

TICK TICK

THE TOPIC OF CANCER DEPT.

I'm Mike Malice!

I'm Harry Unreasonable!

I'm Ed Badly!

I'm Morley Chafer!

And I'm Meredith Vieairhead! Tonight ...



ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

SIX MINUTES*

LOOKS AT... SMOKING

*WHICH IS ABOUT HOW MUCH YOUR LIFE IS SHORTENED EVERY TIME YOU SMOKE A CIGARETTE!

This is Mike Malice here at the Tobacco Institution. Gentlemen, I notice the flag is at half mast. Is that because the tobacco industry lost its first lawsuit?

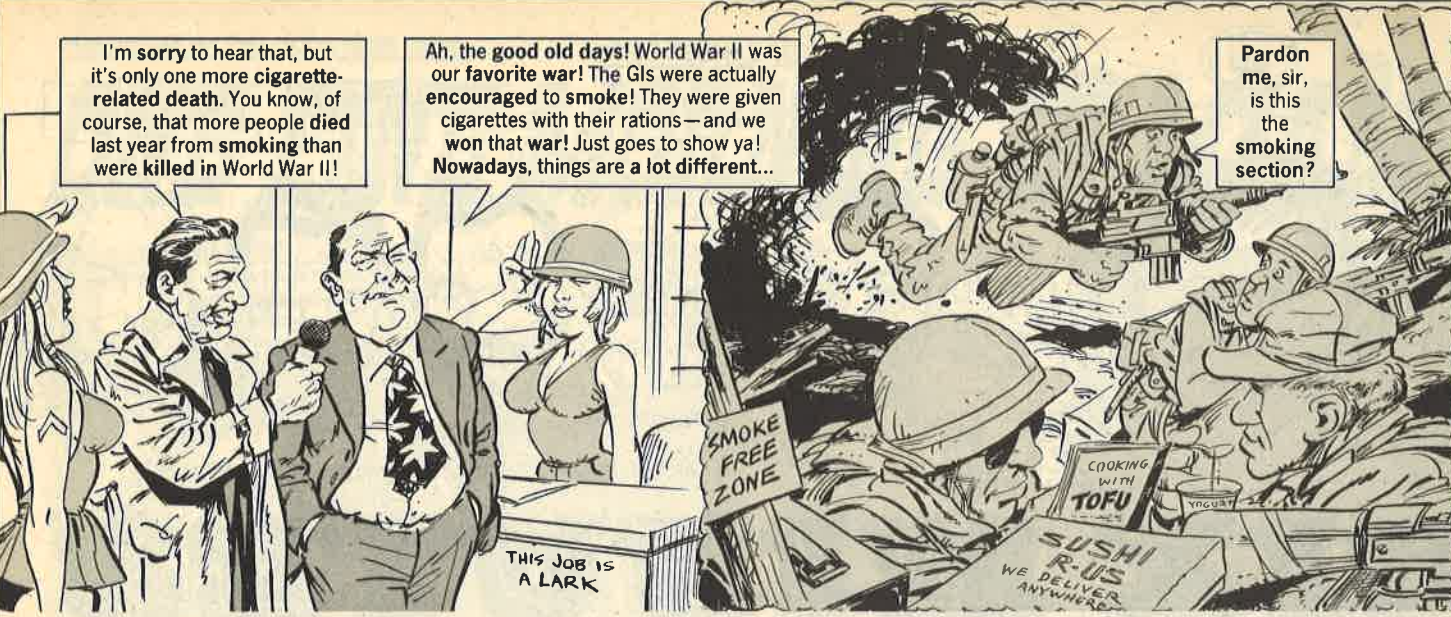
No, we're mourning the death of a man who died by smoking one cigarette!

I've heard about the cumulative effects of smoking, but how could a person die by smoking just one cigarette?

He lit it in an elevator filled with militant non-smokers!

HE'S MINE..





I'm sorry to hear that, but it's only one more cigarette-related death. You know, of course, that more people died last year from smoking than were killed in World War II!

Ah, the good old days! World War II was our favorite war! The GIs were actually encouraged to smoke! They were given cigarettes with their rations—and we won that war! Just goes to show ya! Nowadays, things are a lot different...

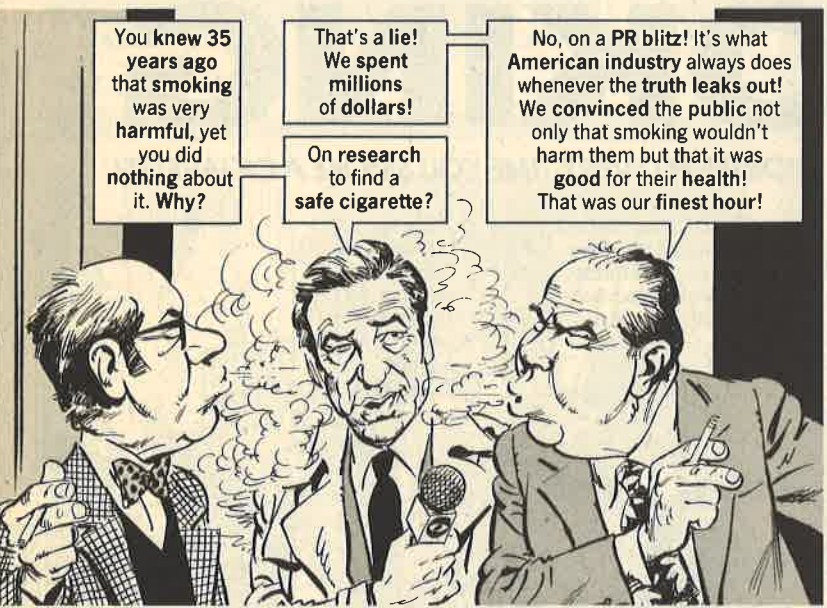
Pardon me, sir, is this the smoking section?

THIS JOB IS A LARK

SMOKE FREE ZONE

COOKING WITH TOFU

SUSHI R-US WE DELIVER ANYWHERE



You knew 35 years ago that smoking was very harmful, yet you did nothing about it. Why?

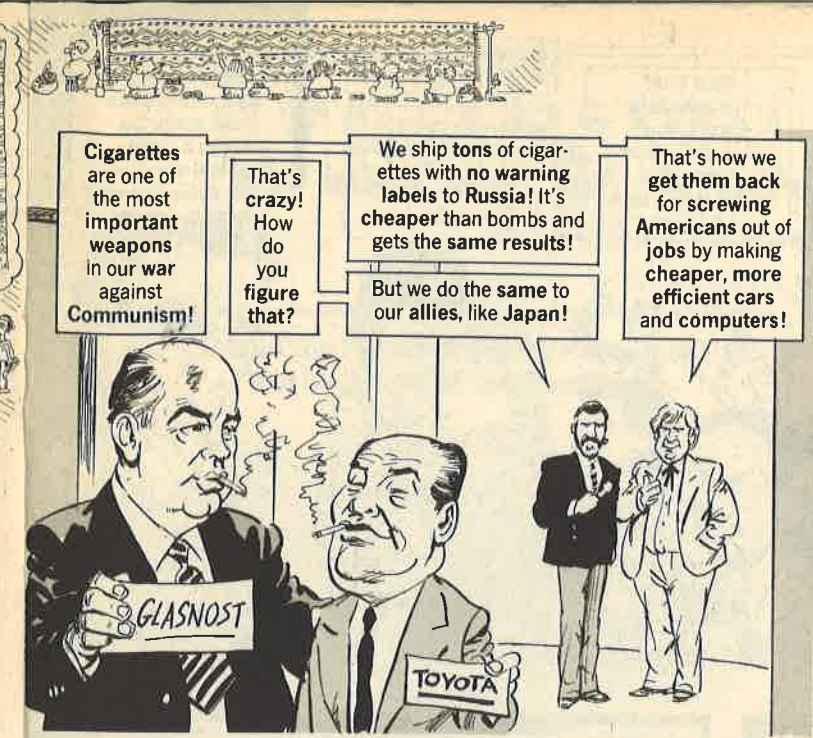
That's a lie! We spent millions of dollars!

On research to find a safe cigarette?

No, on a PR blitz! It's what American industry always does whenever the truth leaks out! We convinced the public not only that smoking wouldn't harm them but that it was good for their health! That was our finest hour!

How do you feel about the government's anti-smoking campaign?

As long as we can use the billions we spend on cigarette advertising as a tax write-off, we don't care what it says about smoking! Politicians have fed Americans so much crap over the years that now nobody believes anything the government tells them—even if it's true!



Cigarettes are one of the most important weapons in our war against Communism!

That's crazy! How do you figure that?

We ship tons of cigarettes with no warning labels to Russia! It's cheaper than bombs and gets the same results!

But we do the same to our allies, like Japan!

That's how we get them back for screwing Americans out of jobs by making cheaper, more efficient cars and computers!

Sir, it's a fact smoking causes cancer. I know you teach a Bible class. What do you tell your students about cigarettes?

I tell 'em if the Lord didn't want us to smoke, He wouldn't have given us tobacco!

But the same can be argued about marijuana!

No way! Marijuana plants are Satan's flower gardens!



Do you object to those warning labels on the cigarette packs?

Object? No way, we love 'em! I'm afraid I don't understand.

Look, when we're sued by someone who says they got a fatal disease from smoking, we point to the label and say, we told you smoking was dangerous! It's a great defense! Otherwise we'd better start planting polyester in our tobacco fields!

This is Ed Badly here with Senator Buford Redneck, one of the leaders in fighting anti-smoking legislation. Senator, it's been said that cigarettes are the only consumer product that can actually kill you!

Says who? Some commie liberal wimp? Do you know how many jobs the tobacco industry provides? Farmers, truckers, factory workers, salesmen...

Not to mention all of the indirect jobs! Doctors, undertakers, lawyers, grave diggers... the list is endless!

EVERETT SNOOP IS WATCHING

GIVE



Your ads always show beautiful, sexy ladies and rugged, handsome guys doing all sorts of macho stuff. These are the very things that appeal to teenagers!

The tobacco companies need young replacements for smokers who kick the habit!

Yeah, and for smokers who kick the bucket!

This is Meredith Vieairhead! I'm interviewing one of the world's most famous smokers, Morton Clowney, Jr.

Why did they send a broad? I thought I was going one on one with that wimp, Mike Malice!

Sorry, Mike's out on another assignment.

That sounds like a bunch of crap to me! That banana barfing creep is probably too much of a chicken to go to the mat with me! Hey, on second thought, baby, it will be a lot more fun pinning you!

Cough cough! Mort, why are you smoking so many cigarettes?

I'm making up for lost time! I'm a four-pack-a-day smoker and I overslept! Besides, my show is the only place left where I can smoke! It's banned everywhere else!

SMOKE SMOKE SMOKE

Mort, you must be aware of all the health risks associated with smoking!

What bull! You pabulum pukers blame everything from dandruff to ruined taste buds on cigarettes!

But smokers really do have dull taste buds!

That's a crock! I can enjoy the subtle taste of a pound of garlic just like anyone else can!

And another thing, cigarettes are supposed to stain your teeth. Dig these choppers, you anti-smoking, prune-puking wimps!

I'm here at the USA Cookie Company with CEO R.J. Muleboro. Did you change your company's name because the word "tobacco" was bad for your image?

Morley, we spend millions on advertising our non-tobacco products on your network. Do you know what would happen if we switched our ads to your competitors? Now, would you ask that question again?

Uhm, what question was that, sir? Mmm, you sure do make delicious cookies!

In this lab we conduct tests that prove cigarettes aren't harmful, but are actually beneficial!

Notice none of the rats in this cage who smoke are overweight or have any cavities. That's because smoking cuts down on the craving for sweets!

There's proof cigarettes can help you keep your weight down and prevent cavities!

How much did these rats smoke? They're all dead!

That's the typical biased opinion of the press! You just assume the rats died from smoking. They might have died in tiny, little auto accidents, you know!

Did they?

Yes, but we suspect there was so much smoke in the car, the rat driver couldn't see the road clearly!

Your corporation owns an insurance company. If cigarettes aren't harmful, why are premiums twice as high for smokers as non-smokers?

Because with all the anti-smoking propaganda, people think smoking is harmful! So, we owe it to our stockholders to charge clients more! Heck, insurance companies screwing clients is as American as Mom, apple pie and emphysema!

TICK TICK TICK

EGG HEAD

RIP BENSON

RIP HEDGES

This is Morley Chafer, signing off Six Minutes!

DIALING FOR DULLARDS DEPT.

WHAT'S YOUR CHOICE?

A MAD Magazine Opinion Poll*

ARTIST AND WRITER: PAUL PETER PORGES

Should you tell an inconsiderate smoker that he just set his pants on fire?

YES Call 1-900-121-2586
NO Call 1-900-191-4833

While kissing your date goodnight, should you tell her she has a zit on her nose?

YES Call 1-900-121-2586
NO Call 1-900-191-4833

*Results of this Mad Magazine Public Opinion Poll will be published in a previous issue!