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AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

NUMBER 244

JANUARY 1984

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"We all know how to shut our mouths... but few of us know when!"

-Alfred E. Neuman

WILLIAM M. GAINES publisher

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TOM NOZKOWSKI production

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JACK ALBERT lawsuits ANNE GRIFFITHS logistics

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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LETTERS DEPT.



MAD E.S.P. MANIA

As a faithful reader of MAD for many years, I have finally experienced a MAD E.S.P. encounter of the third kind. In MAD #241, "Merchandising We're Almost Sure To See And Hate!," you had Star Wars mouth wash with Darth Vader on the bottle. After reading this I went to the store and discovered your idea wasn't as far-fetched as it seemed. There were (no lies, guys) actual little bottles of Star Wars cologne and bubble bath on the shelves with Darth Vader on the labels. Tell the truth, do you guys get "leaks" from big corporations about upcoming products or do you actually have a psychic on your payroll?!?

Debbie Maples San Antonio, TX

Well, yet another MAD prophecy has come true! in MAD #226 you introduced "Blah, Barfy Ballpark Beer" which was 80% tap water. Well, some nimnods in Ohio have come up with a beer that has half an ounce of alcohol per brew. The only problem is to get even a little happy requires a larger intake than the human bladder can hold! It just goes to show you that I'm not the only idiot who reads MAD!

Heather Hubbell

Recently, while thumbing through a magazine, I came across an ad for a talking toilet seat and immediately related it to "MAD's Updated Practical Joke Catalogue" (MAD #233) in which you showed your version of the "talking toilet device." Congratulations, guys! Another MAD E.S.P.!

Tom Coutant Fort Ann, NY

Vestal, NY

Hilarious Talking Toilet Causes unbelievable commotion at home or at parties. No more rest in your restroom! When victim sits down "someone down there" speaks out (LOUD & CLEAR), "Hey, can't you see I'm working down here?" or other funny comments followed by almost a minute of raunchy laughter. Attached or removed in seconds. Attractive, completely concealed sound unit that fits all toilets and contains a number of funny sayings. Operates on standard battery. Real surprise for party poopers!

The Talking Toilet Ad "Good Taste Is Timeless"

□3085. Talking Toilet\$9.98

SILLY NONSENSE

One of my friends said that on the cover of your Silly Nonsense special there was a picture of Ronald Reagan. Well, there were three pictures on the cover. Which one was Reagan?

Andrew Marino Little Falls, NJ I loved your spoof "Re-Hash Of The Jeti." The acting in your satire was better than the acting in the movie!

> Joseph Doria Colorado Springs, CO

Concerning your "Re-Hash Of The Jeti" -may the barf bag be with you!

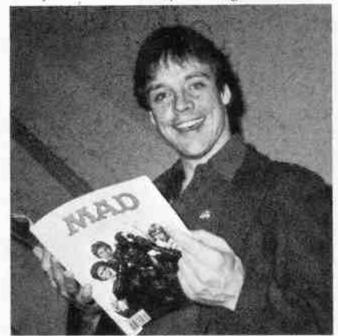
C.A. Rosenberg Denver, CO

I gotta give you a Han. You guys R2 much! Yoda best magazine around! Jabba lot of fun doing it? MAD is the Obi-Wan for me!

Peter Emslie Ottawa, CANADA

You make us Luke good!—Ed.

As per your request, enclosed please find a posed picture of me reading your "Re-Hash Of The Jeti" satire. Also enclosed is a picture of my real reaction to your magazine, which



Mark Hamill—Posed

THE *A* TEAM

After writing all those miserable things about Mr. T and "The A Team," I hope you guys were smart enough to get out of town! Randy Dotinga Chula Vista, CA

Stan Hart deserves a purple heart for having to watch "The A Team" in order to write the satire. He described this "asinine" show to a "T."

Michael H. Tavares E. Taunton, MA

I pity the fool magazine that makes fun of Mr. T and "The A Team."

> Richard Fried Brooklyn, NY

YOU'RE NEVER REALLY 100% SURE...

... whether the letter you sent to MAD is ever delivered by the Post Office... if it's ever actually read by anyone on the MAD staff ... or whether MAD will show the good taste and judgement in publishing it on the letters page!

David Giarrusso Liverpool, NY

SHARK SKINNED

I have been waiting for a satire of "Jaws 3-D." When am I going to see it?

Melissa Boylan Albany, NY

Never! We're satirists, not bomb experts!—

I read your "Re-Hash Of The Jeti" and I noticed that Han Solo has three names— Ham Yoyo, Ham Solo and Ham Yoho. Come on, guys! Make up what little mind you have! Jada Jackson

Somewhere, USA

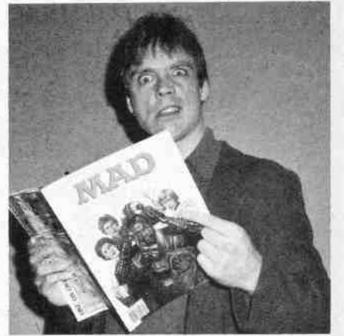
After seeing the cover of MAD #242, I finally know what the initial "E" stands for in Alfred's name-Alfred "Ewok" Neuman. The truth is out!

Thomas J. (for Jedi) LaGravinese Pelham, NY

Also: Mike A, Newport MN; Connie Love, Dearborn Heights, MI; Mike Graham, Lubbock TX.

I'm sure you'd never be dumb enough to print!

Mark Hamill New York, NY



Mark Hamill—Aghast

ALFRED LIVES!

I thought you'd be interested in seeing a real live Alfred E. Neuman!

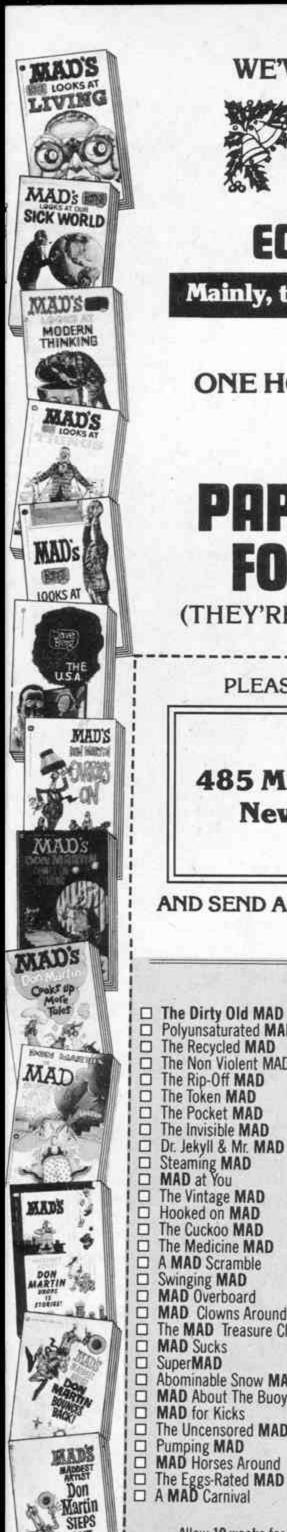
Nancy Davies Meridian, ID



Another Alfred Look-Alike (His Mother Loves Him)

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WE'VE COME UP WITH ANOTHER





ECCH-MAS GIFT LIST!

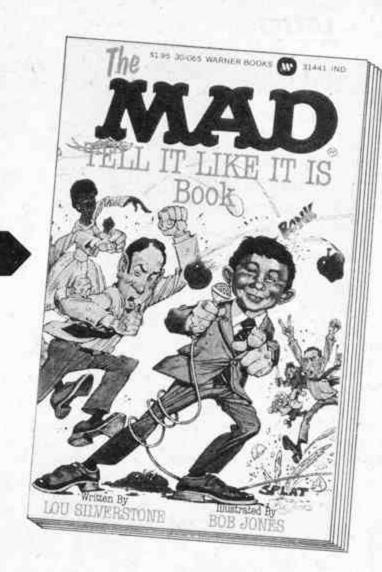
Mainly, this latest MAD Paperback Book!

GIVE ANY OR ALL ONE HUNDRED AND TWENTY-ONE



PAPERBACK BOOKS FOR CHRISTMAS!

(THEY'RE AN ECCH-CEPTIONAL VALUE!)



MAD

MAD-LY

YOURS

---- use coupon or duplicate -----

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MAD 485 MADison Ave., New York, N.Y. 10022

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CITY	

STATE_ ZIP CODE_

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]		☐ MAD Barfs
)		☐ Eternally MAD
1	The Non Violent MAD	☐ MAD About Town
j	The Rip-Off MAD	☐ Big MAD On Campus
j	The Token MAD	DON MARTIN Steps Out
1	The Pocket MAD	DON MARTIN Bounces Back
1	The Invisible MAD	DON MARTIN Drops 13 Stories
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i	The Medicine MAD	DON MARTIN Digs Deeper
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	Swinging MAD	DON MARTIN's Captain Klutz II
0	MAD Overboard	DAVE BERG Looks at the U.S.A.
	MAD Clowns Around	DAVE BERG Looks at People
	mile olomila Modila	En Puer pring rooms at 1 cobic

The MAD Treasure Chest DAVE BERG Looks at Things

MAD Sucks

MAD for Kicks

Abominable Snow MAD

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The Uncensored MAD Pumping MAD MAD Horses Around

Allow 10 weeks for delivery

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		MAD Book of Revenge
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	ш	EDWING Bizarre Bazaar
		Clod's Letters to MAD
		PORGES How Not To Do It

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□ Coker MAD Pet Book



There are two really fun pastimes in the world to-day. One is kids playing Computer Games...and the other is adults preparing for a Thermonuclear War! So naturally, Hollywood, always interested in making a fast buck, combined them both recently in a film which we'll call...

Attention, visitors! Here at "NO-RED," our nation plans its nuclear strategy and tracks Soviet missile activity! In short... the very existence of the Free World is in the hands of these expert technicians!

Sir...
the
Russians
have
deployed
twenty
more
ICBM's!

Sir...ten
more Soviet
atomic submarines with
missile
launchers
are now in

OUR CONGRATULATIONS TO COL. AND MRS. SIDNEY MURGATROYD ON THEIR EIGHTEENTH WEDDING ANNIVERSARY

A BIG NO-RED WELCOME TO ALL THE MEMBERS OF THE MOLINE, ILL, ELKS CLUB, WHO ARE VISITING US TODAY

I told you a million times!
Don't ever hire a technician who worked a Computerized Scoreboard at a

We call this
"WOPPER"! It
stands for
"War Operations Prompt
Planning &
Emergency



ARTIST: MORT DRUCKER



Remember back a few years ago,... when fooling around for teenagers was—yecch—kissing, and grabbing, and making out, instead of this?!

Okay, what do you want the computer to do for us next...?

See if you can program it to rip off our clothes and take us back to 1980!





It stands for "World Inter-**Planetary** Projectile Emergency Retaliation"!

do

you

call

THAT

And what does WHOOPIE stand for?

like! Hey, we gotta have SOME relaxation

once in a

while!!

far behind those Commies in missile technology?

> **Nyet!** Beats me, Comrade!

of some computer operator on the outside connecting into our system and possibly starting World War III?

a billion, General, and he'd have to be a brilliant **Nobel Prize** Scientist!!

Now we can all sleep nights!



WRITER: LARRY SIEGEL

Look! I dialed into the High School Computer System... and I gave us both "A's" in "Medieval Plumbing"!

Are you crazy?!? We don't take courses in "Medieval Plumbing"!!

You're right!! better change them to "B's"! Otherwise... someone is liable to get suspicious!!

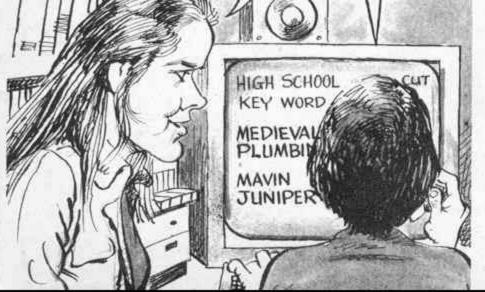
Hey... wait a minute! I just broke into a strange computer

Hello! My name is Josher! I was programmed by Prof. Falcon, who once worked for NO-RED! Say, you have a very pretty girl friend!

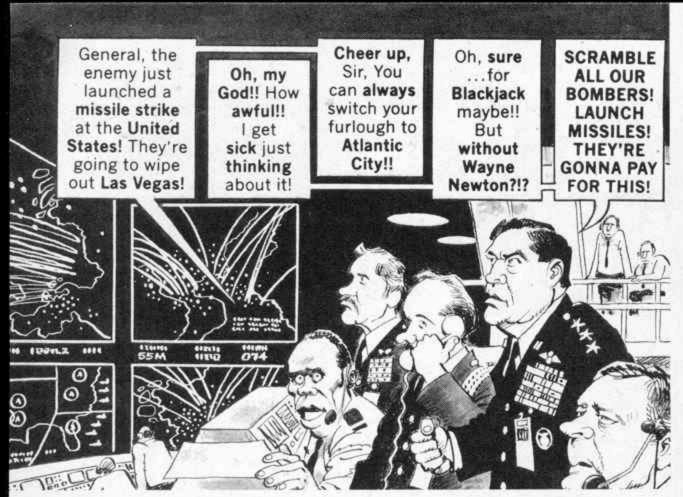
And you re quite clever... for an inanimate object! Now, we can either play "Chess" ... or "Nuclear War"! What would you like to

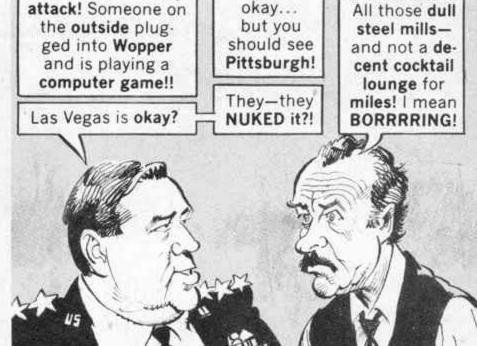
First, I'd like to rip off your girl friend's clothes and take her back to 1980!

He's a lot more "animate"









Yeah...

Vegas is

No... but you

should see it!

Hold it, General!!

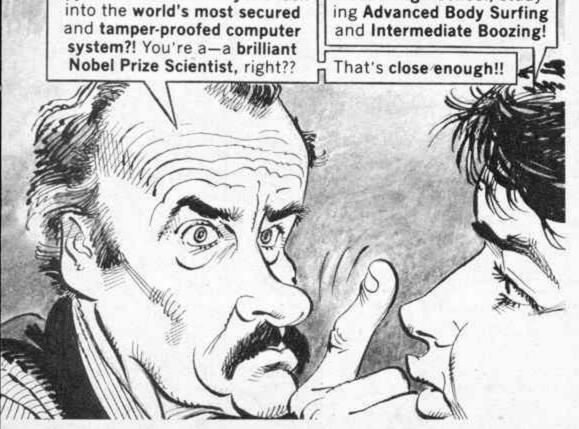
That was no enemy



Kid, you're obviously a Commie

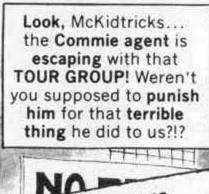
spy! But how could anyone lock





Actually, I'm a Senior at

Malibu High School, study-



General... how would YOU like to travel 2,000 miles in a bus with 59 Shriners, 47 shpritzing flowers and 38 whoopie cushions?! When it comes to FIENDISH TORTURE, you CIA guys can't he beat!!

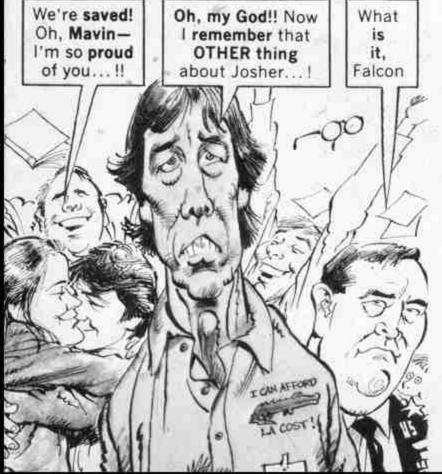








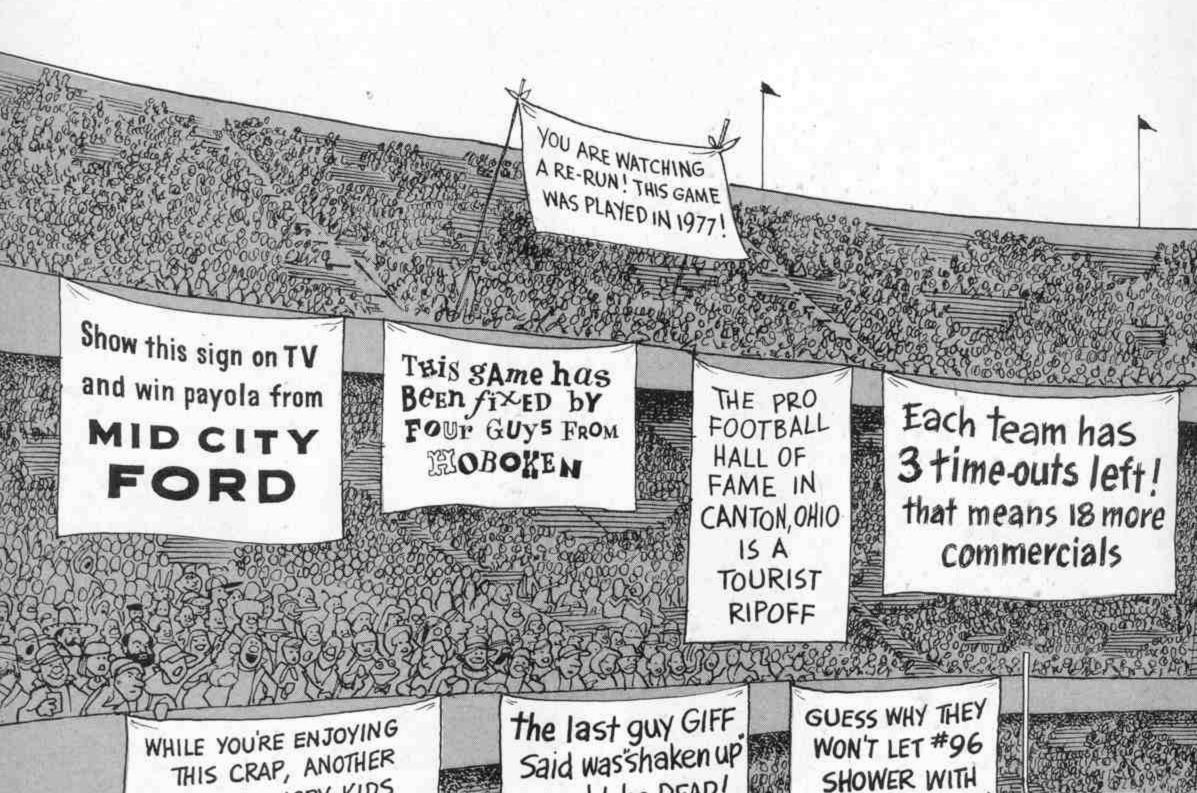








BEDSHET SIGNS WELL



THIS CRAP, ANOTHER 3,000 HUNGRY KIDS WILL BE BORN IN BANGLADESH

could be DEAD!

THE OTHER GUYS!

NEWER SEE ON TV

ARTIST: BOB CLARKE WRITER: TOM KOCH

AFTER
M*A*S*H

IS APPEARING ON

CBS

AT THIS VERY MINUTE

this is the season's
197th TELEVISED GAME.
Do you really care
who wins it?

THAT UGLY BROAD
IN THE STANDS
THEY KEEP
SHOWING ON TV
IS THE PRODUCER'S
NIECE!

WITH ALL THIS RACKET ON YOUR TV, A BURGLAR COULD BE RANSACKING YOUR HOUSE YOU'RE LUCKY
YOU'RE NOT HERE!
THE BEER COSTS
\$2.50 A CUP!

It's AFTER 11 PM.
DON'T YOU HAVE TO
GET UP EARLY?

Visit Mona's Massage Parlor later tonight and meet your favorite players in person HAIRPIECE
FURNISHED
BY
CUDDLY
COLLIE
BREEDING
KENNELS

MR. COSELL'S

DANDY DON IS THE FATHER OF MY CHILD

THIS GAME HAD

21,468

NO-SHOWS"

WHICH SHOULD TELL

YOU SOMETHING



... never crying out when the hot cheese on pizza burns you so badly that loose skin hangs from the roof of your mouth for a week.



... saving your most vicious Halloween prank for the guy in the neighborhood who's a cop.



...buying unshelled walnuts so you can show off for girls by holding them against your forehead while you crack them open with your bare fists.

VIRILITEASE DEPT.

For centuries, "macho" behavior was a device used by Latin men to flaunt their alleged superiority over women. Later, it was picked up by American men to flaunt their imagined superiority over other men as well as women. Now, some men have expanded



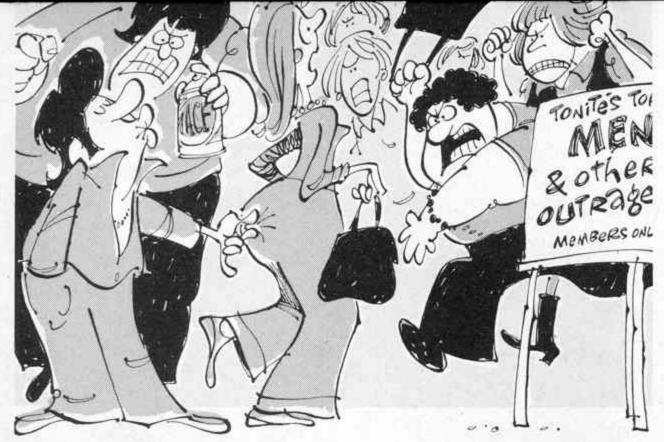
ARTIST: PAUL COKER



...signing documents without bothering to read them first—at a Marine Corps Recruiting Office.



...letting everyone know you've left your seat belt unfastened when they announce that you'll be flying through turbulence.



...hanging around a hotel where there's a convention of Women's Lib Activists for the avowed purpose of "...picking up broads."



...diving right into the pool without testing the water temperature with your big toe first.

it to prove their masculinity to themselves as well as to other men and women. As a result, being "macho" doesn't necessarily make a guy look superior any more. Often, it just makes him look ridiculous. To give you an idea, here are examples to show what



...happily going to jail for a felony crime you didn't commit, just to impress your friends who never do anything worse than minor misdemeanors.



... consuming 23 gallons of Tabasco a year ...and not one single ounce of mayonnaise.



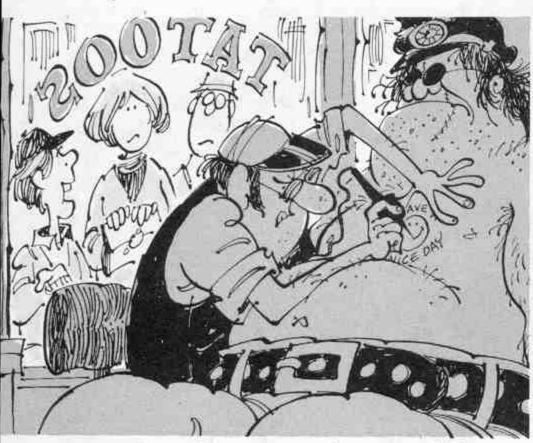
...taking your lunch along to the theater so you can make a point of eating it with gusto while you watch "The Texas Chain Saw Massacre."



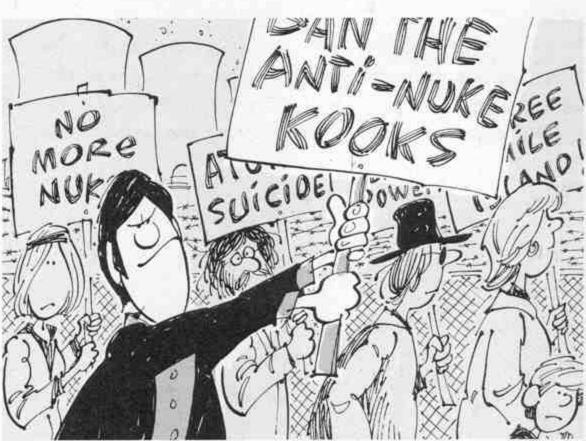
...screwing the lid back on a peanut butter jar so tightly, no one else can get it off without using a plumber's wrench.



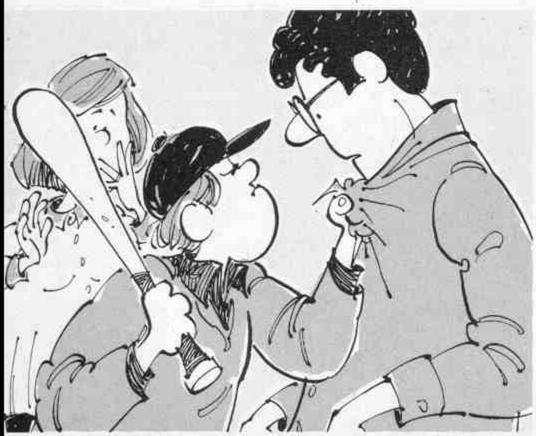
...attracting lots of attention in the High School Cafeteria by peeling an apple with an Army bayonet.



...requesting only one present for your twelfth birthday-a gift certificate to a tattoo parlor.



...demonstrating in favor of more nuclear reactors, on the grounds that only sissies are afraid of getting radioactive.

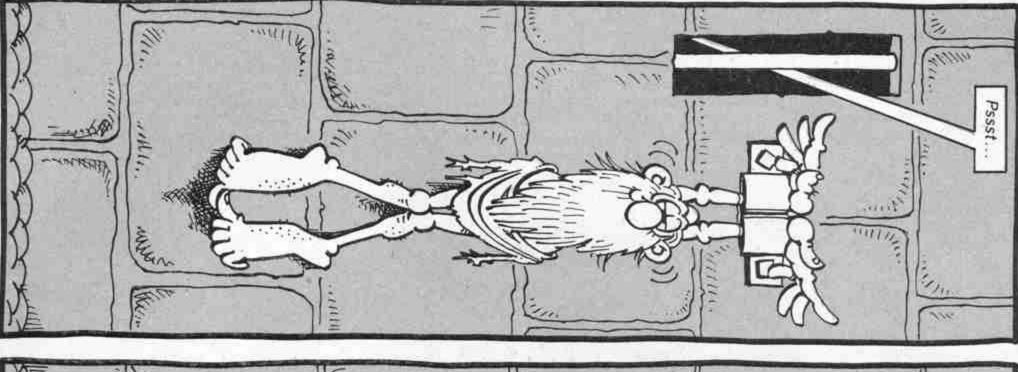


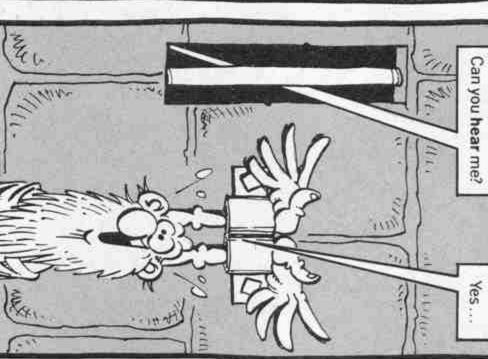
...threatening to break the knee-caps of the guy who got your Sister pregnant—even though the rat's been married to her for three years.

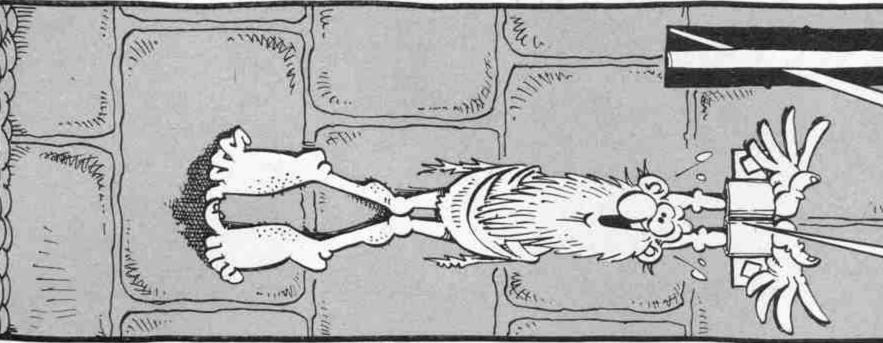


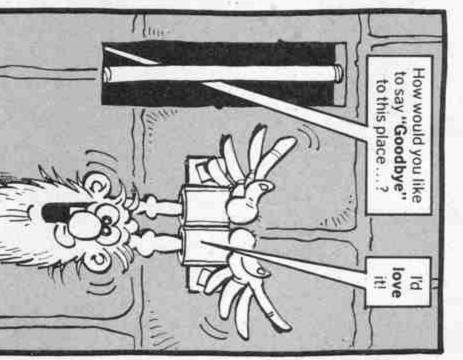
...wearing a leather jacket in Summer to prove you can stand the heat... and then stripping down to a T-shirt in Winter to prove you can stand the cold.

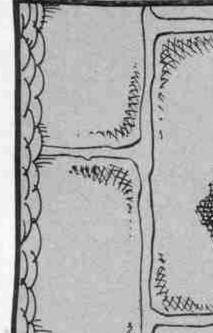
ONE MORNING IN THE DUNGEON

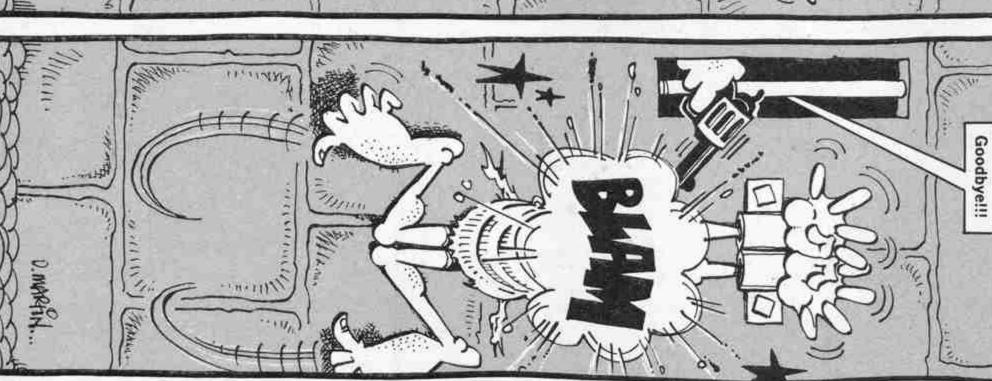












NAUSEA

Oh, wow! Did I ever see one heck of a great horror movie! It was all about a chain saw killer who chopped up people!



He'd cut off their heads. and their arms, and their legs, and the whole movie was loaded with buckets of BLOOD ... and GORE!!



Hey!! You're not even listening! What 'n heck are you doing, anyway!?





YECCH! How GROSS ... !!

BERG'S-EYE VIEW DEPT.

THELIGHTE

DIVORCE



And for such a SPECIAL OCCASION, I have to be PROPERLY DRESSED!!



I've been SAVING this dress for years! It's been cleaned and pressed and wrapped in a plastic bag ... waiting for the right moment!!

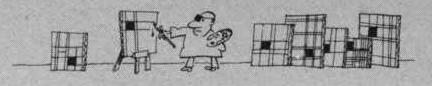


about

It's the same dress my Gee! MOTHER was Divorced in! What's SO special



POLICEMEN



Okay... Let me see your license! Officer, I'll have you know that I'm the SON of the Chief of Police!!



Really?! No kidding?!? Hey, I'm impressed! I'm so glad you told me!!



Here's your ticket for speeding! Hey! If I'm the Son of the Chief of Police, WHY are you giving me a ticket?!?



So your **Old Man** will **know** that I'm **doing my job!!**



DAVE BERG

CRIME



Oh, my God! It looks like a cyclone hit this place! What happened...?! We've been ROBBED!!



I've got to call the **Police** and get them **over here**...while the **evidence** is **still fresh!!**



No!! Wait!!
I can't have
strangers coming in with
the place looking like this!



CULTURE



WHAT?!? You mean it's a CLASSICAL MUSIC CONCERT... not a ROCK CONCERT?!?

That's right! I'm trying to introduce you to some CULTURE instead of that GARBAGE you're always dragging ME to!



Those tickets cost me a lot of money!

OH, MY
GOD!!
THE
TICKETS!!

DON'T tell me you LEFT them HOME!

WORSE than THAT!! I've
GOT them...RIGHT HERE!

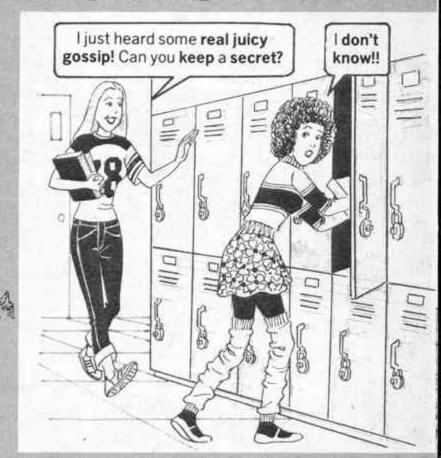


DINNER





SECRETS



DRUNK DRIVERS



Holy shmokes! Thieves broke into my car and stole everything! My radio... hic... my tape deck...my steering wheel...in fact, the whole darn instrument panel!!





TELEPHONE CALLS



...That gorgeous hunk of feminine pulchritude ...?
That masterpiece of Mother Nature's handiwork ...?





Listen, this is KL-5-7254!! Are you sure you've got the right telephone number!?



GRADES







BORROWING



What's with you?
That was Mark—
one of your best
friends! Yet you
refused to do
him a small favor!

And instead, I did him a BIG favor! By NOT tending him money, I KEPT him from coming down with an ILLNESS!



What possible illness could Mark come down with just because you lend him MONEY??



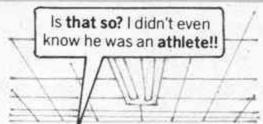




STUDENTS











He writes me one in September ... and one in January... and one in March ... and one in May!



WORK



The Foreman hates me! The Workers hate me! The Customers hate me! The Union hates me! EVERYONE HATES ME!!







NEIGHBORS











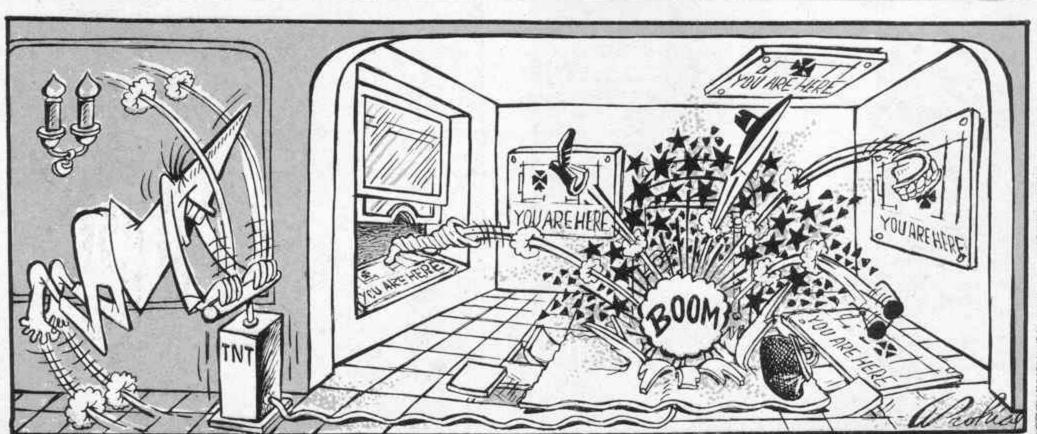










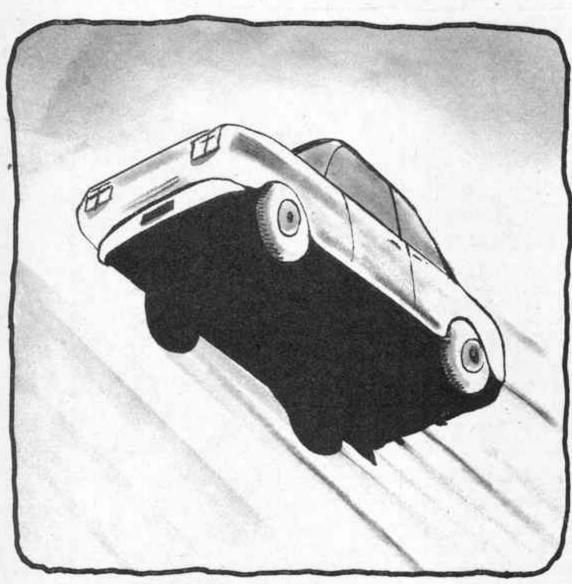






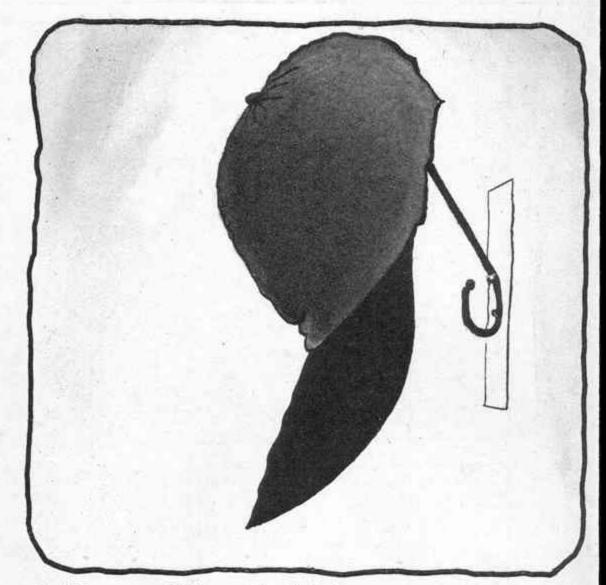
SO YOU THINK THERE'S A BORING "SAMENESS" ABOUT TELEVISION?

MAD'S MULTIPLE CHO



A. An exciting chase on "The Dukes of Hazzard"

- B. A daring escape on "T.J. Hooker"
- C. A failed attempt on "That's Incredible"



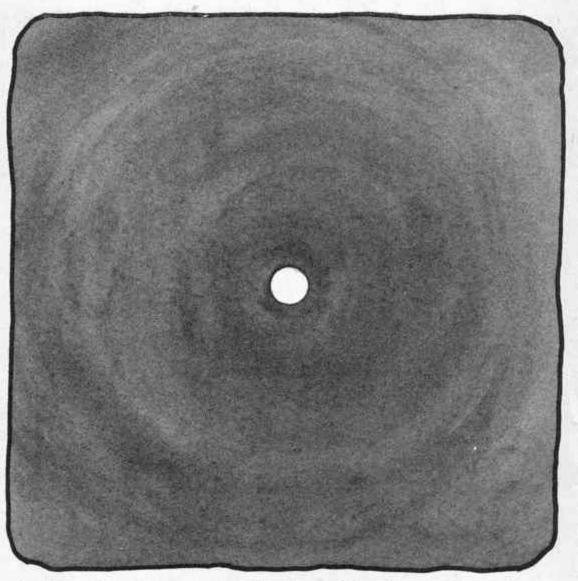
A. "Magnum, P.I." good luck hat

- B. "Hill Street Blues" Swat Team hat
- C. "Mr. Goodwrench" special care hat



A. Host on British mini-series

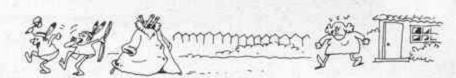
- B. Captain's table "extra" on "Love Boat"
- 20 C. Losing nominee at "Academy Awards"



A. Re-entry of space shuttle from 28 miles out

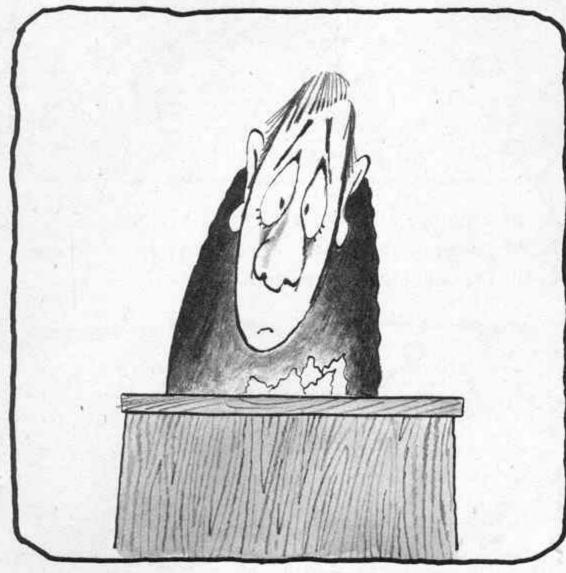
- B. Fly ball to center at Dodger Stadium night game.
- C. Shut-off fade-out on old black & white TV set.

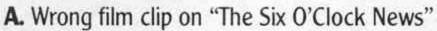
WELL, LET'S SEE HOW RIGHT YOU ARE! TRY TAKING...



DICE TV SCENE TEST

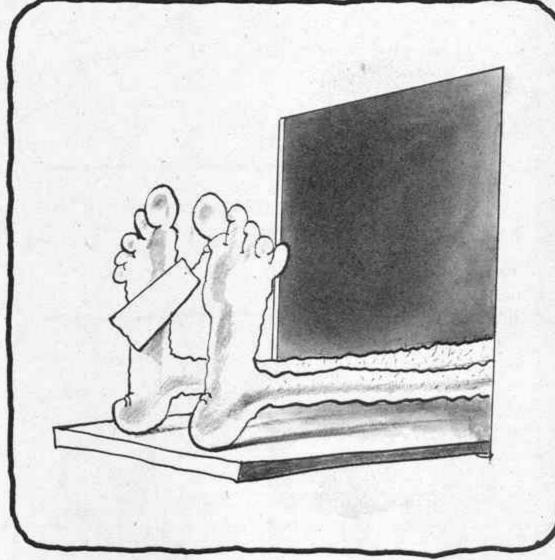
WRITER AND ARTIST: PAUL PETER PORGES





B. Failure of teleprompter on "Speak Your Mind"

C. Last minute replacement Rabbi on "Sermonette"



A. Bit part on "Quincy"

B. Important part on "St. Elsewhere"

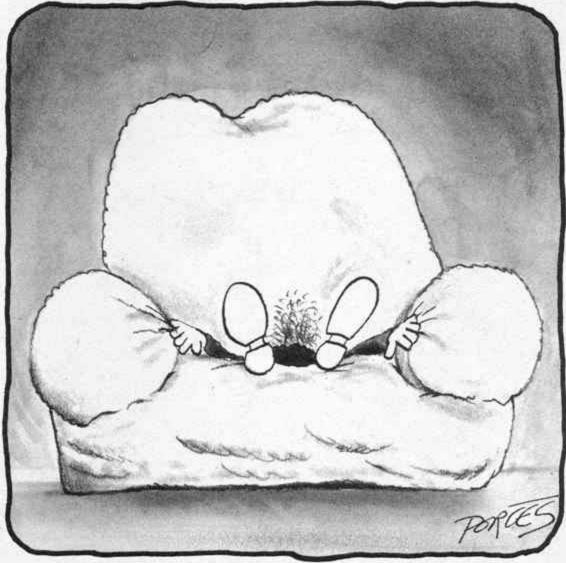
C. Guest star's part on "Trapper John"



A. Saturday morning "Kiddie Cartoon" feature

B. Sunday morning "Educational Cartoon" segment

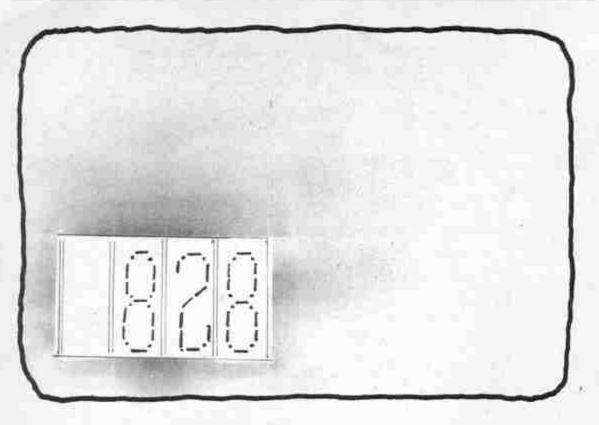
C. Monday morning "Pest Control" commercial



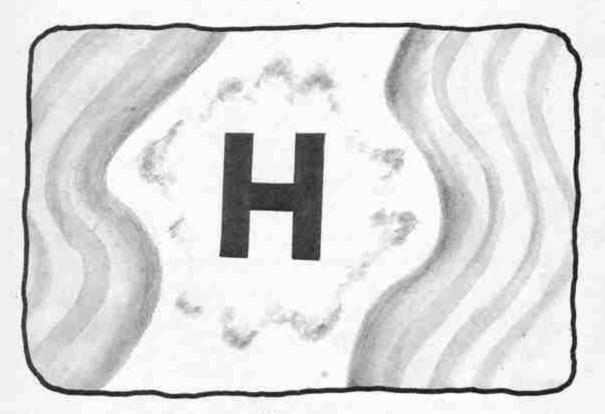
A. Gary Coleman on "The Merv Griffin Show"

B. Herve Villechaize on "The Johnny Carson Show"

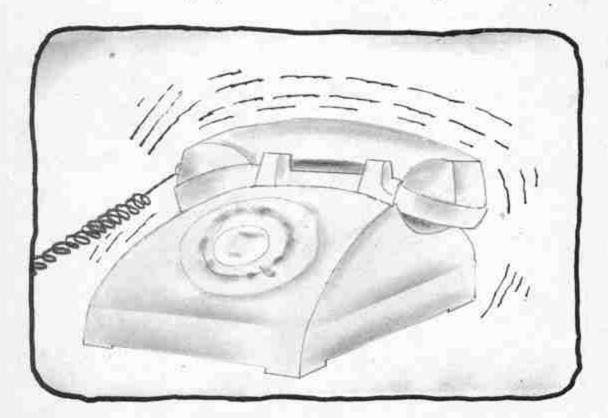
C. Paul Williams on "The Paul Williams Show"



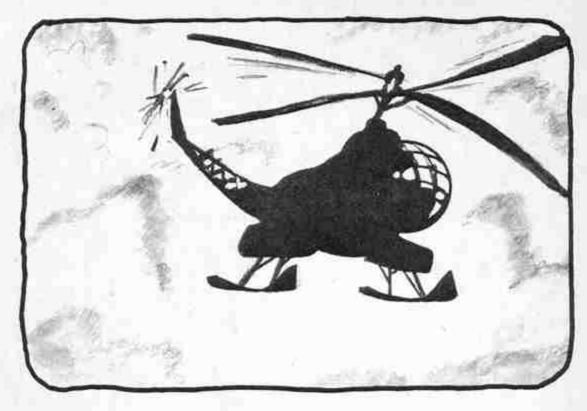
- A. Two minutes to go on "Good Morning America"
- B. Time left to play in "Super Bowl '84"
- C. Price for L.P. or Tape of "Guy Lombardo's Hits"



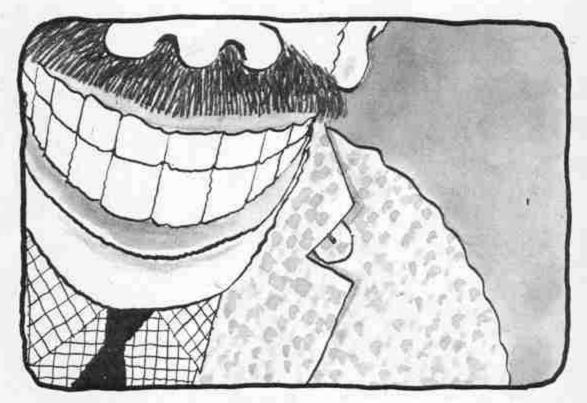
- A. Relief for hay fever sufferers
- B. Relief for hemorrhoid sufferers
- C. Relief for rainy spell over the Ohio valley



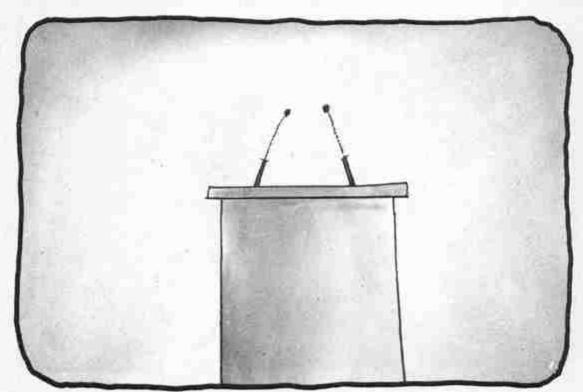
- A. Bad news from someone on "All My Children"
- B. Good news from someone on "General Hospital"
- C. \$34 pledge from The Boys at the Shamrock Bar for "The Jerry Lewis Telethon!"



- A. The wounded arrive on a "M*A*S*H" re-run
- B. The gang on "The 'A' Team" escape a trap
- C. The President leaves for Camp David

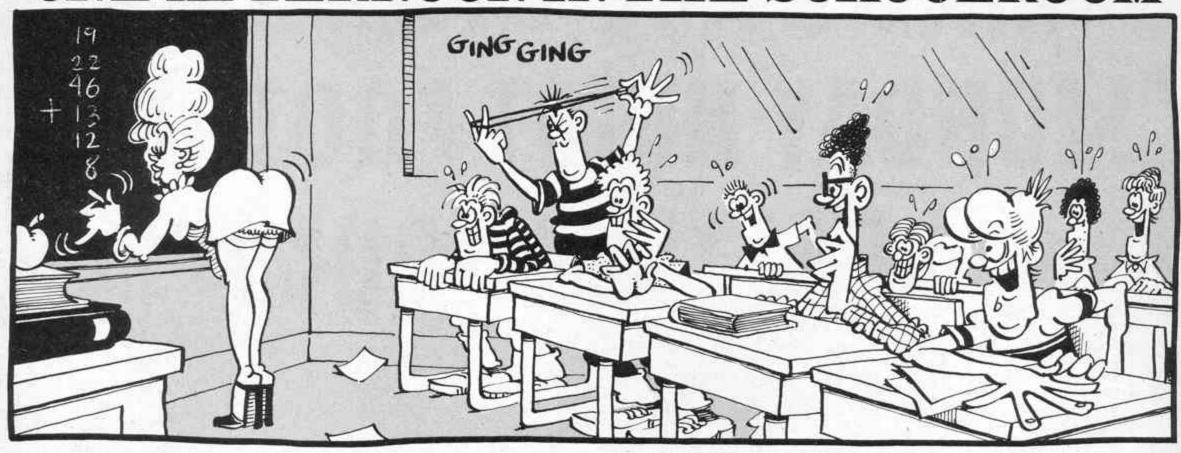


- A. Close-up of Tom Selleck
- B. Close-up of Burt Reynolds
- C. Close-up of G. Gordon Liddy



- A. Contestant on "Game Show" faints after winning
- B. Emcee on "Celebrity Roast" pratfalls after bombing
- C. Politician at "Press Conference" leaves after first embarrassing question

ONE AFTERNOON IN THE SCHOOLROOM

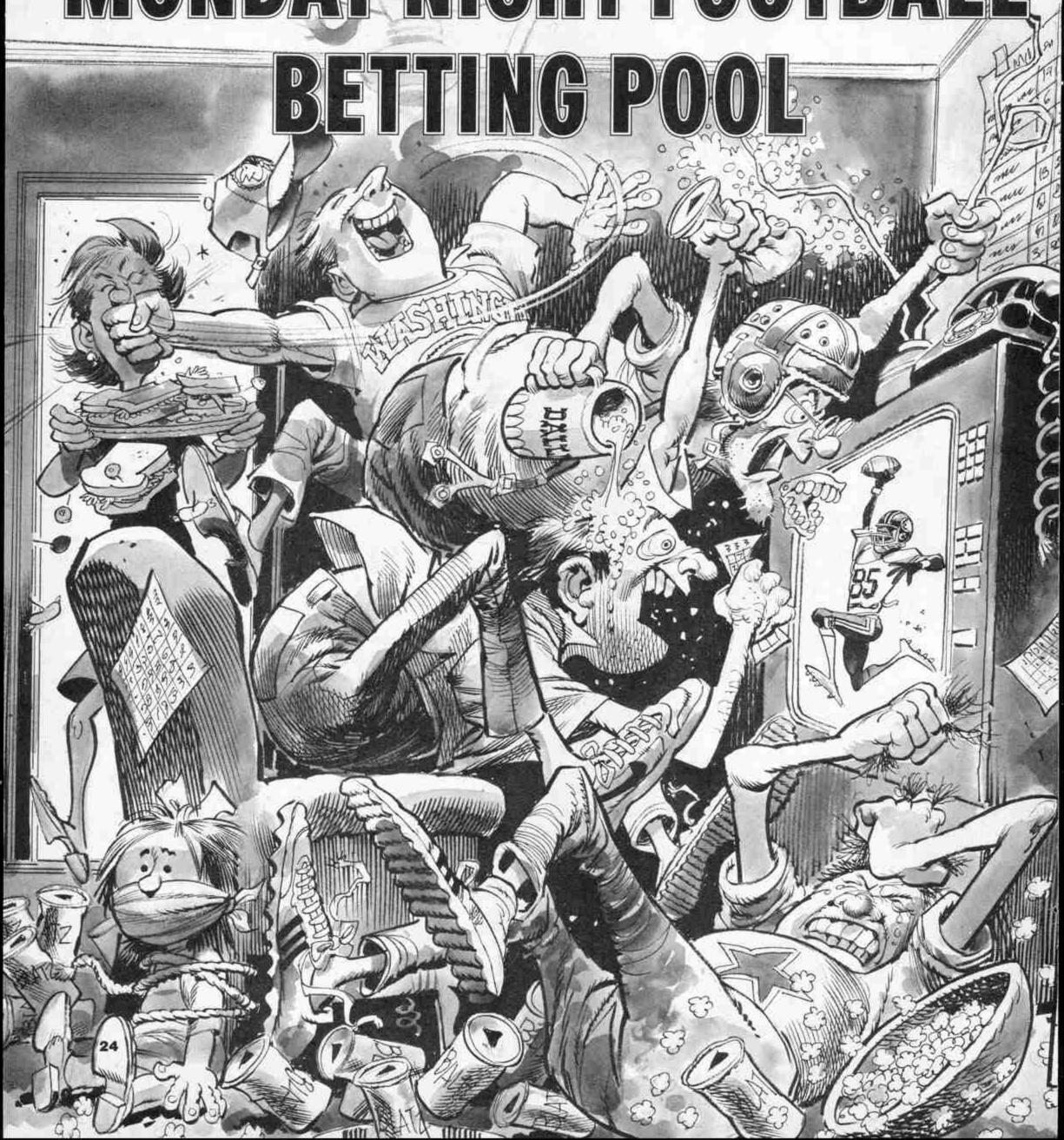






BET IT LIKE IT IS DEPT.

MAD'S ALL-INGLUSIVE "MONDAY NIGHT FOOTBALL"



MINN. V. DET	POIT						
VEC. 5 WRIT	TER: MIKE SNIDER	SKI H.	P	DAVI F.	EC	AS V.	L
WA	LLAS SH.	14		3	-	7	
First Downs DA	LLAS SH.	6	9	99	E	7	3
Turnovers	LLAS	03		•	1	0	-
Ball Possessian DA	Time of COSELL Microphone Possession MEREDITH		r	1. 1 hr.	(1.3 hr. 1.7 hr. 3.7 hr.	
Time of Microphone Possession Mi				1.7 hr. 3.1 hr. .4 hr.	3.7		
The Beer Commercials	IFFORD	.3hr	?	·5 hr.	1	hr.	
Number of Times Co	Toice	3		4	3	44.00	a
Ball Spikes After TD	them	2		2	3		5
"Tushy Taps" On-Camera		2		2	3		5
"Hi Moms", Players		9		5	7		4
Fans Crotch Grabs Players		55		4	3,		54
Fans		12	1 1	15	19		
Frisbees Thrown On Field		4	-		9		21
Idiots In The Stands Wearing Giant Foam Cowboy Hats	3	57		5	5		2
Cumulative Time Camera Stays On Cheerleaders		9 min. 38 secs	+	19 2 min.	12		14
Longest Word Used by Cosell (In Syllables)	2016		5 sec.	6 mil	7.	10 mi	
Blatant Instances of Name- Dropping By Cosell	5		9	6		8	
Cosell Stories my	38	2	27	18		42	
Number Of Times T	and the second s	22	1	9	23		30
		6.	10	0	19	+	12
Number Of Times Meredith Sin "The Party's Over"	ngs	5	4	!	5		2
Announcer References To Vince Lombardi		2	,	,	<i>D</i>		3
Promos For "Wide World Of Spor	rts"	2	1		3		3
Number Of "Uhhh's" In Post-Game Interview		14	18	3	22.	3	37
Percentage Of Tri	ercentage Of Tri		5		6	1	0
Watching At End Of Post-Game S	Show	3	.0	5	9	1 -	7 25

PAST-ASIDES DEPT.

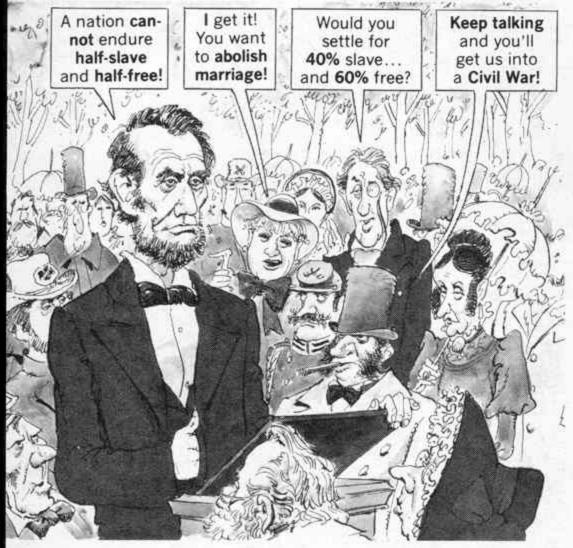


We've been hearing a lot lately about how people today are cynical, jaded, sarcastic and over-critical. Back in the old days, it was supposed to be a lot different. Back in the old days, people were supposed to be simpler,

FAMOUS Q ...AND HOW THE PEOPLE BA

ARTIST: HARRY NORTH

ABRAHAM LINCOLN... IN 1858...



PATRICK HENRY...IN 1775...

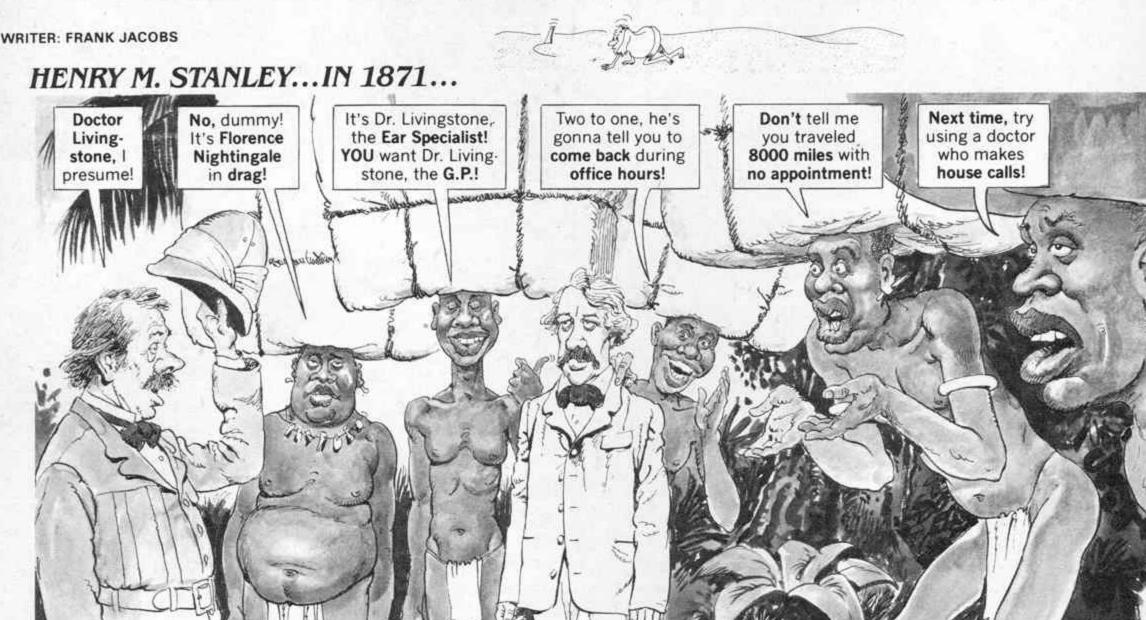


FRANKLIN D. ROOSEVELT...IN 1933...

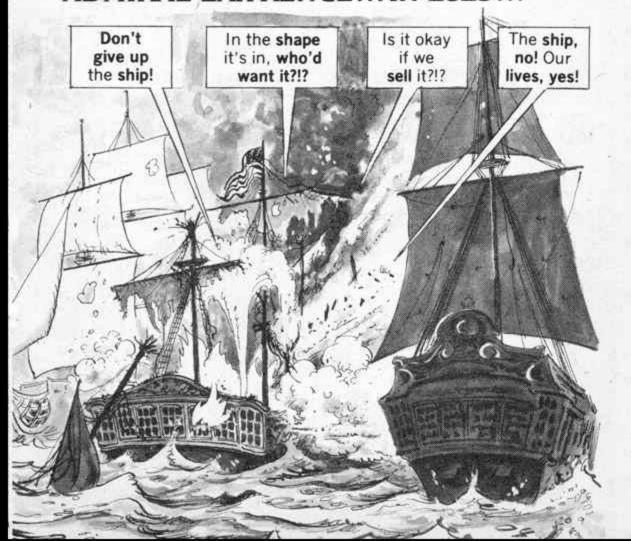


more believing and easier to convince. But, were they really? To find out, let's travel back in time and see how folks in years gone by responded to words of wisdom, hope and courage. Which is our sneaky way of presenting:

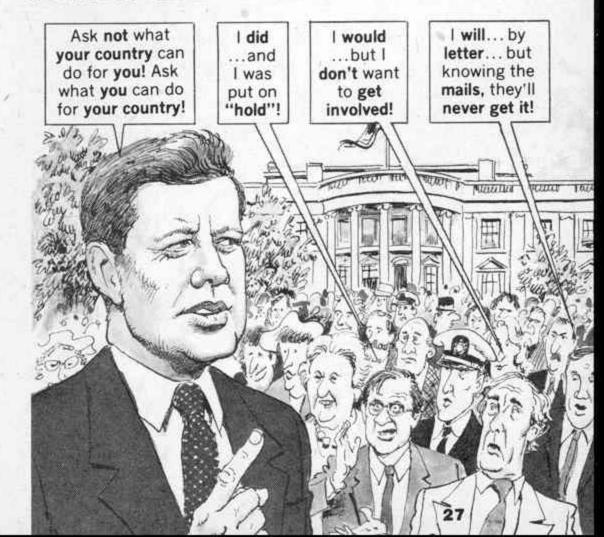
UOTATIONS CK THEN REACTED TO THEM



ADMIRAL LAWRENCE... IN 1813...



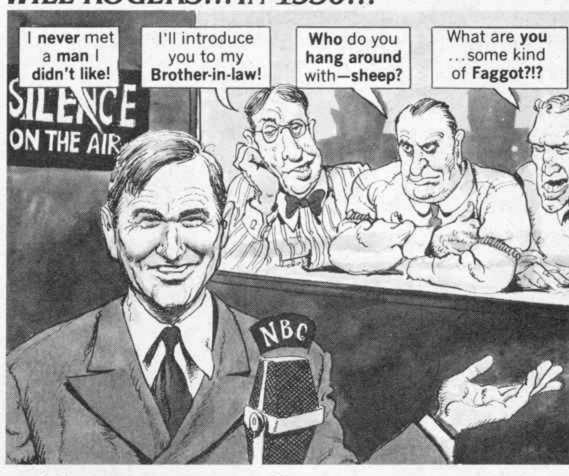
JOHN F. KENNEDY...IN 1961...



BENJAMIN FRANKLIN... IN 1735...



WILL ROGERS... IN 1930...



RICHARD M. NIXON... IN 1974...



ADMIRAL PERRY...IN 1813...



NEIL ARMSTRONG... IN 1969...



Hi! I'm Dolly Lee—a
Secretary! And I know
what you're thinking!
That with a body like
mine, I probably played
"hanky-panky" with the
Producer to get me this
part! Well, I didn't! I
just asked my real-life
sister, Dolly Parton,
to use her influence to
get me this part!

I'm Juicy! The way
most Secretaries are
played on Television,
they set the Women's
Rights Movement back
30 years! That's why
I'M a giant step forward! The way I play a
Secretary, I only set
the Women's Rights
Movement back 5 years
...well, 10 tops!!

I'm Violent! I don't take any nonsense from male superiors! so I keep telling my Boss, Mr. Hard, that even though I'm a woman, I can do anything a man can do! I told him that again yesterday—while we were standing at the urinals in the Men's Room!

I'm Razz, the Office
Spy! I play a woman
who's not above using her body to get
ahead in this cutthroat male business
world! Why, just the
other day, I gave my
body to the guy in
Mail Room in exchange
for a 20¢ stamp from
the postage meter!

I'm Mr. Hard! I'm
the Boss of this
department! I act
silly and do stupid
things! But only to
make the girls feel
superior! Actually,
I'm a pretty sharp,
clever guy! Now, if
you'll excuse me...
I think I hear my
typewriter ringing!



SCHLOCK-WATCHING DEPT.

Okay, gang... you've met the cast of this idiotic TV Sitcom! As you can see, they come to work at an office in the morning... and it's—



ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO







That's true!

I remember

one day last

month when I

had to leave

work early,

you gave me a "Going

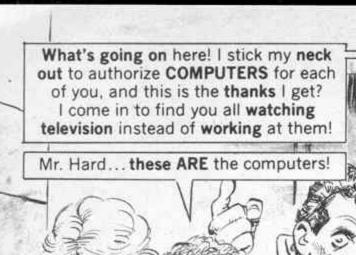
Away Party"!



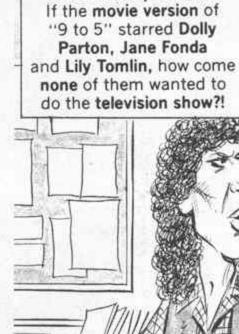




BOWLING



Well, of course! I knew that! You think I'm stupid or something! Listendo me a favor! If any cartoon shows come on, call me!



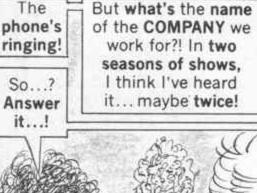
Can I ask a question??

I guess that they felt it would only be more of the same kind of thing ...!

What do you mean, "only more of the same kind of thing"!? The movie was a

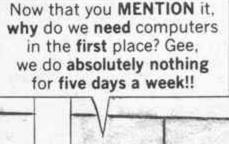


do the television show?! COMEDY!!



Gee...you know you're right! Take a look! Is it on our stationery?

WHAT stationery?! In two seasons of shows, we've never sent a LETTER!



Yes, but with our computers, we'll be able to do absolutely nothing in only a day and a half! That will give us so much more time to just relax!





Well, I think we should ask Mr. Hard to get rid of these stupid computers!

Get RID of them?! Hey, I want you girls to know I had to do some very kinky things with the computer SALESMAN to get these units for \$5000 apiece!

Yeah... we can imagine! Since they're SUPPOSED to cost \$4000 apiece!



Gee, girls! A "Welcome Back Party"! But, WHY? I haven't gone anywhere!!

Don't be modest! You went to the Ladies Room!

Y'know, girls, it's getting near the end of the show, and we haven't done anything really significant for the betterment of Women in Business!

I did!! At lunch, I smoked THREE Virginia Slims!!



(MA) フェルーン・フィーン (MA) ファイル (MA) ファイ





I know what we'll do! Mr. Hard had asked us to prepare something for the Company Picnic on Saturday! I'll use my computer to compose a poem about "The Feminine Mystique"!

I'll use MY computer to list the accomplishments of the world's great women!

And I'll use MY computer to get me a HOT DATE!!



Girls, FORGET about using your computers to help with the "Company Picnic"! Start thinking about the "Company Wet T-Shirt Contest"...!

ORDERS...
from HIGH UP!!

The President
of this Company wants us
to hold a—a
"WET T-SHIRT
CONTEST"?!?

No... HIGHER than that! The Producer of this SHOW wants us to hold a "WET T-SHIRT CONTEST"!! These are the ratings for episodes with "Women At The Office Should Be Treated Fair" themes!

these...
when we resorted to
STANDARD
COMEDY

Gee, the TV audience at home doesn't CARE about Women's Equality at Maybe! Or it could be that men... who are the Bosses during the day... are ALSO the Bosses over what gets watched at home!!





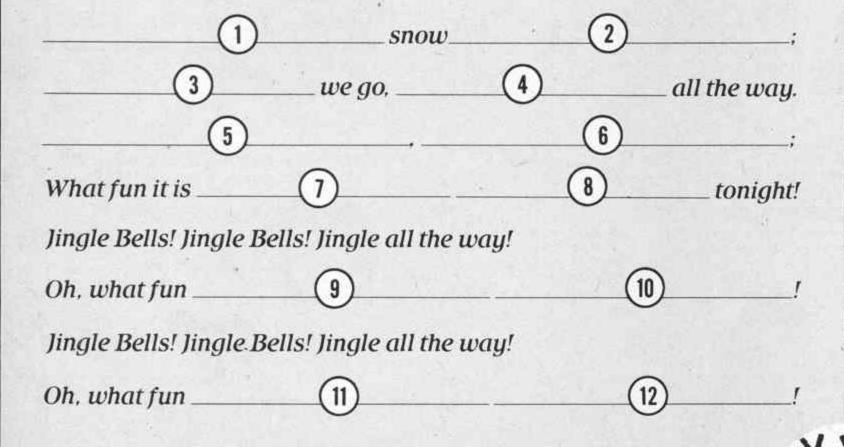




Once again, Christmas is almost upon us... and once again, we're about to be bombarded day and night with the same old tired Christmas songs and carols. But take heart, dear MAD reader! Now, you can construct your very own, brand new and exciting Christmas song! Simply fill in the numbered blanks from the corresponding numbered lists, and you're creating

MAD'S ALL-INCLUSIVE DO-IT-YOURSELF







Passed out in the
Passed out in the
Talking to the
Buried under
Eating globs of
Surfing in the
Looking for some
Snorting lines of





Bells on bobtail ring
Swedish tenors sing
Dwarfs with static-cling
Klingons do their thing
With my houseboy Ching
See some ding-a-ling
Shepherds on a fling
Here comes Alan King



it is to ride
to spread the flu
Ted Koppel has
to count your toes
to clone George Bush
to wear a leash
to self-destruct
when droids make out







in a one-horse open sleigh
with a Fresno CPA
in a stolen Chevrolet
with a Latvian gourmet
with a loan-shark I can't pay
in a black lace negligée
in a thrift shop in L.A.
with my basset hound José



o'er the fields
past the guards
vulcanized
pigging out
through Spokane
born again
passing Mars
in a trance





laughing barfing mumbling reeking molting cringing fdaming oozing



making spirits bright
screaming for Ted Knight
quivering with fright
guzzling Miller Lite
causing urban blight
via satellite
itching for a fight
stoned on anthracite



to ride and sing
to scream in pain
when werewolves croon
to belch off-key
when Mongols chant
when geese perform
when Libras hum
to sing in trance





a sleighing song at Wrigley Field in Portuguese with Tip O'Neill in Leavenworth on Channel 4 in Bloodmobiles at supper clubs





in a one-horse open sleigh
when the Bears and Packers play
with my nephew Carol Mae
getting swacked on Beaujolais
with the ghost of Henry Clay
with the Tulsa PTA
with a toothless divorcée
baked inside a cheese soufflé



it is to ride
to flog yourself
to housebreak ants
to yodel "Taps"
to cross the Alps
to change your sex
to freebase soot
to phone E.T.



in a one-horse open sleigh when your arteries decay on the road to Mandalay hitting fungos with Ron Cey mixing gin with Fabergé followed by the CIA in a yellow-green toupee any time but Christmas day



ABSURD-OF-MOUTH DEPT.

Since the beginning of time, people have been looking desperately for ways of communicating with each other. It hasn't been easy, but the fact that after

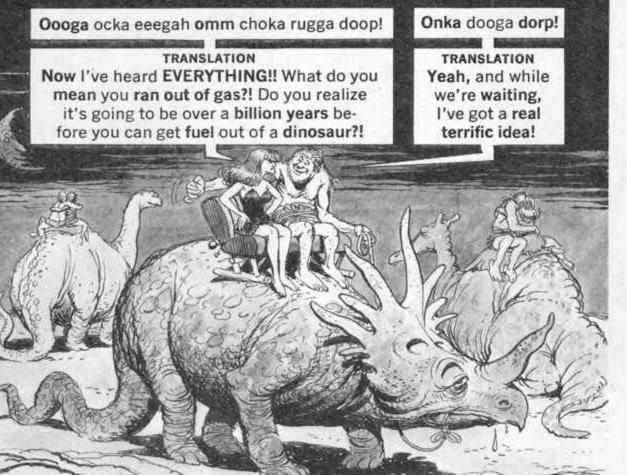
all these years, we have finally succeeded is an important reason why we are all now living in such a beautiful and harmonious world where the catchwords

A MAD HIS COMMU

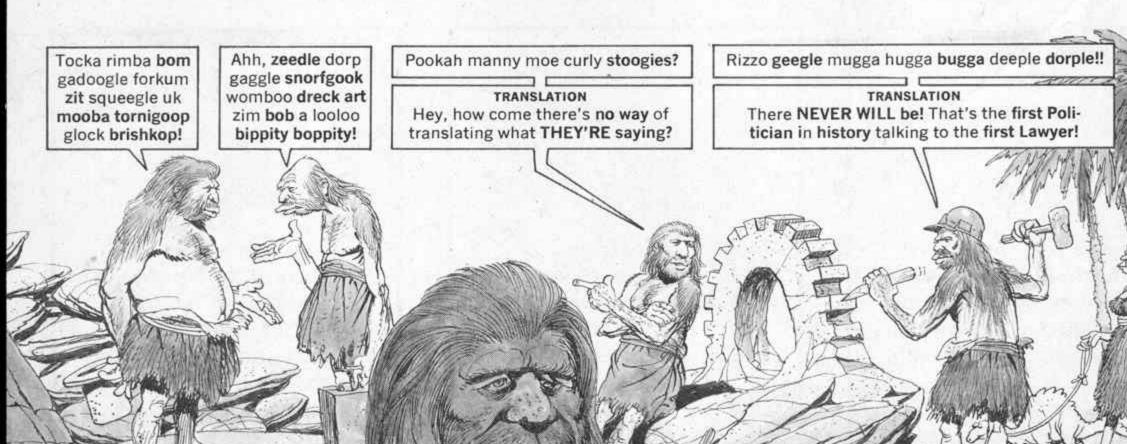
ARTIST: GEORGE WOODBRIDGE

VERBAL COMMUNICATION

The very earliest forms of human communication considered consisted mainly of prehistoric people exchanging idiotic, unintelligible noises.







are love and tolerance and peace and . . . aw, forget it! Now you know why we've always considered writing introductions to these articles a complete waste of

time! But . . . as long as you're wasting yours reading this one, you might as well kill a few more minutes and read the garbage that follows, which we call . . .

TORYOF NICATION

WRITER: LARRY SIEGEL

HIEROGLYPHICS

As languages began to develop, other methods of communication were born. The ancient Egyptians came up with "hieroglyphics," imm

a clever form of "wall art," some aspects of which contributed immeasurably to the evolution of 20th Century communication.



COURIERS

About the same time, in ancient Rome, messages were being carried by fleet-footed couriers who sometimes ran hundreds of miles.

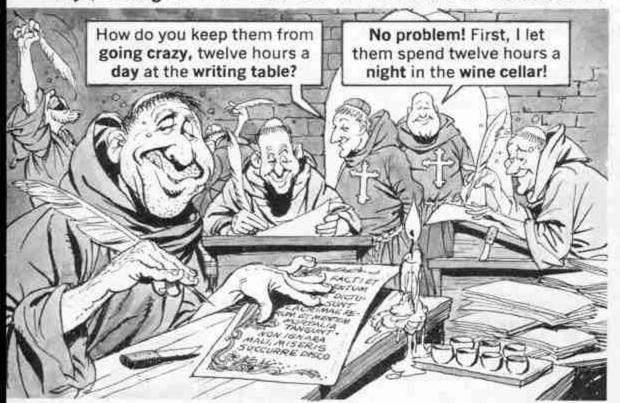


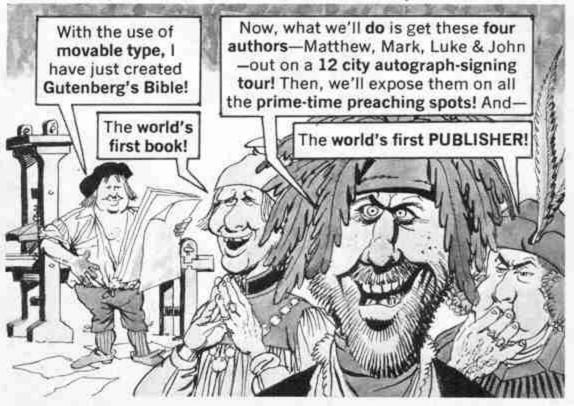
THE PRINTING PRESS

Before the advent of "print" media as we know it today, the written word was transcribed in a very primitive manner.

Monks, working laboriously with quills, often spent hours, even days, writing no more than four or five letters at the most . . .

Then, in 15th Century Germany, a fantastic phenomenon occurred. An obscure printer demonstrated a revolutionary new method . . .





THE TOWN CRIER

Some time later, far across the sea in the New World, the Town Crier became a popular method of communication. It was the Town

Crier's job to notify the Colonists of the correct time . . . and anything else of importance that might be happening in the area.

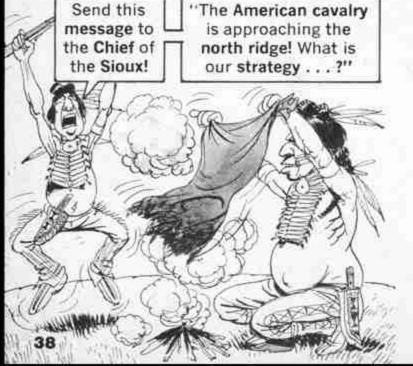


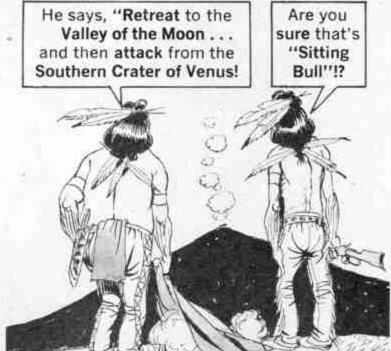


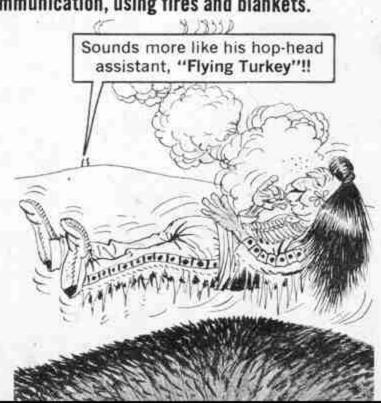


SMOKE SIGNALS

Further west on the plains, the American Indians were engaged in still another form of communication, using fires and blankets.







MAIL

In the middle of the 19th Century, the U.S. Mail System was officially established, further enhancing methods of communication.

A government agent on horseback could deliver a letter from St. Joseph, Missouri, to Dodge City, Kansas, in a matter of weeks.

Today, thanks to modern postal techniques, a mailman can deliver a letter from Manhattan to Brooklyn in a matter of months.



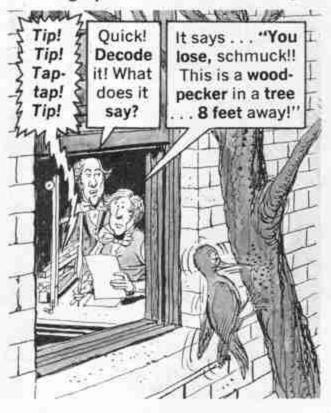


THE TELEGRAPH

Concurrently in this country, a man named Samuel Morse perfected a revolutionary system of communication called the telegraph.

But before he finally succeeded, like so many other inventors, he had to undergo enormous periods of failure and frustration.







THE TELEPHONE

A few years later, Alexander Graham Bell came up with an even more remarkable invention that transmitted human voice over wire.



Good! Now here's what we'll do! We'll establish a monopoly . . . control all telephone operations . . . set up a system of charges based on the "message unit"—something nobody, including us, understands . . . raise those rates whenever we want to boost our profits . . .

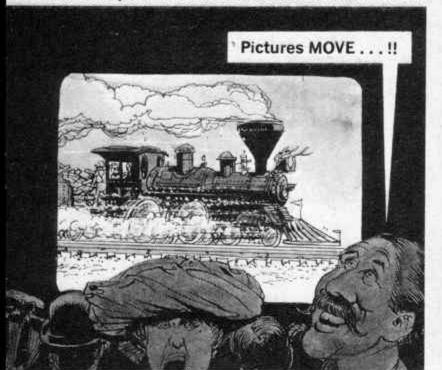




MOTION PICTURES

Then, in 1893, Thomas Edison, the inventor of the electric light and the phonograph, came up with a truly momentous development.

An enraptured audience reacted with shock.

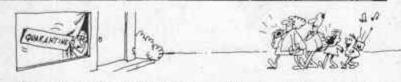


In 1927, a new system was introduced. .



Then along came wide screens, stereophonic sound, rampant violence and Clint Eastwood.





RADIO

Shortly after, Guglielmo Marconi invented the first wireless . . .



Today, almost one hundred years later, here's where we're at . . .



TELEVISION

... Animated Cartoons ...

Then, along came what may be considered the greatest invention in the field of communication ever . . . the perfect successor to

radio, a wonder called television. TV (as it is now known) has developed over the years, spawning such memorable creations as:

Hah trayah, ya

... Pop Music Shows ... Ahh yo mah baybah? Yah, Ah'm yo baybah ... 'Cause Ah'm yo an' yo may baybah baybah . . . baybah! baybah, baybah!

Yabba dabba doo! WillI-maaaaa . . . !

Hah trayuh, yoself, purty li'l ol' ya gray big hunka thang ...! man, yo all . . . !

... And "Country & Western" SitComs ...

AND SO, IN ESSENCENCE, AFTER MILLIONS OF YEARS OF DEVELOP-MENT . . . THANKS LARGELY TO RADIO AND TELEVISION . . . HUMAN

COMMUNICATION TODAY CONSISTS MAINLY OF CIVILIZED PEOPLE **EXCHANGING IDIOTIC, UNINTELLIGIBLE NOISES. SOME PROGRESS!** Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the second in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

MAD'S APTITUDE TEST NUMBER TWO WILLYOUNAKEA GOOD TEACHER?

- You wish to become a teacher. This requires a fierce desire to:
 - A. Learn first-hand what it's like to live at the poverty level.
 - B. Discover how much abuse a human being is able to withstand.
 - C. Somehow survive until you're able to retire and draw your pension.
 - D. All of the above.



- Looking at the above, you should be able to tell that it is:
 - A. The Faculty Lounge at a typical junior high school.
 - B. A teacher's version of a luxury apartment.
 - C. The set for a Senior Class play.
 - D. Any of the above.
- As a high-school teacher, your class is disrupted by three unruly students playing a "boom box" at peak volume. What should you do before trying to take away the radio?
 - A. Make sure that your medical insurance is paid up.
 - B. Find out if injuries such as concussion and broken ribs will interfere with your teaching duties the rest of the term.
 - C. Have yourself examined by a qualified psychiatrist.
 - D. All of the above.
- The three students punch you out. After you regain consciousness, you complain to the principal. You can count on him to tell you:

- A. "Forget it. Boys will be boys."
- B. "Forget it. Girls will be girls."
- C. "It's obvious you're not getting through to them."
- D. Any of the above.
- Complete the following. In prestige, salary and respect in the community, a teacher's job compares favorably with that of
 - A. A busboy.
 - B. A Haitian refugee.
 - C. A migrant worker.
 - D. All of the above.
- For homework, you assign your class a difficult problem to solve. The next day you call on one student to give the answer. Which one?
 - A. The dumbest in the class so you can be entertained by his fumbling, bumbling attempts at an answer.
 - B. The worst behaved in the class so you can get some revenge for his turning your classroom into a shambles.
 - C. The smartest in the class so that you can find out what the answer is.
 - D. Any of the above.
- 7. As a teacher, you discover several students getting high on grass. Your proper response is to:
 - Be glad it's only grass.
 - B. Confiscate it, then take it home to compare it with your own.
 - C. Let them get stoned since they sleep through your classes
 - D. Any of the above.

- 8. A look at the numbers above should tell you that this teacher is:
 - A. Figuring out how many hours of moonlighting it will take for her income to equal that of a street-cleaner.

- B. Calculating how many more days of hell she'll have to face until Christmas Vacation.
- C. Figuring how much in debt she'll be if she has steak twice a month.
- D. Any of the above.
- As a teacher, your summer vacation can prove of value, because:
 - A. You can make more in three months as a fill-in factory worker than in the nine you spend teaching.
 - B. It takes that long for the welts and bruises to completely disарреаг.
 - C. You can relax, mull over your life, and decide whether you might want to go into a less hectic, stress-ridden career, such as air traffic controller.
 - D. Any of the above.



- You discover that one-fourth of your class is failing a required subject. What should you do?
 - A. Pass them anyway so you won't have to put up with them next vear.
 - B. Transfer to another school where they don't know what a dud you are.
 - C. Realize at last that you are in the wrong profession.
 - D. Any of the above.

SCORING

you have the ability to make a swell Teacher. suoissand ays fo y of "a" baransuv not ff 41

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



... she insists that her diamond engagement ring be a lot larger than the one you gave your first wife.

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



... he comes home with a bouquet of "Happy Anniversary" flowers . . . and it's the date of his former anniversary.

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



... you have to go to work in order to make ends meet 42 because of your Husband's incredible alimony payments.

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



. . . you suddenly see trouble and heartache ahead as your kids and his kids start a huge fight . . . at your wedding.

RE-WEDDED BLITZ DEPT.

YOU KNOW SEG ARTIST & WRITER

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



. . . you find yourself stuck with amusing his kids when they visit him on Sunday . . . while he watches football.

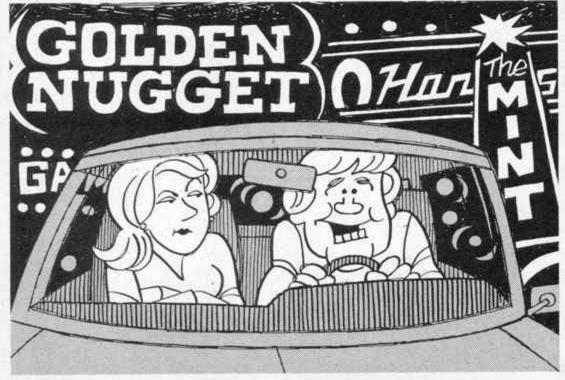
YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



. your Wife told you everything before you were married ... except that her Son is the drummer in a Punk Rock Band.

YOU'RE IN A OND RAGE LLOYD GOLA

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



. . . he raves about the fun you had the last time you were in Las Vegas . . . and you've never been to Las Vegas before.

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



... your Husband told you everything before you were married . . . except that his Daughter runs with the "Hell's Angels".

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



. . . your new Mother-In-Law keeps calling you "Nancy". . . and your name is Mary Lou!

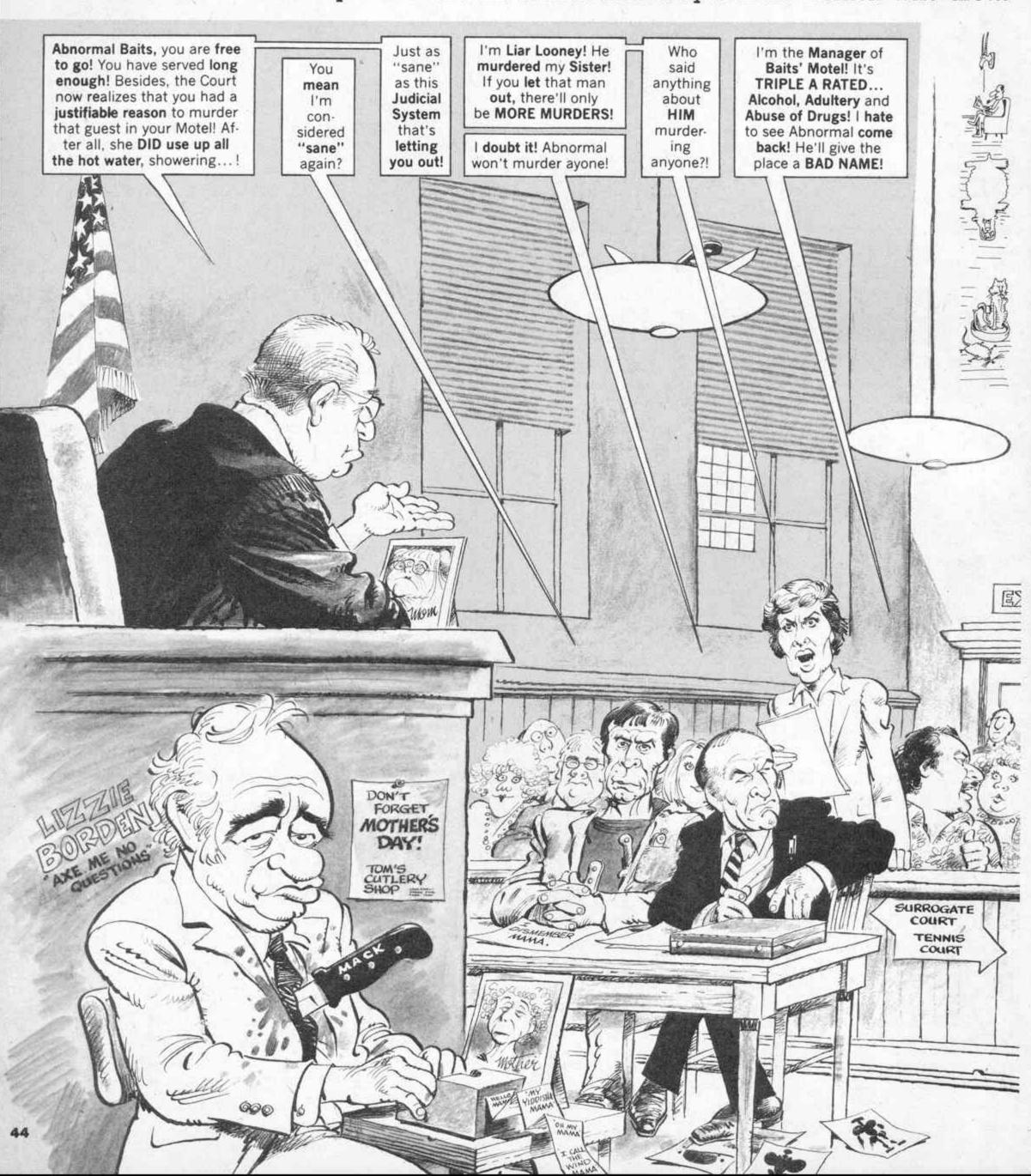
YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



. . . you are horrified to discover that your second Husband is actually starting to make your first Husband look good. 43

I DISMEMBER MAMA DEPT.

A long time ago, they made a movie about a Psycho who poisoned his mother and then hacked up a few other people. In the end, he was put into a hospital for the criminally insane. But after twenty years, they released him so he could commit an even more disgusting crime...making this sequel to that first movie! But this time around, he's not the only weird one. He's surrounded by several women who are...



Are you sure you want to stay here in this old house, Abnormal? It COULD bring back memories of the past!

I'm a STRONGER PERSON now! | can handle them, Mother...uh... I mean, Doctor!



Hmm! Someone left me a note! It says:

"Abnormal, why didn't you tell me you were going to be imprisoned for twenty years? My hot tea must be ice cold by now!" And it's signed, "MOTHER"...!!



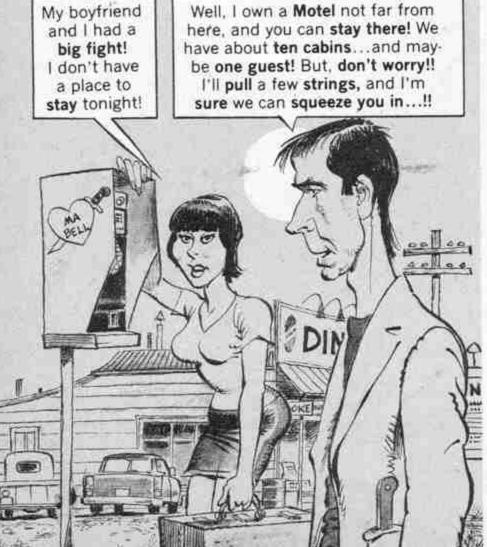
I think you'll like working here, Baits! You'll get to CUT UP meat ... and CHOP UP lettuce...and SLICE UP pie!

Gee... I feel at home already!



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

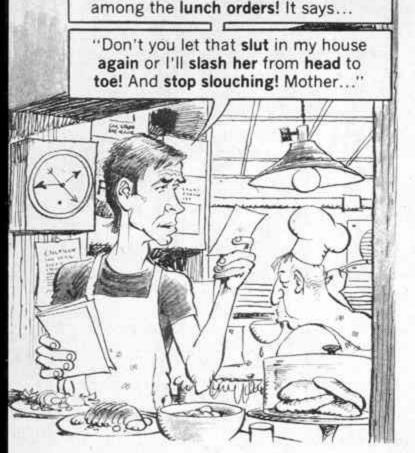


Abnormal. how come your shower has three

One is for "cold" ...one is for "hot" ... and one That makes me feel a little squeamish! Keep an eye on me, won't you?

Don't worry, Merry! In this house,





Hmm! Someone left me another note



B-b-blood!

BLOOD!!

Blood is

running

out of the

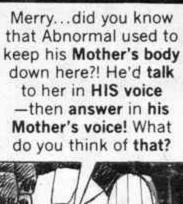
Don't get up-

set, Abnormal!

It's nothing!

The TIDYBOWL

MAN must've



Sounds like if Abnormal had gone into SHOW BIZ, "Wayland Flowers and Madame" might have had stiff competition!!





We can't arrest him, Mrs. Looney! Because we don't have proof a murder was committed! We don't even have a dead body!! You make me sick the way you stick to the very letter of the Law!!



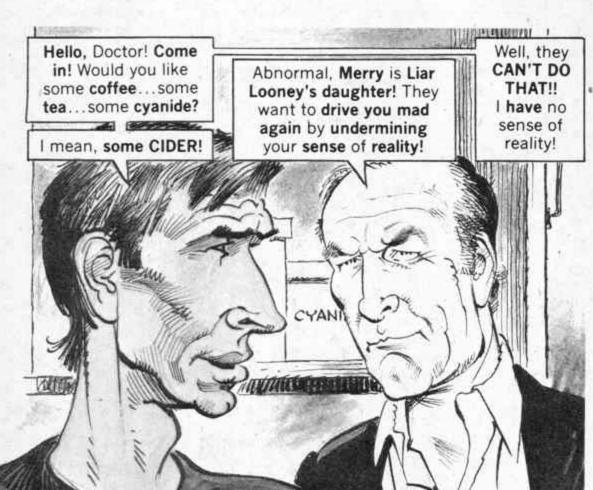
I have to answer that! It's my Mother calling!

Abnormal, I TOLD you! Your Mother is dead for twenty years! Why would she be calling you now? We have a Party Line!! Sometimes it's hard to get through!

ASS.













I—I—I've h-heard about women b-being U-UPSET when they s-see s-someone else w-wearing the S-SAME OUTFIT th-they're w-w-wearing...b-but this is ridiculous!







you! It was an accident!! It's just that I've been feeling so high-strung and jumpy lately!! But, I don't have to tell YOU that, do I?! You're a DOCTOR! shouse calls!

Don't be upset, Abnormal! I just shot Merry! She was dressed as your Mother, and she'd just killed your Doctor!

Hey, Sheriff...
there's ANOTHER
dead body in the
cellar, and it's
ALSO dressed as
Abnormal's Mother!

Let's face
it, Abnormal!
You're just
so CUTE...
everybody
wants to
MOTHER you!



I—I'm sorry I whacked you over the head with the shovel and killed you, Mrs. Fool! Why, I even believed you when you told me you were my REAL MOTHER! And I even believed you when you told me Mrs. Bates was really YOUR SISTER and MY AUNT...

My God! I didn't MEAN to kill

...but when you told me DARTH VADER was my REAL FATHER... I guess I just snapped!

I-I-gasp-never





ONE EVENING IN THE LIVING ROOM









WHAT
KIND OF
WEATHER
REPORT
CAN CHILL
YOU TO
THE BONE?

MAD FOLD-IN

The world's weather is constantly shifting, and recent reports of certain atmospheric changes are having a chilling effect on us all. To find out exactly what these reports are telling us about, fold in page as shown.



FOLD THIS

FOLD THIS SECTION OVER LEFT B FOLD BACK SO "A" MEETS "B"

(B



ARTIST & WRITER: AL JAFFEE

A

ACCORDING TO SOME OFFICIALS, WE NEED NOT BE AFRAID OF BAD WEATHER. BUT LATELY, SCIENTISTS ARE RATHER UPSET BY THE REPORTS THAT'VE BEEN COMING IN

