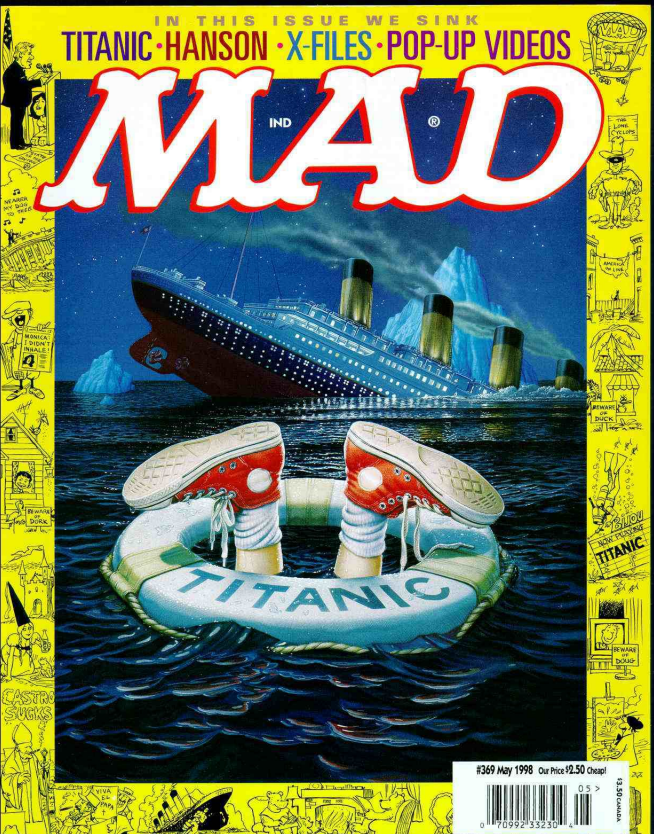


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# MAD



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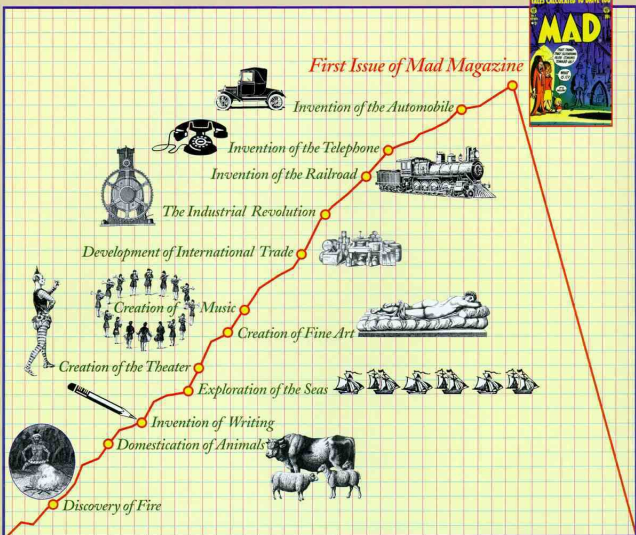
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# MAD

**MAY  
1998**

**NUMBER  
369**

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president & editor-in-chief

**Paul Levitz**  
executive vice president & publisher

**Nick Meglin & John Ficarra**  
editors

**Jonathan Schneider**  
art director

## Editorial:

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**David Shayne**  
associate editor

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**Nadina S. Simon** assistant art director

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**Patrick Caddan** vp-finance & operations

**Lillian Laverson** vp-legal affairs

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**Contributing Artists And Writers**  
the usual gang of idiots

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— Alfred S. Neuman

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FRONT COVER ARTIST: MICK MCGINTY  
FRONT COVER BORDER ARTIST: ANGELO TORRES  
FRONT COVER BORDER WRITER: DUCK EDWING  
BACK COVER ARTIST: JAMES KIRKLAND  
BACK COVER WRITER: J. PRETE





MAD #370  
ON SALE MAY 19!



## THE GREAT WHITE NORTH

I have noticed that you don't print very many Canadian letters. Why not? Are we not important enough to get into your crummy magazine?

Brian Amos  
Saskatchewan, Canada

**Famous Amos** — It's not that you and your fellow Canadians are unimportant. It's strictly a matter of finances. Thanks to a weak exchange rate, when a Canadian sends his bribe money to have his letter printed, there's barely enough to cover expenses. You follow, eh! —Ed.

I'm a Canadian in southern Ontario, and I've been reading your magazine for about eight years, eh! I like it, but I don't understand why you never make fun of us Canadians. Why is that? Also, Why don't you have any classified advertising? I think you should.

Chad Irish  
Ontario, Canada

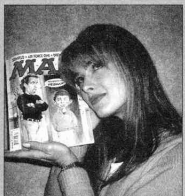
**Chad** — Thank you for your letter and your wonderful suggestions. We will bring them up for discussion at our next editorial meeting. —Ed.

**P.S.** An extra special thank you for including your bribe money in American currency! —Ed.

## MAD CELEBRITY SNAPS

I have been a dedicated reader of MAD for more years than I care to count, and will be for many years to come. Hopefully, the next few years will be courtesy of you! Enclosed is a picture of Brooke Shields holding a copy of MAD #364 in which her character in *Suddenly Susan* is spoofed ("NBC's Desperate Plans for Seinfeld Spinoffs"). I am lucky enough to have a great brother-in-law who is a writer and co-producer of the show; he somehow (by means I'm sure we'd rather not know about) got Brooke to pose. As a lowly paid elementary school teacher, I need all the freebies I can get!

Jan Aptaker  
Los Angeles, CA



You get an A+, a happy face rubber stamp and a gold star, teach! Unfortunately, you don't get a three-year subscription! Just Kidding! It's in the mail! Jan, kudos, we love our Miss Brooke's photo! —Ed.

## ATTENTION SUBSCRIBERS!

For all subscription-related matters (including change of address) in the U.S. and Canada, please call 1-800-4-MAD MAG or write P.O. BOX 59245, Boulder, CO 80322-2345! Please DO NOT phone, write, fax or e-mail our New York office — we're too dumb to help you there!

## HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 369, 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!

## ORIGINAL MAD ART AUCTION!

There will be an auction of original MAD artwork on Friday, June 5 at Sotheby's Auction House in New York City! Artwork will include major MAD covers by Norman Mingo and black and white artwork by the Usual Gang of Idiots. Catalogues for this auction will be available one month prior to the auction and can be ordered by calling Sotheby's Subscriptions at 1-800-444-3709. Approximate cost: \$27. Visit the MAD AOL site or see the next Letters Page for more information!

## PLAYING THE RACE CAR

As many NHRA (National Hot Rod Association) fans already know, there is a new kid on the track. It's the "What Me Worry" kid Alfred E. Neuman! The "MAD Racing — Unsafe at Any Speed" car (A custom funny car with speeds of over 300 mph) debuted on the Warner Brothers studio lot in Los Angeles this past January. In the photo on the left, a guy in an Alfred E. Neuman suit introduces the car and its driver, Jerry Toliver. In the second photo, who should drop by but Drew Carey, star of *The Drew Carey Show* (duh) The car will be racing around the country, so watch for it on TNN, ESPN or at a drag racing track near you! Be sure to stop by and say hello and offer some driving tips to Jerry Toliver! Unfortunately, Drew Carey won't be there! For more information, visit the web site [NHRA.com](http://NHRA.com)!





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## IT WAS "THE BEST OF" TIME..

Once again we are proud to present a reader's choices of what he felt were MAD's best articles from 1997!

Here are my choices for best of 1997:

*Best Movie Satire:* Howie Stern, Private Putz (#359)

*Best TV Satire:* Mil-Lemon-ium (#358)

*Best Article:* (Tie) PETARD's Animal Rights Newsletter (#356) and Six Degrees of Separation Between Anyone and Anything (#363)

*Best Satire of a Movie That Deserved it:* The Last Word on Jurassic Park (#361)

*Best Satire of a TV Show That Deserved it:* The Droop Carey Show (#364)

*Best Lighter Side of:* (#355)

*Best Spy Vs. Spy:* (#357)

*Best Titles From the Duck Side:* The Beer Hunter (#364)

*Best Cover:* Alfred Bungee Jumping (#360)



*Best Back Cover:* Wiley Willy (#359)

*Best Fold-In:* Female Recruits (#357)

*Best Alfred E. Neuman Quote:* (#363)

*Best Melvin & Jenkins:* Guide to Dating (#363)

*Best Monroe:* A Day at the Beach (#358)

*Best Arrogates MAD Look At:* Racism (#356)

*Best Super Special:* Tales Calculated to Drive You MAD #1

*Best Overall Issue:* (#363)

Doug Anderson  
Concord, NC

We wonder how many readers will send in their picks for the best of 1998 next year! —Ed.



## WRESTLEMANIAC

I am usually satisfied reading everything in MAD. But in issue #366's "Pro Wrestling by the Numbers" you said that Yokozuna had the biggest breasts and that Sunny had the second biggest. A true wrestling fan would know that Sable has bigger breasts than Yokozuna and Sunny put together.

Alex Reed  
Lyons, KS

Lexie — You may be right, but in thinking about it again we would now cast our vote for Ric Flair. Man, have you seen him lately? What is he, a C-cup now? Wooooooo! —Ed.

## ICEBERG'S-EYE VIEW

I've always been a loyal fan and collector of MAD, but I think you were too far when you printed a story about the Titanic sinking in issue #365 ("The World According to Carp"). Those people suffered so much through that whole ordeal and the least you could do is leave them alone.

Jackelyn Navarro  
Queens, NY

Jacks — While the Titanic sinking was indeed a tragedy, as far as sheer numbers go, 1,513 fatalities is a drop in the ocean compared to the millions and millions of people who suffered through James Cameron's 4 hour and 79 minute snooze-arama film! Towards the end of that we had TOOTHPICKS holding up our eyelids! It was all we could do to contain ourselves from yelling at the screen "DROWN YOU \$!%&\*", just down so I can get the HELL OUT OF HERE, I gotta pee!" On the other hand, we did enjoy the tasty peek at Kate Winslet's lovely breasts! While they are not as big as Sable's (or Ric Flair's for that matter) they did make it worth going back two more times! —Ed. P.S. For some additional fun, check out our satire of *Titanic* in this very issue you hold in your hands! —Ed.



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# THE SHIP HITS THE FANS DEPT.

ARTIST: SAM VIVIANO  
WRITER: DICK DEBARTOLO

I'm Schlock Love-It, leader of an underwater expedition to find lost treasure! Movie producers have already gone to the bottom of the barrel looking for old stories to recycle, so I'm going deeper! All the way to the bottom of the ocean to find a tale that's been told too many times, and a lot better, already! But this time, I have a new gimmick! I not only dug up an old story, I dug up an old lady to tell it to you!

Pay attention, this is tricky! I'm the same Rouse as the young Rouse you're about to meet, except I've aged 85 years! That's how long the Trypanic has been at the bottom of the ocean! Of course, when you see all my wrinkles, you'll think I've been at the bottom of the ocean for 85 years too! I'm telling my story in flashbacks which is a big help, because at my age remembering it all at once is impossible! Not to mention implausible! But I'll tell you this: when you're on a sinking passenger ship, what do you do? Try a call for help? Try a last-ditched effort to get to a lifeboat? Naaaaah! You....



I'm Jerk Awesome, and I won tickets on the Trypanic playing poker! I have a feeling, though, that the guy I won them from didn't want to go on this ship! He insisted my pair of fives beat his flush! I'm an artist and I have a vivid imagination! At least that's what people say when I try to sell them my sketches! They say: "If you think that crap is art, you have some vivid imagination!"

I'm Rouse Blackwater, and I'm returning to America with my fiancé! He's handsome and rich, but he's so proper and stuffy he wears starched shirts, bow ties, and bowlers — even when he makes love! I. On the other hand, I like to sleep in the nude, whether at night in bed or by day in a deck chair poolside!

I'm Rouse's mother, Ruthless! My daughter Rouse has many radical ideas, but her wildest ones concern marriage! She has this weird notion that people marry for love! Fortunately, I'm teaching her the truth: that you marry for money! And there's love in that! Love of money!

I'm Callous, Rouse's fiancé! Rouse has a burning desire to experience and explore all that life has to offer! That's everything I HATE in a woman! On the other hand, she's got great legs and a great chest! That's everything I LOVE in a woman!



# TRYPANIC

I'm Captain Sullen, and I'm worried about the ship's construction! When they christened it, the champagne bottle didn't break, but the first two feet of the bow shattered! Luckily, it's a very long ship, so no one will miss those couple of feet! I've equipped the Trypanic with many modern scientific navigation instruments, including this square globe of the world!

I'm J. Bruce Dismay, the ship's owner! On her maiden voyage, I'll push the captain for extra speed! No, not so we'll get headlines when we dock! I want the extra speed so we can get through the lame love story that's gonna unfold aboard ship as fast as possible!

I'm Toomuch Android, the ship's builder! I've built everything on a giant scale, except the rudder, which is so tiny it makes the ship hard to steer! But I'm not dumb! I put it underwater where no one can see it! I concentrated on important things — the BIG things people can see! Like giant shuffleboard courts! I had to get rid of hundreds of lifeboats to do it, but that's the price you pay for world class shuffleboard!

I'm Folly Brown! I'm an obnoxious laugh riot — and I'm also rich! That's why I'm traveling First Class! Get it? First Class! For some strange reason, I've earned the nickname: "The Unsinkable Folly Brown"! Truth is, I'm so fat, I'm the "standby" anchor for this colossal ship!



Why are you trying to commit suicide? Look at you! You have beauty, charm, poise! What could possibly be wrong?

My mother makes me wear very tight corsets! I can't stand it anymore!

So? Look at me! I'm wearing tight pants and I'm not complaining!

Hmmm...I'm not complaining about your tight pants either! My fiancé always has a large bulge in HIS pants, but that's from his enormous bankroll! But since you seem to be poor, you've given me a reason to live!

You saved my fiancée's life! I'd like to thank you by inviting you to the first class dining room!

Great! I always wanted to taste first class food!

Actually, I was inviting you to watch US eat, but perhaps sampling our leftovers isn't out of the question!



Tell us, Jerk, are the rats in steeage a problem?

Then I can handle it's the rats at this table that worry me!

Jerk, put the FOOD in your mouth, not your FOOT!



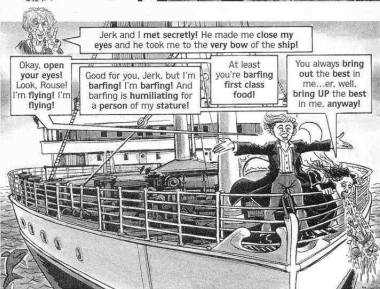
Jerk and I met secretly! He made me close my eyes and he took me to the very bow of the ship!

Okay, open your eyes! Look, Rousel I'm flying! I'm flying!

Good for you, Jerk, but I'm barfing! I'm barfing! And barfing is humiliating for a person of my stature!

At least you're barfing first class food!

You always bring out the best in me...er, well, bring UP the best in me, anyway!



I'm sorry, but you can't come in here. Miss! This is third class, and we have a dress code!

What sort of dress code?

Specifically, you can't wear a dress! Especially an expensive one!

Don't fret, Rousel! First chance I get, I'm gonna get you some old, tattered clothes — real third class rags!

You're really sweeping me off my feet, Jerk!



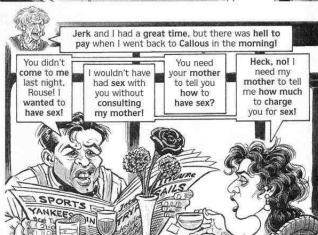
Jerk and I had a great time, but there was hell to pay when I went back to Calous in the morning!

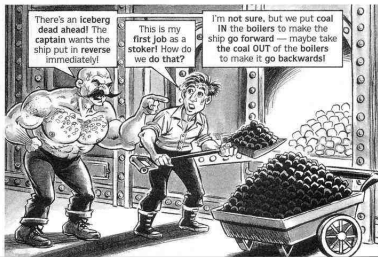
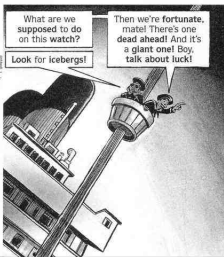
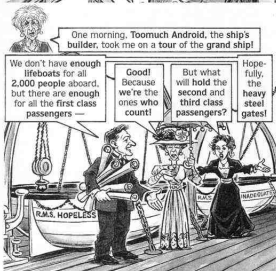
You didn't come to me last night, Rousel! I wanted to have sex!

I wouldn't have had sex with you without consulting my mother!

You need your mother to tell you how to have sex?

Heck, no! I need my mother to tell me how much to charge you for sex!







We hit an iceberg, but this ship will not sink!

Even with five watertight compartments flooded?

Five compartments flooded?! Let me hop in a lifeboat, row back to my office in London, and check the figures! I'll telegraph the definite answer from land!

Meanwhile, Callous found the nude sketch Jerk had drawn! For revenge, he planted the Star of the Seaskik in Jerk's pocket and had him handcuffed as a thief in the bowels of the ship! When the ship started to sink, it was my job to save Jerk!



Where would someone locked in handcuffs be on this ship?

I'd say he'd be up a creek without a paddle!

Nice metaphor, but I'm talking physically!

Go below decks, then port, then starboard and then go aft! Or, just follow the screams, 'cause at the rate we're sinking, he'll be waist deep in water right about now!



Don't worry, Jerk. I'm here! My love will save you!

Nothing against your love, Rouse, but could you back it up with an ax and maybe a couple of burly deck hands?

Okay, Jerk, I'll go get help and be right back! Before I go, do you need anything? Maybe a drink of water?

I have more than enough water, and please don't tell me to stay put! Believe me, I'll still be here when you get back! Here forever if you don't hurry!



Damn! All the third class passengers are trapped behind these locked gates!

These gates are really a metaphor for class distinction!

And are you lucky! I just happen to have the key for unlocking metaphors!



Is there room for me in this lifeboat?

The rule is women and children first!

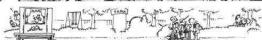
Good! I'll go back to my cabin and get my top, my marbles, my jump rope, my hobby horse...and be right back! You know how we children don't go anywhere without our toys!

Excuse me, sir, is there any class distinction during this evacuation?

Yes, madam! Most of the first class passengers will survive and most of the third class passengers will die!

Good! I was told it would be this way, but sometimes during total panic, people break the rules! Keep up the good work! And keep out the riffraff!

Omigod! They drowned Kenny!







Sorry, sir, but it's women and children first!

I know that! I own this ship! That's why I must be allowed into this lifeboat immediately! I have to make sure that rule is being followed to the letter!

If you gave up your seat, Mr. Dismay, you could save a woman or a child!

Really? With your huge rear end, you could give up your seat and save half a dozen women and children!

I always thought the musicians played right up until the very end during a sea disaster!

The musicians on this ship must have known something, because they wound up the gramophone and split!

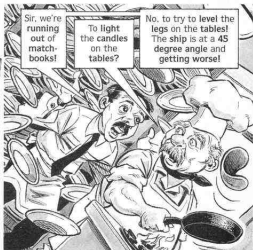
Attention: Because of the severe angle of the ship, the shuffleboard tournament is canceled until further notice!



Sir, we're running out of matchbooks!

To light the candles on the tables?

No, to try to level the legs on the tables! The ship is at a 45 degree angle and getting worse!



Jerk and I climbed to the very stern of the ship and braced ourselves as it slid into the water! We could have easily gotten into the water by stepping off the lower half of the ship which was at water level, but you know how Jerk likes thrill rides!

Rouse, since you're a woman, you would have been welcomed into one of the lifeboats!

Not really, Jerk. Because I barf at the least little bit of movement, no one wanted me aboard their lifeboat!



AH KNOW MAH HOT WEEL GO AWNNNN...

You have to promise me something, Rouse! That no matter what, you'll survive!

Why don't you get up on this piece of debris with me and save yourself, too?

I would Rouse, but it's rocking around a lot, and well, the way you hurt — I'd rather be in this freezing water!



I'm throwing the Star of the Seasick into the ocean now, which will signify two things! One: Closure of my aborted affair with Callous! Two: The fact that at 101 years of age, I'm really losing it, 'cause the multi-million dollar diamond I just threw in the ocean sure could have helped a lot of people! Especially my poor granddaughter who sacrificed her whole life taking care of me! Guess after all these years I turned into a mean old bag, just like my mother!





After the Monica Lewinsky fiasco, the White House is doing everything it can to make sure the President is never again caught with his, uh, pants down. To this end, they've created this new and improved...



## White House Internship • Official Application

Name \_\_\_\_\_ Social Security # \_\_\_\_\_  
 Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 City \_\_\_\_\_  
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### REFERENCES

Please list the names of any family members or friends who are big-time contributors to the Democratic National Committee:

| Name | Relationship To Applicant | Amount Contributed |
|------|---------------------------|--------------------|
|      |                           |                    |
| Name | Relationship To Applicant | Amount Contributed |
|      |                           |                    |
| Name | Relationship To Applicant | Amount Contributed |
|      |                           |                    |

*If you are unable to list at least two \$100,000 contributors, please stop here. We require no more information.*

Do you know Linda Tripp? ☐ Yes ☐ No *If yes, please stop here. We require no more information.*

### AGE

☐ Over 25 ☐ Over 18 But Under 25 ☐ Under 18 But Can Pass For Over 18

### SEX

☐ Male ☐ Female

Measurements (For Official Intern Uniform, should we ever decide to issue one)

Bust \_\_\_\_\_ Waist \_\_\_\_\_ Hips \_\_\_\_\_ Knee-Pad Size (circle one) S M L

### EXPERIENCE

Positions Previously Held (Please describe in explicit detail. Be sure to include with whom you held these positions, where you held these positions and how long you held these positions.)

---



---



---



---

### QUALIFICATIONS

How would you evaluate your oral skills?

☐ Excellent

☐ Good

☐ Fair

☐ Poor

How would others evaluate your oral skills?

☐ Excellent

☐ Good

☐ Fair

☐ Poor

Would you be willing to submit to an oral test?

☐ Yes ☐ No

Please respond to the following questions by circling the appropriate answer:

|                                                                                                                                                                      |            |          |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----------|------------|
| Are you a "hands-on" type of person?                                                                                                                                 | Definitely | Somewhat | Not at All |
| Do you obey your superiors?                                                                                                                                          | Definitely | Somewhat | Not at All |
| Are you able to work nights?                                                                                                                                         | Definitely | Somewhat | Not at All |
| How about weekends when the First Lady is away in China speaking about human rights?                                                                                 | Definitely | Somewhat | Not at All |
| Do you agree that in the interest of "national security" it is your duty to remain forever silent about all discussions and experiences you have with the President? | Definitely | Somewhat | Not at All |
| Do you think that nosy Special Prosecutors should mind their own business?                                                                                           | Definitely | Somewhat | Not at All |
| Do you subscribe to the philosophy, "Ask not what the President can do for you, ask what you can do for the President"?                                              | Definitely | Somewhat | Not at All |

### AVAILABILITY

Do have an answering machine? ☐ Yes ☐ No

If yes, and the President were to leave a message of a "sensitive nature," would you share it with any of the following? Check all who apply:

☐ Reporters ☐ Special Prosecutors ☐ Other White House Staffers ☐ Your Mother ☐ Hillary

### MEDICAL HISTORY

A White House Internship is a physically demanding job. Do you have any medical conditions that may hamper or prevent you from:

☐ Kneeling ☐ Crouching ☐ Squatting ☐ Bending Over ☐ Other

### ESSAY

On a separate sheet, please complete the following statement (300-500 words):

**The things I find most sexy about older, married men are...**

---

*I hereby certify that the information contained in this application is true and will swear under oath that it is true, even if I'm granted full immunity from prosecution and the Special Prosecutor has hours and hours of tapes of me contradicting this information to former colleagues, the President's secretary, right wing New York book agents, my mother, casual acquaintances, my goldfish Frasty, and a homeless guy who lives under the Lincoln Memorial. Furthermore, in the highly unlikely event that I find myself at the center of a national scandal, I hereby authorize: (1) the President to give vague, evasive, answers about our relationship. (2) the First Lady to dismiss any allegations I may make as the product of a "vast right wing conspiracy." (3) Hard Copy, Extra, the tabloids and the rest of the media to portray me as a spoiled, dimwitted bimbo with a propensity for exaggerating.*

---

Signature

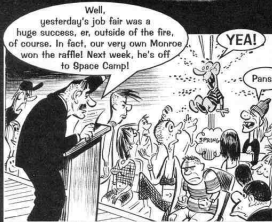
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Date

The White House is an affirmative action, equal opportunity employer. We do not discriminate on the basis of race, age, gender or sexual preference. If, however, you happen to be a white, 21-year-old female heterosexual, that's fine too.

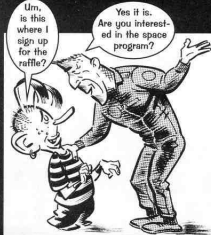
# MONROE & ...

Ground Control to Major Bummer: It's countdown to liftoff as our boy



# SPACE CAMP

Monroe takes one small step for Nerd-kind. Houston, we have a problem!





Hello,  
gorgeous!  
I'm Gus. Can  
I interest you  
in a glass of  
Tang and  
maybe a quick  
spin in the  
anti-gravity  
machine?





VOTED MOST LIKELY TO CONCEIVE DEPT.

**A Magazine We're Afraid We'll Soon See...**

# Prom Mom

May \$3.50

**14 Hot Dance Moves**  
That Look Exactly Like Labor Contractions

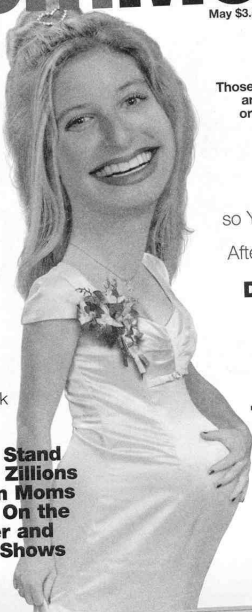
**What to Say**

When the Janitor, the Cops and the Tabloid Reporters Arrive

**Simple Pelvic Exercises**

to Keep the Little Bugger In Until the Band Takes a Break

**How You Can Stand Out From the Zillions of Other Prom Moms Trying to Get On the Jerry Springer and Jenny Jones Shows**



**How to Tell If**  
Those Stomach Cramps are the "Real Thing" or Just the Clam Dip

**5 Adoption Agencies**  
that Accept Night Deposits so You Don't Have to Miss Any After-Prom Parties

**Drinking the Spiked Punch**

What the hell! It's not like anyone expects good judgment from you at this point!

**The Latest Prom Mom Trend**

Holding your prom right in the local hospital's Maternity Ward!





**THE YOUTH IS  
OUT THERE DEPT.**

**F**or years, nothing has baffled the scientific community more than trying to figure out what is causing all that angst and malaise among America's young adults! Finally, they realized there was only one duo who could solve this unsolved mystery, to answer this unanswerable question, to crack this uncrackable code, to—ah, you get the point! Anyway, they called in the country's premier investigative duo, Mulder and Scully, to crack the secrets of...

**EPISODE 6: CLOSE ENCOUNTERS OF THE CAFFEINATED KIND**

*Assistant Director Skinner is forced to take Mulder's theory about extraterrestrials posing as coffee vendors seriously when their "Shoppes" begin replicating themselves on street-corners all over America.*



duo, Mulder and Scully,  
to crack the secrets of...

# THE GENERATION-

ARTIST: TIMOTHY SHAMEY  
WRITER: MIKE SNIDER

ARTIST: TIMOTHY SHAMEY  
WRITER: MIKE SNIDER

## EPISODE 11: CHILDREN OF THE LOST COMBS

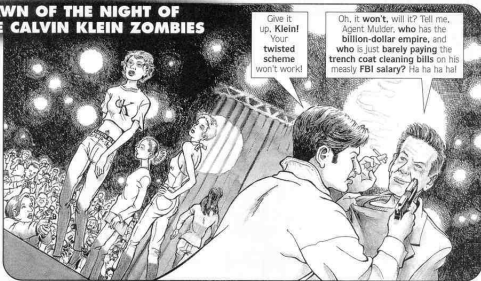
*It's a puzzle wrapped in an enigma that Mulder and Scully must try and solve: How can a generation that spends so much time obsessing over their hair always look like they just got out of bed?!*  
(Episode also features the first appearance of the mysterious Zima-Slurping Man.)





## EPISODE 17: DAWN OF THE NIGHT OF THE CALVIN KLEIN ZOMBIES

With the assistance of a subseroient national media, a megalomaniacal fashion designer unleashes his army of anorexic, heroin-addicted walking dead upon unsuspecting consumers. His dastardly goal: To put his own name on the jeans of everyone born since 1965!



# X-FILES

## EPISODE 28: THE VANISHING JOBS

With the assistance of Deep Dockers, a secret informant from another generation, Mulder and Scully investigate the strange disappearance of millions of jobs that pay more than minimum wage and don't require the wearing of silly paper hats!



## EPISODE 23: PIERCED NATION

Mulder suspects an intergalactic conspiracy when unexplainable holes suddenly begin appearing all over the bodies of America's youth — only to be filled by equally inexplicable "Jewelry-Like Implants" (JLIs).



## EPISODE 43: SCHOOLHOUSE ROCK AROUND THE CLOCK

A series of cheesy-but-hummable educational TV spots from the '70s come back to haunt the generation that grew up on them, when it's discovered that they contain subliminal messages that turn viewers back into giddy, drooling children whenever they hear the songs again as adults!



## EPISODE 31: JANEANE GARAFALO, WHO THE HELL ARE YOU?!

When a second-rate stand-up comedienne with just a few TV and film roles to her credit becomes a generational icon, Mulder is convinced there's only one explanation: Mass hypnosis!



## EPISODE 34: HOME SWEET, LIKE, Y'KNOW, HOME

Some mysterious force is magnetically keeping people in their 20s and 30s — even those with good jobs — from moving out on their own! Mulder and Scully must find a way to counteract it to prevent the bankruptcy of a generation of parents and the U.S. apartment-rental market!



# TALES FROM the DUCK SIDE A TOMB WITH A VIEW

Wow! What a  
HUGE TURNOUT  
for COSGROVE'S  
FUNERAL!

EVERYBODY wants to  
pay their RESPECTS  
to the man with  
the MIDAS TOUCH!



The guy was SPECTACULAR  
at making a BUCK! He  
could take ANY PROJECT  
and turn a HUGE PROFIT!

And  
he was  
SO  
CREATIVE!



You've really  
got to HAND IT to  
him THIS TIME! Only  
COSGROVE could  
COME UP with...



...a PAY-PER-VIEW  
COFFIN!

PSSHHP  
ZWIT

KLINK  
KLINK  
KLINK



SERGE-IN GENERAL DEPT.

# A MAD

# LOOK

ARTIST AND WRITER: SERGIO ARAGONES



# AT LAS VEGAS









# PLANET OF THE GAMES DEPT.

Every morning NBC airs a little program called *The Today Show*. It's like a lot of other network morning programs, with one exception — as part of its ground-floor studio, there's a giant window that looks out onto the streets of New York! And outside that window is a collection of dweebs, geeks and yahoos so moronic, they make the cast of *Boys Meets World* look like the Nobel Prize selection committee! So, as a public service to our lazy, never-get-out-of-bed-before-noon readers (i.e. you), we've gathered all these mouth-breathers together for a little feature we like to call...

Too cheap to buy a Hallmark card

Out to beat Willard Scott to a pulp for retiring just before her hundredth birthday

Lost conventioners trying to coax a lap dance out of Ann Curry

Believes Al Roker really is an alien, just like *Men in Black* said

Not actually authorized to speak for all of Scranton

Victim of a "Triple Lutz Mishap" at the Rocketteller Center ice rink a block away

Doesn't know it, but she's standing in an authentic pool of New York Homeless Person Body Waste

Lives around the corner — hoping to score some leftovers from the cooking segment





# MAD'S GUIDE TO WHO'S WHO OUTSIDE THE TODAY SHOW WINDOW

Out-of-work actor planning to put "Appeared on *The Today Show*" on his résumé

Can die happy, now that she's goosed Matt Lauer

Hates *The Today Show*—just enjoys crowds of sweaty tourists

Just beat the crap out of guy with a "HOWDY FARGO" sign to get spot up front

Confused Letterman fan looking for Mujibur and Sirajul

Forgot that Nina watches *Good Morning America*

Mistakenly thinks this is the line for the Soup Nazi

Hookers dislocated by the Disney-fication of Times Square



About to make his national TV "debut"

Sure he saw "something extra" in that smile Katie Couric just flashed him

Will hear about puking on Gene Shalit for the next 20 years

New York pickpocket out on his morning routine



CAUTION! RECONSTRUCTION AHEAD DEPT.

Every generation develops its own "protest look." In the sixties, the ultimate expression of rebellion was to have long, greasy hair. Today, the only people with long, greasy hair either work in the film business or manage comic book shops. Currently, tattoos and body piercings identify Gen-X trendies rebelling against society and their parents. But tomorrow, you might need tattoos and piercings to get into the Boy Scouts! That's the problem with protest looks — society eventually accepts and gets used to them, meaning the next generation has to come up with an even *more* outrageous and grotesque trend. What does the future hold? Let's travel down not-yet-memory lane and explore...

# BODY MODIFICATION TRENDS OF THE FUTURE

ARTIST: TOM BUNK

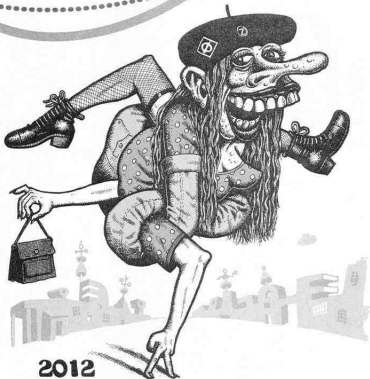
WRITERS: BRIAN & SEAN FARRELY



**2000**

## Rasta Nostrils

The exotic, reggae-drenched underground cool of Rastafarianism hits its disgusting cultural peak when the dreadlocked nose-hair fad sweeps the nation.



**2012**

## Body Warping

Leg and arm bones are deliberately broken and permanently reset in positions that nature never intended. Favorite styles include the "butterfly knot," the "pretzel" and the ever-popular "YMCA."

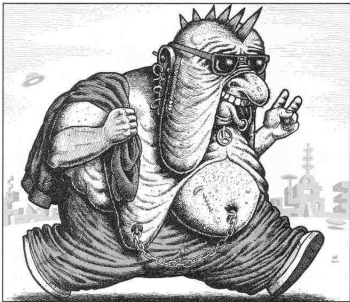




**2023**

### **Pirate Cool**

Needless amputations and prosthetic limbs become the ultimate in radical fashion when a look dubbed "Pirate Cool" sweeps the nation. Kids everywhere go in for peg legs, hooks and laser eye-removal surgery.



**2026**

### **Wrinkle Chic**

An offshoot of the baggy pants look of the '90s, baggy skin becomes all the rage. People have their epidermis pulled and stretched like saltwater taffy until their faces and bodies attain that wrinkly, casual, totally fly shar-pei dog look.



**2028**

### **Body Welding, aka Siameseation**

Having your boyfriend's or girlfriend's name tattooed on your body is no longer enough to express your eternal devotion. Instead, couples display their commitment to each other by undergoing "Body Welding," a process in which their flesh is stitched together at a spot of their choosing, joining them forever in a permanent bond of love and togetherness.

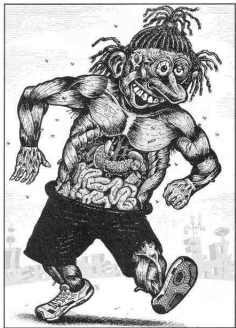


**BODY  
MODIFICATION  
TRENDS  
OF THE  
FUTURE**



## 2030 Unicorn-O-Plasty

Tough guy wannabes everywhere have a unicorn horn surgically implanted in their foreheads. Besides having a new symbol of their rugged individuality, they can also take part in bloody head-butting contests to settle their mating, financial and sports trivia disputes with friends and rivals.



## 2036 Cellophane Style

Layers of skin are surgically removed and replaced with clear transparent plastic in order to expose internal organs and blood vessels, attaining the trendy "Slim Goodbody/visible man" look.



## 2033 Tattoo A-Glow-Glow

Fluorescent ink and microchips implanted underneath the skin make possible the newest in body augmentation: flashing neon tattoos. Programmable to flash different messages, most opt to announce their allegiance to a gang or a band, or to publicize their homepage on the web.



## 2040 Critterizing, aka Manimal Morphing

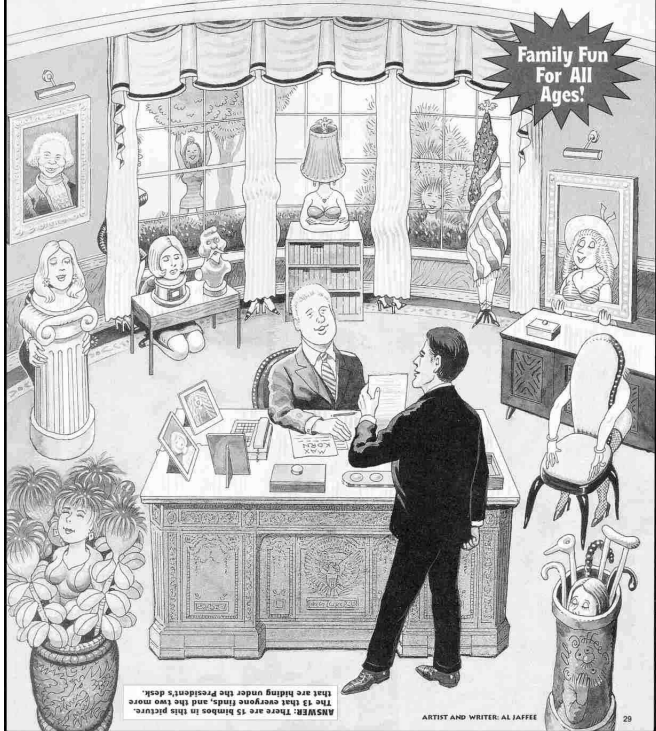
Radical animal lovers undergo procedures to resemble the creatures they most adore. Elective options add udders, humps and marsupial pouches. Sea lovers opt to have blowholes and gills created, and to have steel wires pierced through their cheeks (creating the makeshift catfish look so in vogue).



THE COMMANDER-IN-HEAT DEPT.

# HOW MANY BIMBOS CAN YOU FIND? IN THIS OVAL OFFICE PICTURE?

Family Fun  
For All  
Ages!



ANSWER: There are 15 bimbos in this picture. The 13 that everyone finds, and the two more that are hiding under the President's desk.

ARTIST AND WRITER: AL JAFFE

It's been almost three years now since upstart MAD TV dared to challenge long-time powerhouse Saturday Night Live in the late night sketch comedy arena. Both have had their ups and downs and the competition has been the subject of much speculation in the press. But how are the shows really stacking up? Isn't it time that someone took a cold, totally objective and unbiased look at the situation? And who better than us, the magazine that was the inspiration for MAD TV (AND Saturday Night Live, now that we come to think of it)! Letting the chips fall where they may, here's our tallying of...

# MAD TV VS

SATURDAY NIGHT  
LIVE

(THE SCORE SO FAR)



|                                                                                                                                      |                      |
|--------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <b>SNL:</b><br>90 minutes long                                                                                                       | <b>+50 Points</b>    |
| <b>MAD TV:</b><br>60 minutes long                                                                                                    | <b>+400 Points</b>   |
| <b>SNL:</b><br>Absolutely no resemblance to MAD Magazine whatsoever                                                                  | <b>+5,000 Points</b> |
| <b>MAD TV:</b><br>Absolutely no resemblance to MAD Magazine whatsoever                                                               | <b>+5,000 Points</b> |
| <b>SNL:</b><br>Always the threat of one of their annoying catch phrases taking over the public consciousness                         | <b>+50 Points</b>    |
| <b>MAD TV:</b><br>No threat of that                                                                                                  | <b>+50 Points</b>    |
| <b>SNL:</b><br>Makes you think anybody, no matter how untalented, can get a job as a cast member of a national sketch TV comedy show | <b>+500 Points</b>   |
| <b>MAD TV:</b><br>Proves it                                                                                                          | <b>+5,000 Points</b> |

LOWERED  
EXPECTATIONS



**SNL:**  
Many times, the cast  
outnumbers the viewers .....**-500** Points  
**MAD TV:**  
Many times, the cast  
outnumbers the jokes .....**-5,000** Points

**MAD TV:**  
Makes fun of many bad movies .....**-50** Points  
**SNL:**  
Is the cause of many bad movies .....**-500** Points

**MAD TV:**  
Most shameful moment:  
Allowing Pauly Shore to host .....**-1,000** Points  
**SNL:**  
Most shameful moment:  
Seasons six through twenty .....**-10,000** Points

**SNL:**  
Fake commercials often  
funniest part of the show .....**+1,000** Points  
**MAD TV:**  
Real commercials often  
funniest part of the show .....**-1,000** Points

**MAD TV:**  
Always watched over by the looming,  
inane face of Alfred E. Neuman .....**-1,000** Points  
**SNL:**  
Always watched over by  
the looming, inane face  
of Lorne Michaels .....**-2,000** Points



**TOTAL:**  
**SNL: -7,500**  
**MAD TV: -7,500**

TULKA

To be continued this (and unfortunately every) Saturday Night!

ARTIST: BICK TULKA

WRITER: RUSS COOPER



**HARD LEARNED DEPT.**

**T**he cost of tuition at Harvard is now over \$25,000 a year! At the average state university, it's about \$10,000! But even those of you (and we do mean you!) who'll never set foot in one of them smart-guy places still have to deal with the rising price of wising up! What do we mean? Read on, Einstein, as...

It costs \$7,995 plus tax and license...



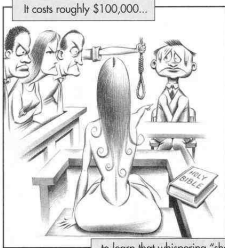
...to learn that the only woman you're going to impress with a practical car that gets great gas mileage is your mother!

It costs \$4,300...



...to learn that the computer salesman wasn't trying to put one over on you when he said, "Spend the extra \$20 for a good surge protector!"

It costs roughly \$100,000...



...to learn that whispering "she's got a great ass" at the water cooler can be overheard and used in court!

# MAD EXAMINES THE HIGH COSTS OF EDUCATION

ARTIST: LENNIE MACE  
WRITER: MIKE SNIDER





It costs \$150 and a shelf full of unwanted music...



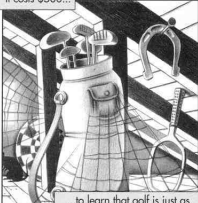
...to learn that you DON'T get 12 CDs for "just a penny"!

It costs \$125 plus tip...



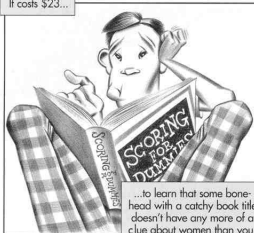
...to learn that the "Coolio look" just isn't for you!

It costs \$500...



...to learn that golf is just as stupid and boring a game now as it was before Tiger Woods!

It costs \$23...



...to learn that some bone-head with a catchy book title doesn't have any more of a clue about women than you!

It costs \$135 plus tax...



...to learn that "it's NOT the shoes!"

It costs \$19.95 a month (and endless hours at the keyboard)...



...to learn that you're just as big a failure with women electronically as you are face to face!

It costs \$500 a day...



...to learn exactly how Las Vegas hotel/casinos can offer rooms for only \$20 a night and breakfast for just 99 cents!

It costs \$5.99...



...to learn that Larry Flynt is not quite the cute "n' cuddly publisher that Woody Harrelson portrayed him to be in the movies!



It isn't easy being America's most popular pre-pubescent pop triol Between coping with the screaming fans, the daily Clearasil applications and the constant mall riots, Isaac, Taylor and Zac don't have much time to sit down in their parents' garage and sort through mail sacks filled with these moronic...

# Letters to hanson



**LAURA FINSTERMARCHER**  
2329 HOUSEWIFE LANE, PEORIA, IL 3

Dear Hanson,

I am the mother of four teenagers and I just want to applaud you for being such fine, upstanding role models for today's youth! In this age of "Grudge Rock" and "Beavis and Butt-man," it's rare to find you three ladies!

(And don't worry, girls — those breasts will start growing before you know it!)

Sincerely,

*Laura Finstermarcher*  
Laura Finstermarcher

February 12, 1993

(sixth letter of the day!)

Dear Hanson,

Reason #2,346 Why Hanson is the greatest:  
\*the way Chase flips his hair\*

Reason #2,347 Why Hanson is the greatest:  
\*Taylor's left dimple\*

Reason #2,348 Why Hanson is the greatest:  
\*Zac's cool robot dancing on stage\*

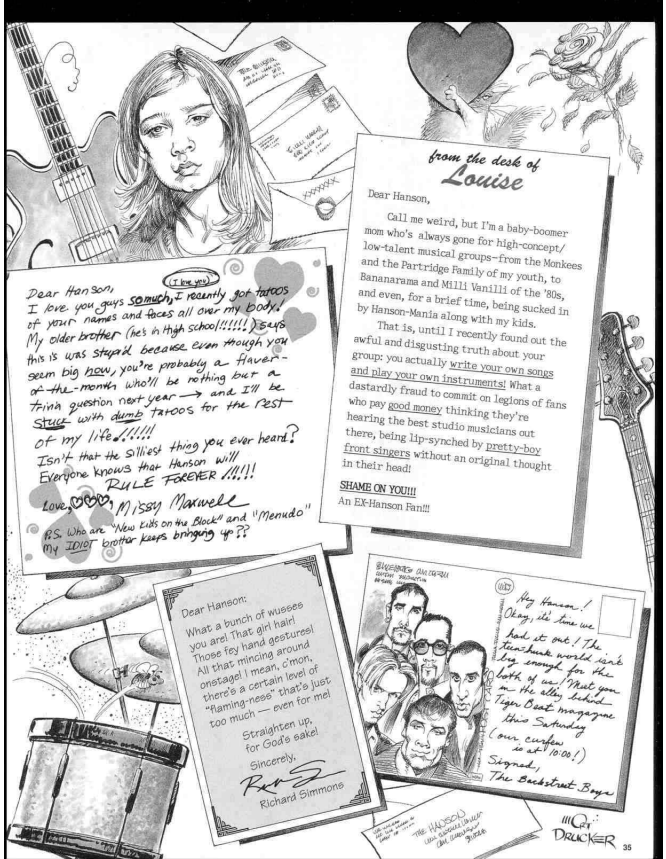
I really can't list more reasons now, but my parents have this bogus idea that I'm obsessed with you and have limited me to only ONE ream of paper per week! (And they say fascism is dead!)

Love Love Love Love Love  
Me (Again!)



Love Love Love Love Love  
Me (Again!)





from the desk of  
**Louise**

Dear Hanson,

Call me weird, but I'm a baby-boomer mom who's always gone for high-concept/low-talent musical groups—from the Monkees and the Partridge Family of my youth, to Bananarama and Milli Vanilli of the '80s, and even, for a brief time, being sucked in by Hanson-Mania along with my kids.

That is, until I recently found out the awful and disgusting truth about your group: you actually write your own songs and play your own instruments! What a dastardly fraud to commit on legions of fans who pay good money thinking they're hearing the best studio musicians out there, being lip-synched by pretty-boy front singers without an original thought in their head!

**SHAME ON YOU!!!**

An EX-Hanson Fan!!!

Dear Hanson,  
(I love you)  
I love you guys so much, I recently got tattoos of your names and faces all over my body! My older brother (he's in high school!!!!!!) says this is stupid because even though you seem big now, you're probably a Have-  
of-the-month who'll be nothing but a trink question next year → and I'll be stuck with dumb tattoos for the rest of my life!!!!!!

Isn't that the silliest thing you ever heard?  
Everyone knows that Hanson will  
**RULE FOREVER!!!!!!**

Love, Missy Maxwell

P.S. Who are "New Kids on the Block" and "Menudo"  
My **IDIOT** brother keeps bringing up??

Dear Hanson:

What a bunch of wusses  
you are! That girl hair!  
Those fey hand gestures!  
All that mincing around  
onstage! I mean, c'mon,  
there's a certain level of  
"flaming-ness" that's just  
too much — even for me!

Straighten up,  
for God's sake!

Sincerely,

Richard Simmons



Hey Hanson!  
Okay, it's time we  
had it out! The  
teenybunk world isn't  
big enough for the  
both of us! Meet you  
on the alley behind  
Tiger Beat magazine  
this Saturday  
(our curfew  
is at 10:00!)  
Signed,  
The Backstreet Boys

THE HANSON  
was actually the  
most interesting  
part of the show

III  
DRUCKER

Dear Hanson,  
 You are the SWEETEST CUTEST  
 SWEETEST! I'll bet you'd ALL be  
 the best boyfriends!! I'll bet you'd  
 LOVE a girl even if she wasn't the  
 Smartest or the best looking! Why, I'll  
 even bet you'd LOVE a girl who had  
 braces, thick eyeglasses, many zits  
 or was a few pounds overweight,  
 Even if she was retaining water  
 because of the stress of dealing  
 with her bratty sister

Elane who  
 and I know  
 most wonder  
 rate that i  
 boys and I  
 the other d



boy  
 ven  
 he

DEAR ZAC, YOU YUMMY BOY,  
 I'M A 14 YEAR-OLD GIRL, WHO JUST LOVES  
 SURFING THE INTERNET AND TROLLING LOOKING FOR  
 NEW NEW FRIENDS! WHEN I STUMBLED UPON  
 ONE OF THE 3,000 HANSON WEBSITES AND SAW YOUR  
 FACE—WELL, I JUST HAD TO WRITE!

I KNOW THIS IS KIND OF SUDDEN, BUT COULD YOU COME  
 VISIT ME? I'LL EVEN SEND YOU A ONE-WAY BUS TICKET,  
 AND PUT IT ON MY VISA. MY PARENTS' VISA CARD!  
 PLEASE, PLEASE COME—AND DON'T TELL ANYBODY!

YOUR NEW PAL,

~~Gas~~ Trish

Dear Hanson,

I'm a twelve year-old girl who  
 had a huge crush on the three of  
 you. That is, until my therapist  
 explained what was really going  
 on: she said that you embody a  
 "non-threatening masculinity"  
 which enables me to fulfill my  
 immature romantic desires  
 without the "physical demands"  
 of "real boys," which could  
 "prove damaging to someone at my  
 fragile, psycho-sexual age."

so now, I think YOU SUCK!

Alexandra  
 Whittle

Upper West Side, New York, NY

A  
 L  
 E  
 X





THE SCHMUCKS STOP HERE DEPT.

You are cordially invited to read the following little treatise on the proper and improper behavior when attending a social function. The dress, casual. The time, now. The title...

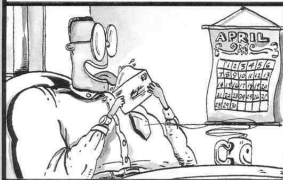


# Melvin & Jenkins'

## GUIDE TO PARTY GOING

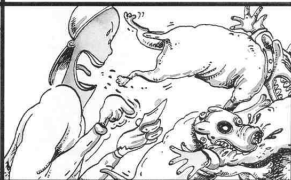
**Jenkins**

Jenkins knows that parties mean planning, and so takes care to RSVP in plenty of time for his hosts to expect his attendance with one guest.



**Melvin**

Melvin argues that NOWHERE on the freakin' invitation does it specifically exclude his pit bulls.



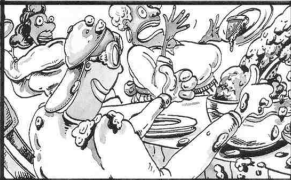
**Jenkins**

Jenkins arrives with a beautiful ice sculpture centerpiece he made himself, to the delight of the hosts.



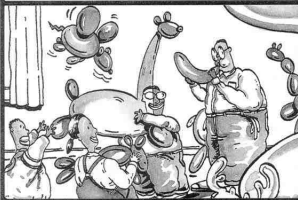
**Melvin**

Even regular viewers of porn are shocked at the fine detail of Melvin's potato-salad recreation of the human reproductive system.



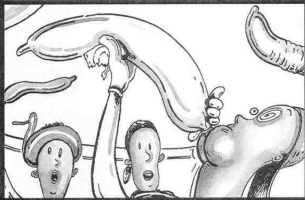
## Jenkins

Jenkins amuses the children at the party by teaching them how to make funny balloon animals.



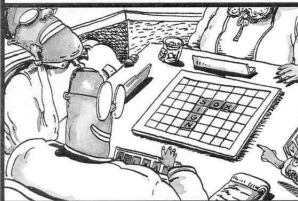
## Melvin

Melvin does more or less the same thing, except that all of the animals have reservoir tips.



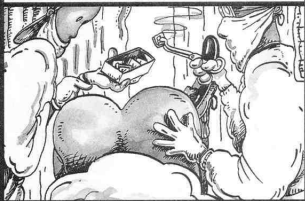
## Jenkins

Jenkins really believes that "sox" should not be considered a legal Scrabble word, but in the interest of friendly competition lets it pass.



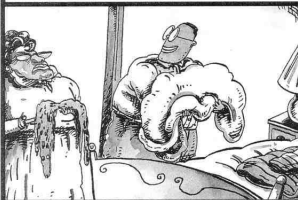
## Melvin

Melvin's opponents are forced to endure hours of delicate surgery to remove 11 consonants and six vowels.



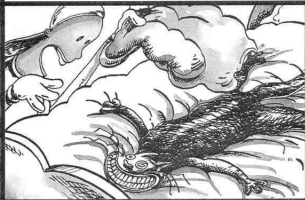
## Jenkins

Jenkins offers to carry some jackets inside to lay across the bed.



## Melvin

Melvin does the same, but never stops to consider what effect the crushing weight of 15 heavy winter coats might have on the host's cat.



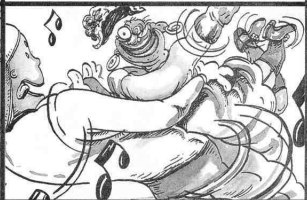
## Jenkins

Jenkins graciously asks the host's mother if she would care to dance.



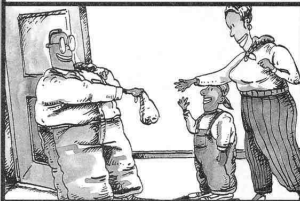
## Melvin

Melvin's depraved grinding awakens sensations that Grandma's loins haven't felt since Dwight Eisenhower's first term.



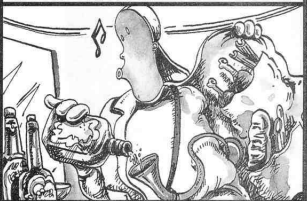
## Jenkins

Jenkins gladly accepts a take-home bag of leftovers when offered.



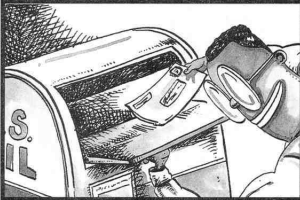
## Melvin

Melvin creates an elaborate system of tubing and vinyl-lined pockets inside his pants, so that he can lug a few gallons of free booze home with him.



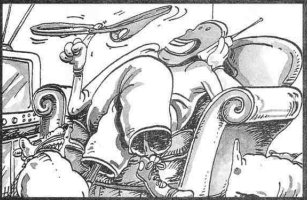
## Jenkins

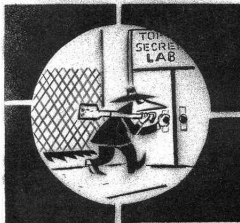
Jenkins promptly sends a note to the hostess thanking her for a delightful evening.



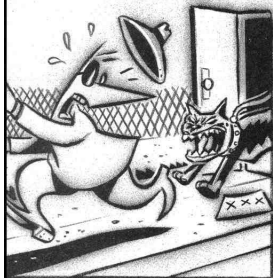
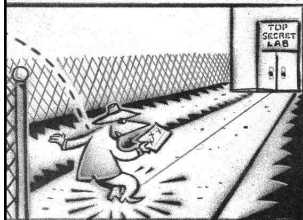
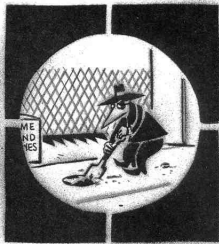
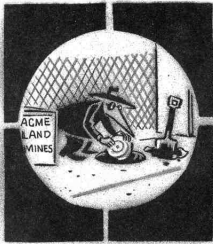
## Melvin

Melvin briefly considers sending the hostess back the panties that he swiped from her hamper but decides to sell them to a friend instead.









KUPER



BEHIND THE  
DUPLICATE BALL DEPT.

Reality shows  
just got real!  
Move over COPS,  
MAD proudly presents...

# COPIES

Bad boys, bad boys! Whatcha gonna do?

The graveyard shift really brings out the crazies! I swear, there's not a moment's rest! This one guy wanted color copies of his black and white originals and I looked at him and said, "Are you freakin' nuts, man?!? Stop and think about...uh-oh, over there, trouble!"

## 12:15 a.m. Shift Begins



## 1:37 a.m. Crowd Control



### WARNING:

Due to the graphic nature of this show we recommend that young children and people who don't like graphics—don't view it.



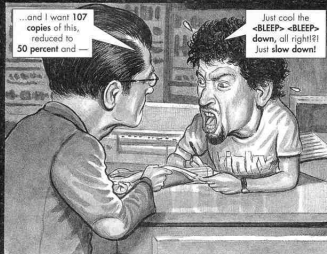
**COPIES** is a glimpse into the shadowy world of word processing and document-related services! Our cameras take you behind the scenes to hit the streets with a group of dedicated, hard-stapled, paper-pushing public servants who have ink in their veins and liquid paper up their noses! They're true originals who are proud to copy!

**COPIES** is filmed live with the men and women of Kinky's Copies in Big Butte, Tennessee!

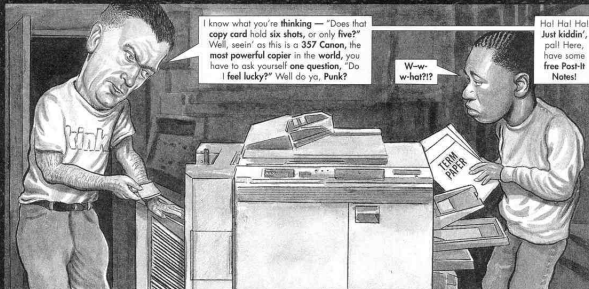
Whatcha gonna do when they collate you?

ARTIST: DREW FRIEDMAN  
WRITERS: SCOTT SONNEBORN  
AND ANDY RHEINGOLD

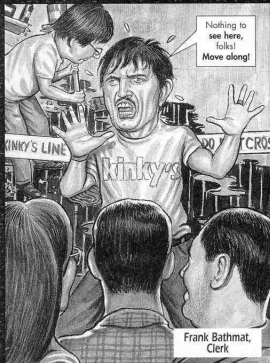
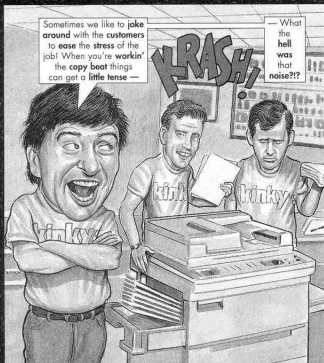
### 2:23 a.m. Help Call



### 3:08 a.m. Back Room

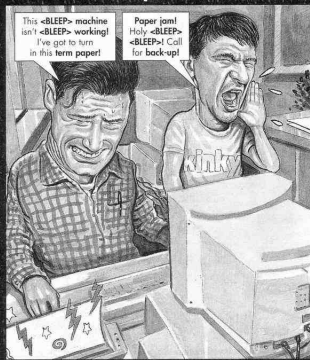


## 3:15 a.m. Self-Service Area



Frank Bathmat, Clerk

## 5:04 a.m. Computer Terminal



## 6:30 a.m. End of Shift





VH-DUMB DEPT.

There's a great new magazine

currently on the newstands that we love so much, we decided to excerpt it right here and now! (The fact that we happen to be the creators of this "great new magazine" is a mere coincidence and has **NOTHING** to do with our decision!) **MAD Pop Off Video** is 48 pages in **FULL COLOR** blasting classic music videos! Finally, you can see rap and rock stars crawling around on all fours like dogs, shamelessly grabbing their crotches and cavorting with midgets and dwarves—without turning on your TV! Here's an intensely stupid sampling from that great new magazine...

1684440055

ALL NEW! FULL COLOR!

# MAD

POP OFF VIDEO

Including

**48 PAGES SLAMMING YOUR FAVORITE MUSIC VIDEOS!**

Puff Daddy  
Aerosmith  
Spice Girls  
Dr. Dre  
Madonna  
Soundgarden  
Alanis Morissette  
Michael Jackson  
Hanson  
Will Smith  
And More!

Written by Desmond Devlin

May 1998 \$3.99 (Canada \$4.95)

48 PAGES SLAMMING YOUR FAVORITE MUSIC VIDEOS!

Add 75 lbs. each to these two guys and you're talking *Blues Brothers II*

SHOCKING STUFF THEY'LL NEVER POP UP ON VH!!

## HANSON "MMMBOP"



The biggest musical influence on Hanson is another singing family trio: Alvin and the Chipmunks.



According to Hanson, an MMMBop is "just a brief moment in time, that's gone before you know it." Hanson's career will last 3.4 MMMBops.

# MAD POP OFF VIDEO

## WILL SMITH "MEN IN BLACK"



This is rap music for people who think that Babyface is a little too "hardcore."

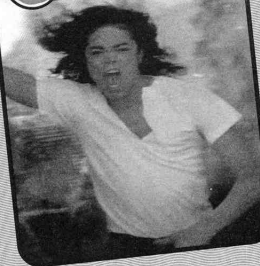


Will's former partner, DJ Jazzy Jeff, reportedly did an excellent job of fetching donuts and running small errands for the crew.

## MICHAEL JACKSON "BLACK OR WHITE"



For what this video cost, Jackson could have bought the silence of 14.5 young boys.



## MICHAEL JACKSON "BAD"



The New York subways were constructed from 1900-1904, with hundreds of workers chopping holes on the surface, and filling them in as they went. The process was not unlike the history of Michael's face.



**COOLIO**  
"GANGSTA'S PARADISE"



This chilling Coolio-Michelle Pfeiffer stare-down has all the primal dramatic power of the Tyson-McNeely showdown.



This song features a hook sampled from Stevie Wonder's "Pastime Paradise." Apparently, Stevie was also Coolio's barber.

**ALANIS MORISSETTE**  
"IRONIC"



With very little time left in the decade to lose its lead, "It's like 10,000 spoons when all you need is a knife" is in the homestretch for "Most Moronic Lyric of the 1990s."

Alanis conceived this video as "expressing four different sides of her personality."



The level of her acting achievement can be summed up as: "red sweater, green sweater, yellow sweater, wool cap."



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 newsmakers will be crapping out!

**THIS MONTH'S UPCOMING WINNER IN  
THE ELECTORAL COLLEGE OF DEATH:**

| <u>CAUSE OF DEATH</u>                                                              | <u>ODDS</u>  |
|------------------------------------------------------------------------------------|--------------|
| Mistaken for dead and buried alive                                                 | 2:1          |
| Caught in crossfire between Bill and Hillary during ugly spat over Monica Lewinsky | 8:1          |
| Burst blood-vessel in brain from worrying about the ozone layer                    | 25:1         |
| Stress of cooperating with campaign finance investigation to the fullest           | 9,499,209:1  |
| Slips on Capitol steps at own inauguration as President                            | 99,254,398:1 |

ARTIST: HERMANN MEILA  
WRITER: NIKKI ANDER



**WHAT TERRORIST  
ORGANIZATION  
THREATENS THE  
LIFE AND LIBERTY  
OF EVERY AMERICAN?**

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

It used to be that we only had to worry about terrorist acts happening outside of the United States. Now the threats have reached our shores and everyone is living in a state of apprehension. But there is one especially evil and ruthless enemy that stands out as a source of constant tyranny. To find out who this dreaded menace to society is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

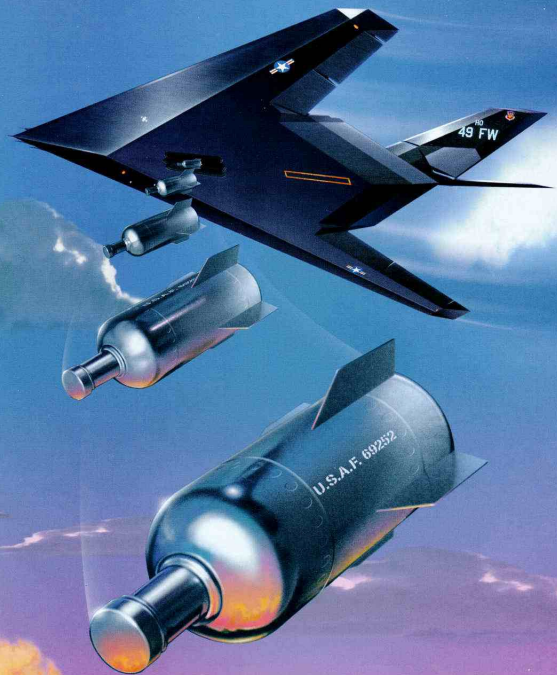
FOLD THIS SECTION OVER LEFT

FOLD BACK SO "A" MEETS "B"



**THREATS OF TERRORISM ARE A PROBLEM EVERYONE  
IN THE WORLD IS DEALING WITH TODAY. BUT  
REARING ITS UGLY HEAD IN AMERICA THERE IS  
SOMETHING REALLY TERRIFYING IN THE WORKS**

ARTIST AND WRITER: AL JAFFEE



# ABSOLUT SADDAM.