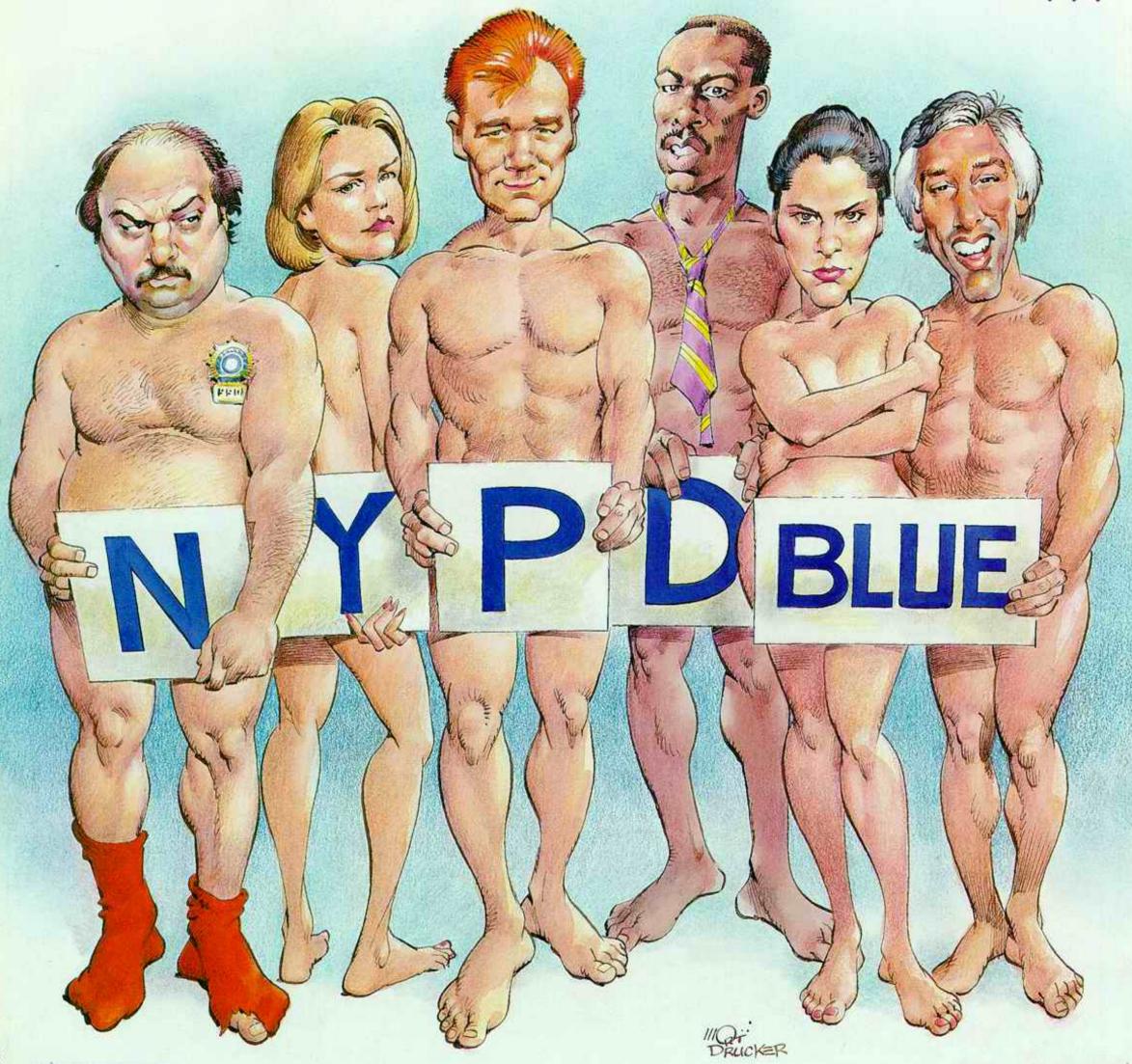
July/August 1994 Number 329

IND A BOOK OF THE PARTY OF THE

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IN THIS ISSUE WE EXPOSE.





ALSO EVERYTHING YOU EVER NEED TO KNOW ABOUT CANING AND CONDOMS!

MONTPLATING

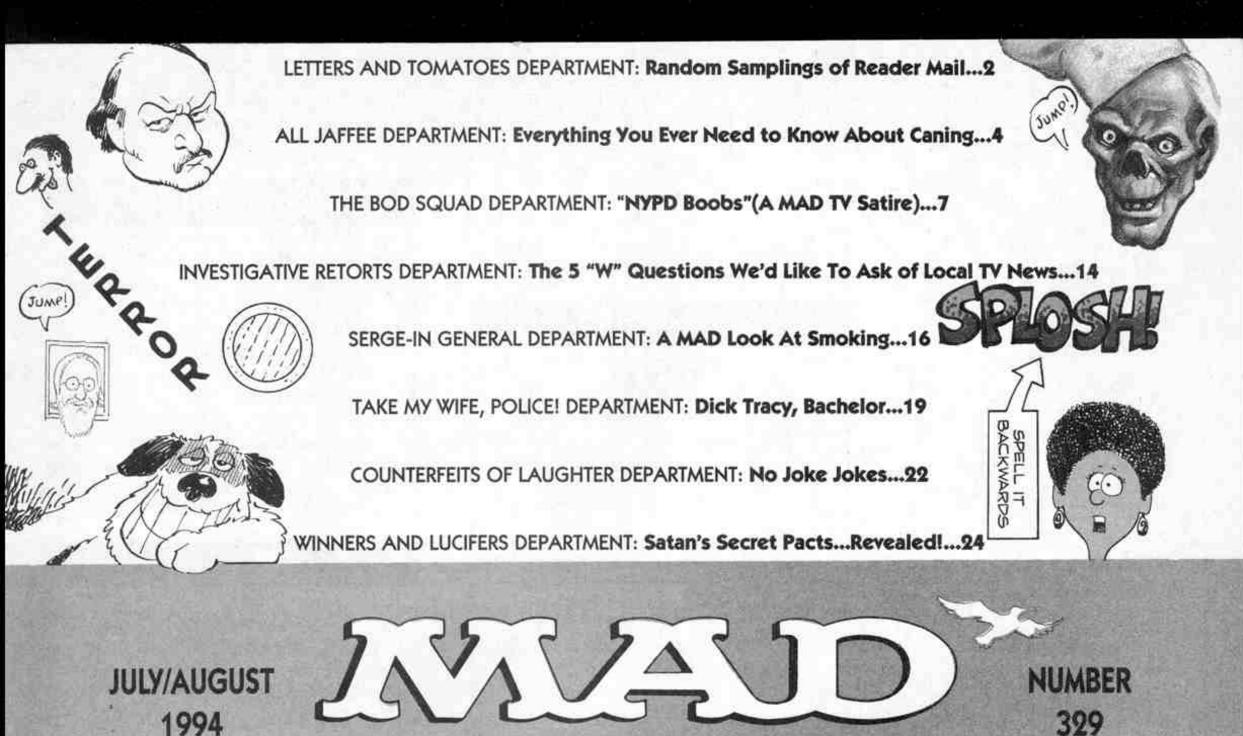
Pated

Ecch!

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*ONE READER
WITH INCREDIBLY
LOW STANDARDS, THAT IS!



TALES FROM THE DUCK SIDE DEPARTMENT: The Inane Invisible Intercourse...26

-Alfred &. Neuman

"Nowadays, an after-dinner mint is what you need to pay the restaurant check!"

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PROJEC

JUMP!

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BEHIND THE ABBREVIATE BALL DEPARTMENT: "What Government Initials Really Stand For" by Michael Goodwin
...Various Places Around The Magazine

SECRE

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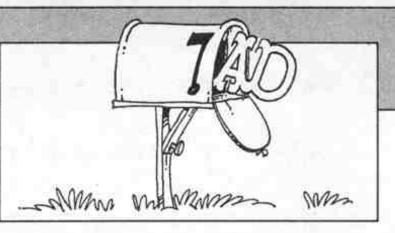
Dorothy Crouch resident suit

Contributing Artists

And Writers the usual gang of idiots

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Printed in U.S.A.



WE'RE #911!

RESCIE

March 3, 1994

Mad Magazine EC Publications 485 Madison Av. New York, NY 10022

To the Editors:

Having "Rescue 911" attacked by Mad Magazine means as much to me as The People's Choice Award we won. Please accept the enclosed \$3,000.00 People's Choice statuette along with my deepest thanks.

Sincerely,

Jim Milio / Producer/Director

10-4, Jimbo! We tried calling you up to thank you, but every time we dialed 911 and asked for you, some really angry person kept telling us to hang up! We're starting to think maybe you're NOT the Producer of Rescue 911! —Ed.

THE CHAT SQUAD

I was one of the lucky (unlucky?) ones to get through and speak with you guys yesterday on "MAD Chat." It was great to talk to the horse's mouth. It confirmed my suspicions you guys ARE the usual gang of idiots!

> Dave Hegner Newton, NJ

Horse's mouth?? You're wrong! At no time during our "MAD Chat" session was Nancy Kerrigan on the line! —Ed.

MAD MUMBLINGS

Your "Right Now" article in MAD #326 forgot to mention that RIGHT NOW: the Usual Gang of Idiots are creating another ridiculous issue of MAD! — Ed Lee, Honolulu, HI...I have a huge crush on Mort Drucker! — Alison Cook, New Orleans, LA...We taped the #327 cover picture of Rush Limbaugh to our refrigerator to help us lose weight. He and his ideas could make anyone lose their appetite! — Scott Goldner, Los Angeles, CA...I am a carrot. —Ian Jurcso, Durlin, CA.

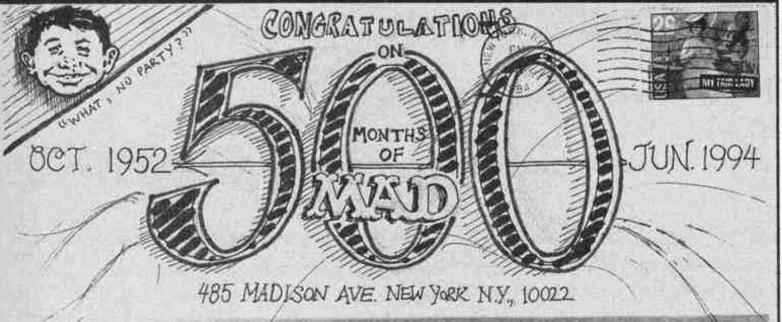
FOOL'S GOAL

I was reading issue #326's "The MAD Guide To Doing Well/Not Doing Well on TV Talk Shows." In one panel it says "Some people are saying Guy Carbonneau isn't the best defensive forward in the NHL." That's crazy! Doug Gilmour is the best defensive forward in the NHL! Where do you get your information? Doug has sacrificed his four front teeth to stop the puck! Guy has all of his teeth! Sergei Fedorov also ranks above Guy as best defensive forward! I just hope you don't say that Ron Tugnutt is the best goalie! Every hockey fan knows that Patrick Roy is the top goalie!

Mike DeLeurere Hobart, IN

Mike — It sounds to us like you've been inhaling too close to the Zamboni machine again! We ran your letter past our resident hockey expert Amy "High Stick" Vozeolas for review. She couldn't disagree with you more! Bob Probert has much more style and finesse than Sergei Fedorov, and Guy Carbonneau is nothing but a drooling goon! Ditto Dougie Gilmour and that bozo Mark Messier! We defer to Amy's judgment regarding hockey, because, like Wayne Gretzky, Amy too has scored over 800 times! And we're not even talking about assists! —Ed.

ENVELOPE OF THE MONTH



This issue's milestone-marking envelope trundled into our offices from Ona Rene Gabriel of New York, NY! 500 months, eh? You'd think that by now we'd have gotten it right!

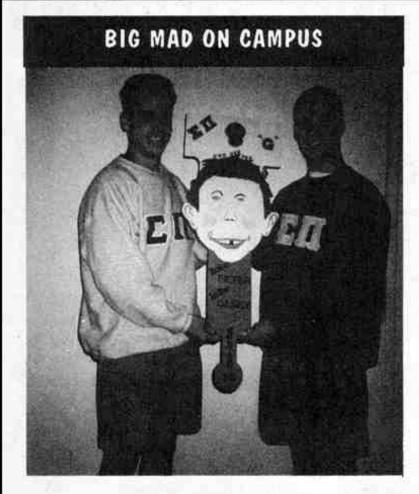
INSIGNIFIGANT DATA

MAD #330 ON SALE AUGUST 9!

SUPER SPECIAL #99 ON SALE JULY 19!

MAD Chat continues! On Wednesday, July 20th, from 3-5 p.m. Eastern Time, call (212) 752-6872 and speak LIVE with incredible artist Angelo Torres, currently celebrating 25 years at MAD! In honor of Angelo's anniversary, we're asking all participants to please call from a silver phone!

TOMATOES DEPARTMENT



As a member of Sigma Pi Fraternity in Long Beach, we exchange traditional wooden paddles (minus the actual paddling). My little brother Casey, the one on the far left, created this horrible paddle which I later used for firewood! I don't have the heart to tell him...what should I do?

Peter Palmiotto Sigma Pi Fraternity, SAGE Beta-Omicron Chapter Long Beach, CA

Sigma Pi? We've never heard of that fraternity! At the University we attended, the big frate everyone wanted to pledge were Beta Carotene, Gamma Ray and Delta Airlines! Go Greeks Go!

RUSH FOR (FRONT) COVER

I see you have a book cover picture of "Rush Limbaugh Private Parts" on the cover of MAD #327. I just thought you would like to know there is a for real and factual book called *Men's Private Parts* by James H. Gilbaugh, Jr., M.D.; Crown Publishers; ISBN 0-517-88064. The book is written in layman's language with some humor while being serious at the same time.

Albert Rouse Portland, OR

−Ed.

Albert — Congratulational You're the first person to correctly figure out the real book we were parodying! Most people think it is a take-off of Howard Stern's Private Parte! For winning, we're sending you a \$3,000 People's Choice Award statuette, although it is damaged! —Ed.

FAX MAD AT (212) 752-6872

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ALL JAFFEE DEPT.

The recent caning of a U.S. citizen in Singapore made a lot of Americans mad. But it also made a lot of Americans envy the ridiculously low crime rate that Singapore

EVERYTHING YOU EVER



THE RACK



ARTIST AND WRITER: AL JAFFEE

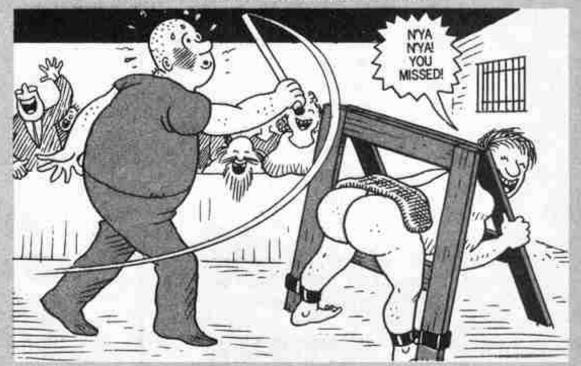
The cane's proportions must be precise to work properly. Even the slightest of variations can have dire results.

TOO THICK AND LONG



A cane that is too thick and long increases the danger of wrecking everything by exerting greater force.

TOO SHORT AND THIN



A cane that is too short and thin increases chance of missing completely and embarrassing the caner.

BAD CANING



Not all canings work out rewardingly.

Here are some hazards that
result from poorly trained caners.



Inept caners don't know the difference between one thing and another and repeatedly hit victims in wrong area.

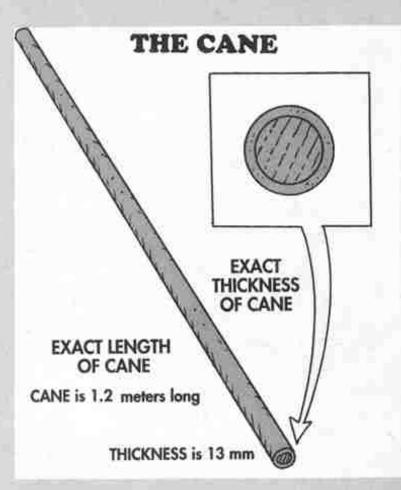


Totally spastic and myopic caners deliver the ultimate in caning low blows, embarrassing everyone.

has because of its harsh punishments. So, just in case some nutty congressperson somehow manages to import this deranged idea into the United States, here is...

NEED TO KNOW ABOUT





Design and construction must be precise to work effectively. Of particular importance is spacing of legs and weight of wood used.

PERFECT LEG SPACING



Perfect rack leg spacing makes victim comfortable and gives the correct angle for caning.

LEGS TOO FAR APART



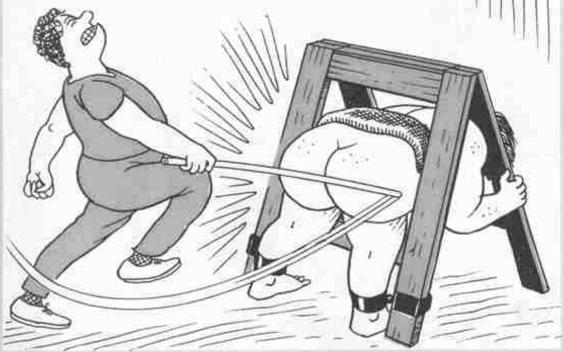
Rack legs too far apart denies the victim a handhold and fingernails are ruined as he tears at cement floor.

LEGS TOO CLOSE



Rack legs too close together contort victim so that his face comes into a position to receive many blows.

RACK WEIGHT AND STRENGTH



Rack must be heavy enough to support heavy victims and remain steady regardless of how much force is exerted by cane blows.



A light rack barely supports the victim who goes flying from even a tiny whack.

PRE-CANING BUTT-HARDENING AND CALLOUS-BUILDING EXERCISES

While waiting for his caning date to arrive the wise prisoner will involve himself in some basic preparatory exercises.



Leaping in the air and landing on bare butt. 50 times daily.



Bare butt spins on bare cement floor. 75 times daily.



Bare butt backward run into steel cell door bars. 100 times daily.

ENDURING CANING PAIN

Mind and self control can effectively reduce feeling of pain.

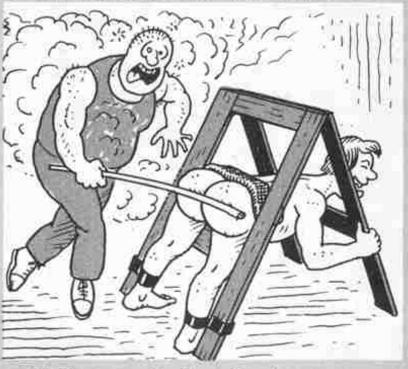


Pretend to be a masochist and actually experience sexual pleasure from caning.



Grit teeth and tighten cheeks. (Not the ones on your face, dummy!)

CANING REVENGE



While not equal in discomfort, the prisoner can extract a small measure of revenge by passing wind just as the cane arrives.

REHABILITATION AFTER CANING

Though the scars may last forever, the pain won't. The pain will start to subside after a year or two. In the meantime, here are some tips to make life easier while recuperating.

がおいている。



SET UP A CHINNING BAR IN YOUR TOILET







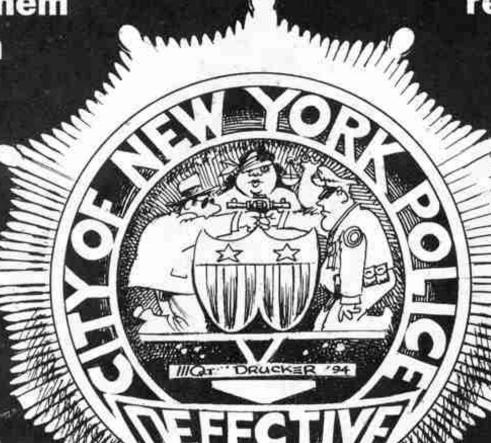


BUT MOST OF ALL, DO NOT RIDE HORSES

The most controversial new TV show this past year is a gritty, tough-talking series about New York City cops! Many parents object to its use of "realistic" language and we know why! Even though parents use "realistic" language when their kids aren't around, they don't want their kids using it! It's the old parental double standard! (The fact that their kids already know these words and use them

Regularly is besides

the point!) But in have some just because vulgar, foul-lives doesn't spring should in deference everywhere refrained from language in our controversial hit





BOOBS

ARTIST: MORT DRUCKER WRITER: STAN HART

WARNING:

The following program may contain scenes with some violence. If you want scenes with *more* violence, stay tuned for your local news!

this case, it may

merit! After all,

parents are

mouthed low-

mean their off-

be too! So, it's

to parents

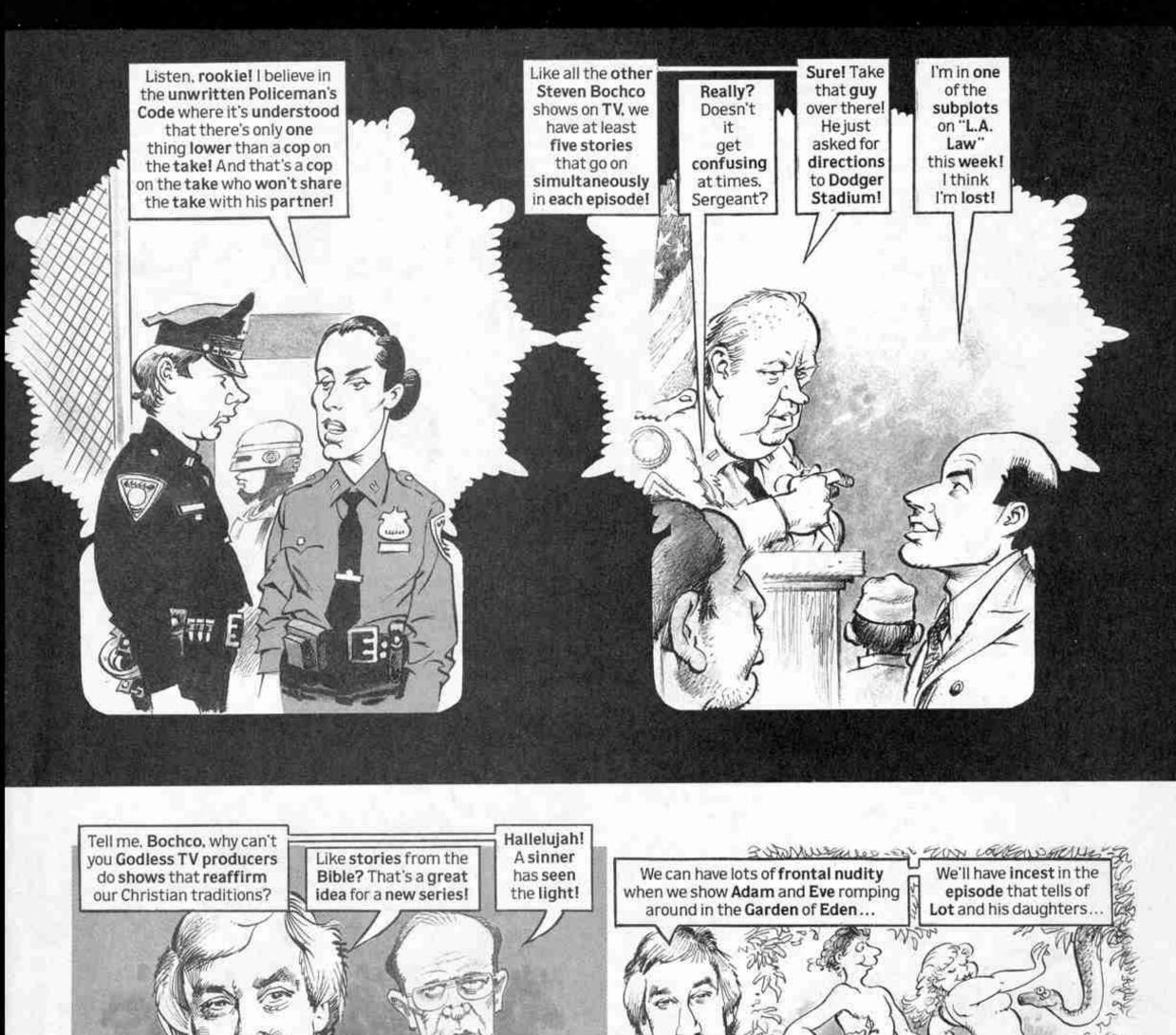
that we have

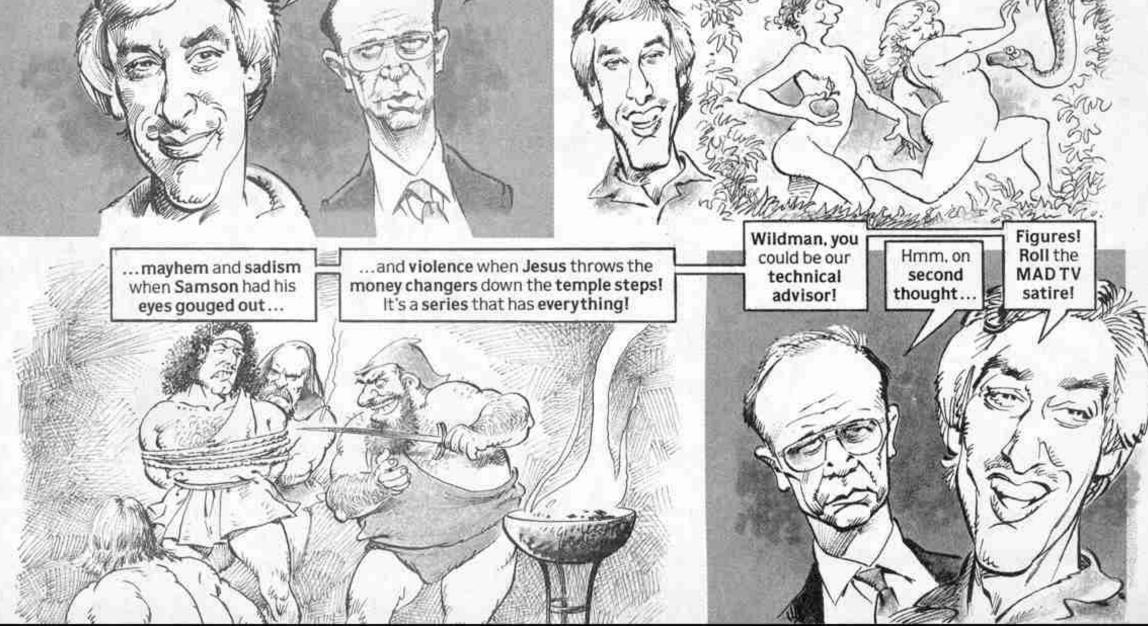
using "realistic"

satire of this

series we call...



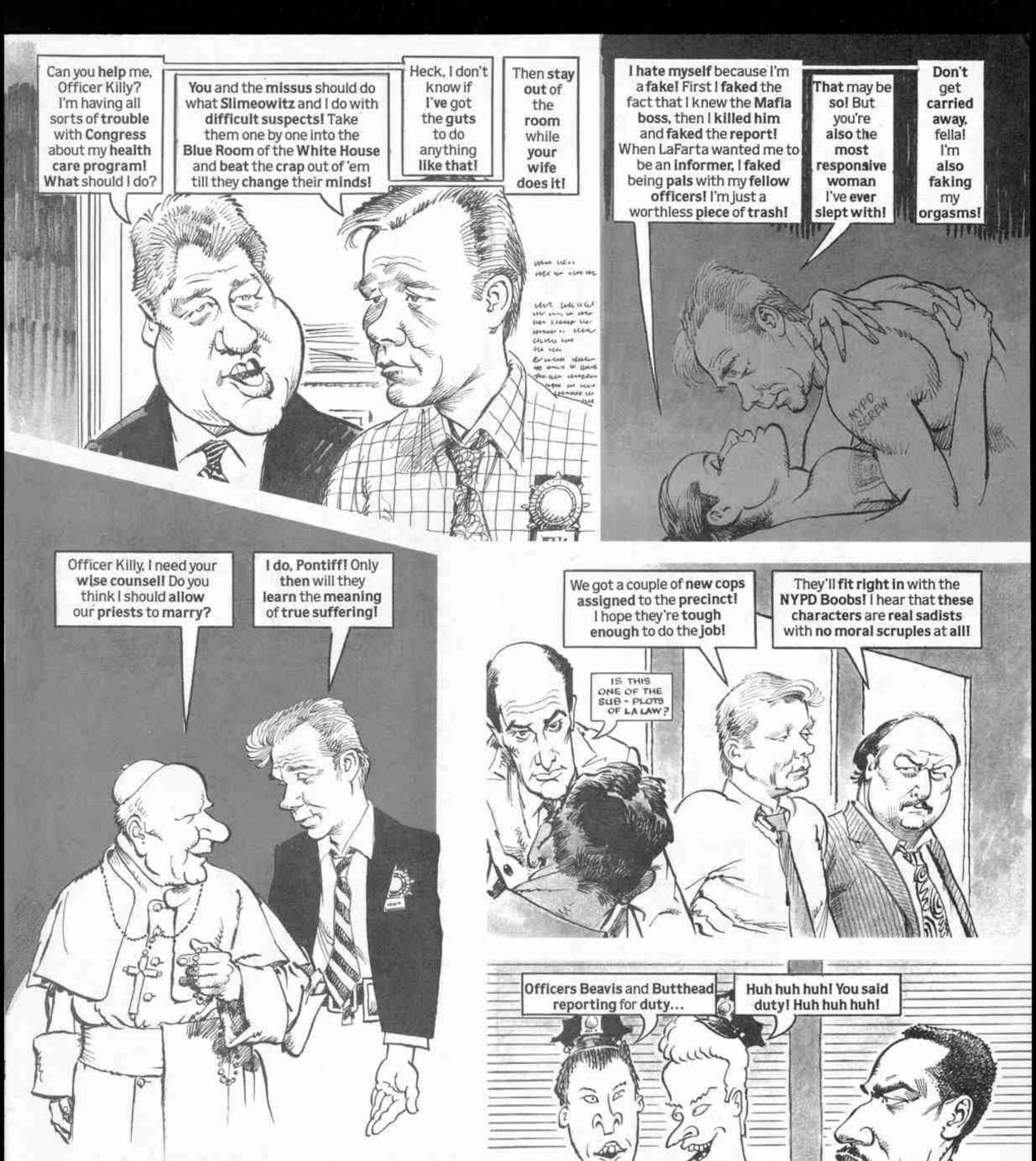












the STIONS OUESTIONS



WE'D LIKE TO ASK OF LOCAL TV NEWS

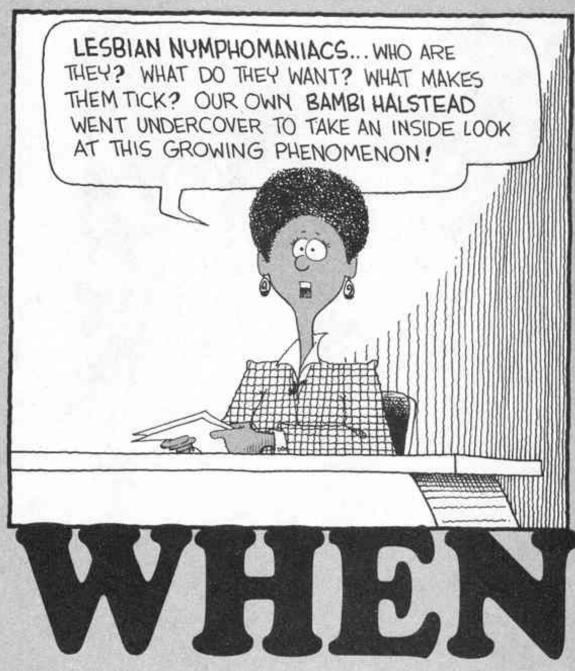
ARTIST AND WRITER: JOHN CALDWELL

Oh, those pesky television reporters! Is there no level to which they won't sink to get their story and attract big ratings? They barge into any event or tragedy and begin grilling victims with the "5 W's": Who, What, Where, Why, When and the ever-elusive How!* But don't despair, for we are about to turn the tables on these video low-lifes and ask some probing questions of our own, using the very "journalistic" methods that they inevitably employ when embarrassing and humiliating their many hapless victims!

*Technically not one of the "5W's," but there is a "W" in it.



WITH A FUN, LIGHTHEARTED LOOK AT SURFING SQUIRRELS?



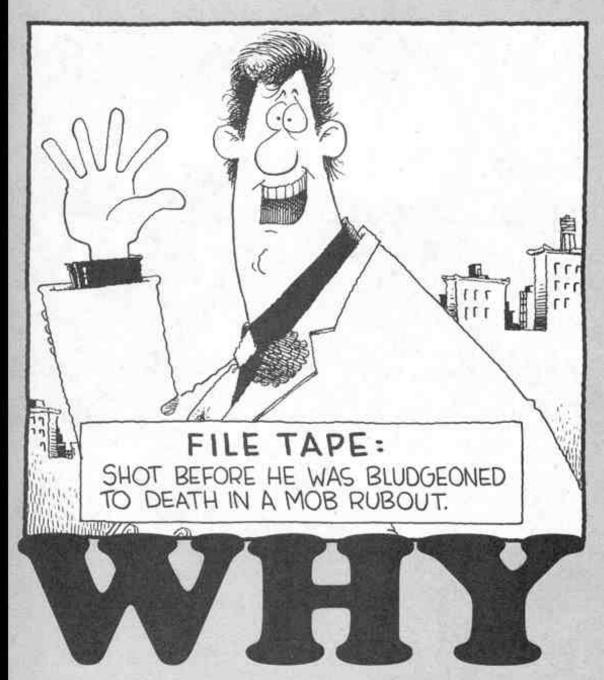
... WAS IT DECIDED THAT IT'S WITHIN THE BOUNDARIES OF "GOOD JOURNALISM ETHICS" TO FILL NEWSCASTS WITH SLEAZY GRATUITOUS SEX REPORTS JUST BECAUSE IT'S SWEEPS WEEK?



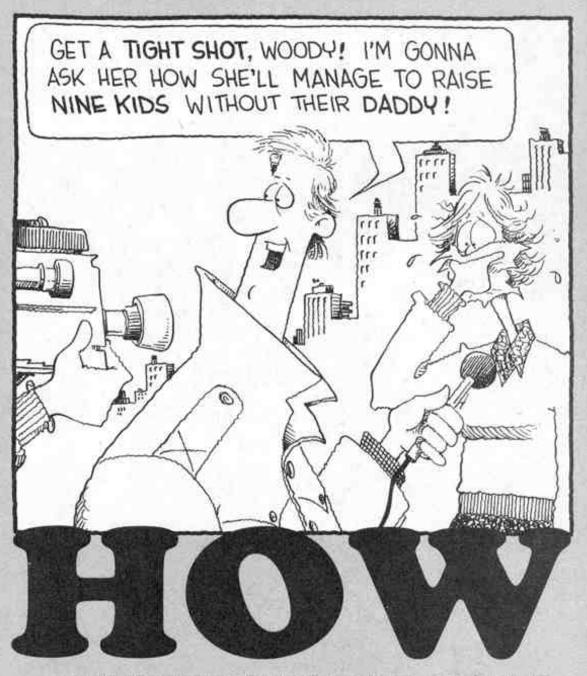
... MAKES TV REPORTERS THINK AN ALLEGED CRIMINAL WILL CONFESS TO THEM AS HE'S BEING LED INTO POLICE CUSTODY?



...DOES IT SAY THAT THE NIGHTLY ANCHORMAN ALWAYS HAS TO MAKE CLUMSY AND TIRED SEGUES FROM HARD NEWS SEGMENTS TO INTRODUCE THE WEATHER REPORT?



...DO NEWS DIRECTORS TREAT THEIR AUDIENCE LIKE MORONS WITH UNNECESSARY "EXPLANATORY" GRAPHICS?



...DO TV REPORTERS ACTUALLY MANAGE TO SLEEP AT NIGHT AFTER THE INSENSITIVE, EMOTIONALLY CRASS QUESTIONS THEY ASK THE FAMILIES OF CRIME VICTIMS? SERGE-IN GENERAL DEPT.

AMAID LOOK AT

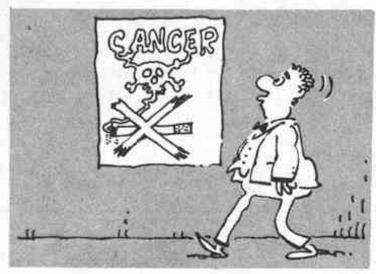
ARTIST AND WRITER: SERGIO ARAGONES

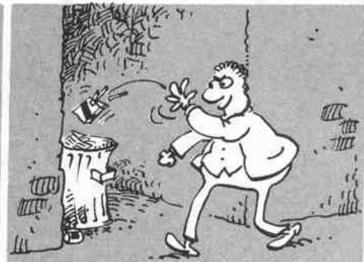


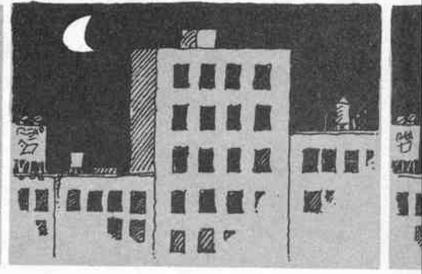
















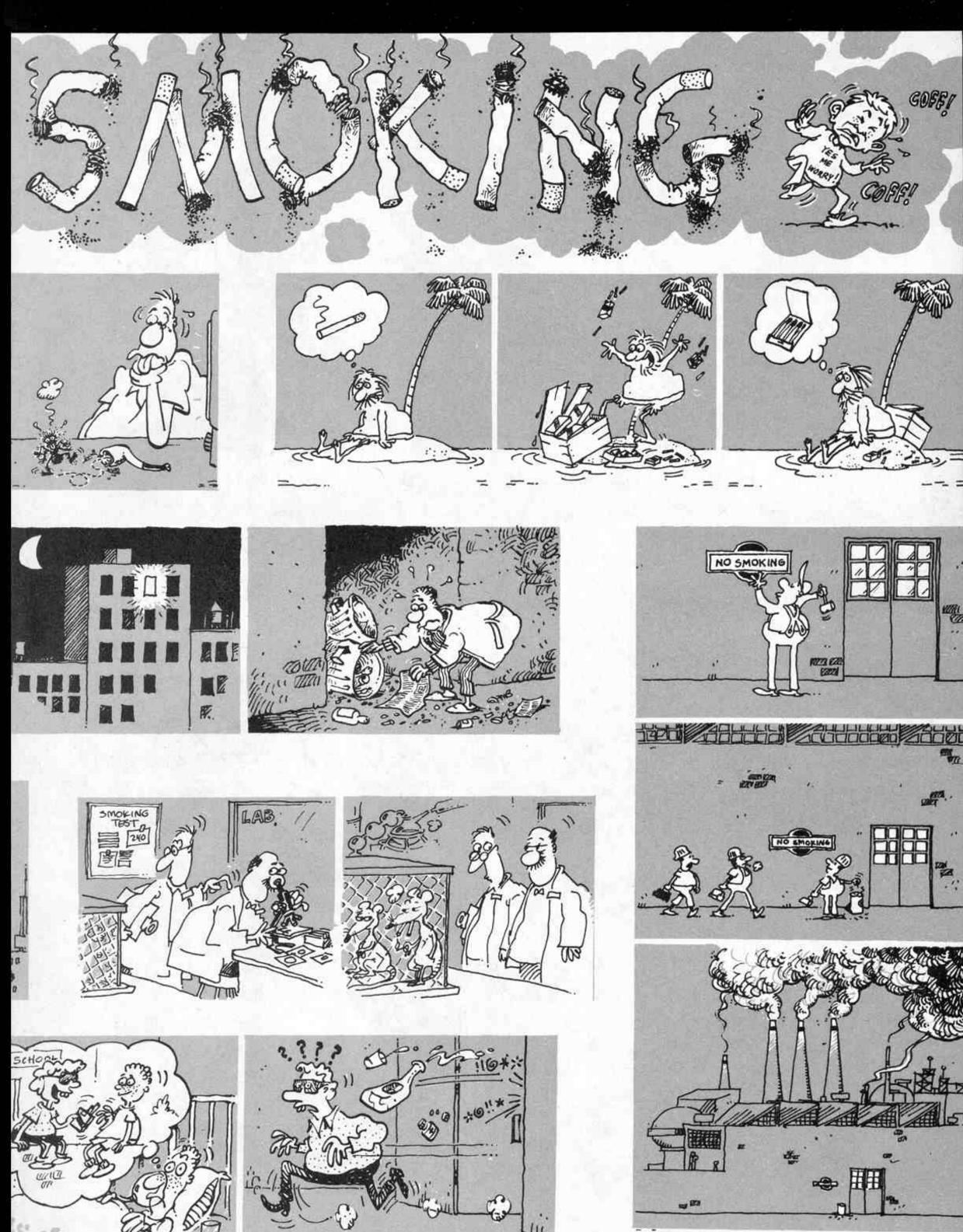






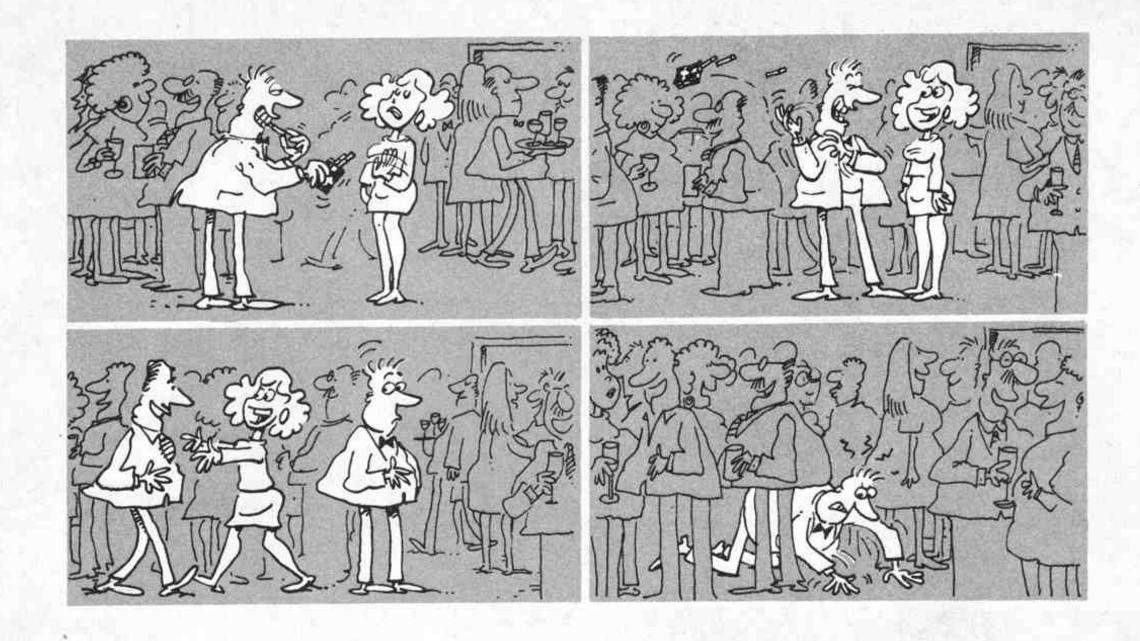


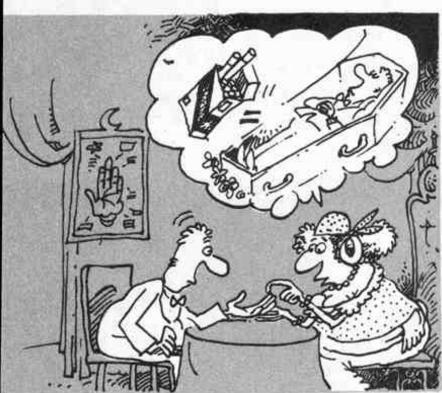




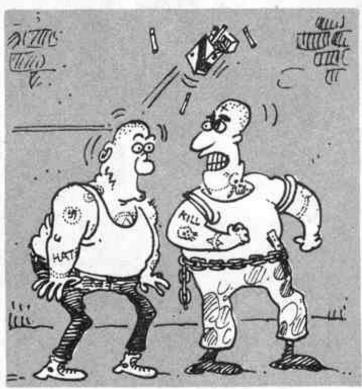
FCC: Fundamentalist Complaint Center

17 - -

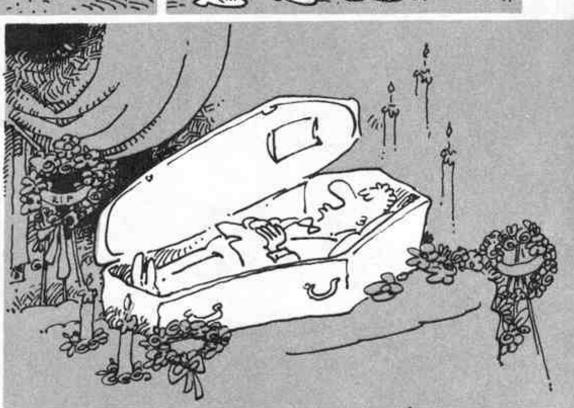












ARAGONES





















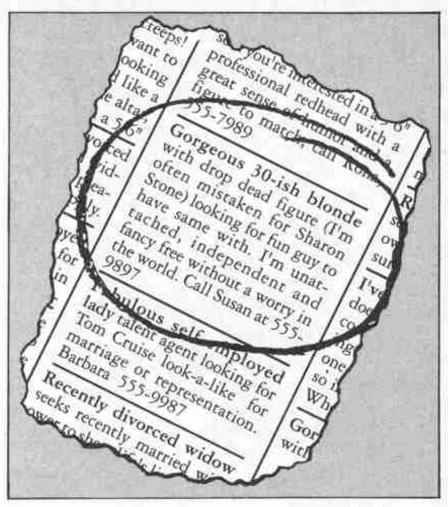






DEV: DUTES EUGEL VULMON



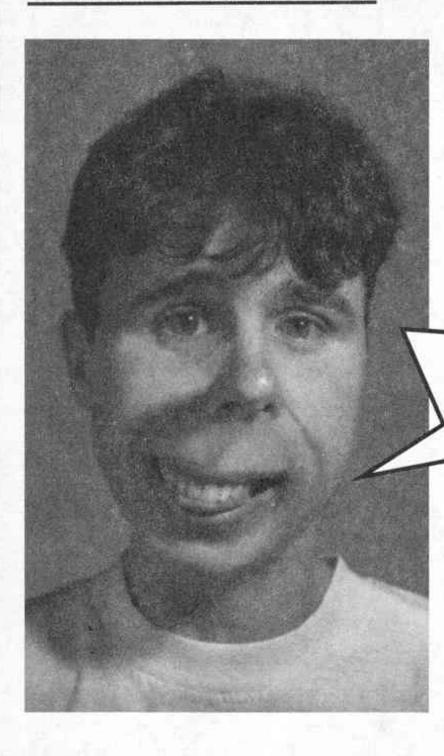












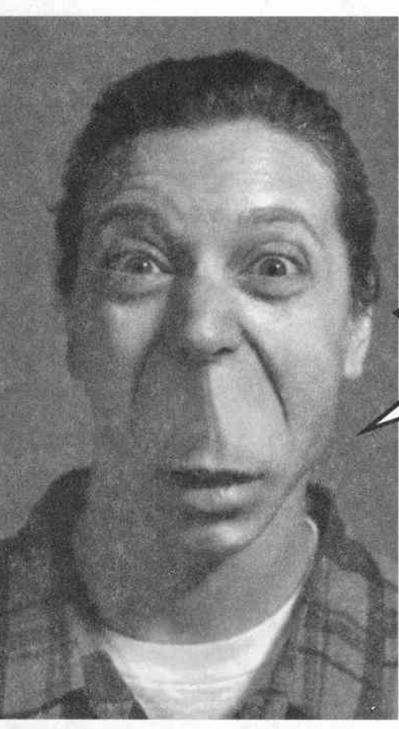
The town was so small, the *Ferris wheel* was painted green!

She was so fat, her sister worked for the phone company!

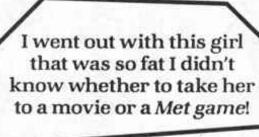


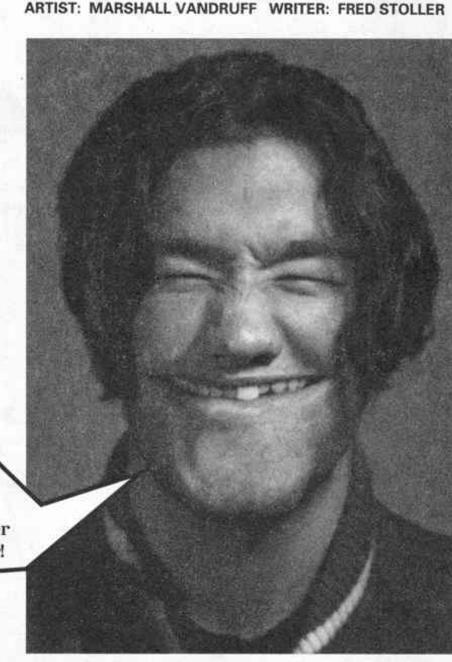
Fred Stoller is not only a stand-up comic, but a pioneer in the humor biz. In his comedy laboratory he has developed a special kind of witticism called the "No-Joke Joke." A "No-Joke Joke" is a joke that, upon first hearing it, you'll think that you have just heard a joke and, in fact, you'll

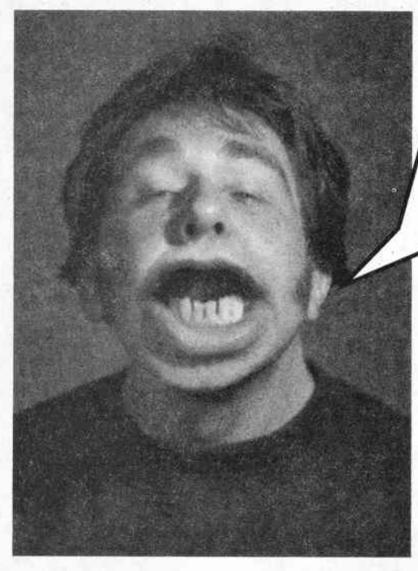
ARTIST: MARSHALL VANDRUFF WRITER: FRED STOLLER



I come from a town so small, the hooker wore a helmet!

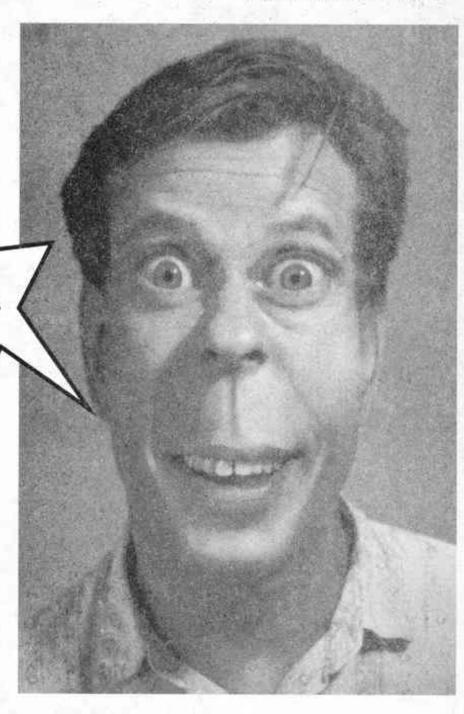






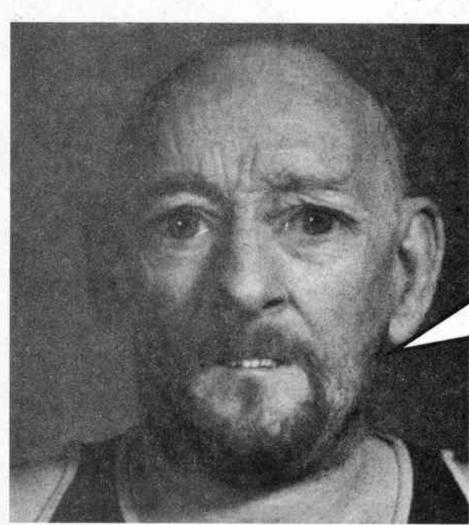
My wife talks so much, when she coughs it costs me \$22!

> Our town was so small, the police precinct had a screen door!

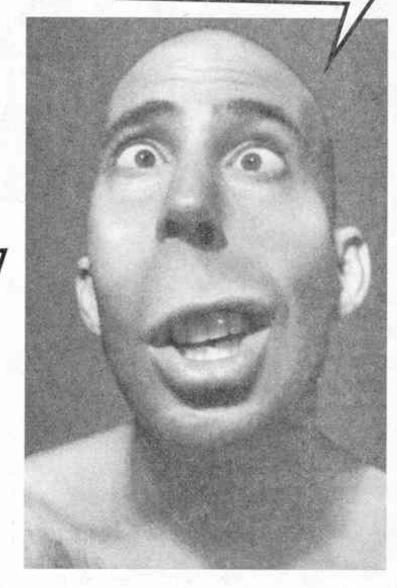


probably laugh. However, on closer examination, analysis and scrutiny you'll realize that it actually wasn't a joke at all. Indeed, it merely sounded like a joke. With this in mind, we advise reading this article aloud to a loved one so you can get the maximum amount of pleasure obtainable from...

JOKES



My school was so rough, the yearbook was shaped like a canoe! She's so fat that when she leaves a nude beach, she has to show a receipt!





Interesting guy that Satan, bopping around Hades all day looking for souls to do business with. He'll promise you anything! Worldly riches, fame, money, not to mention pleasures of

Sataris Secret



CLIENT: Ted Kennedy

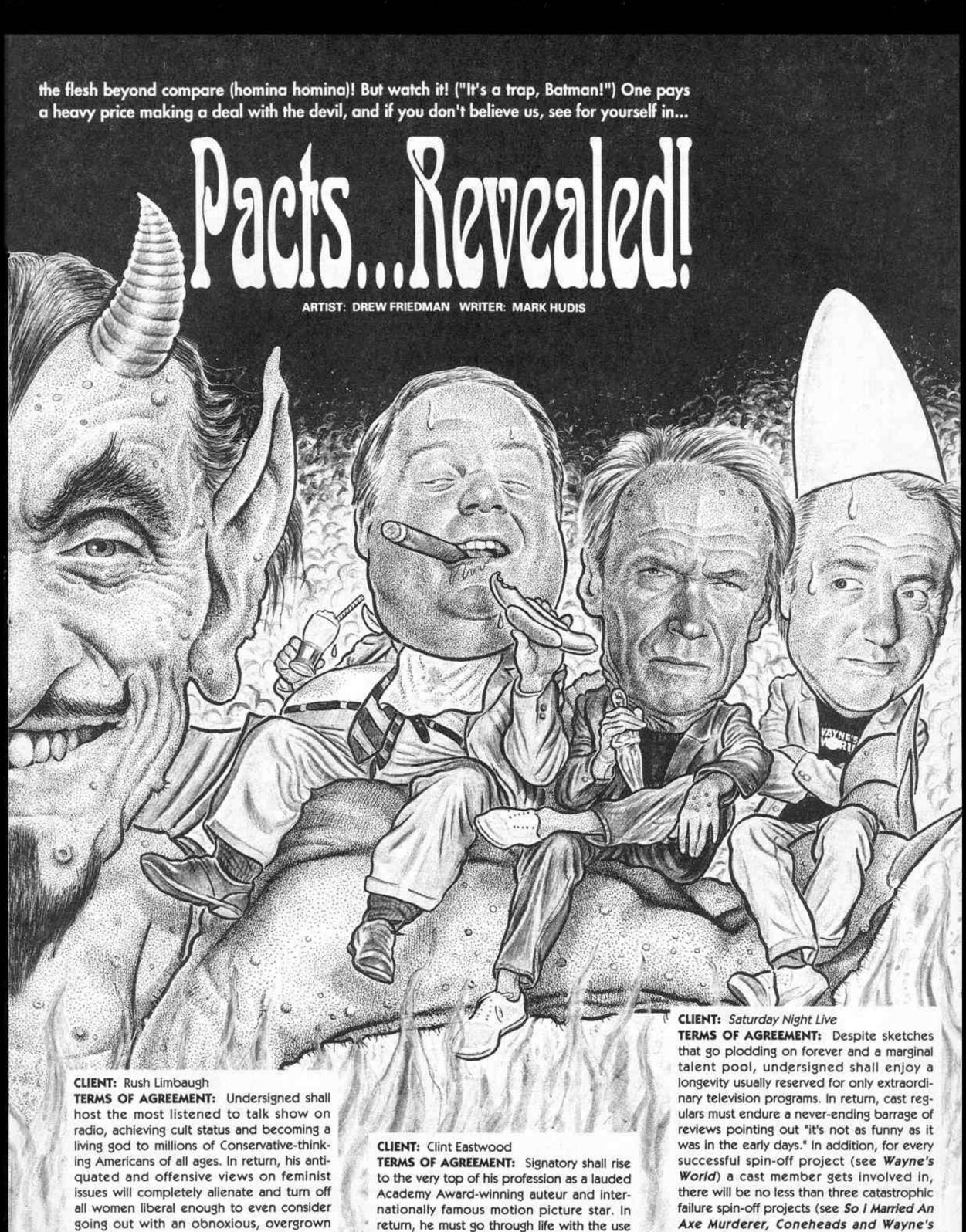
TERMS OF AGREEMENT: Signer shall be born into highly prominent political family and achieve the distinguished rank of Senior U.S. Senator. In return, his life will be plagued by sordid scandal and drunken debauchery, followed by his never-ending attempts to redeem himself in the public eye, all of which make him look even more like an incoherent, sex-crazed buffoon. In addition, signee must live with the stigma that of the three legendary brothers in his family, he was the only one never to "shack-up" with Marilyn Monroe.

CLIENT: Howard Stern

TERMS OF AGREEMENT: Undersigned, despite his blatantly sexist views and physical appearance bordering on the utterly hideous, will possess the eerie power to coerce foxy women into exposing their breasts to him at his command. In return, he must marry at an early age, condemning himself to a torturously frustrating life of imagining "what might have been," as topless babes jiggle their goodies mere centimeters away from his gigantic, misshapen nose, while he is helpless to taste the forbidden fruit.

CLIENT: Tom Arnold

TERMS OF AGREEMENT: Undersigned shall find himself on top of the TV sitcom world without ever saying, doing, writing or participating in anything remotely funny. In return, he shall be required to marry an unattractive, excessively large, obnoxious, irritating, some would say grotesque, repugnant and vile, whiny-voiced bitch/comedienne with barnyard manners and a propensity for pulling deviant and truly pathetic media stunts.



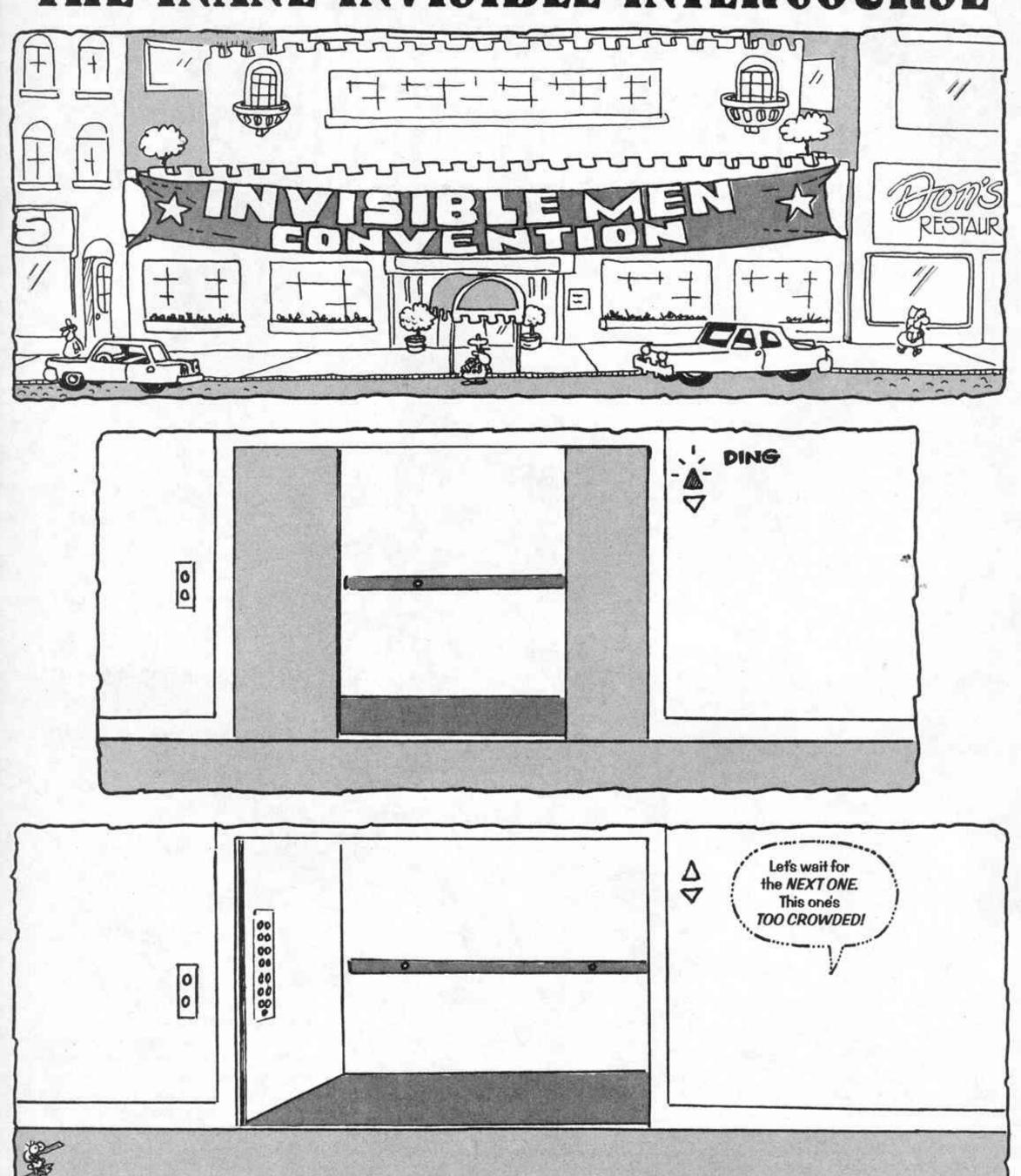
of only one facial expression.

bag of fat and mucus such as himself.

25

World 2).

THE INANE INVISIBLE INTERCOURSE



BERG'S-EYE VIEW DEPT.



The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

COMMITMENT





DATING





LAWYERS



PETS



RESPONSIBILITIES



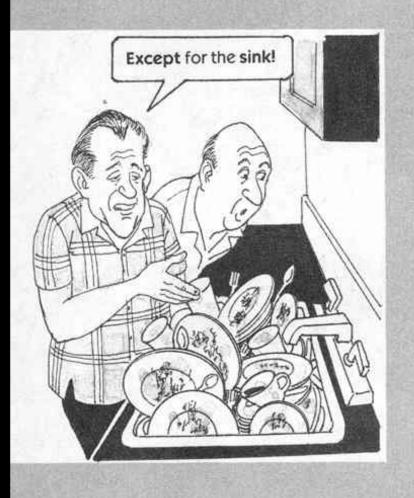
DANGER

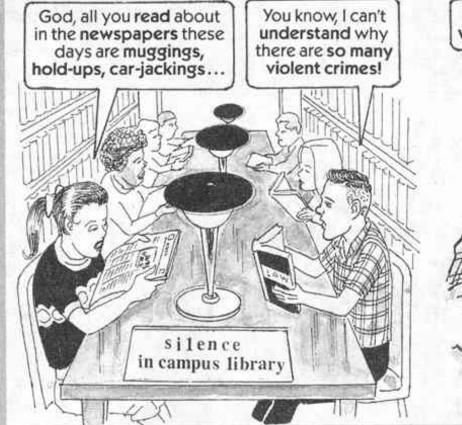


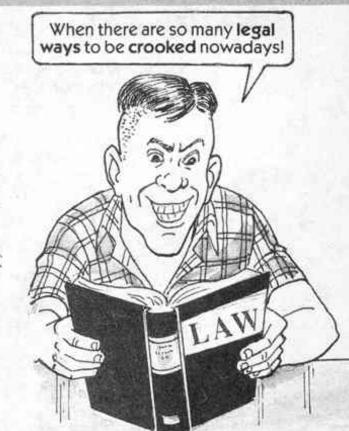
HEREDITY



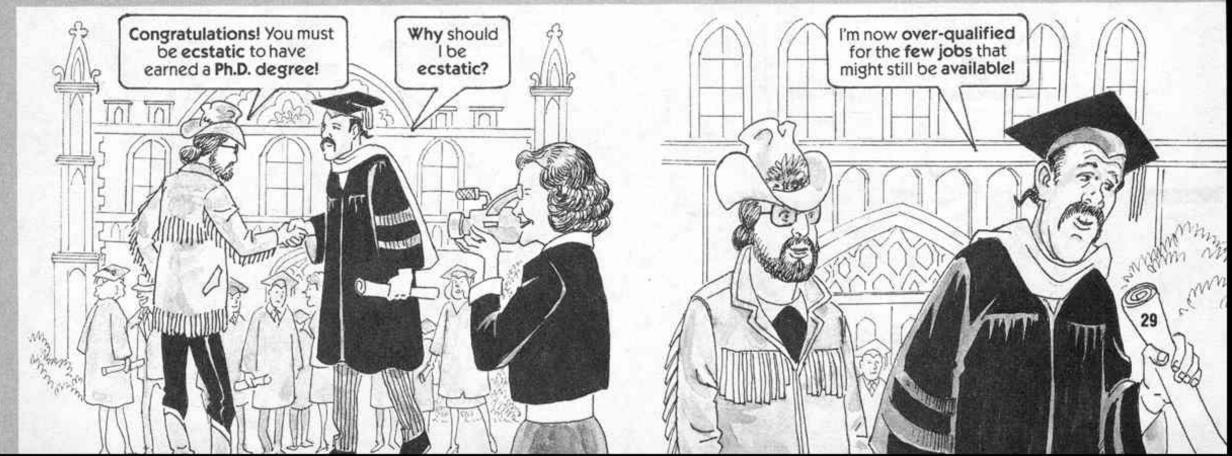








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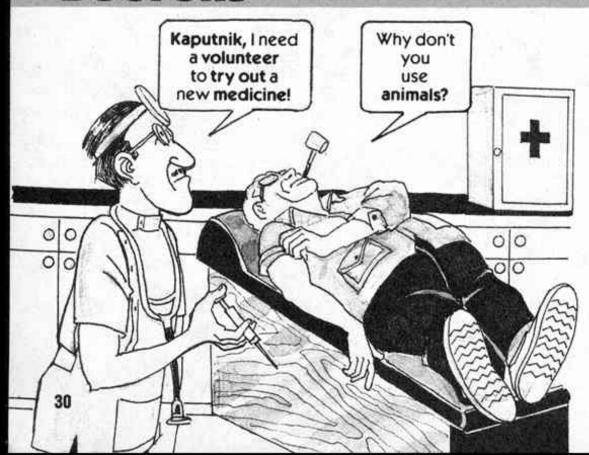


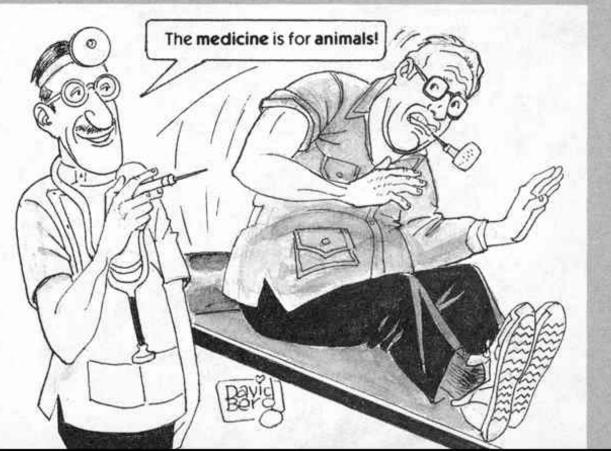
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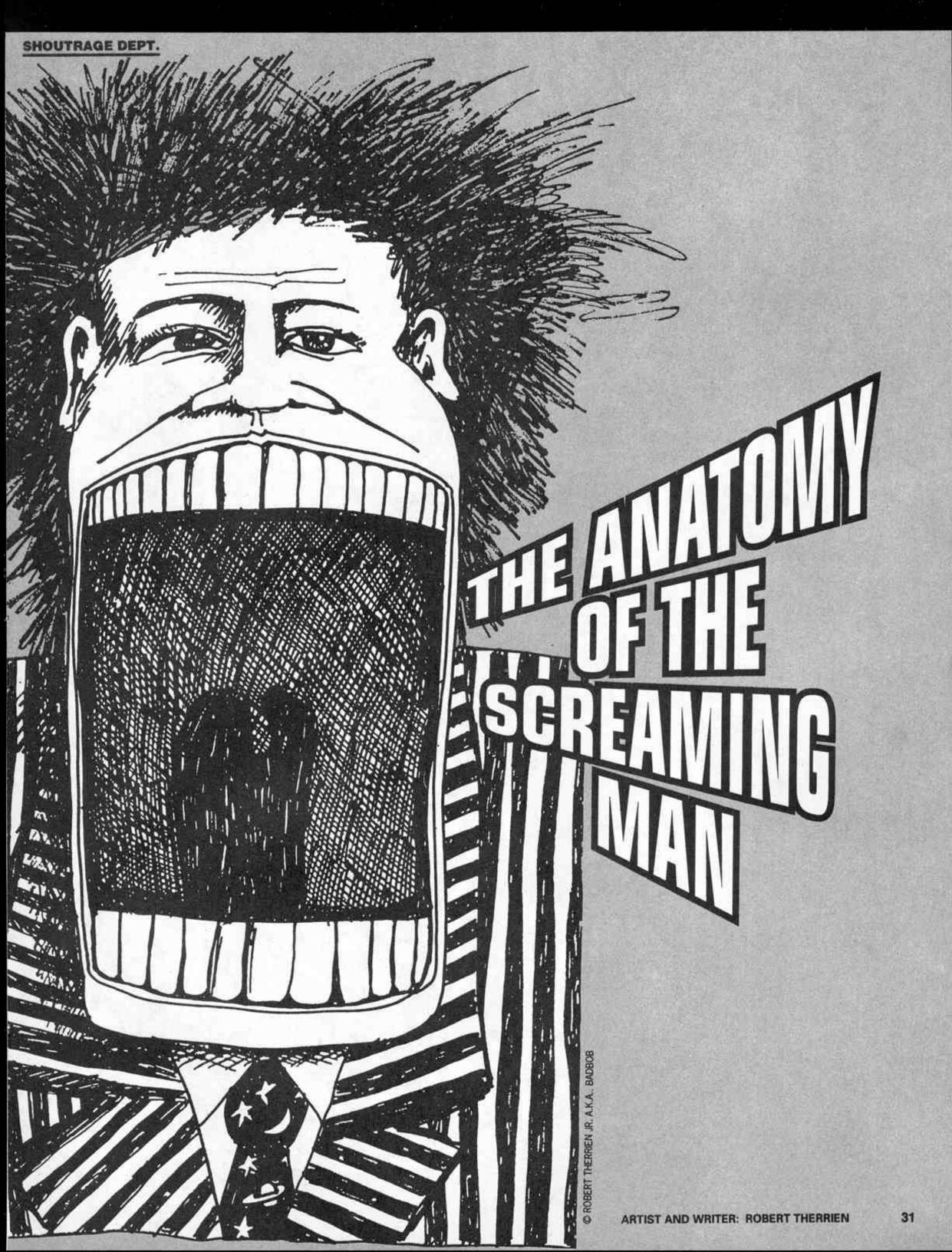


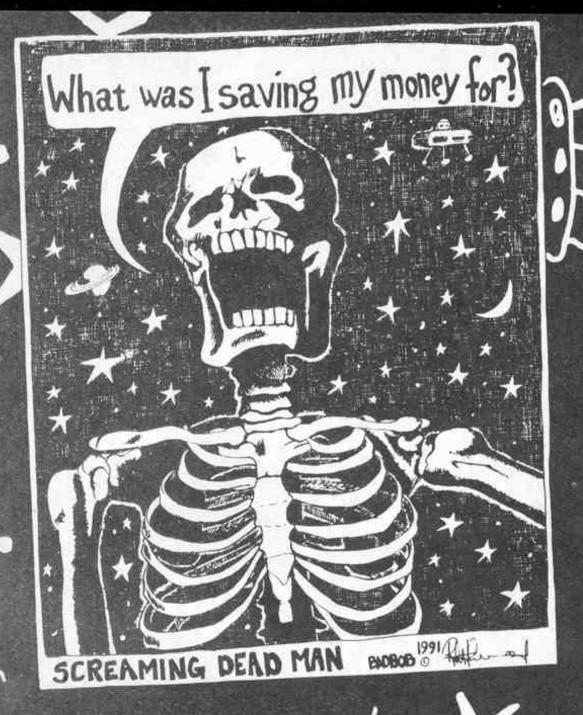


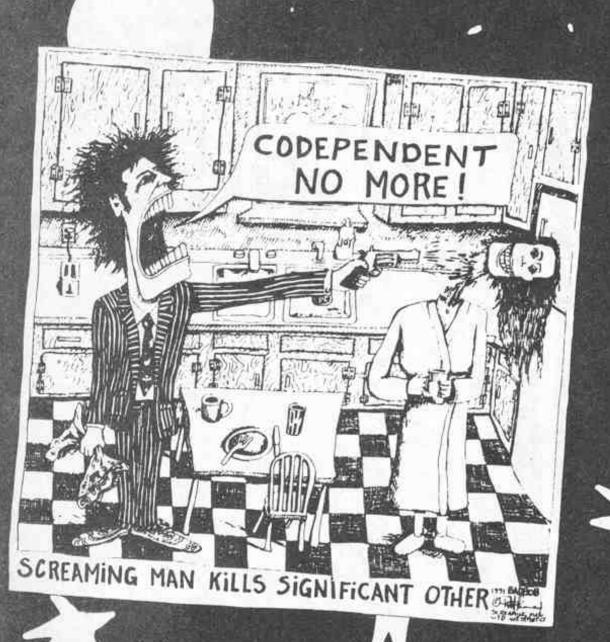
DOCTORS

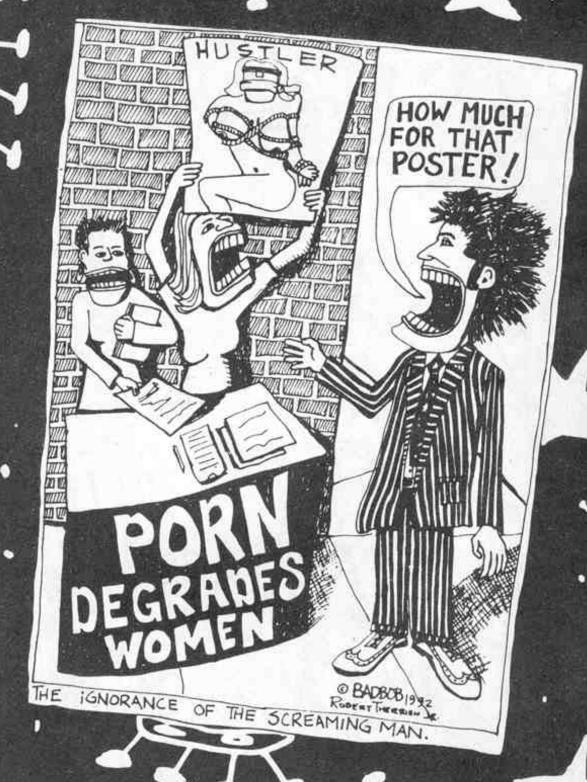






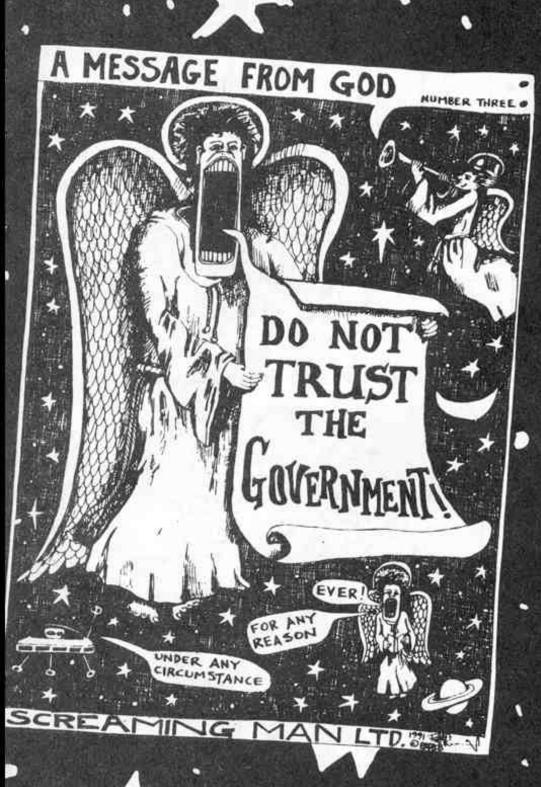


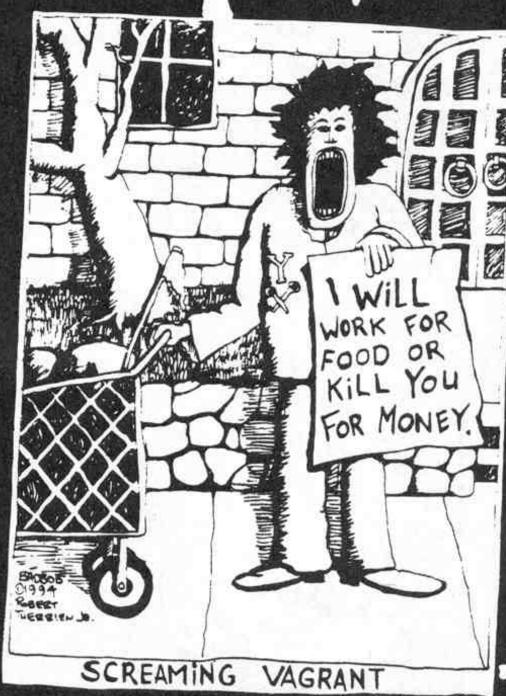






















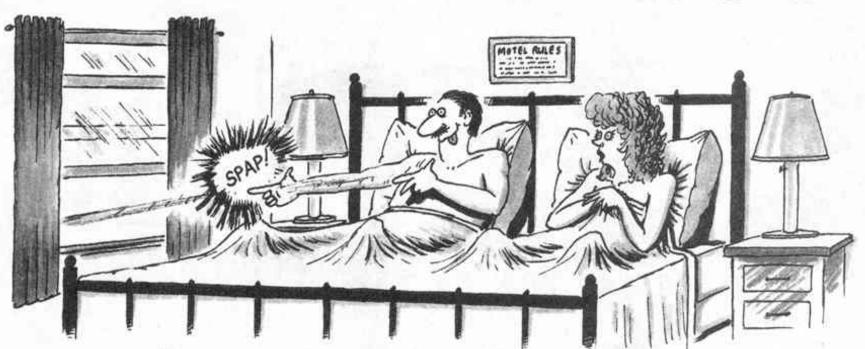




CONDOM ETIQUETTE



"While condoms are available in a wide variety of styles, shapes and textures, it is considered thoughtful and mature to avoid extreme variations, especially with an inexperienced partner."



"Regardless of how casual a sexual encounter may be, it is tactless and crude to dispose of the condom in a manner which could only be construed as thoughtless or lazy."



improper to read them immediately prior to use."



"While it is not inappropriate for one's partner to apply the condom, it is simply a matter of courtesy to insure that sufficient lighting is provided to prevent an embarrassing mishap."



"Special care should always be taken to insure that used condom wrappers are properly disposed of, particulary before beginning a relationship with a new partner."



"It can only be construed as a demonstration of tactlessness and oulgarity to attempt to obtain a refund for a condom which has failed to perform satisfactorily."

Aun ren de manacione L'Etre de la comaciona comacionario.



"Since all condoms have been electronically tested for structural integrity and safety at their factories, it is considered rude and untimely to make one's partner wait while conducting an additional field test."



"It is purely a matter of common sense to exercise great care when opening a condom wrapper with one's teeth, in order to avoid the accidental destruction of its contents."

THE IDIOTIC INVISIBLE INTERPLAY







SHRINK RAPPED DEPT.

Remember Cheers? Remember your least favorite character? The self centered and annoyingly egotistical psychologist whose foppish character should have been killed off when Shelley Long left! But nope, despite all those beers with Norm and Cliff, he didn't DWI off the New England thruway! He's still on, in his own show no less! And the bad news is, he's even...

ARTIST: PAUL COKER WRITER: DICK DEBARTOLO

I'm Flakier Cranium! I used to hang out with a bunch of low-life, psychotic losers at a bar in Boston, but I moved here to Seattle for a new start! Now I hang out with a NEW bunch of low-life, psychotic losers! But there's a big difference! My new low-life losers aren't nearly as colorful, interesting or funny as the old ones! I'm glad that thick pane of glass keeps them out! Or does it keep me in? Or am I being paranoid? I don't know! Maybe I'm as lousy a shrink as everyone says I am!

I'm Nails, Flakier's brother!
I'm a highly neurotic, whining,
wimpy kind of guy! And those
are my good qualities! On the
down side, I do have a very
REAL fear: that my character
in this sitcom is so one
dimensional, I'll be
forever typecast and
never get a good part again!

I'm Martian, the father of these two boys! I told their mother, the way she was raising them they'd turn out to be unbearable pompous asses! I only wish she had lived to see them grownup! Then she could see just how right I was! Sometimes I have half a mind to have her body exhumed!

I'm Razz, the producer of Flakier's radio show! It's my job to screen the phone calls! There are lots of nuts out there, and I have to find them so Dr. Cranium can milk them for laughs! Don't misinterpret me, radio psychologists are here to help! Help radio stations make big

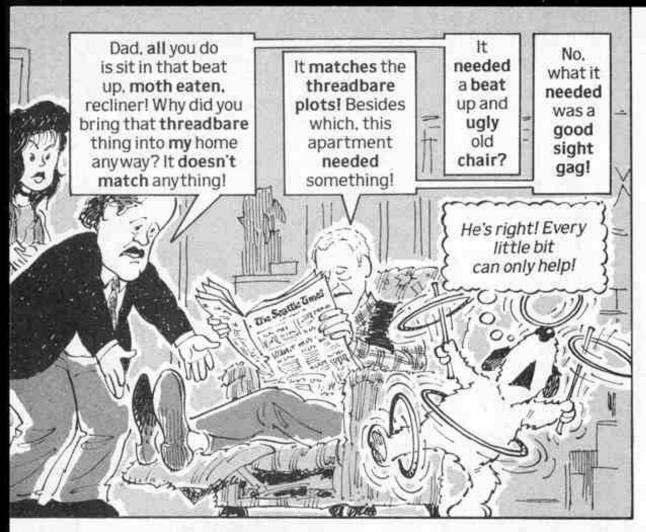
bucks off other people's problems!

I'm Dr. Cranium's ex-wife,
Illith! I'm not on this
series, but I did get one
guest appearance that sent
the ratings through the roof!
So the idiots at MAD put me
in this opening panel hoping
it would help here too!
Talk about wishful thinking!

I'm Daffy, the cute, perky housekeeper with the adorable English accent and acerbic wit—everything that tells you this is a sitcom in trouble!

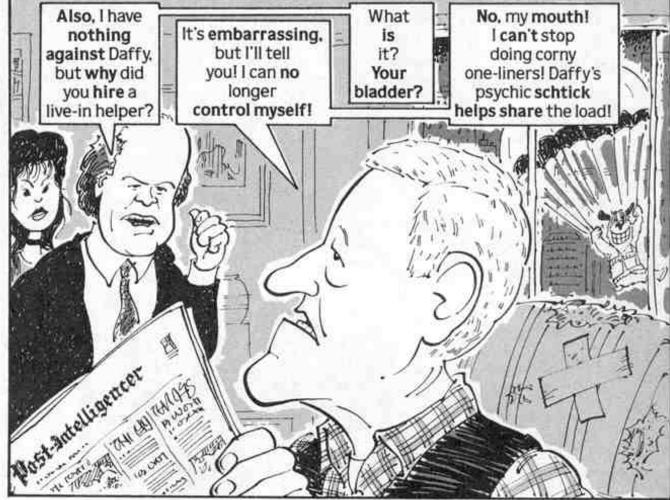
Make that
deep trouble!
In addition
to the perky
housekeeper,
they also
have a
cute little
dog: Me!

39













As a psychologist, I consider the term "shrink" to be condescending! And I hate little, insignificant low-life, condescending people! They're worms! Doctor Cranium, aren't you overreacting a bit? l am not overreacting! Over-acting, maybe, but overreacting,













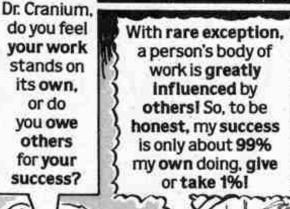












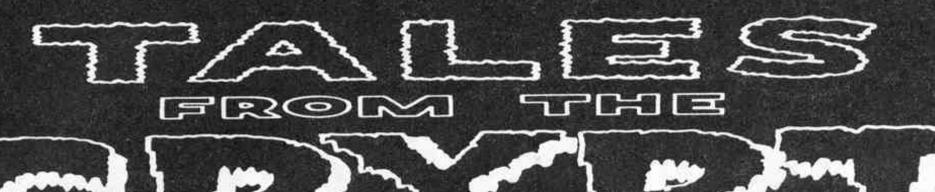
Glad to hear it,
because I'm a Programing Exec at NBC,
and we're moving
another show into
the slot following
the mega-hit, Seinfeld!
Your new lead-in will
be DATELINE NBC!

NOI You can't do that! Being moved from my familiar surroundings would cut deep into my psyche! And deeper into my bank account! You mustn't forget what Freud said: "I have a huge mortgage on my house, and society won't get well until I pay it off! So PLEASE—leave my show where it is!"



Heh! Heh! Welcome, FIENDS! Sorry to interrupt your regularly scheduled SATIRE-FEST, but your appalling pal is back again, and I've dug up a few new NAUSEATING NARRATIVES from the NETHERWORLD for you MODERN MISERY-MEISTERS! So pull up a SLAB and get ready for these SPINE-TINGLING, NERVE-WRANGLING, PAGE-FILLING...

MODERN UPDATED



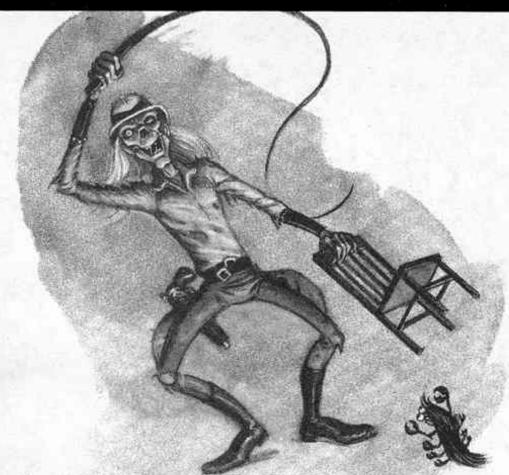
ARTIST: GREG THEAKSTON WRITER: RUSS COOPER

Hoo! HOY! Howdy, VULGAR VAULT-VOGUERS! Ready for a little HORROR HANKY PANKY, a sensual slice o' FEAR-OTICA? (PANT!) Papa don't SCREECH, 'cause it's time for a little Truth or SCARE! But there's only one BOY TOY who wishes a certain MATERIAL GHOUL was still LIKE A VIRGIN! It's no HOLIDAY when time comes for him to EXPRESS HIMSELF by YOWLING in DOOMED DESPERATION...

I AM MADONNA'S GYNECOLOGIST!

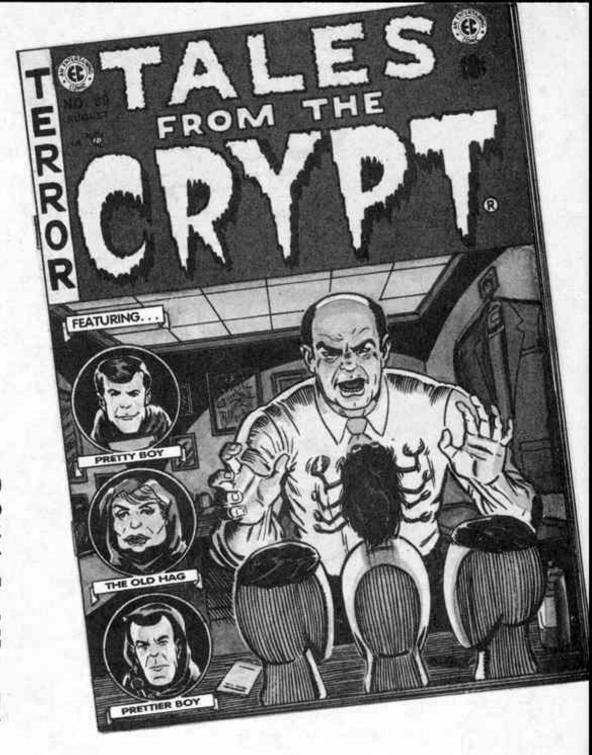


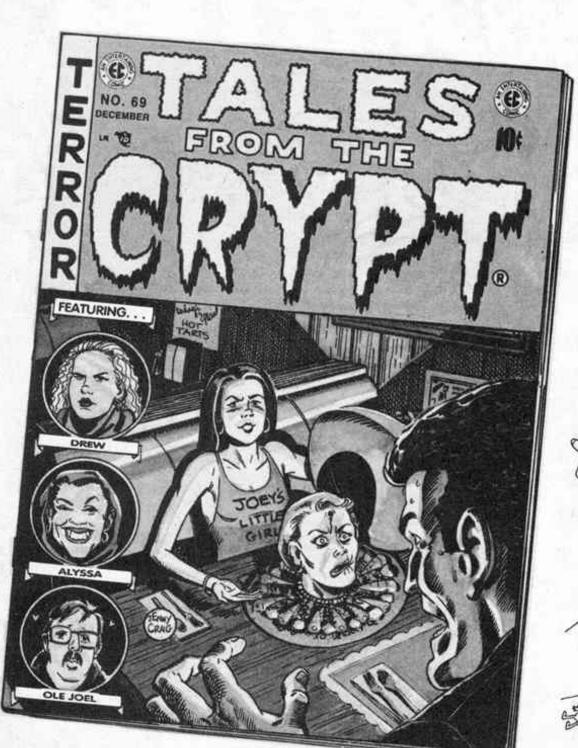




No time for a SPOOKY intro, dear FEAR-ENGIS! We've got a DEADLINE to meet! A Special GHOUL-LETIN, this just GRIM! FEAR now, our TOP GORY... INFIRMED SOURCES tell us that the latest issue of NEWS-REEK predicts a surprising REVELATION that's supported by TED KOP-HELL on the next DEAD-ition of PRIMETIME DEAD! It's a huge price TOUPEE, but somebody has to finally expose the HORRIFYING HAIR-VARNISHING SECRET of ...

THE THING ON SAM DONALDSON'S HEAD!

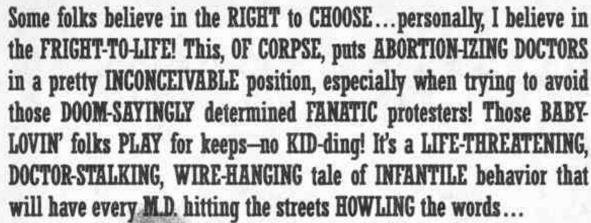




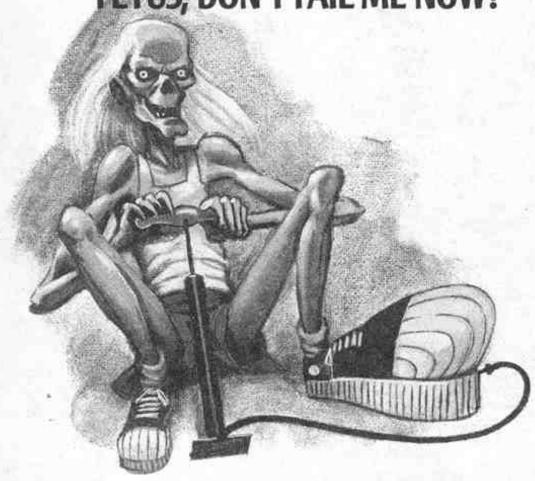
Heh! Heh! BONE appetit, FIENDS! It's your DEAD WAITER, the CRYPT-KEEPER, and I've got quite a TASTY tale COOKED up for all you a-FISHER-ionados! This story takes place at a small LONG ISLAND diner, the SORDID setting for an UNGODLY number of MEDIOCRE Made-for-TV movies! A SPINE-TINGLING, FINGER-LICKING evening with a DEADLY DISH, and BEREAVE ME, a date like this you need like a HOLE in the HEAD! (Burp!) So settle down for this latest SERVING from the on-going BUTTAFUOCO BUFFET that we call ...

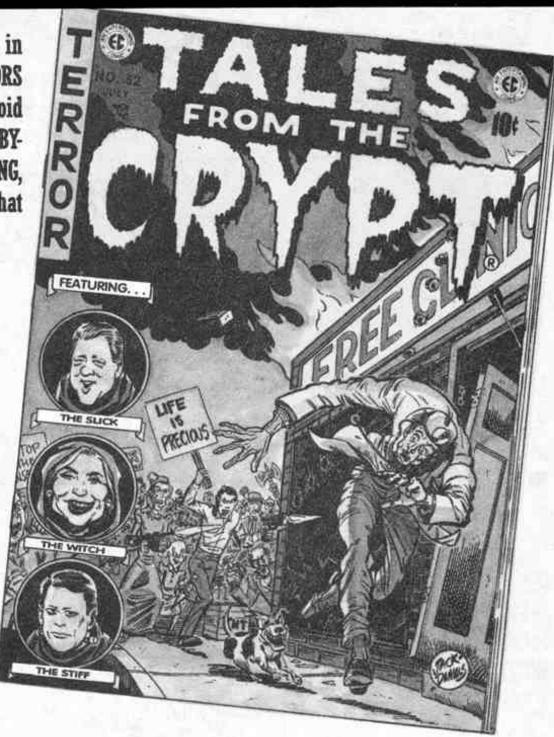






FETUS, DON'T FAIL ME NOW!





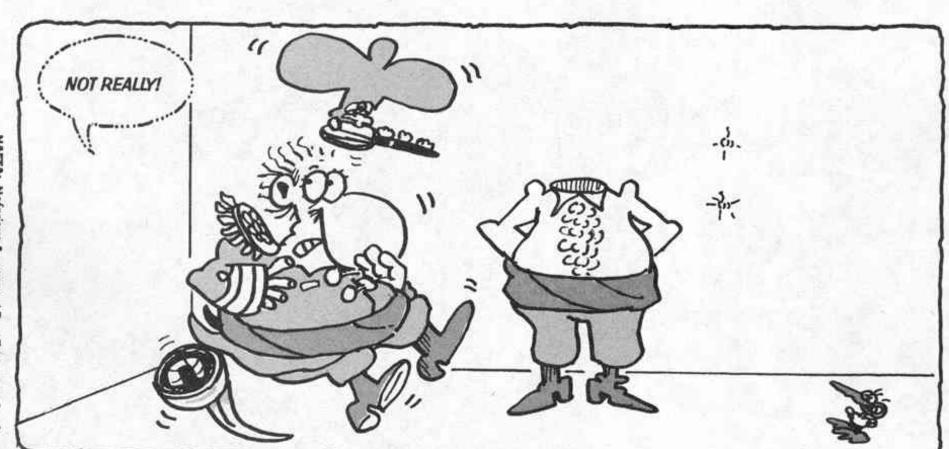
POISON



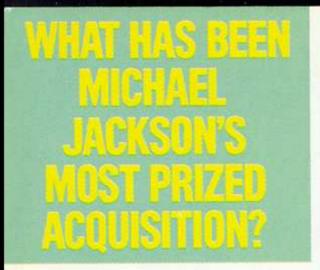
THE INFAMOUS INVISIBLE INCIDENT











HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Michael Jackson's millions have given him the opportunity to acquire many precious things. But there is one thing he definitely values above all the rest. To find out what this golden thing is simply fold page in as shown.





A VISITOR TO MICHAEL JACKSON'S NEVERLAND IS **BOUND TO BE IMPRESSED. THOUGH NOT EVERYBODY'S** IDEA OF FUN, MANY UNUSUAL ITEMS, FROM SILLY TO WONDERFUL, ARE FOUND INSIDE ITS FENCE

