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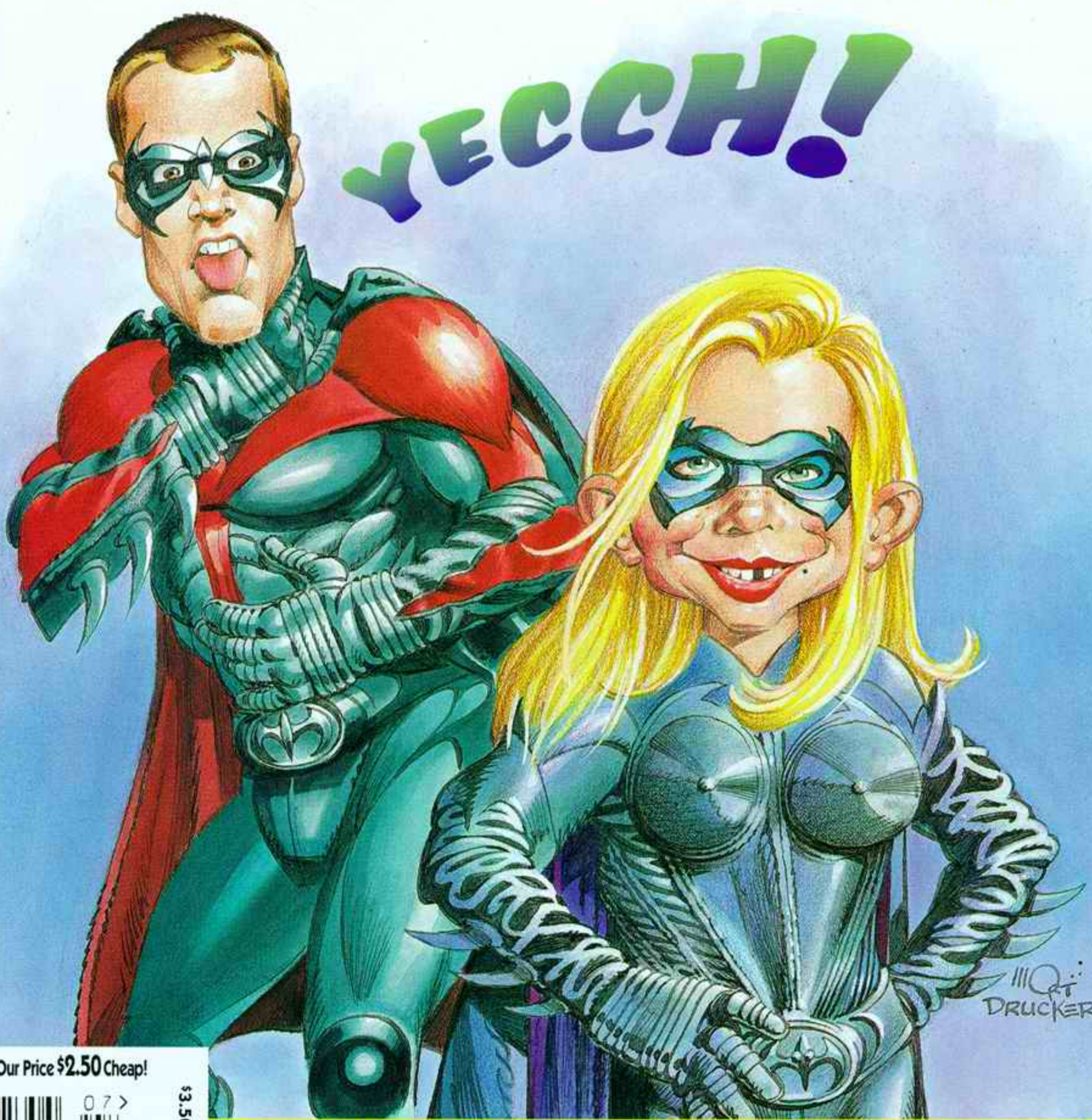
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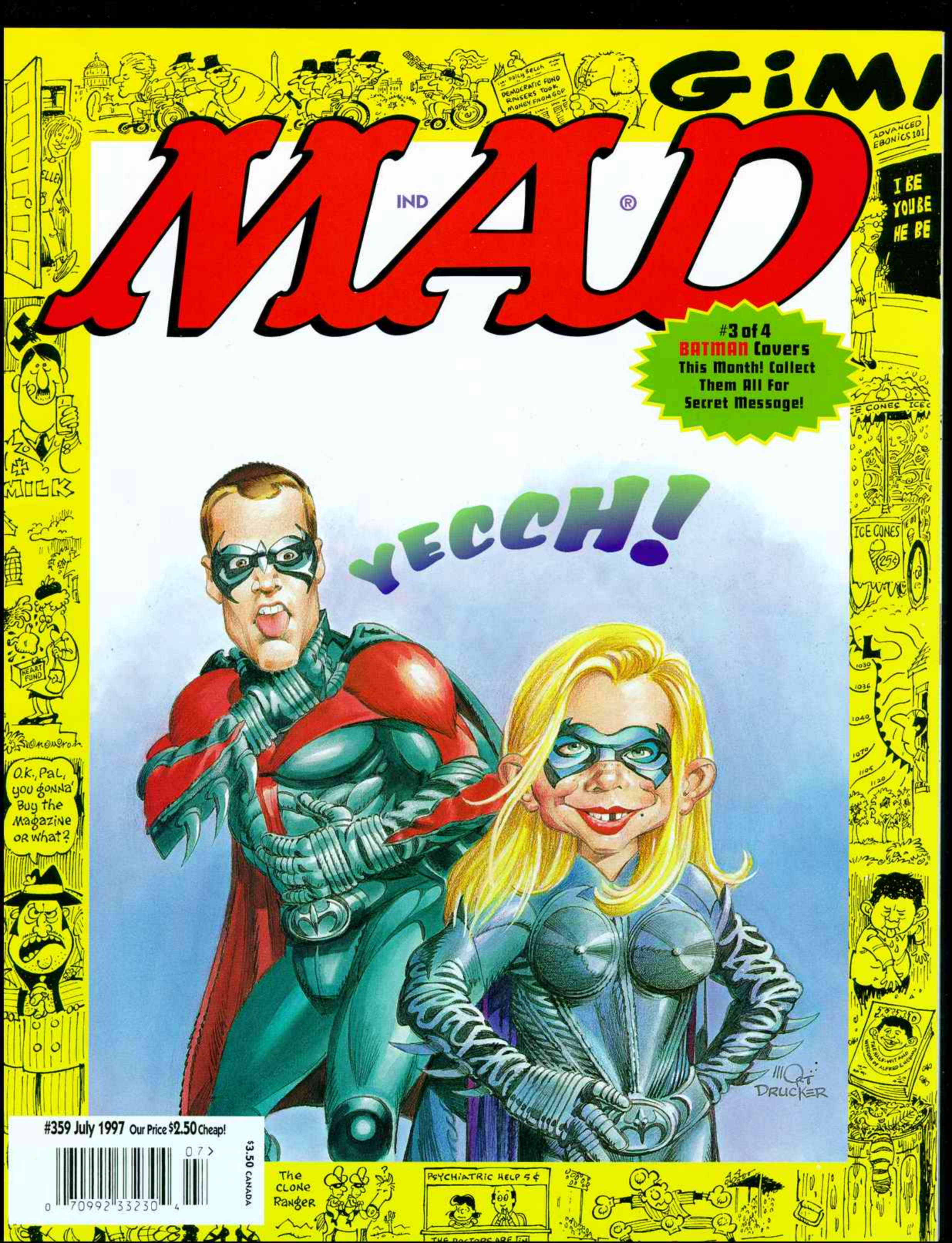
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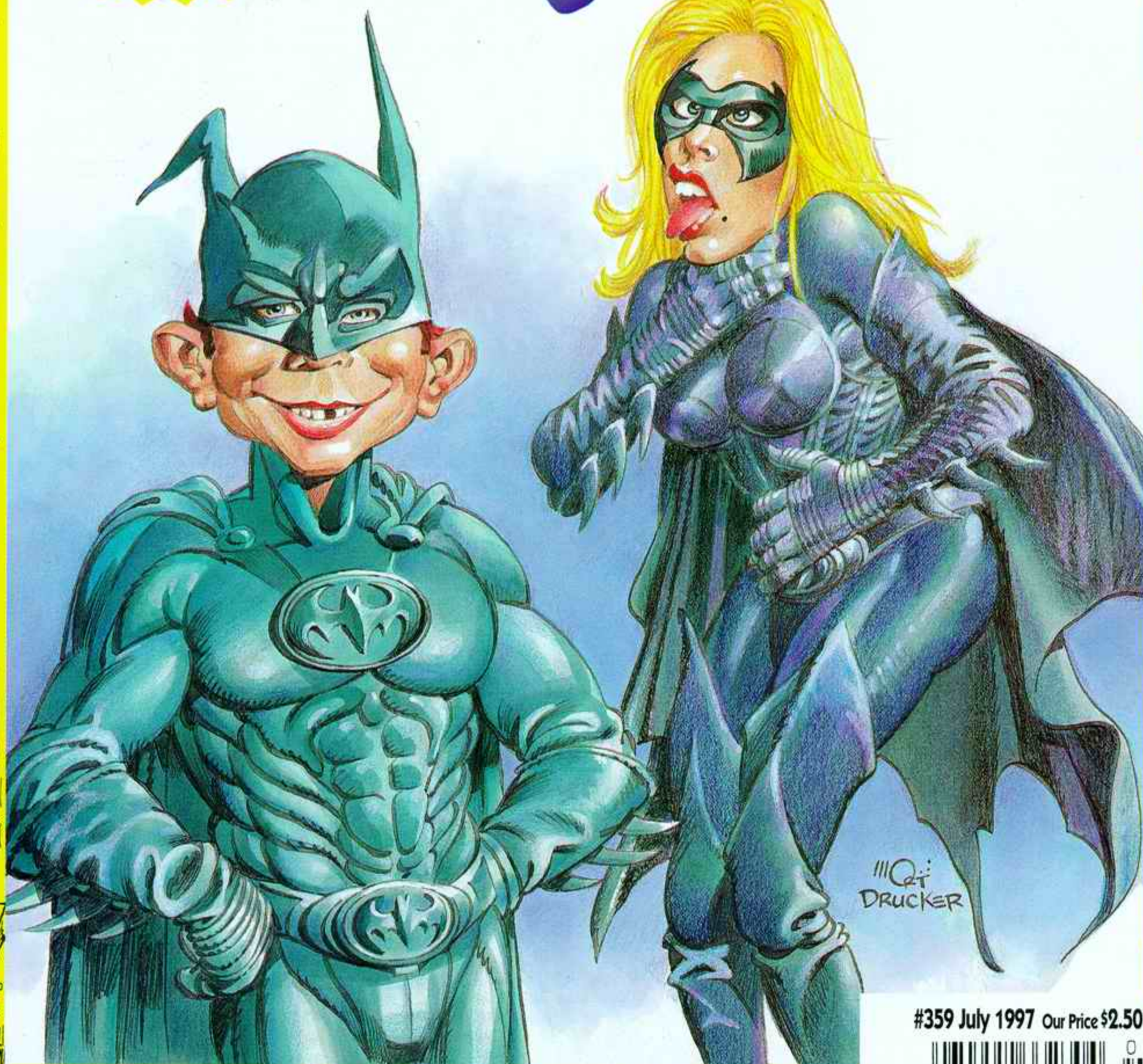
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# MAD

JULY  
1997

NUMBER  
359

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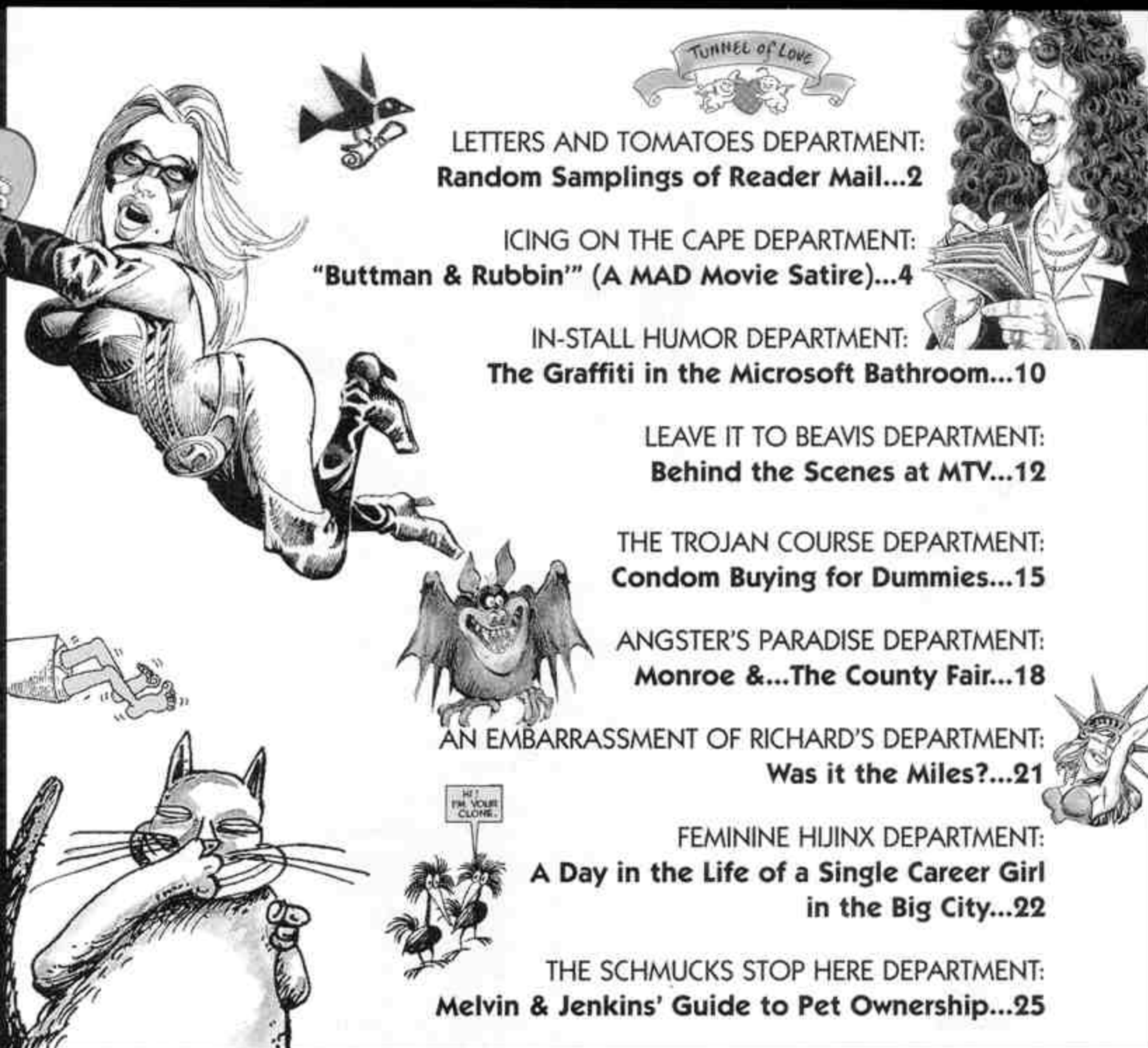
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And Writers  
the usual gang of idiots

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*"A bore is somebody who interrupts your fifth story with one of his own!"*  
— Alfred E. Neuman

**WHAM!**



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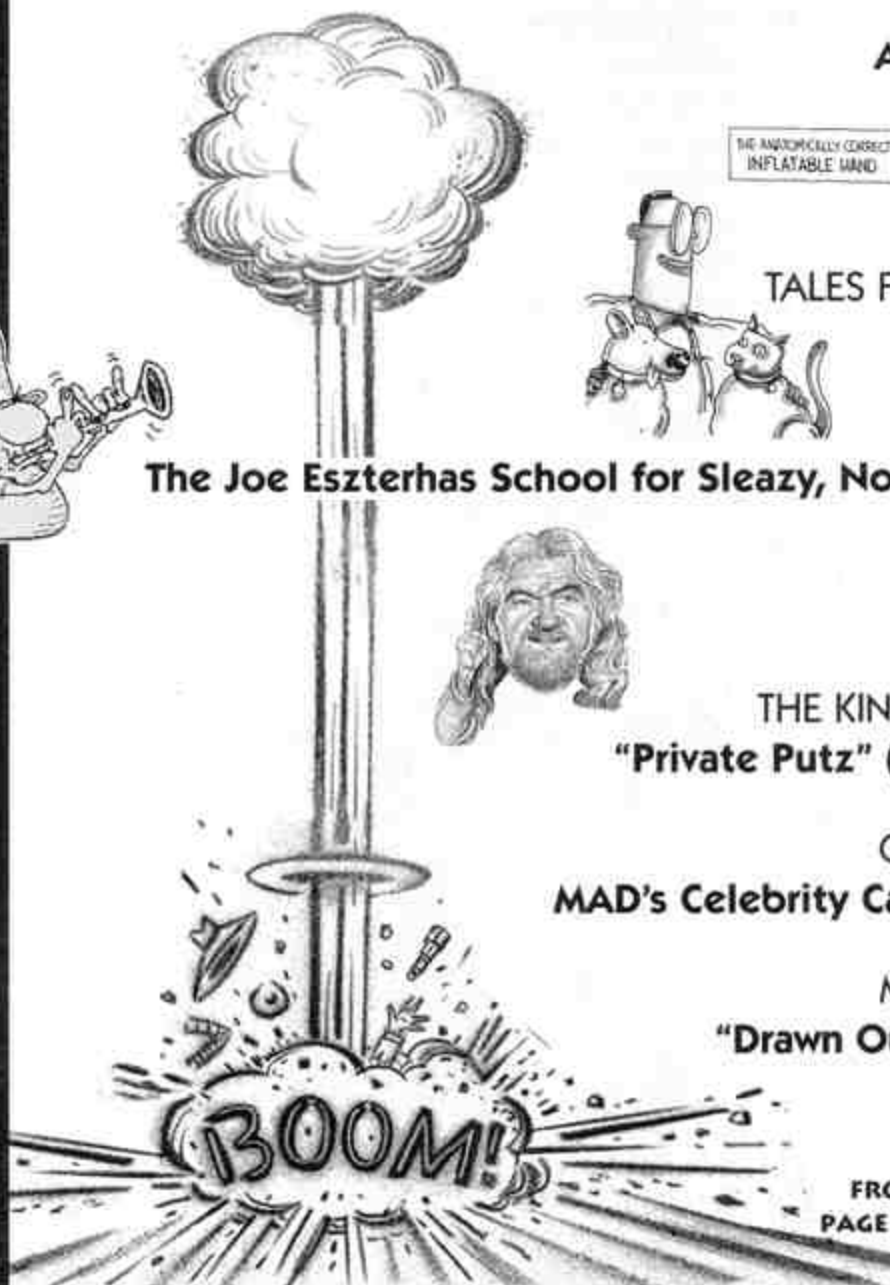
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FRONT COVER ARTIST: MORT DRUCKER  
PAGE 21 PHOTO: AP/WIDE WORLD PHOTOS







MAD #360 ON SALE  
JULY 22!

## POT SHOTS

In "The '60s and the '90s" (MAD #356) for the example "Tune in, turn on, drop out" you showed a hippie smoking pot. The phrase "Tune in, turn on, drop out" was made by Professor Timothy Leary regarding LSD, not pot. Nice job, schmucks!

Matt Wolfe  
Newton, MA

**Wolfman** — Efforts to get Timothy Leary to respond to your letter went unanswered. So we did the next best thing! We contacted longtime MAD artist Rick Tulka (who illustrated "The '60s and the '90s") regarding your complaint. Rick responded "Huh, whaaat? Look out for the bats, man! Hey, got any Twinkies left?" We hope this explains the mix-up. Thanks for writing! — Ed.

I enjoy MAD very much. In fact, I enjoy it so much I have committed many random acts of sacrifice in your name. Yes, I know, I sound like one of those types that run around naked and think they're Napoleon, but trust me, I know the truth. MAD is my savior. I must have it. I just might snap.

Jim Lester  
Germantown, TN

**Jim Boy** — Have you been hanging with longtime MAD artist Rick Tulka lately? — Ed.

On April 1st, a shameless, self-promotional event

occurred at the new restaurant Comedy Nation in Midtown Manhattan to celebrate the launching of the newest MAD, coincidentally on Alfred E. Neuman's birthday! Press from around the globe converged to cover this phenomenal event! Members of the "Usual Gang of Idiots" converged to get the free Bagels and coffee!

## ONE USE FOR A DEAD CAT

In issue #353, on page 17 ("Obituaries for Comic Strip Characters"), you printed a Garfield obituary. It stated: "Garfield the cat, 19, died yesterday of excessive bloating." Garfield does not turn 19 until June 19th. Obviously none of you are Garfield fans.

Marie Shalin  
Hewitt, TX

**Marie** — Not like Garfield? Why nothing could be further from the truth! We've spent countless hours guffawing over his hilarious escapades! Did you ever see the one where he ate the pan of lasagna? Hoo-boy! Talk about your comedy classics! One thing we can never figure out: What is the deal with that Odie? — Ed. (An afterthought: We do have one bone to pick with Garfield, though— not enough merchandising!)

## ALFRED E-MAIL

Who would win a fight between Sergio Aragones and Angelo Torres?

MeserUpper@aol.com

**Mess Man** — No contest! Torres would kick Aragones' ass! Now if you had asked who would win in a fight between Andrew "The Arizona Eel" Schwartzberg and little itty bitty Marla Weisenborn, that's a tougher call. Find out once and for all on their big upcoming Pay-Per-View event! Only \$34.95. Call your local cable operator now to reserve! Special added undercard match: Frank "The Rhyming Fool" Jacobs Vs. Des "The Crippler" Devlin! Oooh Yeahhh! — Ed.

## Hey readers!

Look at your front cover! It's one of four different Batman covers available on MAD #359! Run, don't walk, and collect the other three to get the special secret message just for you! Well, you and all the other schmucks who go out and buy all four!

## HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 359, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

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Now MAD gives you the shirt off our backs (provided you give us some cash)! For a store near you that carries this and other ridiculous MAD shirts, call 1-800-XYSCENE!





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SPECTACULAR  
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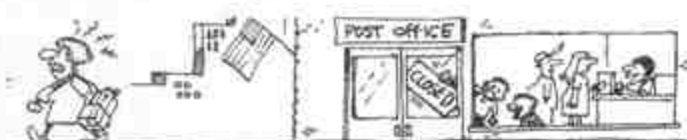
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## A BRUTAL LETTER

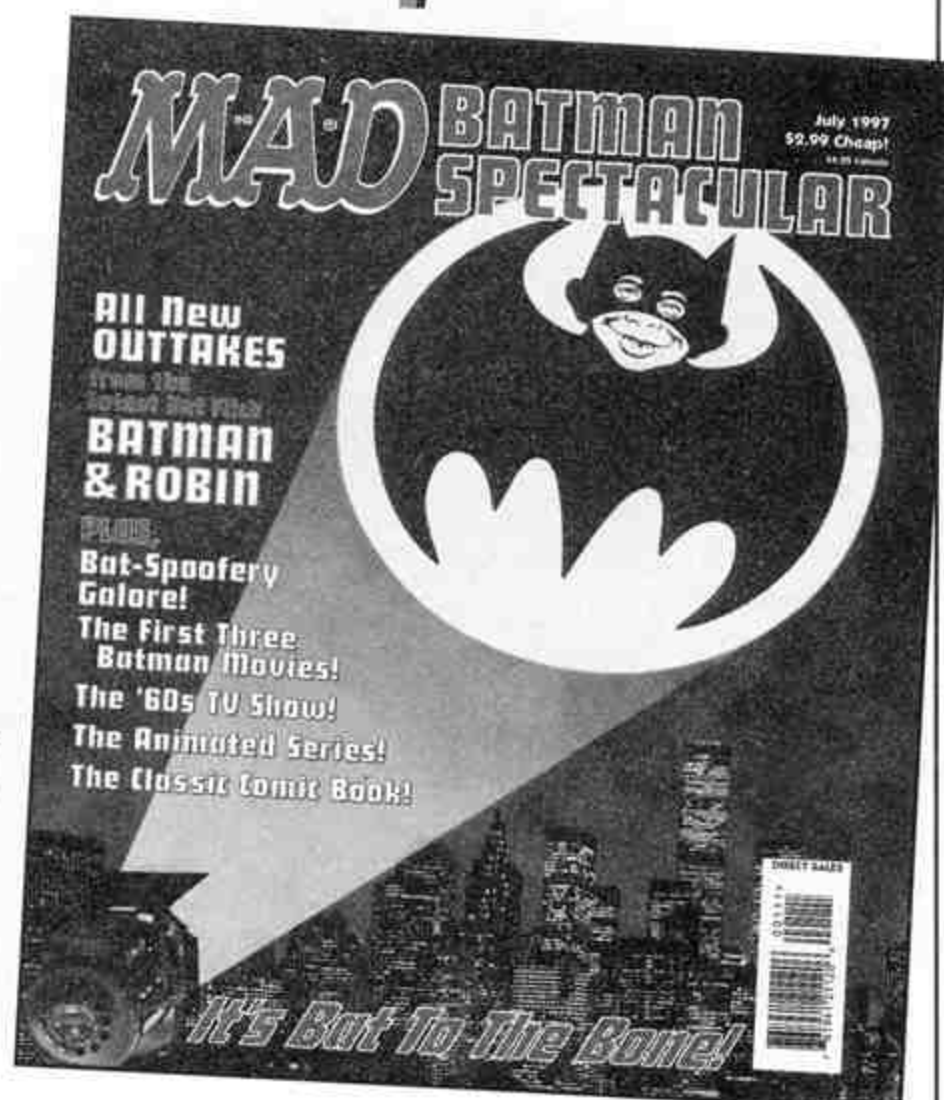
In your April issue (#356) you printed a large article on police brutality. You referred to the police as "gun-toting, nightstick wielding, rights-violating maniacs." Well you make me sick. These very "maniacs" are the only thing that keeps you and your families safe. I am just disgusted. I'm canceling my subscription to this crap you call a magazine, effective immediately.

Samuel Fitzpatrick  
Oconomowoc, WI

Sammy — "The only thing that keeps our family safe"? Perhaps you've forgotten about a small dedicated band of individuals known as The X-Men! Guess you forgot about The Justice League of America as well! They rule! And we're sure the fine citizens of Gotham City sleep a little better at night knowing that The Dark Knight watches over them with a vigilant eye. In any event we're very sorry. Now please, please don't bash our heads in with your Billy Club! — Ed.

# IT'S SUPER, MAN!

ON SALE  
EVERYWHERE!  
EXCEPT,  
ODDLY ENOUGH,  
GOTHAM CITY!



**WARNING:** This Spectacular is ONLY available at newsstands, bookstores, comic specialty shops and other retail outlets! It is NOT part of the series sent to MAD Super Special Subscribers!



Guy in Alfred Suit with:  
1) Nick Meglin, Jenette Kahn and John Ficarra 2) Sergio Aragones and Sam Viviano sketching members of the press 3) Saturday Night Live's Jim Breuer 4) Des "The Crippler" Devlin 5) Al "Do Not Fold This Picture" Jaffee 6) Master Dave Shayne 7) John Ficarra and Jenette Kahn (Hey! Where's the Guy in the Alfred Suit?) 8) Joe "Nice Shirt" Raiola 9) Amy "High Stick" Vozeolas 10) Fabulous MAD Babes Nadina Simon and Maria Weisenborn 11) Charlie Kadam in a Rented Sports Coat 12) The Lovely Sergio Aragones 13) The Equally Lovely Annie Gaines





ICING ON THE CAPE DEPT.

A sleek new vehicle is roaring out of the Butt-cave this summer! And this time it's featuring dual air bags! Here is our version of...

# BUTTMAN

ARTIST: MORT DRUCKER

We're off on another adventure, Rubbin' — fighting crime, challenging evil, battling brutal villains! This time, however, it's different! We have new hi-tech weapons, a new Butt-cave and, most importantly, a new actor playing Buttmán — ME!

Of those three, I'm really excited about the Butt-cave!

HI!  
I'M YOUR CLONE.

I'm Buttgirl! In this movie, I wear tight, sexy outfits, ride fast motorcycles and don't take any crap from men! Of course, you already knew that if you've seen me in any of my Aerosmith videos!

WHATEVER!



# & RUBBIN'

WRITER: ARNIE KOGEN

I'm Frostbite, Buttman and Rubbin's new villain! I need extreme cold to survive! I am huge! I am frozen! I am angry! I am a glacier with an attitude! I am the world's baddest popsicle!

I'm Poison I.V.! I'm supposed to be Buttman's latest sexy, female villain in the tradition of Scatwoman! But in truth I'm more like Swamp Thing with PMS! I have lethal lips — one kiss from me can kill a man! It's a great superpower, but it's murder on my sex life!

III QRT  
DRUCKER

They say there are eight million stories in the Naked City! There are three in Gotham City!

Three? But this is the **FOURTH** Buttman episode!

Yeah, but this one's not a story — it's a weather report!

Have you noticed a change in Rubbin' since the previous Buttman flick?

Like what? His role is bigger and his codpiece is smaller!

Huge mistake! If they reversed it, they'd have box office gold!

Uma...Alicia! Alicia...Uma! Hey, I thought I'd give it one last shot!





Frostbite, you're insane! This capsule will slaughter thousands!

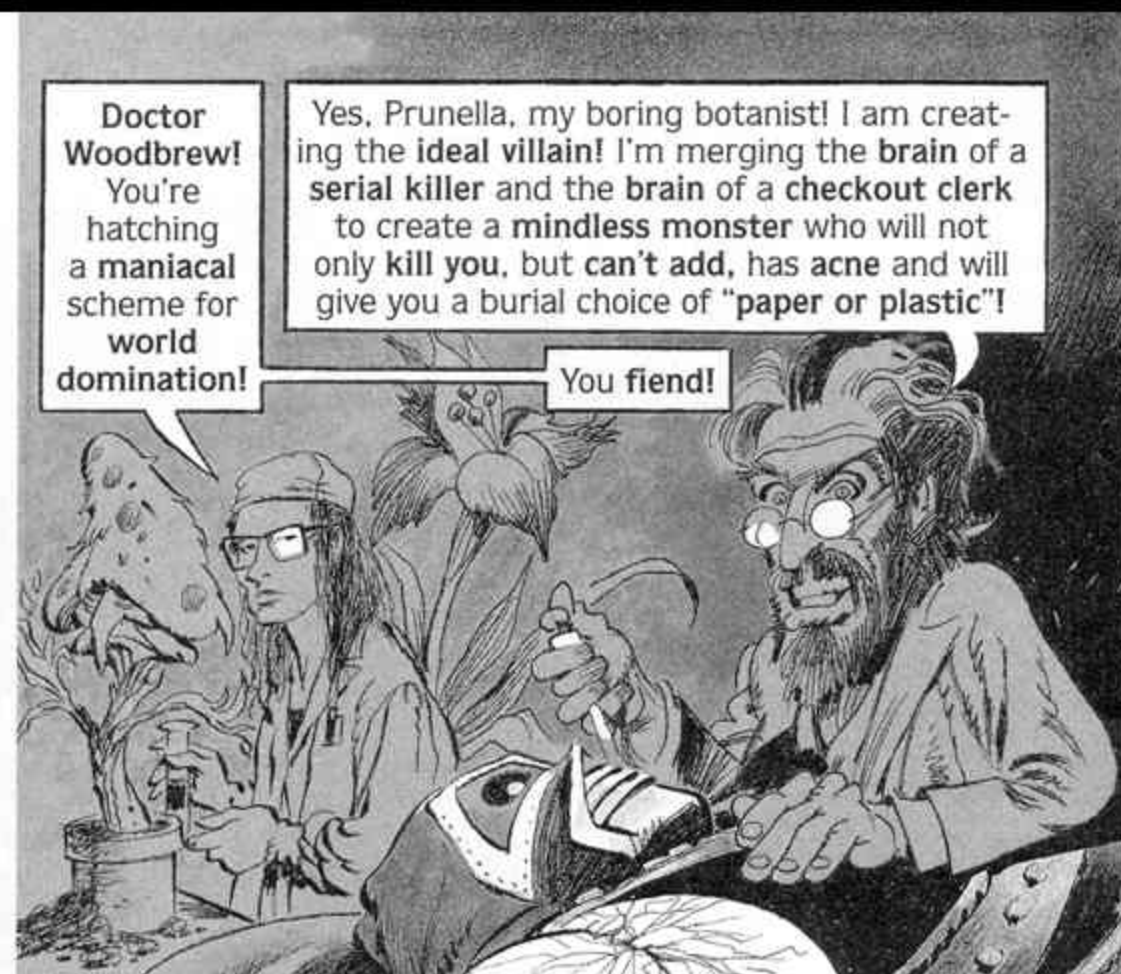
Chill out, Buttman, or else I'll slip an icicle down your pants!

You're messing with the wrong man! Remember what happened to the Riddler after he tangled with me!

Death!? Big deal! Death doesn't frighten me!

Worse! He became The Cable Guy!

Whoops!!



Doctor Woodbrow! You're hatching a maniacal scheme for world domination!

Yes, Prunella, my boring botanist! I am creating the ideal villain! I'm merging the brain of a serial killer and the brain of a checkout clerk to create a mindless monster who will not only kill you, but can't add, has acne and will give you a burial choice of "paper or plastic"!

You fiend!



You're killing me because I know too much!?

I'm killing you because, frankly, you're too damn plain-looking for this film!

I'll be back!

I believe that line belongs to someone else in this movie!

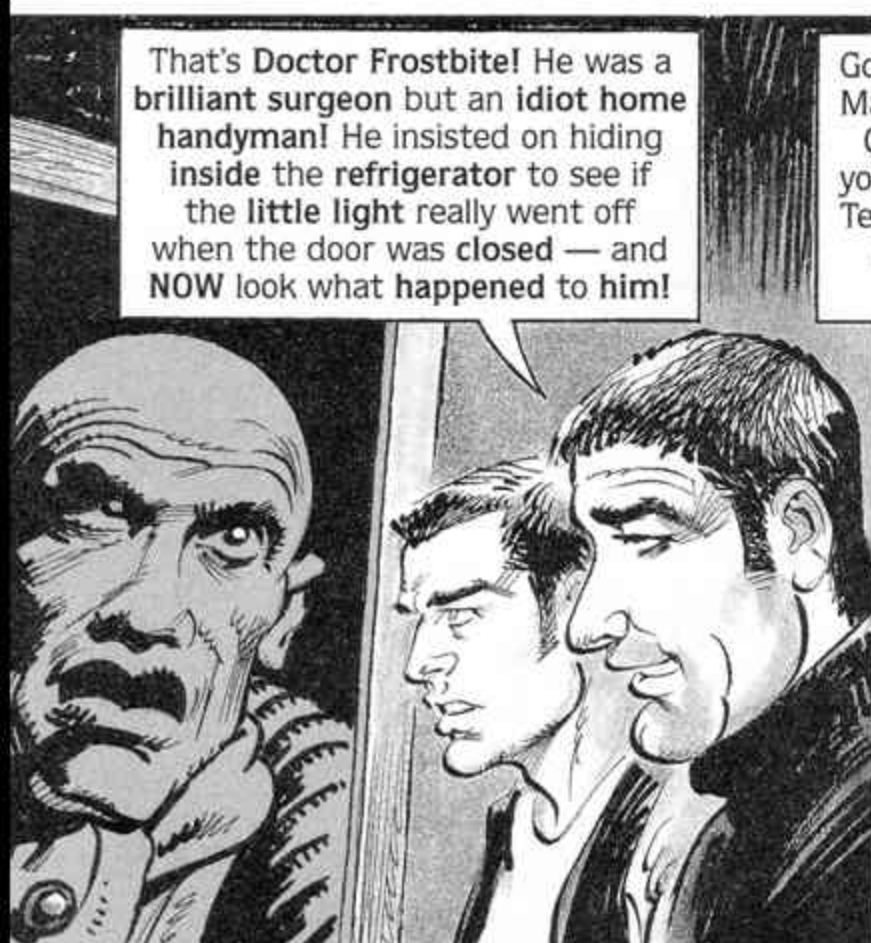


I'm baaaaaack! I'm Poison I.V.! The former good girl botanist has re-emerged as a deadly plant lady! A vine vixen! My lips are 100% lethal! I kiss and kill!

Gasp... Oh well, it could be worse!

Really?

Yes! They could have cast Nathan Lane in your part!



That's Doctor Frostbite! He was a brilliant surgeon but an idiot home handyman! He insisted on hiding inside the refrigerator to see if the little light really went off when the door was closed — and NOW look what happened to him!

Good evening, Master Swain! Can I bring you anything? Tea? Biscuits? Microsoft stock?

Neuman, you seem tired! You don't look well!

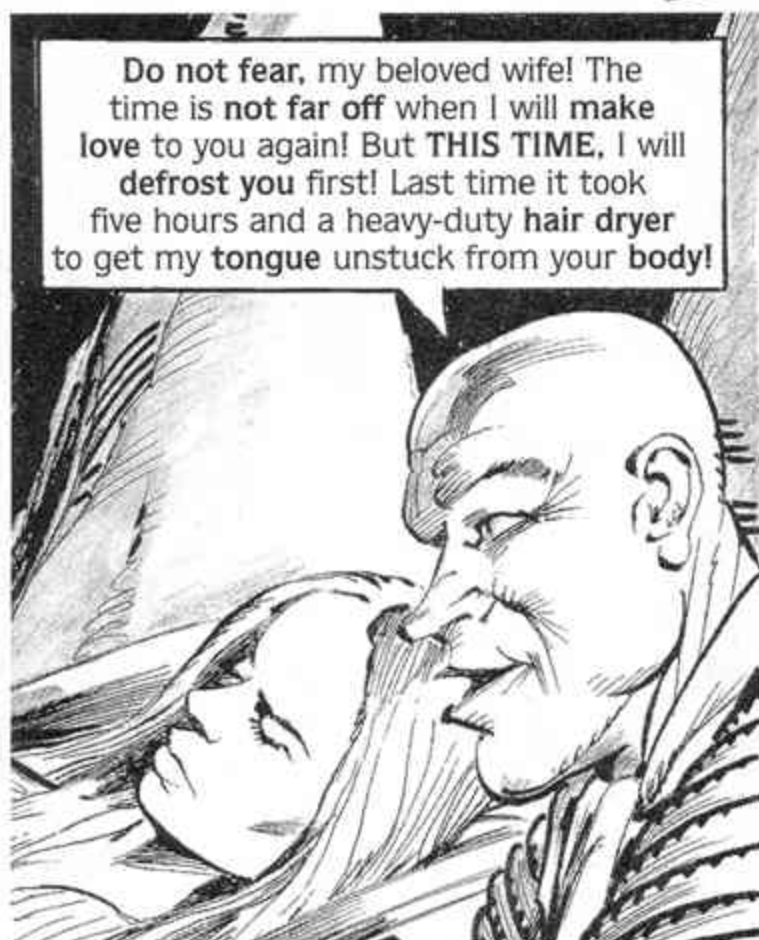
I'm 88 years old, sir! There's a name for my illness! It's called "pooped"!

Tell you what, since you're ailing, and since you're like family, do a light cleaning today! Only do chores in thirty rooms of my sixty-room mansion!

Thank you, sir. You are most generous!







Do not fear, my beloved wife! The time is not far off when I will make love to you again! But **THIS TIME**, I will defrost you first! Last time it took five hours and a heavy-duty hair dryer to get my tongue unstuck from your body!



Sir, meet my long-lost daughter, Boobral!

Neuman, you have a secret past? You've fathered a child?

More secret than you know! Actually, I **MOTHERED** the child!

You're a mystery, Neuman! What other secrets have you been keeping from me?

If you must know, sir, at a housekeeper's convention I once got high huffing Windex fumes!

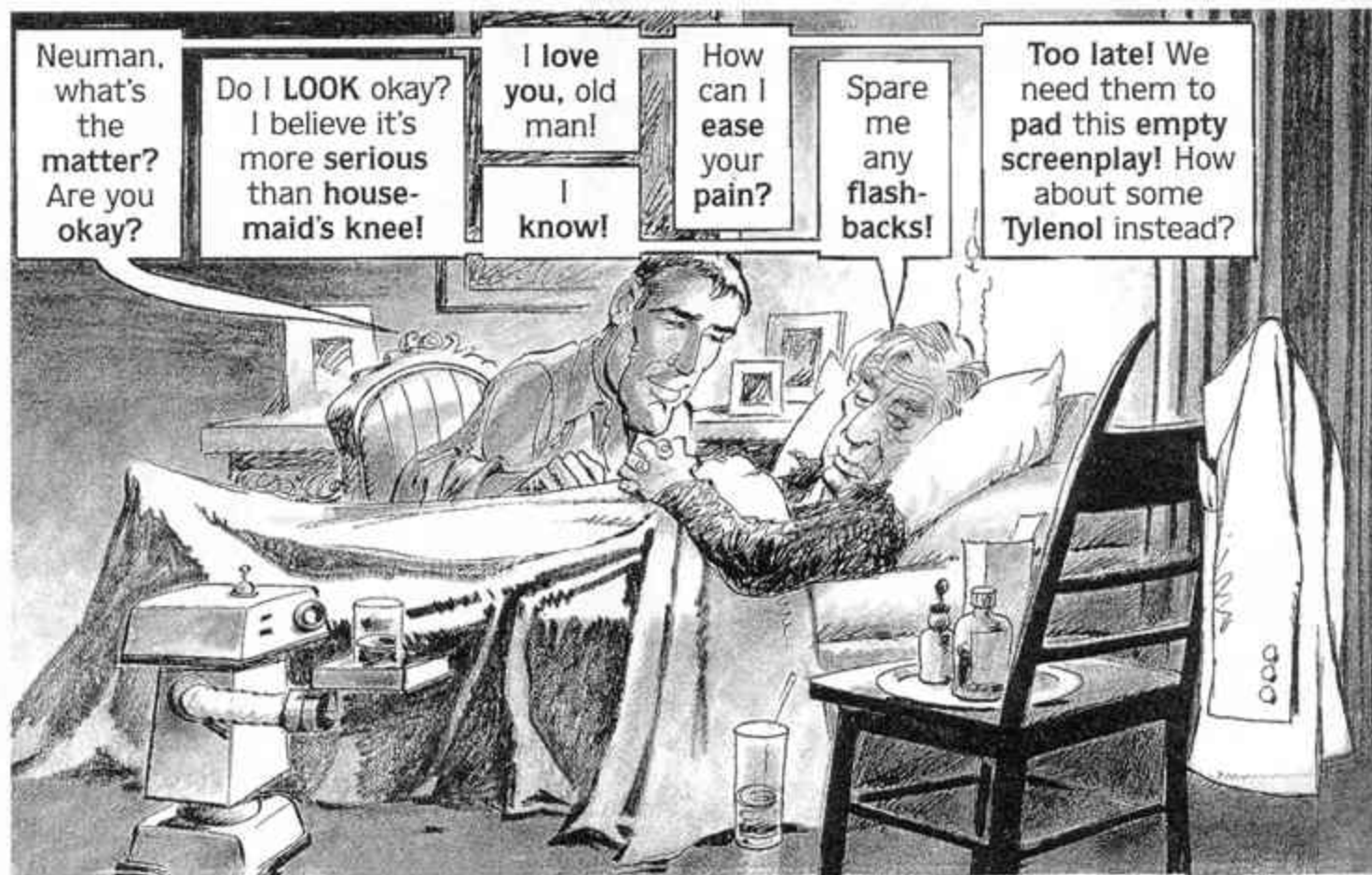


We've come to rescue you, Frost-bite!

Who are you?

I'm Poison I.V. and this is Banal!

Vunderful! A plant and a Red-wood!



Neuman, what's the matter? Are you okay?

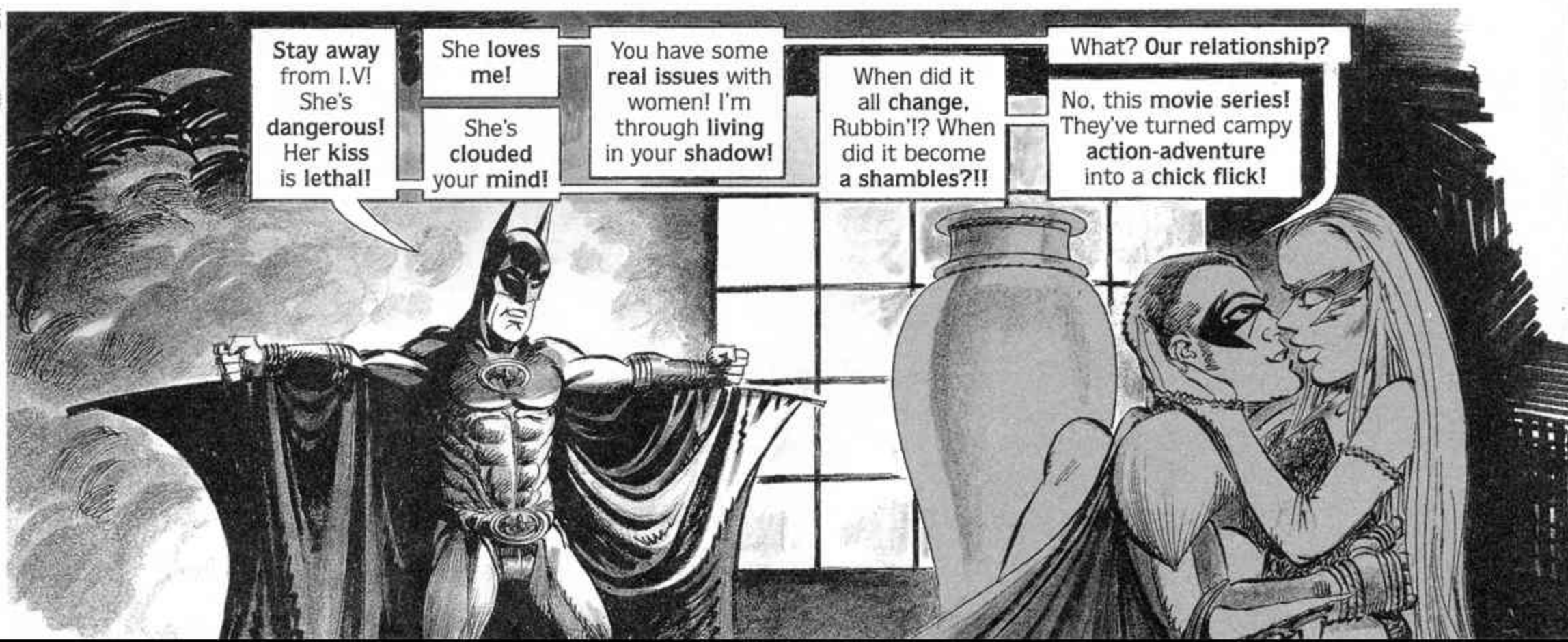
Do I **LOOK** okay? I believe it's more serious than house-maid's knee!

I love you, old man! I know!

How can I ease your pain?

Spare me any flash-backs!

Too late! We need them to pad this empty screenplay! How about some Tylenol instead?



Stay away from I.V! She's dangerous! Her kiss is lethal!

She loves me! She's clouded your mind!

You have some real issues with women! I'm through living in your shadow!

When did it all change, Rubbin'? When did it become a shambles?!!

What? Our relationship? No, this movie series! They've turned campy action-adventure into a chick flick!





He's dying. Dork! Neuman is dying!

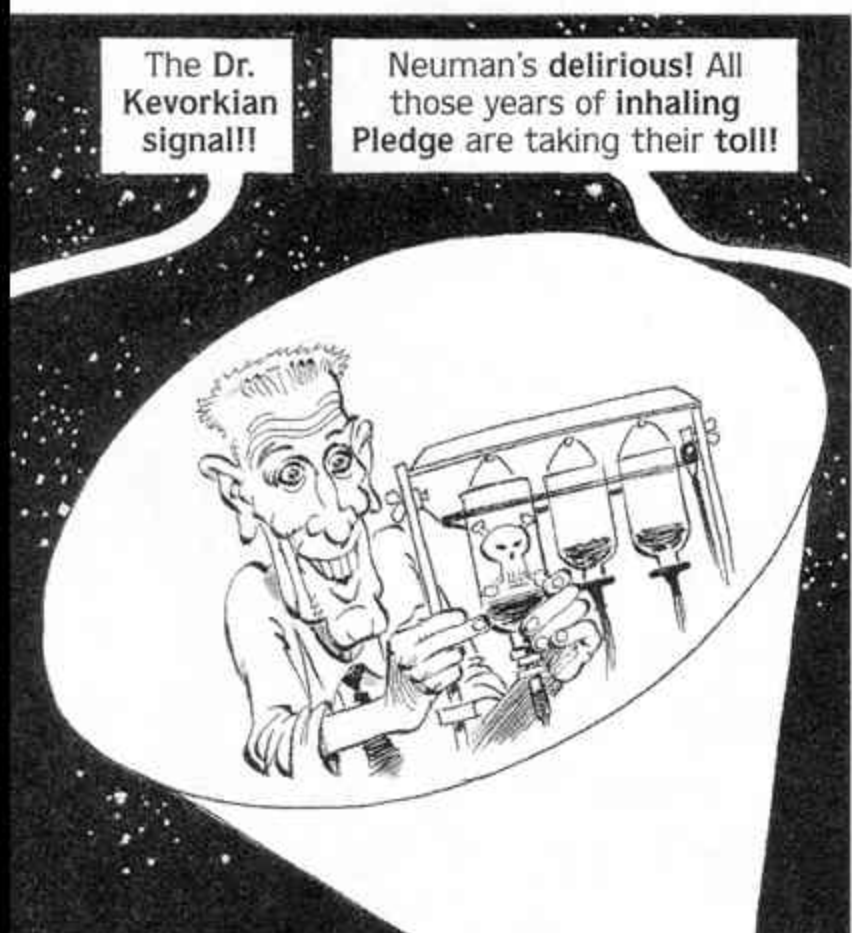
I'm going to miss him! The way every night he'd neatly lay out our costumes, our capes and our tights! By the way, what's he dying of?

Turns out he's allergic to spandex!



Neuman, how can we ease your pain and suffering?

Well, I do have one final request, sir, if you'd be so kind!



The Dr. Kevorkian signal!!

Neuman's delirious! All those years of inhaling Pledge are taking their toll!



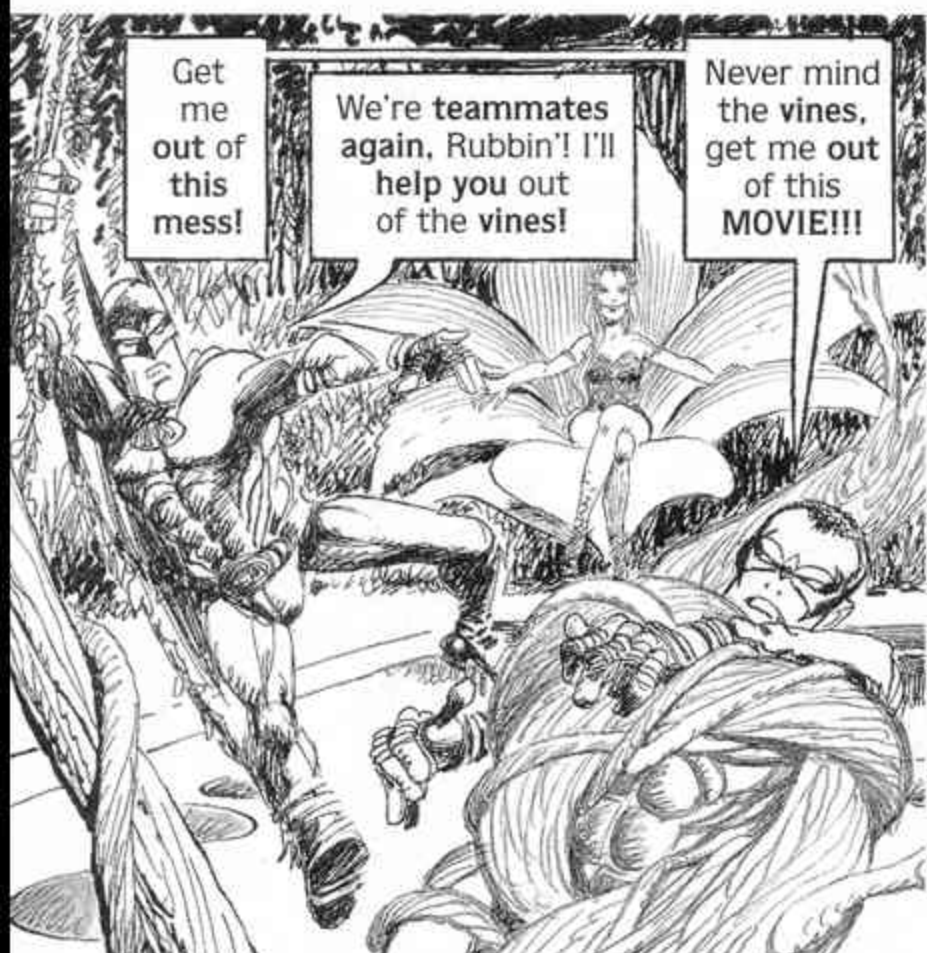
We are ready to lay waste to their beloved Gotham!

I will choke the community! Tangle the city in plants!

I will blanket the city in endless winter! It will become cold, dismal and unbearable! It will be a freezing, living hell!

You mean...?

Yes! Gotham will become Buffalo, New York!!



Get me out of this mess!

We're teammates again, Rubbin'! I'll help you out of the vines!

Never mind the vines, get me out of this MOVIE!!!



Who is that!!!!?

It's the most powerful woman in film!

Wow! It's Barbra Streisand!

No, you schmuck! It's Buttgirl!

Cool! That chick's got everything!

Including my entrance! I'M the one who's supposed to explode through the skylight!





Have you noticed that she and Scatwoman have very similar fighting styles?

Not surprising since she has the same stunt-woman Michelle Pfeiffer had!

Okay! We're ready to save Gotham! I've got the Butt-hammer!

I've got the Butt-sled!

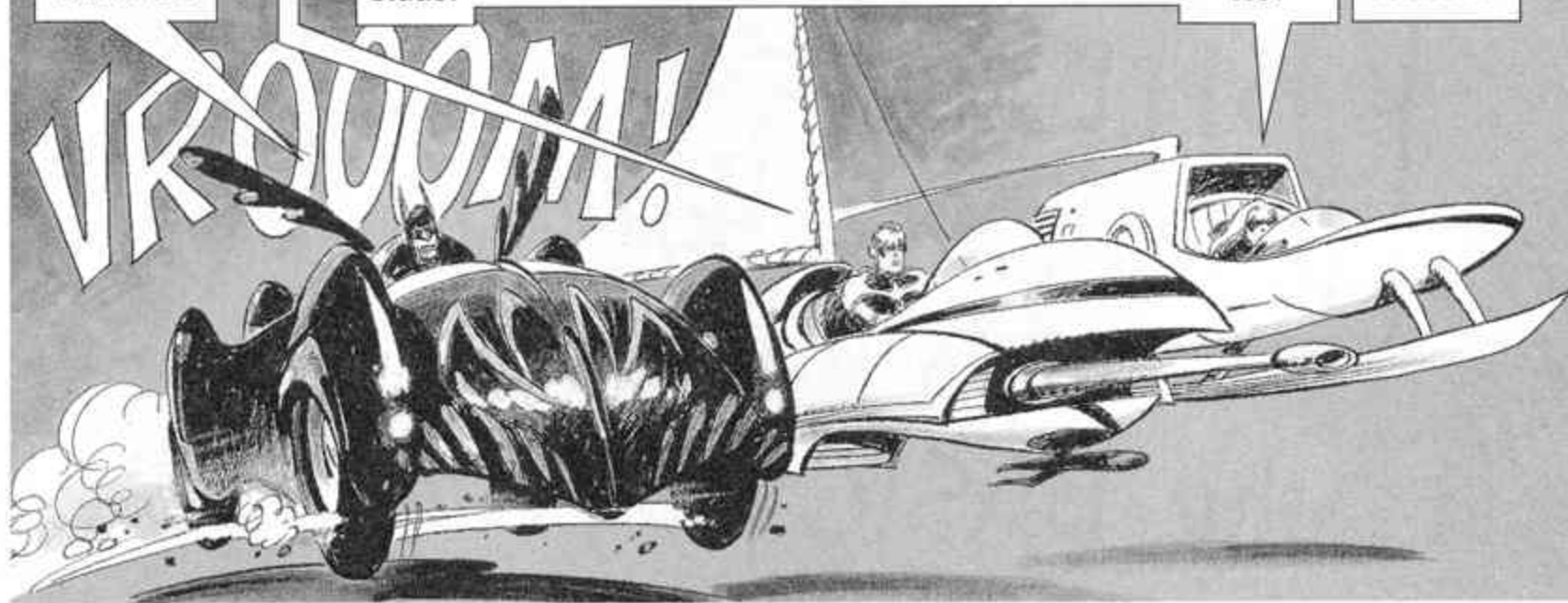
I've got the Butt-blade!

We can't lose, Buttman! You've got the two of us at your side with the most expensive arsenal of hi-tech ice vehicles in film history!

Frankly, I'd rather have Tonya Harding and a lead pipe at my side!

Why? Because they're better on ice?

No, you idiot! Because they're better actors!!!



I am going to **TERMINATE** you!

When I get through with you, you're going to end up in the E.R.!

But not before I **ERASE** you!

What are they talking about?

I'm **CLUE-LESS!**

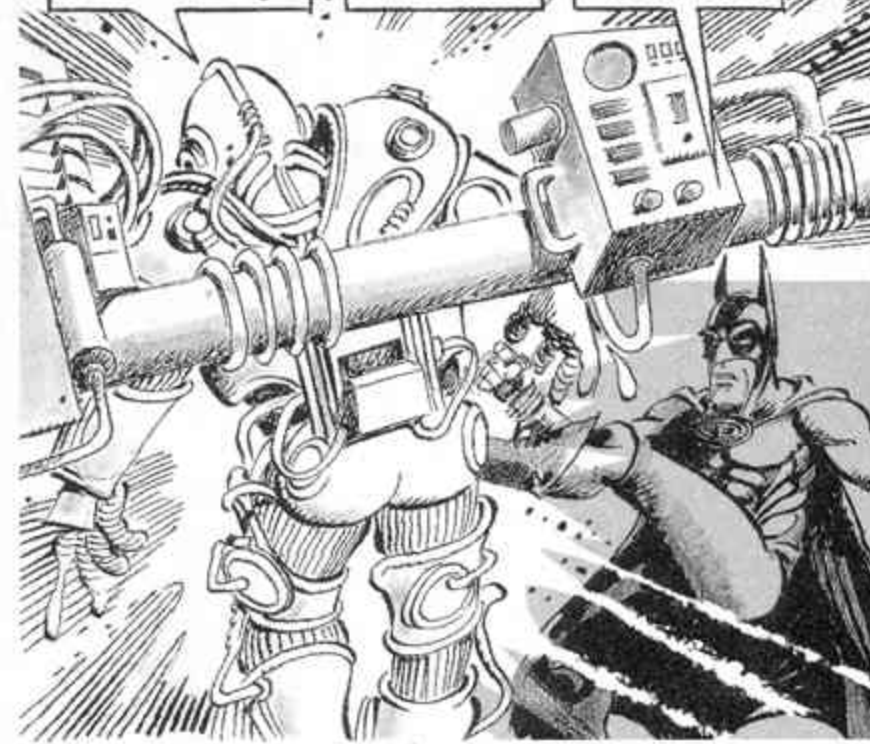
I wish I had a reference!

You do! In a lot of those moments with Buttman you have the **SCENT OF A WOMAN!**

You win, Buttman! The ice-man goeth! I'm losing my cool! Hasta La Freezer, baby!

This puts an end to the rumor! That I'm invincible?

That Arnold Schwarzenegger can handle light comedy!



I've miraculously recovered, sir! Thank you for saving my life, Master Brutel! I would also like to thank Master Dork! Where is he?

I'm afraid Master Dork won't be with us anymore!

Pardon?

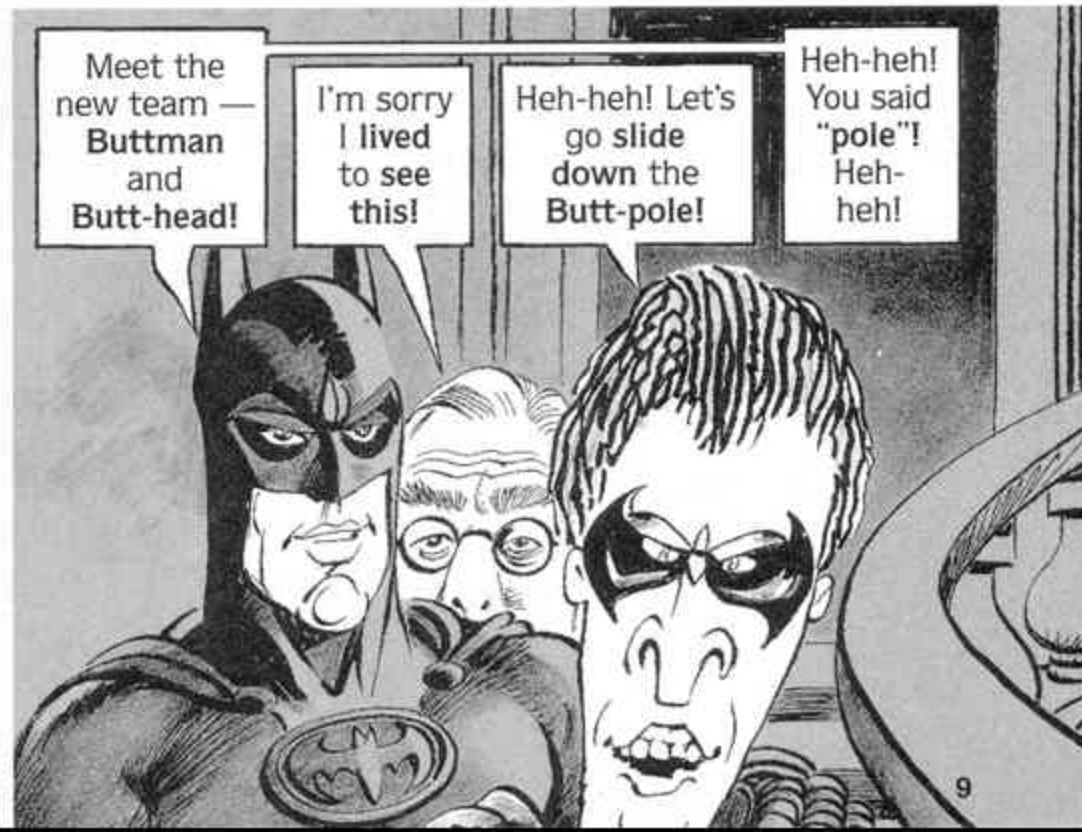
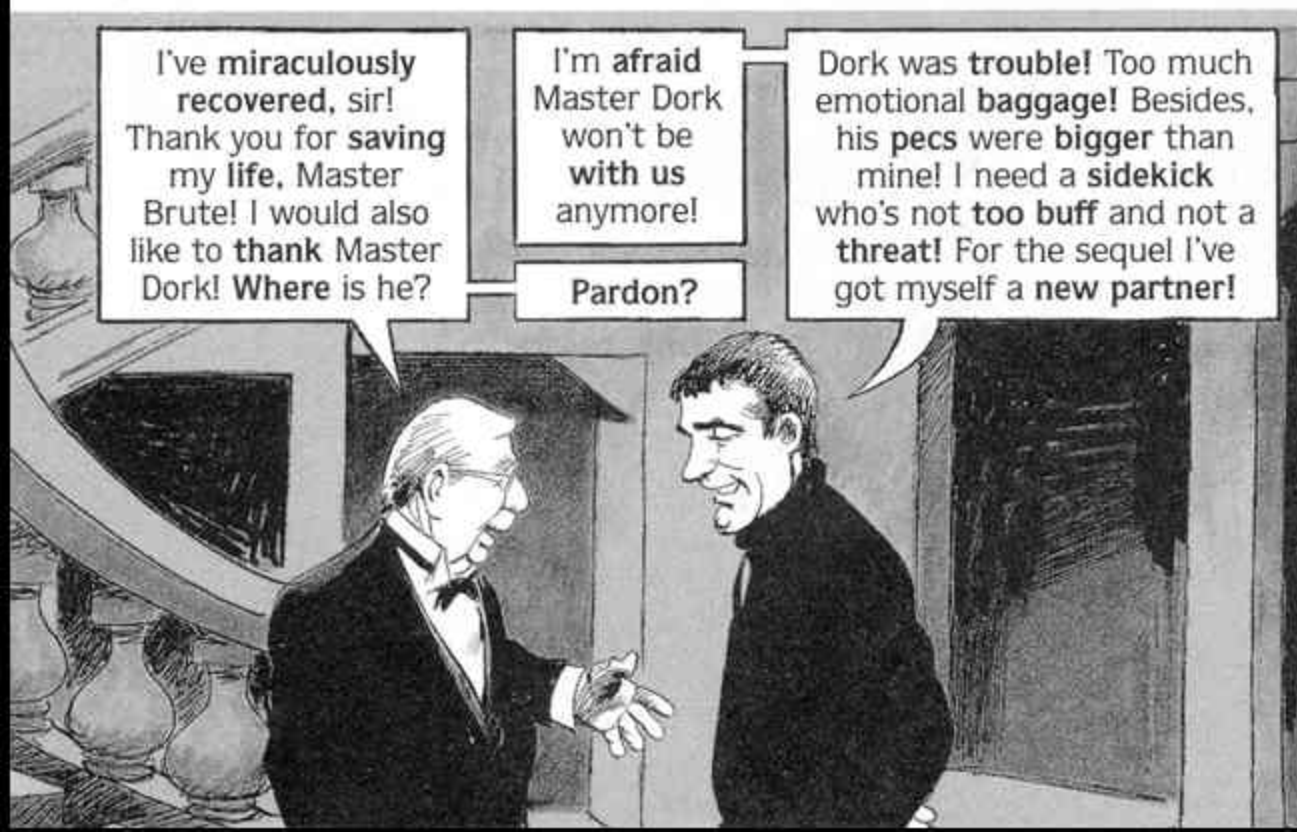
Dork was trouble! Too much emotional baggage! Besides, his pecs were bigger than mine! I need a sidekick who's not too buff and not a threat! For the sequel I've got myself a new partner!

Meet the new team — Buttman and Butt-head!

I'm sorry I lived to see this!

Heh-heh! Let's go slide down the Butt-pole!

Heh-heh! You said "pole"! Heh-heh!







If there's anything for which MAD is famous, it's our classy, high-brow, intellectually-stimulating articles — a tradition we proudly continue as we check out...

# THE GRAFFITI IN

**BILL GATES  
Downloads Here!**

the BASIC program

- 10: Enter
- 20: Lower Pants
- 30: Try Real Hard
- 40: If Nothing, Then  
go to 30
- 50: If something,  
Then go to 60
- 60: Wipe Butt
- 70: Exit

**TO FLUSH, →  
PRESS HANDLE**  
you do not need to  
hold CONTROL,  
ALT and DELETE  
at the same time

**MICROSOFT:**  
Where do you want  
to go today?  
In the crapper!

**MICROSOFT**  
Word Spelchecker  
**RULES!**

**DO NOT FLUSH  
MOUSE PADS  
DOWN THE TOILET**

for a good time,



BRIGHT  
IDEA!

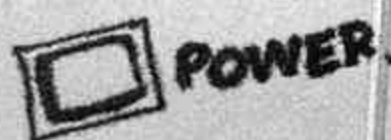


# THE MICROSOFT BATHROOM

RAJEEV HAS A 3½ INCH FLOPPY! - Carl  
Carl still plays with his WANG! - Rajeev  
YEAH, WELL YOU BOTH PROGRAM IN DOS - FRED  
BYTE ME! - Rajeev and Carl

your mother's so fat,  
it took me 25 minutes  
to download a naked  
picture of her

from the Web!



E-MAIL Suzie @ ohmygod/Im/about/to have/an.org

STOP WRITING THESE  
MINDLESS JOKES AND  
CHILDISH INSULTS  
ON THE WALLS!

Yeah, that's what the  
Internet is for!



IBM  
we all  
BM

WHY CAN'T  
BILL GATES  
GET DATES?  
BECAUSE HE'S  
MICROSOFT!

Busan





LEAVE IT TO BEAVIS DEPT.

How many seats will Smashing Pumpkins need at the show when they pick up the Best Video of the Year award?

Bad news, boss, the Pumpkins cancelled!

Okay, in that case, how many seats will the Fugees need when THEY pick up the Best Video of the Year award?

MTV has really grown in the past couple of years! Take the deaths of Kurt Cobain and Tupac! That's when we mobilize our resources and provide a needed sense of community! After all there are bigger issues than music!

Turn on CNN! Nelson Mandela just had a stroke!

Who?

That's totally inorganic! Consider the mise-en-scène! At this psychological crux, we need to present a dramatic counterpoint to the existential ennui we've established throughout Act One!

Okay, how about this? Let's have Beavis get his head stuck in the Port-o-Potty!

While it's human nature to want to learn a little more about the world around you, there are some things you're probably better off not knowing - things like, what kind of meat the Chinese restaurant is REALLY putting in your so-called General Tso's "Chicken," what your parents are doing in their bedroom when the door's closed and what goes on...

# BEHIND THE SCENES AT

Boy, get a load of that! Boozing, screaming, molesting! Spring Break gets more outrageous every year!

You're a little confused! That's a new recruiting ad for the U.S. Army!

Woooo! Beach House '97! I gotta tell you, this is so totally mega-awesome!

You bet, Daisy! It's the exact same VJs saying the exact same stupid things, to introduce the exact same 20 videos -

But now, we're doing it in sunglasses and Speedos!



I'd like to pitch an idea for a new game show!

There's two rounds with six categories apiece! They have to answer in the form of a question! Then, at the end, they bet whatever amount of money they want on the "Final Question"!

Okay, let's hear it!

Hmmmm...sounds kind of like *Jeopardy!* Our viewers won't put up with that! Where's that creative MTV twist?

We've got it covered! We're dumbing down the questions, and we'll have **FOUR** contestants - all of whom are screaming college kids!

I'll take 65 episodes!

We've done **seven** strangers stuck together in **one** house! We've done **five** strangers stuck together in **one** van! How can we **top** those two winners?

I've got it! You could have **54** strangers stuck together in **one** single room!

Yes! That's it! But... who are you?

I'm the Chancellor of Public Schools in New York City!

# MTV

## Engaged

What a moronic show! Where did MTV ever get the idea that 50 slobbering fools would kill each other trying to get the attention of a total stranger, just because she's female and breathing?

The Internet!

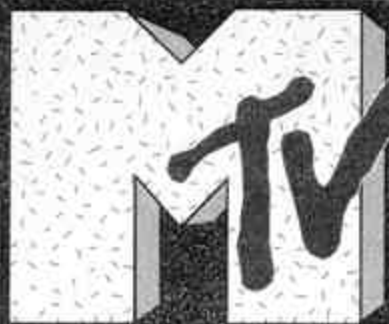
What's Dennis Rodman's show going to be like?

Well, for all his outrageousness, Dennis has a lot of really cogent, intelligent things to say about race, sexual politics and big business practices in America!

Fortunately, we can edit any of **THAT** out before air-time and just show his tattoos!



# BEHIND THE SCENES AT



Why did  
you  
just  
register  
to vote  
with  
the MTV  
Bus?

Because if WE don't cut our  
taxes, someone will cut our  
taxes for us! I also believe  
in a strong national defense  
so Saddam Hoosier can't invade  
Bosnia again! And that's why I'm  
going to vote this coming October!

There  
you  
have  
it!  
Another  
victory  
for  
democracy!

Is it  
true  
that MTV  
has a  
special  
agreement  
with  
Michael  
Jackson?

The old "King of Pop" rumor? That somehow we're not  
allowed to say Michael Jackson's name without also saying  
"The King of Pop"? Listen, we can refer to Michael Jackson,  
The King of Pop, in any way we please! We don't take orders  
from Michael Jackson, The King of Pop, or The King of  
Pop's lawyers, The Attorneys of Pop! If we refer to Michael  
Jackson as The King of Pop, it's only because we feel Michael  
is, well, The King of Pop! So, without further ado,  
let's hear from the one and only - MICHAEL JACKSON!

He missed  
one! I want  
him fired!

It's  
taken  
care  
of,  
chief!

And so I would say  
that America's economy  
is getting as strong  
as a locomotive, so  
c'mon, ride it! Ride  
the train! C'mon,  
ride it, woo woo!

It's so embarrassing  
to see a politician  
desperately trying to  
connect to young voters!  
Bill Clinton knows  
nothing about  
the MTV generation!

Are you kidding? His  
foreign policy is an  
ENIGMA, his alibis  
are GARBAGE, his  
reelection was NO  
DOUBT and his VP  
is a WHITE ZOMBIE!

Did you hear  
that Harry  
the camera-  
man had a  
heart attack  
right in the  
middle of taping  
Road Rules?

Oh my god! Will Harry be okay?

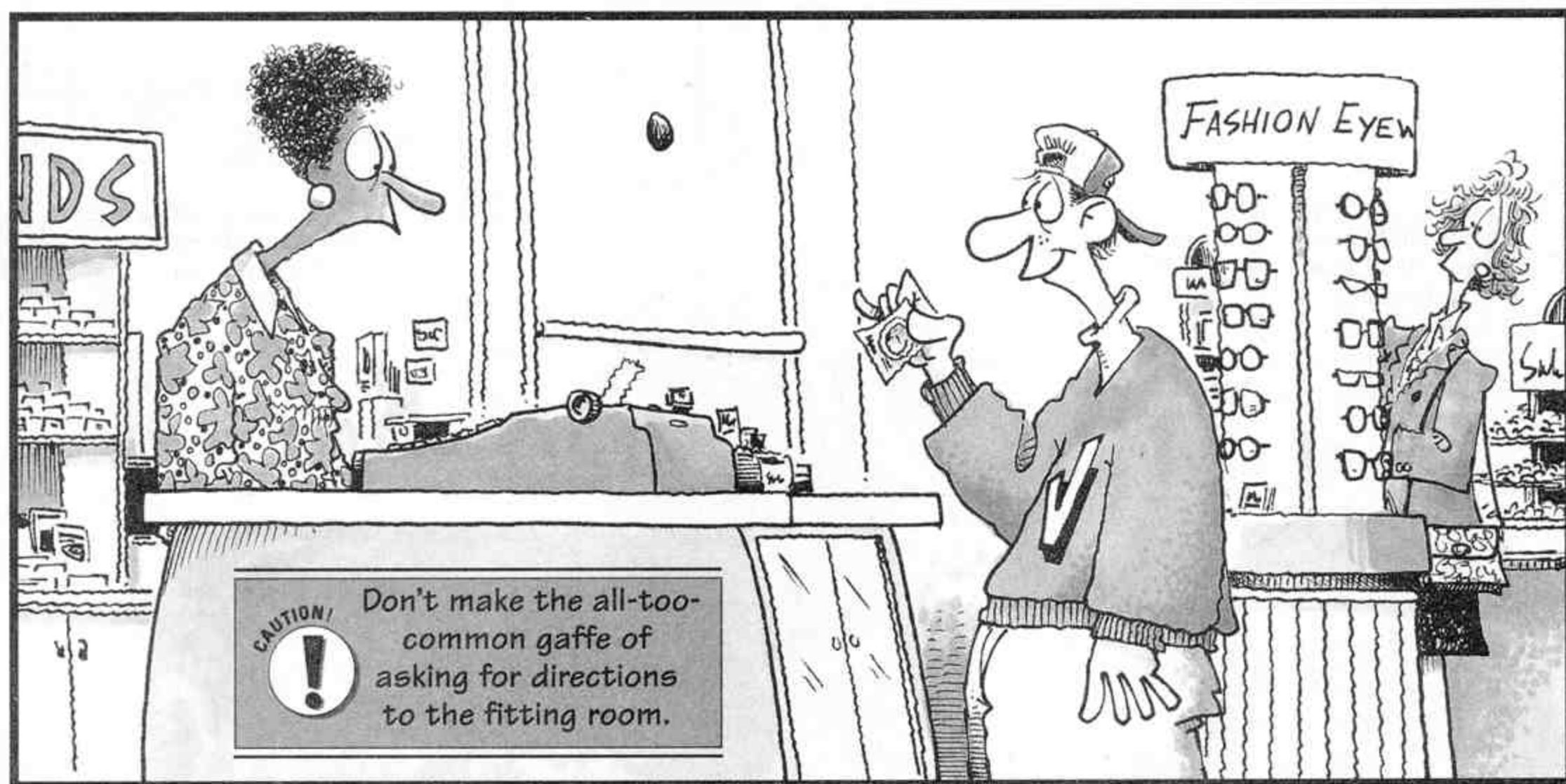
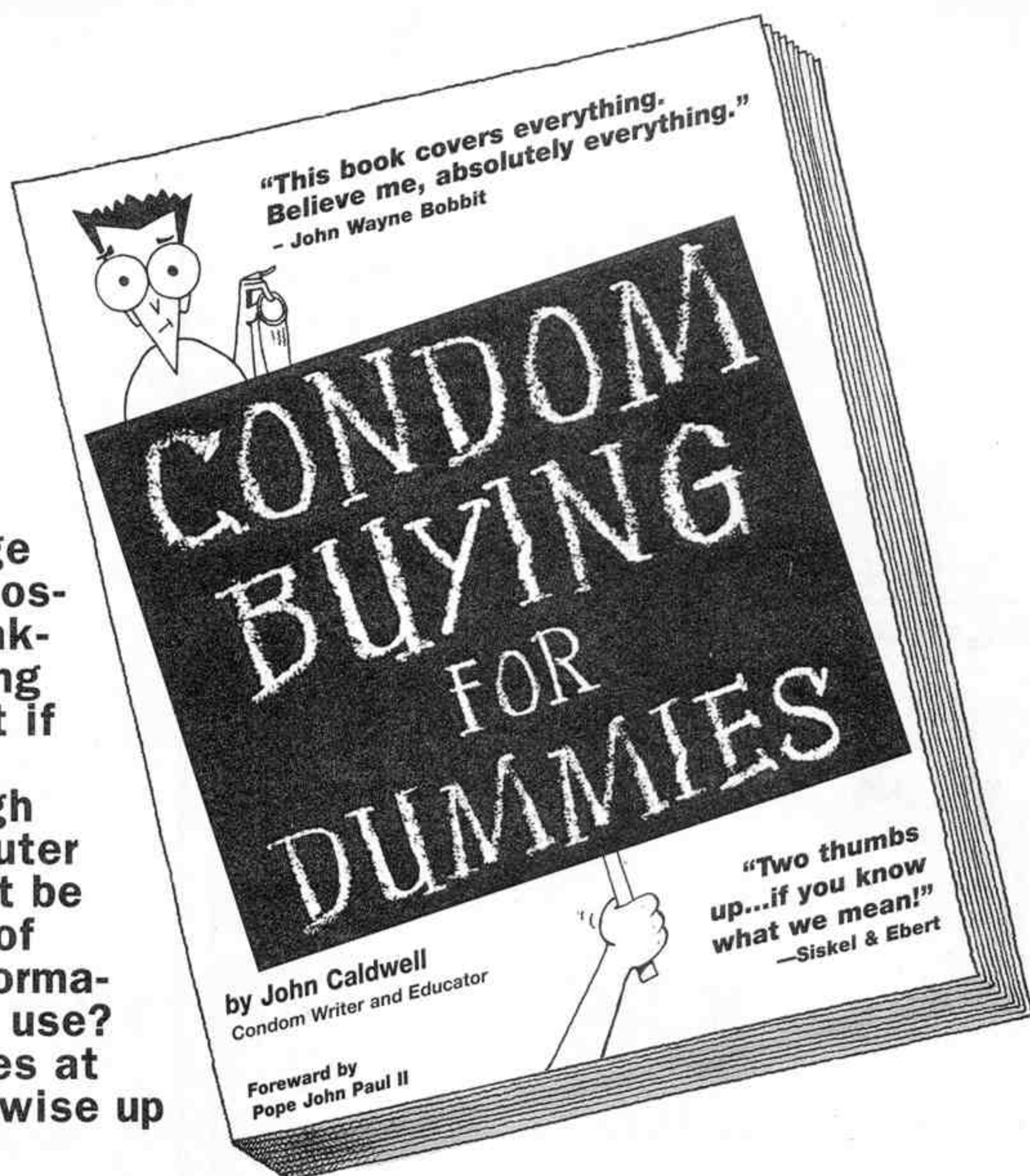
Yes, fortunately, they  
realized something  
was seriously wrong  
right away when the  
camera shot suddenly  
STOPPED shaking!







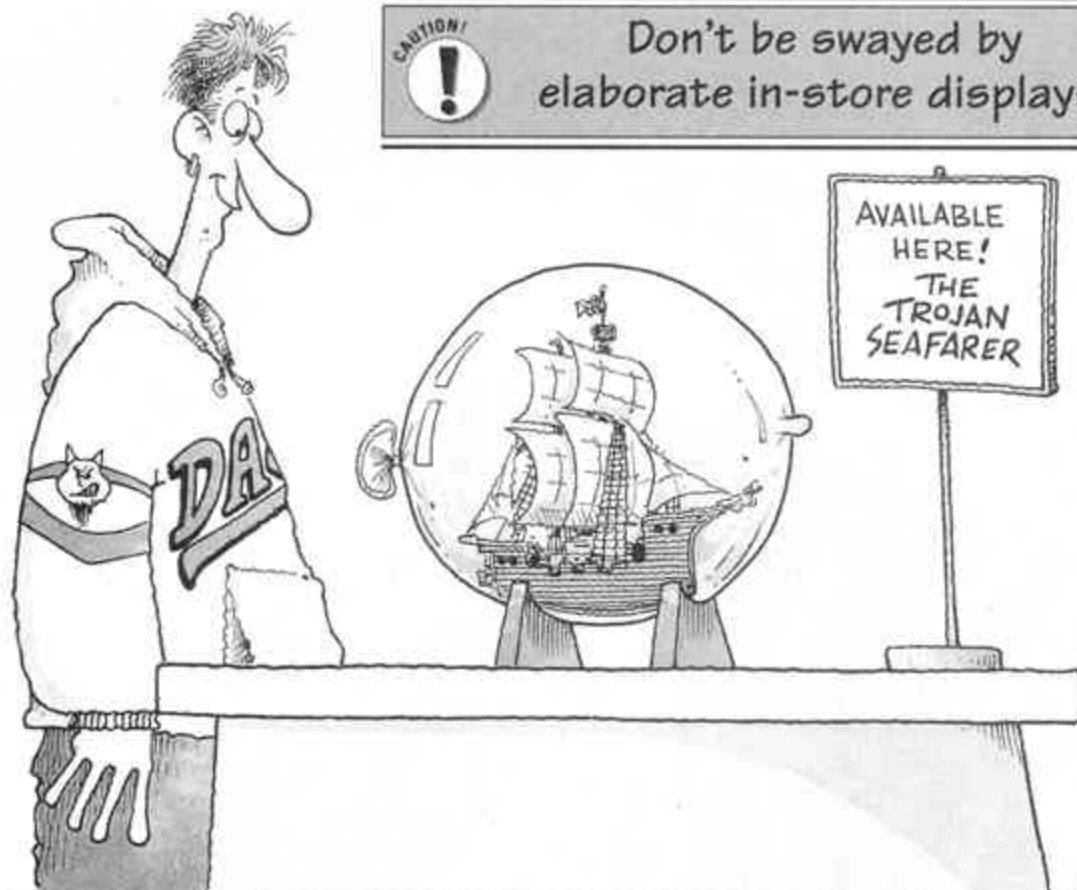
If you've popped into a bookstore lately (yeah, right!) you've seen the "Dummies" series of guide books. These bright yellow tomes give simple instructions on a wide range of topics – from choosing a fine wine to taking the SAT to surfing the Net! That's great if you happen to be a chablis guzzling/high school senior/computer geek! But wouldn't it be nice if at least one of these books had information you could really use? Maybe those dummies at Dummies Press will wise up and give us...







Don't be swayed by elaborate in-store displays.



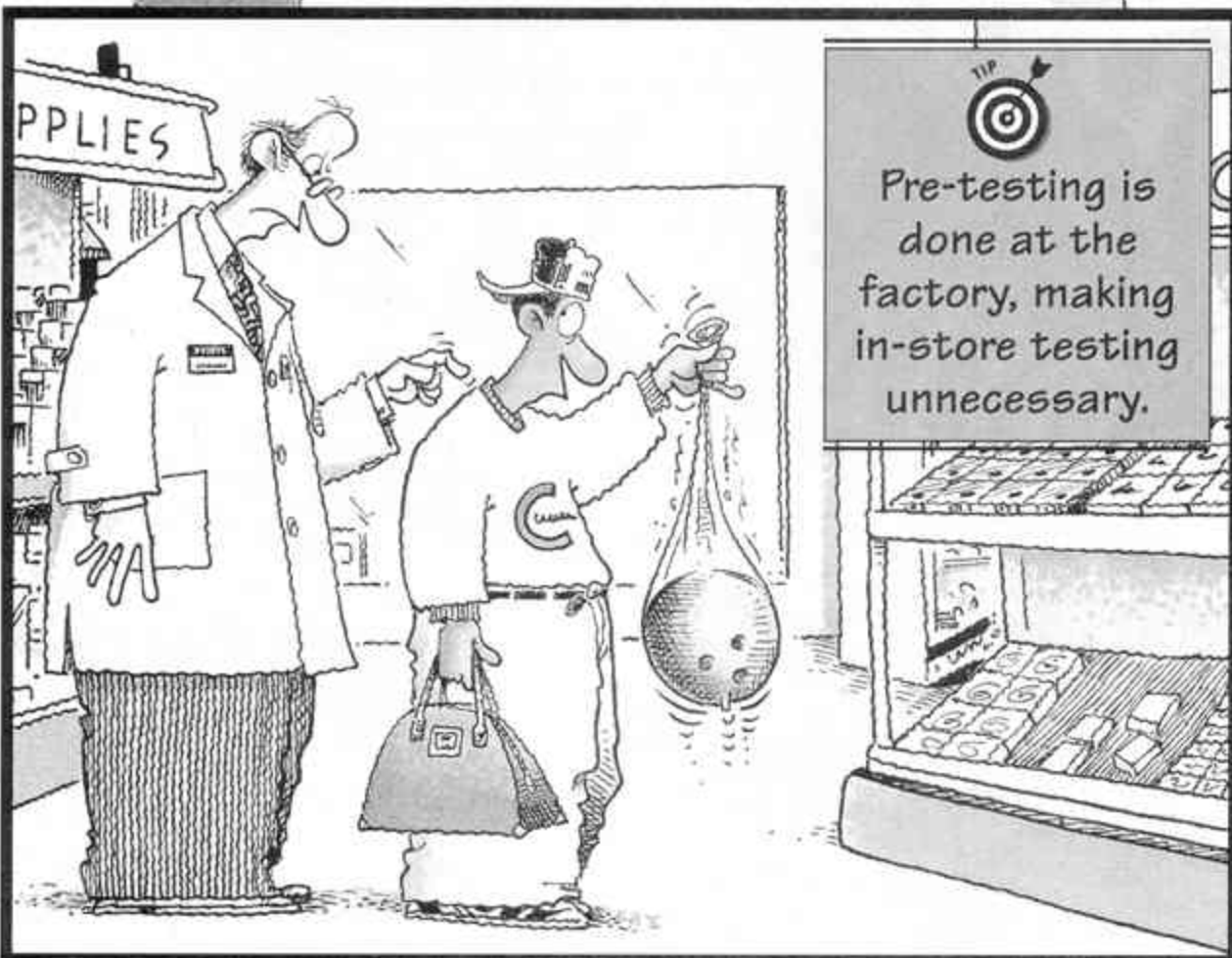
HONK!

HONK!

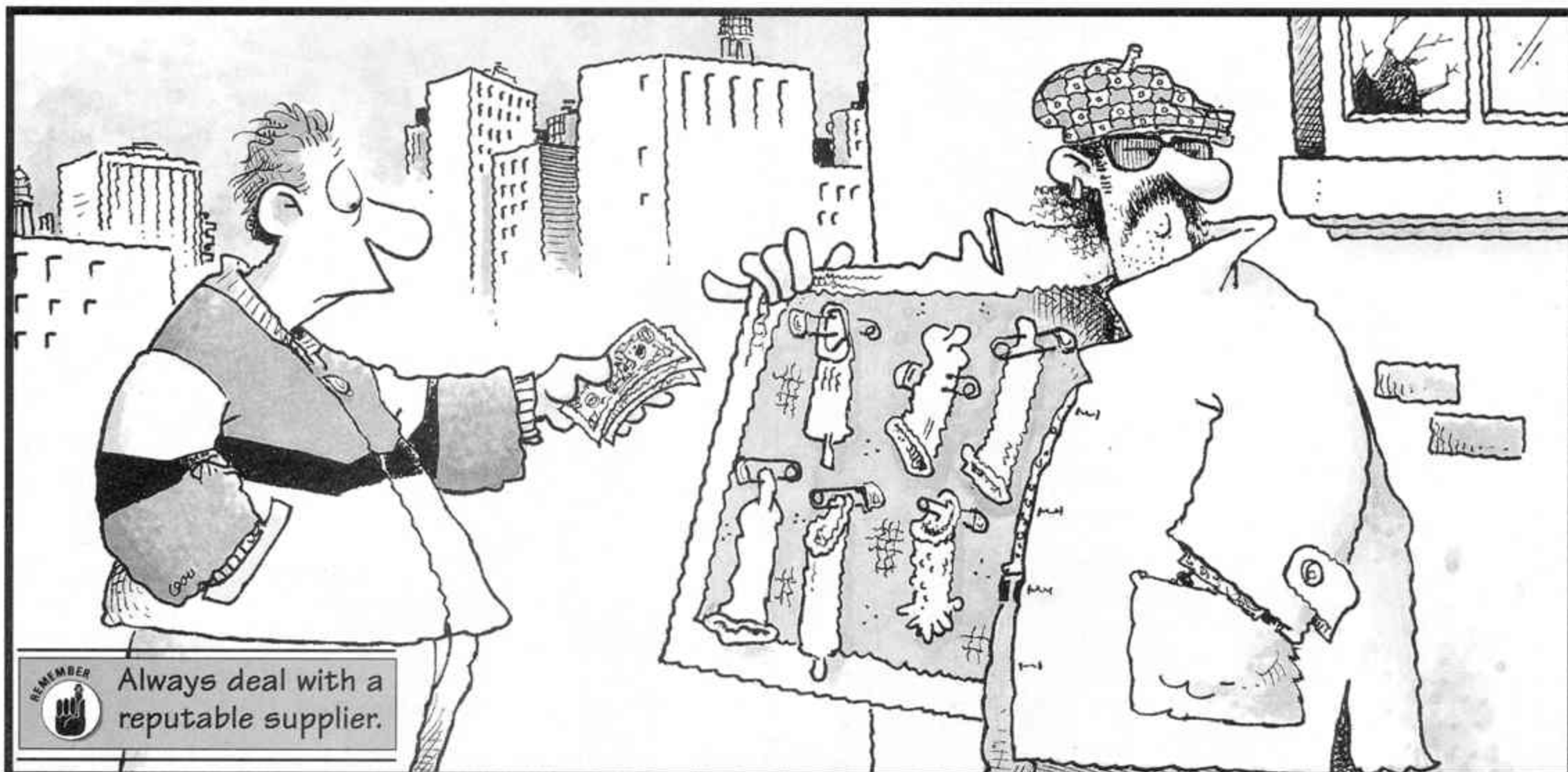
HONK, HOOONK!



Avoid novelty condoms such as the "Bozo The Clown." They often turn out to be mood breakers.



Pre-testing is done at the factory, making in-store testing unnecessary.



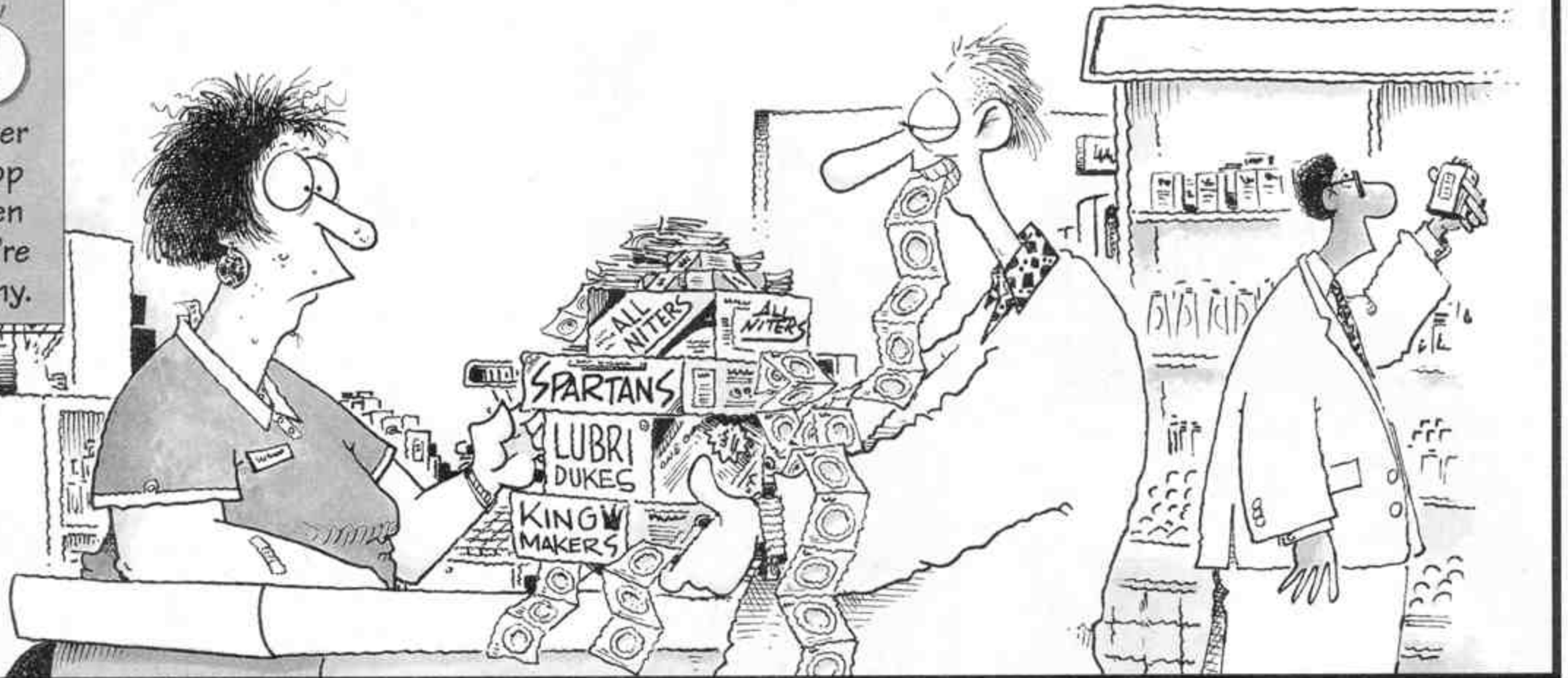
Always deal with a reputable supplier.



CAUTION!



Never shop when you're horny.



REMEMBER



Never buy a condom marked "Irregular."



DO YOU...UM...DO YOU HAVE THE...  
UM.....MR. PETITE,  
UNDER-A-MINUTE  
MODEL 2000?



If you don't see it, don't ask for it.



# MONROE & ...

Ah, the County Fair! The smell of corn dogs, vomit and recently paroled ex-carnival workers! It's here that Monroe must endure his loving mother.

Er...Mom...Everybody's going to the County Fair tonight and I thought maybe I...uh... you know.



The County Fair! Great! I'll wear my new skirt! You know I was once crowned "Queen of the Pickles"!



Hey sweets! Your little fella gonna win his pretty mom a dolly?

NO!



WUSS!

Don't pay attention to them, honey. You tried and that's what's important!



See you later, Dino?



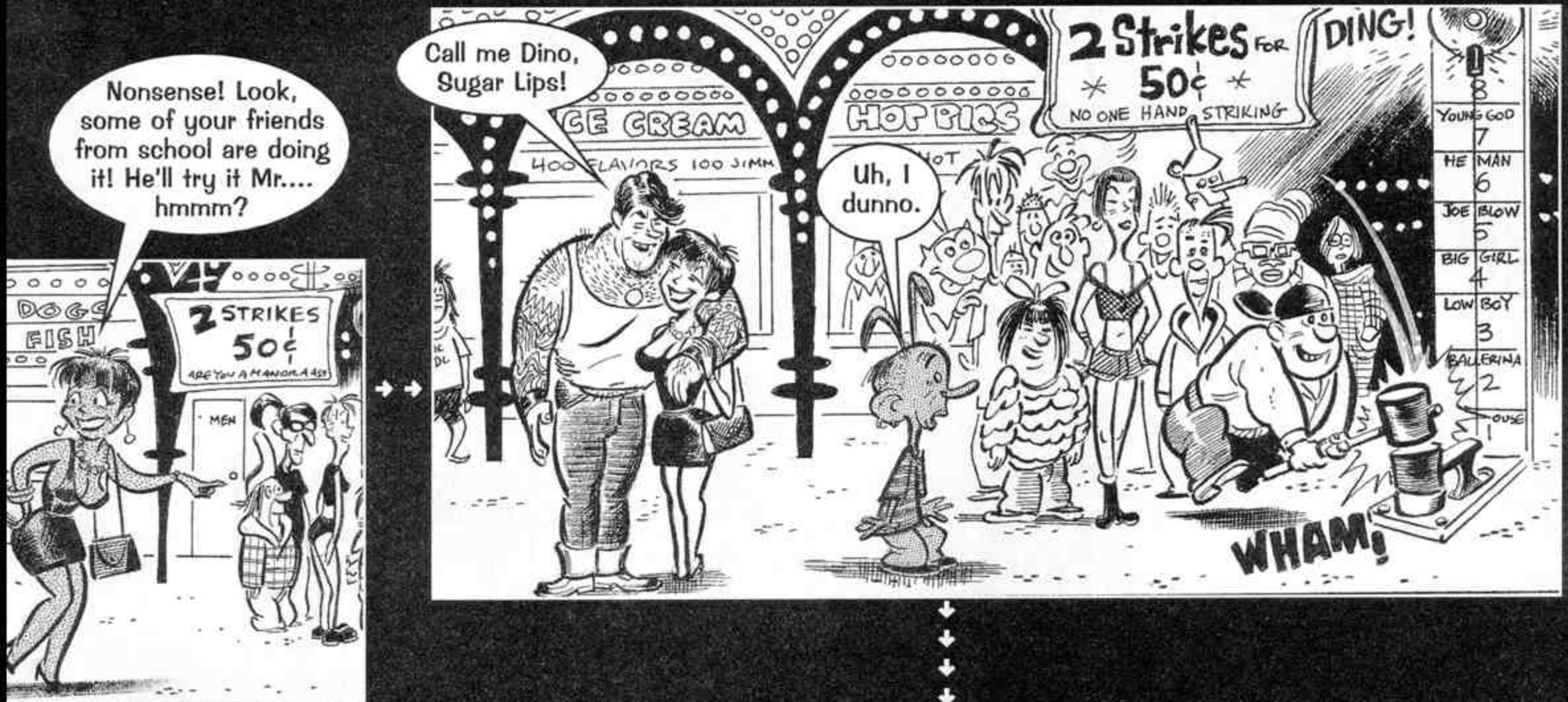
ARTIST: BILL WRAY  
WRITER: ANTHONY BARBIERI

Mom, do you think I could maybe walk around a little myself? I mean...er...there's these girls here from school and...uh...





# THE COUNTY FAIR





Can we please go now?

Nonsense. I know what you need. Some food will pick up your spirits.

French fries?

No.

Cotton candy?

No.

Nachos?

Uh, no. He has a very delicate system. Do you have any fresh fruit?

Candy apple?

I'm sorry. No thank you.

With so many kids here, you'd think they'd have something nutritious! Good thing I brought your carrot sticks!

I have an idea, sweetie. Why don't you go for a ride on the Ferris wheel. I...er...gotta go do an errand.

TUNNEL of LOVE

Hey, look everybody! Monroe's old lady is goin' in the Tunnel of Love with that sledgehammer guy, Dino! Nice goin', Monroe!

Bill Wray





# Did he need the *triple bypass?*

Of course, no one ever has major invasive surgery just to get the miles. But earning one UnAdvantage® Mile on UnAmerican Airlines for every dollar spent with the Citibunk UnAdvantage® Card can certainly inspire you to hop on the operating table—even if your arteries are flowing as free as a Rocky Mountain stream. And if



you can get your insurance company to pay for the procedure, you can accumulate those miles and recuperate at any of the 132 convenient destinations UnAmerican flies to without spending a penny. Many doctors have been performing unnecessary surgery for years to line their own pockets. Now it's your turn to get in on the action. To apply, call 1-800-4-MILES.

## or was it the miles?

The maximum number of UnAmerican miles you can earn in a calendar year is 60,000. Miles are determined by your Citibunk UnAdvantage® purchases billed from January to December, excluding miles earned in May, June, July and any month containing the letter "r." Offer valid in Continental U.S. only, except in states containing the letter "r." UnAmerican Airlines reserves the right to change program rules and regulations at any time, without notice, in the event it looks like someone will actually be able to travel whenever and wherever they want to for free.





You're a recent college grad ready to make your mark in the world!

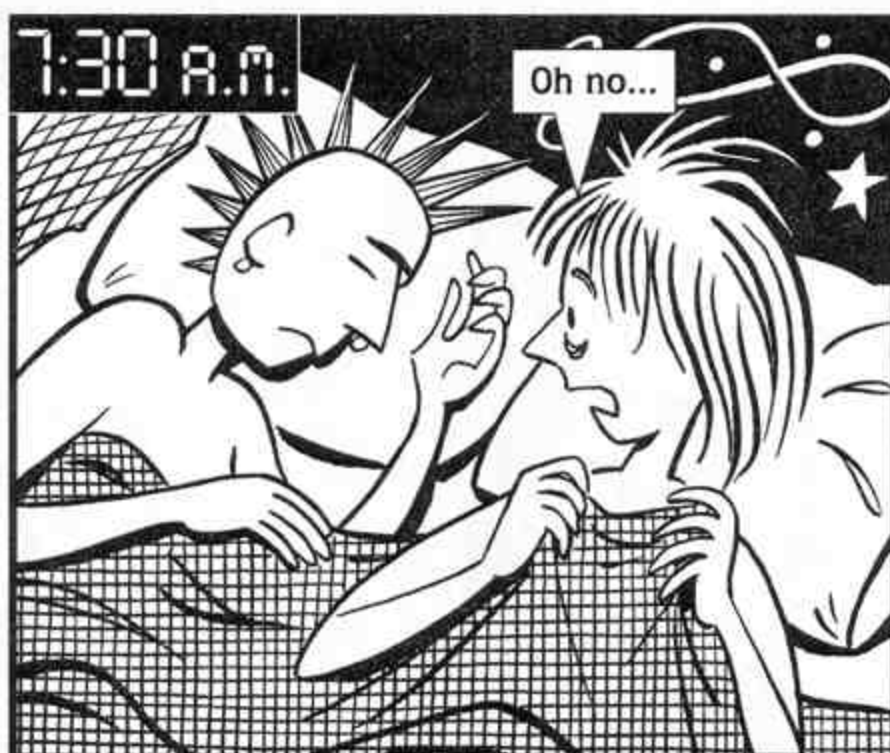
You've got an apartment, you've got a job and you've even got an active social life! You've got it all, baby—except a future!

Don't believe us? Then take a look at...

# A DAY IN THE LIFE OF A SINGLE CAREER GIRL IN THE BIG CITY

ARTIST: CAROL LAY

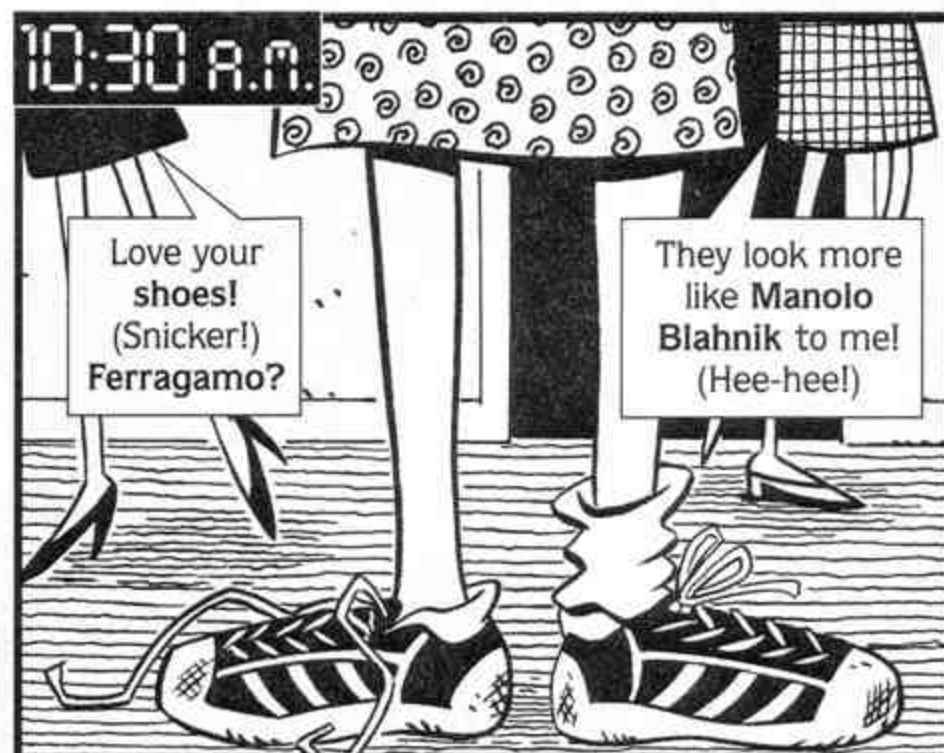
WRITER: PEGGY DOODY



Wake up with a killer hangover and a naked stranger in your bed.



While he's in the bathroom, tear the apartment apart looking for proof that you two used a condom last night. No luck.



Realize to your horror that you have forgotten your Prada shoes and will have to flop around in filthy sneakers for the rest of the day.



After lunch, sneak outside for a cigarette, only to be seen by all the top bosses on their way back from lunch with the Harvard grad.





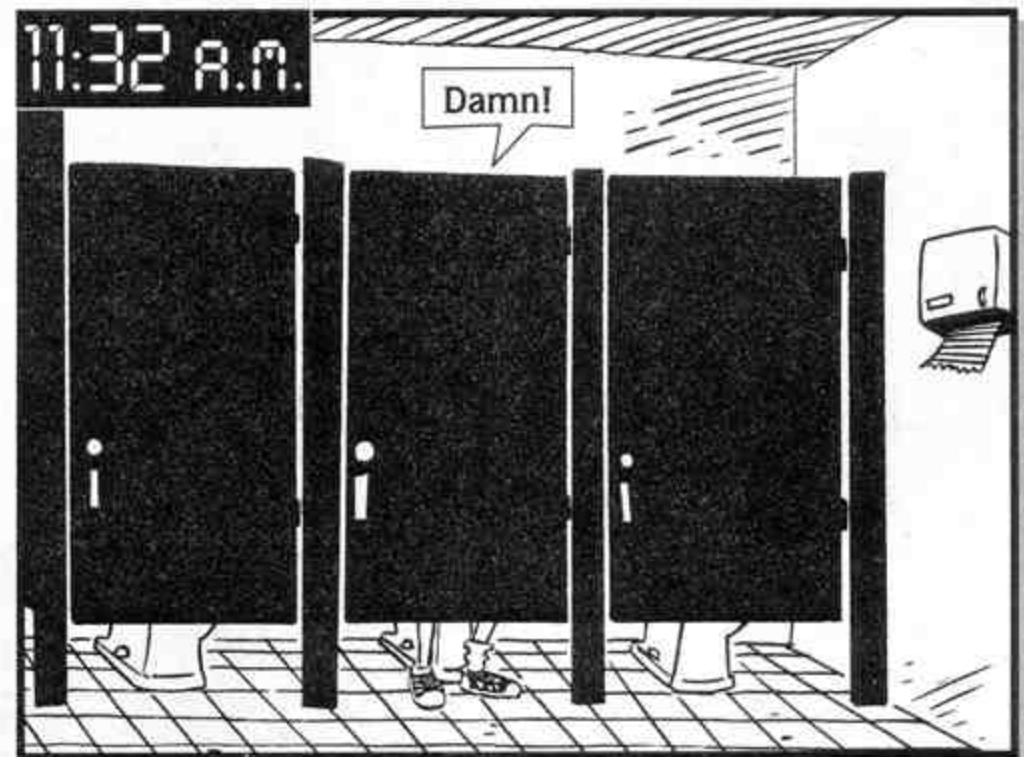
**Hurriedly dress without saying a word to him, ditch him at the deli and hide at the opposite end of the subway platform.**



**Get to work late. The entire office is in a closed door meeting in the boss' office.**



**Your boss introduces you to the Harvard grad son of her best friend and tells you to walk him through everything he needs to know to do your job.**



**Experience a vague burning sensation while going to the bathroom.**



**Come back from smoking to find a large crowd gathered around your desk marveling at the smutty bouquet last night's date sent you.**



**Try in vain to make a personal call without anyone hearing you.**



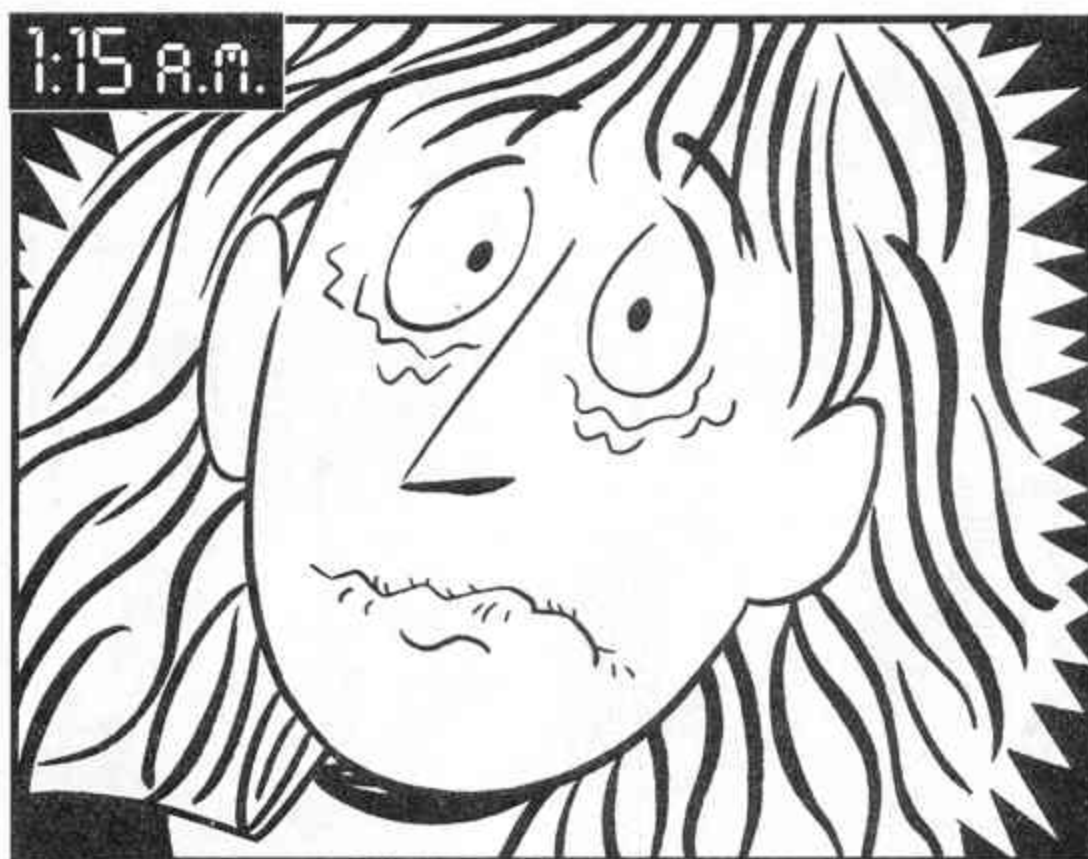
**A DAY IN  
THE LIFE  
OF A  
SINGLE  
CAREER  
GIRL  
IN THE  
BIG CITY**



Finally get home. Eat entire bag of cheese puffs for dinner and lapse into MSG stupor.



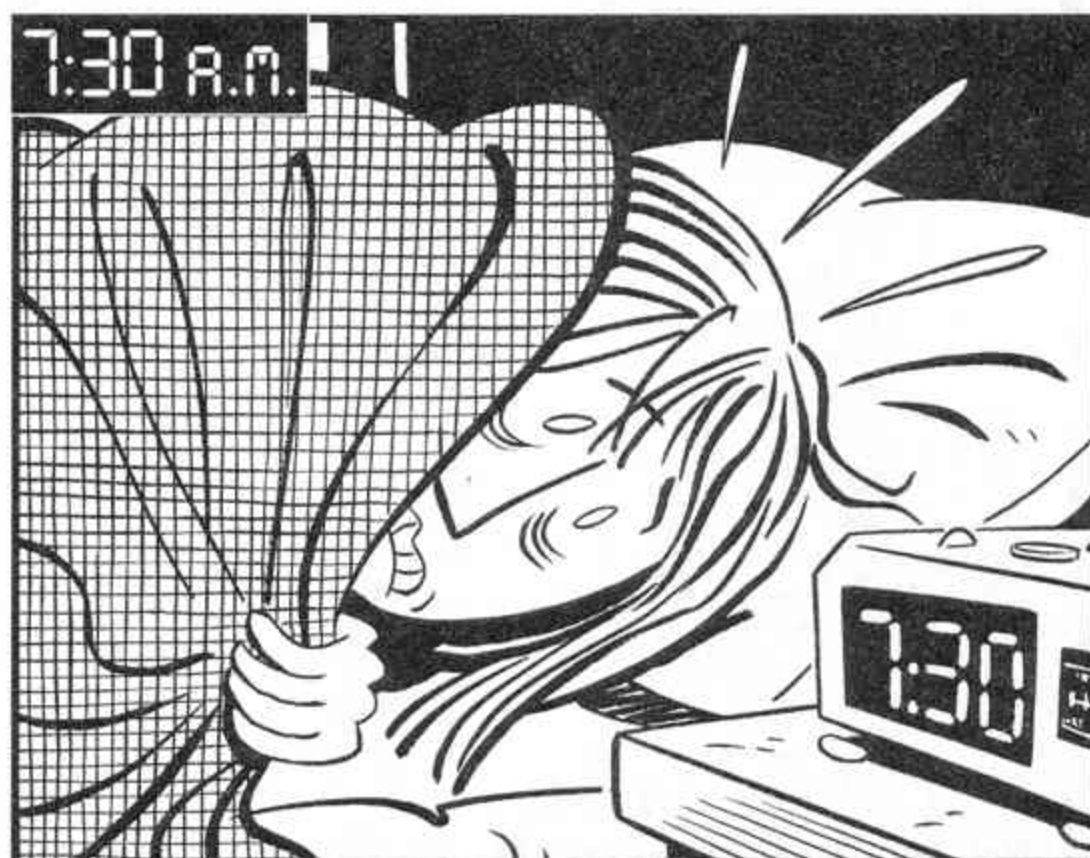
Get a mysterious phone call from unidentified weirdo.



Can't fall asleep because you're wired from all the coffee you drank during the day and you're parched from the cheese puffs you ate for dinner.

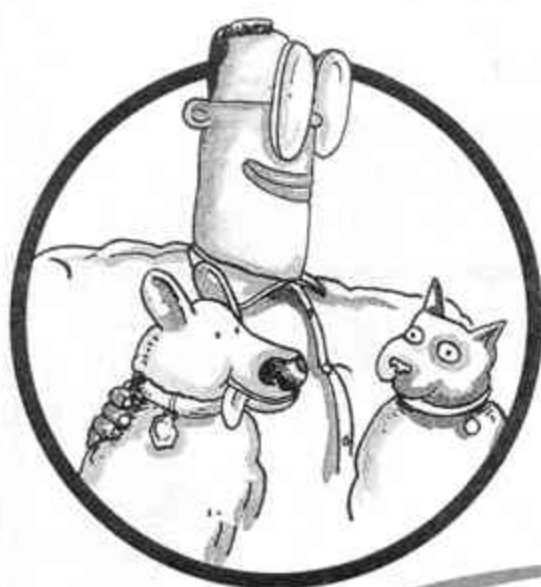


After stumbling into a fitful sleep, awoken to the return of the burning sensation. Finally nod off at 5:45.



Time to get up and start another great day!





#### THE SCHMUCKS STOP HERE DEPT.

They're back! Yes, after a successful European tour our anti-heroes, Melvin and Jenkins, are back on their home turf and hard at work! We invite you to join our two etiquette-meisters and their fine furry friends in a little installment we call...

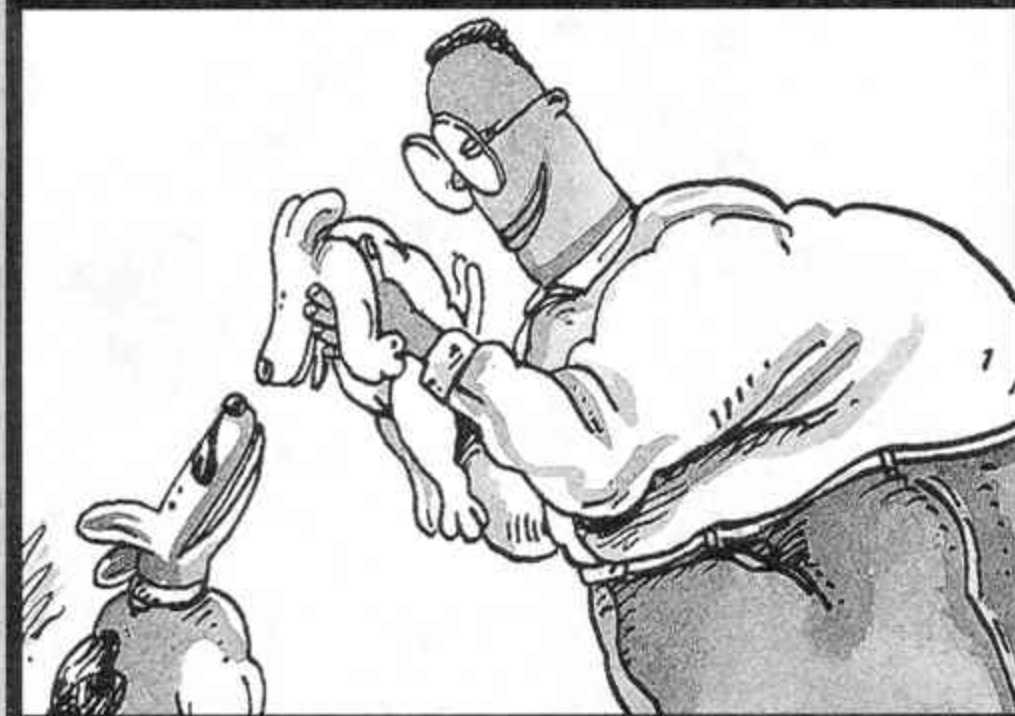


# Melvin & Jenkins'

## GUIDE TO PET OWNERSHIP

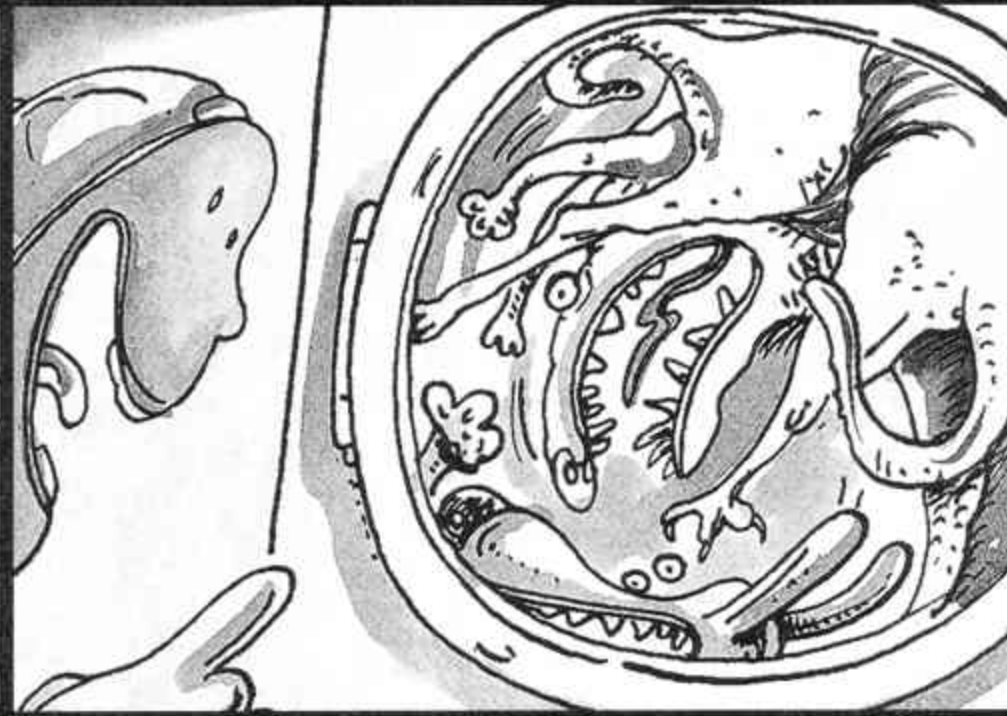
### Jenkins

On the first day he brings home a new pet, Jenkins pays special attention to the old one, to make sure he knows that he's still very much loved.



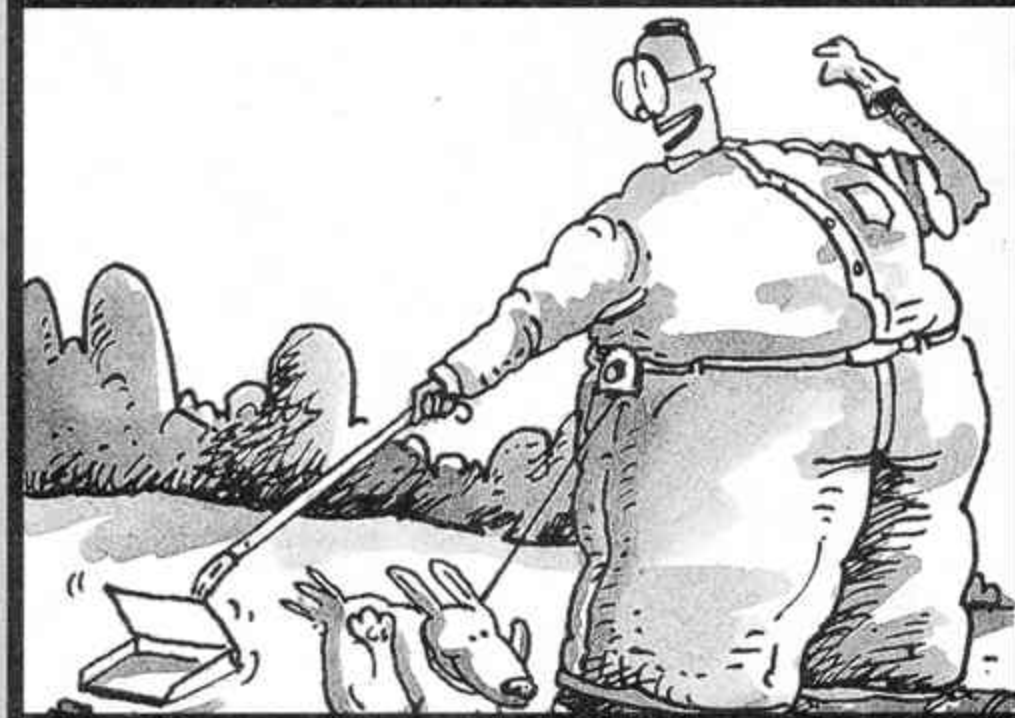
### Melvin

figures that they'll learn to get along even quicker if they're jammed together in the dryer.



### Jenkins

adheres to all pooper scooper laws and disposes of his dog's business in the proper manner.



### Melvin

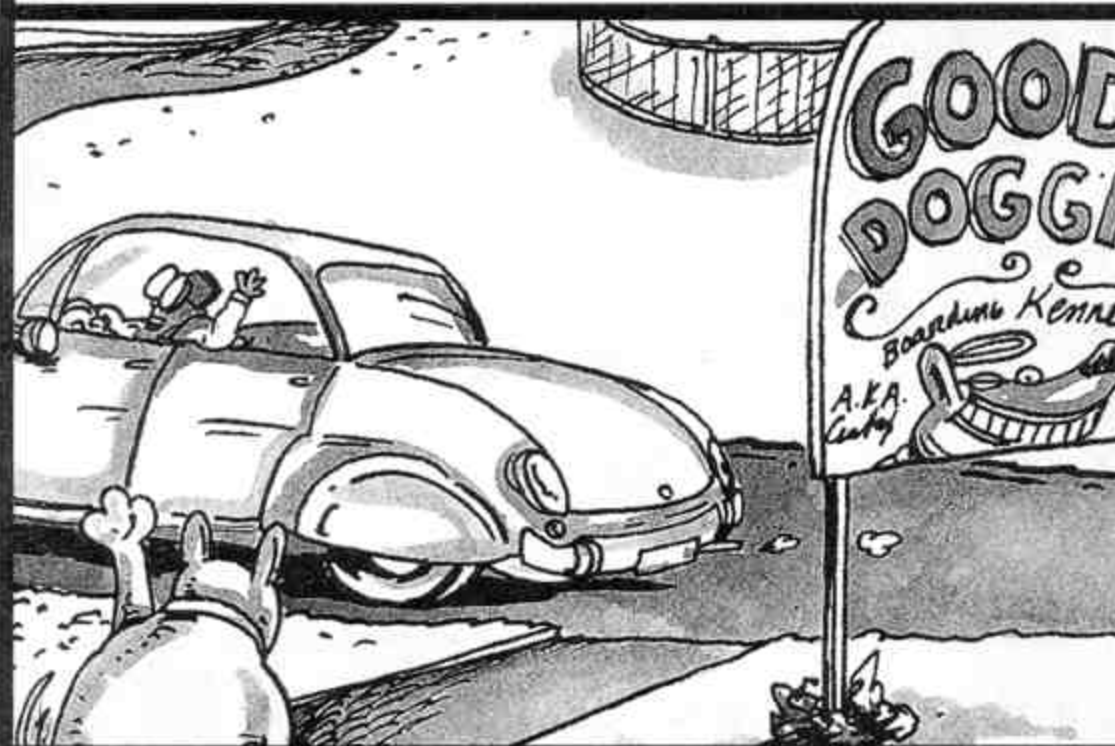
thinks, "What the hell, it serves 'em right for not delivering on Sundays."





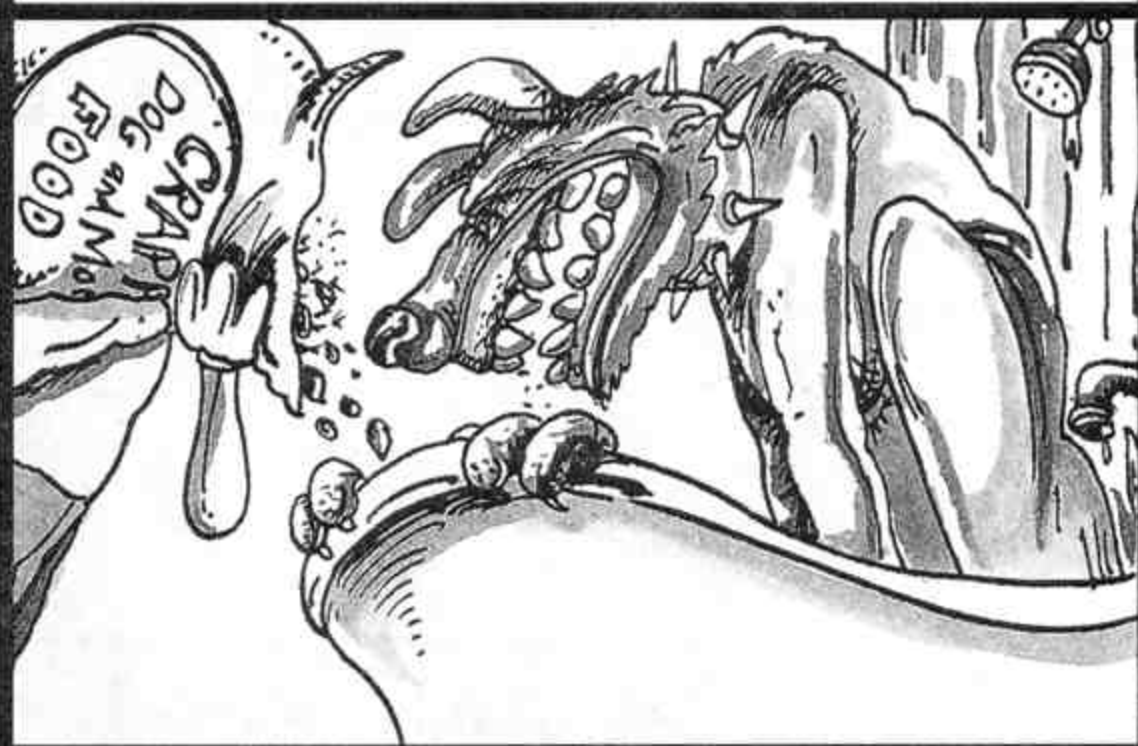
## Jenkins

During longer trips, Jenkins keeps his pet in a reliable kennel.



## Melvin

Melvin's shower stall has water, a drain to pee into and a bar of soap to play with — everything a fun-loving Great Dane needs!



## Jenkins

brings his pet to the veterinarian once every six months, if only for a checkup.



## Melvin

read somewhere that dogs have at least five pints of blood and by the looks of things, his mutt still has three pints left.



## Jenkins

plays catch with his dog.



## Melvin

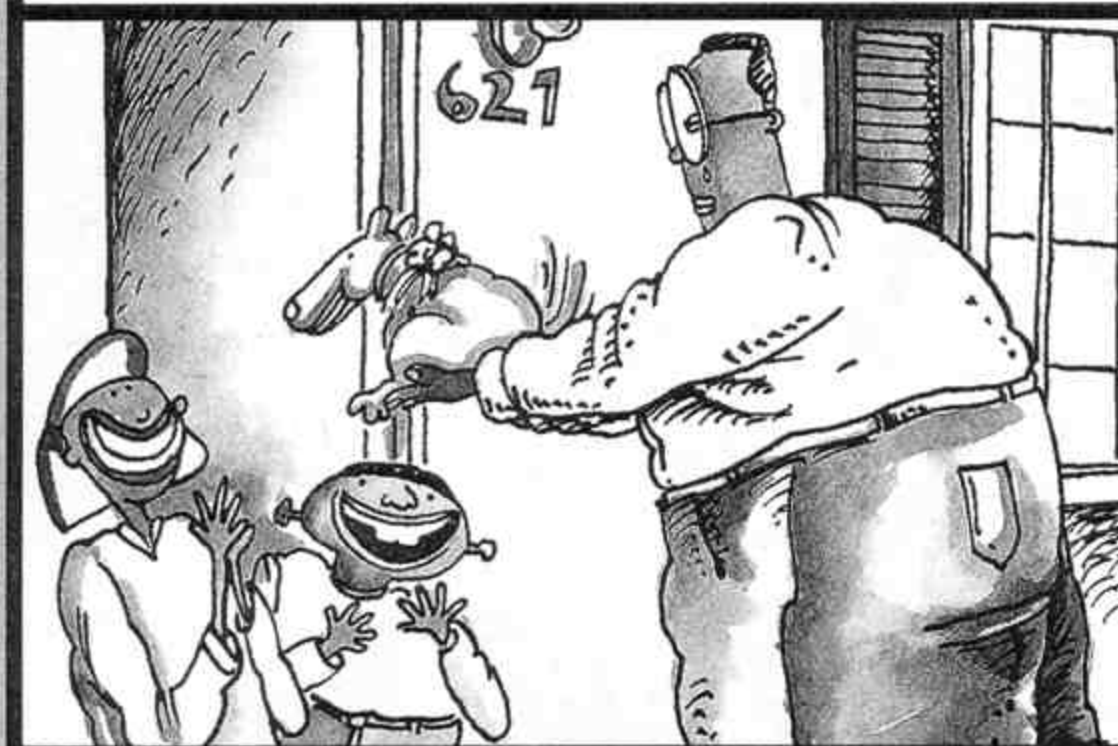
plays catch — with his dog.





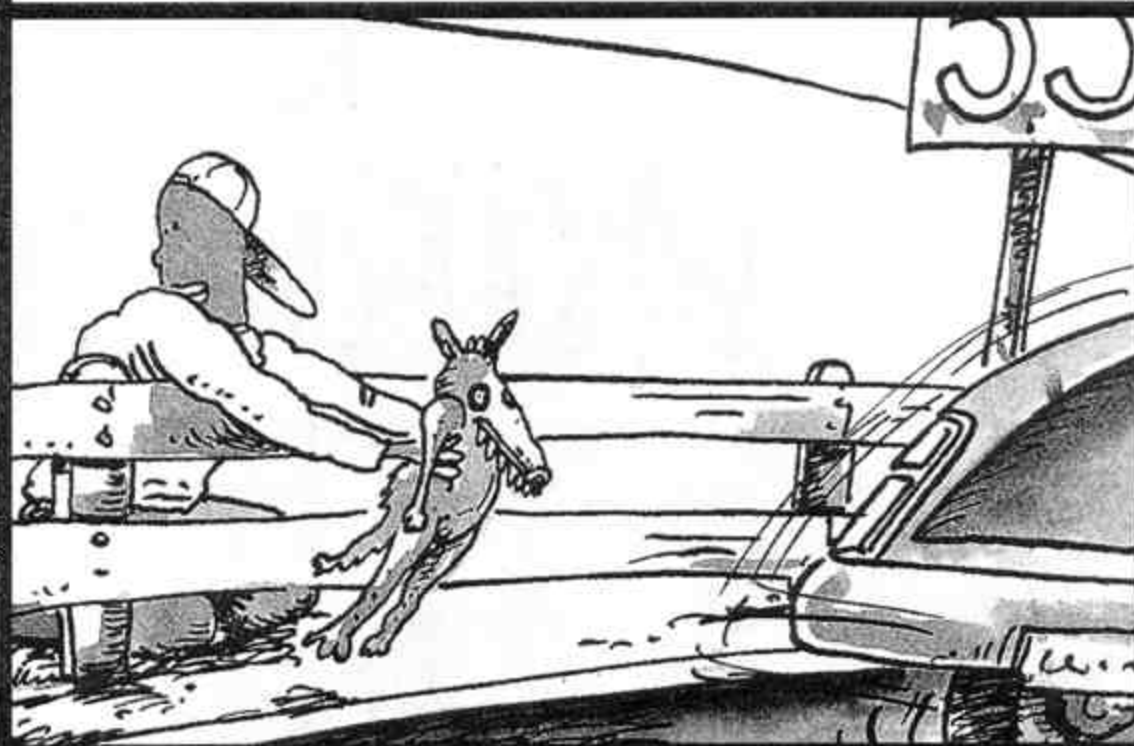
## Jenkins

If he ever had to give up a pet, Jenkins would spare no expense or effort to make sure he could place it into another loving home.



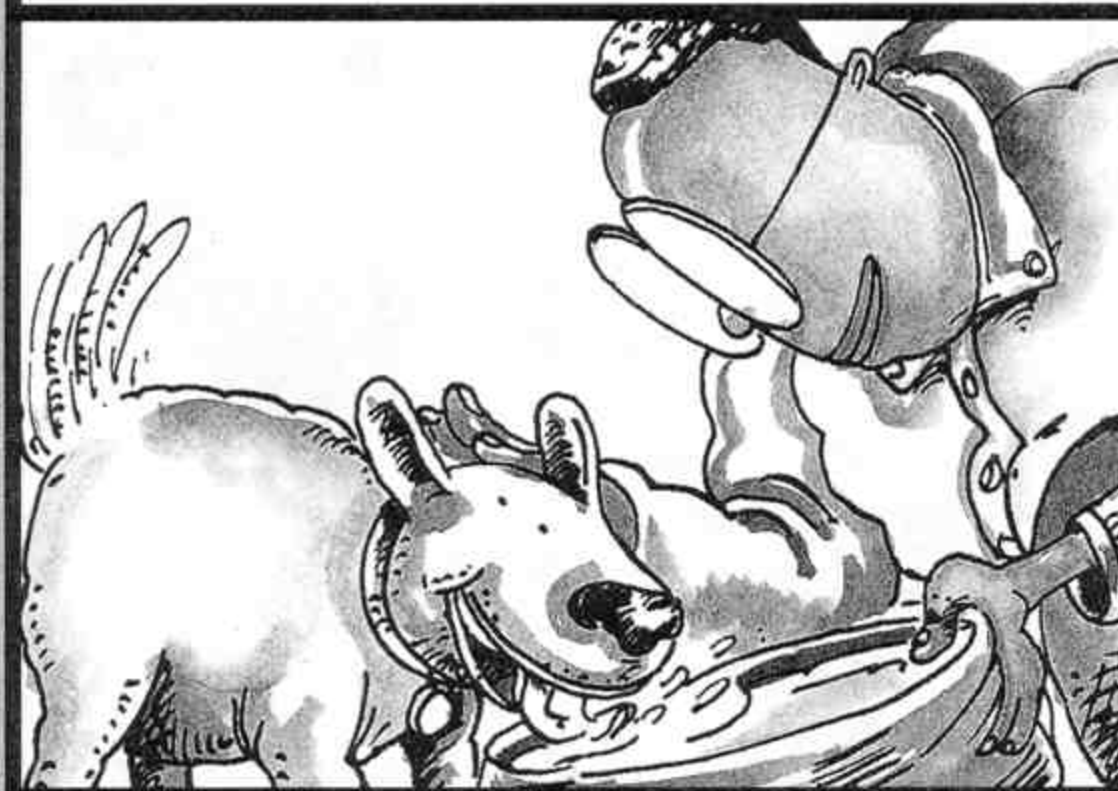
## Melvin

figures that the busier the highway, the better the odds that a dog lover'll drive by pretty soon.



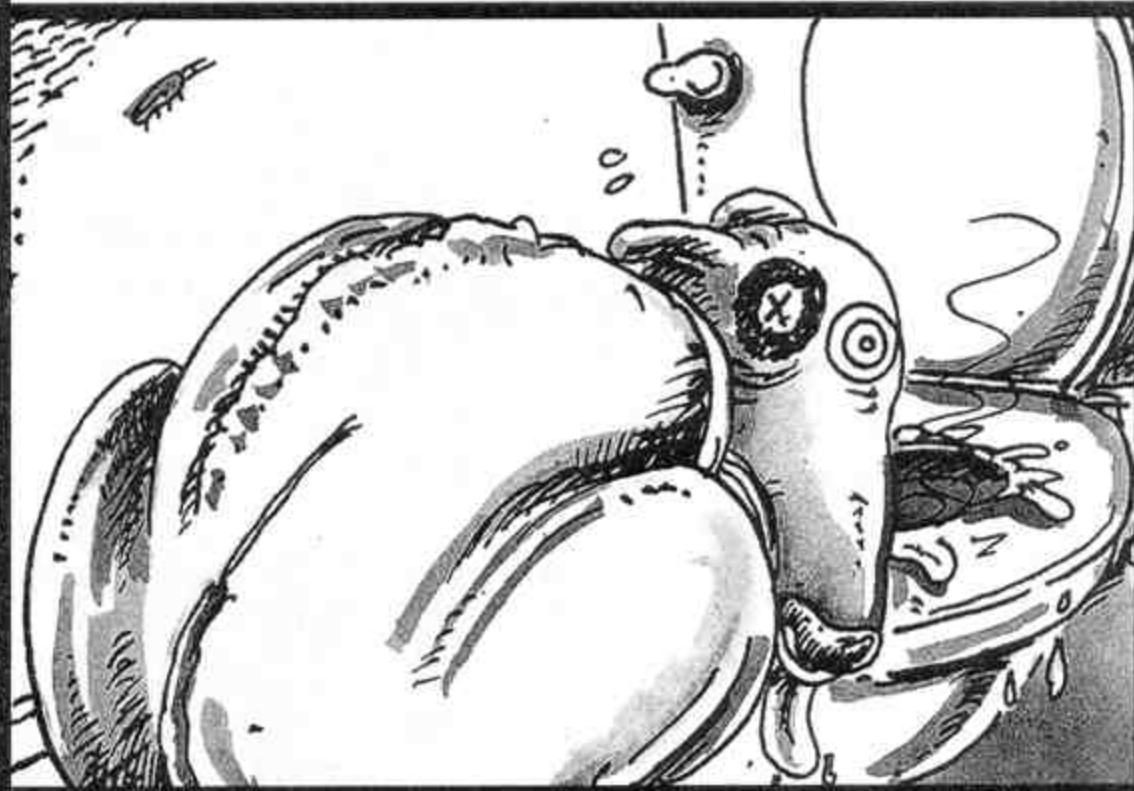
## Jenkins

makes sure to change his dog's water twice a day, to keep it fresh and healthy.



## Melvin

usually remembers to flush.



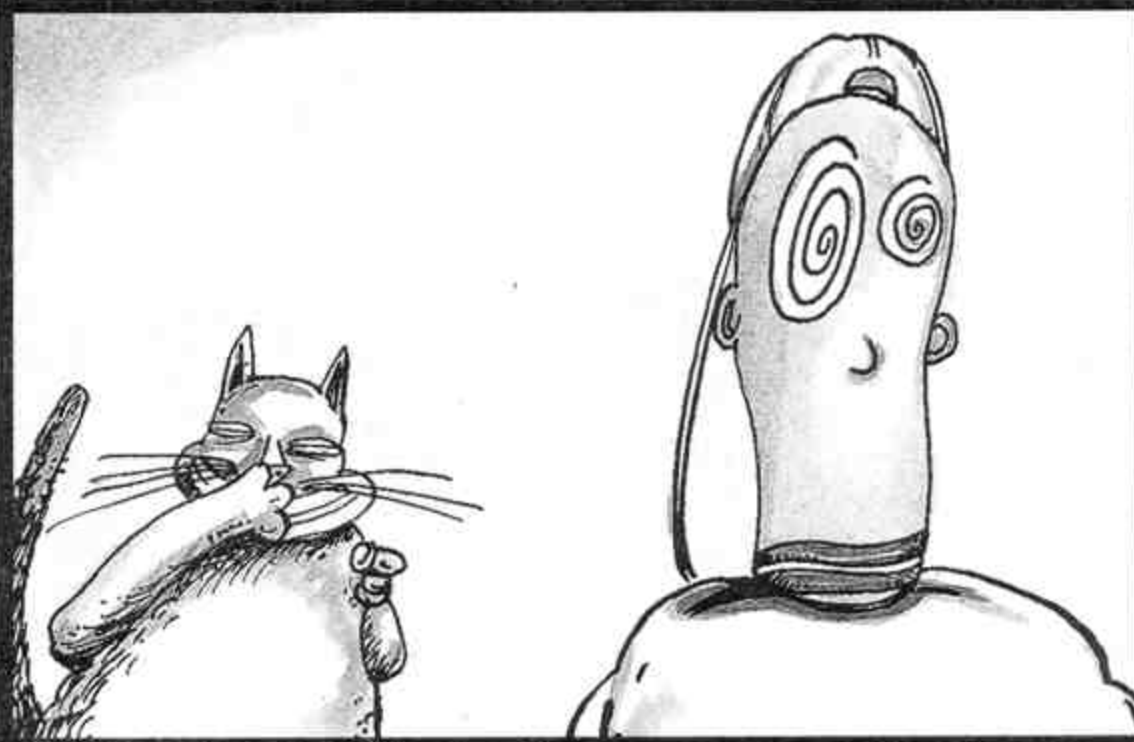
## Jenkins

gets a real kick out of the way his cat sometimes stares google-eyed at a blank wall for no reason in the world.



## Melvin

Melvin's cat feels the same way about Melvin.



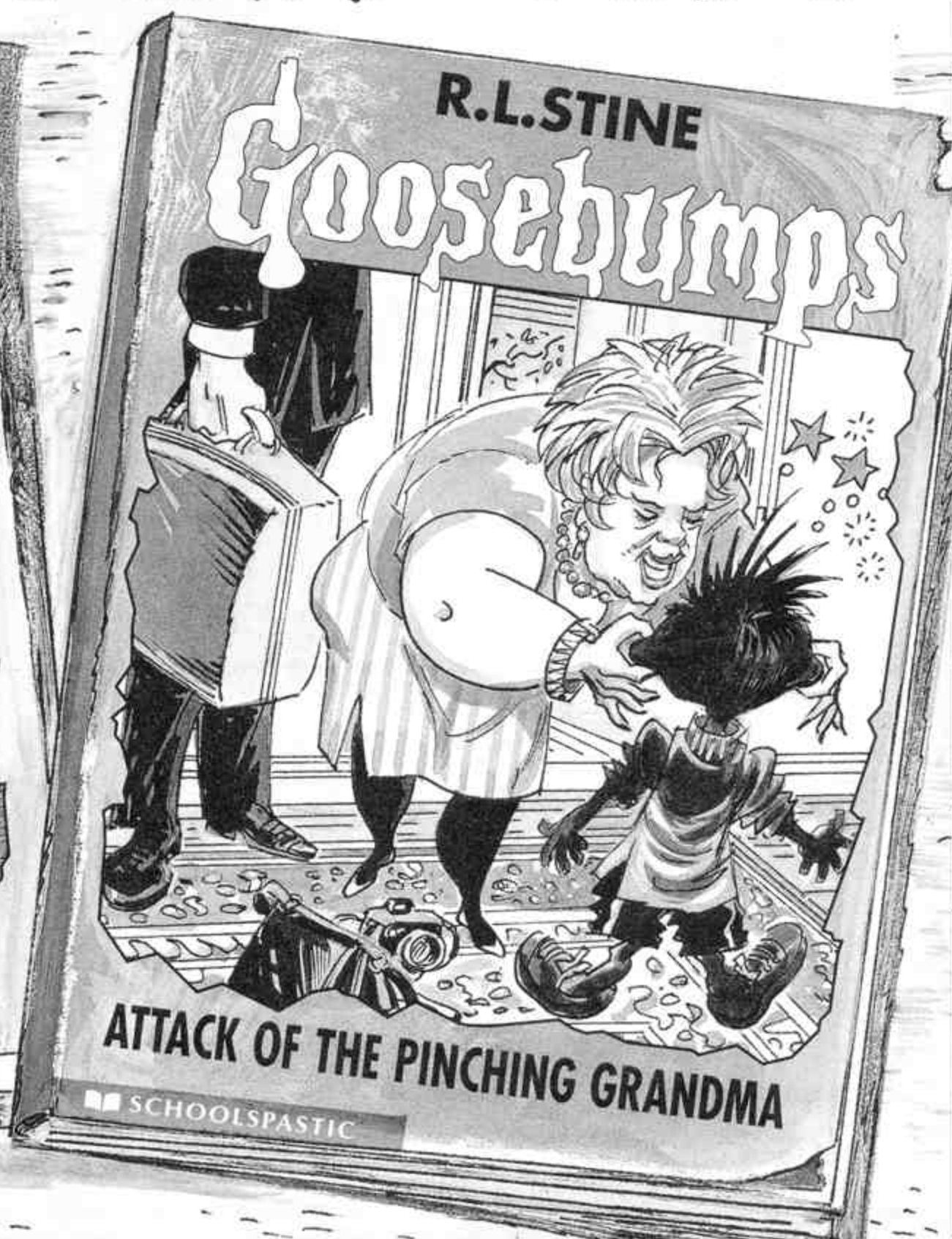
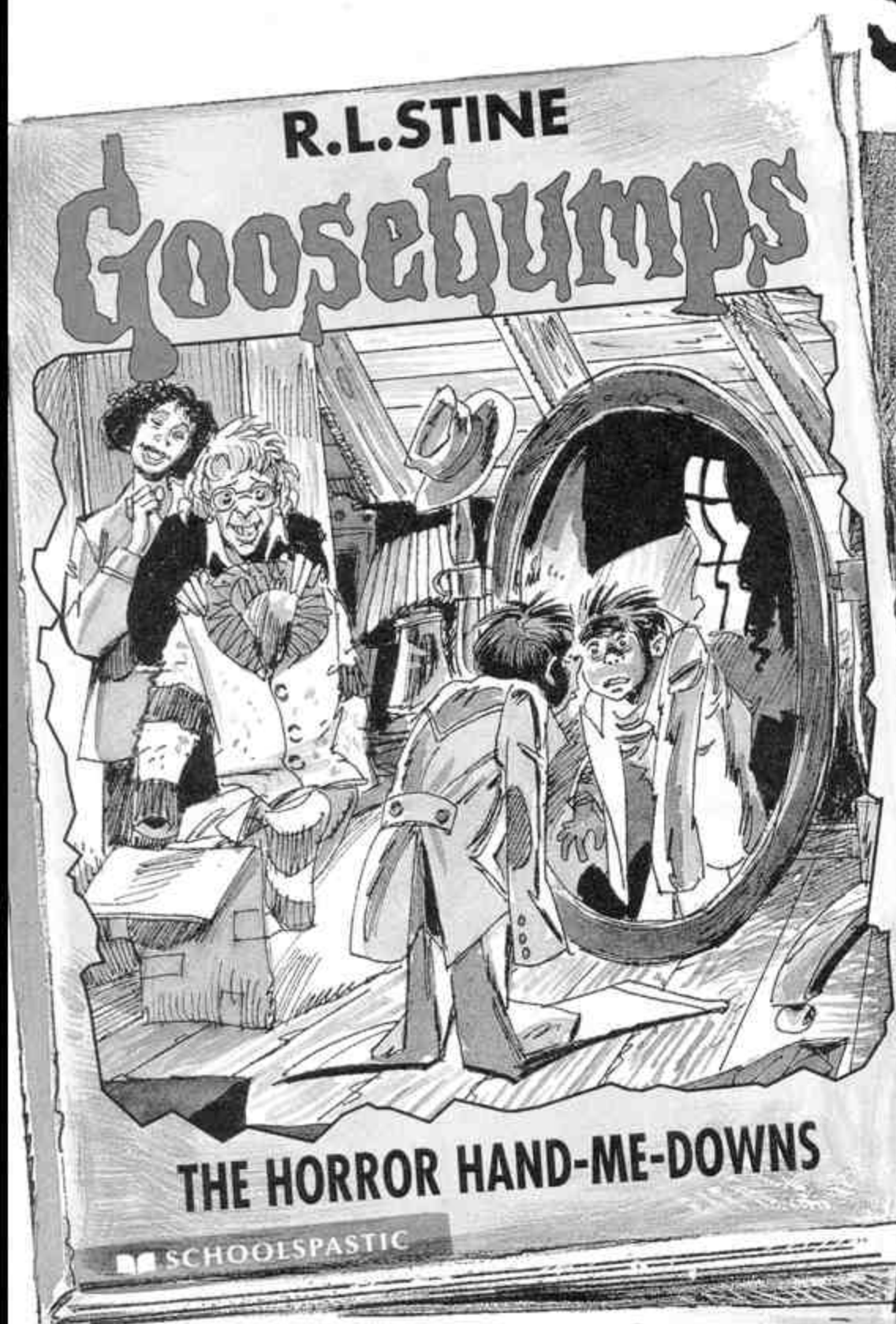




ANOTHER STINE MESS DEPT.

R.L. Stine's series of Goosebumps books is supposed to scare kids with tales of werewolves and monsters. These things aren't very scary, however, when compared to a youngster's real life! Perhaps Mr. Stine should write some stories that are truly terrifying, like these...

# GOOSEBUMPS HORROR STORIES THAT WOULD **REALLY** SCARE KIDS





R.L.STINE

# Goosebumps



ESCAPE FROM UNCLE BILL'S LAP

SCHOOLSPASTIC

R.L.STINE

# Goosebumps

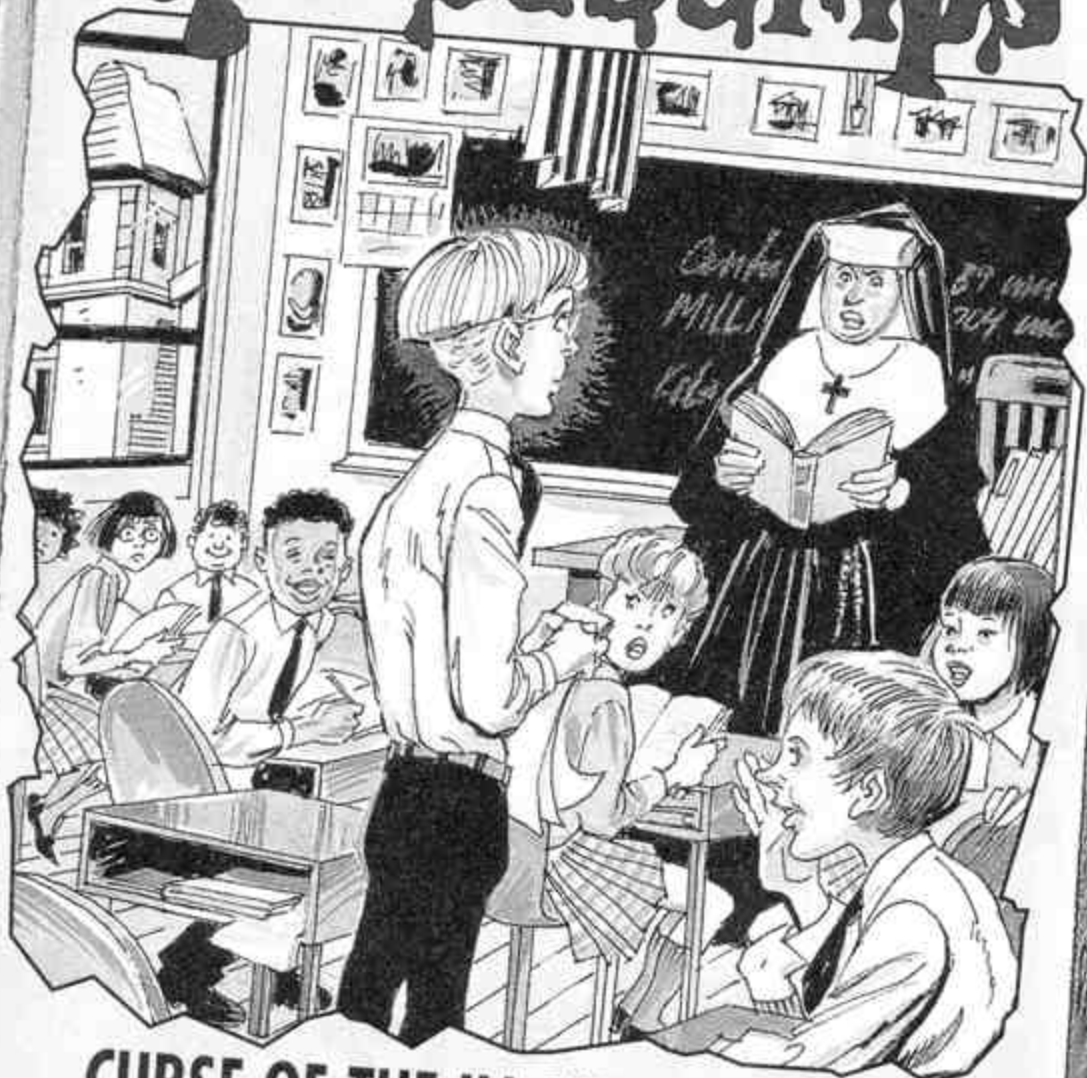


THE STRANGE NOISES IN MOMMY AND DADDY'S ROOM

SCHOOLSPASTIC

R.L.STINE

# Goosebumps



CURSE OF THE ILL-TIMED WOODY

SCHOOLSPASTIC

R.L.STINE

# Goosebumps



THE DAY THE CABLE WENT OUT

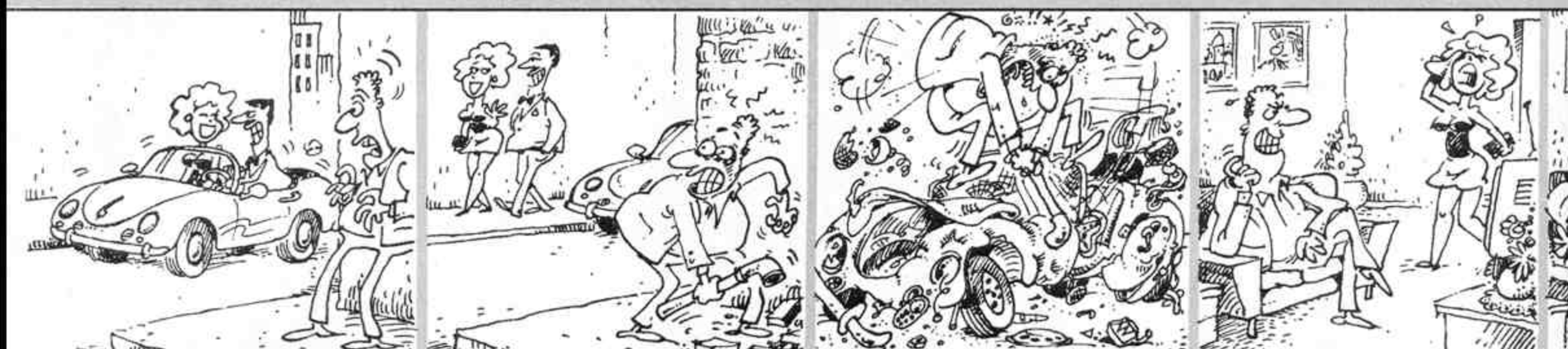
SCHOOLSPASTIC





SERGE-IN-GENERAL DEPT.

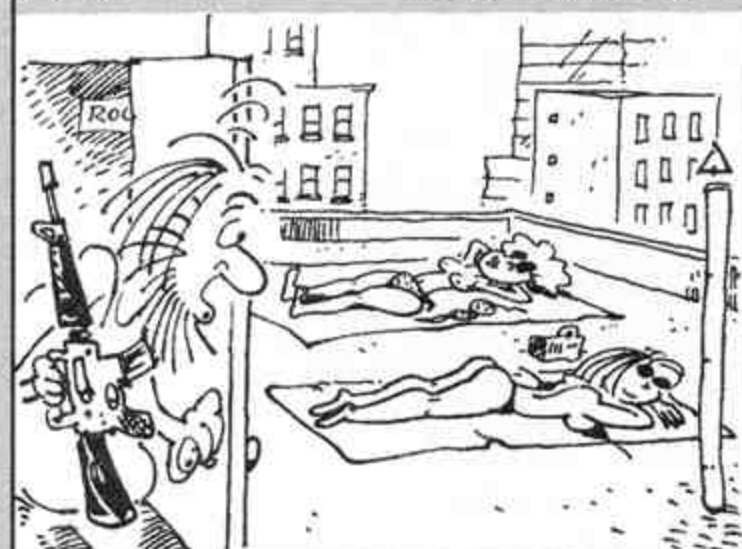
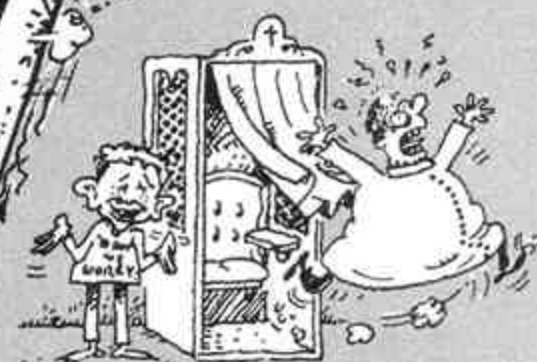
# A MAD LOOK AT FR



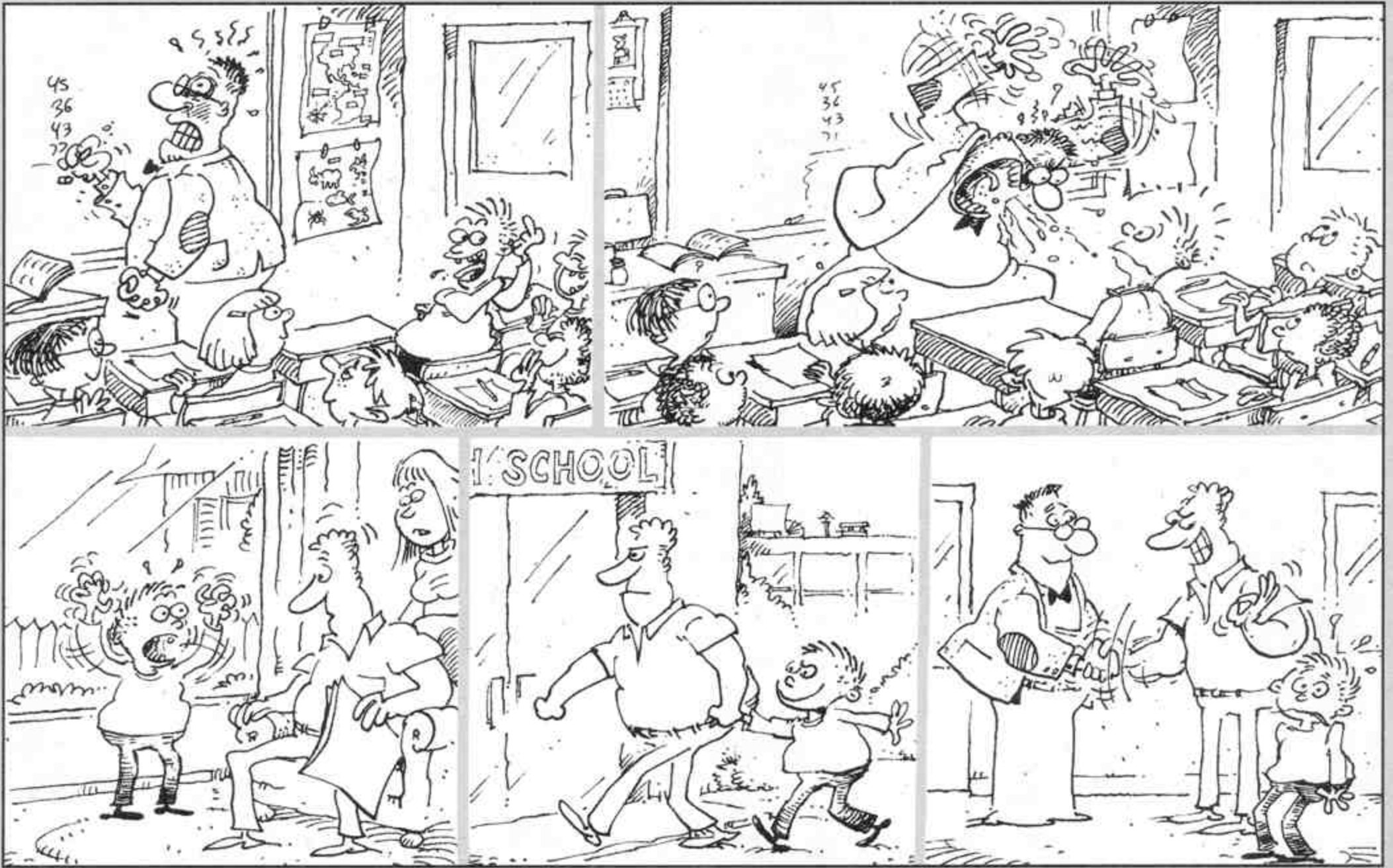


# LEAKING OUT

ARTIST AND WRITER: SERGIO ARAGONES









# THE LIGHTER SIDE OF...



## JUSTICE



ARTIST AND WRITER: DAVE BERG

## EXERCISE



## GOVERNMENT





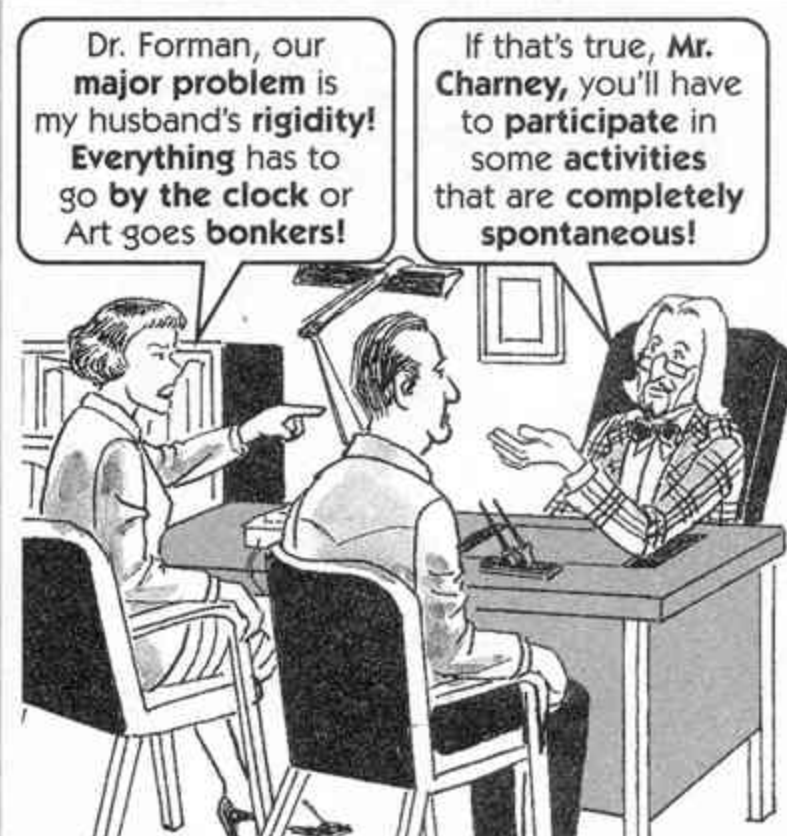
## RELATIONSHIPS



## EMPLOYMENT



## THERAPY



## CRIME



## PHILOSOPHY

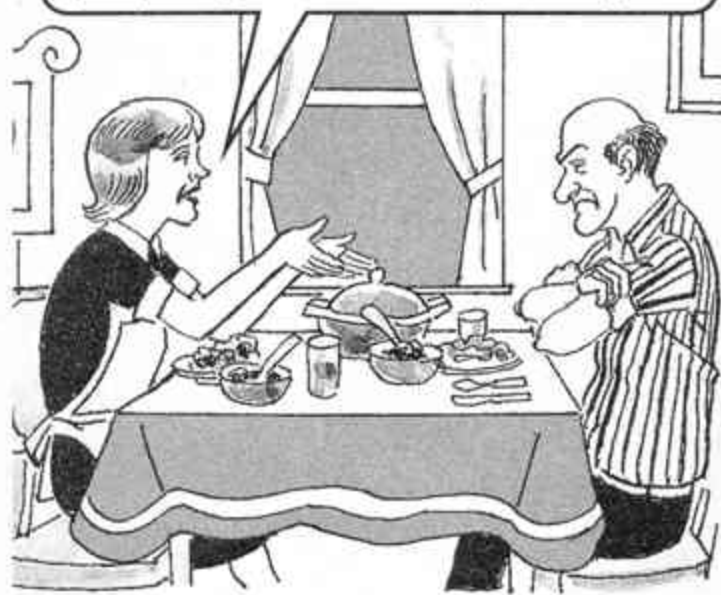




## COOKING



I go through a lot of **trouble** to prepare these **meals**! I buy only **health food**! Nothing has **chemicals** or **preservatives**! All the vegetables are **organically grown**! It's all **fat-free** and **salt-free**! I don't **fry anything**! So what's the **problem**, Rick?



Health food makes me sick!



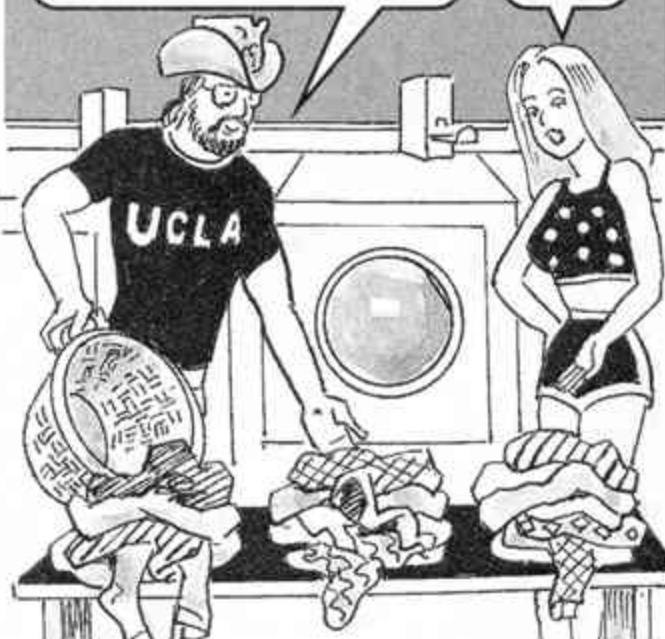
## EFFICIENCY

I think I **can**, doctor! Let's start with next **week's session**! We'll be here **spontaneously** at **eight o'clock** on the **dot**!

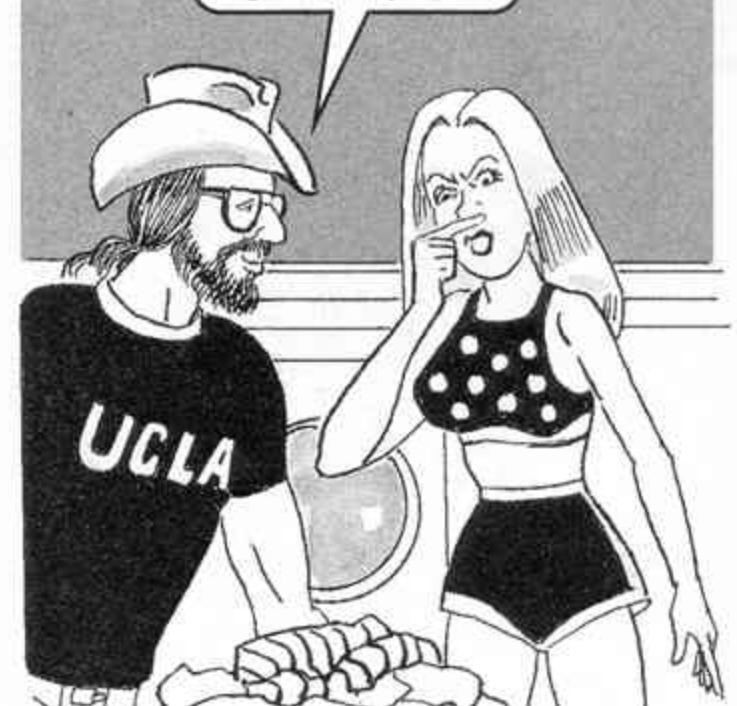


I developed this terrific **laundry system** in college! One **pile** for **lights** and **whites**, one **pile** for **darks** and **colors**!

What's that **third pile** for?



Clothes that I've **worn** but can **wear** again in a **pinch**!



## TECHNOLOGY

...never **judge** a **book** by its **movie**!



I tell you, Phil, **modern science** continues to **outdo** itself! I just installed a **microchip** in my **TV set** that automatically **blocks** out all **sex** and **violence** before it appears on the **screen**!



The **trouble** is, now we can't get any **news programs**!





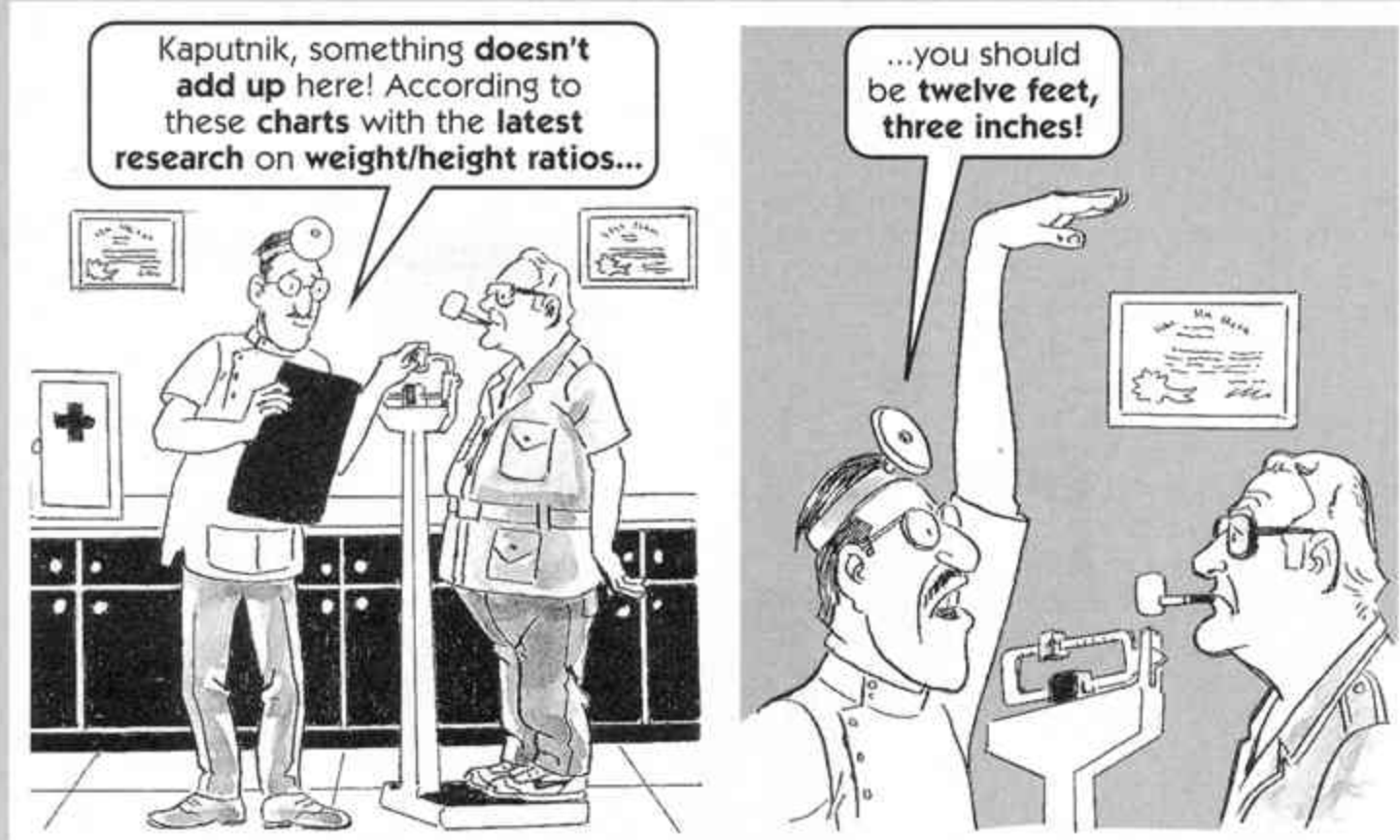
## THE OFFICE



## RELIGION



## DOCTORS



## GIFTS

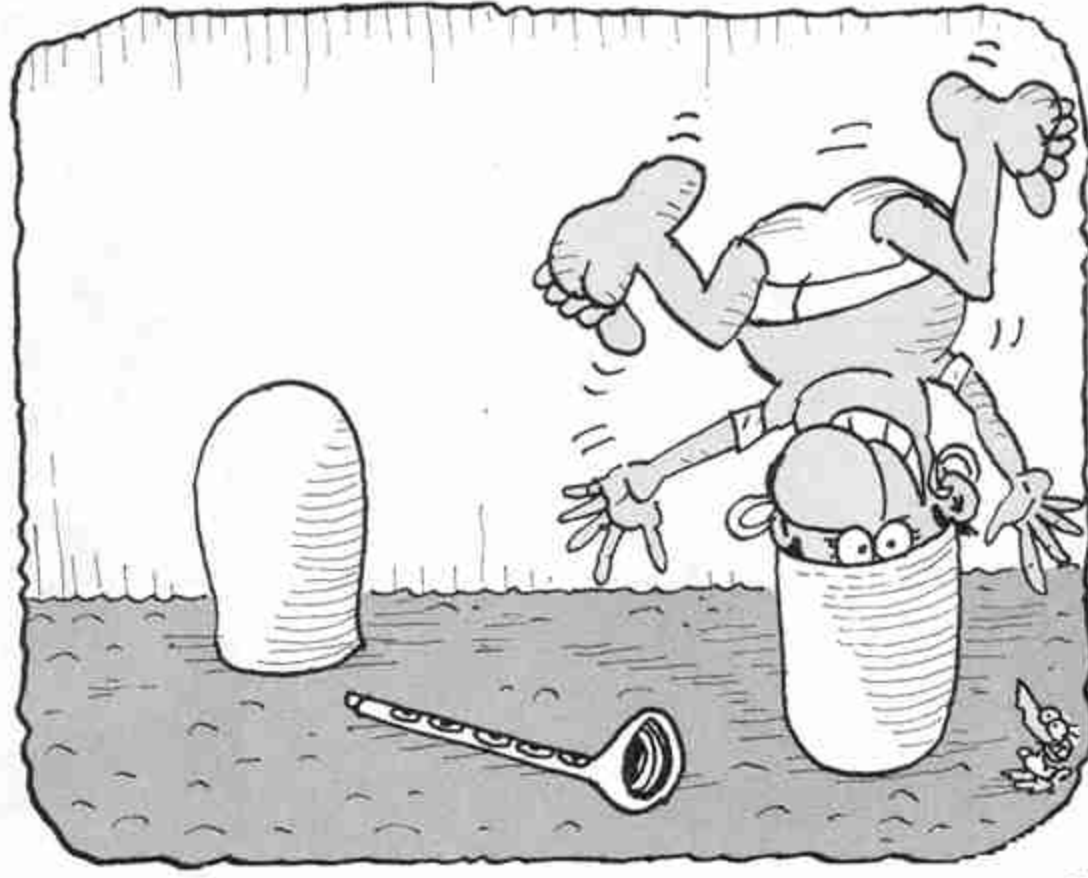
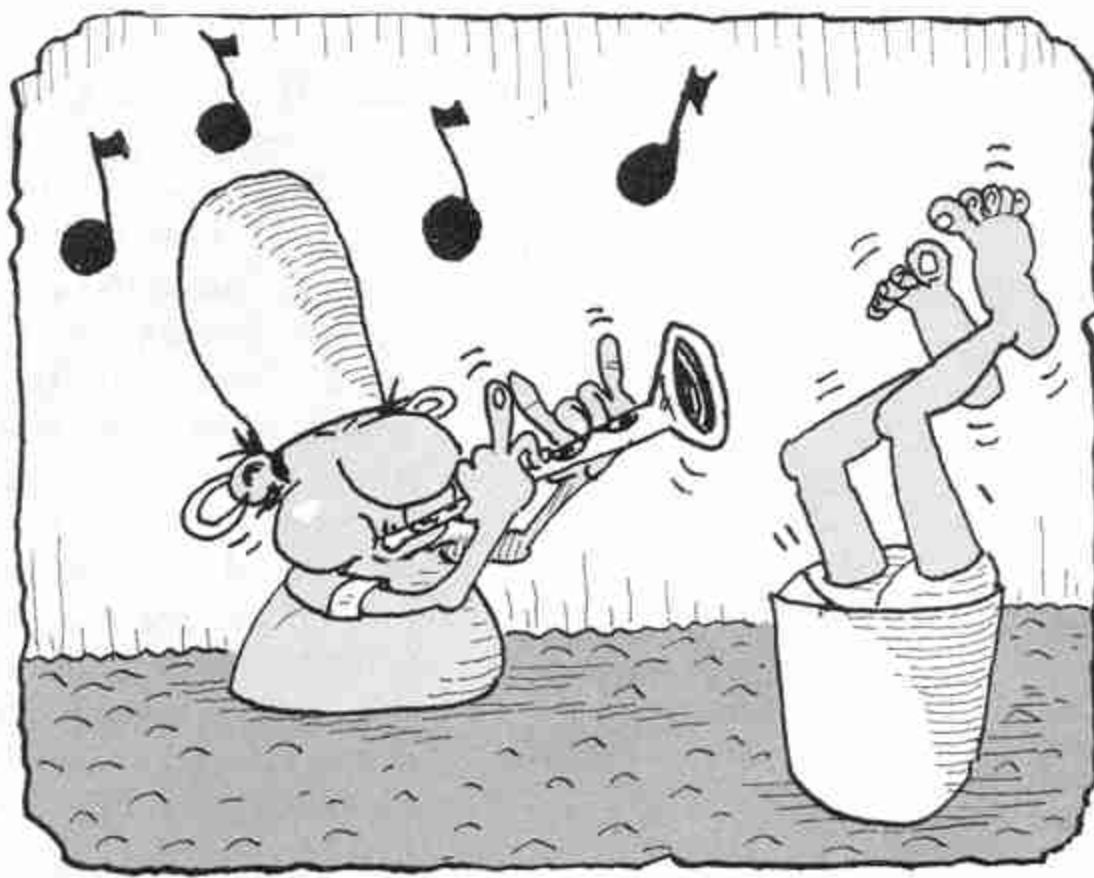




**TALES FROM**  
**the DUCK SIDE**

TODAY'S EPISODE...

**ALTERED SNAKES**







BASEST INSTINCT DEPT.



Hi, I'm Joe Eszterhas! Some people think I'm just a boorish, no-talent, pervert. Maybe I am, but I can wallpaper my Hollywood mansion with \$100 bills! You can too, once you enroll in...

# THE JOE ESZTERHAS SCHOOL FOR SLEAZY, NO-TALENT SCREENWRITING HACKS!

**Joe Eszterhas**, author of such critically unacclaimed films as *Sliver*, *Jade* and *Showgirls* will teach you everything you need to know to become an overpaid purveyor of cinematic crap! That's right, burgeoning scumscribes! This is your opportunity to break into showbiz, become a famous screenwriter and make obscene amounts of money just for writing the SAME LOUSY SCRIPT OVER AND OVER AGAIN! You'll learn how to parlay one success into a lifelong career of third rate movie-making, just like Mr. *Basic Instinct* himself, Joe Eszterhas!

## SECRETS OF SLIME REVEALED!

Sure, Mr. Eszterhas's movies are flat, formulaic, badly constructed, ill-conceived and hated by audiences and critics alike — so why are big time Hollywood producers still greenlighting his awful screenplays?

Two words: PATHOLOGICAL LESBIANS! Sound unlikely? It's not! Lesbians bring to literature a long and distinguished heritage. Jane Austen? Lesbian! Mary Shelley? Lesbian! Truman Capote? Lesbian!

But Pathological Lesbians are just one of Mr. Eszterhas's sleazy secrets, kept for generations under his soiled mattress! Now, in this special offer, they can all be yours!

## IT'S EASY WHEN YOU HAVE NO SHAME OR PRIDE!

What's that you say? You can't write a multi-million dollar screenplay? Sure you can! Mr. Eszterhas provides the lesbians, Mr. Eszterhas provides the far-fetched plot (there's only one) and then you follow his simple 3-POINT E-Z SLEE-Z OUTLINE:

**1** Get the lesbians naked.



**2** Show one of them licking a metal pole.



**3** KILL THEM WITH AN ICE PICK!



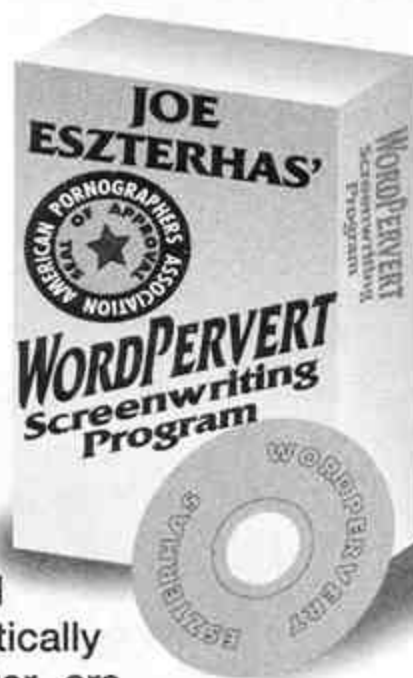


**FREE  
BONUS!**

## Sign up today

and you'll receive  
WordPervt, Mr.

Eszterhas's personal  
scriptwriting computer  
program. It's guaranteed to  
help you create UP TO  
ONE-DIMENSIONAL charac-  
ters in a matter of minutes!  
Homophobic stereotypes are  
just a keystroke away! Plus,  
WordPervt helps you poke and  
prod your way through, automatically  
removing story structure, character arc  
and random pieces of underclothing (should any of  
these unwanted elements inadvertently appear in your  
script)! Besides such standard features as SpellCheck  
and Thesaurus, this unique program also has these  
essential utilities for the up-and-coming scumscribe:



•Drag & Hump  
•SleazeHack

•SmutExpert  
•Pro PornSpell

•Oral 1-2-3  
•Misogyn/Quik

•LezboLink  
•CreviceCheck

## LEARN THE SCREENWRITER'S CRAFT OF CREATIVE WEAPONRY!

Sometimes an ice pick just isn't enough!  
That's why each month you'll receive  
dozens of weapon ideas for your battling  
lesbians! Here's but a sampling of last  
month's innovative list:

- Ice pick
- Rusty nail
- Ice cube trays
- Icicles
- Ice
- Serrated hunting knife
- Ice tongs
- Wet snapping-towel
- Hardened day-old Spam

Remember, you don't have to be horny  
to enroll in the The Joe Eszterhas  
School For Sleazy, No-Talent  
Screenwriting Hacks – but it helps!  
To receive my special 10% Lesbian  
Discount please include corroborating  
photos with this coupon!

## YOU'LL BE CRANKING OUT SMUT IN NO TIME!

Here's how it works: You'll receive monthly screenwriting  
assignments custom designed by Mr Eszterhas's top-notch  
faculty. Bang them out, send them back, and in just four to  
six weeks you'll receive a personalized evaluation by a wide  
variety of seasoned industry professionals, including former  
porn stars, lap-dancers and paroled sex offenders!

## YOU'LL LEARN MORE THAN JUST SCREENWRITING!

Mr. Eszterhas will teach you the key to  
successful casting! Remember, even a  
terrible screenplay can become an  
international blockbuster if it calls for  
the busty female lead

to wear short  
skirts and no  
underwear!

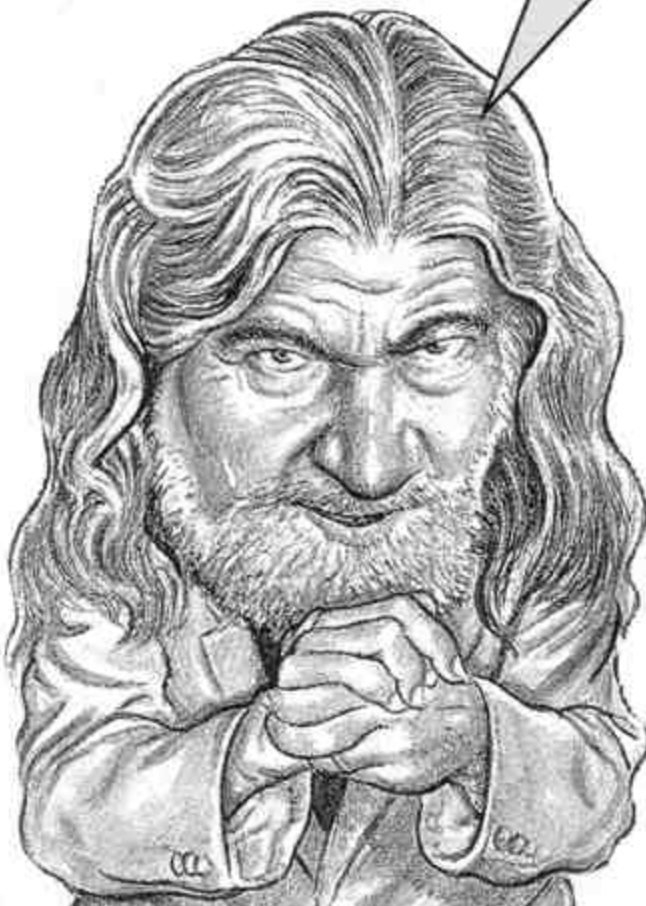
You sure the  
camera's off?



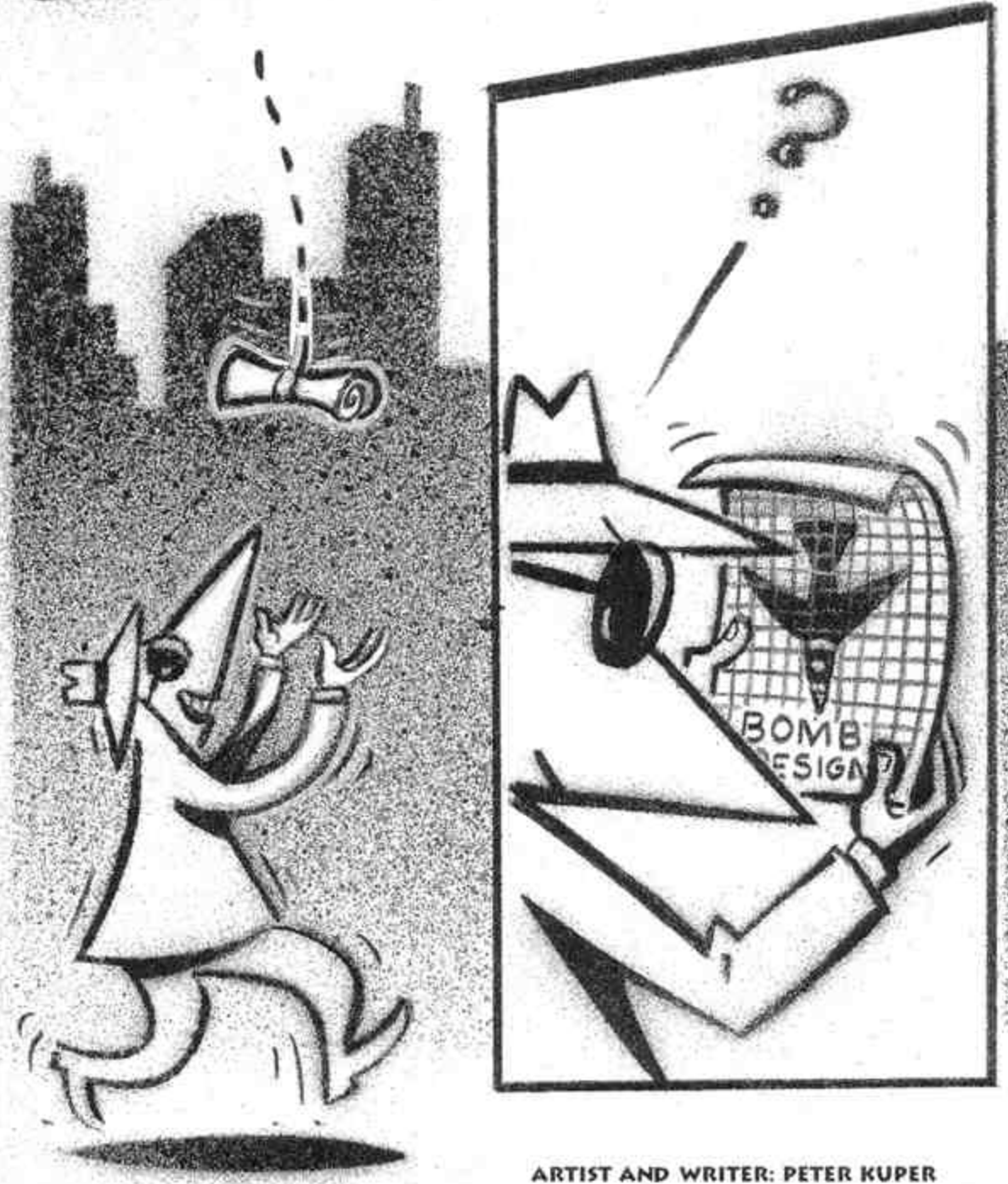
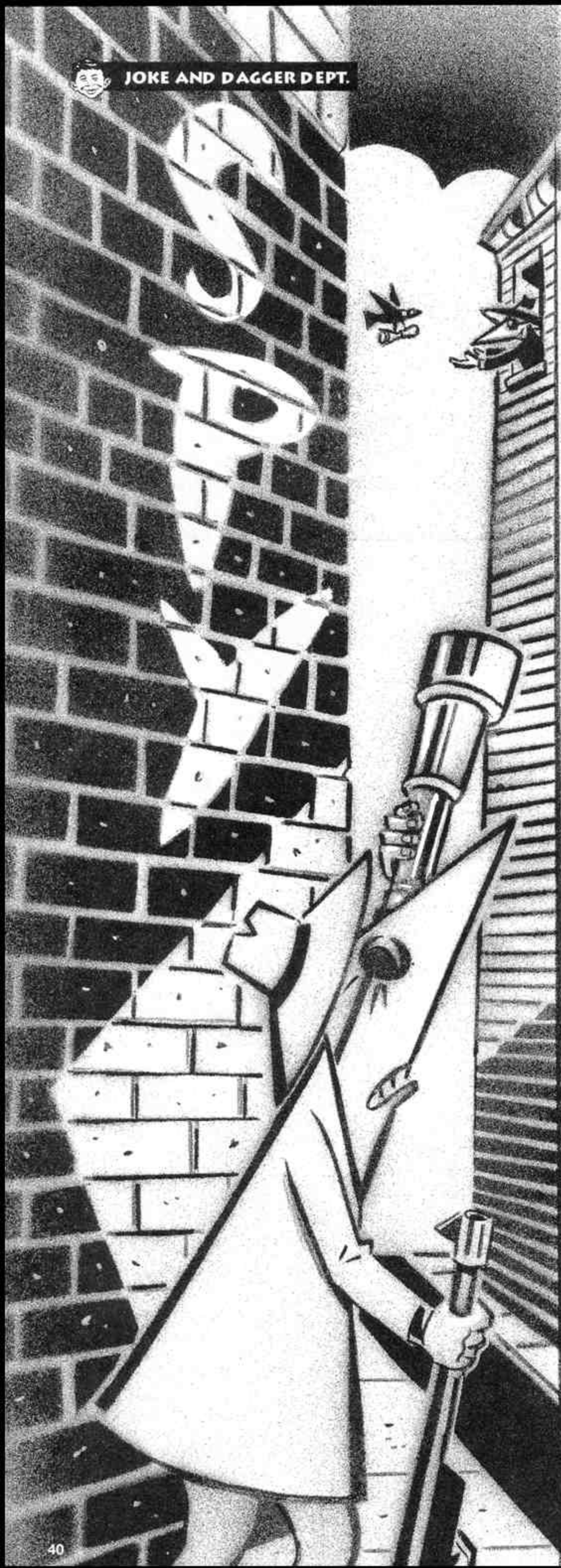
**Yes!** I want to disgust my friends, shame my relatives and steal my producer's wife! Sign me up  
for **THE JOE ESZTERHAS SCHOOL FOR SLEAZY, NO-TALENT SCREENWRITING HACKS!** I've  
enclosed \$69.69 up front. (I agree to make an additional payment of \$669.69 if my screenplay is  
optioned, as well as 69% of the gross profits and 69% of all merchandising and ancillary fees.)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
State \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
Favorite Dirty Word (4 letters or less) \_\_\_\_\_  
Favorite Orifice \_\_\_\_\_  
Favorite Crevice \_\_\_\_\_

Send cash only to:  
**THE JOE ESZTERHAS SCHOOL  
FOR SLEAZY, NO-TALENT  
SCREENWRITING HACKS**  
12 Icepick Circle  
Intercourse, PA 696969





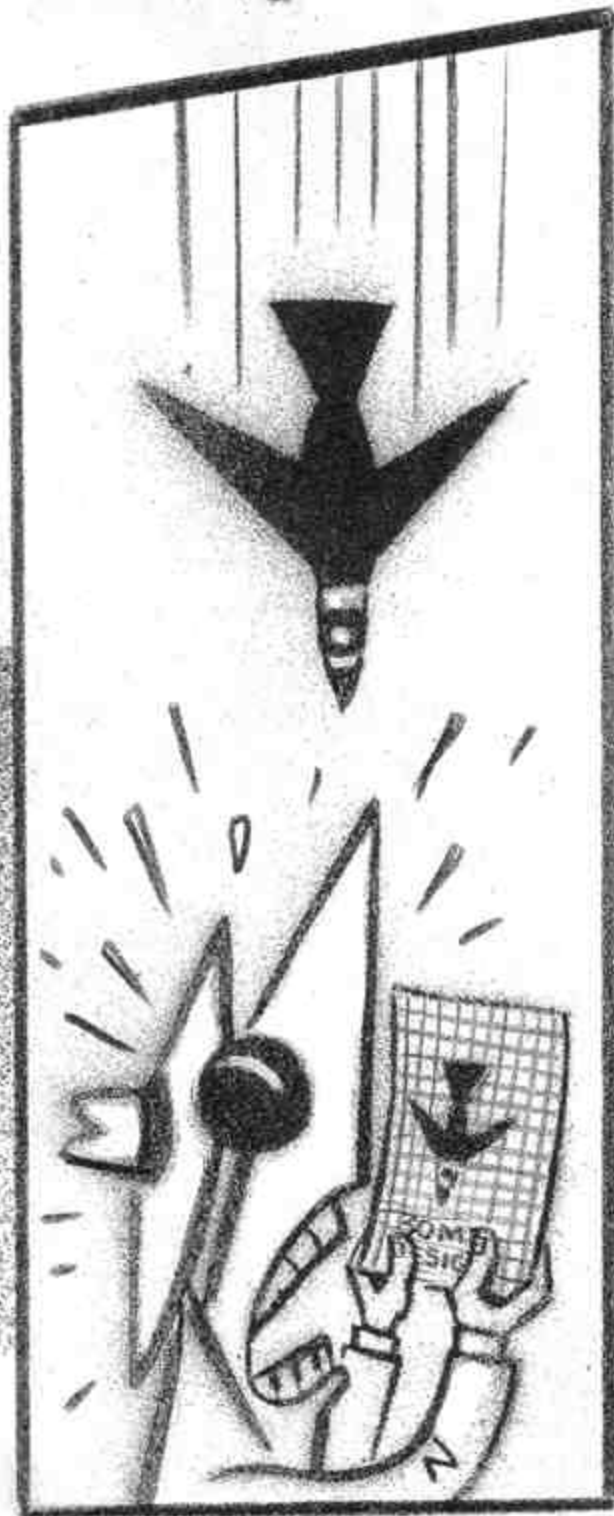
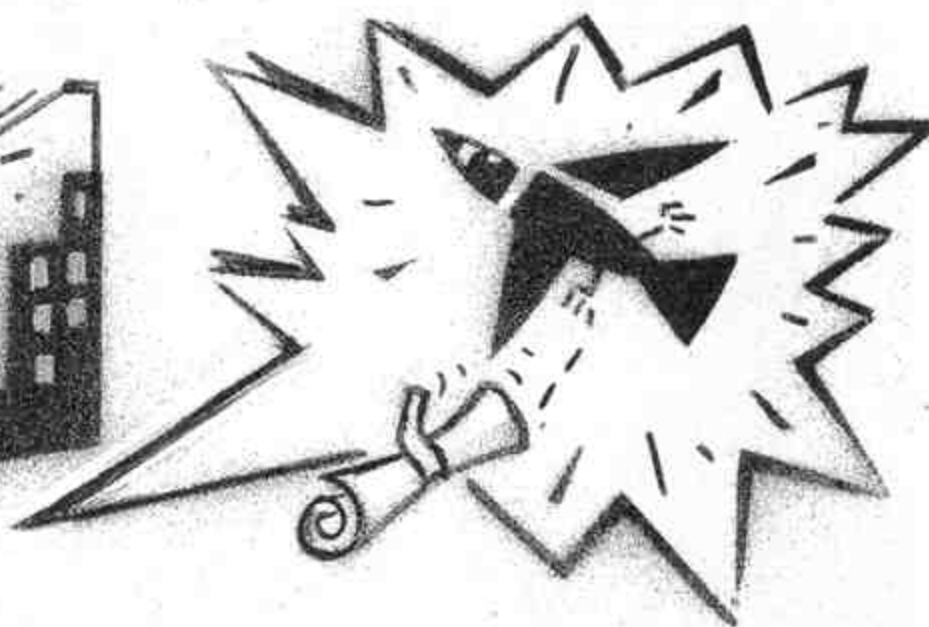
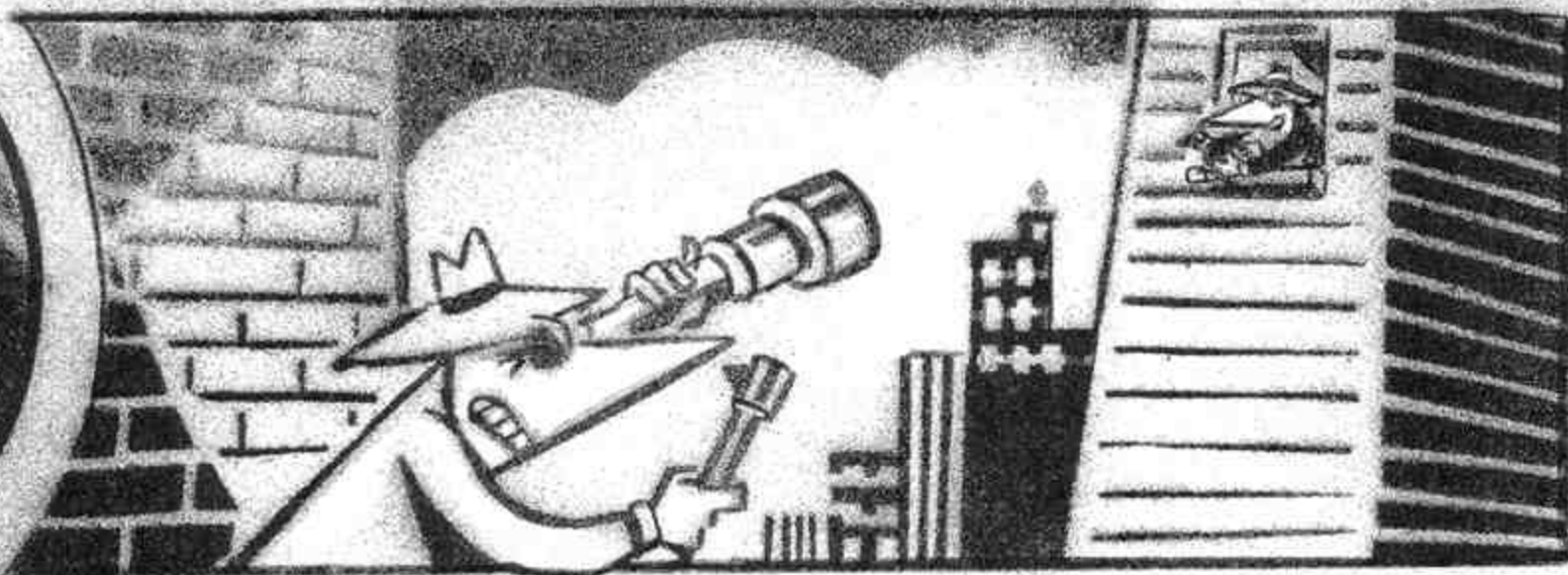




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KUPER





# THE KING OF APPALL MEDIA DEPT.

A few months back, Hollywood released a major film on Bad Boy/Sleaze-Meister Larry Flynt. The film's premise: Flynt ain't such a scummy guy after all. In fact, by the end of the film, you thought ol' Larry was such a great American patriot, he deserved to be right up there on Mount Rushmore with George and the boys! Well, Tinseltown is at it again, this time rehabilitating Bad Boy/Sleaze-Meister Howard Stern into a likable, respectable radio personality and devoted husband. As they say, "Only in the movies." But personally, we think this guy is still...

As if you didn't know, I'm Howeird Stern, the most misunderstood DJ in the history of broadcasting! When I make insulting and despicable remarks about people or suggest that my guests do some wonderfully disgusting things in my studio while on the air, my listeners think I'm just kidding! I'm not! They don't believe I'm the morally corrupt guy I really am! But when some blue nose morons call my show obscene, they're dead wrong! It's just dirty! If they want obscene, they should tune into white supremacist Bob Grant or the black racist call-in shows!

# MULTI HOWEIRD STERN,

We're Ben and Ray Stern, Howeird's parents! Howeird was born 43 years ago! We could never forget that day!

That's because when Howeird was born, it was a great disappointment for us!

We had our heart set on a human being!



As huge Howeird Stern fans, we've been on line all night, waiting for the theater to open so we could be the first to see his movie!

All these years we've been hearing Howeird only TALK dirty about lesbians, penises, prostitutes, homosexuals and transsexuals! Now's our chance to actually see all that stuff on the big screen and watch him in action at his meanest and most outrageous!

ARTIST: SAM VIVIANO  
WRITER: STAN HART



# PRIVATE PUTZ

I'm Alison Stern, Howeird's goofy wife! Even though he embarrasses me and I can't show my face in public without getting laughed at, I still enjoy being with him! You see, I studied abnormal behavior in college and living with Howeird is better than getting a Ph.D. in the subject!

Robin Quivers here! I love my job as Howeird's sidekick! After all, how many opportunities does a black girl get to see a white guy make a total schmuck of himself day after day!

I'm Mia Farrow! I agreed to appear in a cameo role in Howeird's movie because I also have a book to plug! That, and the fact that movie roles just aren't coming my way so fast these days! Am I offended by Howeird's obsession with strange sexual practices? Hah! After living with Woody Allen and seeing what went on with him and my daughter, Soon-Yi, Howeird Stern seems like a choir boy in comparison!

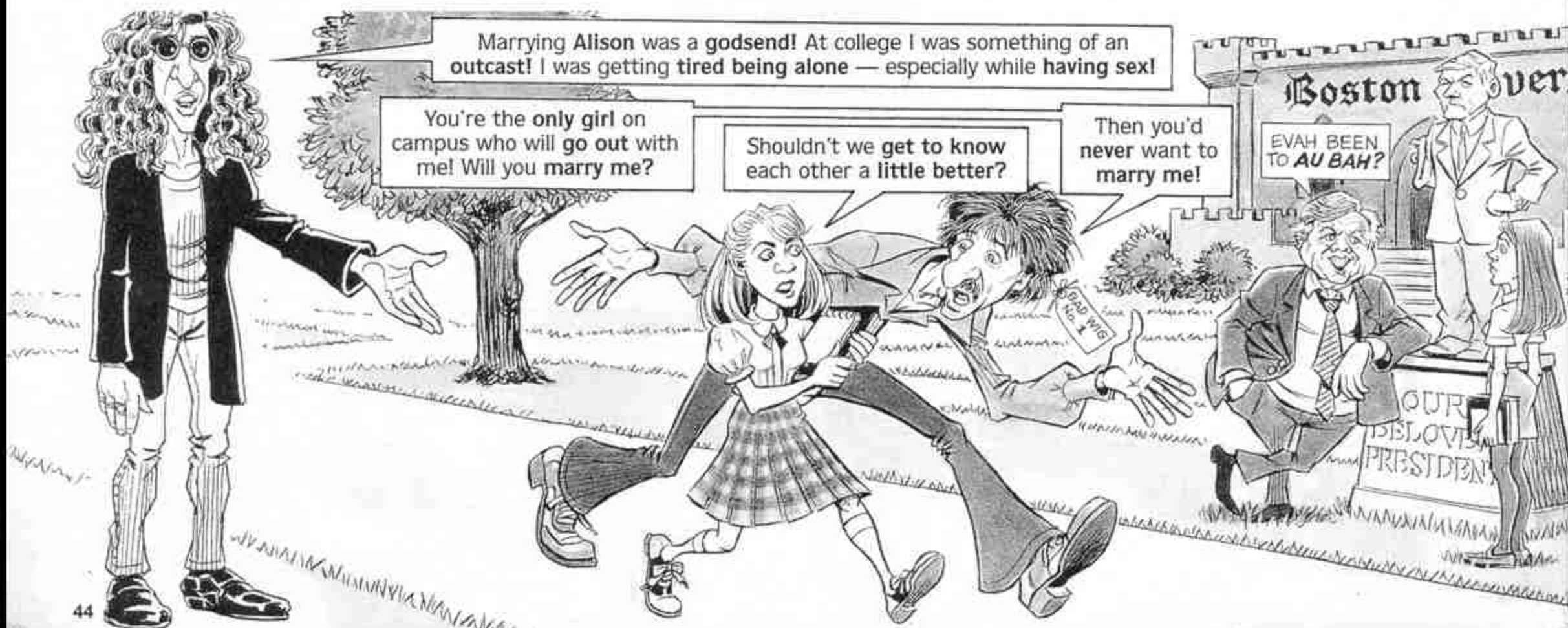
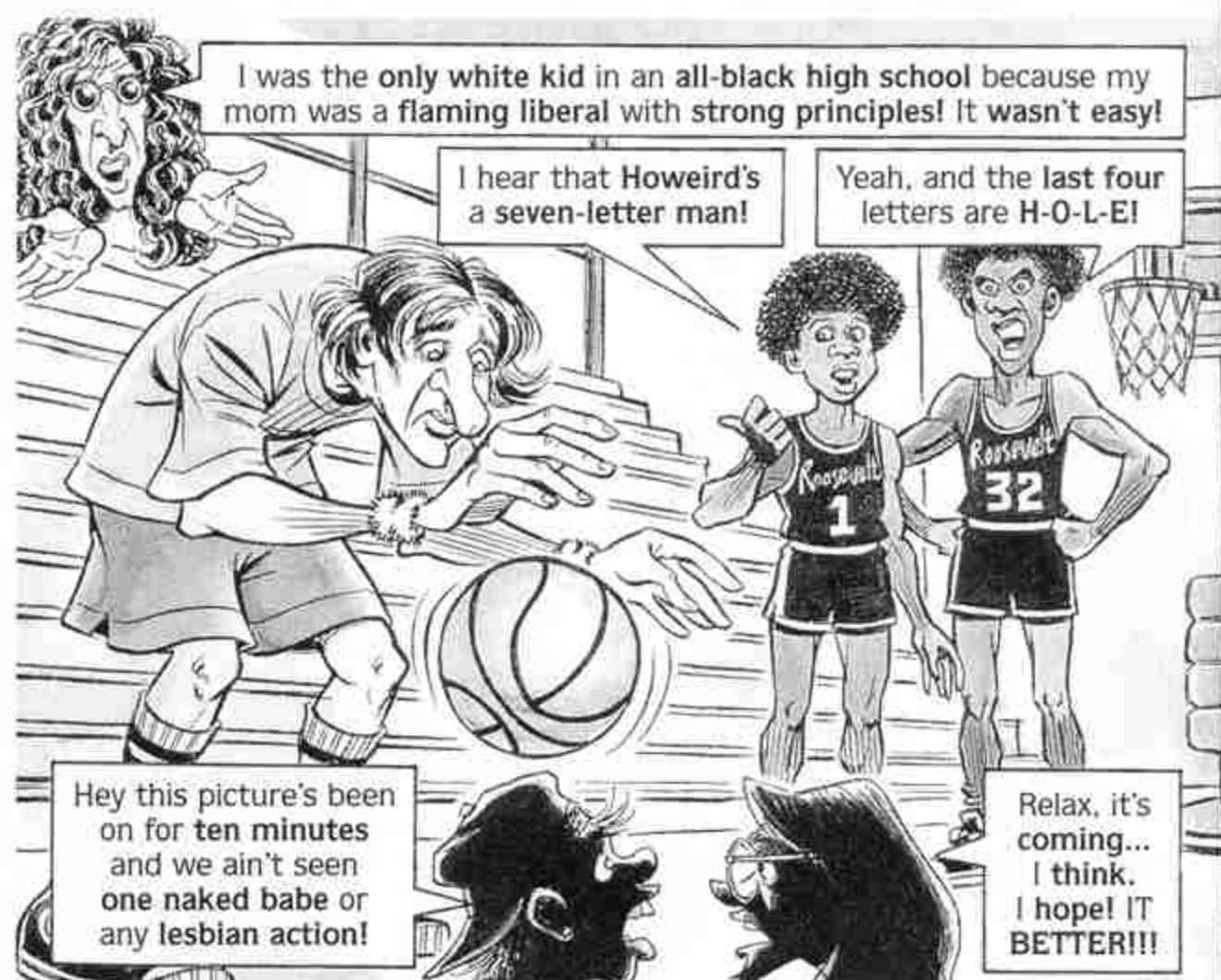
AIN'T I A SAINT?

MOVIE WIFE

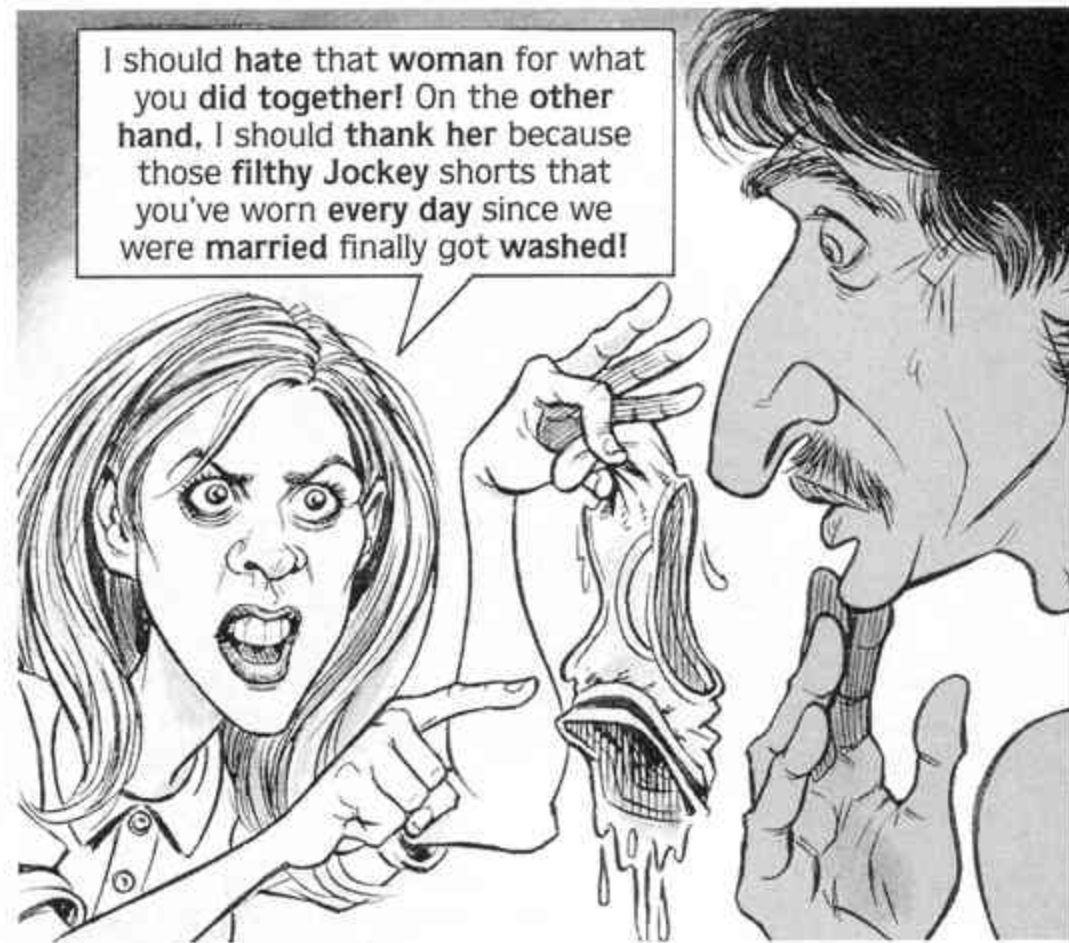
REAL WIFE

I'm the real Don Imus and I'm not in this movie because I can't stand this jerk, so they got some actor to play me for a 12-second cameo! Some people tell me that they like Howeird's show because he's so real! Well, so is a bowel movement, but I wouldn't want to hang around with THAT very long!

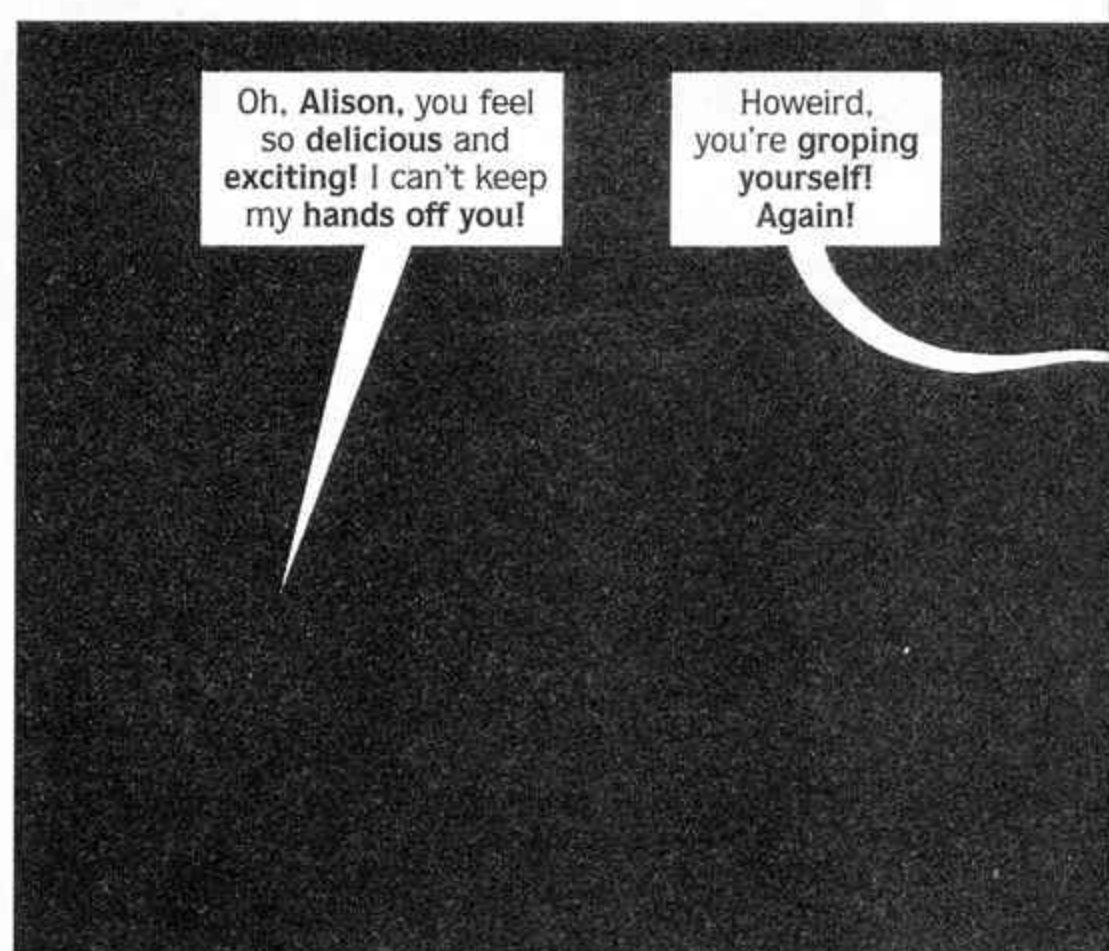
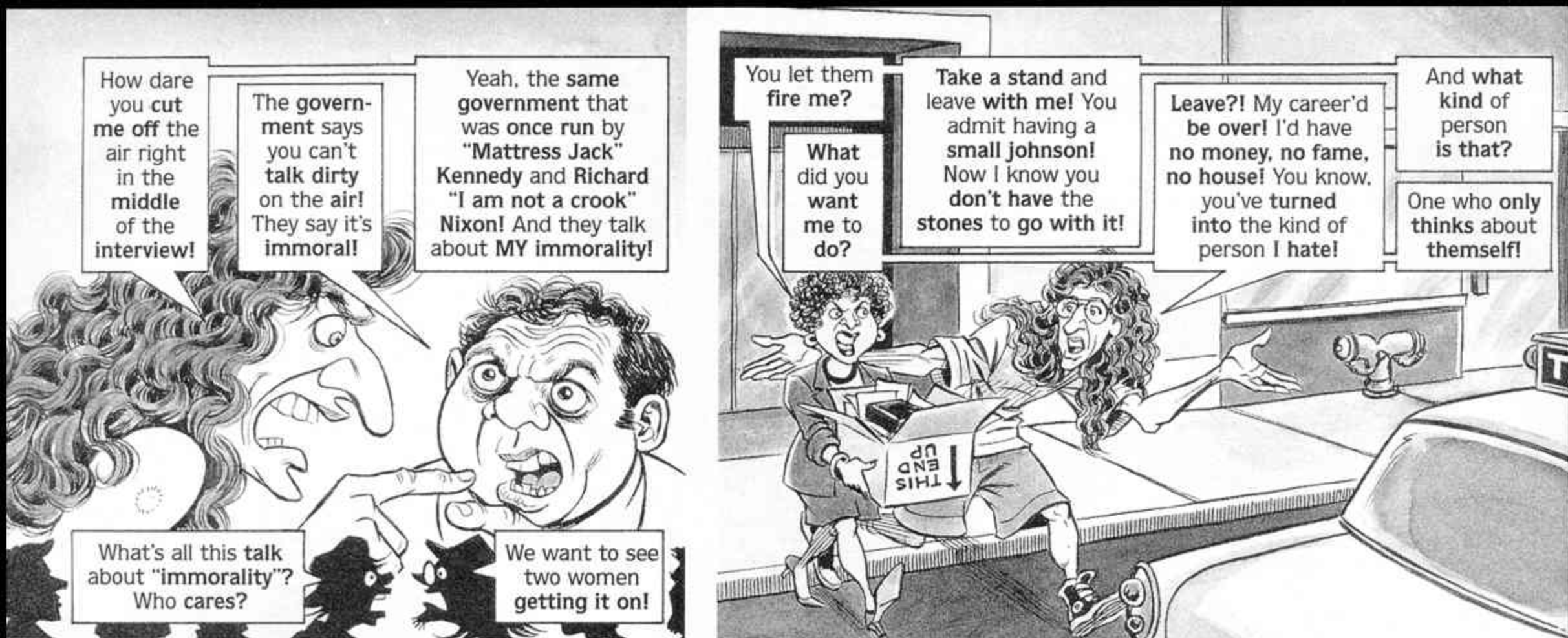
















I had a mis-carriage!

That's too bad, honey!

Yes, but there IS a bright side...



...he would have looked like you!



Robin, I got those jerks at NBC to re-hire you!

Thanks, but no thanks! I'm not interested!

But the show isn't the same without you! You gave it something it needs!

Class?

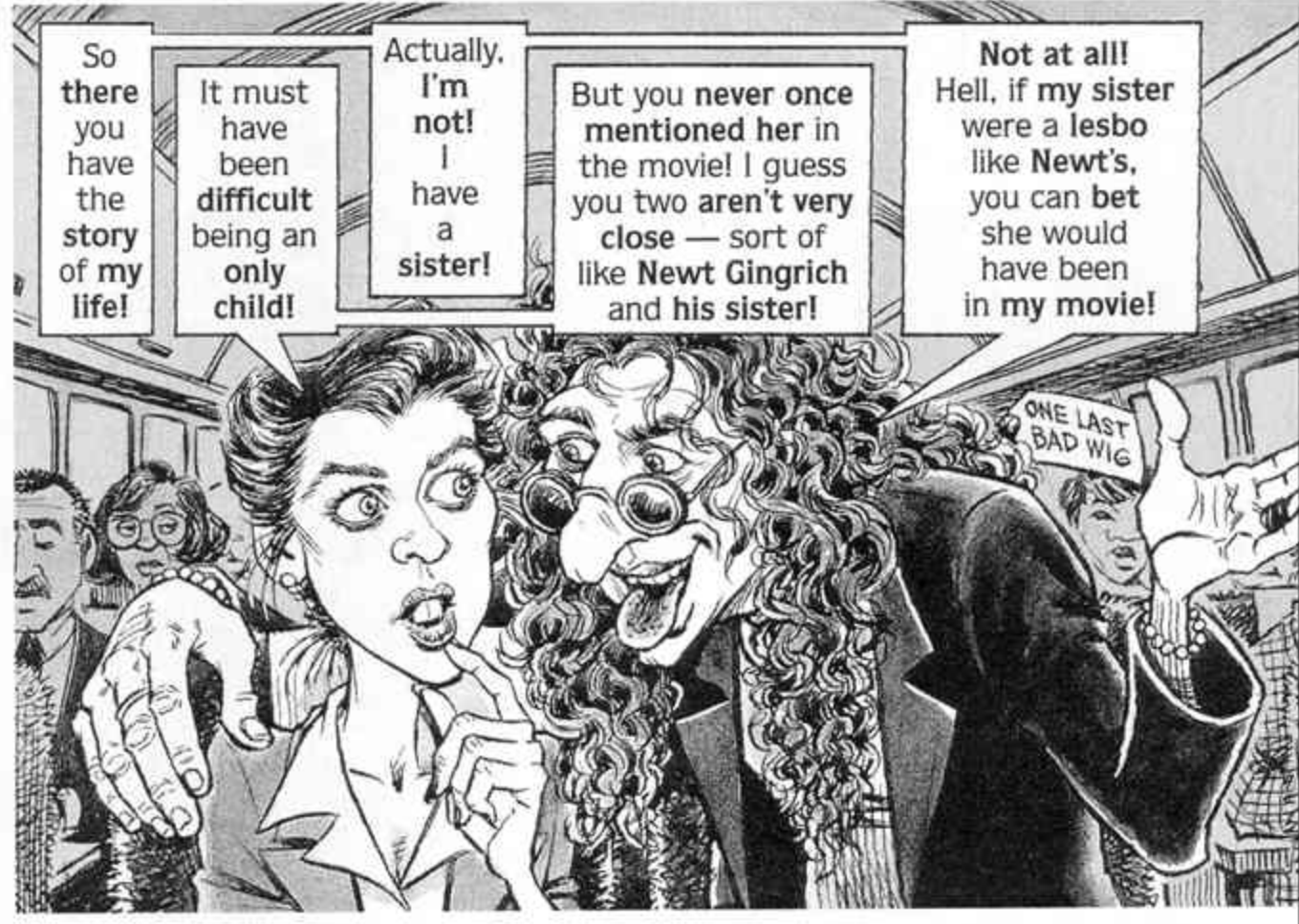
No — a cover! I haven't been able to say one insulting thing about blacks since you left!



Look, a Howeird Stern balloon!

That's no balloon! That's Howeird himself! He's so puffed up and full of hot air that he actually floats!

I'm number one! Don Imus, eat your heart out!



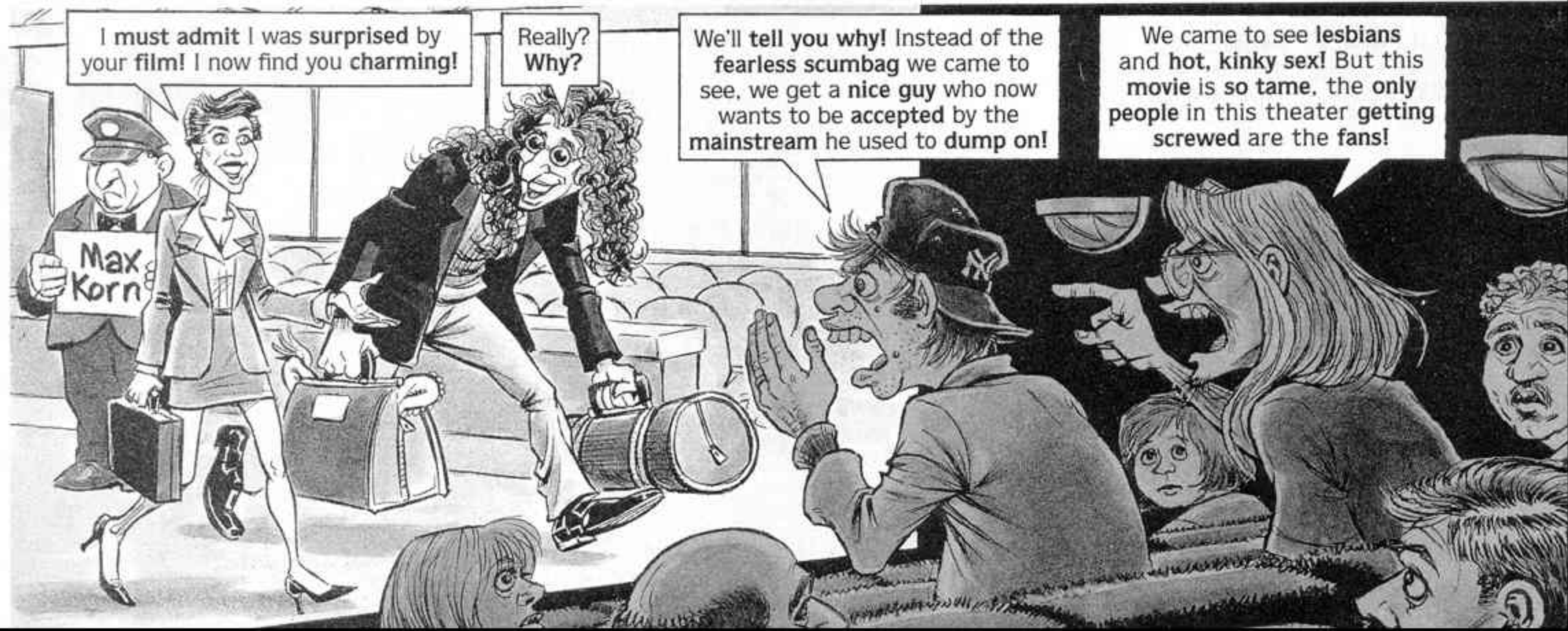
So there you have the story of my life!

It must have been difficult being an only child!

Actually, I'm not! I have a sister!

But you never once mentioned her in the movie! I guess you two aren't very close — sort of like Newt Gingrich and his sister!

Not at all! Hell, if my sister were a lesbo like Newt's, you can bet she would have been in my movie!



I must admit I was surprised by your film! I now find you charming!

Really? Why?

We'll tell you why! Instead of the fearless scumbag we came to see, we get a nice guy who now wants to be accepted by the mainstream he used to dump on!

We came to see lesbians and hot, kinky sex! But this movie is so tame, the only people in this theater getting screwed are the fans!



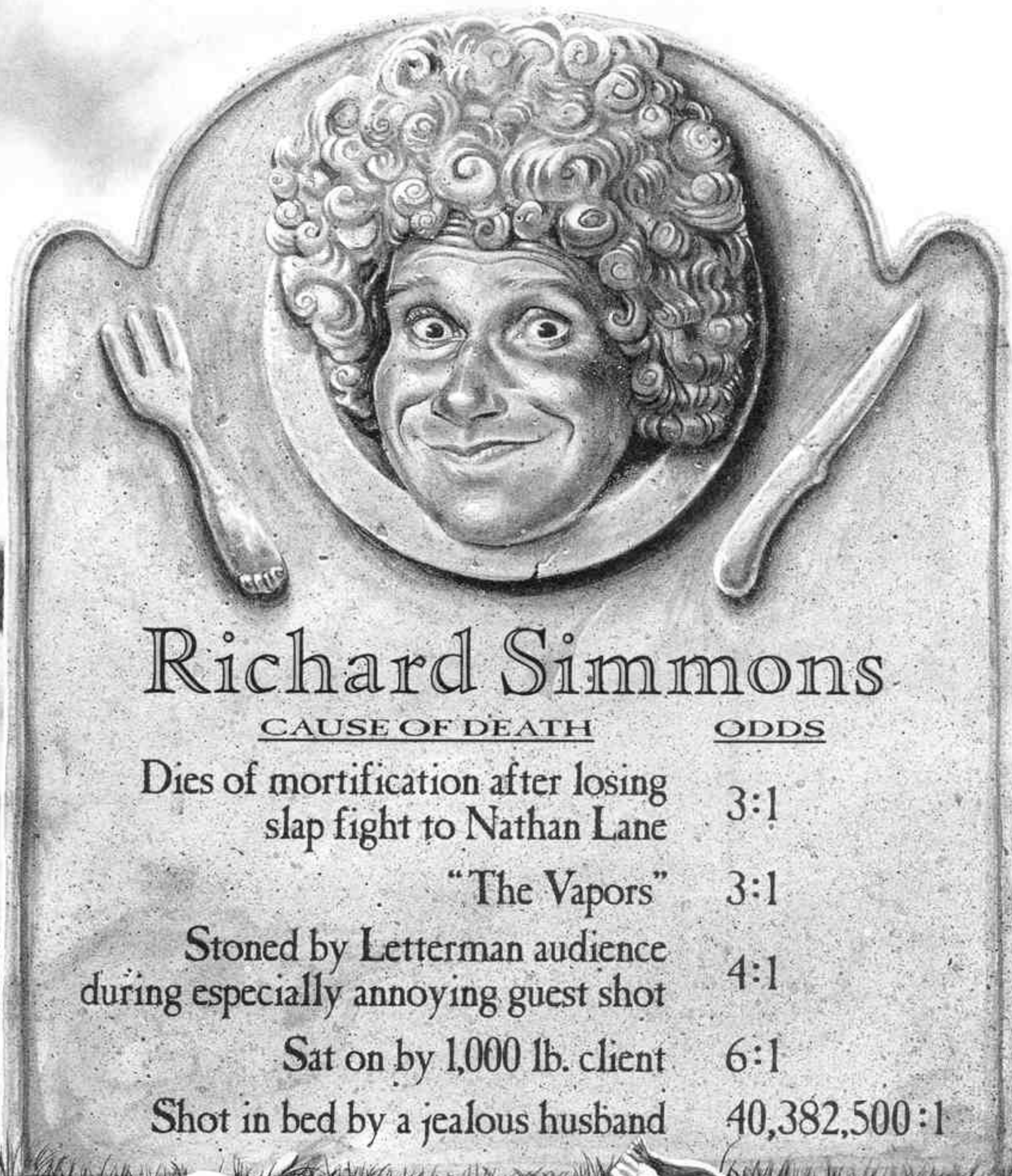


GRIEVING LAS VEGAS DEPT.

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

Our crack oddsmakers give you the latest Vegas line on how one of today's biggest stars is going to meet their maker!

**THIS MONTH'S CORPSE-TO-BE:**



Richard Simmons

CAUSE OF DEATH

ODDS

Dies of mortification after losing  
slap fight to Nathan Lane

3:1

"The Vapors"

3:1

Stoned by Letterman audience  
during especially annoying guest shot

4:1

Sat on by 1,000 lb. client

6:1

Shot in bed by a jealous husband

40,382,500:1



WHERE DO EXPERTS  
AGREE MORE  
DEFENSE DOLLARS  
ARE URGENTLY  
NEEDED?

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

It used to be that liberals complained that too much money was being put aside for the military budget. Billion dollar planes and expensive artillery were looked upon as a waste of money. However, these same people now agree that there is an area in defense where money is desperately needed. To find out where the weak spot is, fold page in as shown.



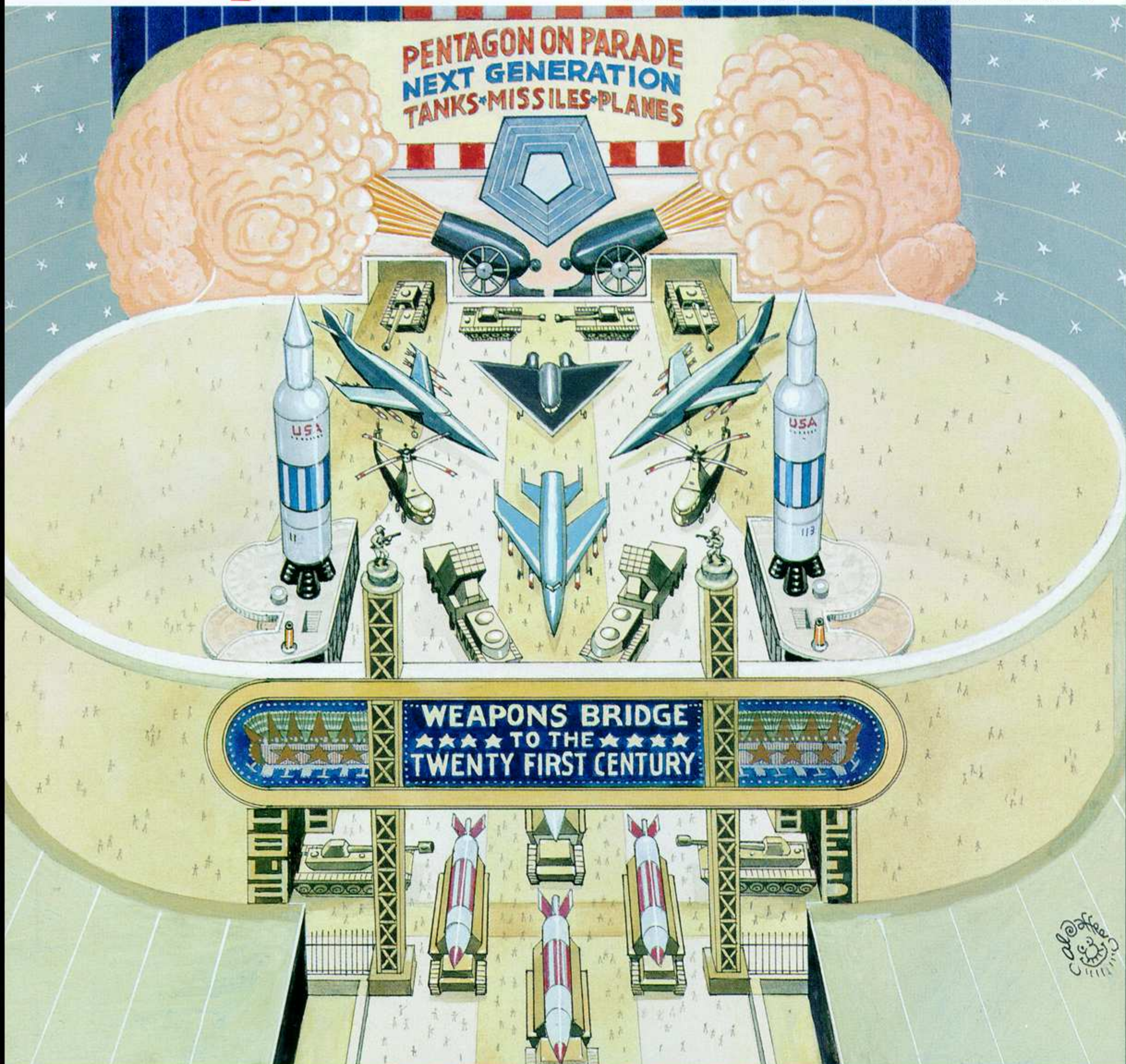
FOLD PAGE OVER LIKE THIS

**A**

FOLD THIS SECTION OVER LEFT

**B**

FOLD BACK SO "A" MEETS "B"



IN A DISPLAY OF MILITARY MIGHT AND POWER THE  
CLINCHER IS A NUCLEAR BOMB. WITH ONE BUTTON  
LEGENDARY DEVASTATION OCCURS. THE ONLY REAL  
FALLOUT IS A WORLD THAT'S NOT QUITE SOUND.

**A**

ARTIST AND WRITER: AL JAFFEE

**B**



# A Toy We're Sure To See

NEW!

MADE IN INDONESIA  
...but that's just a coincidence

# Wiley Willy™



BILLY, the reckless  
non-inhaling "dude"



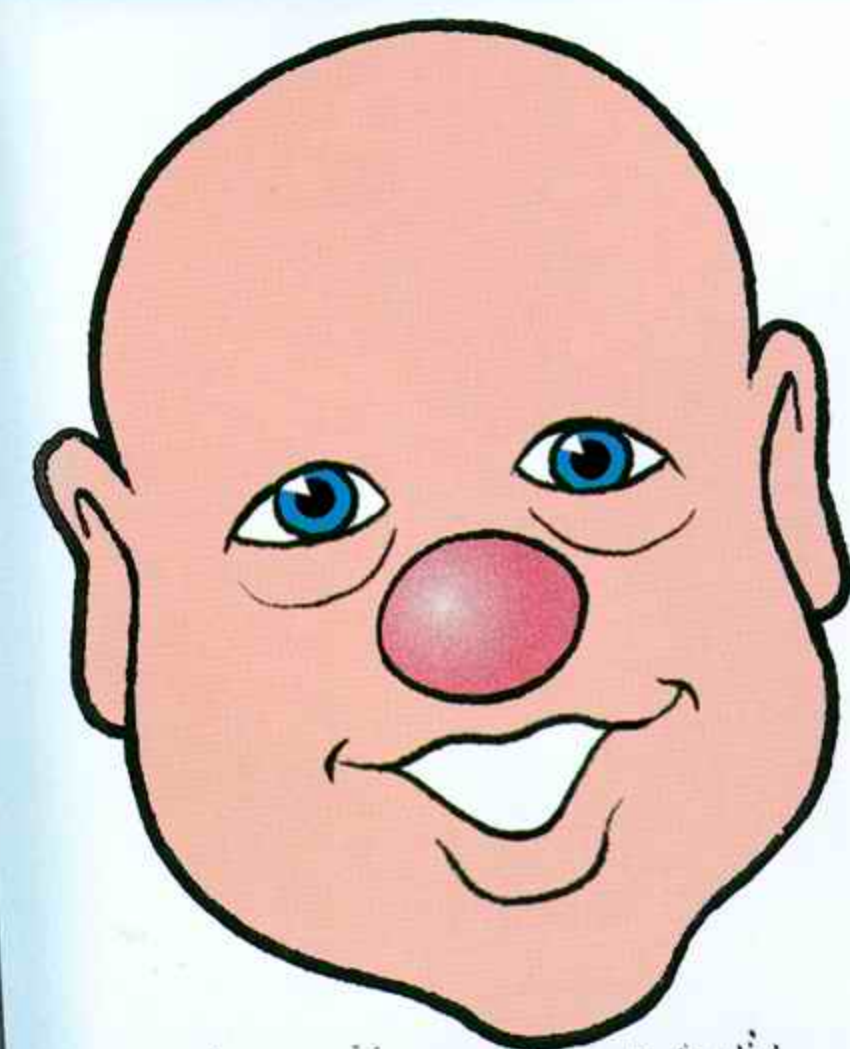
BILL, the angelic  
do-no-wrong President



SWEET WILLIAM  
Casanova



SLICK WILLY, the high rollin'  
real estate scandal man



## "MAGNETIC PRESIDENT"

USE THIS MAGIC WAND TO CHANGE WILLY'S  
APPEARANCE AS OFTEN AS HE CHANGES  
HIS POSITION ON THE ISSUES!



AGES  
18+

WILEY WILLY  
Model No. 2S

WHITEWATER SPECIALTY CO., Little Rock, ARK

