

IN THIS  
ISSUE WE...

DEMOLISH  
FULL HOUSE

SLIME  
EXXON

TORPEDO  
RED OCTOBER

No.  
297  
Sept.  
1990

# MAD

IND.  
Our  
Price  
\$1.75  
Champ!



09



# RUN FOR COVER!!!

## As Well As the Other 96 Pages of...



**IT'S TICKING AWAY AT A NEWSSTAND NEAR YOU!  
BUY IT NOW BEFORE IT GOES OFF-SALE!**

# MAD

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

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*  
CHARLIE KADAU, JOE RAIOLA, SARA F. FRIEDMAN *associate editors*  
DICK DE BARTOLO *creative consultant*  
JACK ALBERT *lawsuits* ANNE GAINES *logistics*  
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*  
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: MORT DRUCKER

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

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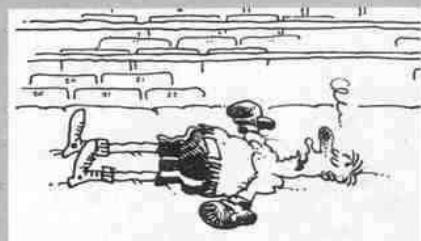
## VITAL FEATURES

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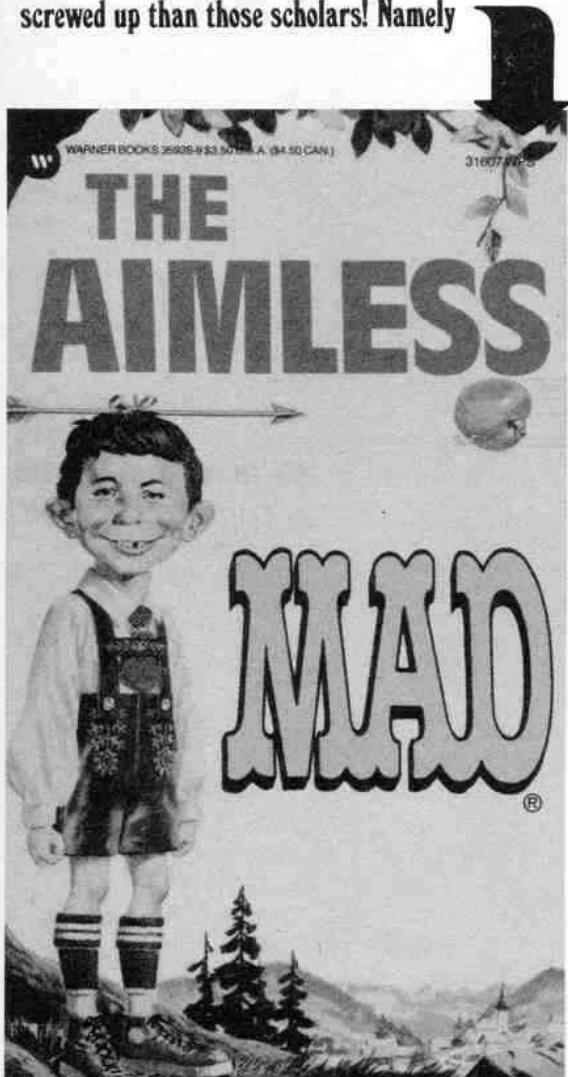


UNOFFICIAL YO-YO TRICKS EVERY KID KNOWS Pg. 48

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!



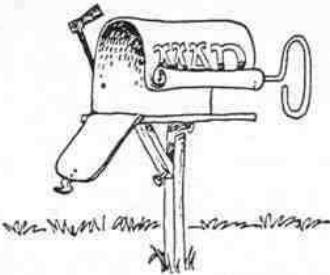
#### PUNS ON THE RUN

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 Johnsburg, 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 punishment and justice during the Middle Ages. The enclosed picture is of the 3-D project

Nick Caruso, Jr. of Staten Island, NY sent us this drawing of MAD publisher William Gaines in a tutu. 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.



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 Geraldo? 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 Meants to Stupid Tortures"!—Ed.

## 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:  
MAD, Dept. 297, 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 isotope!

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I ENCLOSE \$13.75.\* Please send me the next 8 issues of MAD... I don't want MAD Books, but please let me know when you offer tofu wienies!

CHECK HERE IF RENEWAL

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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!



# 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"!



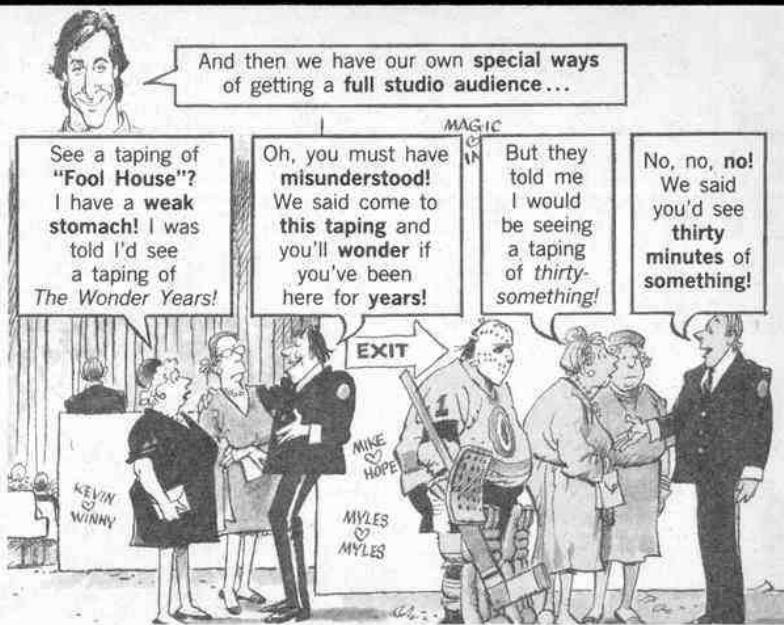
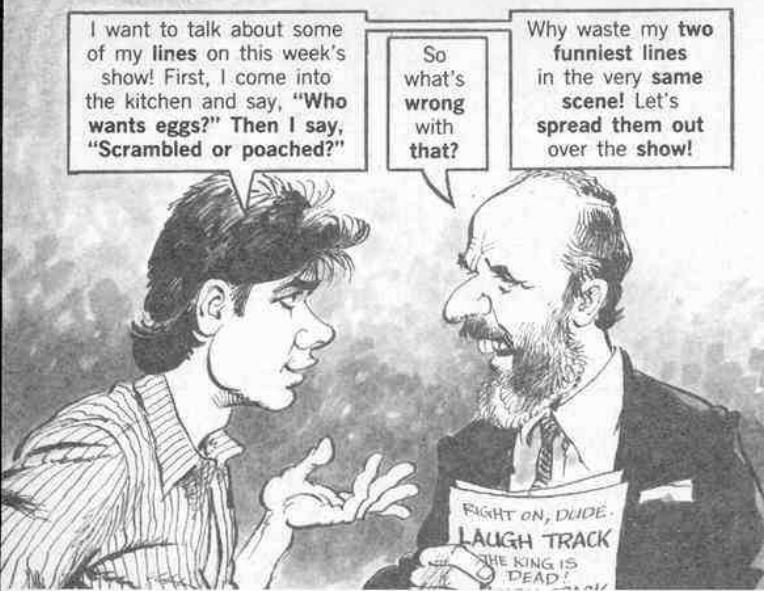
Now that you've met the cast, let's look at some stuff I shot at  
a recent script meeting between the cast and writers! Don't  
shake your head in disbelief—yes, that stuff is written!

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

Eye shadow?  
Much too  
controversial!

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





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?

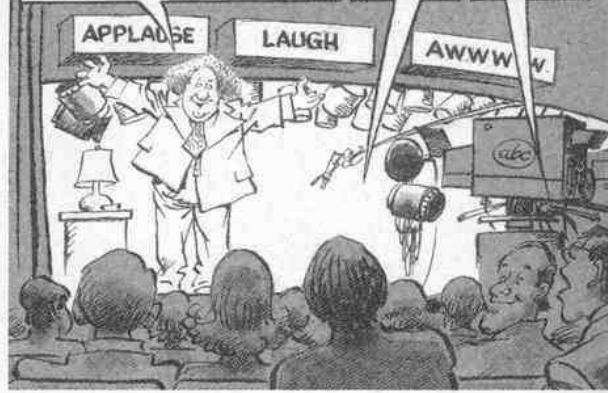
No, no, no! Not what you'd like to do! What you're expected to do! And you're expected to laugh!!



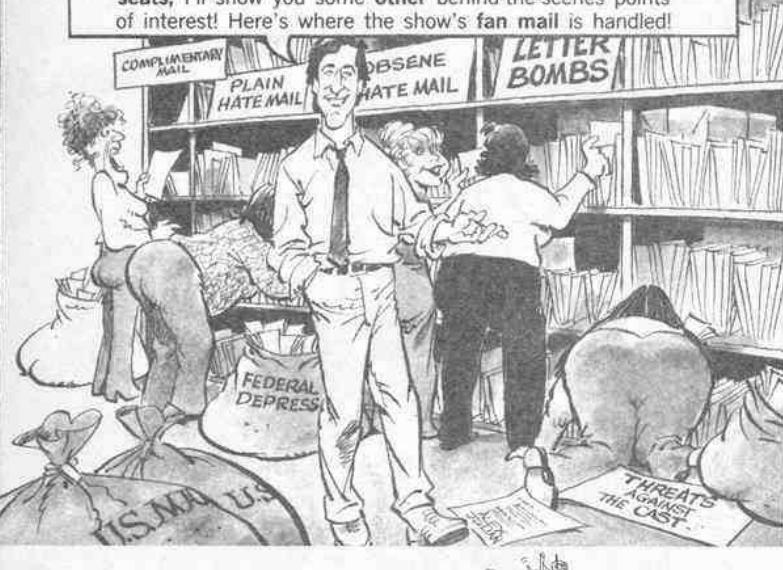
I know you're all familiar with the "**APPLAUSE**" sign, but on this show we have added two signs! The "**LAUGH**" sign will light at the end of every line of dialogue! This "**AWWWWW**" sign will light up every time someone kisses someone else!

My God, we'll be "awwwwing" for the whole half hour!

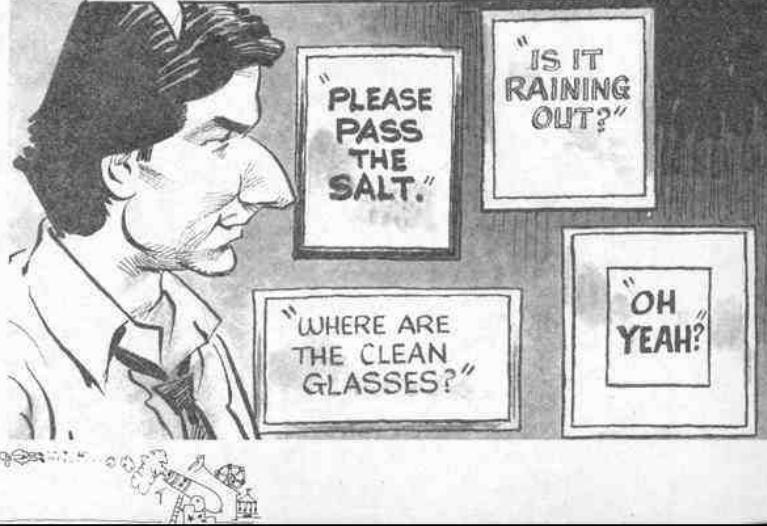
Maybe it'll keep us from barfing for the whole half hour!



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!



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...



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

Aaarrgghh!

Groan! Not this stupid plot again!

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!

APPLAUSE



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

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

Well, I'll let  
Mr. Teddy Bear  
help you!

Now here are those same  
scenes after the audience  
left and the **real** talent  
on the show took over—  
the sound effects people!

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

I'd like to give  
that kid a bear!  
A killer grizzly!

Retch!

Please use the bags,  
people! We gave out  
barf bags, so use 'em!

Are you having  
trouble, honey?

Right on,  
dude,

TEE  
HEE



Well, I'll let  
Mr. Teddy Bear  
help you!

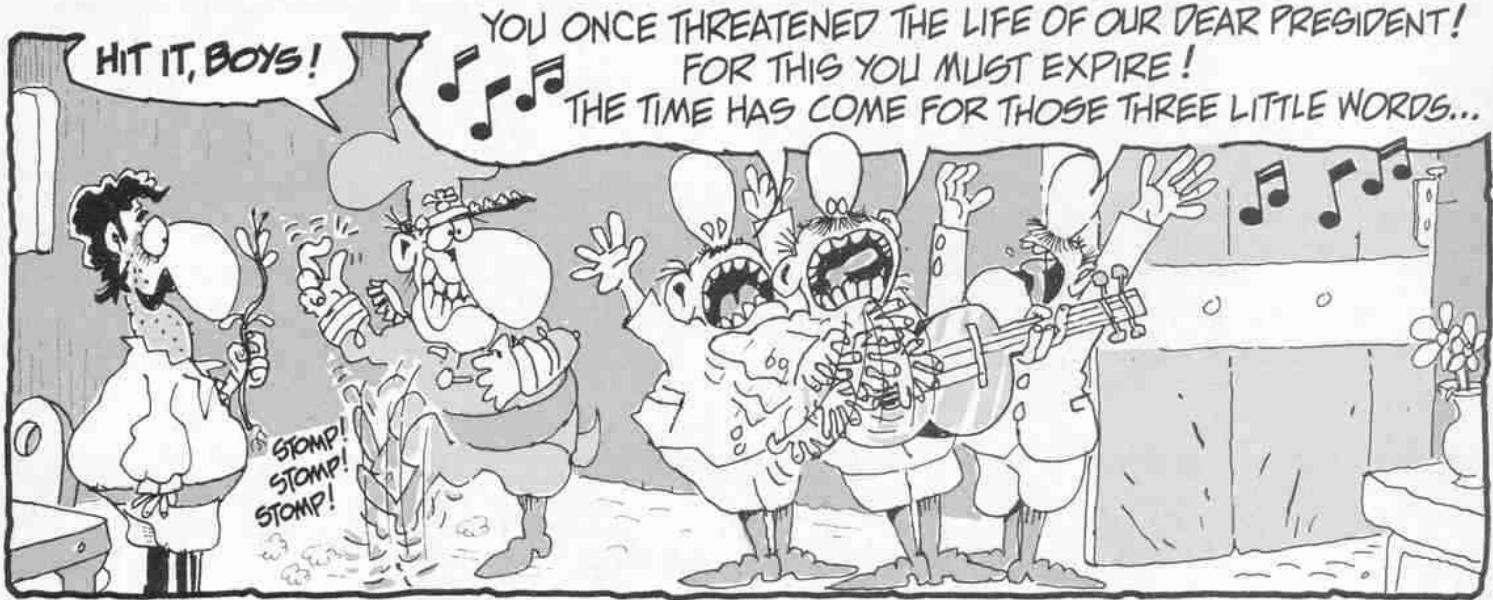
HU-HA!  
HO



Well, that's my **behind the scenes** look at "Fool House"!  
You're probably wondering why I would show **scenes** that  
expose this show as the **garbage** it is! Like I said,  
I'm in **two hit series**! Here I'm only **one** of half a  
dozen players! But I'm the **only star** of "America's  
Phoniest Home Videos"! I should care? **No way, dude!**

THE  
END.

# 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 10 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.



#### 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

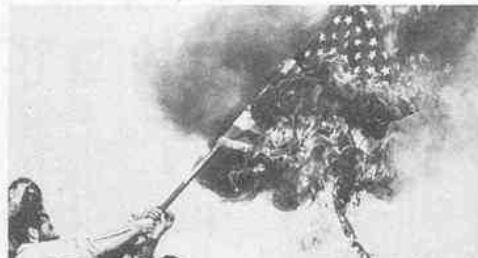
## TOP NATIONAL ISSUE



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...



# ODEVOLUTION

WRITER: HY BENDER

## DOG ROLE MODEL



Lassie

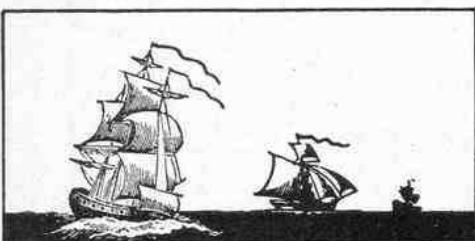


Benji

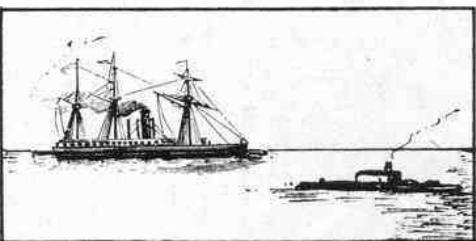


Spuds MacKenzie

## 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



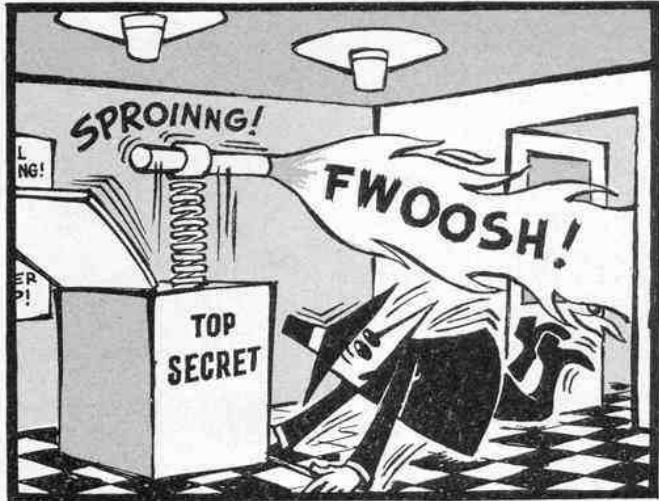
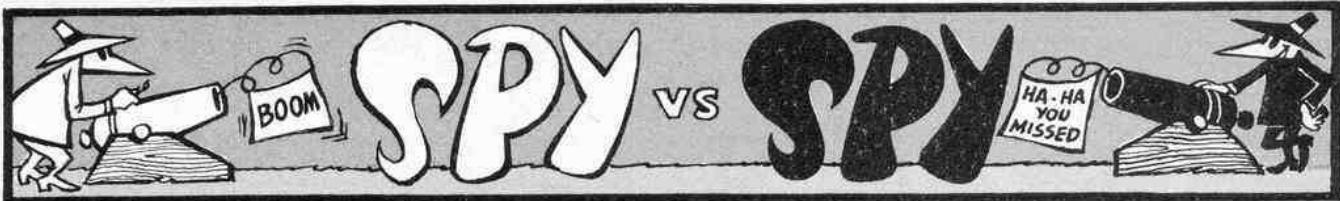
June Cleaver



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. **CHOKE** \$2.95

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

**T. BUNK**

**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®

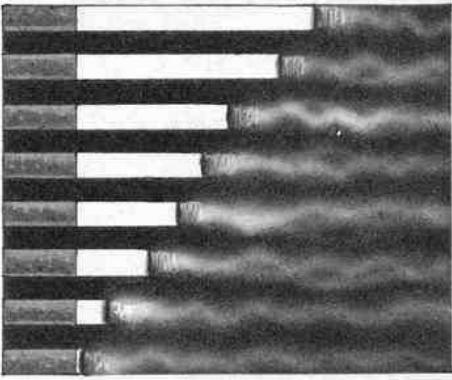
In each issue of CHOKE we ask a question of particular interest to smokers and invite our many readers to send in their responses.

### 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

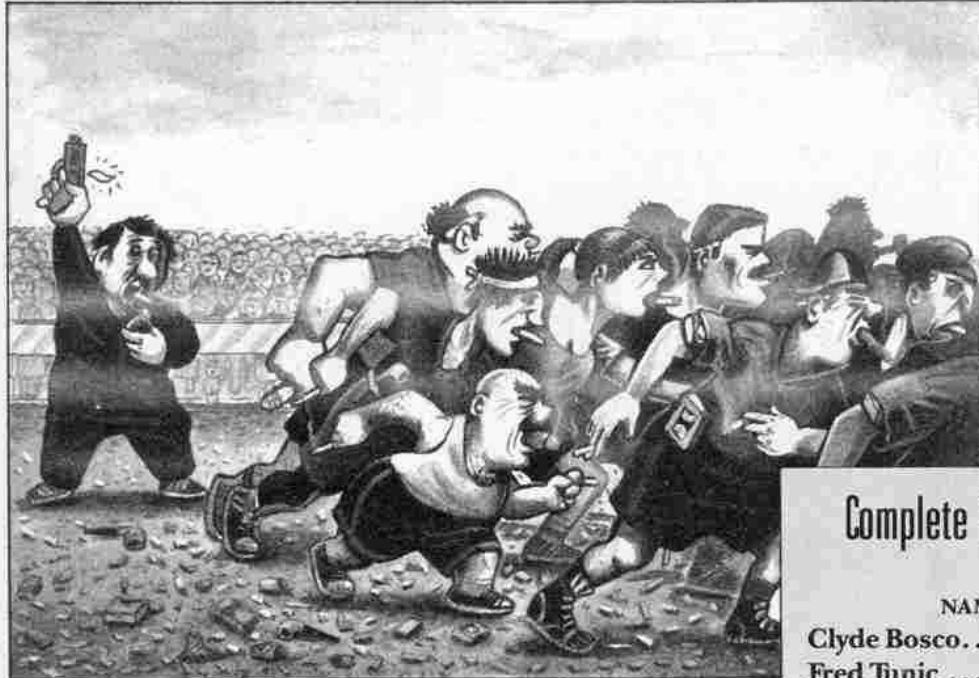
**DUMB OBNOXIOUS CRETIN:** Excuse me, it's very dangerous to smoke while you're pumping gas. Maybe you should put it out.

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

# CHOKE PHOTO SPOTLITE

## 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!

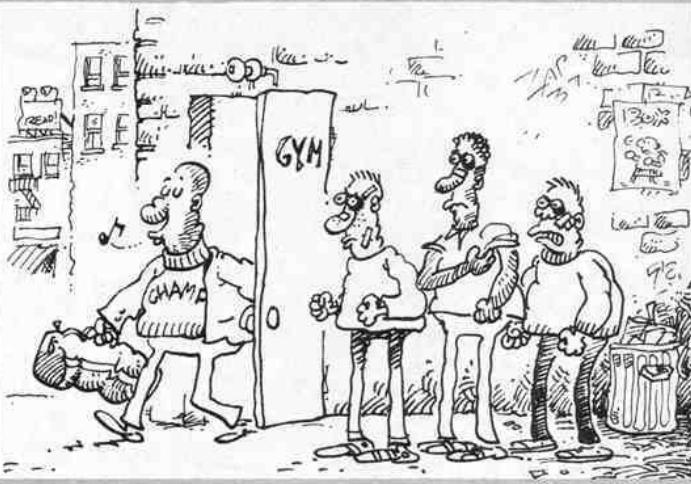
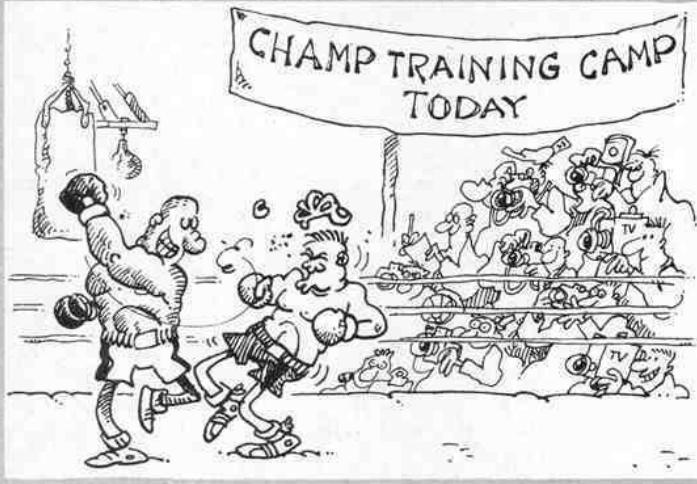
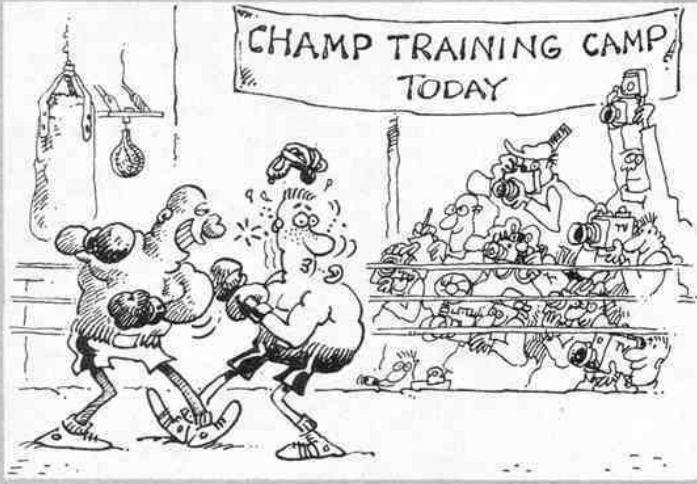
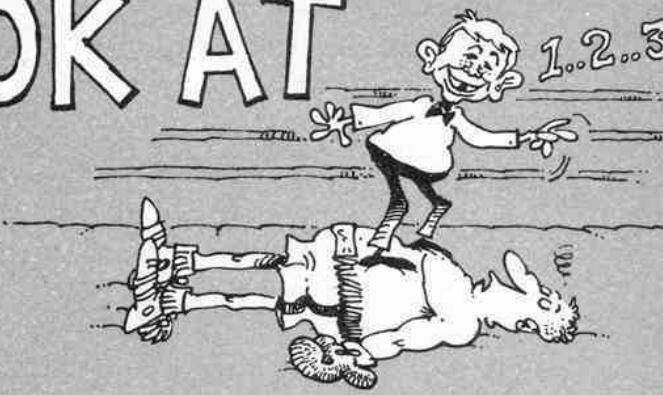
## Complete Results of RJ 100 Smoker's Marathon

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>

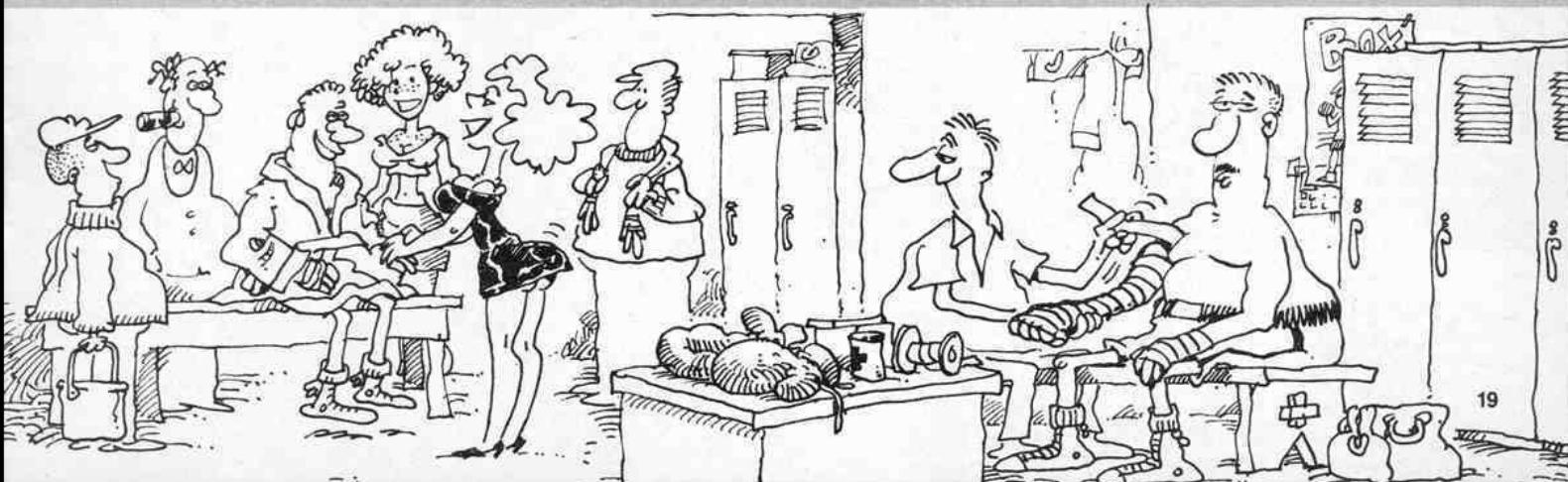
(List Continued on Page 101)

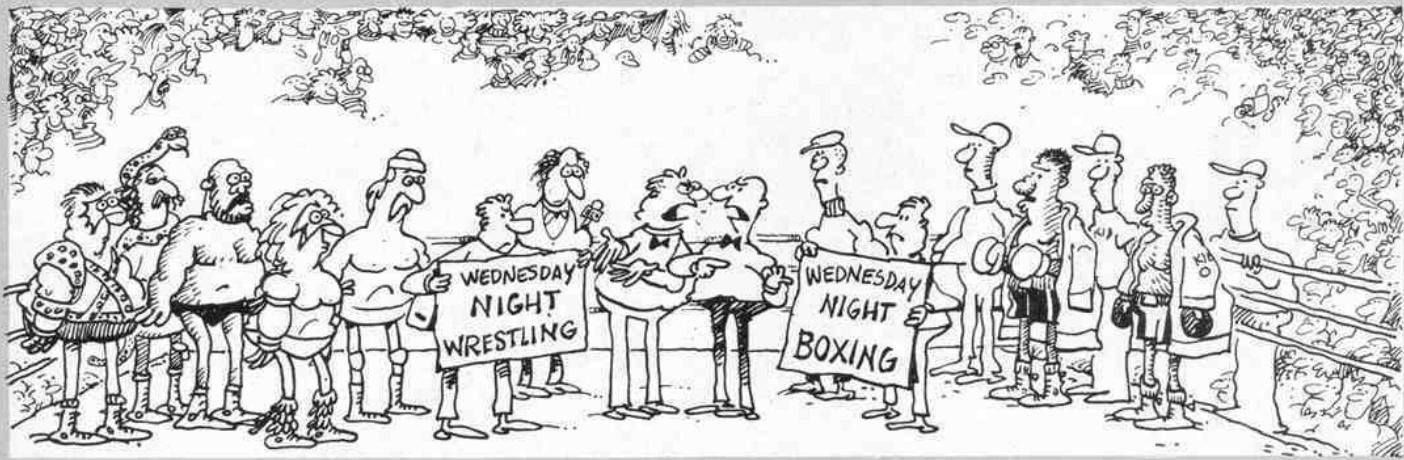
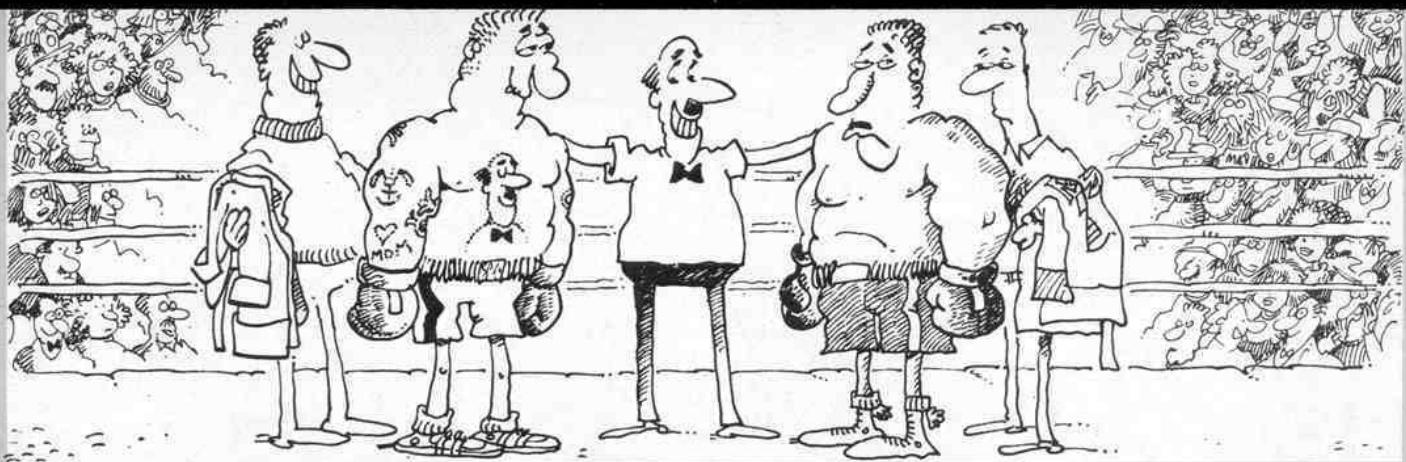
# A MAD LOOK AT BOXING

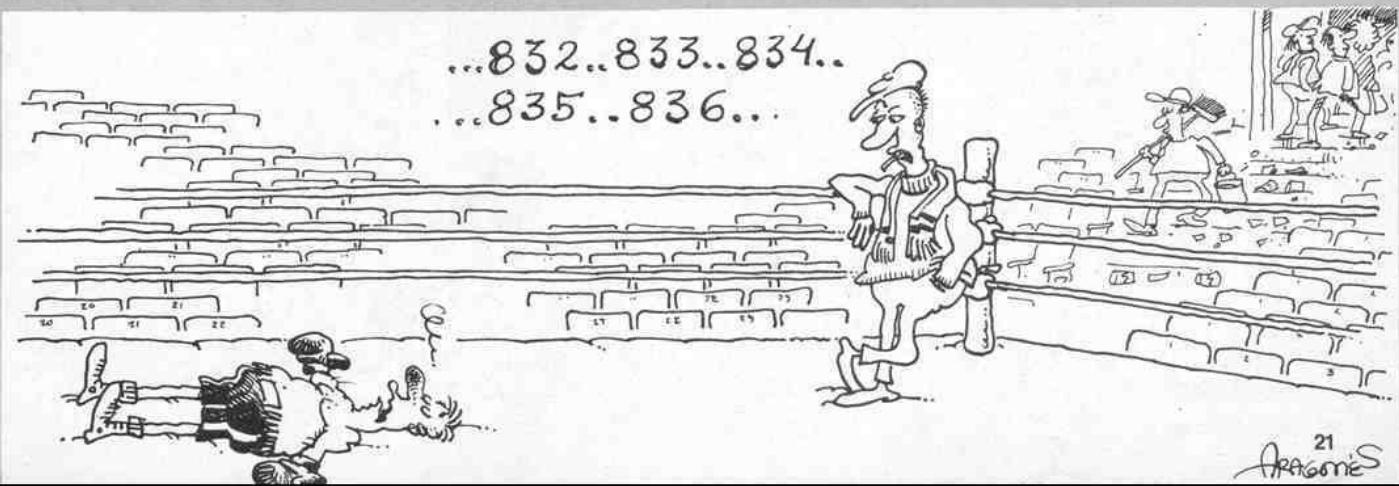
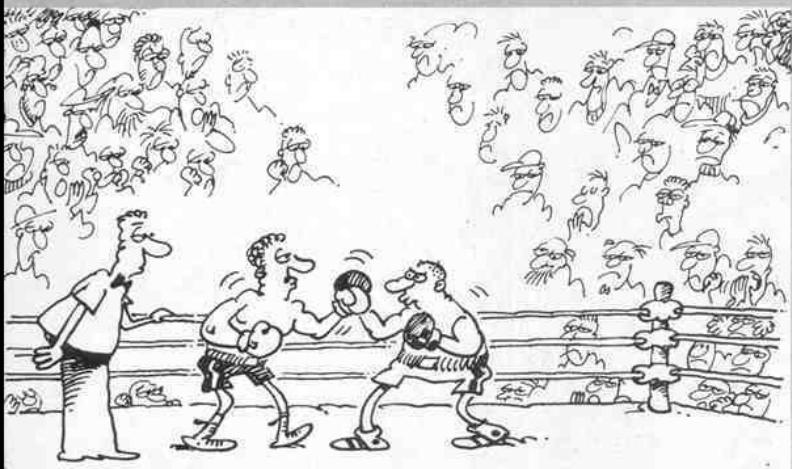
1.2.3.



ARTIST AND WRITER: SERGIO ARAGONES







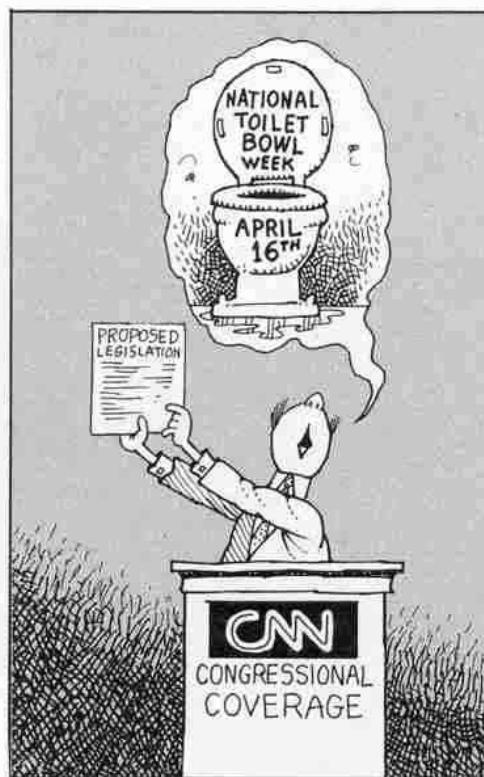
#### ALPHABET POOP DEPT.

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



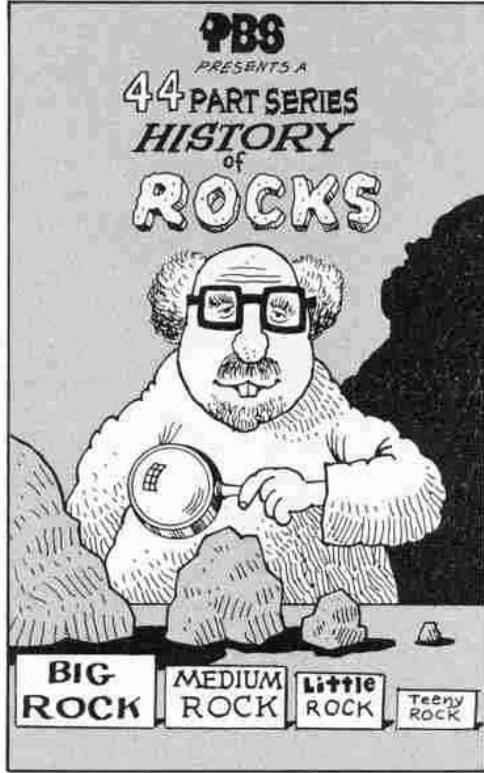
Covering Needless News



Over Pricing Every Can



Hundreds of Bad Offerings



Pretty Boring Stuff



World's Wealthiest Fakers

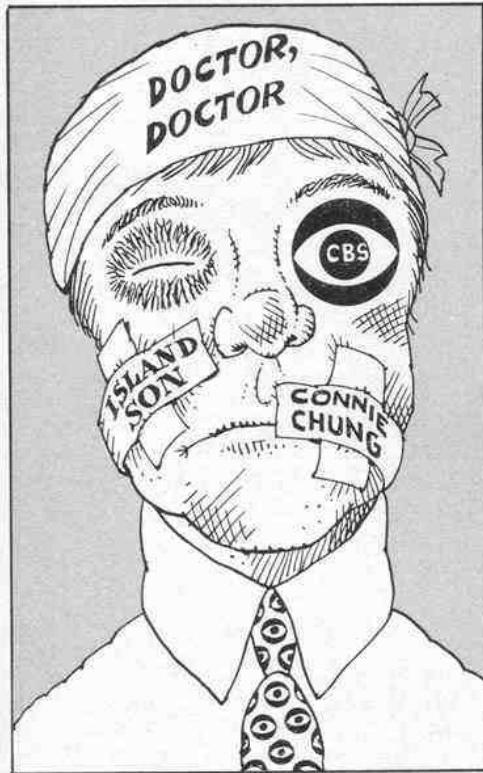
leading! We've found, however, that no matter how phony their "image" is, a corporation's initials will *always* reveal the true nature of the organization they stand for! Here's...



# ALS REALLY STAND FOR

ARTIST: AL JAFFEE

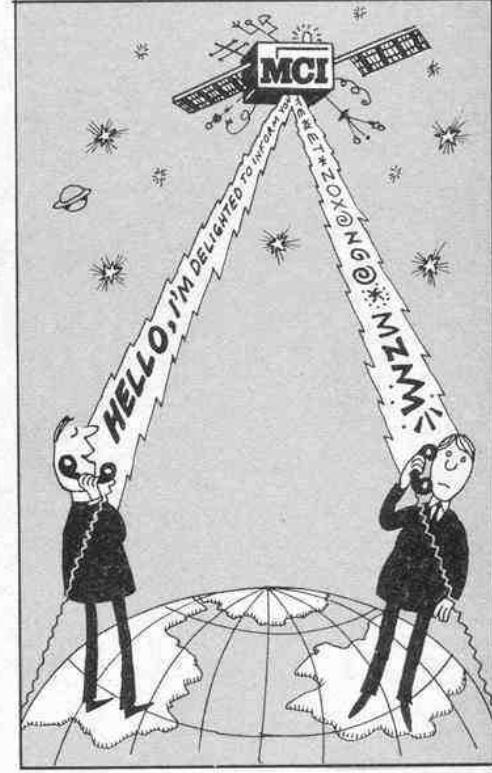
WRITER: MICHAEL GOODWIN



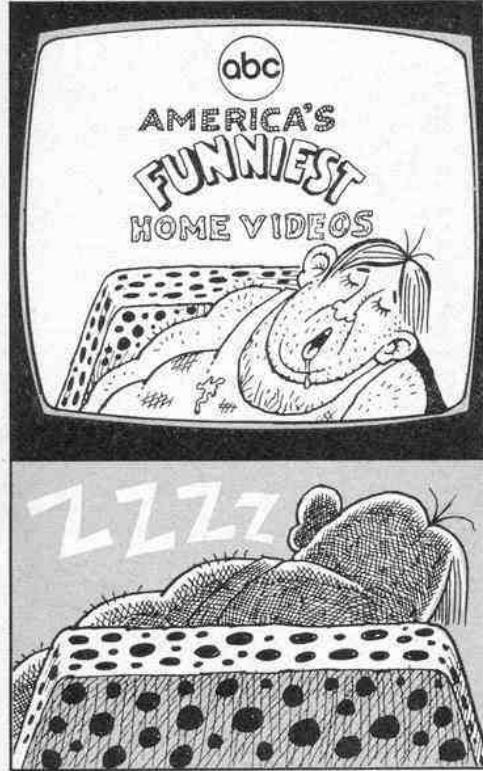
Countless Bad Shows



Needs Bill Cosby



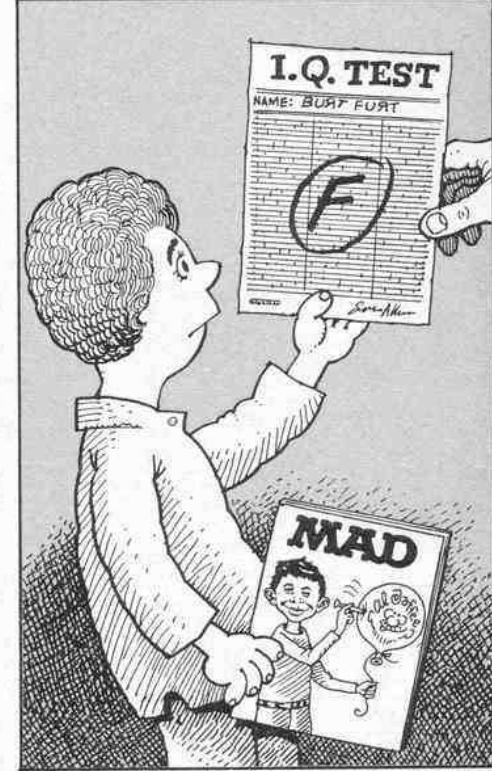
Making Communications Inaudible



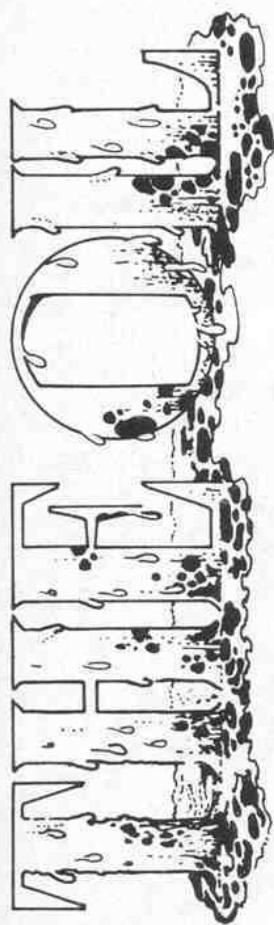
A Bland Channel



Preachers Taking Loot



Making Americans Dumber



(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 therecking of the oil!

See the seagulls drenched with oil—

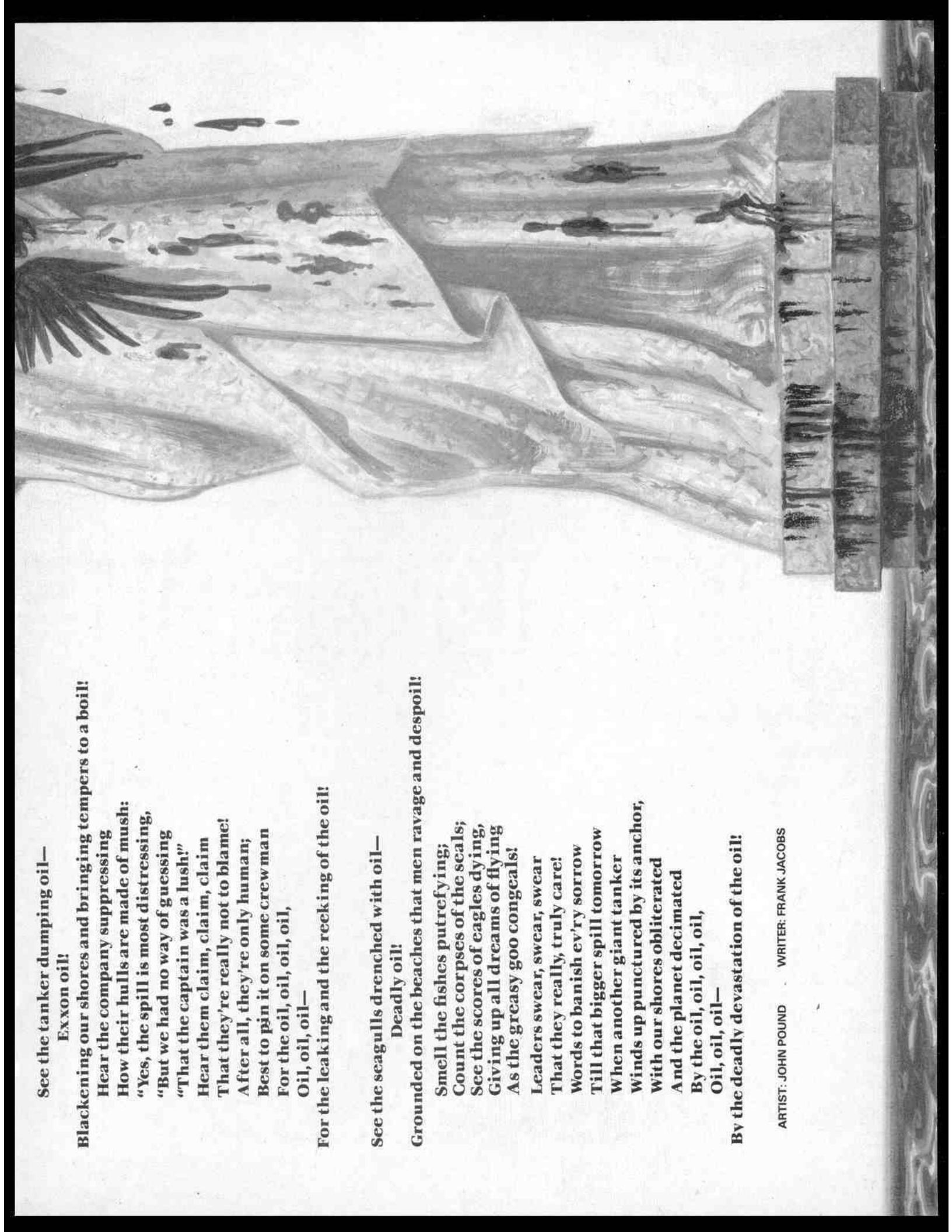
Deadly oil!

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

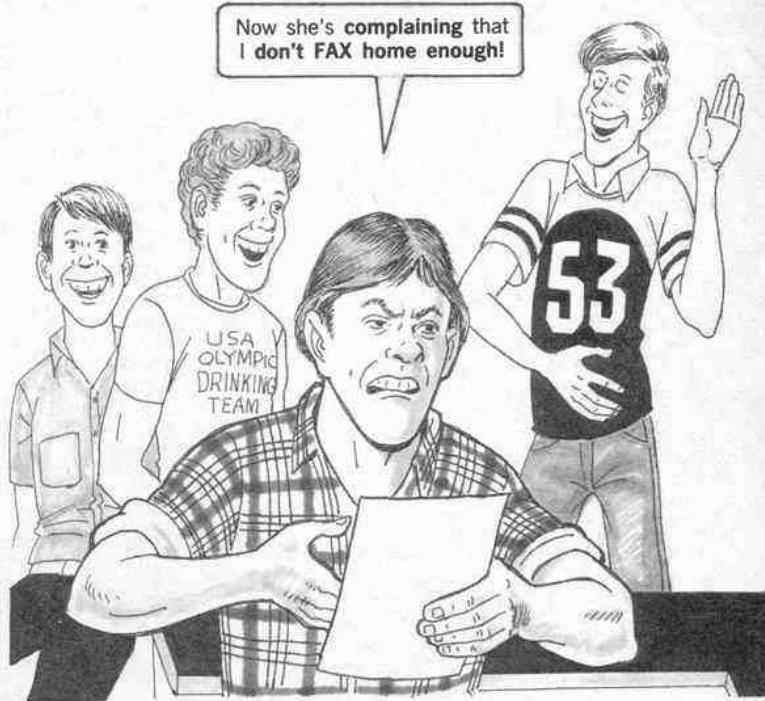
WRITER: FRANK JACOBS



## COMMUNICATION

Thanks to modern technology,  
my mother uses the very latest  
methods for getting on my back!

Now she's complaining that  
I don't FAX home enough!



BERG'S-EYE VIEW DEPT.

# THE LIGHT

## MODERN MARRIAGE

What's holding  
up the wedding?

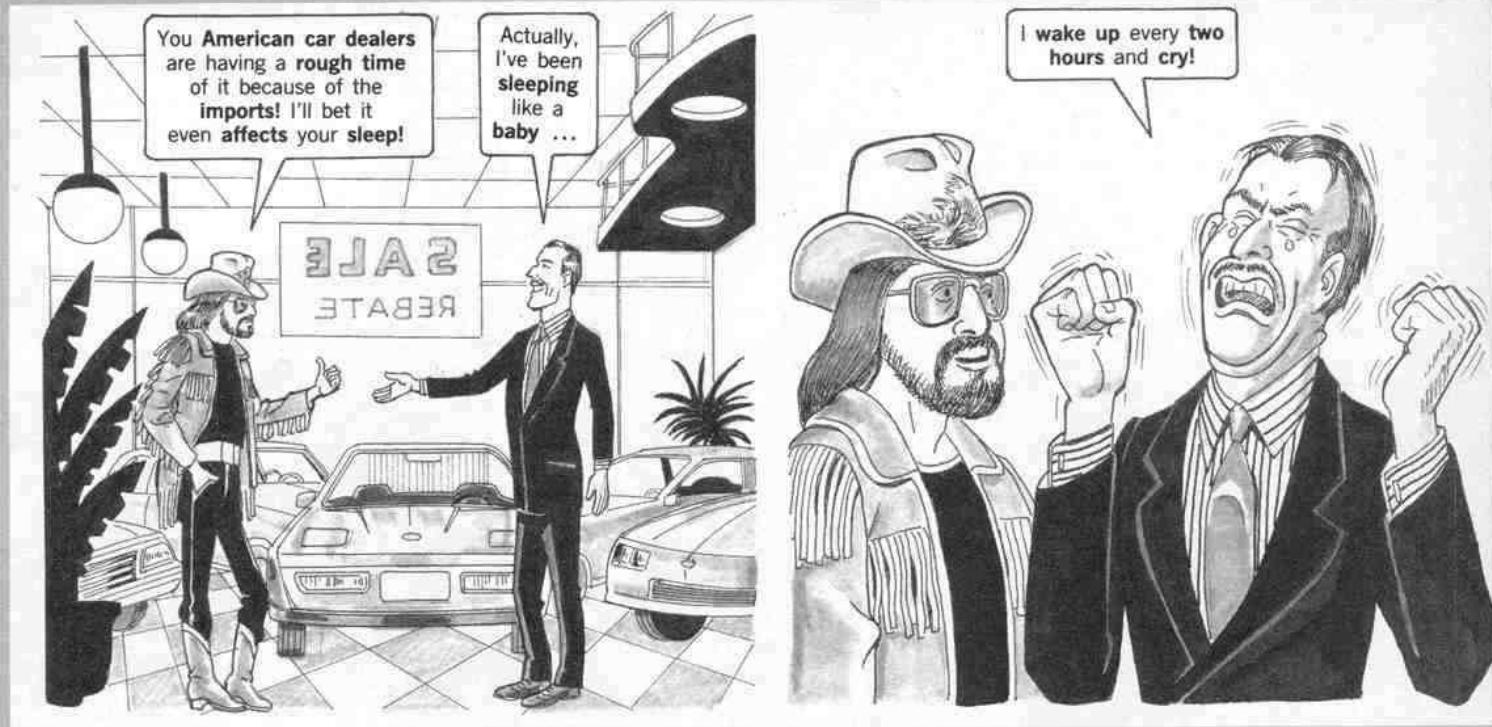
The bride and groom  
aren't here yet!

How can they be late  
for their own wedding?

Their babysitter couldn't  
make it on time!



## CARS



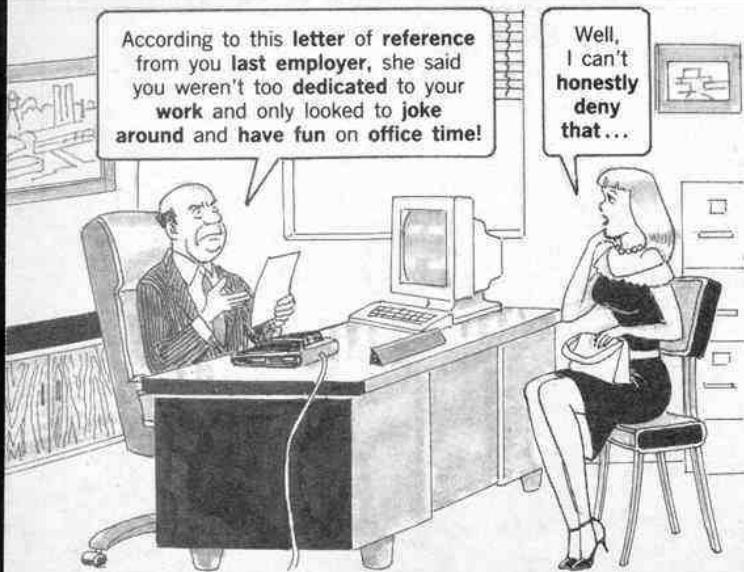
# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## GOALS



## EMPLOYMENT



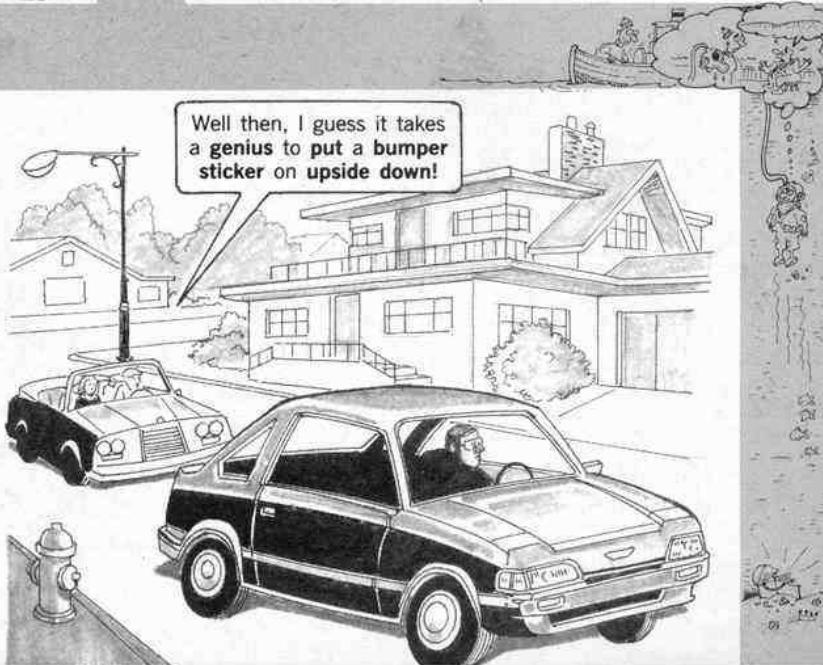
## WAITERS



## EDUCATION



## BUMPER STICKERS



## GUNS



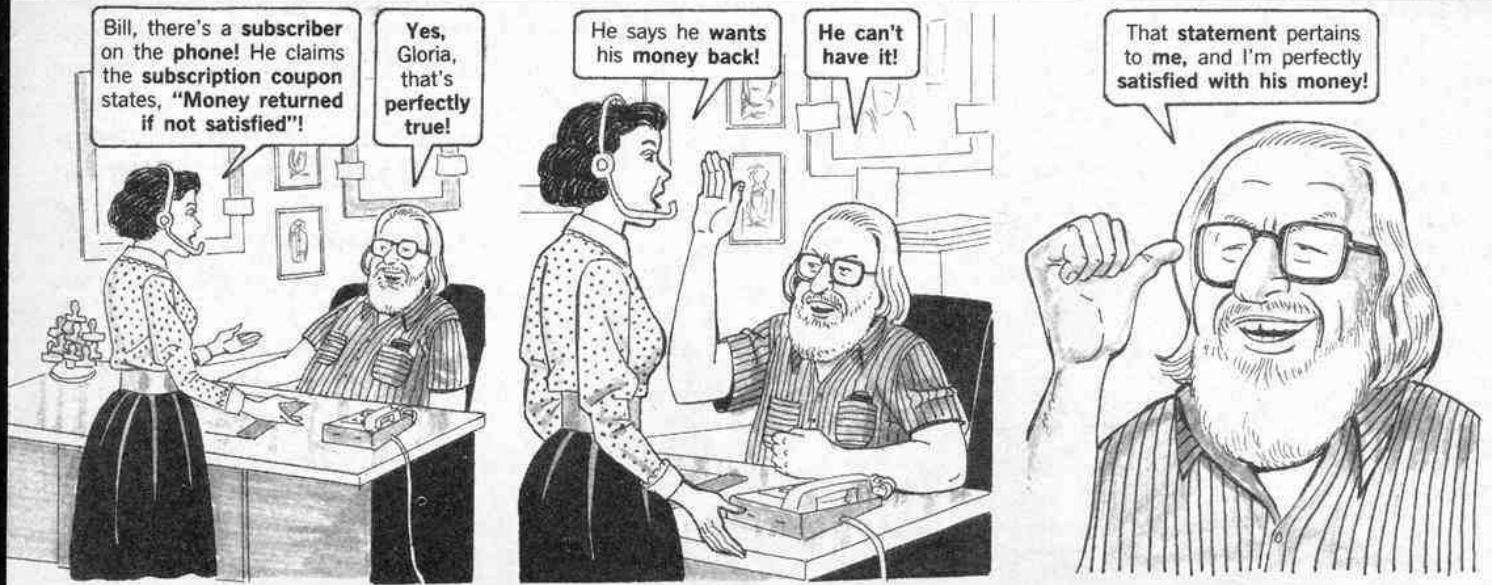
## SHOPPING



## TOYS



# THE OFFICE



## MODERN FINANCE



## DOCTORS



This Kickoff is  
brought to you by...  
BUDWEISER

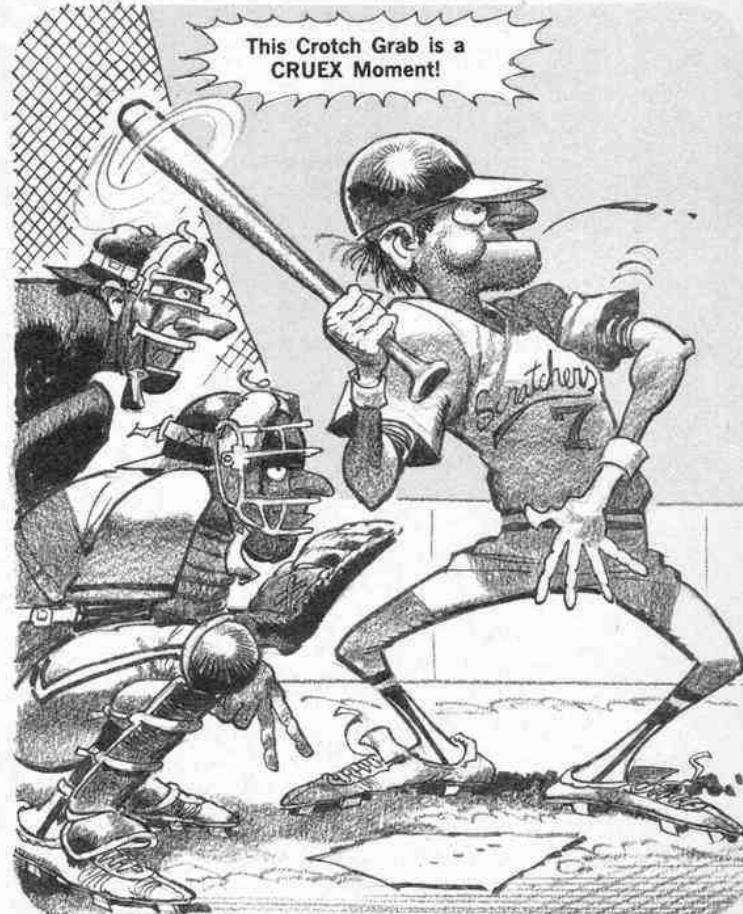
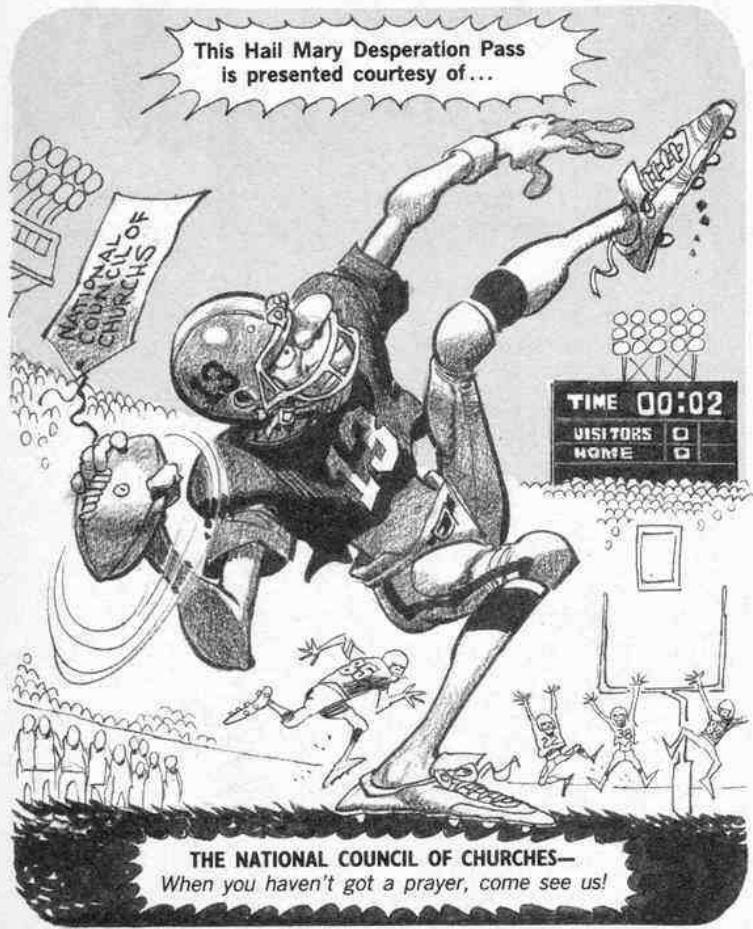
ENDORSE OF A DIFFERENT COLOR DEPT.

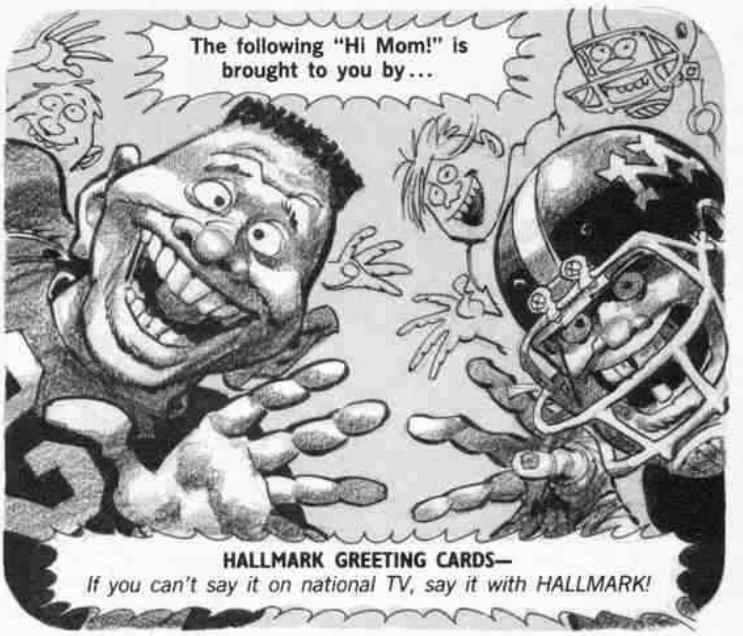
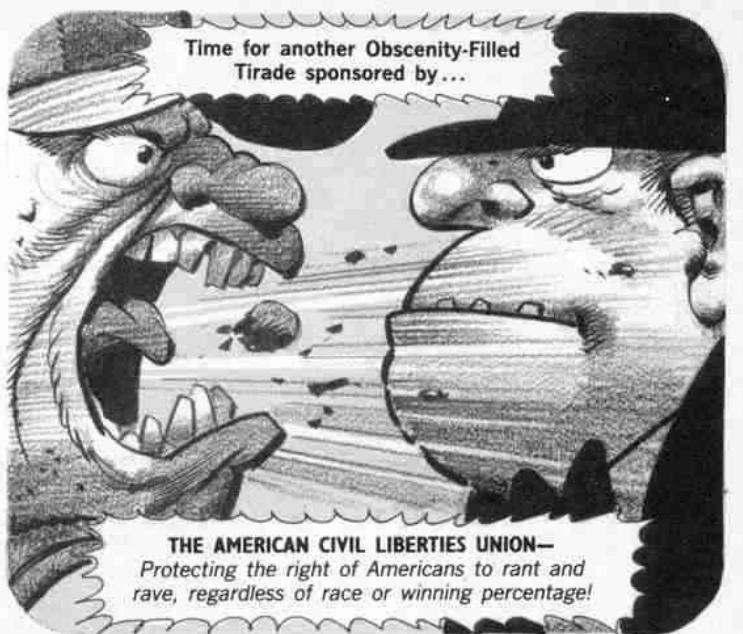
This nauseating travesty is no doubt familiar to anyone who watches sports on TV: Convinced that 90 minutes of commercials in a 3-hour sportscast isn't enough, networks and advertisers are now "encroaching" on the games themselves! So far, these annoying mini-ads have been limited to kickoffs, home runs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

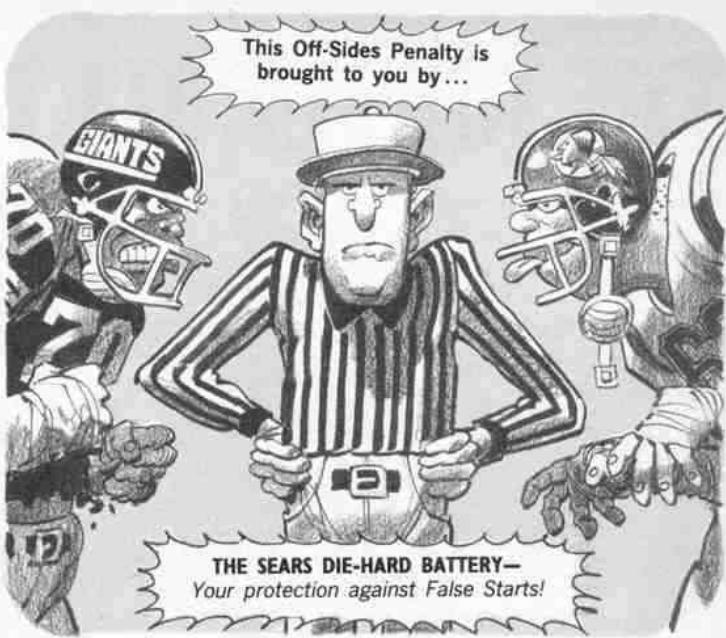
# WHEN TV SPORTS ADVERTISERS decide to "SPONSOR" MORE than just KICKOFFS & HOME RUNS

ARTIST: JACK DAVIS

WRITER: MIKE SNIDER

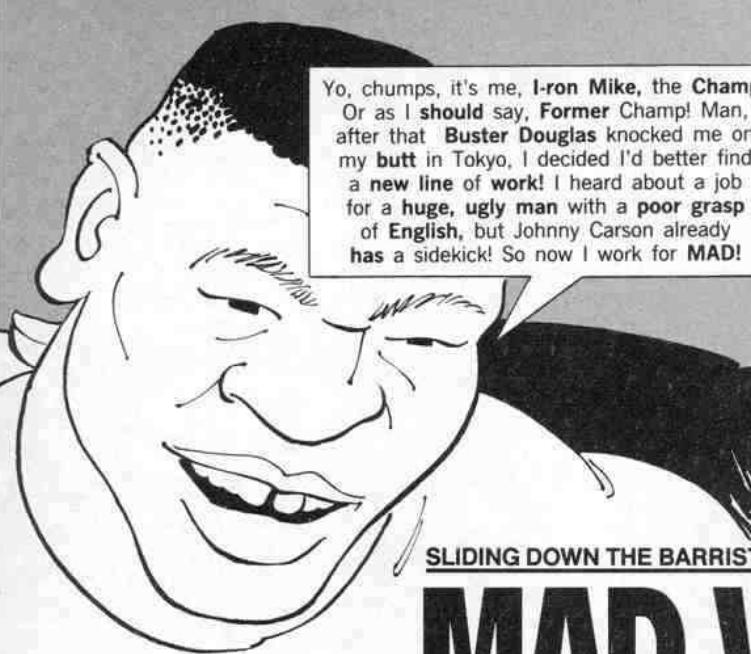






# THE TORTUROUS TRAPEZE TRAVESTY





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  
heros**! 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 **Spirlo 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!

**BUSTA  
WHO?**

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**?

My wife died.

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

But I'm the **driver**!

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**!

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!

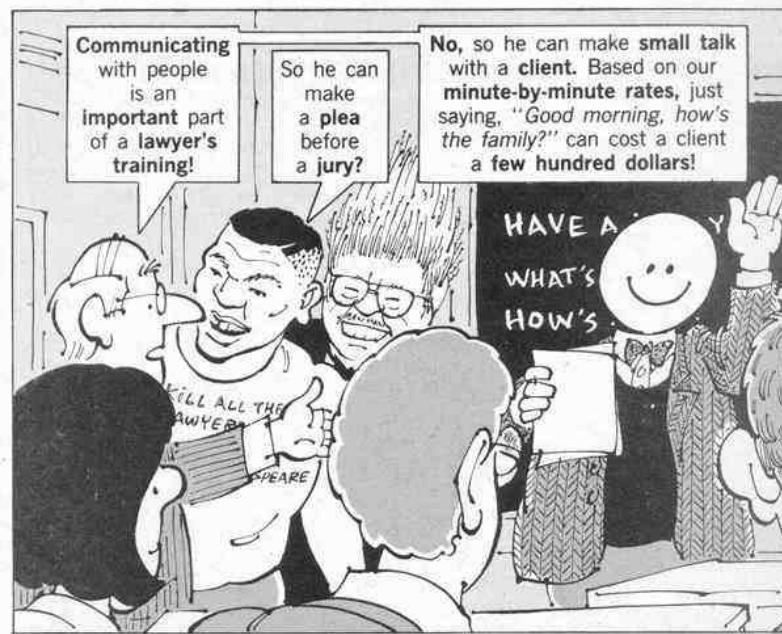
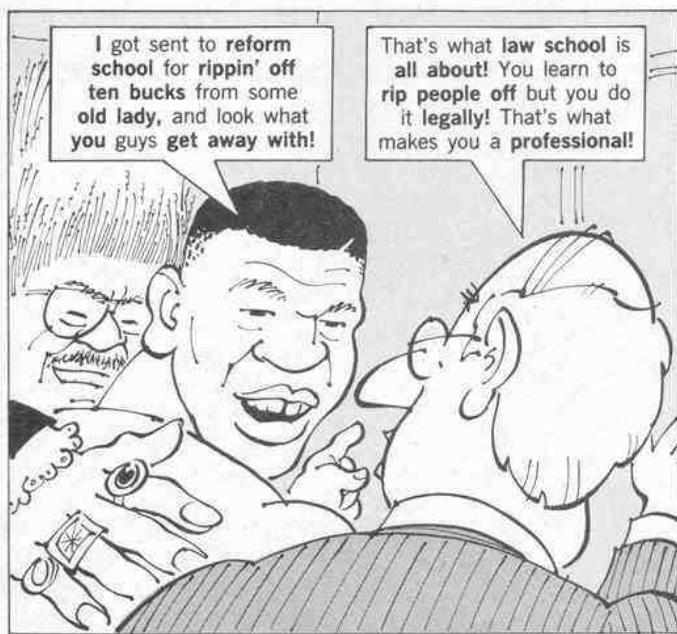
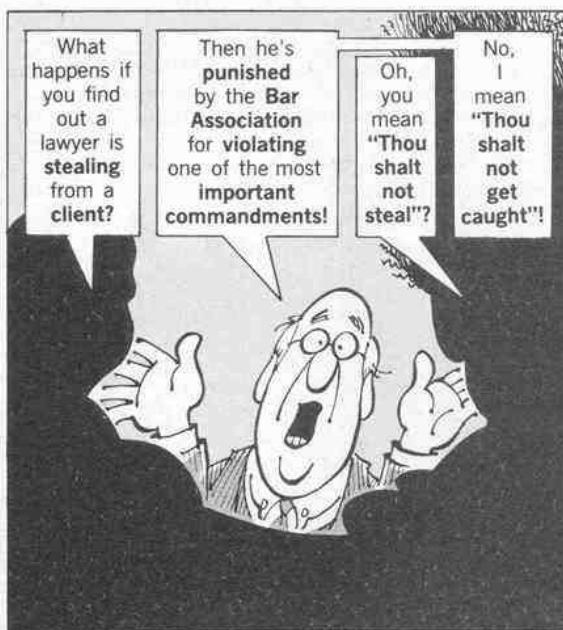
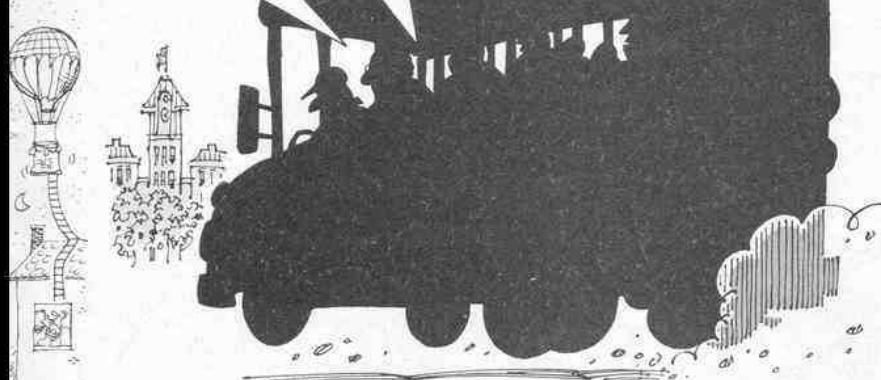
You mean exhibition charity bouts?

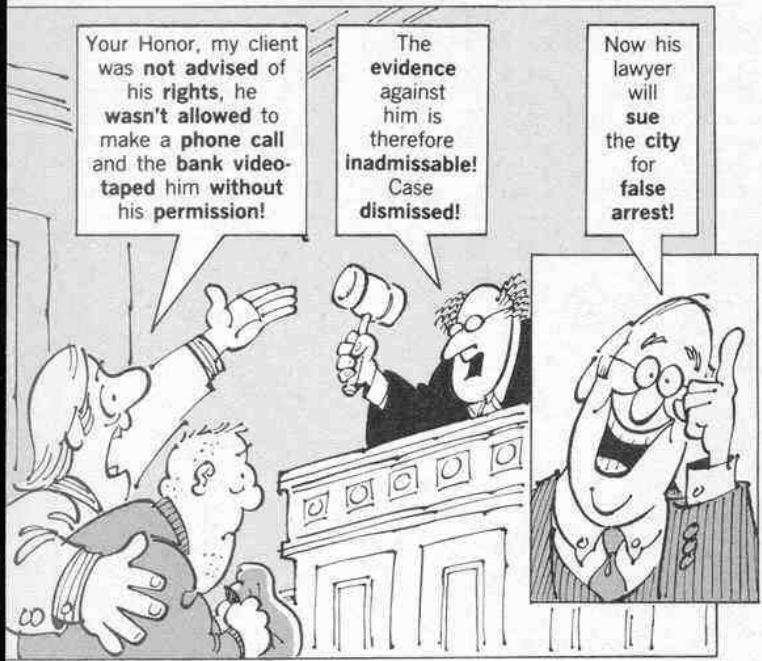
No—on the streets of New York at two in the morning! I also fought my wife and thought it was a freebie, but after her lawyers got through with me she became my highest paid opponent!

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!

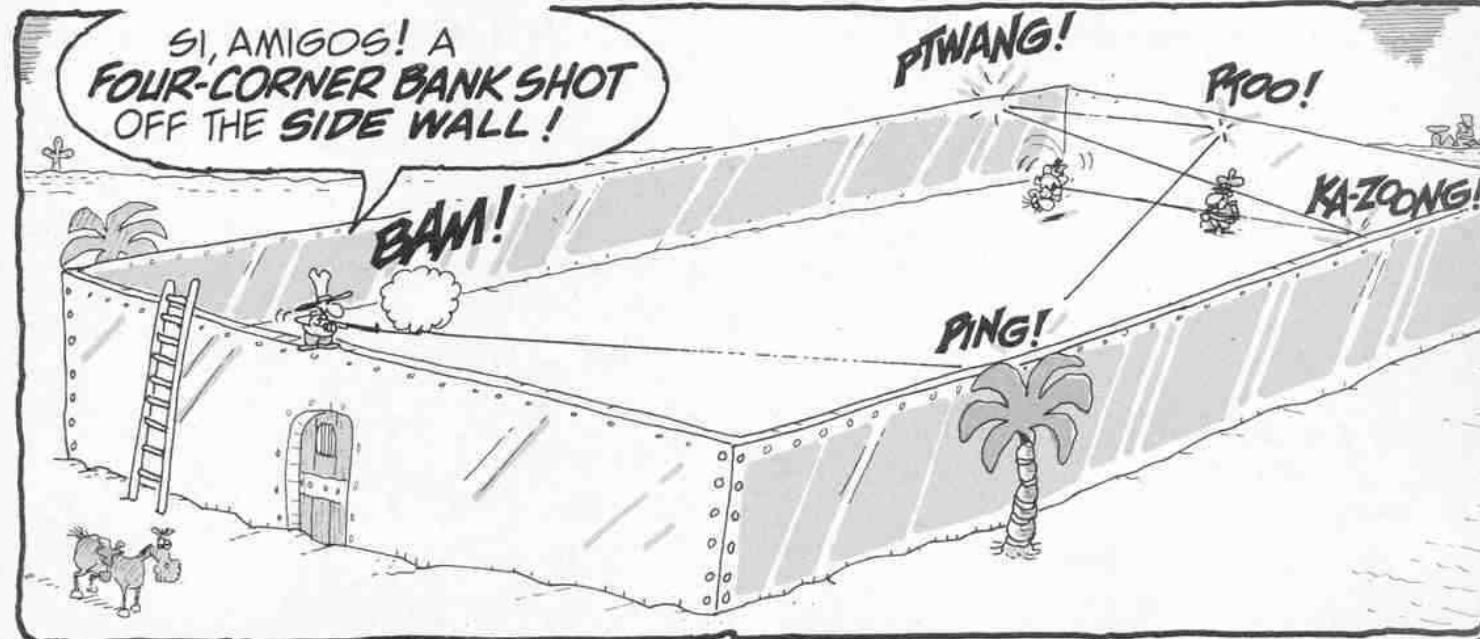
So, you're teaching them the honor system!

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





# THE SADISTIC SHARPSHOOTER'S STUNT



HOT DOG SPACE SHOT

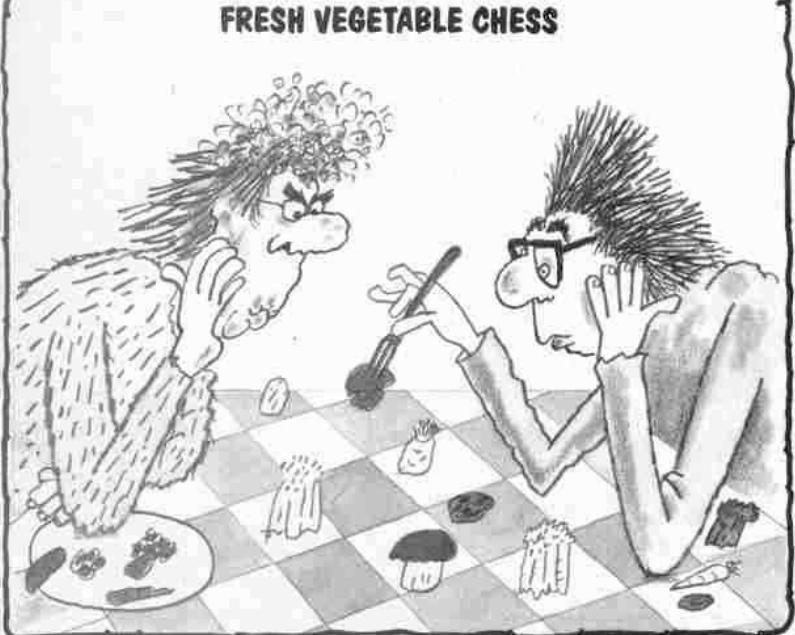


# FOO WITH

MEAT LOAF SLINKY



FRESH VEGETABLE CHESS



HOT CAKES AND BUTTER LAS VEGAS SHUFFLE



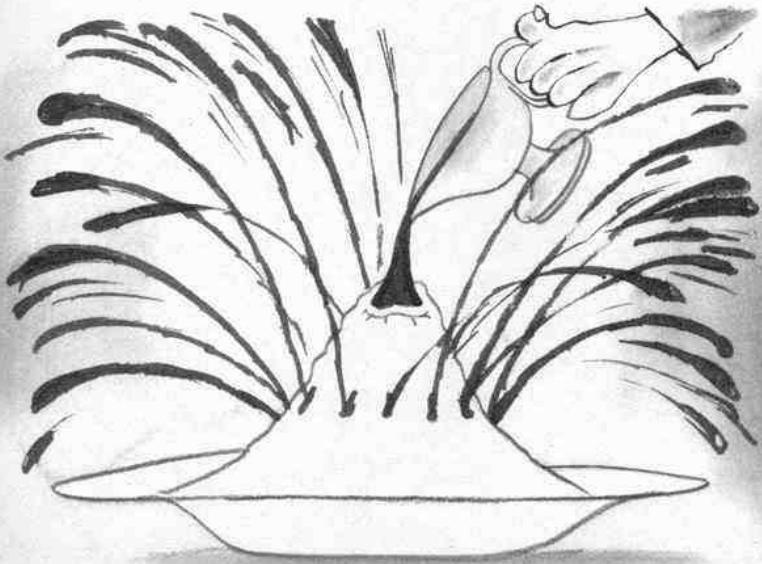
# LING FOOD

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



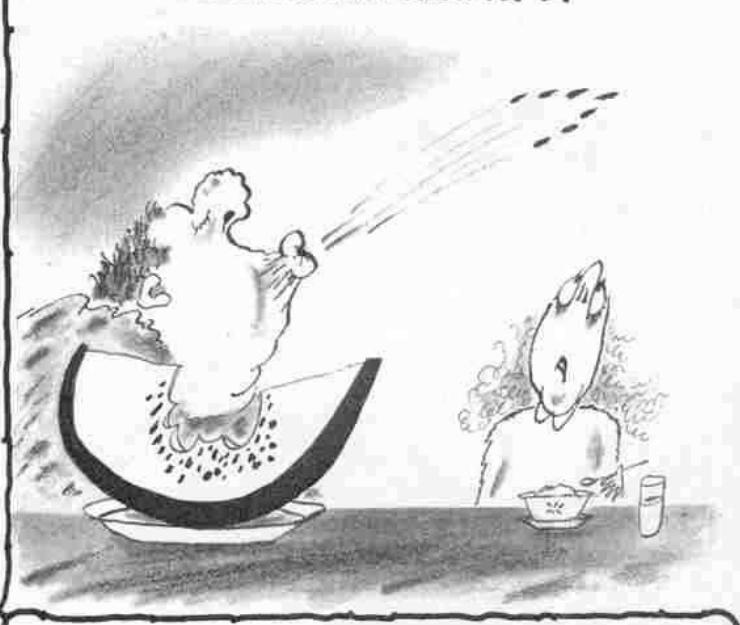
BRUSSELS SPROUTS EXTRA POINT KICKS



GRILLED CHEESE CAT'S CRADLE



WATERMELON AIR SHOW FLY-BY



CHICKEN WING BOOMERANG



CHEERIOS VS. SHREDDED WHEAT TIC-TAC-TOE



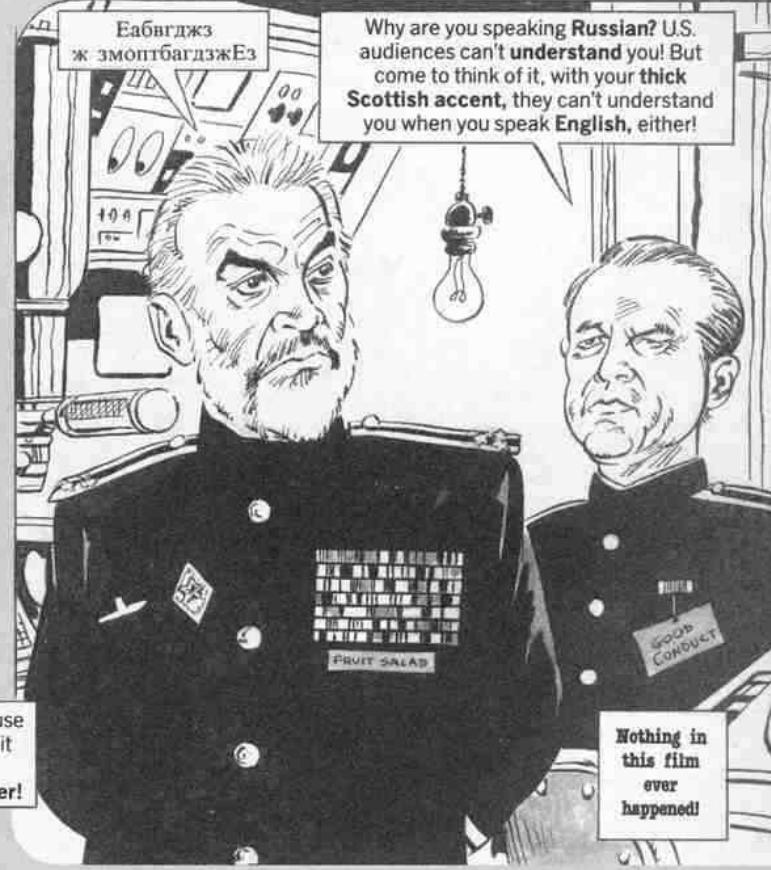
A SHOW OF DEFECTION DEPT.

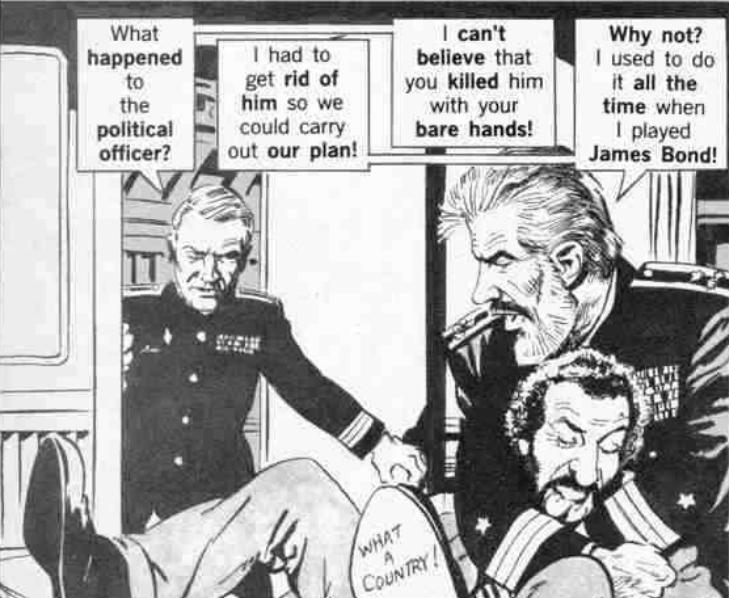
One of the year's biggest hits is a film that was out of date even before it came out! It is a story about the Cold War (remember that?) released just as the Russian Empire was falling apart. Current events make this new film a piece of nostalgia. The entire thing was really a...

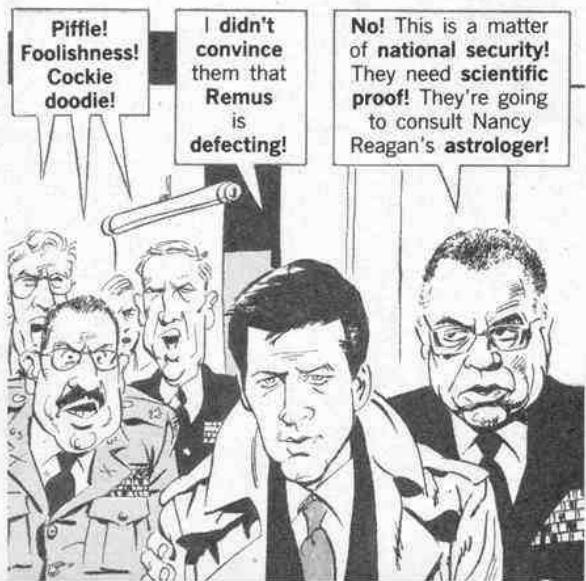
# HUNT FOR LAST OCTOBER

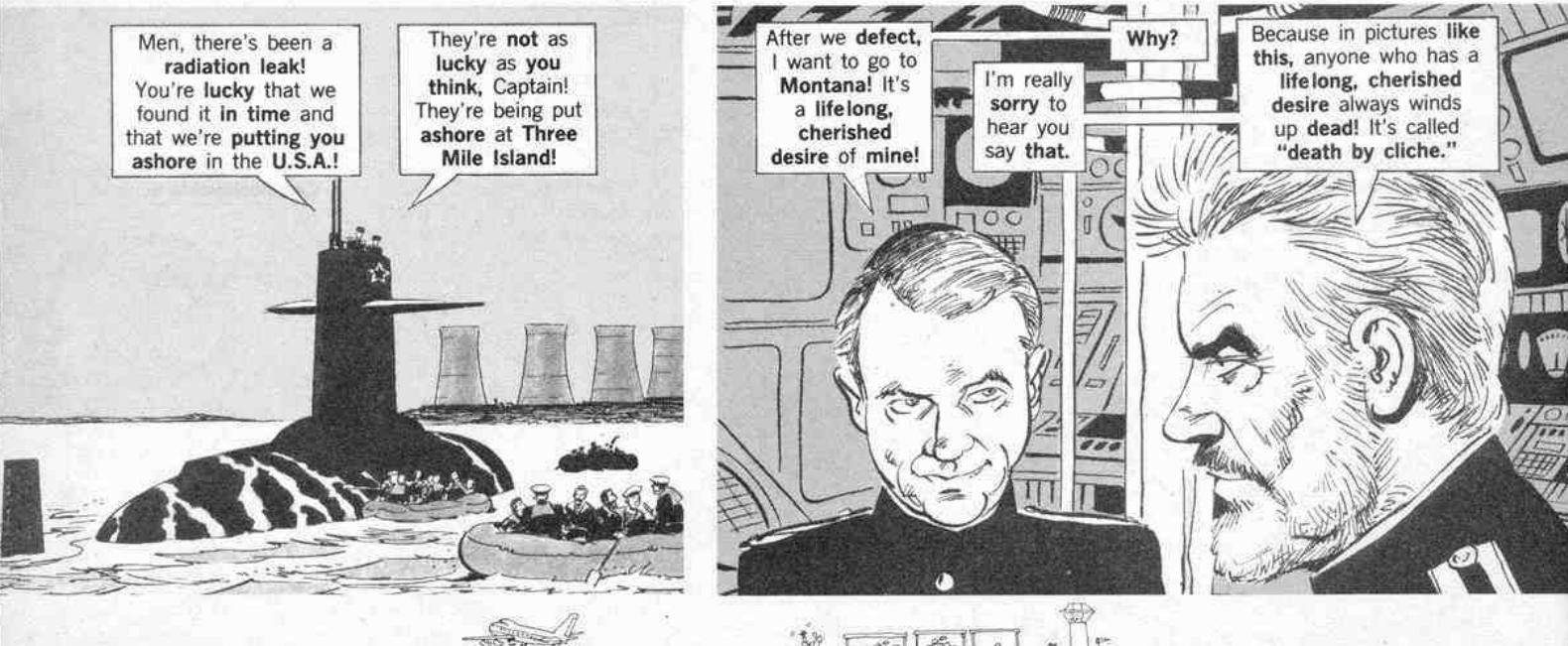
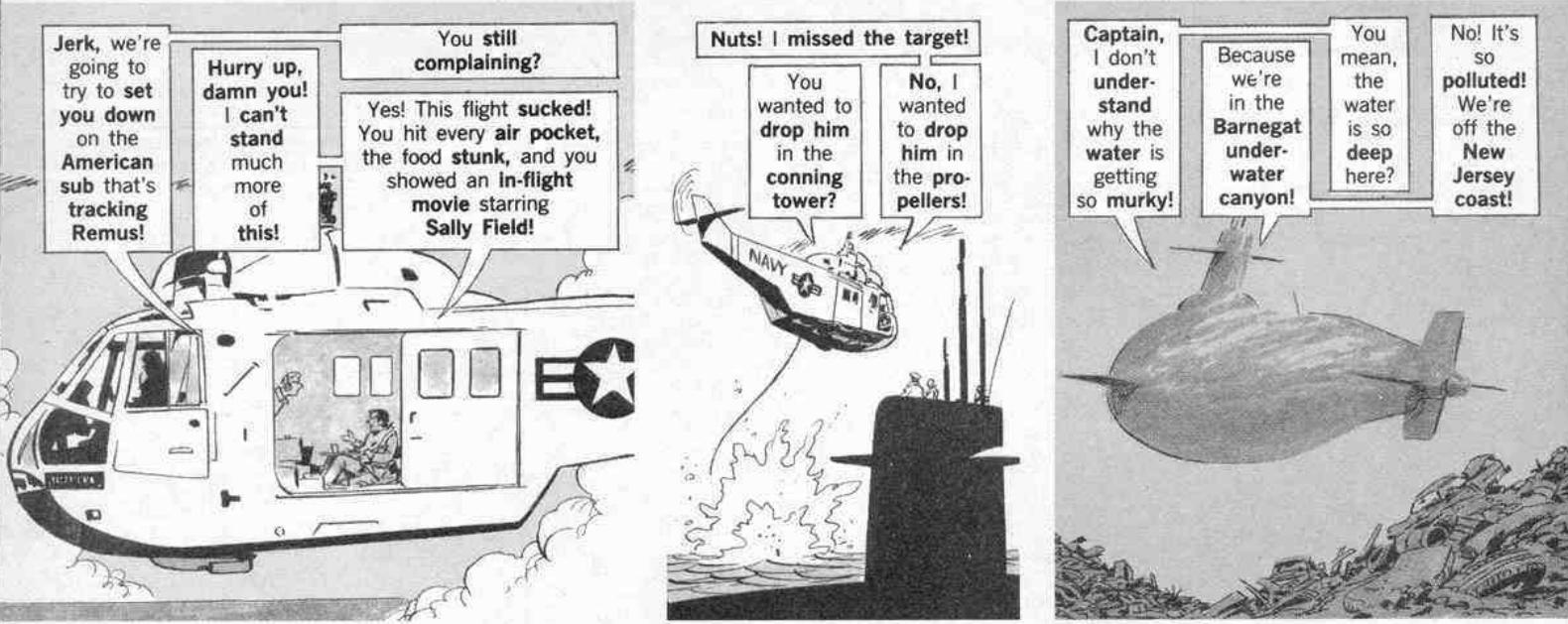
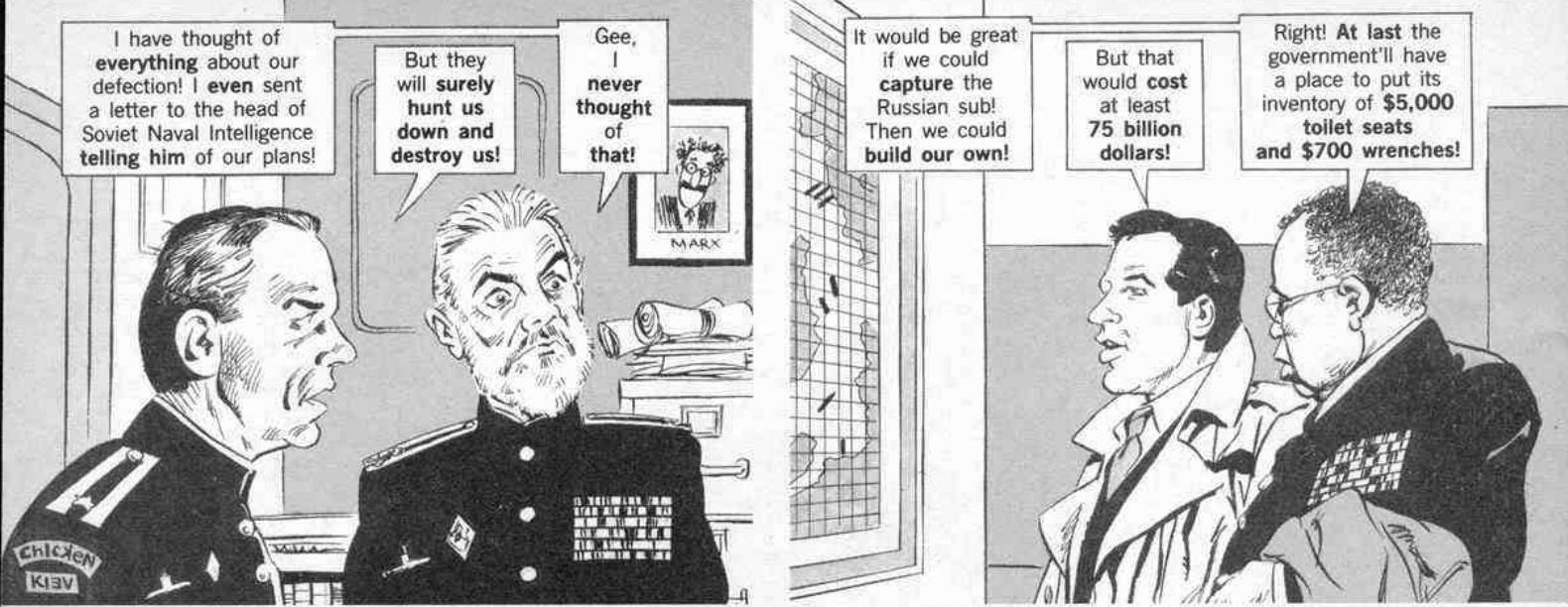
ARTIST: ANGELO TORRES

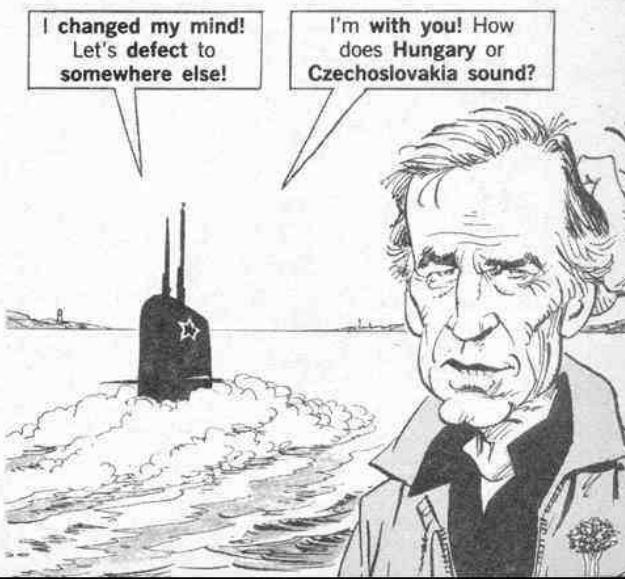
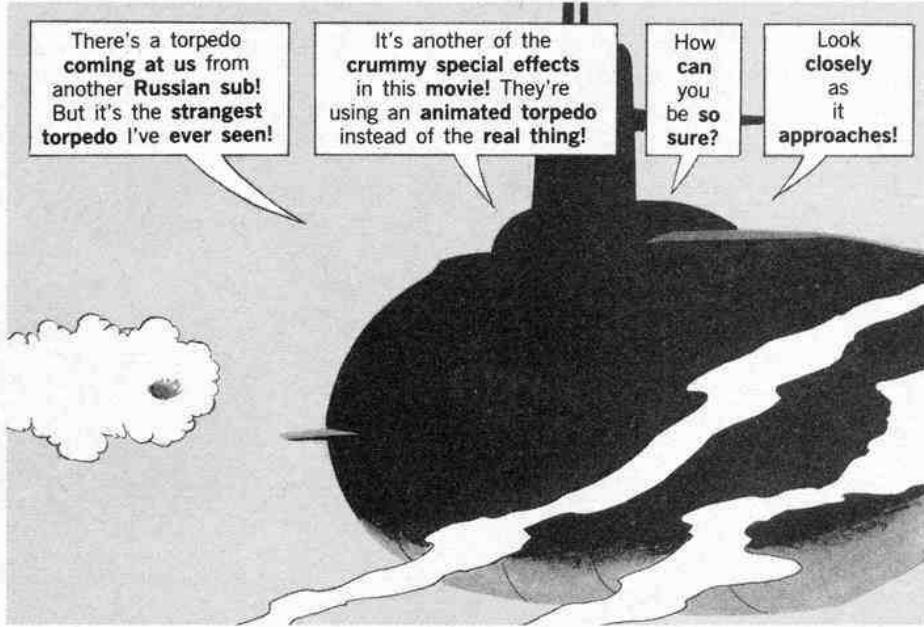
WRITER: STAN HART











STRING FEVER DEPT.

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-O-YO TRICKS EVERY KID KNOWS

ARTIST: PAUL COKER

WRITER: DAN BIRTCHE



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 MER-  
CILESS 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!

