

Number
338
August
1995

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BORING...



I NEED A SMOKE



Y'ALL
COME
IN,
HEAR?

AUGUST
1995

MAD

"You can be on the right track and still get hit by a train!"
— Alfred E. Neuman

NUMBER
338



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FRONT COVER ARTIST: FRANK FRAZETTA

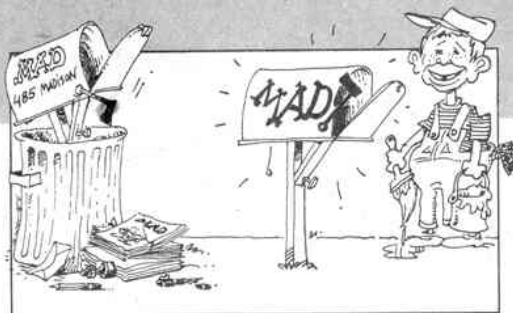
BACK COVER ARTIST: JAMES WARHOLA BACK COVER WRITER: DAVID SHAYNE



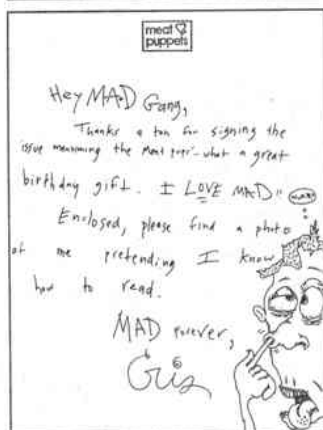
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And Writers
the usual gang of idiots

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GRADE-A MEAT



Meat Puppets' bassist Cris Kirkwood reacts to his band's mention in issue #332's "Names of Music Groups as they Appear Elsewhere in Our Lives." And since we're talking about rock, we can't think of a better opportunity to renew our dare to Pearl Jam: we challenge you to have your next CD cover illustrated by MAD's own Duck Edwing!

THE TRUTH IS RIGHT HERE



X-Files cast members Mitch Pileggi, Gillian Anderson and David Duchovny and Creator/Executive Producer Chris Carter cry out in terror as they read MAD #335! No, not because they're reading "The Lighter Side Of..." but because they're enjoying our satire "The Ecch Files"! Now, here's a real mystery we'd like them to investigate: How did an intelligent, witty, quality program like theirs ever wind up on the FOX network??

LETTERS &

GETTING OUR FILTH

As a concerned middle school teacher, I am disgusted with the contents of your magazine. Too often I have faced Beavis & Butt-head impersonators in the classroom who do not understand that they are affecting a life of irresponsibility and stupidity that would contribute nothing positive to our society. After a closer look at the filth you propagate, it is clear to me that your magazine is a major cause of the decline of our youth. Do you feel no responsibility for the immoral thoughts and actions in which you encourage our youth to engage? Satirical humor is funny, and I can appreciate some of your work, but why is it that you cannot cut some of the foul language, sexually suggestive scenes, and disrespectful attitudes. They only encourage actions and thoughts that are degrading and fruitless. Please consider cleaning up your act for the sake of our youth and the future of our society.

Lisa Venable
H.P. Miles Middle School
Waco, TX

I'm writing to you to let you know that I'm deeply concerned about the filth you are publishing in your magazine. I find it very repulsive and I find it very hard to believe you would publish such trash for our young children. I do not get your magazine. But it was at our middle school library. I also called the librarian and talked to her about it. She also said that she was disgusted about the magazine and that they will not be ordering any more and they are throwing away the copies that are coming back from kids checking them out. You can be sure that I will share with other parents about this awful magazine.

Norma Meinen
Bloomer, WI

It sounds like you two have common interests. Hey, we have an idea! Why don't you become pen pals! Then you could write about all the filth in the world on ragged pieces of loose leaf paper and mail them to each other! Yeah! Ooh, wait! You can both go online and e-mail filth updates to each other! Then you could contact each other's librarians and spend an afternoon chatting about filth! You know what? Set up a filth hotline! What a great way to spend summer break that would be! Well, excuse us now, we're due back on planet Earth! —Ed.



PHONE HOMELY

I think that an Alfred E. Neuman phone (as depicted in many of your recent subscription ads) would be a big hit! Are you planning to license one?

Steven M. Brown, M.D.
Mequon, WI
CHUCKAMUCK@aol.com

Doc Brown — We spoke to our pals at AT&T — the ones that are part of our "Friends and Family" calling circle — and presented your idea to them. They responded like their sappy TV commercials with the sappier Tom Selleck voice-overs: "Make and receive calls on an Alfred E. Neuman phone? You won't!" Fortunately, there are plenty of other MAD-related products about to go on the market! Watch for the Alfred E. Neuman "special edition" Pocket Wok, the Spy Vs. Spy Chia Pets and the Sam Viviano Horse Grooming Brushes! They'll be available at all Warner Bros. Studio Store locations! If you don't see them, ask! —Ed.

TOMATOES DEPARTMENT

INSIGNIFICANT DATA DELUXE

**BIG BAD MAD #1
ON SALE AUGUST 22!!**

MAD #339 ON SALE AUGUST 22!!

Have you played MAD One-Liners yet? It's the weekly game in which you have a chance to write captions for new cartoons by MAD artists! Where can you play? On America Online's DC Comics Online! Correspond with the Usual Gang of Idiots and other MAD fans, download MAD color images and text (new files all the time!) and more! All you need is a computer, modem and a major credit card or checking account! If you don't already have America Online, call 1-800-203-2600 for a FREE starter kit and 10 FREE hours!

NEW! NEW! NEW!

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Note: MAD #337's "Buttman Fershlugginer" was written by Dick DeBartolo and illustrated by Mort Drucker. But you knew that!

CELEBRITY SNAPS



Here's the best offer you'll hear all day! We're looking for pictures of you, our readers, with famous, big-name celebrities! Send us copies of photos clearly identifying you and the incredibly well-known person you met! If we print your photo, we'll send you a free one-year subscription to MAD! If you and the celebrity are holding a copy of MAD in the photo, we'll make it a three-year subscription! As an example, here's a picture some schmuck loser with no life sent us a few years ago of himself with Steve Allen! It's too late for him to get a free subscription, but not you! Send them to MAD Celebrity Snaps, 1700 Broadway, NY, NY 10019! If you want your photos back, include a self-addressed, stamped envelope!

Hello, Chaps! Colonel Nigel Fabbersham, here!

I want to take this opportunity to tell you all of a truly **EXTRAORDINARY** Super Special coming your way faster than a herd of rampaging buffalo in heat! Its name is **Big Bad MAD**! And by *big* I do mean **BIG** - 96 glorious pages! And when I say *bad*, I do mean **BAD**, badder than a herd of **RAMPAGING BUFFALO** in heat (*though not the same herd I mentioned previously, thank goodness!*) But wait! I've saved the most extraordinary news for last! This Super Special marks the debut of the recently unearthed "**LOST PAGES OF MAD**" - a collection of some of the most **EXTRAORDINARY** works by MAD writers and artists that has never before appeared in magazine form! I do hope you'll cut a path to your purveyor of magazines on **August 22** and **UNEARTH** a copy of your very own. And be sure to tell them Colonel Nigel Fabbersham sent you. **Cheerio!**



Please Address All Correspondence To: MAD, Dept. 338, 1700 Broadway, N.Y., N.Y. 10019.
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however,
unless they are accompanied by a self-addressed, stamped envelope!

STALLONE RANGER DIES AGAIN DEPT.

Fifty years from now, the world will be very different! The most novel innovation will be the legal system! Justice will be meted out instantly by people who will arrest, try and convict wrongdoers on the spot! They will be called Judges! The 21st century jail will be more dangerous, more run down and dirtier than our present day prisons! They'll be more like our present day public schools!



J U D G E D R

Just who the hell is Judge Dreck? I never heard of him!

Dreck's a successful comic book character in England! They had the idea that if they introduced him in the U.S.A. he'd be popular!

Almost as popular as that other splendid British idea, "Taxation without representation"!

Why do they have so many slow motion action shots with Stallone?

What slow motion? That's Sly's speed in real life! When they want the action to look normal, they run the film faster! After all, the guy's almost 50 years old and they don't want to risk him plotzing!

Judge Dreck is the most feared man in the country! With him, civil rights mean nothing!

Yeah! He learned from studying Judge Clarence Thomas!

C'mon, you gotta be kidding! You're really Judge Dreck's brother?

It's true! We were both cloned from the same DNA!

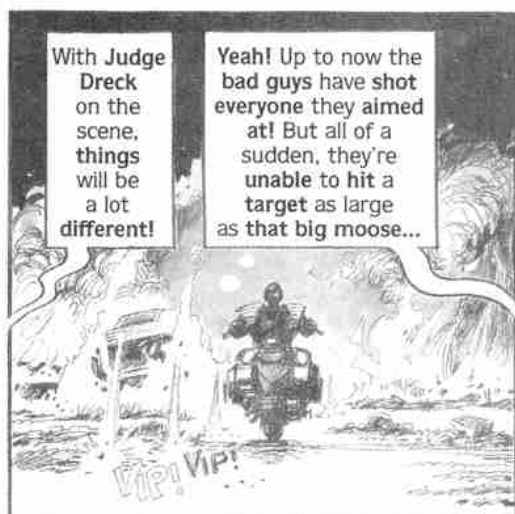
Then you and Dreck are actually the same person!

Right! In fact it was me and not him who starred in "F.I.S.T.", "Paradise Alley", "Oscar", "Rhinestone", and "Stop, or My Mother Will Shoot"!

Why would anyone want to do that?

Because I hate him and wanted to ruin his movie career!

Well, he's still here! I hope you're a lot more successful this time around!



E C K

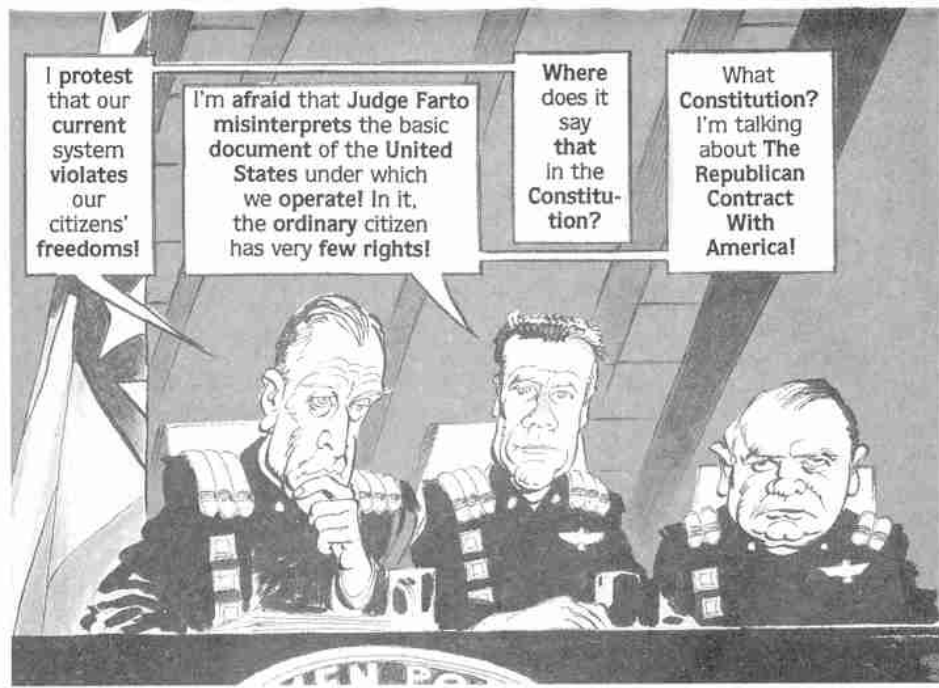
ARTIST: MORT DRUCKER
WRITER: STAN HART





What would you say if I offered you my body?

I'd say, "No thanks, I already have one!" But if I ever need a spare part, I'll call you!

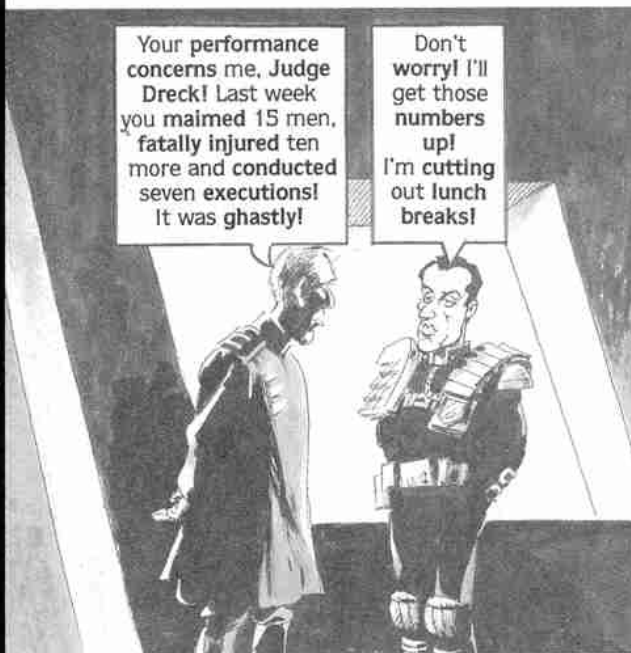


I protest that our current system violates our citizens' freedoms!

I'm afraid that Judge Farto misinterprets the basic document of the United States under which we operate! In it, the ordinary citizen has very few rights!

Where does it say that in the Constitution?

What Constitution? I'm talking about The Republican Contract With America!



Your performance concerns me, Judge Dreck! Last week you maimed 15 men, fatally injured ten more and conducted seven executions! It was ghastly!

Don't worry! I'll get those numbers up! I'm cutting out lunch breaks!



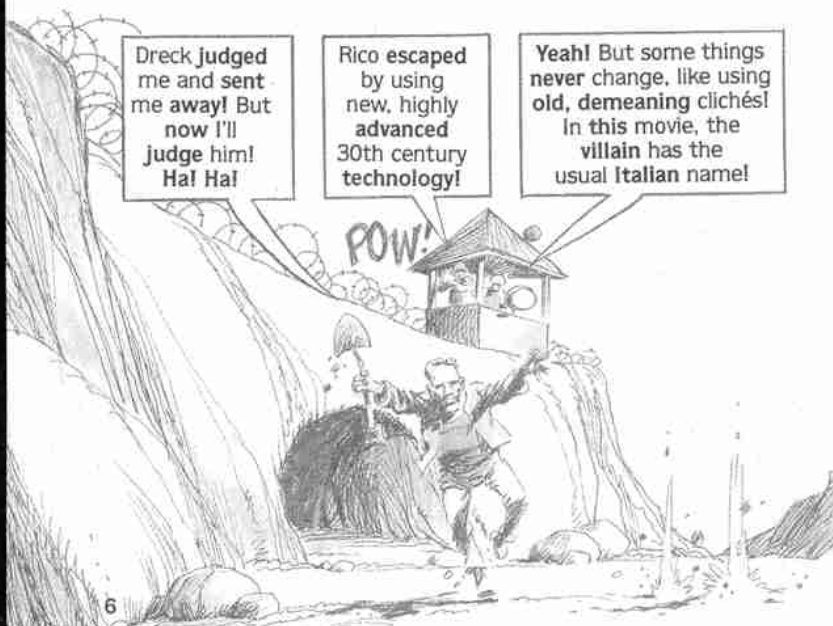
Good shooting, cadets! Monday is Open School Night! Each of you must bring a parent to class! We're running out of targets!

We can't bring anyone!

You two are excused! I know how good your aim is!

Who are those guys?

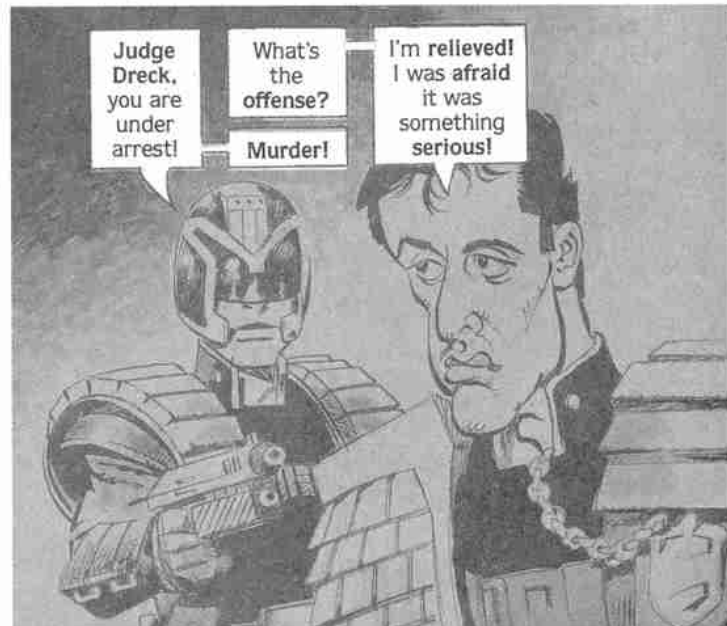
The Menendez brothers!



Dreck judged me and sent me away! But now I'll judge him! Ha! Ha!

Rico escaped by using new, highly advanced 30th century technology!

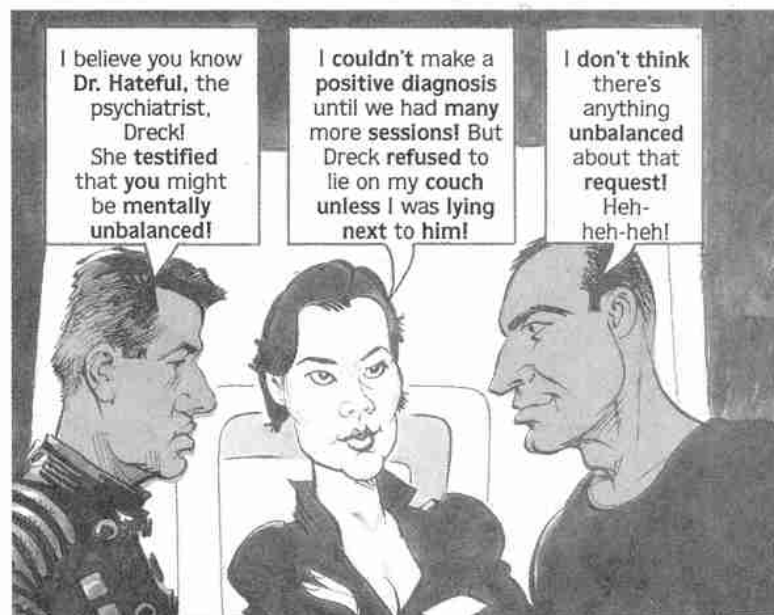
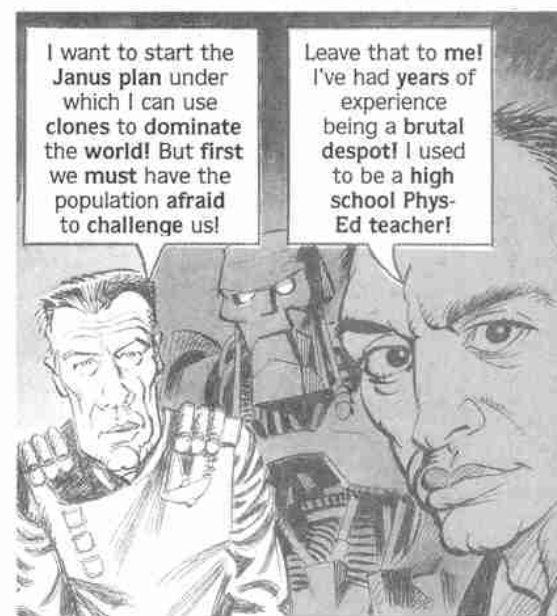
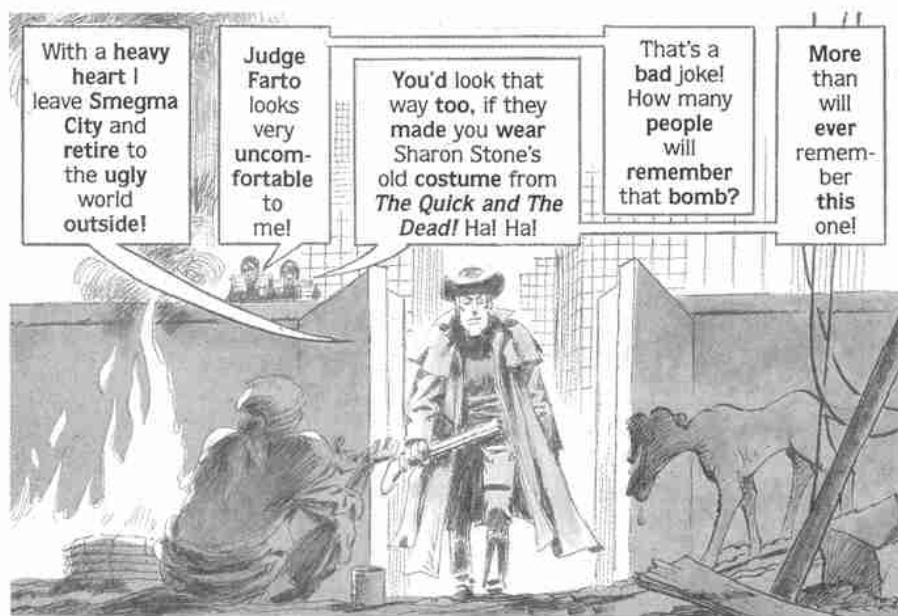
Yeah! But some things never change, like using old, demeaning clichés! In this movie, the villain has the usual Italian name!



Judge Dreck, you are under arrest!

What's the offense?
Murder!

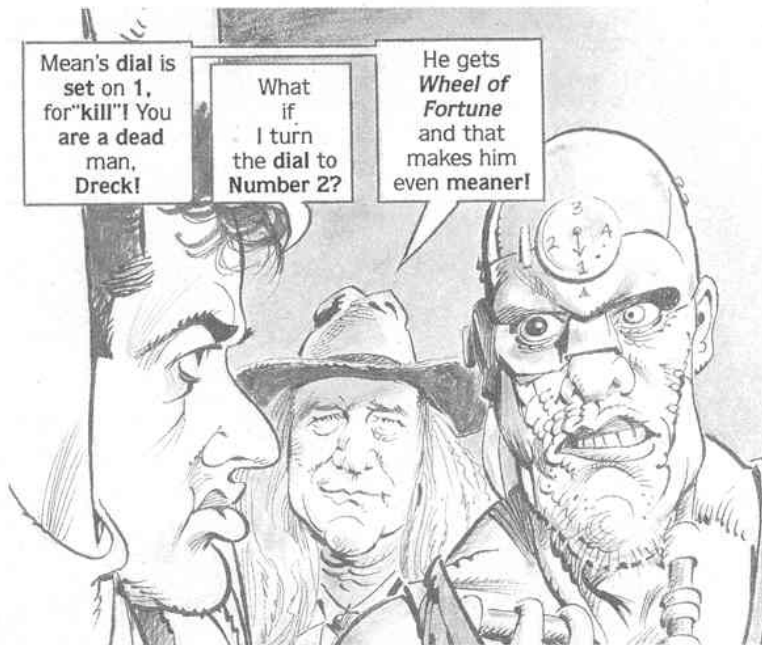
I'm relieved! I was afraid it was something serious!





Ha! You judges thought that your law could work! You didn't realize that the only thing that's truly effective is God's law!

And if that don't work, try a kick in the cajones!



Mean's dial is set on 1, for "kill"! You are a dead man, Dreck!

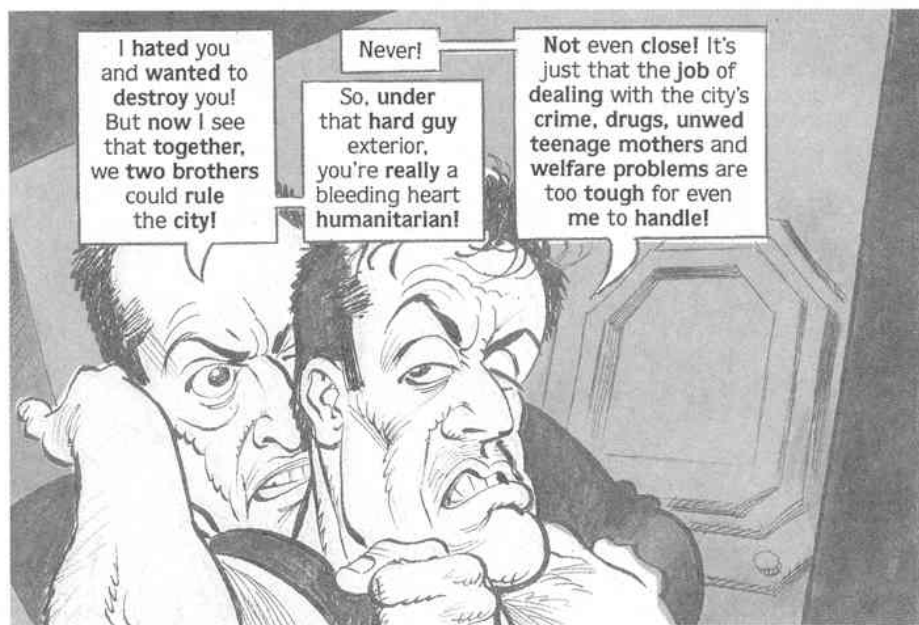
What if I turn the dial to Number 2?

He gets *Wheel of Fortune* and that makes him even meaner!



How'd you put him out?

I changed the dial to Number 3! That's a PBS fund-raising drive!



I hated you and wanted to destroy you! But now I see that together, we two brothers could rule the city!

Never!

So, under that hard guy exterior, you're really a bleeding heart humanitarian!

Not even close! It's just that the job of dealing with the city's crime, drugs, unwed teenage mothers and welfare problems are too tough for even me to handle!



This fight scene between women shows that there's a sexual equality in this movie!

Don't fall for that P.C. bull! We're fighting to show some boobs and buns! It's in our contracts, too!



You see, Dreck! All your efforts have come to nothing!

Not exactly! At least this pose will remind people to rent *Cliffhanger*! I make ten cents per rental!



I can't believe it — it's empty!

Of course! You may know a lot of high-tech stuff but what you don't know is that the hero never dies that way!



I got bad news and good news for you! First the bad news! You're 150 feet above the ground!

And the good news?

We judges have given your dive a 9.6 rating!

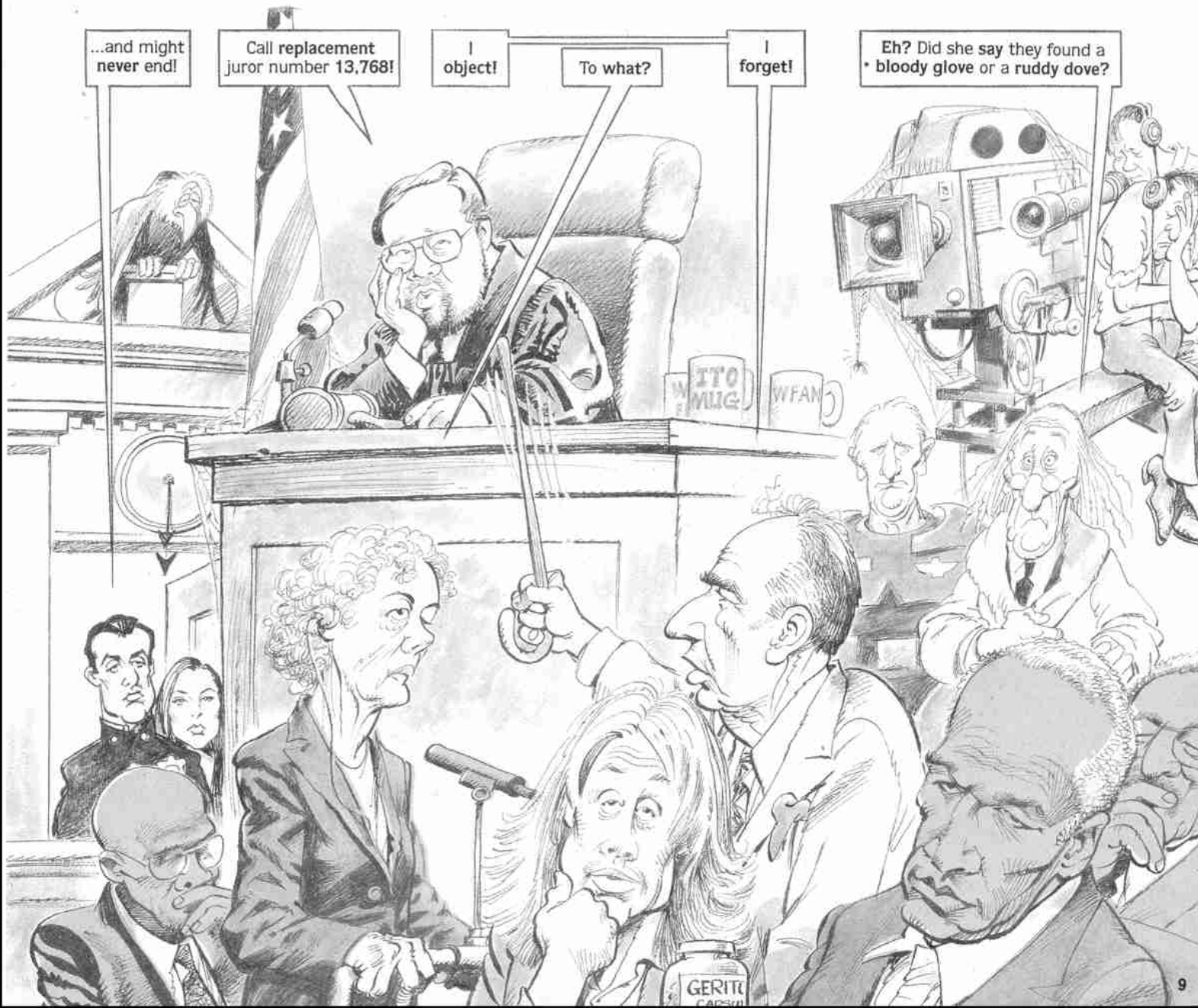


You could be a sitting judge, if you wanted!

Not me! I want to be out on the street!

How come?

You could be stuck with a case that drags on and on...



...and might never end!

Call replacement juror number 13,768!

I object!

To what?

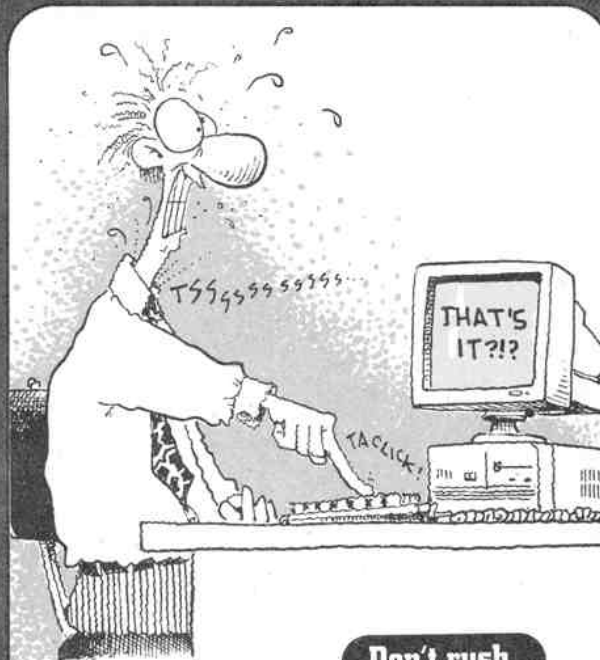
I forget!

Eh? Did she say they found a bloody glove or a ruddy dove?

DOWNLOAD MY
RAW DATA, BABY!



Do type dirty



Don't rush

CONTROL, ALT, DEVIATE DEPT.

We've known for years what the computer is capable of doing. You can shop for groceries, order airline tickets, and even do personal banking. Big deal! It wasn't until some pencil-neck geek came up with the idea of computer sex that we stood at attention in absolute amazement! After hours upon hours of painstaking (yet pleasurable) research, we came up with...

DO'S and DON'TS

Mad's

guide to

COMPUTER

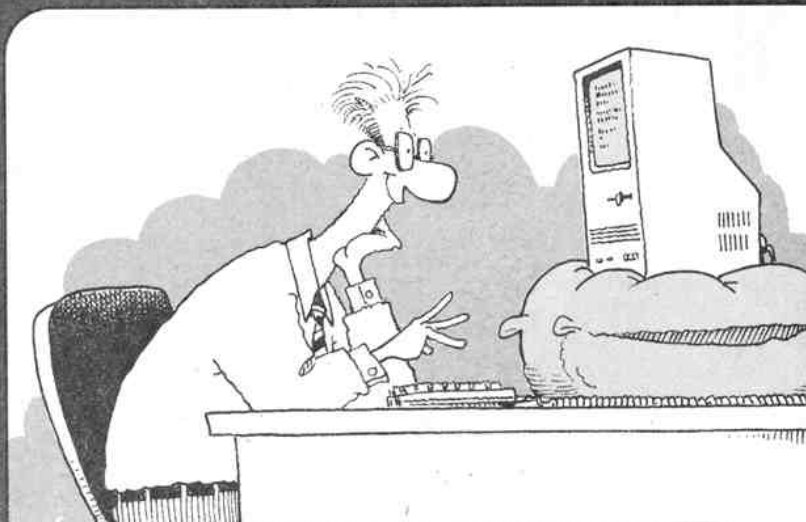
SEX

ARTIST AND WRITER: JOHN CALDWELL

I'VE GOT
960 MEGABYTES
OF HARD DRIVE
FOR YOU,
BABYCAKES!



Don't lie just to impress



Do make your partner feel comfortable



Do always practice safe sex



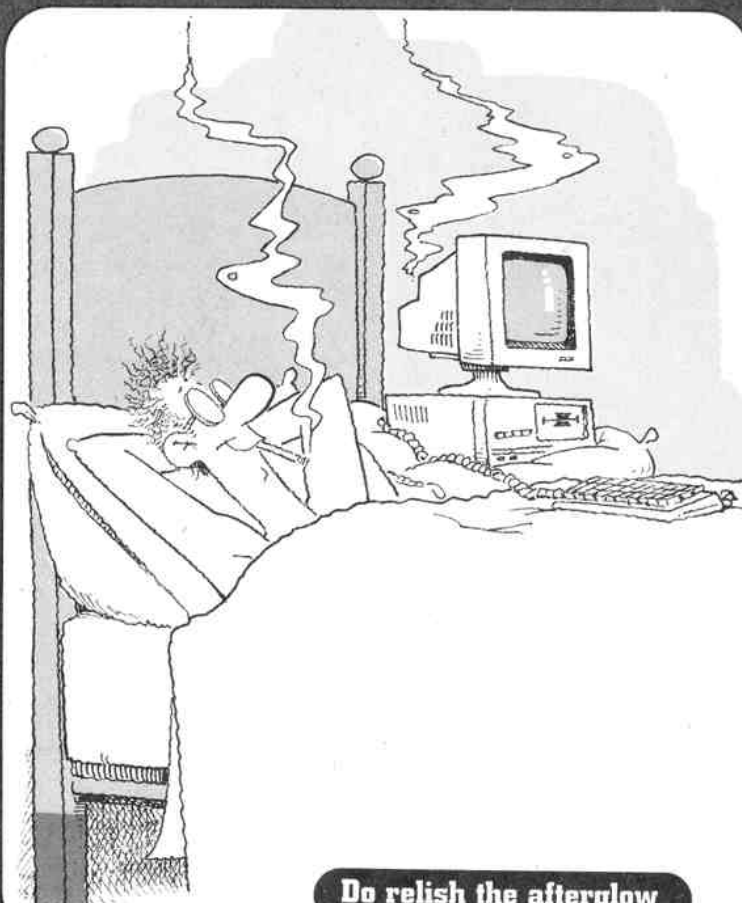
Do incorporate the latest software



Do practice role playing



Don't get too kinky



Do relish the afterglow

Even if you think you know every song, every video, every Duran, are you sharp enough to identify these

ROCK & ROLL

WRITER: DESMOND DEVLIN

ARTIST: SAM VIVIANO

1



- a) The Rob and Fab record on sale, complete with fungi and dust
- b) Aerial view of the moat built by Paul Simon to keep Art Garfunkel away
- c) The latest thing hanging around Flavor-Flav's neck
- d) Your guess: _____

2



- a) Microbes and paramecia combed out of Willie Nelson's beard
- b) Cher's extra-secret tattoos that fewer than 200 people have seen
- c) The epic battle between Michael Jackson's DNA and Lisa Marie Presley's
- d) Your guess: _____

3



- a) Prison bars, reserved for Ice-T by America's cops, if he even *thinks* about littering
- b) The notches that Robert Plant carves into his arm for every time a reporter asks about a Led Zep reunion
- c) A side view of the late Albert Goldman's unfinished manuscript: "Kenny G — What a Scumsucking Pig"
- d) Your guess: _____

4



- a) The four remaining highway rest stops in the US where Elvis has *not* been spotted
- b) The rap group Onyx, trapped on a drifting ice floe, as seen from the rescue plane
- c) The most disgusting panties ever thrown onstage at a rock star
- d) Your guess: _____

5



- a) Rod Stewart's wimpy, forced teardrop as he sings "Have I Told You Lately That I Love You"
- b) A lit match being held up in the air by some idiot fan screaming for "Free Bird" at a Sade concert
- c) A hole in the ozone layer being created by RuPaul's daily aerosol hairspray requirements
- d) Your guess: _____

6



- a) Donnie Wahlberg trying to forget the flop comeback of NKOTB by setting fire to a hotel carpet
- b) Any Cypress Hill recording session
- c) A confused Beavis and Butt-head, burning their own CD
- d) Your guess: _____

7



- a) Sid Vicious' very last hacked-up loogie, under glass at the Rock and Roll Hall of Fame
- b) What happens when heavy metal bands run out of TV sets, and throw each other off motel balconies
- c) The officially licensed Wayne's World Fake Vomit — good for a million laffs!
- d) Your guess: _____

8



- a) Aerial view of Jim Morrison's infamous Miami concert
- b) The pacifier Ron Wood gave his wife on their wedding anniversary
- c) What Paul Simon looks like to Art Garfunkel
- d) Your guess: _____

CIGARETTE BUTT PLUGS DEPT.

It's truly mind-boggling to witness the absurd and insulting levels tobacco companies will stoop to in order to entice us to smoke. From hideously grotesque cartoon camels to macho jerks on horseback to bimbo models in negligees to gratuitous "sponsorship" of sports and music events — we thought we'd seen it all. Hoo boy, were we wrong! The latest chicanery unleashed upon us by America's merchants of death is a slick, full color catalog appearing in magazines all over the country. Their revolting sales pitch: smoke enough butts and we'll make it easy for you to get some shoddy merchandise with our hateful logo "emblazoned" on it. Hey, just think, if you smoke all the cigarettes they want you to and manage to survive, you could become a walking advertisement for carcinogens! You'll find all the sickening details in...

MARBLEROW

GEAR

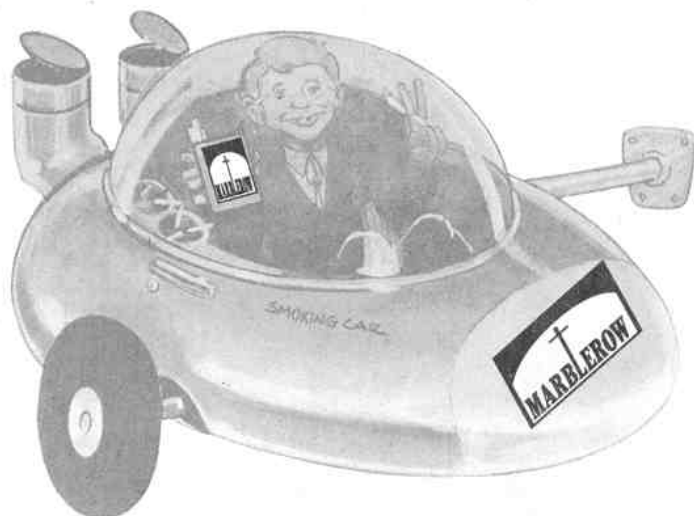
COUGH LOUD, WHEEZE HARD, SPIT MUCH AND GEAR UP.



ARTIST: GREG THEAKSTON

WRITER: DICK DEBARTOLO

THEAKSTON



MarbleRow revives an old motorcycle idea with a modern twist. Ideal for use in carpools in which you're the only smoker. Zinc-plated sidecar bolts to vehicle, allowing uninterrupted enjoyment of your nicotine addiction. Emblazoned with MarbleRow logo. 300,000 miles

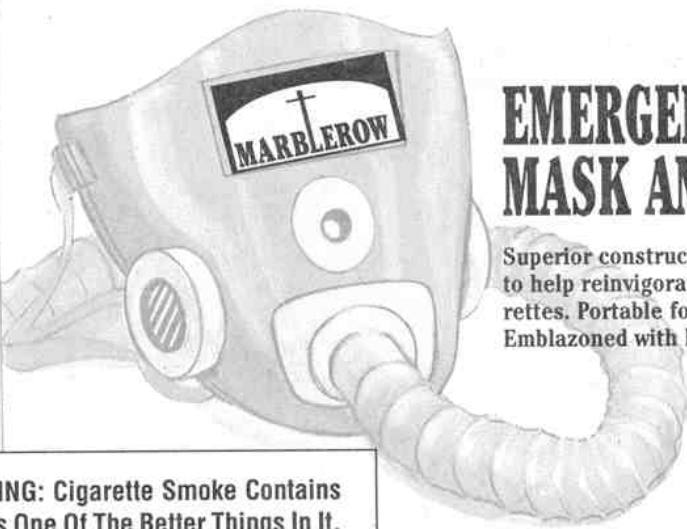
CANCER STORE

AUTOMOBILE SIDECAR

Ask for your favorite cigarette in a rough, outdoorsy "MarbleRow Cowboy" voice, even though throat cancer has completely dissolved your vocal chords. Emblazoned with MarbleRow logo. 1 million miles.

ELECTRONIC VOICE BOX

CANCER STORE

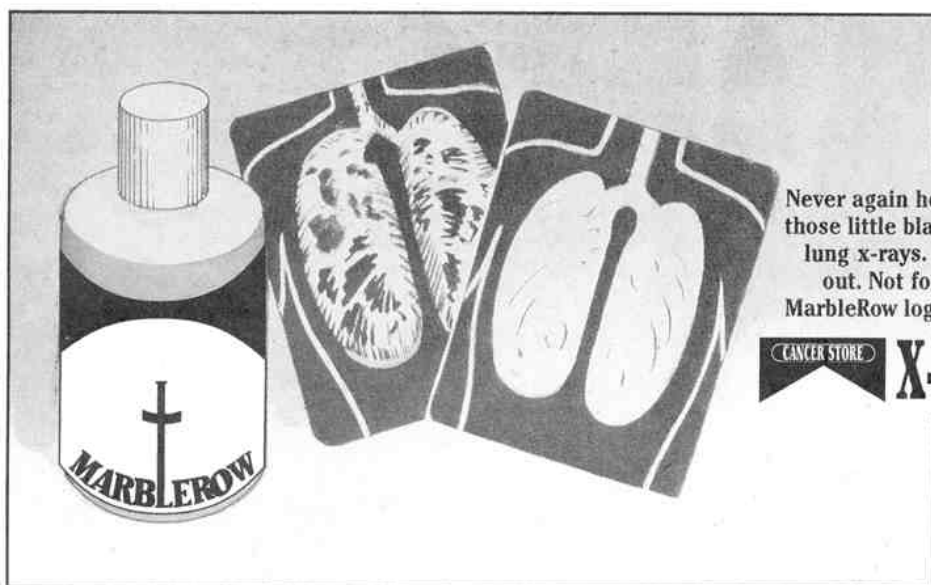


EMERGENCY OXYGEN MASK AND TANK

CANCER STORE

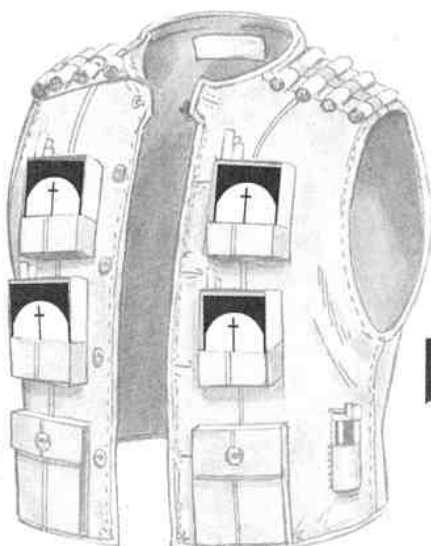
Superior construction and stylish design combine to help reinvigorate failing lungs between cigarettes. Portable for home or office use. Emblazoned with MarbleRow logo. 48,000 miles.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide—And That's One Of The Better Things In It.



Never again hear friends and family say "I told you so" when those little black dots begin growing and multiplying on your lung x-rays. Our exclusive fluid allows you to "white" them out. Not for use on actual lungs. Bottle emblazoned with MarbleRow logo. 55,000 miles (two bottles for 96,000 miles).

CANCER STORE **X-RAY TOUCH-UP FLUID**



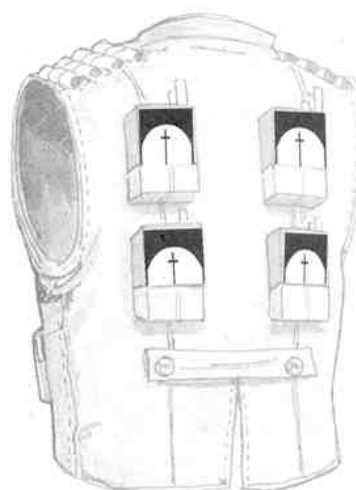
Rugged indoor styled jacket has 11 pockets! Eight for cigarettes, one for a lighter and two fire retardant cargo pockets that can be used as ashtrays when you're in places where thoughtless people have not provided any (as in hospital wards or jet airline restrooms)! Emblazoned with MarbleRow logo. 50,000 miles. Also available: Bulletproof smoker's jacket (in case rabid anti-smokers get even more militant). 150,000 miles. (Be sure to state size: S,M,L,XL. Please allow for the fact that are you probably shrinking.)

CANCER STORE **SMOKER'S JACKET**



Keep yourself out of trouble with this assortment of "furniture match" paints that cover unsightly and unavoidable cigarette burns wherever you make them. Kit also includes dozens of fabric patches, ideal to cover those dropped ash burns in rugs and upholstery. Emblazoned with MarbleRow logo. 1,525 miles.

SMOKER'S REPAIR KIT **CANCER STORE**



SURGEON GENERAL'S WARNING: Smoking May Shorten Your Memory And Do Something Else We Can't Remember.



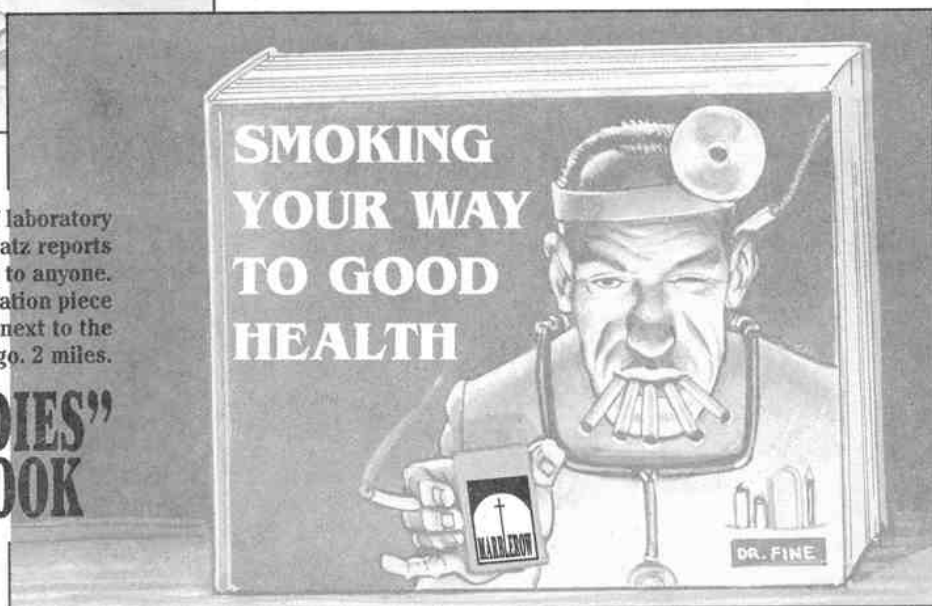
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Your Chances Of Being Ripped-Off By Crappy Merchandise Offers.

When cigarette-related disease leaves you too weak to stand or drive a car, this ready-customized walker will make you feel like you're shuffling ten times faster than other lifelong smokers. Emblazoned with MarbleRow logo. 13,313 miles.

RACING STRIPE WALKER CANCER STORE

Exclusive handsomely bound volume of laboratory experiments, field research and other ersatz reports indicating smoking is in no way harmful to anyone. Funded by the tobacco industry, this conversation piece will look great on your coffee table, right next to the ashtray. Emblazoned with MarbleRow logo. 2 miles.

"SCIENTIFIC STUDIES" REFERENCE BOOK CANCER STORE



HERE'S HOW TO GET MARBLEROW GEAR. GET THE MILES.

Collect MarbleRow Cancer Store Miles on specially marked MarbleRow packs. Each pack proof is worth 5 miles. Collect five packs, you have 25 miles. Collect 100 packs, you have 300 miles. (Fortunately, we don't offer a MarbleRow Gear calculator for you to check our math!)

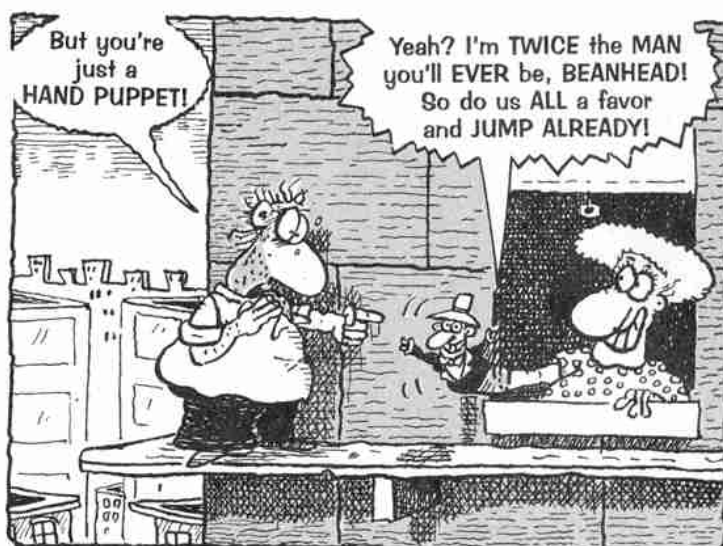
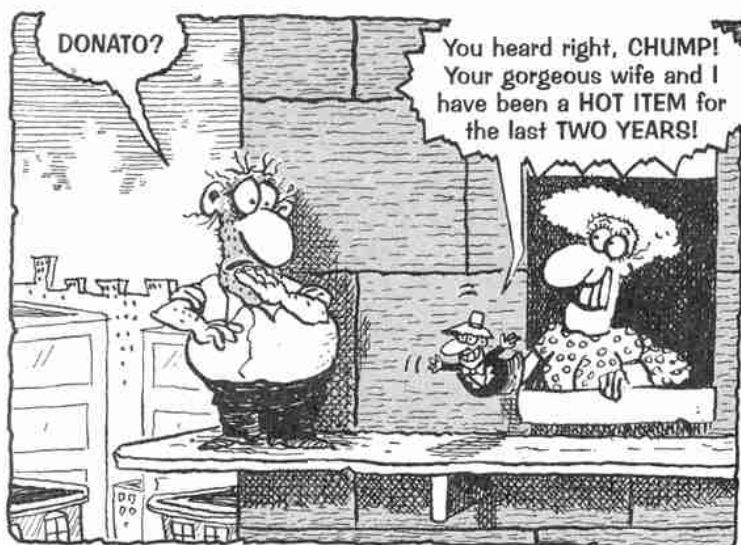
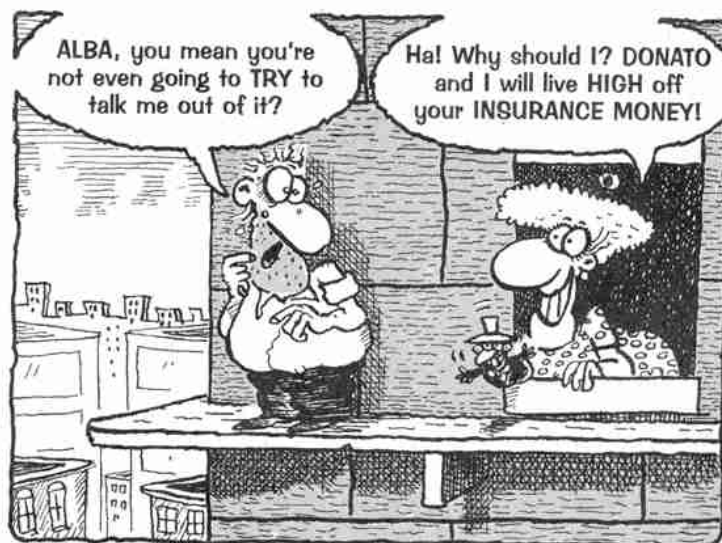
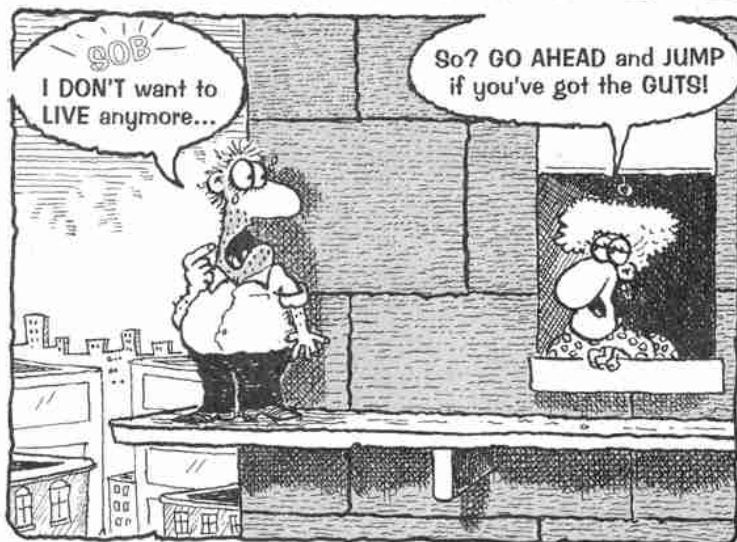
WHEN YOU'VE COLLECTED ENOUGH MARBLEROW CANCER STORE MILES TO GET THE GEAR, COMPLETE THESE 4 STEPS:

- 1 Send us a list of the item(s) you wish to order. You don't have to print or write legibly, since sending you your merchandise is at the bottom of our list. We already got you to smoke hundreds of packs of MarbleRows, which was the real reason for this promotion!
- 2 You must include your signature and birthday. You must swear that you are over 21 years of age. (But teenagers should remember that there is really no way for us to know if you're lying or not!)
- 3 Prepare a money order or check. Please wash your hands before you fill it out. We don't want to deal with the odor from your smelly smoker's fingers.
- 4 Send your completed order form, plus your check or money order and the tons of Cancer Store Miles required to:
MarbleRow Cancer Store
29 Tumor Way
Collapsed Lung, Montana 59715

Remember, we are not responsible if the cost of sending the MarbleRow Cancer Miles to us combined with the cost of shipping and handling exceeds the value of the gear itself. This offer is limited to smokers 21 years of age and older who are still living. Offer void for employees of Morris Philip and its advertising agencies. (There's a clause in our contract with our health insurance provider preventing us from smoking!) Please allow 10-12 weeks for delivery. If you're a real heavy smoker, request FEDEX delivery so your gift gets to you before you expire.



THE SILLY SUICIDAL SAGA



PROS AND CON-TRAST DEPT.

A bigger ball, an extra outfielder and a larger strike zone. If you think that's all that separates the amateurs from the professionals on the field of

BASEBALL v



If you see the pitcher warming up with a catcher in the bullpen...**IT'S BASEBALL**



If you see the pitcher warming up with a babe in his Chevy Blazer...**IT'S SOFTBALL**



If when it starts to get dark some of the fans get in their cars to leave...**IT'S BASEBALL**



If the third base coach signals the runner to go home...**IT'S BASEBALL**



If the third base coach signals his wife to bring him more nachos...**IT'S SOFTBALL**



If a buxom girl runs onto the field to kiss one of the players...**IT'S BASEBALL**



If after the game a crew must convert the field to a football stadium...**IT'S BASEBALL**



If after the game a guy must convert the field to a flea market...**IT'S SOFTBALL**



If the best seat in the house is the owner of the team's luxury box...**IT'S BASEBALL**



dreams, you've got another thing coming, rosin-bag-breath! Actually, once you sit down and do some research, you'll find a plethora of differences in...

IT'S. **SOFTBALL**



If when it starts to get dark some of the fans line up their cars along the back fence to light the field...**IT'S SOFTBALL**



If the average player takes in over a million dollars a year...**IT'S BASEBALL**



If the average player takes in over a million calories a game...**IT'S SOFTBALL**



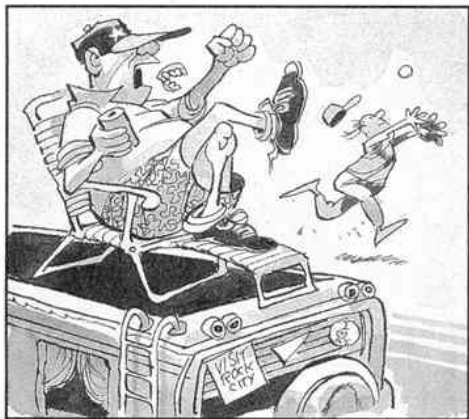
If a buxom girl runs onto the field to play shortstop...**IT'S SOFTBALL**



If the pitcher's Earned Run Average is 3.5...
IT'S BASEBALL



If the pitcher's Blood Alcohol Level is 3.5...
IT'S SOFTBALL



If the best seat in the house is the owner of the Winnebago's lounge chairs he put on the van's roof...**IT'S SOFTBALL**



If the manager is an older gentleman with a pot belly...**IT'S BASEBALL**



If the entire team is made up of older gentlemen with pot bellies...**IT'S SOFTBALL**



2.2% S&M freaks tuning into Headbanger's Ball for fashion tips.

SAMPLE-MINDED DEPT.

MTV is one of the greatest success stories ever. Hard driving videos, bodacious babes strutting in skimpy outfits, Beavis and Butt-head and so much more! What we wanted to know is: who watches this crap? We did a little digging and uncovered some interesting facts about the losers who sit around for hours staring at the boob tube! So, please read on 'cause we're...

MTV BREAKING NEWS



17.6% Rebels who hate corporate rock and only listen to "alternative" music by "alternative groups" — just like every other single person they know.



5.7% Michael Jackson's squadron of lawyers, checking to make sure they always, always, always call him "The King of Pop."



0.0001% Viewers who are still shocked and outraged by Madonna.



1.9999% Benedictine monks "gone show biz."

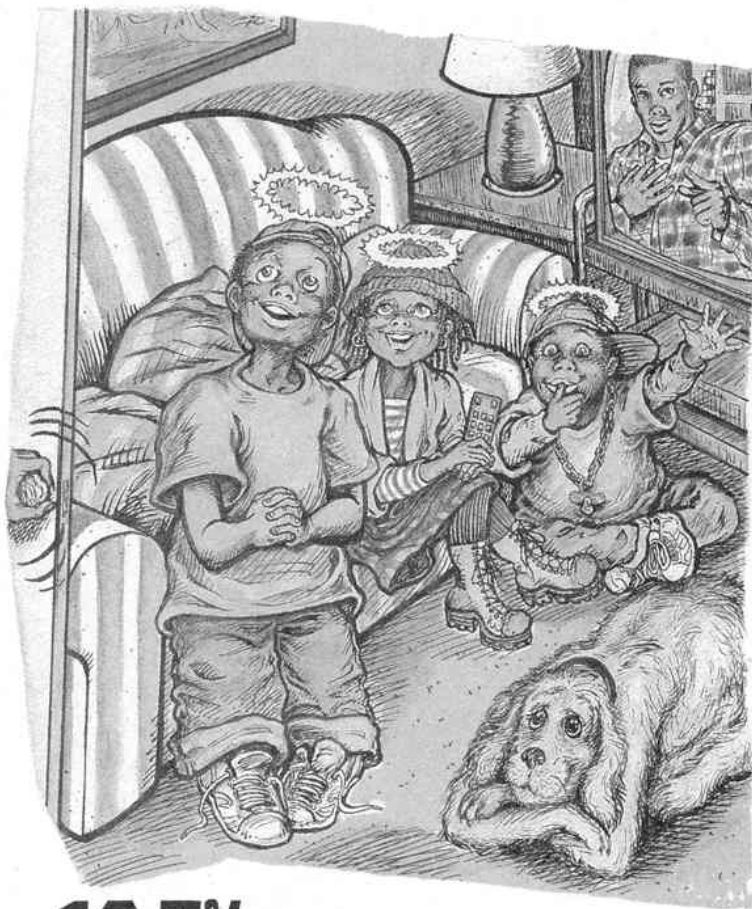
DOWN THE VERSION

ARTIST: LESLIE STERNBERGH

WRITER: DESMOND DEVLIN



9.8% Horny guys who think that they might have a shot at "connecting" with Cindy Crawford, if she lost her sight, was ovulating for the last time, and there'd been a nuclear war.



12.7% Latchkey kids who've convinced their absentee parents that videos by Warren G., Nine Inch Nails and the Meat Puppets are actually educational TV.



8.2% Desperate cases who get horny just hearing Kennedy say "Toad the Wet Sprocket."



2.5% Patient types who just know MTV's Top 20 Countdown is about to get around to playing the John Tesh request they phoned in five years ago.



3.6% Sore losers still demanding a final recount on the "Win Bon Jovi's House" contest.



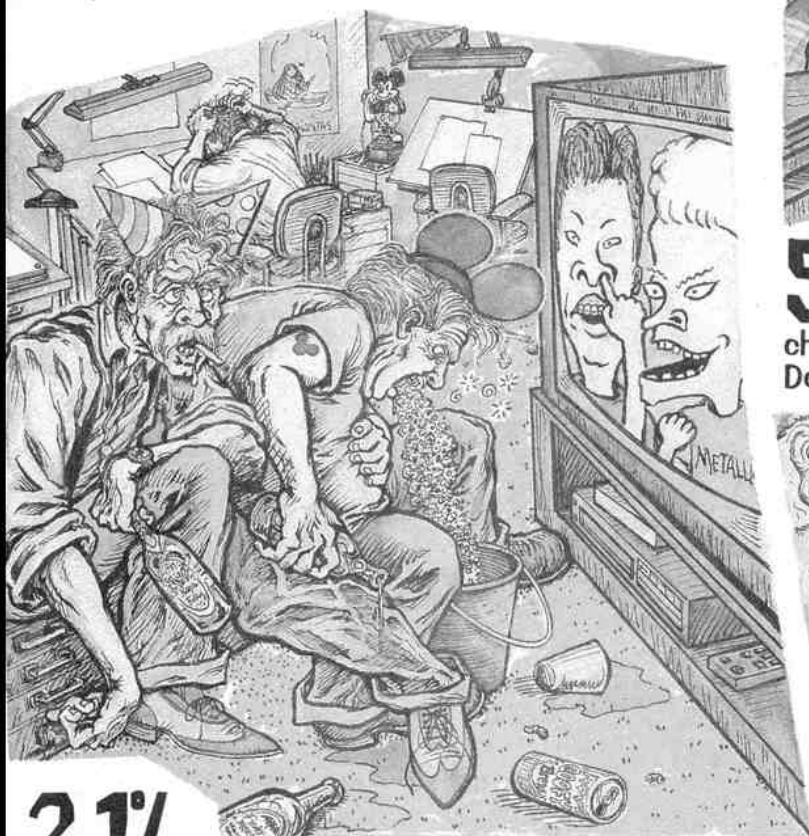
3.3% Sicko creeps still hoping to catch a glimpse of that Def Leppard guy's stump.



14.2% Realistic guys who've given up on Cindy, and would just like to meet that foxy "Bee Girl" from the Blind Melon video.



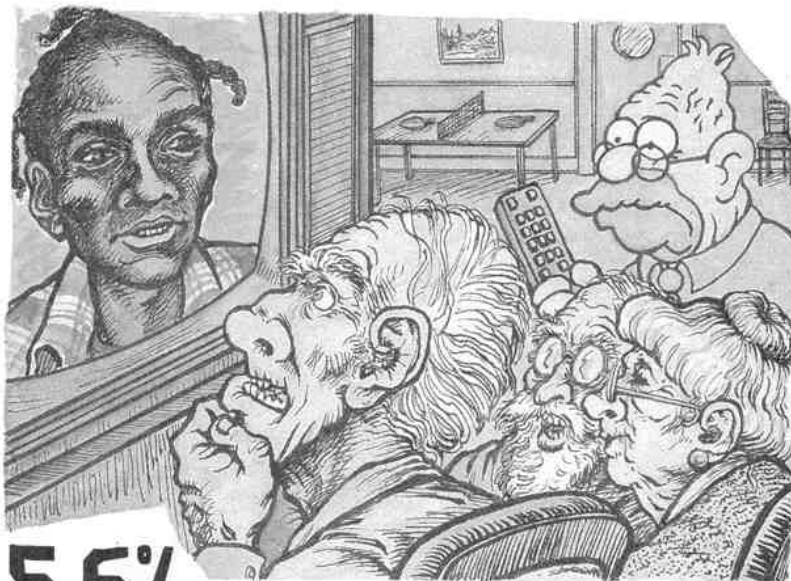
1.0% People who don't want to risk missing the excitement in case one of the Red Hot Chili Peppers ever puts on a shirt.



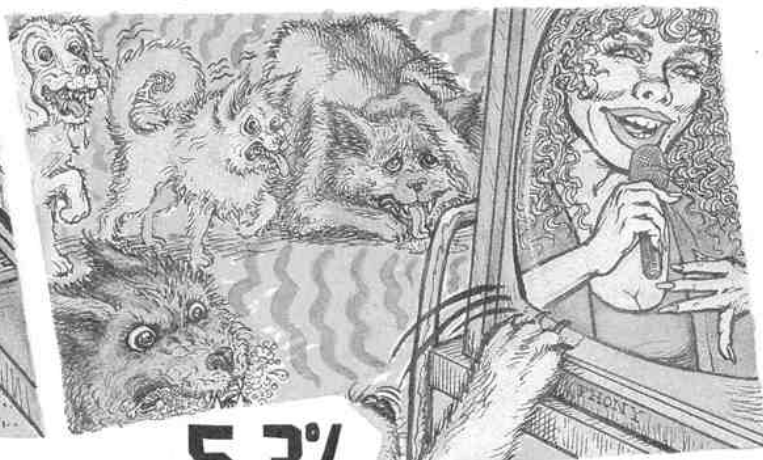
2.1% Disney animators watching Beavis and Butt-head, drinking heavily and wondering what's the use.



4.2% People who are certain they can figure out what the hell's going on in Meatloaf's latest video, if they just watch extra carefully for the 79th time.



5.6% Confused oldsters who can't quite read the channel changer anymore, wondering what Snoop Doggy Dogg's doing on Matlock.



5.3% Dogs, startled by Mariah Carey's high-pitched squeals.



FRAUD

A grotesque transgression, Fraud occurs when an individual knowingly dons apparel wholly inconsistent with their chronological age for the purpose of appearing younger to members of the opposite sex. This disturbing crime is increasing at a near epidemic rate as the youth-obsessed Baby Boom Generation moves into middle age and beyond.



DISTURBING

Disturbing The Peace occurs when a perpetrator premeditatedly wears or displays any jewelry and/or accessories which, in the course of nor-

CLOTHES ENCOUNTERS OF THE ABSURD KIND DEPT.

You have to wonder why, with so many clothing stores and magazines devoted to fashion, there are so many people walking around in our society who look as if they've been dressed by a blind circus clown. MAD thinks it's about time the government takes a stand on these horrible eyesores and sets up a police task force dedicated to arresting all those who commit...

CRIME



D.W.I. (Dressing While Intoxicated)

An individual is guilty of Dressing While Intoxicated (D.W.I.) when he or she, while under the influence of alcohol or other mind-altering substance, dresses in a manner tantamount to visual pollution. Reported instances of this crime are down since the formation of MADD (Mothers Against Drunk Dressing).



UNLAWFUL ASSEMBLY

The oldest fashion crime known to mankind, Unlawful Assembly takes place when one's selection of attire expresses a wanton disregard for esthetics and local community standards as related to the public combining of plaids, checks, stripes and other assorted fabric patterns.



THE PEACE

mal bodily movement, produce noise pollution which distracts, irritates and/or enrages others within a 50-foot radius.



IMPROPERLY SECURING A LOAD

Most frequently perpetrated by those of the zaftig persuasion, a citizen guilty of Improperly Securing A Load insists on wearing a garment, which, by all fashion industry standards, rules of common decency, and laws of physics cannot support, contain or restrain the body mass of the offending individual.

S OF FASHION

ARTIST AND WRITER: TOM CHENEY



UNLAWFUL IMPRISONMENT

Tragically, the victims of Unlawful Imprisonment are children preyed upon by over-protective parents or guardians. Acting in a deliberate manner and with reckless disregard of comfort and actual weather conditions, these insensitive adults dress minors in such a way so as to render them totally immobile, often resulting in their being mistaken for stuffed animals or lawn ornaments.



ENTRAPMENT

A truly heinous and intensely anti-social fashion infraction, one is guilty of Entrapment when he or she fails to make a prompt and reasonable effort to extract that portion of the garment which has been therein wedged, from the dark recesses of the gluteus maximus (crack).

TWO SIDES OF THE CON DEPT.

It seems that in life you're either a winner or a loser. Such as, the Road Runner is a winner, whereas daytime soap opera actress Susan Lucci is a loser! But hey, Jerky, it ain't always so cut and dry! We betcha didn't know there are times when you can experience both the thrill of victory and the agony of defeat! So, here are some examples to prove our point when...

YOU'RE a Winner



When your school board decides to counteract plummeting grades by "dumbing down" the standards...

YOU'RE A WINNER AND A LOSER!



When you finally outbid everyone in the auction hall for the glazed ceramic bust of Jim Nabors...

YOU'RE A WINNER AND A LOSER!



When you get to take the full medical deduction on your income taxes...

YOU'RE A WINNER AND A LOSER!

When you win first place in a Rush Limbaugh look-alike contest...

YOU'RE A WINNER AND A LOSER!



When the callouses on your forehead have built up to the point that crushing beer cans doesn't even sting anymore...

YOU'RE A WINNER AND A LOSER!



When you're taken right on time for your appointment with your proctologist...

YOU'RE A WINNER AND A LOSER!



When you grab the very last copy of *Stop! Or My Mom Will Shoot* in the video store...

YOU'RE A WINNER AND A LOSER!

INNER d a LOSER

ARTIST: TOM BUNK
WRITER: DESMOND DEVLIN



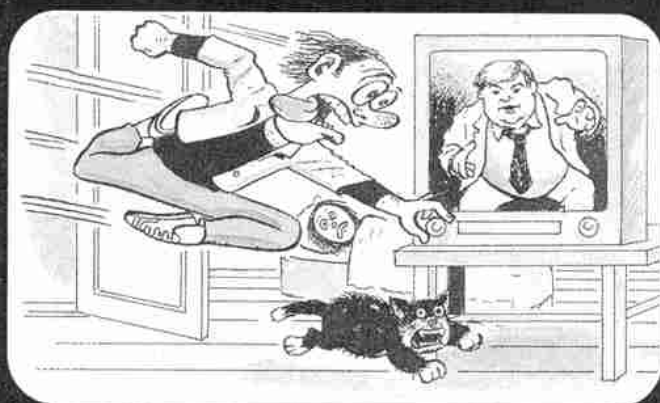
When backers finally raise the money to produce your sensitive, dramatic screenplay by signing Rosie O'Donnell...
YOU'RE A WINNER AND A LOSER!



When you find out exactly what the recipe is for that Chinese dish you love so much...
YOU'RE A WINNER AND A LOSER!



When the guy who's monopolized the "HOOTERZZ" vanity plates you've wanted for so long finally dies...
YOU'RE A WINNER AND A LOSER!



When you get home in time to catch *Saturday Night Live*...
YOU'RE A WINNER AND A LOSER!



When you can get your dental care totally free from nearby student trainees...
YOU'RE A WINNER AND A LOSER!



When you smoke enough packs to redeem 35,000 of your coupons for ski equipment...
YOU'RE A WINNER AND A LOSER!



When you get your entire prison sentence wiped out just by trying one experimental serum...

YOU'RE A WINNER AND A LOSER!



When you win 3rd place on *America's Funniest Home Videos* for your incredible "Lawn Mower Vasectomy" clip...

YOU'RE A WINNER AND A LOSER



When your lover says that of the 250 sex partners they've had, you're the very best...

YOU'RE A WINNER AND A LOSER!



When you pay off all your outstanding debts thanks to a loan from gentlemen named Louie Nickels and Icepick...

YOU'RE A WINNER AND A LOSER!



When the motorcycle cop says there's no reason why a pretty young thing traveling all alone like you should have to pay a speeding ticket, when the two of you can work something out...

YOU'RE A WINNER AND A LOSER!



When William Shatner agrees to sing the song you've written...

YOU'RE A WINNER AND A LOSER!



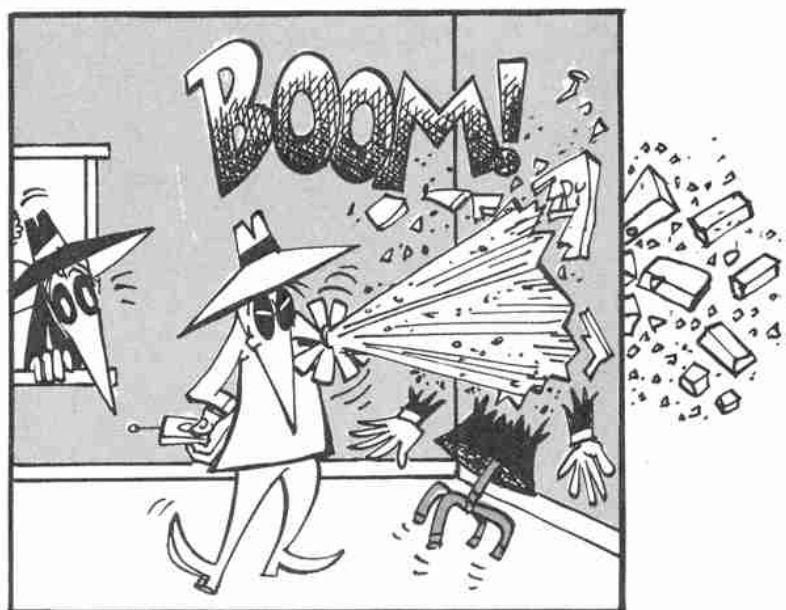
When you succeed in spending just 45 cents on soap, shampoo and deodorant in a whole year...

YOU'RE A WINNER AND A LOSER!



When your goiter gets you into the Guinness Book of World Records...

YOU'RE A WINNER AND A LOSER!



CLASS REGISTRATION

THE LIGHTER SIDE OF...



ARTIST AND WRITER: DAVE BERG



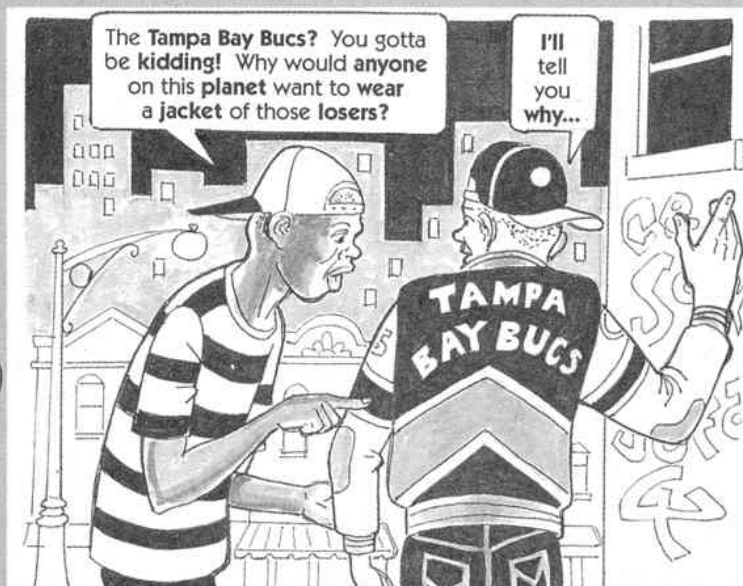
COMMUNICATION



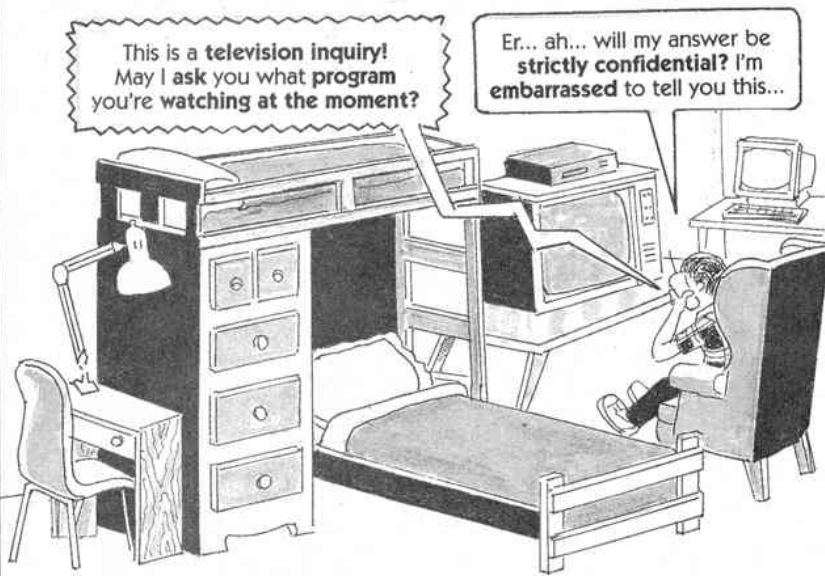
PREDICTIONS



CRIME



SURVEYS



DRINKING



PARENTS NIGHT



THERAPY



PRIORITIES



CONSIDERATION



THE OFFICE



APPRECIATION



DOCTORS



MOM'S AWAY! DEPT.

"Latchkey Kids" are (for the 12 of you who still don't know) children who are left home alone. No, not when their parents fly off to Paris without them, but everyday after school while their parents are still at work! With literally millions of Latchkey Kids out there, it's not just a trend or phenomenon — it's a full-blown lifestyle! Of course, since nothing becomes an official lifestyle until it has its own magazine, here's a sample edition of...

LATCHKEY KID

THE MAGAZINE OF REAL "QUALITY TIME"—
Having the whole house to yourself WITHOUT butt-pain parents around!

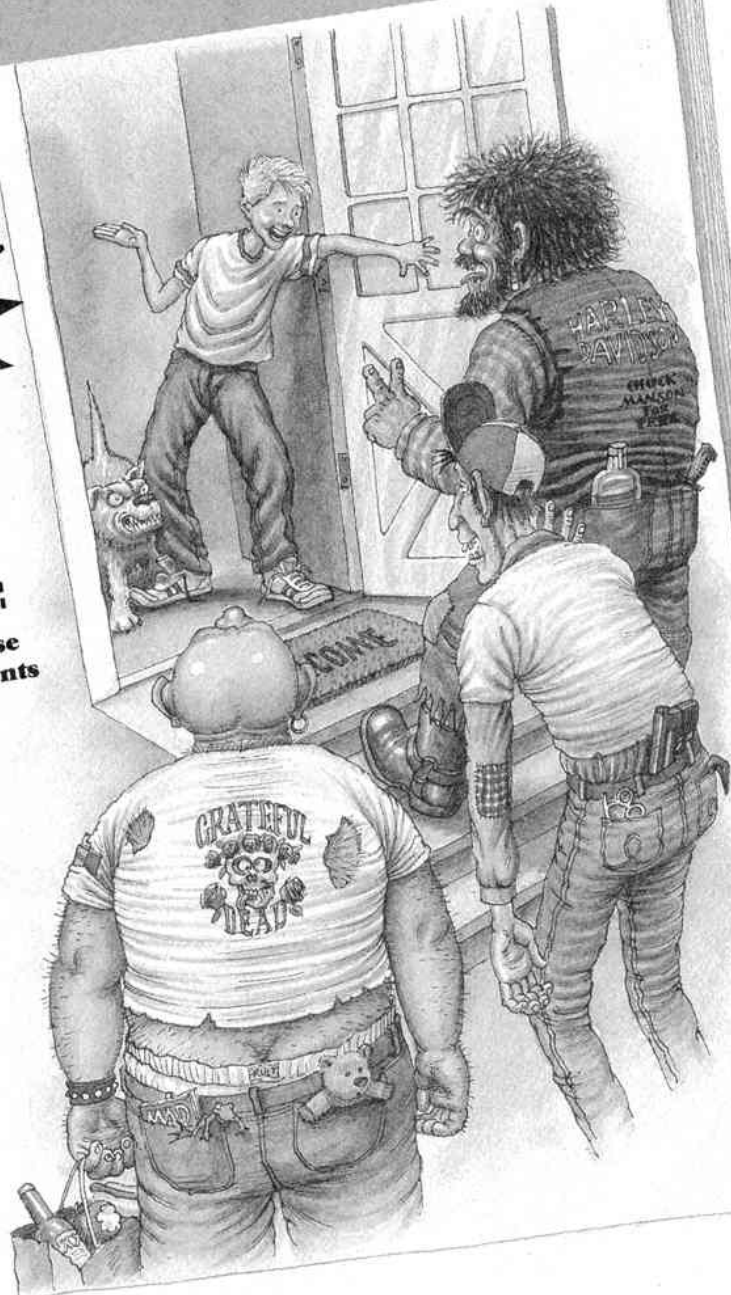
**INVITING DRIFTERS
IN FOR LUNCH--**
Instant Play Pals Who
Rarely Turn You Down!

LATCHKEY KID STRESS SYNDROME:

"It's the new all-purpose excuse
that guilt-ridden YUPPIE parents
fall for every time!"

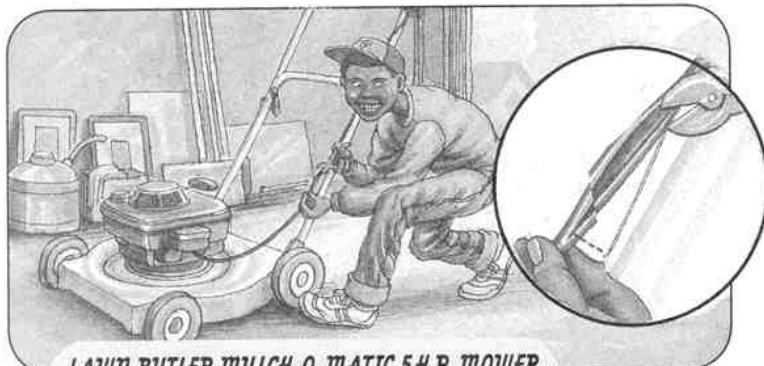
**More Great Leads on
Where Your Dad
Might Be Hiding His
Girlie Magazines!**

**Coin Collections, Cordless
Phones, Toaster Ovens and
10 Other Things You May
Not Have Thought About
"Experimenting" with
in the Microwave!**



the "FIX"-IT FILE

For the Latchkey Kid with unwanted chores to do, we present our monthly troubleshooting guide to selected household appliances and how to "fix" them (if you know what we mean)!



LAWN BUTLER MULCH-O-MATIC 5 H.P. MOWER

PROBLEM: Mower engine runs fine.

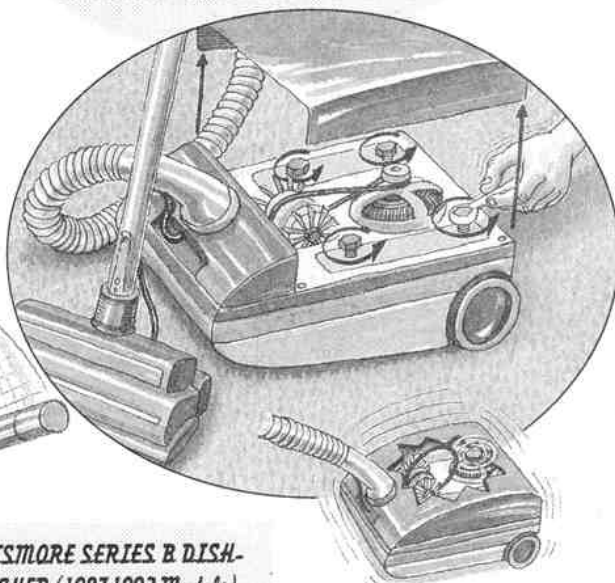
SOLUTION: Cut a 3" section out of the cable running from the Control Lever to the Engine through a small, undetectable slit in the cable insulation, thus making it impossible to engage the ignition switch ever!



SPOTSMORE SERIES B DISHWASHER (1987-1992 Models)

PROBLEM: Dishwasher is operating normally.

SOLUTION: Locate the Master Fuse Box to your house, remove the fuse to the dishwasher circuit, hurl fuse into next county!



SUCK-RITE Model 12B Vacuum Cleaner

PROBLEM: Vacuum Cleaner works.

SOLUTION: After Removing the housing cover, unscrew the four Retainer Bolts exactly 3 1/2 turns, replace the housing cover and turn vacuum on...the vibrating motor will cause the Drive Belt to wiggle off by itself!

THE LATCHKEY TOP 3

What Latchkey Kids Are Talking About This Month

1. OSCAR MAYER LUNCHABLES AND FRUIT ROLL-UPS

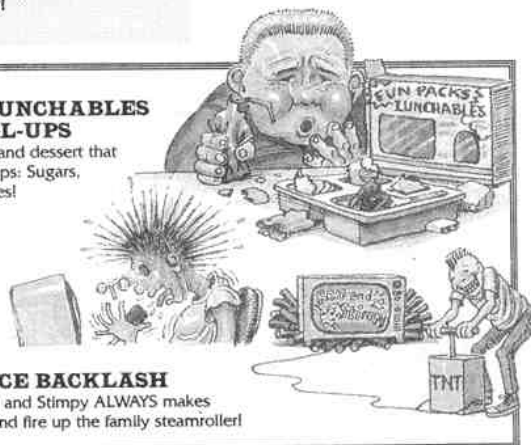
Finally! A complete lunch and dessert that includes all four food groups: Sugars, Salts, Fats and Preservatives!

2. 911 OPERATORS

How come none of them can take a joke?!

3. THE TV VIOLENCE BACKLASH

Oh, sure — watching Ren and Stimpy ALWAYS makes me wanna grab the TNT and fire up the family steamroller!



ASK LARRY

Larry Leechman was one of the original Latchkey Kids back in the 1960s! Today, he's 38 years old, a Ph.D. and still living at home!



Dear Larry,
What can I say to my parents to make them change their minds and let my friends come over to play when they're not home?

Lon Lee
Secaucus, NJ

Dear Lon,
It's not so much what you say, but how you say it! Next time, try this: instead of saying you want to "play with your friends"...tell your folks you "need" to do some "peer-group bonding" and that it's essential to your "psycho-social development!" (Sure, I know it's just gobbledygook, but today's "New Age-y" parents eat up that crap with a spoon!)

Dear Larry,
My folks insist I only watch "educational" TV programs. But, besides SESAME STREET and BARNEY THE DINOSAUR (Yecch!), there's nothing on!

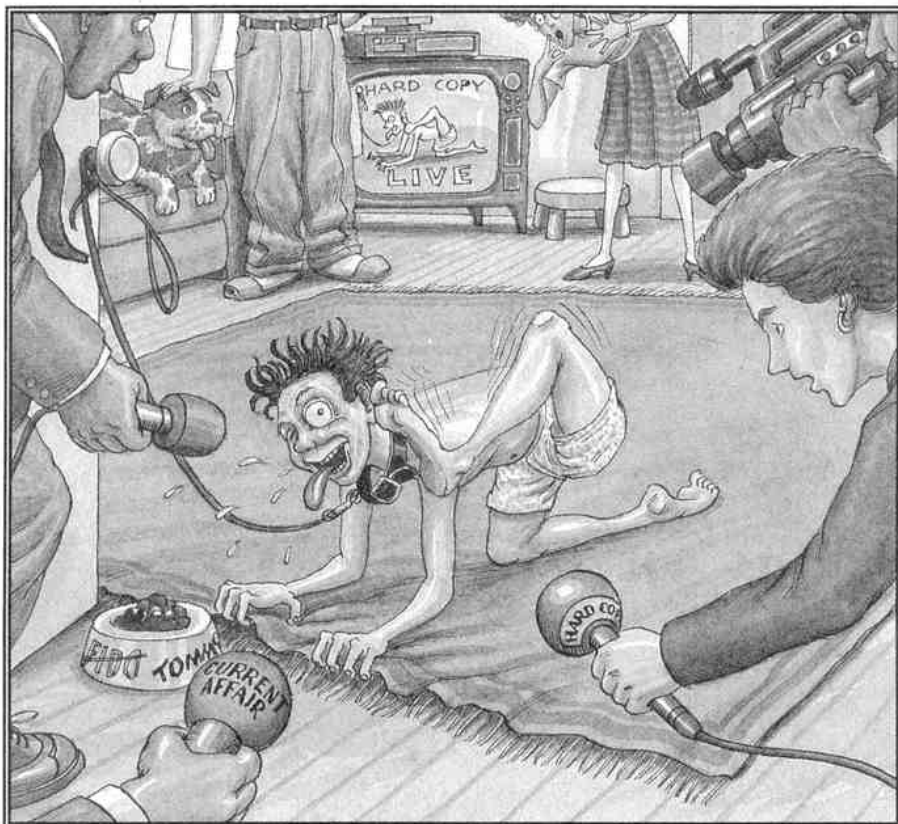
Flip Stations
Atlanta, GA

Dear Flip,
Nonsense! Almost everything on TV is educational, if you just "position" it to your parents the right way! For example, take Ren & Stimpy, a show that teaches about the digestive system by the sounds that come out of the body! Or how about DOUBLE DARE? It's practically a college-level course in Fluid Dynamics and Gravitational Physics! And then there's BEAVIS & BUTT-HEAD — you couldn't ask for a better "Stay in school, just say NO to drugs" message!

Confidential to "Pizza Face":
You're absolutely right in being concerned that your daily "afterschool party mix" of Cheetos, M&M's, Ding-Dongs, Doritos, Milk Duds and the marshmallow pieces from Lucky Charms isn't nutritionally balanced! You have to make a change! I recommend the next time you whip up a batch, toss in a handful of Flintstones vitamins! Bon Appetit!

(Wink, wink!) DON'T TRY THIS AT HOME!

Actual readers accounts of their favorite hoaxes, pranks and practical jokes.



"One afternoon, our dog Woof had slipped out of his Collar and Leash. Out of sheer boredom, I put it around my own neck...and had a brilliant idea! First, I tied myself to a doorknob; set out a fresh bowl of Alpo; then started calling up producers for Hard Copy, A Current Affair, Inside Edition — all the big Tabloid TV shows! Sure enough, the next day my face was beamed coast to coast as 'Dog Boy, the most mistreated kid in America!' Wow, were my parents embarrassed! (Even now, months after the original 'gotcha,' they still can't go outside without being physically attacked by strangers!!)"

—Billy Weblo, Chud, MO

WE PAY \$\$\$ FOR YOUR STORIES!

\$100 for POWERTOOL PRANKS — Humorous true anecdotes about workshop faux pas involving bandsaws, routers, drills, biscuit joiners, and of course, nail guns!

\$75 for DRAMA AT THE DEADBOLT — Grossly exaggerated or completely fictitious tales about "strangers at the door" designed to impress family and friends with your alleged "bravery."

\$50 each for "All in a Day's Lounging Around" — "My Most Unforgettable Electrical Fire" ...and "Prank Phone Calls — the Best Medicine."

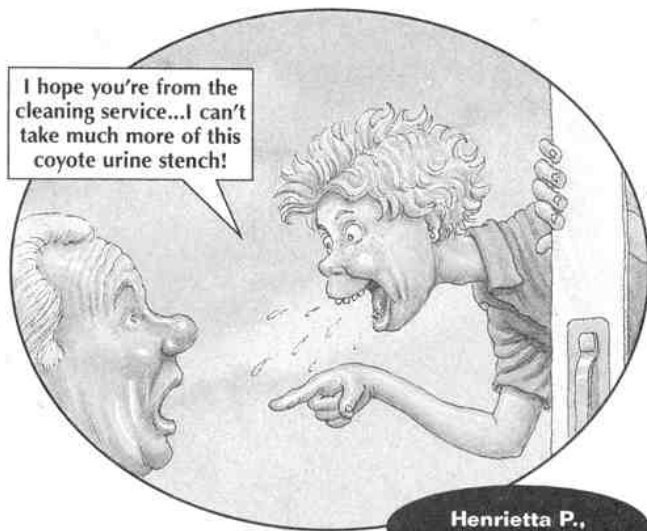
THE BIG QUESTION

We sent our roving questioner across the nation to knock on Latchkey Kids' doors and find out the answer to **THIS MONTH'S QUESTION**: What do you say to strangers who come to the door when your folks aren't home?



My family's upstairs taking a shower...together.

Prudence B., Salt lake City, UT



I hope you're from the cleaning service...I can't take much more of this coyote urine stench!

Henrietta P., Baton Rouge, LA



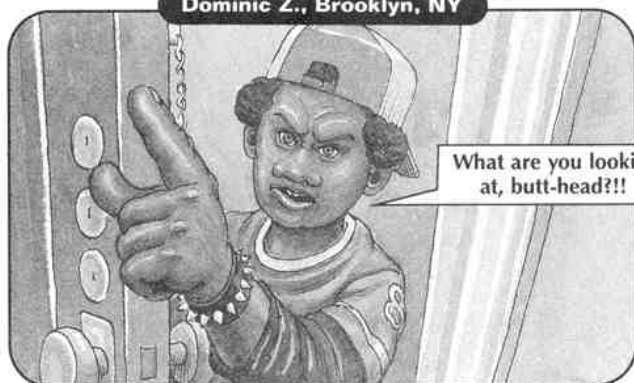
"Jake the S." Jr., Tampa, FL

Sorry, my Dad, the Karate Instructor, just stepped out for more steroids!



You're just in time...we've shaved the goat but haven't started the ritual yet.

Ben W., Burlington, VT



Dominic Z., Brooklyn, NY

What are you lookin' at, butt-head?!!

LATCHKEY KID CLASSIFIED ADS

FOR SALE

4 Bdrm split-level house. First \$85 (or Nolan Ryan Rookie Card) takes it! Call between 3 P.M. and 5:30 P.M. ONLY! (If an adult answers, hang up!) Mike. 555-1940.

SERVICES

Former Career Burglar will stage phony break-in to cover up your own clumsy accidents. Broken windows a specialty. Complete police record available on request. Call Bruno. 1-800-EX-CON

FOR RENT

My parents' bedroom, by the hour. Includes free use of their X-rated tapes and leather-wear! Must clean up afterward. "John Doe, Jr." 555-8930

PERSONALS

TAKE ME HOSTAGE! 12-year old girl of affluent parents available immediately for phony kidnapping plot. Will split all ransom proceeds 50/50. No professionals. Call Tawana 555-4555.

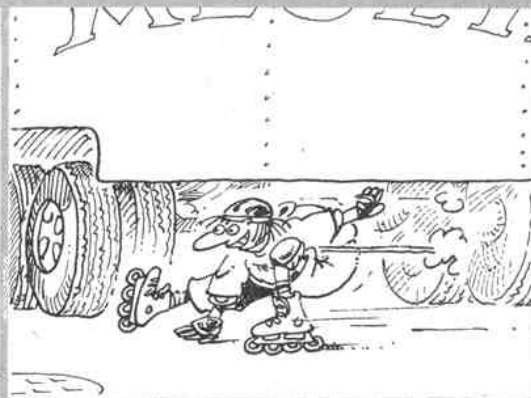
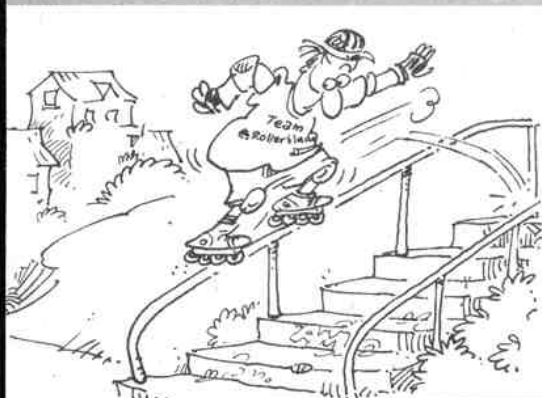
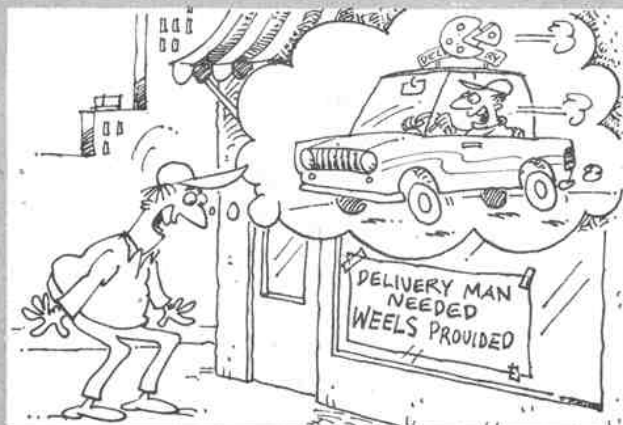
BUSINESS OPPORTUNITIES

Make up to \$500 a week in your spare time after school, spying on neighbors and blackmailing them over what you find out! Cheating housewives...backyard marijuana growers...illegal Cable-box tappers...Building Code violators...and many, many more — All ready to pay you to keep quiet! Send \$49.95 now for training kit, binoculars and official "Junior Extortionist" I.D. Badge. Box 007, Disney, FL.

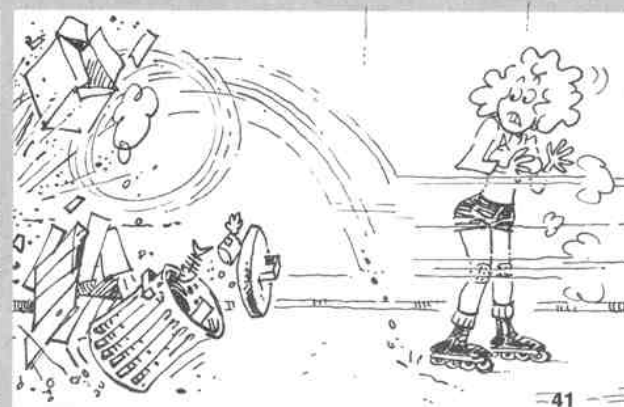
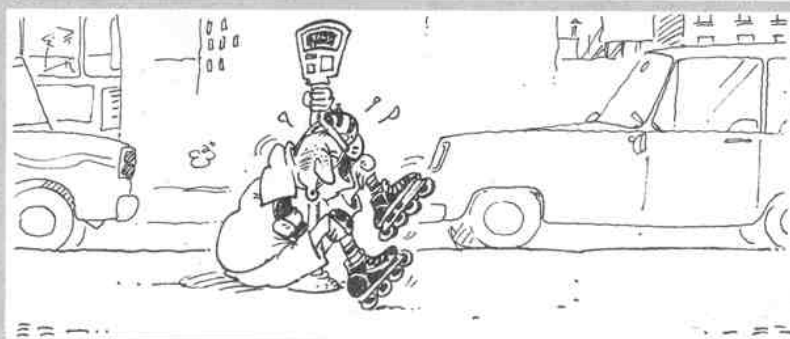
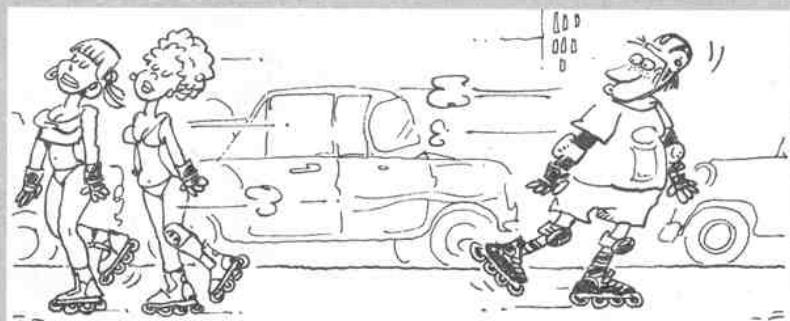
SERGE-IN GENERAL DEPT.

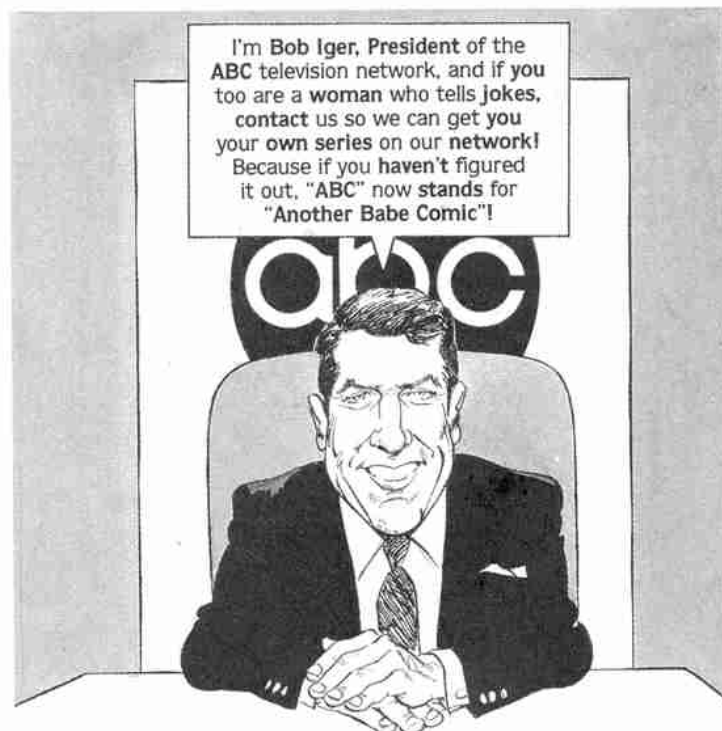
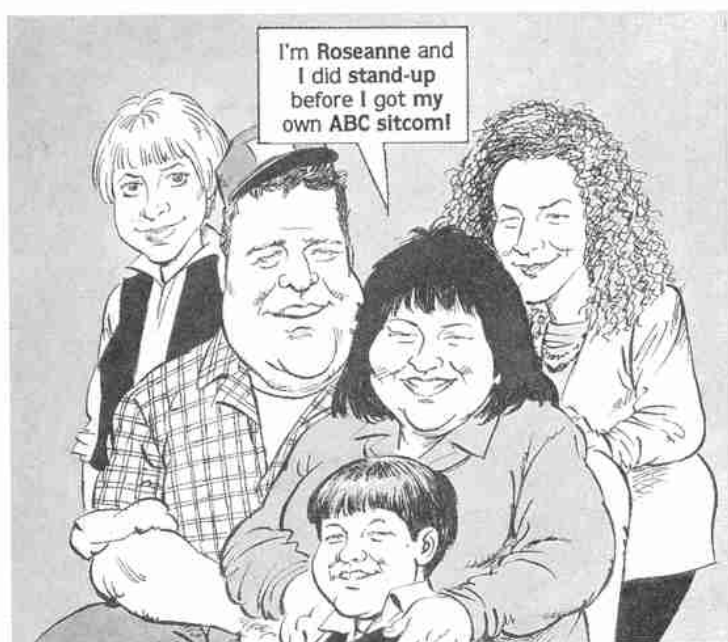
A MAD LOOK AT ROLLERBLADING

ARTIST AND WRITER: SERGIO ARAGONES









A KICK IN THE BUTLER DEPT.

Thanks for the newsflash, Bob! And although each year "babe comics" deserve the scrutiny of our jaundiced eye, today's winner is the show that should be called "Single White Trash Female." While the notion of stand-up comic Brett Butler starring as a single mom trying to raise three kids is an admirable one, the plots and acting on this show is so lackluster and pedestrian it's clear to everyone who sees it that it's simply. . .

Grace Uninspired

ARTIST: ANGELO TORRES

WRITER: A.J. MARLEY

I'm Grate! On this show, we depict men the way they really are — abusive, selfish and manipulative! And if the men on my writing staff don't portray them that way, I'll fire every one of them, because around here I'm the abusive, selfish and manipulative one!

I'm San Quentin and since my mom kicked my dad out, mom calls me the "man of the house"! 'Course, I'm not really the man of the house — and lucky for me, considering how mom feels about men!

I'm Lippy and when I grow up I want to be just like my mama! And I've been practicing — making life miserable for every boy I know every chance I get!

I'm Naydeed, Grate's best friend, and I hate it when people say I have a problem relating to men! Heck — I've had four husbands!

I'm Wave! I used to fly combat helicopter missions over the dark, hostile jungles of Viet Nam! Now I'm Naydeed's fourth husband! Boy, do I miss the dark hostile jungles of Viet Nam!

I'm Grate's sister, Fate! Grate tells me she couldn't get by without my emotional support! Funny, I never considered unlimited free baby sitting and endless housecleaning help, "emotional" support!

I'm Russet, Fate's boyfriend and Grate's platonic male friend! Like a lot of characters on this show, I'm in recovery! I'm trying to recover from leaving a classic, hilarious series like SCTV and winding up here!

I'm Grate's ex-husband, Gimme! I'm a shiftless, irresponsible, woman-abusing, semi-unemployed alcoholic who Grate insisted be on the show so they'd have at least one positive male role model!



DRINK COFFEE

So tell me, Grate — nobody knows me better than you — you and I do everything together! Why can't I get pregnant?

Probably because you're always at my house! Spend 20 minutes with your husband once or twice a week, you might be surprised!

Well, thanks for the advice, Grate! It must make you feel good, the way you solve everybody's problems!

Yeah, but I think my reputation for problem solving may be getting out of hand...

O.J. Simpson! What are you doing here?

Man, I hear if you got a problem, this chick's the best!

Russet, I need your professional help!

What seems to be the problem?

I'm packing 179 pounds on a 5'4" frame! I need some diet pills!

Gee, I don't think you're overweight!

Yeah, look again! The flesh-eating bacteria just named me "Buffet of the Year"!

Last night I dreamed I was tied to the bedpost and a lady in a leather mask was standing over me with a whip! You know about these things, Grate! Do you think that dream had any sexual significance?

The way my mind works, Russet, you could have dreamed about a nun saying grace at Thanksgiving and for me it would have deep sexual overtones!

I don't know, lately I feel restless, anxious, bored... Maybe I'm going through a mid-life crisis!

Maybe you're going through a "no-life" crisis! You're a dull guy, Russet! Who has erotic dreams about a nun on Thanksgiving?

But I didn't! You were the one who said that!

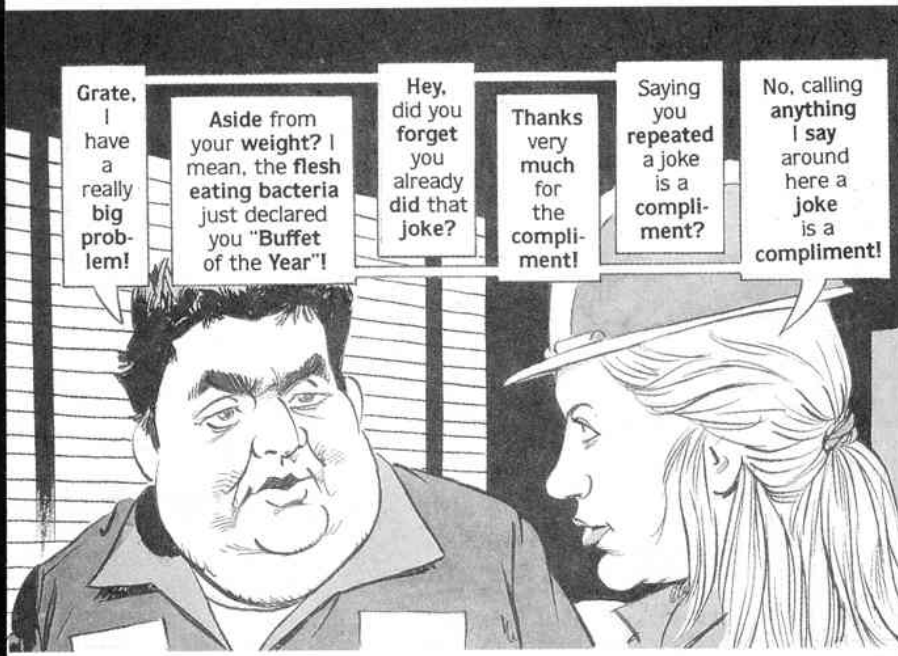
Oh, that's so typical of men! Blaming a woman for their deviant sexual desires!

Guys, we have to ask the boss for a raise!

Yeah! Working at an oil refinery is dirty, dangerous work!

But we never seem to do any work! We're always in here, eating lunch and shooting the breeze!

That's why we have to ask the boss for a raise — to distract him from noticing that!



Grate, I have a really big problem!

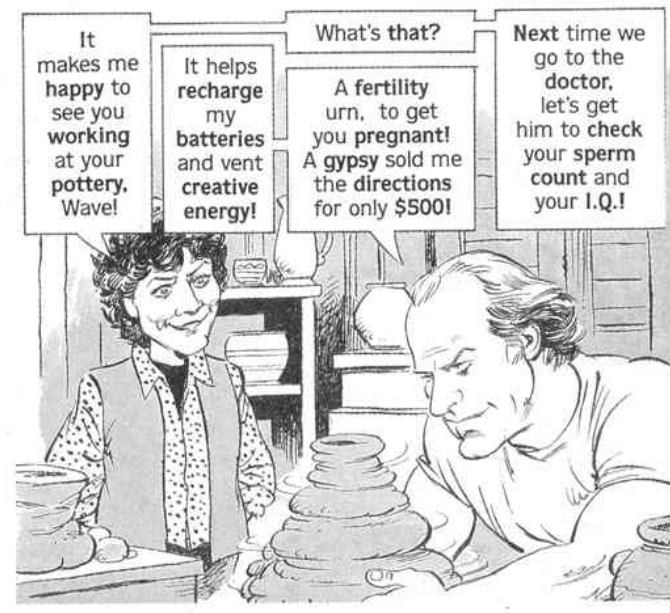
Aside from your weight? I mean, the flesh eating bacteria just declared you "Buffet of the Year"!

Hey, did you forget you already did that joke?

Thanks very much for the compliment!

Saying you repeated a joke is a compliment?

No, calling anything I say around here a joke is a compliment!



It makes me happy to see you working at your pottery. Wave!

It helps recharge my batteries and vent creative energy!

What's that? A fertility urn, to get you pregnant! A gypsy sold me the directions for only \$500!

Next time we go to the doctor, let's get him to check your sperm count and your I.Q.!



Wave, working this wheel together reminds me of Demi Moore and Patrick Swayze in that scene from *Ghost*!

Oh yeah?

Yeah... and it's getting me... in the mood...

Me too! Let's go rent that movie!

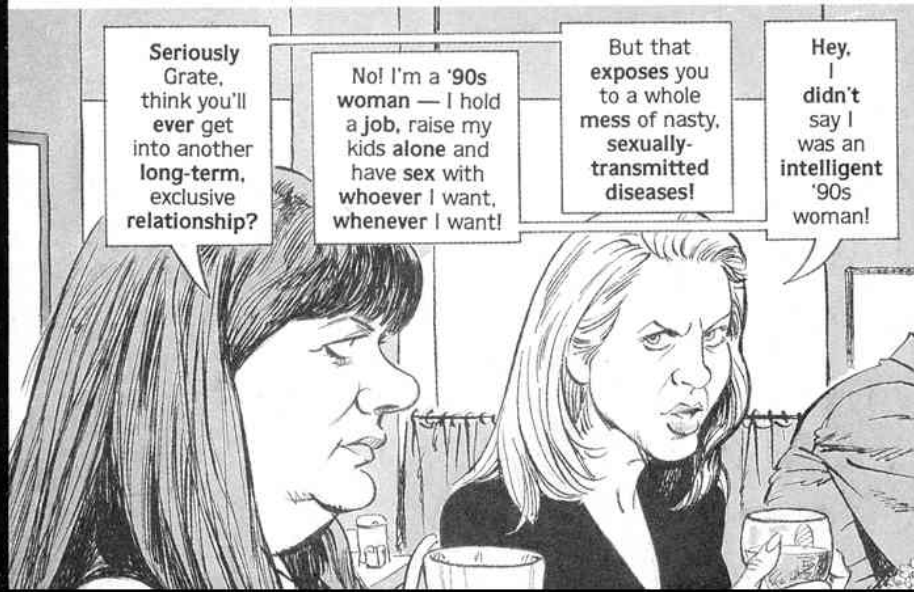


Grate, did you get anything out of nine years of marriage to that slobbering lush, Gimme?

Absolutely! I learned what selfish, shallow, abusive animals men really are!

That's tough! So what do you want to do tonight?

I don't know... cruise for guys?

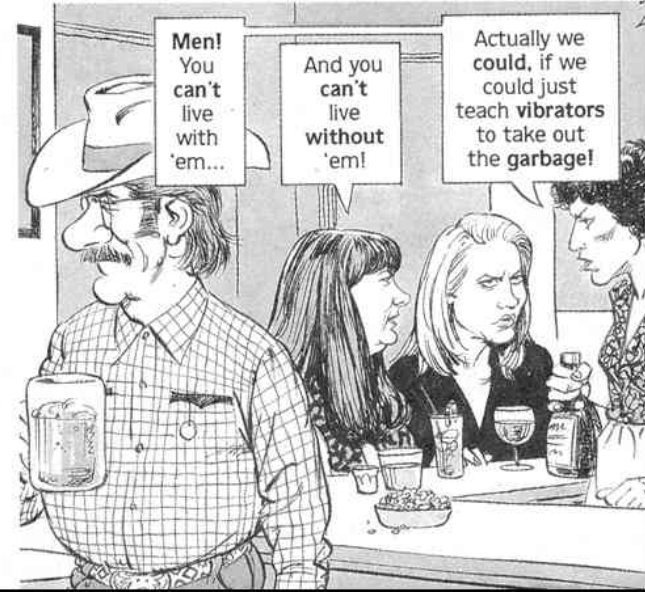


Seriously Grate, think you'll ever get into another long-term, exclusive relationship?

No! I'm a '90s woman — I hold a job, raise my kids alone and have sex with whoever I want, whenever I want!

But that exposes you to a whole mess of nasty, sexually-transmitted diseases!

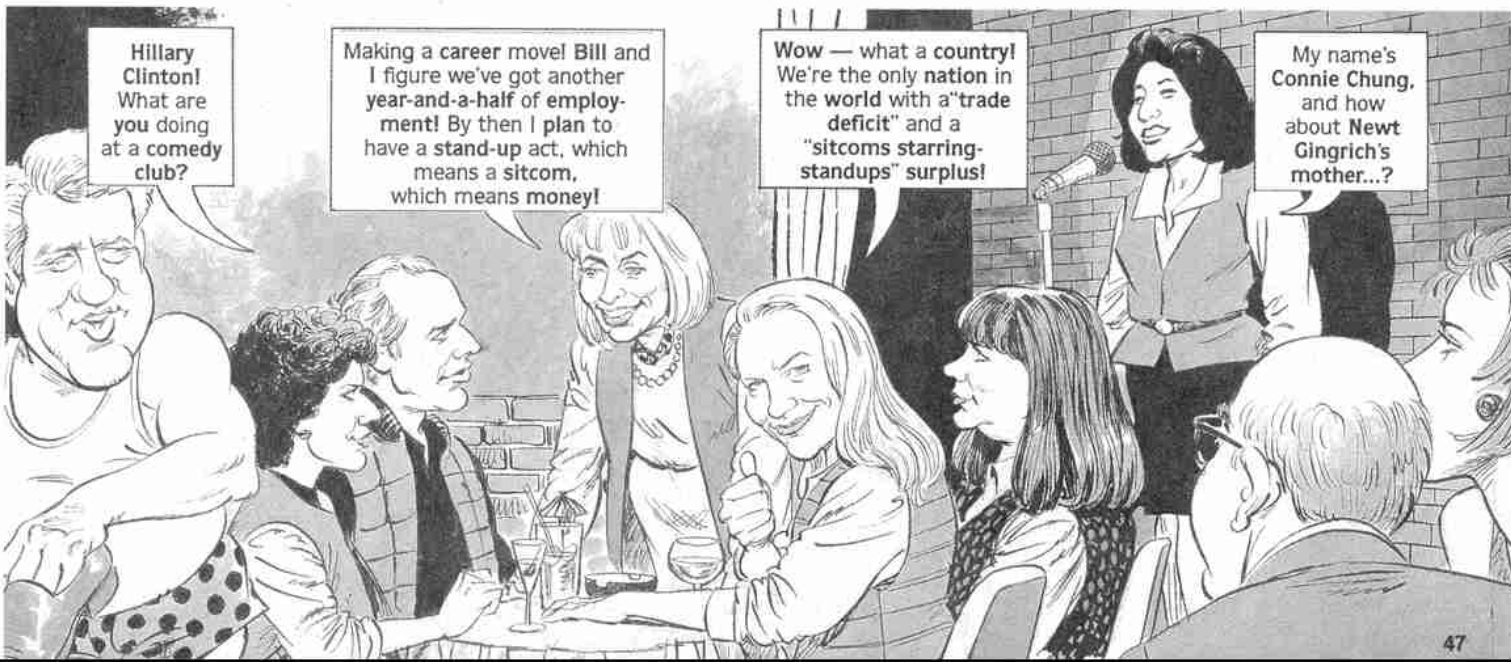
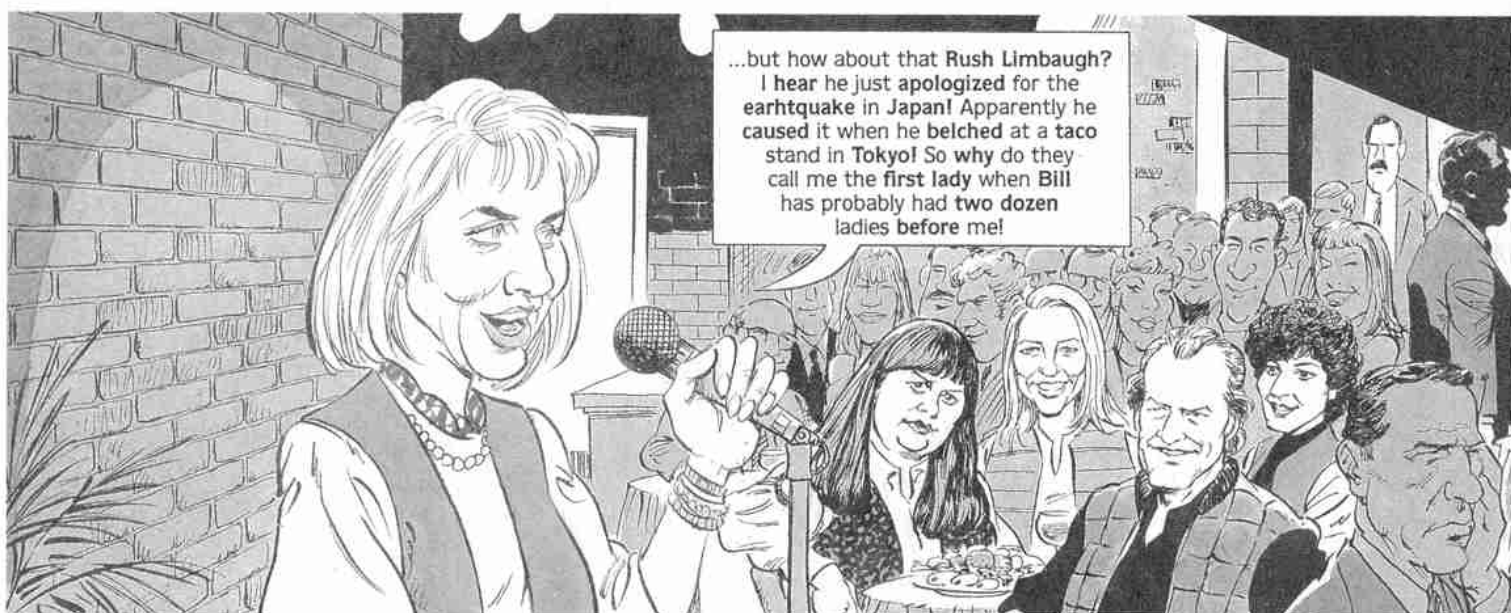
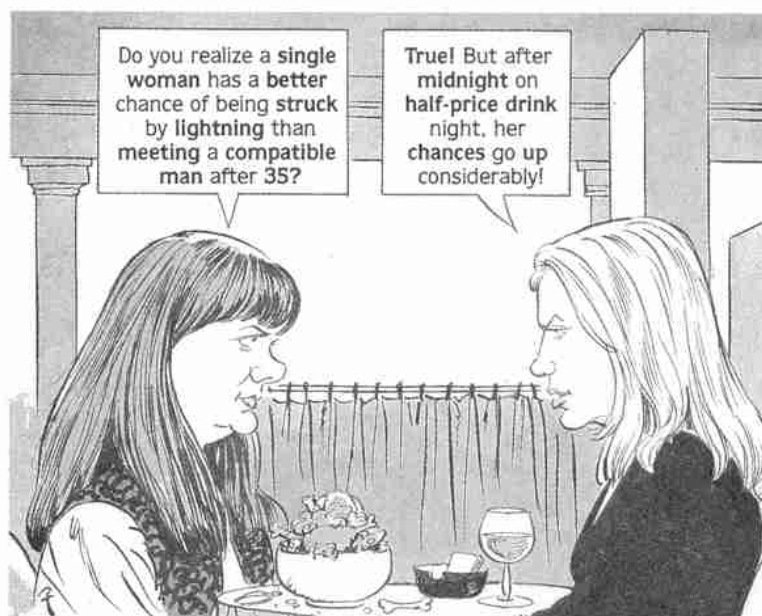
Hey, I didn't say I was an intelligent '90s woman!



Men! You can't live with 'em...

And you can't live without 'em!

Actually we could, if we could just teach vibrators to take out the garbage!



ROCK & ROLL LOSERS

the correct answers:

1



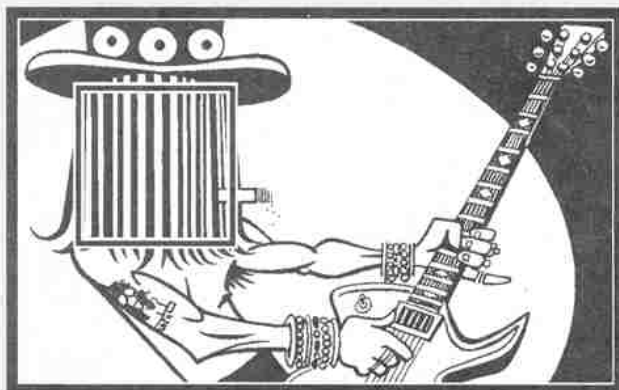
Phil Collins' current hairline

2



Prince designing some potential new names

3



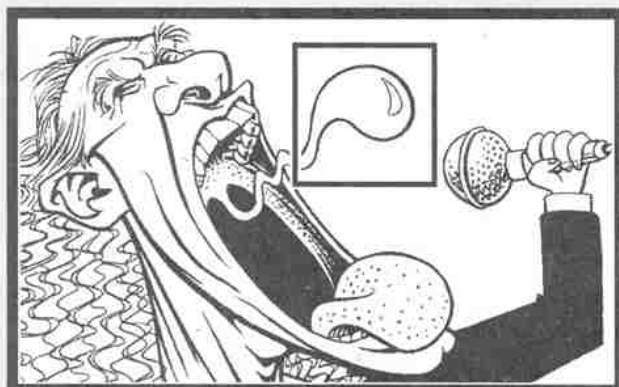
A portrait of Slash from the front...or back...or side

4



Keith Richards' Pepsodent smile

5



Michael Bolton's uvula, during a subdued, quiet moment

6



That guy with the mandolin in R.E.M.

7



What Stone Temple Pilots would be doing if Pearl Jam never existed

8



The very last image on the bootleg video you shot at a Guns N Roses concert

**IN TYPICAL
HOLLYWOOD
ONE-UPMANSHP,
WHAT DO DISNEY
EXECS HOPE
"POCAHONTAS"
WILL BECOME?**

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

Everyone knows that Hollwood is a dog eat dog world, and no where is this more evident than when studios rush to release their big summer blockbusters hoping to make zillions of dollars. To find out what Disney's "Pocahontas" hopes to become, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



**A GHASTLY CHALLENGE AT DISNEY IS ONE THAT'S MOST-
LY DRIVEN BY DESIRE TO TOP ITSELF. STUDIO
BUSINESSMEN PUSH TO PACK EACH AND EVERY THEATER**

A ▶

◀ B

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NOTE: Allow 2-3 weeks for delivery. If you receive nothing allow 2-3 more weeks. Keep allowing 2-3 weeks for 8-12 weeks. If you receive nothing allow 8-12 more weeks. Keep allowing 8-12 weeks for 32-48 weeks. If you receive nothing please send us a second payment to insure prompt service. Allow 2-3 weeks for delivery.

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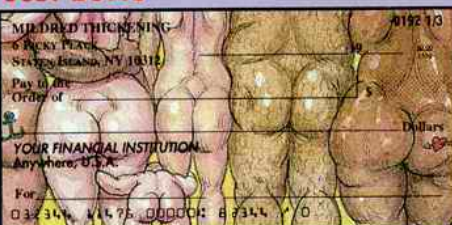
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(per check)

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SPOILED FRUIT



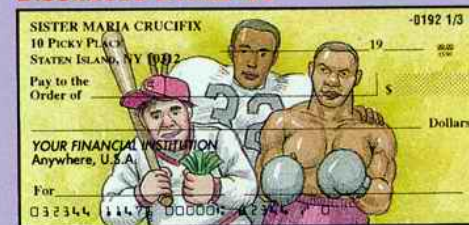
OUR POLLUTED OCEANS



PEEING IN THE SNOW



DISGRACED ATHLETES



CELEBRATING THE DEATH PENALTY



INFECTED PIERCINGS



PENGUINS AND BAGPIPES



CARTOON CLERGY

