

For years, the tobacco companies have been getting away with murder! But with a bunch of huge lawsuits pending, they're suddenly on the defensive, and we had some tough questions for them! They agreed to let us interview one of their executives, but only if we allowed them to pick the interviewer! We had no choice but to go along!

MAD INTERVIEWS THE TOBACCO EXECUTIVE OF THE YEAR

ARTIST: MORT DRUCKER

WRITER: CHRIS HART

My name is Forrest Gump. People call me Forrest Gump.

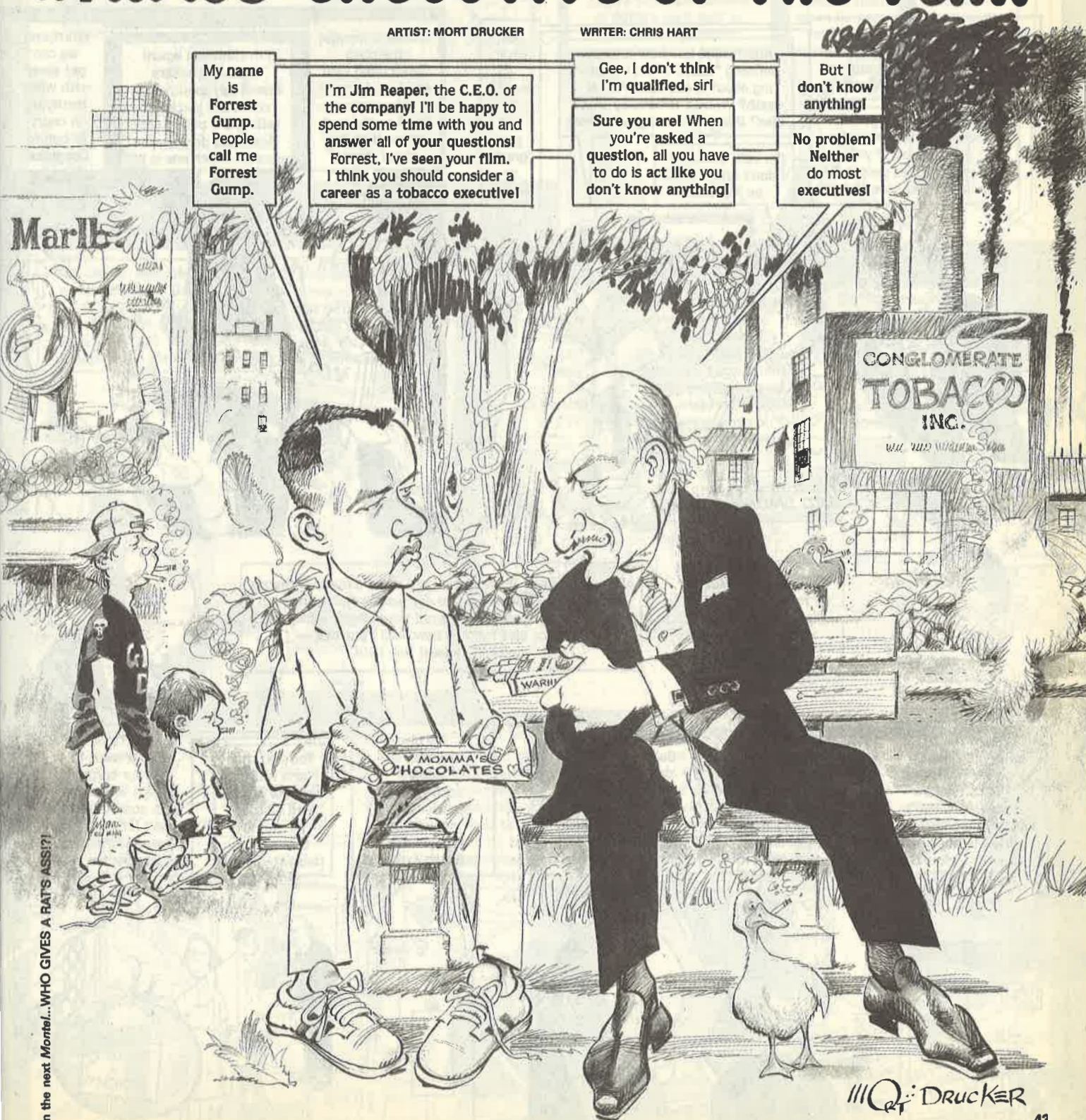
I'm Jim Reaper, the C.E.O. of the company! I'll be happy to spend some time with you and answer all of your questions! Forrest, I've seen your film. I think you should consider a career as a tobacco executive!

Gee, I don't think I'm qualified, sir!

Sure you are! When you're asked a question, all you have to do is act like you don't know anything!

But I don't know anything!

No problem! Neither do most executives!



Doesn't it make you feel bad when you see billboards that count off the number of smoking deaths?

SMOKE

102619

Sure! It's sad any time you lose a customer!

We train our lobbyists to keep a straight face while lying to Congressional committees!

Wow! Is that real hard?

You know it! Our boys are facing the most accomplished liars in the country!

Senators, we believe that there is still no proof that smoking causes cancer!

I'd like you to meet our chief legal counsel! You can ask him anything and he has an answer! He hasn't lost a case yet!

My momma always said, "You are responsible for your deeds!" If your product makes people die, shouldn't you have to pay?

Absolutely! But how are you defining "death"? Are we talking about brain death? Near death? When a Broadway show dies? Death is too vague a term!

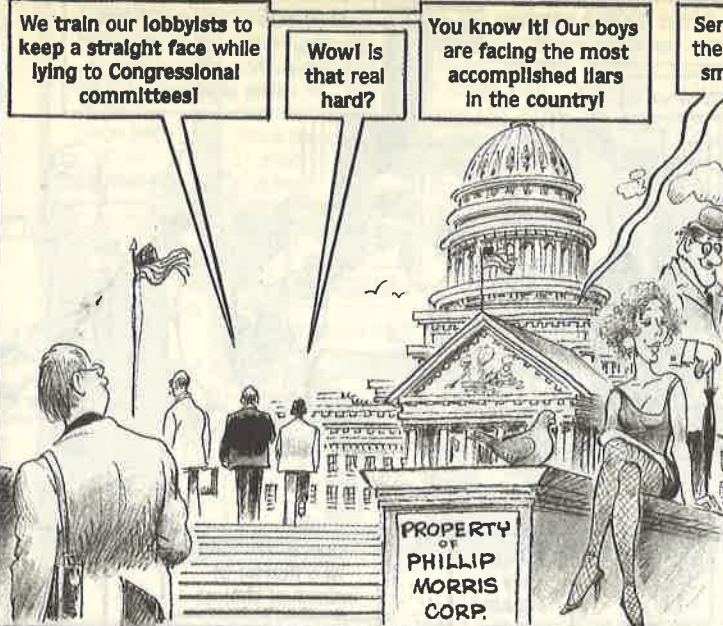
I'm very confused! I don't know what he just said!

See what I mean? Is this guy great or what?

Smokers assume the risks associated with smoking because the warning label on the pack states that they cause cancer!

I'm confused again! You say smokers knowingly assume the risks, but you keep telling the public that cigarettes don't cause cancer! Which one is it?

Whichever we can get away with when testifying in court or before Congress!



One of our biggest supporters is Senator Jesse Helms! Even though he professes to be a fiscal conservative, he sees to it that tax payers shell out millions of dollars each year to the tobacco growers!

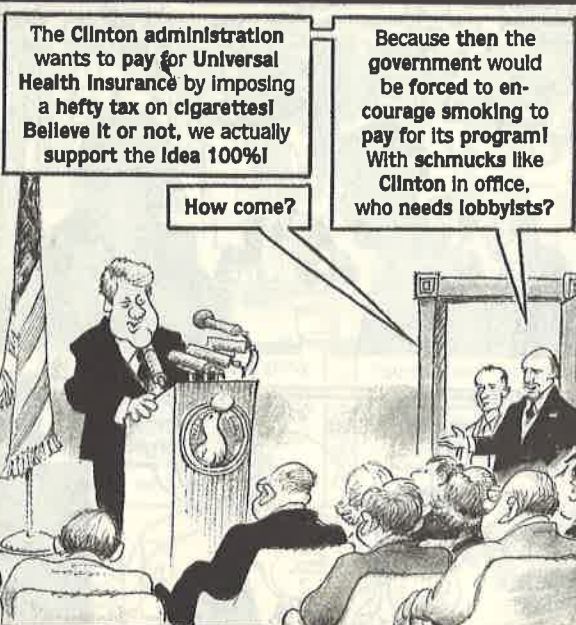
My momma always said, "Always make sure to thank a man when he does you right!"

We already do! It's called a campaign contribution!



You sure have a lot of folks suing you! Won't you have to give out a lot of money?

Are you kidding? We've never paid out a dime in damages and we never will! Thanks to our Justice system, we can stretch out the proceedings until the plaintiff either goes broke or dies from — how shall I put this — "natural" causes! Heh heh!



The Clinton administration wants to pay for Universal Health Insurance by imposing a hefty tax on cigarettes! Believe it or not, we actually support the idea 100%!

Because then the government would be forced to encourage smoking to pay for its program! With schmucks like Clinton in office, who needs lobbyists?

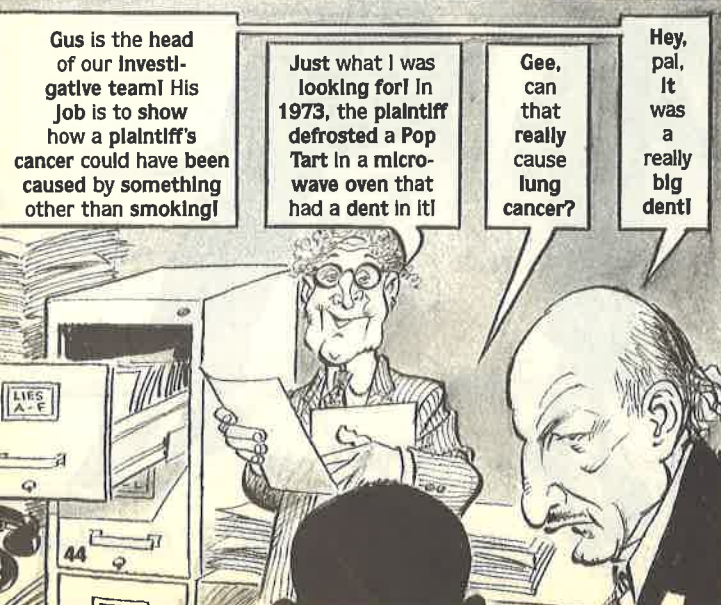
How come?

I thought it was illegal for you guys to advertise on TV!

We're not! These billboards are for the twelve fans in the bleachers, not the nine million people who are going to see them while watching the game on TV!

Oh, that makes sense! I guess it's okay then...

You see, Forrest, you're not so dumb after all! You're just as smart as those morons at the F.C.C.I

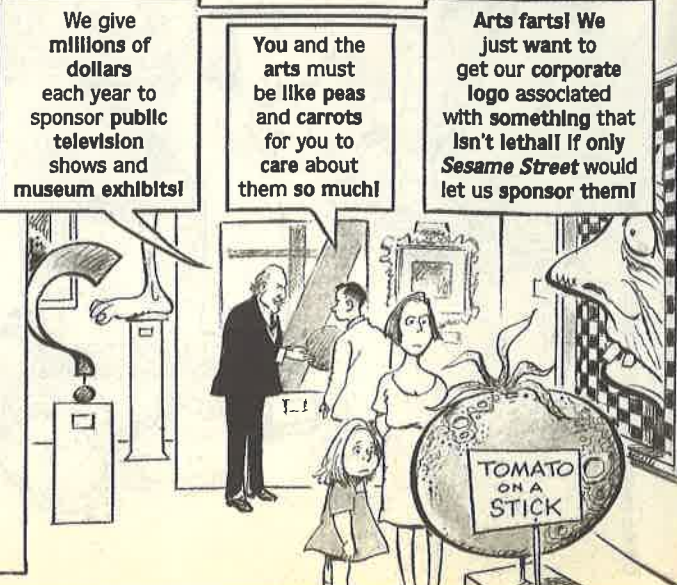


Gus is the head of our investigative team! His job is to show how a plaintiff's cancer could have been caused by something other than smoking!

Just what I was looking for! In 1973, the plaintiff defrosted a Pop Tart in a microwave oven that had a dent in it!

Gee, can that really cause lung cancer?

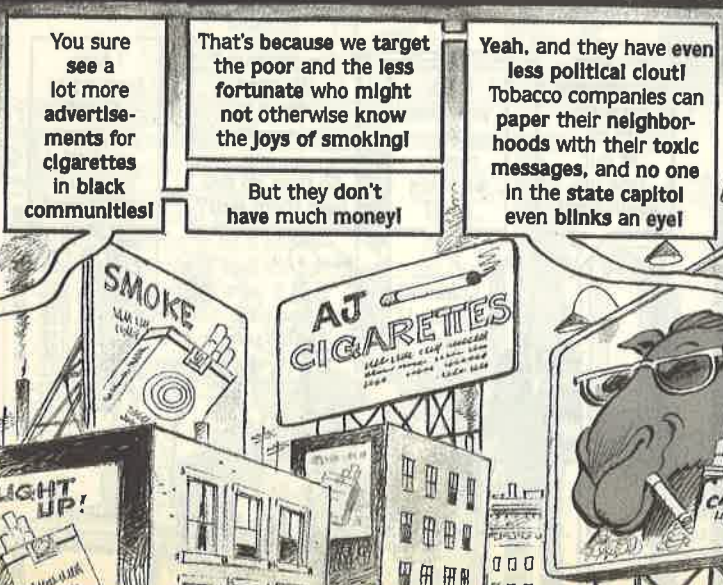
Hey, pal, it was a really big dent!



We give millions of dollars each year to sponsor public television shows and museum exhibits!

You and the arts must be like peas and carrots for you to care about them so much!

Arts farts! We just want to get our corporate logo associated with something that isn't lethal! If only Sesame Street would let us sponsor them!



You sure see a lot more advertisements for cigarettes in black communities!

That's because we target the poor and the less fortunate who might not otherwise know the joys of smoking!

But they don't have much money!

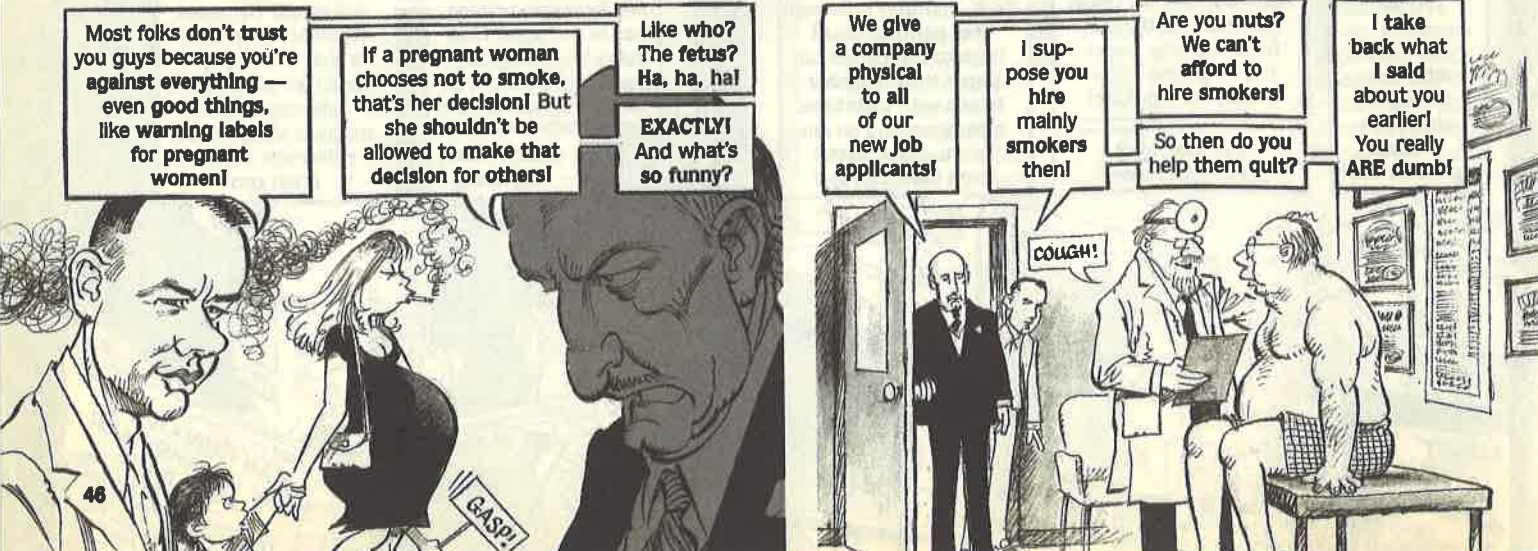
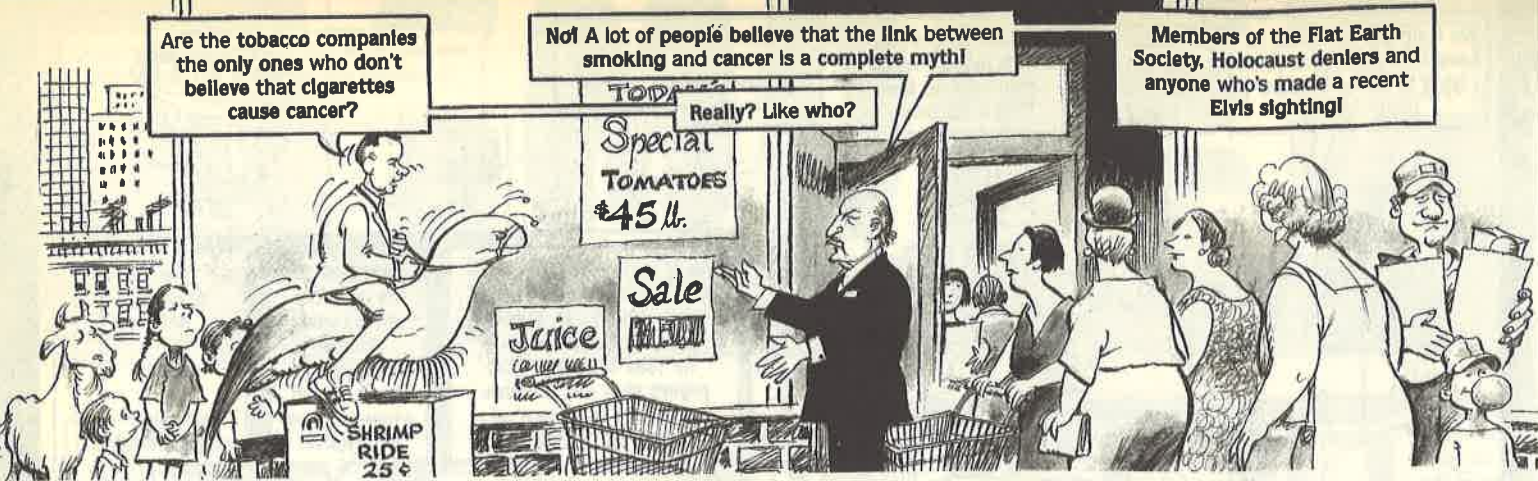
Yeah, and they have even less political clout! Tobacco companies can paper their neighborhoods with their toxic messages, and no one in the state capitol even blinks an eye!

Look, here's an opinion piece in the paper that refutes the theory that secondhand smoke is as lethal as firsthand smoke!

Really? That's surprising!

Not at all! We wrote it! What's surprising is that a newspaper would let us run paid advertisements masquerading as real editorials! What a great con!





Who Lady Di, Fergie and/or Prince Chuck is having sex/had sex/was having sex/might someday have sex with...WHO GIVES A RAT'S ASS?!

