

I N T H I S I S S U E W E

SOUR ON

DUNK

CREAM

MILK

RACE RELATIONS

CLINTON & DOLE

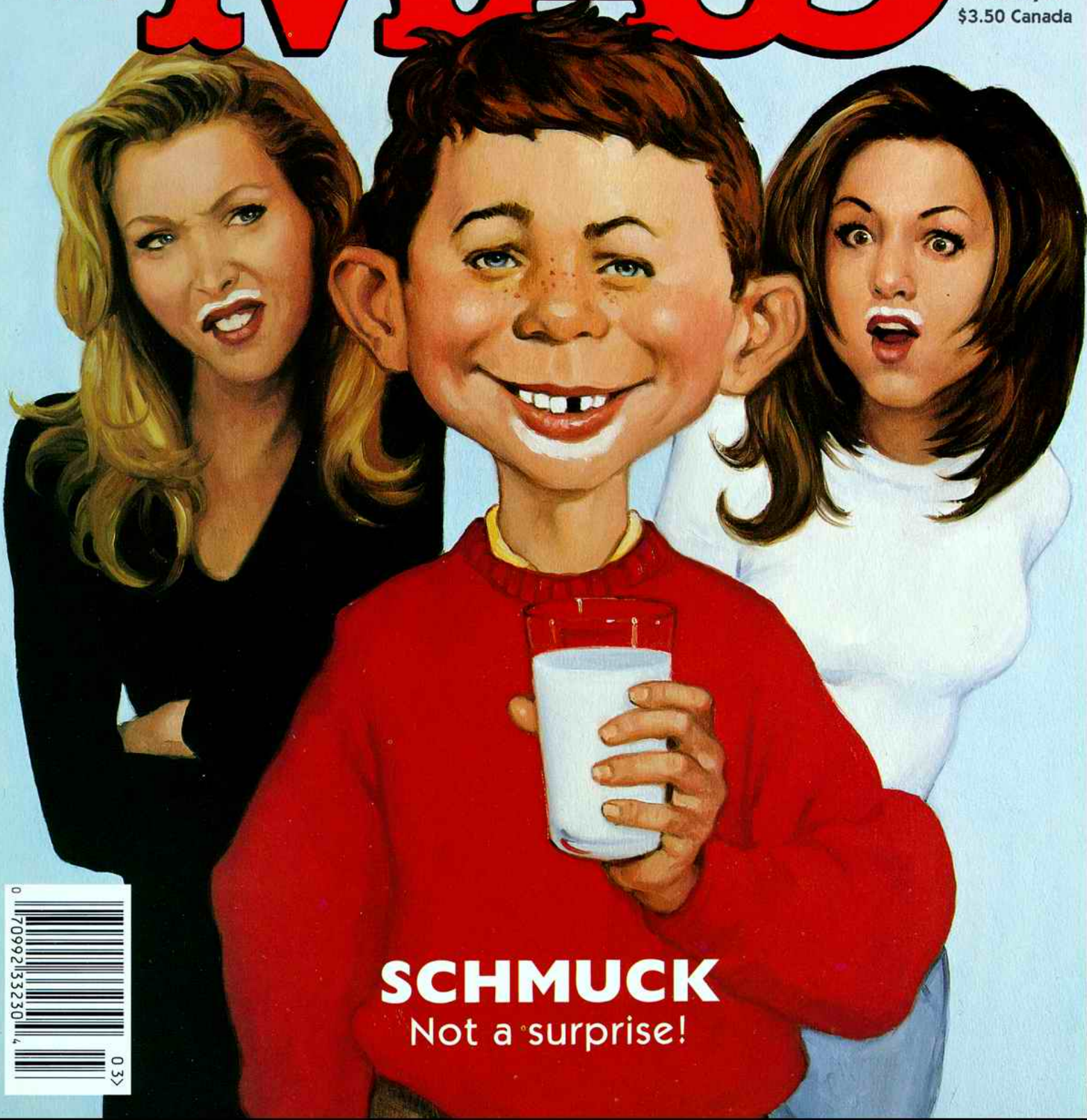
BILL GATES

EVERY GAG

No.  
343  
March  
1996

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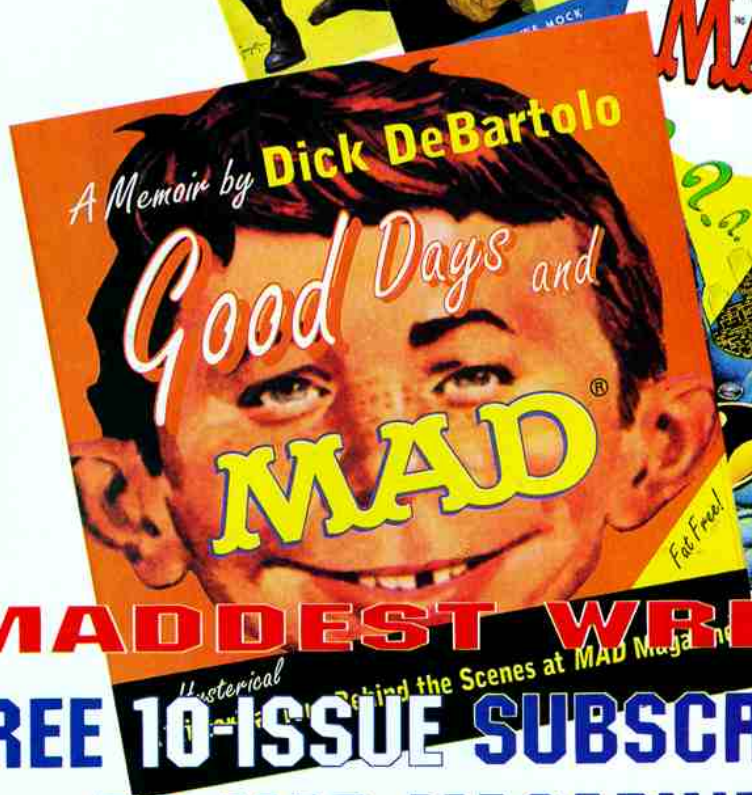




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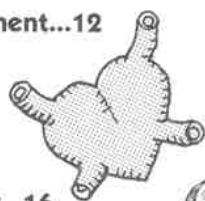
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MARCH  
1996

**MAD**

NUMBER  
343

*"Nowadays, a balanced diet is when every Mc Nugget weighs the same!"*  
— Alfred E. Neuman

NEW YORK CITY  
TAXI RATES  
GET IN... \$1.50  
GET OUT... \$65.00

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**KLONK!**

FRONT COVER ARTIST: RICHARD WILLIAMS



**CHIRP!**

**BUY IT  
NOW,  
OR  
SCRAM!**

**EL KNOCK  
EL KNOCK**



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the usual gang of idiots

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## BEATING THE "RAP"

The George Woodbridge/Desmond Devlin portrayal of "The Untold Story of Rap Music Through History" (MAD #340) was pretty funny. I noticed a mistake in one of the titles, however. George Armstrong Custer was not a general at the Little Big Horn battle. True, during the Civil War he rose to the rank of Maj. General (known as the "Boy General"). But, in the regular army later, he held no higher rank than that of Lt. Colonel. Thought you might appreciate this choice bit of military history.

Bob Van Nuys  
Stevens Point, WI

Generally speaking, you are correct! —Ed.

## APE MISBEHAVIN'

I was always aware that the dweebs, geeks and other members of the MAD gang were a few cards short of a full deck, but in issue #340 you outdid yourselves. On page 30, at the last panel of "When Sesame Street Caves in to the Radical Right," we have a Sesame Street character making the statement, "...And by the Committee to Ban the Teaching of Evolution!" as if this were some Radical Right idea, when anyone with over a 7th grade education knows that the theory of evolution has been totally disproved by modern, objective science. Other than these minor flaws I enjoyed the magazine as I have for the past 30 years or so.

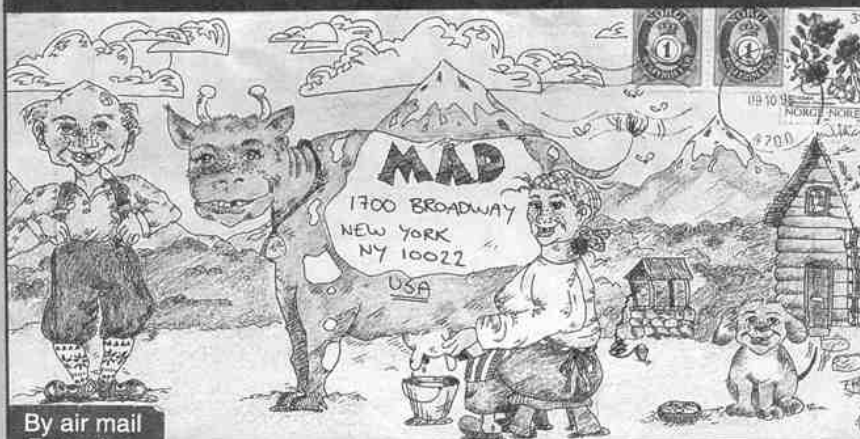
Jim Davis  
Sunnyvale, CA

We stand corrected! After reading your letter, it is now unclear to us whether all of mankind evolved from apes. Some appear to be stuck there! For your convenience we are enclosing a nice, ripe banana! Ooh ooh!

—Ed.

FAX MAD AT (212) 506-4840

## ENVELOPE OF THE MONTH



By air mail  
Per quon

This month's spiffy envelope comes to us from Ragnhild Wigdahl of Norway! She says this is a "drawing from my beautiful but rather boring country!" Hey, Ragnhild, your country doesn't look so boring! Why, we can see a well, and, um, some clouds, and, er, a bucket that appears to be filled with...MILK! What a surprise!

# LETTERS &

## BODY PIERCING

What were you thinking? On the cover of MAD #340, you forgot to pierce Alfred's eyebrows. I mean, if anyone in their right mind was going to pierce and jab needles into their face like that, they could at least put rings in their eyebrows. I did think the pins in the eyelids was very clever, though. I think the cover was very punky. Bravo!

Alex Schott  
Pittsburgh, PA

Alex — There's a simple explanation why we didn't pierce Alfred's eyebrows. We do not do eyebrow humor in MAD, only lowbrow humor! —Ed.

## BROSAN PIERCING

I was amused by the "Updated James Bond" for the politically-correct '90s (#340), but hey, which Bond films were you reviewing on page 44? George Lazenby never drove the Aston Martin DB5 in a Bond film. Timothy Dalton wasn't in Goldfinger, so why have him fight Oddjob? David Niven played James Bond in Casino Royale (1967) and was Bond #2, making Pierce Brosnan Bond #6, not #5! One more item! If James Bond were politically correct for the '90s, he wouldn't be a he but rather a she! Pierce Brosnan would be replaced by a woman called Streisand, Barbra Streisand!

J. Kevin Roberts  
Tegucigalpa, Honduras

Streisand as Bond? We don't know what the advantages of that would be, other than being able to hide a grenade launcher in your NOSE! And besides, who wants to see that guy Pierce Brosnan in a remake of Yentl?? —Ed.

## HEALING A BROKEN LEAGUE

I love your magazine! It's probably one of the best I've ever read in my short life. I hate to have to point out a mistake, but I have spotted one. In #340's "Video Games That Nintendo Rejected," Virtual Baseball — The '94 World Series features the logos of the Cleveland Indians and the Toronto Blue Jays painted on the tops of the dugouts. If you haven't noticed, both of these teams are in the American League. In the World Series, there has to be one team from the National League!

Greg Katz  
Irvine, CA

Greg — Good catch! Unfortunately, since the issues are already printed, there's little we can do to fix it. So we rushed an urgent fax to acting Baseball Commissioner Bud "Boom Boom" Selig asking him to shuffle things around a bit so Cleveland winds up in the National League. That way, by the time we reprint this article in a Super Special, we won't get any more letters from goofy hose monkey baseball fans! —Ed.

## ALFRED E-MAIL

On the back cover of MAD #340 (Tankedaway Gin ad parody) I couldn't help but notice that Mr. Jenkins' liver was a little high up. Exactly what kind of transplant did he have?

Purplelucy@aol.com

The short answer: a very bad transplant! The scar is unusually high because poor Mr. Jenkins is in one of those cheesy HMOs that Newt Gingrich is trying to get everyone to join! In fact, we have an HMO proctologist we'd like ol' Newt to see just once! He's board certified (if you know what we mean)! —Ed.



# TOMATOES DEPARTMENT

## WHAT CONTEST?



Meet Peter Iatauro of Deer Park, NY! Pete is the winner of the MAD TV Alfred E. Neuman Look-alike contest! His prize? A round-trip ticket to L.A., a room at the Century Plaza Hotel and an appearance on an episode of MAD TV! His curse? As Rush Limbaugh might say, if you come in first in an Alfred E. Neuman look-alike contest...you're a winner AND a loser!

## MAD MUMBLINGS

How come when I moo at cows they don't moo back. Are they ignoring me? — Meridith Smith, Ocala, FL...I hereby announce that I do not like *Stairway to Heaven*. — Dan Grabon, Belle Mead, NJ...Why is there always room for Jell-O? — Gene Reniker, Fayetteville, GA...I'll bet you \$100 you print this under Moron Mail. — Chris Williams, Troy, MI...If I shower in the evening, is it "proper" to rewash the bottom of my feet before I dress for work the following morning? — Leonard Reid, New York, NY



## INSIGNIFICANT DATA

**MAD #344 ON SALE March 5!!**

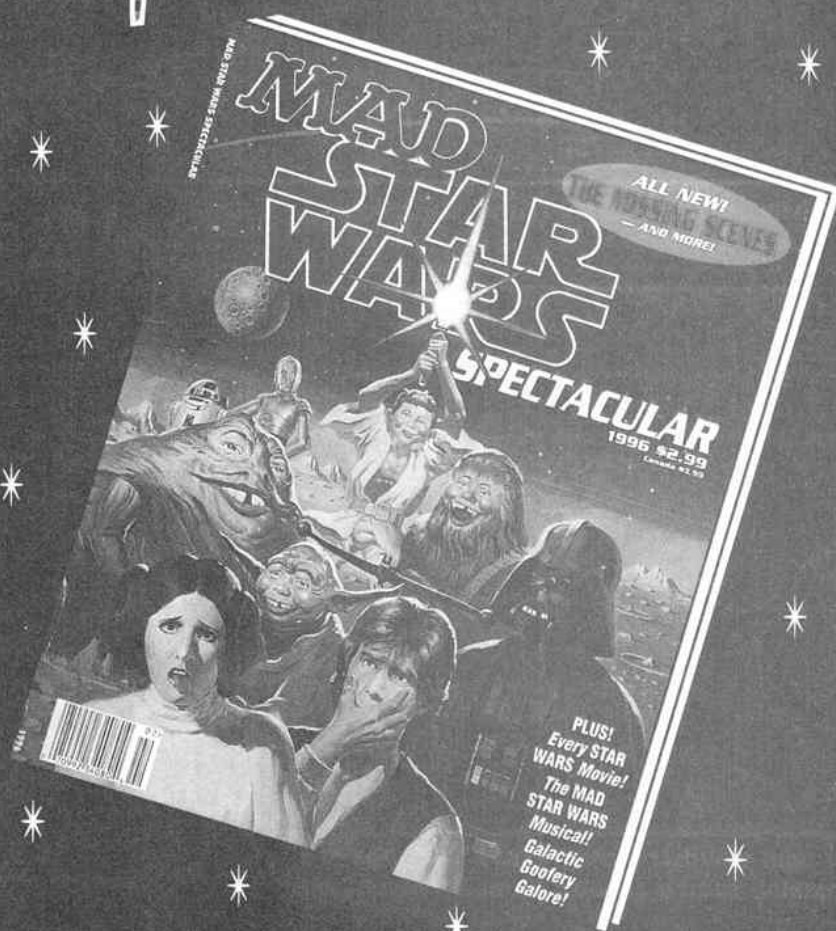
**MAD SUPER SPECIAL #111  
ON SALE February 27!!**

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!

## HAVING TROUBLE FINDING MAD?

If your favorite news dealer, convenience store or supermarket does NOT sell MAD, we want to know about it! Send their name and address/location to MAD, 1700 Broadway, N.Y., NY 10019 Attn: Amy. We promise to hound these misguided merchants mercilessly, day and night, until they lower their standards and begin to sell our crummy magazine!

# HEY, LUKE LUKE HERE!!



Interested? Then Yoda Ewok down to your newstand now, Lucas over, put your Han in your pocket and Leia down some money!

*Jabba Jabba doo! Vader go!*

**And Look For BIG BAD MAD #2 On Sale Feb. 27th!**

Please Address All Correspondence To: MAD, Dept. 343, 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!



**NERD FOR WINDOWS DEPT.**

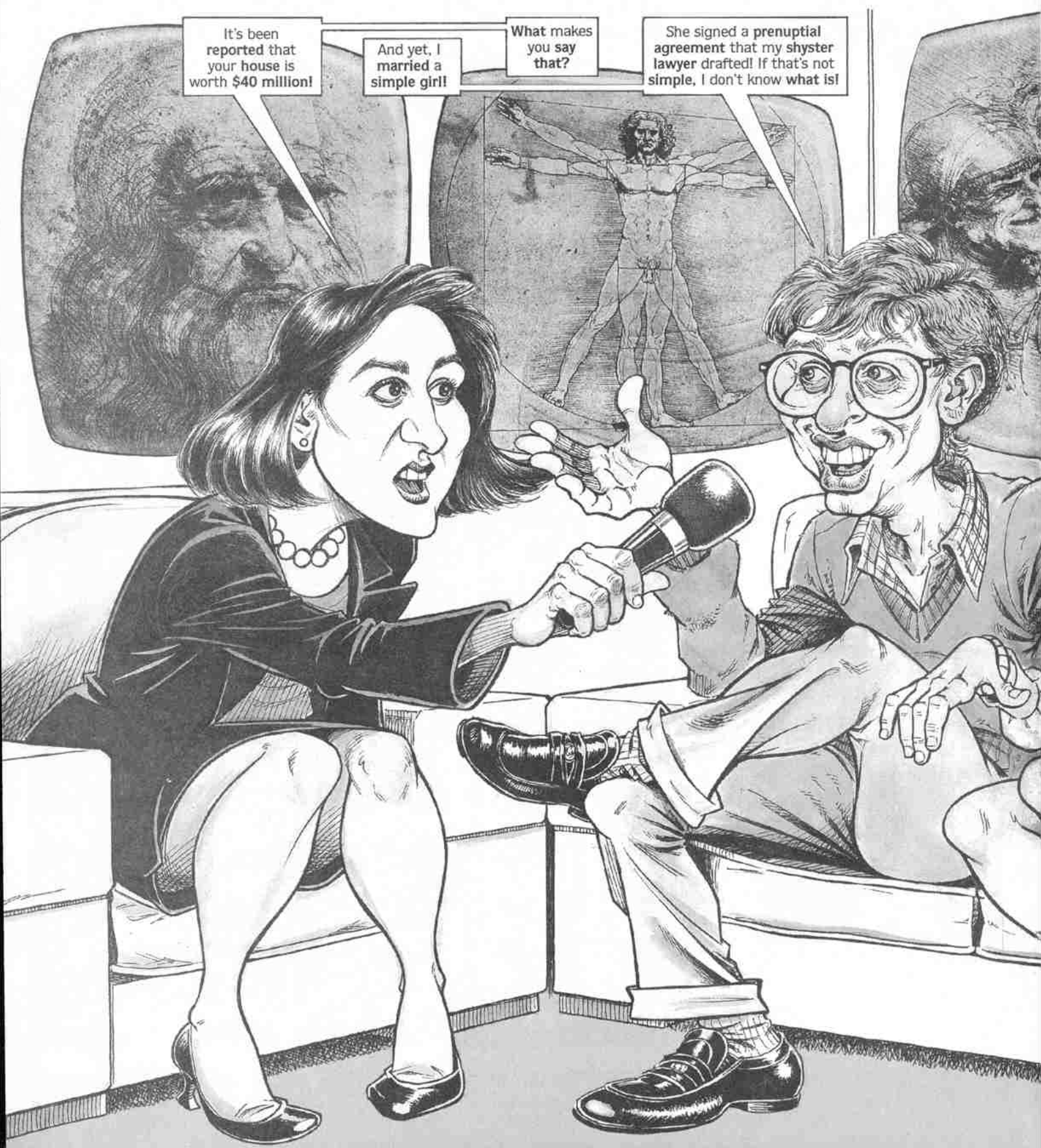
Who is Bile Gates, the man behind the multi-billion dollar Miyoursoft computer empire? Underneath his nerdy exterior, is there simply another nerd? And what does someone who has \$10 billion and no hobbies do for fun? We called talk-show hostess Rickety Lake and asked her to do two things: First, do an investigative report of Gates for MAD, and second, try to avoid cleaning out Denny's entire all-you-can-eat breakfast bar in a single sitting! She agreed to do the investigation!

It's been reported that your house is worth \$40 million!

And yet, I married a simple girl!

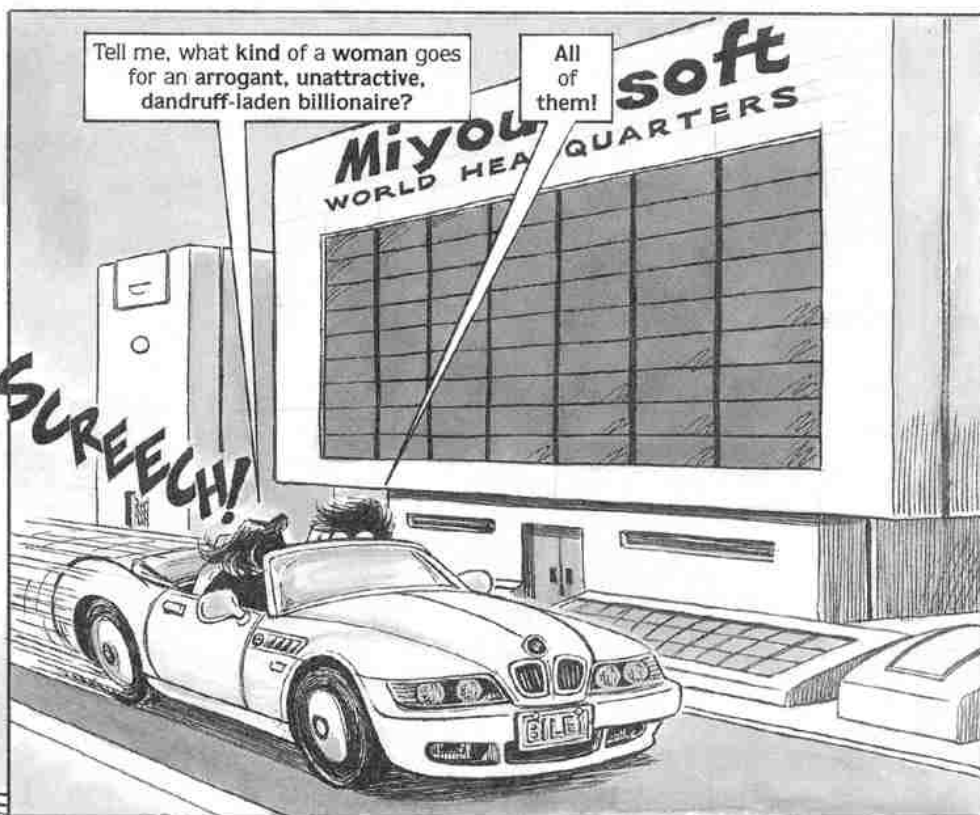
What makes you say that?

She signed a prenuptial agreement that my shyster lawyer drafted! If that's not simple, I don't know what is!





# MAD INTERVIEWS MIYOURSOF'S BILE GATES

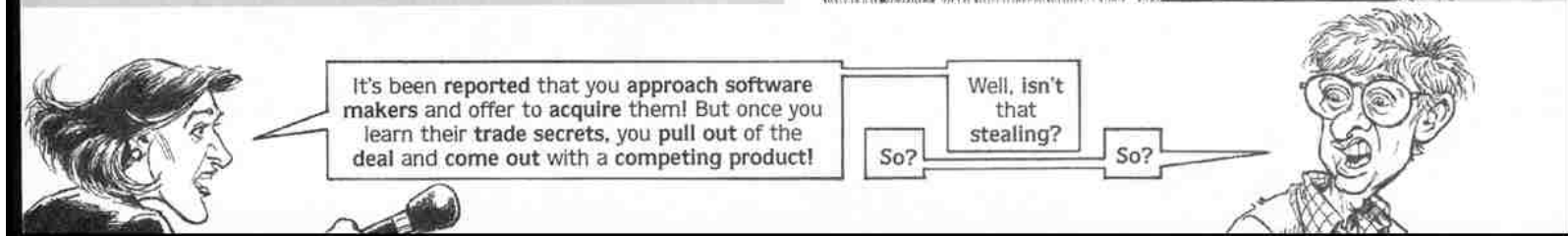


ARTIST: SAM VIVIANO

WRITER: CHRIS HART











What do you think about the hate groups that have been spreading on the Internet?

I'm all for it! The more racist and xenophobic, the more popular the medium will become!

Do you really believe that?

Hey, it worked for talk radio!



Does the soaring popularity of porno lines on the Internet upset you?

You bet! I keep getting a busy signal!



It's been reported in the media that you actually take your mother with you to business meetings!

So what if I do?

Isn't that a little weird?

No! I took her to my high school prom, too! Would you call that weird? (Uh, let's go to the computer store!)



This is our graphic interface software environment applications system!

What does that mean?

Nobody knows! We keep adding technical words to the title until it justifies the hefty price tag! Let's see here...ah yes, this program shows you how to draw Fred Flintstone!



Child psychologists say that giving a kid a computer today is the same thing as giving a kid a bicycle 25 years ago!

Actually, there's a big difference! Cycling is an outdoor activity that promotes physical fitness!

There's plenty of exercise involved in computing! That kid will be walking to and from the store at least five times a week to buy new programs and upgrade his components!

THIS WAY TO THE *Miyourosoft* DEVELOPMENT LABORATORIES



For the computer nerd, we've developed a virtual sex program! They never have to interact with another human!

Great! It's like guiltless sex!

Not really! Guys who use the program at work feel like they're cheating on their computers at home!

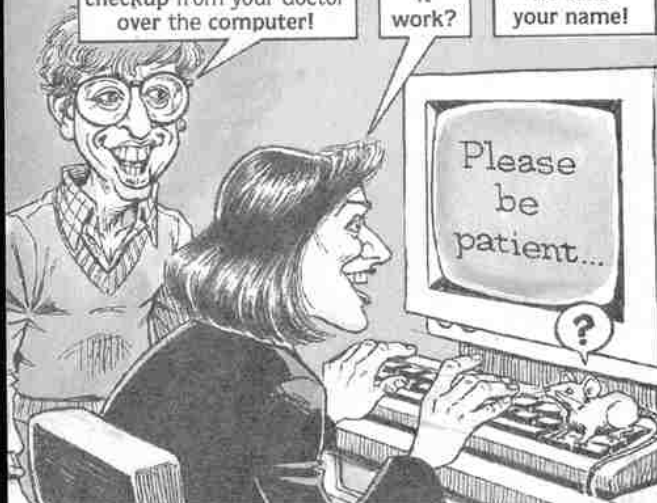


The applications for computers are widening every day! Soon, you'll be able to get a checkup from your doctor over the computer!

Wow! How will it work?

Flip on the program and wait for two hours until he calls your name!

Please be patient...

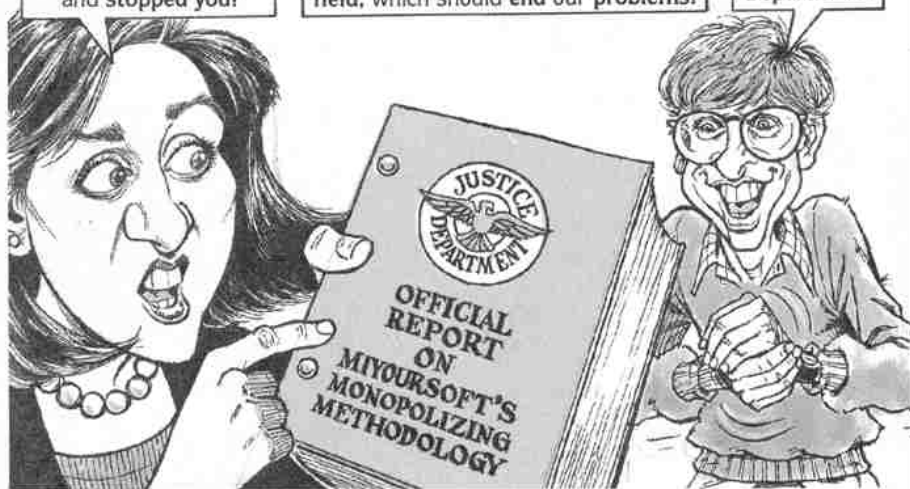


You were acquiring software competitors at an alarming rate before the Justice Department intervened and stopped you!

Yes, and as a result we've changed our focus! We're now planning to acquire an organization outside the software field, which should end our problems!

Which one?

The Justice Department!



Girls in college never dated me twice, and I don't know why! I always took them to dinner and a show!

Was it a Broadway show, or a computer trade show at the convention center?

You think that's why I kept striking out?



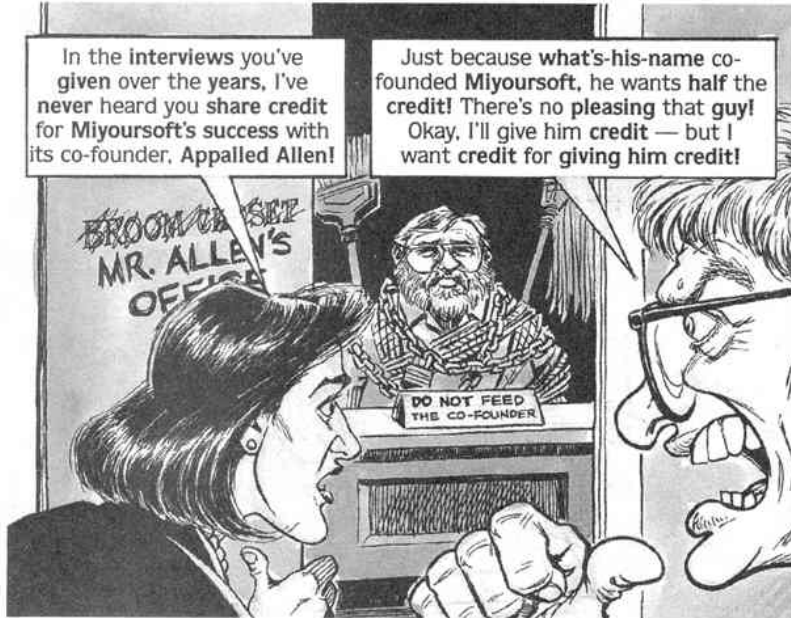
It's been written that you're so wrapped up in your head that you forget to bathe!

I can't be bothered with what other people say about me! Great men of science always work alone!

And now we know why!

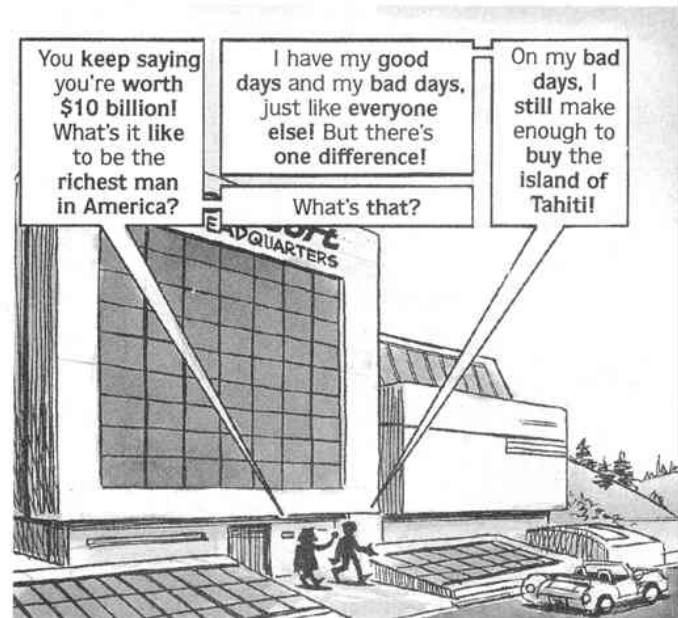






In the interviews you've given over the years, I've never heard you share credit for Miyoursoft's success with its co-founder, Appalled Allen!

Just because what's-his-name co-founded Miyoursoft, he wants half the credit! There's no pleasing that guy! Okay, I'll give him credit — but I want credit for giving him credit!



You keep saying you're worth \$10 billion! What's it like to be the richest man in America?

I have my good days and my bad days, just like everyone else! But there's one difference!

On my bad days, I still make enough to buy the island of Tahiti!

What's that?



You've made it known that you haven't left a dime in your will for any children you might have! Is that because you're cheap?

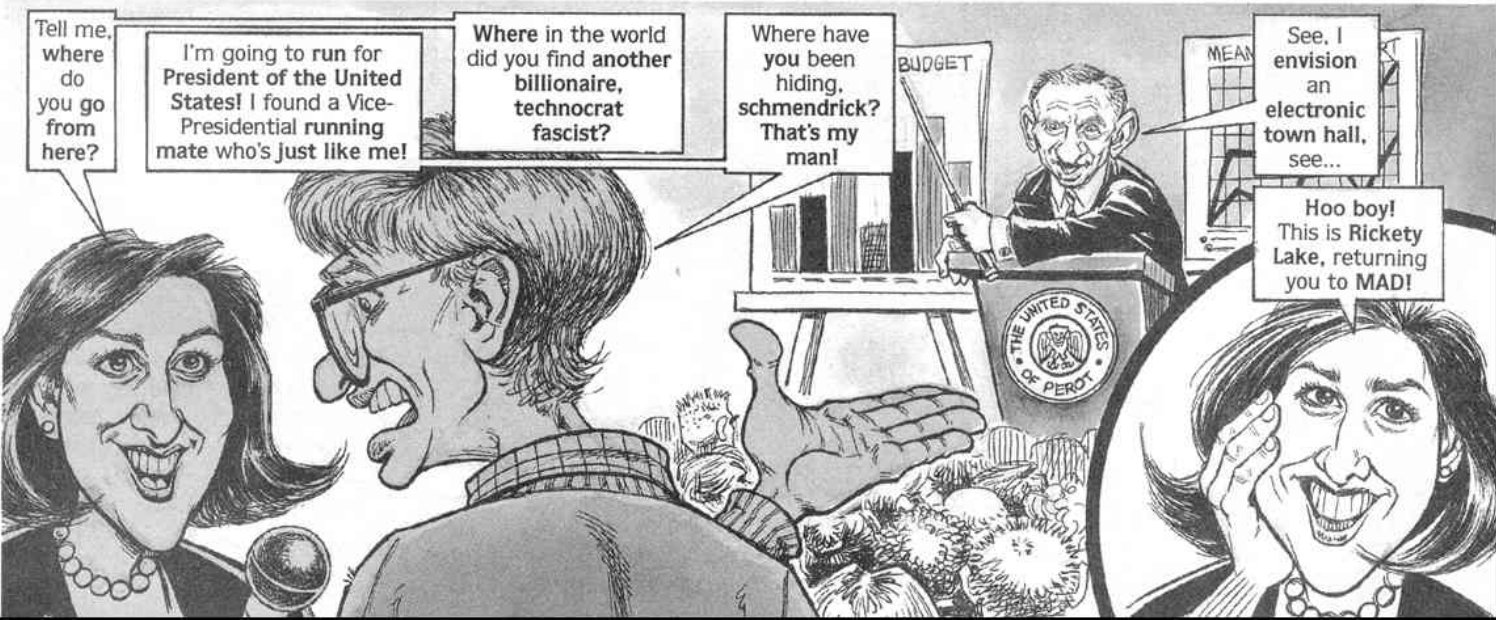
No, it's an insurance policy! This way, my children won't blow my brains out for the \$10 billion inheritance! You ever hear of the Menendez brothers?



There's something different about you from all the other wealthy CEOs I've interviewed!

Is it my wit and charm?

No, it's your body acne! Part with a buck and buy yourself some skin cream!



Tell me, where do you go from here?

I'm going to run for President of the United States! I found a Vice-Presidential running mate who's just like me!

Where in the world did you find another billionaire, technocrat fascist?

Where have you been hiding, schmendrick? That's my man!

See, I envision an electronic town hall, see...

Hoo boy! This is Ricketty Lake, returning you to MAD!

## THE DRECK IS IN THE MAIL DEPT.

Perhaps no modern "convenience" is more inconvenient than the shopping mall — crowded parking lots, crummy stores with crappy selections and service so rude you'd swear you were in France! Thank heavens for catalogs! All you need is a credit card and a phone and you're on your way to shopping nirvana, right? WRONG! Bet you never thought of these...

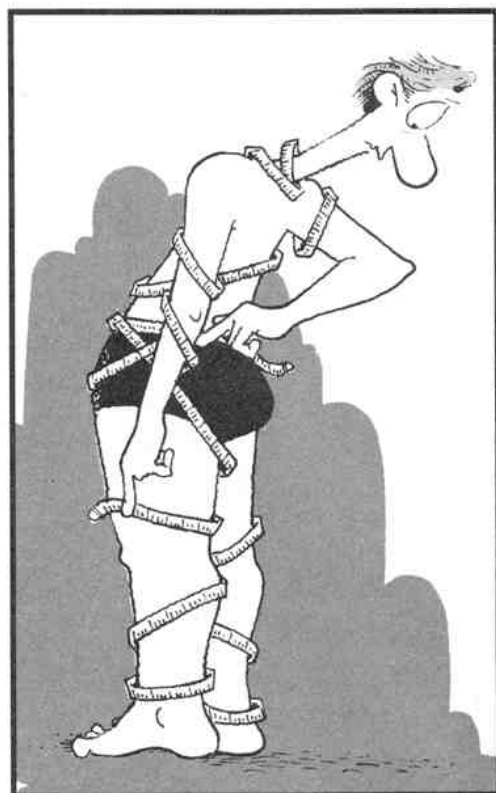
# HAZARDS OF CATALOG SHOPPING



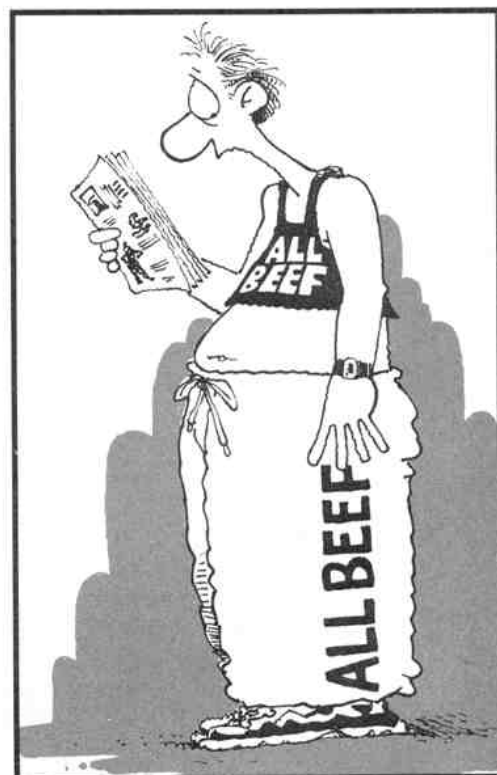
The term "one size fits all" is tossed around way too liberally.



The disclaimer "some settling may occur during shipment" will occasionally apply to electronic equipment.



Complicated sizing charts have you measuring parts of your body you've only read about in marriage manuals.

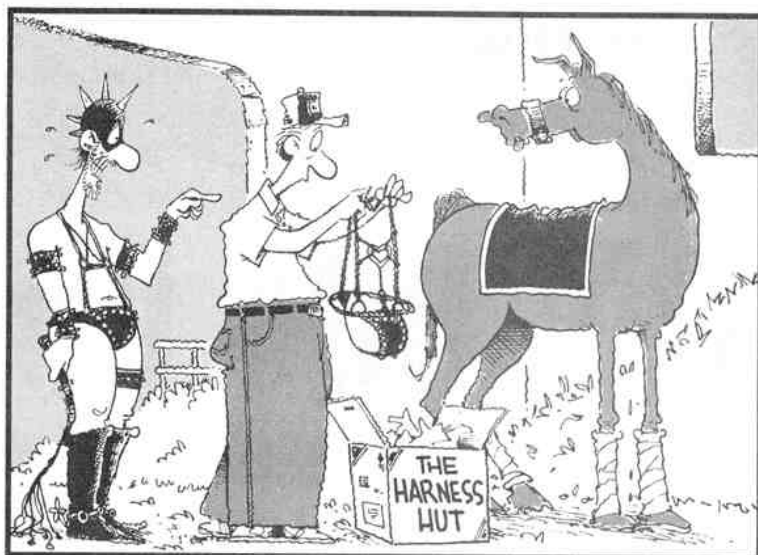


Nothing you buy ever seems to look as breathtaking on you as it did on the Fabio look-alike model in the catalog.

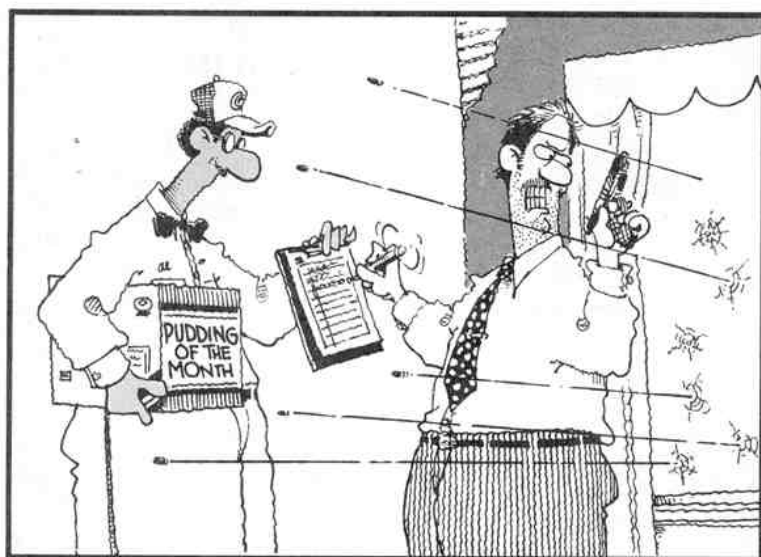




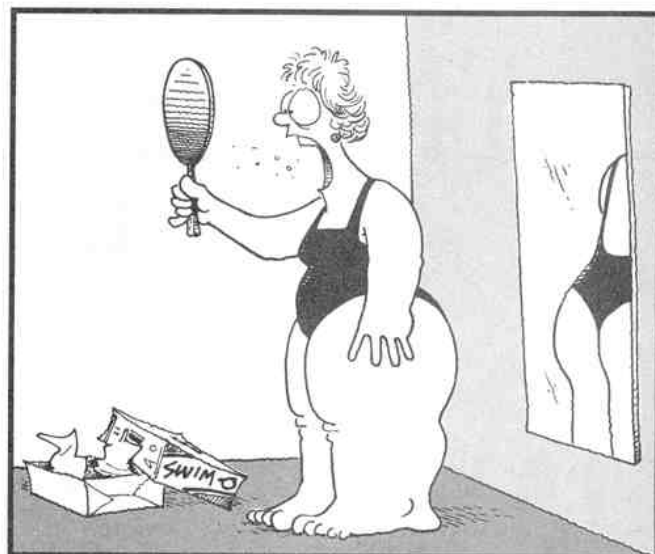
Enthusiasm for an impulse buy has a way of cooling off between the time you order it and the time it arrives.



Botched deliveries can lead to embarrassing mix-ups.



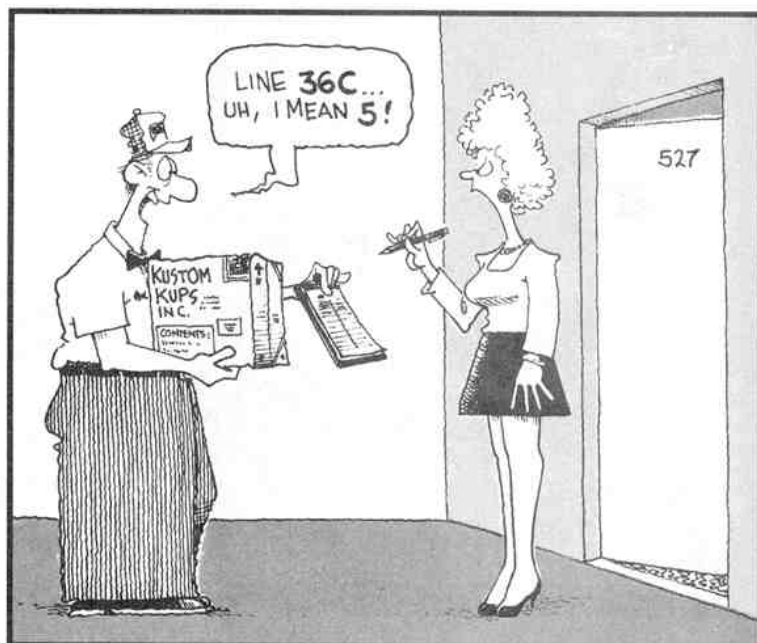
Catalog deliveries requiring a signature often arrive at inopportune times.



Allowing 6 to 8 weeks before delivery may also translate to 12 to 15 pounds before delivery.



Ordering one slightly esoteric item will put you on the mailing lists of several oddball catalogs.



The delivery man knows your bra size.

**DO THE RIGHT WING DEPT.**

**Whether Bill Clinton's right or wrong, as far as Bob Dole's concerned, he's always wrong! Of Bob feels compelled to speak out pas-**

**sionately against Slick Willie, even when he agrees with him 100%! As a man with no integrity, obsessed with winning the White House at**

# THE BOB DOLE GUIDE TO

*A MAD POINT TO PONDER: Time waits for no man, but sometimes you have to wait for a long time.*

**IF BILL CLINTON TAKES ON THE PUNDITS WHO CRITICIZE HIS WIFE, HILLARY, BOB DOLE SAYS:**

"Doesn't the President have more important battles to fight?"



**IF BILL CLINTON PREFERS TO LET HILLARY FIGHT HER OWN BATTLES, BOB DOLE SAYS:**

"All I know is that if anyone attacked the integrity of Libby Dole, they'd have Bob Dole to answer to."

**IF BILL CLINTON DOESN'T GIVE A SPEECH HONORING WAR VETERANS, BOB DOLE SAYS:**

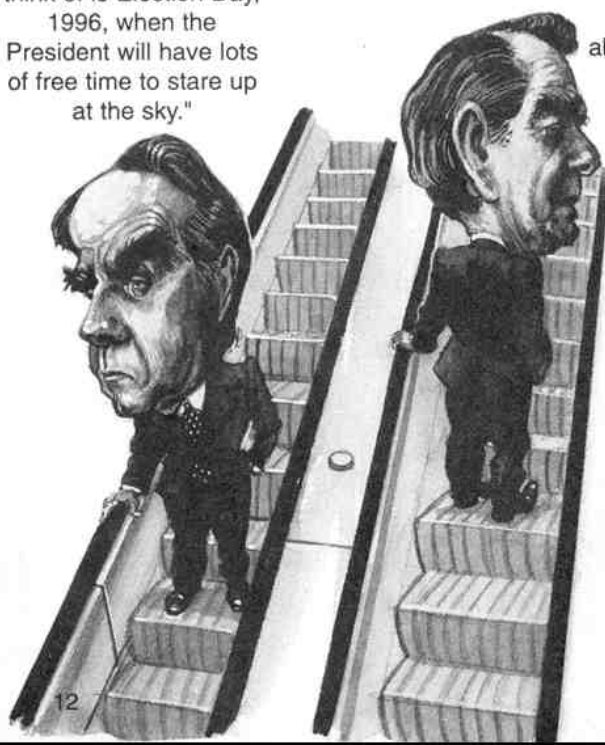
"Frankly, veterans like myself have come to expect this sort of shabby treatment from a President who ignored his nation's call to duty when it was needed most."

**IF BILL CLINTON SAYS THAT THE SKY IS BLUE, BOB DOLE SAYS:**

"The nicest day I can think of is Election Day, 1996, when the President will have lots of free time to stare up at the sky."

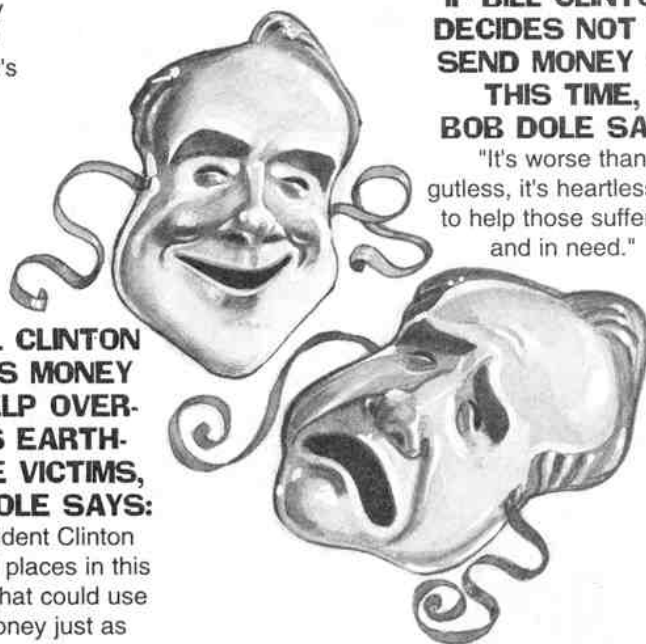
**IF BILL CLINTON SAYS THAT IT'S A LITTLE OVERCAST, BOB DOLE SAYS:**

"When you hear any Democrat complain about cool weather, it's just an excuse for them to reach into your pocket."



**IF BILL CLINTON DECIDES NOT TO SEND MONEY AT THIS TIME, BOB DOLE SAYS:**

"It's worse than gutless, it's heartless not to help those suffering and in need."



**IF BILL CLINTON SENDS MONEY TO HELP OVERSEAS EARTHQUAKE VICTIMS, BOB DOLE SAYS:**

"If President Clinton can't find places in this country that could use that money just as badly, well, he isn't looking hard enough."



any cost, the Dole-man must prove there's a real difference between him and Clinton, a man with no integrity, obsessed with keeping

the White House at any cost! Think we're wrong? Think we're just left-wing, cynical media hacks? Well think again, schmuck! Here's . . .

# INSTANT DISAGREEMENT

ARTIST: TOM FLUHARTY  
WRITER: DESMOND DEVLIN

**IF BILL CLINTON OFFERS TO COMPROMISE ON HIS HEALTH CARE PLAN, BOB DOLE SAYS:**

"The President's eagerness to patch up his sinking proposal indicates how faulty it really is. The health care bill shall not pass."



**IF BILL CLINTON STANDS FIRM AND REFUSES TO WATER DOWN HIS HEALTH CARE PLAN, BOB DOLE SAYS:**  
"It is impossible to work with this President. The health care bill shall not pass."

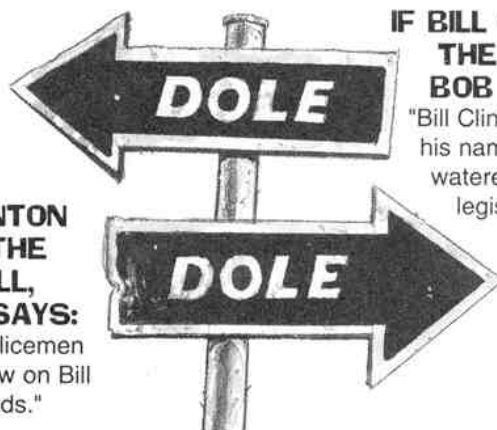
**IF BILL CLINTON GIVES A SPEECH HONORING AMERICA'S WAR VETERANS, BOB DOLE SAYS:**

"It's ironic that Bill Clinton should be the one to explain the supreme sacrifices made by others, when there are so many more qualified speakers who did serve their country."



**IF BILL CLINTON VETOES THE CRIME BILL, BOB DOLE SAYS:**

"The blood of policemen everywhere is now on Bill Clinton's hands."



**IF BILL CLINTON SIGNS THE CRIME BILL, BOB DOLE SAYS:**

"Bill Clinton has just signed his name to the weakest, watered-down waffle in legislative history."

**IF BILL CLINTON IMPOSES SANCTIONS AGAINST CHINA BECAUSE OF HUMAN RIGHTS VIOLATIONS, BOB DOLE SAYS:**

"Which is more important to Bill Clinton — protecting the jobs of hard-working Americans and their families, or protesting yesterday's news?"



**IF BILL CLINTON LIFTS ECONOMIC SANCTIONS AGAINST THE CHINESE GOVERNMENT, BOB DOLE SAYS:**

"Which is more important to Bill Clinton — the blood-soaked massacre of innocent students seeking their freedom, or the almighty buck?"

**IF BILL CLINTON SAYS THAT RELIGION MUST BE KEPT OUT OF PUBLIC SCHOOLS, BOB DOLE SAYS:**

"What the White House is saying is that guns and condoms are vitally important, but God has got to go."



**IF BILL CLINTON SAYS THAT SCHOOL DAYS SHOULD BEGIN WITH A MOMENT OF SILENCE, BOB DOLE SAYS:**

"Few principles in this country are as vitally important as the separation of church and state."

**IF BILL CLINTON REFUSES TO CUT THE SCHOOL LUNCH PROGRAM, BOB DOLE SAYS:**

"If President Clinton thinks he can score cheap political points by avoiding the tough decisions, he's in for a major surprise."



**IF BILL CLINTON ATTEMPTS TO CUT THE SCHOOL LUNCH PROGRAM, BOB DOLE SAYS:**

"President Clinton will not balance his budget on the stomachs of hungry first graders."



**IF BILL CLINTON MAKES A NETWORK SPEECH ON MONDAY, BOB DOLE SAYS:**

"If Americans want to see punting and fumbling, they'll watch *Monday Night Football*."

**IF BILL CLINTON MAKES A NETWORK SPEECH ON TUESDAY, BOB DOLE SAYS:**

"If Americans want to see bare-assed excuses, they'll watch *NYPD Blue*."

**IF BILL CLINTON MAKES A NETWORK SPEECH ON WEDNESDAY, BOB DOLE SAYS:**

"If Americans want to see a blubberbutt dealing with the recession, they'll watch *Roseanne*."

**IF BILL CLINTON MAKES A NETWORK SPEECH ON THURSDAY, BOB DOLE SAYS:**

"If Americans want to see somebody talking about absolutely nothing, they'll watch *Seinfeld*."

**IF BILL CLINTON MAKES A NETWORK SPEECH ON FRIDAY, BOB DOLE SAYS:**

"If Americans want to see the totally annoying nerd boy, they'll watch *Family Matters*."

**IF BILL CLINTON MAKES A NETWORK SPEECH ON SATURDAY, BOB DOLE SAYS:**

"If Americans want to see an antiquated, backwards medical system in action, they'll watch *Dr. Quinn, Medicine Woman*."

**IF BILL CLINTON MAKES A NETWORK SPEECH ON SUNDAY, BOB DOLE SAYS:**

"If Americans want to see an overweight simpleton who has a wife with bad hair, they'll watch *The Simpsons*."



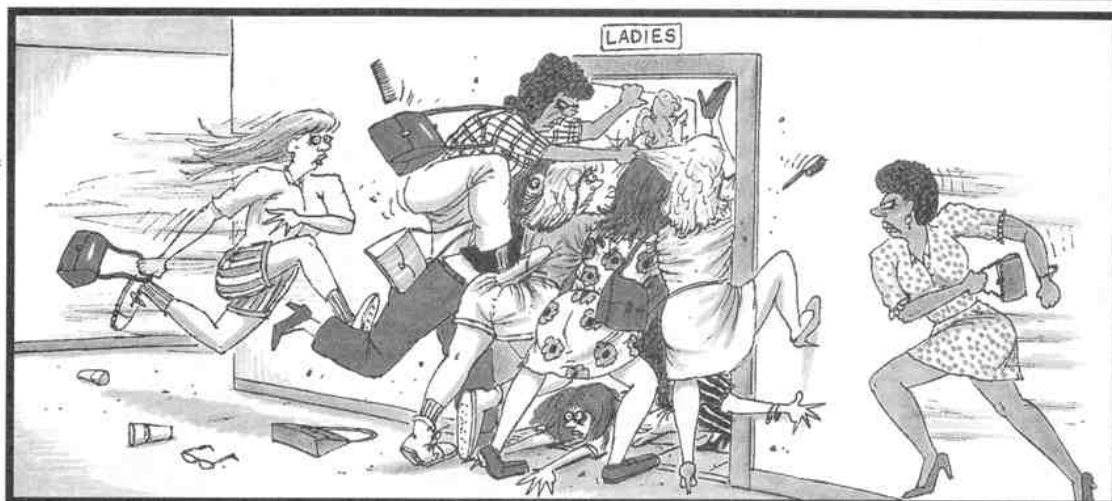
Aside from the frug, no form of dancing is more popular than moshing! Why? Because unlike most dances, which require coordination and rhythm, a mosher needs nothing more than a blatant disregard for his well-being! In other words, anyone can mosh! Don't believe us? Well then, check out...

# MOSHING

## IN EVERYDAY LIFE

ARTIST AND WRITER: TOM CHENEY

### The Half-Time Stadium Women's Room Mosh



### The "I Saw The Cab First" Mosh

### The Only Phone At The Airport Mosh



# AURAL FIXATION DEPT.

It was the great thinker Marshall McLuhan who coined the phrase, "The medium is the message." But what is the message? The message is different things to different people. It's in a state of fluxing and flowing and spinning out of control



# WHAT PEOPLE SAY

## What A Tourist Says To A New York City Taxi Driver:

This is my first time in New York, so take me to the Empire State Building.

## What A New York City Taxi Driver Hears:

I'd like to visit the Brooklyn Navy Yard, by way of Moose Lips, Vermont!



## What A Woman Says To A Man On A First Date:

I believe in long, meaningful relationships.

## What A Man Hears:

You'll have to take me out at least ten times before you get in my pants!



## What An Actress Tells A Talk Show Host:

As long as it's tastefully done, why not pose nude? I'm not ashamed of my body.

## What The Entire Audience Hears:

My career's in the toilet! I need the publicity! I finally got a decent boob job!



## What A Wife Tells Her Husband:

We really don't communicate anymore.

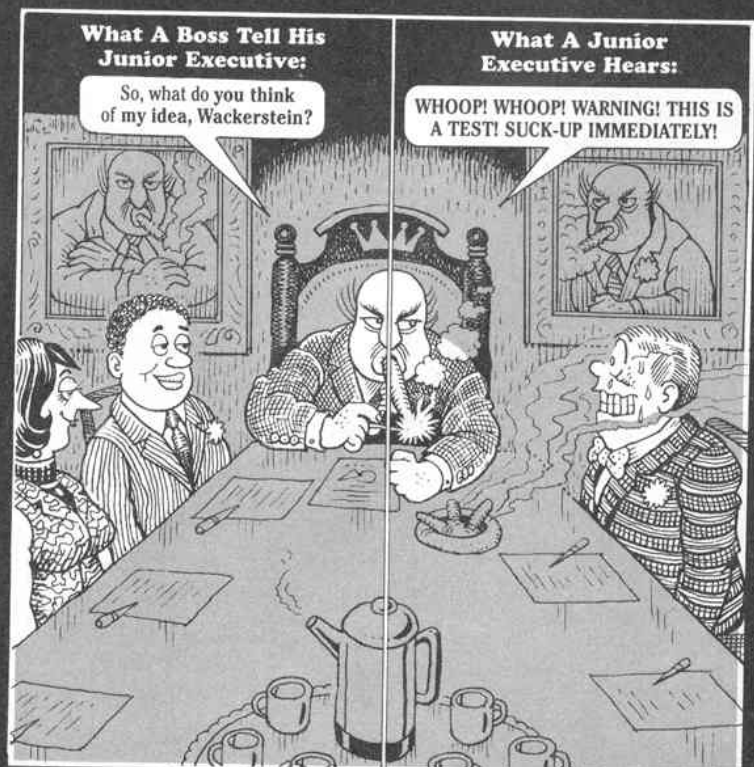
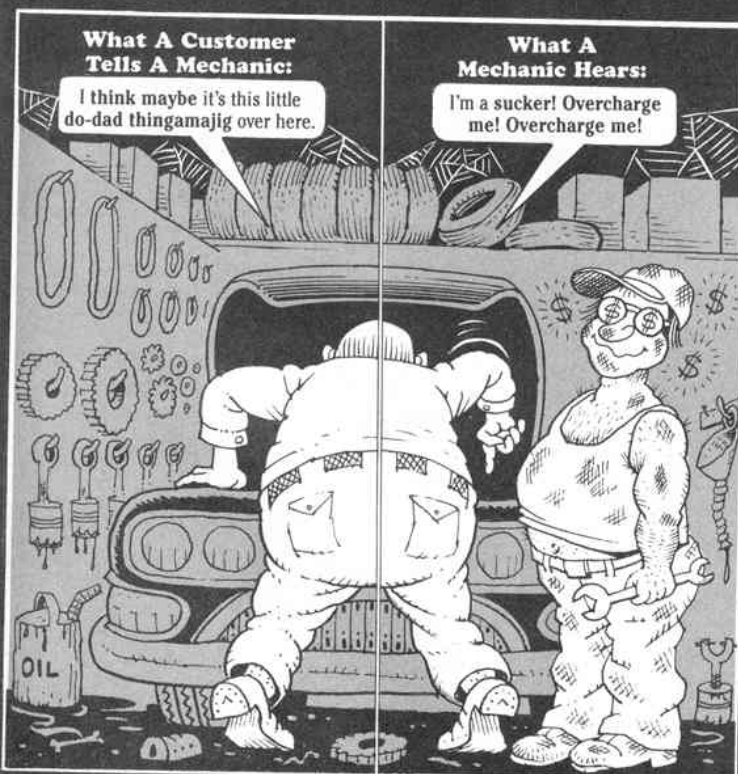
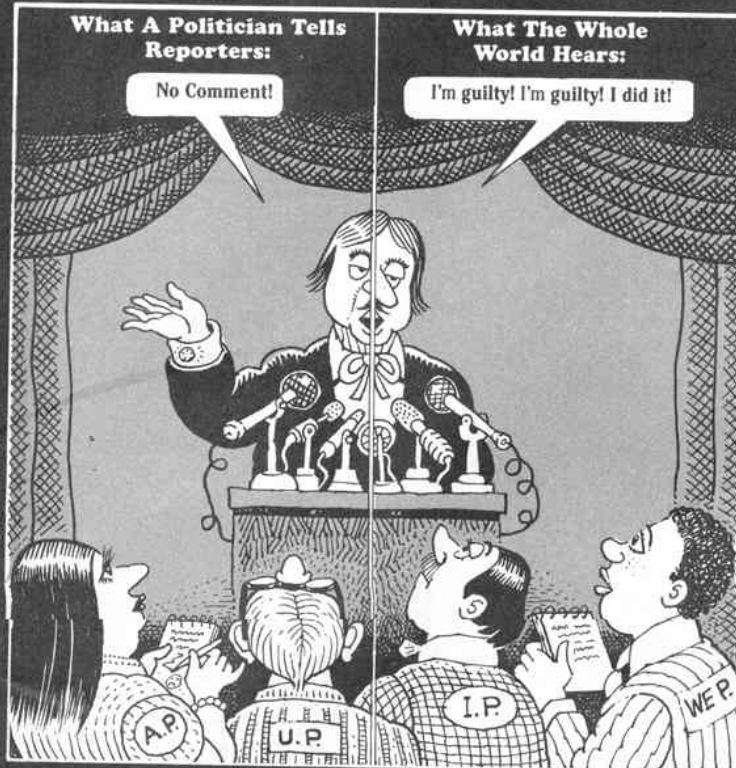
## What A Husband Hears:





and there's nothing anyone can do about it! Whether you mean what you say when you say it, it may not be what others hear when they hear what you're saying, whether you mean it or not. Know what we mean? Well, whether you do or not, here's...

# WHAT OTHER PEOPLE HEAR



**What The Host Of A Dinner Party Says To Her Guests:**

I'd love to lose weight, but I have a very large bone structure.

**What Her Guests Hear:**

I can't stop shoveling food in my face! I'm outta control!

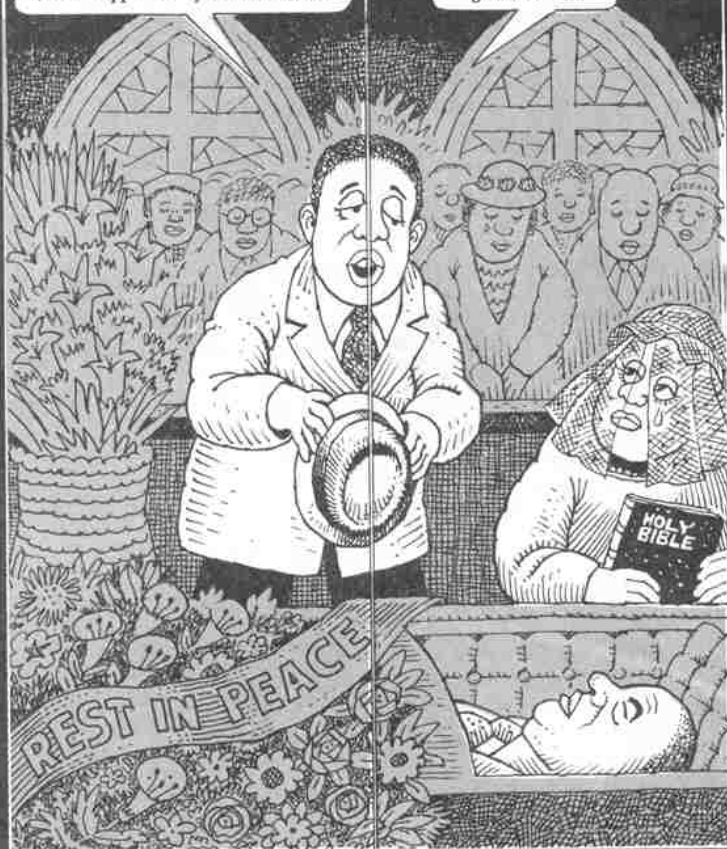


**What A Mourner Tells A Grieving Widow:**

Even though I haven't kept in touch, Uncle Beppe was my favorite uncle.

**What A Grieving Widow Hears:**

Am I still in the old geezer's will?



**What A News Anchor Says To Viewers In New York:**

Tragedy struck Park Avenue earlier today, as an entire family was wiped out by a maniac with a weed whacker.

**What The Viewers Hear:**

There's an apartment for rent on Park Avenue!

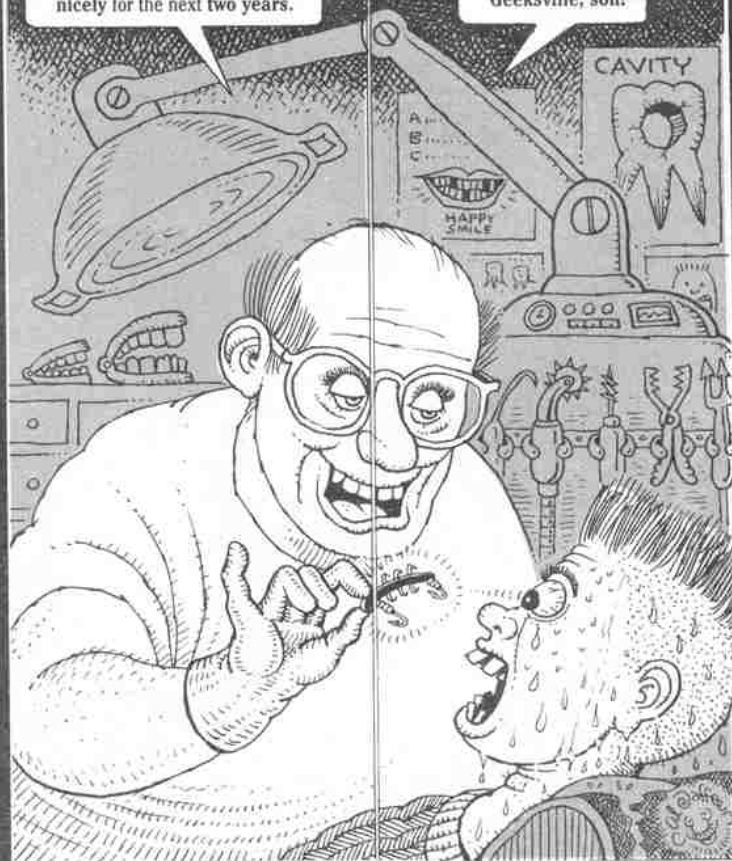


**What An Orthodontist Says To His Patient:**

These braces should fit you nicely for the next two years.

**What His Patient hears:**

Welcome to Geeksville, son!





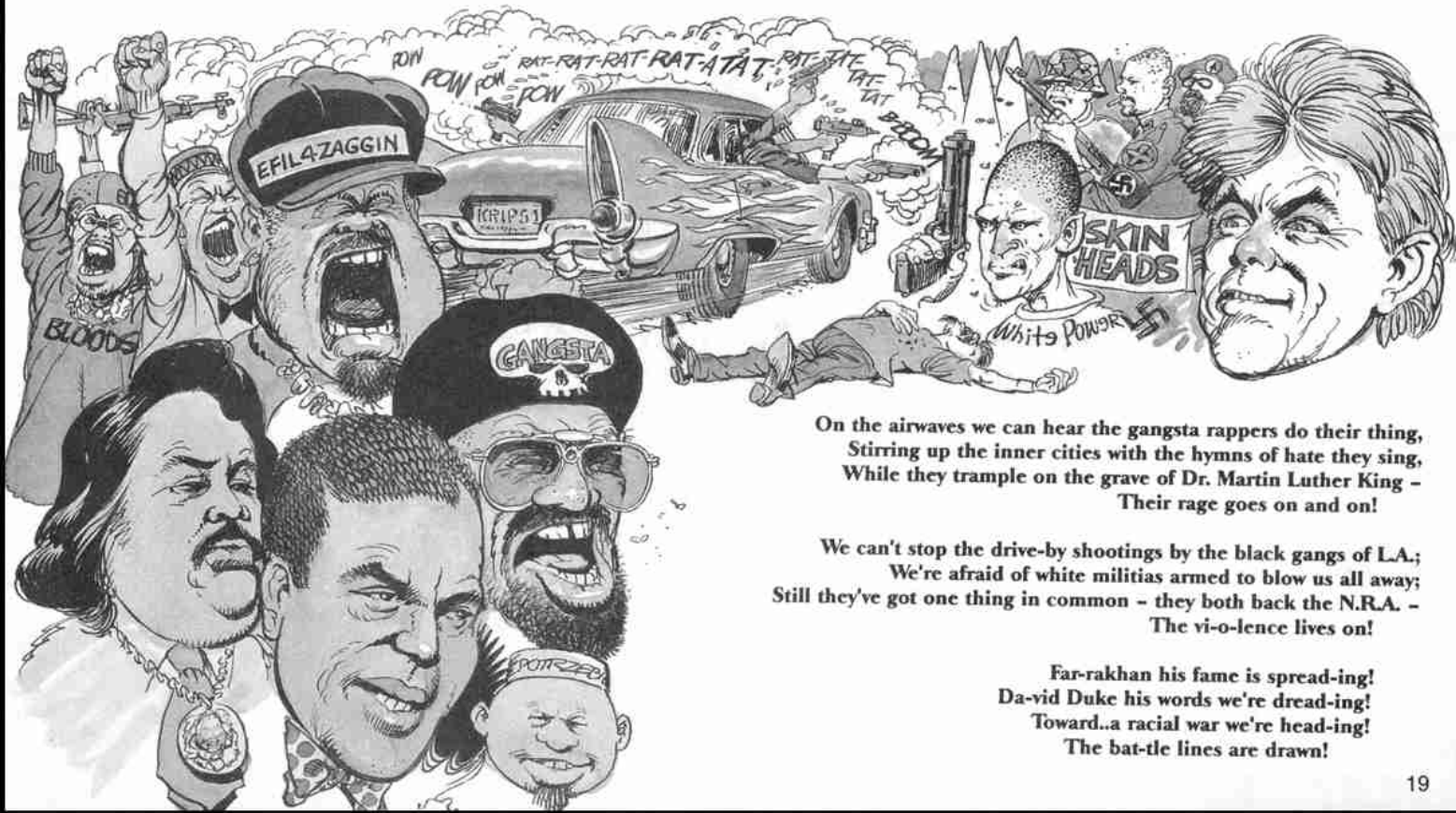
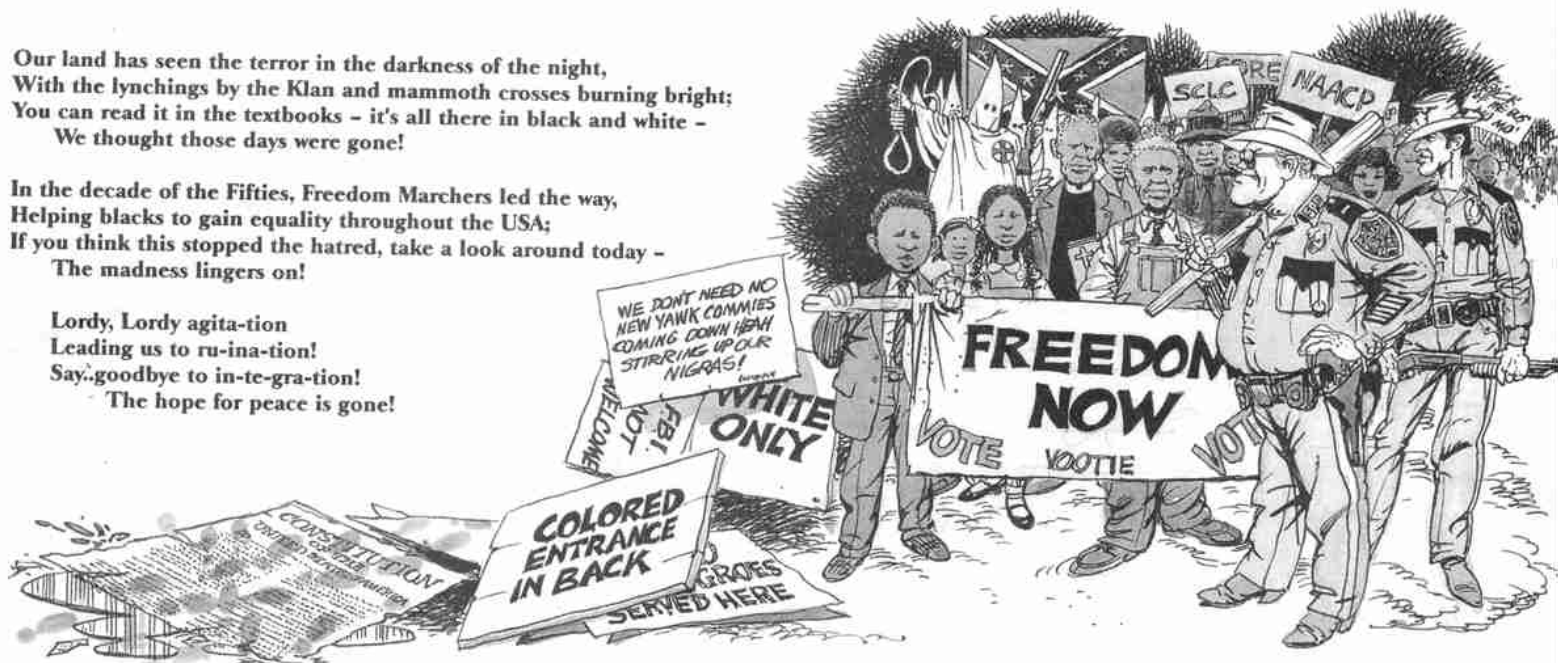
# T H E H Y M N O F THE EMBATTLED REPUBLIC

ARTIST: GEORGE WOODBRIDGE WRITER: FRANK JACOBS

Our land has seen the terror in the darkness of the night,  
With the lynchings by the Klan and mammoth crosses burning bright;  
You can read it in the textbooks - it's all there in black and white -  
We thought those days were gone!

In the decade of the Fifties, Freedom Marchers led the way,  
Helping blacks to gain equality throughout the USA;  
If you think this stopped the hatred, take a look around today -  
The madness lingers on!

Lordy, Lordy agita-tion  
Leading us to ru-ina-tion!  
Say..goodbye to in-te-gra-tion!  
The hope for peace is gone!

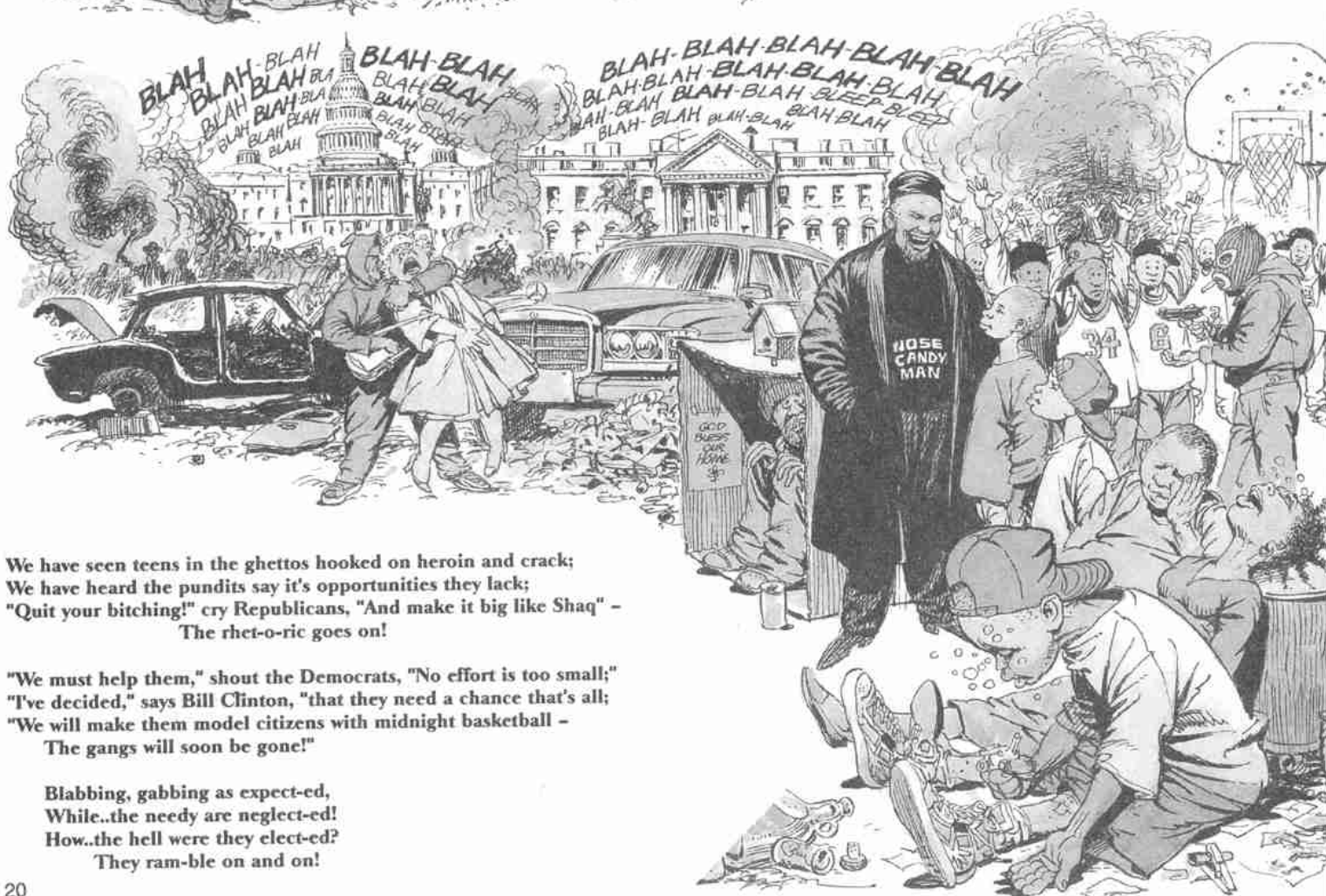


On the airwaves we can hear the gangsta rappers do their thing,  
Stirring up the inner cities with the hymns of hate they sing,  
While they trample on the grave of Dr. Martin Luther King -  
Their rage goes on and on!

We can't stop the drive-by shootings by the black gangs of L.A.;  
We're afraid of white militias armed to blow us all away;  
Still they've got one thing in common - they both back the N.R.A. -  
The vi-o-lence lives on!

Far-rakhan his fame is spread-ing!  
Da-vid Duke his words we're dread-ing!  
Toward..a racial war we're head-ing!  
The bat-tle lines are drawn!

**Shooting, looting, fires set-ting!  
Bust-ing heads with no regret-ting!  
Days..of shame we're not forget-ting!  
The horror still lives on!**

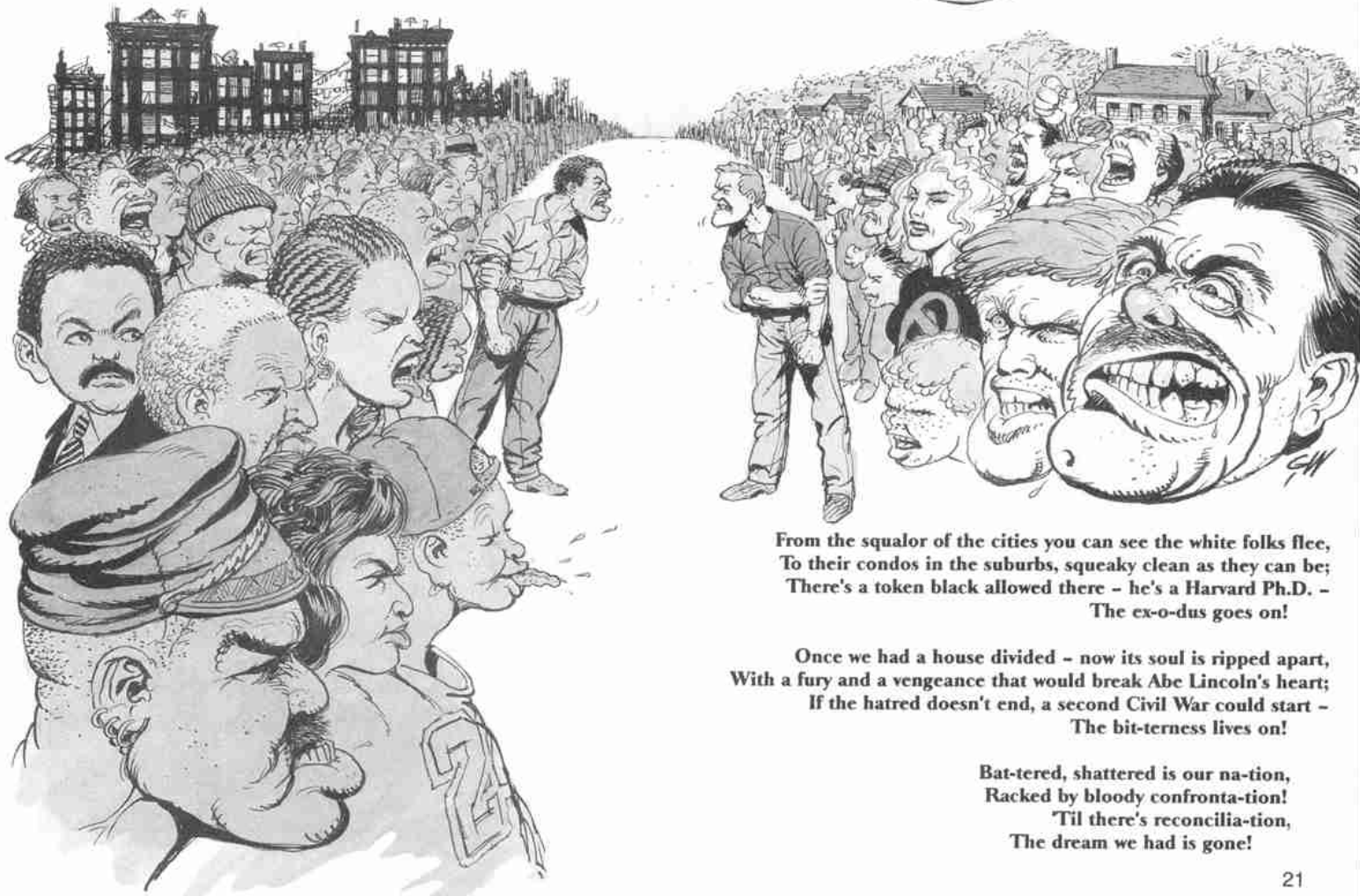
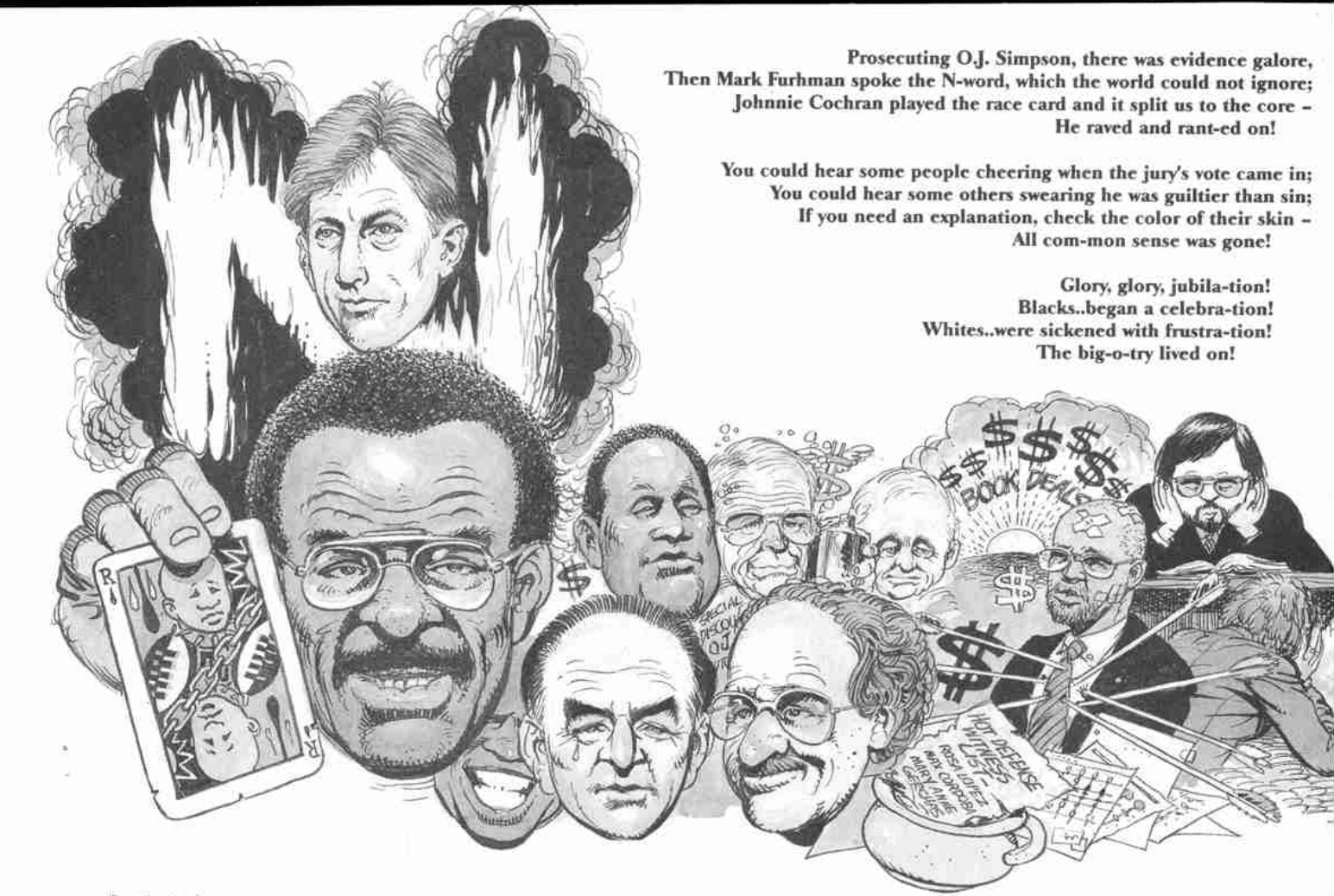




Prosecuting O.J. Simpson, there was evidence galore,  
Then Mark Furhman spoke the N-word, which the world could not ignore;  
Johnnie Cochran played the race card and it split us to the core -  
He raved and rant-ed on!

You could hear some people cheering when the jury's vote came in;  
You could hear some others swearing he was guiltier than sin;  
If you need an explanation, check the color of their skin -  
All com-mon sense was gone!

Glory, glory, jubila-tion!  
Blacks..began a celebra-tion!  
Whites..were sickened with frustra-tion!  
The big-o-try lived on!

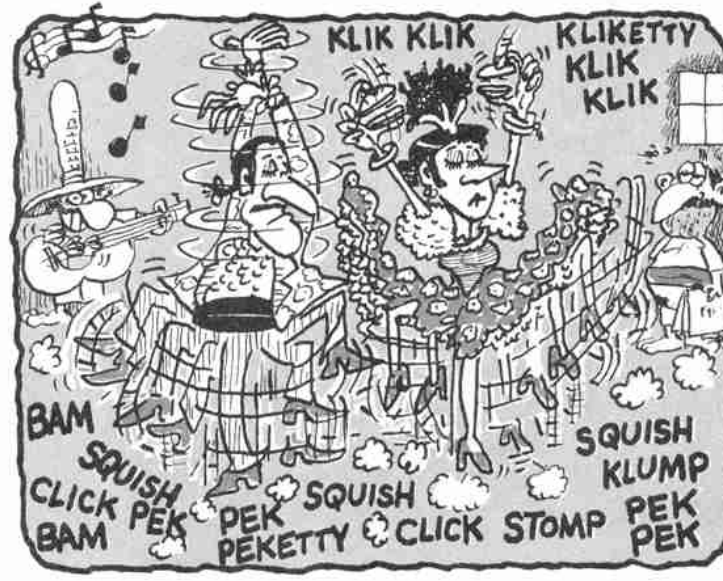


From the squalor of the cities you can see the white folks flee,  
To their condos in the suburbs, squeaky clean as they can be;  
There's a token black allowed there - he's a Harvard Ph.D. -  
The ex-o-dus goes on!

Once we had a house divided - now its soul is ripped apart,  
With a fury and a vengeance that would break Abe Lincoln's heart;  
If the hatred doesn't end, a second Civil War could start -  
The bit-terness lives on!

Bat-tered, shattered is our na-tion,  
Racked by bloody confronta-tion!  
Til there's reconcilia-tion,  
The dream we had is gone!

# THE FLABBERGASTING FLAMENCO FINISH



A MAD POINT TO PONDER: They say you can't teach an old dog new tricks, but so what? Even if you could, just when he got good at the trick, he'd probably drop dead. Because he's so old.



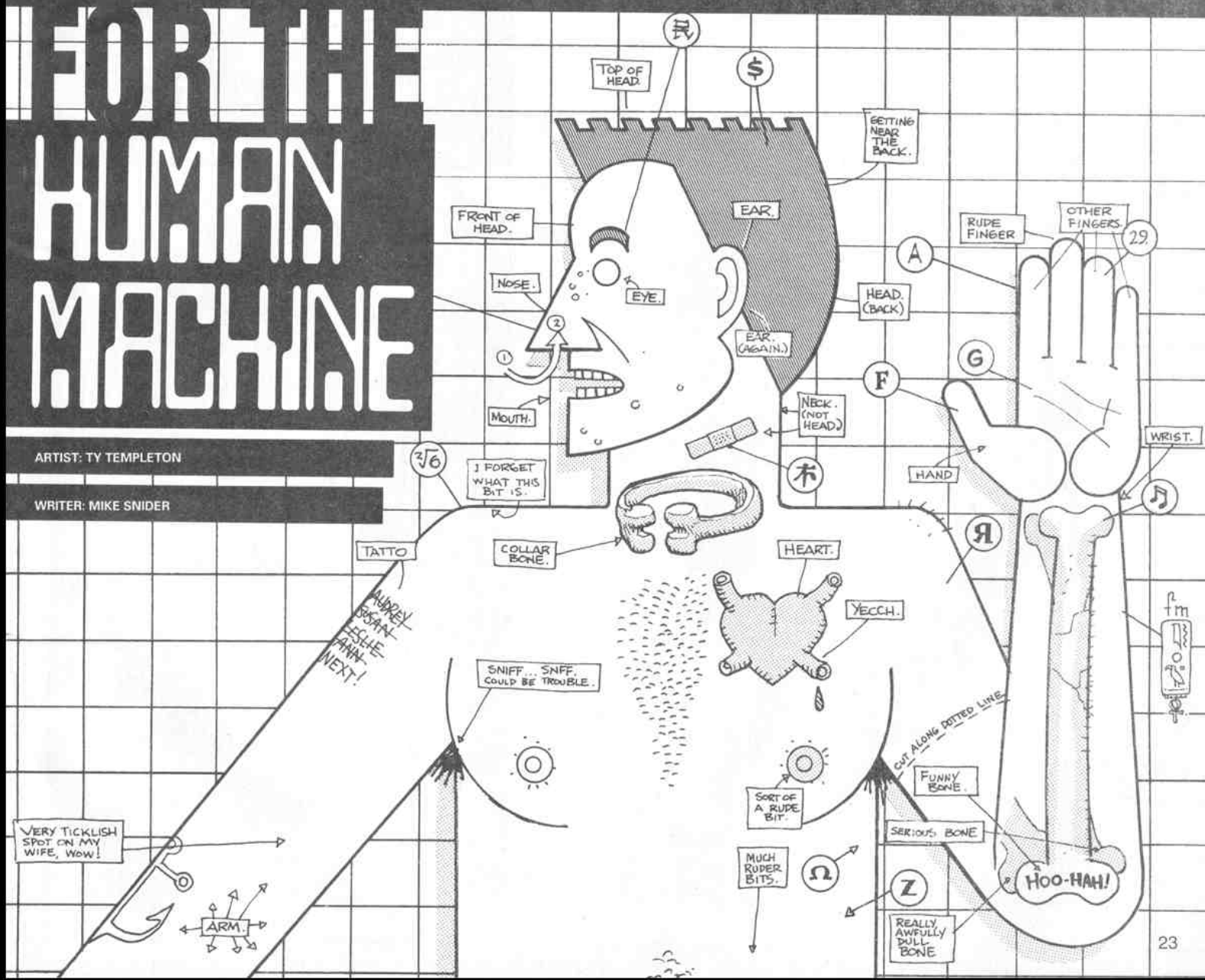
***Aren't computers great? Not only do they do neat stuff on their own, but they can compensate for our stupidity and clumsiness! There's software for awful typists (WordPerfect), sloppy layout artists (PageMaker) and even us dolts who can't spell worth a damn (spell check)! But what we really need is stuff which corrects our faults all the time, even when we're not on the computer – human software programs! Wouldn't it be nice if there were a whole catalog of . . .***

# Badly-Needed Software

# FOR THE HUMAN MACHINE

**ARTIST: TY TEMPLETON**

**WRITER: MIKE SNIDER**



## WordPronounce

Why advertise your stupidity to the whole world when it can be a secret between you and your WordPronounce software? Automatically correct bonehead mispronunciation signals from the brain BEFORE they reach your mouth! (May not work in heavy-accent areas, including New England, New York City and the Deep South.)

Are you asking me, Senator, if I believe the military should be authorized to use nuclear weapons?

Are you asking me, Senator, if I believe the military should be authorized to use nuclear weapons?



#1102-489763 WordPronounce

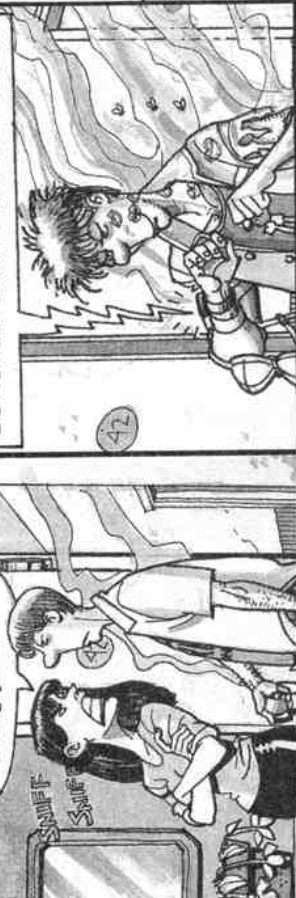
\$39.99

## SmellCheck

Ever get caught cheating on your girlfriend because you walked in smelling like another woman's perfume? Your boss ever chew you out for drinking on your lunch hour because you came back reeking of gin and tonic? Never again! SmellCheck is the olfactory software that keeps you out of trouble by cross-checking your personal odors against its catalog of over 225 scents!

Gee, that's funny! When did you start wearing perfume?

WARNING: OBSESSION LEVEL: 90%  
DO NOT LET GIRLFRIEND SMELL YOU!!!



#1002-453071 SmellCheck

\$79.95

## QuikRETORT

Did you ever come up with the perfect comeback...two days after it would be of any use? QuikRETORT digitally compresses into mere seconds those hours and hours it takes the average, slow-witted mind to dream up something clever!

Your mother's so dumb, she thinks a pig pen is something you write with!

Oh yeah?!? Well, uh...uhhh...

Your mother's so fat, she thinks a stick of butter is a side dish!



#5176-061871 QuikRETORT

\$29.95

## CHANGE Master

What's a poor Generation X clerk to do when the computerized cash register goes down? Figure out the correct change in his mind? GET REAL! These are graduates of the American educational system we're talking about!

CHANGE Master: It's like actually being able to add and subtract!

Let's see, it's \$1.25, and you gave me \$2.00, so I owe you... duhhh...

... less the 2.47% discount... converting 225.75 drachma to the dollar, means I owe you \$5.71 in change!



#1775-876034 CHANGE Master

(Version 2.0 featuring Anti-Slack Jaw and Gum Snapping Utilities)

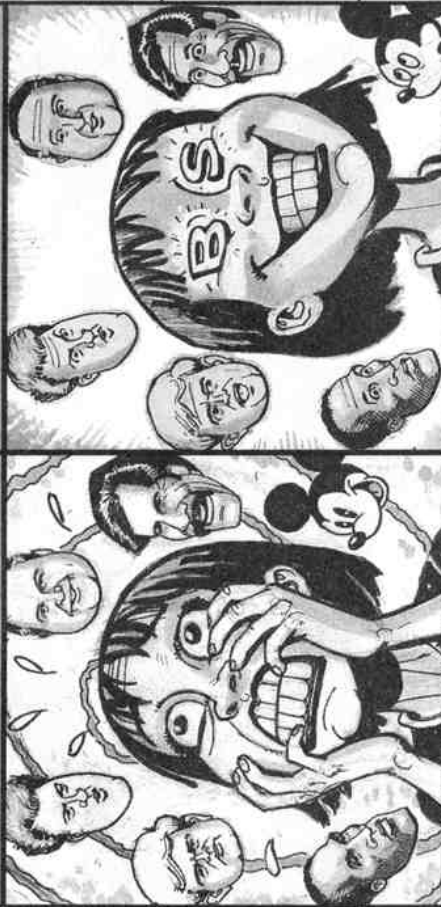
\$49.95

\$69.95



## BULL-Finder

Do you fall for every line of B.S. you hear? Then you need BULL-Finder! Its patented Malarkey Processor checks all statements for (1) logic, (2) sincerity and (3) bureaucratic legalese. A MUST for anyone planning to vote!



#4128-082471 BULL-Finder

\$189.00

## Virtual Personality

Do you have a near-Kevorkian ability to put people into a state of unconsciousness through sheer force of personality (or lack thereof)? With Virtual Personality's Charisma Replacement technology, you'll have everyone thinking you've been interesting all your life. It's the chance to be the life of the party that you've always wanted to be!

Shoelace collecting can be a very rewarding hobby! I first began collecting them ten years ago in Cleveland...

Let's just say that by the end of the evening, I got to hold on to a lot more than just her shoelaces, if you get my drift!



#0426-778092 Virtual Personality  
Sex Appeal Upgrade

\$279.99  
\$49.00

## Relationship-SAVER (For Men)

Relationship-SAVER helps guys avoid those romantic land mines that they have a habit of stepping on by automatically keeping track of:

- \* Important (and unimportant) dates and anniversaries
- \* "Little white lies" that could pop up into arguments 6 months down the road
- \* Safe responses to trick questions like, "Am I fat?" or, "Which dress do you like better?"



#5931-602803 Relationship-SAVER (For Men)  
Relationship-SAVER (For Women)

\$229.95  
Discontinued due to lack of demand

## SENSEofHUMOR 1-2-3

Have you always been completely mystified by jokes, gags and witticisms? Find out what all the fuss is about with SENSEofHUMOR 1-2-3 — the only comedy appreciation software powerful enough to work on even lawyers and feminists!

...so the doctor says, "No, no, Nurse Betty, you got it backwards. I said, 'Prick the boil!'"

...so the doctor says, "No, no, Nurse Betty, you got it backwards. I said, 'Prick the boil!'"



#4414-237569 SENSEofHUMOR 1-2-3

\$49.95

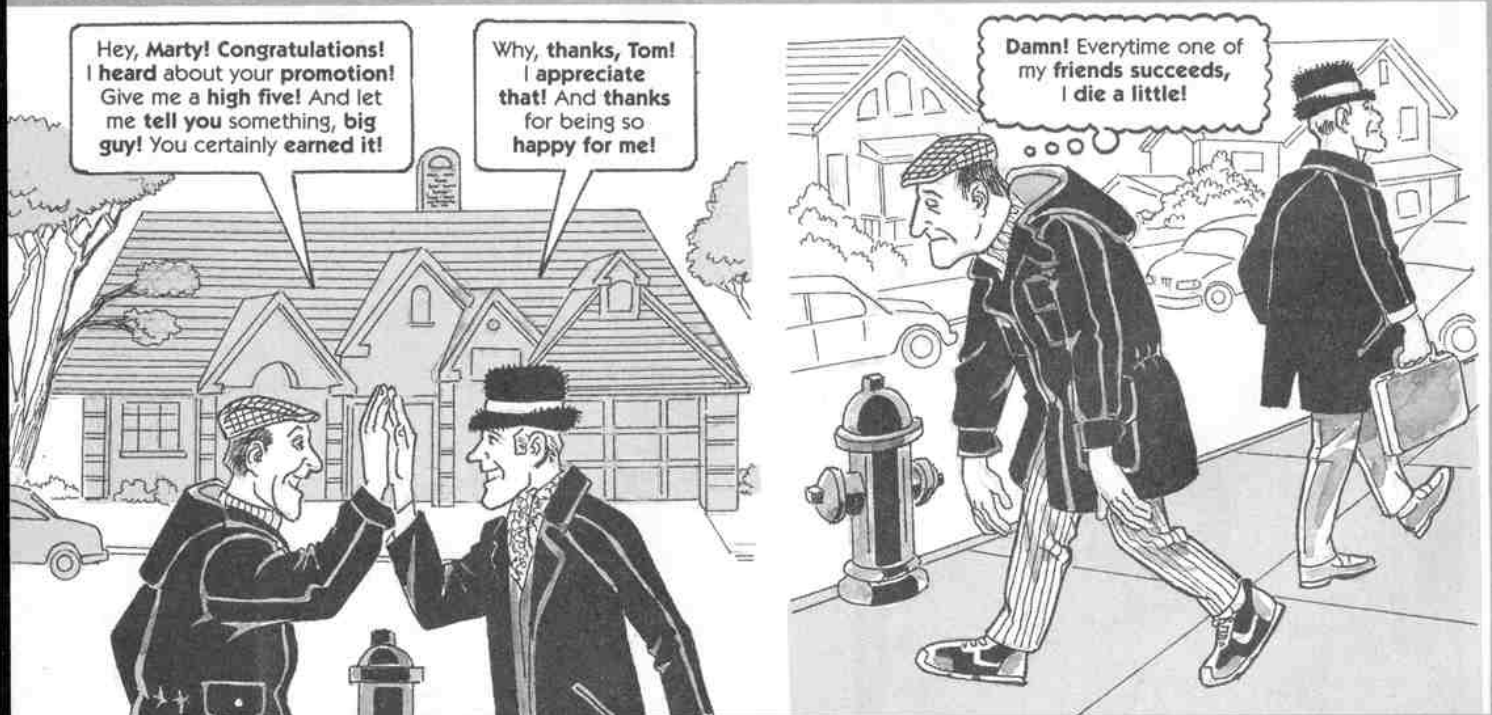
## SECURITY



BERG'S-EYE VIEW DEPT.

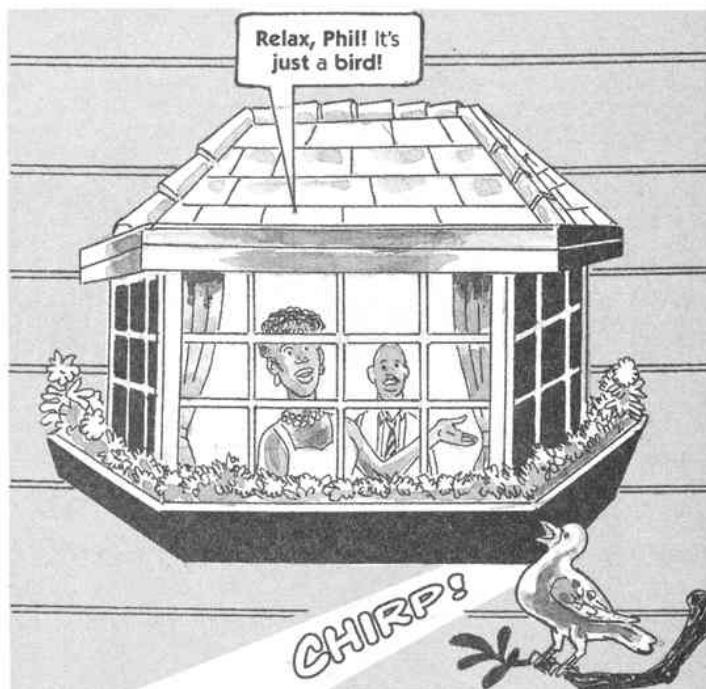
# THE LIGHTE

## SUCCESS





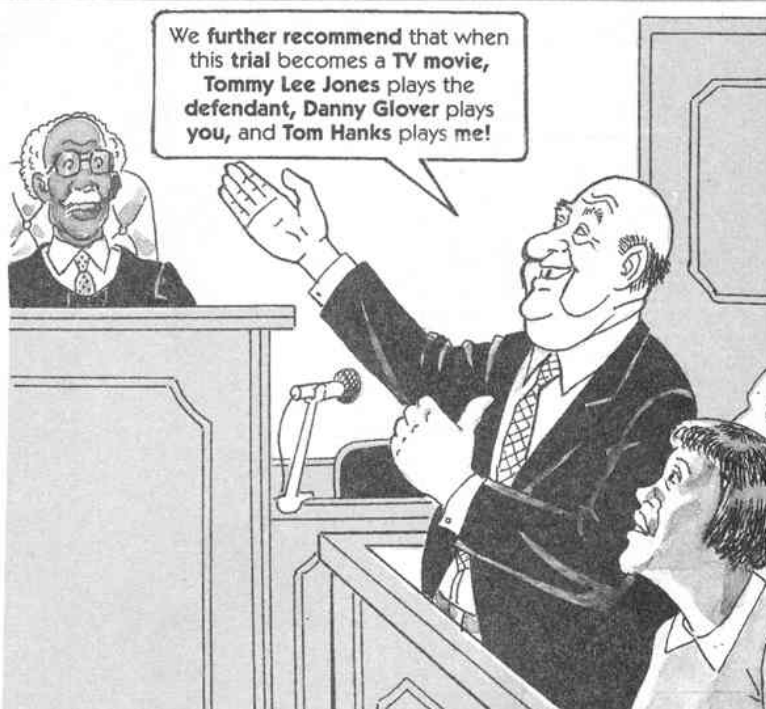
## THE ELECTRONIC AGE



# R SIDE OF...

## MODERN JUSTICE

ARTIST AND WRITER: DAVE BERG



## SIBLINGS



## MONEY



## COMPARISONS



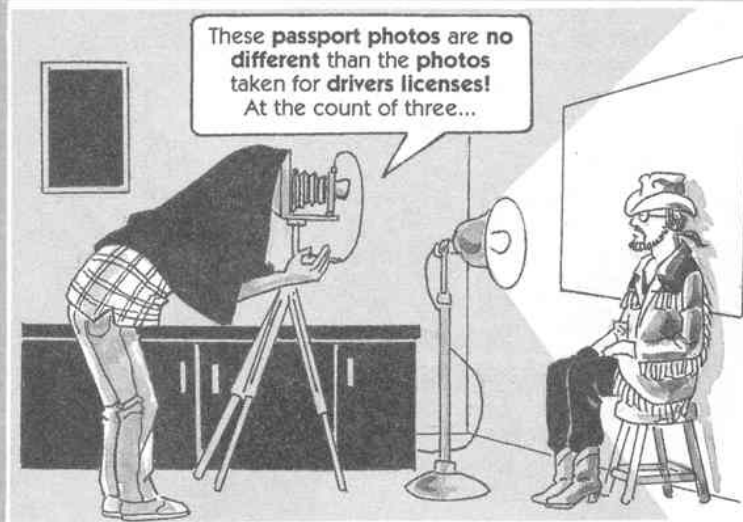
A MAD POINT TO PONDER: It's nice to be important, but it's really nice to be really important.

## THERAPY





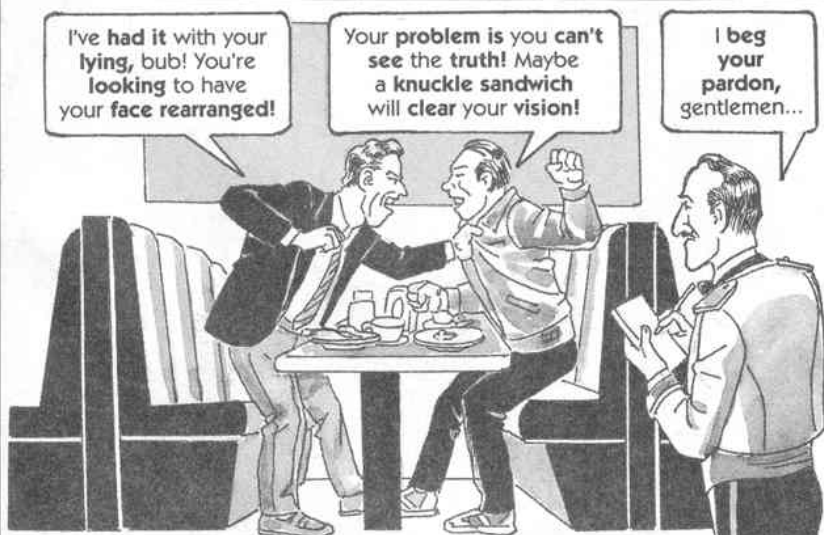
## POSING



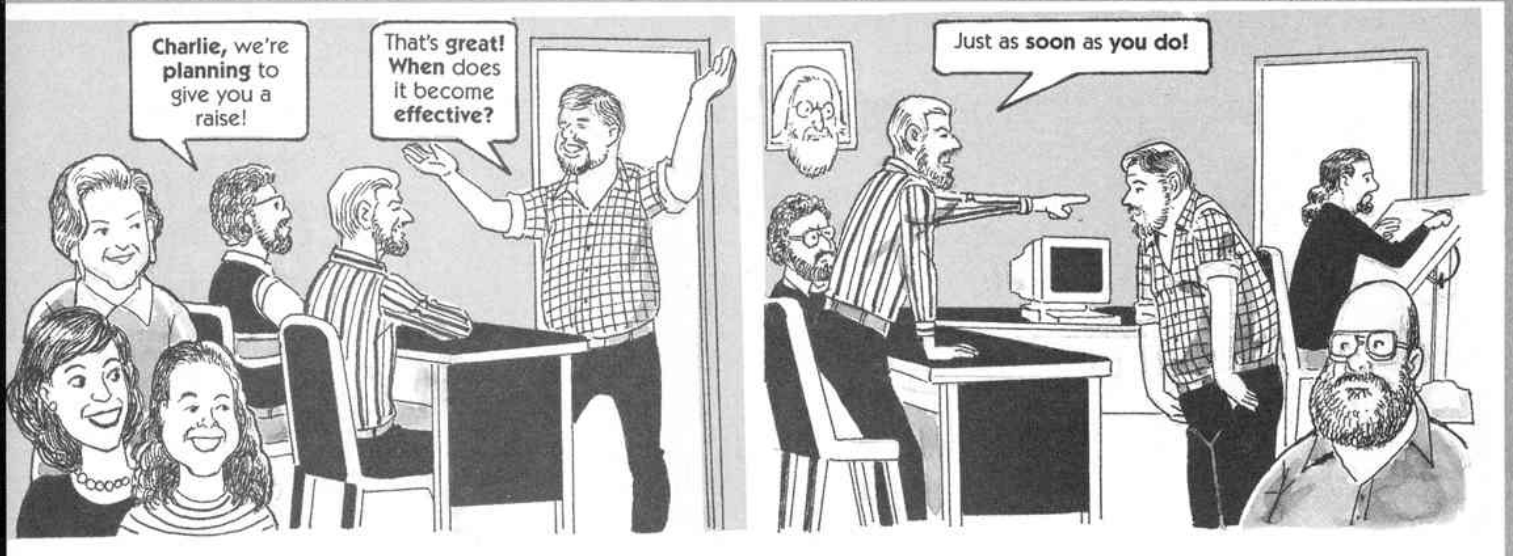
## BELIEFS



## DISAGREEMENTS



## THE OFFICE



## GRADES



A MAD POINT TO PONDER: You made your bed, now you have to lie in it. And now you have to make it again because you messed it all up.

## DOCTORS





## LOLLAPALOSERS DEPT.

Let's face it, there are a lot of freakin' weirdos out there. And very often weirdos are overly obsessed with some trivial thing, whether it be comic books or America Online or movie stars or firearms. But today, class, we are going to concentrate on that very special brand of freak who goes loopy over musicians and their CDs, their videos and even their 8-tracks. You'll be shocked and amazed when you see...

# The All-Time Pantheon of Oddball Music Fans

ARTIST: KYLE BAKER

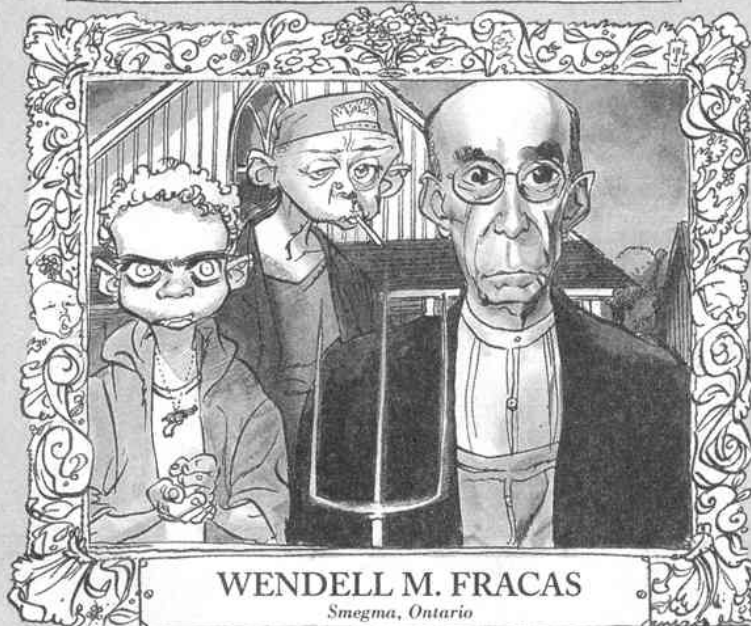
WRITER: DESMOND DEVLIN



**CHAUNCEY GALOOT**

*Lungfish Falls, Montana*

Every time he tapes a CD for his friend, Galoot sends the appropriate royalty fee to the record company.



**WENDELL M. FRACAS**

*Smegma, Ontario*

Father of a 15-year-old and a 12-year-old, Fracas has never used the phrases "garbage" and "rap music" in the same sentence.



**KNUTE CRAMPY**

*Quantas, Australia*

After considering the matter for some time, Crampy has decided that he simply has no favorite Judd.



POTRZESIE





**FREDERICK J. MALONEY**

*Fabio, Vermont*

Slathered in brown mud after the Woodstock II concert, Maloney was mistaken for a bear while hitchhiking home and now proudly adorns the mantel of the North Adams Hunting Club.



**LEEZA COLONJELLO**

*Amphetamine, New Jersey*

Leeza knows for a fact that Jimmy Page really is about to call her like he said he would, only he's probably still tired from the great sex she gave him behind the ice machine in 1971.



**MICHAEL OSTOMY**

*Kazoo, Oregon*

In a loud, clear voice, Ostomy asked for the latest CD by Hootie and the Blowfish without giggling once.



**JEAN-LUC PERRY**

*Morvemanger, France*

Jean-Luc is currently suing 85 different superstars for stealing his personal song idea — the one that's about telling somebody you love them.



**IBN-JARED SPURL**

*Grrzl, South Yemen*

Spurl is still under the impression that Courtney Love named her band after her husband's head.



**TORRENCE EP**

*Wombat City, New Zealand*

Due to his excessive array of body piercings, mosh-meister Torrence has been trapped behind the Sydney airport's metal detectors since 1988.

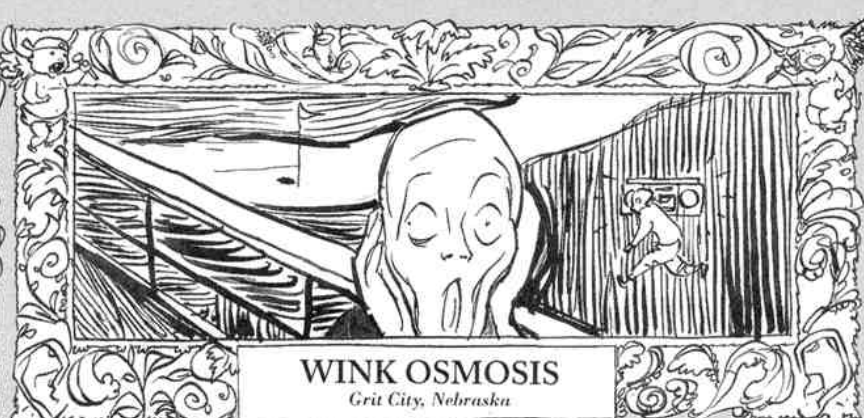






**ABIGAIL POX**  
*Villenille, Ohio*

While attending a concert, Pox didn't howl, "You suck! Get off the stage!" at the opening band until they'd practically finished their first song.



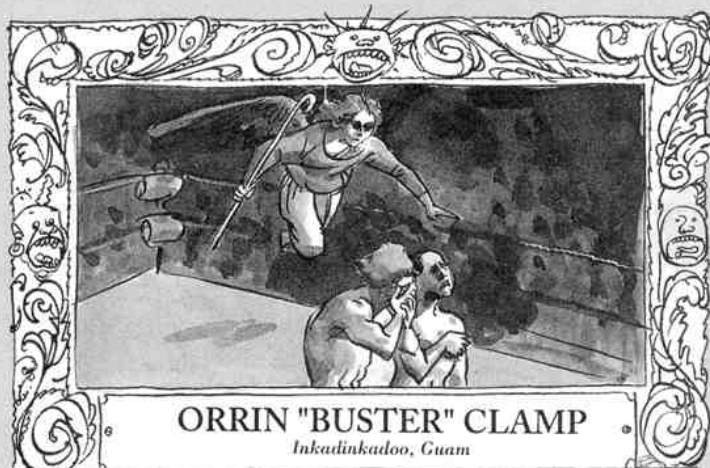
**WINK OSMOSIS**  
*Grit City, Nebraska*

After buying and enjoying the latest CD from rap superstar Shaquille O'Neal, Osmosis was surprised to hear that Shaquille is apparently also an accomplished athlete.



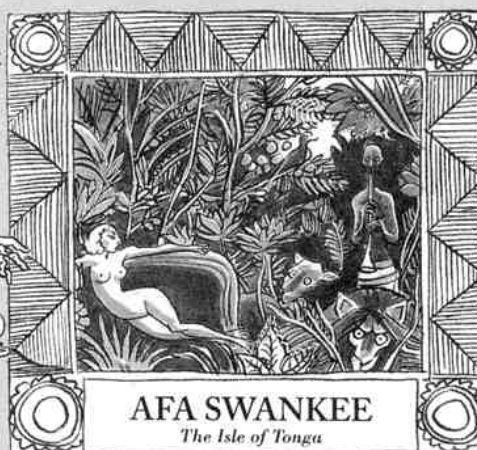
**OZZY MANDIUS**  
*Pudding-on-Gruel, England*

Mandius feels that the only way to appreciate the full effect of heavy metal's subtle nuances and semiquavers is to play it at a reasonable level.



**ORRIN "BUSTER" CLAMP**  
*Inkadinkadoo, Guam*

After attending over one hundred AC/DC concerts, Clamp is 100% deaf and over 90% blind (fortunately, this has not affected his work as a referee for the World Wrestling Federation).



**AFA SWANKEE**  
*The Isle of Tonga*

This uncivilized bushman is the last human alive on Earth who has not yet seen either of Madonna's breasts.



A MAD POINT TO PONDER: If you put your best foot forward, think how bad your other foot is going to feel.

**BEHIND THE RETALIATE BALL DEPT.**

# Mother Nature's REVENGE

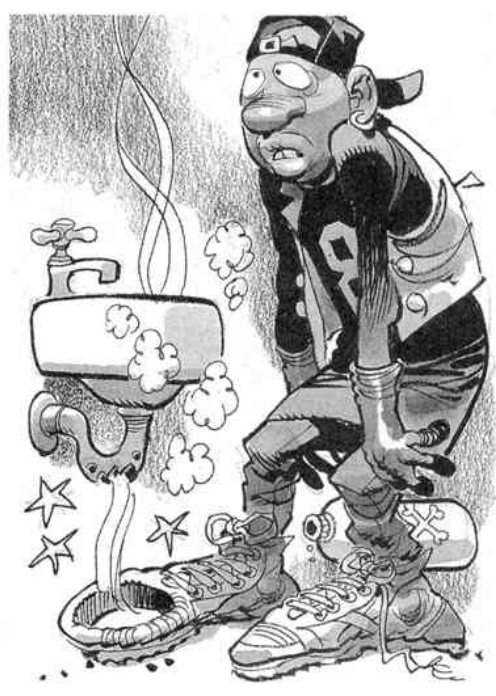
ARTIST: JACK DAVIS

WRITER: STEVE GREENBERG

**WARNING!**  
DO NOT DISPOSE  
CHEMICAL WASTE  
IN SINK!







## COMMITTING A SYNERGY DEPT.

Over the last few months it seemed like you couldn't open up the paper without reading about another corporate merger! Westinghouse takes over CBS! (Watch this fall for *Murder, She Wrote—By The Light of a 75-Watt Westinghouse Bulb!*) Disney acquires ABC! (In a very special episode of *Family Matters*, Steve Urkel discovers the true meaning of Christmas when he reunites a homeless boy with his father, a hot dog vendor at EuroDisney!) While these kinds of deals shake Wall Street, all they mean to us is that the big get bigger, and still force their crappy products on us! Just once we'd like to see two companies get together in a deal that benefits the average slob! Like these...

# CORPORATE MERGERS

## That Would Do Us All Some Good

ARTIST: PAUL COKER

WRITER: MIKE SNIDER



## IF...

# JACK IN THE BOX

MERGED  
WITH

# @PARKE-DAVIS

...each and every bacteria-tainted hamburger patty could have a dose of penicillin already inside!



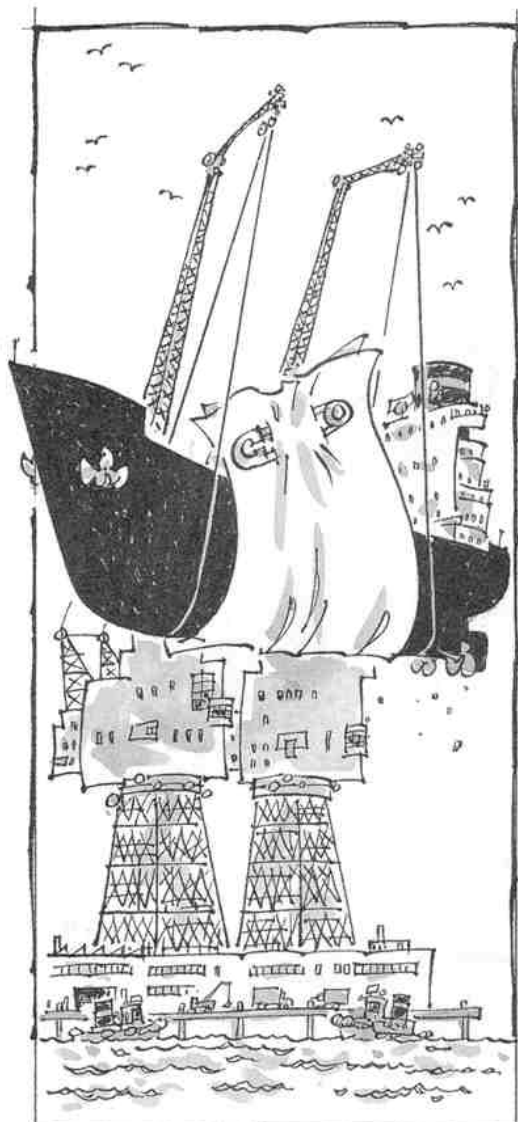
## IF...

# EXXON

MERGED  
WITH

# Pampers

...they might finally get some leak-proof oil tankers!





**IF...**

**abc**

**MERGED  
WITH**

**NBC**  
and **CBS**

...we'd only have to endure  
*one* dopey made-for-TV  
movie for every sleazy  
scandal to come along!



**IF...**

**Disney**

**MERGED  
WITH**

**THE MONEY STORE**

...a family of 4 visiting one  
of their parks could get a  
second mortgage right at  
the ticket booth - when  
they need it!



**IF...**

**BOEING**

**MERGED  
WITH**

**THE GAP**

...their airline-seat  
designers could get some  
much-needed pointers from  
folks who have actually  
measured a human body!



**IF...**

**PROCTER & GAMBLE**

**MERGED  
WITH**

**Frito  
Lay**

**...those "Detergent  
Scientists" might  
just invent something  
that will get that slimy  
orange Cheetos residue  
off your fingers!**



**IF...**

**macy's**

**MERGED  
WITH**

**TROJAN**

**...we'd surely see the  
most entertaining  
Thanksgiving Day  
Parade in years!**



**IF...**

**NIKE**

**MERGED  
WITH**

**Smith & Wesson**

**...buyers of \$140 sneakers  
would also get something  
to protect them with!**





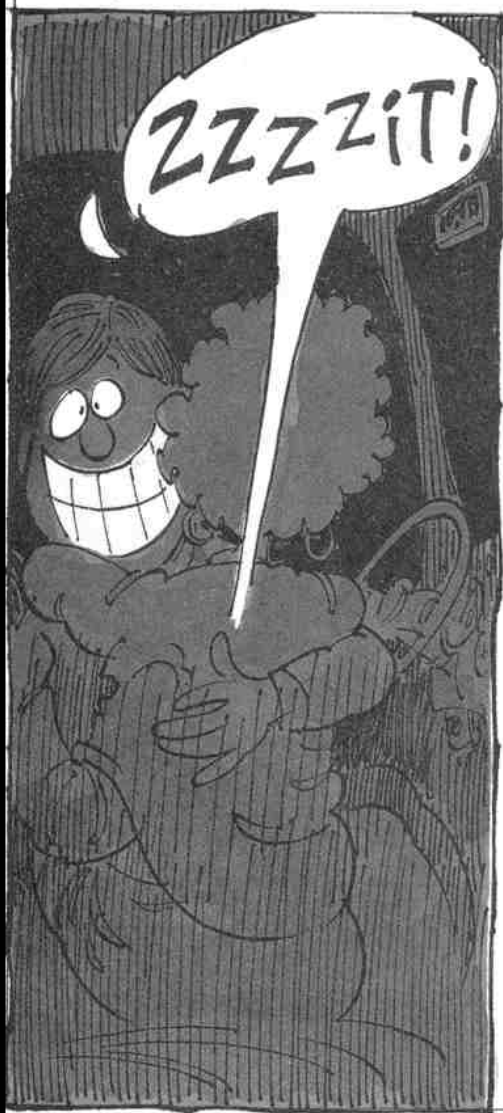
**IF...**

**MAIDENFORM**

**MERGED  
WITH**

**VELCRO**

**...millions of horny young  
guys would be  
eternally grateful!**



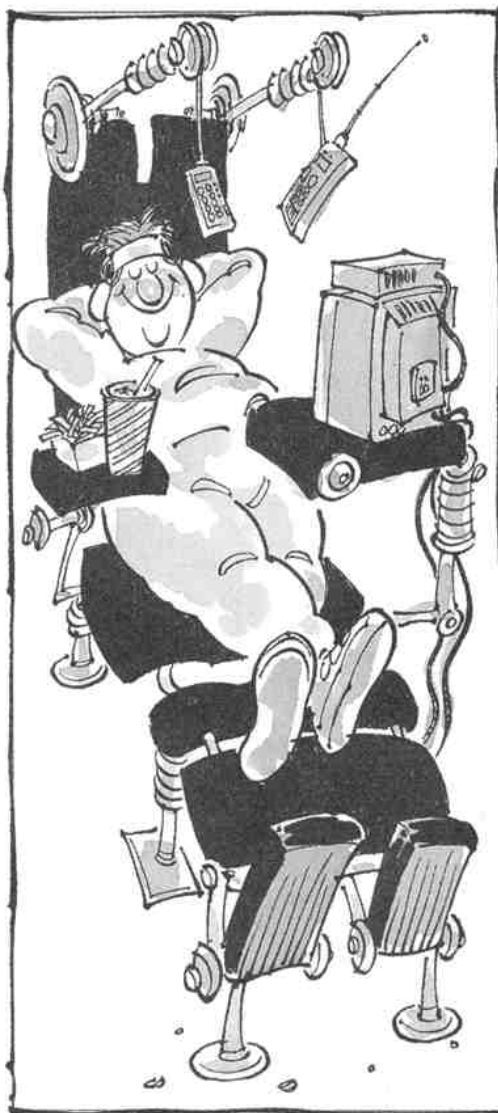
**IF...**

**Nautilus**

**MERGED  
WITH**

**TRANSFORMERS**

**...you could make some-  
thing useful out of that  
weight machine when you  
give up "pumping iron"  
after two weeks!**



**IF...**

**Ralston Purina**

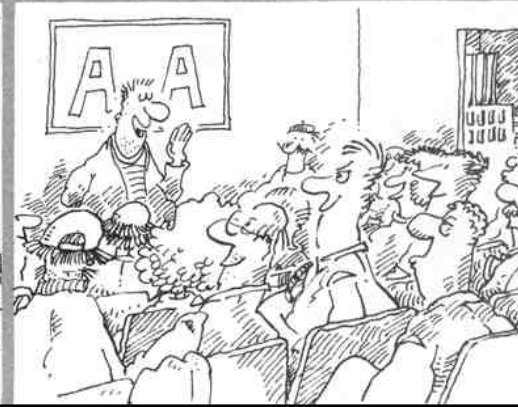
**MERGED  
WITH**

**DU PONT**

**...they might find some  
way to mix Teflon and  
pet food to produce  
non-stick dog-doo!**



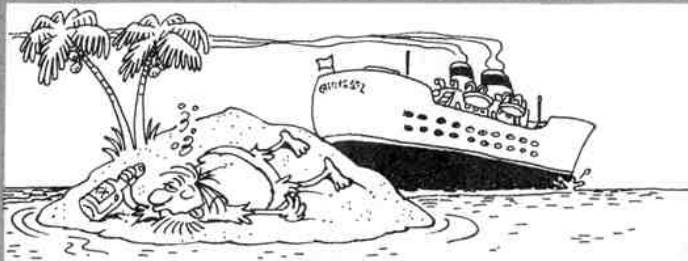
# A MAD LOOK AT

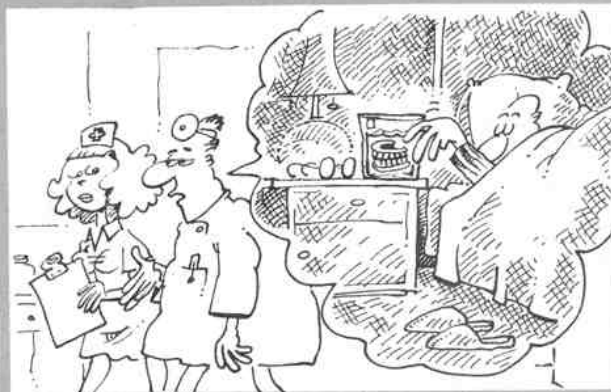
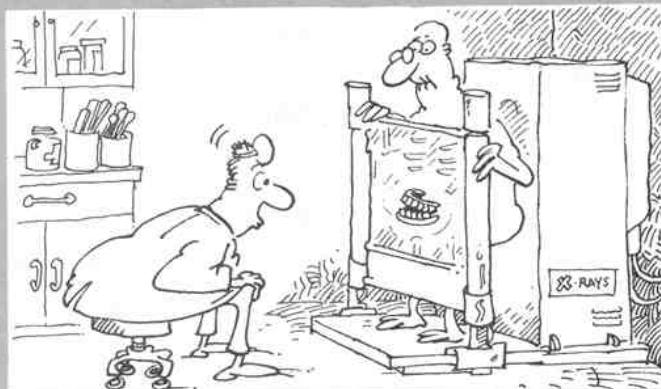




# DRINKING

ARTIST AND WRITER: SERGIO ARAGONES





**A MAD POINT TO PONDER:** The only thing worse than being talked about is not being talked about. Of course, a swift kick in the gonads is no picnic either.





**UPCHUCK NORRIS DEPT.**

Most critics agree that karate king Chuck Norris' talents are too small to fill the big movie screen effectively! But now that he's got his own TV series, it's a different story — it's obvious his talents are too small to fill the small TV screen as well! See for yourself as we comatose our way through...

# sleepWALKER, TEXAS STRANGER

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm sleepWalker, a modern day Texas Ranger! I have a badge, a gun, and a mean left foot! KICK! CRUNCH! About the only thing I don't have is the ability to register any human emotion! KICK! CRUNCH! And, oh yeah, I also have a real mean temper! KICK! CRUNCH! That's why I'm pulverizing this waiter! I told him whole wheat, not sourdough! KICK! CRUNCH!

I'm Trivet, sleepWalker's Ranger buddy! He likes bone crunching, bloody battles, but they turn my stomach! And that's really saying something when you consider I'm a former NFL star! The truth is sleepWalker isn't the unfeeling brick wall he's reputed to be! One time we were cornered by 25 bad guys! It looked like sure death! sleepWalker actually broke down — and exhaled! Swear to God!

I'm Aleck, the attractive D.A., but I'm more than just a pretty face! I also have great legs and fabulous blond hair! Not to mention some of the shortest skirts worn in Texas law enforcement! That's how I got the job! In TV rating land, D.A. stands for "Displaying Assets"!

I'm Uncle Rare, a typical "happy go lucky" TV character who runs a bar — and seen for only 30 seconds at the end of an episode when all the main characters come in for a chat, a dumb closing line, and a lame freeze frame! That's why I can hardly believe I made MAD's opening splash panel! My career's on the move! Hey, Andy Griffith can't play every old duffer role!



I'm sleepTrotter, sleepWalker's horse! When he doesn't use his truck to get around, he uses me! You may notice that on this series they generally film just the front end of me! That's because they don't want to confuse the viewers by showing more horses' asses than are absolutely necessary!

I wonder why they allowed Chuck Norris to sing the theme song for this show?

Well, since he can't act, it's only natural for them to want to prove he shouldn't have been a singer, either!

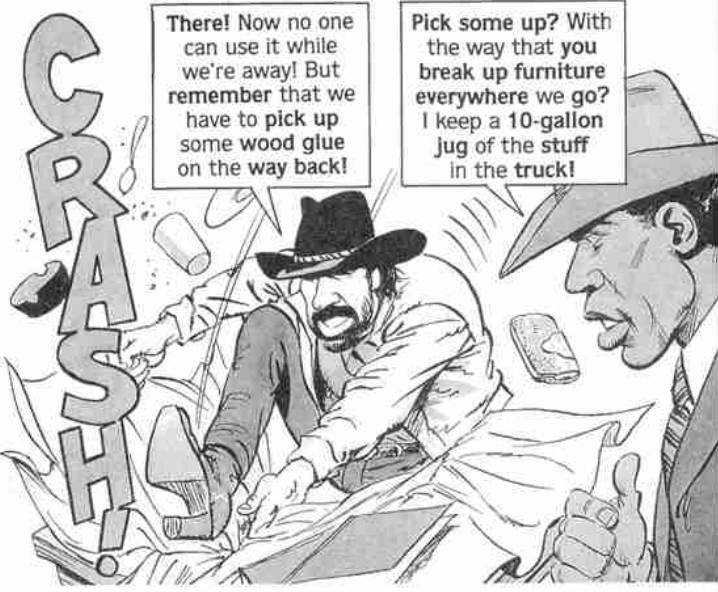


While you were in the bathroom, some thugs kidnapped Aleck!

Why didn't you chase them?

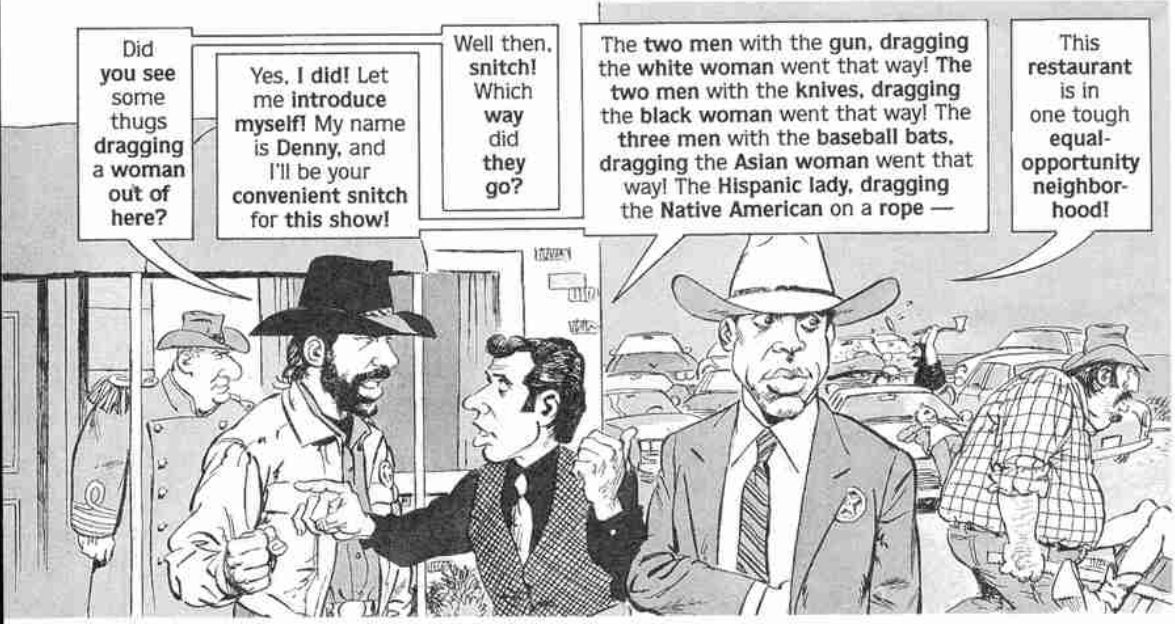
Are you nuts? We waited 90 minutes for this table!

Let's go track her down! But first, I'll fix this table so no one can use it while we're gone!



There! Now no one can use it while we're away! But remember that we have to pick up some wood glue on the way back!

Pick some up? With the way that you break up furniture everywhere we go? I keep a 10-gallon jug of the stuff in the truck!



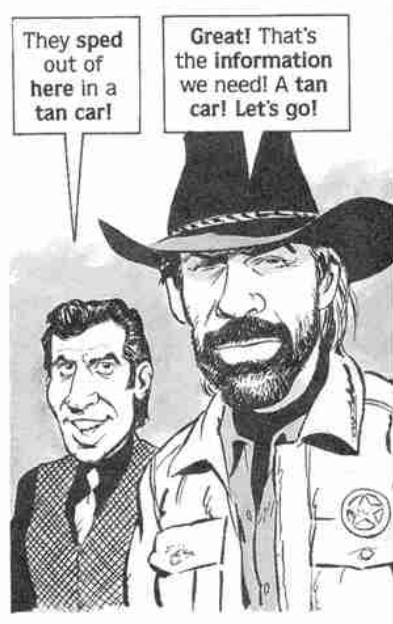
Did you see some thugs dragging a woman out of here?

Yes, I did! Let me introduce myself! My name is Denny, and I'll be your convenient snitch for this show!

Well then, snitch! Which way did they go?

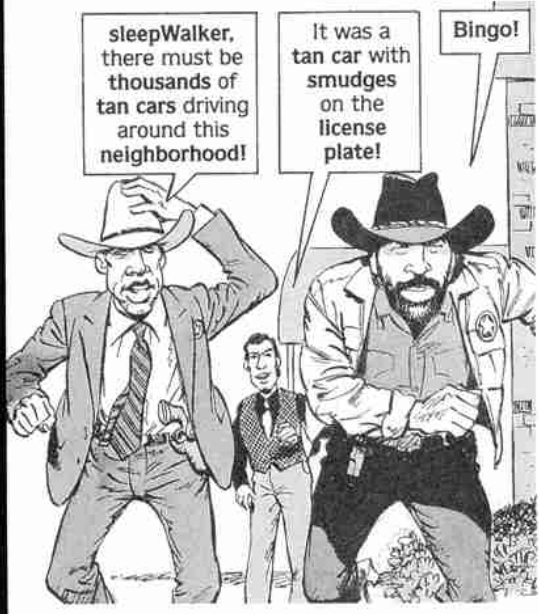
The two men with the gun, dragging the white woman went that way! The two men with the knives, dragging the black woman went that way! The three men with the baseball bats, dragging the Asian woman went that way! The Hispanic lady, dragging the Native American on a rope —

This restaurant is in one tough equal-opportunity neighborhood!



They sped out of here in a tan car!

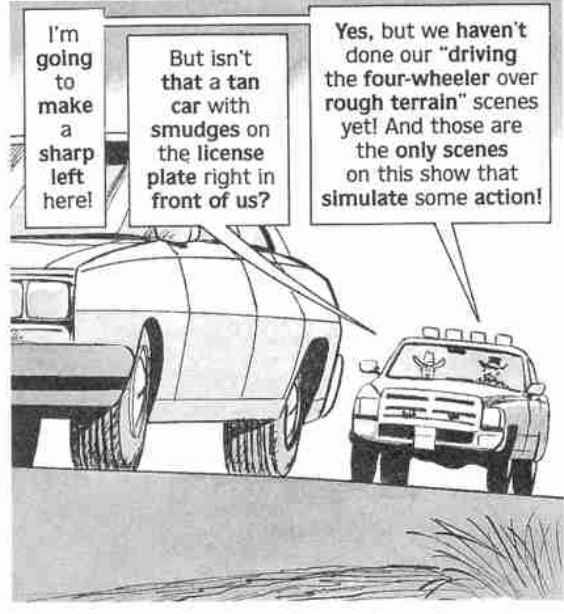
Great! That's the information we need! A tan car! Let's go!



sleepWalker, there must be thousands of tan cars driving around this neighborhood!

It was a tan car with smudges on the license plate!

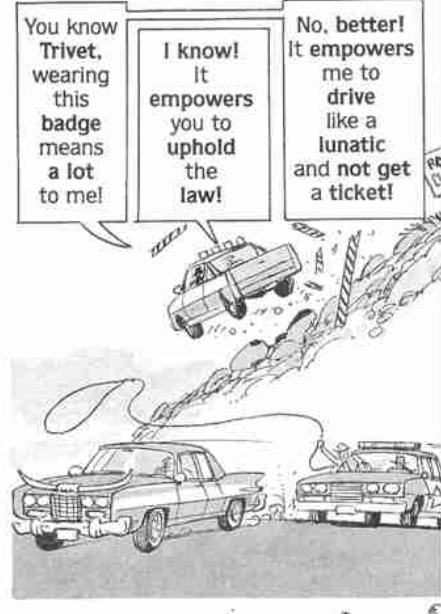
Bingo!



I'm going to make a sharp left here!

But isn't that a tan car with smudges on the license plate right in front of us?

Yes, but we haven't done our "driving the four-wheeler over rough terrain" scenes yet! And those are the only scenes on this show that simulate some action!



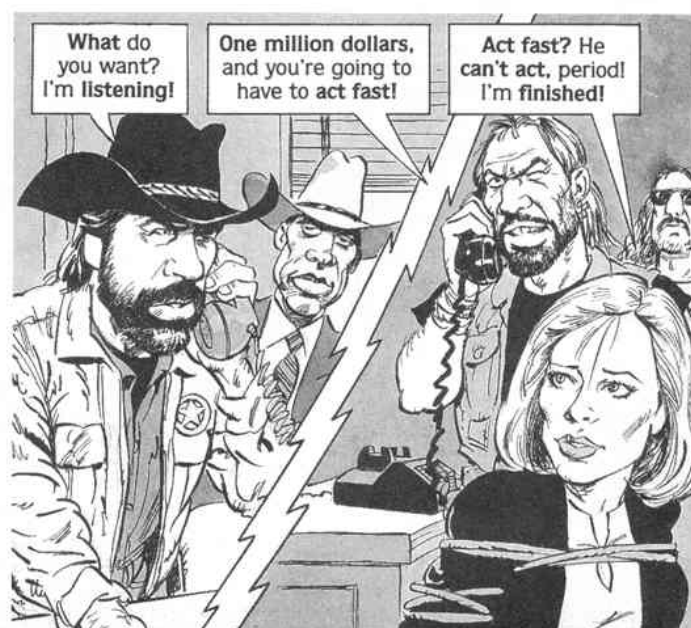
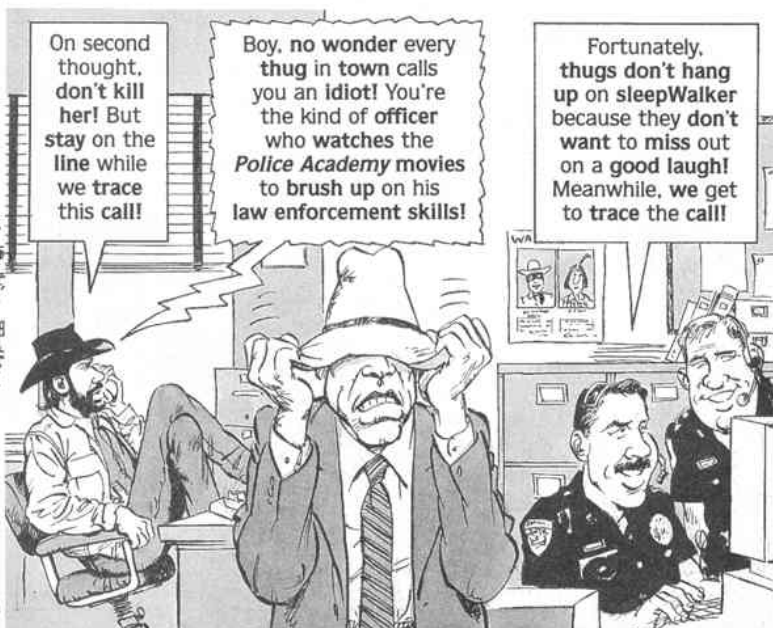
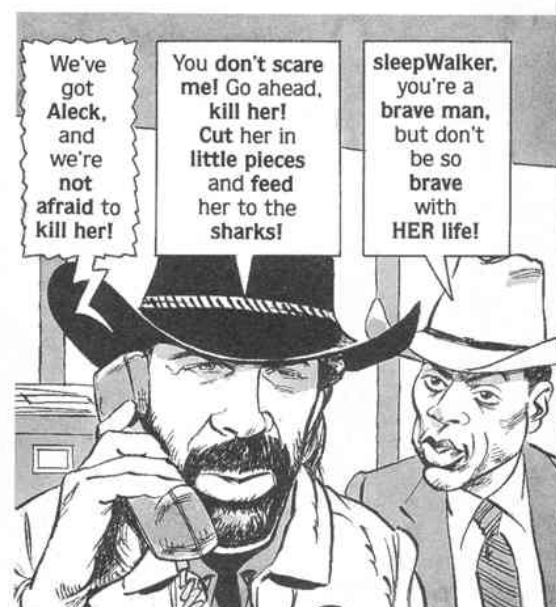
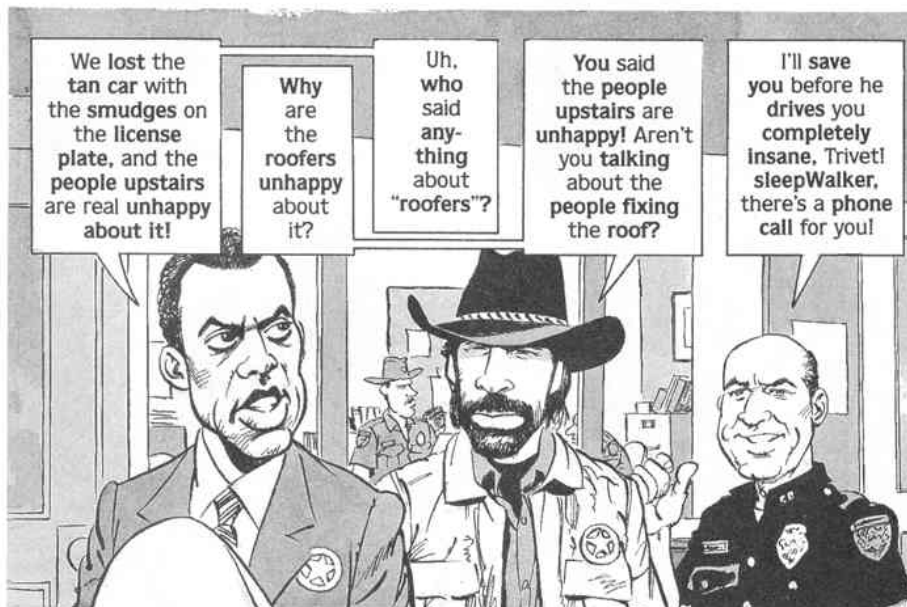
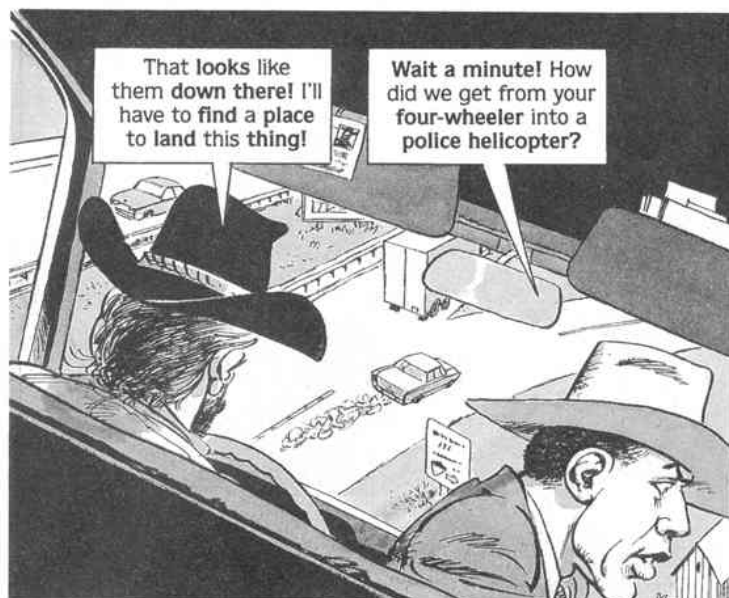
You know Trivet, wearing this badge means a lot to me!

I know! It empowers you to uphold the law!

No, better! It empowers me to drive like a lunatic and not get a ticket!



A MAD POINT TO PONDER: Some people like to say, "There are no second acts in American lives." We duck into a hallway when we see those people coming.



I want the money in small bills!

Boy, now YOU'RE the stupid one! Bills only come in one size — like, 2 by 5 inches!

No, small bills...10's, 20's, like that, schmendrick!

Okay! But they're all going to be that 2 by 5 inch size!

See? I was able to keep those thugs on the phone long enough for you to trace the call!

Yeah, it was their 13 minutes of laughter as you described the size of the ransom money that kept them on the line so long! According to the phone trace, they're in that abandoned factory building!

sleep, you're sweating like crazy! I didn't think this sort of thing bothered you!

Ferretting out sleaze-bags doesn't bother me! I'm sweating because I'm wearing this heavy, down-to-the-floor overcoat they gave me for the opening credits, and it's 101 degrees!

This is a monstrous factory, but they're holding Aleck in the basement!

Wow! Just how did you know that?

It's a feeling! If I was a snake, I'd be in the basement!

Huh? What the hell does that mean?

I don't know, but don't call attention to it! I'm always saying stupid things that sound like they're profound, but mean nothing! It's an image thing!

I know that face! We sent him to jail seven years ago!

Are you sure about that, sleep-Walker?

I never forget a face! And he's got Nancy tied up!

Um, don't you mean Aleck, sleep-Walker?

Hey, I said I never forget a face! Names? That's like the mountain sleeping...

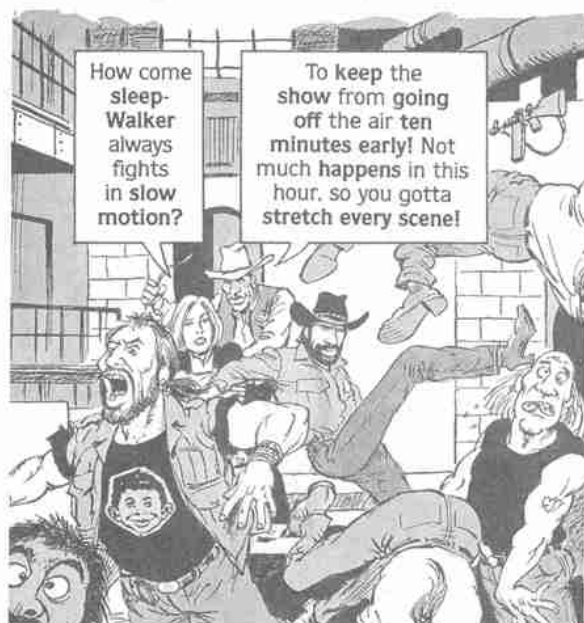
Never mind the mountain sleeping! Take pity on our audience sleeping!

Surprise, suckers!

Who's getting the surprise? It's 17 of us against the two of you! What do you think of those odds?

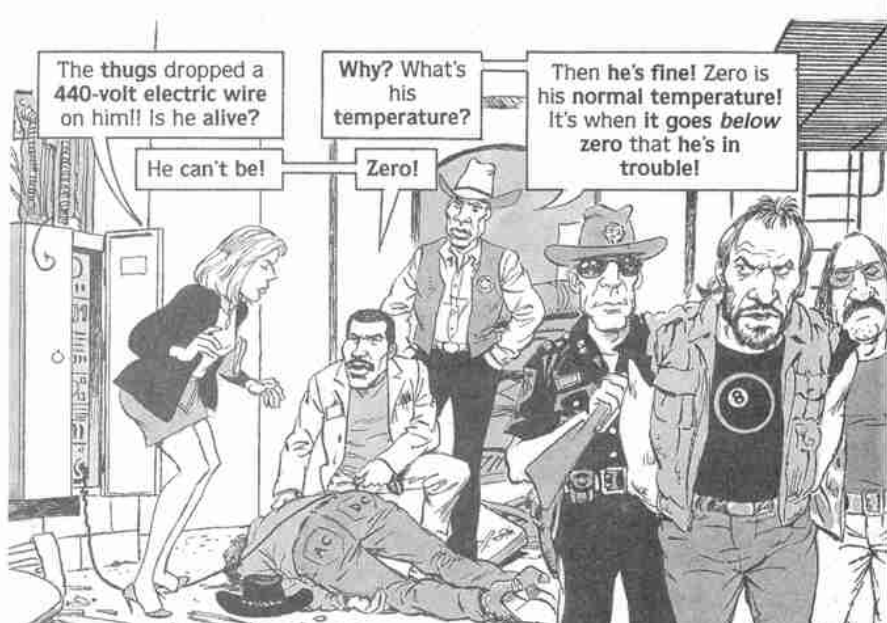
I crunch bones, not numbers, so I'll just assume they're good odds in our favor!





How come sleepWalker always fights in slow motion?

To keep the show from going off the air ten minutes early! Not much happens in this hour, so you gotta stretch every scene!



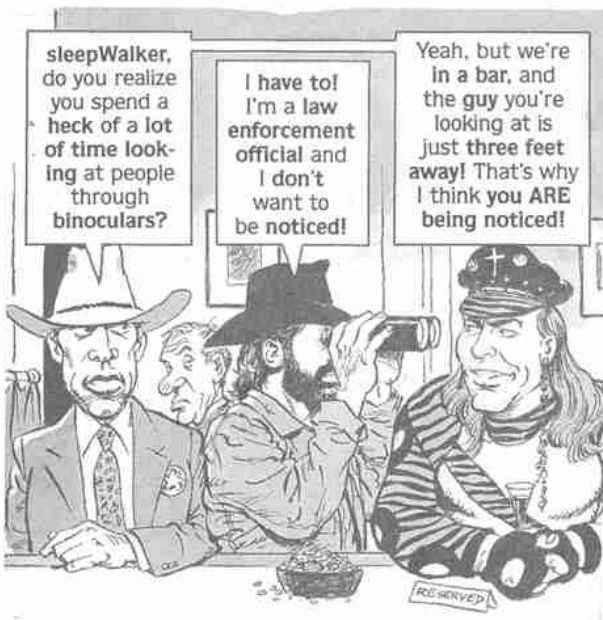
The thugs dropped a 440-volt electric wire on him! Is he alive?

He can't be!

Why? What's his temperature?

Zero!

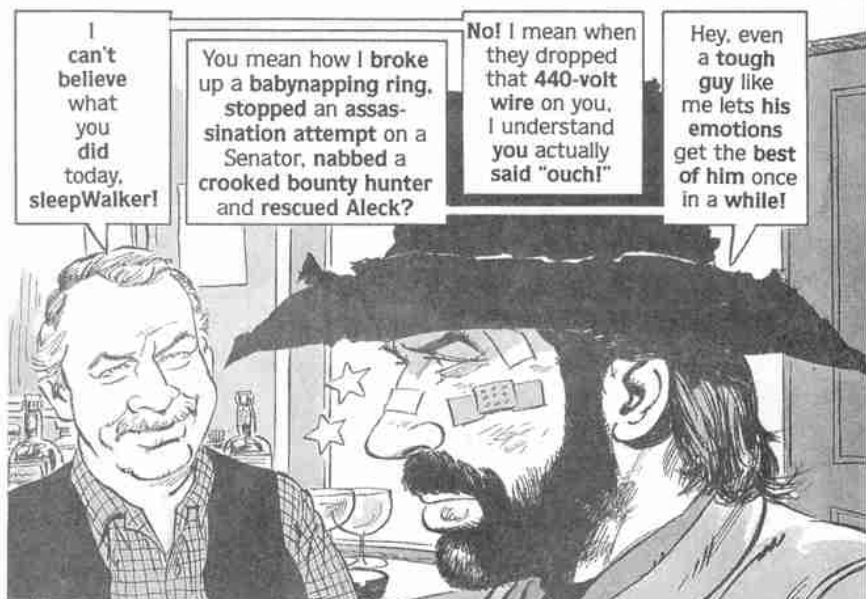
Then he's fine! Zero is his normal temperature! It's when it goes below zero that he's in trouble!



sleepWalker, do you realize you spend a heck of a lot of time looking at people through binoculars?

I have to! I'm a law enforcement official and I don't want to be noticed!

Yeah, but we're in a bar, and the guy you're looking at is just three feet away! That's why I think you ARE being noticed!

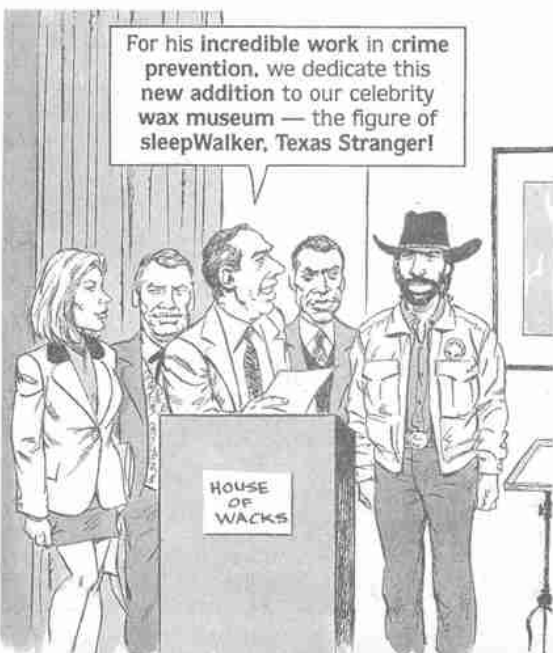


I can't believe what you did today, sleepWalker!

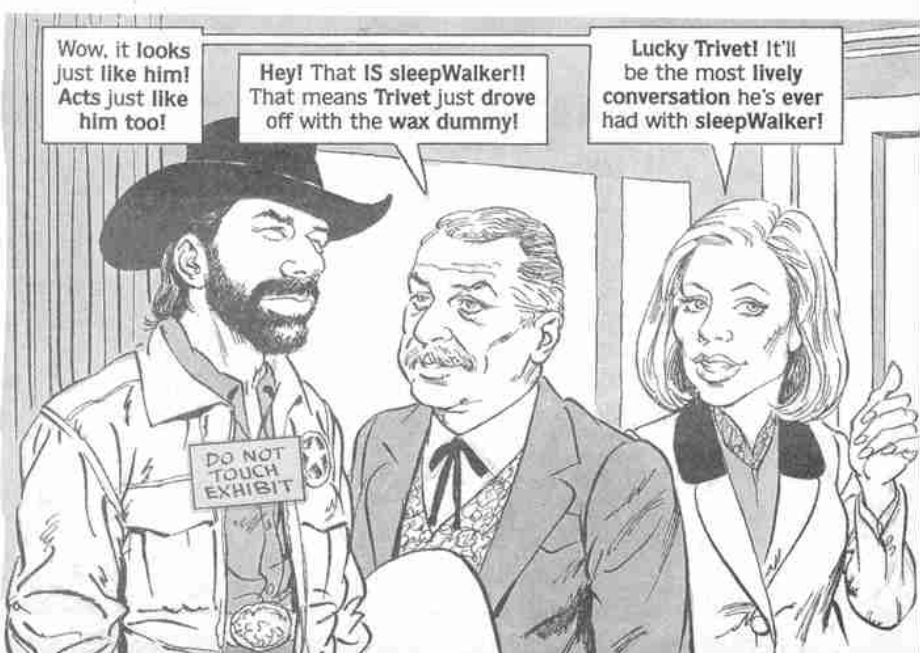
You mean how I broke up a baby-snapping ring, stopped an assassination attempt on a Senator, nabbed a crooked bounty hunter and rescued Aleck?

No! I mean when they dropped that 440-volt wire on you, I understand you actually said "ouch!"

Hey, even a tough guy like me lets his emotions get the best of him once in a while!



For his incredible work in crime prevention, we dedicate this new addition to our celebrity wax museum — the figure of sleepWalker, Texas Stranger!



Wow, it looks just like him! Acts just like him too!

Hey! That IS sleepWalker!! That means Trivet just drove off with the wax dummy!

Lucky Trivet! It'll be the most lively conversation he's ever had with sleepWalker!

# THE HISTORY OF COMMUNICATION

ARTIST: MORT DRUCKER

WRITER: MICHAEL GALLAGHER

## PRIMITIVE CAVEMEN



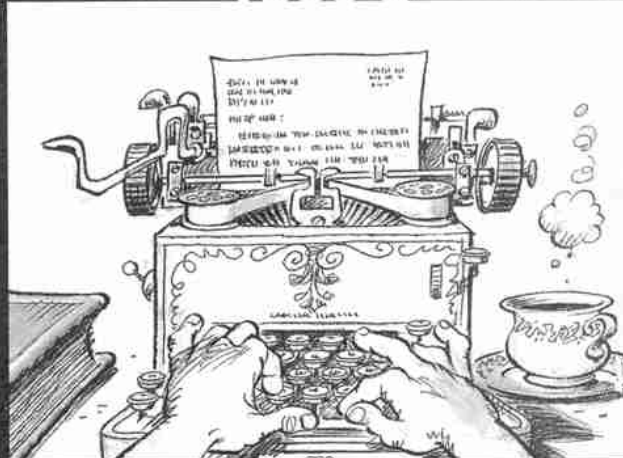
## EARLY CIVILIZATION



## 1520'S



## 1860'S



## 1980'S



## TODAY

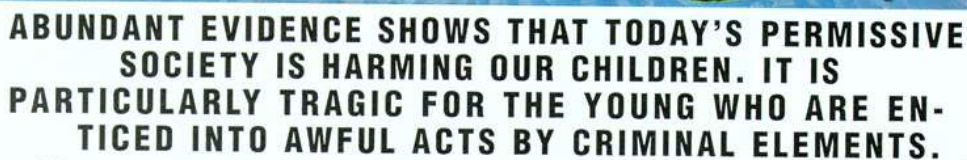




**A ▶**

FOLD THIS SECTION OVER LEFT

◀ **B** FOLD BACK SO "A" MEETS "B"

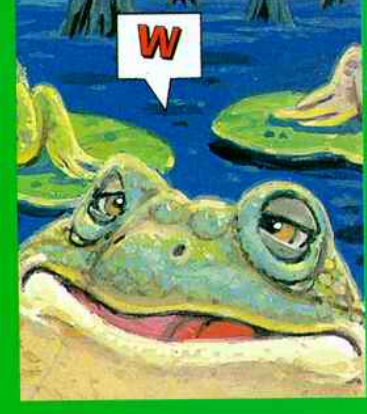


**A ▶**

◀B



# A TV Ad We'd Like To See



ARTIST: BOB JONES WRITER: J. PRETE