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SUPERHEROES

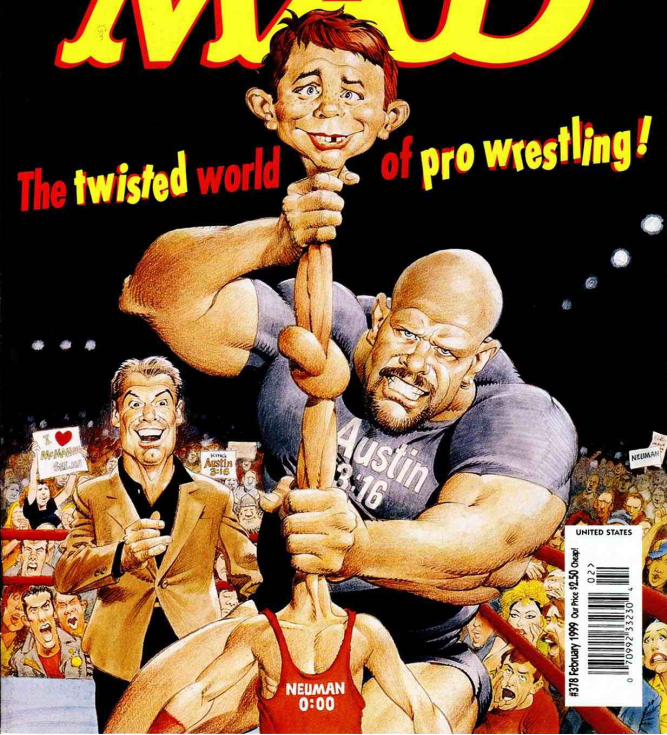
MTV

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MAD

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UNITED STATES

#378 February 1999 Our Price \$2.50 (Suggested)



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An important message from MAD's
Director of Business & Development,
DAN BROWN



It is often said that "the fruit doesn't fall far from the pond" and that "if you want something done right, forget it." To that, I might add, "a pound of cheese is good, especially if it's good cheese." My point is clear.

MAD — the magazine whose time is and was and continues to be — was never read by Vikings. They were too busy marauding and being fit for helmets. You, on the other hand, can have the best of both worlds. You can subscribe to **MAD** and be a Viking.

*But who in today's modern world has time to be a Viking, you ask? Who indeed? The hours are long and the pay meager. Which is why you should subscribe to **MAD**. Yes, **MAD**. If Vikings had their own mail service and knew how to read and weren't so busy marauding and getting fit for helmets, it would have been their magazine.*

So, be like me. Be like a Viking.

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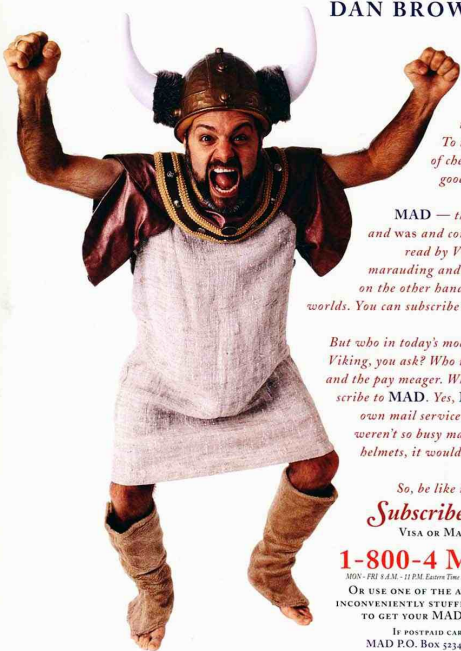
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MAD

FEBRUARY NUMBER
1999 378

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the usual gang of idiots



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MAD

AN IMPORTANT LETTER TO OUR VALUED MAD READERS

Like you, we've been shocked by the recent revelations that major media organizations such as CNN, The Boston Globe, Time and The New Republic have run stories filled with lies, plagiarized material and even made-up sources. In light of these incidents, we felt we owed it to you, our valued reader, to check into our own house.

What we found sickened us! We discovered that for more years than we can count, MAD artists and writers have been making up names, facts, figures and, in some cases, ENTIRE STORIES!

To cite just one example from our intensive internal investigation, when we asked writer/artist Al Jaffee to provide us with even a single reliable source for his SNAPPY ANSWERS TO STUPID QUESTIONS, he mumbled something about a "doorman at the Monte Carlo Hotel." Unfortunately, after spending almost two weeks in that luxury hotel, we could not find a single doorman who had even ONE Snappy Answer to our Stupid Questions!

Other investigations turned up still more disturbing information. We discovered that there was no movie called Try-Panic, yet in MAD we devoted six entire pages to it! There was no movie called Sleep Impact, either! And it gets worse! There is no such TV show as Ally's Appeal, no such magazine as Cigar Addictionado and no such company as The Freakland Mint! Yes, although ALL those names were fabricated, they found their way into recent issues of this magazine! And that troubles us greatly! In fact, the only feature we found to be 100% factually accurate is The Lighter Side of..., specifically that "Doctor" and his fat, hypochondriac patient!

As the co-editors of MAD, we feel that in some small way we're responsible for what's in our magazine and that we were duped by the MAD writers and artists. But rest assured, we have put every one of the Usual Gang of Idiots on official notice that we will be checking facts, determining sources and making phone calls to find reliable references! Because if we don't put our corporate foot down now, who knows what our sneaky writers and artists will do next! They could even make up some stupid "official" looking letter, print it in the magazine, and put our names on it! THAT we won't stand for! Trust us, we won't be fooled again!

MAD-ly,
John Ficarra Nick Meglin
cc: William M. Gaines

FRONT COVER ARTIST: MORT DRUCKER



MAD (ISSN 0191-1149) is published monthly by E.C. Publications, Inc., 1345 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y., and at additional mailing offices. Subscription price in U.S. and possessions \$4.99 a year (12 issues). Outside the U.S., Canada, U.K., and Ireland \$6.99 a year (12 issues). Outside the U.S., Canada, U.K., and Ireland \$8.99 a year (12 issues). Canadian price for GST tax included. Extra postage \$2.00 per year. Second class postage paid at New York, N.Y., and at additional mailing offices. Postmaster: Please send address changes to MAD, P.O. Box 2345, Brooklyn, N.Y. 11202-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and no payment will be made on return of such material. All material must be accompanied by a stamped self-addressed manila envelope for return of such material. All characters used in all MAD letters and news columns are fictitious. A carefully selected list of names is being prepared. A carefully selected list of names is being prepared. A carefully selected list of names is being prepared.

Printed in U.S.A.



**MAD #379
ON SALE
FEBRUARY 16!**



MAD'S CONUNDRUM SOLVED

There's a scandal brewing on the Letters Page that's threatening to shake Ed's little empire down to its very foundation! In Issue #374 we asked readers to vote whether or not Howard Stern's lackey Jackie "The Jokeman" Martling, former child actor Butch "Eddie Munster" Patrick or that big guy who played Chief in *One Flew Over The Cuckoo's Nest* were genuine celebrities worthy of a free MAD Celebrity Snaps subscription. Little did we know when we began this MAD conundrum that one unscrupulous reader would attempt to perpetrate a fraud, a hoax, a devious plot of deceit!

As brilliantly exposed by MAD Letters Page Hardy Boys sleuths Terry Holloway of West Liberty, KY and Raymond Heship Jr. of Ardmore, PA, the question "Is Chief of *One Flew Over The Cuckoo's Nest* a celebrity worthy of MAD's Celebrity Snaps" should have been, "Just who the hell is the big, tall guy in the photo with Jerry Lee?" As Terry and Raymond point out, the real Chief (Will Sampson) bought the farm several years before the birth of MAD Celebrity Snaps! What is the world coming to when something as pure and wonderful, and, dare we say, magical as the MAD Letters Page can be corrupted and poisoned by the likes of Jerry Lee of LaVerne, CA? Needless to say, Jerry, don't waste your time standing by your mailbox waiting for that free subscription to arrive!

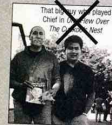
As for the other two contestants, we received an avalanche of responses and here are the much anticipated results: With 100% of the precincts reporting, MAD can now confirm that Butch Patrick is in fact a celebrity with an affirmative vote of 73.3%! The news is not so good for Jackie "The Jokeman" who MAD respondents rejected as a celebrity in a highly contested vote. Only 46.7% of those voting thought that Jackie qualified as a celeb. He therefore falls tragically short of the precious 50% needed to enter the pantheon of MAD Celebrity Snap celebrity-hood! Turns out the joke's on Jackie! Congrats to Greg Dwyer of Davenport, IA for your three-year subscription!



Sent in by Chris Root



Sent in by Greg Dwyer



Sent in by Jerry Lee

ENVELOPE OF THE MONTH

TERRY HOLLOWAY



The MAD Conundrum Attn: Amy
1700 Broadway
New York, NY
10019



Our Envelope of the Month was submitted by none other than MAD Letters Page Hardy Boy Terry Holloway (see MAD's Conundrum Solved above.) Unfortunately for Jerry Lee, it turns out that Terry is not only a voracious reader of MAD, but also a distant relative of the real Chief! Thanks again Terry!

FANBOY

Comic book fanboys will want to take their monthly shower, race out of their parents' basements and down to their local comics shop to pick up the first of six issues of a comic book about themselves! It's called, oddly enough *Fanboy* — it's all about a comic dweeb named Finster who lives his life vicariously through superheroes such as Superman. (Originally, the plot called for Finster to live his life vicariously through the life of Wonder Woman, but those clownbirds down at the Comics Code can be real sticklers!) Anyway, we're telling you all this only because *Fanboy* is illustrated by MAD's own Sergio Aragones, who himself is a bit of a stickler!



THE BOYS OF DUMBER

I am a huge fan of your magazine, but the Backstreet Boys "Pop Off Video" (#374) really pissed me off. Especially the part where you say that girls that like Howie are imbeciles. For your information, I am madly in love with Howie Dorough and nobody thinks I am an imbecile! Don't pick on him because he is sexy, brilliant and talented in the art of dance.

Lynn Collier
Claverack, NY

Collier — Since you're so madly in love with Howie Dorough, we thought there'd be a few things you'd want to know about him!

- Once bet Nick Carter \$100 that Swamp Thing could kick Superman's ass.
- Sleeps in the nude but showers fully clothed.
- Once said he was heavily influenced by Hegel's Theory of the Categorical Imperative. Duh, everyone knows that's Kant!
- Owns a complete set of MAD action figures, available now at your nearest comics shop! For the one nearest you call 1-888-COMIC-BOOK. —Ed.

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WEB SITE!
<http://www.madmag.com>

THE EXCLAMATION FILES

I just have one minor problem with your magazine. Please stop ending every sentence in every movie parody with exclamation marks. For example, in *The X-Files* parody, you wrote, "I'm FBI Director Skinfint, Moldy and Skulky's boss!" Why is there an exclamation mark? Are we supposed to be surprised? Is this something that has to be emphasized and exclaimed?

Michael Lancione
Quebec, Canada

Mikey — We here at MAD are not strict grammarians — aficionados of punctuation. We pull over each individual sentence, honing, buffing and polishing it until it reaches syntactical excellence. In fact, here's three variations of our latest sentence. Which do you think is most grammatically effective:

- 1) Michael Lancione is a nimrod.
- 2) Michael Lancione is a nimrod?
- 3) Michael Lancione is a nimrod!!!!!! —Ed.

AND I SAY TO MYSELF, WHAT A WONDERFUL WORD

The word "schmuck" has appeared in several issues of MAD. There is no definition of the word in the dictionary. I was hoping I would find out the definition of the word a while ago. But issue after issue I still couldn't find it.

Michael Levesque
Attleboro, MA

Levi — We were never exactly sure what it meant either. So we made a quick trip to the old Roget's Thesaurus and we were a tad surprised at the synonyms we found:

"Schmuck, n. idiot, Gingrich, Oprah, Godfrey, Celine, Stern, Starr, Godfrey (as a verb), fool, nimrod, Lancione and Edwings. We hope you've enjoyed this vocabulary exercise. Next time somebody calls you a schmuck (and there will be a next time) you'll know exactly what they mean! —Ed.

IT'S PAST, YOU BUY!



ISSUE #6 ON SALE NOW!

WARNING: This full-color 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!



A 96-page FULL COLOR collection of the original MAD comics — the sixth in a new series! Continuing the history of MAD comics written by MAD writer Frank Jacobs exclusively for this series!

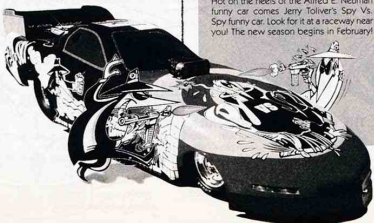
A collector's item
we don't want you
to miss!

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PLAYING THE RACE CAR

Hot on the heels of the Alfred E. Neuman funny car comes Jerry Toliver's Spy Vs. Spy funny car. Look for it at a raceway near you! The new season begins in February!



OUT OF 'TOON

I've loved your magazine since I was a little girl. I've often wished I were a cartoonist for it. Since I'm hitting the big 40 on January 23rd can you give me this one wish to print my cartoon below?

Brenda Butler
Dunkirk, NY

Birthday Brenda — Your letter sent the office abuzz. We at the *"Make a Dumb Wish Foundation"* are happy to reprint your cartoon. Unfortunately, due to space limitations we had to reduce the 4 x 5" cartoon slightly. Nonetheless, we hope you are as excited to have your dumb wish fulfilled as we were to have granted it. Once again, have the happiest of birthdays! —Ed.

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 378, 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!



Attention Kmart shoppers!
What are you doing here
looking for shoddy merchandise
of questionable taste
when you can have it delivered
right to your door thanks
to a wonderful new catalog
targeted to the discerning
wrestling fan/loser/you! Get
out your credit card, here's...

SLAM'S END

THE CATALOG OF
PRO
WRESTLING
MERCHANDISE

★ Mr. Vince McMahon
Fine Tunes the
Hunter Hearst
Helmsley Sundial!
(See Page 74)

★ Mother's Day
is May 21st!
Order Your
Dude Love
Oven Mitts
Now!
(See Page 19)



"Order today!
The selection
gets bigger
every week!"



LIFE-SIZE KANE CUT-OUT

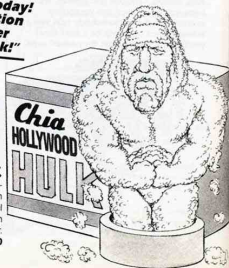
Put it in your bedroom, and it stands there.
Put it in your den, and it stands there. The
kitchen? You got it. So lifelike in its inertia,
you may never know the difference!

Life-Size Kane Cut-Out.....\$23.00

THE CHIA HOLLYWOOD HULK

Get a green thumb! No, not with steroid-
tainted blood and un-prescribed pain pills — with
the Chia Hollywood Hulk! Simply plant the special
[ahem] "vitamin" seeds, and watch that wispy growth
disappear even further, bit by bit, year after year.

The Chia Hollywood Hulk.....\$8.00



GOLDUST SPEAKS TO YOUNG PEOPLE CASSETTES

Adolescence can be a strange and confusing time. But with helpful advice from Goldust, navigating the Puberty Ocean is smooth sailing! For example, if you think a boy in your class likes you, but you're afraid to ask him directly, just read Chapter 9 for what to do: "Play an elaborate mind game in which you attempt to seduce the boy's father. As you grind seductively against his dad's leg, his feelings will quickly resolve themselves."

Good grades, proper grooming and light bondage techniques are all covered in this important 8-cassette series.

Goldust Speaks to Young People Cassettes.....\$44.95



"Do these prices put an evil smile on all three of my chins? OHHHHHHHH, YEEEESSSSSS!!!!!!"



TOP SECRET SCOOPS AND SCANDALS

Wrestling can be a sleazy business, so where can a true fan

turn to find out the authentic, no-B.S. info behind the scenes? You got it — *WWF Magazine* and *WCW Magazine*! The hard-hitting investigative journalism in these crusading journals of truth can't be beat, and now the very best articles have been compiled into one special book. Find out the dirty secrets WCW doesn't want you to know in *The Giant: He Can't Be Beat!* Rip the lid off the WWF with the unvarnished facts in *All Must Fall to the Fury of the Undertaker!* From Isaac Yankem: *Taking a Bite Out of the Competition!* to *Everyone Fears the Honky Tonk Man!*, soon you'll uncover that unbiased "insider" perspective that always has Vince and Eric sweating!

Top Secret Scoops and Scandals.....\$9.95

MR. SOCKO HALLOWEEN COSTUME

Some might say these are just a pile of dirty old burlap sacks that we scrawled a crooked face on with toxic spray paint. But to a child, it's a limitless world of wonder. Whatever.

Mr. Socko Halloween Costume\$30.00



YOKOZUNA PIÑATA

You don't have to be a lucha libre wrestler from Mexico to enjoy this papier-mâché replica of the giant Sumo wrestler! Kids will love beating his massive belly with a stick until it breaks open and all the stuff inside comes pouring out! Just be sure to use strong ropes or chains to suspend Yokozuna from the ceiling — just like every athletic commission in America has suspended Yoko since 1997 for being just too damn fat to wrestle!

Yokozuna Piñata.....\$25.00

"Buy this crap, jackass!"



L'IL SABLE SHIRT

Want to look like the first lady of the WWE but don't have the time, money or near-psychotic willingness to undergo 15 boob jobs? Just put on this pressurized shirt and pump it up! With four different settings: Sable 1997, Sable 1998, Sable 1999, and Goodyear Blimp. Your friends won't even know you have a chin! L'il Sable Shirt.....\$22.50

"Great for the man-or-woman in your life!"



"I can't wrestle, brawl, or talk...but I CAN recognize a great deal!"



RIC FLAIR SMOKE DETECTOR

If you think there's nothing hotter than primo wrestling action, you've obviously never been scarred across the face, neck, torso and upper legs by a four-alarm blazer. And frankly, why would you want to be? At the first sign of smoke, this life-saving device lets loose with a hearty "WOOOOOO!" You'll be stylin' and profilin', while your house burns down to the tiling! Ric Flair Smoke Detector.....\$14.00

WOOOOOOOOOOOOO

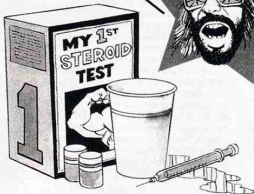
THE ULTIMATE WARRIOR FIRST HOLY COMMUNION SUIT

In retrospect, it's hard to see what one of the holiest rituals of the Catholic faith has to do with the wildest freakazoid to ever hit the ring, and why anyone would want their child to wear something like this on their special day. But our product manager already ordered over 60,000 of these Warrior Communion suits, so we're looking to unload them at a rock-bottom price!

The Ultimate Warrior First Holy Communion Suit.....\$4.95



"Should you buy this? Oooohhh yeaaaaahhh!!!"

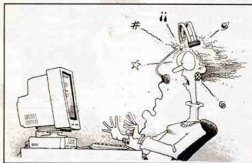


MY FIRST STEROID TEST

Bone joint pain, early hair loss, low sperm count, heart strain — yes, there's nothing greater than being a wrestler on anabolic steroids. And your youngster can pee in a cup just like the "unnaturally big boys" with My First Steroid Test. Its "The Total Package"! Will your creatine-crazed tot score a "2" (Taka Michinoku), a "5" (Ken Shamrock), or will the test completely explode (Scott Steiner)? Also, don't forget My First Sworn Affidavit, for when your muscle-bound kid gets subpoenaed by the feds!

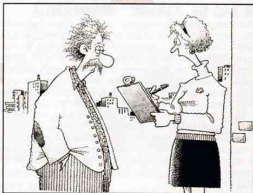
My First Steroid Test.....\$32.99

Of the 49.7% asked who oppose the death penalty...



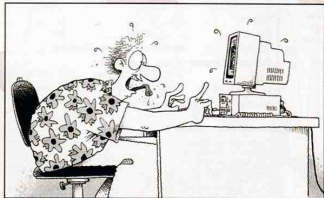
...89% of that number clarified their answer with the statement, "Unless it applied to snoopy, intrusive phone pollsters."

Of the 12.7% asked who claim they have no problem programming a VCR...



...87.5% of those have at least one Nobel Prize in science hanging over their home entertainment center.

Of the 73.3% polled who insist the President's sex life is none of their business...



...47.5% of that group have recently spent countless hours downloading dirty photos of Pamela and Tommy Lee on the internet.

Of the 47.6% of Americans asked who were in favor of depicting F.D.R. in a wheelchair at his proposed memorial...



...83.5% of that group insisted that any future monument to President Clinton include a statue of him the way most Americans will surely remember him.

Of the 52% polled who believe the Arkansas Tree Frog should be a protected species...



...69.7% of that number thought they were talking about a Budweiser commercial.

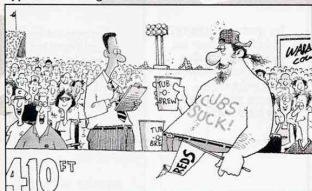
FAKING THE PULSE OF THE NATION DEPT.

IT'S BEEN DETERMINED THROUGH RECENT INDEPENDENT POLLING THAT 87.4% OF MAD READERS NEVER PERUSE THESE INTROS TO OUR STUPID ARTICLES. THAT MEANS WE COULD USE THIS SPACE TO WRITE ABOUT THE RAIN FOREST, OR ROLLER HOCKEY, OR INTERNET PORN, OR EVEN POLLING. HEY, THERE'S AN IDEA! LET'S GET RIGHT TO...

Polling in America:

The Numbers Behind The Numbers

Of the 63% of males polled at a recent major league ball game who said they opposed the Designated Hitter rule...



...96.4% of that number were subject to the Designated Driver rule.

Of the 38.7% queried who favored the right to pray in public schools...



...63% of those adamantly added, "Especially for the teachers."

Of the 14% who answered "unsure" when asked if Americans are too obsessed with sex...



...87% were busy trying to picture the pollster naked.

Of the 78% asked who claimed they were unhappy with their long distance service...



...a disturbing 12.9% of that number cited the reason as, "My significant other lives in that very expensive 900 area code."





Who cares if "Liz, 19, from Grand Rapids" is frigid in the boudoir? Who gives a rat's butt if "Sal, 21, from Bronxville" needs extra-strength Viagra? We don't know these losers, so why does MTV's *Loveline* insist on throwing their sexual problems in our faces?

The **LOVELINE** ADVICE CHART for

ELLEN DEGENERES

WOODY ALLEN

GEORGE MICHAEL

THE
CELEBRITY



THE
PROBLEM

"My lesbian lover recently kissed Vince Vaughn in a movie. Now I'm always afraid that she's comparing me to him whenever she kisses me."

"I married my ex-girlfriend's adopted daughter and some say that's wrong. How can I make them understand that we're in love and meant for each other?"

"I'm a gay man who was recently arrested for committing a lewd act in a men's room. Now, I'm afraid my fans won't respect me."

DR. DREW
SAYS...



Considering that you're a successful actress, you sound very insecure. If you want to keep the relationship going, you should seek counseling right away.

You have many issues to iron out, not the least of which is why you still bother to make movies when they all lose a fortune and aren't seen by anyone except clinically depressed New Yorkers. You should seek counseling right away.

If they love you, they'll be supportive. If they hate you, seek counseling right away.

ADAM
COROLLA
SAYS...



I'd rather kiss a lesbian than Vince Vaughn any day of the week! Trust me, you have nothing to worry about!

You want understanding? Go on Jerry Springer and hope for understanding from the tattooed white trash in the studio audience who regularly date blood relatives!

You were in a band called Wham! and you're looking for respect? Good luck, Butt Pirate!

CLUELESS
GUEST
SAYS...



Buy your lover flowers and say you're sorry.

I hear there's a long waiting list for adoptions, so be thankful that you guys ever met at all.

That guy Roger Dangerfield gets no respect and his fans love him.

(Figuratively speaking, of course!) The only people whose sexual crises we *really* care about are celebrities — and sadly, they never call the show! Ah, but if they DID call, we're sure they'd get the same predictable and totally useless responses everyone else does! Here's...

DYSFUNCTIONAL CELEBRITIES

O.J. SIMPSON



KATE MOSS



MARV ALBERT



PAMELA LEE



WRITER: ANDREW J. SCHWARTZBERG

ARTIST: JOE GIARDIELLO

"Why can't people understand that if you love someone you'd be willing to kill for them — even if it's them you have to kill?"

For the same reason you can't understand that you have a serious problem and need to seek counseling right away.

"No matter how little I eat, I can't seem to get thin enough."

You have an eating disorder worthy of an after-school special. Get counseling from a good doctor right away.

"As part of a plea-bargain I made, I had to get counseling, yet I still have the urge to dress up in women's clothes. What can I do about this?"

It's good that you sought counseling for your problem, but since you still have perverted urges, you'd better seek more counseling right away.

"A bootleg video of me and my ex-husband making love got out a few years ago and now people just think of me as a sex object."

Anyone who tapes sex with their spouse is an exhibitionist. Anyone who watches such a tape is a voyeur. You and everyone who saw the video should seek counseling right away.

I can't imagine loving someone so much I'd be willing to kill for them. Hell, I haven't even met anyone I'd be willing to jaywalk for!

Hey babe, at this point the only way you could lose any more weight is by amputating limbs!

I don't think it's an urge so much as a matter of taste. Some guys like boxers, some like briefs. You happen to like little, pink, frilly Victoria's Secret numbers!

A babe who has enough silicone in her chest to qualify as an FAA-approved flotation device doesn't want to be seen as a sex object? Yeah, right!

Wow, that makes me think about that Glenn Close movie. You know the one I'm talking about? I think it was called *Hook*.

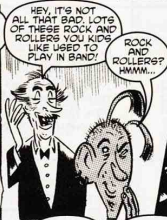
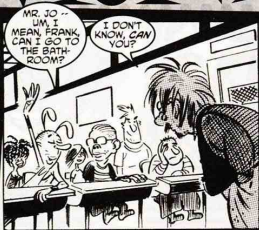
I have a friend who's a fashion model. She's pretty.

Sometimes my husband borrows my umbrella.

I rent videos at Blockbuster all the time. Last week I saw *Good Will Hunting*.



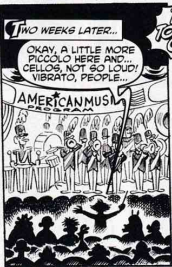
MONROE and...



THE Drums!

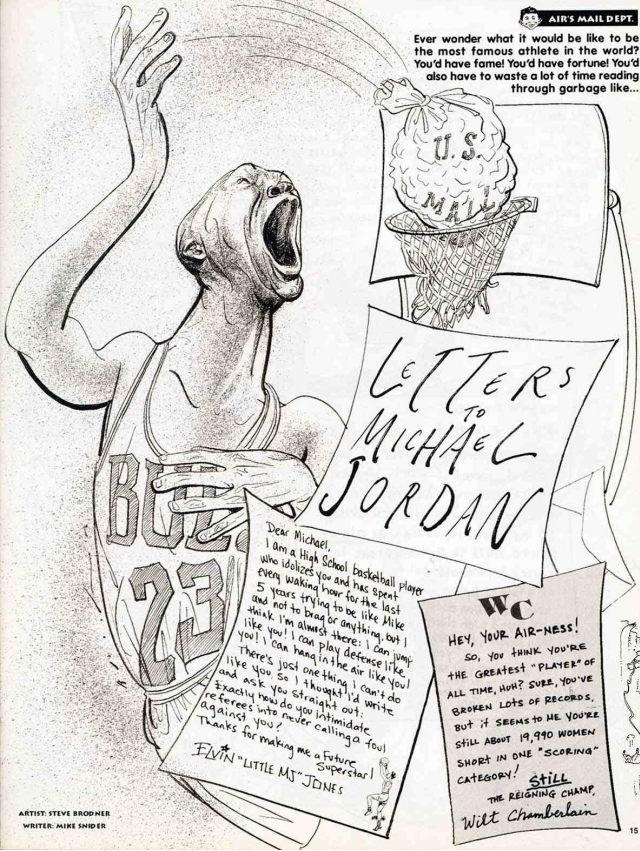
They say that music soothes the savage beast! And who wouldn't mind a savage beast or two? Certainly not our hero! So join him in his out-of-tune adventure!







Ever wonder what it would be like to be the most famous athlete in the world? You'd have fame! You'd have fortune! You'd also have to waste a lot of time reading through garbage like...



LETTERS TO MICHAEL JORDAN

Dear Michael,
I am a High School basketball player who idolizes you and has spent every waking hour for the last 5 years trying to be like Mike and not to brag or anything, but I think I'm almost there: I can jump like you! I can play defense like you! I can hang in the air like you! There's just one thing I can't do like you. So I thought I'd write and ask you straight out: exactly how do you intimidate referees into never calling a foul against you?
Thanks for making me a future superstar!
EVAN "LITTLE MJ" JONES

WC
HEY, YOUR AIR-NESS!

SO, YOU THINK YOU'RE THE GREATEST "PLAYER" OF ALL TIME, HUH? SURE, YOU'VE BROKEN LOTS OF RECORDS, BUT IT SEEMS TO ME YOU'RE STILL ABOUT 19,990 WOMEN SHORT IN ONE "SCORING" CATEGORY!

STILL
THE REIGNING CHAMP,
Wilt Chamberlain

Dear Michael,

I used to be a mediocre second stringer on my high school's J.V. basketball team. That is, until I decided to take YOUR advice and do EVERYTHING I could to BE LIKE MIKE! I ate at McDonald's every day, drank Coke and Gatorade, consumed mass quantities of Ballpark Franks and gorged myself on Saralee pastries. And now, guess what? I weigh 340 pounds and have ROTTEN TEETH!!! I can't even

Squeeze into my Air Jordans and when I waddle onto a basketball court everyone laughs and points at me!! Thanks alot, you owe \$%# Chrome-dome!!

Ex-superstar of the Future,
Tamaal Q

**Chicago Glass and
Windshield Replacement, Inc.**
Your Glass Repair Specialists

Arthur Stickfinger, President

Dear Mr. Jordan,

We are writing to express our deepest gratitude for bringing yet another NBA title to the great city of Chicago (and, more importantly, the ensuing celebration/riot — check out the enclosed clip from the paper!) Thanks to you, 1998 will go down as a year of record glass-breakage — and record profits!

Once again: THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU!

Chicago Tribune June 13, 1998

BULLS FANS RIOT

Championship Marred by Violence

Chicago (AP) — Hundreds of storefront windows were shattered last night as Chicago Bulls fans celebrated their team's victory over the Utah Jazz for the NBA title.

"There was glass flying everywhere," said Police Chief Sam Vizeconzo. "It's going to cost store owners a fortune to repair this mess."

Witnesses say the destruction began just moments after Michael Jordan buried the last-second jump shot over Byron Russell to clinch the NBA championship for the Bulls.

"Jordan hit the shot, the buzzer sounded and then all I could hear was the sound of windows being broken," said Frank Pimento, who lives just above an electronics store that was looted.

Dear Michael,

My name is Phut. I am 8 years old and live in country so poor it can not afford name! I work 18 hour a day in Nike Factory what make Air Jordans. So I feel like I know you already!

Is no trouble, could you pleez talk to boss to give me a raise to 12 cents a week? (and also not to beating me all a time?) By the way, congrats on your new \$10 million endorsement contract you just signed with Nike (way to screws to Phil Knight, Big boss man at the Nike!) your "co-worker"

Phut
PS, next time you see Phil, Can you ask him why we never get invites to Nike Company picnic \$/p!! (or at least could he send leftovers? we go very very hungry here.)

**GOLDEN YEARS
INSURANCE COMPANY**
223 Bliskem Drive, Boonton, NJ 07005

Dear MR. MICHAEL JORDAN:

Are you financially prepared for your retirement? You've heard the horror stories about retirees forced to survive on cat food and "dumpster-diving" because they made the mistake of counting on a measly Social Security check to pay the bills. Why worry about that happening to you, MR. MICHAEL JORDAN, when you can add hundreds of dollars a month to your income with a low-cost, tax-free annuity from Golden Years Insurance Company?

For just pennies a month you'll receive full coverage to protect your family's financial interests from hardship and/or distress

ball
park



Dear Michael,

We know that you are a busy man, what with the 82-game season, the playoffs, your endorsement deals, your charity work, the promotional appearances, your film career, your restaurants, etc., but we all would LOVE to see you again sometime soon.

Sincerely,
Your wife and kids



ILLINOIS STATE SUPREME COURT

Plaintiff:

Leonard "Tubby" Finkelstein, age 12, aspiring basketball superstar

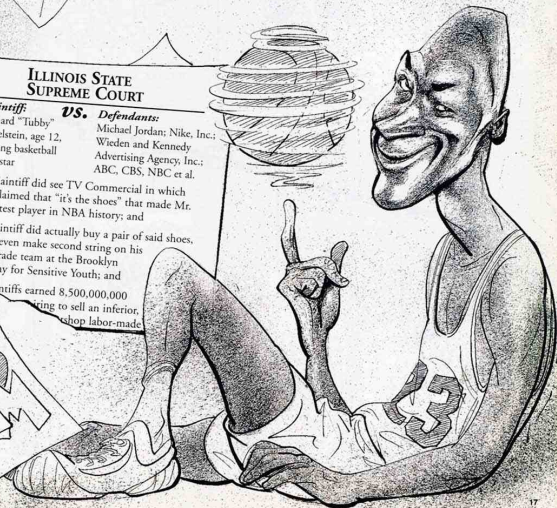
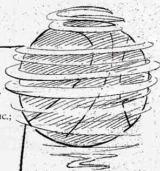
VS. Defendants:

Michael Jordan; Nike, Inc.; Wieden and Kennedy Advertising Agency, Inc.; ABC, CBS, NBC et al.

WHEREAS Plaintiff did see TV Commercial in which Defendant(s) claimed that "it's the shoes" that made Mr. Jordan the greatest player in NBA history; and

WHEREAS Plaintiff did actually buy a pair of said shoes, yet failed to even make second string on his seventh grade team at the Brooklyn Academy for Sensitive Youth; and

Plaintiffs earned 8,500,000,000 trying to sell an inferior, shop labor-made



Once upon a time, you were an innocent child. Your world was safe and unthreatening and nothing could penetrate your warm bubble of happiness and security. Then you were born! Ever since, life has been little more than

THE TIMELINE OF



Seeing Bambi's mother get killed



Trying cigarettes and discovering that "smooth" and "delicious" are only advertising terms



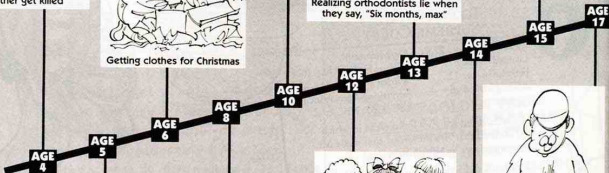
Getting clothes for Christmas



Realizing orthodontists lie when they say, "Six months, max"



Realizing MAD Super Specials are reprints



Discovering that the phrase, "This will hurt me more than it hurts you," really means, "This will hurt you!"



Learning how babies are made and figuring out that your parents must have "done it"



Finding out looks DO matter



Coming to the conclusion that you will never be a professional baseball player



Discovering you can't make \$800,000 in twelve weeks by sending chain letters

one insufferable indignity after another. Depressing? You betcha! And to make sure you're on the pathway to Prozac, we've neatly plotted the major milestones along the highway of misery in a little piece we like to call...

DISILLUSIONMENT

ARTIST: PAUL COKER

WRITER: JILL HAMIDON



Learning that letters in adult magazines are made up and stuff like that never really happens



Being called "sir" or "ma'am" by a checkout person



Finding out why so many magazines have stories about spicing up sex after marriage

AGE 18

AGE 19

AGE 22

AGE 26

AGE 27

AGE 28

AGE 30

AGE 32

AGE 36



Finding out that "Let's be friends" means, "Get lost, loser!"



Being pulled over by a cop who's younger than you



Hearing that your favorite musician is a grandfather



Discovering your music is now played only on the oldies station



Trying to get a job with a Liberal Arts degree



Ogling a Playmate born the same year you graduated high school



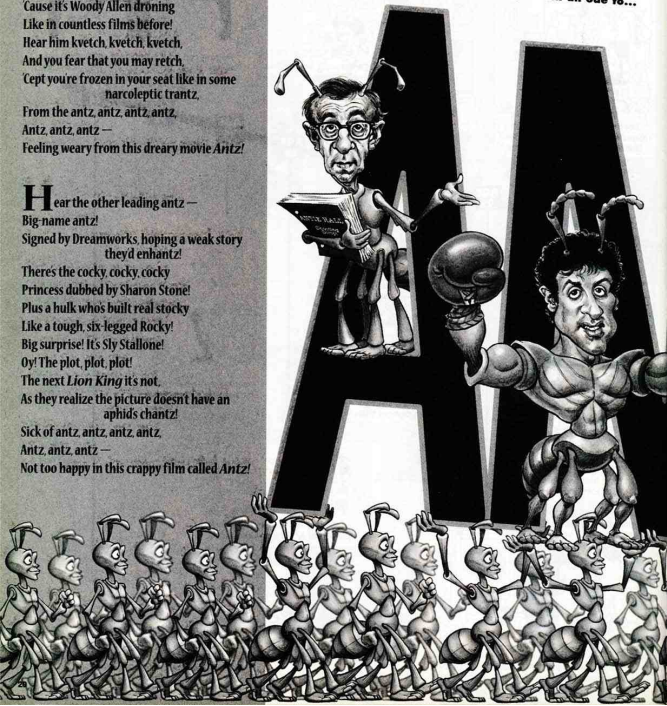
See the film that crawls with antz —
That's right, antz!
Watch the wimpy hero seek excitement and
romantz!

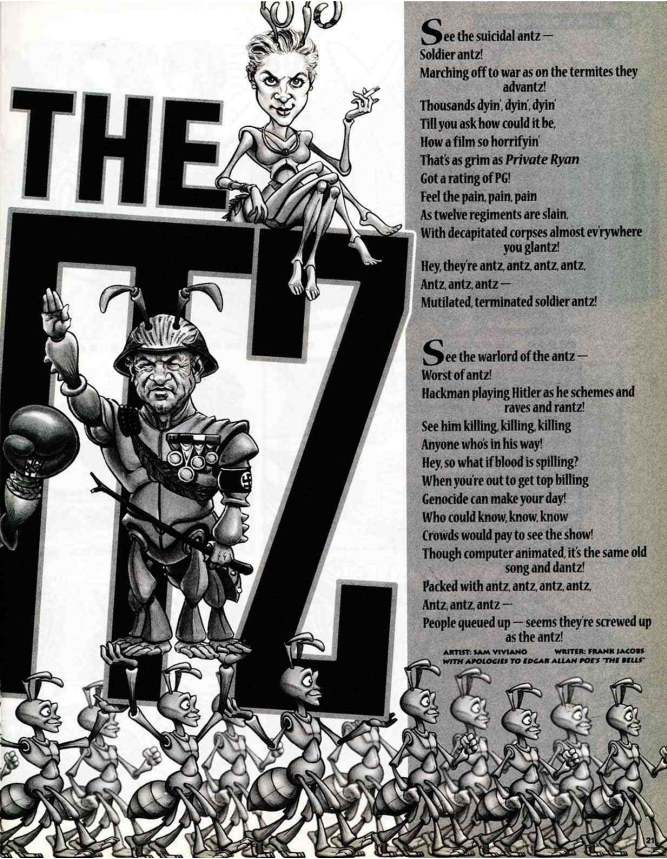
Hear him moaning, moaning, moaning
That the colony's a bore!
While the audience is groaning
'Cause it's Woody Allen droning
Like in countless films before!
Hear him kvetch, kvetch, kvetch,
And you fear that you may retch,
'Cept you're frozen in your seat like in some
narcoleptic trantz.
From the antz, antz, antz, antz,
Antz, antz, antz —
Feeling weary from this dreary movie *Antz*!

Hear the other leading antz —
Big-name antz!
Signed by Dreamworks, hoping a weak story
they'd enhantz!
Theres the cocky, cocky, cocky
Princess dubbed by Sharon Stone!
Plus a hulk who's built real stocky
Like a tough, six-legged Rocky!
Big surprise! It's Sly Stallone!
Oy! The plot, plot, plot!
The next *Lion King* it's not.
As they realize the picture doesn't have an
aphids chantz!
Sick of antz, antz, antz, antz,
Antz, antz, antz —
Not too happy in this crappy film called *Antz*!

 A BUG'S STRIFE DEPT.

Leave it to Dreamworks to come out with an animated film with muscle. No mamby-pamby cupcake versions of *The Hunchback of Notre Dame* or *Anastasia* for them! Nosiree, better to entertain the insects with the stark realism of talking, thinking insects who thrive on war, torture and genocide! So let's salute this precious mini-epic with an ode to...





See the suicidal antz —
Soldier antz!
Marching off to war as on the termites they
advantz!

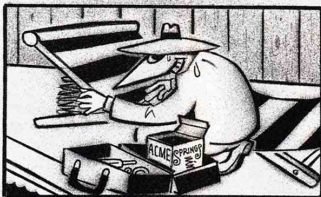
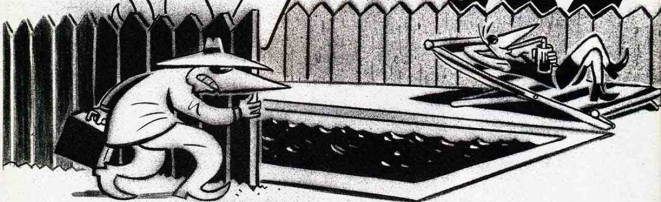
Thousands dyin', dyin', dyin'
Till you ask how could it be,
How a film so horrrifyin'
That's as grim as *Private Ryan*
Got a rating of PG!
Feel the pain, pain, pain
As twelve regiments are slain,
With decapitated corpses almost ev'rywhere
you glantz!
Hey, they're antz, antz, antz, antz,
Antz, antz, antz —
Mutilated, terminated soldier antz!

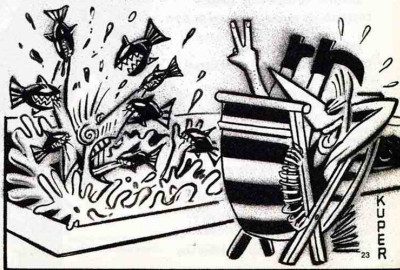
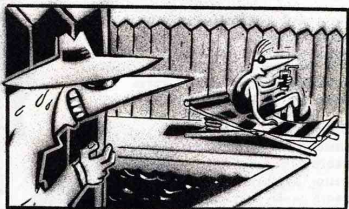
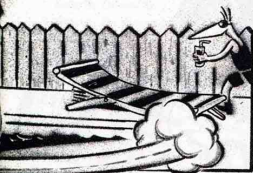
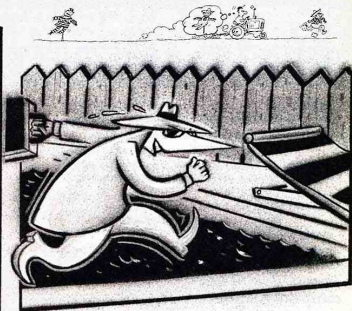
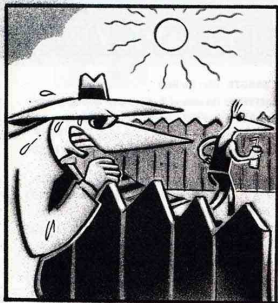
See the warlord of the antz —
Worst of antz!
Hackman playing Hitler as he schemes and
raves and rantz!
See him killing, killing, killing
Anyone who's in his way!
Hey, so what if blood is spilling?
When you're out to get top billing
Genocide can make your day!
Who could know, know, know
Crowds would pay to see the show!
Though computer animated, it's the same old
song and dantz!
Packed with antz, antz, antz, antz,
Antz, antz, antz —
People queued up — seems they're screwed up
as the antz!

ARTIST: SAM VIVIANO WRITER: FRANK JACOBS
WITH APOLOGIES TO EDGAR ALLAN POE'S "THE BELLS"



SPY VS SPY



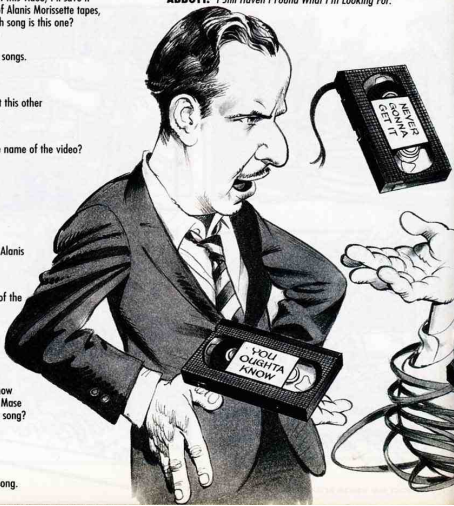




A long, long time ago, long before Dharma met Greg, the comedy team of Bud Abbott and Lou Costello performed the timeless "Who's on First?" routine about the confusing nick-

ABBOTT & COSTELLO ORGANIZE

- ABBOTT:** Look sharp, Costello. I had to pull some strings to get us this job organizing tapes in the music video library.
- COSTELLO:** But some of these singers and songs today have pretty confusing names.
- ABBOTT:** That's all right, boy. I know all the songs. You pull the videotapes, and I'll tell you which song each one is, and who does it.
- COSTELLO:** And I'll write it down. Let's start with this Tracy Chapman video. Tell me the name of the song.
- ABBOTT:** *Give Me One Reason.*
- COSTELLO:** I told you, so I can write it down. So tell me which Tracy Chapman song this is.
- ABBOTT:** *Give Me One Reason.*
- COSTELLO:** We're behind six months on the rent! You need a better reason?
- ABBOTT:** I'm telling you, man!
- COSTELLO:** Don't get so mad at me. Forget this video, I'll save it until the end. Here's a bunch of Alanis Morissette tapes, but they're all mixed up. Which song is this one?
- ABBOTT:** *You Oughta Know.*
- COSTELLO:** I don't know the names of the songs. Which song is this?
- ABBOTT:** *You Oughta Know!*
- COSTELLO:** But I DON'T know! What about this other Alanis Morissette video?
- ABBOTT:** It's *Ironie*.
- COSTELLO:** It's ironic that I don't know the name of the video?
- ABBOTT:** You heard me. It's *Ironie*.
- COSTELLO:** I don't think it's ironic.
- ABBOTT:** I'm telling you it's *Ironie!*
- COSTELLO:** Let's go back to the first one.
- ABBOTT:** *You Oughta Know*, Costello.
- COSTELLO:** Do you know the name of the Alanis Morissette song?
- ABBOTT:** Certainly.
- COSTELLO:** Then please tell me the name of the Alanis Morissette song.
- ABBOTT:** *You Oughta Know.*
- COSTELLO:** You say I oughta know but I don't know. Now THAT's ironic!
- ABBOTT:** No, that's the **SECOND** video!
- COSTELLO:** I got two videos and I don't know either of 'em. What about this Mase video? What's the name of the song?
- ABBOTT:** *What You Want.*
- COSTELLO:** The name of the Mase song.
- ABBOTT:** *What You Want.*
- COSTELLO:** I want the name of the Mase song.
- ABBOTT:** *What You Want.*
- COSTELLO:** The name of the Mase song. You oughta know.
- ABBOTT:** Now you're talking about Alanis Morissette again.
- COSTELLO:** And let me guess — it's ironic.
- ABBOTT:** Now that's the first correct thing you've said all day, Costello!
- COSTELLO:** I don't even know what I'm talking about!! Could you pick up that tape next to you?
- ABBOTT:** Of course.
- COSTELLO:** Which song is on that tape, Abbott?
- ABBOTT:** *I Still Haven't Found What I'm Looking For.*
- COSTELLO:** That tape there in your hand.
- ABBOTT:** *I Still Haven't Found What I'm Looking For.*
- COSTELLO:** That tape there.
- ABBOTT:** *I Still Haven't Found What I'm Looking For.*



names some baseball players had. Nowadays, the confusing names involve the artists and songs we see every day on MTV! So we figure that if Bud and Lou were still around, their classic comedy bit might sound like...

THE **MTV** VIDEOTAPE LIBRARY

COSTELLO: Why don'tcha look in your HAND? Okay. Forget the song. Was that video made by a group?

ABBOTT: Of course it was.

COSTELLO: And that group gets royalty payments from the record company?

ABBOTT: Every dollar. And why not? The group's entitled to it.

COSTELLO: So you know what group gets the royalty payments?

ABBOTT: Yes. U2

COSTELLO: Me too?

ABBOTT: U2, Costello.

COSTELLO: I get the royalty payments?

ABBOTT: Of course not, you're not in the group.

COSTELLO: I'm not in the group?

ABBOTT: No.

COSTELLO: But you know what group gets the payments?

ABBOTT: Certainly. U2.

COSTELLO: I'm not in the group but I get payments.

ABBOTT: You do not!

COSTELLO: But you know who does.

ABBOTT: Of course. U2!

COSTELLO: I'd really like to be writing some of these down. Do you know the name of the group on this video?

ABBOTT: No Doubt.

COSTELLO: Oh, I don't doubt YOU know it, but I wonder whether I'll ever know it. Can you tell me the name of the song?

ABBOTT: *Don't Speak.*

COSTELLO: Don't speak?

ABBOTT: You heard me, Costello. *Don't Speak.* Ready for the next video? Costello? Costello!

COSTELLO: You told me don't speak!

ABBOTT: That's right, *Don't Speak.* Ready for the next one? Costello? Why aren't you talking?

COSTELLO: You oughta know.

ABBOTT & COSTELLO: Alanis Morissette!

ABBOTT: Why are you getting so excited?

COSTELLO: Music affects me that way sometimes. I have a video here by En Vogue. Can you tell me the title?

ABBOTT: *Never Gonna Get It.*

COSTELLO: Why am I never gonna get it? Give me one reason.

ABBOTT: That's Tracy Chapman, we're not talking about her!

COSTELLO: I'm not talking about Tracy Chapman either. You oughta know.

ABBOTT & COSTELLO: Alanis Morissette!

COSTELLO: Since we're naming so many female singers can you tell me the title of this Sheryl Crow video?

ABBOTT: *If It Makes You Happy.*

COSTELLO: I would be ECSTATIC! Here's the last one. Which Spice Girls song is this?

ABBOTT: *Stop.*

COSTELLO: I'm not sure we ever started.

ABBOTT: You mean you haven't written any of this down?

COSTELLO: How could I write any of it down? I ask for a title and you tell me it's what you want, and it's ironic I still haven't found what I'm looking for! Give me one reason! You too! Don't speak! Stop! No doubt I'm never gonna get it if it makes you happy! Because you oughta know — Alanis Morissette! Well I've had it! I want you to quit playing games!

ABBOTT: What's that you just said?

COSTELLO: QUIT PLAYING GAMES!

ABBOTT: Ohhh, that's the Backstreet Boys!

COSTELLO: URK!!!



ARTIST: MORT DRUCKER
WRITER: DESMOND DEVLIN

MAD POP OFF VIDEO

ALANIS MORISSETTE "Thank You"

If you're watching Alanis alone and naked on the subway, and your first thought is, "Ewww... what about the next person who gets that seat?" you have a serious problem.

If you ever see a music superstar filming their latest video on the street, it's fine to go right up to them and touch parts of their body.

They just love making contact with their fans.

Heyyyy, Alanis!
Nice cans...

...of soup

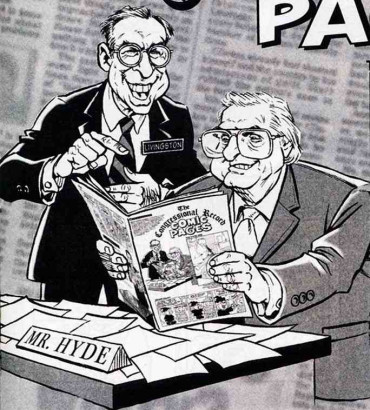
Twinkle, twinkle screeching star
Wonder where your panties are?
Croaking clichés out of tune
With your Dark Side of the Moon.
Twinkle, twinkle, screeching star
Clinton says, "Have a cigari!"



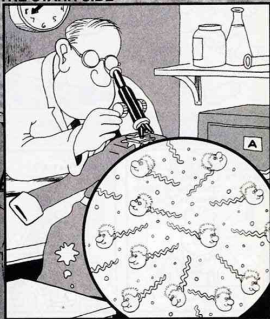
With the possible exception of introductions to MAD articles, there are few things more boring than *The Congressional Record* — the official newspaper for Senators and Congressmen. Page after page of snore-fest reading about such scintillating minutiae as land apportionment, long-term capital gains tax reform and budgetary subcommittee findings! What this rag needs is a couple of yuks and a whole lotta sex! Here's our proposal for...

The Congressional Record

COMIC PAGES



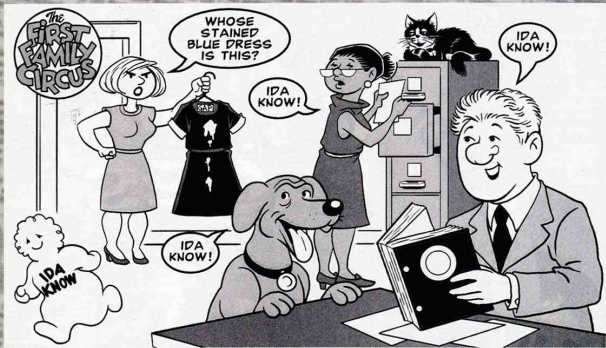
THE STARR SIDE



Doctor Perriwinkle focused his high-powered microscope on the stained dress... and suddenly the damning evidence emerged!

BROOM HILLARY





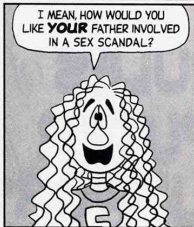
BILLDIRT



THE WIZARD OF 'NAD



CHELSY



BUMBLE

THE SCRAMBLED WORD GAME By Henri Hyde

Unscramble these five Bumbles, one letter to each square, to form five ordinary words

AGRIC

VALO

COFEFI

ESIL

DLASANC



Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.

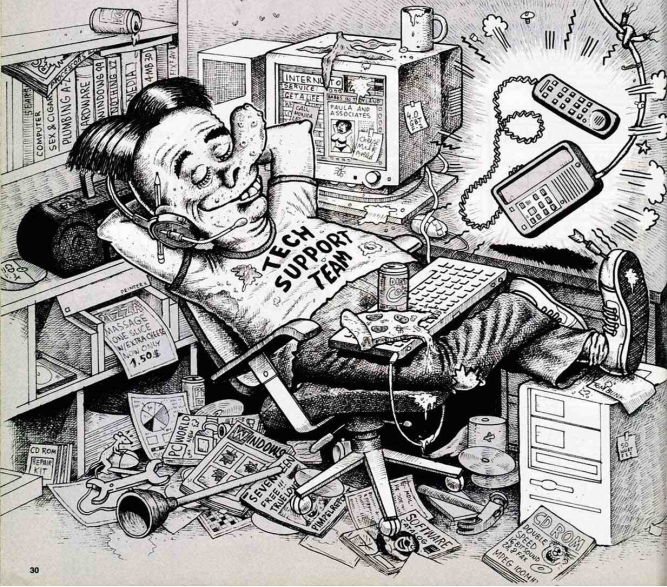
Print answer here:

Bumbles: CIGAR OVAL OFFICE LIES SCANDAL
 Answer: What Congress and the American People will be saying to President Clinton very shortly — SO LONG



Aren't computers great? With their super-fast processors and multi-tasking capabilities, these modern miracles make us more productive and efficient, thus saving hours of valuable time — that is, on those rare occasions when they work properly. When they don't, you can look forward to wasting all those valuable hours you saved by sitting on the phone with some tech support guy out in Seattle trying to figure out what "Error 32-Bx5" means. And why is it that these giz whizzes are about as courteous and helpful as a French tourism official? To find out, we sent a top-notch squad of MAD investigative journalists to infiltrate the nation's computer companies. They came back with this secret memo...

the **10 RULES** of **COMPUTER TECH SUPPORT**





1 Voice mail options are to be changed every Monday to ensure that customers must listen to ALL the endless options before being able to make a choice. *Note:* Be sure to put "Speak to a tech support team member" at the very end of the list, right after. If you need to order an instruction book in Mandarin, press 202."

2 If the customer is calling with a software problem, immediately blame their hardware.

3 In order to maintain good customer relations, only put a caller on hold if you're taking a 15-30 minute coffee break. If you're taking a full lunch hour, take their number. Then throw it away and wait for them to call back.

4 If the customer is calling with a hardware problem, immediately blame their software.

5 *Remember:* To the customer you're a god, a genius who's 100 times smarter than they are. Feel free to talk down to them. *NOTE:* Don't worry about answering questions from computer savvy nerds. Since they don't call Tech Support, you'll never have to answer a question you can't fake your way through.

6 If you have no idea what the customer's problem is, simply tell them, "You obviously don't have the latest upgrade." Then instruct them to search for it on the Web — that'll keep them busy for months.

7 If it turns out a customer is calling with a valid problem that you already know about, say: "I've never heard of that happening before, but I'll ask a senior engineer. Please hold." Then, after your coffee break, come back on the line and give vague, confusing instructions on how to fix it.

8 AOL is the official scapegoat for any hardware or software problems a customer may experience. AOL has screwed up so much over the last two years that anybody will accept AOL as the cause of their problem — even if they don't have AOL!

9 Always be sure to ask the caller to list the other programs they're using. When they name the third one, immediately blurt out "Oh, there's your problem. That program isn't compatible with ours."

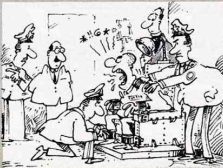
10 *As an absolute final resort:* Tell the customer that an upgrade that will fix everything will be available in two months. This will buy us enough time to work hard...to update this excuse list!





SERGE-IN GENERAL DEPT.

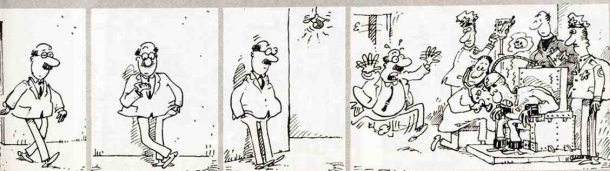
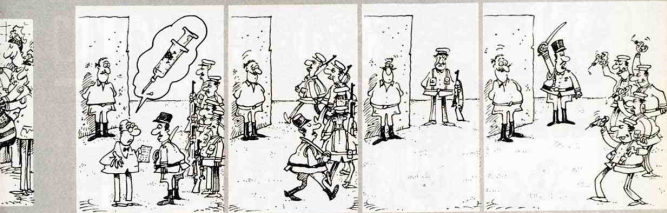
A MAD LOOK AT THE CAF

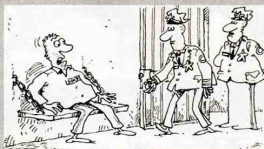
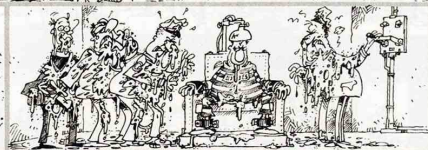


CAPITAL PUNISHMENT



ARTIST AND WRITER: SERGIO ARAGONES





APR 1982

Ah, the life of an action star! You get to shoot the bad guys, drive a cool car and kiss the beautiful girl — that is until you hit a certain age, your aim gets shaky, the DMV takes your license away because your eyesight's shot and the romantic close-ups reveal you have hair growing out of your ears! It happens to the best of them — even Hollywood's biggest box office stars! But don't take our word for it! The next time you go to the movies be on the lookout for these...

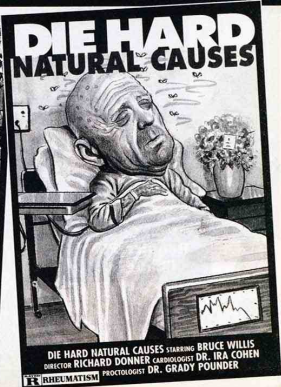
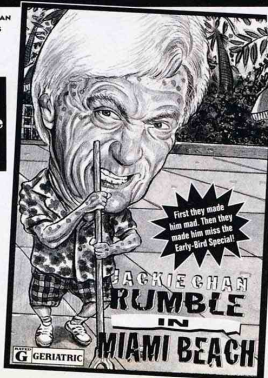


SURE SIGNS

YOUR FAVORITE ACTION HEROES ARE GETTING OLD

ARTIST: DREW FRIEDMAN
WRITER: A.J. JACOBS

The Sequels Get Worse and Worse...



**Their Catch Phrases
Aren't Quite as Catchy
as They Used to Be...**



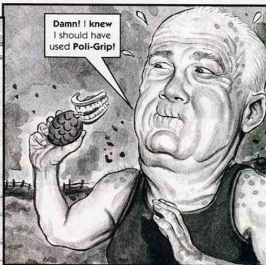
ARNOLD "TERMINATOR" SCHWARZENEGGER



CLINT "DIRTY HARRY" EASTWOOD



JEAN-CLAUDE "TIMECOP" VAN DAMME



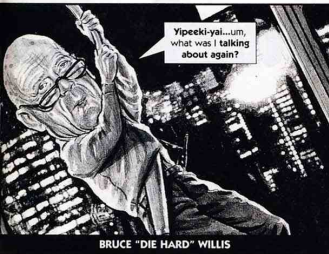
STEVEN "UNDER SIEGE" SEGAL

**Saving The
Day Ain't
So Easy
Anymore...**

**Natural Changes
Require Plot
Changes..**



SIGOURNEY "ALIEN" WEAVER



BRUCE "DIE HARD" WILLIS

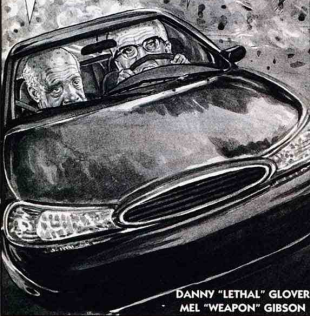


SYLVESTER "ROCKY" STALLONE

The Car Chase Scenes Don't Move Quite As Fast As They Used To...

Sheesh, these terrorists are going almost 55! Where's the fire? Don't they realize how dangerous that is?

THEY'RE dangerous?!? YOU'VE had your left blinker on this entire chase!



DANNY "LETHAL" GLOVER
MEL "WEAPON" GIBSON

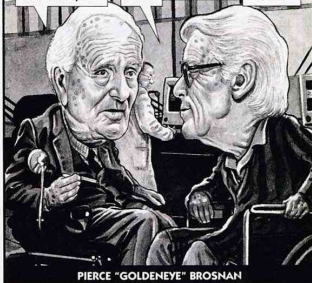
Their Gadgets Tend to Be More Practical Than Cool...

Now pay attention, 007! If you're going to defeat Shakyfinger and Octogenarianpussy you'll need this: it looks like a pen...

...but it's actually a laser beam?

Er, not exactly! It's actually a Viagra dispenser!

Good work, Q! Now bring me a Geritol — shaken, not stirred!



PIERCE "GOLDENEYE" BROSNAH



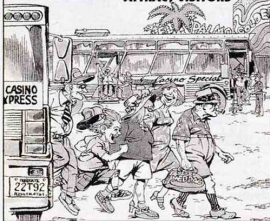
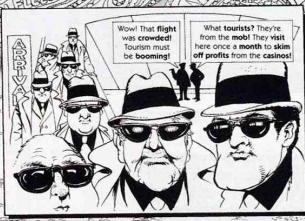
**FOR BETTOR OR WORSE DEPT.**

Whenever a municipality (impressive word, eh?) is in a state of economic disarray it can do one of two things:

- 1) It can pursue a course of fiduciary responsibility through the self-imposition of austere, fiscally sound, budgetary restraints.
- 2) It can legalize casino gambling.

Since choice number one is impossible to understand, let alone implement, choice number two wins! But it ain't all showgirls and 99-cent shrimp cocktails (impressive word, eh?)! The promises that come with legalized gambling don't always play out the way they say they will, as you'll find out...

WHEN CASINO

**THE PROMISE...****GAMBLING WILL ATTRACT VISITORS****THE PROMISE KEPT...****THE PROMISE...****GAMBLING REVENUE WILL BE KEPT IN THE COMMUNITY**

This Building Erected
Thanks To The
Generous Support Of:

Blackjack-In-The-Box
Bank Buffney's Sports Book
Hecky's Slots-O-Rama

**THE PROMISE KEPT...**

Hand it
over, pal!

I'll take
two vials!

I'll take the
BMW Z3!

YOU BMW DEALER

**THE PROMISE...****GAMBLING WILL CREATE NEW CONSTRUCTION PROJECTS****THE PROMISE KEPT...**

Another new
jail??? This
is the third
one this year!

Yeah, this one is just for the pick-
pockets and hookers! The drug
dealers and pimps are locked
up at the new police precinct!

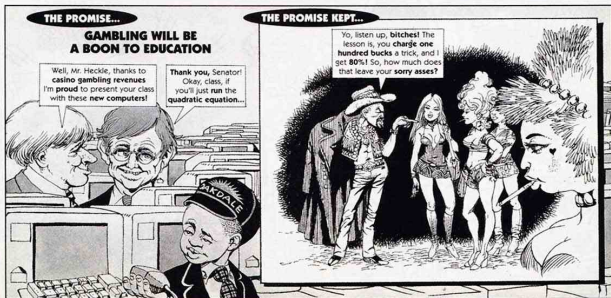
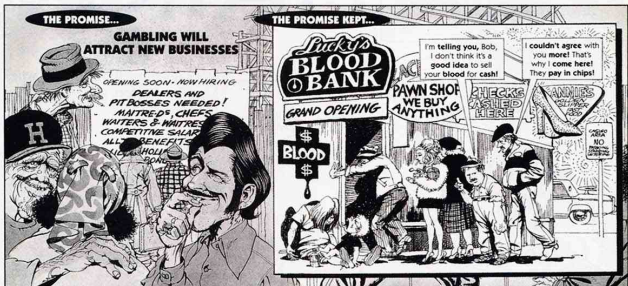


GAMBLING COMES TO YOUR CITY



ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART





Japanese poets created the delicate 17-syllable form of **haiku** centuries ago. They used their art to describe gentle examples of nature, weather conditions and other moments of transient beauty. And what better place to find such poetic inspiration than in **pro rasslin'**? But since the only Japanese people you ever see in **wrestling** are far too busy maintaining their **demeaning stereotypes** as demonically evil salt-throwers to take up quill and ink, we'll have to step in with our...

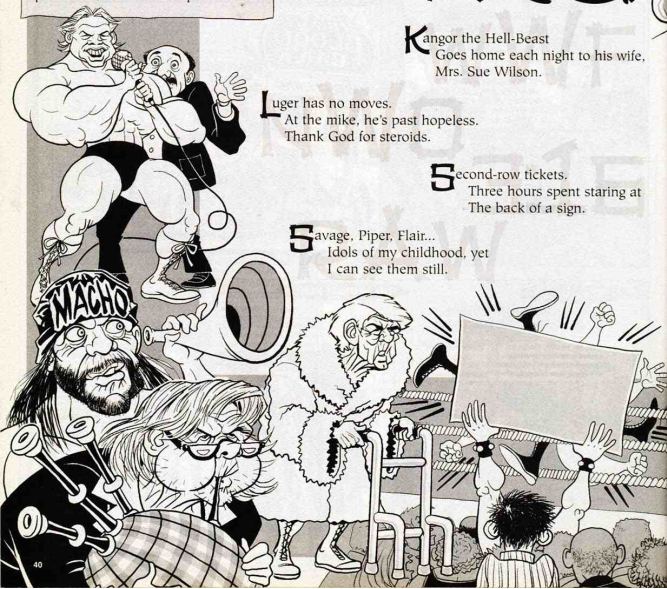
PRO WRESTLING HAIKU

Kangor the Hell-Beast
Goes home each night to his wife,
Mrs. Sue Wilson.

Luger has no moves.
At the mike, he's past hopeless.
Thank God for steroids.

Second-row tickets.
Three hours spent staring at
The back of a sign.

Savage, Piper, Flair...
Idols of my childhood, yet
I can see them still.





ARTIST: SAM VIVIANO
WRITER: DESMOND DEVLIN

Hogan stands alone.
He sees them fall, one by one.
Just seven hairs left.

Long hours of wait.
Then, at last, Goldberg runs in.
FANS, WE'RE OUTTA TIME!

Extravaganza!
A drama that can't be topped!
(Until next month's show.)

Are they bigger now?
Or are my eyes now smaller?
Only Sable knows.



For months now, the Republicans have been obsessed with the idea of impeaching Bill Clinton. The problem is, since all Slick Willie did was lie about his sex life, most Americans don't seem to give a damn. If Republicans truly want to give the President his walking papers, they should charge him with things he's done that have *really* irritated the American public. Like what, you ask? Like the following actions, which should have every American rising up and yelling...

IMPEACH HIM!

For not following former Surgeon General Jocelyn Elders' advice when she talked about masturbation as an alternative to casual sex —
IMPEACH HIM!

For actually coming up with a way of turning Ice Queen Hillary Clinton into a sympathetic figure —
IMPEACH HIM!

For that phony "I feel your pain" lip biting thing he does—
IMPEACH HIM!

For the endless news footage of him and his pasty-white, cellulite-ridden thunder thighs in jogging shorts —
IMPEACH HIM!

For making Linda Tripp's face a prominent fixture on the evening news, thus ruining the appetite of every man, woman and child in America —
IMPEACH HIM!

For giving notoriety to a group of women who will undoubtedly pose in *Playboy* even though no one in their right mind wants to see them naked —
IMPEACH HIM!

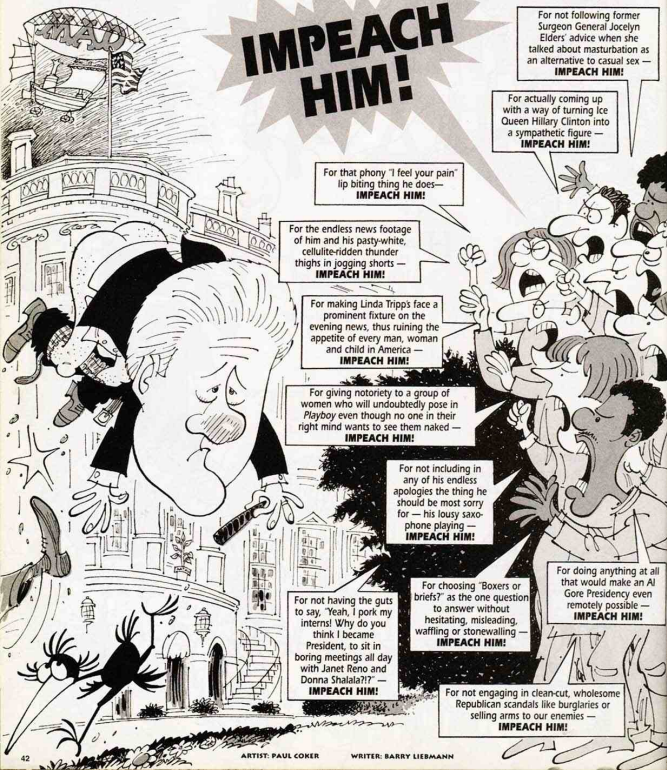
For not including in any of his endless apologies the thing he should be most sorry for — his lousy saxophone playing —
IMPEACH HIM!

For choosing "Boxers or briefs?" as the one question to answer without hesitating, misleading, waffling or stonewalling —
IMPEACH HIM!

For doing anything at all that would make an Al Gore Presidency even remotely possible —
IMPEACH HIM!

For not having the guts to say, "Yeah, I pork my interns! Why do you think I became President, to sit in boring meetings all day with Janet Reno and Donna Shalala?!" —
IMPEACH HIM!

For not engaging in clean-cut, wholesome Republican scandals like burglaries or selling arms to our enemies —
IMPEACH HIM!



BUTCH CASSIDY THE SUBMARINER

**BASED ON
COMIC BOOKS**



TIRED OF THE NIGHTLY BUMPS AND BRUISES THAT COME FROM CRIMEFIGHTING, BATMAN AND ROBIN HANG UP THEIR CAPES AND REVEAL THEIR TRUE IDENTITIES TO THE PEOPLE OF GOTHAM! FOR THEIR YEARS OF HARD WORK AND DEDICATION, THE DYNAMIC DUO IS REWARDED WITH THE CITY'S HIGHEST HONOR - THEIR VERY OWN CABLE-ACCESS SHOW!

Bruce Wayne's World! Bruce Wayne's World! Party time! Fightin' crime! Excellent! RRR-rrrowww-rrrowww!

BRUCE WAYNE'S WORLD



UPCOMING
MOVIES

BASED ON
COMIC BOOKS

HUMAN TORCH SONG TRILOGY

HERODOM'S HUNKIEST HOthead, JOHNNY STORM, BURNS OUT OF THE CLOSET IN THIS TOUCHING STORY OF ONE MAN'S STRUGGLE AGAINST A SOCIETY THAT ALREADY HAS LITTLE TOLERANCE FOR GAY MEN WHO CAN'T SPONTANEOUSLY COMBUST! AUDIENCES WILL CHEER AND JOIN ALONG IN SHOUTING JOHNNY'S SUPPENLY-MEANINGFUL CATCH-PHASE, "FLAME ON!"

Damnit, Johnny! That's the third Halston original you've burned through this week!

Darn! When will they finally come out with a figure-flattering asbestos muu-muu!??



Okay! Like, welcome to **Bruce Wayne's World!** I'm your host, million-aire playboy **Bruce Wayne**, and this is my ward, **Dick Grayson!** Party on, Dick!

Party on, Bruce!

Okay! Our first order of business is the **Bruce Wayne's World Equipment Review!** And here with that is **Dick!**

Thanks, Bruce! My topic is "**The Batpole: Crimefighting Tool or Ride of Death?**" Built for speed, the **Batpole** is a vital part of any hero's arsenal! But whenever I wrap my legs around it, I start feelin' kind of funny!

I know what you mean! I get that **same feeling** when I see **Batgirl changing costumes!** She's such a fox! If she were on PBS, she'd live in **Mr. Rogers' BABE-orhood!**



NIGHTCRAWLER AND CYCLOPS, THE BIGGEST MUTANTS IN BASKETBALL SINCE DENNIS RODMAN, HIT THE COURT IN THIS FAST-PACED, BUDDY PICTURE! KNOWING THE PLAYGROUND PREJUDICE AGAINST SKINNY BLUE BALLHANDLERS, THESE "HOOPER HEROES" HUSTLE THE BEST STREET-BALL PLAYERS IN L.A., USING NOTHING MORE THAN THEIR STREET SMARTS, MAD SKILZ AND SUPER POWERS!

X-MEN CAN'T JUMP

I challenge you two to a pickup game, and I'll play with any partner you choose!

You got a deal, sucker! You have to take that short, fuzzy blue guy over there!

You've gotta be kidding me!

Hey, be grateful we didn't make you play with the bald geezer in the wheelchair!



DANCES WITH WOLVERINES

A POIGNANT EXAMINATION OF MAN VERSUS NATURE VERSUS MUTANT, THIS SPRAWLING 19TH-CENTURY EPIC PICTURES THE EFFORTS OF LOGAN (AKA WOLVERINE) TO GAIN ACCEPTANCE BY A NATIVE AMERICAN TRIBE.

Wolverine, you have shown yourself to be a true friend of my people! With your adamantium claws, you have tilled much land for us to grow food! With your claws you have dispatched many of our enemy to the Happy Hunting Ground! With your claws, you have cut down trees so that we may build shelter!

This friendship must be repaid! Is there anything that you wish me to do for you? Anything you ask!

A KINETIC TALE OF HITMEN, BOXERS, PETTY THIEVES AND THE SENSUAL WIVES OF CRIME BOSSES, THIS MOVIE INTERWEAVES THREE SEPARATE STORIES SO THOROUGHLY, EVEN THE "SEE LAST ISSUE" EDITOR JUST HUNG HIMSELF!

IT'S GOT IT ALL: VIOLENCE, SEX, DRUGS, THAT OVERPLAYED "BWANG-GUH-GANG-GANG-GANG" SONG!

AND TARANTINO'S TRADE-MARK SNAPPY DIALOGUE NEVER SOUNDED MORE MEMORABLE THAN WHEN IT COMES FROM THE GAPING MOUTH OF A MONOSYLLABIC BEHEMOTH!

HULK FICTION

Did you know they have McDonald's in Amsterdam? But the menu over there is a little different!

Don't get me wrong, they've got Big Macs, but they don't call them that! Guess what they call them?

GAAAAAARGH!
NO ONE STOP HULK!

Close...they call them "Le Big Mac"! Heh! Imagine that! And you know what else? They don't have Quarter Pounders over there! You know why not?

HULK SMASH! HULK CRUSH!
HULK STRONGEST OF ALL!!!

ANYthing? I can't help but notice your nice, regular human fingernails...and I've had this INTENSE jock itch since 1858!



Sheesh...This guy makes the Gimp look like a friggin' speech instructor!



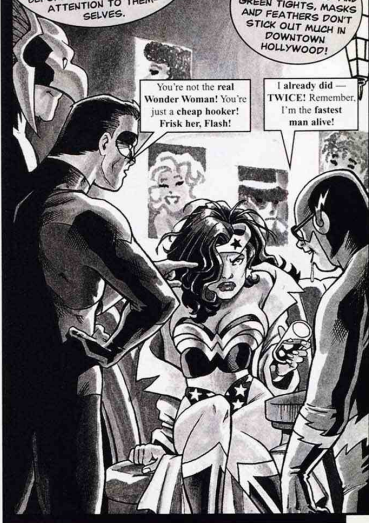
JLA Confidential

A MULTI-LAYERED TALE OF GREED, LUST, MURDER AND KRYPTONITE - AND ONLY A DELICATE INVESTIGATION BY THE JUSTICE LEAGUE CAN UNCOVER THE SEAMY TRUTH! THREE OF THESE GUARDIANS TIPTOE THROUGH THE SHADOWS, TRYING TO PIECE TOGETHER THE CLUES BEFORE DRAWING TOO MUCH ATTENTION TO THEMSELVES.

LUCKILY, GROWN MEN WALKING AROUND IN FORM-FITTING RED AND GREEN TIGHTS, MASKS AND FEATHERS DON'T STICK OUT MUCH IN DOWNTOWN HOLLYWOOD!

You're not the real Wonder Woman! You're just a cheap hooker! Frisk her, Flash!

I already did - TWICE! Remember. I'm the fastest man alive!





GRIEVING LAS VEGAS DEPT.

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 stars will be greased for good!

THIS MONTH'S FUTURE WINNER OF THE
DANCE WITH THE DEAD CONTEST:

JOHN TRAVOLTA

CAUSE OF DEATH

ODDS

Ganged up on by jealous and bitter actors
who played Horshack, Freddie and Epstein

2:1

Residual polyester poisoning from
Saturday Night Fever costumes

5:1

Stabbed to death in turf war with
Jehovah's Witnesses while soliciting
door-to-door for Scientology

7:1

Flare-up of old chafing injury from
mechanical bull in *Urban Cowboy*

10:1

Killed by son for giving him the
ridiculous name "Jett"

12:1

**WHAT IMPENDING
DISASTER IN THE YEAR
2000 THREATENS
TO TURN THE
CLOCK BACK TO 1900?**



FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO THAT "A" MEETS "B"



**BALLOT
BOX**
**THE ELECTION OF A
CONSERV-
ATIVE
REPUBLICAN
PRESIDENT**

A B

**WHAT IMPENDING
DISASTER IN THE YEAR
2000 THREATENS
TO TURN THE
CLOCK BACK TO 1900?**

HERE WE GO WITH ANOTHER MIDICULOUS **MAD FOLD-IN**

Everyone is wondering if things will change when the new millennium rolls around. Experts are foreseeing numerous disasters that may occur with everything from air traffic control to personal computers. There is one thing looming that people think will send the country spiraling backwards. To find out what this scary catastrophe is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD THIS SECTION OVER LEFT

FOLD BACK SO THAT "A" MEETS "B"



**THE ELECTRONIC COUNTDOWN APPROACHES. IN THE OPINION OF A
CONCERNED BODY OF EXPERTS WE MUST ACT BEFORE SERV-
ICES WORLDWIDE ARE HALTED. WE NEED CREATIVE
REPUBLICANS AND DEMOCRATS WORKING IN HARMONY TO
PRESENT IDEAS TO FORESTALL THE GLOBAL INCIDENT**

ARTIST AND WRITER: AL JAFFEE

Mad's Candy Hearts for Modern Lovers

