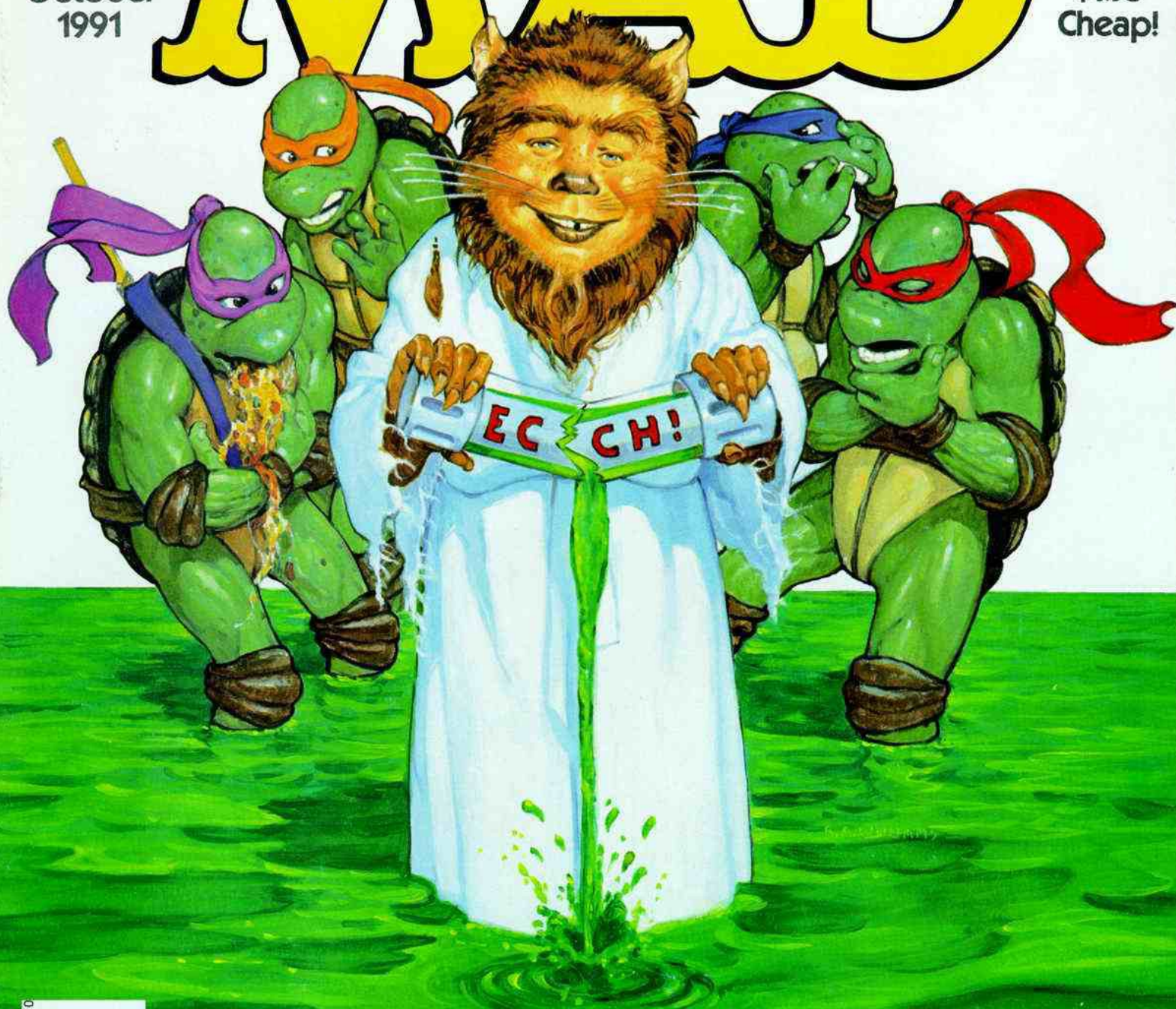


In This Issue We: **MOCK** **NINJA TURTLES** **MELT** **VANILLA ICE** **SLANDER** **DAN QUAYLE**

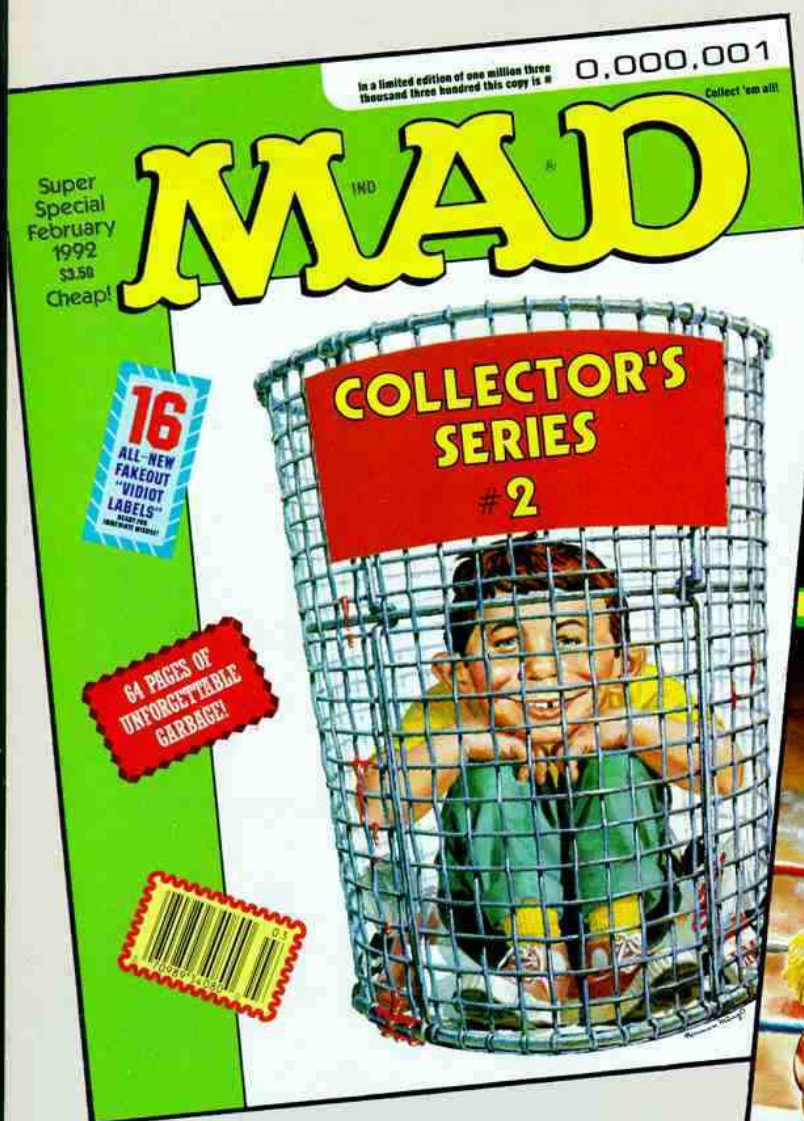
No.
306
October
1991

MAD^{IND}®

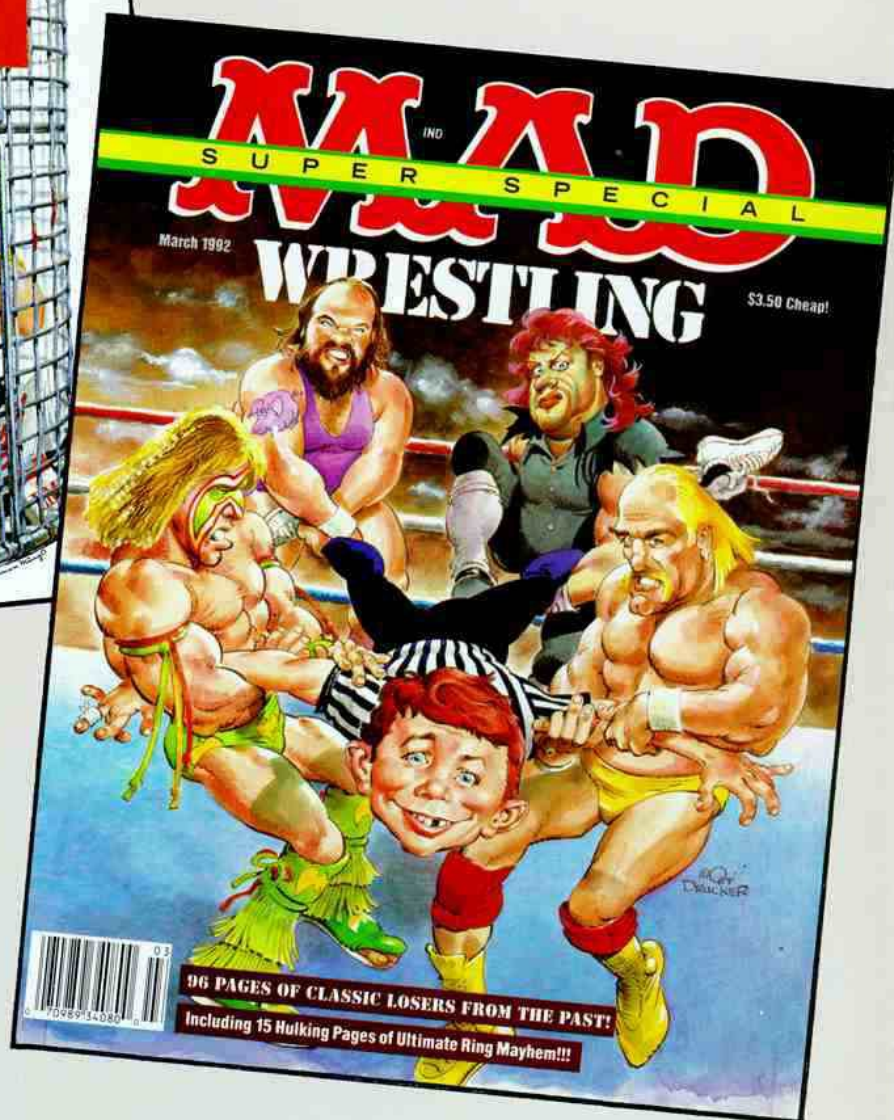
Our
Price
\$1.75
Cheap!



**TOO MANY PAGES FOR ONE SUPER SPECIAL!
NOT ENOUGH FOR THREE!
WHAT TO DO???**



BINGO!



BUY BOTH!

**DOUBLE YOUR CHANCES
OF BEING DISAPPOINTED!**

MAD

"America is a land which fought for freedom and then began passing laws to get rid of it!"
—Alfred E. Neuman

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NICK MEGLIN, JOHN FICARRA editors

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ANDREW J. SCHWARTZBERG editorial assistant

JACK ALBERT lawsuits DOROTHY CROUCH foreign correspondent

LILLIAN ALFONSO, M.C. GAINES subscriptions

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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FRONT COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTIST: ANGELO TORRES BACK COVER WRITERS: CHARLIE KADAU AND JOE RAIOLA

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VITAL FEATURES

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THE STARTLING SIMILARITIES BETWEEN ANCIENT MYTHOLOGY AND MODERN ROCK
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WHY SPORTS LIFE IS HARDER THAN REAL LIFE
Pg. 20



SALESMEN'S CLAIMS THAT SHOULD SET YOU RUNNING
Pg. 22

ONCE UPON A TIME ...
Pg. 45



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

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USE COUPON OR DUPLICATE

LETTERS AND TOMATOES DEPT.



MISTAKEN READERS CORRECTED

You guys really messed up! In MAD #304's "Deadwood Scissorham," when the Grandmother was talking to her Grandchild, she said that the Scarecrow had no heart. It was the Tinman that had no heart, and the scarecrow had no brain! Next time, watch the movie!

Jon Schruppf
Moundsville, WV

Excuse me, but I found something wrong on the cover of issue #304. Madonna's mole is under the wrong nostril! I'm surprised! Only a corndog would make such a corndog-inferious mistake!

Mandi Dailey
Melbourne, FL

In MAD #304 you made a mistake that even my Mother would notice! In the satire of Edward Scissorhands you have Freddy Krueger pictured with razors on both hands. Everybody knows that his razors are on the right hand only!

Brad Carter
Jason Phillips
East Alton, IL

MAD goofs again! In "Snappy Answers to Stupid Questions at a Wrestling Match" one of the wrestlers pictured at the bottom of the page has three hands! Plus, out of the five hands, four are right hands!

Jeremy Welch
Asheville, NC

Us wrong? US wrong?? Hardly! We hope the following "gang answer" addresses all of your infantile criticisms. First, Mr. Schruppf (if that is your real name), you wrongly assumed the Grandmother was speaking about The Wizard of Oz. The fairy tale in which the scarecrow has no heart she was referring to was in fact the classic Bavarian legend of yore, "Hans and the Friendly Butcher." So get out of here and take your flying monkeys with you!

Secondly, to Mandi of Melbourne: You wrongly assume that that is a mole under Madonna's nostril. 'Nuff said!

Brad and Jason, YOU wrongly assume that we drew Freddy Krueger. That man is, in fact, Moishe, the butcher from the classic Bavarian legend of yore, "Hans and the Friendly Butcher." Remember now? The way he uses those hands to slice kiel-base?

And lastly, Jeremy (and that HAS to be your real name): You wrongly assume there are only two wrestlers because you can only see two heads. It is, in fact, a Battle Royale, and there are 13 wrestlers in the ring! This means there are actually 22 missing hands! There would have been 21, but there's an odd number because one of the participants was Argentinian legend Pasquez, the Man of a Thousand Arms (well actually, three)!—Ed.





WHAT ABOUT SERGIO?



On the right is a part of the ad for the movie *What About Bob?* On the left is a part of one of many "The Shadow Knows" articles MAD has published over the years, drawn by Sergio Aragones. Did we miss where the ad credited Sergio for inspiration? One thing we do know is that the film was marginally successful and Sergio draws *Marginals* successfully!

FOAM SWEET FOAM

The December, 1990 issue of MAD (#299) has been brought to our attention. Please be informed that incorrect reference was made to our trademark STYROFOAM on page 12. ("MAD Reviews the 21st Century Ahead of Time").

STYROFOAM brand foam products include insulation used in the construction industry, nautical billets and billets sold into the floral and craft industries for further manufacture. STYROFOAM brand plastic foam is not used to make cups, plates, food containers, trays or the like.

Instead of using STYROFOAM when making reference to consumer or packaging products, please use "foam" or "plastic foam"; for example, "foam cup," "plastic foam tray" and "foam packaging material."

Marsha M. Lang
Trademark Attorney
The Dow Chemical Company

M.—We were so moved by your letter we xeroxed it and scotch taped it to our MAD® bulletin board with a band-aid! Everyone read it during our traditional MAD® afternoon jello break (which, by the way, we keep fresh by storing in baggies!). Before we knew it, everyone in our office began sobbing and reaching for kleenex and chap stick (some even needed vaseline and pampers!). There's no question about it—Dow helps us at MAD® bring good things to life!—Ed.
P.S.—What the hell are nautical billets??

THE MICE DIET REPORT

I went out to the shed yesterday to hunt up my collection of old MAD magazines and I made a phenomenal discovery! Everything in the shed had been chewed on by mice, but not one MAD had even a tiny bite taken out of it! To me this proves that mice are a lot smarter than we think. There are some things that even they won't eat!

J.R. Newby
Van Buren, IN

Your comments piqued our curiosity, so we did a little digging and planted some lovely marigolds! What this has to do with your letter, we don't know! Seriously though, we don't know how you were storing your MADs. We suspect the reason the mice didn't eat them was because you were storing them in either styrofoam cups, styrofoam plates or nautical billets!—Ed.

PANTSERING A QUESTION

I was just wondering, on the cover of MAD #304... Are those Bugle Boy Jeans Alfred is wearing?

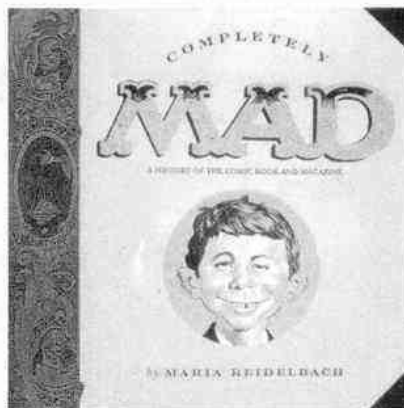
Aron Natale
N. Huntingdon, PA

No, those aren't Bugle Boy jeans, although Alfred has been known to pack a slide trombone in his pocket!—Ed.

THE BOOK OF MAD

I was once told that the best way to get over a traumatic experience is by sharing it with others, so here goes: I have just finished writing a new book called *COMPLETELY MAD*. It presents the entire history of MAD, such as the origin of Alfred E. Neuman, lots of behind-the-scenes stories and examples of classic MAD art, including reproductions of every MAD cover, in color!! It's published by Little, Brown and Co. and will be in bookstores this fall. Thank you for helping me get this off my chest.

Maria Reidelbach
New York, NY

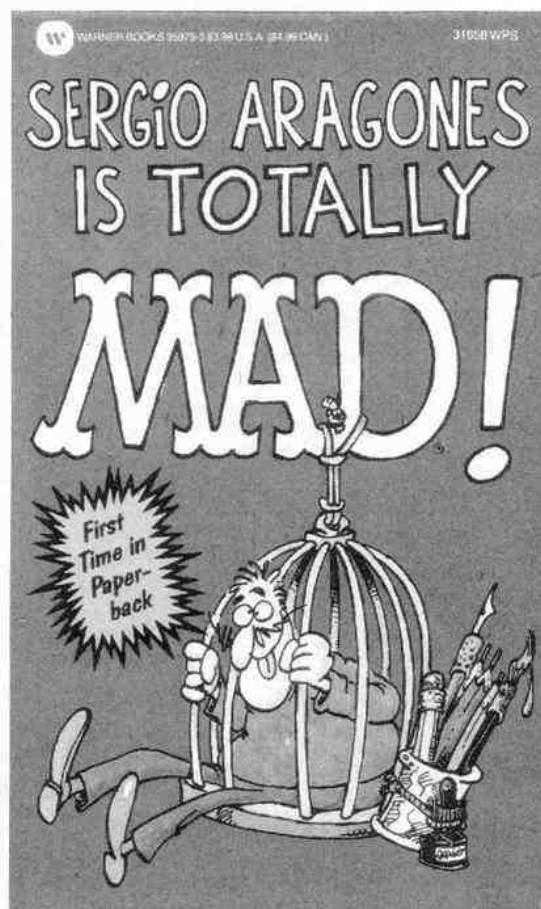


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New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Joe and Lisa on their marriage!

IF THIS ISN'T THE FUNNIEST BOOK YOU'VE EVER READ...

THEN YOU'VE READ
SOME PRETTY FUNNY BOOKS!



Go to your bookstore and
DEMAND your copy today!

(But don't be surprised if your book-seller **DEMANDS** that you pay for it!)



COWA-BUNGLERS DEPT.

We did exhaustive research and discovered that there is only one way to enjoy the new movie...

Welcome to my Ice-capade
In this turtle soup charade!
Their first flick sucked, you may recall,
If you've seen one turtle you've seen 'em all!
So they hyped me big, which is quite a laugh
Since I'm only in it a minute and a half!
I sing rap (which I secretly hate)
'Cause it hides the fact that I can't sing straight!

Why do
we have
Vanilla
Lice in
our
movie?

We wanted
something in
this film
that we didn't
have in our
last one!

Rap
Music?

No,
enter-
tainment!

That may be expecting
too much of him! We'll
be lucky if Vanilla
Lice will still be
famous by the end
of our little movie!

I'm just a
pizza delivery
boy, but as
you can see,
I also studied
the Martial Arts!

That's obvious!
And the fact
that you didn't
study acting
is even
more obvious!

How come there
are 200 of us
thugs and only
four turtles,
and they
keep winning!?!?

I guess it's
that stupid
Martial Arts
Credo: Thugs must
attack good guys
one at a time!

This is Gapewell O'Wow at the
Seedy Dock Disco to uncover
some of the city's biggest
slimeballs! I'm not talking
about the Footsy Clan, I'm
talking about the creeps who
run this place and charge \$8
a drink, plus a \$12 cover charge!

MAX
KORN
IN
REAL
LIFE

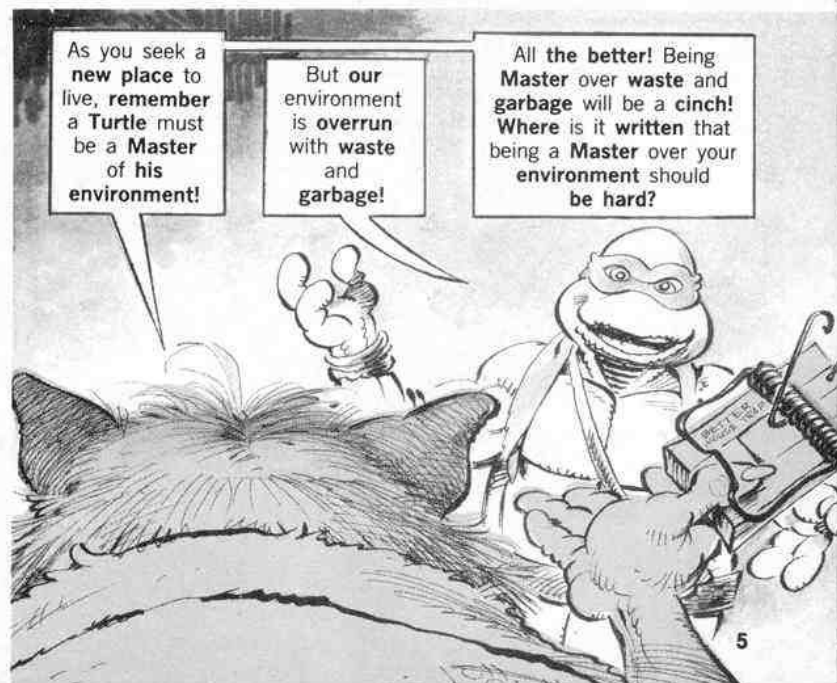
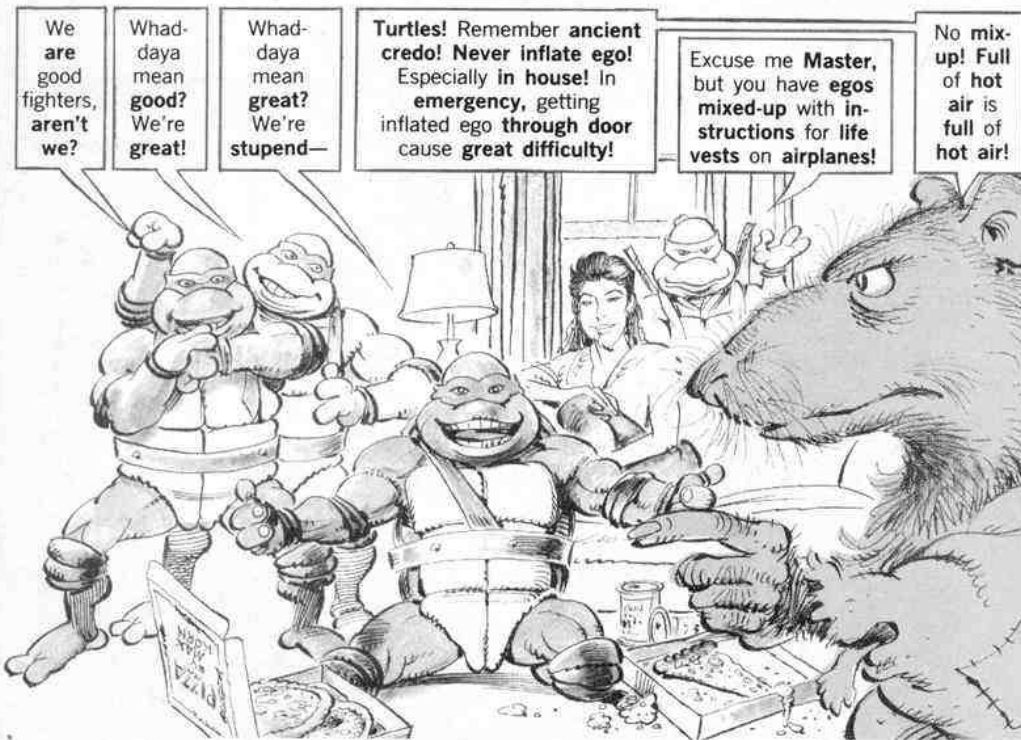
III
DRUCKER

TEEN RAGE MOOLAH NITWIT TURTLES II

THE SECRET IS TO SNOOZE

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

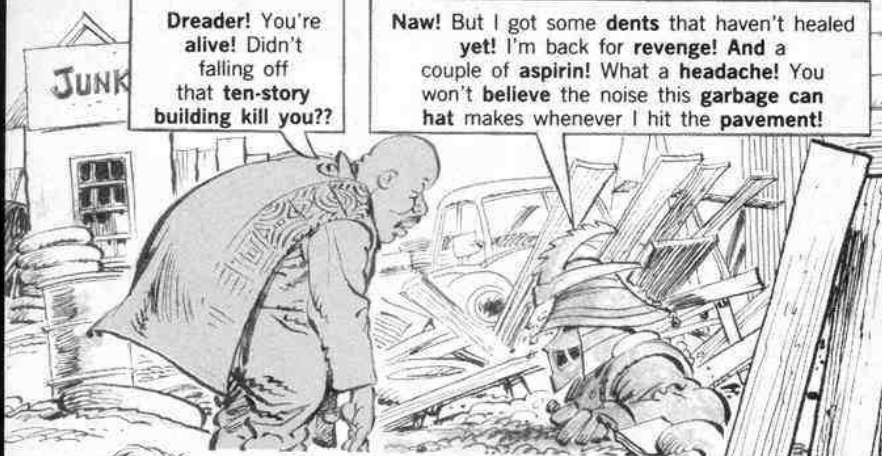




Flick **ONE** ended with *Dreader*—dead from his *dive*
Flick **TWO** says *Dreader* better—not dead, but *alive*!

Dreader! You're
alive! Didn't
falling off
that **ten-story**
building kill you??

Naw! But I got some **dents** that haven't healed
yet! I'm back for **revenge!** And a
couple of **aspirin!** What a **headache!** You
won't believe the noise this **garbage** can
hat makes whenever I hit the **pavement!**



You must
follow
that TV
reporter,
Gapewell
O'Wow!

So she
can
lead us
to the
Turtles?

No, so we can see
where she **spends**
all her **money!**
Imagine, a **big-salaried**
reporter like her
living in that **dump!**



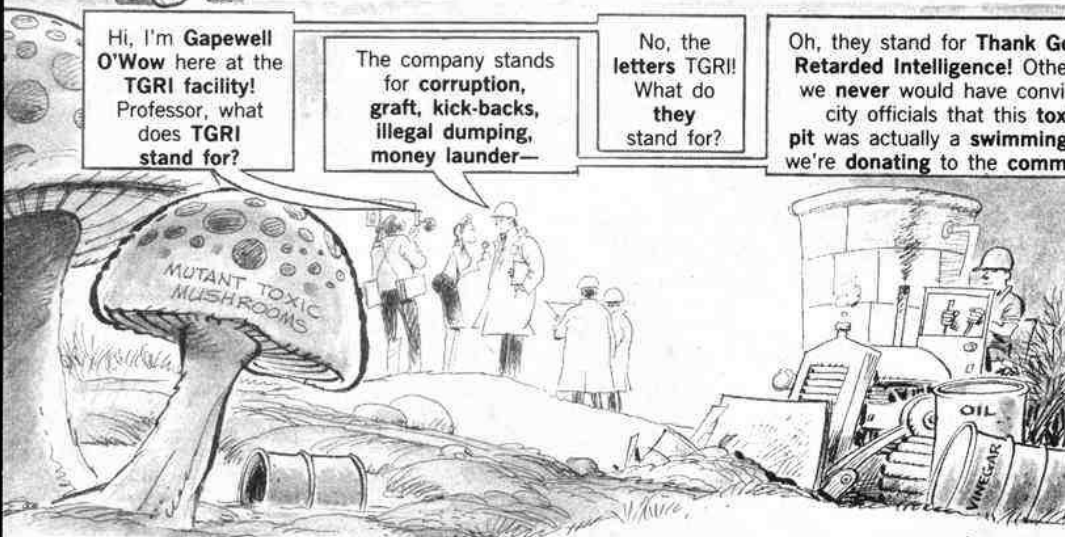
Weightwatcher waists—may decrease in time,
While *waste watchers weight*—will increase with *slime!*

Hi, I'm **Gapewell**
O'Wow here at the
TGRI facility!
Professor, what
does **TGRI**
stand for?

The company stands
for **corruption,**
graft, kick-backs,
illegal dumping,
money launder—

No, the
letters **TGRI!**
What do
they
stand for?

Oh, they stand for **Thank God for**
Retarded Intelligence! Otherwise
we **never** would have convinced
city officials that this **toxic**
pit was actually a **swimming pool**
we're donating to the **community!**



Why
did
you
finally
decide
to **clean**
up the
waste?

TGRI cares about
the **community,** and
our **children's**
future! Of course,
the **\$50 million**
fine we'd owe if
we **didn't** clean up
added a little **push!**



Don't secret research labs—have **tight security?**
For the lab in *this flick*—you don't even **need a key!**

This cylinder holds an
unknown mix of chemical
toxins that were exposed
to **atomic waves!** It produced
a **fluffy gook** with dangerous
mutagenic properties!

What's it used for?

Mostly for
the filling
in **Twinkies!**



Wrong, Beaker Breath!
It's the **exact gook** that
was sprinkled on **four baby**
turtles a few years ago!
It turned them into **cash-**
making machines with unlim-
ited **marketing potential!**
And I **want it for myself!**

Never!
I'll
dump
it
down
the
drain
first!

No do that!
Then every living
thing in **sewers**
turn **mutant** and
get **own movies**
and **TV shows!** Our
cut of **royalties**
be **reduced!**

That old
rodent
can make
real
sense
when he
wants
to!





Attack them, men, and get that **gook!** And May the **Force** Be With You!

Dreador, you've already **stolen** Darth Vader's **voice** and **costume** from Star Wars! At least let them keep their "Force Be With You" phrase!

You're right! I'll be more **original!** C'mon, punk! **Make My Day!**

The **nitwit** thieves stole the beaker of **gook!**

Yeah, but they want **teenagers** to join their **gang!** I'll **infiltrate** their **headquarters** and then I'll find the **gook!**

No! It's too **dangerous!**

Dangerous? That's **nothing** compared to **delivering pizzas** in this **neighborhood!**

For your test, you will have to fight **eight** guys coming at you with **guns and knives!**

What kind of a test is this?

I think it's to get into a **public junior high school!**

You passed test #1! Now for test #2 you must pick all the **bells** off this **dummy** without making a sound!

What's the point?

In warm weather we **pickpocket** a lot of **Good Humor Men!**

This is neat! An abandoned **subway station!**

It's not just this **station** that's abandoned! With all the filth and crime in this city, the **whole subway's** been abandoned!

Hey! What are you doing?

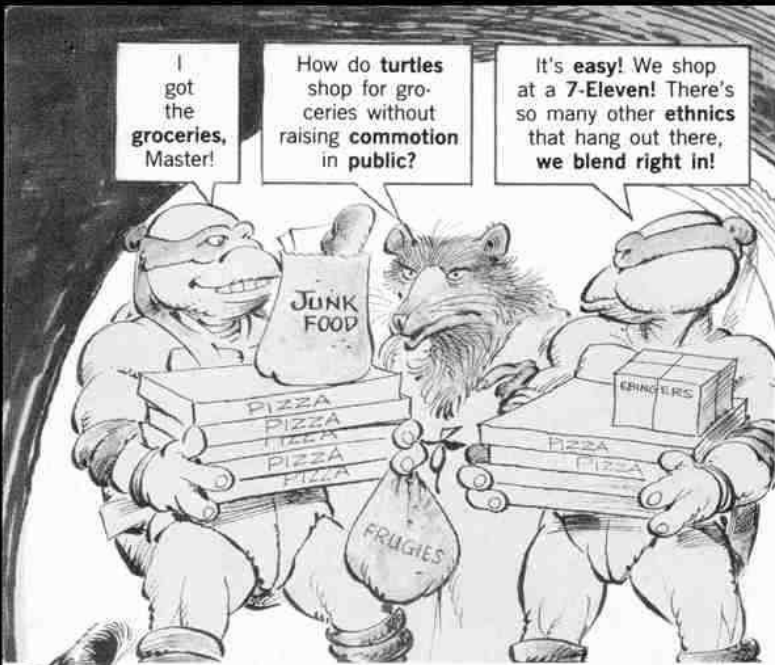
Making a **phone** call!

Wait a minute! I can believe finding an **empty station** with a beautiful **stained glass** roof and a train **conveniently** parked **nearby**, but if you think I'm going to believe there's a **working payphone** in the subway, you're **nuts!**

I got the groceries, Master!

How do turtles shop for groceries without raising commotion in public?

It's easy! We shop at a 7-Eleven! There's so many other ethnics that hang out there, we blend right in!



To make four mirthless turtles—the stars of a flick just teach them the old—*Three Stooges schtick!*

Stop those Nitwit Turtles! They're getting away with the green gook!

That's nothing! Considering that this movie is going to make 100 million greenbacks, those four mutants are getting away with murder!



Two new beasts were devised—on *business advice*—New characters add up—to more *merchandise!*

The Ooze turned two junkyard varmints into death-dealing mutant freaks!

Get them off me!

But these freaks are just babies! Don't you like babies?

Not these two! They're trying to Breast Feed! Now get them off me and fast!



What luck, a manhole!

Luck is right! Who ever heard of a manhole in the middle of a junkyard?

And it's fully lit! No wonder New York City is broke! They keep abandoned sewers lit up like a Christmas tree!!!



Gee, what an original ending! In our first movie, Dreader fell off a ten-story building! But in this movie, we drop a ten-story building on Dreader!

Do you think it killed him?

Nah, it will probably just slow him down a bit!

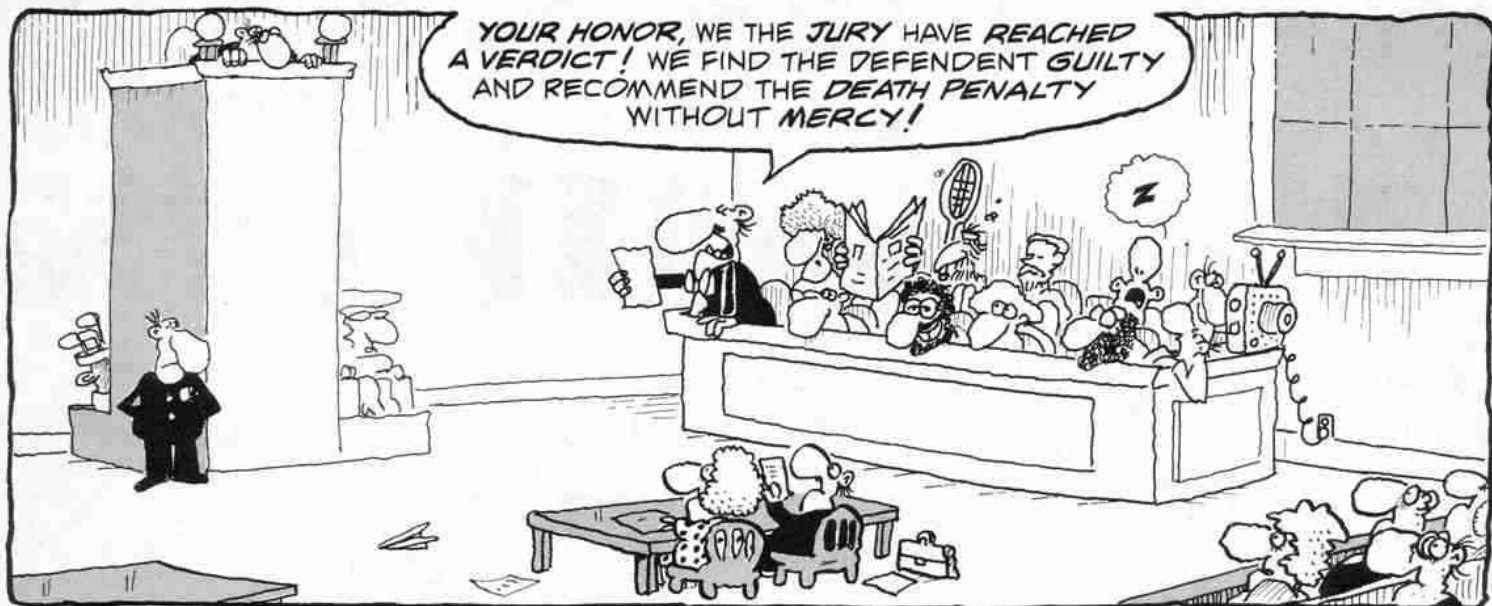


Which all goes to prove that to have a big hit Having zero for talent doesn't matter one bit! 'Cause in Hollywood, talent and creativity Get in the way of success! Hey, just look at me!



PROPERTY © M.C. HAMMER

THE JAUNDICED JURY'S JUDGEMENT



Future Quia We Can Fix

The best thing about rain forests is they never suffer from drought.

The global importance of the Middle East is that it keeps the Near East and the Far East from encroaching on each other.

People are not home in the streets of the

A low voter turnout is an indication of fewer people going to the polls.

Our party has been accused of fooling the public by calling tax increases "revenue enhancement." Not so. No one was fooled.



ayle Quotes pect to Hear

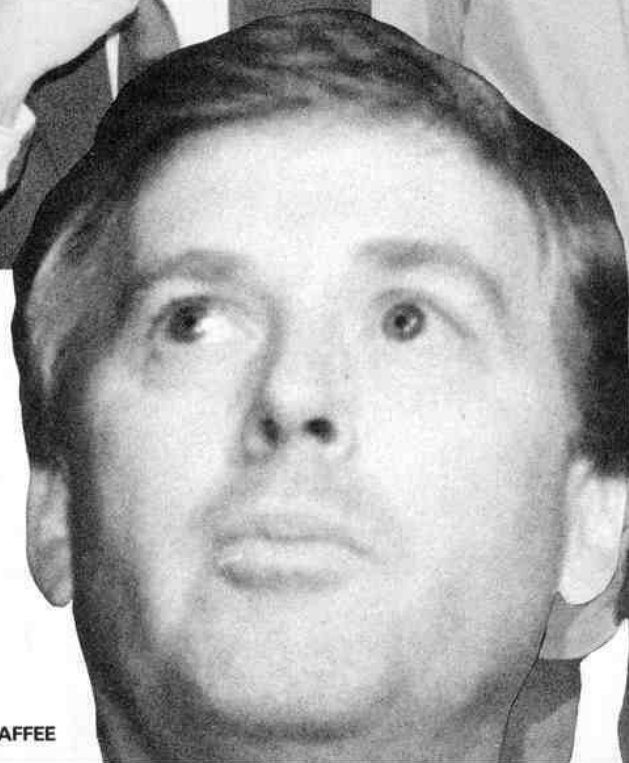
less if they're sleeping
ir own hometowns.

Bank failures are caused by depositors
who don't deposit enough money to
cover losses due to mismanagement.

It isn't pollution that's harming the
environment. It's the impurities in
our air and water that are doing it.

Republicans have been accused of
abandoning the poor. It's the other
way around. They never vote for us.

Air travel efficiency would improve if more
travellers started going to less popular places.



WRITER: AL JAFFEE

GRENADE HOCKEY



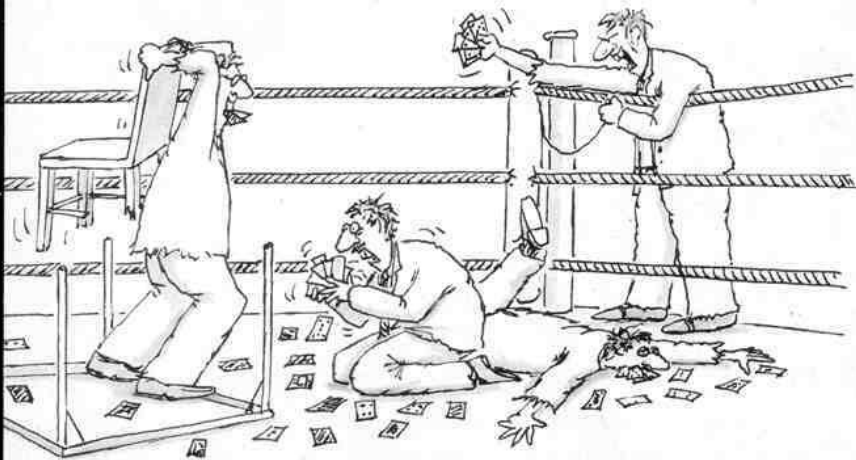
FATAL DISTRACTIONS DEPT.

With violence in sports attracting such a wide audience, it won't be

MAKING MO DANCE

ARTIST AND WRITER:

TAG TEAM BRIDGE



BOBBING FOR PIRANHA



.12 GAUGE PING PONG



PHONE BOOTH CROQUET

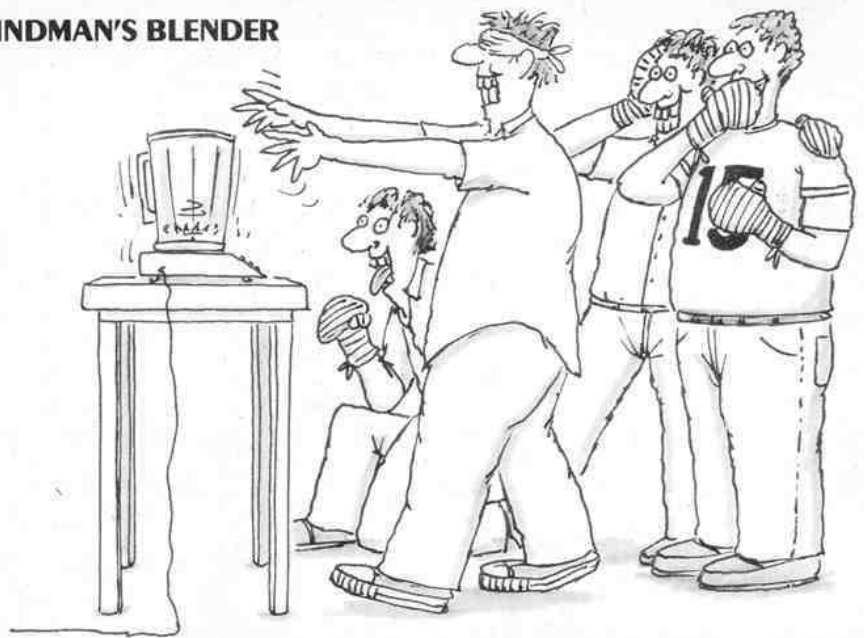


too long before other
activities join the
new trend towards...

GAMES RE ROUS

TOM CHENEY

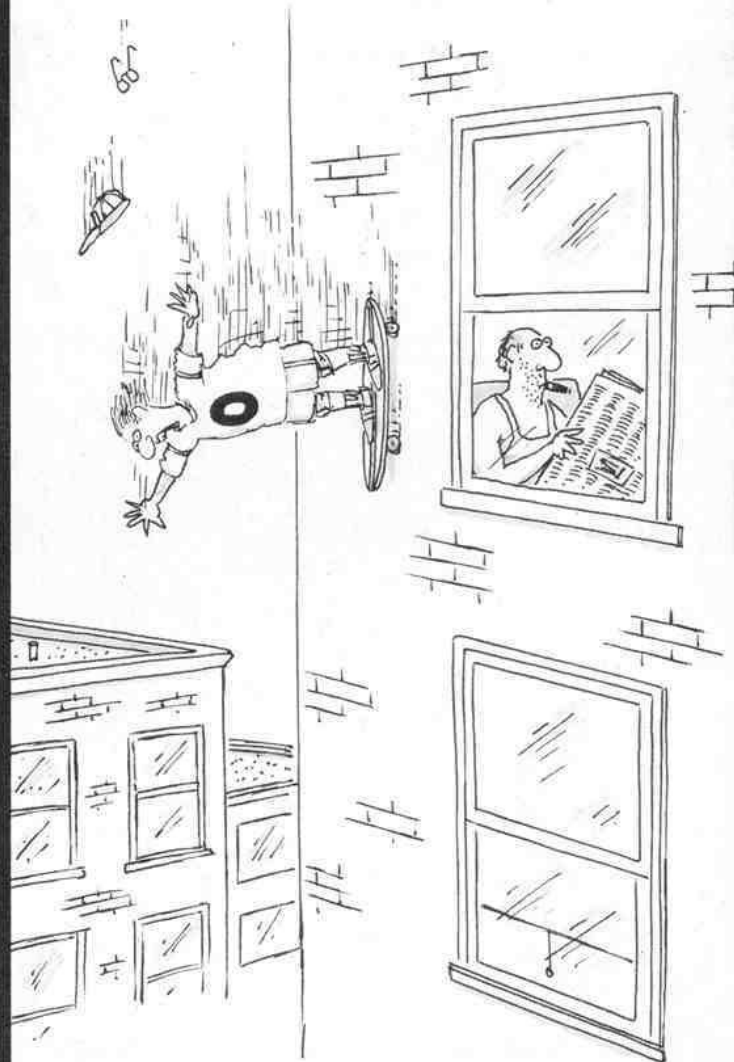
BLINDMAN'S BLENDER



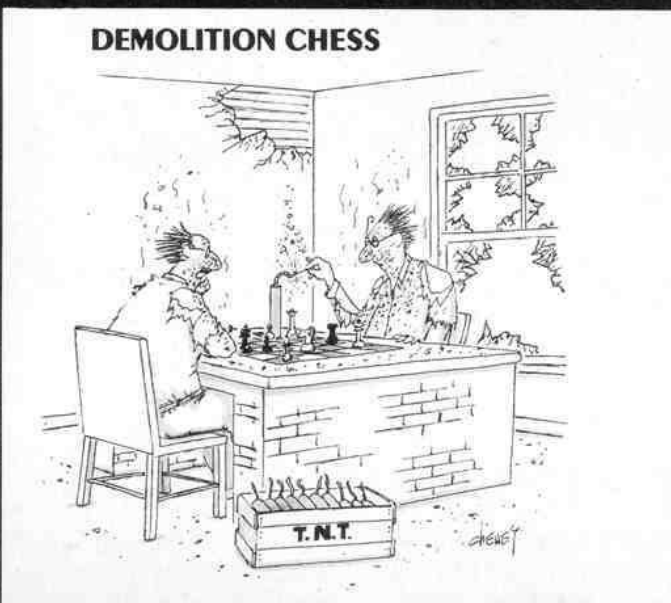
BOULEVARD BADMINTON



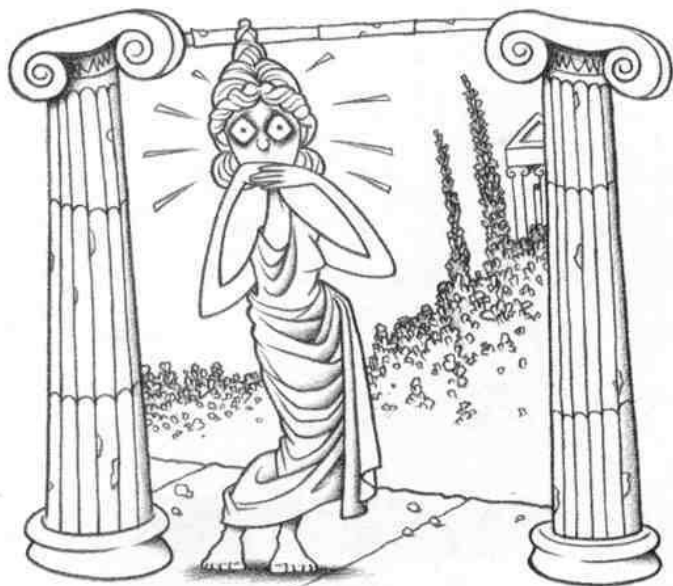
VERTICAL SKATEBOARDING



DEMOLITION CHESS



Cassandra was given the gift of prophecy because of her looks, but in an ironic twist, no one believed anything that came out of her mouth.



Milli Vanilli was given the gifts of record contracts and Grammys because of their looks, but in an ironic twist, no one will ever again believe anything that comes out of their mouths.



PARALLEL BARBS DEPT.

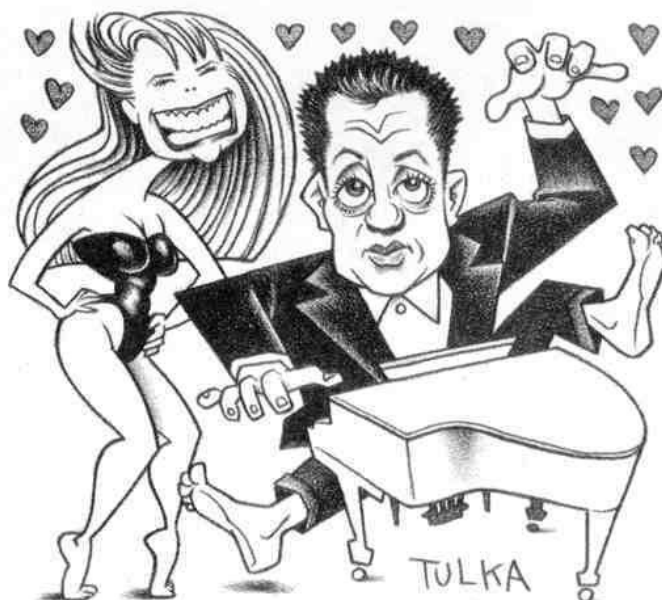
Thousands of years ago, the ancient Greeks and Romans worshipped a plethora of goddesses and gods which they believed to be all powerful and omnipotent. Of course, this was just mindless superstition. Modern civilization has taught us that only rock stars are all powerful and omnipotent! Still, from Mars to Martika, from Janus to Janet Jackson, these bigger than life figures have been revered and idolized for centuries. So, join us now, won't you? as MAD exposes...

THE STARTLING ANCIENT MYTHO

ARTIST: RICK TULKA



Hephaestus was hailed for being the god of fire. Despite being short, unattractive and misshapen, he somehow managed to wed the most beautiful goddess in Olympia.



Billy Joel is hailed for "We Didn't Start the Fire." Despite being short, unattractive and misshapen, he somehow managed to wed Chrissy Brinkley, the most beautiful goddess in the swimsuit issue.

The Phoenix was a mysterious animal who hid in a secret location every 500 years, set itself on fire and reemerged from its ashes with a new appearance.



Michael Jackson is a mysterious animal who hides in secret locations and releases an album every five years. He's been known to set himself on fire, and he frequently reemerges with a new appearance.



SIMILARITIES BETWEEN MYTHOLOGY & MODERN ROCK

WRITER: DESMOND DEVLIN



Medusa was a frightening monster in ancient Greece, with grotesque, slimy snakes instead of hair. No living thing could look directly at her face without being turned into stone.



Prince is a frightening monster at PMRC headquarters, with grotesque, slimy hair. No living thing can look directly at his face without being turned into a punching bag by his private goon squad. 15



Midas, a minor king, received a priceless gift—anything he touched turned into gold. He quickly became rich with his new talent, but as soon as he got his power, he lost it. His ears were changed into those of an ass, and although he tried to hide under his hat, his shame was obvious to everyone.



2 Live Crew, a minor rap group, received a priceless gift—prosecutors craving headlines. They quickly became rich, but as soon as they got their audience, they lost it. Fans with ears thought the group asses, and while they tried to hide behind the First Amendment, their lack of talent was obvious to everyone.



The Sphinx was a terrible creature, sent as a plague by Hera, who held Greek citizens hostage with its riddle no one could answer: "What has four legs in the morning, two legs in the afternoon and three in the evening?"



New Kids on the Block are a terrible group sent as a plague by Maurice Starr, and hold radio listeners hostage with their riddle no one can answer: "How did five total white-bread dweebs get up the nerve to call their incredibly lame debut album *Hangin' Tough*?"

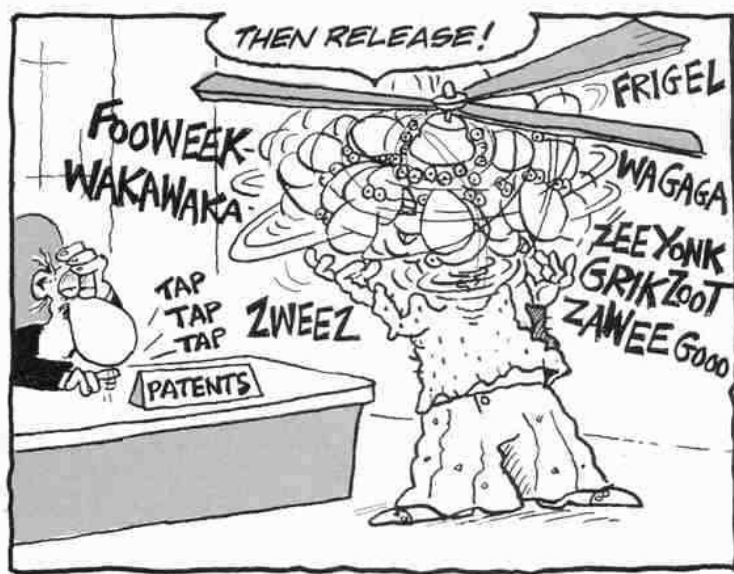


Orpheus reacted to the tragic death of his wife by descending into the dark and slime of the realm of the dead. He convinced the ghouls of the underworld that it was important that she be restored to life.

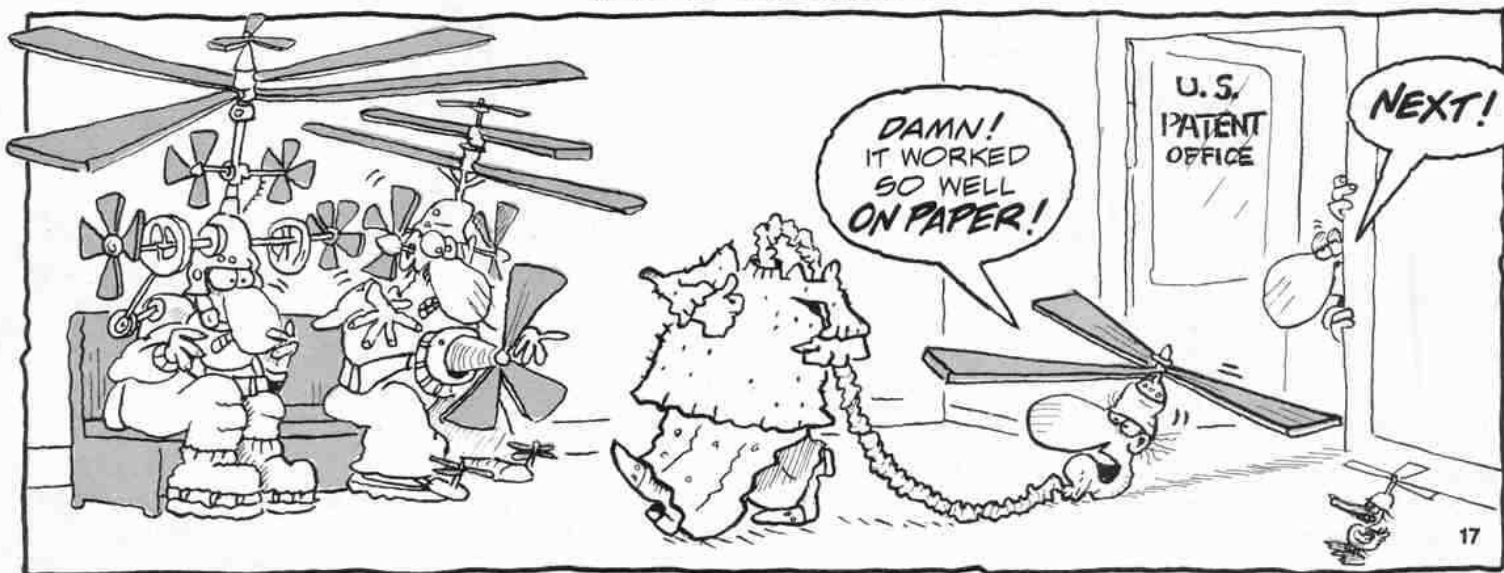


"Biographer" **Albert Goldman** reacted to the tragic death of John Lennon by descending into the dark and slime of celebrity exposés. He convinced the ghoulish public that it was important that false and vicious rumors about Lennon be brought to life.

THE CHILLING CHOPTER CHAPTER

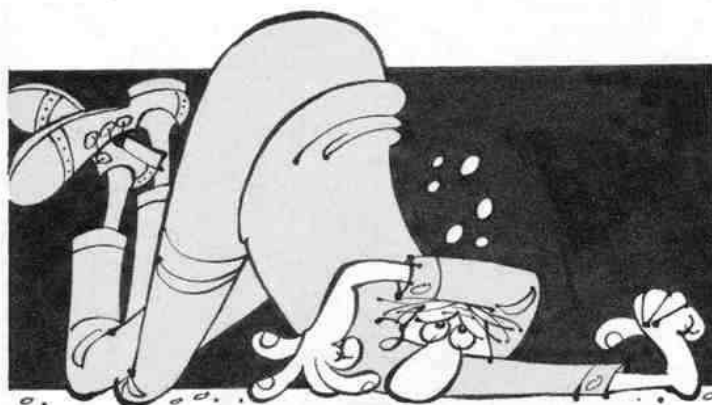


ARTIST AND WRITER: DUCK EDWING



Everyone does something they take pride in, something they love to do while the whole world

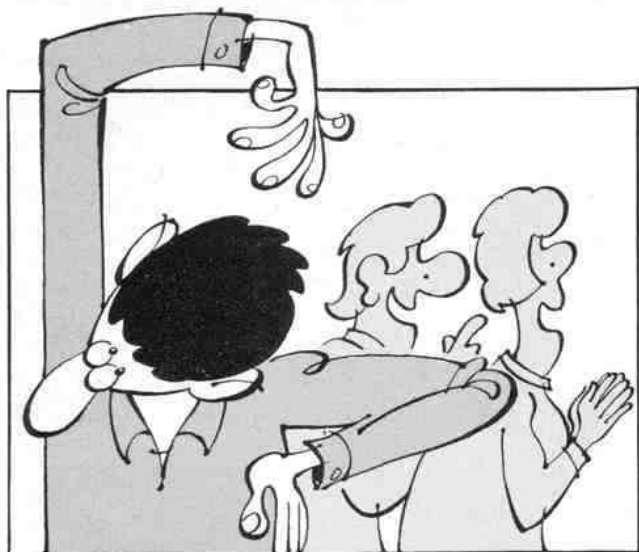
ONLY WHEN Y



...can you trip over your own big feet and not look back for some imaginary obstacle!



...do you fancy yourself the next Tom Cruise!



...can you do a quick deodorant check!



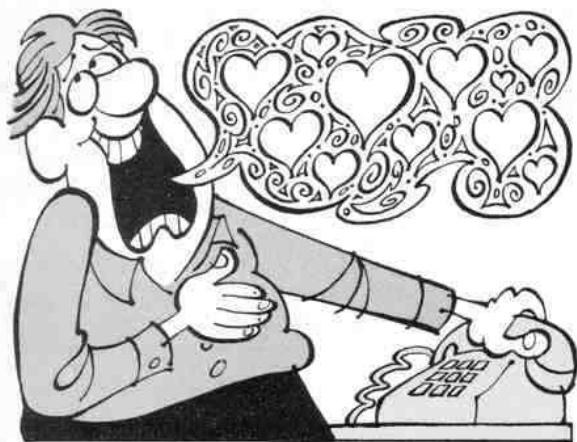
...will you pass the Church collection plate without putting any money into it!



...do you dare check your zipper without using the famous "decoy belt-straightening maneuver"!

looks on. But there are other things people are not so proud of—vile things best performed ...

YOU'RE SURE NO ONE IS WATCHING...



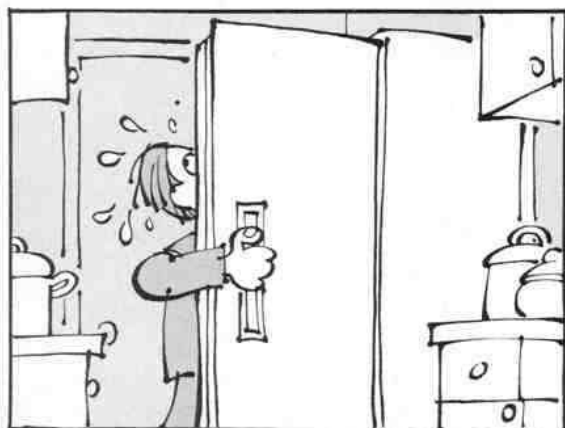
...do you rehearse important phone conversations out loud!



...can you do anything with the hand you sneeze on because you didn't have a handkerchief!

ARTIST: PAUL COKER

WRITER: MIKE SNIDER



...do you take a big swig of milk right out of the carton!



...do you sneak a peek at the bill before offering to pay it!

Most regular folks envy pro athletes for getting big bucks to play a game. You'd probably trade places with Phil Simms or Michael Jordan in a second. Not so fast, turfbrain! Your

WHY

SPORTS

LIFE

REAL



In real life, you'll never be traded to another family for a younger, faster kid, and an embryo to be named later!



In real life, no woman will ever hold a press conference to announce that she has slept with a putz like you!



In real life, nobody takes films of you at work and then assembles the klutziest moments into uproarious "blooper" segments!

ARTIST: JACK DAVIS



In real life, after the class brainiac has again quadrupled your cretinous test scores, he doesn't do a "sack dance" on top of you to celebrate!

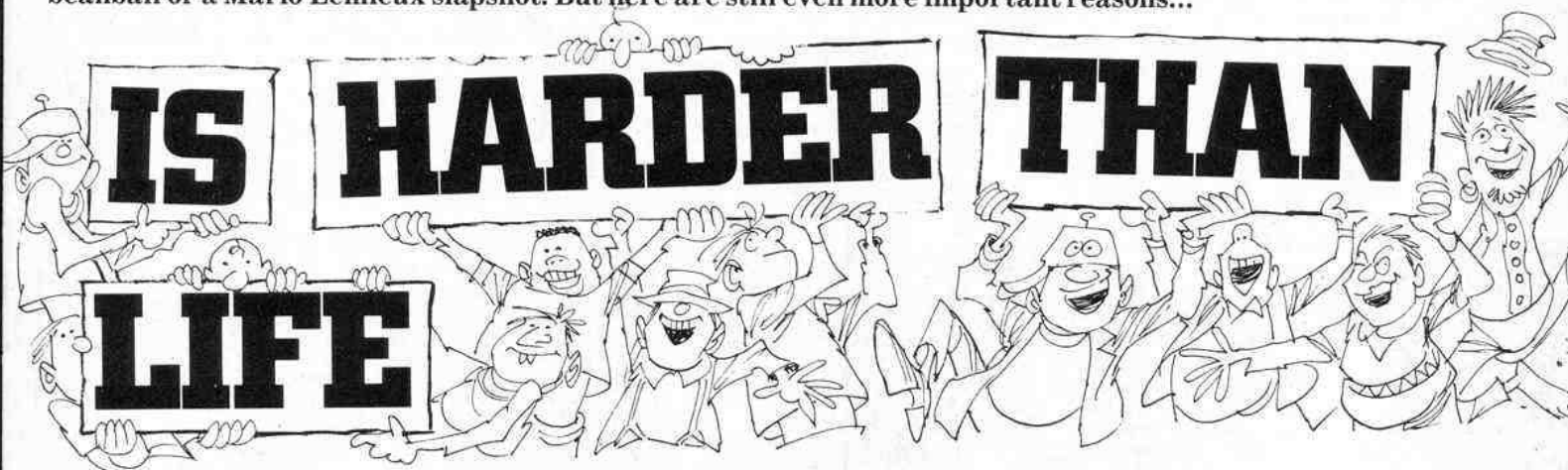


In real life, after a drunken brute crushes your liver with a barstool, you aren't expected to stagger to a microphone to explain when you felt the brawl "slipping away from you"!



In real life, when you bruise your shoulder, they don't pump you so full of steroids and painkillers that you could yank the other one off without wincing!

miserable life beats *anything* pro sports has to offer! You *never* have to face a Nolan Ryan beanball or a Mario Lemieux slapshot! But here are still even more important reasons...



In real life, you aren't continually distracted by the zany antics of "the Phys-Ed Phanatic" or "the Social Studies Chicken"!



In real life, you can't act, rap or write a book either, but at least you don't ever have to humiliate yourself trying to!



In real life, if you make a side bet with your friend over who can get the highest score in Tetris, Nintendo can't ban you for life!

WRITER: DESMOND DEVLIN



In real life, your rotten grades aren't posted in foot-high neon letters!



In real life, you can have your hemorrhoids and groin pulls without media coverage!



In real life, you never have to see Andre the Giant naked in the shower, unless you're Mrs. the Giant!

AN EMBARRASSMENT OF RICHARD'S DEPT.

When you're shopping, there are certain things a salesman might say to you that should tip you off that he's about to give you the proverbial 1-2 shaftaroony! For example, "I'm about to give you the proverbial 1-2 shaftaroony!", although most salesmen are more clever and use subtler techniques. In any case, whatever he's recommending you buy, the thing to do is select another model—or better yet, another salesman! But really, pal, take it from us, if you want a really great deal on an unbeatable MAD article, then you must check out...

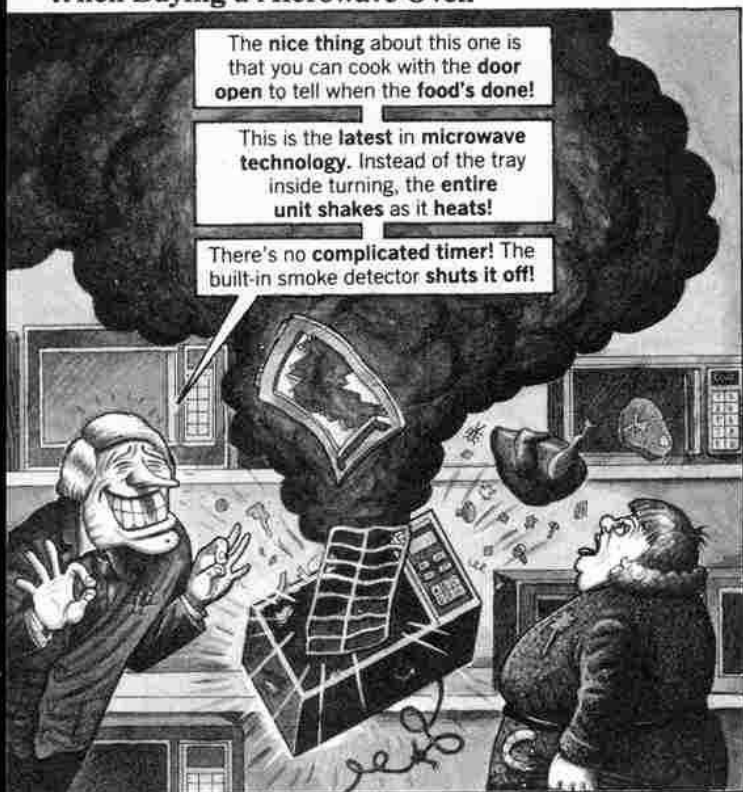
SALESMEN' THAT

When Buying a Microwave Oven

The nice thing about this one is that you can cook with the **door open** to tell when the **food's done!**

This is the **latest in microwave technology**. Instead of the tray inside turning, the **entire unit shakes** as it heats!

There's no **complicated timer!** The built-in **smoke detector** shuts it off!

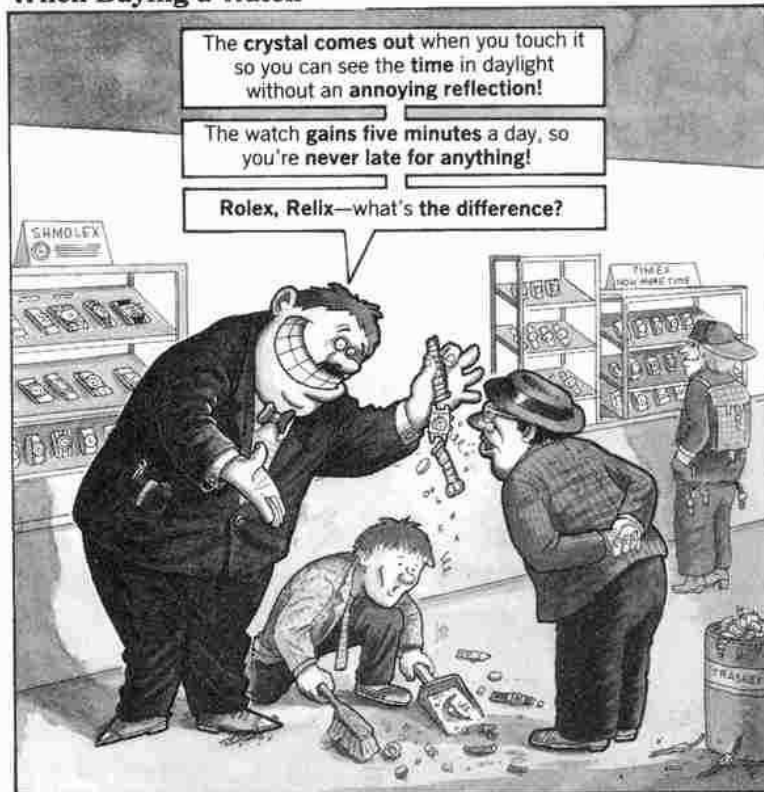


When Buying a Watch

The **crystal comes out** when you touch it so you can see the **time in daylight** without an **annoying reflection!**

The watch **gains five minutes a day**, so you're **never late for anything!**

Rolex, Relix—what's the difference?



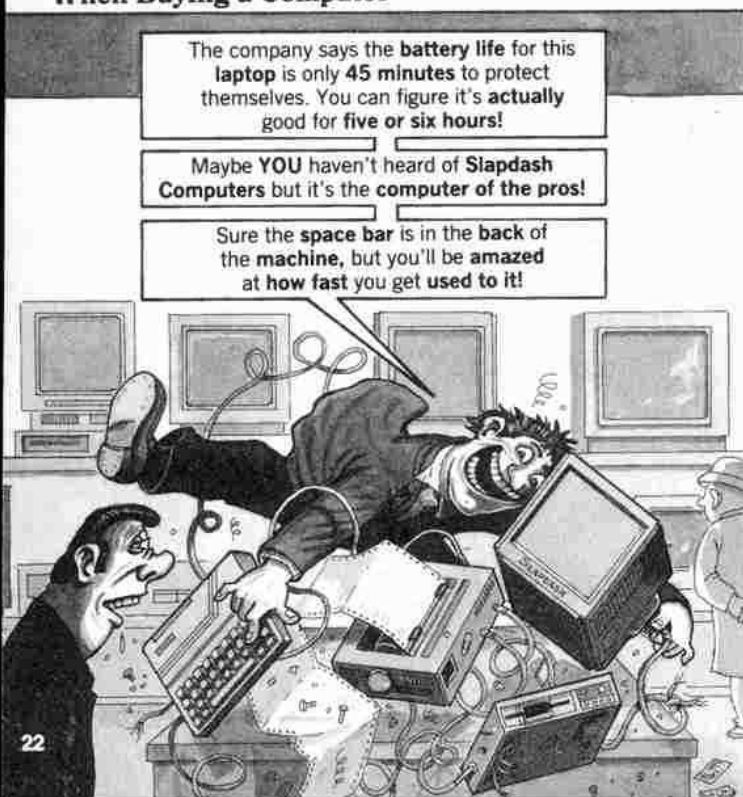
ARTIST: TOM BUNK

When Buying a Computer

The company says the **battery life** for this **laptop** is only **45 minutes** to protect themselves. You can figure it's **actually good for five or six hours!**

Maybe **YOU** haven't heard of **Slapdash Computers** but it's the **computer of the pros!**

Sure the **space bar** is in the **back of the machine**, but you'll be **amazed at how fast** you get used to it!



When Buying a Camera

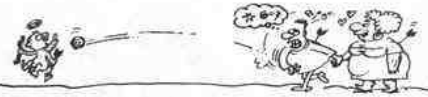
This is **much better** than any **name brand**. Besides, I hear **Nikon, Canon and Minolta** are **getting out** of the camera business!

Sure it takes a couple of **pounds of pressure** to push the **exposure button**. That feature is going to **save you dozens of accidentally wasted shots!**

This fully loaded **\$19.00 camera** is made by a **major manufacturer** who's name I'm **not allowed to mention!**



S CLAIMS AND COME-ONS SHOULD SET YOU RUNNING

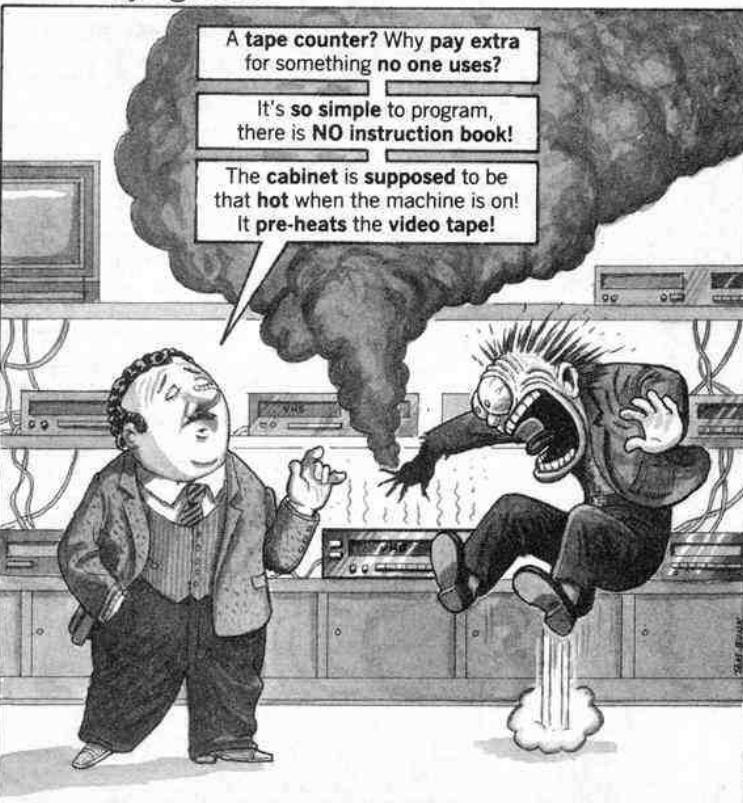


When Buying a Backpack

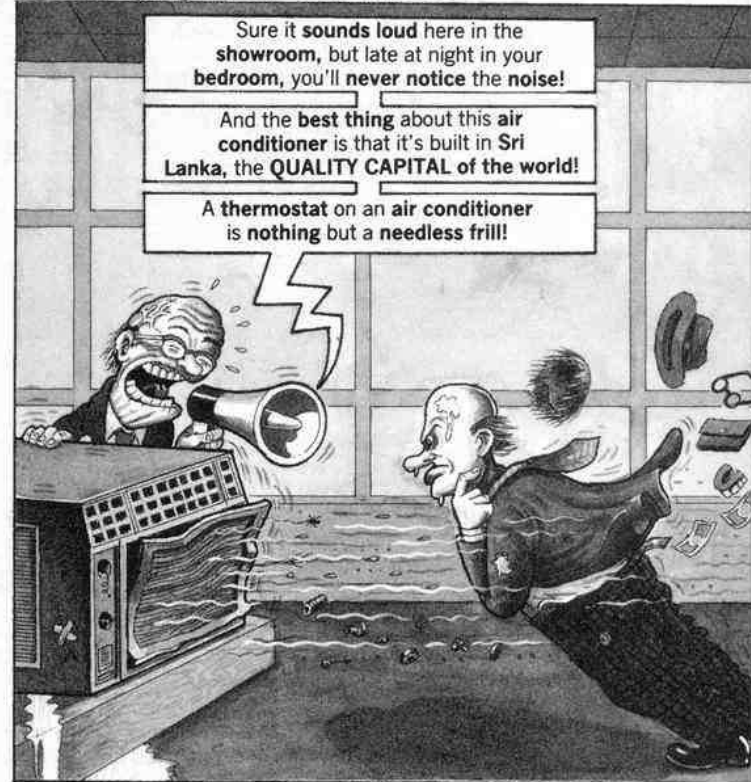


WRITER: DICK DEBARTOLO

When Buying a VCR



When Buying an Air Conditioner



When Buying a Color TV



There's been a lot of controversy lately about the background of Vanilla Ice. Some of the "facts" in his official record company bio have been proven false. And as for the other "facts," who knows? We say: who cares? Well, someone must care because there are a half dozen or so Vanilla Ice biographies already on

MAD'S CREAT VANILLA ICE

ARTIST: SAM VIVIANO

WRITERS: JOE RAIOLA AND CHARLIE KADAU

VANIL



sale! But why bother reading them? By starting at the top of the accompanying grid and pulling one biographical element from each row, you'll wind up with a Vanilla Ice story that won't be any less factual or unbelievable than the ones currently in your local bookstore... and you'll save \$4.95 to boot! Here's

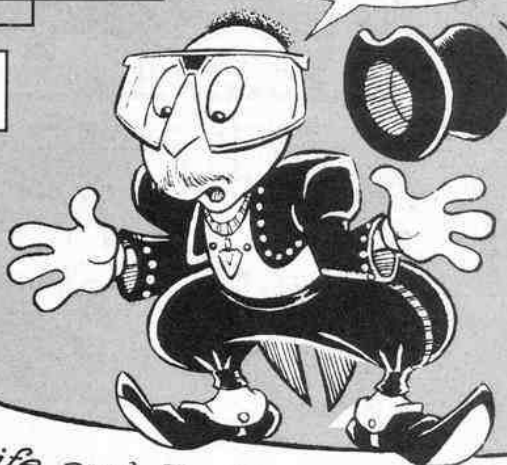
ICE-YOUR-OWN BIOGRAPHY

LA ICE,



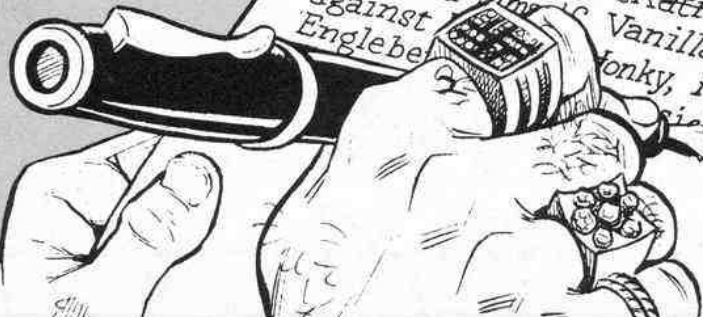
the latest throwback to bad '70s disco music,	soon to be doing either Coke or Pepsi commercials, guaranteed,	the subject of more biographies than Louis Pasteur,	a guy who really knows his way around Topeka,	the self-proclaimed king of aluminum siding,
ed by a slick promoter	first claimed to be part Cuban, part Apache	joined the International Ladies' Garment Workers Union	stopped eating well-balanced breakfasts	took his first whiff of Stermo
on the anniversary of Sting's first dye job.	during an intense "Super Mario Bros." game.	while perfecting his fake "from the streets" scam.	at a "We Love Saddam Hussein" picnic.	
Arsenio Hall ignore him	Thinking he was walking into a Tru-Value Hardware store	After being told for the 100th time he resembled Max Headroom	Proving that talent doesn't matter anymore in pop music	
he accidentally locked himself in the men's room at a Denny's,	he was dubbed "The Bayonne Bleeder,"	he got a job as a dancing hat at Disney World,		
control his belching,	finally took the Folger's Challenge,	got over his "thing" for New Kid Donnie Wahlberg,		
and opened a popular chain of muffler repair shops.	and began earning \$3.65 an hour, cash!			
e continues to rent mumbles,	Still writing songs with total disregard for lyrics and melody,			
he'll soon vanish like every other flash in the pan singer.				
(until Vanilla thinks of another one)!				

CAN U TOUCH THAT!



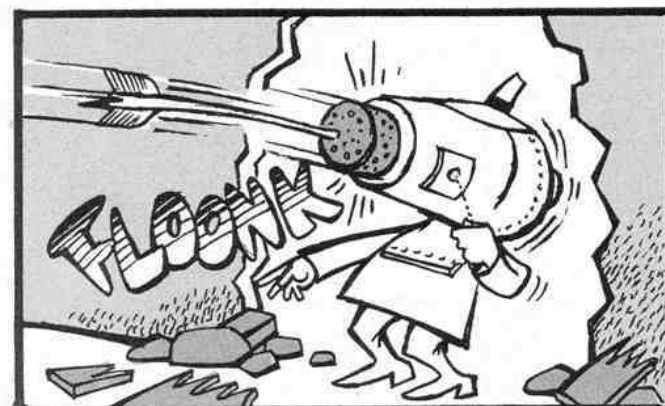
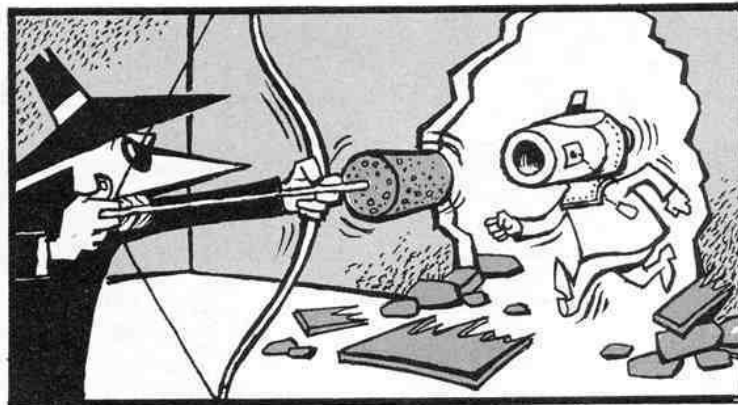
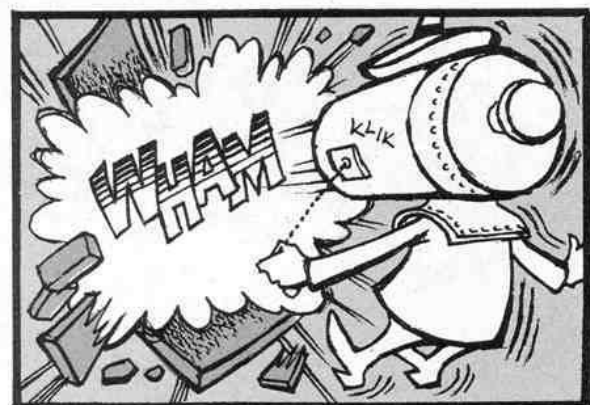
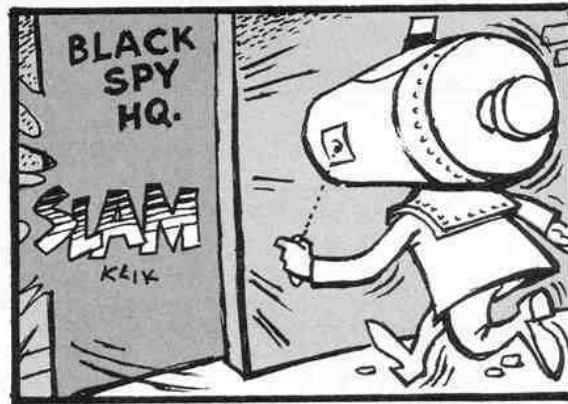
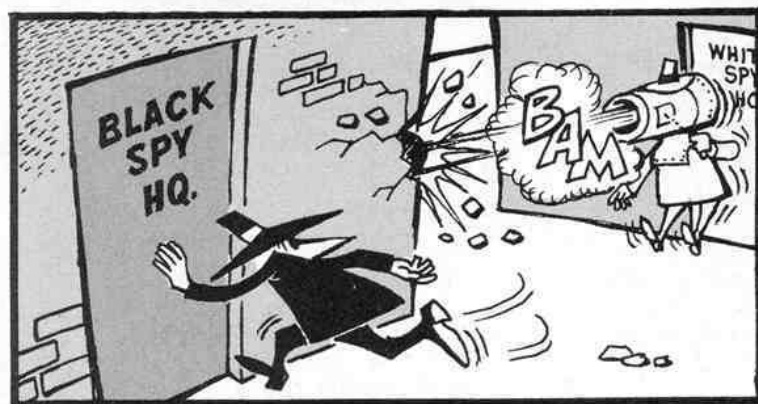
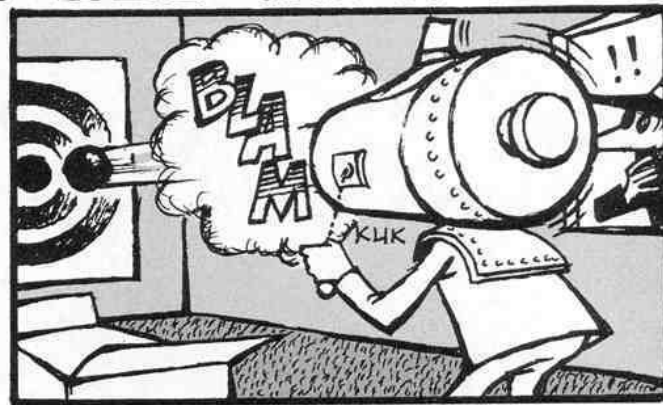
*My Life and Funky Times
The Official Story of Vanilla Ice*

Born into a small ghetto condominium in suburban Florida, young Robby Van Illerice attended elementary school with Ice Cube, Ice-T, LL Cool J and Kool Moe D. A six-time soapbox roller-skating motocross champ, he renamed himself Vanilla Ice, having decided against being Vanilla Ice, Fudge Van Ripple, and Englebert Van Winkledink...

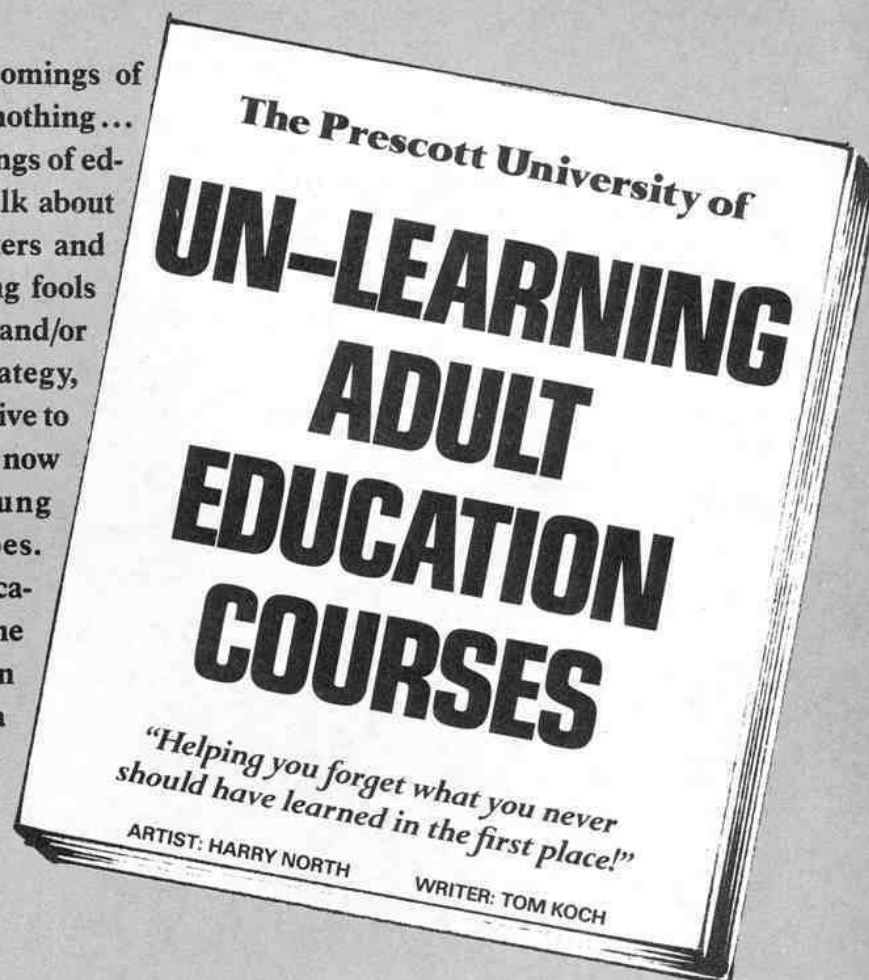


SAM VIVIANO

SPY VS SPY



Although we hear much about the shortcomings of education for today's children, virtually nothing... NOTHING!!! ... is said about the shortcomings of education for today's adults! Hoo-boy! You talk about shortcomings! Each night community centers and junior colleges are filled with tuition-paying fools who think they can find quick happiness and/or make millions by studying real estate strategy, movie script writing or ways to be less repulsive to members of the opposite sex. As a result, we now have an unproductive generation of young adults with clogged minds and false hopes. What these poor saps need is an adult education program that will clear their minds of the junk they've learned into her adult education programs. Fortunately, MAD has found a school that can do the job, and we herewith present excerpts from its latest catalogue of courses ...



ENJOY BOOKS LONGER THROUGH SLOW READING TECHNIQUES—Designed for those who have mastered Speed Reading to their everlasting regret. End the expense of daily book purchases with such "slow down" skills as moving your lips when you read, wading through every dull footnote, licking your thumb before turning each page, and concentrating on books written in dead languages.

Room 106, Independence Hall
Ms. Wordstumbler

STOP PLAYING THE PIANO IN TEN DAYS—OR LESS!—Don't be one of those party poopers who snuffs out conversation at every gathering with your hideous urge to sit down and start playing the piano. This course puts a merciful end to your illusion of having musical talent by forcing you to listen to taped playbacks of your lousy keyboard pounding.

Room 106, Arsenio Hall

Mrs. Swineway



FORGET HOW TO DO MACRAMÉ IN 8 SHORT WEEKS

—Don't become one of those obsessed handicrafters who can't stop turning every shred of string into a macramé project, even after their homes already look like the Hanging Gardens of Babylon. This course stresses the use of mittens to render your fingers useless until you kick the macramé habit.

Room 106, Grange Hall

Ms. Twineleaver



STAY OUT OF REAL ESTATE SPECULATION AND AVOID LOSING YOUR SHIRT

—Teaches those who have plans to participate in foreclosed property auctions to spend their spare time less dangerously by limiting their land acquisitions to only when playing the board games "Risk" and "Monopoly."

Room 106, Huntz Hall

Mr. Huckster

FORGET GOURMET COOKING AND CURE YOUR TERMINAL INDIGESTION

—Designed for students who never had stomach problems until they took an international cooking course (such as "Spices of the Asian Sub-Continent"). This corrective course restores you to good health with instruction in boiling eggs, preparing Cream of Wheat, opening cottage cheese cartons and chewing Roloids.

Room 106, Fawn Hall

Ms. Bland



SHUT UP AND BE POPULAR—Trains graduates of courses in "Mastering Clever Conversation" to be less obnoxious by letting others talk occasionally. Lectures emphasize such skills as pretending to listen, stifling clever retorts and nodding pleasantly without making needless comments.

Room 106, Tom T. Hall

Miss Mime



STIFLE YOUR URGE TO WRITE A BEST SELLING NOVEL

—Why let minimal talent plus one semester of Creative Writing 101 lure you into the miserable life of a poor, struggling freelance writer? These lectures offer guidance in dashing your dreams, disposing of your typewriter and becoming engrossed in a career with a real future—such as pizza delivery work.

Room 106, Annie Hall

Mr. Vidal

REDUCE YOUR MEMORY TO THE HUMAN AVERAGE—Thousands of memory improvement course grads are walking the streets today, unable to forget the date of Woodrow Wilson's birth or the lyrics of "Three Little Fishies." This course helps such unfortunates regain normal forgetfulness through a combination of cheap wine and loud Chinese gongs.

Room 106, Prentice Hall

Mr. Whatzisname



SAVE TIME BY NEGLECTING YOUR HOBBIES—Enjoy extra hours of television, solitaire or simple daydreaming once this seminar convinces you that needless hobbies are robbing you of your leisure time. "Hands on" instruction helps you regain control of your life by learning to burn stamp albums and rip up partially completed needlework projects.

Room 106, City Hall

Mrs. Dawdler



FORGETTING 1ST YEAR CONVERSATIONAL SPANISH—Why risk a nasty physical encounter by uttering to a husky Latino a fractured Spanish phrase that may unintentionally slander his character? This course emphasizes the value of memorizing a single handy English sentence: "Sorry, but I do not speak Spanish, Señor."

Room 106, Mess Hall

Mr. Wimpgringo



112

ABANDON CALLIGRAPHY AND MAKE YOUR INVITATIONS READABLE—Vital to those who have mastered illegible calligraphy, only to find that it prevents invited guests from knowing when to show up for parties. Lab sessions help you relearn simple block lettering with a pencil, in order to put your thoughts on paper so others can decipher them.

Room 106, Dimly Lit Hall

Mrs. Abcdefg



LEARNING TO LEAVE YOUR HOUSE THE WAY IT IS—Listen to horror stories from homeowners who enrolled in remodeling courses and whose projects wound up costing many times the original estimate, and often caused entire walls to collapse. Gruesome videotapes guide eager novices away from undertakings that could leave them bankrupt and homeless.

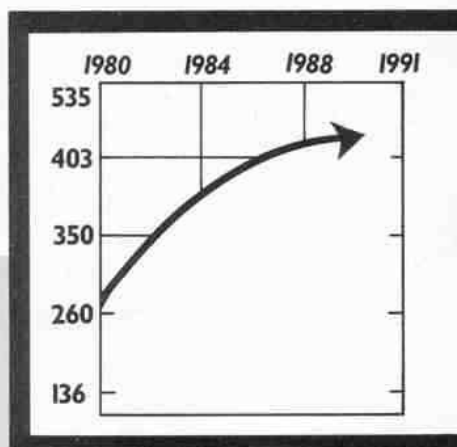
Room 106, Hi-De-Hi-De Hall

Mr. Beamsagger

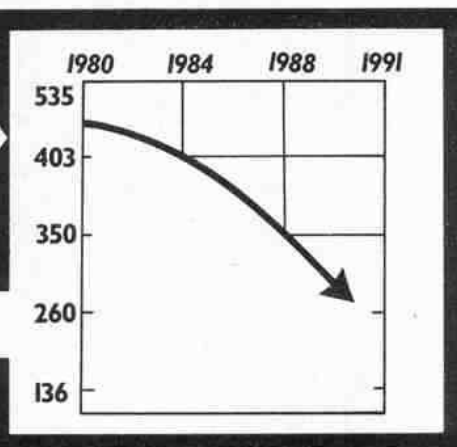
A MASSIVE CHART ATTACK DEPT.

Ever wonder about the correlation between seemingly unrelated events—between say, the number of crimes per 1000 households and the number of

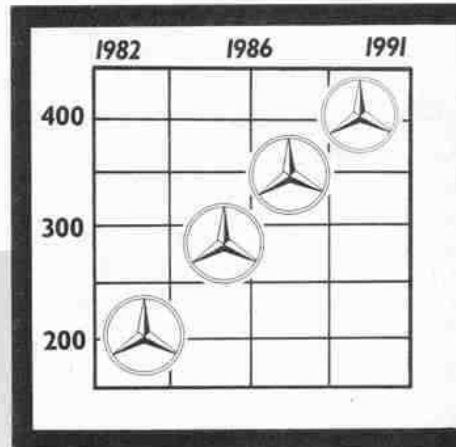
CAUSE OR CO



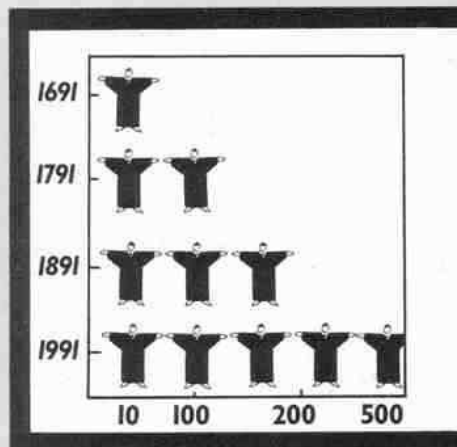
POLITICIANS RE-ELECTED TO CONGRESS



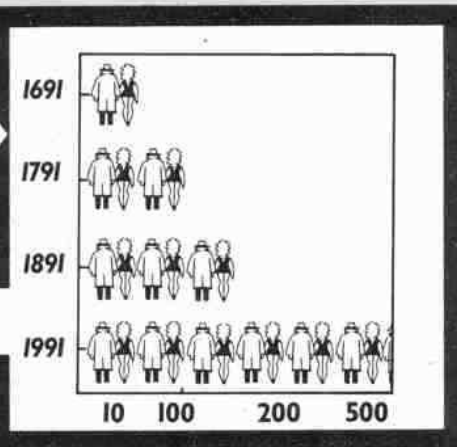
VOTER S.A.T. SCORES



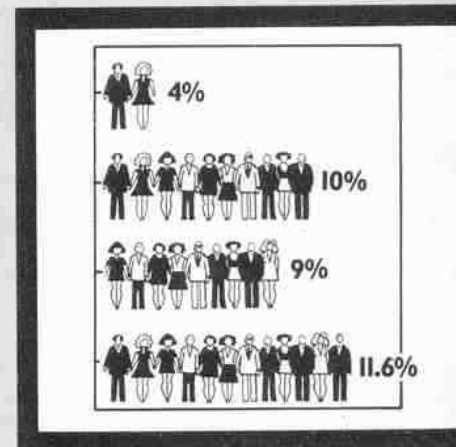
CAR CHASES ON T.V.



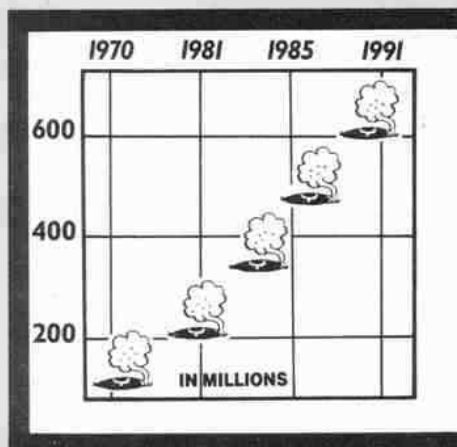
SELF-PROCLAIMED EVANGELISTS



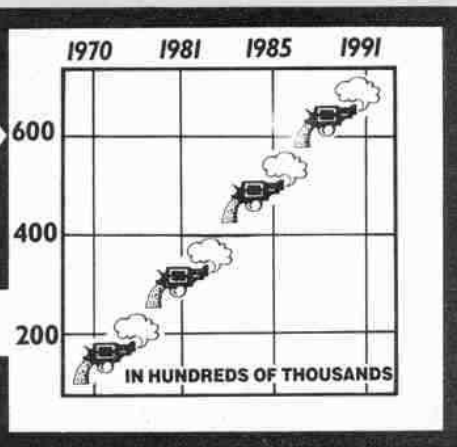
HOTEL RESERVATIONS UNDER THE NAME "JOHN SMITH"



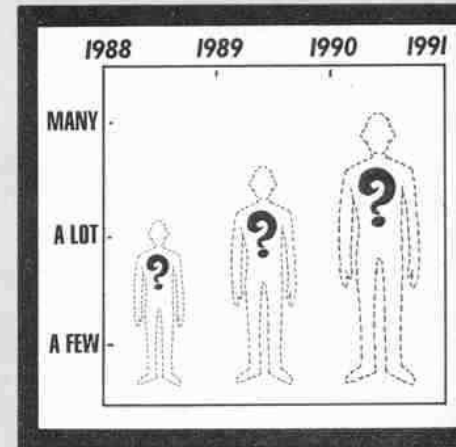
CLEVELANDERS LEAVING CLEVELAND FOREVER



CIGAR SALES



WOMEN WHO OWN GUNS



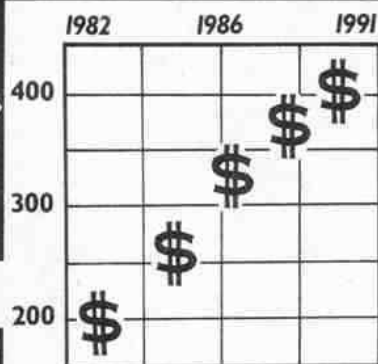
MISSING PERSONS

homes that display plastic snowmen? Is there a connection?? *Ummm...no.* But other statistical pairs *do* suggest definite links. You decide! Are they...

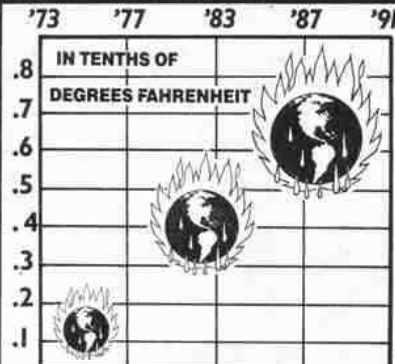
INCIDENCE??

ARTIST: GEORGE WOODBRIDGE

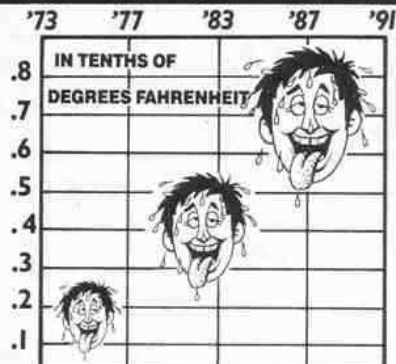
WRITER: DAN BIRTCHER



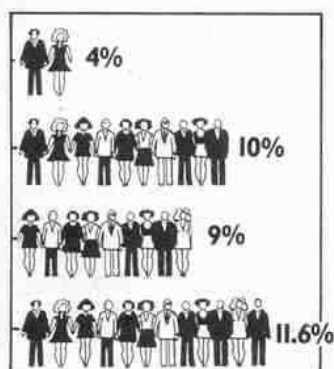
CAR INSURANCE PREMIUMS



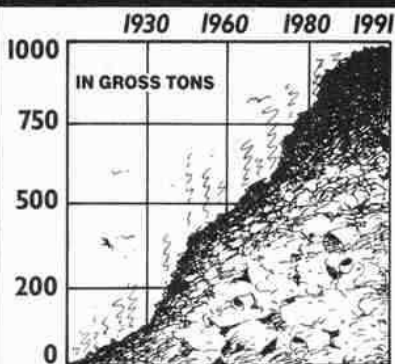
GLOBAL WARMING



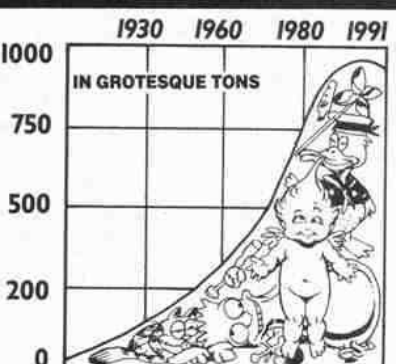
SALES OF X-RATED VIDEOCASSETTES



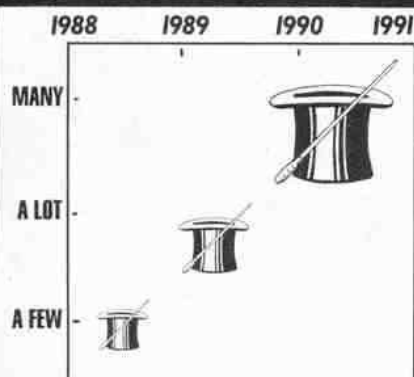
CLEVELANDERS WHO REALIZE THEY'RE IN CLEVELAND



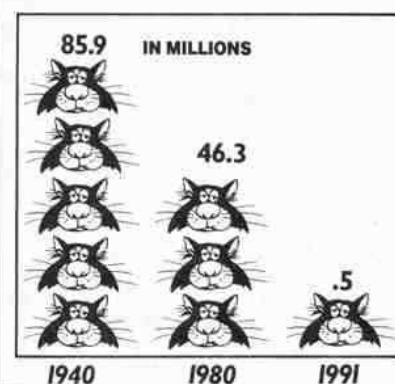
LANDFILL INCREASE



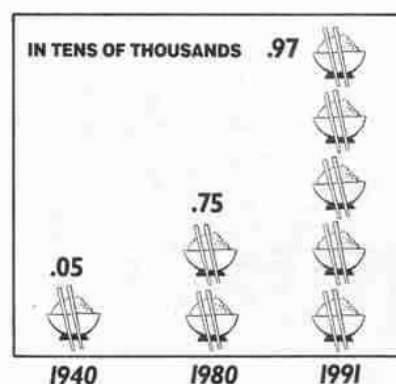
IMPORTS OF CRAPPY LITTLE CARNIVAL PRIZES



DAVID COPPERFIELD PERFORMANCES



CAT POPULATION



NUMBER OF CHINESE RESTAURANTS

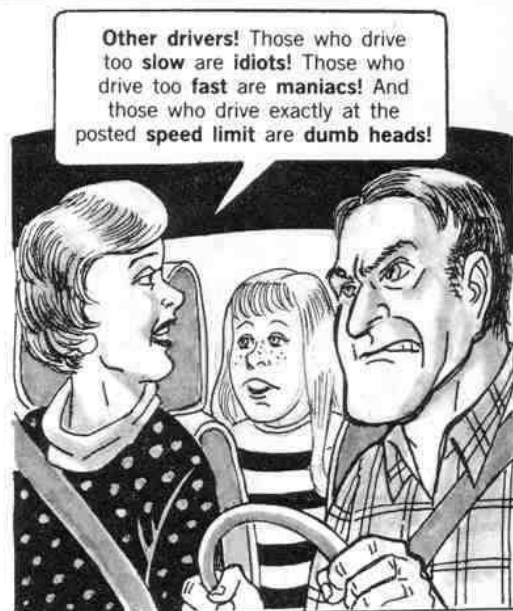
COMPARISONS



BERG'S-EYE VIEW DEPT.

THE LIGHTS

DRIVING





THE ECONOMY



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

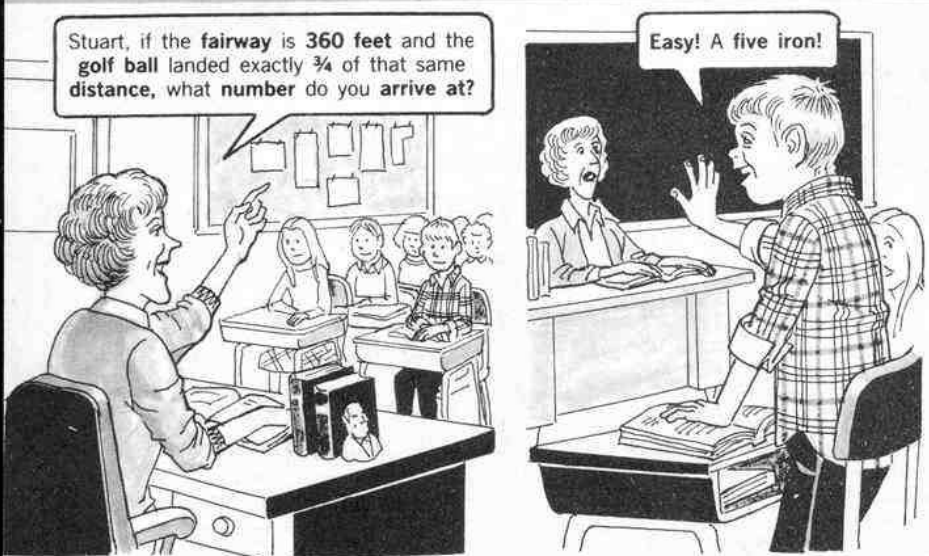
HEAVY METAL



CRIME



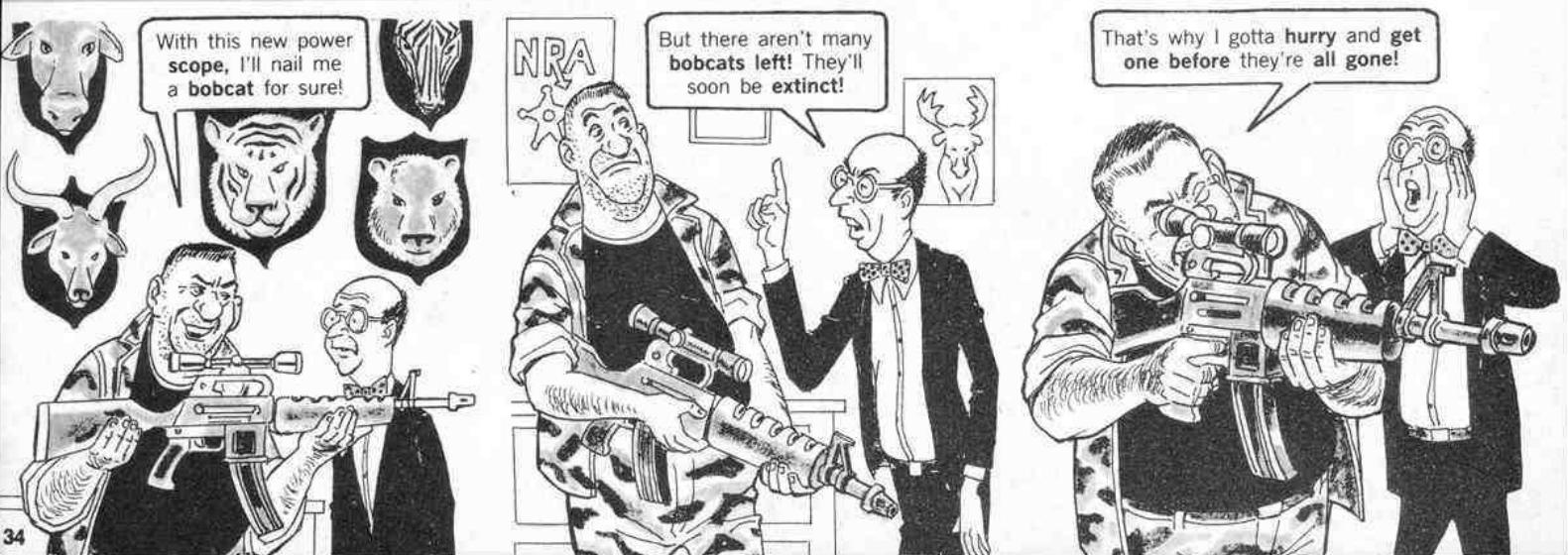
MODERN MATH



BLESSINGS



HUNTING



DETERMINATION



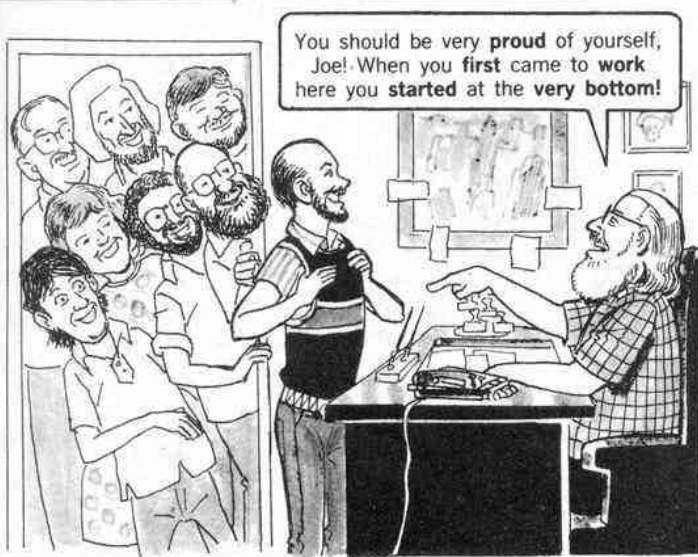
APPRECIATION



PARENTING



THE OFFICE



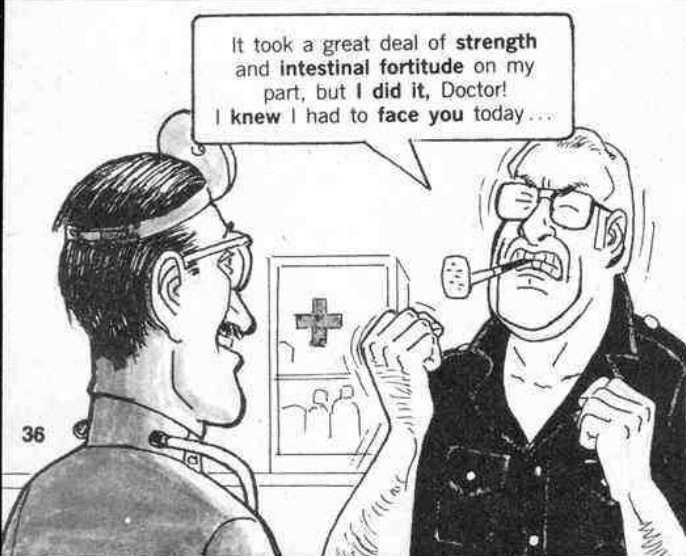
FUND RAISING



Sure! What has everyone else been giving?



DOCTORS



I SENT A LETTER THROUGH THE MAIL ...

(With Post Apologies to Henry Wadsworth Longfellow)



*I sent a letter through the mail;
It wound up ... well, that's quite a tale;
I dropped it in a box, you see,
On Saturday, 'round half past three;
Through Sunday in that box it lay
(and Monday was a holiday),
Till late on Tuesday, by some luck,
Arrived a Postal Service truck,
Which hauled the mail and dumped it in
A postal worker's sorting bin.*

*My letter now was on its way—
To Little Rock through San Jose,
Then on to Boise, Idaho,
By way of downtown Buffalo,
Proceeding then to Bangor, Maine,
And, somehow, Barcelona, Spain,
Until, at last, it came to earth
In Texas, somewhere near Fort Worth;
Small wonder that it's got me down—
I mailed it to a friend cross-town.*

WRITER: FRANK JACOBS

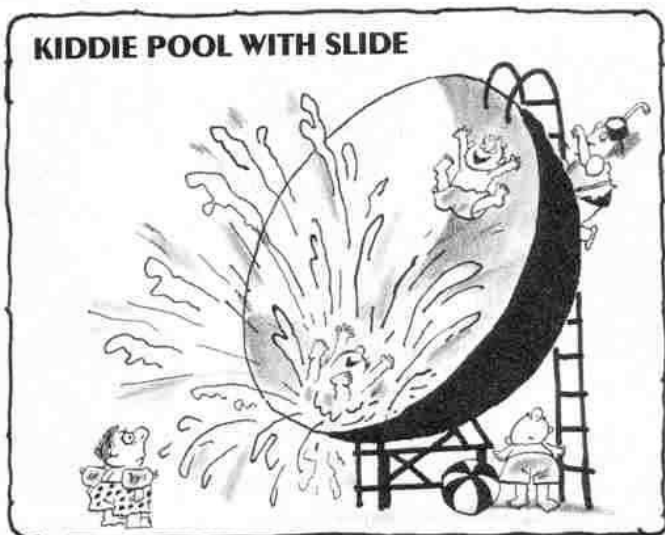


Other Uses For

LOVE SEAT FOR LARGE SIZES



KIDDIE POOL WITH SLIDE



BASEBALL BATTER'S BACKSTOP



STATE-OF-THE-ART
GANGSTER CEMENT MOLD

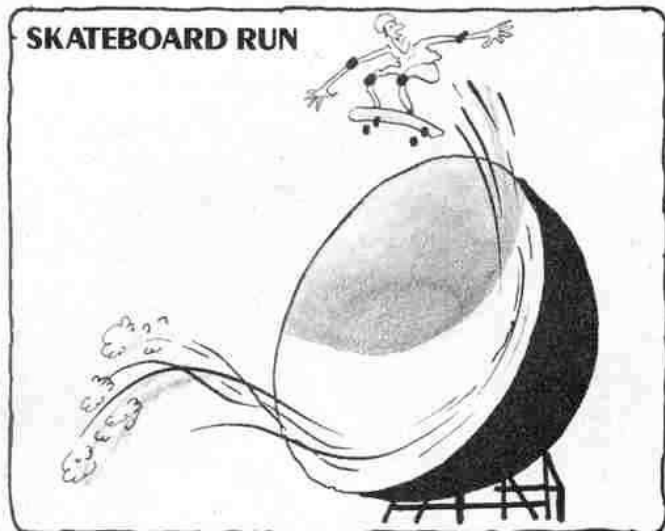


LARGE FAMILY STIR-FRY WOK

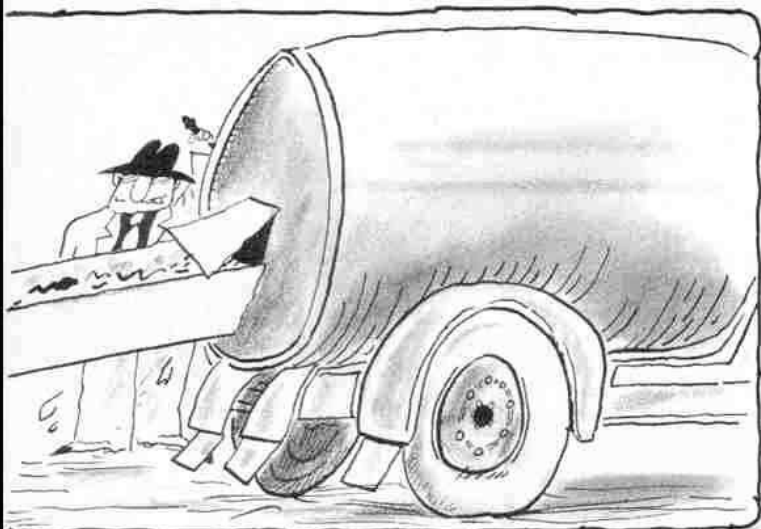


Satellite Dishes

SKATEBOARD RUN

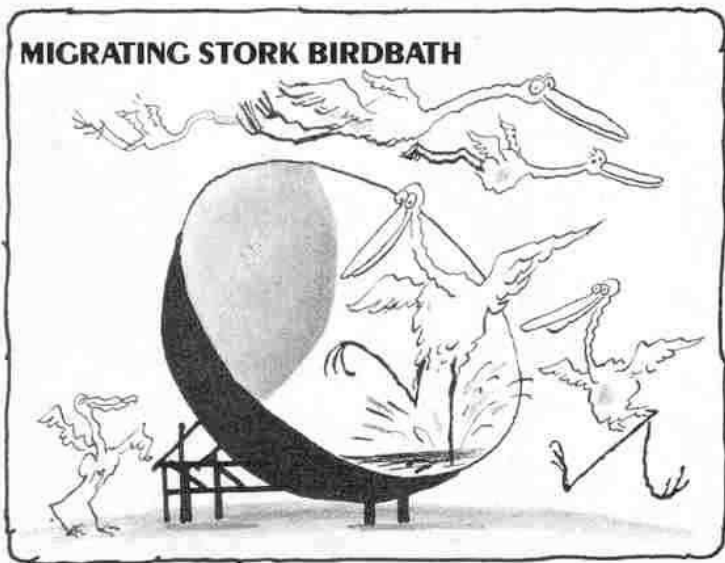


OUTDOOR FOOTBATH



ARTIST AND WRITER: PAUL PETER PORGES

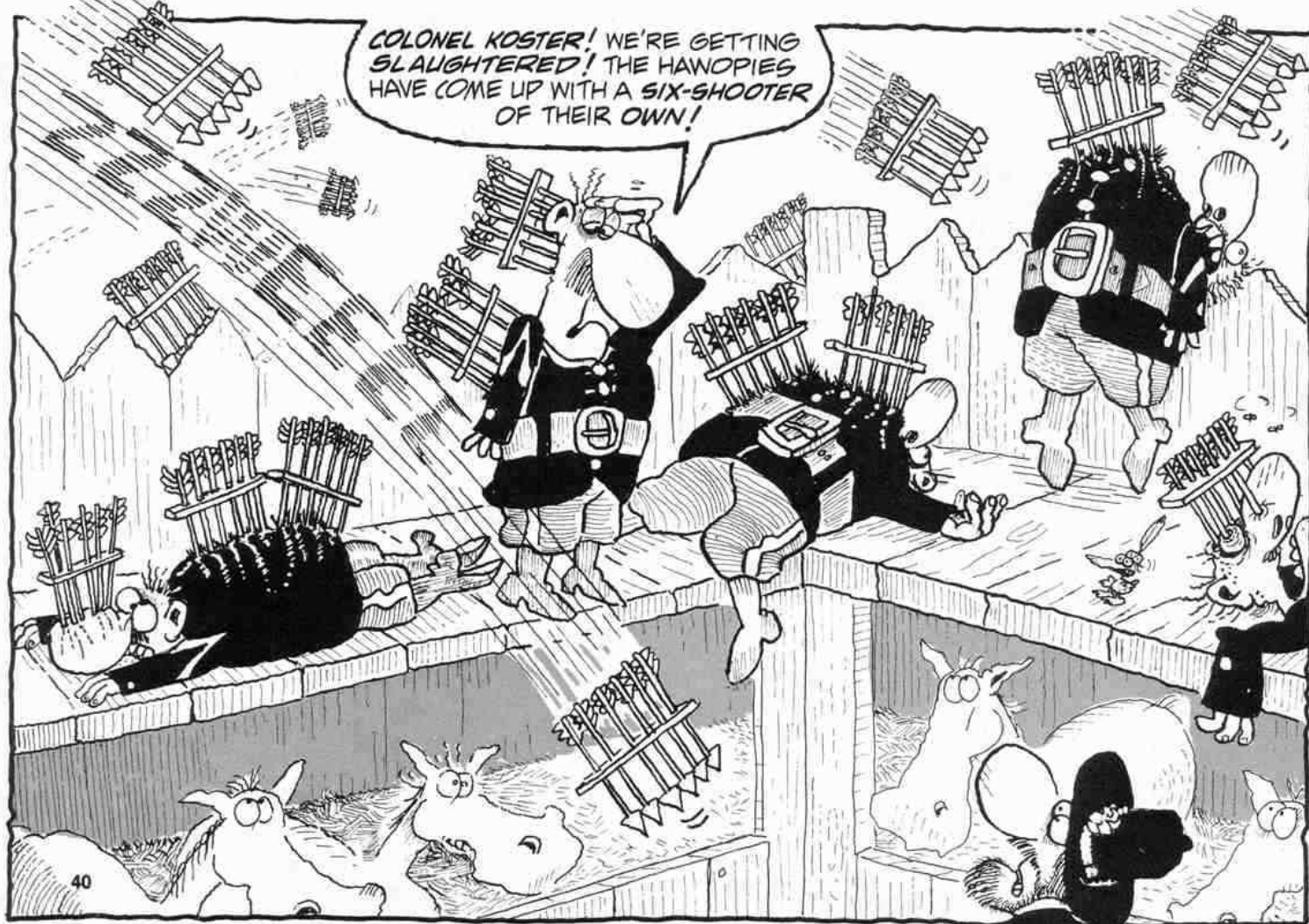
MIGRATING STORK BIRDBATH



EXOTIC TREE GUARD



THE INGENUOUS INDIAN INCURSION





Mad's Merchandiser of the Year

WRITER: STAN HART

I'm not impressed!
That's the same
guy who also
said to his
wife, "We ought
to get out to
the theater
more often!"

41

41

When a group like the "New Kids" is hot, you can really **cash in**! But you gotta work **fast** or they're **gone by Thursday**! I get a **percentage** of everything sold with their **name** or **faces** on it! It's better than **printing** your own money—you don't have to **buy ink** or **paper**!

What happens if the **group** gets some **bad publicity**? Like when Donny Wahlberg set fire to his hotel room rug?

More opportunity for the **smart operator**! Look...



The new "Donny Wahlberg Carpet Lighter"!



Is there anything you can do to **promote** your clients past their prime of popularity?

Sometimes, if I can create some **public awareness**! "Guns and Roses" are hot again thanks to the **heavy metal riot** in Detroit!

Riot? Hmm, I didn't hear about that!

Maybe that's because it **hasn't happened yet**! I'm holding it **next month**! It'll cost me **\$5,000**—that's **\$5 per rioter**! "Guns" will make **Page One** and I'll make a **fortune**!



Watch this **TV spot**! It's another wonderful inspiration of mine!

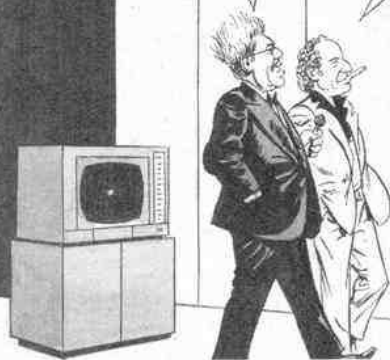
Parents, do you want your **child** to become the **good student** he can be or are you content to let him remain the **piece of crap** that he is? Our **learning tapes**...



John Ritter is one of my **clients** and this bit serves a **real need**!

You mean the **future** of America's youth?

It's not the **youths' future** we're **serving**! It's **John's**! He needs the **money** from these **spots** 'cause he hasn't made one **successful movie** since he left "Three's Company"!



The **Franklin Mint** has been charging a **fortune** for these **goofy plates** and **cups** with **licensed characters** on them! Some of my clients wanted **in on the action**! And knowing that many people love **paintings on porcelain**, I created my own item...



The "Rocky" Urinal! Collect the set!





All you kids out there! Now you can call me, **Jose Canseco**, at 1-900-J-O-S-E and get a **daily batting tip!**

The **900 phone number scheme** has been a **bonanza!** We charge 'em **\$2.50 a minute!**

Can you make a lot of money at that rate?

A killing! Jose talks so slowly that the kid has to stay on at least **five minutes** to get any kind of message at all!

I see! And do **many kids call?**

A zillion, thanks to our warning, "Please check with your parents before you call!" By making it sound forbidden it becomes irresistible to kids!

And here are my **Golden Girls!** Old-timers remember **June Allyson** as an actress who couldn't control her tears! She cried in every movie! Today's kids think she's just some old bimbo who can't control her bladder!

I guess it's like they say, "What comes around, goes around!" And isn't this **Jane Powell?**

Yessir! Her commercial about how a **denture cream** prevents her false teeth from dropping in her soup is a **winner!** The old people sure identify with those dinosaurs!

And there's **Alli MacGraw** taping a commercial for a **miracle wrinkle cream!**

But she looks so wrinkled in person!

That's the miracle of the cream! When applied to the lens of a TV camera, it does blur out most of the wrinkles! Another example of truth in advertising!

Here's a new twist on commercials—get a **washed-up TV star** like **John Davidson** and give him a **live audience show** that's actually a **thirty-minute commercial!**

Doesn't the audience catch on that it's not a real show?

They don't care! They're just glad to get out of the sun for half an hour! But if you think they're gullible, how about the people who watch the show and then send in money for the tapes?

This is another "**Barabbas Brainstorm!**" Create products that use a **celebrity's name!** Like **Elizabeth Taylor** perfume!

And what makes that idea so special?

Since **nobody** knows what **Elizabeth Taylor** smells like, every customer thinks she smells like Elizabeth Taylor when she uses this stuff! Is America the land of opportunity or what?

Don't you ever run out of celebrities?

Yes! But when that happens, we just create our own! Like good ol' **Richard Simmons** here! Even though he's famous, there's not one person in the entire Western World who can tell you what he's famous for! I call it the "**Zsa Zsa Gabor Syndrome**"!



I must admit, sometimes you can be **too successful** with a promotion! Like these **sneaker commercials** with **Michael Jordan**! They were so effective, kids would kill to get the shoes!

That's terrific! What was the problem?

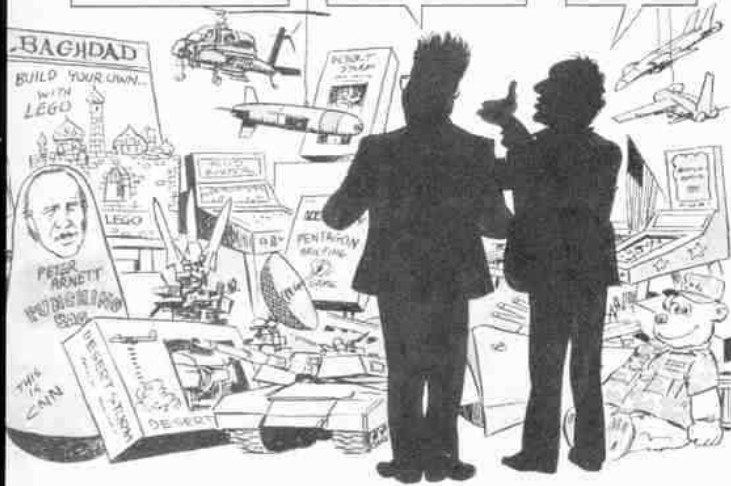
A lot of **dead teen-agers**! Like I said, some kids would kill to get the shoes!



We have a saying in our biz, "**The New Kids are Nice, the Simpsons are Sweet, but a War is Wonderful!**"

Wasn't **Desert Storm** in the public domain? That means anyone could do it!

Sure, but it took a guy like me to overdo it!



I hit all **age brackets**, from **Desert Storm** toys for kids to **Desert Storm** condoms for adults to **Desert Storm** suppositories for old folks! It was going great, but who knew that the damn war would be over in four lousy days? My people got stuck with a ton of **Desert Storm** merchandise! That fat guy, **Schwarzkopf**, owes me!



But making all that stuff was risky, wasn't it? Suppose the war had turned out differently?

No sweat! I was prepared for that, too! I signed up **Saddam Hussein**!

You signed him? But he was our enemy!

He was our friend until last August!



Thank you, **Paul Barabbas**! I think I speak for all **MAD** readers when I say you've certainly **opened our eyes** to what **character merchandising** is all about!



The average five-year-old thinks he's made a brilliant discovery when he smugly announces that any story beginning "Once upon a time..." is a fairy tale that didn't happen. Well, the average five-year-old is wrong! Many things dismissed as fantasy were very real in years gone by. Let MAD give you the straight poop on the way it was...

Once Upon A Time...

ARTIST: SERGIO ARAGONES

WRITER: TOM KOCH

....THERE WAS ONLY ONE TYPE OF COCA-COLA,

AND IT ONLY CAME IN ONE SIZE BOTTLE

—AND EVERYBODY SEEMED SATISFIED



...AND KIDS LEARNED

ALL ABOUT KINKY SEX FROM THEIR FRIENDS ON THE STREETS—NOT FROM GERALDO

RIVERA ON TV



...AND BASEBALL PLAYERS PLAYED FOR LESS MONEY

THAN THEY NOW GET FOR SIGNING AUTOGRAPHS AT CARD SHOWS



...AND RADIO STATIONS KEPT THE SAME CALL LETTERS FOREVER, EVEN IF THEY DIDN'T SPELL

A TIME...THERE WASN'T ONE TENNIS TOURNAMENT IN THE WHOLE WORLD NAMED

COMPANY



...AND A KID COULD RIDE

FOR EACH ACTIVITY



...AND YOU

ITEM BEFORE YOU KNEW WHETHER OR NOT YOU COULD AFFORD IT.



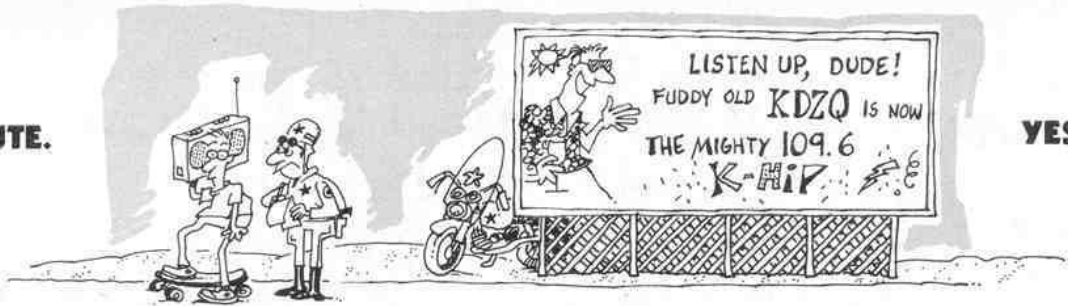
TO SELL \$8.95 WALL CALENDARS BECAUSE MOST OTHER BUSINESSES IN TOWN GAVE THEM AWAY

PRIZED BASEBALL CARDS IN AN OLD CIGAR BOX—NOT A SAFETY DEPOSIT BOX



ANYWHERE ABOUT WHETHER OAT BRAN WAS GOOD OR BAD FOR YOU. IT WAS JUST FED TO L

ANYTHING CUTE.



YES, ONCE UPON

ED AFTER A CIGARETTE MANUFACTURER OR A FOREIGN CAR MAKER OR A PHONE

A BIKE OR PLAY TENNIS OR EVEN KICK A BALL WITHOUT HAVING TO WEAR A SEPARATE OUTFIT

YOU DIDN'T HAVE TO WAIT FOR THE CASHIER'S SCANNER TO READ THE BAR CODE ON A GROCERY



...ONCE UPON A TIME...GIFT SHOPS DIDN'T EVEN TRY

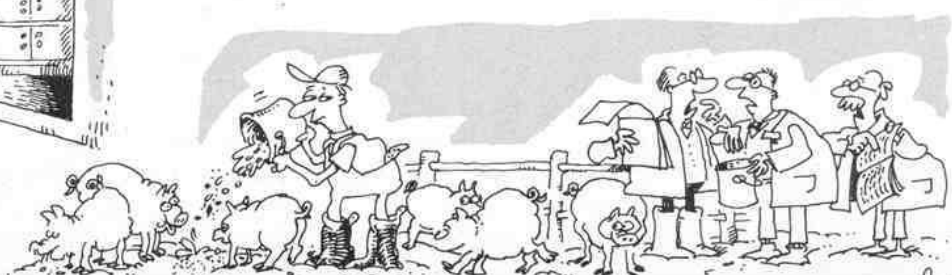


WAY FOR FREE

...AND KIDS KEPT THEIR MOST

...AND THERE WASN'T A SINGLE ARGUMENT

LIVESTOCK AND FORGOTTEN.



Mad's Soap Opera Update

An Informative Guide to What's Happening on Your Favorite Daytime Dramas

MAUL MY CHILDREN

Victor told Frank he was secretly married to every woman in Detroit. Shane and Johnny's plan against Cal backfired when Jennifer discovered them auditioning yodelers. Dane's nightmares about robot hens continued.

THE YOUNG AND THE RUSTLESS

When no one was watching, Beth let the air out of Tim's steady date. Kitty's plans to mass market Frederico's edible lawn furniture hit an unexpected snag when Uncle Chip decided to invest his money in Cassandra's new line of novelty neck braces. Kathleen told Margo he wondered why he had a girl's name.

DAYS OF OUR LIES

In an attempt to learn more about Henderson's past, Becky hypnotized his parrot's therapist. Phyllis charged Reed with refusing to reveal the identity of the man Rusty thought was responsible for Betty's Aunt going to Wally's bungalow with the Vancouver Canucks. Kent demanded that everyone stop putting butter in his hat.

ANOTHER WHIRL

Randy mistook Butch's aunt for an old sofa and sent her out to be reupholstered. At confession, Cliff revealed that he was the man responsible for those Infiniti car commercials. Julie invited a horse on a ski weekend.

LUSTING

Mike was miraculously spared when his earmuffs exploded at the Yeast Festival. Bill was named Oral Surgeon of the Year, even though he works at a Stuckey's. On the day before elections, Congressman Toomey was seen strapping hams to local school children.

MISGUIDING LIGHT

Despondent over Frank's passion for recaulking, Blake attempted suicide using a garlic press. Kayla informed Kyle that the only way he could win Morgan's love was by convincing her that he was Casey Kasem's skin consultant. Jan told Jimmy Lee that he would only be allowed to use one name, like everyone else in town.

AS THE WORLD RETURNS

A newcomer named Jimmy Lee said he would stay in town if they allowed him to use both of his names. In an unsuccessful attempt to appear older and gain entrance into the town's hot new nightclub, Timmy had varicose veins tattooed on his legs. In a flashback sequence, Kirk sold towels to Patrick Henry.

GENERALLY HOSPITABLE

Hilda was alarmed when Doctor Knuckles arrived for her appendectomy in a Zamboni machine. Nurse Rene assured Wilton that the fluid dripping from his elbow was peach juice, and then offered him a glass. Everyone in town was killed. (Last show of series.)

**WHAT
TYRANICAL
OVERBEARING
DICTATOR WAS
RECENTLY CUT
DOWN TO SIZE?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

A former powerhouse was recently severely humbled. To find out who it was, just fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD BACK SO "A" MEETS "B"

◀ B

FOLD THIS SECTION OVER LEFT

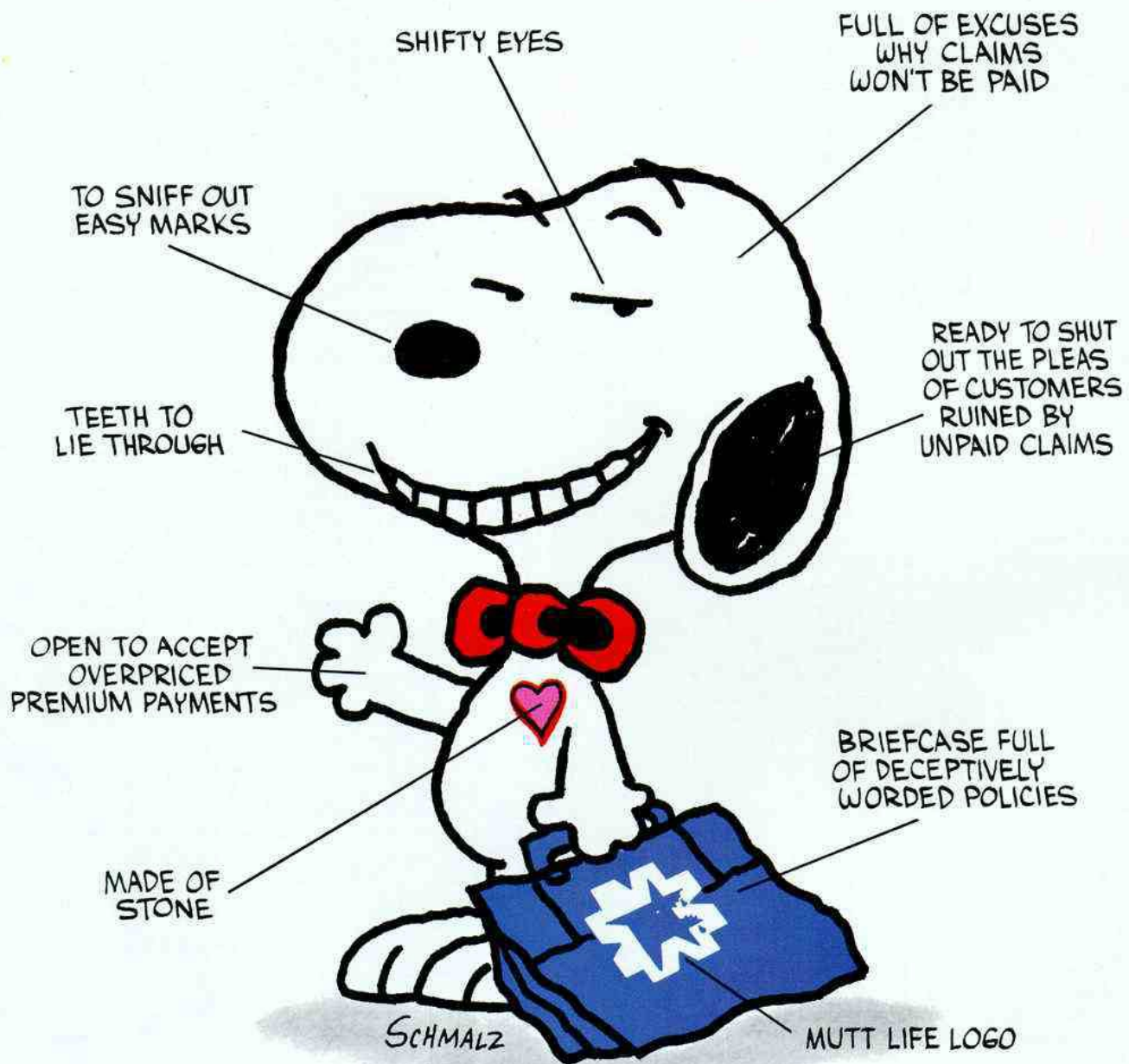


**SAD! SAD! SAD! SOME PEOPLE LIVE UNDER DAM-
NABLE CONDITIONS. THEY ALL HAVE A SPECIAL URGENCY
FOR OVERTHROWING THEIR OPPRESSORS. BUT THE
REAL DIFFICULTY IS FOR THEIR NEW LEADERS TO ORGAN-
IZE A DEMOCRATIC SYSTEM FOR ALL TO ENJOY.**

A ▶

◀ B

HOW TO SPOT A MUTT LIFE REPRESENTATIVE.



GET MUTT. YOU'LL PAY.SM



Muttropolitan LifeSM
AND AFFILIATED COMPANIES