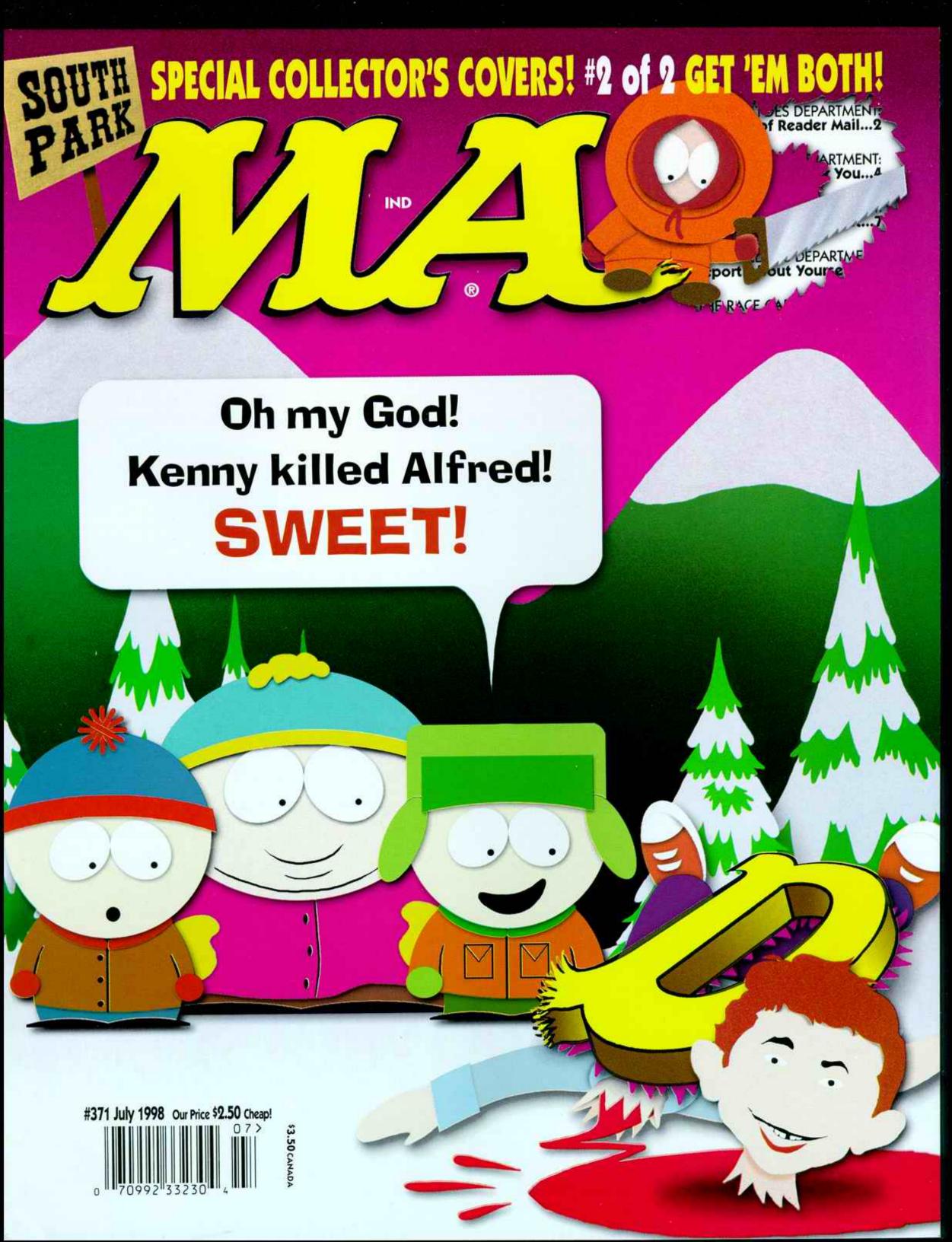


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CALLAND A



# An important message from MAD's Director of Business & Development,



#### DAN BROWN

In troubling times such as ours — and by "ours" I mean yours and mine, not someone else's, which would be their troubling times, not ours — people — and by "people" I mean us, not those others who aren't us but them — well, I'm sure you know what I'm getting at.

MAD — and by "MAD" I mean MAD — MAD is a magazine whose time is and continues to be. It defines who we are and where we've been and where we are hoping to go if we can only find the money and get some time off. No reasonable person would argue with that.

And so it's with that in mind — and by "that" I mean this, which is what I am about to say: I don't wear a green suit with a question mark because I look attractive in it. I wear it it because I must. A man must do what a man must do. And so must a woman. We are all one in nature's garden.

Given all this, subscribing to MAD makes perfect sense. To you and me. Us.

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JULY 1998 NUMBER 371

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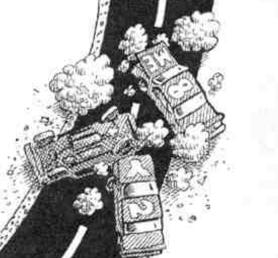
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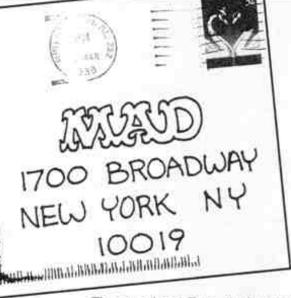
FRONT COVER WRITER: DESMOND DEVLIN BOOSE WAYY RADIO WRITER: J. PRETE





Flags at Spy Headquarters are flying at half-mast due to the recent death of "Spy Vs. Spy" creator Antonio Prohias. "Antonio, who retired about 10 years ago, died in Florida on February 24th. The strip has run and will continue to run thanks to the talents of many MAD contributors, including Duck Edwing, Bob Clarke, George Woodbridge, Dave Manak and, most recently, Peter Kuper. The following are a sampling of the many kind letters we received from saddened readers:





The envelope Tom Anderson's letter arrived in was also a tribute to Prohias. My condolences to all on the passing of Antonio Prohias. His "Spy Vs. Spy" cartoons were probably my first exposure to the magazine in my early youth, because they were the only things I could understand!

Matt McCullar Arlington, TX

I was saddened to learn of the passing of Antonio Prohias. As a young man in the early '60s, I eagerly awaited each new issue of MAD magazine, primarily for the "Spy Vs. Spy" episodes. Prohias was truly original and brought great mirth to all who read his work.

Jay West vest@dawgnet.net

This is just to express my sadness at learning of Mr. Prohias' passing away. His cartoons have been, since I was a kid, the source of much fun, and God knows we need that. He will be sorely missed.

Nuno Miranda mib@ip.pt

I was saddened to learn today of Antonio Prohias' passing. His work inspired me quite a bit as a kid, and still does today. I send love to his family and friends. I'd love to see what he's drawing now. Heh...Bet he gives God a grin or two!

Bradly Peterson drama@fastlane.net

"Spy Vs. Spy" was the first thing I read in MAD Magazine. My father was a big fan of MAD and had a pile of them in his closet. When my brother and I discovered them, back around 1963, I was only three years old. Since I couldn't read at the time, I looked for the features without words. Antonio Prohias' and Sergio Aragones' art always made the magazine worth thumbing through. As I got older, I would go back and read the same issues and found more and more to enjoy as I learned about the world.

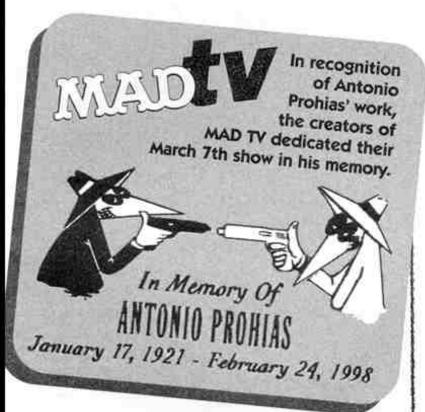
ANTONIO

In 1975, I was 15, and my family took a trip cross-country from California to New York. While in New York City, my brother Bob and I begged our parents to let us visit the offices of MAD Magazine. My father agreed, and circled the block for a half hour while we ran up to the 13th floor of the Madison Avenue offices. When we arrived, the secretary asked if we had an appointment. Oh no! We had come so close and now it looked like we wouldn't get to see anything. We explained we had come all the way from California and this was our only chance to visit. Just then, the door opened, and MAD Editor Al Feldstein smiled and welcomed us inside. Wow, we're in! As we walked down the art-covered hall to the large layout/art room, we saw Leonard Brenner pasting type down on some art. Al had given each of us a "cheap crummy souvenir" — a mini poster of the whole staff, which we excitedly got everyone there to autograph for us.

Antonio Prohias was penciling one of his "Spy Vs. Spy" features. When we asked him for an autograph, he smiled, looking up from his art table, and asked "Who am I?" I said "Al Jaffee?" "No," he said, "I am Antonio Prohias!" And with that, he took the souvenir sheet with all the printed self-characters of the artists on it, and proceeded to show us who he was. He drew the Black and White Spies with their noses tied together in a knot. Then he asked my name, and wrote "To Tom Anderson, MADly —A. Prohias." I thanked him while shaking his hand. I was so happy to meet the man who drew something I had enjoyed for all those years. What a thrill it was.

As the years went by, I would still get every issue of MAD. One day I noticed that Antonio no longer drew "Spy Vs. Spy." Then I learned that he was in poor health in Miami. In 1997, I tracked down his address and wrote him a nice letter reminding him of the 1975 visit to MAD and how much I had enjoyed "Spy Vs. Spy" all those years. A few months later, his daughter Marta wrote me for her father, expressing thanks for the letter and that it made him happy. I was sad when I learned he died. I remember him fondly and with admiration. He once took the time for me, making me very happy, and now I take the time to let others know what a truly kind and talented man Antonio Prohias was.

Tom Anderson Birmingham, AL



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#### PROHIAS MUMBLINGS @aol.com

He was the best - Enemi9 ... I love his creations and I hope he will rest in peace - Porche514...R.I.P. I hope he will live on through his work -PsychoCody... When I was very young back in the 60s, two things defined the Cold War for me: Get Smart and "Spy Vs. Spy." I will miss Antonio Prohias! -AIMSUSIE... Antonio Prohias' spirit will live on forever in the pages of MAD. His design will be emulated for years to come. Thank you Antonio. -Voonplatz...! will always think his work is great and I wish him luck in the afterlife. - IMANWOO7 ... Goodbye to a very talented man from a fan that will remember him fondly. - Me4kix...Great cartoonist. The world will miss his talent. - Prune 8733...Antonio Prohias was one of the greatest cartoonists (and most devious minds) the world has seen. May he make us, and others, chuckle in the afterlife. Rest in Peace. - SincaNuevo.



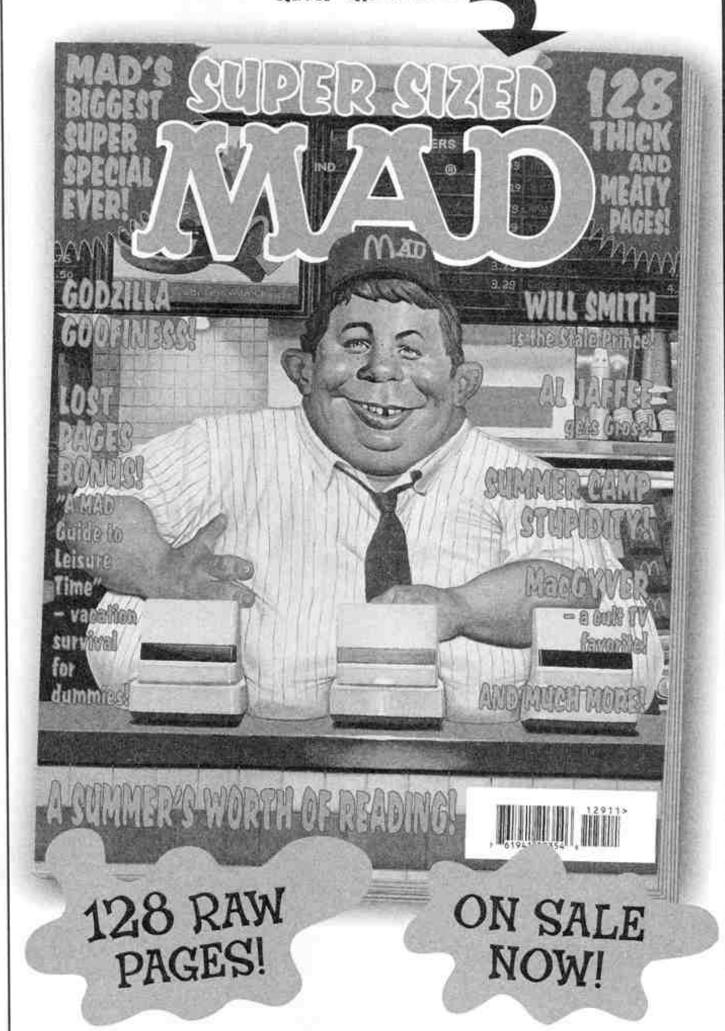
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and ask for



More pages and articles to get you through the long, miserable summer of '98! Be among the millions served (and disappointed!) ٥

able subscribers, animation fans and fart joke lovers agree: "South Park" is the hottest show to hit the air in years. It's already Comedy Central's top-rated program EVER! (Of course, to do that, it only had to beat 1996's "Paul Rodriguez Presents: The Best of the Chuckle Hut.") Anyway, it's obvious that the powers-that-be won't rest until they've squeezed every profitable drop out of the series. They've already got more products out for you to buy than "South Park" episodes for you to watch! But will the greedheads stop at stickers, T-shirts, greeting cards, calendars, posters, caps? (Does Cartman share his Cheesy Poofs?) Comin' at you faster than Mecha-Leonard Maltin, it's...

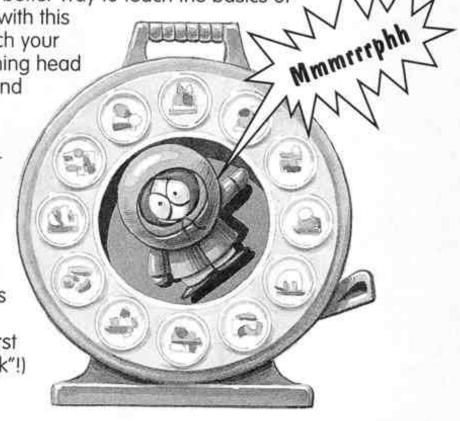


#### THE KENNY McCORMICK SPEAK & SAY

Youngsters learning rudimentary language skills often need an extra boost. And since kids love to emulate their TV heroes, what better way to teach the basics of

communication than with this educational toy? Watch your child imitate the spinning head

of Kenny as it stops and says, "Mmmrrrphh,"
"Rrrmmrrr rrmmmll," or "Fmmmrrrr wwrrmmmfff." Language can inspire and persuade, but it's never as powerful as when it's used to confuse and exclude. Your kids will say a big "thank you!" (At least, that first word MIGHT be "thank"!)



#### JIU-JITSU JESUS

Smite thine enemies with these loving, but paralyzing, action toys! Busted are the meek, as you deliver unto the Beast-master a good ass-whipping. Kiss your other cheek goodbye! He's back... and He's pissed! (Opponents Santa Claws and Stretch Satan sold separately.)

#### ODDBALL CELEBRITY CAMEO COLORFORMS

Leave the endless superstar wisecracks to the late-night talk shows. "South Park" goes after those hard-to-locate (or even recognize) targets, like Philip Glass, Patrick Duffy and Tina Yothers. Now you can join the esoteric excitement with these Oddball Celebrity Cameo Colorforms. Comes with all your, um, favorites!



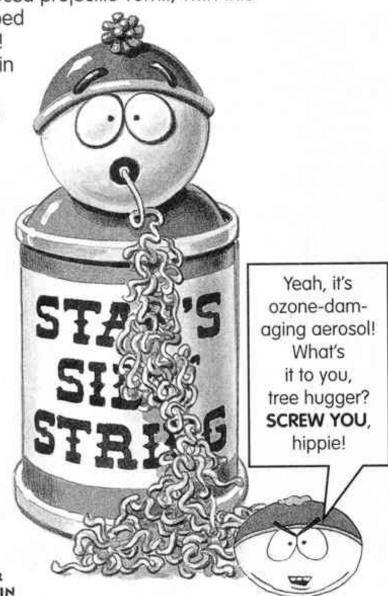


# TOUS G. PRODUCTS Coming to a Shelf Near You!

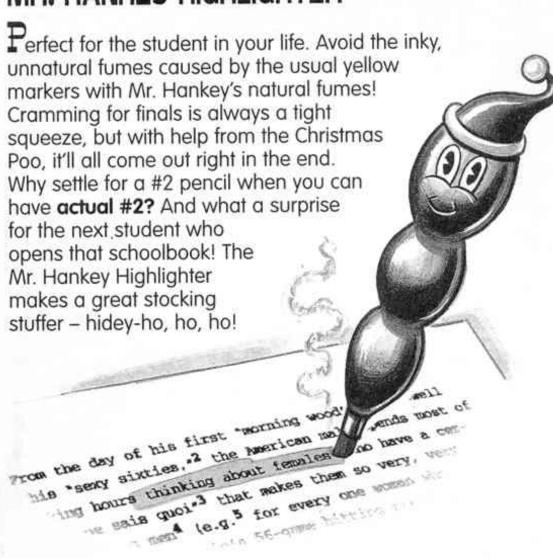
#### STAN'S SILLY STRING DISPENSER

Relive your first tentative, tender experience of romantically-induced projectile vomit, with this

Stan Marsh-shaped can of Silly String! Press the nozzle in Stan's head, and BLUGGGGHHH!!! The way to a Stan's heart is through his stomach, and you'll be spewing chunks o' love for up to 25 feet! (Also available: Kenny's Explosive Diarrhea Silly String

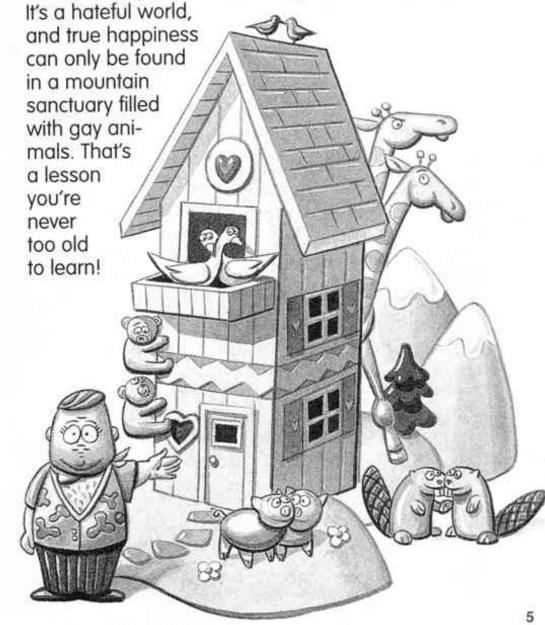


#### MR. HANKEY HIGHLIGHTER



### BIG GAY AL'S BIG GAY ANIMAL SANCTUARY ACTION PLAYHOUSE

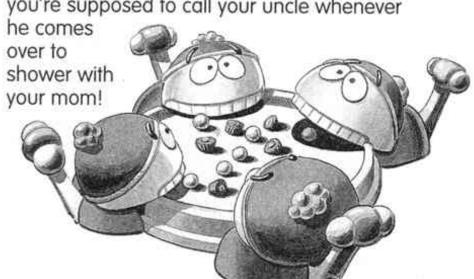
Barbie and Ken's Malibu Dreamhouse just a little too stodgy? Dump the convertible, the swimming cabana and the 2.3 kids and move on up to the wildlife side! Whether you're a homo hippo, queer quail, or even a closet clam, you'll find full acceptance at Big Gay Al's!



Dispenser!)

#### HUNGRY HUNGRY CARTMANS

You've gotta keep your fingers movin' and your mouth a-flappin' in this fast-moving battle of reflexes and unpleasant gluttony! Scarf up more Cheesy Poofs and Snacky Cakes than your dildo opponents, and you kick ass! Totally! But let those hippies take what's rightfully yours, and all your barelyconcealed feelings of worthlessness will spring to the surface. Play it with your friends, or with that hairy park ranger who you're supposed to call your uncle whenever

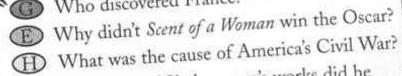


#### TRIVIAL PURSUIT: THE MR. GARRISON EDITION

Tv, history, sports, music – it's all so laughably easy when the answers make empirical sense! But for those who want a real challenge, try the Mr. Garrison edition of the popular board game, featuring facts that exist only in the twisted, tormented mind of South Park's sickest educator. To keep up with his aberrant theories, you need to be just a little bit more than a trivia whiz - you need to be a functional lunatic! And remember, there are no stupid questions...only stupid people!

#### QUESTIONS

Who discovered France?



Which one of Shakespeare's works did he write while on the moon?

N What does the offspring of a pig and an elephant look like?

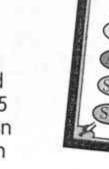
Mhy does society treat its athletes better than its other citizens?



**ANSWERS** 

#### COMEDY CENTRAL SCRABBLE

Like the classic Parker Brothers game on which it's based, Comedy Central Scrabble players combine luck and knowledge to form words and amass points. But since this is basic cable, this version includes a mere 75 letter tiles and over 300 blank ones so that your barely-bleeped words can be legally played! There's even one special umlaut tile so you can curse in Swedish! Fun for the whole f\*\*king foul-mouthed family!



Christopher Columbus, after he freed the Hebrews from Napoleon.

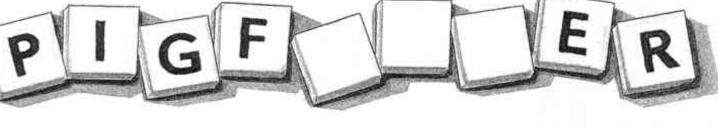
Because the Japanese Mafia controls Hollywood with a little yellow fist.

H Gay Mexicans.

The original pilot for Blossom.

That's not really important for you to know.

Because they're better people.





#### COOKIN' RUMPLESCRUMPTIOUS RECIPES WITH CHEF VIDEO

The taste of the school cafeteria in the comfort of home? Sounds too good to be true! But with this handy tape, you can enjoy somewhat flavorful sensations like Vegetable Medley or Salisbury Steak Casserole, just by following Chef's very private step-by-step instructions. Eat up, children! Here's Chef preparing one lip-smacking sample:

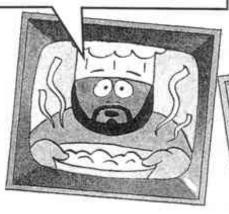
Okay, folks, next up is my tamous Oyster Pot Pie in Love Gravy! This recipe serves two - or three, if you can swing it! You'll need: a dozen oysters, a chilled bottle of '97 chablis and a burnin' log of love!

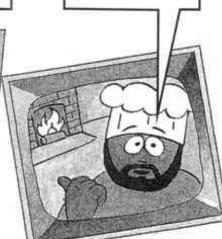
First, take the phone off the hook! Then, you heat the fireplace to 450 sweet degrees! And then...

I'm gonna bend you over the hibachi And then undo your zipper! You'll be Joanie to my love Chachi! Blast off to my Big Dipper!

But it's my meat thermometer That will really ∆ make you squeeeeal! And when I add some spices You'll know . tonight is real!

Oh yeah, love, Love Gravy! I'm sayin' love, Love Gravy! Love, love, love gravy, yeah, Sweet mama, love gravy, give it, Give it, ugghh...













#### THE SCHMUCKS STOP HERE DEPT.

Our heroes are back and in their latest adventure they take on something really big. (No, not Ricki Lake!) Making sure that planet Earth as we know it will be around for the next millennium! However, if this means that we have to deal with these two morons for many more years, we say get out those aerosol cans and bring back the Big Mac Styrofoam containers! Here's...



GUIDE TO SAVING THE PLANET

#### Jenkins

Before leaving the beach, Jenkins carefully polices the area to pick up any soda cans, wrappers or other debris.



Melvin writes obscene messages on Styrofoam beer coolers and sends them toward Europe.



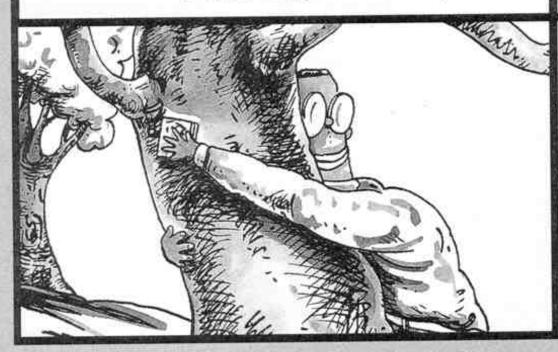


### Jenkins

Jenkins is glad that the music industry did away with those long cardboard packages CDs used to come in, because they wasted so many trees.

#### Melvin

Melvin is glad about the switch too, because the smaller packaging lets him hide twice as many CDs down his pants when he sneaks past those dimwit guards at the Record Hut.



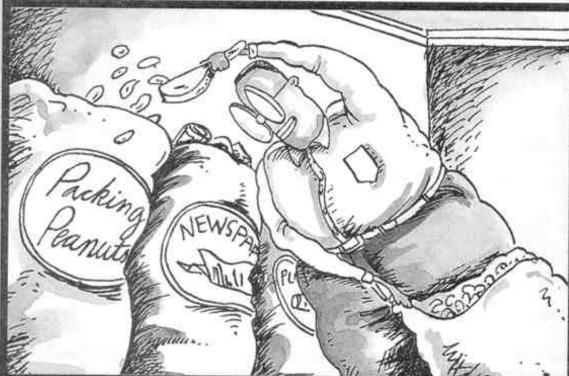


#### **Jenkins**

Jenkins takes care to properly recycle the Styrofoam packing peanuts after buying a large appliance.

#### Melvin

Melvin is hustled out of the city zoo, screaming, "Fine, let the stupid elephants starve!"





#### **Jenkins**

Jenkins goes deep-sea diving in pristine waters, and gains a new appreciation of the impregnable mysteries of the sea.

#### Melvin

Melvin leaves an 18-pound hunk of coral on the side of the highway, after deciding that it wouldn't make that good a doorstop after all.



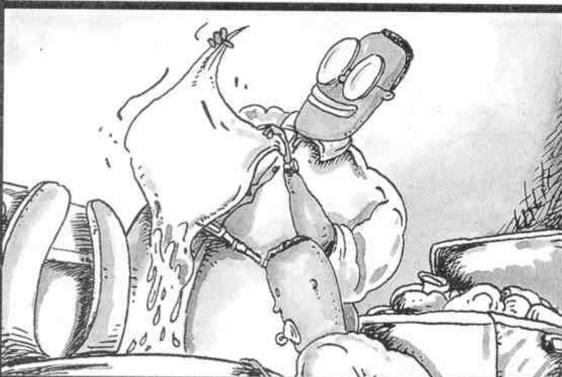


#### Jenkins

Jenkins uses and re-uses cloth diapers, so as not to add more plastic to our nation's landfills.

#### Melvin

Despite being childless, Melvin buys plastic diapers, in case the game goes extra innings.





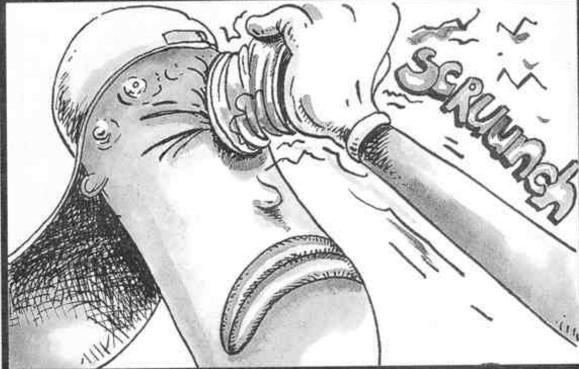
#### Jenkins

Jenkins brings his empty cans down to the recycling machine to be crushed for re-use.

#### Melvin

Melvin figures why bother going all the way down to the center to crush cans, when his forehead is only inches away.



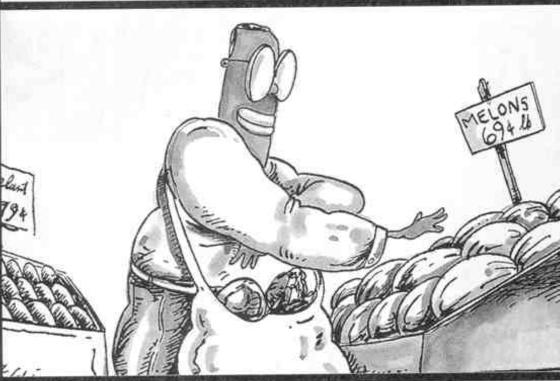


#### **Jenkins**

Jenkins brings his own reusable carry bag for every trip to the supermarket.

#### Melvin

Melvin orders the cashier to quadruplebag the one copy of TV Guide that he totes the half-block to his home, "just to be on the safe side."



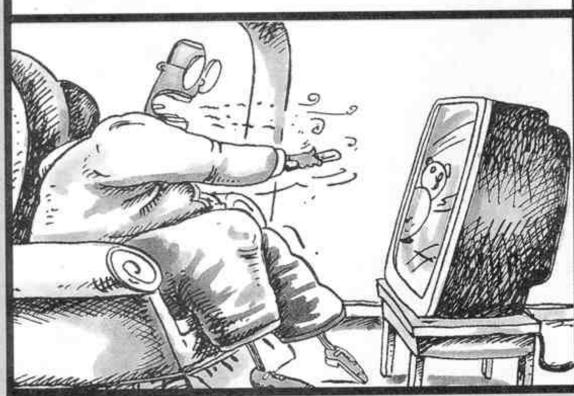


#### Jenkins

Jenkins finds himself shouting in anger at the TV screen while watching a documentary about baby seal hunting.

#### Melvin

Melvin is equally angry, yelling, "Choke up on the damn bat!"





...extensive child pornography collection...

...reported hearing demonic voices...

...history of mental problems...

...shallow grave...



...pilot error...







...asphyxiated on her own vomit...



MISFORTUNE TELLERS DEPT.

Andy Warhol said "Someday everybody will be famous for 15 minutes," and with the explosion of TV news coverage, he may have been right! All we know is, should you, the average

# Joe, ever find yourself in the public eye, the following are...

...gruesome discovery...

...charred remains...





...deadly shards of glass...





...neighbors complained of a foul odor...

...execution-style...



...horrified onlookers...



...identified by dental records...

ARTIST: RICK TULKA WRITER: DENNIS SNEE

...bound with duct tape...



...a grim-faced police spokesman said...

...tainted meat...



...as coworkers scrambled for cover...



...skeletal remains...



...a hiker's chance discovery...



...hail of bullets...



...plea to the abductors...



...covered in his own excrement...



...counseled griev-ing classmates...



...rescuers watched helplessly...





...three times the legal blood alcohol limit...

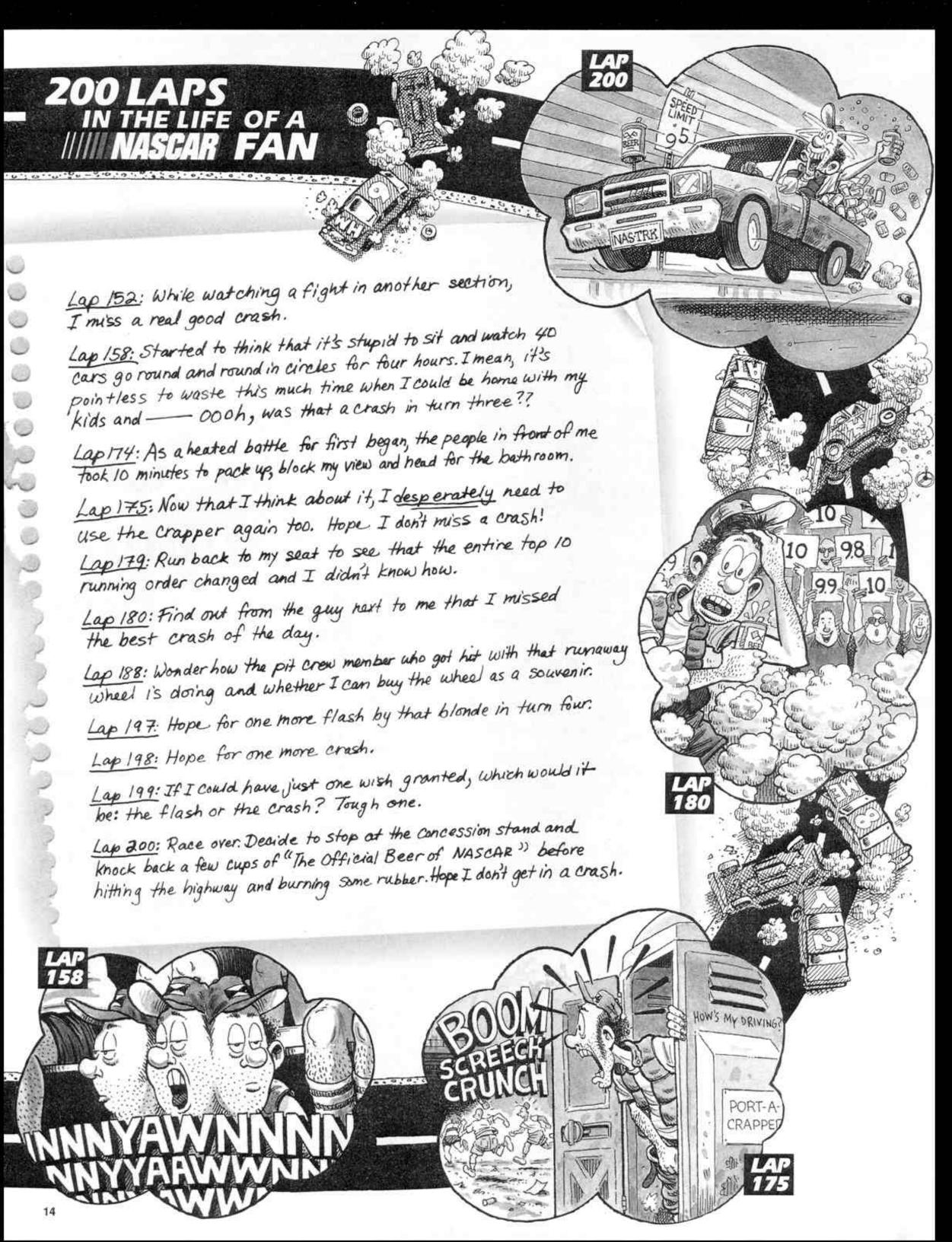


...flesh-eating bacteria...









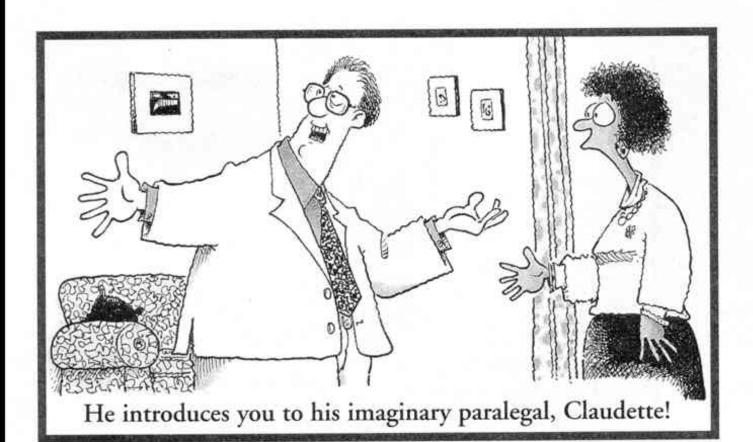
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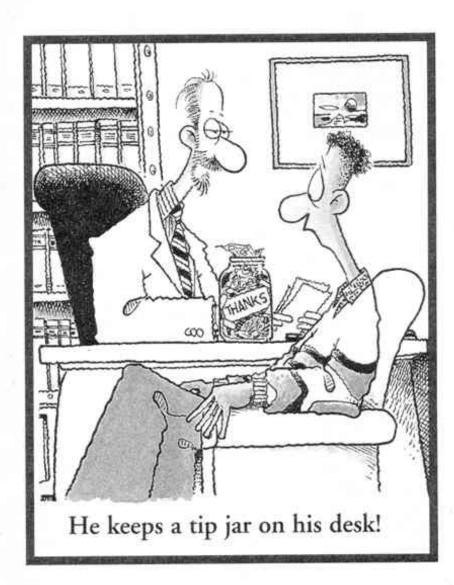
There are two kinds of lawyers, those who are bloodsucking, ambulance-chasing, slimy, bottom-feeding slugs, and those who are *incompetent* bloodsucking, ambulance-chasing, slimy bottom-feeding slugs! How to tell the difference is not always easy, as all of the following plaintiffs found out in our own little legal dissertation which we call...

# SUREFIRE, NON-LITIGABLE SIGNS YOU'VE HIRED THE



Before making an objection in court, he leans toward you and asks, "Which is the good one again, 'sustained' or 'overruled?"





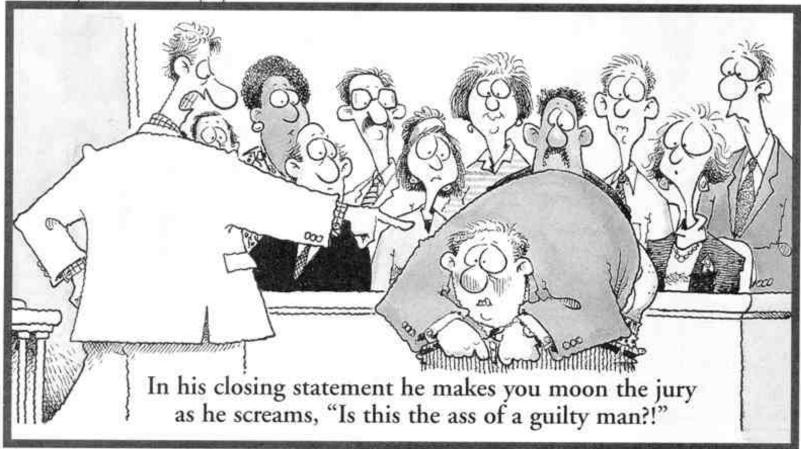


SUREFIRE, NON-LITIGABLE SIGNS YOU'VE HIRED THE

# WRONG LAWYER

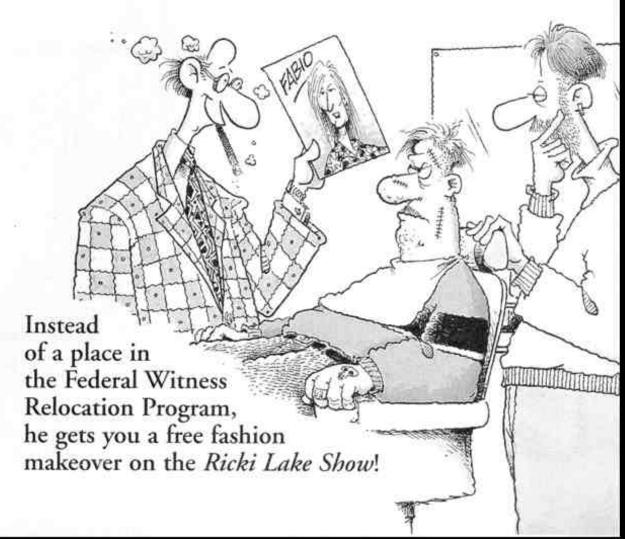




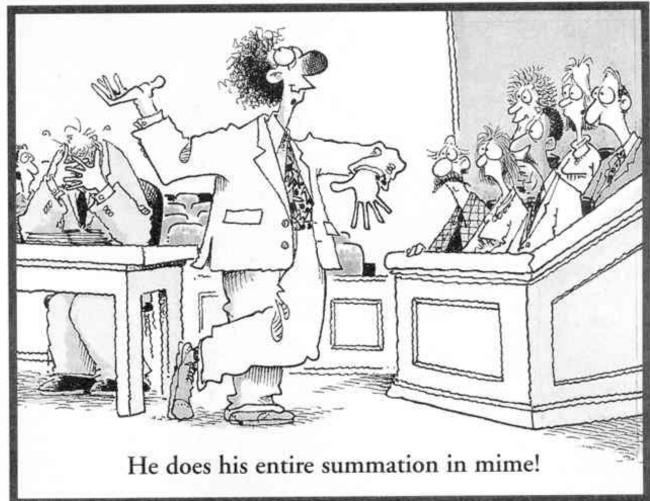


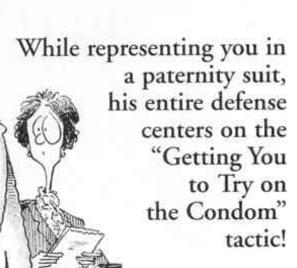


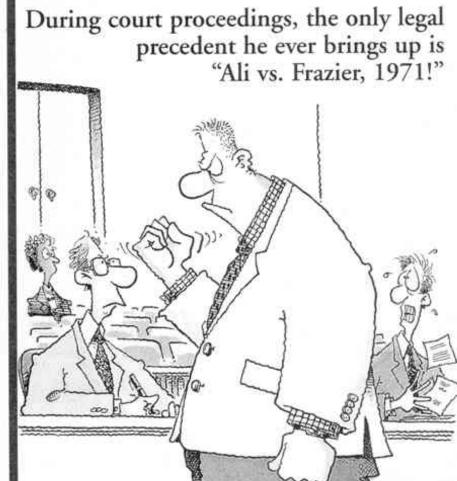














He shows up at your real estate closing dressed as Vasco da Gama and hops onto the table screaming, "I claim this territory for Phil and Donna Bucholtz!"

Every U.S. President has had to deal with a variety of challenges and lead the country through many crises. Some have triumphed, others have failed. All of which got us to wondering – what if Bill Clinton had been Chief Executive in times past? Well, history buffs, wonder no more as MAD careens through the eons of time to present...

### IF BILL CLI PRESIDENT T

ABRAHAM CLINTON -1865

### PRESIDENT DENIES HIDING BEHIND FIRST LADY AT FORD'S THEATER

WASHINGTON - April 17. President Clinton today repudiated charges that he deliberately ducked behind First Lady Mary Todd Rodham Clinton to avoid being shot by John Wilkes Booth at Ford's Theater three days ago.

"It just didn't happen that way," Clinton told reporters. "When Booth shouted 'Sic semper tyrannis' I thought he said, 'It takes a village' and wanted to meet the author." (It Takes a Village is the title of the late First Lady's most recent, and apparently last, book.) "Rather than dwell on what happened, I think the First Lady's wishes would be to continue healing the nation's wounds after the Civil War through a series of tax cuts targeted to aid the middle class."

Clinton is also expected to use the fact that Booth used a flintlock pistol to press Congress for quick passage of the Brady Bill, a gun-control measure named for Civil War photographer Matthew Brady, who took countless photographs of military men holding flintlocks. Clinton's explanation contradicted statements by several eyewitnesses, who said he intentionally used his wife as a shield when he saw Booth's gun. "They don't call him 'Dishonest Abe' for nothing," said one observer. The controversy has led to the appointment of a special prosecutor, Ezekiel Starr. Starr's Grand Jury is expected to hear testimony today from Vernon Jordan, a recently freed slave and the President's friend, who is expected to back the President's explanation of the events leading to the First Lady's shooting.

"With the first lady out of the way, Clinton's now a single man and can philander right out in the open," said a Washington insider. "Not that it made any difference before."

Despite the seriousness of the charges, Clinton's overall popularity remains astonishingly high. The latest poll shows that 81% of the people consider him an "excellent" President. No southern states were included in the poll, however.



President Clinton and late First lady Hillary, shown Friday at an informal press conference unveiling the President's new hat. Just hours later, the tragic shooting occurred at Ford's Theater.

#### THOMAS JEFFERSON CLINTON - 1806

#### CLINTON DENIES INVOLVEMENT IN LOUISIANA-GATE SCANDAL



President Clinton visiting the controversial Louisiana Territory yesterday. He and Miss Gennifer Flowers, left, whom Clinton identified as his unpaid consultant, said they both had an interest in exploring the lay of the land.

WASHINGTON - May 30. President Clinton today claimed innocence regarding shady land dealings in the newly acquired Louisiana Territory. Despite the denials, special prosecutor Alexander Hamilton Starr vowed to carry on his investigation of White House involvement.

According to sources close to the probe, documents exist describing a deal between the President and explorers Meriwether Lewis McDougal and William Clark McDougal. The three men are accused of secretly acquiring thousands of acres of the choice wilderness recently purchased from France to be sold at a profit to independent land developers. The developers allegedly contributed \$100,000 to a so-called "flush fund" used by

Clinton to install experimental indoor plumbing in his Monticello mansion.

"This is just a land speculation deal that I lost money on," said Clinton. "Besides, I had nothing to do with it. My wife put this deal together." Investigators consider this statement highly suspect, as women aren't allowed to own real estate. Starr is also looking into a possible connection between the land deal and the recent mysterious dueling death of Vincent Foster, the First lady's law associate.

Despite the scandal, the President's popularity has reached an all-time high, the latest polls showing that 81% of the American people give him an "excellent" onthe-job rating.

## NTON HAD BEEN HROUGH HISTORY

BENJAMIN HARRISON CLINTON - 1890



After discussing the massacre at Wounded Knee today, President Clinton asks reporters to leave so he and an unnamed White House intern can review the Oval Office Log.

# PRESIDENT HOLDS U.S. ARMY BLAMELESS AT WOUNDED KNEE MASSACRE IN SOUTH DAKOTA Cites Faulty Peace Pipe Process

WASHINGTON – Dec 29. President Clinton refused to condemn the Army in the massacre killing of between 150 and 370 Indian men, women and children at Wounded Knee, South Dakota today.

"It's true that before troops opened fire, our generals smoked the peace pipe with tribal elders," he explained. "But under my order, none of our officers inhaled! This meant the Army wasn't required to follow any treaties, and they started shooting. Besides, our intelligence reports indicated the savages were manufacturing arrows, tomahawks and other weapons of mass destruction. It left us no alternative."

Many in Washington are critical of Clinton's ordering troops into action when he himself avoided serving in the cavalry by spending a year at Oxford University in England. Still, an unrepentant Clinton commented, "When I was elected, I pledged to end concern for the Indian's welfare as we know it, and I've fulfilled that promise. Now, our nation can get on with the business of building a bridge to the 20th century."

The public seems to be siding with the President, as recent polls indicate 81% of the population gives him an "excellent" rating as Commander-In-Chief. None of the polls were taken on Indian reservations.

#### FRANKLIN DELANO CLINTON - 1941

## PRESIDENT SAYS SLOW RESPONSE TO PEARL HARBOR ATTACK HAS NOTHING TO DO WITH ASIAN CONTRIBUTIONS

WASHINGTON - Dec. 14. Addressing a joint session of Congress last night, President Clinton called for an all-out declaration to consider how to best respond to last week's unprovoked attack on Pearl Harbor by the Japanese, which resulted in the sinking of over 20 naval vessels and the deaths of approximately 3,000 American military personnel.

Critics immediately charged that the President's slow reaction is directly related to the millions of dollars of Asian campaign contributions he received during the last election.

In referring to the attack, not the one on Pearl Harbor, but the one on his character, Clinton began his remarks to Congress with "December 7th, 1941 – A day which will live in infamy, because

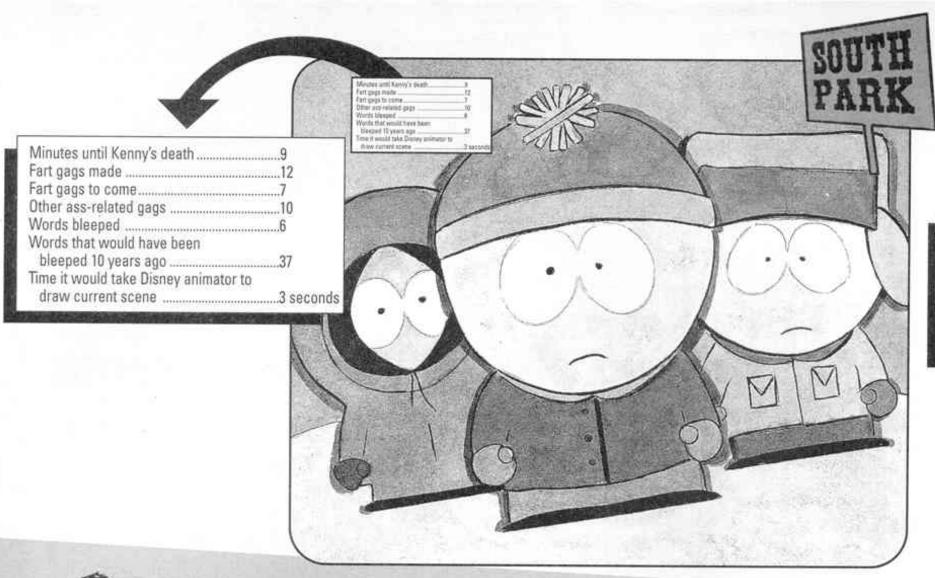
of baseless charges made against me as part of a vast right-wing conspiracy."

Clinton went on to say, "We have to learn the reasons why our respected Asian friends launched their sneak attack before we can respond appropriately, and to that end I have sent Vice President Gore to attend a Buddhist Temple fundraiser, er, fact-finding conference."

Despite the seeming lack of decisive leadership, President Clinton's popularity rating is still at an all-time high. The rating began rising when he adopted a puppy named Fala last month. Following the President's address to Congress, Freshman Kansas Senator Robert Dole was heard exclaiming, "Where's the outrage, where's the outrage?"



Following his remarks to Congress last night, President Clinton prepares to have a fireside chat with a member of his staff.





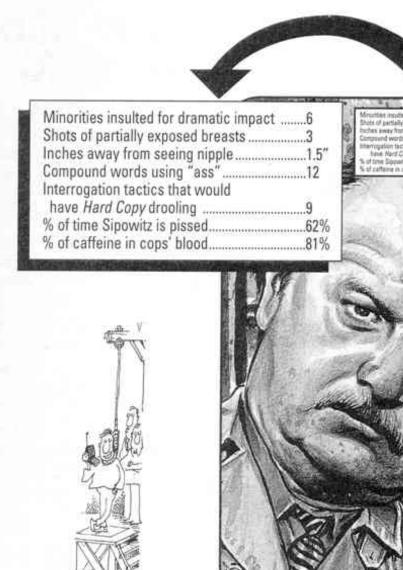
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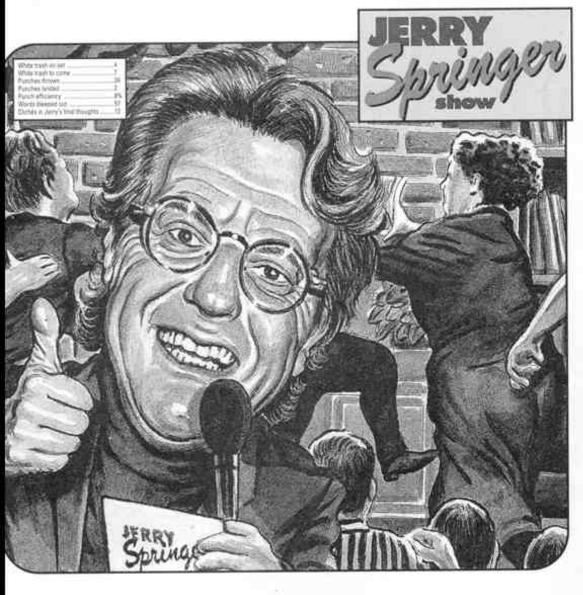
#### STATS ENTERTAINMENT! DEPT.

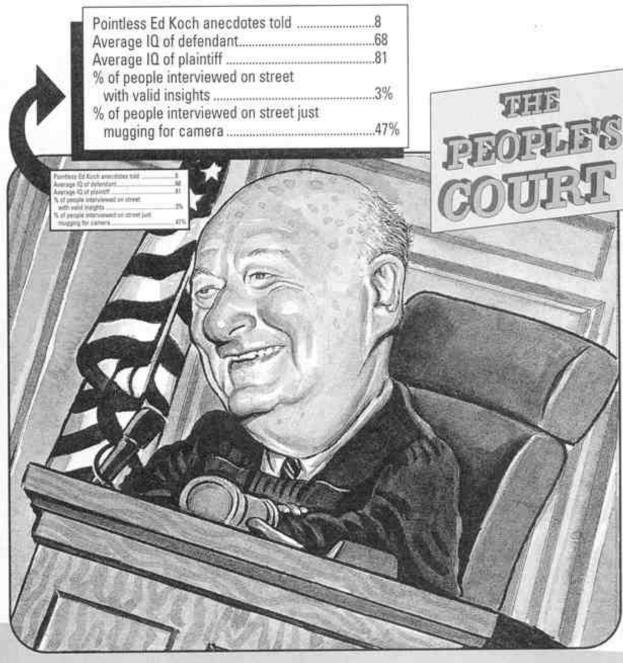
One of the precious few good things to come out of the FOX network (besides Christina Applegate) has been the "FOX Box" — the little graphic displayed on the upper left hand corner of your TV screen during sporting events that details such information as the score, the time remaining and what down it is. Don't you wish all TV programs kept you that well-informed? No? Well, play along anyway as we present...

# NON-SPORTS THE"FOX BOX"



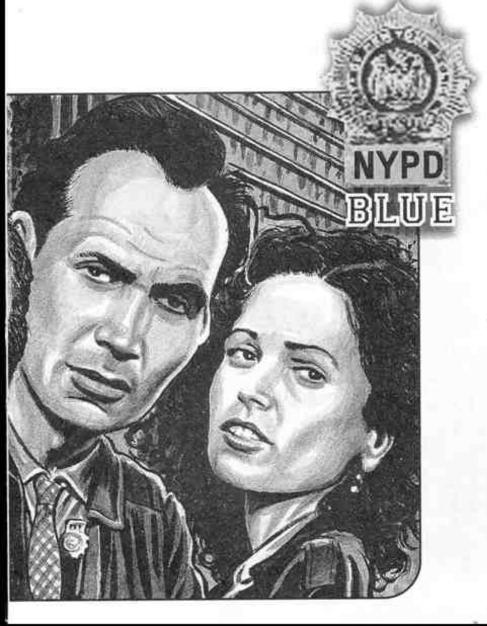


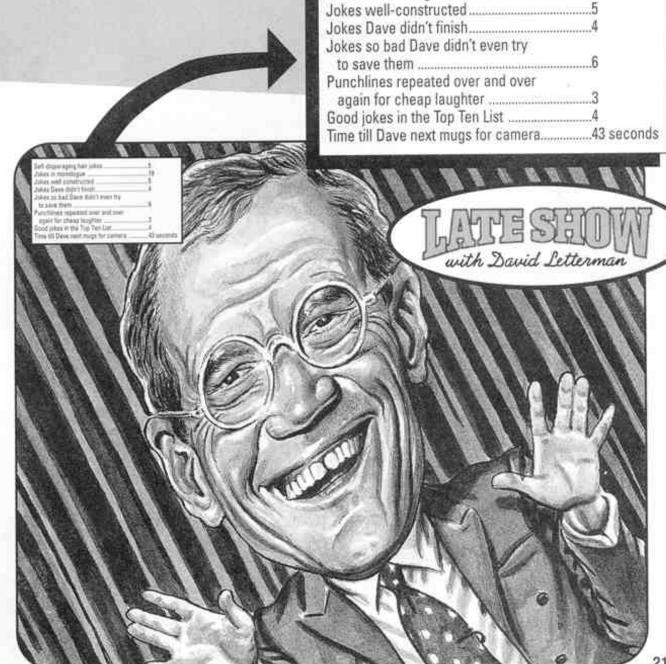




# SHOWS USE CONCEPT

ARTIST: DREW FRIEDMAN WRITER: AND REW J. SCHWARTZBERG







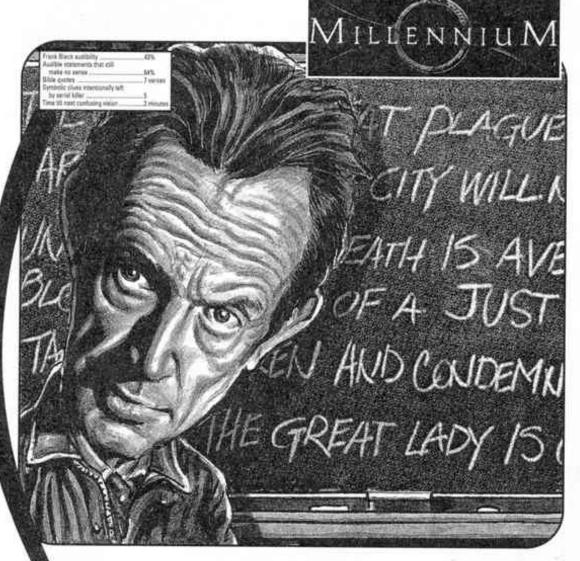


Length of time Dr. Drew waits to give real

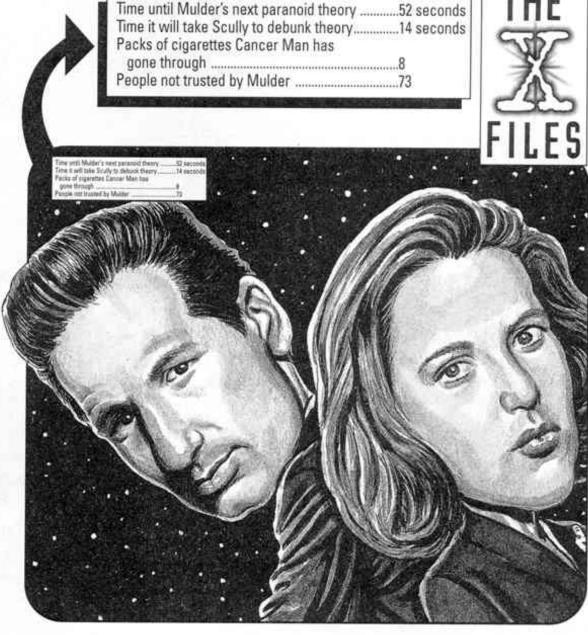
advice while Adam insults caller......23 minutes

Helpful tidbits from celebrity guest......0
Combined length of penises discussed......92 inches

he likes lesbians ......8



Frank Black audibility	43%
make no sense	64%
Bible quotes	7 verses
by serial killer	5
Time till next confusing vision	3 minutes





Where Lower Quality Means Lower Prices



When It Comes To Kids, MERELY 99¢ IS YOUR **CHOKING-HAZARD HEADQUARTERS!** 

# Visit Our Toy Aisle

For The Latest In Cheap, Unlicensed Knockoffs Of The Toys Your Kids Really Want!!

Each Toy Guaranteed To Feature A Name, Instructions, Or Both, In Amusing Pidgin English Courtesy Of Chinese Manufacturers!

Your Choice merel

All-Natural

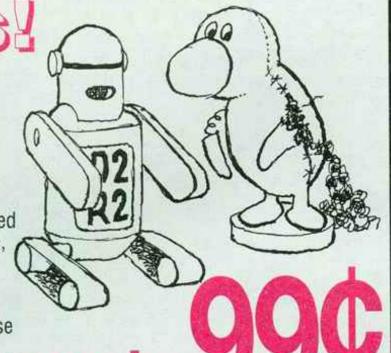
Welcome Mats

Smells Just Like A Wet Dog!

Brittle Ice Trays

Withstands Temperatures As §

2 for .....merely 99¢



#### Slightly Irregular Women's

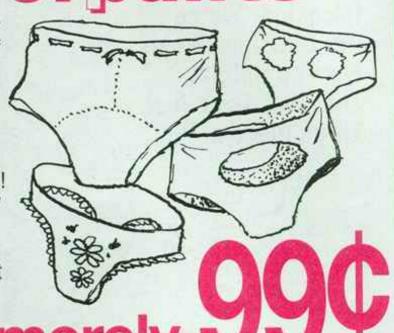
### derpani

Root Through Our Large Selection Of Loose Underwear In Our Loose Underwear Bin!

Many Surprises! Too Many Holes! Not Enough Holes! Holes Where They Shouldn't Be!

Perfect For Ladies On A Tight Budget Or The Weekend Cross-Dresser

3 Pairs For Merely



Mrs. George's Cat Food

Product of China

6 Oz. Can ...... 5 for merely 99¢

Mrs. George's

Canned Tuna

6 Oz. Can ...... 5 for merely 99¢

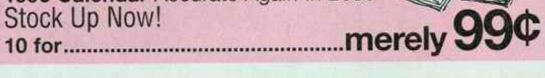
Product of China

#### 2 for ......merely 99¢ Calendars

Low As 40 Degrees!

1997 Calendar Accurate Again In 2003

1996 Calendar Accurate Again In 2036 Stock Up Now!



#### Ethereal 1/4-Ply **Toilet Paper**

4-Roll Pack.....merely 99

"Melts in your hand, not in the can!"

#### **Toilet Bowl Deodorizers**

5 For merely

The Kind No One Has Used Since The 1960s . Wrapped In Bright, Multi-Colored Cellophane • Often Mistaken For Candy By Children • Highly Toxic

#### **Hiss Brand** Audio Tapes

Naturally Enhances Recordings By Adding A Low Steady Buzz And Occasional Pops • Guaranteed To Be Attached To At Least One End Of The Spool

60 Minutes

Pack of 8 Tapes merely

#### Flat, Oversized Soda

Choose From Many Flavors Regular Stores Will Not Stock Due To Lack Of Sales Grapefruit • Yam • Pine . Peanut Butter Tapioca

**Unwieldy 3 Liter** Bottles merely



WRITER: SCOTT MAIKO

ARTIST: BOB CLARKE

A MAD PARODY



Overruns Of Enormous Plastic Cups From Convenience Stores

Giving Them To Us To Sell Was Cheaper Than Paying Expensive Landfill Fees!
6 For ...... merely 99¢



Not Considered Funny Or Interesting Since 1948, These Cartoons Fell Into Public Domain Due To Lack Of Interest From The Original Copyright Holders

The Same Cartoons Your Kids Can See Much Clearer On Any Number Of Local Television Stations If They Were At All Interested In Watching Them In The First Place

Poorly-Executed Box Art Barely Resembles The Characters On The Tape, Thus Releasing The Manufacturer From Copyright Infringements

**Great Stocking** Stuffers!

mere

The Only Difference Is The Quality

Home Of The Open And Abandoned **Box Of Cookies!** 







#### Handy Peel & Stick Hooks

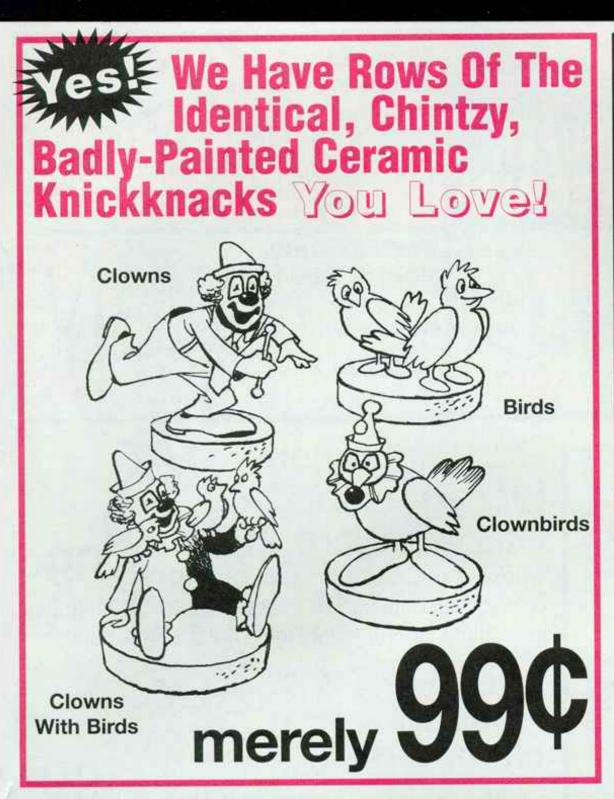
Sturdy Adhesive Backing Remains Attached To Wall Or Refrigerator Long After Plastic Hook Portion Has Snapped Off!

3-Pack .....merely 99¢

#### Jumbo Bottle Of Aspirin

Handy 1-Gallon Size Ideal For Migraine Sufferers 30,000 Count .....merely 99¢









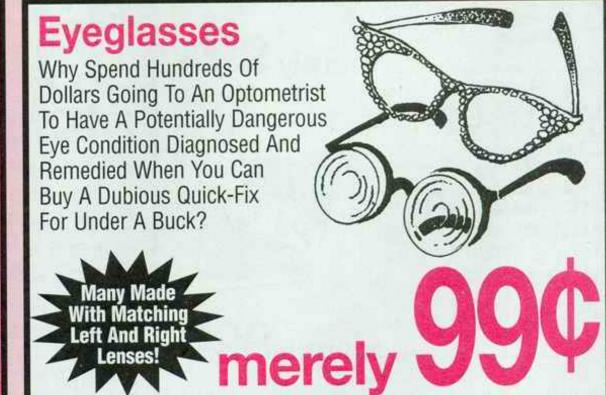
Where The Line Always MERELY Stretch That MERELY Backs Up Into Our Already Sweatshop 99¢ Paycheck Further 99¢



Preferred Over Rusty Shingle Nails And Shrimp Forks By Most Ear Doctors Obsolete
Spices
For merely 99
Not Used In Any Known Recipe
After 1958! Choose From Brisket Rub,
Granulated Alum Or Adobo

MYRRH





Where Low Paid Immigrants And Seniors Over Flakes!

Where Low Paid Immigrants And Seniors Over Flakes!

Where Low Paid Immigrants And Seniors Over Flakes!

Fixed Incomes Come Generic Corn Flakes!

CHECK OUT

Musical **Greeting Cards** 

In Scandinavian Or Yiddish! Choose From 75th Anniversary, St. Swithins Day, Or Sympathy Plays "Feliz Navidad"

2 For .....merely



The Kind That Ruin Your Photos! Now With Stronger Glue That reacts In Even 4 1010 Worse Ways To The Chemicals In Your Prints,9 Making The Resulting Discolored Mess Even Harder To Remove From Its Pages!

3 For .....merely

#### Vet's Friend® **Pointy Rawhide**

Choose From

- Splinters
- Spears
- · Right Triangles

15 Pound Bag .....merely



Featuring The Hottest Characters From 5 To 12 Years Ago!

Start Your Kids' Inevitably Nightmarish Birthday Party/Sobfest On The Right Foot By Making Them Look Like Out-Of-Touch Losers In Front Of Their Friends! Selection Includes:

- Teenage Mutant Ninja Turtles
- Smurfs
- Trolls
- The Addams Family
- Steel
- Judge Dredd And Others!

Cups, Plates, Napkins, Tablecloths, Invitations



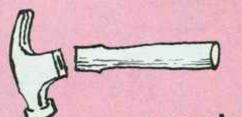
Your Choice ...... Merely

#### Good Intentions® Biodegradable Garbage Bags

2 Boxes For .....merely 994

Choose From Light Duty Or Extra Light Duty! Disintegrates In Sunlight Or From The Light Of A 75-Watt Bulb!

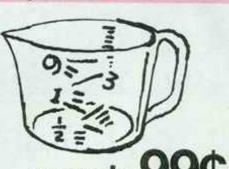
#### Loose-Headed Hammers



Each .....merely 99¢

Sure To Fly Off And Injure A Bystander!

Inaccurate Plastic Measuring Cups With Smudged, Crooked Printing



#### 32-Piece Colored Marker Set

All The Colors Of The Rainbow In Various Stages Of Drying Out

merely 99¢

#### Men's Dry, Flaking Deodorant

Wads Itself Into Little Balls In Your Underarm Hair-Extra Strong Formula Fights Wetness While Making

Your Armpits A Painful Red Mess 2 For.....merely 99¢

-And Save! Choose From:

**Bargains Galore In Our** Lukewarm Soda Case!

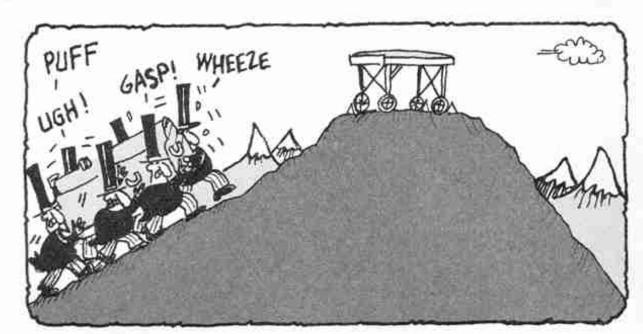
**Buy Your Refrigerated Food Needs From** A Store Not Equipped To Carry Perishables

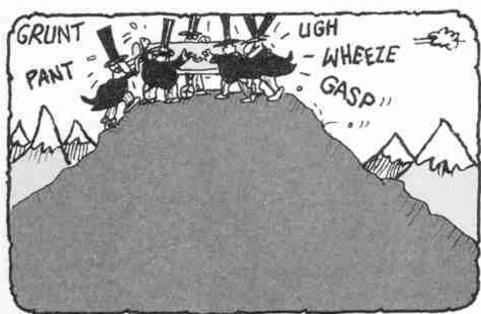
- Honey Ham With Jalapeño
- Turkey Breast with Jalapeño
- Bologna With Jalapeño
- · Pastrami With Jalapeño,
- Chicken Breast With Salmonella

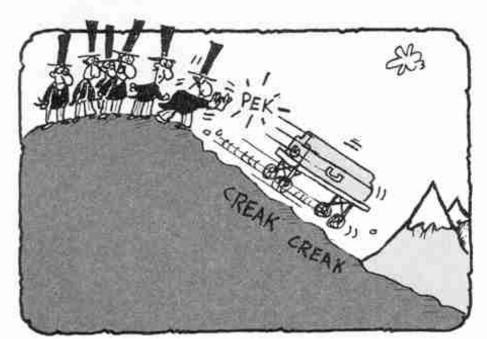
3 Packs For...... Merely

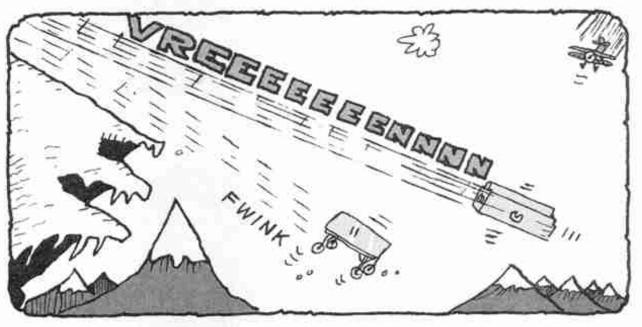


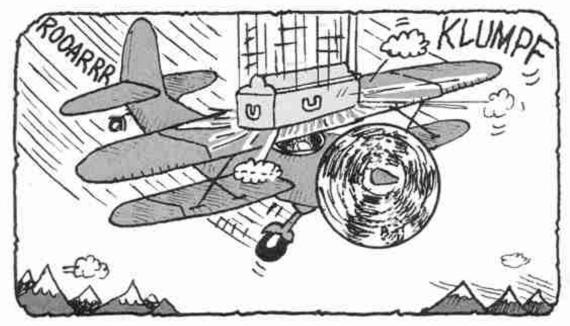
# TALES FROM THE DAREDEVIL'S ADVOCATED THE DAREDEVIL'S ADVOCATED

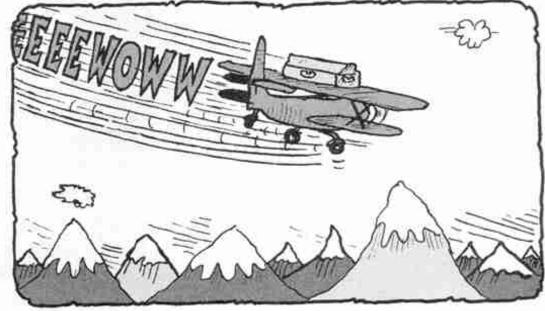


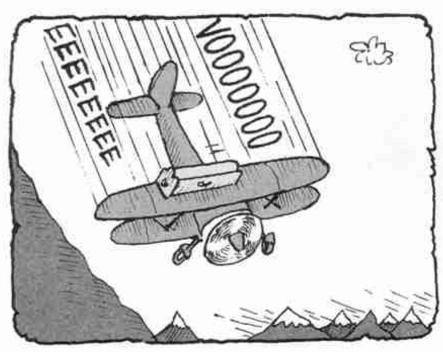


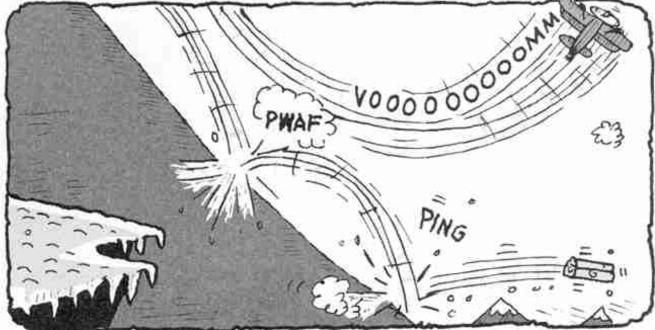




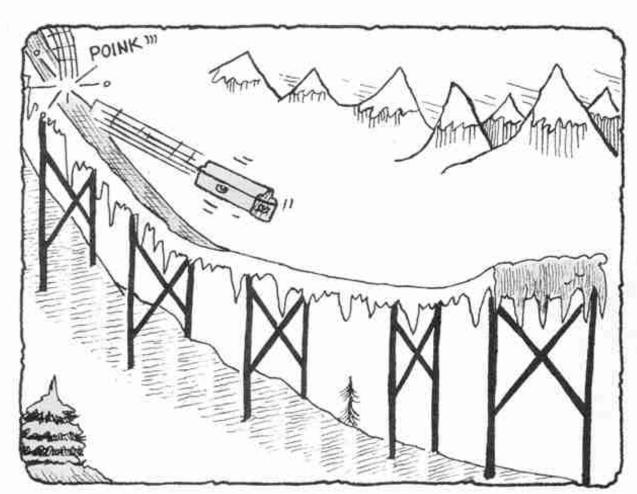




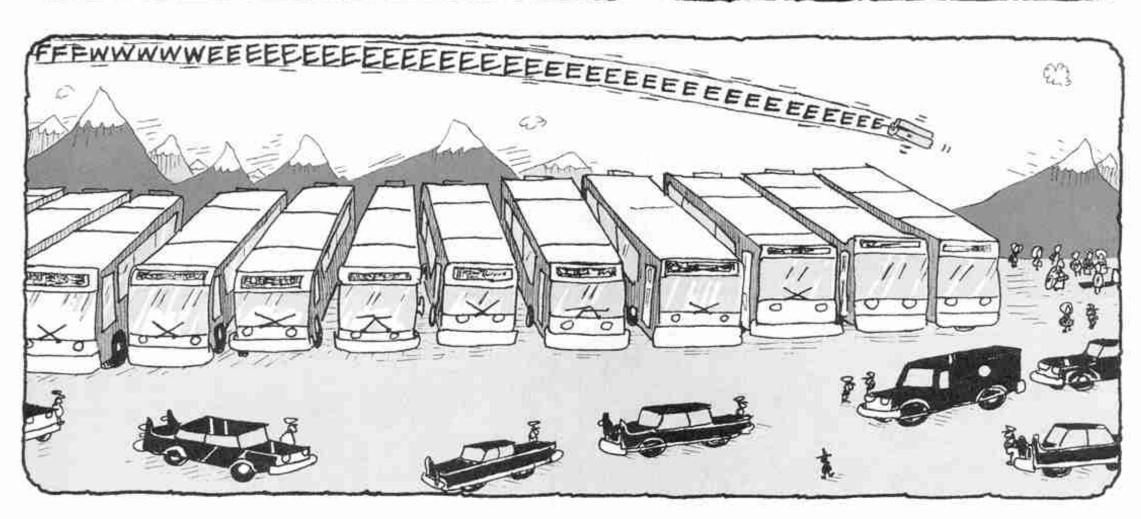




ARTIST AND WRITER: DUCK EDWING













# 

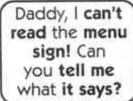
#### SOCIOLOGY

A hundred years ago, parents had lots of children!

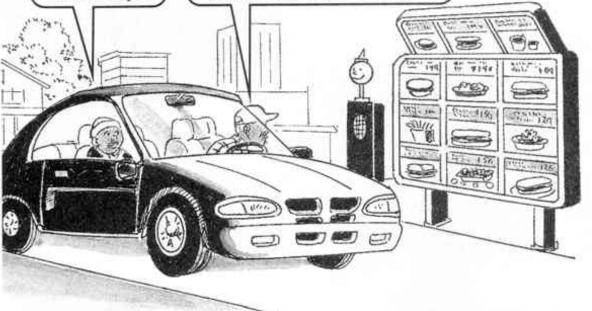
Today, children have lots of parents!



ARTIST AND WRITER: DAVE BERG



Super burger, barbecue burger, turkey burger, fish sandwich, fish sticks, chicken nuggets, roast beef club, French fries, potato salad and cole slaw!

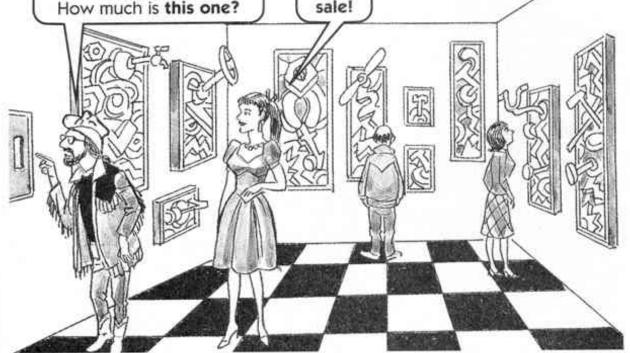




#### ART

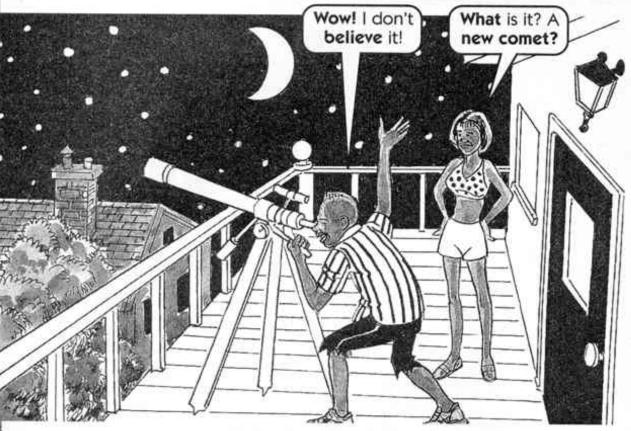
This show of Nozkowski's three-dimensional abstract work is very impressive! How much is this one?

Sorry, that's not for sale!





#### ASTRONOMY





#### GUNS







#### THERAPY

At first, my wife didn't understand me, Dr. Forman!
But after a few years, she really got to know me well!

Then what happened?



#### SHOPPING







#### POWER





#### FASHION

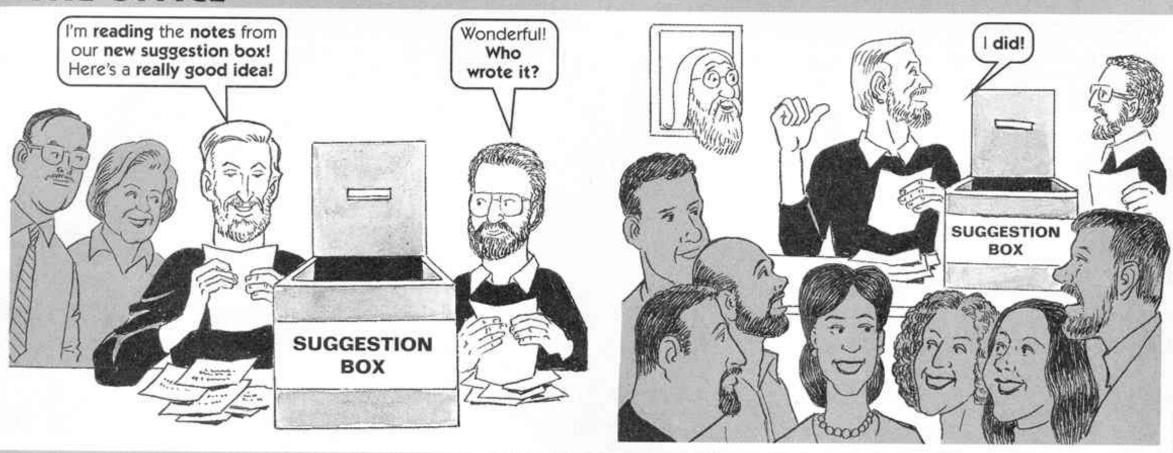




#### RELATIONSHIPS



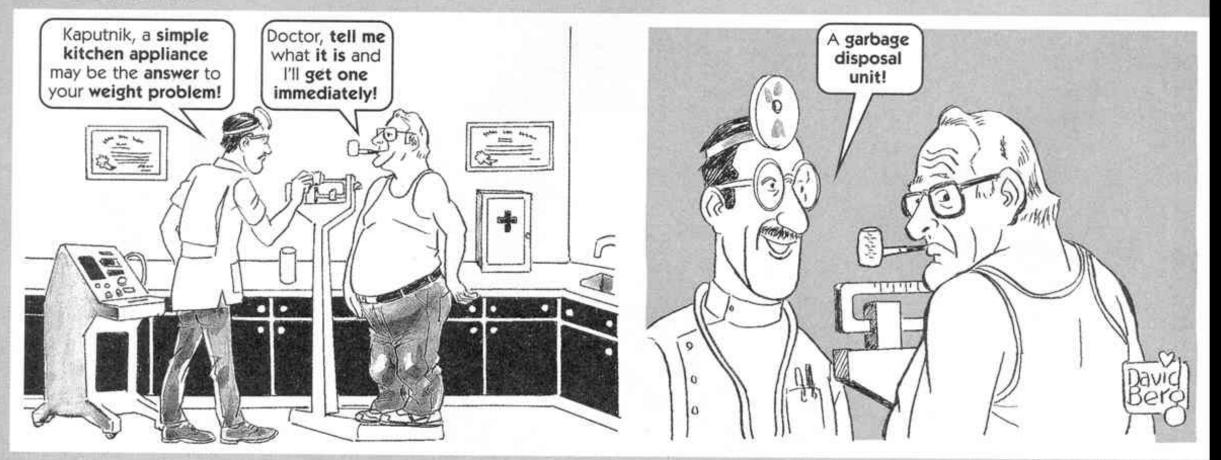
#### THE OFFICE



#### RELIGION



#### **DOCTORS**



# THESUMMER CAMPJOB

Ah, Summer! A time to kick back on the beach, sip a slurpee and let your brain atrophy. Unless you're our hero, because for him it's time for his first summer job!!! Good old mom "pulled a few strings" and landed our boy a gig as a C.I.T. - Counselor in Training. Pack your bug repellent and off we go!

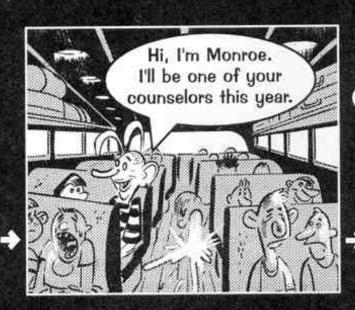
But I like my own room. I'm not real comfortable sleeping with a bunch of strange guys. I'm not like you, Mom.

NO DOUBT



Watch your mouth, Mr. Smartypants! Besides, it's about time you started earning some money to help out around the house. You think it's easy getting by on what your father sends us?









CAMPCRIPPLED DEER Gordon. You're scaring him. Just listen to what we tell you. Keep them kids in line or you'll be spending the night in The Box.

anymore. DHIMME

Come on,

Don't worry, the state doesn't let us use The Box















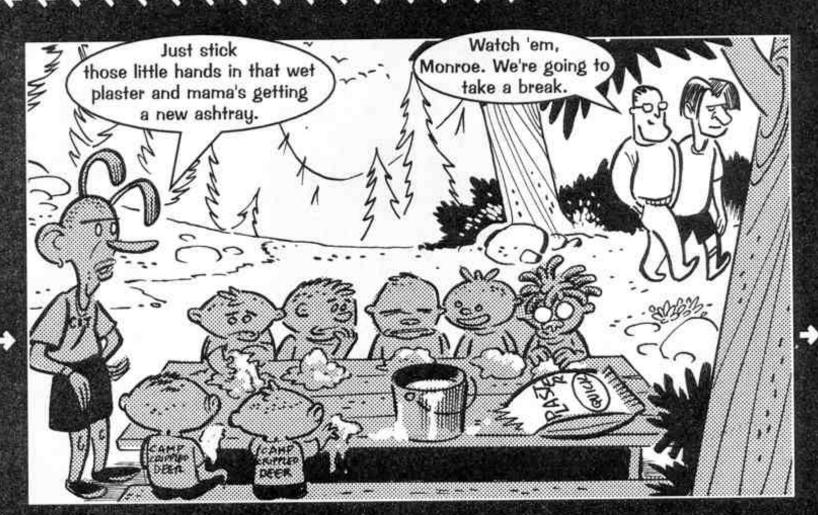
































To Be Continued...

## HEAR THE RADIO THAT WOKE UP AN ENTIRE INDUSTRY\*

To the fact that there are idiots out there willing to spend hundreds of dollars just for a radio!

Popular Audio wrote that it is "a sonic masterpiece." Radio Magazine wrote that it is "simply amazing...a genuine breakthrough in sound quality!" And High Fidelity wrote, "Sorry, but you'll have to take thousands of dollars in advertising in our magazine like you did in Popular Audio and Radio Magazine before we'll write hyped-up copy about how great your radio is." What radio are they all talking about? The Boose® Wavy radio.

# HALF A MILLION PEOPLE ALREADY OWN THE BOOSE® WAVY RADIO.

In just over three years, the Wavy radio has changed the way half a million people listen to music — people like Stanley Karpinski of Staten Island, NY, who said, "It's changed the way I listen to music. I stopped listening to CDs and audiocassettes! I had to! The Wavy won't play them. It's just a damn radio!"

### OUR EXCLUSIVE, AWARD-WINNING DESIGN

The secret to the Wavy radio's remarkable success lies in an exclusive, awardwinning design. Our experts spent countless hours designing sleek, elegant ads for the Wavy radio, resulting in a

remarkably successful ad campaign that has won numerous awards for its design. The actual design of the radio itself



Open up a Wavy radio and you'll see our exclusive acoustic wavyguide speaker technology. You'll also immediately void our 30-day money back guarantee.

was a piece of cake, using the same technology found in a \$9 K-Mart clock radio. The Wavy radio measures just 4 1/2" x 14" x 8 1/4" x 10"x 22 1/8" x 9". It comes with a credit card-sized remote control that will easily slip between the

tightest of sofa cushions never to be seen
again, six AM/FM
pre-set buttons that
have been permanently set at the
factory to our
favorite stations for



This miniature remote control was lost forever right after this photo was taken.

your convenience, and dual alarms which can be heard up to five miles away. Is it any wonder that people who weren't smart enough to buy a stereo system with a CD player, AM/FM radio, dual cassette deck, graphic equalizer and detachable speakers (for half the price that our product costs) are now stuck using the Boose® Wavy as their primary stereo system?

## EVEN OUR IN-HOME TRIAL SOUNDS GREAT.

Order a Wavy radio today and take advantage of our risk-free, in-home trial. If after 30 days, you aren't convinced that this is the best sounding radio you've ever heard, simply return the radio to us in its original unopened carton for a full refund. No questions asked! That's right! You have our 100% guarantee that our in-home trial sounds great, providing you don't go back and reread this last paragraph for finely-crafted legal loopholes.

### CALL TODAY AND MAKE SIX INTEREST-FREE PAYMENTS.

The Wavy radio is available for \$349 direct from Boose®, one of the leading names in high fidelity equipment manufacturers when listed alphabetically. And now our six-month installment payment plan lets you make six monthly payments interest free when you agree to our exclusive seventh payment of all interest! Call today and hear more about the product that has consumer groups and state attorneys general talking.



### CALL 1-800-BAMBOOZLED EXT. R2D2

When you call, ask about our six-month installment payment plan. (Qualifications based on a sworn affidavit that you own a valid credit card and that your call is not being traced or recorded by law enforcement officials.) Also ask about FedEx® delivery service and how it differs from the third rate carrier we'll be using to ahip your radio.

Please specify your color choice:

☐ Barry White ☐ Earl Gray

Vame	(Plenie Do Not Prinx)	
Address		
City	State	Zip
Morning Phone		
Afternoon Phone		
Late Afternoon Pho	ne	
Evening Phone	(No Salesman will	call.)

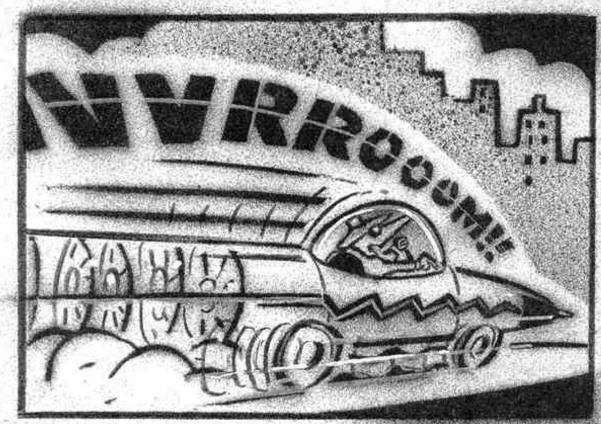


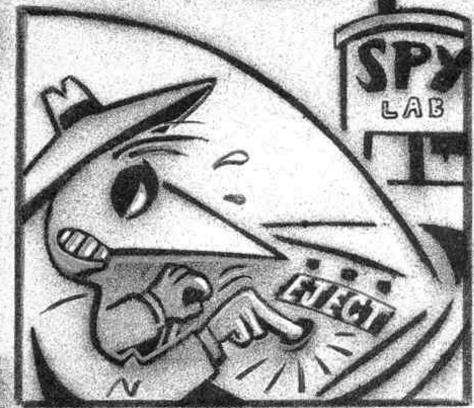
A MAD AD PARODY

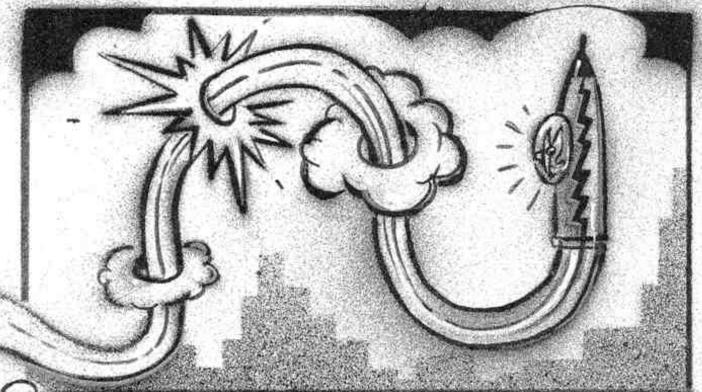




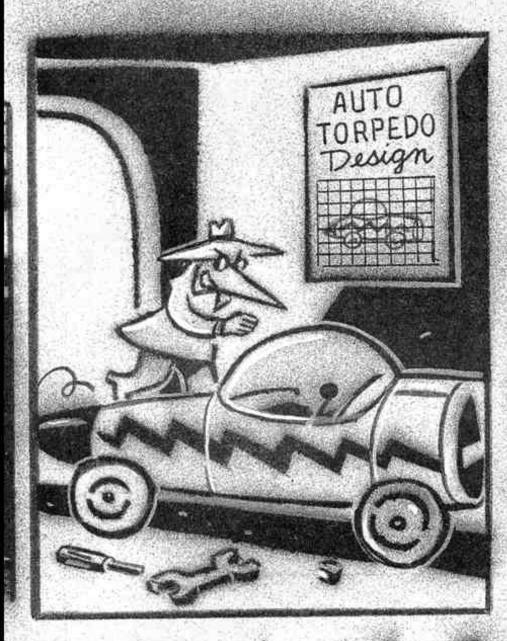


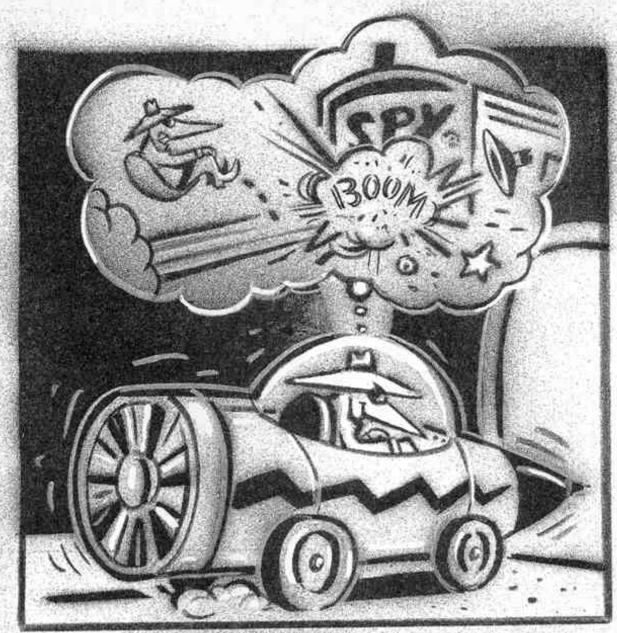


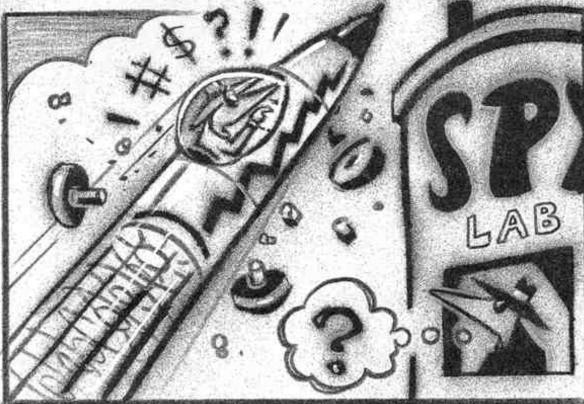


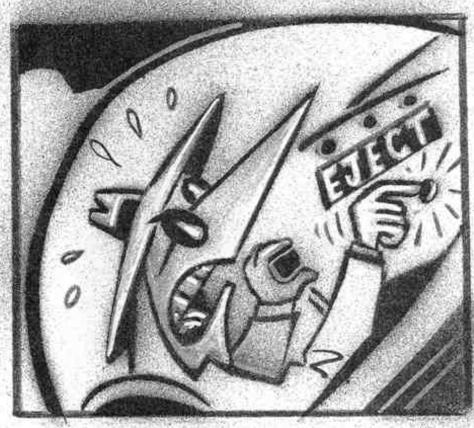


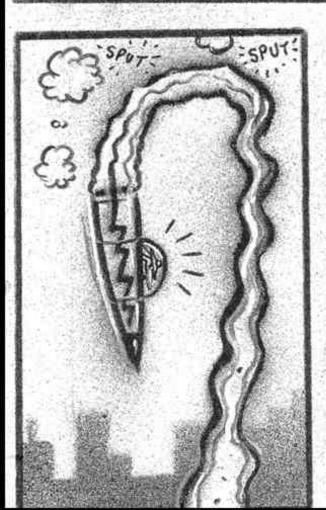


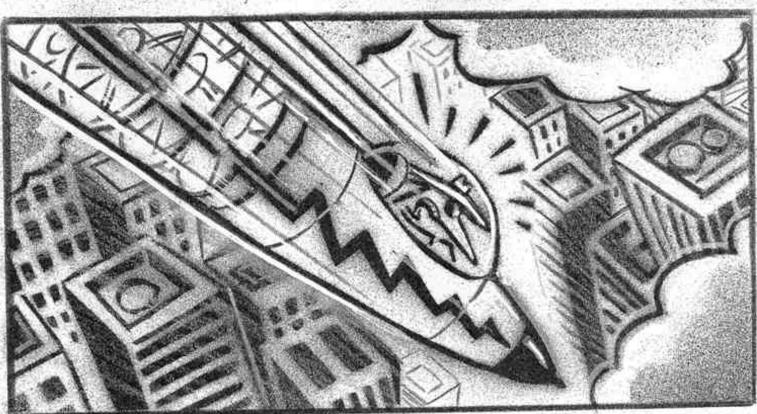


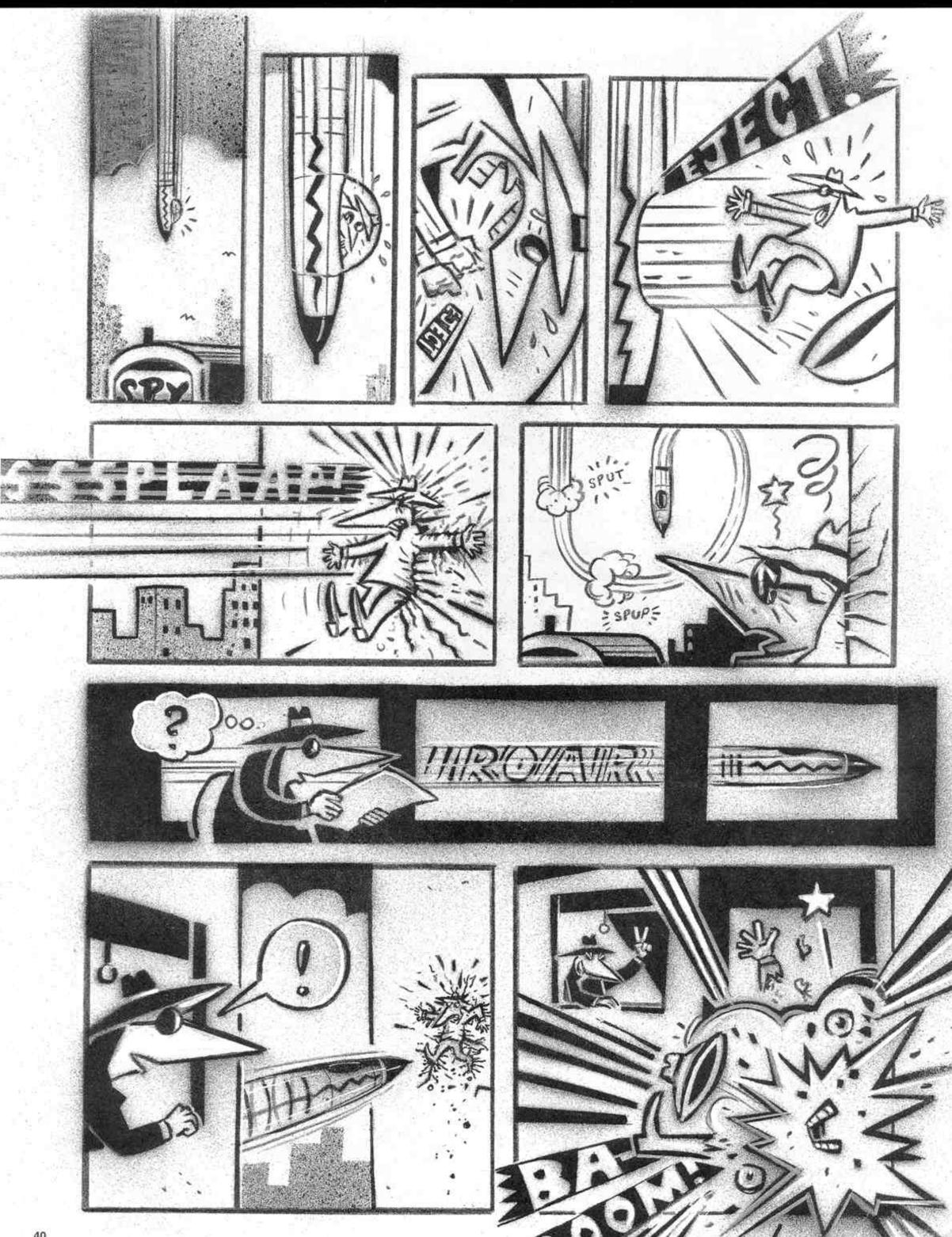












There's a book that recently (and inexplicably) made a climb up the best-seller list called *Snaps*, a collection of insults and taunts that allows even the most uncreative of homeboys to have well-rehearsed put-downs on the tip of their tongue. The problem is, the book didn't include every type of jibe needed in this fast-paced, technological age! That's where we come in! Here's...



Yo' mamma's so FAT, she uses TRIPLE E-MAIL!

Yo' mamma's so **DUMB**, she spent five hours trying to **FIND** the "ANY" KEY!

Yo' mamma's so UGLY, she can't even TURN ON her COMPUTER!

Yo' mamma's so LAZY, she'll only SINGLE CLICK the MOUSE!

Yo' mamma's so DUMB, she looks
BEHIND HER before she hits
the BACKSPACE KEY!

Yo' mamma's so UGLY, she can't get a CYBER DATE!

# CYBER SMAPS

YO' MAMMA JOKES FOR COMPUTER NERDS

Yo' mamma's so FAT, she has to use DOORS instead of WINDOWS!

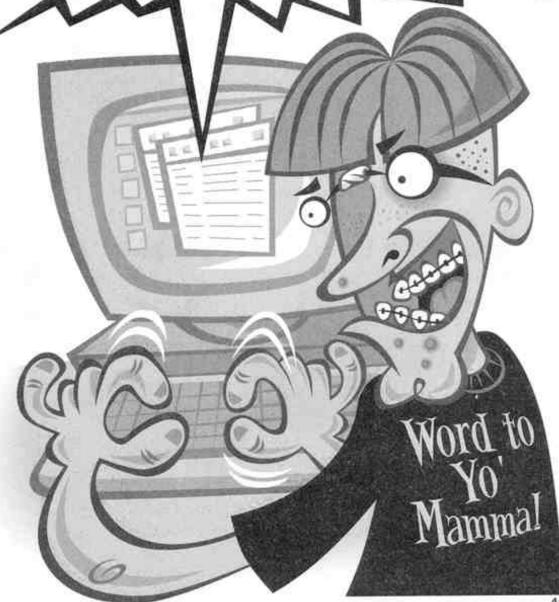
Yo' mamma's so UGLY, the GLARE SCREEN protects the MONITOR from HER!

Yo' mamma's so LAZY, she'll CUT, but WON'T PASTE!

Yo' mamma's so **DUMB**, she puts on a **WET SUIT** to **SURF** the **NET!** 

Yo' mamma's so FAT, she CAN'T FIT in a CHAT ROOM!

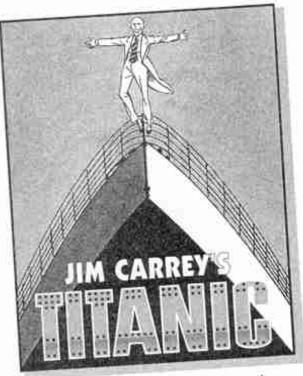
Yo' mamma's so DUMB, she SPELL CHECKS her NAME!



## ICEBERG'S-EYE VIEW DEPT.

Now that Titanic is the highest-grossing film of all time, Hollywood logic dictates that there MUST be a sequel. The problem is, the ship sank only once, story over, done deal!

Not to worry, though! We screenwriting geniuses at MAD have a plethora of ideas for...



f you were one of the millions of people who enjoyed James Cameron's Titanic, just wait 'til you see what happens when the Master of Mugging himself, Jim Carrey, takes a crack at the same story! Yes, the Clown Prince of Ham is at it again, going through his entire repertoire of exag-

gerated expressions of panic as the mighty ship sinks into the sea! After two hours of his frenetic, over-the-top acting style, you'll never be happier to see a man drown!





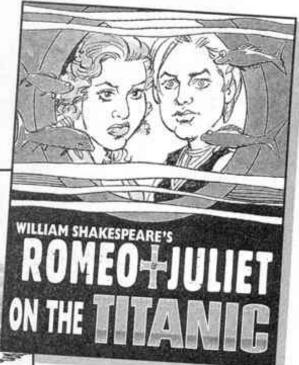
he berg is back! Not content with having sunk the Titanic, the dreaded evil Iceberg continues its deadly vendetta against cruise ships, picking off every one that attempts to cross the Atlantic. Bruce Willis plays a hotshot navy commander who survived a previous encounter with "the berg" — and now he's declared his own Cold War, vowing to crush it into a billion little cubes and serve them in party

drinks! Julia Roberts plays Willis' estranged wife, a brilliant prostitute-turned-oceanographer. Unfortunately, watching these two bickering ex-lovers won't melt your heart — or many icebergs!

# WELL SOM SEE



ARTIST: ANGELO TORRES WRITER: LARRY SUTTER



Dawson in a motion picture that'll be seen by every teenage girl in America — at least ten times! The film's producers are promising a tale so tragic that theaters where it's playing will literally fill up with tears and cause actual drowning deaths! It's a familiar tale of two star-crossed lovers kept apart by fate and poor acting! At the end, they realize their love can never be, and decide to kill themselves. It's actually a lot like the first Titanic, only with a more depressing ending because in this version they die a few minutes earlier!





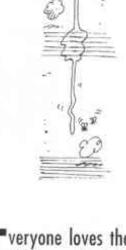
he real reason so many people perished when the Titanic sank was the lack of qualified lifeguards on board. In this offbeat sequel, the ship is reconstructed and the Baywatch crew is hired to prevent any future disasters. As a bonus, the theme song is sung by David Hasselhoff! (Sure to be a hit in Germany!) The highlight of the film is

when Hasselhoff offers to sketch all of the Baywatch babes naked in his cabin! And although the scene goes on a bit long, lasting just over two hours and fifty eight minutes of the three hour movie, it does generate enough heat to make the threat of icebergs extremely remote!



# TITANIC SEQUELS WE'LL SOON SEE





everyone loves the old Love Boat TV show and everyone loves movies about big sinking ships, which means NO ONE will want to miss this bold

new film which combines them both! All your favorite washed-up has-been stars are here, falling in love and then sinking to their deaths! Watch as Charo utters her last "Koochie, koochie, koochie!" See Gary Coleman freeze in sub-zero waters and Jimmy "J.J." Walker desperately cling to a life preserver! Whose careers will stay afloat and whose will sink like stones? Half the fun of watching this movie is finding out!



Professor who travels back in time and saves the Titanic by zapping it with his shrinking ray! But until he invents a way of zapping it back to its regular size, the ship and its passengers must stay afloat in his bathtub! Enter Jerry Maguire's Jonathan Lipnicki as Williams' precocious son who's determined to sink the Titanic himself! Forget about icebergs — now the mighty ocean liner faces danger from a rubber ducky and a large bar of hand soap!



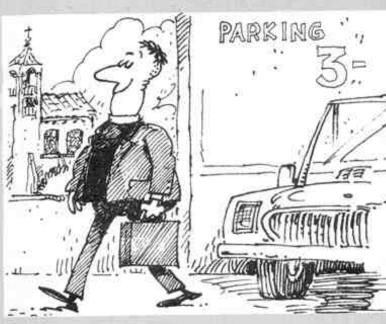


# AMAND LOOK AT ROND RAGE





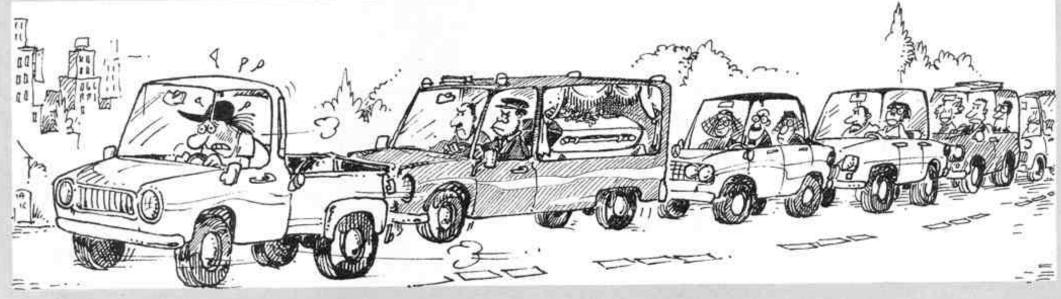


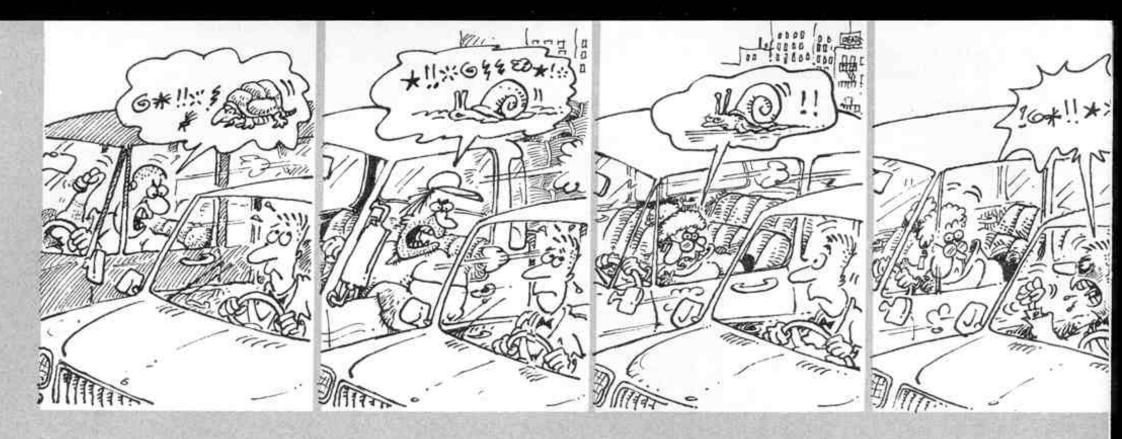




































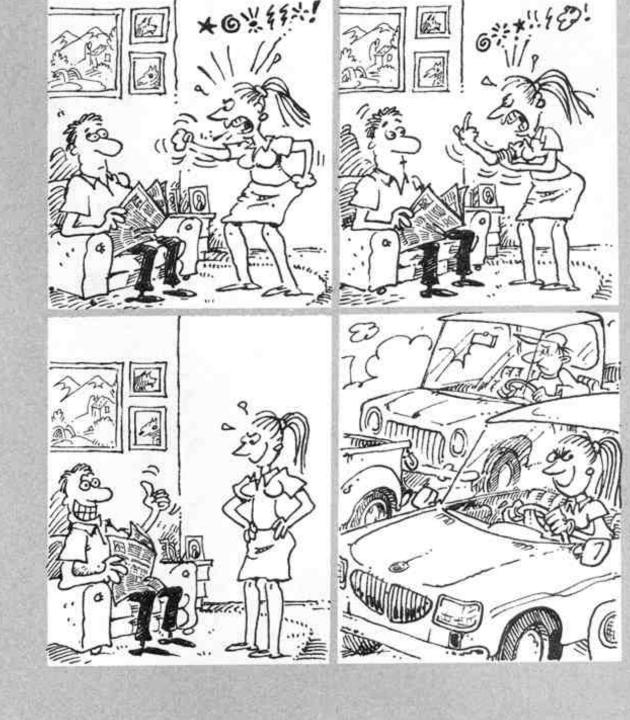












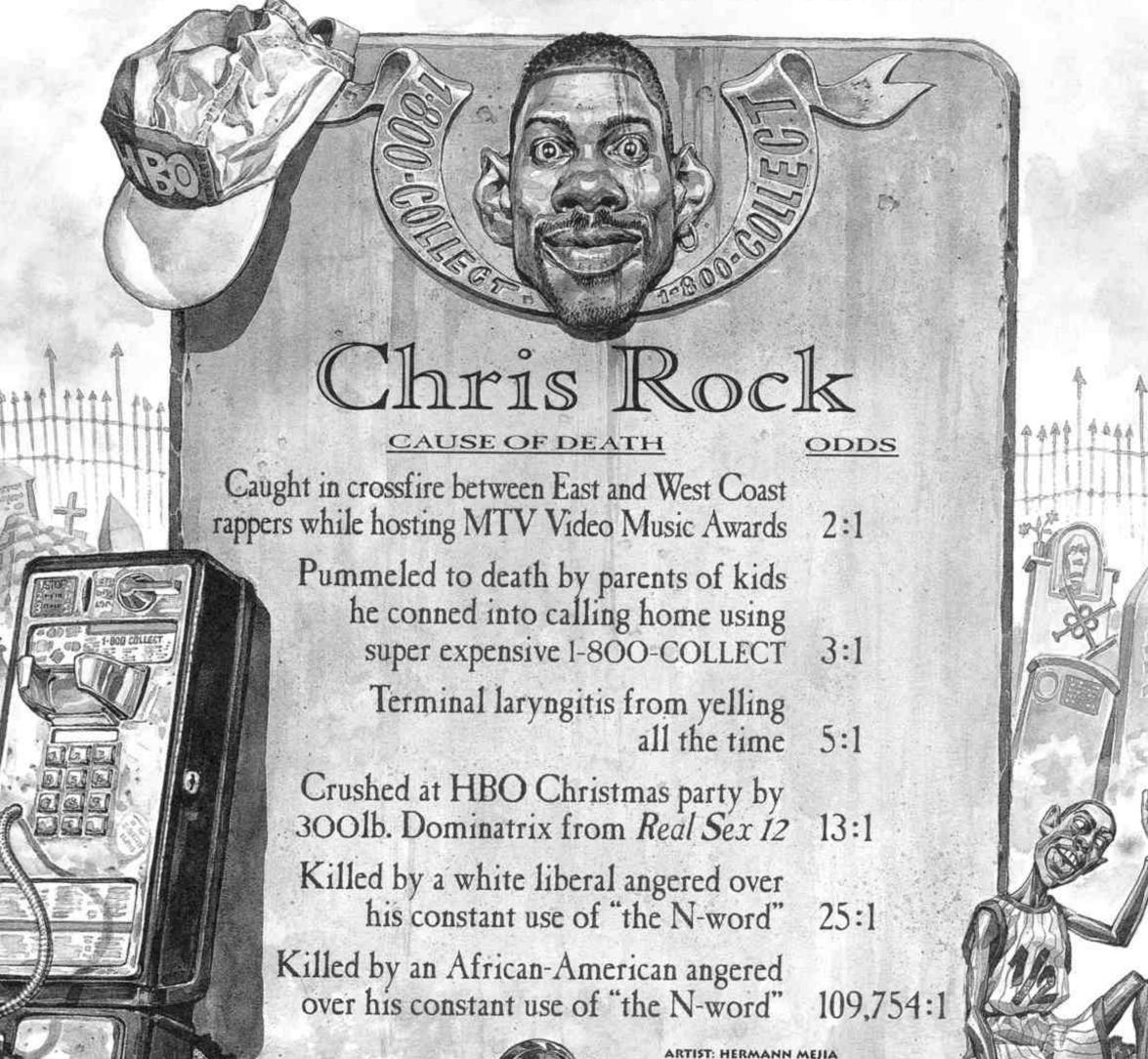




# MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to ride the highway to hell!

THIS MONTH'S FUTURE ORGAN DONOR:

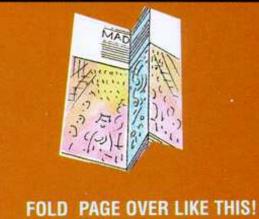


WRITER: MIKE SNIDER

WHAT AREA OF THE COUNTRY LEADS THE NATION IN DEATH SENTENCES?

## HERE WE GO WITH ANOTHER RIDICULOUS M A D F O L D - I N

More and more states have brought back the death penalty. You can't open a paper today without reading about them strapping another prisoner into Old Sparky, turning up the juice and frying him until smoke comes out his ears and ankles. To find out where death sentences are meted out with unbridled enthusiasm, fold page in as shown.



**FOLD THIS SECTION OVER LEFT** 

**◆ TOLD BACK SO "A" MEETS "B"** 



MANY OF US KNOW ABOUT ONE UNFORTUNATE SOUL WHO'LL BE FACING A SENTENCE OF DEATH PARTICULARLY GRUESOME, SADISTIC AND SICK





# TOMMY HIFIGURE

