

June  
1994  
Number  
328

# MAD<sup>IND</sup>®

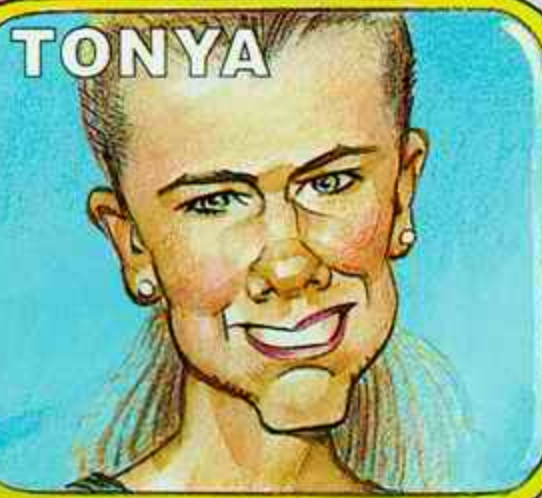
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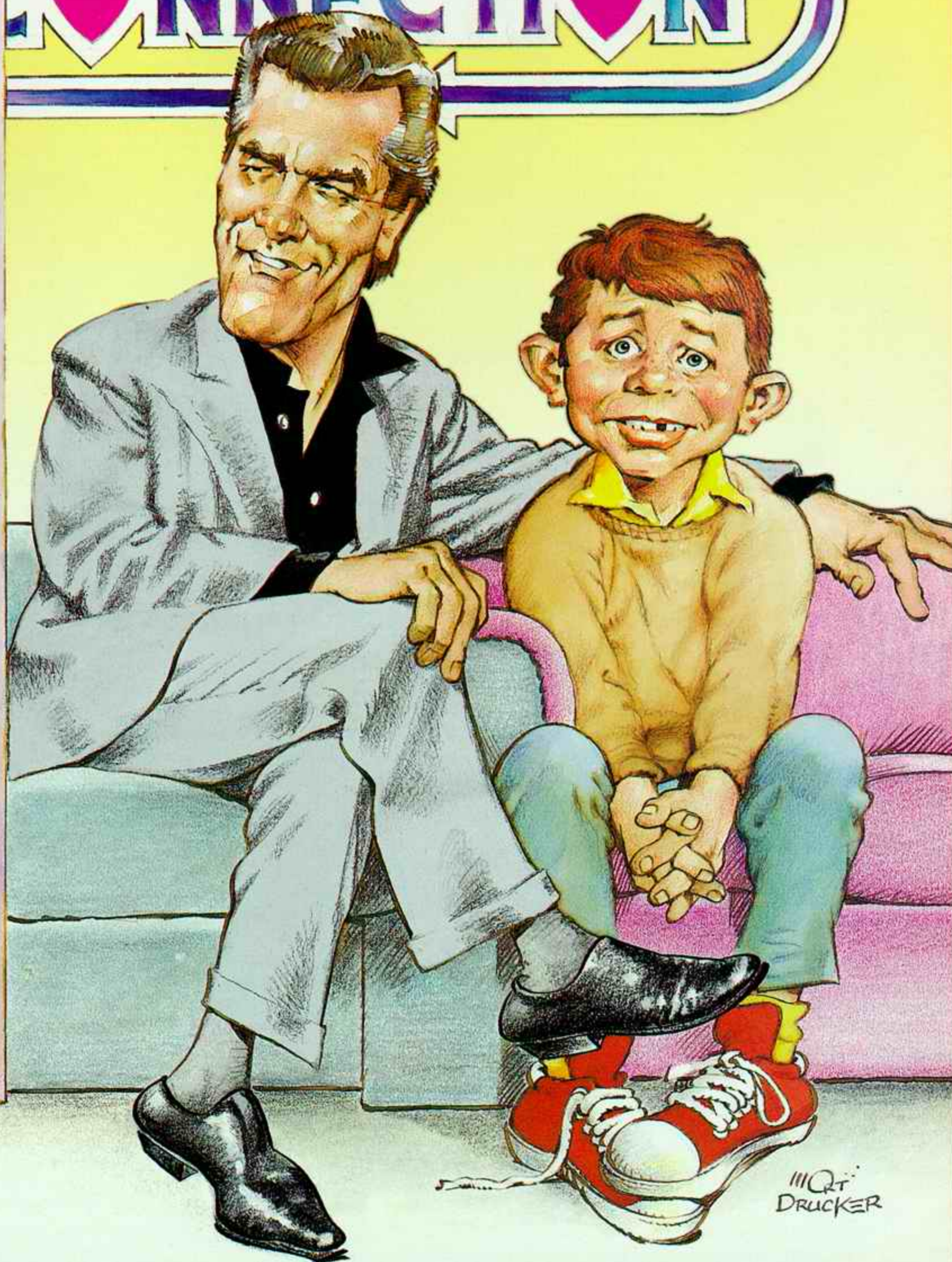
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DIRECT SALES



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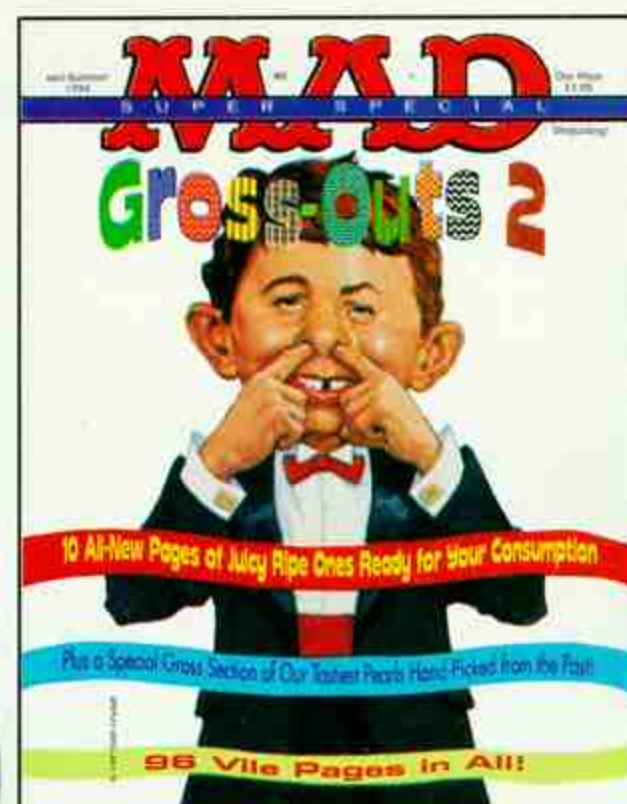
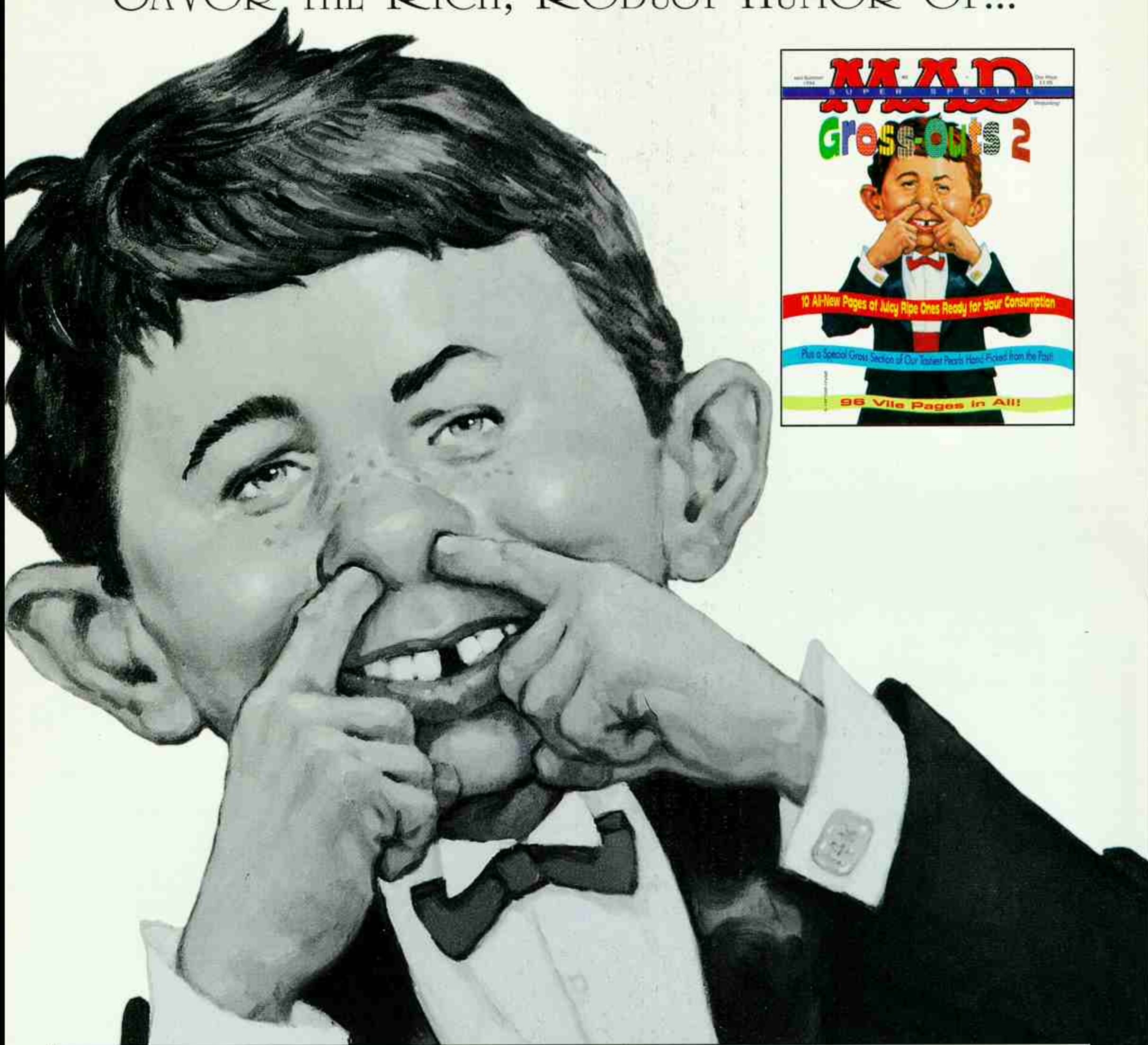
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IIIQT  
DRUCKER



# Good Taste is Timeless

SAVOR THE RICH, ROBUST HUMOR OF...



NEXT TIME YOU'RE AT YOUR NEWSSTAND DIG DEEP INTO YOUR  
POCKETS, PROBE IF YOU MUST, BUT COME OUT WITH THE GREEN!

Don't Blow It!



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# MAD

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*"Ever notice how many government officials make their raises effective long before they ever are?"*  
—Alfred E. Neuman

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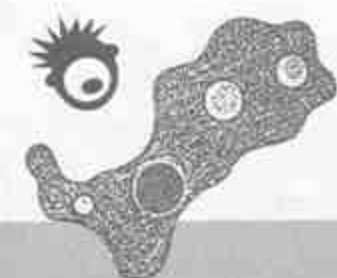
CAUTION!

FRONT COVER ARTIST: MORT DRUCKER FRONT COVER IDEA: MIKE SNIDER  
BACK COVER ARTIST: JAMES WARHOLA BACK COVER WRITER: CHARLIE KADAU

NO SALE



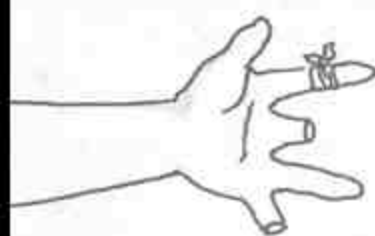
BOOLCH!



EEK!



RUMBLE... RUMBLE...



NEW YORK OR BUST



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**Freddie Maloney**  
**Greta Wood-Webster**  
subscriptions  
**Dorothy Crouch**  
resident suit  
**Contributing Artists**  
**And Writers**  
the usual gang of idiots



## LOOSE CHANGES

You can only imagine my shock when I received the FEBRUARY 1994 issue of MAD (#325)! As a subscriber for almost 30 years, one of my favorite parts of the magazine was "Published monthly except February, May, August and November." This change in your publishing schedule may have gone unnoticed by most, but my own schedule has been invariably affected. I feel that some warning and explanation might have been in order. In any event, will this first February issue have any extra value for collectors? If so, I will file it away with my original cast album of "The MAD Show" and Aurora model of Alfred E. Neuman!

Hal J. Freiman, M.D.  
Scarsdale, NY

Dear "Doogie" Freiman — If we were you, we'd stock up on as many copies of our February issue as possible and hide them behind that unused box of rubber gloves in your "special" cabinet! As we did on the letters page of the very February issue you refer to, we again contacted famed magazine expert Angus O'tter, of Angus O'tter's Famed Magazines of Erie, PA to ascertain exactly how many thousands of dollars your issue is worth. Imagine our surprise when we were told of Angus' untimely passing. Condolences to the O'tter family can be sent to MAD, and we dedicate this issue to our old pal Angus, may he rest in peace! —Ed.

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Printed in U.S.A.

## THE PAIN IN SPAIN



Robbie Gourlay of Mallorca, Spain displays the MAD collection started by his father, Roberto, over 30 years ago! You know, you'll never see devoted fans' photographs like Robbie's in dull loser publications like Time, Newsweek or the New Yorker! Check and see!

## LETTERS & TOMATO

Your latest issue (#326) has created a serious domestic conflict within our household. To begin with, you altered the "Table of Contents" page just when we were getting used to the old one, making it difficult to locate Alfred's quote (which is the first thing any true MAD fan reads!) Secondly, and more seriously I might add, you stapled a survey into the center of the magazine. I collect MAD and like them to remain intact. My wife, however, likes to answer questionnaires, and with no regard to my feelings violently ripped the card from the soul of the issue. Our marriage is in shambles and it's your fault. I hope you're happy!

Mark Heiss  
Prospect, CT

We challenge your assertion that the first thing true MAD fans read is the Alfred quote. Others have maintained they check the fold-in first. Some say they immediately peruse "The Lighter Side of the Office" and a perverse pinch of readers say they scan whatever article Tom Bunk illustrated looking for the guy with the poked out eyeball! Since "What's the first thing you read in MAD?" seems to be a hotly debated topic, we've decided to throw the question to you, our loyal and devoted letters page readers! Write or fax us with the first thing you read when you open a new issue of MAD and why! We'll print the most interesting answers in a future issue and settle this controversy once and for all! —Ed.

## INSIGNIFICANT DATA

**MAD**  
**#329**  
**ON**  
**SALE**  
**JUNE 28!**

**SUPER**  
**SPECIAL**  
**#98**  
**ON SALE**  
**JUNE 7!**

MAD CHAT continues! On Thursday, May 26th, from 3-5 p.m. Eastern Time, call (212) 752-6872 and speak LIVE with weird MAD artist Rick Tulka and the MAD editors! (When you speak to Rick, ask him about his unusual hair!)

## MORON MAIL

I think your magazine is cool. My brother and I always read your magazines. Nothing is more exciting than sitting down in a good chair with a glass of cold lemonade and reading your magazine.

Ruthmarie Dodez  
Athens, TN

Ruthie — That's not lemonade! —Ed.

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



## BROOKLYN ABRIDGED



As we've said again and again, MAD's office is a celebrity magnet! Recently, we were visited by actor David Wohl, who starred as candy store owner Sid Elgart on the former smash CBS series Brooklyn Bridge! David was taking a well-deserved break from the show with his pals Sam and Billy. Which mega-star will drop by next? Stay tuned!

## FATHER (?) OF OUR COUNTRY

I have been a loyal MAD reader and subscriber for well over 30 years. I have always found MAD to be an entertaining, yet satirical publication. MAD has always been in the forefront of wit, taking well-deserved shots at those who prey on others, and our foolish mores. My teenage children fight over it too, to see who gets first reading after Dad. It is therefore with great dismay that I noted the back cover of Issue #326 which depicts George Washington as a cross-dresser. What this has to do with humor or satire is beyond me. It would be one thing to poke fun at Washington legends, but what does this have to do with his sexual orientation? Washington was a great American, flawed, but a major reason why we are the nation we are. The back cover was totally tasteless and you owe an apology to the American people.

Jack L. Billig  
Ossining, NY

Jackee — Why you think we're putting down Washington is beyond us. As any student of history knows, it was George's brilliant military strategy (combined with a pink taffeta gown he picked up at a Valley Forge factory outlet) which led to really surprising the drunken Hessian troops, and ultimately resulted in Washington's famed Monroe Doctrine and the abolition of slavery! We hope you and your family have enjoyed this little historical respite and have a renewed sense of pride in our back cover. Next issue: Hoover's Gettysburg Address! -Ed.

## WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE  
LAST ISSUE AT THE NEWSSTAND?

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three MAD Pins shown above absolutely free!

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because you won't send me any!

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—USE COUPON OR DUPLICATE—

Please Address All Correspondence To: MAD, Dept. 328, 485 MADison Avenue N.Y., N.Y. 10022.  
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are  
accompanied by a self-addressed, stamped envelope!



**SENDING UP TRIAL BUFFOONS DEPT.**

In the criminal justice system, people are resented by two separate but equally offensive groups: the police who are frequently inept in their investigation of crimes, and the District Attorneys who procrastinate with the offenders! Here are their stories, told weekly in the gritty, giddy, totally shot in New York series...

# LAW & DISORDER

ARTIST: MORT DRUCKER WRITER: DICK DEBARTOLO

I'm Detective Miscue! I've had reports today of five serial killers, a mad bomber, six arsonists and an ax murderer! In New York that's called a "light duty day"! But all that misery doesn't keep me from doing bad one-liners!

**TATA-BOOM!**

Not yet! I want a rimshot AFTER the bad one-liners! My jokes need to be identified!

I'm Detective Logy! I'm very intense and focused on my work! I don't rest until the crime is solved! I figure Miscue and I solve a crime a week! With repeats and hiatus, that's about 30 crimes a year! That's why our department is 24,765,435 cases behind, but we're thinking of working an hour or two this Saturday to catch up!

You can never find a cop when you need one!

Wrong! I'm a cop! But this is an easier and safer way to earn a living!

If this doesn't prove the justice system is breaking down, nothing does!



Hey, it's Miscue and Logy! Let's give ourselves up!

Give ourselves up? How come?

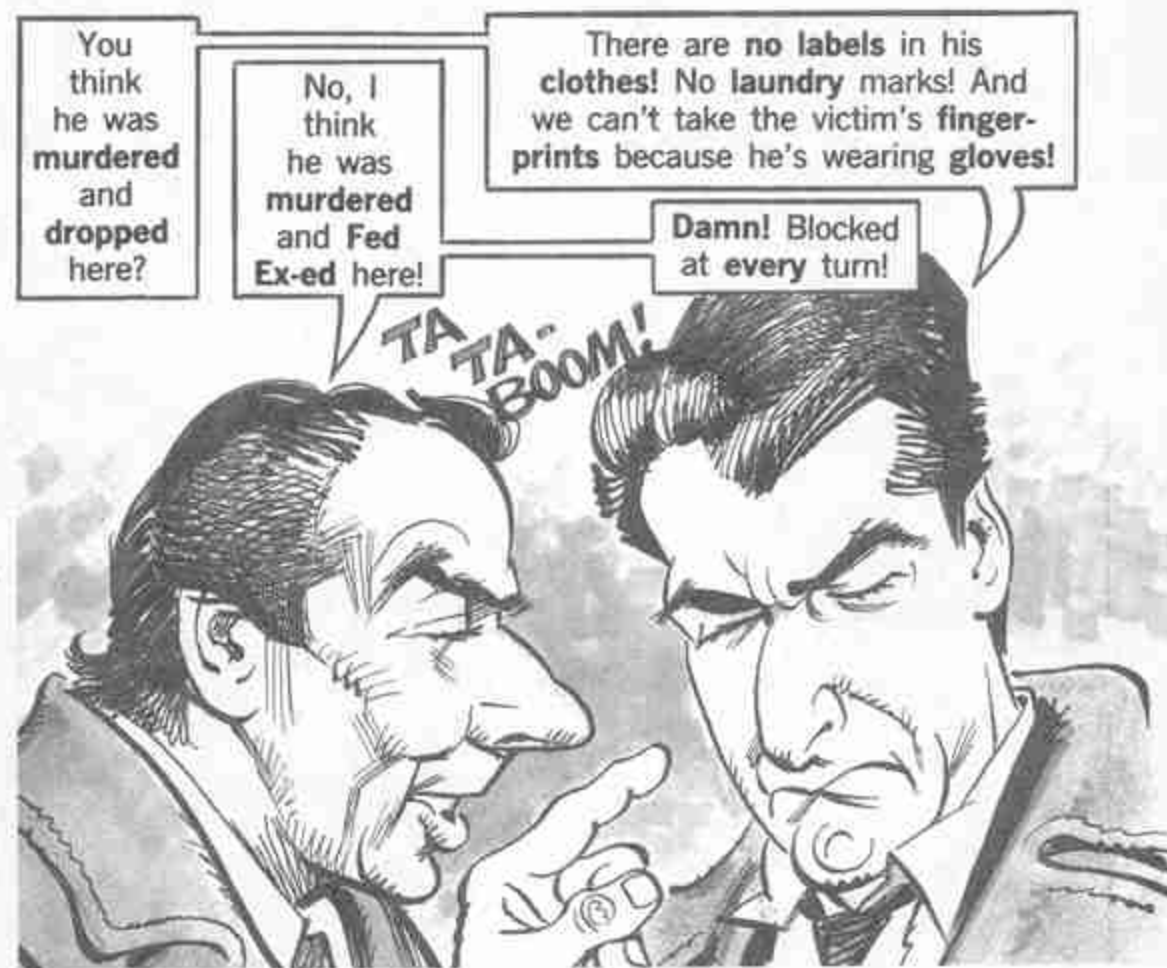
Because they're the biggest screw-ups in New York City Police history! They get evidence without search warrants, try cases out of their jurisdiction and even put undue pressure on witnesses! That's why most of their cases are thrown out of court and criminals get off scot free!

Okay, you convinced me! I'm giving myself up!

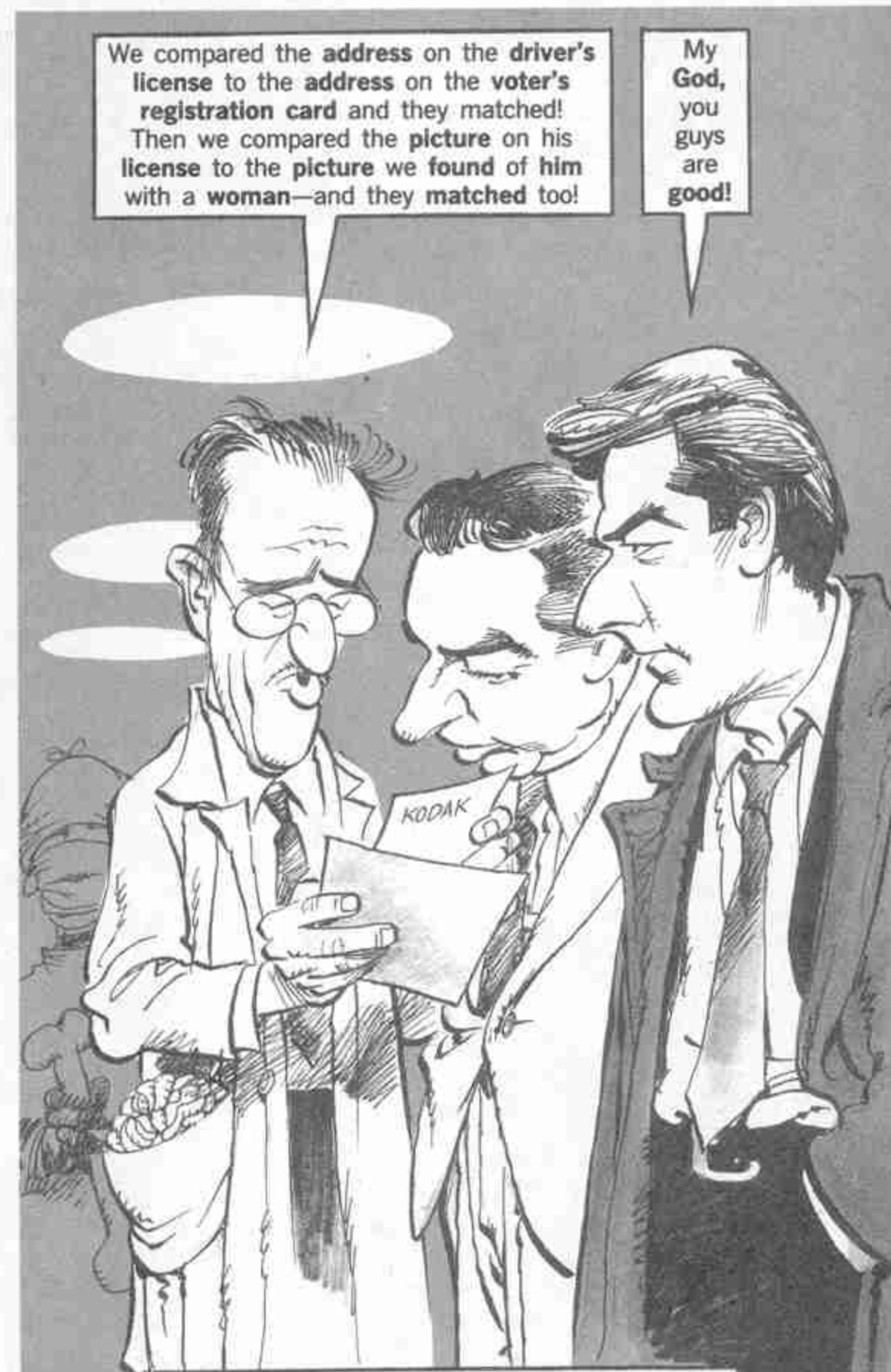
Not so fast, we're in line to be arrested by them first!

MORT DRUCKER





**SAME JUNK YARD, BUT NOTICE YOU CAN NOW SEE THE STUNNING NYC SKYLINE IN THE BACKGROUND.**



**FORENSICS LAB. 237 BLOCKS FROM THE WORLD FAMOUS WALDORF ASTORIA HOTEL.**



I'm going to go a step further and say the woman is his wife! Here, look in the microscope! See what's written across the picture: "To my wonderful husband"!

I can see that without the microscope!

I know! The microscope doesn't have a lens in it anyway! You know how strapped for cash New York City is!

Tell me about it! I hear the new Mayor, Giuliani, wants us to shoot each bullet at least twice!

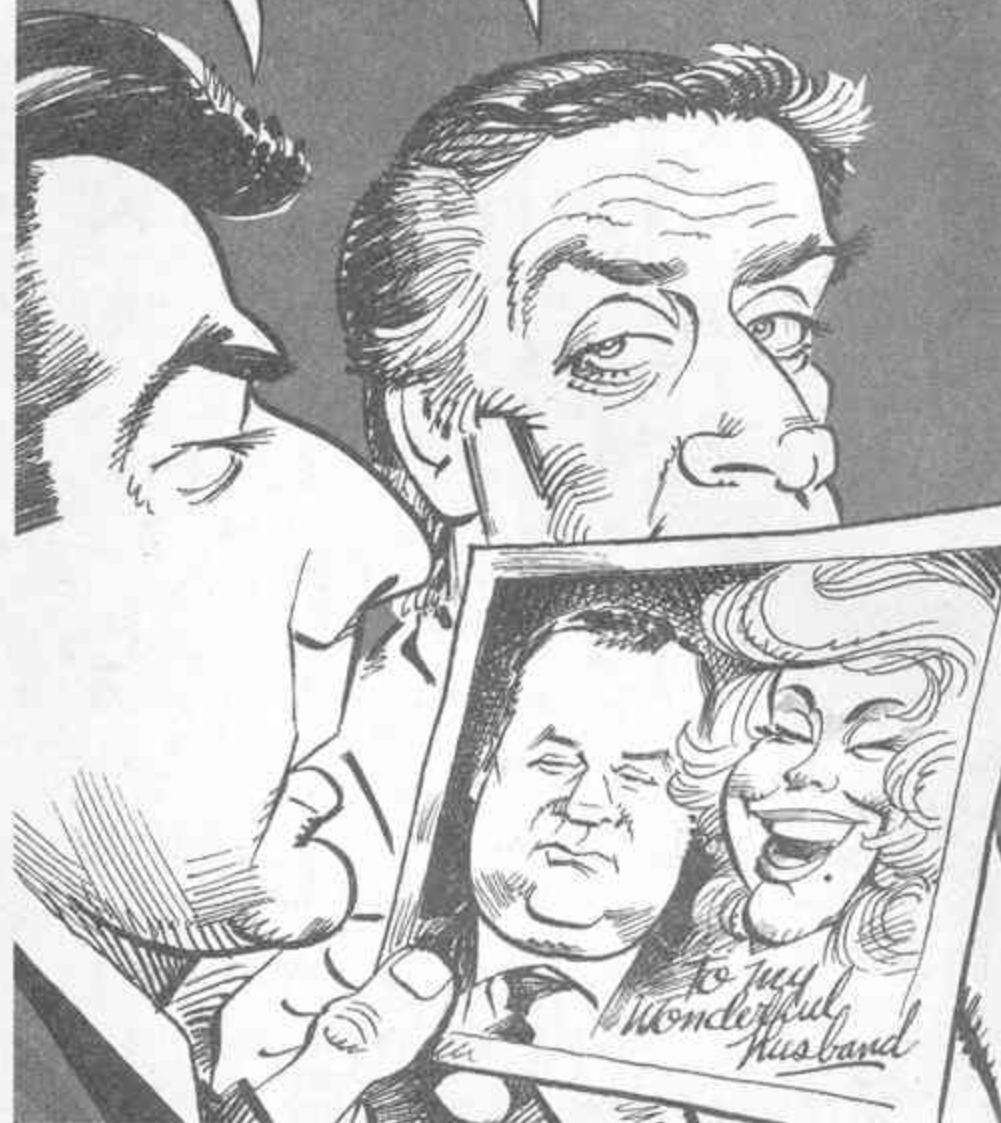
GO DEEP!



You know, there's something vaguely familiar about this most recent murder victim!

Wasn't he your partner for several years?

That's where I know that face!



I thought he was written out by the producer!

Looks more like he was wiped out by a civilian! New York's tougher than I thought! Criminals not only target cops, they kill actors who play cops!

Let's visit his wife to see if she knows he's history!

Let's go to a mall first and shop with his credit cards! If they haven't been cancelled, we'll know his wife doesn't know! Then we can charge a few big-screen TVs and VCRs to his accounts before she does!



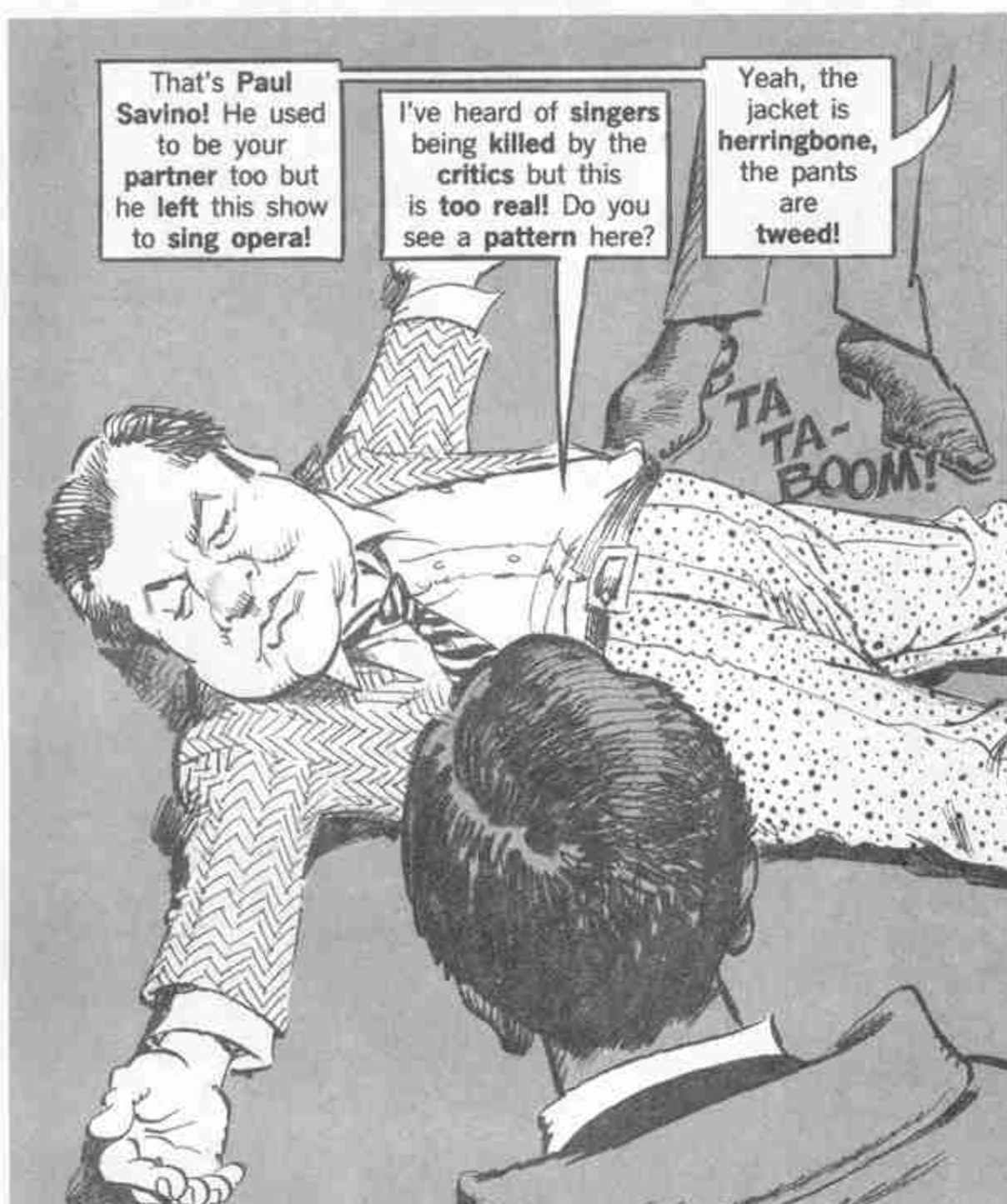
More bad news, Miscue! There's been another murder!

Let me guess—the Statue of Liberty stepped on him!

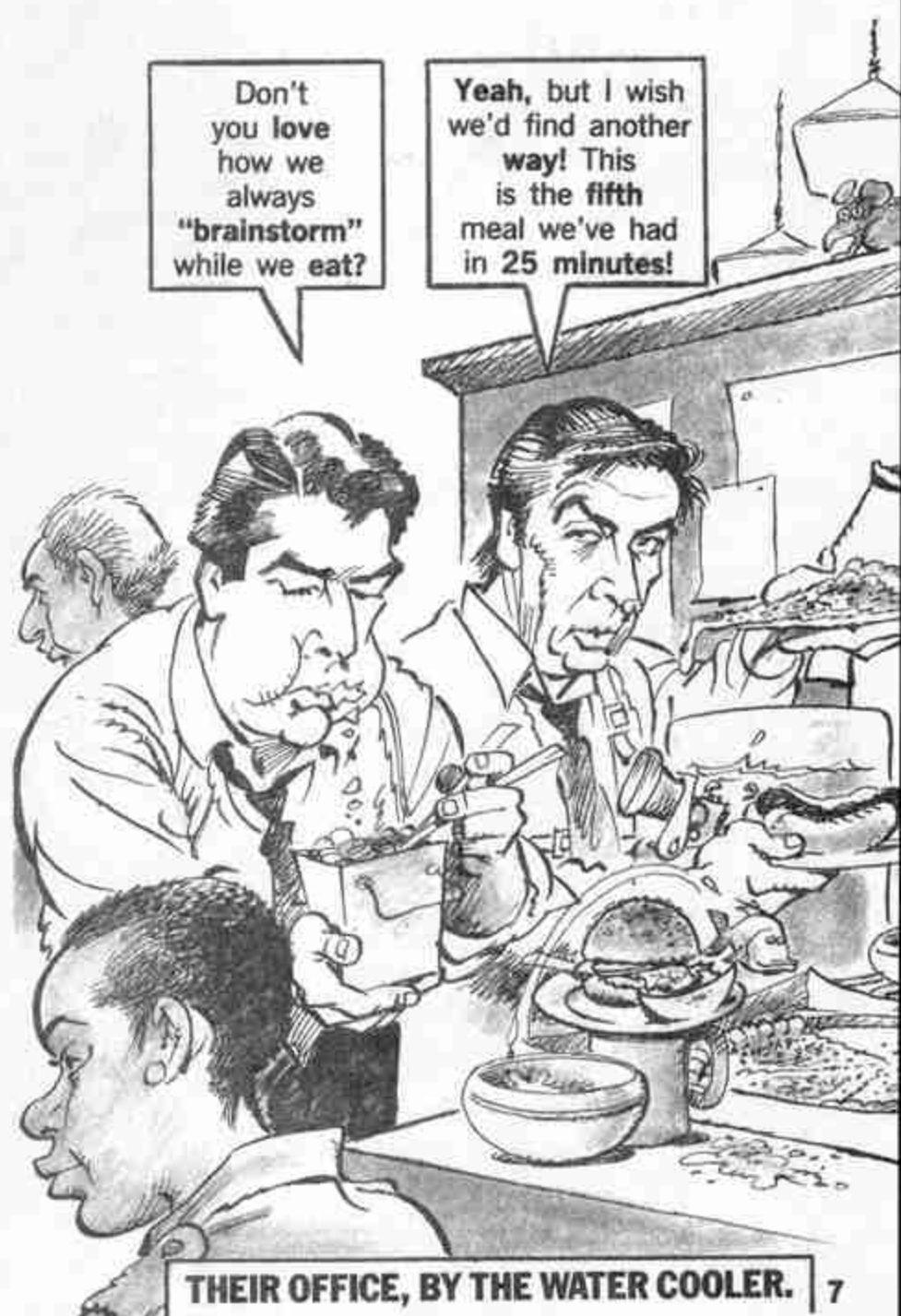
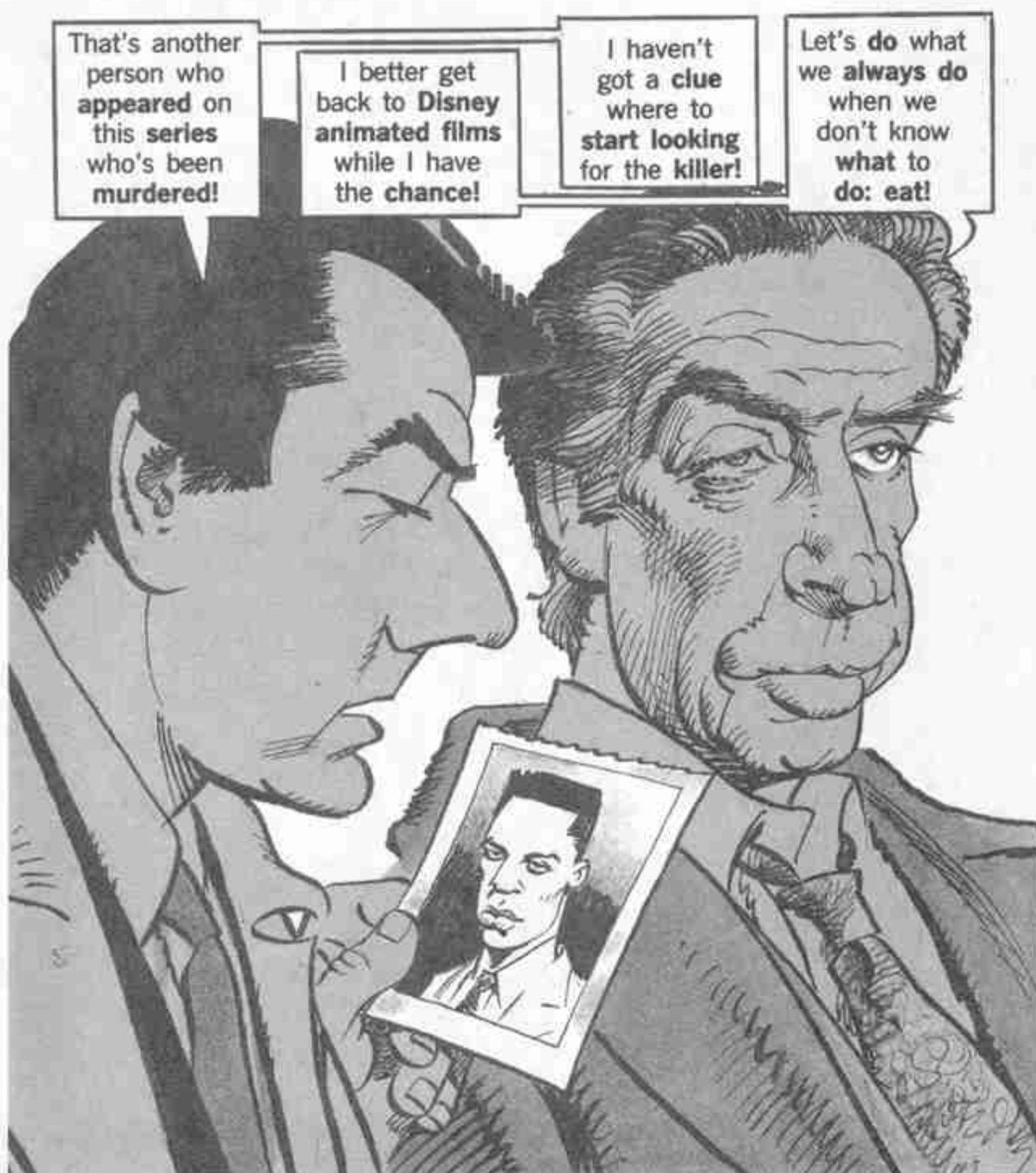
No, he was murdered up the Bronx! We dragged him here because the background's more powerful: liberty, freedom, murder! It's great American symbolism!





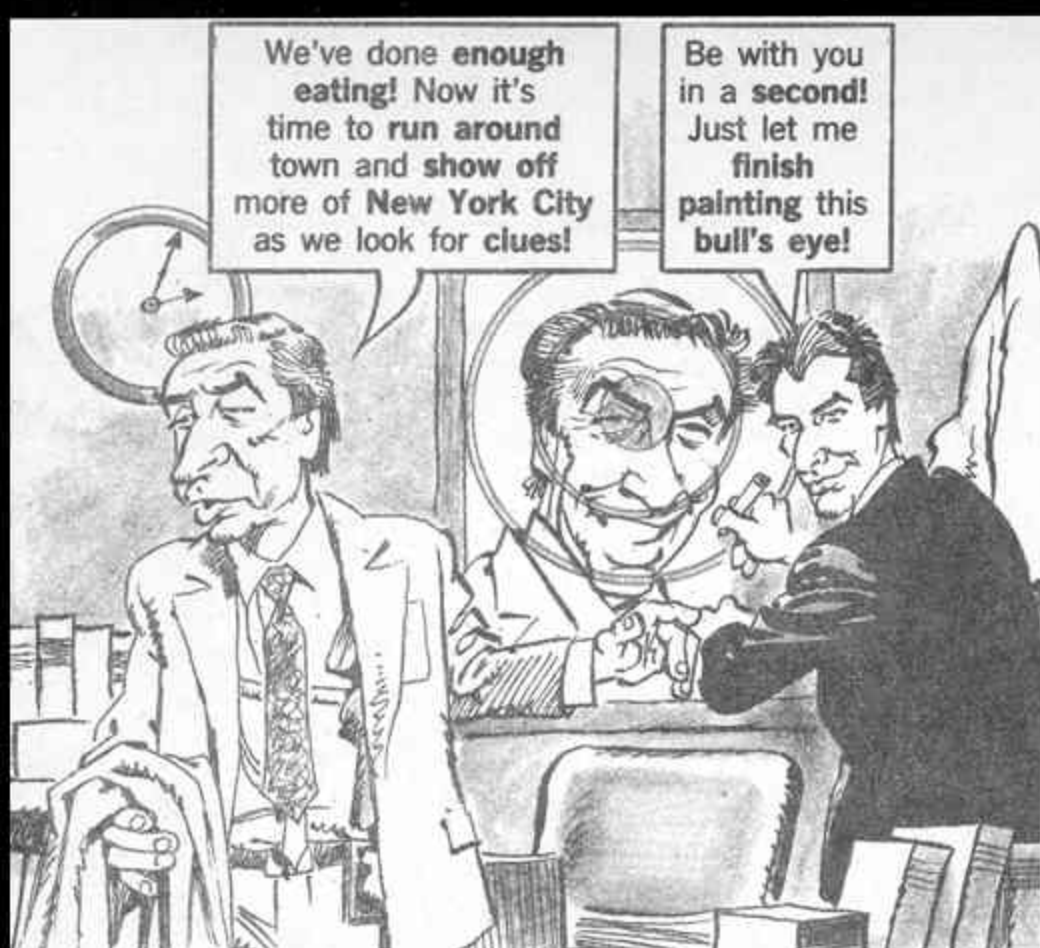


COMPUTER, DAY AFTER WARRANT EXPIRES PG. 22-23



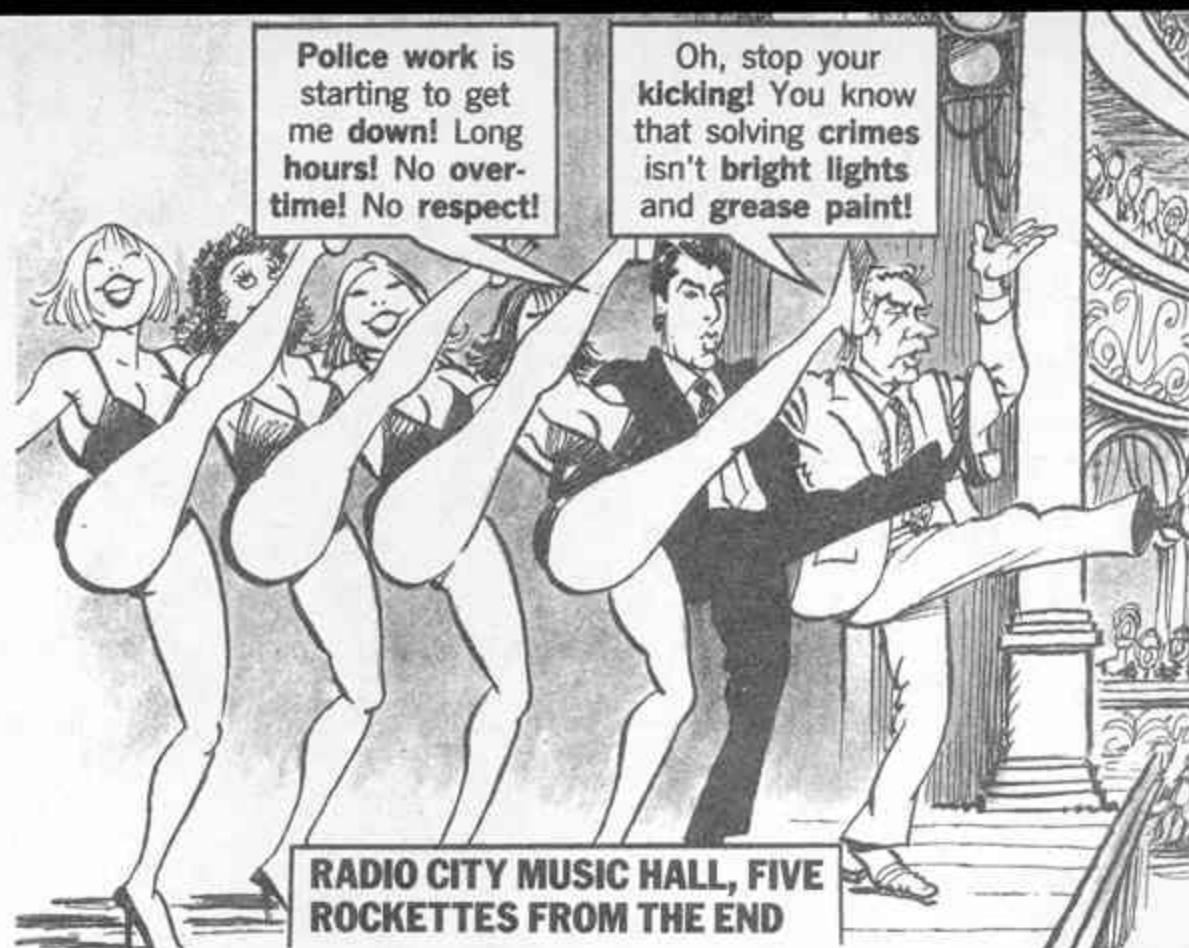
THEIR OFFICE, BY THE WATER COOLER. 7





We've done enough eating! Now it's time to run around town and show off more of New York City as we look for clues!

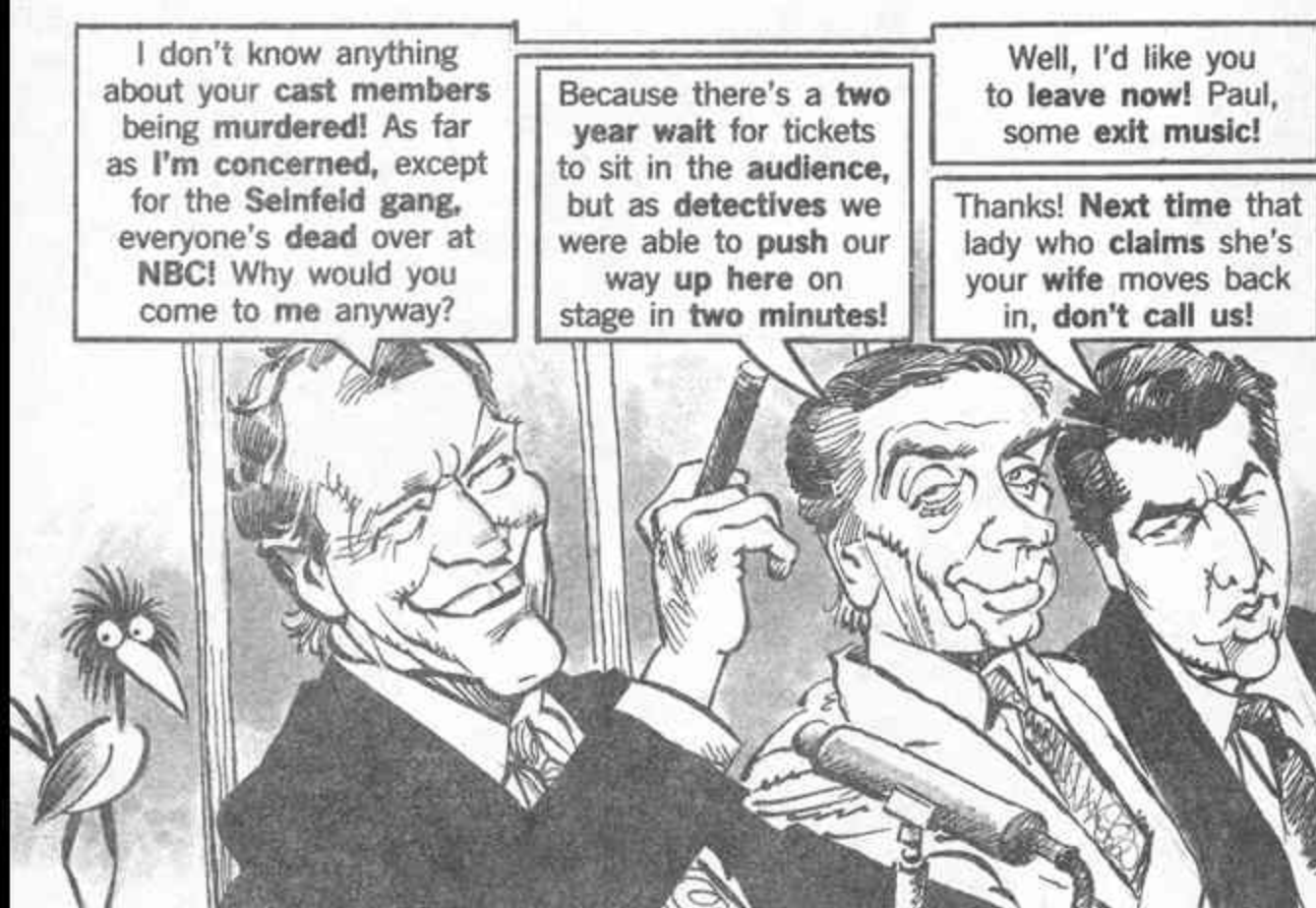
Be with you in a second! Just let me finish painting this bull's eye!



Police work is starting to get me down! Long hours! No overtime! No respect!

Oh, stop your kicking! You know that solving crimes isn't bright lights and grease paint!

RADIO CITY MUSIC HALL, FIVE ROCKETTES FROM THE END



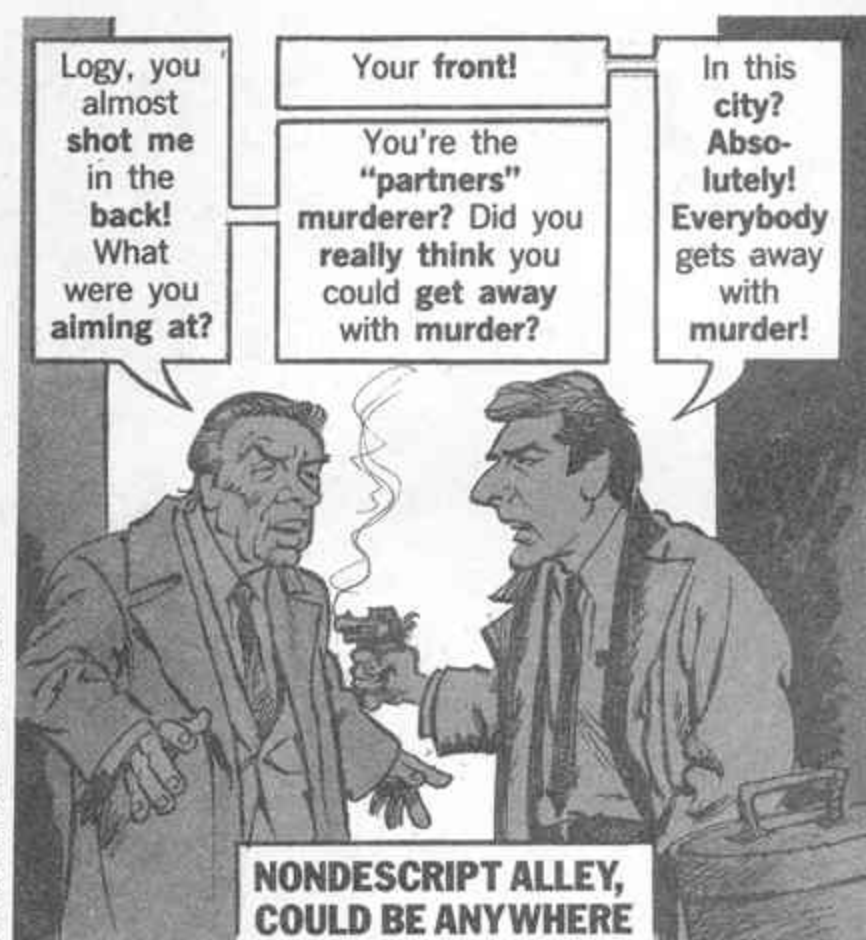
I don't know anything about your cast members being murdered! As far as I'm concerned, except for the Seinfeld gang, everyone's dead over at NBC! Why would you come to me anyway?

Because there's a two year wait for tickets to sit in the audience, but as detectives we were able to push our way up here on stage in two minutes!

Well, I'd like you to leave now! Paul, some exit music!

Thanks! Next time that lady who claims she's your wife moves back in, don't call us!

NOT WILLIAM M. GAINES PG. 17



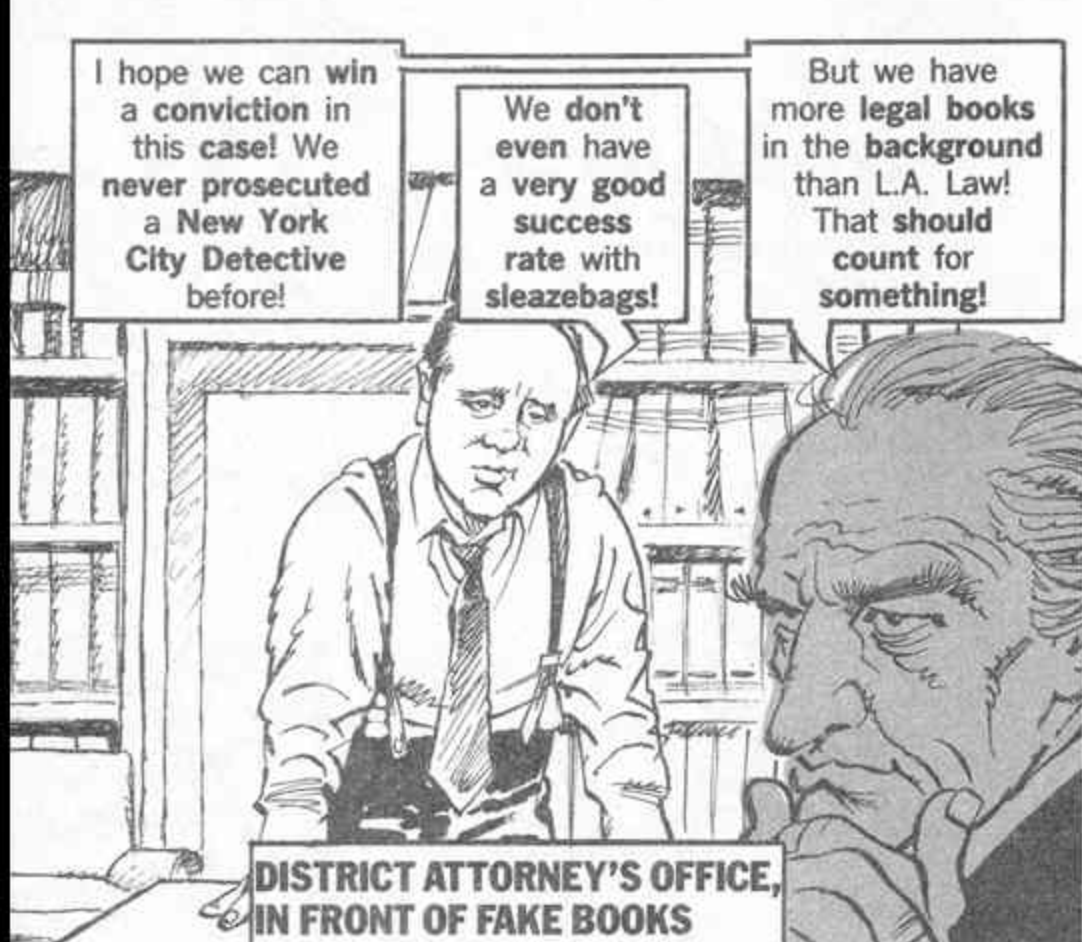
Logy, you almost shot me in the back! What were you aiming at?

Your front!

You're the "partners" murderer? Did you really think you could get away with murder?

In this city? Absolutely! Everybody gets away with murder!

NONDESCRIPT ALLEY, COULD BE ANYWHERE

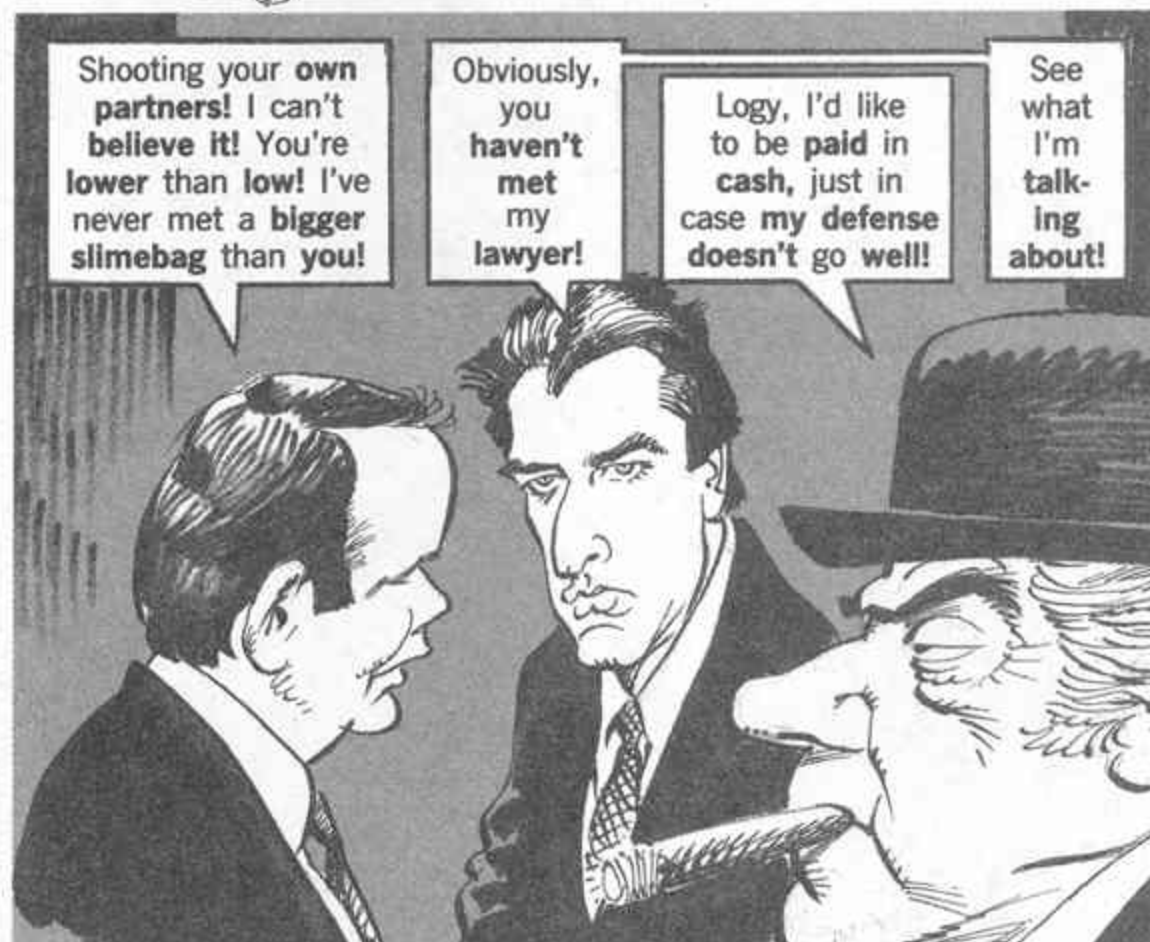


I hope we can win a conviction in this case! We never prosecuted a New York City Detective before!

We don't even have a very good success rate with sleazebags!

But we have more legal books in the background than L.A. Law! That should count for something!

DISTRICT ATTORNEY'S OFFICE, IN FRONT OF FAKE BOOKS



Shooting your own partners! I can't believe it! You're lower than low! I've never met a bigger slimebag than you!

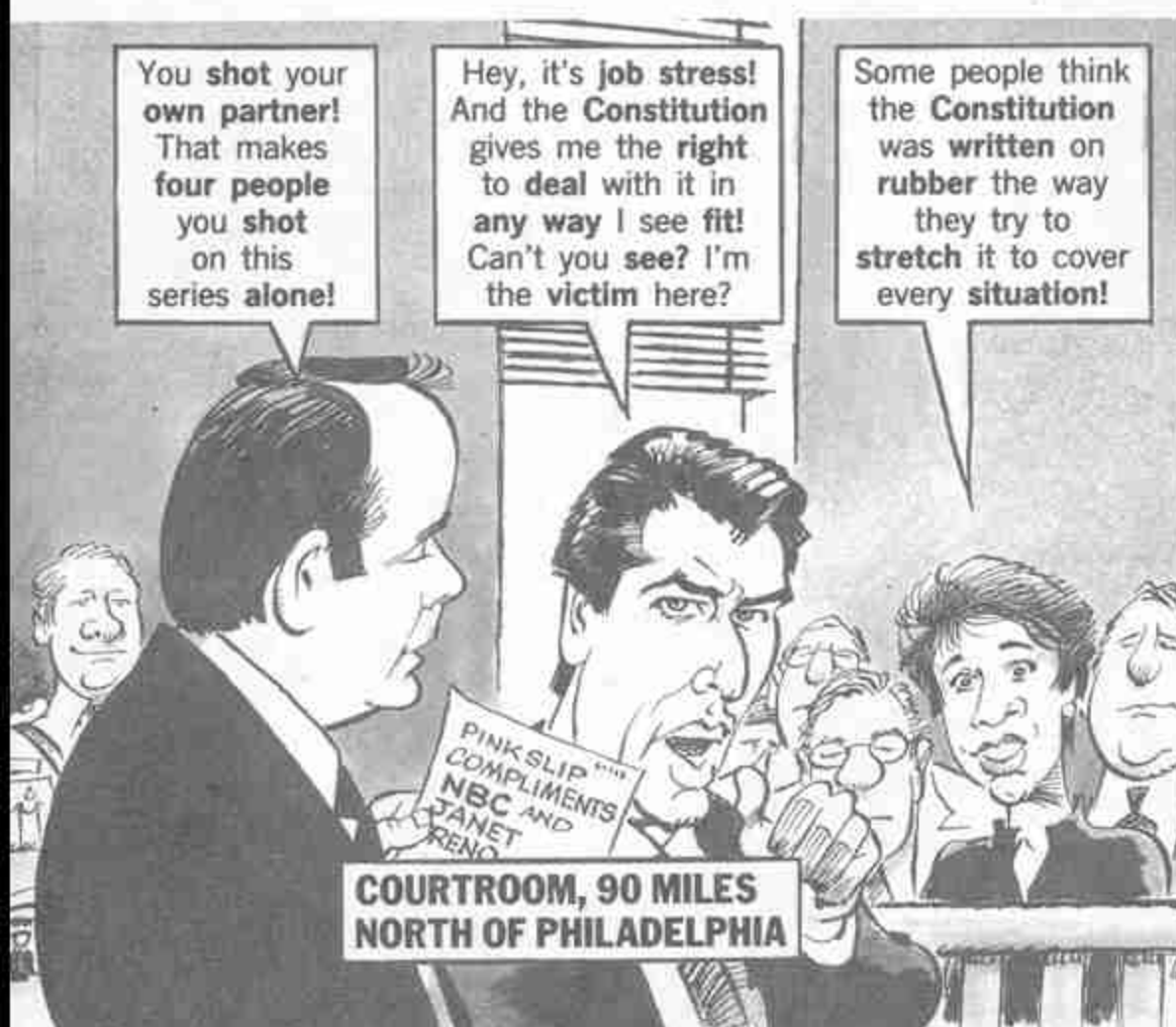
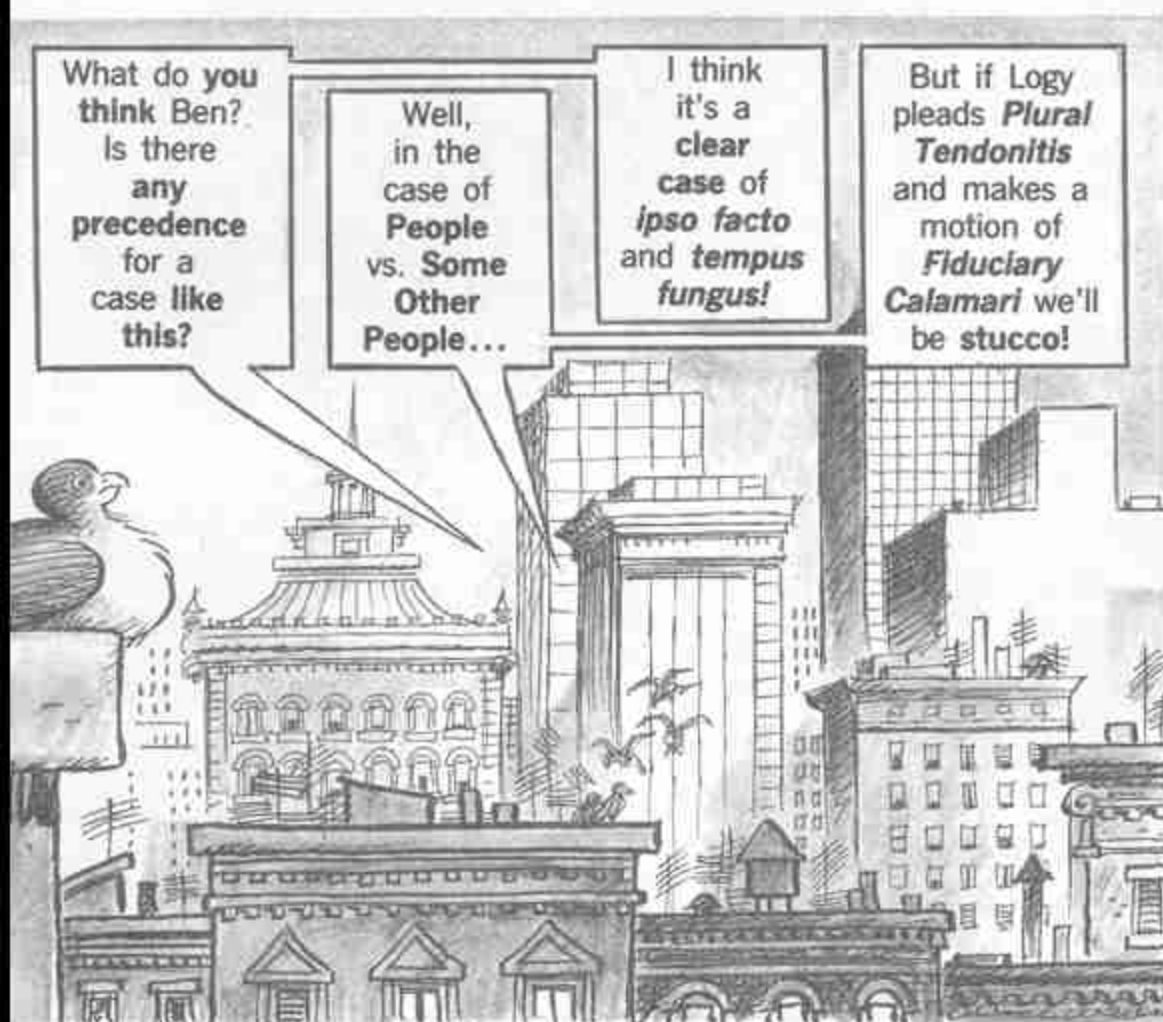
Obviously, you haven't met my lawyer!

Logy, I'd like to be paid in cash, just in case my defense doesn't go well!

See what I'm talking about!









**ALL JAFFEE DEPT.**

It has become increasingly difficult for people to cope with the trials and tribulations of our crime-infested lives in the 1990s. Of course, the hordes of boobs who continue to

# SNAPPY ANSWERS TO ST



WRITER KILLING ALL CHANCES OF EVER GETTING FREE TIME-LIFE BOOKS PG. 13-15





plague us with outrageously stupid questions don't help matters any. So how do we respond to said boobs? With snappy answers of course. In response to our troubled times we present...

# UPID QUESTIONS

## SPECIAL KILLERS & VICTIMS EPISODES

ARTIST AND WRITER: AL JAFFEE





# NEAR THE MENENDEZ BROTHERS' HOME

Was money the reason they killed their millionaire parents?

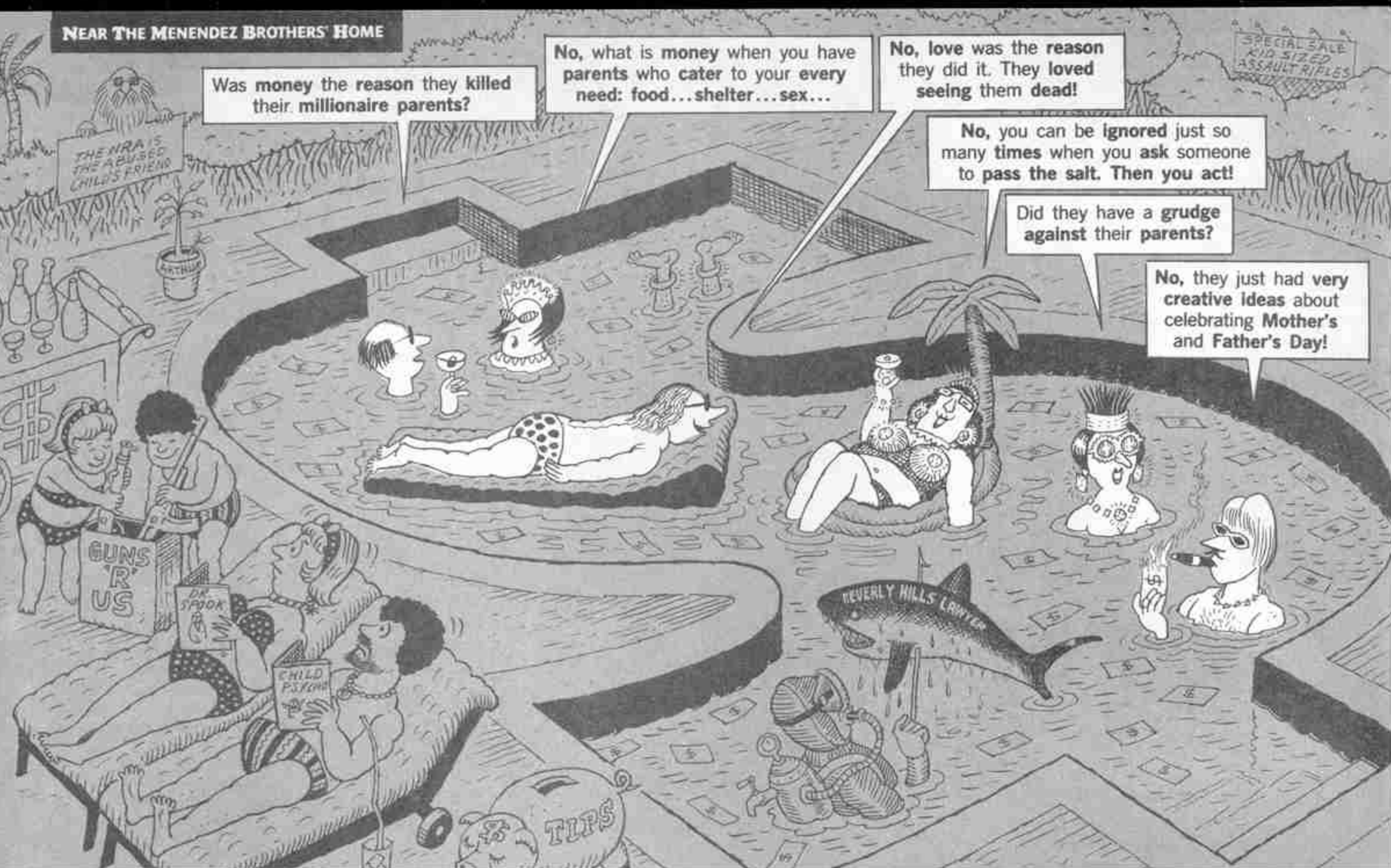
No, what is money when you have parents who cater to your every need: food... shelter... sex...

No, love was the reason they did it. They loved seeing them dead!

No, you can be ignored just so many times when you ask someone to pass the salt. Then you act!

Did they have a grudge against their parents?

No, they just had very creative ideas about celebrating Mother's and Father's Day!



# AT THE JEFFREY DAHMER TRIAL

Is cannibalism a psychological problem?

No, a nutritional problem. Too much red meat is bad for you.

Do you think Dahmer's crazy for eating human beings?

No, it's the rest of society that's crazy for not enjoying such culinary delights as spleen soup, lung tartar and soufflé of Fred.

No, and by the way, don't you think that prosecuting attorney would go great in a stir fry?

Absolutely! They're a bitch to clean and there are always mountains of leftovers!





#### TURNING DOWN THE VOLUMES DEPT.

When it comes to milking a subject that nobody cares about to begin with—packaging it up with slick paper and fancy binding, filling it with style over substance and cranking it out volume after hack volume—nobody does it better than the same people who churn out that insufferable rag *People* every seven days...our good friends at TIME-LIFE! We just hope they don't publish these...

# NEW TIME-LIFE BOOK SERIES WE NEVER WANT TO SEE

## BEACH DROWNINGS

A captivating new series you won't want to miss. Our award-winning Time-Life photographers bring you detailed and dramatic photos of drowning victims as they go under for the third time. Watch as novice swimmers gurgle and flail. It's as if you're actually there on the shore as you read account after account of unlucky swimmers succumbing to whirlpools, riptides and undertows.

### Vol. 1: THE LAST SUPPERS

Explore up close and in detail the bologna, chicken salad and peanut butter and jelly sandwiches eaten by unfortunate bathers only minutes before entering the water.

### Vol. 15: SOS?

A look at the chatting, flirting, flexing, eating, napping and other activities that fill a life-guard's day as screaming victims go unnoticed.

### Vol. 39: HEY DUDE—YEAH, YOU!

A special pictorial volume capturing in full color dazed body surfers as they cry "Help!" and "Put down that #@!\*&# camera and throw me a rope, you moron!"

ARTIST: GEORGE WOODBRIDGE WRITER: CHRIS HART





# THE LANGUAGE OF ANIMALS



This fascinating and unique series takes you deep into the mysterious language of animals. Communicate with your pet, stray dogs and cats in your neighborhood and whimsical circus creatures. Is your pet telling you one thing, the neighbor's pet another? This valuable Time-Life collection is also a must for hunters. Instead of shooting animals, learn how easy it is to talk them into giving themselves up. THEN shoot them.

## **Vol. 1: HEY, HOW ARE YA?**

An introduction to basic animal greetings, such as "Your rear smells good." "Does my rear smell good?" and "How about we smell each other's rears some more?"

## **Vol. 23: YOUR BUSH OR MINE?**

A tantalizing and exciting examination of animal mating calls, answering the question, "When does a mating call cross the line and become sexual harassment?"

## **Vol. 77: BUT I WANNA TELL YA...**

In this volume, discover the secret world of hyenas and learn the dirty jokes that keep them laughing.

CLOCK NOT ADJUSTED FOR DAYLIGHT SAVING PG. 8

# TOXIC WASTE & ASBESTOS REMOVAL

Living on or near a landfill, or in New Jersey? Then this remarkable Time-Life book series is designed especially for you. Living on a toxic dump used to mean relying on the courts to force industrial polluters to clean-up. But now, with this informative new "Home Handyman" series from Time-Life, you can learn to neutralize the radiation, carcinogens and contaminants in your soil with the same ease and simplicity as repairing a catalytic converter.

## **Vol. 1: SOD-DAMNED**

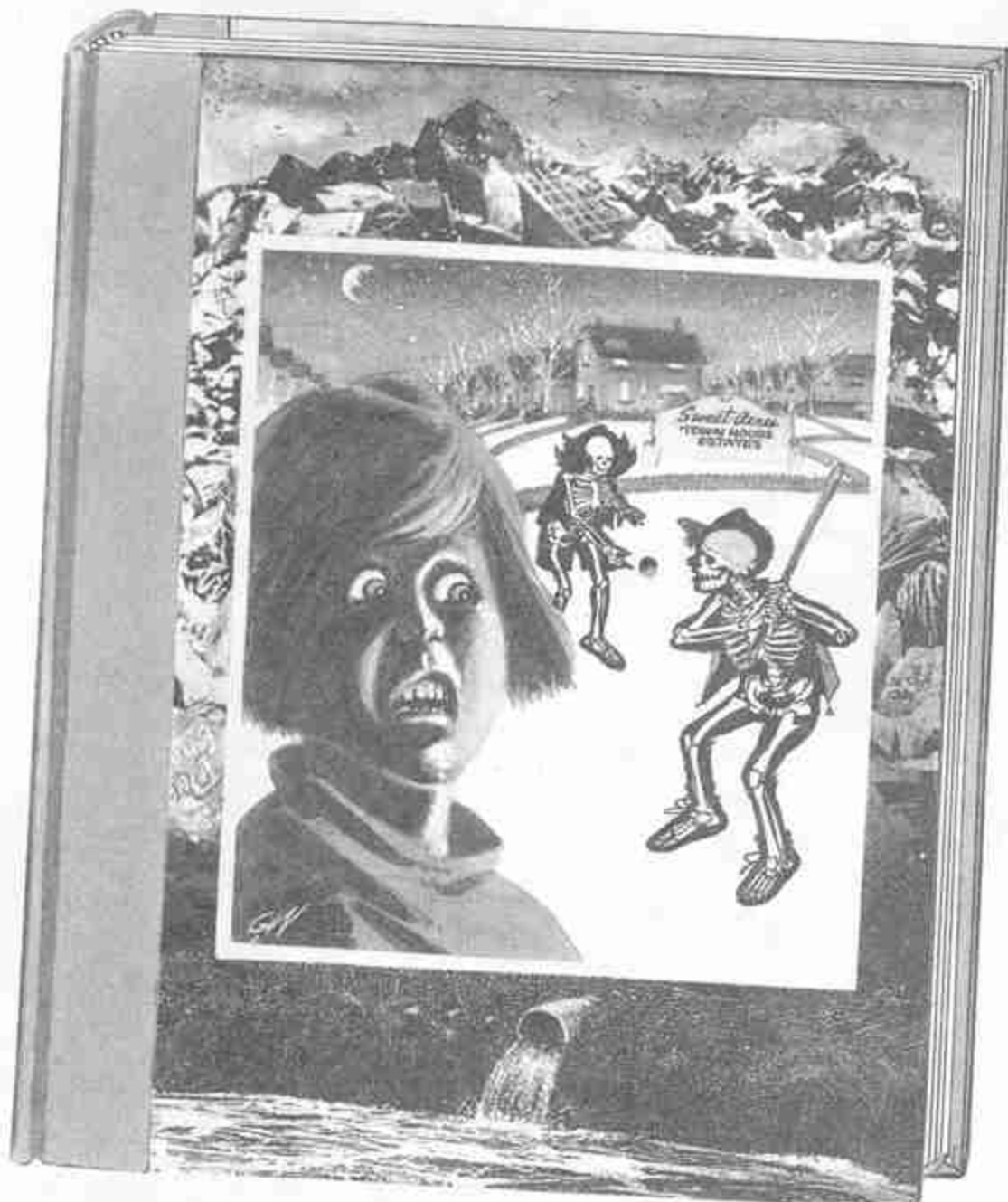
In layman's terms you'll understand exactly what it is that makes your lawn glow.

## **Vol. 18: GA GA OVER GOO**

Using our step-by-step instructions, find out how easy it is to dupe high school kids into thinking that you have hired them to cart away the ingredients of your old 1960s lava lamp collection.

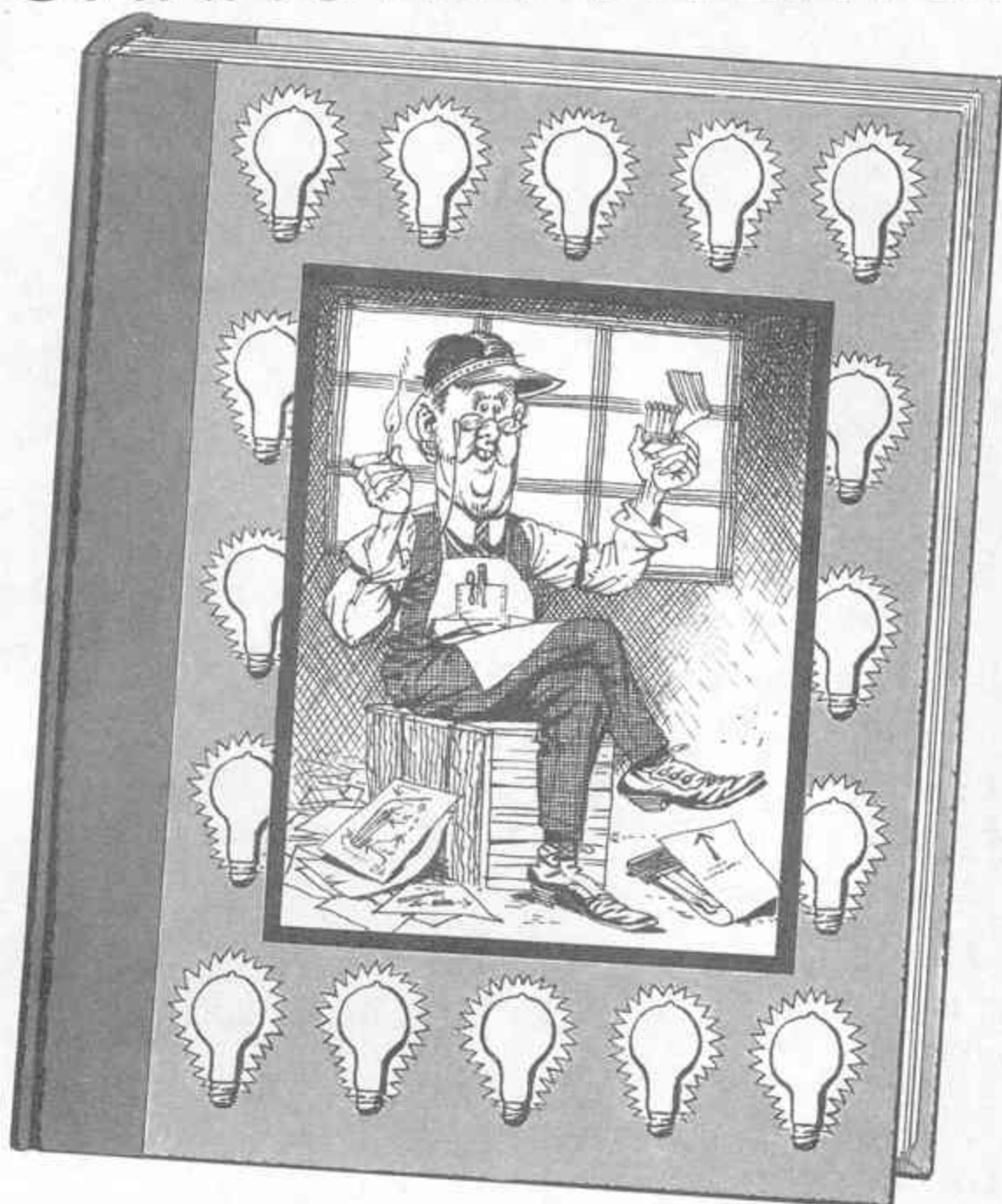
## **Vol. 76: BLOTCHES? WE DON'T NEED NO STINKING BLOTCHES!**

A lavishly illustrated how-to collection of helpful hints on covering up those pesky skin tumors.





# UNKNOWN INVENTORS



With the comprehensiveness that has become Time-Life's hallmark, this engrossing collection captures the greatness of the ordinary and uncelebrated men and women whose inventions made invaluable contributions to our everyday lives. Time-Life honors these neglected giants with this awe-inspiring series. If you don't order for yourself, then do it for your children.

## Vol. 1: MR. TWEEZERS

Through eyewitness accounts, probe the compelling story of the shy man whose name became synonymous with the word "splinter."

## Vol. 46: THE RESIDENT OF MENLO PARK

You'll learn about the humble beginnings of the father of the matchbook: How did he know it would fit so well under a wobbly table leg?

## Vol. 59: DOMES WERE NOT BUILT IN A DAY

Astound yourself as you read about the little souvenir globe you shake to make it look like it's snowing on the Statue of Liberty. Hear, in the inventor's own words, how it all started in a garage with just \$20 and a crazy dream.

# GREAT MINE SHAFT COLLAPSES

It is with special pride that Time-Life presents this unforgettable book series of gut-wrenching tragedy and anguish. With rare photographs and colorful graphics, you'll get a first hand look at the men who were buried alive, crushed to death, slowly starved, suffocated and more.

## Vol. 1: DO YOU THINK HE SUFFERED MUCH?

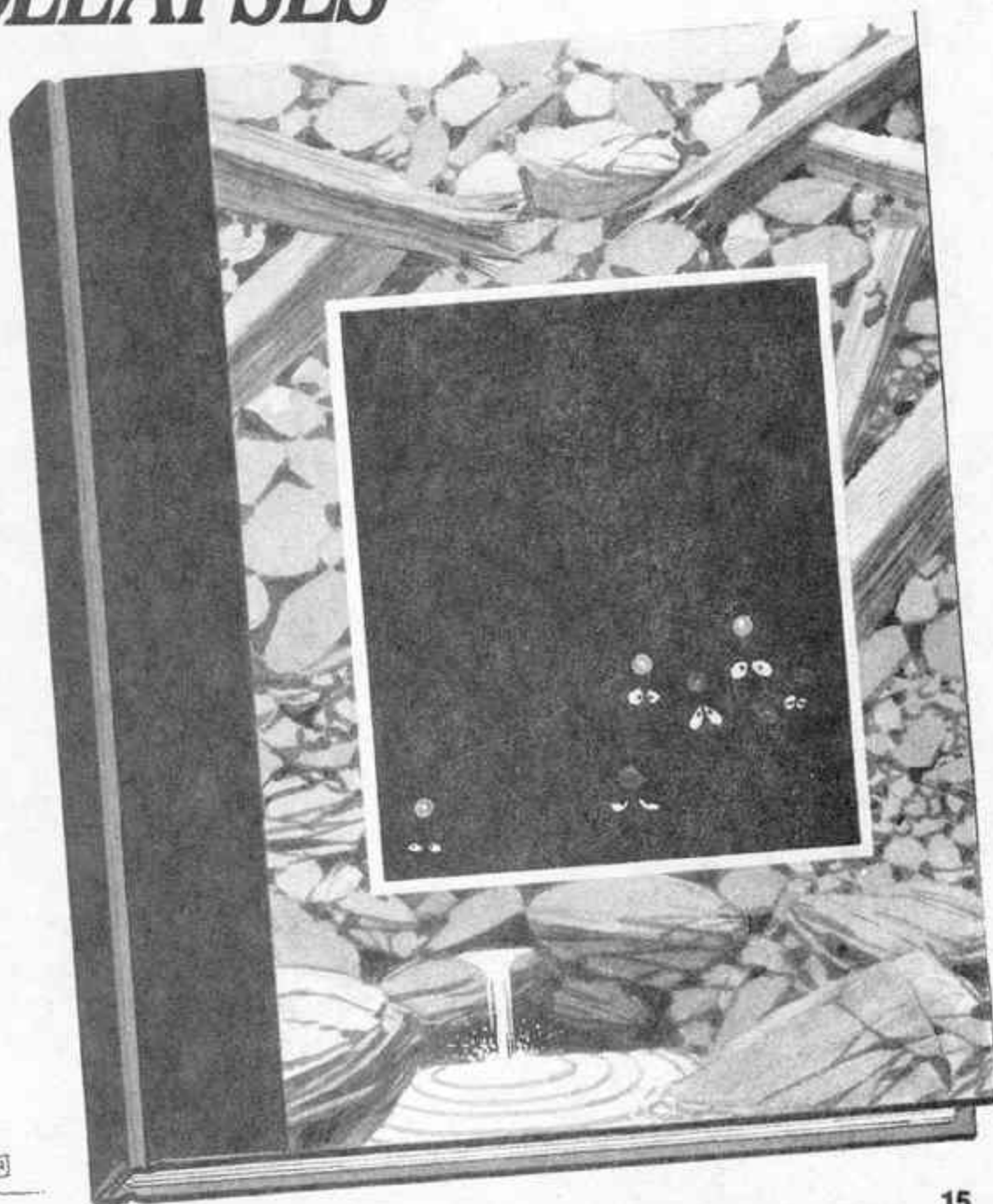
This disturbing series begins with interviews of the miner's widows while they're still grieving. See their faces as they grapple with the insensitive questions asked by our probing Time-Life interviewers.

## Vol. 62: COAL MINER'S SLAUGHTER

You'll get a first-hand look at the unedited transcripts of the miners' last statements, which are eerily and coincidentally all the same: "Air! Air!"

## Vol. 93: GETTING THE SHAFT

A very special volume of all black pages, designed to convey the experience of what it feels like to be trapped under tons of rocks, debris and rubble.





# NOTORIOUS TAXI DRIVERS OF NEW YORK

This startling Time-Life series is not for the squeamish. Read about New York City's most infamous cabbies and their individual body counts. Using maps, diagrams and chalk body outlines, Time-Life presents painstakingly researched accounts of brutal assaults on pedestrians. To find out how each cab driver got those notches on his dashboard and that caked blood and hair on his bumper, don't miss this bold and unusual collection.

## Vol. 1: FARE GAME

Travel through midtown with Achmed, a cabby who targets the elderly. Later, visit Achmed's private collection of mangled canes and walkers.

## Vol. 33: LET US SPRAY

Experience the swerving, daredevil driving of Tony "The Frog" Babagatz. You'll feel as though you're behind the wheel as you read about his eerie ability to lock onto street puddles like a laser beam, spraying entire lines of suits waiting for the bus in a single pass.

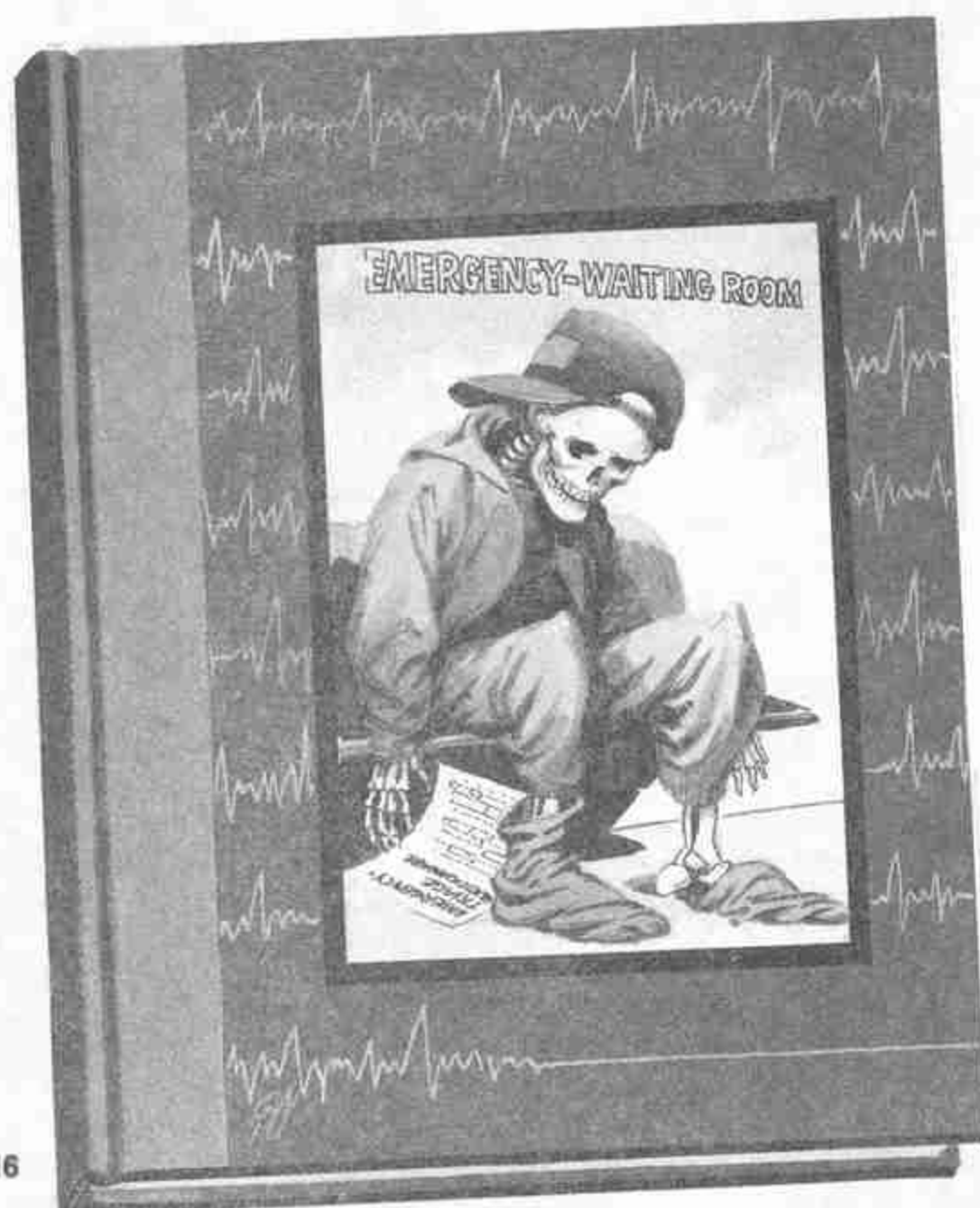
## Vol. 87: KISS YOUR SPINE GOODBYE

Spend a shift with Hannibal, the sadistic cabby who purposely removed his shock absorbers, then drove his passengers over every pothole he could find. Next, stroll through the hospital wing at St. Vincent's which is reserved exclusively for Hannibal's neck-brace-wearing, chiropractor-craving passengers.



CONTENTS CONTENTS PAGE

# GREAT HOSPITAL BLUNDERS



Enter the bizarre world of hospital administration. When you enter the hospital, you automatically assume that the call button for the nurse will be broken and that your pain medications won't be administered on time. But what happens when the mistakes are far more serious? Then you have a bizarre and astonishing new series from Time-Life Books.

## Vol. I: WHOSE LIVER IS IT, ANYWAY?

In this introductory volume, you'll be astounded by the case of Hans Brickface, the man who came in for a transplant and ended up a donor.

## Vol. II: SLICES OF LIFE

Learn the sad story of Jefferson Cray, the teenager with the broken arm who died in the hospital waiting room—of old age.

## Vol. 67: HE'P ME! HE'P ME!

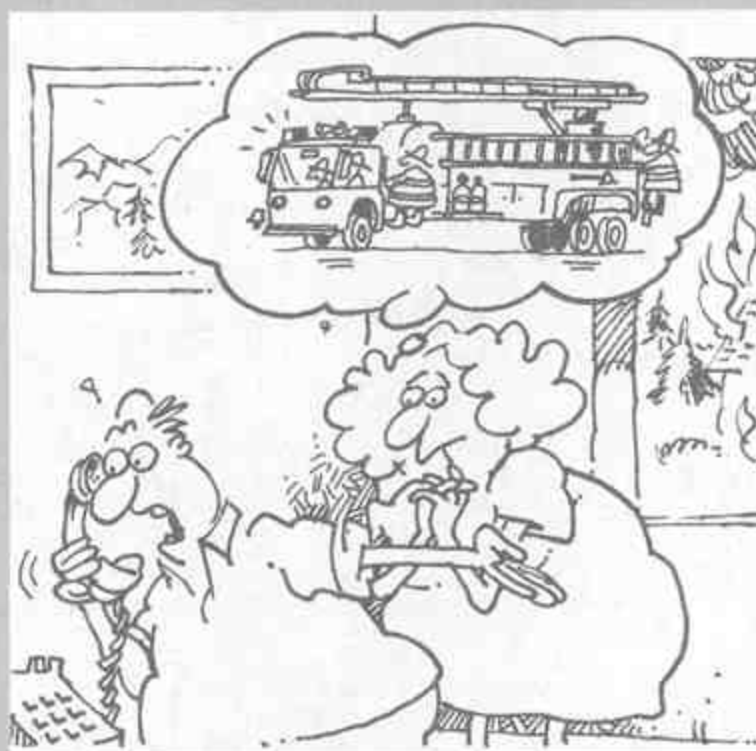
Uncover the sealed files of Doctor Bingwap, who kept on cutting until he finally amputated the correct limb.



SERGE-IN GENERAL DEPT.

# A MAD LOOK AT NATURAL DISASTERS

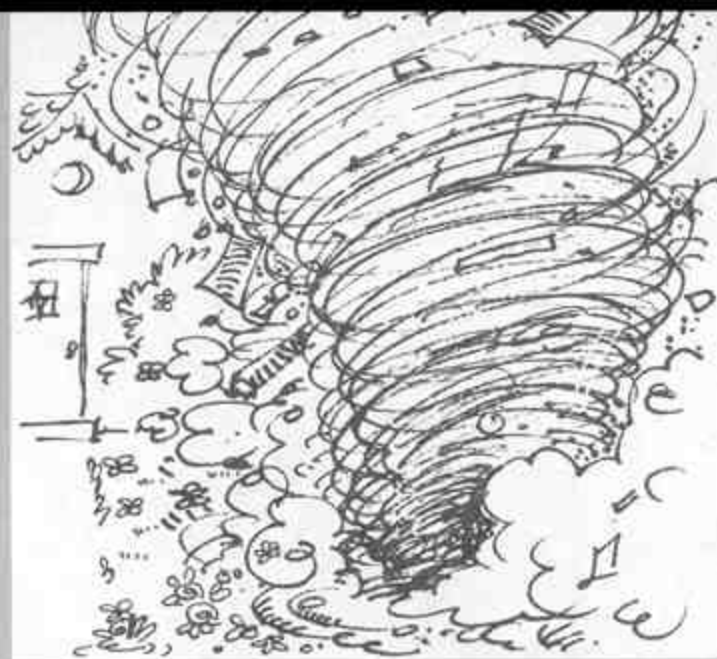
ARTIST AND WRITER: SERGIO ARAGONES









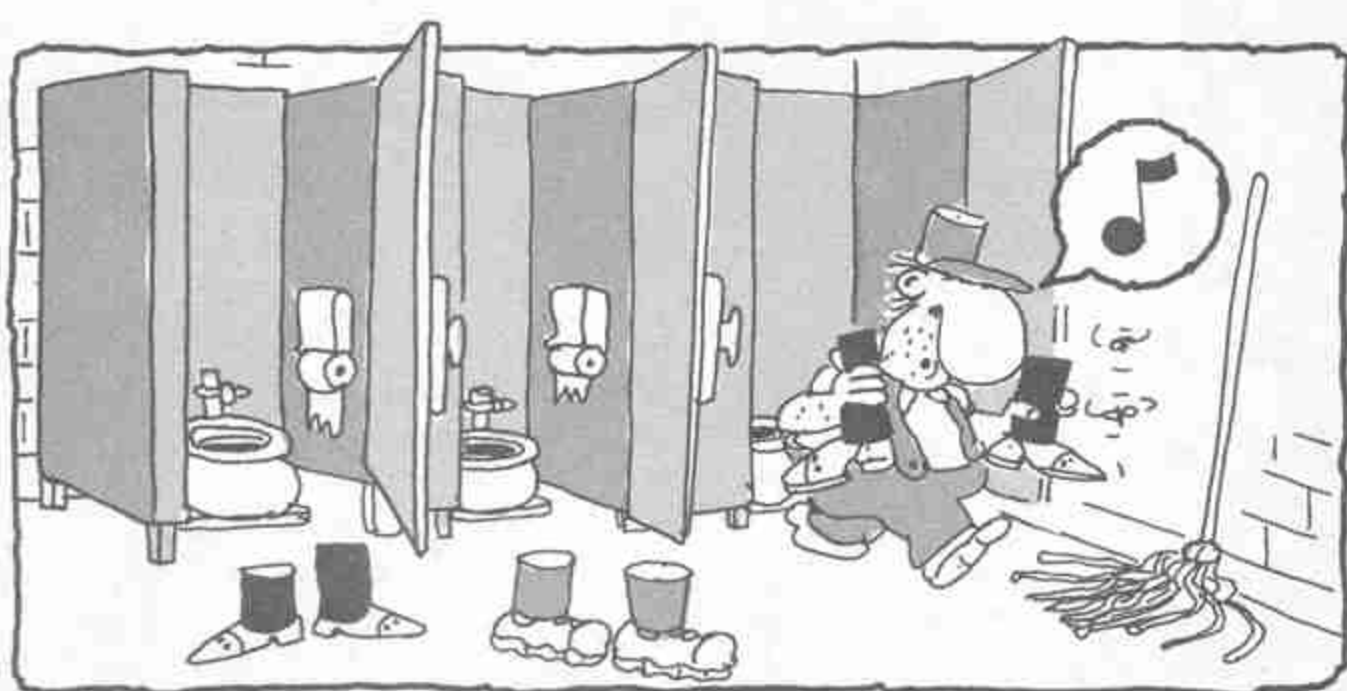
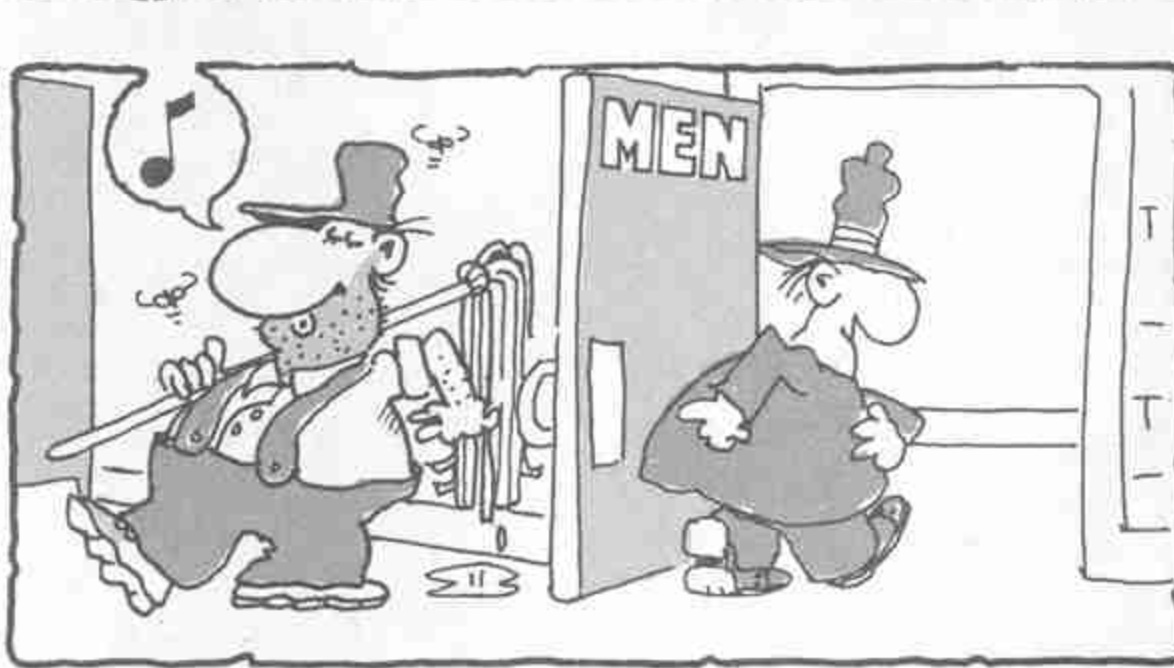
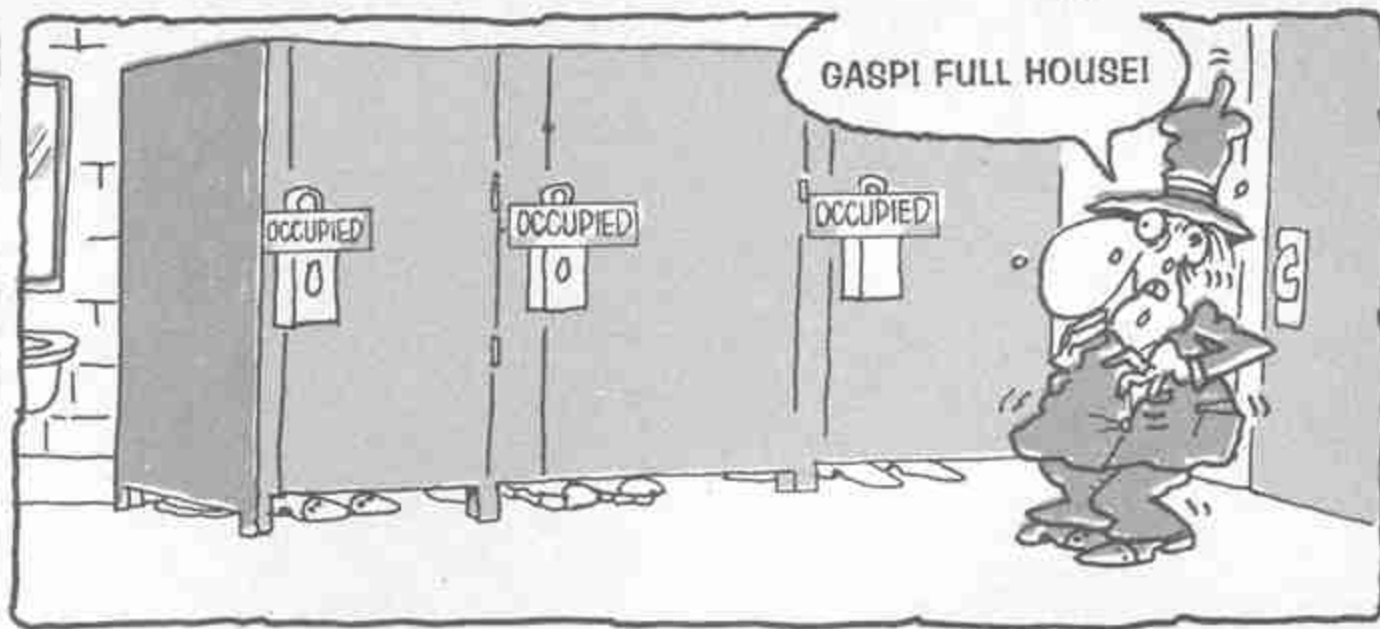


SEE SAW PG. 37



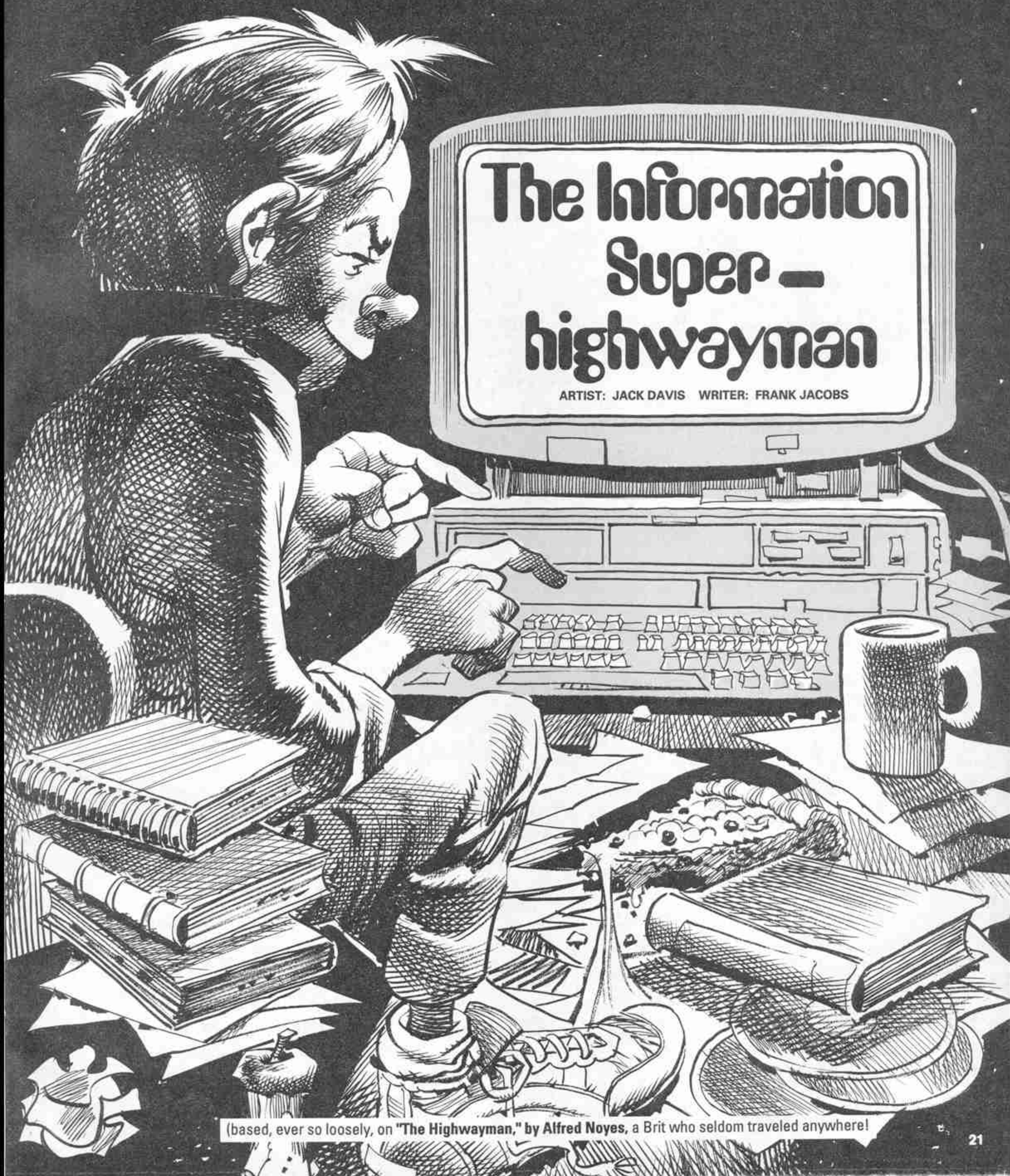


# THE LOOPY LAVATORY LOGJAM





There's a big new road out there, and it's designed to connect anyone to everyone, all over the world. It's called the Information Superhighway, utilizing fiber-optics, computers, CD-ROM, virtual reality, shopping networks plus a dozen other hi-tech gizmos. So what's in store for its travelers? Find out as we unveil the everyday adventures of...



(based, ever so loosely, on "The Highwayman," by Alfred Noyes, a Brit who seldom traveled anywhere!)



①  
The morning was like any other;  
The town awoke and stirred;  
Outside in the tall eucalyptus  
A sparrow's chirp was heard;  
And buried within a small chamber,  
A screen the sole light in the room,  
The Highwayman sat squinting—  
Eyes burning red from squinting—  
The Highwayman sat squinting  
In his computerized tomb.

②  
Eighteen hours a day did he plop there,  
Unburdened by kids or wife;  
He'd embarked on the great Info Highway,  
And the Highway was his life;  
"Who needs family?" he muttered,  
"I've my modem, screen and mouse;  
For the world is now my oyster—  
A fiber-optic oyster—  
A 500-channel oyster—  
I've no need to leave the house."

⑤  
Still he hungered for more information,  
And, thanks to Compuserve,  
Learned the distance from Fresno to Saturn,  
Why Drabek's lost his curve;  
Found Albanians fail as accountants,  
That Yeltsin hates Tom Cruise,  
And the info he digested—  
Unrelentingly digested—  
Info endlessly digested—  
Which perhaps one day he'd use.

⑦  
Countless hours he spent every evening,  
Hooked up to CD-ROM,  
Getting kicks as he wiped out the planet  
With the hot game, "Neutron Bomb;"  
He refought World War II with great cunning,  
Had the Nazis lose to the Swiss,  
And he reveled in the slaughter—  
Leading armies into slaughter—  
Playing God amidst the slaughter  
Had he ever known such bliss?

⑧  
He could now interact with old movies,  
Re-editing any flick;  
At midnight he'd watch "Casablanca,"  
With Devito playing Rick;  
Later on, a drag version of "Rambo,"  
Pee Wee Herman in "Top Gun;"  
And the Highwayman sat viewing—  
At his re-creations viewing—  
Realizing from his viewing  
That he never had such fun.



3  
His bulletin board brought him chatter  
From hackers far away—  
Hot news from an Omaha mystic,  
In trance with JFK,  
A miracle cure for hangnail,  
Hatched up by a Spokane quack;  
And the E-Mail overwhelmed him—  
In great numbers overwhelmed him—  
By the thousands overwhelmed him—  
Like a schmuck, he answered back.

4  
He switched on his Prodigy system—  
The Highway's fact-filled source,  
Found out how to house-train a marmot,  
Why pygmies don't divorce;  
Memorized "Moby Dick" in Norwegian,  
Learned Genghis Khan was gay,  
And he gobbled up the data—  
Felt enriched by all the data—  
Knew he'd profit from the data—  
Though just how he couldn't say.

6  
He tuned in a home shopping network,  
On cable from Iraq,  
And ordered from Omar of Baghdad  
Two carpets and a yak;  
Forty video malls he could switch to,  
From Dubuque to Samarkand;  
Round the world he did his shopping—  
Network-hopping with his shopping—  
Seldom stopping with his shopping—  
With Visa Card in hand.

9  
Though the Highwayman lusted for women,  
He treated them with scorn;  
"Who needs 'em?" he yelled, hand on joystick,  
"I've got interactive porn!"  
"Off with your bra!" he commanded,  
As his playmate cavorted in view,  
And in moments he felt even better—  
Ever infinitely better—  
Sighed, "I've never had it better—  
So how was it for you?"

10  
Weeks rolled by, and the Highwayman sat there,  
Connected with the world.  
Till one night, chatting up Vladivostock,  
His senses spun and swirled;  
And he croaked on the spot in mid-message,  
And lay forever still;  
Some have said a stroke he died from—  
Or a heart attack he died from—  
Don't believe it—what he died from  
Was info overkill.



*Different people look for different things when viewing a motion picture. Some look for emotional insight and artistic merit, while others look for nothing more than a mindless*

# CINEMA

# VS.

If it attempts to reveal the hidden psyche of Ernest Hemingway...IT'S CINEMA

If it attempts to reveal the hidden psycho in the attic...IT'S A MOVIE

If a hot shower is used as a metaphor for the cleansing of the soul...IT'S CINEMA

If a hot shower is used as a private peephole for horny fraternity dorks...IT'S A MOVIE

If it has a direct tie-in to Sigmund Freud's "The Interpretation of Dreams"...IT'S CINEMA

If it has a direct tie-in to Diet Pepsi...IT'S A MOVIE

If it carefully examines the disintegration of a marriage...IT'S CINEMA

If it carefully examines the disintegration of a guy's skull...IT'S A MOVIE

If it's a deeply personal study of Beethoven—the man, the composer, the tortured genius...IT'S CINEMA

If it's a deeply personal study of Beethoven—the 200-pound mutt...IT'S A MOVIE

If it tells a tale of forbidden love taken from the diaries of Mary Shelley...IT'S CINEMA

If it tells a tale of forbidden love taken from the diaries of Amy Fisher...IT'S A MOVIE

COMMERCE

Art



piece of trashy fluff! But when going to the theater, how does one know what it is they are paying to see? It's not easy, but we'll help point out the main differences in...

ARTIST: SAM VIVIANO WRITER: DESMOND DEVLIN

# MOVIES

If it expands on the themes in the classic "Brothers Karamazov"...IT'S CINEMA

If it expands on the themes in the classic Brothers Mario...IT'S A MOVIE

If the director uses a faraway camera angle to illustrate a character's spiritual isolation...IT'S CINEMA

If he does the same thing because the real actor had tickets for the Lakers the day the scene was shot...IT'S A MOVIE

If it studies modern society's total lack of understanding...IT'S CINEMA

If it studies Sharon Stone's total lack of underpants...IT'S A MOVIE

If they attempt a naturalistic feel by choosing a performer with no acting expertise or experience...IT'S CINEMA

If they attempt to do the same thing by choosing Kevin Costner...IT'S A MOVIE

If the action concerns stricken kids in the Dust Bowl...IT'S CINEMA

If the action concerns shrunk kids in a bowl of Cheerios...IT'S A MOVIE

If the film details Michelangelo's ambivalent relationship with the Medicis and the Pope...IT'S CINEMA

If the film details Michelangelo's ambivalent relationship with Donatello and Splinter...IT'S A MOVIE

If it employs the dramatic skills of Russian playwright Anton Chekhov...IT'S CINEMA

If it employs the dramatic skills of the Enterprise's Ensign Chekov...IT'S A MOVIE

Commercial Art

ARTY COMMERCE

NO MORE HAPPY DAYS





# THE RASCALLY RELIGIOUS RUSE







# The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

## BEING DIFFERENT



## ACHIEVEMENT





## MODERN ART



## STYLE



## RUNNING AWAY



## TACT





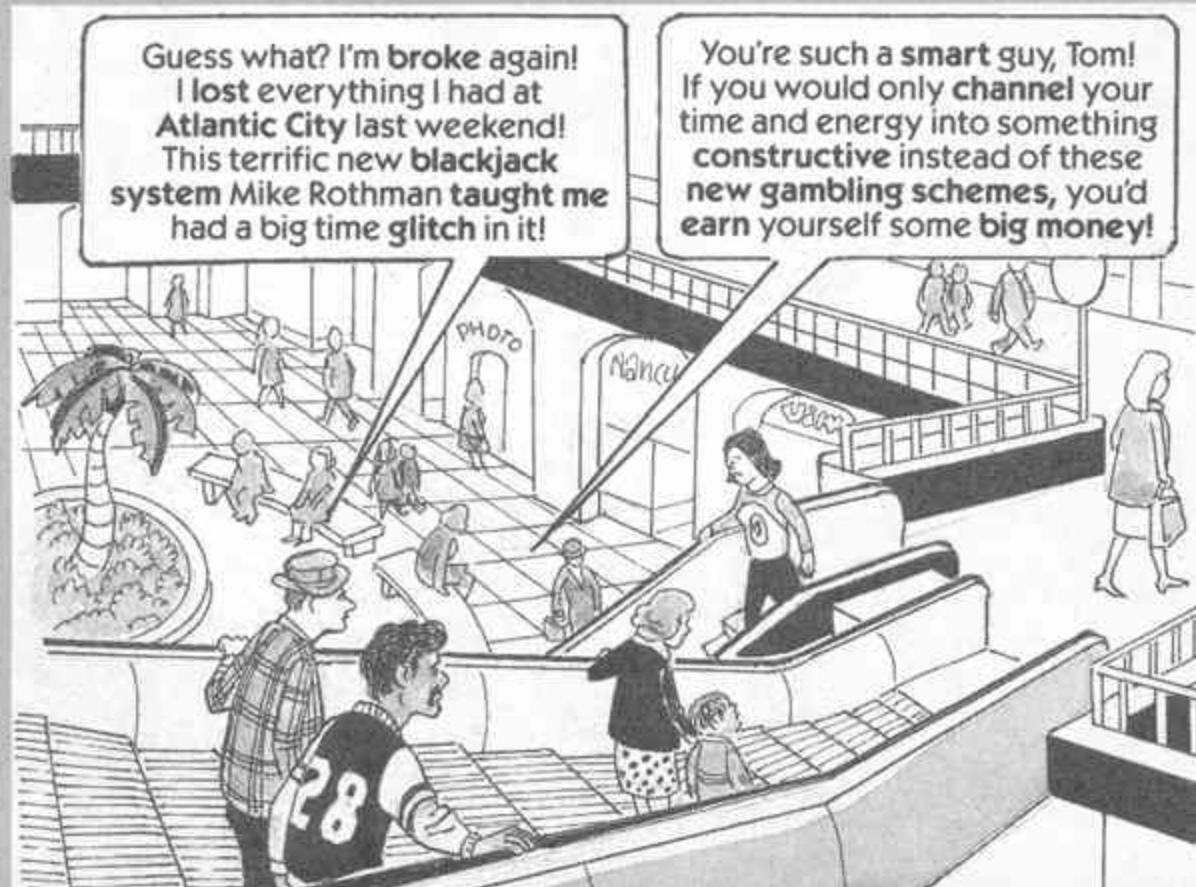
## DRIVING



## EXPECTATIONS



## GAMBLING

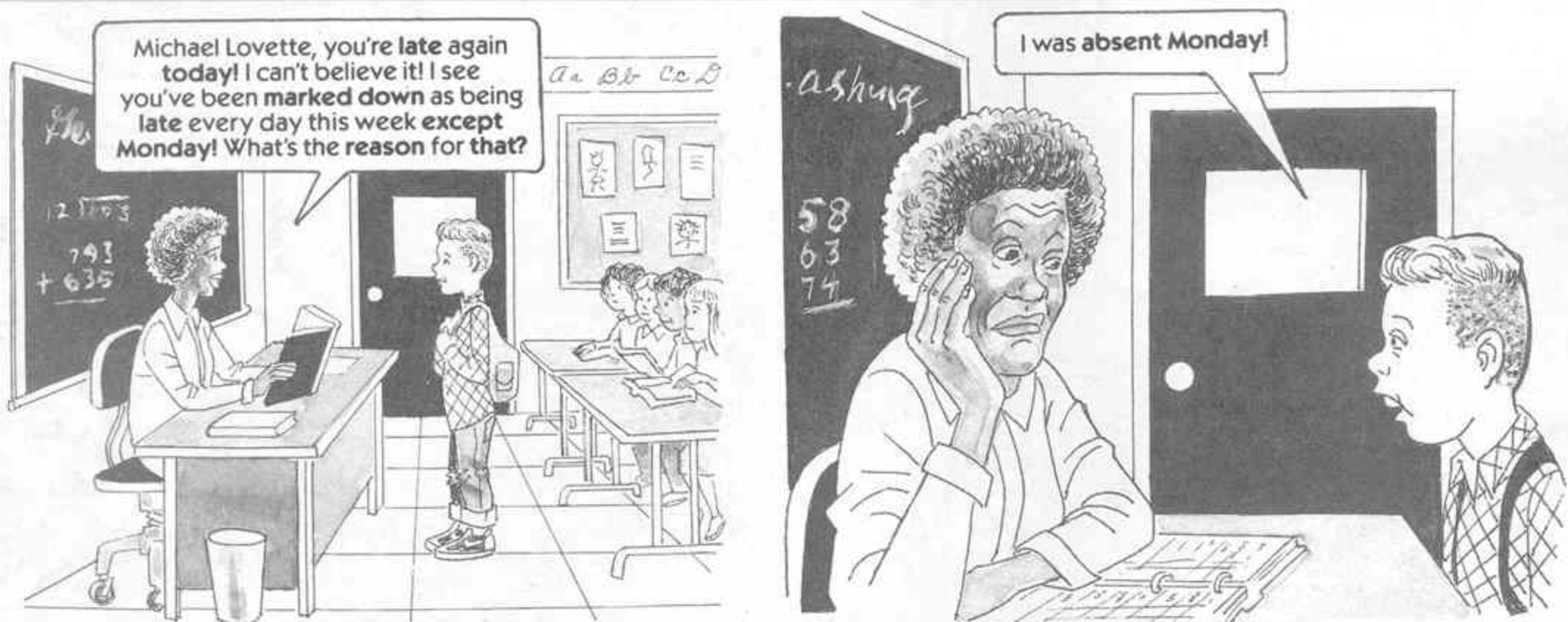




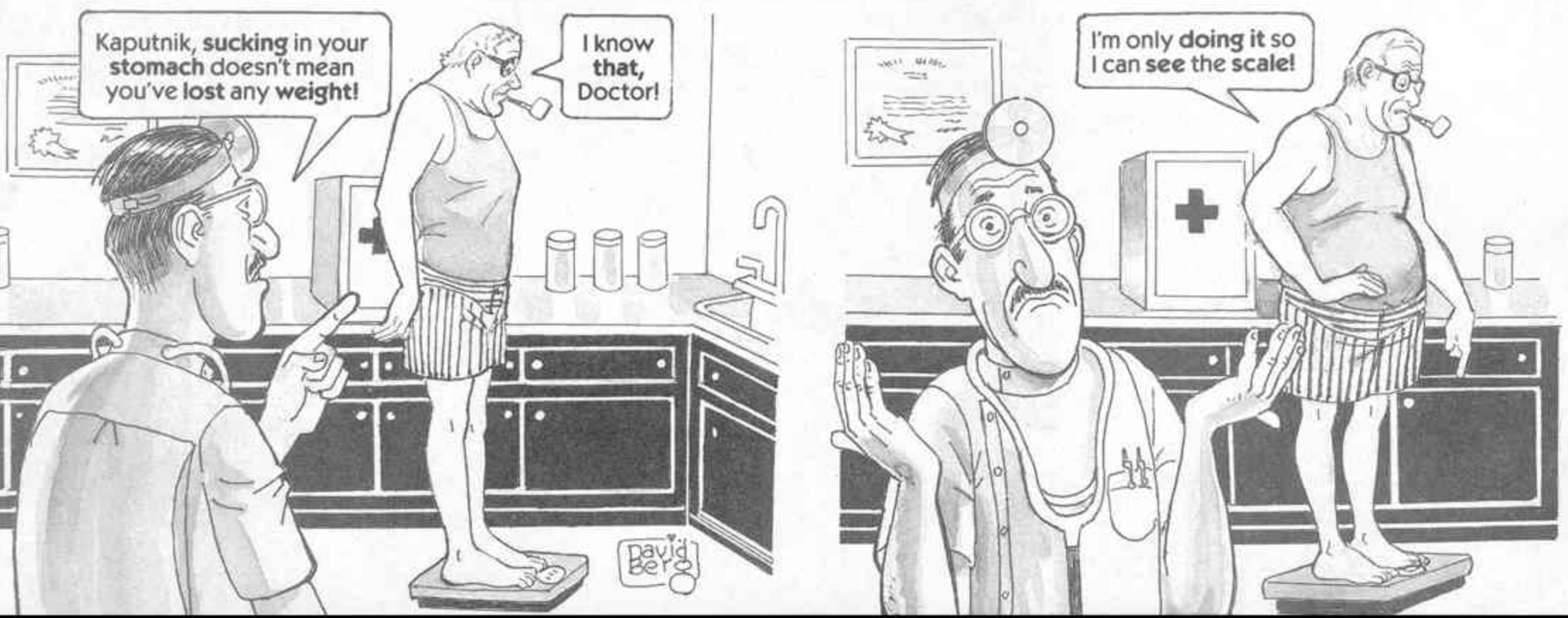
## THE OFFICE



## PUNCTUALITY



## DOCTORS



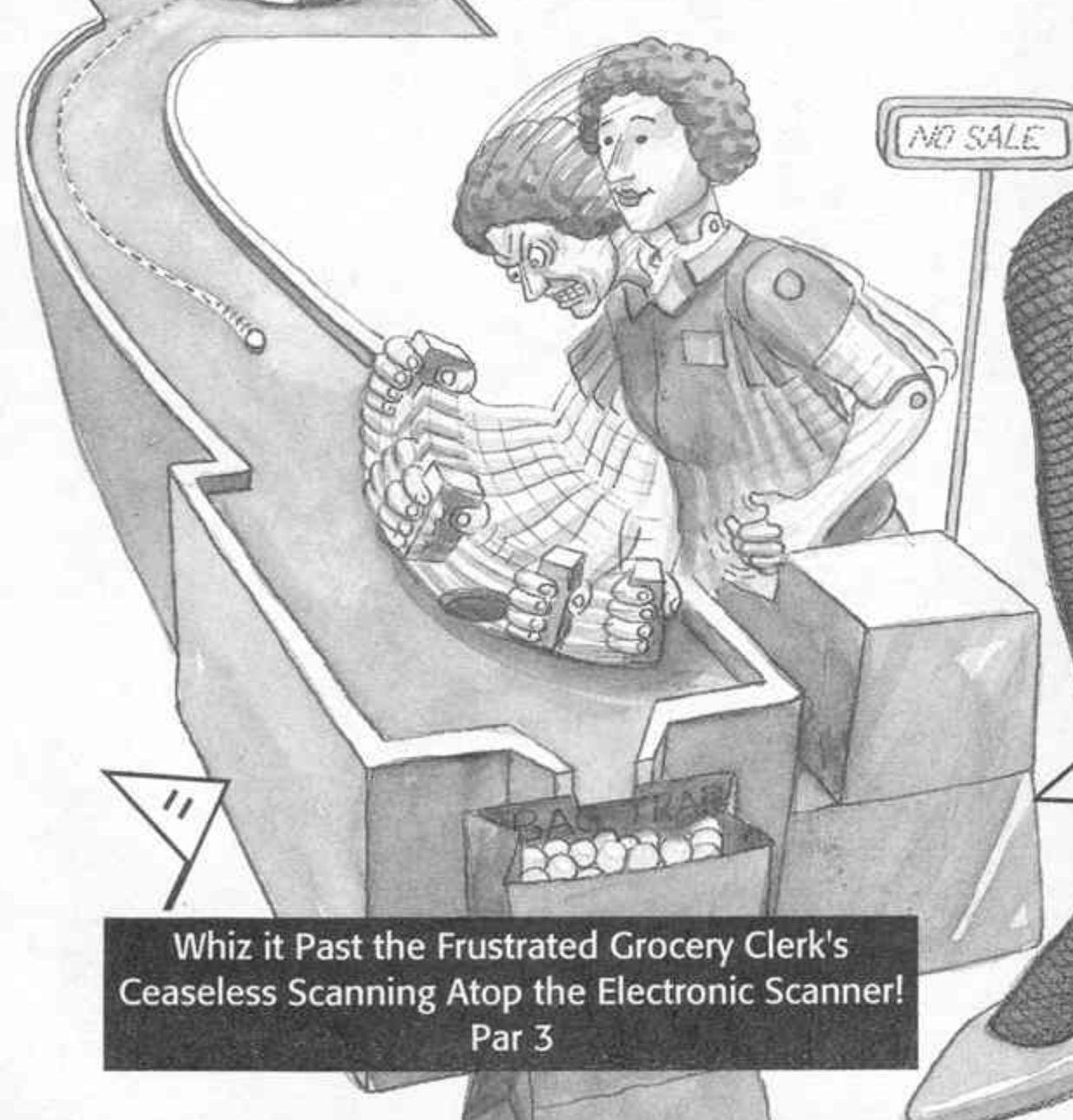


**STUPID PUTT TRICKS DEPT.**

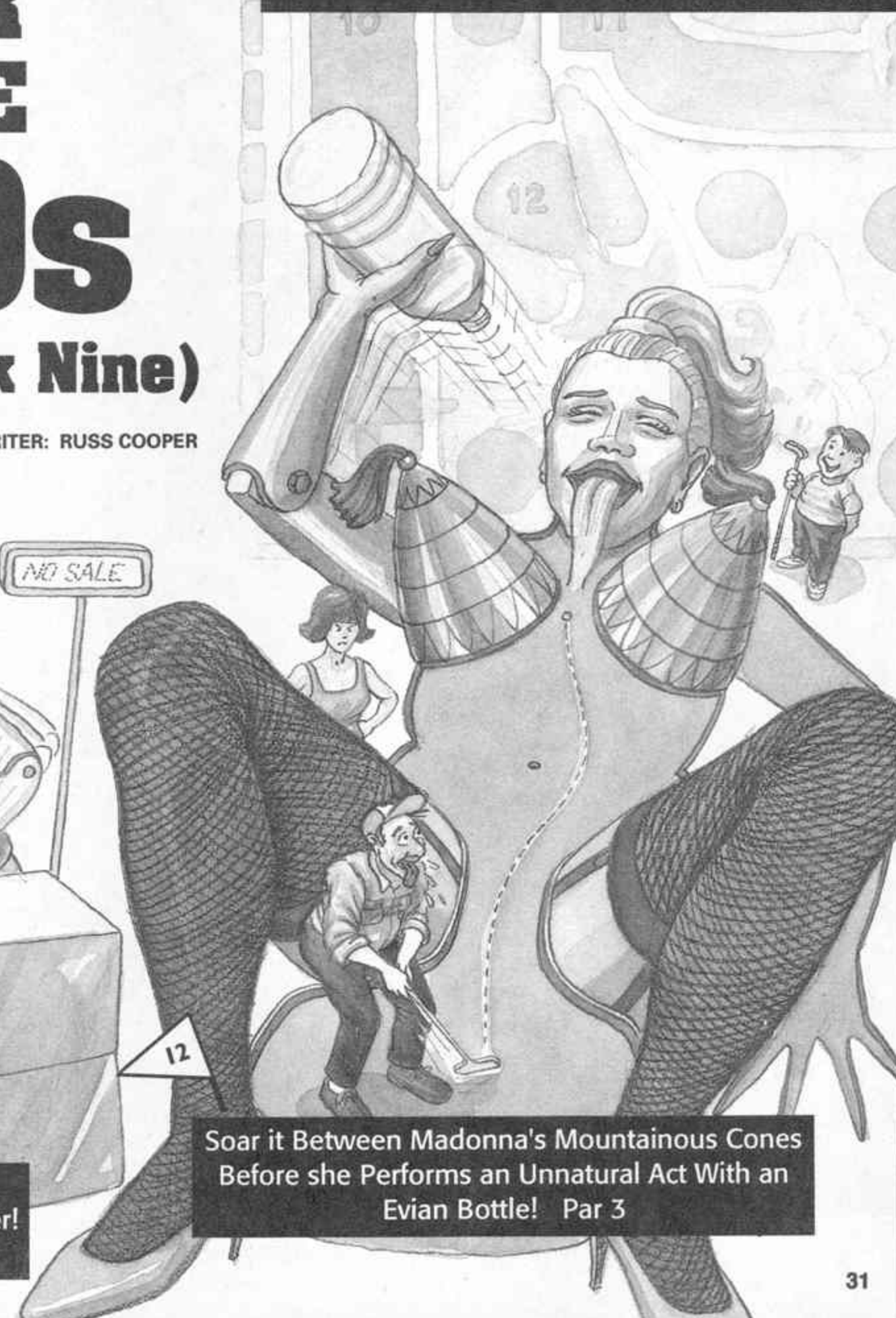
When miniature golf was invented in 1916 by James Barber and Edward H. Wiswell, they had no way of knowing how popular the game would become (or how dreadfully dull the courses would become!) Indeed, aside from animals, castles and windmills, there is very little in the way of interesting holes for the average putter to sink their ball into! Well, we think that it's about time America's favorite leisure time activity caught up with the current social and political climate by trying out some of MAD's...

# MINI GOLF FOR THE '90s (The Back Nine)

ARTIST: JAMES WARHOLA WRITER: RUSS COOPER



Zip it Through the Revolving Robes of Pesky Supreme Court Justice Clarence Thomas! Par 3



Soar it Between Madonna's Mountainous Cones Before she Performs an Unnatural Act With an Evian Bottle! Par 3

Whiz it Past the Frustrated Grocery Clerk's Ceaseless Scanning Atop the Electronic Scanner! Par 3





13

Sail it Beneath the Tottering S&L Bank Before  
it Suddenly Collapses! Par 3



14

Guide it Through the Precariously Swaying  
Sideburns of Teen Idol Jason Priestly!  
Par 3



15

16

18



15

Shoot it Past the Non-stop Pummeling Provided  
by the LAPD's Blood-stained Clubs! Par 3



16  
Fire it Between the Legs of Sheepish Senator  
Ted Kennedy Before he Drops his Pants Again!  
Par 3

17  
Rifle it Twixt the Endlessly Rotating  
Thumbs of Confused Critics Siskel  
and Ebert! Par 3

18  
Bang it Past the Cross-dressing Knees  
of Fruity FBI Director J. "Edwina" Hoover!  
Par 3

19  
Swish it Down Macaulay Culkin's Gaping Gullet!  
Win Free Game Par 1



# MAD'S INTERNATIONAL SIGNS FOR THE WORLD OF ROCK



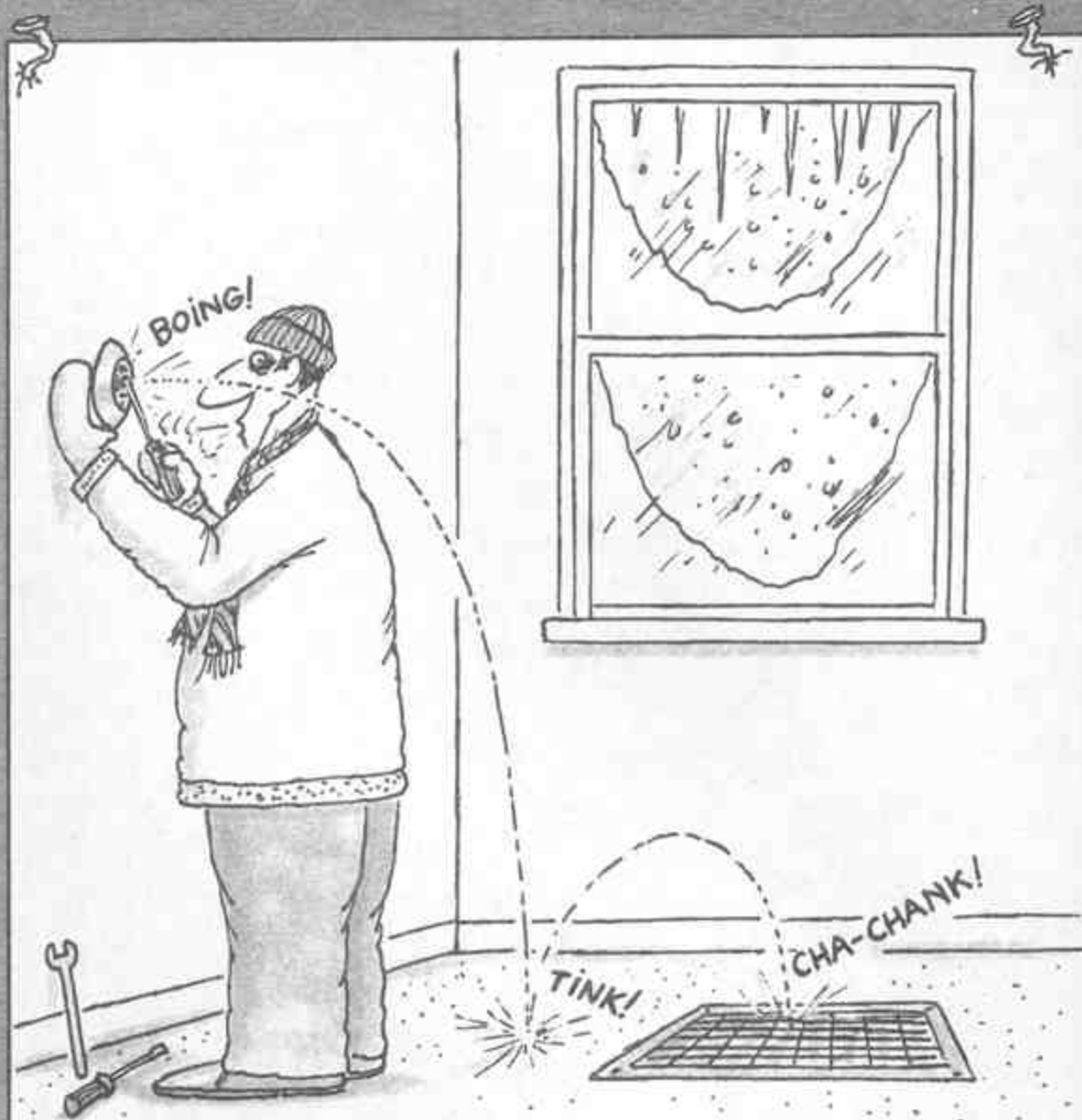


HI THERE, DO-IT YOURSELFS! I'M HAP THE HANDYMAN HERE WITH SOME ADVICE FOR ALL YOU HOME CRAFTSMEN. BEFORE YOU TACKLE ANY PROJECT AROUND YOUR HOUSE, PUT DOWN YOUR BALL-PEEN HAMMER, AND MEMORIZE THESE

# TEN CONCRETE LAWS OF HOME REPAIR!



If only *one shingle* on your house needs replacing, it *will* be located next to the biggest hornet's nest in the world.



The most *important* part of your thermostat *will* be small enough to fit through the grill of the nearest heating vent.

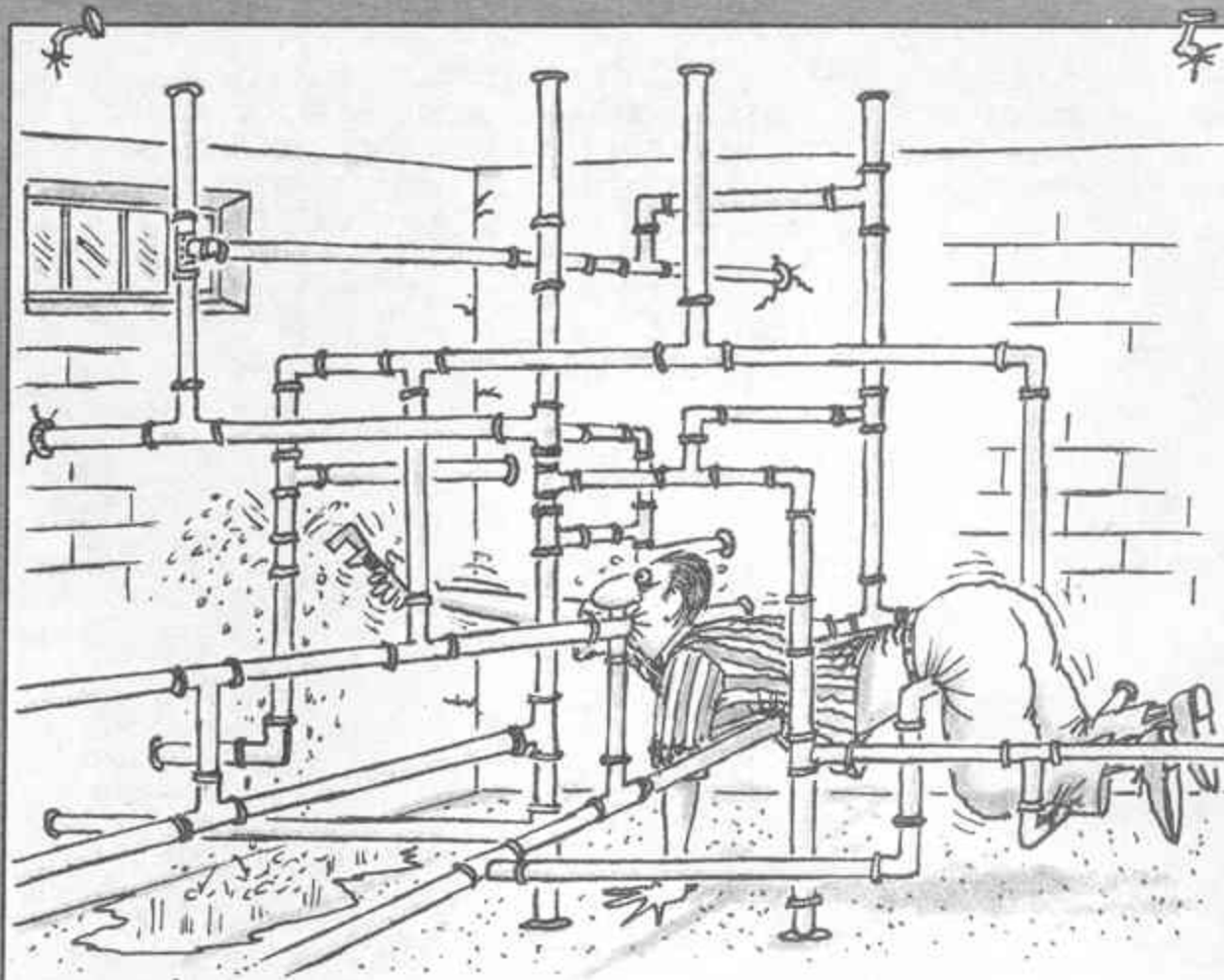


The *only time* you will *ever* drop a screwdriver in the toilet will be when someone has forgotten to flush it.





Products labeled, "Use only in well ventilated areas," will be needed **only** in rooms that **don't** have windows.



The pipe that **always** leaks will be the only one that can't be reached without removing ten other pipes that **never** leak.

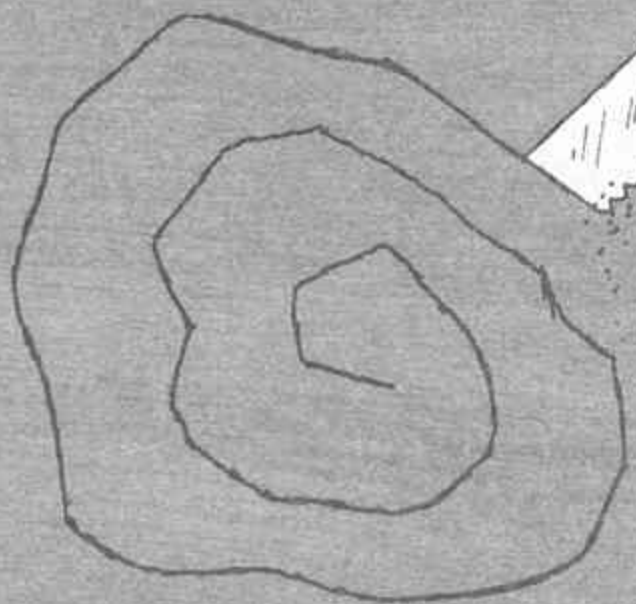
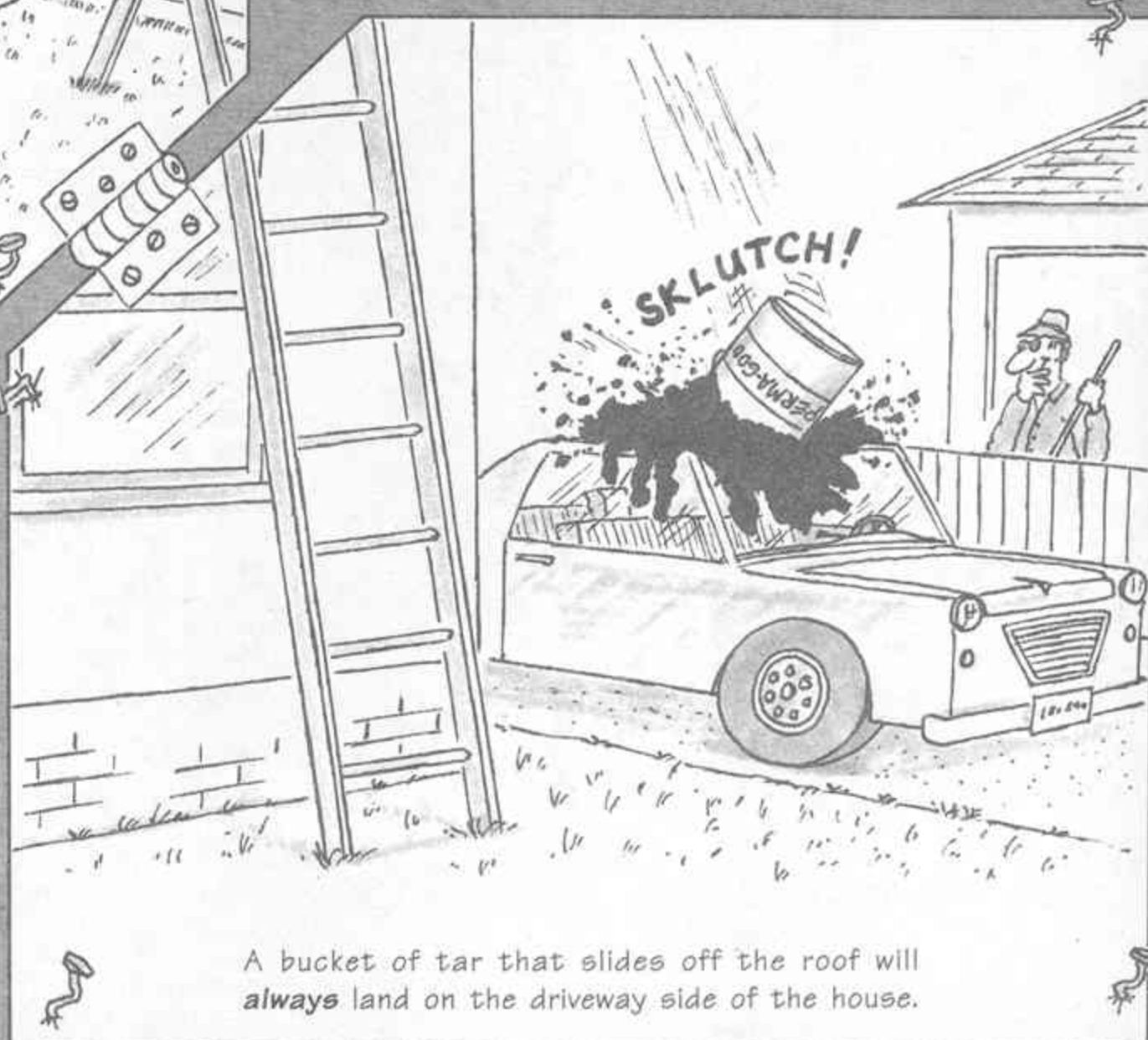
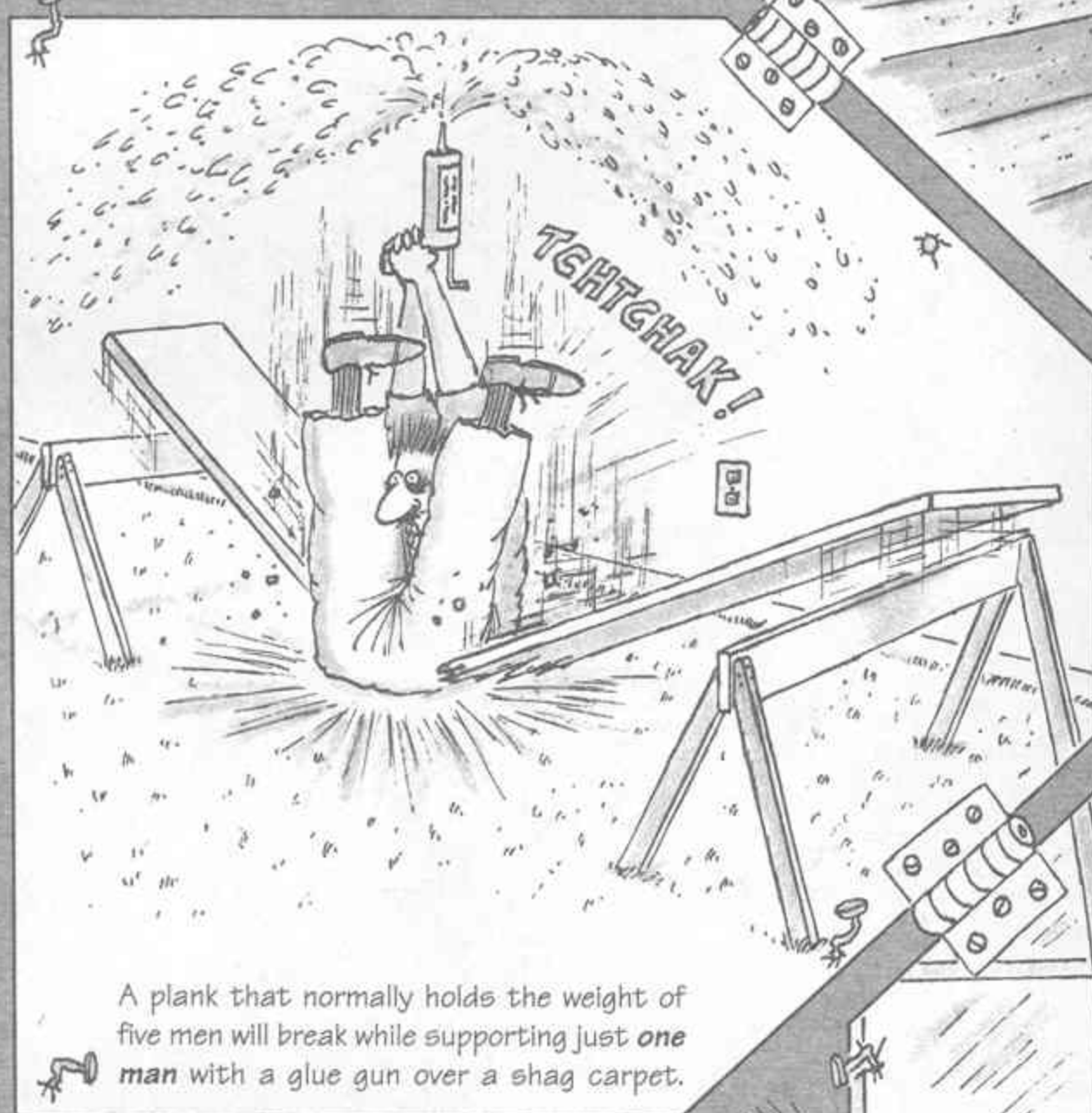


The **only** extension cord you have that's long enough to reach the job site will be **the one** you accidentally cut through.



No matter **where** you choose to drill a hole in the wall, it **will** be where pipes are hidden behind the plaster.







**AN EYE FOR AN IDOL DEPT.**

Americans are like sheep! Whenever some new TV Series becomes popular, half the country starts "role-modeling" their behavior and dress after

characters on that show. Remember when *Miami Vice* hit it big? Suddenly, we had 10 million Sonny and What's-His-Name clones shuffling around! Or how

# LESSER KNOWN

ARTIST: GERRY GERSTEN



**MARILYN WHIRLWIND**  
(of *Northern Exposure*)

role model to—

Members of "Native Americans  
against Voice Modulation"  
Grade-school cafeteria workers  
Women "saving" their facial  
expressions for marriage

**MOM (CINDY)**  
(of *Beverly Hills 90210*)

role model to—

Mothers who cite being a Beach Boys  
fan as their youthful "wild-streak"  
Closet June Cleaver wannabes  
The eight women in Beverly Hills still  
married to their children's father  
Feminine Hygiene commercial actresses

**NED FLANDERS**  
(of *The Simpsons*)

role model to—

Guys who watch *Donahue*  
too much  
Neighbors whose hobby is  
reporting Zoning Code violations  
*Up With People* record collectors



about *Beverly Hills 90210*? We bet some of you are still doing that cheap James Dean impression like Dylan McKay! Of course, those are just the

obvious ones. You may not realize it, but many more people select minor characters to mimic in real life as we'll show you in our guide to...

# TV ROLE MODELS

WRITER: MIKE SNIDER



## GUNNY

(of *Major Dad*)

role model to—

Public school Sex-Ed teachers  
Really strict Jenny Craig counselors  
Unmarried librarians  
Army women who've never been sexually harassed  
"Information" operators

## JIM DIAL

(of *Murphy Brown*)

role model to—

Secret Service agents  
Regular "fiber-eaters"  
Good-posture enthusiasts  
Sears Men's Shop models  
Men who always wonder what's so funny about jokes

## AL

(of *Home Improvement*)

role model to—

Fashion-conscious lumberjacks  
Heavily-armed loners (before they "snap")  
"Second bananas" with no one else to emulate since Ed McMahon left TV



Editor's Note:  
Throughout its  
history, MAD  
Magazine has a  
long tradition of  
presenting only  
the finest,  
classiest, most  
refined material  
on its pages. In  
this penetrating  
book excerpt, by  
inserting a spe-  
cially crafted  
censor symbol  
where appropri-  
ate, we continue  
our proud legacy  
of presenting  
tasteful, whole-  
some material  
the entire family  
can enjoy.

Lorena Bobbitt's  
**"OK, YOU'VE  
CUT IT OFF!  
NOW WHAT DO  
YOU DO WITH IT?"**



A handy reference tool from The Queen of the Ginsu.



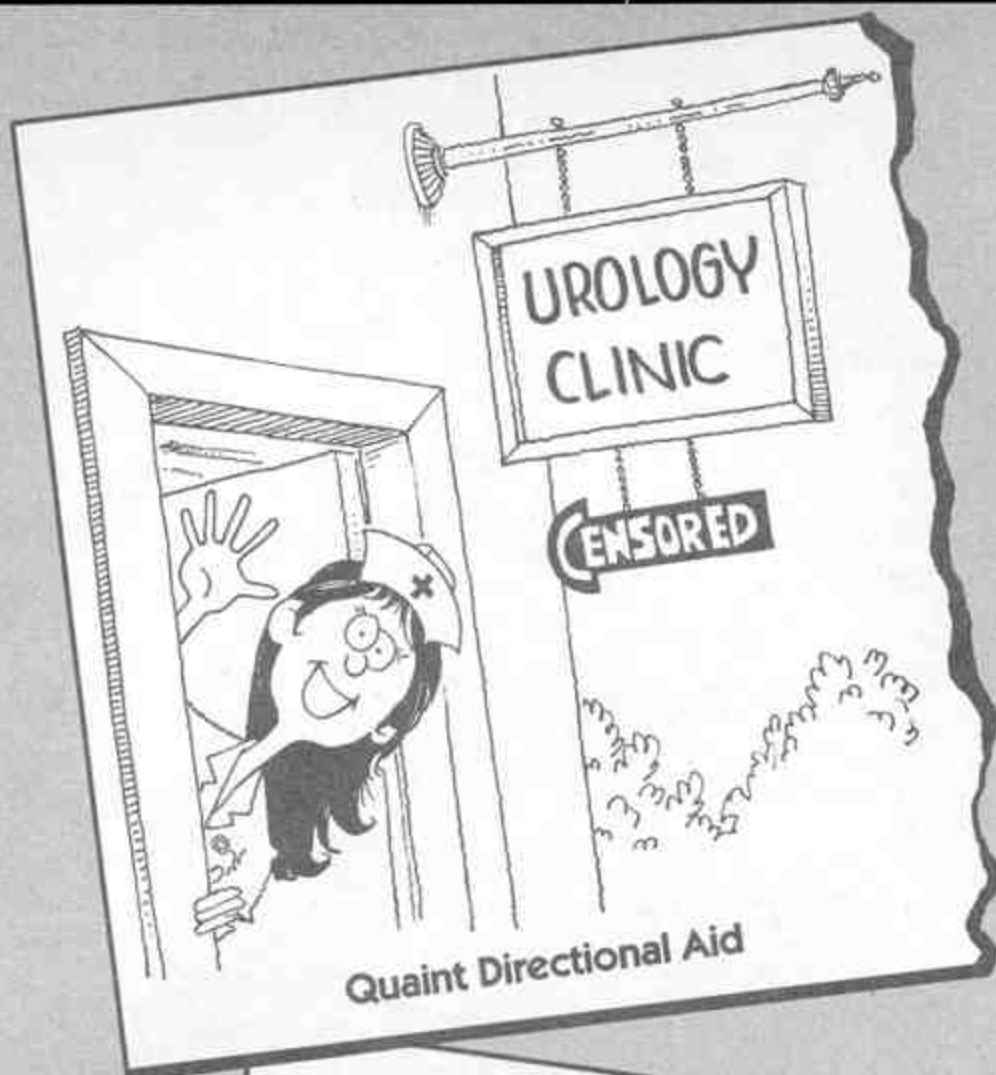
MAN WITH BULGE IN HIS POCKET PG. 5

Make-Your-Own  
Badminton Birdie



Party Game Accessory  
(Spin the Bobbitt)





Quaint Directional Aid



Pool Cue Cozy



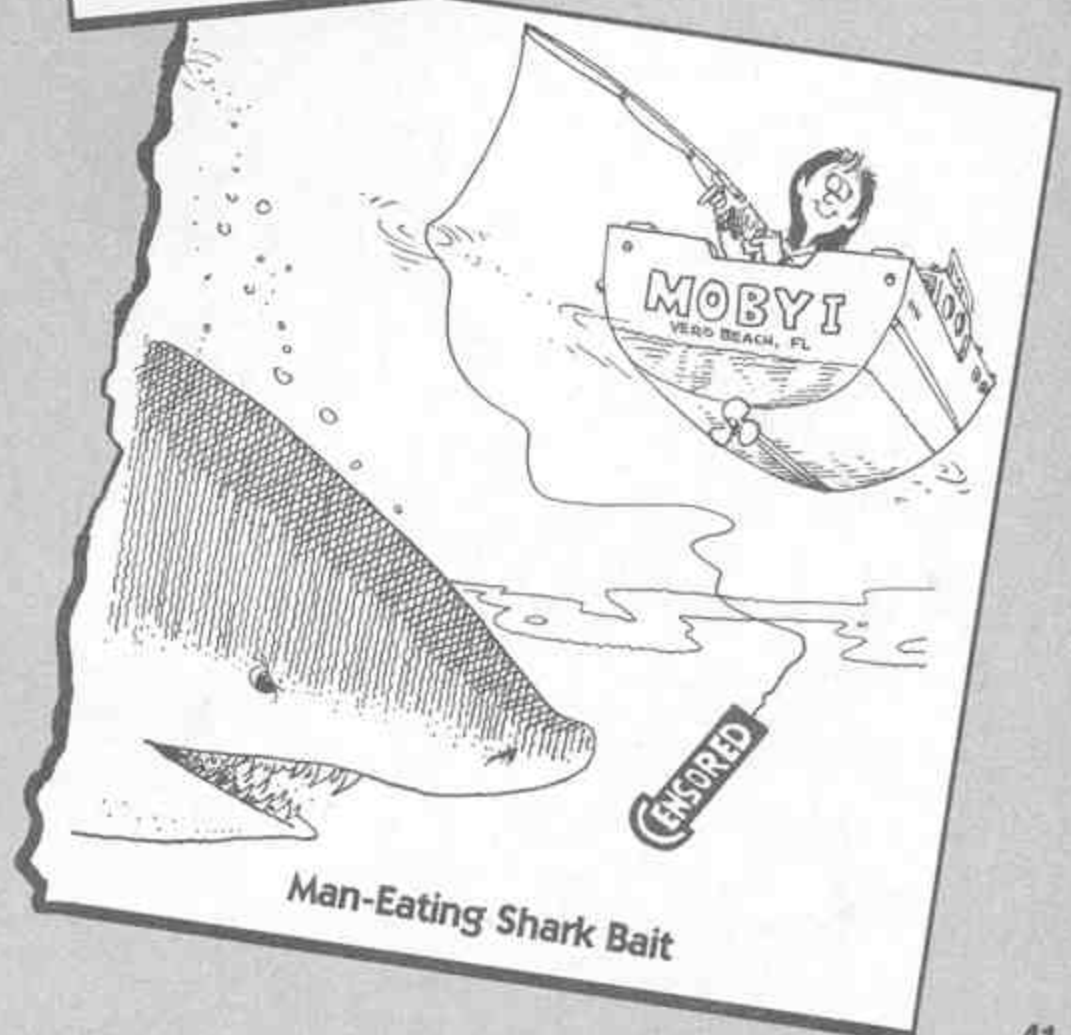
Ant Farm High Rise



Mugger Repellent

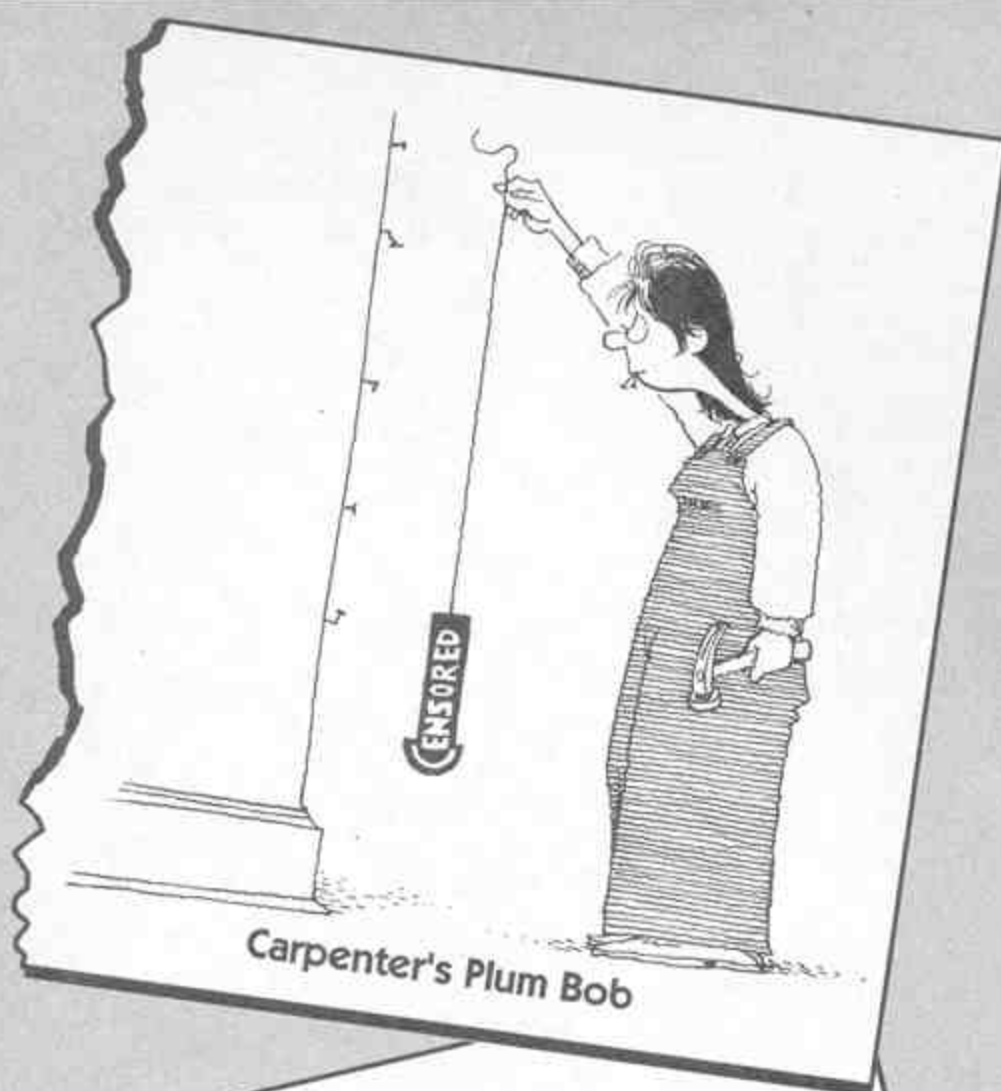


Highway Emergency Hitchhiking Aid

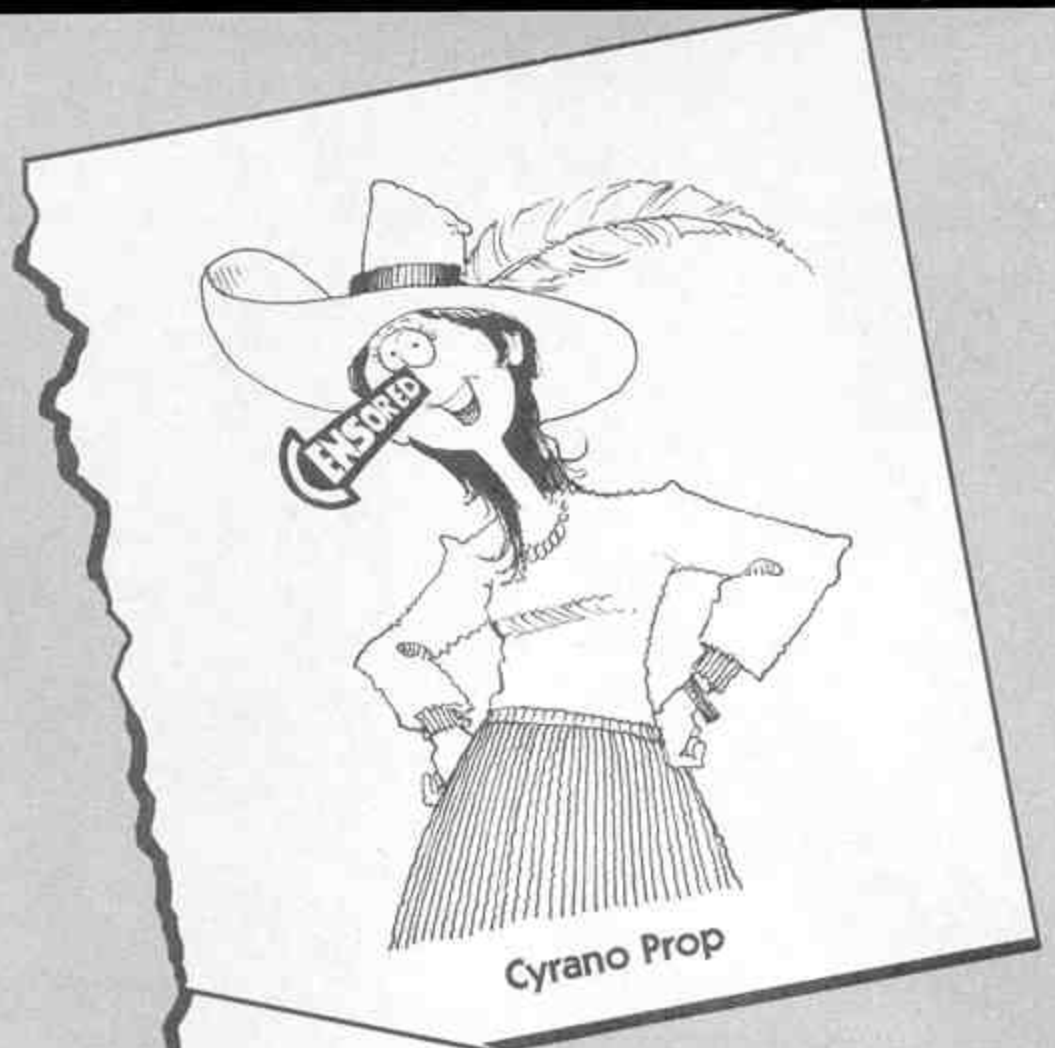


Man-Eating Shark Bait

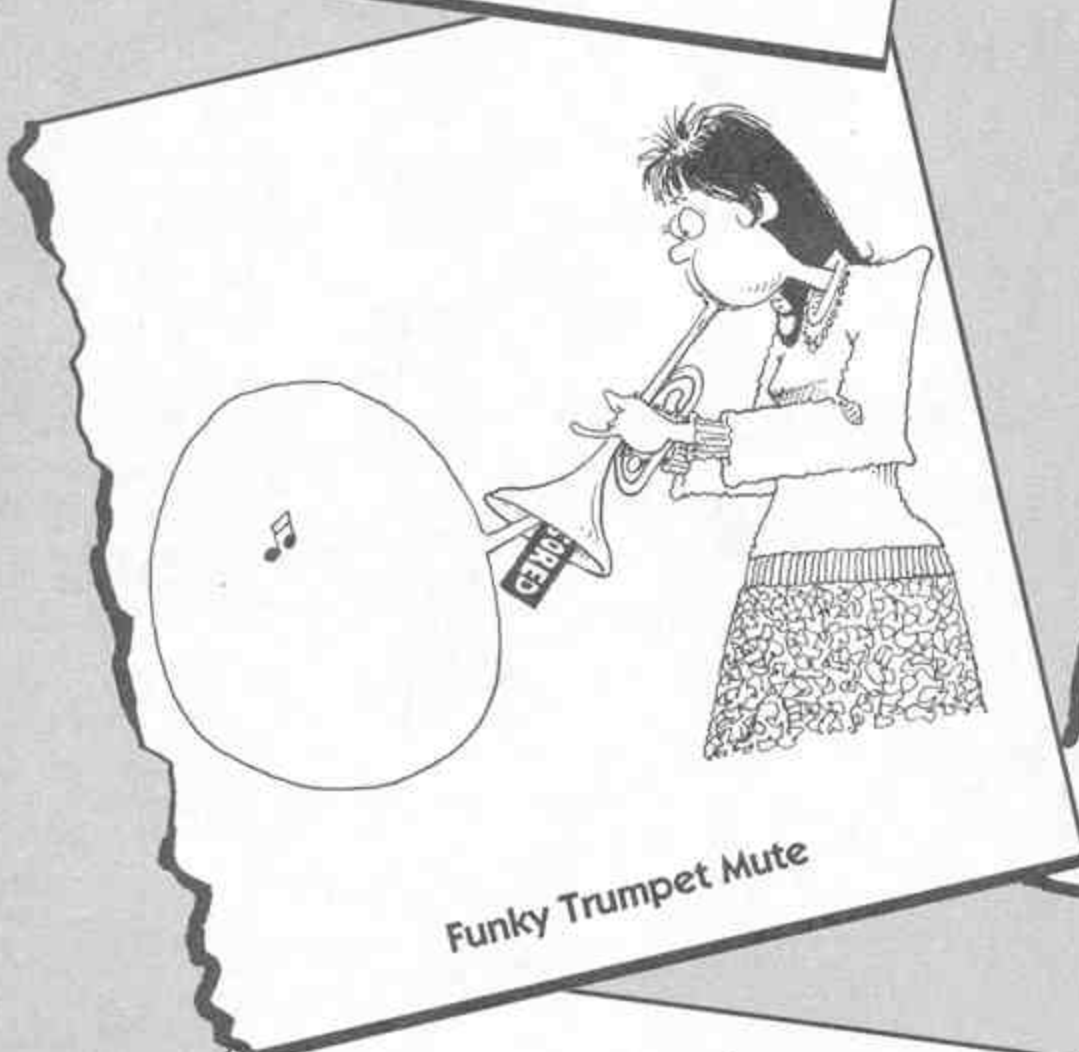




Carpenter's Plum Bob



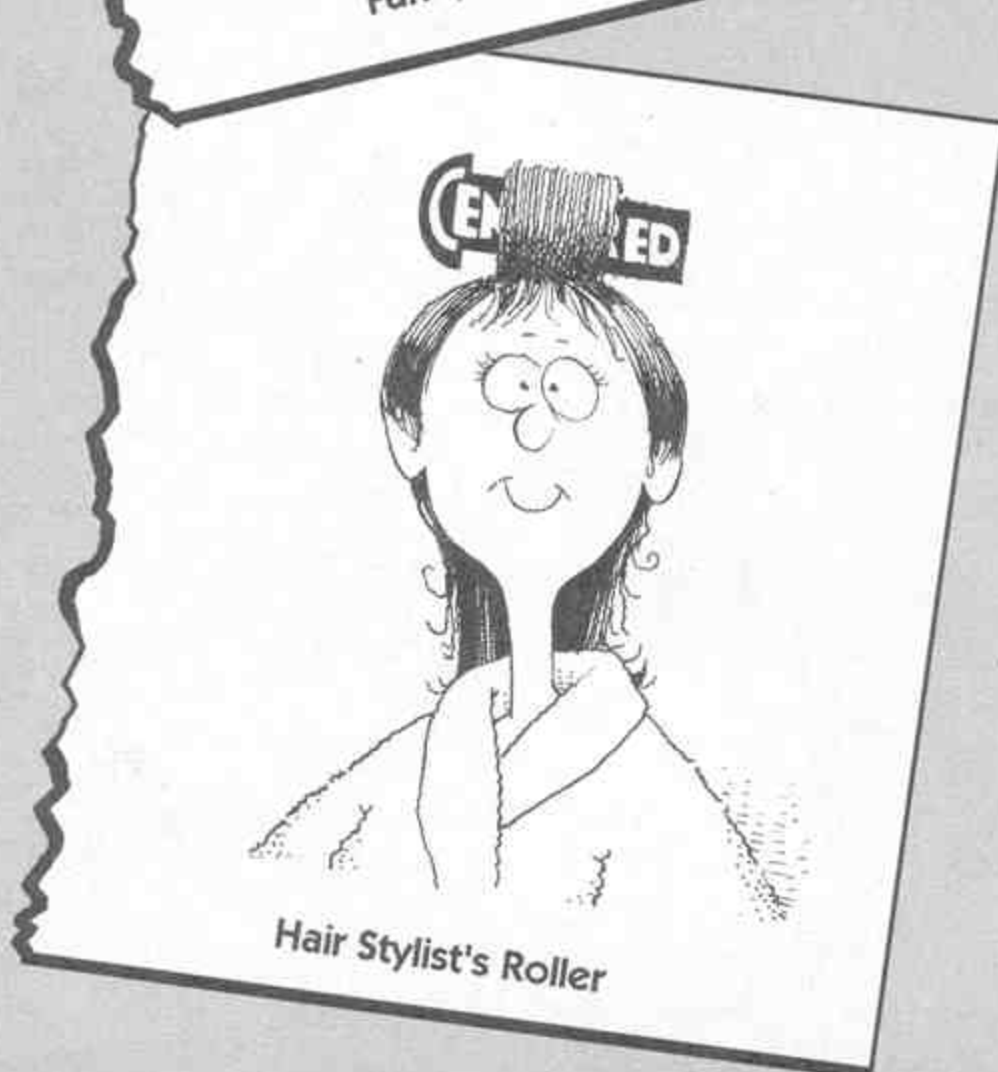
Cyrano Prop



Funky Trumpet Mute



Doggie Chew Toy



Hair Stylist's Roller



Garden Hose Nozzle



What's the world's most-watched TV show? *Roseanne*? *Seinfeld*? *Studs*? Guess again! It's not as subtle as *Studs*! It's a syndicated show about LA lifeguards that has 140 million viewers worldwide! Why are people fascinated with this show? We'll give you a hint! They're not tuning in to see schools of flounder! They're watching it because it's...

# BABEWATCH

I'm Lt. Itch Buchanin! I'm the star lifeguard of this series! My last series was *Knight Rider*, an "auto-erotic" TV show where my partner, a sleek, sexy car named Kit, "talked"! I miss Kit! Nobody here is as bright as that vehicle!

You're wondering why a 42-year-old man is still a lifeguard? I'll tell you! This job is exciting, challenging and there are no strings attached... except on the thongs of the 19-year-old girls! That's why a 42-year-old man is still a lifeguard!

I'm Slumber Quinn! I'm a blonde lifeguard! Since I've been here I've caused more drownings than I've prevented! Guys keep swallowing water so I can resuscitate them! I still use the mouth-to-mouth approach!

I'm T&A Pucker! Another blonde lifeguard! My qualifications: I can swim, I can dive and I have hooters the size of Wisconsin!

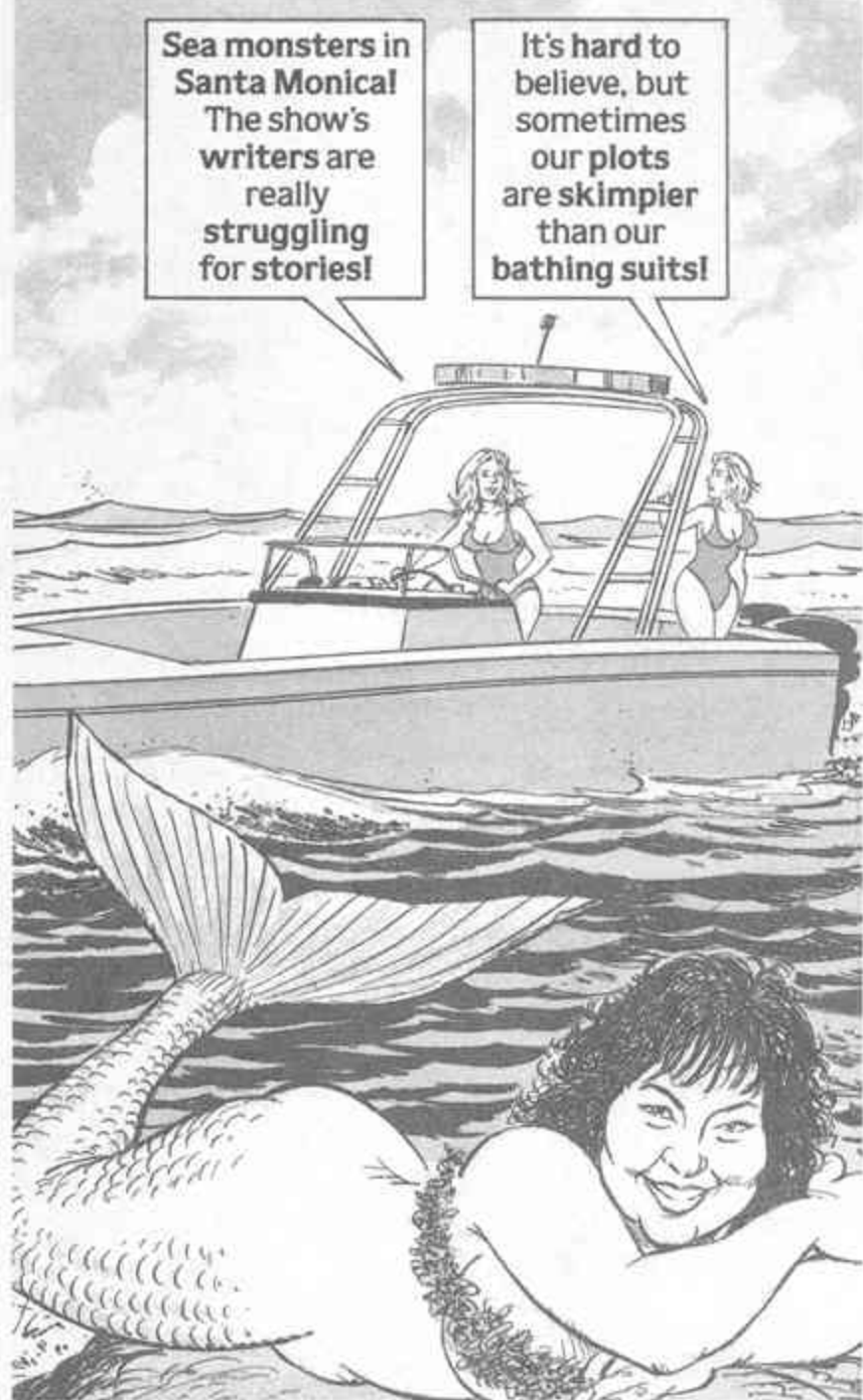
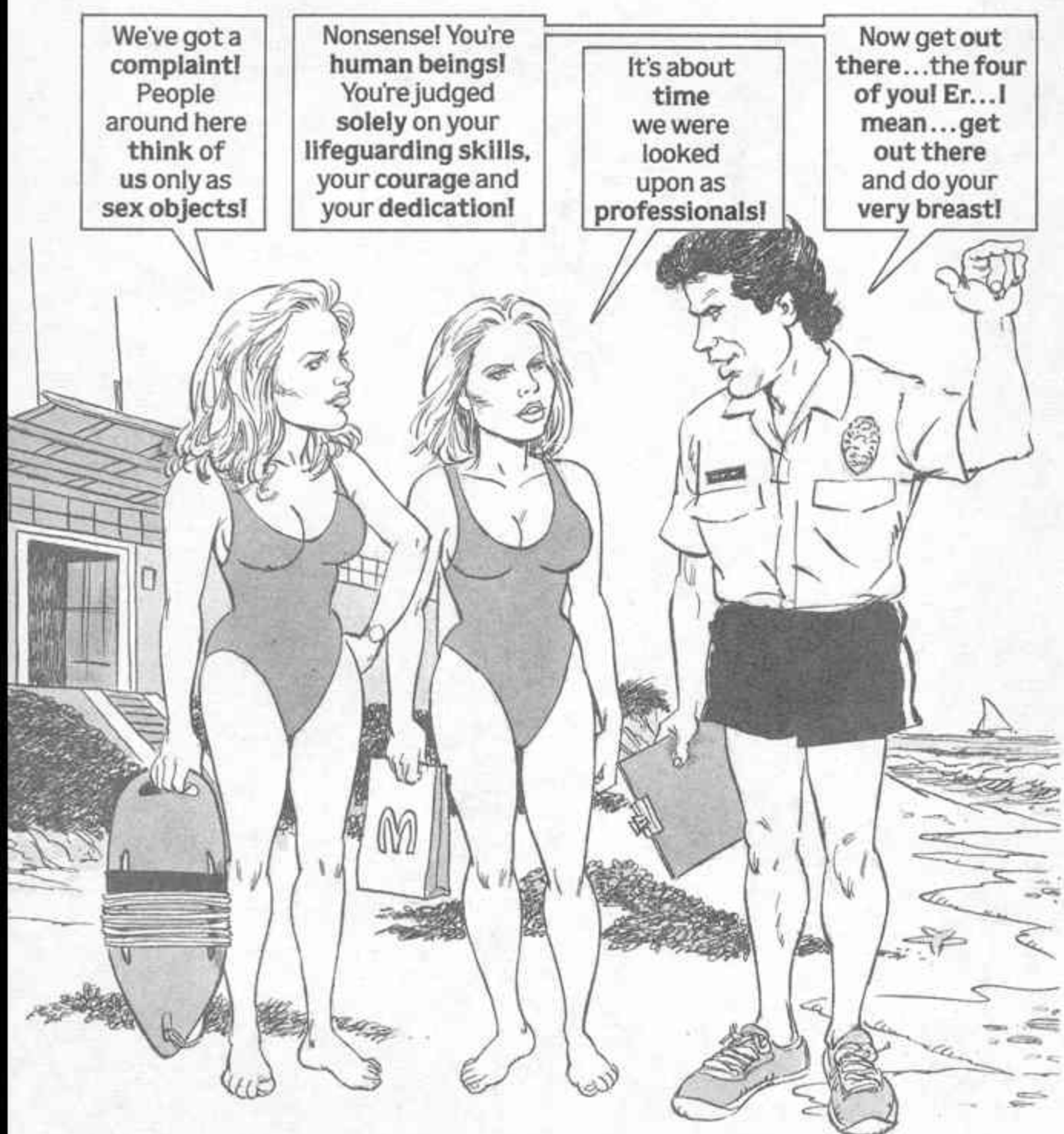
I'm Lt. Strippingly Holdum! I'm a dramatic change of pace for the series! I'm a brunette! I'm brighter than the other two! That's like saying Moe is the most articulate of the stooges!

I'm Brat Moody! I'm a hunk in trunks! My dream is to be the best lifeguard in the world! My two idols are Schwarzenegger and Fabio! I hope to have the body of Schwarzenegger and the brain of Fabio!

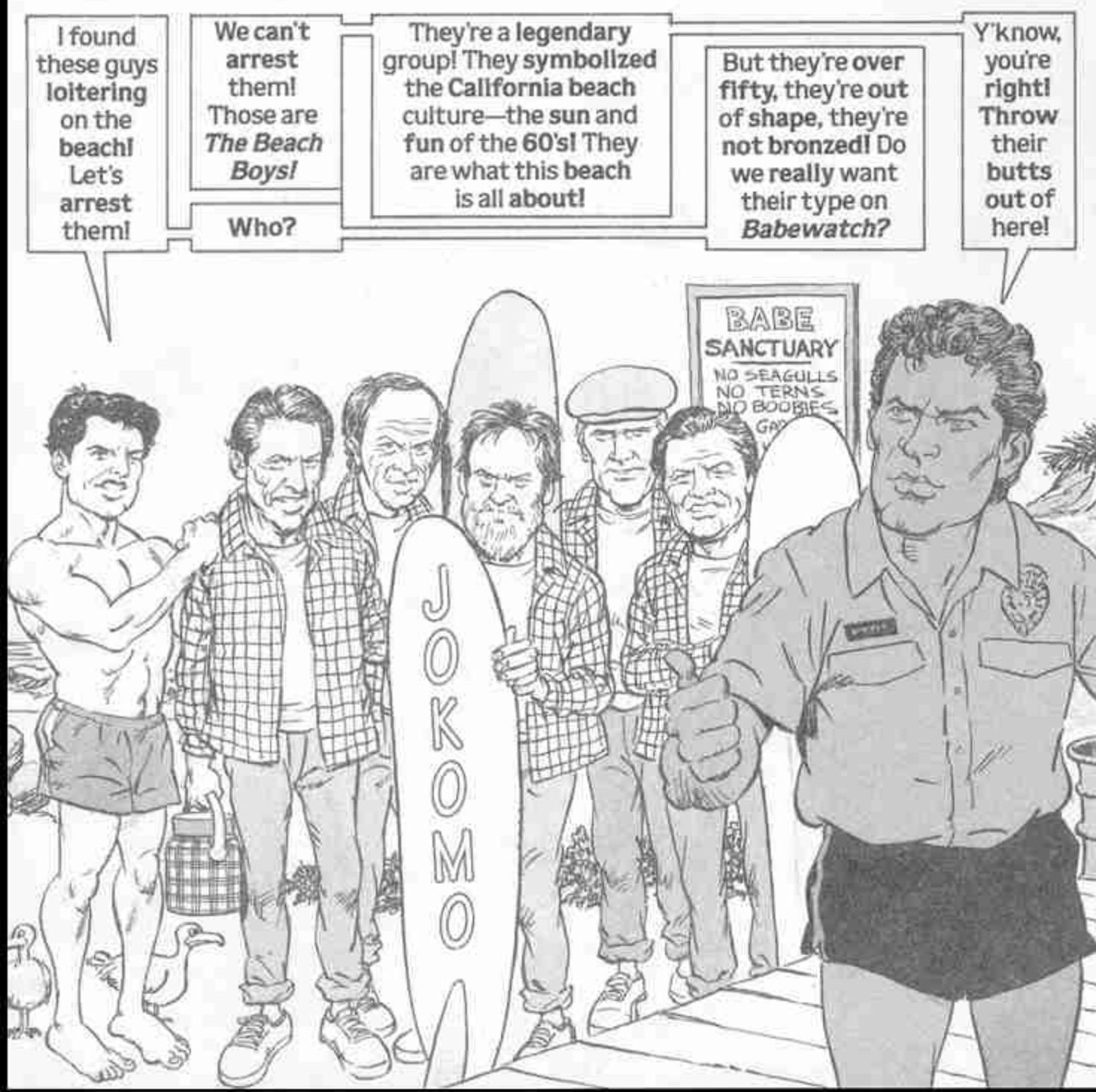
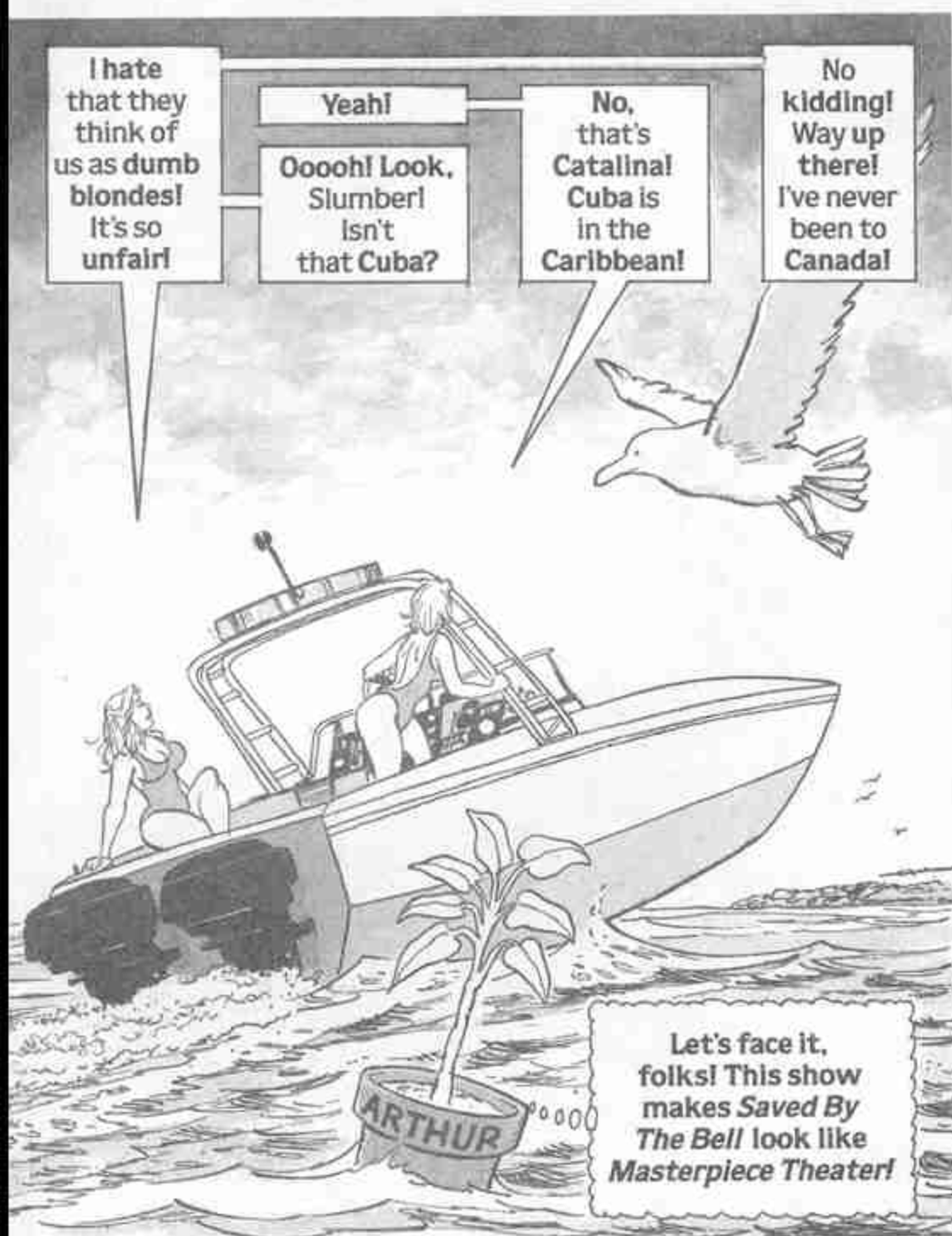
I'm Sgt. Gonsa Mellowbeel! I don't know what the hell I'm doing in this series! I sort of feel like Michael J. Fox in a Spike Lee movie!



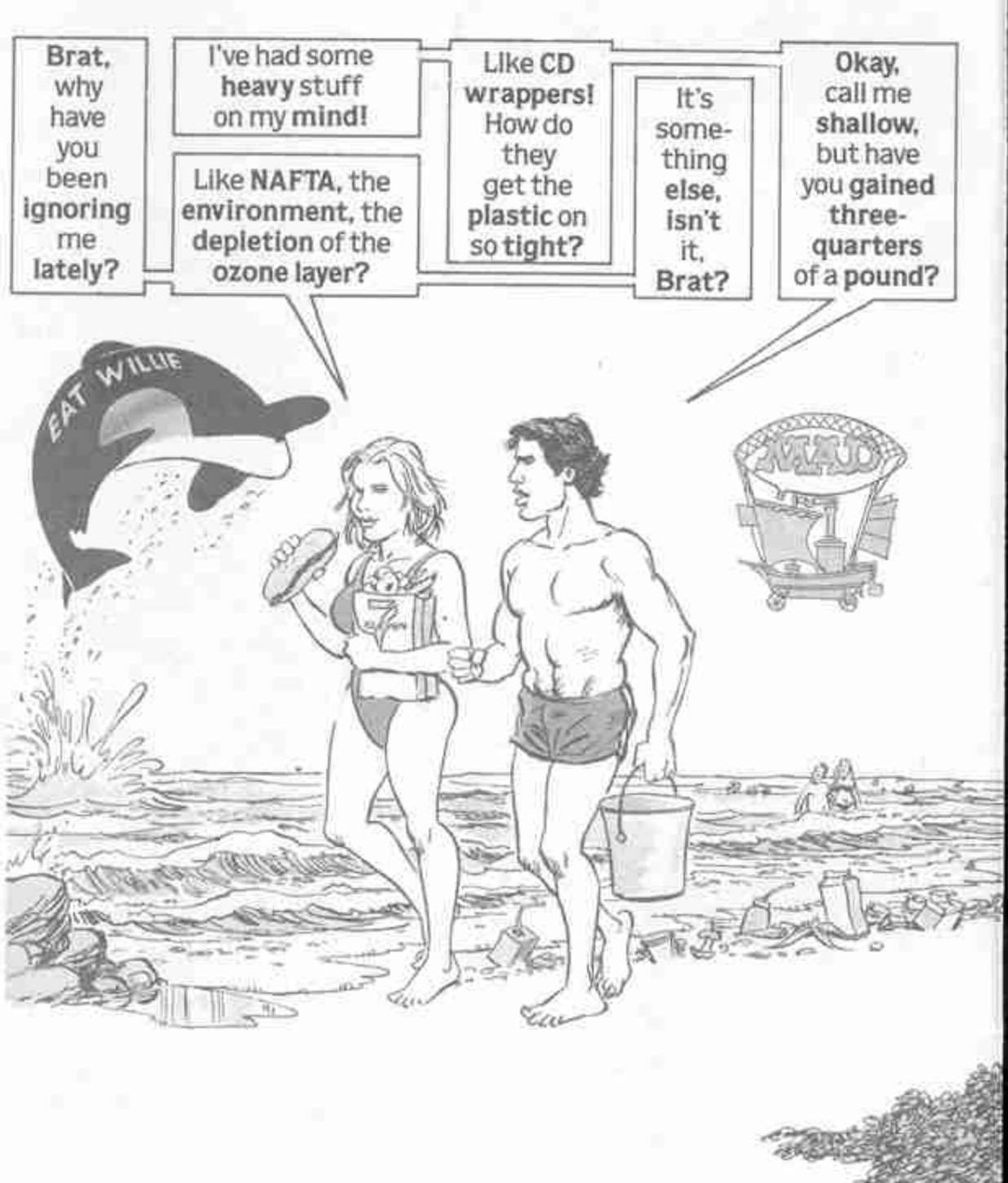
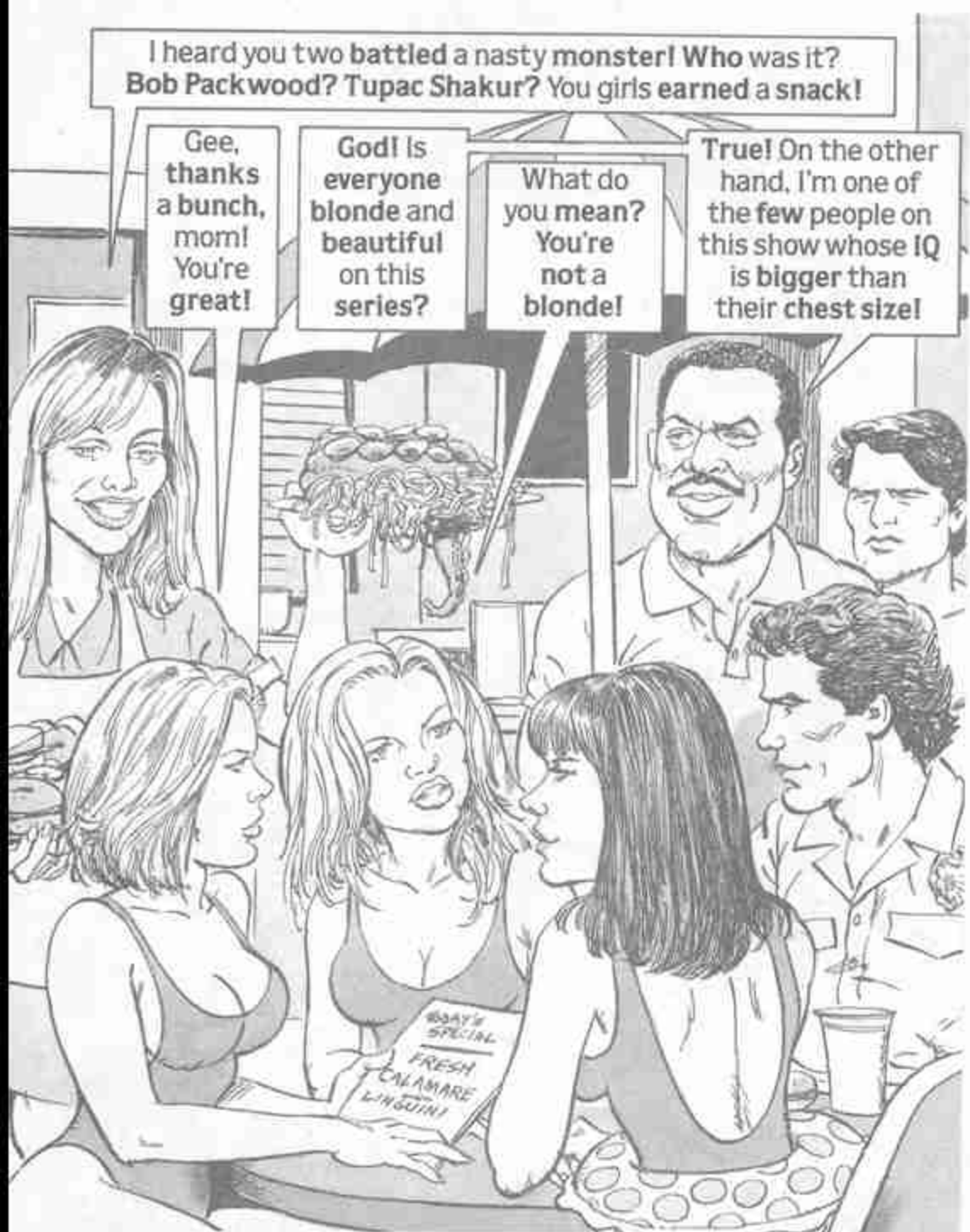
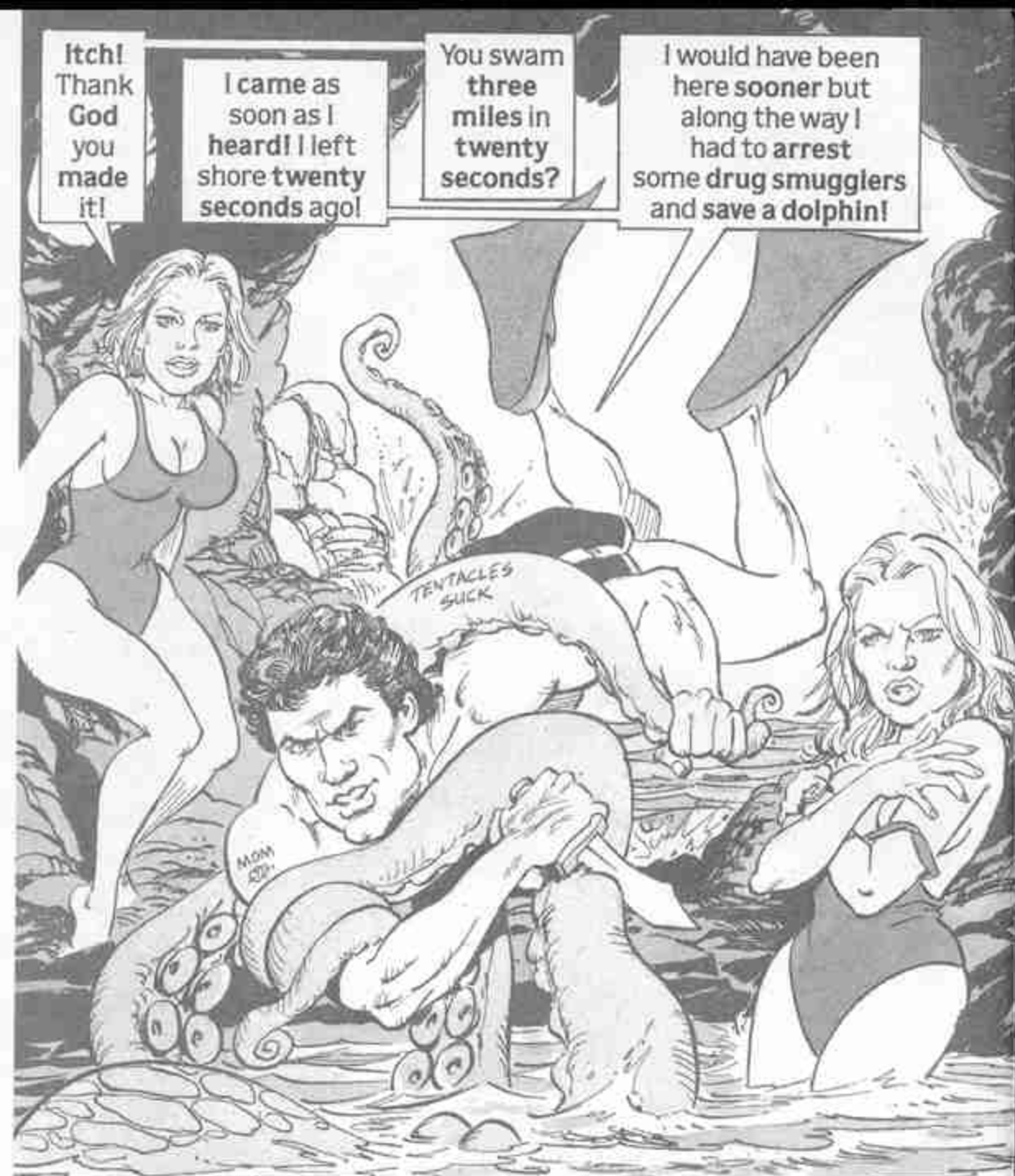




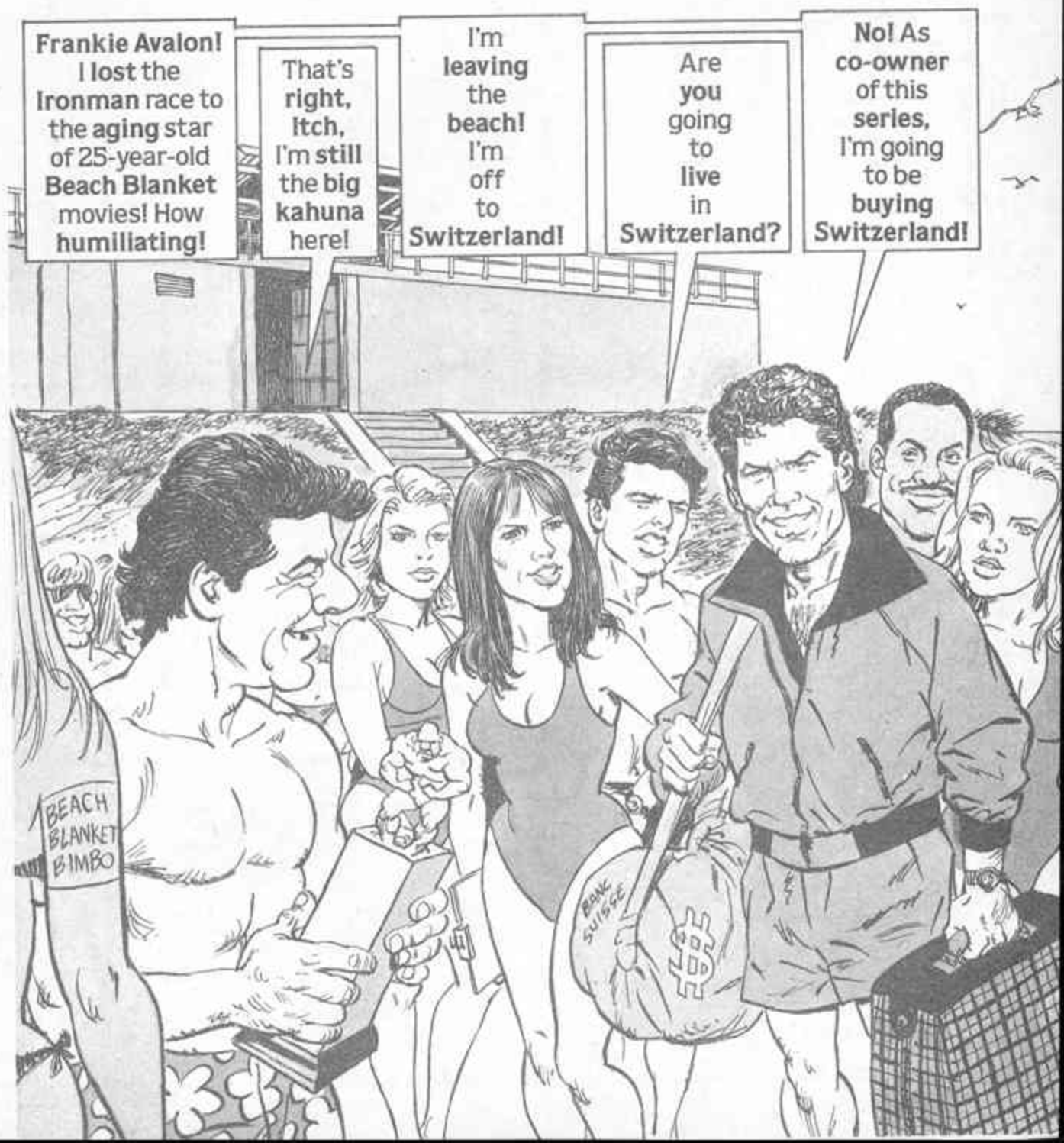
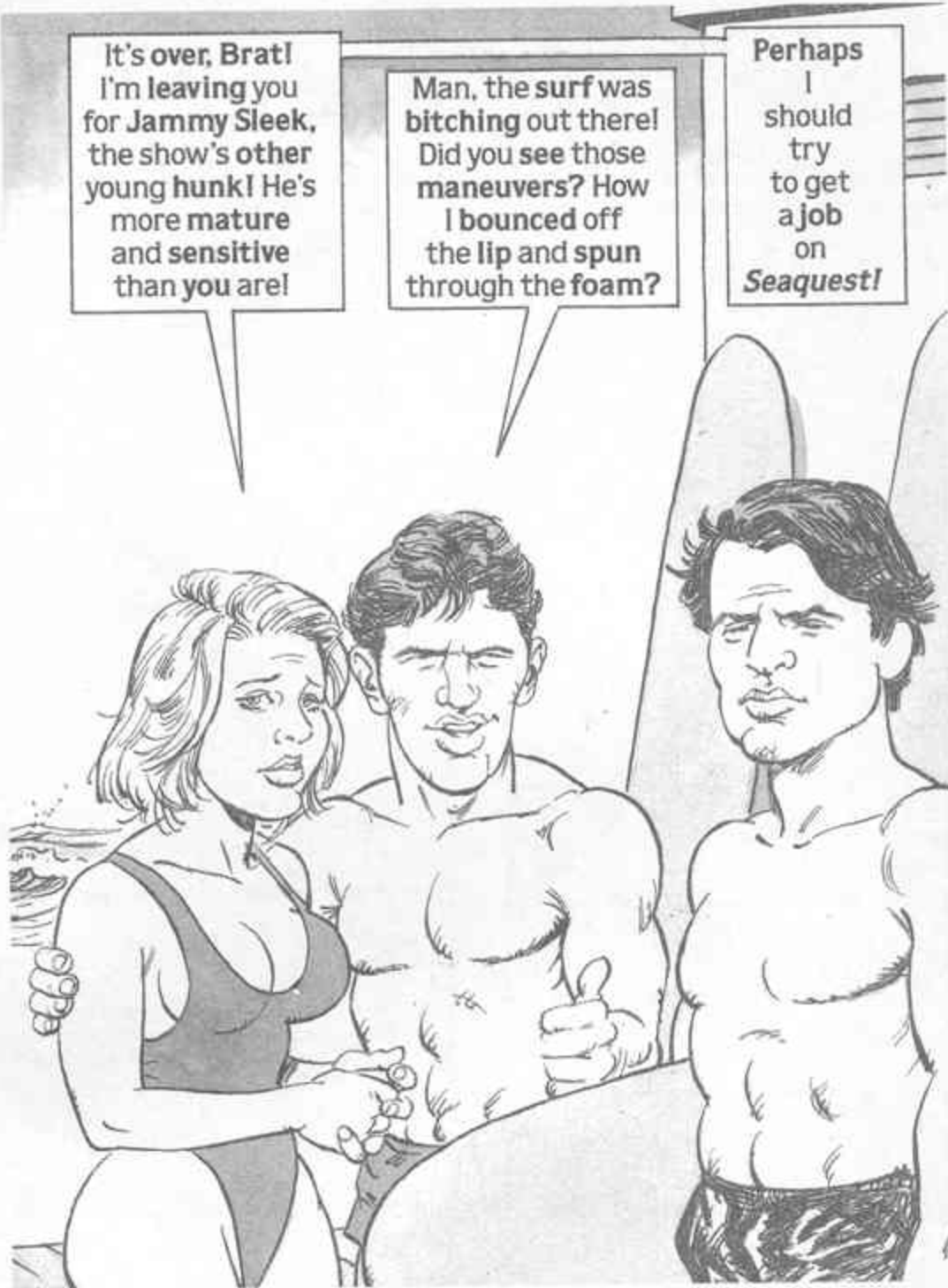














# MAD CLASSIFIED ADS

## Rooms To Rent/ Share

101

**MIDGET ROOMMATE WANTED**—To live under my sink. Spacious if you're under 3 feet tall. Utilities included. Call Sandy 555-0298. No dwarfs.

**SHARE**—3 room apt with my psychotic uncle while pretending to be me. Convenient to all transportation. Sue 555-1412.

**MANY SUBLETS**—now available in building with nearsighted landlord. Doorman also has astigmatism. SCAM REALTY 555-7261.

**LOVELY**—2-bedroom apt in wonderful neighborhood for family who doesn't mind the challenge and exhilaration of walking across a 4 x 6 plank high above 83rd St. SCAM REALTY 555-7261.

**ROOMMATE WANTED**—Spacious apartment with much closet space, which is good because that's where you'll be staying—in the closet. Bernice 555-8936.

**ROOMMATE**—wanted for two-bedroom apartment. Easygoing. Just don't touch any of my stuff. Don't touch anything, all right? Don't touch it! 555-8958.

## Concert Tickets

103

**BAD SEATS TO TOP SHOWS!**—We specialize in seats behind the stage, partial view, no view. Instead of paying scalpers five times the ticket price the night of the show, pay US five times the ticket price now! CALL! 555-9685.

**STOLEN TKTS AGENCY**—I work for Ticket Master and steal 100 seats for every concert! Tickets going fast since rock fans have no moral or ethical problem in conducting business with me, even though I am a total sleazeball! Tony 555-0927.

## Articles For Sale

105

**MOVING/VACATION SALE**—I'm selling the contents of my neighbor's home. Hurry! He gets back from Florida in a week! 827 Eel Blvd.

**FOR SALE**—6-piece living room set with matching family. Best offer. Family can be broken up but living room set cannot. 555-9285.

**CONVERTIBLE SOFA**—Converts into washer/dryer. Vibrates gently during spin cycle. Call, ask for Ed. When Ed gets on, ask him for Larry. 555-9999.

**FOR SALE**—Eerie talking cabinet. Says very disturbing things. Scares children, many adults. Useful for clearing out all unwanted guests. 555-9393.

**YARD SALE**—Bottle caps, crumpled paper, empty cans, torn clothing and other items I'm hoping to pass off as valuable/priceless antiques. 42 Klingon Way.

**FOR SALE**—Matching couch, chair, recliner, love seat, ottoman, convertible sofa, settee, armoire, rug and lamps. Please help me! I can't get out of my living room! Jeanette 555-8372.

## Business Opportunities

107

**20-YEAR OLD PIZZERIA**—for sale. Many original pizzas still here. Call the Original Luigi 555-2121.

**BECOME**—a lumberyard scarecrow. Easy work. Crows don't like lumber. Call ECPI Lumberyard Scarecrow School. 555-7272.

**ROBOTIC NURSES**—are in big demand! We will remove your internal organs and replace them with machinery. Work guaranteed five years. For more info call 555-2726.

**AMAZING TECHNOLOGY**—new scientific breakthrough allows everyone to talk like Brian Dennehy! Get in on the ground floor! Serious investors only. 555-0074.

## Help Wanted

109

**WANT TO GO NOWHERE**—in your life and get paid next to nothing while the organization you work for makes millions? McDonald's wants you! Apply at nearest McDonald's.

**WANT TO EARN MINIMUM WAGE**—in a job with no chance for advancement while the corporation employing you rakes in vast sums of cash? Burger King wants you! Apply at nearest Burger King.

**WANT TO GET TRAPPED**—in a low-paying dead-end job with absolutely no future while your company realizes unimaginably large profits? Wendy's wants you! Apply at nearest Wendy's.

**GAL/GUY FRIDAY WANTED**—To help me find people to work for me the other days of the week. Call Mr Ted Tub at Rickspickle Inc. 555-0393.

**COMPUTER OPERATOR**—Must have working knowledge of Lotus, Quark, Wangflex, Zimbo, Jipjump, Gibbigee, Bigabab and Bigabab+. Send resume to PO Box 4621, NY, NY 10185.

**CLUMSY WAITERS WANTED**—to drop food on customers we don't like. Must be convincing! Call the Original Luigi. 555-2121.

## Ucknuck Industries

Are you aggressive? Motivated? A self-starter? UCKNUCK INDUSTRIES is moving to this area and has a variety of job openings available.

All applicants must be able to follow orders from supervisors much less intelligent than they are.

POSITIONS AVAILABLE FOR:  
Scaffold Croupers  
(min. 10 years experience)  
Apprentice Nixters  
Bakashavak Trainees  
Assistant Sledge Gompers  
Feepock Assemblers  
Skleb Dippers

Call Personnel Director, Warmating Splunge, for interview. 555-7321.

**SECURITY GUARDS WANTED**—to put on uniforms and sit around all day doing nothing. Must be experienced. Own uniform a plus. Staten Island Mall.

**NANNY WANTED**—to ruin a good marriage. Live-in preferred. Mr Arg 555-2821.

**AMBULANCE DRIVER NEEDED**—I had a heart attack a week ago and I'm still waiting for 911 to show up. 367 Washington Place, Apt. 4A.

**WANTED**—insurance salesman, with noticeable limp for ruse involving thousands of dollars and Venezuelan businessman. I'll give you the details when you call. 555-8383.

**DENTAL ASSISTANT**—wanted to take X-rays while dentist crouches behind lead curtain in next room. Safe. Dr. Blikstein. 555-2713.

**IGNORANT IMMIGRANT**—wanted to work 365 days a year for almost no pay at all. Call Congressman Toomey. 555-8288.

**IMMEDIATE OPENING**—For immediate Opener. We have cans, envelopes, doors and more. Unusual benefits package. Call 555-9921.

**PSYCHICS NEEDED**—Immediate opening, high pay! If you're for real you already know telepathically what number to call and who to ask for.

## Autos For Sale

115

**FOR SALE**—87 Nissan Crusher, must be seen to be appreciated. Looks great from inside but will probably fall apart completely two weeks after you buy it. Jim 555-5555.

## Frank Terrifico's Used Cars

'87 Ford Scurvy  
'90 Toyota Polyp  
'79 Chevy Deathmobile  
'86 Volkswagen Tostada  
'92 Hyundai Cramp  
'91 Plymouth Ruster  
'92 Honda Gangrene

THIS SATURDAY ONLY!  
Leave Your Kids With  
Sleezo The Clown  
While You Shop!

Rt. 6 Across From  
SIR PUFFYS!

## Services

111

**LAWN CARE/MAINTENANCE**—Must bring your lawn to us—no out calls/home visits. We also prune hedges and trees at no extra charge if dropped off by 10 am. Call the professionals at LA-Z-LAWN 555-8671.

**VERY PEACEFUL MAN**—will calm you down in your own home. Odorless. Joshua. 555-8213.

**FREE PETS!**—I will come to your house and pet you. Hugs extra. Glenn 555-9272.

## Articles Wanted

113

**TWO LARGE RECLINERS**—are looking for chairs to recline in. Call Big Bobby Joe and Big Joey Bob. 555-9785.

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## Misc

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**FREE HEAD BUFFING**—No appointment necessary. The Wilfred Academy of Head Buffing. 12 Roadkill Ave.

**VACATION GETAWAY**—Stay in my bungalow in the country while I ransack your apartment in the city. Ned 555-8212.

**HOW MANY ACORNS**—can you hold in your mouth? Find out with our acorn kit. Send \$14.95 + \$3.00 P&H to: Acorns in Your Mouth, PO. Box 556 Suffern, NY 12303.

**I WILL EVALUATE**—your wife/girlfriend. Send her to me. Takes 5 days or less. \$49.95 per female. Ted, Box 6767 Los Angeles, CA 90013.

**RABID RACCOON GRAMS**—Cheery birthday and anniversary greetings delivered to your friends and loved ones by disease carrying forest creatures. Unique! 555-0101.

## Positions Wanted

119

**RECENT COLLEGE GRAD**—seeks full time employment which consists of alternating periods of drinking beer and napping. Will consider some TV watching as well. Experienced with impeccable references. Don 555-0282.

**HAM REPAIRMAN**—seeks employment. Can repair kosher or non-kosher, even meatless hams. Also refurbishes ham slices. Canned ham, fresh ham are my specialties. Boiled ham, baked ham, ham hocks, pressed ham and raw ham. Free estimates. 555-4175.

**FORMER CONSTRUCTION WORKER**—seeks position harassing women. Willing to relocate for right deal. FAX offers to Mr Ben 555-8272.

**SLEEZO THE CLOWN**—Entertainment for children's parties, school, camps. The molestation charge has been dropped due to a plea bargain. Available for immediate bookings! 555-8906.

**COMEDY WRITERS**—Recently laid off after writing lame parody of Classified Ads. Seek Editorship positions at magazine with embarrassingly low standards. Contact Joe Raiola and Charlie Kadau, PO Box 4621, NY, NY 10185.

The Ads That Get Responses  
appear in other publications!





**WHAT SINGLE GOAL  
HAS BROUGHT  
AGREEMENT AND  
UNITY AMONG  
VASTLY DIFFERENT  
GROUPS?**

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

These days it seems that no one can agree on anything. People's opinions are always divided when it comes to politics, moral issues and even Lorena Bobbitt. To find out what one thing everyone agrees on, fold page in as shown...



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B

FOLD BACK SO "A" MEETS "B"



**DEMONSTRATORS OF VARIED BELIEFS ARE ON THE WARPATH  
TO BANISH THINGS SICKENING TO ALL. THEY ARE NOW HAR-  
NESSING THEIR ENERGY TO FIGHT A HATED ENEMY.**

A▶

◀B



# Postcards From Inside The Body

*Wish you were here!*

*Explore*  
**THE EAR CANAL**

*Greetings from*  
**the ISLEIS OF LANGERHANS**

- Part of Endocrine System
- Located in the Pancreas
- Center of Insulin Production

*Tube the* **ESOPHAGUS!**