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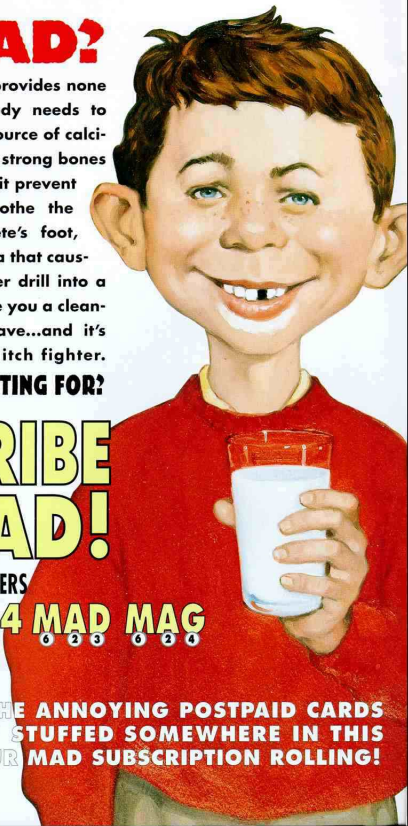
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MARCH 1998 **NUMBER 367**

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"Remember — The Post Office will not deliver mail without postage. And sometimes, even with!"
— Alfred E. Newman



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FRONT COVER ARTIST: JOE DEVITO
FRONT COVER BORDER ARTIST: TOM BUNK
FRONT COVER BORDER WRITER: JOHN CALDWELL





MAD #368 ON SALE
MARCH 24!
SEE READER ALERT BELOW!

SPICE EXPLORATION

In MAD #363 you made fun of the Spice Girls. Thank God that I don't like them! My friends love them so they wanted to read it no matter what you said about them. Also, at school, I have a teacher who subscribed to MAD. This surprised me because she's a very strict teacher.

Courtney Carrell
San Jose, CA

Court — Let's try this MAD syllogism: A) MAD did an article on the Spice Girls. B) You have a strict teacher who reads MAD. Ergo, you should call your teacher Strict Spice! Let us know how it turns out! —Ed.

Are the Spice Girls the first females that Alfred E. Neuman has ever gotten?

Ken Kibby
San Jose, CA

We're not certain if Alfred has ever "gotten" the Spice Girls or any other woman. We are, however, 100% certain about your "gotten" status, Kenny! Thanks for writing! —Ed.

"PRODUCT ACRONYMS"

In "Product Acronyms You Never Knew Existed" (MAD #363) you included Kmart (Keeping Middle America Really Tacky). As an associate at a Super Kmart I would like to say thank you! I took the opportunity to show my store director your article. He was then rushed to the hospital to have his appendix removed. It seems he laughed so hard his appendix burst! Well, he is still in the hospital and I know I will be out of a job when he returns. So, this winter, as I slowly freeze to death because I was evicted and lost my girlfriend and my family disowned me, I will smile and remember that it was all due to you.

Terry L. Jordan,
Super Kmart Center #4970
Memphis, TN

Terry — Thanks for your warm, inspiring letter. Now get over to aisle six, a new shipment of Martha Stewart turquoise sheets needs to be priced and shelved! —Ed.

P.S. to readers: Is it any wonder why Wal-Mart has left Kmart in the dust?

MAD CELEBRITY SNAPS

Norm Macdonald had some fun

E-I-E-I-O

Took his photo with someone

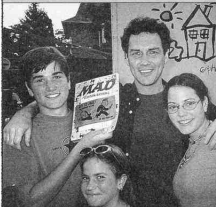
E-I-E-I-O

With a free sub here and a free sub there

Here a sub, there a sub, everywhere a sub sub.

Norm Macdonald got Lau-ren

a one-year sub to MAD! Mooooooo! —Ed.



Saturday Night Live's Norm Macdonald embraces Canadian youngsters Jonas, Emily and winner Lauren Chark. (l-r) all of Toronto. Lucky kids, eh?

Meglin's hair weave by the same guy Mary Albert uses.

Thinking of ways to kill agent for allowing him to appear in a scene with Meglin.

Got this part without a trip to the "costing couch"...unlike Meglin.

WITH FRIENDS LIKE THESE...

The letters page is proud to present a new feature: Nick Meglin's Pop-Up Videos starring MAD's own co-editor Nick Meglin! We last saw Nick on the MAD letters page in issue #305. He was appearing in an episode of *thirtysomething*, which was cancelled soon thereafter. This time, "Hollywood" Meglin made a recent appearance with Matthew Perry (aka Chandler) on NBC's hit show *Friends*, which we expect will also be cancelled soon. Enjoy the Pop-Ups!



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BORDER INCIDENT

I got issue #363 in the mail, and it had no border. I thought that maybe you had gone back to the old way of doing MAD covers, but when I went to my newsstand I saw the same issue, only it had the border. Is this an effect of too much sugar?

Martin Snider
Weaverville, NC

Marty — It's true half the country received the border and half didn't. So that no one gets upset, we're asking all the people on the Western side of the United States to bring their issues with the border to Pewaukee, Wisconsin on March 1st where they will meet up with all the MAD readers from the Eastern half of the country and their issues without the border. This will commence the first annual *MAD Across America!* Among the Usual Gang of Idiots scheduled to attend are Dave Berg, Sergio Aragones, Mort Drucker and Al Jaffee. *MAD Across America* is being organized by MAD's infamous bungler, Godfrey. So if Jaffee and company aren't there, start the tractor rides without them! —Ed.

READER ALERT!

Don't miss issue #368! A MAD first, a 16-page full-color (yes, full-color) parody of that lame-ass publication *Entertainment Weekly!* On sale March 24th!
Buy it, buy it, buy it!

DREAM ON

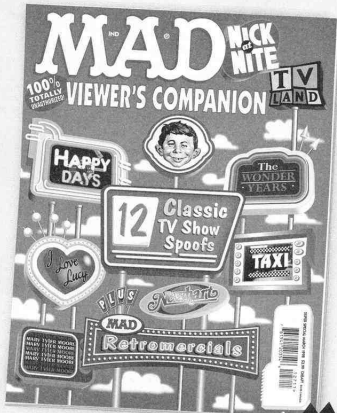
What you said about Aerosmith in "6 Degrees of Separation Between Anyone and Anything" (Issue #363) was a disgrace! Steven Tyler's mouth is not that big. As a matter of fact, he's pretty damn good looking. Aerosmith is my favorite band, and it is NOT packed with aging baby boomers. I know you are probably going to reply to me with one of your stupid wisecracks.

P.S. Please don't call me a dweeb or offend me in any way.

Hallie Miller
Wallingford, PA

Hallie — As even a casual reader of the MAD Letters Page knows we are in the business of making readers' wishes come true. Unfortunately, we cannot honor your request. There is no getting around it. Your letter is concrete proof that you are in fact a bona fide, 100% certifiable dweeb! If Steven Tyler knew of your very existence, he'd be back hitting the controlled substances before you could say "Dude looks like a lady!" —Ed.

A BAD CASE OF THE RE-RUNS!



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NEWSSTAND AND PICK UP A COPY!

ON SALE
NOW!

LET'S LET BYLINES BE BYLINES

I noticed that the story "Air Farce One" in issue #364 did not have any bylines. Then I remembered that I wrote the story and Sam Viviano illustrated it. I have been one of the Usual Gang of Idiots for many years, as has Sam. Now, it seems that we have become anonymous. I can't say how Sam feels about it, but I want to thank you for the promotion!

Stan Hart
New York, NY

Note to readers: The above letter, though written by Stan Hart, was not illustrated by Sam Viviano!

ATTENTION SUBSCRIBERS!

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HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 367, 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!

What do you call a movie where the BIGGEST name on the marquee is Busey? And it's not even Gary! It's his son, Jake! In other words, this movie is filled with...

STARLINE

I'm Johnny Reeky and I joined the Federal Forces right out of high school! Nothing is more important to me than serving my country — except, of course, NOT doing what my parents want me to do! They wanted me to go to college, and not join the service! So, I joined the service and nixed college! Hah! I'll show THEM who's smart! Besides, I hear there's a lot of action in the military! That's why I'm bringing hundreds of condoms!

I'm Cravemen Ibein! In no time at all, I went from sexy high school student to sexy spaceship pilot! It was easy for me to get my pilot's license — on the driving test, you don't need to parallel park! I still can't do that! As a strong woman, I have strong needs! That's why I'm hot for Johnny Reeky! I'm also hot for Sanszitz Barcode! And I'm hot for ALL the other men serving in the Federal Force! Like they say, there's strength in numbers!

I'm Sanszitz Barcode! I was able to become a spaceship navigator and teacher quickly because I fulfilled one of basic requirements for being put in the front seat of a Federal Force spaceship! Eye/hand coordination? Naw! Perfect skin! In this man's modern army, one blemish, and you're out!



SS TROOPERS

I'm Dipsy Flowers, and I'm as rugged as any man here! I can brawl, get stinkin' drunk, chew tobacco, spit ten feet — hell, I even suffer from jock itch! I'm here to fight! Fight the bugs? Hell no! I'm here to fight Cravemen for Johnny Reeky's affection! I say, make love AND war!

I'm Carl Jenkins and I was accepted by Federal Forces because of my psychic abilities! I can actually tune in to the brain waves of a bug! To tell you the truth, I wish I'd had REAL psychic abilities years ago, so I would have turned down that stupid TV series! For the rest of my life, no matter what I do, I'll always be known as "that Doogie Howser kid"!

I'm John Ratsick! A lot of these kids were my high school students! I taught them that we live in a society where you give up your life for your friend, and die for what you believe in! Now they're going off to war to protect those values! Teenagers — man, are they gullible!

I'm a bug! You may think we're icky now, but after you see how bad these humans act, by the end of the film, you'll be rooting for us!



I'm Sergeant Sini! I teach basic training for the Federal Forces and I'm rough on the recruits! How rough? Let me put it this way: if you make it out of basic training alive, then I haven't done my job!

I'm Ash Levil I was a tall, lanky, wise-ass high school student who pretty much just goofed off! But boot camp changed that real fast! Now I'm a tall, lanky, wise-ass SOLDIER who just goofs off, but now I get paid for it!

III Q
DRUCKER

This is the Plasma Bug! Latin name: *Ugly-as-in-us!* I want you to cut the bug open, reach in, and pull out all the yucky stuff!

Did you know these bugs can hurl their spores into outer space?

Really? Did you know I can hurl my breakfast 50 feet? And if you keep pulling out that bug's guts, I'm going to prove it to you!

I joined up so the Federation can pay for my college education!

I'm here because I want to make the Federation Army my career!

I'm here because I want to run for political office, and you need to serve two years to be eligible!

I'm here because they have these co-ed showers! But I sure could use some moisturizer! Showering eight to 10 hours a day is sure drying out my skin!

Sergeant Sin, how come every military veteran I've met so far is missing an arm or a leg?

The bugs are merciless when it comes to chopping off limbs! But fortunately for you young recruits, they never attack hair or teeth, so there's no need to worry! If anything goes wrong, you'll all still make gorgeous amputees!

Listen up! Each one of you will be issued this M7 Tactical Metal Helmet, a Kamikaze 700 machine gun with digital sound, and most important of all, an Industrial Strength Shell No-Pest Strip, which should be worn about the waist at all times! Soon, you're all gonna see unbelievable bloodshed, carnage and annihilation! Then, after basic training, it could get worse!

For negligence contributing to the death of a fellow soldier during basic training, you will receive 10 lashes!

I thought he would be braver than that! He's screaming because he's going to get 10 lashes!

He doesn't care about the ten lashes! He's screaming because they're also going to force feed him 20 Hershey bars! If his skin breaks out, he's history!

A meteor shot from the bug planet has destroyed Buenos Aires! Please adjust your maps accordingly! We'll update you if we decide to put another country in that space!

I was gonna quit the army because I got a man killed! But my family lived in Buenos Aires, and I'm so mad, now I'm gonna kill those bugs, and I don't care how many fellow soldiers I accidentally kill along with them!

That Reeky, he's my kind of soldier!

Do you want to know more? Are you buying this so far? You are? Just wait!



I'm Doctor Jerkins with an important announcement from Federal Bug Control! If you blow a limb off a bug, it's still 86% effective! Blow off two limbs, and it's 43% effective! Three limbs, it's 22% effective! So aim for the heart — which totally eliminates the bug and all this confusing math!

So you made it to the pilot's seat! I heard you're good on the stick —

I'm great on the stick! It's the little handle that controls this thing I'm not so sure about!

Hey! Someone re-plotted the course I set!

I did that! It's a tiny bit longer than the course you set, but it will save time because we'll hit less traffic!

Do you want to know more? Are you beginning to wonder if this is really supposed to be a comedy, an action movie, **SOMETHING?**

My God, have you ever seen so many bugs in your life?

Every-time I turn on my kitchen light after midnight!

There must be millions of them! Are you afraid?

Naw! Since yesterday. Instead of Old Spice, I've been using RAID as cologne!

I don't think they're sending enough Roach Motels!

This is just the first wave of small stuff! The Roach Condos and Roach High Rises are in the next wave!

I don't believe this spaceship! The bugs are heaving plasma into outer space and this \$40 billion machine doesn't have windshield wipers!

War is hell! Two million bugs are dead, 100,000 soldiers are dead, and worst of all — look, a ZITI!

Reezy got hurt pretty bad, but I suppose that "healing liquid" will nurse him back to health!

That's not healing liquid! It's vodka! It won't help his injuries, but on the other hand, he's so drunk he couldn't care less!

I was your teacher, now I'm your lieutenant! This is war! Everyone fights — no one quits! If you disappointed me in high school, I sent a bad report to your parents! Disappoint me here, and I send your REMAINS to your parents!

ABSOLUT RECOVERY

Notice what I did, people! A bug was attacking that soldier, so I shot the soldier!

Why didn't you just shoot the bug?

The bugs take a hundred bullets to stop! You can wipe out a soldier with just ONE bullet! You gotta save your ammo for your fellow soldiers in trouble!

Look — it's a Plasma Bug! See, it bends over and fires plasma out of its butt!

I'm not so sure that's plasma!

What makes you say that?

The bugs have giant rolls of Charmin toilet paper!

The bug sucked this guy's brains out! I can't imagine what that feels like!

I can't have been on a date with Dipsy!

How come, with the entire universe to navigate in, we're colliding with another ship?

Because it's Friday and it's five p.m.! Everybody wants to get away for the weekend!

Cravemen, you're fantastic piloting this spaceship, even though it's cut in half!

Heck, if I'm good at flying a WHOLE spaceship, flying half is a breeze!

Dipsy was my friend, but she was killed in action defending the safety of the human race! Present arms!

Here they are, sir! And here's one of her legs, too!

I'm sorry I had to send so many troops to Planet P.U., knowing there'd be a very low survival rate!

You knew you were sending thousands of soldiers to their deaths?

Believe me, it wasn't easy! I mean, the paperwork alone kept me in the office till after five p.m.! But it paid off! I look like a hero!

Thanks to Dr. Carl Jerkins, the Federation troops have captured the smart bug! There he is! He's the one that looks like a giant unmentionable sex organ!

Do you want to know more?
Do you want to throw up?
Do you believe this crap?
Do you want your money back?



It never fails:

You meet someone, you go on a couple of dates and the next thing you know, you're in a serious relationship. But only then do you realize that your beloved is actually a manic-depressive with homicidal tendencies who eats like a bird and has an annoying tic! How do you keep getting stuck with these losers? Because you don't plan, schmuck! Instead of carefully weighing the pros and cons of your honey-to-be, you dive head-first into commitment like Rush Limbaugh at a Denny's Grand Slam Breakfast! So before you make the same mistake yet again, get out your pencil and peruse...

MAD'S DATING PLUS&MINUSES SCORECARD

ARTIST: CAROL LAY

WRITER: BARRY LIEBMAN

ADD A PLUS...



...if you talk to him on the phone for hours because he's so fascinating.

ADD A MINUS...



...if you talk to him on the phone for hours because the cops are tracing his call.

ADD A PLUS...



...if she stays up with you all night because she can't get enough of you.

ADD A MINUS...



...if she stays up with you all night because she needs an alibi while her husband is being whacked.



ADD A PLUS.
...if he brings you home to meet his folks and says,
"This is the woman I want to marry."



ADD A MINUS
...if he brings you home to meet his folks and shrieks,
"See, I told you I'm not gay!"



ADD A PLUS...
...if she says she only has a handful
of sexual experiences.



ADD A MINUS...
...if you find out that she counts an entire
football team as one experience.



ADD A PLUS...
...if he'd like to have kids.



ADD A MINUS...
...if he'd like to have kids the way
Michael Jackson likes to have kids.



ADD A PLUS...
...if she entertains you by saying clever things.



ADD A MINUS...
...if she entertains you by taking her teeth out
of her mouth and playing them like castanets.



...if he listens attentively to every word you say.



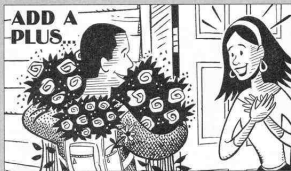
...if he listens attentively to every word you say, even when he's supposedly not around.



...if at dinner she makes an attempt to pick up the check.



...if at dinner she makes an attempt to pick up the waiter...the busboy...the maitre d'...the chef...the bartender...the coat check girl...the janitor...



...if he tries to get you to go out on another date by overwhelming you with flowers.



...if he tries to get you to go out on another date by overwhelming you with a bottle full of chloroform knockout drops.

DATING PLUSSES & MINUSES SCORECARD

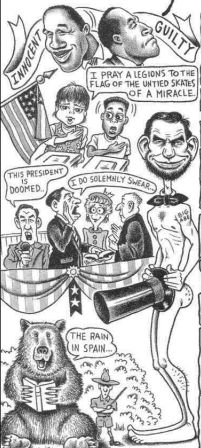
SCORING

- If you scored even one minus, consider ending your relationship immediately!
- More than three minuses, consider getting yourself on the *Ricki Lake Show*!
- Six or more minuses, you are dating either a member of Britain's Royal Family or a Kennedy. Hang in there! It's bound to pay off!



On May 14, 1787, our Nation's forefathers met to write what would become the backbone of democracy — The United States Constitution. This "living" document has withstood the test of time as an eternal flame in our quest for life, liberty and the pursuit of happiness. So of course, every nut job out there wants to change it by adding amendments — everything from outlawing

Badly-Needed Constit



AMENDMENT XXXI

1. The right of trial by jury shall be afforded every citizen, over and over again, until we get the result we want.

AMENDMENT XXXII

1. The right of citizens to make up goofy words that sort of sound like parts of the Pledge of Allegiance shall not be denied or abridged.

AMENDMENT XXXIII

1. No media pronouncement of a "failed Presidency" is permissible until the President has actually completed reciting the oath of office.

AMENDMENT XXXIV

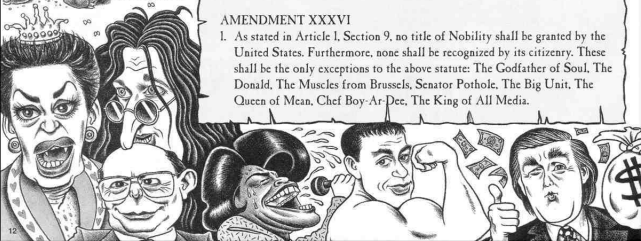
1. No porno film depicting an actor dressed as Abraham Lincoln may be produced.
2. The title of such a film may not be "Horny Abe, the Great Tail-Splitter."
3. No scene in such a film may depict Horny Abe "freeing" three topless 44DD "slaves," or "firing" into "Fort Sumptuous."
4. In the event that such a film is discovered, 535 individual copies shall be made for closer Congressional inspection.

AMENDMENT XXXV

1. In the event that the grizzly bears in Yellowstone National Park should ever begin to speak, park rangers are hereby ordered to take all necessary steps to see that the bears speak English.

AMENDMENT XXXVI

1. As stated in Article I, Section 9, no title of Nobility shall be granted by the United States. Furthermore, none shall be recognized by its citizenry. These shall be the only exceptions to the above statute: The Godfather of Soul, The Donald, The Muscles from Brussels, Senator Pothole, The Big Unit, The Queen of Mean, Chef Boy-Ar-Dec, The King of All Media.



flag burning on one end of the extremist spectrum to legalizing any and all drugs on the other! Well, we've listened to afternoon talk radio, checked out the internet newsgroups, scrutinized the smudged fliers left on our windshield and listened intently to that weird, drooling guy with the sandwich board sign outside our offices! They've all contributed to the following cross-section of...

utional Amendments???

ARTIST: RICK TULKA

WRITER: DESMOND DEVLIN

AMENDMENT XXXVII

1. In deference to disabled citizenry, all statues of Franklin Roosevelt shall depict the polio-stricken leader in his wheelchair. However, no statue may be displayed in public showing President Chester A. Arthur and his projectile vomiting "problem."

AMENDMENT XXXVIII

1. Photographs of so-called artists, naked with bullwhips in various orifices, shall not be displayed in any public building or edifice, unless it can be established that the bullwhip was entirely made and sold by American workers.

AMENDMENT XXXIX

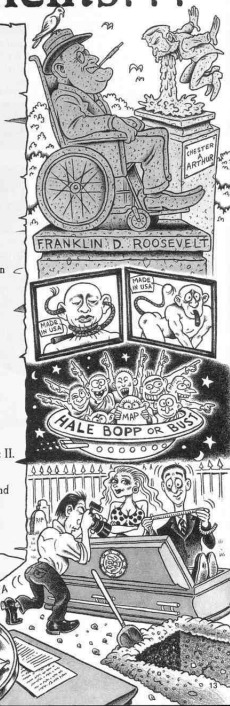
1. As stated in Amendment I, no law shall be made against, nor any restriction or prohibition put upon, any establishment of religion in these United States. Unless it's one of those scary ones. Those aren't so good. We don't get them, do you?

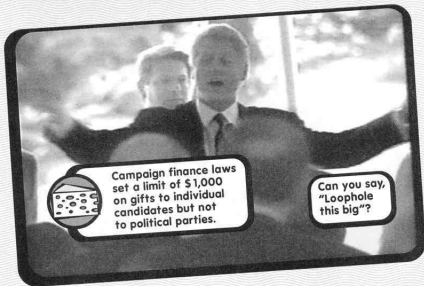
AMENDMENT XL

1. Digging up late Presidents' corpses to examine them for distinguishing marks on their late private parts shall be prohibited.

AMENDMENT XLI

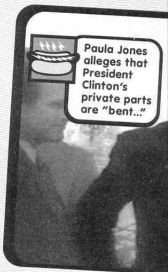
1. In the case of the removal of the President from office or of his death or resignation, the Vice President shall become President, as stated in Article II.
2. In the case that the President shrinks to bug size through internalized mutation or an attack by zygor rays, the President shall retain his office and all accompanying powers. This shall be the case regardless of whether the President retains his full human strength or not.
3. In the case that the President is eaten by an angry cricket, the cricket shall become President.





Campaign finance laws set a limit of \$1,000 on gifts to individual candidates but not to political parties.

Can you say, "Loophole this big"?



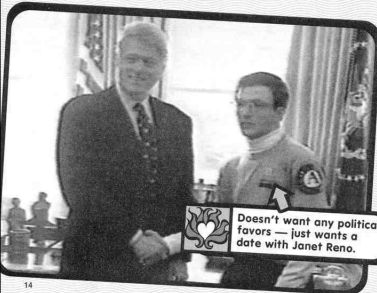
Paula Jones alleges that President Clinton's private parts are "bent..."



HERE COMES THE BRIBE DEPT.

VH1 has stumbled upon a revolutionary technology that can make even the dullest music videos seem entertaining. Now, if only Brian Lamb and the pea-brained pinheads at C-Span would use the same tried and true format on their mind-numbingly dull programs, they'd have some peppy primetime fare like...

POP UP



Doesn't want any political favors — just wants a date with Janet Reno.



Patented "I feel your pain" lip bite.



...This guy
wanted
to check.



Paid \$35,000
for this handshake.

BILL CLINTON

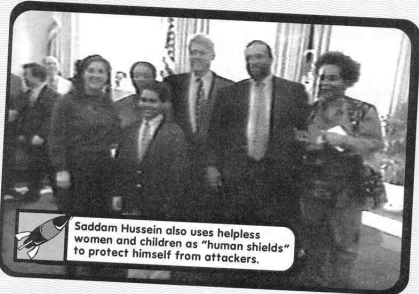
FUNDRAISING VIDEOS

VIDEO CAPTURE: DAVID P. LEVIN

WRITER: MIKE SNIDER



Don't laugh! It
single-handedly
won him SEVEN
elections!



Saddam Hussein also uses helpless
women and children as "human shields"
to protect himself from attackers.



Wanted more than just a Presidential handshake, but refused to pony up the \$250,000 for the "Be Part of a Bill Clinton Threesome"!



POP UP BILL
CLINTON
FUNDRAISING
VIDEOS



Famed Watergate felon G. Gordon Liddy used to impress White House visitors with his toughness by holding his hand over a lit candle...



...Clinton does the same thing—without a candle.



Describing what awaits horny male donors who give more than \$100,000.



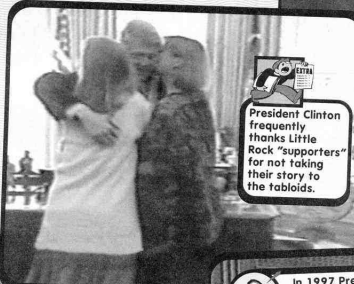
Remembers the day his Grandpa greased Warren G. Harding's palm on this very spot back in 1922.



Really does want cream and sugar in his coffee, but can't afford the extra \$10,000 donation.



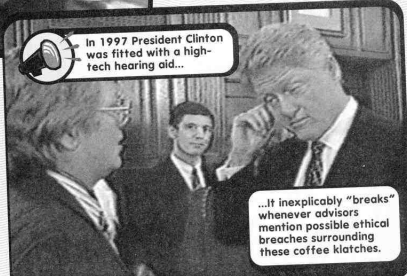
The White House produced 90 hours of Fundraising Videos. Not one of them was picked as an MTV Buzz Clip!



President Clinton frequently thanks Little Rock "supporters" for not taking their story to the tabloids.



In 1997 President Clinton was fitted with a high-tech hearing aid...



...It inexplicably "breaks" whenever advisors mention possible ethical breaches surrounding these coffee klatches.



MAD'S 1998 MOVIE PREVIEW

SPRING

Martin Scorsese-directed movie where Joe Pesci kicks the crap out of someone while wearing a really, really, really bad toupee.



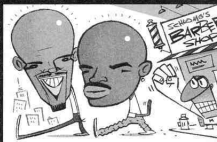
The once-great-turned-annoying-turned-great-again John Travolta starting to turn annoying again.



Adam Sandler acting like a complete dickweed, and getting paid for it.

FALL

Winona Ryder playing yet another woman from another era where she looks like an Amish fashion model and acts like Sally Field in *The Flying Nun*.



SUMMER

Disney's latest bloated, formulaic, Andrew Lloyd Webberish, soon to be on a McDonald's cup near you, over-publicized, under-developed, didn't-the-Little-Mermaid-sing-that-already, Robin-Williams-shut-the-hell-up, is-that-the-guy-from-Seinfeld-or-Home-Improvement, hey-we-can't-help-it-it-all-14-year-old-Indian-princesses-look-like-supermodels, animated mega-plex mail-product.

Another Jack Ryan movie where Tom Clancy complains publicly about how his awful book was turned into an awful movie.



Pauly Shore acting like a complete dickweed, and getting paid for it.



WINTER

Eddie Murphy and Michael Keaton continuing to be less funny, less popular and not-half-as-cute-as-they-apparently-seem-to-think-they-are.



Kenneth Branagh continuing his faux-Shakespeare-drenched quest to put more people to sleep than Dr. Kevorkian.



Non-violent, no nudity, all-yakking, "chick flick" whine-fest, starring three women too old to play hookers in real movies.

The Wayans brothers acting like complete dickweeds, and getting paid for it.



ARTIST: BOB STAAKE
WRITER: RUSS COOPER

Eric Stoltz acting like a complete dickweed, and not getting paid very much at all.

SPY VS SPY

KUPER







STRICTLY FOR THE BLURBS DEPT.

Everybody knows the bait and switch scam — promise the customer one thing and give them another! And no one pulls the ol' switcheroo more often than the weasels in the magazine business! Their covers promise provocative articles, quality entertainment and vital information! Too bad all they give is dull stories, useless trivia and ads, ads, ads! But leave it to us, the stalwarts of justice, the defenders of freedom, the rare non-weasels of the magazine business (who, by the way, don't accept ads!), to expose this sordid practice and tell you what it would be like...

if
MAGAZINE COVERS
told the
TRUTH
about
WHAT'S INSIDE

seventeen

March 1998

The Latest Trends
For You to Slavishly
Follow in Order to
Show Your
"Individuality"

**All-New Hair, Skin
and Complexion
Problems to Worry
About** — and Lotsa
Crap That Our
Advertisers Claim
Will Fix Them!

Meaningless Quiz
That'll Start a Huge
Fight Between You
and Your Boyfriend

Horoscope
from Two Years
Ago With the
Dates Changed
(Like it Really
Matters!)

**Photos of
Impossible-
To-Live-Up-To
Supermodels**
for You to
Make Yourself
Sick Over



W I R E D

March 1998

Our 5th annual
editorial about how the
print media is dead

News by, for and about
**pasty-faced
cyber-geeks**

Addresses of
Cool New
Websites That'll
Be Swamped
With Other
Wired Readers
Before You Can
Say "Sheep!"

35,000 Lines of
Completely
Unreadable Type

Jargon We Just
Made Up So You'll
Think We're More
Techno-Savvy
Than You



ATTITUDE, ATTITUDE & NO SUBSTANCE!

March 1998

Details

23
articles
with
"...for
the '90s"
in the title

PAGES AND PAGES OF PHOTOS OF
**GENERATION-XERS
POUTING AND SNEERING!**

EXTRA-SPLASHY GRAPHICS
(SO YOU WON'T NOTICE THAT WE'RE 90% ADVERTISING!)



ANOTHER LETTERS PAGE WAR BETWEEN
PRO-SPICE GIRLS AND ANTI-SPICE GIRLS FORCES

ISSN 0451-5056 U.S. MAIL REG. NO. 258-100 PERMIT NO. 1000 NEW YORK, NY

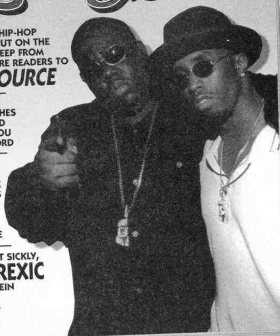
Rolling Stone

HOT BLACK HIP-HOP
ARTIST WE PUT ON THE
COVER TO KEEP FROM
LOSING MORE READERS TO
THE SOURCE

ADS FOR
CARS, CLOTHES
AND SOUND
SYSTEMS YOU
CAN'T AFFORD

COMPLETE
RUNDOWN
OF ALL THE
MUSICIANS
WHO'VE
OD'D
SINCE THE
LAST ISSUE

THE LATEST SICKLY,
ANOREXIC
CALVIN KLEIN
MODELS



Lots of Flowery Language to Describe Big,
Sweaty Guys Bumping Into Each Other

AMERICAN SPORTS ILLUSTRATED \$3.99

Sports Illustrated

Umpteenth
Christian
athlete
explaining
why God helps
his team win

Golf coverage
for the
out-of-shape
middle-aged
white guys who
make up 75% of
our readership

Article criticizing

"showboating"
athletes who we'd
never write about if
they didn't **"showboat"**

Story about the dangers of chewing tobacco
right next to a full-page ad for Skoal!



TV GUIDE

MARCH 17

Gushing
Profile of
Young Actor
You Never
Heard of
Who just
happens
to be on a
FOX show)

This Week's
"Kathie Lee
Responds to
Her Critics"
Piece

Crossword
Puzzle so
Easy Your
Dog Could
Do It!

100th Star Trek Feature
of the Year, Just to Suck in Trekkies

INSIDE:

FINNEY EXACTLY TO RUN YET
ANOTHER CHIEFLAIN PHOTO OF
Gillian Anderson

\$1.10





THE STORY OF CR IN CHAT

Religious leaders have been worried for years about each generation's declining interest in faith and holiness. But nowadays, their plight is even worse! 1990s kids spend so much time surfing the Net, they don't have the time or inclination to head to their local house of worship! So how can religiosos get their message to today's youth? By putting the whole God thing into a context that Gen Xers can understand! First up...



Online Host:

Mr. Big:

Mr. Big:

Online Host:

Online Host:

Online Host:

Online Host:

Mr. Big:

Beast&Bird:

Mr. Big:

Beast&Bird:

Mr. Big:

Beast&Bird:

Mr. Big:

Online Host:

Mr. Big:

Online Host:

Mr. Big:

Mr. Big:

Mr. Big:

Mr. Big:

Online Host:

#1Man:

Mr. Big:

#1Man:

Mr. Big:

#1Man:

Mr. Big:

#1Man:

Mr. Big:

#1Man:

Mr. Big:

Online Host:

RibGirl:

Mr. Big:

RibGirl:

#1Man:

Online Host:

Wigglyguy:

Wigglyguy:

Wigglyguy:

RibGirl:

#1Man:

*** You are in "Endless Void." ***

People in Room(1) Mr. Big

Hi there.

Oops, I forgot.

Light has entered the room.

Earth has entered the room.

Vegetation has entered the room.

Beast&Bird has entered the room.

This is good.

Mao. Quack. Oink. Grrrrr. Ook-ook.

Does anybody in here have any topics?

Growl. Chirp. Squeak.

Press 1 if you think long white beards are cool.

Bow-wow. Hoot. Awooooooo. Glub glub.

This SUCKS

Mr. Big, you are in violation of your Terms of Agreement.

I made you AND your Terms of Agreement.

Sorry. :-)

.

.

I'm bored.

<---idea

#1Man has entered the room.

Wher is evrybody today?

{{{{{#1Man}}}}}

Any hot chicks in here?

Uh, no.

Age/sex check

I am without form and beyond all time.

I like big boobs. Can I rub yurs?

I'd better do something here.

Zzzzzzzzzzzzz

RibGirl has entered the room.

Hi!

{{{{RibGirl}}}}

;-)

Any gals, 5 minutes old, wanna chat?

Wigglyguy has entered the room.

ssssssssssssssssssssssssssssss

Sorry, my "s" key was stuck.

<---pointing at delicious apple

Mmmmm "apples" -O -O -O -O

<---reaching for appll

#1Man:

RibGirl:

Mr. Big:

Wigglyguy:

Mr. Big:

RibGirl:

Mr. Big:

RibGirl:

Wigglyguy:

RibGirl:

Mr. Big:

Wigglyguy:

RibGirl:

RibGirl:

RibGirl:

#1Man:

RibGirl:

Online Host:

Online Host:

Mr. Big:

Online Host:

Online Host:

Online Host:

Online Host:

Online Host:

Mr. Big:

RibGirl:

Wigglyguy:

Online Host:

#1Man:

#1Man:

Abel4004BC:

Abel4004BC:

Abel4004BC:

Abel4004BC:

First Born:

Abel4004BC:

Abel4004BC:

Abel4004BC:

First Born:

Abel4004BC:

Abel4004BC:

Abel4004BC:

Abel4004BC:

Abel4004BC:

Abel4004BC:

Abel4004BC:

Abel4004BC:

EATING RE*TOLD A ROOM

Let me have a bite.

<----downloading bite of apple to #1Man

Okay, losers, get out of this room.

LOL

Eating that apple is a GOD violation.

Wait. How were we supposed to know?

Hmmph. Newbies.

But we could have lived all our lives in a paradise

ROFL

Are u sure u want to throw an actual woman off line?

Good point. You can stay.

What's the topic?

I like guys who are into acoustic music, who write poetry, and who know how to listen.

I like giant hooters.

Close enough. Let's go to a private room.

RibGirl has left the room.

#1Man has left the room.

Great, now I'm back where I started.

RibGirl has entered the room.

#1Man has entered the room.

First Born has entered the room.

Abel4004BC has entered the room.

That was fast work.

Hey, we're still paying the hourly rate for AOL.

Too many kids on today----- bye

Wigglyguy has left the room.

All that cybursex mad me hungry.

Any more appils?

Type 1 if you like farming

1

1

1

Stop polling

1

1

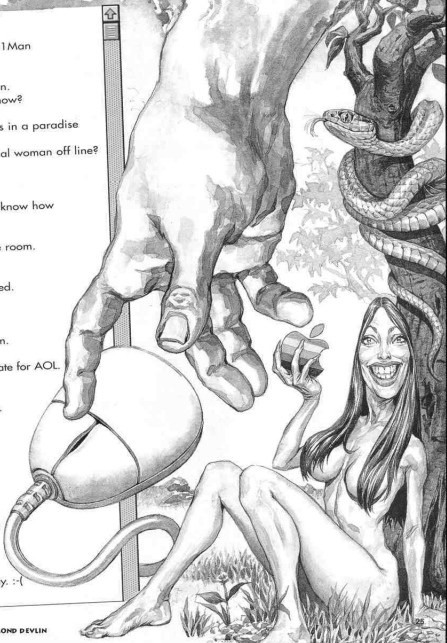
STOP POLLING NOBODY CARES

1

Stop it or I'll kill you

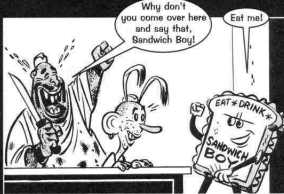
1

I should've stopped on the fifth day. :-(



MONROE & ♦♦♦

You roll sixteen tons and what do you get? A damn hernia! Get to work with your



THE NEW JOB

old pal, Monroe as he joins the day-to-day grind! It's maximum fun meets minimum wage!

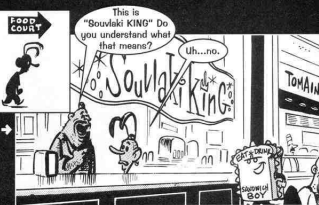
If you need it so bad, why don't you go out and earn some money like I have to do!

Gee, I don't know if I'd be any good at emptying out some sap's wallet while they're asleep in my bed!



Look here, Sonny Jim, I can get into a size four! I just need you to drain this blister!

I'll be right back.



First thing you do is clean up guro drippings. Then you go and cut out the heart of the infidel Sandwich Boy, yes?

Uh...I'm going on my break now!



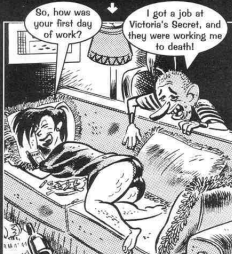
LEVEL?



Okay, try it like this: "HI!!! Welcome to the GAAAAPI! How are YOOOOOUU Today?"

I don't think I can do this.







BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE

FEAR



JUSTICE

I'm sorry Mrs. Wessel, but I can't excuse you from jury duty because you "can predict the outcome of this case!" You have no proof that you're psychic!

That's my proof, Your Honor! I knew you were going to say those exact words!



ARTIST AND WRITER: DAVE BERG



WEDDINGS



INTRODUCTIONS



THERAPY

Dr. Forman, I'm beginning to believe that during every full moon cycle I turn into a werewolf! You've got to help me!

As your therapist, your turning into a werewolf, Mr. Fenster, is not my concern!

My concern is whether or not you're happy and living up to your full potential as a werewolf!



DIETS

I tell you Wendy, this new "cutting down" weight loss system I'm on is going to make the pounds drop off my body like water!

So I guess splitting a pizza with me for lunch is out!



BANKING

What? Now you're charging me for check cashing? I have an account here! This is ridiculous! Let me speak to your manager!

Mr. Charney? The teller advised me about your complaint! I'm sorry, but those new charges have been in effect since the first of this month!

Well, I've had it with this bank! You people have a charge for everything! I'm closing out my account right now!

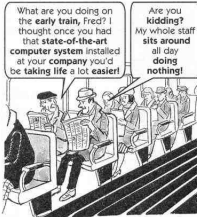
I believe you're exaggerating a bit, Mr. Charney! We don't have a charge for everything!



COMMUNICATION



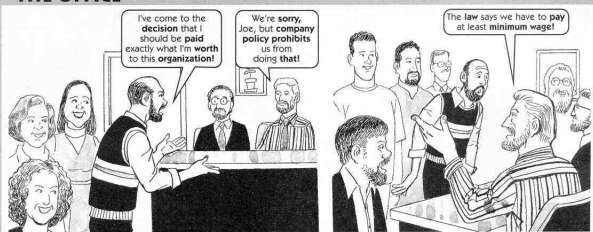
EFFICIENCY



RELATIONSHIPS



THE OFFICE



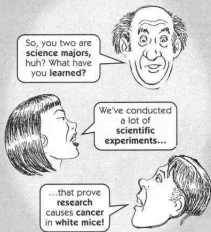
POWER



DOCTORS



EDUCATION





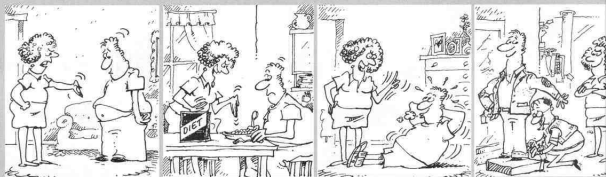
SERGE-IN GENERAL DEPT.



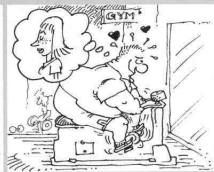
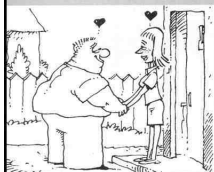
A MAD LOOK AT VANITY

ARTIST AND WRITER: SERGIO ARAONES











TRIP TEASE DEPT.

So you're headed abroad for a little jaunt on the Continent, eh? Guess that means your idea of relaxation is hanging out with people who are supposedly so "high-class" they pronounce "tomato" with snooty accents like "to-mah-to," yet somehow still haven't mastered the concept of daily bathing! Well, if we can't talk you out of going, you might as well spend a few minutes boning up on these...

Little Known
Facts About
Europe's

HOTTEST TOURIST ATTRACTIONS

ARTIST: PAUL COKER

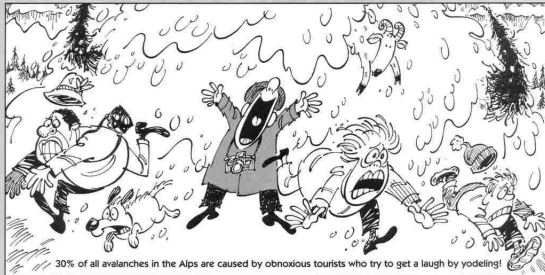
WRITER: ANDREW J. SCHWARTZBERG



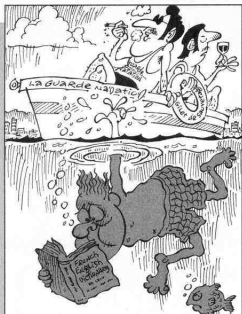
Though not immediately obvious because of the exchange rate, renting skis in St. Moritz costs about as much as purchasing a new Cadillac with diamond-studded hubcaps!



75% of those who climb to the top of Mont Blanc are disappointed to find out they don't receive a free pen!



30% of all avalanches in the Alps are caused by obnoxious tourists who try to get a laugh by yodeling!



The local lifeguards won't save drowning American tourists unless they know how to yell "help" in French!



Most male visitors to the beaches of Monte Carlo find that the wonderful French tradition of topless sunbathing is spoiled by the disgusting French tradition of unshaven amputees!

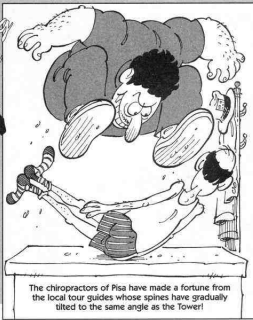
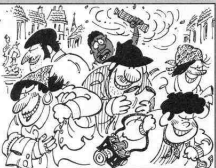
Tourists in Monte Carlo are 40% more likely to accidentally drive a car off a curvy mountain road than they are to hit a number on one of the casino's roulette wheels!



Actually, the Tower is straight. It's Italy that leans!



The vast majority of tourists who purchase the two-foot souvenir marble replica of the Tower report they more often use it as a blunt object to ward off gypsy muggers than they do as a house decoration!



The chiropractors of Pisa have made a fortune from the local tour guides whose spines have gradually tilted to the same angle as the Tower!



"El Stupido" is the name Pamploa locals use to describe participants who run all the way to Portugal before realizing they are no longer being chased by bulls!

The Running of the Bulls

SPAIN



The sentence most commonly looked up in Spanish phrase books during the Running of the Bulls is "Help, I've got a horn stuck up my ass!"



Every year several tourists find out the hard way that their HMO health plan doesn't cover "goring"!



With 127 rooms in the Palace, when one of the Royal Family misplaces the TV remote control it takes an average of five hours and 19 minutes to find it!

Buckingham Palace

ENGLAND



Though the Palace guards are trained not to react in any way to the tourists, one guard named Ed always cracks up at the old "chattering teeth" gag!



95% of the tourists gathered outside the Palace gates during the Changing of the Guard are really hoping to get a glimpse through the window of Prince Andrew doing the nasty with some British bimbo!





I'M GONNA GIT YOU BLOOD SUCKA. DEPT.

Nowhere are the successes of the women's movement more evident than on television. From the leather-clad, butchy Xena to the non-leather clad, butchy Ellen, women are braving new worlds, breaking new ground and forging new relationships! The latest breakthrough is a non-butchy (most definitely), non-leather-clad (unfortunately), hot little high school student in short, short skirts whose hobby is hunting down and killing the undead! You might know her as...

I'm Busty! I may look like your typical high school student, but I can rout out evil and conquer the forces of darkness, 'cause I have supernatural skills and Herculean power! Cool, huh? I even have the power to **spay** vampires! The only thing I lack is the power to get a date on Friday night! I just don't know what it is! I have a bitchin' bod, a sexy walk and I'm always prepared! I never go anywhere without mace, garlic, stakes, knives, brass knuckles and assorted ancient weapons! Yet, guys shy away from me! Go figure!

I'm Childs! Crummydale High is built over a Hell's Mouth, so it attracts the most vile and scary creatures from the bowels of the Earth! And that's just the faculty! Everyone thinks I'm the librarian here, but that's what I do to pay the bills! My **REAL** profession is as a "Watcher"! I protect Busty and teach her everything there is to know about vampires, ghouls and evil spirits! Now if only there was someone to teach her something about the art of acting! Obviously, I'm not equipped to do it!

I'm Extender, I have a crush on Busty! But she hardly knows I'm alive! Actually, everyone she knows is hardly alive! She's always dealing with ghouls, witches, warlocks, and other unworldly creeps! So, what's wrong with me? I fit right in there!



This sure is a strange school! Normally kids are absent because they have a cold or the flu! One of my students was out yesterday because his father exploded into 4,000 pieces!

I know what you mean! One of my students told me a plague of locusts ate his homework — and I believed him!

Why can't I go into the locker room?

Because there's a girl in there already!

So? This is a huge high school and it's a huge locker room! There must be room for 100 girls in there at one time!

I know! But we only let one in at a time! How else can we set up the "scary deserted locker room" scene schtick in every show!

Busty the vampire spayer

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm Pillow! It amazes me that no one catches on to what really goes on in this library! Look at the shelves — two books on math, two books on history, two books on geography and 11,000 books on vampires, witchcraft, and devil worship! I have a crush on Extender, but he has a crush on Busty! So what do I do for dates? Being a computer nerd, I turn to AOL for help! But I never seem to find anybody who responds to me in my chatroom: "Plain, Uninteresting, Mousy, Unattractive Girl Seeks Hunk!" Maybe it'd work if I changed "Hunk" to "Dream Guy!"

I'm HardCordella! I'm beautiful, I'm rich, I'm sexy, and I'm very popular with the boys, because I'm also easy! Some of the girls here think I'm a "witch" or a "bitch"! Actually, I'm both! Whatever! Despite their jealousy, the girls have voted me Most Likely Target For A Hit And Run Accident! Hey, I'm well-liked! What can I say?

I'm Angle, a good vampire! A good vampire is a tortured soul who wants to do good, but sometimes just slips into evil! You know, like Clinton and Gore and their fundraising practices! Busty and I have the hots for each other, but she's afraid to go on a date with me! Hundreds of years of bad press about the way us vampires kiss is hard to overcome!



A cup of bat lips... the skin of a boa constrictor... the blood of a newt... eye of toad...

Very impressive! Are you the chemistry teacher?

No, I'm the cafeteria cook!

What did you guys do in biology class today?

The usual — dissected and buried another body with a stake through its heart! The teacher said they make great fertilizer! But we bury so many, the plants on campus are growing by leaps and bounds, and disturbing the ecological balance!

I made the tombstone you used in arts and crafts today! That's all we've done lately — ceramic projects! We make tombstones for graves, urns for ashes... how is this preparing me for my SATs?

Extender, don't you think it's weird that Busty is a Vampire Spayer and we just accept it as a normal, everyday thing?

Naw! These are the '90s and this is a modern high school! Anything's possible! The only person who's weird in this school is Timmy Brennan!

Timmy Brennan? What makes him so weird?

He's had the same mom and dad since he was born! And they're still happily married! They all eat dinner together every night, and actually talk to each other! Timmy doesn't do drugs, doesn't smoke, and —

Yaggh! Stop talking about him! You're giving me the creeps!

HERE COMES THE BRIDE

Our swimming team used to stink! How could they have improved so much that they won a trophy?

I'm the coach! Let me explain — they didn't improve! They posted terrible times for their laps, but somehow when the competition got into the pool to practice before the meet, the water mysteriously started to boil! Boy were their faces red! Not to mention their legs, arms, chests —

My God! A swimming pool full of boiling water? What did you do?

Threw in some pasta to go with the swimmers! I'm part Italian and part cannibal!

You're quite attractive! You have a biteable... uh, BEAUTIFUL neck! Would you like go on a date with me?

Sure! Maybe find a place where we can be alone and sit under the stars!

You mean the cemetery? Great! I have the feeling you're just my type — "O"...I hope!

Hard-Cordella, that guy's so weird, and you're going out with him?

Why not? He meets my standards! He's male, and he might have big money!

Well, just in case there's trouble, we'll follow you!

There'd BETTER be trouble! Don't forget, Busty, you have to show off your martial arts skills at least once per week!

It's a nice talent to have, but I think the fact I can rip out vital organs also cuts down on my dateability!

CRACK



So, you and the new coach have some hot plans?

Yeah! He's so great! Not only is he the swimming coach, he also runs an after-school club! It has a neat name — the Devil Worshipers!

HardCordella, a club like that sounds like a cover-up for some sort of evil cult!

Oh, go on! You guys read "evil" into everything! As if!

Does the word "clueless" ring a bell with you, HardCordella?

I like candles, but isn't this a bit much?

I needed something to brighten up the place! I added the cheerful black drapes and black rugs, but somehow they didn't help much! Here, have a Bloody Mary with only fresh-squeezed ingredients!



That's where they went! That's an amazing old castle, isn't it?

Yeah! But what's really amazing is it's right on campus!

What's even more amazing than that is that it wasn't there yesterday!



Are you afraid to be alone with me?

Naw, I'm not worried!

Suppose I told you I was looking for a young virgin to sacrifice!

Then I'm DEFINITELY not worried!

How about a little kiss on the neck?

Okay, tilt your head over to the side!

No, I want to kiss you on the neck! Deep and long!

She doesn't kiss on the first date! She does, however, do just about everything else on a first date! But that's a different story!

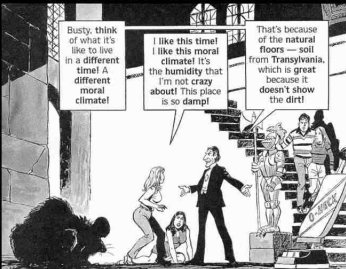
So, Busty, you discovered I'm a vampire! Why not join me? I can offer you endless life! Think of it! You can live 100 years! 200 years!

How can you turn down eternal life?

Because mom and I don't live in a rent-controlled apartment! We can hardly afford it now! In 200 years, it could be \$46,000 a month! Plus utilities!

Naw!





Busty, think of what it's like to live in a different time! A different moral climate!

I like this time! I like this moral climate! It's the humidity that I'm not crazy about! This place is so damp!

That's because of the natural floors — soil from Transylvania, which is great because it doesn't show the dirt!



This will stop you, coach!

A piece of cake?!

It's a hot CROSS bun! See the little cross right there on top?

Call me weird, but somehow a cross made out of icing doesn't strike terror into my heart!



Then this should strike terror into your tush!

Who are you? The Vampire Spayer or the Karate Kid?

KLUNK



This wooden stake through your heart will end your evil!

Where did you find a stake? They're forbidden in this castle!

I carry one with me! Crummydale High is so full of demons, they should be standard issue for all the students, along with the free condoms!

STICKS AND STONES



Once again Crummydale High is free of demons!

Not necessarily! I'm the devil! Would you like to sell your soul, Busty?

I wouldn't sell my soul to you for ANYTHING in the world!

How about in exchange for some viewers to watch this hellish little TV show!

Do it, Busty! This could be a real chance for us!

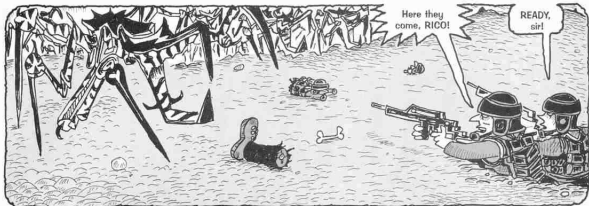


If Busty sells you her soul can you live up to your part of the deal?

No problem! For openers, we'll change the name of this show to something much catchier — *Touched By A Devil!*

I like it! If we get an eighth of the ratings *Touched By An Angel* gets, we'll be set for at least five seasons, re-runs... eternal TV life!

TALES FROM the DUCK SIDE BUGGY NIGHTS

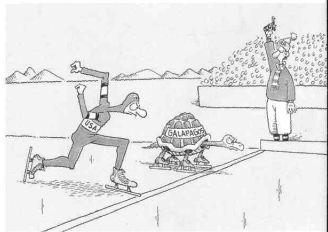


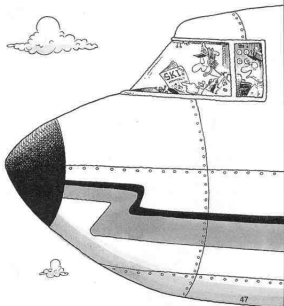
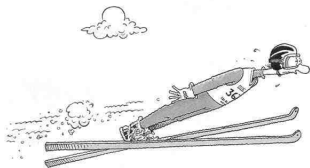
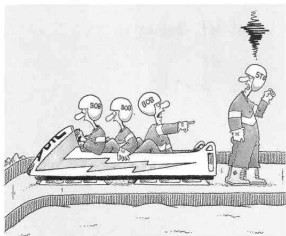
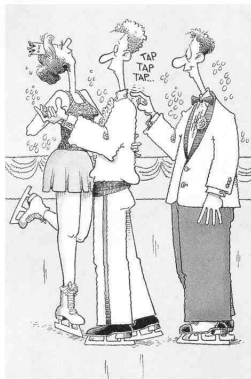


JAPANING FOR GOLD DEPT.

MAD VISITS THE

WINTER OLYMPICS







GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will become a Maggot Happy Meal!

**THIS MONTH'S RIGOR MORTIS
POSTER BOY TO BE:**



EDDIE VEDDER

CAUSE OF DEATH

ODDS

Commits suicide to keep rivalry with Kurt Cobain going

3:1

Commits suicide while depressed over
"wrong kind of people" buying latest CD

5:1

Commits suicide as ill-conceived "negotiating
ploy" in battle with Ticketmaster

7:1

Commits suicide to end "unbearable life" as a multi-
millionaire who hasn't really worked a day in years

13:1

Commits suicide as a favor to music lovers everywhere

134,767:1

ARTIST: HERMANN MEJIA
WRITER: MIKE SNIDER

**WHAT AMERICAN
EXPORT IS
COSTING MANY
FOREIGNERS
AN ARM AND
A LEG?**

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

The United States is a land of products, and American exports are in demand now more than ever. People all over the world are dishing out beaucoup bucks to get them. To find out the price foreigners are paying for some U.S. exports, fold page in as shown.



FOLD PAGE OVER LIKE THIS!



FOLD THIS SECTION OVER LEFT



FOLD BACK SO "A" MEETS "B"



**LATEST STATISTICS REVEAL THE TERRIBLE BIND
MANY COUNTRIES ARE IN. THEIR TRADE AD-
MINISTRATORS PAY DEARLY FOR OUR COMMODITIES.**



ARTIST AND WRITER: AL JAFFEE



The ASCENT of MAN



A MAD Mini-Poster
ARTIST: HERMAN MEIER
WRITER: MICHAEL GALLAGHER

The ASCENT of WOMAN