

No.
293
March
1990

MAD

MARCH 1990

Our
Price
\$1.75
Chilling!

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Neuman

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editors

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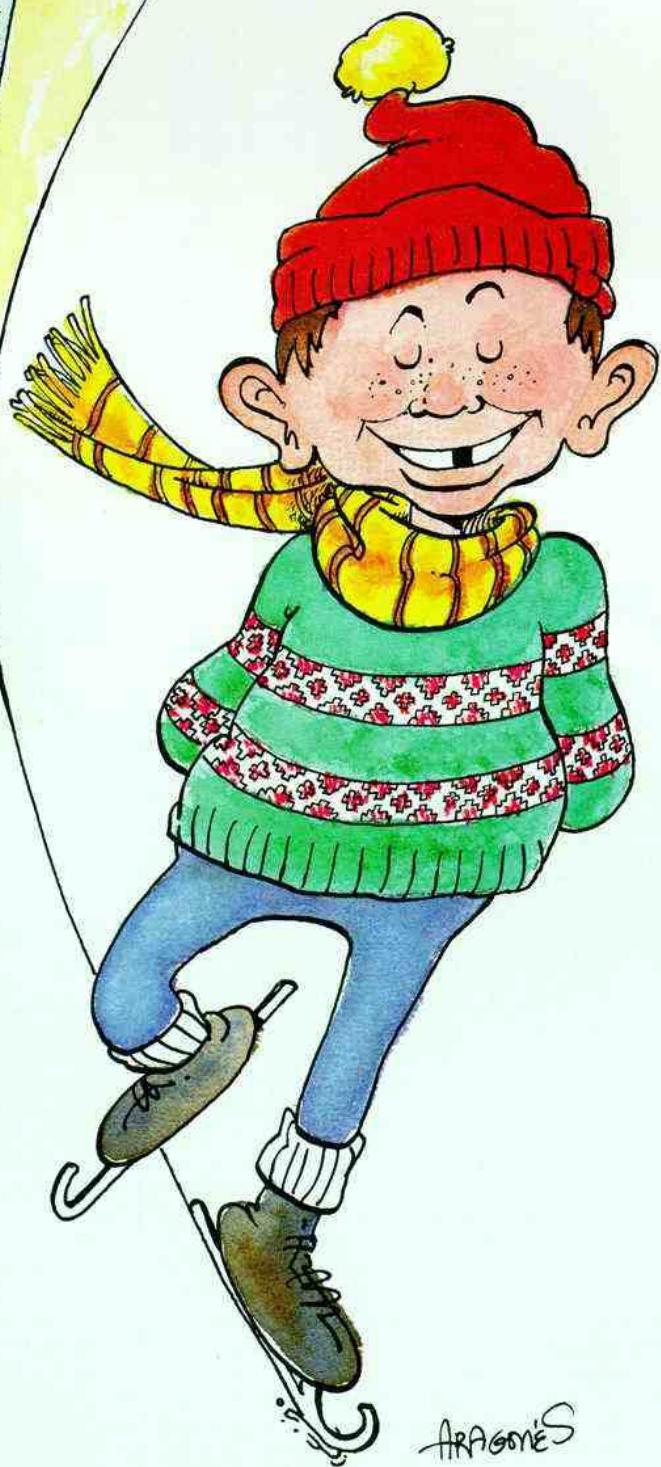
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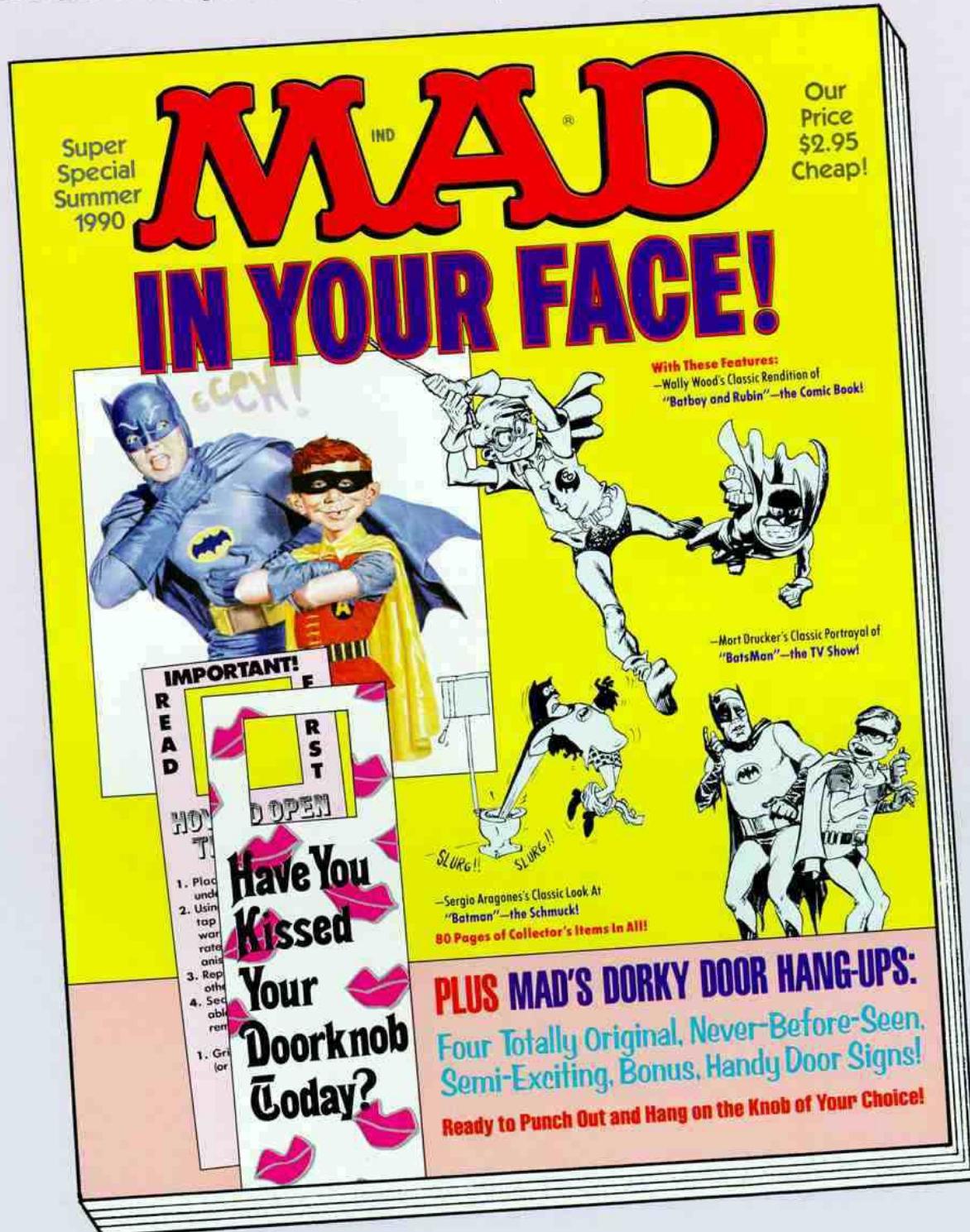


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MAD

"It's not just the ups and downs that make life difficult.
It's the jerks."

—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 & WRITER: SERGIO ARAGONES

BACK COVER ARTIST: BOB CLARKE

BACK COVER IDEA: JOEL Z. KRISANDA

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WRECKIN' TOO"
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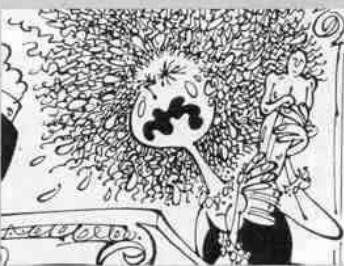


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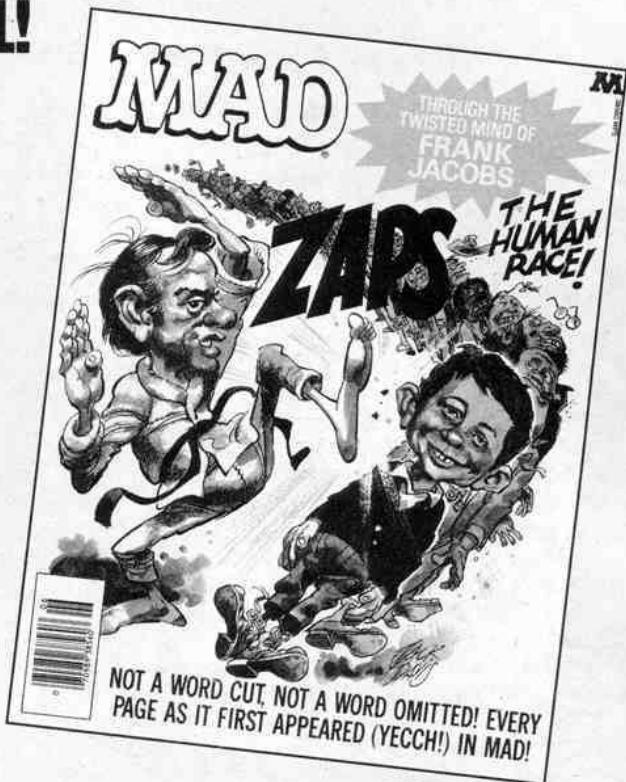
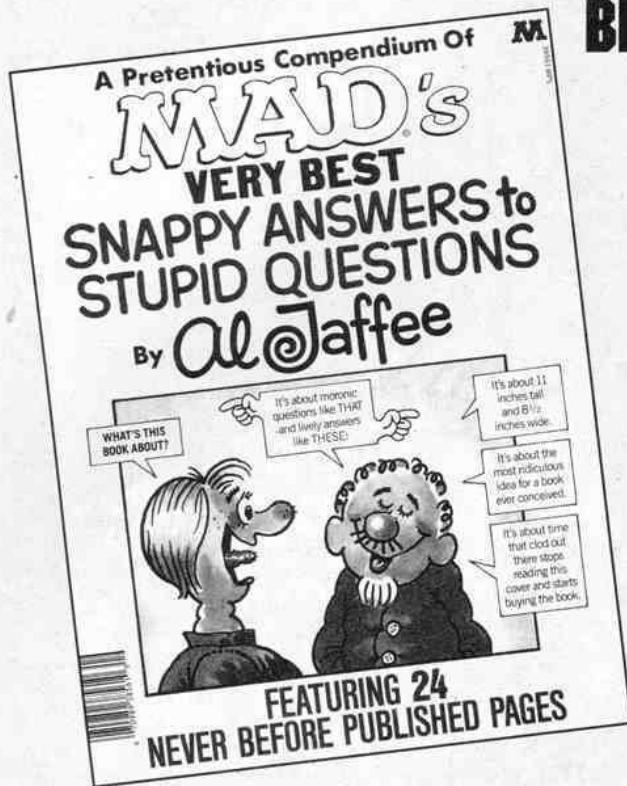


TV THEME
WEEKS
THAT DIDN'T
QUIKE
WORK OUT
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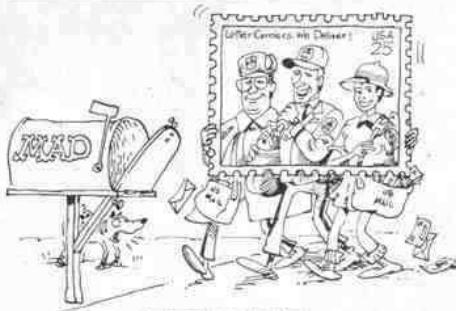
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LETTERS AND TOMATOES DEPT.



SETTING THE RECORD STRAIGHT

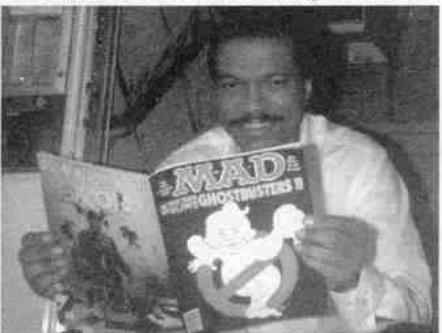
In your intro to "Battyman" in MAD #289, you stated that the "hot-action, feel-good hit of the summer that people are flocking to see" was *Ghostbusters II*. Then, in MAD #290, your intro to "Grossbusters II" declared that the "hot-action, feel good" etc. was *Batman*. To top it all, your intro to "Inbanana Jones and His Last Crude Days" in MAD #291 claimed that it was a tie between *Batman* and *Ghostbusters II*. So just what the hell is the "hot-action, feel-good hit of the summer that people are flocking to see"???

Dave Stevens
Santa Cruz, CA

We're not really sure Dave, although we do know that it sure as hell wasn't "Star Trek V"!
—Ed.

MAD #290 PHOTO NEWS

People sure like posing for pictures with MAD #290! Although our satire "Battyman" appeared one issue earlier, *Batman* star **Billy Dee Williams** (top photo) probably prefers this issue because in the intro to "Grossbusters II" we call *Batman* the "hot-action, feel-good hit of the summer that people are flocking to see"!



Also pictured with MAD #290 is **P.J. Fancher** of Gainesville, FL. P.J. is exploring the world of copyright infringement by creating his own MAD/Ghostbusters T-shirt! You should be getting a letter from MAD attorney **Jack Albert** any day now, P.J. Fal-

CELEBRI-TEASE

I saw those photos of Dave Berg with Sylvester Stallone and John Amos on the letters page of MAD #290, and I wanted to let you know that Dave is not the only MAD artist who rubs elbows with celebrities! Recently, while in Honolulu, I ran into Sly Stallone too! As we were harking back to the many fine times we've had together, who should amble by but *Magnum, P.I.* himself, Tom Selleck! Just as they were leaving, I spotted top fashion model Christie Brinkley and Mrs. Burt Reynolds, Loni Anderson, sauntering by the same Honolulu mountain! What a joy to hang out with the four of them!

Sergio Aragones
Bill's Celebrity Photo Lab
Ojai, CA



Sergio and friends.

COAST LINES

I would like to comment on how the east ridicules California. Most Californians are very intelligent. If they weren't, how would you explain all the marine biologists, oceanographers and marine animal trainers that come out of California and places like the San Diego Zoo and the Monterey Bay Aquarium, huh?

Rose Raymond
San Diego, CA

Rosie—it is not our job to explain, but merely to ridicule and mock! mock! mock! the misguided rantings of those who ask for explanations. In your case, however, we will make an exception. Most marine biologists come from California because THAT'S WHERE THE OCEAN IS, YOU DIRK!—Ed.

ATTENTION MAD ART LOVERS!

Imagine owning original color cover art or black and white inside art by your favorite MAD artists! (Okay, so it's not such a hot idea, but play along with us anyway!) The artwork for early issues of MAD is being sold through a series of special auctions.

If you are interested in bidding on this rare and collectible artwork, write to Russ Cochran, Box 469, West Plains, MO 65775 for complete information. DO NOT WRITE TO MAD! The next auction will be held sometime in February 1990.

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Gerritt Lagemann
Gahanna, OH

True, but you receive no credit because you failed to show your work! Have your parents sign this letters page and return it to us!—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 envelope and a note congratulating Charlie and Candace on their matching aqua-marine jackets!

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William M. Gaines, Publisher.

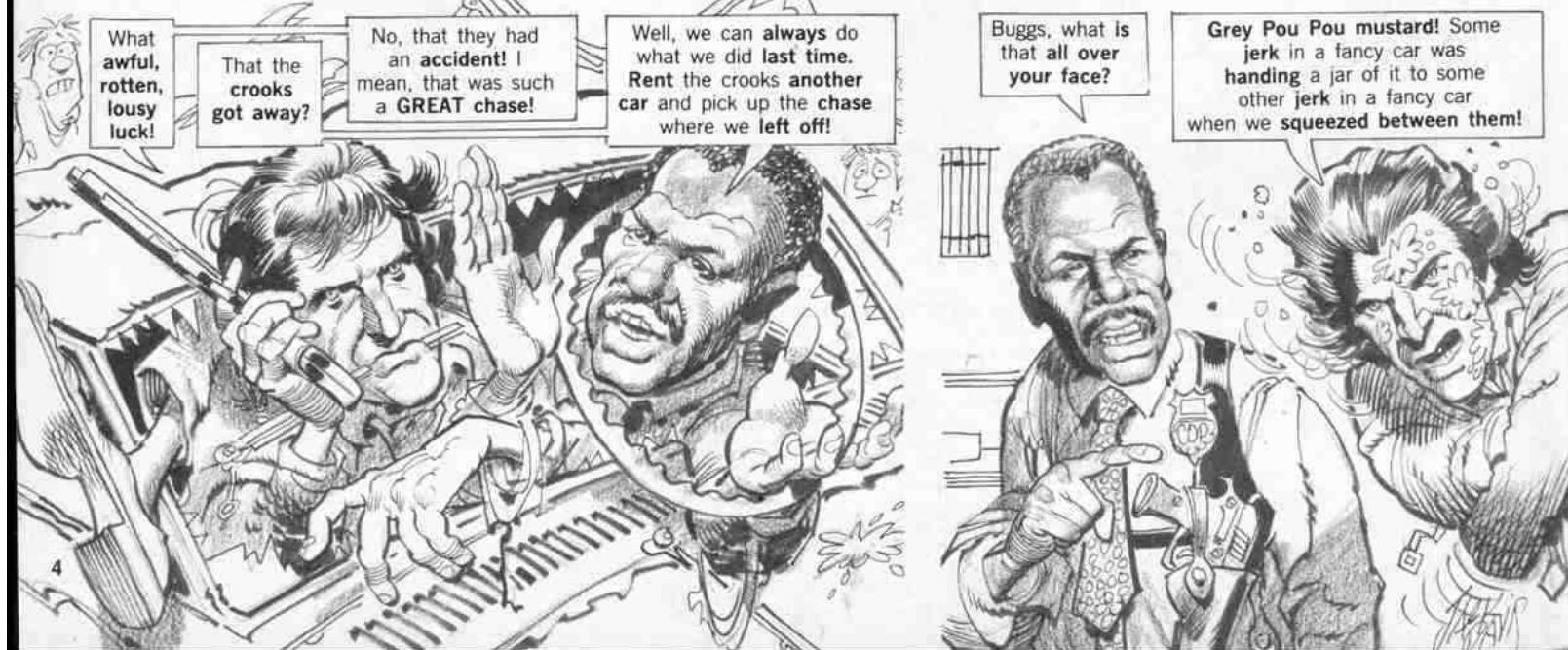
SEQUEL OPPORTUNITY DESTROYERS DEPT.

Remember the movie about a police team—Bugs and Martyr—who leveled everything in sight anytime they were out on assignment? They got away with their shenanigans under the guise of "police work." Well, they're back and in this sequel they do a ton of

LETHA



ARTIST: JACK DAVIS



L WRECKIN' TOO!



WRITER: DICK DEBARTOLO

Bugs is practicing to get out of a **straitjacket**! You never know when some crazy thug is going to get the drop on you, **strap** you in a **straitjacket** and **dump** you in the river!

Whew! that sounds like **one devious set-up** to me!

It is pretty **devious** for thugs to be **setting up** Bugs to kill him!

What **thugs**?! I mean it's pretty devious of the **writers** to be **setting up** the audience for a hokey escape scene later in the movie!

The straitjacket's **shoulder strap** always **dislocates** my shoulder! The **only way** to put it back into place is to **whack** it against a wall!

Hmmm! You're just lucky that strait-jacket didn't have any **crotch straps**!



I have a new assignment for you two—protecting a witness named Leo Gutz!

What's the deal? Who wants to kill him?

Everyone who's ever met him! Including me! And I only spoke to him on the phone!

I'm Leo Gutz! I need protection 'cause I spilled my guts to the police! Get it—Gutz and guts?? Okay, maybe that joke's too sophisticated for cops!

Martyr, I'll flip you to see whose gun accidentally goes off in Gutz's guts!

Why did you give yourself up and squeal?

My conscience bothered me! I was paying for everything with filthy drug money! So I turned state's evidence, and now I pay for everything with clean, safe taxpayers' money!

Hmm ... Leo, does the name Leona Helmsley ring a bell with you?

The chief says you were laundering drug money and turning it over to some big-time thugs! How did that scheme work?

Easy! I deposit a check in YOUR name ... Then I issue a check in HIS name ... Then I open an account in BOTH names!

And when did the trouble begin?

When I started keeping EVERYTHING in MY name!

I gave him a \$20 tip on a \$6 tab!! What the hell does this waiter want?

He wants you dead!

EVERYBODY wants me dead! I'd like to meet someone original for a change!

Come on, hit the little &@#! Nuts! This waiter has terrible aim!

I wish people would just use the high board instead of jumping out the hotel windows!

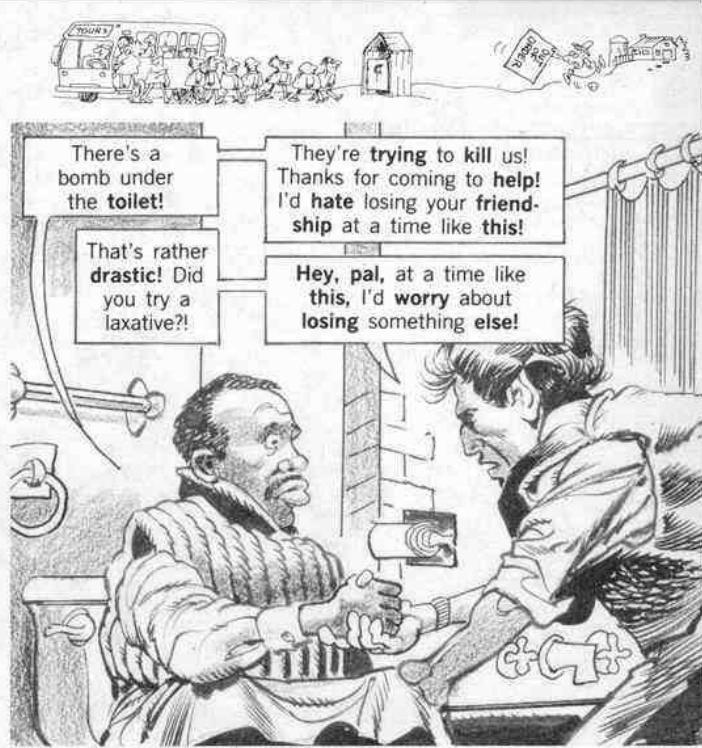
There go two more jerks who thought their hotel suite had a balcony!

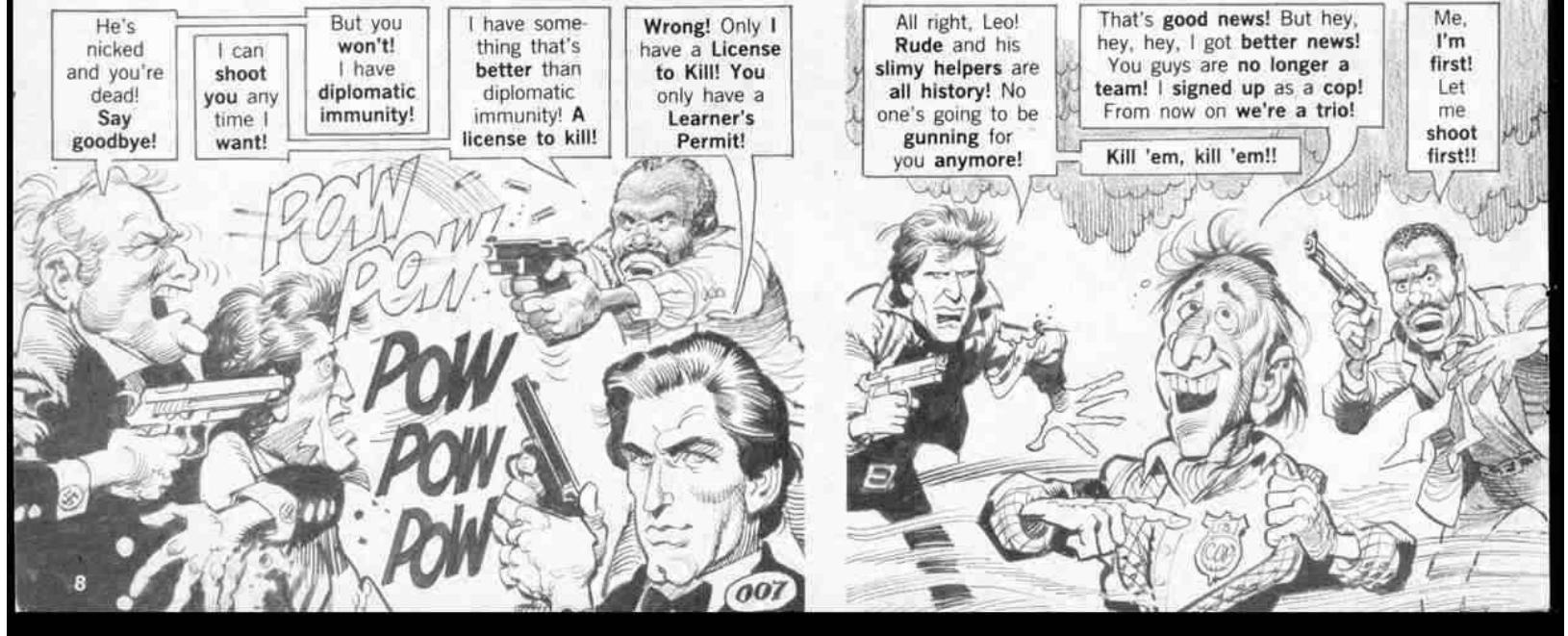
Hey, hey, hey! We just ate! Shouldn't we wait an hour before going into the pool???

Thanks for letting me drive with you guys, but do you always go 70 mph in a 35 mph zone??!

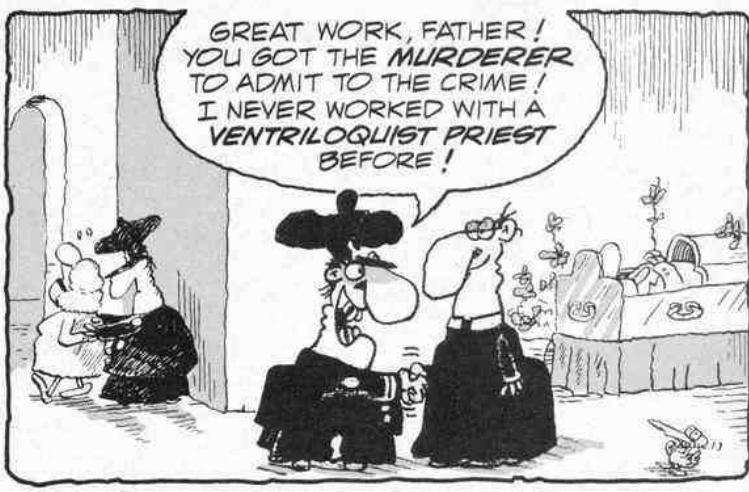
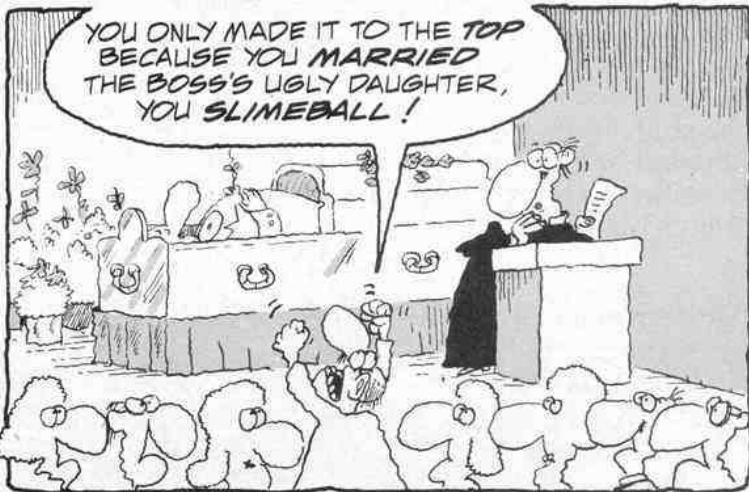
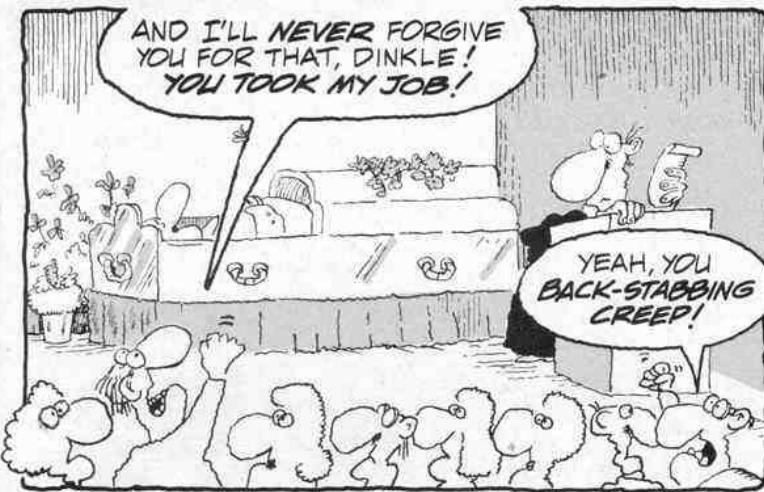
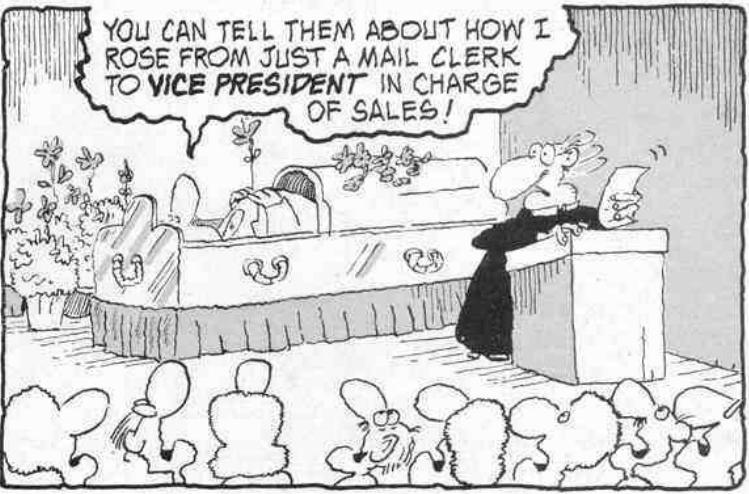
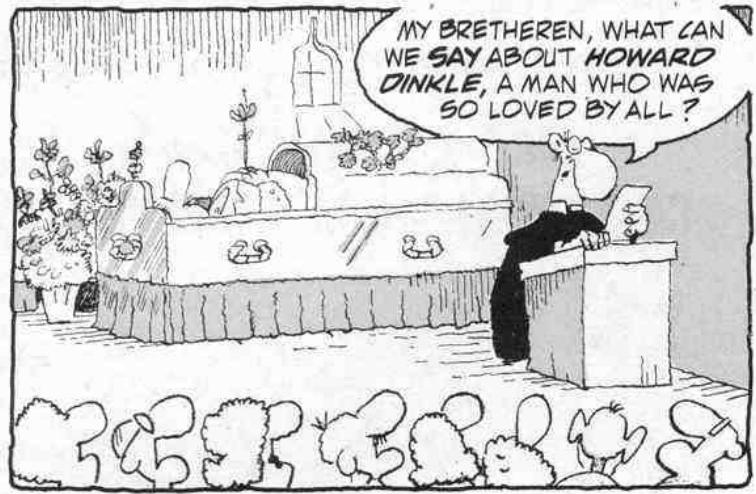
No, we'd step on it if we were chasing someone!

Hey! That's the house where I used to drop off laundered money! I remember the address ... 23 Sleazebag Road!





THE EXTRAORDINARY EULOGY ENTRAPMENT



HUMOR IN A VERNACULAR VEIN DEPT.

It seems that Charles Berlitz, the renowned writer of language books and the founder of many language schools made a drastic oversight in his teaching methods! Mr. Berlitz failed to con-

MAD'S HANDY FORE

For Various Types of Am-

FOR THE TRAVELING YUPPIE IN SPAIN

Excuse me, where can I get my portable cellular phone repaired?

Disculpame, donde puedo reparar mi teléfono portátil celular?



Don't bother with the tour bus, sir. We're renting today's excursion on videocassette.

No se preocupe por el autobús, señor. Vamos a alquilar la excursión de hoy en videocassette.



We need plane reservations to get back by Tuesday afternoon. We want to rest up a bit before we watch *thirtysomething*.

Necesitamos las reservaciones de avión para llegar para el martes.

*Queremos descansar antes de mirar *thirtysomething*.*



No stamps please. I'll be faxing this postcard. *Mingunos sellos, por favor. Voy a fax esta tarjeta postal.*



Frightful, dude! That ugly chick keeps glaring at me!

Fais gaffe, mec! Cette horrible gonzesse me regarde!



Hey, I speak a little French. Like BON Jovi, man!

Hé, je parle un peu Française, comme BON Jovi!



Like, where's the skateboard ramp?

Dis moi, où, est le circuit de skateboard?



Dude, what a rad soufflé!

Ma parole, quel soufflé extra!



You call yourself a fancy restaurant? I don't see anything by Bartles and Jaymes on this wine list!

Vous vous prétendez un restaurant chic? Je ne vois même pas de Bartles et Jaymes sur la liste des vins!



ARTIST: SERGIO ARAGONES



sider that different people have different needs, especially when traveling abroad on vacation. In a valiant attempt to correct Chuck's oversights, we offer the following translation manual:

FOREIGN PHRASE GUIDE

Americans in Various Lands

FOR THE SLIGHTLY OBESE TRAVELING IN GERMANY

Yes, it's impressive, but does it have a snack bar?
Jaja, sehr eindrucksvoll!
Aber gibts hier auch einen McDonald's?



Excuse me, are you through with those mashed potatoes and sauerkraut?
Entschuldigung, sind Sie fertig mit den Bratkartoffeln und dem Sauerkraut?



Please pardon my sweat.
Tut mir leid, aber ich schwitze immer so!



What is the plural of bratwurst?
Was ist die Mehrzahl von Bratwurst?



Say, it's not nice to make fun of the overweight, you little Nazi scum!
Das ist aber gar nicht nett, dass du dich über die Dicken lustig machst, du mieses kleines Nazischwein!



FOR THE TRAVELING SENIOR CITIZEN IN ITALY

What? What did you say? You'll have to speak up!
Si che cos' ha detto?
Deve parlare più forte!



Excuse me, have you seen my teeth anywhere?
Mi scusi, ma lei ha visto da qualche parte i miei denti?



Why did I ever come here? My shoes are pinching! My back is aching! My arteries are clogging!
Perché sono venuto qua? Le mie scarpe mi stanno pizzicando! La mia schiena mi fa malissimo! Le mie arterie si stanno bloccando!



Hey, Guido! Did you know that American women reach their sexual prime at 75?
Eh, Guido! Sapevi che le donne Americane raggiungono il loro periodo di grande passione sessuale all'età di 75 anni?

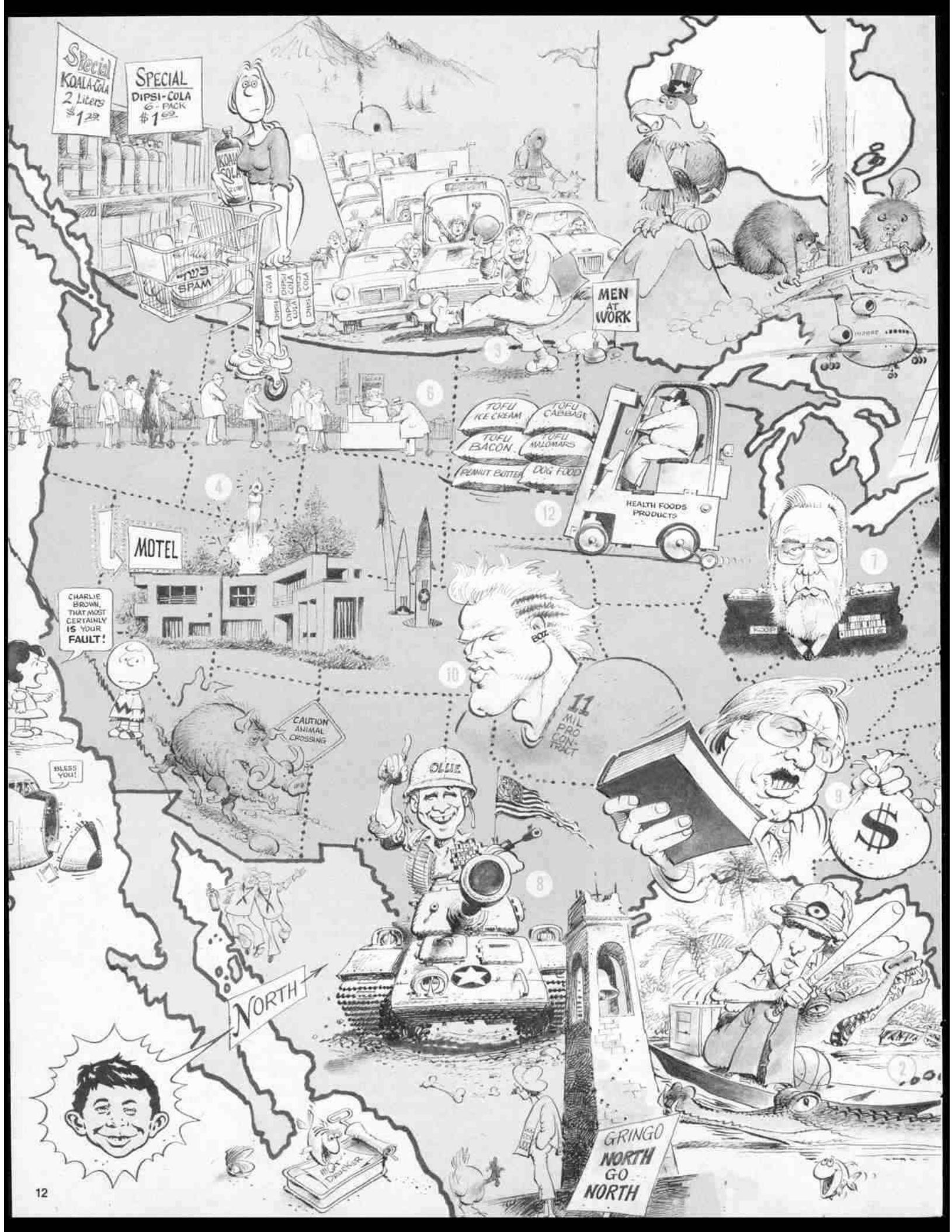


Do you sell plastic disposable undergarments?
Si vende la mutandine di plastica?



WRITER: AMY GILLETT





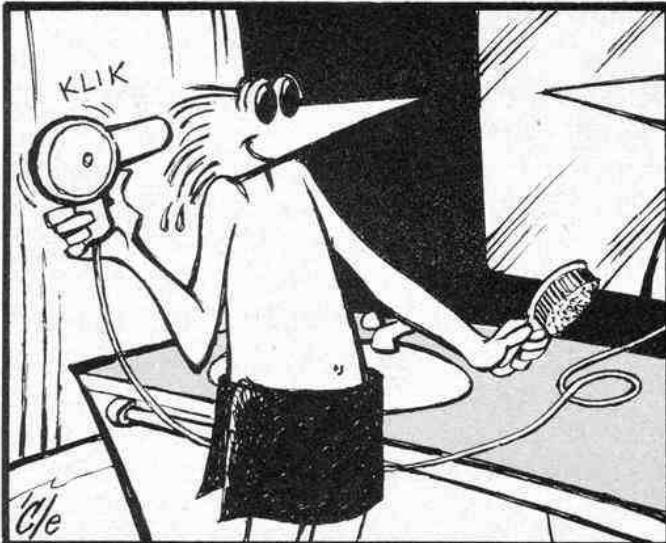
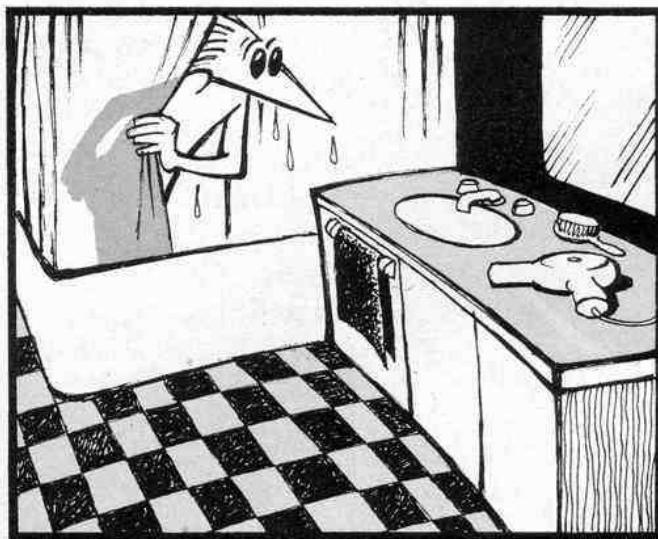
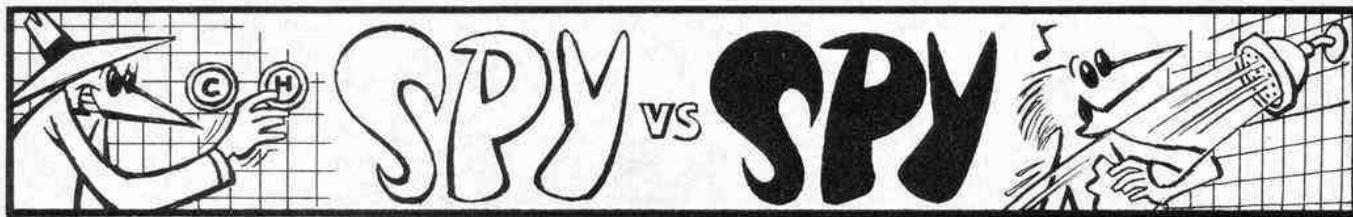


THE UNITED HATES DEPT.

Our nation's in a mess—drugs, pollution, rising crime. In the past we've thrown money at those problems—and we all know what that's gotten us! Crushing debt! Isn't there some way to help our country that doesn't require cash? Why, yes! And we modestly call it...

MAD's 12-POINT PLAN FOR IMPROVING AMERICA *without spending more tax dollars*

1. Force soft drink makers to answer the decade's burning question: Are we better off buying 12-ounce cans or 2-liter bottles?
2. Send Brent Musburger to explore a part of the Amazon rain forest from which no previous explorer has ever returned.
3. Make the highway flagmen who stop us at construction projects entertain us while we wait.
4. Yank out all those modern, hard-to-figure-out motel shower fixtures that either scald you or freeze you, and melt them down into one huge chromium glob.
5. Force Donald Trump to name his very next building after some truly great person—and not himself.
6. Slap a \$5.00 Handling Tax on any schmuck who holds up a long supermarket line to write a check for purchases totalling less than \$10.
7. Require that TV commercials for cold remedies tell us we'll get well just as fast even if we don't take the stuff.
8. Exile Ollie North to Nicaragua so he can try to pull off whatever he has in mind without involving the rest of us.
9. Make TV evangelists explain in public why the commandment "Thou Shalt Not Steal" doesn't apply to them.
10. Restore confidence in America by forbidding Brian Bosworth to earn more in one week than his former college professors earn all year.
11. Outfit Dan Quayle in a shirt collar and jacket large enough to fit him in hopes that this may enable more blood to reach his brain.
12. Outlaw tofu.



ALONG THE SNIDE LINES DEPT.

About a year ago we insulted a group of superstar celebrities and popular fads. Since then we've had time to think about our harsh comments, and we're sorry. We're sorry we didn't have room for more insults! But now we do! And there's a whole new batch of famous (and ridiculous) targets to trivialize in this,

the MAD NASTY FILE

VOLUME IV

ARTIST: GERRY GERSTEN

WRITER: TOM KOCH

MADONNA



GARRY SHANDLING



...keeps changing her hair color in hopes that record buyers who hated her last album won't realize she's the same person.
...never saw much of Sean Penn during their marriage because she didn't do concerts at police stations or prisons.
...doesn't think it's necessary to use her last name because nobody ever confuses her with anyone religious.

...smiles a lot because guys with big teeth and receding chins always appear to be smiling.
...is the first person to come up with a fresh new idea for TV that nobody has bothered to imitate, which should tell him something.
...mistakenly thought that surrounding himself with a cast of fat, ugly men would make him more attractive by comparison.

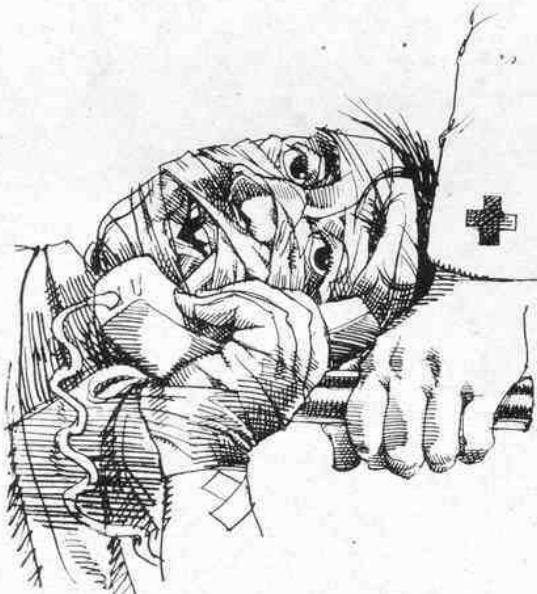


RYANT GUMBEL



...reportedly had all the walls of his home covered with mirrors because he couldn't find any works of art that were as beautiful as he is.
...has a fine speaking voice, if you like people who sound like they have a bad head cold compounded by adenoids.
...confines himself to smirking on TV because he thinks it's bad form to come right out and call his viewers a bunch of inferiors.

CELLULAR PHONES



...are great for calling a tow truck after you've had an accident caused by carelessness because you were busy talking on your cellular phone.
...offer the convenience of avoiding public phones, for less than you'd expect to pay for a condominium in Hawaii.
...are, for some strange reason, most popular with overbearing people that nobody wants to talk to anyway.

NINTENDO



...provides endless hours of recreation—except for parents who have to take a second job to pay for all the equipment.
...is a bigger fad than pet rocks were, but has contributed slightly less to our national culture.
...has advanced computerization to the point where it can now occupy all a person's time to accomplish absolutely nothing.



TONY DANZA



...has never done a hair spray commercial because it's obvious that his personal preference is Pennzoil straight out of the can.
...can only be appreciated (or comprehended) by viewers who own an English-Brooklyn dictionary.
...fears becoming typecast as a muscle-bound moron, as if he could possibly be typecast as anything else.

SAM KINISON



... will always remember 1973 because that was the year he got his last professional haircut.
... often performs wearing a beret to hide the scars from his brain removal surgery.
... sets an impossibly high standard for other overweight, male chauvinist sexist pigs to live up to.

"REMOTE CONTROL"



... is the first television program to make "Dance Fever" seem cultural by comparison.
... is especially popular with quiz show fans who watched "Jeopardy" for years without ever guessing one correct answer.
... makes adult viewers think they've switched to one of the foreign language stations, which they can't understand either.

ARSENIO HALL



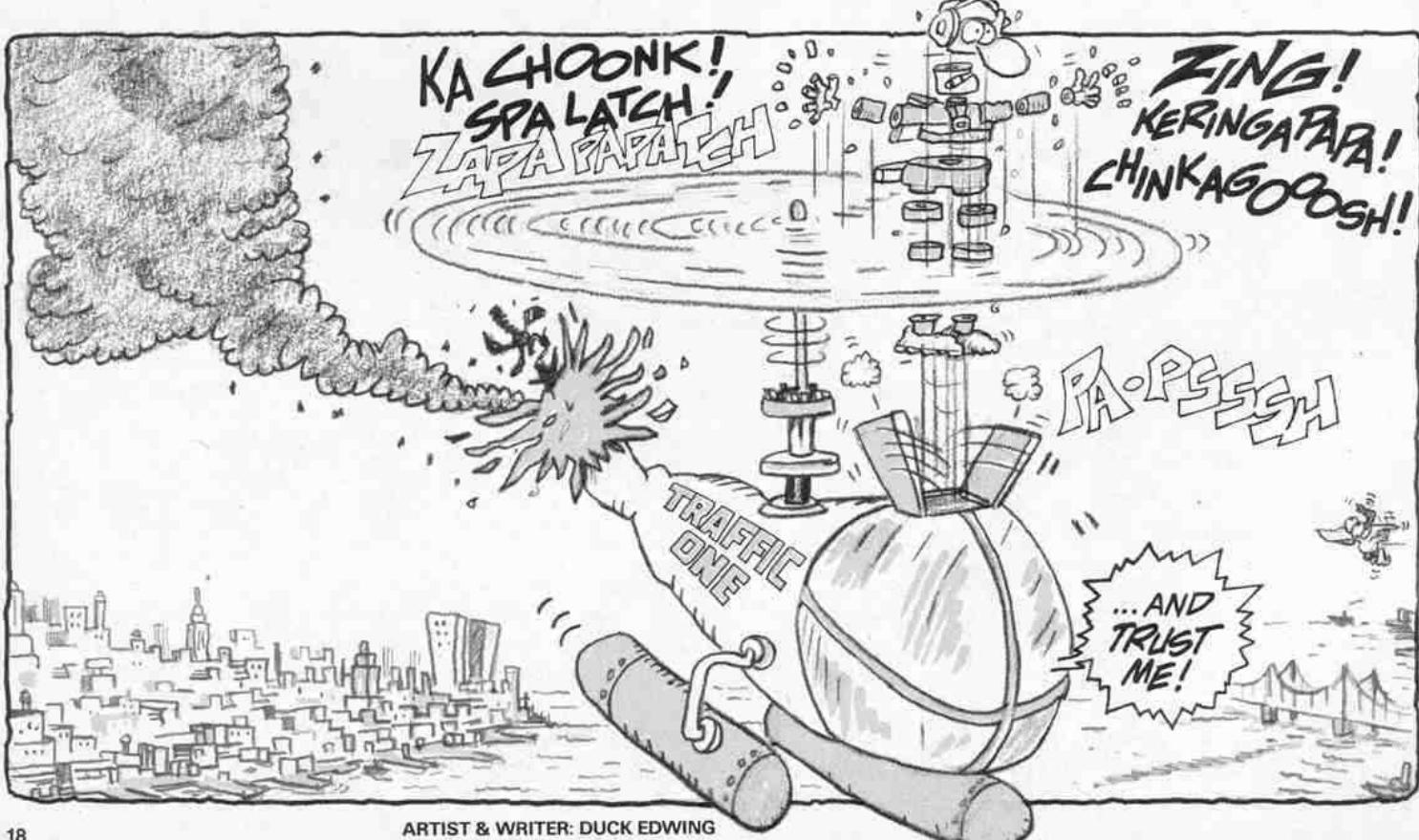
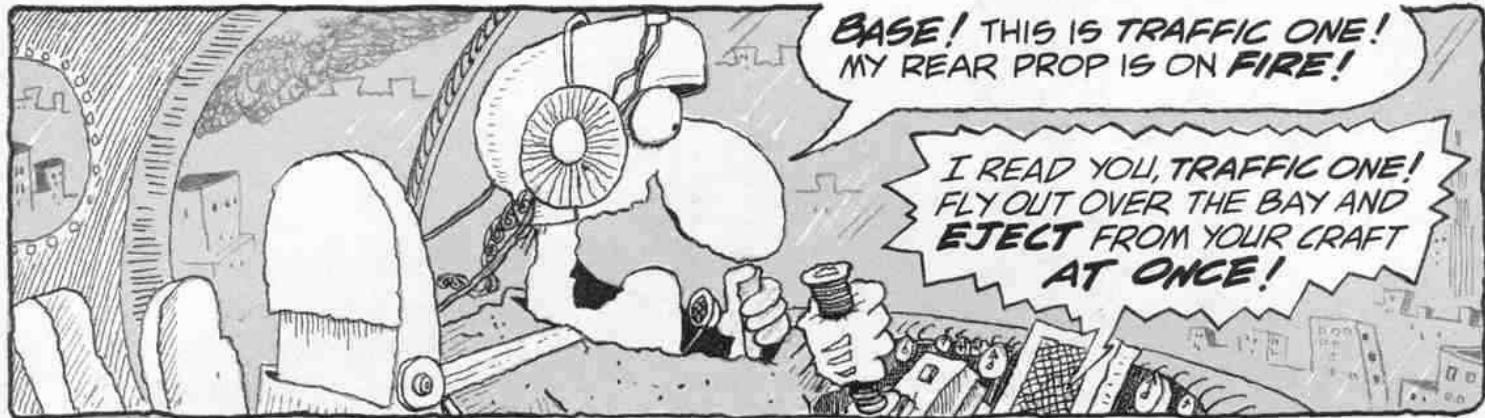
... learned how to handle his guests by attending The Merv Griffin Academy of Drooling Celebrity Worship.
... is living proof that every man, woman and child in America will eventually host a TV talk show.
... got his unusual first name after his parents found that their first choices, Monty Hall, Fawn Hall and Carnegie Hall, were all taken.

MARILYN QUAYLE



... is said to be smarter than her husband, which is roughly equivalent to saying she's taller than Danny DeVito.
... is often described as "a ravishing beauty" in the Indianapolis newspapers, all of which are owned by the Quayle family.
... has at least one thing in common with her husband: she didn't fight in the Viet Nam War either.

THE CHILLING CHOPPER CHAPTER



There are few things in life more annoying and obnoxious than those lame TV commercials for the Apex School for Welders. But as imbecilic as they are, just imagine how stupid the ads will be when the Apex owner gets around to opening other institutions of "higher" learning! You'll know exactly what we mean once you take a look at these excerpts from commercials for...

APPEX TECHNICAL SCHOOLS

FOR OTHER OCCUPATIONS



CABLE TV REPAIRMAN

As a cable TV repairman, you'll start off by taking orders over the phone. You'll learn the tricks that enable you to keep a customer on hold for up to six hours, surpassing the 4.3-hour record set in 1973 by the Department of Motor Vehicles!

Next, you'll go out in the field, where you'll learn to infuriate customers with such phrases as, "Looks okay to me!"

After instructing customers to wait at home all day for you to arrive, you'll learn how to show up at their front door during those few minutes when they're out walking their dog!



TOBACCO COMPANY LOBBYIST

Have you ever been fired for lying? Well, here's a job that pays you to lie!

You'll go on talk shows and lie, appear before Senate subcommittees and lie—you'll even create newspaper advertisements that lie!

If you have the courage to spearhead unpopular causes, like motivating pregnant women to smoke, then this job's for you!

Imagine, the entire world inhaling second-hand smoke—and you'll be able to say, "I was part of this!"

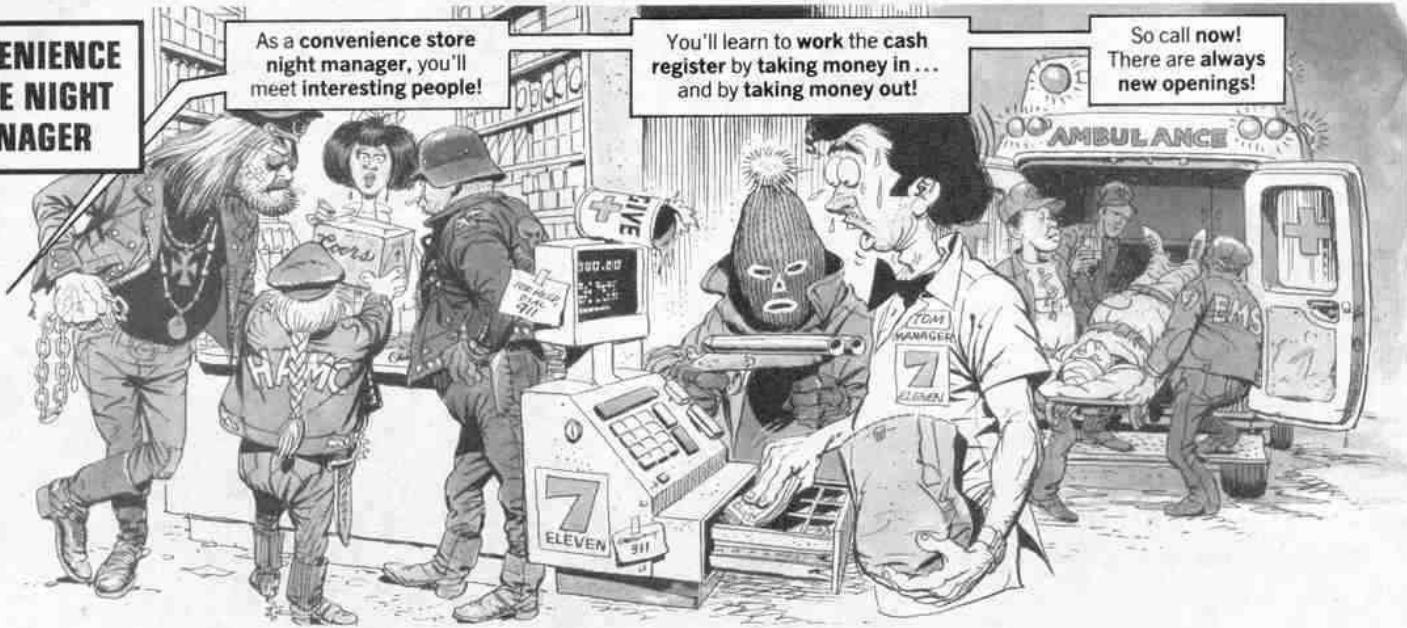


CONVENIENCE STORE NIGHT MANAGER

As a convenience store night manager, you'll meet interesting people!

You'll learn to work the cash register by taking money in... and by taking money out!

So call now! There are always new openings!



HEALTH FOOD STORE CLERK

As an Apex health food store clerk, you'll make a mint selling bruised fruit for three times the market price by labeling it as "organic."

You'll prescribe natural remedies for all sorts of ailments! There's oat bran for high cholesterol, oat bran for arthritis, oat bran for asthma and oat bran for overdoses of oat bran!

Yours will be the only store in town that sells medical advice books that are self-published by the vanity press!

And unlike other retail shops, you'll never have too much of any item on hand, because we'll teach you how to frighten your chronically ill customers into buying all of your overstock!



MIDDLE EAST PEACE NEGOTIATOR

Are you an **under-achiever**? Then get into a profession where no one **expects** you to accomplish anything!

As an Apex Middle East Peace Negotiator, you'll get plenty of **Frequent Flier miles**, plus this free booklet, *How To Win the Confidence of Your Kidnappers!*

And if you have any **masochistic tendencies**, you're **really** in for a treat! This is the **only** negotiating job that **assures** you of being hated by both sides at the same time!



REAL ESTATE SALESPERSON

Are you a recently divorced woman with **no skills** or **talent** whatsoever? Then join the thousands of **divorcees** who make their living **selling real estate**!

With Apex, you'll learn the **three basics**: How to **talk non-stop** without breathing. How to talk buyers into **spending more** than they can **afford**. And you'll learn how to make a **house** that's **falling apart** sound great by talking about its **extra closet space**!

A pair of **gold lamé high-heeled shoes** with a **heavy mascara makeup kit** are given out at the end of each course, plus a **Sidney Sheldon paperback** to carry with you for that **authentic look**!

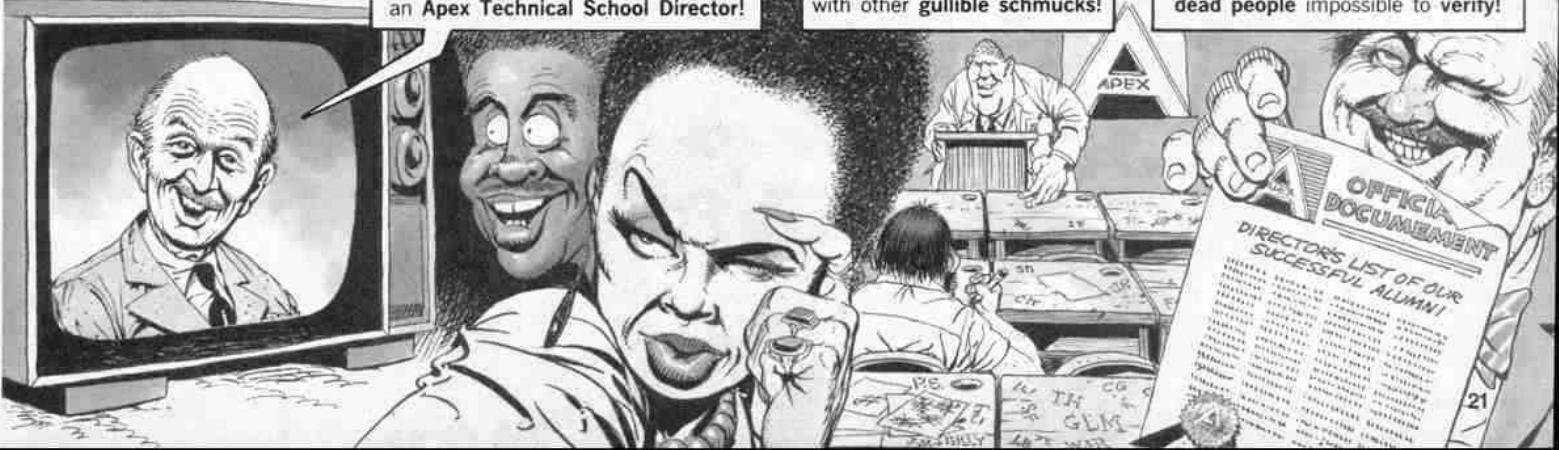


APEX TECHNICAL SCHOOL DIRECTOR

Remember the **good old days** when people bought **snake oil** or **Florida swampland** from a **single sales pitch**? Well, those days are **back**! Become an Apex Technical School Director!

Our courses are so **bad**, most everyone **drops out**! That means there are **always** lots of slots **available** we can fill with other gullible schmucks!

And if anyone asks for your job **placement records**, we'll give you this **official-looking document** to show them, filled with the names of **dead people** impossible to verify!



AN EMBARRASSMENT OF RICHARD'S DEPT.

A MAD PEEK BEHIND THE SCENES ON THE SET OF A SLASHER MOVIE

ARTIST: GREG THEAKSTON

WRITER: DICK DEBARTOLO

I just met this girl for the **first time** in history class! What's my motivation for killing her an hour later?

Sixteen different endings and I hate them all! Now what do we do?

Have a "write the ending" contest in *Fangoria Magazine*. Those fans will send us thousands of ideas and we use the best one and offer a big deal prize of \$100!

I still say we're going to get sued for this! It's too close to the classic *Frankenstein* story!

It's okay! I've given a whole new slant to the story. All this equipment is **SOLAR powered!** In this version, *Frankenstein* isn't waiting for a bolt of lightning, he's waiting for a **really strong sunrise!**

Besides, we've got it **covered** in the ads. We say our movie is "in the **tradition** of *Frankenstein*!" That's a nice way of saying we **ripped off** someone else's work!

BRIDE - EEEEEE!!!
GIRL 1 - EEEEEE!!!
GIRL 2 - EEEEEE!!!

Wow! That's going to be a **shocker** on the screen! What a **scary** make-up job!

I wanted something **fresh**! People are sick of a guy in a **hockey mask** terrorizing a **summer camp**! We need to think **new**! How about a girl in a **football helmet** terrorizing an **Army camp**?

Jerk, that's **Harriet Hasbeen**, and she **hasn't** been to make-up yet! Putting **old stars** in **horror** films is a great way for producers to get some big names **without** paying the **big bucks**!

Inspired, M.H., really quite inspired!

Well, the **reviews** are in! Listen to this from the **New York Times**: "A **senseless** movie with more **unprovoked violence** than we've ever seen before."

Let's go over your **lines** to make sure you have them **memorized**!

Thanks! Here I go...
Yagghh...yaghh...help...!
yaggh...yaggh...help...!
yaggh...yaggh...help...!
please, help!

That's **nothing**! Listen to what the **Los Angeles Dispatch** said: "It's **wall-to-wall** blood and **unrelenting killing scenes**. There's absolutely **no story line** to follow. It's just **one gory murder** after another, **without rhyme or reason**!"

I don't see that third set of **yaggh's** in the script!

I ad-libbed it! I want to give a performance that's **fresh** and **creative**!

What a **break**! It's going to be an even **bigger** hit than we thought!

Props, I think we need just a **touch** more **blood**!

Are you **sure**?

Yes! Don't forget, this is the **romantic wedding scene**!!!

This is the **worst** horror film I ever saw! It's going to die at the **box office**!

Who cares? We only made the movie so we could sell mugs, tee-shirts, make-up kits, buttons and sweatshirts "based on the movie"!





FRANK ON A ROLL DEPT.

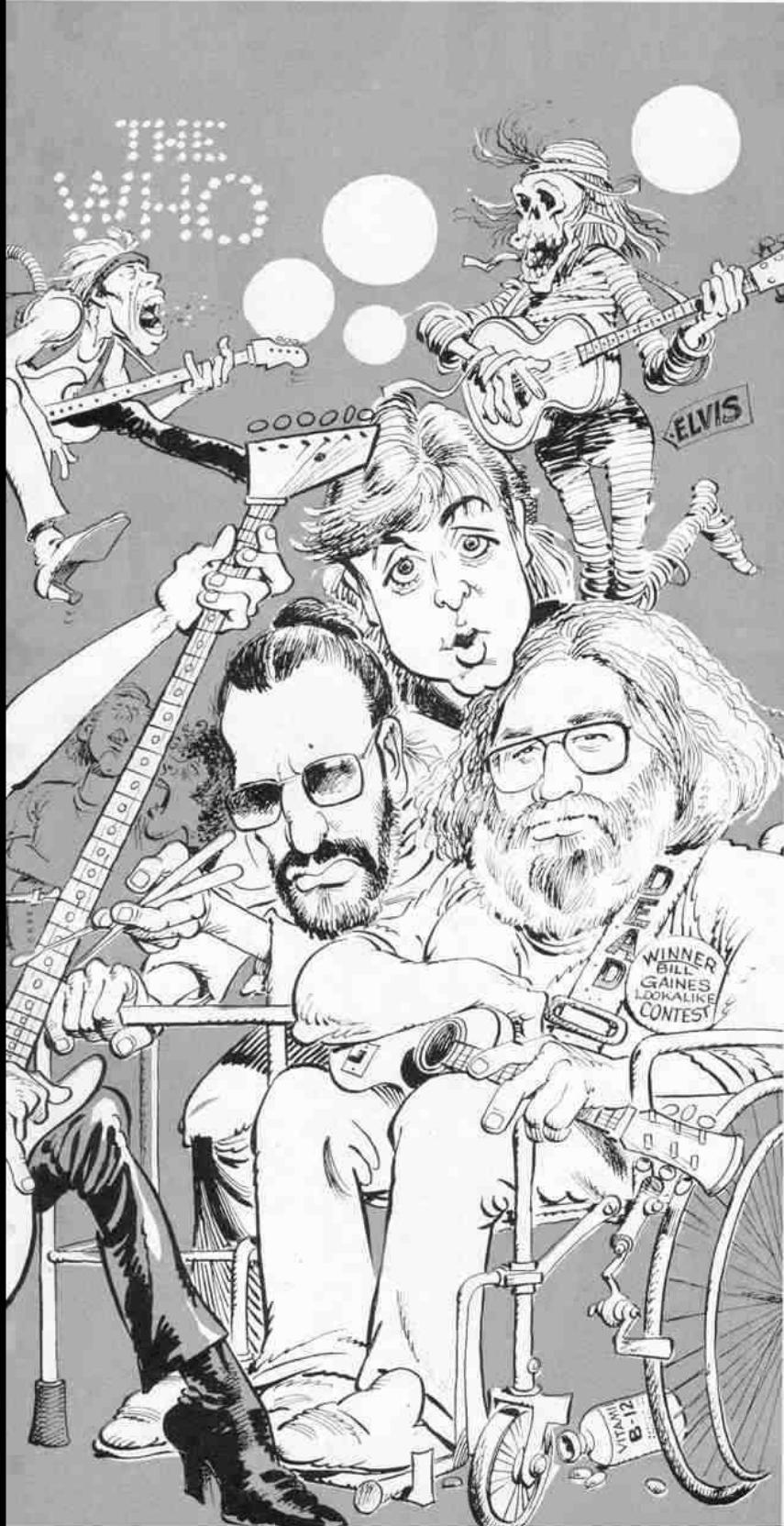
They're back, those chart-busting groups of yesteryear— The Who, Rolling Stones, Beach Boys, Monkees and all the rest now making comebacks with reunion concerts. And while some fans are happy to see them back, we're not so sure. Because from what we've seen, it's painfully obvious that all of them are

★ ROLLING STONES



"PAST THE PRIME OF THEIR LIFE"

(sung to the tune of Dirty Dancing's "(I've Had) The Time Of My Life")



Now we're... past... the prime of our li-fe,
And we won't... see for-ty.. an-y.. more;
And al-though... we've faded.. from.. view,
These re-u-nion.. shows.. we.. do;
And we're here... past... the prime of our li-fe —
This de-crep-it... worn-out... crew.

It's a drag, we all a-gree,
Comin' back, so fans can see
Our tir-ed butts!
All our songs are out-of-date,
And it's ob-vi-ous we hate
Each other's guts!

Loads of groupies dig our band,
They prefer a one-night stand
To high-school proms!
'Course, we never let 'em know
That we made it years ago
With all their Moms!

We remember —
Songs.. fresh! Gigs.. hot!
Ev'ry.. show.. a.. big.. thrill!
Now we hang.. on.. half-shot —
Over.. the.. hill!

That's 'cause we're... past... the prime of our li-fe,
And we nev-er... were.. this.. bald.. be-fore!
Bod-y parts ...which once worked ...like ... ne-w,
Don't.. work.. so.. well.. no.. more!

See what's left.. of.. our.. chest
And our waist-line spread-in' east.. to.. west!
Once we sang songs.. with.. bite —
Now our den-tures have to soak.. all.. night!
Note our with-ered-up.. face
Full of wrinkles that we can't.. e-rase!

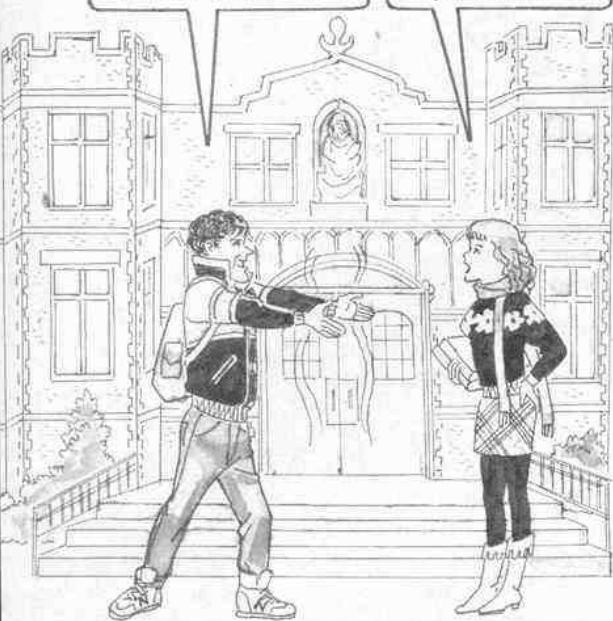
Hate.. the.. scene.. now —
Each re-u-nion.. show.. sucks!
Hate.. each.. old.. rou-tine.. now —
But.. need.. the.. bucks!

Yessir, we're... past... the prime of our li-fe —
And our youth... no doc-tor.. can.. re-store!
Still you... do.. the best you.. can.. do-o
When you're called.. a.. di-no-saur!
So we're here... past... the prime of our li-fe,
Breathin'.. hard... to make it just.. once.. more!
This.. last.. time... we're stag-ger-in' throu-gh
To... make... one... fi-nal... score!

DIFFERENCES

Isn't it wonderful the way Mother Nature made girls such beautiful creatures?

It's part of Mother Nature's **master plan** so you'll like them!



BERG'S-EYE VIEW DEPT.

THE LIGHT

MANNERS

Okay, Miss, I'd like to see your driver's license!

Just a moment, Officer ...

... can't you see I'm on the phone?



SHOPPING



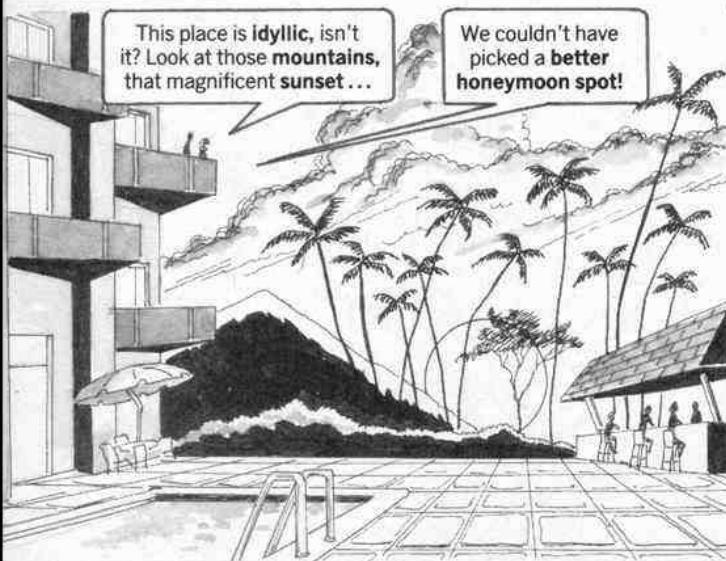
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

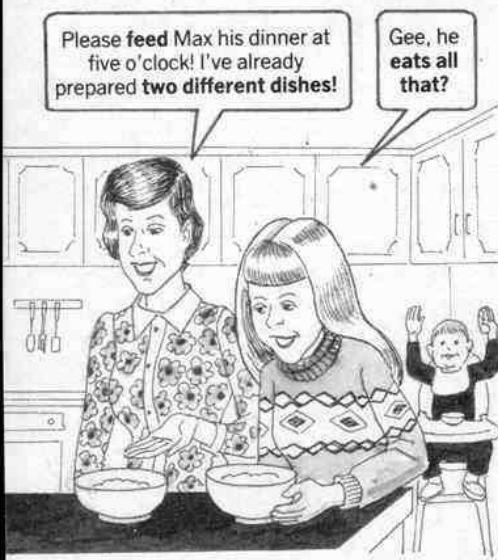
RELATIONSHIPS



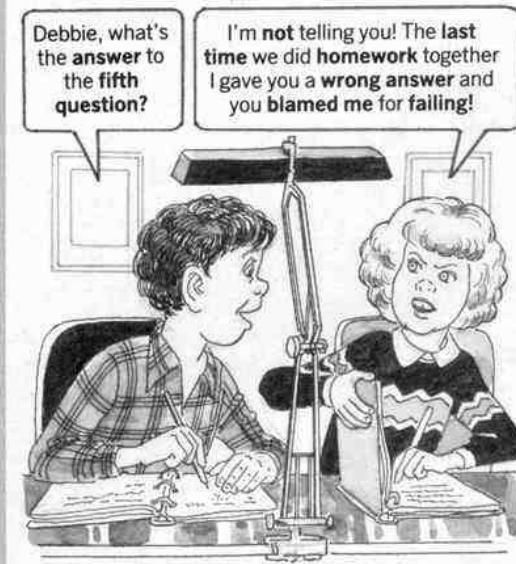
MODERN MARRIAGES



BABYSITTING



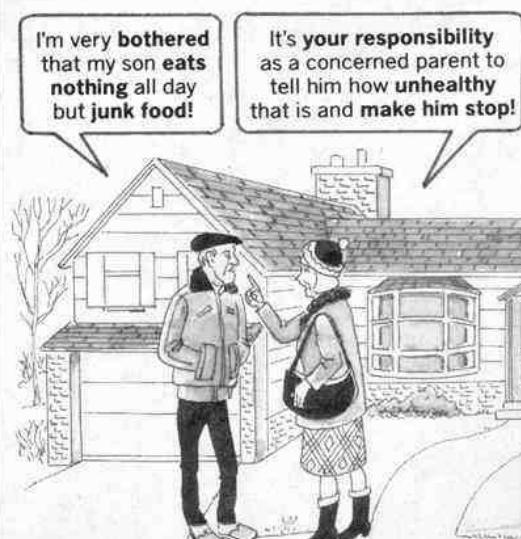
GRADES



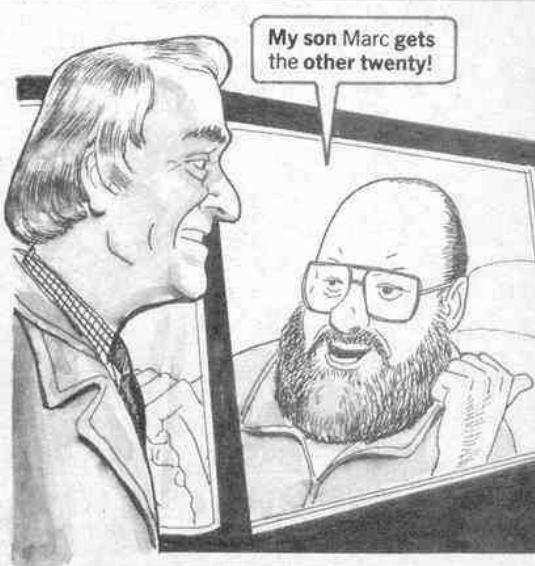
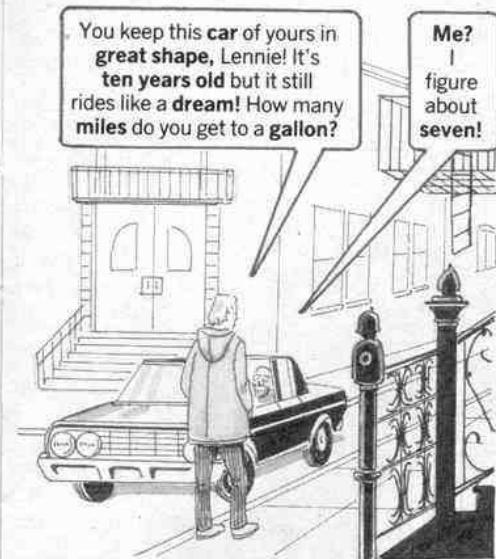
THE ECONOMY



DIET



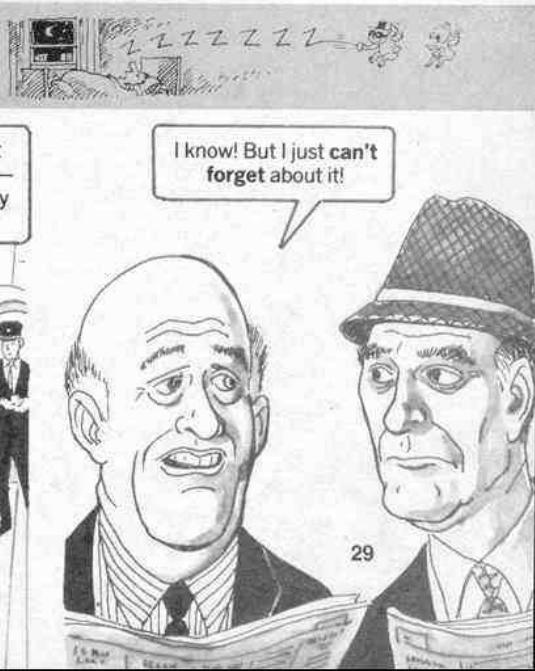
CARS



EATING OUT



MEMORY



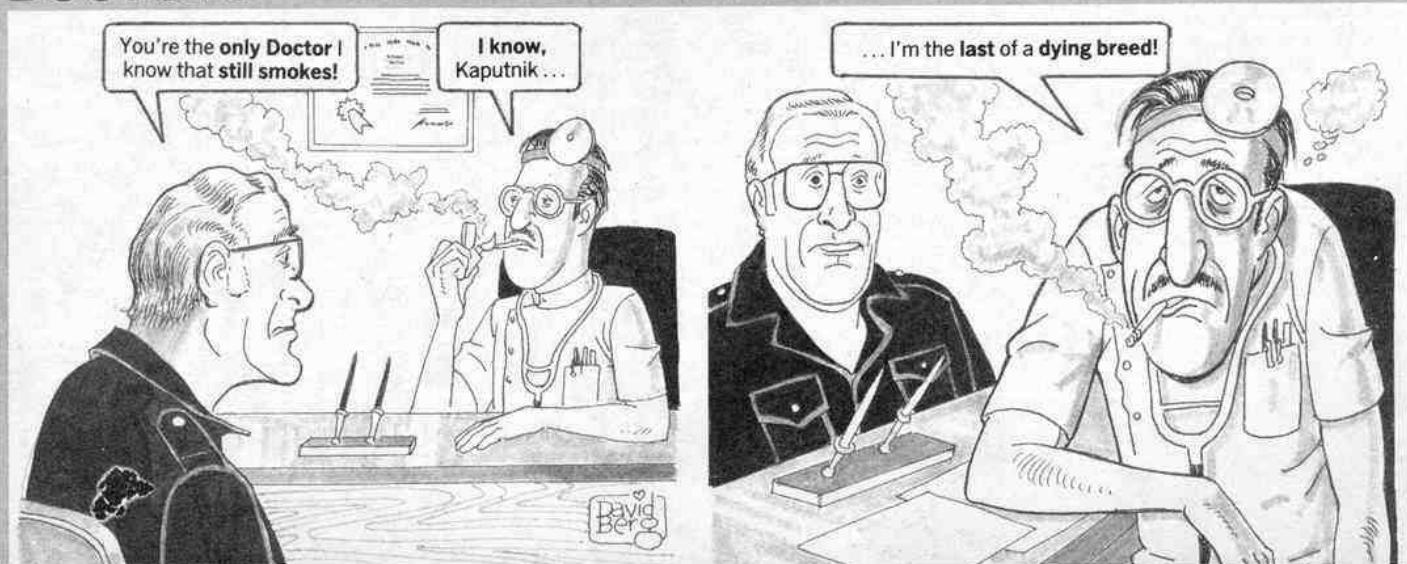
THE OFFICE



FASHION



DOCTORS



WRITING WRONG DEPT.

There's a growing phenomenon in America these days. Special interest groups are forcing their personal morality on everyone else! Self-appointed do-gooders like housewife Terry Rakolta and the Reverend Donald Wildmon are spearheading movements to pressure major companies into yanking their advertising from "offensive" TV programs like *Married with Children*. (And greedy, spineless companies are caving in!) That's bad enough, but we think it's going to get even worse. MAD envisions a day...

WHEN PRESSURE GROUPS REALLY TAKE OVER

ARTIST: BOB CLARKE

WRITER LOU SILVERSTONE

Dear General Mills,

On your Wheaties packages, you have been featuring Olympic Gold Medal winners such as swimmers, basketball players, gymnasts and runners. However, you have never once featured a medal winner in the Pistol and Rifle shoot.

We at the NRA think this is part of a Commie-inspired anti-gun movement. We have millions of members, all of whom eat breakfast cereal. If you expect us to eat the "Breakfast of Champions" you'd better rectify this un-American situation immediately.

Patriotically,
Stu Meats

General  Mills

Dear Mr. Meats,

General Mills owes all gun owners a heartfelt apology. We never intended to slight those magnificent athletes who compete in the Pistol and Rifle Shoot. We hold these marksmen in the highest esteem and believe them to be excellent role models for America's youth.

Your letter has convinced us to feature these unsung heroes prominently on all Wheaties boxes. Not only that, but we'll be giving away a loaded .32 caliber handgun in each box of Wheaties which will encourage children to start shooting.

Thanks for contacting us—and rest assured that at General Mills we believe firmly in the right of every American to bear arms, no matter how prone to violence they may be.

For God and Country,



Public Relations,
General Mills

UP
WITH
GUNS

DOWN
WITH
SMUT

BAN
THE
BRA

To 7-Eleven Inc.,

As the wife of a compulsive gambler, I am outraged by the crass manner in which your store encourages and promotes excessive gambling.

The name "7-Eleven" is the battle cry of derelict, low-life crap shooters when they are rolling dice.

Whenever my poor husband sees one of your wretched stores he walks out on me and goes looking for a dice game or a seedy betting parlor.

I have organized a group of concerned housewives who firmly believe that their husbands' addiction to gambling is directly linked to 7-Eleven. We are planning nationwide demonstrations in front of all your stores and a high profile media campaign that will expose you for the unsavory characters we know you to be.

With deepest concern,
Mabel Duck

7-ELEVEN

Dear Mrs. Duck,

We beg your pardon. It never occurred to us that the name 7-Eleven could be an inducement for people to gamble. Thanks to your astute letter, we've taken action to remedy this situation and chosen a new number as our store name, a number that our research team assures us has nothing to do with gambling and will definitely not offend anyone. The number is 666.

It is our sincere hope this move meets with your approval.

Best regards,
Consumer Relations
7-Eleven

SAVE
THE
WHALES

DEAR IZOD,

As a member of the Alligator Preservation Society, I feel it is my duty to call to your attention that the alligator is an endangered species on the verge of extinction. Your callous depiction of alligators on your sport shirts condones and encourages the senseless hunting and mutilation of these poor creatures.

On behalf of my organization, I demand you stop your ruthless exploitation of alligators and remove them from all your merchandise at once. Failure to comply with our wishes will result in our staging massive demonstrations in the parking lots of all stores that sell IZOD products.

Yours for alligators,
Henrik Spume

To: Kellogg's Cereal Co.

I resent your putting "Snap, Crackle and Pop" on the boxes of Rice Krispies. These characters are an obvious sacrilegious mocking of the Father, Son and Holy Spirit. My Organization, The Alabama Mothers for Christian Cereal boxes, plan to boycott all Kellogg's products unless the demonic trilogy is eliminated.

Yours in God,
Mr. Hans Brickface

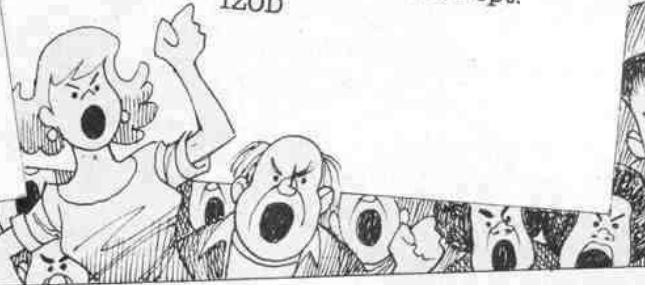


Dear Mr. Spume,

Let me assure you that it was never our intent to portray alligators in a negative way, nor do we mean to support the killing of these truly wonderful reptiles. Indeed, it troubles us to hear that they are an endangered species. In fact, we've decided to no longer use them as our trademark and replace them with creatures which we are certain are in much more plentiful supply —cockroaches and deer ticks. Thanks for calling this to our attention.

Best wishes,

Customer Service Dept.
IZOD



KELLOGG'S OF BATTLE CREEK

Dear Mr. Brickface,

Kellogg's is extremely grateful to you for pointing out the inherent blasphemous nature of Snap, Crackle and Pop. This terrible triumvirate will never appear on any of our products again.

It will please you to know that our Rice Krispies package has been completely redesigned and now features the prophets Moses, Ezekiel and Jeremiah. Now, when milk is added, our cereal no longer goes "Snap, Crackle, Pop," but instead chants the Twenty-First Psalm in Latin. We appreciate you setting us straight!

Best wishes,

Marketing Dept.
Kellogg's of Battle Creek



To Perdue Chicken Co.

Last night, while I was watching TV with my children, a commercial for your product was aired. I was absolutely taken aback by its sleazy content. Frank Perdue was talking like a dirty old man about "juicy thighs" and "tender young breasts" for the whole world to hear! Please be informed that I plan on spearheading a nationwide boycott of your company unless you do something to end this kind of blatant depravity in your advertising!

Respectfully,
Ted Tub

DEAR MIDAS MUFFLER INC.,
AS PRESIDENT OF PEOPLE FOR PURITY IN PROGRAMMING, I AM WRITING TO EXPRESS MY OUTRAGE REGARDING YOUR OBSCENE TELEVISION COMMERCIALS. THESE ADS, FEATURING BIG SWEATY MECHANICS SPEWING FORTH THEIR FILTHY OBSESSONS WITH LUBE JOBS AND TAIL PIPES, SHOULD BE BANNED! IT'S OBVIOUS TO US THAT MIDAS IS AN ACRONYM FOR MEN INVOLVED IN DERANGED AND AWFUL SEX AND THAT YOU ARE RESPONSIBLE FOR THE CORRUPTION OF OUR YOUTH AND THE DECAY OF OUR SOCIETY. WE WILL DO EVERYTHING IN OUR POWER TO ALERT THE PUBLIC OF YOUR SICK PERVERSIONS.

NEWT SnoutFish
PRESIDENT, P.P.P.

PERDUE



Dear Mr. Tub,

We are terribly sorry you found our commercial featuring Frank Perdue offensive. You will be happy to know that starting today all poultry appearing in our ads will be wearing clothing. Also, we have decided to put more energy into marketing the more acceptable, less disgusting parts of the chicken such as the neck, gizzard and head.

As for Mr. Perdue himself, we have replaced him with a claymation dwarf. Thanks for writing.

Sincerely,

Corporate Office
Perdue Farms

midas

Dear Mr. Snoutfish,

We are always pleased to receive thoughtful letters such as yours. It will please you to know that just seconds after reading your letter our president was so upset that he jumped off the 96th floor of our building and killed himself. We have filed for bankruptcy and are going out of business forever. We deeply appreciate your concern.

Sincerely,

Media Relations Dept.
Midas Muffler, Inc.

JUST SAY UNO! DEPT.

Whoa-ho! Here's a major breakthrough! You know how you always make a fool of yourself when you're with your friends? Now you can appear just as idiotic when you're all by yourself! How? By playing MAD's...

PARTY GAMES for ONE

ARTIST & WRITER:
PAUL PETER PORGES

PILLOW WRESTLE-MANIA

WHEN THE
MASKED MISHAGOS
APPLIES THE
SLEEPER HOLD,
IT'S ALL OVER,
FOLKS!



TRIPLE-CHALLENGE CHESS

HAH! BAD MOVE!
I'M AFRAID IT'S
CHECKMATE,
MY DEAR FELLOW!



JUNK MAIL CONFETTI CELEBRATION



TABLE SCRAPS MINI GOLF



DRY CEREAL ROULETTE



DOOR KNOB SQUARE DANCING



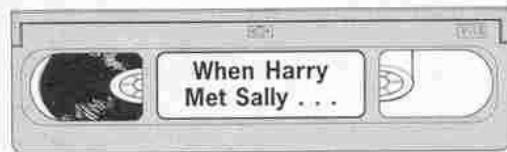
SOAP DISH REGATTA



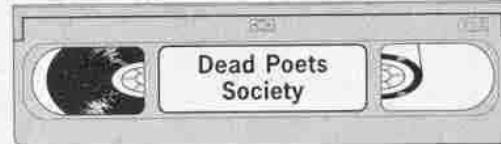
HART BURN DEPT.

You mean, you didn't see all the movies that were released this past summer? Where were you, summer school? Well, for those of you who wasted your two month vacation, you now have a chance to make up for your stupidity by renting those very same flicks at your local video store (which, naturally won't have them but will promise to call you as soon as they come in—yeah, right!) Or you can save your cash by reading the following public service article...

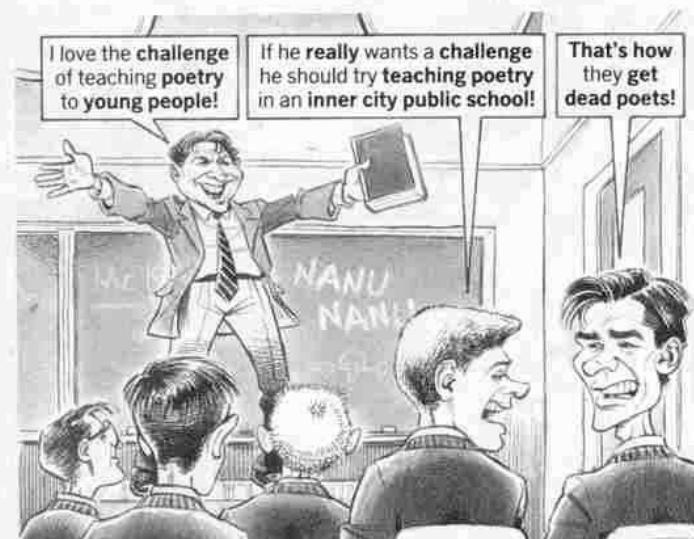
MA



Just because there's not a Woody Allen movie available to watch at home doesn't mean you won't be able to watch a Woody Allen movie, 'cause in this one director Rob Reiner has made his own version of *Annie Hall Does Manhattan!* This film tries to illustrate a truism—how often sex destroys a loving relationship! The sequel could show an even greater truism—how marriage destroys a loving relationship!



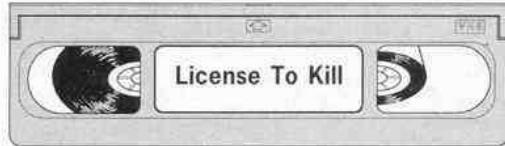
The moral of this movie is that people should take risks and dare to be unique! Like teacher Robin Williams, who loses his job...and his dedicated student, who commits suicide...hmmm! What's more ironic is that the producers have ground out yet another "Coming of Age" film without taking any risks themselves! As for Robin Williams, he should have stayed in Vietnam where he could have had a little fun!



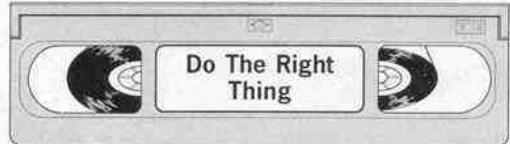
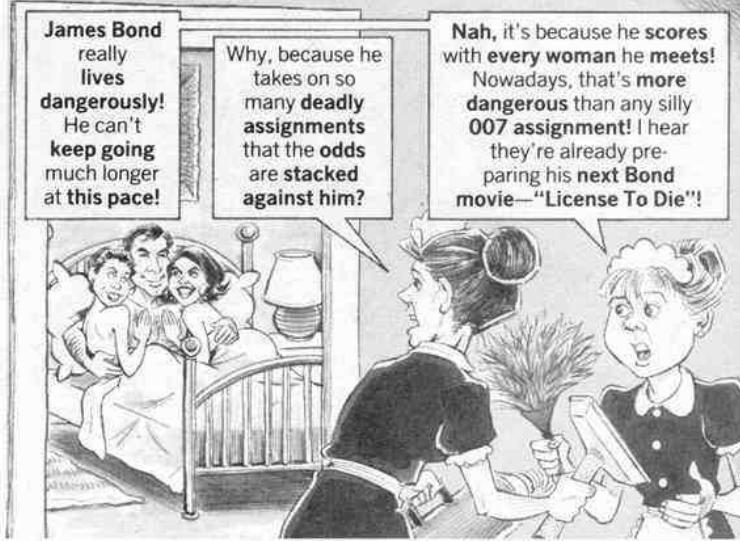
AD'S VIDEO REVIEWS

ARTIST: SAM VIVIANO

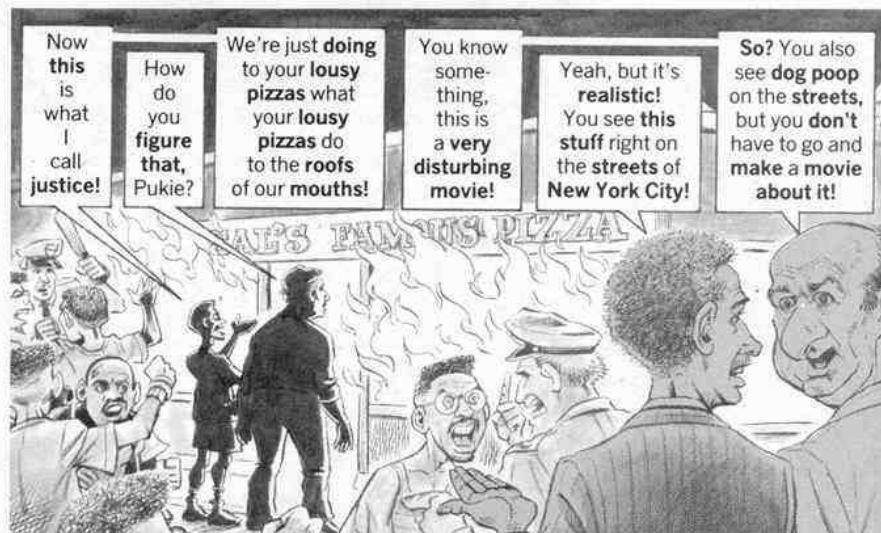
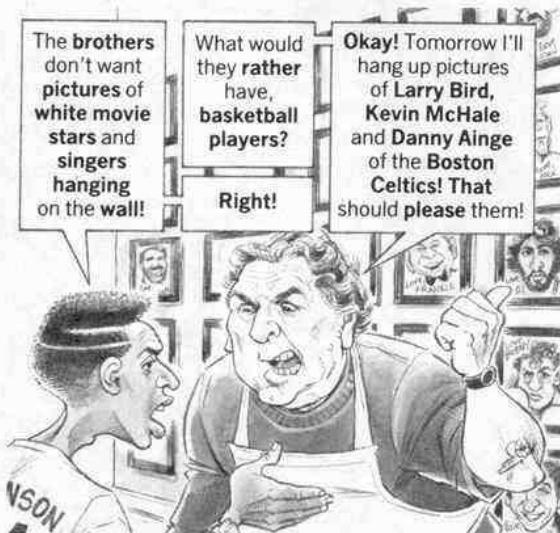
WRITER: STAN HART



This is the 16th Bond film since 1962! There's only one thing that's still fun to do after 27 years—and watching a new James Bond movie isn't it, gang!

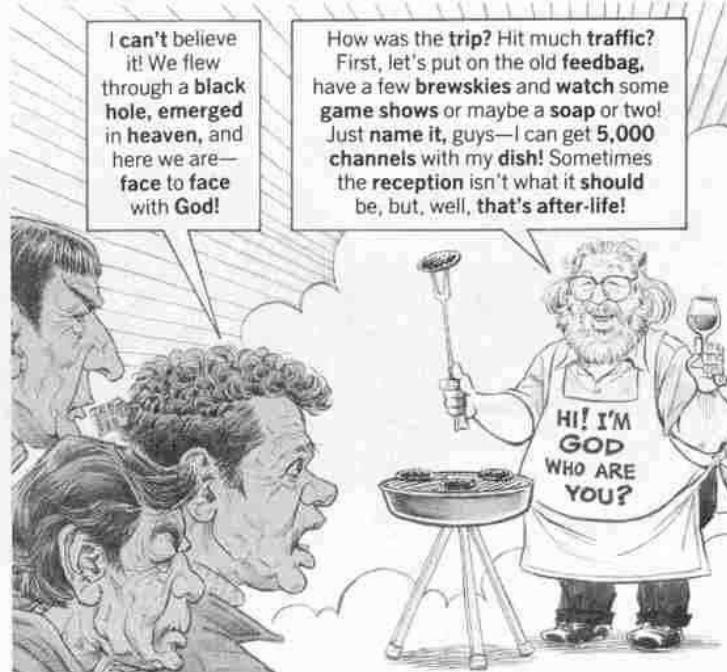
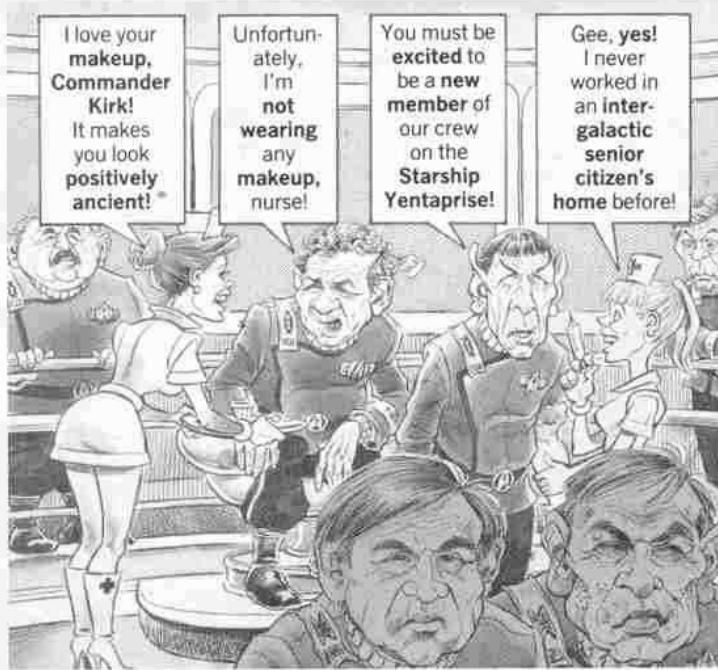


Do The Right Thing does for race relations what the Boston Massacre did for colonial harmony! The movie is simplistic, taking a complex subject and presenting it in terms of black and white (all the good guys being black and all the bad guys being white!) Spike Lee's a sure bet for this year's "Louis Farrakhan Brotherhood Award" for writing/directing this one!



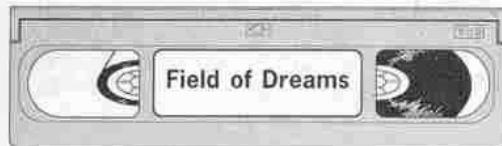


Since Leonard Nimoy directed *Star Trek IV*, it was William Shatner's turn to direct this one! Thanks to him, we'll probably never get a chance to see how DeForest Kelley directs! Not too many people saw this film in theatres! Instead, they waited until it was available on tape so they could see *Star Trek* on TV sets where it should never have left!



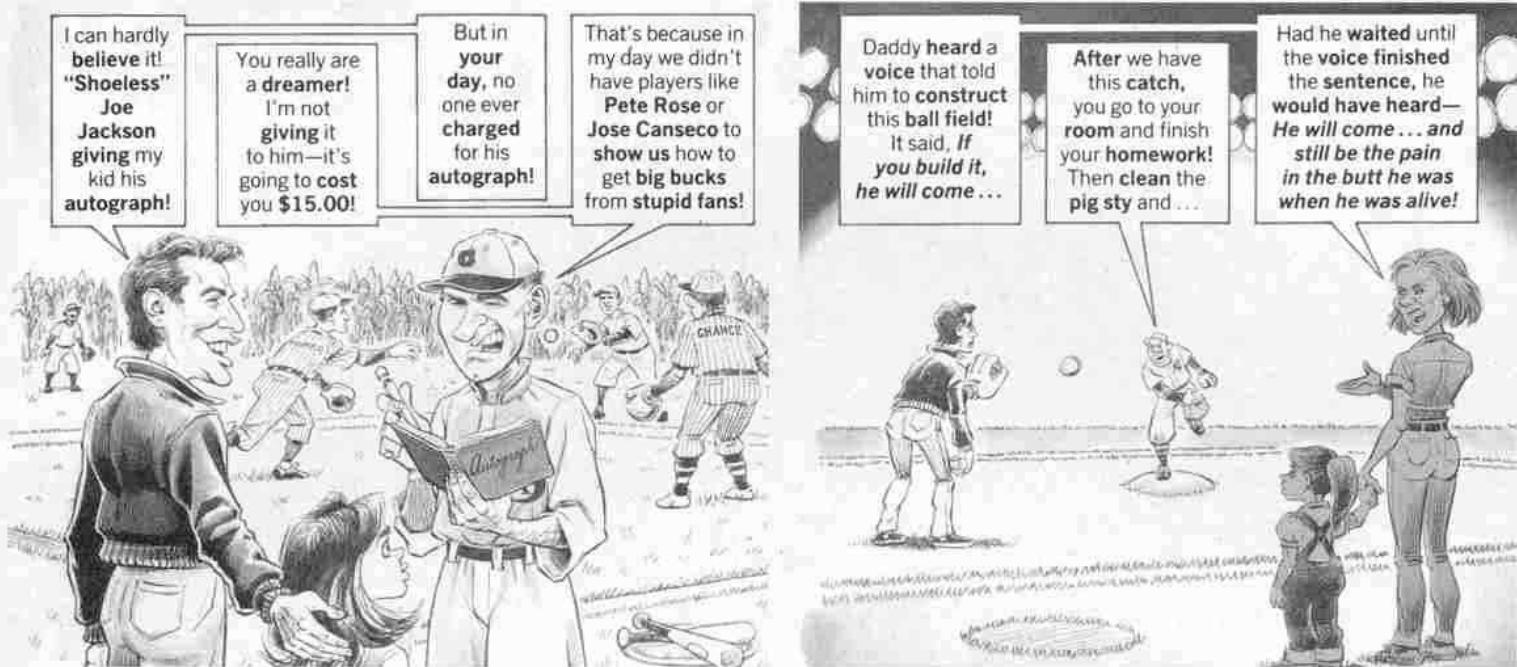
If you loved *The Karate Kid* and *The Karate Kid II*, *K.K. III* is so bad, you'll ask yourself why you ever enjoyed the first two! If you suffer from insomnia some night, this film may be a bit more entertaining than watching your dog sleep! Then again, it may not!





Field of Dreams

Perhaps the best thing about *Field of Dreams* is that the field referred to has nothing to do with Sally! It's a fantasy about baseball that has no connection with the real world—like making a movie in which Yankee owner George Steinbrenner keeps his big mouth shut for an entire season!



Parenthood

The makers of this film decided to avoid the same old clichés about parents and children and try something different. Unfortunately, the old clichés were a lot funnier! When the biggest laughs in a film involve a kid throwing up, you know you're in for a long evening!



A ROTTEN PAIR DEPT.

"*Gruesome! Disgusting! Loathesome!!!*" you bark. But wait! Before you respond too negatively to something, you should consider its alternative. It may be even more vile! So don't just sit there—get up and exercise your decision skills! You have some ugly choices to make as...

MAP A THE LESSER

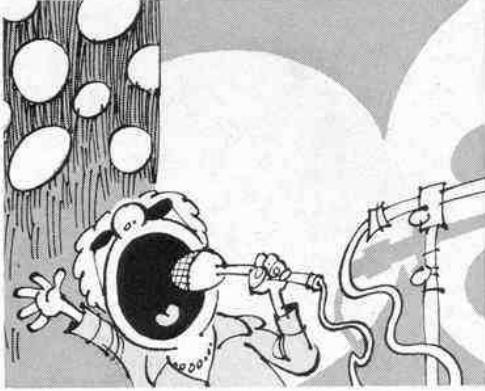
ARTIST: PAUL COKER



Sleazy "unauthorized biographies" that trash the reputations of defenseless dead celebrities...

OR

...the sickeningly pompous "vanity books" celebrities write about themselves while they're still alive??!



Young pop singers closer to infancy than puberty who are crooning about love and sex...



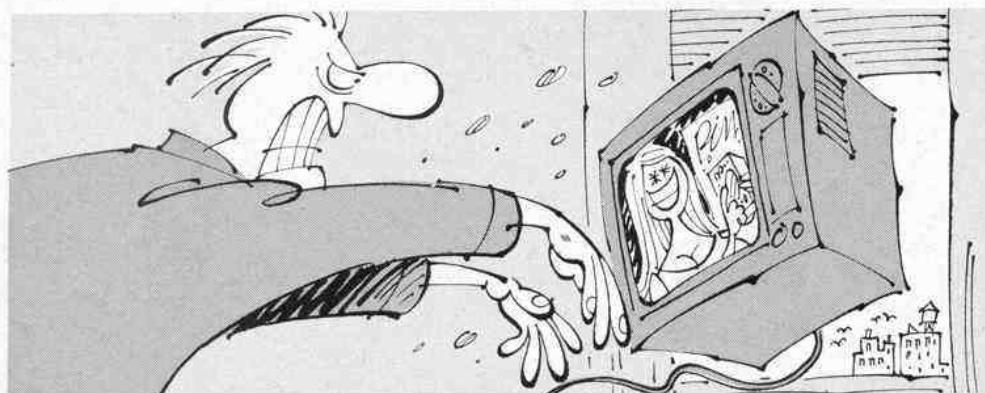
Issuing a "Christmas Wish List" of what you really want—and looking like a greedy, materialistic pig...

OR

...taking your chances—and bracing for an onslaught of socks, underwear and fountain pens??!



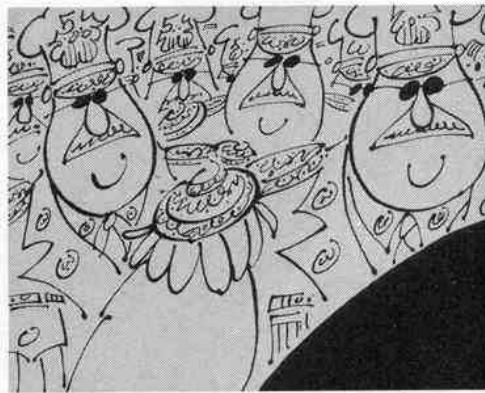
Coin-operated video games so addictive, you wind up wasting all your spare cash on them...



Slick TV commercials produced by ad agency weasels who know all of the "subliminal tricks" in the book...

OR

...sub-moronic "home-made" spots put together in a half hour by the company president's brain-dead son-in-law??!



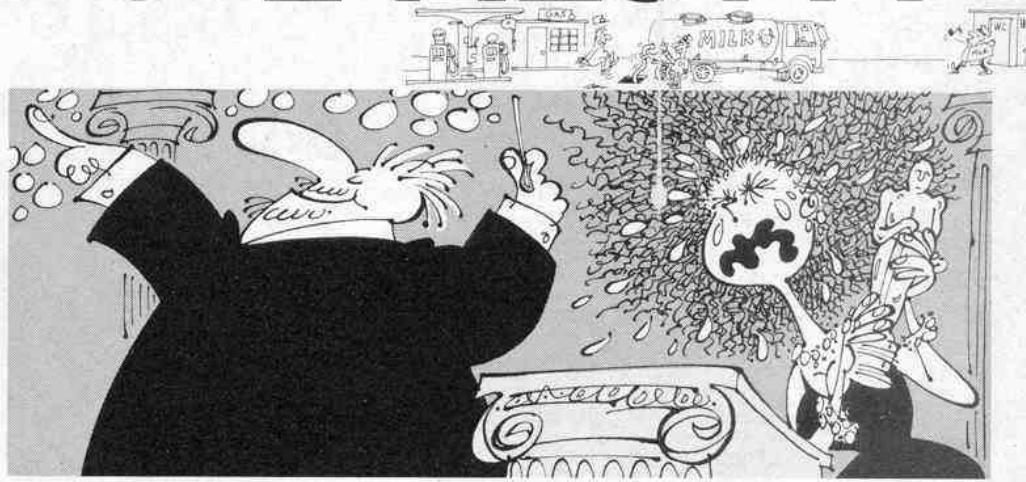
The repulsive dictators the U.S. associates with in the name of "national security interests"...

SKS: WHICH IS OF TWO EVILS???

WRITER: MIKE SNIDER



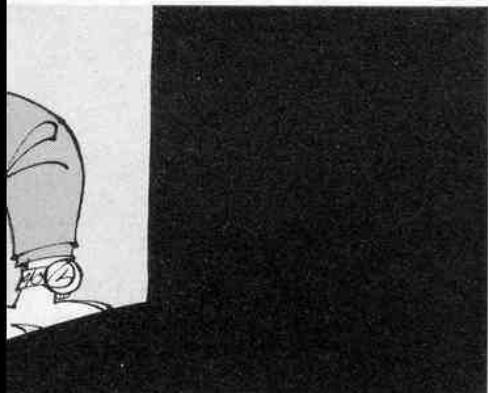
R ...way-past-their-prime "legends of rock-n-roll" who expect us to believe they're still sixteen??!



Academy-Award Show production numbers that prove Hollywood has more than its share of tone-deaf clods...

OR

...the too-horrible-to-contemplate alternative—an evening of uninterrupted acceptance speeches??!



R Nintendo home versions of the same arcade favorites that merely consume all of your spare time??!



Missing important calls because bird-brain friends and relatives are always tying up your line...

OR

...getting Call Waiting—and constantly having your important calls interrupted by the same boobs??!



R ...the even more loathsome vermin who usually wind up replacing the dictator when he's overthrown??!



Secretive capitalists who wheel and deal in back rooms, away from the scrutiny of the public eye...

OR

...self-promoting ego-maniacs of high finance who won't stay out of the public eye for a minute??!

BROKEN PREMISES DEPT.

In today's troubling times, TV producers often resort to what are called "theme weeks" in a lame effort to prop up their sagging ratings. We get barraged with stupid junk like "Seniors Week," "Engaged Couples Week," and "Daytime-Soap-Star Week" ad infinitum! But if you thought that stuff wasn't fit for broadcast, check out the swill that *didn't* make it on the air! Here's

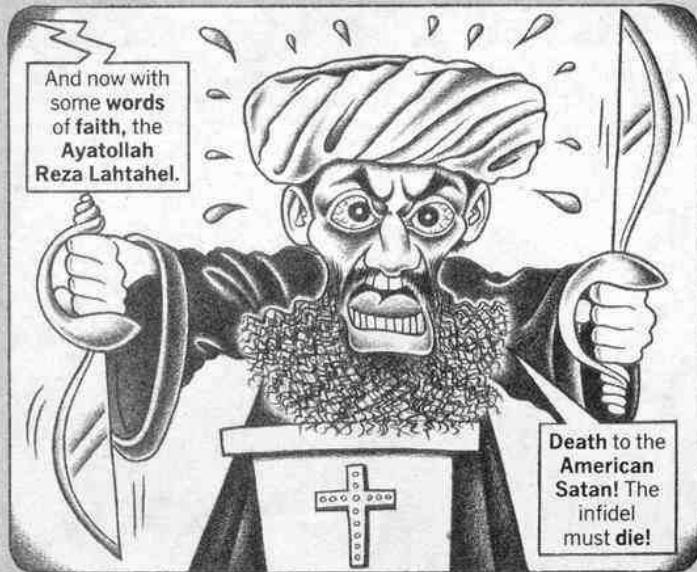
TV-SHOW "THEME WEEKS"

That Didn't Quite Work Out

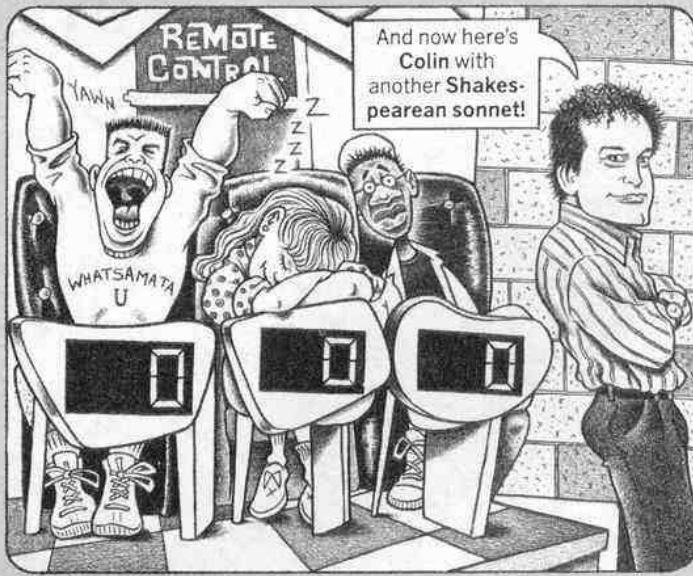
ARTIST: RICK TULKA

WRITER: MIKE SNIDER

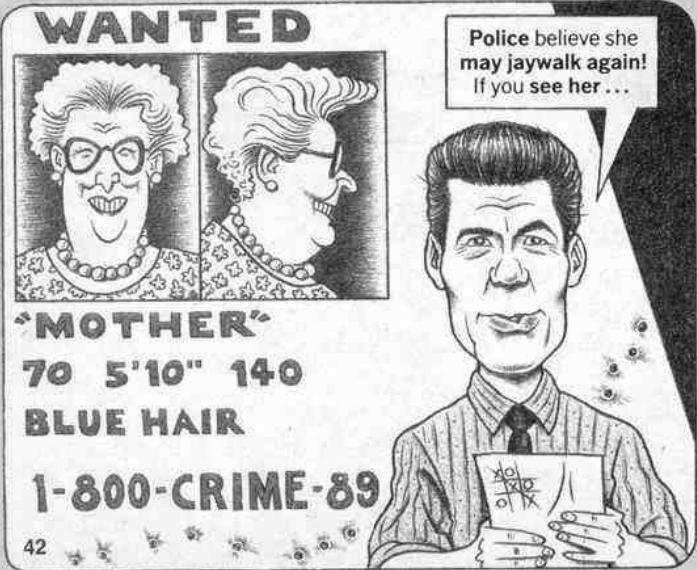
"Shiite Muslim Week" on SERMONETTE



"PBS Week" on REMOTE CONTROL



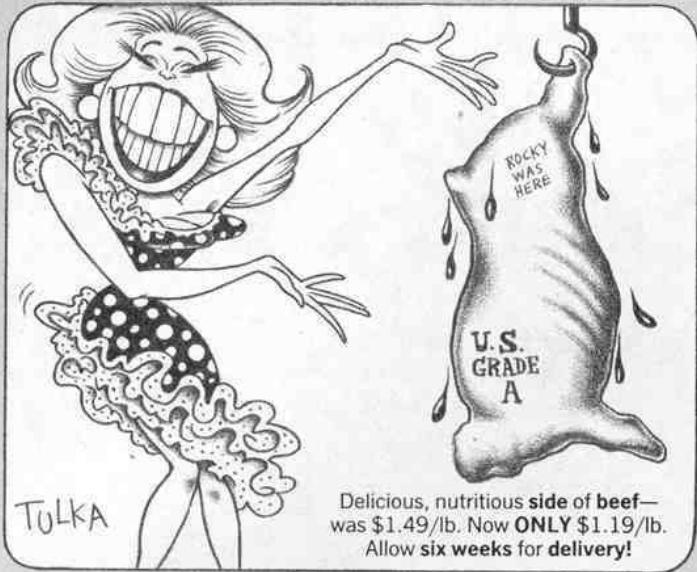
"Misdemeanor Week" on AMERICA'S MOST WANTED



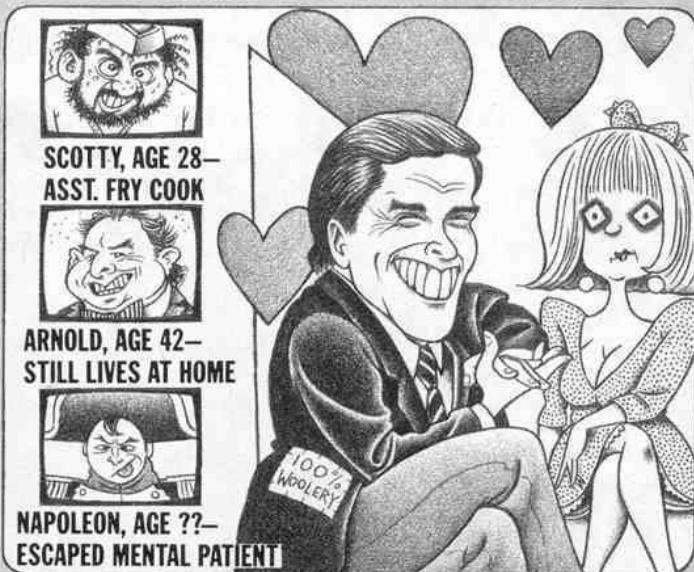
"Juvenile-Delinquent Week" on MR. WIZARD



"Meat Week" on THE HOME SHOPPING CLUB



"Geek Week" on LOVE CONNECTION



"College Wrestler Week" on THE W.W.F.



"Psychic Week" on PASSWORD



"Seniors Week" on DOUBLE DARE



"MAD Artist Week" on WIN, LOSE OR DRAW



ONE RON, NO HITS, ONE ERA DEPT.

Well, the 90's are here and that means the 80's are forever gone—that is until they come back again, preceding the 90's in the next century. Of course, when that happens we'll say

A Mad Look At The

ARTIST: ANGELO TORRES

Remember our well-meaning but semi-functional Chief Executive, Ronald Reagan? His critics said he was too old to handle the responsibilities of the job!



No doubt you recall that great patriotic slogan of the 80's: BUY AMERICAN! Wasn't it crazy how the greatest patriots of all turned out to be foreigners?



Those wild 80's will always be remembered as a time when every sports personality had a manager or agent and salaries went skyrocketing through the roof!



Who could ever forget how companies all over the country responded to that kooky, kinky product-tampering craze by packing their goods with all sorts of new safety tabs, seals, covers and lids?



the 90's are here and the 80's are forever gone even though this totally false statement will have no more validity then than it does now. All this is our stupid way of introducing...

The Fabulous 1980's

WRITERS: LARRY SIEGEL AND BILL FIBBERS

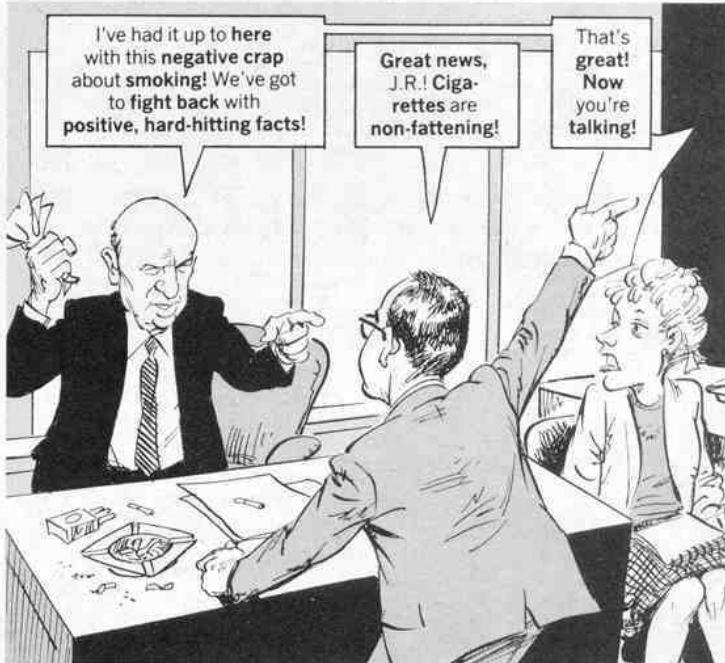
Yup, it was in those anything-goes 80's that beer, soft drink and clothing manufacturers talked many of rock's superstars into selling out and allowing corporate sponsorship of nationwide concert tours!



When MTV premiered, their 24-hour-a-day music videos revolutionized rock! And for the first time in music history, the way a group sounded wasn't as important as how they looked on camera!



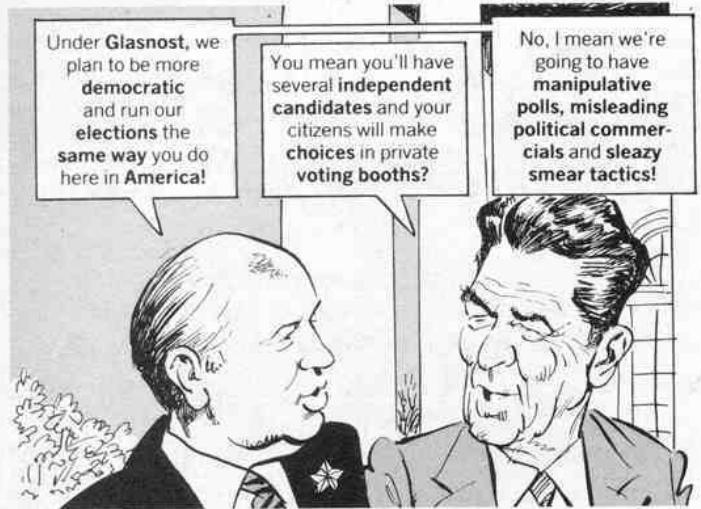
What a pounding the tobacco companies took in the 1980's! Everyone from the U.S. Surgeon General on down was bashing the dangers of smoking!



Remember when the first thing kids did when they got home from school was play Nintendo for hours? They knew the Mario Brothers better than their own parents!



Remember when that happening dude Mikhail Gorbachev rose to power in the Soviet Union? He came up with Glasnost, those zany social changes that brought new openness and great personal freedoms to Russians!



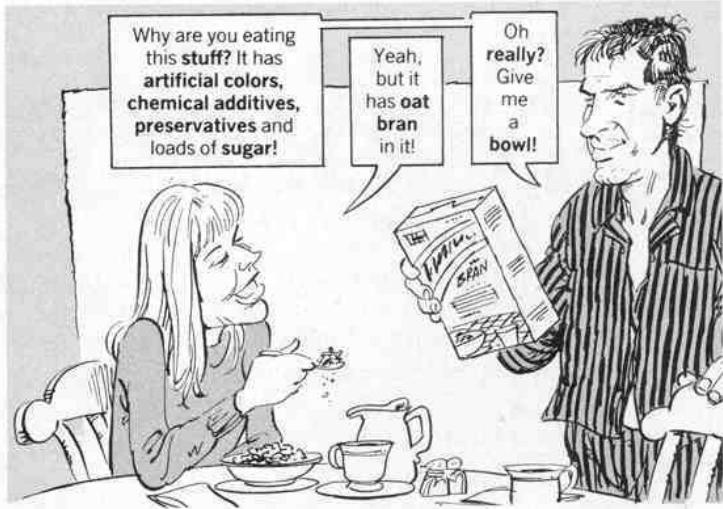
Back in those madcap, topsy-turvy '80s, remember how we were all caught up in repainting, redecorating and putting new fronts on famous landmarks?



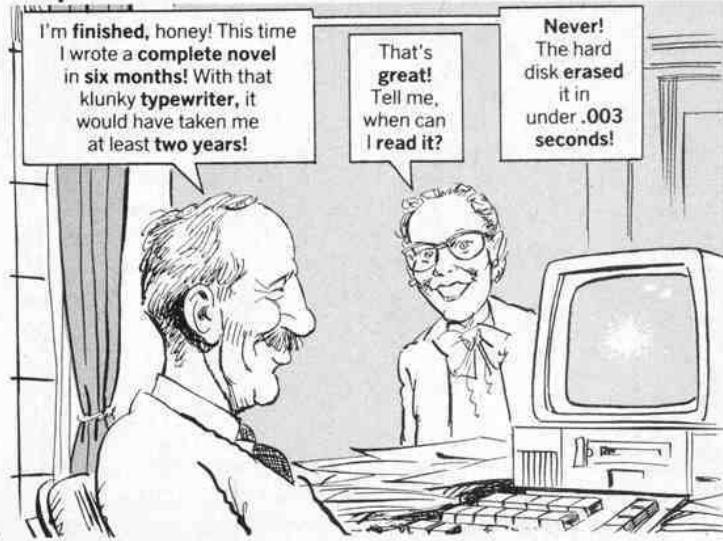
And what about that wild "Trash TV" trend, when no topic was considered too perverse or disgusting to be openly discussed before a national TV audience?



And who could forget when that weird high-fiber foods fad hit? Everyone was trying to eat as much of the stuff as they could because they heard it would lower their cholesterol levels!



The 1980's was truly the decade of the computer. Writers had a love affair with high-tech word processors which let their creative skills soar!



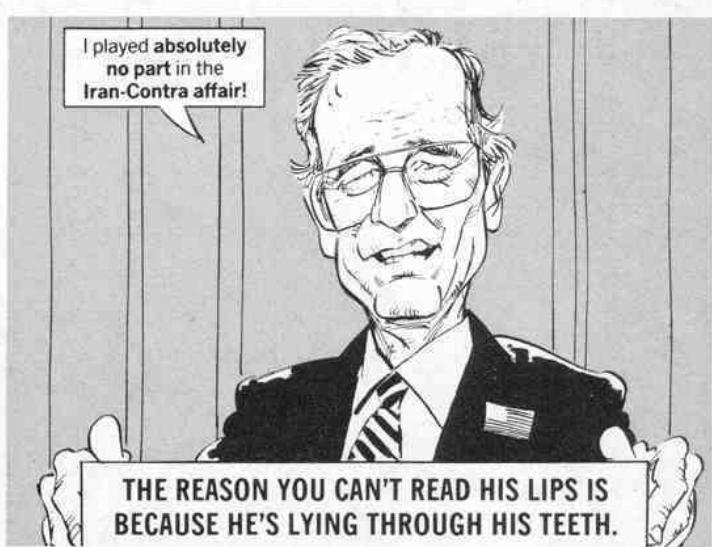
Remember the funny, outlandish Iran/Contra Scandal and all those crazy, clownish characters like John Poindexter, Bill Casey, William Secord, Fawn Hall, and the most ridiculous of them all, Ollie North?



What about heavyweight champion Mike Tyson and all the people he K.O.'d in the eighties?



One of the biggest surprises of the eighties came when we elected George Bush to be our new President and then discovered that he's Joe Isuzu's brother!



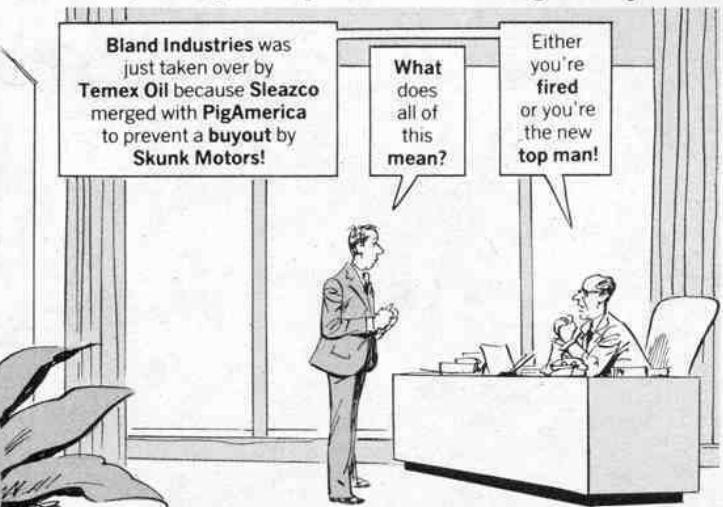
Remember the '80s wacky fitness craze? We were all dedicated to keeping our cholesterol down, staying fit and having beautiful bodies. So what was our favorite television show at the end of the decade?



And who can forget those three cute otherworldly creatures of the 1980's who made us laugh out loud with their sayings and their silly behavior?



Corporate takeovers were big! Executives learned they could enlarge their companies just by going into debt and taking over other companies instead of improving their product or making more jobs!

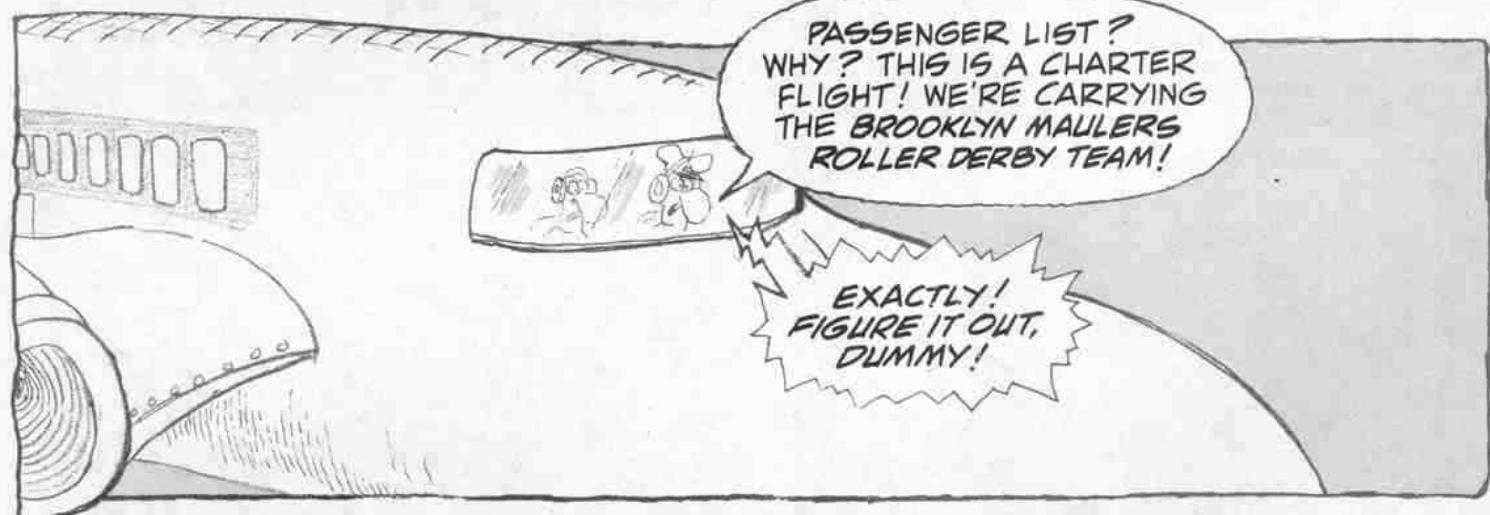


And so, as the 1980's forever fade into the misty past, forever shrouded in the veil of yesterday, who remembers Fritz Mondale or Michael Dukakis?

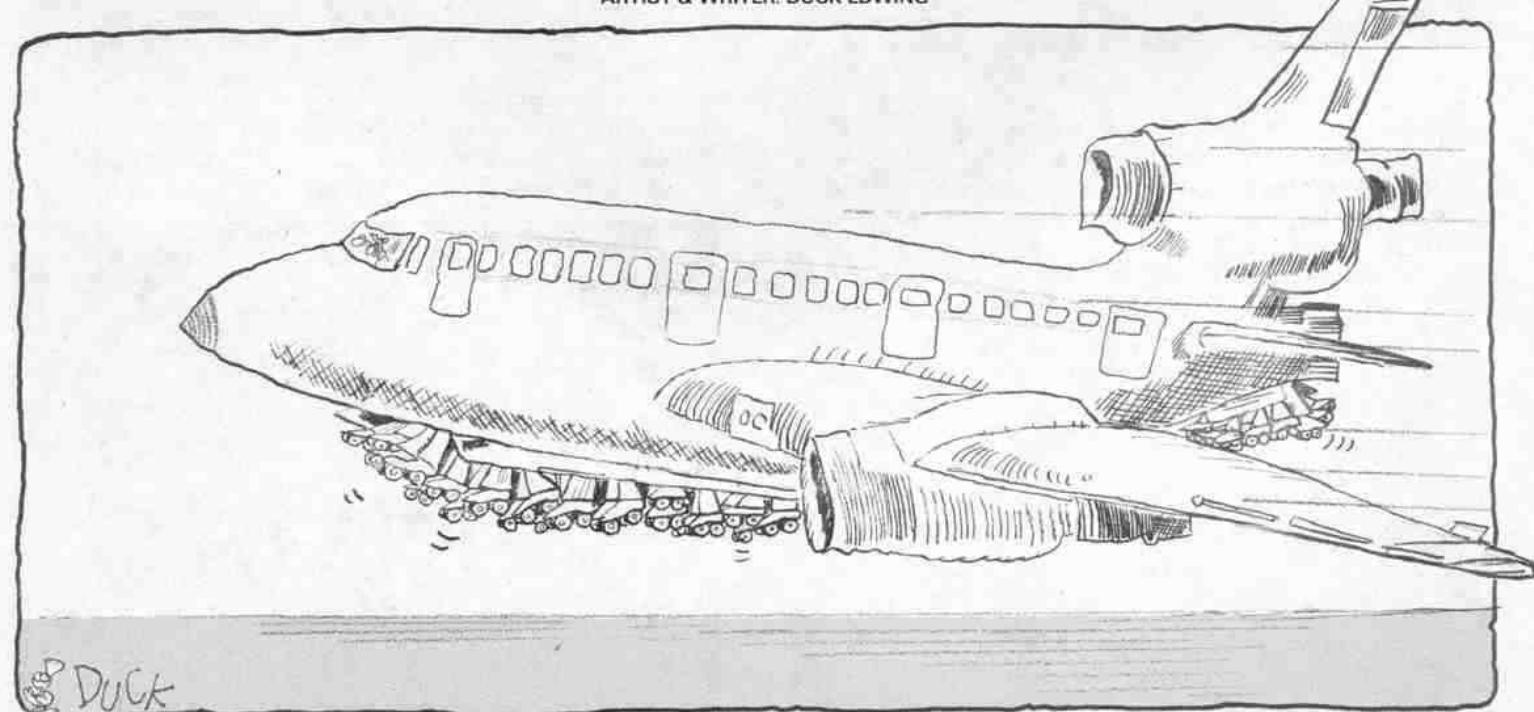


Come to think of it, neither do we!!

THE ASTOUNDING AERONAUTIC ADVENTURE



ARTIST & WRITER: DUCK EDWING



**WHAT BELOVED,
LEGENDARY
BALL PLAYER
IS A POOR BET
TO MAKE THE
HALL OF FAME?**

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

"Like a fading rose" is how a certain ballplayer's chance of getting into The Hall of Fame is described. "For Pete's sake, this is not fair!" is the cry heard from many fans. To find out who they're yelling about, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



A HALL OF FAME NOMINEE'S CHANCES
PETER OUT IF HE'S BAD. LIKE A THORN ON A ROSE
HE'S BOUND TO IRRITATE THOSE WHO JUDGE
CHARACTER ABOVE ALL ELSE. HALL OF FAMERS MUST NOT LIE
OR GAMBLE OR CHEAT. OTHERWISE THEY ARE SURE TO
BRING DISGRACE ON THEMSELVES AND LET THEIR FANS DOWN.

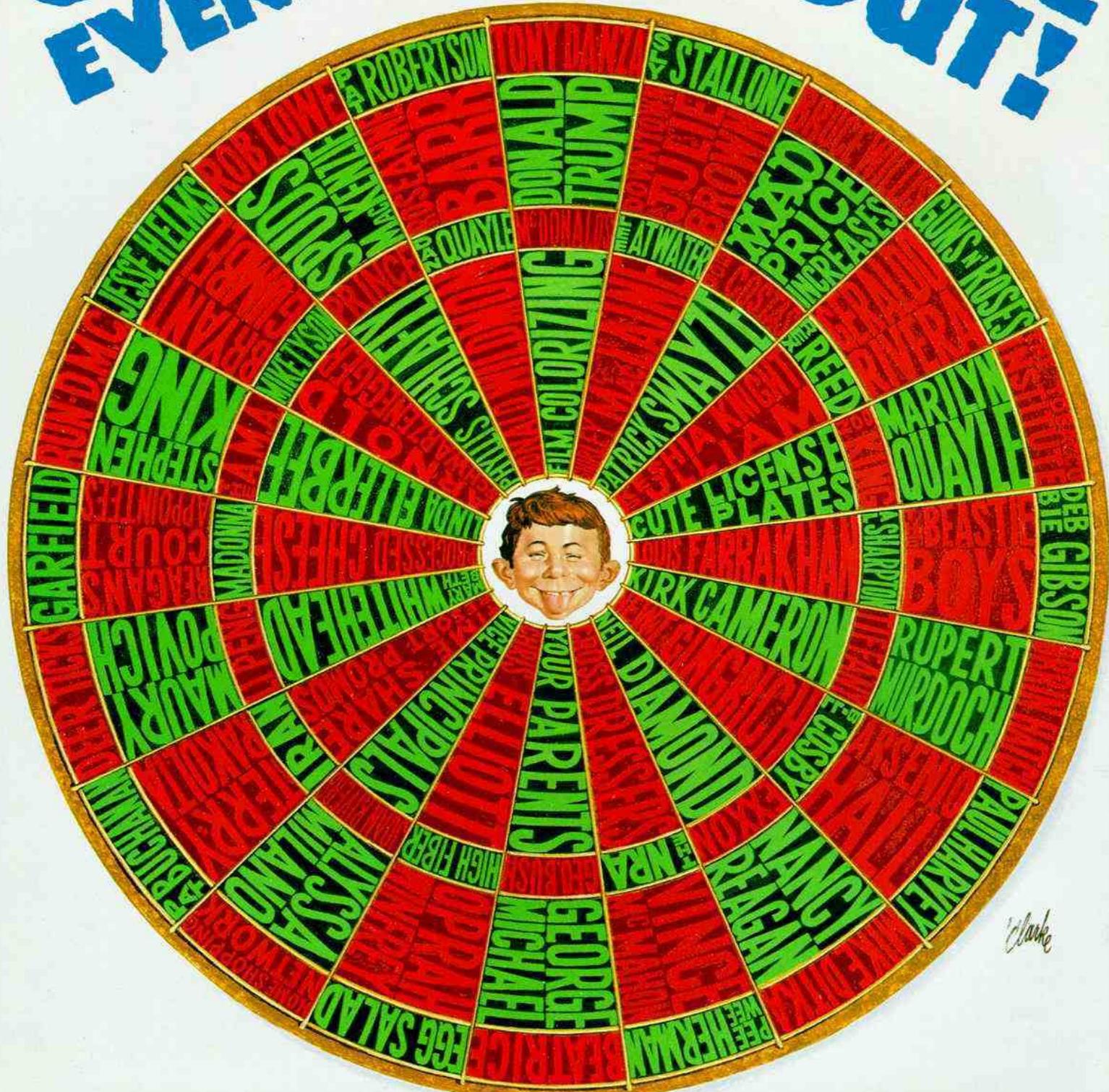
A ►

◀ B

GET EVEN!

FIRE A FEW WET ONES!

CHILL OUT!



THE MAD DART BOARD