

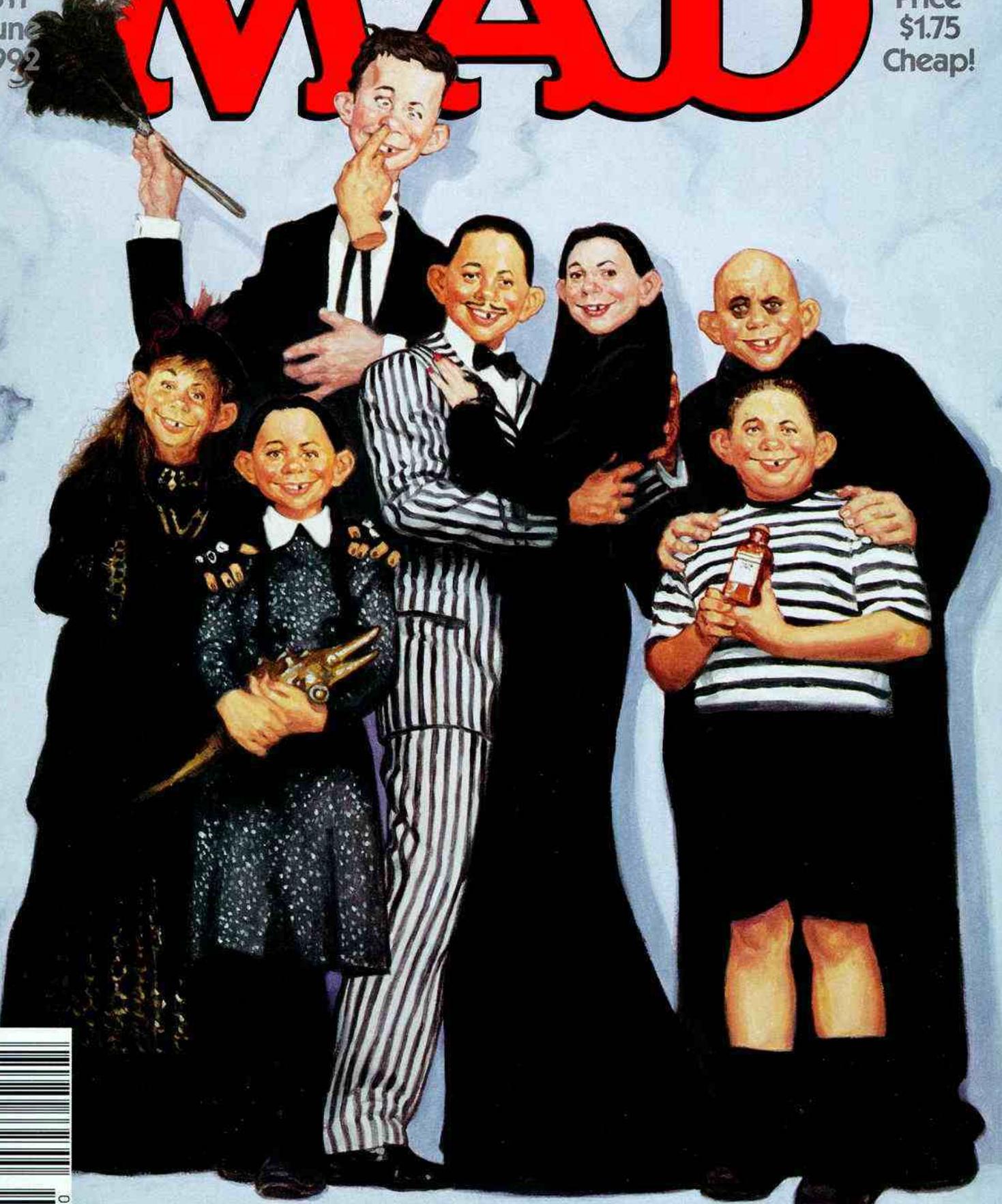
THE ADDAMS FAMILY HOME IMPROVEMENT

MAD

IND

No.
311
June
1992

Our
Price
\$1.75
Cheap!



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06

PUBLISHER'S STARDATE: 4173.2856—in other words, Tuesday around noon! These are the voyages of our money making Enterprise! Our continuing mission—to Cling-on to the Star Trek rage by issuing THE COMPLETE MAD STAR TREK COLLECTION! We scanned the universe and beamed down into the murky depths of our old files searching for anything we ever did remotely connected to Trekkiedom! Then we set our phasers on "Churn Out More Moronic Junk" and dredged up new material which is sure to leave you stunned! Indeed, now we can truly say,

WE HAVE BOLDLY GONE WHERE NO MAD HAS GONE BEFORE!

MAD'S COMPLETE STAR TREK COLLECTION!

MAD SUPER SPECIAL

Stardate: September 1992 Our Price \$3.50 Cheap!

Inside: Our ALL-NEW **STAR TREK VI** Spoof!

96 PAGES OF COLLECTOR'S ITEMS! Including:
The Original Star Trek Series! All The Movies!
The Next Generation! The MAD Star Trek Musical!
Plus ... Other Stuff That Doesn't Mention Star Trek At All!

**SO, GET OFF YOUR ASTEROID AND SHIFT INTO WARP SPEED!
THIS SPECIAL WILL ONLY BE ON SALE FOR HALF A LIGHT YEAR!!**

MAD

"Today, too many workers spend their time trying to make their weekends meet."
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA, *associate editors*
DICK DE BARTOLO *creative consultant* ANNE GAINES *asst. to the publisher*
ANDREW J. SCHWARTZBERG *editorial assistant*
JACK ALBERT *lawsuits* DOROTHY CROUCH *foreign correspondent*
LILLIAN ALFONSO, CLAUDETTE NICHOLS *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: RICHARD WILLIAMS

BACK COVER PHOTOGRAPHER: IRVING SCHILD

BACK COVER WRITERS: JOE RAIOLA AND CHARLIE KADAU

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FAMILY"
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SATIRE)
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AN EXCITING NEW SUBSCRIPTION OFFER EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

An extraordinary opportunity to own the official MAD Pin Collection!



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Furnsworth Higginbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things)!

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADison Avenue



New York, New York 10022

I enclose \$53.75 for a 40-Issue Subscription.
I'll save \$16.25 off newsstand price and get all three
MAD Pins shown above absolutely free!

I enclose \$33.75 for a 24-Issue Subscription.
I'll save \$8.25 off newsstand price and get the official
MAD Logo Pin absolutely free!

I enclose \$13.75 for an 8-Issue Subscription.
I'll save a paltry 25¢ off newsstand price and get to
look at someone else's MAD Pins because you won't
send me any!

CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your
name and address to anyone for any reason!

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

----- USE COUPON OR DUPLICATE -----

LETTERS AND TOMATOES DEPT.



"BEVERLY HILLS 911"

I just wanted to let you guys know that "Beverly Hills 911" was excellent! Even though I love the show, I enjoyed the humor that was put into it. You guys should consider a "part 2" of the series. Hey, maybe it will become a miniseries! Ha ha!

Tara Kane
Staten Island, NY

We'd LOVE to do a miniseries and have every intention of doing so as soon as the 90210 producers go ahead with their plan to kill off Brandon, Brenda and that meathead Dylan!—Ed.

I am writing regarding MAD #309, where you decided to "have fun" with *Beverly Hills 90210*. I don't know who you think you are by making fun of such a great show! It's not the most popular TV show for nothing. You just wish you were half as good looking as the male actors and had half their talent! You might as well give up hope because you never will!

You say they have no talent, huh? Their "no talent" is providing them with more money in their bank account than you could ever dream of! So, schmucks, better luck next time! Give it up!

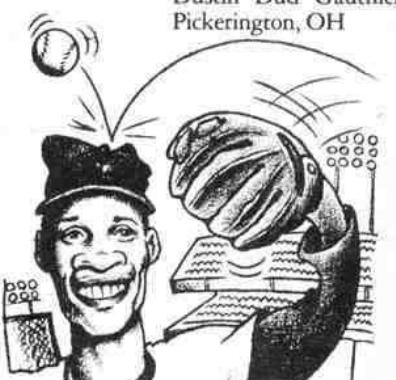
Ruthie Ginsburg
Riverdale, NY

Big G—You know, we bet a scant few months ago you were probably a big, BIG fan of *New Kids on the Block*. Yep, we bet the farm that you were a Donnie kind of gall Danny, Donnie, Jason, Luke—they're all flash in the pan yahoos! But hey, who are we to criticize your pathetic boy toy cravings!—Ed.

DARRRRRYL...

In issue #308's "MAD's Para-Persons" you've drawn Darryl Strawberry with a glove on his left hand. Being a Strawberry fan, I knew the glove goes on his RIGHT hand. Get it right, you losers!

Dustin "Dud" Gauthier
Pickerington, OH



Dustbin—We may have missed the mark about Darryl's glove, but we got the ball bouncing off his head right on the money!—Ed.

JACKPOTR ZEBIE!

I'm a winner in the latest MAD Jackpotr Zebie! Wow, it feels great to be a winner, even if I had to buy another copy of that Special with an undamaged cover to save for my collection (What a great scam that is!). I'm 29 years old and have been reading MAD since 1972. I bought this issue at Dominicks in Bannockburn, IL. Keep up the great work!

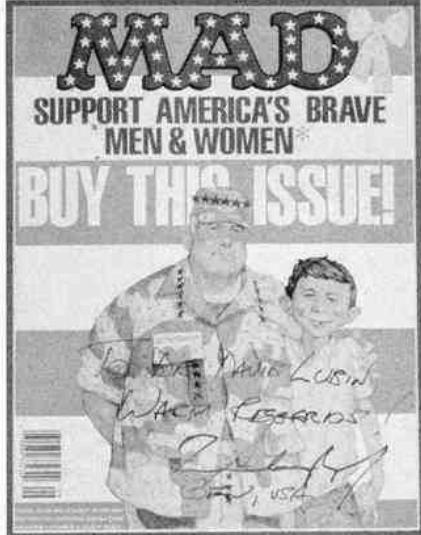
Brian Lewis
Evanston, IL

Fa fa fat Brian IS a winner! Actually, of the several winners who have contacted us, he is the only one who shops at Dominicks! If there's an oddly-named magazine stand near you, pick up a MAD Collector's Series #3, check the winning numbers list in MAD #309 and see if you're a winner!—Ed.

OPERATION DESERT SIGN

As you can see by the enclosed photo, I had the chutzpah to send General Norman Schwarzkopf a copy of MAD #305 to sign and was amazed when I received it back, autographed!

David J. Lubin, M.D.
Tampa, FL



Impressive, Lubejob, M.D. I tell you what, we'll swap you two Dick Cheneys and a Colin Powell for it! No? Then how about if we throw in a mint Dan Quayle rookie card with original crayon scribbles?—Ed.

BEST ENHANCEMENT

Here I am enclosing my personal "Best Of The Year" Awards for 1991. I will be glad if you printed the following:

Best Movie Satire: Dunces With Wolves (#305)
Best TV Satire: Familiar Matters (#307)

Best Article: Any Doofus Can... But It Takes A Genius To... (#305)

Best Satire of a Movie that Deserved It: Home A-Groan (#303)

Best Satire of a TV Show that Deserved It: Stale Prince of Belch Air (#303)

Best Lighter Side Of: (#302)

Best Spy Vs. Spy: (#304)

Best Tales from the Duck Side: The Injurious Identification Intrigue (#300)

Best Cover: Madonna (#304)

Best Back Cover: Blank Video Club (#300)

Best Fold-In: Milli Vanilli (#303)

Best Alfred E. Neuman Quote: (#300)

Best Super Special: MAD Collector's Series #1

Best Paperback: Sergio Aragones is Totally MAD

Best Overall Issue: (#300)

Erick del Toro
Camuy, Puerto Rico

STRICTLY LOW CALIBER

Note: The editors of American Rifleman magazine (the mouthpiece of the National Rifle Association) recently expressed its outrage over several jokes in MAD satirizing the NRA. After whipping up their readers with some paranoid rantings about media conspiracies and threats to their children, they encouraged their readers to write to us. The following letter represents the gist of what we received.

The National Rifle Association did not miss the stupid, biased and liberal cartoon in your magazine about heavily armed wildlife and assault weapons. I used to read your magazine as a teenager and sometimes still do—but never again. I will boycott and write any and all advertisers that support your garbage magazine.

James Maass
Lima, OH

Boycott our advertisers! Oh no, God, please, anything but THAT, Jimbo! You've got us quaking and trembling with fear! Now we know how the deer and other cute and furry woodland animals feel before hunters pump them full of lead to give themselves a cheap testosterone rush! Thanks for writing!—Ed.

Turnabout is fair play—Since they asked their readers to write to us, we're asking you to write to them! Do you think anyone (and we mean anyone—John Hinckley wannabes/disgruntled former postal workers/your weird cousin!) should be permitted to purchase any firearm, no matter how powerful it is, for whatever reason, whenever they want? Let those editors know by writing to them at: American Rifleman, 470 Spring Park Place, Suite 1000, Herndon, VA 22070!

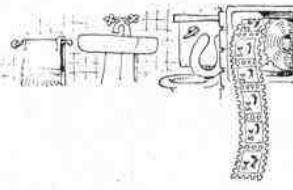


PARTING SHOT

I would like to thank you for the "I'm the NRA" back cover of MAD #308. As an animal rights activist, I do appreciate your guts to print something on such a controversial topic. From me and the animals, I say thanks.

Craig Timms
Tallahassee, FL

Guts?? What do you know about guts, you lily-livered, bean sprout hugging wimp! Guts! Why there's nothing more beautiful than the entrails of a recently gunned down baby deer glistening in the morning sun... The fresh smell of gun powder mixing with recently belched beer! Now that's talking industrial-strength testosterone! Sorry, Craiggy, you're just not the man Jimbo is!—Ed.



Please Address All Correspondence To:
MAD, Dept. 311, 485 MADison Avenue

New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Freddy on his 20-million plus Ninja Turtle pinball score!

MORON MAIL

When I grow up I am going to be a secretary. What about you? Well, gotta go, I'm late for my eye appointment!

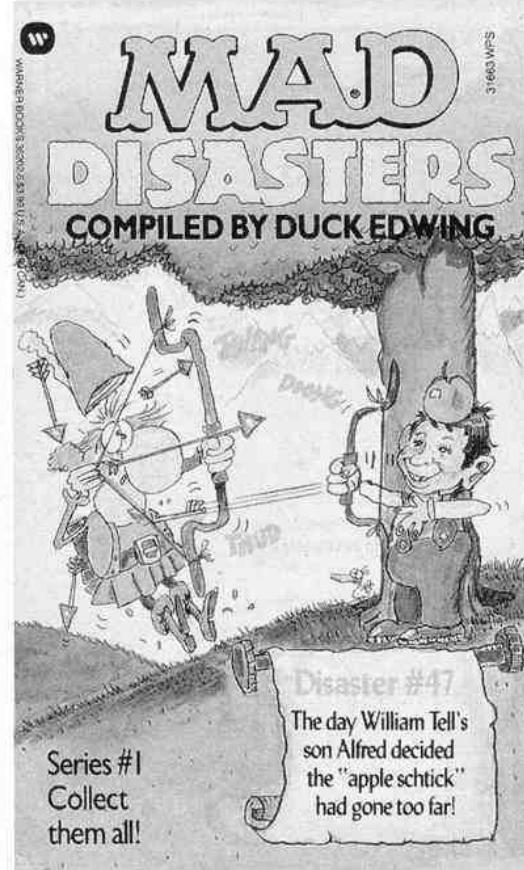
Shannon Perin
Schuyler, NE

When we grow up we want to drive a green truck. One of those big ones. With a horn and lots of lights. And chrome, there's got to be a lot of chrome. Well, gotta go, Dave Berg is banging on the door—he needs the stall!—Ed.



The Hindenburg Explosion! The Titanic Sinking! Bush Elected President!

Great Disasters All— But **NONE** Greater Than...



Buy It Today!
(Or it will be disastrous to our bank account!)

We all know people who smile on the outside, but are disgusting and downright weird inside! Every year we elect many of them to public office! But here, we're talking about a famous bunch who, with their particular brand of wackiness, have grossed millions of dollars AND millions of people!!! We're referring, of course, to (all together, snap your fingers)...



I'm Gonads, father of the Adnauseam Family! Normally, I don't have a worry in the world because I have a vault in the basement filled with riches! But all that wealth could vanish in a few days! I just called a plumber to see why the pipes in the bathroom stopped oozing that wonderful raw sewage! And you know what plumbers charge!

I'm More-teasin'! I'm Gonad's wife! Gonad and I have a very special relationship. We relish *double entendres*! Lately we've been thinking of inviting over one of the neighbors so we can try "triple entendres"! Kinky!

I'm the son of Abigail Grave-in, a con artist! She and her crooked lawyer are making me pose as Uncle Festive, who's been missing for 25 years, so we can get our hands on the Adnauseam fortune! On the other hand, perhaps I am the real Uncle Festive! I haven't a clue! I've been Back to the Future so many times, I don't know what century it is!

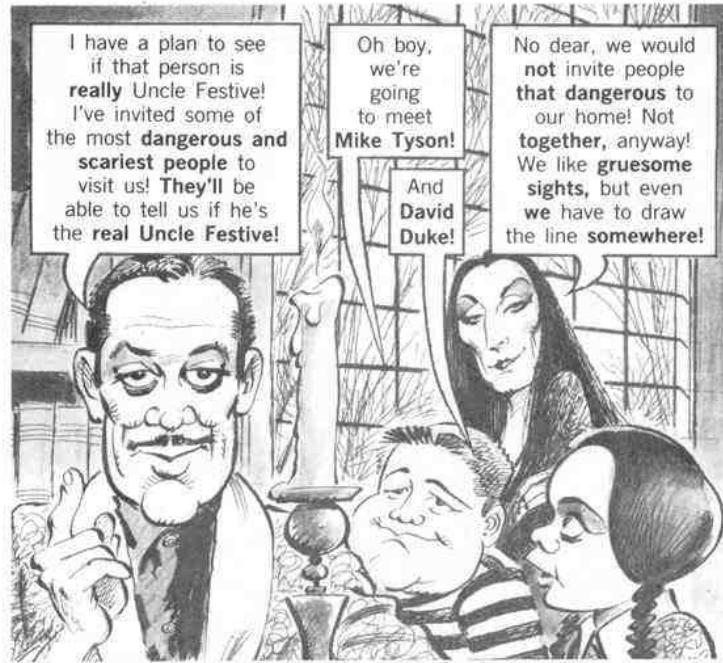


I'm Grandmuck! I'm a widow. The last time I saw my husband alive was when we had him for Thanksgiving dinner. He was delicious! I don't feel like cooking tonight so I called Domino's. They get a pizza delivery boy over here in 30 minutes or less so I don't even have to warm it up in the oven! The delivery boy, I mean, not the pizza!

I'm Doomsday, the daughter! I used to torture my little brother, Pugsley, but yesterday he said something that made me stop! He said he enjoyed it!

I'm Pugsley! My sister, Doomsday, is right—I really LOVE physical and mental pain! That's why I begged my Mom and Dad to send me to a Catholic School!

DRUCKER



The Adnauseam Family

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

The Adnauseam Family house is spooky! And it's located in the creepiest, most disgusting part of town!

That's exactly the kind of location the Adnauseams wanted!

If it was creepy and disgusting they wanted, they should've bought a house on Madison Avenue in New York—it's the heart of the advertising community!

Edward Scissorhands! Glad to see you! Forgive me if I don't shake your hand!

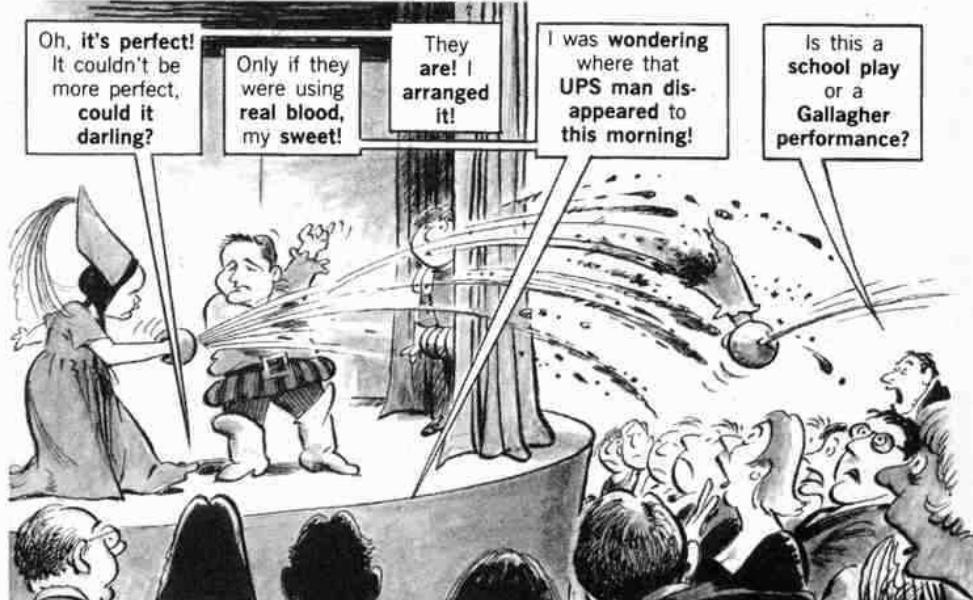
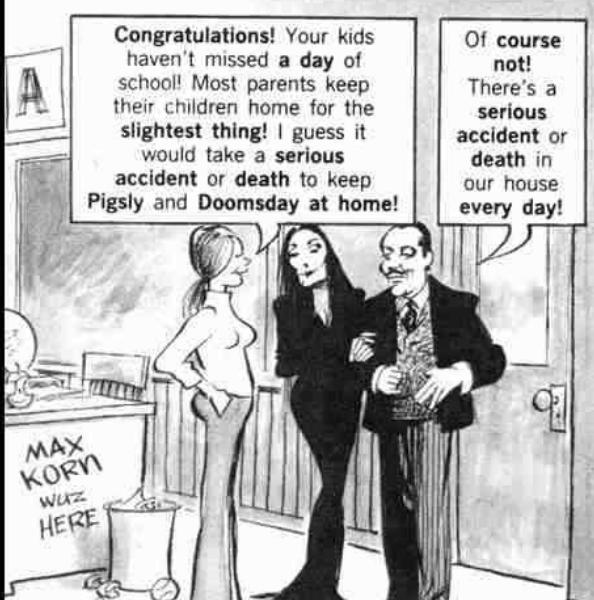
Thing-a-ma-jig had an entire body before he shook hands with you!

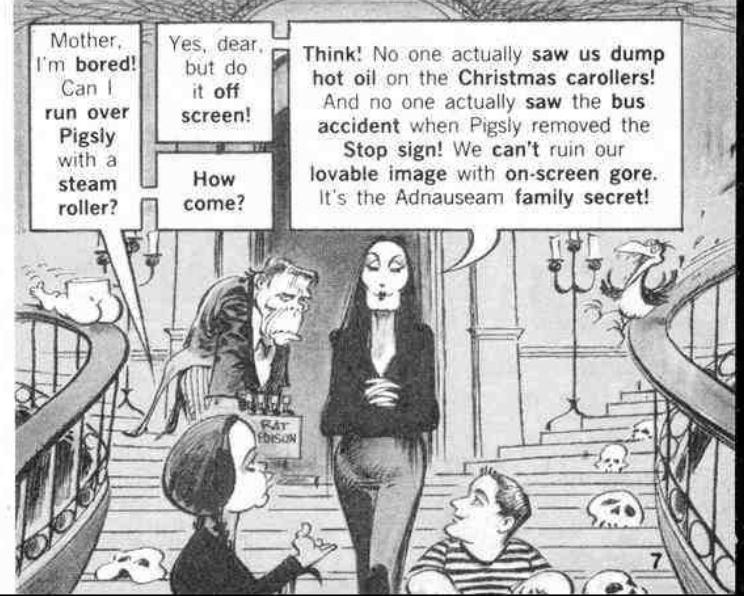
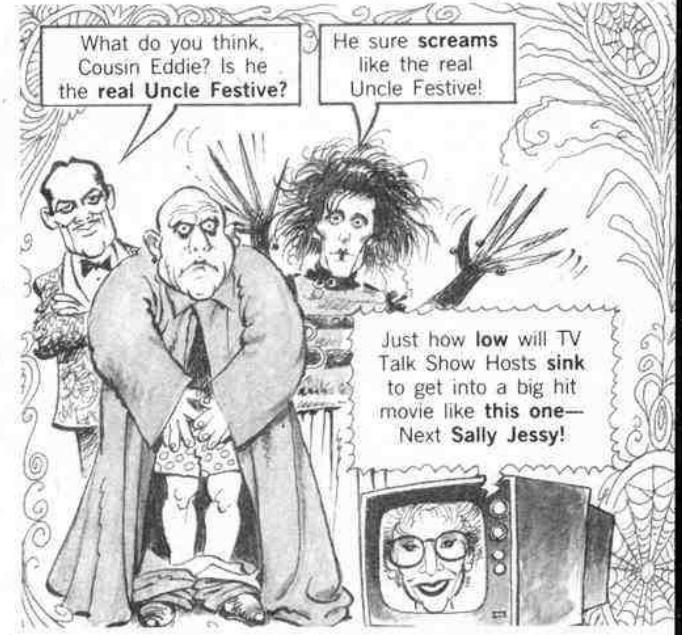
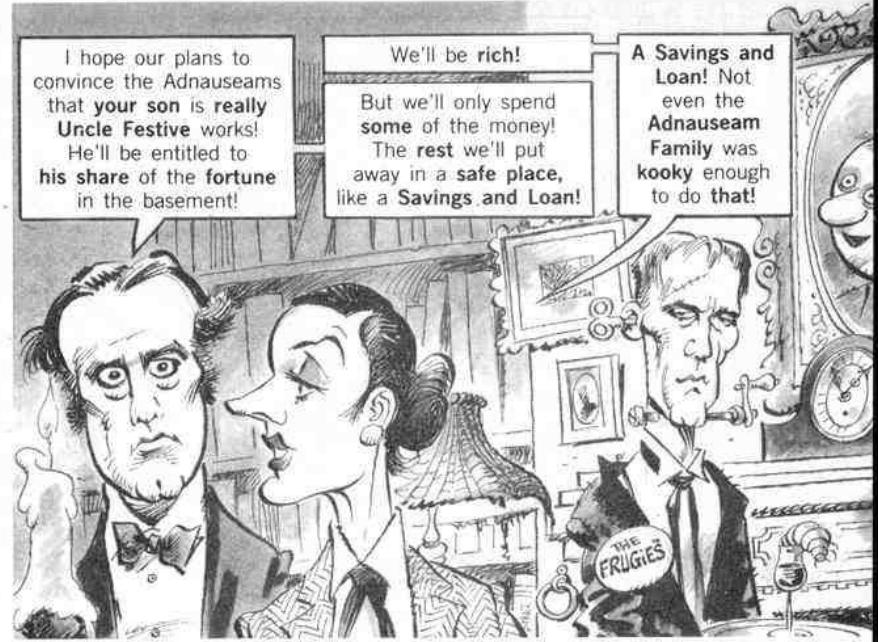
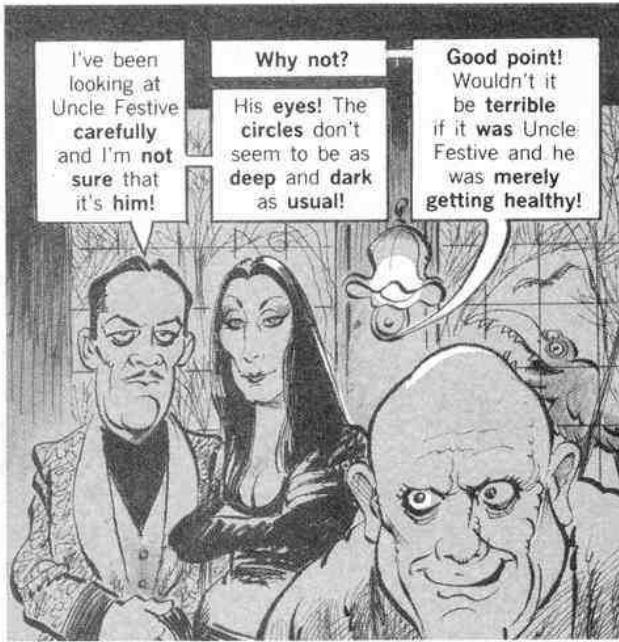
Jason, is that a blood-caked machete or are you just glad to see me?

Freddy, I'm so glad you're here! When I see that gorgeous skin I get jealous!

I'm Lunch! I never say a single word! The film cost \$50 million to make but they didn't want to spend the extra \$250 in scale wages so I could have speaking lines!







Captain, it would appear as if we beamed down into the wrong movie!

Kook to Booby-prize! Beam us up, Sooty!

I warned theatre owners that it was against all laws of physics to jam six movie screens into one theatre! It is illogical to assume we can beam down and land in the correct movie!

What do you think? Is he really Uncle Festive?

I'm not sure, but he sure tastes like Uncle Festive!

I can't stand it! The Adnauseam Family have a multi-million dollar movie and a new book of cartoons! All we have is a crappy, low-budget TV sitcom with that stupid John Schmuck! Life is so unfair!!!

If you're looking for dad, he's crashing trains!

This problem with Festive is driving Gonads crazy! He always wrecks his model trains when he's troubled!

He must be very troubled! He's crashing REAL trains!

Are you sure it's your father and not just Amtrak screwing up again?!

Everyone! Good news! I am the real Uncle Festive! I went back to the Black Hole and it miraculously restored my memory!

The Black Hole? Do you mean the Bermuda Triangle you keep babbling about?

No, the big Black Hole in the logic of this script! We blame all the inaccuracies and inconsistencies on it!

This calls for a celebration with the entire Adnauseam Family! I'm going to order from all over town! We need lots of delivery boys for the buffet—Chinese, Italian, Mexican, but no French! They give me gas!

A toast, to the entire Adnauseam Family, finally all together! To Aunt Leona...to Uncle Clarence...to Cousin Saddam...to Nephew Dan...to Reverend Al...welcome!

When the Adnauseam Family invited us for dinner, I didn't think they meant they wanted us for dinner!

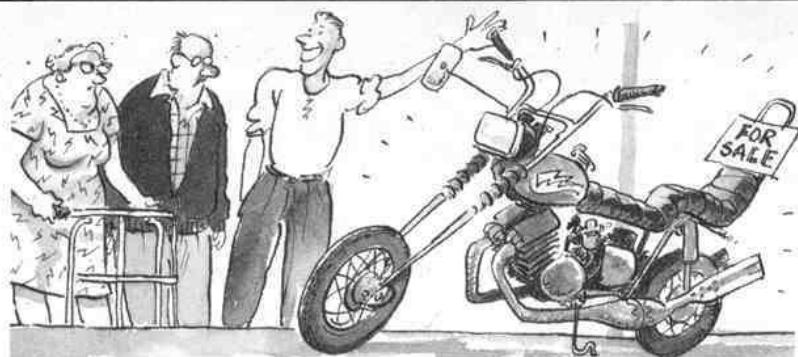
You Fool! HELP! HELP! HELP!

THE END.



THE HORRENDOUS HOMELESS HEARTBREAK

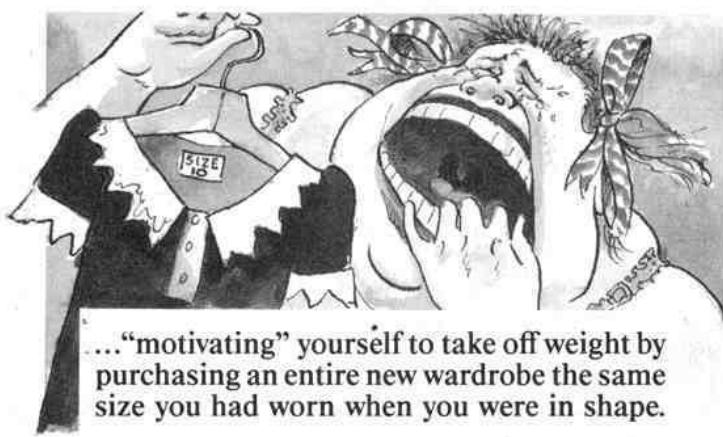




...getting your folks to buy something you want by telling them how much it would enrich *their* lives.



...jumping up and down on the scale to get it to read what you think it should.



...“motivating” yourself to take off weight by purchasing an entire new wardrobe the same size you had worn when you were in shape.

BACK TO THE FUTILE DEPT.

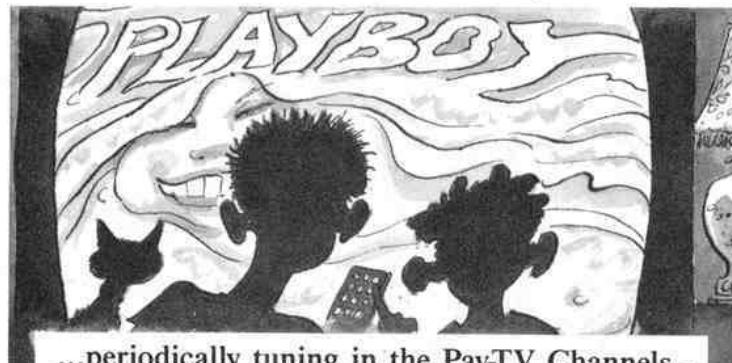
The task of writing a concise yet snappy introduction to a MAD story—one that fully explains the article that is to follow—

IT NEVER WORKS

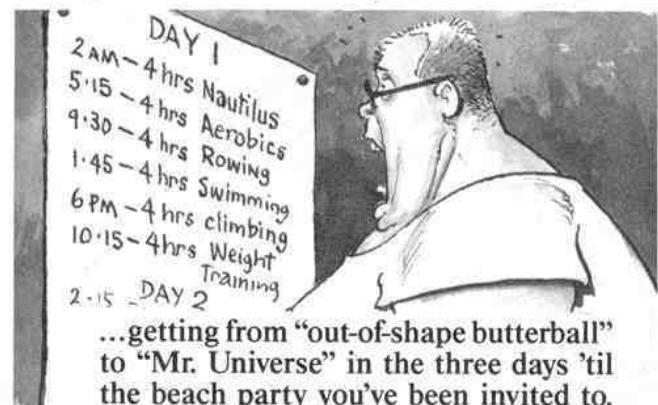


...innocently “re-checking” your ticket when the guy whose seat you’re in shows up to claim it.

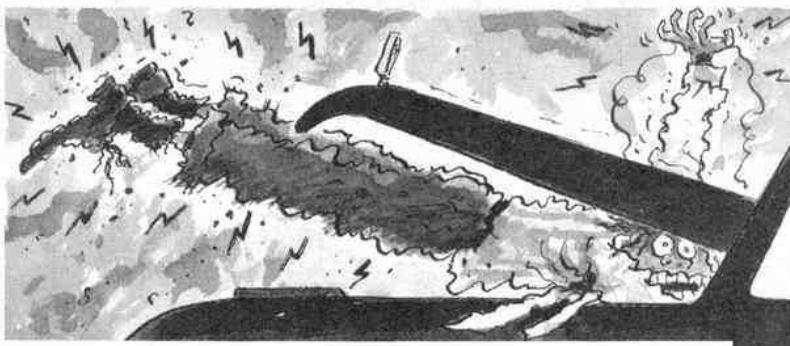
Nurses with saxophones!
NEXT DONAHUE!



...periodically tuning in the Pay-TV Channels—in case your Cable box “forgot” to scramble them.



...getting from “out-of-shape butterball” to “Mr. Universe” in the three days ‘til the beach party you’ve been invited to.



...jiggling all the wires under your car's hood when it breaks down—as if that might solve the problem.



...picking Lottery numbers by concentrating real hard on suddenly becoming clairvoyant.



...leaving work a half hour early the day before a 3-day weekend to "avoid Holiday traffic."

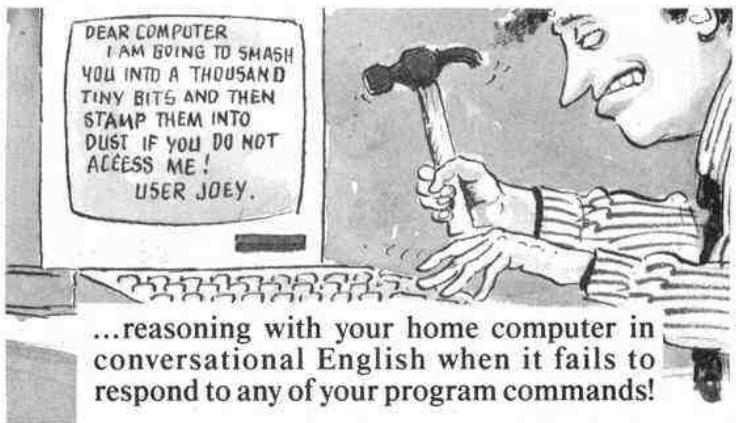
BUT YOU GOTTA TRY...

ARTIST: HARRY NORTH

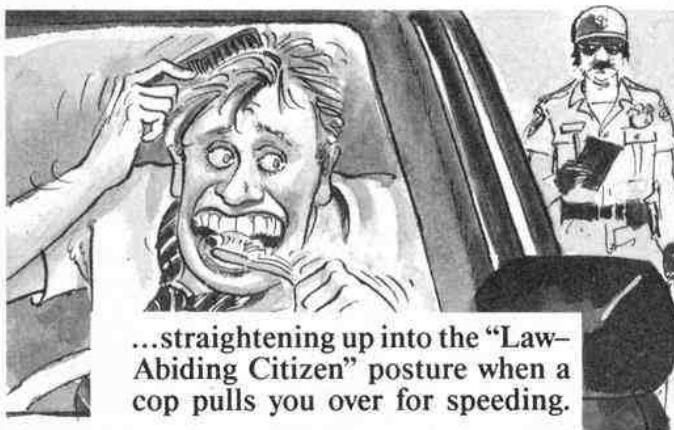
WRITER: MIKE SNIDER



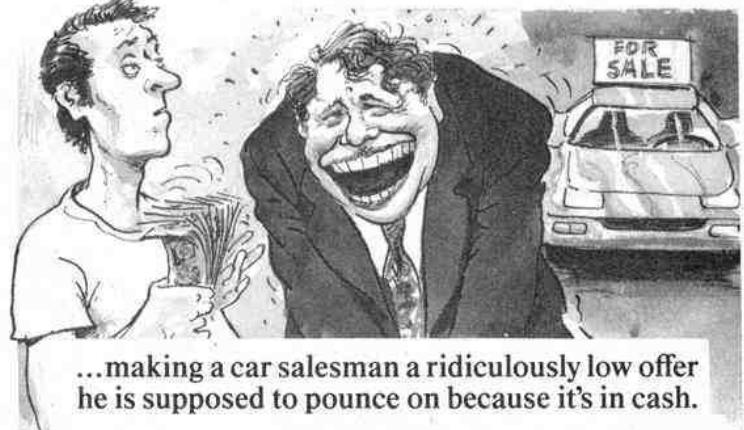
DEAR COMPUTER
I AM GOING TO SMASH
YOU INTO A THOUSAND
TINY BITS AND THEN
STAMP THEM INTO
DUST IF YOU DO NOT
ACCESS ME!
USER JOEY.



...reasoning with your home computer in conversational English when it fails to respond to any of your program commands!



...straightening up into the "Law-Abiding Citizen" posture when a cop pulls you over for speeding.



...making a car salesman a ridiculously low offer he is supposed to pounce on because it's in cash.

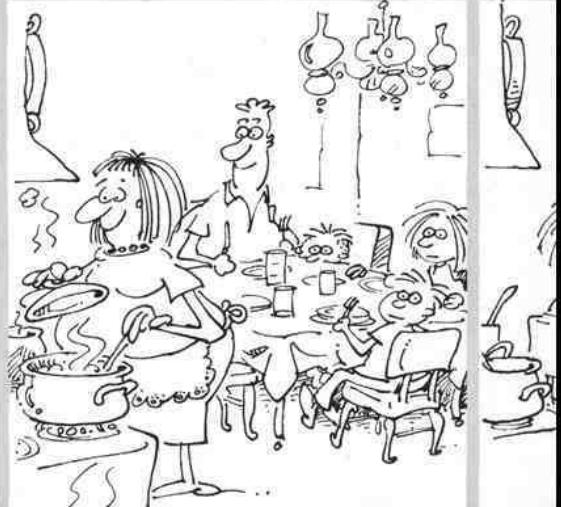
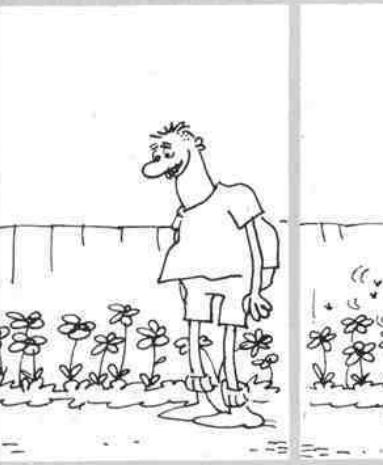
SERGE-IN GENERAL DEPT.

Meet Stevie Nicks'
podiatrist! **NEXT DONAHUE!**

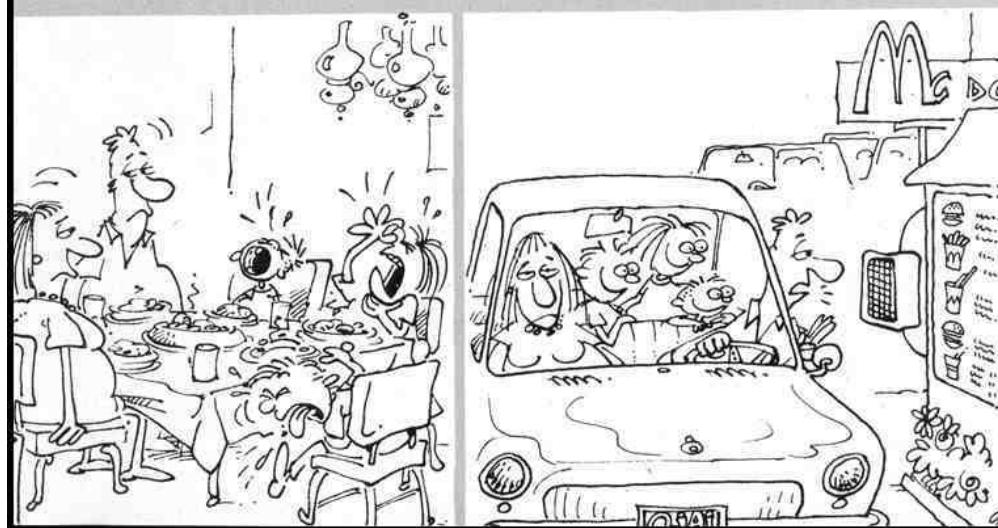
A MAD LOOK AT GARDENING

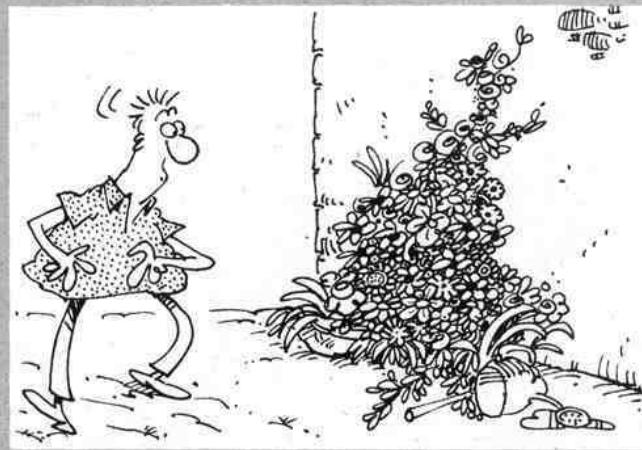
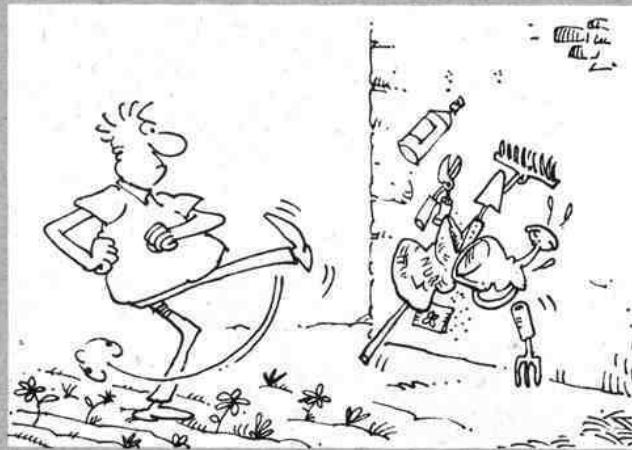
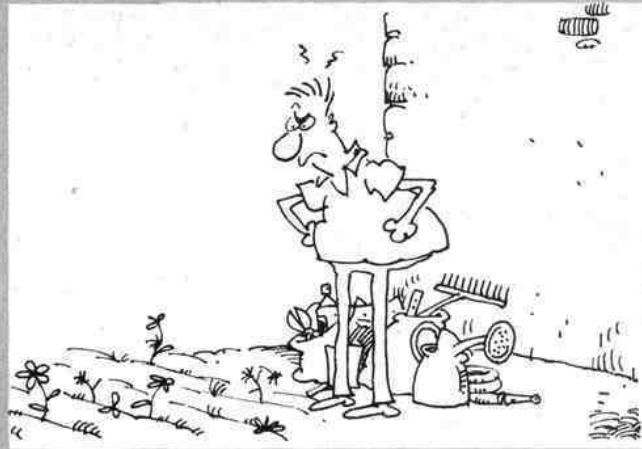


ARTIST AND WRITER: SERGIO ARAGONES



DENNIS



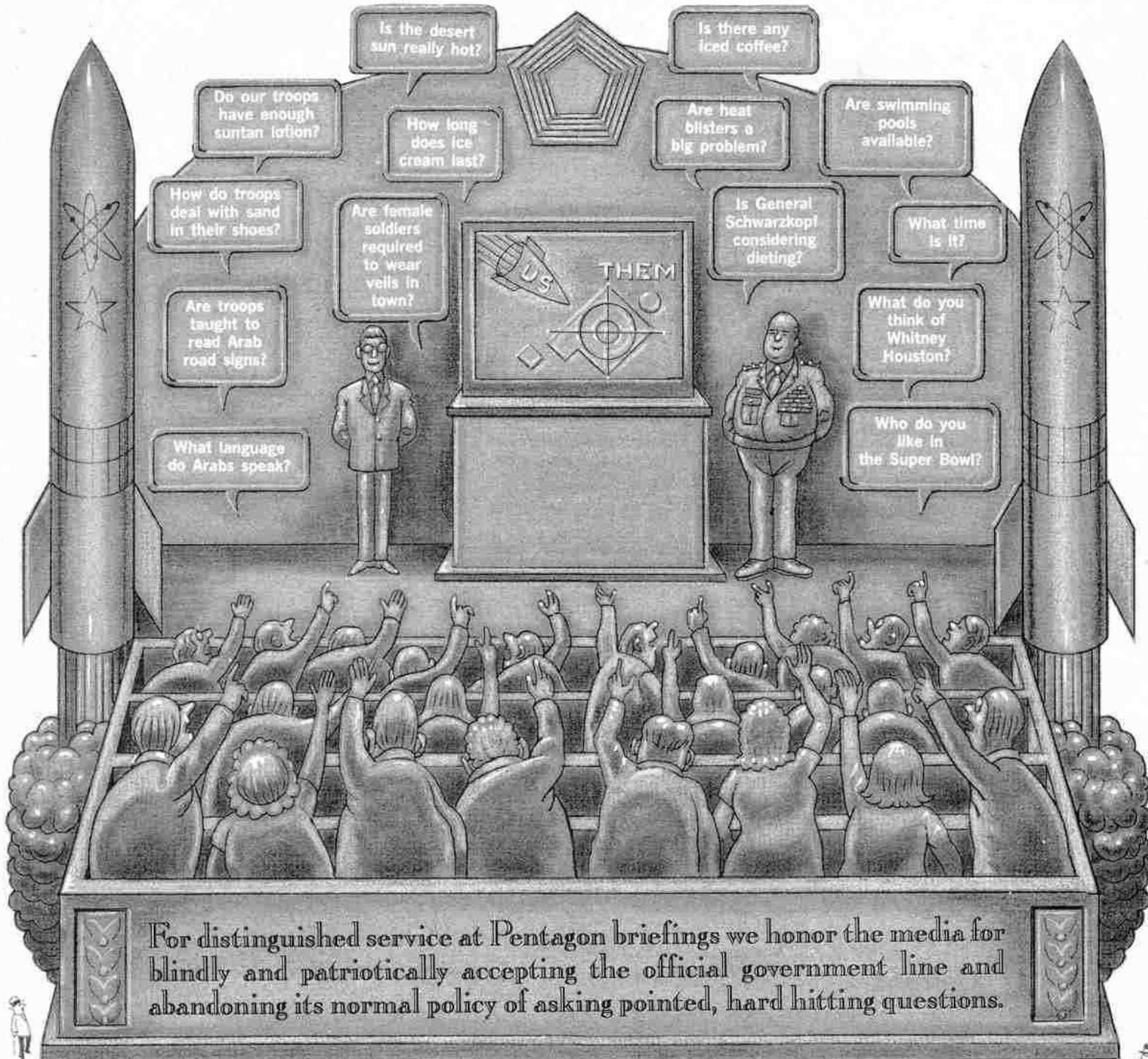




There's one sure thing you're bound to get after every war...no lamebrain, not ever-lasting peace, ever-lasting monuments! And so it is with Operation Desert Storm! But what kind of monuments should we have to commemorate this war? Think about it: What kind of information did we get? What impression of the war was given? What were the most vivid images? Here's...

MAD'S SUGGESTIONS FOR GULF WAR MEMORIALS

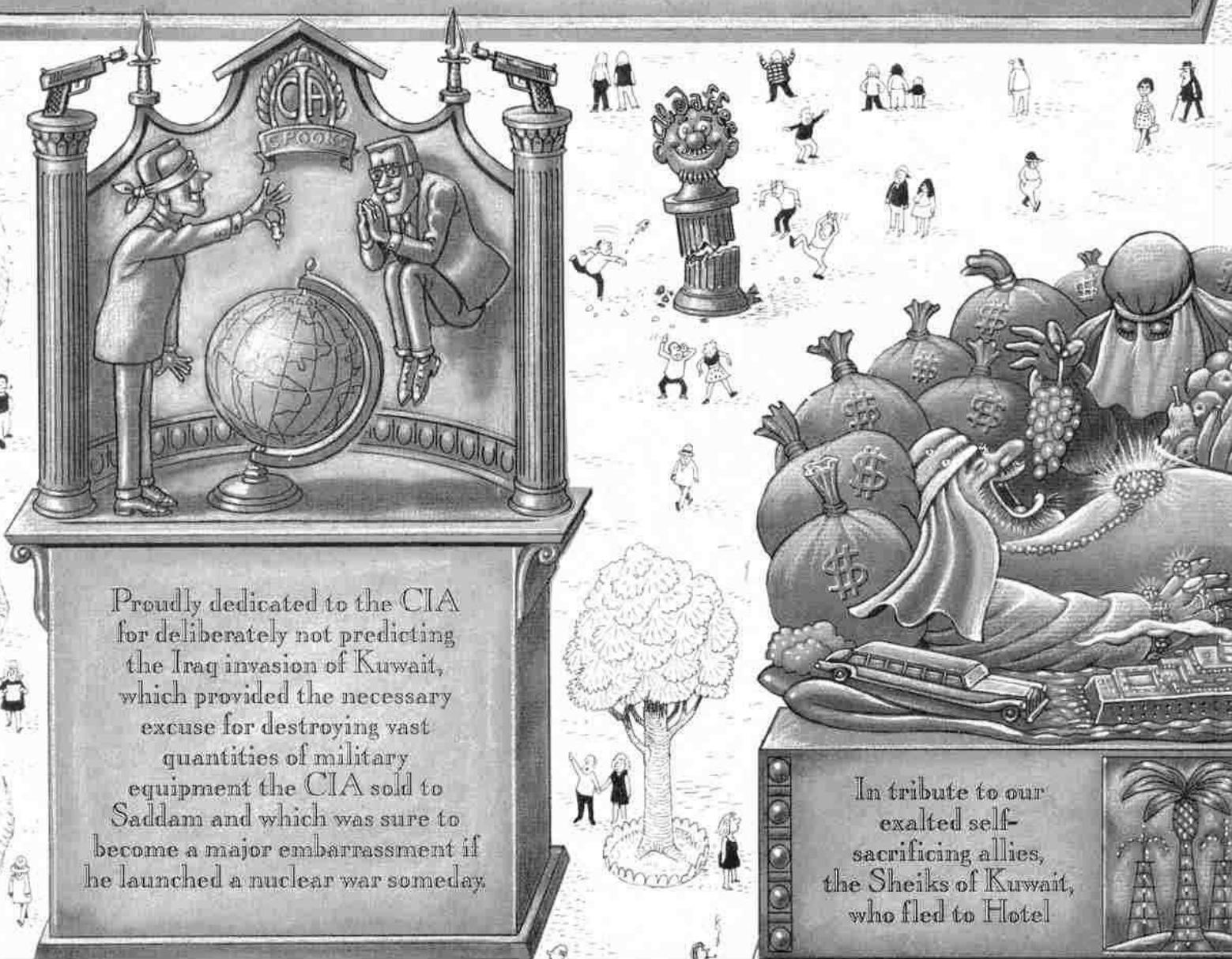
ARTIST AND WRITER: AL JAFFEE



For distinguished service at Pentagon briefings we honor the media for blindly and patriotically accepting the official government line and abandoning its normal policy of asking pointed, hard hitting questions.



To the gallantry of our brave censorship officers who heroically acted as human shields to protect U.S. troops from rounds of questions hurled at them by television and newspaper reporters.



Proudly dedicated to the CIA for deliberately not predicting the Iraq invasion of Kuwait, which provided the necessary excuse for destroying vast quantities of military equipment the CIA sold to Saddam and which was sure to become a major embarrassment if he launched a nuclear war someday.

In tribute to our exalted self-sacrificing allies, the Sheiks of Kuwait, who fled to Hotel

Neo-Nazi Circus
Clowns! NEXT DONAHUE!



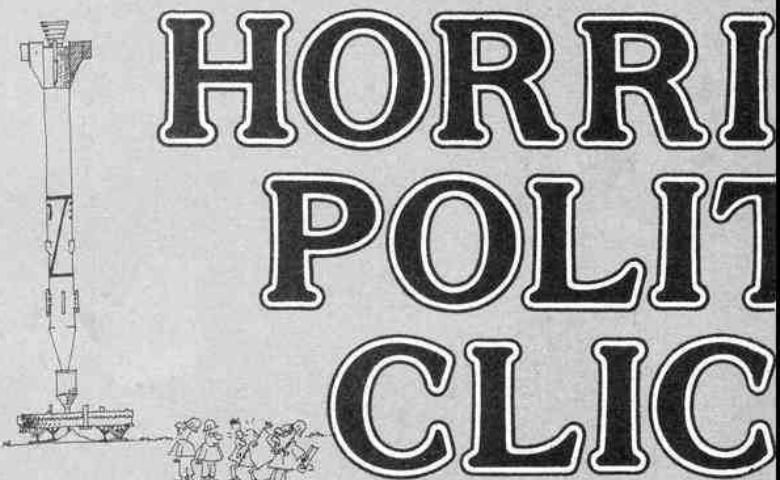
Honoring the profound vision of our Commander in Chief who courageously continued vacationing at the height of Desert Storm in order to set an example of coolness under fire to calm the fears of an anxious nation.

In proud recognition of intrepid American book publishers whose ferocious battle for the rights of Stormin' Norman's memoirs reached a new high for bidding war savagery.

suites in Europe to wait out the war rather than stay to aid in the fight for their homeland.

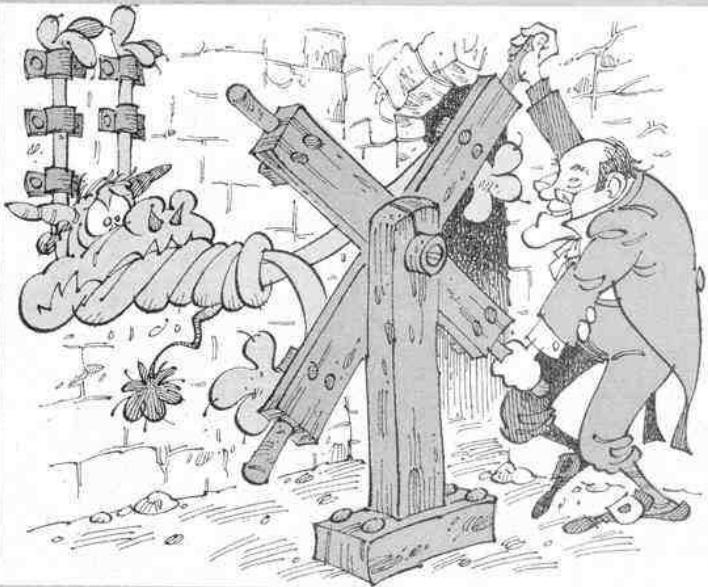
ELECTION FRIGHT RETURNS DEPT.

It's been countless years of tortured, sleepless nights since we last played our ghoulish game! You might remember how it's played: we take a



ARTIST: PAUL COKER

Digging Up A SCANDAL



Twisting A FACT



Ducking A QUESTION



Reviving An OLD ISSUE



Hanging On To A SLIM LEAD

familiar phrase or expression, and interpret it our own, twisted way to create a fiendish monster! So, when better to play than election year? Here's

FYING ITICAL HES

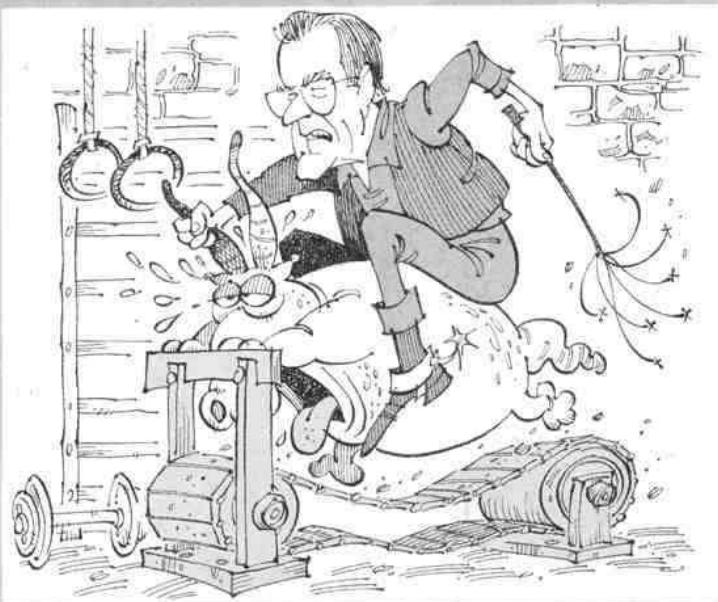


The Congressman who was defeated
by a hand puppet! **NEXT DONAHUE!**

WRITER: FRANK JACOBS



Hammering Out A COMPROMISE



Exercising A VETO



Toasting A VICTORY



Breaking A PLEDGE



Launching A CAMPAIGN

UTTERED NONSENSE DEPT.

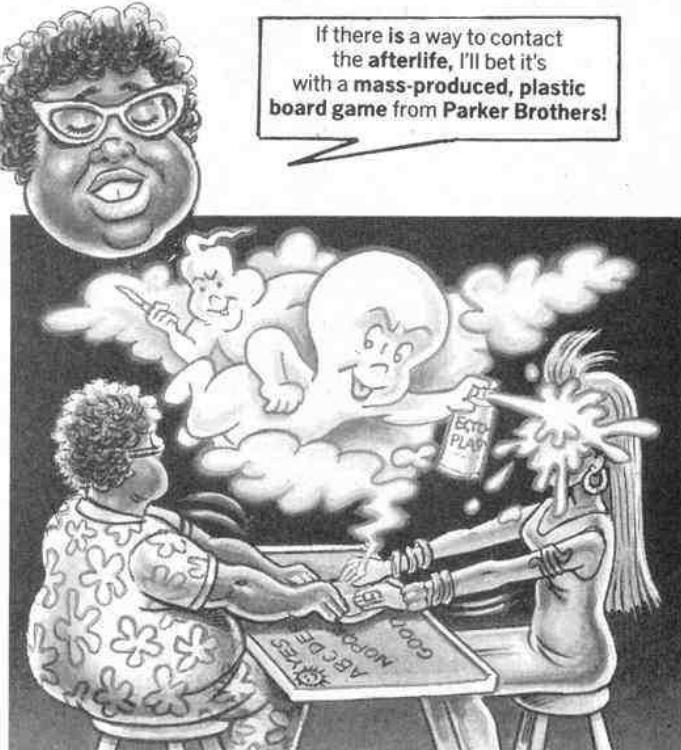
Most things serve some useful purpose. But far too many items exist for no valid reason at all. Yes, they're worthless. Why do they exist? Why do they take up valuable shelf space? In other words...

IF YOU NEVER

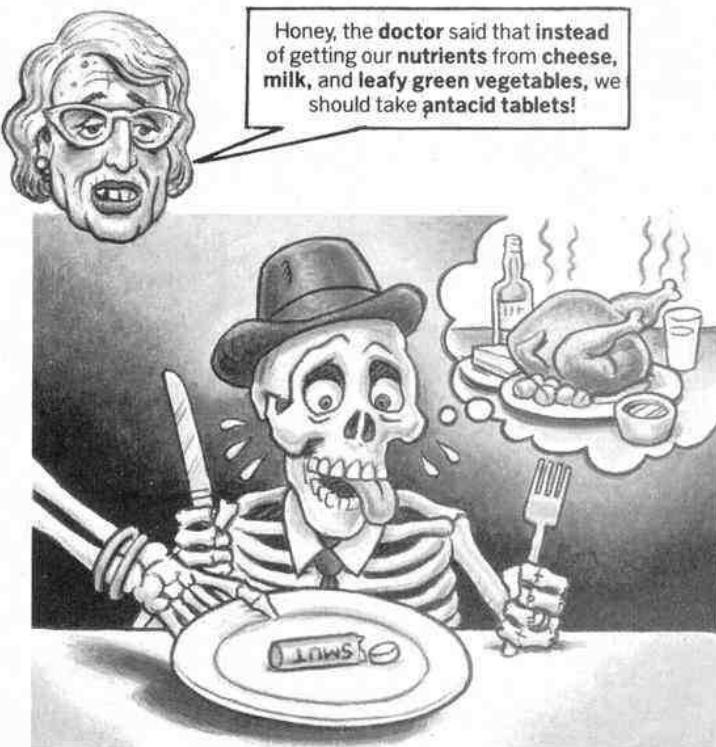
ARTIST: JOHN POUND



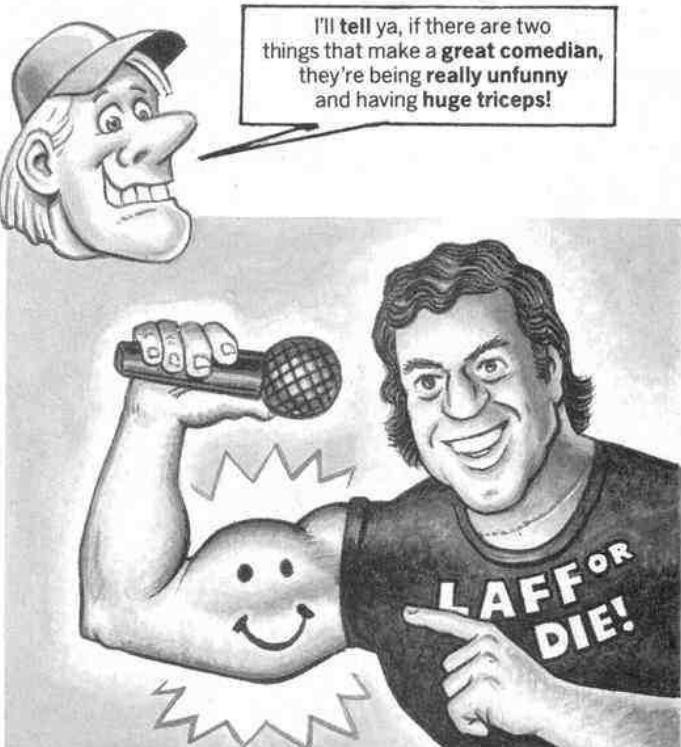
THEN WHY DO WE HAVE
The "Salad Shooter"?



THEN WHY DO WE HAVE
The Ouija Board?



THEN WHY DO WE HAVE
Tums PLUS Calcium?

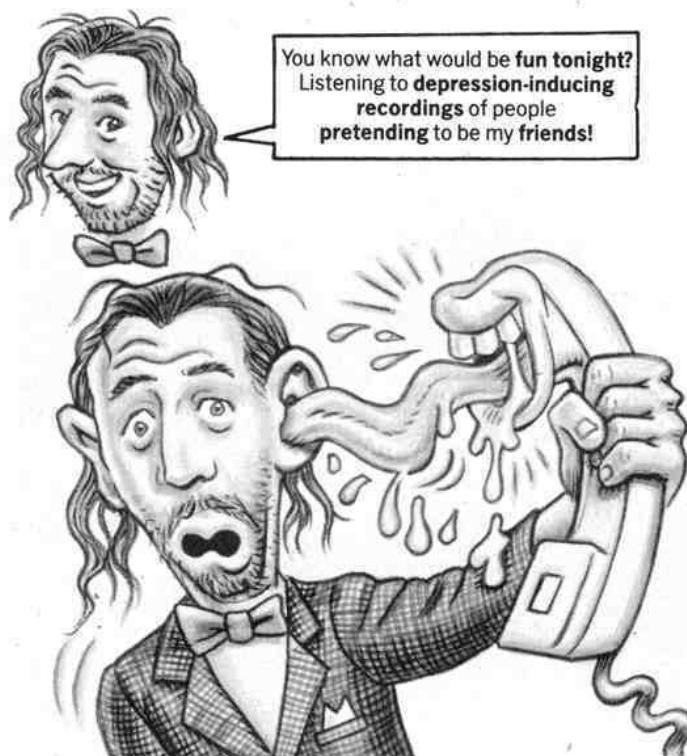


THEN WHY DO WE HAVE
Joe Piscopo?



DO YOU HEAR ANYONE SAY...

WRITER: MARK HUDIS



THEN WHY DO WE HAVE
I-900-“Romance Lines”?



THEN WHY DO WE HAVE
Lee “Press-On” Nails?



THEN WHY DO WE HAVE
Stupid expressions like,
“I couldn’t fix a transmission to save my life!”?

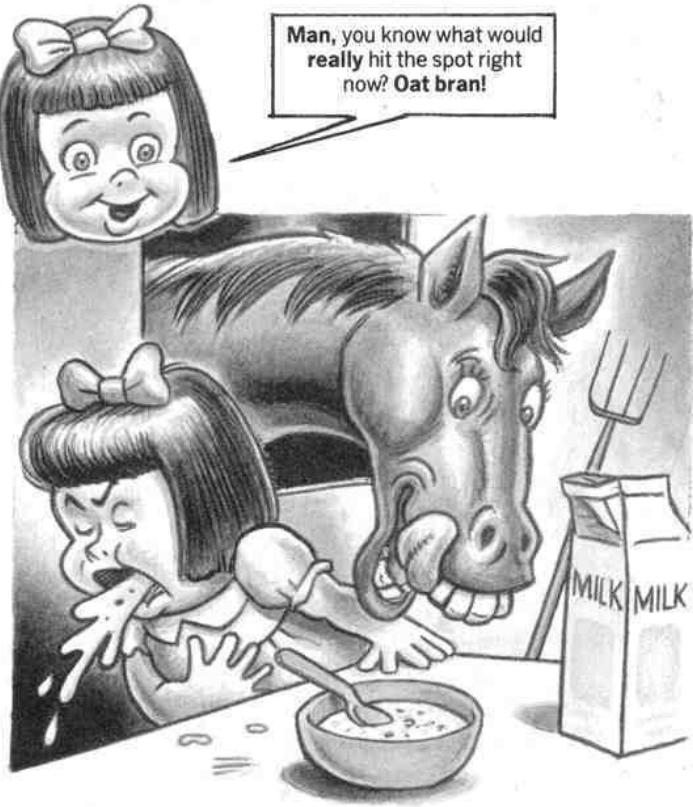


THEN WHY DO WE HAVE
The Crash Position?

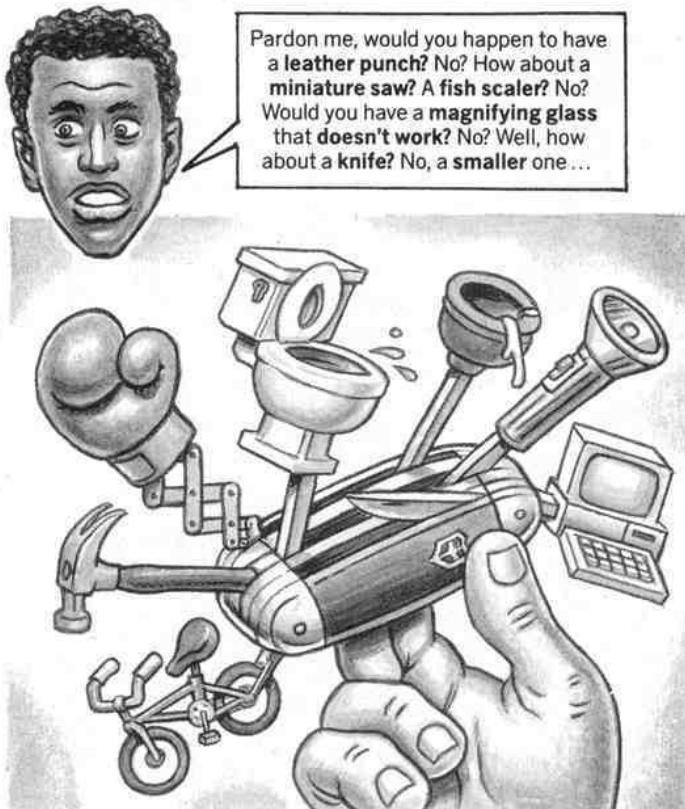
IF YOU NEVER HEAR ANYONE SAY...



THEN WHY DO WE HAVE
Guns N' Roses?



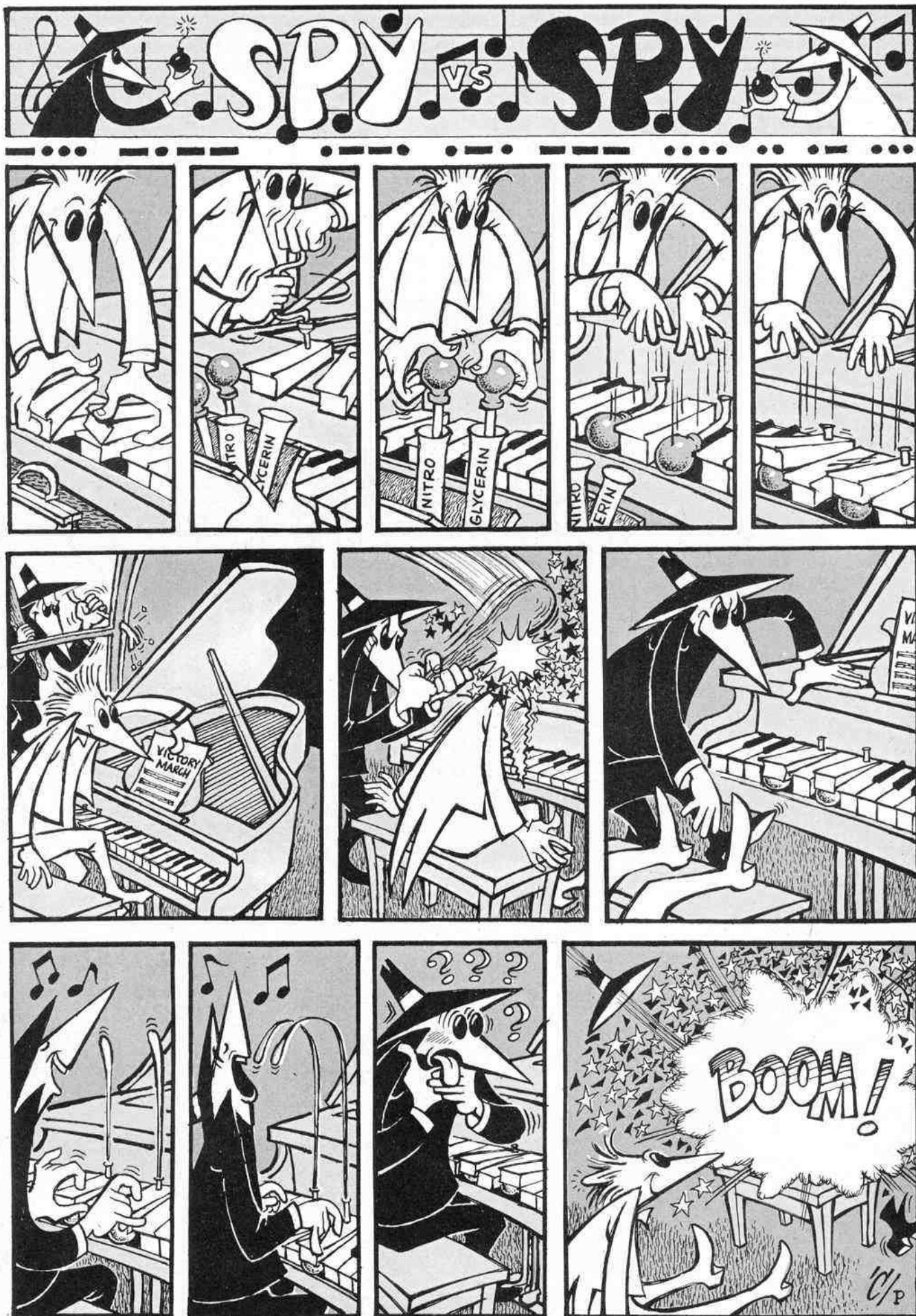
THEN WHY DO WE HAVE
Oat Bran?



THEN WHY DO WE HAVE
The Swiss Army Knife?



THEN WHY DO WE HAVE
The Weather Channel?



NUTS AND DOLTS DEPT.

Here's a show that missed its chance to be really original! All they had to do was cast a Vila-type in the star role! No, not a Bob "This Old House" Vila-type, but a short Herve "Fantasy Island" Vila-type, or Villechaize, or Vila-whatever! Then they could call it...



Hi! I'm Twit Nailer, husband, father, and host of my own cable TV show! More important, I'm a **power tool freak!** Grunt! If I could, I'd sleep with my **power tools!** Grunt! Grunt!

I'm Chill, Twit's wife, and speaking of **sleeping**, I wish he'd bring some **power tools** to **bed!** It would be the **first time** there was any **electricity** there in **years!**

Boss! De plane! De plane!
I smooth wood with **de plane!**



I'm Mal, Twit's sour, expressionless **assistant!** I hand Twit what he **needs** most on this show—hammers, nails, and straight lines!



GN



Gee, Dad this tree house is neat!

Thanks, Drab! Grunt! Who says your old man's a **bumbling fool** when it comes to **building things?**

I do! Pointing out the **screw-ups** you make is just about the **only pleasure** I get around here!

But **not this time**, Mom! Dad did a **great job** on this tree house! Lots of **windows**, solid floor, it's real sturdy...



ACE HARDWARE



Meet the man who traded his wife for
a construction helmet! **NEXT DONAHUE!**

I'm **Drab Nailer**, one of three nondescript, homogenized, un-funny **sons**! My principal character trait seems to be that I'm the **oldest**! What's **funny** about that, I have **no idea**! But it could have been **worse**! They could have made me someone like...

...me! I'm **Lark**, the 'baby' nondescript, homogenized, un-funny **son**! I'm not **cute** enough to be another **Beaver Cleaver**, and I'm not **black** enough to be another **Gary Coleman**! But it could have been **worse**! They could have made me someone like...

...me, **Dandy**, the **middle son**! I don't have the luxury of being either the **oldest** or the **youngest** nondescript, homogenized, un-funny **son**! But it could have been **worse**! They could have made me someone like **my father**!



ARTIST: ANGELO TORRES

WRITER: A.J. MARLY

...and it's in our **family room**! How're you going to get it **outside** and up into the **tree** in less than the **30 minutes** we've got to do this episode?

You're **rushing** things, **Chill**! I fumbled my way through **building** it, I'll bumble my way through **taking it apart**, then muddle my way through getting it **up into the tree**! Hey, we're looking at a **three-parter** here!



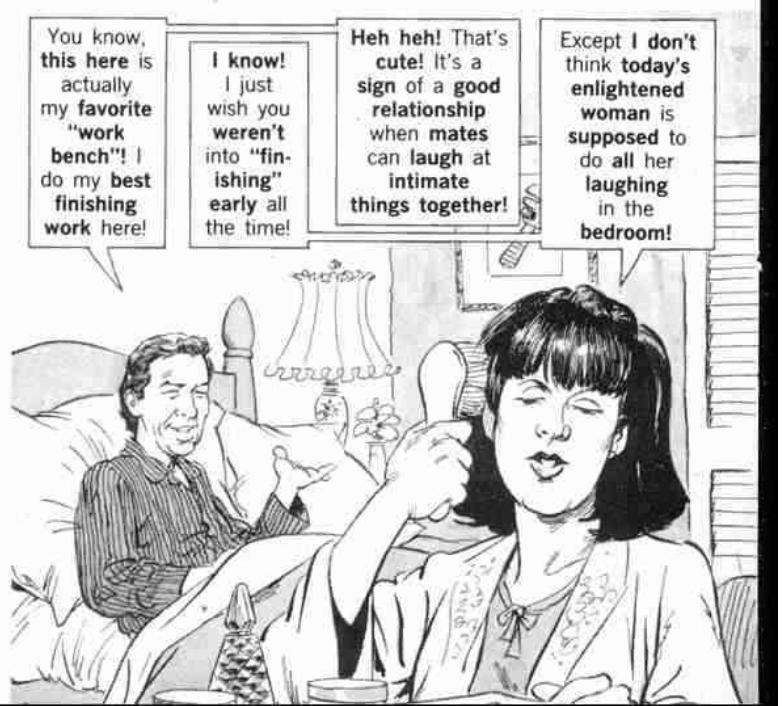
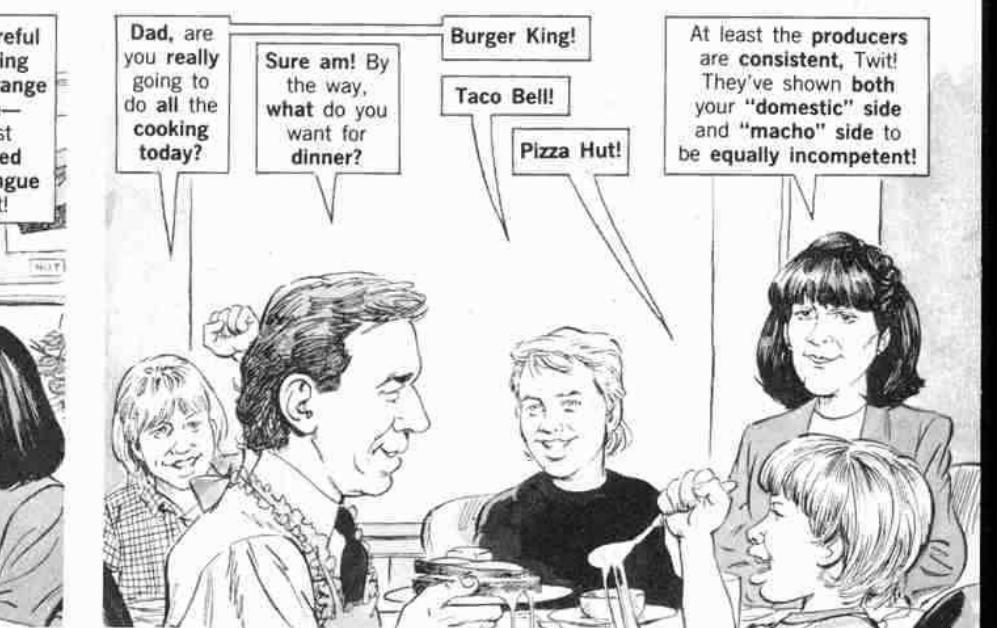
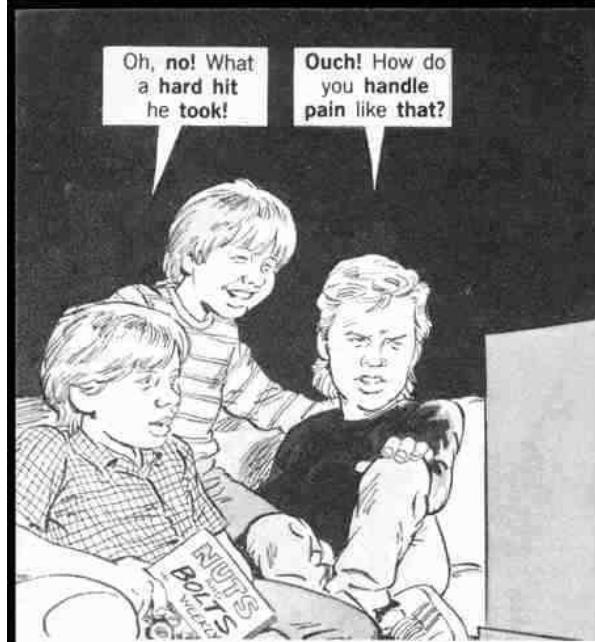
Whatcha doin' now, Dad?

Whatcha hooking it up to?

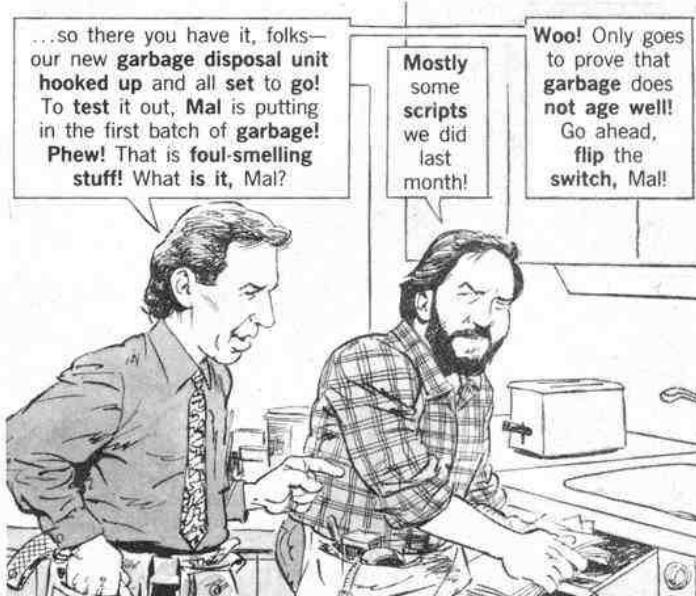
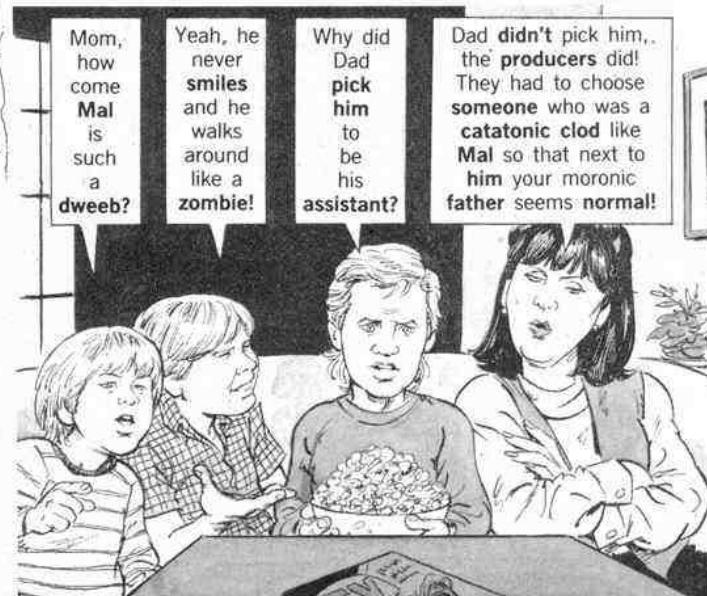
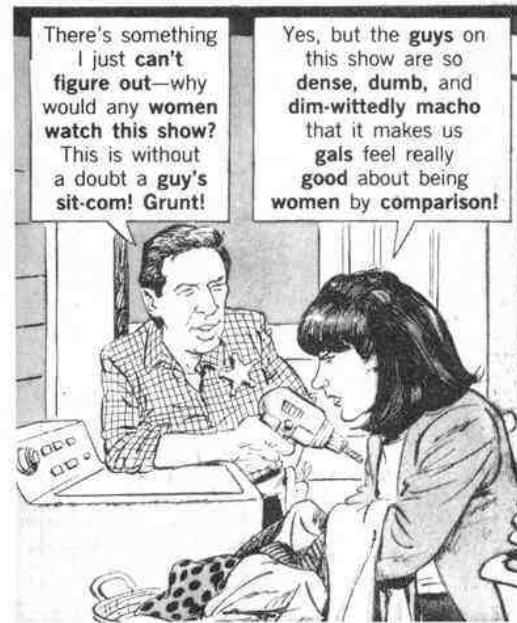
Using my **cordless, reversible, two-speed electrical screwdriver** to **hook up** this **Binford 5000 power booster**!

The **laugh track** for this **show**! If we expect to get **audible laughs** from the **dumb schtick** we do, this **laugh track's** gonna need all the **juice** it can get!





Near-death experiences of muffler repairmen! **NEXT DONAHUE!**



Er, uh, did that garbage disposal unit come with a warranty, Mal?

No, just the directions! Maybe you should've read them!

Twit, I couldn't take any more of the bone-headed incompetence around here, so I hired a real professional to help out!

Pleased to meet you, Twit! I'm Boob Villa!

Oh, wow—Boob Villa! I really admired you on your "This Old House" program! Welcome to our version of your popular TV show!

Unfortunately, I've seen "This Old Joke"! Look, that's what I want to talk to you about, Twit! I've studied the situation and I have a recommendation...

I know—don't ever buy a garbage disposal unit from the people who make the Yugo!

I'm afraid the situation here is more serious than that! You have design problems, basic structural flaws, and all around shoddy construction! In short—a total disaster!

Gee, Boob, this kitchen looks okay to me...

I'm talking about this series!

Boob, I hired you as a consultant! Please tell us how *Gnome Improvement* could be a better show!

One, if you and Twit had a relationship more like Jamie Lee Curtis and Richard Lewis on *Anything But Love*! Two, if your kids were more dimensional like the kids on the early years of *Cosby*!

Three, if your neighbor was a plus like "Kramer" is on the *Seinfeld* show instead of a minus like Wiltin! Four...

Wait a minute, here! You make it sound like this show's a loser! The truth of the matter is that our ratings are always at the very top of the charts!

That's a mystery I can't figure out! Why does this dumb show get such high Nielsen Ratings?

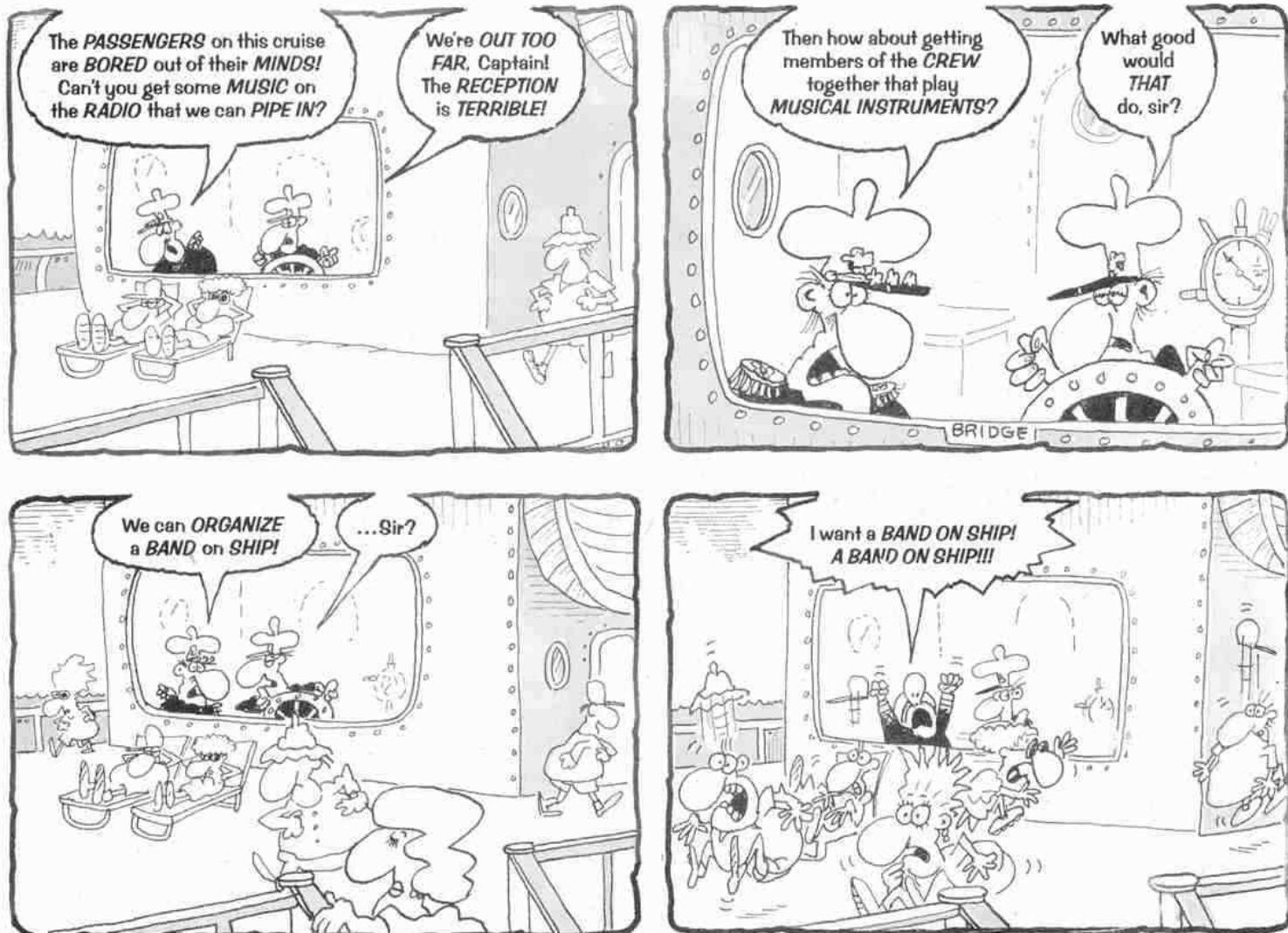
You see, Boob, there is one device I do know how to fix!

By rigging up enough of these, anyone can have a hit series!

Stearns

TALES FROM THE DUCK SIDE DEPT.

THE SOGGY SEA SAGA





PUTTING ON THE OLD FEEDBACK DEPT.

These days, more and more businesses are handing out Customer Satisfaction Surveys. You know what we're talking about—those lists of questions asking if the service has been good, if the staff has been friendly, and if the company has been living up to your expectations. Who

CUSTOMER SATISFA

ARTIST: TOM BUNK

FROM THE NEIGHBORHOOD BULLY

Thank you for attending today's beating and/or humiliation. Please take a few minutes to answer these questions so that in our next encounter we'll be able to do an even better job of emotionally scarring you for life.

YES NO

- 1) Were our threats of violence and bodily harm colorful enough?
- 2) Were you sufficiently intimidated?
- 3) Were we careful to approach you when you were with the person you least want to look like a sniveling coward in front of?
- 4) Were any demands made that couldn't possibly be met if your life depended on it?
- 5) What changes would you like to see in future bullying and/or beatings?



FROM TV NETWORKS

In our efforts to maintain our current high standards, it's important to know what our viewers think. So we're asking you to fill out this questionnaire. Don't worry about it causing you to miss any of your favorite shows...We're replacing an hour of prime time programming with "My Mother the Car" to give you all the time you need!

YES NO

- 1) *Have we been successful at pretending that the same mindless sitcom we've been showing for 40 years is hilarious new entertainment?*
- 2) *Do we tantalize you with enough sex-oriented news shows and "hot" specials during Ratings Sweeps Weeks, and are we quick enough to go back to the same old boring crap when the ratings sweeps are over?*
- 3) *Are we mangling enough of your favorite movies by adhering to archaic censorship standards and cutting films to bits to allow for commercials?*
- 4) *Are you satisfied that we've totally conditioned your children to accept gratuitous, graphic violence as a form of entertainment?*
- 5) *Have we overlooked any opportunity to remove everything of real quality from the airwaves?*
(Please be specific—we'll get right on it!).





knows if anyone even looks at these things, but at least they give us something to gripe about besides the bill! It's too bad that more types of individuals and organizations don't hand out these questionnaires. It would give us a chance to sound off, maybe even make a difference! Here's

PTION SURVEYS we'd really like to see

WRITER: CARY PEPPER

FROM THIRD WORLD DICTATORS

Thank you for letting me be your ruler for the last six years. How am I doing? Please answer these questions honestly, with no fear of reprisals. After all, we know where you live. If we wanted you, we'd already have come for you in the middle of the night!

YES NO

- 1) When I seized power, was my political rhetoric sincere enough to make you think I myself believed any of it?
- 2) Is my propaganda machine effective enough so that you really think things might actually change?
- 3) Have my denials of accusations that my entire family is on the government payroll convinced you it's merely a coincidence that everyone in the capital has the same last name as me?
- 4) Are my promises to protect human rights getting through to all your friends and relatives in political prisons and forced labor camps?
- 5) Are enough people disappearing so that you know exactly how to vote in the next "open" election?



FROM ROAD TEST EXAMINERS

It was an honor to be your Road Test Examiner this afternoon. Before you leave, please answer the following questions. If you prefer, you may answer them at home, or on the way home —on the bus!

YES NO

- 1) When we first met, was I cold enough to instantly communicate there was no way in hell you'd be passing your Driver's Test today?
- 2) Did I make you sufficiently nervous so that as soon as you got in the car you forgot everything they taught you in Driver's Ed?
- 3) Were my instructions vague enough so you never knew exactly what I wanted, and I could always claim I meant something entirely different from what you did?
- 4) Were my ominous grunts, sighs and moans timed well, to make you think I was actually judging what you were doing?
- 5) Was my good-bye officious enough to be somehow significant, yet unclear enough to leave you completely in doubt about ever being able to legally drive in this state?



SOUND



BERG'S-EYE VIEW DEPT.

THE LIGHT

CURIOSITY



College professors who can't pronounce their own names! **NEXT DONAHUE!**

FOOTBALL



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

GIFTS



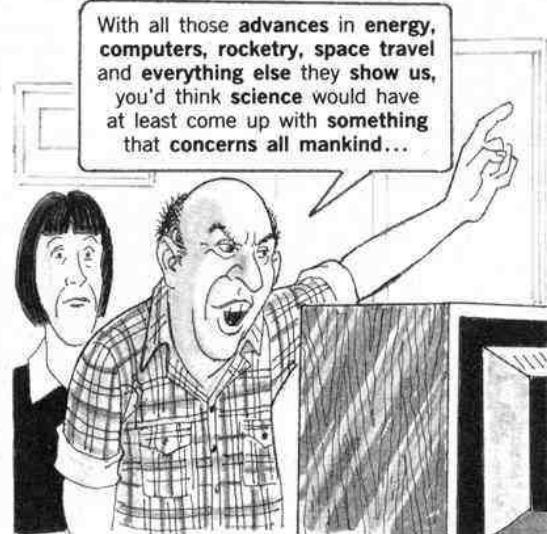
THE FUTURE

Being a Trekkie all these years has given me a **pessimistic** attitude about the future!

Really? How come?

With all those **advances** in energy, computers, rocketry, space travel and **everything** else they show us, you'd think **science** would have at least come up with **something** that **concerns** all mankind...

...a cure for **baldness**!

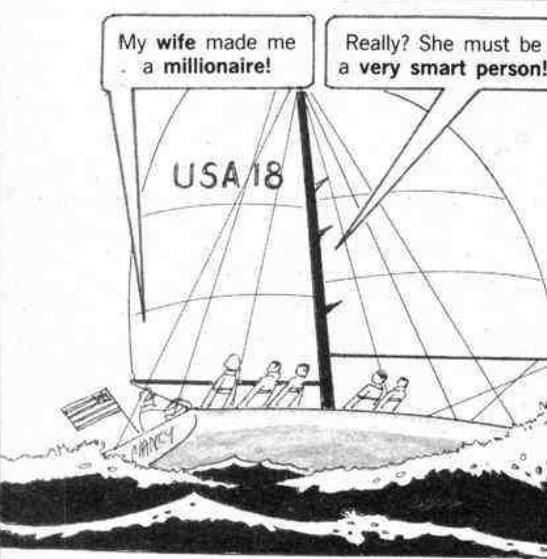


MONEY

My wife made me a millionaire!

Really? She must be a very smart person!

Before the divorce, I was a multi-millionaire!



COMMUNICATION

You're not home from your vacation **ten minutes** and already you're on the phone!

I've got a lot of **catching up** to do with my **friends**!



HOTELS

Front desk? My window is facing a brick wall! I thought all the rooms in this hotel had a **view**!



Turn on the **television**!



FOOD

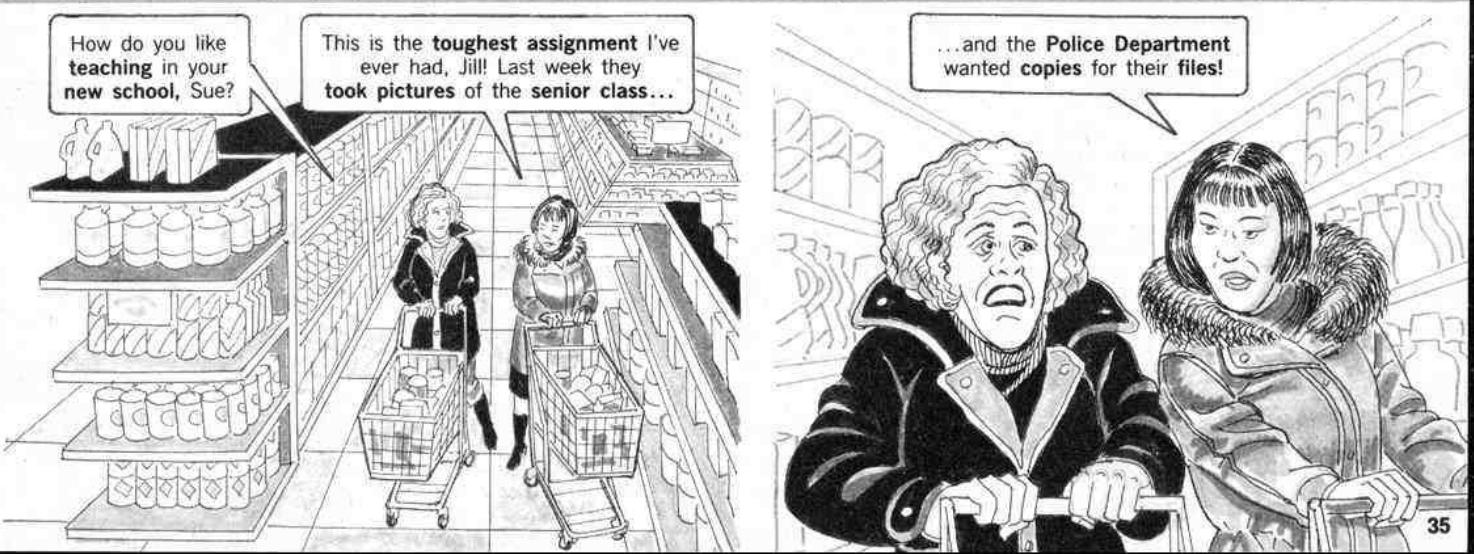


THE ECONOMY



TEACHING

Breast enlargement for
Barbie Dolls! **NEXT DONAHUE!**



THE OFFICE



TOYS



DOCTORS



You've Been Looking for WALDO



Pickpockets who work nude beaches! **NEXT DONAHUE!**

NOW WHERE'S...

Hank the Hamster?



Gabby the Gorilla?



NOW WHERE'S...

Fletcher the Flea?



Timothy the Turtle?

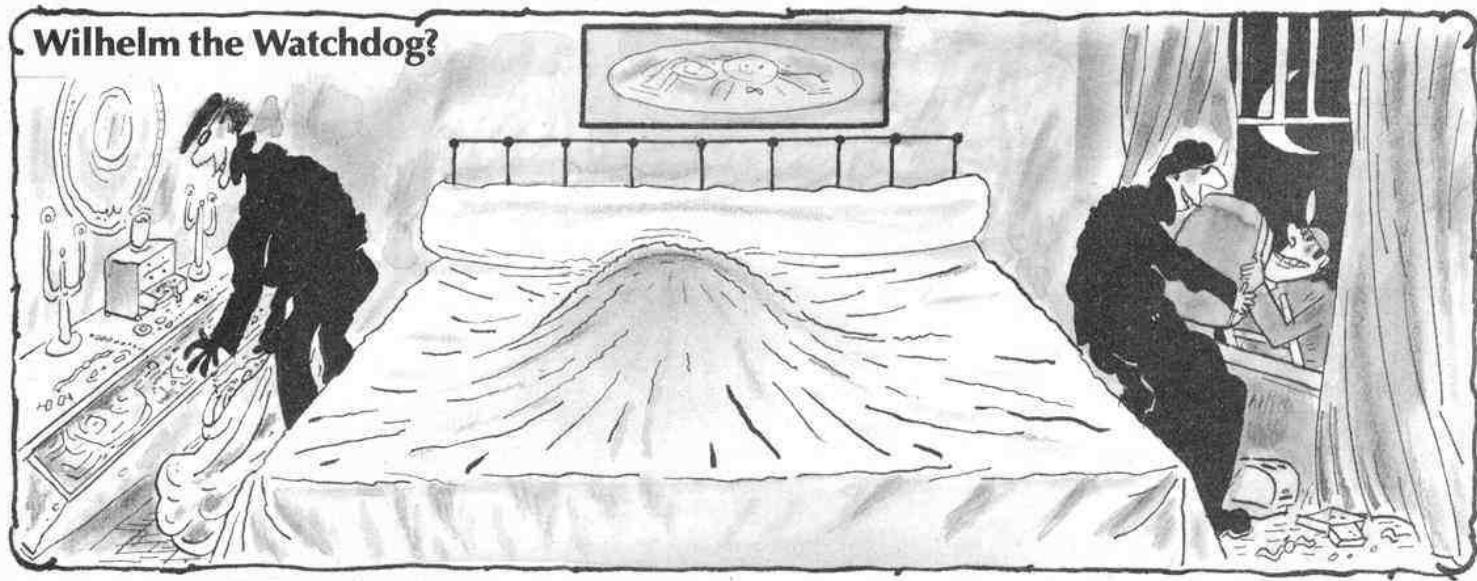


Gomer the Groundhog?

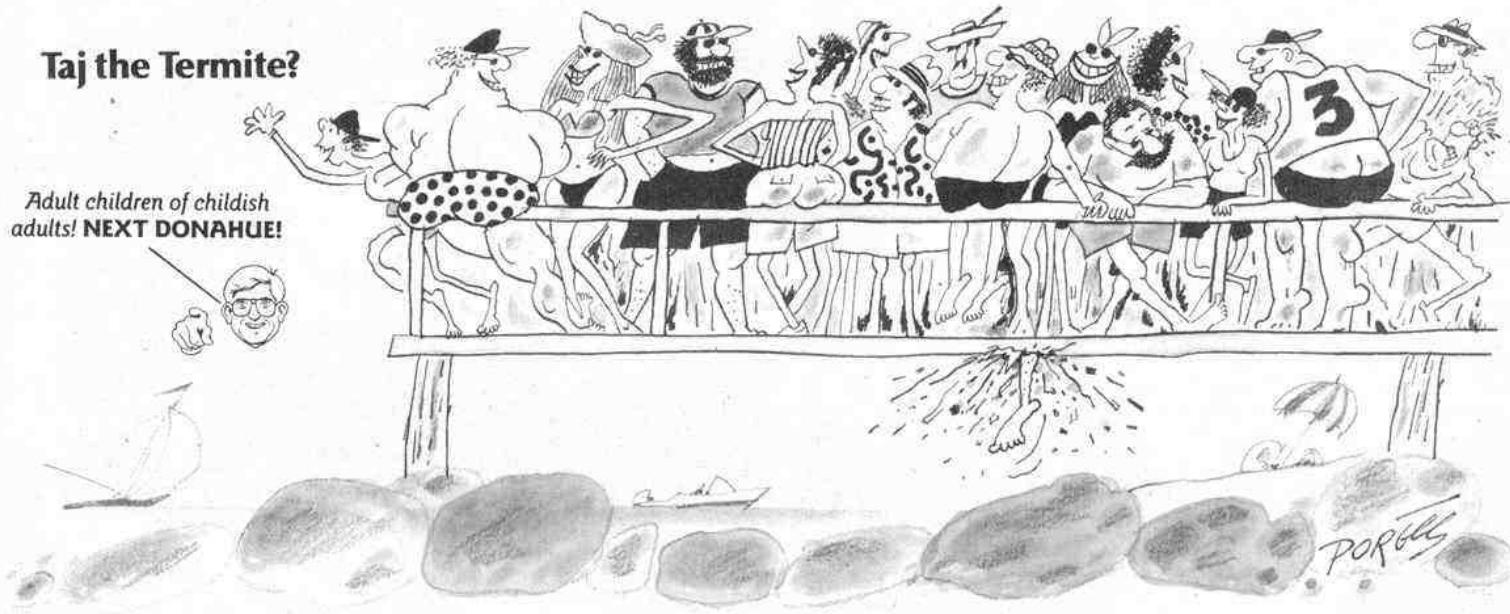




Wilhelm the Watchdog?



Taj the Termite?



Gertie the Goldfish?



OSCAR-MIRED WINNER DEPT.

AN ACADEMY AWARD SCENE WE'D LIKE TO SEE

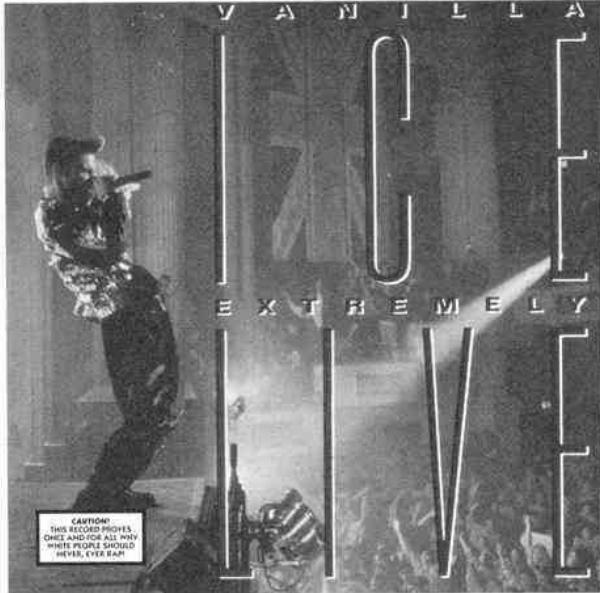


DISC-CLAIMERS DEPT.

A while back (Okay, MADs 262 and 270, you anal chowderheads!) we addressed the burning dilemma of labeling rock records. We thought it was an excellent idea and suggested numerous examples of albums which we thought really needed a warning. Unfortunately, like with so many other things we've suggested over the years, no one listened. But we keep trying, because that's the kind of hairpins we are! Recently, we were in a music store and spotted a whole new batch of albums that needed labels but didn't have any. So once again we present...

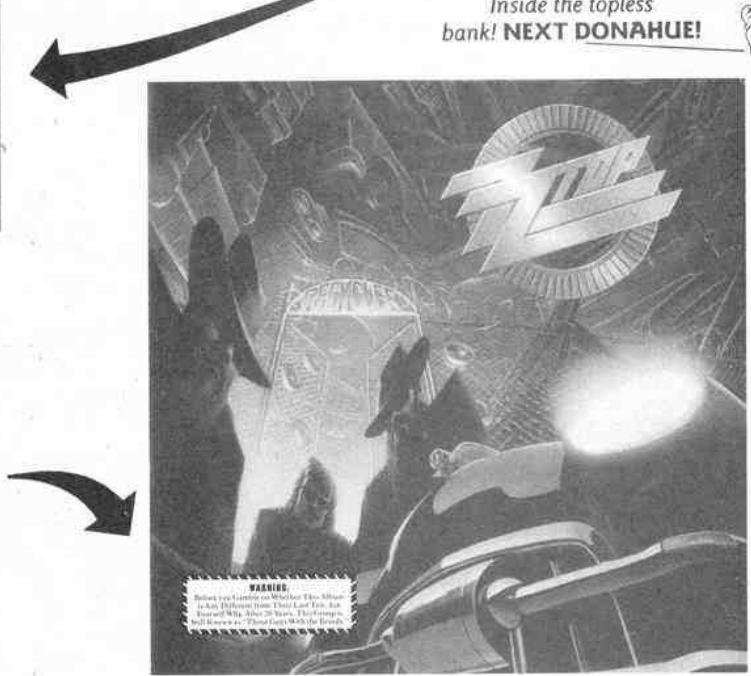
Still More Badly Needed WARNING LABELS for ROCK ALBUMS

WRITER: DESMOND DEVLIN



CAUTION!
THIS RECORD PROVES
ONCE AND FOR ALL WHY
WHITE PEOPLE SHOULD
NEVER, EVER RAP!

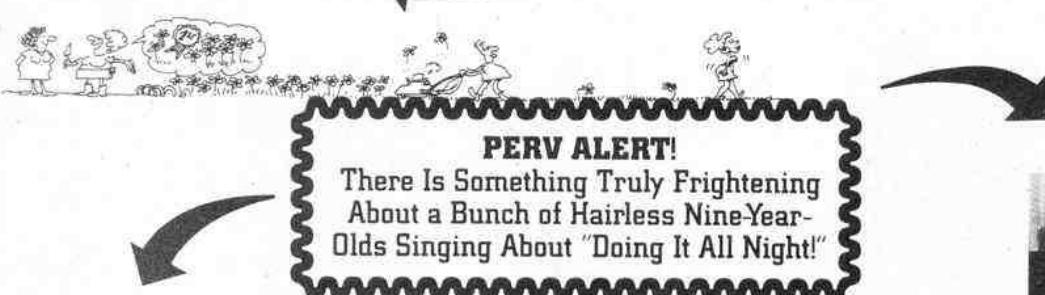
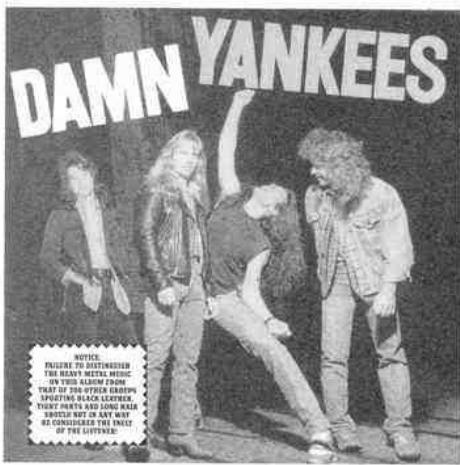
Inside the topless
bank! **NEXT DONAHUE!**



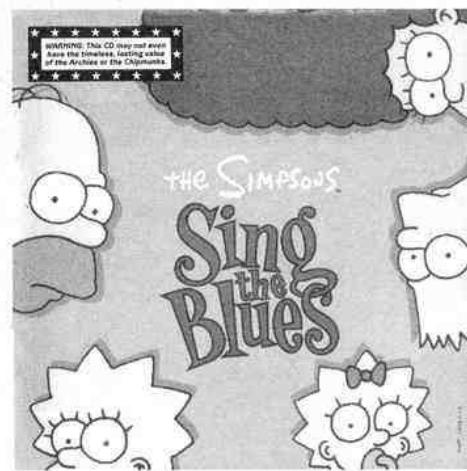
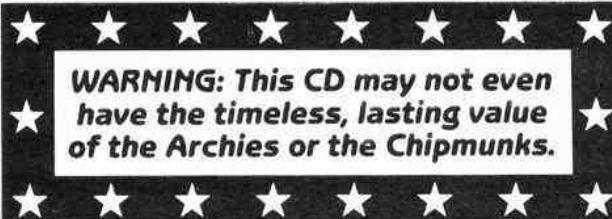
WARNING:

Before you Gamble on Whether This Album
is Any Different from Their Last Ten, Ask
Yourself Why, After 20 Years, This Group is
Still Known as "Those Guys With the Beards."

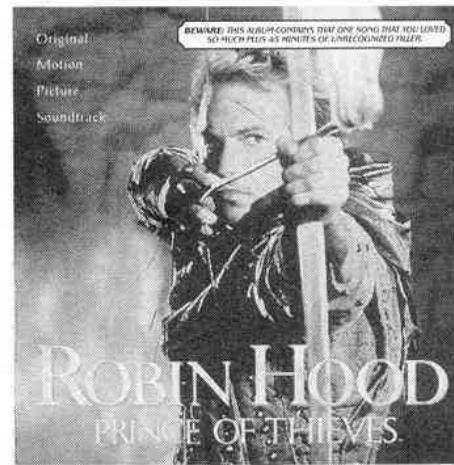




The men of Chippendales perform
eye surgery! **NEXT DONAHUE!**



BEWARE: THIS ALBUM CONTAINS THAT ONE SONG THAT YOU LOVED SO MUCH PLUS 45 MINUTES OF UNRECOGNIZED FILLER.



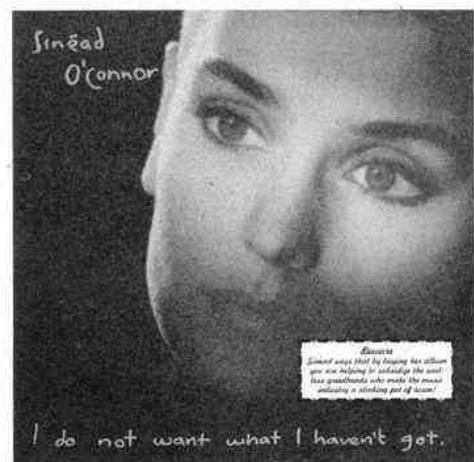
Meet the real-life Cap'n' Crunch! NEXT DONAHUE!



CONSUMER WARNING:
IF PEOPLE KEEP
ENCOURAGING HIM,
HOW LONG BEFORE
AN ALBUM OF
ALL-ESKIMO MUSIC?



CONSUMER WARNING:
IF PEOPLE KEEP
ENCOURAGING HIM,
HOW LONG BEFORE
AN ALBUM OF
ALL-ESKIMO MUSIC?



Beware
Sinéad says that by buying her album
you are helping to subsidize the soulless greedheads who make the music
industry a stinking pot of scum!



THE SHOCKING SUNDOWN SHOWDOWN

ARTIST AND WRITER: DUCK EDWING



BLAM^{POW} BAM^{POW} BLAM



Not too long ago, we confirmed the deaths of Mr. Clean, Charlie the Starkist Tuna and several other merchandising characters. It seems, however, that our list wasn't complete, and for MAD this won't do at all! Here, therefore, are

OBITUARIES FOR MERCHANDISING CHARACTERS

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

Noid Dies After Plot Fails to Pan Out

The Noid, longtime Domino's nemesis, died today after a failed attempt to sabotage the company's pizzas with tainted anchovies.

"It was clearly an act of revenge by a desperate creature," said a Domino's executive. "After we dropped him from our advertising campaigns, he vowed to get even. I guess he still wanted a slice of the pie."

It is believed that the Noid infiltrated an unheated oven, then was baked to death after it was turned on. He tried to escape, but was held fast by the melting cheese.

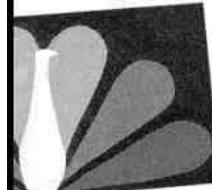
Funeral arrangements are being handled by Domino's, who promise to deliver him to his grave in less than 30 minutes.



NBC Peacock Dies

The NBC Peacock, 47, died today of poor exposure after failing to fight off an epidemic of cable-TV programs and video-cassette releases.

He will be replaced by a turkey.



more

Famed Party Animal Spuds MacKenzie Dies

Spuds MacKenzie, who electrified the nation with his beer drinking, carousing and gorgeous women, died today after being run over by a truck he was chasing. The Budweiser party animal had just turned six.

"He spotted a Miller Lite truck and went crazy," explained a Budweiser spokesman. "He was growling and snapping, determined to chase off the competition, but he got too close to the wheels. It's a great loss and we're as crushed as he is."

MacKenzie was hired by Budweiser as spokespooch in 1988, but not after some controversy. Several company executives feared he was giving the firm a black eye, and rumors persisted that he refused to be housebroken.

"Let's be fair to Spuds," the spokesman said. "Sure, he occasionally couldn't control himself at parties, but it's not easy holding all that beer."

MacKenzie will be buried on the company grounds, along with his leash, muzzle and diamond-studded collar. Pallbearers include Mighty Dog, Pluto, Snoopy, Marmaduke and McGruff, the Crime Dog.



Suicide Claims Life Of Exxon Tiger, 27

Suicide has claimed the life of the Exxon Tiger. He was 27.

The great cat, who inspired the slogan, "Put a tiger in your tank," was found in his locked garage with his motor running, a victim of carbon monoxide poisoning.

"I guess you could say it was a case of putting the tank in the tiger," joked an Exxon official.

According to friends, the Tiger had been extremely depressed ever since the Exxon oil spill in Alaska. As an endangered species, he was saddened by the loss of wildlife and felt ashamed of being the Exxon symbol.

"We'll probably stuff him and keep him as a trophy," said the Exxon executive, "or maybe use his hide as a slipcover."

The company has no plans to acquire another tiger. "Most likely, we'll come up with another animal as a symbol—like a snake or a vulture," the executive said. He is survived by a brother, Tony the Tiger.



Mr. Zip Dies at 36

According to a press release post-marked March 25, 1987, but received only today, Mr. Zip is dead after collapsing beneath several tons of junk mail. He was 36.



Energizer Rabbit Dies Of Digestive Disorder

The Energizer Rabbit died today of a digestive ailment, brought on by eating the burritos while interrupting a Taco Bell commercial.

"He couldn't resist the Mexican food," an Energizer spokesman said. "Within hours he was going and going and going. It wasn't a pretty sight! We tried to rush him into a Kaopectate commercial, but by then it was too late. He was going, going, gone!"



Mr. Peanut, 72, Dies In Mental Hospital

Mr. Peanut, longtime Planters employee, died yesterday at 72. He had been confined to a mental hospital, suffering from a severe identity crisis.

"He tried to put on rich, fancy airs with his top hat and monocle," said a company psychiatrist, "but deep down he knew he was only working for peanuts. He became terribly depressed, and despite years of therapy, we couldn't get him out of his shell. In the end, he was a certifiable nut case."



As of today, company officials had not decided whether to give him a funeral or a posthumous roast.

Smooth Character Dies After Missile Attack

Smooth Character, the humped symbol of Camel Cigarettes, has died of injuries suffered during a missile attack. He was 11.

According to a close friend, the Marlboro Man, the Smooth Character had been visiting relatives in Kuwait during Operation Desert Storm. He was struck by fragments of a Patriot Missile that had intercepted an incoming Scud.



"Actually his death is good for us," a Camel spokesman said today. "It proves beyond all doubt that smoking doesn't kill you, but missiles do."

Uncle Ben, 84, Dies In Racial Incident

Uncle Ben, 84, died today from injuries suffered in a racially motivated incident.

According to witnesses, he was stopped by Los Angeles police officers for no apparent reason. Though normally mild-mannered, Uncle Ben became stirred up and boiled over at the unlawful detainment, and a pressure-cooker situation quickly developed.

"We told him to put a lid on it," said one of the officers, "but he was in hot water from the start."

"No way," said Aunt Jemima, a neighbor. "Sure, he got steamed, but what they did to him goes against the grain."

Funeral arrangements are not complete, due to no one knowing Uncle Ben's religious preference. It is believed he was recently converted.

Bluebonnet Girl, 41, Dies

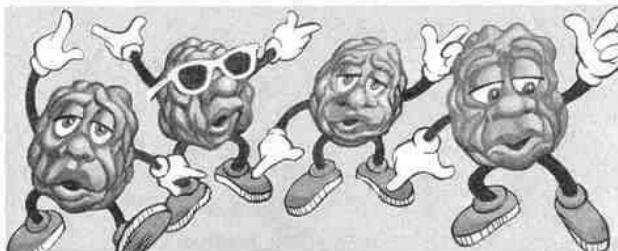
The Bluebonnet Girl, 41, died today of exhaustion. Company officials blamed her death on an ever-increasing workload.

"It was clear she was spreading herself too thin," said a spokesman.

In accordance with her will, she will be cremated with her ashes scattered over all 50 states. "After all," she said recently, "everything's better with Bluebonnet on it."



California Raisins Die of Old Age



The California Raisins, who sang and danced their way to national acclaim, have died of old age, according to news heard through the grapevine.

"It's not all that surprising," said Sun Maid, a close friend. "They were all dried up and wrinkled and feeling boxed in with age."

The group made their show-business debut as youngsters, calling themselves The Grapettes. Though green newcomers, they soon displayed the seeds of greatness. "A most pleasing bunch," said a local critic, who lauded them for their good taste.

As the years passed, however, the group appeared to run out of juice, forcing a major career change. "When they hung us out to dry, we gave our routine a new wrinkle," said one of the raisins last year, "and the fruit of our efforts paid off."



NOT PLAYING (The Sequel)

THE
RACKETEER

NOT PLAYING

EMERALD CITY
MARIO'S MOVIES
AND SKUNK RANCH
LL5-5555
THUMBS-DOWN
THEATRE
LJ5-9501
EIGHTPLEX IS ENOUGH
JKS-7562

GOTHAM CITY
CINEMA STENCHERINO
JK5-2844
NEXT STOP HBO
MULTIPLEX
LL5-1500
DOLBYLESS THEATRE
KJ5-9000

SUFFRAGETTE CITY
UNFOCUSSED FLICKS
LJ5-1777
M-M-M-MOVIES!
KLS-8509
GANG WARFARE
MOVIE PALACE
JJ5-111

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ARTIST: GREG THEAKSTON

WoodFellas

Three Decades of Life as a Marionette.

PINOCCHIO

CHARLIE McCARTHY

HOWDY DOODY

NOT PLAYING

CHINA BEACH

TWIN PEAKS

KNOTS LANDING

DEMOLISHED

RADON CINEMA

MULTIPLEX

MOVIES IN YOUR FACE

CINEMA WACKO

KLS-1988

MOVIES AT THE

SEQUELS-ONLY CINEMA

MOVIES ON WHEELS

ABANDONED MALL

KJS-2364

THEATRE IN THE MUD

HIDE-IN-THE-TRUNK

LJ5-1511

LJ5-1000

© Warning Bros.

WRITER: CHARLIE KADAU

NURSING HOME ALONE

A family comedy without the next of kin.

NOT PLAYING

**NORTH
SOUTHPORT**

CINEMA I-IX,
EXCEPT III AND VII
KKS-6644
BRIGHT SKYLIGHT
THEATRE
JJ5-0001
THIN-WALLED MULTIPLEX
KKS-5220

EAST NORTHTON

MOVIE BUCKET
JK5-3000
LOEW'S CHAPTER II
THEATRE
LKS-6850
UNDERWATER DRIVE-IN
KJ5-1050

WEST EASTBURG

SHOUT "FIRE!" THEATRE
JK5-7562
CINEMA SWEAT
JLS-0565
HALF A SCREEN IS
BETTER THAN NONE
DRIVE-IN
LL5-7562

**SOUTH
WESTVILLE**

MOVIES SCHMOOVIES
JLS-1690
MISSING REEL
DISCOUNT FLICKS
KLS-8265
50 SCREEN MOVIE
MEGALOPOLIS
LJS-9501



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WHAT REPUBLICAN
WITH AN
OUTRAGEOUS PAST
IS HOPING TO
STEAL HIS PARTY'S
NOMINATION IN '92?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

GOP mavericks will be DUKING it out at the convention. To see who is wrong and who is ULTRA RIGHT, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD BACK SO "A" MEETS "B"

◀ B FOLD THIS SECTION OVER LEFT



REPUBLICAN EXTREMISTS ARE YELLING ABOUT HOW BAD
OUR NATION'S LEADERSHIP IS. THEY'D VERY MUCH
LIKE NEW LEADERS WHO'D FOLLOW THESE THREE STEPS:
1. STOP WELFARE. 2. STOP IMMIGRATION. 3. STOP
BUILDING UP NATIONS WE FORMERLY WANTED TO CRUSH

A ►

◀ B

“She’s had three miscarriages
in the last two years.
Still she drinks Johnnie Warper.”



Good taste is always in absence.

