

No.  
302  
April  
1991

# MAD<sup>®</sup>

Our  
Price  
\$1.75  
Cheap!



MAGNETICALLY ALIGNED CLIPPINGS  
OF ALFRED E. NEUMAN'S HAIR



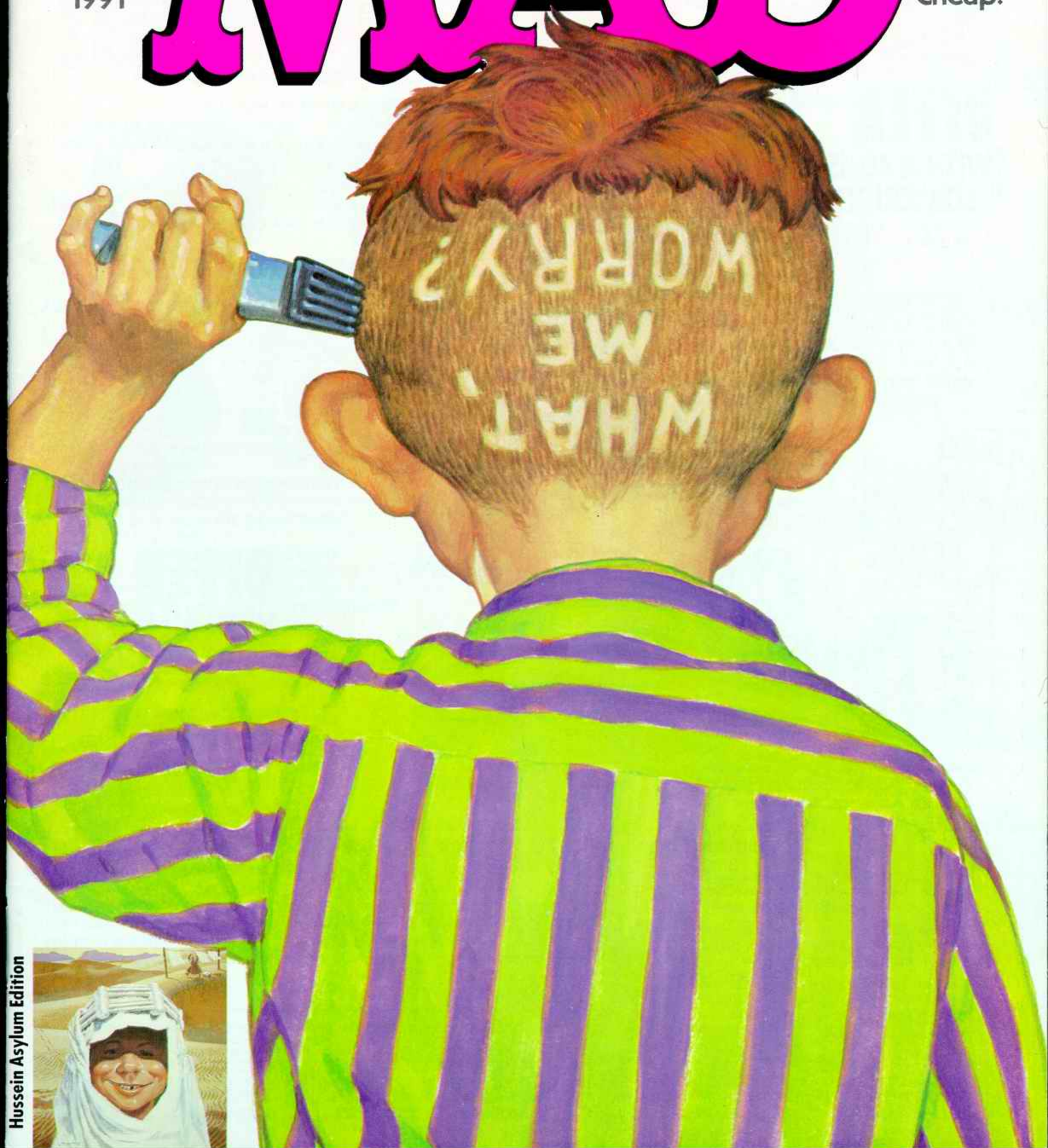
No.  
302  
April  
1991

# MAD

IND

®

Our  
Price  
\$1.75  
Cheap!



Hussein Asylum Edition

# OPERATORS ARE STANDING BY!

...to tell you we don't accept phone orders! The coupon below is the only way you can...

# SUBSCRIBE TO MAD!

**OFFER #1**  
WITH A 40-ISSUE  
SUBSCRIPTION  
**YOU SAVE  
\$16.25**



OFF THE NEWSSTAND PRICE  
AND GET THE FIVE ALL NEW  
PRICELESS TIN BUTTONS SHOWN  
PLUS TWO OF THE FOLLOWING  
MAD BIG BOOKS (OUR CHOICE!)  
ABSOLUTELY FREE!!!

**OFFER #2**  
WITH A 24-ISSUE  
SUBSCRIPTION  
**YOU SAVE  
\$8.25**

OFF THE NEWSSTAND PRICE  
AND GET THE FIVE SPECTACULARLY  
LOW QUALITY BUTTONS SHOWN ABOVE  
ABSOLUTELY FREE!!!



MORT DRUCKER'S "MAD SHOW-STOPPERS"  
AL JAFFEE'S "VERY BEST SNAPPY ANSWERS TO STUPID QUESTIONS"  
AL JAFFEE'S "MORE SNAPPY ANSWERS TO STUPID QUESTIONS"  
"THE COMPLETELY MAD DON MARTIN"  
FRANK JACOBS'S "MAD ZAPS THE HUMAN RACE"

**OFFER #3**  
WITH AN 8-ISSUE  
SUBSCRIPTION  
**YOU SAVE A FAT**

AND OUR OFFICE REMAINS  
CLUTTERED WITH THESE  
SHODDY GIVEAWAYS!



485 MADison Avenue **MAD** New York, New York 10022

- ☐ I enclose \$53.75.\* Please send me the next 40 peachy-keen issues of MAD... **PLUS** my free buttons and books! I'll put off having the surgery... again!
- ☐ I enclose \$33.75.\* Please send me the next 24 lemony-fresh issues of MAD... **PLUS** my MAD buttons! So I won't eat for a week! Who cares?!
- ☐ I enclose \$13.75.\* Please send me the next 8 melon-headed issues of MAD. I plan on eating during my surgery!
- ☐ CHECK HERE IF RENEWAL

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ Zip \_\_\_\_\_

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

\*Outside U.S.A. (including Canada), \$17.75 for 8 issues or \$43.75 for 24 issues or \$69.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

# MAD

"Remember the good old days, when the government lived within its income and without most of yours?"

—Alfred E. Neuman

**WILLIAM M. GAINES** *publisher*

**NICK MEGLIN, JOHN FICARRA** *editors*

**LEONARD BRENNER** *art director* **TOM NOZKOWSKI** *production*

**CHARLIE KADAU, JOE RAIOLA, SARA F. FRIEDMAN** *associate editors*

**DICK DE BARTOLO** *creative consultant*

**JACK ALBERT** *lawsuits* **ANNE GAINES** *logistics*

**GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES** *subscriptions*

**CONTRIBUTING ARTISTS AND WRITERS** *the usual gang of idiots*

## DEPARTMENTS

<b>ACOUSCHTICK DEPARTMENT</b> Celebrity Sound Effects.....	8
<b>ALONG THE SNIDE LINES DEPARTMENT</b> The MAD Nasty File—Volume V.....	23
<b>ANALS OF HUMOR DEPARTMENT</b> Great Moments in Medicine.....	22
<b>AS THE CLOCK SCHTICKS AWAY DEPARTMENT</b> MAD's Lifetime Chart of Wasted Time.....	20
<b>BERG'S-EYE VIEW DEPARTMENT</b> The Lighter Side of.....	26
<b>BRAT'S ENTERTAINMENT! DEPARTMENT</b> MAD's Modern Babysitter's Guide to the Problem Child.....	36
<b>CHANGING OUR UNAWARE DEPARTMENT</b> Did We Miss Something?.....	38
<b>COMPANY TRADEMOCKS DEPARTMENT</b> Advertising Characters and Corporate Mascots that Better Reflect the Miserable Organizations They Work For.....	18
<b>GADGET GOES TO WASHINGTON DEPARTMENT</b> "MacGimmick" (A MAD TV Satire).....	43
<b>HART BURN DEPARTMENT</b> MAD's Video Reviews.....	4
<b>JOKE AND DAGGER DEPARTMENT</b> Spy vs. Spy.....	12, 22
<b>LETTERS AND TOMATOES DEPARTMENT</b> Random Samplings of Reader Mail.....	2
<b>MARGINAL THINKING DEPARTMENT</b> "Drawn Out Dramas" by Sergio Aragones.....	**
<b>THE MORE THINGS CHANGE, THE MORE THEY STAY THE LAME DEPARTMENT</b> Small Scale Examples of How History Repeats Itself.....	10
<b>TAKING THEM TO TUSK DEPARTMENT</b> Babar's Final Adventure.....	13
<b>THE MORGUE THE MERRIER DEPARTMENT</b> Duck Edwing D.O.A.....	31
<b>THE SHAME OLD THING DEPARTMENT</b> MAD's All-Inclusive Do-It-Yourself National Scandal Newspaper Story.....	34
<b>THERE'S ALWAYS GLOOM FOR IMPROVEMENT DEPARTMENT</b> A MAD Look at How Far We've Come.....	40

\*\*Various Places Around the Magazine

FRONT COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTIST: JOHN POUND

BACK COVER WRITER: DAN BIRTCHER

**MAD** (ISSN 0024-9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$53.75. Outside U.S.A.: 8 issues \$17.75 or 24 issues \$43.75 or 40 issues \$69.75. Entire contents copyright © 1991 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

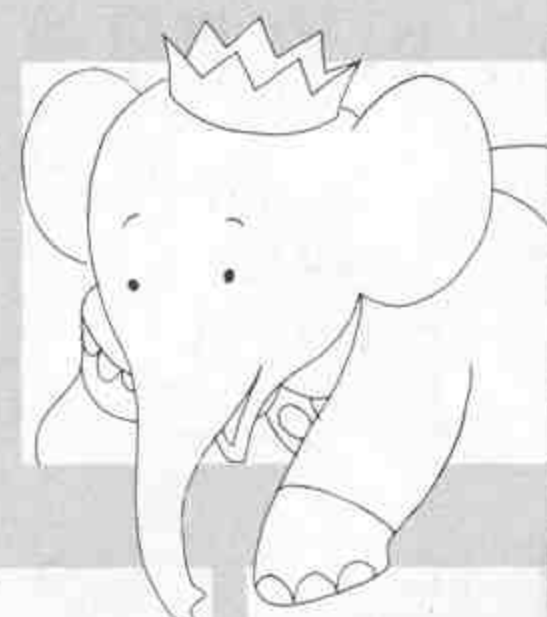
## VITAL FEATURES

**MAD'S  
VIDEO  
REVIEWS**  
Pg. 4



**SMALL SCALE  
EXAMPLES OF  
HOW HISTORY  
REPEATS  
ITSELF**  
Pg. 10

**BABAR'S  
FINAL  
ADVENTURE**  
Pg. 13



**DID WE  
MISS  
SOME-  
THING?**  
Pg. 38

**A MAD  
LOOK  
AT HOW  
FAR WE'VE  
COME**  
Pg. 40



**"MacGIMMICK"  
(A MAD TV  
SATIRE)**  
Pg. 43

**CLOSE YOUR EYES:  
COVER YOUR EARS:  
SHUT YOUR MOUTH:  
NOW YOU'RE  
READY TO  
ENJOY...**

**SEE NO...HEAR NO...SPEAK NO...**

**MAD**



*Every once in a while a book comes along that can transform an entire generation. While waiting for such a book to come along, this book can really help kill the time for you!*

*—William Mildred Farnsworth  
Higgenbottom Gaines IX  
Publisher, MAD Magazine*

**LETTERS AND TOMATOES DEPT.**



**DINO-SORE**

Once again, you guys should be ashamed. After all, a mag with your reputation for scientific accuracy should've realized that the pterodactyls and dimorphodon in Sergio Aragones's "A MAD Look At Dinosaurs" (#300) aren't dinosaurs! The pterodactyl lived at the same time and belonged to the archosaurs, but are not strictly dinosaurs. The dimorphodon was an ancestor to dinosaurs and mammals. Not only this, but the pterosaur on page 8 has too many fingers and the ceratopsian dino shown in the film lived several million years after the last sauropod. And none of the dinosaurs sat around in swamps. Aside from that, I enjoyed the mag!

Amy Lashmit  
Essex Jct., VT

Your letter reminds us of a Brontosaurus... You know, the one with the PEA-SIZED BRAIN??!!  
—Ed.

**MORON MAIL**

Thirty years ago I found a dirty copy of MAD laying in a street gutter of Daytona Beach. My Mother scolded me and told me not to pick up trash from the street. Now, my son buys and reads MAD on a regular basis. That was my first look at MAD and I've read many copies since trying to find something of value in what you publish.

Charlie Carlson  
Sergeant-Major USA (Ret.)  
Daytona Beach, FL

There is no value in what we publish! You've wasted a third of your life. Now you're wasting your son's life too. In some cultures, people are fed to live snakes for less! Oh, one more thing: Your Mother was wrong telling you not to pick up trash in the streets. That's how most of the MAD staff met their wives!—Ed.

**LICENSE TO ILL**



James Mollo of Staten Island, NY sent us this spiffy photo of his Volkswagen Jetta sporting a "Potrzebi" license plate. We understand he only had money for either the plates or some new seat belts. Real good thinking, James!!

**WHAT, ME SAUDI?**

Hello from the Kingdom of Saudi Arabia. I am currently deployed as a part of Operation Desert Shield. My squad and I are avid readers of MAD and heartily enjoy the humor your magazine displays. We recognize the originality in your humor and conclude that that is why we are kept laughing from cover to cover.

We recently acquired (by chance) a well-used copy of your December issue featuring The Simpsons. We laughed hysterically and our morale was boosted. Unfortunately, that is the only issue we have seen. What we were wondering is if maybe you could send some issues. Thanks for taking time to read my letter.

Specialist Robert A. Bauman  
Chicago, IL

**Editor's Note: Starting with #300, MAD, in cooperation with its printers and suppliers, began sending 25,000 free copies of each issue to our troops in Saudi Arabia. Unfortunately, there are a lot more than 25,000 soldiers over there. So, instead of trashing your issues, why not send them to our Armed Forces at this address:**

**For land-based troops:  
ANY SERVICEMEMBER  
OPERATION DESERT SHIELD  
APO NEW YORK  
09848-0006**

**For shipboard troops, substitute FPO and 09866-0006 for the zip code. Postage is 85¢ per issue.**

I'm a U.S. Marine helicopter crew chief serving in Saudi Arabia. I read a copy of your mag that another dude had sent to him over here. Thanks for putting the New Kids on the Block in their place! If they're so great, why don't they enlist and serve their country? Better yet, let's draft them and make them grunts and cooks! A job well done, MAD strikes again!

Lcpl. Robert T. Holomshek  
Saudi Arabia  
"Semper-Fi"

**We have a better idea—How about you and your Apache Attack Helicopter circling by Donnie's house!—Ed.**

**IT DOESN'T ADD UP**

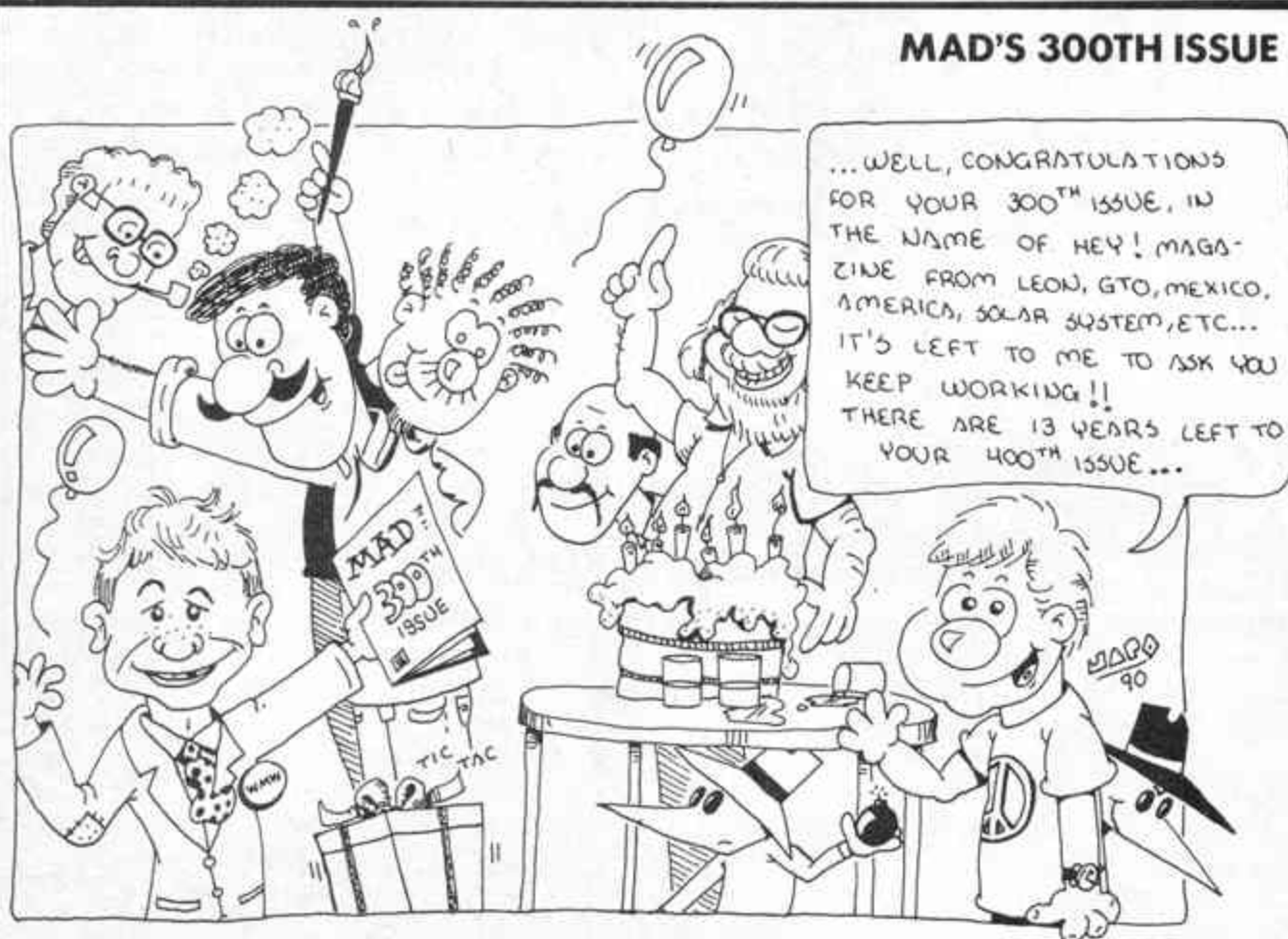
My Math Professor at the University of Delaware, Jon Manon, has raised the consciousness of his students regarding the derogatory image of math in the media. Of course we could expect such appalling misrepresentations from television, but not from such a highly respected publication as MAD! I was therefore shocked and dismayed to see you portray mathematicians as "nerds, dorks and wimps" on page 26 of issue #300. On behalf of my Professor and mathematicians everywhere, I request an apology from you.

Peggy Reinholt  
Newark, DE

**Please accept our sincere apologies. It was never our intention to portray mathematicians as nerds, dorks and wimps! Unfortunately, this happened because the artist failed to carry a "2" in his drawing. Actually, we meant to portray mathematicians as geeks, dweebs and yahoos! We regret the error, but hope you will award us partial credit for the work shown!**

—Ed.

## MAD'S 300TH ISSUE



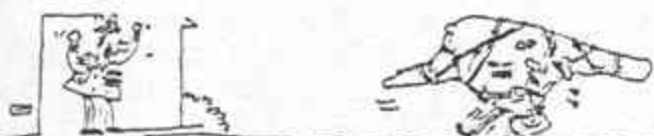
300th issue tributes from our slavishly devoted fans have been pouring in from all over, including this drawing from down south!

I noticed two mistakes in your gala 300th issue—1) It was funny, and 2) You failed to print one of my letters!

A.J. Veraldi  
Los Angeles, CA

A.J.—In this issue, we correct both mistakes!

—Ed.



Issue 300... You guys never know when to say when. Oh, well. Congratulations anyway on a job well done. Maybe the next 300 issues will actually be funny and tasteful!

Russell Howze  
Travelers Rest, SC

RRRRuss—You're right. We don't know when to say "when"... We do, however, know when to say "Schmuck!"—Ed.

Some of the many others who went against their better judgment and wrote to congratulate us on our 300th issue include:

Kelly Dean, Newton Sq., PA; David Tanny, San Diego, CA; Scott Anthony, Woodland Park, CO; Gary Barclay, Hillsboro, OR; Chris Notchick, Waymart, PA; Tyrene Bada, Beaverton, OR; Nate Fisher, St. Louis Pk., MN; Joe Dezutti, Torrance, CA; T.J. Waldron, Lake Butler, FL; Sam Tucker, Westfield, NJ; Trisha Rivera, Granger, WA; Bruce Bourquin, Redlands, CA; Marco Panzanella, Cortland, NY; Adam Sears, Buffalo Grove, IL; Joe Braia, Yonkers, NY; Aja Olander, Acworth, GA; Will Walker, Sterling Hts., MI; Dwayne Plaunt, Madison Hts., MI; Michael Cormier, Hesperia, CA; Sheila Trotman, West Palm Beach, FL; Drew Crocker, Wilton, CT; Rachael Kaufman, Chicago, IL; Barbara Teran, Jackson Hts., NY; Tom Osicky, Chesapeake City, MD; Scott Carruthers, Boise, ID; Sonny Brucato, Maspeth, NY; Shammah Todd, Jonesboro, GA; Jon Weber, Winter Springs, FL; Tom Olan, Rockford, MI; Micah Haskell-Hoehl, Pittsburgh, PA; Trent Davis, Milford, MI; Corey Larson, Sedona, AZ; Lawrence Hribar, Baton Rouge, LA; Carter Byrnes, McLean, VA; Amanda Eastman, Lynnwood, WA; Robert Edward, Staten Island, NY; Pamela Gaus White, Washington, DC; Kirk Samulski, Lansdale, PA; Roger Yarrow, Derwood, OH; Justin Clay, Cleveland Hts., OH; Michael Jacques, Midland, Canada; Gregory Alexander, Ontario, Canada; George Petrescu, Saskatchewan, Canada; David Peterson, Tokyo, Japan; Delzant Sylvain, Nantes, France; Laure Bodin, Bangkok, Thailand; Naaman Mualem, Israel; Eddy Bueno and Nathan Filizli, Whereabouts Unknown!

## NOTES FROM A HUSSEIN ASYLUM

I just recently got out of Kuwait. I was supposed to be a member of the American School of Kuwait's Class of '91. So were my friends, but Saddam ruined it for all of us. Now we're scattered all over the world and we can't reach each other. We all liked reading MAD; it was one of the crazy things we had in common. If you could please print my letter and address, I think some of my friends would read it and be able to contact me. Thanks for your help!

Nada Shalaby  
Cairo American College  
P.O. Box 39  
Maadi, Cairo  
Egypt 11431

We discussed your request at length, and decided to print your address. We must warn you, however, that you now run the risk of being bombarded with come-on offers promising free Hickory Farms fruitcakes, or worse yet, moronic letters from the thousands of geek, dweeb and yahoo mathematicians who read MAD!—Ed.

## WHY ALL THE WACKENFUSS?

After reading the letters page of MAD #299, I was shocked and bewildered to find out how sorely lacking your science department is in the area of nuclear physics. A young man from Oregon wrote to you with a question about atomic structure and the decay of an element. After he did such a great job of stalling his science teacher for what must've been at least a week, you, in your all-encompassing ignorance, gave him some ridiculous solution involving the Wackenfuss Principle. I don't see how you can expect to retain your standing as a renowned and respected science journal if you keep giving advice like that. What you need to be looking for is the atomic mass number of Helium (4). This tells us that no matter what other information is given in the question, the mass of a Helium atom is always 4 amu!

Randy Wilkins  
Norfolk, VA

You nuclear nincompoop! We stand by the Wackenfuss Principle and so would you if you read the latest findings on gases as reported in the December issue of Sassy!—Ed.

## "MAD REVIEWS THE 21st CENTURY"

In issue #299's "MAD Reviews the 21st Century Ahead of Time," you inferred that Dan Quayle would have won two Presidential elections by 2005. Although the predictions were based on reality, Quayle's political ascension is implausible. I would rather lick the phlegm off of Flipper's blowhole than endure 25 consecutive years of Republican leadership, let alone the MAD satires that would accompany them!

Bryon Kurzenabe  
Camden, NJ

Pucker up!—Ed.

Please Address All Correspondence To:  
MAD, Dept. 302, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Nick on his appearance on "thirtysomething"!

## ENVELOPE OF THE MONTH



This issue's envelope comes to us from Todd Fronauer of Altoona, PA. Todd's such a nice guy that he had the common decency to remind us the design was borrowed from the cover of our 1965 paperback book, "It's a World, World, World, World, MAD"! Todd: Next time, check your spelling!

If you missed last summer's big movies, don't despair. They're coming out in videos! And to help you choose the movies you'd like to see, MAD has asked its guest reviewers to render their judgments. (Editor's note: Their judgments might be even sounder if they had actually seen the movies they're reviewing!) So here we go again with MAD's

# VIDEO REVIEWS

ARTIST: MORT DRUCKER

WRITER: STAN HART

Hi! I'm Roger Eclair, and the fellow seated next to me is Gene Fishkill, whose foolish and sophomoric opinions supply our show with comic relief!

If my partner could keep his face out of his tyrannosaurus-size box of popcorn for ten seconds he might know what movie he was watching to review!

Anyway, our first film is "Die Even Harder 2"! In "Die Harder 1," Goose Willits saved an office building from terrorists during a Christmas vacation...

This time around Goose goes for something bigger! He saves an entire airport at Christmas time! Which shows that, like Toys 'R' Us, Yuletide is his busy season!

SHHH!  
KEEP IT  
DOWN!

WHO ARE  
THOSE  
CREEPS?



Tell me, what are these #\$\$%\*+ terrorists demanding from us?

They want us to release their captured dictator or else...

Or else what?

Or else they'll force all these innocent people to fly on Eastern Airlines!

What?! Those sadistic fiends must be stopped!

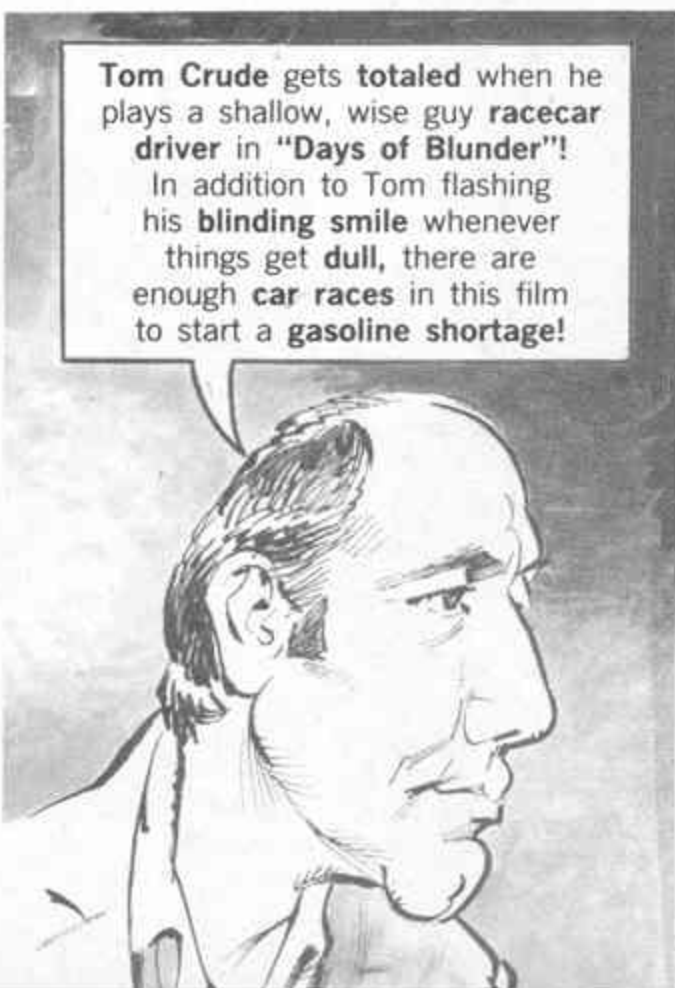
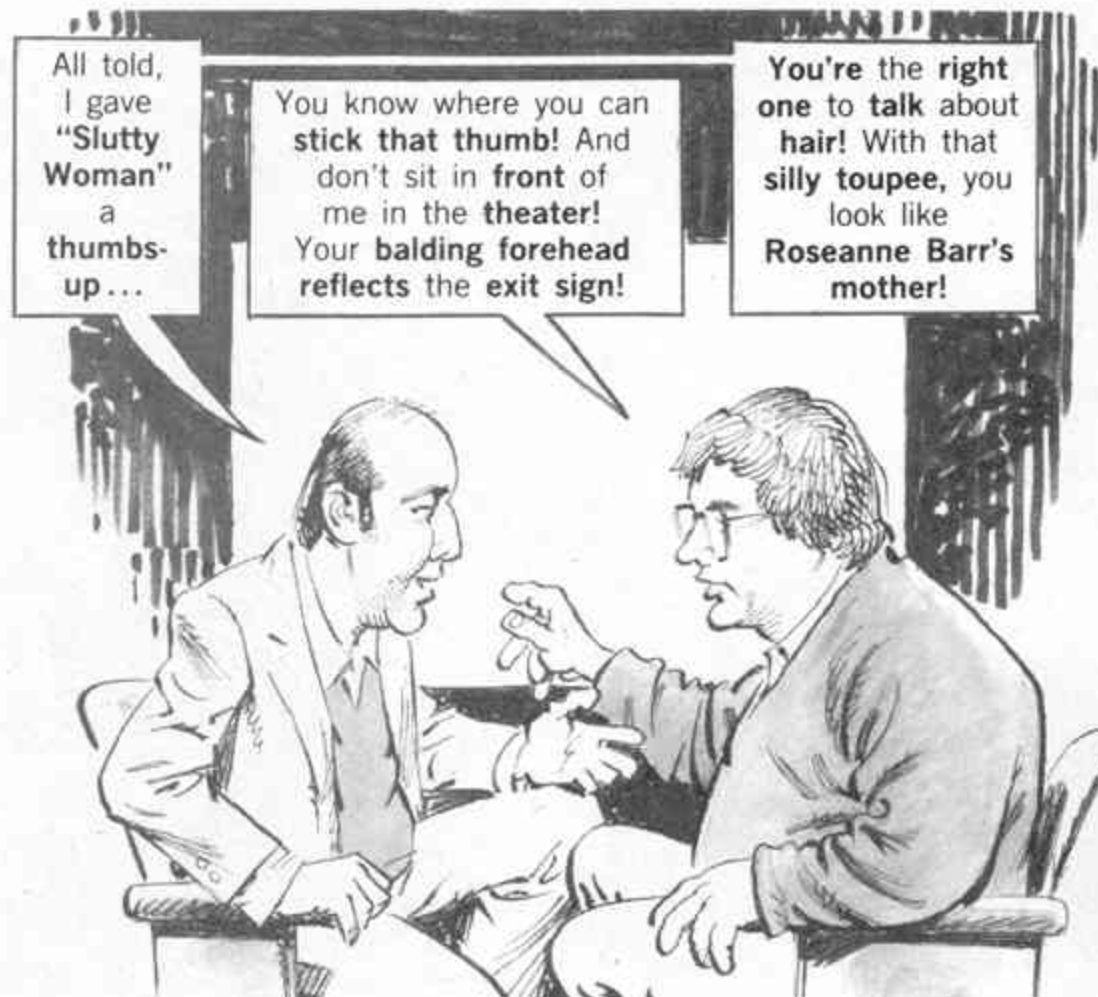
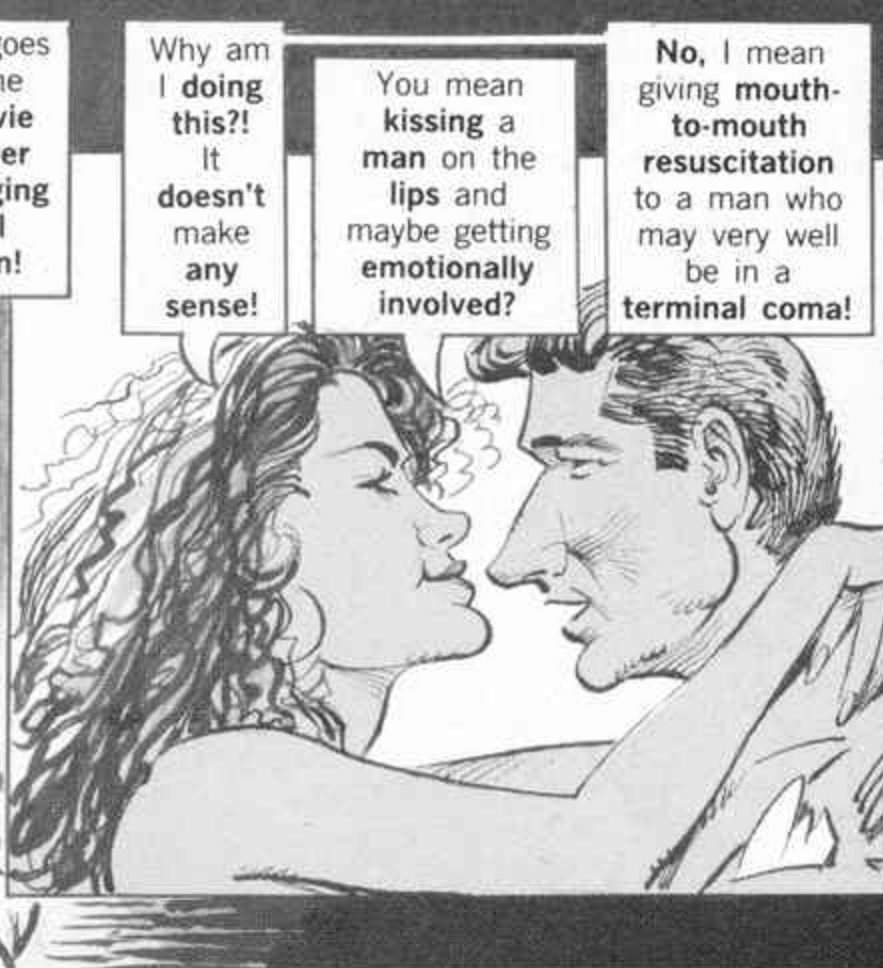
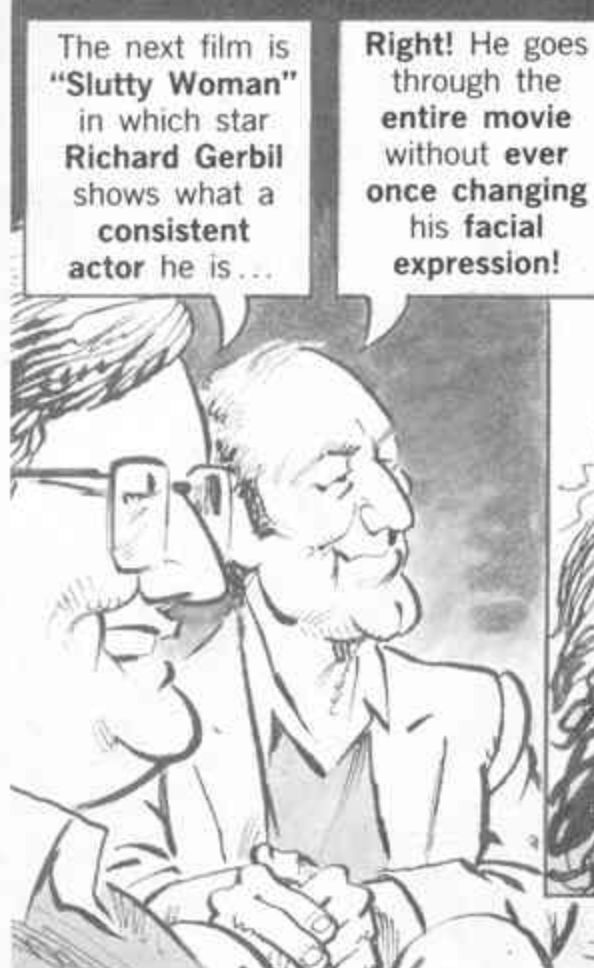
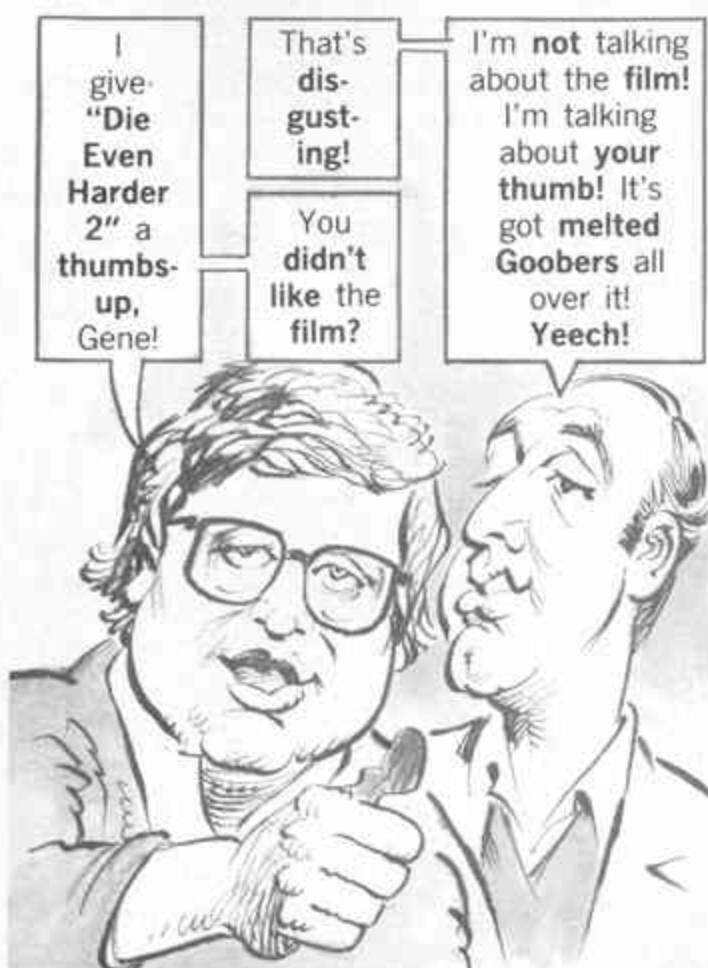
How could the same thing happen two times to the same guy?

What's so surprising? The same thing happened to us twice...

...and to me three times now...

...how about five—count 'em, five—times to me!





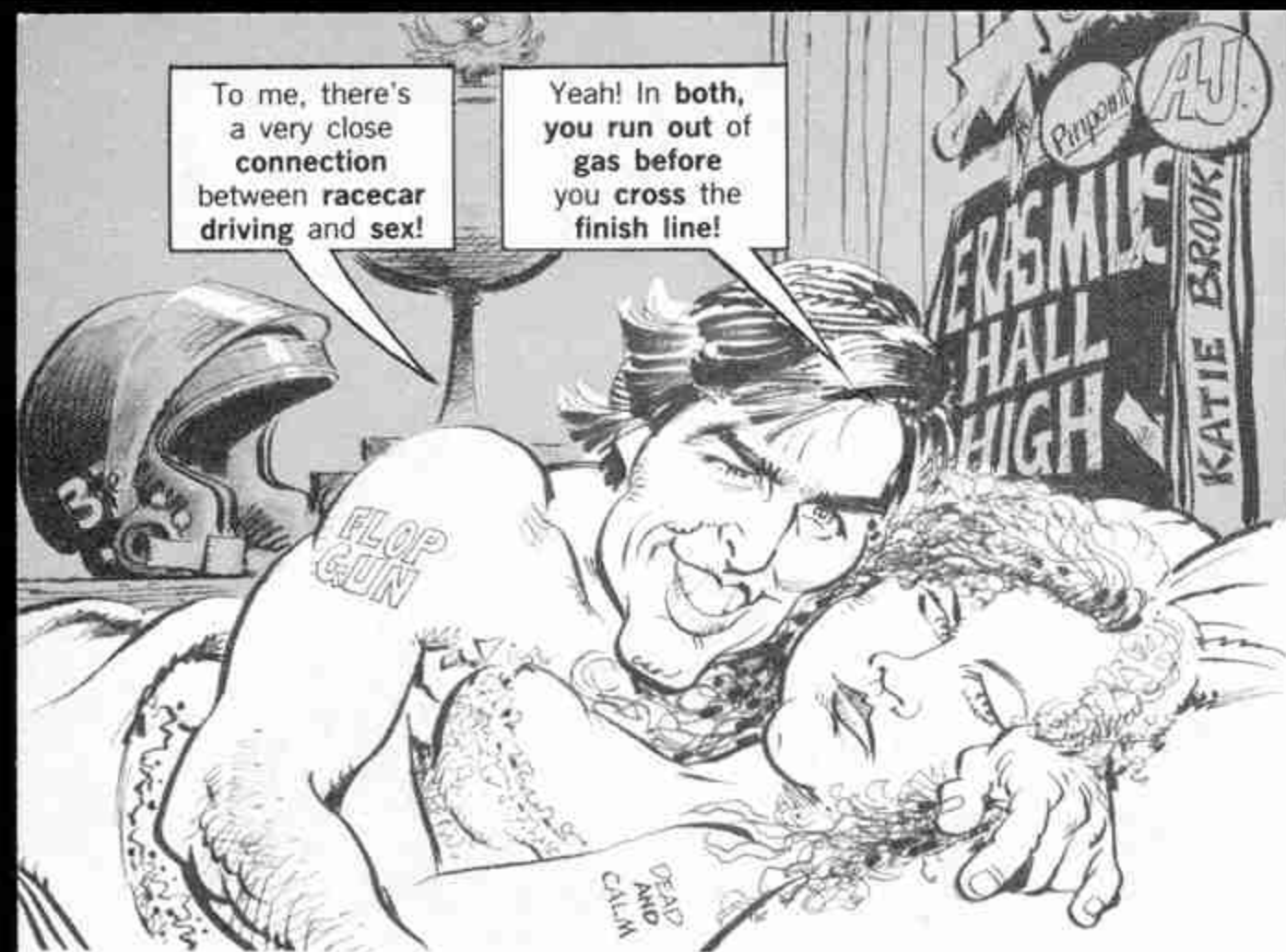
To me, there's a very close connection between racecar driving and sex!

Yeah! In both, you run out of gas before you cross the finish line!

Hey, where are you going?

Where do you think I'm going? I've never been so car sick in all my life!

Well, I guess "Days of Blunder" gets a thumbs-up from me and a finger down the throat from Gene!



In "Flopliners" a group of young medical students try a daring experiment! They allow one of their group to die and then bring him back to life! They want to prove that there's life after death!

Unfortunately, in this dull, dopey film, there doesn't even seem to be a helluva lot of life before death!

Do you really think we're doing the right thing by killing perfectly healthy people?

Sure! It's good practice for when we become doctors!

I guess the moral of this film is that once the curtain of death is parted, it doesn't close behind you!

I have the same problem with this damned hospital gown!



"Flopliners" shows people who are brain dead! Big deal! "Nightline" shows the same thing when it interviews Congressmen!

"Dorkman" is a movie I really hated! Halfway through it, I almost walked out!

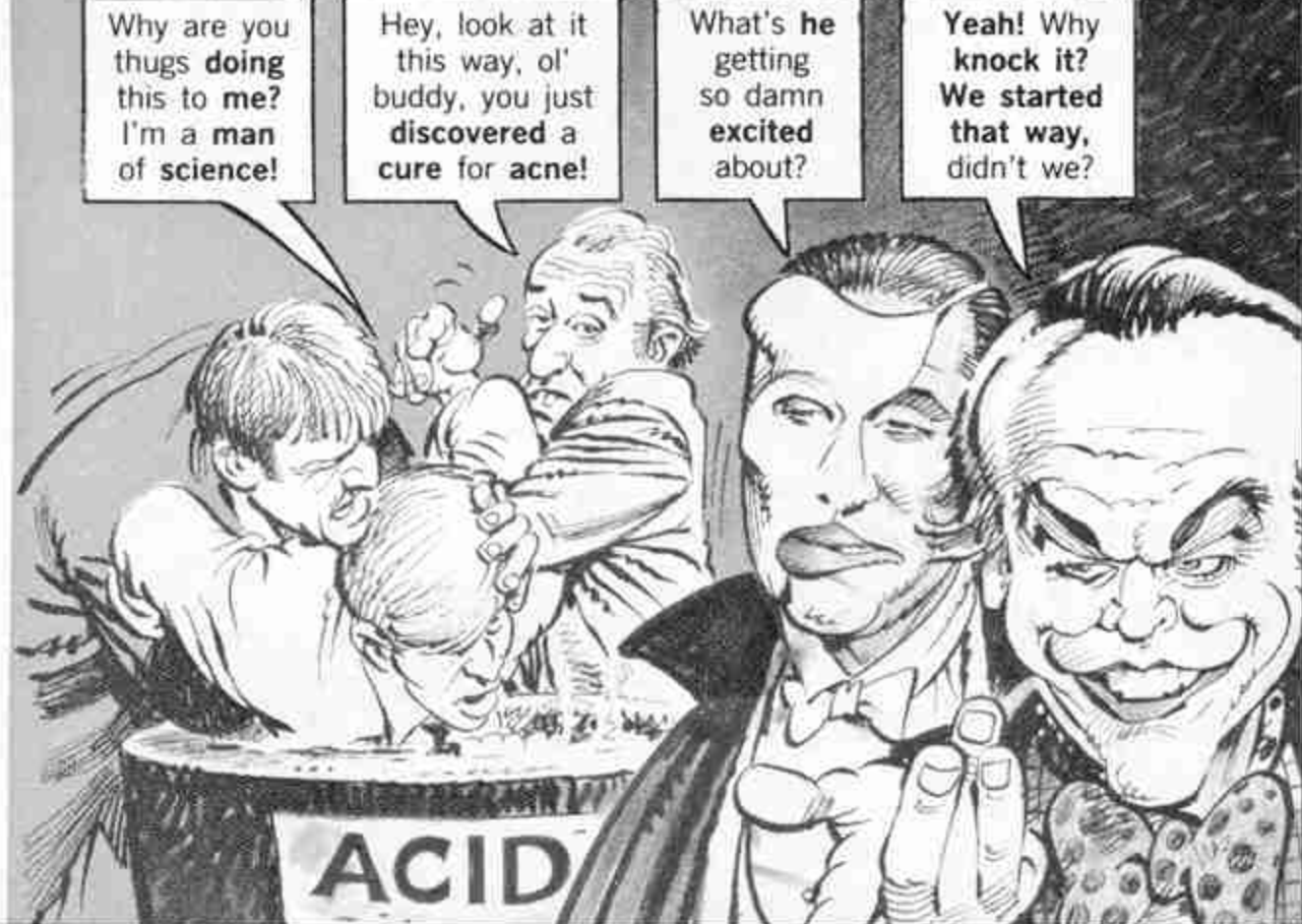
And you would have, if you weren't wedged into your seat so tightly that you couldn't even get up!

Why are you thugs doing this to me? I'm a man of science!

Hey, look at it this way, ol' buddy, you just discovered a cure for acne!

What's he getting so damn excited about?

Yeah! Why knock it? We started that way, didn't we?



I can use my **synthetic skin** to make myself resemble any celebrity! The **trouble** is the skin only lasts **98 minutes!** Then it starts to **melt** and **hang from my face!**

You'll still look like a **celebrity—Zsa Zsa Gabor!**

That film was **pretty scary!** I gave it a **thumbs down** and I think **Roger's thumb** inside his **mouth** is **down!** Right?

Glub glub!

Okay! Our final film is **"Presumed Impotent!"** It's a very low key **courtroom drama!** What's the main **difference** between this movie and a **TV courtroom drama** like **"L.A. Law"?** **\$7.50** a ticket to see it!

Your **mistress** is **dead**, but you **still** haven't been able to **forget** her, have you?

I might be able to if you wouldn't **ask me** that **same question** ten times a day!

HAVE YOU DRIVEN A **FORD** LATELY?

You know what **making love** to me here means?

Yeah! That you can do a lot more on a **desk top** than just work a **computer!**

LEGAL BRIEFS

THE STATE VS. MAX KORN

Listen, you two! How many movies did you see?

Six!

EXIT

But you **stiffs** just bought one ticket apiece! Get outta here and don't ever try **sneaking** into other theaters in this **sixplex** when the **usher** isn't looking! **Schmucks!**

- 1 DIE EVEN HARDER, 2
- 2 SLUTTY WOMAN
- 3 PRESUMED IMPOTENT

- 4 DAYS OF BLUNDER
- 5 FLOPLINERS
- 6 DORKMAN

LOUIE'S SIXPLEX

NOW PLAYING

NC-17  
DUKE-O

THE END.

## ACOUSCHTICK DEPT.

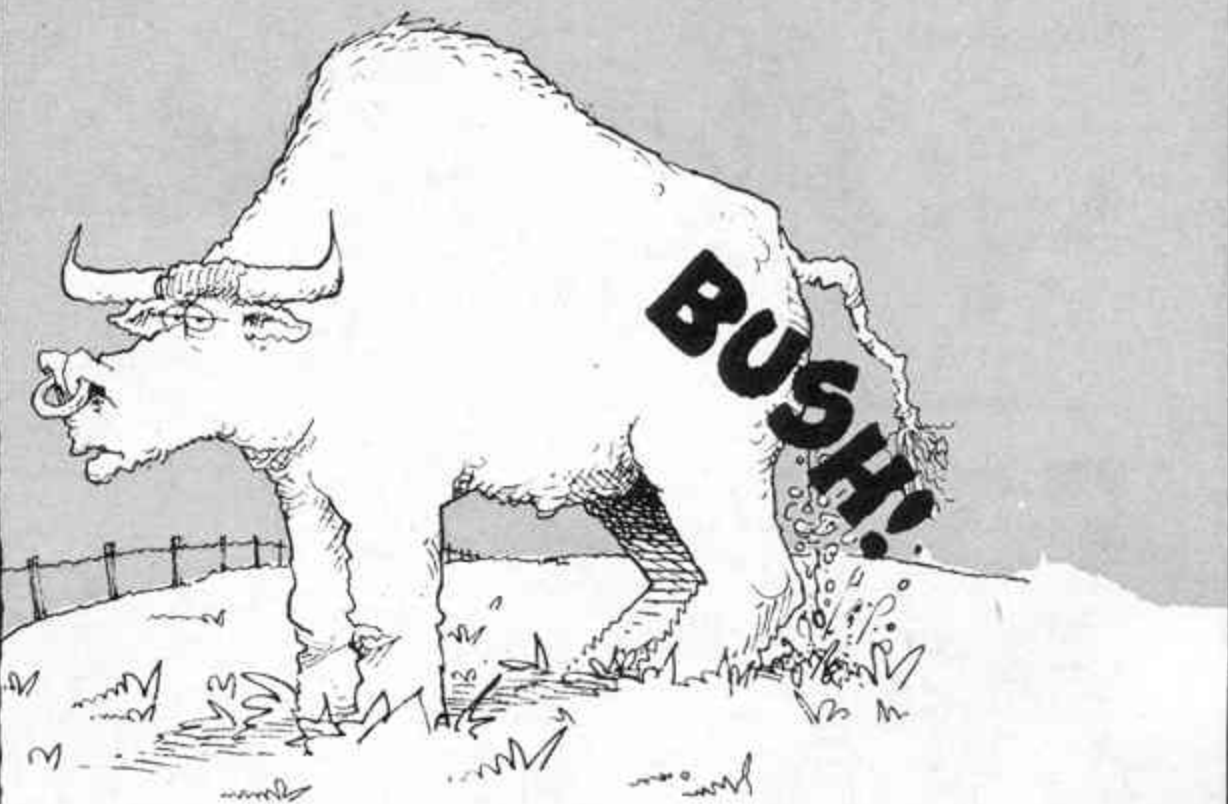
In a recent issue, you may recall, we gave a timely and puckish lesson in onomatopoeias! We cleared up the popular misconception that an onomatopoeia is a Rumanian fish delicacy! In the likely event that you missed it, an onomatopoeia is a word that *sounds* like the thing it denotes—like “squish,” for example. Anyway, we’ve continued our exhaustive research into this matter and we’re exhausted. But as luck would have it, we’ve managed to milk another article out of this esoteric pap! We’ve discovered that if you listen carefully, you’ll find that some noises actually sound like famous people’s names. Confused? You won’t be after checking out these ...

# CELEBRIT



# Y SOUND EFFECTS

ARTIST AND WRITER: JOHN CALDWELL



THE MORE THINGS CHANGE, THE MORE THEY STAY THE LAME DEPT.

*Why do we study history? Because they make us! And because they're right—those who don't remember the past are doomed to relive it! But things never happen quite the same way*

# SMALL SCALE EX HISTORY REP

**50,000 B.C.** Through sheer will power, man makes it through the Ice Age.



**Today** Through sheer will power, man makes it through the Ice Capades.

**1860** The Pony Express begins, with riders taking care of the horses at every opportunity.



**Today** the U.S. Postal Service continues, with employees taking every opportunity to horse around.

**2200 B.C.** Lust for immortality spurs the Egyptians to wrap themselves in precious linens.



**Today** Lust for high office spurs politicians to wrap themselves in precious linens.

**1778** Love of country prompts George Washington to spend cruel winter at Valley Forge.



**Today** Love of Bon Jovi prompts Sally Greps to spend cruel night in line at arena ticket office.

**1787** The Founding Fathers create a new nation at the Constitutional Convention in Philadelphia.



**2 Billion B.C.** Life forms in a swamp's ancient, soupy goo.



**1839** Samuel Morse sees his telegraph is built and taps out "What hath God wrought?"



**1804** Curiosity spurs Lewis and Clark to go explore the Louisiana Territory.



twice! Sometimes you have to look pretty closely to spot the repetition...or let us look for you! So, without further ado (and just in time for that big test!), we proudly present some

# AMPLES OF HOW EATS ITSELF!

ARTIST: TOM BUNK

WRITER: DAN BIRTCHER



**Today** Fred's father creates a sensation at the Confectioners' Convention in Atlantic City.

**30 million B.C.** Apes leave the trees and regroup on the ground in order to achieve a better life.



**Today** The Monkees leave retirement and regroup on the stage in order to recapture the good life.



**Today** Life forms in a diner's old, gooey soup.

**1810** Napoleon is painted with his hand in his coat because that is the style in France.



**Today** Congressmen are videotaped with their hands in the cookie jar because that is the style in D.C.



**Today** Mr. Fiksmen sees his telephone bill and shrieks out, "Who in God's name can afford this?!"

**1620** Desire to be free of England drives pilgrims to the New World.



**Today** Desire to be free of wife drives Mr. Hanrahan to his basement workshop.

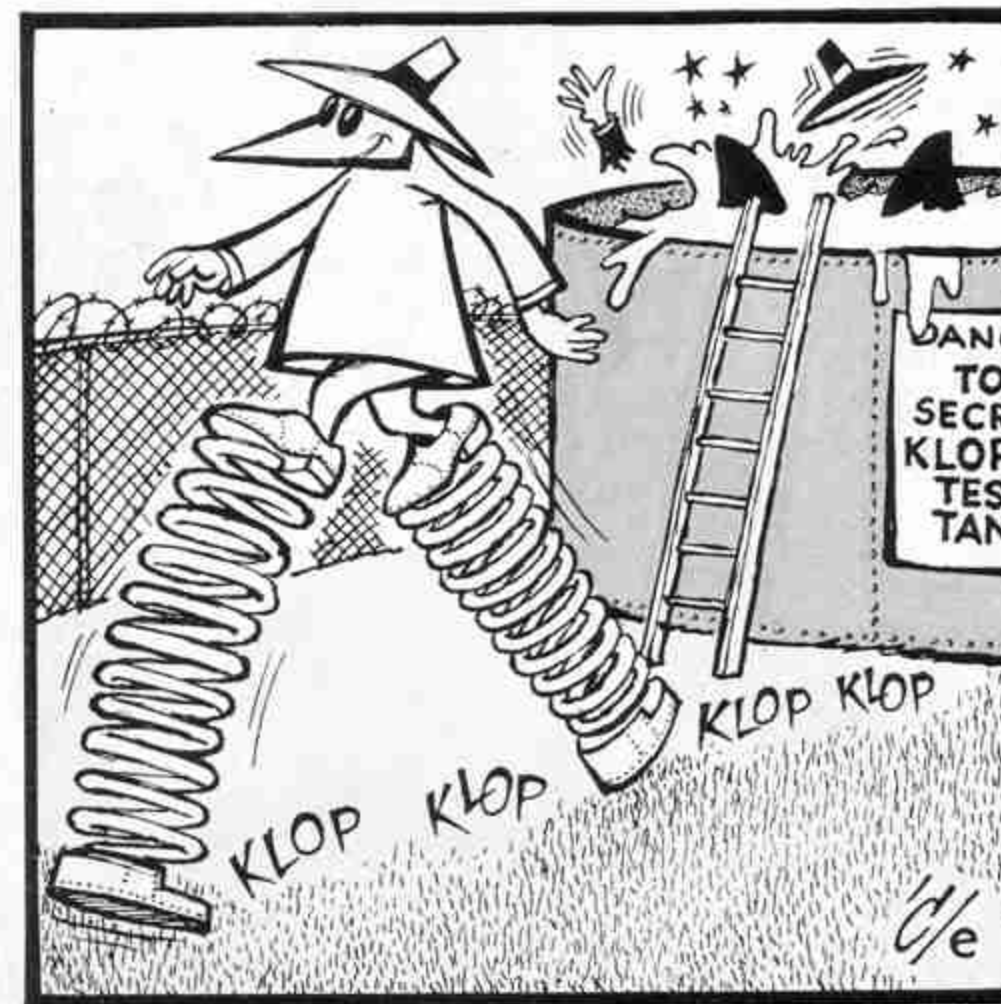
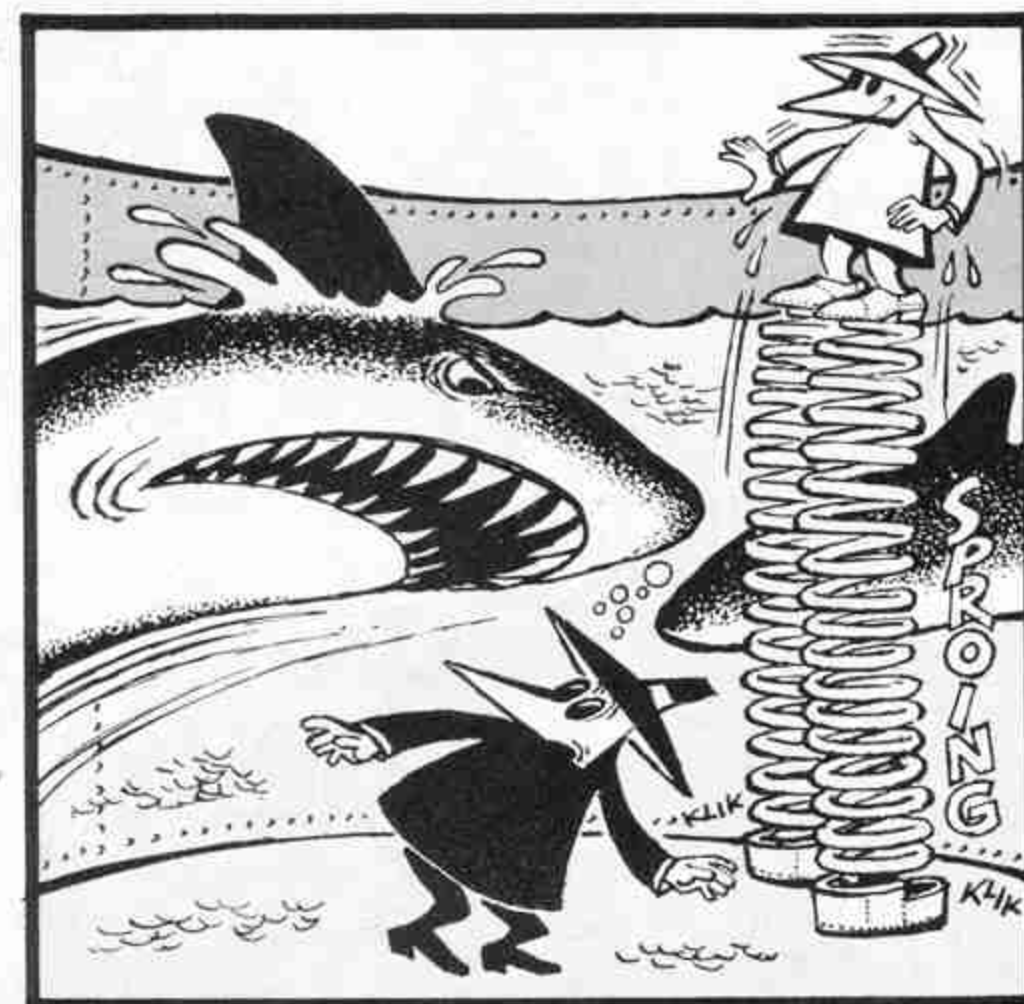
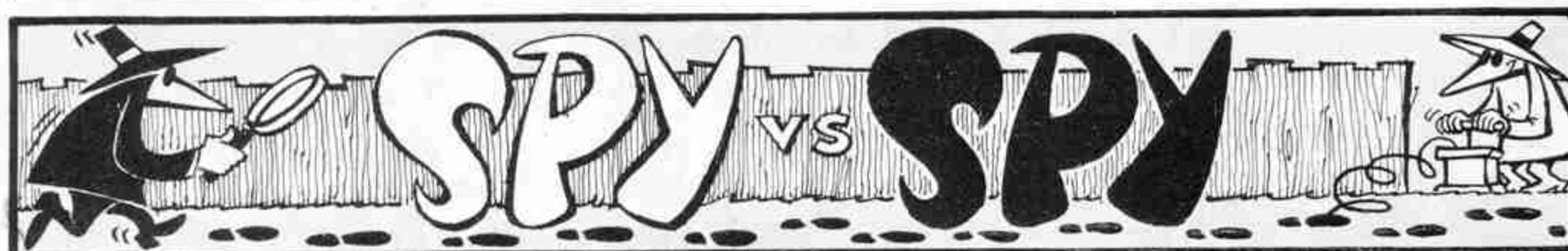


**Today** Curiosity spurs Louis and Claire to consider going to a different bowling alley.

**1066** The Normans invade England and make it their home.



**Today** Norman's uncle invades his apartment and makes it his home. 11



Tens of thousands of kiddies have grown up reading about Babar, the king of the land of the elephants. Babar lives in a kinder, gentler world where everything turns out for the best for the elephants and their friends. Yet who knows? Maybe one day they'll have to deal with the not-so-kind, not-so-gentle real world, and we'll have to read

# BABAR'S FINAL ADVENTURE

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS



King Babar and Queen Celeste were enjoying a wonderful picnic in a happy meadow in the glorious land of the elephants.

Celeste, who was eating an apple, turned her back to Babar while she threw up. "The apple did not please me," she said.

"Of course it pleased you," said Babar. "It had itself sprayed with chemicals so that it was red and shiny and lovely to look at."

"But it made me sick," Celeste said.

Babar chuckled. "How better could the apple tell you that you shouldn't eat it?"

Celeste threw up again, then smiled. "You're right. It was a most considerate apple."

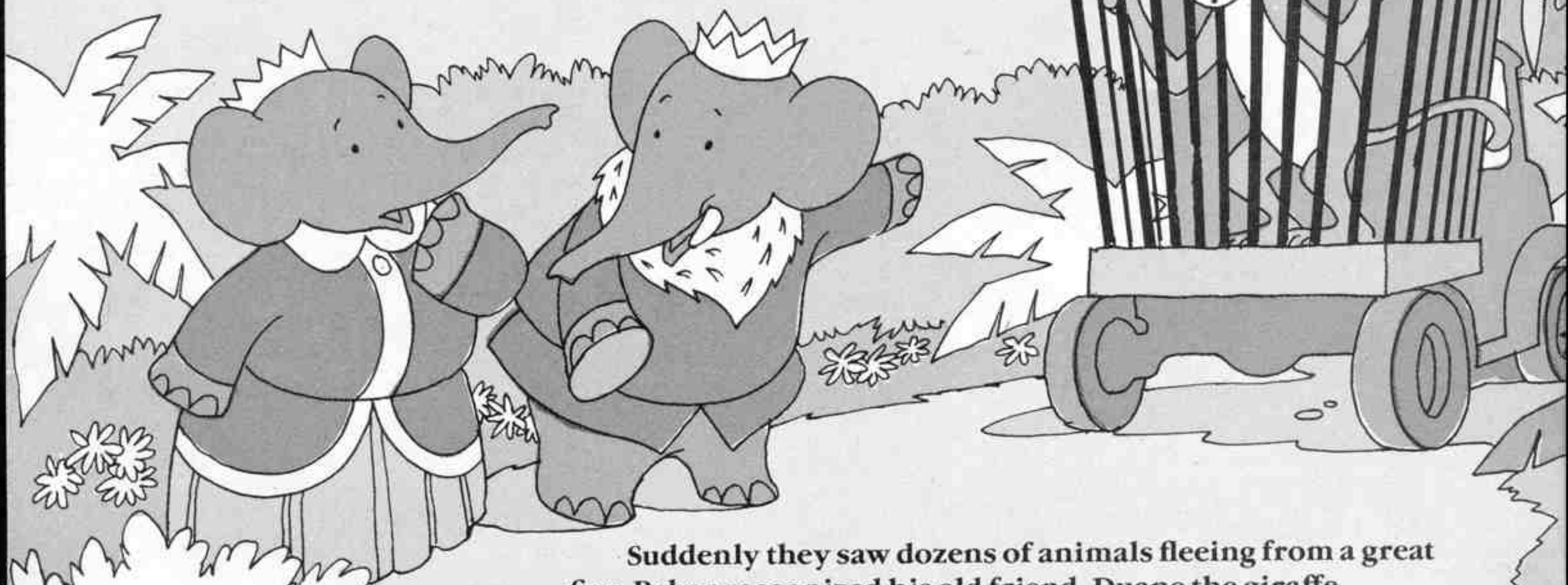
"Oh, look," Celeste exclaimed. "A truck is taking away Zephir the monkey. I am sad to see him go."

"You shouldn't be," Babar said. "He is being given a chance to help humanity."

"I thought he liked it here," said Celeste.

"He did, but now he will serve medical research by being injected with viruses and implanted with electrodes."

"How nice for him," said Celeste, waving her trunk. "Bye-bye, Zephir. Be sure and write."



Suddenly they saw dozens of animals fleeing from a great fire. Babar recognized his old friend, Duane the giraffe.

"The rain forest is burning!" Duane gasped. "It's a disaster!"

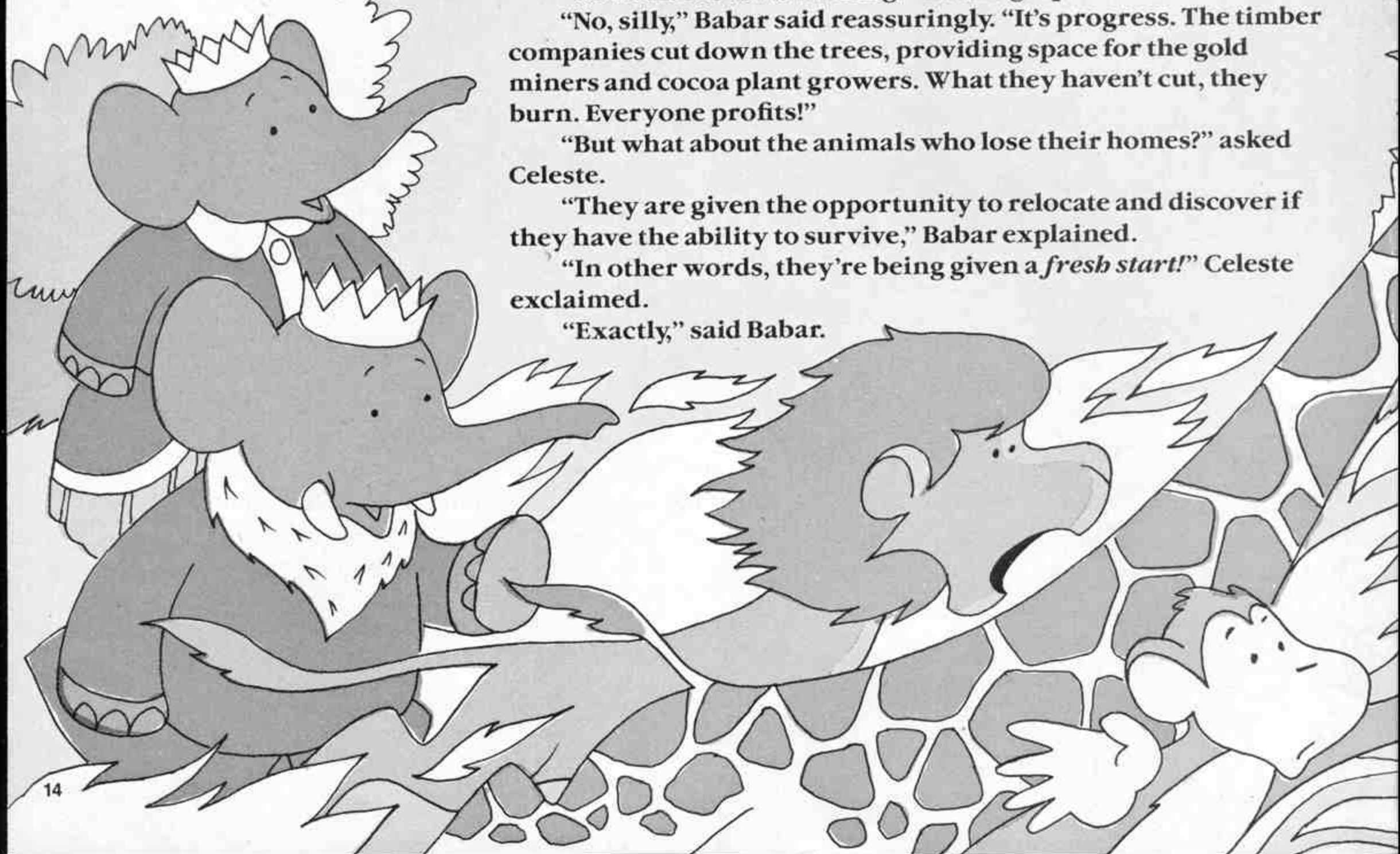
"No, silly," Babar said reassuringly. "It's progress. The timber companies cut down the trees, providing space for the gold miners and cocoa plant growers. What they haven't cut, they burn. Everyone profits!"

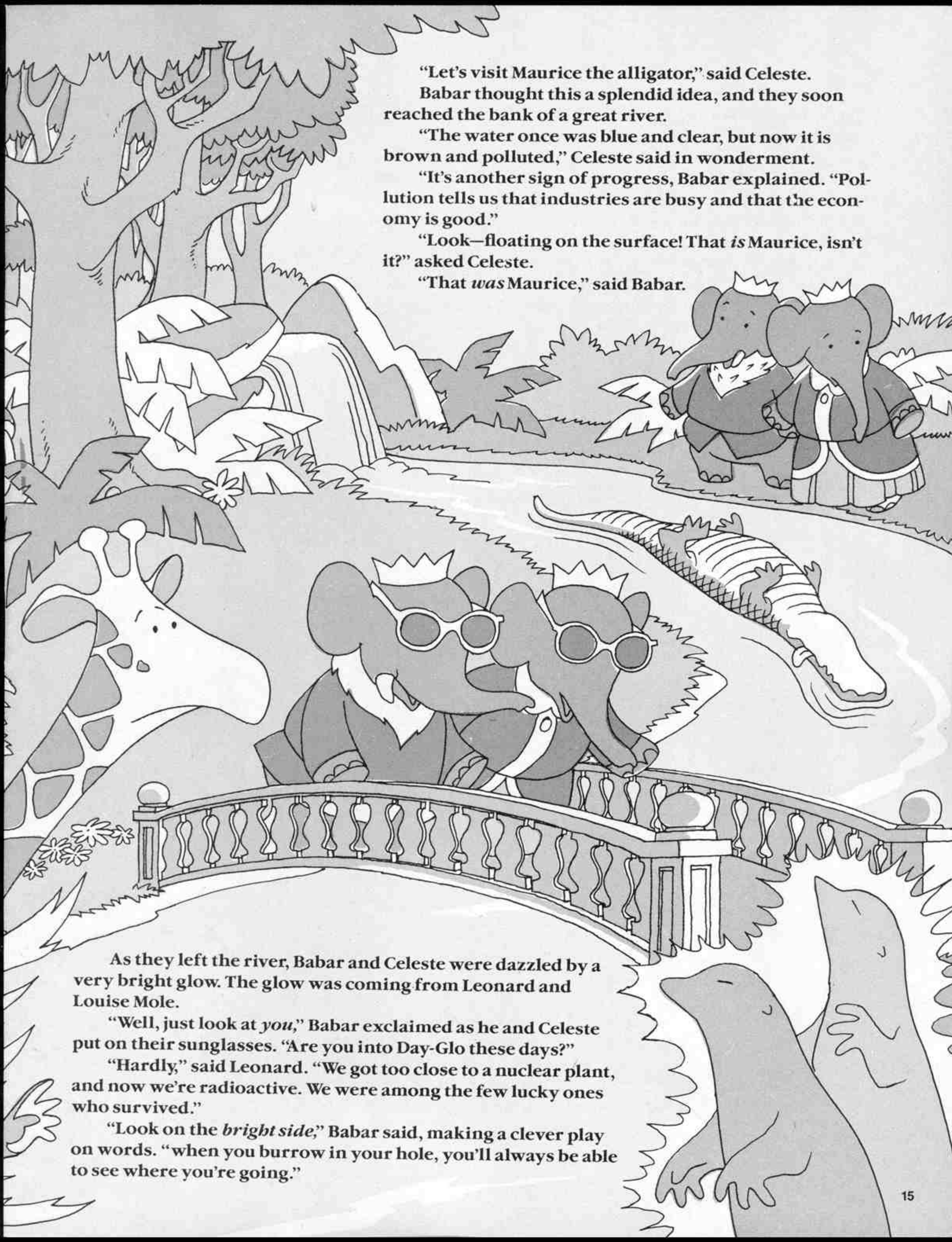
"But what about the animals who lose their homes?" asked Celeste.

"They are given the opportunity to relocate and discover if they have the ability to survive," Babar explained.

"In other words, they're being given a *fresh start*!" Celeste exclaimed.

"Exactly," said Babar.





"Let's visit Maurice the alligator," said Celeste. Babar thought this a splendid idea, and they soon reached the bank of a great river.

"The water once was blue and clear, but now it is brown and polluted," Celeste said in wonderment.

"It's another sign of progress, Babar explained. "Pollution tells us that industries are busy and that the economy is good."

"Look—floating on the surface! That *is* Maurice, isn't it?" asked Celeste.

"That *was* Maurice," said Babar.

As they left the river, Babar and Celeste were dazzled by a very bright glow. The glow was coming from Leonard and Louise Mole.

"Well, just look at *you*," Babar exclaimed as he and Celeste put on their sunglasses. "Are you into Day-Glo these days?"

"Hardly," said Leonard. "We got too close to a nuclear plant, and now we're radioactive. We were among the few lucky ones who survived."

"Look on the *bright side*," Babar said, making a clever play on words. "when you burrow in your hole, you'll always be able to see where you're going."

Nearing a thicket, Babar and Celeste heard someone moaning. Looking down, they saw Darius the fox, his body held fast in a steel trap.

"Looks like you really stepped in it," Babar said.

"Tell me about it," Darius moaned. "Somebody should have warned me about fur trappers."

"It's really not the end of the world," Babar said. "Your pelt will be part of a beautiful coat that will keep some lovely woman warm. Don't you agree, Darius? Darius? Darius?"

"I don't think he can hear you," Celeste said.

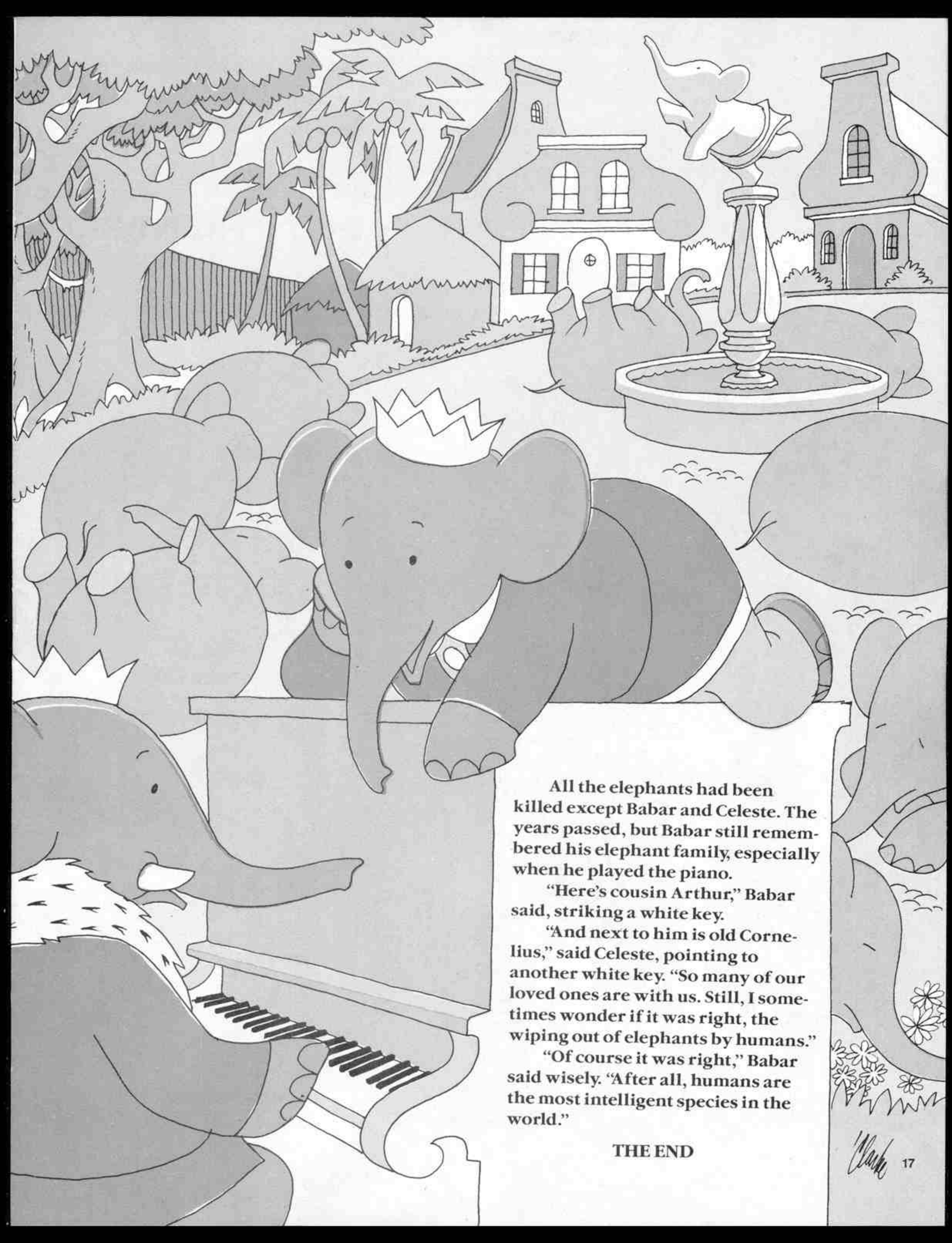
"He never was much for conversation," said Babar.

Returning home to their city, Babar and Celeste had a great surprise.

"Look," Celeste said. "Our people are all lying on the ground and have lost their tusks. Are they taking a nap?"

"No," said Babar, "they have given their lives to the ivory poachers. Of course, they would have died eventually anyway, but now their ivory can live forever. Why else would we have been given tusks?"

"Good point!" said Celeste.



All the elephants had been killed except Babar and Celeste. The years passed, but Babar still remembered his elephant family, especially when he played the piano.

"Here's cousin Arthur," Babar said, striking a white key.

"And next to him is old Cornelius," said Celeste, pointing to another white key. "So many of our loved ones are with us. Still, I sometimes wonder if it was right, the wiping out of elephants by humans."

"Of course it was right," Babar said wisely. "After all, humans are the most intelligent species in the world."

THE END

The Jolly Green Giant. The Pillsbury Doughboy. Spuds MacKenzie. The California Raisins. The list is endless! All of them the products of an ad executive's limited imagination, and all of them rammed down our throats until they become the beloved symbols of the goods they were

# ADVERTISING CHARACTER

## THAT BETTER REFLECT THE MISERA



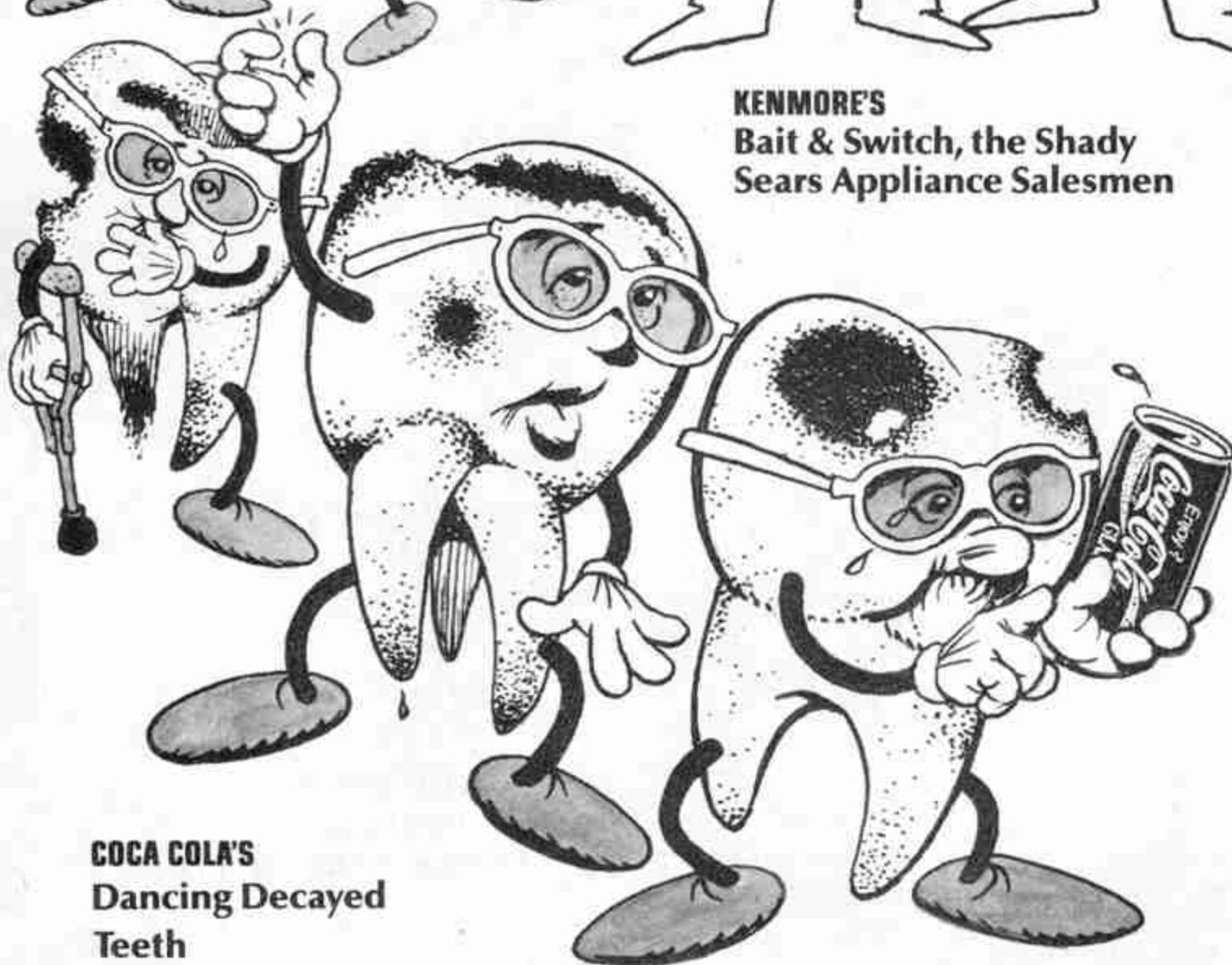
EXXON'S  
Oscar, the  
Oily Otter



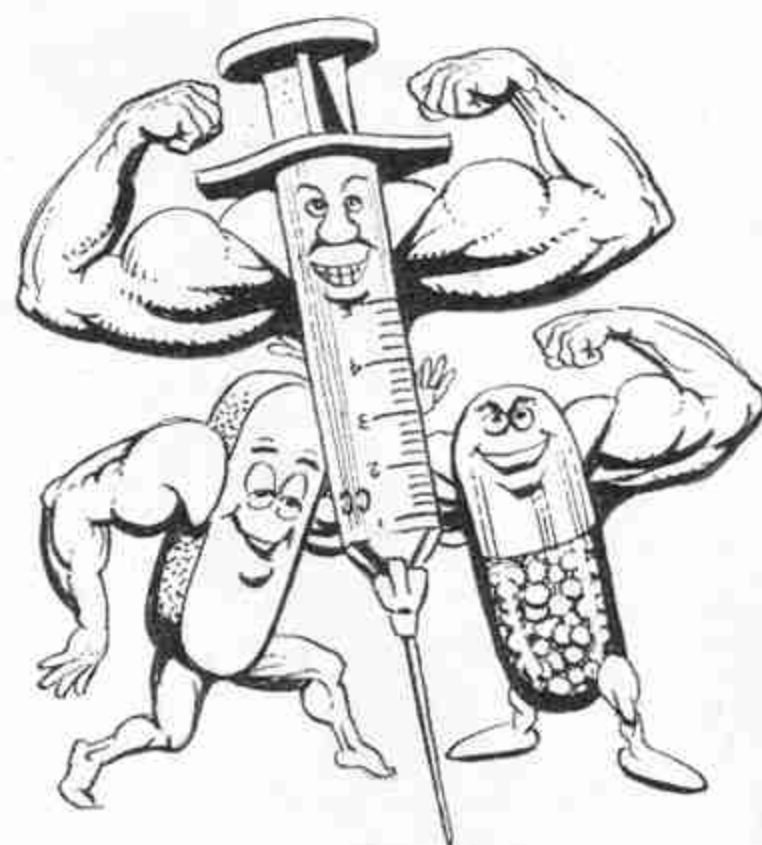
KENMORE'S  
Bait & Switch, the Shady  
Sears Appliance Salesmen



HUMANA HOSPITAL'S  
Hank, the Talking Bag of  
Infectious Medical Waste



COCA COLA'S  
Dancing Decayed  
Teeth



THE NATIONAL FOOTBALL LEAGUE'S  
Anabolic  
Steroid Family

# S & CORPORATE MASCOTS

A black and white cartoon illustration of a large, portly man riding a bicycle. He is sweating profusely, with large droplets of sweat falling from his forehead and back. He has a determined but strained expression. The text "HUFF-PUFF HUFF" is written in a bold, slanted font above him, and "WHEW HUF-PUFF" is written to the left. Motion lines around the wheels of the bicycle suggest he is moving quickly. The man is wearing a tank top and shorts. The overall style is classic comic book art.

**DOMINO'S PIZZA'S**  
**Reckless Ron, the**  
**Dangerous Domino's Driver**

# MAD'S LIFETIME WASTES



Time wasted watching fouls during the last two minutes of any basketball game... **25 Minutes Per Game**



Time wasted waiting for your luggage to come down the airport's conveyor belt... **Three Years, Eight Months**

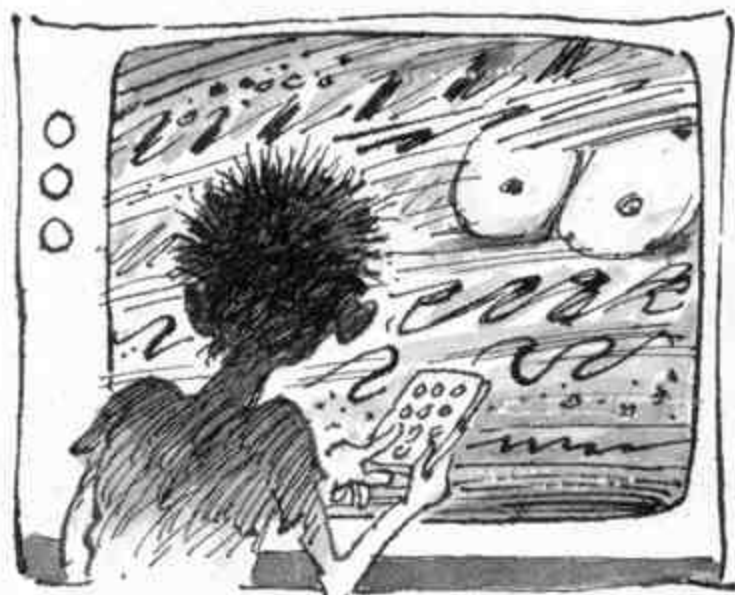


Time wasted listening to people who tell jokes and inevitably forget the punchlines... **Six Years, One Day**

ARTIST: HARRY NORTH



Time wasted on the telephone for concert tickets, knowing that the scalpers and drug suppliers already have rows 1 through 90... **Six Months**



Time wasted watching porno channels without a descrambler, in the hopes of getting to see something—anything—good... **One Year, Five Months**



Time wasted sorting through hundreds of Terry Puhls and Bruce Benedicts, looking for a mint-condition Jose Canseco card... **Two Years, Five Days**



Time wasted reprogramming your VCR, clock radio, microwave oven, coffee machine, etc., every time there's a brownout... **Two Years, Two Months**



Time wasted waiting other people's turns in Monopoly, when all you've got is Baltic Avenue and the Water Works... **Eleven Months, Five Days**



Time wasted waiting for your dog to select precisely the right spot to befoul (like it really matters to him!)... **Two Years, Seven Months**

# WASTE CHART OF D TIME



Time wasted waiting for the odometer to start over again whenever it hits 99,997 miles or so... **Five Weeks**

WRITER: DESMOND DEVLIN



Time wasted making lists of things you have to do, instead of just doing them... **Eight Months, One Hour**



Time wasted waiting for a bus in the rain, until three come... **Ten Months**



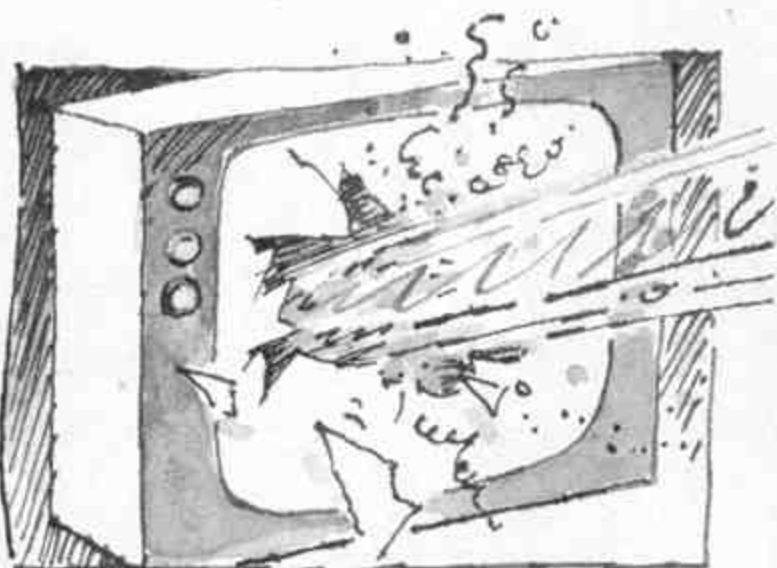
Time wasted at parties being "entertained" by people doing their lame imitations of Saturday Night Live characters... **Four Months**



Time wasted staying glued to the radio, waiting for the DJ to identify that song you liked 40 minutes ago... **One Year, Eleven Months**



Time wasted sitting through the Ant Races and Tiddlywinks Semi-Finals, waiting for the ABC Wide World of Sports Feature Match... **Two Years**



Time wasted watching the last three chapters of a TV mini-series that turned out to really suck, just because you'd already watched the beginning... **One Year, One Month**

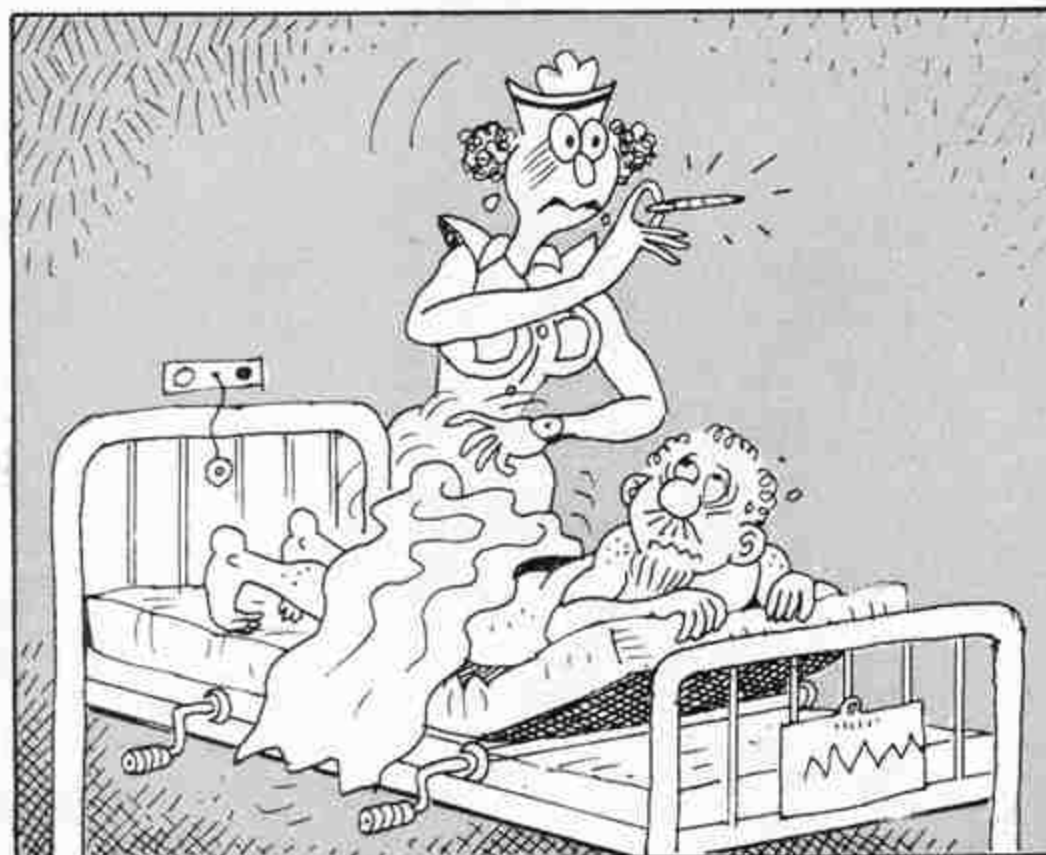
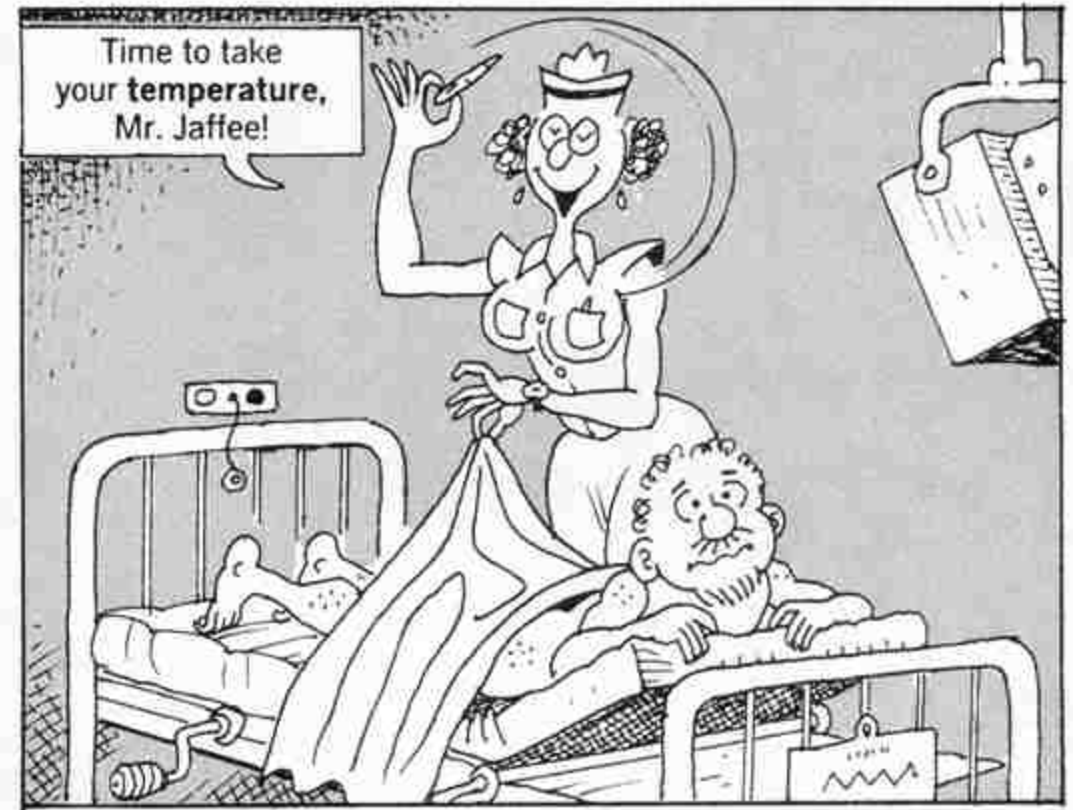
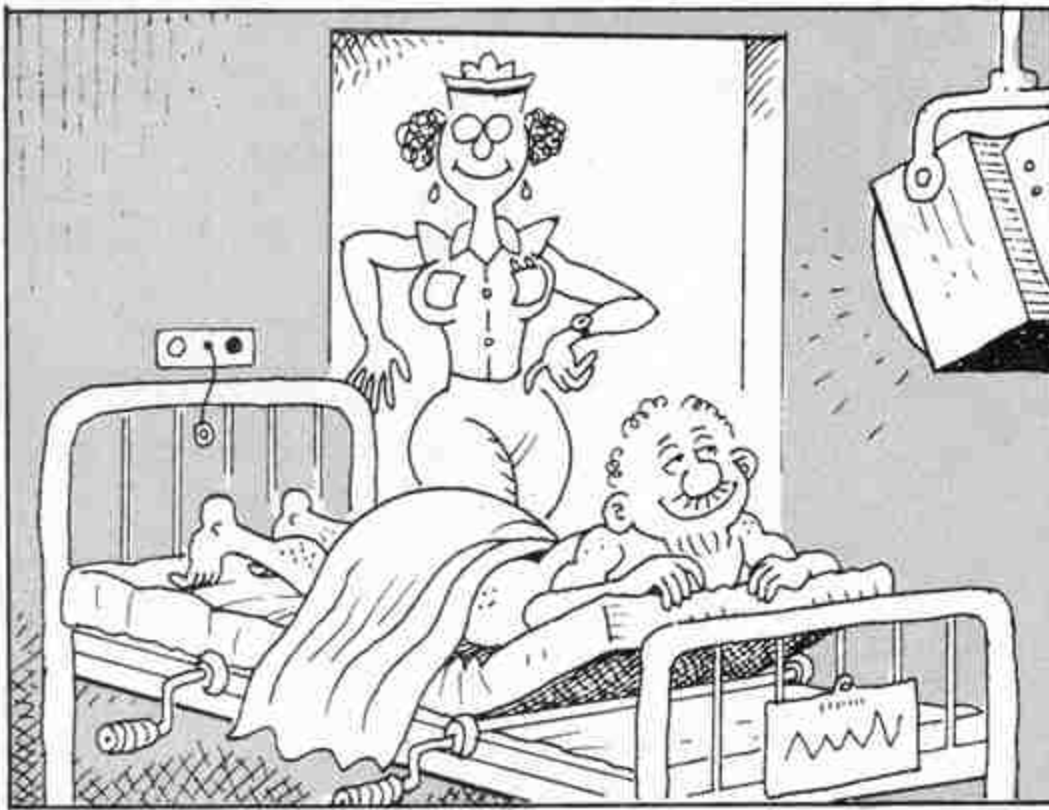


Time wasted by people ahead of you on the highway who feel compelled to slow down and take a long look at the guy staring at his overheated engine... **Five Years, Three Months**



Time wasted studying the menu at a Chinese takeout place, even though it is exactly the same as every Chinese takeout menu in the entire universe... **One Year, Five Months**

# GREAT MOMENTS IN MEDICINE



If you'd been on your toes, you would have seen this one coming! After all, it's become a yearly tradition for us at MAD to blow our stack over all the annoying and obnoxious people, places and things we've recently been subjected to. We feel compelled to fire a barrage of very cruel (but delightfully satisfying!) insults! So, brace yourself again to be jolted by...



## ROBIN WILLIAMS



...casts Rue McLanahan as a sex object for the first time since she starred in "The Broadway Melody of 1933."



**...has a talent for making any character he plays seem exactly like Robin Williams.**

**WRITER: TOM KOCH**

## "ENTERTAINMENT TONIGHT"



- ...is for viewers who feel they should watch the news, but who get upset when it's *real* news.
- ...apparently defines "entertainment" as anything that involves Donald Trump, the Kennedy family or Tammy Bakker.
- ...never answers the most frequently asked question in show business: Is Mary Hart a real person or a robot permanently set on "Smile"?

## JOHN GOTTI



- ...is a businessman NOT affiliated with the Mafia, which we want to emphasize so he won't have us killed.
- ...wears \$1,500 suits, which would be a month's shake-down from one merchant if he was affiliated with the Mafia, which he definitely isn't.
- ...announces every time he goes to court that he's NOT affiliated with the Mafia, and his word is good enough for us.



## MARION BARRY



- ...managed to tolerate being the mayor of Washington by sniffing enough cocaine to think he was somewhere else.
- ...feels foolish because dozens of Congressmen who committed the same crimes in the same hotel never got caught.
- ...was driven to drugs after he found out that even Dan Quayle outranked him in Washington.

## EXXON



- ...could cut transportation costs by putting all its filling stations on the Alaska beach where its oil already is.
- ...has shown the National Rifle Association that there is more than one efficient way to get rid of wildlife.
- ...has done almost as much for the ecology as George Bush promises to do.

## SAVINGS & LOAN OFFICIALS



- ...discovered that one can buy a U.S. Senator for about the same price as a run-down condominium.
- ...operated the only successful form of larceny that required people to come to their place of business and wait in line to be robbed.
- ...had to steal large amounts because lawyers who can keep obvious felons out of prison don't come cheap.

## ZSA-ZSA GABOR



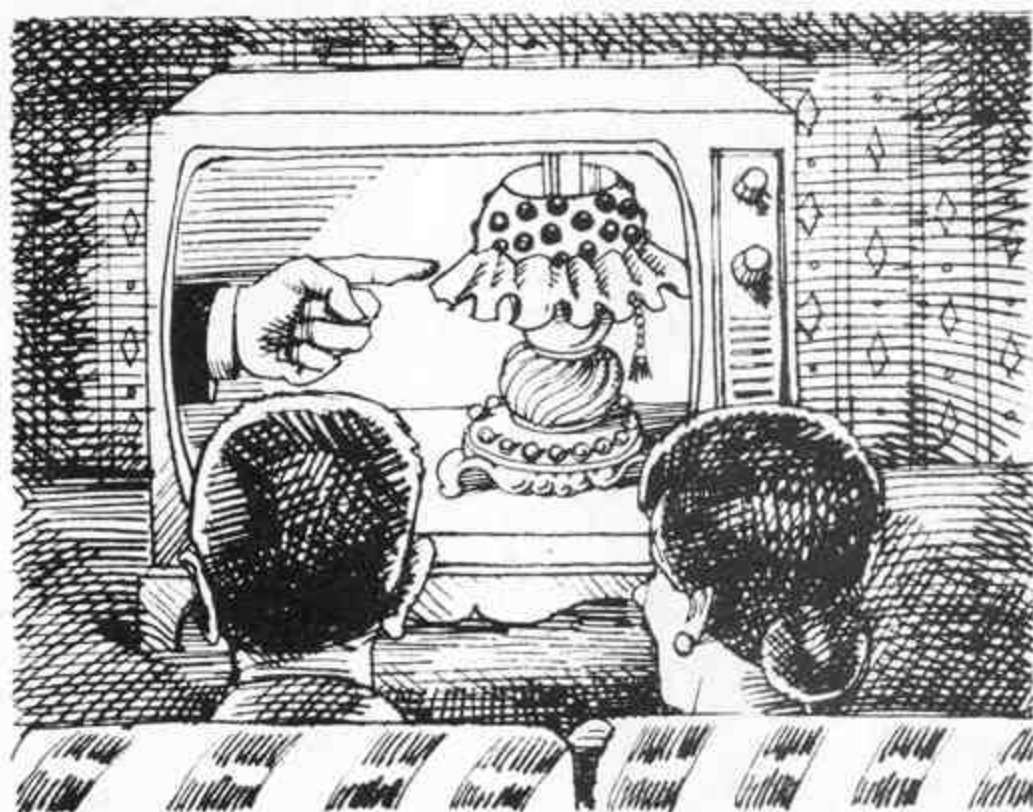
- ...disproved Hollywood gossipers who said she was so untalented that she couldn't get arrested.
- ...can afford to risk physical encounters with the police because she is fully covered by Medicare.
- ...is the only person to become a celebrity by going on talk shows and announcing that she's a celebrity.

## DISNEY WORLD



- ...provides a wholesome Florida setting where cocaine traffickers can relax before flying back to Colombia for another shipment.
- ...offers visitors a full day of fun for slightly less than the price of a new Buick.
- ...attracts so many kids that the average age of tourists coming to Florida has dropped all the way down to 59.

## HOME SHOPPING NETWORKS



- ...are great for those who want to own a decorative brass flamingo, but don't want to be seen in a store buying one.
- ...appeal to the plethora of viewers who find the programming on NBC, ABC and CBS even more boring.
- ...won't be satisfied until every man, woman and child in America is completely covered with cubic zirconia jewelry.

## NEIGHBORS

I don't get the Gordons at all! They don't have a TV or a VCR, they share one car between them, they go the library every week to get books to read, they do all their own gardening...



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## CURES

Do you have something for a bad case of hiccups?

Yes, I do...

BOOO!

Yaah!

Hey, why'd you scare me like that? You could've given me a heart attack!

See, it works every time! Your hiccups are completely gone!

I was asking for my wife at home!



# STATUS



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

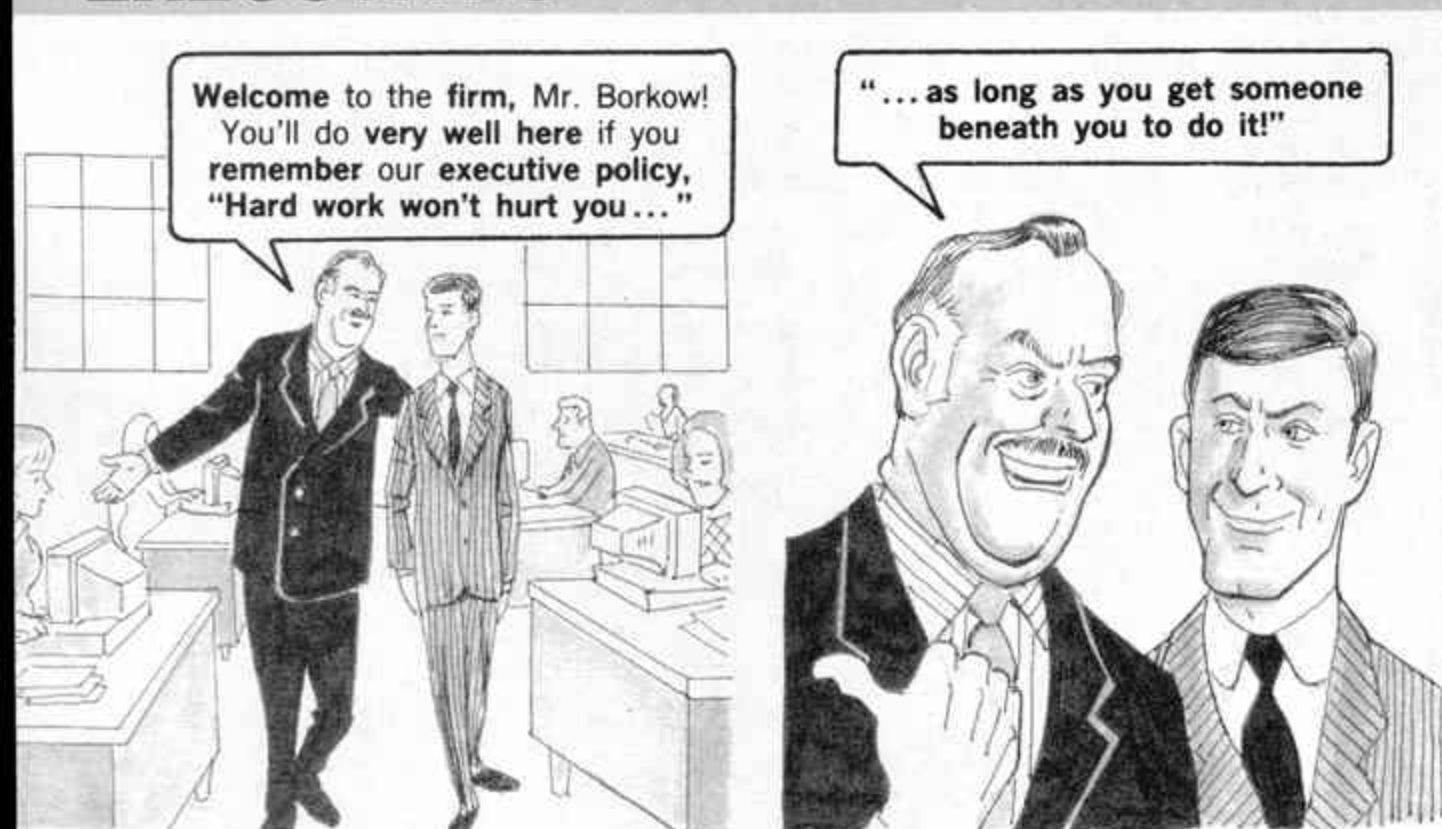
## DRIVERS



## RATINGS



## EXECUTIVES



## TELEPHONE



## IMPORTANCE



## MARRIAGE



## TRAVEL



## FASHION



## THE OFFICE



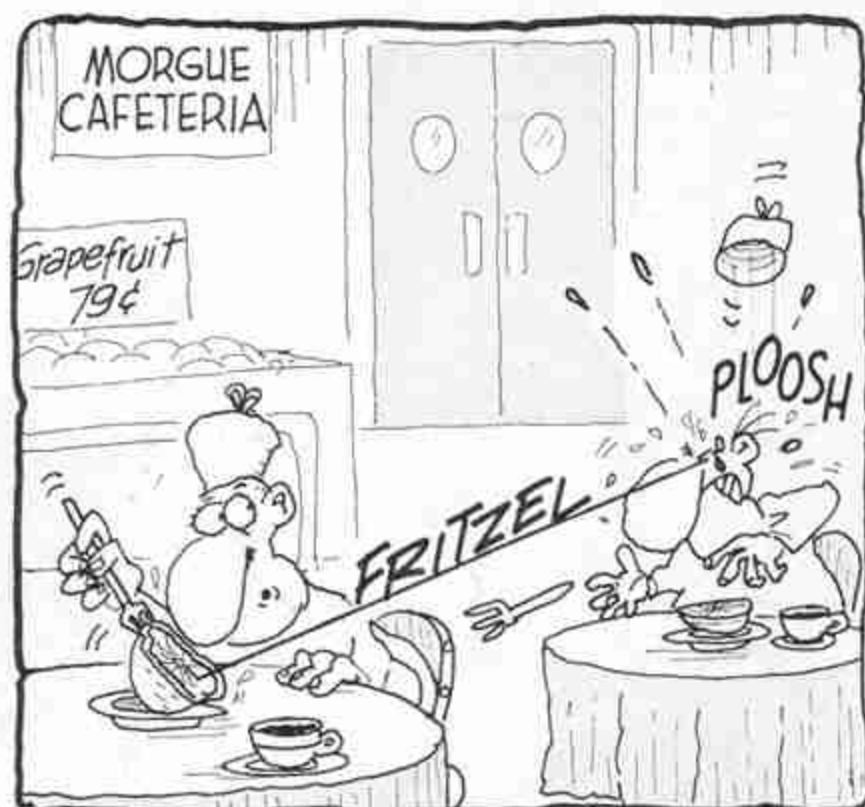
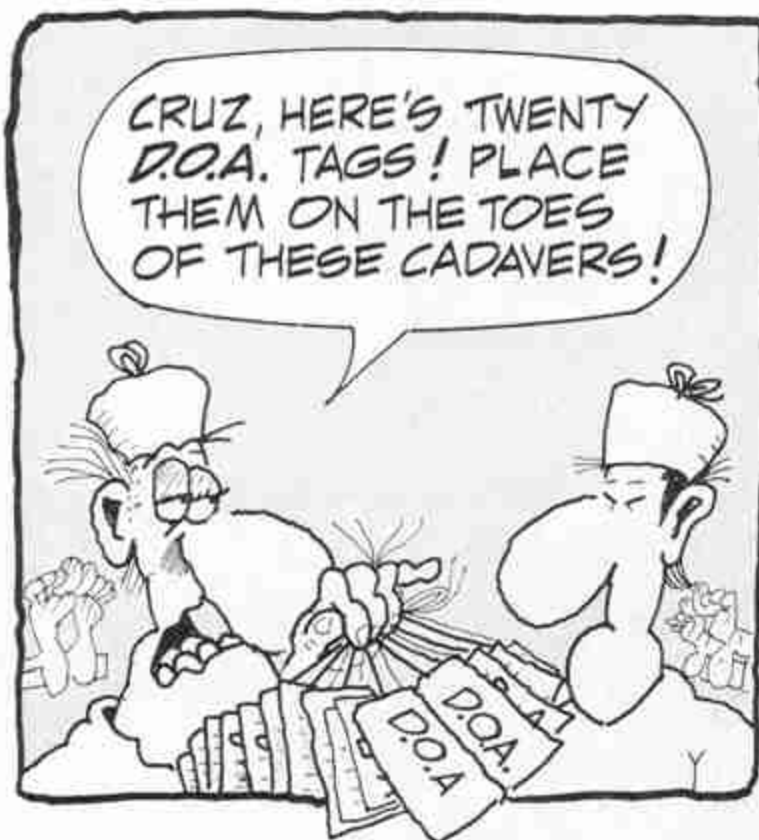
## GROWING UP



## DOCTORS



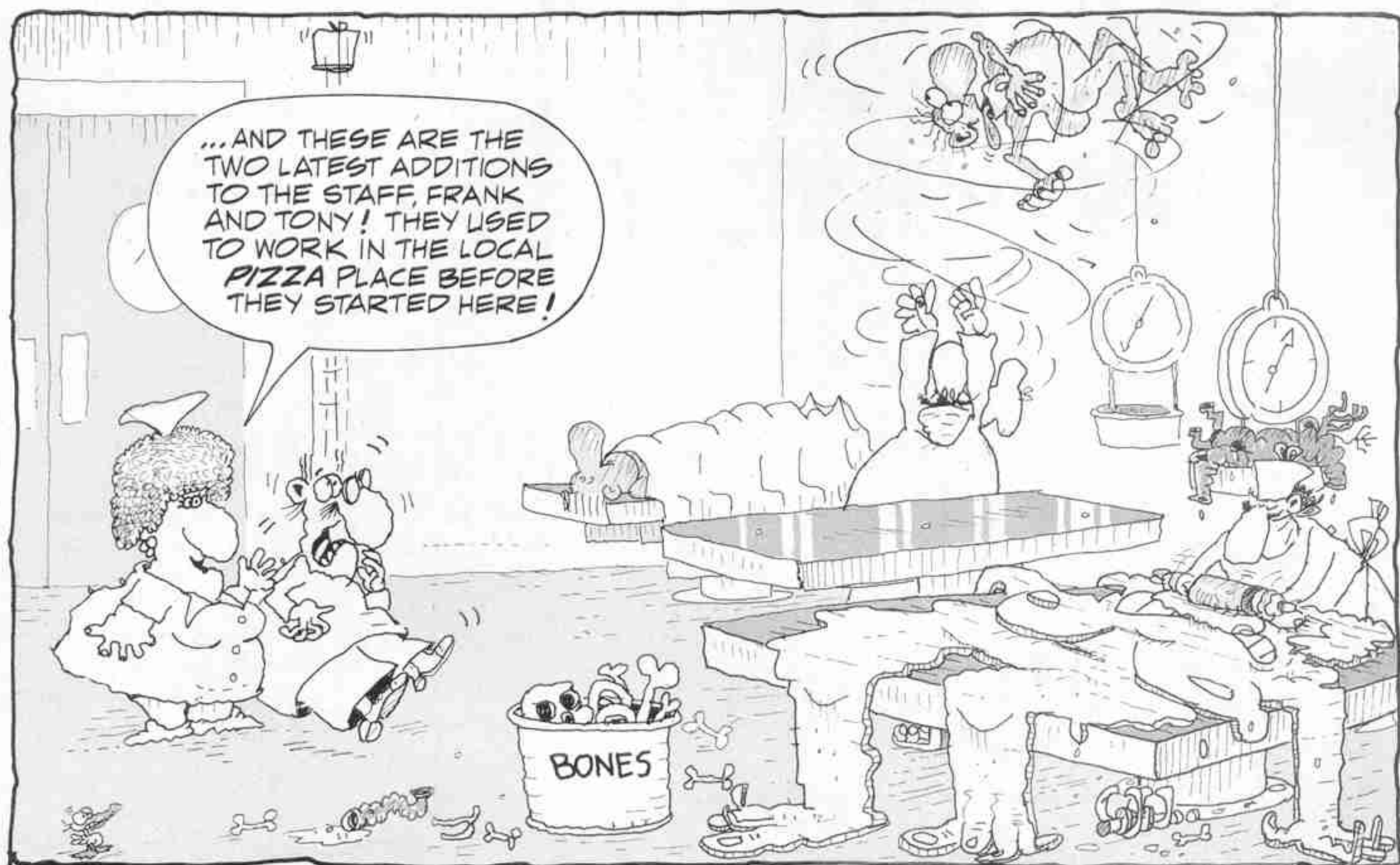
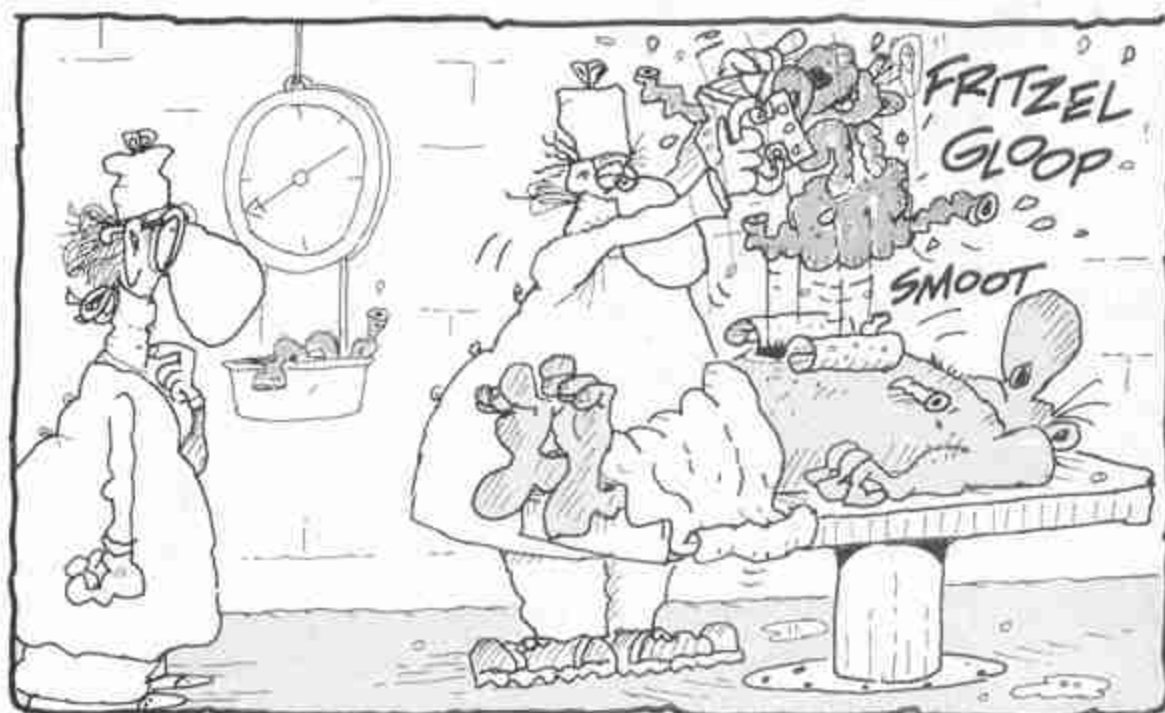
# DUCK EDWING D.O.A.



ARTIST AND WRITER: DUCK EDWING







# THE SHAME OLD THING DEPT.

In sports, in religion, in business, on Wall Street—wherever you look there's another scandal. Aren't you tired of them? Don't you wish you'd seen the last of them? Well, say no more, because we're wrapping them all up in

# MAD'S ALL-INCLUSIVE DO-IT-YOURSELF NATIONAL SCANDAL NEWSPAPER STORY

\_\_\_\_\_ ① \_\_\_\_\_ ② \_\_\_\_\_ today upon  
learning that \_\_\_\_\_ ③ \_\_\_\_\_ ④ \_\_\_\_\_  
while \_\_\_\_\_ ⑤ \_\_\_\_\_ ⑥ \_\_\_\_\_  
According to \_\_\_\_\_ ⑦ \_\_\_\_\_,  
\_\_\_\_\_ ⑧ \_\_\_\_\_ will \_\_\_\_\_ ⑨ \_\_\_\_\_  
\_\_\_\_\_ ⑩ \_\_\_\_\_ . A \_\_\_\_\_ ⑪ \_\_\_\_\_  
could result in \_\_\_\_\_ ⑫ \_\_\_\_\_ .

①

Wall Street  
The sports world  
The banking community  
The P.T.L.  
The gang at Al's Tavern  
All of Africa except Zaire  
The cast of *Twin Peaks*  
The Rue Morgue  
The Ted Koppel household  
Middle Earth  
The Fresno Mafia  
Brownie Troop 58

⑤

doing business  
placing bets  
pandering  
self-destructing  
reciting "Hiawatha"  
mastering the luge  
molting  
searching for Atlantis  
doing the wild thing  
befriending marmots  
bad-mouthing Ted Turner  
scaling Devil's Tower

⑨

launch  
botch up  
make book on  
cater  
hire the Fanelli Boys for  
replace Christmas with  
pay Bo to plug  
colorize  
trade two draft choices for  
pre-empt *Fresh Prince* with  
pledge Czarist support for  
scalp tickets for

But in a statement signed "American hostages (Baghdad)" and provided to reporters through the embassy, several of the men said

2

was stunned  
gasped in horror  
halted flossing  
underwent a sex change  
came back to AT&T  
shouted Elmer Fudd curses  
threw up on cue  
astrally projected  
banned pinkie rings  
turned off Slim Whitman  
went platinum  
turned to prayer

3

inside traders  
Pete Rose  
Jimmy Swaggart  
Mayor Marion Barry  
mutant CPAs  
Rex the Wonder Dog  
prehistoric man  
Bel Air slumlords  
bloated ballerinas  
the Maytag repair man  
shy conquistadors  
Prom Queen runners-up

4

profited illegally  
committed a no-no  
smoked crack  
fixed Parcheesi matches  
dated Leona Helmsley  
ran the 100 in 4.2  
bred yaks  
did not pass Go  
fondled Vanna White  
seldom bathed  
doubled down on 12  
opted for Business Class

6

in Washington  
behind the pulpit  
in Riverfront Stadium  
with Neil Bush  
on the Exxon Valdez  
in the dawn's early light  
in designer Hefty Bags  
with the Fabulous Baker Boys  
in Tiananmen Square  
at Watusi power lunches  
in warm Jello  
during *Major Dad*

7

informed sources  
Greta Garbo's will  
Psalm 51  
David Souter's tailor  
the Monroe Doctrine  
hobbit tradition  
the Big Bang theory  
a Nostradamus prophecy  
voodoo etiquette  
dirty little snitches  
the rules of croquet  
Magna Carta fine print

8

a Senate subcommittee  
the SEC  
Commissioner Fay Vincent  
*L.A. Law's* Benny  
Radio Free Baghdad  
Cruex  
20/20  
George Will in a trance  
Actors' Equity  
militant heathens  
all of Tulsa  
a slimmed-down Mike Tyson

10

a full-scale inquiry  
a grand jury trial  
an IRS investigation  
a new S&L bail-out  
yet another "Rocky" sequel  
chili cook-offs  
a Manhattan land-rush  
Jackie Mason's comeback  
the Patagonia Grand Prix  
a weekend in Wilkes-Barre  
the return of narrow ties  
the dwarf-tossing finals

11

conviction  
well-placed bribe  
lack of protein  
full moon  
refusal to grovel  
dash of oregano  
dirty carburetor  
poorly placed comma  
good opening routine  
high-pitched "Ay Caramba!"  
thundering of hoofs  
poorly played second half

12

a lengthy prison term  
a lifetime suspension  
four more years of Dan Quayle  
a very unhappy Shamu  
polka rock  
new interest in Serbian folklore  
a bogey 5  
black being mated in two  
a magnificent forehand  
Garfield Rolexes  
high fives all around  
six more weeks of winter

# MAD'S MODERN BABYSITTER'S GUIDE TO THE PROBLEM CHILD



ARTIST AND WRITER: PAUL PETER PORGES

**FOR THE PROBLEM CHILD**  
who needs to be read to sleep ...



... Let him listen to the  
recorded weather report

**FOR THE PROBLEM CHILD**  
who gets into everything ...



... Put him into his snow outfit

**FOR THE PROBLEM CHILD**  
who is hyperactive ...



.... Teach him to play with Scotch tape

## FOR THE PROBLEM CHILD

who is a nosy intruder...



... Put Vaseline on the doorknob

## FOR THE PROBLEM CHILD

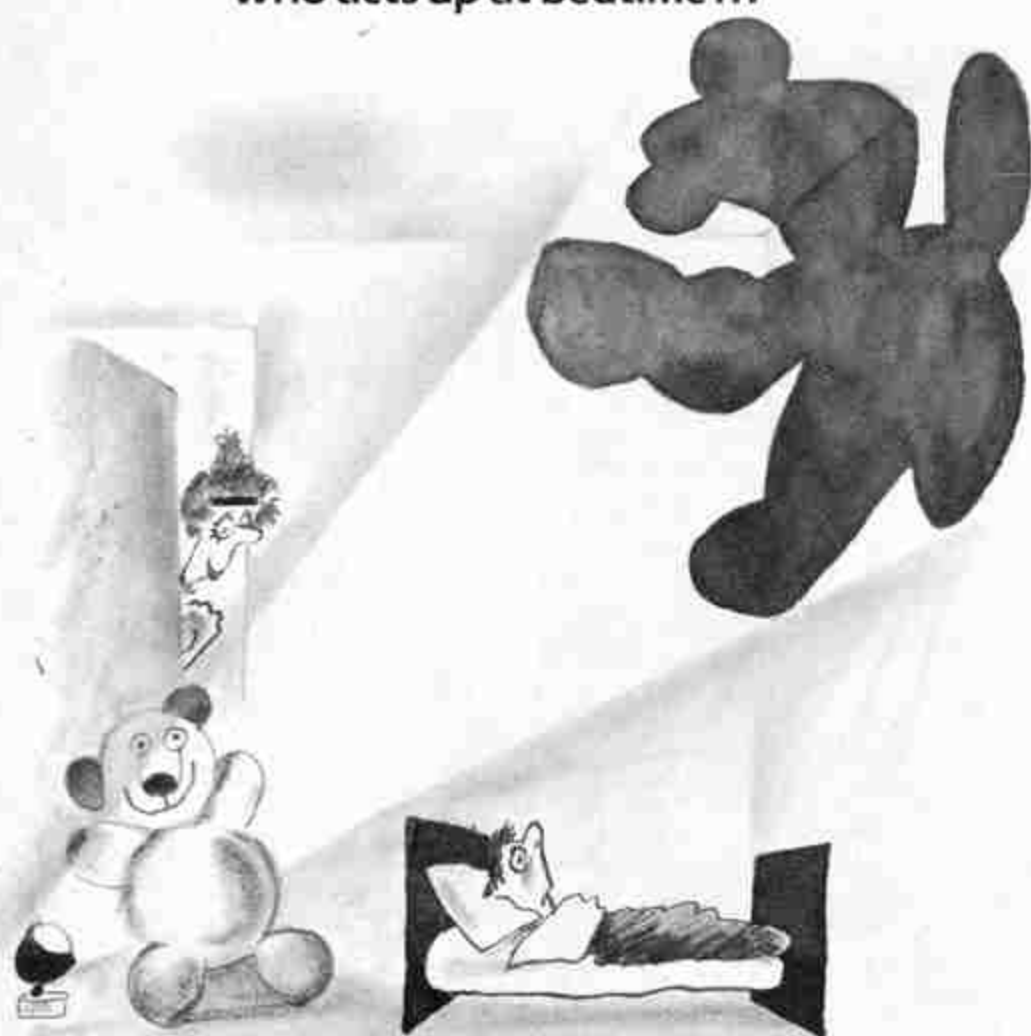
who is a screamer...



... Record his screams and play them back to him on a Walkman

## FOR THE PROBLEM CHILD

who acts up at bedtime...



... "Special effect" his stuffed toys

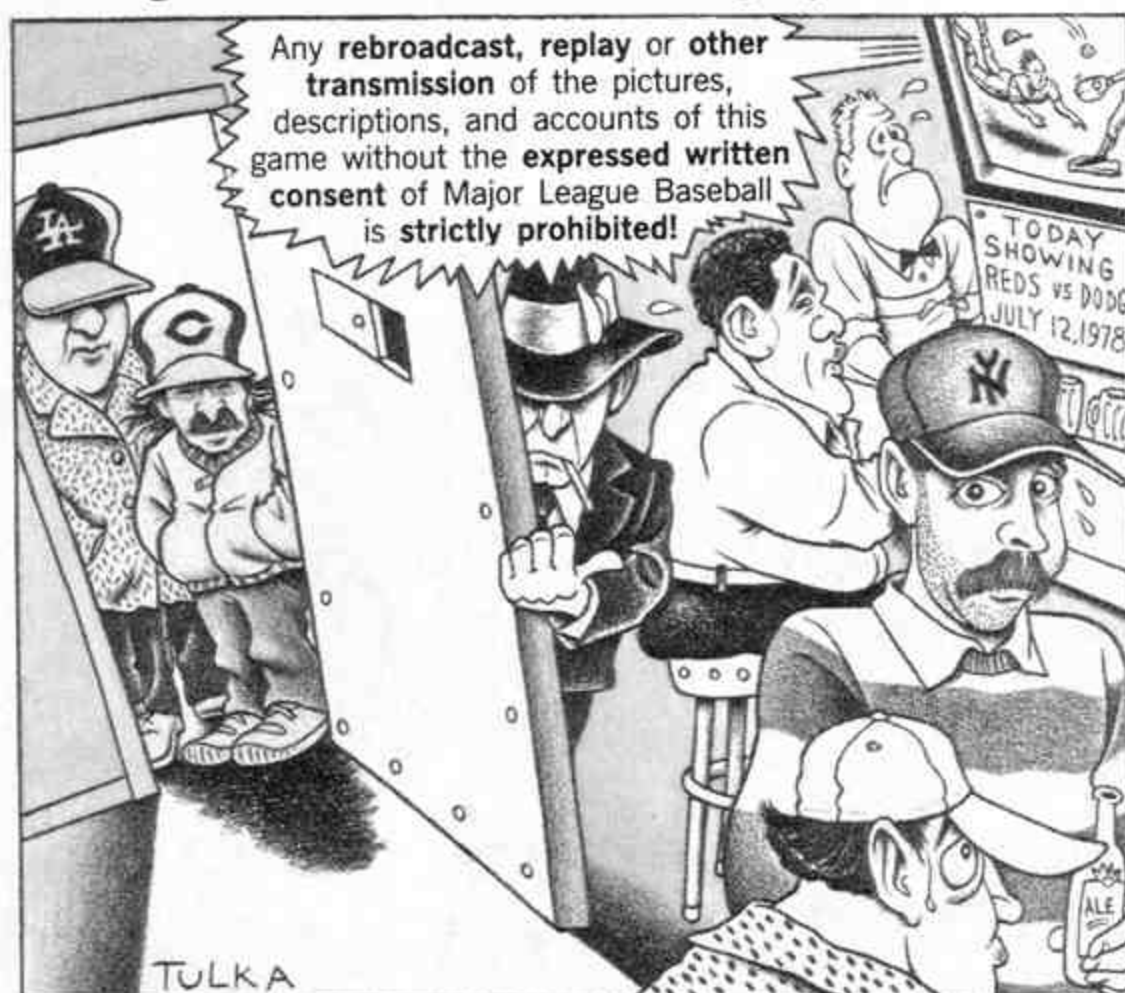
## FOR THE PROBLEM CHILD

who is destructive...



... Make videotapes to use as proof when demanding extra hazard pay

**Did We Miss...**the epidemic of illegal "baseball rebroadcasting" that convinced TV networks they had to interrupt every game with a stern warning against it?



**Did We Miss...**the rash of bankruptcies by movie theaters charging \$7.00 a ticket and \$5.00 for popcorn and a soda that made showing big-screen commercials necessary?



#### CHANGING OUR UNAWARE DEPT.

We at MAD try to stay informed about news and current affairs. We really do! But we must not be "keeping up" as well as we think, because more and more often, we come upon some goofy event or trend that we just can't figure out at all—prompting us to shake our collective head in befuddlement and cry out...

# Did We Miss

ARTIST: RICK TULKA



**Did We Miss...**the daily flag-burnings on every street corner that necessitated something as drastic as drafting a Constitutional Amendment?



**Did We Miss...**the complete and total solutions to really serious problems which freed up law enforcement officers to turn all their attention to museum art exhibits and dirty rap song lyrics?

**Did We Miss...**the heartfelt apology for the Tiananmen Square Massacre which convinced President Bush that China's leaders are all "swell fellows" again?



**Did We Miss...**the sudden appearance of large heavily-armed wildlife that now makes the NRA defend terrorist assault rifles like Uzis and AK-47s as "legitimate sporting weapons"?



# Miss Something?

WRITER: MIKE SNIDER



**Did We Miss...**the interpretation of the phrase "Environmental President" that's consistent with vetoing or watering down every anti-pollution bill Congress passes?



**Did We Miss...**the great public outcry over Brent Musburger's absence from TV that prompted ABC to snatch him up for millions after CBS dumped him?



The latest VCRs can be set to record a program two weeks from now, by which time any show worth watching will probably have been cancelled.



Many new cigarette brands have been developed to attract very specific economic and ethnic groups, which means that all Americans now have an equal opportunity to get lung cancer.

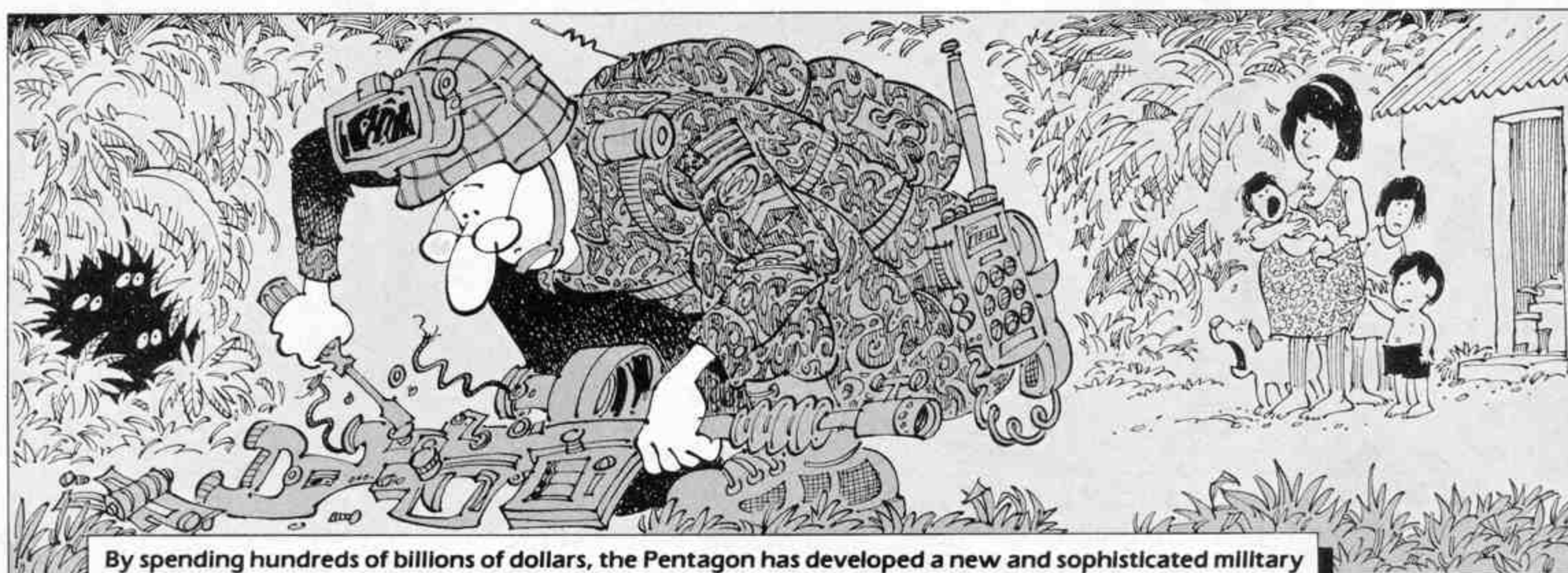
#### THERE'S ALWAYS GLOOM FOR IMPROVEMENT DEPT.

Most Americans know Murphy's Law—"Whatever can go wrong will go wrong!" And you probably know the Peter Principle ("Individuals rise to their levels of incompetence.") and Parkinson's Law ("Work expands to fill the time left for its completion."). But do you know the theory that really explains what's wrong with modern life? Find out! Follow us into the informational void as we take...

**THE MAD MAXIM:**  
"EXPERTS NEVER STOP MAKING  
'IMPROVEMENTS' UNTIL  
EVERYTHING BECOMES IMPRACTICAL!"

# A MAD LO HOW WE'VE

ARTIST PAUL COKER

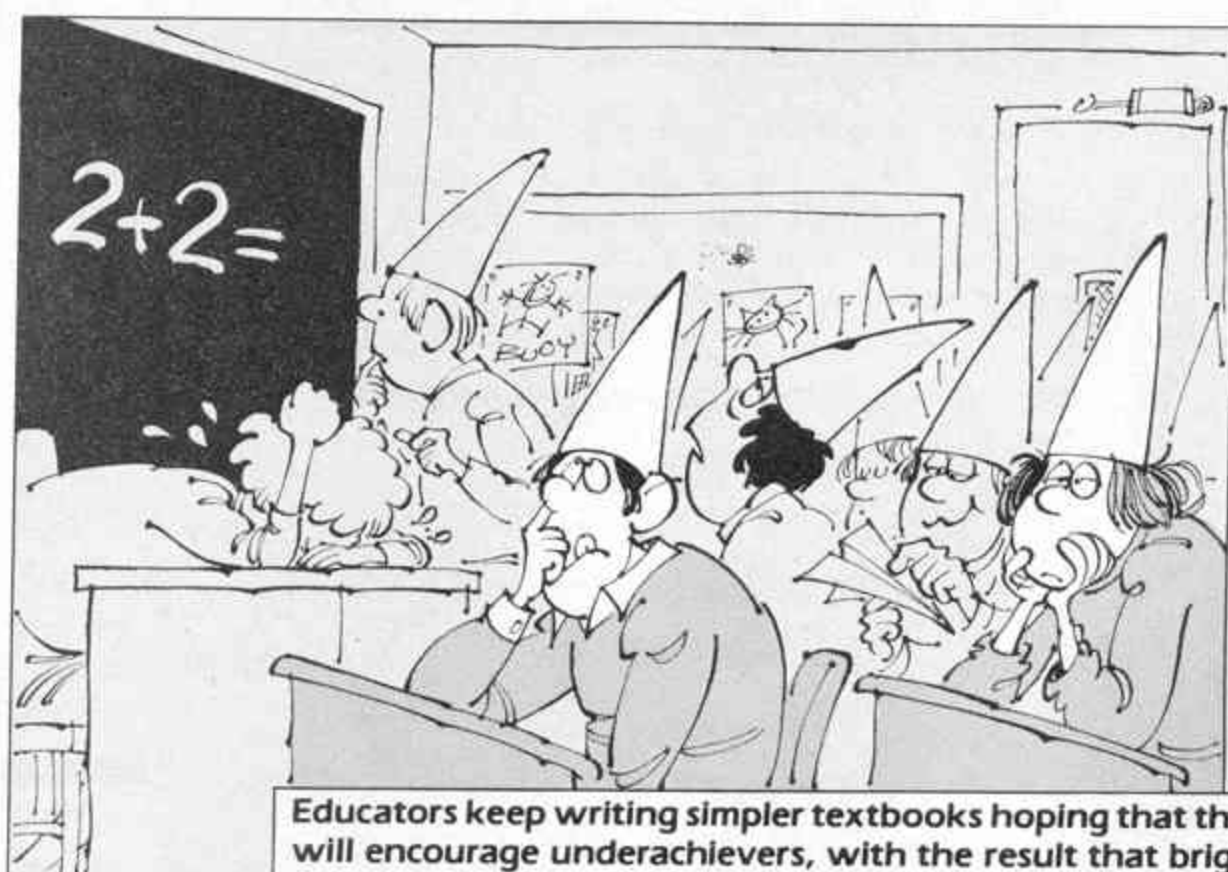


By spending hundreds of billions of dollars, the Pentagon has developed a new and sophisticated military establishment that can allegedly win a full scale nuclear war in outer space—but not in Central America.



So many glitzy accessories have been added to new cars that buyers who only want an AM radio and a heater are warned that they're now going to have to pay substantially more for such a unique "customized" model.

# OK AT FAR COME

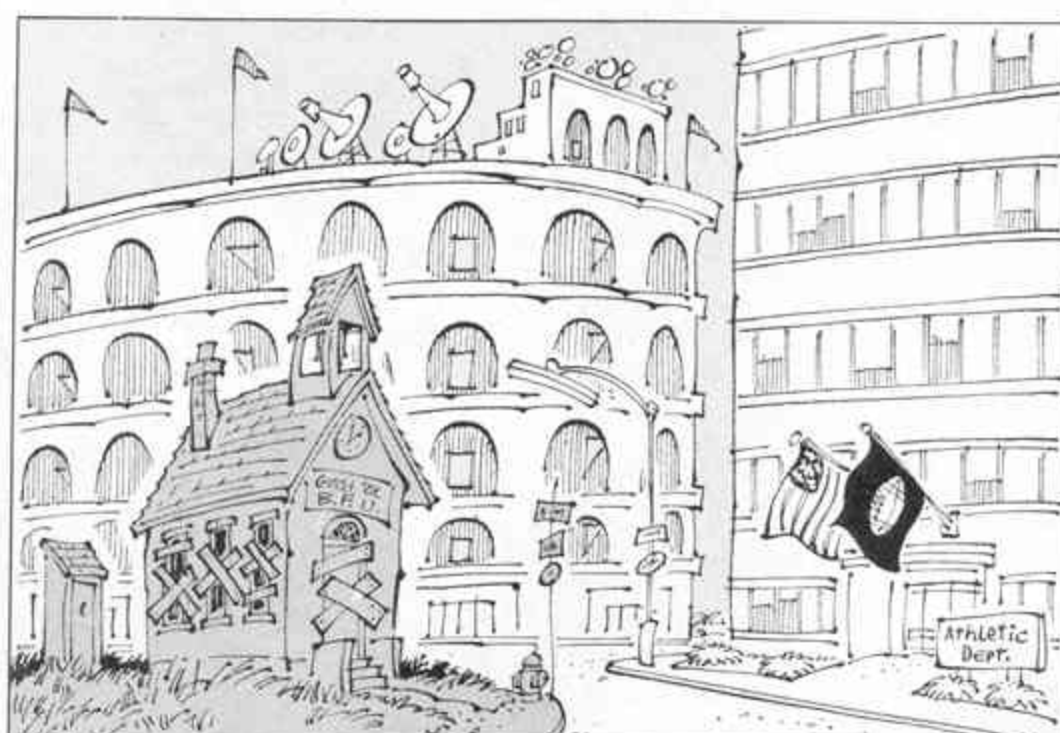


Educators keep writing simpler textbooks hoping that they will encourage underachievers, with the result that bright kids now don't learn anything except how to underachieve.

WRITER: TOM KOCH



To enable more fans to enjoy major league sports, many new expansion teams have recently been formed, all manned by players who definitely belong in the minor leagues.

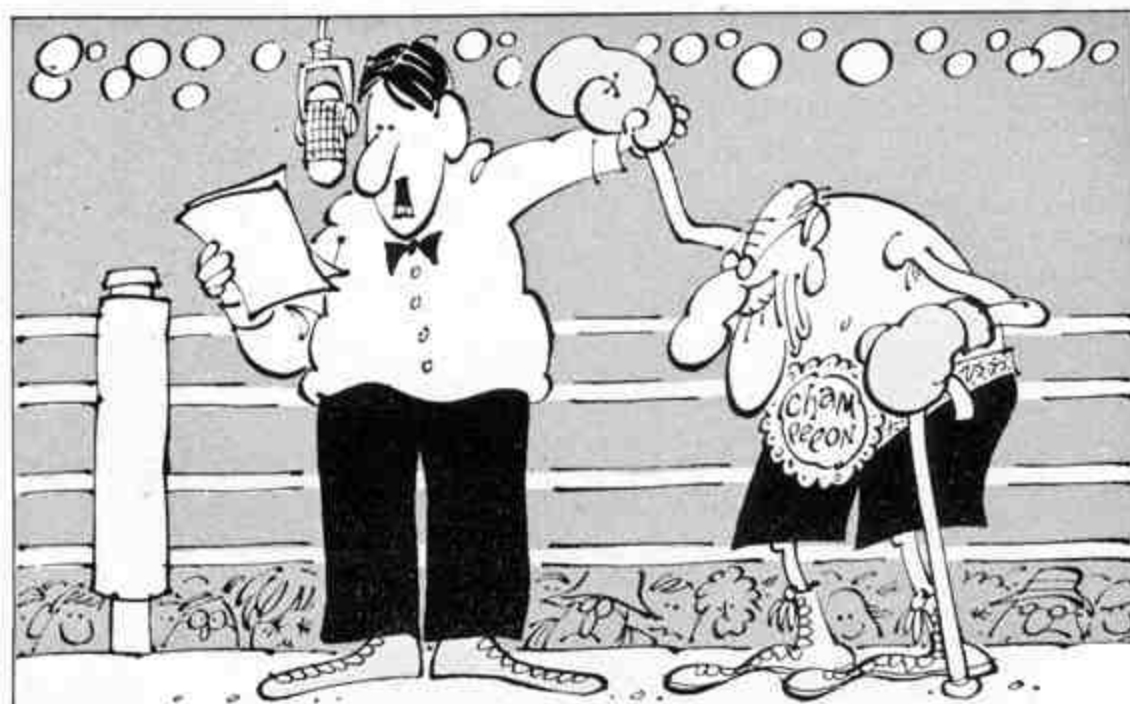


Colleges across the U.S. have become so expert in obtaining TV revenue for their football teams that they can now be profitable without having any real students at all.

**THE MAD MAXIM:**  
**"EXPERTS NEVER STOP MAKING**  
**'IMPROVEMENTS' UNTIL**  
**EVERYTHING BECOMES IMPRACTICAL!"**



The miracle of direct long distance dialing has become so widespread that it is now possible for almost any drunk anywhere in the world to wake you at three in the morning.



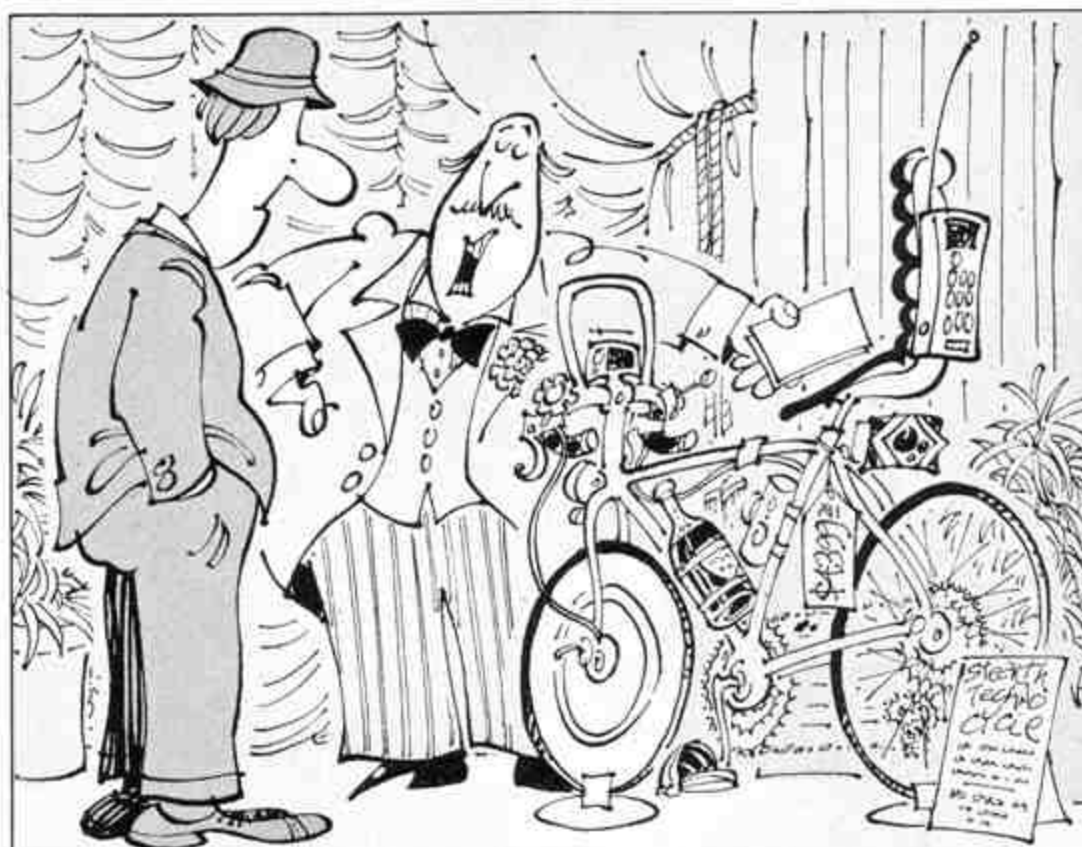
Organizational skill within professional boxing can be thanked for giving us so many different weight divisions and so many different Federations that every fighter in the world is now the champion of something.



Increasingly creative corporate financing has made it possible for virtually any kid with a lemonade stand to take over General Motors just by issuing enough junk bonds.



Pharmaceutical companies have introduced so many new life-saving drugs that hospital emergency rooms have become filled with scores of people suffering from the harmful side effects of taking them.



Bicycles, which became popular as inexpensive alternatives to the automobile, have been so upgraded that the same people who could not afford to buy a car now also cannot afford to buy a bicycle.

Look! A guy leaped out a ten story window and landed in a trash can and now he's rolling down the street in it!

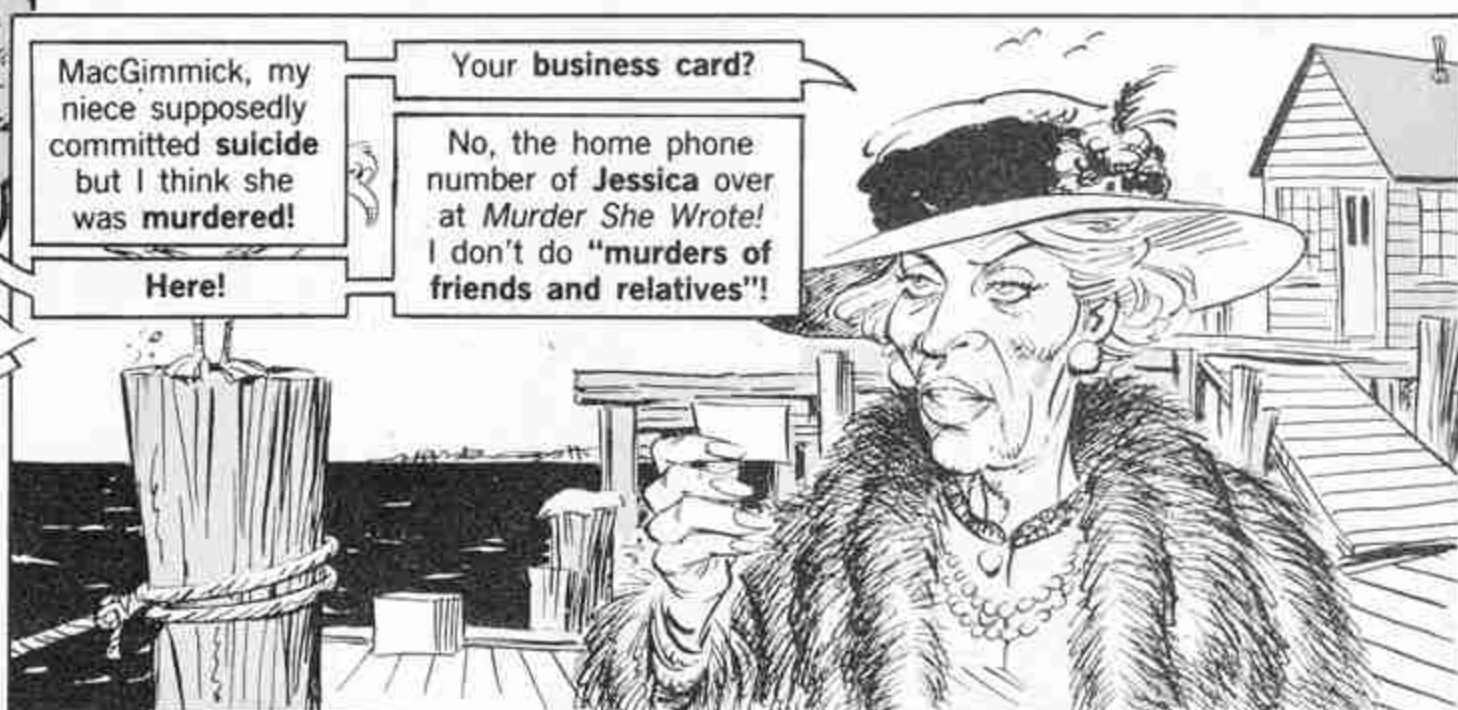
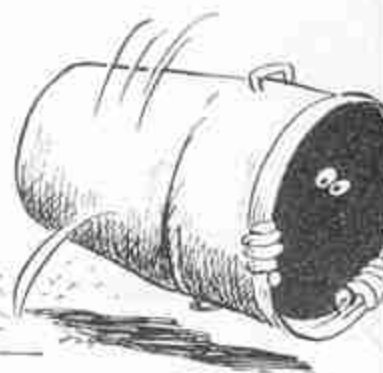
I'll bet he's some undercover cop or a top government agent chasing spies!

Wrong, folks! He's just on his way down to the corner to buy a newspaper!

Really? Then why did he jump instead of just taking the stairs like a normal person?

Stairs? No way! He's got to show off his inane, I mean innate, inventiveness! He's...

# MAC GIMMICK

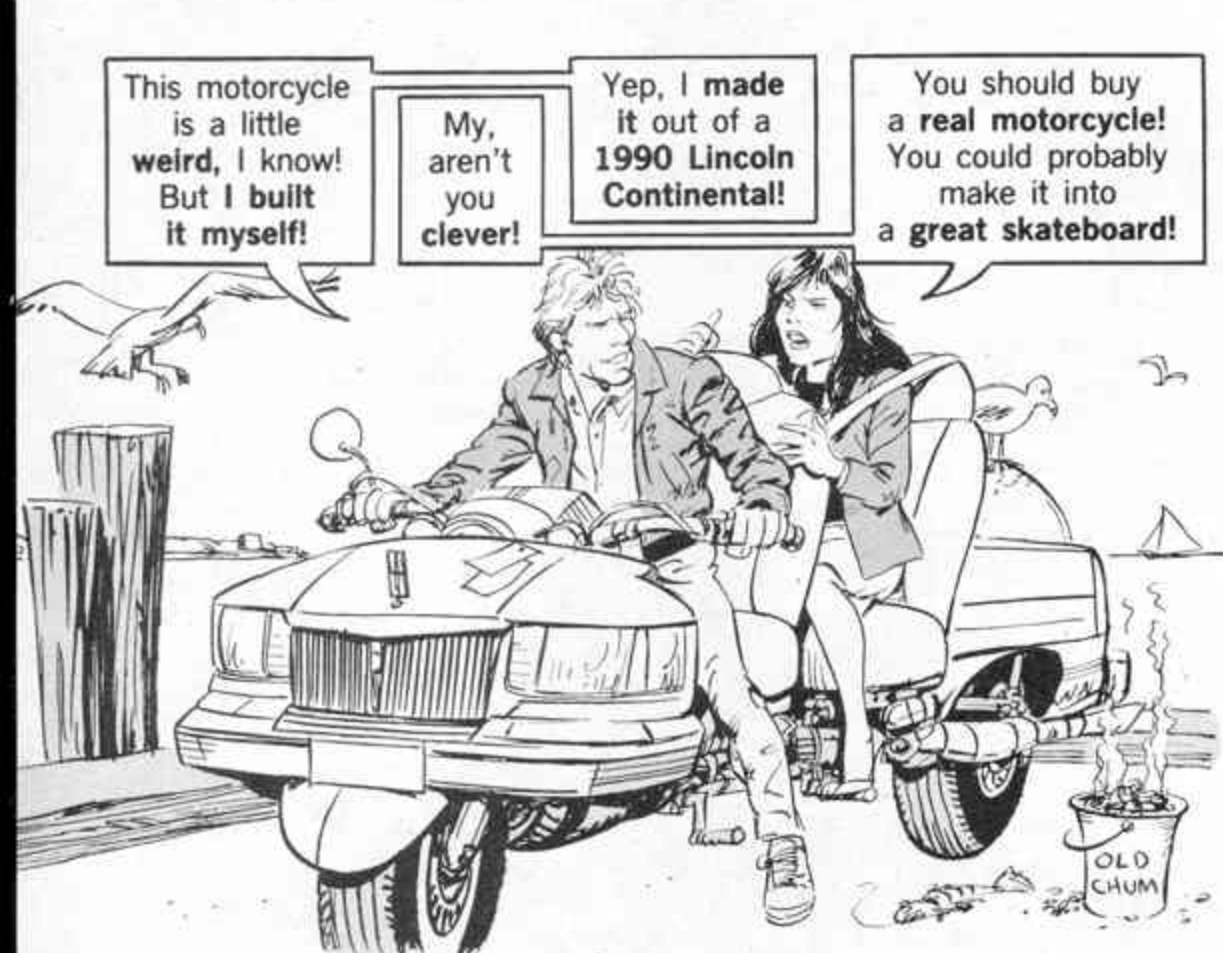


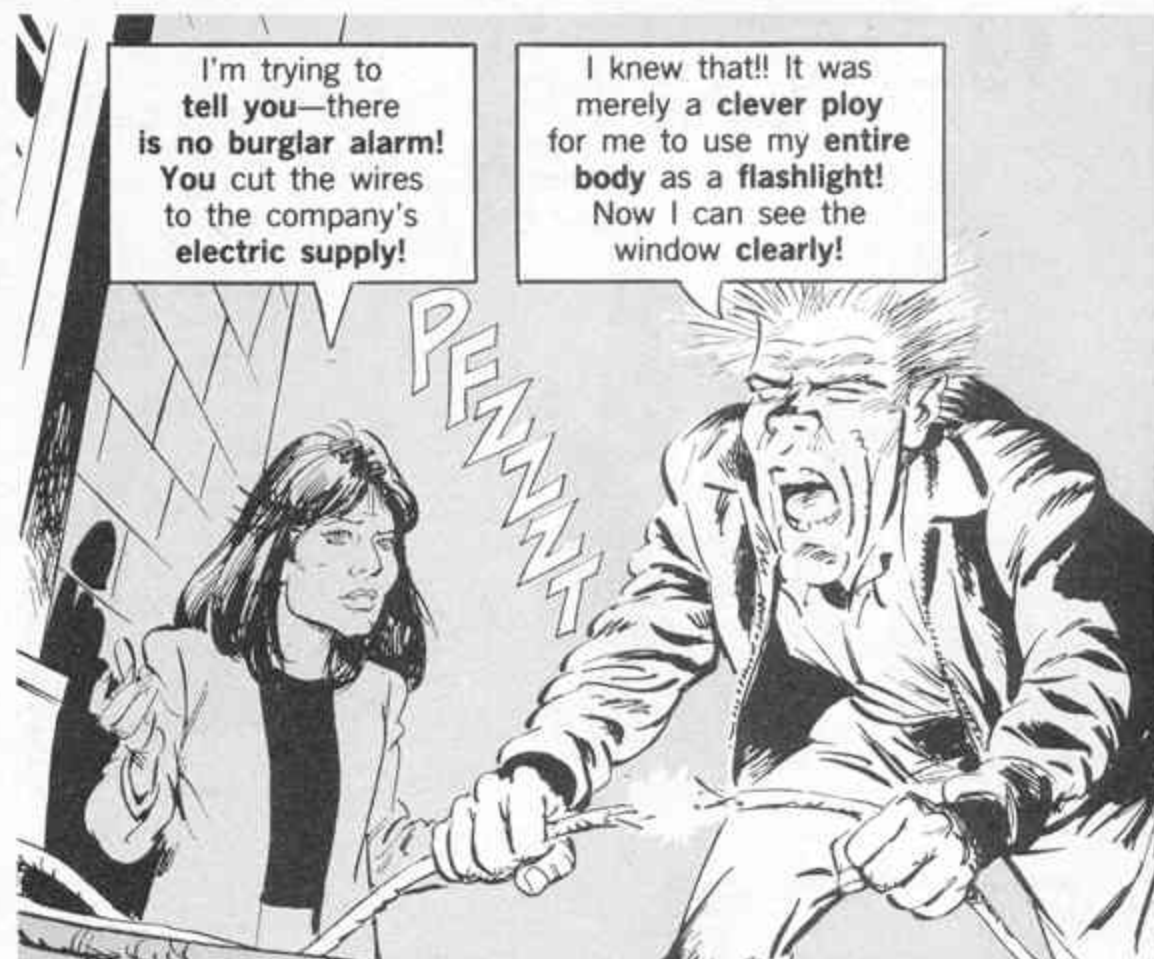
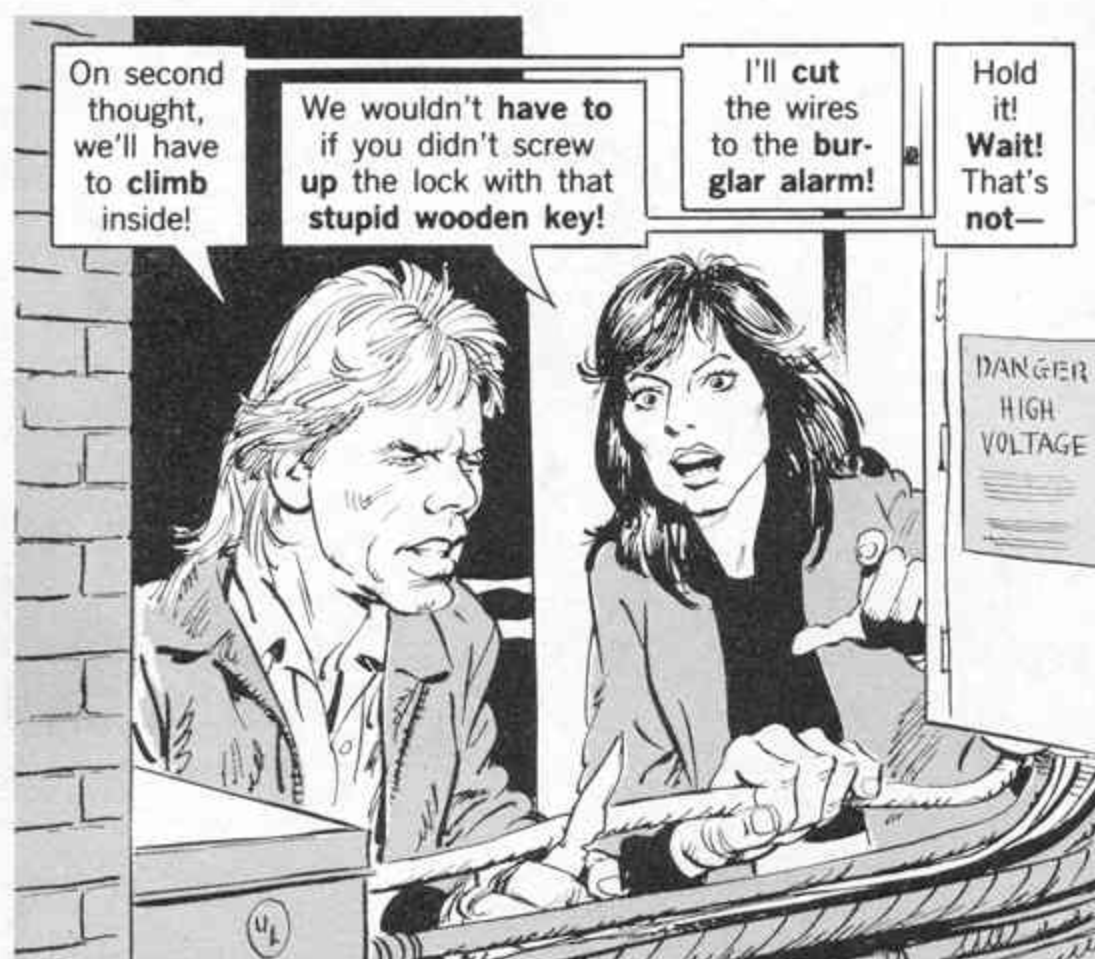
ARTIST: ANGELO TORRES

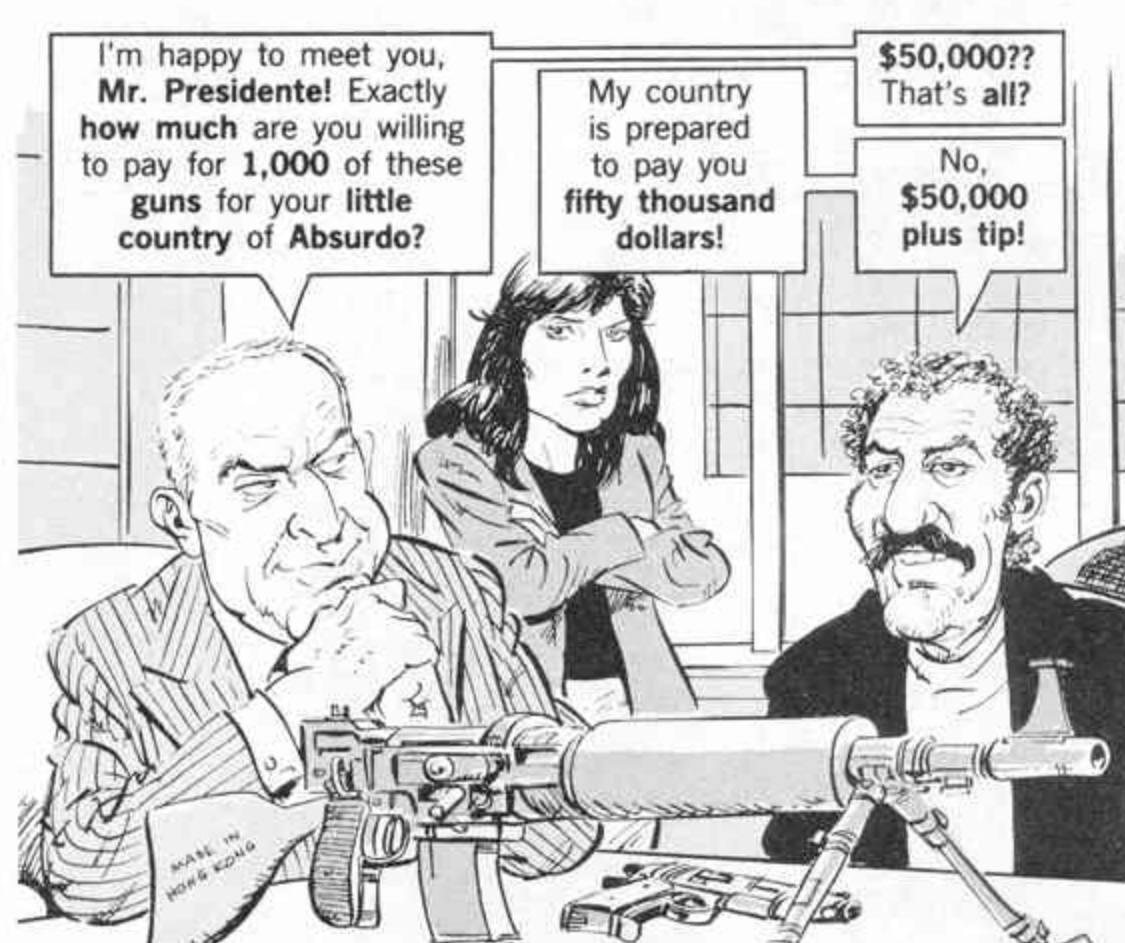
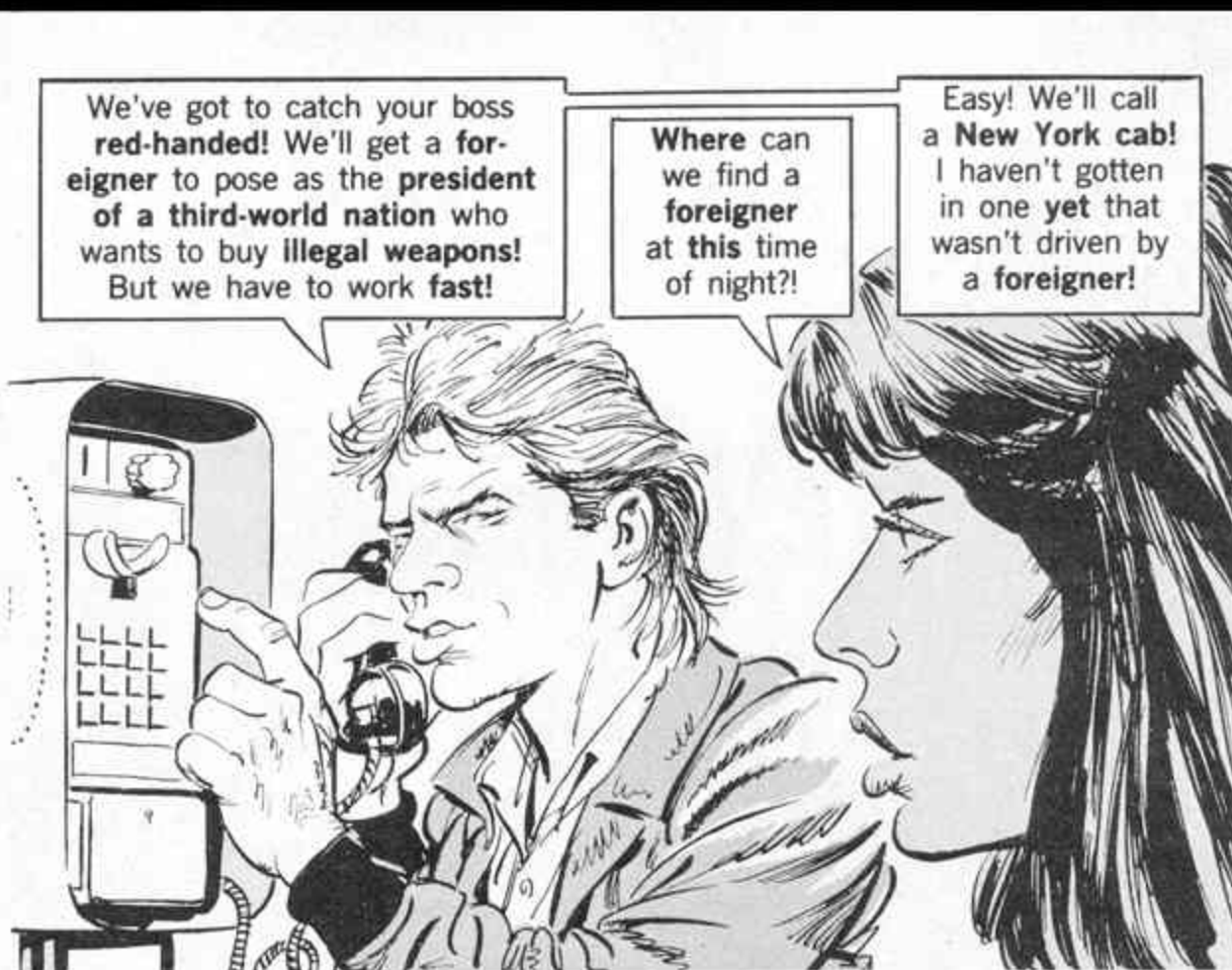
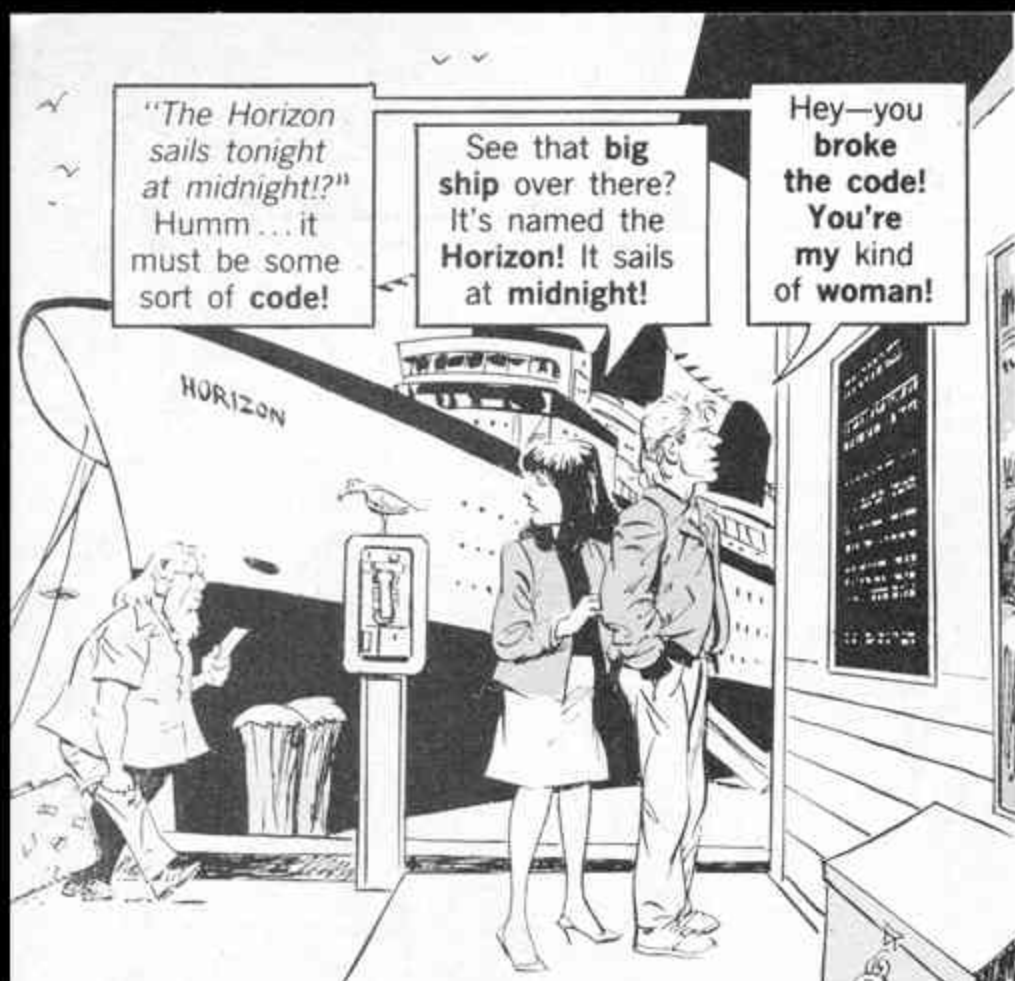
WRITER: DICK DEBARTOLO



Torres









There's no need for violence! I assure you, this is an honest operation!

Really? How come every case I've opened contains a few dozen oranges and the rest is guns and ammunition?

The orange business is slow! We give the guns and ammunition away as "premiums"!

Why did you let us all get caught?

Escaping is the only fun I have! Once, I was tied up down on the docks and I cut the lines with a swordfish!

Do you have a swordfish now?

No, but I was able to reach a tuna salad sandwich someone left from lunch! Cutting the ropes with it may take a bit longer than the swordfish did, but I know I can make it work! Say, did I ever tell you how I once made a jet plane out of a frisbee? Of course, it could only seat two people!

We're free of the ropes, but we're locked in! What in the world can we use to get out?

MacGimmick, we're in a room full of guns, bombs and explosives and you ask "What can we use?"

Oh, okay, but I hate doing this! Imagine me—MacGimmick—sinking so low on the "creative escape meter" that I use explosives as explosives!

That creep won't be selling guns anymore!

But how exactly did he get caught?

I don't know! I don't sweat the little details!

Sadie, you aren't going to be safe now that you ratted on your boss! Even with him in jail he can manage to get back at you!

You're going to have to get into our relocation program. We'll get you a good job, you'll make good money, but you'll just get lost in the mass of nameless faces and faceless names!

Does your relocation plan really work?

I'll say! Our last informer is currently going under the name of Dan Quayle!

MacGimmick, for your many years of loyal service to the Phonex Foundation, we'd like to present you with this 24 Karat gold Rolex watch!

Wow! Thanks! Hey, I can smash the crystal, pull off the hands, knock out the works and make this into a neat sundial that I can tell time with!

# Hi, Readers! Reverend Donald Wildmon Here!

I'm head of the **American Family Association** in Tupelo, Mississippi! I've made it my job to **seek out** and **raise a stink** over anything I find **subversive, smutty or sacrilegious!**

That includes **most movies, TV shows, art, books—and yes, magazines!**

In fact, I'm here because I found **this issue of MAD especially offensive!** Take a look at **these examples** I've selected and I'm sure you'll agree with me!

Here, on page 29 in the "**Lighter Side,**" we see a youngster **disrespectfully talking back** to her parents. Such **vulgar depictions** encourage children to **disobey and rebel against** their elders, **demolishing traditional family values** and **ripping the very fabric of decency** in our nation. If it were up to me, the next panel would show the demonic child being **soundly whipped** by her clergyman with a **large leather strap**. Now *that* would be the kind of cartoon I could laugh at!



I was **repulsed** when I read "**Babar's Final Adventure**" on page 13. This is a **sacrilegious** story about **deviant elephants** that **talk like humans**. But the bible teaches us that elephants **cannot talk** (Luke 15:23). The dull-witted **tools of Satan** responsible for this story are inciting readers to **turn their backs** on the Lord and make a **mockery of Christian values!** Even worse, this vile tale begins with **this lewd drawing** of Babar **delighting** as a **decadent pachyderm**—and forgive me for saying this—"moons" him!



Objectionable material is **not always obvious**. Often, it takes a **trained eye** like mine to find it. For example, "**Celebrity Sound Effects**" on page 8 features this **seemingly inoffensive** drawing of a man having his **insides shot out**. This **enlarged detail** of the picture, however, shows that in the pattern of the gunman's **trousers**, the **degenerate artist** has hidden a drawing of a **sex orgy**, full of **depraved, writhing bodies** engaged in the most sordid kind of **obscene filth**. See it? It's clearly there!



See what I mean? This filth **must be stopped** and **you can help!** If you **threaten to boycott** all of the **advertisers** in this magazine, it will **scare the editors** and soon they'll be **cowering at my feet!** That's an idea that really **turns me on!** Well, I've got to go now, there's a **page in Reader's Digest** that's really **bothering me!**



**WHAT HAS  
GEORGE BUSH'S  
"READ MY LIPS"  
CHANGED TO?**

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

A new message has crept onto Bush's lips lately. To see what it is, fold page in as shown.



**FOLD PAGE OVER LIKE THIS!**

**A**

FOLD THIS SECTION OVER LEFT

**B** FOLD BACK SO "A" MEETS "B"



PEOPLE WERE EAGER TO VOTE FOR BUSH WHEN HE'D SAY THAT THEY SHOULD READ HIS LIPS. HE SOON SAW HOW ROUGH THE BUSINESS OF GOVERNMENT CAN BE. THAT'S WHY HE NOW HAS TO MAKE ROOM ON HIS LIPS FOR A NEW PHRASE!

**A**

**B**

# A SEE 'N SAY FOR MODERN KIDS

## BIG INDUSTRY SPOKESPERSON

1. Fish like oil—that's why they pack sardines in it!
2. Lead, schmed! In 100 years we'll all be dead!
3. Do you like jobs? Then shut-up or we'll move overseas!

## MOTHER

1. Wipe your feet!
2. Wipe that smirk off your face!
3. Did you remember to wipe?

## AMERICAN CAR

1. Putt-Putt-Putt-Putt-Putt-Ug!
2. Grind! Crack!
3. Errrrrrrrrrrr -Pfft!

## VICE PRESIDENT

1. I'm my own man, but on this matter I support the president!
2. I'm an independant thinker, but on this one I support the president!
3. There is room for many divergent opinions, but on this matter I support the president!

## SPORTS HERO

1. I'm tellin' ya, there must have been a mix-up at the lab!
2. Gambling? Who, me??
3. But she looked so much older than 15!

## MISS AMERICA

1. I intend to be very selective in choosing which shopping mall grand openings I preside over!
2. I thought Bert Parks was dead!
3. What nude photographs??

## PRESIDENT

1. It never happened!
2. So it happened—I didn't know about it!
3. So I knew about it —It won't happen again!

## MAYOR

1. The bitch set me up!
2. I have no idea where the money went!
3. I shall appeal!

## FATHER

1. Who the hell left their damn bike in the driveway??
2. And just where the hell do you think you're going??
3. Hey, watch your damn mouth! Where do you pick up such language??

## CIGARETTE MAKER

1. Every elevator should have a smoking section!
2. Cough! Hack! Cough! Cough!
3. The Surgeon General is Satan's tool!

