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"Ever notice that to entertain some people, all you have to do is listen!"—Alfred E. Neuman

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the usual gang of idiots

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LETTERS DEPT.



"VIDEO GAMES"

Al Jaffee's "Video Games Based On Real Life" were way ahead of the pac, man.

The Skip Hanrahan
Staten Island, NY

Your "MAD Invaders" cover is just more proof that you just can't shoot down good ole Alfred E.!

Thelma Angevine
Whiting, NJ

I think your "MAD Invaders" cover should be unplugged!

Tom Pierson
Sparta, NJ

"DEGENERATE HOSPITAL"

MAD's soap "Degenerate Hospital" was 99-44/100% pure laughter.

Anna DiFusco
Stony Brook, NY

ONLY A TRUE ROCK FAN WOULD...

...buy every album of his favorite rock group, but never play any for fear of scratching them!

Karl Cramer
Red Bank, NJ

...let his hair grow so long and thick that he can't hear the music anymore.

Shawn M. Duggan
Halifax, CANADA

...be so spaced out that he couldn't tell the difference between "Led Zeppelin" and "The Rolling Stones."

Bryan Jennings
Somewhere, USA

GOING TO THE DOGS?

I've noticed that Sergio Aragones has been drawing a little brown and white dog in all his cartoons lately. What's the dog's name?

Ben Parke
Kansas City, MO

Good question! —ED.

ONLY FIVE LEFT!

Yep...only five of these full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid... suitable for framing, or wrapping fish, or lining bird cages, or training puppies... left our offices last week! So don't worry! We got plenty in case you're sucker enough to want one! Just mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 MADison Avenue, New York, N.Y. 10022



"THE MODEL MAJORITY"

Congratulations to George Woodbridge and Stan Hart for the "Model Majority Manual." It's about time someone had the guts to stand up to the "Moral Majority" and show them for what they really are—a "Fascist Minority." While reading the article it brought to mind another country where a religious "Moral Majority" has taken over—Iran!

Jeff Henry
Middletown, CT

After reading your "Model Majority Manual" it is apparent to us that MAD does a better job analyzing American life and values than Time and Newsweek magazines. Thank you for making a little more public just how stupid and closed-minded Americans are. MAD Magazine is where it's at!

Daniel Fikes
Sandy Campagnone
Elbridge, NY

In issue #230, your article on the Moral Majority seemed to imply that they are only interested in censoring and repressing freedom of speech. There is not one piece of evidence to prove your claim. As far as I'm concerned, your magazine is a big pile of

Michael J. Meyer
Hollywood, FL

I'd like to thank Stan Hart and George Woodbridge for blasting those fascist pigs!

Lyle Padilla
Deptford, NJ

I would like to commend MAD for the "Model Majority Manual." The only sad part is that you are not exaggerating.

Barbara S. Lang
Swanton, OH

Congratulations on what you did to the "Moral Majority" and their right-wing, conservative stand on the issues of the day. If their ideas became law, it would set us back to the dark ages! I only hope that Jerry Falwell, president of Moral Majority, Inc. read your article and had a hissy fit!

Mitzi C. Bowling
Durham, NC

I have been a faithful fan of MAD since 1957. In all these years I have never disagreed with you but I do now. In your April issue you attacked the Moral Majority. While I do not agree with their extreme right-wing excesses and recognize your right to poke fun at them, I am upset by your comments on abortion. You showed yourself to be insensitive to a very painful issue.

There are many of us, in and out of religion, who are disturbed by the epidemic of abortions among teenagers. Too many use it as an easy cop-out rather than deal with pregnancy. Too many doctors prescribe it rather than council the many alternatives.

The Right To Life Movement believes that every human being deserves a chance for human dignity no matter what their age or physical condition. When a society decides that any life is expendable, then all life is threatened.

(Father) Dick Lonsdale
Greenville, MA

It was very disappointing to see your pro-abortion view in the latest MAD. Years ago, your magazine had a reference to abortion which I often quote. It was, "Make Abortion Retroactive." That puts abortion in a different perspective. I'm sorry you've changed.

Dorothy Ramsey
Wichita, KS

I am a longtime fan of your magazine and am NOT a member of the Moral Majority. I was, however, shocked by the vicious streak in your "Model Majority" satire. Why is it such a terrible thing when conservative Christians get together to form a pressure group to press for legislation that they feel is important? Liberals, feminists, homosexuals, etc. have been doing this same thing for years. I'm sure that the Moral Majority is not actually a majority. But the Moral Majority "minority" has as much right as any other minority to make political noise in order to convince the public that they are right.

John Barnhart
Norfolk, VA

Jesus said, "Blessed are you, when men shall revile you, and persecute you, and shall say all manner of evil against you falsely, for my sake." Jerry Falwell and the Moral Majority will certainly be blessed as a result of your article on the Moral Majority.

Clyde Herrin
Bonner Springs, KS

I am a hardnose on freedom of the press, but your treatment of the values and beliefs of the so-called Moral Majority wasn't only MAD—it was INSANE! Woodbridge and Hart must have been on pills, powder, smoke or the juice when they created that Daffy Duck bit of far-fetched flatulence!

R.C. Burkholder
Tucson, AZ

Although I do support Jerry Falwell and his principles, I could laugh at most of your satire of him. But abortion is no laughing matter. More human life has been destroyed by legal abortions than by the Nazis during World War II. Not everything can be open to satire and ridicule. Abortion jokes are not funny. Some things are sacred.

Max Krishun
Lansing, MI

DEAD LETTER DEPT.

Enclosed is my subscription fee. (Yep, I'm gonna re-up once more!) Also, thanks for sending my magazine in a plain brown wrapper. I work for the Post Office and it would probably damage my image if people knew I was in the back reading MAD and not boxing their mail!

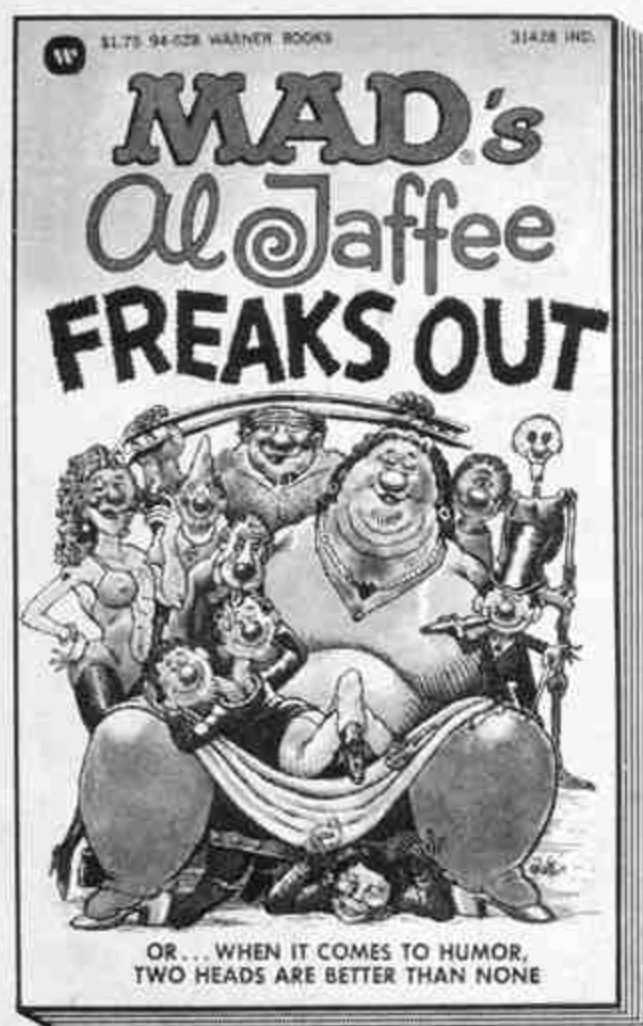
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FROM SUIT TO NUT DEPT.

In the past, Americans have always had heroic figures to look up to... rugged straight-shooters like John Wayne and Matt Dillon, or Superheroes like Batman and Superman. Unfortunately, all that has changed. The role models for today's

THE GREATEST

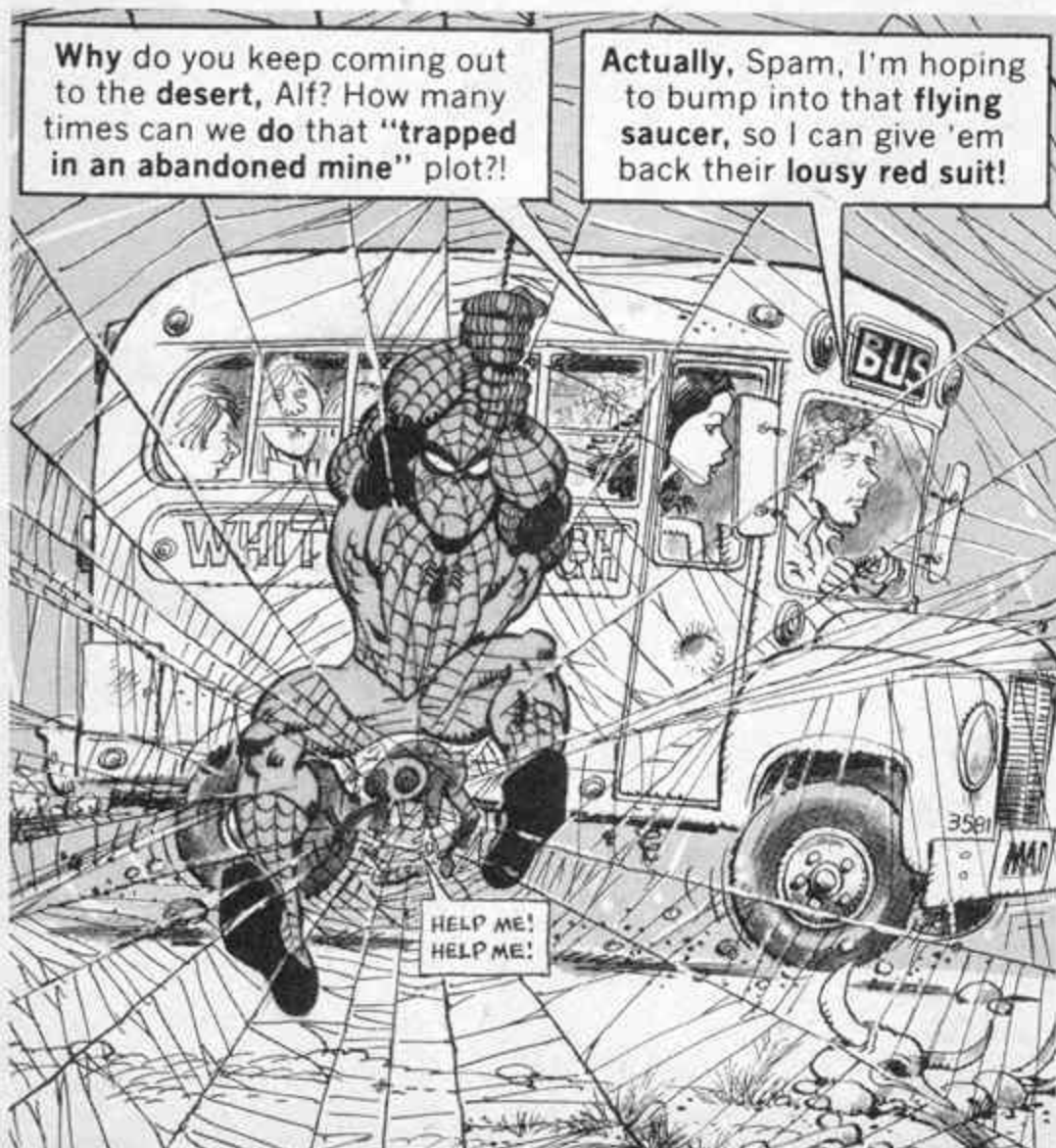


teenagers are guys like J.R. Ewing and the Dukes of Hazzard. And as for Super-heroes... well, there's a new series on TV that features a modern-day version of the old comic book characters. And on a scale of 1 to 10, we rate him as...

AMERICAN ZERO



ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE



Look who's here!!
It's Mixwell...!!

I been readin'
about you Feds,
and your dirty
tricks, Mixwell!

You're kiddin'!?
Ol' Saddle Shoes
knows some dirty
tricks...? How
about introducin'
us to a couple
of 'em, Mixwell?

Get rid of the Dead
End Kids, Alf! We
got a **May Day Top
Priority Red Alert!**
Give the Counselor
a **whip and a chair!**
She can take over!

This'd better be
important, Bull!

Alf... what's
the most sac-
red day of
our calendar?

Christmas??
July Fourth?

No... it's
Super Sunday!
And guess what
happened...?

While all **LOYAL** Americans
were watching the game yes-
terday, some group of **left-
wing pinkos** broke into an
armory and stole a **Nuclear
Bomb!!** Can you believe it
... during the **Super Bowl!?**

You seem more up-
set over the game
than the bomb!!
Doesn't it bother
you that a terror-
ist group has a
Nuclear Bomb...?

Let's look at the
brighter side! If
the **BAD GUYS** have
Nukes, maybe they'll
give us **WHITE HATS**
some weapons with
REAL fire power!

I mean... these **pea shooters** we're
issued are a **DISGRACE!** Why, they
couldn't bring down a **BUTTERFLY!**

Bull, are you
all right...?

Gee... you must be
in constant pain!!

I think so! It
only hurts when
I talk!

Uh... folks, we're
shooting a TV show!
We're... **stuntmen!**

The **Department**
doesn't want me
on this caper!

They're probably
afraid you'll blow
up California!

No, they're **jealous** of my
record! Since you became
my **helper**, I've busted a
case a week! That hasn't
happened at the **Bureau**
since they cancelled
Ephriam Zimbalist, Jr.!

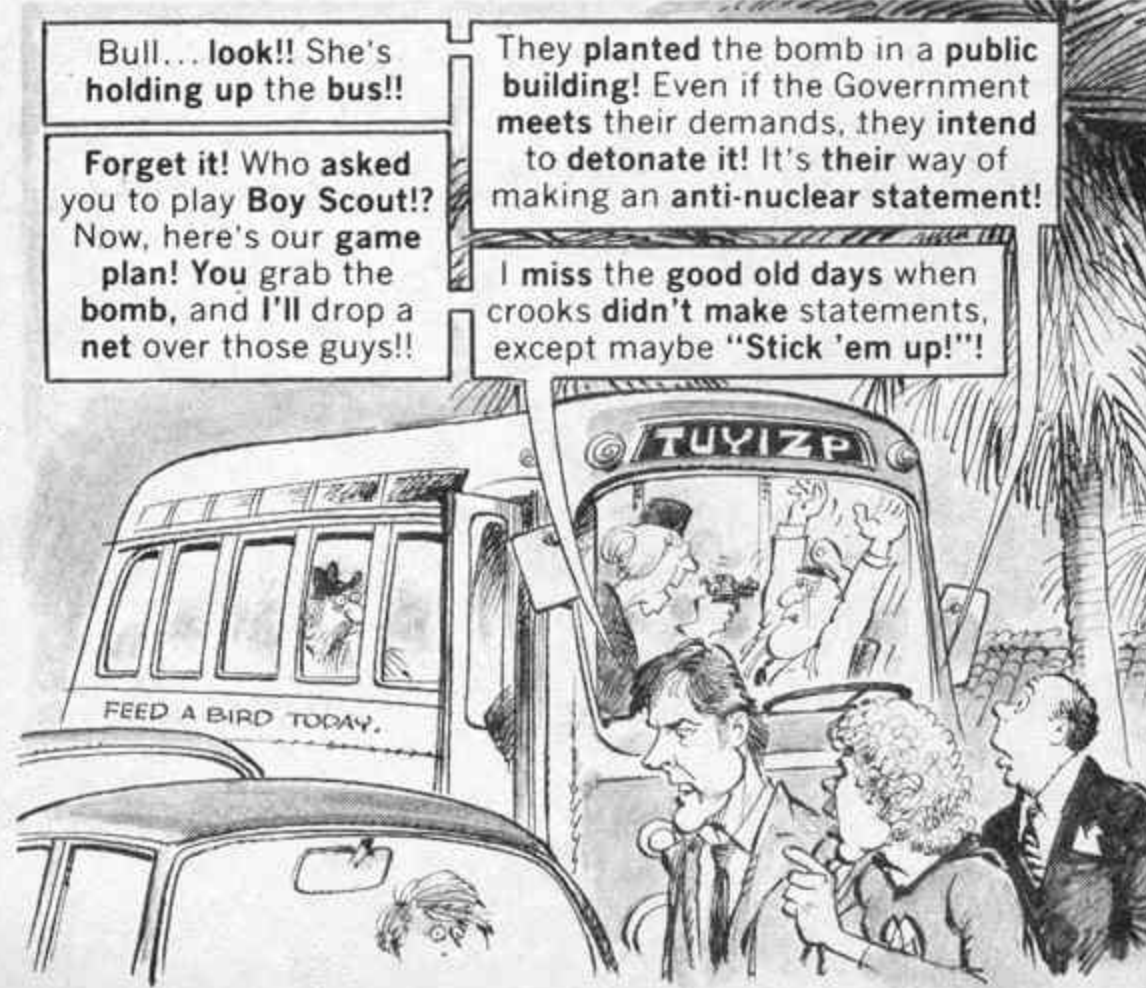
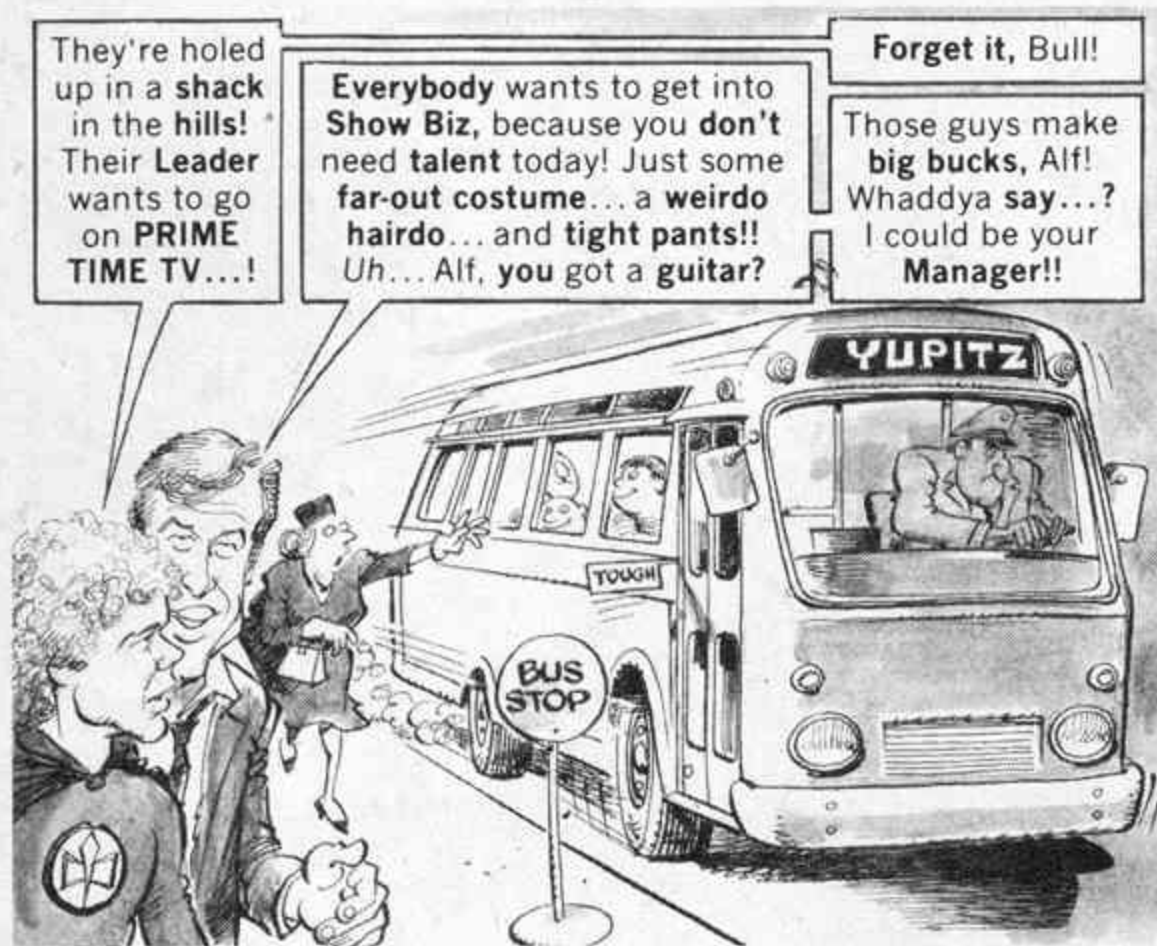
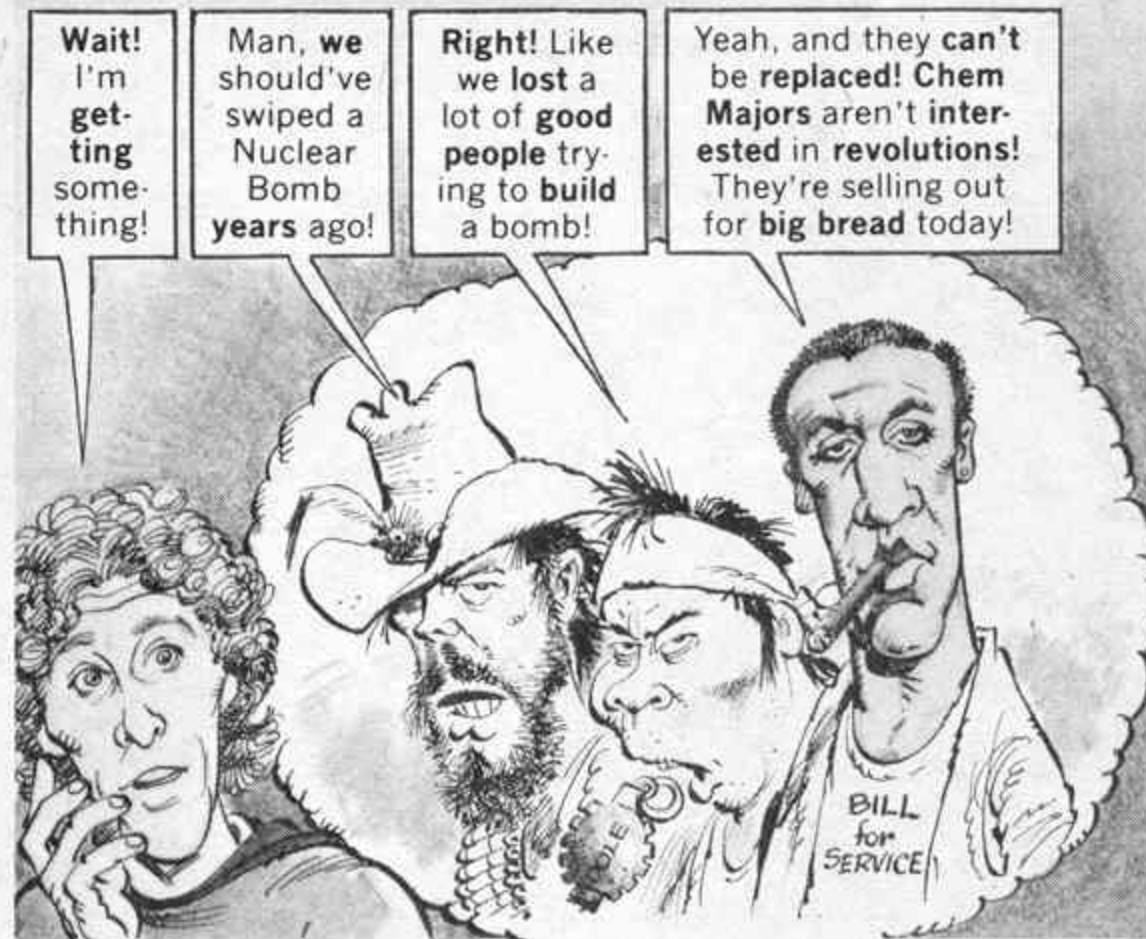
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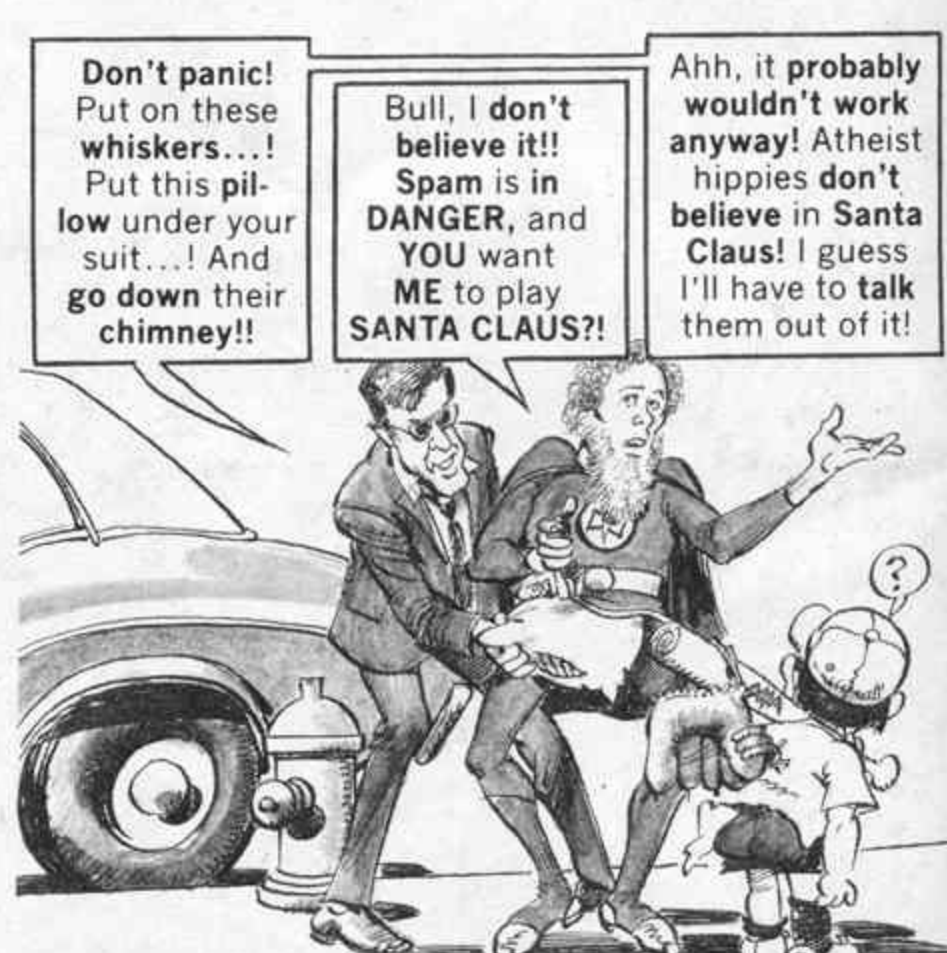
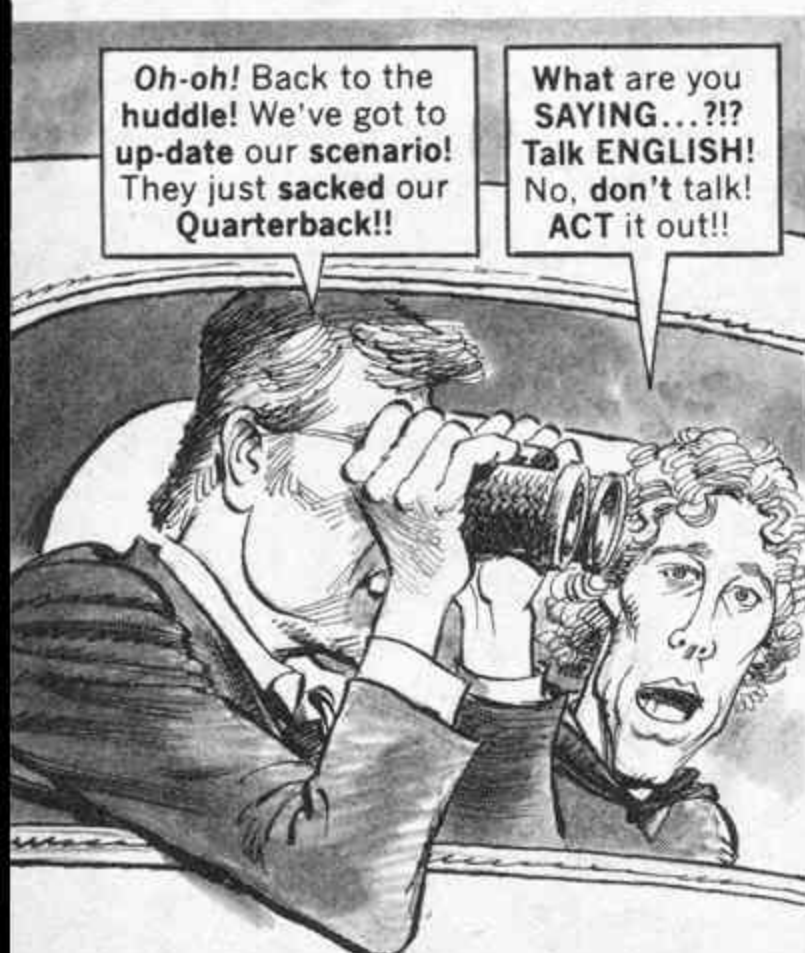
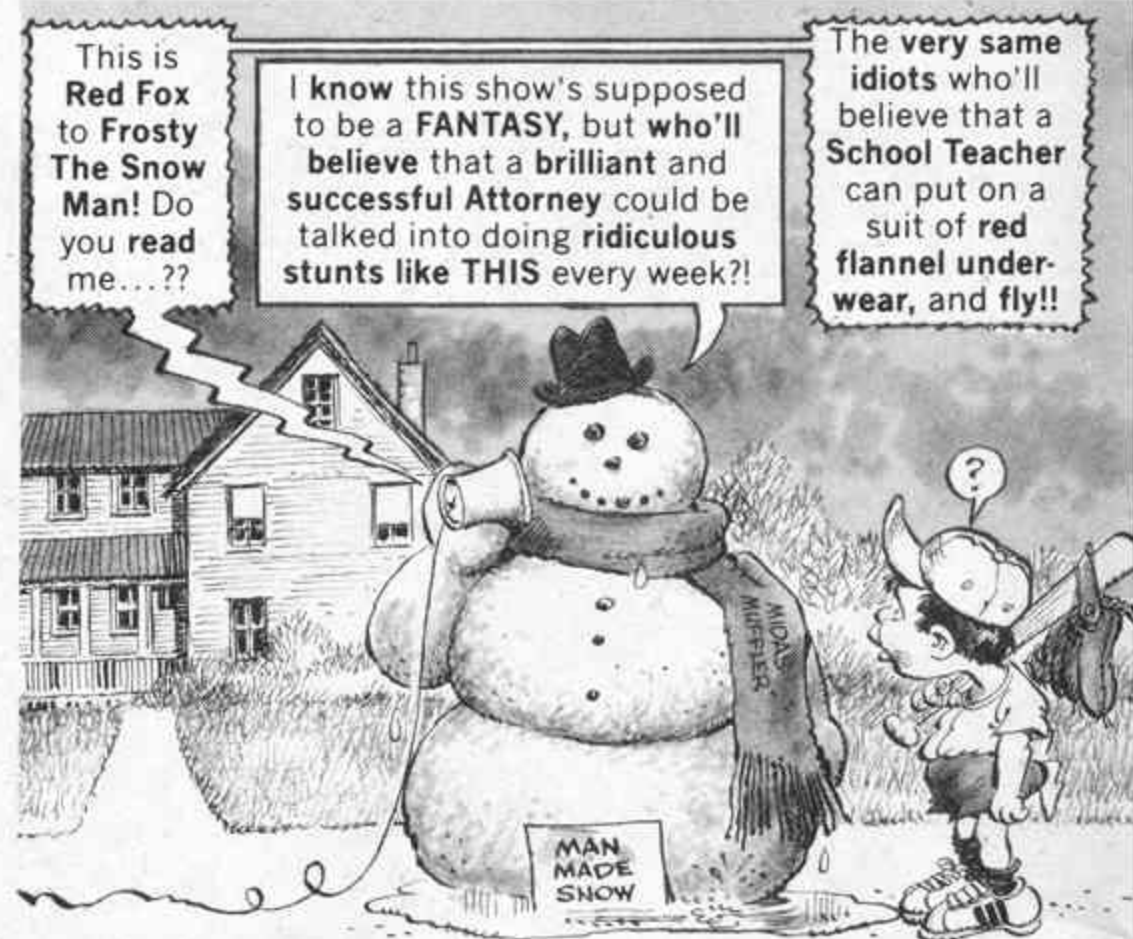
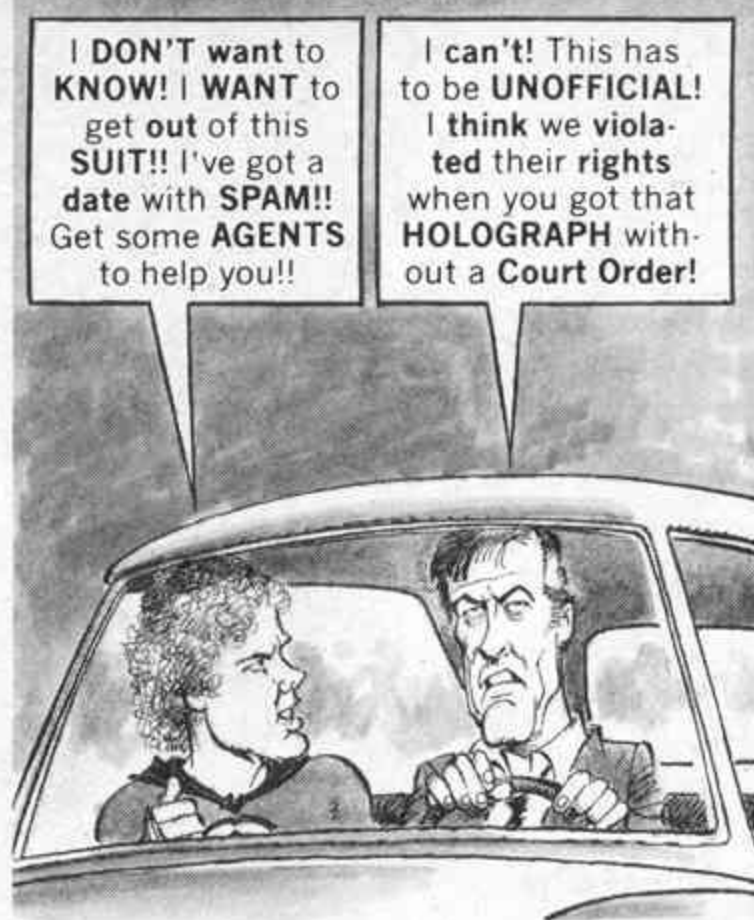
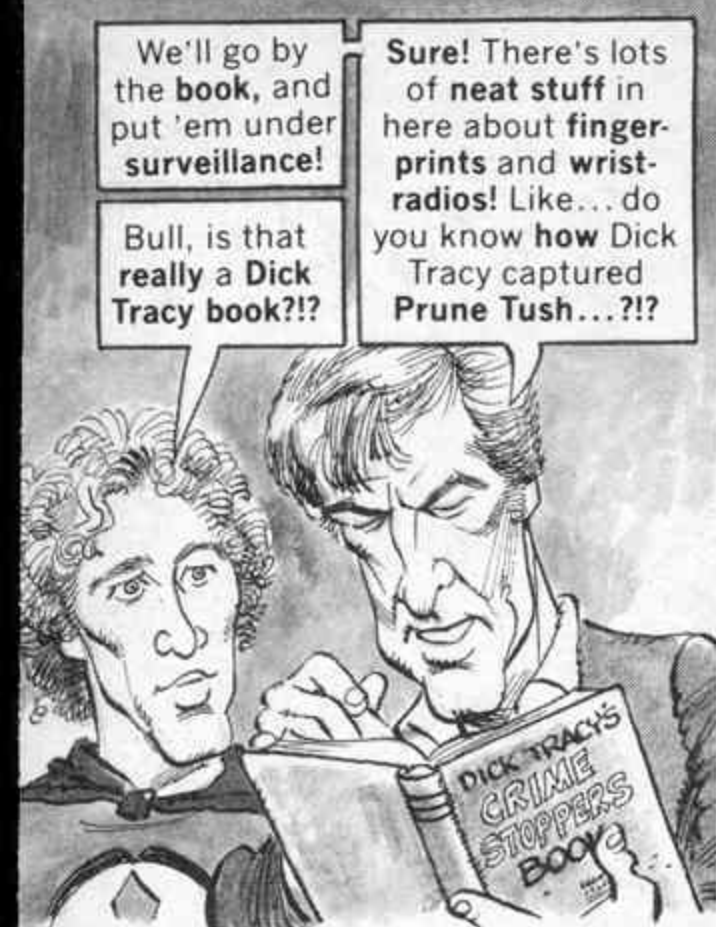
You want
me to
try to
get the
terrorist
hideout?

No...
**"General
Hospital!"**
If you miss
one episode,
it's tough
to catch up!

Bull...
I can't
get a
TV show!

I'll bet you **could** if
you hadn't lost that
Instruction Book!!
Here... try these...





BONSAI EXHIBIT



This is the FBI! We've got you all surrounded! Let the girl go and come out with your hands in the air...

You pigs better split, or we'll waste the chick and blot the Nuke!

You're doing GREAT, Bull!!

I'm gonna lay it on the line, you guys! That's a dumb play! Like passing in your own end zone!

Your thinking is fragmented! Run this scenario past your scanner!

You give up, and nobody's hurt!! It's your only move! Your backs are to the wall!

You're pinned down! You're looking down the ol' gun barrel!

We got you by the ga-zongas! You're cut off at the pass!

Your goose is cooked! You have nothing to fear but fear itself!!

Winning isn't everything... We surrender!! Don't shoot!! We give up!! Just make that crazy dude stop talking! PLEASE!!

That goes for me, too! If I hear one more cliché, I think I'll SCREAM!



Okay, punks! Where's the Nuclear Bomb you stole?

It's in the Fernando Valenzuela High School! It's set to go off in half an hour!

Holy Super Heroes! That's my school, Bull!

But I thought your school was named "Witless High"!

They changed the name of the school after the World Series! This is California, you know!!



I've got to get to the school, Bull! Those are my students that are going to be blown up!

The weirdo in the red leotards is a TEACHER?! No wonder the Reading Scores are so low!!

Counselor... be a sweetheart and look after these punks! Let's go, Alf! It's wild blue yonder time!



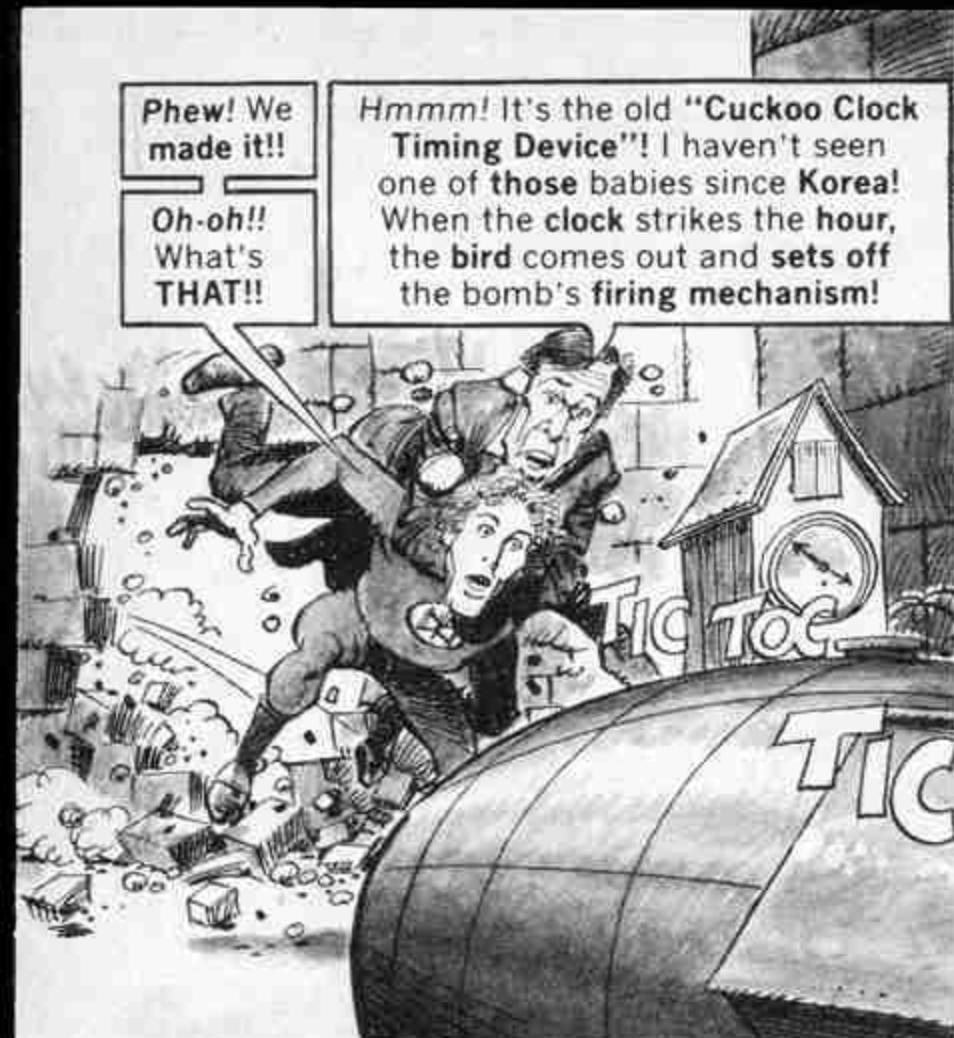
Watch it, Alf! A woman pilot!!

I wonder if my Flight Insurance covers this!

Come back with my bras, you perverts!

Man, talk about your "No Frills Airlines"!





Phew! We made it!!

Oh-oh!! What's THAT!!

Hmmm! It's the old "Cuckoo Clock Timing Device"! I haven't seen one of those babies since Korea! When the clock strikes the hour, the bird comes out and sets off the bomb's firing mechanism!



Boy, I hate Cuckoo Clocks! I had one once! Every hour, the bird would pop out and go, "Coo-coo! Coo-coo! Coo—"

Bull! Stop talking and DO something ... before the bomb goes off!!



Hold these doors shut while the Old Pro operates!

You sure you know what you're doing?

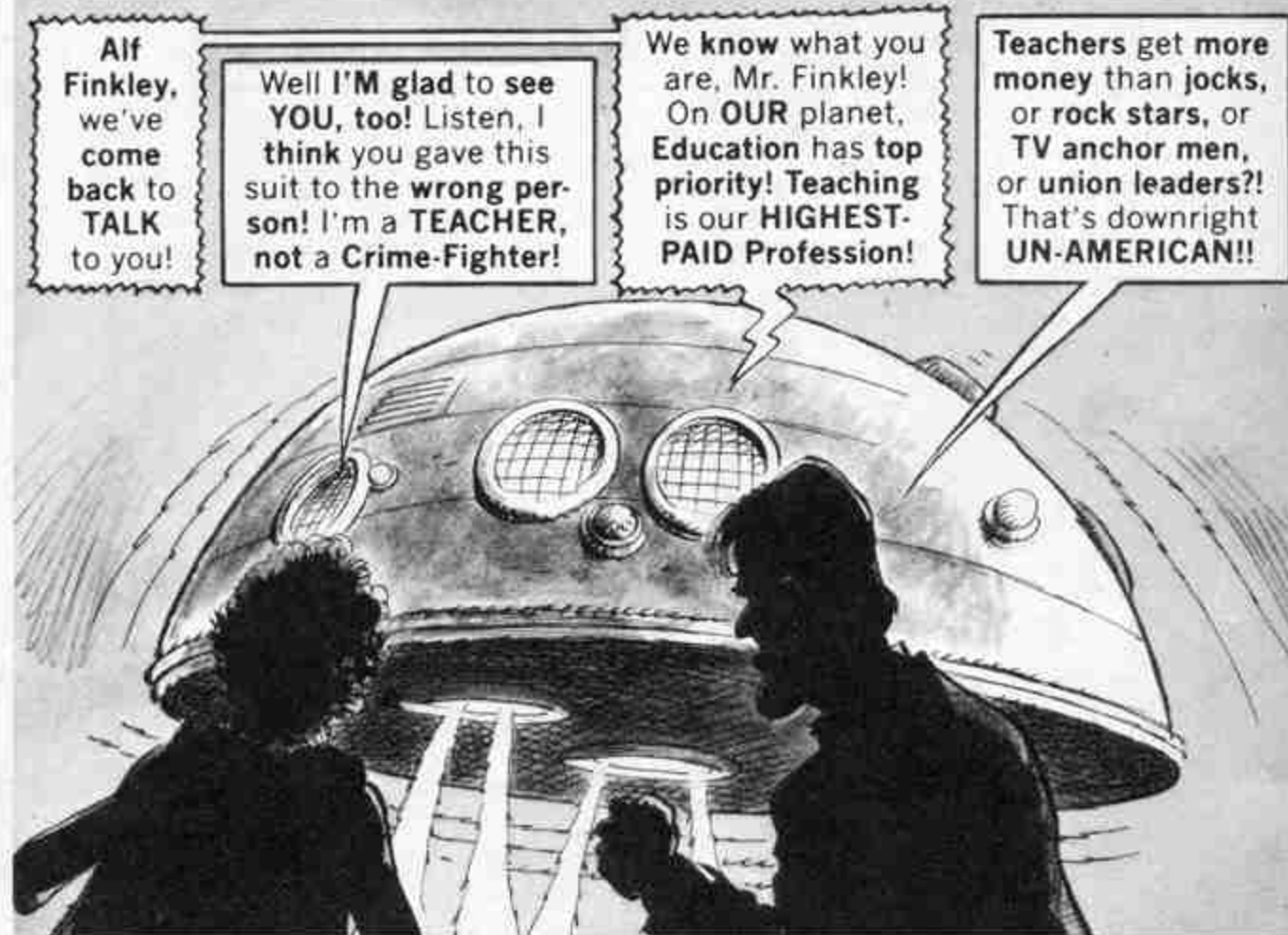
A piece of cake! I've seen this kind of thing done DOZENS of times—in World War II movies!



"Another job well done—by the FBI in action!" I always wanted to say that!!

Bull, I can't take any more of this "Super" stuff!! I almost caused a plane crash today... and last week, a flock of birds thought I was a flying latrine—

Hey!! It's a FLYING SAUCER!



Alf Finkley, we've come back to TALK to you!

Well I'M glad to see YOU, too! Listen, I think you gave this suit to the wrong person! I'm a TEACHER, not a Crime-Fighter!

We know what you are, Mr. Finkley! On OUR planet, Education has top priority! Teaching is our HIGHEST-PAID Profession!

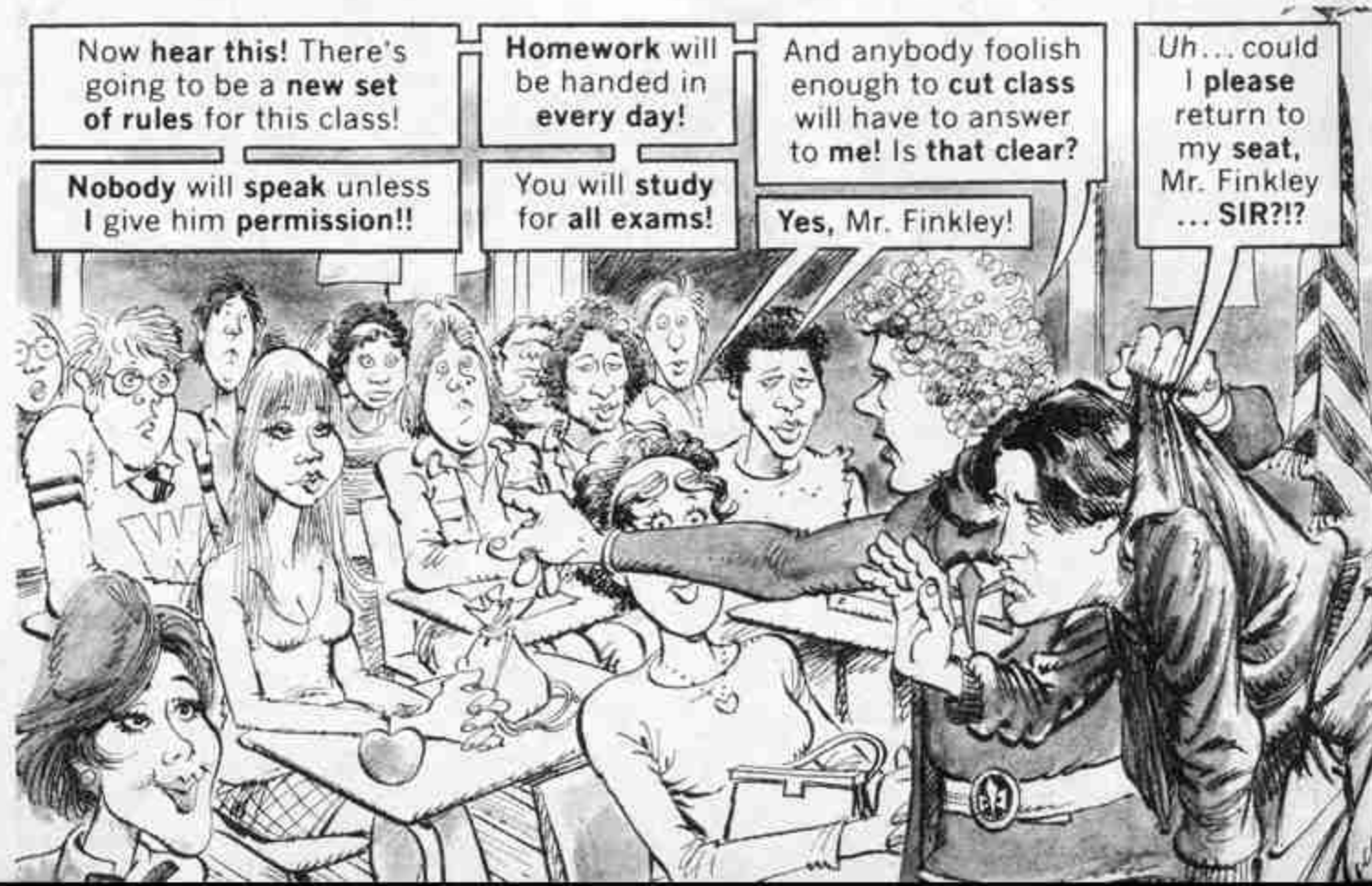
Teachers get more money than jocks, or rock stars, or TV anchor men, or union leaders?! That's downright UN-AMERICAN!!



Mixwell, if you don't shut up, we'll put you in orbit around the Earth!!

Wow!! You guys really ARE a super race!! You actually made Bull stop talking!

Finkley, we GAVE you that suit because you ARE a Teacher! Now USE IT!!



Now hear this! There's going to be a new set of rules for this class!

Nobody will speak unless I give him permission!!

Homework will be handed in every day!

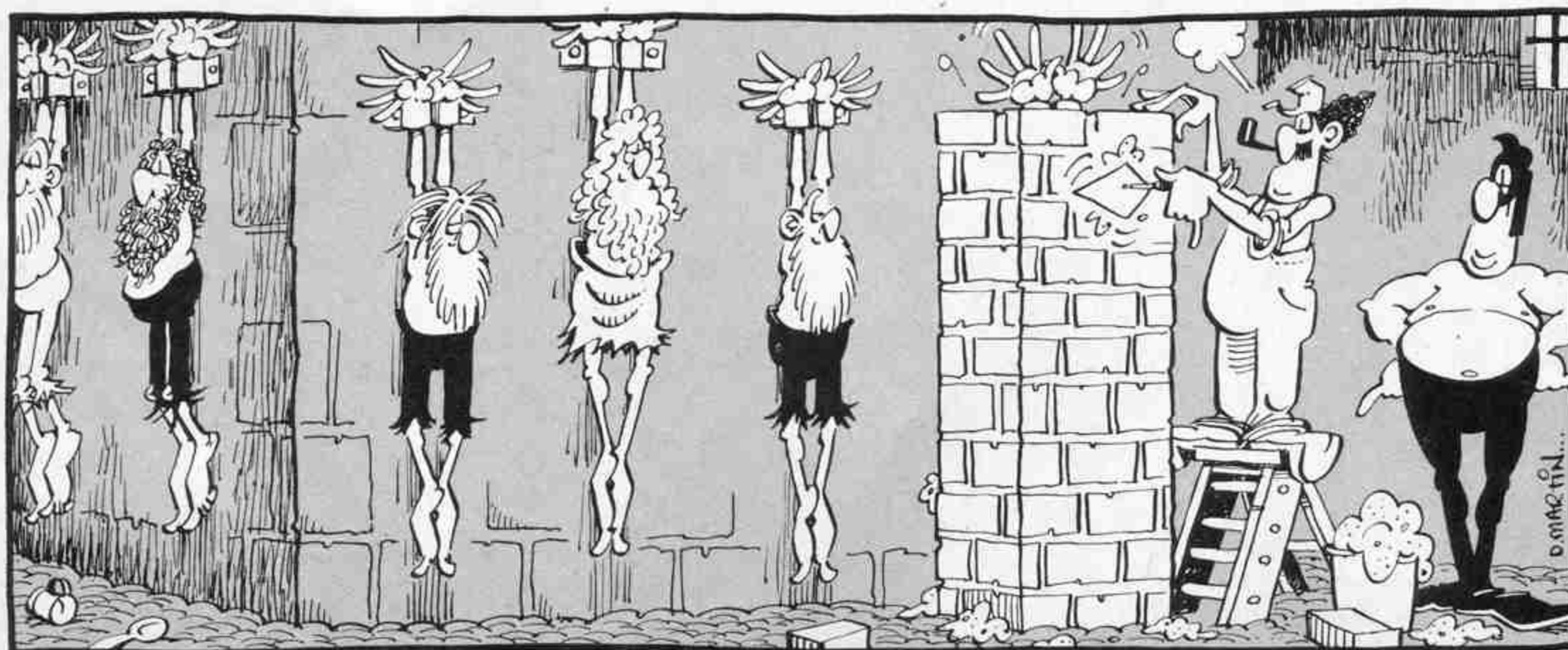
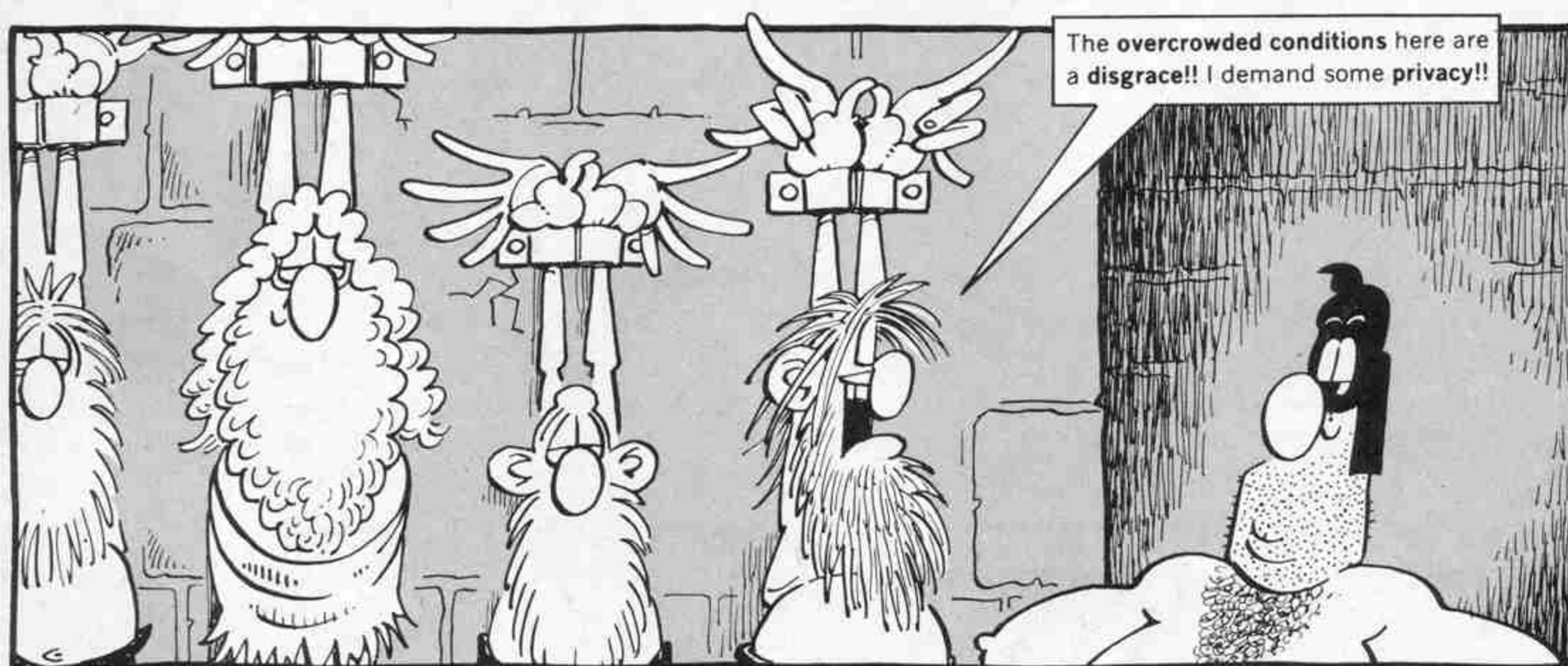
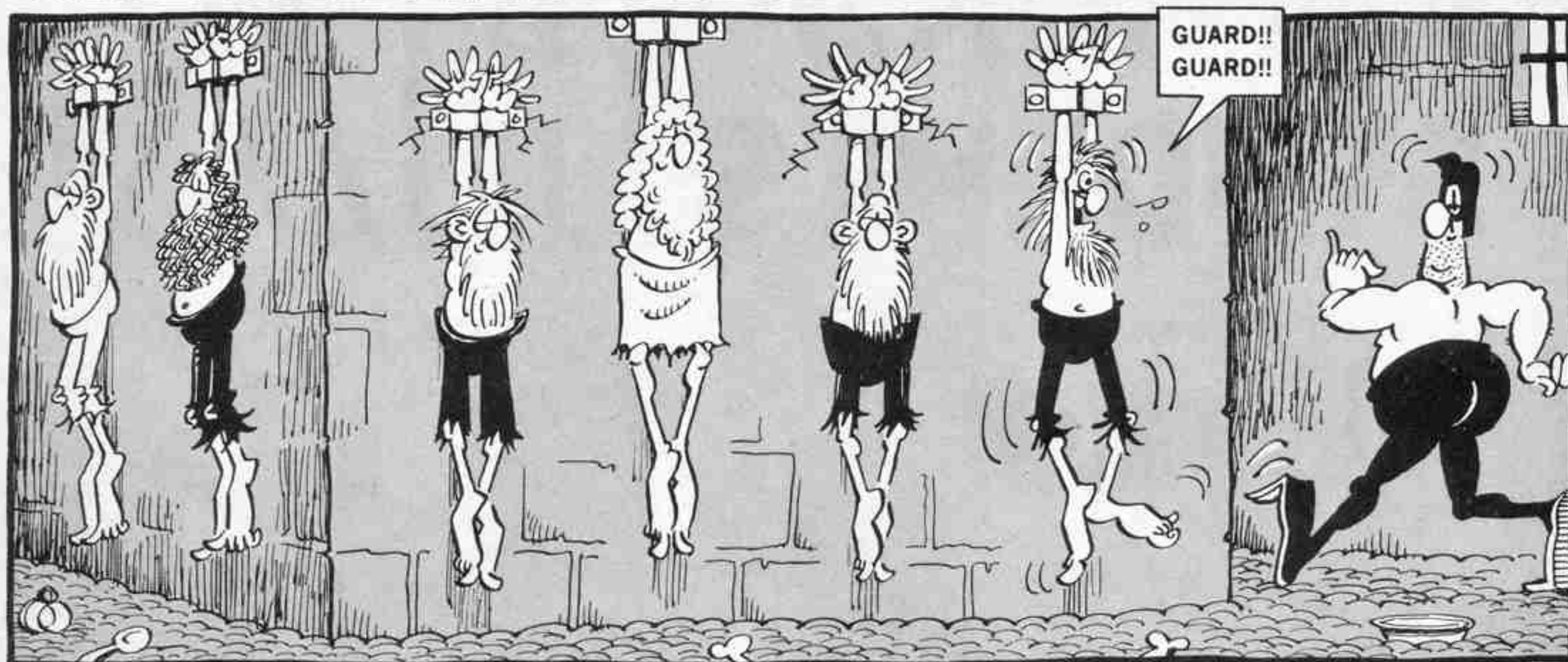
You will study for all exams!

And anybody foolish enough to cut class will have to answer to me! Is that clear?

Yes, Mr. Finkley!

Uh... could I please return to my seat, Mr. Finkley ... SIR??

ONE GLOOMY DAY IN THE DUNGEONS



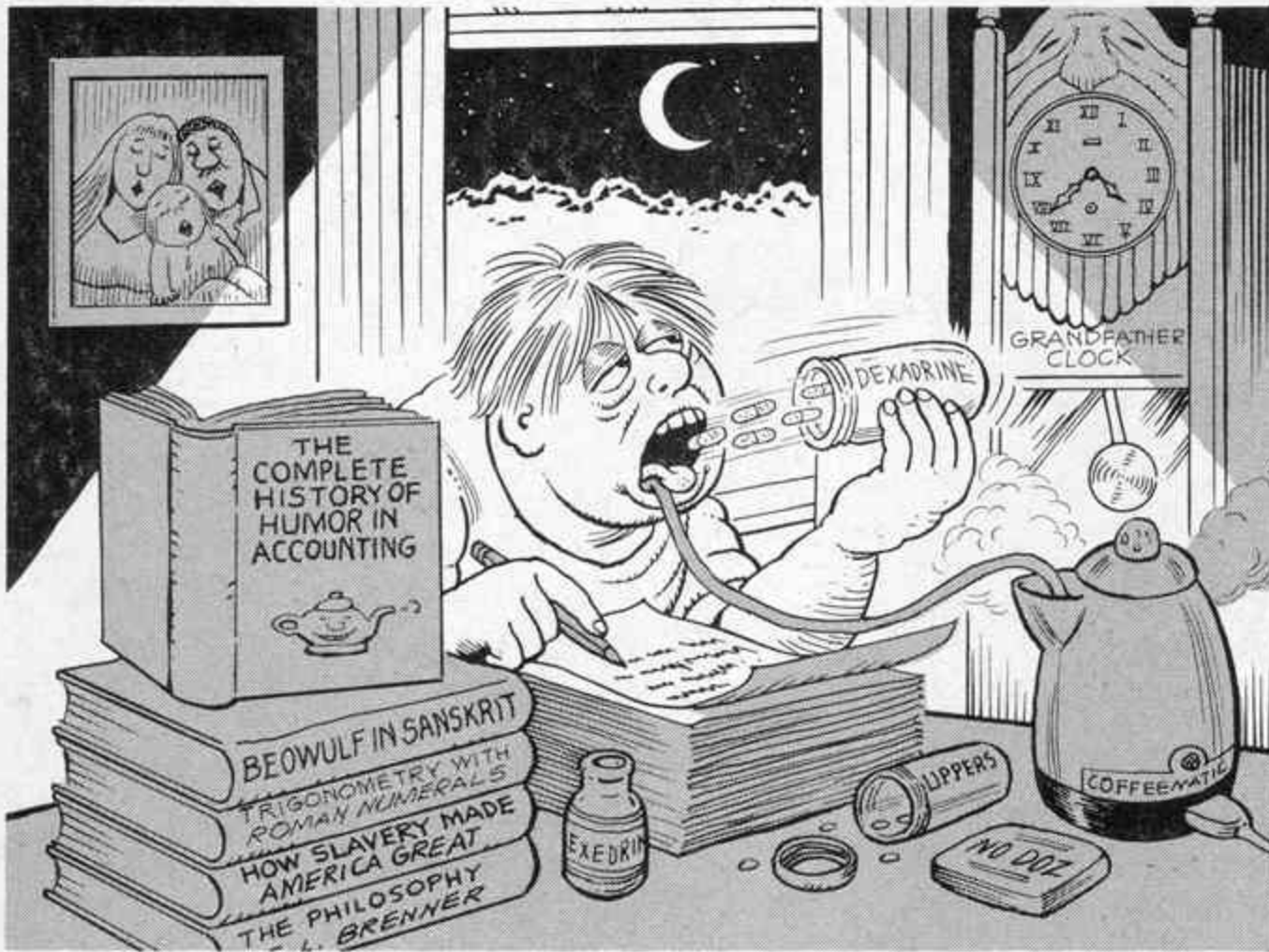
DETEST PAPERS DEPT.

THE MAD STUDENTS

HAT

ARTIST: AL JAFFEE

DON'T YOU HATE...



...teachers who feel their homework shouldn't take more than an hour, and never consider you have six other teachers who feel the same way.

DON'T YOU HATE...



...having a teacher with toilet breath who constantly looks over your shoulder.

DON'T YOU HATE...



...being asked what you got on your report card when everyone knows you had to have done lousy.

DON'T YOU HATE...



...washroom sinks that never deliver any hot water...

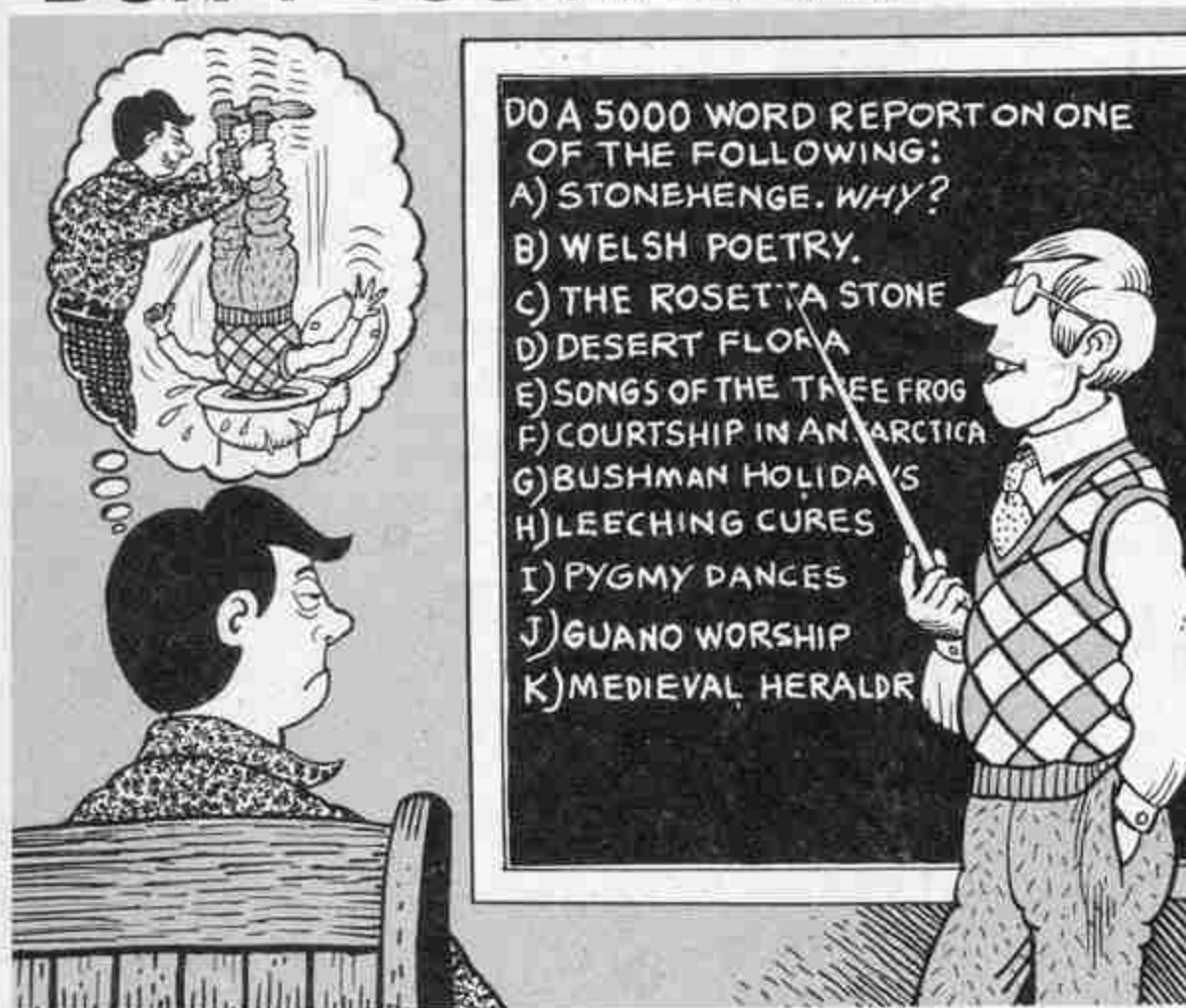


...and drinking fountains that only deliver hot water.

BOOK

WRITER: AL JAFFEE AND JODY REVENSON IDEA BY: MIKE CLAUSSEN

DON'T YOU HATE...



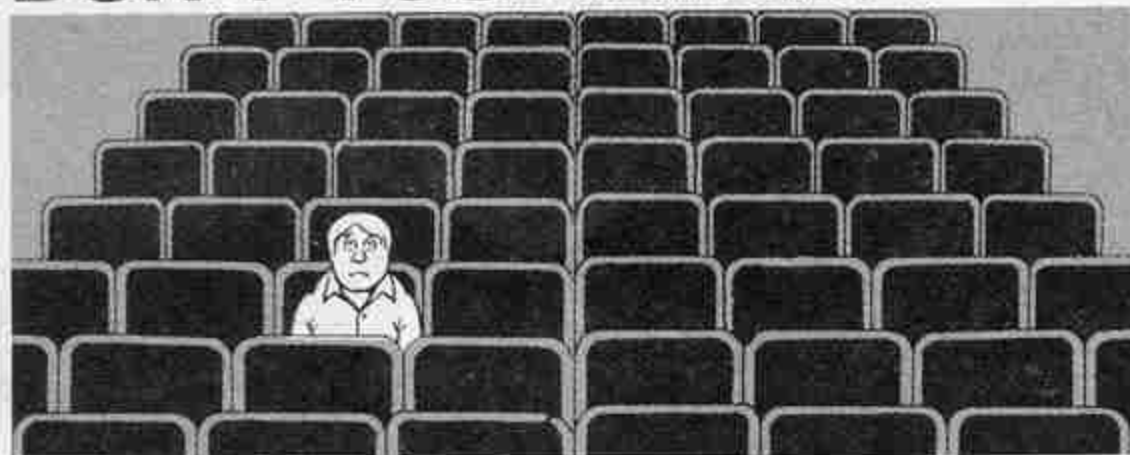
...when your teacher suggests the topics for term reports and there isn't one single subject that doesn't make you nauseous.

DON'T YOU HATE...

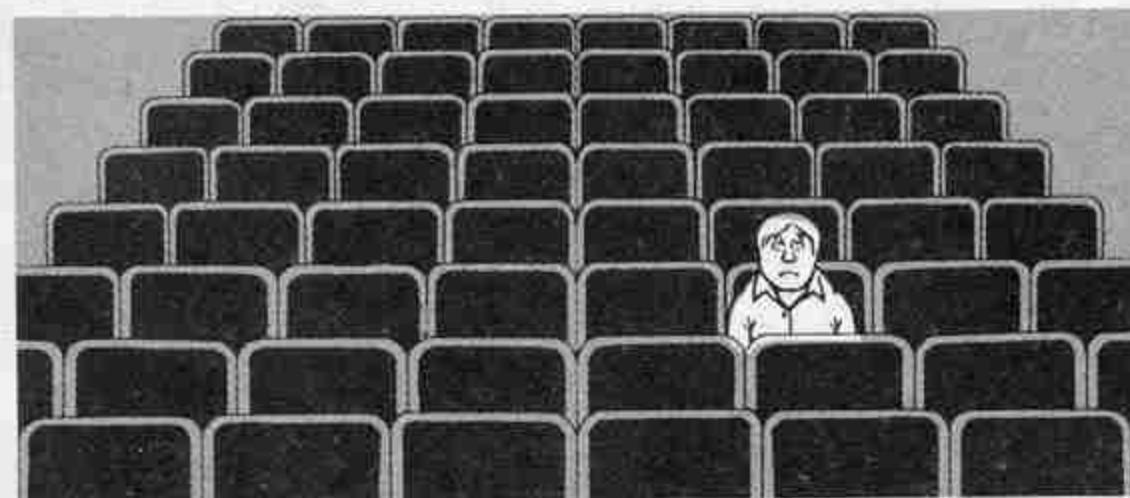


...when the teachers in your school are the only ones who refuse to go on strike.

DON'T YOU HATE...



...having study hall when all your friends have classes.



...having classes when all your friends have study hall.

DON'T YOU HATE...



...finding out that the kid you copied those test answers from is even dumber than you are.

DON'T YOU HATE...



...being the only one in class who isn't wearing designer jeans.

DON'T YOU HATE...



...biology class practical jokers.

DON'T YOU HATE...



...wobbly study hall or library tables.

DON'T YOU HATE...



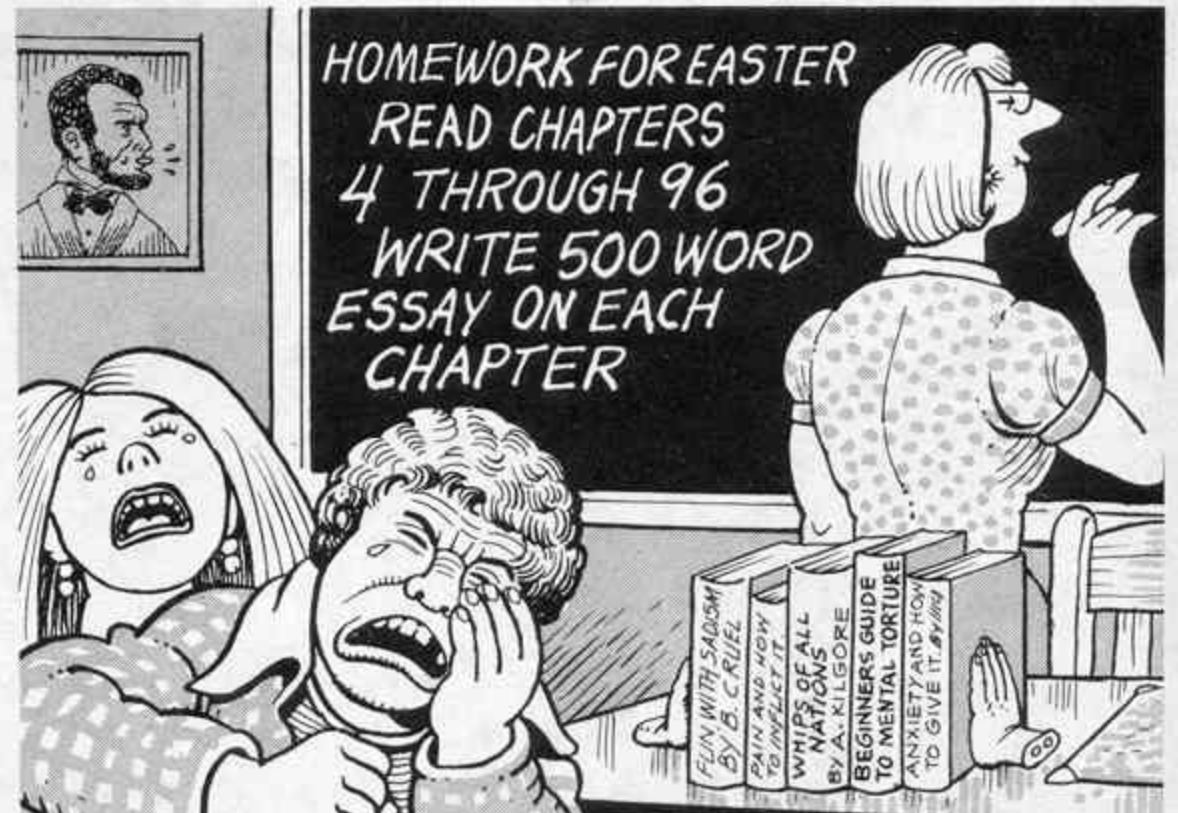
...being the only one in Home Economics who misread the recipe.

DON'T YOU HATE...



...sneezing in class and not having a hanky or tissue.

DON'T YOU HATE...



...teachers who assign homework over vacation breaks.

DON'T YOU HATE...



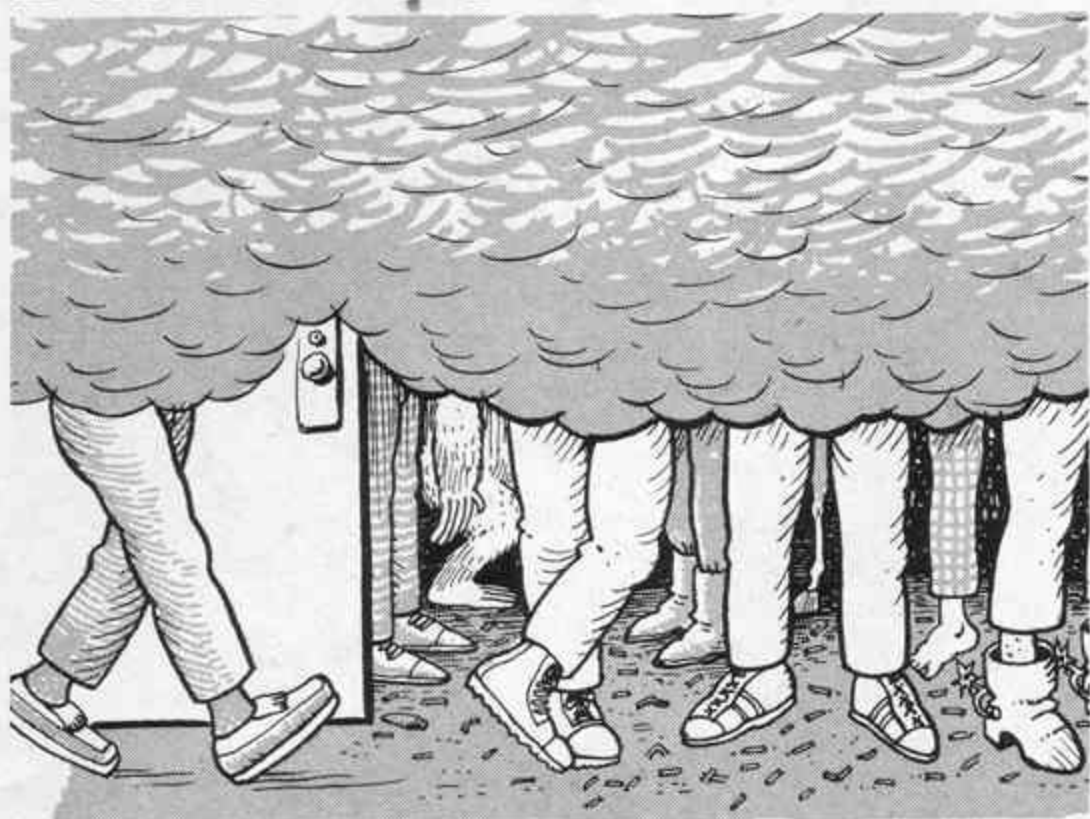
...having a test, that you studied all night for, cancelled.

DON'T YOU HATE...



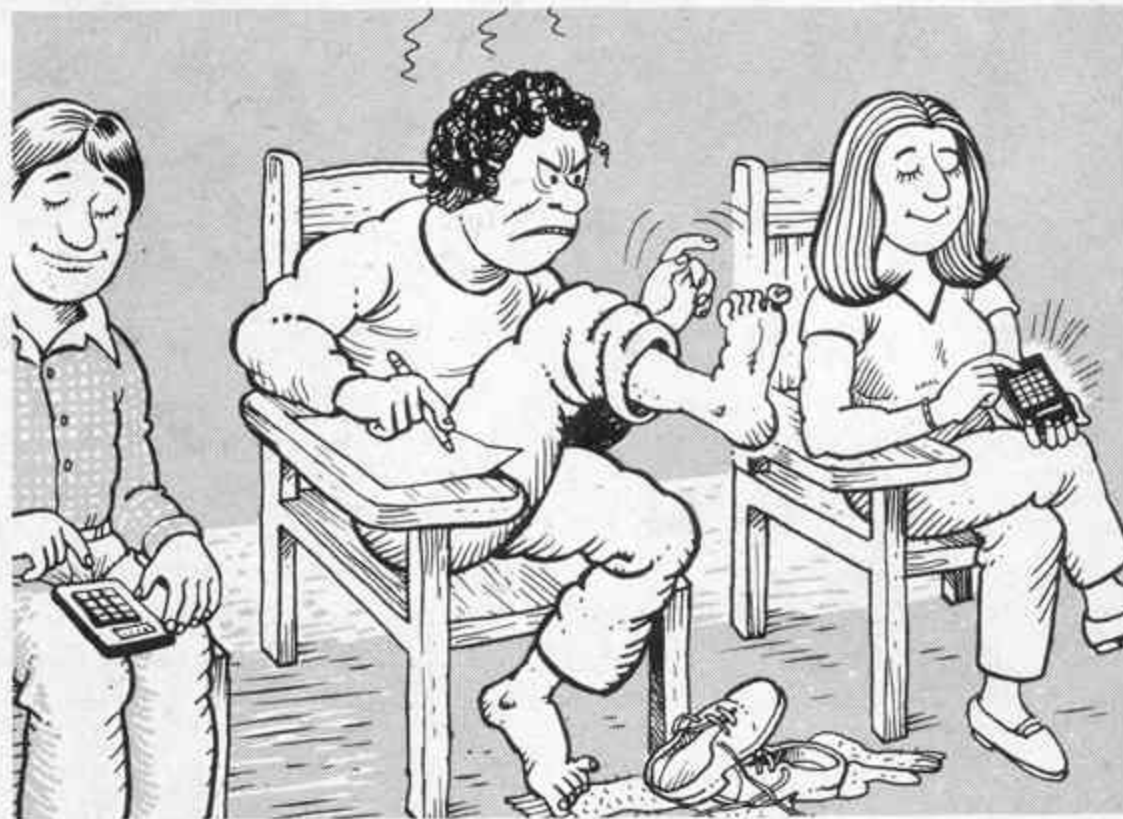
...being the smartest one in the class.

DON'T YOU HATE...



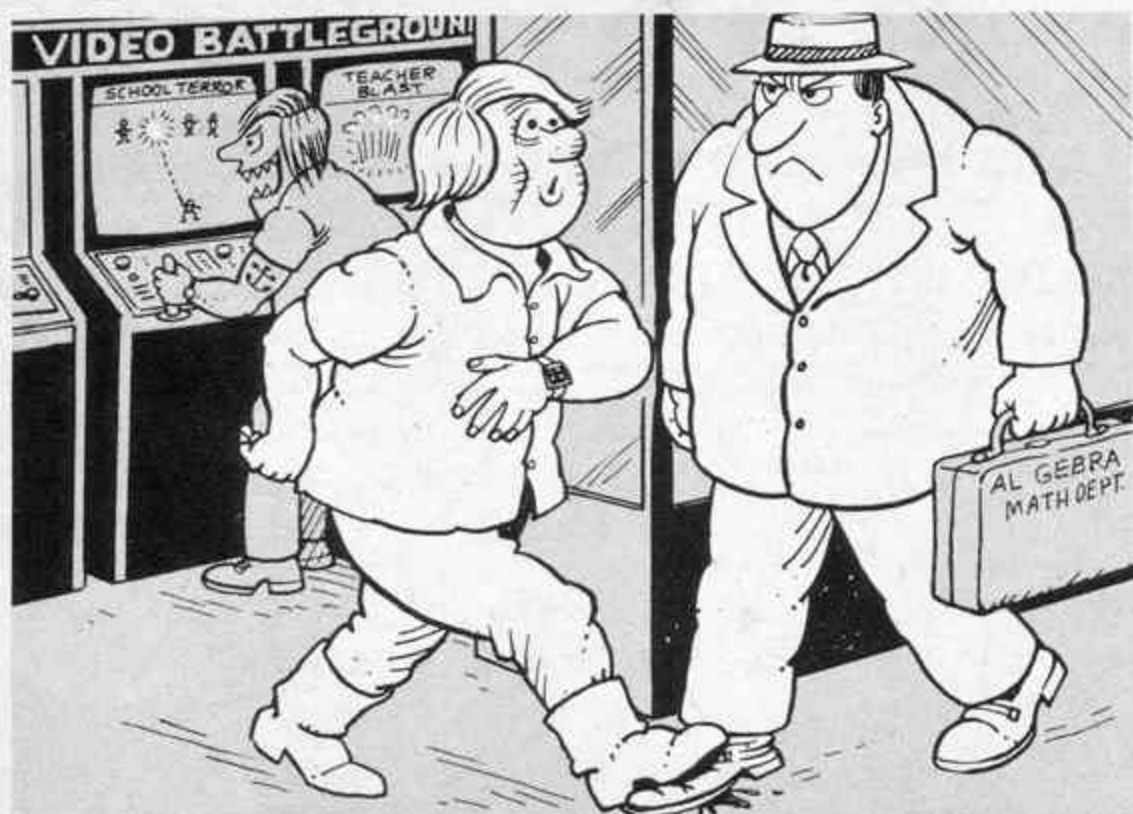
...walking into a bathroom filled with smokers.

DON'T YOU HATE...



...being the only one in Math class without a calculator.

DON'T YOU HATE...



...bumping into a teacher whose class you just cut.

DON'T YOU HATE...



...having a locker next to the smelliest kid in school.

POST DATED DEPARTMENT

One of the new plagues to befall mankind during the past generation is Junk Mail. The type of advertising trash that postmen now deliver hadn't even been conceived in our grandparents' time. Which is our bad luck. But it also may have been very

IF JUNK MAIL HA

ARTIST: GEORGE WOODBRIDGE

A Special Invitation From Dinosaurs-By-Mail, Inc.
**TRY OUR BRONTOSAURUS
IN THE PRIVACY OF YOUR CAVE
FOR TEN DAYS...FREE!**



Dear Fellow Neanderthal:

We want you to see for yourself how a single egg from one of our beasts can provide a full week's omelet for your entire village. Or, if you prefer, let the egg hatch, and then freeze the young one for your winter meat supply.

If, after ten days, you don't agree that our brontosaurus is everything we claim, just send him back and pay us nothing. It's our way of acquainting preferred semi-humans like yourself with our products. Order now while supplies last.


DINOSAURS-BY-MAIL, INC.

Dripping Fern Trail Great Primeval Ooze 53127

SEND NO TRINKETS NOW-OUR BRUTES WILL COLLECT LATER

**DON'T LET RISING COSTS
PREVENT YOU FROM BEING
BURIED IN A PYRAMID**



Dear 

Our records show that you're a respected citizen of the Twelfth Dynasty who'd like to be laid away in a classy pyramid just like our lately departed pharaoh. But chances are that the labor costs involved in a 30-year construction job are beyond your means.

Well, you needn't be resigned to leaving your carcass for the buzzards. We'll supply everything needed to build your own pyramid for less than you'd expect. That includes blueprints, stones and hoisting rope all delivered right to your tent. Send for details now!

PYRAMIDS-R-US

R.R. 2, Omar's Oasis Great Sahara Wasteland



**EAT RIGHT... AND
LIVE TO BE 401**

SALT

**THE MIRACULOUS NEW ORGANIC PRESERVATIVE
FROM FLAT EARTH HEALTH FOODS**

Dear Nauseous Person:

Reputable wizards and other medical experts are beginning to agree that tainted food can be harmful to your health. Here at Flat Earth Health Foods, we've discovered the pure, natural additive that prevents meat from turning putrid and getting green scum all over it.

It's granulated salt, formerly available only to the rich from spice mongers, but now within the budget of common wretches like yourself. No side effects except maddening thirst. Place a trial order today.

FLAT EARTH HEALTH FOODS
Alchemy Arts Bldg. Hanging Gardens, Babylonia

unfortunate for our ancestors. With no radio or TV to provide them with advertising, they probably would have welcomed the mail order offers we now consider such a nuisance. And so, MAD envisions what postmen long ago might have delivered . . .

D ALWAYS EXISTED

WRITER: TOM KOCH

Get A "Welcome Barbarians" Pennant Free Just For Chatting With An All-Dukedom Agent



Dear Potential Victim:

Chances are that the Mongol Hordes will soon overrun your village. Once you're required to open your home to the invaders, you may find that you don't have enough household insurance to cover the resulting damage.

Just think how much bric-a-brac a clumsy Hun can destroy, and then rush to see your All-Dukedom Insurance Agent. He'll give you a free "Welcome Barbarians" pennant that may save your neck while he tries to save your property.

You're In Good Hands
With All-Dukedom



Learn to be a Highly-Paid Fool

The Easy Home-Study Way



Dear Overworked Churl:

Court Jesters and skilled knaves earn big money, plus such fringe benefits as getting to sleep indoors and eat unrotted food. So why not leave your drab dolthood behind with a home study course from the famed College of Fools?

You'll receive guidance in juggling, somersaulting and other oafish arts. To enroll, just fill out the coupon below (which happens to be a binding legal contract) and mail it today.

I want to make a fool of myself, which is why I'm signing this coupon and agreeing to pay whatever you charge for your juggling and somersaulting course.

SIGNATURE _____

ADDRESS _____

College of Fools

Box 46, Thieves' Station, Dawdling-On-Thames

at last! a magazine expressly written for a BUSY galley slave like yourself!



Dear Oarsman:

Pursuing a lifetime career like yours means that a fellow is always on the go, with little time for extensive reading to keep up with new developments in your field.

That's why you'll welcome AEGEAN NEWS & SLAVE DIGEST, the fact-filled publication that's concisely written with you in mind. It contains all that a professional rower needs to know, boiled down to a few words that can be scanned during those brief work breaks.

STEAL 4 PIECES
OF SILVER AND
SEND THEM AT
ONCE FOR 12
BIG ISSUES OF

AEGEAN NEWS &
SLAVE DIGEST



YOU'LL CAROUSE WITH CLASS AS A MEMBER OF THE EXCLUSIVE ROMAN ORGY CLUB



Dear Decadent Citizen:

You have been selected from among our city's most aristocratic drunks to receive this membership invitation from the new Roman Orgy Club. Deluxe facilities include ample wine served by charming maidens, relaxing massages given by charming maidens and anything else you have in mind provided by charming maidens.

If you're tired of the smelly peasants who hang out in singles bars, you'll want to join while we still have openings. Send your application today!

MEMBERSHIP APPLICATION

NAME _____

IMPRESSIVE TITLE _____

ADDRESS _____

QUALIFICATIONS: (Check one)

- ☐ I come from an influential family and possess great wealth.
☐ I possess great wealth, so never mind the family bit.

At The Sussex Mercantile Shop THE BLACK PLAGUE Is Your Good Fortune

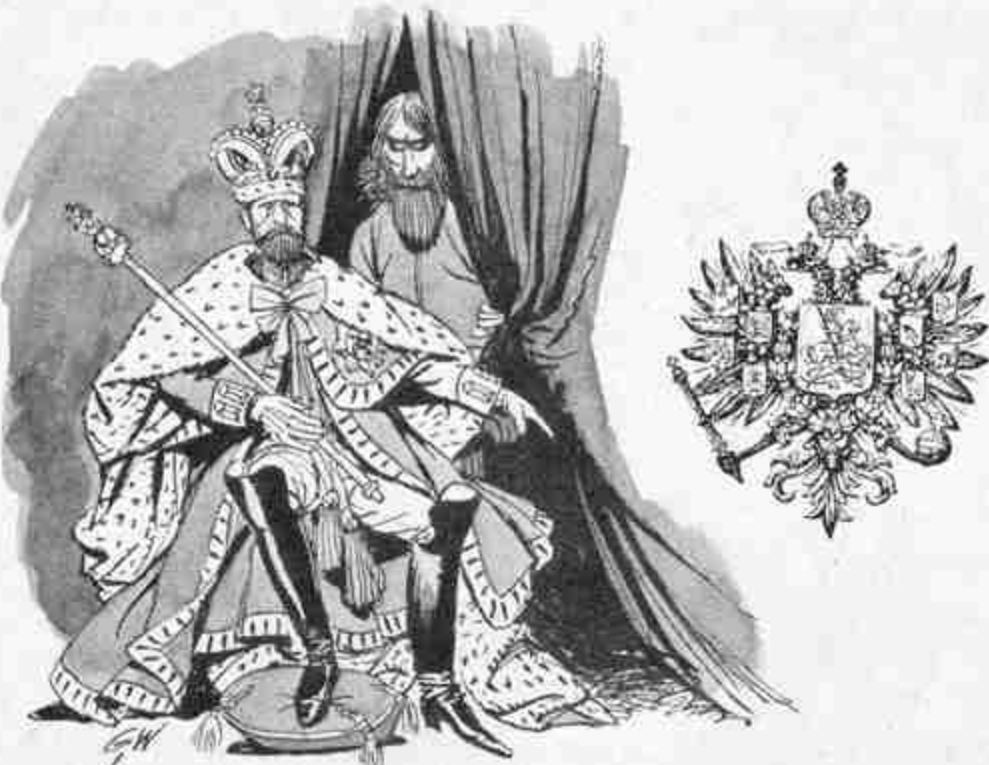


Dear Lucky Survivor:

Whoo boy, has the recent plague made us feel silly! Frankly, our buyers never dreamed that 95% of the population would be wiped out this season. As a result, we're overstocked on fashionable hair shirts in all sizes. Those healthy enough to get to our store can save big money while supplies last.

**For Personalized Service, Ask For Hugo
Merlin Dunston Anyone Who's Still Alive**

THE COMMITTEE TO RETAIN THE CZAR URGES YOU TO EXAMINE THE ISSUES



Dear Monarchist Sympathizer:

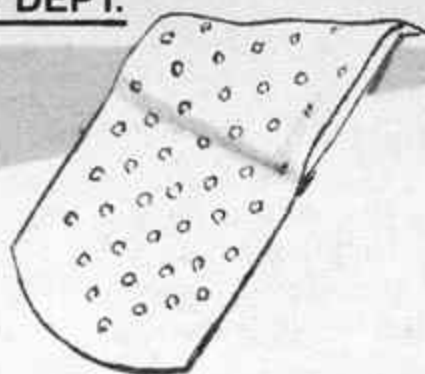
We know that your mailbox is filled these days with campaign trash from the Bolsheviks, Marxists and other crackpot organizations, all trying to win your support in the coming Russian Revolution.

You're undoubtedly sick of receiving all that junk mail, and that's why we urge you to support Czar Nicholas when the fighting spreads to your village. He never sent the peasant class any unwanted mail before, and he promises that you'll never hear from him again once he's back in power.

STAND UP FOR NICHOLAS IN '17

"The People's Tyrant"

(This literature paid for by the Committee To Retain The Czar)



Webster defined FIRST AID as "the treatment given in an emergency before full medical care can be obtained." But that definition was handed down by Webster as he lay bleeding to death in a street, so it can't be taken too seriously. For our purposes, we will define FIRST AID as the treatment given in an emergency before full medical care can be obtained, but then, who takes *Mad* seriously?!? So join us as we bleed a bad idea to death in...

A MAD GUIDE TO FIRST AID

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

CHAPTER I TREATMENT FOR CHOKING IN A RESTAURANT

1. Find out what victim is choking on.
2. Don't order that dish for yourself.
3. Force liquid down victim's throat. Make sure proper liquid is used. For instance, if the victim is choking on fish or fowl, use a chilled white wine. If victim is choking on meat, a red wine (room temperature) is preferred. If pizza, cold beer, etc.
4. If the forced liquid method doesn't work, try dislodging the offending blockage by several hard raps to the back. Sometimes the blockage is dislodged and vomiting occurs, so make up your mind first if you want to save the victim and be a part of a disgusting scene or leave the restaurant immediately and not get involved.



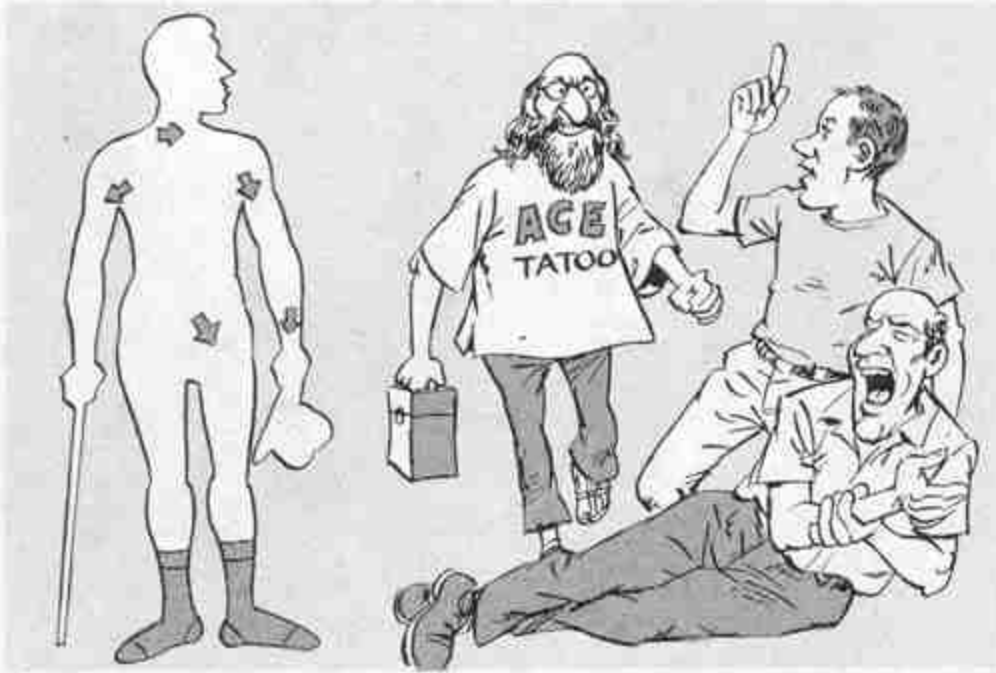
TREATMENT FOR CHOKING IN THE HOME

It is amazing what victims in the home have been known to choke on: nails, needles, pins, coins, keys, marbles, beads, earrings, hairpins, paper clips, bottle caps, rubber bands, buttons, shells, magnets, and cigarette lighters. If someone in your home is choking on something, find out what it is immediately and, if it isn't on this list, telephone us at once so we can add it.



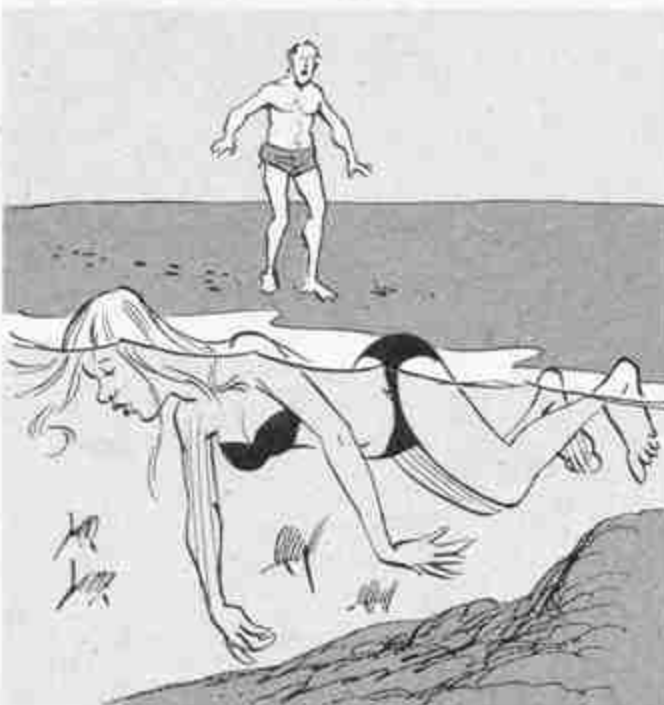
CHAPTER II TREATING CUTS AND BRUISES

1. Remove all foreign objects from the skin. Domestic objects, of course, can stay.
2. Check for loss of blood. Loss of a quart or more is a threat to a person's survival, or worse, a sofa, rug, etc.
3. Study this diagram carefully! The little arrows indicate *pressure points*. By applying pressure to any of those areas there will be a slow-down or complete cut-off of blood going to that area, thereby stopping the bleeding. If the victim does not have these little arrows printed on his body like in the diagram, call a tattoo artist immediately and have it done. Remember, time is of the essence!
4. If a piece of wood, splinter of glass, etc. is embedded in the skin, use tweezers to remove it. If tweezers are embedded in the skin, obviously use a piece of wood, splinter of glass, etc. to remove them.



CHAPTER III RESCUING DROWNING VICTIMS

1. It is often difficult to spot a drowning person since the wild, frantic gestures they are making may well be their style of swimming. So, rather than place yourself in an embarrassing situation, approach only those you suspect may be drowning—like if they've been floating face down for over five minutes.
2. Since drowning rescues receive more press coverage than any other acts of courage, phone local newspapers to send their photographers to the scene before you attempt your brave act.
3. The two most effective methods of artificial respiration are mouth-to-mouth and mouth-to-nose. If you start with mouth-to-mouth and then wish to proceed to mouth-to-ear, you are becoming too emotionally involved.



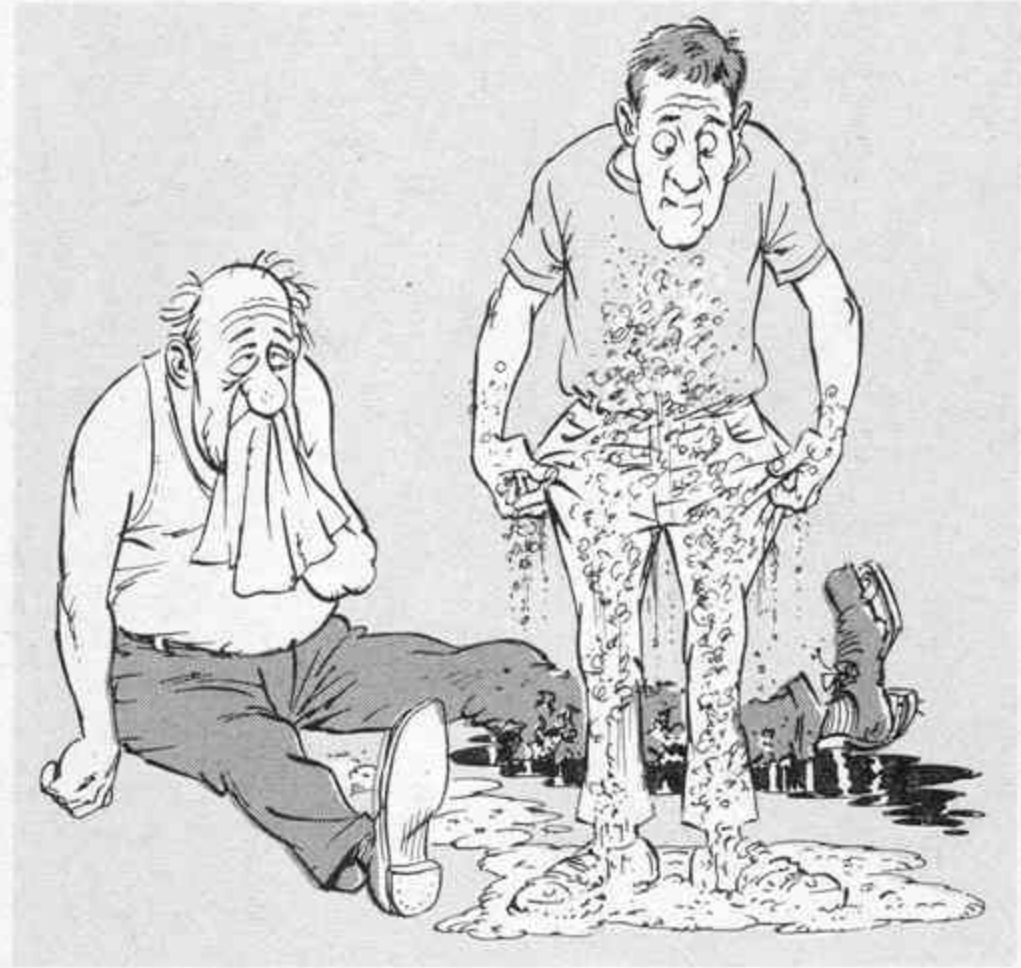
4. The correct position to start artificial respiration is with the victim lying down. Tilt head back and remove loose objects from victim's mouth. While the tongue flops around a lot, don't remove it, as it belongs there.



5. Cleanse the wound with mild soap and water and then dress the area. Dark colors are preferred if the victim has a formal injury, light colors and pastels if it is a more casual wound.



6. If the wound is particularly yecchy and can be seen by the victim, it is wiser to use the bandage to cover the victim's eyes than to dress the wound with it, thereby preventing him from barfing all over you!



7. Keep in mind that while all bacteria multiply rapidly, they have trouble with subtraction and division problems, so respond accordingly.

5. With your index finger and thumb, pinch the victim's nose closed to prevent loss of air. Then wipe your hand on a tissue. (No one said saving lives wasn't yecchy!)



6. Open the victim's mouth wide, take a deep breath, and then, sealing your lips against the victim's lips tightly, blow into the victim's mouth. If the victim begins to raise off the ground, you are blowing too hard.



7. Continue until the victim is revived or you lose interest in the whole disgusting scene.





CHAPTER IV TREATING FROST BITE

1. Use extreme care in removing a frost bite victim from exposure to the elements, since a badly frozen person could shatter if dropped.



2. The effects of re-freezing can prove fatal. To make sure a victim doesn't begin to thaw out and then get re-frozen, place him in a deep freeze unit at a constant temperature until professional care is available.



3. Research has shown that the "fast thaw" method is most effective. However, a microwave oven is not recommended. Soaking in a nice, hot tub will work wonders, enabling you to relax while you're thinking of a way to treat the frost bite victim.



4. In the event you come up with the answer that maybe a hot tub would also be good for the victim, first warm his body internally by feeding him hot soup. Or, to save time, fill the tub with hot soup so the victim can eat and soak at the same time.



CHAPTER VI TREATMENT FOR SNAKE BITES

It is proven that a snake will bite only when cornered. Since your average, everyday forest has few corners, snake bites don't occur that often. Big cities are another thing. With all those corners, it's a wonder why half the population hasn't been bitten by snakes! With this in mind, be prepared to treat victims as follows:

1. Always carry pictures of the poisonous species in your area. If you come across a snake bite victim, show him the pictures before you begin treatment to make sure he was indeed bitten by one of the poisonous varieties, since many non-poisonous snakes try to hide their feelings of inadequacy by pretending to be of the lethal variety. If this should be the case, the victim doesn't need treatment, the snake does. Point out to the slimy-looking rascal that he's as good as his venomous brothers. A good pep talk has done wonders to alleviate this problem.



2. If indeed the victim has been bitten by a poisonous snake, apply a tourniquet a few inches above the wound if it is on the lower part of the body (below the heart) or a few inches below the wound if above the heart, since you must create the blockage between the wound and the heart. A tourniquet can be made from a handkerchief, rope, a tie, belt or any other garment. Using athletic socks is not advisable, since many victims have survived the snake bite but succumbed to suffocation from lethal odors.



CHAPTER V TREATING ELECTRIC SHOCK

Since many frost bite victims die of electric shock due to some idiot trying to heat soup in a bath tub with an electric heating coil, the first aider should be ready to take necessary steps should this problem occur.

1. Shut the power immediately. This will prevent *your* getting shocked.



3. Carefully remove whatever the cause of the electrical short—live wire, appliance, etc. If the victim comes in contact with an exposed wire while outdoors (i.e. broken cable), use wood or other non-conducting material to separate victim from wire, employing force if necessary.



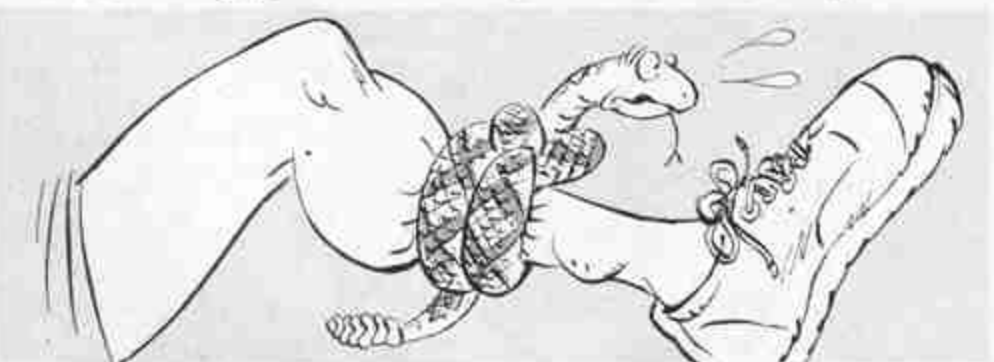
2. Call up the electric company and tell them you don't wish to be charged for the sudden surge of power that just registered on the meter. Failure to do this will result in further shock when the huge bill comes at the end of the month.



4. If victim is unconscious, revive with artificial respiration, then rush him to a hospital since internal bleeding caused by your heavy-handedness in removing him from cable can prove fatal.



3. If nothing else is available, a tourniquet can be made from the snake itself. This will also serve to teach the little wise guy not to be so free with his biting!



5. Make shallow cuts directly on the fang wounds. If the arm, leg, or other affected area falls off, you've cut too deeply. Start the procedure over by letting the snake bite the victim in a new area. This time make *shallow* cuts, idiot!

7. Wash out your mouth with an industrial-strength mouthwash, and don't get involved with anyone for at least a month, since venom is easily transmitted through kissing.



4. Sterilize a knife by using alcohol. Since there is usually none handy, having been drunk by the crazed victim or more-crazed first-aidier, putting the knife through a very hot quick-rinse cycle on an automatic dishwasher is the next best thing.



6. Suck out the venom with a suction cup. If none is available, you can use your mouth to suck out the venom, carefully spitting the venom out in a disposable container, since spitting on the ground breaks health ordinances in many areas and can get you a stiff fine.

8. After reading Step 7, make sure you still want to treat a victim of snake bite, since your social life might not be that great to begin with and to limit your pursuit for another month might prove fatal to *you*! It's your choice.



WOMEN LIBBERS

No... don't bother to get up and give me a seat! My legs aren't broken!!

But...

No buts! You male chauvinist pigs have robbed us women of our independence long enough! Now, we feminists are fighting back! We don't want any of your patronizing coddling!

We don't want you to open doors for us, or push in our chairs for us at dinner tables, or get up and give us your seats on public conveyances! So, Buster, like I say to my dog... "SIT!"

But, lady!! I'm only trying to GET OFF the BUS!!



BERG s-EYE VIEW DEPT.

THE LIGHTS

BRAVERY

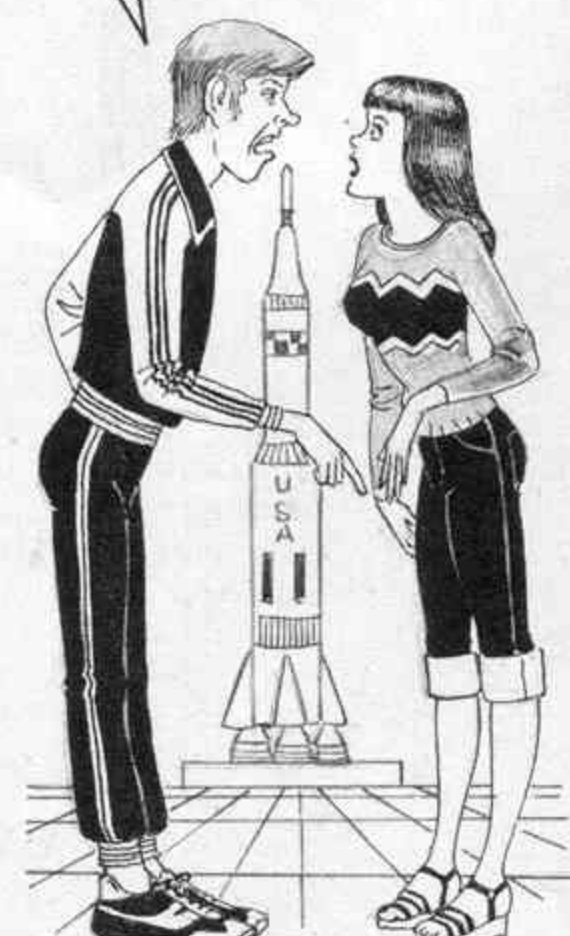
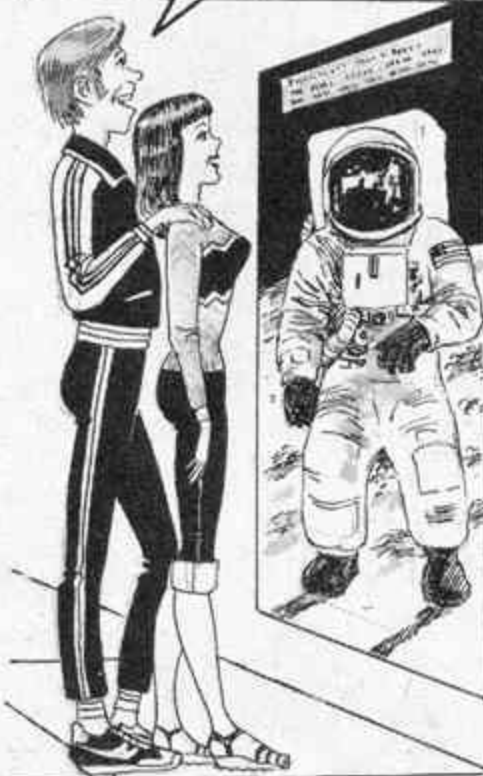
I think the Astronauts are the bravest people who ever lived! They climb into space ships like that, and they're shot into the void of space!

And those space ships are made up of thousands of electronic and mechanical and hydraulic parts... millions of little gadgets and instruments and valves and hoses and containers!

THAT, to ME is real bravery!

What's so brave about flying in a space ship made up of all those things?!

Because each of them is made by the LOWEST BIDDER!



CURIOSITY



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

DECISIONS



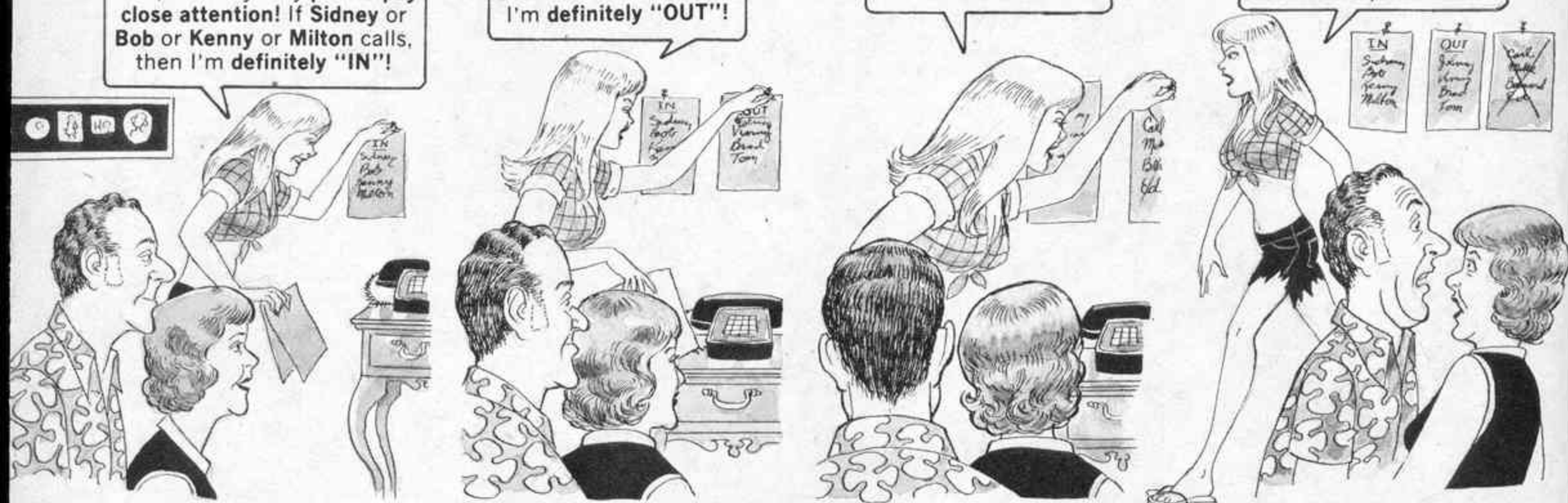
THE TELEPHONE

I have a list of instructions here, so everybody please pay close attention! If Sidney or Bob or Kenny or Milton calls, then I'm definitely "IN"!

If Johnny or Vinny or Brad or Tom calls, then I'm definitely "OUT"!

And if Carl or Mike or Bernard or Ed calls...

...then **DON'T EVEN** answer the phone at all!



RELATIONSHIPS

...AND DON'T EVER LET ME CATCH YOU DOING THAT AGAIN!!

Don't holler at me! I'm your Son...

...not your HUSBAND!!



SHOPPING

Oh, no! I TOLD you this is no time to be spending money! This is a time to be SAVING money!

I don't know what you're TALKING about!!



PROGRESS

This is the site on which we'll be building our housing project! See those elm trees, birch trees and oak trees? We're going to cut them all down, and clear the land!

Then, we're going to lay out streets!

Do you have NAMES for the streets?

Sure! "Elm Street," "Birch Street" and "Oak Street"!



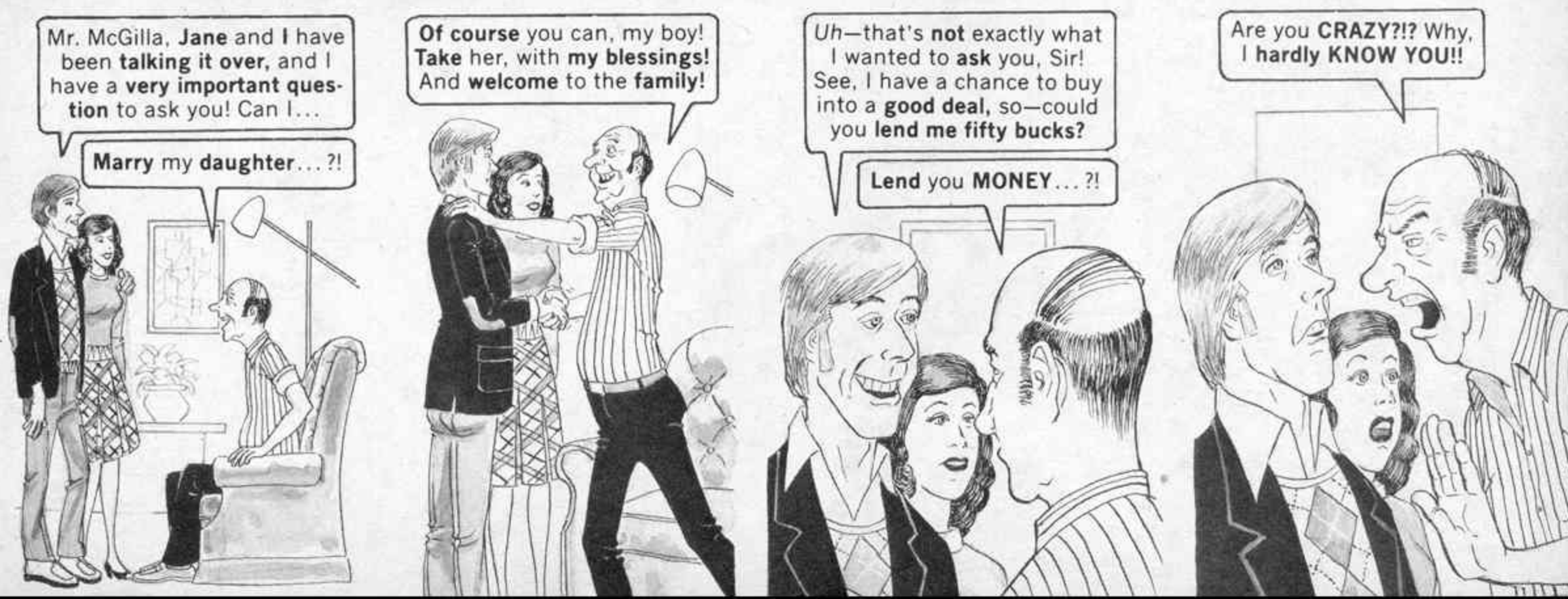
GROWING UP



CHILDREN



VALUES



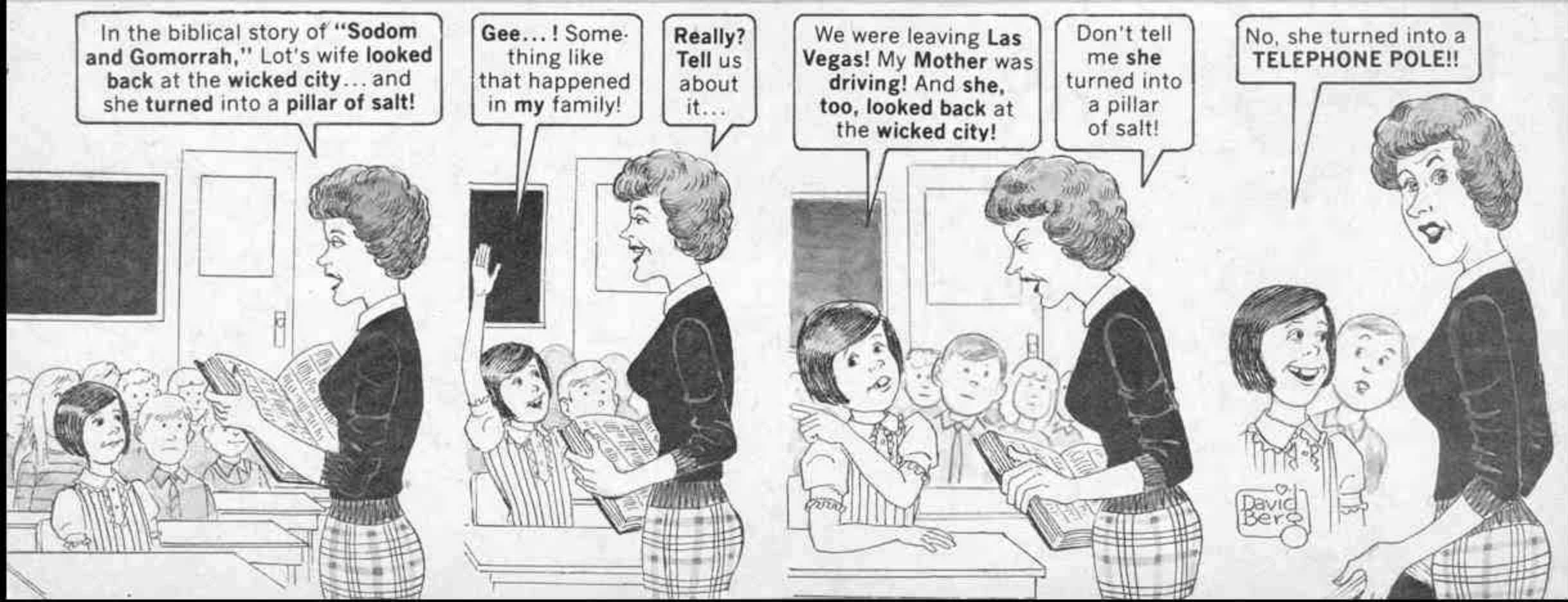
SNACKING



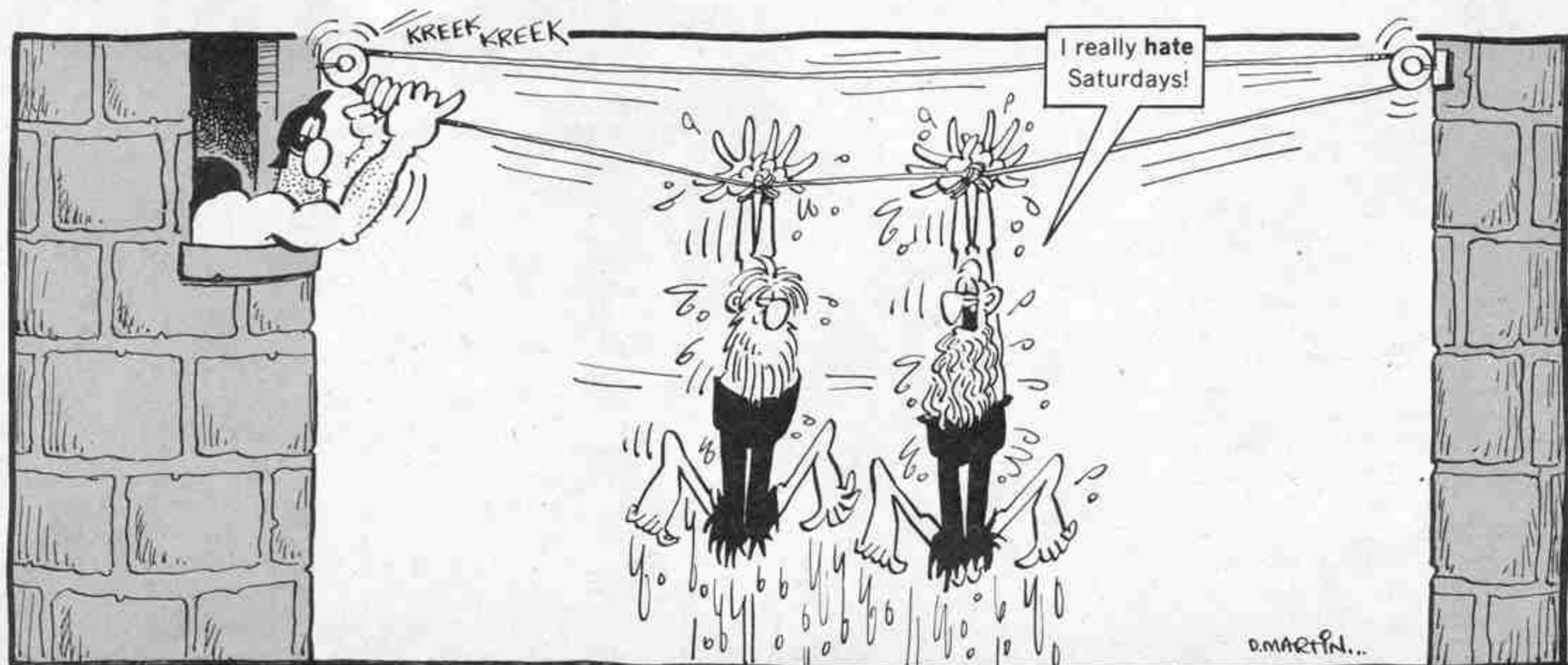
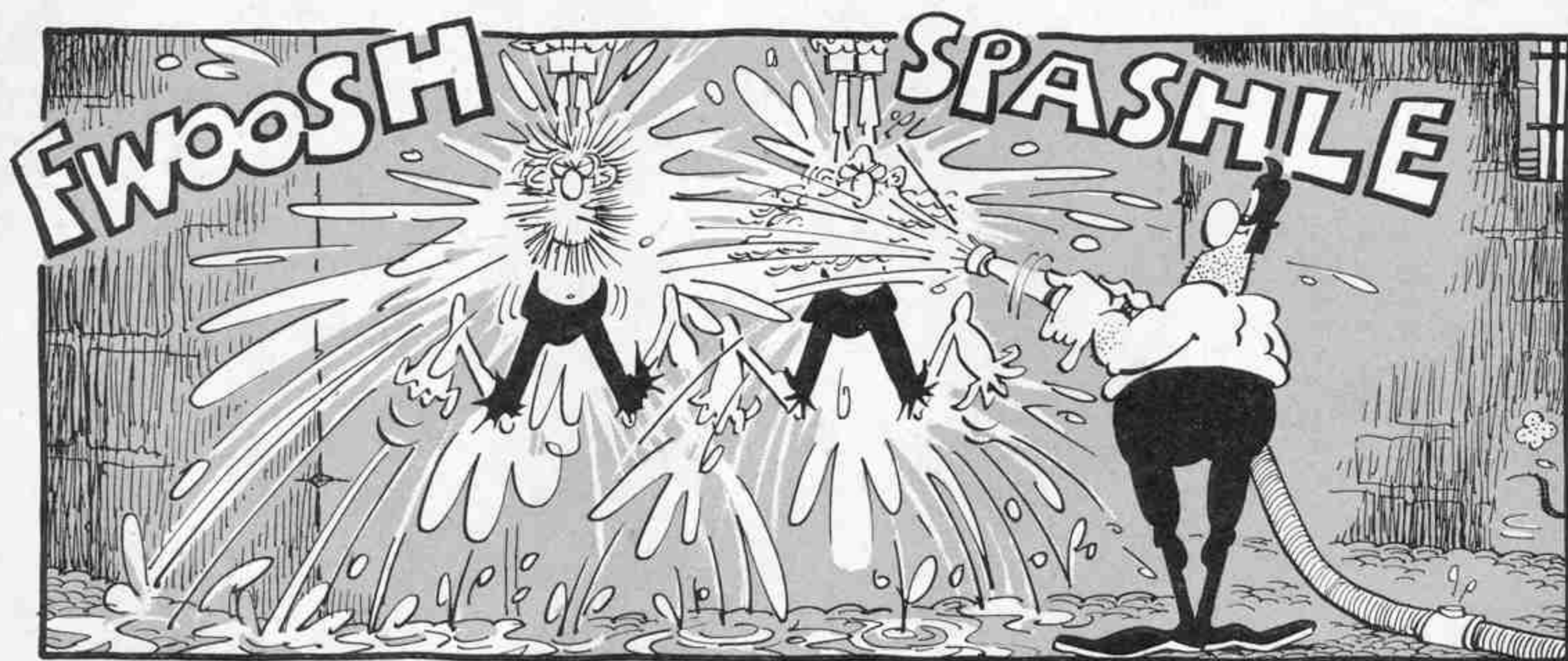
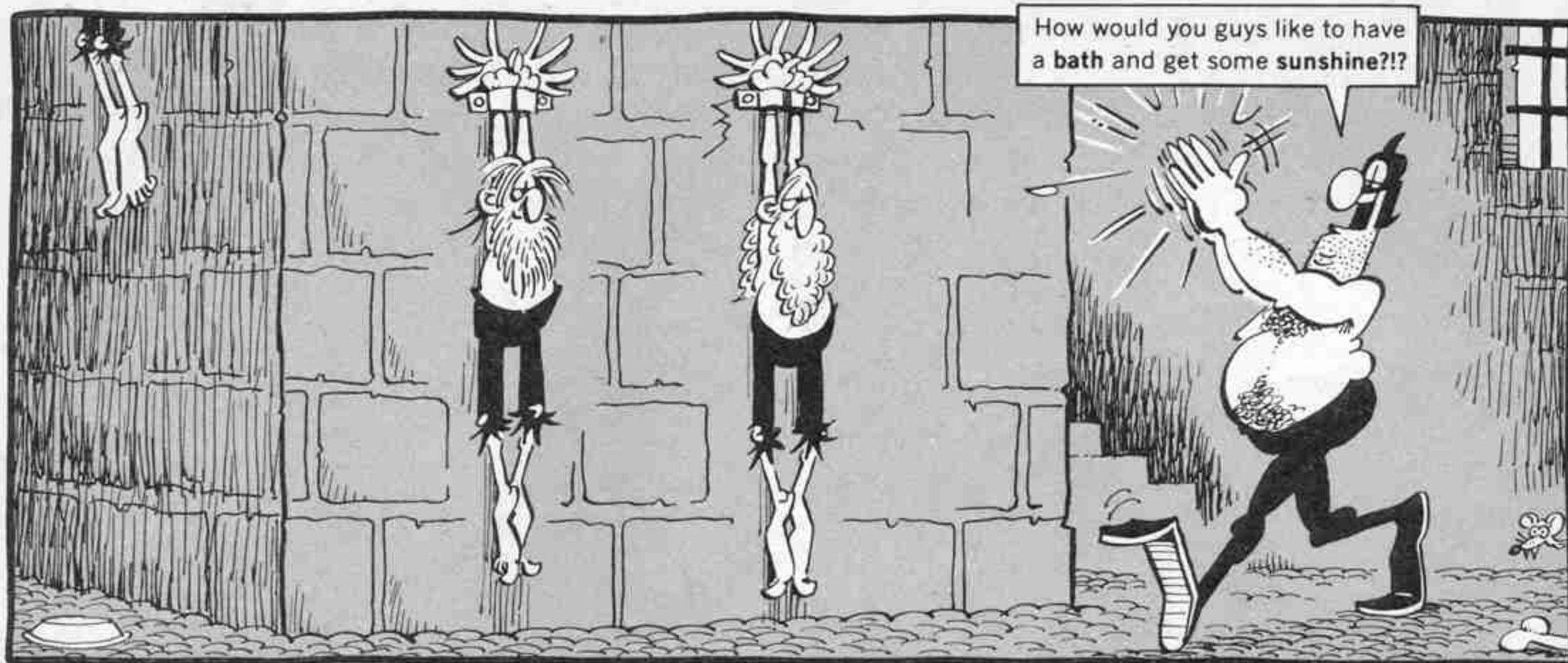
PARTYING



SUNDAY SCHOOL



ONE SUNNY DAY IN THE DUNGEONS





ALPHABET DUPE DEPT.

In past issues, MAD has given its readers tips on how to achieve passing grades on school papers without really knowing anything. Unfortunately, most students who are dumb enough to need our assistance are too dumb to remember our advice once they get to the classroom. Therefore, we have simplified the art of bulling your way through school by arranging the key words to our hot tips in the A-B-C form. So now, any clod who can memorize the alphabet should be able to memorize

A

PPLE POLISHING

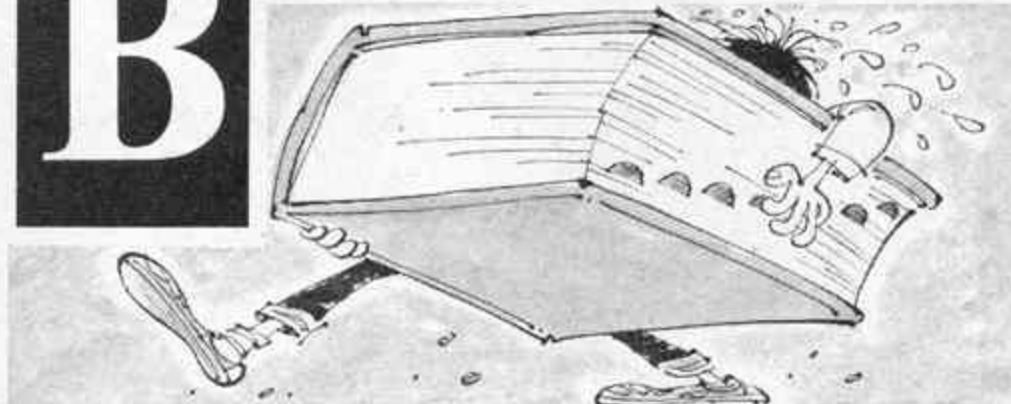
The less you understand an assignment, the more you must humiliate yourself to

insure a good grade by volunteering to stay after class and wash blackboards, clean erasers or perform other lowly, apple-polishing chores. If total flunkage is imminent, you should also come prepared to Simonize the teacher's car, paint her house, re-surface her driveway or do whatever she wants.



B

IG WORDS



Teachers at all levels will adore you for sprinkling your writing with the same kind of academic jargon they use, but probably don't understand either. Any paper that contains the words "fiscal" or "Neo-Fascist" or "empirical" or "penultimate" is assured of attaining at least a B+ or better.

C

ASH

Although an open offer of a bribe in exchange for a passing grade or high mark is

considered to be in bad taste, it is always helpful to create the illusion either by word or deed or both that you come from a wealthy, influential family. Once you implant the idea in your Teacher's or Professor's mind that your Father can make or break him, you're home free.



D

IAGRAMS



Using diagrams to illustrate points is helpful in achieving high marks because they convince the teacher that you understand the subject. And diagrams that have no connection with the topic may be even more helpful because they convince the teacher that you understand the subject even if she doesn't!

G

OODY TWO-SHOES

To insure the lenient grading of your lousy papers, you must constantly struggle

to build an image of being the sugary, obedient wimp teachers love. If you always wear a necktie, always lead the pledge to the flag, and always ask permission before sharpening pencils, you can have the brain of a hamster and still make Honor Roll!



H

ANKY-PANKY



Any exam paper containing the subtle threat to spread lurid rumors about a teacher's private life usually merits a fast "A+". Examples: (1) "The tangent is the distance around the outside of a circle, as your friend at the Whoopie Motel may have mentioned." or (2) "Louis XIV resembled that guy in the Fiat who meets you at night when your Husband's out of town."

MAD'S ABC'S OF WRITING SUCCESSFUL EXAMS AND TERM PAPERS

ARTIST: PAUL COKER

WRITER: TOM KOCH

EINSTEIN

Although you obviously can't comprehend the Theory of Relativity, it is probable that confusion is shared by every member of your school faculty. Therefore, your best bet for getting away with a totally idiotic statement is to follow it with the words, "This, as we all know, can be easily proved by applying Einstein's simple equation, $E = MC^2$."



FRENCH



Since textbook writers often use impressive-sounding foreign phrases to hide their stupidity, why shouldn't you? Teachers will think you're cultured, and will grade you accordingly. Some effective examples are: (1) "Let us consider what the French aptly call amour au gratin." and (2) "Strangely, the philosophies of laissez faire and gran prix both apply here."

ILLEGIBILITY

It is the law of the classroom jungle that a teacher must never grade an answer as being wrong simply because she cannot read it. Thus, it is good to sprinkle test papers with made-up words that contain many loops and humps, such as "wummlwumlum." By the time the teacher asks you to decipher your writing, you'll have had a chance to look up the correct answer.



JOKE



Teachers naturally get bored reading 40 or 50 exam papers, and you'll find that inserting a few jokes into yours may be rewarded with a higher grade. For best results, make your humor tie in with the subject. Example: "Speaking of the Holy Grail reminds me of the story about a priest and a rabbi . . ."

K

LEPTOMANIA

Statistics prove that kleptomaniacs appear to be brighter than normal students because they will compulsively steal their classmates text books and notebooks, and—thus—prevent them from studying for an upcoming exam. Why not try this maneuver yourself? It won't improve your own test paper, but it may help to drag down the rest of the class to your own level of stupidity.



L

EGS



It is a proven fact that any girl over 15 who sits with her skirt pulled two inches above her knee in any class taught by a male instructor over 40 will be assured of a mark over 85. For the most satisfactory results, make sure that the instructor knows your name, but not your address or telephone number.

O

VERKILL

Students often make the mistake of turning in a short paper when they know very little and have little to write about. However, followers of the Overkill Theory have found that success lies in writing as much as you can about anything at all to hide your real ignorance. Most weary teachers, in disgust, will give you an "A" on the assumption you must have the right answer in there somewhere!



P

OVERTY



To improve the chances of gaining teacher sympathy, try dressing in rags to prove you're determined to get an education despite grinding poverty. Even if you don't win sympathy, this "Poor Play" gives you the perfect excuse for writing homework on used butcher's paper that no faculty member would dare to touch, let alone read for spelling errors and adequate content.

S

QUEALING

As anyone who is familiar with our education system will confirm, teachers love a snitch. So, you can expect to be handsomely rewarded for finkdom if you end each test paper with some slyly worded tattling such as, "Please note that my answers probably differ from those of certain female people in the front row who obviously copied theirs from each other."



T

APE



The student who wishes to guarantee success should supplement bluffing and bulling by Scotch taping traditional crib notes to concealed parts of his person. Good taping spots include on ankles under socks, on knees under skirts and on wrists under sleeves. (Taping crib notes to armpits is not recommended because it hurts too much when you rip them off after an exam.)

W

OODROW WILSON

As one of the only school teachers who went on to succeed in life, Wilson is still admired by Educators, even though nothing he did currently applies to anything. You can win Brownie Points by referring to President Wilson often as you write about History and/or Civics...but less frequently in exam or term papers for Wood Shop or Driver Education.



X

ERXES OR XENOPHON



A memorized quotation from either of these ancient historical figures will work wonders in creating the scholarly impression you desire, even when the subject you're writing about is "The First Thanksgiving" or "The Discovery of Gold in California."

M

OREOVER

Any student faced with an essay question that leaves him or her totally blank can still achieve a passing grade by beginning his response with the word, "Moreover." This creates the impression that Page 1 of the exam paper is missing, which causes the teacher to assume she lost the part containing the right answer, which leads her to give out an A- rather than admit it.



N

EBULOUS STATEMENTS



You need not feel hindered by the fact that you can't remember all those specific figures that every teacher loves so much. Just master the art of citing vague statistics that couldn't possibly be wrong. Here are a few examples: (1) "The Civil War was fought by dozens and dozens of soldiers." and (2) "Our National Debt will soon approach an infinite number of dollars."

Q

UOTATIONS

Attributing your own guesswork to a famous person in history often enables even the most mistaken of test answers to slip through unchallenged. For example, try (1) "As Benjamin Franklin correctly stated, 'The diameter of a circle can be calculated by measuring around it.'" and (2) "Quoting from Sir Winston Churchill's famous speech, 'Let us sign the Monroe Doctrine and end World War II permanently.'"



R

EITERATION



Unlike "Overkill," which is writing a lot when you don't know anything, Reiteration is a technique that can be used when you know a little bit, and you want to get the most out of it. For example, "Atlanta is the capitol of Georgia, a lovely State which, as most scholars know, has its capitol in Atlanta, a city where some of the people who live in Georgia are found."

U

LTIMATUM

Chances are likely that your teacher is fed up with having a clod like you in her class, so why not turn her disgust to your advantage at exam time? A grim reminder to her that you'll still be around if you flunk the final will work wonders in moving you up to the next grade where you'll be someone else's disgusting problem.



V

IOLENCE



Open attacks on teachers who spring surprise quizzes will not result in higher grades, and may even land you in the slammer. However, thinly veiled threats written into your exam answers can work wonders. Example: "By coincidence, this dumb question was asked by Miss Fleg last semester just before she flunked my good friend Blinky Cosmo, and got herself hurt real bad."

Y

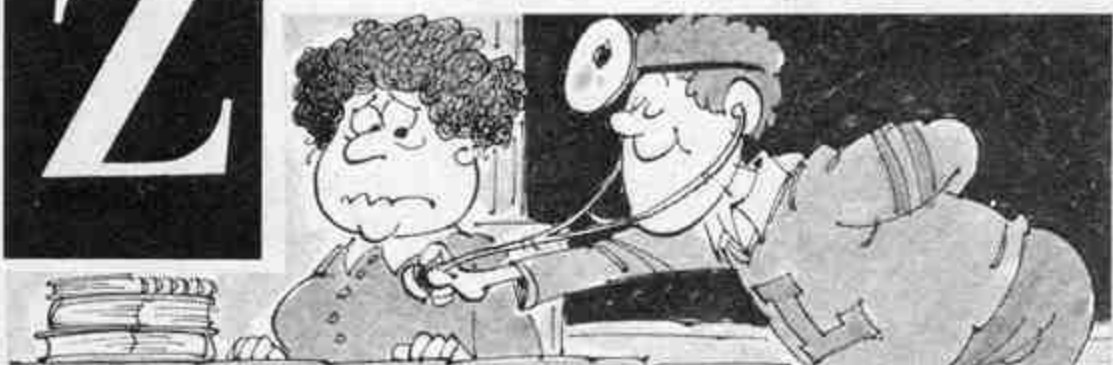
OUTH

Inferring that some middle-aged female teacher is younger than she looks constitutes an absolutely sure-fire anti-flunkage technique. Put the idea across in such subtle and clever complimentary phrases as, "Although neither of us is old enough to remember, the Korean War began in 1950," or "As you may recall from childhood, TV was broadcast in black & white."



Z

OOLOGIST



Make mention in all your school papers that you have dreams of going to college and pursuing a profession. Although becoming a Zoologist is a good ambition to fake, you may prefer to go on prattling about the joys of Dentistry, Nuclear Physics or the Priesthood. Almost any profession will do since Educators instantly love any student who pretends to love being educated.

LOOK SLIM AND T DIET OR STRENUO



MINGLE WITH PEOPLE THAT ARE FATTER THAN YOU ARE



WEAR CLOTHES THAT ARE TWO SIZES TOO BIG



CAREFULLY CHOOSE EMPLOYMENT
34 THAT WILL HIDE YOUR GIRTH



USE CORNERS AND ENTRANCES
TO REDUCE YOUR APPEARANCE



PROPER HAIR AND BEARD STYLE CAN GIVE
YOUR FACE THAT LEAN AND HUNGRY LOOK

TRIM WITHOUT DUS EXERCISE

**A MAD
"HOW TO
DO IT"
FEATURE**

ARTIST AND WRITER: PAUL PETER PORGES



TRY TO EMPHASIZE YOUR OUTSTANDING FEATURES



ALWAYS SELECT OVERSTUFFED FURNITURE TO SIT IN



**MAKE CLEVER USE OF HOUSE
PLANTS TO YOUR ADVANTAGE**

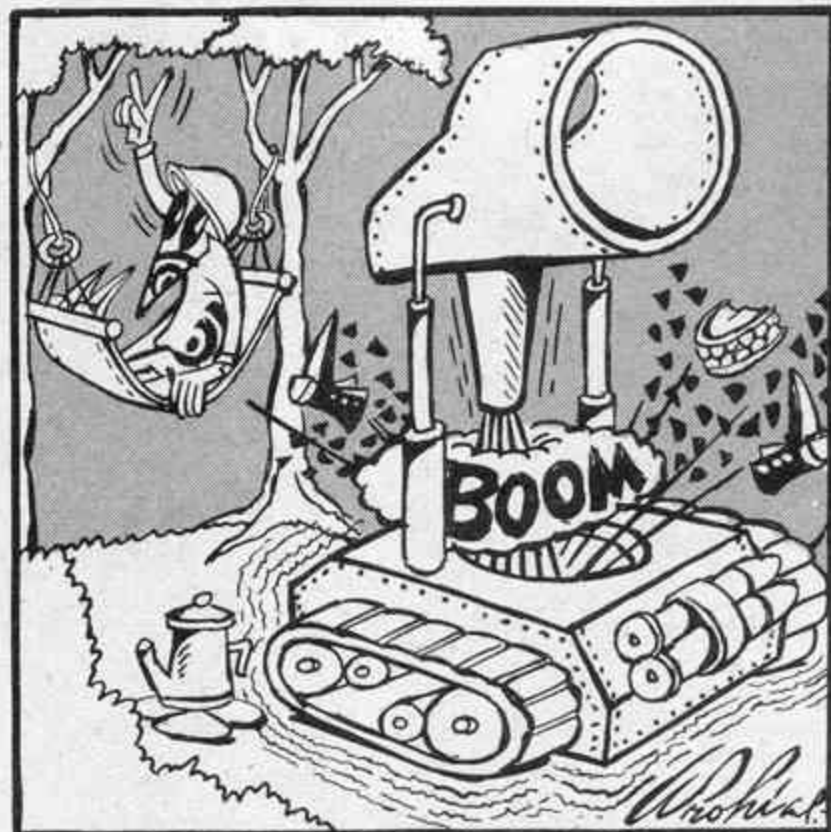
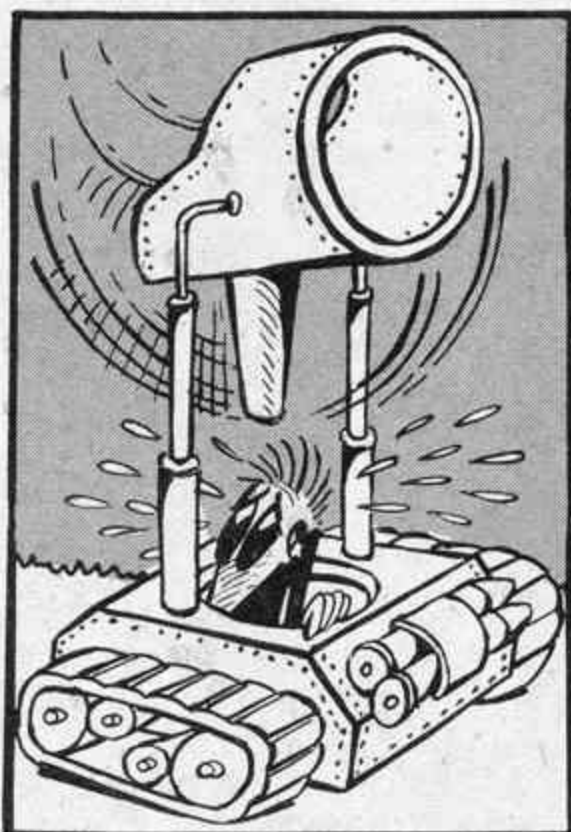
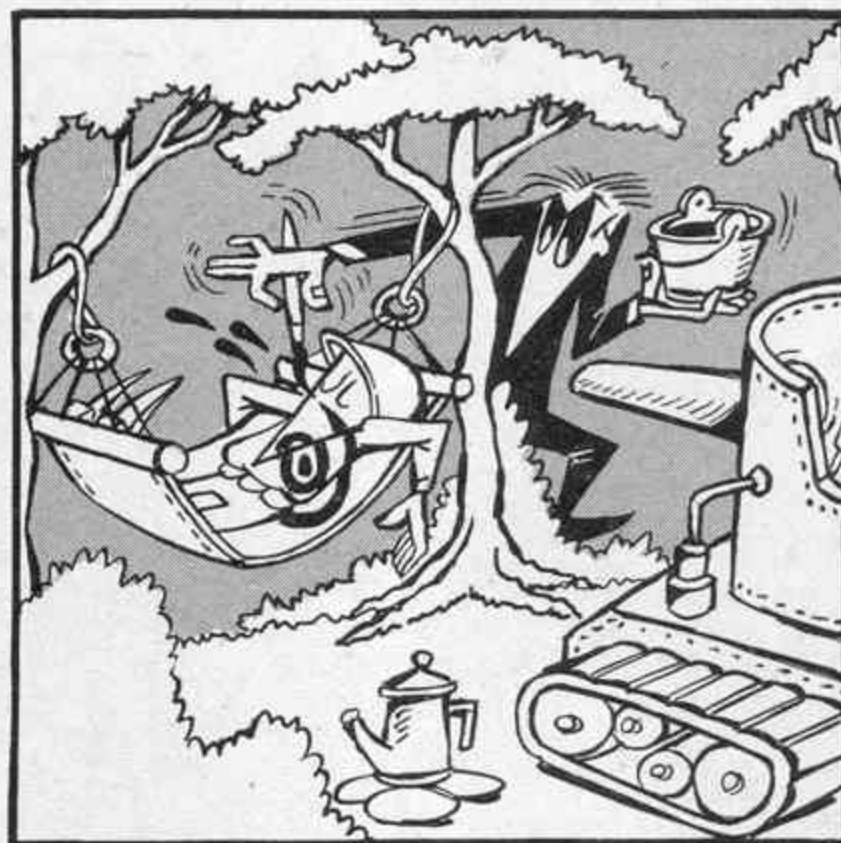


**WEAR DARK CLOTHING...AND THEN TRY TO
STAND AGAINST DARK SHADOWY BACKGROUNDS**



**ALWAYS DATE PEOPLE THAT
ARE EVEN FATTER THAN YOU**

QDY VS QDY



THERE'S A FRAUD IN YOUR FUTURE DEPT.

Hi, MAD reader's! I'm **Howard Gosell**, and I'm famous for **telling it like it is!** I deal only in **truth** and **reality!** Which is why **MAD Magazine**, in its ridiculous fashion, has chosen **me** to interview a man who deals in the **unbelievable** and **unreal** world of **Mysticism** and **The Occult!** His name is **Cosmo Mantra**, President of **Occult Enterprises!** He's

MAD'S OCCULT PROMOTER OF THE YEAR

Mr. Mantra, you've made millions of dollars in Astrology... Mysticism... and Psychic Phenomenon! Tell us... what got you into The Occult?

My fascination with the unknown, Howard! I never knew what a **FORTUNE** there is in this stuff!

But, what qualified you?

For years, I sold patent medicines and miracle-cure elixirs to the crowds at carnivals and sideshows!

And from that, you discovered 'the key to the mysteries of The Occult'?

No... from that, I discovered that people will swallow **ANYTHING!**



ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

Behold... our Séance Chamber! Through one of our Mediums, here a seeker can speak with loved ones who have crossed over to the Other Side!

You mean talk with the dead?!!

"Dead" is a no-no here, Howard! **No one** dies in The Occult! They simply **MOVE ON**... and leave a forwarding address!

Your departed husband will now speak... through me!

Harry... is that you?!!

This is Harry! I am speaking to you from the Hereafter!

Are you happy, there, Harry?

Yes, except that everything is so expensive here! The robes—the wings—the harp!

How can I help?!

Donate half my insurance money to Occult Enterprises! They'll get it to me by Divine Messenger! Make it cash! They don't take checks here!!



Boy... it sure looks to me like you're fleeing that woman!

How can you say that, Howard?!? We're bringing her JOY!

But everyone knows you can't send money to the Hereafter!

Hah!! That's the typical reaction of a non-believer!

Yeah...? How will we know if Harry got the money?!?

Oh, that's easy! Tomorrow... through that same Medium... Harry will communicate a RECEIPT!

Sorry to interrupt, Chief, but this follower has a complaint!

Darn right I do! I paid to talk to my departed Sister, and they told me that she WASN'T IN!

That often happens when you try to communicate station-to-station! You should have made it person-to-person! The extra charge is well worth it!

I DID make it person-to-person... and the Medium still couldn't reach her!

Then she's probably unlisted—requiring cosmic assistance by our Afterlife Operator... for an additional fee, of course!

I'll pay ANYTHING to talk to her!

With faith like yours, how can you fail?!

Behold, our Astrology Section! The ancients believed in the forces of stars and planets!

But this is nothing more than BLATANT MERCHANDISING!

The ancients ALSO believed in Number One!

I—don't believe it! You've got everything here but a ZODIAC TOILET SEAT!

Hey... that is a GREAT IDEA! I'll tell my designers to work on it...!

Do you really think Astrology works...?

Oh, yes! From personal experience, I can tell you that the stars and planets have been a major force in my life!

Oh? Your horoscope tells you this...?

My accountant tells me this! I'll net two million this year, and the future looks even brighter!

Your expanding your operation!

I'm expanding the ZODIAC! Next year, I'm adding twelve more signs!!

If you like Aries the Ram and Taurus the Bull, you'll love Reggie the Slugger and Rosco the Disco Nut!

ZODIAC SNOW PLOW

Enjoy an AQUARIAN MOBILE HOME

EVERYTHING FOR THE ARIES TREE SURGEON

HUBCAPS TO MATCH YOUR SIGN

BOOK DEPT.

NEW BOOK LIST:
"YOU AND YOUR PISCES SHEEP DOG."
"HOW TO CHOOSE A CANCER ACCOUNTANT."
"FAMOUS LEO BASS BARITONES"
"HOW SAGITTARIANS CAN SURVIVE THE DEPRESSION"
"MEMOIRS OF A VIRGO LIFEGUARD"
"TRAINING YOUR GIMINI HAMSTER"



Chief, a woman is on the phone, complaining about our **Daily Horoscope** in the newspaper!

What's her beef...?

She's a **Libra**, and her forecast today said to get out and meet people! But when she backed her car out of the driveway, she lost control—and smashed into a lamppost!

Tell her her car's a **Pisces**—and ITS forecast today was to **STAY HOME**!



And this, Howard, is our popular "**Reincarnation Room**"! We're having one of our weekly "**Come-As-You-Were**" Parties! Each paying guest is told who he was in a previous life!

What do you charge to reveal someone's past life?

That depends! A **President** like Lincoln or Washington costs \$1000! A lesser one like Martin Van Buren can be yours for \$250! Today's special is **Moses** for \$399... marked down from \$500!

That must be the man over there in the white robe!

No, he could only cough up \$150, so we made him **Moses's FRIEND**!



Who's that fellow at the piano!

He's the reincarnation of **Schubert**, composing his **Unfinished Symphony**!

But his playing is terrible! It sounds awful!

Now you know why Schubert left it **UNFINISHED**!



This woman is getting a **psychic reading** from one of our amazing **Tarot Card Readers**! The ancients were very big on Tarot Card reading!

Your name is **Jo Ann**, you were born in **Detroit** on **May 3rd, 1940**, your husband's name is **Max**, and you have a shaggy sheepdog named **Leroy**!

You're absolutely right! It's amazing!!

I'm impressed! It's as if you'd tapped that woman's phone, and you secretly went through her purse!!

The ancients were **ALSO** very big on **COVERING** themselves!



SEVEN!!

ELEVEN!!

EIGHT!

SIX!

TWO!

What are they doing in there, shooting craps??

No, they're **numerology students**, feeling the vibrations given out by numbers!

Are you trying to tell me we're affected by numbers?!

Each number has a deep, mystical connection with the universe! Take the year **1981**! The **1** stands for the individual, **9** is the number of holes on half a golf course, and **8** minus **1** is the number of **Snow White's dwarfs**! So—from this we can predict that half our golf courses will be overrun by bachelor dwarfs!

That's the silliest thing I've ever heard!!

Don't complain to me! Take it up with the universe!



How do people find out if they have any psychic powers?

Easy! Here in our **Psychic Workshop**, a seeker can consult with a GP... a **GENERAL PSYCHIC!**

How does it work?

The GP gets in touch with the seeker's **psychic self** by picking up vibrations from a cherished possession!

I see that the GP is holding the seeker's **BANKBOOK!** Will that tell a lot about him?

For our purposes... **EVERYTHING!** If the seeker is loaded... er... **psychically speaking**, that is... he'll be referred to a **SPECIALIST!**

He's being **CARESSSED** by that beautiful girl wearing a see-through gown...!

SHE's the specialist! She's getting in touch with his **PSYCHIC CENTER** through the art of **COSMIC TOUCH** and **SPIRITUAL MASSAGE!**

It doesn't look all that **SPIRITUAL!**

Each man must tap his psyche in his own way!!



Why is that **Palm-Reader** being thrown out of here??

He was my most trusted **Reader!** But now, we've stripped him of his sacred robe, and confiscated his **mandala!**

What did he do?

He committed the **worst sin** of all... the unforgivable, infamous deed I cannot allow!

He mentioned **SATAN?**

Worse! He predicted **BAD NEWS** for a cash customer!

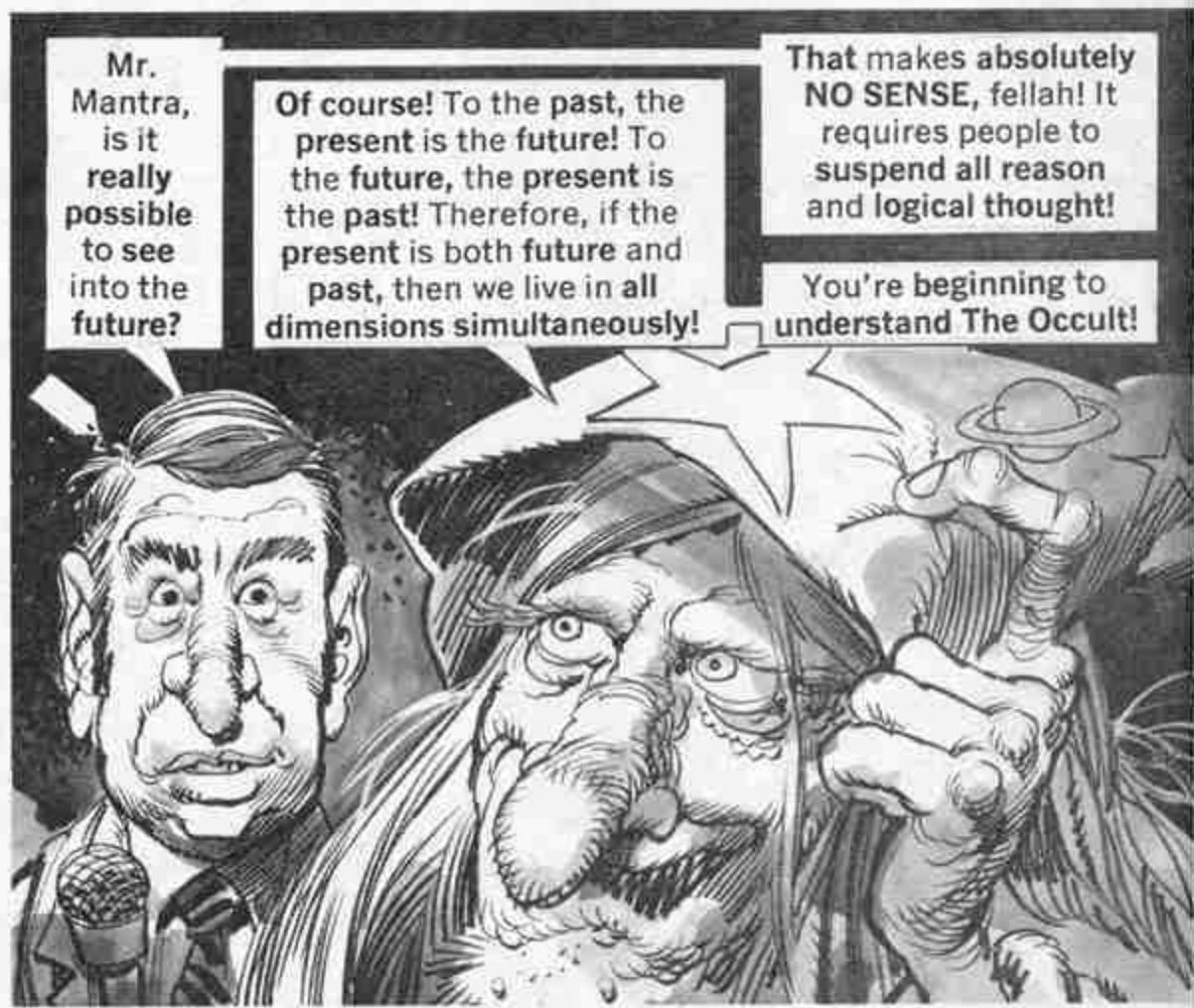


Mr. Mantra, is it really possible to see into the future?

Of course! To the past, the present is the future! To the future, the present is the past! Therefore, if the present is both future and past, then we live in all dimensions simultaneously!

That makes absolutely **NO SENSE**, fellah! It requires people to suspend all reason and logical thought!

You're beginning to understand **The Occult!**



Tell me Sir... what do **YOU** believe in?!

That there are forces beyond our control that affect our lives!

You mean the stars? The planets?

I mean the **meddlers** who claim I'm bilking the public and want to close me down! Fortunately, I've stashed away my profits in **Swiss Banks!**

Why not invest in **stocks**... or **bonds?**

Are you kidding? Who knows what they'll be worth in six months?! Only an **IDIOT** would try to predict the future!



This is **Howard Gosell**, returning you to **MAD Magazine**...!!



TAKING TWO TABLETS WITH A GRAIN OF SALT DEPT.

MAD'S MODERN DISCLAIMERS TO THE TEN COMMANDMENTS

ARTIST: BOB CLARKE

WRITER: JOHN FICARRA

I

I AM THE LORD THY GOD. THOU SHALT
NOT HAVE STRANGE GODS BEFORE ME*



*"Having strange gods" shall not include belief in or use of: tarot cards, daily zodiac charts, crystal balls, ouija boards, bio-rhythm charts, Jean Dixon's home phone number and/or any other paraphernalia which, in unison with the Lord thy God, can aid one in making the correct choices in life (while still possibly clearing a couple of bucks on the side). In addition, the "having of strange gods before me" shall not be equated with the utter fascination and total adoration of such peoples as rock stars, lead characters in TV sitcoms, sports personalities, soap opera heart throbs, beefcake television anchormen and/or anyone big enough to get in People Magazine.

II

THOU SHALT NOT TAKE THE NAME
OF THE LORD THY GOD IN VAIN*



*This commandment may be waived in certain instances such as: when delivering the punchline to a "traveling salesman" joke, on Friday nights out bowling with the boys or when directly quoting Billy Carter. In addition, this rule may be circumvented in the name of "poetic license" if a writer is simply too lazy or incompetent to find a more suitable word. This commandment is automatically void when waiting on a bank line and/or when writing graffiti on bathroom walls.

III
REMEMBER THOU KEEP
HOLY THE SABBATH



*The term "keep holy" shall not necessarily include the closing of shopping malls on Sunday (especially during the commercially-exploited religious holiday seasons of Christmas and Easter). "Keep holy" also does not necessarily imply the physical act of traveling to a house of worship—especially if it is raining (or threatening thereof), or if services conflict either directly or indirectly with television network's scheduling, available greens time at the country club and/or a hangover from the previous night.

IV
HONOR THY FATHER AND THY MOTHER



*The term "honor" clearly implies the sending of cards and the bestowing of gifts on all appropriate holidays. It does not, however, automatically include the absolute obedience of any and all rules arbitrarily set down by parents particularly if: a) it's prom night; b) thy father and thy mother are away on vacation and there is no way of them finding out about whatever it is you're planning on doing; c) it is abundantly clear that thy father and thy mother just don't understand what it's like to be young; or d) it can be proven that "everybody else is doing it!"

VII
THOU SHALT NOT STEAL



*The term "steal" shall not include: a) the taking home of stationary supplies (such as pads, pens and scotch tape) from ones' office or place of business; b) the purchasing of TV's, stereos, and/or other major appliances from third parties who wear ski masks and who operate out of the backs of trucks; c) any and all deliberate miscalculations when filling out ones' business expense account and/or Federal income tax returns; d) the quick-pocketing of excess change received from blundering grocery store clerks; or e) overstuffing ones' suitcase with towels and ashtrays when checking out of hotels. This commandment is automatically waived for anyone whose job it is to come up with new ideas for television shows.

VIII
THOU SHALT NOT BEAR FALSE
WITNESS AGAINST THY NEIGHBOR



*Among those who, in the name of Freedom-of-the-Press, may bear false witness against thy neighbor are: gossip columnists, movie reviewers and/or especially anyone who writes for the National Enquirer. Also exempt from the ban on bearing false witness are all Republicans (when speaking of the Democrats) (and vice versa) and/or any White House staff members when testifying before a Senate sub-committee investigation of anything.

V

THOU SHALT NOT KILL*



*The term "kill" shall not include the trying of a convicted felon in the electric chair, the liquidating of agents of the CIA, KGB, (and certain members of the AFL-CIO) or the zapping of a klutzy, would-be mugger. In addition, the act of "killing" shall not apply to *oneself* with regard to such actions as smoking, continuing to live within 100 miles of a nuclear reactor, the deliberate flying on a DC-10, hang-gliding, the purchasing of a Ford Pinto or the taking up of jogging if over the age of 50. This commandment shall never apply to anyone named "Don Vito" or his "family" members acting on his instructions.

VI

THOU SHALT NOT COMMIT ADULTERY*



*The act of adultery shall not be considered officially consummated in any of the following instances: a) supply room rendezvous during an office Christmas party; b) actions between any two parties in which one party was given a previously agreed upon sum of money; c) when one or both individuals were too drunk to remember the name of the other party involved the following morning; d) if the alleged adulterous act took place in Hollywood, CA. This commandment shall never apply to anyone whose name is Warren Beatty.

IX

THOU SHALT NOT COVET
THY NEIGHBOR'S WIFE*

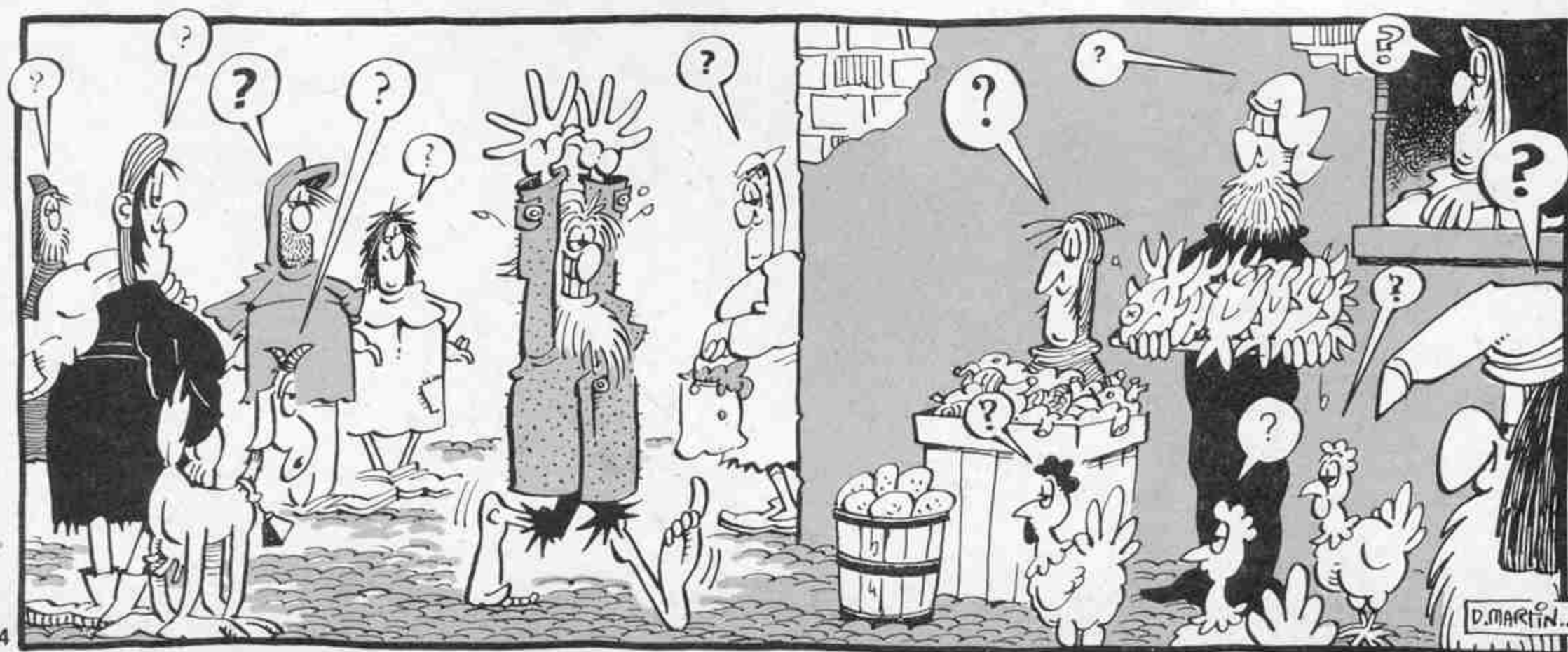
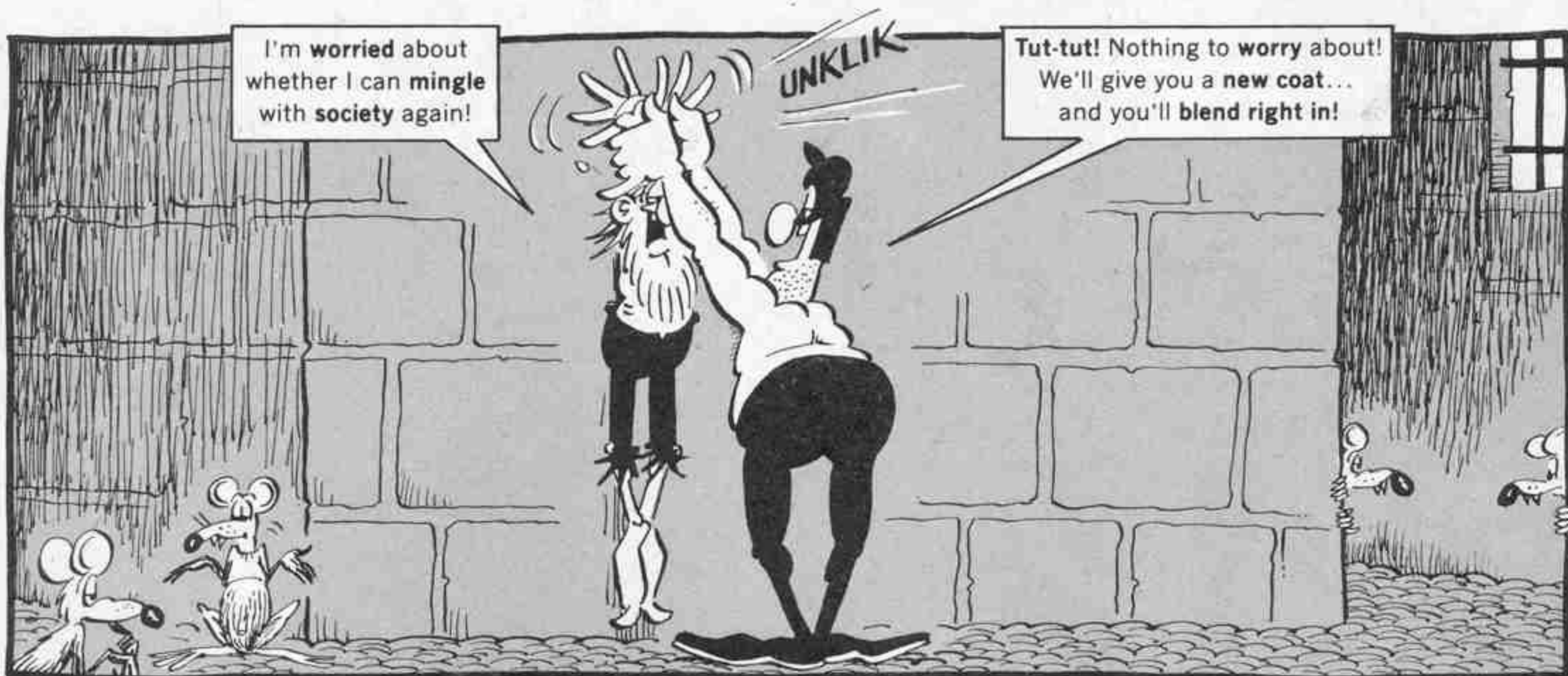
*The term "covet" shall not include the repeated passing of sleazy, double-entendre remarks in casual conversation, the intentional rubbing of knees under the table while playing Backgammon, or the deliberate trimming of the hedges to coincide with thy neighbor's wife's sunbathing. Also excluded are any events which transpire in a hot tub and/or any three-way action in which thy neighbor extended an invitation to join in.

X

THOU SHALT NOT COVET
THY NEIGHBOR'S GOODS*

*The term "covet" shall not include magically appearing at thy neighbor-with-the-pool's house every stinking, sunny, Sunday afternoon without fail. Likewise, "covet" shall not include deliberately timing ones "neighborly visits" to coincide with cable TV's screening of a recently released movie (provided one brings along enough hot buttered popcorn for all). Among thy neighbor's other goods which may be used — whenever — without fear of coveting are: summer homes, tennis courts and/or video cassette machines (particularly when thy neighbor boasts of one of the largest collections of X-rated movie cassettes).

ONE HAPPY DAY IN THE DUNGEONS



DENOUNCE OF PRETENSION DEPT.

After all these years, you certainly don't need us to tell you what kind of shape television is in, with its game show garbage, its ridiculous commercials, and its rampant prime time idiocy. Fortunately, there's one channel on your set that has always been completely different from the others . . . a channel that stands out like a beacon in a world of darkness. Or does it? We'll let you decide for yourself as

MAD LOOKS IN ON PUBLIC TELEVISION

ARTIST: HARRY NORTH WRITER: LARRY SIEGEL



13



Hello, again! I'm Prescott Mendicant . . . the President of KLAS . . . your local community-minded Public Television station!

And I'm Balistair Cookie . . . one of Public Television's most important . . . and equally modest . . . program hosts!

As you know, Public Television can only exist with the support of you, the public . . . and right now, we're in the middle of our Annual Fund Drive! Remember, we only have one Fund Drive a year!

That's right! Only ONE!! From January 1st to December 31st! That's why we call it our ANNUAL Fund Drive! So give generously! Our Telephone Volunteers are standing by for your calls! And now, back to our wonderful cultural programs—the kind of shows you never get a chance to see on commercial TV!

ON THE AIR

KLAS
YOUR COMMUNITY
SUPPORTED
STATION

CAMERA 2

RING
RING



That was the great documentary film that won six awards at the Garbagecannes Festival, "Voyage To The Bottom Of Lake Erie"! And here's the star of that film, the world-renowned French underwater authority, Mr. Jacques Stroppeau! Do you have anything to say about your momentous journey, Jacques?

Oui! Jus' wan theeng!
YECCCCCCH!!

Thank you, Jacques! And now, over to you, Balistair . . .



Here's a very dear friend of KLAS... that distinguished actor and one of the world's outstanding philosophers and thinkers, Mr. Awesome Wells! Thank you for taking the time from your busy schedule to be with us tonight, Awesome!

How does a busy intellectual such as yourself find the time to engage in all your cultural pursuits, like your enlightening wine commercials, your esthetic guest spots on "Circus of the Stars," not to mention your highly-prestigious live concert with the Doobie Brothers at the Ontario Speedway last Saturday night...?!?

Well, a commitment is a commitment, Balistair!

Well, a buck is a buck, Balistair!



And tonight, you're ALSO taking time off from your very important hosting chore at one of the most illuminating cultural events in Southern California just to be with us!

That Bar Mitzvah in Burbank can wait! I feel I must do my bit for Public Television!

Awesome, please tell our viewers why their support is so necessary to us...!



Gladly! Ladies and Gentlemen, not only do we offer outstanding programming on community television... but there are never any commercial interruptions like you get on regular TV...

You want to donate \$25.00?! Bless you! How about making it \$50.00?

You want to donate \$50.00?! A hundred gets you a double blessing!

Only \$1000?! How about taking out a second mortgage on your home...?!?

No, Sir! No commercial interruptions! Just occasional PROGRAM interruptions between our solicitations!



Thank you, Awesome! Now back to our edifying and uplifting programming! Here is Part IV of our fascinating medical series... "Novocaine"...



We hope you enjoyed that intriguing 90-minute documentary, "The Romance Of The Belly Button"! And please join us for Part V of "Novocaine" tomorrow night at 9, when we present "Up Your Descending Colon!" Remember, only your contributions can help us to continue bringing shows like this!

And now... a special treat for the friends of KLAS! Here is the star of our fine award-winning children's series, "Sezyou Street"! A warm welcome, please, for "Big Tird"...



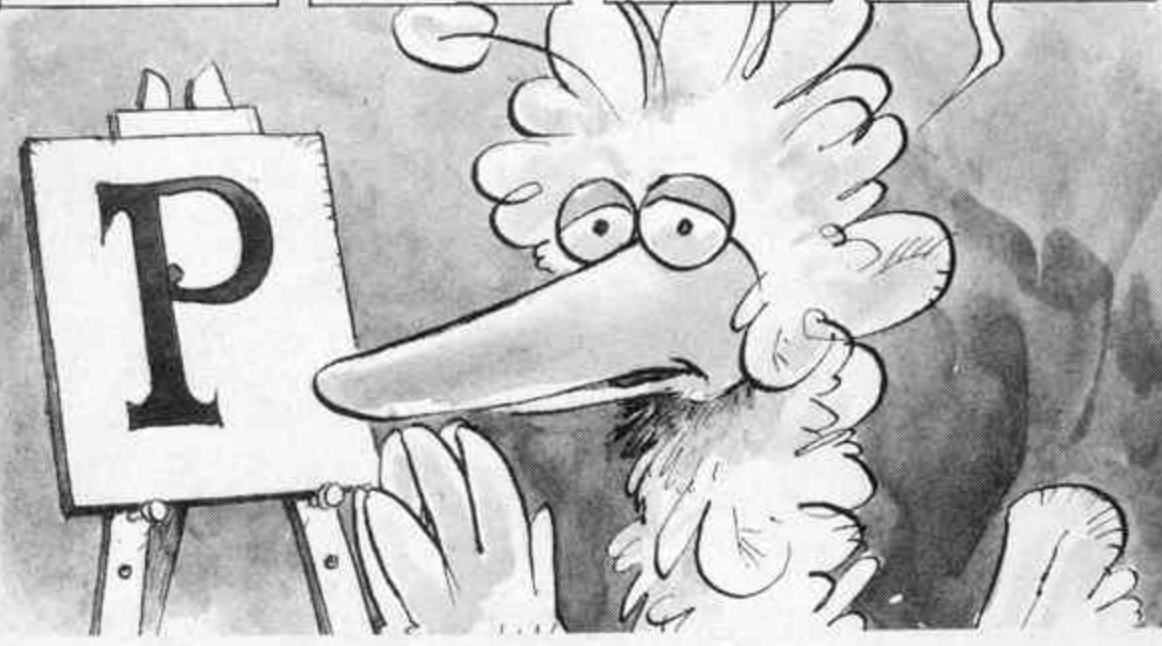


Hi, folks! Our letter for to-day is "P"! It stands for "Please," like in "Please give us money!"

"P" also stands for "praying," like in "I'm praying for you to please give us money!"

And "P" also stands for "poor" and "pumpkin-headed" and "punk"...

Like "You'd be a poor, pumpkin-headed punk to ignore me when I'm praying for you to please give us money!"



Thanks, Big Tird, for adding your usual dignity to Public TV!

"P" also stands for "prance" and "pad" and "punch" and "puss"... like "I'm gonna prance over to your pad and punch you in the puss if you don't part with plenty of pesos for public programming..."

I believe they got the message, big fellow...!

Now, back to our cultural program schedule, and one of Educational TV's most popular continuing series!



We're ready for Part IX of "Cynthia and Valerie," the highly-cultural and deeply provocative story of two girls who work in a beer factory in Liverpool, England!

Careful, Cynthia, luv... CAREFUL!



Oh-oh! It's too late! You fell in!! You know what THIS means, don't you?!!

Yes... glub-glub... The LIGHT beer is now... glub-glub... HEAVY beer... glub-glub...



Want to hear something silly, Balistair? Some of our viewers claim "Cynthia and Valerie" is a lot like commercial TV's "Laverne and Shirley"!

Absurd! "Cynthia and Valerie" is BRITISH! And, as any fool knows, ANYTHING British is cultural! Which is why we both speak with British accents!

Of course! And so do our families back in Detroit and Hoboken!

We'll be back live by satellite from Stratford-on-Avon to bring you Sir Chickie Embarrass and his thought-provoking "Twit Show"! Now, let's see how our Fund Drive is coming!



Look at THAT, Prescott! We've received \$218,412 in pledges already!

Fantastic! Considering the ratio between the pledges and the actual money that comes in on Public TV, do you realize what that means?

Yes! It means we're good for \$150 in cash!

At LEAST!! Thanks folks! That should take care of the studio's electricity expenses for the next five minutes!



Oh, dear!

Make that **ONE** minute!

God, the cost of energy these days!

PLIC-K!

Good! The electricity is back on again! It's a miracle!

Not really! Frank Sinatra just pledged a million dollars!

Wow! Six hundred dollars in cash! That'll give us 4 more minutes of light! Thank you, Ol' Blue Eyes! Now back to Awesome Wells!

FUND DRIVE
\$1,000,000

Friends of KLAS, it takes even more than your generous contributions to keep Community Television alive! It also takes funds from large philanthropic corporations! And now, I'd like you to meet two of our biggest benefactors, the Presidents of the Furd Motor Co. and Hexxon Oil!

Awesome, our two gigantic corporations are pledging **\$2,000,000** in grants to Public Television!

Wow! A check for twelve hundred dollars! Thank you, gentlemen!

Not only does Public TV offer you the finest in educational programming, but—unlike commercial TV—we have no restrictions on program content! We have complete freedom to say anything we want—whenever we want—on any controversial subject!

Correct! Now, let's preview some scenes from two forthcoming documentaries by Ralph Nader! The first is called, "Detroit's Gas-Powered Coffins," and the second is called "The Great Oil Rip-Off!"

WHAT was that?!

About our pledges... **FORGET 'EM!**

Oh, I AM sorry, viewers! I must have read you the list of **CANCELLED** shows by mistake! Ah, here's a list of shows you **WILL** be seeing in the future!

"The Fabulous Buried Treasures Of Ancient Jersey City"... "The International Mah-Jongg Finals From Miami Beach"...

"Adventures In Albanian Plumbing"... "Speaking Conversational Swahili"...

"The Yemen Philharmonic Symphony Orchestra In A Tribute To Sand"...

"The Julia Chubby Gourmet Show," in which you'll learn 40 exotic ways to serve blubber...

... and much much more educational and cultural programming that you **NEVER** get a chance to see on commercial TV...

**WHY ARE NEW
"REAGANOMICS"
LIKE OLD
REAGAN
MOVIES?**

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Old Reagan movies and new Reagan economics have the same things in common. To find out what they are, fold in the page as shown at right.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

BONZO'S ANTICS AND REAGAN'S ECONOMICS SOOTH
MANY PEOPLE. MOST OF THEM PARTICULARLY LIKE
USING MONEY HE'S SAVED THEM ON TAXES. BUT
SOME FEEL IT'S ANOTHER MONKEY BUSINESS TRICK!

A▶

◀B

