

# INTRODUCING THE **MAD** **20**



**THE  
DUMBEST  
PEOPLE, EVENTS  
& THINGS OF  
1998!!**

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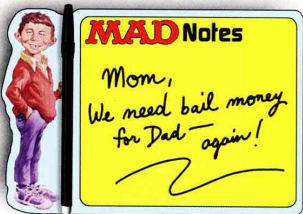
# Haunted by the Ghost of Christmas Presents?

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# MAD

*"You can't hurry love—but  
you can move up the wedding to  
accommodate the baby's arrival!"*  
—*Alfred E. Neuman*

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president & editor-in-chief

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executive vice president & publisher

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AP/WIDE WORLD PHOTOS

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MAD #378  
ON SALE  
JANUARY 19!



## THE CODE WAR

Why does the Morse Code in every Spy Vs. Spy say the same stupid thing? Can't you think up something different each issue?

Nathaniel Stein  
Wellesley, MA

Nat — Thanks for your observant letter. Your missive sent us scurrying to our Morse Code handbook and we came up with something we just love! Here's a sneak peek! Enjoy!

.....! —Ed.



## MAD MUMBLINGS @aol.com

I was normal once — I didn't like it — BumbiDeey...I had my pet rock neutered — GoodBik...Grass doesn't taste so good after a while — Greg4go...If fish had legs, fish could run — WeirdOne98...How come hippos don't look like hipps? — StevieJH...I dial my number on my phone, just to see if I am home! — LivLetDie8...Spam is like meat flavored Jell-O — F16tomcat1...How long a minute is depends upon which side of the bathroom door you are on — Crowbot55...I am the lizard king — J4WARD...Beware the terrible bean! — Will Ery.



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WHOSE MOTTO  
IS IT ANYWAY?

## DAILY NEWS

NEW YORK'S NEWS-OWN NEWSPAPER

Prez takes in  
B'way show,  
raises \$4 mil  
as Dems warn  
him to fess up



# WHAT, ME WORRY?

SEE PAGES 2-4

You know the President is in trouble when New York Daily News headline writers make a comparison between him and MAD's own Alfred E. Neuman! We wonder if Alfred's name popped up in the Starr Report. We're not sure 'cause we didn't read the whole thing — just the dirty parts!

## MAD CELEBRITY SNAPS

My brother gave me a subscription to MAD last year as a gift. I have been reading it for years, but I've been too cheap to shell out the cash to subscribe. With that subscription ending soon, I figured I'd have to get creative or I'd have to dish out the money myself for this nonsense! Enclosed is a picture of the band Barenaked Ladies. Since we are holding two MAD magazines and there are four members of the band (plus myself and my two brothers) in the picture, we figure you owe the three of us a total of 72 years of free subscriptions!

The Kane Brothers  
Stoughton, MA



Citizens Kane — Thanks for sending us the celebrity snap of that crazy Canuck band. In your letter you say you're sending us a picture of Barenaked Ladies, but where are the bare naked ladies? All we see are dorky-looking guys! O.k., we'll send you one three-year subscription that you can split between yourselves, but you have to promise to send us a picture of bare naked ladies!

From top left: Jim Cregan, Steven Page, Tyler Stewart, Mike Kane, Bill Kane, Ed Robertson and Chris Kane (Anyone not named Kane is a member of Barenaked Ladies!)







Good things used to come in threes! There were the Wise Men, the Musketeers, the Chipmunks, the Stooges...but that streak was broken when the Hanson brothers – Ike, Zac and Taylor – decided to move their singing act from the garage to malls across America! And somehow, this prepubescent pop trio has managed to keep their Clearasil-covered faces around a lot longer than their allotted fifteen minutes! But they'll come crashing down soon enough, as you'll see in a little tale we call...

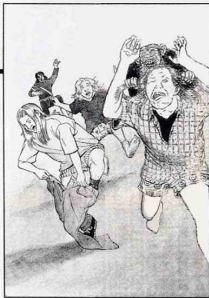


# The Incredible hanson Story.



**1995-1998**

The boys write the words and music for "MMMBop." Hanson first performs "MMMBop" onstage. They record an early demo version of "MMMBop." They later re-record "MMMBop" for their major label debut. "MMMBop" tops the charts! The brothers make the rounds of award shows to sing "MMMBop." They thrill fans with an acoustic rendition of "MMMBop." Along the way, Hanson also gives many interviews in which they discuss their musical versatility.



**January 30, 1999**

Hanson is offered four million dollars to open for Michael Jackson, the deal falls through, however, when it is later discovered the proposal has nothing to do with music



**December 1, 1999**

During an MTV interview, Zac is rushed to the hospital with an impacted smiik. Doctors assure grieving fans that he will be ok and as annoying as ever within days.

# From Start to Finish!

ARTIST: TIMOTHY SHAMEY

WRITER: DESMOND DEVLIN



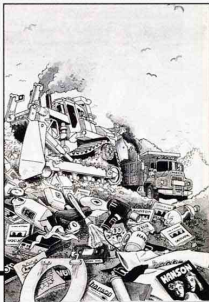
## January 4, 2000

Responding to skeptics who have long accused the band of having no additional material (and buying time with an easy Christmas CD and some crappy old tapes), Hanson at last releases the double-CD concept album, "We're Rubber, You're Glue." CD #1 plays into the critics' hands, consisting only of three answering machine messages: a 34-minute version of "Tidy-Bitsy Spider," a track of Ike singing "Happy Birthday" to a two-year-old Taylor, and fifteen re-mixes of "MMMBop." CD #2, however, features the group's first all-new material in years, including the up-tempo "FFFbop," the sassy "NNNbop," the soulful "BBBbop," and the more experimental "&&&bop." The album peaks at #36, the first sign of trouble in Hansonland.



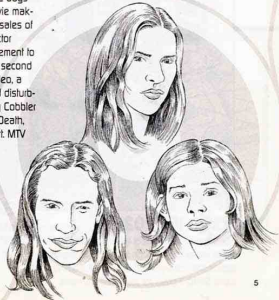
## February 8, 2000

After the success of the "Weird" video by acclaimed director Gus Van Sant, the boys decide to work with other great movie makers to create videos that will revive sales of their slumping album. Swedish director Ingmar Bergman is lured out of retirement to make an impressionistic clip for the second single, "MMMVop (Agony)." The video, a dizzying array of disconnected and disturbing images, ends with the unhappy Cobbler choosing to go off to oblivion with Death, rather than attend a Hanson concert. MTV plays the clip once at 4:40 a.m.

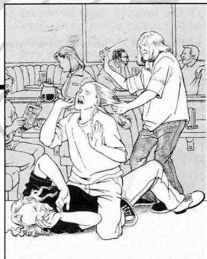


## August 10, 2000

America's landfills report a 25% jump in waste product volume. Two-thirds of this increase is attributed to old Hanson pinup photos, posters, T-shirts and CDs.



# The Incredible Hanson Story, From Start to Finish!



**March 13, 2009**

Following a nasty slap-fight at a Hojo's they were performing at in Decatur, Alabama, Hanson announces they are breaking up "due to irreconcilable artistic differences, and because Ike is a big, smelly jerk-face jerk-head to infinity plus one." Zac's threats to write a blistering tell-all book fizzle when he realizes he hasn't gone to school since the age of seven.



**June 16, 2020**

Hanson's exclusive deal with Moistland Action Water Parks falls through when park officials decide they can get five Backstreet Boys for the same \$650 it costs for just three Hansons.



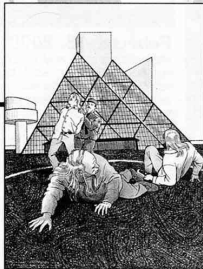
**July 7, 2012**

Now solo, Taylor forms a five-man "super-group" of other washed-up '90s performers, including Jazzy Jeff, the lead singer of Silverchick, and a Blowfish or two. Unfortunately, the ill-fated "Traveling Dingleberries" tour does not turn a profit.



**January 9, 2016**

After years of bitterness, the increasingly hard-on-the-eyes brothers reunite for their first concert together in nearly seven years. Sadly, the show is canceled when the bowling alley gets a last-minute customer who needs the lane.



**September 7, 2023**

Hanson finally enters the Rock and Roll Hall of Fame. Three minutes later, they are thrown out for trespassing.





When you think of great classical music, certain names come to mind: Beethoven, Chopin and Bach, to name a few. Well, now you can add two more names to that venerable list. Here's...

# Melvin & Jenkins

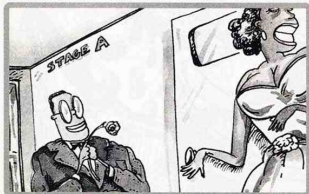
## GUIDE TO MUSIC APPRECIATION



**JENKINS** gets so wrapped up in the drama of the music that he unknowingly begins to tap his hands in time with the percussion.



**MELVIN** expertly times his armpit squeezes to match each crash of the cymbals.



**JENKINS** waits outside the stage entrance holding a single long-stemmed rose, to show his appreciation for the diva's performance.



**MELVIN** is grilled by the police, but technically, there's nothing they can do about him standing on Lyle Lovett's street 14 hours every day.





**JENKINS** prefers to view the opera from a private balcony so that he can drink in the full effect of the staging.



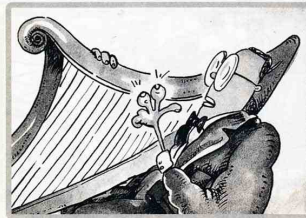
**MELVIN** prefers the private balcony so he can chuck Junior Mints down the lead soprano's cleavage.



**JENKINS** quietly follows the opera's libretto in its original Italian.



**MELVIN** ends every act, regardless of context, by jumping to his feet with a hearty "Heyyyy Macarena!"



**JENKINS** spends hours practicing the harp until his fingers blister.



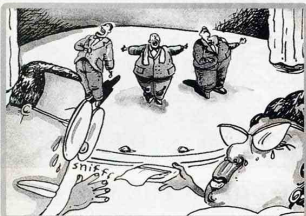
**MELVIN** uses his harp to julienne an entire sack of Idaho potatoes into tasty home fries.



**JENKINS** fancies himself an audiophile, and uses imported speakers and a classic turntable to capture the richness of the original vinyl.



After his frisbee goes down the sewer, **MELVIN** uses vintage Caruso 78 records to teach his pit bull how to fetch.



**JENKINS** is overcome with emotion every time he hears the melodious sound of the Three Tenors' voices.



**MELVIN** wets himself every time he hears the moronic sound of a Three Stooges eye poke.



**JENKINS** studies how the sudden transposition of the brass section is sometimes used to underscore the dramatic arrival of the gods.



**MELVIN** is certain that if he could only fill a tuba with enough soapy water, he could blow a bubble the size of a Chevy Lumina.



**Warning to long-time MAD readers:** You've read this intro twice already, so skip it! For those of you new to our publication, we've put a little spin on the "Six Degrees of Kevin Bacon" Game. Instead of connecting the aforementioned Mr. Bacon to some random celebrity, you have to find the...

# 6 DEGREES OF SEP

## can you link A MARATHON to 60 MINUTES?



is a test of human endurance, as is...



which attracts celebrities like flies, as does...



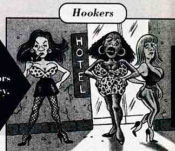
## can you link THE X-FILES to SWEATSHOPS?



tells an unbelievable story every week, as does...



which sells favors for money, as do...



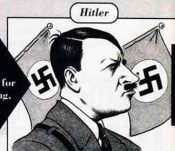
## can you link THE TACO BELL DOG to THE McLAUGHLIN



is an offensive ethnic character, as is...



who blames the Jews for everything, as did...



## can you link EL NIÑO to MOVIE POPCORN?



is a massive weather phenomenon, as is...



who laughs at everything, as do...



# SEPARATION BETWEEN ANYONE AND ANYTHING

## PART III

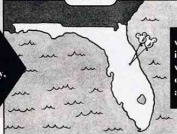
Mr. Spock's ears

which was dreamt up by a Sci-fi writer, as were...



which are long and pointy, as is...

Florida



which is packed with senior citizens, as is...

60 Minutes



Rats

who walk the streets at night, as do...



who are disease-carriers, as are...

Cruise Ships



which were popularized by Kathie Lee Gifford, as were...

Sweetshops



## N GROUP?

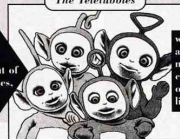
Jerry Lewis

who took France by storm, as did...



who made a career out of baby noises, as do...

The Teletubbies



which are bizarre, nonsensical creatures on PBS, like...

The McLaughlin Group



Pamela Lee's Boobs

who need constant re-training, as do...



which are artificial male stimulators, as is...

Viagra



which costs \$8.00 a pop, as does...

Movie Popcorn





**AND THE EAT GOES ON DEPT.**

Those well-intentioned but misguided folks at the U.S. Department of Health are at it again! Now they're putting out something called the Food Guide Pyramid, an over-simplified chart that's supposed to show you, as they put it, how to "build a healthful diet by eating a variety of foods." This extremely useful and sensible chart is conscientiously ignored by over 200 million Americans a day, most notably by the fine young men and women enrolled in our nation's institutes of higher learning. So take note, Department of Health! Here's...

# MAD'S REALISTIC FOOD GUIDE PYRAMID FOR COLLEGE STUDENTS

**2 AM Post-Joint  
Munchies**  
IHOP and White  
Castle Runs Group  
(1-2 Servings  
Per Week)



**End-of-Finals  
Salt, Lime and  
Tequila Group**  
(2-3 Servings  
Per Week)

**Before Finals Starbucks,  
Mountain Dew and  
No-Dōz Caffeine Group**  
(2-3 Servings Per Week)



**Pizza and Takeout  
Chinese Food Group**  
(3-4 Servings Per Week)



**Reheated Pizza  
and Leftover  
Chinese  
Food Group**  
(3-4 Servings  
Per Week)

**Sugary Cereals  
for Dinner Group**  
(5-7 Servings  
Per Week)



**Hangover Cure:  
Tylenol, Advil,  
Tums, Pepto-  
Bismol Group**  
(5-7 Servings  
Per Week)

**Grain (aka  
Beer) Group**  
(15-50  
Servings  
Per Week)



**Habitual,  
Nervous  
Candy  
Munching  
Group**  
(100-200  
Servings  
Per Week)



**SOURCE:** Two guys from the Kappa Sig House,  
Some Chicks We Met Playing Thumper & This Guy Who  
Lost His Football Scholarship For Having A Huge Gut



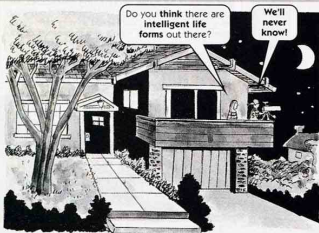


BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...



THE UNIVERSE



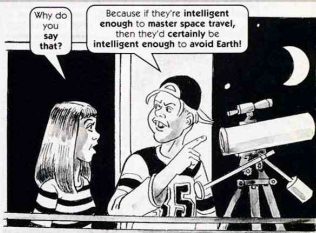
JUSTICE

So I should tell the judge that I fell off a twelve foot ladder, right?

Exactly! Just don't mention you were on the bottom rung at the time!



ARTIST AND WRITER: DAVE BERG



PREJUDICE



I can't believe how that driver passed us by as if he didn't see us! Why did he do that?

Let's put it this way—it's not because his mother told him never to pick up strangers!



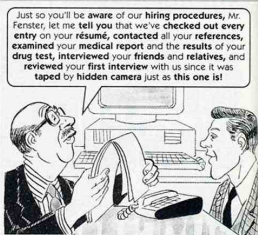
## FIRE FIGHTERS



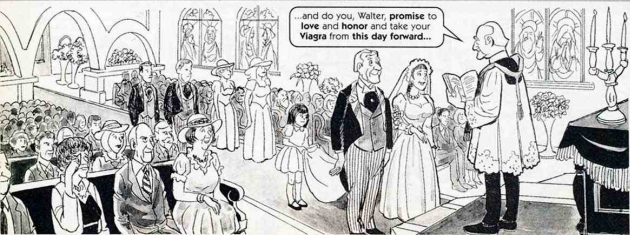
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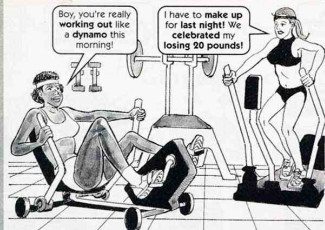
## INTERVIEWS



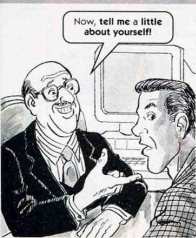
## WEDDINGS



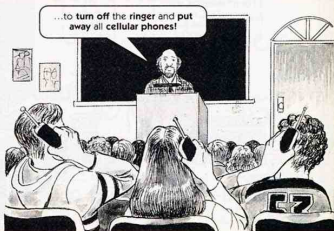
## CALORIES



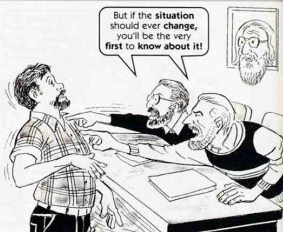
## THERAPY



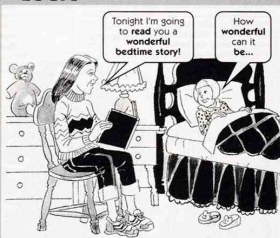
## SCHOOL



## THE OFFICE



## LOGIC



## DOCTORS





Vanilla Ice's Comeback • The Magic Hour • Ally McBeal Mania  
• Spewell Vs. The NBA • Puff Daddy • Charlton "NRA" Heston •  
The Flag Burning Amendment That Won't Die • Beanie Babies  
• Soft Money • Henry Hyde's Affair • Godzilla Hype • Celine Dion •  
Earl Spencer • Ginger Spice Takes A Hike • The Capeman  
• Estrogen Rock • Teletubbies • Norm "Crybaby" McDonald • Patsy  
and John Ramsey • NEA Censorship • Rudy Giuliani • Babe II •  
South Park or "Oh My God! They Killed Quality!" • Roseanne's  
Talk Show • Asteroid Movies • Bill Maher • MSNBC's Time &  
• The Donna's Phony British Accent • Howard Stern's  
Radio Show • Milk Ad • The Taco Bell

# THE MAD 20

Trash TV

THE  
20 DUMBEST  
PEOPLE, EVENTS  
AND THINGS  
OF 1998

Dog • Rodman & Malone's Pro Wrestling Sideshow • Magazine  
Year-End List Articles • Paul Reiser's AT&T Commercials • The  
NBA Lockout • The Sultan Of So-What • Monicagate: The  
Never-Ending Saga • Marilyn Manson • Paula Jones' Nose Job •  
Nicolas Cage as Superman • Seinfeld's Endless Farewell  
• Macaulay Culkin's Marriage • The Drudge Report • Backstreet  
Boys • James Cameron Stinks Up The Oscars • The French  
• Pierced Everything • Tattooed Anything • Matt Damon & Ben  
Affleck • Astro-Geezers • Prince William • The PGA Tees Off On  
A Gimp • Disney's Animal Kingdom • Stone Phillips • The Stock  
Market Rollercoaster • The Viagra Feeding Frenzy • The Russian  
Economy • Right-Wing Gay Bashing • The New VW Beetle • Buddy  
the Dog • Chris Rock • WWW.Anything.Com • Bogus News •  
Marv Albert Sinks His Teeth Into A New Job • Hanson • Max  
Korn • Al "Chainsaw" Dunlap • The Tobacco Bill Goes Up In Smoke •  
Cell Phones • Y2K Panic • Steven Brill's Content • Osama  
Bin Laden • Software That Sucks • Conan's Anniversary Show •



# 1 MONICAGATE THE NEVER-ENDING SAGA

Sinister villains, classic confrontations, hideous creatures, and yes, even a princess — albeit one with a thonged butt the size of Nebraska. The White House scandal had all the elements of a sci-fi epic, except one — there were no heroes.

## STARR WARS

Not so long ago,  
in a country  
not so far away...

*It is a period of civil lawsuits. A horny President, investigated by a relentless Special Prosecutor, claims, "I did not have sex with that woman, Miss Lewinsky."*

*During the tumultuous legal battle, the evil Special Prosecutor managed to obtain lurid testimony from Miss Lewinsky about the Commander-In-Chief's dark side and THE DEATH CIGAR, a bizarre sexual prop with enough power to destroy an entire Presidency.*

*Pursued by an ever-vigilant Republican Congress, the embattled President desperately hides behind his lawyers, custodians of the flimsy defense that he hopes can save his political ass...*

2

# JAMES CAMERON STINKS UP THE OSCARS



(His actual Academy Awards speech with previously "cut" lines presented in red)

I just want to say a couple of things. First, as I said when I accepted the Best Director Oscar, I'm the King of the World! We're here tonight to celebrate the magic of movies and I'm grateful every day to get to be a part of that magic and a practitioner in it and to have made the most honored film ever that didn't win Oscars for Best Actor, Best Actress, Best Supporting Actor, Best Supporting Actress or Best Screenplay. What's wrong with you bastards!? But we did win for "Best Sound Effects Editing." Whoo!

I love it and tonight has been such a great celebration for us and it seems to somehow express this strange wave that's happened with *Titanic* where people all over the world have opened their hearts to this movie — for instance, since I started speaking, *Titanic* brought in another 600 bucks at the 10 o'clock show in Paraguay! And that's so gratifying to all of us that worked on it and we'll be forever grateful to them the audience and I know a lot of you are watching at home.

Frankly, I knew this film would be a success because I've had experience working with massive, inanimate hulks — remember, I directed Schwarzenegger in both *Terminator* flicks! In the midst of all this euphoria — and I must repeat, I'm the King of the World! — it's kind of hard for us to remember that this euphoria and this success is for a film that's based on a real event that happened where real people died that shocked the world in 1912, though I'm sure all those people would have drowned gladly if they'd known it would inspire me to make this film.

So I'd just like everybody to go with me just for a second on something here. If you refuse, I'm going to bring back Celine Dion to sing that crappy song again, you follow? I'd like to do a few seconds of silence in remembrance of the 1500 men, women and children who died when the great ship died — and also in remembrance of my wife, Linda Hamilton, who, as I did with my previous three wives, will soon be dumping for an even younger trophy wife. But don't worry, Linda, I won't dump you for the pretty young co-star in *Titanic* — Leonardo told me he doesn't go that way.

And the message of *Titanic* of course is that if the great ship can sink the unthinkable can happen, the future is unknowable, the only thing that we truly own is today, life is precious, and that I realize I should be on my hands and knees knowing I owe my life to a couple million teenage girls who went to this flick seven times each to see Leonardo DiCaprio and Kate Winslet do the nasty in a car on a big boat. But that would take away from my uninterrupted tribute to myself. So during these few seconds I'd like you to also listen to the beating of your own heart which is the most precious thing in the world.

Join me please in a few seconds of silence for *Titanic*. I'd ask for a longer period of silence, but that would mean I'd have less time to speak, and we can't forget why we're here, right? (15 seconds of silence.) Thank you very much, that's about as much as I'm sure Gil Cates can stand. All right. You've really made this a night to remember in every way, a night honoring my movie, which in a few short months will be the greatest movie ever available at Kmart for \$9.99 — the same cost as two toilet brushes! Now let's go party till dawn! I feel like saying "I'm the King of the World!" again, but hey, I'm humble.

Poor Jim Cameron! Even though his movie drags on for over three hours, he had less than two minutes to speak when he accepted the Academy Award for Best Picture! This really bothered arrogant Jim, who isn't used to editing for pacing, brevity and crispness like other film makers! He barely had enough time to thank himself! That's why we've donated the following space to present for the first time anywhere...

## JAMES CAMERON'S TITANIC OSCAR SPEECH THE SPECIAL DIRECTOR'S CUT



# 3 SEINFELD'S ENDLESS FAREWELL

Imagine this: A friend tells you several times to live. Terrible, right? But now imagine that he stops by your house every day to remind you he's dying. And every time you pick up a newspaper or magazine there's an article about his impending death. You can't even go to a meeting at work without someone mentioning your dying pal. After a couple of weeks, you'd actually be PRAYING for the bastard to drop dead! Now you know how we felt about the long, long, long good-bye of *Seinfeld*.

## SEINFELD BY THE NUMBERS



# 5 THE FLAG BURNING AMENDMENT THAT WON'T DIE

If our government officials are to be believed, a person can't walk two blocks these days without seeing some unpatriotic anarchist trying to bring down the Republic by turning the revered symbol of our nation into smoldering soot! Huh? Did we miss something? We thought this non-issue was dead eons ago! Oh yeah, 1998 was an election year! Time to pander to the yahoos and drag this stupid amendment out of obscurity! So let's cue up the soundbites as...

## YOUR CONGRESSMEN EXPLAIN THEIR STANCE ON THE FLAG-BURNING AMENDMENT

There have been almost **two dozen flag-burnings** in the past decade. Passage of this amendment may cut that amount by **one third!**

Just as troubling as the desecration of the flag is the rampant depiction of flag burning in Hollywood movies, rap CDs, art displays and video games. I am proposing a voluntary "FB" rating for anything that includes flag burning as drama. And if the studios do not voluntarily accept this voluntary rating, I will propose legislation forcing them to do so!

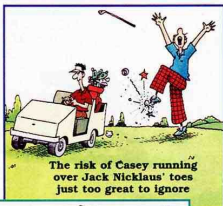
Our brave astronauts left the U.S. flag planted on the moon, where it stands to this day. If we don't pass this amendment, alien creatures could come along and burn it!



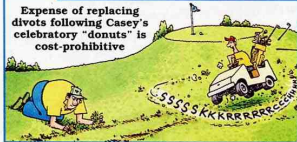
# 4 THE PGA TEES OFF ON A GIMP

It came as no surprise that when faced with golfing eldritch Casey Martin asked the elitist PGA to allow him to use a cart, they told him "You walk like everyone else or you keep your crippled butt off the course." It would destroy the integrity of the sport, they said, by giving Martin an unfair athletic advantage. Hey fellas, golf is NOT a sport and pot-bellied sixty-year-old geriatrics who can't carry their own golf bags are NOT athletes! Why don't you morons fess up and tell us...

## THE REAL REASONS THE PGA DOESN'T WANT CASEY MARTIN TO DRIVE A GOLFCART



Expense of replacing divots following Casey's celebratory "donuts" is cost-prohibitive

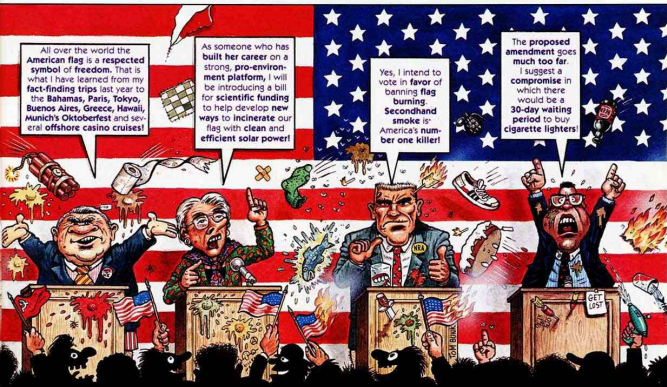


All over the world the American flag is a respected symbol of freedom. That is what I have learned from my fact-finding trips last year to the Bahamas, Paris, Tokyo, Buenos Aires, Greece, Hawaii, Munich's Oktoberfest and several offshore casino cruises!

As someone who has built her career on a strong, pro-environment platform, I will be introducing a bill for scientific funding to help develop new ways to incinerate our flag with clean and efficient solar power!

Yes, I intend to vote in favor of banning flag burning. Secondhand smoke is America's number one killer!

The proposed amendment goes much too far. I suggest a compromise in which there would be a 30-day waiting period to buy cigarette lighters!





# 6 SOFTWARE THAT SUCKS

We don't like Bill Gates and neither should you. He's a little geek with greasy hair, bad skin, and will make more money in the next four minutes than you would if you lived to be 812! This year, the man who heats his super-sized mansion by burning 10 lb. sacks of crisp hundred dollars bills dumped Windows 98 on us. True story: the day he unveiled it at a trade show for the press, it crashed! But that didn't stop the monopolistic weasel from rushing it to the stores!

## A WINDOWS 98 AD WE'D LIKE TO SEE

Hi. I'm Bill Gates, founder of Microsoft. I'm here to introduce the upgrade to our world popular Windows 95® operating system...

# Windows 98®

It's Microsoft's all-new computer software upgrade that makes Windows 95® perform the way it was supposed to three years ago! Windows 98® features these **ALL-NEW** bugs and glitches:



### Integrated Support

37 brand-new error codes with no explanation in any Help Menu. It's like getting a free Treasure Hunt game!

### User Friendliness

Ominous phrases like "You have performed an illegal operation and this computer must shut down" now appears in a more readable typeface!

### Exciting Graphics

Many total system crashes are now in exciting 3-D!

### Multi-Tasking Capabilities

Our optional video card and antenna let you receive television broadcasts right on the screen, enabling you to turn your \$3,000 computer into an inferior \$200 color TV!

### Internet Choice

You can use Microsoft Internet Explorer 4.01, which comes pre-packaged with Windows 98® or, if you wish, you can stay off the Web. The choice is up to you!

### Advanced Technology

Recognizes new hardware that won't be on the market until Windows 98® is replaced by Windows 2001® (which will make Windows 98® run the way it's supposed to now!)

The Windows 98® upgrade is available now at your local computer retailer for a suggested retail price of \$89.95\*, the exact same price you paid for our complete, brand-new operating system just three years ago!

Look, the way we're swallowing up the competition, you know we're going to be on your desktop eventually, so why fight it? Take advantage of our special offer and pick up your Windows 98® upgrade today! We might not be feeling so generous in the future.

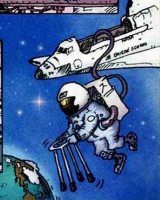
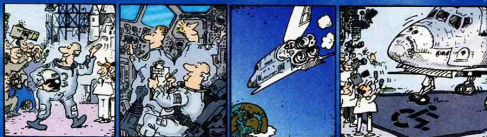
*\*Price includes your share of Microsoft's legal fees in our fight with the U.S. Government to protect our monopolistic control of the software market.*



# 7 ASTRO-GEEZERS

This fall, 77-year-old John Glenn made his "triumphant" return to outer space! And at first, we were a little scared to see a \$2 billion taxpayer-funded space shuttle being commanded by a guy so elderly he could barely see over the dash! But when all was said and done, wasn't it worth it to finally discover the effects of weightlessness on dentures, swollen prostates and ear hair?

## A MAD LOOK AT JOHN GLENN IN SPACE



# 8 ALLY McBEAL MANIA

It's been driving us crazy: How does the lame-ass, Monday night whine-fest *Ally McBeal* manage to generate more buzz than an electric shaver on Elliott Gould's back hair? Was the ditzzy-self-loathing-faux-feminist demographic really THAT vastly under-served? We're not sure, but we're hoping against hope that this show's life-span is shorter than one of Calista Flockhart's micro-minis!

## A COURT CASE WE'D LIKE TO SEE

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF CALIFORNIA

Plaintiffs: VARIOUS (Identified below)  
- against -  
Defendant: **ALLY McBEAL**

### NATURE OF ACTION

Class-action lawsuit filed on behalf of the plaintiffs, either singly or as groups [identified below] naming the defendant, the television show *Ally McBeal*, as the sole responsible party in damages sustained from the production, promotion, and broadcast of the show. Plaintiffs seek compensatory damages in an amount in excess of \$250,000 per count as proven at trial.

### PARTIES AND CLAIMS FOR RELIEF I THROUGH IV

**I. Self-respecting, intelligent, real-life successful female attorneys** for defamation of character due to Calista Flockhart's unflattering depiction of a female lawyer as a cutesy-pie, naive, airheaded, confused waii;

**II. Cartoonist Cathy Guisewite**, an individual, for copyright infringement, based on numerous similarities between her character of "Cathy" and that of "Ally," specifically that both characters supposedly appeal to the single, upwardly-mobile career woman while actually obscuring issues so petty they set feminism back to a period before the birth of Gloria Steinem;

**III. A group of men**, currently numbering in the thousands and growing weekly, for punitive damages as they dutifully watch the show with their girlfriends, wives, etc., instead of *Monday Night Football*, resulting in "psychological emasculation";

**IV. Online service users**, also numbering in the thousands, who are sick to death of the once amusing, now extremely tiresome (and arguably eerie) Dancing Baby, which formerly was attached as a file to every other piece of e-mail they received, with the subject line: "You HAVE to Check This Out...funny!!!!!!!" and which has now transcended simple e-mail and become a semi-regular fixture on the show;

This Court has federal subject matter jurisdiction under 28 U.S.C. 1331, 1338, and 1367. Venue in this case is proper under 28 U.S.C. §§ 1391 and 1400(a).



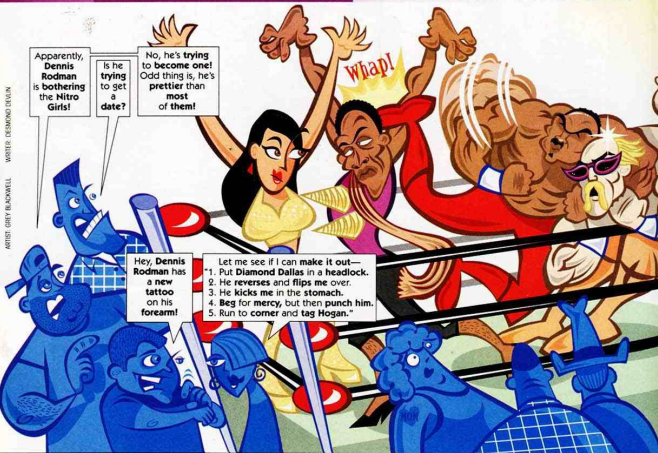
**MAD 20**

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## RODMAN & MALONE'S PRO WRESTLING SIDESHOW

This summer, Dennis Rodman, fresh off another championship season, stepped into the squared circle for a tag team match against 1997 NBA MVP and Olympic gold medalist Karl Malone. It's a tough call to decide who was dumber: The two elite professional athletes pretending to duke it out in a phony "sporting" event with a bunch of steroid-juiced goons or the thousands of slack-jawed morons (i.e. wrestling fans) who ponied up \$39.95 for the pay-per-view!

### A PEEK BEHIND THE SCENES AT WCW'S BASH AT THE BEACH

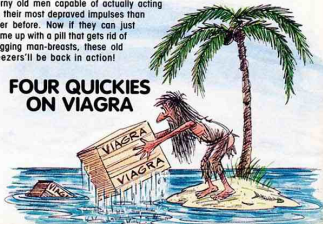


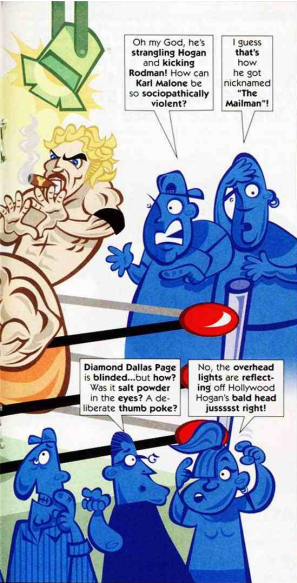
11

## THE VIAGRA FEEDING FRENZY

It was, ahem, *big news*, if you know what we mean. Pfizer came out with a male impotence drug and their stock shot up even faster than guys using the stuff. Great! Thanks to this amazing medical breakthrough there are now more horny old men capable of actually acting on their most depraved impulses than ever before. Now if they can just come up with a pill that gets rid of sagging man-breasts, these old geezers'll be back in action!

### FOUR QUICKIES ON VIAGRA





# 12 SOUTH PARK

"OH MY GOD!  
THEY KILLED QUALITY!"

By now you've heard the unlikely success story of Matt Parker and Trey Stone, the two young animators who parlayed their crudely drawn short film into cable TV's hottest show. But amidst all the hype, hoopla and endless magazine covers (including ours — um, twice), people failed to take note of one small fact: *SOUTH PARK* AIN'T THAT GOOD, DUDE! And if Matt and Trey had even a shred of self-awareness, they'd admit it themselves!

## AN INTERVIEW WITH MATT PARKER AND TREY STONE WE'D LIKE TO SEE



**MAD:** How have you succeeded in giving South Park such a unique look?

**TREY:** I think it's our total lack of artistic talent that gives the show its distinctive look. And let's not forget our Animation Director. We hired a slacker friend of Matt's whose only experience was making a twenty second stop-motion film on a Super 8 camera in junior high school using Matchbox cars.

**MATT:** And Comedy Central's been really supportive and generous. They've actually doubled our animation budget so we were able to buy two pads of colored construction paper for this season.

**MAD:** Have your main characters developed so much that you argue over who says what, like, "Oh, no, Stan wouldn't say that...that's more of a Kyle line."

**TREY:** Luckily for us, our audience's expectations are so low, we don't have to worry about keeping Stan or Kyle in character. Essentially, they're as two-dimensional as the paper they're made from.

**MATT:** And, keep in mind, since we provide their voices and sound virtually the same, most viewers can't recognize one from the other.

**TREY:** Yeah, and since every other line of dialogue is swearing and will be bleeped out, it's a moot point!

**MAD:** Do you ever worry that Chef's schtick of trying to seduce women by suggestively singing to them may be getting a little played out?

**MATT:** Geez! Next you'll be complaining that using the exact same line, "Oh my God, they killed Kenny! You bastards!" in every episode stopped being funny after the fifth time we used it!

**MAD:** Do you ever worry that the whole South Park craze might die out as suddenly as it started?

**TREY:** Sure, that's why we're making movies, so when South Park goes belly-up we'll have a film career to rely on.

**MATT:** Yeah, we want to keep churning out fun stuff like BASEketball and Orgazmo.

**MAD:** Hoo boy! You're going to want to hang on to this South Park gig as long as possible!

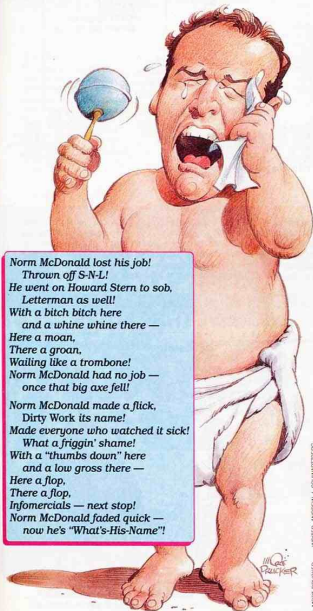


# 13 NORM "CRYBABY" McDONALD

Former Weekend Update anchor Norm McDonald claims he was canned from SNL for making jokes about NBC President Don Ohlmeyer's knife-wielding buddy, O.J. Simpson. Don claims Norm was canned for not being "sharp and controversial." And WE claim that no one gives a rat's ass about the petty bickering between a pompous, marginally-talented stand-up and a grossly overpaid, incompetent TV exec — although you'd never know it from all the play the media gave this monumental non-story.

## NORM McDONALD LOST HIS JOB\*

(\*SUNG TO THE TUNE OF OLD MacDonald HAD A FARM)



Norm McDonald lost his job!  
Thrown off S-N-L!  
He went on Howard Stern to sob,  
Letterman as well!  
With a bitch bitch here  
and a whine whine there —  
Here a moan,  
There a groan,  
Wailing like a trombone!  
Norm McDonald had no job —  
once that big axe fell!

Norm McDonald made a stick,  
Dirty Work its name!  
Made everyone who watched it sick!  
What a friggin' shame!  
With a "thumbs down" here  
and a low gross there —  
Here a flop,  
There a flop,  
Infomercials — next stop!  
Norm McDonald faded quick —  
now he's "What's-His-Name"!

ARTIST: MORT DRUCKER

# 14 BOGUS NEWS

1998 was a banner year for gaffes by the media. CNN and Time falsely accused the armed forces of using nerve gas in Laos. The Boston Globe fired two columnists for plagiarizing and inventing sources. The Cincinnati Enquirer wrongly accused Chiquita Brands of bribery, kidnapping and other crimes. All of these publications were forced to apologize and issue retractions. Well, more screw-ups will surely follow, and when they do, red-faced publishers may want to make use of...

## MAD'S ALL-PURPOSE MEDIA RETRACTION

### We recently reported that

1. Our story, based on 2. 3. 4. 5. has now been proven untrue. We regret any 6. this may have caused.

1. the CIA the Defense Department crazed UFOlogists the Linda Tripp Fan Club militant hairdressers born-again heathens Warren Harding look-alikes a Spokane wacko named Ernie cross-dressing Girl Scouts
2. traded guns for cocaine peddled cocaine for guns peddled atomic secrets swapped Alan Dershowitz jokes rejected the nickel defense rigged the Powerball Lottery mooned Boris Yeltsin airdropped poisoned rutabaga hated Paula Jones' nose job
3. during the Gulf War in the Balkans in Area 51 without parental permission at a Yeshiva pep rally while crouched on all fours in see-through wetsuits for the sheer fun of it without dialing 10-10-321
4. an anonymous source secret documents leaked a Tony Danza prophecy an analysis of yak droppings Beanie Baby hysteria anti-Swedish sentiments the effects of El Niño calcium deposits rumblings of discontent
5. in the Pentagon on the West Bank in the Drudge Report in Gotham City on a lost Seinfeld episode in redneck country far from the madding crowd at a hush-hush swap meet at the Streisand-Brolin nuptials
6. misunderstandings canceled subscriptions lawsuits acts of revenge suicides erectile dysfunction excessive salivating ruined relationships hormonal changes

ARTIST: FRANK JACOBS

MAD 20

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## THE SULTAN OF SO-WHAT



**5:50 PM**

Before the game, McGwire and Sammy Sosa film a short presentation for the MTV Video Music Awards. The two ballplayers have some difficulty reading the cue cards, stumbling over their own words and interrupting each other. They are immediately offered full-time VJ jobs.

**7:00 PM**

The TV broadcast begins. Fox-TV announcer Jack Buck says that Roger Maris was a complete player. Tim McCarver says that Roger Maris was the perfect teammate. Combined, this makes a total of two more nice things said about Maris tonight than the entire 1961 season in which he set the record.

**7:02 PM**

Unwary viewers swiftly catch on that *King of the Hill* has been preempted, when they realize that cartoons look more realistic than McGwire's arms. Four or five viewers call Fox wondering why they replaced Hank Hill with Popeye.

**7:13 PM**

FOX TV viewers see McGwire putting his bat on the rack.

**7:19 PM**

The announcers fill in FOX TV viewers on the five at-bats they just missed.

**7:17 PM**

FOX TV viewers see McGwire pick his nose.

**7:15 PM**

FOX TV viewers see McGwire sit down.

**7:12 PM**

Mark McGwire makes an out in his first at-bat. The announcers immediately become the first people in history to use the phrase "stuck on 61 homers."

**8:18 PM**

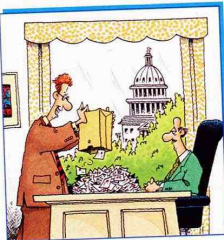
Apparently, Mark McGwire hit a home run or something. We were in the kitchen.

16

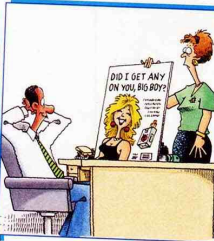
## THE TOBACCO BILL GOES UP IN SMOKE

At first, it looked like 1998 was going to suck for the tobacco industry. But after months of lobbying sleazeball Congressmen, they succeeded in killing the much-ballyhooed Tobacco Bill as if it were one of the doomed residents of Marlboro Country. Now they can take the billions they would have had to cough up for our medical bills and pour it all into obnoxious PR campaigns and other image-building scams. Here's a preview of what they're planning for the coming year.

### WAYS BIG TOBACCO HOPES TO SAVE THEIR BUTTS



Bribe Congressmen With Marlboro Merchandise Coupons.



Develop A Bold New Ad Campaign Heralding The Inherent Sex Appeal Of A Wet Hacking Cough.



Introduce Collectible Beanie Baby Ashtrays

8:21 PM

McGwire climbs into the stands to hug Roger Maris' children. His powerful athletic stench helps take their minds off their dad's record having been obliterated.

8:19 PM

St. Louis groundskeeper Tim Forneris retrieves the 62nd home run, potentially worth \$1 million, and decides to hand it back to McGwire for nothing.

8:23 PM

Mark McGwire's 62nd home run is replayed.

8:22 PM

Mark McGwire's 62nd home run is replayed.

8:20 PM

The Funk & Wagnalls dictionary people rush-release an announcement that they are replacing the word "schmuck" with "forneris." They continue to list as the first alternate definition, "the Arab guy who tried to get his van deposit back after bombing the World Trade Center."

8:24 PM

Mark McGwire's 62nd home run is replayed.

9:09 PM

McGwire walks in his third at-bat. He makes as much salary for this one plate appearance as St. Louis groundskeeper Tim Forneris will earn in the next year.

8:25 PM

Mark McGwire's 62nd home run is starting to be incredibly annoying.

9:35 PM

Roger Maris, Jr.'s wisdom teeth finally shatter after holding a public smile for three days straight.

9:28 PM

Cubs reliever Don Wengert gets the first two outs of the ninth, lowering his ERA to 4.84. Memorabilia experts estimate that as a result of his association with tonight's drama, the value of his rookie card may soar as high as 8 cents.

10:20 PM

Mark McGwire holds his postgame press conference. The first five reporters mindlessly ask him, "So, do you think you can break the record?" out of sheer habit.

10:46 PM

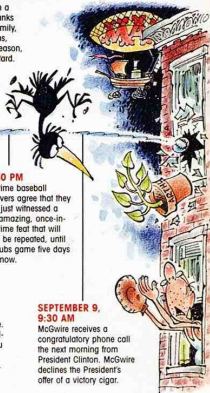
Mark McGwire is honored in a postgame ceremony. He thanks his teammates, the Maris family, his own relatives, all the fans, and for some inexplicable reason, the Wu-Tang's Of Dirty Bastard.

10:50 PM

Longtime baseball observers agree that they have just witnessed a truly amazing, once-in-a-lifetime feat that will never be repeated, until the Cubs game five days from now.

SEPTEMBER 9, 9:30 AM

McGwire receives a congratulatory phone call the next morning from President Clinton. McGwire declines the President's offer of a victory cigar.



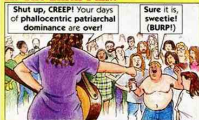
# 17 ESTROGEN ROCK

## At A Real Rock Concert...



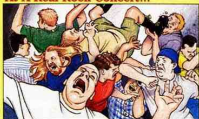
Ozzy Osbourne chews the head off a bat

## At The Lilith Fair...



Joan Osborne chews some drunk guy's head off

## At A Real Rock Concert...



Stinky, Scary Mosh Pits

## At The Lilith Fair...



Stinky, Scary Armpits

## At A Real Rock Concert...



Big Fat Speakers

## At The Lilith Fair...



Big Fat Speakers

This summer's hot concert ticket was the Lilith Fair, the musical equivalent of a whiny, six-hour chick-flick. The brainchild of Sarah McLachlan, the fem-fest featured such un-diverse "talents" as the lksome Paula Cole, the transcendently dull Natalie Merchant and the intensely annoying Indigo Girls. But what's most disturbing about Lilith is that its audience members actually believe they're attending a rock concert, which couldn't be further from the truth, as you'll see after reading...

## ROCK CONCERTS VS. THE LILITH FAIR

You gotta admire a guy like Jerry Springer. It takes real courage to tackle some of today's toughest social issues by having pregnant lesbians throw chairs at each other. Oh sure, the media insists he's merely a self-promoting blowhard who appeals solely to morons in trailer parks. But that's only because those stuffy, upright critics don't realize how much thought and planning go into every program.

## THE JERRY SPRINGER SHOW INTERN "TO DO" LIST

To: All Interns

From: Jerry Springer

Subject: Your Responsibilities

**JERRY**  
*Springer*  
show



### Before Taping:

- ☐ Outfit all heavy, African-American women guests with wigs. (Note: Do not attach too securely, as wigs must be pulled off no later than third yank.)
- ☐ Go to floral district and buy a week's worth of bouquets. Keep costs down by purchasing old, wilted flowers only. (Remember, each bouquet is on-screen for just a few seconds before it's mashed into a guest's head.)
- ☐ Prepare index cards for Jerry to use when he introduces guests. Do not worry whether the spelling of any of the names is correct as Jerry will mangle the pronunciation anyway, and say them differently every time he opens his mouth.

### During the Show:

- ☐ Keep all guest's airline tickets hidden until taping is over. The threat of having to pay for one's own plane fare back to Broward County, Florida goes a long way to convincing them to come back onstage following a particularly humiliating scene.
- ☐ Lead audience into screaming cacophony as soon as any threat of onstage violence emerges. Once fight begins, shout encouragement to all participants. When security guards get things under control, initiate the "Jer-ry! Jer-ry!" chant and continue until stage manager signals you to stop.
- ☐ Scan audience for question-askers for "Questions from Our Audience" segment. A good question-asker is very animated and angrily yells at the guests as though she were watching a taping of "Good Times" in which Florida Evans is harassed by a white welfare case worker. (Note: As an incentive, interns will receive \$5 for each "Ya know what I'm saying?" and \$10 for each "Bitch!" uttered by either question-asker or guest during ensuing shouting match.)

### After the Show:

- ☐ Clean up any loose shanks of hair and scalp on and around the stage.
- ☐ Collect "Final Thought" cue cards and file by topic of show ("I Have a Secret," "I Won't Let You Steal My Lover," "Past Guests Do Battle," "I Can't Stop Cheating," etc.) so that we can use them again and again.
- ☐ Check phone messages from 800 line. Remember, callers of special interest to our show are poor white trash, Klan members, undereducated inner-city dwellers who say "What-Evah!" a lot, transvestites, women with dangerously large breast implants and, of course, pregnant women in explosive love triangles.



# MARV ALBERT SINKS HIS TEETH INTO A NEW JOB

We all know the story: Marv Albert bit a woman on the back, pranced around in a pair of panties and ended up pleading guilty to aggravated assault. (Face it, if this guy were any more of a perv, he could be President!) He was then fired by NBC, and for about three minutes it looked like his career was over. But before you could say, "YES! AND IT COUNTS!" Marv and his bad hair were back on the air. In fact, Marv's so desperate to restore his public image, it wouldn't surprise us if he announced plans for a kid-friendly, animated TV show, maybe inspired by Bill Cosby's *Fat Albert* cartoon series, maybe something he'd call...

## HEY HEY HEY, IT'S MARV ALBERT!



# 20 RIGHT-WING GAY BASHING

You're a group of Christian-based, conservative organizations with several million dollars to spend. Do you: feed the hungry? Clothe the poor? Don't be so naive! You blow the millions on a series of slicky-worded, logic-bending ads espousing a widely-discredited theory that one can be "cured" of homosexuality through counseling and prayer. What we pray is that somebody would spend millions to run *this* ad.

## A NEWSPAPER AD WE'D LIKE TO SEE



### I'm living proof that Untruths can win you votes.

*"Recently, several prominent right-wing politicians like Gary Bauer and Trent Lott have spoken out against homosexuality...likening it to kleptomania and calling it a sin. When I was a homophobe, I liked hearing stuff like that...until I realized that homosexuals are God's children too...and that politicians were just playing on my fears and ignorance to trick me into voting for them."*

#### One boy's joke and the making of a homophobe.

"I was nine years old when a teenage boy first made a joke about someone who was gay. Something about a gay waiter and rice pudding. I didn't get it, but I laughed anyway. It made me feel cool, like one of the guys. And as I grew, I continued to laugh at these jokes, even though I suspected they were wrong. Saddest of all, I heard my parents and their friends making the same kind of dumb jokes, usually about some guy named Liberace."

#### Being a decent man became a mystery.

"By the time I hit my teens I was macho...my heart cold, my brain dead. I believed being "macho" meant picking on the sensitive and vulnerable...so mistreating gays felt right. I had so thoroughly rejected my own decency that I found myself hanging out on street corners with other guys, looking to taunt and beat up anyone we suspected of being a homosexual. On nights when we couldn't find any, we took turns acting gay and beating up each other."

#### There's a phallic-shaped hole in many people's head.

"My homophobia really blossomed in college, and I quickly joined a campus anti-gay/lesbian group. But it was in the course of those meetings that I realized I was morally bankrupt — and not just because we had beer and bookers at the meetings. While I longed to be "one of the guys," I knew gay bashing just wasn't right. That's when I went home and prayed, "God, please help me to understand why I keep acting like a freakin' moron."

#### Knock and He'll answer. (Unless you're an Amway salesman.)

"Change didn't come overnight. Within six months I'd made a firm decision to forsake homophobia, though I still had a strong desire to laugh at jokes and snickering references about Richard Simmons. Even though I filled my days with Christian activity, I fell back into hanging around with the same old homophobic crowd. Only now the Richard Simmons jokes were replaced with George Michael jokes. The pain inside me was intense as I spiraled down an



*"Thousands of people like these paid models have been repulsed by extremist ads which bash gays and attempt to impose "morality" on others. Throughout the U.S., many people are working to combat this intolerance. Most, however, are typical Americans and don't give a damn one way or the other."*

ugly, dark road of mental and emotional instability, culminating in the Fall elections when I voted Republican — *straight* Republican, if you know what I mean."

#### Once God answers He never hangs up. Though He may put you on hold.

"I knew I was running from God, and one day I just put it to Him: 'Lord, I don't want to be an A-hole my whole life. I need you to help me.' Shortly after that prayer, I met an enlightened man, a former homophobe, who listened to my story and led me to a group of average American people. People who understand that we must have tolerance and understanding of others, despite what all the pandering politicians were saying on TV and in slick newspaper ads. This is what America is all about. A homophobe no more, I was finally on the road to sanity."

#### Changing hearts. Changing political parties.

"Leaving homophobia was the hardest thing I've ever had to do. I finally saw the perverse patterns of my insensitivity and came to understand the underlying fears that had sparked my stupid behavior. As my knowledge grew, I knew I was changed forever. Gone were the words *faggot, homo, queer* and *ramp-ranger* from my vocabulary. More importantly, gone was my tolerance for those who claim to speak in the name of God for their own personal wealth and gain.

#### There is another way out. Trent, Newt, are you listening?

"Please, if you, a friend or politician you know is struggling with homophobia, show them this story. Remind them that God made man in His image — *guys* included! Are we now saying that He goofed? People should be judged by their actions and deeds, not their sexual preference. And that's a truth you'll never hear from a sleazy politician bottom-fishing for votes or a self-appointed political opportunist masquerading under the pretense of doing God's work."

**If you really love your fellow man, it doesn't matter if he's gay. And that's the truth.**

*In the public interest, this message was paid for by the following organizations, representing millions of average Americans.*

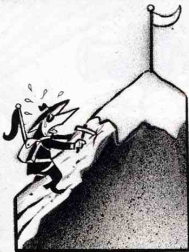
- Citizens Who Think Trent Lott and Company are Full of Crap
- The Council of Americans Who Have Actually Read the Constitution
- Federation of Clergymen Against Using God's Name to Further a Political Agenda

- Alliance Against Gary Bauer and Other Intolerant Little Twaps
- Organization of NFL Fans Who Think Reggie White Suffered Some Sort of Head Injury or Why Else Would He Be Acting Like That, Inc.

**MAD** 20

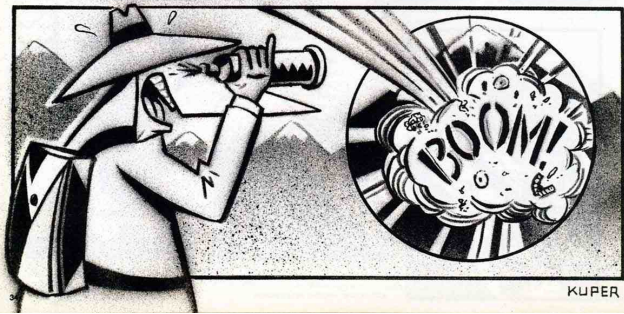
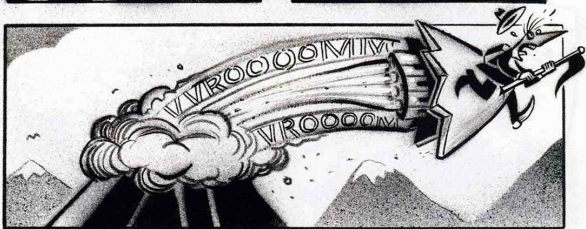
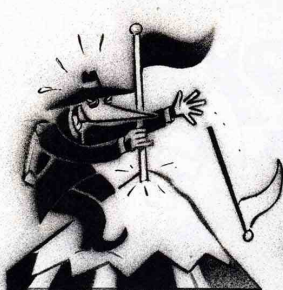


# SPY VS SPY



ARTIST AND WRITER: PETER KUPER

**▶ MORE**







Since so many people were complaining about TV shows always being interrupted by countless commercials, some clever TV executives decided to eliminate them completely! No, not the commercials; they eliminated the shows! And so the program-length commercial, the infomercial, was born! But if you think it's easy to fill up 30 minutes pitching spray-on under-arm hair, machines that freeze-dry celery and industrial-vacuum-powered hair clippers, you're WRONG! It takes crafty planning to create your own infomercial, so we've compiled all the sneaky techniques and tips you'll need to get those 1-800 phone lines humming! Sold elsewhere for over \$100, we're including it with this issue of MAD ABSOLUTELY FREE!!! It's MAD's...

# STEP-BY-STEP GUIDE TO MAKING YOUR OWN INFOMERCIAL

Testimonials  
& Disclaimers

Your Checklist  
for Final Editing

Selecting a Host

Pitching the Product

When It's Time  
to Talk Money

## SELECTING A HOST

When selecting a host  
for your infomercial,  
you have 3 basic  
groups from which  
to choose:

### 1. WASHED-UP STARS

Aging models, overweight ex-boxers, former action heroes with arthritis and "one-hit-wonder" '70s pop singers are just a few of the choices in this colorful group. Best of all, they work cheap!

### 2. WANNABE STARS

These are 2nd-string actors who normally play bit parts in 3rd-rate TV shows. For them, a lead role in an infomercial is a major career break, so they'll do their best to give you a "dazzling, stellar, knockout performance." Best of all, they work even cheaper than Washed-up Stars!



### 3. FAKE, FABRICATED STARS

These are "star hosts" you just kind of make up as you go along. Don't worry about lying; no one watching will know this nobody well enough to be sure he isn't what you say he is!



\*\*\*\*\*KEEP FLASHING YOUR PHONE NUMBER!!!!\*\*\*\*\*KEEP FLASHING YOUR PHONE NUMBER!!!!\*\*\*\*\*

## PITCHING THE PRODUCT

Whatever it is you're selling, call it a "system."

This amazing offer includes everything you see here: the Beverage Drinking System, the Food Holding System and the Food Consumption System. Yes, you get this *entire* Meal Serving System for only \$170!



Give your viewers all kinds of fascinating information about your product, but never make the mistake of telling them anything that lets them figure out what your product actually is. If they knew that, they'd never pay what you're asking for that crap.

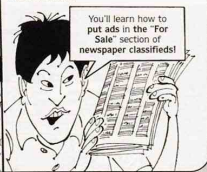
### RIGHT WAY

My revolutionary techniques are thoroughly explained in clear step-by-step fashion. They use advanced technologies to expand your horizon for maximizing profits, and they will amaze you with their simplicity and effectiveness!



### WRONG WAY

You'll learn how to put ads in the "For Sale" section of newspaper classifieds!



It's very important to make the viewers at home feel like they're watching a regular TV show, not an endless commercial break. So, break up your infomercial with plenty of commercial messages from yourself.

We're learning so much today about the pocket pasta system! Now, after this message about the pocket pasta system, we'll be back to tell you more about the pocket pasta system!



\*\*\*\*\*KEEP FLASHING YOUR PHONE NUMBER!!!\*\*\*\*\*KEEP FLASHING YOUR PHONE NUMBER!!!

## WHEN IT'S TIME TO TALK MONEY

Make sure your product is always much cheaper than something else, whatever that something else is.

The cost of surgically implanting healthy abdominal muscles is \$1.2 million! Having a personal trainer massage your love handles for twenty minutes every day for thirty years is \$156,000! But the amazing AbCrusher is ONLY \$59.95!!!



Always give away free bonus frills with extraordinary "estimated values" so your viewers will think they're saving money by spending money.

For \$29.95, not only do you receive the Stickstuff Engine Lubricant, we'll also include FREE the rubber driving gloves valued at \$99, the dashboard pen holder valued at \$139, and the auto air-freshener valued at \$200! It's a package worth over \$467, all yours for just \$29.95!



## TESTIMONIALS & DISCLAIMERS

Include lots of "objective" praise for your product, no matter how vague.

These videos are really something else. No one teaches like Posby teaches. I've done this professionally for forty-two years, and only Posby is Posby!

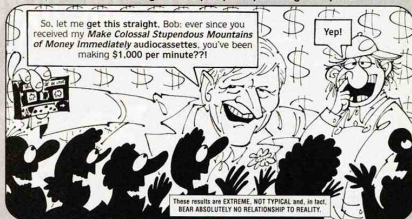


Remember to qualify the claims about your product with tiny, tiny disclaimers. They'll save your butt when some disgruntled customer sues you for false advertising — and a pesky little percentage always does!

So, let me get this straight. Bob: ever since you received my *Make Colossal Stupendous Mountains of Money Immediately* audiocassettes, you've been making \$1,000 per minute??!

Yep!

These results are EXTREME, NOT TYPICAL and, in fact, BEAR ABSOLUTELY NO RELATIONSHIP TO REALITY.



Pay for a live studio audience filled with actors who will be constantly surprised, thrilled, and amazed by your product.

Incredible! That jar really does hold things you put in it!

It does! It holds stuff! Wow!!

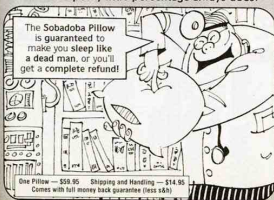
This astounding jar certainly does what they say it does! It really does!



\*\*\*\*\*KEEP FLASHING YOUR PHONE NUMBER!!!!\*\*\*\*\*KEEP FLASHING YOUR PHONE NUMBER!!!!\*\*\*\*\*

Give a "full money back guarantee" with your product. Just remember two things: 1) Make sure your "money back guarantee" doesn't include "shipping and handling" costs. 2) Make sure the real price of your product is built into the "shipping and handling" costs, so you make a profit even when they return it — and a pesky little percentage always does!

The Sobadoba Pillow is guaranteed to make you sleep like a dead man, or you'll get a complete refund!



One Pillow — \$59.95 Shipping and Handling — \$14.95  
Comes with full money back guarantee (less sdn)

### YOUR CHECKLIST FOR FINAL EDITING

1. Make sure your infomercial includes lots of repetition.
2. Make sure things are repeated a lot in your infomercial.
3. Your infomercial should have lots of things that repeat again and again.
4. Be certain your infomercial makes the same points many times.
5. Don't forget to echo, restate, reprise, reiterate, recapitulate and re-echo similar arguments throughout the infomercial, and again at the end.
6. Cut all scenes which do not solidly reinforce or re-establish any of the above.
7. When the infomercial is complete, an excellent rule of thumb is, "if you make multiple random copies of separate random sections and record them in random order yet wind up with the exact same infomercial you started with, you've done a good job."
8. Did you remember to keep flashing your phone number?

# MONROE & ♦♦♦

When last we left our hero Monroe he was plummeting through the out-of-bounds trail and down an icy glacier to his impending doom! Will Monroe survive and learn to follow the mantra of X Games gold medalist Shawn Palmer: "to live life to the extreme"? Will he press on to confront his fears, like his overzealous ski mogul headmaster, Principal Flaherty? Or will his pal Walter be looking for a new best friend? Find out all this - and more! - in this thrilling conclusion !!!



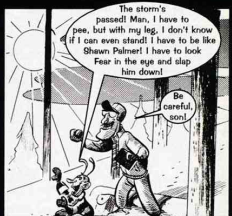
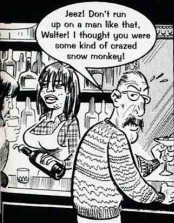


# THE SCHOOL TRIP

## PART II

ARTIST: BILL WRAY

WRITER: ANTHONY BARRIERI



Not a day goes by when we don't receive some letter complaining about the way we portray Trekkies as a bunch of sexless, geeky losers! And every one of these letters ends with an invitation to come on down to the next *Star Trek* convention and meet real Trekkies! Yeah, sure, we'll be there - just as soon as we finish putting bamboo shoots underneath our fingernails! Besides, we already know who'll show up at these conventions - the same old dweebs, pinheads and schmucks that we've included in this list of...

Had his arm broken in 17 places by Teamsters who mistook his Vulcan salute for the finger.

Has been posing as a Romulan warrior ever since his father caught him putting on his kid sister's eyeliner.

Unfortunate Ferengi look-alike hoping that this is a good place to score.

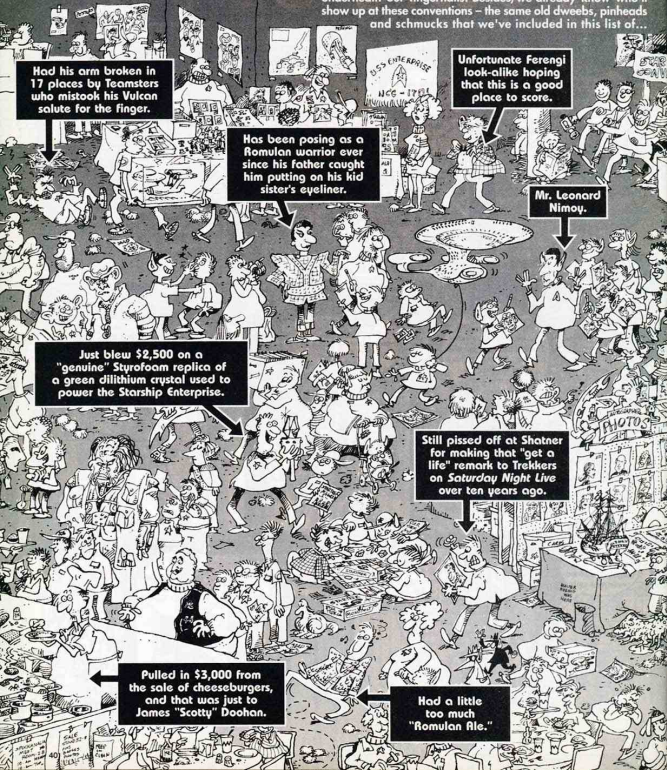
Mr. Leonard Nimoy.

Just blew \$2,500 on a "genuine" Styrofoam replica of a green dilithium crystal used to power the Starship Enterprise.

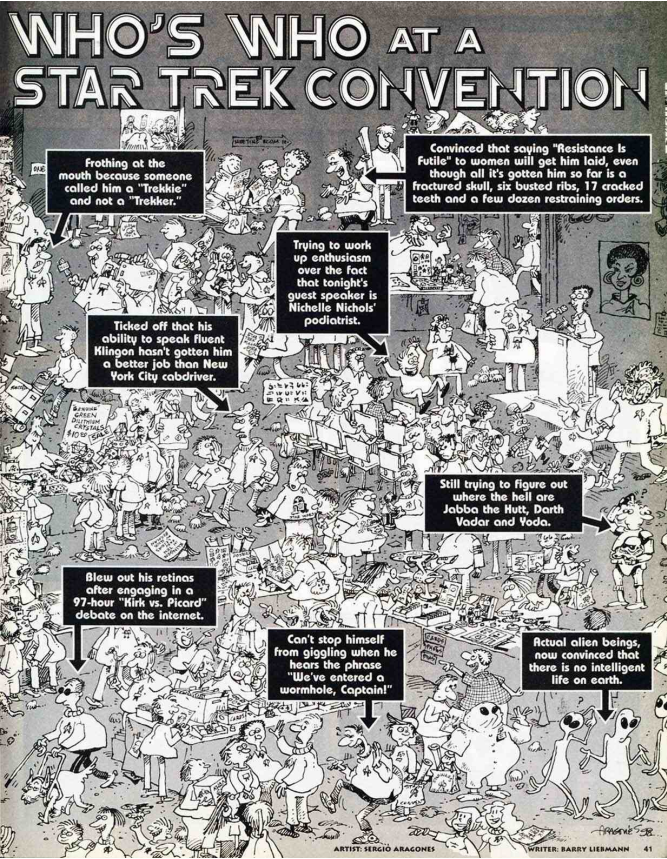
Still pissed off at Shatner for making that "get a life" remark to Trekkers on *Saturday Night Live* over ten years ago.

Pulled in \$3,000 from the sale of cheeseburgers, and that was just to James "Scotty" Doohan.

Had a little too much "Romulan Ale."



# WHO'S WHO AT A STAR TREK CONVENTION



Frothing at the mouth because someone called him a "Trekkie" and not a "Trekker."

Convinced that saying "Resistance is Futile" to women will get him laid, even though all it's gotten him so far is a fractured skull, six busted ribs, 17 cracked teeth and a few dozen restraining orders.

Trying to work up enthusiasm over the fact that tonight's guest speaker is Nichelle Nichols' podiatrist.

Ticked off that his ability to speak fluent Klingon hasn't gotten him a better job than New York City cabdriver.

Still trying to figure out where the hell are Jabba the Hutt, Darth Vader and Voda.

Blew out his retinas after engaging in a 97-hour "Kirk vs. Picard" debate on the internet.

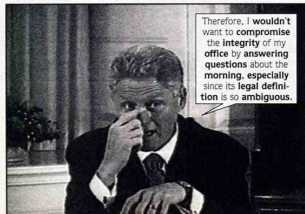
Can't stop himself from giggling when he hears the phrase "We've entered a wormhole, Captain!"

Actual alien beings, now convinced that there is no intelligent life on earth.



# The Ambivalence Chaser

A NOT-SO-GRAND JURY TESTIMONY

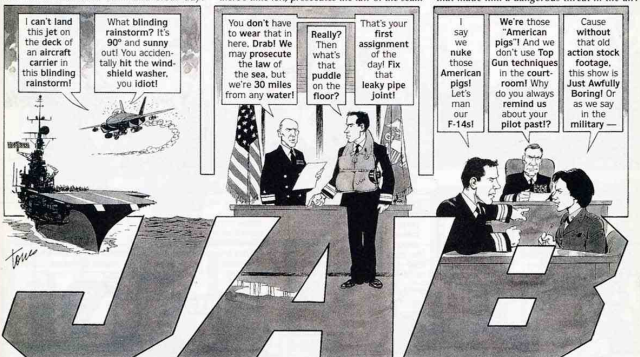




Following in his father's footsteps as an inept naval aviator, Lt. Commander Harmless Drab suffered a crash while attempting to land his fighter jet on the aircraft carrier S.S. Gimelstob on a calm and clear day!

Diagnosed with minor night blindness and possible dimple damage, Lt. Harmless Drab was transferred to the Jerky Advocates Bureau or JAB, which investigates, mocks, distorts and, if there's time left, prosecutes the law of the sea...

With fellow JAB lawyer Hack McFrenzie, he now fights in and out of the courtroom, and in and out of barrooms, and in and out of bedrooms, with the same daring and tenacity that made him a dangerous threat in the air!



I'm Lt. Harmless Drab! I'm not just a macho, jargon-spouting, muscle-flexing, handsome male chauvinist! I'm a macho, jargon-spouting, muscle-flexing handsome male chauvinist **LAWYER**! My job here at JAB is to get innocent men off! My job outside of the office is to get innocent **WOMEN** off, but that's a whole other story — you can read about that in the letters column of the current *Penthouse*!

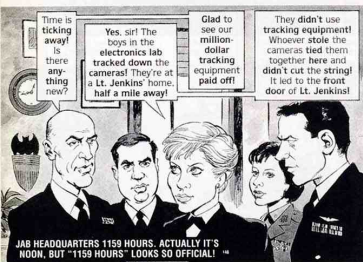
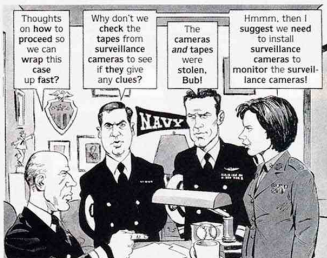
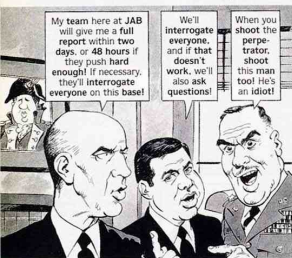
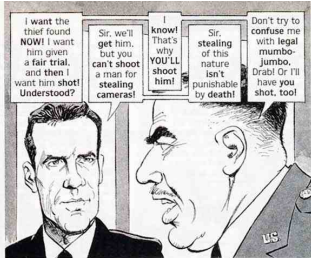
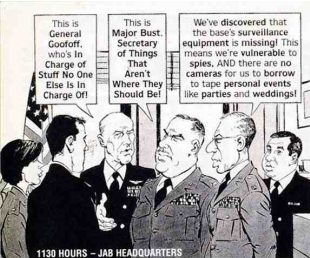
I'm Major Hack McFrenzie! Here at JAB we examine every military case involving murder, espionage, stolen weapons and hijacking! That's the bad news! The good news is we only have to solve one case a week and none during summer reruns! Reruns are when we re-solve cases we've already solved!

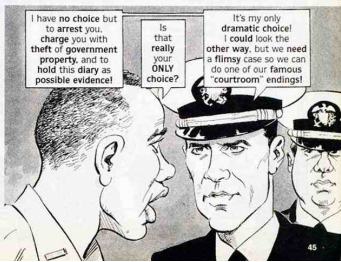
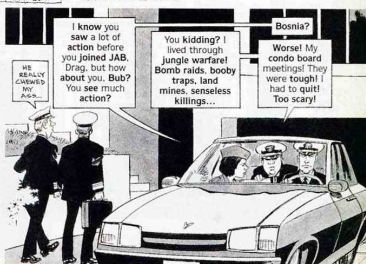
I'm Admiral Chuckwagon! I'm a great leader, which means I display a pushy, hard-nosed authority and never smile! It also means I know how to delegate responsibility so I have no actual work of my own to do! I keep a low profile behind a closed office door and people assume I'm Just Acting Busy — which is what JAB means to me!

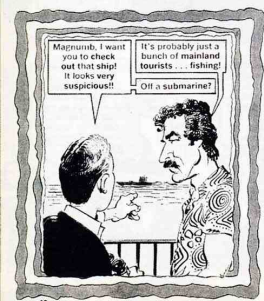
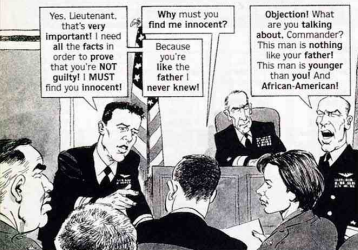
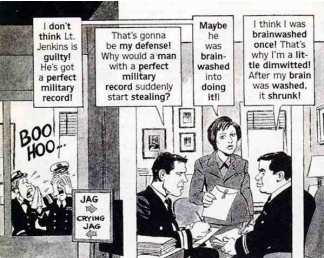
I'm Bub Robots, Drab's assistant! I want to be a lawyer more than anything in the world, but I'm not sure I have what it takes! Sure, I'm smart enough! I'm just not sure I'm sleazy enough!

I'm Ensign Harried Simmer and I work closely with Bub — real closely these days, because I just married him! I love a man in uniform, and with Bub's chubby, overweight body, I love him in his uniform all the time! Even in bed! **ESPECIALLY** in bed!













Wait a minute! These flashbacks aren't even from this series! They're from *Magnum, P.I.* and *Quantum Leap*! We could get sued for using them!

Not really! They were created by Don Bellisario, the same guy who came up with *THIS* dreary show!

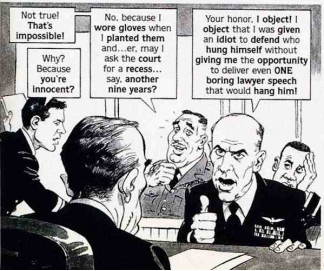
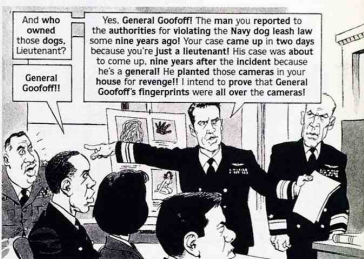
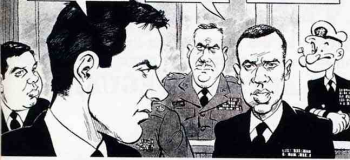
Well, in TV land, two entertaining shows out of three has got to be some kind of record! But let's get back to the case at hand, shall we?

Lieutenant, I have here the diary we took from your hotel. I see an entry that concerns someone here in the courtroom!

I object! Why am I being singled out?

And how, General, did you know it was YOU I was talking about?

Er... Psychic Friends Network?



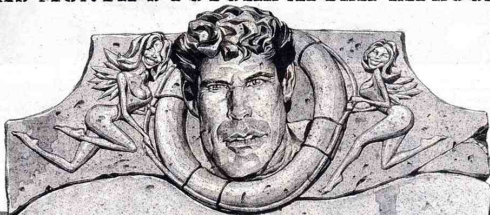
JAB HEADQUARTERS - FOR THE LAST TIME THIS SHOW - WE PROMISE



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 is going to go to the big white chair in the sky!  
**THIS MONTH'S FUTURE AFTER-LIFEGUARD:**



## David Hasselhoff

### CAUSE OF DEATH

### ODDS

Drowns while attempting *actual* rescue 2:1

Catastrophic Speedo accident 5:1

Implodes from constant tummy tucks,  
liposuction and hair implants 15:1

Gang-fondled by crazed group of gay beach fellas  
he has been unwittingly appealing to 25:1

Slips on church floor thanking God that German  
music fans are more gullible than Americans 35:1

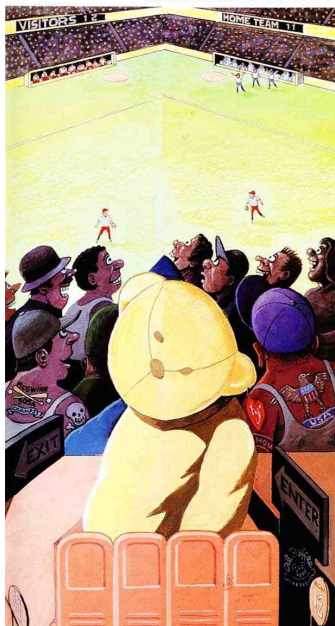
ARTIST: HERMANN JAEGER WRITER: MIKE SNIDER

**WHAT ATTRACTION  
DREW FANS TO THE  
BALLPARK IN RECORD  
NUMBERS THIS YEAR?**



**FOLD PAGE OVER LIKE THIS!**

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



**BEANIE  
BABY  
GIVE-  
AWAYS**



**WHAT ATTRACTION  
DREW FANS TO THE  
BALLPARK IN RECORD  
NUMBERS THIS YEAR?**

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

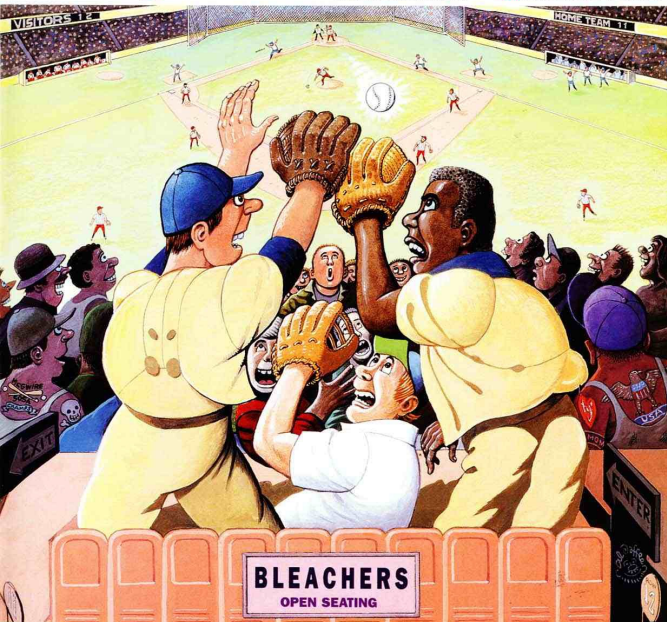
After the strike a couple of years ago, people thought baseball was all but dead in the eyes of the fans. Key happenings this season, however, have turned opinions around and once again baseball is the national pastime. To find out why baseball was such a big hit this year, fold page in as shown.



**FOLD PAGE OVER LIKE THIS!**

**FOLD THIS SECTION OVER LEFT**

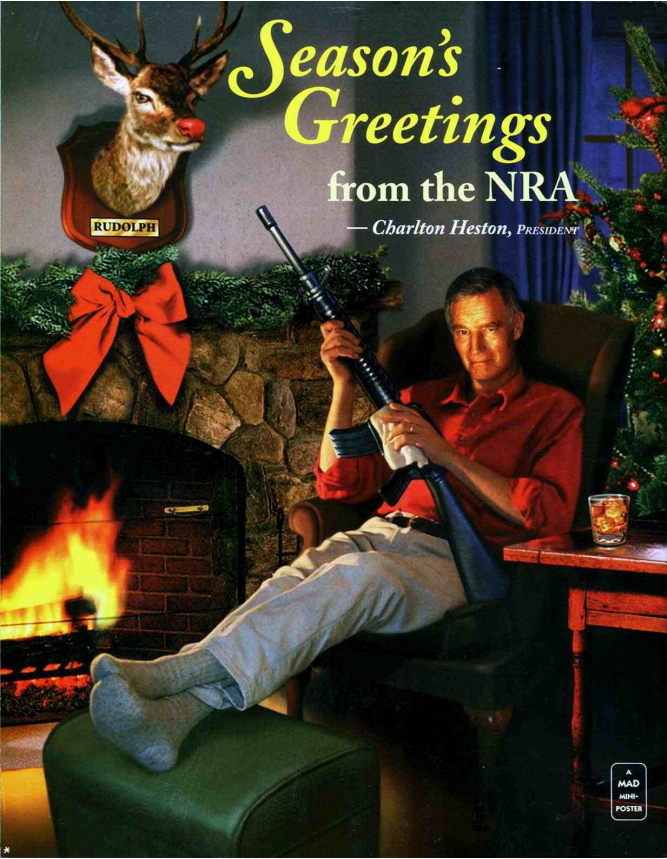
**FOLD BACK SO THAT "A" MEETS "B"**



**BEANBALLS AND HOMERS ARE A PART OF DO OR DIE  
BASEBALL THAT DRAWS PAYING FANS. AND SO, BY  
GIVING ATTENDEES SOMETHING SPECIAL TO RE-  
ACT TO, CLUBS ARE SURE OF LOYAL FANS ALWAYS**

ARTIST AND WRITER: AL JAFFEE





# Season's Greetings

from the NRA

— *Charlton Heston, PRESIDENT*

RUDOLPH

A  
MAD  
MINI-  
POSTER