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HAVE YOU EVER AND SEND A CHEERY CHRISTMAS

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"It's called take-home pay because there's nowhere else you can afford to go with it!"

—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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FRONT COVER ARTIST: SAM VIVIANO

MAD (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison. Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 8 issues \$11.75 or 24 issues \$38.75 or 40 issues \$59.75. Entire contents copyright (§ 1986 by E.C. Publications, Inc., 140w 10 weeks for change of address to be more effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unisolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

"FUNNY TO SHRINK THE KIDS" (A MAD MOVIE SATIRE) Pg. 4





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"BURIED WITH CHILDREN" (A MAD TV SATIRE) Pg. 43

LETTERS AND TOMATOES DEPT.



OILED AGAIN!

I enjoyed the "Scene We'd Like to See" on the back cover of MAD #290, which showed Exxon's Chairman receiving his just desserts. I would like to share another form of comeuppance for him. If there is such a thing as reincarnation, then Exxon's Lawrence Rawl could live another life as a seal, otter, whale, salmon, eagle, porcupine or other living thing that makes its home in Prince William Sound!

> Ruth F. Block New York, NY

Ruth—We were thinking of something a bit more apropos, say, a snake!—Ed.

Out of sheer curiosity, whose office did you ruin in order to create your Exxon Oil poster, which one of you idiots got splattered with the oil, how long did it take to clean up afterwards, and do you honestly think the process was worth one lousy miniposter?!?

Jeff Simmons New York, NY

Fa fa fal Excellent, insightful, thought provoking and probing questions! Unfortunately, due to space limitations, we can only answer one of them. Of course, if we hadn't written all this, we probably could have answered them all! Anyway, with regard to the office cleanup, the job is about 10% done, which by Exxon's standards means we're finished!—Ed.



PARENTAL PROS AND CONS PART II

It is my pleasure to renew my son's subscription to your magazine. There are so many useless items on the market today which I refuse to pay good money for ... but I have always enjoyed your useless magazine! I am glad my son has a chance to grow up reading MAD. It gives him a chance to understand the idiocy of our modern world! Besides, what else is there for a kid to do in Topeka?

Mrs. Shore Topeka, KS

Come on, Topeka's a wonderful city! As a matter of fact, MAD artist Paul Coker was born and lives just a stone's throw from Topeka, so if you ever see him, throw a stone at him!—Ed.

My son, David, has started to receive your TRASH magazine. We DO NOT appreciate this TRASH in our home. We have no idea who "gifted" this to him, nor do we care. DO NOT SEND ANY MORE ISSUES TO OUR SON OR OUR HOME.

Mr. and Mrs. McCann Urbandale, IA

Note to our readers—We have never heard of the McCanns. Whoever is "gifting" them... KNOCK IT OFFI—Ed.

"POLITICALLY INSPIRED DOLLS"

I am writing to inform you of the libel of Columbia University (my alma mater) in MAD #290. In the article "MAD's Politically Inspired Dolls," you refer to the Columbian Cocaine Kingpin Doll. Perhaps you were referring to the nation of Columbia, an infamous source of such "kingpins." I expect a retraction to clear the good name of Columbia!

William Wilson Cambridge, VT

We have carefully researched this matter, and we stand by our story!—Ed.

Myself and fellow Canadians were extremely upset when runner Ben Johnson's gold medal was removed at the 1988 Seoul Olympics, but you Americans do not need to rub our noses in it! Ben is still the fastest man in the world, steroids or not! I speak on behalf of all Canadians when I say, BITE ME, CARL LEWIS!

Luke Pigeon Alberta, Canada

Luke—We passed your letter along to Carl, but he was unable to answer—He was too busy polishing his Olympic GOLD MEDAL...You know, the one Ben doesn't have! Fa fa fa!—Ed.

G.I. JOKE

How dare you make fun of basic training ('A MAD Look At Basic Training') in MAD #290! My dad is in the U.S. Army and I happen to know that it is nothing like your version. You imbeciles! You'll be hearing from me again!

Chad Rodrigues Huntsville, AL

It just so happens that our Publisher, William "Blood 'n Guts" Gaines, served with your father, Chad Sr., during the invasion of Turkey... oh, wait a minute, change that—Bill was served Turkey during the invasion of Chad! Go figure. That's the Army for you!—Ed.

STAMP OF APPROVAL



Earlier this year, MAD's master artist Jack Davis was asked by the U.S. Postal Service to draw a postage stamp honoring its letter carriers. This is what it looks like. Great work, Jack! People unable to afford the 254 stamp can get the same effect by licking the back of Jack's art appearing in MAD!

"CUT-AWAY CROSS SECTIONS"

I just looked at your "Cut-Away Cross Sections of Everyday Items" in MAD #290. How the heck did you get into my backpack and hall closet?

> Brian "Thunder" Bonafede Depew, NY

It was easy, Brian. We just made a left turn at your kitchen! (For you humor buffs, the preceding was classic old joke #643.95 BI)—Ed.



MORON MAIL

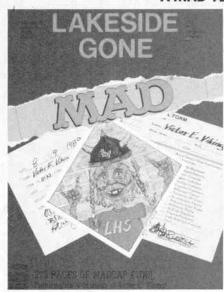
I bought MAD for a camping trip and it worked great! I used it to swat mosquitos, for fanning myself on hot days and for starting our campfire. Thank you for your useful magazine!

Trevor Pert New Brunswick, Canada

> ACTS ACTS PG. 200

T-T-Trevor, we're happy to know that MAD can also be enjoyed by humorless illiterate yahoos whose idea of a good time is sleeping outdoors in a damp, slug-infested mildewed tent! Thanks for getting someone to write for youl —Ed.

A MAD YEARBOOK





Those goofy seniors at Lakeside High School in Atlanta, GA, asked us for permission to allow their yearbook to look like an issue of MAD. We said sure, figuring that good taste would prevail and they wouldn't do it, but they did! Above are the cover and contents page. Congrats, grads!

HITS 3, MAD 0



HITS magazine, the respected (?) recording industry trade journal used MAD's own Alfred E. Neuman on the cover of their recent third anniversary issue! Hey, we have to put Alfred on our covers. Why HITS would do it voluntarily is anyone's guess!



FAT FARM REPORT

I just wanted to send you a picture of the REAL Howard Stern to prove to you that my nose isn't as big as shown in your article "MAD Visits a Fat Farm." How DARE you print such an exaggeration! I've been a fan of your magazine ever since you put me in

> Howard Stern WXRK-FM New York WYSP-FM Philadelphia WJFK-FM Washington, D.C.



Left to right: Radio personality Howard Stern, his nose. (Unretouched photo)



Please Address All Correspondence To: MAD, Dept. 292, 485 MADison Avenue New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Sara and Brian on their marriage!

NOW YOU CAN GET A FREE MAD PAPERBACK BOOK!

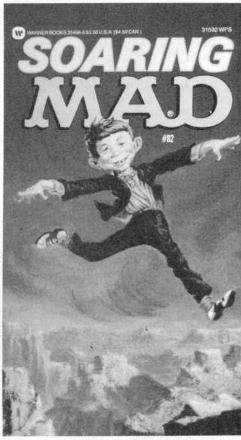
Here's an Offer So Deceiving **We're Convinced You'll Fall for it!**

Buy either of these books at TWICE the cover price ...





... and get the other book FREE!



IT'S LIKE GETTING BOTH VOLUMES FOR THE REGULAR PRICE OF EACH!

ON SALE NOW!

ASK FOR THEM BY NAME—OR POINT!

WEE THE PEOPLE DEPT.

What's the feel-good hit of the summer movies? Who cares?! Summer's over!! But there was a film vying for the top spot with a weird idea—it thought that reducing kids to the size of the Cheerio's molecule would make a good comedy! Unfortunately, the thing that really got reduced was our patience! Just try sitting still for 90 minutes while microscopic pre-teens get chased by a giant scorpion! Then you'll be ready to agree with us that it's not...

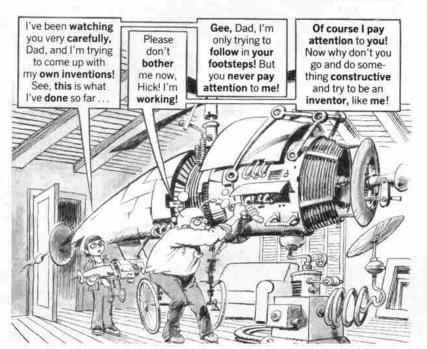


FUNNY TO ESHRINKE THE KIDS



ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



Listen, Rom, I don't want you I was afraid to be like those kids, Hick I have my own I'd hear you say that and Gamey next door! They interests. stay in the house all day! Dad! Actually, someday! I want you to learn about I only have l was things like weight lifting one interest hoping to and fishing, just like I right nowraise a girls! did when I was your age! normal son!

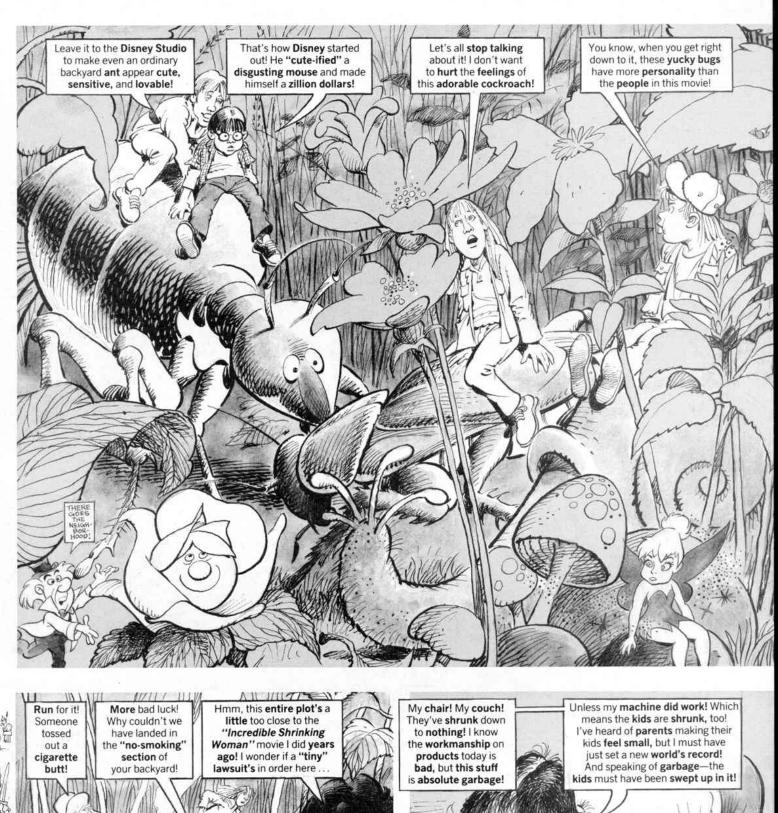


The baseball
Little Truss
hit through
our window
started Dad's
machine!
And now it's
going nuts!

Imagine how stupid
Dad will feel after
spending years
trying to get his
shrinking machine
to work, and all he
had to do is hit
it with a baseball!

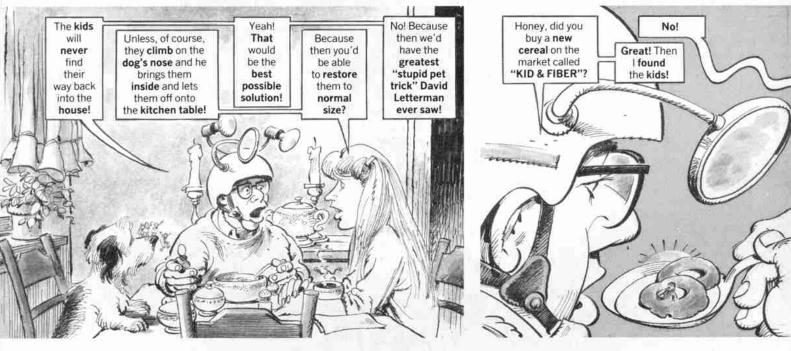
He won't feel worse than me! I spent all my allowance for two years for my Nintendo, and compared to this, it sucks!













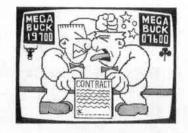
ROMWITH A VIEW DEET. CONSTITUTION OF THE STATE OF THE ST

Jordon's vs Bird's: Agents One on One

It's "tip-off" time as legal representatives of rival NBA superstars Michael Jordan and Larry Bird square off in a no-holdsbarred scramble to garner commercial endorsements for their clients!

Agents One on One lets you ink the deals that make sports fans drool, deals that no threepoint shot or slam-dunk can match. You decide when to renegotiate and when to "take the money and run." You decide whether to go for the ultimate—your client's face on the Wheaties box—or sink to the oblivion of beer commercials!

With mega-bucks at stake, only the juiciest endorsements will do! [Moronic Arts]









ARTIST: RICK TULKA

Where in the World is Carmen Sandiego's Luggage?

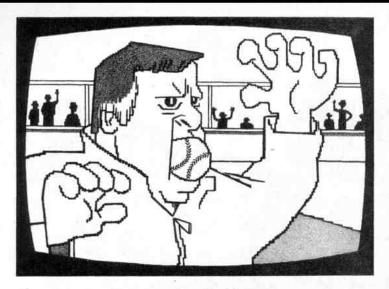
Mystery woman Carmen Sandiego is on the loose again, and her baggage is popping up at airports around the world!

Her cosmetics case is smashed in Sweden. Her carryon, mashed in Morocco. Her overnighter, bashed in Brazil. And Carmen herself? She's stranded in New York with runs in her stockings, wrinkles in her suit, and a fistful of baggage claim tickets in her sweaty palm!

It's up to you to figure out what Carmen's up to, where she's heading next, and how many overbooked flights she'll be bumped from before she's finally on her way. More importantly, what in the world will she wear if you're unsuccessful in reuniting her with her luggage?!? [Bound & Gagged]



WRITER: MATTHEW T. SMITH



George Steinbrenner Baseball

Baseball's more than hitting and fielding—it's clubhouse feuds, contract holdouts, strike threats and lawsuits! And now, George Steinbrenner Baseball brings the front office wizardry of "Gregarious George" to your home computer!

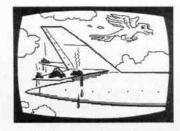
GSB lets you step right into the owner's Guccis. Its easy instructions will have you haggling over salaries, slamming players in the press, hiring and firing managers in mid-season and more! Trade for hitting and pitching, sign free-agents or "get 'em off the farm." Best of all, you're the boss—win or lose, you take the credit but never the blame! [Moronic Arts]

Chuck Yeager's Advanced Ground Crew Trainer

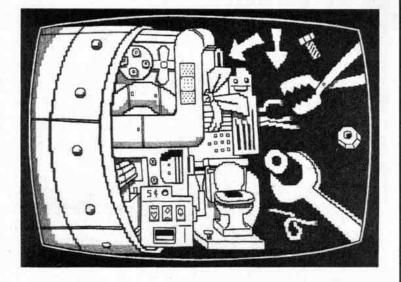
Thrill to taking orders from hot shot fighter jocks as you service your choice of 14 different aircraft!

With simple keyboard commands, you change the engine oil and spark plugs of a P-51 Mustang, you top off the fuel tanks of an F-16 Fighting Falcon, you scrape bird-doo off the tail fins of a Cessna Skyhawk!

Execute heart-pounding lube jobs, weave and spin through dangerous wiring checks, or fly your crew chief's wing on a fast



and furious window-washing drill! Aircraft maintenance has never been so full of monkeywrenching excitement! [Moronic Arts]



Paternity Suit Larry: Lounge Lizards IV

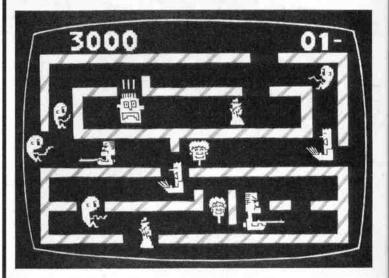
Larry's caught with his pants down this time—and the joys of fatherhood are hitting him where it hurts!

Now, our polyester-clad hero is a hunted man, chased by everyone from private investigators to process servers, from child custody case workers to his exgirlfriend's shotgun-toting father!

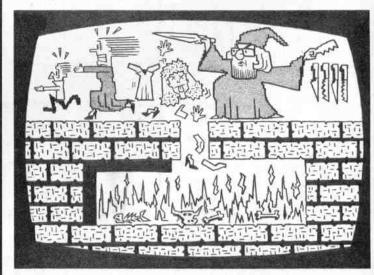
With the right kind of help, Larry might still shirk the responsibilities of parenthood and find a good time along the



way. Without it, this lounge lizard is one endangered species! For adults of all ages only. [See Error]



King's Digest XIV: Perils of Mozzarella



The latest time-wasting interactive adventure in the King's Digest series!

Can you help Princess Mozzarella and her sidekick Pepto rescue the Green Goddess from the evil Kitchen Magician? Or will you all be sliced, diced, and cast into the Pit of Indigestion?

Sound far-fetched? You bet—

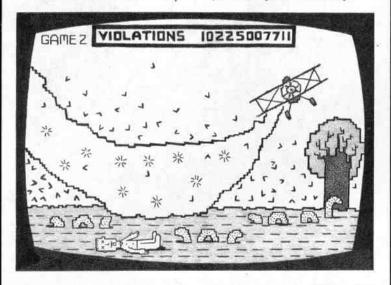
but if reality was so great, you wouldn't blow thirty bucks on a computer game anyway! Be warned, though—with 20 disks of endless options, a 700-page instruction manual, and a cast of thousands, Perils of Mozzarella is a mouthful—and not for the weak of stomach! [SeeError]

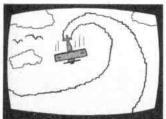
Macaronisoft Blight Simulator

Your crop duster's spray tanks are brimming with highly-toxic, highly illegal pesticides! You bank sharply, punch the throttle and roar down to your target: one-hundred acres of open cropland crawling with cutworms, weevils, and locusts!

Only Blight Simulator combines high-flying aerobatics with the latest in biochemistry. Powerful keyboard commands let you ruin crops, taint topsoil, pollute rivers and more! Worried about the EPA? Let 'em sue —Blight Simulator's menudriven defense attorney is as close as your mouse!

Meanwhile, you must maintain your altitude or you'll make an "environmental impact" of your own! [Macaronisoft]







Chessmonster 3000

Turn world-class chess into a hopeless, uphill battle with this, the latest version of Software Foolworks' unbeatable chess program!

Chessmonster boasts a library of over 80,000 opening moves, including the Belgian Gambit, the Capablanca Pawn Feint, and the deadly "Do You Vish a Last Zigarette?". It takes no prisoners and wastes no time. It will critique you, taunt you, insult you! And, in the end, it will always rout you!

Why? Because no matter what



strategy you choose, Chessmonster has a better one—from the deadly Sicilian Defense to the unstoppable "Electric Shock through the Keyboard." You'll have to feel it to believe it! [Software Foolworks]



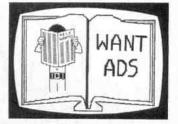


Reader Rarebit

Want to turn that "problem reader" into a book-busting whiz? Even when that problem reader is you? Well, now you can, with the computer game that makes learning to read a snap for illiterate high-school graduates of all ages! Reader Rarebit guides you by the nose through dozens of simple lessons—learn to read and spell essential nouns like "Welfare" and more advanced terms like "Want Ads."

Reader Rarebit—you bought it for the kids, now get one for yourself! As the Rarebit says, "Eh, better late than never, doc!" [The Larnin' Company]

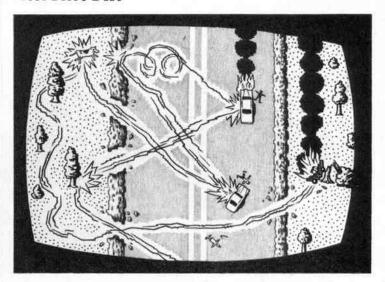








Test Drive DWI



Finally, a computer simulation that delivers "one for the road" excitement with horsepower to spare, putting you and a bottle of cheap liquor behind the wheels of the most powerful high performance sports cars on the streets!

Cut lanes in a Lotus, swerve and spin in a Porsche, or gun for road-kills in a Corvette. DWI's true to life acceleration and alcohol-dulled reactions take you from the roar of a Ferrari to the whine of a GMC ambulance,



from the leather-crafted heaven of a Lamborghini interior to an afterlife of a different sort!

DWI—when fast and sober isn't enough! [Eccholade]

OUR DAILY DREAD DEPT.

As we travel through life, we begin to see emerging patterns that occur with eerie regularity. If you don't believe us, check your calendar as we review...

ARTIST: PAUL COKER

WRITER: CHARLIE KADAU

ON SUNDAYS

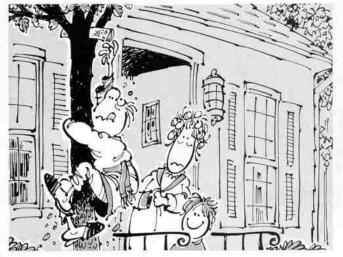


...You stay out late to miss the end-of-weekend traffic jam, only to wind up in a traffic jam of other people who stayed out late for the same reason.

... At about 10:30 p.m. you decide it's time to start working on your weekend homework assignment.

... You add the six sections you "still haven't gotten to" to the pile of Sunday newspaper sections you still haven't gotten to from the past 18 weeks.

on wednesdays



...You step out your door and finally find where the paperboy threw Monday's newspaper.

...You make the unbelievable discovery that every bookstore in town is sold out of the Cliff's Notes of the novel you haven't read a page of yet, but have to hand in a book report on by Friday.

...You make a silent pledge to yourself that by the end of this week you'll finish all the work you had pledged to finish by the end of *last* week.

ON THURSDAYS...

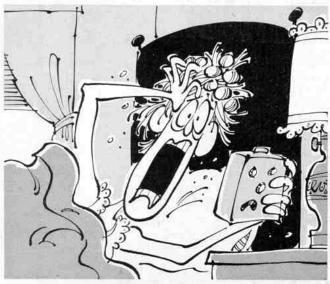


...At about 4:30 a.m., the sound of garbage trucks reminds you that you didn't put the trash out the night before.

... You finally get up enough nerve to ask someone for a date on Saturday night, only to discover they made other plans yesterday.

... You remember that you still haven't returned the video you rented that was due back last Monday.

ON MONDAYS...



- ... Five minutes before you have to be at work, it comes to your attention that you forgot to click back on your alarm clock from the weekend.
- ...Because you never got around to doing the laundry you have to fish underwear out of the hamper.
- ... You step out your door to discover that the weather is a lot better than it was all weekend.

ON TUESDAYS...



- ...You start your day by realizing you only have enough cash left for carfare or lunch—but not both—until payday on Friday.
- ...At work, you enter that in-between period when people stop asking "How was your weekend?" but have yet to start asking "So what are you doing this weekend?"
- ... The mailman finally delivers your copy of last week's TV Guide.

ON FRIDAYS...



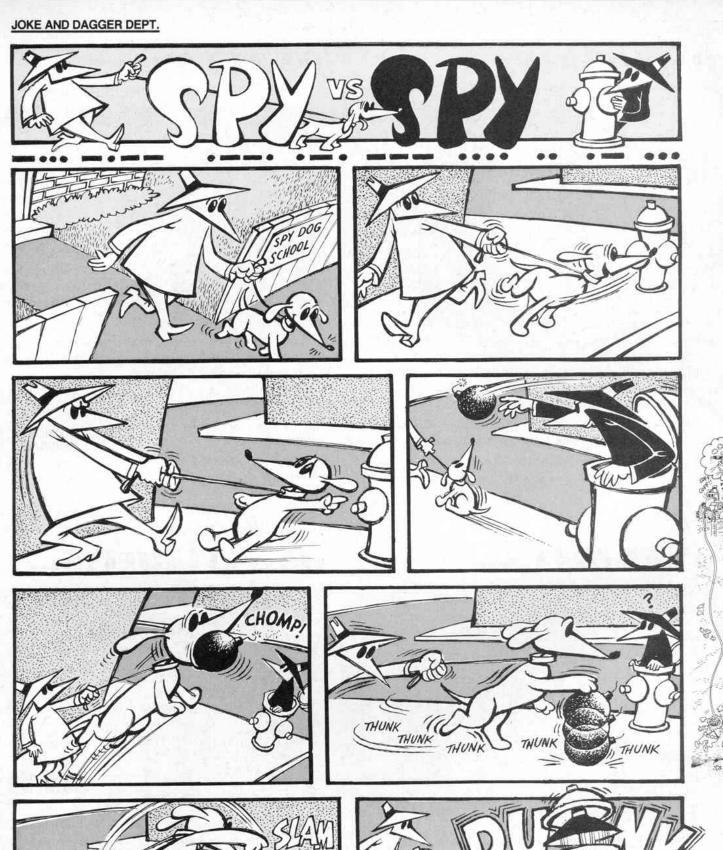
- ... You get an agonizing, throbbing toothache in the early evening—just as your dentist is leaving his office for a 3-day weekend.
- ...For the umpteenth Friday in a row, you don't know or care who ABC News is planning to choose as its "Person of the Week."
- ...For the first time all week, you can stay up as late as you want—but you get drowsy and fall asleep at your regular time anyway.

ON SATURDAYS...

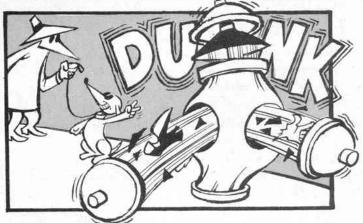


- ...While standing in line at the checkout counter you discover that all the coupon specials you clipped out of last Sunday's supermarket circular are now out-dated.
- ...Dozens of nuisance chores once again prevent you from watching the hours and hours of video tapes you've recorded over the last two months.
- ... You make it a point to get home in time to catch "Saturday Night Live" only to be disappointed by the show yet again.

13







ASK BACKWARDS DEPT.

Fans of the TV show "Jeopardy" (commonly called "Trebekkies") will recall that back in MAD #275 we presented Round One in our own version of the popular answer and question game. Well, welcome back to Round Two! Yes, the stakes are doubled and the jokes are doubly bad! So get ready to play

MAD'S HOME VERSION OF JEOPHNE VERSION OF

WRITER: J. PRETE

BASEBALL	ENTERTAINMENT	SCIENCE	ODDS AND ENDS	AD SLOGANS AND MOTTOS	FOOD
FAMOUS NEW YORK YANKEE AFTER WHOM A CANDY BAR WAS NAMED	TV'S TALKING HORSE	THERE ARE NINE OF THESE IN OUR SOLAR SYSTEM	CANADIAN BEN JOHNSON WAS SUSPECTED OF TAKING THEM DURING THE 1988 SUMMER OLYMPICS	FAMOUS FOR ITS "HUNDREDS OF NOOKS AND CRANNIES"	TRANSLATED FROM THE JAPANESE, "SUSHI" MEANS THIS
THREE OF THESE AND A BASEBALL PLAYER IS OUT	IN THIS 1970'S FAMILY SHOW, DICK VAN PATTEN HAD EIGHT OF THEM	NEIL ARMSTRONG UTTERED THESE FAMOUS WORDS AS HE FIRST STEPPED ON THE MOON	ACCORDING TO SOME, IT IS "THE ROOT OF ALL EVIL"	"THE QUICKER PICKER UPPER"	SOME PEOPLE COMPLAIN THIS STICKS TO THE ROOF OF THEIR MOUTH
REGARDLESS OF THE SIZE OF THE BALLPARK, THESE ARE ALWAYS 90 FEET LONG	BATMAN DEDICATED HIS LIFE TO FIGHTING THIS	TOGETHER, THEY CONSTITUTE THE WORLD'S LARGEST EXPANSE OF FRESH WATER	THEY ARE "MEMBERS OF LOCAL 12— VILLAINS, THIEVES AND SCOUNDRELS UNION"	"THE LONELIEST MAN IN TOWN"	AT ANY BASKIN ROBBINS, YOU CAN FIND OVER 31 OF THESE
PETE ROSE GOT MORE OF THESE THAN ANYONE WHO EVER PLAYED PRO BASEBALL	WHETHER THESE SHOULD BE COLORIZED IS NOW A HOTLY DEBATED TOPIC	A SIX- SIDED FIGURE	FIRST WORDS IN THE BIBLE	"THE CAR THAT SELLS ITSELF"	IT FOLLOWS "TWO ALL-BEEF PATTIES, SPECIAL SAUCE, LETTUCE, CHEESE"
L.A. DODGER OREL HERSHEISER WON THIS AWARD IN 1988	THEY PERFECTED THE STUPEFYING "WHO'S ON FIRST?" ROUTINE	THE STUDY OF FOSSILS	ACCORDING TO THE OLD SAYING, "IF IT LOOKS LIKE A DUCK, WALKS LIKE A DUCK, AND QUACKS LIKE A DUCK," IT'S PROBABLY THIS	"7-UP NEVER HAD IT, NEVER WILL"	AT A CHINESE RESTAURANT, SOME CUSTOMERS COMPLAIN THIS GIVES THEM A HEADACHE

MAD'S HOME VERSION OF

And remember, your answer MUST be in the form of a question!

BASEBALL	ENTERTAINMENT	SCIENCE	ODDS AND ENDS	AD SLOGANS AND MOTTOS	FOOD
WHO IS DAVE "BUTTER- FINGERS" WINFIELD?	WHO IS BEA ARTHUR?	WHAT ARE VIDEO STORES THAT RENT TAPES IN THE BETA FORMAT?	WHAT ARE JACKIE JOYNER- KERSEE'S UNDERPANTS?	WHAT IS ROSEANNE BARR'S REAR END?	WHAT IS "WARNING! MAY CONTAIN WORMS AND OTHER LIVE ORGANISMS"?
WHAT ARE POSITIVE DRUG TEST RESULTS?	WHAT ARE CHINS?	WHAT IS, "RIGHT AFTER THIS, I'M GOING TO DISNEYWORLD"?	WHAT IS THE REPUBLICAN NATIONAL PARTY?	WHO IS ROB LOWE?	WHAT IS NEW YORK CITY AIR?
WHAT ARE THE LINES TO THE BATHROOM?	WHAT IS THE UGLY SECRET ABOUT HIS RELATIONSHIP WITH ROBIN?	WHAT ARE THE MELTED-DOWN ICE CUBES IN A HARDEE'S LARGE COKE?	WHO ARE THE EXXON CORPORATION'S BOARD OF DIRECTORS?	WHO IS THE RESERVATION AGENT FOR THE CLUB MED IN BEIRUT?	WHAT ARE HEALTH CODE VIOLATIONS?
WHAT ARE BAD HAIRCUTS?	WHAT ARE THE HAIRS ON BARBARA BUSH'S HEAD?	WHAT IS ROSEANNE BARR'S REAR END?	WHAT IS "PLACED BY THE GIDEONS. DO NOT REMOVE FROM MOTEL ROOM"?	WHAT IS ANY JAPANESE IMPORT WHEN COMPARED TO MOST AMERICAN CARS?	WHAT IS ABOUT TWO HOURS OF HEARTBURN AND ACID INDIGESTION?
WHAT IS "THE DUMBEST NAME IN AMERICA" AWARD?	WHO ARE MIKE DUKAKIS'S CAMPAIGN STRATEGISTS?	WHAT IS WATCHING THE LATEST STAR TREK MOVIE?	WHAT IS YOUR BLIND DATE?	WHAT IS THE POPULARITY OF COKE OR PEPSI?	WHAT ARE BLOOD-CURDLING "MEOWS" EMANATING FROM THE RESTAURANT'S KITCHEN?

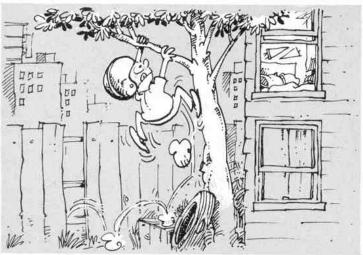
SERGE-IN GENERAL DEPT.

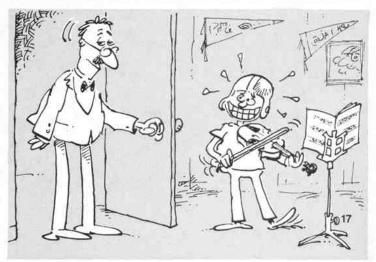
A MAJO LOOK AT INSTRUMENTS

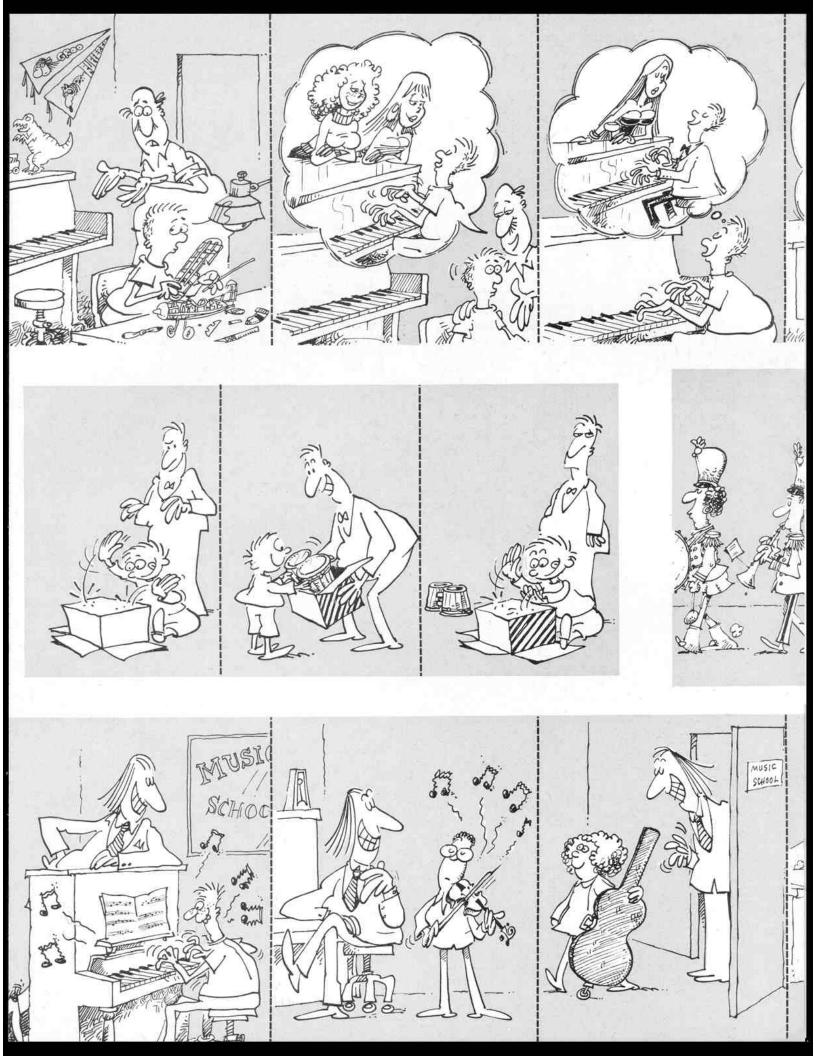
ARTIST AND WRITER: SERGIO ARAGONES

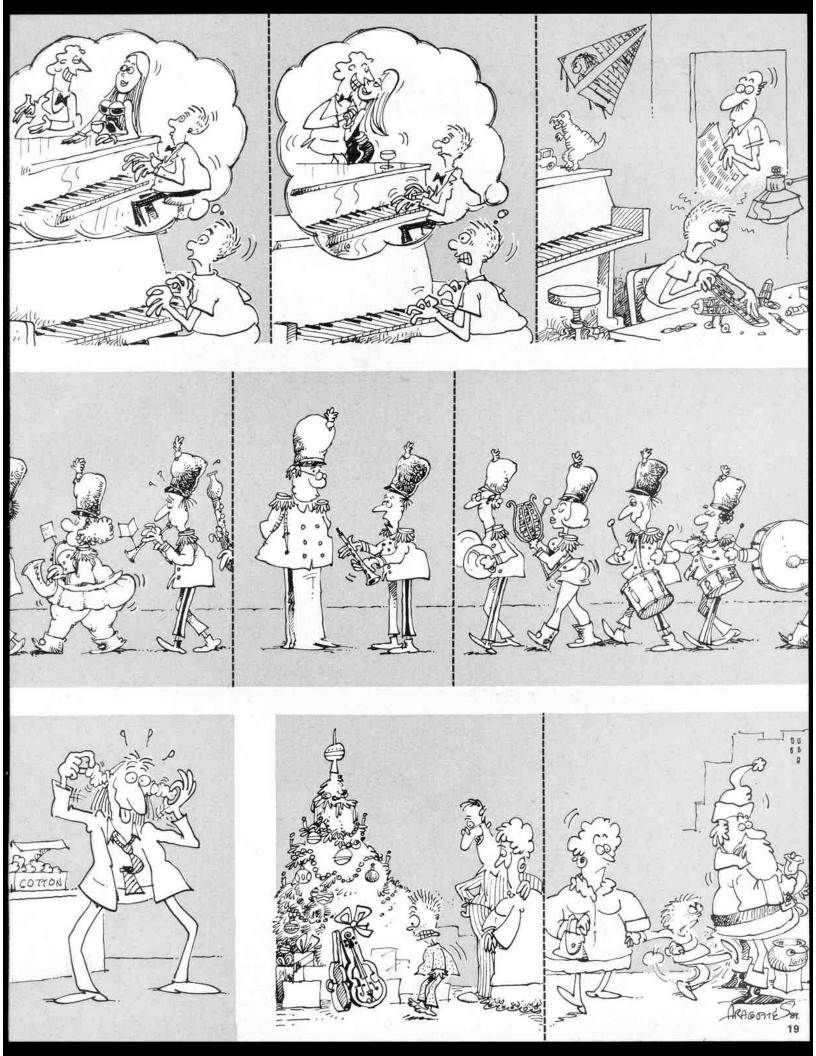






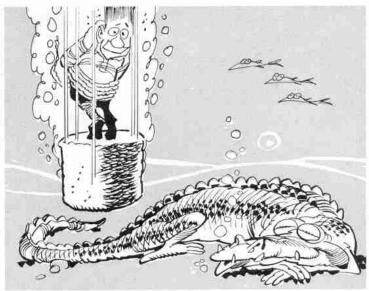


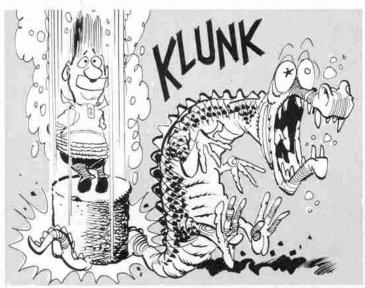


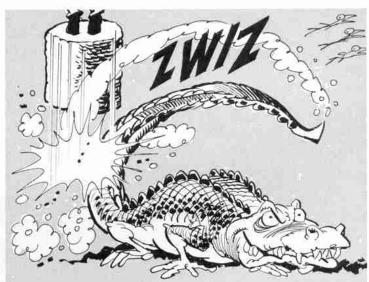


ONE FINE MORNING IN MIAMI

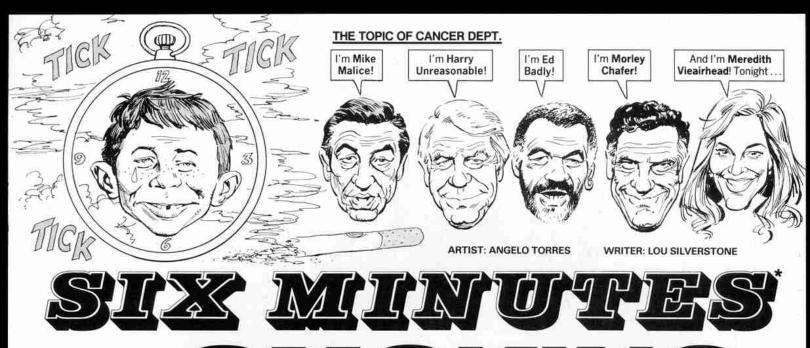










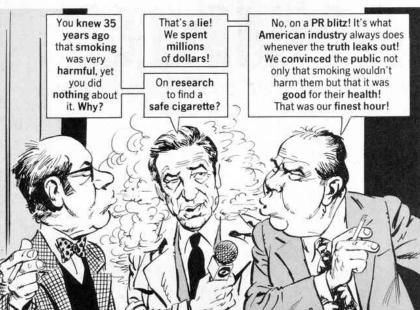


LOOKS SMOKING

*WHICH IS ABOUT HOW MUCH YOUR LIFE IS SHORTENED EVERY TIME YOU SMOKE A CIGARETTE!







Look, when we're sued by some-

one who says they got a fatal

disease from smoking, we point

How do you feel about the government's antismoking campaign?

As long as we can use the billions we spend on cigarette advertising as a tax write-off, we don't care what it says about smoking!

Politicians have fed Americans so much crap over the years that now nobody believes anything the government tells them—even if it's true!





Object?

No way, we

love 'em!

Do you

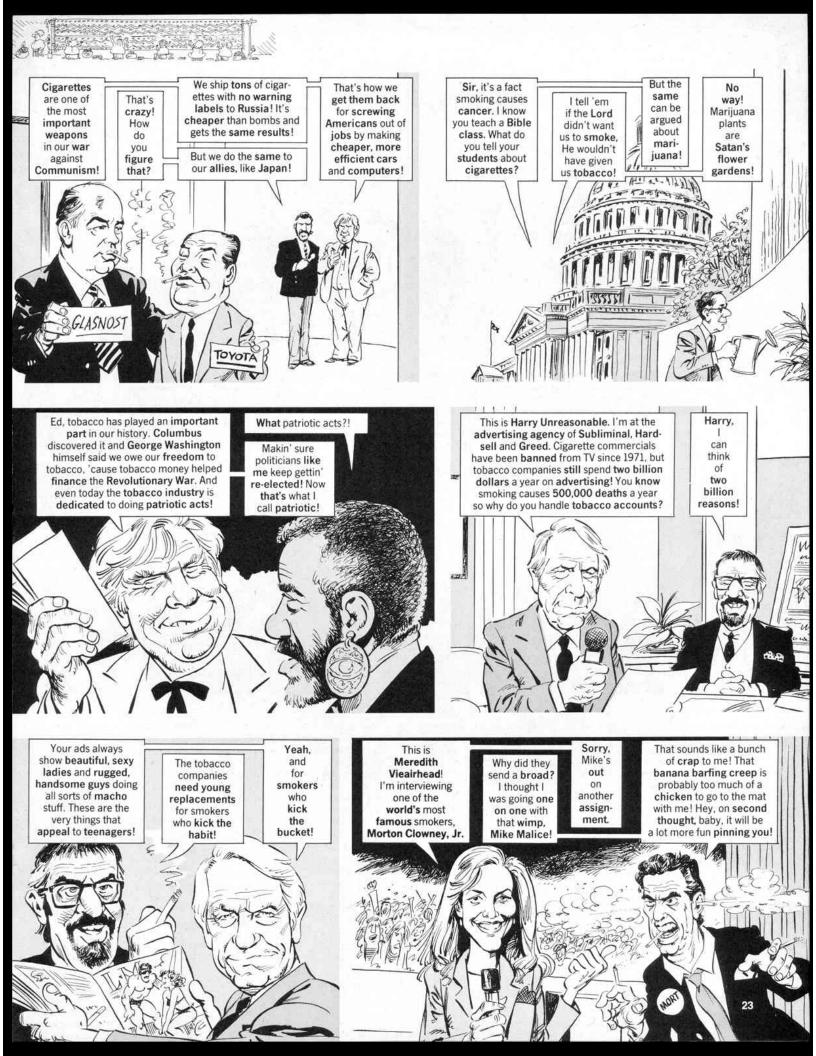
object

to those

This is Ed Badly here with Senator Buford Redneck, one of the leaders in fighting anti-smoking legislation.
Senator, it's been said that cigarettes are the only consumer product that can actually kill you!

Says who? Some commie liberal wimp? Do you know how many jobs the tobacco industry provides? Farmers, truckers, factory workers, salesmen... Not to mention all of the indirect jobs! Doctors, undertakers, lawyers, grave diggers... the list is endless!





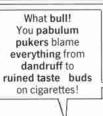


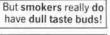
I'm making up for lost

time! I'm a four-pack-

a-day smoker and I



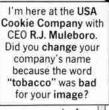










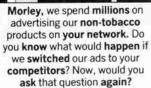


*

Cough

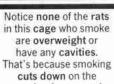
cough!

Mort, why

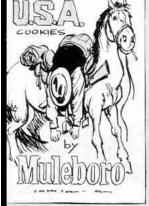


Uhm, what question was that, sir? Mmm, you sure do make delicious cookies!





There's proof cigarettes can help you keep your weight down and prevent









That's the typical biased opinion of the press! You just assume the rats died from smoking. They might have died in tiny, little auto accidents, you know!

Did they?

Yes, but we suspect there was so much smoke in the car, the rat driver couldn't see the road clearly!

Your corporation owns an insurance company. If cigarettes aren't harmful, why are premiums twice as high for smokers as non-smokers?

Because with all the antismoking propaganda, people think smoking is harmful! So, we owe it to our stockholders to charge clients more! Heck, insurance companies screwing clients is as American as Mom, apple pie and emphysema!









WHAT'S YOUR CHOICE?

A MAD Magazine Opinion Poll*

ARTIST AND WRITER: PAUL PETER PORGES





Should you inform other salad bar users that you just found a fuzzy, purple bug in the lettuce? YES Call 1-900-121-2586 NO Call 1-900-191-4833

Should you respond to a request for change from a 23-minute public phone user?

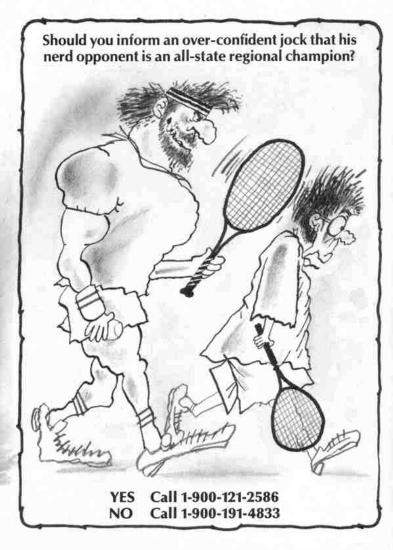


YES Call 1-900-121-2586 NO Call 1-900-191-4833

Should you inform a pompous lecturer that his fly is open?



YES Call 1-900-121-2586 NO Call 1-900-191-4833





Should you inform a pit bull owner that his dog just soiled your property?



YES Call 1-900-121-2586 NO Call 1-900-191-4833 Should you help elderly ladies wearing miniskirts and bitch boots across the street?

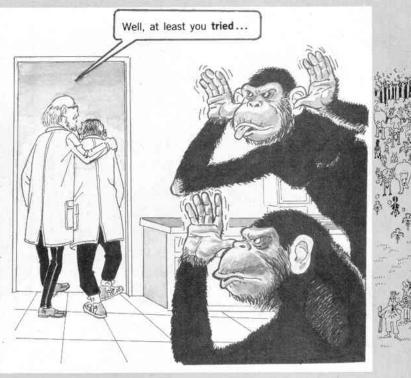


YES Call 1-900-121-2586 NO Call 1-900-191-4833



COMMUNICATION

I'm sorry, Professor Sternlicht, but
I'm afraid I've failed! After all
these weeks trying to get these
stupid monkeys to communicate with
sign language, I've had no results!



BERG'S-EYE VIEW DEPT.

THELIGHTE

MATHEMATICS

Pat, I just looked at those figures you're adding! They're all wrong! These? No, they're accurate! Accurate? No way! All your answers are less than what the figures really add up to!

That's right!
This work
isn't for a
math class...





... it's for a business class! We're learning how to prepare "rough estimates" for repair or construction bills!



BUREAUCRACY



RSIDE OF... ARTIST & WRITER

COUCH POTATOES

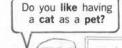


INSIGHT





PETS



Yeah! It's amazing how unpredictable cats are ...



... you never know how they're going to ignore you next!

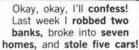


APPROVAL

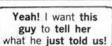
I brought Kyle home to meet my parents! It was a total disaster! Goodness! What happened?



PROFESSIONALS



In one week? Holy Cow! l gotta call my wife! Now? You're gonna call her now?









POLITICS



COMPUTERS



This baby's the latest example of modern electronics! It cost me plenty, but I figure it's a wonderful investment!

Are you certain of that? The way they phase in new technology, in five years it'll be obsolete! Exactly! It'll be a valuable collector's antique!





COMMITMENT



THE OFFICE



CRIME AND PUNISHMENT



DOCTORS



ONE TYPICAL AFTERNOON IN THE BRONX







BUY AND CEL DEPT.

The success of *Roger Rabbit* turned the land of Toons into the land of Big Business! Suddenly, everyone wanted to own Toontown merchandise. Unfortunately, while Toons are great as animated characters, they're lousy businessmen! They produced so much Toon stuff that they glutted the market (according to *For-toon* magazine)! Which is why they now must hold for the first time:

THE GREAT TOON SURPLUS SALE

ARTIST: ANGELO TORRES

WRITER: LARRY SIEGEL



Toon Wonder Shoes...Bedeck your feet in these beauties and you can actually defy gravity! Run miles in the air without touching the ground! The ideal gift for the mixed-up friend who can't decide until the last minute whether he wants to commit suicide or break the Olympic record for the 2,000-meter run.

Toon Wonder Shoes......\$60.00/pair



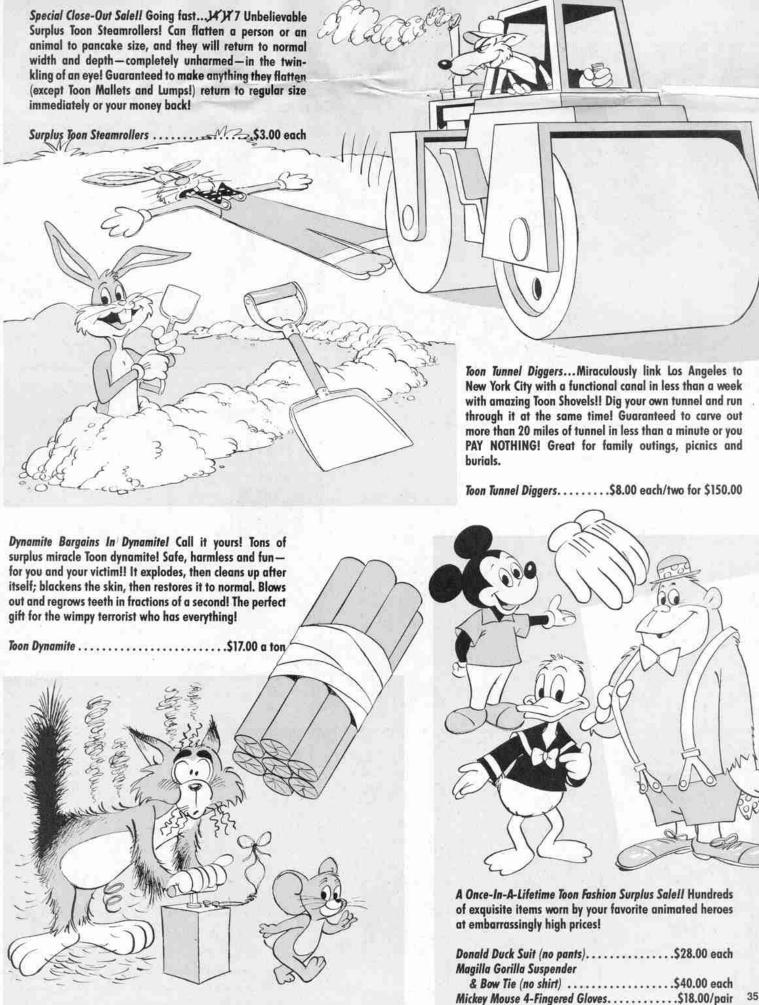
Have a Barrel of Funll These incredible Toon Firearms, with super-bendable and extra-twistable barrels, are a million laughs, especially when the shooter is forced to blow himself away! Don't miss out on this limited bargain offer, this month only!!!! (Next month all unpurchased guns will be sold at ten times the regular price to the Pentagon, as

legitimate U.S. army assault weapons.)



Fantastic Two-for-One Bargain!!! Toon Mallets and Lumps! These fabulous mallets are guaranteed to raise an immediate one-foot-high lump on anyone's head in three-quarters of a second, and that's guaranteed to disappear even faster! Violent fun for the whole family!

Toon Mallets and Lumps \$6.00 each



BIG CITY SIGNS OF THE TIMES

ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART





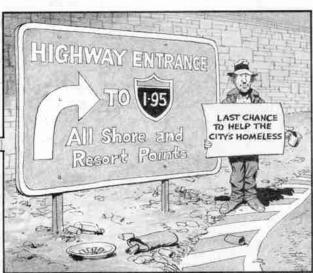




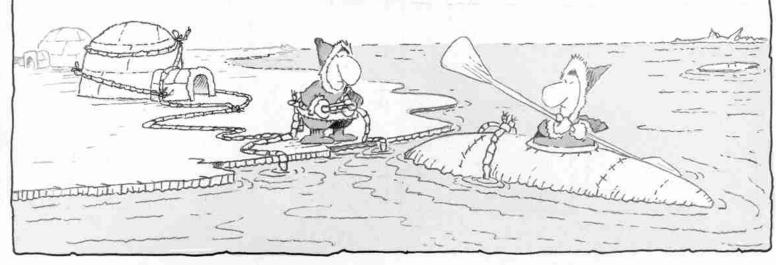


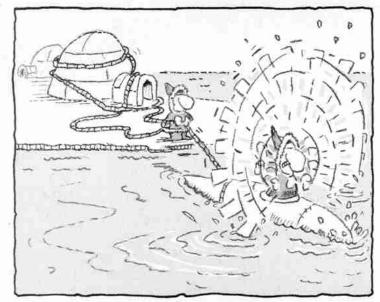


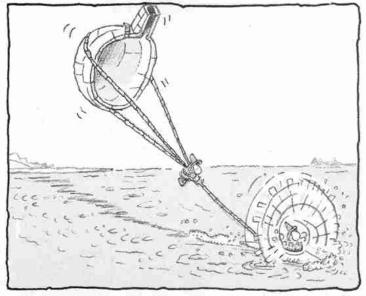




DUCK EDWING CHILLS OUT UP NORTH-







ARTIST AND WRITER: DUCK EDWING



















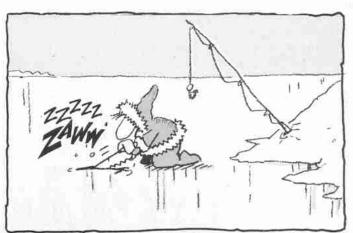


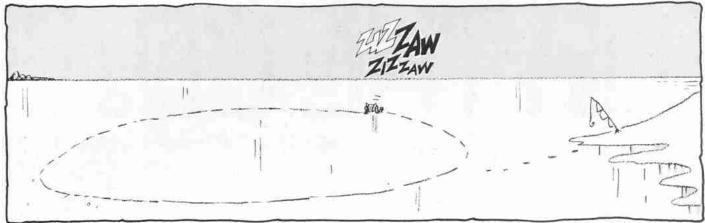


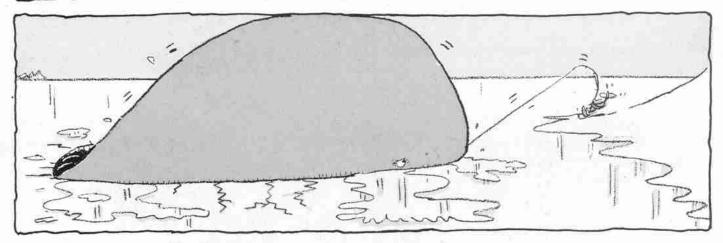


















AN EMBARRASSMENT OF RICHARD'S DEPT.

Computers do a lot of useful things, but they're so predictable—punch some keys, get a printout. Big deal! But what if you used a computer and fire shot out! Wouldn't that be exciting! Well, no—unless it happened to your friend's computer! And it can—along with some other little gags—when you order from...

MAD's catalogue of

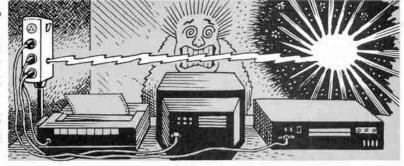
Practical Joke FORTHE COMP

Mr. Sparky Spike Protector

This little baby really does work like a spike/surge protector, but to keep your friends guessing, it also occasionally shoots a powerful spark three feet across the room! Watch out little kitties!

#505ZZZZT \$39.95

#565ZZZZT (Special 6 ft. spark model) \$89.95

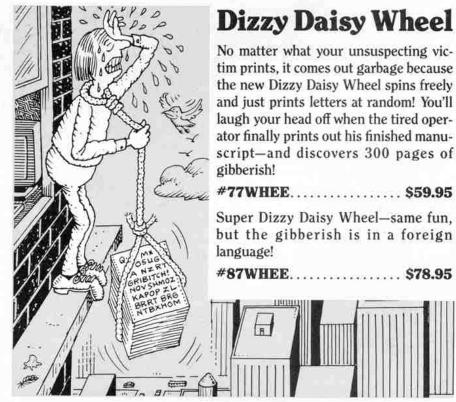




Paper Feeder Shredder

This handy little device attaches to the paper bail on any computer. Three hidden miniature razor blades slice the finished copy as it comes out of the printer. Drives people nuts!

#417RPPP \$19.95





Items[®] UTER

Spelling Unchecker

This electronic marvel picks about four words out of every 1,000 and carefully misspells them. A millyum laughs! You get the pitcher! (Works with any word processing program.)

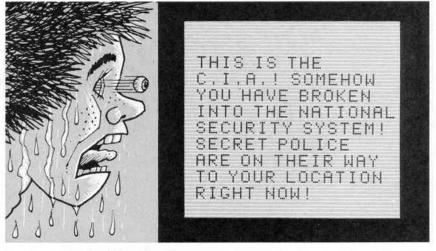
#2809MESS \$99.95





Disk With Hidden Message From The C.I.A.

Lots of laughs will come your way when you give your friends this new "blank" disk to try! It actually contains a hidden program! And at a random time when your friend is computing, his screen will suddenly flash:



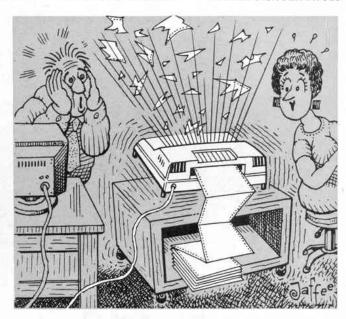
A million laughs!

#912 SPOOK\$10.95

ARTIST: AL JAFFEE

IDEA: SETH GREENBERG

WRITER: DICK DEBARTOLO



Computer Paper Laugh Riot

This paper looks like standard-sized paper measuring $8\frac{1}{2}$ x 11", but the perforations only measure $10\frac{1}{4}$ "! No document will ever come out right! And you won't believe the racket the printer makes as it rips the paper apart trying to make new boles!

#117RUIN (1,000 sheets) \$29.95

We suggest you also order:

E SULTRY EVENING IN CAIRO



















WRITER: DUCK EDWING

A CRASS ACT DEPT.

What do you get when you take a sexist, under-employed husband, a conniving wife, a promiscuous teenage daughter, and a horny son? You get one of TV's most popular sitcoms! Apparently a lot of viewers identify with couples who are miserable, low-class and...



ARTIST: SAM VIVIANO

WRITER: DENNIS SNEE

I'm Ail Grungy, husband, dad and head of the Grungy family, even though everyone always dumps on me. And speaking of "dumps," I hope you're ready for a "load" of bathroom humor, 'cause like most episodes of this show, that's all we have to sustain us for the next 30 minutes! I'm Pig Grungy, and as usual my husband is wrong! We never sustain 30 minutes of any kind of humor! And as for Ail, he can't sustain it for 30 seconds! See? We don't just have low-level bathroom humor, we also have low-level bedroom humor! In fact, with Ail's lovemaking techniques, the bedroom is where! laugh the most!

I'm Dud Grungy, and I say you can forget about lowlevel jokes around here. Because if you've been watching this show since it went on the air, you've seen something really distasteful and unpleasant—me, a child ctor going through puberty I'm Belly Grungy, and I'm a bit on the stupid side! But I'm not your typical dumb blonde. I brag about dying my hair! But I also play a character who's matured and grown! Over two seasons, I've gone from a 15-year-old tramp to a 17-year-old siut!











"If you can't say anything good, don't say anything at all." That's a fine idea, but it doesn't work in Hollywood! The pitiful truth is, the lousier the film, the more vigorously its studio promotes it with windbag press releases and misleading ads. In fact, this promo copy is often more creative than the film it plugs! That's why we say Hollywood's most imaginative writing isn't on the screen, it's in the



"Filmed Completely in Its Entirety!"

YOU'LL LAUGH UNTIL YOU STOP!"

The Film That Took a Camera Crew 14 Months to Make Now Takes TWO HOURS TO SHOW!"

From the Makers of a Previous Film, Comes ANOTHER ONE!"

"2 Hours of SHEER PROJECTION!"

Every Once in a While a Film Comes Along. This is Such a Film."

"One of the Year's Most Recent Films!"

"If You Don't See This Film,

"The Film That Received Many Reviews FROM TODAY'S TOP CRITICS!"

YOU WON'T KNOW WHAT YOU'RE MISSING!

You Won't Believe a Film Like This Is Possible!"

"It Will Have You in the Middle of Your Seat, With Your Back Against the Chair, And Your Elbows on the Armrests!!!"

"If This Is the Kind of Film You Like, THEN THIS IS THE FILM FOR YOU!"

WRITER: RUSS COOPER

WHAT DO WE **FEAR WILL BE THE BUSH ADMINISTRATION'S SOLUTION TO FLAG BURNING?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

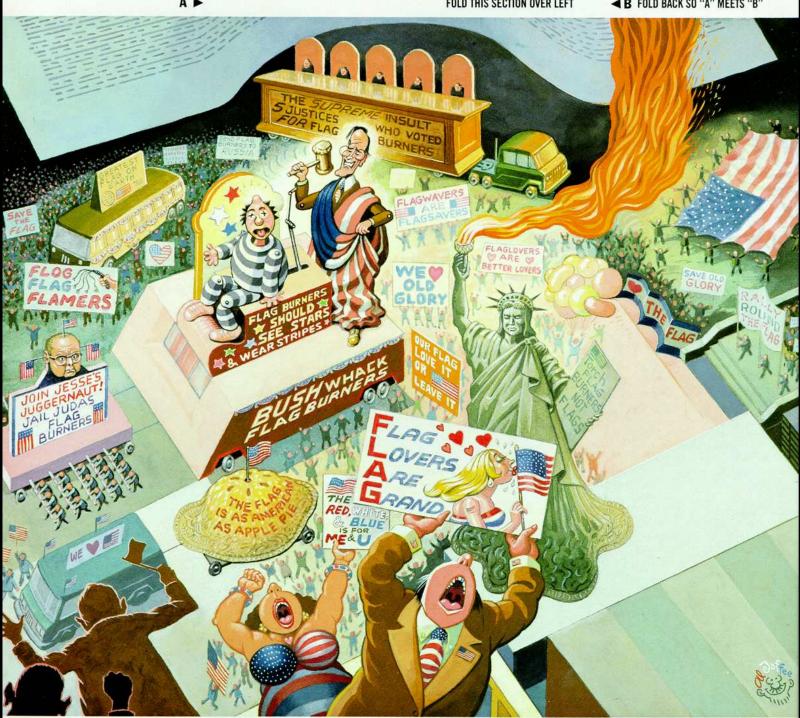
Nothing has fired passions the way the flag burning issue has. To find out the dangers involved in solving the problem, fold page in as shown.



A P

FOLD THIS SECTION OVER LEFT

■ B FOLD BACK SO "A" MEETS "B"



BURSTING WITH ANGER, PATRIOTS EVERYWHERE ARE WARNING THE BIGGIES IN CONGRESS TO AMEND THE FLAG LAW. A POLL OF REPRESENTATIVES SHOWED PASSIONS REACHING NEW HEIGHTS!

