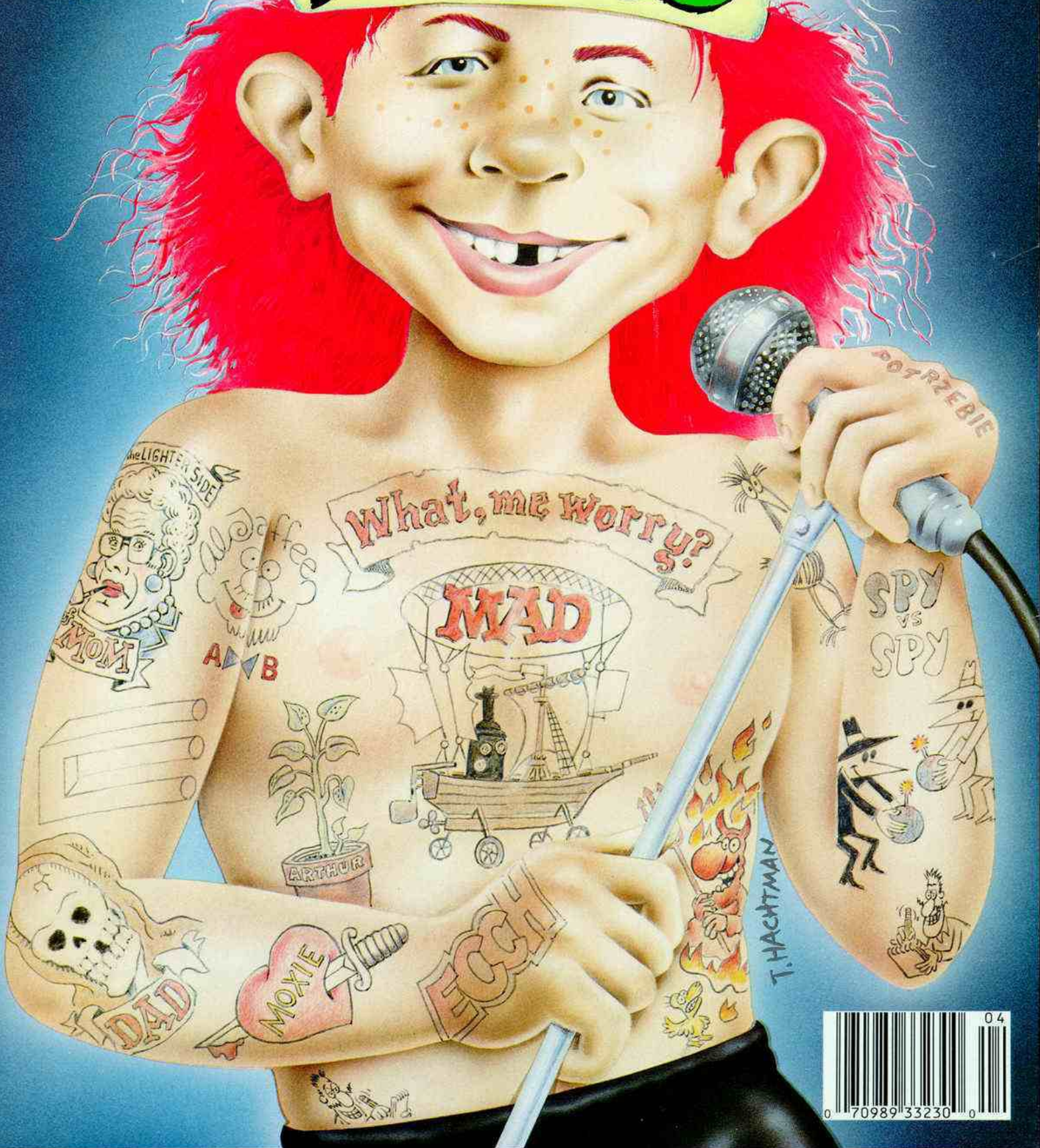


No.
310
April
1992

MAD[®]

Our
Price
\$2.25
Cheap!



AN EXCITING NEW SUBSCRIPTION OFFER EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things)!

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

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New York, New York 10022

☐ I enclose \$53.75 for a 40-Issue Subscription.
I'll save \$16.25 off newsstand price and get all three
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I'll save a paltry 25¢ off newsstand price and get to
look at someone else's MAD Pins because you won't
send me any!

CITY _____

☐ CHECK HERE IF RENEWAL

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your
name and address to anyone for any reason!

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

MAD

"We're living in an age when lemonade is made with artificial ingredients and furniture polish is made with real lemons!"

—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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FRONT COVER ARTIST AND WRITER: TOM HACHTMAN

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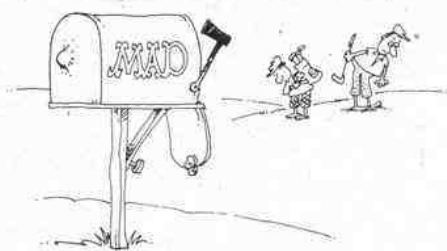
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LETTERS AND TOMATOES DEPT.



DEER MAD...

Regarding the "I'm the NRA" ad parody on the back cover of MAD #308, my question is: How in the world did you get that picture of the deer? Was it a stuffed deer that was propped up, or was it an overlapped picture?

Jeff Garner
Colorado Springs, CO

As the accompanying photo shows, the deer was not harmed, although an L.L. Bean salesman was critically injured while measuring the deer's inseam for its khakis!—Ed.



Snappy the Deer (Left) and friend.

MORON MAIL

I am Elvis.

Tyler Lowry
Columbus, OH

I am Ed.—Ed., New York, NY

MAD RIPOFFS—ALL NEW 1992 EDITION

For years I've waited to join the ranks of the brilliant people who have spotted cheap ploys to rip MAD's ideas off and pass them off as their own. Enclosed you'll find a copy of an ad for Sony digital headphones found

ISTEN TO ME HEAD



in *Rolling Stone*. Compare this with the back cover of MAD #254, your Rock Issue. Look familiar?

Jared Johnson
Minor, ND



The Sony ad and the back cover of MAD #254: Clearly, Sony is NOT the one and only! Fal

THERE'S A SOCCER BORN EVERY MINUTE

As a soccer player for three years for my school and a reader of MAD since issue #4 (which has been passed down in the family for years), I have been very disappointed that when you mention sports, soccer is hardly brought up. You are missing a growing sport. Please do something with soccer and make me proud of you.

Karen Wing
La Crosse, WI

What are you talking about? Reprinted below is a soccer gag we ran just a few issues back! —Ed.



STOPGAP MEASURES

You have made fun of probably everything in pop culture, but my question is: When are you going to make fun of the GAP stores?

Maggie Lee
Lawrenceville, GA

Maggie—What are you talking about? In every issue Alfred E. Neuman has a Gap Tooth—and whenever he appears it is a scathing indictment of the miserable GAP franchise, its shoddy workmanship, unseemly retail outlets and oppressive sweatshop conditions! Or are we thinking of Benetton?—Ed.

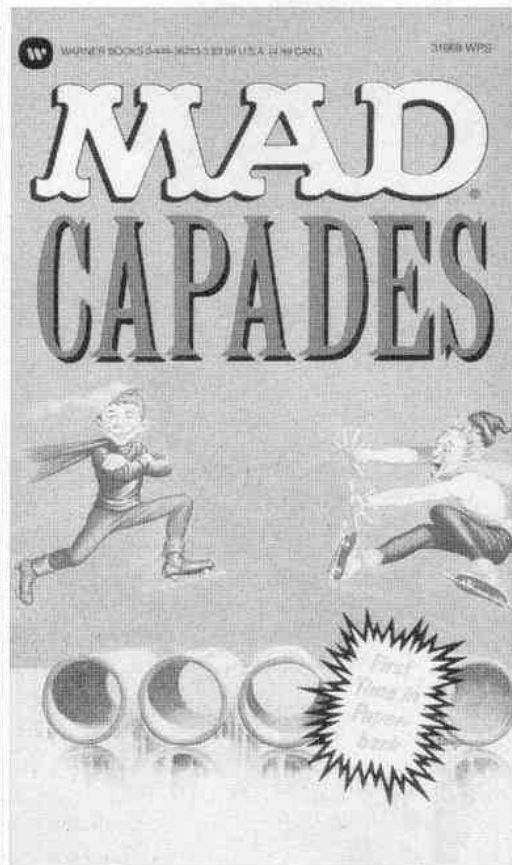
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New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a Stealth-addressed, stamped envelope!

AT LAST!

A MAD BOOK YOU WON'T BE EMBARRASSED TO READ!!!

(Once you get over the humiliation of buying it!)



ON SALE NOW!

IMPORTANT! To keep contents fresh, please refrigerate after reading.

In the beginning there was Rap. And Rap was good and clean and decent. But then there fell over Rap the dark shadow of Sex and Sleaze. And Rap suffered and was declared obscene and was sometimes banished from the airwaves and the shelves of the record stores. Can Rap survive? Yea, sayeth MAD! Rap can silence the nay-sayers by basing its songs on the one Book not even its severest critics can object to. All of which leadeth to the following offering—

MAD RAPS UP THE BIBLE

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

Adam and Eve's Garden of Eden Rap

Hey, Adam honey—let's pitch... some... wool!
I could really let loose with a stud... like... you!

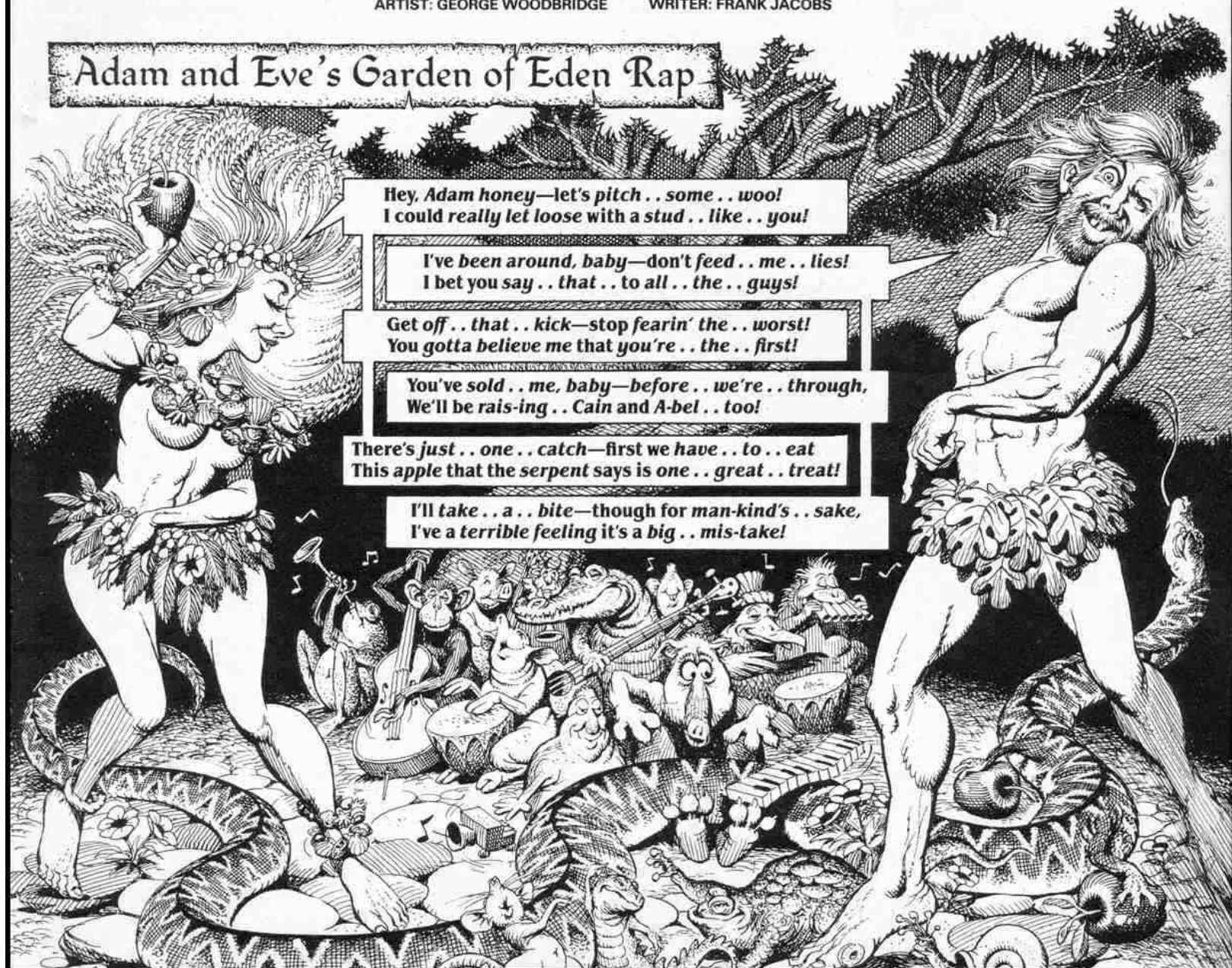
I've been around, baby—don't feed... me... lies!
I bet you say... that... to all... the... guys!

Get off... that... kick—stop fearin' the... worst!
You gotta believe me that you're... the... first!

You've sold... me, baby—before... we're... through,
We'll be rais-ing... Cain and A-bel... too!

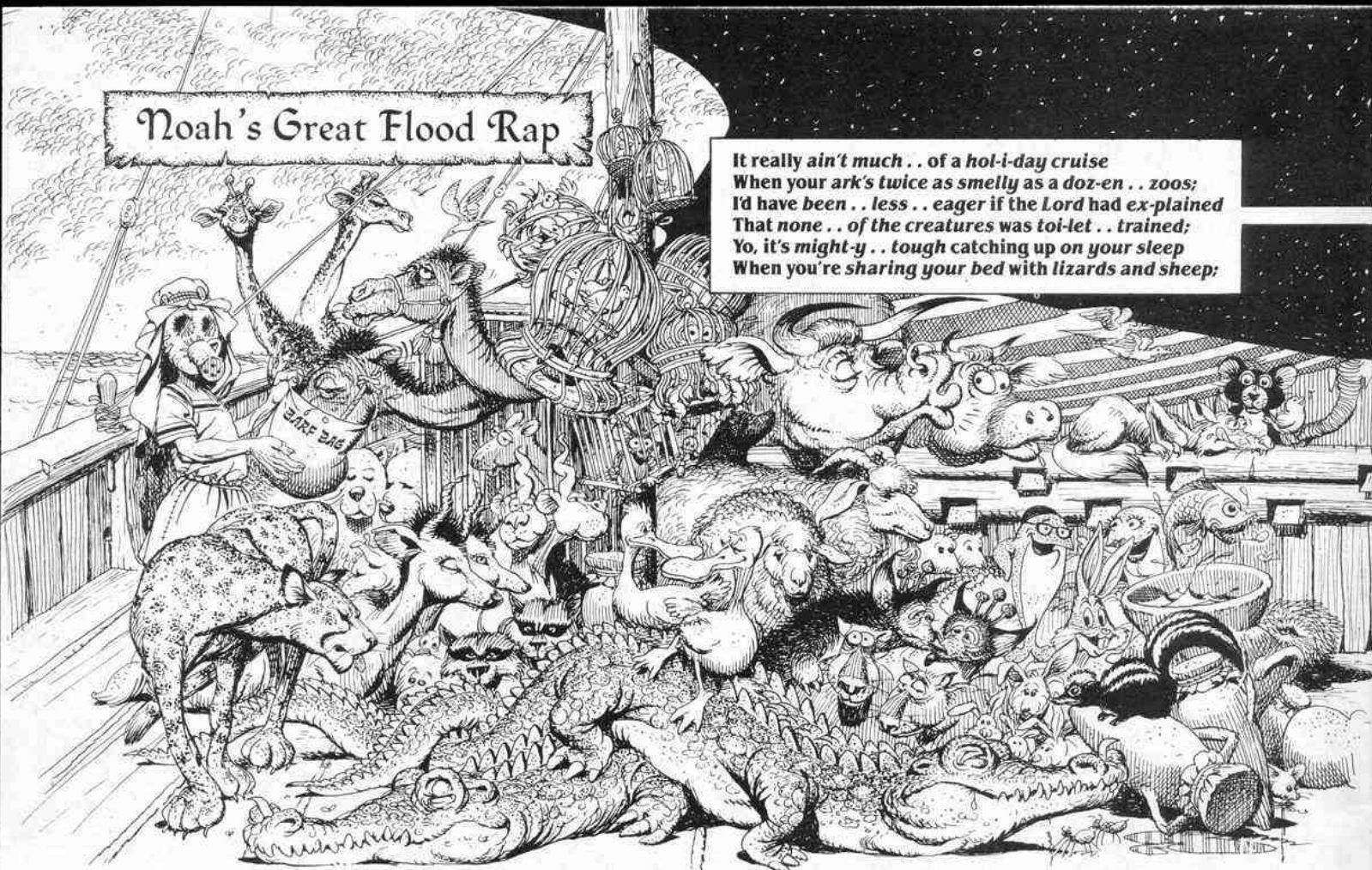
There's just... one... catch—first we have... to... eat
This apple that the serpent says is one... great... treat!

I'll take... a... bite—though for man-kind's... sake,
I've a terrible feeling it's a big... mis-take!



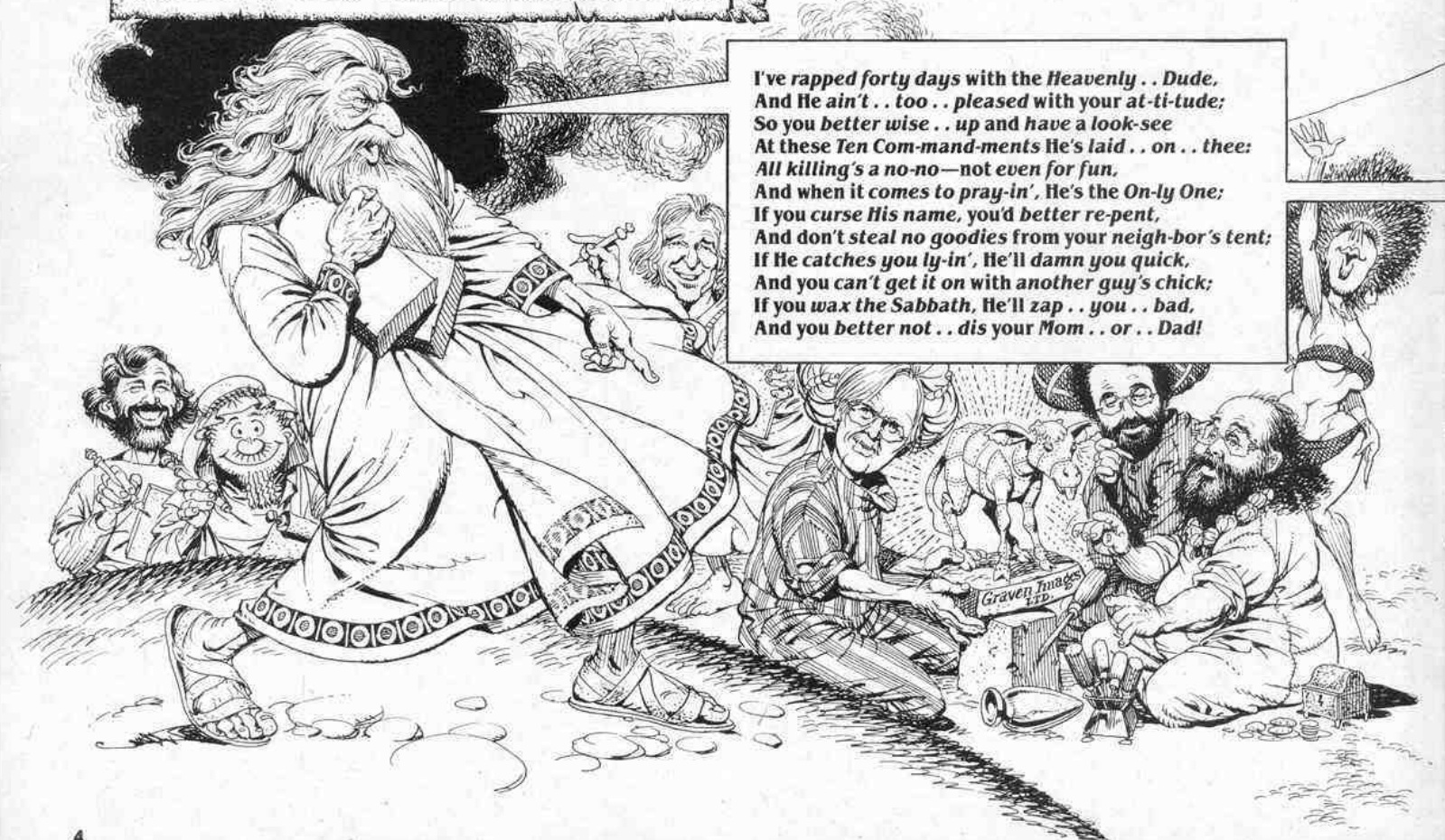
Noah's Great Flood Rap

It really ain't much . . . of a hol-i-day cruise
When your ark's twice as smelly as a doz-en . . . zoos;
I'd have been . . . less . . . eager if the Lord had ex-plain'd
That none . . . of the creatures was toi-let . . . trained;
Yo, it's might-y . . . tough catching up on your sleep
When you're sharing your bed with lizards and sheep;



Moses's Ten Commandments Rap

I've rapped forty days with the Heavenly . . . Dude,
And He ain't . . . too . . . pleased with your at-ti-tude;
So you better wise . . . up and have a look-see
At these Ten Com-mand-ments He's laid . . . on . . . thee:
All killing's a no-no—not even for fun,
And when it comes to pray-in', He's the On-ly One;
If you curse His name, you'd better re-pent,
And don't steal no goodies from your neigh-bor's tent;
If He catches you ly-in', He'll damn you quick,
And you can't get it on with another guy's chick;
If you wax the Sabbath, He'll zap . . . you . . . bad,
And you better not . . . dis your Mom . . . or . . . Dad!

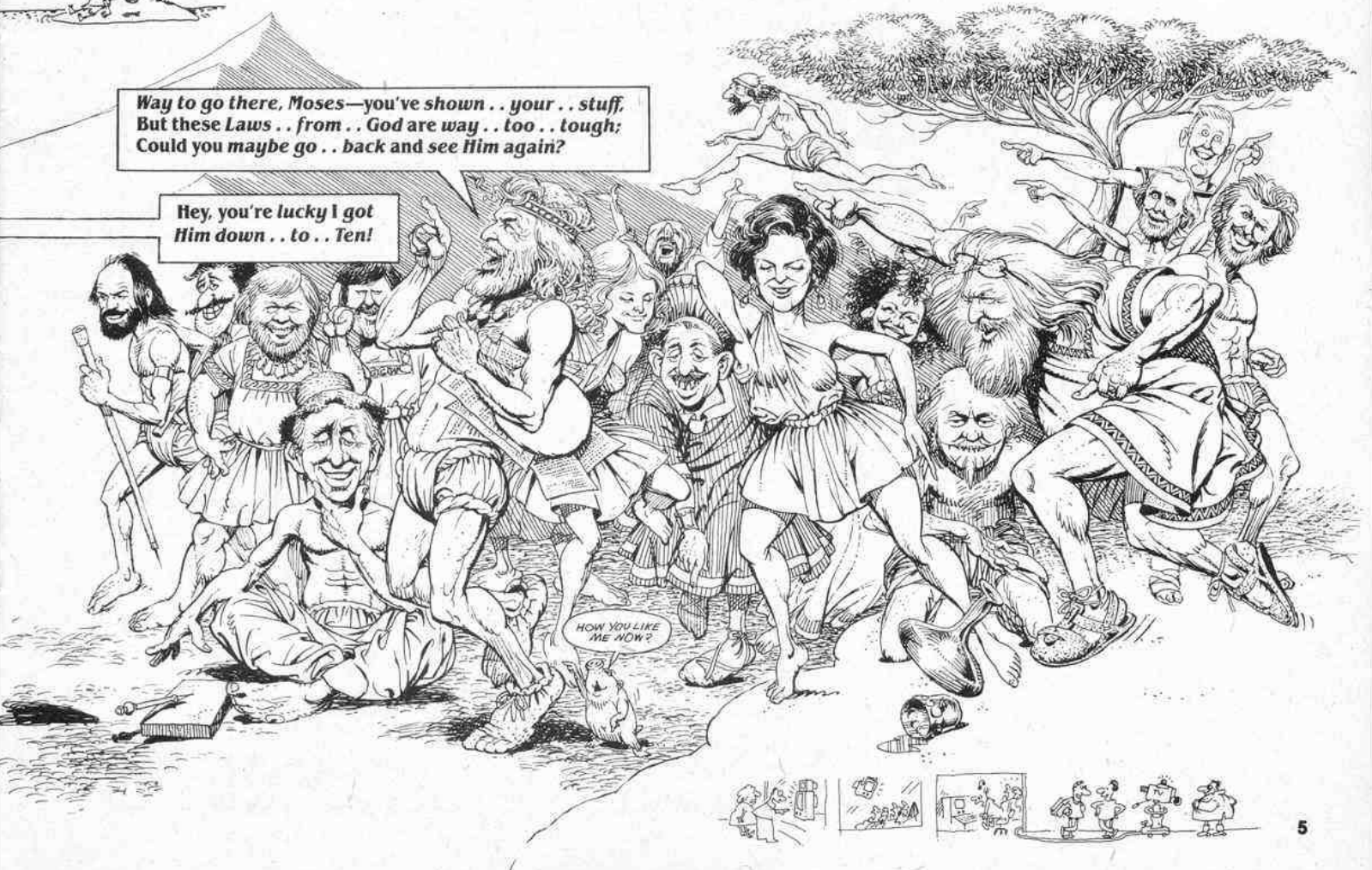


To make . . things . . worse, I discovered to-day
That the camels get sea-sick and the hippos are gay;
There were once two rabbits—now, good-ness . . me—
The last time I counted, there were for-ty . . three;
Still, I promised the . . Lord I'd keep 'em a-live—
Course, that all . . de-pends whether I sur-vive!



Way to go there, Moses—you've shown . . your . . stuff.
But these Laws . . from . . God are way . . too . . tough;
Could you maybe go . . back and see Him again?

Hey, you're lucky I got
Him down . . to . . Ten!

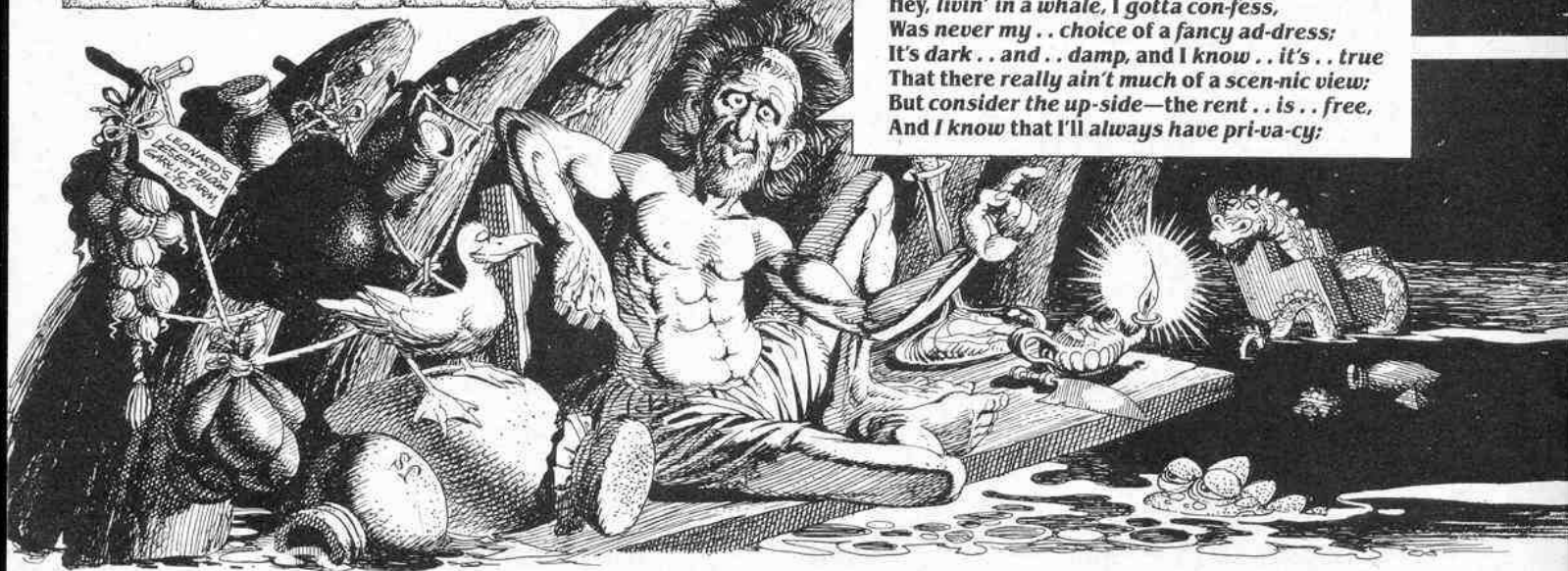


HOW YOU LIKE
ME NOW?



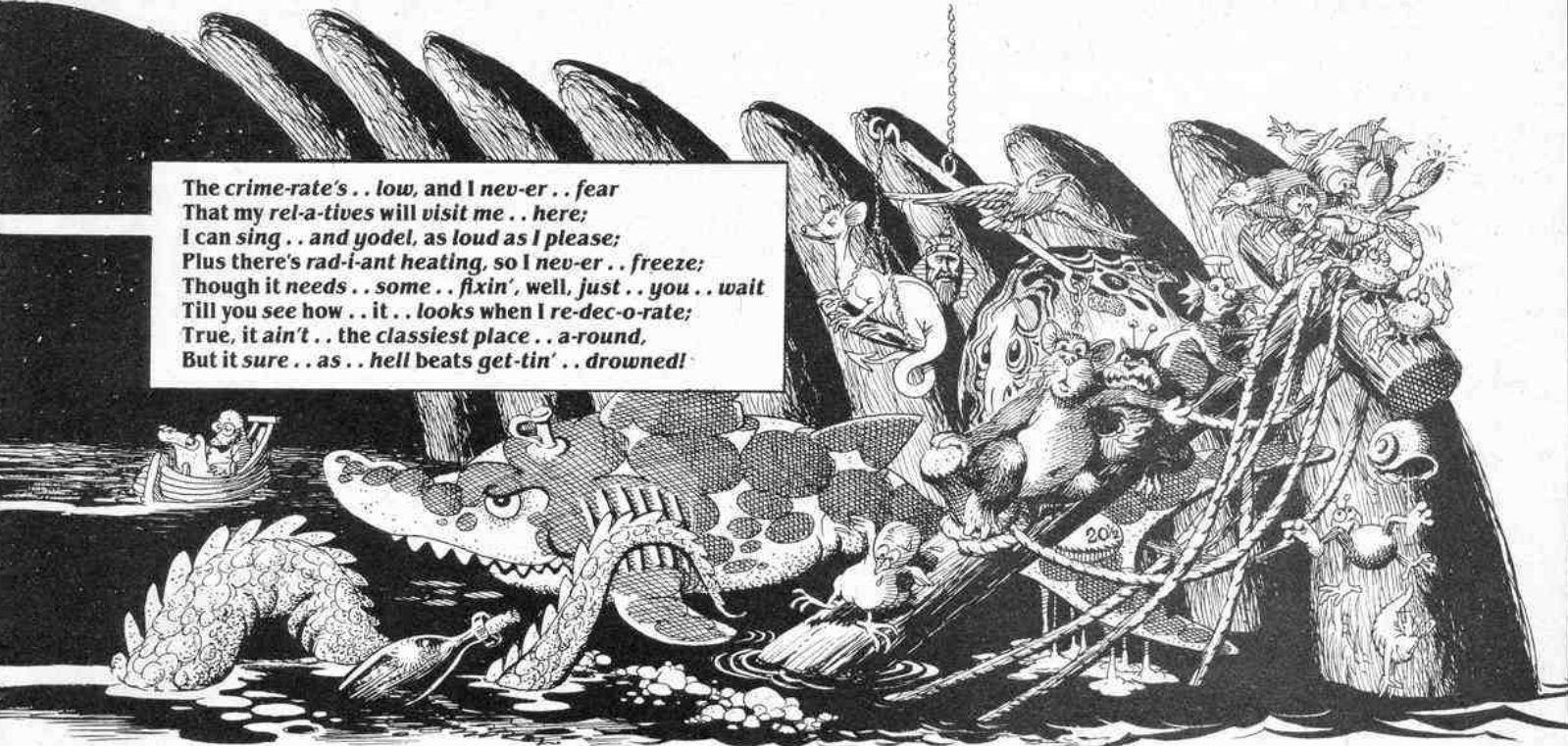


Jonah's Inside-the-Whale Rap



David's Rap with Goliath





The crime-rate's . . low, and I nev-er . . fear
That my rel-a-tives will visit me . . here;
I can sing . . and yodel, as loud as I please;
Plus there's rad-i-ant heating, so I nev-er . . freeze;
Though it needs . . some . . fixin', well, just . . you . . wait
Till you see how . . it . . looks when I re-dec-o-rate;
True, it ain't . . the classiest place . . a-round,
But it sure . . as . . hell beats get-tin' . . drowned!



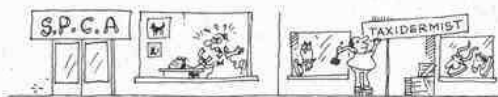
I'm the 10-to-1 fav'rite on the bet-ting . . line,
And crushin' you, David, will suit . . me . . fine;
Prepare . . your-self for an earl-y . . grave—
'Cause one blow . . from . . me, and it's bye-bye, Dave!

I'm shakin', Goliath, I'm pet-ri-fied—
'Cept the Man . . Up-stairs is on . . my . . side;
Your days . . are . . done crushin' flesh . . and . . bones;
You've got . . the . . weight, but I've got . . the stones!

GW
PECT
XTI

COMING DETRACTIONS DEPT.

Alert readers (both of them) are aware that we have done two articles on records and benchmarks that will soon be broken or surpassed. They were probably expecting us to stop there. We aren't! Yes, MAD too, is trying for a record: Most Readers Bored or Nauseated by the Same Premise! While we're waiting for authentication of our achievement, we proudly offer the latest in the continuing series...



ARTIST: PAUL COKER

THE NEW RECORD THAT MANKIN

WRITER: MIKE SNIDER



NEW BENCHMARKS, ROADS AND BARRIERS AND IS RAPIDLY APPROACHING PART III



If you find that your homework just doesn't hold your interest, why not run down to the video store and rent some of these films? Then, when you repeat this semester next year, you'll have fewer distractions. This may not make much sense, but then again, does algebra? Ponder this question as you scan...

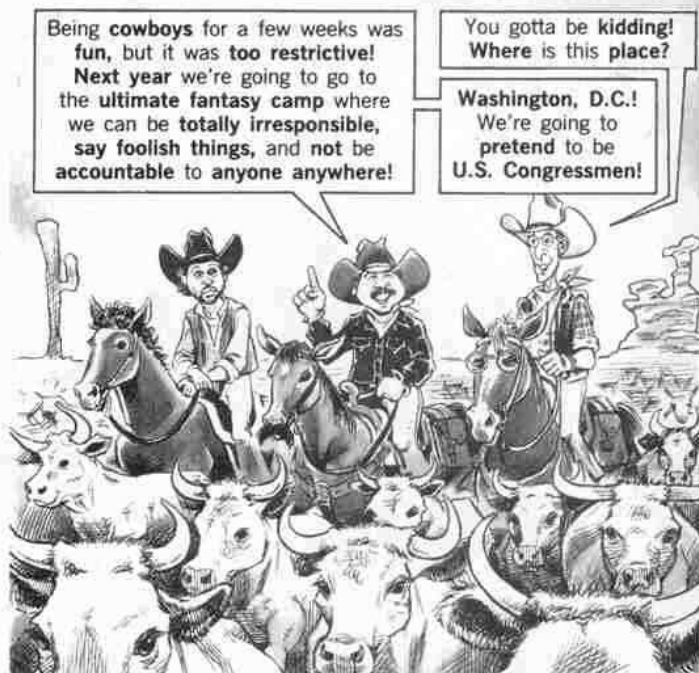
MAD'S

ARTIST: SAM VIVIANO

"CITY SLICKERS"

How does a family man who is about to turn forty cope with his midlife crisis? According to this simple-minded movie, he joins some friends for a dangerous fantasy adventure in the West where

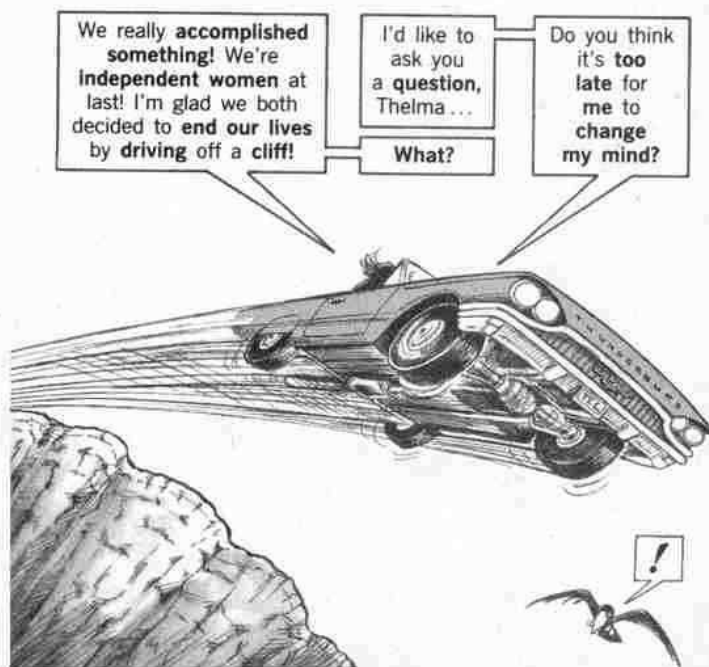
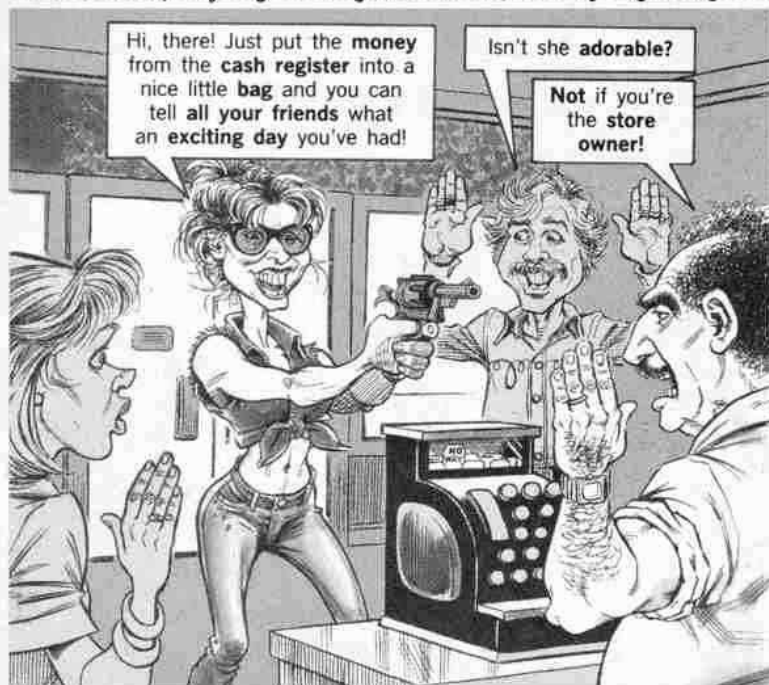
these city dudes talk endlessly about their problems. The real danger comes from the risk of their horses listening to their talk and collapsing from boredom on some steep mountain trail!



"THELMA AND LOUISE"

This is a film about two women who start off on a vacation and wind up killing, robbing and shooting. They should've gone on a Carnival Cruise instead! True, they might have gotten seasick, but they might've gotten

the chance to shoot Kathie Lee Gifford! One of the women is smart, the other isn't. They plan their wild crime spree so they can feel fulfilled and earn the respect of men. And this is the plan of the smart one, yet!



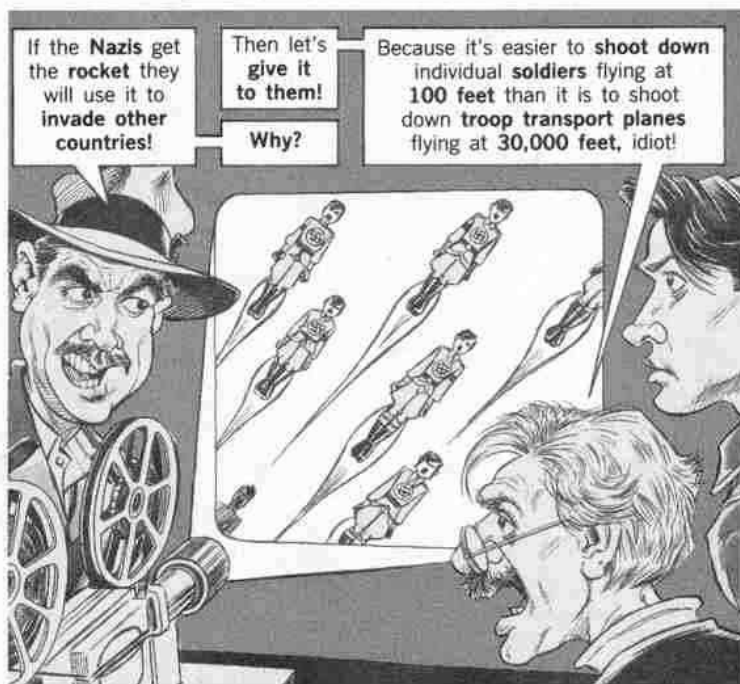
VIDEO REVIEWS

WRITER: STAN HART

"THE ROCKETEER"

Here's a movie with nothing for everyone. It has nostalgia that the kids won't get and a kiddie plot that the adults won't like! It's hard to believe anything about this movie, starting with

Jennifer Connelly's chest! Set in the 1930's, it's all about Nazis and spies and has a big ending involving a huge zeppelin which, like everything else about the film, is full of hot air!



"TRUTH OR DARE"

In this documentary, we get to learn more about Madonna than anyone could ever want to. When she's not destroying taboos (thereby giving them a good reason to exist), she's letting us in on all her private thoughts and feelings. But that's not too bad—it means, hopefully,

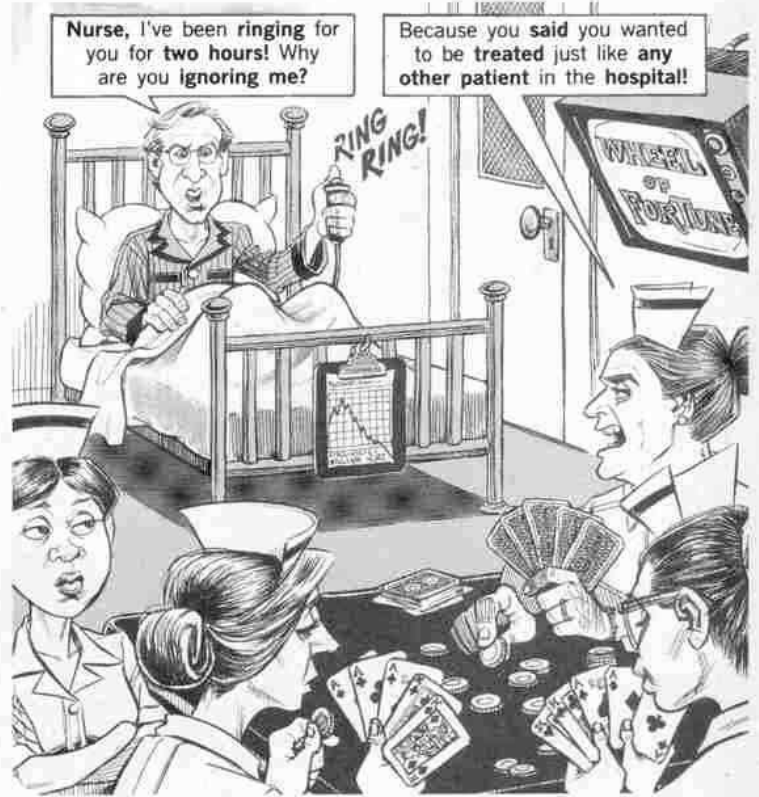
she won't have any private thoughts or feelings left for a sequel! Madonna demonstrates that she doesn't know the meaning of the word "shame." Hey, Madonna, for your info, "shame" is what one should feel when charging your fans seven bucks a pop to see this epic of egotism!



"THE DOCTOR"

This film was intended to act as a consciousness raising statement about doctors, but it turned out to be an unconsciousness raising experience for the audience! Since videos make house calls, stay home and see this

story about a cold-hearted doctor with a serious disease who must be a patient in the same hospital he worked in as a surgeon. He survives the ordeal only because he's lucky enough not to have himself as his doctor!



"REGARDING HENRY"

Here's another film about how a successful professional man finds the real meaning of life through adversity! (Sounds a little like "Doctor," doesn't it?) In this weepie, a lawyer gets two thirds of his brain

blown off! No big deal because you don't need more than one third of a brain to be a lawyer! Because of the wound, though, he has amnesia, an affliction so cliché they don't even use it in Soap Operas anymore!



THE LOOPY LAVATORY LUNACY



As children we were always told to bone up on the three "R's"—Readin', Ritin', 'Rithmetic. (Of course, spelling two of these three words wrong never helped much!) But the truth of the matter is that students have not cornered the market on alliterative catch phrases. Indeed, every occupation and endeavor has their own silly sounding sayings. Let us now show you...

THE

ARTIST: TOM BUNK

The Three **O**'s of Auto Mechanics...



...**O**pening



...**O**h-oh-ing



...**O**vercharging!

The Three **D**'s of Rock Stars...



...**D**rinking



...**D**rugging



...**D**etoxing!

The Three **G**'s of Senators...



...**G**reeting



...**G**rafting



...**G**roveling!

THREE...

WRITER: ANDREW J. SCHWARTZBERG

The Three **B**'s of L.A. Policemen...



...**B**eating



...**B**ooking



...**B**ragging!

The Three **F**'s of Professional Wrestlers...



...**F**lexing



...**F**alling



...**F**aking!

The Three **T**'s of Beach Bums...



...**T**oning



...**T**anning



...**T**reatment!

The Three **L**'s of Klansmen...



...**L**ynching



...**L**ighting



...**L**unacy!

The Three **C**'s of Party Animals...



...**C**hugging



...**C**hoking



...**C**hucking!

The Three **W**'s of Dieting...



...**W**atching



...**W**eighing



...**W**eeping!

The Three **M**'s of Homeowners...



...**M**ortgaging



...**M**iscalculating



...**M**oving!

And now it's time for the game show where old-fashioned love meets modern technology as MAD presents...

LOVE CORRUPTION

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Hi, I'm Upchuck Wobbly, and this is **Love Corruption**! We're the show that shoves Cupid's arrow right down your throat! Our first guest is **Phylliss Lacklove**! Her biggest complaint about men? They stare at her! Phylliss, don't you think the fact that you're a go-go dancer at a topless bar is a possible reason men stare at you?

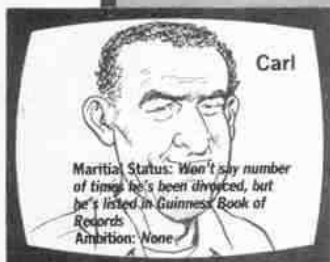
Gee, I never thought about that! You're a very wise man, Upchuck! Full of keen insights!

Let's look at the three studs we've selected for Phylliss!

Bernie is a security guard and he carries a big nightstick!

Carl is a junior league umpire who swings a big bat!

Jack plays music at church receptions and has a big organ!



WELCOME TO THE HEART FOUNDATION

MOAN

DROOL !!

BIMBO SEAT

What are these buttons for?

To open and close the fly on your Levi's 501's, idiot!

No, these other buttons!

They register our votes as we match up the ideal mates on the stage!

I don't know anything about romance!

That's exactly why you were selected to be one of the voters!



Upchuck, of those three men, I picked **Jack!** Let me tell you about **our date**. He picked me up right **on time!**

Jack plays the organ at **funerals**. Did he **freak you out** by picking you up in a **hearse?**

No, he **showed up** driving a very nice **convertible!**

Too bad!

And he took me to a very fancy **Beverly Hills restaurant** for dinner!

Oh no, a fancy restaurant! I bet you **weren't dressed** for it and you were **humiliated** and—

No, he told me what to wear in advance and we both **looked great!** We fit right in!

Well so far, this date **really sucks!**

OUUUUU

Then we **drove up** to **lover's lane!**

And he was **all over you** like an **octopus** in heat!

No, he was a **perfect gentleman**. He even explained a couple of facts about the **moon!**

Finally, we're **getting somewhere!** So what happened after he explained he was going to "**moon**" the other couples!

DROOL



I **didn't** moon anyone, Upchuck! But I **did kiss her hand** before I dropped her off back at her house!

Kissed her hand? That's **sissy stuff!** Phyliss, I would have at least **sucked your finger!**

Honey, I would have **kissed your hand, your wrist, your elbow, your neck, your lips**—and made a few **pit stops** in other places!

So you **don't even** have a **hickey** to show us? **Bummer!**

UHHH!!! WOW-EEEE!!!

Let's see who the **sex offenders** and **tasteless ghouls** in our audience picked for you to date, **Phallus**, I mean **Phyliss!**

11%

49%

46%

Hey, those percentages add up to **more than 100%!**

Who cares? I'm not here to learn **math**, I'm here to **drool!**

No wonder you had such a **terrible date**, Phyliss! You picked the **wrong man!**

But it was the **best date** I—

Stop whining! The audience says you're going out with **Carl** and so you're going out with **Carl**, or we **don't pay** for your date! And we'll see that you **never** get on another **game show** again! We'll be back after these **commercial messages!**





What the hell is going on **back here**? Those **two contestants** had fun on their date! How did two **well-spoken, well-adjusted** people get through our **screening process**?

Sorry, Upchuck! We try to select only **losers, weirdos, deviants and misfits** but occasionally someone **normal** slips past us!

Yeah, well I don't buy **commercials** on this show because I'm looking for **wholesome entertainment!** Either I get the **sleaze** I **expect** or I take my **commercials** over to the **FOX Network!**

I'm not sure if I should be trying out for **this show!** I like dating men who are a **little older** than me. But that's not **weird**, is it?

No, that's why we have **five writers!** When we **change** it to: "She likes to date **old men** who **dominate, suffocate** and **punish** her like her **father** did," we'll get plenty of "ooohs" from the **audience!**



I can't believe it! I had to record **five hours** of that **last contestant!**

Wow! She was that **nutty**?

No, she was that **SANE!** But with **five hours** of video, we can **easily** cut **30 seconds** together that will make her sound "off the wall!"

I tend to look for love in all the **wrong places!**

Wrong places? Like where?

Under the arms, between the **toes...**

You passed the **audition!** You're on the **program!**



When I picked her up she was wearing a **two-foot nose earring** made of **human hair!** She's **disgusting!**

Look who's talking! This **geek** has the **nasty habit** of **biting fingernails!** Other people's **fingernails!** He's **revolting!**

Perfect! That's just the kind of "love talk" Upchuck likes to hear! Do it that way on the **air!** But you can be **mean** if you want to!

What guys have you got lined up for **tomorrow's show?** I've got a **punk biker, a heavy metal drummer** and a **bizarre tattoo artist!**

I've got the **perfect match!** A **demure, sophisticated, classical violinist!** No matter who the **audience** matches her with, it will be a **disaster!**

Which translates into a **big ratings grabber!**



No, you don't win prizes or money on this show! And you don't answer questions, solve puzzles, do stunts, or guess what the survey says!

Then what is the object of the game?

That's the other thing! This is the only game show with no game! Two people just embarrass each other on the air and go home! It's pure fun and entertainment, except for the contestants!



Commercial's almost over, Upchuck! You're back on in thirty seconds! Do you remember all your moves?

I think so! I walk in, sit down on the couch, and I sit there till the end of the show!

You're a genius to work with! Alex Trebek or Wink Martindale would need that on cue cards!



Now it's time for a new feature—Celebrity Love Corruption! We've added it because I desperately want to work with stars, and this is my only chance since my talk show got the old heave-ho!

Our first superstar guest has been seen on many major network shows—in the commercials! Let's see a bit of her best known work!



I've fallen and I can't get up!



Don't bother getting up dear! Just look at the monitor and we'll see who we picked out for you!



PEE WEE

I don't care how a woman dresses for a date! She could just wear a raincoat for all I care! Heh! Heh!



TEDDY

I'm not looking for a date myself! But my nephew, William Kennedy Smith, has trouble finding women so I'm trying to help out!



MIKE

I like women who... who... who... Hell—I just like women! And the bigger the butt, the better!



Which one of these guests did you pick for your date?



PEE WEE

Who cares? I like going to movies alone anyway!



TEDDY

I'm glad she didn't pick me, because I'd have to walk out on stage—and I'm not wearing any pants! But my nephew's going to be disappointed!



MIKE

I have no witnesses! I was no where near this broad! She was down on the floor when I got here! I don't want no lawsuit! I never grabbed her or laid a finger on her!

None! I'm old, I'm infirm, but I'm not nuts! I'd rather stay home and play with my Medic Alert button than go out with any of those losers!



This is Upchuck Wobbly! Join us again next time for another half hour of "class TV" on Love Corruption!



YECH!

LEGEND HAS IT THAT THE FIRST TATTOO, THAT OF A WINGED CAMEL ON THE BUTTOCK OF A PARAGUAYAN WITCH DOCTOR, WAS DESIGNED TO KEEP EVIL MONGEESSE AT BAY. WHILE THE SOCIAL EVOLUTION OF THE TATTOO REMAINS UNCLEAR, MOST HISTORIANS ARE IN AGREEMENT THAT NO ONE CARES ABOUT IT ANYWAY! STILL, THE FACT IS THERE'S A FAT GUY NAMED HECKY IN DAYTONA BEACH WHO MAKES A PRETTY GOOD LIVING ENGRAVING MERMAIDS AND DEVILS ON THE BELLIES OF OVERWEIGHT BIKERS! BUT FOR A REALLY IDIOTIC OVERVIEW OF THESE SKIN DECORATIONS, YOU'RE GOING TO HAVE TO PERUSE THE FOLLOWING:

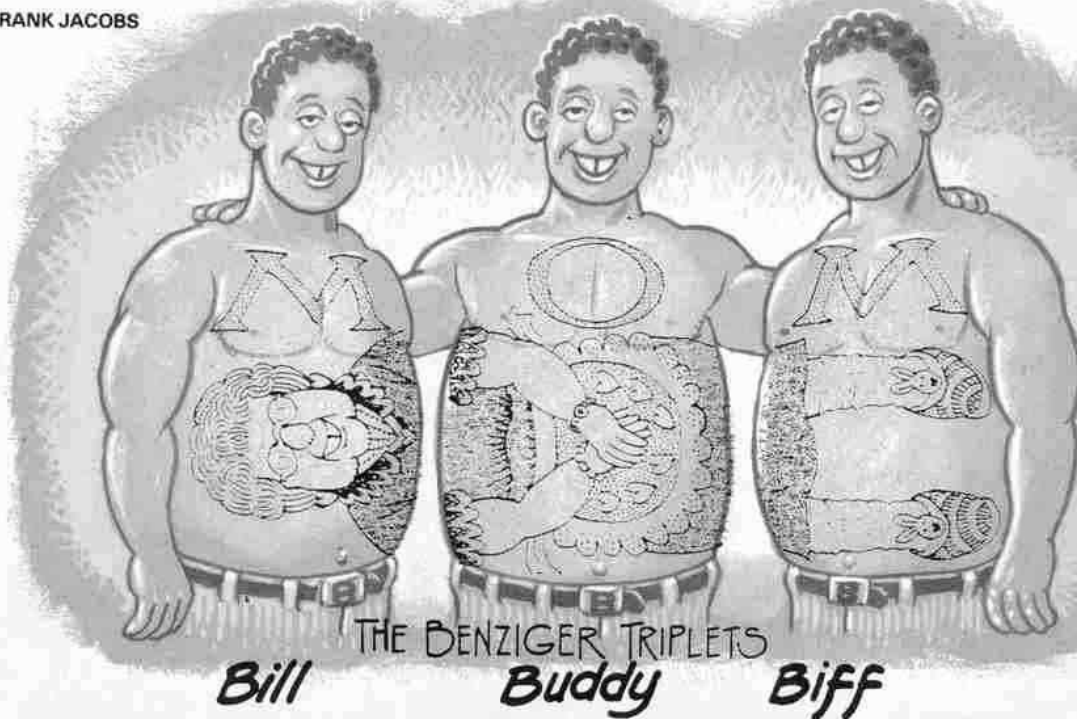
A MAD COMMENTARY:



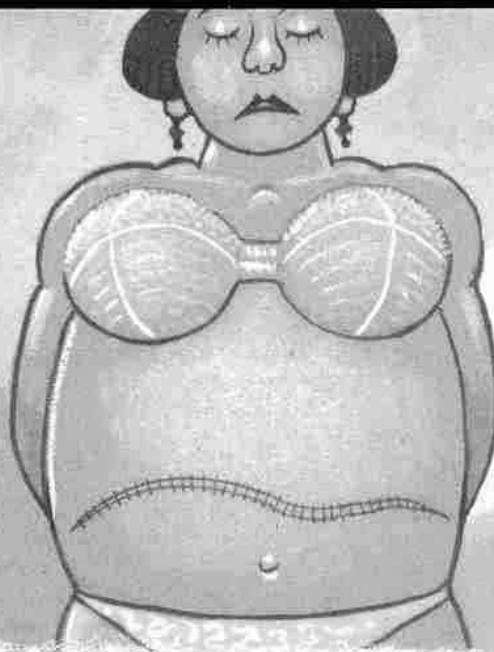
IN THE BEGINNING, TATTOOS WERE PRIMARILY USED AS A WAY OF SHOWING CAMARADERIE OR AFFECTION.

WRITER: FRANK JACOBS

ARTIST: AL JAFFEE



BUT THESE DAYS,
TATTOOS ALSO
SERVE MANY
OTHER PURPOSES.
FOR EXAMPLE, A
TATTOO CAN BE
USED TO
CAMOUFLAGE AN
UNSIGHTLY
SURGICAL SCAR.



A TATTOO CAN ALSO BE A NIFTY WAY
TO HIDE A POT BELLY ON THE BEACH.



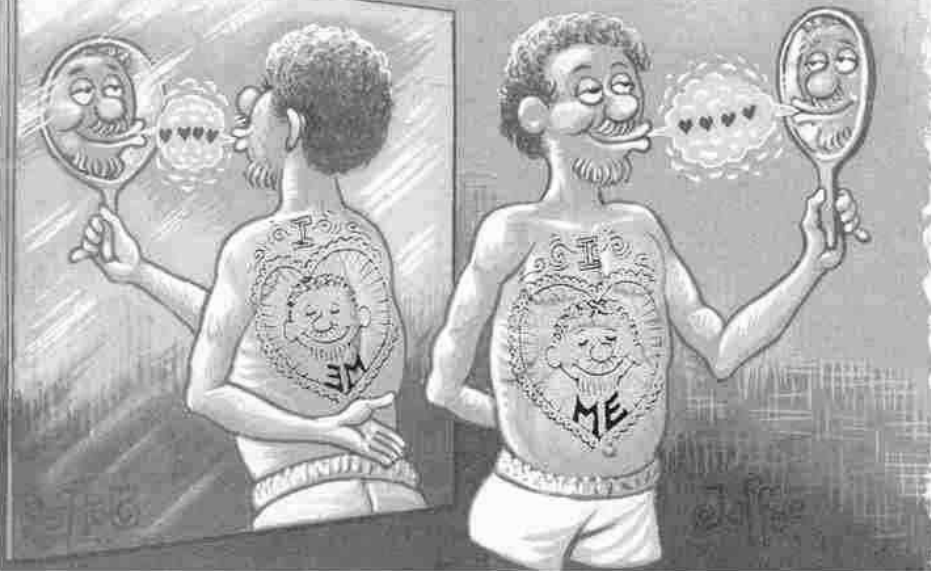
SOMETIMES IT'S
NECESSARY TO ALTER A
TATTOO.
FOR EXAMPLE TAKE THIS
EX-NAZI WHO'S TRYING
TO COVER UP HIS ODIOS
PAST.



LIKELIKE, FOR AN ALLERGY SUFFERER WHO OFTEN FEELS LIKE A HUMAN PIN-CUSHION, A TATTOO CAN HELP DOCTORS AVOID INJECTING THE PATIENT OVER AND OVER AGAIN IN THE SAME SPOT.



UNFORTUNATELY,
MOST PEOPLE
WHO GET A
TATTOO ARE
NOTHING MORE
THAN SILLY
NARCISSISTIC
EGOTISTICAL
EXHIBITIONISTS.



IF IT WEREN ENTERTAINMENT WEEKLY

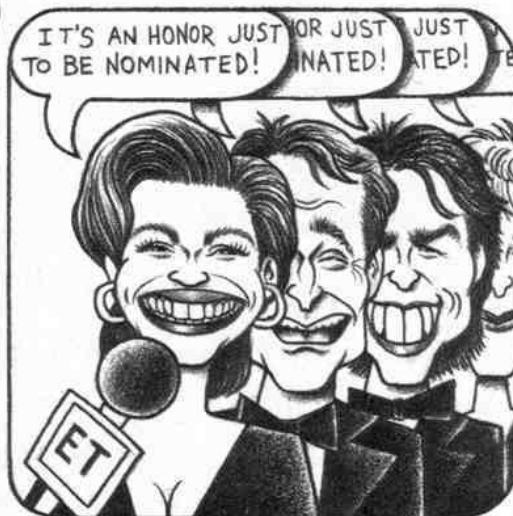
ARTIST: RICK TULKA



...psychotic "obsessed fans" wouldn't know when to send those "special" Birthday death-threats!



...no one would ever know that Lorenzo Lamas, Corey Feldman or Peter DeLuise are "famous"!



...we'd have to guess that just like every year, the losers at this year's Oscars said "It was an honor just to be nominated!"



...there'd be no definitive authority on who is a model—and who is a *supermodel*!

IT FOR

AMNMENT

G H T

WRITER: MIKE SNIDER



...actresses launching their own brand of perfume would have to *buy* commercial time!



...“macho” actors would have no place to brag about the one undangerous little stunt in a movie they did themselves!



...coal miners, factory workers and the like would never get to hear about what a grueling job acting is!



... Leonard Maltin would be roaming around free, and probably worth keeping an eye on!



NO LONGER A YOUNG CHIC DEPT.

Recently in the world of comic strips, the big story was Blondie getting a job! But don't get too excited about any of the Bumsteads actually joining the 1990's—for Blondie, the working world will be

IF [®]BLONDIE ENTERED

MONDAY: Sexual Intimidation at Work



TUESDAY: Lack of Respect Shown to Women



WEDNESDAY: Predjudicial Hiring Practices



just as unreal as her home life has always been in this dated, 1930-ish strip! So, since you won't see it in the regular Blondie strip, MAD now presents our version of what her typical week would be like...

THE *REAL* WORK PLACE

ARTIST: ANGELO TORRES

WRITER: STAN HART

THURSDAY: Sexual Harassment While Traveling to Work



FRIDAY: The Pay Scale for Women



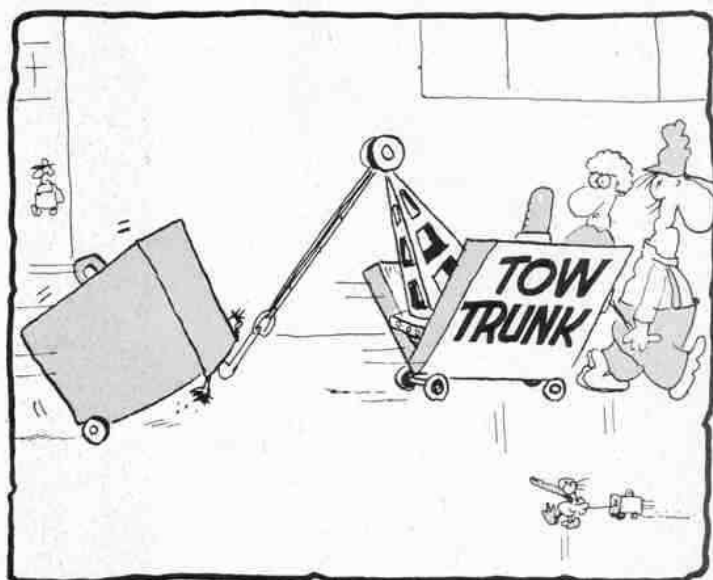
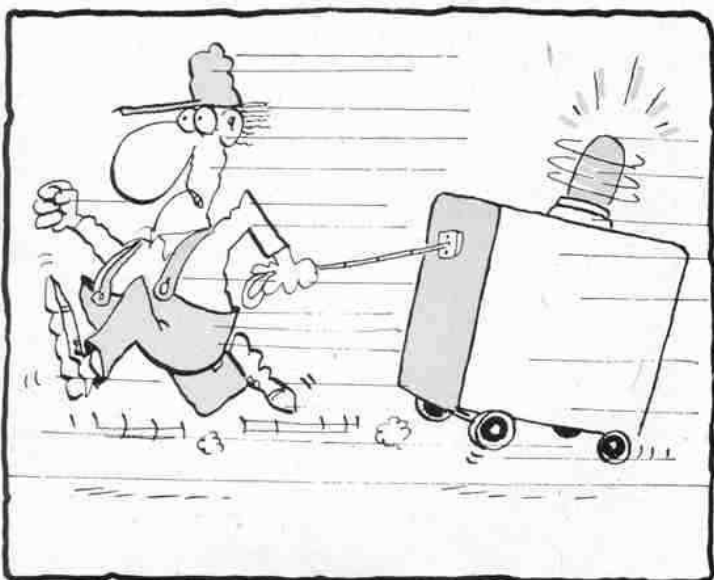
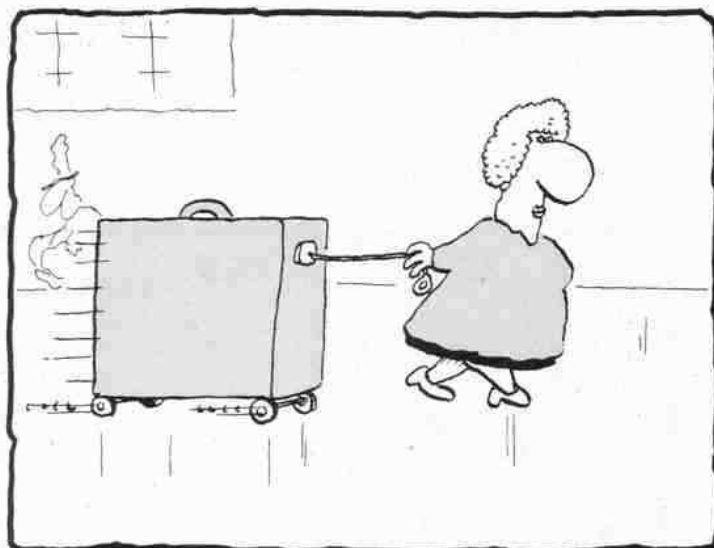
SATURDAY: Sexual Degradation of Women



BLONDIE



THE AUDACIOUS AIRPORT ACCOMODATION



Unlike parents and teachers who insist that you do things their way, but never tell you why, we're going to insist you do things their way, but we're going to show you why. Here's an article called...

WHY YO

WHY YOU SHOULD ...

DONT
TEASE
THE
ANIMALS



DONT
TEASE
THE
ANIMALS



... OBEY THE SIGNS



WHY YOU SHOULD ...



... WEAR A HELMET

U SHOULD...

ARTIST AND WRITER: PAUL PETER FORGES

WHY YOU SHOULD ...



... READ THE INSTRUCTIONS



WHY YOU SHOULD ...



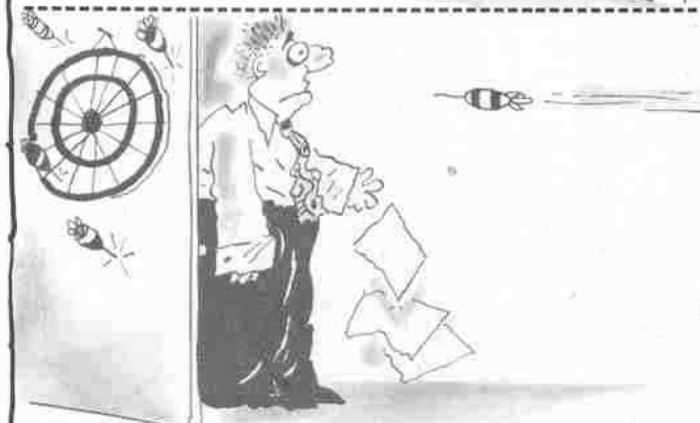
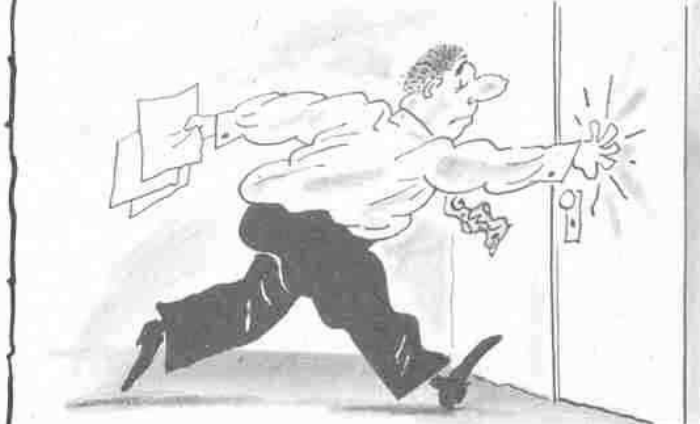
... LISTEN TO YOUR MOTHER

WHY YOU SHOULD ...



... LOOK WHERE YOU'RE GOING

WHY YOU SHOULD ...



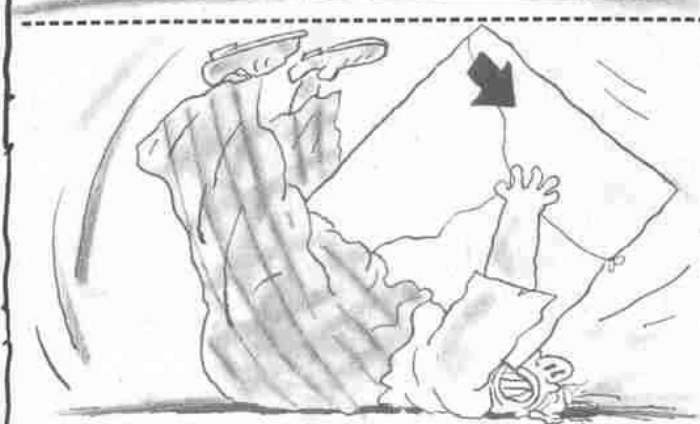
... KNOCK BEFORE ENTERING

WHY YOU SHOULD ...

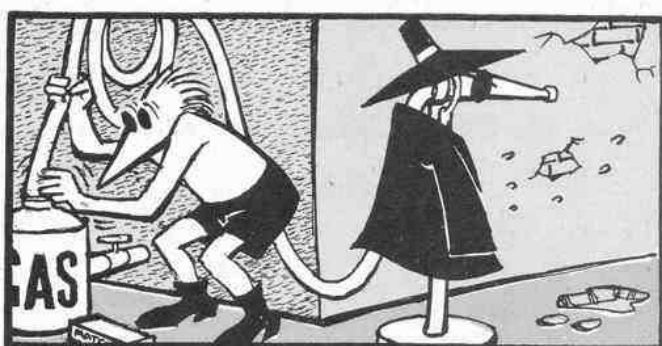
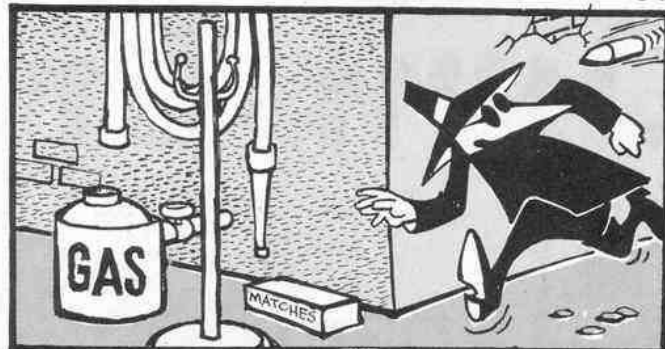
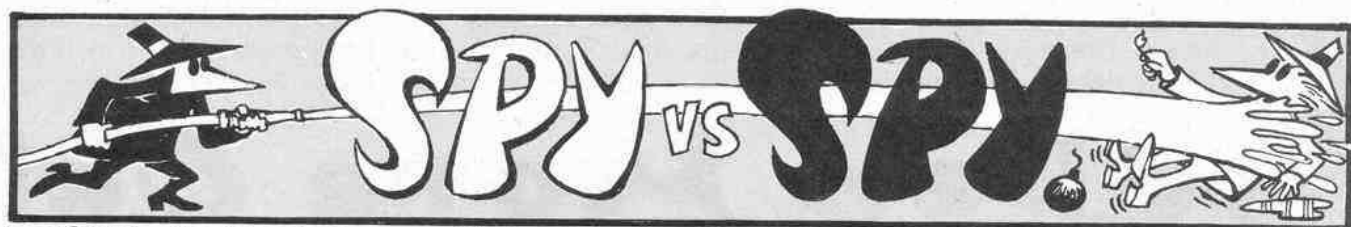


... KEEP YOUR TICKET STUBS

WHY YOU SHOULD ...



... LIFT FROM YOUR KNEES



DOLLARDS AND SCENTS DEPT.

Elizabeth Taylor has entered the world of commerce with her own brand of perfume. Cher has put her name on a line of fragrances, too. So has Mikhail Baryshnikov. Ditto a half-dozen other celebrities. When is it all going to end? Probably not soon. Promotions that make big

When More Cele Their Own Bra

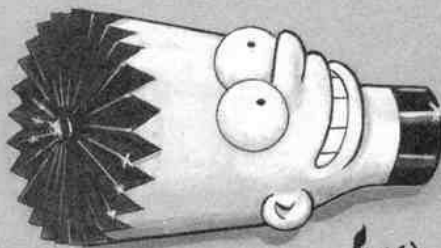
ARTIST: GREG THEAKSTON

From The Chemistry Set Of Bart Simpson ...

underachiever

The Overpowering Fragrance Of An Unbathed 10-Year-Old

available at better playgrounds,
bicycle racks & cloak rooms
everywhere



THEAKSTON

Leona Helmsley commands you to buy

SMELL OF FEAR



\$13.50
in drug stores
or
\$85
in hotel lobby
gift shops

*An Unforgettable Blend Of Hallway Aromas
And Nervous Chambermaid Sweat*

34

Charles Keating
pressures
you to buy...

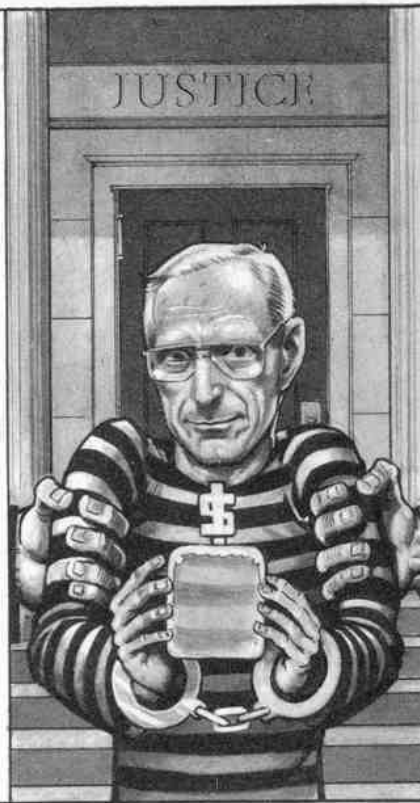


EAU DE
FRAUD



A Pungent Blend
Of Decaying Junk Bonds
& Chilled Influence
Lightly Brushed
With Hush Money

Available in \$8 bottles
after an initial minimum
investment of \$100



money for Hollywood agents and business managers never end soon. In fact, we probably can expect to see a flood of new cosmetic products on the market bearing the names of famous people. And we, the little people here at MAD, grimly look forward to this god-forsaken day...

Brities Introduce nds of Perfume

WRITER: TOM KOCH

From Donald Trump's Latest Misguided Deal...

THE SMELL OF THE DONALD



Combining The Scent
Of Sweet Success
With The Acrid Stench
Of Bankruptcy

Available at casinos, condominiums, big banks and other failed institutions.

From the Duffel Bag of Bill Laimbeer...

PERSONAL FOUL



AN INTIMIDATING AROMA THAT SENDS
REAL MEN TO THE SHOWERS EARLY

Now available in such bustling Big League cities as
Charlotte, Orlando and Sacramento

Dan Quayle introduces

HAPPY CAMPER

WHY SETTLE
FOR MERELY ACTING FOOLISH
WHEN YOU CAN SMELL
THAT WAY, TOO?

Quayle Newspapers & Perfumeries • Muncie • Terre Haute • Kokomo • French Lick • Gary

Experience the overpowering aroma of gasoline-soaked rags, hot gunpowder and fresh Type "A" blood, all blended into a breathtaking fragrance by that legendary businessman and all-round shadowy figure, John Gotti. Mafioso is a staccato blast of warehouse district smells accented by the earthy stench of garlic breath. Offered at a price you don't dare refuse: 10% of your gross income, payable weekly.



BY JOHN GOTTI

Hoboken • Paris • Pier 27

GROWTH

Elena! Get up! This is the third time I've had to call you! You'll be late for school!

Huh? Oh, darn! That medical article I read that said most teenagers don't get enough sleep was absolutely right!

Really? How much sleep do you need?

Just five more minutes!



BERG'S-EYE VIEW DEPT.

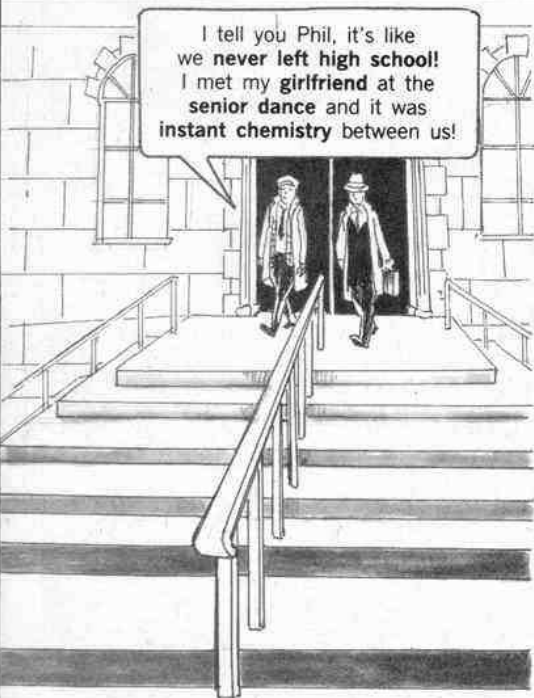
THE LIGHTS

RELATIONSHIPS

I tell you Phil, it's like we never left high school! I met my girlfriend at the senior dance and it was instant chemistry between us!

We got married after college, and it was pure biology!

Now it's all history!



PICK-UPS



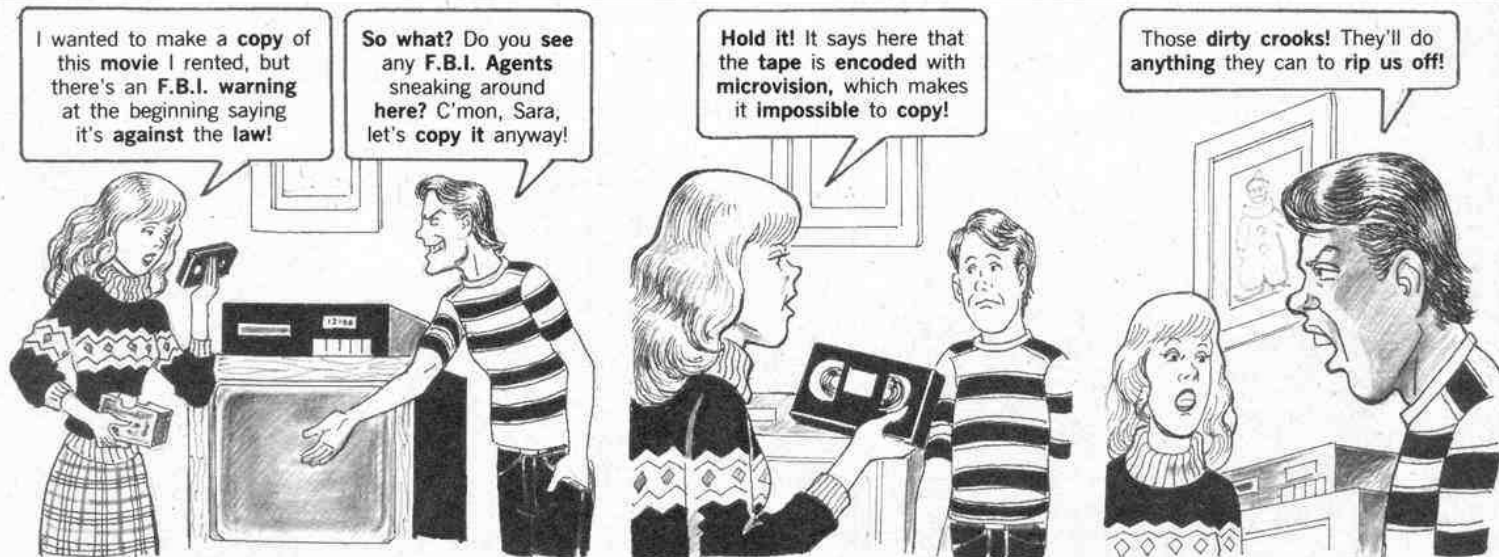
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

LOGIC



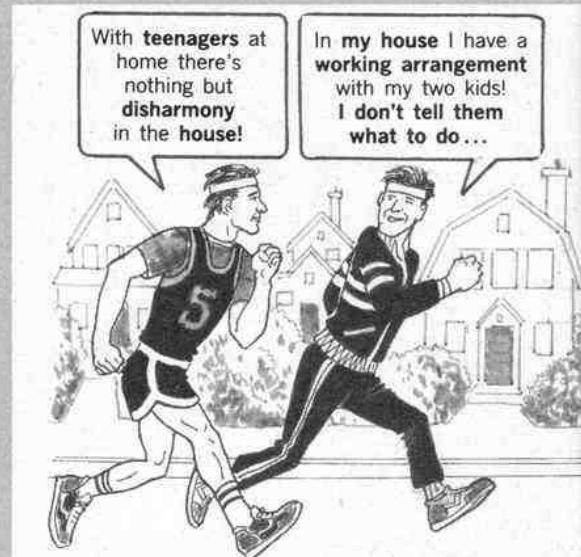
VIDEO TAPES



EDUCATION



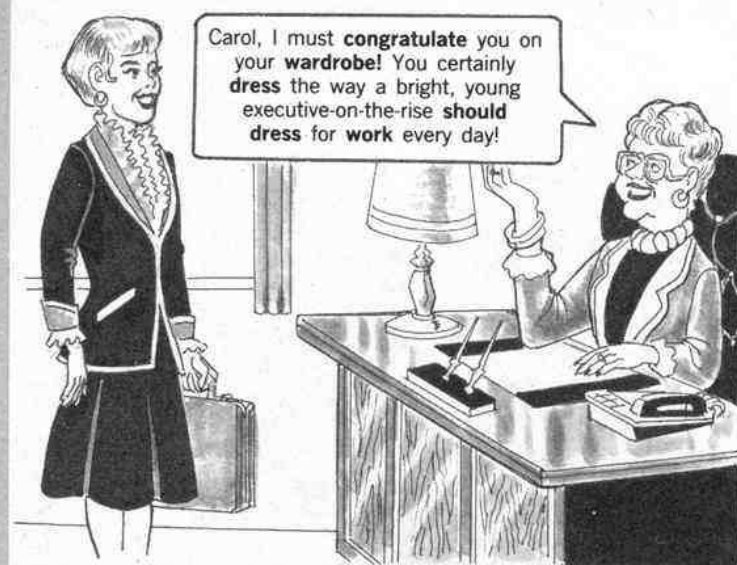
TEENAGERS



REUNIONS



FASHION



LOANS



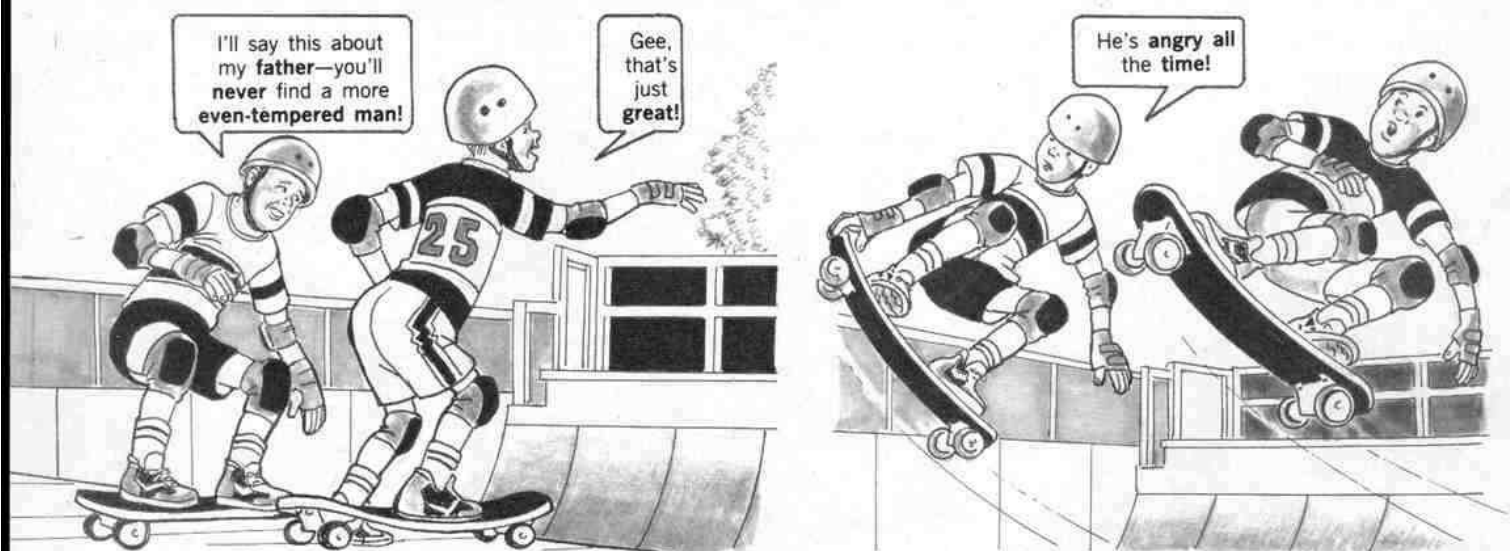
SEX APPEAL



THE OFFICE



PERSONALITY TRAITS



DOCTORS



Hi, I'm **Huge Downer** and this is **50/50**, the only television newsmagazine where the odds of seeing an informative, entertaining report are about 50/50!

I'm **Babar Falter**! Tonight, we turn our attention to a group of **ruthless people** who have made millions by **twisting facts** and presenting a **distorted view of reality!**

You mean we're reporting on **Exxon?**

No!

The **NRA?** **Travel Agents?**

Wrong!

You don't mean us, do you?

Shut up, you **quasi-has-been!** The **ruthless people** I'm talking about are the subject of this **special investigation...**

THE REAL **BARBARA BUSH**

MAD EXPOSES **ALBANY**

NEWS 50/50

THE **FRUGIE** OF THE MONTH **PEACH VELOUR**

Q.T. **DRUCKER**

WRITING A WRONG DEPT.

50/50 REPORTS ON SLEAZE BIOGRAPHERS

ARTIST: MORT DRUCKER

WRITERS: JOE RAIOLA AND CHARLIE KADAU

I'm here with **Katty Kallous**, author of many **best-selling biographies**. Critics have dismissed her books as nothing but **character assassination** filled with **unfounded rumors!**

Huge! It's good to see you **out** from behind your **desk!** I was wondering if you still had **legs!**

Katty, lots of people claim your book about **Nancy Reagan** was not **adequately researched!**

Wrong! My research methods are **exhaustive** and **impeccable!** I conducted **countless interviews!**

Countless? That's hard to believe!

It's true! I didn't interview a **single Count!** I spoke to the people who know the **real inside story**—the **man who read her gas meter** one summer, her **astrologer's car mechanic** and a **Jehovah's Witness** who rang her doorbell while she was **on vacation!**

APPLE FROM **SNOWWHITE**

WHO NEEDS FRIENDS? **ALONE!**

BEHOLD THE **REAL** **FACE**



How do you decide if someone is a **good subject** to write a **biography** about?

There are very **specific conditions** that must be met **before** I'll write about anybody!

You mean like **making sure** you'll be able to present a **fair and accurate portrait**?

No way! If I had to meet **that condition** I'd **never** write a book! The condition I mean is getting a publisher to **pay me three million dollars—up front!**

Let's say you were going to write a **biography about me**. What kind of questions would I be asked?

You? **Who needs you?** I'd talk to **your enemies!** Everyone who holds a **grudge** against you! People who think you **offended** them. **Disgruntled former co-workers and lovers!** By the way, is that a **toupee** you're wearing?

But what if you're someone like **me** who **doesn't** have any **enemies**?

Everyone has enemies! People you've **long forgotten** have been **holding grudges** against you for years! For example, I spoke to your **old college roommate, Bill Zacky!**

Bill! What a **great guy** he was! He **never** had a **bad word** to say about **anyone!**

He did after I spoke with him! Listen to this!

Weren't you **Huge Downer's college roommate**?

Sure was! How is my ol' pal **Huge**?

He says you **cheated on exams** and have a **hook nose!**

He said that? That **two-faced backstabber!** He was the **campus moron!**

See? Sure sounds like an **enemy** to me!

But I **never** said **any of those things!**

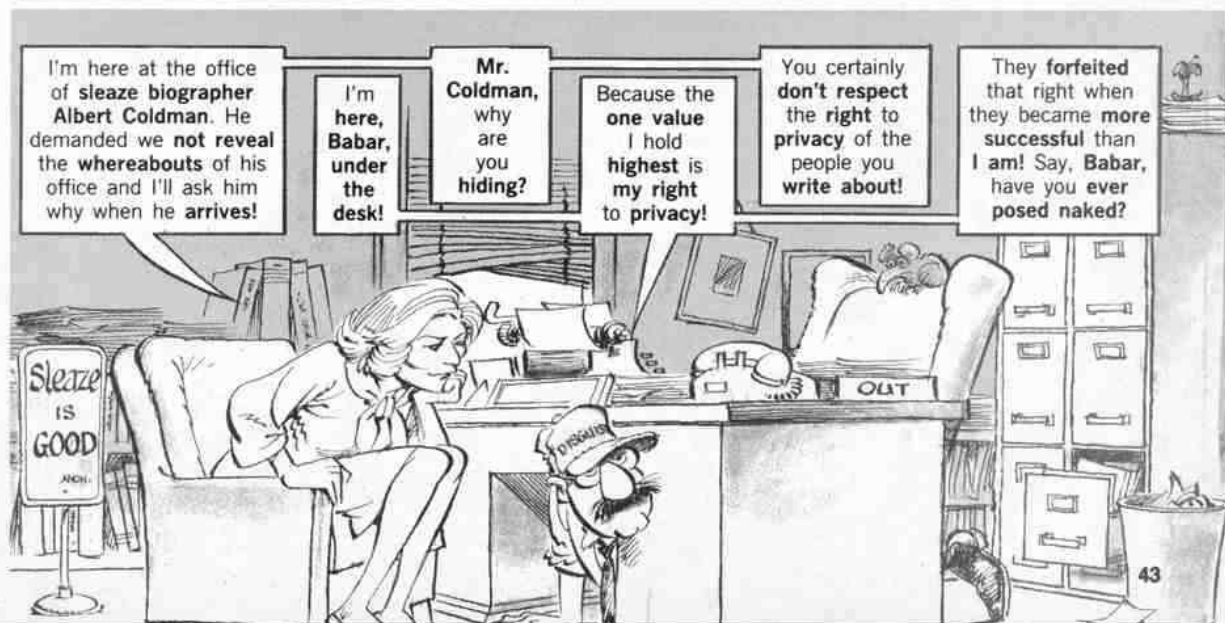
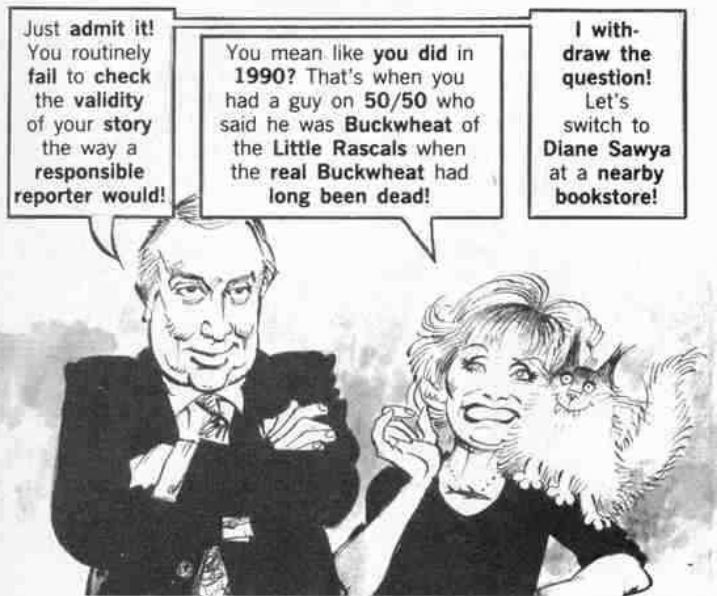
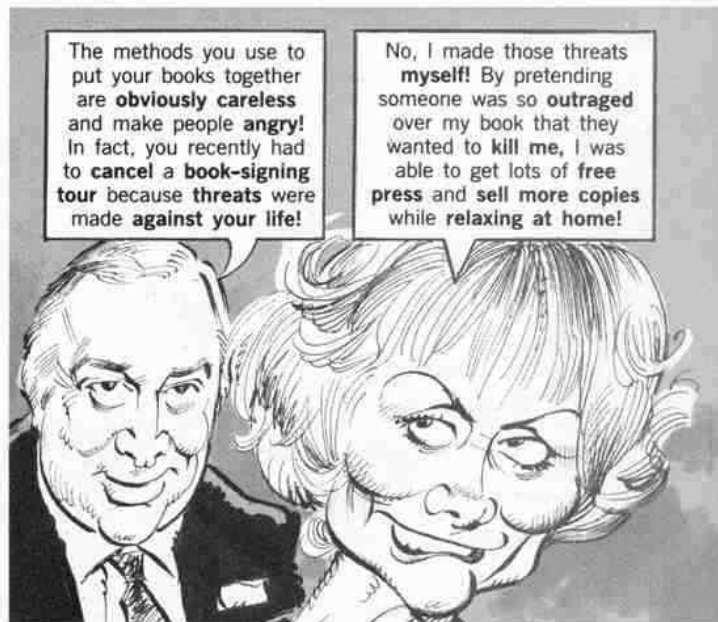
So what? I won't **quote you** in the book—only **your friend!** After all, I do have to maintain my **journalistic integrity!** By the way, is that **alcohol** I smell on your breath?

Integrity? But you'd be printing what he said **out of context!** If I told you that I **dreamed Julia Roberts is sleeping with Danny DeVito**, would you report it as **fact?**

Wow! "**Huge Downer reveals Julia Roberts/ Danny DeVito love nest!**" I can base a whole book on it! **Thanks!**

I didn't say that!

Yes, **you did!** I got it right here on **tape!** But, because I'm so nice, I'll let you be one of my "**unnamed sources!**"



Are you hiding from the incensed fans of the people you've denigrated in your books? Your Elvis book angered millions!

Yeah, and that's just what I wanted! Why?

Simple! Everyone who got angry about it bought a copy to check the inaccuracies! Add them to the ones who bought it just to burn and we're talking another year on the bestseller list!

Whenever you're sued for libel, your defense is that since your subjects are public figures, you can write anything you want about them!

That's right, and judges always rule in my favor!

Why do you suppose that is?

Because judges are public figures too! They know if they rule against me I'll write about them! Besides, libel suits help sales! I prefer court action right around the paperback release!



In your John Lennon bio, you say he went to a ballgame with his son and left before it ended just to show his contempt for him!

I didn't make it up! That really happened!

What you didn't say was that he left at 1:30 AM in the 19th inning of a scoreless game! It was snowing and his boy had been asleep for two hours!

He waited just for those circumstances to show his hate! Boy, what a mean-spirited conniver! It's the perfect alibi for all his vileness!



What do you tell critics who dismiss your books as pap, designed to pander to an uneducated public?

You mean like your show did when it aired an exorcism that looked staged for your camera?

I withdraw the question!



In closing, Albert, who will be the subject of your next book?

No one! In fact, I've decided to quit writing!

I'm going into a field where I can be even sleazier than I was when I was an author! Where I can present lies as facts and twist the truth to suit my needs with no problem!

How come?

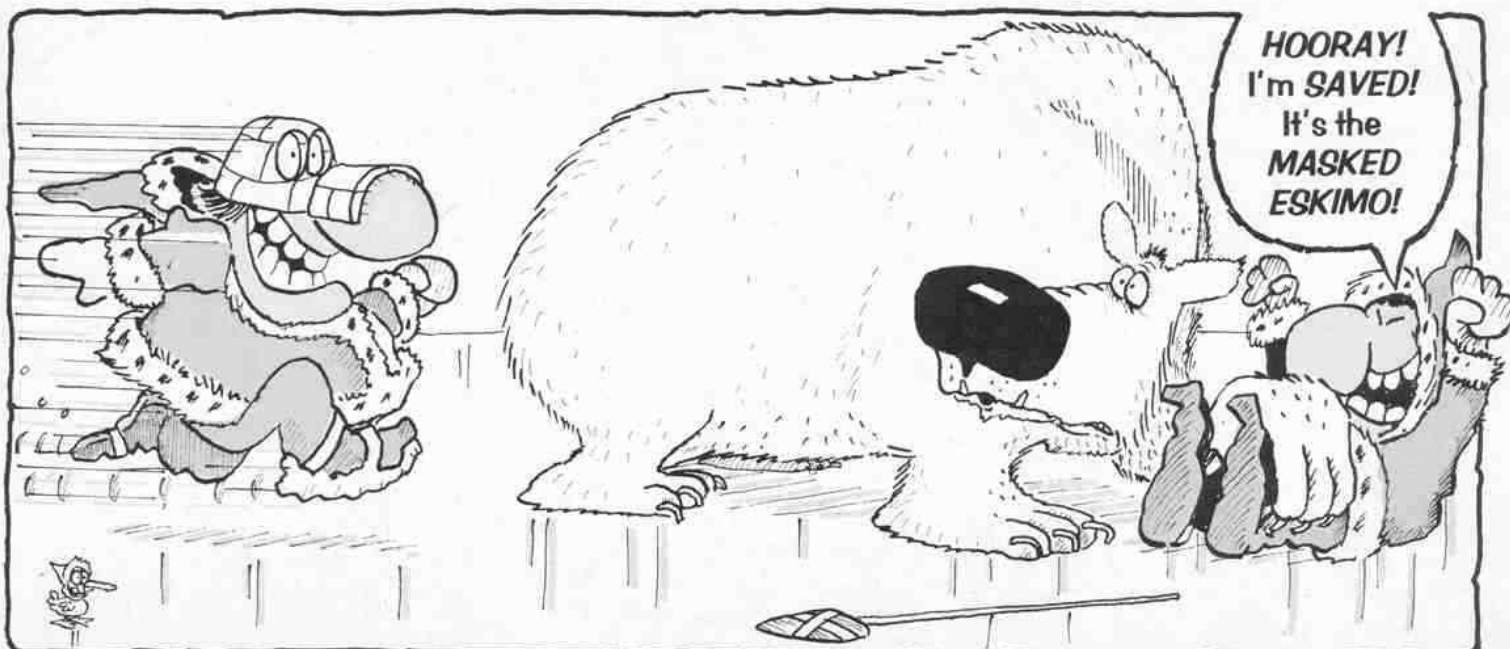
You don't mean...

Yes! I'm running for President! If George Bush did it, so can I!

Gulp! You may be right! This is Babar Falters signing off for 50/50! We're in touch, so you keep your hands to yourself!



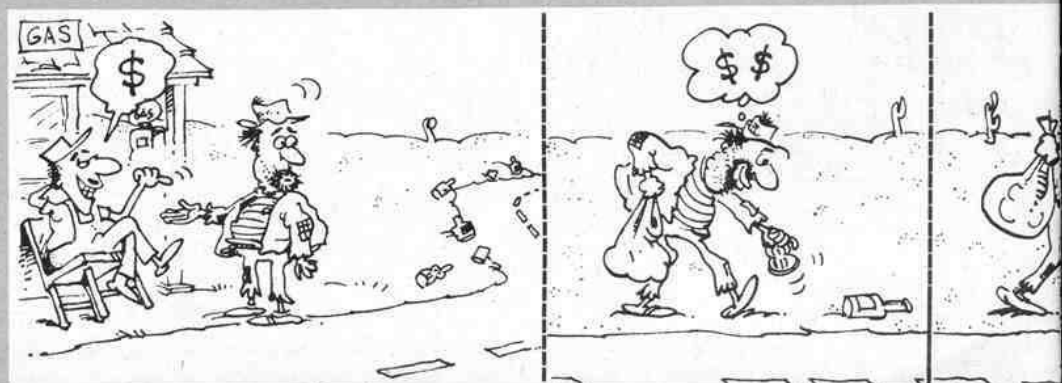
THE PECULIAR POLAR PERMUTATION



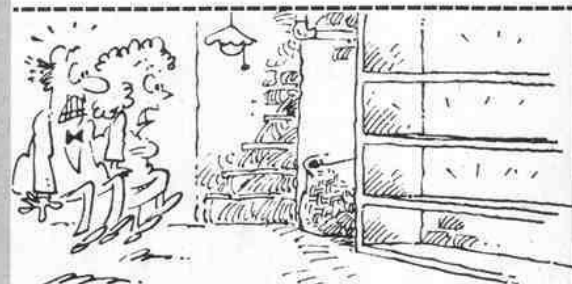
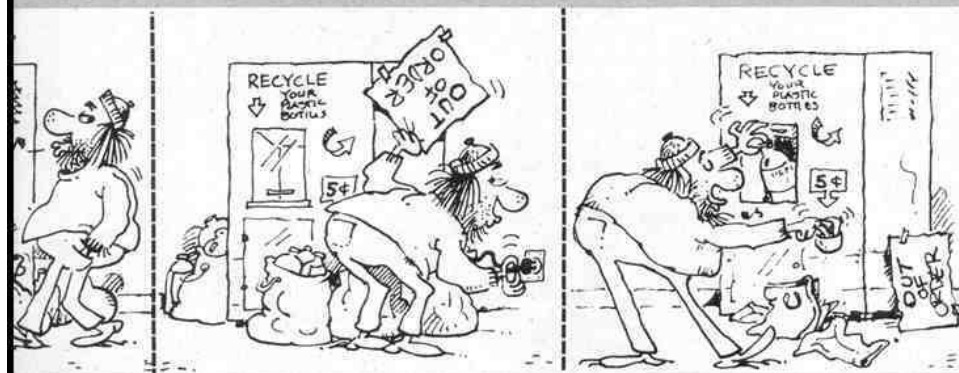
SERGE-IN GENERAL DEPT.

A MAD LOOK AT REC

ARTIST AND WRITER: SERGIO ARAGONES



YCLING



MAD PRODUCT REGISTRATION FORM

Please fill out and return within the next 10 days!

The return of this completed form will register you as an owner of this MAD product. It will allow us to contact you in case of a product recall for QUALITY or SAFETY reasons. The additional information will also help us to develop new products that we will be able to charge you lots of money for. THANK YOU!!

1. ☐ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss 5. ☐ Mir. 6. ☐ Mss. 7. ☐ Mi.

First Name Initial Last Name Another Initial

Demeaning Nickname Friends Gave You

Street

City

State

Zip

8 Your Occupation:

- | | |
|--|---|
| 1. ☐ Rash inspector | 5. ☐ Professional victim |
| 2. ☐ Carnival sideshow attraction | 6. ☐ Glue taster |
| 3. ☐ Rust sales and service | 7. ☐ Vice President of United States |
| 4. ☐ Trout impersonator | 8. ☐ Other _____ |

9 Marital Status:

1. ☐ Single, but on real good terms with that checkout girl at K-Mart
2. ☐ Engaged to Cousin (Southern states only)
3. ☐ Married to one of my many other personalities
4. ☐ Divorced, but only in 14 states and parts of Haiti
5. ☐ Three time **Love Connection** loser
6. ☐ Widow/Widower, pending approval of spouse's new life insurance policy

10 Your Primary Residence:

1. ☐ Locker at bus station
2. ☐ Ocean liner lifeboat
3. ☐ Behind laundromat dryer
4. ☐ Underground bunker somewhere in Iraq
5. ☐ Ant Farm
6. ☐ Other _____

11 To help us understand our reader's lifestyles, please indicate the interests and activities you enjoy participating in on a regular basis:

- | | |
|---|--|
| 1. ☐ Underwater golf | 9. ☐ Compulsive handwashing |
| 2. ☐ Attending mud wrestling events | 10. ☐ Bullying the weak |
| 3. ☐ Sleeping on public transportation | 11. ☐ Cross-dressing |
| 4. ☐ Increasing cholesterol level | 12. ☐ Lard sculpting |
| 5. ☐ Mocking ballet | 13. ☐ Recycling sweat |
| 6. ☐ Littering | 14. ☐ Landfill picnics |
| 7. ☐ Dwarf catching | 15. ☐ Needless dental work |
| 8. ☐ Avoiding libraries | 16. ☐ Dropping antiques |
| | 17. ☐ Bicycle theft |
| | 18. ☐ Scar collecting |

12 Check the two most important factors influencing your selection of this product:

1. ☐ Ease of page turning
2. ☐ Quality of staples in binding
3. ☐ \$100 bill included with each issue
4. ☐ Newsstand all out of **Horse Illustrated**
5. ☐ Lights with a single match
6. ☐ Absorbs 47 times its own weight in excess stomach acid

2 Date of Purchase:

Month Day Year Hour Minute

3 What other MAD products have you previously owned (if any)?

- | | |
|--|---|
| 1. ☐ Asbestos Removal Kit | 4. ☐ Rubberizing Compound |
| 2. ☐ Shower Rings | 5. ☐ Atomic Warheads |
| 3. ☐ Nurse's Uniforms | 6. ☐ Clear Blue Liquid Gel |

4 Where was this MAD product purchased?

- | | |
|---|---|
| 1. ☐ Newsstand | 4. ☐ Prison PX |
| 2. ☐ Home Shopping Network | 5. ☐ Nuclear Power Plant Gift Shop |
| 3. ☐ Voodoo Supply Store | 6. ☐ Other _____ |

5 What first made you aware of MAD?

- | | |
|--|--|
| 1. ☐ MAD TV spots aired during Super Bowl | 5. ☐ Cleaning friend's cat litterbox |
| 2. ☐ Vagrant ranting on subway | 6. ☐ Eerie, spectral vision of Maury Povich |
| 3. ☐ Magazine rack in cosmetic surgeon's waiting room | 7. ☐ Ransacking neighbor's mailboxes |
| 4. ☐ Fellow Pickpocket | 8. ☐ Other _____ |

6 Where will this MAD product be used?

- | | |
|--|--|
| 1. ☐ Bathroom | 4. ☐ Cockpit of Jumbo Jet |
| 2. ☐ Detention Hall | 5. ☐ Paper shredder test center |
| 3. ☐ Head Injury Clinic | 6. ☐ Other _____ |

7 Please let us know how satisfied you are with your MAD product:

- | | Exceeded my Expectations | Met my Expectations | Fell short of my Expectations |
|---------------------|-----------------------------|-----------------------------|-------------------------------|
| Fresh pine scent | 1. ☐ | 1. ☐ | 1. ☐ |
| Non-skid surface | 2. ☐ | 2. ☐ | 2. ☐ |
| Safe for pets | 3. ☐ | 3. ☐ | 3. ☐ |
| Shrink resistant | 4. ☐ | 4. ☐ | 4. ☐ |
| Pleasing aftertaste | 5. ☐ | 5. ☐ | 5. ☐ |

Send completed forms to:
MAD product registration Circular file
485 Madison Ave. New York, NY 10022

WRITER: CHARLIE KADAU

**WHO WAS REALLY
THE VICTIM IN
A HIGHLY PUBLICIZED
SEXUAL HARASSMENT
CASE?**

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

Not too long ago charges of sexual harassment made every headline. To find out who the true victim was, simply fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD BACK SO "A" MEETS "B"

◀ B FOLD THIS SECTION OVER LEFT



PEOPLE DISAGREE A LOT ABOUT SEXUAL CRIMES. THE
WOMAN'S VIEW IS OFTEN IGNORED BY MEN. THEY SEE
HER AS A SEDUCTRESS WHO'S OUT TO ENSNARE EVERY MAN

A ►

◀ B

A BEST-SELLER WE'D LIKE TO SEE

**WHERE'S
WALDO?
FOR COMPLETE MORONS**

