

SPECIAL "ECONOMIC RECOVERY" ISSUE

No. 326  
March/  
April  
1994

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S U P E R S P E C I A L

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AND A SILLY  
WEB OF  
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PAGES!

INCLUDING  
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PAGES ABOUT  
DUDES LIKE US!

I STILL CAN'T  
BELIEVE THEY  
COULDN'T DO  
BETTER THAN  
MICHAEL  
KEATON!

ARRGH!

\* TRANSLATION:  
MY GOD! SOMETHING  
JUST SNAPPED! I  
THINK I'VE POPPED  
A DOUBLE HERNIA!

DRUCKER

DISPLAY UNTIL APRIL 26



ON SALE NOW!  
[Marvel, You Won't!]





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MARCH/APRIL  
1994

# MAD

NUMBER  
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*"The reason many people are lost in thought is because it's unfamiliar territory!"*  
— Alfred E. Neuman

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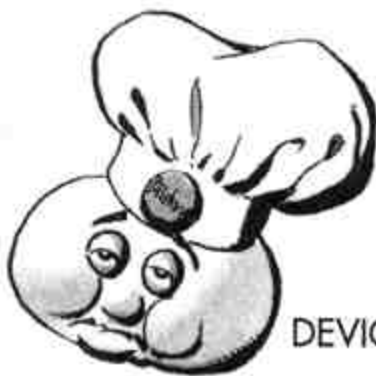
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FRONT AND BACK COVER ARTIST: RICHARD WILLIAMS FRONT COVER IDEA: DUCK EDWING  
"THINGS THAT SUCK" WRITER: HAL PINURCIOLO





## LETTERS AND TOMATOES DEPT.



### EARL'S INITIAL INQUIRY

I've read MAD for 30 years, and have somehow managed to teach school for 20 of those years. Did you know that Alfred E. Neuman's initials backwards—N.E.A.—are the same as the National Educational Association? Does this mean if we read MAD backwards there is an educational message?

Earl Holden, Jr.  
Zillah, WA

No, but it does mean that for the past 20 years, the kids of Zillah, Washington have been taught by a COMPLETE LUNATIC!!!—Ed.

# MAD

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production

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subscriptions

Jack Albert  
lawsuits

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resident suit

Contributing Artists  
and Writers  
the usual gang of idiots

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Printed in U.S.A.

### "SENSELESS IN SEATTLE"

I can't believe I'm writing a letter to the editors of a magazine I loved and laughed at and grew up with and even sent material to, back in the 8th grade, in 1968, which you never even acknowledged! However, I'm the guy who thought up and wrote *Sleepless in Seattle*, the movie you skewered in your January '94 issue—and I just had to tell you what an honor it is! To have childhood heroes like Mort Drucker and Stan Hart go to work on me, and all of the folks involved in the movie, is just about the coolest thing that could have come from this whole experience—almost better than getting paid! So it's nice to see you finally printed something of mine—although I saw a photo once of your late and esteemed founder William Gaines' office, and I'm wondering if my stuff from '68 isn't still in there somewhere!

Jeff Arch  
Clifton, VA

Jeff—Thanks for your very kind letter. Based on your suggestion, we took a look and indeed did find your 1968 submission. Our 4-star editorial staff carefully reviewed it, and unfortunately, it is their considered expert opinion that your writing shows little promise of being commercially viable...They recommend you start taking some accounting courses and forever give up the dream of one day becoming a successful Hollywood screenwriter!—Ed.

### PRANK DISCUSSION

I have a big problem. I like playing pranks. Sometimes I play good ones, too! I need better ones. Could you help me? Thanks for your time.

Dan Moffitt  
Salinas, CA

DanTheMan—No problem! Here are some of our favorite pranks: Call the Howard Stern Show, and when you get on, yell out "Larry King!" Also, pick out a victim, and whenever you see them, limp. When they ask you what's wrong, say "Oh, nothing." But as they walk away, mutter just loud enough so they can hear you, "What a dip!" Our all-time favorite prank, the one we recommend most, is sending your victim a subscription to MAD! Try it! It works every time!—Ed.

### THE BEST TIMES TWO

With this, our seventh year of spotlighting a reader's picks for the best of the year, we decided to shake things up by printing two readers' picks! Per-

Here are my personal favorites for '93:

Best Movie Satire: Home A-Groan 2 (#318)  
Best TV Satire: Batsman: The Anemic Series (#322)  
Best Article: Translating "Studspeak" (#322)  
Best Satire of A Movie That Deserved It: Jurassic Park (#323)  
Best Satire of a TV Show That Deserved It: Blah-Sum (#318)  
Best Lighter Side of: (#317)  
Best Spy Vs. Spy: (#320)  
Best Tales From the Duck Side: The Puny Pugilist's Performance: (#322)  
Best Cover: Bram Stoker's Dracula (#319)  
Best Back Cover: "First Drug Test" (#317)  
Best Fold-In: Discarded Diapers (#317)  
Best Alfred E. Neuman Quote: (#318)  
Best Super Special: Gadgets and Gizmos (#92)  
Best Paperback: Spy Vs. Spy #8  
Best Overall Issue: (#318)

Thank you for making me laugh!  
Ashley Robinson  
Deland, FL

### CAMPBELL'S WHOOP

The enclosed political cartoon appeared in the October 24th, 1993 issue of the *Montreal Gazette*, depicting Canadian Prime Minister Kim Campbell as Alfie (or vice-versa). The very next day, Ms. Campbell and her Conservative Party went down to a record-setting defeat in a federal election. Go figure!

Edward Stokes  
Montreal, Canada



After seeing the editorial cartoon and reading your letter, we're beginning to have second thoughts about NAFTA! By the way, did you know Lorne Greene was from Canada? Thanks for writing!—Ed.

### MORON MAIL

What the #&\*@\$% were you thinking when you chose Prince Charles as the winner of the Alfred E. Neuman look-alike contest (MAD #324)? You should clearly be able to see that when Alfred E. grows up (if he ever does) he will look like David Letterman!

Adam Duffy  
Scituate, MA

True, but when David Letterman grows up, he's going to look like Prince Charles—So what's your point?—Ed.

happ next year we'll print an entire issue of nothing but reader's picks! What fascinating reading that would be!

Here are my personal "Best of the Year" Awards for 1993:

Best Movie Satire: Sister Axed (#316)  
Best TV Satire: Blah-Sum (#318)  
Best Article: MAD Salutes Some Legendary Moms and Dads (#322)  
Best Satire of A Movie That Deserved It: Home A-Groan 2 (#318)  
Best Satire of a TV Show That Deserved It: Batsman: The Anemic Series (#323)  
Best Lighter Side of: (#323)  
Best Spy Vs. Spy: (#322)  
Best Tales From the Duck Side: The Conniving Carnival Caper (#318)  
Best Cover: Trolls (#318)  
Best Back Cover: "First Day of School" (#318)  
Best Fold-In: The Florida Marlins (#319)  
Best Alfred E. Neuman Quote: (#318)  
Best Super Special: Collector's Series #6 (#91)  
Best Paperback: MAD's Creature Presentation  
Best Overall Issue: (#322)

Thank you!

Dan Doepeke  
Schofield, WI



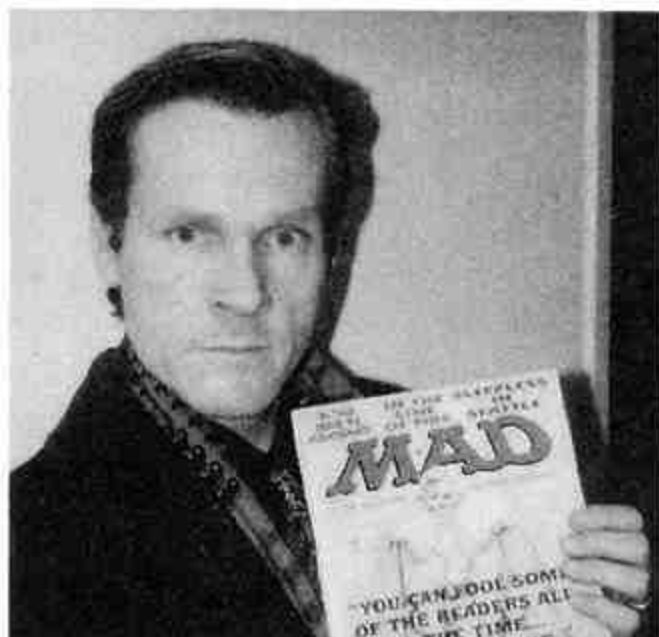
## MAD CHAT



• Introducing •

**MAD CHAT** — your chance to call up and speak to MAD contributors and editors! On Wednesday, February 23, 1994, call 212-752-6872 between the hours of 3PM - 5PM Eastern Standard Time and speak with MAD writer Dick DeBartolo and the MAD editors. Have your questions, comments, compliments, criticisms and craziness ready! (And no, thankfully, Larry King will not be hosting!) In future months you'll be able to speak to other members of the usual gang of idiots, too! Watch the Letters Page each issue for date and time to call! And don't forget — at all other times you can FAX MAD at the same memorable phone number 212-PLANUPA!

### HAPPY AND SADLER



Hardly a day goes by that a well-known Hollywood star or big name in the world of music doesn't drop by our offices to say hi and join in the MADness! Recently, accomplished actor William Sadler, perhaps best known for his portrayal of fanatical Colonel Stuart in the film *Die Hard II* stopped by for a tour! Even so, He wasn't saying whether or not he'd join the cast when they inevitably make *Die Hard III* to try and breathe some much-needed life into Bruce Willis' rapidly fading film career. It's a good thing your wife, actress Demi Moore, is bringing home a regular paycheck, eh Bruce?

**MAD #327 ON SALE APRIL 5!**

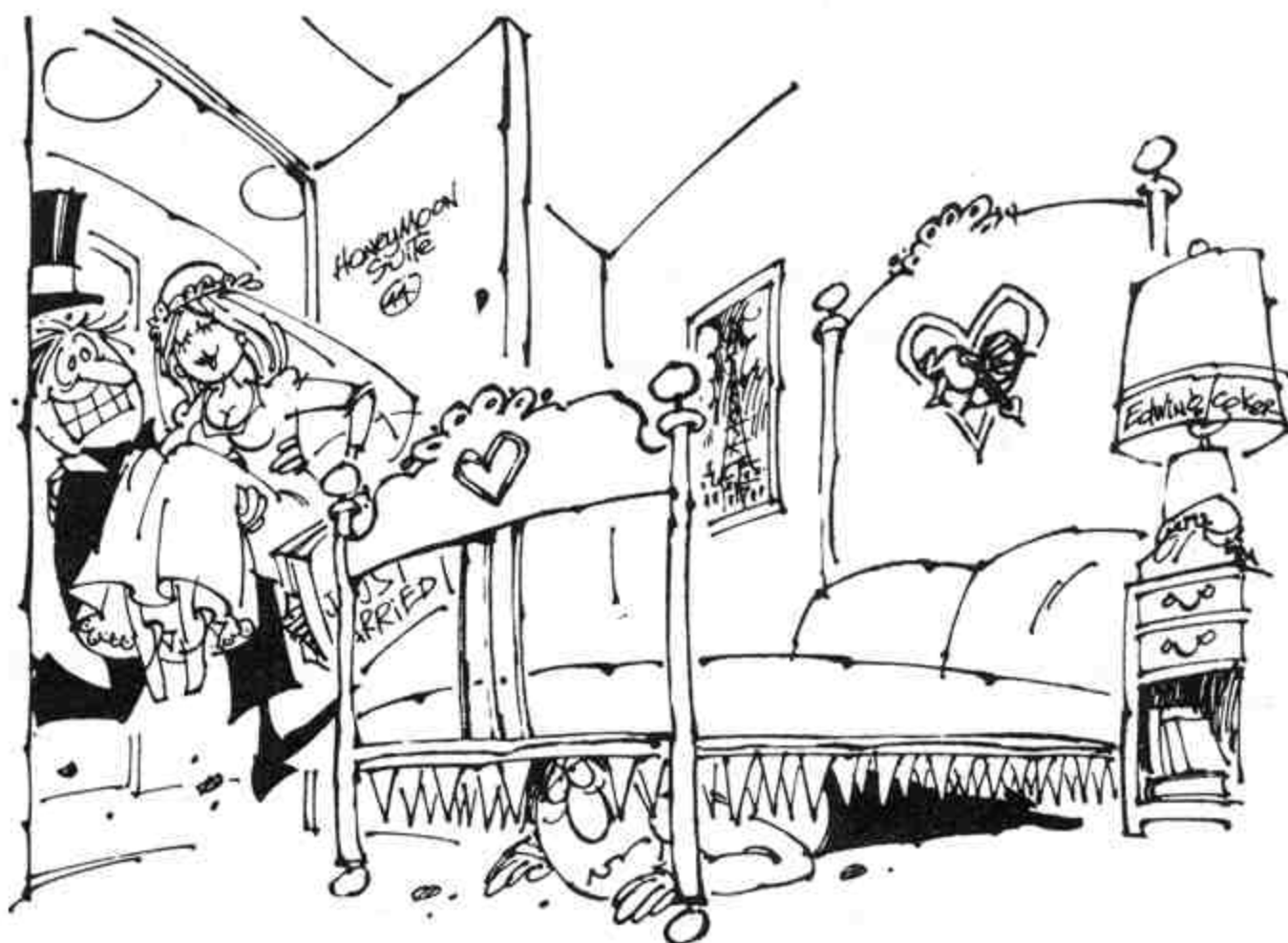
**MAD SUPER SPECIAL #96  
ON SALE MARCH 8!**

**FAX MAD AT (212) 752-6872!**

**Please Address All Correspondence To:  
MAD, Dept. 326, 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!

# WHY KILL YOURSELF?



**JUST BECAUSE YOU MISSED THE  
LAST ISSUE AT THE NEWSSTAND?**

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USE COUPON OR DUPLICATE



THE  
MAD  
GUIDE  
TO  
DOING  
WELL  
NOT  
DOING  
WELL  
ON  
TV  
TALK  
SHOWS

ARTIST: MORT DRUCKER WRITER: GREG ECKLER

People who dot their i's with smiley faces or hearts... Suck!

TO DO WELL:

*Cancel.*



TO NOT DO WELL:

*Upstage Dave.*



TO NOT DO WELL:

*Try to say something serious.*





## ARSENIO HALL

### TO DO WELL:

*Mention the basketball game you were at last week, using only the first name of the star players.*



### TO DO WELL:

*Praise the acting talent of the rapper who had a small role in your film.*



### TO NOT DO WELL:

*Talk at length about pro hockey.*



## JAY LENO

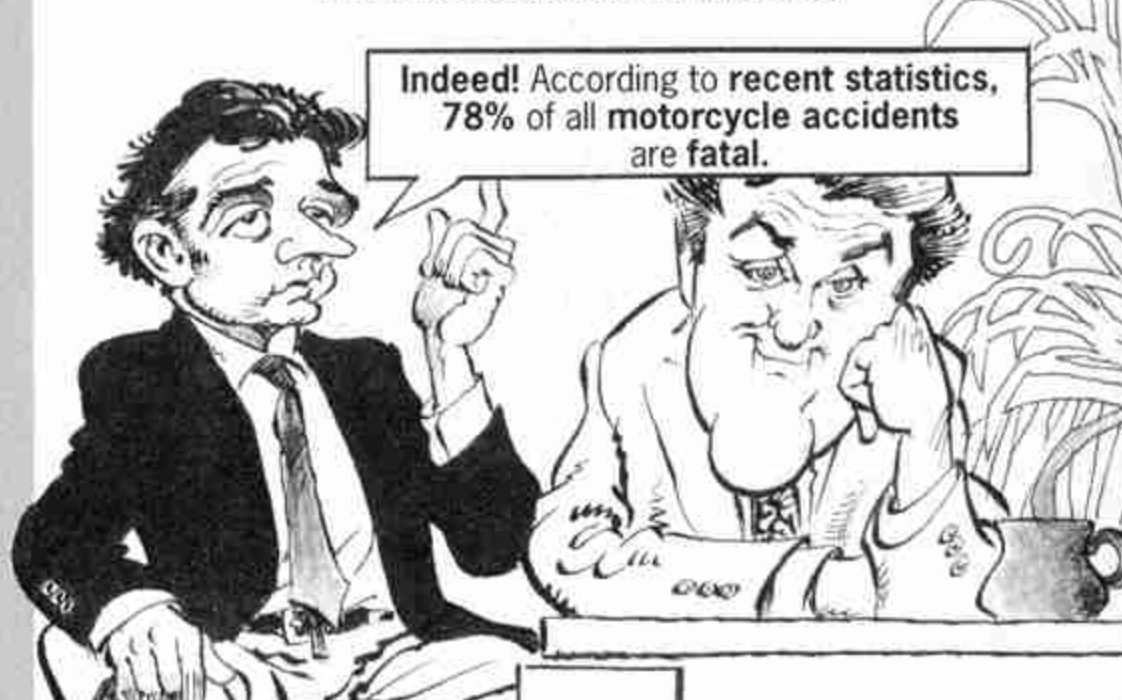
### TO DO WELL:

*Let Jay jump on your punchlines.*



### TO NOT DO WELL:

*Quote motorcycle accident and death statistics.*



### TO NOT DO WELL:

*Ask inappropriate questions.*





## OPRAH WINFREY

### TO DO WELL:

*Use hackneyed clichés to denounce racism.*



### TO DO WELL:

*Weep openly for the full hour.*



### TO NOT DO WELL:

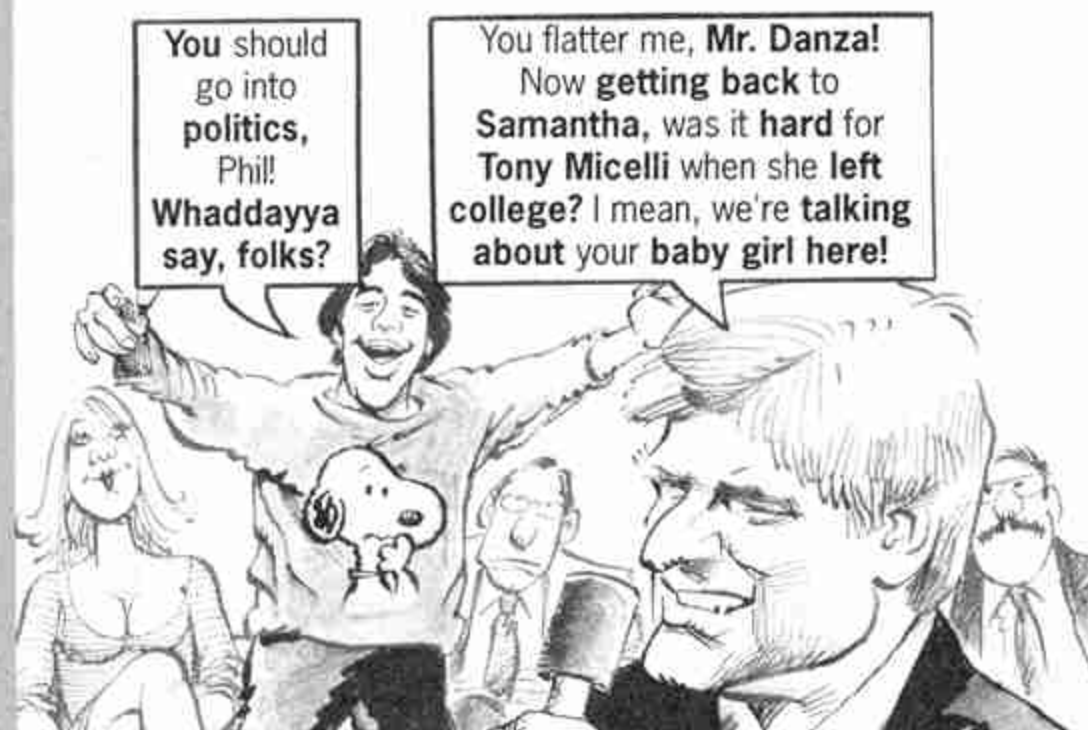
*Misunderstand the point of the show.*



## PHIL DONAHUE

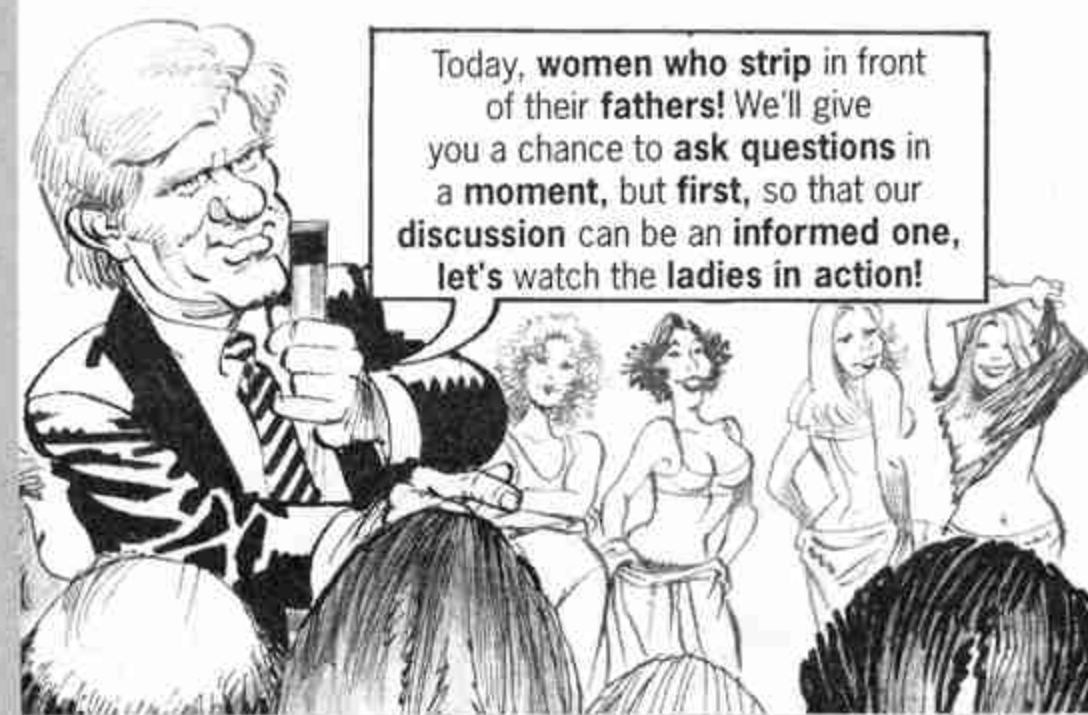
### TO DO WELL:

*Suggest Phil run for Congress.*



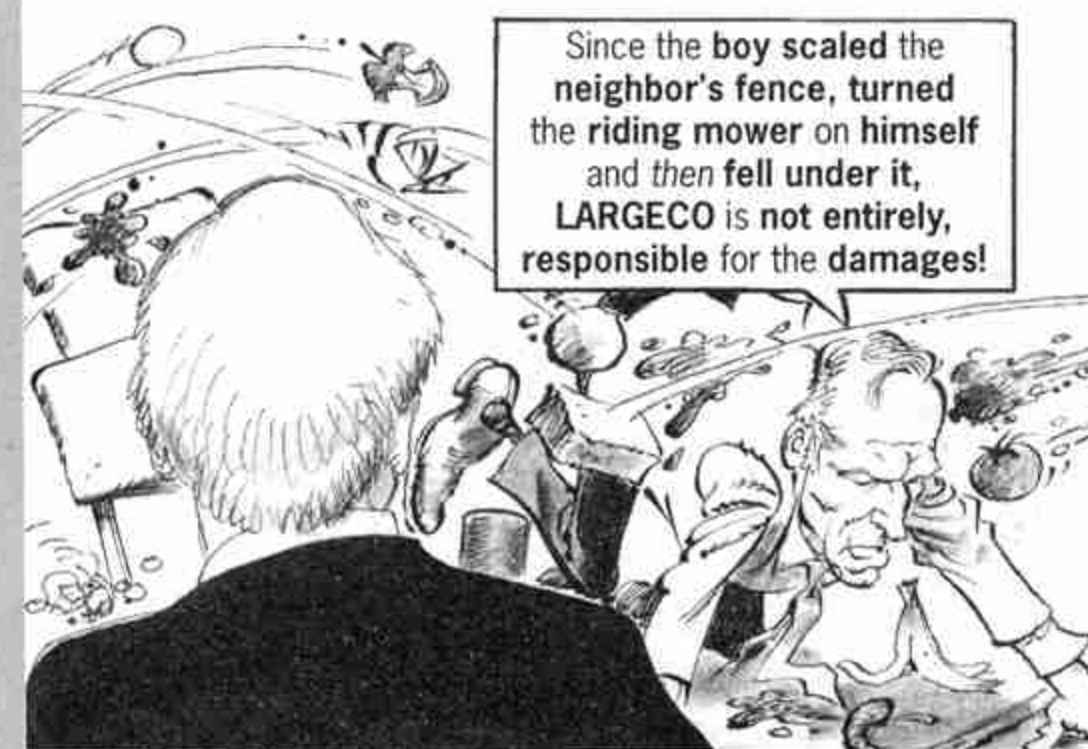
### TO DO WELL:

*Demonstrate your freakish activity live in the studio.*



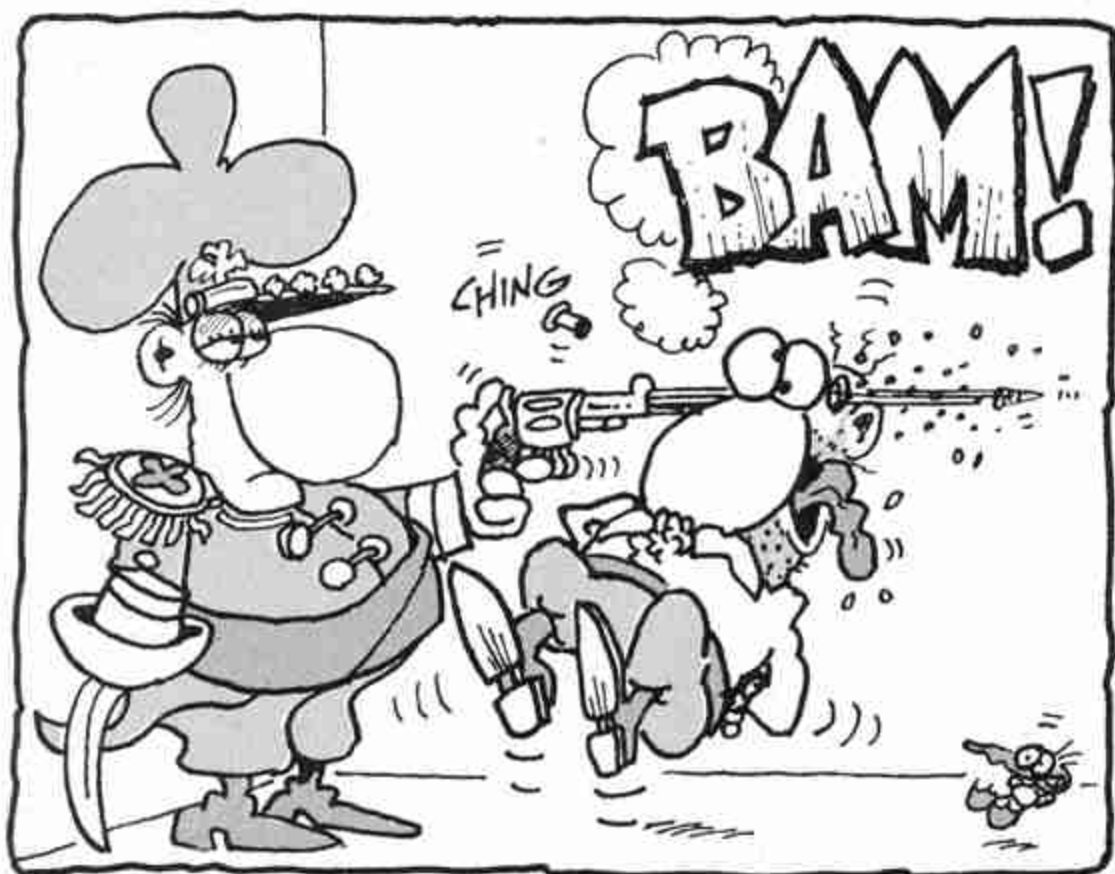
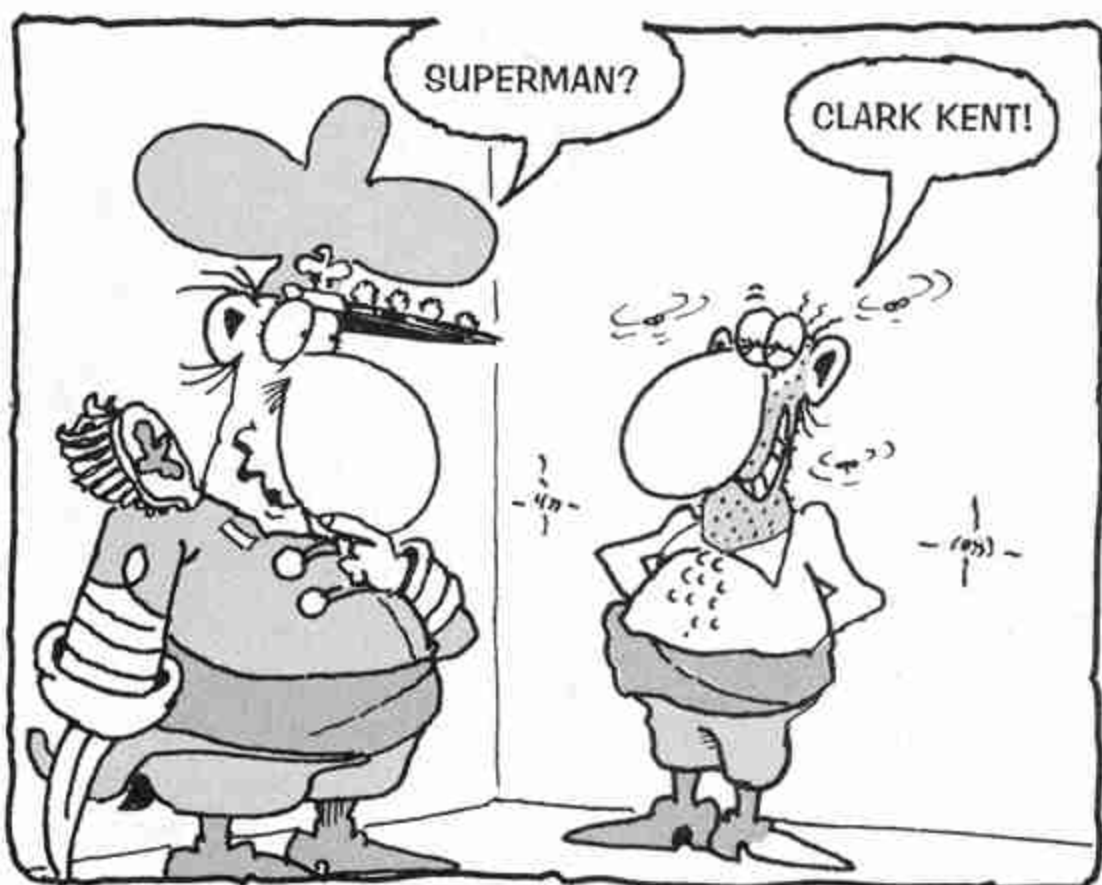
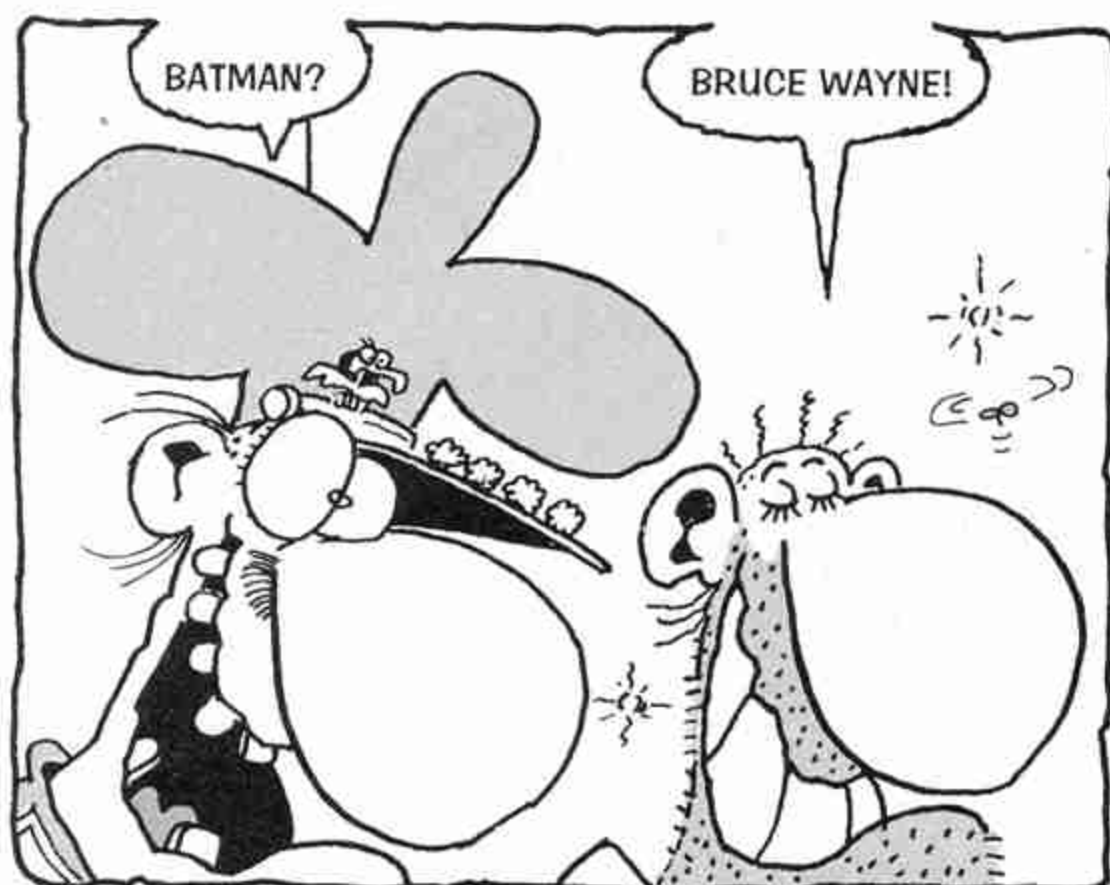
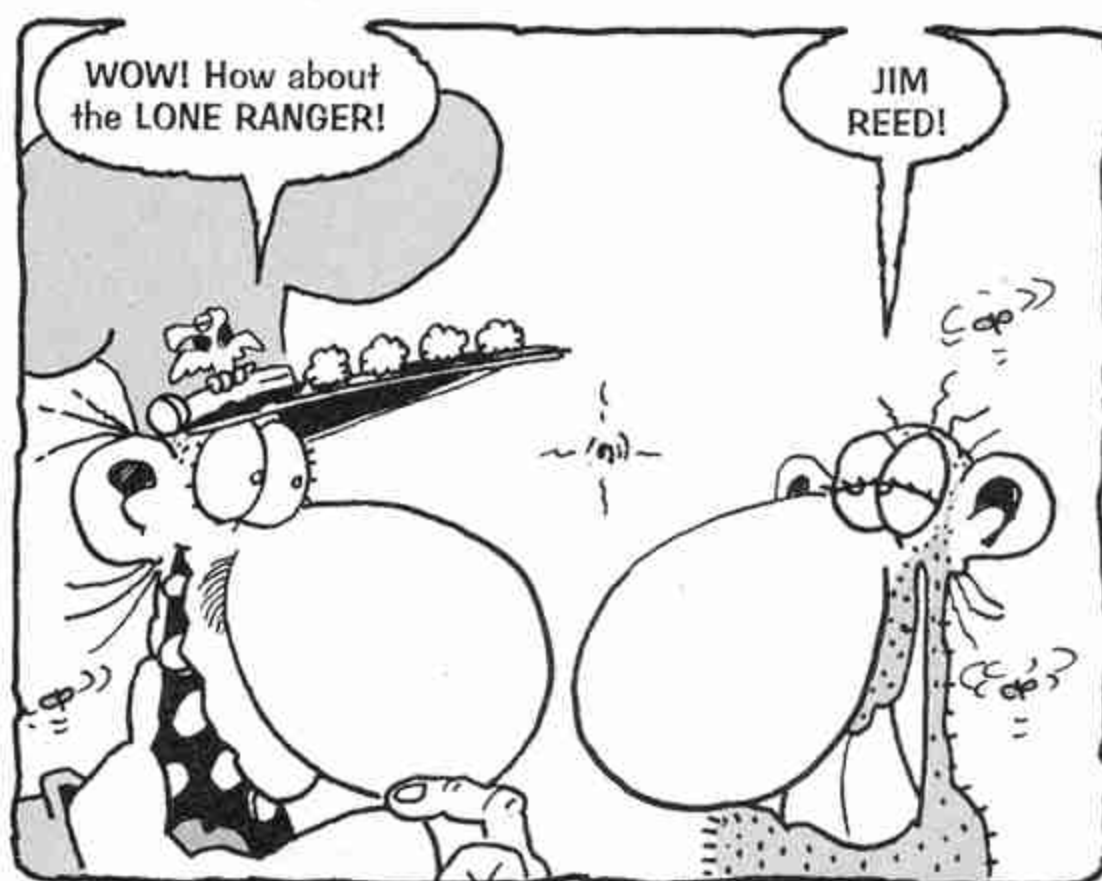
### TO NOT DO WELL:

*Side with the big, faceless corporation.*





# THE INTREPID INFORMER'S INDICTMENT











## AND THE WINNERS AREN'T DEPT.

*Every year come Grammy time, the music biz gets sucked dry of any semblance of creativity and limply bestows the same stodgy old awards upon their constantly changing industry. It is now time for these big losers to wake up and add...*

# New GRAMMY AWARD Categories We'd Like To See

ARTIST: RICK TULKA WRITER: MIKE SNIDER

1. Best Incoherent and Obscenity-filled Acceptance Speech from Last Year's Grammy Telecast.
2. Best Gimmick Designed to Distract Attention from the Fact that Performers Have No Musical Talent Whatsoever.
3. Best Artist That Few Like, but Whose CD Most People Buy Because it's the "Politically Correct" Thing to Do.
4. Most Unnecessary (and Painful) High Note by a New Female Vocalist Just Trying to "Show Up" Whitney Houston.
5. Most Injuries at a Heavy Metal Concert Caused by Lead Singer Whipping Fans Into a Frenzy.
6. Best Fictitious P.R. Version of How "Made-to-Order" Singing Group Just "Happened" to Get Together.
7. Most Shameless TV-Commercial "Sell-Out" by a Superstar Who Needs the Money About as Much as Ross Perot.
8. Most Unrecognizable Rendition of the National Anthem Performed at a Sporting Event.
9. Best Rap Album They Couldn't Give Away Until Outraged Politicians Showered it With Free Publicity.
10. Best Simulated "Love-making Noises" by Pre-Teen Pop Singers Who Have Never Even Kissed a Girl.
11. Best Live Concert, Lip-synched to Pre-recorded Vocals, With Pre-taped Music and Pre-programmed Synthesizers.
12. Best "Face-saving" Excuse for Returning to Old Band After Solo Career Fizzles.
13. Best New Rock Group That Will be Split up in Six Months Because They Can't Handle Success.



**I CAN'T BELIEVE IT'S NOT BETTER DEPT.**  
We all go through bad times. Fortunately, these bad times usually lead to good times, except when they don't and they lead to more bad times, or even worse times, which, sometimes, lead to the worst of worse times! Which is our way of introducing...

Street mimes... Suck!

**JUST WHEN YOU THINK**

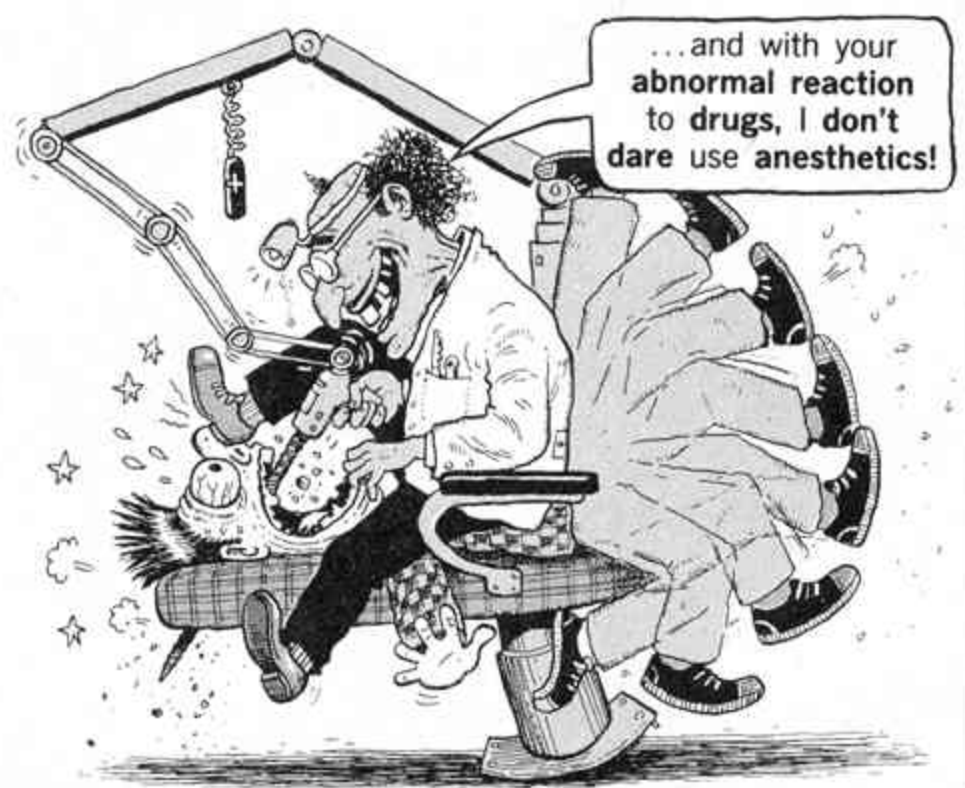


**WHEN YOU THINK IT CAN'T GET ANY WORSE...**

**YOU THINK IT CAN'T GET ANY WORSE... JUST**



IT CAN'T GET ANY WORSE... JUST WHEN YOU THINK IT CAN'T GET ANY WORSE... JUST WHEN YOU



ARTIST: TOM BUNK WRITER: FRANK JACOBS



IT CAN'T GET ANY WORSE... JUST WHEN YOU THINK IT CAN'T GET ANY WORSE... JUST WHEN YOU



First came Van Halen's popular song and video "RIGHT NOW." Then, it was Clear Pepsi's "RIGHT NOW" TV Commercial, based on Van Halen's popular song and video, "RIGHT NOW." Right now

# RIGHT

DIGITAL ARTIST: SAM VIVIANO

## RIGHT NOW

JACK NICHOLSON

IS SPENDING MONEY  
YOU SHELLLED OUT FOR  
SOME PIECE OF BATMAN  
CRAP YOUR DOG CHEWED  
UP 3 YEARS AGO!

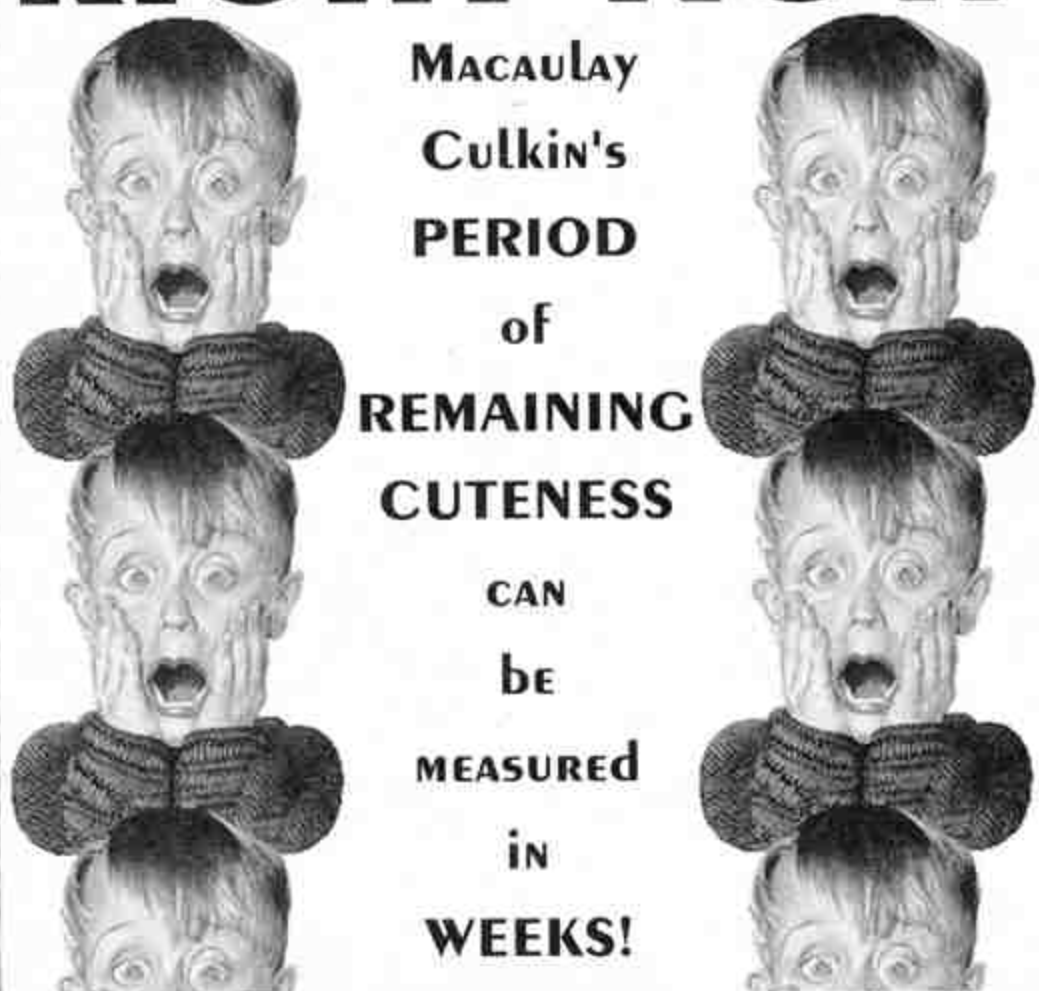
## RIGHT NOW

WEAPONS  
ARE  
PASSING  
UNNOTICED  
THROUGH  
AIRPORT  
X-RAY  
MACHINES  
WHILE  
MINIMUM-  
WAGE  
SECURITY  
PERSONNEL  
COMPARE  
LIP  
TATTOOS!



## RIGHT NOW

MACAULAY  
CULKIN'S  
PERIOD  
of  
REMAINING  
CUTENESS  
CAN  
be  
MEASURED  
in  
WEEKS!



## RIGHT NOW



DISGUSTED  
PRE-SCHOOLERS  
ARE WAITING UNTIL  
THEIR PARENTS LEAVE THE  
ROOM SO THEY CAN SWITCH  
CHANNELS FROM THAT @#%&\*!  
BARNEY TO BEAVIS AND BUTT-HEAD!

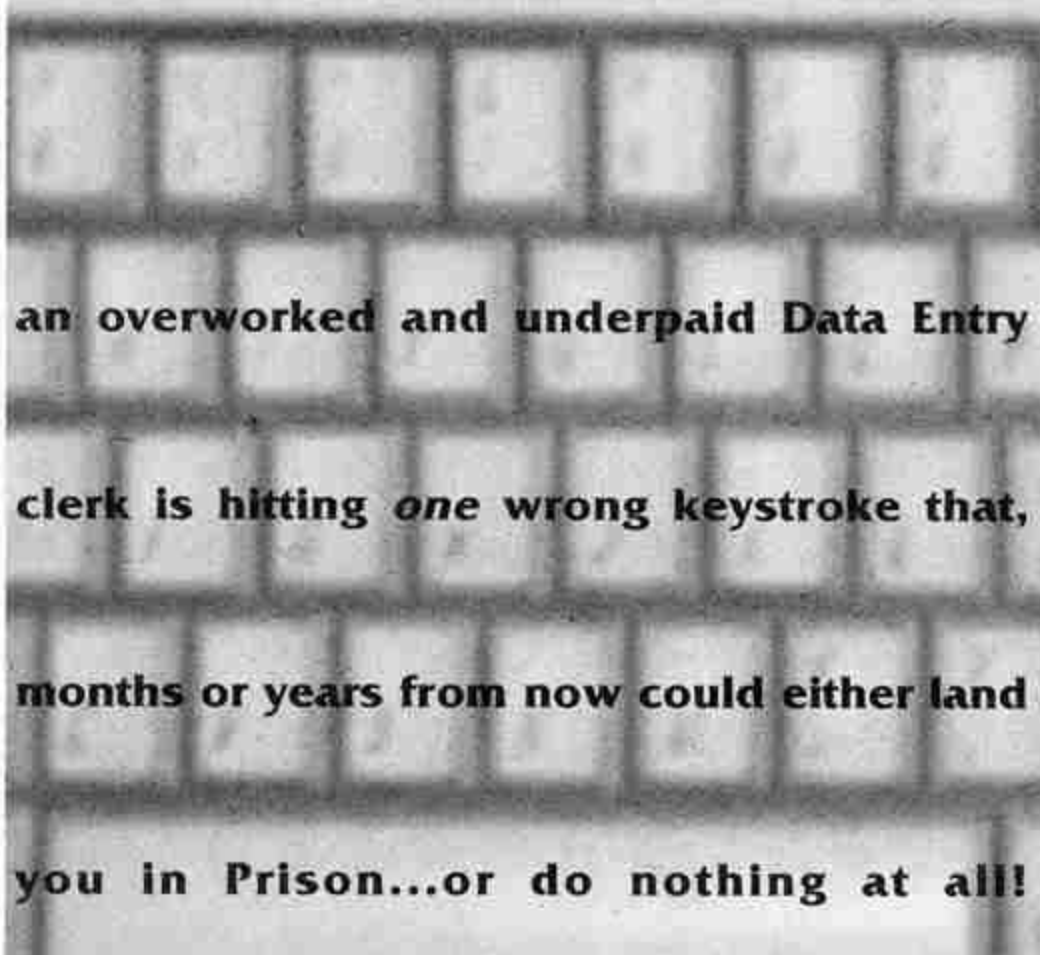


it's our turn to take a shot at Van Halen's popular song and video "RIGHT NOW," while making absolutely no reference to Clear Pepsi's "RIGHT NOW" TV Commercial! We boldly call this article...

# NOW!

WRITER: MIKE SNIDER

## RIGHT NOW



an overworked and underpaid Data Entry clerk is hitting *one* wrong keystroke that, months or years from now could either land you in Prison...or do nothing at all!

## RIGHT NOW

MEDIOCRE-TO-AWFUL AMATEUR BASKETBALL PLAYERS ARE WASTING \$125 ON SNEAKERS THAT NOT ONLY WON'T IMPROVE THEIR GAME — BUT ALSO NEGATE ONE OF THEIR BEST EXCUSES!



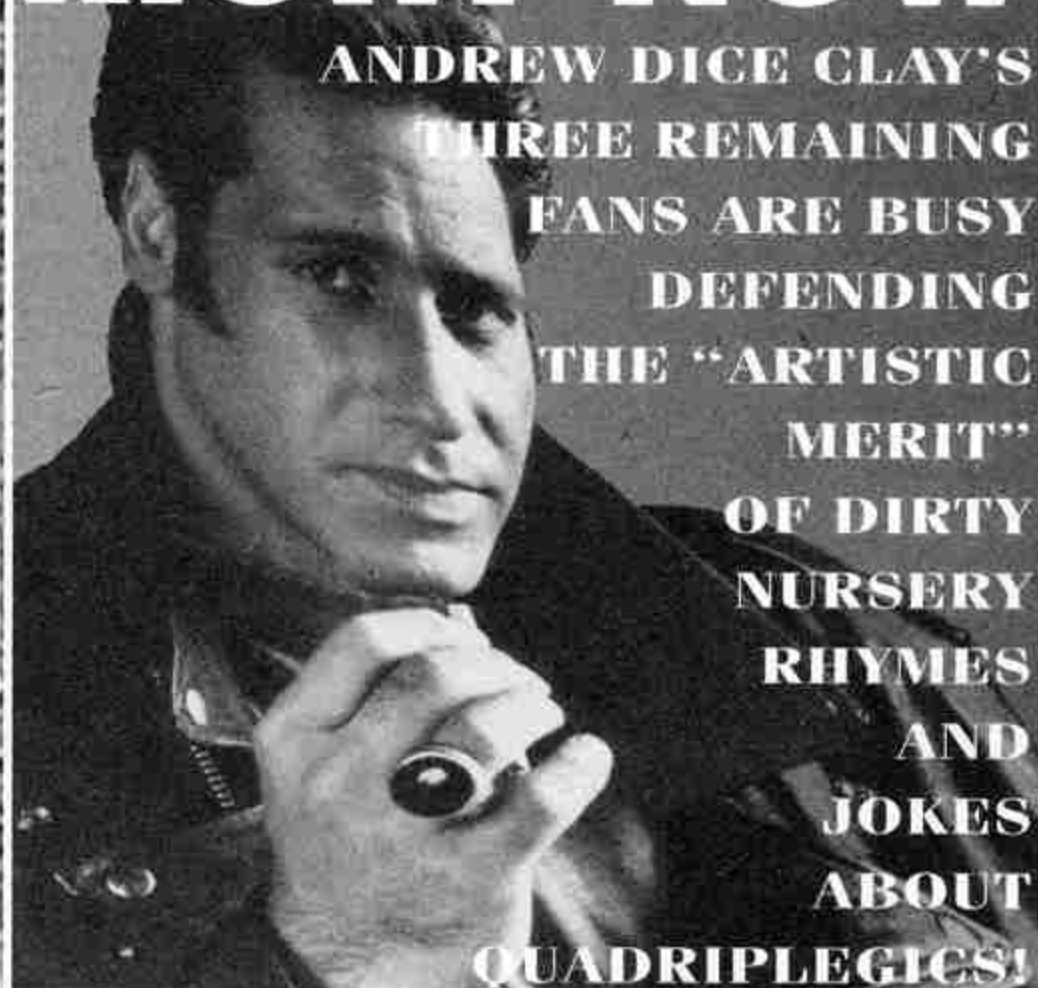
## RIGHT NOW

INSTRUCTORS AT TERRORIST TRAINING CAMPS ALL OVER THE WORLD ARE REMINDING THEIR CAR-BOMBING PUPILS: NEVER, NEVER, EVER USE YOUR REAL NAME ON THE RENTAL AGREEMENT!

INSTRUCTORS AT TERRORIST TRAINING CAMPS ALL OVER THE WORLD ARE REMINDING THEIR CAR-BOMBING PUPILS: NEVER, NEVER, EVER USE YOUR REAL NAME ON THE RENTAL AGREEMENT!

NEVER, NEVER, EVER, USE YOUR REAL NAME ON THE RENTAL AGREEMENT!

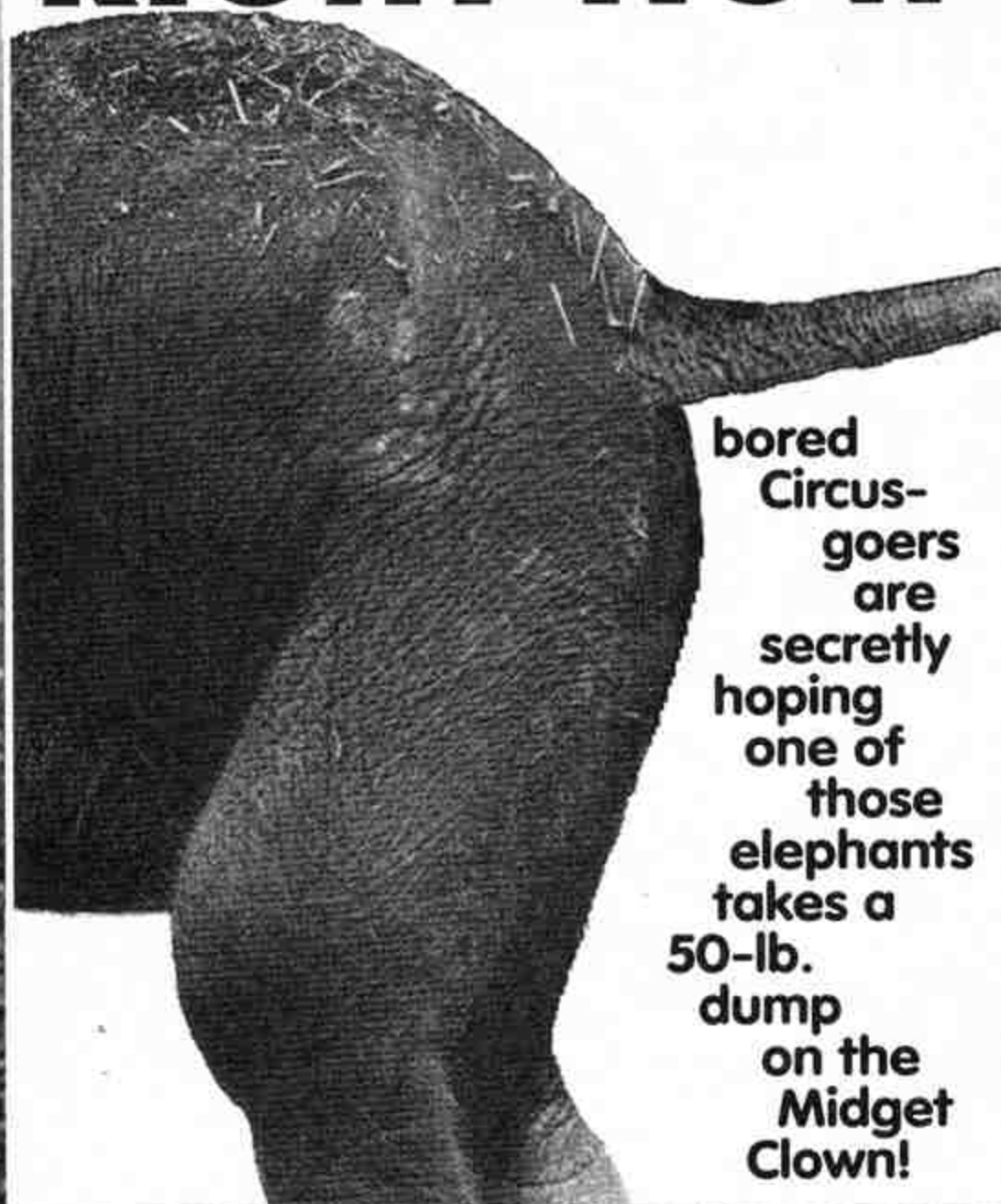
## RIGHT NOW



ANDREW DICE CLAY'S THREE REMAINING FANS ARE BUSY DEFENDING THE "ARTISTIC MERIT" OF DIRTY NURSERY RHYMES AND JOKES ABOUT QUADRIPEGICS!

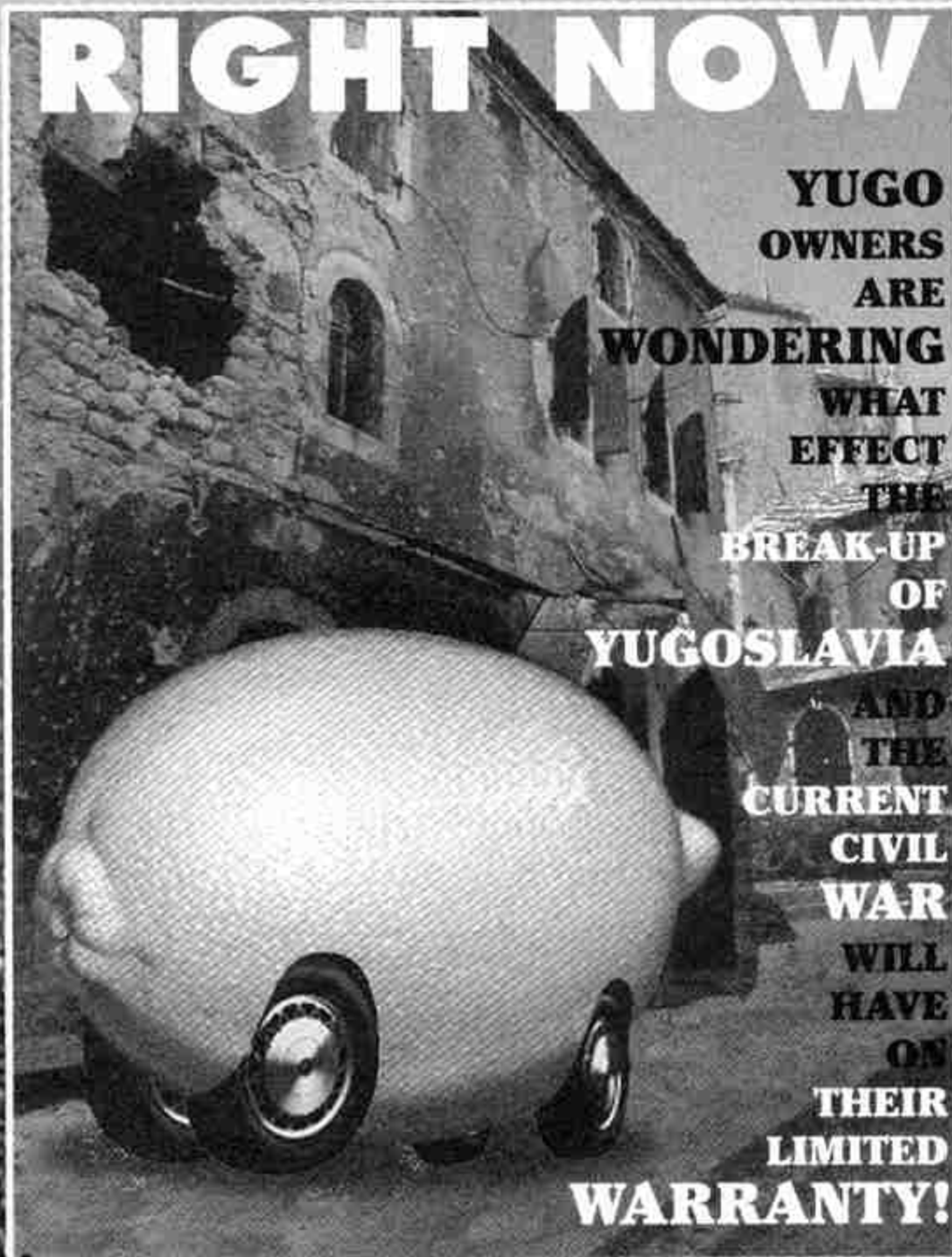


# RIGHT NOW



bored  
Circus-  
goers  
are  
secretly  
hoping  
one of  
those  
elephants  
takes a  
50-lb.  
dump  
on the  
Midget  
Clown!

# RIGHT NOW



YUGO  
OWNERS  
ARE  
WONDERING  
WHAT  
EFFECT  
THE  
BREAK-UP  
OF  
YUGOSLAVIA  
AND  
THE  
CURRENT  
CIVIL  
WAR  
WILL  
HAVE  
ON  
THEIR  
LIMITED  
WARRANTY!

# RIGHT NOW

PAWN  
SHOPS  
ARE  
BEING  
FLOODED  
WITH  
SLIGHTLY-  
USED  
TENOR  
SAXOPHONES  
FROM  
TRENDY  
DEMOCRATS  
WHO  
OVERESTIMATED  
THEIR  
MUSICAL  
ABILITIES!

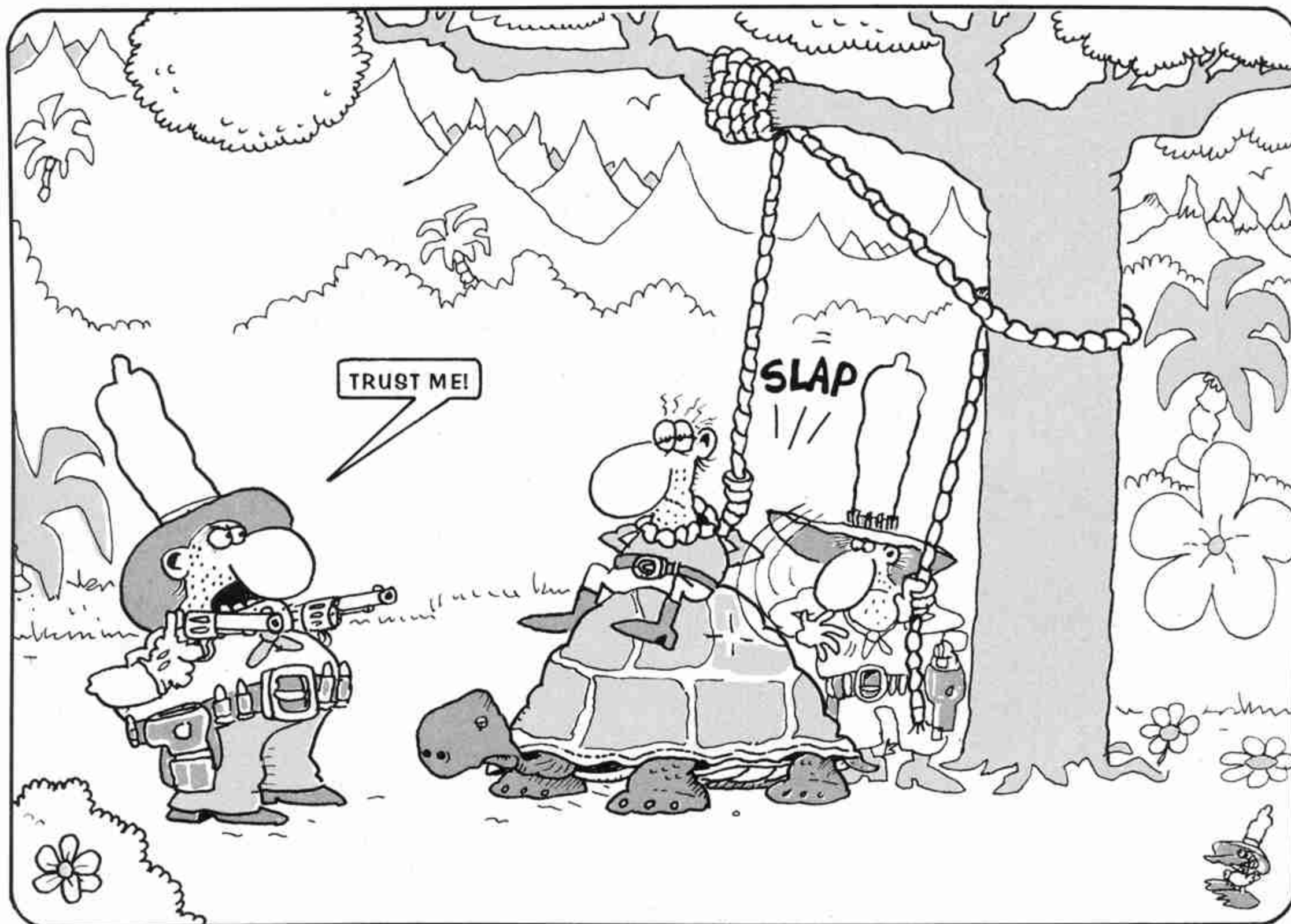
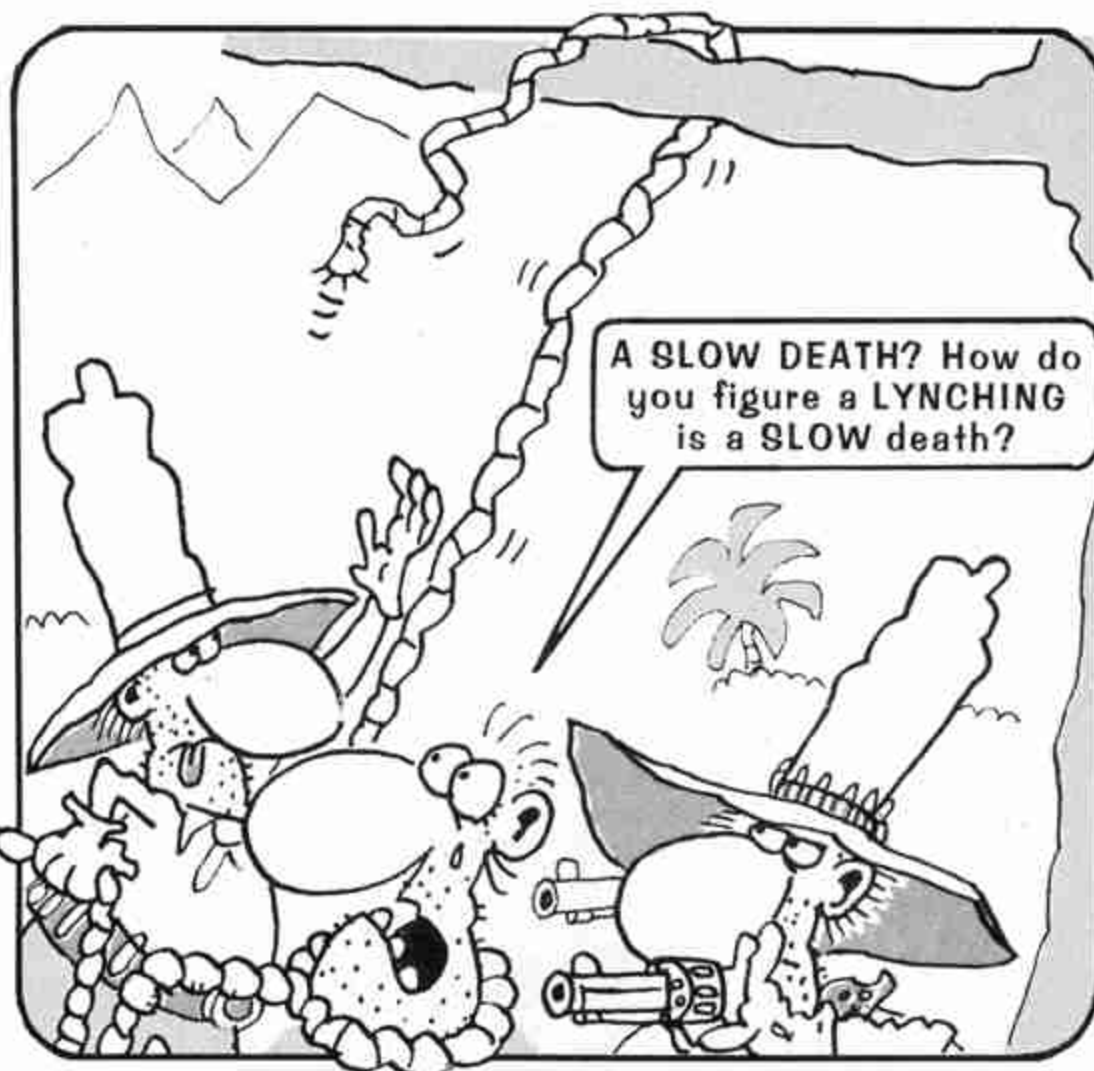
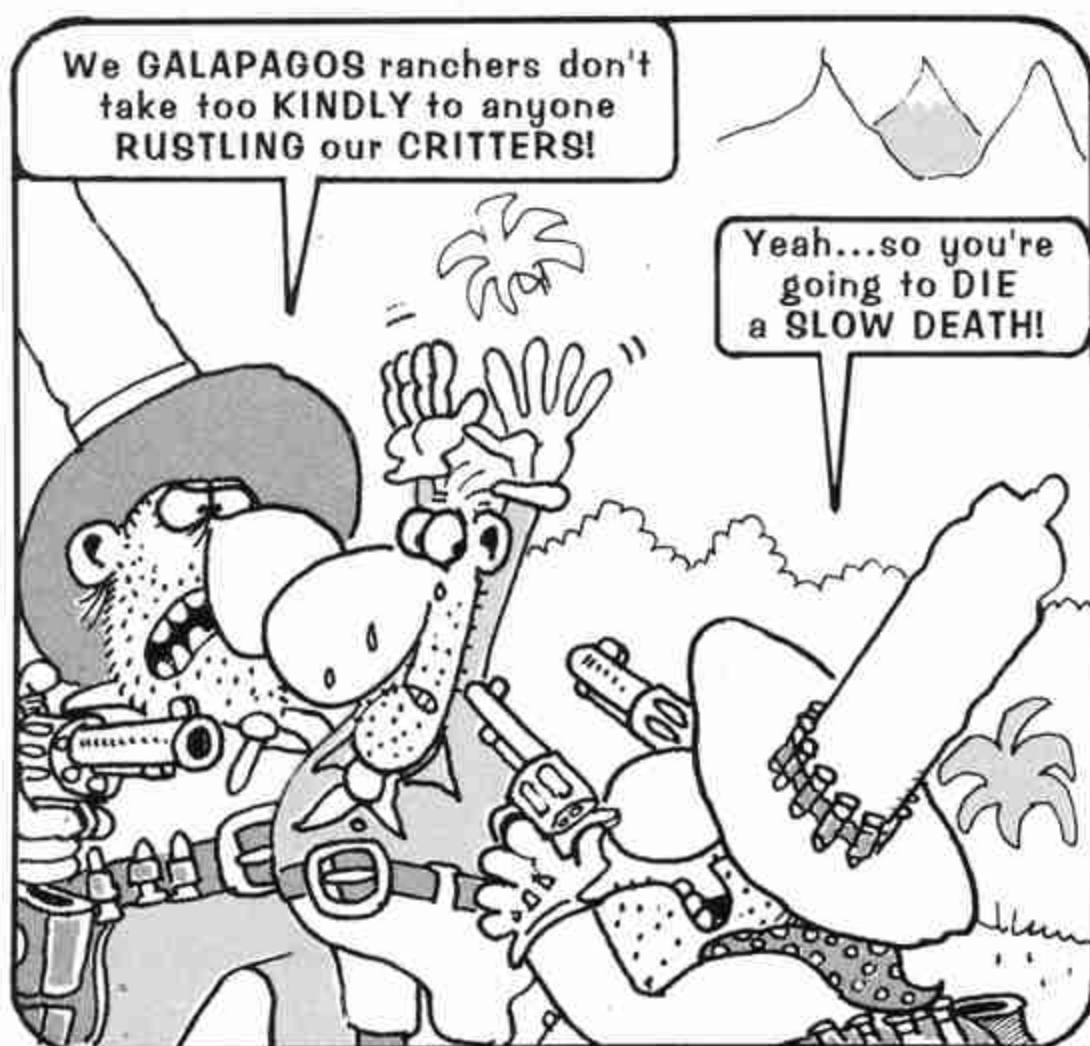
# RIGHT NOW

SERIAL KILLERS ARE PAUSING  
BETWEEN STABS, SLASHES OR  
HACKS TO PONDER JUST WHO  
SHOULD PLAY THEM IN THE TV  
MOVIE BASED ON THEIR CRIMES!





# THE GOOFY GALAPAGOS GOON-SQUAD






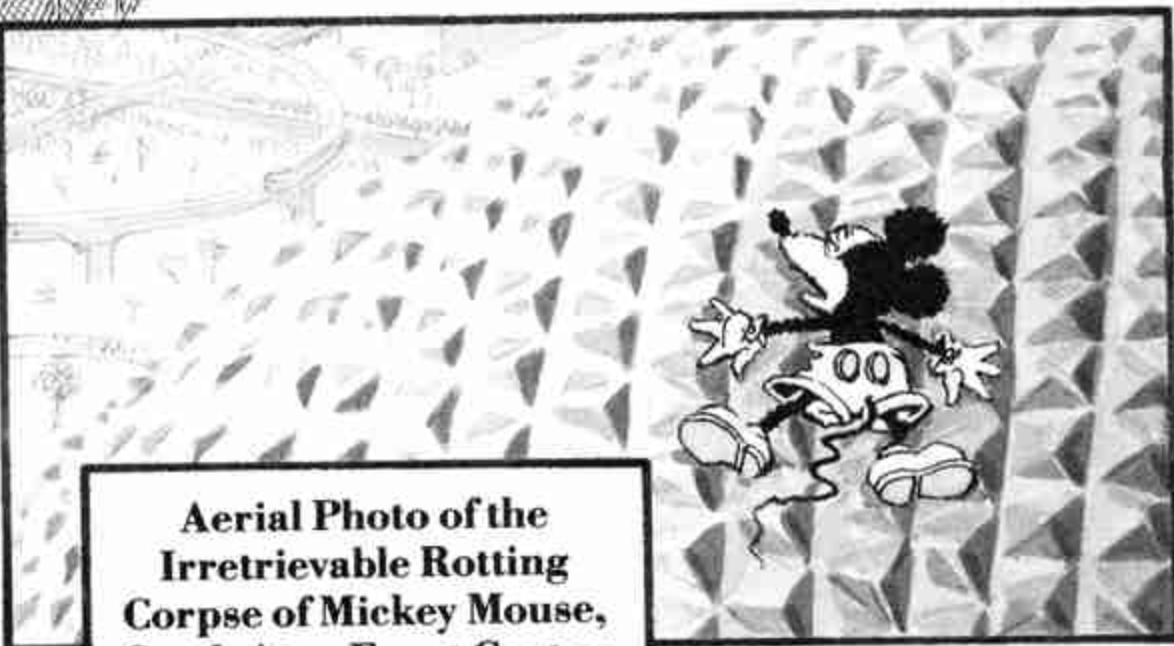
**THEY'RE THE DISEASE AND WE'RE THE CURATOR DEPT.**

*Visitors to our nation's capital delight in catching a glimpse of America's wrinkled national symbol. No antbrain, not Strom Thurmond! The California Raisins! Those dancing purple fruits are now strutting their stuff in the Smithsonian, next to the Apollo moon*

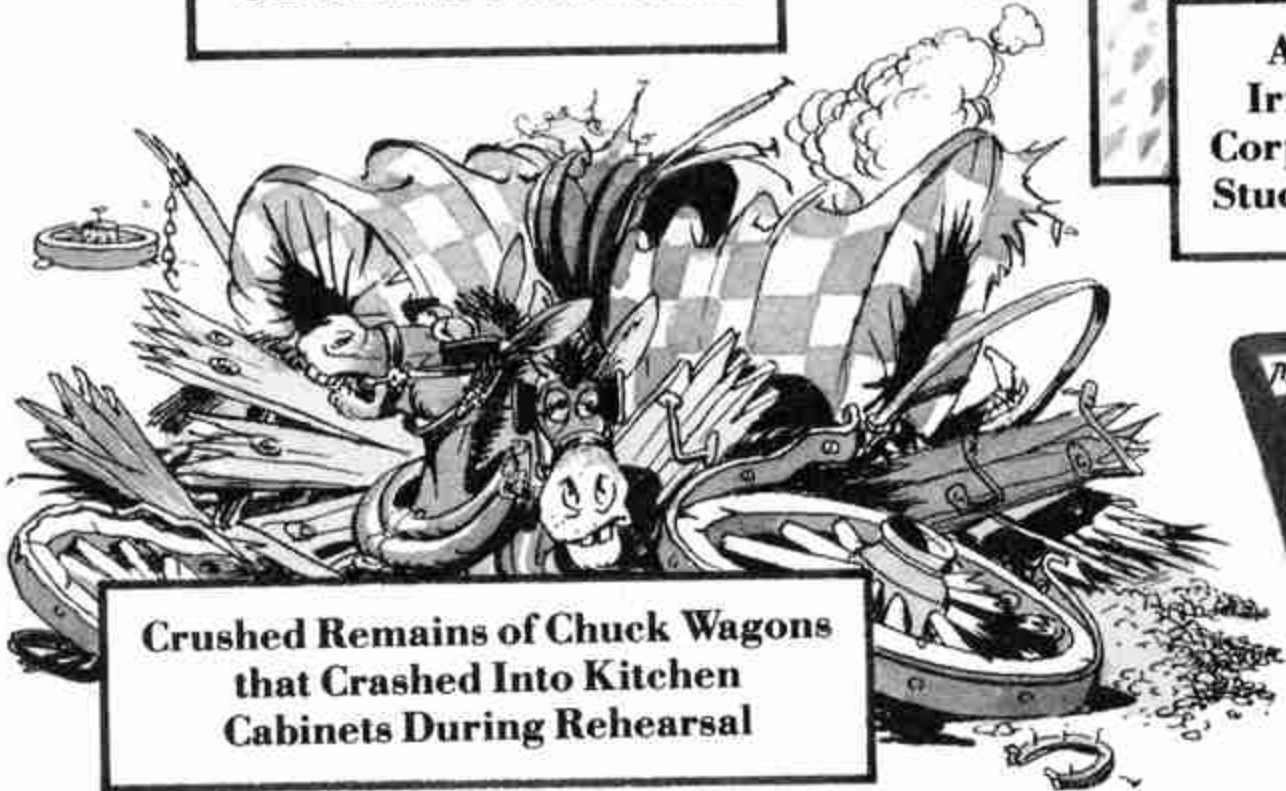
# When The Smithsonian O



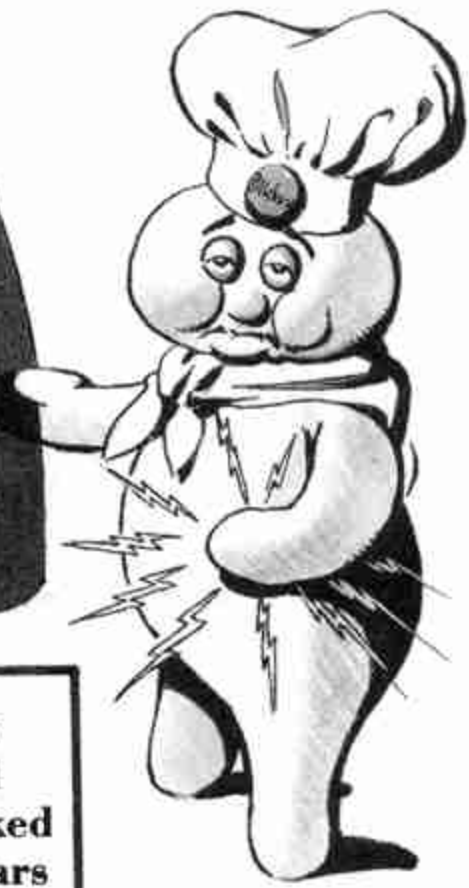
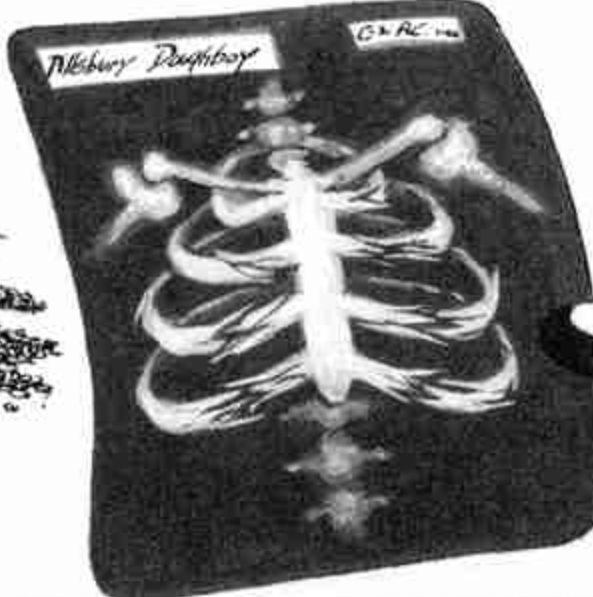
The Electrified Fence That Keeps All Fat, Ugly People Out Of Soda Commercials




Aerial Photo of the Irretrievable Rotting Corpse of Mickey Mouse, Stuck Atop Epcot Center



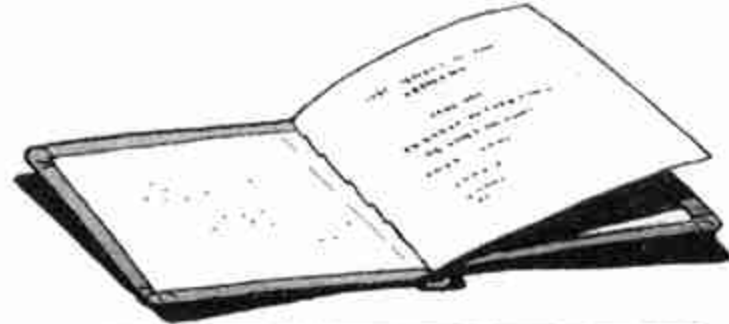
Crushed Remains of Chuck Wagons that Crashed Into Kitchen Cabinets During Rehearsal



X-rays of the Pillsbury Dough Boy's Fractured Rib Cage From Being Poked in the Stomach for 20 Years



The Body of Colonel Sanders (Preserved with 11 Herbs and Spices)



A Copy of the "Not-So-Close Rhyming Dictionary" Used by the Copywriter Who Coined the Not-So-Catchy "Leggo My Eggo!"



capsule and the Spirit of St. Louis, as an "example of pop culture." That's right, we are now the only nation on the face of the planet with clay raisins on display in a national museum! And we can only imagine what other crapola they'll put in there...

# Opens An Advertising Wing

ARTIST: GEORGE WOODBRIDGE WRITER: DESMOND DEVLIN



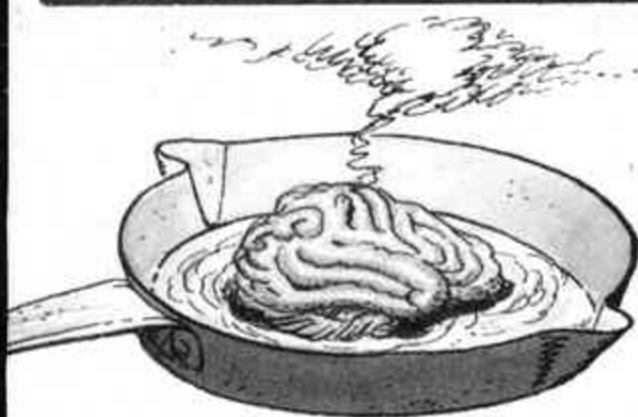
**Yellow Phlegm  
Coughed Up  
by Joe Camel**



**First Auto Wreck  
Caused By Drivers  
Passing Grey Poupon  
In Moving Traffic**



**Mutant Corpses of  
the Father and Son  
featured in the "Nuclear  
Energy is Safe" Commercials**



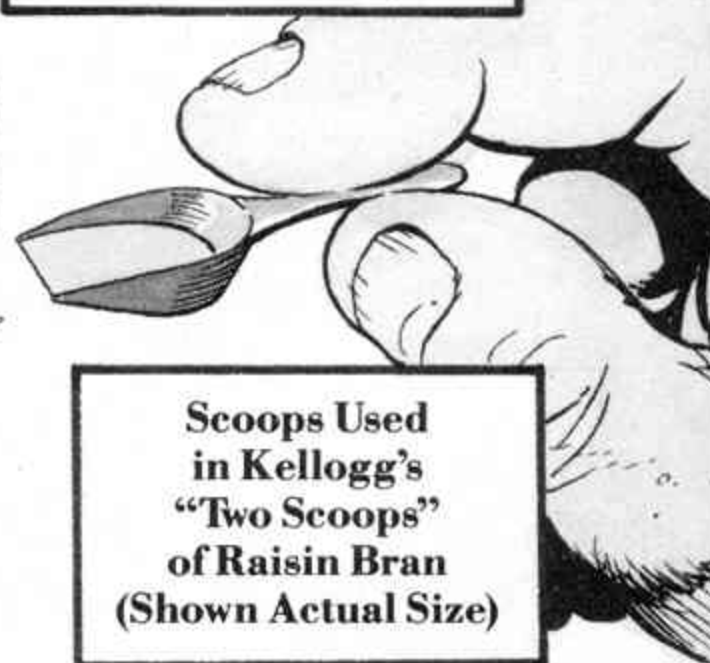
**The Brain of the Guy  
Who Wrote, "This Is  
Your Brain—This Is  
Your Brain On Drugs."**



**Alba Broccolini, the Only  
Girl in Earth's History  
to Actually Ask Her  
Mother If She Douches**



**Rare Photo of Wilford  
Brimley Taken After  
32 Takes of Quaker  
Oatbran High Fiber  
Cereal Commercial**



**Scoops Used  
in Kellogg's  
"Two Scoops"  
of Raisin Bran  
(Shown Actual Size)**

Getting stuck sitting in the middle of the back seat of a car, so your feet are on that hump and your knees are touching your chin... **Sucks!**



# A MAD LOOK AT





# GAMBLING



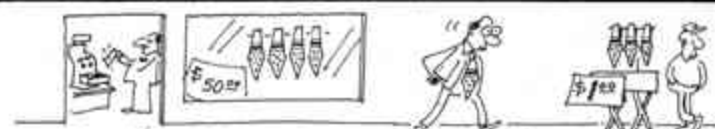
ARTIST AND WRITER: SERGIO ARAGONES







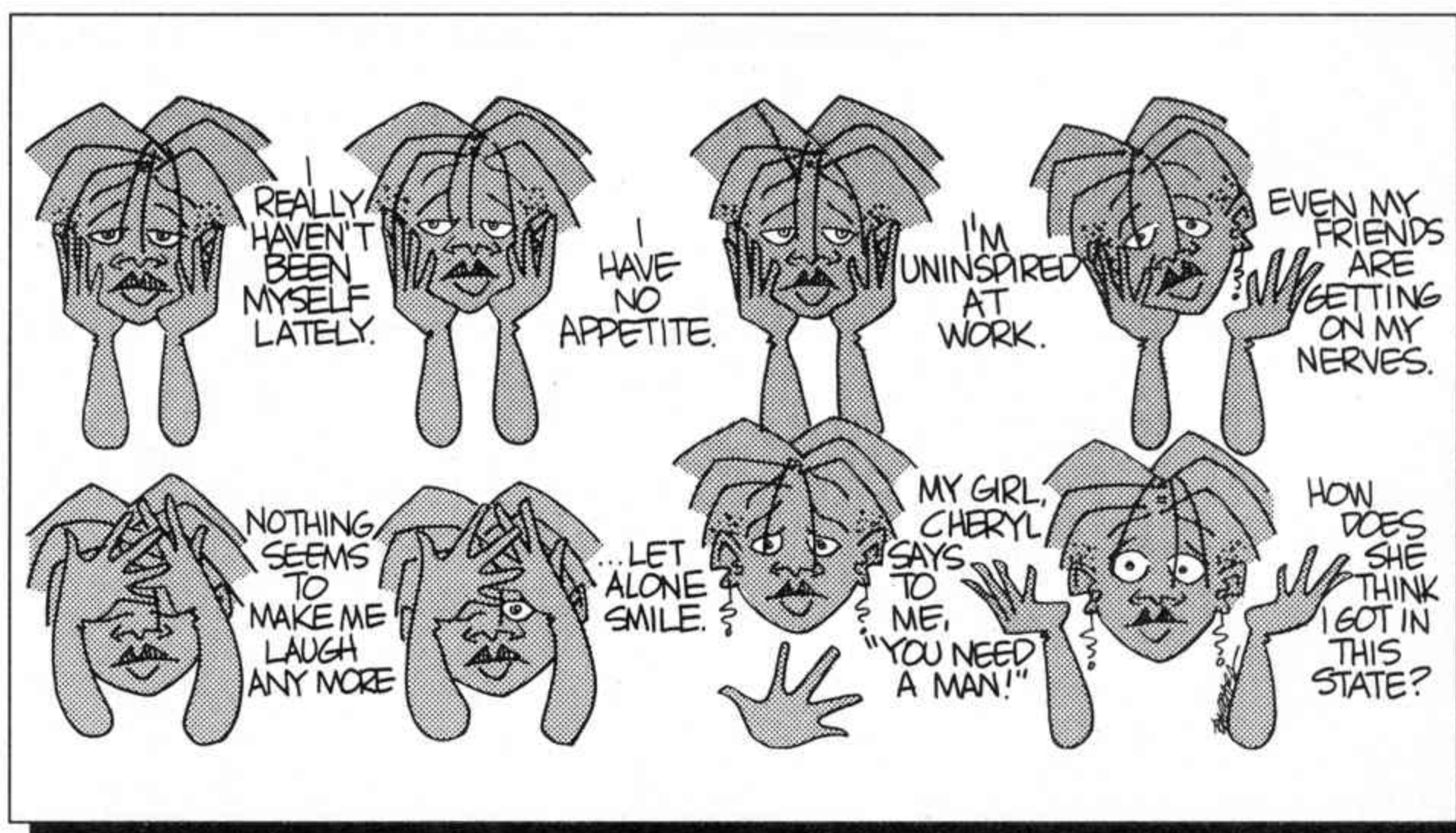
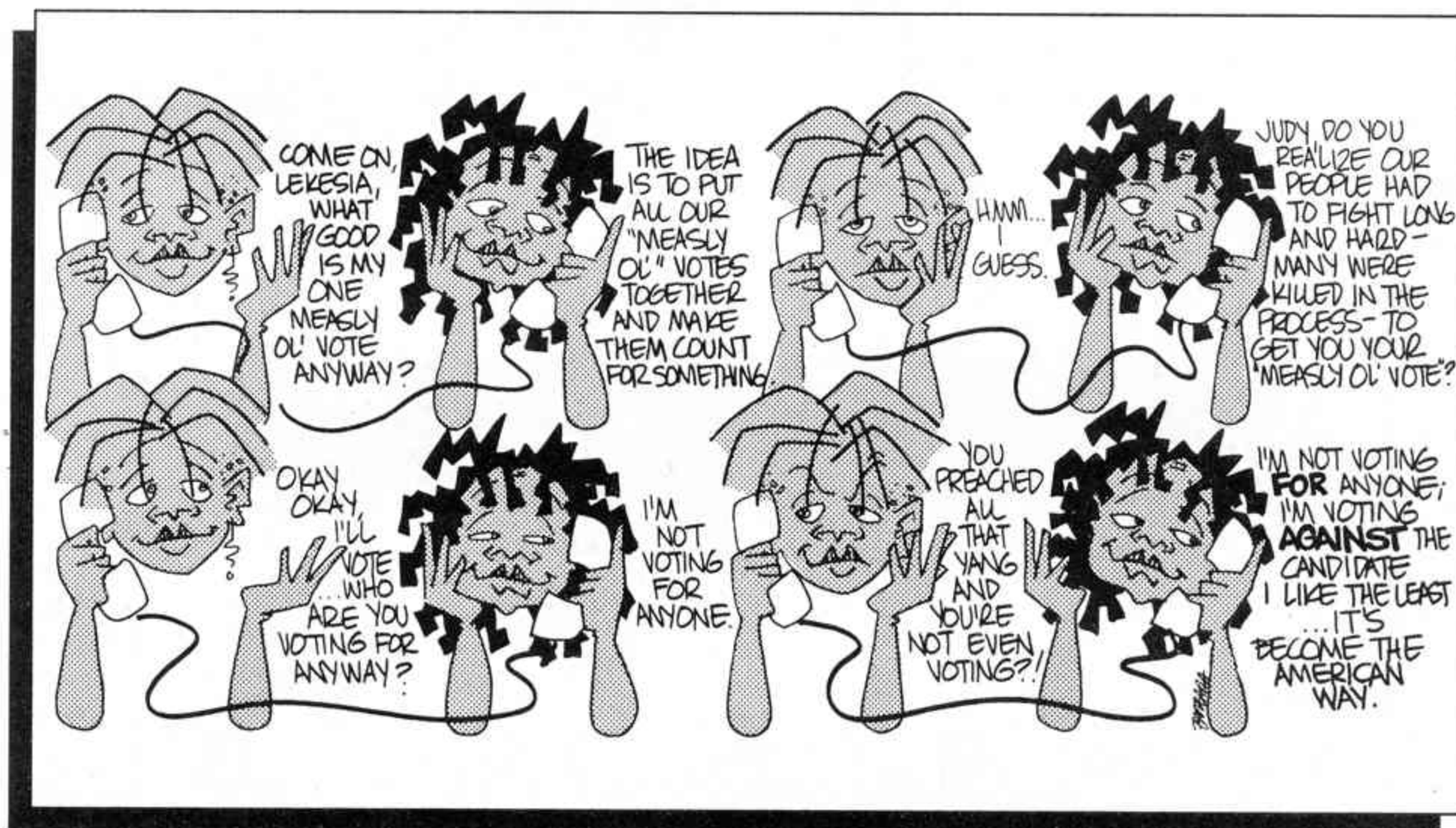




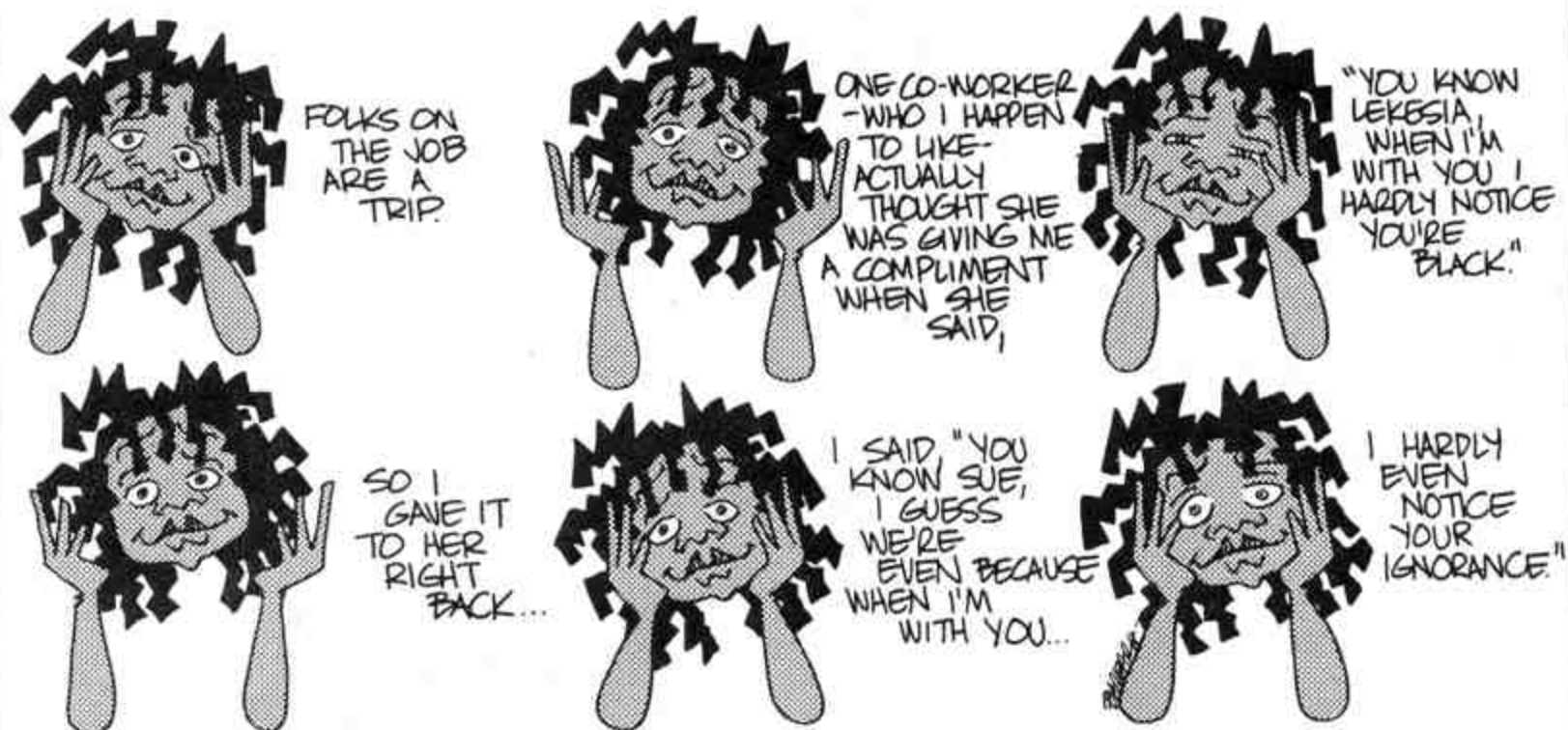
# WHERE I'M COMING FROM

Selected Strips From the New Book by...

**BARBARA BRANDON**









I WANT WHATEVER  
MAKES YOU  
HAPPY, LYDIA.  
BUT IF YOU  
DECIDE TO  
HAVE THIS  
BABY,  
UNDERSTAND  
I'M NOT  
PREPARED TO  
MARRY YOU.

WE'VE ALWAYS HAD  
A HONEST  
RELATIONSHIP.  
I KNOW YOU  
ARE NOT THE  
MARRYING  
KIND... AND  
YOU KNOW I  
WANT TO BE A MOM.

YOU REALIZE  
I'VE ALREADY  
ACCEPTED  
THAT TRANS-  
FER.  
I'LL BE  
FAR AWAY  
WHEN THE  
BABY IS BORN.

I UNDER-  
STAND  
THAT.  
YOU'VE  
GOT TO  
DO WHAT  
YOU'VE  
GOT TO DO.

I JUST  
HOPE YOU  
KNOW WHAT  
YOU'RE  
DOING,  
BABE. IT  
WON'T BE  
EASY.

I KNOW IT  
WON'T, BUT  
I'M UP FOR  
IT. JUST  
COME ON  
BACK AND  
SEE US IF  
YOU CAN.

JUST PROMISE  
ME ONE  
THING,  
MAKE SURE  
YOU CALL  
ME IF IT'S A  
BOY.



MY BOSS OVERHEARD  
ME SAYING TO A  
CO-WORKER, "I CAN'T  
BEAR THE NEWS THESE  
DAYS. I FEEL SO HELPLESS  
WATCHING PEOPLE  
STARVE TO DEATH ON  
MY TELEVISION."



SO HE CHIMES  
IN WITH,  
"NEITHER  
CAN I!  
THE HORROR!  
IT'S AN  
ATROCITY!"



I SAY - AGAIN TO  
MY FRIEND -  
"I'M AFRAID  
IT'S ANOTHER  
CASE OF  
TOO LITTLE  
TOO LATE."



INSISTING ON  
JOINING IN OUR  
CONVERSATION,  
HE SAYS, "HOW  
TRUE! I FEEL  
LIKE I'M RELIVING  
WWII. YUGOSLAVIA  
REMINDS ME OF -"



I SAID, "IF YOU  
WERE A PART OF  
THIS CONVERSATION  
YOU WOULD KNOW  
THAT WE WERE  
TALKING ABOUT  
SOMALIA - NOT  
BOSNIA - ANOTHER  
WORLD TRAGEDY."



HOLDING TRUE TO  
FORM, MY IDIOT  
BOSS SAYS,  
"COME ON,  
STARVATION IS  
ACCEPTED IN  
AFRICA."



I KNOW I'M THE  
ONE WHO CHOSE  
TO BE A SINGLE  
MOM, BUT  
SOMETIMES  
THE PRESSURE  
SEEMS MORE  
THAN I CAN  
BEAR.



FIVE MINUTES OF  
QUIET IS ALL  
THAT I WANT.  
FIVE MINUTES!  
IS THAT  
TOO MUCH  
TO ASK?!



ARETHA! ARETHA!  
ARE YOU ALL RIGHT?!  
WAKE UP!  
WAKE UP!

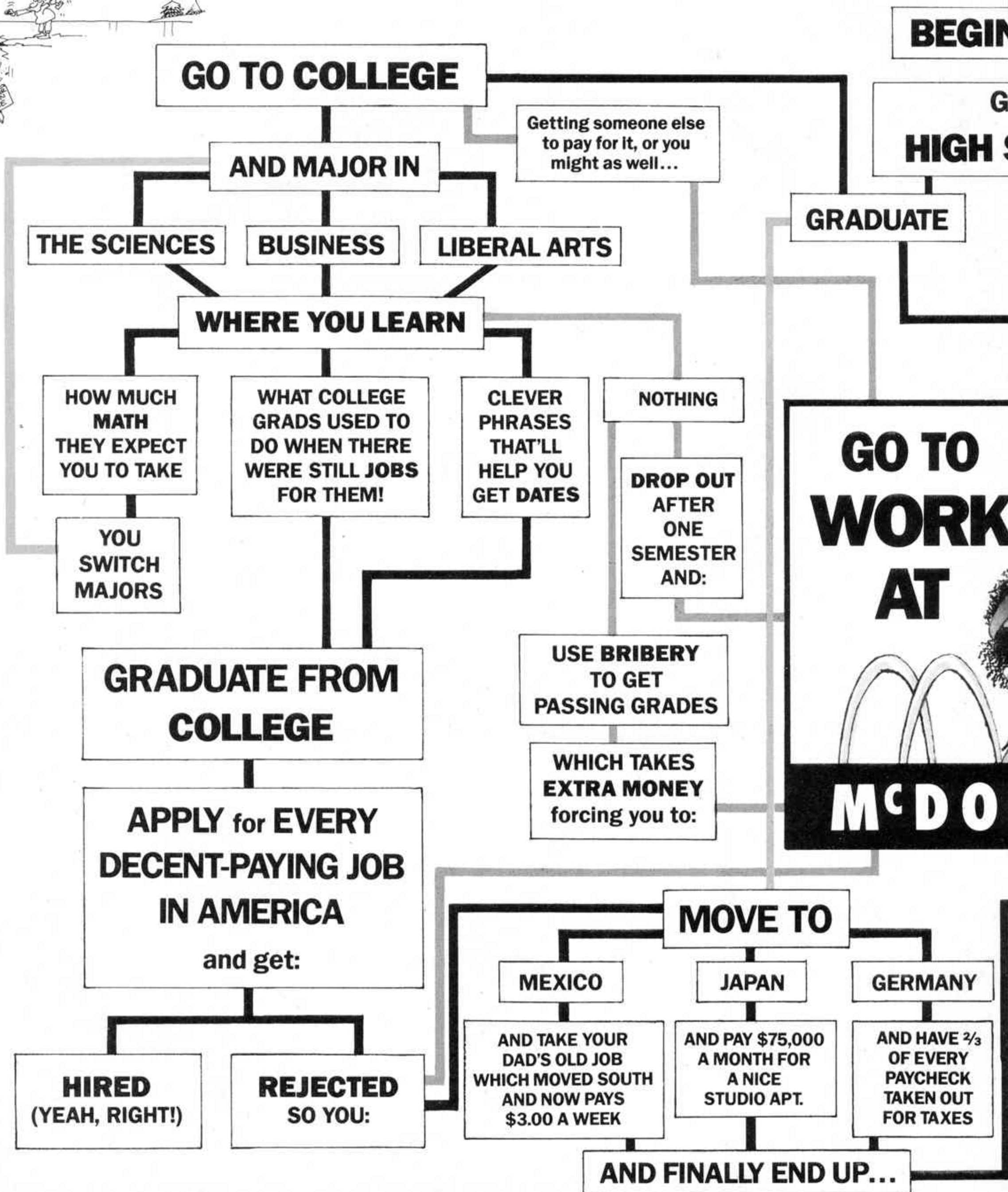




# OPPORTUNITIES KNOCKED DEPT.

Things sure are different nowadays. It used to be that parents had high aspirations for their kids. They scrimped and saved to send their kids to college so that they would be assured a good job and a bright future. But that American dream is now dead. Given today's tough times we are now forced to adhere to...

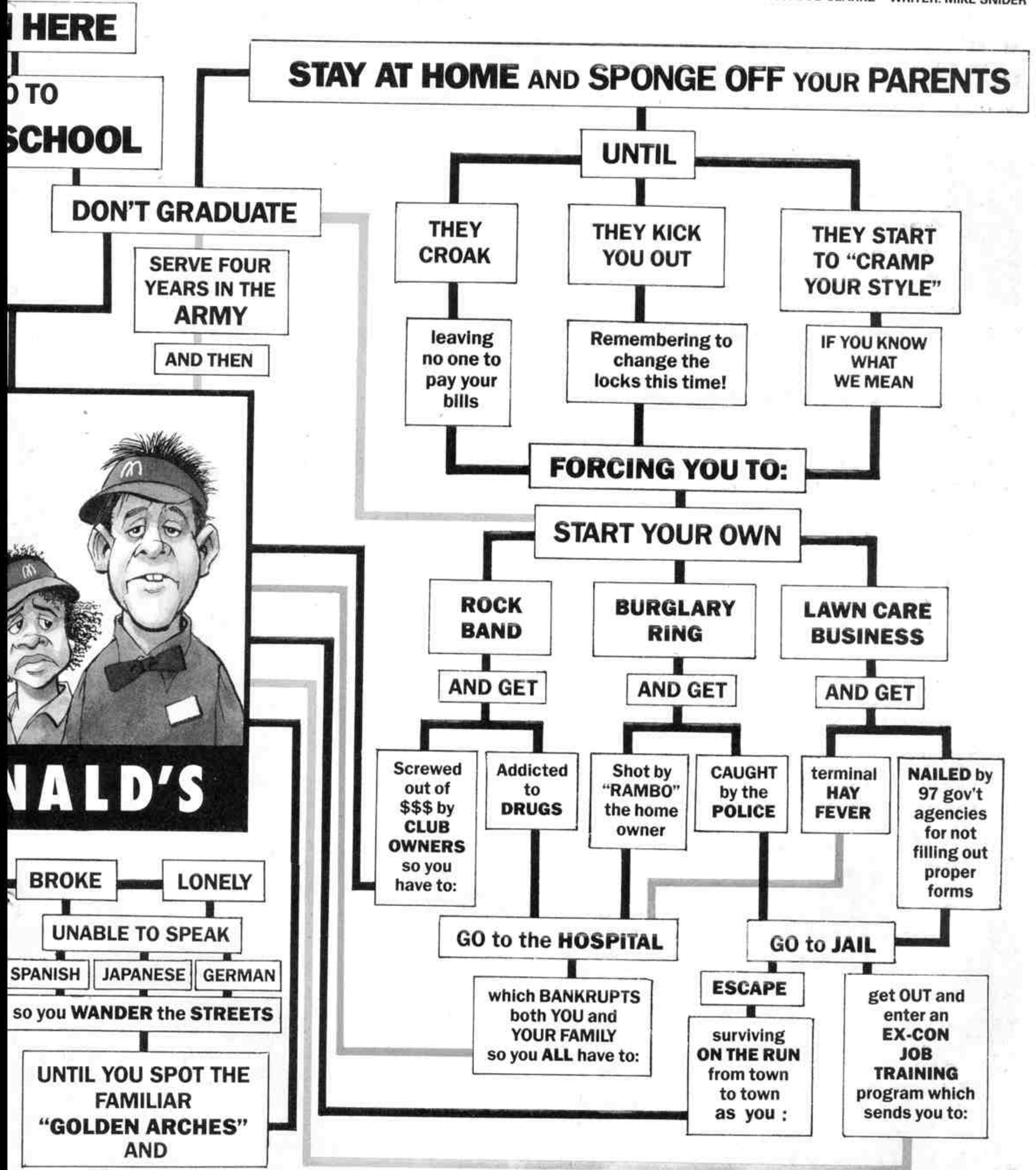
# THE NEW AMERICAN





# DREAM CAREER PATH CHART

ARTIST: BOB CLARKE WRITER: MIKE SNIDER





**If your current financial situation forces you to wait awhile before having a kid...IT'S A RECESSION**



**If your current financial situation forces you to wait awhile before feeding your kid...IT'S A DEPRESSION**

**If you can't afford to replace that broken-down refrigerator of yours...IT'S A RECESSION**



**A PENNY CRAVED IS A PENNY YEARNED DEPT.**

There's an old saying that goes, "A recession is when your neighbor loses his job—a depression is when you lose yours!" Well, since most MAD readers don't have jobs anyway, we thought we'd show you some other key signs that tell you...

**It's a RECESSION**



**If you like Sundays because it gives you a break before you have to start the job hunt again...IT'S A RECESSION**

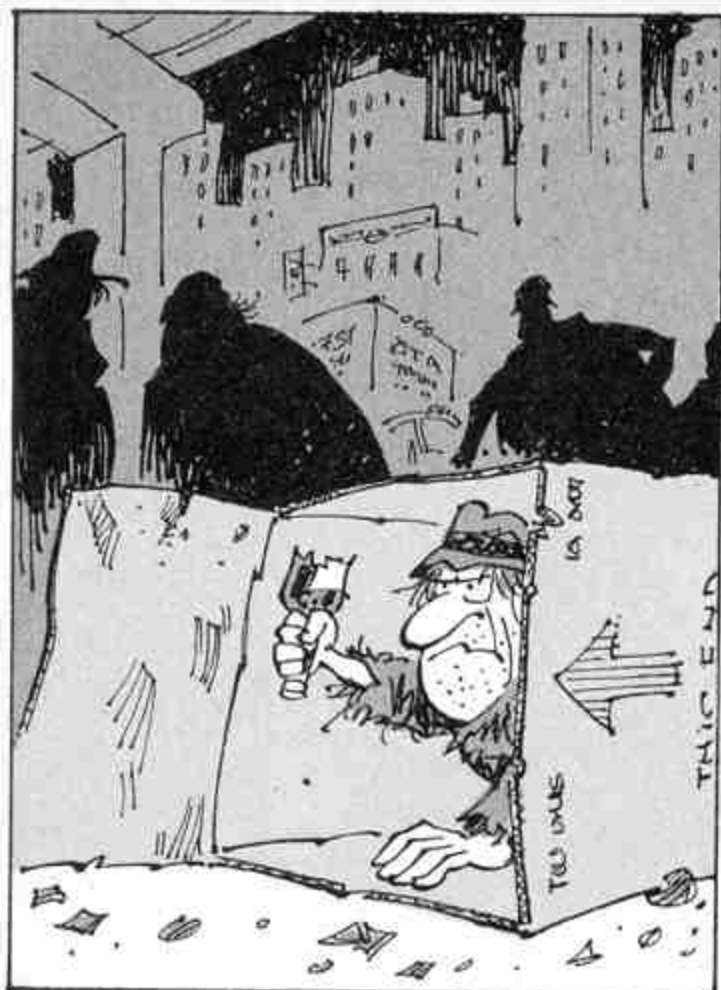


**If you like Sundays because the newspapers are the thickest and warmest that day...IT'S A DEPRESSION**

**If Ted Koppel hosts an economic summit in order to discuss the merits of Keynesian theory on the current crisis...IT'S A RECESSION**







**If you're fighting other vagrants over the box it came in... IT'S A DEPRESSION**

**If a .255, 14-homer  
hitter signs a 5-year,  
36-million-dollar  
contract... IT'S A RECESSION**



**If the same player signs  
the same contract—but  
the fifth year isn't  
guaranteed... IT'S A DEPRESSION**

# CESSION... PRESSION...

ARTIST: PAUL COKER WRITER: DESMOND DEVLIN



**If Ted Koppel wipes  
a greasy rag across  
your windshield...  
IT'S A DEPRESSION**

**If the biggest business  
deal you pulled off in  
the last year was just  
one-fourth of what it was  
in 1988... IT'S A RECESSION**



**If your biggest deal in  
the past year was trading  
Ventnor Avenue and the  
Water Works for Park  
Place... IT'S A DEPRESSION**



**If you're supplementing your diet by clipping coupons...  
IT'S A RECESSION**



**If you're supplementing your diet by eating coupons...  
IT'S A DEPRESSION**

**If you have to move back in with your parents...  
IT'S A RECESSION**



**If mom's in the front seat, dad's in the back seat, and you get the trunk...  
IT'S A DEPRESSION**

**If the tellers down at the savings bank don't even recognize you anymore...  
IT'S A RECESSION**



**If the gang down at the blood bank gives you high fives and your "usual table"...  
IT'S A DEPRESSION**

**If you can't eat out as often as you used to...  
IT'S A RECESSION**



**If you eat out much more often than you used to—only out of dumpsters...  
IT'S A DEPRESSION**





BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

ARTIST AND WRITER: DAVE BERG



## MODERN TECHNOLOGY



## RECOMMENDATIONS



Overly affectionate sweaty people... Suck!





## GIFTS

It's my **daughter's** fifteenth birthday tomorrow! Do you have any suggestions?

The best thing is to buy her something that she **wouldn't** buy for herself!

Are you kidding? There's **nothing** she **wouldn't** buy for herself!



## SUPERSTITION

Don't ever open an umbrella inside the house! It brings **bad luck**!

The **bad luck** already arrived!



## SUMMER VACATION

What a **wild scene**! When the final bell rang in school today, everyone ran out of the building **yelling and screaming**!

You'd think the **teachers** would have more **dignity** than that!



## FASHION

Since **bell bottoms** are coming back in **style**, I thought I could **save money** by trying on the **clothes** in the **attic**! The trouble is all the **pants** are too **tight**!

Too **tight** around the **waist**?

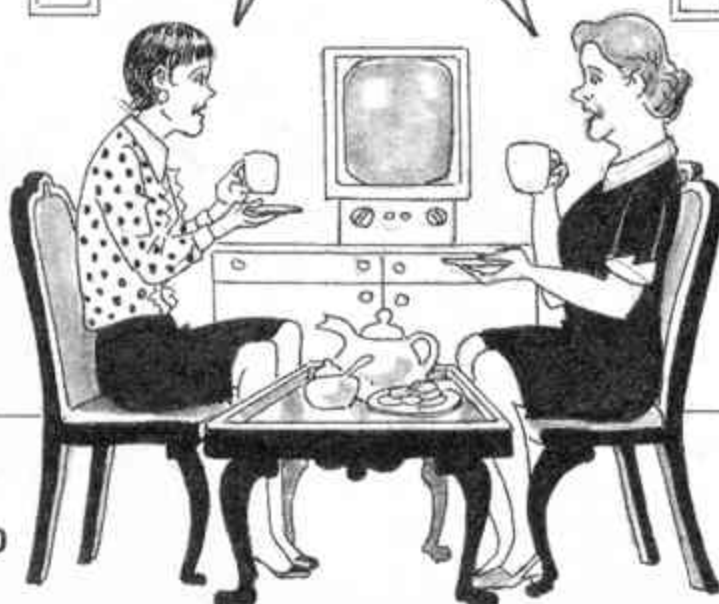


## PLANNING AHEAD

Mom, Bernie Buda asked me to **marry him**! What do you think?

**Before** you give him your decision, the most **important thing** you must **consider** today is...

...is **he** the **man** you'd want your **children** to **spend every other weekend** with?



## DIFFERENCES

Do you **believe** the **color** of the **water** in this **lake**? Talk about **pollution**!

I know! There's only **two kinds** of **fish** you can **catch** here...





Lookers—people who carefully examine their Kleenex after blowing their nose into it... **Sucks!**

## IN-LAWS



## EGO

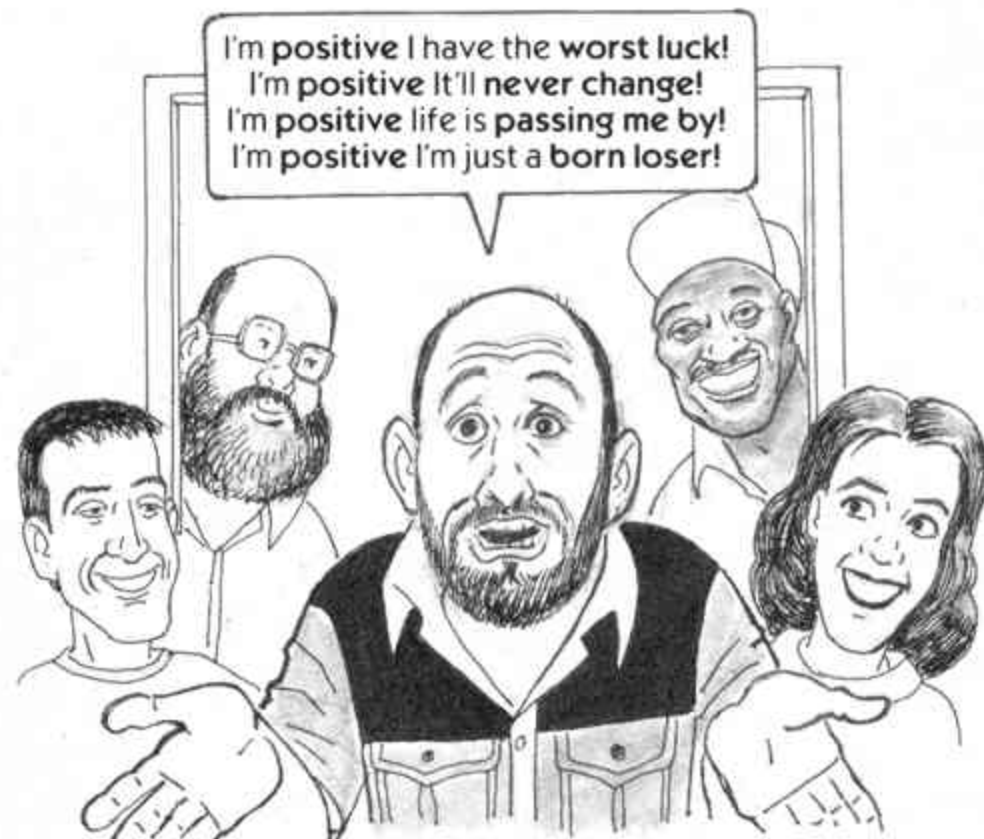
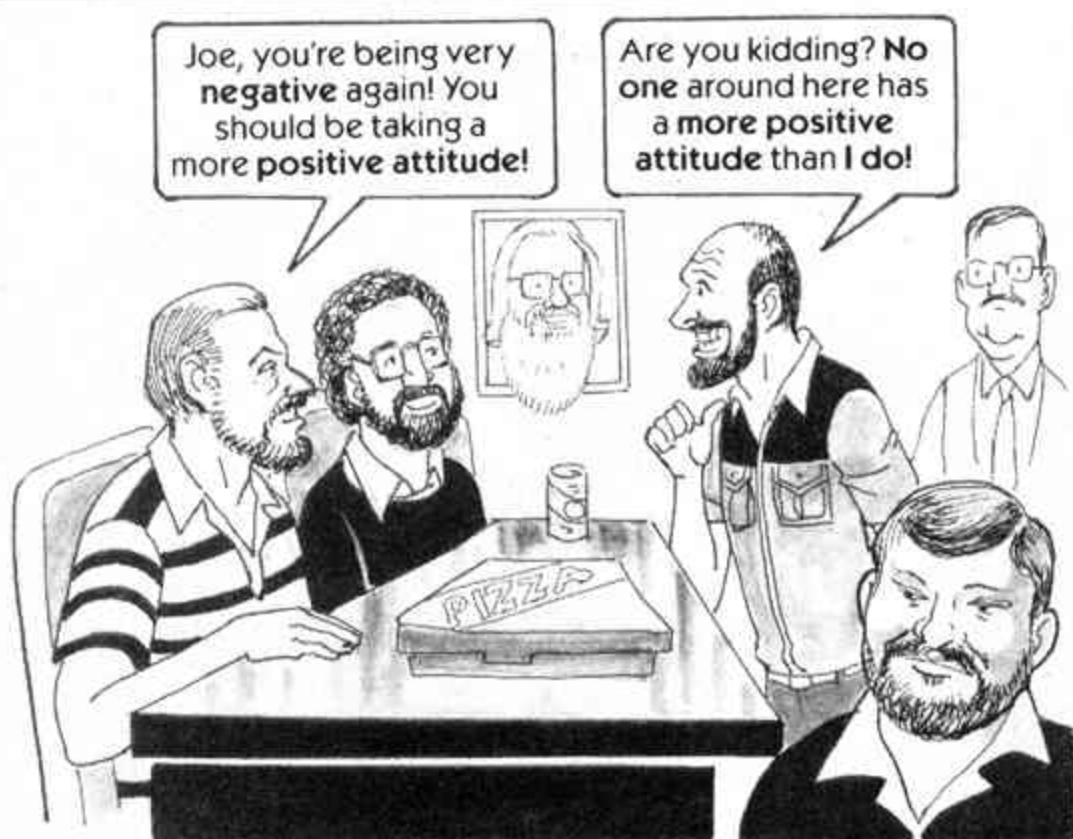


## CRIME

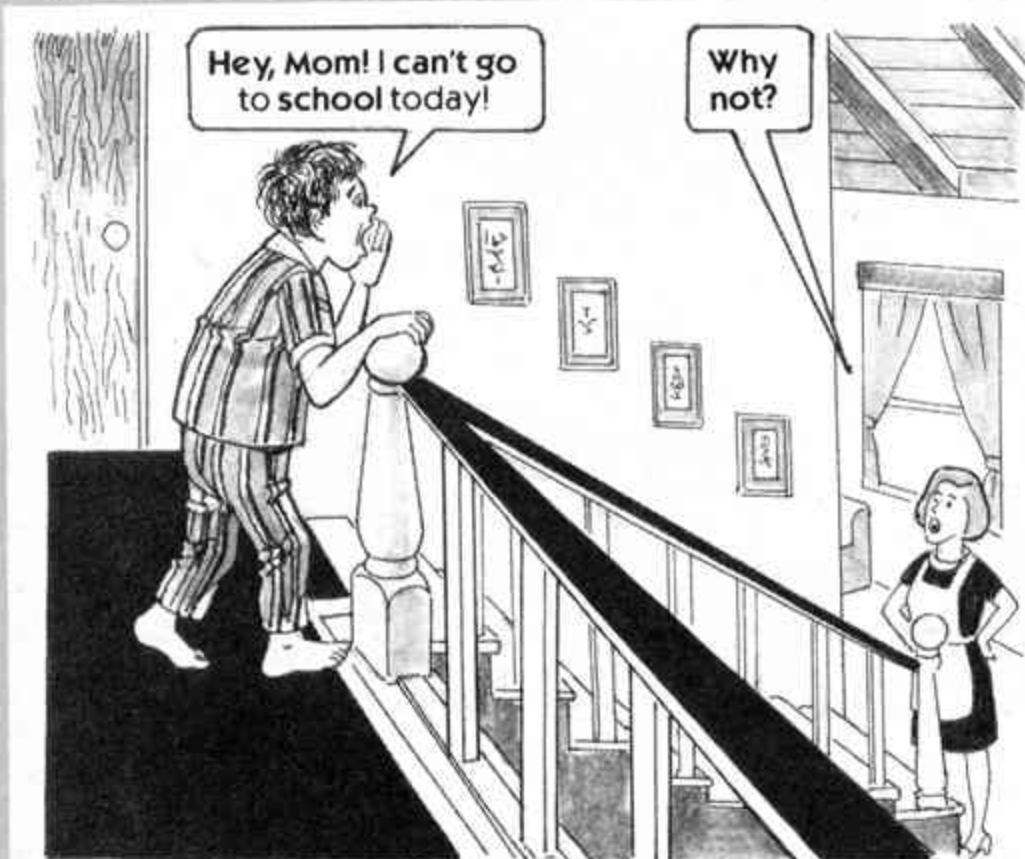




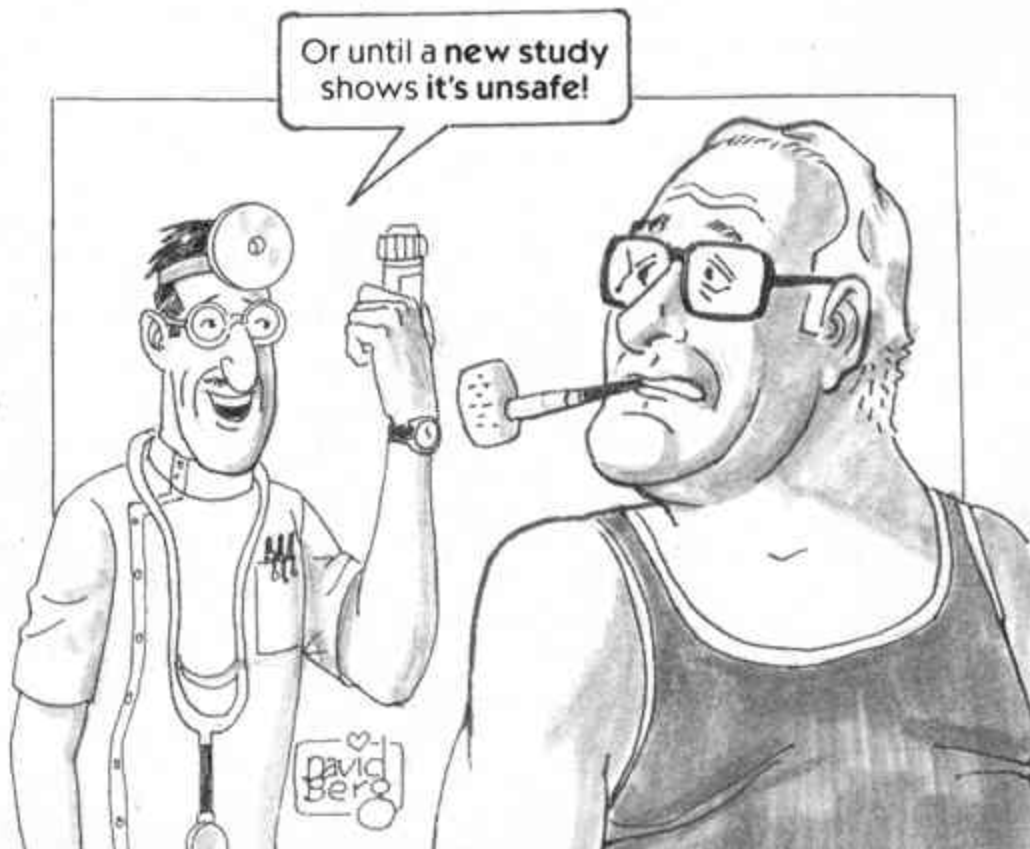
## THE OFFICE



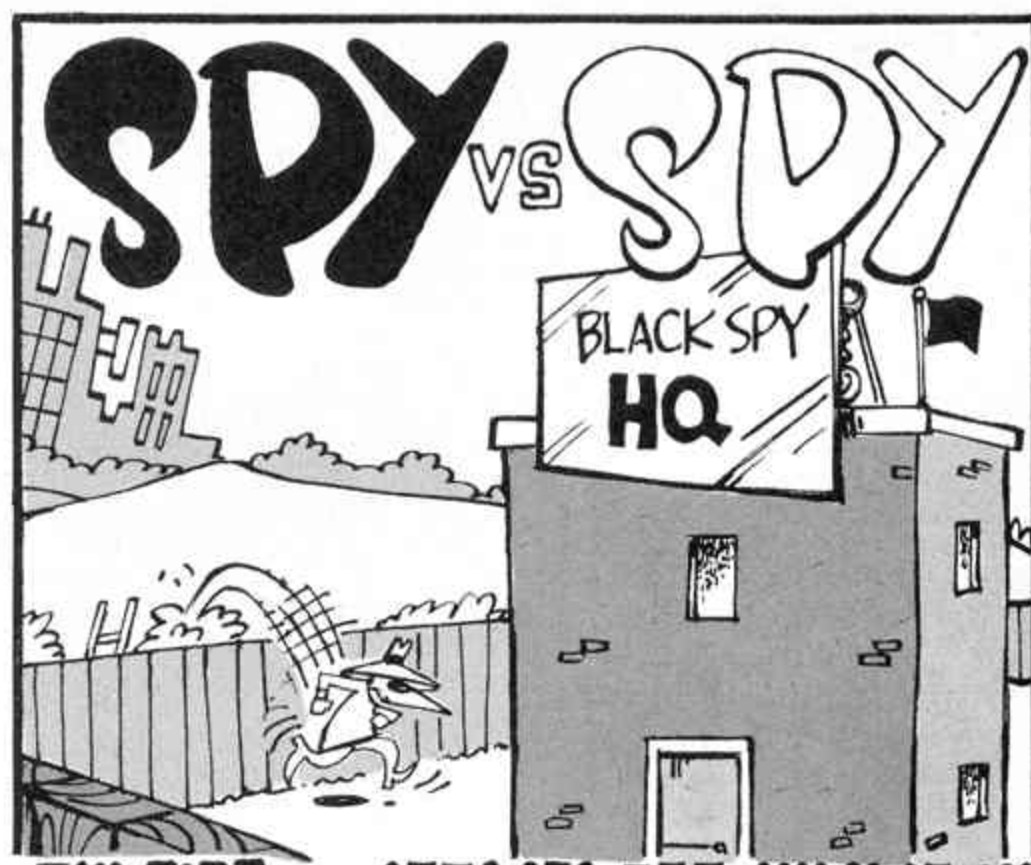
## EXCUSES



## DOCTORS







*People who insist upon having a conversation with you while you're in the bathroom stall...Suck!*



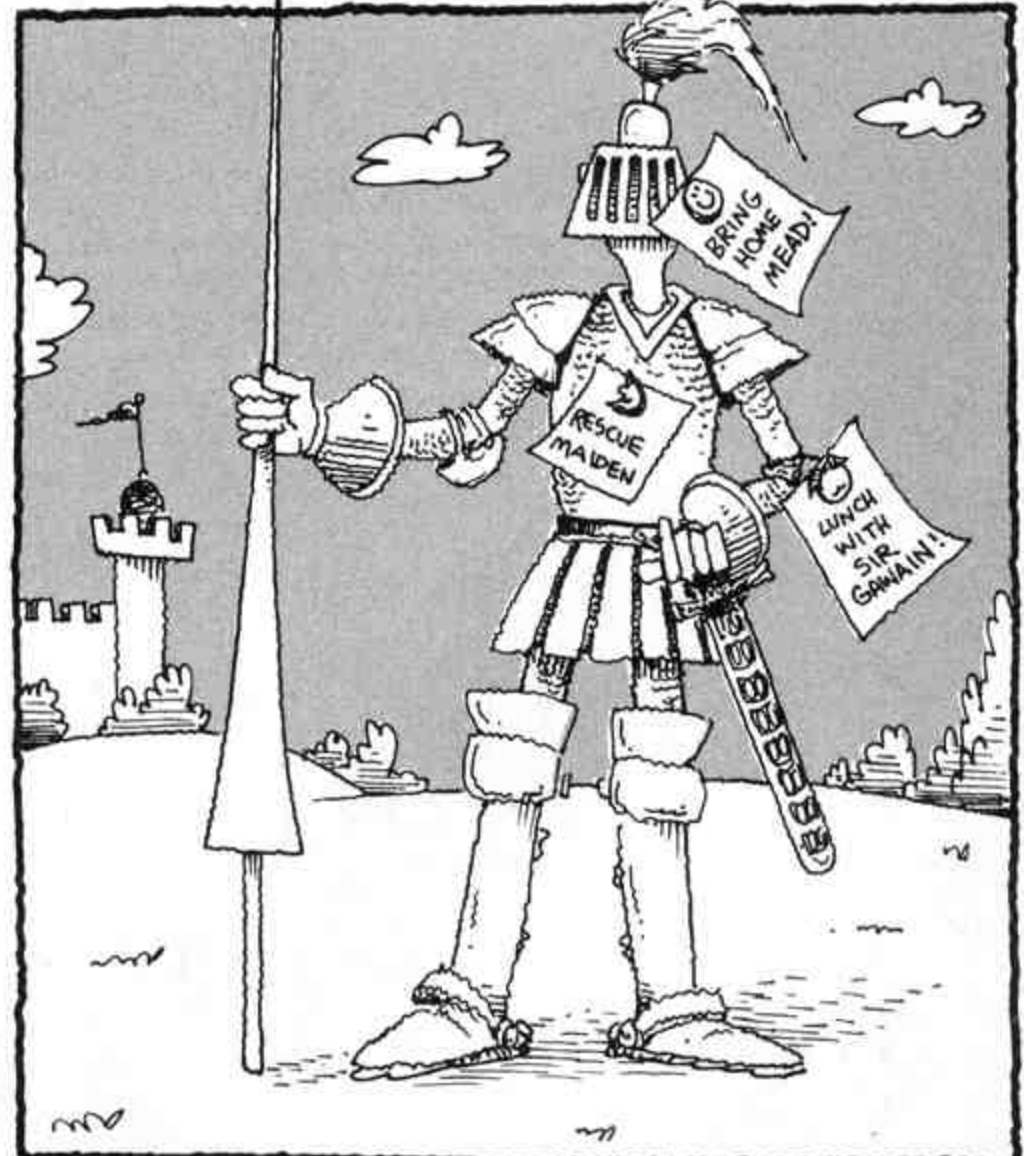
WHAT  
IF

# TECHNOLOGY

**What if Moses**  
had a Fax Machine!



**What if Alexander Graham**  
Bell had Call Waiting!



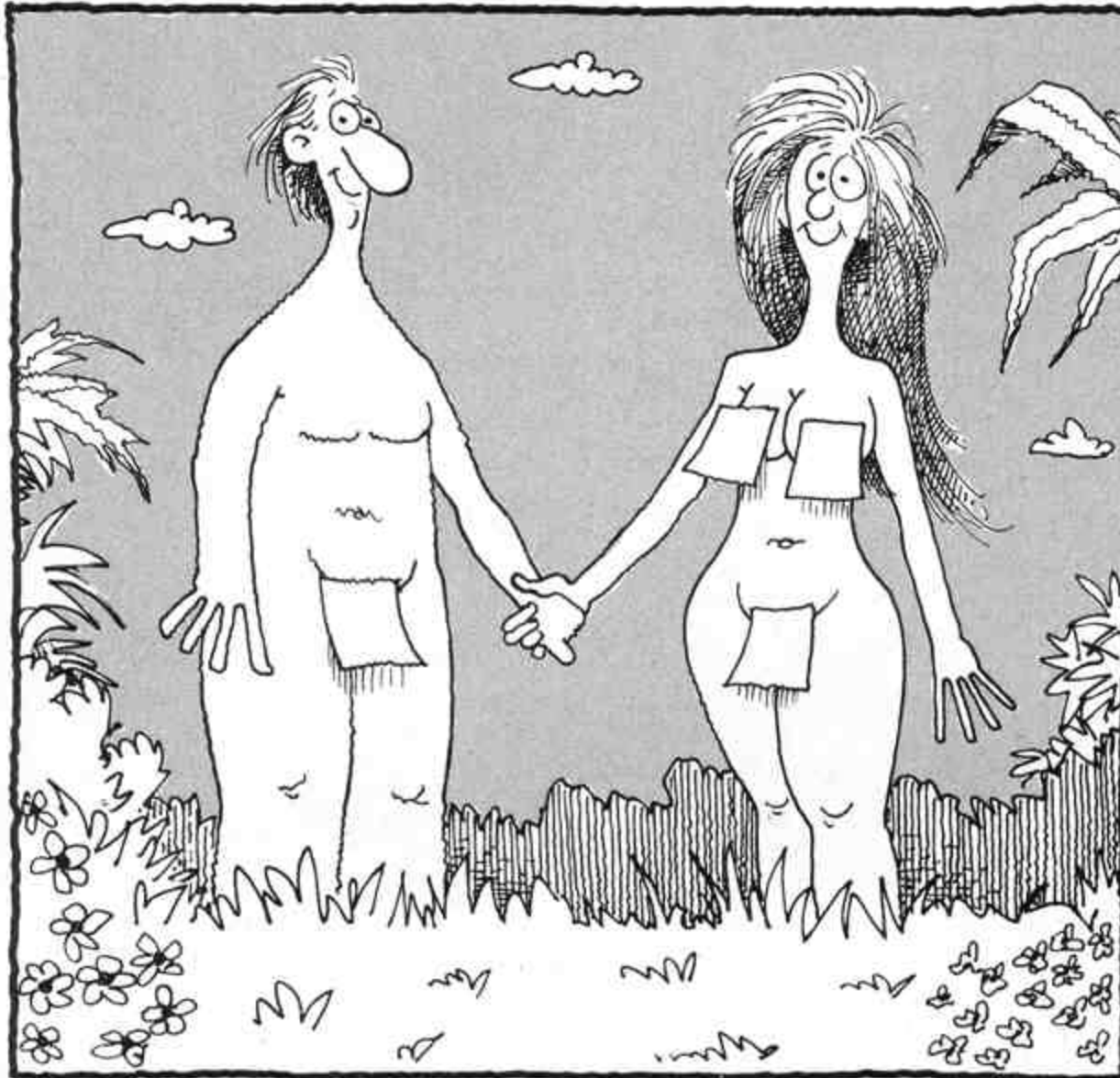
**What if Medieval Knights**  
had Refrigerator Magnets!



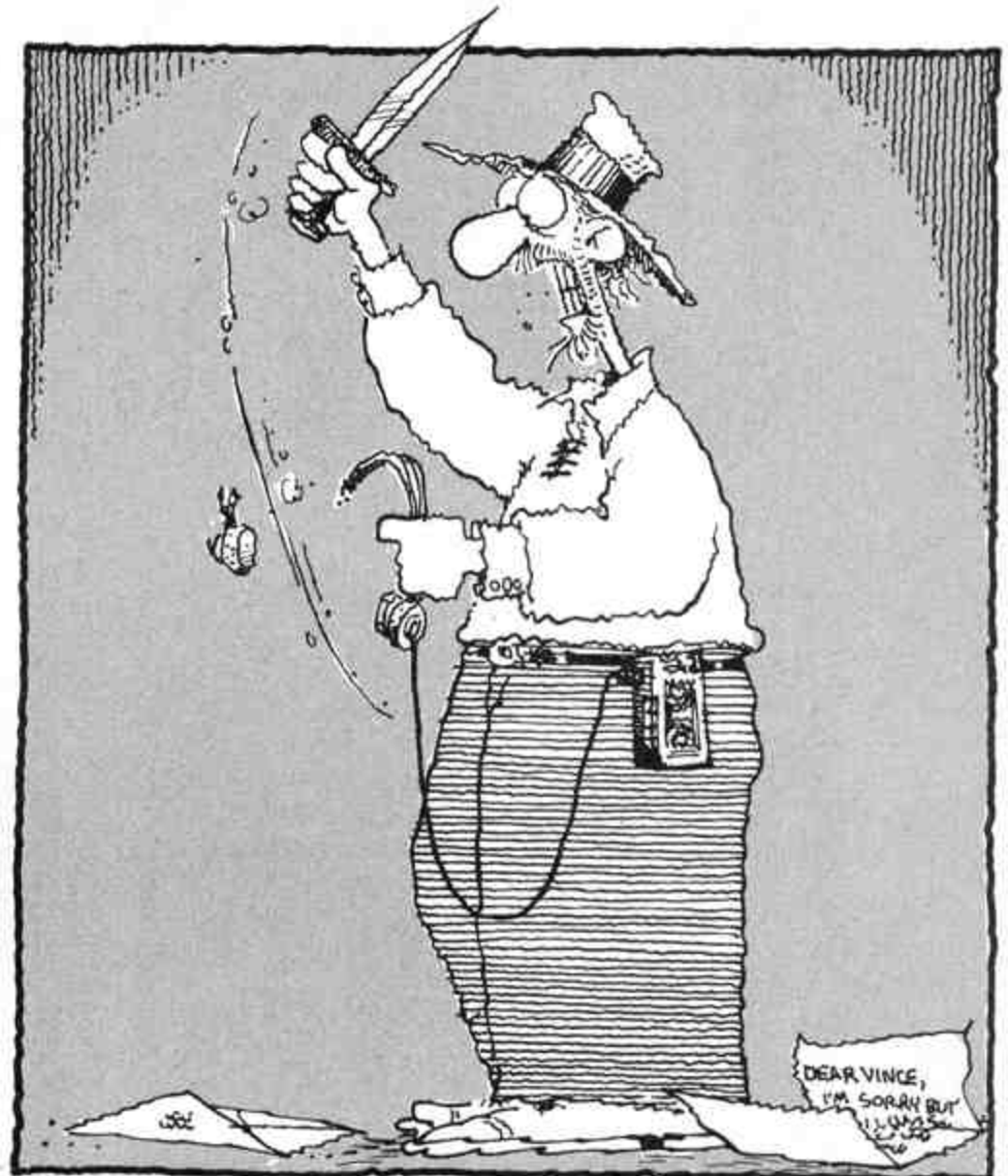
INVADED

# HISTORY??

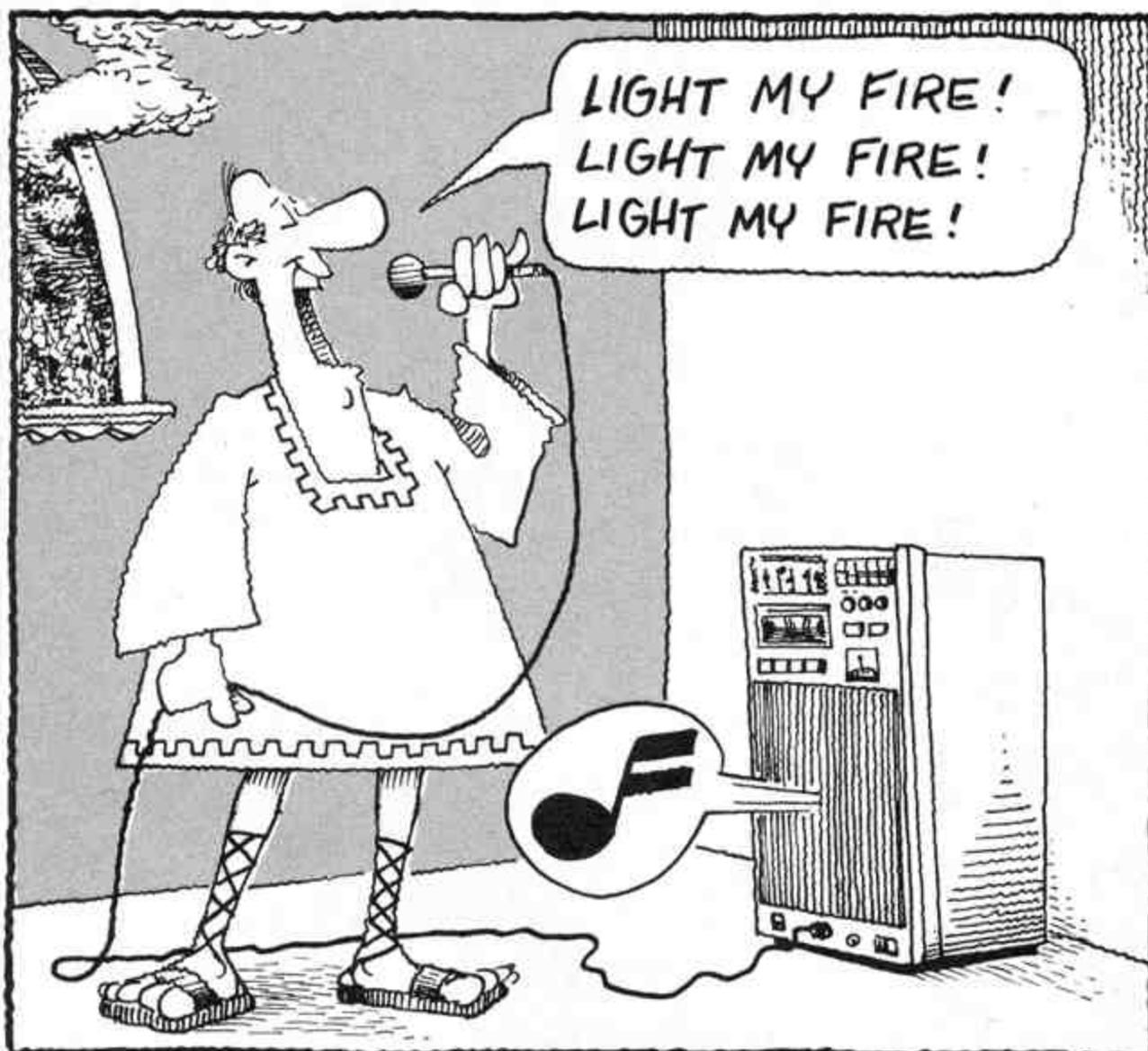
ARTIST AND WRITER: JOHN CALDWELL



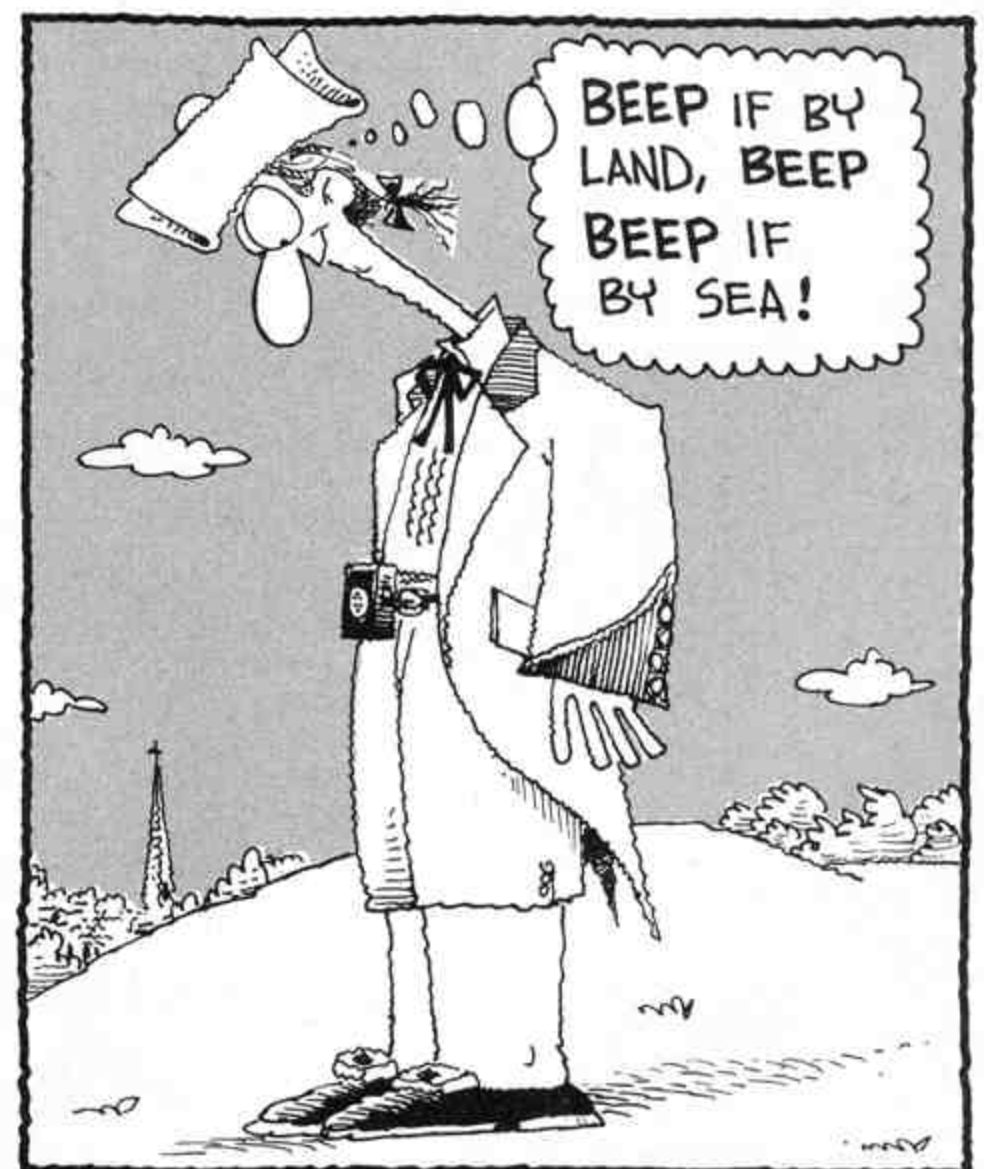
**What if** Adam and Eve  
had Post-It Notes!



**What if** Vincent Van  
Gogh had a Walkman!



**What if** Nero had  
a Karaoke Machine!



**What if** Paul  
Revere had a Pager!





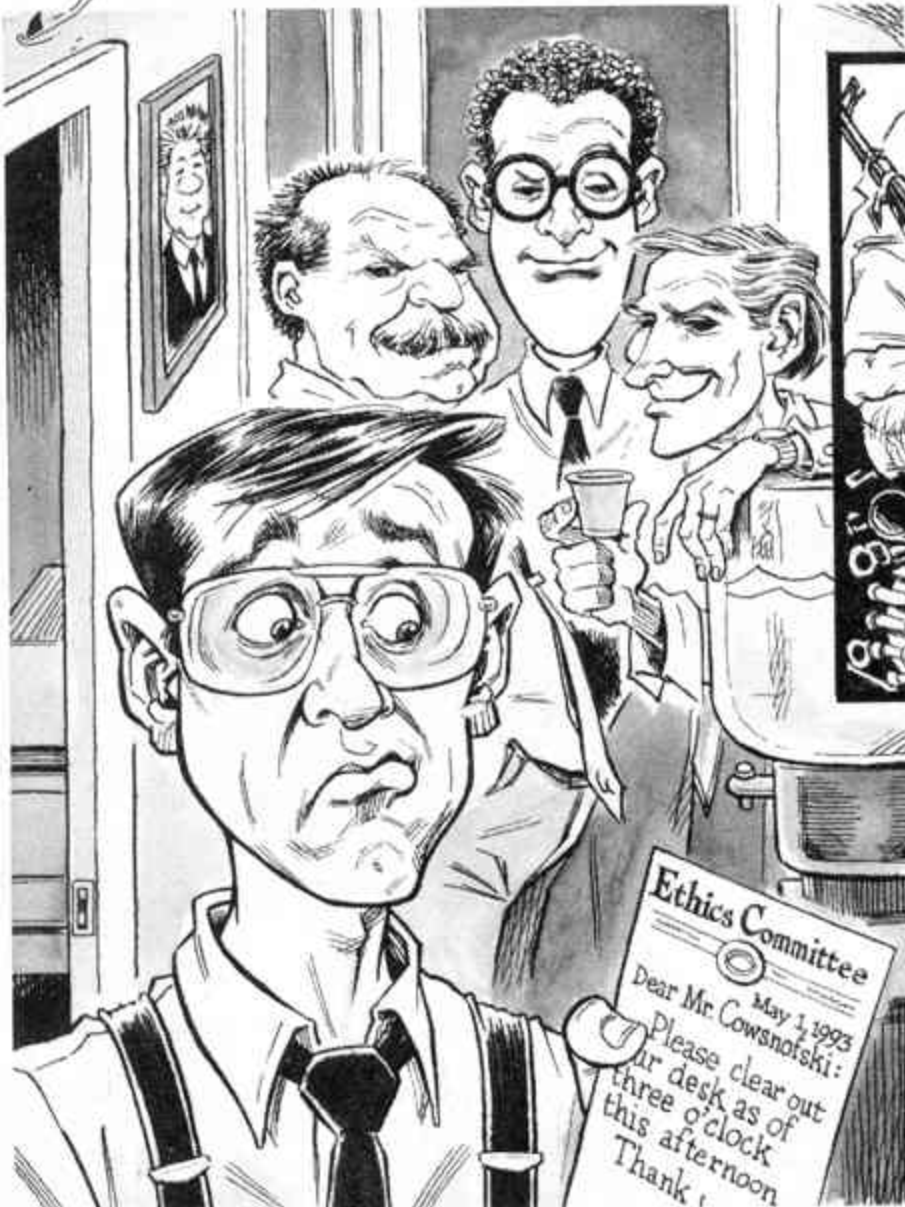
People who answer their call waiting,  
and forget they are talking to you... **Suck!**

#### ADHERE TODAY, GONE TOMORROW DEPT.

Society tells us that if we "play by the rules" we will always get ahead in life. Well, we've been playing by the rules and we haven't gotten *anywhere* for our troubles! It's the people who *don't* "play by the rules" that seem to be getting ahead, while shmoees like us go nowhere! Is the only way to win the game of life to cheat? It kinda makes you wonder...

# What Does it Say About Playing by the Rules When...

ARTIST: SAM VIVIANO WRITER: MIKE SNIDER



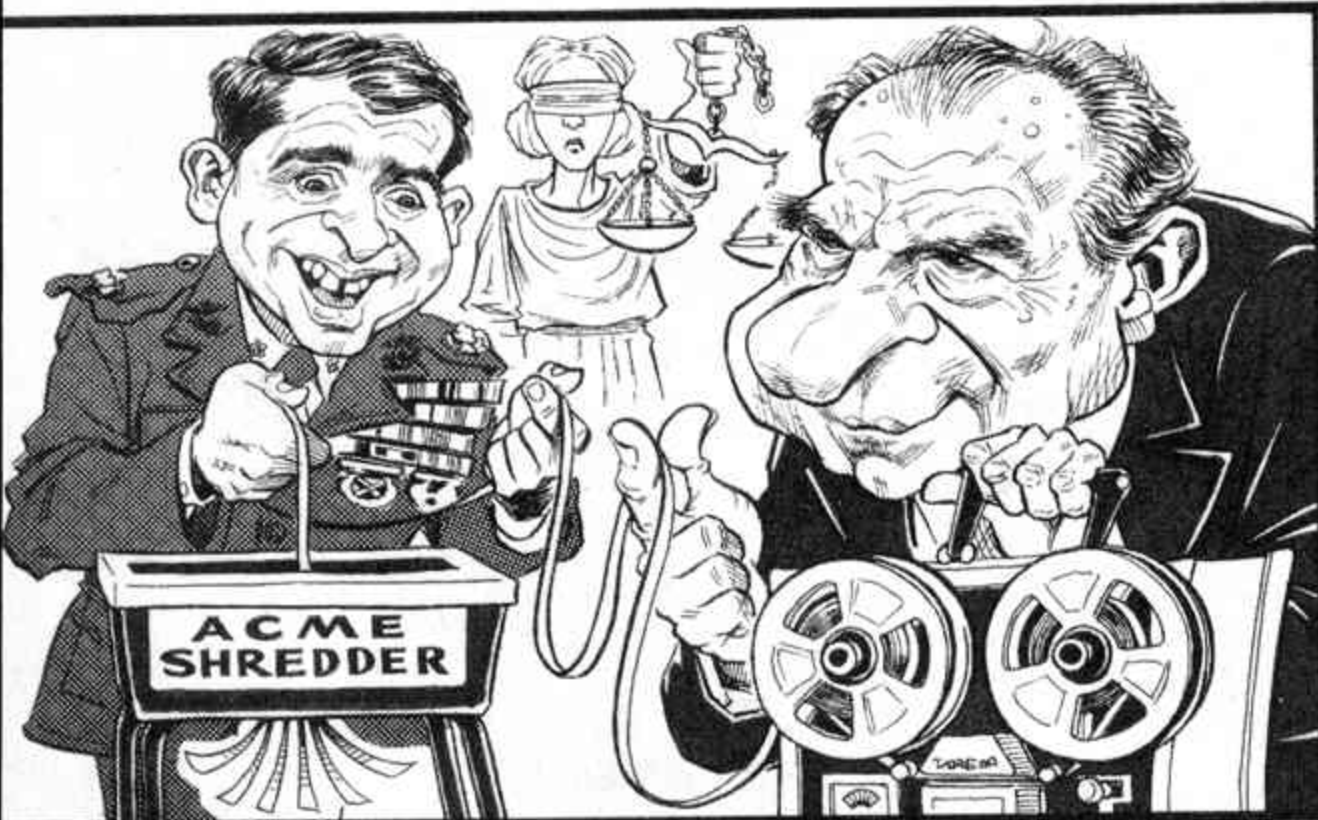
...the usual "reward" for someone who blows the whistle on corruption in the government is being fired?!



...those Middle-Eastern hostage takers (and the "outlaw nations" that supported them) have now gotten most of what they originally demanded?!



...the college coaches who often practice "grade fixing" and illegal recruiting can almost always boast having teams with winning records?!



...America's current "National Hero" and "Elder Statesman" are two schmucks who barely escaped serving time in jail?!





...hoodlums who flunk a grade are promoted, just so the teacher can be rid of them?!



...supermarket tabloids make tons of money telling lies while papers that practice responsible reporting are going bankrupt?!



...people who dutifully pay for car insurance also wind up paying for damages caused by deadbeats who don't?!



...a tennis player who curses, screams, and even spits at officials gets paid big bucks for commercial endorsements because he's a "highly visible" player?!



...the only Miss America in the last 25 years to get anywhere in Show Biz is the one who posed starkers in *Penthouse*?!

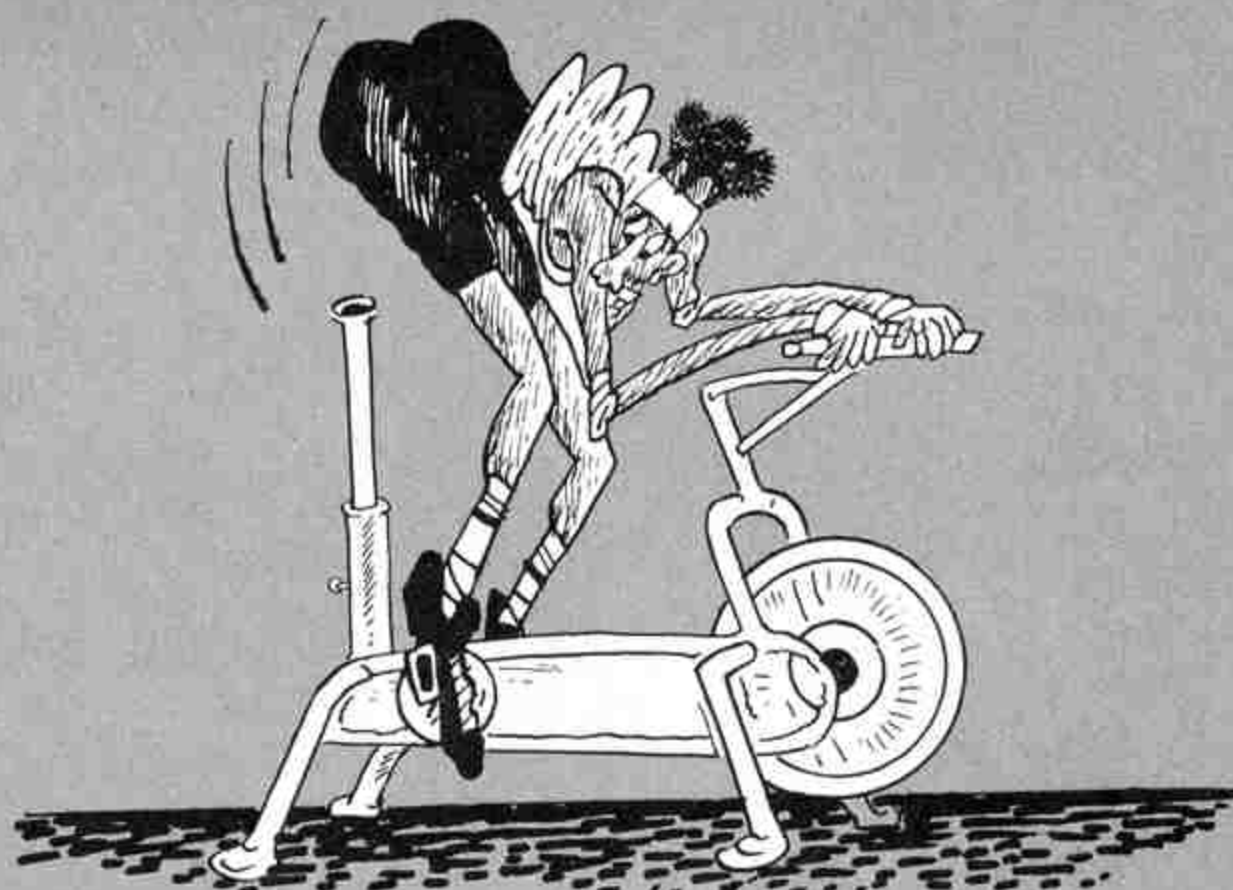


...jerks who smuggle every piece of luggage they own onto the plane as "carry on" usually get away with it?!





Exercising With A Hibachi Stepmaster



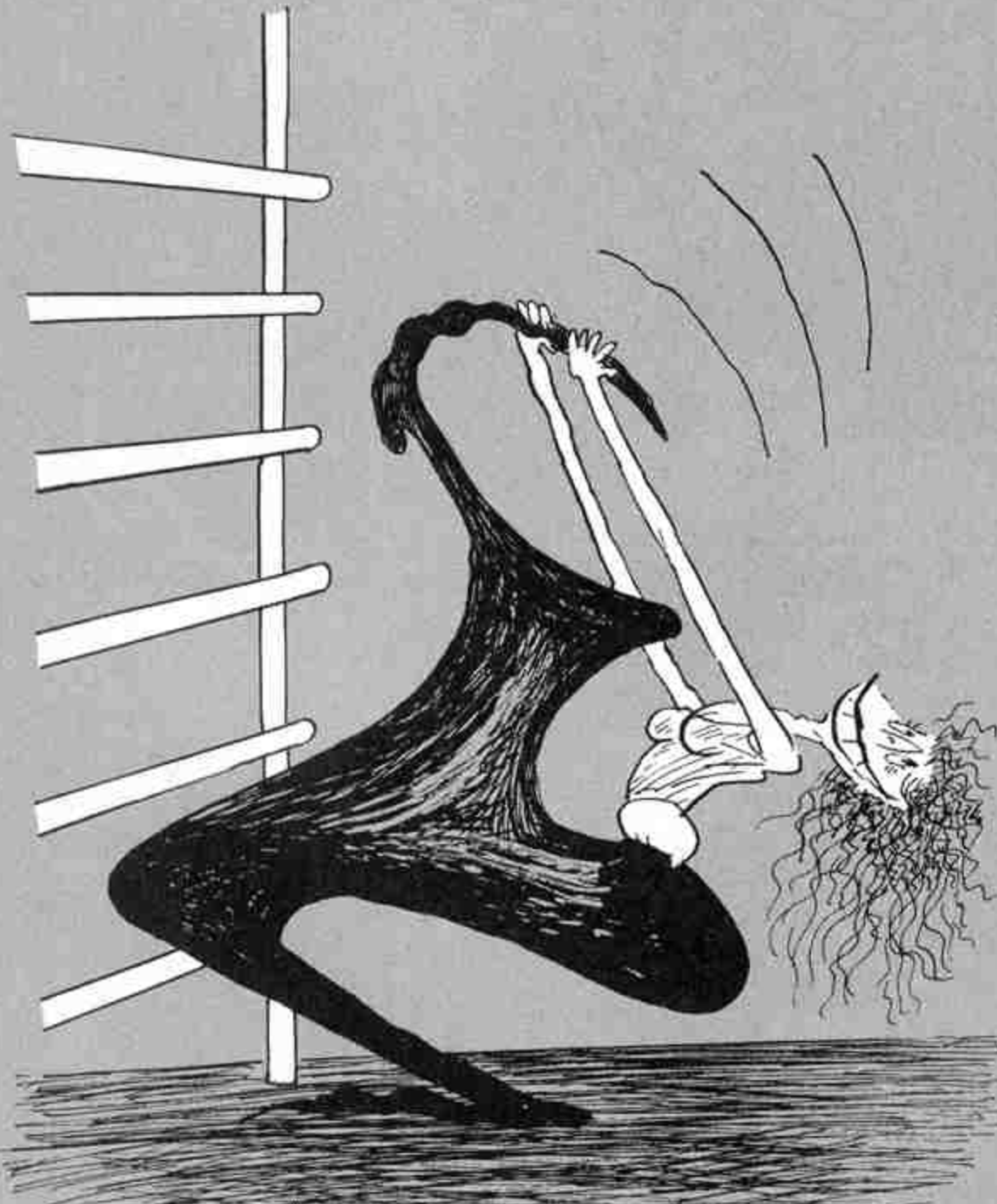
Exercycling Minus A Saddle

**PAIN'S WORLD DEPT.**

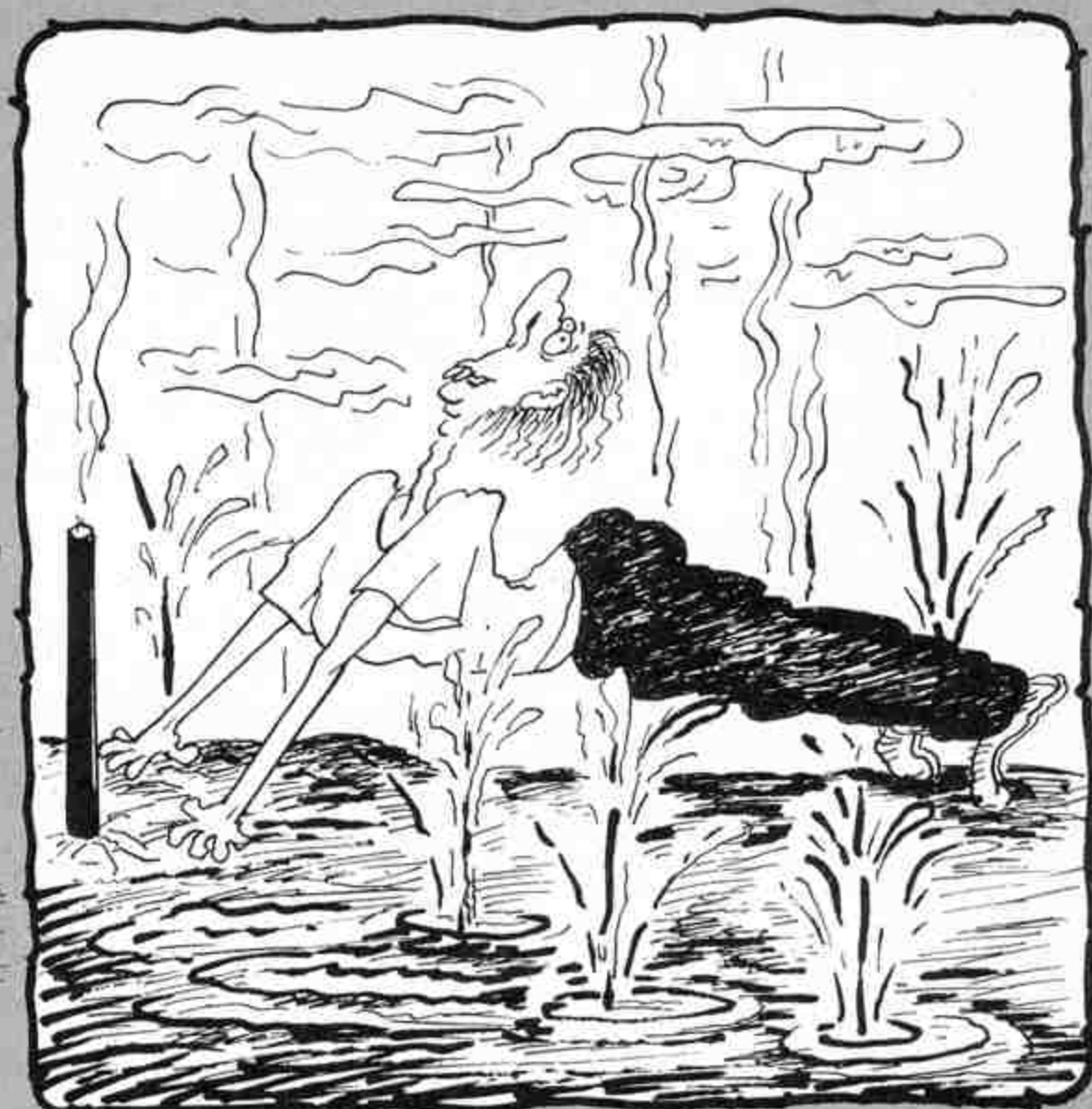
The famous slogan in physical fitness is, "No pain, no gain." Similarly, a masochist is one who derives a twisted, perverse pleasure in their own suffering. It stands to reason

# THE MASOCHIST

ARTIST AND WRITER:



Stretch Exercising In Baggy Pantyhose



Doing Pushups Over A Busted Septic Tank





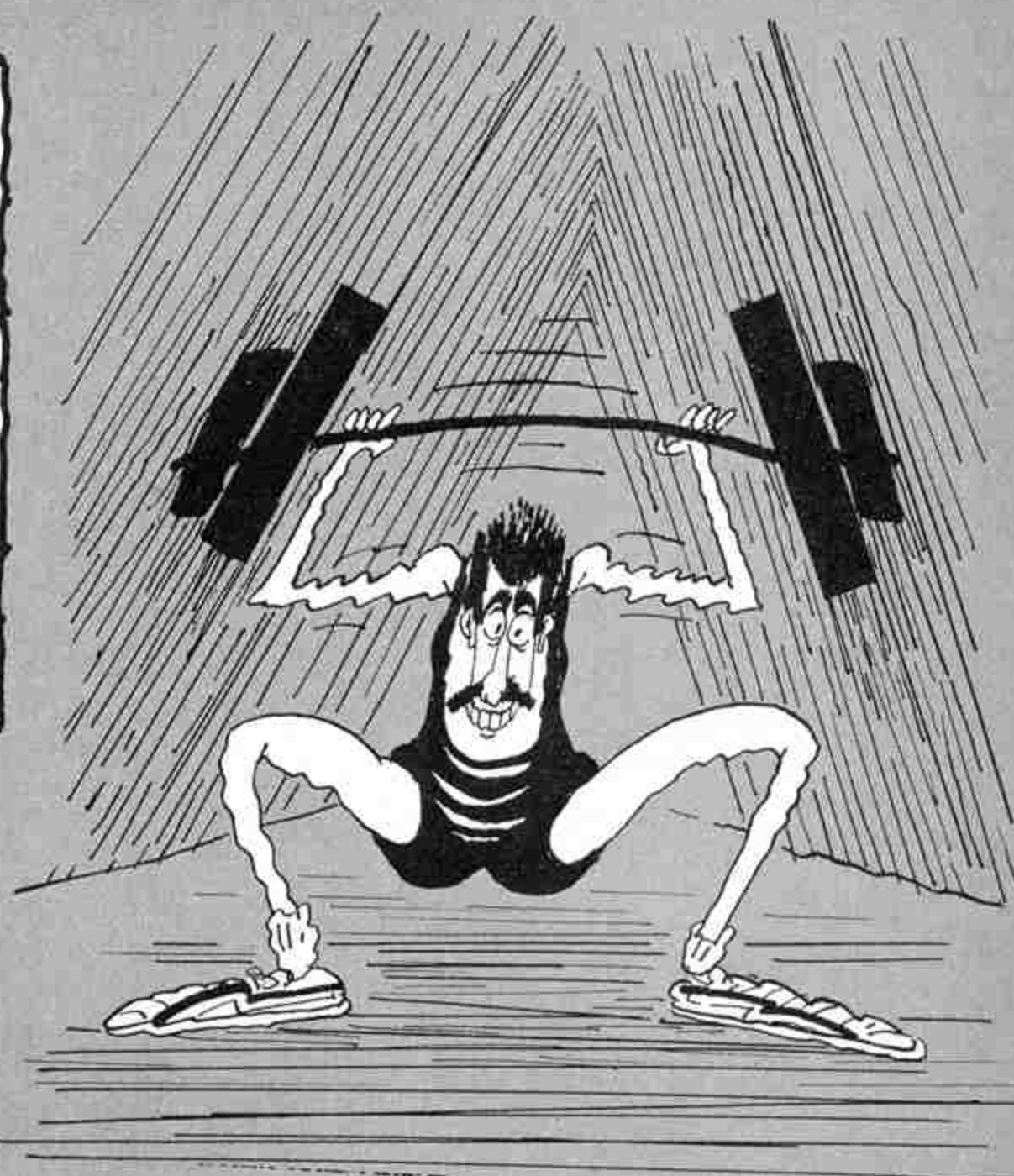
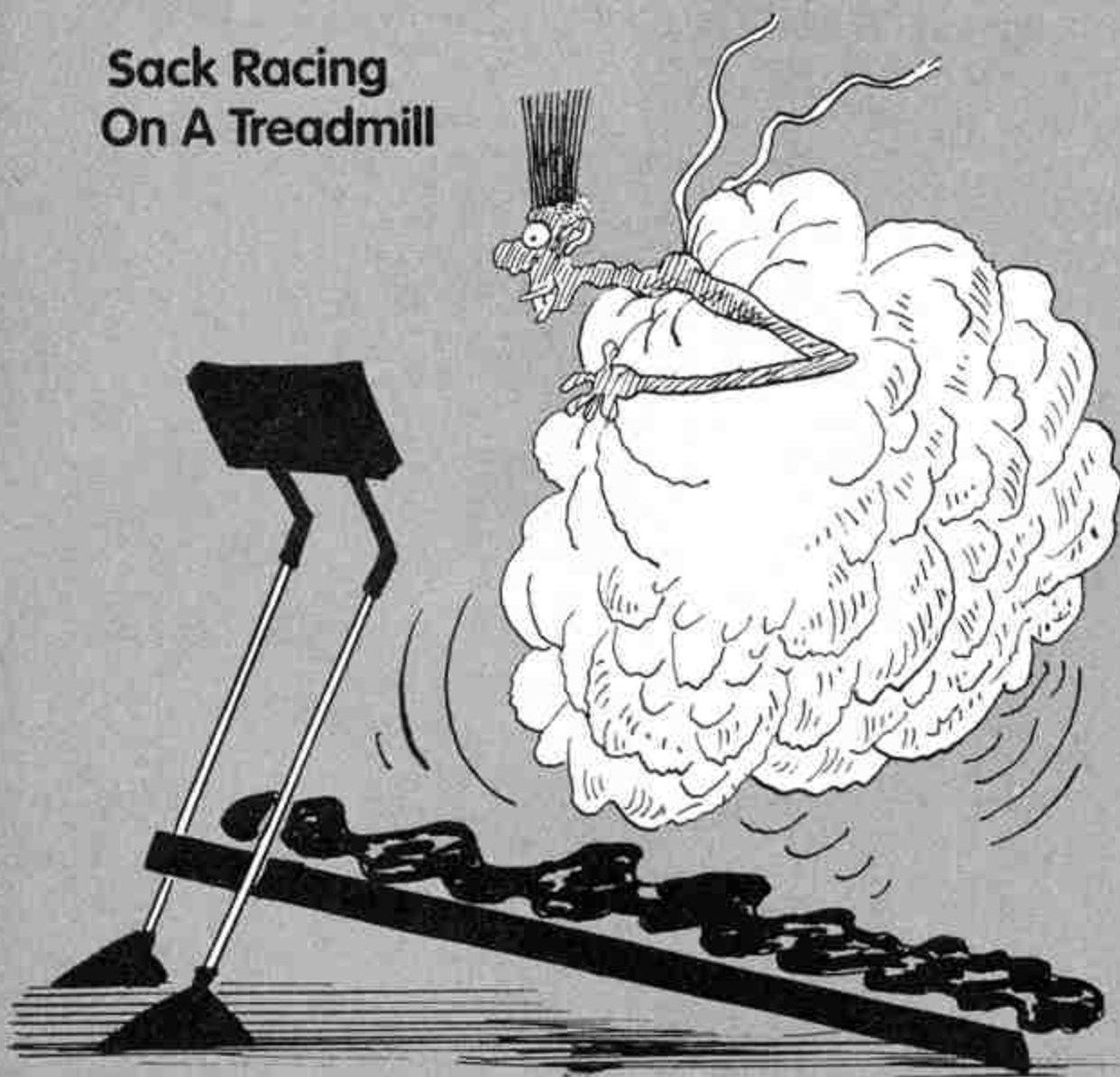
**Jogging In Wet Cement**

then that these depraved individuals will sooner or later turn to exercise as a means of getting their kinky jollies! And there are no exercises more pain inducing than the ones found in...

# ST'S WORKOUT

PAUL PETER PORGES

**Sack Racing  
On A Treadmill**



**Pumping Iron In An "A" Frame Attic**



**Aerobic Dancing With A  
Temperamental Pitbull**





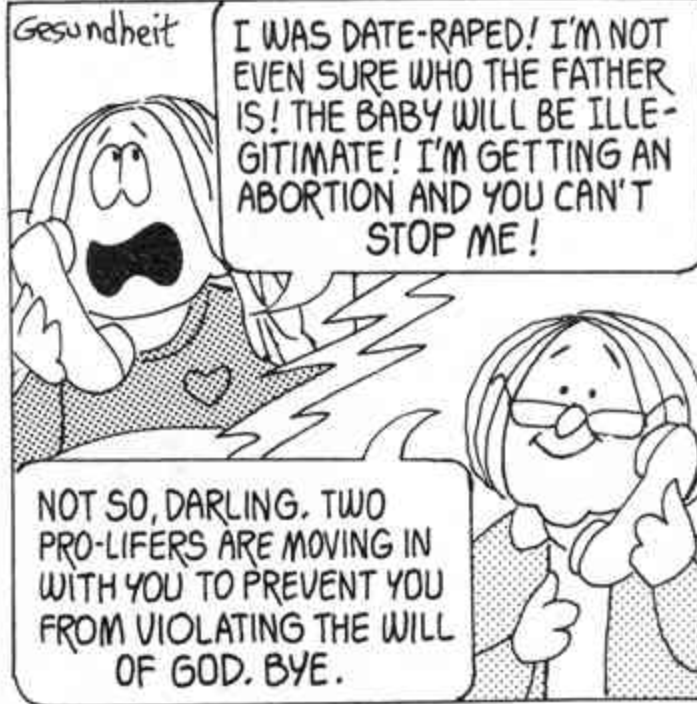
# STRIPS TEASED DEPT.

It's a mean tough world out there, but you wouldn't know it reading the daily comics! Well, enough is enough, and MAD thinks it's time

# WHEN TODAY'S CONT TOTALLY INVA

## CATHY

By Cathy Gesundheit



## HAGAR THE HORRIBLE

By DIS BROWN



## BEETLE BAILEY

by mort skywalker





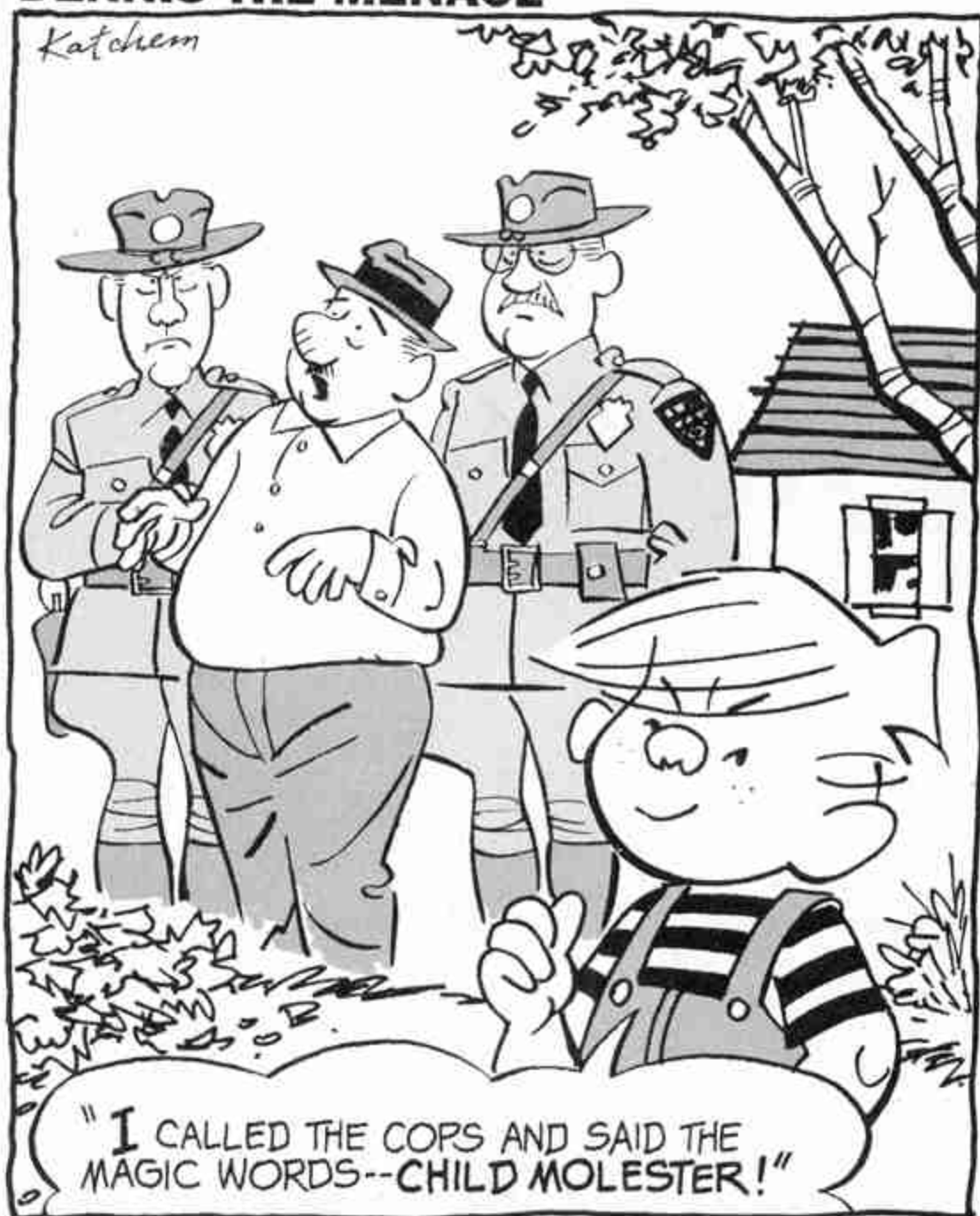
for Charlie Brown, Hagar and the others to exit the age of innocence and enter the age of reality! This said, let's see what we'd have...

When someone is talking to you, and a little drop of spit comes flyin' out of their mouth and lands right on your lip... **Sucks!**

# PROVERSIAL ISSUES DE THE COMICS

ARTIST: ANGELO TORRES  
WRITER: FRANK JACOBS

## DENNIS THE MENACE



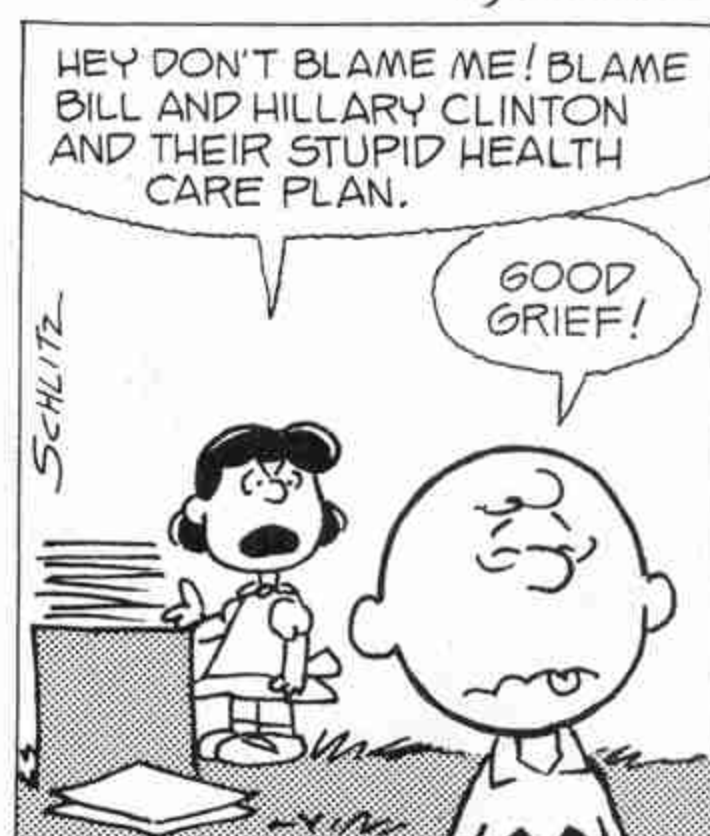
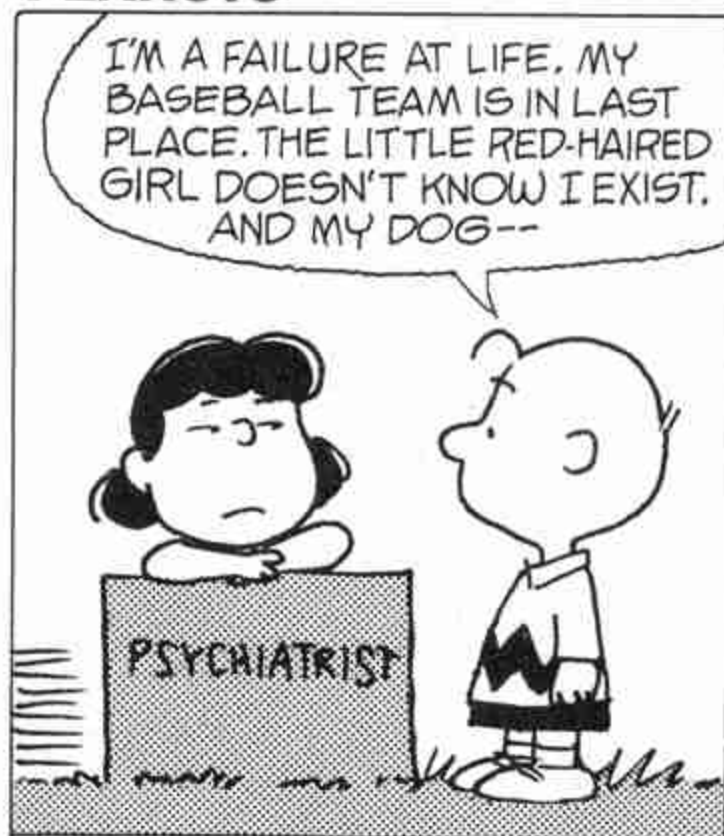
## THE LOCKHORNS

By BILL HEIST



## PEANUTS

By SCHLITZ





# THE FAR SIDE

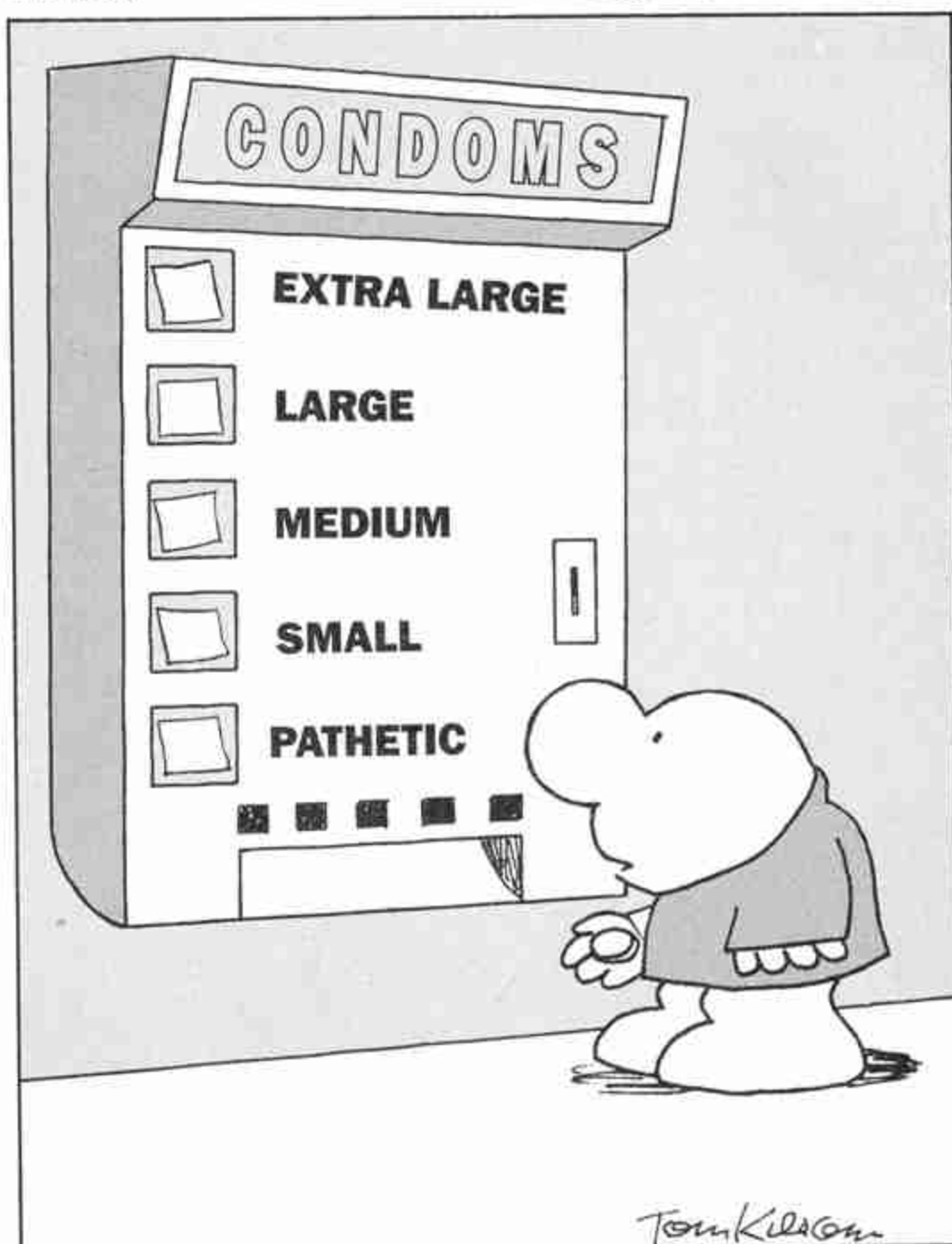
By Gary Larseny



L.A. wolf police.

ZIGGY

By TOM KILSUM



WHERE'S WALDO?

By MARTIN BLANDFORD





## A HIGH PRICE TOUPEE DEPT.

In the old days, when you had an accident or personal tragedy, you called the police and within minutes cops, firemen and medical personnel were at your door to help you. But these days, everything is showbiz. Call for help and along with the cops come television producers with lights and cameras, ready to video your pain, misery and suffering in the name of prime time entertainment! Be forewarned. Next time disaster strikes you, you might easily find yourself in an even bigger disaster—the television show we call...

# MISCUE 911

ARTIST: JACK DAVIS WRITER: DICK DEBARTOLO



Good evening! I'm **William Shatter!** The scenes you are about to see involve **real people!** No **actors** were used! This is because actors cost **real money**, and we can get **real people** for no money!

Everything's real except his **toupee!** **Man-o-man!** Talk about a **cheap rug!**

I've been in this **hole** longer re-creating this scene than when I was **really trapped!** I'm **tired and hungry!** Can't I please, please go home?

Hey, there are a **million 911** stories each week! You're **damn lucky** we **picked yours!** So **shut up!**



Although some **real footage** is used, to heighten the **dramatic effect**, we **re-create, re-write, re-edit, make-up, add to, change, alter and fabricate** additional "**facts**"!

Hang a **little** further over the **ledge!**

But I could be **killed!** Besides, **this** is where I **actually landed** when my **safety belt** broke during my **real 911** emergency!

What a **wuss!** Prop department, see if you can get some **bats** to **fly in his face** while he's hanging on! This scene needs **more zap!**

Of course, the **tense background music** and **dramatic "stings"** you'll hear throughout this show were **not** present during the actual emergency—except for the time a **tidal wave** hit the **Miami Philharmonic!**



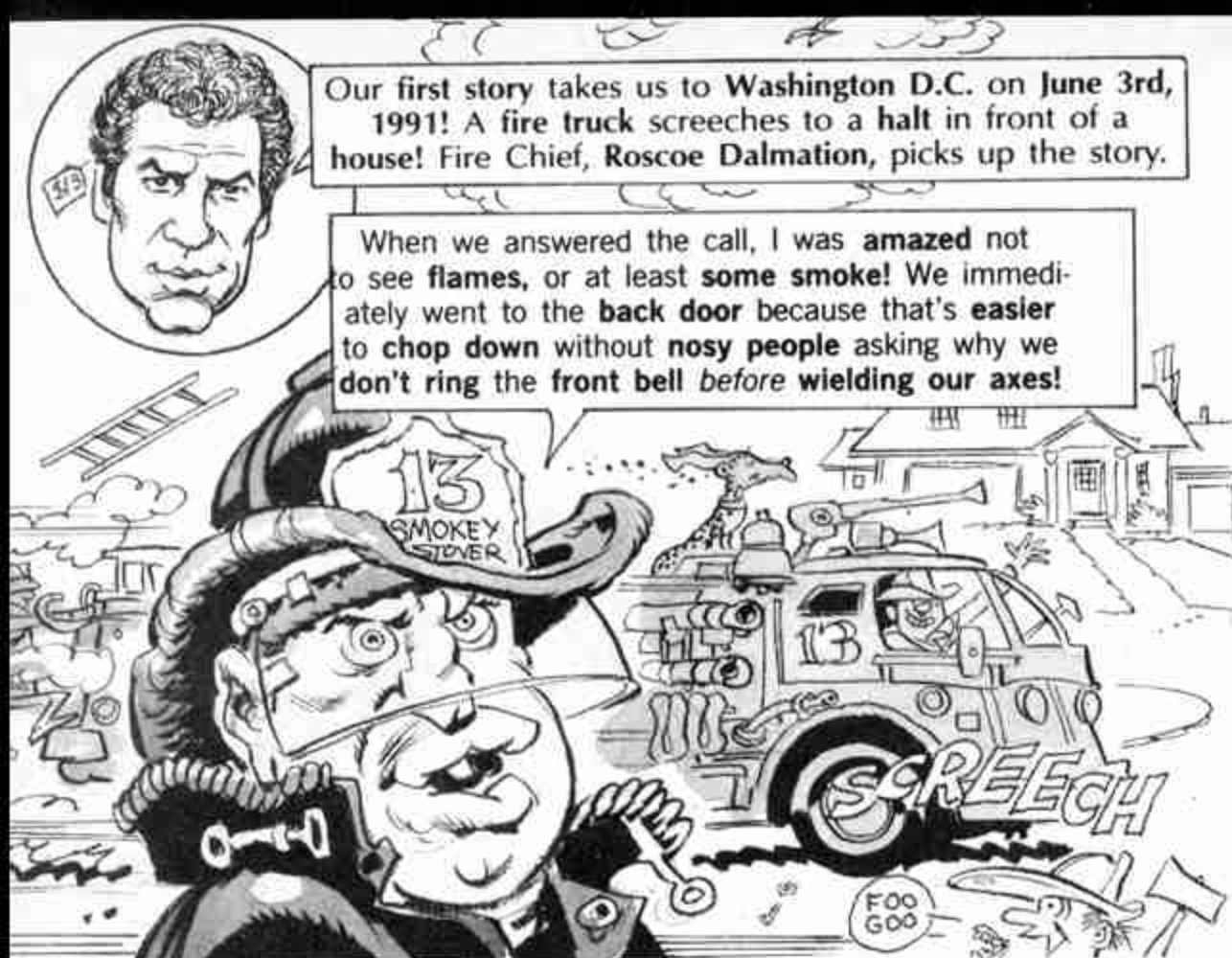
Our first story takes us to Washington D.C. on June 3rd, 1991! A fire truck screeches to a halt in front of a house! Fire Chief, Roscoe Dalmation, picks up the story.

When we answered the call, I was **amazed** not to see flames, or at least **some smoke**! We immediately went to the **back door** because that's **easier** to **chop down** without **nosy people** asking why we don't ring the front bell *before* **wielding our axes**!

After we broke in, we still **couldn't** find any sign of fire or smoke! But fire can be tricky. It can travel **BETWEEN** rooms! So we **chopped** giant holes in the walls!

I notice you also **ripped down** the ceiling and **tore** up the floor! Did you **do** that because you were looking for fire?

No, we did that because we were real **angry** we **couldn't** find a fire in the walls!



So, it was **nothing** but a **false** alarm?

No, that's where the **fun** comes in! **Ha-ha!** It was one of those **"silly"** little mistakes that happens **now and then**! We were **supposed** to be at—**he-he-he**—711 Elm, and we were at 117 Elm! Isn't that a **scream**?

How are the **people** who own 117 Elm going to live in that **mess** your men made?

They **don't** have to worry! The place will be **condemned**! Well, gotta go now—we have to see if **anything's** left standing at 171 Elm!

No! You mean 711 Elm! What ever!

The **High Sierras**. A man is hurt in a **hiking** accident. Wait! That wasn't **dramatic** enough! Let me start again! A family man, a man who just thought he'd take a **leisurely** hike, has his **whole** world turned upside down! Listen!



Hello **Dominos**? I'd like to order **two pizzas**! One with **extra cheese** and one with **double sausage**!

Now that we got that ever recurring scene of the tape machine out of the way, let's go back to the hiking story! Amazingly, the victim turns out to be **DeFrosted Kelly**, a man I've worked with many times in the past **nine decades**! Let's beam down to **DeFrosted** as he picks up the story!

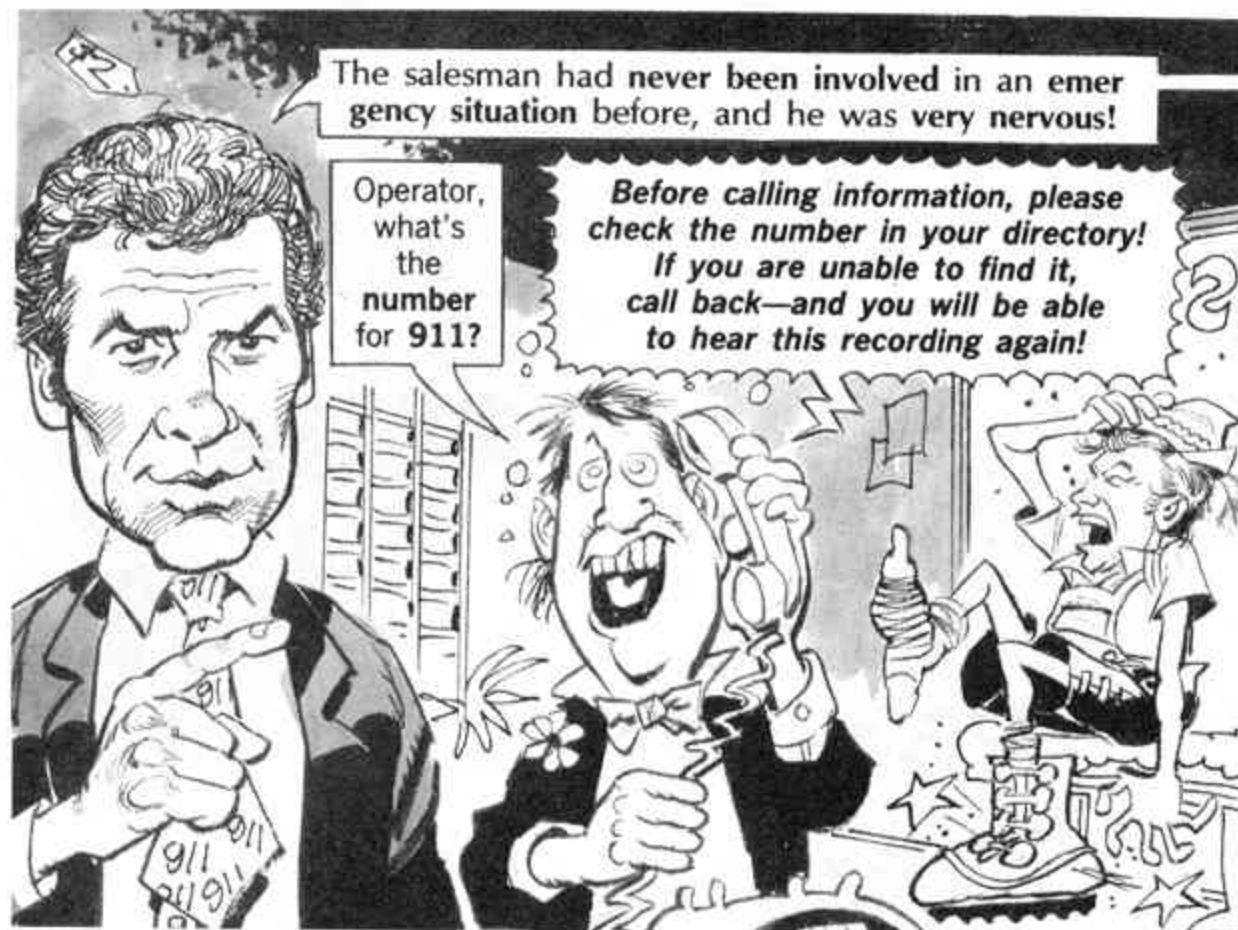
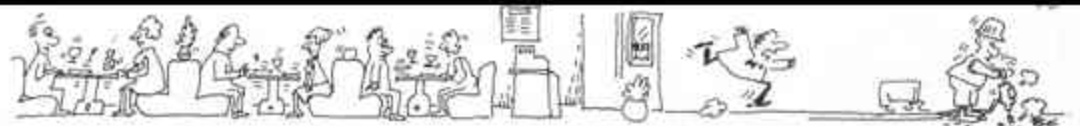
I was in the **initial** stages of my hike to the top of **Montgomery Cliff**! Suddenly, I heard this **terrible** crunching sound! It was my **ankle**! I had broken it!

How far up the cliff were you?

**Not very!** I was still in the shoe store! The **boots** I was buying were **tight** and the salesman pushed too hard! He broke my **ankle**! I'm not the man I used to be! Yesterday I snapped a **vertebra** in my neck while **nodding**!







The salesman had never been involved in an emergency situation before, and he was very nervous!

Operator, what's the number for 911?

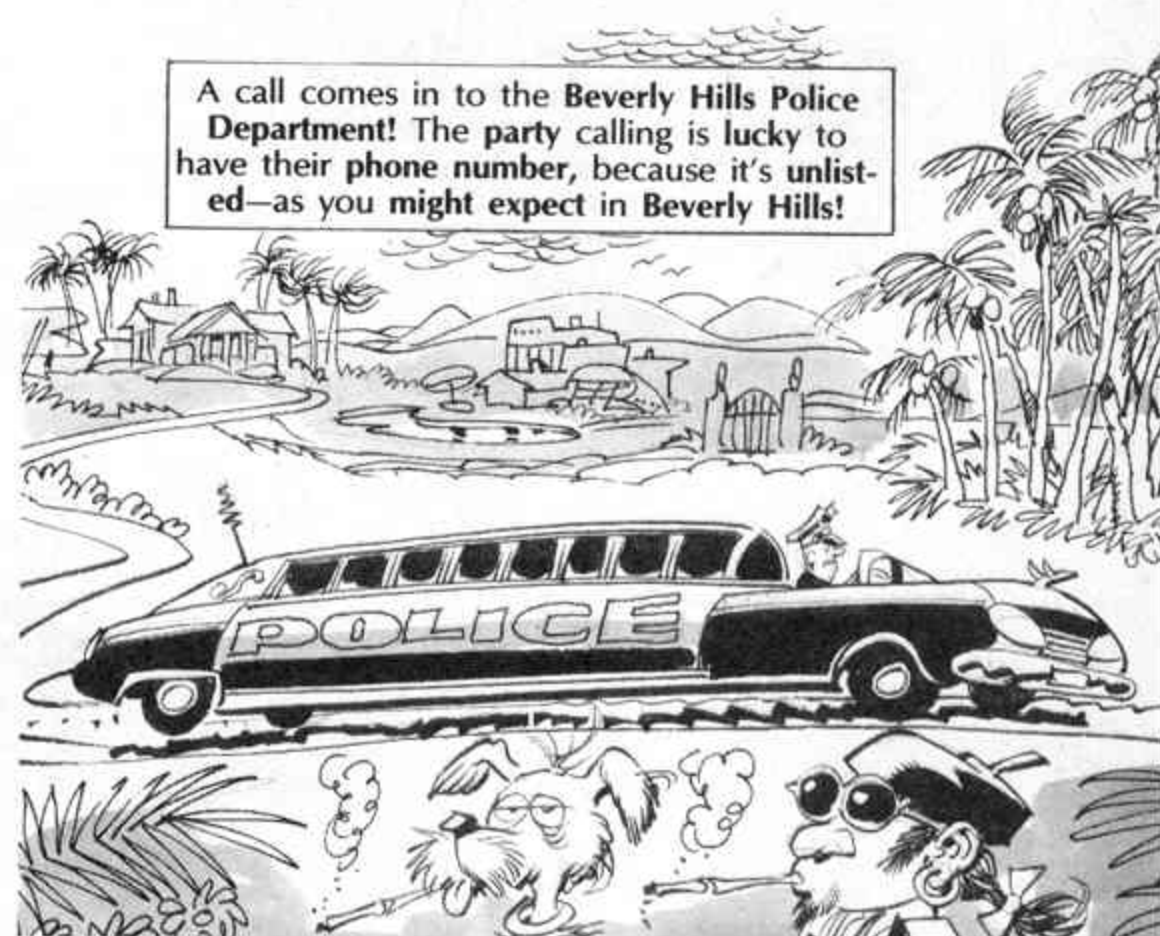
Before calling information, please check the number in your directory! If you are unable to find it, call back—and you will be able to hear this recording again!



While waiting for assistance, the salesman waited on two irate customers who were real short on compassion! Meanwhile, DeFrosted Kelly, seeing a police car passing by, waved his hands to signal them and broke his wrist!



A couple of weeks later, on the afternoon DeFrosted Kelly was released from the hospital, his sister gave him a welcome home hug and broke his back! We wish him well!



A call comes in to the Beverly Hills Police Department! The party calling is lucky to have their phone number, because it's unlisted—as you might expect in Beverly Hills!



This is an emergency! How fast can you get a police car here?

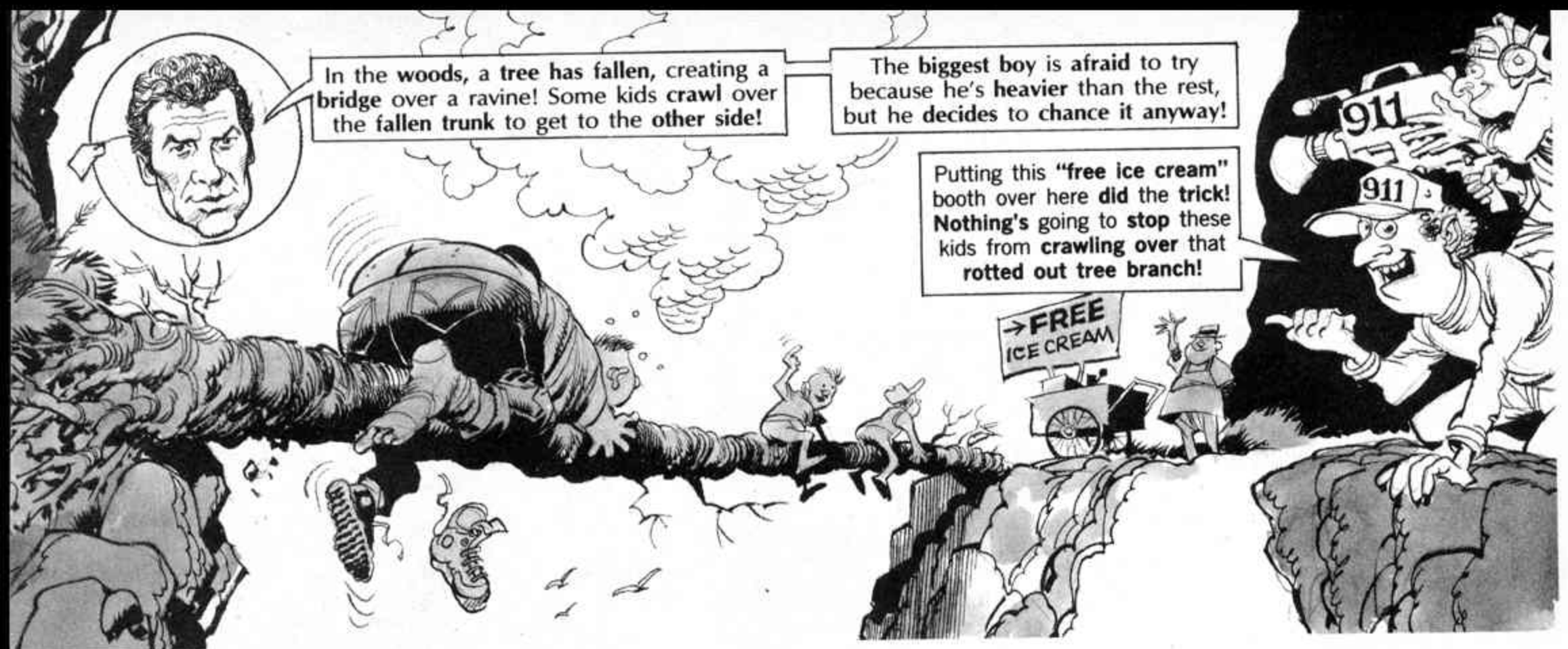
Let's see. We've got something open a week from Friday! Oops, sorry, that's a three-day weekend! Then we'll be closed for recarpeting the cells! Look, we'll get back to you as soon as something opens up!



Listen to me!! Calm down!!! Take off all your clothes and get into a very cold shower!

ACTUAL PHONE CALL OF 911 WORKER TALKING TO HER BOYFRIEND AFTER SHE HAD TO CANCEL A HOT DATE WITH HIM TO WORK LATE





In the woods, a tree has fallen, creating a bridge over a ravine! Some kids crawl over the fallen trunk to get to the other side!

The biggest boy is afraid to try because he's heavier than the rest, but he decides to chance it anyway!

Putting this "free ice cream" booth over here did the trick! Nothing's going to stop these kids from crawling over that rotted out tree branch!

But when Sam Friedman got to the middle of the tree trunk it started to break! A passerby called 911 on his portable phone—we intercepted the call and sent a camera crew first!

Yes officer, about that kid trapped on a tree—you should send help, but take your time—send someone in about an hour!

When the 911 film crew got there, the first thing they did was climb a branch above Sam to get dramatic shots of him below! They had to work fast though! Sam could be rescued any minute which would mess up everything for us!

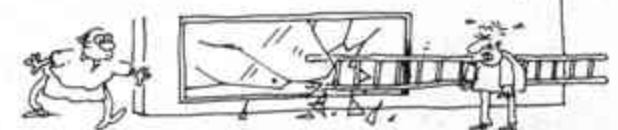
Don't move! Your weight is all that branch can take! Now listen carefully! I'm going to lower this 50 pound video camera down to you! Hang on to it and use it to shoot some footage straight down, so the audience can see the dangerous and helpless position you are in!

We learned a powerful lesson that day! No matter how dramatic the shot will look on TV, don't take chances! Our cameraman did! And he was fired—for losing a 30 thousand dollar video camera!

Not every story can have a happy ending! Timmy Racine watched his house burn to the ground, too terrified to call for help!

Timmy, if you saw the house was on fire, why didn't you call 911???

It's your fault! After I spent \$187 phoning the WWF Hotline, you told me never to call a 900 number again! I was only following your orders!





2 a.m.! Mrs. Chic Glitz is about to give birth! Her husband puts her in the back seat of the family car, but the car won't start! Frantically, he calls 911! The personnel there can read important instructions from emergency manuals to the lay person!

Don't panic! Tell your wife to "push," and tell me when you see the baby's head!

I see it! What do I do now?

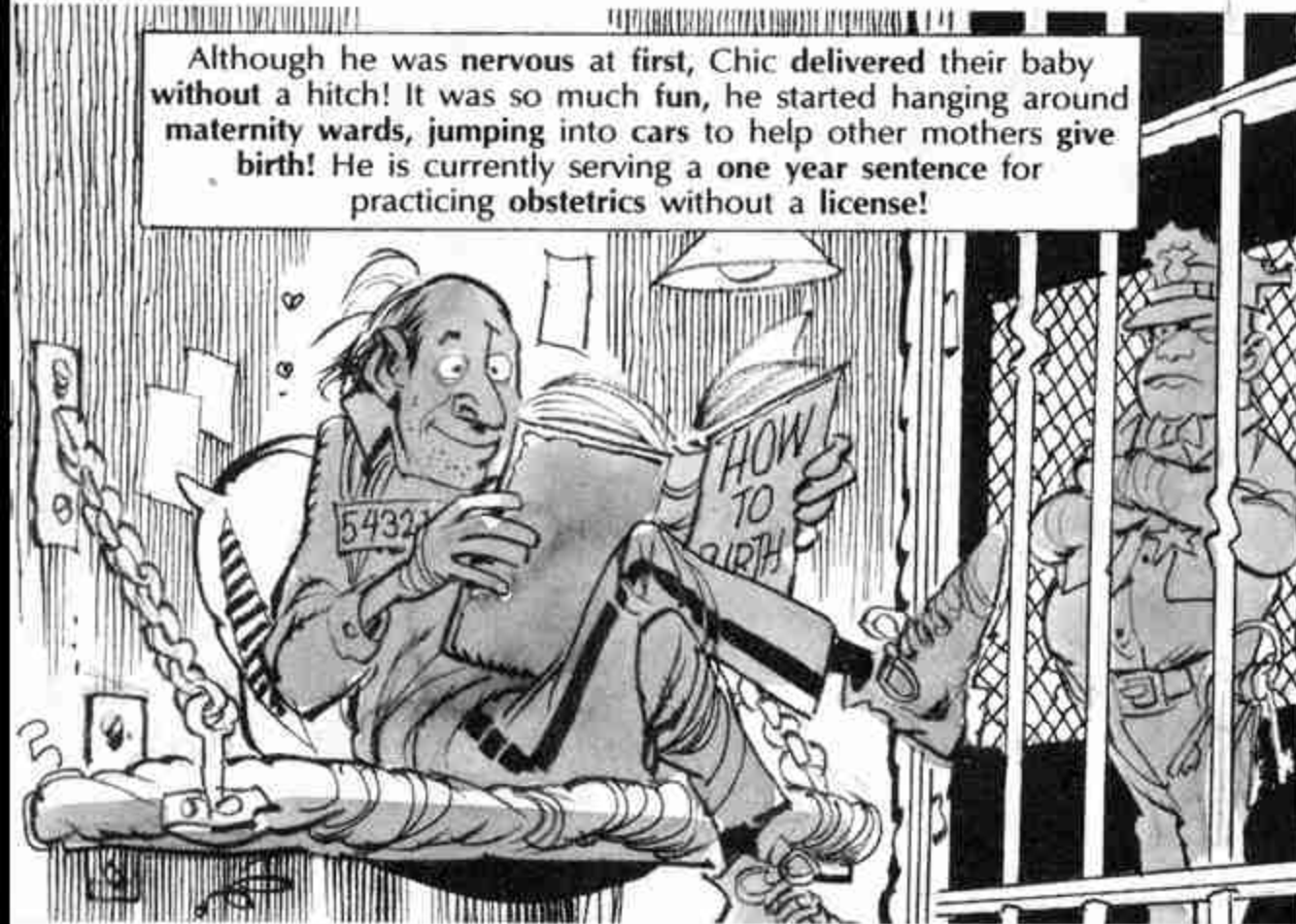
Add a cup of finely chopped garlic and three tablespoons of olive oil!

I don't know much about birthing babies, but are you sure that's right?

Ooops, sorry! The women here at 911 all watch TV cooking shows between calls, and copy down the recipes on anything handy—including these emergency manuals!



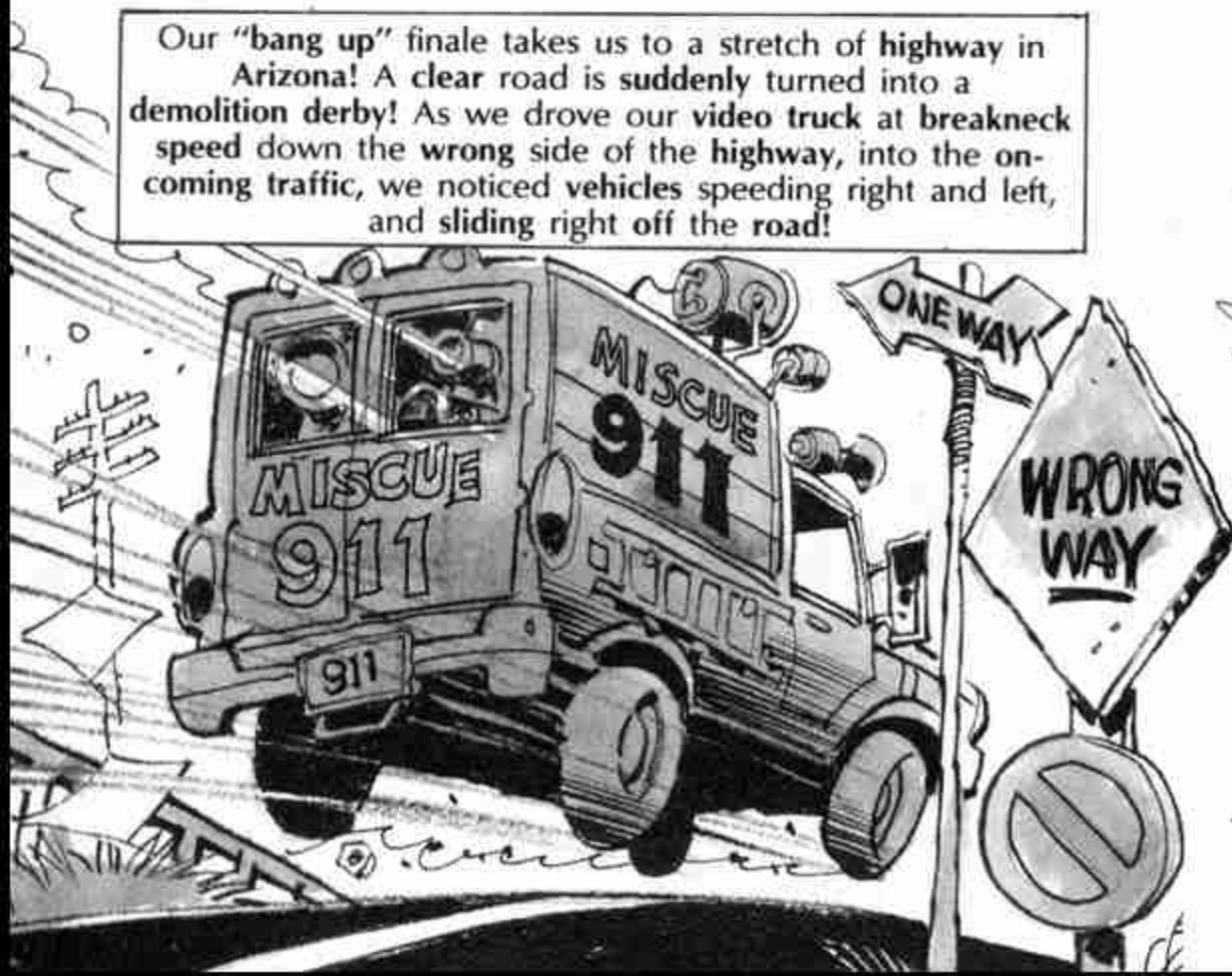
Although he was nervous at first, Chic delivered their baby without a hitch! It was so much fun, he started hanging around maternity wards, jumping into cars to help other mothers give birth! He is currently serving a one year sentence for practicing obstetrics without a license!



You have reached 911. It is Tuesday evening 8 p.m. EST. The switchboard will be closed until 9 p.m. EST—while we watch Miscue 911! We want to see if any of our stories got on! Please call back, and have a nice evening!

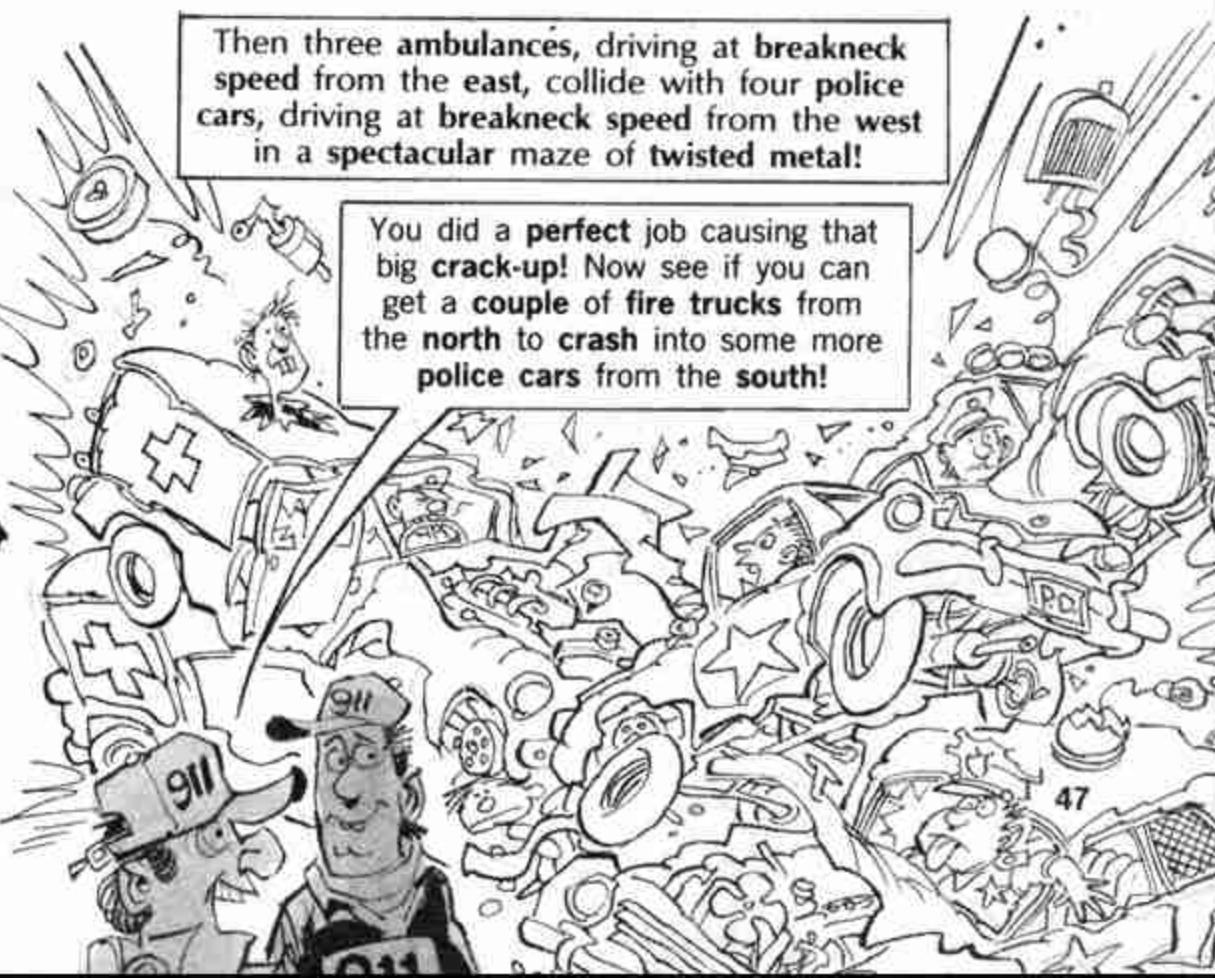


Our "bang up" finale takes us to a stretch of highway in Arizona! A clear road is suddenly turned into a demolition derby! As we drove our video truck at breakneck speed down the wrong side of the highway, into the oncoming traffic, we noticed vehicles speeding right and left, and sliding right off the road!



Then three ambulances, driving at breakneck speed from the east, collide with four police cars, driving at breakneck speed from the west in a spectacular maze of twisted metal!

You did a perfect job causing that big crack-up! Now see if you can get a couple of fire trucks from the north to crash into some more police cars from the south!







Mr. Shatter, do you think you'll **ever** run out of **material** for your **program**?

As long as there are **two cars** left in America, you can **count** on my guys to **engineer** them into a **collision**!

**Careful where you step**  
Mr. Shatter! Don't  
**slip on the oil I**  
**"accidentally" spilled**  
**on the highway!**

I'll be careful, and so should all of you, or you may suddenly find yourself sprawled helplessly in front of our cameras, next time on... **Miscue 911!**



WHAT IS FAST  
REPLACING CANDY  
AS THE VALENTINE  
GIFT MORE AND  
MORE WOMEN  
DESIRE?

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

Women are sick of receiving fattening candy and quick wilting flowers every Valentine's Day. In these practical times they seek a more sensible kind of gift. To find out exactly what that special something is, fold page in as shown...



FOLD PAGE OVER LIKE THIS!

FOLD THIS SECTION OVER LEFT

FOLD BACK SO "A" MEETS "B"

A ▶

◀ B



CANDY IS NOT THE GIFT A GIRLFRIEND OR MOTHER  
PREFERS ON VALENTINE'S DAY. IT'S WELL KNOWN  
HOW DIET CONSCIOUS WOMEN ARE. THEY ARE DEMAND-  
ING MUCH BETTER PRESENTS. THIS IS WHAT  
GUYS MUST BUY IN ORDER TO PLEASE THEIR WOMEN.

A ▶

◀ B



GREAT MOMENTS IN HISTORY

# Washington Cross-Dressing the Delaware



A  
MAD  
MINI-  
POSTER