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MAD

OCTOBER NUMBER 1998 374

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Printed in





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— Alfred E. Neuman

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BOOM

FRONT COVER ARTIST: ROBERTO PARADA

BACK COVER ARTIST: TOM BUNK
BACK COVER WRITER: MICHAEL GALLAGHER

WAYANS WORLD

In the article "Six Degrees of Separation Between Anyone and Anything Part II" (MAD #370) I had a question about your depiction of the Wayans family. I recognize Kim, Keenan and Damon, but who the hell is that other guy (the one with the hair)? That cannot be Shawn or Marlon (the only other two Wayans that I know of in the entertainment industry). Is this a Wayans that I don't know of?

Eugene Lumley Bronx, NY

AND STATE OF STATE OF

Eugene — You call yourself a Wayans brothers fan? How could you not recognize the great Tito Wayans? Shame, shame, shame on you! —Ed.

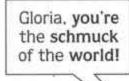


HORSING AROUND WITH CELINE

I was both enraged and shocked to see your recent "MAD Pop off Video" featuring Celine Dion's "My Heart Will Go On" (MAD #370). Her songs are wonderful and her voice is not a screech. It happens to be a two-time Grammy winner and a beautiful Canadian one. Though she may not be as attractive or pretty as all you imbeciles expect all celebrities to be, you cannot insult her in such ways. Her songs are excellent to listen to and I'm sure many people, both Canadians and non-Canadians, love them. I hope you learn to respect such talented singers in the future!

Gloria Yip Ontario, Canada

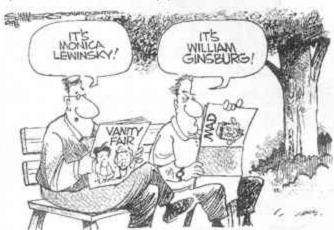
Yippy — Thanks for your letter from the Great White North! Because it's impossible for us to respond to your letter in an unbiased manner, we took the liberty of forwarding your missive to Ms. Dion herself. Her reply follows! —Ed.





ATTORNEY FOR THE WORSE

The Orlando Sentinel, that fine bastion of journalistic integrity and excellence, recently ran an editorial cartoon drawn by Dana Summers mentioning our fine publication, which we reprint here without any permission whatsoever!

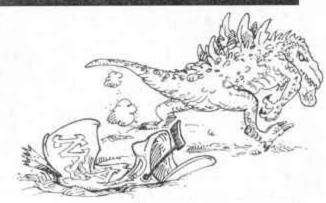


HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 374, 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! MAD doesn't read faxed submissions!

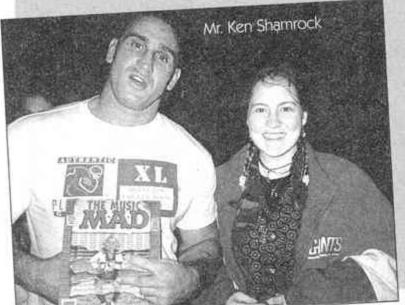
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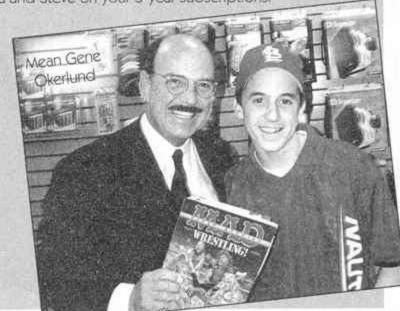


MAD CELEBRITY SNAPS

Fans of the squared circle will be delighted by our Celebrity Snap wrestling trifectal In one corner, the King of the Ring himself, Mr. Ken Shamrock! In another corner, Mr. Dude Love (both sent in by Theresa DeSauo of Scranton, PA)! And announcing this classic fiasco, none other than Mean Gene Okerlund (sent in by Steve Govern of Rochester Hills, MI)! We'd like to take this opportunity to put out a special Celebrity Snap bounty of a 3-year subscription and a set of MAD pins for pics of the following celebrities (and we use that term loosely) holding a copy of MAD: Sunny, Sable, Ms. Elizabeth or the evil Mr. Vince McMahon. Congratulations Theresa and Steve on your 3-year subscriptions!







SEND ALFRED E-MAIL VIA AMERICA ONLINE! KEYWORD: MAD MAGAZINE

visit the MAD web site! http://www.dc comics.com/mad/

MAKE A DUMB WISH!

Due to a multitude of requests, we are privileged to unveil a new letters page feature — The Make a Dumb Wish Joundation[™]! We will entertain the idea of granting the dumb wishes of our dumb readers depending on time, space and the dumbness of the wish! Let's kick off this baby with a wish from a very devout son!

My dad Richard M. Skillman and I love MAD. He turns 43 in July. He introduced me to MAD so please put his name in your next issue.

Thomas Skillman Orlando, FL

Tommy Boy — We'll do more than mention his name! We thought you might enjoy sharing with MAD's readers some factoids about your dad Richard M. Skillman:

- Prefers Siskel to Ebert
- Thinks it's funny when you say "United Snakes of America"
- · Once owned a flannel shirt with snaps
- Ranks his favorite performer as Tito Wayans

On behalf of everyone associated with MAD's Make a Dumb Wish Foundation, we hope this little tribute has made your dad's (Richard M. Skillman) 43rd Birthday a memorable one! —Ed.

SIZE DOES MATTER

I just got your new July issue and finished it in two hours. I wanted to know if you can make the magazine a little bit thicker. The Super Sized MAD Super Special (#129) is too much to afford with my allowance. If you can't make the magazine thicker, can you lower the price of the Super Sized MAD?

Marcus Foster Bronx, NY

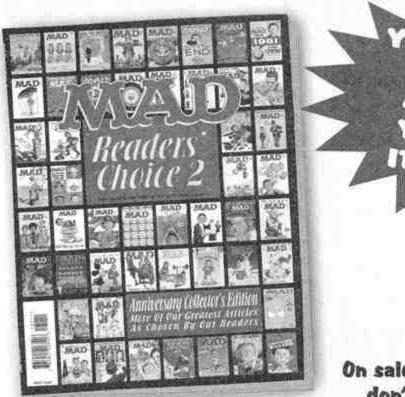
Marky Mark — Your letter arrived at a propitious moment, the inaugural day of our much-heralded Make a Dumb Wish Jourdation™! Can we lower the price of our thick and meaty Super Sized MAD? Sorry, there are some things even beyond the scope of the Foundation's considerable powers! Can we send you an absolutely pristine, complimentary copy of Super Sized MAD, our 128-page thick and meaty Super Special that you so desperately crave? Sure we can, but we won't! The generosity of MAD's Make a Dumb Wish Foundation™ is not all that it's cracked up to be! But all is not lost! We can wish you, along with 43-year-old Richard M. Skillman, the happiest of birthdays, whenever your big day is! —Ed.

Readers can send dumb requests to:

MAD Magazine

Make a Dumb Wish Foundation™

1700 Broadway NY, NY 10019



YOU ASKED FOR IT AGAIN — YOU GOT IT AGAIN!

> CLASSIC ARTICLES!

On sale at newsstands now! If you don't see it - ask for it again!





CARREY, A BIG SCHTICK DEPT.

What a summer of dreck! A goofy, computer-generated lizard nearly destroyed New York in Godzilla, two cheap-looking, computer-generated asteroids nearly destroyed the Earth in Deep Impact and Armageddon and a seemingly computergenerated script nearly destroyed Jim Carrey's career in...

the

I am Chrissake, the great TV director! In making The Truedumb Show I totally control the lives of people! I tell them what to say, what to read, what to think, how to vote! I control everything! Is there anything wrong with that? The Christian Far Right wouldn't think so! The town you see is a totally unreal place where honesty and truth do not exist! Kind of like Washington, D.C., only the streets are cleaner!

It's the ultimate soap! Except for Truedumb, all the people who live here are actors,



الورز رام

told you that nothing you see is real?

MILAR

MA 1 1 1 1 1

HI HALLENSON

THE WALL

DE BShow

I pretend to be Truedumb's wife! He doesn't know this, but throughout our fake wedding ceremony! had my fingers crossed, which means it didn't count even though it didn't count! But then, everything about my relationship with my husband is fake! Except one thing that's real — I fake my orgasms!

1/1/11/11

All these actors have created a TV life that Truedumb has been starring in without knowing! For an unbelievably believable thirty years! Even his parents have been deceitful to him! ARTIST: SAM VIVIANO WRITER: STAN HART

1111111111111111

11/14/11/11/14

The Lotter

GOVER TOWN

HUMAN

1111 2 9

THE WALL

True, but don't ever feel sorry for Truedumb! I'm his mother and let me tell you, that little S.O.B. ruined my life! I got this role when I was 30 years old and I've had to stay with it ever since! What kind of a career is that for a working actress? Who'll want to hire a 60-year-old bag like me when this show finally goes off?

Every single moment of Truedumb's life has been on TV

THE YEAR

PHARASTY AND WAY

Hey, ma, do we have to watch this show?

Market (

in man

Of course! Why would a you want to miss any apart of Truedumb?

Because he's taking a dump and I'm trying to eat dinner!





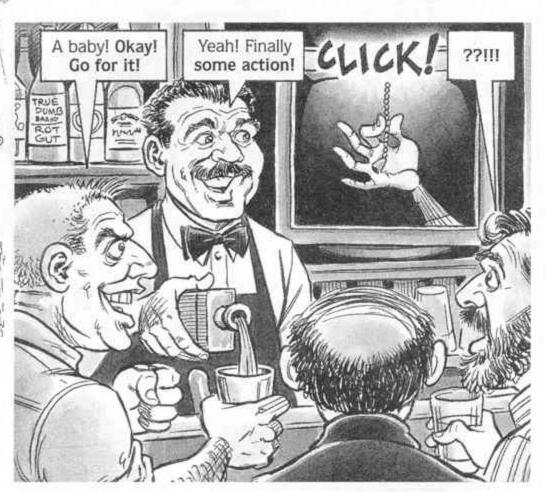
















Dad! Dad!
I don't
believe
it! You're
alive! You
didn't die!

I might as
your fathe
me be on a
out a mis
I don't k
but

I might as well have! Just because I played your father 20 years ago, they wouldn't let me be on another TV show! So I had to eke out a miserable living doing voice-overs! I don't know how to tell you this, son, but your father's a Teletubby!



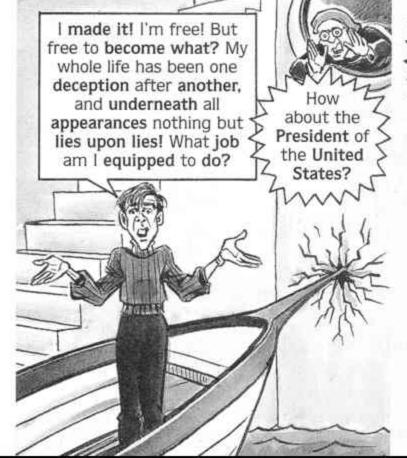


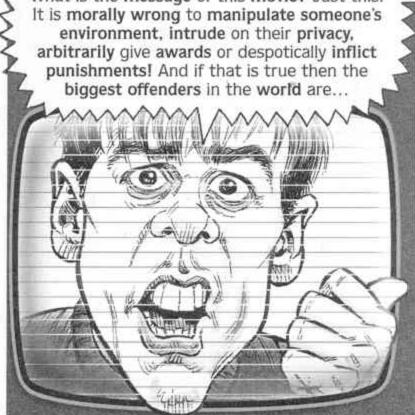








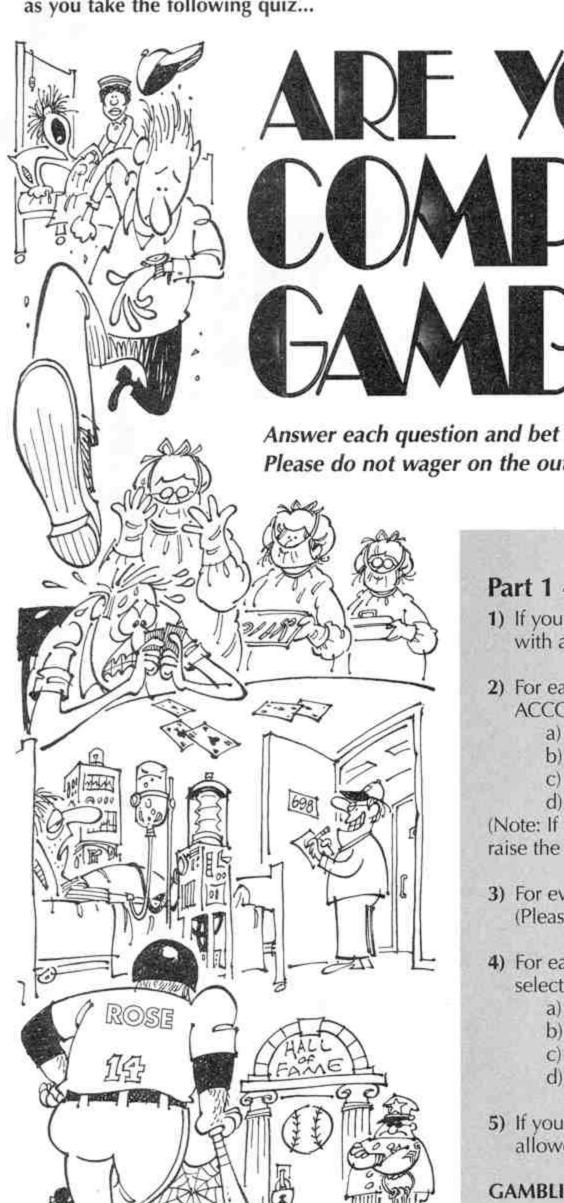




What is the message of this movie? Just this:



nless you have the intelligence of one of Donald Trump's dates, it should be obvious to you that America is becoming a nation of gamblers. Winning the lottery has replaced the Protestant Work Ethic. Las Vegas casinos now offer day care so mom and dad have a place to dump Johnny while they place what remains of his college education fund on lucky number eight. And Native Americans are taking back every dollar the white man ever screwed them out of chip by chip. How about you? Have you pulled the arm of a slot machine so often you've been treated for carpal tunnel syndrome? Have you passed up free tickets to Sigfried and Roy's show because it would cut into your time on the roulette wheel? If you have, then we bet it's a sure thing you'll want to roll the dice and let the chips fall where they may as you take the following quiz...



COMPULSIVE P CAMPIFD

Answer each question and bet accordingly.

Please do not wager on the outcome of this quiz prior to completing it.

Part 1 - Gambling Patterns

- 1) If you missed the birth of your child because of a scheduling conflict with a cockfight, BET \$3.
- 2) For each of the following that you've ever lost in a poker game, BET ACCORDINGLY:
 - a) Your watch, BET \$3
 - b) Your car, BET \$5
 - c) Your house, BET \$7
 - d) A kidney, BET \$20

(Note: If you couldn't bet a kidney because you previously sold one to raise the scratch money to get into the poker game, BET \$50.)

- For every bone you've ever had broken by a loan shark, BET \$2.
 (Please count compound and multiple fractures as one break.)
- 4) For each of the following that you've ever used as inspiration when selecting lottery numbers, BET ACCORDINGLY.
 - a) A sick friend's hospital room number, BET \$2
 - b) The death toll in a recent earthquake, BET \$5
 - c) The flight number of a doomed 747, BET \$11
 - d) Lady Di's car's license plate, BET \$13
- 5) If you have a standing bet with Pete Rose on whether or not he'll be allowed into the Baseball Hall of Fame, BET \$9.

GAMBLING PATTERNS SUBTOTAL

Part II - The Gambling Lifestyle

- For each of the following names you've ever selected for your children, BET \$5:
 - Secretariat (Single Child)
- Trifecta & Exacta (Twins)
- - Win, Place & Show (Triplets)
- 2) If you've ever claimed a jockey as a dependent on your income tax return, BET \$4
- 3) Gamblers frequently allow their love of risk-taking to spill over into other aspects of their life. For each of the following that applies to you, BET ACCORDINGLY:
 - a) Have flown on Valulet, BET \$4
 - b) Have eaten a Jumbo Jack burger at Jack-In-The-Box, BET \$5
 - c) Have appeared as a guest on the Jerry Springer Show, BET \$9
 - d) Have dated Charlie Sheen, BET \$20
 - e) Have criticized Latrell Sprewell to his face, BET \$25
 - f) Have had unprotected sex with a gay, intravenous drug user, BET \$30
 - g) Have had unprotected sex with Courtney Love, BET \$100
- 4) For each of the following statements that you've ever found yourself uttering, BET ACCORDINGLY:
 - a) "Now you get out on that basketball court and shave five points off the final score or when we get home you're going straight to your room without dinner, young man!" BET \$10
 - b) "But honey, it's a sure thing! The guy said it's the fastest cockroach on the East Coast!" BET \$15
 - c) "Look, father, either you let me in this Bingo game or the nun gets it!" BET \$19
- 5) If you've ever organized a quick game of liar's poker while waiting for a Gamblers Anonymous meeting to start, BET \$10.

GAMBLING LIFESTYLE SUBTOTAL

Part III - Hypothetical Situations

- 1) You're involved in a back alley craps game when suddenly your dog breaks away, runs into the street and is hit by a car. You would most likely:
 - a) Keep playing craps. After all, the dog knew the probability of getting hit when he ran out in traffic, BET \$5
 - b) Begin establishing odds with the other craps players as to whether or not the dog makes it, BET \$7
 - c) Immediately remove the dog's rhinestone collar in case you need it for collateral later, BET \$10
 - d) Ask someone to make note of the dog's official time of death so you can play that number on the roulette wheel on your next trip to Atlantic City, BET \$12
- 2) While flipping through a magazine in your comped Las Vegas hotel room you notice a quiz to determine if you are a compulsive gambler. At the top of the page is a warning asking you not to wager on the outcome of the quiz before taking it. You most likely would:
 - a) Ignore the warning and try to find a sucker to bet against you, BET \$3
 - b) Situation would never occur. Reading magazines takes away from valuable blackjack playing time, BET \$10

HYPOTHETICAL SITUATIONS SUBTOTAL

GRAND TOTAL

SCORING

If you bet more than \$12, the odds are 6-5 that you're a Compulsive Gambler. More than \$25, it's a sure thing, sucker!







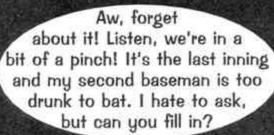
















Sorry, Lou,

ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

You don't understand! I suck at softball!

Make

me proud,

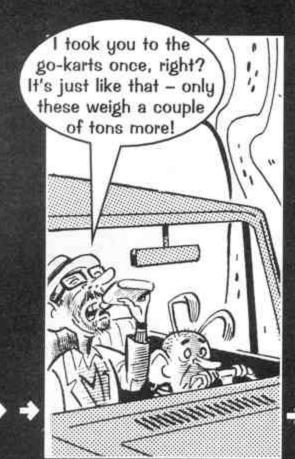
boy!

Hell, that don't matter, kid! Here, stick some chaw in yer jaw and swing away!

THE BIGGAME

bond...especially after dad has had a few. The suicide squeeze is on.







Tonic

Water?!?





I was there! I was passed out under the pool table! Dotty, this here's my boy Monroe!







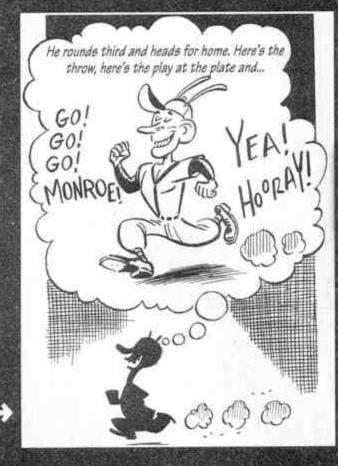














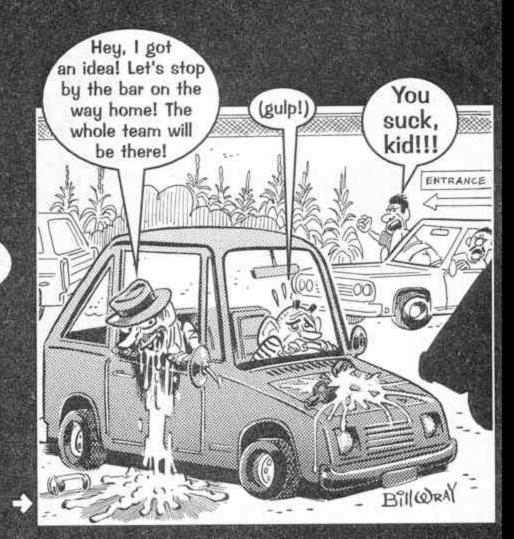












PROSE AND CONDOLENCES DEPT.

arlier this year Hallmark came out with a new sympathy card— the first of its kind— for those who knew someone who took their own life. While we're sure it's in the sensitive and tasteful (yeah, right!) Hallmark tradition, we're guessing that as sales pick up and competition intensifies, they'll be looking for creative ways to give this unique line a marketing boost! Who knows what we'll see...

SUGUS CARDS CARCION



But Now That
Stupid Is Gone,
What Do You Say
We Go Shopping
With The
Insurance Money!



IN YOUR TIME OF LOSS THERE'S ONLY ONE THING WE CAN SAY...



WHAT THE BELL TOURS

ARTIST: SAM VIVIANO

WRITER DUCK EDWING



SUICIDE CARDS REALLY CATCH



And a few swipes of furniture polish will get rid of those footprints on the chair!



I heard your brother jumped off a bridge.



I GUESS
HE WON'T
LIVE LONG
AND
PROSPER!

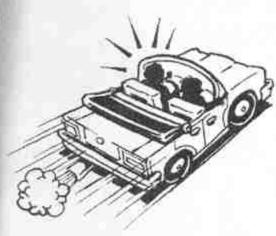


In times of loss and sorrow it can be so very difficult to find the right words to express the deep sympathy that one feels...

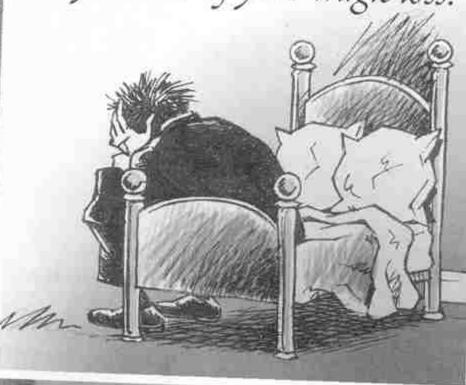
I'm sorry your husband rigged
a 12-gauge double-barrel shotgun
with two feet of binder twine,
a J-hook and an old clothesline pulley
to the latch on your front door
so that when you opened it,
his head was blown off his body,
spattering bone and
brain matter everywhere.
Tough break.

Sorry
to hear
your
son
killed
himself.

AT LEAST
NOW
YOU'LL HAVE
YOUR CAR
ON
SATURDAY
NIGHTS!



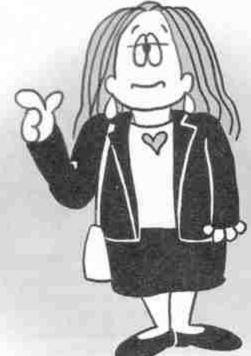
Sorry to hear of your tragic loss.



But you were planning on replacing that bedroom rug anyway,



When I heard your wife killed herself,



it made me think about how I'd like to go...

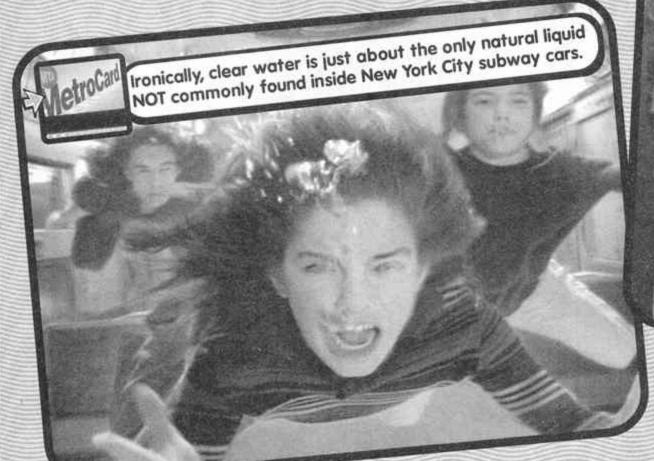
DEATH BY CHOCOLATE!



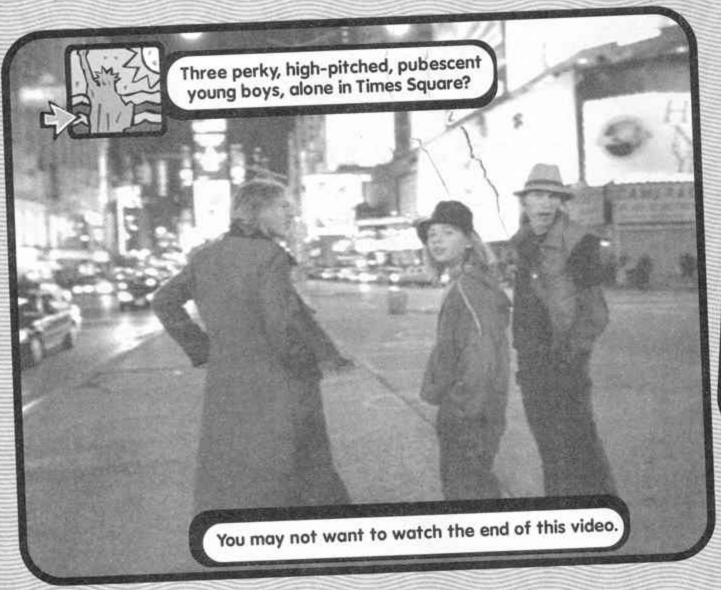


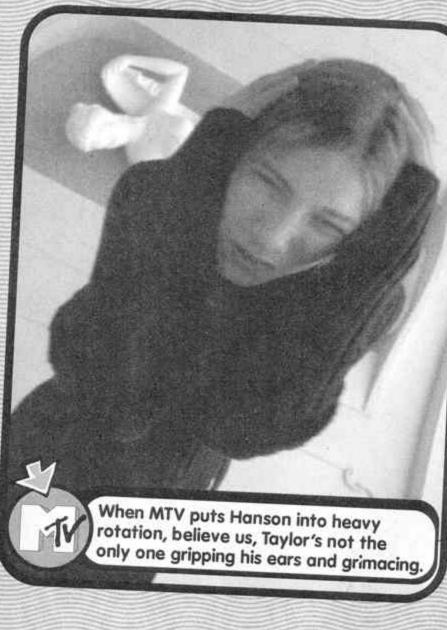
MAD OFF VIDEO POP OFF VIDEO

Hanson "Weird"









CHATOLOGICAL HUMOR DEPT.

With the possible exception of taste tester for Häagen-Dazs, being a movie star must be the best job in the world! You say a couple of lines in front of the camera, they pay you a bunch of money and then you ride home in your limo to your expensive Beverly Hills mansion where your beautiful exmodel wife is waiting naked for you! Great, right? Sure... until the movie comes out, and you have to pack up your bags and schlep all over the country for the next three months to promote the damn thing! Don't believe us? Then take a hypothetical journey with the star of Titanic as we embark on...

Leo's TALK SHOW ADVENTURE

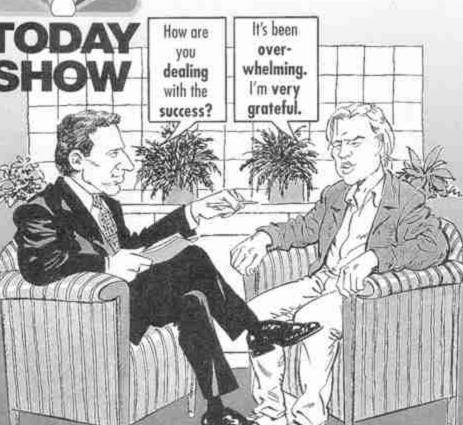
Why Ha

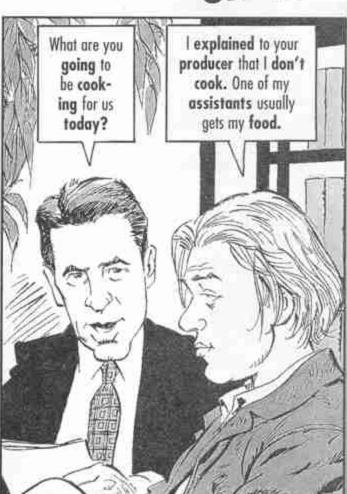
Why Stars WRITER: ANTHONY BARBIERI

Hate Going

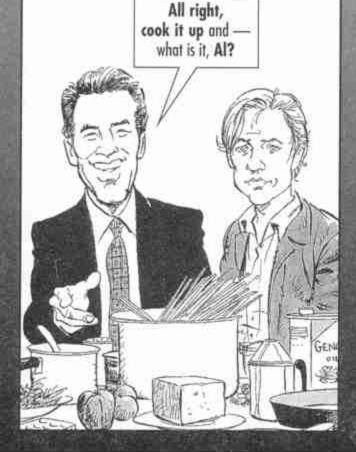
on Talk Shows



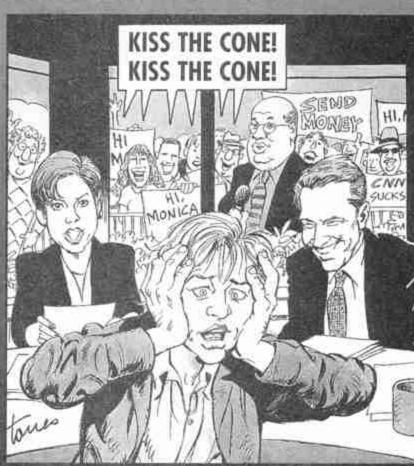






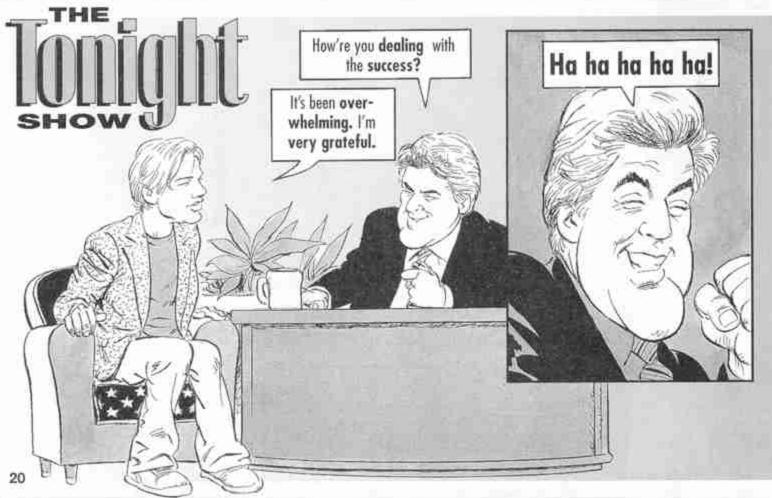


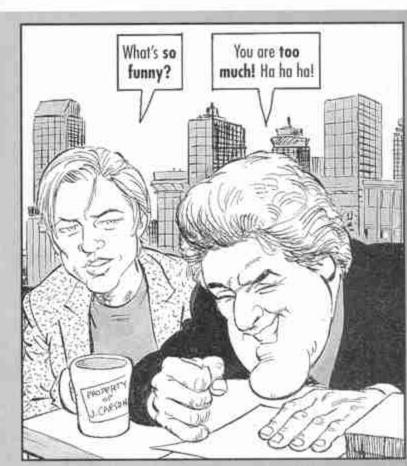


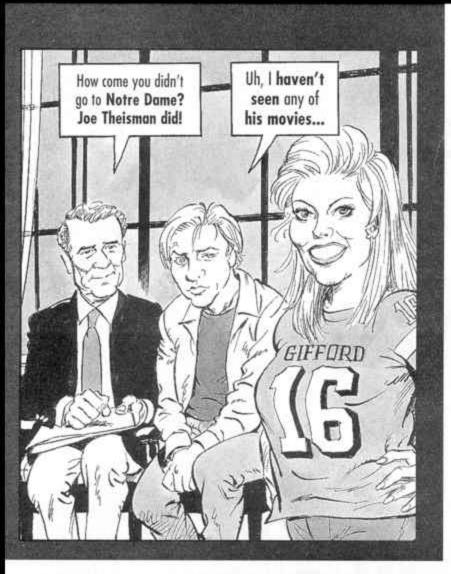








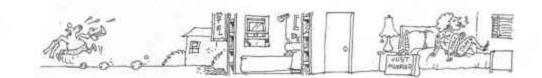




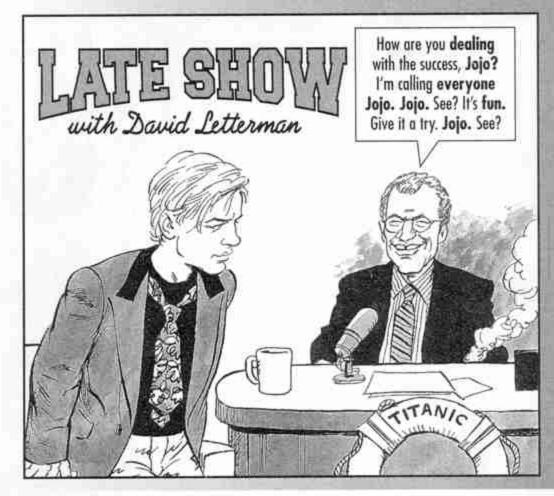




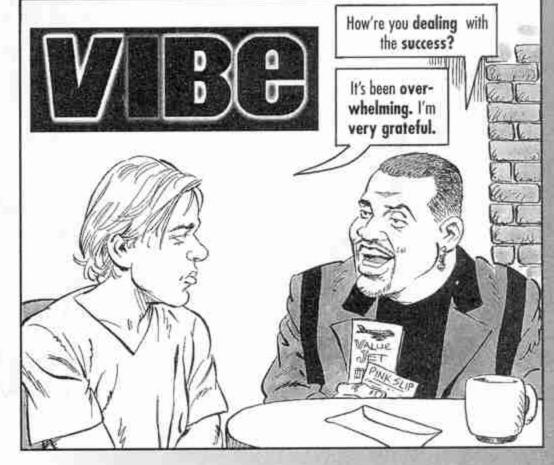




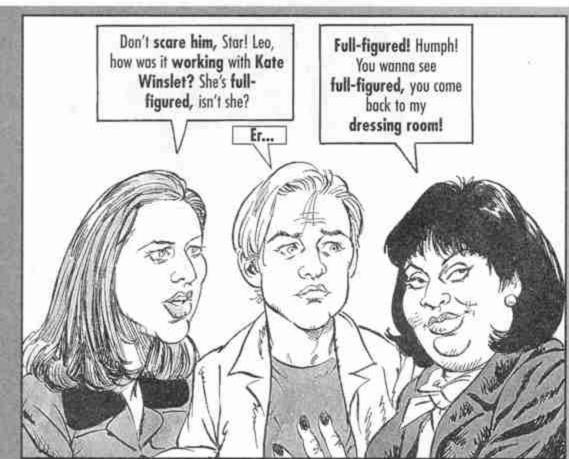


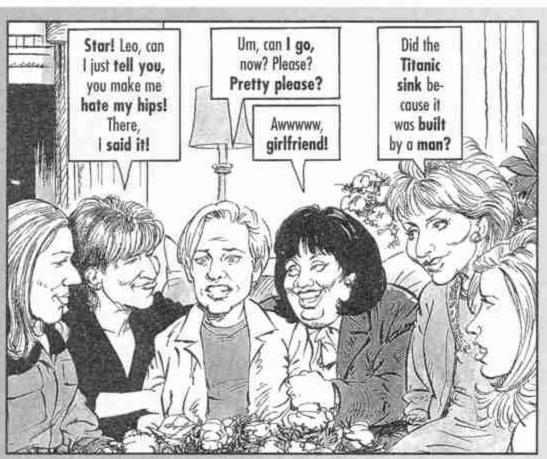


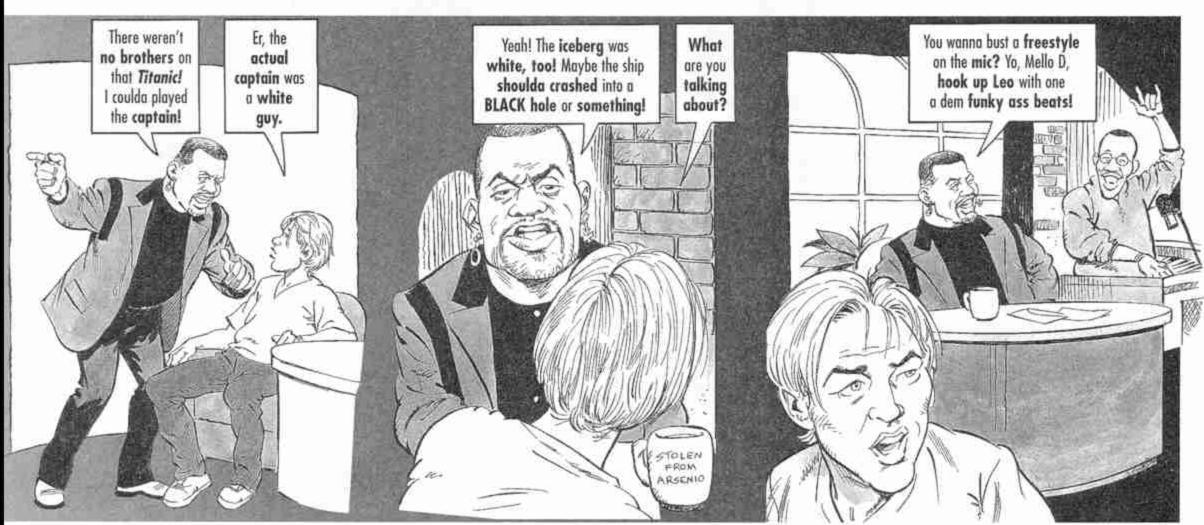








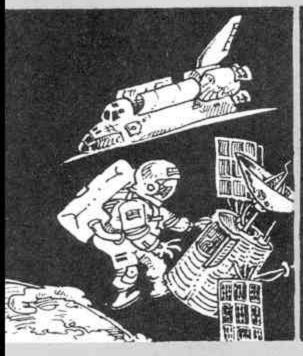






AMAD LOOK

ARTIST AND WRITER: SERGIO ARAGONES









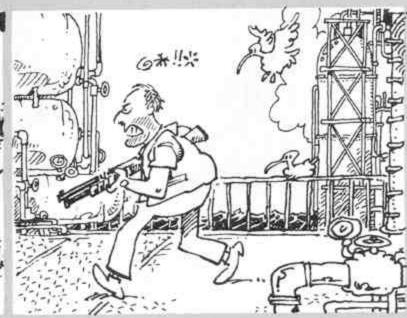
















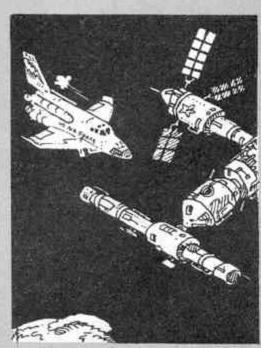










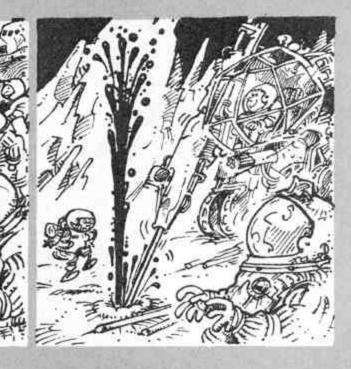




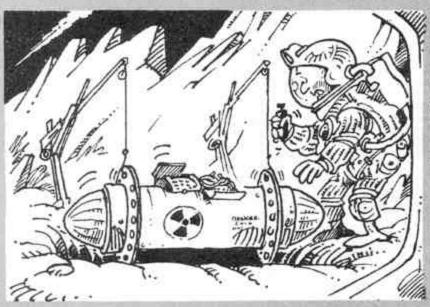








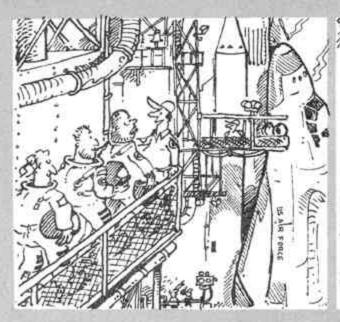














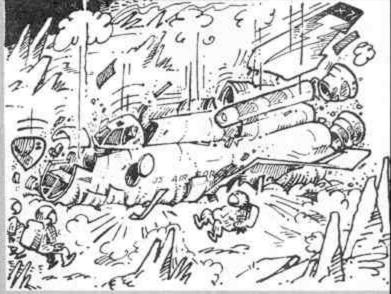




























If you ever try to tackle the classified ads you may find it's a lesson in frustration. All the ads break down into three categories: jobs you're not qualified for, crap you don't want to buy and people looking for things you don't have! Wouldn't it be fabulous if for just once you could peruse a paper and find these...

DREAM CLASSIFIED ADS









ENTHUSIAST?

Tell us in your own slurred voice how the coaches & players screwed up last night's game & what you'd have done differently! We'd like to pay you for your informative, intoxicated opinion! Call us toll free at: 1-800 THE FAN











WE PAY

ORIGINAL RETAIL PRICE FOR

- ALL VINYL RECORDS
- 8-TRACK TAPES
- ATARI 2600 CARTRIDGES

Any condition is fine with us Come by any local Knucklehead Bob's Store



TURN YOUR TOENAIL CLIPPINGS & BODY LINT INTO CASH!

Contact Terra Recycling for details at 555-6834

CYBER GEEKS!

Tell us about your computer:

How much RAM? What's your hard drive size? Who is your Net server? What level of Tomb Raider have you beaten? E-Mail us at:

www.cashformorons.com



CASH FOR CAT LOVERS

We'd love to hear all about the cute mischievous little things your cat does and how special and different he is from other cats... Because we find that really damned interesting!

Call Donny at 555-8492

AARE YOU A COMEDIAN???

If your "stand-up" routine contains subject matter such as: ... How bad airplane food is ... Taxi cab drivers ...New York & LA attitude differences ... How you're in a new relationship ... The funny little changes in your life, now that you have a baby Then whatcha waitin' for?

Call 555-8912 for paid bookings at LAFF-GHANISTAN, 843 Slackman Ave.

HEY FUNNY GUYS!

We pay you to quote Monty Python lines! Silly British accents a plus! Call 1-800 PARROT for information

ARE YOU AN INSANELY JEALOUS, **OBSESSIVE GUY?**

Big-time cash to call your ex-girlfriend every 12 minutes and hang up when she answers! Send résumé to:

> Obsessive Guys "R" Us BOX 59



To spray paint that your favorite band "rules" or "kicks ass" on bridges and underpasses. Send your name and address to: Your Band "Rules" or "Kicks Ass" BOX 17 for free box of spray paint and first paycheck

LOST

Crumpled-up sheet of blank notebook paper. \$100 reward for return. Contact Fred at 555-0365

AIR GUITARISTS!



Quit wasting your talents at lame parties and make some serious \$! Apply in person at:

Nit-Wit Tony's Air-Instrument Barn

DID YOU HEAR ABOUT THE O.J. SIMPSON TRIAL?

If you answered "yes," you are entitled to \$50 from the U.S. Government! Contact The National Trial Awareness Program at 1 - 8 0 0 - 0 J - 0 J - 0 J to receive your check by mail

Get Paid!

To pop those little air bubbles in puffy packaging! Write to BOX 92 for your first free roll

TEENAGERS!

Get paid to "peel out" at our convenience store parking lot. Your talent deserves big money! Contact store manager at: 555-5333

ARE YOU OLD?

We'll pay you \$\$\$ to show us pictures of your grandchildren and slowly tell us stories as you backtrack over your entire life! Apply in person at the mall food court



just to call and test new phone sex services! Call Joey at 1-800 OH-BABY for details

GIRL SEEKS BOY

Wealthy & Gorgeous woman who agrees with your opinions and will not date other people (although it's all right if you do)! I'm also into monster trucks, pro wrestling and "car chase" movies! I'm looking for a guy who wants to quit his job & loaf off while I cook & clean! What are my requirements? Only that you let me pay for everything! For more into write to Tiffany, BOX 4. Don't send a photo, I don't care what you look like!

- ★"New Kids On The Block" Pogs
- ★Episodes of NBC's Manimal on Beta
- ★Lambada Instructional Videos
- ★ My Two Dads Lunch Boxes
- ★ Waterworld Action Figures
- *Apple "Newton" Computers
- ★Sinead O'Connor & Pat Benatar's "Big Band" Albums

CALL 1-800-NO-TAST NOW!

LONELY SECRETARIES

Competitive salary to get "tanked up" on Margaritas and sing Michael Bolton songs at our Karaoke bar! Apply in person at:

Dave's Meet Market, 1 Nitestand Ave.

MARKMARKS



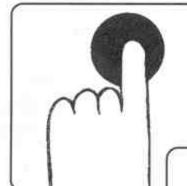
WRITER: STEVE ROSS

Buy anything that comes with instructions these days and you're in big trouble. No matter how high-tech and advanced the product is, the instructions read like they were written by Reynaldo, a semi-literate, minimum-wage third world worker who speaks (but doesn't write) English as a fourth language! Then again, it doesn't really matter, because even if the instructions were intelligent, they wouldn't reflect what really happens when you try to follow them anyway! What we need is Reynaldo to draft up some...

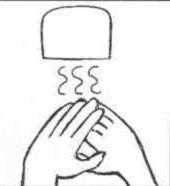
VISUAL INSTRUCTION

FOR THE WAY THINGS

ON A PUBLIC HAND DRYER...



Push Button

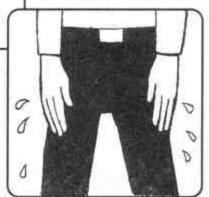


Rub Hands Together Gently Under Warm Air





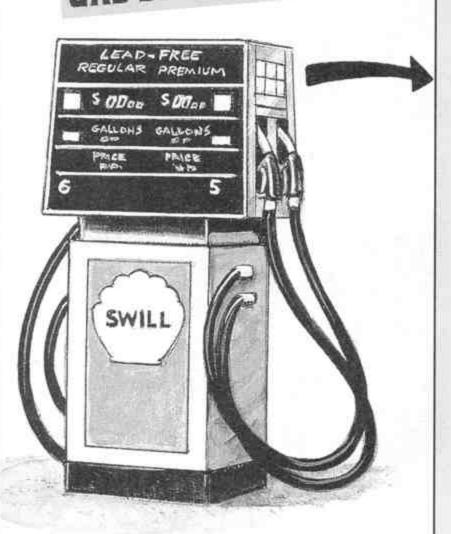
Look Around For A Paper Towel Dispenser And Find None

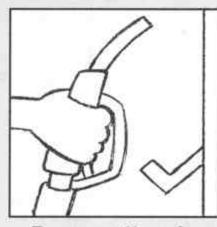


Wipe Wel Hands On Pants

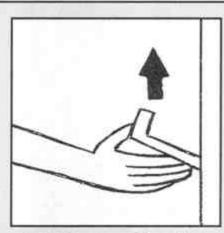
GAS STATION PUMP...

POTERZERIE





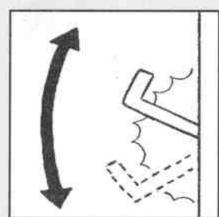
Remove Nozzle



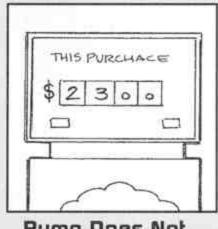
Lift Pump Handle



Pump Does Not Reset



Slam Pump Handle Up And Down

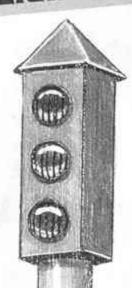


Pump Does Not Reset



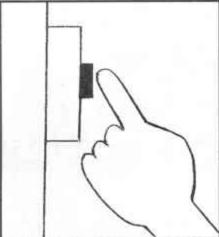
Yell At The Clerk To "Turn On The Damn Pump!"

ON A TRAFFIC LIGHT POLE...

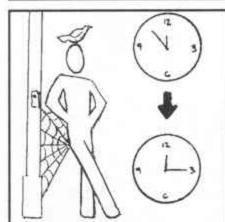


READ





I. Push Button And Wait For "Walk" Symbol



2. Continue Waiting For "Walk" Symbol For Several Minutes

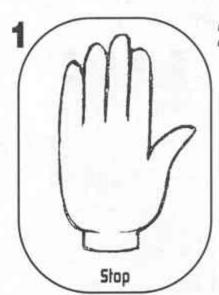


3. Tire Of Waiting For Walk Symbol And Impatiently Proceed Across Street

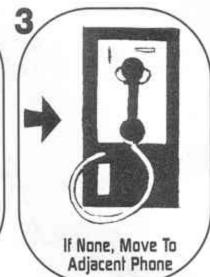


4. Roll Across Hood And Into Windshield

ON A PAY TELEPHONE...





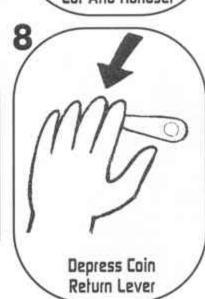
















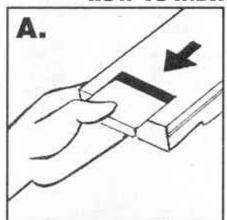


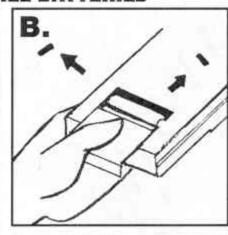
SPA FON

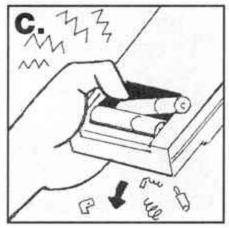
FROM THE OWNER'S MANUAL OF A REMOTE-CONTROLLED ELECTRONIC DEVICE...

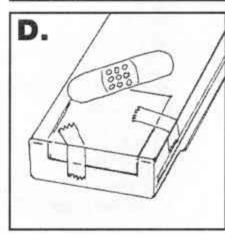
HOW TO INSTALL BATTERIES





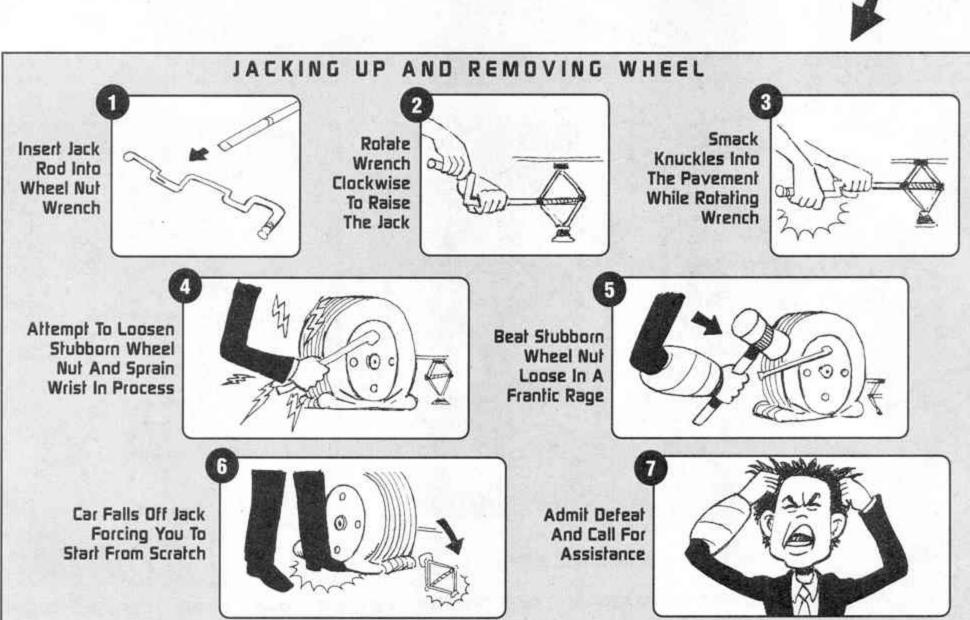






- A. Remove the rear cover of the remote control unit by pressing down on it with your thumb and simultaneously pulling it backwards.
- B. During previous step, thumbnail and rear cover lab will break off simultaneously.
- C. Install batteries. Please note: Batteries may need to be forced into place, resulting in additional damage to remote unit.
- D. Reinstall broken rear cover of the remote control unit and tape into place.







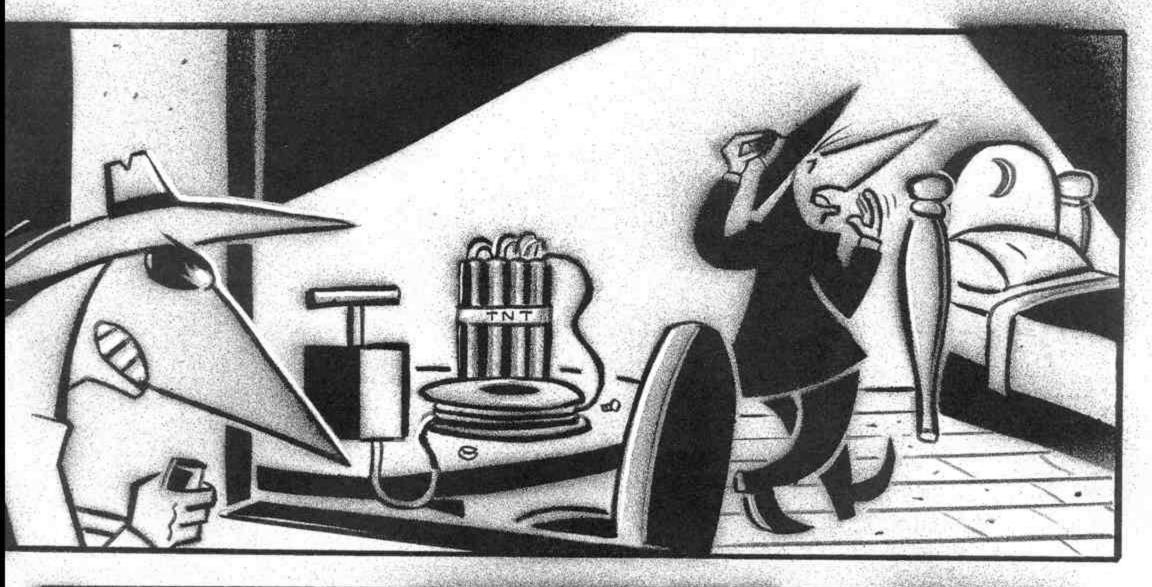
RADIVE SPY

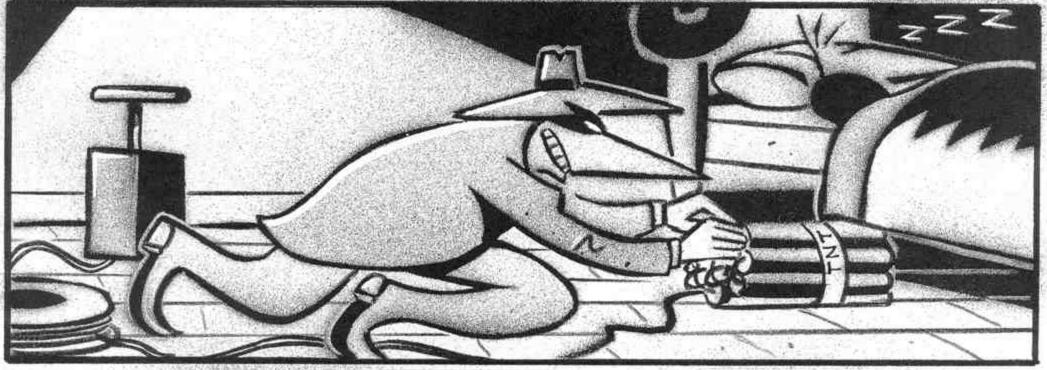


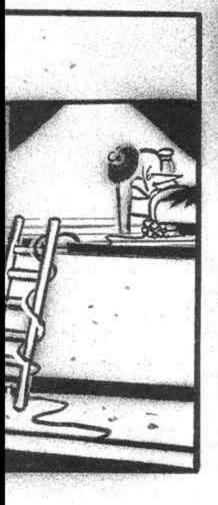








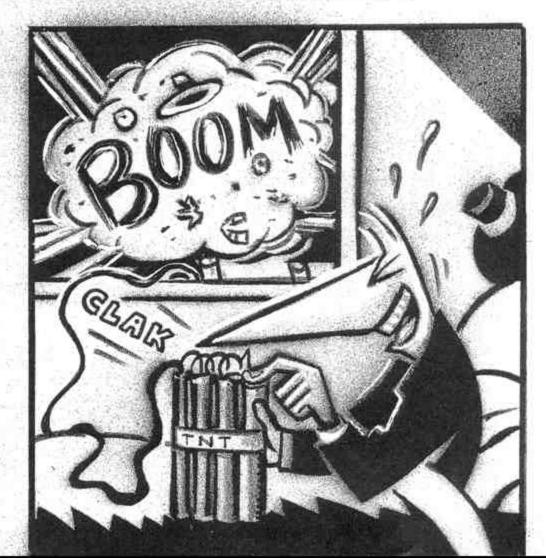


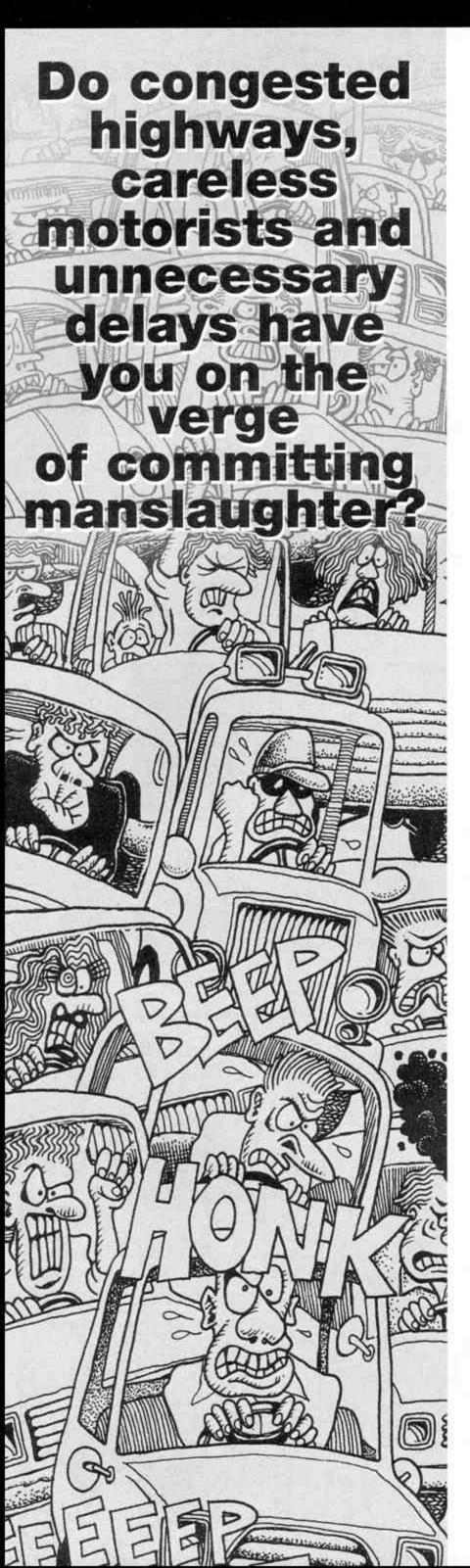




ARTIST AND WRITER: PETER KUPER

KUPER





NOW YOU CAN



ROAD RAGE



Fume-OFF,™ the miracle product guaranteed to help ease the stress, the anger, the frustration and the homicidal irritability that come from driving on our nation's roadways!

Only Fume-OFF™ has three fast-acting ingredients that go to work immediately on a body's Rage Centers™ to relieve the symptoms most

with Road Rage.

Flipotussin

travels through the bloodstream to the middle finger of each hand, making it impossible for you to flip the bird to that dumb bastard with his directional on in the right lane – but still allowing you enough flexibility to pick your nose!

Deaccelerin

numbs the foot so you can't step on the gas to chase the idiot who just cut you off!



works to temporarily cloud the memory. You simply "forget about" the gun stashed in your glove compartment, the baseball bat under your seat, the crowbar in your visor, the ice pick in your pocket and the flame thrower in your trunk. And when you forget that they're there, you can't use them on the miserable sonofabitch who just tapped your bumper from behind!



So don't

There's only

ONE WAY

to persistent Road Rage.

to turn your drive time into quality time. Take the little pill that's shaped like a steering wheel.

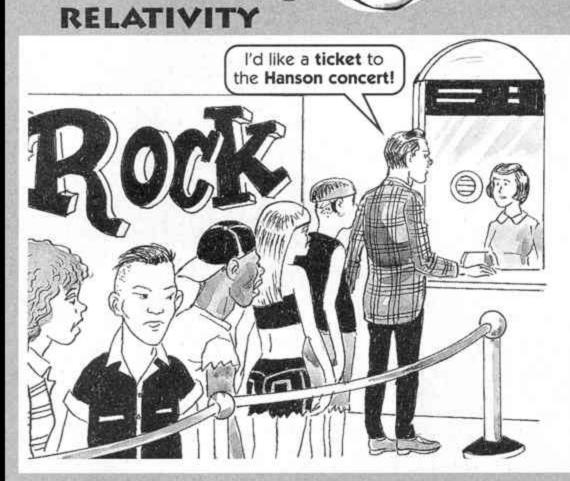
WARNING: Do not take Fume-OFF™ if planning to operate heavy machinery such as a car, truck, bus, mini-van, or anything with tires. Take one pill for every 567.8 kilometers you plan on driving. Discontinue use if you hear ringing in your ears, unless of course, it's your car phone. Do not mix with avocado. When backing up, be sure to reverse pill dosage for maximum effectiveness. An itchy, splotchy, bleeding rash covering most of your body signifies that Fume-OFF™ is working full strength. Be happy! Guarantee: If for any reason you are unhappy with Fume-OFF™ return the unused portion and we will send you a placebo replacement.

JUSTICE

I ask you to reconsider, Your Honor! After all, I do know something about the law! Indeed! You should feel proud! That's very rare in an attorney!

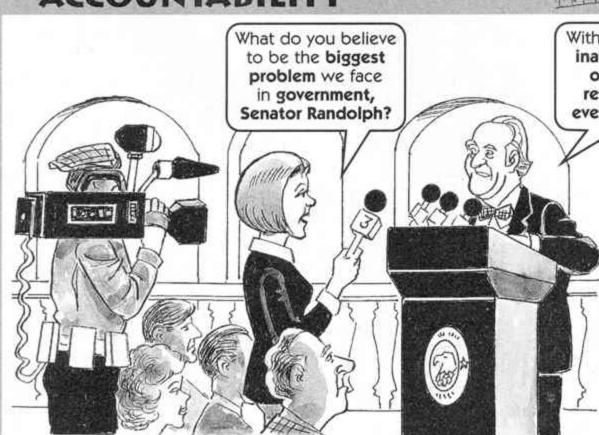


ARTIST AND WRITER: DAVE BERG





ACCOUNTABILITY

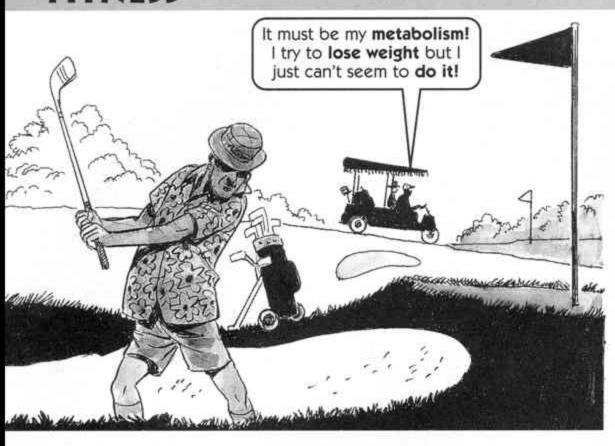


Without question, the inability of elected officials to take responsibility for everything they say!



But don't quote me on that!

FITNESS





RELATIONSHIPS

We heard that you broke up with Bernie! What happened? He had just one interest in life — football!





FOOD

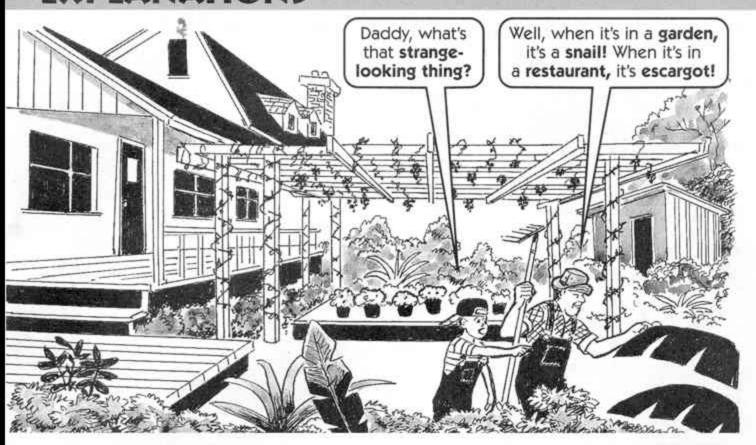


THERAPY





EXPLANATIONS









WEDDINGS





THE OFFICE



PARENTS



DOCTORS





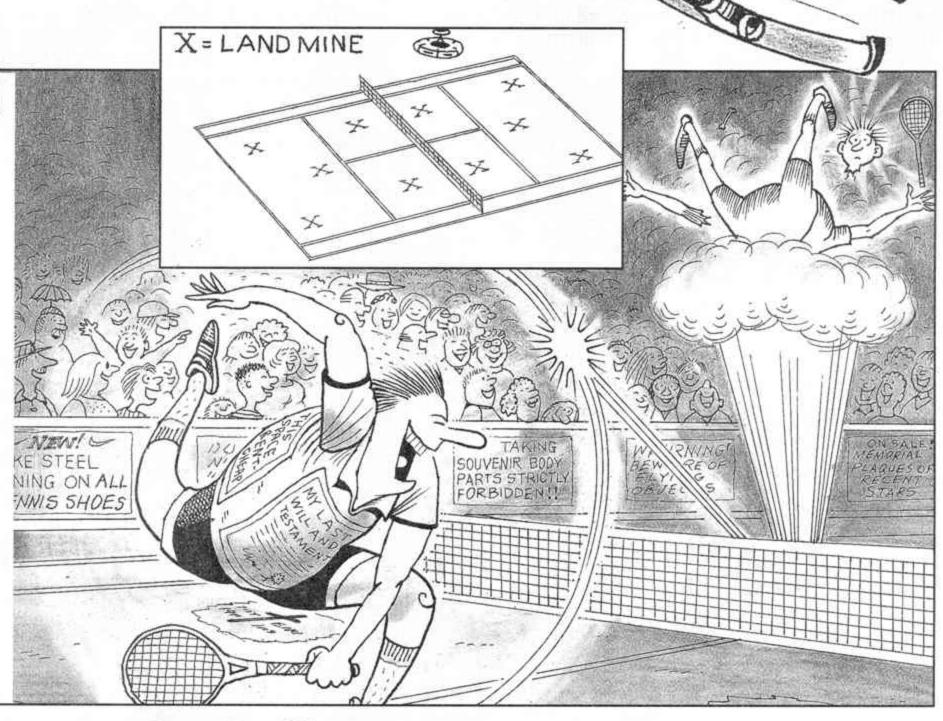
These days, the biggest money-making TV sports are on Pay-Per-View! Bloody boxing matches, bone-crunching wrestling spectaculars and organ-rupturing Ultimate Fighting Championships! Every time one is broadcast they rake in millions! But what about boring TV sports like golf, skiing, volleyball and others? They're all snoozefests no one in their right mind would ever plop down \$29.95 to see! So how can these bland sports start raking in those big Pay-Per-View bucks? By simply...

ADDING

EXCITEMENT TO OTHER &

TENNIS

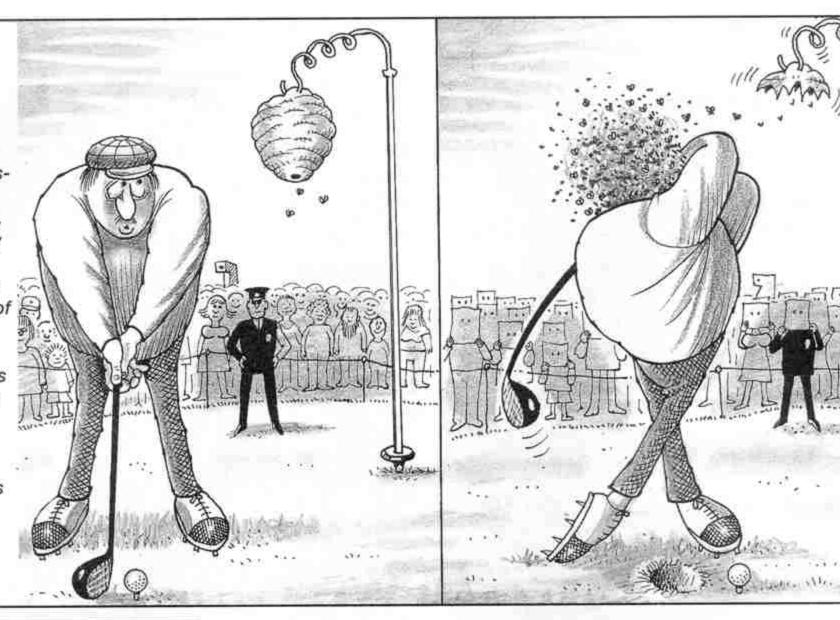
For truly exciting, dangerous and audience-grabbing tennis, nothing beats the mined court. Players are encouraged to memorize the locations of the unmarked mines, but when running for the ball during a heated volley, they just might forget! Also, a wellplaced shot can set off a mine and send an opponent flying! Doubles matches are particularly entertaining!





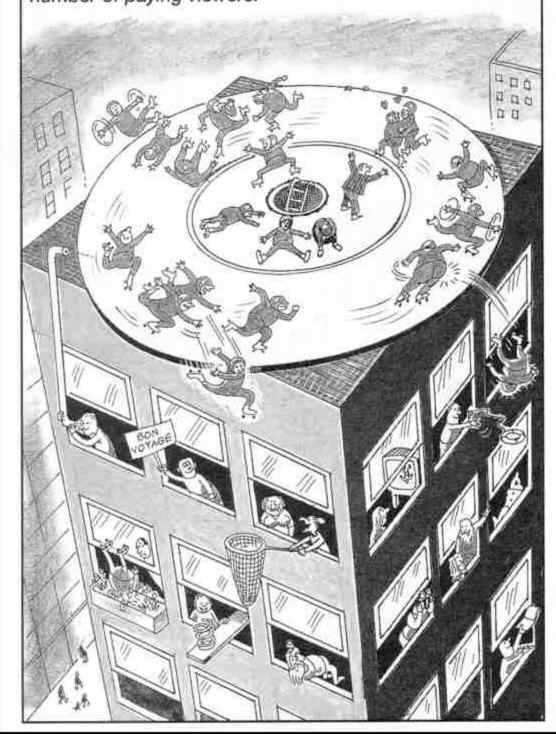
GOLF

Few sports are as dull to watch as professional golf. But when a deadly hornet's nest is suspended just a few feet above the ball, the game suddenly demands an absolutely flawless swing on the part of the golfer and the excitement soars! This handicap adds a new challenge to the game that will attract even more violence and tragedy-loving fans to televised golf than Tiger Woods and Fuzzy Zoeller combined!



ROLLER DERBY

A popular spectator sport in the 1950s, roller derby can once again attract millions of fans by staging matches atop tall buildings without guardrails. The fickle laws of centrifugal force will become more important to the game than ever, and the higher the building, the higher the number of paying viewers!



SKI JUMPING

Even a somewhat exciting sport like ski jumping can become boring and repetitious, skier after skier after skier. Answer: a solid brick barrier. The participants must now perform expertly by clearing it — or else! To insure that viewers will pay to see this sport, the area around the wall isn't cleaned up until the competition has finished.



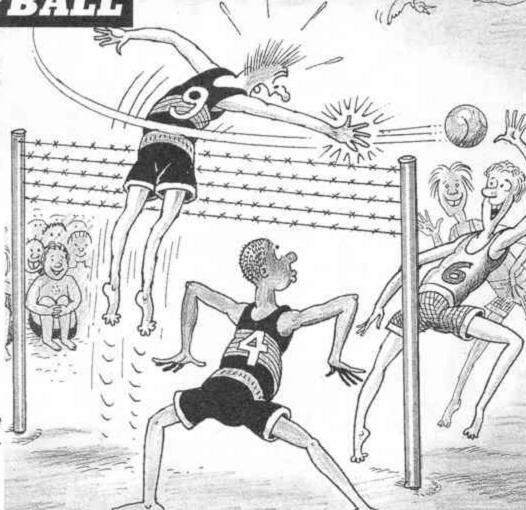
HORSESHOES

Barely registering a blip with TV audiences now, by merely eliminating the metal spikes the horseshoes are normally thrown at, and replacing them with the opposing horseshoe players themselves, a pay-per-view cash bonanza is created! Strategy becomes a feature of the game, as players decide whether to throw at each other's neck, head, shins or groin. An added plus is eliminating the annoying "clang" currently heard when a ringer is made.



VOLLEYBALL

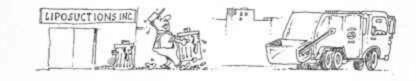
A sport that consists mainly of jumping up and down and smashing unreturnable shots makes volleyball a big "so what?" But with the simple addition of a few feet of barbed wire, viewers will be on the edge of their seats waiting to see a simple foul turn really foul. Pay-perview promoters' bank accounts will become green as the sand at these matches becomes red!



DOWNHILL SKI SLALOM

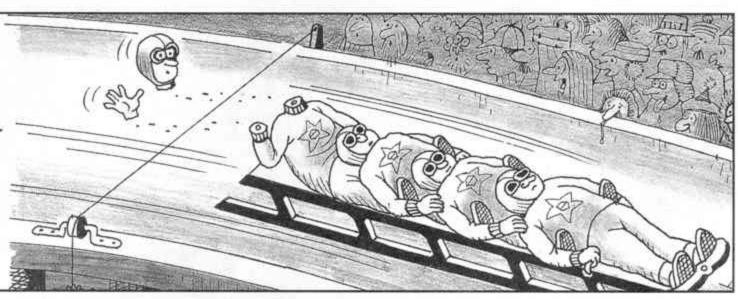
Currently, professional skiers lazily wind their way down a course, bumping and bending trail markers as they go. But simply chaining a hungry grizzly bear to each flag returns pinpoint precision to the sport! Skiers will consistently break records trying to get off the course as quickly as possible, and viewers will pony up big bucks to watch it!





LUGE

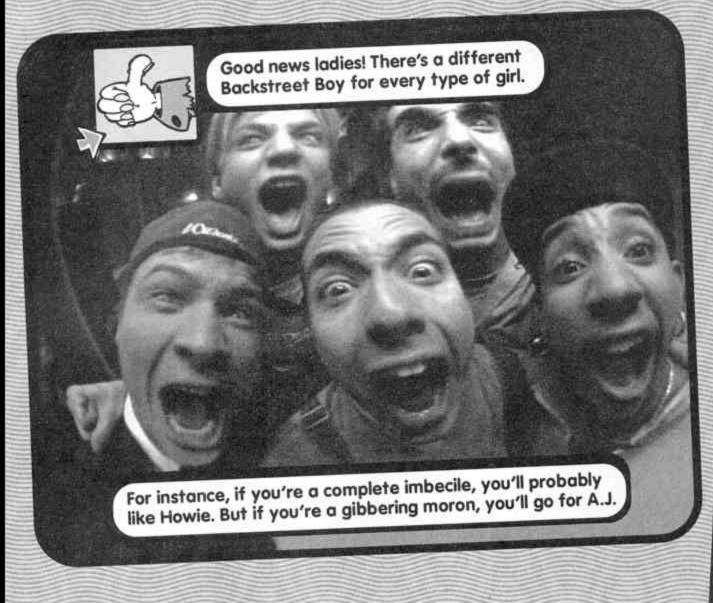
Inadvertently lifting one's head or arm during a luge run currently costs an athlete a nanosecond on the timeclock. Who cares? But the addition of razorsharp wire strung across the course will cost an athlete much more, all viewed by a bloodthirsty home audience, eagerly waiting for an athlete to inadvertently lift his head or arm!

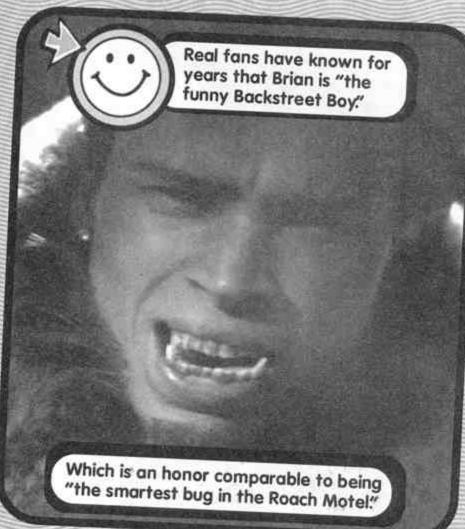


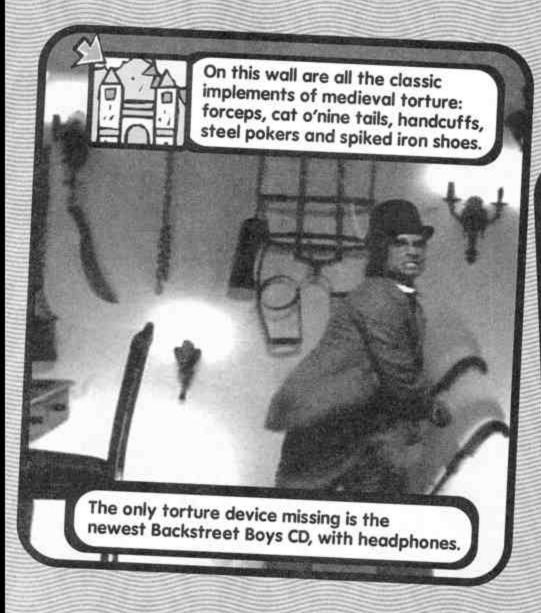


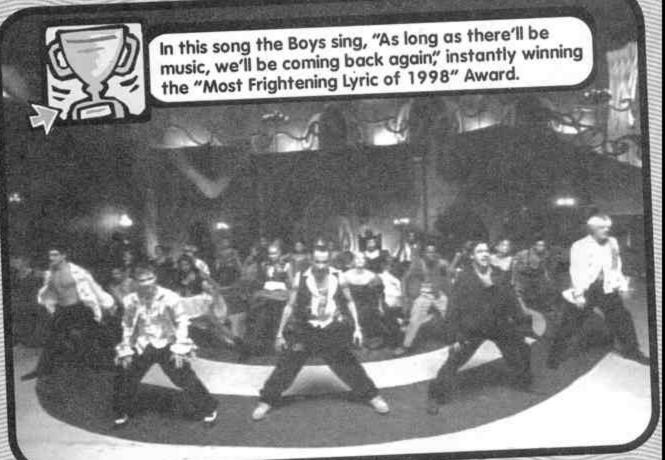
MAD OFF VIDEO POP OFF VIDEO

Backstreet Boys "Everybody (Backstreet's Back)"





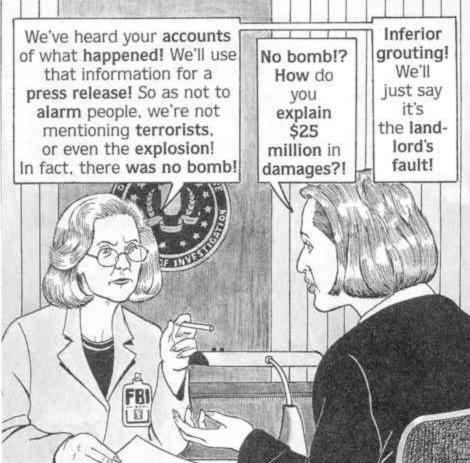


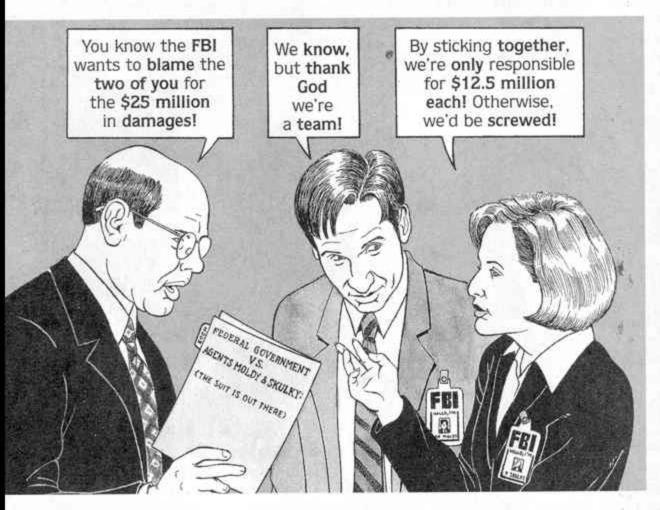


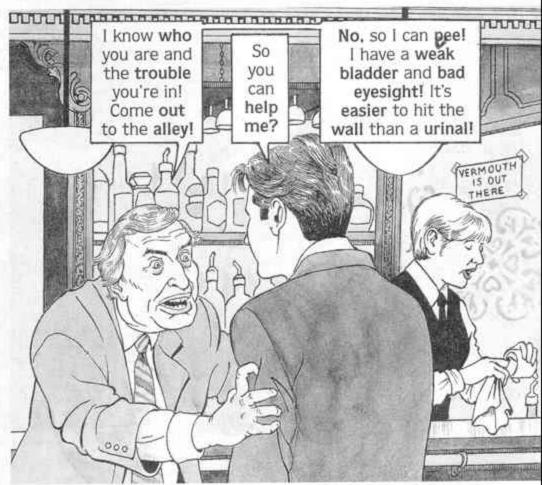


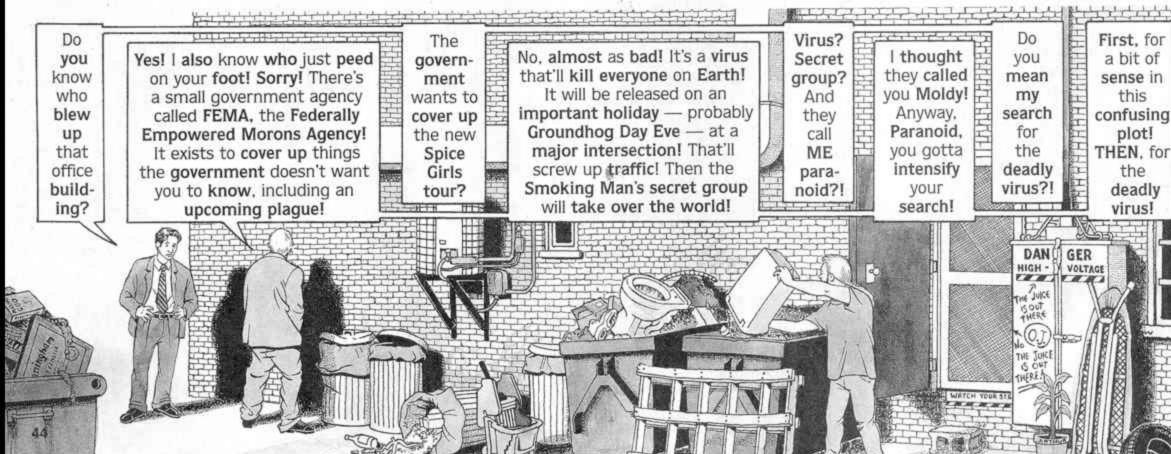


















Like who? The police are

all dead! Everybody at the

newspaper is dead! Everybody





How

come you

kids



I think it's been

genetically

altered to carry

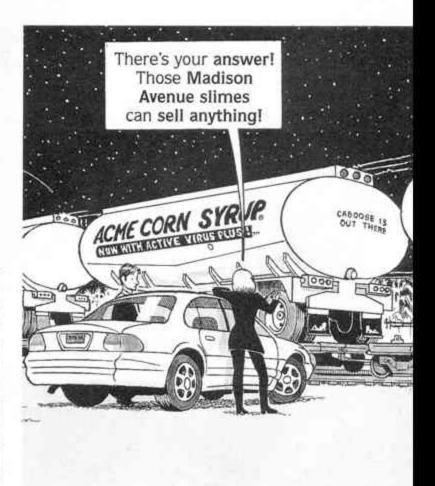
the virus! But

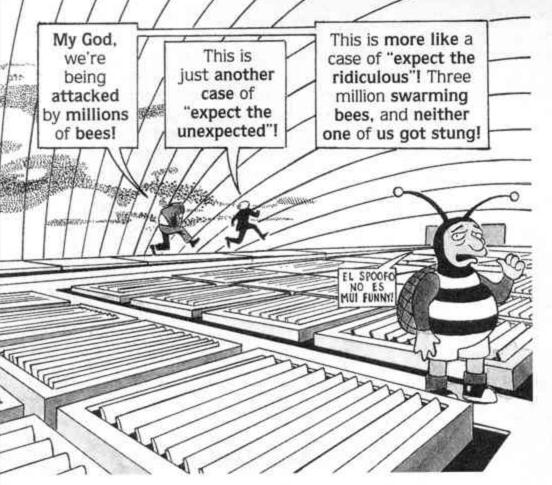
What on

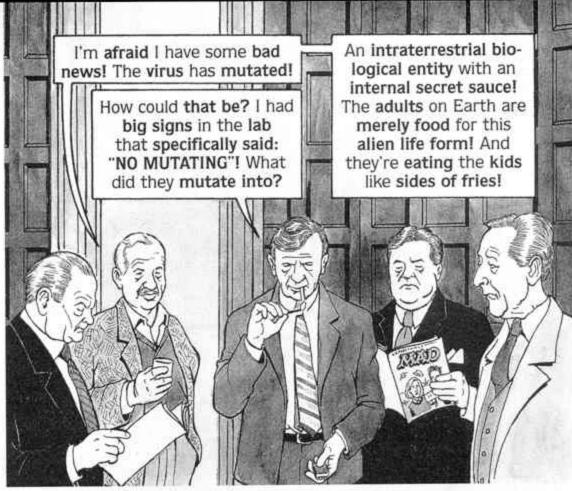
Earth could

this strange

corn crop









They kidnapped Skulky! They weren't from a REAL hospital! Their response time was fast, they were courteous, knowledgeable, and they didn't ask for a hospitalization card before attending to her! I should have known they had NOTHING to do with the real medical profession!



Here! These are the coordinates
where you'll find Skulky! You'll
have to hurry if you want to save
her! Things have gotten out of
control! The aliens have started
massive colonization! They can't be
stopped or defeated! Now you see
why this knowledge was kept secret!

Because it's really, really stupid and inane?

Exactly! Now I must appear to kill myself, because I find I can no longer keep a straight face! I may or may not blow myself up, along with my car which may or may not have Klutzweil's dead or alive body in the trunk, depending on the deal for a seque!!



Considering the vast size of the Antarctic, the fact I have NO navigation equipment, and that Skulky was hidden in a tunnel deep underground, finding her just hours after I left Texas shows that old geezer really knows his #@!\$ coordinates!







MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest newsmakers is going to the big Capitol Hill in the sky!

Newt Gingrich

CAUSE OF DEATH

Atomic wedgie from lesbian sister Candace over his anti-gay views

Terminal dialing cramps from calling Pat Robertson to get pre-approved opinions

Shot for failing to keep his Contract
With America, by one of the 17
voters who took it seriously

Drunken fall during party to celebrate winning GOP Presidential nomination

Dies of shock after one of his female interns agrees to have sex with him

Infected papercut from Ethics Committee report that totally exonerates him

ODDS

10:1

20:1

25:1

267,398,200:1

1,900,000,000:1

5,567,309,000 :1

ARTIST HERMANN MENA

WRITER: MIKE SNIDER

WHAT SEASONAL
DISASTER
WREAKS HAVOC
ON AMERICAN
FAMILIES?

MAD FOLD-IN

All seasons have distinct recurrent patterns. Even with careful planning, however, disaster can strike and leave horrible damage in its wake. To find out what calamitous occurrence devastates American families every year around this time, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD THIS SECTION OVER LEFT

◆ TOLD BACK SO "A" MEETS "B"



PAIN AND SUFFERING IS THE REWARD FOR DELAYING SCHEDULED DISASTER PREPARATIONS. MANY A FOOL TURNS WHITE WITH FRIGHT WHEN IN THIS POSITION

FOR THE BIRDS

