

IN THIS
ISSUE WE...

DEMOLISH
FULL HOUSE

SLIME
EXXON

TORPEDO
RED OCTOBER

No.
297
Sept.
1990

MAD

Our
Price
\$1.75
Champ!



RUN FOR COVER!!!

As Well As the Other 96 Pages of...



IT'S TICKING AWAY AT A NEWSSTAND NEAR YOU!
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MAD

"The world is a place that's gone from being flat to round to crooked!"
—Alfred E. Neuman

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LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*

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GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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**Various Places Around the Magazine

FRONT COVER ARTIST: MORT DRUCKER

BACK COVER ARTIST: BOB CLARKE BACK COVER WRITER: DUCK EDWING

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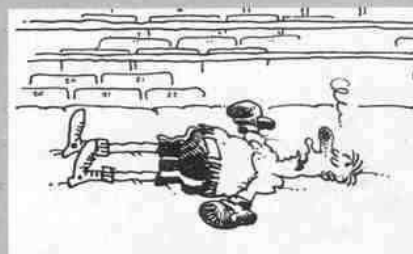
VITAL FEATURES

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SIGNS THAT
YOU'VE
REACHED
ADULTHOOD
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"CHOKE"
(THE MAGAZINE
FOR PEOPLE
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A
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LOOK
AT
BOXING
Pg. 19

"HUNT
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OCTOBER"
(A MAD MOVIE
SATIRE)
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UNOFFICIAL
YO-YO
TRICKS
EVERY KID
KNOWS
Pg. 48

What scholar doesn't know the famous poem:

"HE STUCK AN ARROW IN HIS HAIR,
TO SNAG AN APPLE FROM THE AIR."

Well, now you can buy the book that's even more
screwed up than those scholars! Namely



This book, greeted with thunderous applesauce
when it first appeared, is available wherever
magazines and rotten fruit are sold!



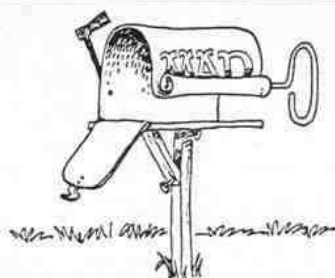
PUNS ON THE RUN

I just bought MAD #294. Your ad for
the College of Sock Repair really *stunk*!
Who's the *knitwit* that thought it up? Your
cartoon about the Exxon oil spill wasn't
slick either. In fact, it was rather *crude*! I
think your "Old McDonald" song should
be *put out to pasture*! It belongs on a *funny*
farm!

David A. Hoffman
Pittsburgh, PA

David—You've been breathing in way, way too
much of that Pittsburgh air!—Ed.

LETTERS AND TOMATOES DEPT.



"MOST WANTED JERKS"

Yo, dummies! You screwed up once again!
In MAD #295's "America's 9 Most Wanted
Jerks" there were 10! You forgot to count
the Maggot Twins (Ruta and Rita) as two
people!

Berry Hall
Rome, OH

And YOU bounce that total right up to 11 now,
don't ya, Berry! Thanks for writing!—Ed.

ALL BRENT OUT OF SHAPE

MAD E.S.P. strikes again! In your
March, 1990 issue (#293) you presented
your "12-Point Plan For Improving America
(Without Spending More Tax Dollars)." Number two read, "Send Brent Musburger
to explore a part of the Amazon rain forest
from which no previous explorer has ever
returned." Lo and behold! On April 1st,
Brent was canned by CBS!

John Devine
East Aurora, NY

John—We publish humorous articles, and
never intend for our suggestions to be taken
seriously. Unfortunately, the dimwitted
numbskull CBS executives who read our article
didn't seem to realize this. Go know!—Ed.

WHAT'S WRONG WITH THIS PERSON?

I am an eighth grader at the Johnsbury,
IL, Junior High. Our literature instructor
requires us to study (of all things) MAD as
part of our satire unit. I also did a research
paper for this class dealing with punish-
ment and justice during the Middle Ages.
The enclosed picture is of the 3-D project



Mistress Heidi—Provocative letter, but we
have one question: Are you sure you wanted
this letter to come to us and not the booking
agent for Gerald? In any case, we've taken

the liberty of forwarding your picture to
MAD's own Al Jaffee, who is incorporating it
into his upcoming feature, "Snappy Moans to
Stupid Tortures"!—Ed.

MORON MAIL—SPECIAL ILLUSTRATED EDITION



Nick Caruso, Jr. of Staten Island,
NY sent us this drawing of MAD pub-
lisher William Gaines in a tutu. Fa
fa! Bill has never looked lovelier!

A LOAD OF HOT AIR

I have to point out that the balloons
filled with oxygen would not float to the
ceiling as you have pictured in issue #294's
"The MAD 'Don't' Book." As long as my
kids are going to read MAD instead of their
textbooks, you should endeavor to get your
facts straight!

Donald L. Smith
Indianapolis, IN

We've got you there, Donnie! Those weren't
balloons! Next time, get your facts straight!
—Ed.

Heidi Ladenburger
Palatine, IL

SUBSCRIPTION LETTER OF THE MONTH

I'm writing to you in anger! In your subscription ad, the 8-issue offer #3 says "You save a measly quarter." That's bogus! You won't save a measly quarter unless you send the subscription form in an envelope without a stamp!

Scott Braden
Barstow, CA

Good point. So you'd better subscribe now before postal rates go up and you wind up losing a nickel on the deal! Of course, you've already spent a quarter sending us your letter, plus the \$1.75 for this issue to read our answer to your letter, and the... Oh, by the way, did you see the picture of Bill Gaines next to your letter? He really looks lovely, doesn't he? We bet you've never seen legs like that in Barstow! Well, got to go answer another letter. Bye!

—Ed.

LESS IS MORANIS



Honey, I Shrunk the Kids star Rick Moranis strains his eyes trying to read our satire "Funny to Shrink the Kids" in a special shrunken edition of MAD #292. Being MAD, of course, the one thing we didn't shrink in the issue was the price!

FLUTNEY—EXPOSED!

Regarding Duck Edwing's reference to the "Flutney Inertia Theory" in "the Long-winded Laboratory Liquidation" (MAD #295), I recall an article you did a long time ago. It was about a sport called 43-Man Squamish, which is played on a five-sided field called a "Flutney." Coincidence or not?

Gary Peterson
Portland, OR

MAD will not tolerate plagiarism from anyone. We've been having trouble with Edwing lately and your letter wasn't the first we've received. Yours proved to be the breaking point, however, and we had no alternative but to let him go. Next issue, look for our all-new one-page features by "Snake" Porges!—Ed.



Please Address All Correspondence To:
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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 isotope!

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OUT-TAPES DEPT.



Hi, I'm **Bob Saggy**, and I currently appear on **two** hit tv shows! On **one** show people all over America send in **video clips** that show them doing **ridiculous things** that make them look **stupid!** The **other show** is a **sitcom** where the **cast** does ridiculous things and we're **all** made to look stupid! Mad now presents some of **my own home videos**, shot on **location** of my sit-com ...

AM
VI

Let's meet the **cast!** First I'll introduce the **youngest** of my three daughters, **Zitwell!** All she can say is mostly, "Right on, dude!"

Right on, dude!

See?

So you won't be **confused**, Zitwell's the adorable **three-year-old!** I'm **Stephoney**, the adorable **seven-year-old!**

I'm **D.O.A.**, the adorable **13-year-old!**

I'm **Pesty**, the adorable **26-year-old!**

I'm **Jokey**, the adorable **25-year-old!**

Oh, no! The **gaffer** fell! He's as good as **dead!**



IIIQ: DRUCKER

ERICA'S PHONIEST HOME VIDEOS SITS FOOL HOUSE

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

He didn't fall, he jumped!
At least one crew person
commits suicide on this
set each week! It's awful!

People don't realize what
too much of this "sickening
sweet fluff" can do to a
human being after a while!

In this
series, I'm
supposed
to be a
stand up
comic!
Now that's
a laugh!

And in
addition,
Jokey also
collaborates
with me
writing
advertising
jingles!

And I have a job as host of a
TV sports show! But you can
forget all that! Those plot
developments rarely come up
in any episode! It was just
a crock of schtick we gave
ABC so they'd buy the series!
They love anything "yuppie"!



Now that you've met the cast, let's look at some stuff I shot at
a recent script meeting between the cast and writers! Don't
shake your head in disbelief—yes, that stuff is written!

For next week's in-depth
plot, how does this
sound? D.O.A. tries
wearing eye shadow!

Eye shadow?
Much too
contro-
versial!

People could read all
sorts of stuff into
that! I say we keep
it light and fluffy!



I want to talk about some of my lines on this week's show! First, I come into the kitchen and say, "Who wants eggs?" Then I say, "Scrambled or poached?"

So what's wrong with that?

Why waste my two funniest lines in the very same scene! Let's spread them out over the show!



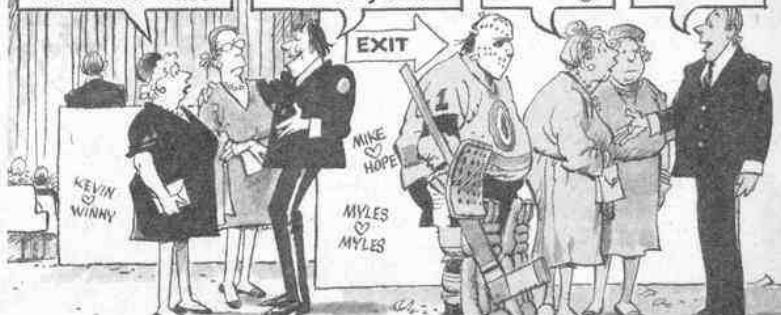
And then we have our own special ways of getting a full studio audience...

See a taping of "Fool House"? I have a weak stomach! I was told I'd see a taping of The Wonder Years!

Oh, you must have misunderstood! We said come to this taping and you'll wonder if you've been here for years!

But they told me I would be seeing a taping of thirty-something!

No, no, no! We said you'd see thirty minutes of something!



This is the guy who tells the audience jokes, funny stories, and humorous anecdotes—the stuff that you never see on the show! In the business it's known as the "warm up"! Here's our own Biff Lardo "working" the studio audience!



Now what do you think you're expected to do here?

Throw up? Heave? Barf?

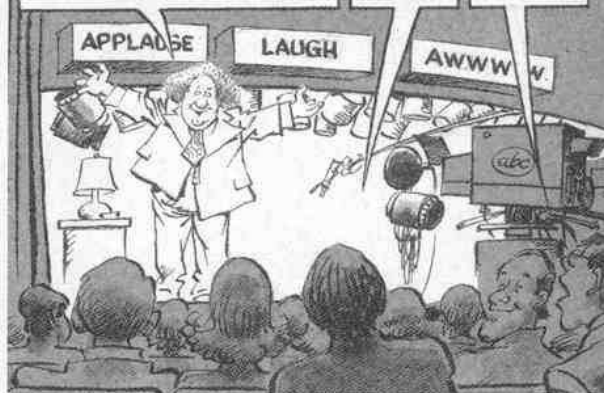
No, no, no! Not what you'd like to do! What you're expected to do! And you're expected to laugh!!



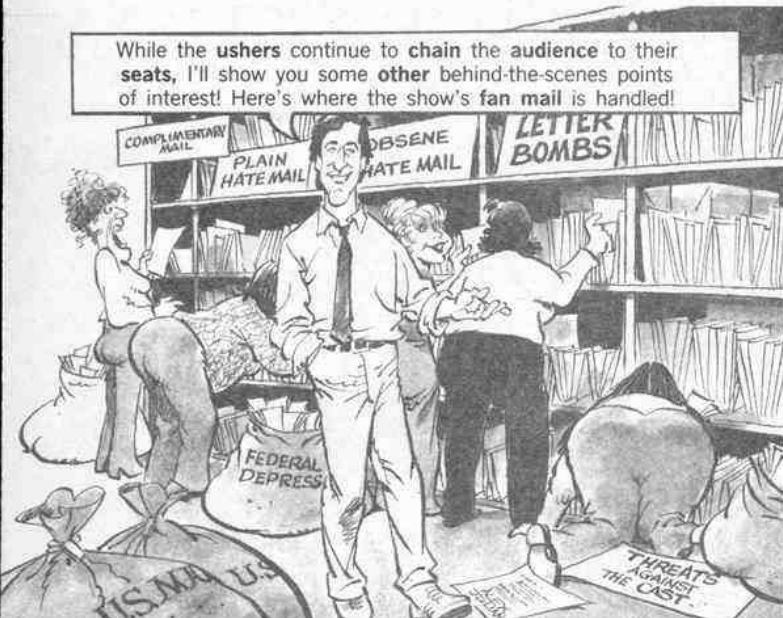
I know you're all familiar with the "APPLAUSE" sign, but on this show we have added two signs! The "LAUGH" sign will light at the end of every line of dialogue! This "AWWWWW" sign will light up every time someone kisses someone else!

My God, we'll be "awww-wwing" for the whole half hour!

Maybe it'll keep us from barfing for the whole half hour!



While the ushers continue to chain the audience to their seats, I'll show you some other behind-the-scenes points of interest! Here's where the show's fan mail is handled!



People have asked if we've ever won any awards! Well, as hard as it is to believe, the answer is "Yes!" We're very proud of this! Years ago, a comedy writer invented the "one-liner!" But we're the first TV sit-com to pioneer the hilarious "no-liner!" We've framed some of our most famous ones!



"PLEASE PASS THE SALT."

"IS IT RAINING OUT?"

"WHERE ARE THE CLEAN GLASSES?"

"OH YEAH?"

Mr. Saggy, we're from the **San Francisco Chamber of Commerce!** We have a **special check** made out to your show!

See what I mean? We've just won another award!

Not exactly! We'd like you to use this **\$5,000** to shoot a new opening for your show so that it **doesn't** identify the **city** your show takes place in as **San Francisco!** Or, we'll give you **\$10,000** if you can make it look like **Los Angeles!**

Ten minutes to tape time, gang!

Let's not have that foul up we had last week!

Don't worry, the cue cards are all in place!

Forget the cue cards! Make sure that the air sickness bags are all in place or it's barf city!



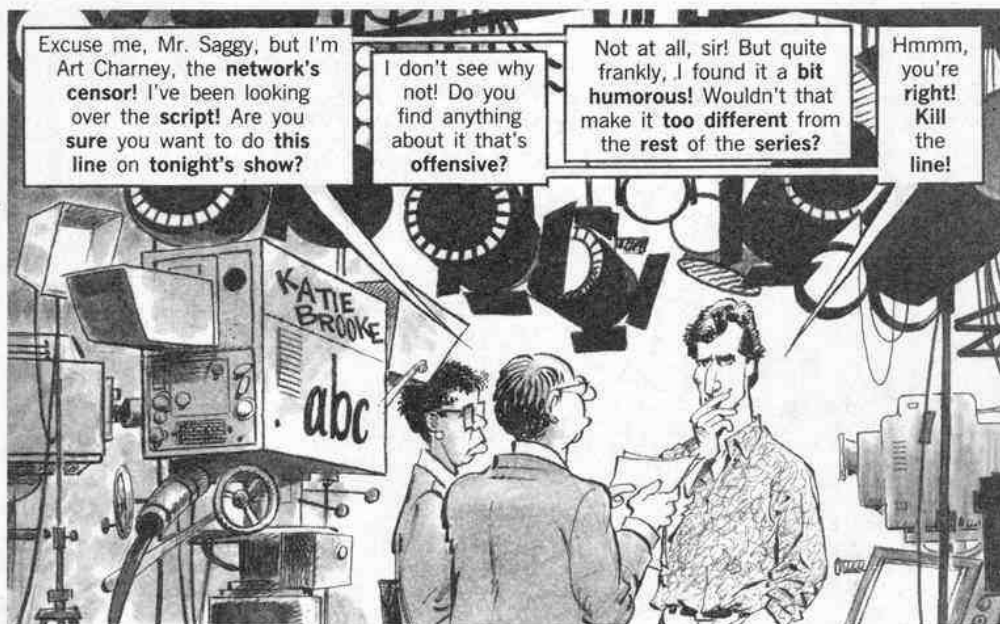
Excuse me, Mr. Saggy, but I'm Art Charney, the **network's censor!** I've been looking over the **script!** Are you **sure** you want to do this line on tonight's show?

I don't see why not! Do you find anything about it that's offensive?

Not at all, sir! But quite frankly, I found it a **bit humorous!** Wouldn't that make it **too different** from the rest of the series?

Hmmm, you're right! Kill the line!

Well, I saved the **worst** for last! A few actual scenes from the **program!** First, let's see how they played when we **video taped** them...

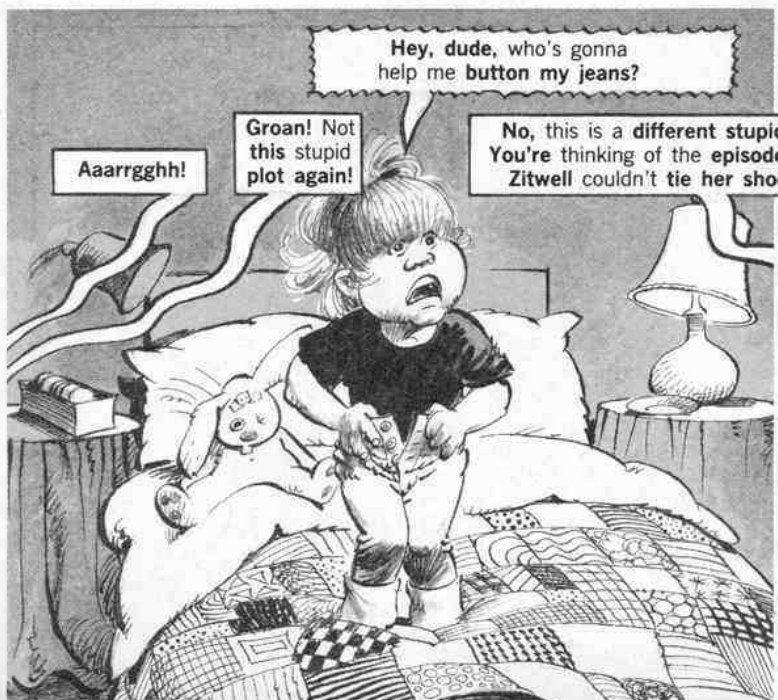


Aaarrrgghh!

Groan! Not this stupid plot again!

Hey, dude, who's gonna help me button my jeans?

No, this is a different stupid plot! You're thinking of the episode where Zitwell couldn't tie her shoes...



Are you having trouble, honey?

Right on, dude!

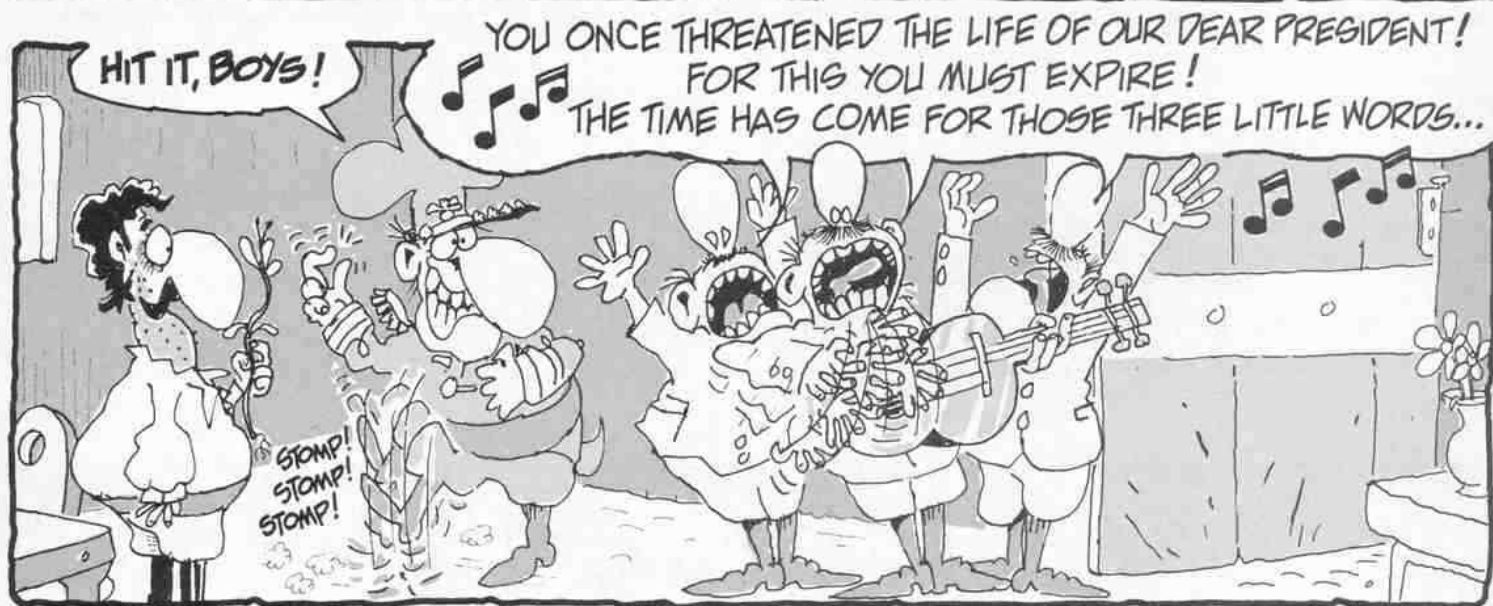
Or maybe the episode where she couldn't snap her hood...

Oh, yes! Of course! How stupid of me!





THE LYRICAL LATIN LALAPALOOZA





The guy from your class who used to be a flaming liberal calls and says he's now selling tax-free municipal bonds.



You offer your old Rubik's Cube at a garage sale, and the neighbor kids don't know what it is.



Your childhood baseball idol gets elected to the Hall of Fame.



GROWING UP ALL OVER THE PLACE DEPT.

12 SURE SIGNS THAT YOU'VE



You read in the paper that Jane Fonda has a daughter who is only about five years younger than you assumed Jane Fonda to be.



You can recall when this season's new fashions were popular the first time.



Your friends stop regarding you as macho when you drink a lot, and start regarding you as a slobbering idiot.



The cop who pulls you over is a guy you went to grade school with.



You realize that 50,000,000 Americans are too young to recall a time when we had a President who wasn't a Republican.



Telephone solicitors give you their sales pitch instead of asking to talk to your mother.

REACHED ADULTHOOD

ARTIST: RICK TULKA

WRITER: TOM KOCH



The rock group you worshipped as a kid is now heard only as Muzak in medical building elevators.



You begin looking for tell-tale signs that you've inherited your father's baldness.



Your mother stops complaining that you're too young to go steady, and starts complaining that you still haven't made a commitment to anyone. 11



IT'S A NO DARWIN SITUATION DEPT.

Darwin's theory of evolution holds that human beings, with the exception of a few Republicans, progressed from monkeys and are forever moving forward in a constant state of change. But we

A MAD GUIDE TO

COMEDY GROUP



The Three Marx Brothers



The Three Stooges



The Three Amigos

TOP NATIONAL ISSUE



Civil Rights



Watergate



Flag Burning

TV DOCTOR



James Kildare



Hawkeye Pierce



Doogie Howser

ARCHITECTURE



The Pyramids



The Great Wall of China



Trump Tower

at MAD challenge this naive assumption! The truth is that society is rapidly deteriorating and things are getting progressively worse! You'll know just what we mean when you take a look at...



DEVOLUTION

WRITER: HY BENDER

DOG ROLE MODEL



Lassie

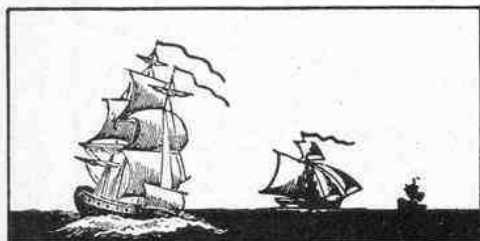


Benji

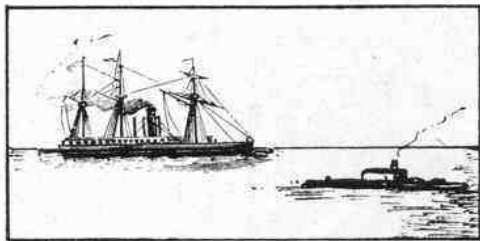


Spuds MacKenzie

FAMOUS SHIPS



The Nina, the Pinta,
and the Santa Maria



The Monitor
and the Merrimack



The Exxon Valdez

CRUSADING JOURNALIST



Edward R. Murrow



Dan Rather



Geraldo Rivera

NURTURING TV MOM



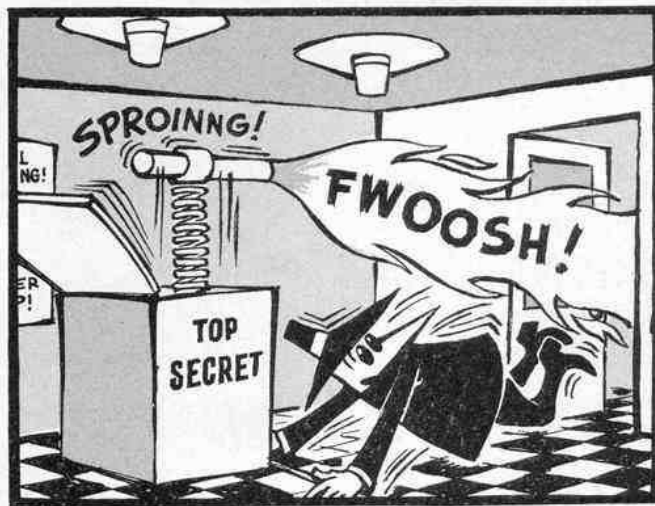
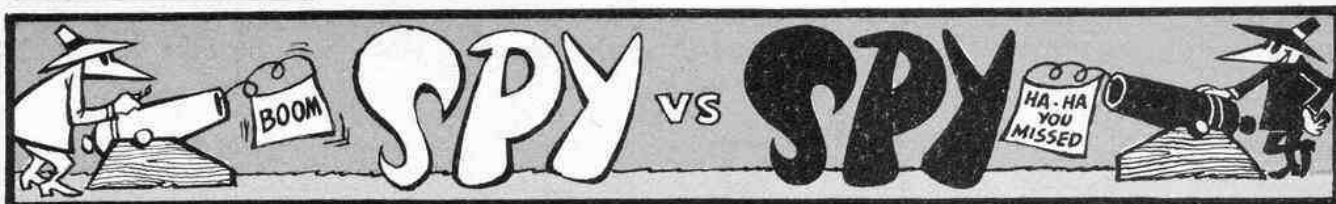
June Cleaver



Maude Findlay



Roseanne Conner



SMOKE GETS IN THEIR LIES DEPT.

It seems to us that lots of magazines are just like other magazines! For instance, *Newsweek* is a lot like *Time*, *Redbook* is a lot like *Good Housekeeping*, *Golf Digest* is a lot like *MAD*! One magazine, however, is unlike any other. It's published by a tobacco company and is full of veiled and open criticism of non-smokers and anti-smoking legislation. It portrays smokers as active, influential and healthy people who are in no way addicted to nicotine. Yes, it's a mouthpiece for the tobacco lobby, masquerading as a "lifestyle" publication! We call it...



SEPT.

CHOKER

\$2.95

The Magazine for People Who Enjoy Smoking—Published by the
Company Dedicated to Keeping Them Hooked, Filled-up Morass Tobacco, Inc.



**SMOKING IS PERFECTLY SAFE:
15 MORTICIANS TELL YOU WHY**

CELEBRITY CHEST X-RAYS

**SNEAKING SMOKES IN
AIRLINE RESTROOMS: OUR
EXPERT TELLS YOU HOW!**

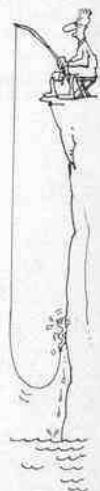
**NOTED THEOLOGIAN
SAYS JESUS
WAS A SMOKER**

ARTIST: TOM BUNK

WRITERS:

CHARLIE KADAU AND JOE RAIOLA

**TEACHING YOUR PETS TO SMOKE—
IT'S NOT JUST FOR CHIMPANZEES ANYMORE!**



LIGHTING UP

NEWS STORIES FROM AROUND THE NATION

Hospital Wises Up

Hooray to the administrators at St. Bartholomew's Hospital in Pickatown, Indiana, for lifting the ban on smoking in all of their operating rooms! Head Surgeon Dr. Grady Pounder says, "It's a lot easier to perform delicate eye surgery now, knowing that I won't have to rush through it so I can go outside for a smoke. Now I'm free to light up even before the patient's anesthesia takes effect."



News Show Goofs

Here's another example of how the media distorts the smoking issue and gives smokers negative press that is unwarranted. In April, station WTTV, Little Rock, erroneously reported on its 6 PM newscast that it was a *smoker* who savagely slaughtered eight people while suffering from a severe nicotine fit. Investigations later revealed that the perpetrator was in fact *not* a smoker. It was a tobacco *chewer* who committed the horrific and senseless crime. WTTV has yet to apologize for the error.

Special Day for Kids' Friend

Happy anniversary to Hank Smib, who portrays Puffy, the Smoking Clown. For the past 15 years, Puffy has entertained kids from coast to coast as he and his puppet friends "Regular" and "Menthol" entertain at schools and children's hospitals showing boys and girls how easy it is to smoke. Good work, Puffy!



PUFF POLL®

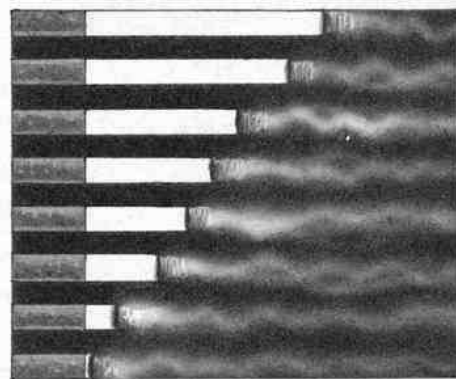
In each issue of CHOKe we ask a question of particular interest to smokers and invite our many readers to send in their responses.

This Month's Question:

"What is the largest and/or most valuable object(s) you ever accidentally set on fire while smoking?"

In our last issue we asked, "How do you spend most of your free time?" This graph shows how our readers responded:

Awaiting biopsy results	23%
Attending other smoker's funerals . . .	21%
Attempting to remove yellow stains from teeth	16%
Annoying non-smokers	9%
Relaxing in an iron lung	5%
Spitting up phlegm	3%
Arguing with stewardesses	3%
Learning to talk through hole in neck	2%



SMOKE SIGNALS

LETTERS FROM OUR READERS

Congratulations on your fine magazine. I come from a large family that's been smoking for six generations. Every single one of my relatives is proud to be a regular and dedicated user of cigarettes, cigars or pipes. Last week we had a big family reunion which was attended by all four surviving members of our clan. My two-year-old niece was there and we'll be teaching her to smoke as soon as she's able to work the lighter without setting herself in flames.

Hal Stenchy
Pembroke, IA

I'm a 55-year-old woman who's been smoking since age 12. To say I'm outraged by the newly passed smoking laws in my community would be an understatement! Because of my addiction to nicotine, I choose to smoke incessantly and cannot go five minutes without lighting up. Therefore, I can no longer go to indoor sporting events or use any public ground transportation. I can't go to movie theatres, libraries, banks, churches, stores, supermarkets or restaurants, nor can I fly with any airline. I've been trapped in my house since February of last year! Please help me!

Eleanor Butz
Oak Ridge, NJ

Eleanor—We're glad your letter didn't suggest anything as rash or crazy as quitting. Luckily, with cable TV and local delivery services, it's no longer necessary for an intelligent person such as yourself to ever leave home. We suggest the next time you feel the urge to go out into the cool fresh air—have a smoke!—Ed.

I commend the editors of your magazine for their fair and unbiased reporting of the smokers vs. non-smokers controversy. You consistently present both sides of the issue in an evenhanded manner. I smoke myself and believe that smokers and non-smokers can coexist peacefully. That's why I just purchased a cheap handgun. If someone asks me not to smoke, I threaten them with it. They usually back off right away, but if they continue to goad me, I kill them.

It's always great to see your magazine in my mailbox! Thanks for the article about the hopelessly ill 90-year-old man who continues to smoke no matter what.

Reverend J. Hackard
Pensacola, FL

CHOKE welcomes reader mail. Send your correspondence to: CHOKE, Box 12, Phlegmington, NJ 07295.

CHOKE reserves the right to edit all letters, which may include changing the writer's opinion so it more closely resembles our own.

SMOKER'S MARKETPLACE

NEW PRODUCTS OF SPECIAL INTEREST TO NICOTINE ENTHUSIASTS

Ted's Tobacco Drink

From Ted's of North Carolina, maker of Ted's Tobacco-Scented Underarm Deodorant and Shampoo, comes Ted's Tobacco Drink. Each 8 oz. serving contains all the tar and nicotine of a full carton of Marlboros. "It's tobacco you can drink," says Ted, "with real bits of used filters and spittle mixed right in. Mmmmm! If you're someplace where you can't light up, drink up!" The easy-pour bottle makes it great for picnics and hiking. (Retail \$8.95 per gallon. Dealer inquiries welcome.) Ted's of North Carolina, P.O. Box 85, Swamp, MA.



The Bottomless Ashtray™

After years of research, PuffCo has introduced The Bottomless Ashtray™. Now you'll no longer have to waste valuable smoking time emptying pesky conventional ashtrays. Each Bottomless Ashtray™ can hold up to two years worth of the ashes, butts and matches of even the most severely addicted chain smoker. And of course, a pile of smoking waste that large will fill your entire home with the lingering, unmistakable aroma of old tobacco, gently reminding you that it's time to light up another one. (Retail \$29.95.) PuffCo, 82-67 Debris Ave., Fume, OK.



reBUTTals

In each issue of CHOKE we present some clever, thoughtful and witty comebacks you can use when a crass, insensitive bully tries to infringe on your Constitutional right to smoke wherever and whenever you want. Remember these lines, use them and have fun!

SITUATION: On a Supermarket Checkout Line

MILITANT NON-SMOKER: Please sir, stop smoking. My child has asthma.

CLEVER RESPONSE: Oh yeah? If your kid doesn't like smoke, why doesn't he stop coughing and tell me himself?

SITUATION: In a Restaurant

RUDE ANTI-SMOKING ACTIVIST: Ma'am, I wish you wouldn't put your cigarette out in my salad. I'm not finished with it.

CLEVER RESPONSE: Say one more word to me and I'll throw scalding coffee in your face!

SITUATION: At a Gas Station

DUMB OBNOXIOUS CRETIN: Excuse me, it's very dangerous to smoke while you're pumping gas. Maybe you should put it out.

CLEVER RESPONSE: Fascist idiots like you make me sick. Maybe you'd prefer it if I vomit on your pants!

CHOKE PHOTO SPOTLIGHT

THE FIRST ANNUAL RJ 100

New York City was the setting last June 12th for the first ever RJ 100, the smokers-only marathon. The 100 block (five mile) race was the brainchild of RJ Tobacco Chairman Harold Wankstatter, who was tired of hearing that smokers don't have the endurance or stamina to be top athletes. To prove the critics wrong, Wankstatter insisted: 1) that all entrants in the race had to be full-time smokers for at least 10 years, and 2) that they smoke cigarettes, cigars or pipes throughout the race. As these photos show, the event was a real smoker!



A determined and enthusiastic field of runners awaits the starter's gun at the beginning of the first annual RJ 100. They were grateful for the weather conditions that day, which were rumored to be clear and sunny outside the thick, dark cloud of pungent tobacco smoke surrounding them.



A race on the scale of the RJ 100 would not be possible without the help of many dedicated volunteers. Here, at one of the numerous Lighter Stations along the course, "Smoker's Helpers" assist the runners in lighting up while they're on the go go GO!



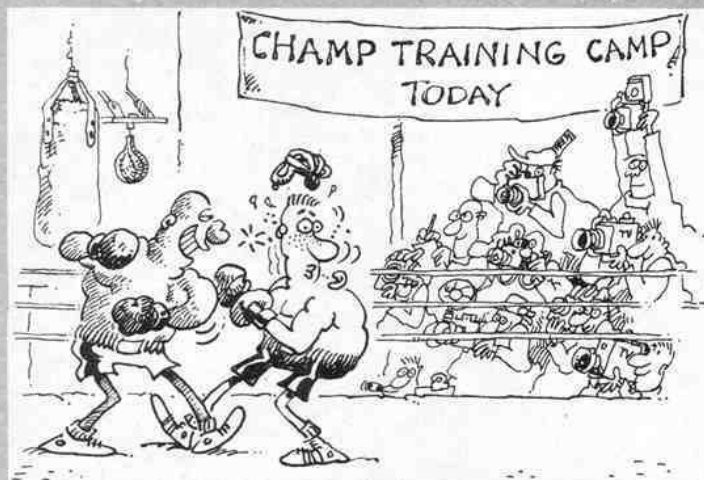
RJ Tobacco Chairman Harold Wankstatter proudly presents the winner's trophy to first place finisher Clyde Bosco. Clyde became the first runner to cross the finish line when the ambulance rushing him to St. Luke's Intensive Care Ward veered onto the course and broke the tape. Clyde was in the ambulance because he had collapsed less than 500 feet into the race. Congratulations, Clyde, from everyone at CHOKE!

Complete Results of RJ 100 Smoker's Marathon

NAME	HOURS/MINUTES/SECONDS/10ths
Clyde Bosco.....	1:04:32:8
Fred Tunic	Unable to complete race: <i>Chest pains</i>
Betty Huffo	Unable to complete race: <i>Asthma attack</i>
Hank Scrawny	Unable to complete race: <i>Collapsed lung</i>
Wilson Pitts.....	Unable to complete race: <i>Accidentally swallowed pipe</i>
Janet Scuzzman	Unable to complete race: <i>Became dizzy</i>
Hans Brickface.....	Unable to complete race: <i>Couldn't stop coughing</i>
Hank Scrawny, Jr.....	Unable to complete race: <i>The shakes</i>
Mildred Thickening	Unable to complete race: <i>Fainted</i>
Red Nasalhair	Unable to complete race: <i>Trampled while catching breath</i>
Ted "Butch" Warper	Unable to complete race: <i>Blood vessel exploded</i>
Phil Tertips	Unable to complete race: <i>Blacked out</i>
Fung Lee Goo	Unable to complete race: <i>Became disoriented; fell in river</i>
Wendy Pork	Unable to complete race: <i>Ashes flew into eye</i>
Clive Squashy	Unable to complete race: <i>Slipped on carton of Viceroy's</i>
Tucker Fester.....	Unable to complete race: <i>Had Chemotherapy appointment</i>

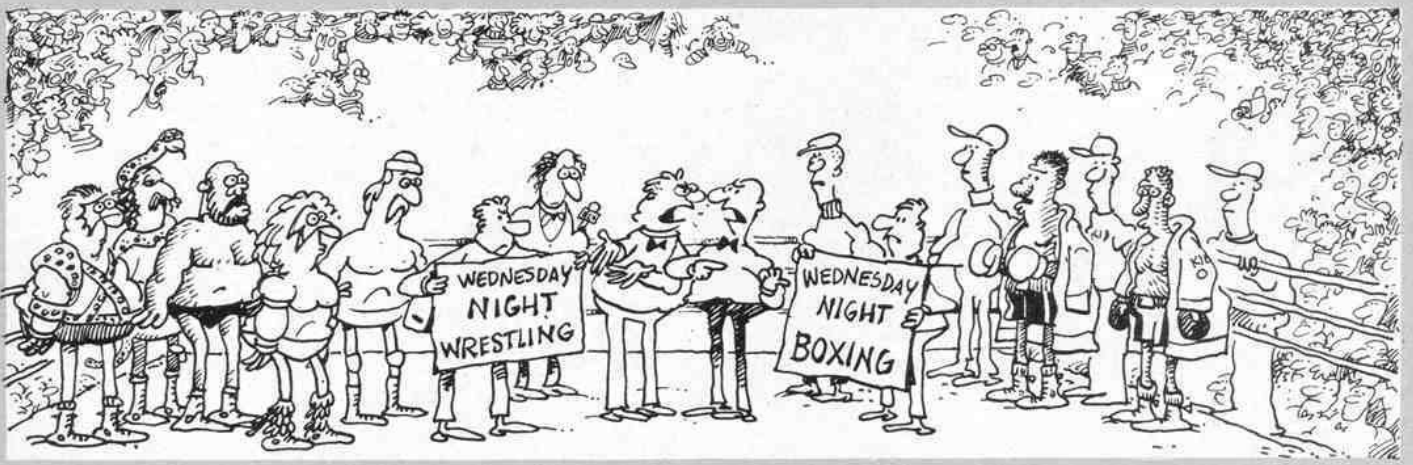
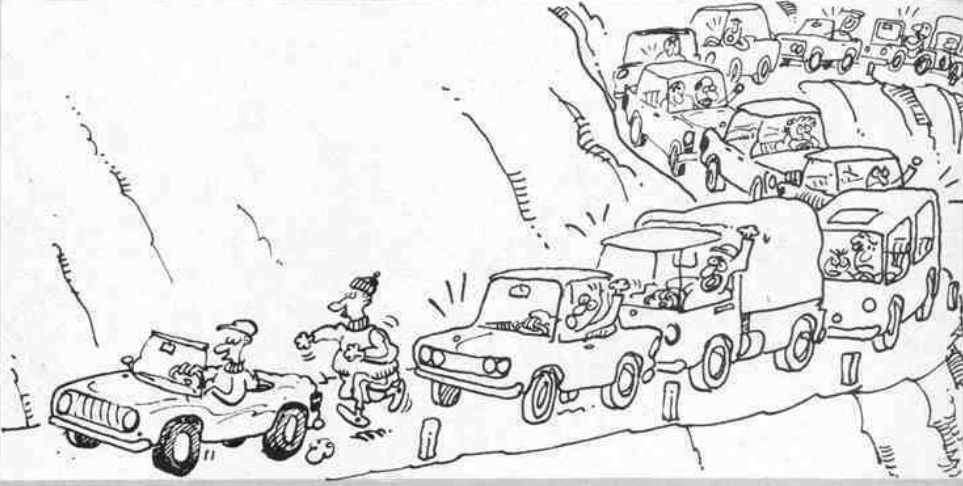
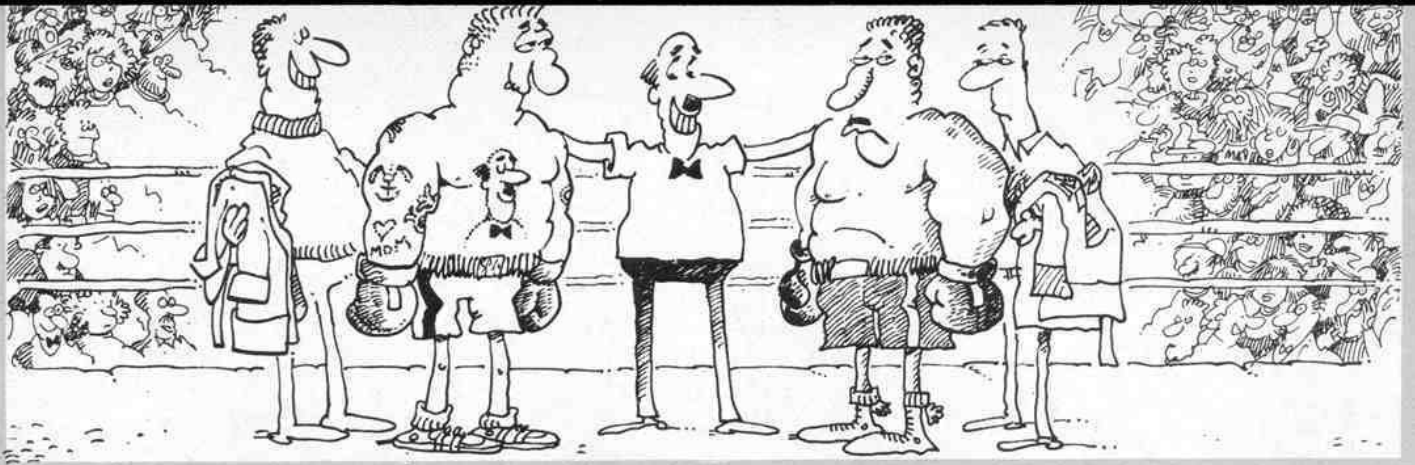
(List Continued on Page 101)

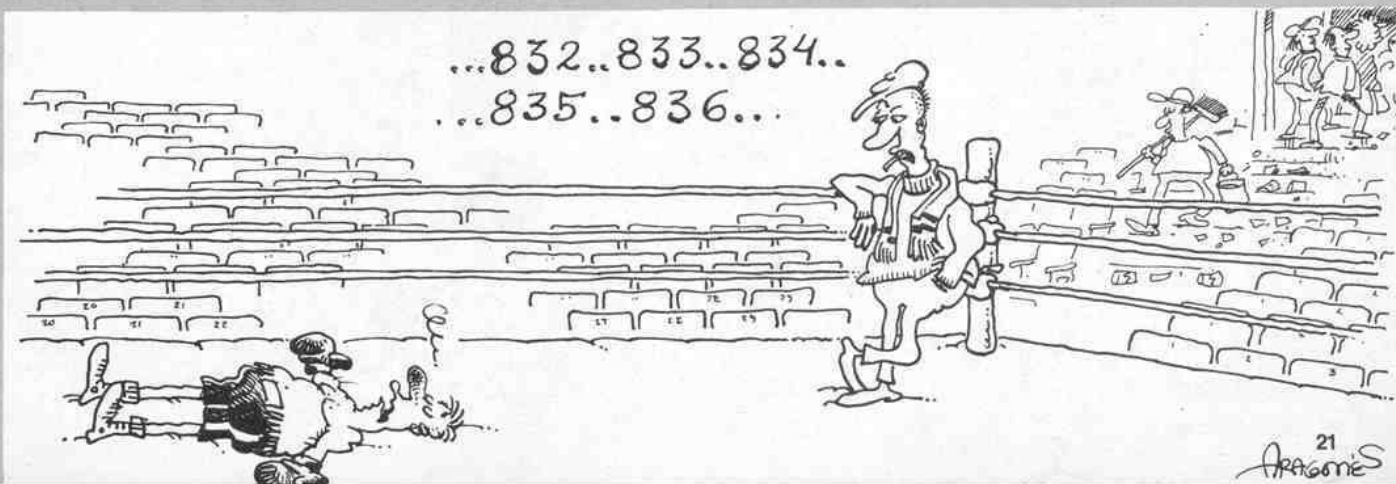
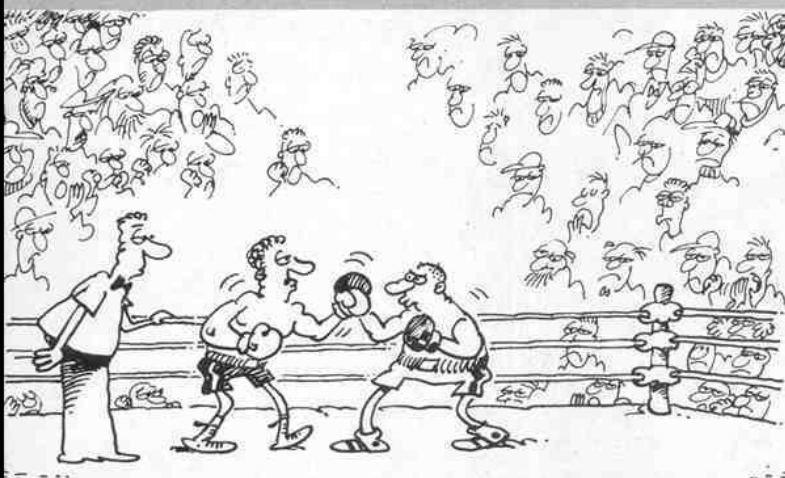
A MAD LOOK AT BOXING



ARTIST AND WRITER: SERGIO ARAGONES







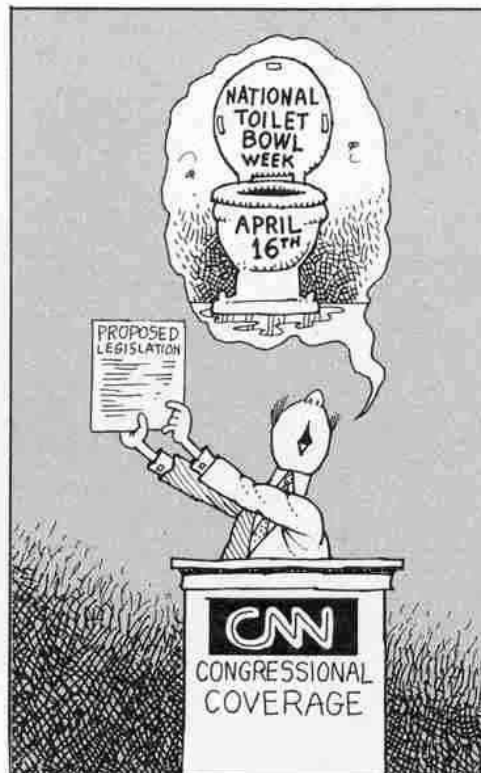
ALPHABET POOP DEPT.

It's a well-known fact that big businesses spend millions of dollars every year trying to create just the right image for themselves. But of course, these images are completely mis-

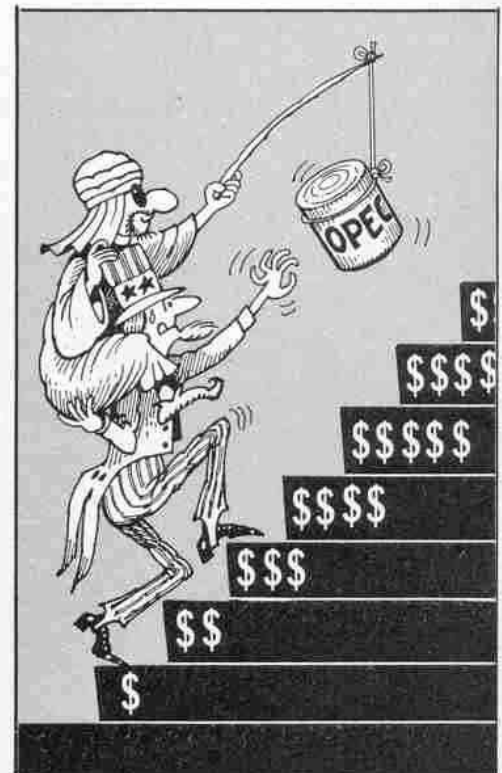
WHAT CORPORATE INITI



Mindless Trashy Videos



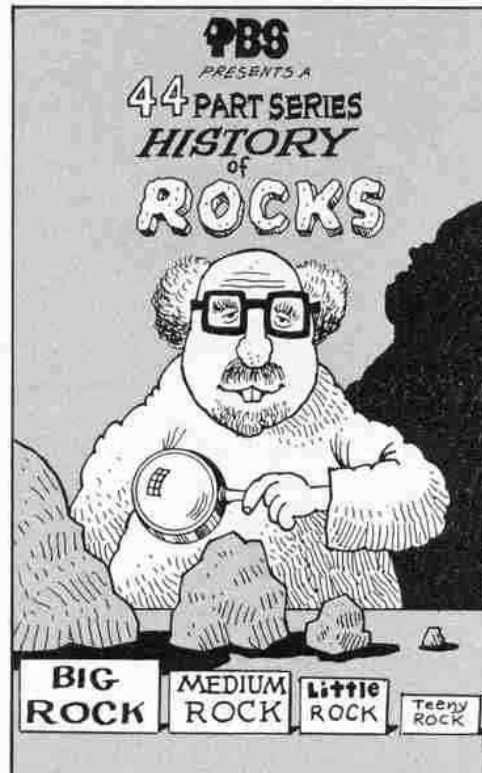
Covering Needless News



Over Pricing Every Can

HBO	
THIS MONTH'S SCHEDULE	
WEEK ONE	WEEK TWO
9AM Ishtar	9AM Funny Farm
12PM Feds	12PM Club Paradise
3PM Casual Sex?	3PM Caddyshack II
6PM Heaven's Gate	6PM Police Academy IV
9PM Sunset	9PM Spacecamp
12AM Let's Get Harry	12AM Ironweed
2AM The Whoopie Boys	3AM Clean & Sober
6AM Who's Harry Crumb?	6AM Batteries Not Included
WEEK THREE	WEEK FOUR
9AM Scandal	9AM Up the Academy
12PM Hot to Trot	12PM The Fly II
3PM Burglar	3PM Earth Girls Are Easy
6PM The Telephone	6PM Leonard Part 6
9PM Cline	9PM And God Created Women
12AM Arthur II	12AM Oh Heavenly Dog
3AM Skin Deep	2AM F.L.S.T.
6AM Slaves of New York	6AM Munnequin

Hundreds of Bad Offerings



Pretty Boring Stuff



World's Wealthiest Fakers

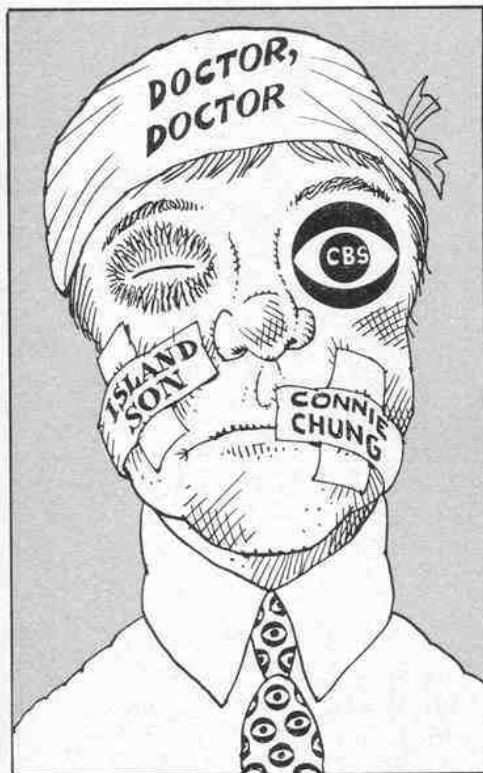
leading! We've found, however, that no matter how phony their "image" is, a corporation's initials will *always* reveal the true nature of the organization they stand for! Here's...



ALS REALLY STAND FOR

ARTIST: AL JAFFEE

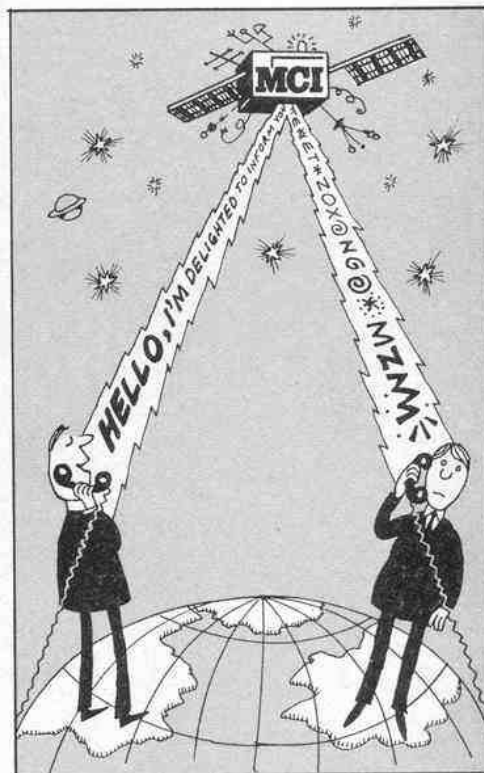
WRITER: MICHAEL GOODWIN



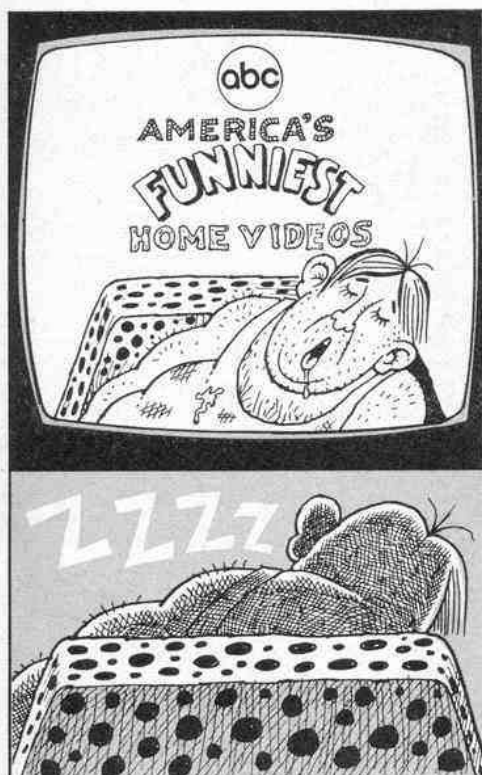
Countless Bad Shows



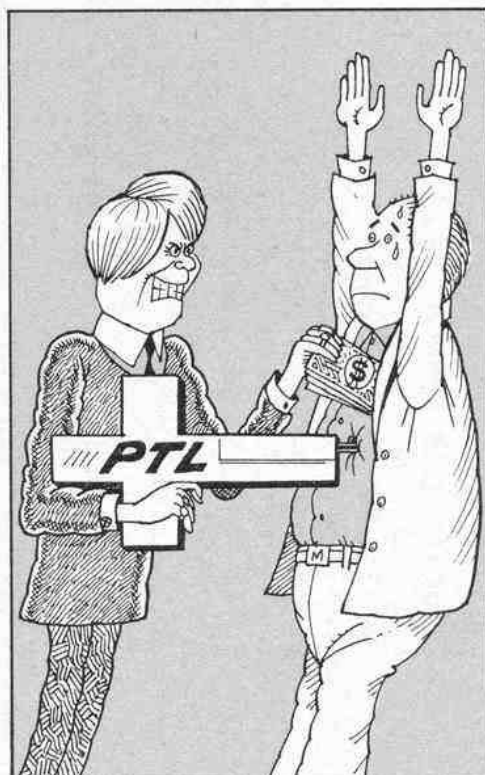
Needs Bill Cosby



Making Communications Inaudible



A Bland Channel



Preachers Taking Loot



Making Americans Dumber

THE OIL

(with a crude apology to Edgar Allan Poe)

See the derricks pumping oil—

Foreign oil!

Gobs of gallons gushing from beneath the desert soil!

Huge monopolies are drilling,
Which for them is mighty nice,
When their pockets they are filling
And it's they who make the killing
And it's we who pay the price!
Hear them gloat, gloat, gloat
'Cause they've got us by the throat,
And each dollar, yen and kopeck
Feeds the greedy bunch at OPEC
For the oil, oil, oil, oil,
Oil, oil, oil—

For the money-grubbing moguls with the oil!

See the pipeline full of oil—

U.S. oil!

Built to last a lifetime after years of sweat and toil!

Many millions we were spending,
And although the cost was great,
Soon our problems would be ending
'Cause we wouldn't be depending
On the Saudis or Kuwait!
See it last, last, last—
Oops! I guess we spoke too fast!
Leaks are springing up all through it;
Seems the builders kind of blew it
With the oil, oil, oil, oil,
Oil, oil, oil—

Just another major screw-up with the oil!



See the tanker dumping oil—

Exxon oil!

Blackening our shores and bringing tempers to a boil!

Hear the company suppressing

How their hulls are made of mush:

"Yes, the spill is most distressing,

"But we had no way of guessing

"That the captain was a lush!"

Hear them claim, claim, claim

That they're really not to blame!

After all, they're only human;

Best to pin it on some crewman

For the oil, oil, oil, oil,

Oil, oil, oil—

For the leaking and the reeking of the oil!

See the seagulls drenched with oil—

Deadly oil!

Grounded on the beaches that men ravage and despoil!

Smell the fishes putrefying;

Count the corpses of the seals;

See the scores of eagles dying,

Giving up all dreams of flying

As the greasy goo congeals!

Leaders swear, swear, swear

That they really, truly care!

Words to banish ev'ry sorrow

Till that bigger spill tomorrow

When another giant tanker

Winds up punctured by its anchor,

With our shores obliterated

And the planet decimated

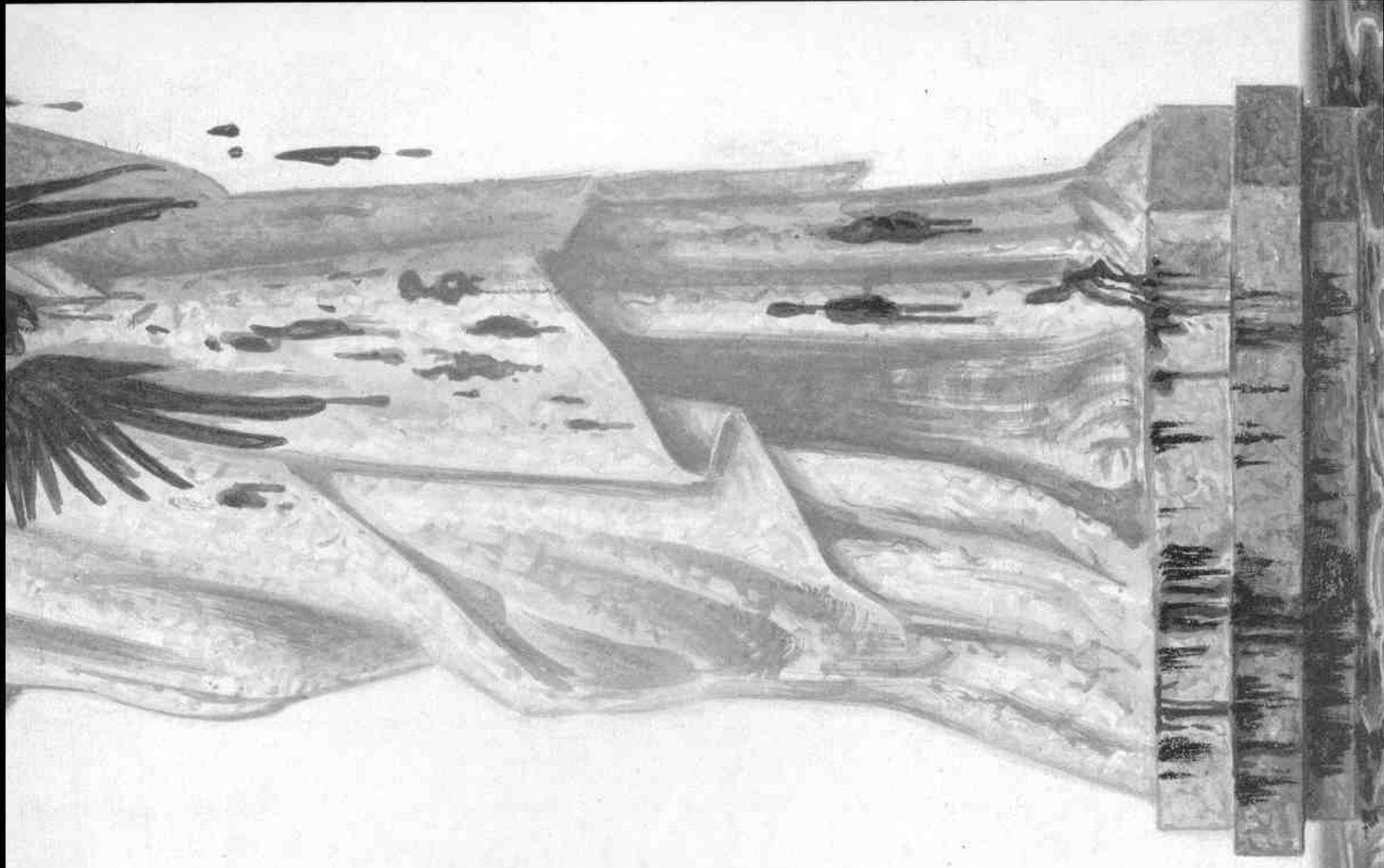
By the oil, oil, oil, oil,

Oil, oil, oil—

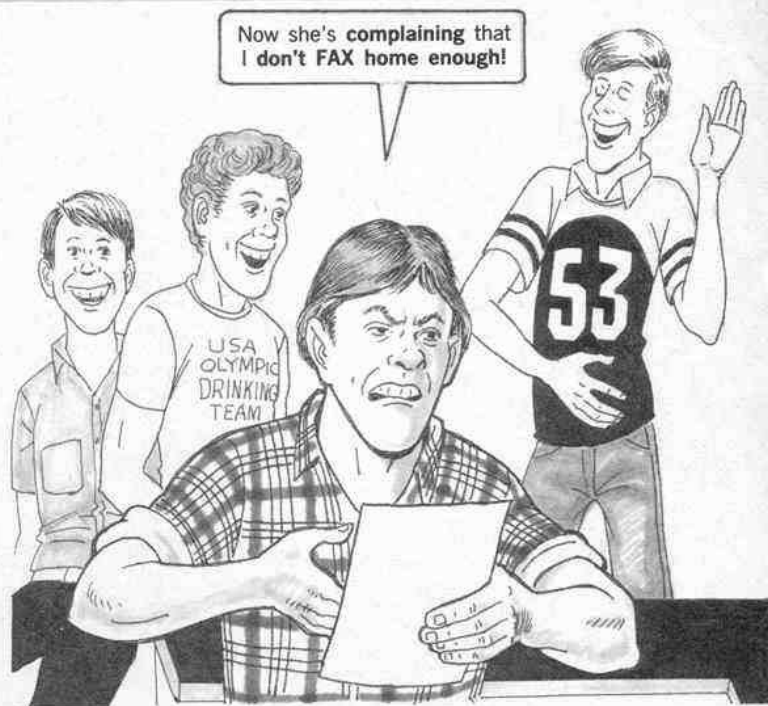
By the deadly devastation of the oil!

ARTIST: JOHN POUND

WRITER: FRANK JACOBS



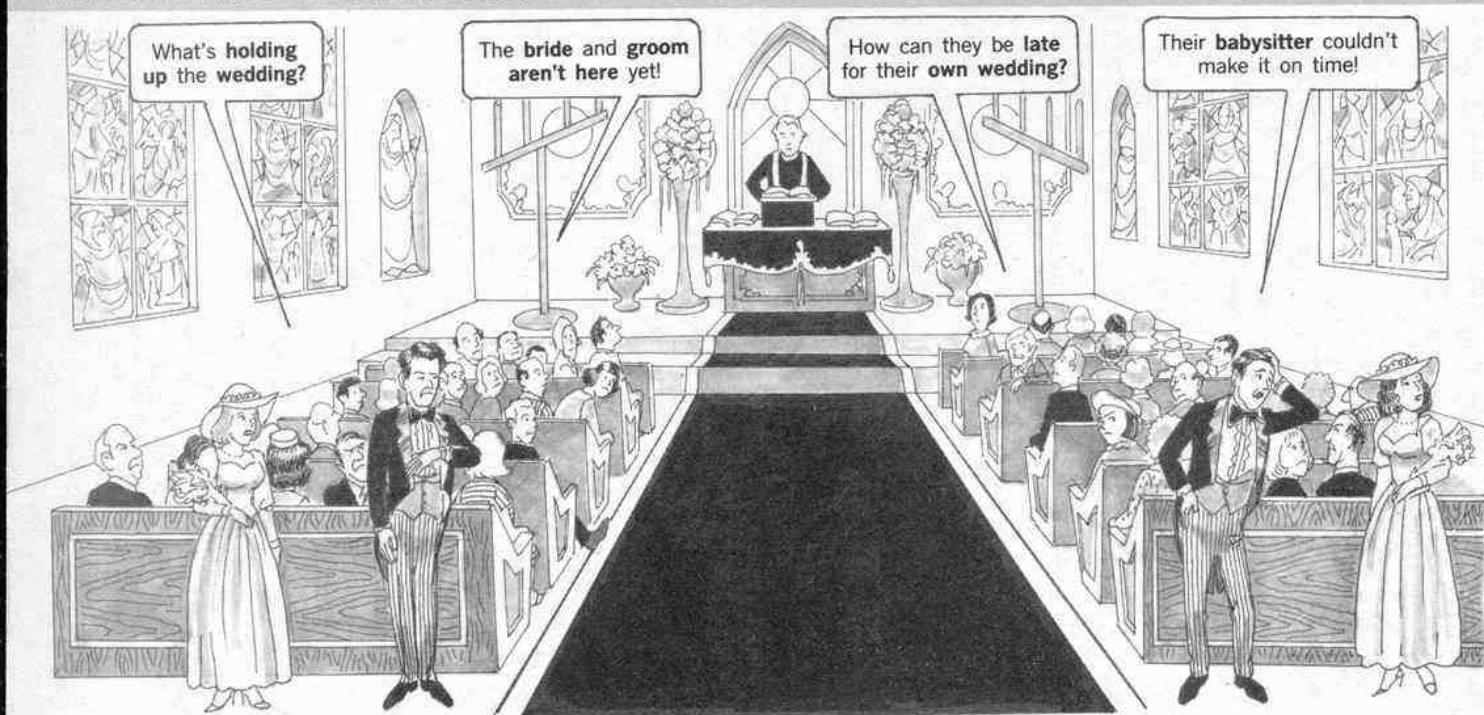
COMMUNICATION



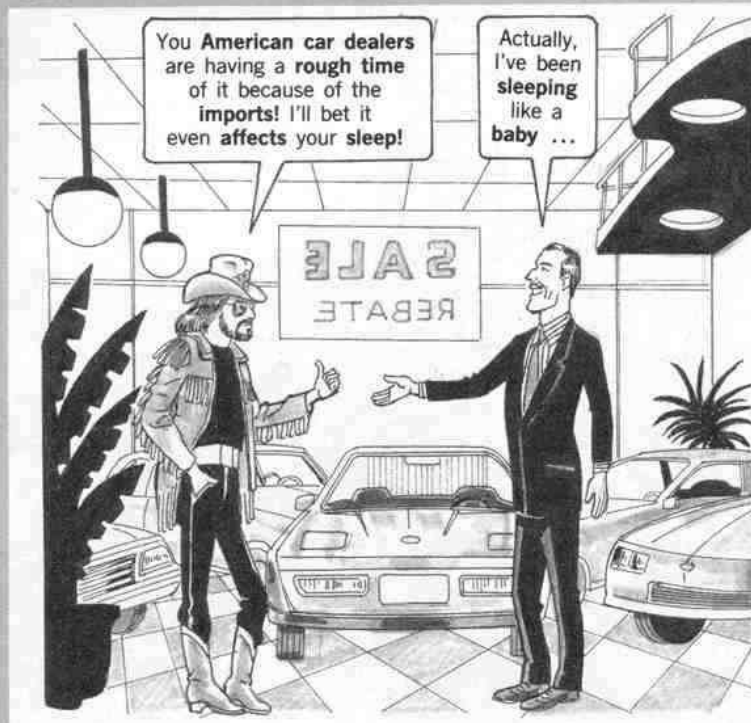
BERG'S-EYE VIEW DEPT.

THE LIGHTS

MODERN MARRIAGE



CARS



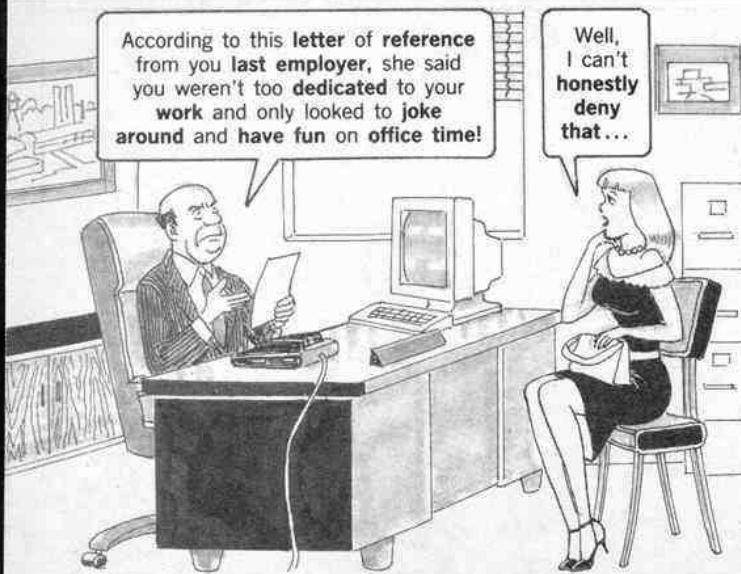
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

GOALS



EMPLOYMENT



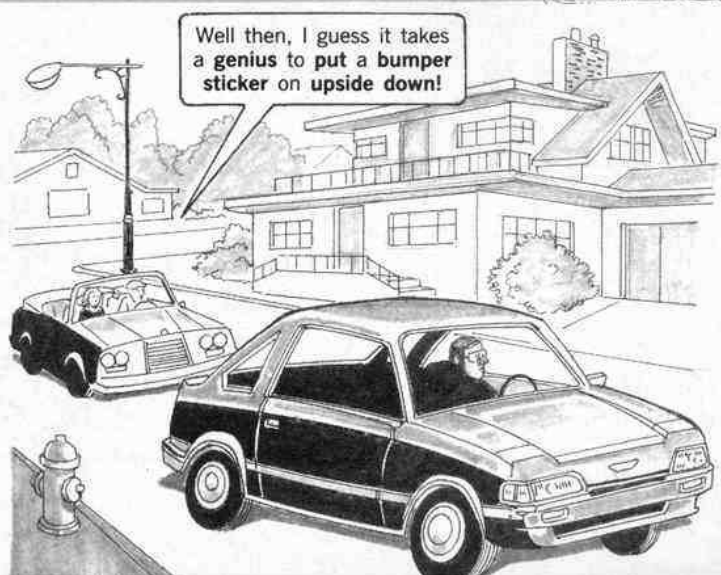
WAITERS



EDUCATION



BUMPER STICKERS



GUNS



SHOPPING



TOYS



THE OFFICE



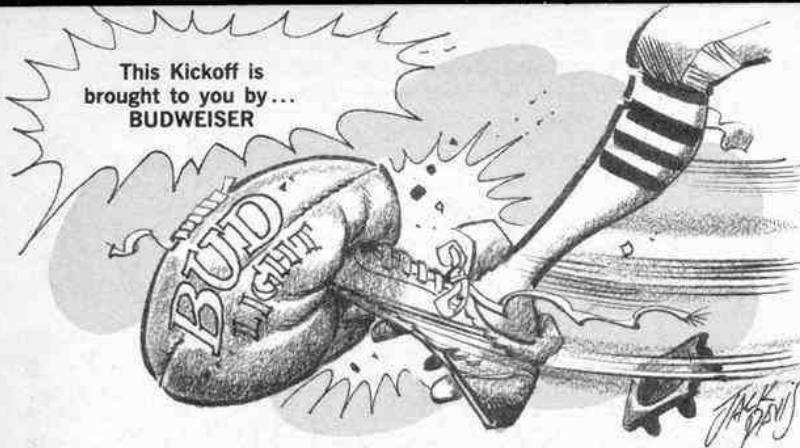
MODERN FINANCE



DOCTORS



This Kickoff is
brought to you by...
BUDWEISER



ENDORSE OF A DIFFERENT COLOR DEPT.

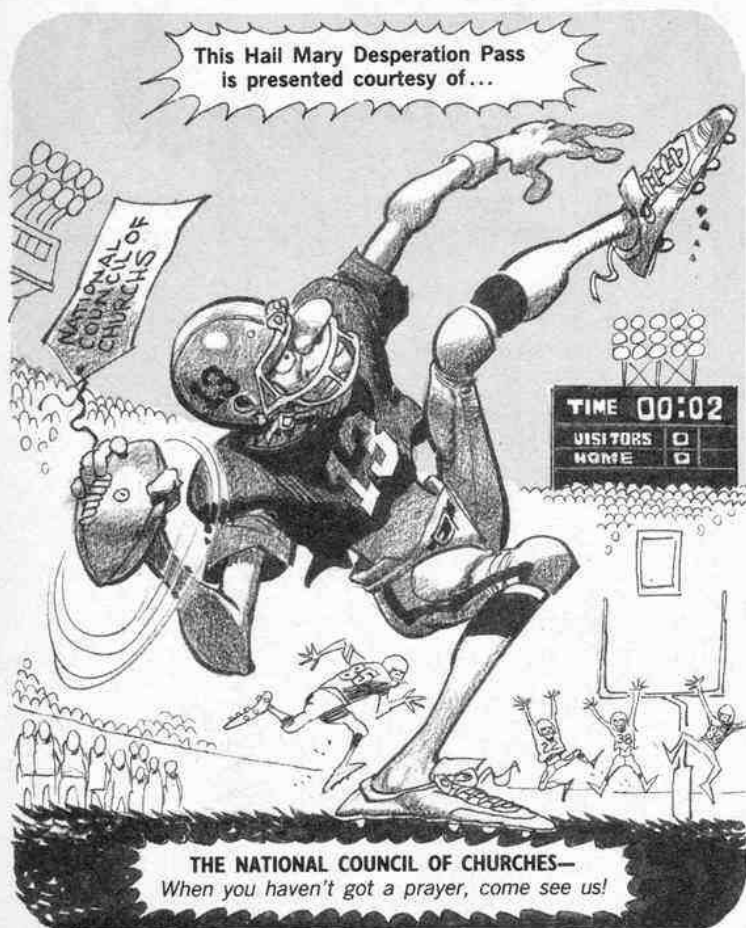
This nauseating travesty is no doubt familiar to anyone who watches sports on TV: Convinced that 90 minutes of commercials in a 3-hour sportscast isn't enough, networks and advertisers are now "encroaching" on the games themselves! So far, these annoying mini-ads have been limited to kickoffs, home runs and the like, but you can bet your Miller-Lite Beer mug that there will come a day pretty soon...

WHEN TV SPORTS ADVERTISERS decide to "SPONSOR" MORE than just KICKOFFS & HOME RUNS

ARTIST: JACK DAVIS

WRITER: MIKE SNIDER

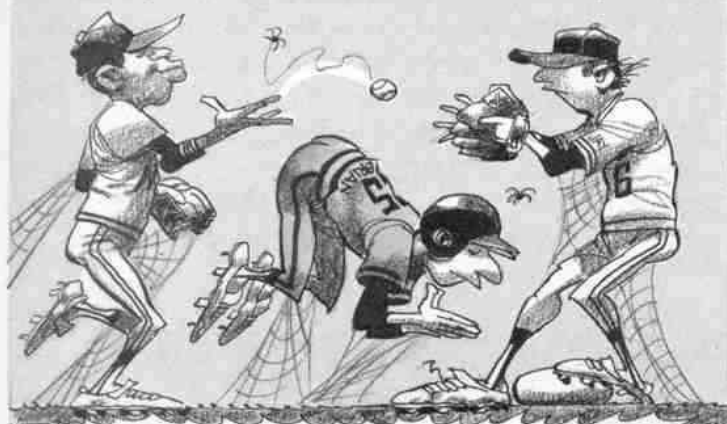
This Hail Mary Desperation Pass
is presented courtesy of ...



This Crotch Grab is a
CRUEX Moment!



Let's look at that play again on the U.S.
Postal Service Slow Motion Replay...



THE U.S. POST OFFICE—

If you think *we* move slow, take a look at these guys!

Time for another Obscenity-Filled
Tirade sponsored by...



THE AMERICAN CIVIL LIBERTIES UNION—

Protecting the right of Americans to rant and
rave, regardless of race or winning percentage!

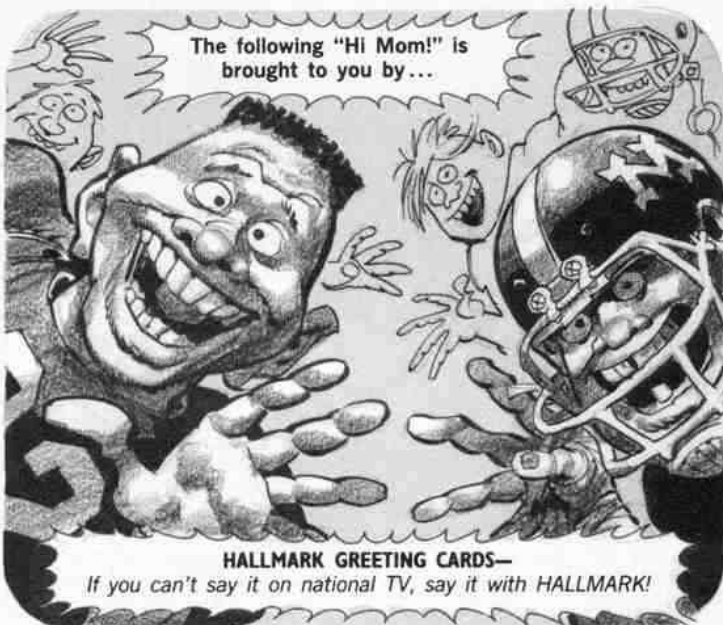
Coverage of this Locker Room
Celebration is sponsored by...



GLADE AIR FRESHENER—

Strikes out even major league odors fast!

The following "Hi Mom!" is
brought to you by...



HALLMARK GREETING CARDS—

If you can't say it on national TV, say it with HALLMARK!

This Crowd Shot is
presented by...



PSYCHOLOGY TODAY MAGAZINE—

Where you read about lunatics, not sit among them!

This Surprise Visit by a TV actor plugging
his new show is a presentation of...



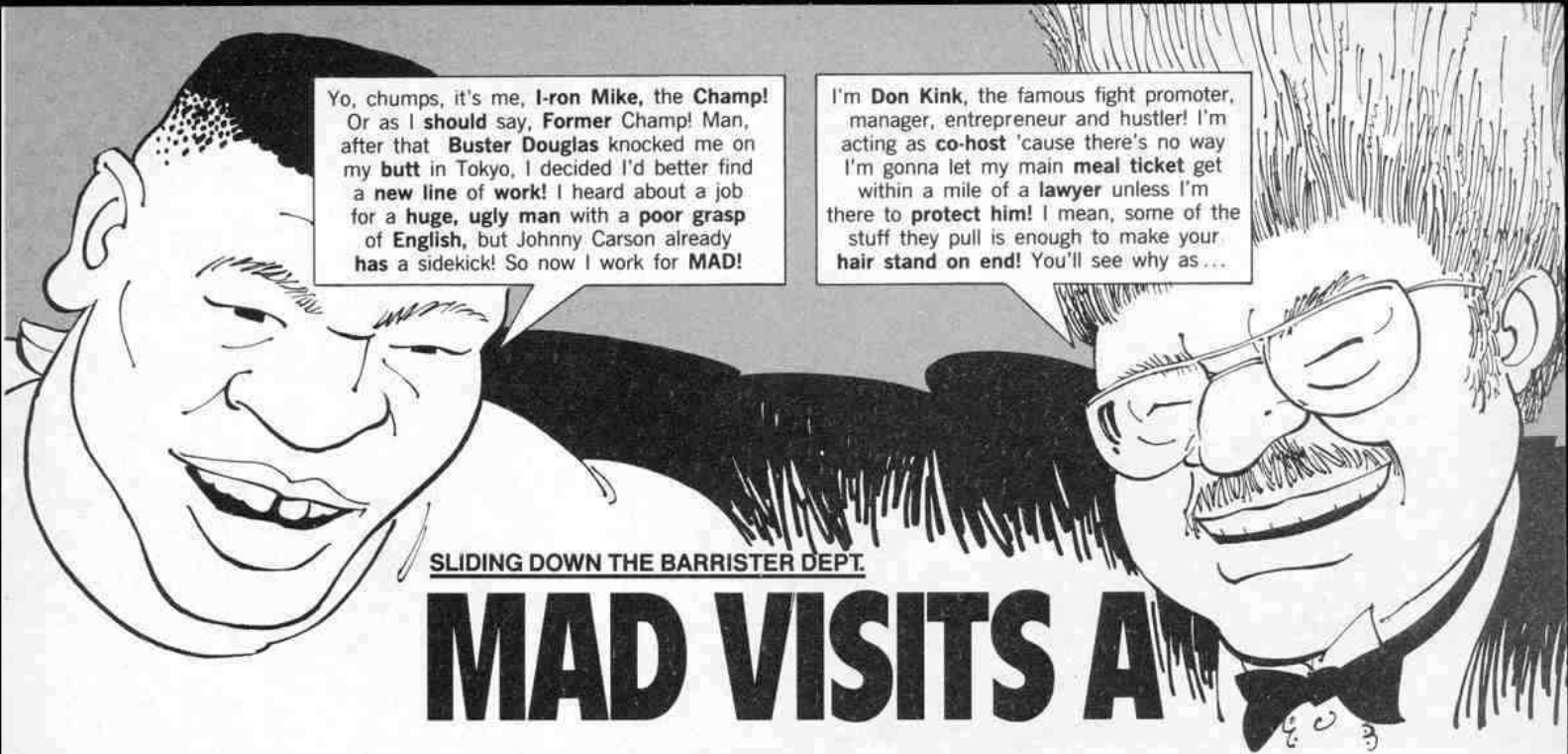
MIRACLE-GRO FERTILIZER—

Pile it on thick and heavy for best results!



THE TORTUROUS TRAPEZE TRAVESTY





Yo, chumps, it's me, **I-ron Mike**, the **Champ!** Or as I **should** say, **Former Champ!** Man, after that **Buster Douglas** knocked me on my **butt** in Tokyo, I decided I'd better find a **new line of work!** I heard about a job for a **huge, ugly man** with a **poor grasp of English**, but Johnny Carson already has a **sidekick!** So now I work for **MAD!**

I'm **Don Kink**, the famous fight promoter, manager, entrepreneur and hustler! I'm acting as **co-host** 'cause there's no way I'm gonna let my main **meal ticket** get within a mile of a **lawyer** unless I'm there to **protect him!** I mean, some of the stuff they pull is enough to make your **hair stand on end!** You'll see why as...

SLIDING DOWN THE BARRISTER DEPT.

MAD VISITS A MODERN DAY LAW SCHOOL

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE

I'm **Dean Litigate!** Welcome to the **Real World Law School!**

I used to watch the old TV show **Paper Chase**. Those dudes were taught about **truth and justice**. Is that what you teach here?

Don't be silly! Our students are trained to become **lawyers**, not **comic book heroes!** Besides, the only **paper a lawyer** ever chases is colored **green!**

I sure don't have any **problem** relating to that!

Our buildings are named after **lawyers** who served the **nation** with honor. That's the **Richard Nixon Student Center**, the **Spirio Agnew Library**, the **Sam Pierce Dorm**, the **Jim Wright Hall** and the **Senator Al D'Amato Gym!**

You should have named somethin' afta my favorite lawyer, **Perry Mason**. He's **unbeaten**, like I used to be!

Champ, no lawyer ever **loses**, even if his client goes to **jail!** He still gets **paid** and a **guilty verdict** means an **appeal** and that means **more money**. That's what makes law such a **marvelous profession!**



The students work out so they can get in shape for **chasing down ambulances!** Ha ha, that's a joke! Actually, it's a lawyer's job to **arrive** at the scene of an **accident** as soon as possible in order to help those **lucky people!**

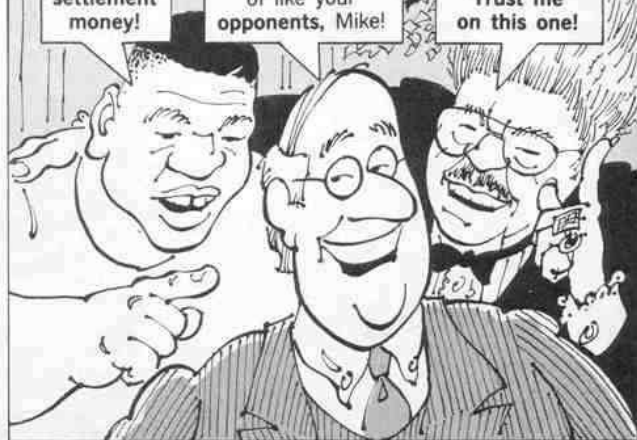
What's so **lucky** about bein' in a **accident?**

With the **right lawyer** a **minor accident** can be like winning the **lottery!** In these days of **seven-figure insurance settlements**, you have a shot at becoming an **instant millionaire!**

Yeah, but you **shysters** take a **big hunk** of any **settlement money!**

We're **entitled!** We do all the **work!** All the **client** has to do is lie there and **bleed**—sort of like your **opponents, Mike!**

Sure, there's **nothin' wrong** with a **middle man** getting a **big piece** of the **action!** Trust me on this one!



Our **hot line** has informed us of a **10-car pile-up!** We're taking the students on a **field trip** so they can watch lawyers in **action!**

Look at all the **cars!** They must be **doctors** rushing to the **scene!**

No, they're **lawyers!** I wish they were **doctors!**

So they could help the **crash victims?**

No, so we could get some **mal-practice suits** going, too!



Were any of your **loved ones** hurt?

Great! I mean, **sorry.** We'll sue the driver for **10 million!** This was definitely caused by **driver's error!**

Then we'll **sue** the **car maker** for building an **unsafe auto!** We'll **sue** the **city** for **lousy roads!** We'll **sue** the **radio station** you had tuned-in for **distracting you!** And we'll **sue** the **manufacturer** of your **shirt!** It's cut way **too tight** for you to **maneuver** a **car properly!**

My wife died.

But I'm the **driver!**



I'm **lucky,** I didn't get hurt at all!

Shh! Someone might hear you! Put this **neck brace** on and start **groaning!** We'll claim **pain, suffering** and **mental anguish!**

Yeah, I know about **pain** and **mental anguish!** When I was married to **Robin Givens,** my **mother-in-law** lived with us for a **whole year!**



Counselor, I'm from **Gall State Insurance Company.**

My client's in very **bad shape!** We're talking **severe trauma** here!

Tell you what, get him to **sign this release** and my company will give you **thousands** in **referral business!**

You **got it!** Did I say **trauma?** What I meant was he **only** has a few **minor scratches!**



Being a lawyer isn't all **gravy!** We're supposed to donate **20 hours** a year of free legal service.

So what's the **big deal?** I do a lot of fighting for free!

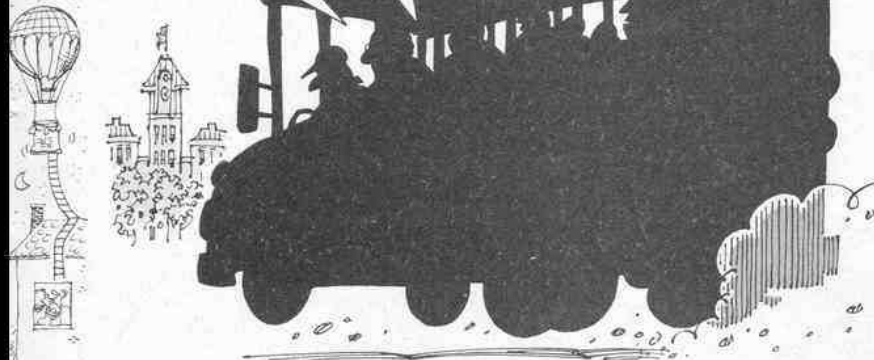
You mean **exhibition charity bouts?**

No—on the streets of **New York** at two in the morning! I also fought my wife and thought it was a **freebie**, but after her lawyers got through with me she became my highest paid opponent!

Now that we're back in a **classroom**, please be **quiet!** These students are taking an exam in **Legal Ethics**. Notice there are **no teachers** or **monitors** present!

So, you're teaching them the **honor system!**

No, we're teaching them to **cheat!** How else will they become **competitive** and **successful?**



What happens if you find out a lawyer is **stealing** from a client?

Then he's **punished** by the **Bar Association** for violating one of the most important commandments!

Oh, you mean "**Thou shalt not steal!**"?

No, I mean "**Thou shalt not get caught!**"



Mr. Jones died and left his estate valued at **\$250,000** to his wife. How much will she actually receive?

Hey, I'm no **Yahoo Serious** but even I could figure that out—**\$250,000!**

I'm afraid you'd never make a **decent lawyer!**

She wouldn't receive **anything!** We'd use up the **entire estate** in legal fees!

Then we'd hit her with a **bill** for services that **weren't covered** by the estate!

Beautiful! Talk about the old **1-2 sucker punch!**



I got sent to **reform school** for **rippin' off** ten bucks from some **old lady**, and look what you guys get away with!

That's what law school is all about! You learn to **rip people off** but you do it **legally!** That's what makes you a **professional!**

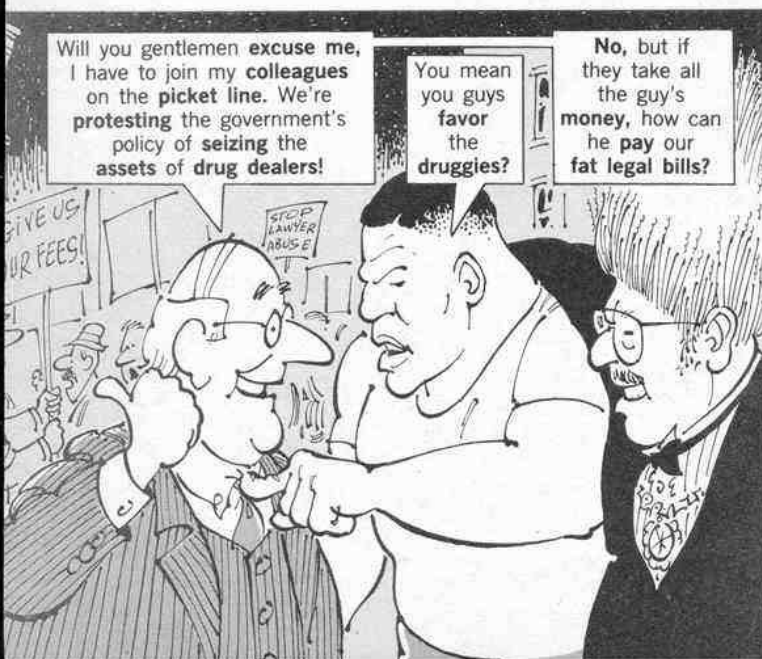
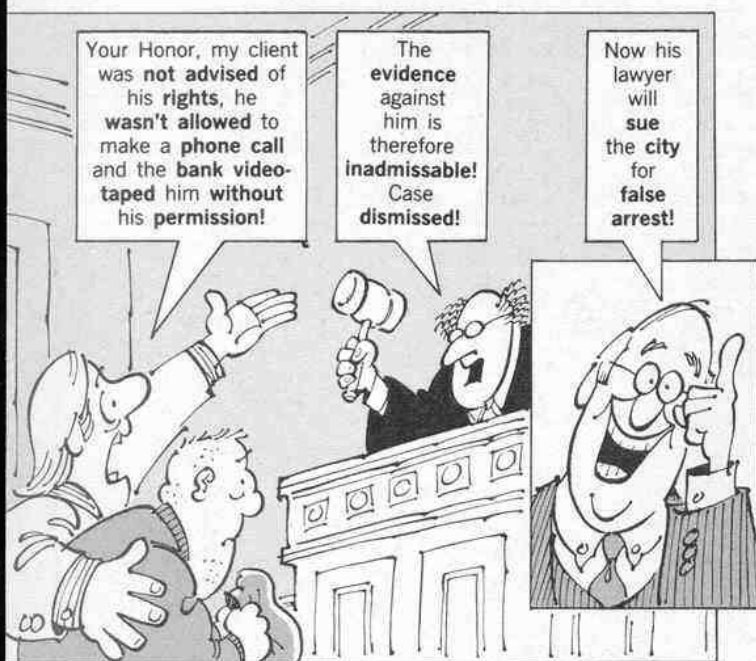
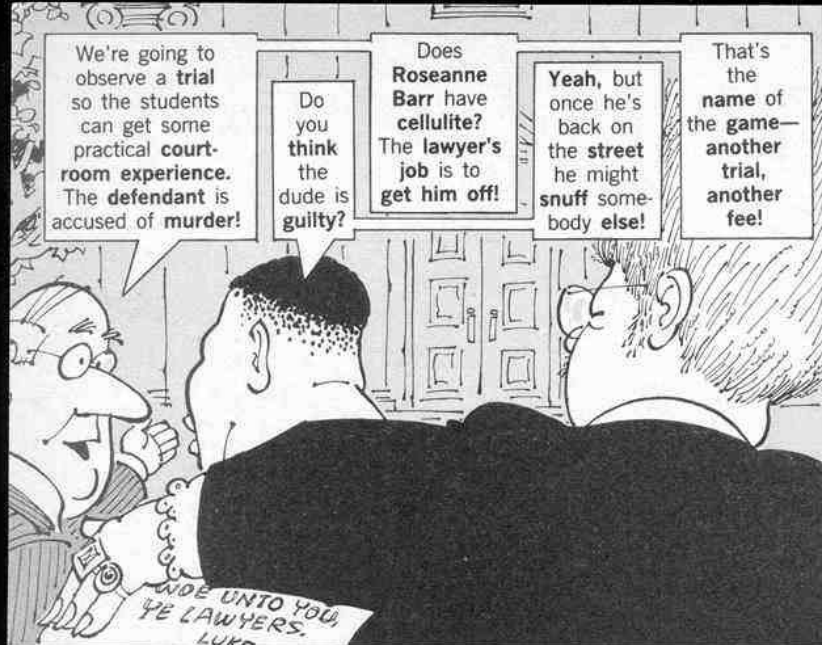


Communicating with people is an **important part** of a lawyer's training!

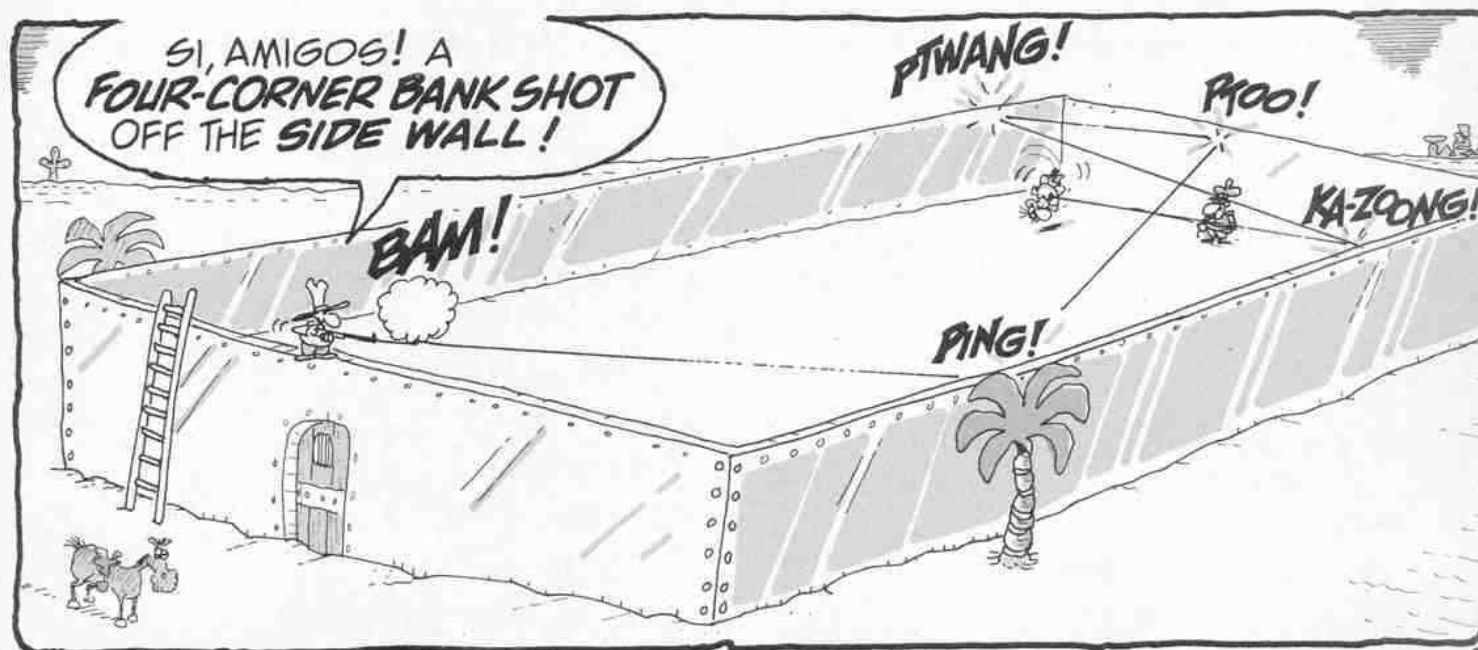
So he can make a **plea** before a jury?

No, so he can make **small talk** with a client. Based on our **minute-by-minute rates**, just saying, "**Good morning, how's the family?**" can cost a client a **few hundred dollars!**





THE SADISTIC SHARPSHOOTER'S STUNT



HOT DOG SPACE SHOT



FOO WITH

MEAT LOAF SLINKY



FRESH VEGETABLE CHESS



HOT CAKES AND BUTTER LAS VEGAS SHUFFLE



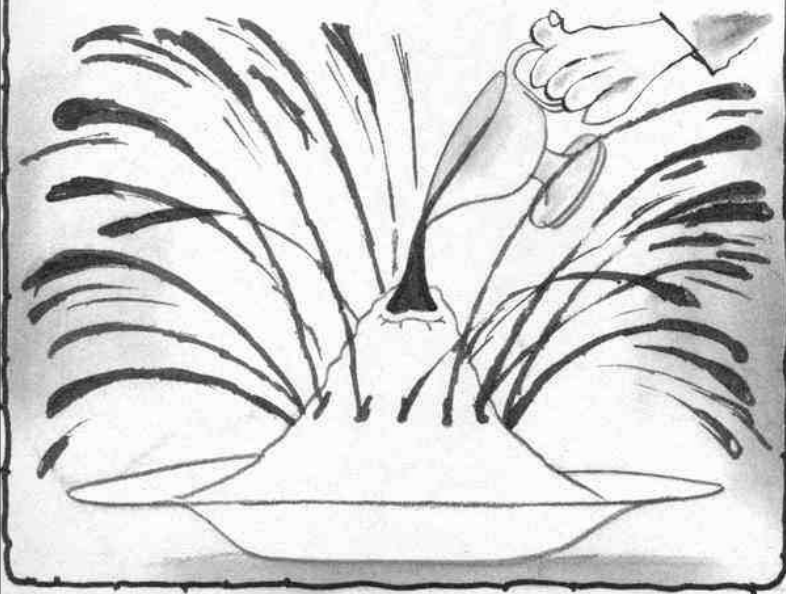
LING FOOD

ARTIST AND WRITER: PAUL PETER PORGES

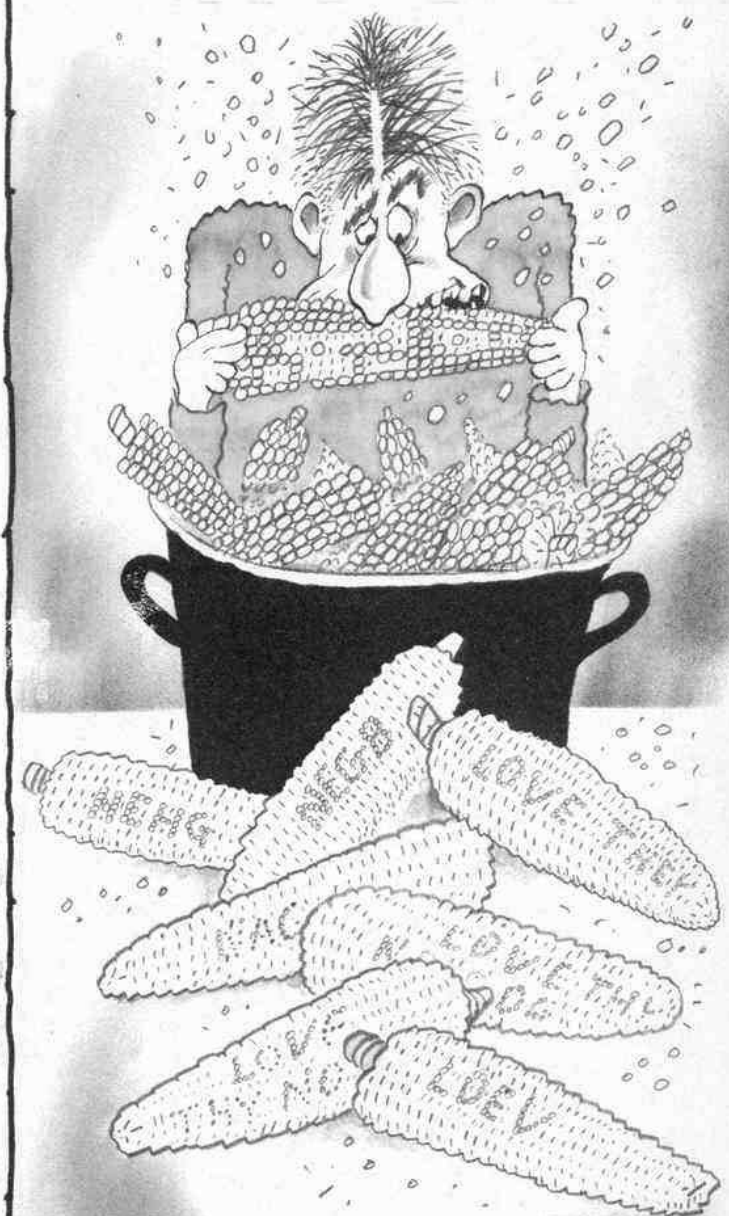
CHICK PEAS VS. GREEN PEAS ROLLER DERBY



MASHED POTATOES AND GRAVY DANCING FOUNTAINS



CORN-ON-THE-COB SAMPLERS



MEATBALL JACKS



FRENCH FRIES PICK-UP STICKS



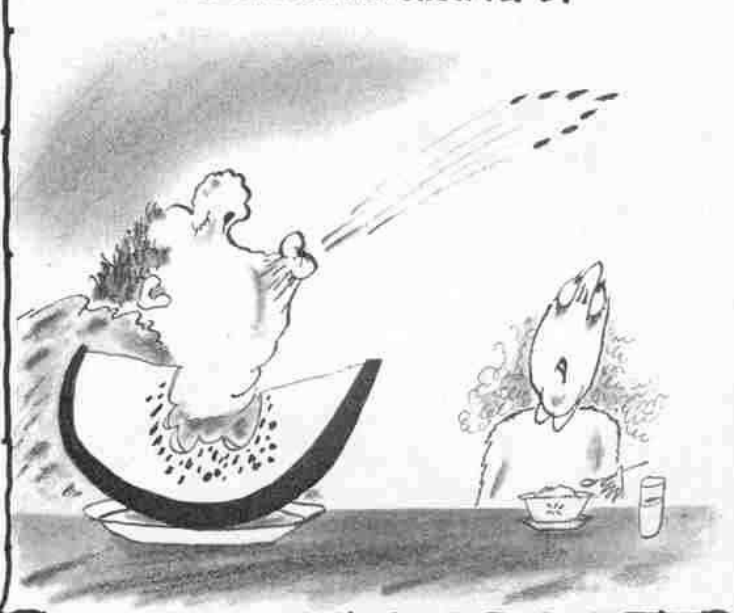
BRUSSELS SPROUTS EXTRA POINT KICKS



GRILLED CHEESE CAT'S CRADLE



WATERMELON AIR SHOW FLY-BY



CHICKEN WING BOOMERANG



CHEERIOS VS. SHREDDED WHEAT TIC-TAC-TOE



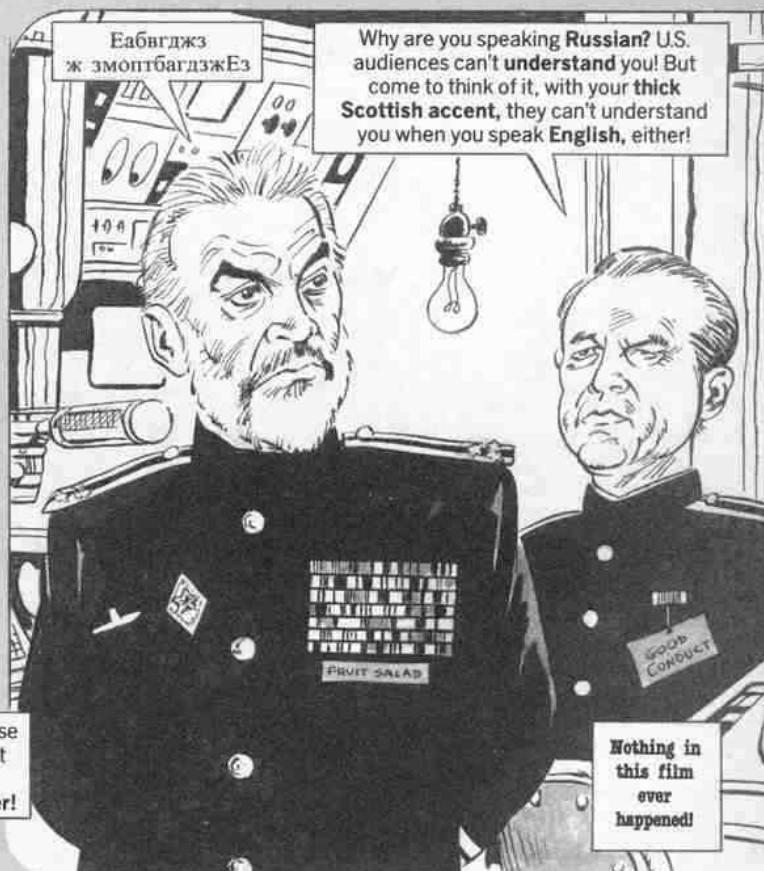
A SHOW OF DEFECTION DEPT.

One of the year's biggest hits is a film that was out of date even before it came out! It is a story about the Cold War (remember that?) released just as the Russian Empire was falling apart. Current events make this new film a piece of nostalgia. The entire thing was really a...

HUNT FOR LAST OCTOBER

ARTIST: ANGELO TORRES

WRITER: STAN HART



Еабвгджз
ж змонпбагдзжЕз

Why are you speaking Russian? U.S. audiences can't understand you! But come to think of it, with your thick Scottish accent, they can't understand you when you speak English, either!

I heard this movie has a lot of suspense!

Yeah. You're never sure if it will ever end!

I held my breath through most of this picture!

Because it was so exciting?

No, because most of it was underwater!

Nothing in this film ever happened!



What's going on over there?

They're Sean Connery fans! Whenever they see him they get so excited, they throw their Medicare cards in the air!

Did you read the disclaimer the producers put on the screen about this never happening?

It made me feel like a schmuck to spend seven bucks to see nothing happen!

I love Sean Connery! He can do so many things that other actors can't!

Yeah. Like growing a full head of hair since his last picture!

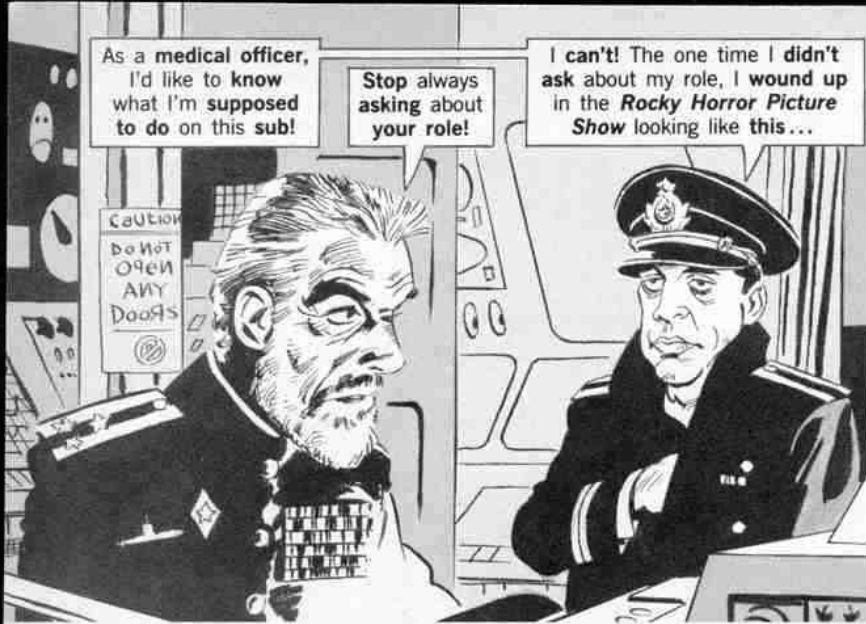
I AM NOT KARL MARX

PROPERTY OF THE CENTRAL INTELLIGENCE AGENCY

SPECTRE

AUTHOR

43



As a medical officer, I'd like to know what I'm supposed to do on this sub!

Stop always asking about your role!

I can't! The one time I didn't ask about my role, I wound up in the *Rocky Horror Picture Show* looking like this...



TIM CURRY IN THE ROCKY HORROR SHOW

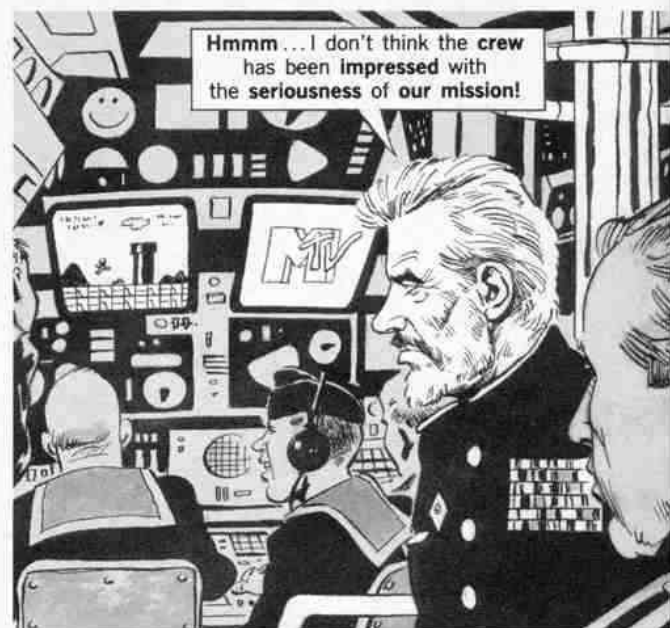


We have absolutely no defense against the new class of Russian submarines!

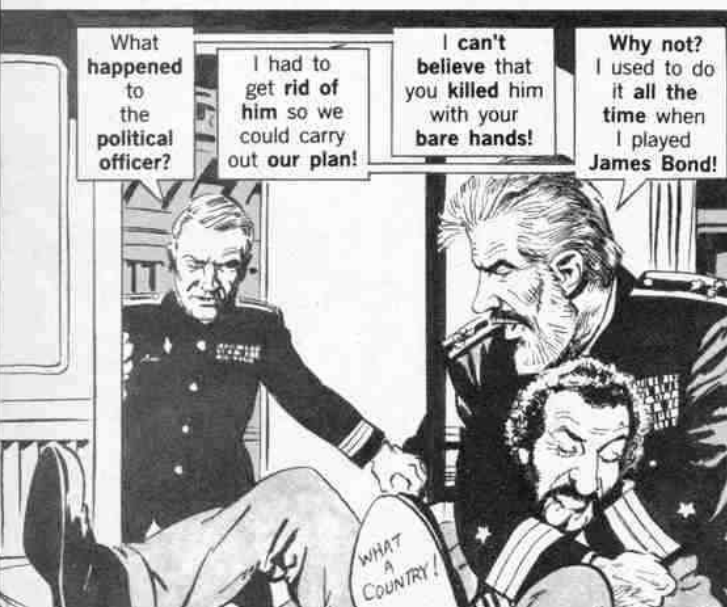
It looks like the United States is in a "no-win" situation!

What do you mean, sir?

Right now the government is **unprepared** to face the threat of war. In a few months, it'll be **unprepared** to face the threat of peace!



Hmmm... I don't think the crew has been impressed with the seriousness of our mission!



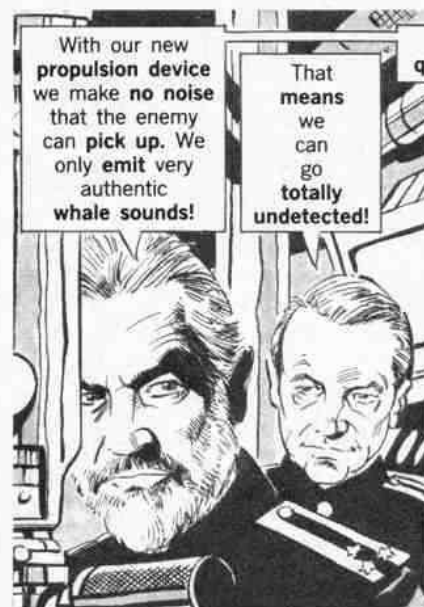
What happened to the political officer?

I had to get rid of him so we could carry out our plan!

I can't believe that you killed him with your bare hands!

Why not? I used to do it all the time when I played James Bond!

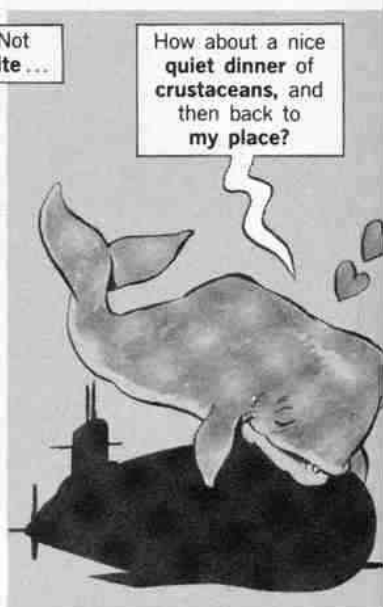
WHAT A COUNTRY!



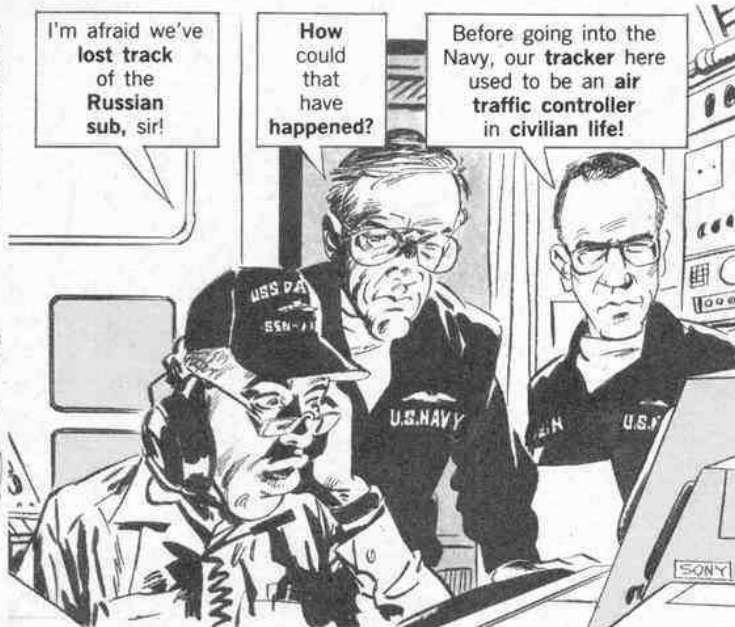
With our new propulsion device we make no noise that the enemy can pick up. We only emit very authentic whale sounds!

That means we can go totally undetected!

Not quite...



How about a nice quiet dinner of crustaceans, and then back to my place?



I'm afraid we've lost track of the Russian sub, sir!

How could that have happened?

Before going into the Navy, our tracker here used to be an air traffic controller in civilian life!



I have something new to show you!

This better be something we haven't seen before!

It is...



...I just got them back from Fotomat this morning! That's my wife on the left!



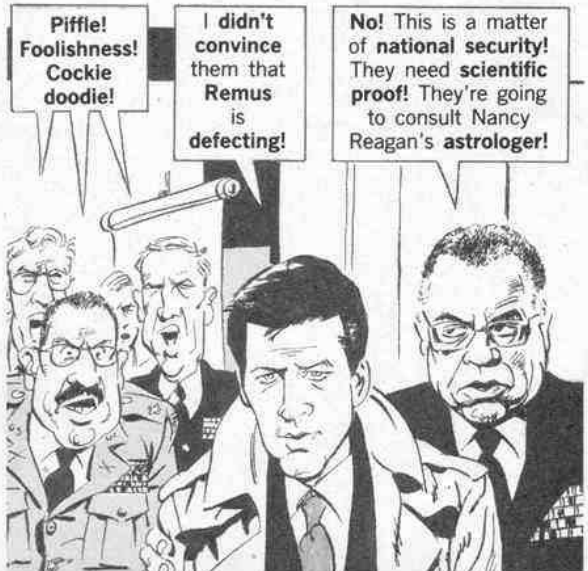
I'm sure that Captain Remus is trying to defect to the United States!

Nonsense! Balderdash! Putz!

I know the man! I met him at an embassy affair!

You met him once and you think you know him?

You can learn a lot about a person when you dance till dawn with him!



Piffle! Foolishness! Cockeye doodie!

I didn't convince them that Remus is defecting!

No! This is a matter of national security! They need scientific proof! They're going to consult Nancy Reagan's astrologer!



I don't know how effective that's going to be in hearing the sub!

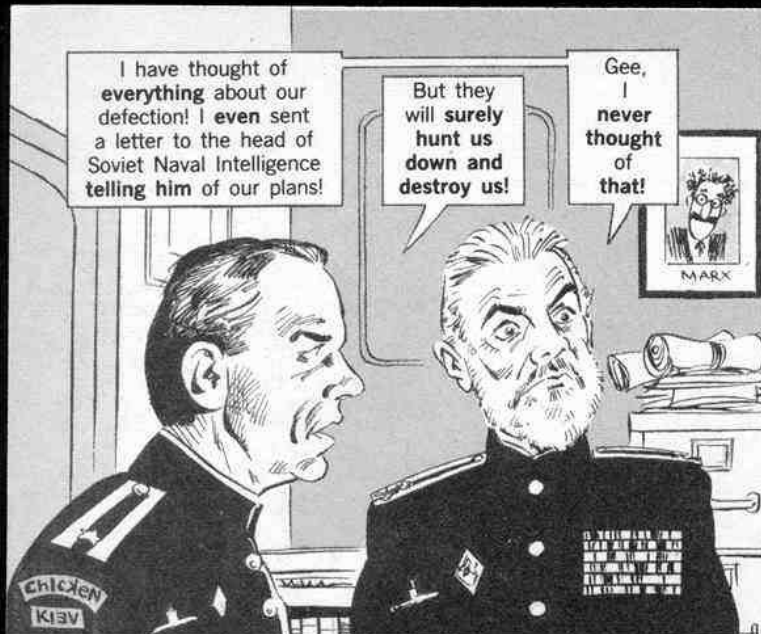
Captain, sometimes the oldest methods are the best!

Shh! I hear something!

What? Two people making love below deck on a Carnival cruise ship!

Oh, Frank...

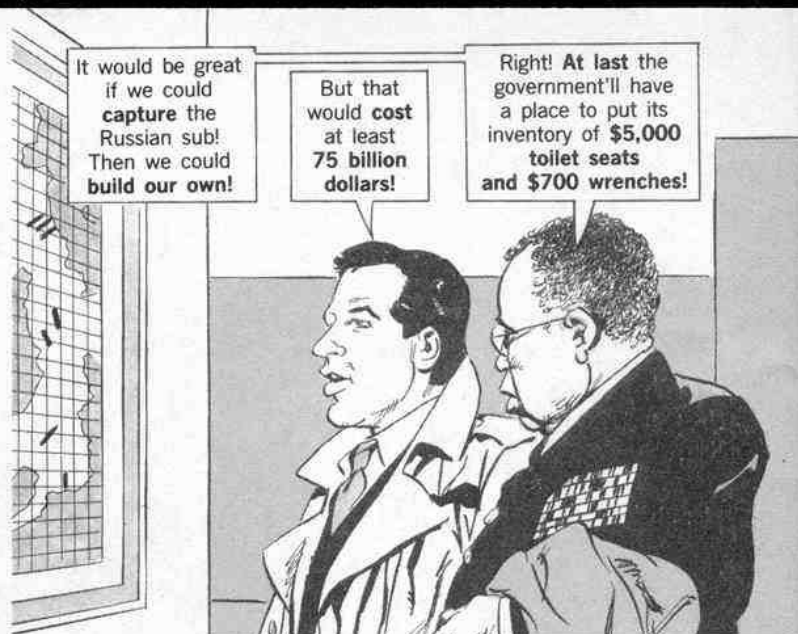
Oh... KATHIE LEE...



I have thought of **everything** about our defection! I even sent a letter to the head of Soviet Naval Intelligence telling him of our plans!

But they will surely hunt us down and destroy us!

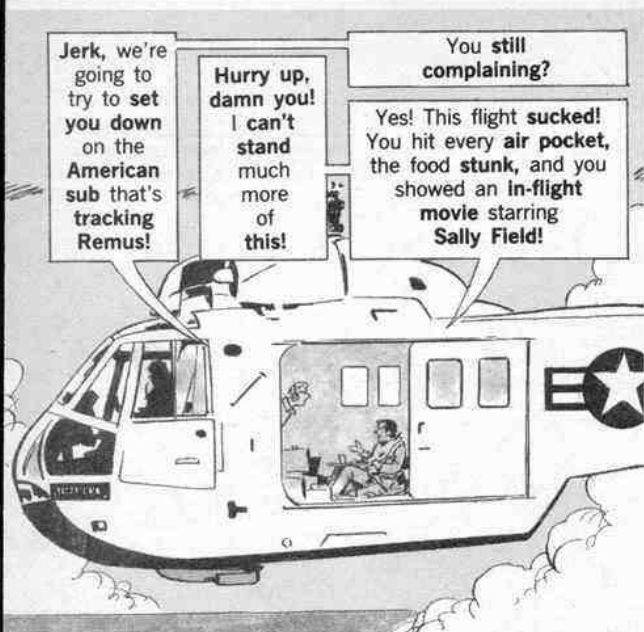
Gee, I never thought of that!



It would be great if we could capture the Russian sub! Then we could build our own!

But that would cost at least 75 billion dollars!

Right! At last the government'll have a place to put its inventory of \$5,000 toilet seats and \$700 wrenches!



Jerk, we're going to try to set you down on the American sub that's tracking Remus!

Hurry up, damn you! I can't stand much more of this!

You still complaining?

Yes! This flight sucked! You hit every air pocket, the food stunk, and you showed an in-flight movie starring Sally Field!



Nuts! I missed the target!

You wanted to drop him in the conning tower?

No, I wanted to drop him in the propellers!

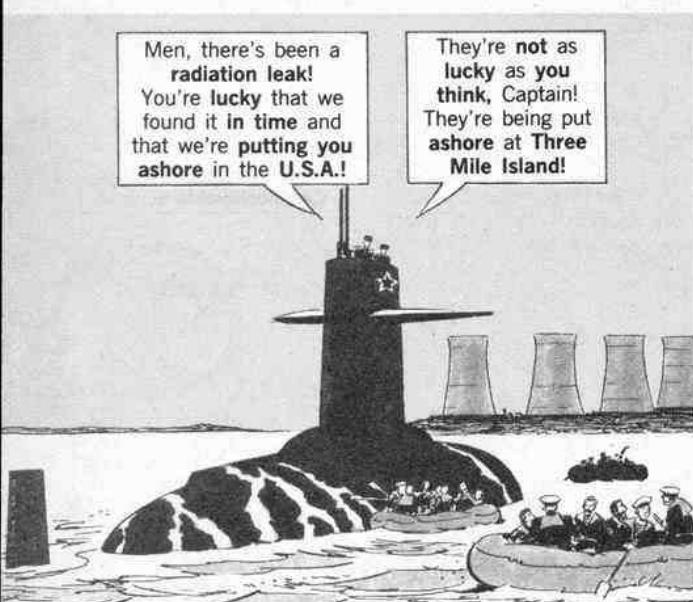


Captain, I don't understand why the water is getting so murky!

Because we're in the Barnegat under-water canyon!

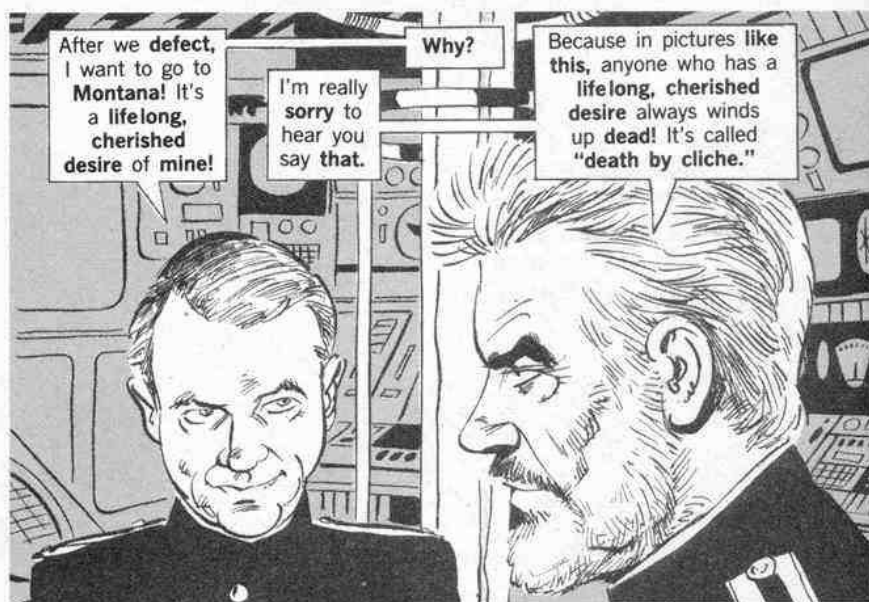
You mean, the water is so deep here?

No! It's so polluted! We're off the New Jersey coast!



Men, there's been a radiation leak! You're lucky that we found it in time and that we're putting you ashore in the U.S.A.!

They're not as lucky as you think, Captain! They're being put ashore at Three Mile Island!

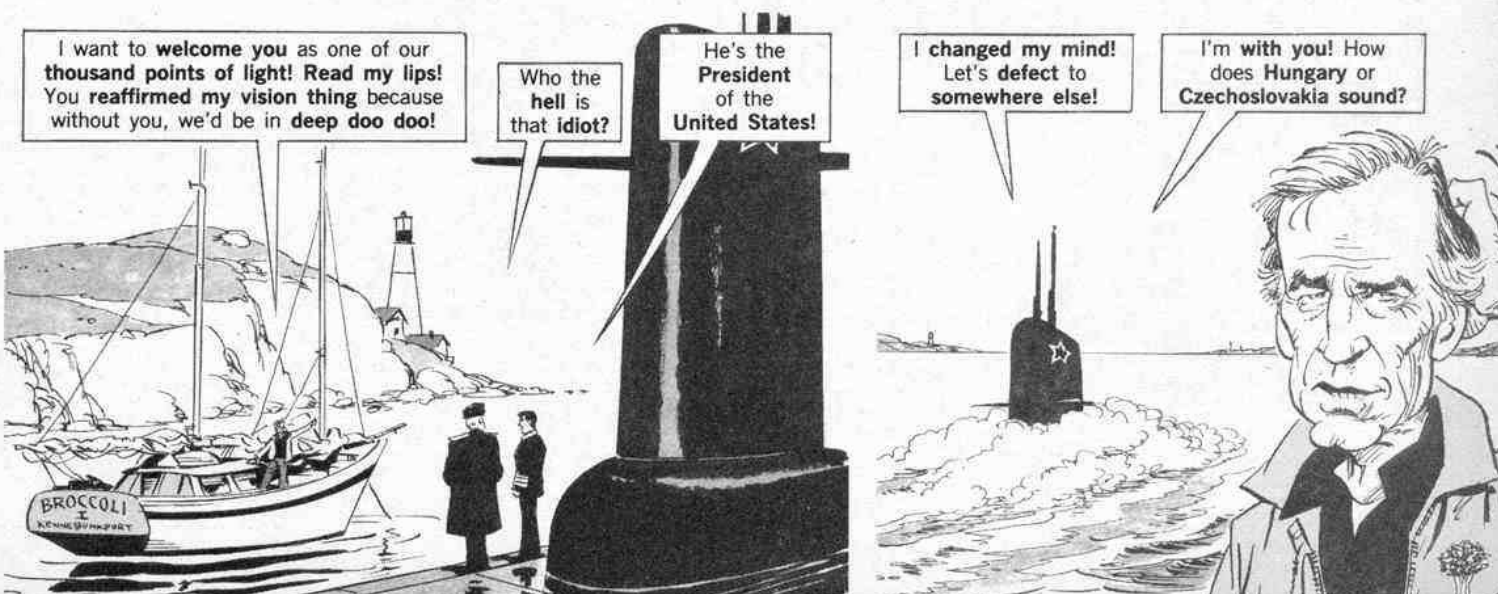
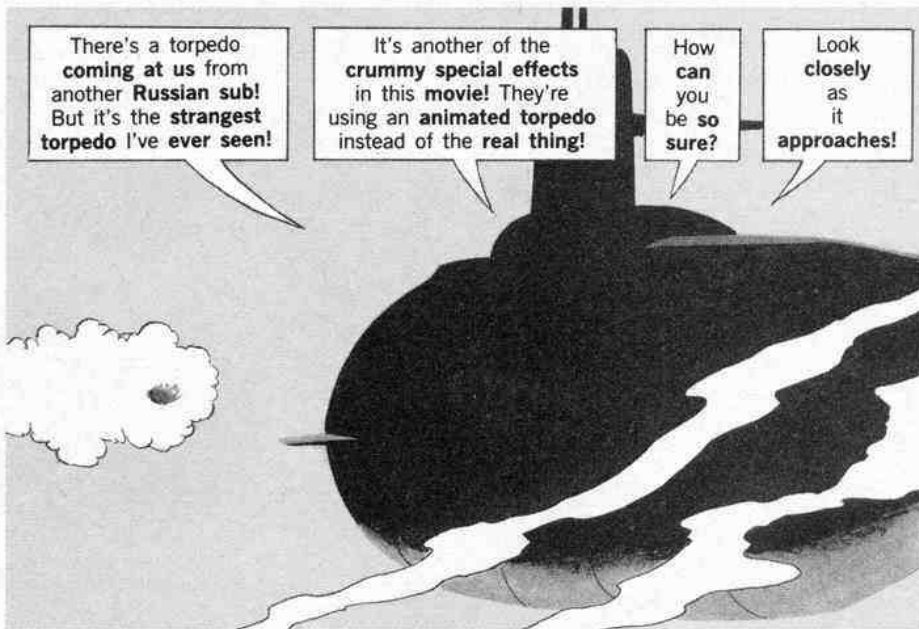
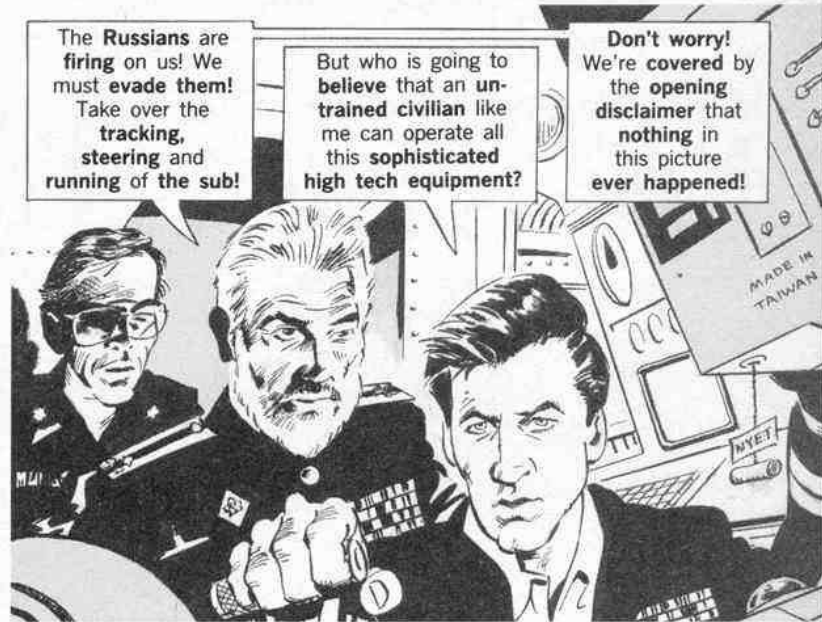


After we defect, I want to go to Montana! It's a lifelong, cherished desire of mine!

I'm really sorry to hear you say that.

Why?

Because in pictures like this, anyone who has a lifelong, cherished desire always winds up dead! It's called "death by cliché."



When you need to know about Yo-Yo tricks, you should come to the Yo-Yos here at MAD! We are the official keeper of the list of...

UNOFFICIAL Y -Y TRICKS EVERY KID KNOWS

ARTIST: PAUL COKER

WRITER: DAN BIRTCHER



PLUMBING THE DEPTHS



BUMPS IN THE NIGHT



TEASING THE BEAST-THING



FLIRTING WITH DEATH



SYMPHONY FOR DRYER



CONFUSING THE DRUNK

**WHAT IS
THE MOST
SICKENING
TREND IN
MOVIES
TODAY?**

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

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fiends seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◄ B

FOLD BACK SO "A" MEETS "B"



COMPLAINTS ARE MOUNTING AGAINST FILMMAKERS WHO SHOW MERCILESS VILLAINS, VULGAR SEX, AND SICK TWISTED MORALS IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS.

A ►

◄ B

A MAP WE'RE SOON LIKELY TO SEE!

Regular River

Unleaded River

Petroleum,
Wetlands

Kerosene Kill

High
Octane
Harbor

Dipstick Inlet

10 W 40 Sound

Lower
Home Heating
Fuel Bay

Flammable Swamp

Diesel Beach



EXXON OCEAN

ANOTHER
MAD
MINI-
POSTER