

IN THIS  
ISSUE WE...

DEMOLISH  
FULL HOUSE

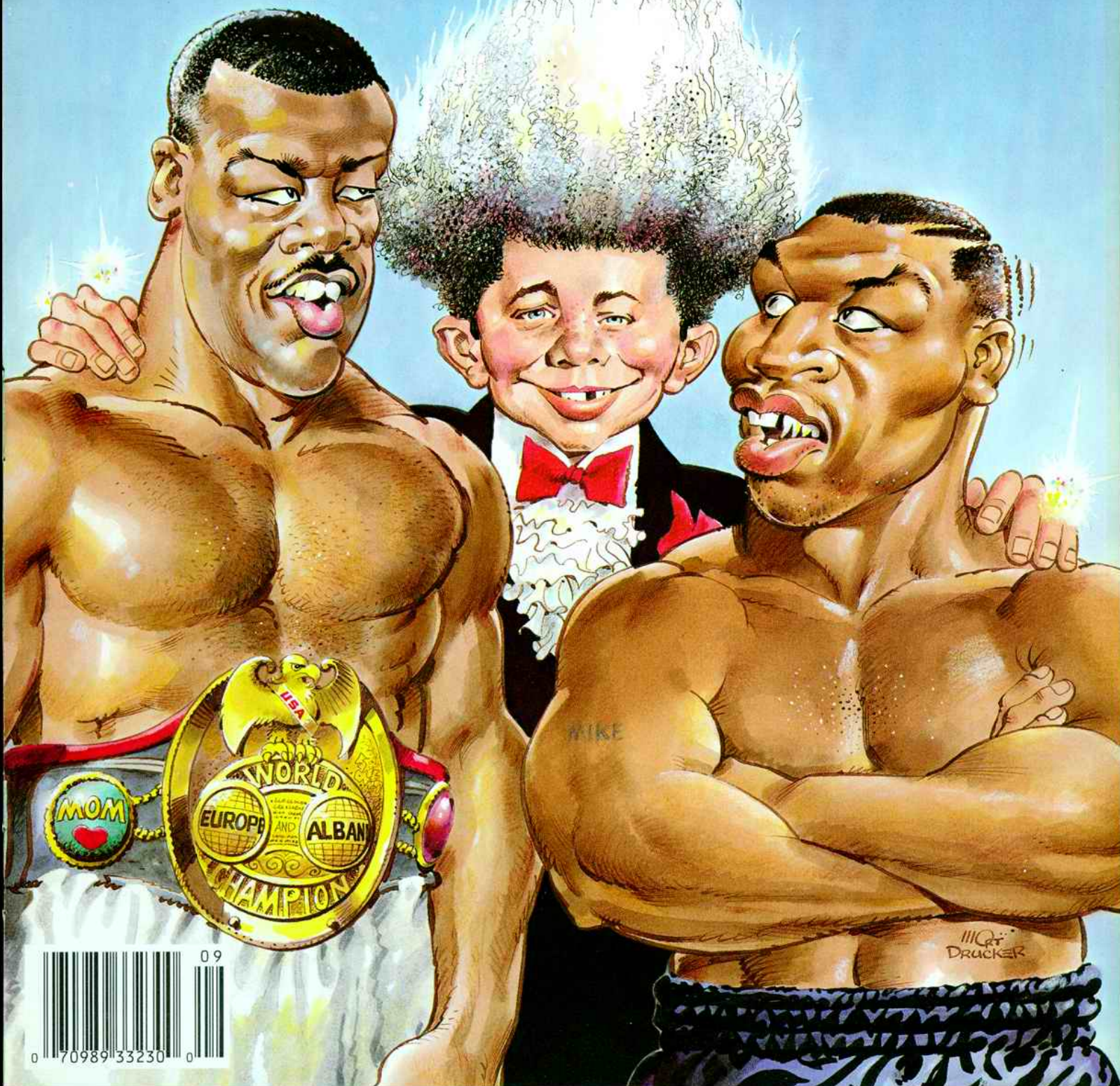
SLIME  
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TORPEDO  
RED OCTOBER

No.  
297  
Sept.  
1990

# MAD

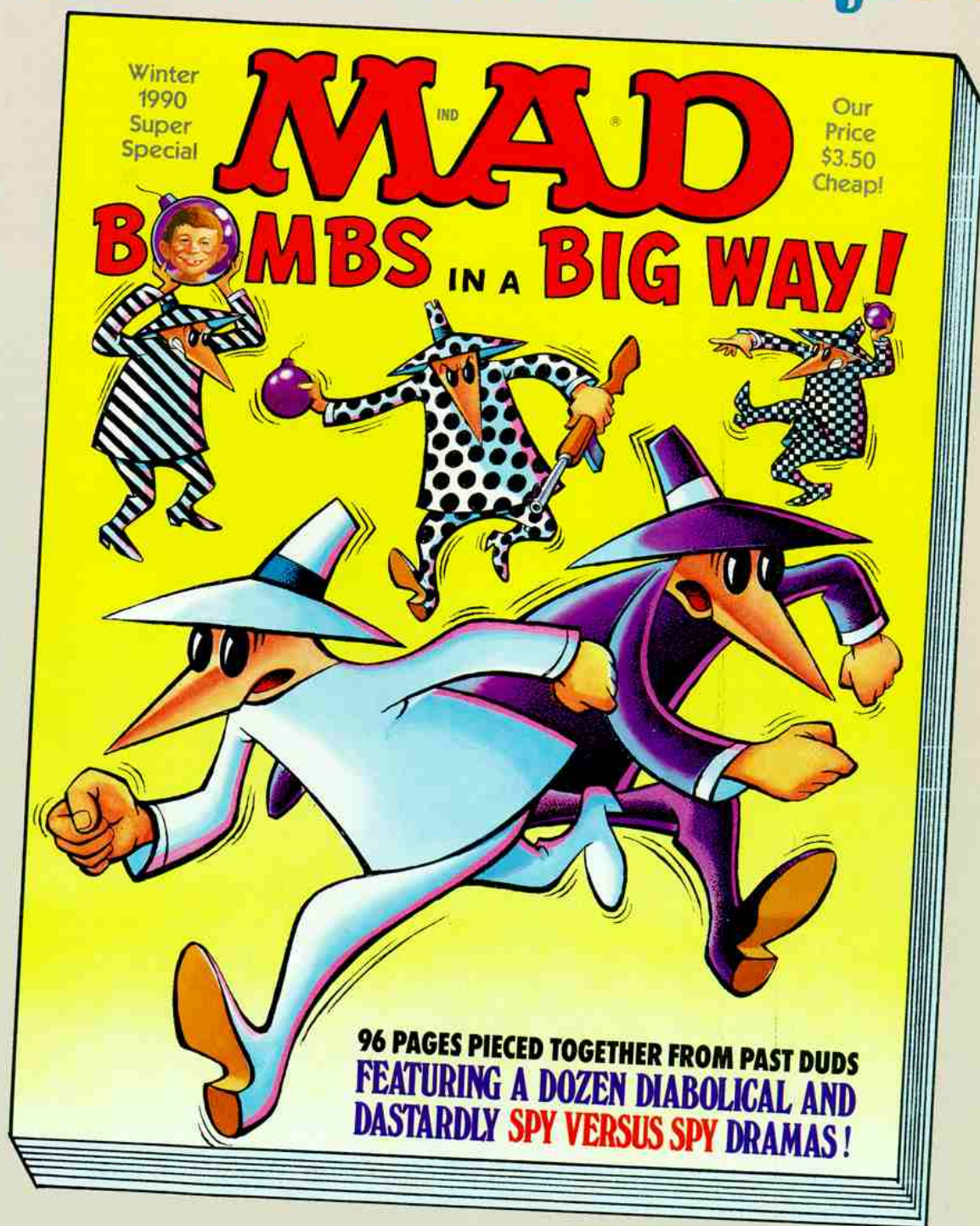
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# RUN FOR COVER!!!

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



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

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

**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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\*\*Various Places Around the Magazine

FRONT COVER ARTIST: MORT DRUCKER

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

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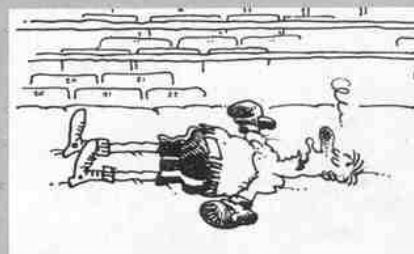
## VITAL FEATURES

"AMERICA'S  
PHONIEST HOME  
VIDEOS VISITS  
FOOL HOUSE"  
(A MAD TV SATIRE)  
Pg. 4



12 SURE  
SIGNS THAT  
YOU'VE  
REACHED  
ADULTHOOD  
Pg. 10

"CHOKE"  
(THE MAGAZINE  
FOR PEOPLE  
WHO ENJOY  
SMOKING)  
Pg. 15



A  
MAD  
LOOK  
AT  
BOXING  
Pg. 19

"HUNT  
FOR LAST  
OCTOBER"  
(A MAD MOVIE  
SATIRE)  
Pg. 43



UNOFFICIAL  
YO-YO  
TRICKS  
EVERY KID  
KNOWS  
Pg. 48



What scholar doesn't know the famous poem:

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

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



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



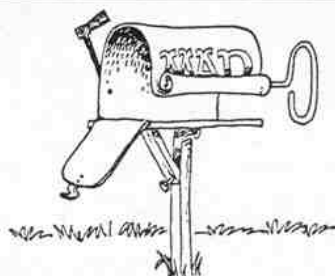
#### PUNS ON THE RUN

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

David A. Hoffman  
Pittsburgh, PA

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

#### LETTERS AND TOMATOES DEPT.



#### "MOST WANTED JERKS"

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

Berry Hall  
Rome, OH

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

#### ALL BRENT OUT OF SHAPE

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

John Devine  
East Aurora, NY

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

#### WHAT'S WRONG WITH THIS PERSON?

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

that went along with the paper. This project  
has led me to a great million-dollar idea  
that I am willing to share with you. Present-  
ing the new line of every girl's favorite doll:  
"Torture Me Barbie"!

Heidi Ladenburger  
Palatine, IL



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

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

#### MORON MAIL—SPECIAL ILLUSTRATED EDITION



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

#### A LOAD OF HOT AIR

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

Donald L. Smith  
Indianapolis, IN

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



## SUBSCRIPTION LETTER OF THE MONTH

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

Scott Braden  
Barstow, CA

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

—Ed.

## LESS IS MORANIS



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

## FLUTNEY—EXPOSED!

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

Gary Peterson  
Portland, OR

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



Please Address All Correspondence To:  
MAD, Dept. 297, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped isotope!

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

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# AM VI



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

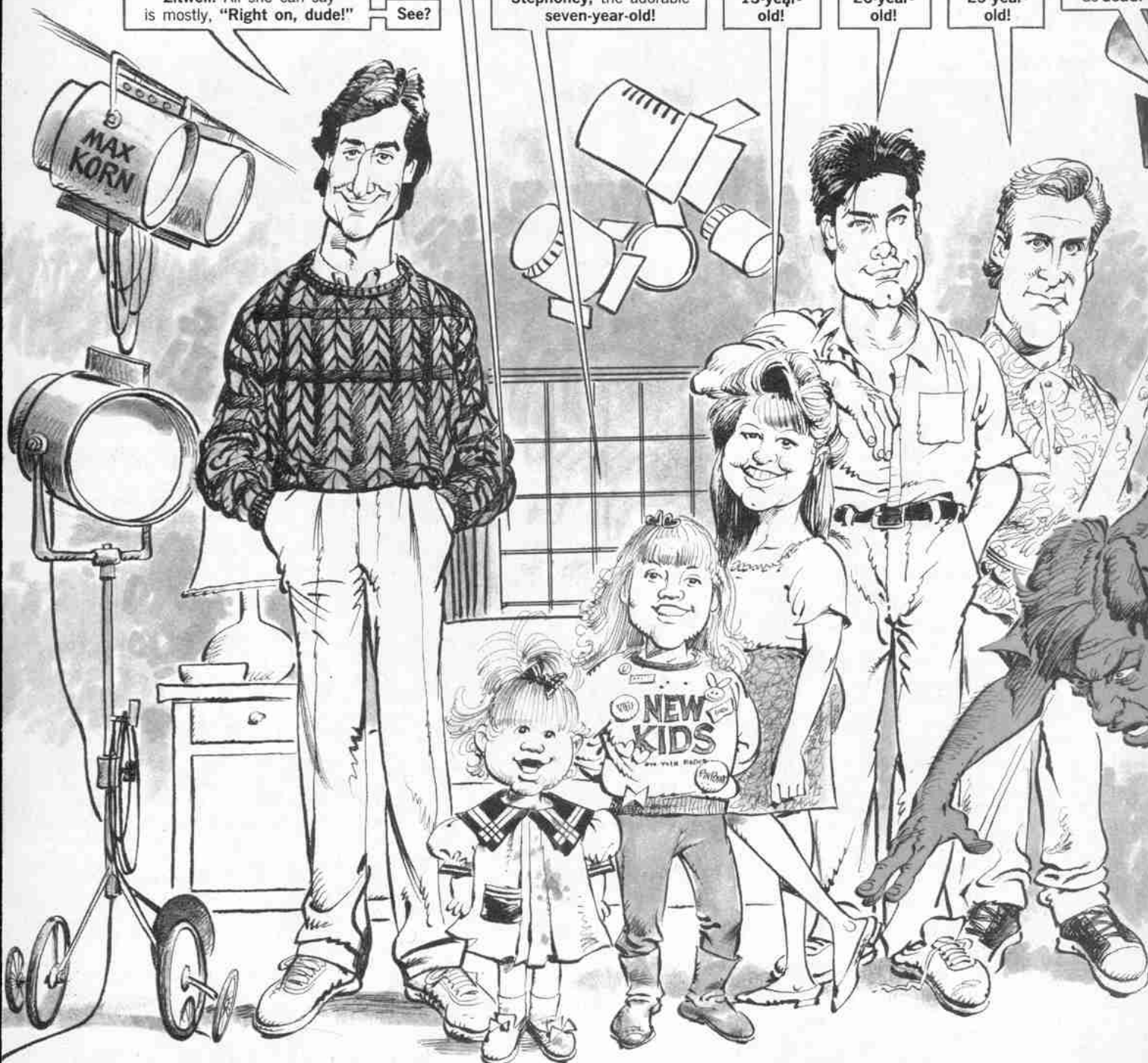
**See?**

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

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

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

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

III Q<sub>2</sub> DRUCKER



# ERICA'S PHONIEST HOME VIDEOS SITS FOOL HOUSE

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

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

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



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

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

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



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

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

Eye shadow?  
Much too  
contro-  
versial!

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





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

So what's wrong with that?

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



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

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

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

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

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



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



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

Throw up? Heave? Barf?

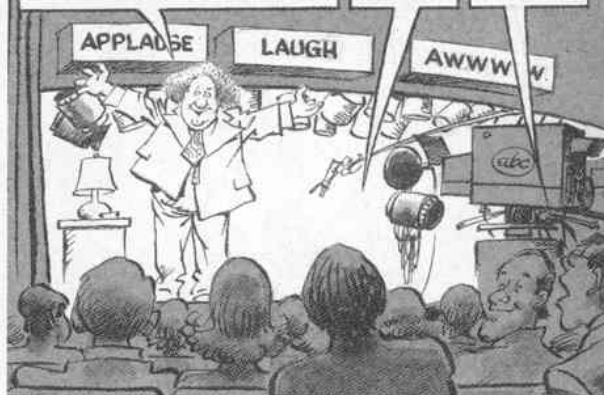
No, no, no! Not what you'd like to do! What you're **expected** to do! And you're **expected** to laugh!!



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

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

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



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



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



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

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

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

Ten minutes to **tape time, gang!**

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

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

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



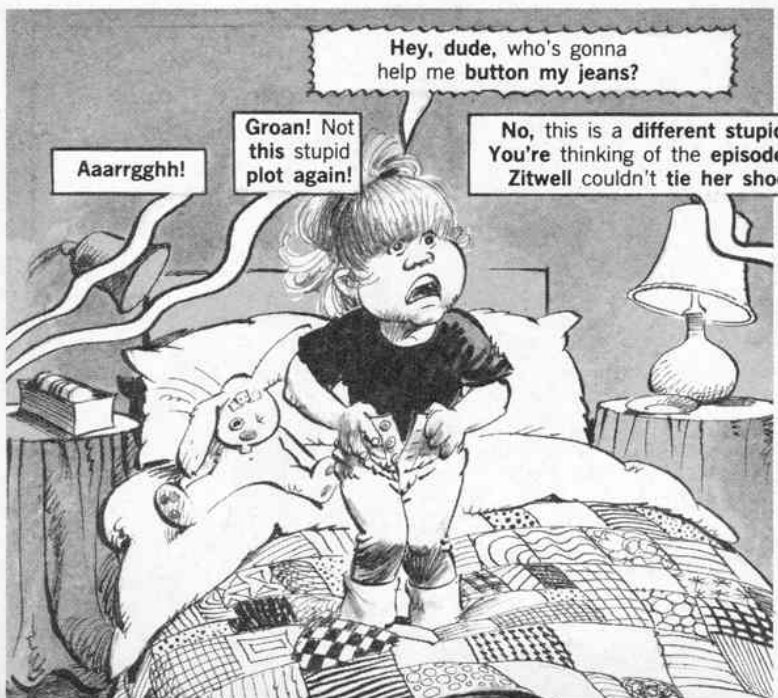
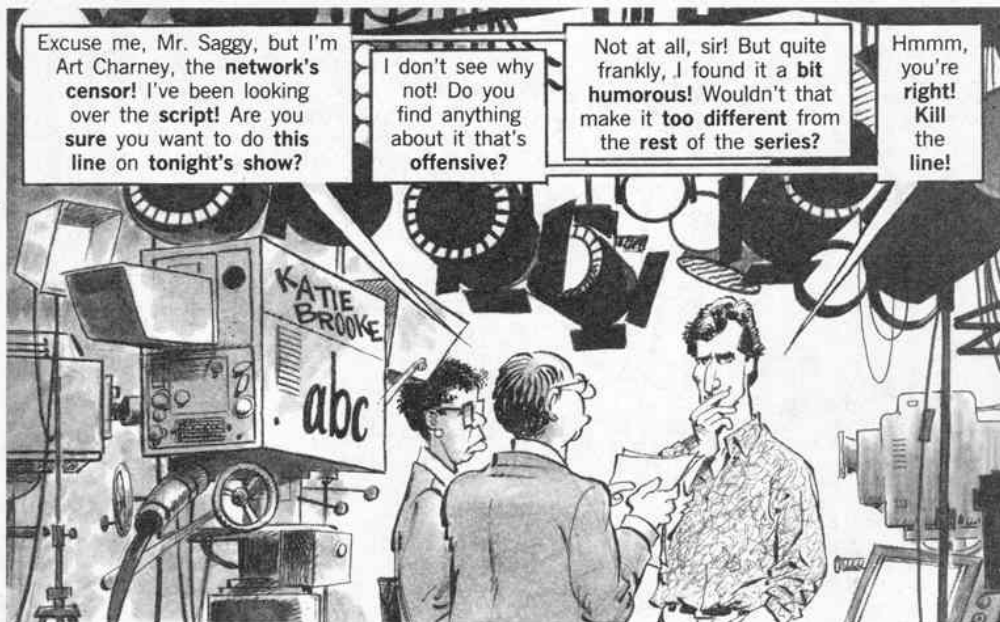
Excuse me, Mr. Saggy, but I'm Art Charney, the **network's censor!** I've been looking over the **script!** Are you **sure** you want to do **this line** on **tonight's show?**

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

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

Hmmm, you're **right!** Kill the **line!**

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

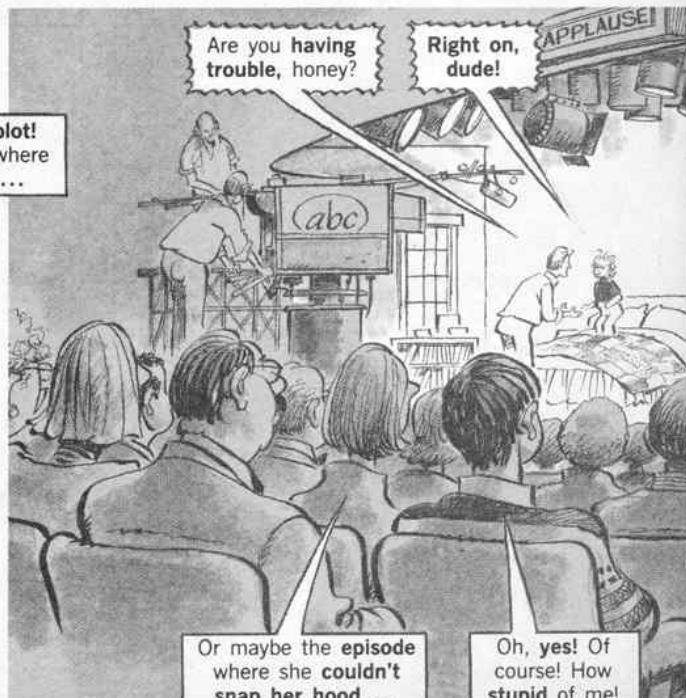


Hey, dude, who's gonna help me **button my jeans?**

Aaarrgghh!

Groan! Not this stupid plot again!

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



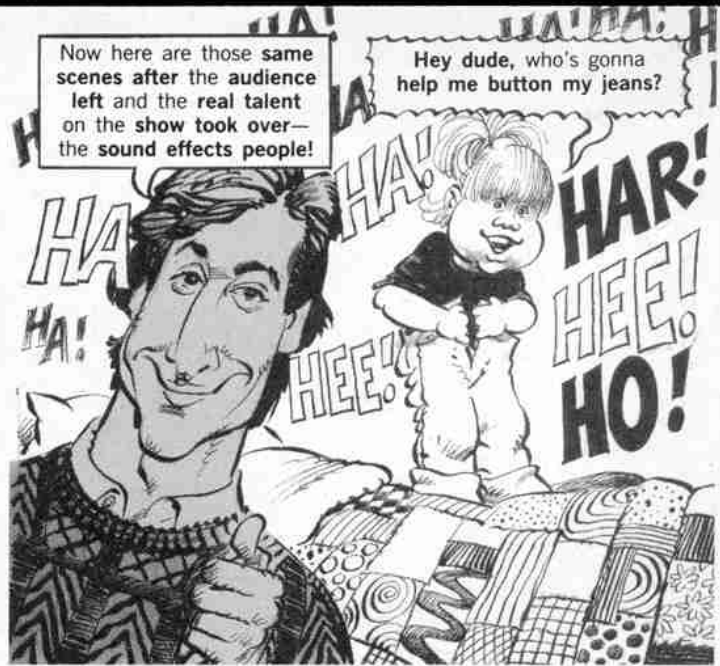
Are you having trouble, honey?

Right on, dude!

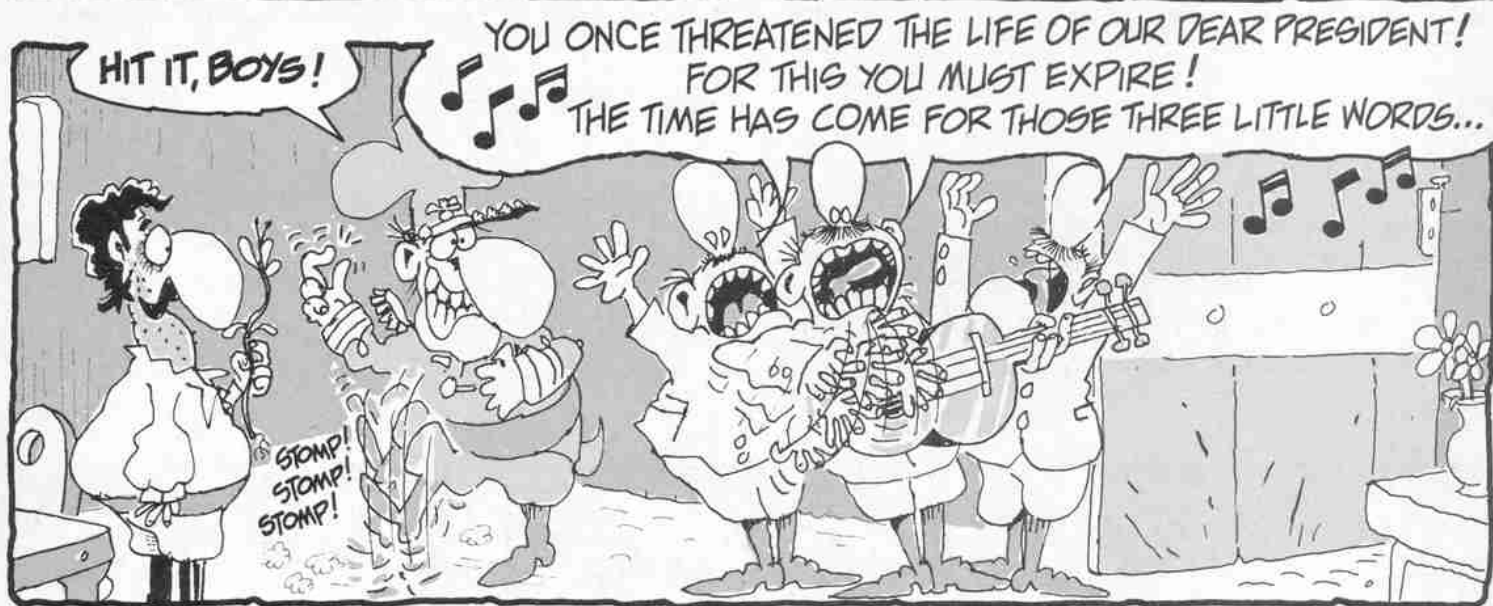
Or maybe the episode where she couldn't snap her hood...

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





# THE LYRICAL LATIN LALAPALOOZA







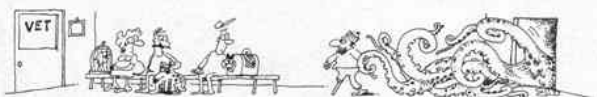
The guy from your class who used to be a flaming liberal calls and says he's now selling tax-free municipal bonds.



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



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



GROWING UP ALL OVER THE PLACE DEPT.

# 12 SURE SIGNS THAT YOU'VE



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



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



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



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



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



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

# REACHED ADULTHOOD

ARTIST: RICK TULKA

WRITER: TOM KOCH



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



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



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





**IT'S A NO DARWIN SITUATION DEPT.**

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

# A MAD GUIDE TO

## COMEDY GROUP



**The Three Marx Brothers**



**The Three Stooges**



**The Three Amigos**

## TOP NATIONAL ISSUE



**Civil Rights**



**Watergate**



**Flag Burning**

## TV DOCTOR



**James Kildare**



**Hawkeye Pierce**



**Doogie Howser**

## ARCHITECTURE



**The Pyramids**



**The Great Wall of China**



**Trump Tower**

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



# DEVOLUTION

WRITER: HY BENDER

## DOG ROLE MODEL



Lassie

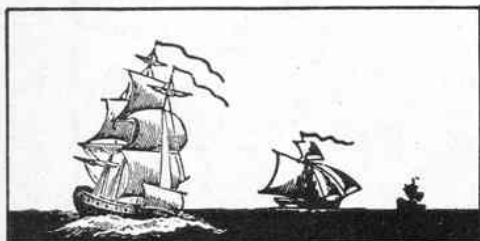


Benji

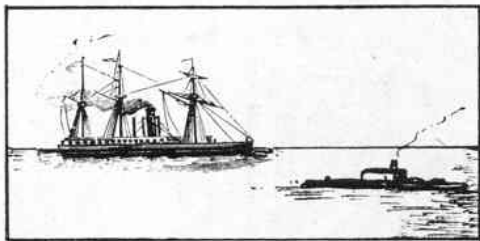


Spuds MacKenzie

## FAMOUS SHIPS



The Nina, the Pinta,  
and the Santa Maria



The Monitor  
and the Merrimack



The Exxon Valdez

## CRUSADING JOURNALIST



Edward R. Murrow



Dan Rather



Geraldo Rivera

## NURTURING TV MOM



June Cleaver

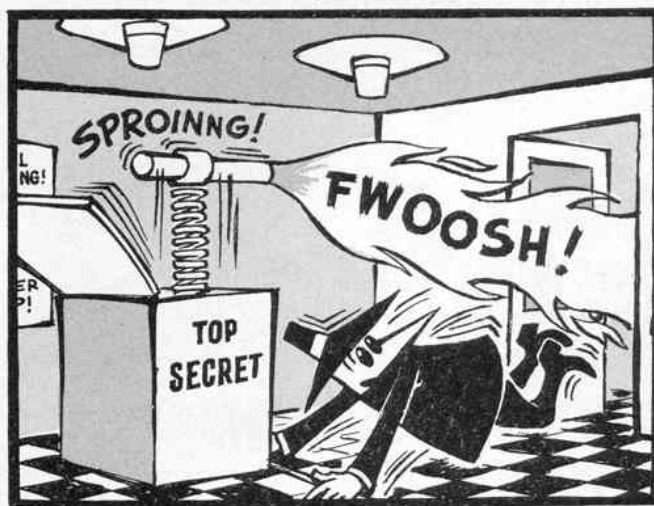
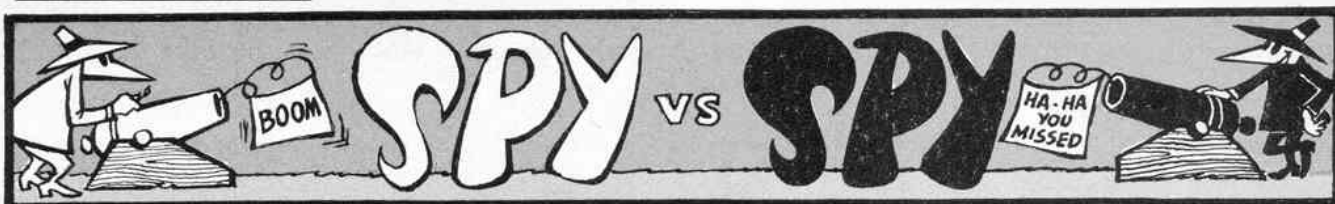


Maude Findlay



Roseanne Conner





**SMOKE GETS IN THEIR LIES DEPT.**

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



SEPT.

# CHOKER

\$2.95

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



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

**CELEBRITY CHEST X— RAYS**

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

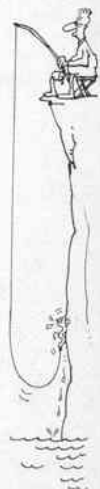
**NOTED THEOLOGIAN  
SAYS JESUS  
WAS A SMOKER**

ARTIST: TOM BUNK

WRITERS:

CHARLIE KADAU AND JOE RAIOLA

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





# LIGHTING UP

NEWS STORIES FROM AROUND THE NATION

## Hospital Wises Up

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



## News Show Goofs

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



## Special Day for Kids' Friend

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



## PUFF POLL®

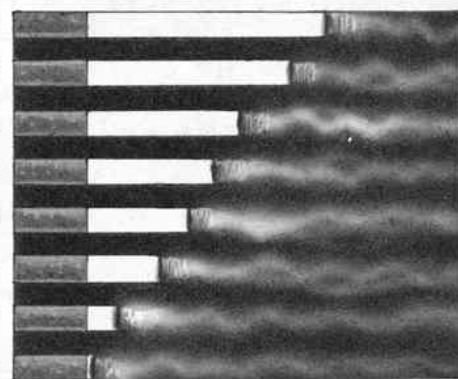
In each issue of CHOKe we ask a question of particular interest to smokers and invite our many readers to send in their responses.

### This Month's Question:

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

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

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



# SMOKE SIGNALS

## LETTERS FROM OUR READERS

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

Hal Stenchy  
Pembroke, IA

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

Eleanor Butz  
Oak Ridge, NJ

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

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

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

Reverend J. Hackard  
Pensacola, FL

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

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

# SMOKER'S MARKETPLACE

## NEW PRODUCTS OF SPECIAL INTEREST TO NICOTINE ENTHUSIASTS

### Ted's Tobacco Drink

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



### The Bottomless Ashtray™

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



### reBUTTals

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

#### SITUATION: On a Supermarket Checkout Line

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

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

#### SITUATION: In a Restaurant

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

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

#### SITUATION: At a Gas Station

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

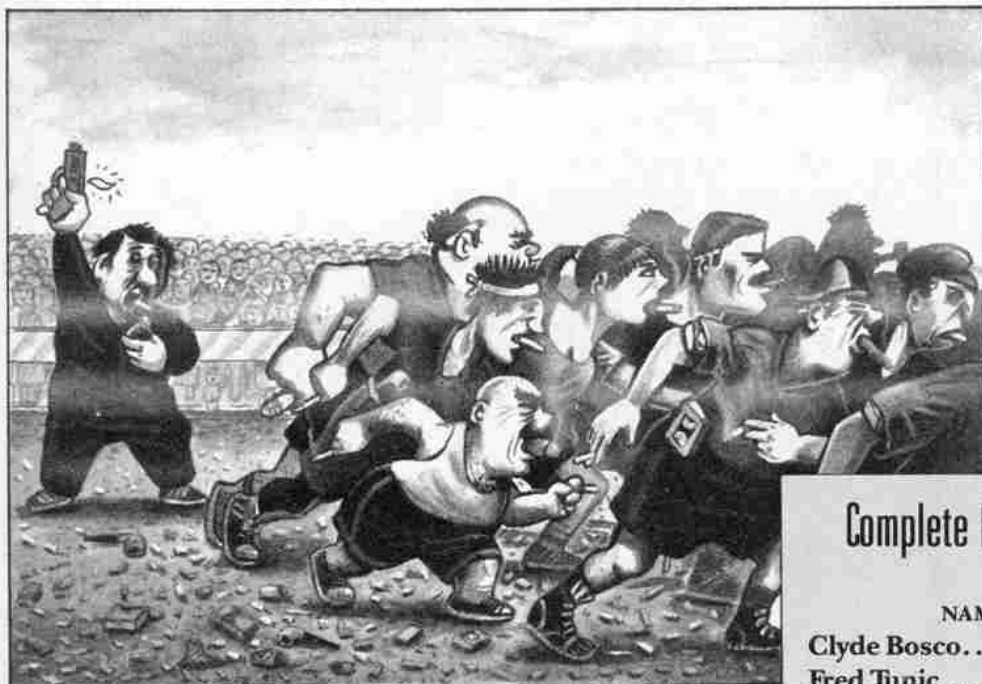
CLEVER RESPONSE: Fascist idiots like you make me sick. Maybe you'd prefer it if I vomit on your pants!



# CHOKE PHOTO SPOTLIGHT

THE FIRST ANNUAL RJ 100

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



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



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



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

## Complete Results of RJ 100 Smoker's Marathon

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

(List Continued on Page 101)

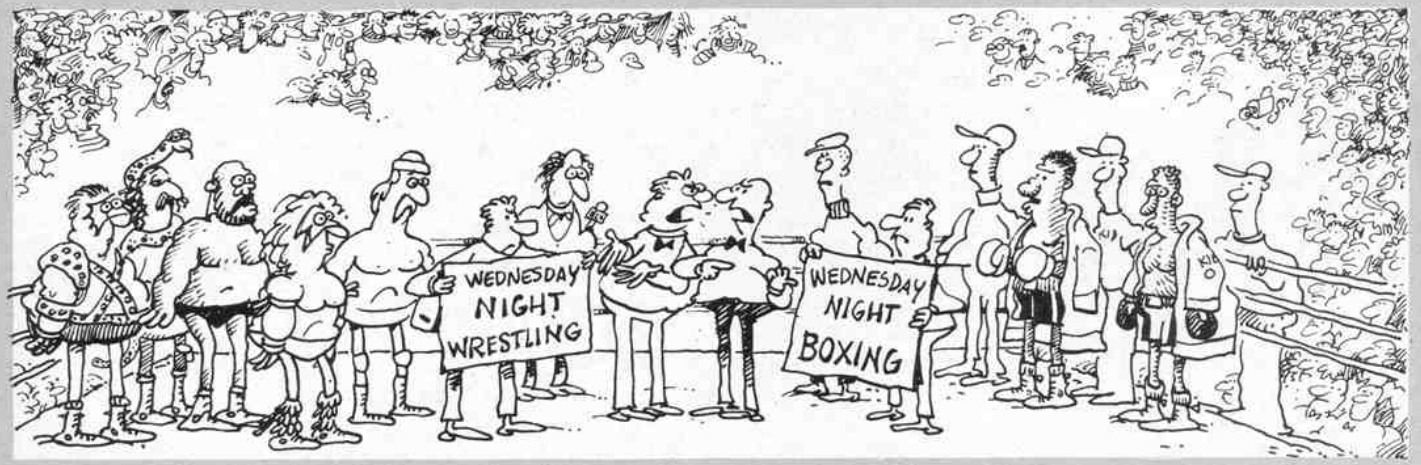
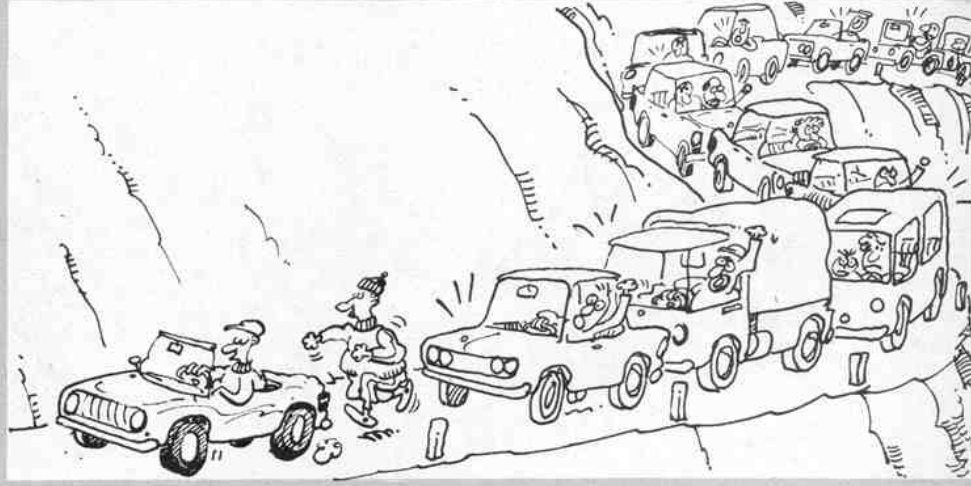
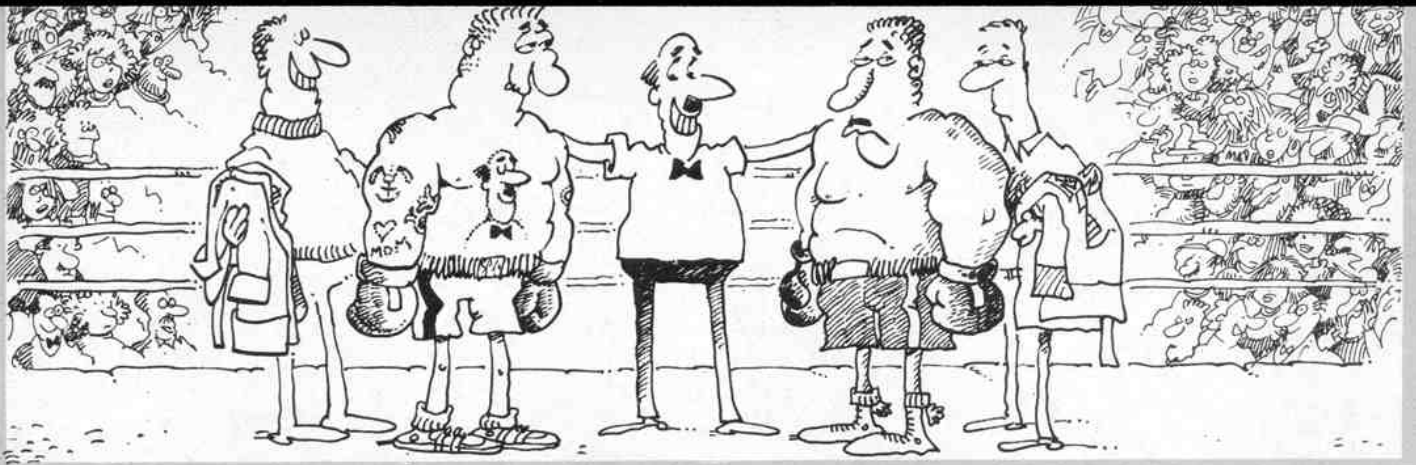
# A MAD LOOK AT BOXING

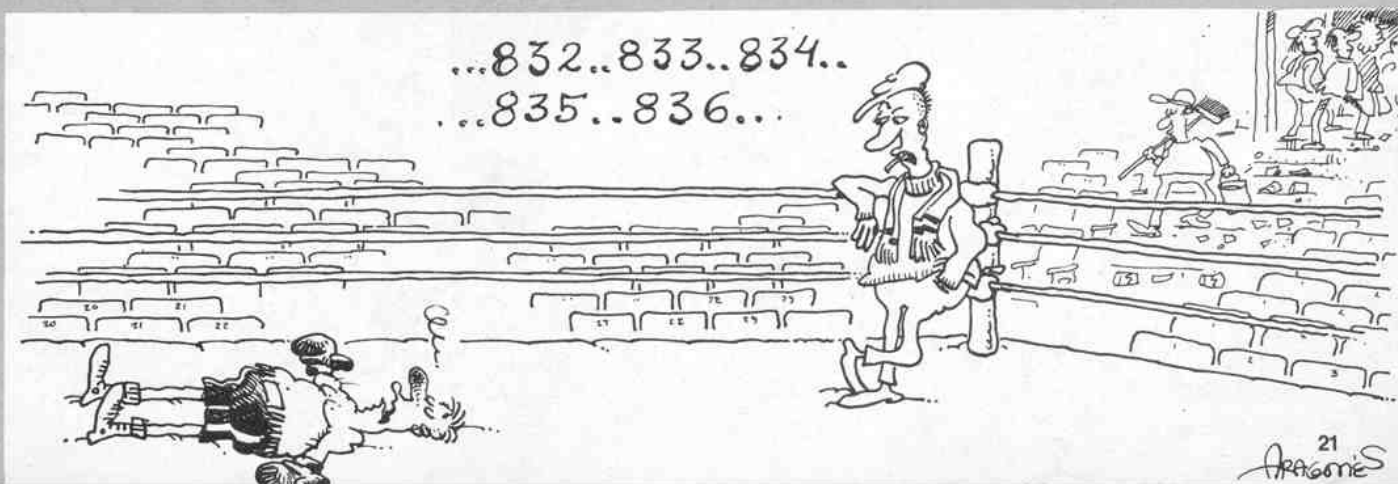
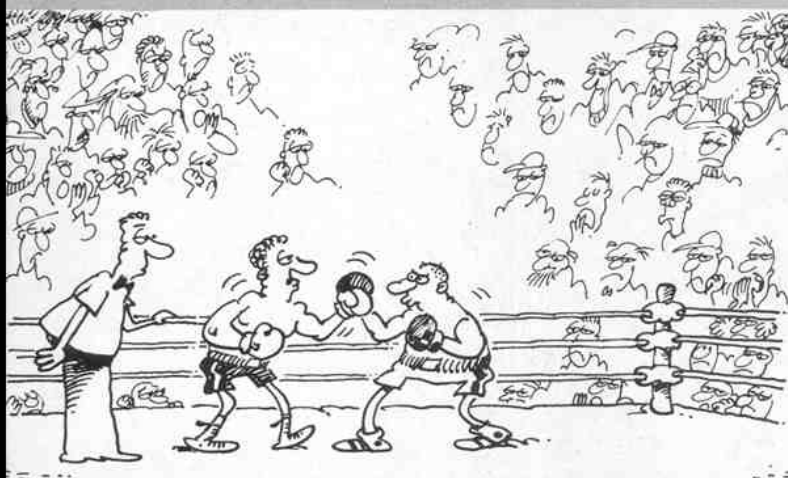


ARTIST AND WRITER: SERGIO ARAGONES











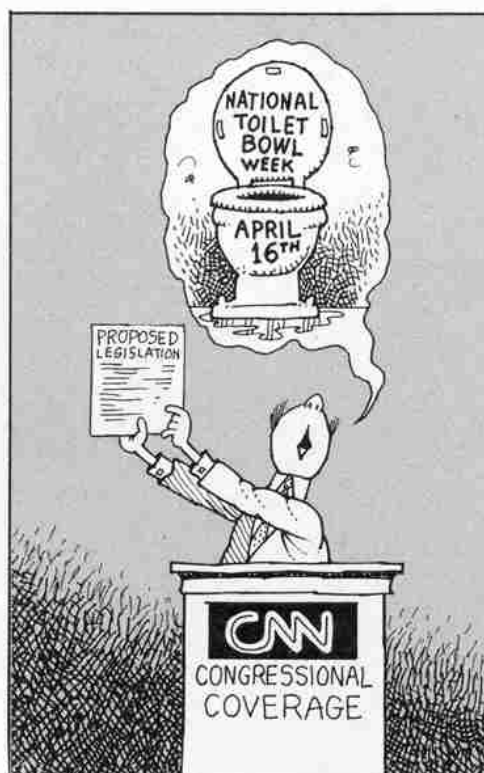
# ALPHABET POOP DEPT.

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

# WHAT CORPORATE INITI



Mindless Trashy Videos



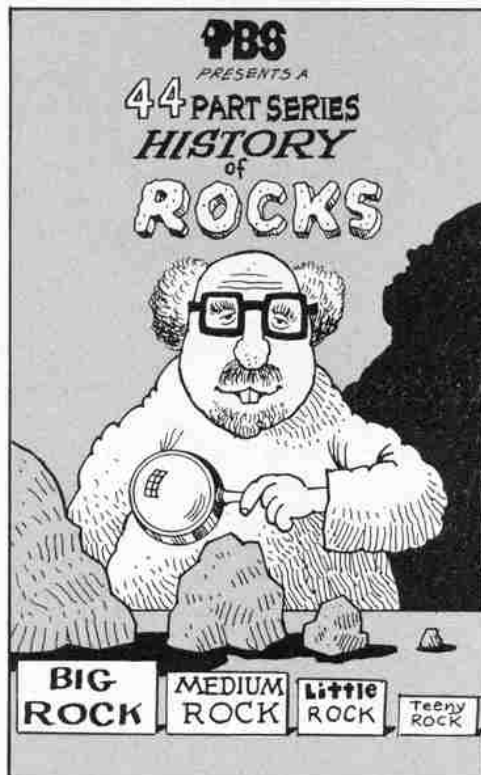
Covering Needless News



Over Pricing Every Can

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

Hundreds of Bad Offerings



Pretty Boring Stuff



World's Wealthiest Fakers

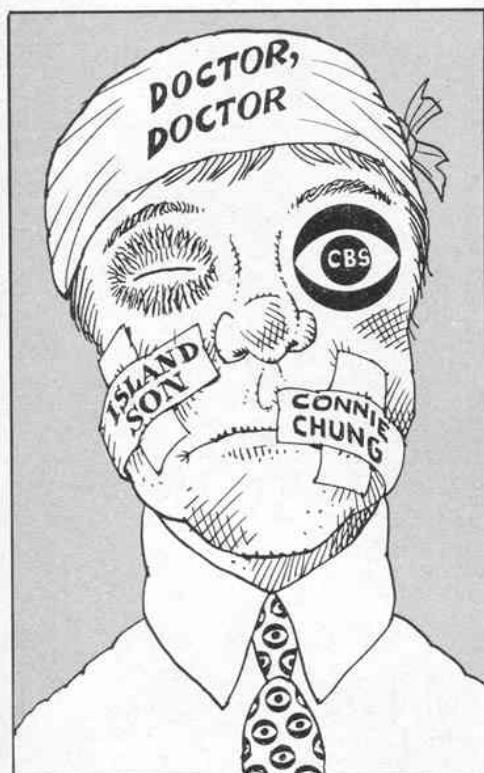
leading! We've found, however, that no matter how phony their "image" is, a corporation's initials will *always* reveal the true nature of the organization they stand for! Here's...



# ALS REALLY STAND FOR

ARTIST: AL JAFFEE

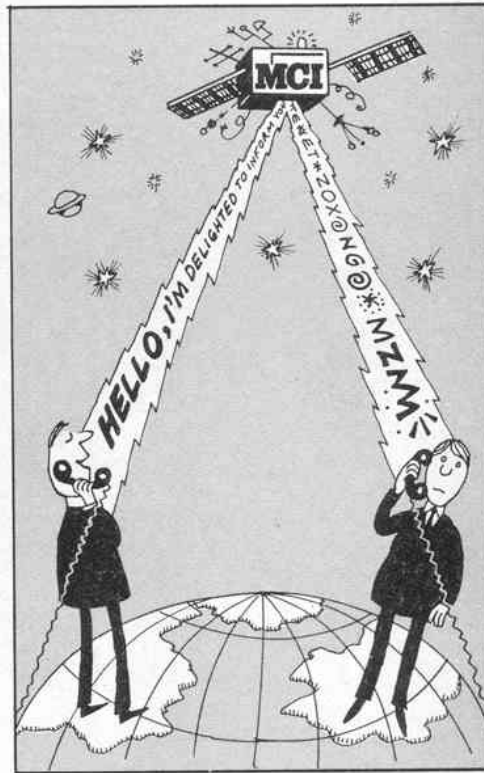
WRITER: MICHAEL GOODWIN



Countless Bad Shows



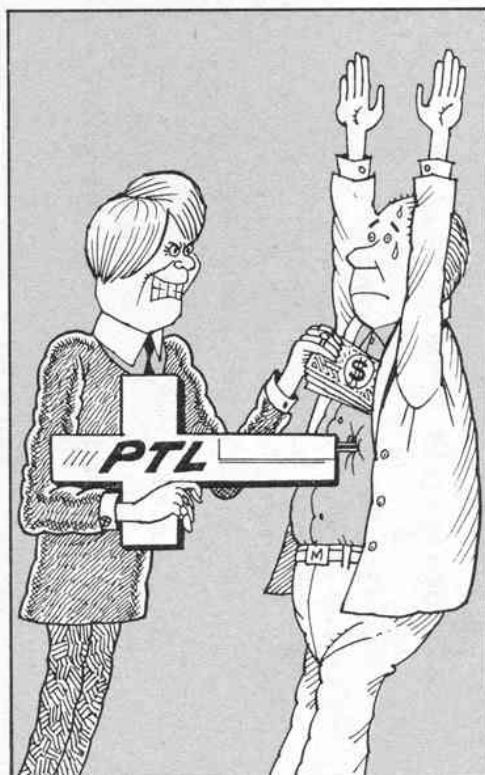
Needs Bill Cosby



Making Communications Inaudible



A Bland Channel



Preachers Taking Loot



Making Americans Dumber



# THE OIL

(with a crude apology to Edgar Allan Poe)

See the derricks pumping oil—

Foreign oil!

Gobs of gallons gushing from beneath the desert soil!

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

For the money-grubbing moguls with the oil!

See the pipeline full of oil—

U.S. oil!

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

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

Just another major screw-up with the oil!



See the tanker dumping oil—

Exxon oil!

Blackening our shores and bringing tempers to a boil!

Hear the company suppressing

How their hulls are made of mush:

"Yes, the spill is most distressing,

"But we had no way of guessing

"That the captain was a lush!"

Hear them claim, claim, claim

That they're really not to blame!

After all, they're only human;

Best to pin it on some crewman

For the oil, oil, oil, oil,

Oil, oil, oil—

For the leaking and the reeking of the oil!

See the seagulls drenched with oil—

Deadly oil!

Grounded on the beaches that men ravage and despoil!

Smell the fishes putrefying;

Count the corpses of the seals;

See the scores of eagles dying,

Giving up all dreams of flying

As the greasy goo congeals!

Leaders swear, swear, swear

That they really, truly care!

Words to banish ev'ry sorrow

Till that bigger spill tomorrow

When another giant tanker

Winds up punctured by its anchor,

With our shores obliterated

And the planet decimated

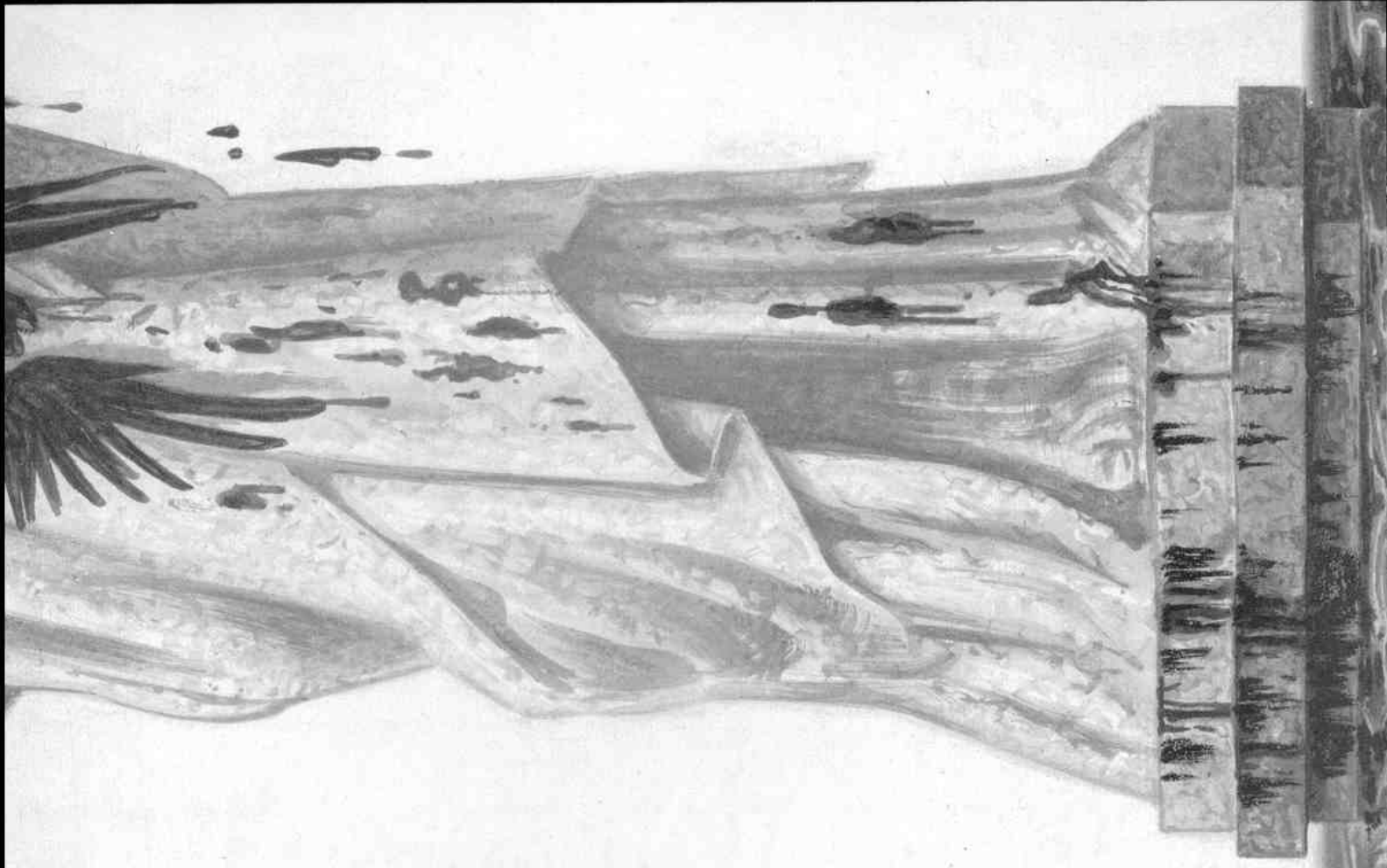
By the oil, oil, oil, oil,

Oil, oil, oil—

By the deadly devastation of the oil!

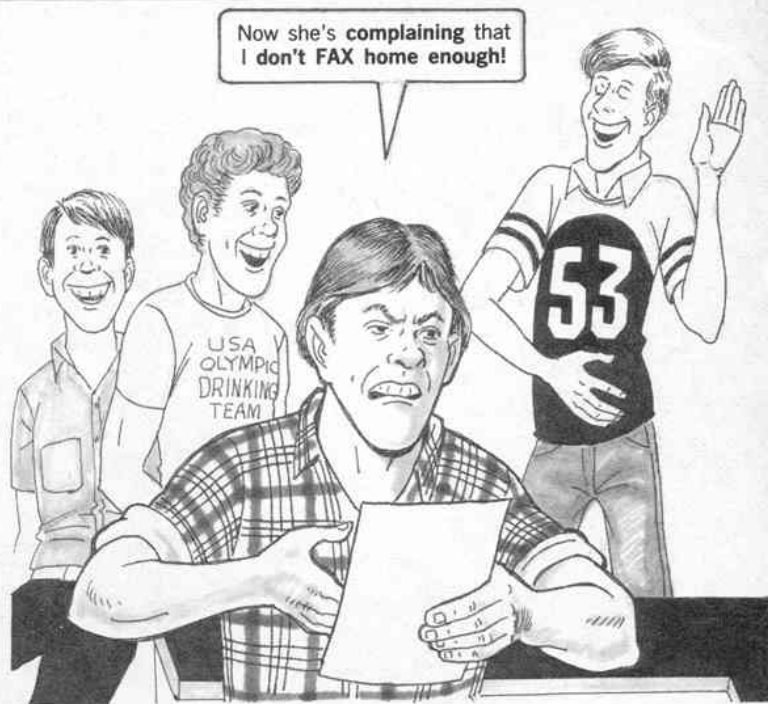
ARTIST: JOHN POUND

WRITER: FRANK JACOBS





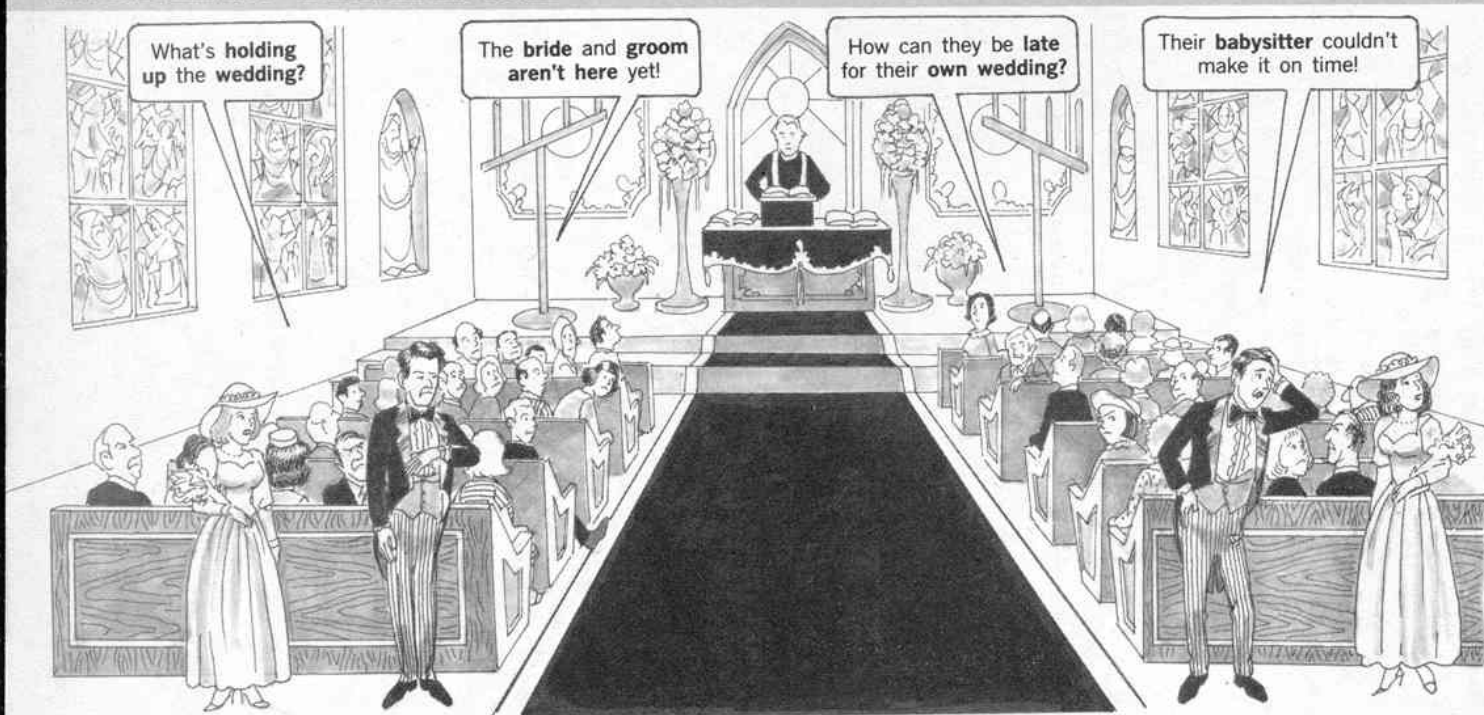
## COMMUNICATION



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## MODERN MARRIAGE



## CARS



# R SIDE OF...

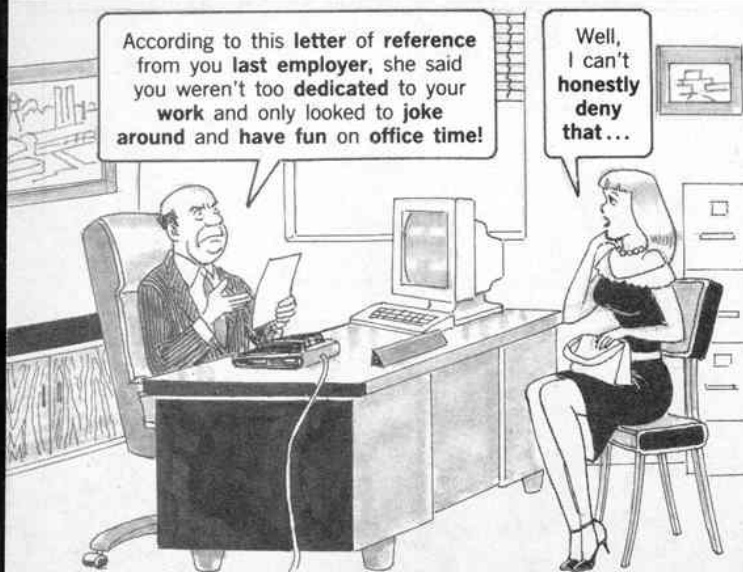
ARTIST & WRITER:  
DAVE BERG

## GOALS





## EMPLOYMENT



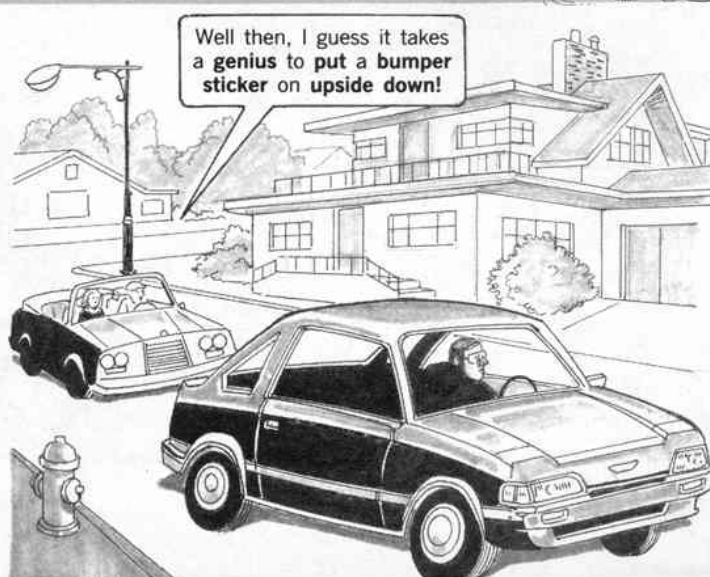
## WAITERS



## EDUCATION



## BUMPER STICKERS



## GUNS



## SHOPPING



## TOYS





## THE OFFICE



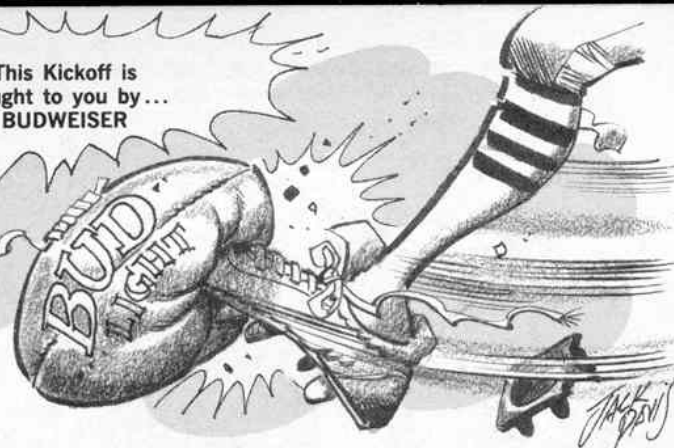
## MODERN FINANCE



## DOCTORS



This Kickoff is  
brought to you by...  
**BUDWEISER**



#### ENDORSE OF A DIFFERENT COLOR DEPT.

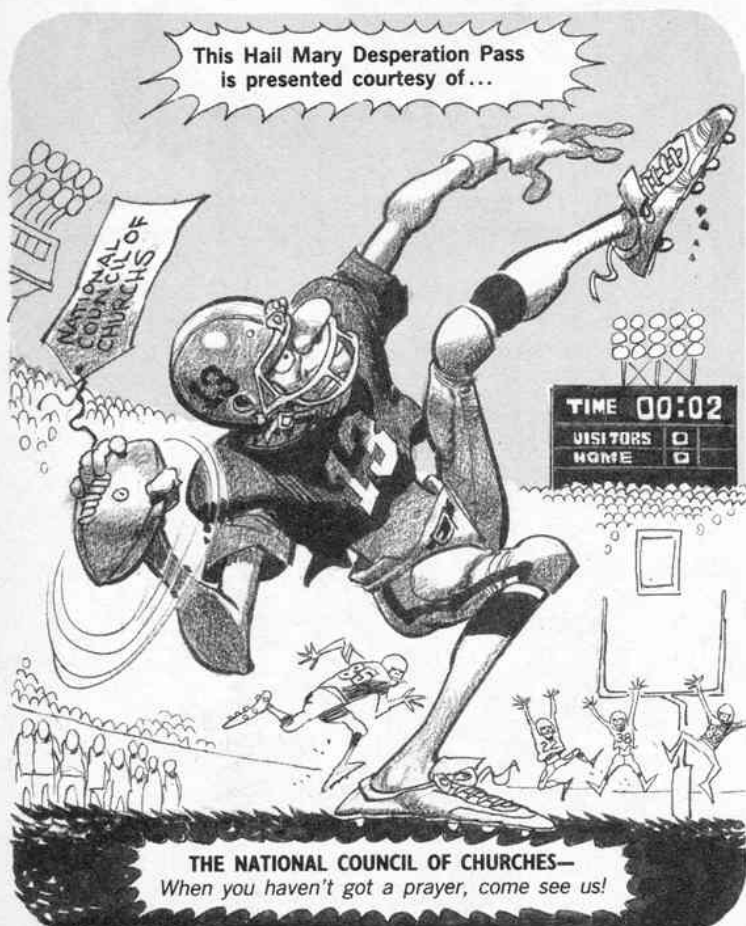
This nauseating travesty is no doubt familiar to anyone who watches sports on TV: Convinced that 90 minutes of commercials in a 3-hour sportscast isn't enough, networks and advertisers are now "encroaching" on the games themselves! So far, these annoying mini-ads have been limited to kickoffs, home runs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

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

ARTIST: JACK DAVIS

WRITER: MIKE SNIDER

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

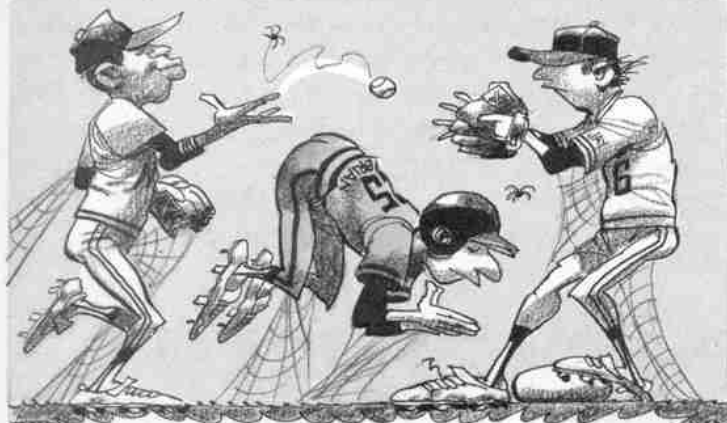


This Crotch Grab is a  
CRUEX Moment!





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



**THE U.S. POST OFFICE—**

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

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



**THE AMERICAN CIVIL LIBERTIES UNION—**

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

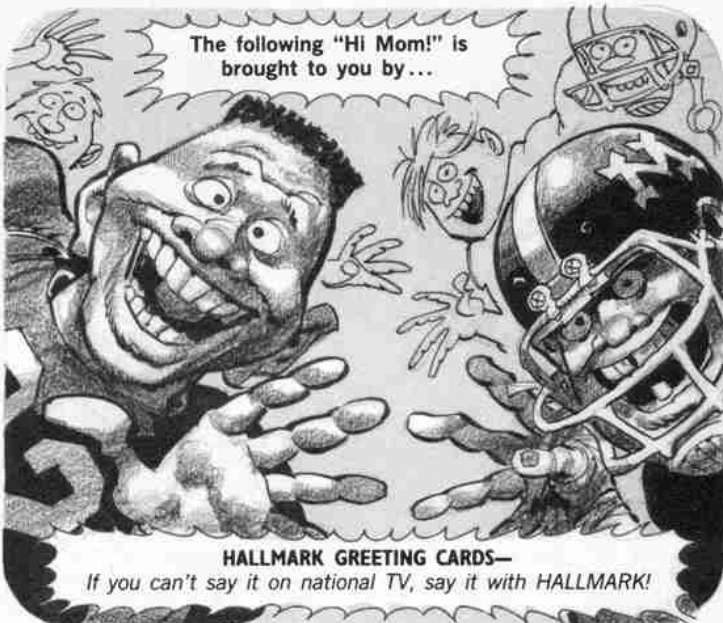
Coverage of this Locker Room  
Celebration is sponsored by...



**GLADE AIR FRESHENER—**

Strikes out even major league odors fast!

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



**HALLMARK GREETING CARDS—**

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

This Crowd Shot is  
presented by...



**PSYCHOLOGY TODAY MAGAZINE—**

Where you read about lunatics, not sit among them!

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



**MIRACLE-GRO FERTILIZER—**

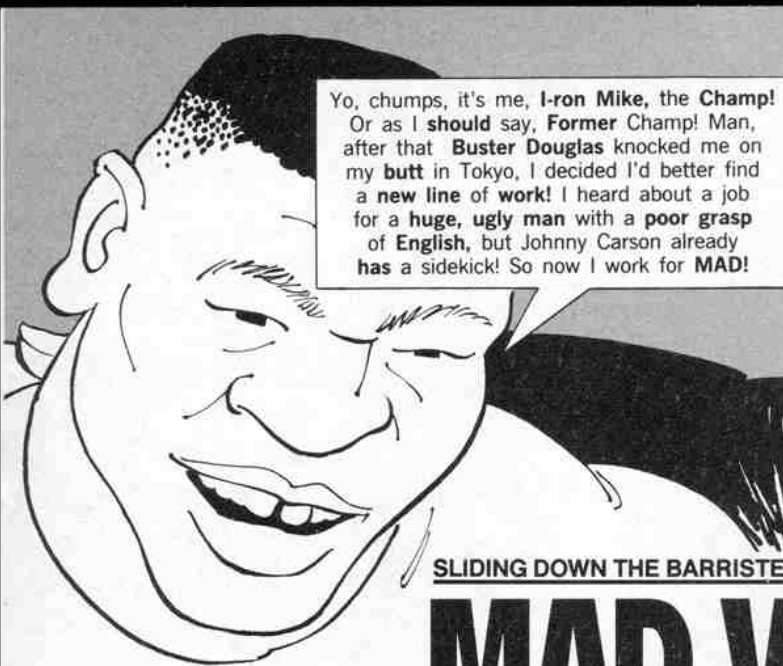
Pile it on thick and heavy for best results!



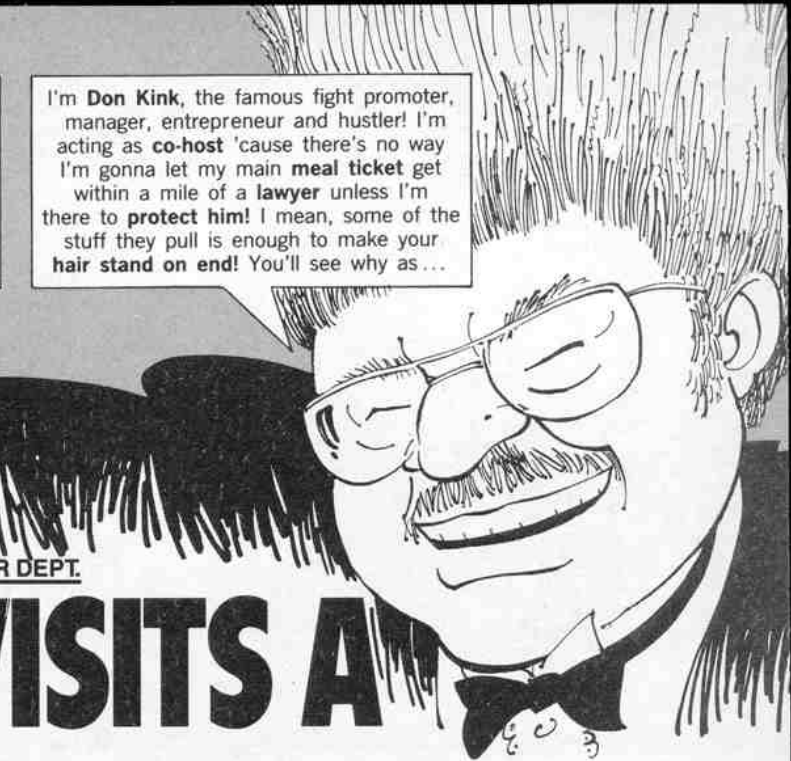


# THE TORTUROUS TRAPEZE TRAVESTY





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



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

SLIDING DOWN THE BARRISTER DEPT.

# MAD VISITS A MODERN DAY LAW SCHOOL

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE



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

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

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

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

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

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

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

BUSTER WHO?



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

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

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

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

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

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



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

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

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

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

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



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

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

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

My wife died.

But I'm the **driver!**



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

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

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



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

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

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

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



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

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

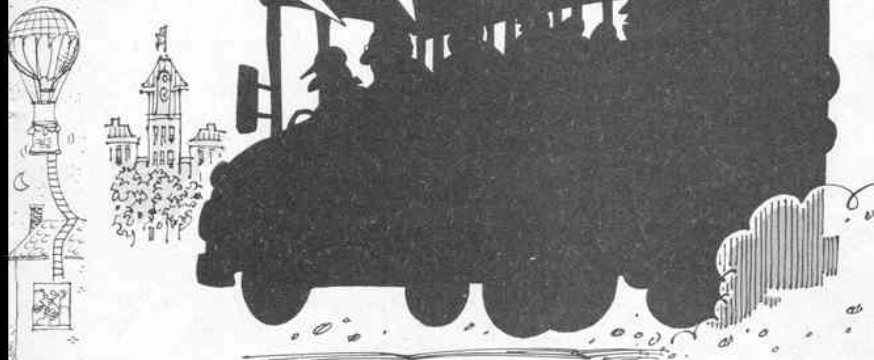
You mean **exhibition charity bouts?**

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

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

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

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



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

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

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

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



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

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

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

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

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

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



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

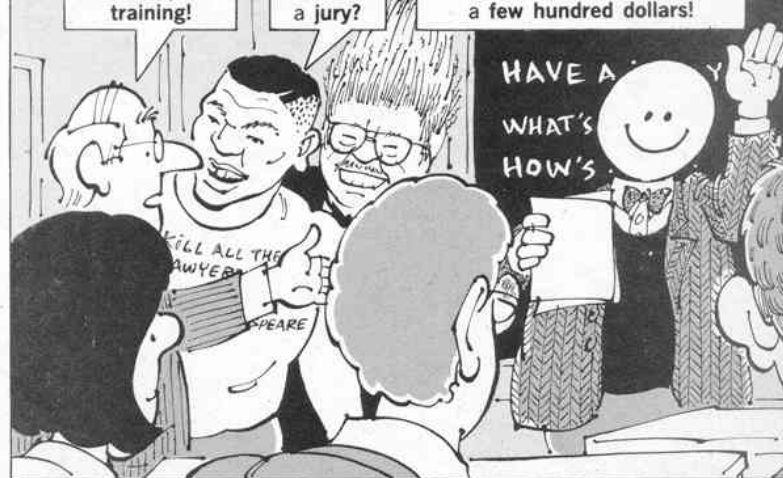
That's what law school is all about! You learn to **rip people off** but you do it **legally!** That's what makes you a **professional!**



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

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

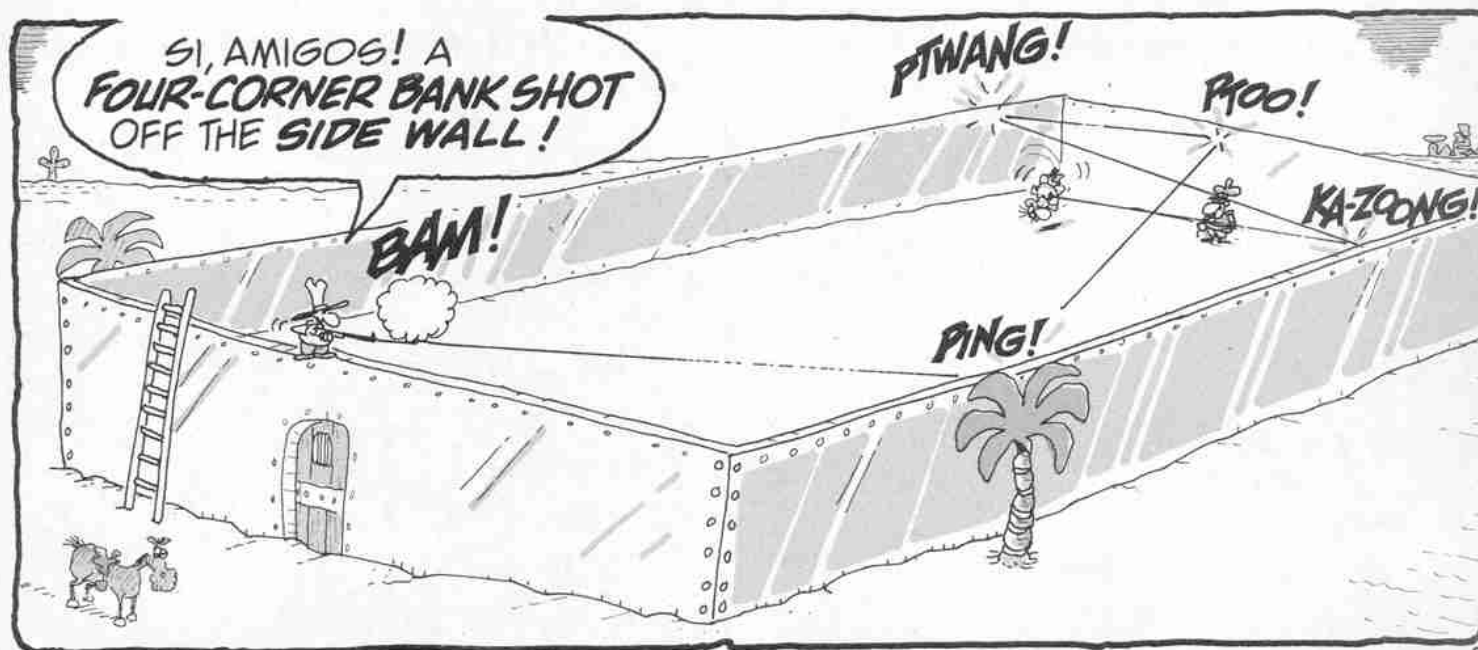
No, so he can make **small talk** with a client. Based on our **minute-by-minute rates**, just saying, "**Good morning, how's the family?**" can cost a client a **few hundred dollars!**







# THE SADISTIC SHARPSHOOTER'S STUNT





HOT DOG SPACE SHOT



# FOO WITH

MEAT LOAF SLINKY



FRESH VEGETABLE CHESS



HOT CAKES AND BUTTER LAS VEGAS SHUFFLE



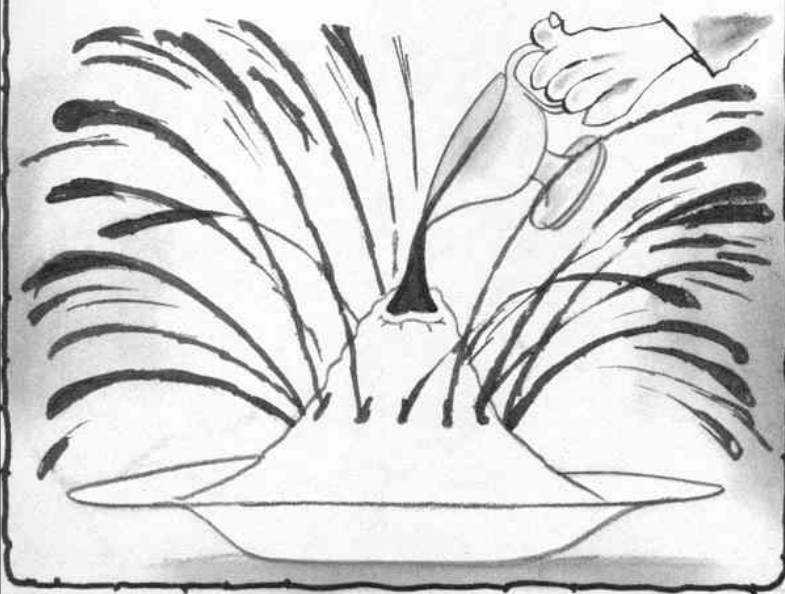
# LING FOOD

ARTIST AND WRITER: PAUL PETER PORGES

## CHICK PEAS VS. GREEN PEAS ROLLER DERBY



## MASHED POTATOES AND GRAVY DANCING FOUNTAINS



## CORN-ON-THE-COB SAMPLERS



## MEATBALL JACKS





**FRENCH FRIES PICK-UP STICKS**



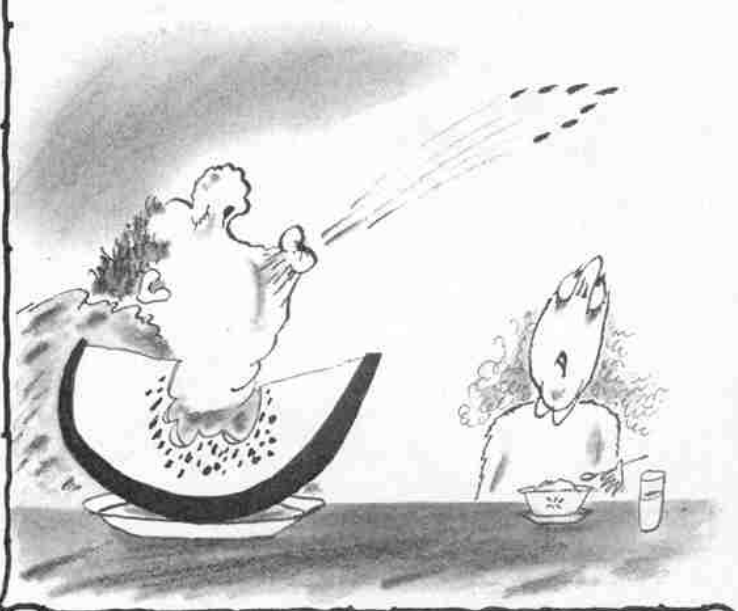
**BRUSSELS SPROUTS EXTRA POINT KICKS**



**GRILLED CHEESE CAT'S CRADLE**



**WATERMELON AIR SHOW FLY-BY**



**CHICKEN WING BOOMERANG**



**CHEERIOS VS. SHREDDED WHEAT TIC-TAC-TOE**



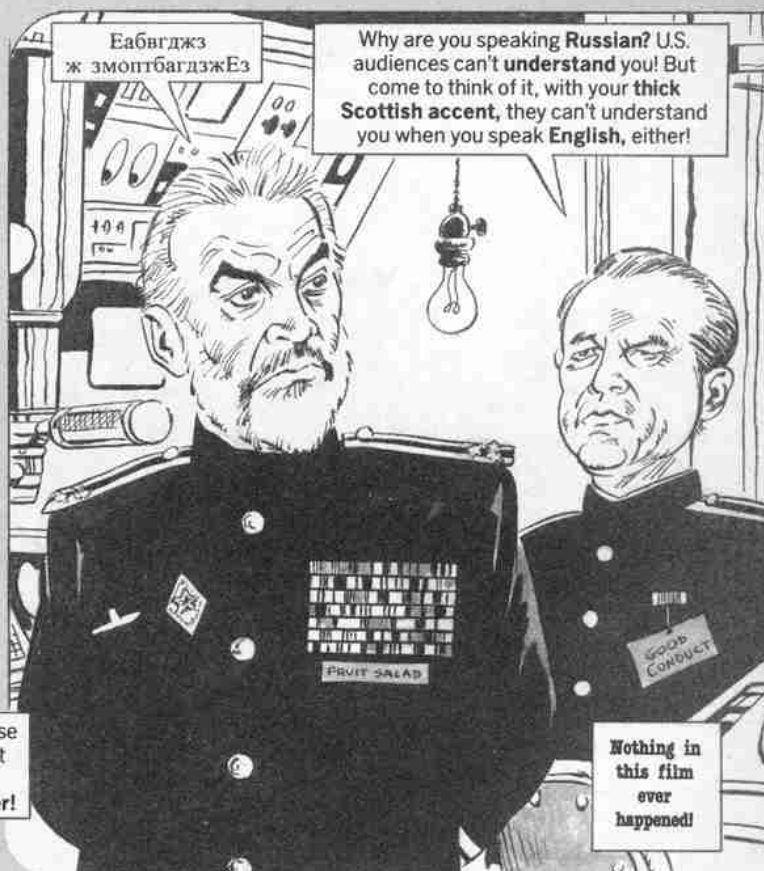
# A SHOW OF DEFECTION DEPT.

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

# HUNT FOR LAST OCTOBER

ARTIST: ANGELO TORRES

WRITER: STAN HART



Еабвгджз  
ж змптбагдзжЕз

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

I heard this movie has a lot of **suspense**!

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

I **held** my breath through most of this picture!

Because it was so **exciting**?

No, because most of it was **underwater**!

Nothing in this film ever **happened**!



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

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

What's going on **over** there?

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

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

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

PROPERTY OF THE  
CENTRAL  
INTELLIGENCE  
AGENCY

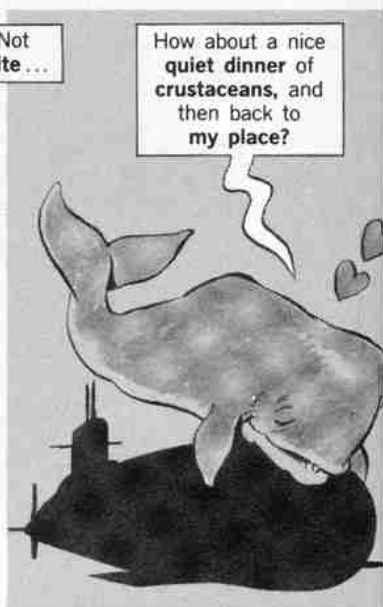
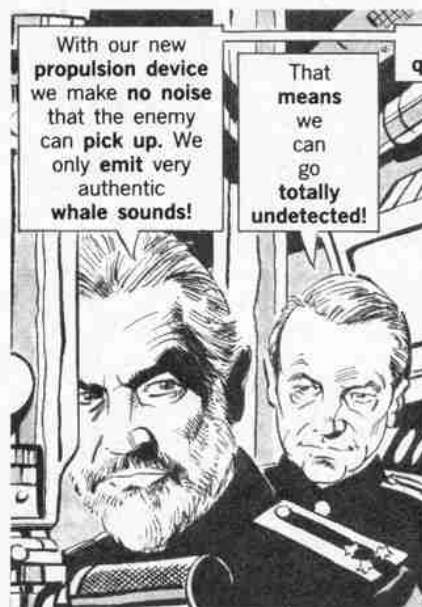
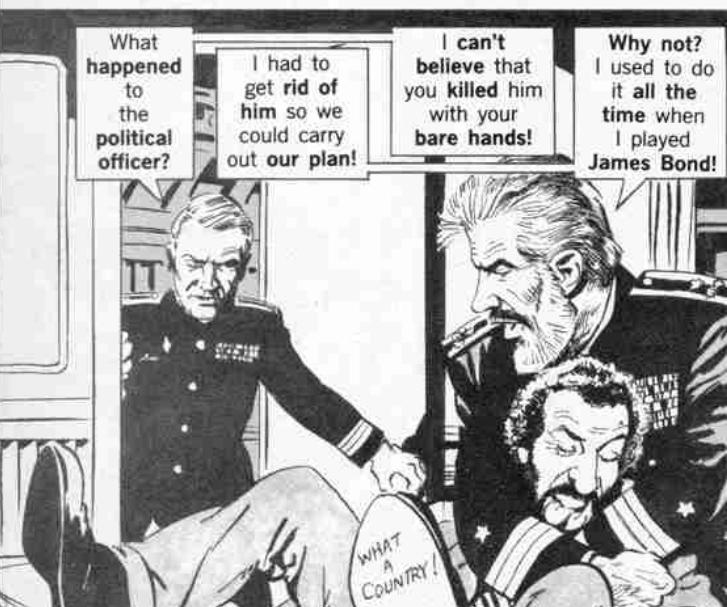
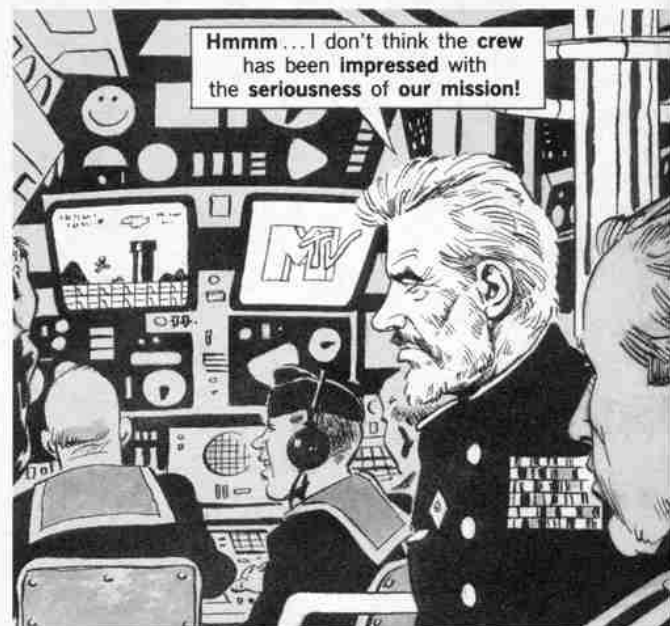
I AM NOT  
KARL  
MARX

SPECTRE

AUTHOR

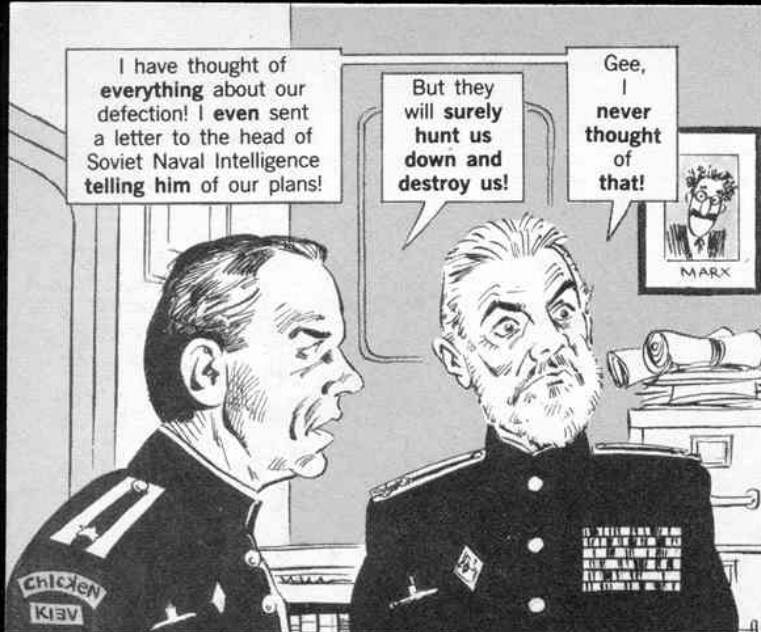
torres 43







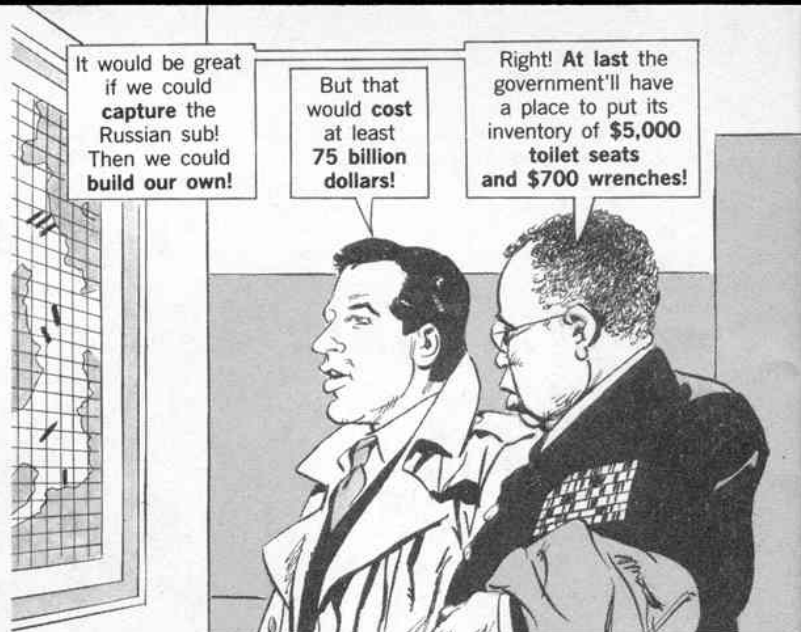




I have thought of **everything** about our defection! I even sent a letter to the head of Soviet Naval Intelligence telling him of our plans!

But they will surely hunt us down and destroy us!

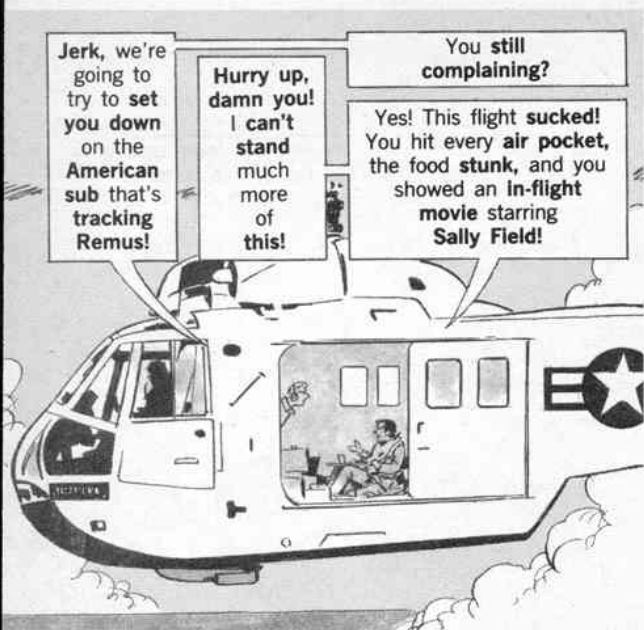
Gee, I never thought of that!



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

But that would cost at least **75 billion** dollars!

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



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

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

You still complaining?

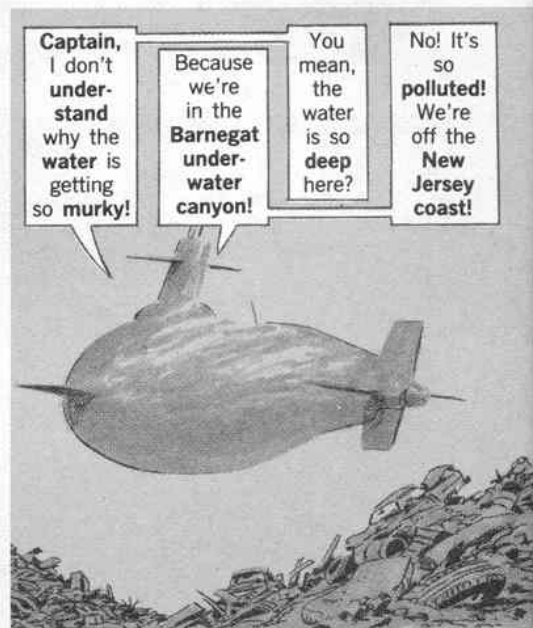
Yes! This flight **sucked**! You hit every **air pocket**, the food **stunk**, and you showed an **In-flight movie** starring **Sally Field**!



Nuts! I missed the target!

You wanted to drop him in the **conning tower**?

No, I wanted to drop him in the **propellers**!

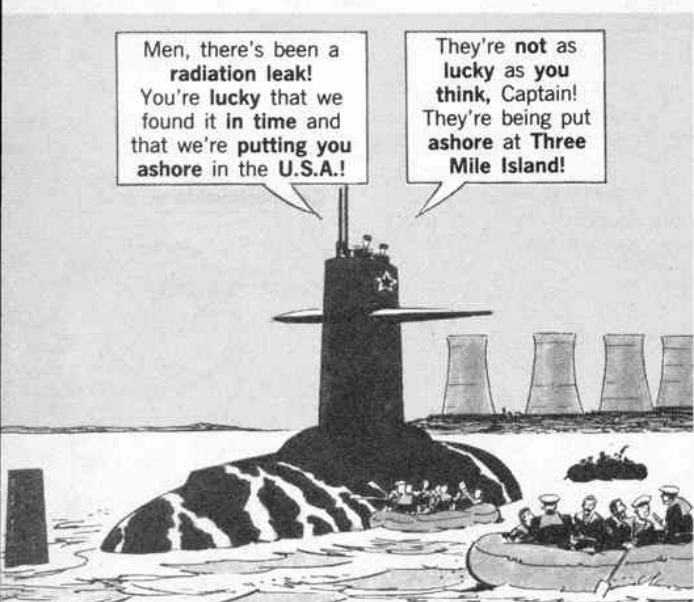


Captain, I don't understand why the water is getting so **murky**!

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

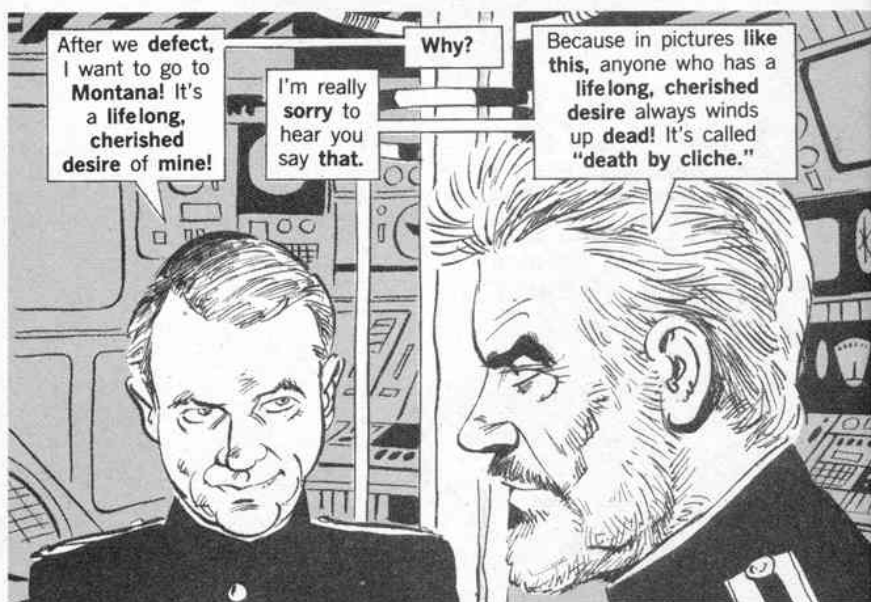
You mean, the water is so **deep** here?

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



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

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

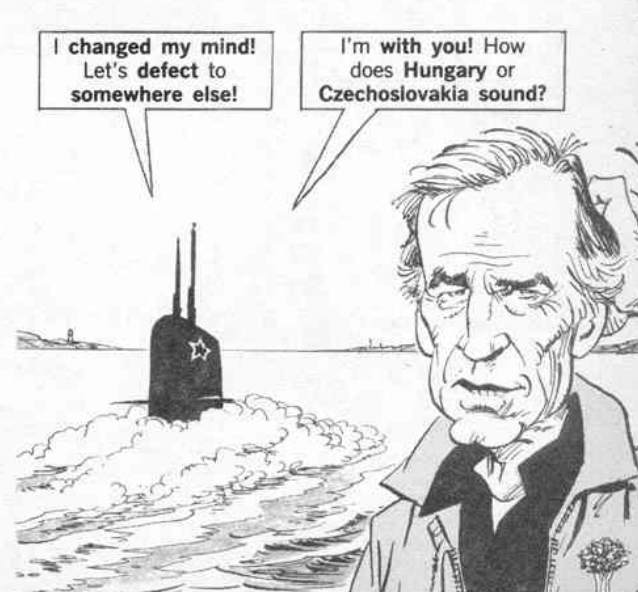
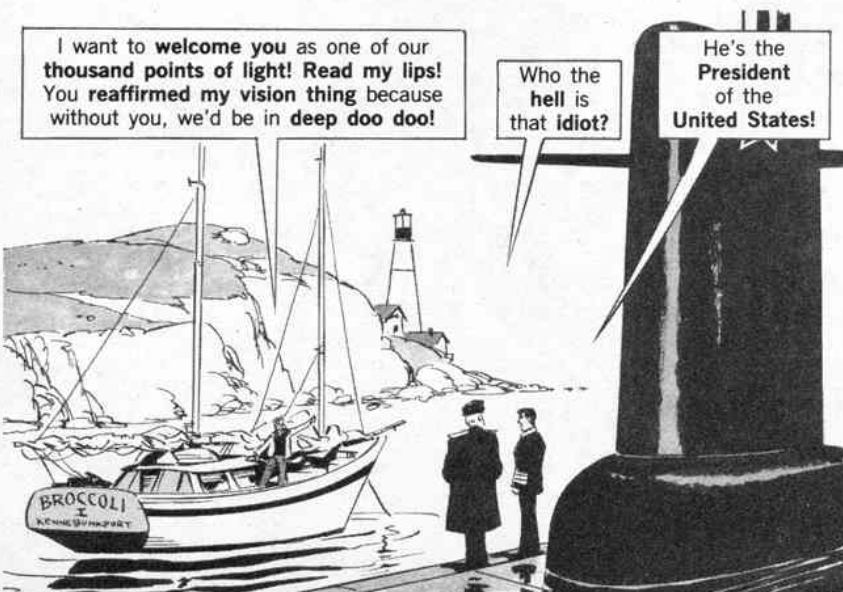
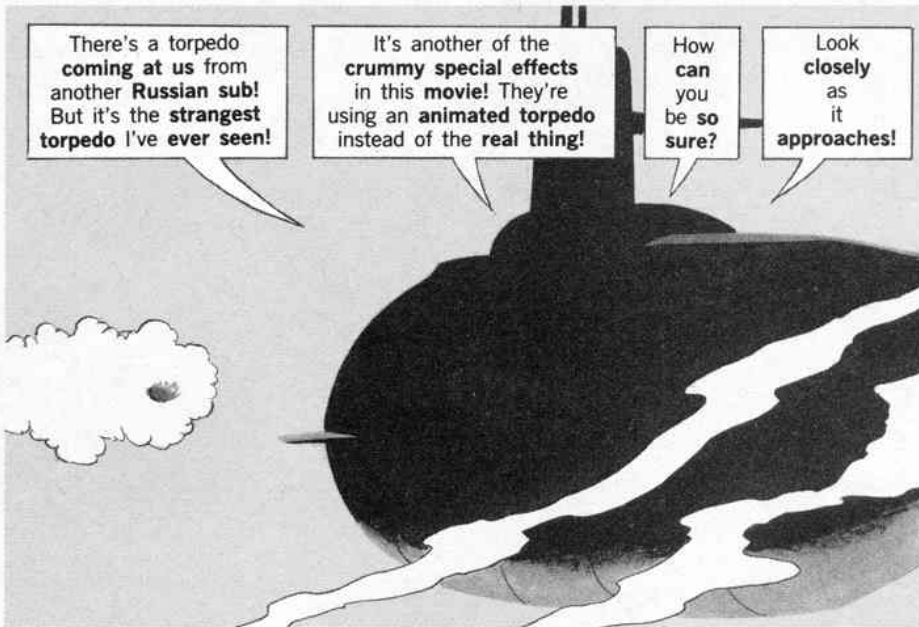


After we defect, I want to go to **Montana**! It's a **lifelong, cherished desire** of mine!

I'm really sorry to hear you say that.

Why?

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





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

# UNOFFICIAL Y -Y TRICKS EVERY KID KNOWS

ARTIST: PAUL COKER

WRITER: DAN BIRTCHER



PLUMBING THE DEPTHS



BUMPS IN THE NIGHT



TEASING THE BEAST-THING



FLIRTING WITH DEATH



SYMPHONY FOR DRYER



CONFUSING THE DRUNK



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

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

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



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



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

A ▶

◀ B



# A MAP WE'RE SOON LIKELY TO SEE!

Regular River

Unleaded River

Petroleum,  
Wetlands

High  
Octane  
Harbor

Kerosene Kill

Dipstick Inlet

10 W 40 Sound

Lower  
Home Heating  
Fuel Bay

Flammable Swamp

Diesel Beach



EXXON OCEAN

ANOTHER  
MAD  
MINI-  
POSTER