it'll get 'em off crack!"
And the others said, "Hey, it might fly!"*

*String 'em along, you're tobacco man—
Hook 'em on Marl-boro Lights—
Fill up their lungs with that nic-o-tine—
Soon we can give 'em last rites.*

*Young Jerome was the company lob-by-ist—
He was known as the Congressman's friend;
When a no-smoking bill came to Capitol Hill,
He was there with big dollars to spend.*

*Said Jerome, "I'm in tight with the Con-gress-men,
"And we've really got nothing to fear;
"They'll be grateful for cash we're con-trib-u-ting
"When they're up for election next year."*

*String 'em along, you're tobacco man—
Nail 'em with Salem and True—
Fill up their lungs with that nic-o-tine—
They'll never win if they sue.*

*"Maybe so," said the company pres-i-dent,
As he puffed on a king-size Belair,
"But there's dough to be made from the overseas trade—
"Hit 'em hard and we'll grab our fair share."*

*"They'll be dying for Kents in Afghan-i-stan;
"They'll be gasping for More in Nepal;
"Cause there's no EPA in Beijing or Bombay,
"And the Libyans will kill for Pall Mall."*

*String 'em along, you're tobacco man—
Hook 'em on Virginia Slims—
Fill up their lungs with that nic-o-tine—
We'll sing their fu-ner-al hymns.*

*Their paper-wrapped chicken will blow you away—
The orange-peel beef is a special to-day—
It's where you'll find ev'ry local gour-met—*

Down at the House of Chung!

But DON'T EAT THE EGG FOO YUNG!

Perish the thought!

DON'T EAT THE EGG FOO YUNG!

DON'T EAT THE EGG FOO YUNG!

REPORT
CIGARETTE SALES

REPORT
CIGARETTE SALES

HOUSE
OF
CHUNG

There'll Always Be a Buyer

(sung to the tune of
"We Didn't Start the Fire")

Infomercials, Scoop Away,
Shopping networks, Retin-A,
Odor-Eaters, Pup-Peroni,
Zamfir and his flute;
Psychic hotlines, in-line skates,
Franklin Mint collector's plates,
Time-Life Nature Videos
And Ginsu Knives to boot.

Microcrisp, Madonna's "Sex,"
GL-7, Soloflex,
Diet dogfood, Benadryl,
Rogaine with Minoxidil,
"Terminator" thermal mugs,
Tweety and Sylvester rugs,
Winter, summer—what a bummer,
'Cause there's more to come...still!

There'll always be a buy-er!
And the cash keeps flowing
With the profits growing!
There'll always be a buy-er!
You can see 'em spending
Like the world was ending!

Duck decanters, fake tattoos,
Hindu nose-rings, Wacky Doos,
Statler Brothers, all those others
Heard day and night;
Talking chess sets, Snore Control,
Songs that rip off Billy Joel,
Beta Blocks, designer jocks—
We're hit left and right.

Fragments from the Berlin Wall,
Gum with no cholesterol,
Acu-Cushion, spray-on hair,
Eggos, Legos, Sonicare,
Squeezit, songs by Kathie Lee,
"How to Win the Lottery,"
Plastic mice, fuzzy dice,
MAD trash with Alfred E!

There'll always be a buy-er!
And the cash keeps flowing
With the profits growing!
There'll always be a buy-er!
You can see 'em spending
Like the world was ending!

Vets insurance, Snoopy lamps,
Cordless Peelers, Elvis stamps,
Ultra Slim-Fast, Actified,
Self-adjusting Wonder Bed,
Troll Doll kits, Rustoleum,
Stain-O-Rater, Aspergum,
Easy Glider, toenail gloss,
Cherry-flavored dental floss,

Firmflex, clocks with talking lips,
Pretzel Chips from Mr. Phipps,
Acne-Statin, Dental White,
"Play Piano Overnight!"
Day-Glo golfballs, rhinestone kits,
John Travolta's Greatest Hits,
Earwax flushers, EZ Krunch—
STOP BEFORE WE LOSE OUR LUNCH!

There'll always be a buy-er!
And the cash keeps flowing
With the profits growing!
There'll always be a buy-er!
You can see 'em spending
Like the world was ending!
And when we...are...gone,
It will still...go...on,
And on, and on, and on,
And on, and on, and on, and on...

Censorland

(sung to the tune of
"No Man's Land")

Here come those Phil-i-stines,
Who claim they're sav-in' hu-man-kind;
They're go-in' bonkers
And you nev-er know what filth they'll find;
They're out to pur-i-fy
The songs we've heard, the shows we've seen;
So kiss your rights good-bye
Un-till their world is squeak-y clean.

Now they're goin' after show...business!
Now they're kickin' butt on T...V!
Anybody's a con-ven-i-ent tar-get!

See 'em get a sex-y drama banned
Right...here...in Censor-land!
Only programs that are dull and bland
Get...by...in Censor-land!
Better do what they...com-mand
You're in Censor-land!

Bye-bye, N...Y...P...D—
Your days are num-bered, we can tell;
One scene of nu-dit-y
Will sure-ly send us all to hell;
They'll save us from bad taste
When Rush is off the air for good,
And How ard Stern's re-placed
By "Mis-ter Rog-ers Neigh-bor-hood."

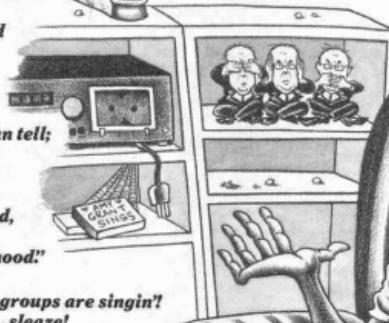
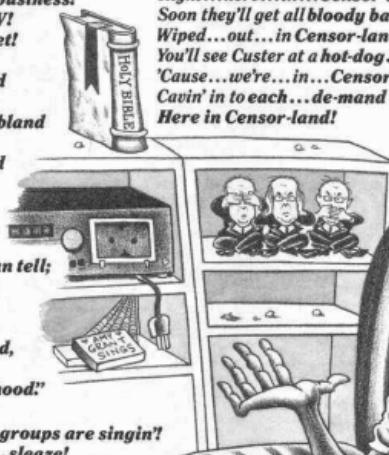
Now they're squelchin' what the groups are singin'
Hear 'em screamin' that it's all...sleaze!
Anybody's a des-pic-a-ble cul-prit!

Nailin' rappers they don't un-der-stand
Right...here...in Censor-land!
Even Elvis gets a rep-ri-mand
That's...life...in Censor-land!
You can see how well...they've...planned
Here in Censor-land!

They lie in wait out there
In search of some-thing else to hate;
They'll find it ev'-ry-where—
If you don't like it, em-i-grate!
They yank out books in schools,
For-bid-ding you to read the text;
They set up i-ron rules—
Who knows? The Bi-ble may be next.

Now they're rippin' up the First Amend-ment!
Now they're shoutin' from the church...pul-pit!
Now they're out to get the maj-or of-fend-ers!
Now they're givin' us the hard...squeeze!

On the screen they've got the up-er-hand
Right...here...in...Censor-land!
Soon they'll get all bloody bat-tles...banned,
Wiped...out...in Censor-land!
You'll see Custer at a hot-dog...stand,
'Cause...we're...in...Censor-land!
Cavin' in to each...de-mand
Here in Censor-land!



Drive-By Matchbook Collecting



A SLAP ON THE RISK DEPT.

adding

THR

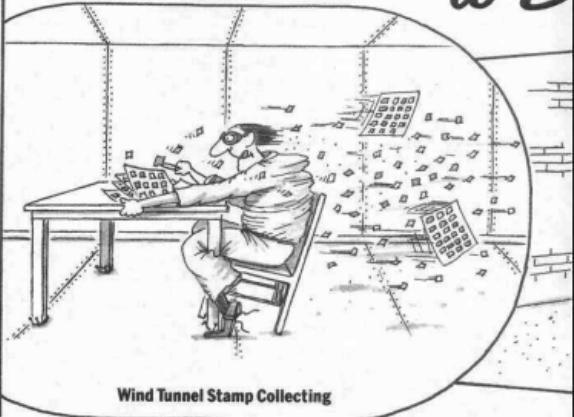
ADVENTURE

ARTIST AND WRITER: TOM CHENEY

to B

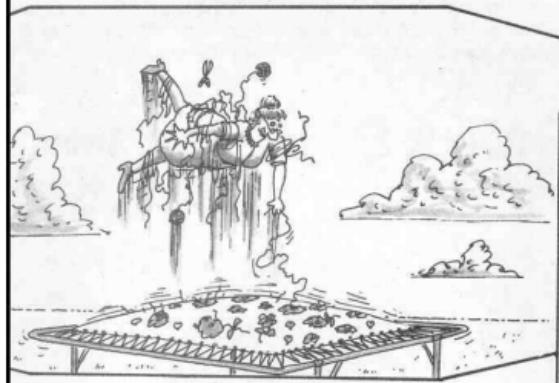
A vertical cross-section of a plant root system. At the top, a central stem or root extends upwards, with a cluster of smaller roots branching off to the sides. Below this, the main root structure splits into a dense network of smaller roots, some of which are labeled with numbers 1, 2, 3, and 4. The entire diagram is drawn with simple lines and shading to indicate depth.

Ceiling Fan Pottery



Wind Tunnel Stamp Collecting

Trampoline Needlepoint

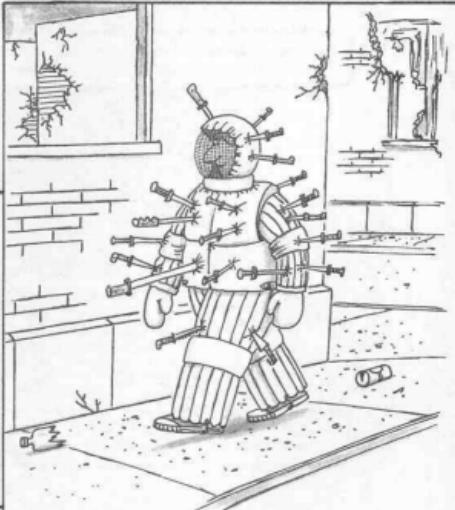


Hobbies and Hobbies



Diesel Assisted Flower Pressing

Single Stack Book Collecting



Urban Knife Collecting

CONFUSER FRIENDLY DEPT.

It's amazing how much information our brain holds—some of it worthwhile and some a huge waste of our time and memory capacity! Wouldn't it be great if we could dispense, once and for all, with the everyday garbage that somehow filters into our minds? So, if you

MAD'S 11-Point Plan for Red

4. Make Aaron Spelling and Steven Bochco produce nothing but "one-man" shows for the rest of their careers!

2. Cut David Letterman's TOP 10 List to a TOP 6—since numbers 8, 5, 3 and 1 are never that funny anyway!

3. Replace those ridiculously-complicated nutrition labels with just two words: "FOOD" or "CRAP"!

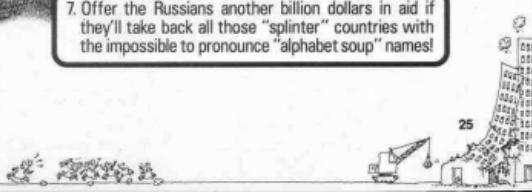
8. Disband a lousy old team—like the Chicago Cubs or Detroit Lions—for every new expansion team!

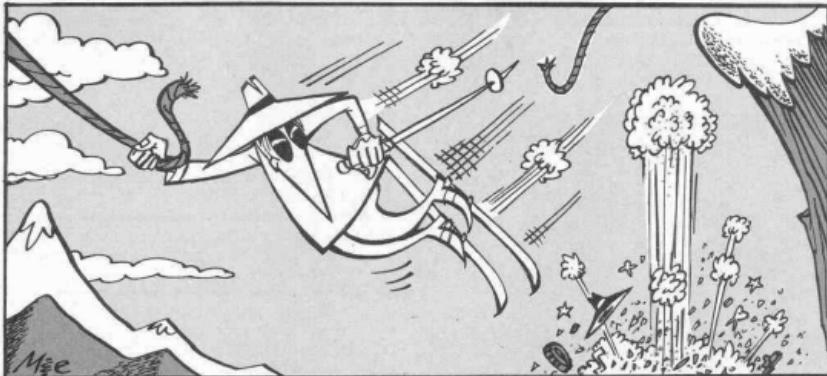
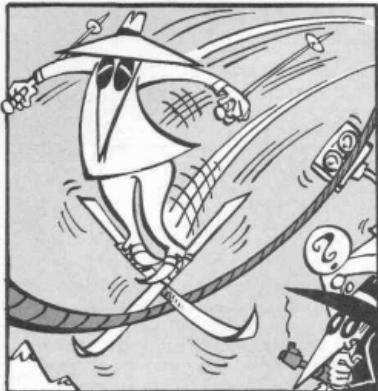
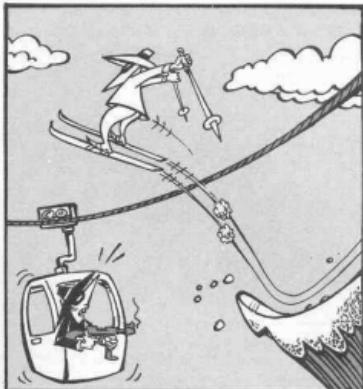
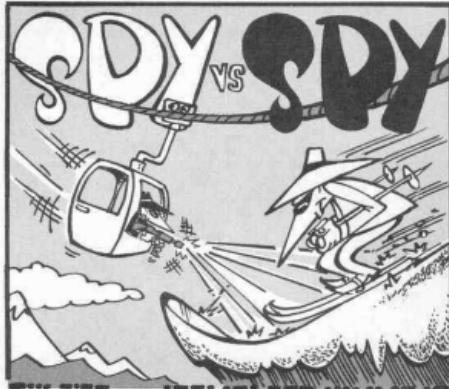
5. Force the media to replace the names of all Arab terrorist groups with "some Middle East nut-cases!"

are sick of having your medulla oblongata swollen with the words to every stupid TV theme song, the trivial escapades of the British Royal Family and what Siskel & Ebert have done with their thumbs in the last five years worth of movies—join the ranks in supporting

ucing

BRAIN SLAM







The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

LITTLE LEAGUE

Bobby, we're all depending on you!
Get out there and pitch!
And don't do anything tricky!
Just put the ball over the plate!



WIDEBOIES

I want to sit by the window!

No, me! It's my turn to sit by the window!

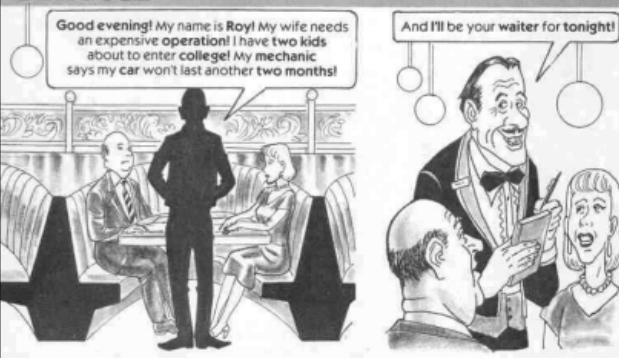
Enough! There's going to be no more nonsense on this trip!
I'm going to sit by the window to shut both of you up!



ALERTNESS



SERVICE



PARTIES



PROGRAMMING



COMPETITION



ADVICE



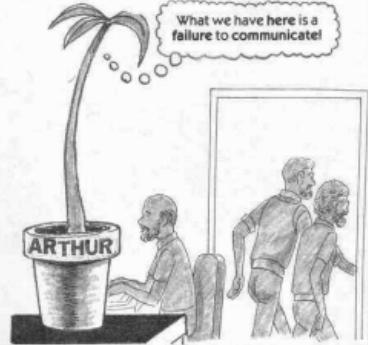
COMMITMENT



THE OFFICE

I don't believe this! Every time we want to talk to the staff, they're either on the phone or fax or computer or copy machine!

What we have here is a failure to communicate!



OPTIONS

Mom, can I have this computer for my birthday?

Ma'am, I have to warn you! If your child breaks it, you'll have to buy it!



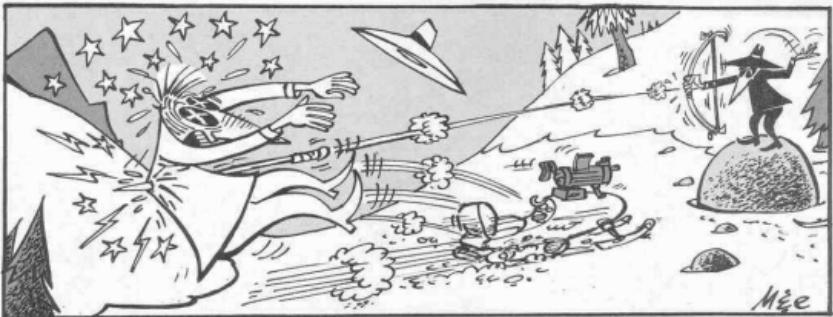
DOCTORS

Keputnik, your latest examination results may finally put an end to your hypochondriac! They show you're in perfect health!

That's great! But like you've always said, even doctors can make a mistake!

Hopefully this is one of those times!





Some people say health care in this country is a nightmare. We

Things You Never Want Anesthesia Wears Off In

A group of midget interns is observing your surgery from below via a "glass-bottom operating table!"

Your surgeon is wearing a mask, but not pants!

There's a dog at the end of the table begging for scraps!

A nurse is wiping the surgeon's forehead with a small animal!

Your I.V. tube appears to be hooked up to a freshwater aquarium!

A group of hooded figures is chanting incantations at the foot of the operating table!

Sinéad O'Connor is ripping up your chest x-ray!

A nurse looking through your wallet exclaims, "Hey—he does have an organ donor card!"

disagree! Our idea of a medical nightmare is the following list of...

It To Experience If You're In The Middle Of Your Surgery

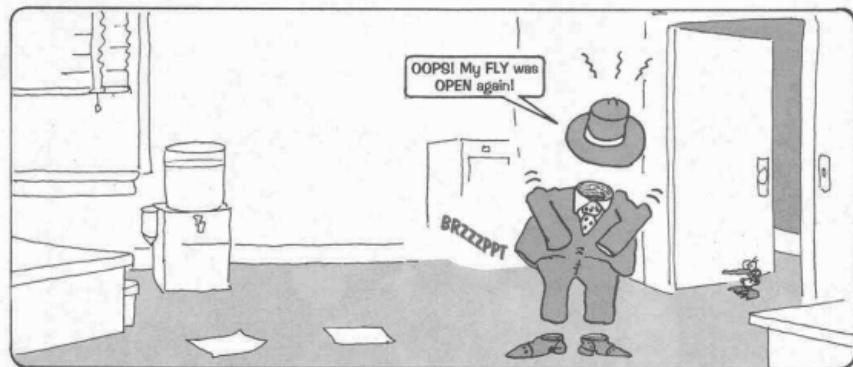
ARTIST: TOM BUNK WRITER: DENNIS SNEE



THE TRAUMATIC TRANSPARENT TRAGEDY



ARTIST AND WRITER: DUCK EDWING



TOOTSIE ROLLED DEPT.

MRS. DOUBTFUL

ARTIST: ANGELO TORRES WRITER: STAN HART

Just remember—it's my job that's important! Not our kids and certainly not your "acting"!

My kids deserve a normal home life with a mother and a father! Thanks to my brother here, I'm now both!

You're gorgeous! If you were just some guy dressed like that and not my brother, I'd kiss you hard and full on the lips!

There's our uncle who's a flaming queen, our father who's a cross-dresser and our upright, maniacally-driven mother! Is there a decent role model in the house?



Haven't the makers of this film ever seen *Soapdish* or *Punchline* or the two *Smokey And The Bandit* flicks? Don't they know Sally Field isn't a comedy star?

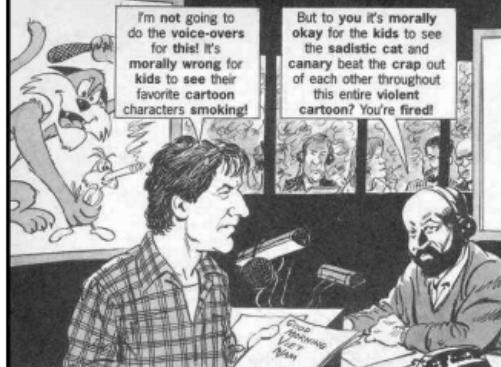
She's more like a comedy black hole! When she's on camera, all the comedy mysteriously disappears!

They say this film is filled with warm, tender moments!

God, I hope not! I have diabetes! That much sugar in my system will kill me!

This movie has an important message!

Yeah, that crime really pays well! The producers stole the whole story from *Tootsie* and got away with it!



But to you it's morally okay for the kids to see the sadistic cat and canary beat the crap out of each other throughout this entire violent cartoon? You're fired!



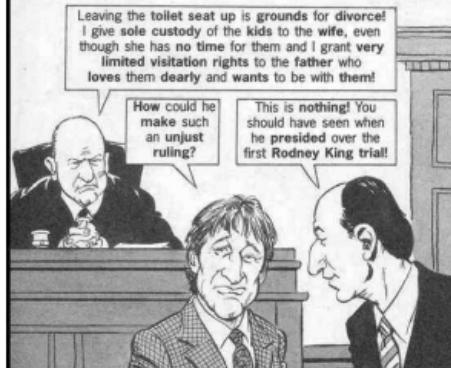
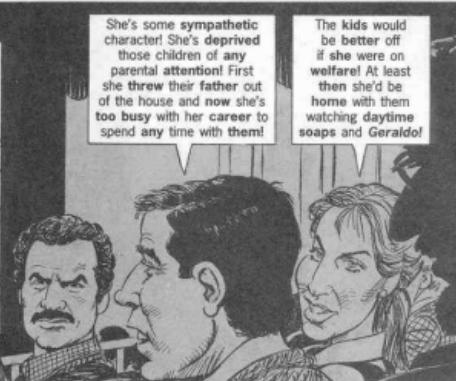
What's even more surprising is that an unemployed actor like him could pay for all this!



No, no! Let's talk this over. We can go for therapy! I understand they do wonderful work at "The Burt and Loni Family Counseling Center!"

She's some sympathetic character! She's deprived those children of any parental attention! First she threw their father out of the house and now she's too busy with her career to spend any time with them!

The kids would be better off if she were on welfare! At least then she'd be home with them watching daytime soaps and Gerald!



How could he make such an unjust ruling?

This is nothing! You should have seen when he presided over the first Rodney King trial!



I imitate voices of famous people! Listen: "Play it again, Sam" ... "Frankie Scarlett, I don't give a damn" ... "Go ahead, make my day" ... "Hasta la vista, baby!"

If someone could bottle your energy and sell it to the public, they'd make millions!

Well, they already did! And they called it Aladdin!



That handsome guy wants you to decorate his new house: I think he's got the hots for you!

Stuart Dimmwile! He must be the richest man in San Francisco!

He must also be the horniest! Why else would he hit on someone who looks to be suffering from sleep deprivation and has three kids to boot!

Maybe he just hates going out with anyone prettier than he is!

Aren't visitation days fun, kids? Chinese food again, dad? You served us the same thing last week!

So we're having leftovers! Tell me one thing wrong with that!

Well, for one thing, you don't have a refrigerator!



I'm placing an ad for a house-keeper to watch the kids while I'm working!

How do you know you won't get some deviate who'll take advantage of our innocence and abuse us!?

I said I was hiring a house-keeper, not a priest!

I'll change the number so no one can call! Then I'll make crank calls to her to set up the moronic plot! It's dumb, but it'll give me a chance to do more schtik!

I'm a middle aged nanny from England with great references, looking for a position of responsibility!

You sound so nice! What's your Name?!

My name? Oh... it's... er... Mrs. Raw Sewage!

Mrs. what???

I mean my name is Mrs. Doubtfull!



Changing you into a woman is a snap! I did it for Jack Lemmon and Tony Curtis in *Some Like It Hot*, and Dustin Hoffman in *Tootsie* and that darling little guy in *The Crying Game*!

THE BOYS IN THE BLAND

Didn't you also do work on Michael Jackson?

Sure, but he left in the middle! Once I put a huge fake nose on an actress and accidentally used *Crazy Glue*! It never came off! But do you think Barbra Streisand ever thanked me? The ungrateful bitch!

When you get home from school you'll do homework, clean the house, cook dinner and clean up!

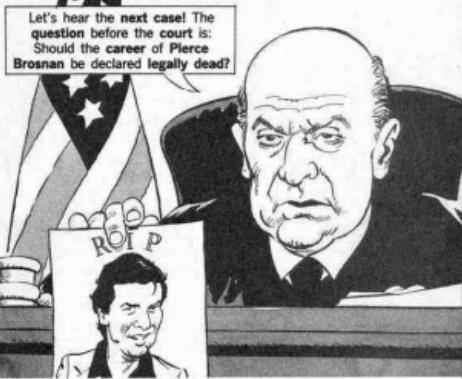
If I have to do all that I'll die!

Only if you ask my permission first!

How come I suddenly changed from a total slob into a rigid disciplinarian? If I'd been half as strict as a father, I'd still be living here!







DANGER: ♀♂
If you don't buy this
album, Madonna will be
forced to do
more acting!



CAUTION:

One of the songs con-
tained accidentally
refers to women in a
respectful way!

We figure now that Tipper "it's
not really censorship" Gore has a
semi-important role in our
nation's capitol, we'd give her
more ideas for additional warn-
ing labels she probably over-
looked. So, for the fourth time,
MAD proudly presents...

DISC-CLAIMERS DEPT.

EVEN MORE BADLY NEEDED WAR

WARNING / PROMISE: ☮
Three years from now
when you see this record
on your shelf, you will be
deeply ashamed!



NOTICE:

This record will make
you laugh more than
his last three movies
combined!

)))) DANGER: (((

IF YOU ARE SITTING LESS THAN 2 INCHES
FROM THE SPEAKERS WHEN WHITNEY HITS
THAT "And I-Ee-Yi" NOTE, YOU WILL NEVER
BE ABLE TO KIDS!



)))) WARNING: (((

IT WOULDN'T BE SUCH A GREAT IDEA
TO HAVE THIS TAPE PLAYING IN
YOUR CAR STEREO IF YOU GET
PULLED OVER BY THE L.A.P.D.

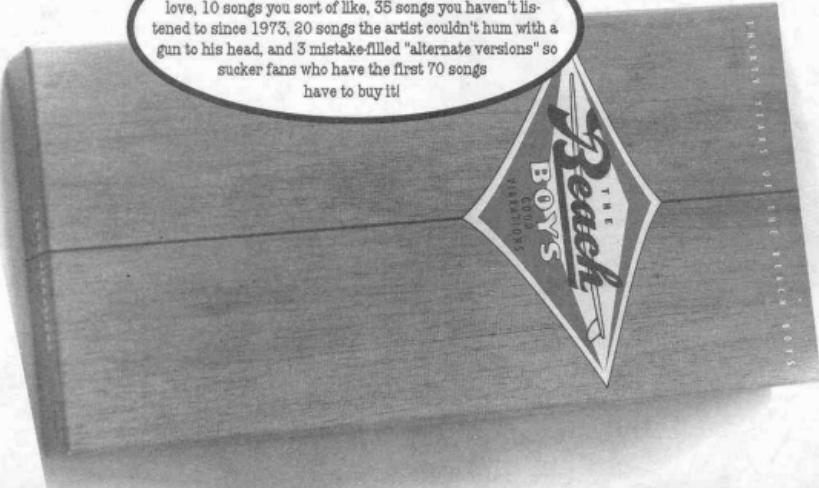
URNING LABELS FOR ROCK ALBUMS

PHOTOGRAPHER: IRVING SCHILD WRITER: DESMOND DEVLIN



*)) WARNING: *)

This Box Set Contains 5 songs you absolutely
love, 10 songs you sort of like, 35 songs you haven't lis-
tened to since 1973, 20 songs the artist couldn't hum with a
gun to his head, and 3 mistake-filled "alternate versions" so
sucker fans who have the first 70 songs
have to buy it!



SUPER ZEROS DEPT.

Each year, they grow in numbers! Mutant hybrids feared and hated by the citizens of this great land! But enough about today's high school students! Let's concentrate on another breed of mutants, the kind who rule the Fox Network every Saturday morning! Yeah, you know who we're referring to...

I'm Stormy! I can control hurricanes, tornadoes, and tidal waves! I can even control sandstorms! But humidity? I can't seem to do a thing about humidity! And on a humid day, it screws up my spectacular hair something awful! But my power lets me get even with those arrogant, think-they-know-it-all weathermen! I watch their predictions at night and then I totally change the weather by the next morning! Making weathermen look like dorks is my favorite power!

I'm Gamble, mon cherie! And I'm about as French as Conan O'Brien, only more entertaining! Each of us Ecch-Men tries desperately to have something to tell us apart! I carry these deadly playing cards in the hope they'll make me look super virile and attract women! But most of my nights are spent playing solitaire!

I'm Beastly! I have a five o'clock shadow that starts at noon and doesn't end 'til midnight! I have the ability to walk on the ceiling which drives my upstairs neighbors bonkers!

I'm Rouge! I can stop men in their tracks! I do it by wearing extremely tight and suggestive spandex! My southern accent helps too, although it's very erratic! I only sound southern when the writers remember to give me a hokey southern-sounding phrase! Do you know what I'm saying—y'all?

I am JudoLee, the youngest of the Ecch-Men! The Ecch-Men fight injustice in an uncaring world! But why am I telling you this? You don't care!

I am Professor Ecch, creator of the Ecch-Men mutants! I have incredible telekinetic powers! And I've made millions from Ecch-Men TV merchandising, which means I have even more incredible telemarketing powers! "Ecch" is short for my last name, Rosencrantz! Okay, so I'm also a mutant speller!

Does anyone actually know how many Ecch-Men there are?

Two more than the number of people with nighttime talk shows!

Really? That many?

I am Cylops! I can shoot intense beams of heat and energy from my eyes! And when I eat beans or cauliflower, I can shoot intense... oh, never mind!

I am Valvoline! I have steel claws that can pop out of my knuckles! That's why I spend \$300 a week on new gloves and another \$300 on mani-pedis at Midas! I have strong tracking powers and an incredible sense of smell! Needless to say, when Cylops does eat beans, I try to be at least two continents away!

I'm a Sentient, one of the super-tall mechanical robots built to fight the mutants! But we always lose! I'm even losing in this satire! I'm so tall my head is cut off!

I'm Magnet-man, but I guess you figured that out just by looking at me, right? The only thing about me that isn't magnetic is my personality! I'm one of the rebel mutants that fights with other mutants! I have no particular gripe with them, it's just that the more battles we have, the easier it is to fill up every inch of the TV screen! Which is what this series is really about!

Hey, did you say you wanted mutants fighting mutants?

I still don't know why we're not as hot as we used to be!

I'm afraid the Ech-Men's blasting sound effects and blinding animation proved to be a lot more interesting than our single "pizza joke," dude! But that's the way the Cowabunga crumbles!

Are the Ech-Men just a metaphor for the blight in today's society?

Could be! But this series is so damn confusing, it could also be a metaphor for man's inhumanity to crabgrass!

Isn't this a rather crowded splash panel for MAD? Look at it! It's packed wall to wall!

For MAD, it's crowded! For The Ech-Men, it's sort of sparse! Their animators believe in quantity, not quality!

I think our daughter Judo-Lee is a mutant! She wrecks everything she comes in contact with! Look what she did to the TV set just by touching it!

Well, I'm no mutant and look what I'm going to do to that @#\$%* & VCR just because I can't take that flashing "12:00" anymore!

We should register her with the Federal Mutant Agency!

If they register me with the Federal Mutant Agency, I'll be taken away! That means I'll never see mom and dad again! Hey, cool!

My God, look at that Sentient! He's two stories tall!

Really? That's funny! I don't see anybody!

Now let's get out of here, before that thing I don't see, sees us!



MUTANT NAME: JUDO-LEE
HEIGHT: 5' • **WEIGHT: 95 LBS.**
FAVORITE FLOWER: ROSE
HOBBIES: Watching TV, cooking, destroying government property, crushing appliances!
AMBICTIONS: Win the Miss Ecch-Lady Beauty Pageant, see peace in the world, or else, see the world in pieces!
SORRY, TIME IS UP! PLEASE DEPOSIT ANOTHER 25 CENTS!

This X-Ray vision we're equipped with is great, but by the time I get done paying for it, I have hardly any take-home pay at all!

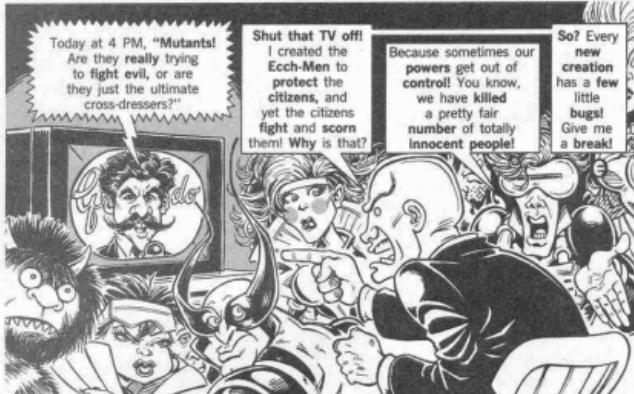
That big creep is trying to tie up Judo-Lee with steel ropes!

You kept insisting she was just a "naive" young girl! I told you she was kinky! Now I'm sorry I didn't get to know her better!

Leave me alone! I didn't ask to be a mutant! I'm just a kid trying to find my identity! And with the cast of thousands in the Ecch-Men series, it ain't easy!



ANCHOVIES



Shut that TV off! I created the Ecch-Men to protect the citizens, and yet the citizens fight and scorn them! Why is that?

Because sometimes our powers get out of control! You know, we have killed a pretty fair number of totally innocent people!

So? Every new creation has a few little bugs! Give me a break!



Since you're our newest Ecch-Man, Judo-Lee, let me explain this place to you! This building is our world headquarters! It is the ultimate training center—and a hell of a tax shelter!

VALERIE ALBERMAN: This is called the Dangerous Room! In it you will learn how to control your awesome powers, to conquer evil, to elevate mankind and to dust and do dishes! It's not all lightning bolts and flashy costumes, you know!

Tell me what made us mutants, Professor?

Toxic waste, pollution, the lack of ozone, Twinkies, Nutrasweet, irradiated fruits and vegetables, the Enquirer, 90210... the usual assortment of everyday dreck!

But you are not alone, Judo-Lee! We are all mutants!

Really? Who would have guessed? You all look so average!

Professor, shall I demonstrate to Judo-Lee the power with which I can fling my playing cards around?

Absolutely not! You're the one who crippled me with your crappy aim! Do you want to finish me off altogether?



You should know our biggest adversary is the Mutant Control Agency

Is the Mutant Control Agency run by the government?

No, the government gives them a building to operate out of, funds their work and looks the other way when they attack us! But technically, they're not a government agency!

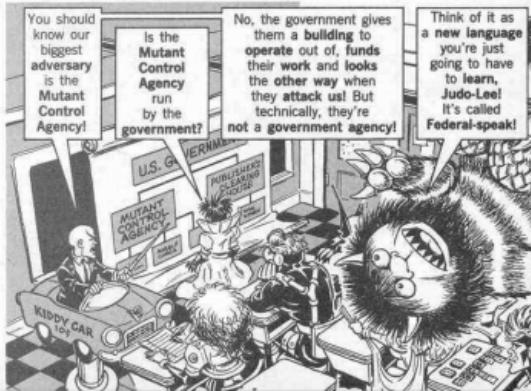
Think of it as a new language you're just going to have to learn, Judo-Lee! It's called Federal-speak!

If we could wreck the headquarters of the Mutant Control Agency we'd really have done something significant!

You mean freedom for the Ecch-Men?

No, a plot for this episode!

C'mon! We had a plot three weeks ago! Now we'll coast along for a month or so of plain confusion before we need a plot again!





We have won out over the Sentients! I will use telepathy to tell the professor the good news!

Why bother? I just got a Sprint card I'd like to try out! I'll call and tell him myself!

How come Jean Gravé's showing up so near the end of the story?

'Cause there are so many Ecch-Men you gotta stick 'em in whenever there's some room!

Yes, you mutants were successful in wiping out the Sentients, but now we must face a much, much bigger battle!

Bigger than this last one? What can that be?

The fight to dominate Saturday Morning TV! Our opponents are waiting in the war room, and I warn you—they are seasoned, veteran fighters!



They may look like pushovers, but they are worthy opponents! They're not affected by lightning bolts, laser rays, falling rocks, exploding bombs or speeding trains! Whatever crisis or catastrophe befalls them, they just come back as if nothing has happened!

Ya got that right, Mac!

Eh, what's up, Doc?

Th-th that's all for you, folks!

We're doomed!



STAT'S ALL, FOLKS! DEPT.

MAD CHARTS

TOP 11 SATURDAY MORNING CARTOON CHARACTERS THAT NEVER MADE IT

1. Lumpy, The Nicotine Addicted Mule
2. Governor Horse
3. Hostage Boy
4. Speedee Caffeine
5. The Lil' White Supremacists
6. Huck and Muck, The Tax-Evading Beavers
7. Commander Spitfire
8. Obese Wrestlers in Outer Space
9. Those Lovelace Illegal Aliens
10. The MacNeil/Lehrer Babies
11. Stony, The Caveinian Fred Is Seeing Behind Wilma's Back

WRITERS: CHARLIE KADAU AND JOE RAIOLA

TOP 5 SONGS CUT FROM THE WIZARD OF OZ

SONG	SUNG BY
1. "And Toto Goes Splat"	The Flying Monkeys
2. "Watch What I Can Do With Rubber"	The Irritable Witch of the South
3. "Oz Spelled Backwards is Zo"	The Munchkin Republican Committee
4. "Cough! Now Cough Again!"	The Wizards Urologist
5. "The Tin Man Is Homophobic And I Know Why"	The Scarecrow

TOP 9 SELDOM WATCHED CABLE TV CHANNELS

1. The Thimble Channel
2. Nixon At Night
3. The Technical Difficulties SuperStation
4. The Home Mopping Network
5. Gnome TV
6. 24-Hour Ventriloquist Talk
7. The All-Flossing Channel
8. Turkish Infomercials Satellite Service
9. ShatnerVision

TOP 10 UNPOPULAR CARNIVAL GAMES AND RIDES

1. Hit Yourself In The Head With A Mallet
2. Dunk The Vengeful Violent Psychotic
3. The Upside Down Upchucker
4. The Scilla Slide
5. Yank A Vagrant's Tooth
6. Check The Clowns For Hernias
7. Guess Your Threshold Of Pain
8. Throw A Rock Through Your Windshield
9. Shave The Rabid Raccoon
10. Bumper Hats

TOP 11 CHARITIES NO ONE EVER DONATES TO

1. Save The Millionaires
2. Nuclear Arms For Iraq Relief Agency
3. Wildlife Extermination Fund
4. Addict The Children
5. Citizens For The Elimination of Lifeguards
6. Unplanned Parenthood
7. Skinhead Anti-Defamation League
8. The Adopt-A-Cockroach Foundation
9. Sunburn Victim's Relief Fund
10. Musicians For The Destruction of Walden Pond
11. Abolish Golf In Our Lifetime

TOP 7 COMBINATION COMEDY CLUBS/MEDICAL CENTERS

1. The Chuckle Ward
2. The Mayo Improv
3. Catch A Rising Scar
4. The Walter Reade Army Punchline Center
5. The Contagious Laugh Clinic
6. The Sloan-Tittering Institute
7. The George Burns Unit

TOP 9 TASTELESS NEW GAME SHOWS

1. Celebrity Pet Lickers
2. Spread-eagled and Ridiculed
3. The All-New Humiliate Your Date!
4. The Newlydeed Game
5. Close Your Eyes and Taste It
6. Guess That Rash!
7. Drinking and Driving For Dollars
8. What's My Psychological Problem?
9. Drop It On The Handicapped

TOP 8 COMMERCIAL SLOGANS OF FAILED BANKS

1. In and Out in Two Hours-We Promise!
2. The Bank That Never Opens
3. Free Time and Temperature With Every Deposit
4. The Home of Styrofoam Safe Deposit Boxes
5. We'll Try To Talk You Out of Your Next Withdrawal
6. Neither a Borrower Nor a Lender Be
7. Count Your Change!
8. Where There's a Drunk at Every Automatic Teller Machine

TOP 7 UNPROVEN HAIR REPLACEMENT METHODS

1. Soul's Miracle Fish Glue
2. The Scalp Rivet System
3. The Interior Brain Push Regimen
4. The Amazing Follicle Flush Technique
5. Dick Van Patten's Hair Now
6. Dutch Boy Head Paint and Varnish
7. The Shower Drain Hair Harvesting System

WHAT SADISTIC APRIL FOOL'S TRICK NEVER LEAVES 'EM LAUGHING?

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

April Fool's Day can be a time for wild and sometimes mean jokes and pranks that on any other given day would not be tolerated by the person on the receiving end! To find out what the cruellest of the cruel April Fool's joke is, simply fold page as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



THE DANGER IN PHYSICAL HUMOR IS WE OFTEN BEHOLD
MINDLESS "JOKES" THAT MAIN PEOPLE EVERY YEAR. AND-APRIL
BEING THE WORST TIME- IT'S A GOOD IDEA FOR US TO
FLEE FOR OUR LIVES FROM ANY PRANKSTER WHO SEEMS MENACING

A ►

◀ B

M is for the Massive guilt she gave me;
O is for the Outbursts that she had;
T is for her Total domination;
H is How she drove out dear old Dad;
E is for the Eunuch that she made me;
R is my Respect she stripped away;

Put them altogether --- they spell

♥ MOTHER ♥

The reason that I'm so ⚡!☆-up today!

