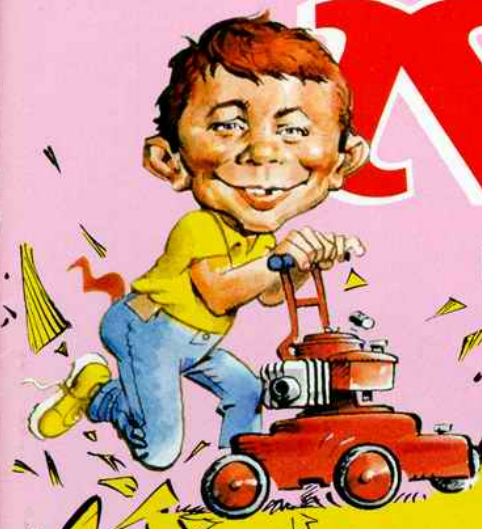
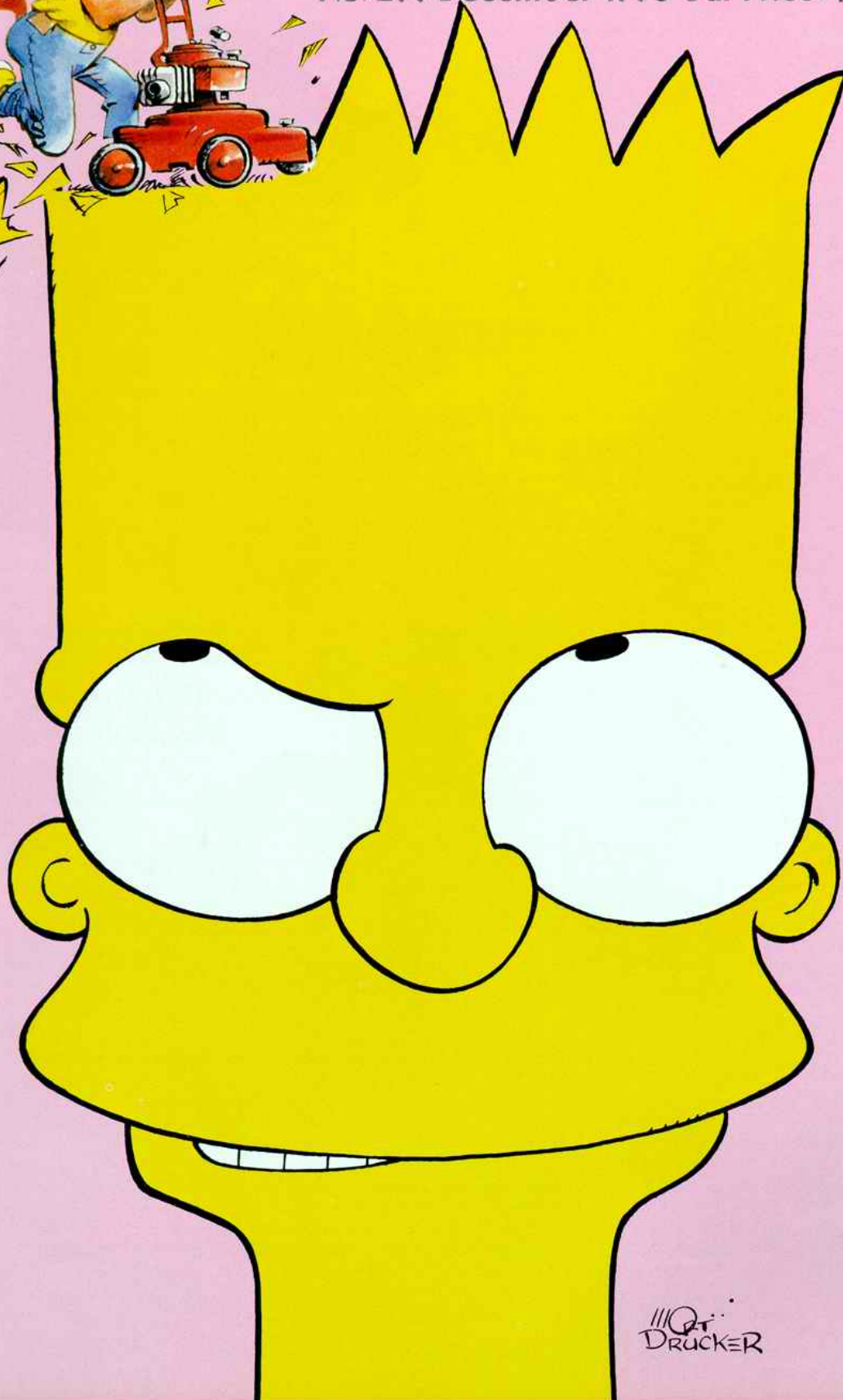


MAD^{IND} [®]

No. 299 December 1990 Our Price: \$1.75 Dude!



**IN THIS
ISSUE WE
MOW DOWN...
THE
SIMPSONS
&
TOTAL
RECALL**



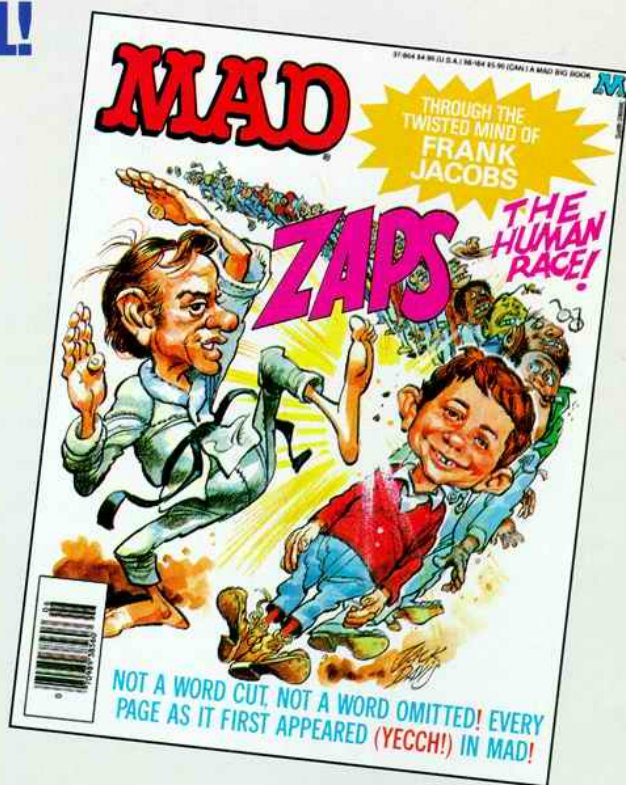
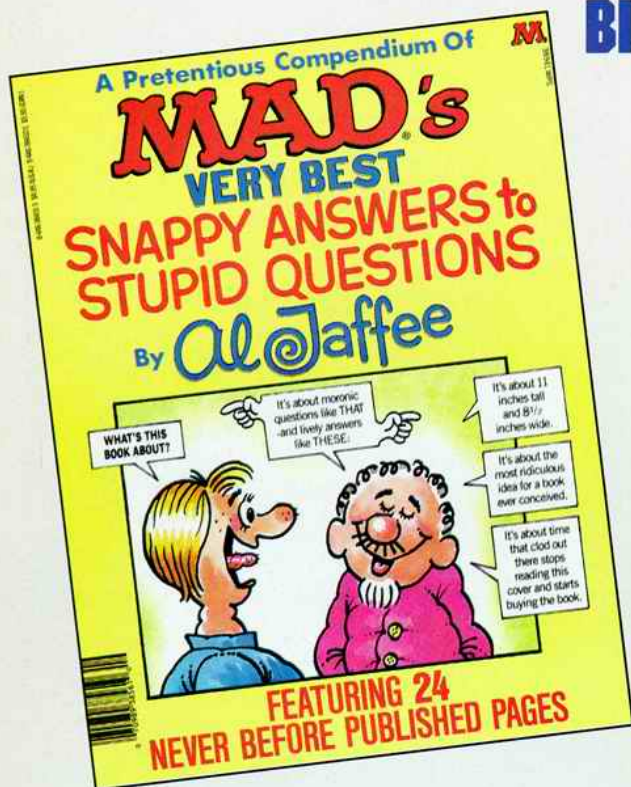
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MAD

"Life is like a shower. One wrong turn and you're in hot water!"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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FRONT COVER ARTIST: MORT DRUCKER

MAD (ISSN 0024-9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$53.75. Outside U.S.A.: 8 issues \$17.75 or 24 issues \$43.75 or 40 issues \$69.75. Entire contents copyright © 1990 by E.C. Publications, Inc. Allow 10 weeks for change of address to become 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, NY 10022. The Publisher and Editors will not be responsible for unsolicited 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. Printed in U.S.A.

VITAL FEATURES

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PEEK BEHIND THE
SCENES AT
"THE SIMPSONS"
STUDIO**
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TO UPDATE
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MAD
LOOK
AT
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**"TOTALLY
RECALLED"
(A MAD
MOVIE
SATIRE)**
Pg. 45



HISTORY DEFEATS ITSELF

In issue #297's "A MAD Guide to Devolution" you show a strange drawing of the ironclad ships *Monitor* and *Merrimack*. Your *Monitor* looks like an island with a cottage on it (complete with a smoking chimney), while your *Merrimack* for some reason has sails! As a reader with a five-year subscription and a Master's degree in Military History, I felt I must show you your historical mistake.

Scott Kirkman
Columbus, OH

As long as we're pointing out historical mistakes, Scotty-o, what about yours—Subscribing to MAD for five years!
—Ed.

"THE 2 HOUR SCHOOL OF DENTISTRY"

Don't get me wrong. I know from having MAD in my waiting room for many years that your articles are scrupulously researched. But in issue #296's "2 Hour School of Dentistry" you made a grievous error! In the lower right corner, artist Tom Bunk shows a set of two LOWER dentures! We in the profession know that only three in one hundred edentulous mouths exhibit this rare anomaly. Please advise your readers.

Robert L. Moskowitz, D.D.S.
Smithtown, NY

We had some doubts about the artwork ourselves. However, 4 out of 5 dentists surveyed said they would recommend the artwork to all their patients who chew gum. Go figure. Then go rinse!
—Ed.

WHAT, ME HAVE A COW?



Ruth Turner of Dallas, TX, sent us this recent editorial cartoon by Gary Markstein of the Copley News Service. Aye, carumbal

A SHORT GEOGRAPHY I.Q. LESSON

At various points in your satire "Hunt for Last October" (MAD #297), you indicate that Russian seamen were put ashore at Three Mile Island and that the submarine could be taken to Hungary or Czechoslovakia. My painstaking research reveals that Three Mile Island is on the Susquehanna River south of Harrisburg, PA and that both Hungary and Czechoslovakia are landlocked and inaccessible to submarines.

Harry Perlstadt, Ph.D., M.P.H.
Michigan State University
East Lansing, MI

Harry—There you go, ruining a perfectly good movie satire for millions of readers by pointing out some small geographical faux pas. Look at yourself. You're pathetic! Sitting there in your smarmy little classroom, clutching your glow-in-the-dark globe in your lap...Czechoslovakia and Hungary aren't the only things that are landlocked, Harry, if you get our continental drift! Thanks for writing—And get your hand off of Indonesia!
—Ed.

In MAD #297's "What Corporate Initials Really Stand For" you show a boy getting his I.Q. Test back with an "F" on it. You don't get grades on an I.Q. Test, you get scores! You all must have very low I.Q.s!

Jon Boettcher
Germantown, WI

We ran your letter past the world-renowned and respected Harry Perlstadt, Ph.D., M.P.H. of Michigan State University. He said you and your little letter are pathetic! Look at yourself, sitting alone in your dark little room, nervously clutching your #2 pencil. Did we mention he thought you were pathetic? Oh yeah, we did! Thanks for writing!
—Ed.

"CHOKE" IS IT!

I am writing in anger. I was shocked that in "Choke" (MAD #297), you encourage minors to smoke. How dare you suggest such a thing. I resent those remarks.

Rob Walker
Chattanooga, TN

Rob—We have just three words for you...Three little words that say oh so much: GET A BRAIN!
—Ed.

NEW KIDDING ON THE BLOCK

You had no right making fun of the cutest, dearest guys in the singing business today. I personally love them and I know every girl in St. Charles school loves them, but not as much as the girls in Mrs. Catapano's 7-1 class. Thank you for your time.

Tara Kane
Staten Island, NY

You're right. We've given the New Kids a second look and listen, and have decided to adopt them as the Official Musical Group of this sentence on this letters page! (This parenthetical sentence, however, goes to Guns 'N Roses... Honorable mention: Squeezel! Yep, when it comes to NKOTB, we just can't get enough of Dirk, Dave, Jack, Jimmy and Jerry!
—Ed.



THE SCHULZ/JAFFEE SUMMIT A SUCCESS!



PHOTO BY MARK COHEN

When famed "Peanuts" creator Charles Schulz saw Al Jaffee's Charlie Brown/Hall of Fame Fold-in in MAD #293, he called the Jaffer to his estate and threatened to sue him for millions! Luckily, Al was able to talk Charlie into settling for a hug from Joyce, Al's wife. Happy endings are so nice!

MORON MAIL

My dad is an old geezer and he claims that Alfred E. Neuman's real name is Melvin Cowsnofsky. Is this true?

Rachel Kalman
Portland, OR

How would we know whether or not it's true your father is an old geezer, you young snott!
—Ed.

I live in Indonesia and it's hard to get MAD magazines. Sometimes when I break my neck to get an issue it turns out to be lousy! What can I do about this?

Matt Crawford
Jakarta, Indonesia

Matt—Do as most of our readers around the world do—continually lower your standards!
—Ed.



DOOGIE HOWSER, M.D.



March 8, 1990

Mad
Department 294
485 Madison Avenue
New York, New York 10022

Dear MADmen (and women):

I'm deeply touched by your moving tribute to yet another of my smash hit TV shows, DOOGIE HOWER, M.D. You guys've done a lot for my career, and I really appreciate it, as evidenced by my willingness to make those continuing "contributions" to the Alfred E. Newman Foundation. As you know, my new show, COP ROCK is just around the corner, so lemme know how much extra it'll cost me for an October feature, plus cover.

Excelsior!

Дини Зоисо.

Steven Bochco



We usually don't print two letters from the same person, but in Producer Steven Bochco's case, we'll make an exception! (In MAD #276 we printed his letter regarding our satire of his show *L.A. Law*!) Also, when *Doogie Howser* star Neil Patrick Harris dropped by, he performed an immediate Madectomy of our spoof "Dorky Housecall, M.D." from MAD issue #294!

Everybody in my school would buy MAD if you congratulate our Boys' Basketball Team for going to State. Just put this on your letters page: "Congratulations Blakesburg Wildcats on beating Diagonal to win the District and making it to the State Tournament!"

Clint Gray
Blakesburg, IA

Clint—If that is your real name—We notice your story suddenly stops there. We can only assume that the wicked Wildcats played pathetically in the State Tournament. Would the words "trounced" and "publicly disgraced" be too strong? Your letter is mysteriously vague on this. Yep, Clint, we're sure the entire student body of Blakesburg is as pleased as punch that you blabbed to an international magazine about your winky-dink school's athletic failures. Go Wildcats! —Ed.

I'm in science class right now and I need your help! None of my classmates know the answer to this question, so I'm counting on you guys. Here it is:

If 10^{18} atoms of Polonium disintegrate to produce lead and 10^{-3} g of helium, what is the mass of a helium atom?

The teacher has left the room, so please respond as quickly as possible!

John Bohlmann
Hood River, OR

Young Einstein—We read your problem and we're afraid you've got it mass backwards! Try factoring in the Wackenfuss Principle to the weight of polonium and let us know what happens. Be sure to make the standard adjustment for sodium (Na)! And remember, with this, as with all scientific inquiries, always keep a spare beaker in your pants!
—Ed.



In sixth grade, Sister Michelle Marie said to our class, "There is one magazine Catholic teenagers should never read..." Then she wrote on the blackboard in 12-inch letters: M A D. That was in 1960! Today, I am again subscribing to another year of MAD. I'll keep subscribing until I can figure out just what Sister didn't want us to read. Do you have any idea?

Rich Reich
La Jolla, CA

We checked our issues from 1960 and it could be any number of things that got under Sister MM's habit. Among the leading candidates are Dave Berg's stinging "The Lighter Side of Blasphemy," "You Know You're Really Celibate When..." and our short-lived feature "Spy Vs. Pope." But if we had to choose one, we'd say it had to be "A MAD Peek Behind the Scenes at the Burning Bush!" —Ed.

I have read and enjoyed your magazine for many years but I have never written to you. Please, please stop publishing letters from the small, narrow-minded, self-proclaimed "Christians" who don't understand that the point of satire is to expose human weaknesses, not to promote them. It depresses me beyond words to know that children are being raised in this tradition of ignorant self-righteousness. You are one of my last bastions of hope and fun.

Jennie Simpson
Pasco, WA

Say, wait a minute! Just where the hell do you get off calling us bastions?! Thanks for writing!
—Ed.

Please Address All Correspondence To:
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New York, New York 10022

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

***Long before man
walked on two feet...***

***Long before there was
intelligent life
on this planet...***

**We were gathering
material for this book!**

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THE AGES OF MAD



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NAME THAT TOON DEPT.

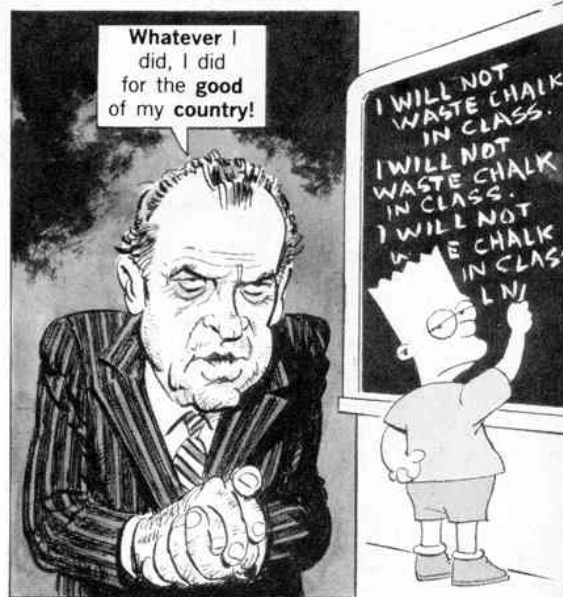
What cartoon sitcom is the hit of the season? Right! But how did they ever think up this crazy family? Actually, it wasn't such a great feat of imagination! It's been done! Listen: Years ago, when the action comic book hero Captain Marvel was dreamed up, they took the characteristics of famous mythological figures and created "SHAZAM"—a word that when spoken gave Captain Marvel his super powers. The "S" was for the wisdom of Solomon; the "H" for the strength of Hercules; the "A" for the stamina of Atlas; the "Z" for the power of Zeus; the "A" for the courage of Achilles; and the "M" for the speed of Mercury! Today's cartoon creators have merely updated the formula, taking traits of famous people and putting them together to spell ...

THE S

S for the SMARTS of President George Bush



I for the INTEGRITY of former President Nixon



S for the SPORTSMANSHIP of the Macho Man



O for the OPTIMISM of Drug Czar William Bennett



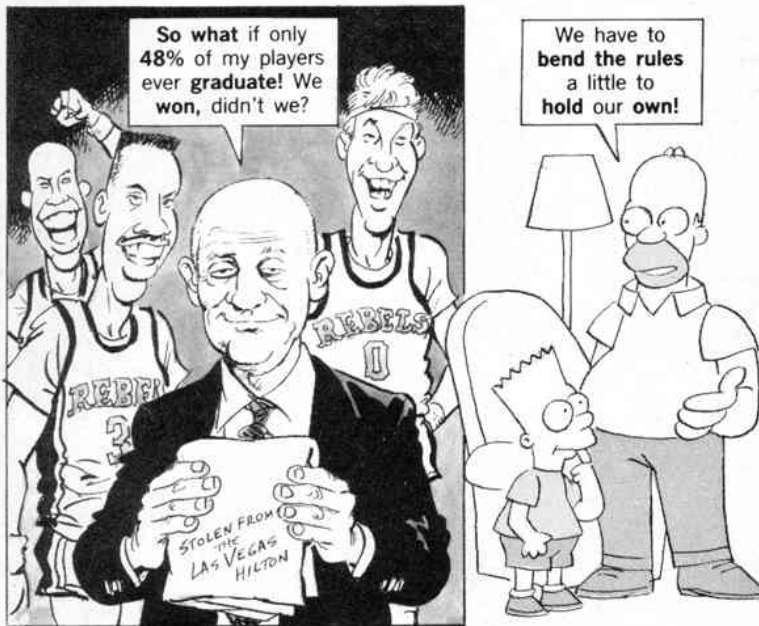


IMPSONS

ARTIST: ANGELO TORRES

WRITER: STAN HART

M for the MORALITY
of UNLV coach Jerry Tarkanian



P for the PATIENCE
of Yankee owner George Steinbrenner



N for the NICENESS
of Andrew Dice Clay



S for the SIBLING AFFECTION
of Zsa Zsa and Eva Gabor



A MASSIVE BART ATTACK DEPT.

A MAD Peek Behind "THE SIMPSON"

ARTIST: SAM VIVIANO

No matter what happens in this house, we can always be sure that little Maggie will just sit there and not say a word!

Harumph! Since this show's always taking things from movies, why don't they borrow from *Look Who's Talking* and let me think something every once in a while!

Can you believe that James L. Brooks, the man who created *The Mary Tyler Moore Show* and *Taxi*, and wrote *Terms of Endearment* and *Broadcast News* is the producer of this show?

I know! It's like Ted Koppel decided to chuck it all and host *A Current Affair*!

Hey, look at this! We just got a plaque from Hanna-Barbera Productions!

Is it commending us on *The Simpsons'* high Nielsen ratings?

Is it saluting us for putting on the first prime-time cartoon show in years?

No! It's congratulating us because since *The Simpsons* premiered, Hanna-Barbera no longer has the worst animation on TV!

Look, Friedman, I know that so far every shoddy "Simpsons" product we've come up with has sold millions, but do you really think people will buy a Marge Simpson Clogged Drain Snake?

Sure they will! Look how well we've done with our latest product: The Bart Simpson Head Grocery Bag!

How did *The Simpsons* get to be the most popular show on the FOX network?

Remember—FOX gave us *Married with Children* and *21 Jump Street*! This is the first time they've tried a show with characters that can act!

and The Scenes At ONS" STUDIO

WRITER: CHARLIE KADAU

Why does this show have such a long opening?
To explain a lot about the Simpsons so that we can enjoy the show?

No! To save money! By using the same footage every week, that's two minutes less of animation they have to pay for!

Okay, all you new animators must swear to keep this confidential! To draw Homer Simpson, we start with Fred Flintstone, take off the hair, keep the five-o'clock shadow, add bigger eyes and update the clothes! That's all there is to it! After lunch, I'll show you how to turn Wilma into Marge and Pebbles into Maggie!

Why does Homer work at a nuclear power plant? He's always causing accidents and exposing people to radiation!

The network insisted that this show be based on reality!

Hey, man, cool your jets!
No pain, no gain, dudes!
This is groovy!
Hell no, we won't go! 23 Skiddoo!

Why does Bart keep repeating those tired old sayings?

We'll try anything! One of them will surely turn into another hip "catchphrase" that we can print on T-shirts and posters! After all, "Don't Have a Cow" and "Eat My Shorts" have made millions in merchandising!

Why are the Simpsons so beloved?

After years of *Cosby*, *Roseanne*, and *Full House*, audiences are hungry for a believable TV family!

So what if Americans enjoy watching bumbling, moronic, one-dimensional characters? What's the worst thing that that could lead to?

Public acceptance of Dan Quayle!



OUR FEATURES PRESENTATION DEPT.

People in the public eye are constantly concerned with their image. They hire expensive Beauty Consultants and Wardrobe Experts to advise them how to present themselves in the

USING THE SIMPSON TO UPDATE STAL

MARGARET THATCHER

Margaret—Maggie, it's a natural! The pacifier might even stop the fiery Prime Minister from talking about new taxes that cause her fellow Britons to riot!



MIKHAIL GORBACHEV

Mikhail's troubles in Latvia, Lithuania, Estonia, Azerbaijan, Byelorussia or Mongolia will be over when he shows his countrymen that he's really a fun guy with his new Bart Simpson look. You'll notice it goes perfectly with his zany birthmark.



CARLY SIMON

When forty-ish Carly tries singing sexy songs, she looks like your maiden aunt gone berserk! To make her image more youthful, she can hide her crows feet by using the Simpsons eye implants!



DAN & MARILYN QUAYLE

Nineteen-ninety-six isn't so far off that the Quayles shouldn't be thinking about taking over the White House. The Simpson mouth formation will give Dan and Marilyn the simple look that perfectly compliments their political philosophy.



most appealing fashion. Well, celebrities of the world unite! Stop wasting your money! MAD has a plan to enhance your public image! With a little plastic surgery you can be...

IMPSON LOOK E APPEARANCES



BARBARA BUSH

Why should the First Lady just stand in the shadow of her husband when she could upstage him as effectively as Nancy Reagan did Ronnie? With the Marge Simpson beehive, Barbara is sure to be noticed at the next State Dinner or Presidential photo-op.



YITZHAK SHAMIR

The Middle East can sure use a laugh for a change and Israeli Prime Minister, Yitzhak Shamir, is just the fellow to provide it! Even the Arabs will get a charge out of his loveable Simpson eyes!



MIKE TYSON & DON KING

To make people forget his knockout loss to Buster Douglas, ex-champ Mike Tyson has to look like a winner. Promoter Don King is fine just as he is!



THE NEW KIDS ON THE BLOCK

Fame can be fleeting and The New Kids on the Block could get to be The Old Kids on the Block very quickly. To hold on to their already dwindling popularity, we suggest NKOTB get a complete "Simpsonization."

THE SHAPE OF ZINGS TO COME DEPT.

The 21st century starts in 10 years, and unless you have the lifespan of plastic, you won't be around to see it all! But it's not hard to guess what it will be like. MAD often foretells the future by examining current developments—as we did in 1952, when we predicted the invention of the electron microscope, and again in 1965, when we warned you about support hose! Now take a look at the future you'll probably miss (and consider yourself lucky!) as, once again...

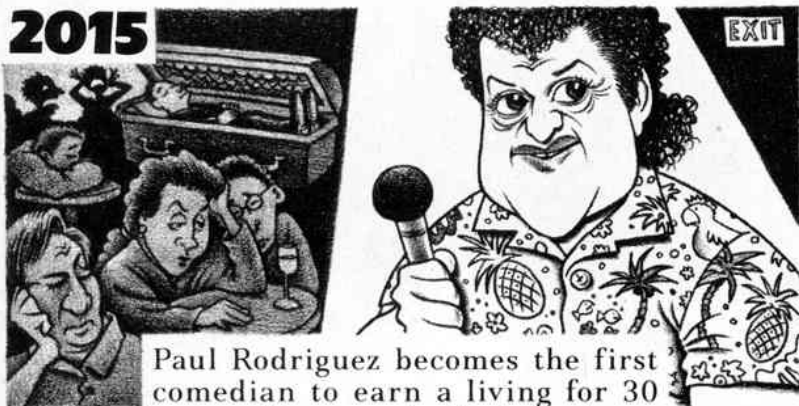


2002 ♥ ♥ ♥



"L.A. Law" announces that it will run for six more seasons—just long enough to wrap up all 97 of its disconnected story lines.

2015



Paul Rodriguez becomes the first comedian to earn a living for 30 years without ever having been funny.

MAD REVIEWS THE

2029



Nolan Ryan strikes out all 27 batters in a nine-inning game, and decides to retire at the age of 82 while he's still young enough to enjoy life.

2031



The NBA folds after endorsement money from athletic shoe manufacturers makes every player rich enough to retire from basketball.

2041



Racing fans demand their money back when an automotive breakthrough makes it possible to run the Indianapolis 500 in nine minutes.

2005



President Quayle resigns in the middle of his second term because he still has not been able to find the White House bathroom, and is tired of having crowds follow him to the gas station down the street.

2017



Cher's 14th marriage is annulled after documents prove that the groom is actually her grandson by a previous relationship.

2024



Lumber companies agree to have the old name "The Amazon Rain Forest" officially changed to the new "Amazon Mud Flats."

21ST CENTURY

ARTIST: RICK TULKA

WRITER: TOM KOCH

2036



A psychological study reveals mental illness among the middle-aged most often strikes those who were exposed to Nickelodeon as children.

2052



Technology develops a phone answering machine capable of carrying on complex conversations with other phone machines and thereby making it unnecessary for human beings to talk to each other at all.

AHEAD OF TIME

2058



A new continent emerges off the Atlantic coast, made entirely of styrofoam cups and disposable diapers dumped there by New York garbage scows.

2076



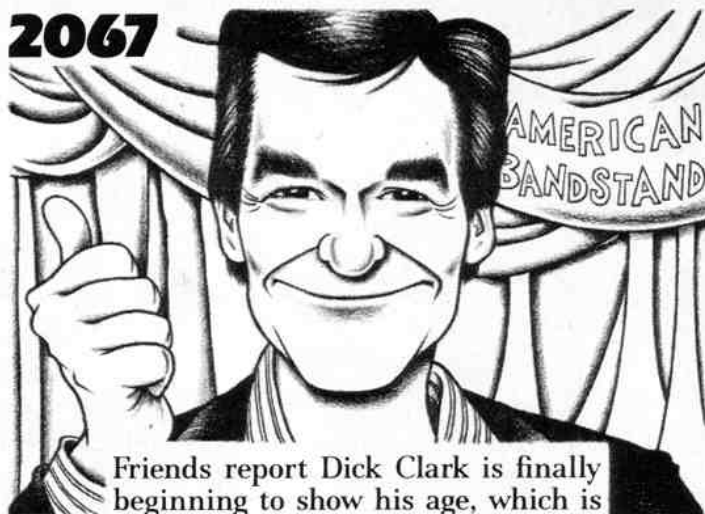
Americans learn they have just elected President a cartoon character whose TV ads were more appealing than the TV ads of any of the real candidates running.

2092



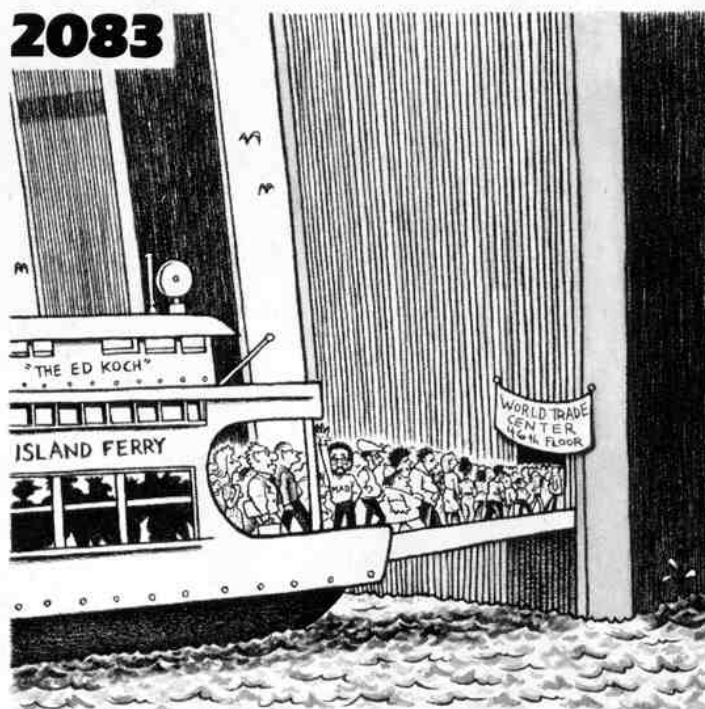
The rusting remains of a 1987 Yugo are dug up in Kansas and mistakenly identified by archeologists as an old steam-powered can opener.

2067



Friends report Dick Clark is finally beginning to show his age, which is kind of spooky because now he's 138.

2083



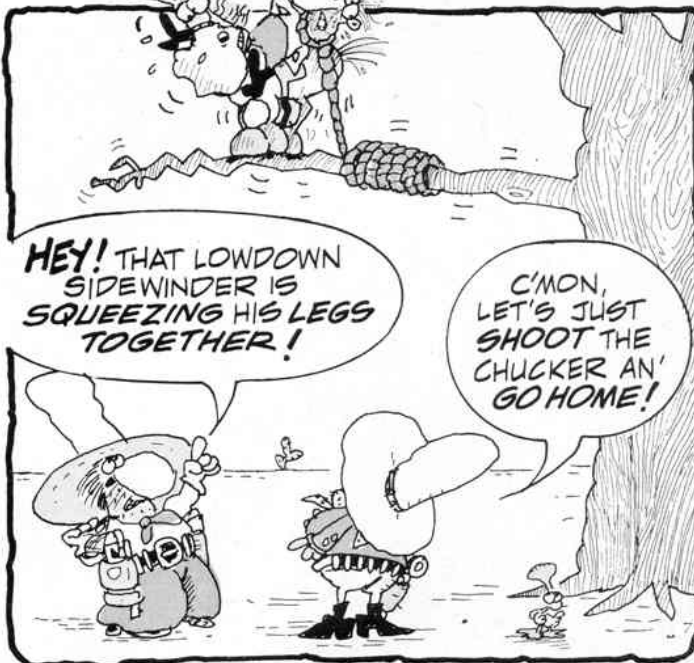
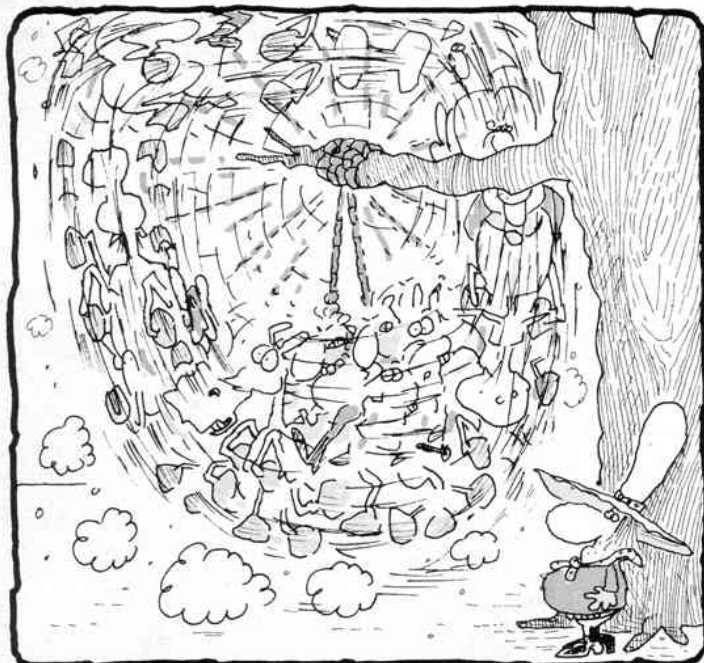
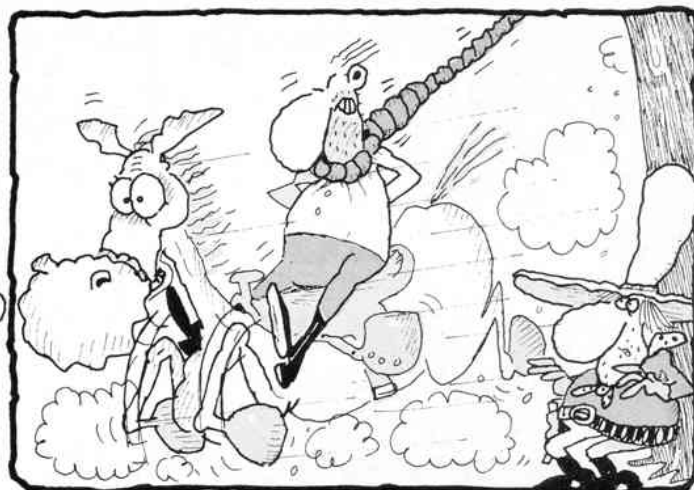
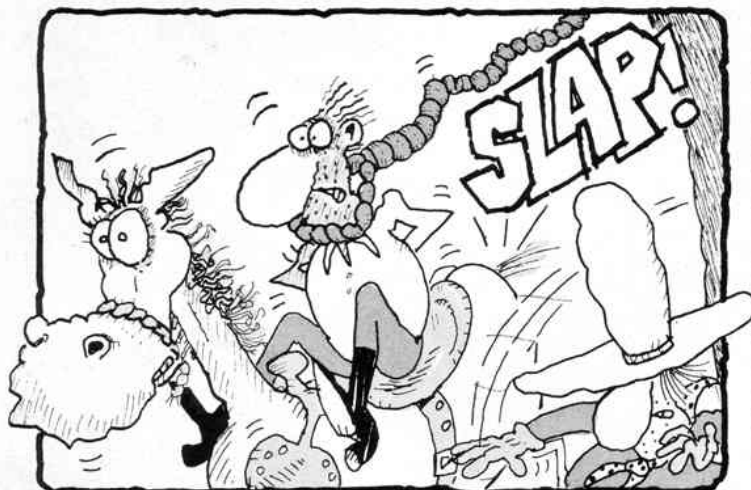
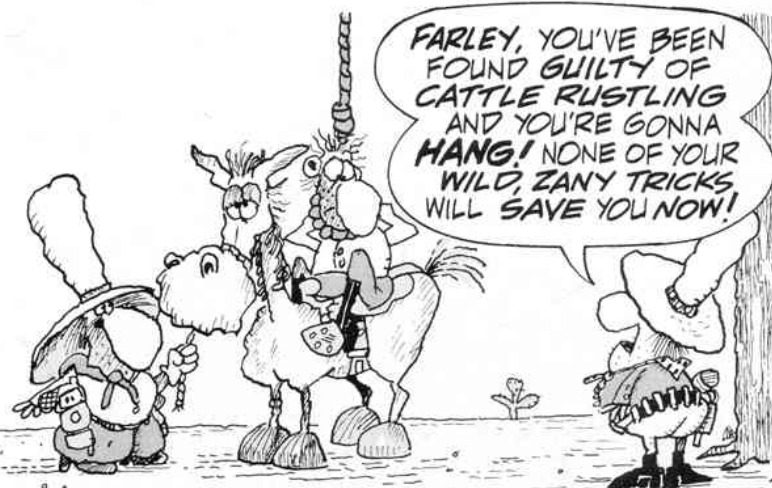
As the Greenhouse Effect melts more of the ice cap and oceans continue to rise, the Staten Island Ferry begins docking at the 46th floor of the World Trade Center, up two floors from the previous year.

2099



Newspaper columnists write millions of words debating whether the 22nd century will begin on January 1, 2100 or 2101.

THE NEFARIOUS NOOSE NUISANCE



"Fax," "yuppie," "call-waiting," "vision thing"—these are just a few of the new words that entered the English language during the 1980s. But many other expressions became obsolete, because the things they describe no longer exist! Here's a sampling of these linguistic relics, namely

WORDS and PHRASES that LEFT the ENGLISH LANGUAGE during the 80's



ARTIST: PAUL COKER

WRITER: MIKE SNIDER



"... safe investment ..."



"... Exxon supporter ..."



"... sports role model ..."



"... directed by William Shatner..."



"... new nuclear power plant ..."



"... check your oil?..."



"... journalist Geraldo Rivera ..."



"... the cheap seats ..."



"... Congressional ethics ..."



"... original screenplay..."

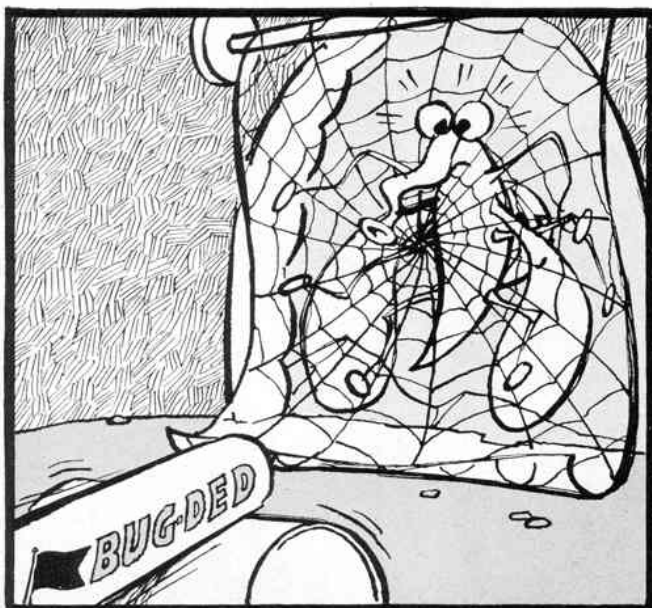
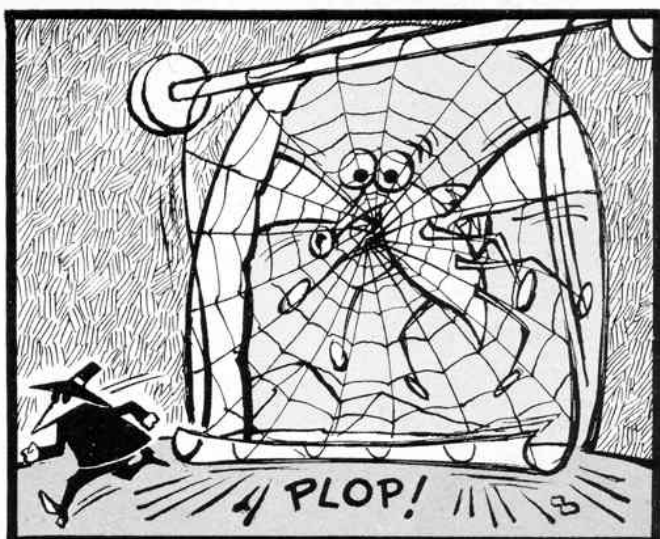
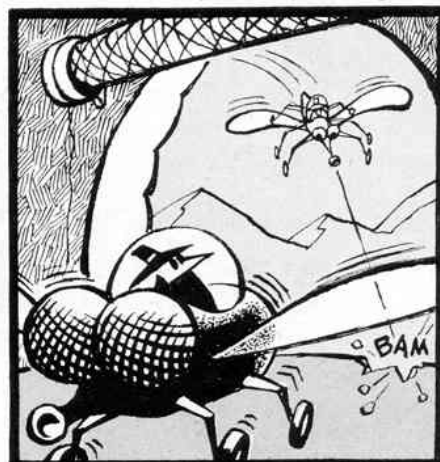
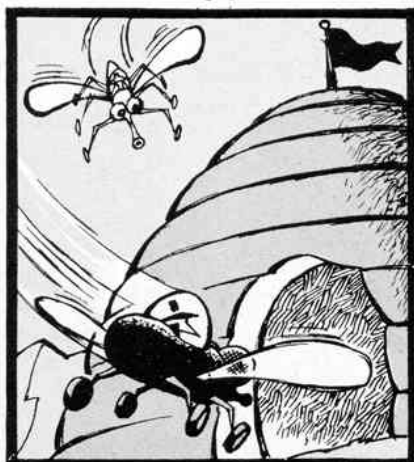


"... too old to rock 'n roll ..."



"... respected TV evangelist ..."

SPY VS SPY





GETTING REPPED OFF DEPT.

Hi, I'm Jock Nicholson and you're probably wondering why MAD would ask me to conduct an interview with a big-time sports player representative. It's really simple! They figured that since I played the Joker in *Batman*, I must know a lot about sleazy characters! That makes me the perfect person to talk to Jerky Kapsting, who has just been selected as...

MAD'S SPORTS BUSINESS AGENT OF THE YEAR

ARTIST AND WRITER: ANGELO TORRES

Jerky, tell me, why did you become an agent?

My motives were pure! Green college kids can't handle unscrupulous owners!

You want to make sure kids get paid what they're worth?

No, the owners want to pay them what they're worth. I want to get them paid ridiculously high salaries, even if all they do is sit on the bench all the time!

Do you need any special training to become an agent?

Absolutely! You need to have a special keen sense that can sniff out young players with talent, heart and drive!

Not to mention being able to sniff out clients who are dumb enough to sign a deal giving you a big chunk of their earnings for as long as they live!



Kapsting, I demand a trade! Those ungrateful fans booed me last week, right in front of my wife and several of my girlfriends!

Imagine, booing you after all you've done for them!

Seems to me, chief, that the only thing that second stringer ever did for the fans was to get ticket prices raised so the team could pay his million dollar salary!

Sorry, but there's no way you'll be traded! Nobody wants you with that huge, long-term contract!

Well, if you can't get me traded then I'll quit and get a regular civilian job. I don't need no million bucks! I can manage on 500 grand a year, easy!

Sorry kiddo, the last I heard they weren't paying 500 Grand to pump gas!



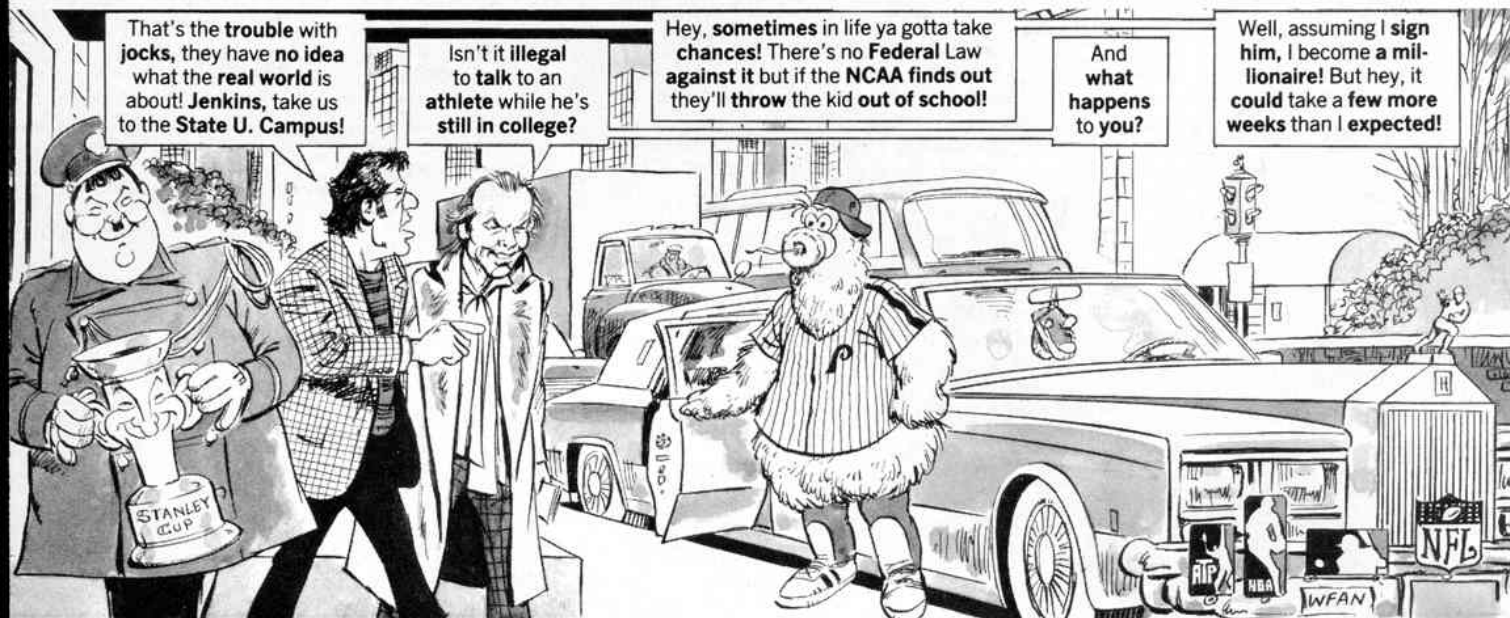
That's the trouble with jocks, they have no idea what the real world is about! Jenkins, take us to the State U. Campus!

Isn't it illegal to talk to an athlete while he's still in college?

Hey, sometimes in life ya gotta take chances! There's no Federal Law against it but if the NCAA finds out they'll throw the kid out of school!

And what happens to you?

Well, assuming I sign him, I become a millionaire! But hey, it could take a few more weeks than I expected!



Billy, you're having a sensational year! I think you should go "hardship" and become eligible for the draft!

What hardship? Man, I never had it so good! I've got a new set of wheels, a great condo, lots of fine babes and a big allowance from some friendly alumni!

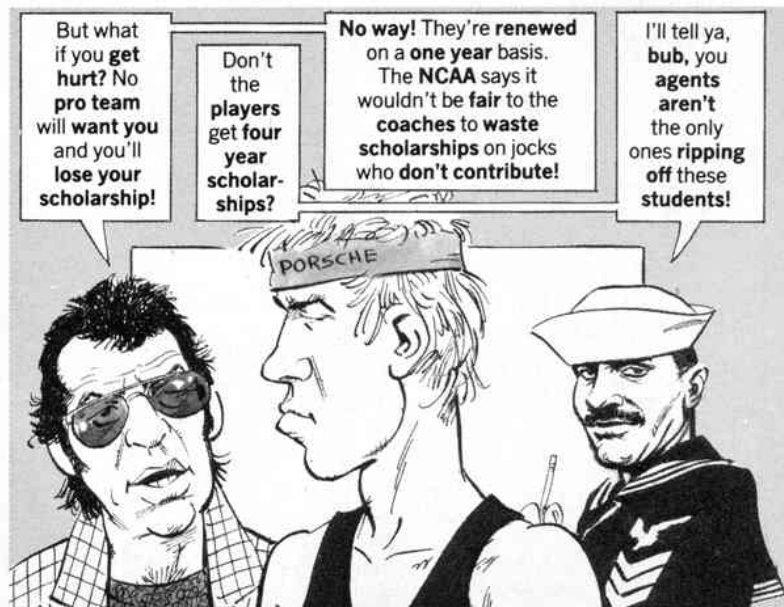
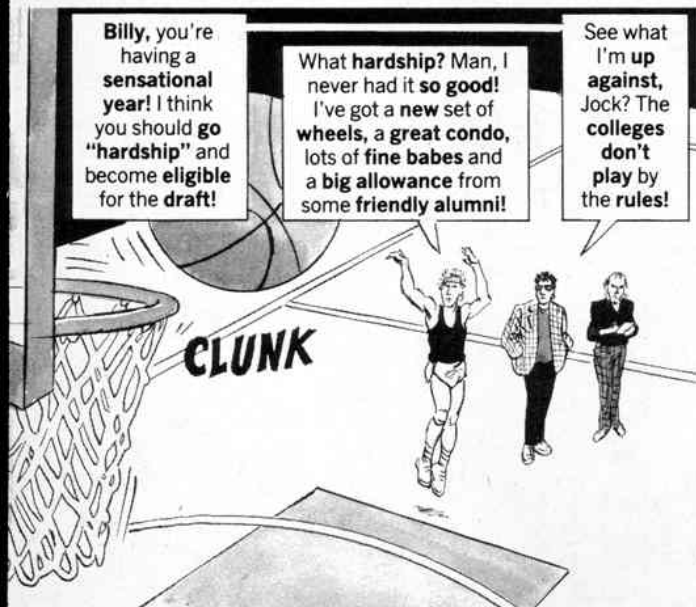
See what I'm up against, Jock? The colleges don't play by the rules!

But what if you get hurt? No pro team will want you and you'll lose your scholarship!

Don't the players get four year scholarships?

No way! They're renewed on a one year basis. The NCAA says it wouldn't be fair to the coaches to waste scholarships on jocks who don't contribute!

I'll tell ya, bub, you agents aren't the only ones ripping off these students!



Even if they let you stay in school you'll just be a regular student!

What do regular students have to do?

Well, they're required to go to classes, do homework, take exams, and stuff like that!

Classes? Homework? Exams? Now that's what I call hardship! Where do I sign?

I also act as financial advisor for my clients. I figure if these schmucks want to throw their cash away, why shouldn't I help them? I have "friends" in real estate. These are models for two of my investment deals—the San Andreas Fault Condos and the Death Valley Ski Resort!

Hey, pal, do you invest your money in these projects?

No, I invest my money in federally guaranteed savings bonds!



I just closed a book deal for a client! He's never actually read a book, but he's getting six figures to write one!

Won't a ghost do the writing for him?

I'll let him try it first! I've heard if you put an infinite number of jocks in a room with an infinite number of typewriters, eventually they'll write all the great books ever written!

Sorry, that was monkeys, bub, not jocks!

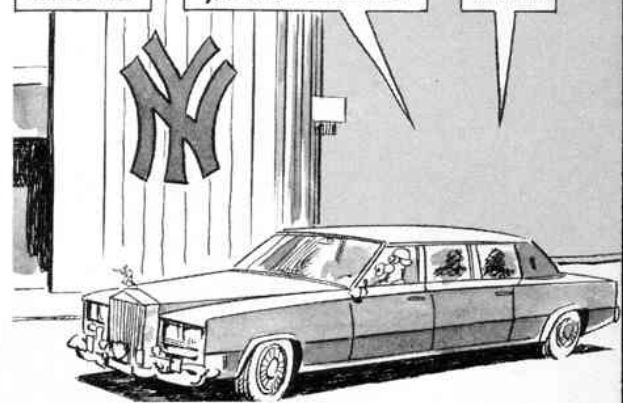
So big deal! Monkeys! Jocks! Same thing!



What's the roughest part of your job, telling a prospect that no one wants him?

No, it's getting a huge check from a team and knowing only 10% is mine! It's not fair! I mean, where would these jocks be without me?

Well, for starts, I'd say they'd be 10% richer!



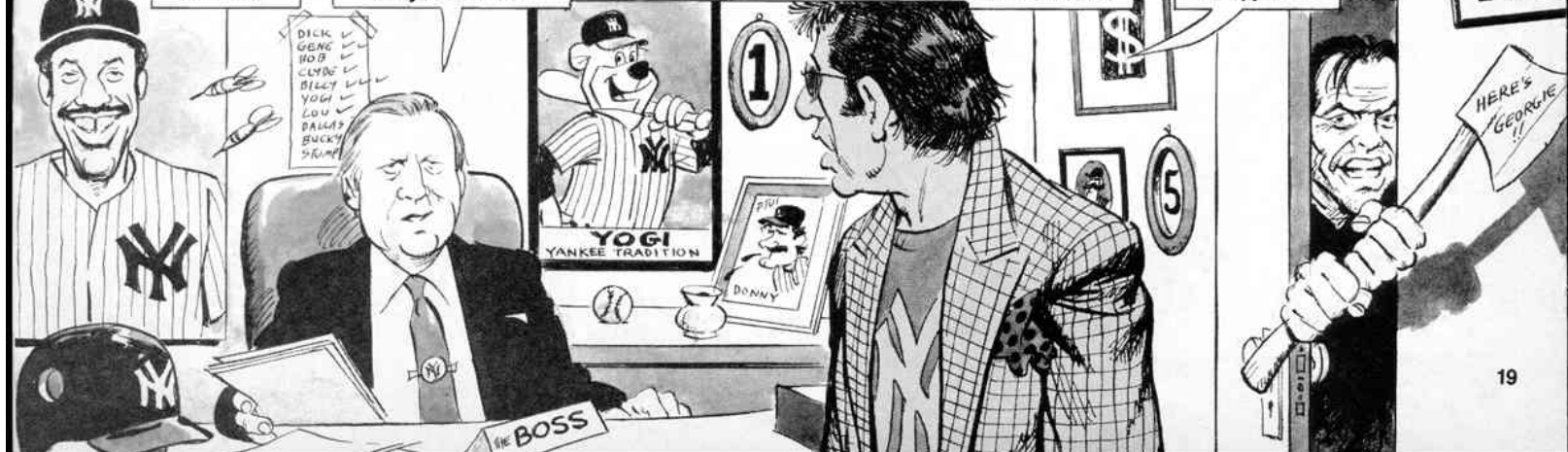
George, we've gotta renegotiate Gunther's contract!

Forget it! You insisted on a five-year deal, and it still has four full years to run!

But he almost hit .240 and you're paying him less than a million bucks a season. That's crazy! The man's a superstar!

So then why didn't he make the All-Star Team?

Is it his fault that that team is picked by a bunch of creepy fans?



You want to talk renegotiation? How about your other guy, Stunkel? He reached base twice in 478 at bats last year!

Look, Stunkel has a legally binding contract for ten years! You try any renegotiation funny stuff and I'll drag you into court!

Boy, the people you have to deal with in this business! They've never heard of integrity and fair play! I just might tell my guy to sit out the entire season!

Sometimes a person has to stand up for a principle!

Brilliant idea! Except then he won't get paid!

In other words, you got your cut of his cash up front!

Very good, Jock! You catch on fast!



That's one of my clients who's training for the Olympics! I got him a multi-million dollar contract with a sneaker company!

Multi-million? Doesn't that make him a professional?

A professional huckster, yes! A professional athlete, no!

Right chief, he's a multi-millionaire, but he's never made a penny playing the sport he's world famous for!



Hank, you win the gold and I'll get your picture on a box of cereal!

Man, that ain't got no class! Besides, it's been done a thousand times! How about getting my picture on a bottle of brewski?



Can you imagine that jock wanting me to get him a beer endorsement? The fool! Everyone knows athletes aren't allowed to endorse beer! It would set a bad example for kids!

So Jerky, now that you sports agents have completely taken over professional and collegiate sports, what's your next move?

Well Jock, in the 90's we'll be getting into the most profitable areas in sports imaginable: Little League Baseball and Pee wee Football!

Biff won't play for your deli unless he gets front row seats to see New Kids on the Block, a matching fund for his weekly allowance and a Nintendo as a signing bonus!

So there you have it, fans! This is Jock Nicholson signing off for MAD Magazine!



HUMOR IN A MONOLITHIC VEIN DEPT.

MAD EXAMINES SOME

CAVE WRITINGS OF PREHISTORIC MAN

ARTIST: HARRY NORTH

WRITER: FRANK JACOBS

An Ode by Zugga

A cave girl deserted her ex
for a tyrannosaurus named Rex
He adores me, she said,
and he keeps me well-fed.
Though we've had a few problems
with sex.

NO KNOWS
MASTODON
WRESTLING

Depressed by your lack of intelligence?
Stuck in the same old rut?
Read the new best-seller
"How Evolution CAN
CHANGE YOUR
LIFE!"

THE BOY WHO CRIED DINOSAUR
(A FABLE BY MOOG)
One day a boy in the lava field cried "DINOSAUR!"
and the NEANDERTHALS ran out to help
him. "JUST A PLEISTOCENE JOKE," THE BOY SAID. "THERE
IS NO DINOSAUR."

THE NEXT DAY THE BOY AGAIN CRIED
"DINOSAUR, DINOSAUR!" AND AGAIN THE NEANDERTHALS
RAN OUT TO HELP HIM.
"NOT AGAIN," THE BOY SAID. "NO DINOSAUR."

ON THE THIRD DAY, THEN THE FOURTH AND FOR
THOUSANDS OF DAYS AFTER THAT THE BOY CRIED
"DINOSAUR, DINOSAUR!" AND EVERY TIME THE
NEANDERTHALS RAN OUT ONLY TO FIND
THERE WAS NO DINOSAUR.
UNTIL ONE DAY THE BOY CRIED "DINOSAUR."
AND, AS USUAL, THE NEANDERTHALS
RAN OUT TO HELP HIM. ONLY THIS TIME
THEY RAN SLOWER.

"Uh-oh," THE BOY SAID TO HIMSELF.
"I THINK THEY MAY BE CATCHING ON."
MORAL: DON'T BECOME PREDICTABLE.
NEXT TIME YELL "MASTODON,
MASTODON!"

LET'S BAN THE SPEAR

A Political Essay

by ZOK

Now that man has split the stone, we are faced with the ultimate weapon - the SPEAR! The dawn of the spear age threatens our very survival! Till now, we could fight limited wars using clubs, tree limbs or stockpiles. But now the Super-tribes are building up vast spear Limitation Treaty) agreements.

No one objects when spears are used for peaceful, kinder, gentler purposes such as Brontosaurus slaying, one-on-one duels, to the death, or mate punishment. But in the hands of a lawless Society the Spear could wipe out civilization.

It is time to ask ourselves: do we want to be extinct?

Why does a frog have to put a Stegosaurus dung on his head? For Identification!

CAVE SALE

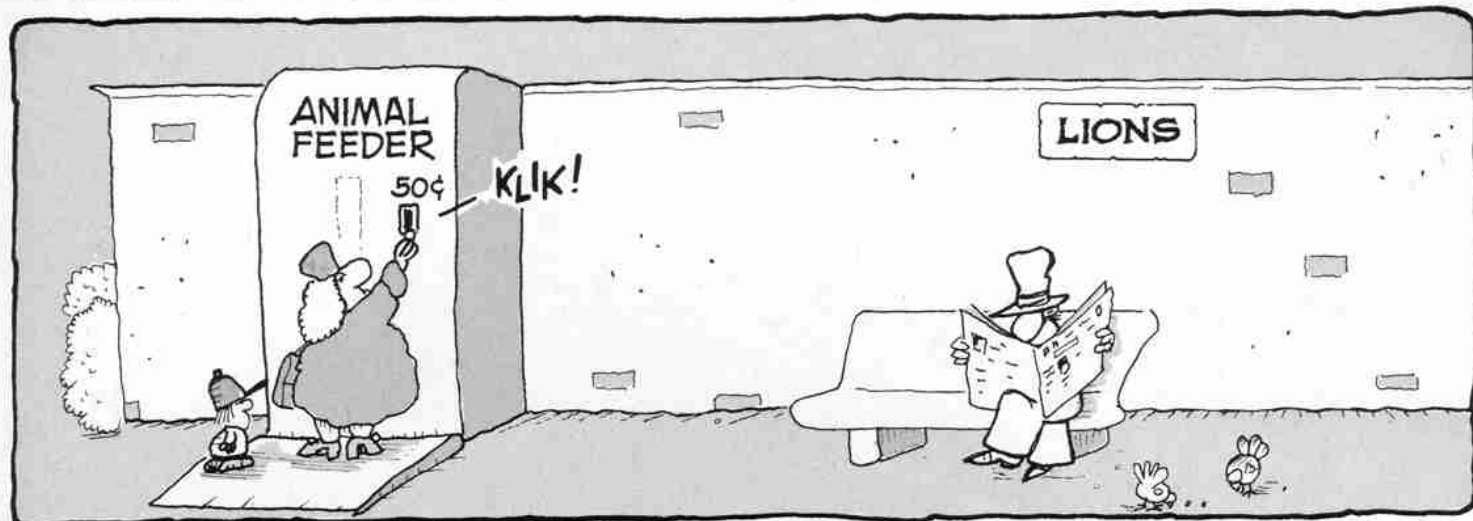
STONE FURNITURE,
STONE FLATWEAR, STONE
BRIC-A-BRAC, STONE POTS,
STONE PATIO CHAIRS,
STONE COLLECTABLES,
MUST SELL
AM MOVING TO TREE
- WARG THE HERBIVORE

LECTURE
TONITE -
HOW YOU
CAN PROFIT
FROM THE
UPCOMING
ICE AGE?

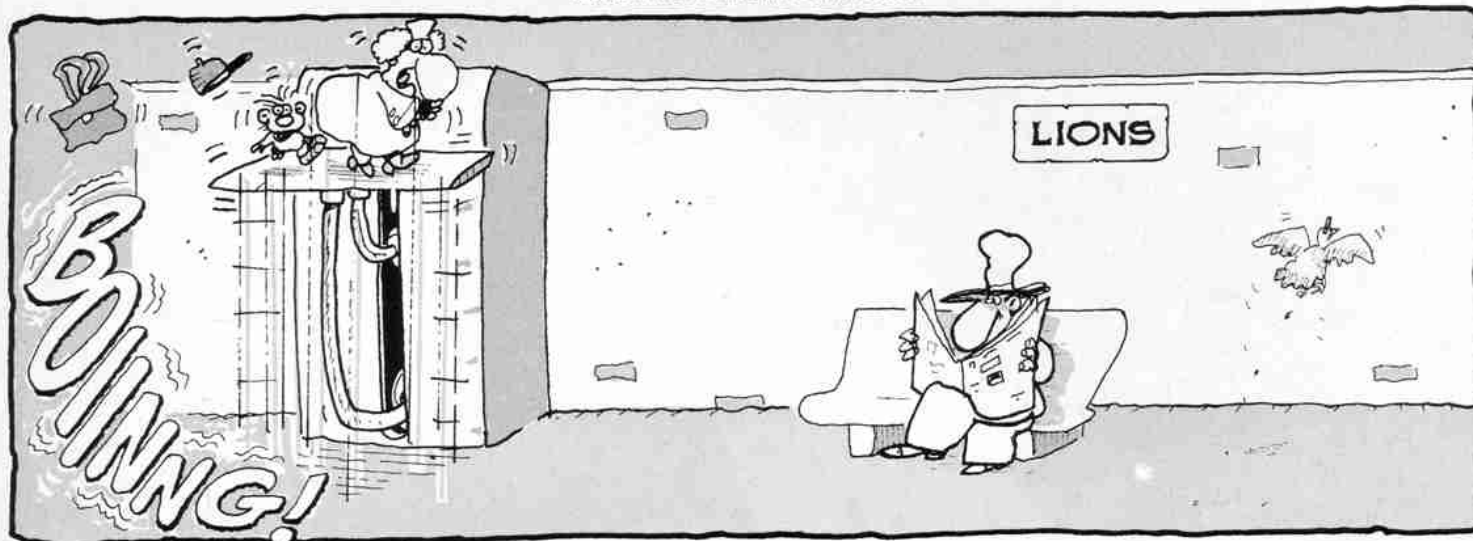
Another
Ode by Zugga
Today while talking to a guy
Big globs came falling from the sky
We should have moved from where we stood
That pteradactyl got us good!



THE ZIPPY ZOO ZAPPER



ARTIST AND WRITER: DUCK EDWING



PLANE NONSENSE DEPT.

The MAD People Watcher's Guide to an Airport

ARTIST: TOM BUNK
WRITER: MIKE SNIDER

Blissfully unaware that she's just **erased** 200 Christmas reservations from the computer.

About to become statistic on police blotter when she tells "Mongo" he's spent an hour on the wrong line.

Promised he'd flush a "frozen surprise" over his friend Timmy's house after takeoff.

Isn't a terrorist; just gets off on having people think he is.

Is a terrorist, and worried sick about guy in turban!

BOARDING GATE B

Prepared to argue about the definition of "carry-on" for hours, if necessary!

Building up a 4-hour supply of nicotine in bloodstream before boarding.

NO SMOKING ON AIRCRAFT!

Petrified of flying; now back in the "friendly skies" after trying to deal with Amtrak!

Desperately hoping his wife doesn't show up to see him off.

Takes "Foo-Foo" everywhere she flies; now going to clinic for doggie-tranquilizer addiction!

Just spent 3 hours driving to airport and finding parking space for a 30-minute shuttle flight.

Pretending to be engrossed in article on Bob Saget so dork in next seat doesn't start up a conversation.

Actually only wants to read the Bob Saget piece after she's done!

Spent years perfecting his "You undertipped me" sneer and grunt.

WELCOME TO NEW YORK

First in his class at the
APEX 10-minute Airport
Security Training School!

Has to break Carl Lewis's 1988
Olympic Record to make connecting
flight leaving from Terminal D.

International Arrivals

Feeling every bit as stupid
as they look doing this!

Wondering if that 10 minutes
alone in the plane's restroom
puts him in the "Mile High Club."

Followed wrong colored line on
floor 3 days ago; still looking
for son-in-law picking her up.

Have formed impromptu betting
pool over which continent
their luggage wound up on.

Pretty sure he remembered to
tighten those engine bolts
on that last DC-10.

Would like to get his hands
on the creep who thought
up wheels on suitcases.

T. BUNK

SCRIPT TEASE DEPT.

Not even your parents are old enough to remember this, but once upon a time, Hollywood made movies that were original—not sequels or re-makes or outright rip-offs of other films. Nowadays, it's a different story...no, actually, it's the *same* story over and over! That's the problem! Well, we still yearn for those days when a "new movie" really was new! And since none of those overpaid "geniuses" out in Tinseltown can do it, it's up to us *underpaid* geniuses over here at MAD to come up with...

TOTALLY ORIGINAL NEVER-BEEN-DONE BEFORE MOVIE PLOTS

ARTIST: GEORGE WOODBRIDGE

WRITER: MIKE SNIDER



A beautiful, sexy, older woman guides a shy and inexperienced teenage boy on the road to manhood and maturity by introducing him to a very nice girl his own age — and *not by seducing him!*



After terrorizing a sleepy suburban neighborhood, an other-worldly monster is captured, stabbed 12 times, gunned-down, set on fire, chopped to bits and fed through a meat grinder, yet miraculously dies, and never causes trouble again!



A spunky female gym teacher — reluctantly hired on as Fillmore High's Varsity Football Coach — surprises everyone, including herself, by *leading the team to the worst record in its history!*



Three teenage couples out for a little hanky-panky at the lake unwittingly stumble upon a run-down cabin that *isn't home to a psychopathic ax-slayer!*



Teenage hacker Morrie Byte is dumbfounded when, after punching a few simple numbers into his Apple II, he *fails to break into a U.S. Missile Launch Computer!*



When a group of 60's-radicals-turned-80's-yuppies are reunited for a weekend, the contradictions between their youthful idealism and their present-day materialistic lifestyle *never occur to any of them!*



A ten-year-old boy who can't wait to grow up meets a 40-year-old man who wants to be a kid again — and — despite the intervention of a benevolent angel — *they resolve their problems without switching bodies!*

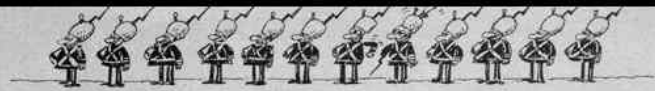


Two Chicago undercover cops break the back of a drug ring by gathering hard evidence and doing real police work — *not by making snappy patter and joking around!*



A respected Karate Master takes an awkward but eager young American under his wing and is shocked when — despite 6 months of intensive training — *his student is savagely beaten and humiliated by some street punk!*

CARS



You're in **luck**, Mr. Lovette!
I've assigned an **expert** to
take care of your **problems**!
There's **nothing** about your
model car that he **doesn't** know!

Ahh, except maybe, ahh,
how to **open** the hood!



BERG'S-EYE VIEW DEPT.

THE LIGHTE

LAWYERS

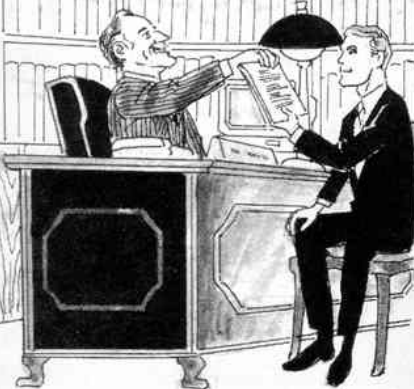
Here's the **contract**
I've prepared for
you! Sign right
there at the bottom!

I'll
read
it
first!

Well, did you
understand it?

Every
word!

Then I must have done
something wrong!

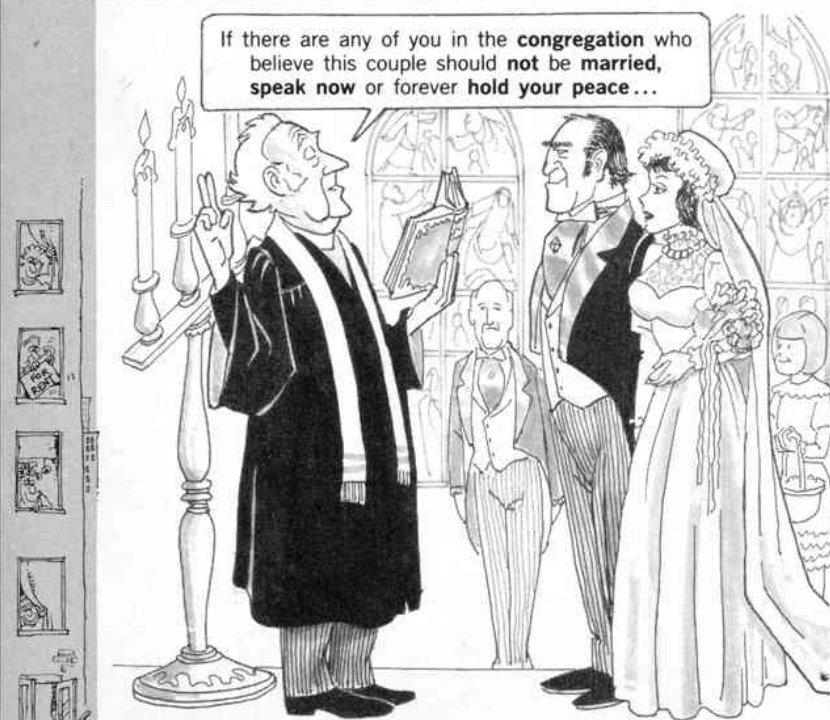




R SIDE OF...

ARTIST & WRITER:
DAVE BERG

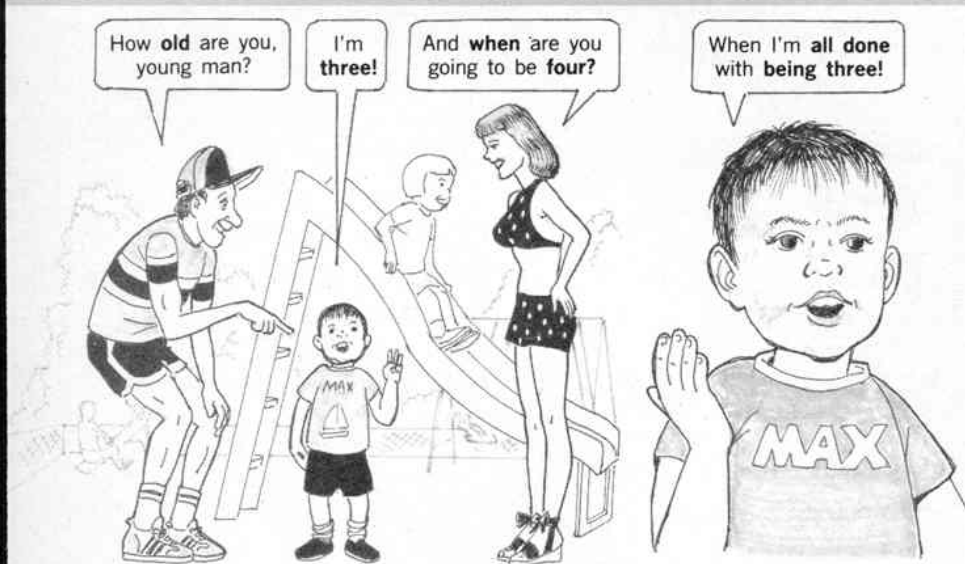
WEDDING CEREMONIES



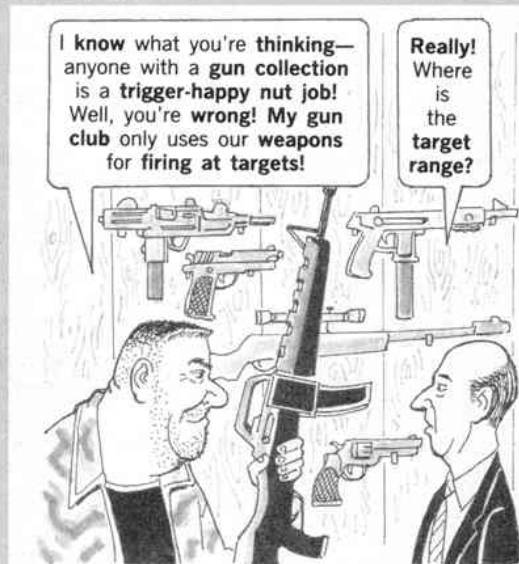
EDUCATION



AGING



GUNS



PRIORITIES



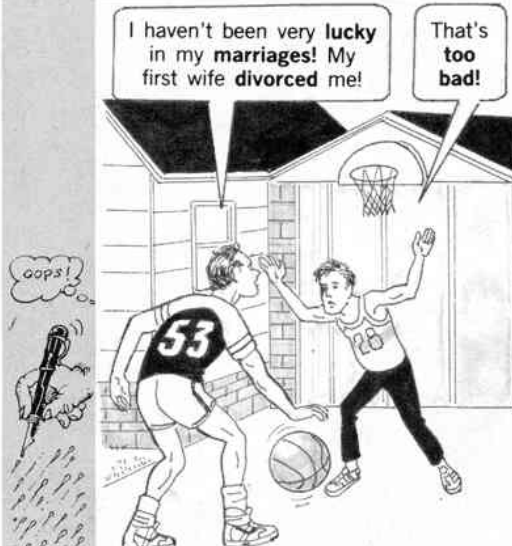
OPTIONS



TAXES



RELATIONSHIPS



FEARS



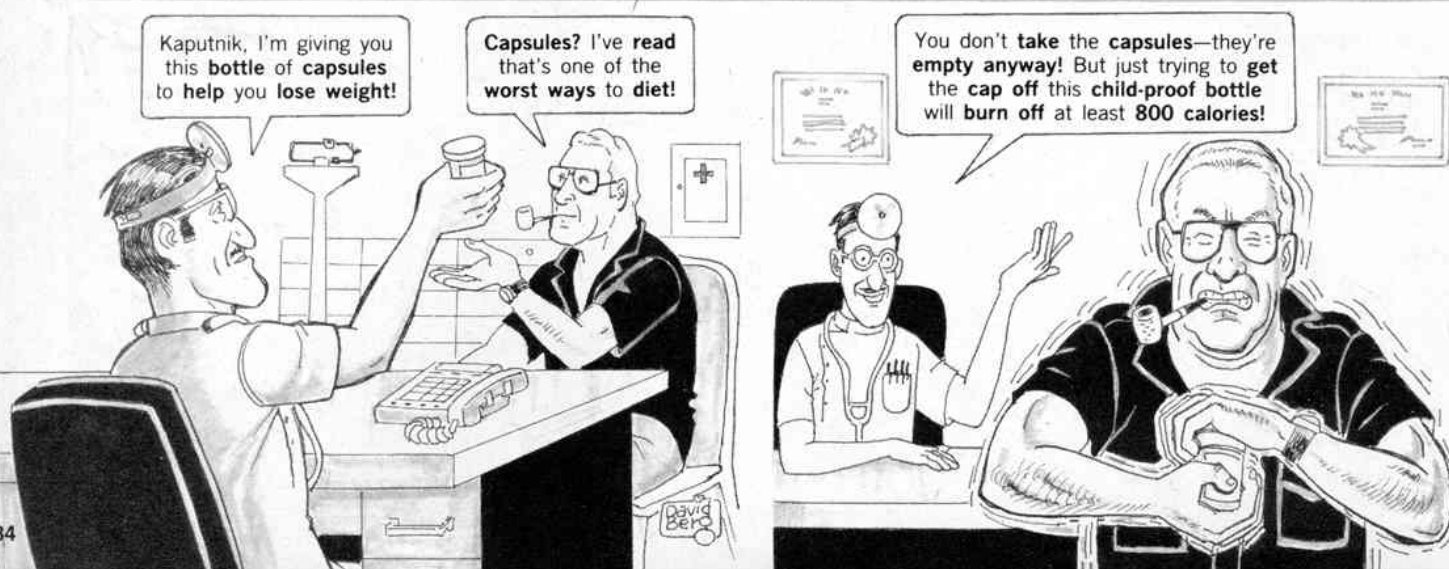
THE OFFICE



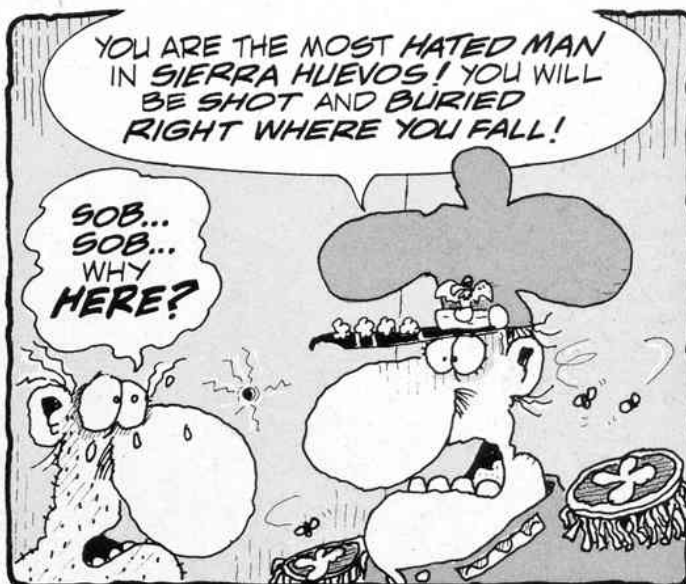
NEATNESS



DOCTORS



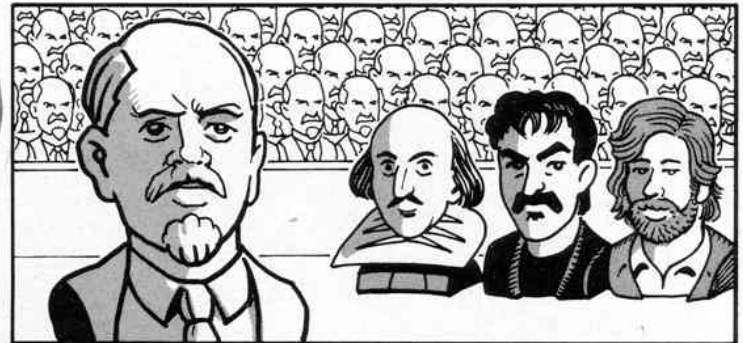
THE RAGING RABBLE'S REVENGE



ATTENTION K. MARX SHOPPERS DEPT.

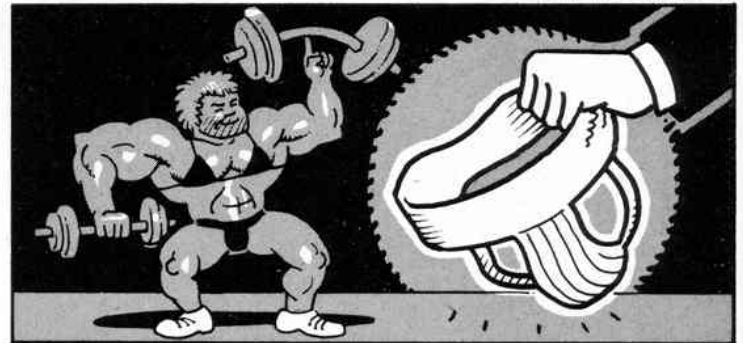
With the recent stunning collapse of many Communist regimes all over the world, it may just be a matter of time until we see ads for the...

WORLD COM

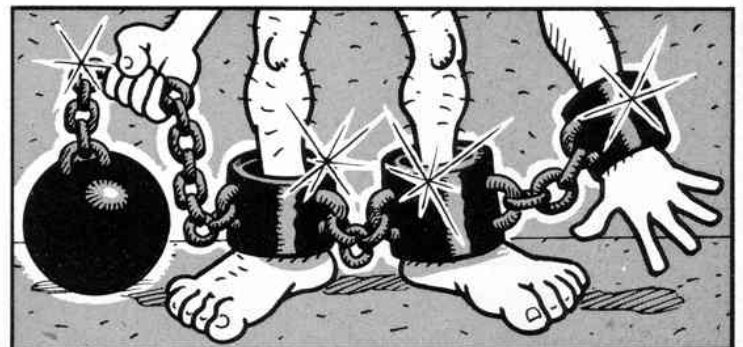


Dros Vyutnya! I'm **CRAZY GORBY**, here with loads of used Glasnost bargains! Just look at our first item: **25,000 Plaster Busts of Lenin!** They can easily be converted into busts of your favorite Western heroes, including Shakespeare, Frank Zappa, Steven Spielberg and more!

ARTIST: JOHN POUND



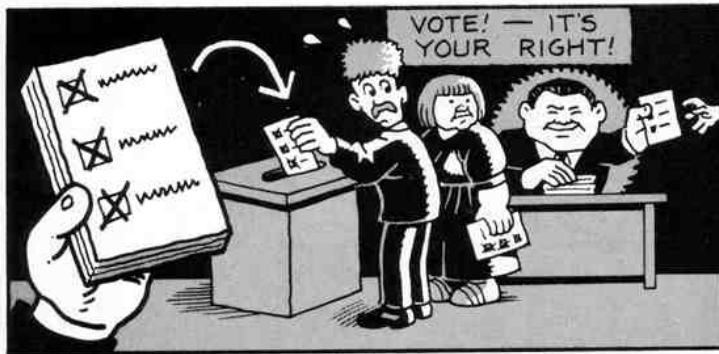
You'll want several of these... The **Official Jockstrap of the Soviet "Women's" Olympic Weight Lifting Team!** The 1984 Olympics boycott left us with too many, but our loss is your gain!



Here we have some lovely **Wrist and Ankle "Jewelry" from Siberia!** They were formerly used to restrain inmates... uh, mental patients, who were all miraculously "cured" when I took over the government!



MUNISM CLOSE-OUT SALE



Need paper to jot down phone messages and shopping lists? Try these **Pre-Marked Ballot Note Pads**! Before Glasnost, we printed up a 10-year supply of already-filled-out voter ballots! Luckily, they're as one-sided as the elections we planned to use them for!



We've got boxcars full of **Marxist-Version History Books**... Every one a comedy classic! Just listen to these titles: "Stalin: Prince of Peace," "1979: The Soviet Rescue of Afghanistan," "The Happy Days of Mao's Cultural Revolution" and hundreds more!

WRITER: MIKE SNIDER



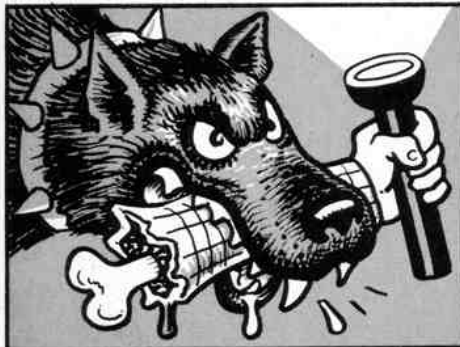
We've recently removed all of our **Electronic Bugs** from the American Embassy in Moscow and they can be yours! Each listening device is KGB-guaranteed for one full year!



Men! Check out these **Custom Soviet Ill-Fitting Suits**! We've got racks and racks of 'em! For proper fit, be sure to specify a size **OTHER** than your own!



Here's a handyman's special: **127,345,000 Gallons of Drab Socialist Paint**! Available in gray, off-gray, brownish-gray and other depressing grays!



Hoo-boy! pick up a few of our **10,000 East German Border Dogs** and never fear intruders in your home again! These easy-to-care-for pups eat anything—or anyone!



Hey, Comrades! Forget the Berlin Wall! Give the souvenir that **GLOWS** in the **DARK! A Piece of Chernobyl!**



And look at this great **free T-shirt** you'll get with every \$25 purchase! Order now! I don't know how much longer they—or I—will last!

CLAWS AND DEFECTS DEPT.

THE 9 REAL REASONS

PETS SOMETIMES TURN ON THEIR MASTERS ...

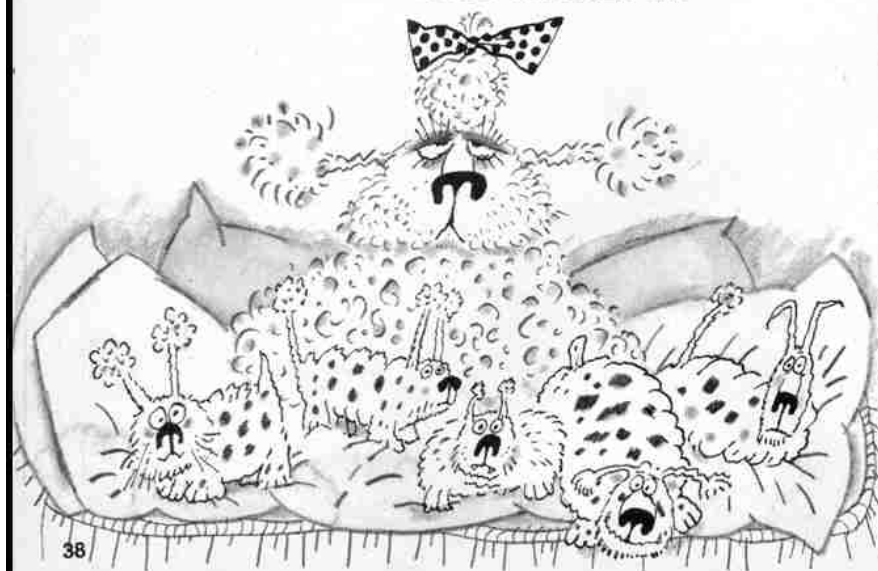


PETS OFTEN RUN OFF AND GET INTO TROUBLE ...



WHY YOUR PARENTS WON'T LET YOU HAVE

PETS NEVER PRACTICE "SAFE SEX" ...



PETS ARE ONLY CONCERNED WITH
THEIR OWN COMFORT ...



**PETS CAN REALLY MAKE YOUR HOUSE
GUESTS UNCOMFORTABLE ...**



PETS ARE USUALLY IMPOSSIBLE TO TRAIN ...



PETS FREQUENTLY CONTRACT STRANGE DISEASES ...



PETS CONSIDER THEMSELVES EQUALS ...



A PET!

ARTIST AND WRITER: PAUL PETER PORGES



A LITTLE SMART ASKED DEPT.

For all the triumphs of American education, we are still lacking in many key areas. If you don't believe us, just take a look at all the goofy cheeseheads walking around! Poor schnooks who can't function in the real world! Alas, if only the schools they went to had taught them...

WHAT EVERY SHOULD BE

Every American should
learn enough... **MATH**



...so we'll have store clerks who can make change when the computerized cash register breaks down!

Every American should
learn enough... **MEDICINE**



...to figure out that the cold you caught from someone else just might be contagious to others!

Every American should
learn enough... **PHYSICS**



...to know that two solids cannot occupy the same volume of space...no matter how hard you honk your car horn first!

Every American should
learn enough... **STATISTICS**



...to realize that "One-in-25,000,000" is so close to "ZERO-in-25,000,000" that not buying a lottery ticket gives you almost virtually the same chance of winning as when you do buy one!

Every American should
learn enough... **GRAMMAR**



...to be aware that many intelligible sentences can be formed without inserting "y'know" or "like" after every third word!

Every American should
learn enough... **ELECTRONICS**



...to remember that the Laws of Voltage and Current that relate to "Circuit Overloading" remain in force throughout the holiday season!

RY AMERICAN REQUIRED TO LEARN

ARTIST: BOB JONES

WRITER: MIKE SNIDER

Every American should
learn enough... **ASTRONOMY**



...to ask themselves, "How can stars that are zillions of miles away know that I should 'avoid emotional entanglements tomorrow'?"

Every American should
learn enough... **CHEMISTRY**



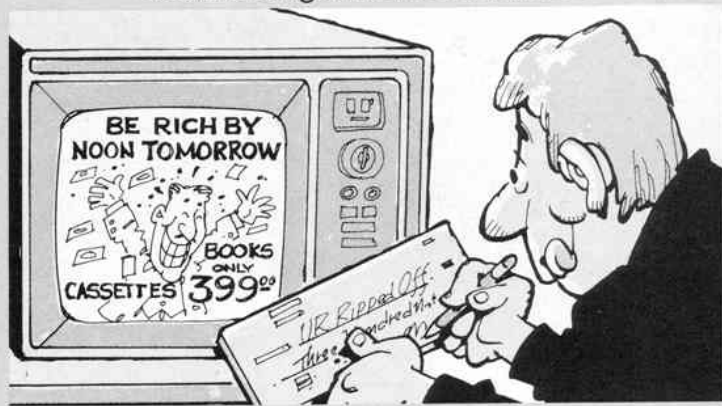
...to know that putting some glitzy celebrity's name on the label has absolutely no effect on the molecular composition of cheap perfume!

Every American should
learn enough... **HOMEMAKING**



...to know at least the principles of cooking for yourself—in case the local McDonald's ever closes down!

Every American should
learn enough... **ECONOMICS**



...to realize that a "get rich quick" course that really worked would be in such demand that it would not have to advertise on cable TV at three a.m.!

Every American should
learn enough... **LAW**



...to avoid winding up as just another babbling, unprepared moron in front of millions of "People's Court" viewers!

Every American should
learn enough... **POLITICAL SCIENCE**



...to know that "a renegade Marine colonel in the White House basement" is not one of the branches of government envisioned by the founding fathers! 41

A MAD LOOK AT SU



PERMARKETS

ARTIST AND WRITER: SERGIO ARAGONES





MILKING AMNESIA DEPT.

There's a brand new sci-fi movie out with so many *defects* in the plot, acting and special effects, that it *breaks down* before it *runs* even an hour! That's why we *airbags* at MAD are convinced this *lemon* of a *clinker* of a *bomberino* should be...

TOTALLY RECALLED

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

I'm Quad! That's me in the chair! I'm having a "vacation implant," a fantasy dream process created by Totally Recalled that will allow me to take an entire two-week trip to Mars without having to worry about typical vacation problems like passports, dysentery, bad weather, or airline food!

I'm Howitzer, not Quad! Those other two guys looking at me may look like me but they're not really me because I'm really the real me! Really! And if you think you're a bit confused now, wait until we really get into the plot!

I'm Arnold! See if you can follow this! Those two other look-alikes are living totally different lives, but they're really the same guy! They don't know if they're real or just dreaming! Me? You know who I am—I'm the guy who stands to make a bazillion dollars with this cockamamie movie! And I'm not dreaming!



Did he pay the extra money for the "ego trip" option?

No, he's been on an ego trip since his first movie!

Something's gone wrong with the Recoiler! Quick! Cut the power! Kill the stereo reverb! Un-program the VCR!

Blank his memory so he can't recall what happened—especially the part where I talked him into signing up for it!

While you're at it, try to erase his strange accent!

Emergency! Client has gone into total overacting!

How you can you tell with him?

I'm glad you're home, Quad! Did you remember to bring milk?

No, but I do remember being on Mars fighting a fiend called Hagen-Das! I tried to help the rebels, so he sent men to earth to find and kill me!

Sure, that you remember! But a simple quart of milk, that you forget! I think your brain is on vacation!



That's it! My brain is on vacation! This is my Total Recoil dream! I had a two-week vacation in only 4 minutes, which left no time to pick up souvenirs!

You fool! You're not dreaming! You were on Mars! I was sent to earth by HagenDas to kill you! I'm not your wife! We were never married!

But what about our lovely home here?

A luxury, midtown five-room apartment on a grimy, smelly, construction worker's salary? How you didn't figure out that was a dream is beyond me!



You're trying to say my name isn't Quad? And all those times we made love, that was only my imagination?

I don't know about your imagination, muscle-head, but it certainly was mine! Because I always fantasize about someone with a big brain!



Quad, HagenDas's men have given you a bug implant so they can follow your every move! Wrap a wet towel around your head and go into the nearest subway!

Will the wet towel foul up their tracking device?

No, but hopefully they'll be too embarrassed to be seen with a jerk running around with a silly wet towel on his head!

Or, to make it even easier, remove the bug! You can do that by taking this "bug remover," sticking it up your nose, and pulling out the bug!

Boy, I'm lucky they stuck the bug up my nose!

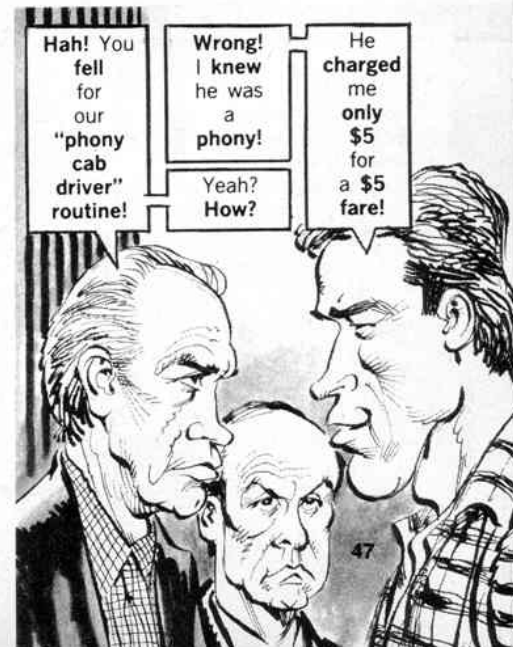
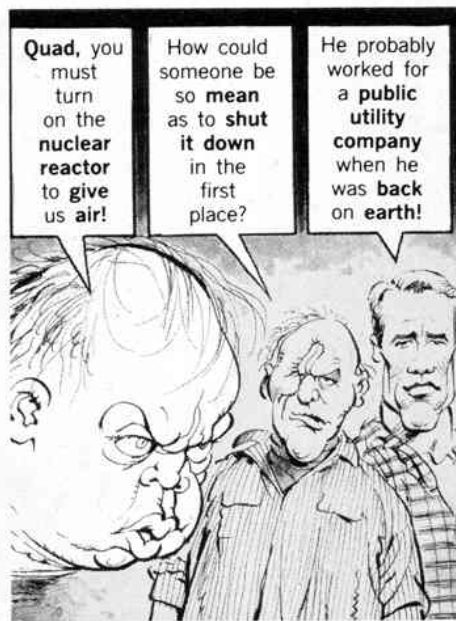
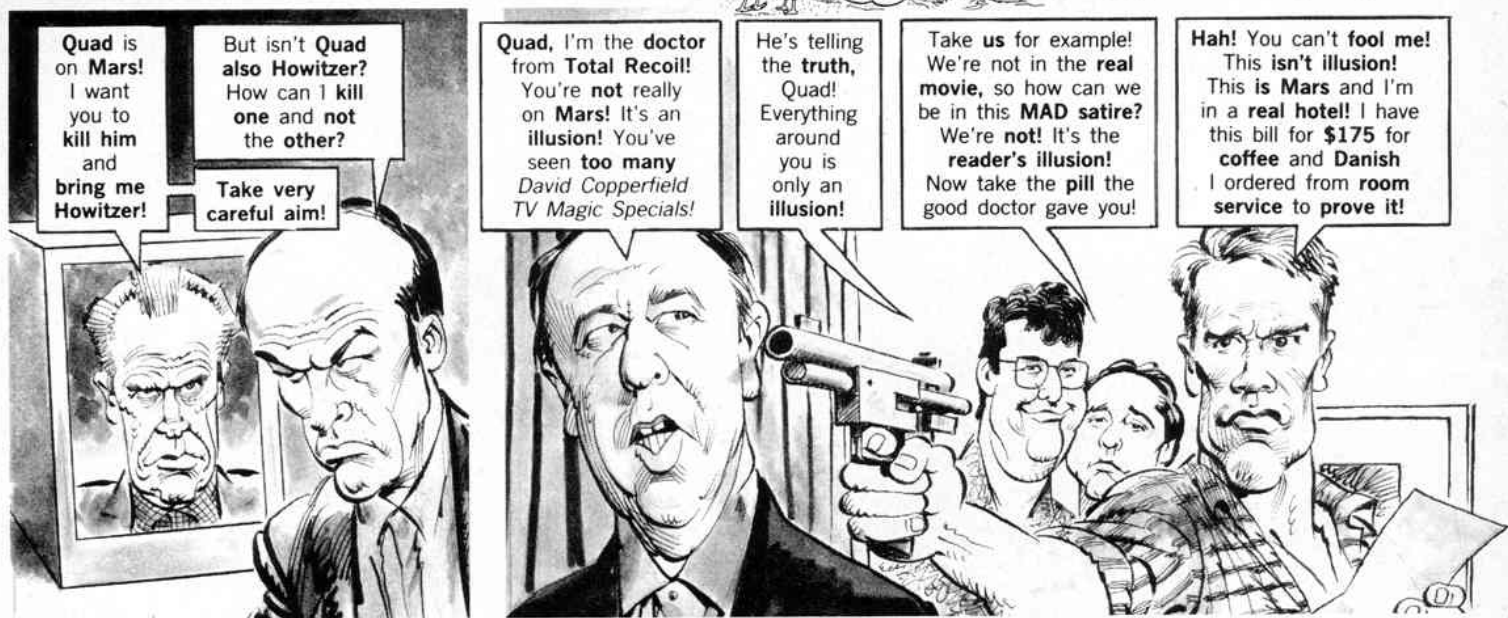


Yipes! That woman must have used gun powder instead of face powder! Her face is exploding!

Wait a second! That's not a woman! That's Quad!

Really? Gee, I thought it was Bea Arthur!





So, Quad,
I've
captured
you at
last!
Or are
you
Howitzer?

I don't know!
Was I really
caught, or
am I just
dreaming
that I was
caught?

It all depends! If I'm
not dreaming I caught
you, then I did catch
you, and this is your
real wife! If I am
dreaming, then you
and your dream wife
are free to go!



I'm getting such a
headache from all
this! We've got
to erase Quad's
memory so there'll
be a few less
people around here
to confuse me!

No problem!
I've got
the memory
machine
ready and
set for
total
erasure!

Will he
remember
any
of
this,
Doctor
Sleeze?

No, we used this
same machine on
President Reagan
back on earth
during the
Contra hearings
and look what
it did to him!



My God, look!
He's tearing
the machine
apart with
just his
bare hands!

That can only
mean one thing!

What's
that?

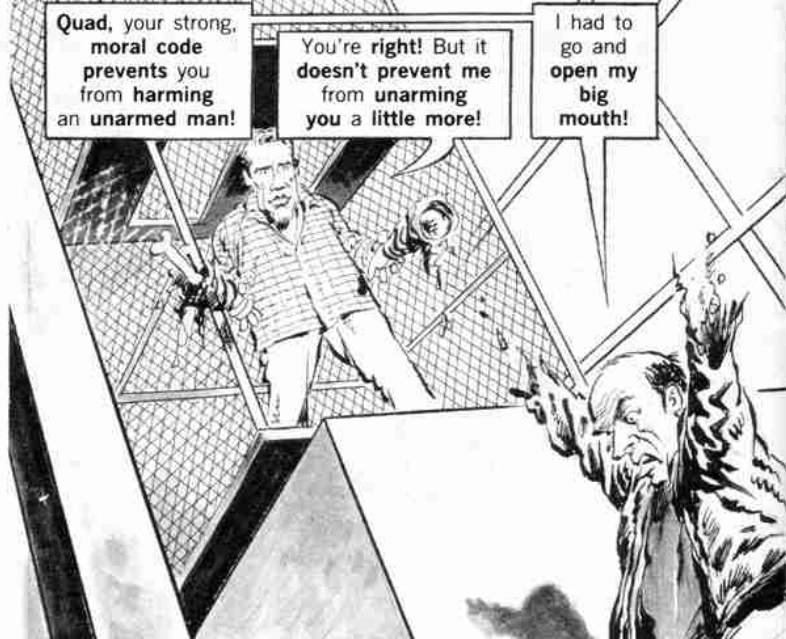
He
must be
dreaming
he's
Rambo!



Quad, your strong,
moral code
prevents you
from harming
an unarmed man!

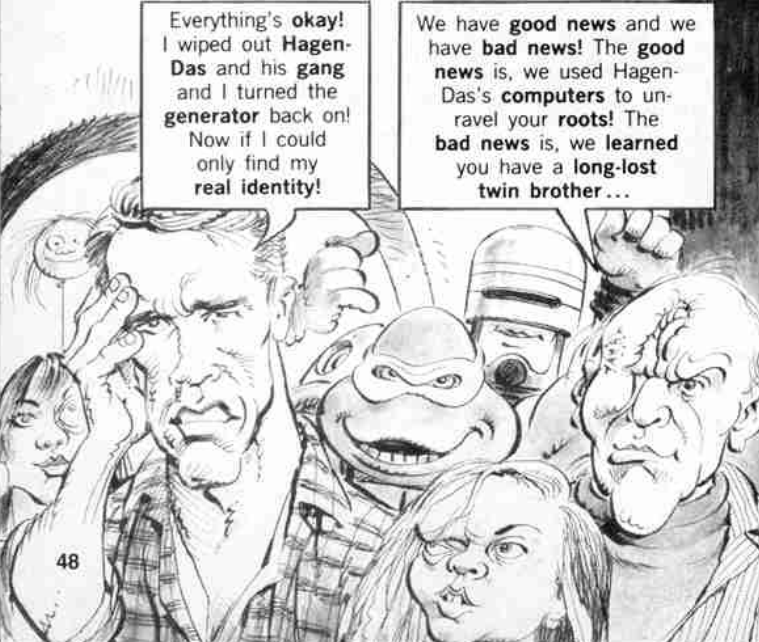
You're right! But it
doesn't prevent me
from unarming
you a little more!

I had to
go and
open my
big
mouth!



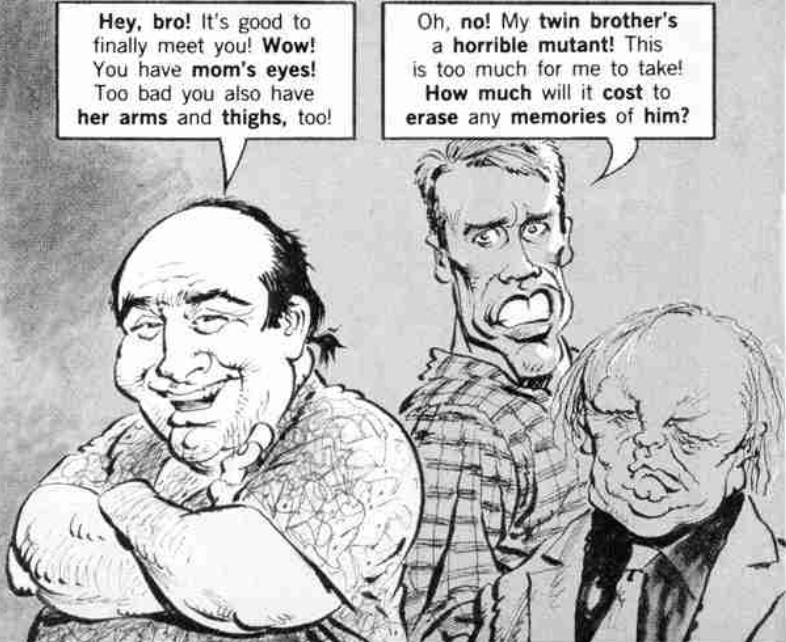
Everything's okay!
I wiped out Hagen-
Das and his gang
and I turned the
generator back on!
Now if I could
only find my
real identity!

We have good news and we
have bad news! The good
news is, we used Hagen-
Das's computers to un-
ravel your roots! The
bad news is, we learned
you have a long-lost
twin brother...



Hey, bro! It's good to
finally meet you! Wow!
You have mom's eyes!
Too bad you also have
her arms and thighs, too!

Oh, no! My twin brother's
a horrible mutant! This
is too much for me to take!
How much will it cost to
erase any memories of him?



**WHAT MUSICAL
GROUP HAS
SURPASSED
THE
ACHIEVEMENTS
OF THE
BEATLES?**

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

There are claims that a recent musical group has surpassed The Beatles. To find out which group that is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



NEW MUSICAL GROUPS MUST HAVE *THE RIGHT STUFF* TO ATTEMPT SURPASSING THE BEATLES. BUT THERE IS ONE IN *BOSTON* THAT'S *HANGIN' TOUGH* WITH THE HOPE OF DOING JUST THAT. SOME CRITICS SAY THE GROUP IS TOO CHILDISH. "*THIS ONE'S FOR THE CHILDREN,*" ONE OF THEM RECENTLY REMARKED.

A ▶

◀ B



SNAPPY ANSWERS TO STUPID QUESTIONS IN



AIR TRAVEL



ARTIST AND WRITER: AL JAFFEE

