

WE BRUTALIZE ...

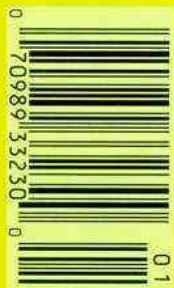
TERMINATOR 2
JUDGMENT DAY

NORTHERN
EXPOSURE

No.
308
January
1992

MAD

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MAD

"The dollar will never fall as low as what some people will do to get it!"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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PHOTOGRAPHER: IRVING SCHILD WRITERS: JOE RAIOLA AND CHARLIE KADAU

COMPUTER IMAGING: PETER SUN

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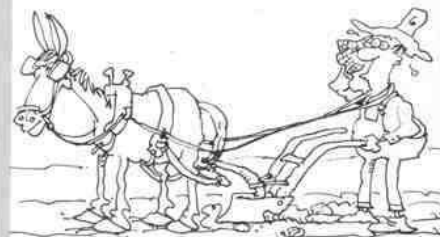
VITAL FEATURES

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TOO"
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IMPORTANT: ADDITIONAL INFORMATION ABOUT THE OFFICIAL MAD PIN COLLECTION! (AND ADDITIONAL SEASONAL GIFT SUBSCRIPTION ORDER FORMS!)

Possessors of the Official MAD Pins are automatically granted permission to wear the Pins in any foreign country!

Each MAD Pin is hand selected from a packing crate and shoved into an envelope before it is shipped to you!

Wearing the MAD Pin, along with a sensible diet and plenty of exercise will result in Weight Loss! Let some other piece of jewelery match that claim!

WARNING!

*Do not be fooled by Solid Gold imitations
which costs thousands of dollars more!!!*

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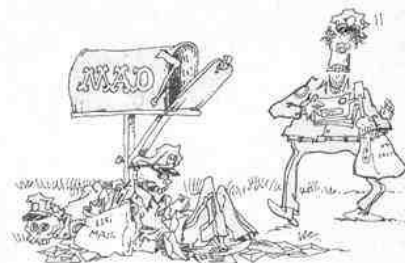
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LETTERS AND TOMATOES DEPT.



THE MANGE EVENT

Congratulations on using the much underutilized word "mange" three times in MAD #305. This is certainly a record. I seriously doubt that you will be able to refer to mange more than three times in a future issue.

Matthew Pederson
Starbuck, MN

Sorry, Matty—you have drippy, gooey egg all over your face! Our multiple use of the word "mange" is nowhere near a record! The record is held by author Maria Reidelbach in her book COMPLETELY MAD (plugola: published by Little, Brown and available at bookstores everywhere in November... A fabulous gift for Christmas, Chanukah or Ramadan!) In that book, the word "mange" appears over 3,000 times, all in reference to MAD Publisher William Gaines! Go for it—Ed.



TOLEDO, DETROIT, SANDUSKY: THE GOLDEN TRIANGLE?

I was sitting in a park in Toledo, Ohio reading MAD when suddenly I realized that I was sitting in a park in Toledo, Ohio. I panicked and got in my car, driving north at a great rate of speed. After about an hour, I realized that I was in Detroit! I drove back to Toledo and panicked again! Now I spend my time driving back and forth between Toledo and Detroit. Which should I choose?

Marifrances Conrad
Toledo (?), OH

Marifrances—We respectfully suggest that you forget Detroit and Toledo and head east... to beautiful, scenic Sandusky (Pop. 29,600)! Nestled a scant stone's throw from Detroit and a boulder's throw from Toledo, this shimmering midwestern oasis is a testament to all that is right with America. Boasting such landmarks as the controversial "Boy with the Boots" statue (donated to the town over 100 years ago by an unknown and completely forgotten sculptor), Sandusky is also the home of basketball superstar Scott May!

While passing through Sandusky, we suggest that you stop for a bite at Michael J's (formerly The Breakfast Nook), which is proudly owned by Sandusky's Mayor, the Honorable Mike Kresser! (Be sure to tell 'em MAD sent ya!) Oh yes, Marifrances—there is one more thing—while you're in Sandusky, GET A LIFE!!

P.S.—As we went to press, we received word of the tragic beheading of the "Boy with the Boots." We will investigate further and present an update in our next issue... NOT!—Ed.



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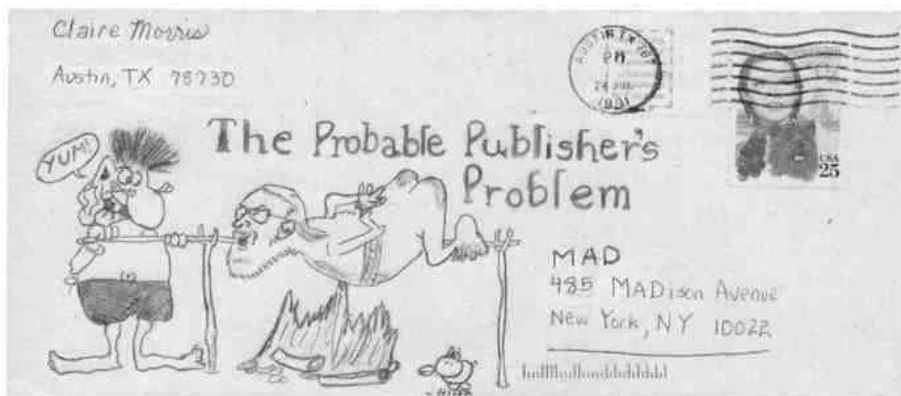
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ENVELOPE OF THE MONTH



This issue's Envelope of the Month comes to us from Claire Morris of Austin, TX. Based on her Duck-Edwing style drawing, we can see that this is one cannibal who isn't on a low-fat diet! Fal

MORON MAIL

You guys would probably publish any letter with some stupid, obvious fact in it, so here's one of them. Did you ever notice that the Commanding General in Operation Desert Storm, Norman Schwarzkopf, has the word "war" in his name?

Scott Fleming
Huntington Beach, CA

Scottso—Interesting fact. We once made a similar observation about Dick Cavett!—Ed.

INSURANCE POLICY?

NO, SIR...I'M NOT THE ONE ON THE BACK COVER OF "MAD"...WELL, MAYBE WE LOOK A LITTLE BIT ALIKE...WHO CARES?



© 1958 United Feature Syndicate, Inc.

Did famed "Peanuts" creator Charles Schulz send us this original drawing to show his appreciation for our "Mutt Life" spoof on the back cover of MAD #306, or did he send it to prove he had nothing to do with it? You decide!

ENVELOPE OF THE MONTH PART II



Here's a sketch from our first two-time Envelope of the Month artist, Ontario, Canada's Dan Soelberg! This time, Dan sends us a picture of an advanced-in-age Alfred. Oh, by the way, the nurse in the background is cringing because she realizes it's sponge-bath time!

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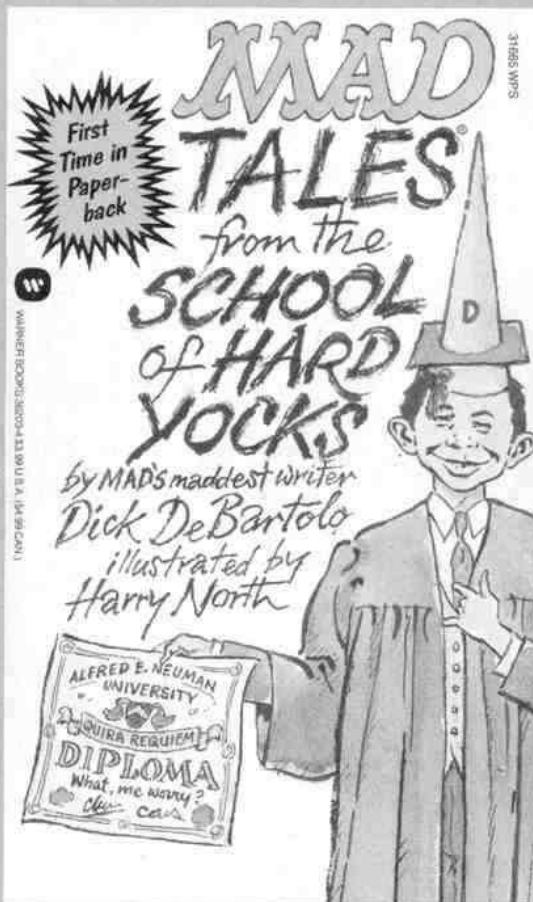
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Andrew on his graduation from college AND his new haircut!

Move over
Huck Finn!

Move over
The Grapes of Wrath!

Move over
The Collected Works of William Shakespeare!

Now that you've moved these books over, you'll have plenty of room on your bookshelf for...



"This book stands head and shoulders above books half its size!"

—some critic

BUY YOUR COPY TODAY!

You thought the first Arnold Schwarzenegger Terminator movie was long? Well the second is ...

I'm a Cybore, a human-like machine that has the strength of a thousand men, the brain of a dozen computers, and the language skills of a four-year-old! My mission is to save a kid's life—because in the future, he'll save the planet from a new form of murderous machine men! Of course, I could just go and blow up the factory where the machine men of the future are being manufactured, but then there'd be no movie!

I'm a Cybore too! But a much more advanced model! I can heal myself if I'm shot, regenerate myself if I'm blown apart, and most amazing of all—I can open shrink-wrapped packages in seconds! I can re-form my body to look exactly like someone else! I made myself into an exact clone of the real cop I just killed! And already I can imitate his actions! See? I've given all those cars "illegal parking" tickets! I'm here to kill that kid, John Common, so the Earth can be destroyed by machines! I have to hurry, though, because it looks like the Earth might be destroyed by humans first, and that will ruin my chance for some fun!

I'm Sadder, John Common's Mother! I insist I've already seen a nuclear blast that takes place in the future, but that's not why they keep me in a mental ward! I'm locked up because I thought "Hudson Hawk" was a great movie and Bruce Willis is a great actor!

I'm John, the twelve-year-old son! My mission in life may be to protect humans from hostile machines in the future, but first I have a much more important assignment! I have to make this robot creep into a lovable, cutesy character by teaching him trite teenage expressions, like "Cowabunga, Dude!"



I'm Mild Diesoon, a scientist working on a top secret computer chip project! Boy, talk about an easy job! The project is so Top Secret I just sit at a desk all day and try to guess what I'm supposed to be working on!

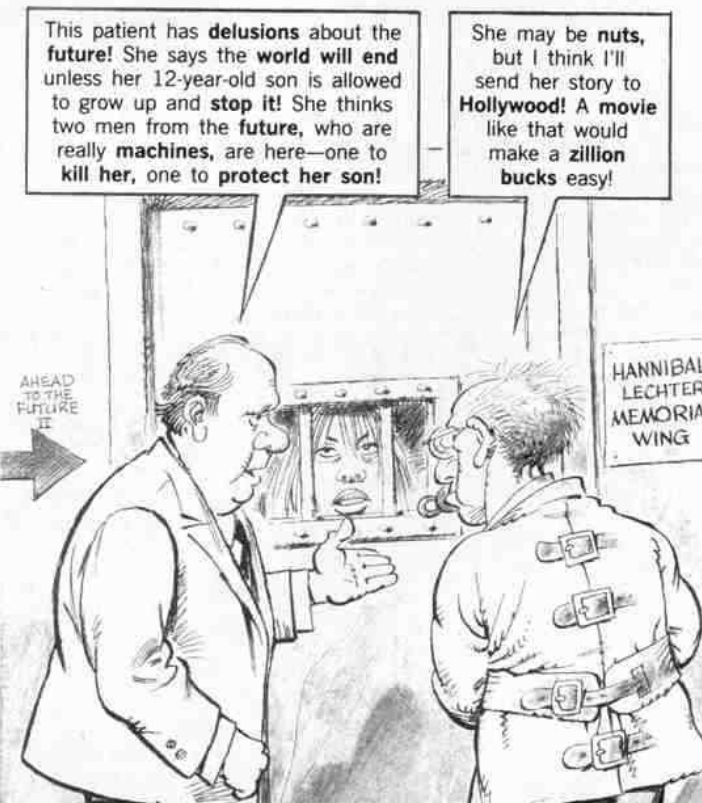
We're the Machine Warriors from the future! Just think of us as evil Robocops on Slimfast diets!

MIKE QUACKER

INTERMINABLE TOO MISJUDGMENT DAY

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



The other Cybore is out to kill me, and you're out to save me? Who sent you?

You did! Thirty five years from now!

Let me get this straight... thirty five years in the future, I send you back in time to save me now? You'd get along great with my wacko mom! Tell you what... I'll introduce you to my mom tonight! And if you two hit it off, you can take her out on a date LAST Friday!

WOULD YOU HAPPEN TO HAVE ANY GREY POUFON?

Don't try to stop me from escaping, doctor, or I'll inject you with this syringe full of bug poison!

You're crazy! That's \$22,000 worth of bug spray!

How could a three dollar bottle of bug spray be worth \$22,000?

Easy! I'm talking in terms of hospital prices!

MUTE
CASHIER

I'm glad you're here to protect me, but you can't just go around killing people!

When did that start? Isn't this L.A.?

Yo, Homebody! Hasta la Choy, Amigos!

Since you're not picking up on the "cute phrases" schtick, let me see if you're any better learning the proper way to steal a car! You don't have to rip out the wiring! You just look for the keys which are always hidden behind the visor! Can you remember that?

Of course I can! I'm a **COMMANDO**, not a **KINDERGARTEN COP**, and what's more, I have **TOTAL RECALL!**

Boy, you're shameless in the way you plug your rotten movies for all they're worth!

We got you out of the mental ward, but the Cybore is on our trunk!

Are those clamps he's using to hold onto our car or doesn't he ever trim his nails?

That Cybore is an evil **PREDATOR** that can turn his hands into tools!

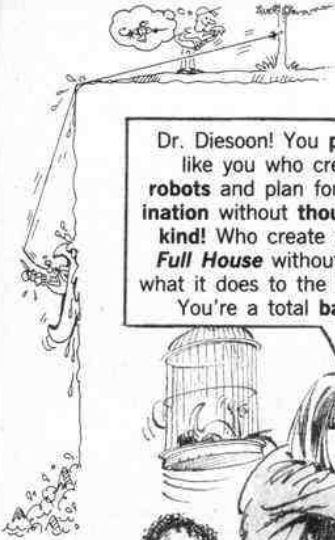
He must be great at parties when there's no corkscrew! He's much better than Edward Scissorhands!

We don't have a lot of time like they did in the movie, so let me move things along! Sky Nut, Inc. is designing a fully unmanned computer. If they're not stopped, it will start a war with Russia!

How will it happen?

The computer will let Americans charge anything they want on their Visa cards, but the bills will all be sent to the Russians!

But friendly computers screw up credit card bills now! Imagine the chaos hostile computers will cause! It'll be all out war! And those monthly interest charges! We're talking bloodbath!



Dr. Diesoon! You pig! It's men like you who create killer robots and plan for world domination without thought for mankind! Who create sitcoms like *Full House* without thought of what it does to the human brain! You're a total barbarian!!!

You mean as in **CONAN THE BARBARIAN?** I like that!

Is that what I was doing? Planning world destruction?!? I thought I was designing a VCR that's easy to program!



Sky Nut Industries has a multi-million dollar security system! How did you get us in, kid?

With my pocket-size Atari computer!

That puny computer broke the entry code?

No, I told the night watchman, he could have it if he would open the door!



There are cops all over the place! I told you not to leave our car in the "Executives Only" parking area! Things like this are not taken lightly here in Los Angeles!

Two hundred cops against us may seem like a **RAW DEAL** but don't worry it's no pro bono!

You mean **No** problemo, you techno-boob!



Citizens Killed: 0 Stunt Men Injured: 113 Audience Believability: 0% Box Office Potential: \$150 Million

I'd hate to be the insurance adjuster who has to add up all the damage we just did!

We've totally demolished Sky Nut Industries!

After what you helped us do here, mom, I never want to hear you complain about the mess I make in my room again!



Strange that we ended up in a steel smelting plant, isn't it, especially since we're still in downtown L.A.!

What's even stranger is how we just happened to have an accident with a liquid nitrogen truck, which froze the Cybore!

No, what's really strange is that the Cybore then fell into a vat of molten steel, the one thing in the world that'll kill him!

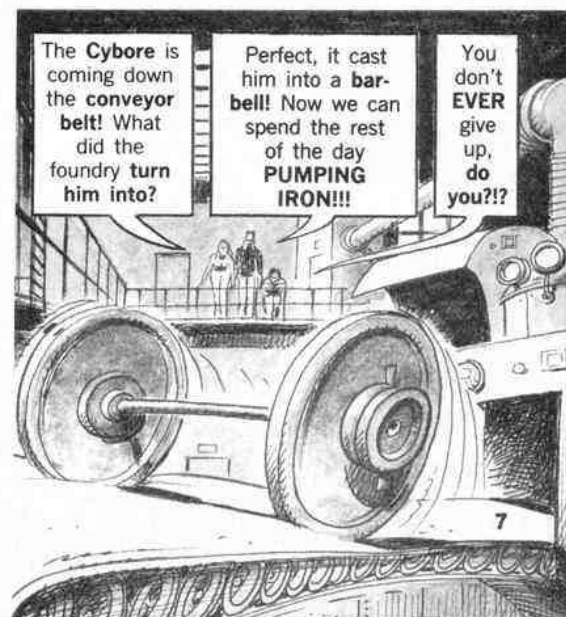
Help, I've fallen! And I can't get up!



The Cybore is coming down the conveyor belt! What did the foundry turn him into?

Perfect, it cast him into a bar-bell! Now we can spend the rest of the day **PUMPING IRON!!!**

You don't **EVER** give up, do you?!

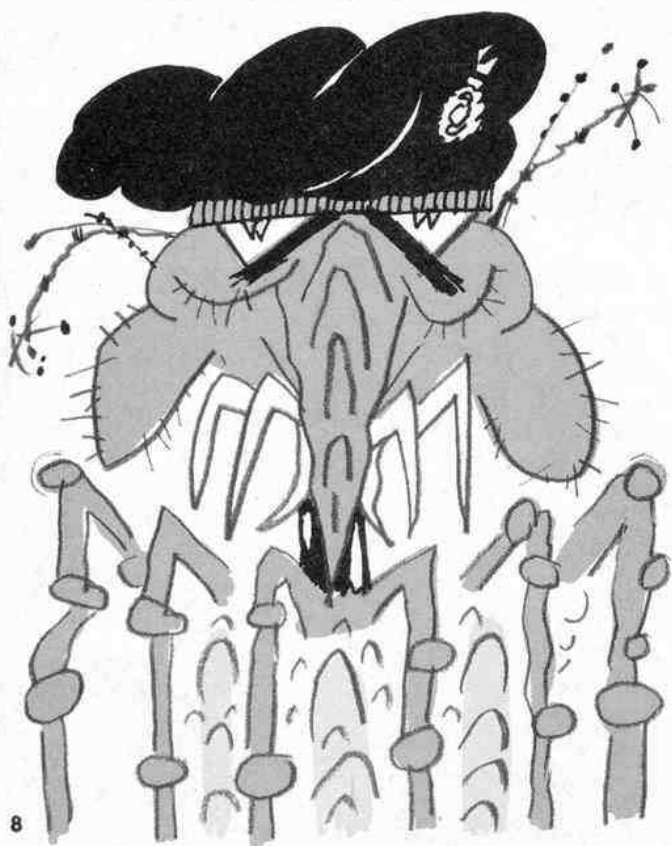


The Bold ... The Brave ... The Easily Squished ...

MAD SALUTES

Unsung Heroes of the Bug Wars

ARTIST AND WRITER: PAUL PETER PORGES



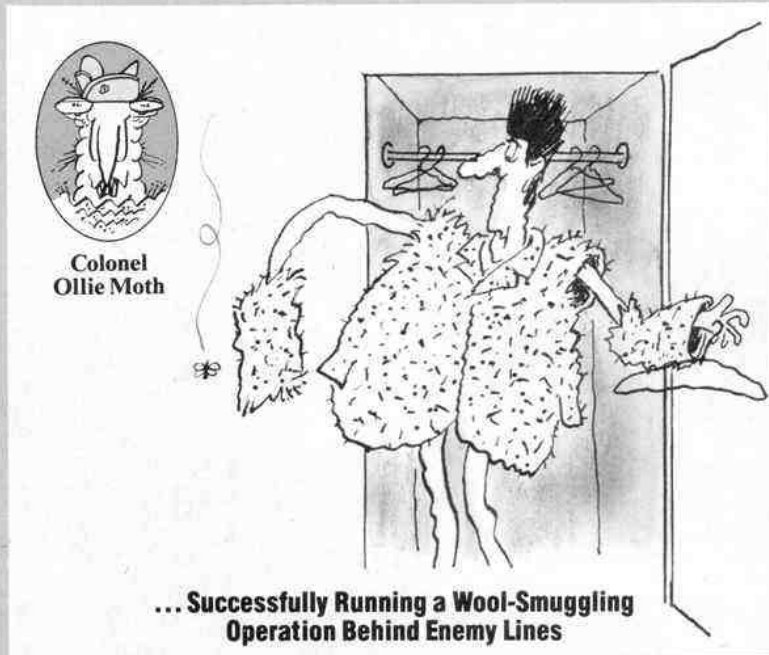
**Brigadier General
Ulysses S. Ant**



**... Commanding a Platoon of Soldier Ant Special
Forces During Operation Desert Storm**



**Colonel
Ollie Moth**



**... Successfully Running a Wool-Smuggling
Operation Behind Enemy Lines**



**Rear Admiral
Robert E. Bee**



... Securing a Strategic Forward Base



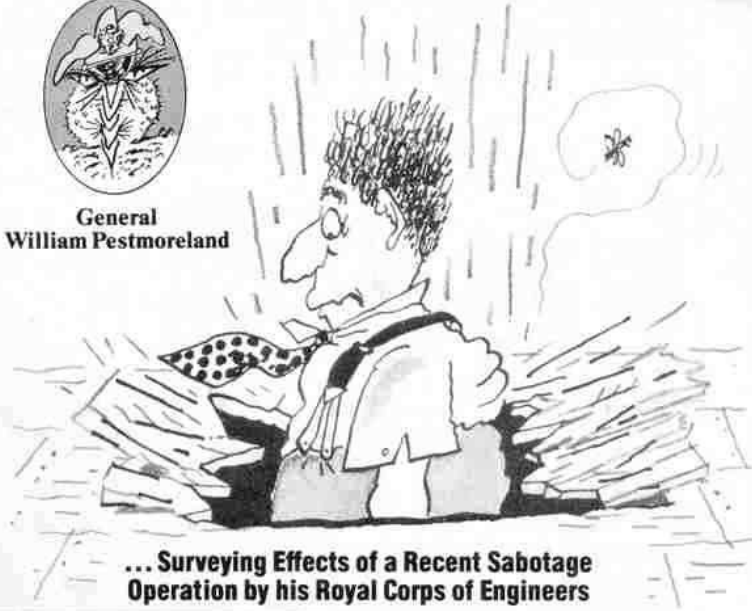
**Air Recon Specialist
Dwight D. Flysenhower**



**... Celebrating an Emergency Evacuation of
a Landing Field with a Victory Roll**



**General
William Pestmoreland**



**... Surveying Effects of a Recent Sabotage
Operation by his Royal Corps of Engineers**



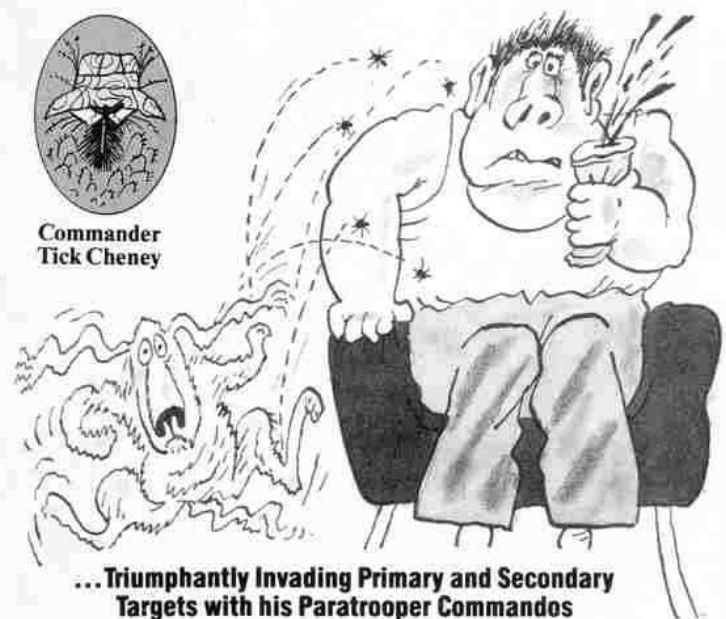
**Wing Commander
"Pappy" Stingington**



**... Conducting Precision Night Drills with
his Legendary Mosquito Squadron**



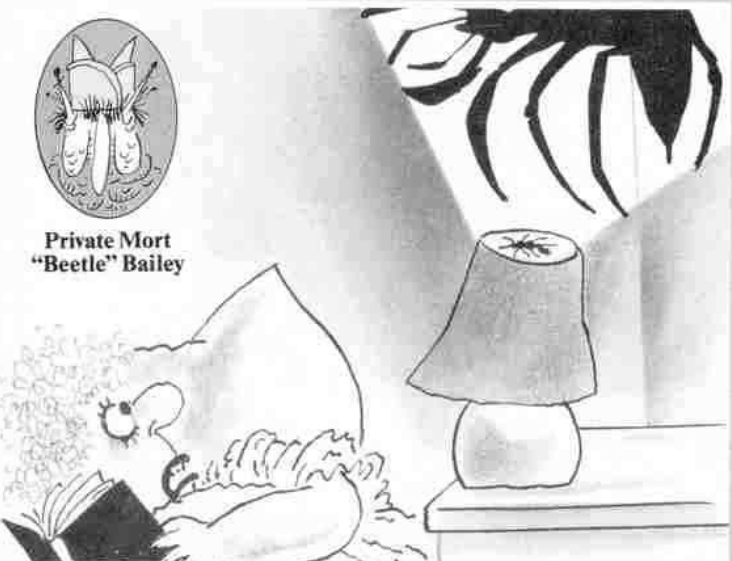
**Commander
Tick Cheney**



**... Triumphantly Invading Primary and Secondary
Targets with his Paratrooper Commandos**



**Private Mort
"Beetle" Bailey**



... Employing the Latest in Psychological Warfare Techniques



**4-Star General "Stormin'
Norman" Roachkopf**



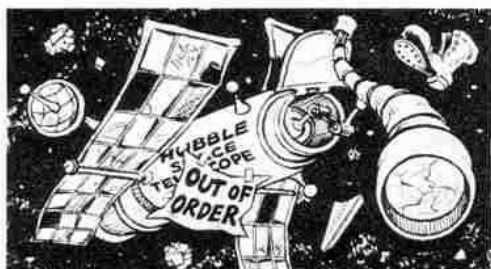
... Leading his Roach Rangers in a Pre-Dawn Pre-Emptive Strike

Remember when...



... the most interesting memoirs from the White House weren't written by a dog?!

Remember when...



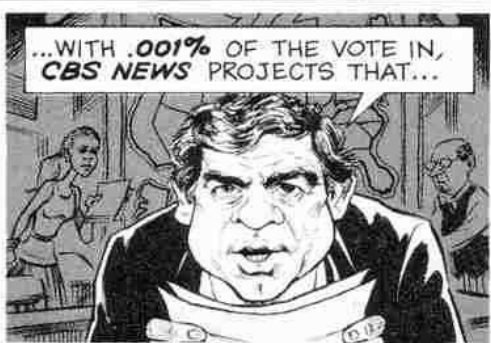
... 12 years of research and \$1.5 billion for the space program at least got us a rock?!

Remember when...



... opinion polls reflected politicians' actions, not dictated them?!

Remember when...



... the media waited until *after* an election to tell you who won?!

VOTER RECALL DEPT.

Just yesterday we were reminiscing about our government's honorable behavior. Unfortunately, we had to think back to 1790! We're sick of today's pathetic political standards. And to prove just how far they've deteriorated, we present...

MAD'S POLITICAL "Remember When...?"

ARTIST: SAM VIVIANO

WRITER: RUSS COOPER

Remember when...



... political debates weren't just a string of meaningless one-liners?!

Remember when...



... politicians were the source of some of our history's most inspiring quotes?!

Remember when...

I WANT YOU ALL TO KNOW HOW, WELL, **ENRICHED** I FEEL TO BE VISITING YOUR FINE COUNTRY...



... ex- Presidents used to retire with some shred of dignity?!

Remember when...



... capital punishment was a tolerated necessity, not a cause to party?!

Remember when...



... a Democrat had a shot at being President?!

Remember when...



... a President of an administration rife with corruption, hypocrisy, and lies was actually forced to resign in disgrace?!

Remember when...



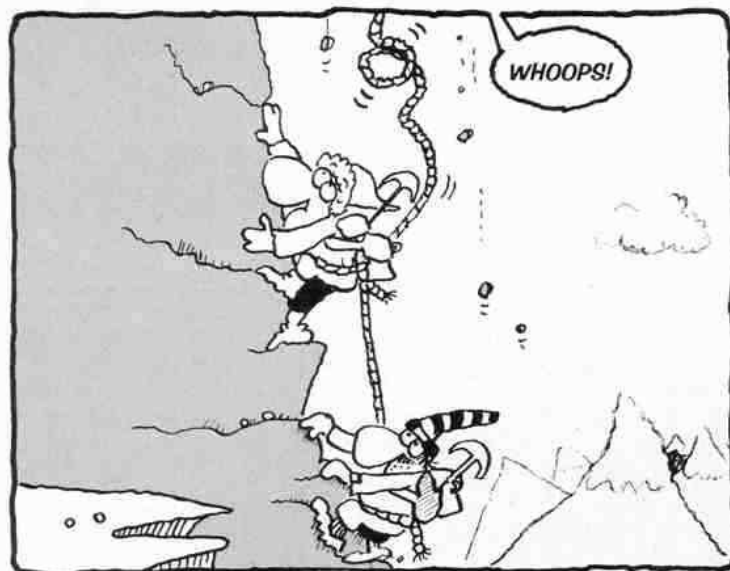
... it wasn't possible to be considered *under-qualified* for the office of the Vice President?!

Remember when...



... buildings in America were owned by Americans?!

The Maniacal Matterhorn Mishap



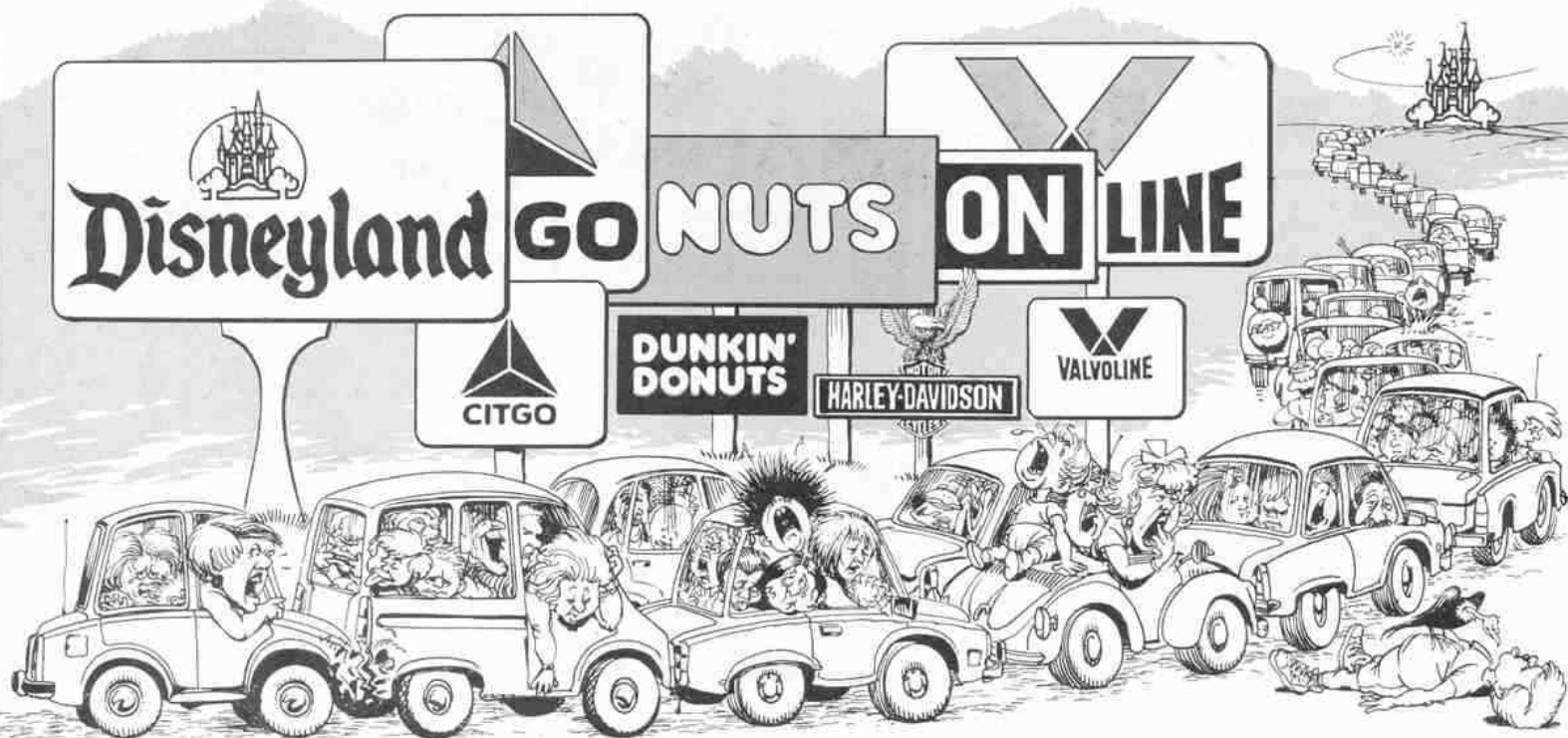
MAKING A MESSAGE OF THINGS DEPT.

For years, motorists have been driving by road signs and reading them one at a time, even though it's far more telling to read them as a group! Yes, their true meanings are easily seen when...



ARTIST: GEORGE WOODBRIDGE

WRITER: HENRY CLARK



Jack LaLanne



European
& Holiday Spas

BOY

OH

BOY

ache all

OVER

Bob's
BIG BOY

RICOH

Audi

LAWN-BOY
SNAPPER

Prudential Bache

Remell
DRUGS &
STUFF

RANGE
ROVER



Can

Carve

up

Bank

ROLLS At

BLOCKBUSTER

Speed

WELCOME TO
Atlantic
City

STRAIGHT
AHEAD

Canon
AUTHORIZED
DEALER

Carvel

United
Parcel
Service

Bankleamt

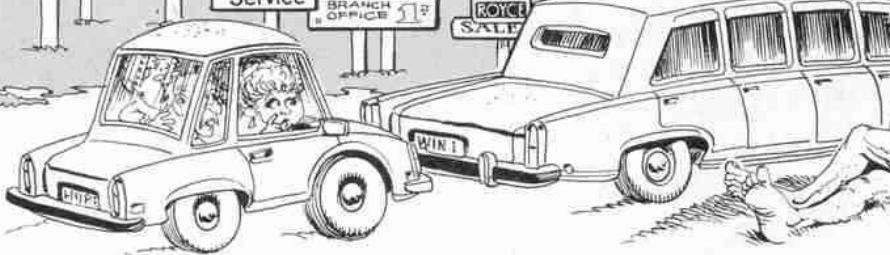
BRANCH
OFFICE

ROLLS
ROYCE
SALE

Atlas Van Lines

VIDEO
RENTALS

Speedy
muffler king



BRENNER
BY-PASS
2
MILES

For

SUB

STANDARD

Travel

GO
GREYHOUND

W.P. RIGBY & SON
AUTHORIZED
SERVICE
CENTER

Ray Devoe's
SUBARU

27 MILES

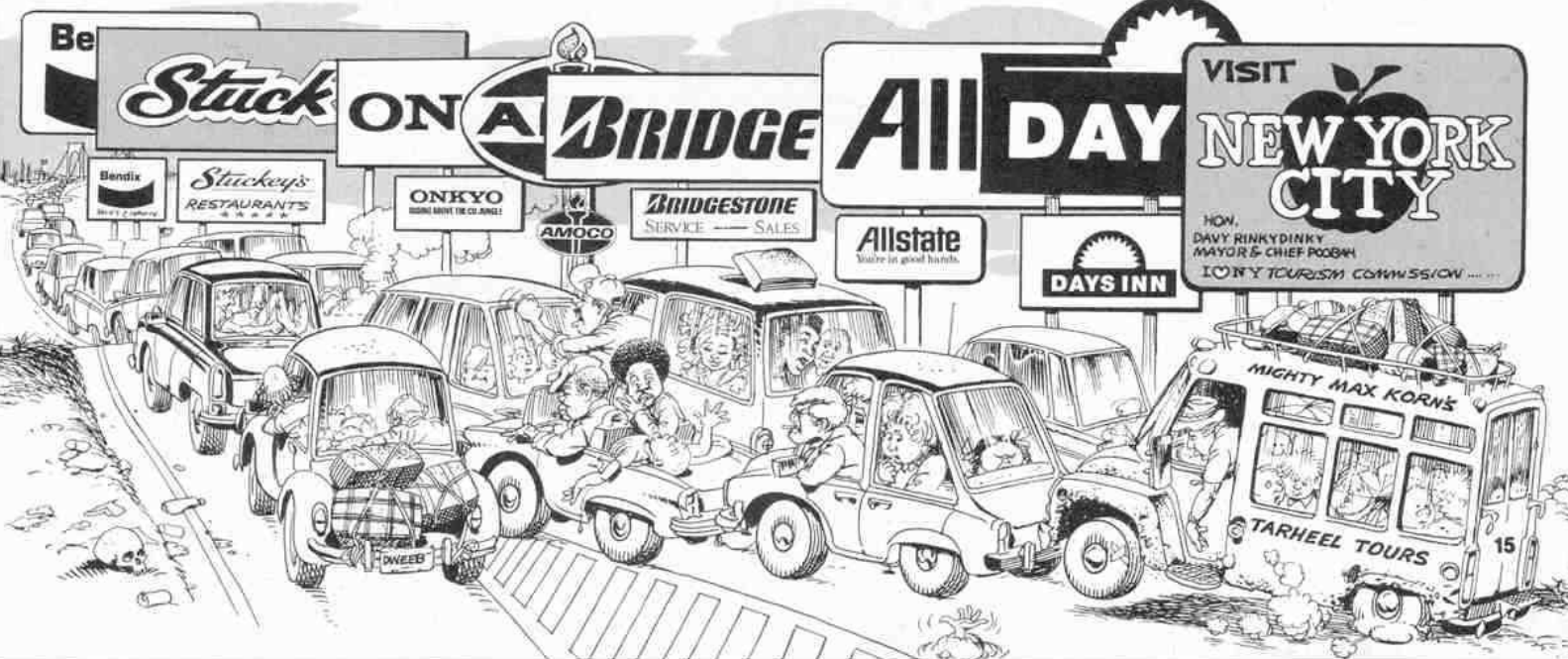
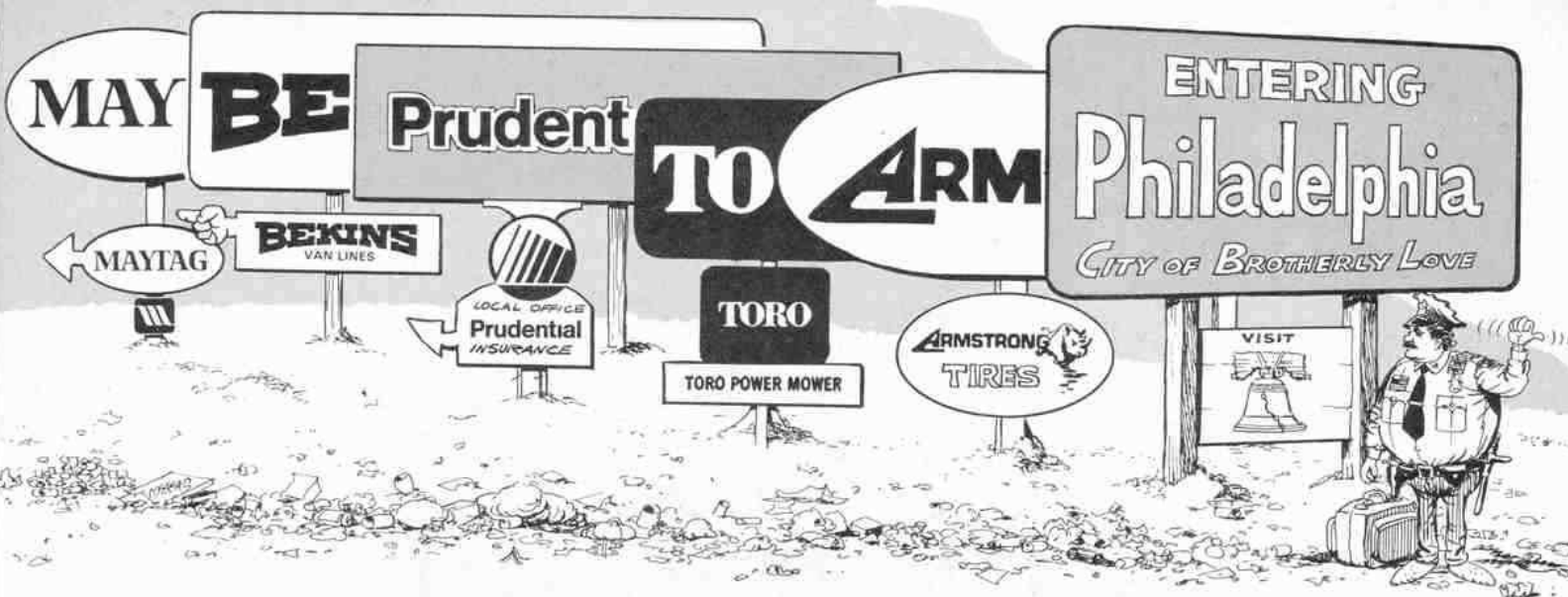
The Travelers

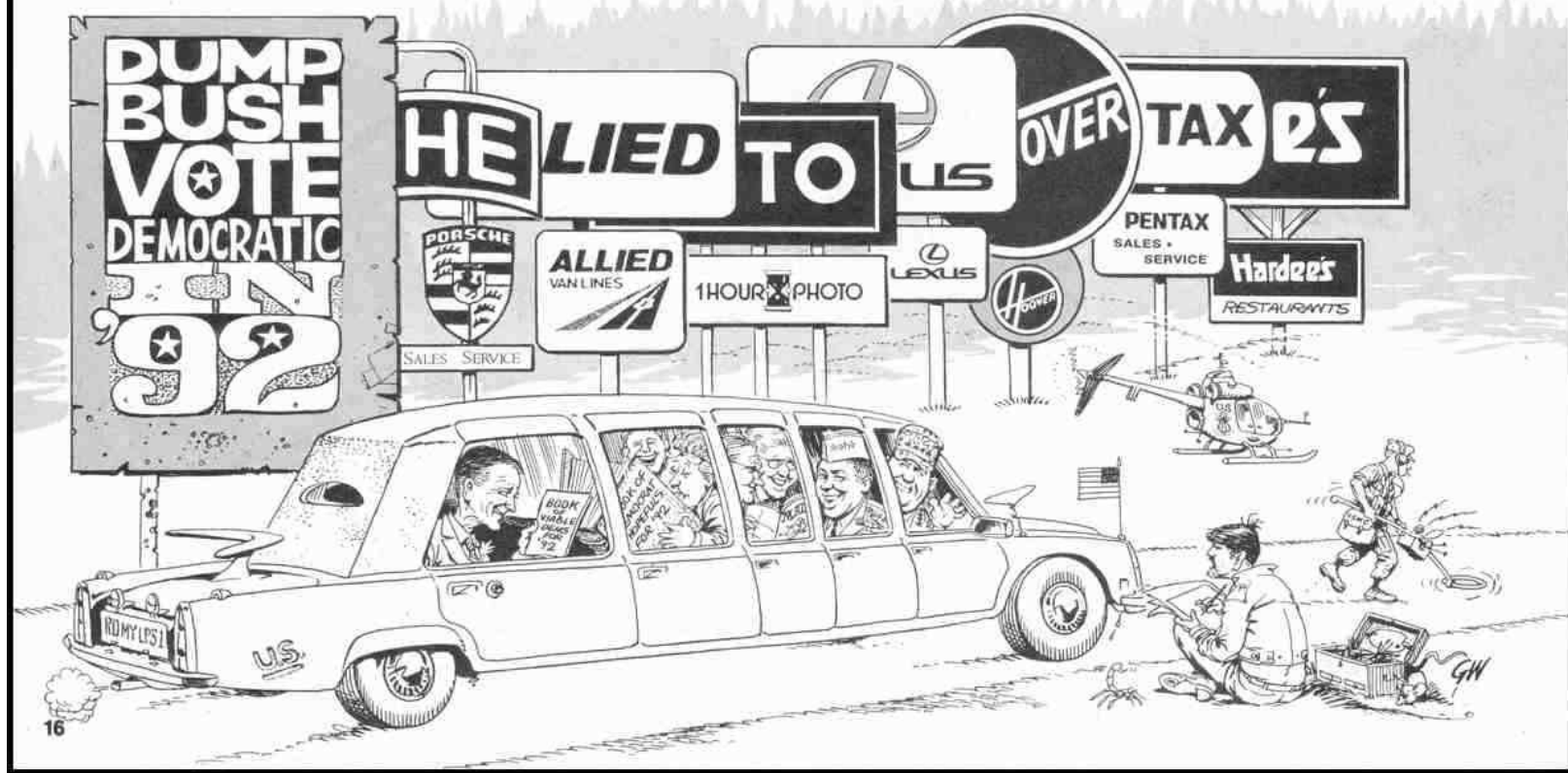
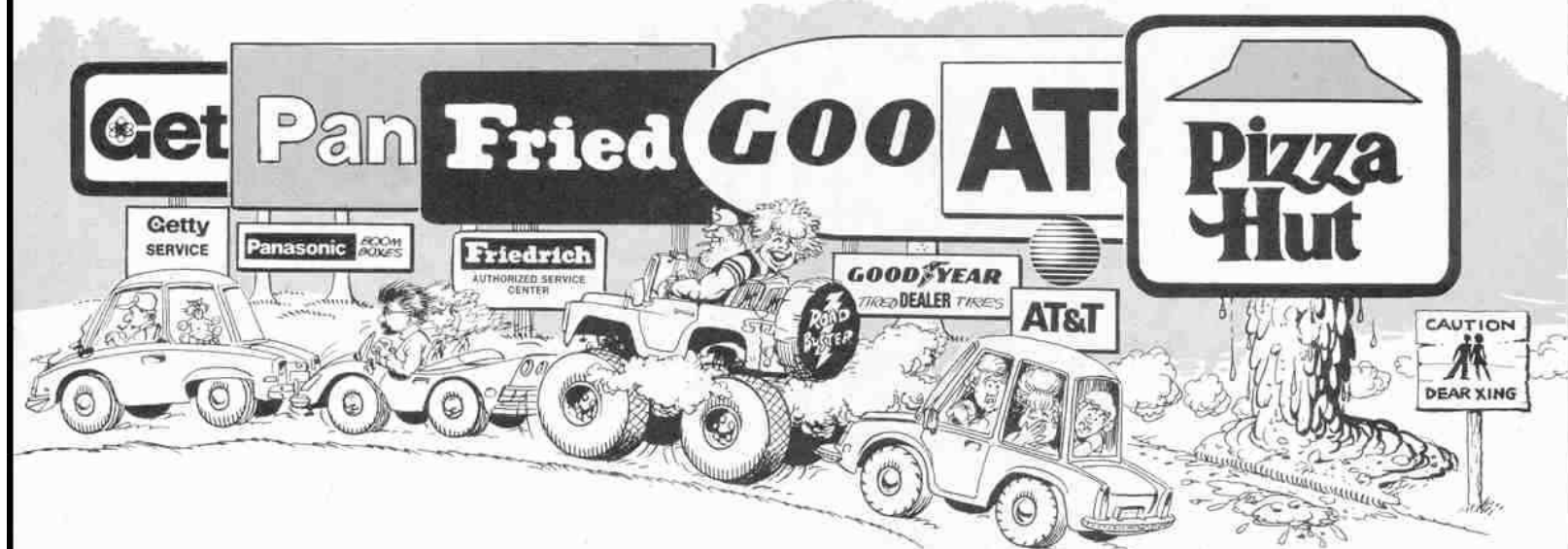
AND LEAVE THE DRIVING TO US



BOSTON & AUSTIN

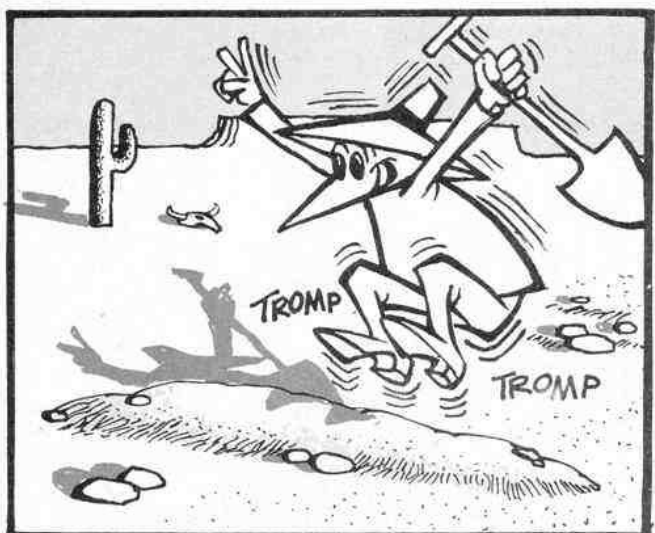
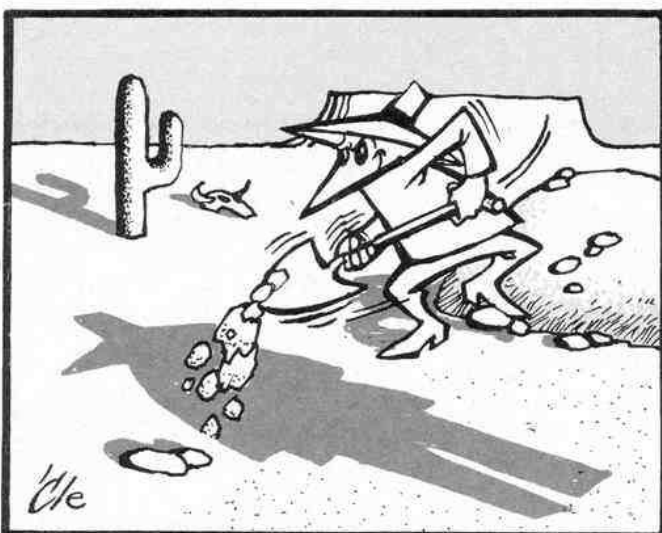
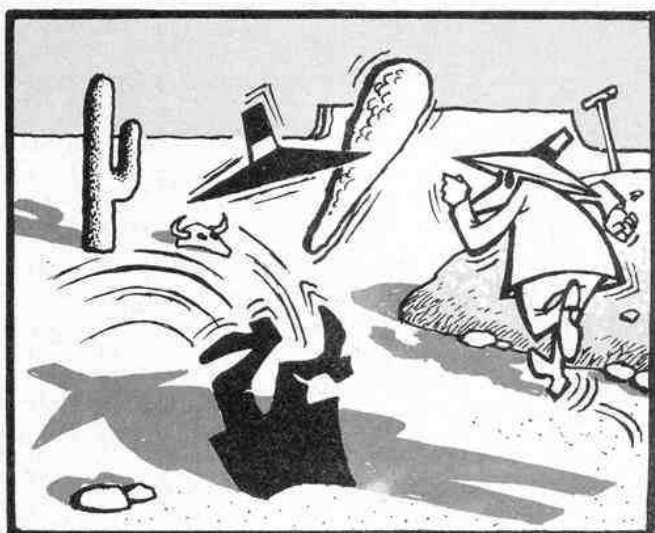
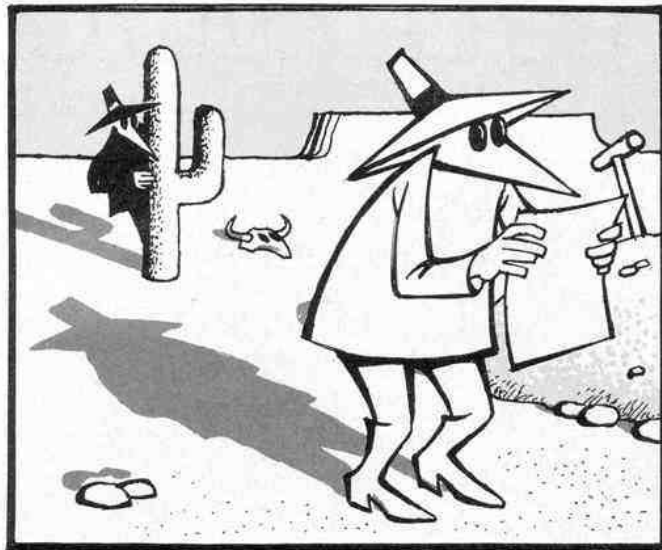
412
GREYHOUND







SPY VS SPY



1/6



TRUTH DECAY DEPT.

Even if you don't know the old, filthy joke on which the following article is based, there is an outstanding chance you will still thoroughly enjoy*** and laugh at...

STILL MORE R

"THE THREE BIGGES"

***The first big lie of this article!

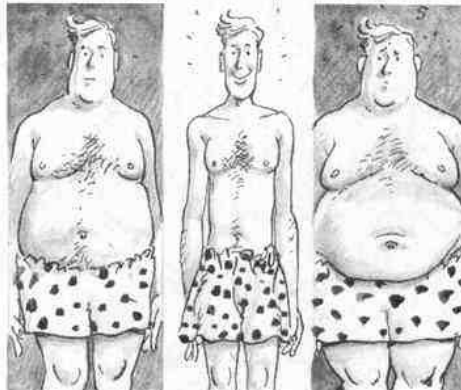
ARTIST: HARRY NORTH

On any rock concert poster...



"Good seats still available!"

On any quick-diet plan label ...



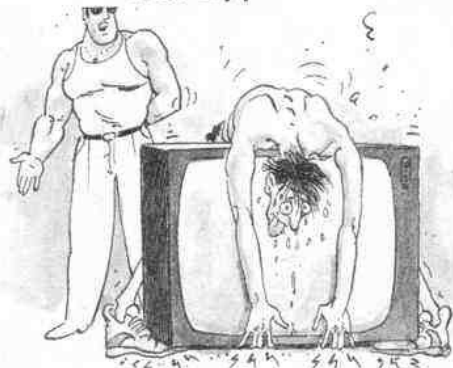
"Take weight off and keep it off!"

At any roadside construction site ...



"Men Working"

From any friend ...



"I'd give you a hand lifting that, but I've got a bad back!"

From any pre-Iraq War report ...



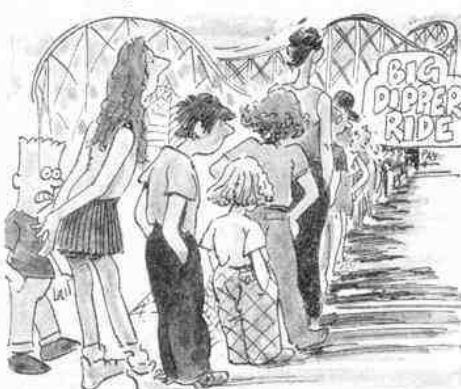
"Hussein's 'Elite' Republican Guard is the finest army ever assembled!"

From any fading starlet ...



"Posing nude in Playboy will help my career!"

From any amusement ride worker ...



"The line moves quickly!"

In the Pledge of Allegiance ...



"With liberty and justice for all."

From any stopped motorist ...



"The light changed as I was going through it!"

UNNERS—UP TO ST LIES IN AMERICA"

WRITER: J. PRETE

From any avowed feminist ...



"I do too have a sense of humor!"

On any vending machine ...



"Coin Return"

From any Pentagon spokesman ...



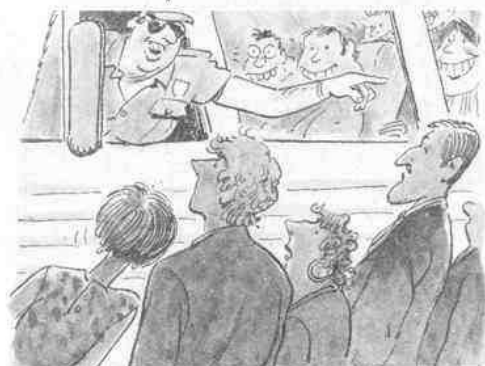
"There were no civilian casualties!"

From any townhouse salesman ...



"And the Homeowners Association takes care of everything!"

From any rush hour bus driver ...



"Don't worry, there's another bus right in back of me!"

From any rock album watchdog group ...



"It isn't censorship! We only want warning labels!"

From any shoe salesman ...



"They'll stop hurting once you break 'em in!"

On any cellular phone ad ...



"Crystal clear reception—no static or interference!"

From any real estate salesman ...



"All it needs is a little bit of paint and a couple of nails!"

SO NEAR, YET SO FARCE DEPT.

A "Para-Medic" is someone who's not quite a doctor. A "Para-Legal" is someone who's not quite a lawyer. A "Para-Military" is a military that's not quite a real military. Handy little prefix, "para." It got us to thinking that there are a lot of people who fit into one "not quite" category or another. We have decided to call these "not quite" people...

MAD'S "PARA-PERSON





S

VANILLA ICE
"Para-Singer"

DAN QUAYLE
"Para-Draft Dodger"

BANG

MORTON DOWNEY JR.
"Para-Has Been"

2 LIVE CR
WARNING
ADULTS
ONLY

TIPPER GORE
"Para-Censor"

JESSE JACKSON
"Para-Politician"

JESSE HELMS
"Para-Klansman"

DARRYL STRAWBERRY
"Para-Fielder"

BOB GUCCIONE
"Para-Pervert"

TULKA

Have you ever wondered why our radio dials are labeled so weirdly? Why the FM band starts at 88 and ends at 108, while the AM band starts at 54 and ends at 160? It's so we can't listen to all those stations before and after these numbers, of course! Well, our research

RADIO STATIONS WE

ATT Band

The Latest News, Jokes, Gossip and Cursing as Broadcast by the Guy Nearest You with a Cellular Car Phone

WGOD

Call-In Programs Hosted by 12 Psychotic Radio Personalities Who Think They're the Original Apostles

KZOO

Endless Barrage of Jokes and Tasteless Comments That Only the Untalented Host and His Crew of Screaming, Even More Untalented Lackeys Find Funny

KHIT

Lame Syndicated Music Countdowns featuring Pathetic Song Dedications to Estranged Family Members and Deceased Pets

WTIC

Old-Style Clock Sounds for Nostalgic Digital Watch Wearers

KMOM

Round-the-Clock Nagging, Guilt-Inducing Verbal Attacks and Kitchen Hints

33

41

57

65

71

75

-43

-21

-10

2

13

34

WRIP

Interviews with Dead People

WHOA

Your Horse-Stopping Station

WDOA

The Sounds of Ambulances Stuck in Traffic

WIVY

Talk Radio for Plants

FM

88

92

96

AM

54

60

70

80

1

WKKK

Racist Rock for the 90's

ARTIST: AL JAFFEE

now reveals what the government and others have struggled so long and so hard to keep secret. Let us pause now for a station identification, as we here at MAD proudly present for the first time anywhere, this semi-complete, FCC-approved and sanctioned list of...

NEVER GET TO HEAR



KKID

Brash 18-Year-Old Neurotic, Obsessed with Mars Bars, Lingerie and Iron Maiden, Broadcasting Sporadically from his Uncle Lenny's Basement

KG00

The Station of Baby Sounds for Career Women Too Busy to Have Their Own

"The Station That Never Needs Changing!"

NASA Band 2

Shuttle Launch Countdowns Beginning at T-Minus Two Million Seconds

KHAM

Would-Be Comedians Yaking Through Your Favorite Records

WBLT

Famous Last Squeals of Slaughtered Pigs

WINE

Annoying Music That Drives You to Drink

WRITER: DAN BIRTCHER

102 106 108 MHz

120 140 160 kHz

121 125 130 144 169

WKEN

Detailed Comprehensive Coverage of the Latest Kennedy Scandal

WLSO

Acid Muzak

WARM

The Not-So-Hot Hits of Yesterday

WVOC

The Voice of Canada Radio "Spreading the Truth to America Since 1953"



①

the '92 election
another S&L bailout
the Barcelona Olympics
Shamir's new rock video
Albanian statehood
the deportation of Democrats
the yak season
the first brain transplant
nude tractor-pulling
the Martian winter
the end of the world
"Liberia Is For Lovers" Week

②

running
sharing intimacies
going one on one
endorsing Minoxidil
doing the forbidden dance
sampling Boise nightlife
mining Boston harbor
discussing Madonna's implants
trading pork-belly futures
swapping children
inhaling helium
skinny-dipping

③

with Dan Quayle
with Colin Powell
after a heavy meal
during reruns of *Uncle Buck*
with pygmy royalty
in deep doodoo
behind the Lincoln Memorial
with the Miss Tulsa runner-up
while Jupiter is in Capricorn
with Muppet hitmen
with trained otters
in velvet dickeys

④

my recent comments
Nancy Reagan's astrologer
our breaking the Japanese code
listening closely to bison
my inability to perspire
the latest issue of *Groo*
my chat with Marley's ghost
a Nolan Ryan prophecy
my previous life as a Goth
Ted Kennedy's Spandex fetish
reading romance novels in Urdu
my inability to lob

⑤

the Vice President
the Supreme Court
pardoning my son Neil
a national sperm bank
arming the homeless
the new Stealth skateboard
Delta Burke's weight loss
a 2 Live Crew postal stamp
Saddam's sex change
selling Wyoming to Japan
Mongol cuisine
Bob Costas's evil twin

⑥

has my complete support
serves no useful purpose
raises hell with my thyroid
could cost us Lapland
could keep me off Mt. Rushmore
violates the First Amendment
really bugs Helmut Kohl
is an insult to the working man
is a small price to pay for peace
will never fly in Poughkeepsie
could wipe out illiteracy
means diddly-squat to the Kurds

⑦

rumors to the contrary
Dick Cheney's morning breath
Marilyn Quayle's overbite
food fights in the Senate
my failure to find Waldo
Cleveland's road record
Elvis haunting my dreams
Leno acing out Letterman
price supports for broccoli
Crest outperforming Aqua-Fresh
my conversion to Islam
that new Iran-Contra sitcom



ONE BIG QUESTION MOCK DEPT.

Ever see a dull White House
tired, evasive answers?

ALL-IN WHITE

ARTIST: GERRY GERSTEN

Mr. President, with _____
only months away, how do

②



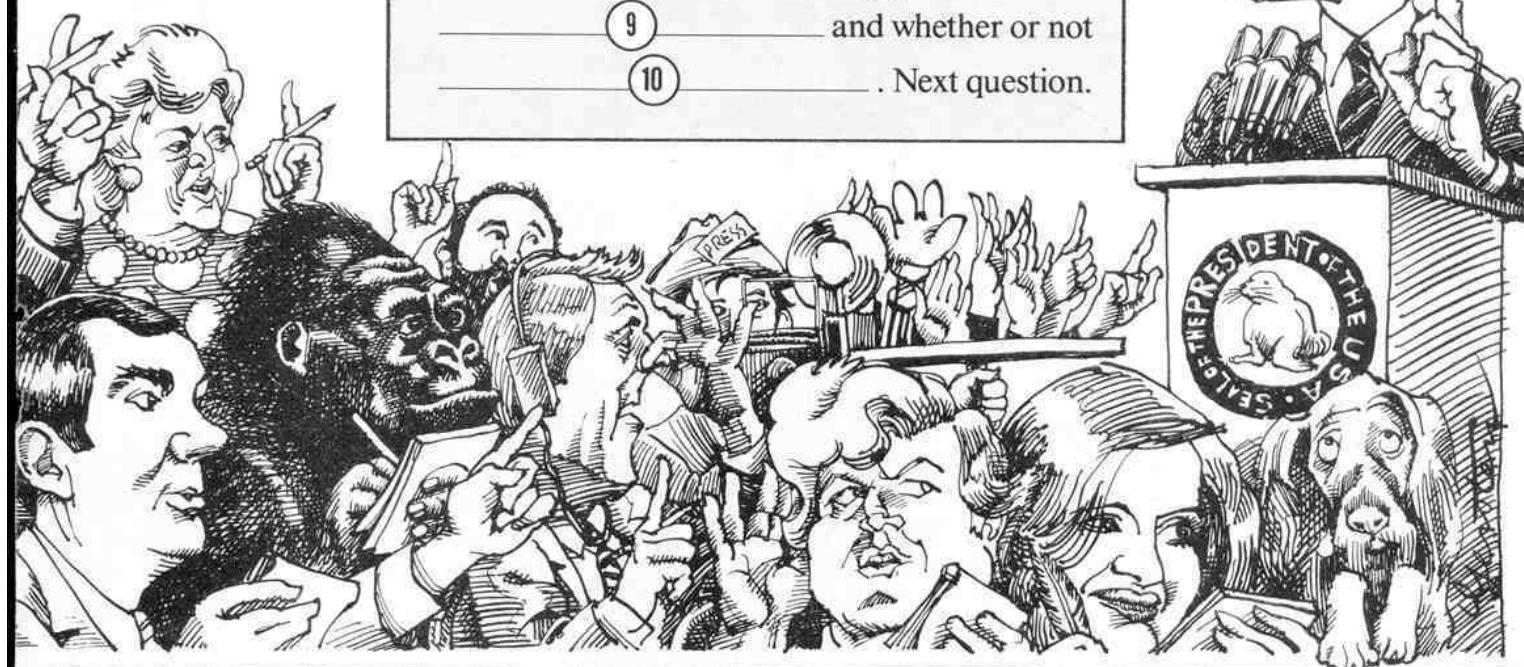
use press conference where the reporters ask boring questions and the President gives
? Wouldn't it be lots more fun if you could put words in their mouths?? Try MAD's...

EXCLUSIVE DO-IT-YOURSELF WHITE HOUSE PRESS CONFERENCE

WRITER: FRANK JACOBS

① _____
do you feel about
③ _____?

As you know from ④ _____,
⑤ _____ ⑥ _____
despite ⑦ _____. My decision
will be based on ⑧ _____
⑨ _____ and whether or not
⑩ _____. Next question.



⑧
the will of
totally ignoring
my mating dance with
swapping Zip codes with
handing over Guatemala to
groveling at the feet of
sharing my tax refund with
rapping psalms with
doing wheelies with
the effect of a Mayan curse on
introducing Wile E. Coyote to
renting out Camp David to

⑨
the people
17 Texas delegates
our dog Millie
Exxon lobbyists
Ted Turner
pre-school mercenaries
the "in crowd" at Wendy's
a UFO-logist named Zack
Kitty Kelley
precocious owls
the Republican Guard
Sununu's relatives

⑩
I choose to run again
I can dump Quayle gracefully
anyone cares
narrow ties come back
I see my shadow
Massachusetts secedes
we're at war with France
we can bail out Las Vegas
we have to entertain the Yeltsins
Gretzky stays healthy
Cathy marries Irving
I wind up impeached

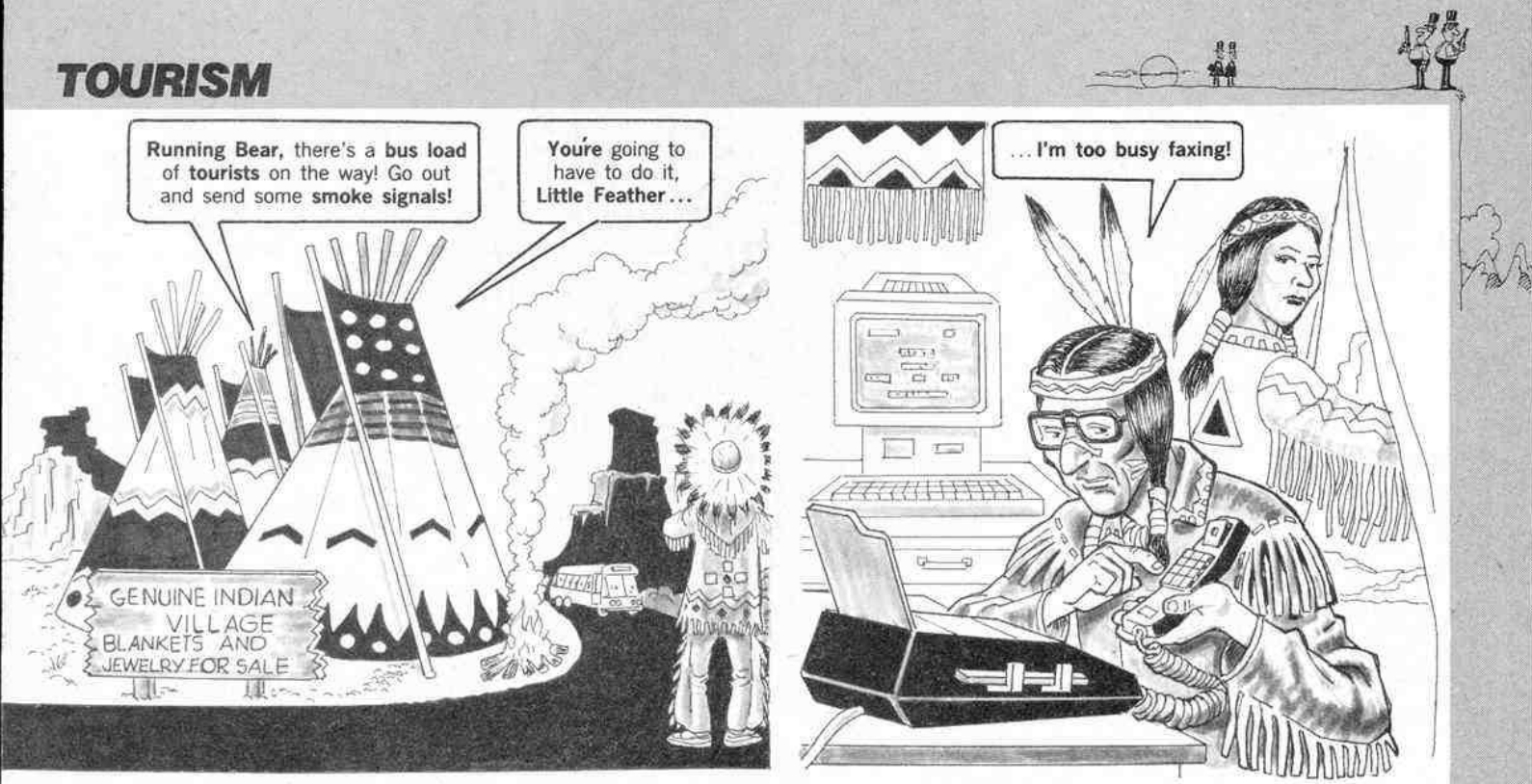
CAR OPTIONS



BERG'S-EYE VIEW DEPT.

THE LIGHTE

TOURISM



THE ENVIRONMENT



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

STEREOTYPES



ORDERLINESS



FASHION



THE WORK FORCE



AMBITION



SCHOOL



HAIR CARE



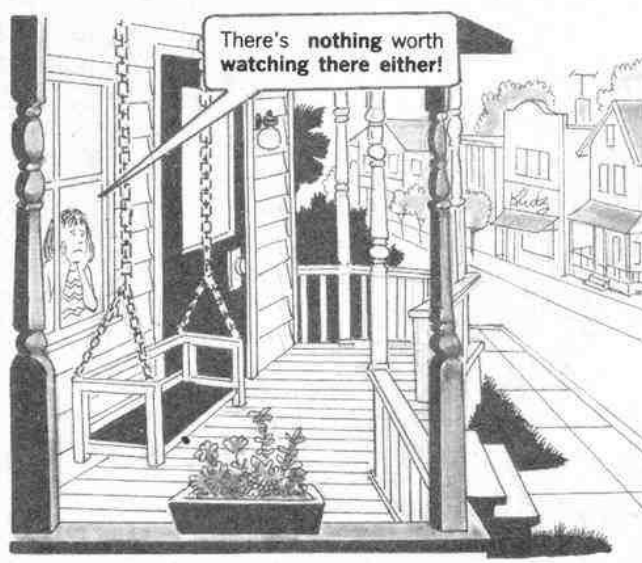
SECURITY



THE OFFICE



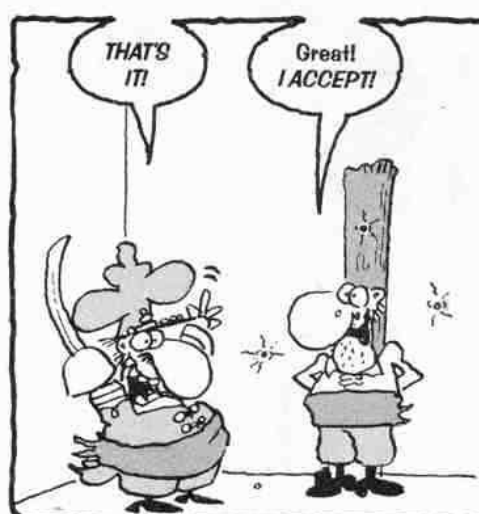
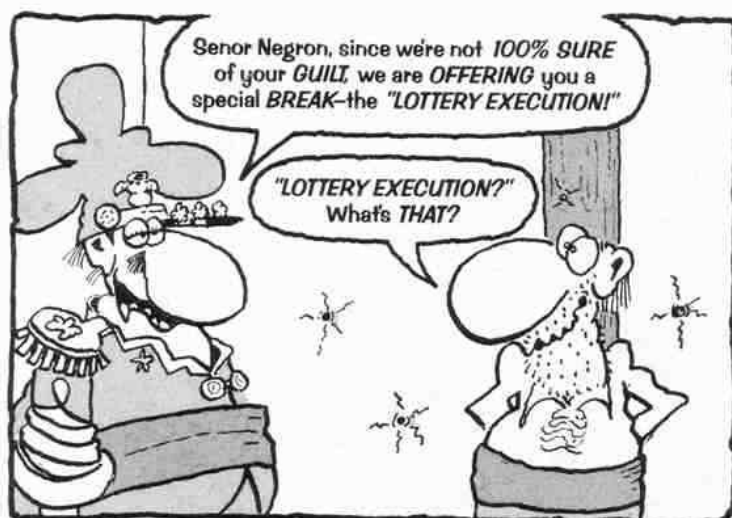
VIEWING



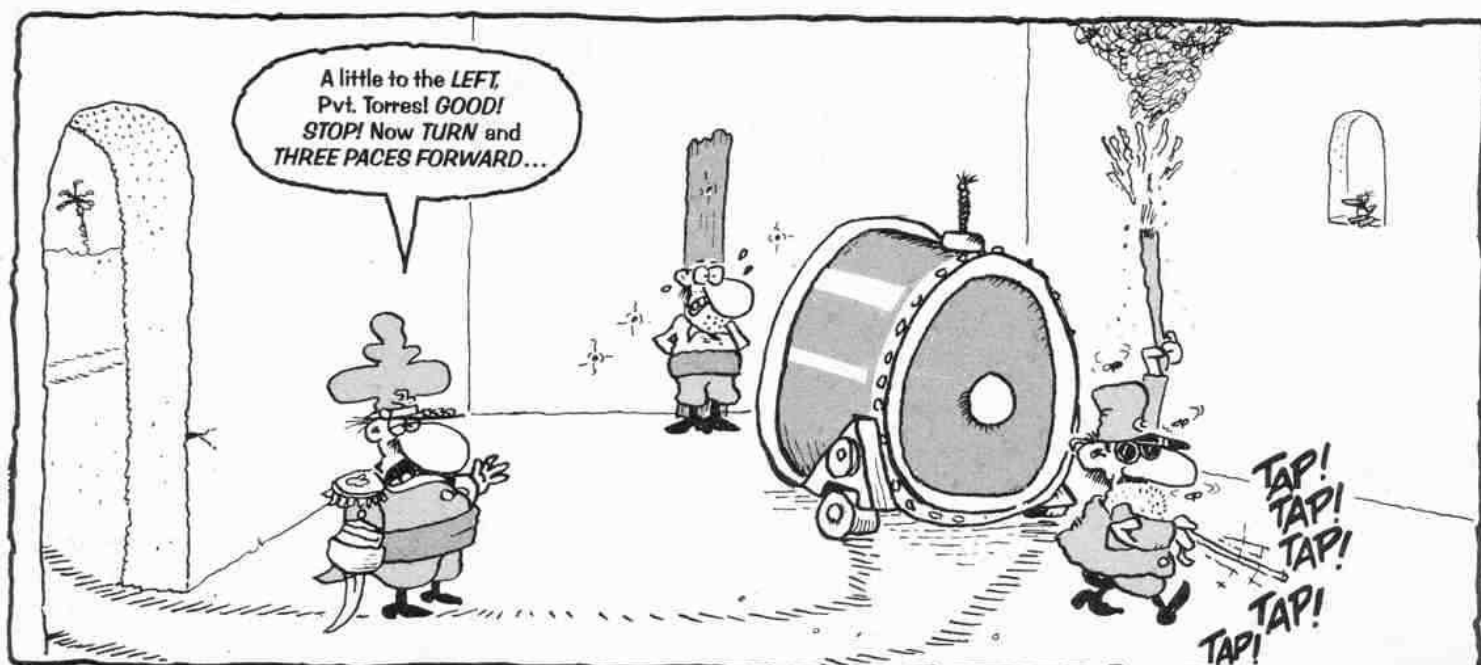
DOCTORS



The Catastrophic Captives Condemnation



CREAK
SQUEEK
SQUEEK



SPLIT PERSONALI-TEASE DEPT.

Take one well-known celebrity...someone with a high profile who's easily recognizable and familiar to a great many people. Now take a second well-known celebrity...Someone with an equally high profile who's just as recognizable and familiar to a great many people. Now combine the two and what have you got? A few pages in People Magazine! But since we hate that rag, here's...

MAD'S TWIN PEEKS

ARTIST AND WRITER: TOM HACHTMAN



M. C. Hamlish



Axl Roseanne



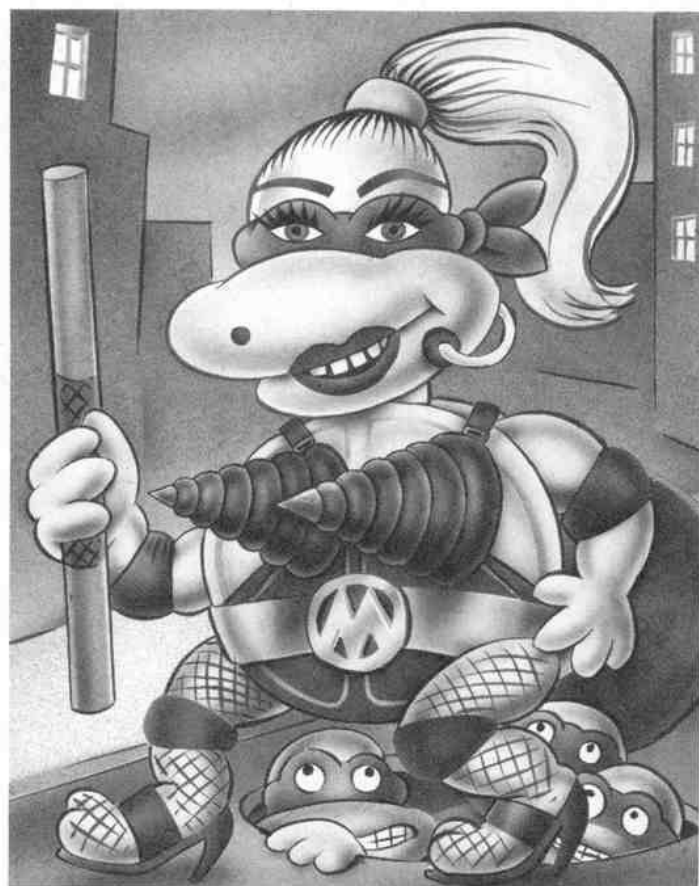
Babart



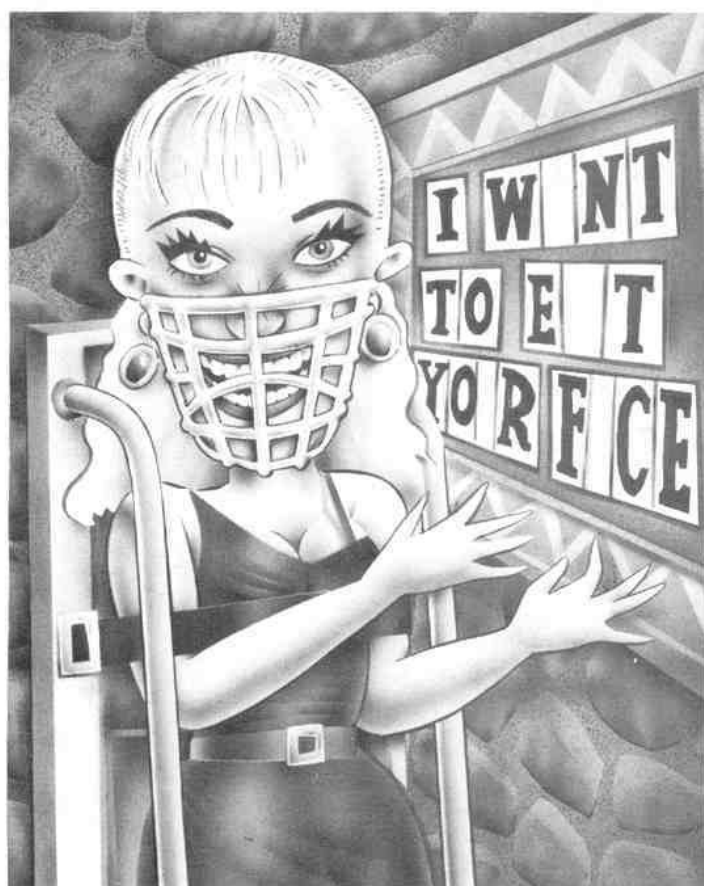
RoboKoppel



Super Mario Cuomo

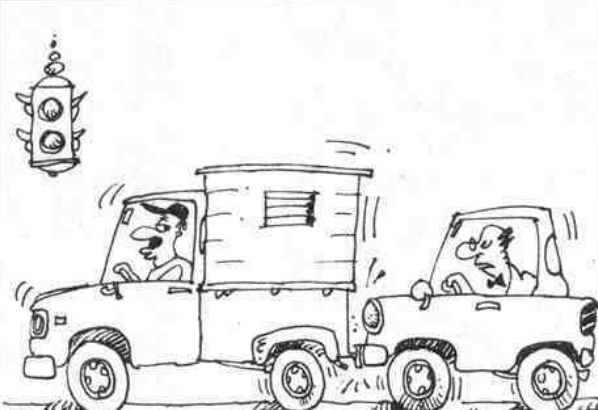
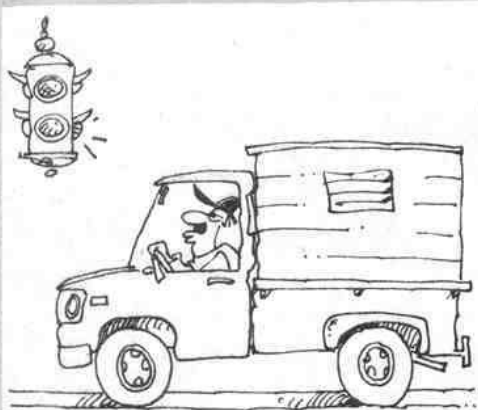
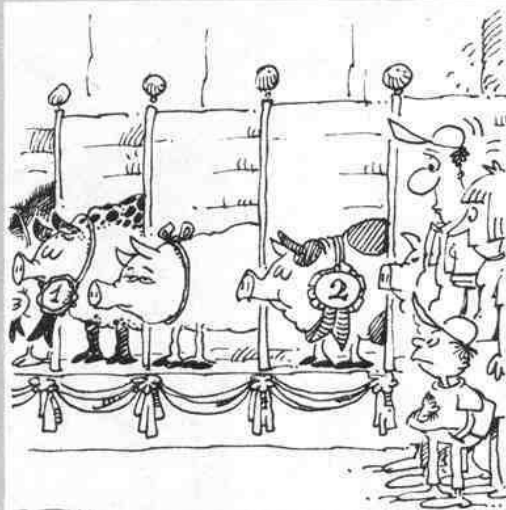


Madonnatello



Vannabal the Cannibal

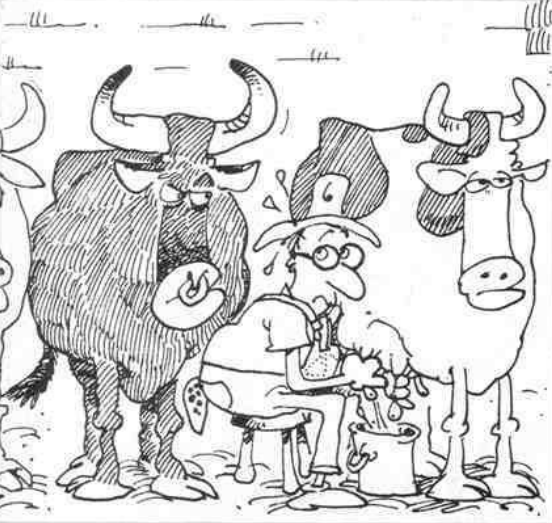
A MAD LOOK AT

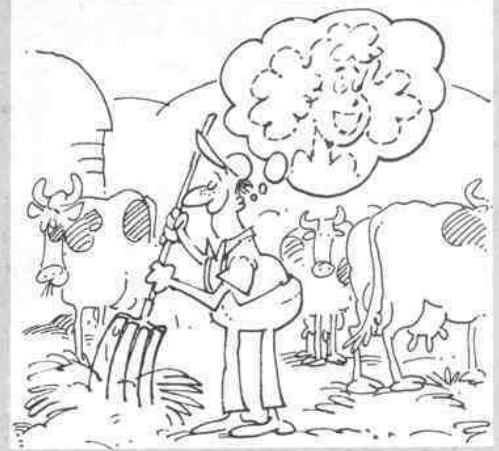
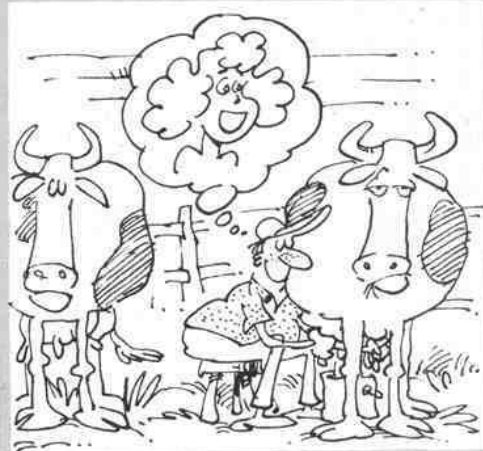
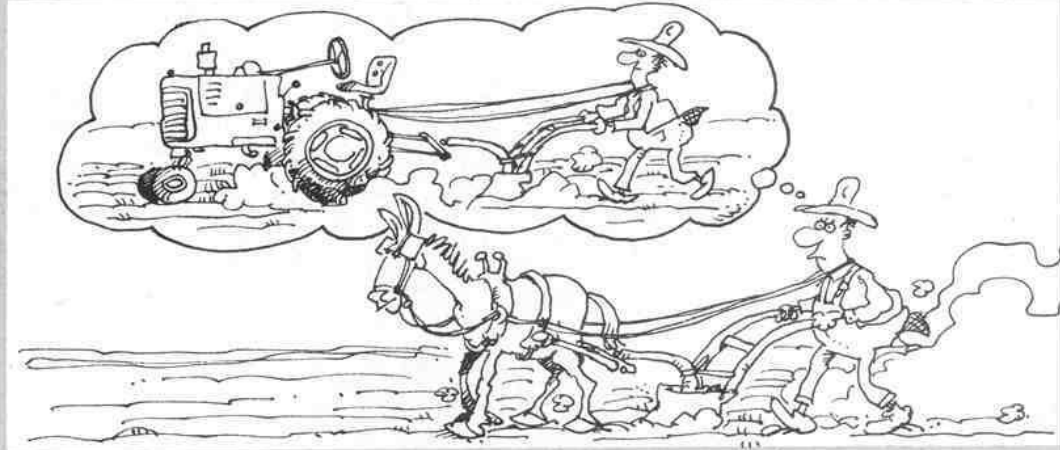
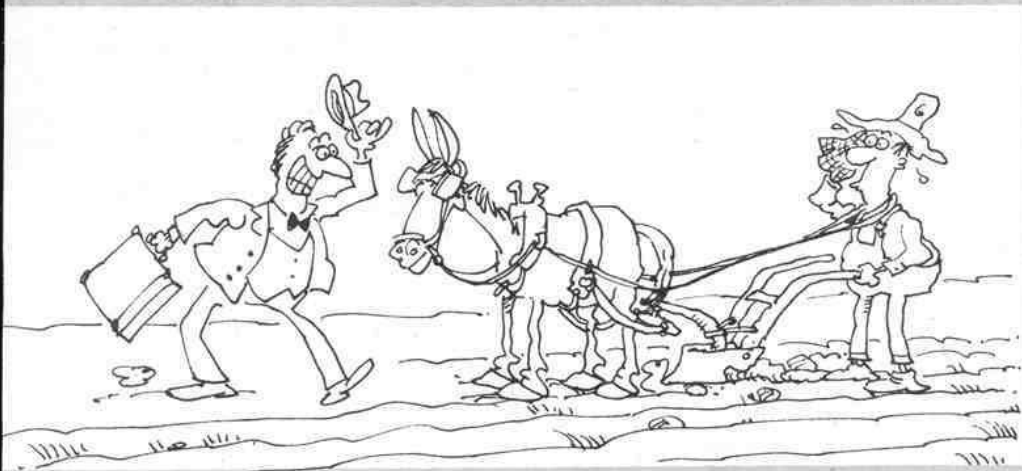


FARM LIFE



ARTIST AND WRITER: SERGIO ARAGONES





The MAD WRITER'S Fantasy**The MAD WRITER'S Reality**

As you can see from the nifty little drama depicted above, things in life often don't "pan out" as one might like. Sometimes things turn out rather poorly. All too frequently, they turn out even worse! The rest of the time ... KABLOOIE! Take this intro—we wanted something short, compact, concise and to the point. What we got was a long, boring, tedious, meandering gabfest! Nonetheless, it did do the job and introduced ...

CONSUMER FANTASY

VS.

PRODUCT REALITY

ARTIST: BOB JONES

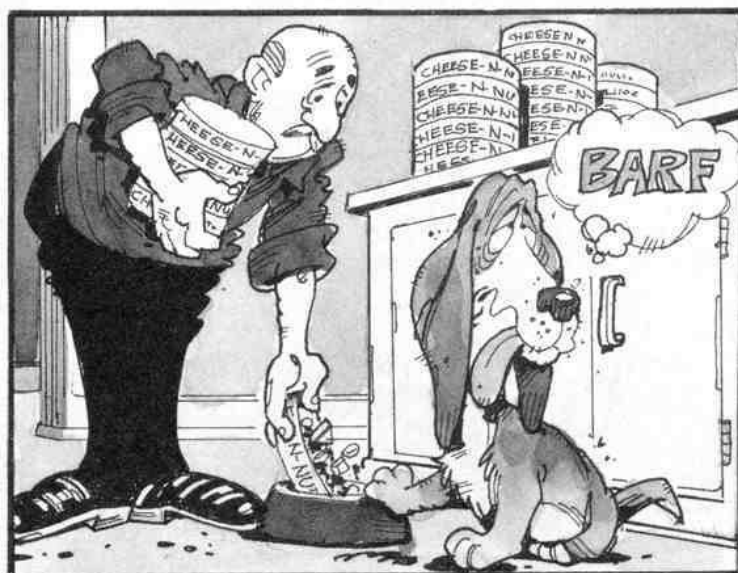
WRITER: MIKE SNIDER

The MR. MICROPHONE Fantasy**The MR. MICROPHONE Reality****The AIR JORDAN Fantasy****The AIR JORDAN Reality**

The CHEESE 'N' NUTS GIFT-PAK Fantasy



The CHEESE 'N' NUTS GIFT-PAK Reality



The CAR ALARM Fantasy



The CAR ALARM Reality



The CHEWING TOBACCO Fantasy



The CHEWING TOBACCO Reality



The NAUTILUS MACHINE Fantasy



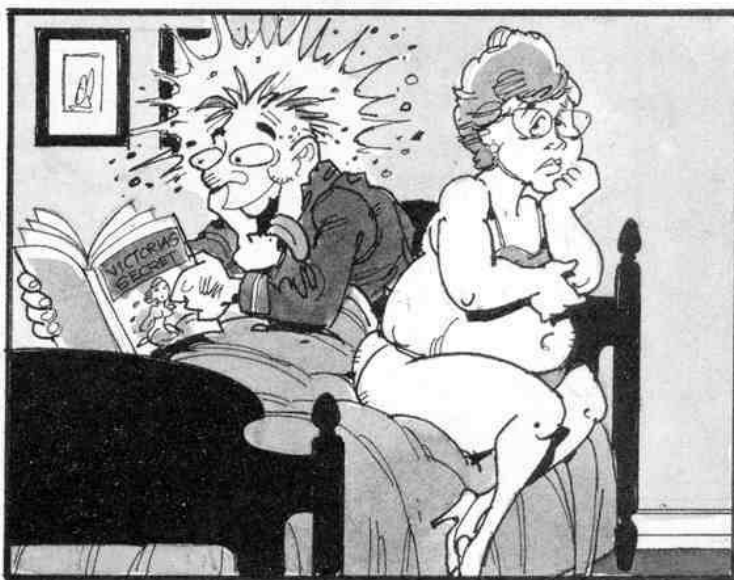
The NAUTILUS MACHINE Reality



The VICTORIA'S SECRET Fantasy



The VICTORIA'S SECRET Reality



The HALLOWEEN COSTUME Fantasy



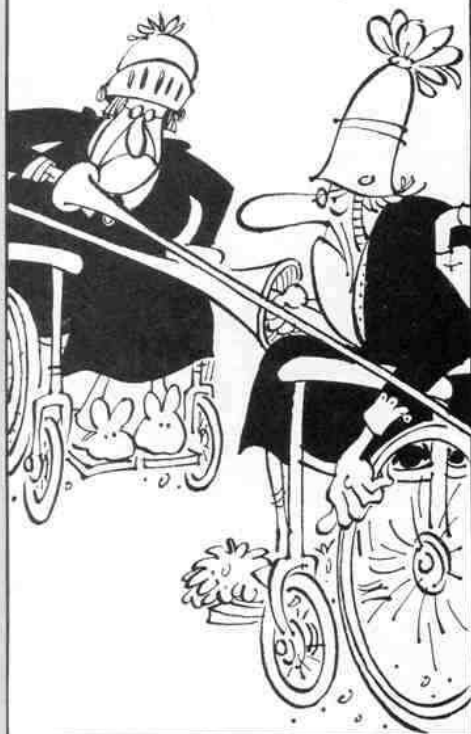
The HALLOWEEN COSTUME Reality



There comes a time in all of our lives when age sets limits on our athletic abilities. But true athletes always remain forever true athletes, even past the time when they start to collect social security. Unfortunately, by then these athletes aren't much competition for their younger counterparts. Their eyesight has dwindled, their hearing is gone and a task as easy as walking has become a chore in itself. Some "Elderly Athletes" get discouraged and call it quits, but others look beyond and find...

GAMING BUT V

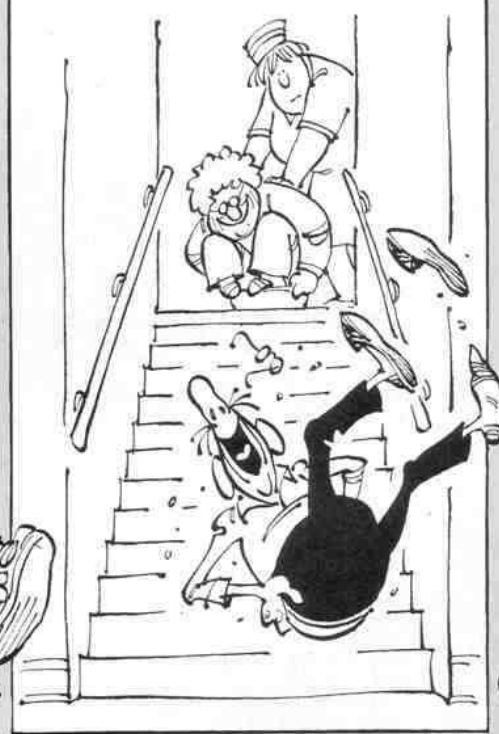
Wheelchair Jousting



Treadmill Relay Races

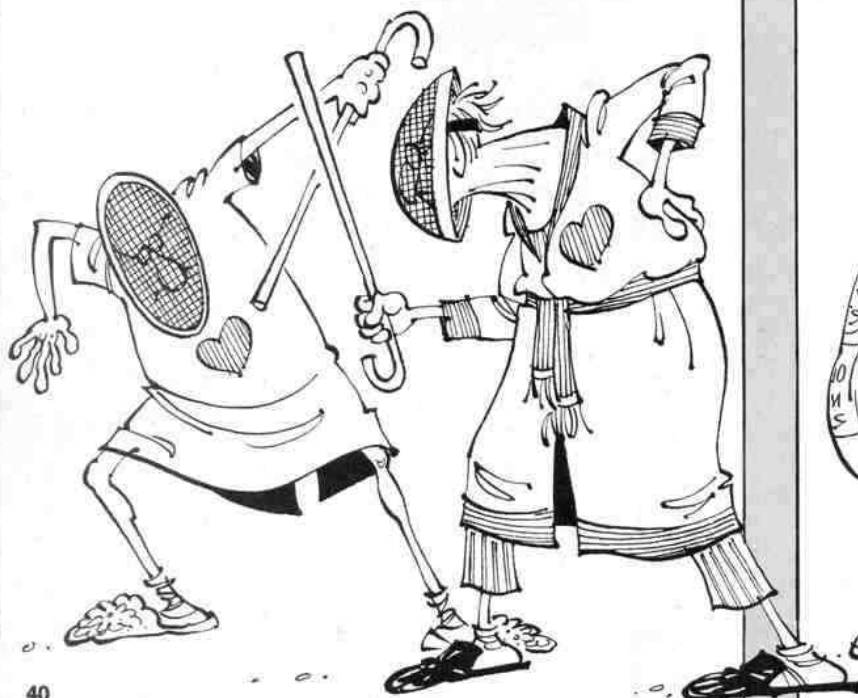


Bedpan Bobsledding

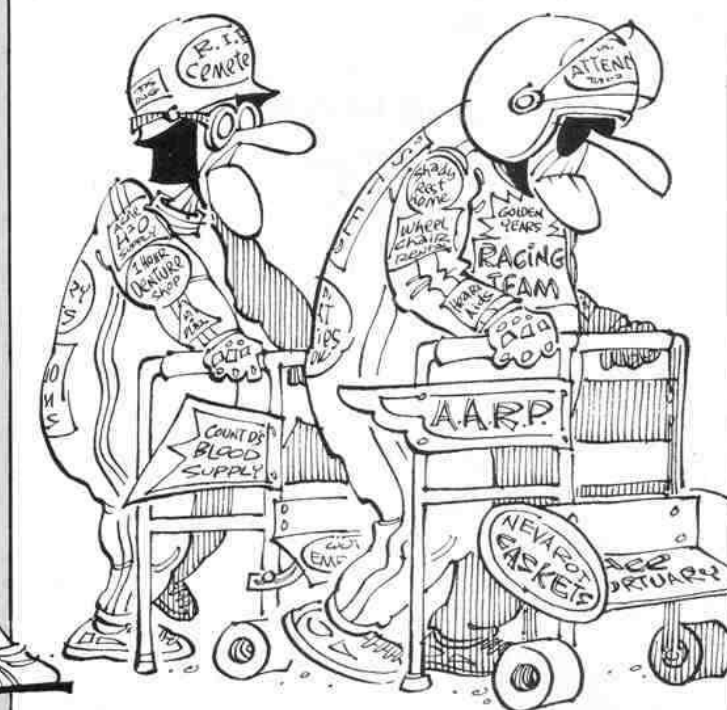


ARTIST: PAUL COKER

Cane Fencing

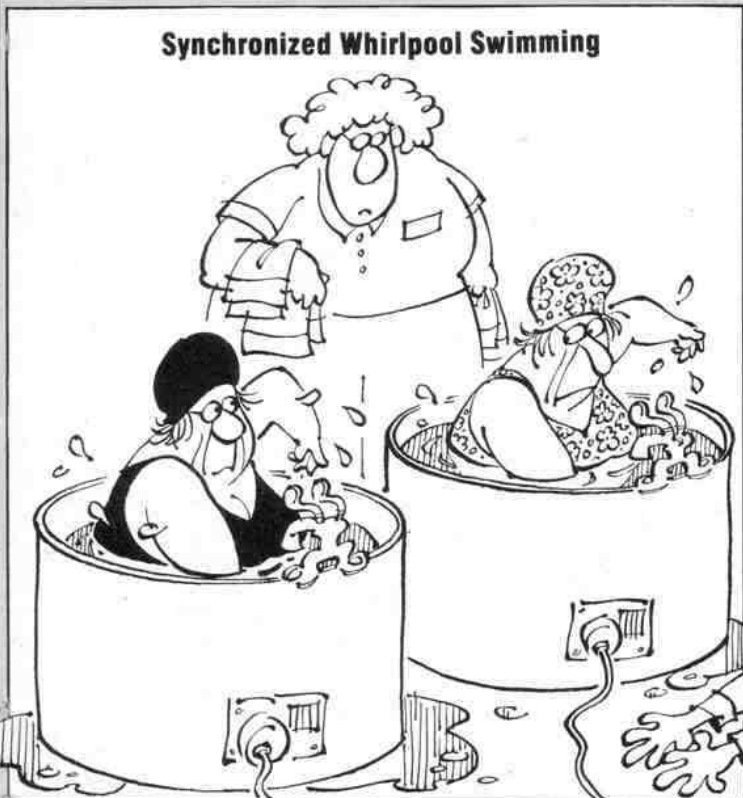


Modified Walker Races

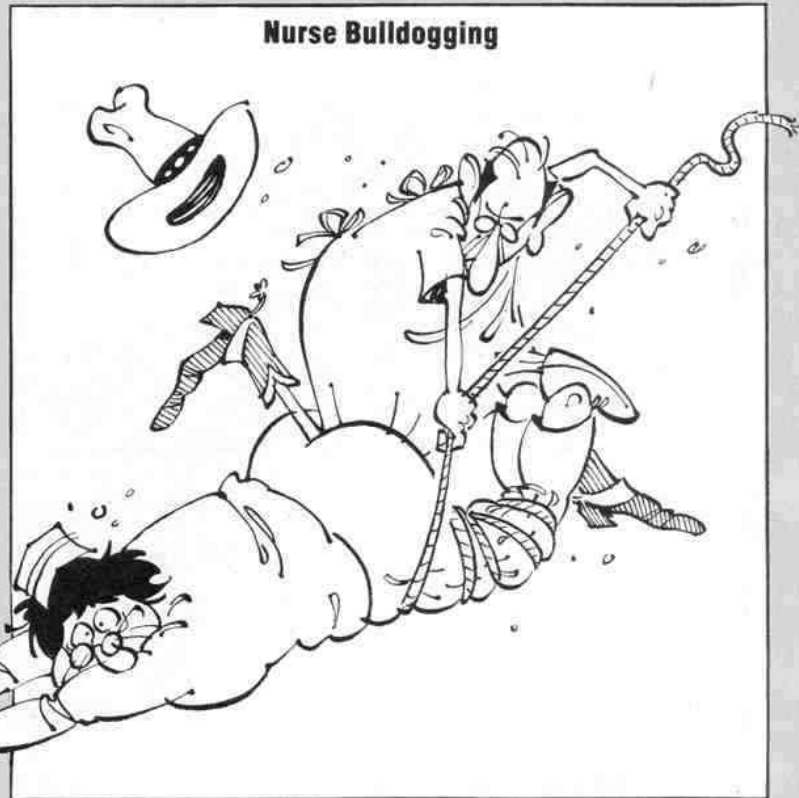


IS for PEOPLE TOO OLD to PLAY WHO STILL WANT TO COMPETE

Synchronized Whirlpool Swimming

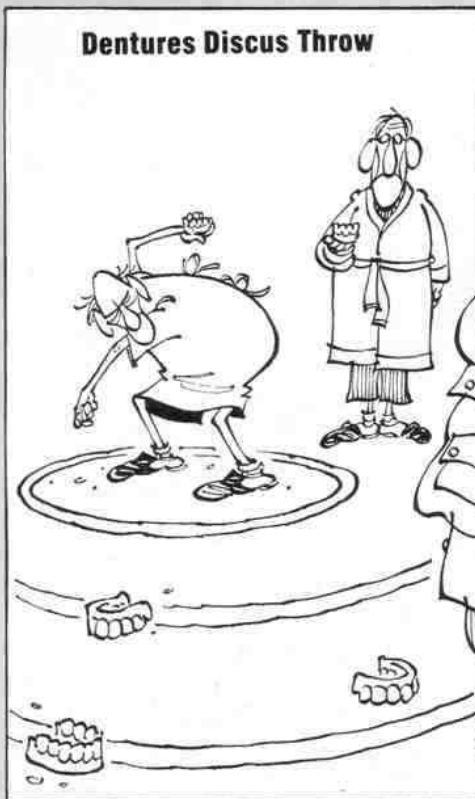


Nurse Bulldogging



WRITER: WILLIAM T. RASCHENDORFER

Dentures Discus Throw



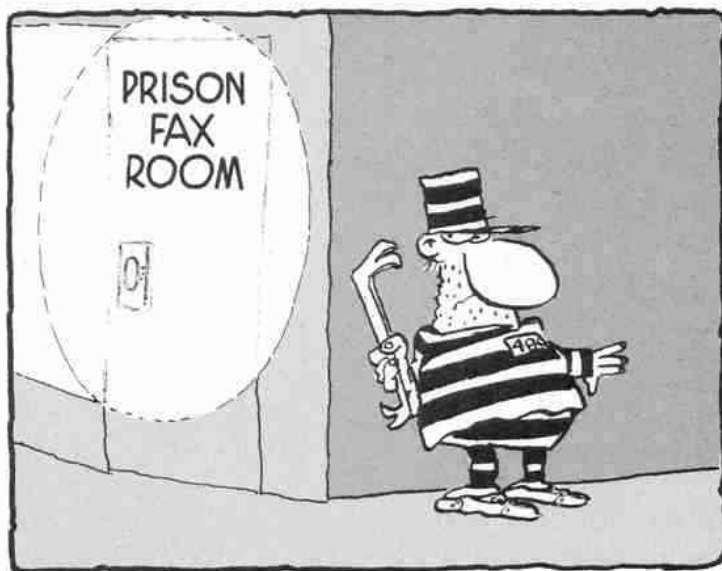
Escalator Hill Climb



Threshold High Jump



The Perplexing Penitentiary Ploy



ARTIST AND WRITER: DUCK EDWING



A gentle, soothing bath, a glass of warm milk, soft music filling the background air...good old American standbys to help you relax, unwind and perhaps doze off. But these traditional methods pale in comparison to the drowsy, logy, semi-comatose feeling we get when watching a popular, laid back series about a Jewish New York doctor living in Alaska. Of course, we mean...

SNORIN' EXPOSURE

ARTIST: ANGELO TORRES

WRITER: STAN HART

Hey, what's that moose doing in the middle of town?

Beats me! He keeps asking if anyone has seen a flying squirrel with an old aviator's cap and goggles!

The good news about this show is that it will sometimes allow itself a quiet moment!

The bad news is that sometimes that quiet moment lasts for the entire show!

I can't understand why Jowl isn't enamored with Alaska! Consider its beauty and natural resources—miles of beaches, vast amounts of oil...

...even if it is in the same place!

Admit it, O'Corbball, you have a love/hate relationship with me!

Right! I love doctors and I hate schmucks!

The mutual attraction that they hide by being antagonistic towards each other is something you don't see very often!

Not unless you watch how pre-teens act in junior high school!

SHE FLIES TOO!

Torres

My name is **Jowl Fishface** and I'm a Jewish doctor from New York City! I was granted a **full scholarship for medical school** by the **State of Alaska**! In return, I contracted to spend my first **four years as a doctor up here to practice medicine!** I thought I was going to be assigned a **modern city like Nome or Fairbanks...**

HALF BAKED
ALASKA

Fishface, you've been assigned to a town called **Sissily!** Don't waste your time looking for it on any map!

Why are you sending me to such a **God forsaken place** like that?

Two reasons: One, there's **no doctor** for hundreds of miles around and two: we're a **fun bunch of anti-semites!**

They really don't need a **doctor** in this town—it's so **remote** that diseases can't possibly find their way here!

Tell me the **truth**, Fishface, are you any good?

Are you kidding? I'm a recent **graduate of Columbia University's Medical School!**

If their **med school** is as good as their **football team**, this town's in **deep moose kaka!**

Dr. Fishface, you have inspired me! I now know what I want to be! I want to be **just like you!**

Okay! You can start by **getting circumcised!**

On second thought, forget it!

I know you're only **eighteen** and I'm **sixty two**, but I'm **mature and solid!** Kind of like a **sturdy old tree!**

You're not really like a **tree!**

What do you mean?

A **tree** has its rings on the inside!

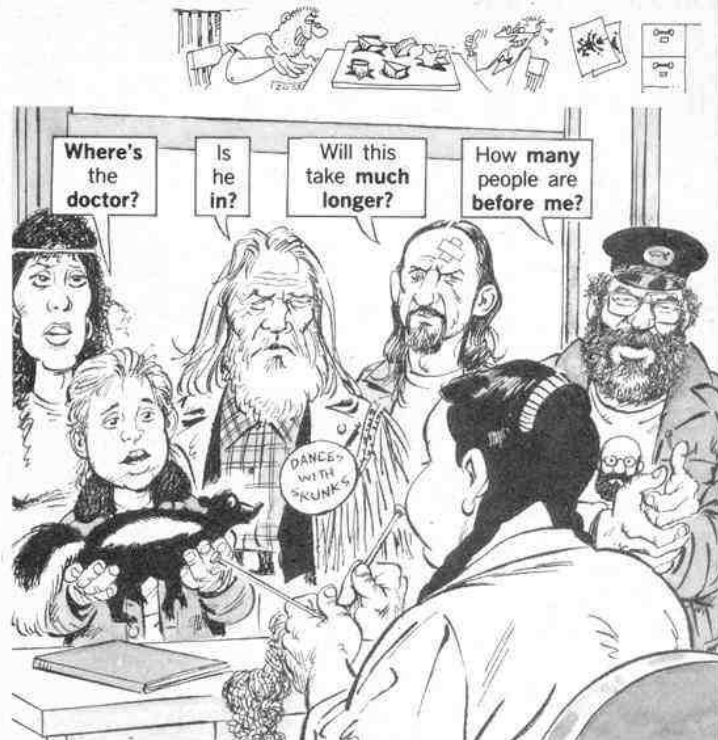


I heard that you really miss New York City, so I brought up a whole **planetload** of muggers, beggars, and drug dealers to make you feel at home again!

That was very **thoughtful** of you to do that!

Shove it, Fishface!

Aha! I see there's a bit of the **typical New Yorker** in you too, O'Cornball!



Where's the doctor?

Is he in?

Will this take much longer?

How many people are before me?

DANCES WITH SKUNKS



Marylump, just who do you think you are? You're only a nurse, so when people ask a question you answer it! When you get to be a doctor, then you can ignore the patients!



Why are you so incompetent, Fishface?

Because I play a **stereotype**—the weak, defenseless Jewish guy who can only use his head, but can't do anything physical!

Yeah? Try selling that stereotype to the Israeli Army!



What are you doing here in the middle of the night?

I just want to tell you that I **know** you're really very attracted to me! And all your hostility is only because deep down you secretly want me!

I'm surprised to learn that! Almost as surprised as ...



... my boy friend will be!

AXE-A-LOT!



O'Cornball, is that your boyfriend?

Hmmm, let's just say he was my boyfriend!

You mean you just broke up?

Not exactly! Looks like this one is dead, too! I lose more boyfriends! Must be something about this here bedroom!

This isn't a bedroom, this is a morgue!



I'm a man's man! How do you respond to that?

The way I respond to everything in this show, by saying "What?", "What?", "What?"



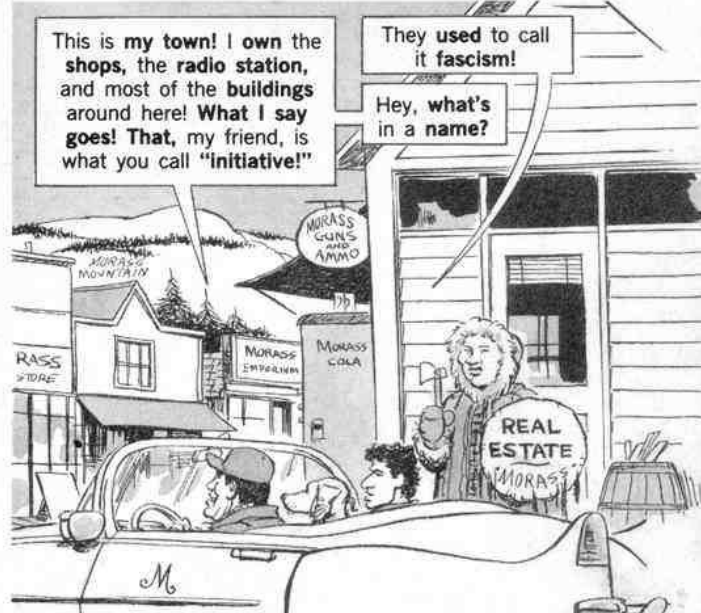
A man's man can be both cruel and compassionate!

How does he do that?

By killing something he loves! Want to see me shoot my dog?

Is he sick?

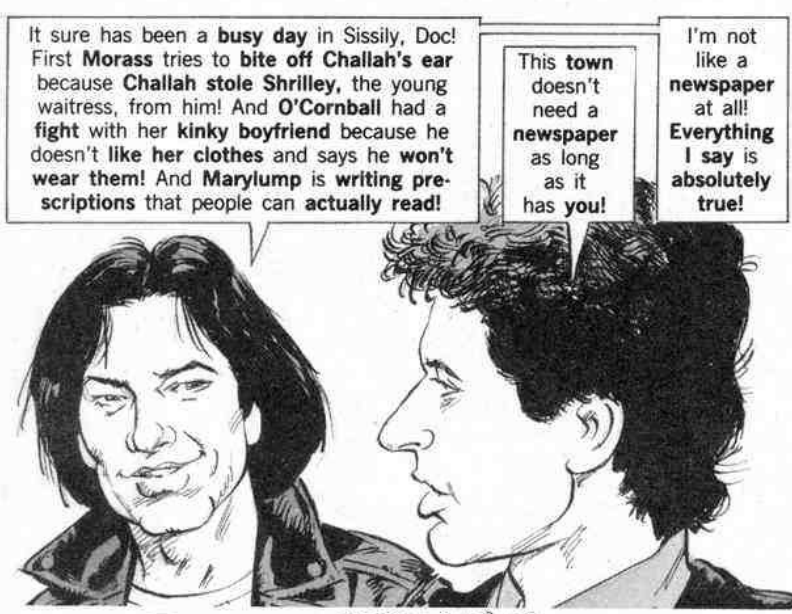
No, but I sure as hell am!



This is my town! I own the shops, the radio station, and most of the buildings around here! What I say goes! That, my friend, is what you call "initiative!"

They used to call it fascism!

Hey, what's in a name?



It sure has been a busy day in Sissily, Doc! First Morass tries to bite off Challah's ear because Challah stole Shrilley, the young waitress, from him! And O'Cornball had a fight with her kinky boyfriend because he doesn't like her clothes and says he won't wear them! And Marylump is writing prescriptions that people can actually read!

This town doesn't need a newspaper as long as it has you!

I'm not like a newspaper at all! Everything I say is absolutely true!

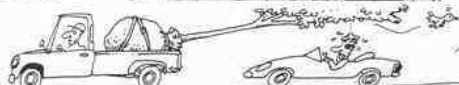


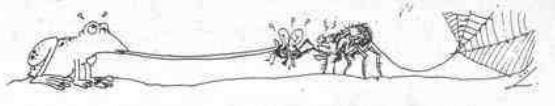
Let's just chat for ten minutes or so!

Shouldn't we be advancing the plot of this episode?

We don't have plots! This show is very laid back!

If it were any more laid back, it would be a mural!





This is some depressing place! It's always cold!

You'll feel better when it's summer!

And when will that be?

Don't rightly know! Last year it was on a Tuesday!

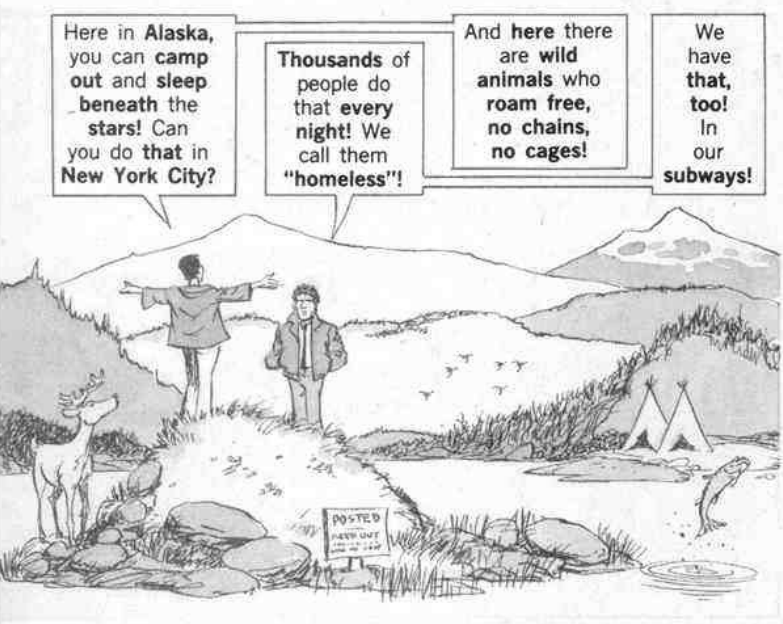


God, I miss New York City so much—the museums, the theaters, the concerts...

I guess you went to all of them, huh?

Yes, I did!

Maybe if you had spent more time studying medicine and less time going to all those high falootin' places, you wouldn't have become such a lousy doctor!



Here in Alaska, you can camp out and sleep beneath the stars! Can you do that in New York City?

Thousands of people do that every night! We call them "homeless"!

And here there are wild animals who roam free, no chains, no cages!

We have that, too! In our subways!

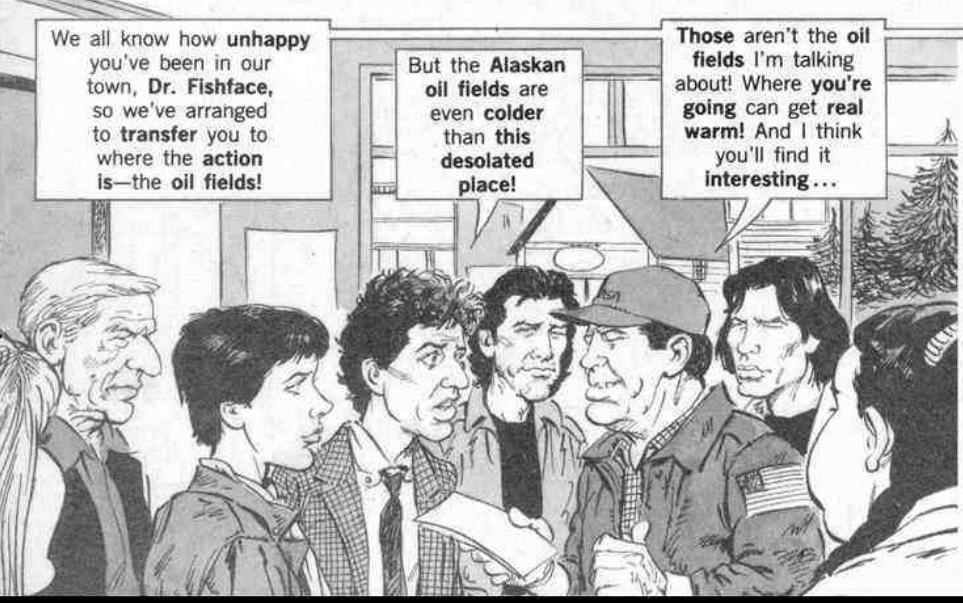


I was an astronaut! I walked in space!

Like John Glenn and Buzz Aldrin?

Those wimps did it wearing helmets!

Now I understand you a lot better, Morass!



We all know how unhappy you've been in our town, Dr. Fishface, so we've arranged to transfer you to where the action is—the oil fields!

But the Alaskan oil fields are even colder than this desolated place!

Those aren't the oil fields I'm talking about! Where you're going can get real warm! And I think you'll find it interesting...

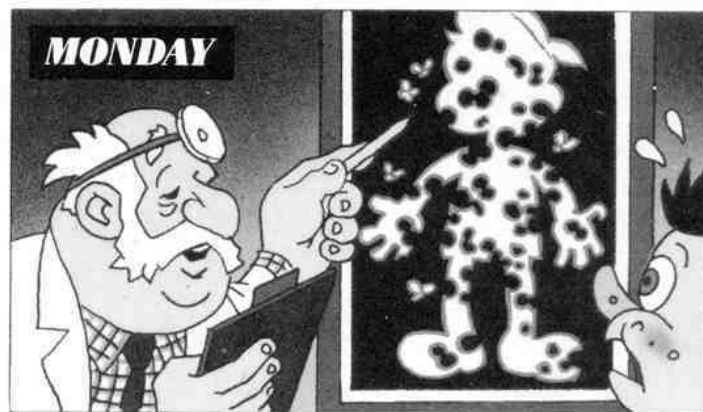


...a nice Jewish kid like you in Kuwait!

Pinocchio Has a Bad Week!

ARTIST: JOHN POUND

WRITER: DAN BIRTCHER



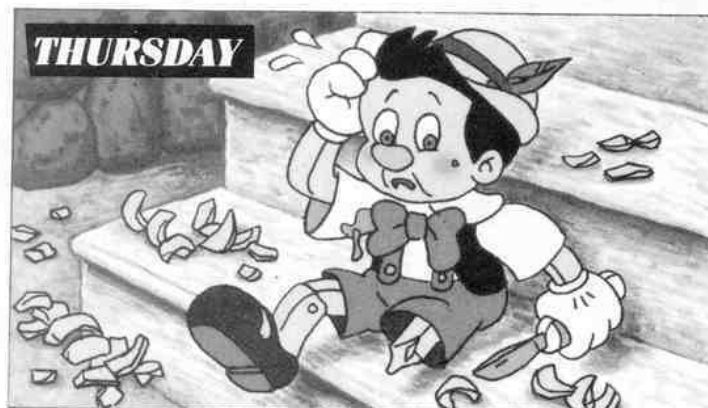
Tests reveal he's picked up a bad case of termites from a wooden toilet seat.



The real boys at his school play a cruel joke on him.



He discovers that his antiperspirant does nothing to prevent embarrassing sap stains.



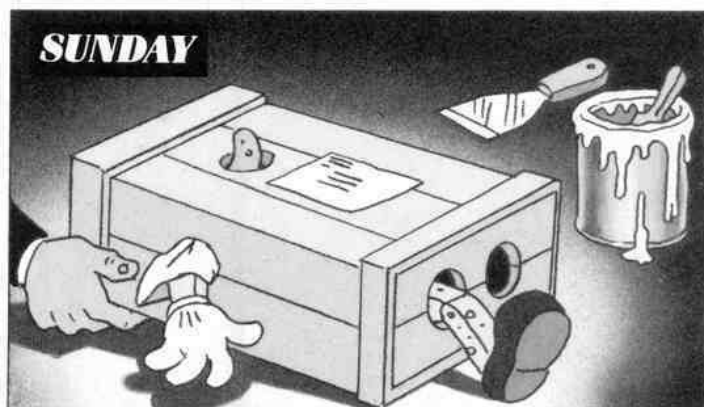
After passing a few hours whittling with Gepetto, he is unable to find his left foot.



Alone in his room, he wonders why so many people believe it's lucky to knock on wood.



He attends Jiminy Cricket's funeral after his friend dies an untimely death on a Shell No-Pest Strip.



Told that Finishing School is no place for a boy like him, he is packed off to refinishing school.

**WHAT GARISHLY
LOUD FASHION
STATEMENTS HAVE
BECOME A MUST FOR
TRENDY PEOPLE?**

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

Fashion trendsetters today must have one important thing. To find out what it is, fold page in as shown at right.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



BEAUTIFUL DUDES STAY EXCELLENTLY COOL BY KEEP-
ING UP WITH ELEGANTLY BIZARRE AND IRREV-
ERANT STYLES. THIS IS WHAT MAKES TRENDSETTERS.

A ►

◀ B

WHITETAIL DEER:

4 years old. Forest creature and a member of the Nature's Revenge Association.

"Every year my peaceful woodland home is invaded by thousands of hunters who shoot at me with rifles and guns with absolutely no provocation on my part. Usually I'm just walking around, minding my own business or chewing on some berries when BANG! A bullet goes flying past my head. Now don't get me wrong. I have nothing against sportsmen, but I don't like being the target of some accountant from Scarsdale out for a weekend with his buddies. All of the bears, rabbits, racoons and other forest creatures I've spoken to feel pretty much the same way.

"That's why we formed the NRA—Nature's Revenge Association. We've learned that a hunter will have a new appreciation and respect for an animal that's armed as heavily as he is. We know that guns aren't toys ... Believe me, we know. So we teach our members gun safety and train them not to shoot unless they've been shot at first ... a lesson most hunters haven't learned yet.

"So this year we're ready. We've been practicing for months. We've got our permits. And we're determined to have a safe hunting season for all involved. If you want to visit our home and take our pictures, fine. But keep your guns in the cities where they belong.

No one wants to be the deer-ly departed."

I'm the NRA.®



The NRA Animal Firearms Program provides law abiding beasts with basic instruction in the safe handling of guns with their paws. If you are an endangered species and want more information, write to Nature's Revenge Association, Yellowstone Ntl. Park, Wyoming, 00118.