

"GREMLINS" "CHEERS" OLYMPICS DON MARTIN DAVE BERG

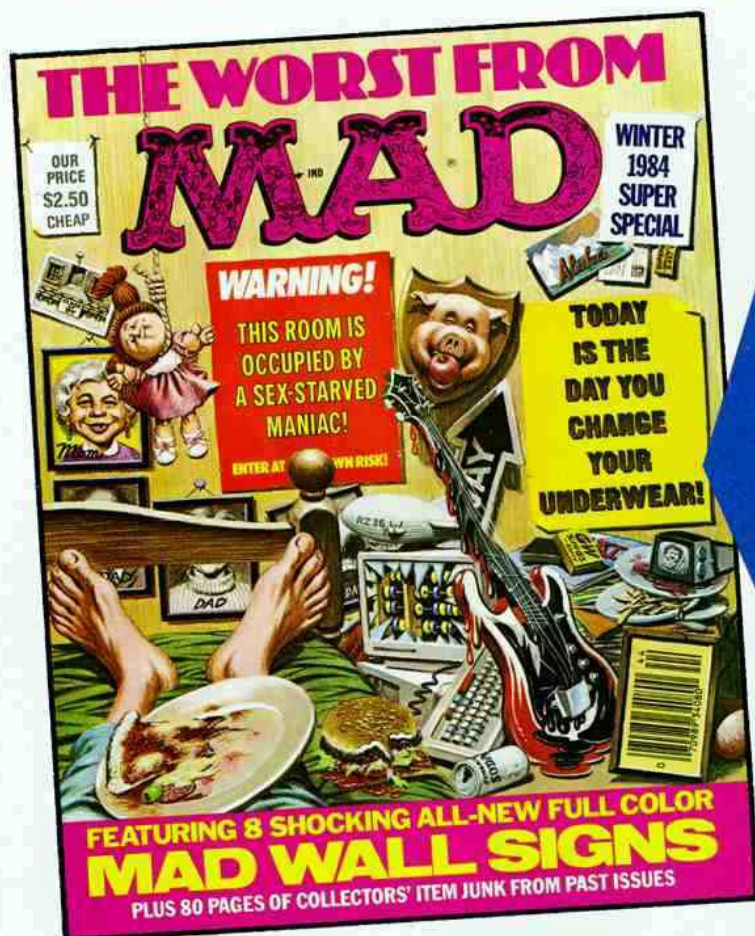
No.
249
Sept.
1984

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MAD

"Some girls get so love sick, they take the first pill that comes along!" —Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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LETTERS DEPT.



"THE RIGHT STUFF"

I think the "usual gang of idiots" must have been really spaced out when they wrote "The Right Stiff".

Mike Bowermaster
Plainfield, IN

After I read "The Right Stiff" (MAD #247), I finally realized what happened. You assembled a group of men who broke the "Useless Trash Barrier".

David Garner
Atlanta, GA

"AT THE MOVIES"

Dear MAD:
We give it "two thumbs up!"

Gene Siskel
Roger Ebert
"At The Movies"



"At The Movies" critics Gene Siskel and Roger Ebert, who were featured in MAD #246, enjoy seeing themselves in a MAD satire, or so it would seem.

RISKY LADY

I was certainly flattered to see myself represented as the mother, Mrs. Goodsen, in your satire of "Risky Business". However, I don't think your artist quite captured me. The enclosed photo will show you what I really look like.

Janet Carroll
Los Angeles, CA

The Real Janet Carroll



"T.S. SNOOKER"

I enjoyed Lou Silverstone's and Angelo Torres's takeoff of our show, "T.J. Hooker", which appeared in MAD #243. It gave me and the cast and crew a lot of laughs. I'm glad that MAD thought of us.

Richard Herd
Los Angeles, CA



T.J. Hooker's Boss Richard Herd And The Magazine of Crimefighters

ALFRED AT THE OSCARS

Thank you very much for allowing me to use your copyrighted character Alfred E. Neuman in my Oscar-winning film "Sundae In New York". It was a pleasure working with Alfred although his insistent demands for a perfect set of chop-sticks had us running all over town until we found a

pair with the right feel for Alfred. Again, on behalf of the entire cast and crew, thank you for making Alfred available for the cameo role, even though we had to kick his agent off the set for excessive kibitzing.

Jimmy Picker
Brooklyn, NY



BUY AMERICAN

I've been a long-time reader of MAD, but in issue #247 I was greatly disappointed with your "MAD's Owner Manual For A New American Car." What joy do you get running down your own country? Your article was very much over-exaggerated. Is Tom Koch Japanese? If you don't like your own country, LEAVE!

Eric T. Johnson
MADison, WI

We like the country alright. It's just some people in MADison, Wisconsin we can't stand!—Ed.

You may not like the American cars, but how would you like it if everybody bought foreign magazines?!! Your ass would be out of business! I wouldn't exactly call your magazine high-quality.

A Satisfied American Car Lover
MADison, WI

The above letter was of such high-quality that its author proudly signed his name!—Ed.

ONE WORD LEADS TO ANOTHER

Recently while reading the "Additions To The Dictionary" in MAD #247, I found myself hungry, so I ran down to the market and bought a rooney of youngmans. An hour after eating them, I noticed a pain in my side and suddenly I spielberged. I mean it was starting to bronson my insides!! Later, my doctor said I had terminal khomeini, and a slight capote of the spine. Since then I've lost my job. Now I sit on the corner with my reggie and feel Reagan. Oh, carter!!!

Michael Carey Schneider
Somewhere, USA

A MAD APOLOGY

For years I have been trying to get my name printed in your fine magazine. Last week I bought issue #247 and, FINALLY, there was my letter and name on page three. But I'm really disappointed, however, because I live in Columbus, INDIANA (Pop. Est. 30,000) and not in Columbus, Ohio, as printed in your magazine. After all my years of trying, I think you guys owe me an apology! You really screwed up this time! I hope you get this matter straightened out at once!

Jim Lang
Columbus, GA

LIES, LIES AND MORE LIES

After reading "MAD's List Of Runners-Up For The Three Biggest Lies In America", I realized that you forgot one: "Some of my best friends are Jewish."

Liz McSorley
Closter, NJ

Another lie: "Hello, I'm from the Federal government and I'm here to help you."

Kurt Marmar P.A.
Coral Gables, FL

Also: Rich Erlich, Oxford, OH;

You left out the biggest lie ever printed in the whole world: On any product—"The Official _____ Of The 1984 Olympics".

Mike Griffin
Choctaw, OK

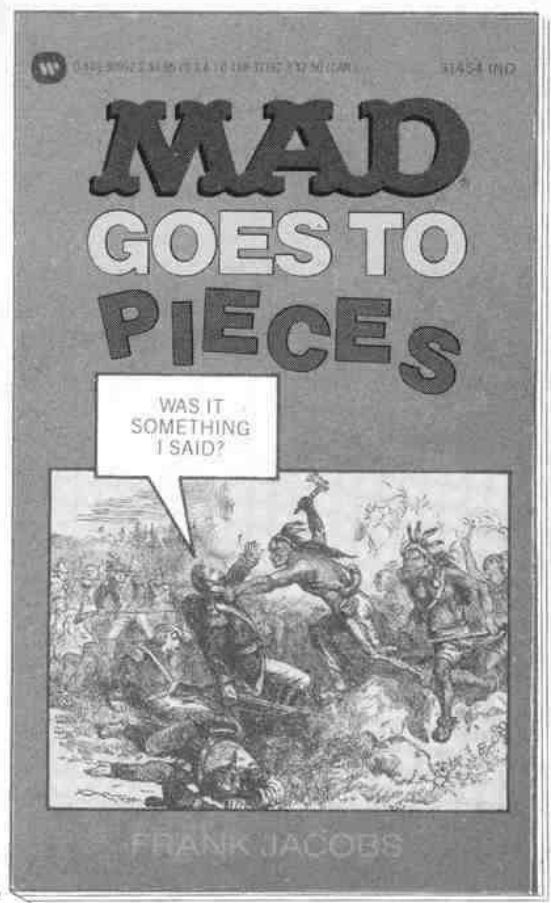
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GOOD NIGHT, SWEET PRINTS!

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TO PIECES

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- ☐ Return of MAD Old Movies
- ☐ MAD-vertising
- ☐ A MAD Look at TV
- ☐ A MAD Guide to Leisure Time
- ☐ A MAD Guide to Self-Improvement
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- ☐ Lord! Another JAFFEE Snappy Answers
- ☐ AL JAFFEE Freaks Out
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- ☐ ARAGONES MAD-ly Yours
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- ☐ The Sound of MAD
- ☐ EDWING Bizarre Bazaar
- ☐ EDWING Book of Almost Superheroes
- ☐ Edwing MAD Variations
- ☐ Clod's Letters to MAD
- ☐ PORGES How Not To Do It
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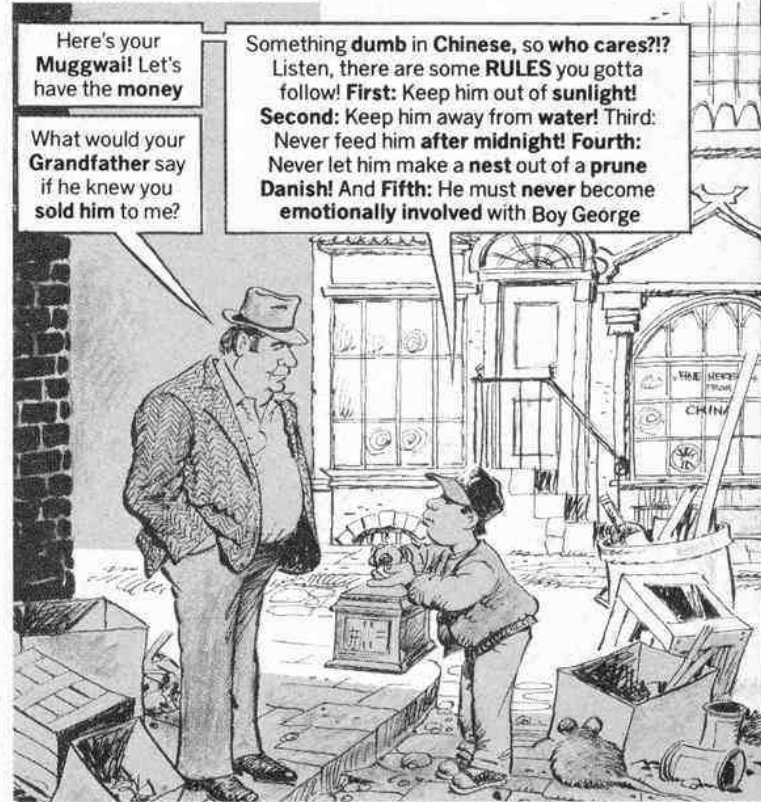
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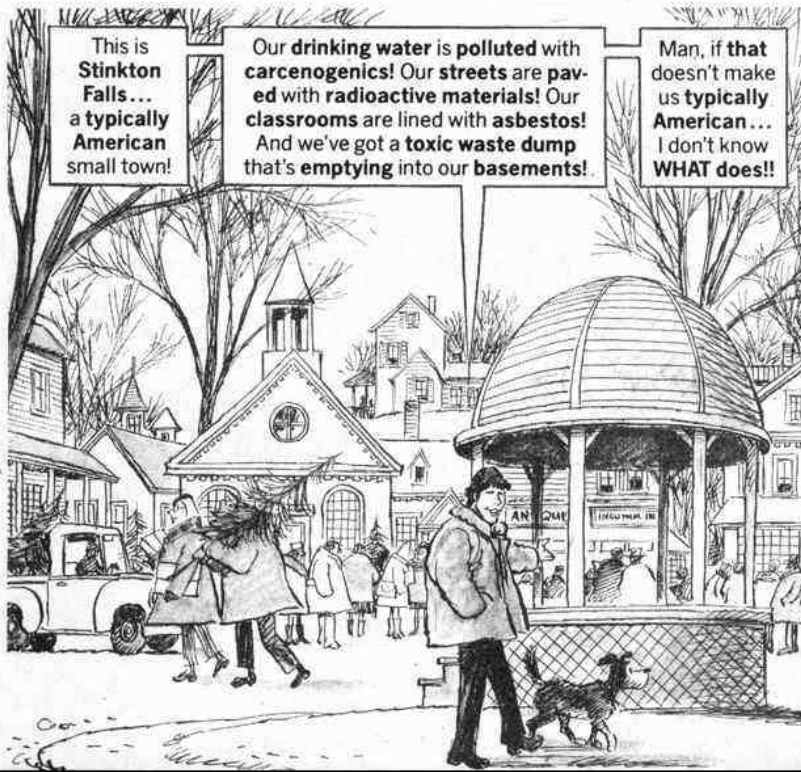
MLINS



ARTIST: MORT DRUCKER



WRITER: STAN HART



Bilgy, I hate your dog! I'm going to catch him, and have him destroyed!

Gee, Katey ... have you ever seen anyone like her!?!?

Not since "The Wicked Witch Of The West" in "The Wizard Of Oz"!!

It's my Dad's idea! But I feel so silly in this outfit!

It's a kinda cute promotional gimmick, Peep! I'll bet that people just love it!

They couldn't care less!

Unfortunately, it's a big hit with DOGS ...!



By becoming an artist, I'll always have something to fall back on!

It's a family tradition ... started by your Father ... with his MORONIC INVENTIONS!!

My latest is an inspiration ... DEHYDRATED WATER ... for trips through the desert ...!

Sounds like another winner! When you reconstitute a bucketful ... plunge your head into it for about ten minutes or so!

Hey, Bilgy ...! Wait'll you see the Christmas present I bought you on my trip!

It's about time! This picture is almost a third over already, and we still haven't shown the audience the CREATURES that they paid five bucks to see!!



I think I'll call him, "Gizmoo" ...!

He's adorable, isn't he, Bilgy? What does he remind you of ...?

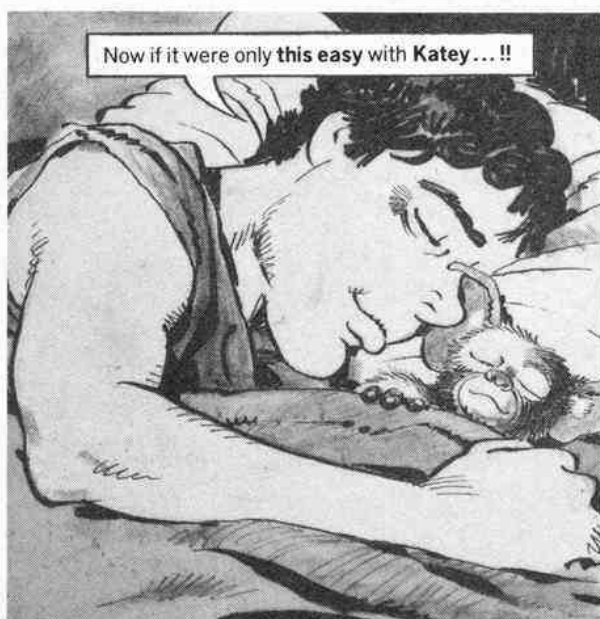
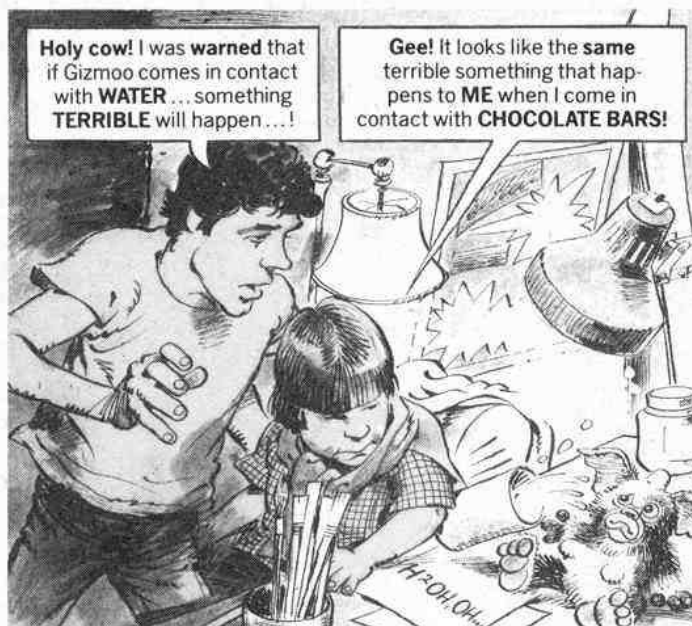
A midget YODA ... in drag!

There're a lot of rules that go with owning this Muggwai ... but the most important one is to keep him out of bright light!

Bright light?! How come!?!?

Well, that way, the audience can't see how the goofy little puppet is actually manipulated!





Bilgy... have you ever seen anything like this before?!

Not since "*The Invasion Of The Body Snatchers*"... and "*Alien*"! Pods like this always mean that when they hatch, they're going to be nasty creatures!!



Look what they're doing to Gizmo! Why are those newly-born Muggwais so unpleasant?

They watched John McEnroe play tennis on TV... and now they're imitating him!



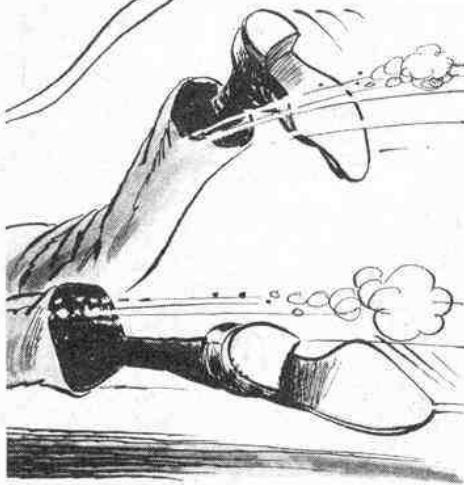
It's important that I offer you this candy!

Glitch?? Weet??

Why?? Because the money we get for plugging all these commercial products in the picture helps pay for some of the production costs!!



Yaaaahh! When you said you wanted to chew on some roughage, I didn't think you were talking about ME!!



This stuff doesn't really taste that terrific! But ANYTHING's better than the food in the school cafeteria!!



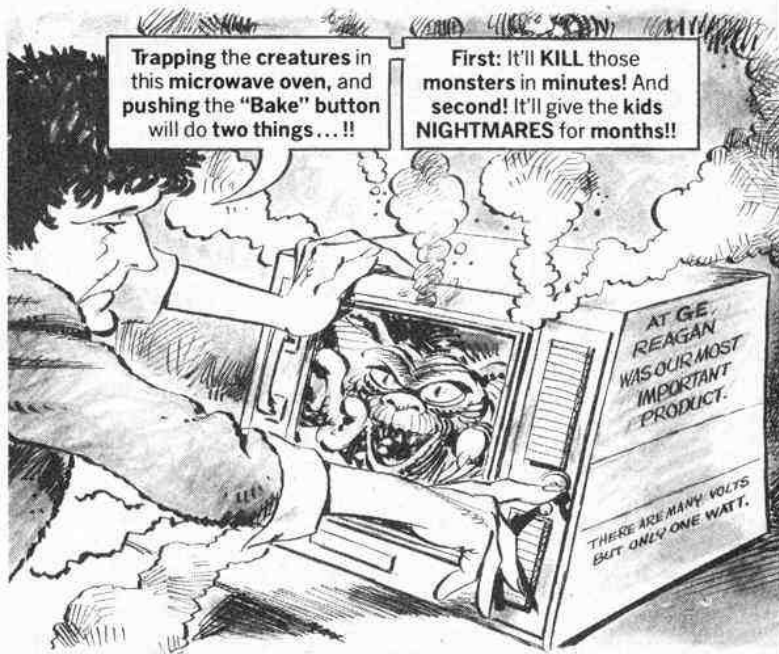
Hey, stop jumping on me... and breaking up the place!!

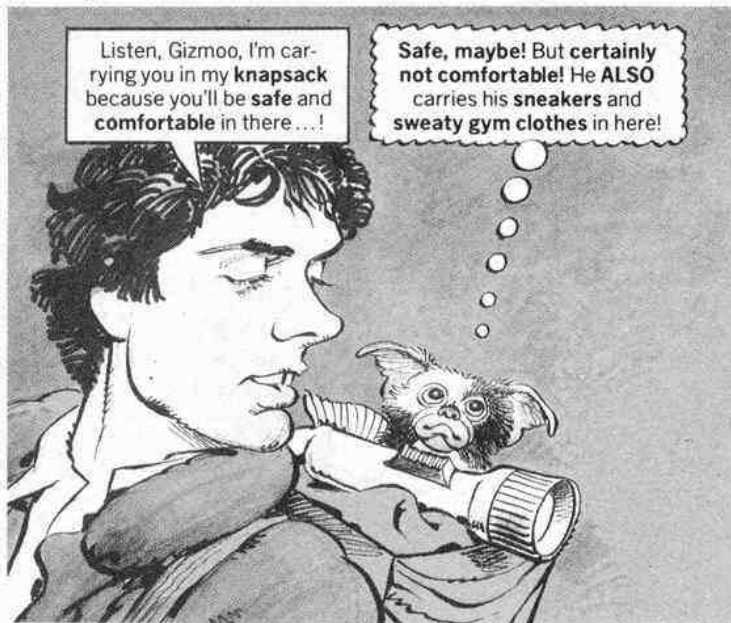
Where do you think you are...? At an office Christmas party!??



Trapping the creatures in this microwave oven, and pushing the "Bake" button will do two things...!!

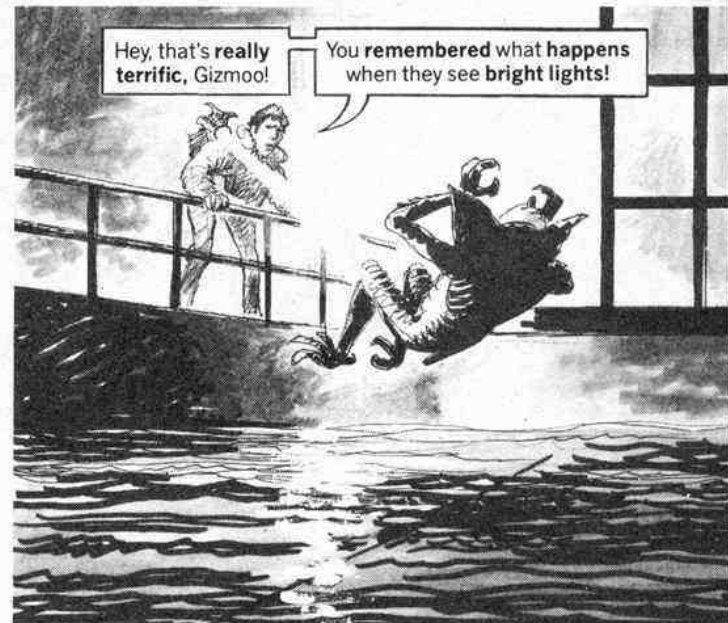
First: It'll KILL those monsters in minutes! And second! It'll give the kids NIGHTMARES for months!!





Listen, Gizmoo, I'm carrying you in my knapsack because you'll be **safe** and **comfortable** in there ...!

Safe, maybe! But certainly **not comfortable**! He **ALSO** carries his **sneakers** and **sweaty gym clothes** in here!



Hey, that's really **terrific**, Gizmoo!

You remembered what happens when they see **bright lights**!



Unfortunately ... you **FORGOT** what happens when they fall into **WATER**!!



But, Sheriff! We're being **INVADED** by **alien creatures**! Why won't you believe me?!

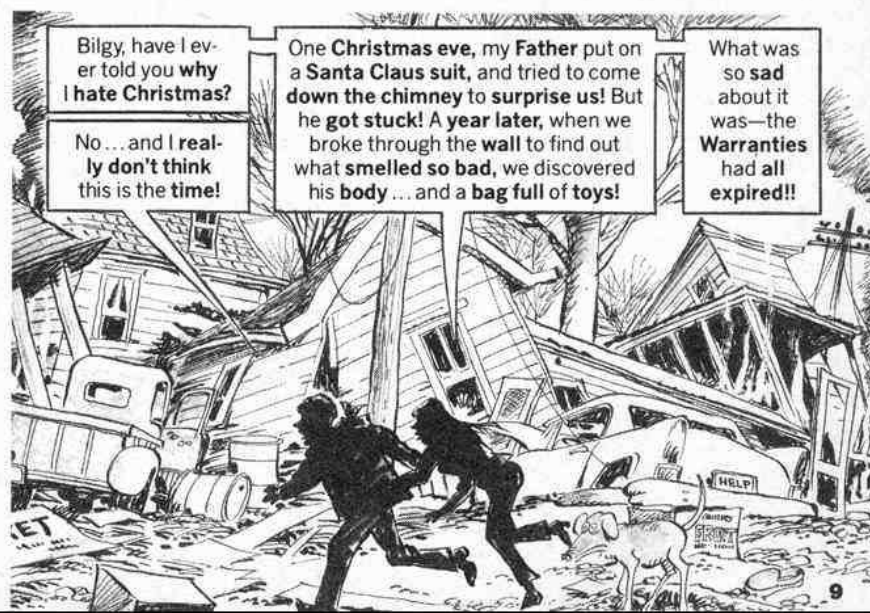
Because the police **NEVER** believe the hero ... until it's **too late**!! Haven't you ever watched 1950 Sci-Fi movies like "**The Blob**"!?

WANTED
FOR BODY SNATCHING
KEVIN MCCARTHY



If I **HAVE TO** die, I prefer dying like **THIS** on Christmas Eve!

This way, I have a chance to smash into **SANTA CLAUS** and bring him down ... before he spreads **JOY** to the **WORLD**!!



Bilgy, have I ever told you why I **hate Christmas**?

No ... and I **really** don't think this is the time!

One Christmas eve, my **Father** put on a **Santa Claus** suit, and tried to come down the chimney to surprise us! But he got stuck! A year later, when we broke through the wall to find out what smelled so bad, we discovered his **body** ... and a **bag full of toys**!

What was so sad about it was—the **Warranties** had all expired!!

Good Lord!
What's
happening
here...??

Either we're being attacked by some
vicious monsters from another world
... or it's 3 P.M., and the kids
just got out of High School ... !!

In a town that's gone crazy,
it's nice to know that **SOME**
things are **STILL THE SAME!**

Like
what??

Like **SATUR-**
DAY MOVIE
MATINEES!!



Blowing up the theater
took care of most of
them! But we still have
to worry about **STRIP!**
He's in the **TOY STORE!**

We've got worse worries than that!
The way things are **MERCHANDISED**
these days, they'll **ALL** be in **Toy**
Stores by next Christmas ... hotter
than those "**Garbage Patch Dolls!**"

Look! Strip's skin is crack-
ing and melting and bubbling
in the sunlight! Symbolically,
it makes you realize that
"**Good**" triumphs over "**Evil!**"!!

In reality, it
makes you do
something else!

What's that??

Barf your
guts out!!
This movie
is really
disgusting!!

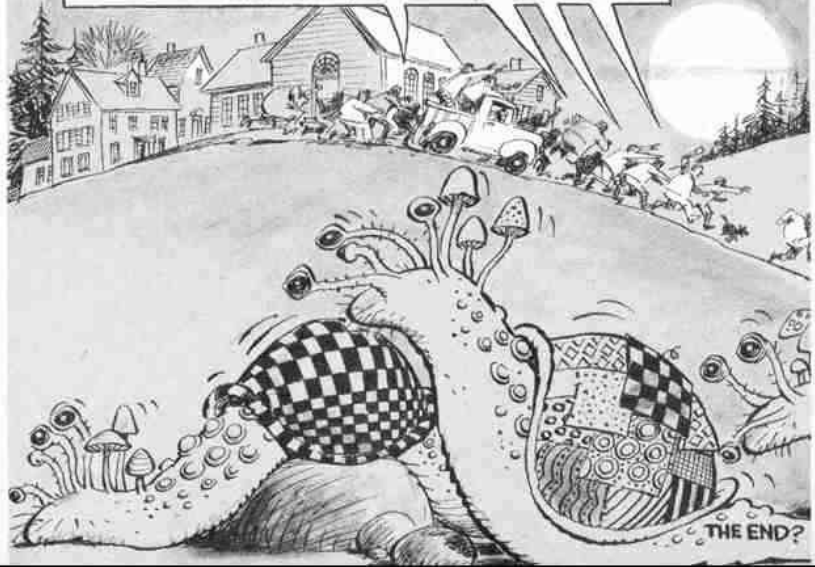


Confucious say, "Man
who steal other man's
Muggwai steal himself
plenty big trouble!"

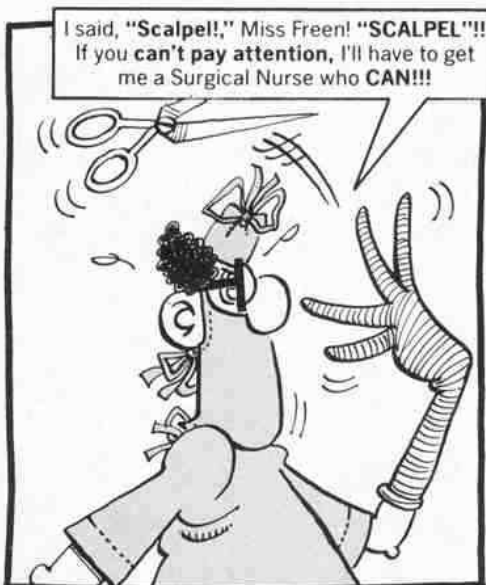
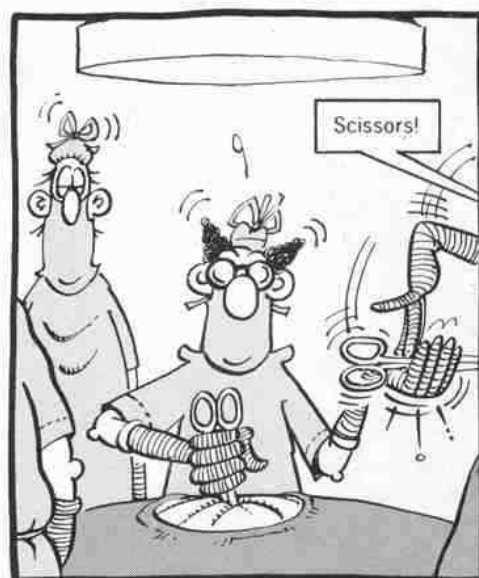
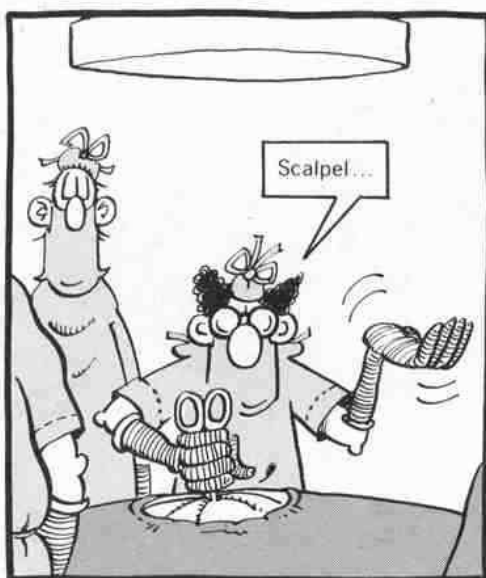
S'long, Gizmoo!
Gee ... I really
loved that cute
little guy ... !

Hey, Son, don't
feel bad! I'll
just get another
present for you!

Seltzer ... if you ever bring another present
into this town, we'll **KILL YOU!!**



ONE FINE MORNING IN THE HOSPITAL



**A MAD
GUIDE
TO...**

POINT OF YOU DEPT.

WHAT'S CUTE...

ARTIST: PAUL COKER



Girl Scouts are cute!



Girl Scouts selling cookies are not!



Precocious kids on TV are cute!



Your daughter's first wedding is cute!



Her fourth wedding is not!



Cats are cute!



**Your little daughter dressing
up in Mom's clothes is cute!**



**Your grown-up son dressing
up in Mom's clothes is not!**



**Your son's crush on his sec-
ond grade teacher is cute!**

AND WHAT'S NOT

WRITER: MARK DRESSLER



Precocious kids at home are not!



Babies that drool are cute!



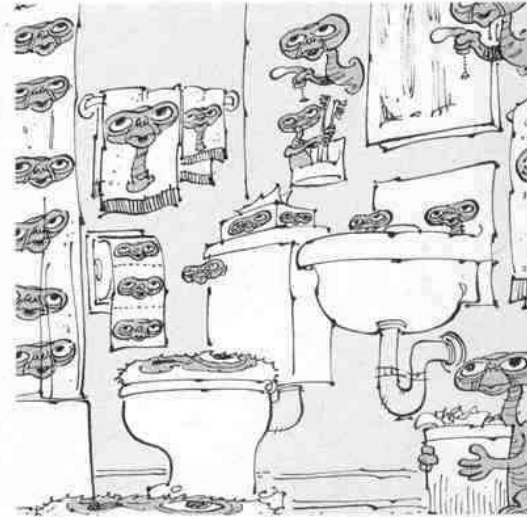
Grown men who drool are not!



People who adore cats are not!



E.T. in the movie was cute!



E.T. all over your house was not!



Your husband's crush on the same teacher is not!



Playing "Cowboys and Indians" when you're a kid is cute ...!



Playing "Cowboys and Indians" when you're President of the U.S. is not!

CARTOONING IN DEPT.

What's been happening in the comic strips these days? The same old stuff, as if you didn't know. Dagwood, Beetle Bailey and their syndicated buddies are still doing their usual things in their own private little insulated worlds. Wouldn't it be re-

IF THE REAL WORLD WAS CAUGHT UP WITH

Beetle Bailey



Garfield



freshening if, just for a change, they got in touch with some of the cold, hard facts of today's real world? It sure would! But until that miracle happens, you'll just have to make do with the following MAD examples which show you what you'd have...

WORLD OF TODAY TH THE COMICS

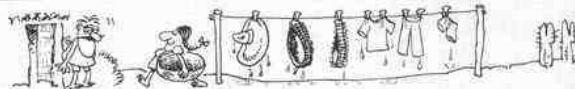
Blondie

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS



Agatha Crumm



Momma

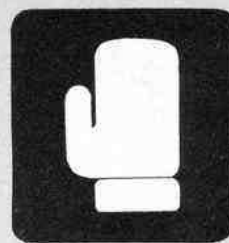


Hagar the Horrible



Andy Capp





SIGNS OF THE CRIMES DEPT.

The above signs are examples of the "International Symbols for Olympic Events" that have been used over the years to guide those who attended the games. But this July and August, millions of tourists will be descending upon Los Angeles to attend the Summer Olympic Games in the U.S.A., and MAD believes there should be some special

INTERNATIONAL SYMBOLS FOR OTHER OLYMPIC HIGHLIGHTS



RESTROOMS



PARKING AREA



LATE TICKET SALES



SOUVENIR GIFTS



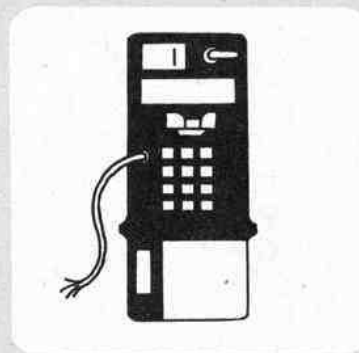
CURRENCY EXCHANGE



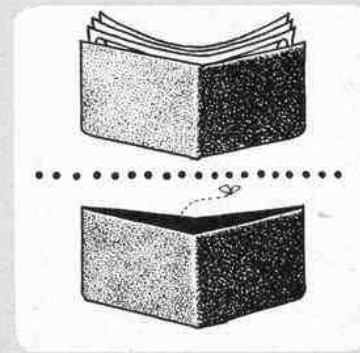
LOW PRICE SEATS



VENDING MACHINES



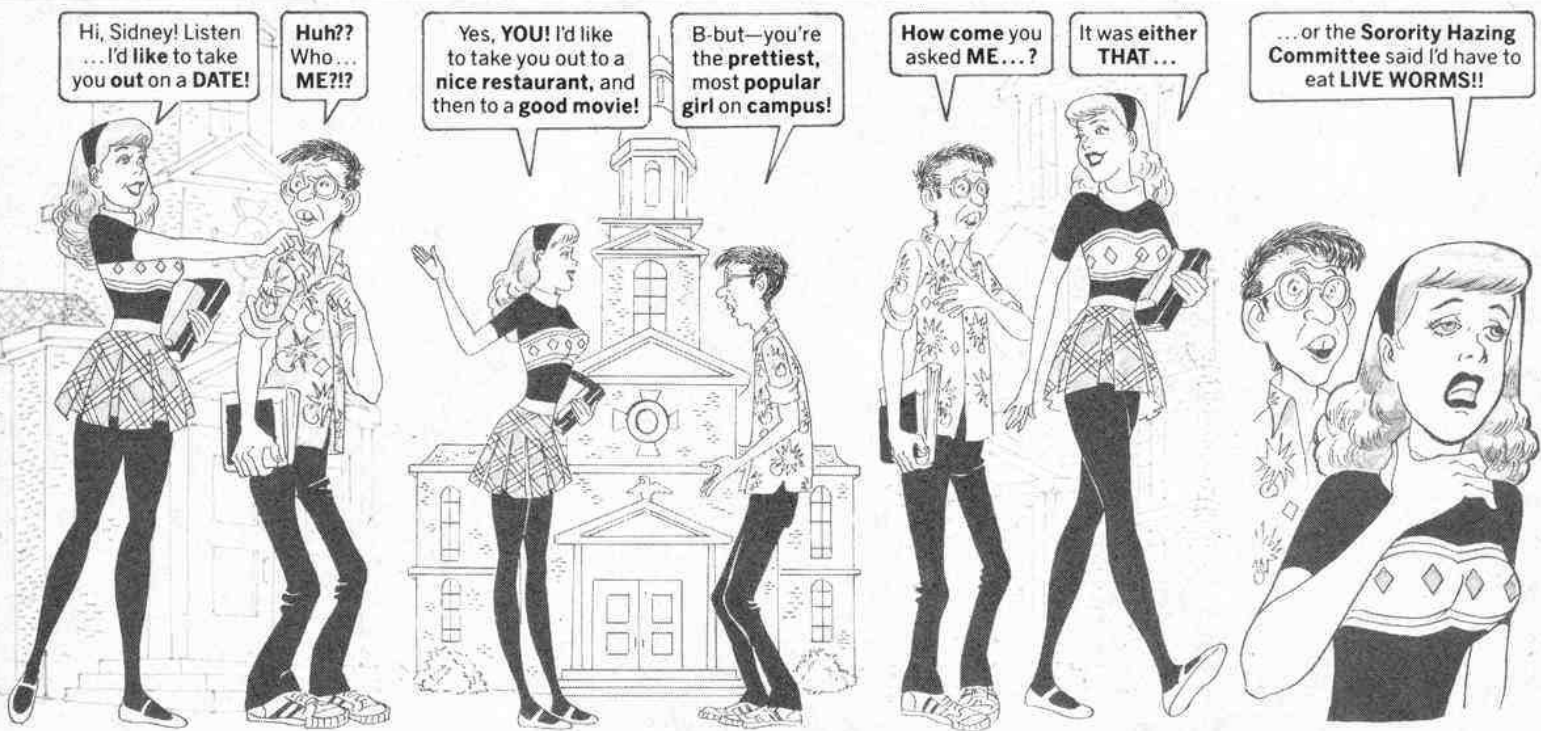
PAY PHONES



LOST AND FOUND



DATING



BERG'S-EYE VIEW DEPT.

THE LIGHTE

FAVORS





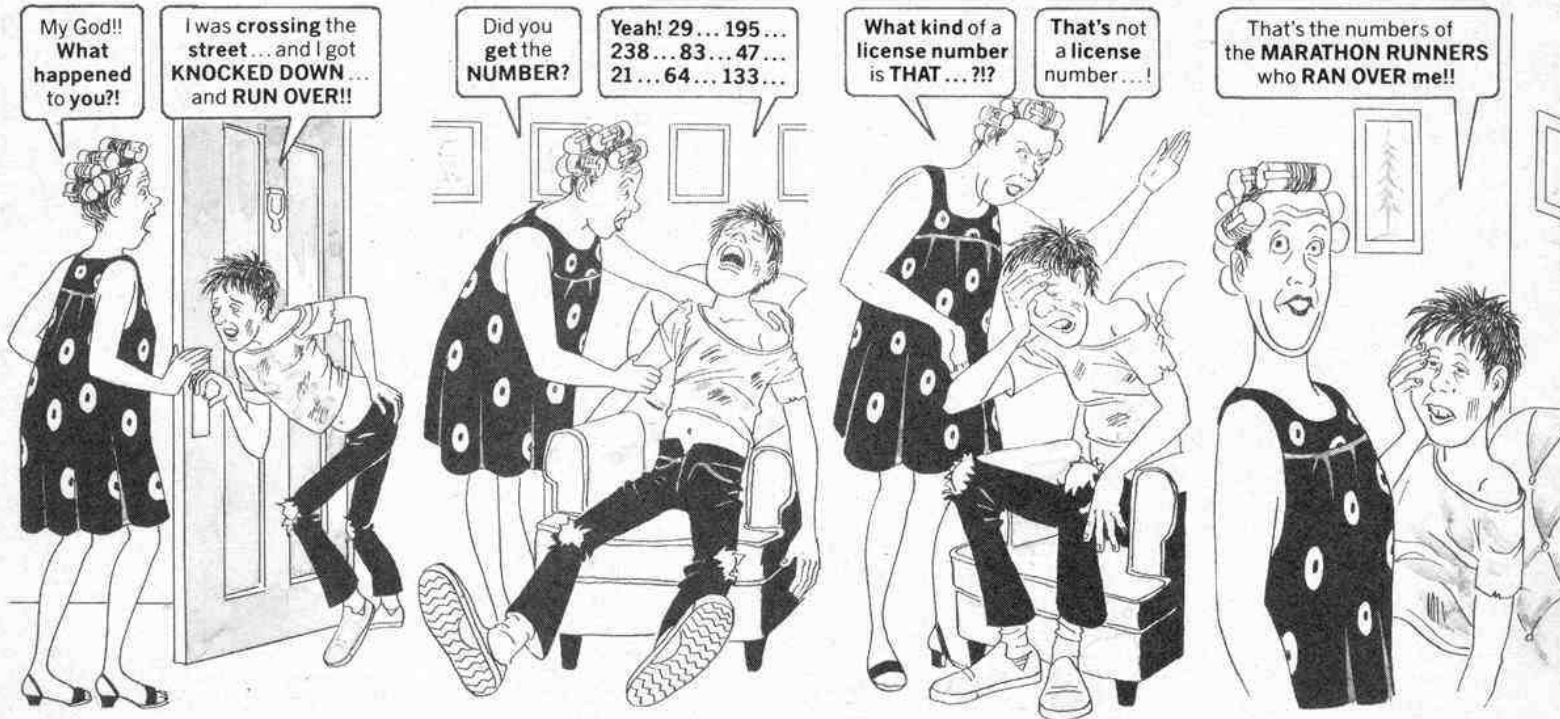
CLOTHING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

ACCIDENTS



MORNINGS

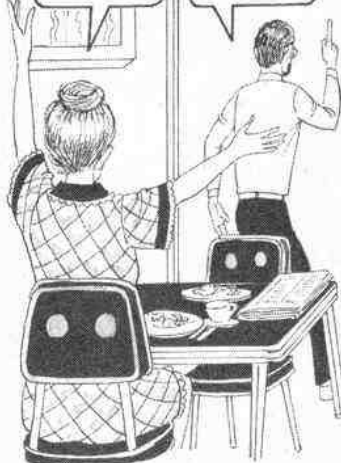
I—I can't believe it!
Here I am, smack-dab in
the middle of a **CORNY**
CLICHE SITUATION!!

Huh?
What's
bugging
you??

I **HATE** IT when you read
the **NEWSPAPER** when we're
having **breakfast**....!!

I feel so
—so **LEFT**
OUT of
everything!

Sorry...!
I'll take
care of it
right now!!



QUESTIONS

Do you like nuts...?

Why...??

Are you asking me to
GO STEADY with you?!!



SHOPPING

Did you ever read the list
of **INGREDIENTS** in these
boxes of food products...?

No! What
about
them...?



THE TELEPHONE

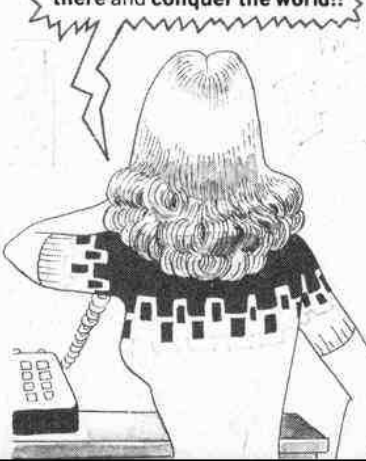
Roger's been **more depressed**
and **down in the dumps** than
ever before! I'd better give
him a call and see how he is!

Hi, there!
How the heck
are you...?

Great...!
Marvelous!
Stupendous!

I'm fantastic! I feel totally
self-confident, and **absolutely**
sure of myself! I could go out
there and **conquer the world**!!

Uh... what number is this??



TELEVISION



Oh, my goodness! She's in that dark basement with a strange man...!



Now he's picking up her dress... and her slip... and—Oh, no!! Not her bra and panties, too! Oh, my God... all that FILTH!!



Wow! Your Mom sure is into Soap Operas!!



Yeah! And more than you know!!

Because that was only the DETERGENT COMMERCIAL!!



COMPASSION

If our bombers ever dropped this stuff on the enemy, they'd accuse us of waging **CHEMICAL WARFARE!**



Mom!! There's a man outside... **CRYING!!** Can I have some money to give him...?



Of course! What's he crying about?



"ICE CREAM POPS... CHOCOLATE SUNDAES... FROZEN CUSTARD!!"



THE FAMILY CAR

I've got a **date** with one sexy slick chick tonight! We're driving down to the lake... and we're gonna make out like crazy!!



Yeah, Man... tonight is definitely my night to howl!



Oh, there's something I forgot to tell you!!

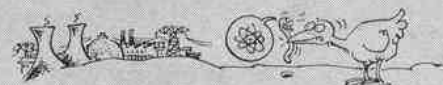
The car won't start...!!



Yee oow!



ILLNESS



Hi! I heard you had the **FLU**!!

Yeah! I had a **bad case**!

The Doctor put me on **heavy doses** of a new medication—

—and it **knocked out** my Flu in a couple of days!!

So why are you still in bed...?

Now I have to recover from the **SIDE EFFECTS** of the **MEDICATION**!

DO-IT-YOURSELF

All I have to do is **tighten these screws**, and I'll be finished with this thing!

Darn it! The phone **WOULD** ring just as I'm on the last one! Mark, be a good boy and **answer it** for me!

Hello...? Mr. Krock...?! You mean, my **Dad's BOSS**?! Uh, Dad can't come to the phone right now! **WHY**...??

He's got a **SCREW LOOSE**!!

RESTAURANTS

Will you look at **THAT**...!?

Oh, my gosh...! Call the **Waiter**, and **COMPLAIN**!!

Waiter, there's a **HAIR** in my soup!

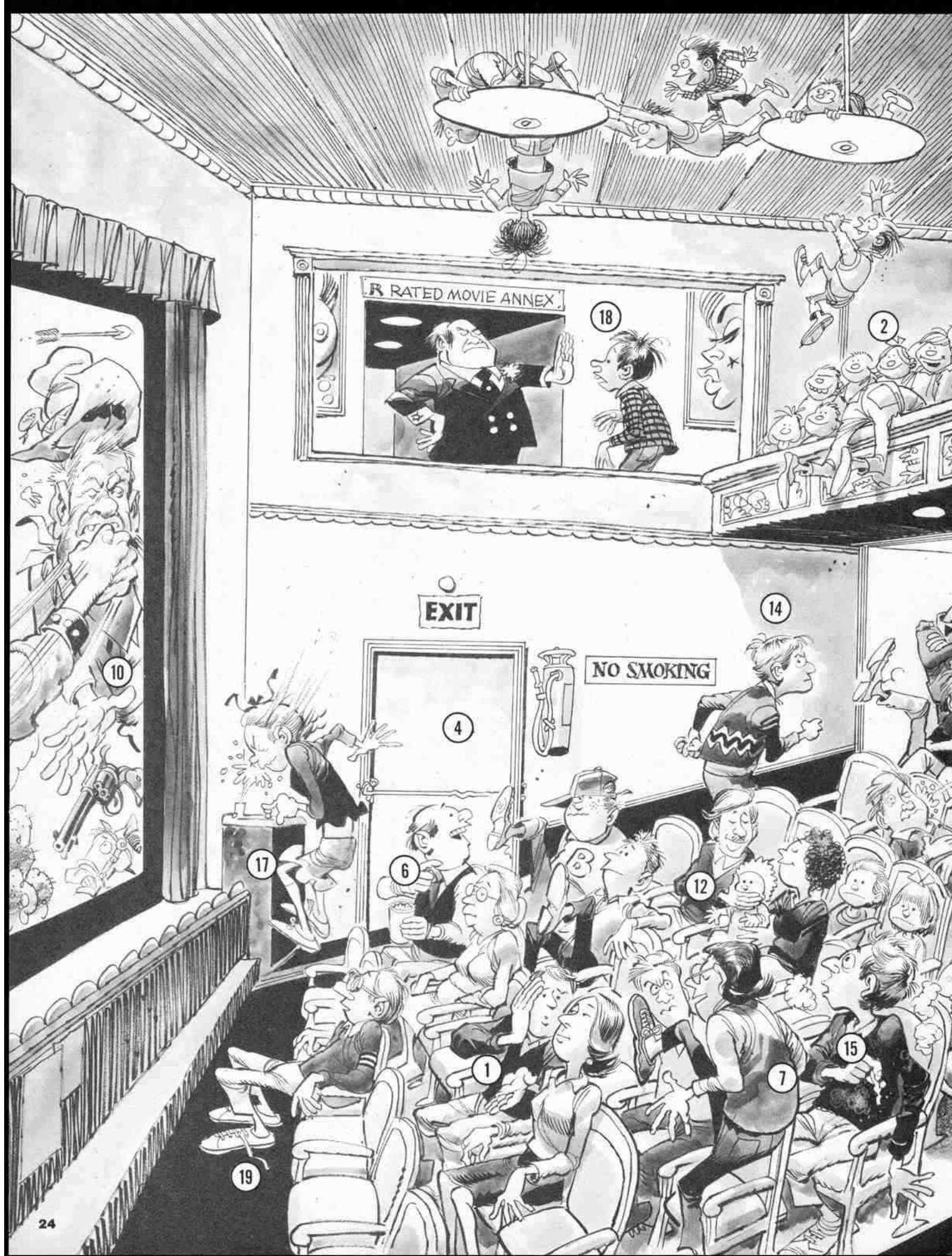
What...?!? **Impossible**!

I'll be a **son of a gun**!! There really **IS** a hair in your soup! I'd better take it **back** to the kitchen...!

David Bero

ONE FINE AFTERNOON IN THE MORGUE





ERR APPARENT DEPT.

HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A MOVIE THEATER?

ANSWERS

- (1) The guy who's talking to his friend is whispering so he won't disturb others.
- (2) The kids in the balcony are not throwing Raisinettes at the people below.
- (3) A theater employee actually swept the aisles between shows.
- (4) No one is sneaking into the theater through the Fire Exit doors.
- (5) The teenager stopped playing "Donkey Kong" in the middle of a game because the movie was about to start.
- (6) The middle aged couple actually found the nerve to ask the teenagers behind them to stop kicking their seats.
- (7) The man entering the aisle, who's being careful not to step on anyone's feet, really isn't stepping on anyone's feet.
- (8) The guy is thinking about the movie's plot, and not about when and how to make a pass at his date.
- (9) There are no knife slashes in the seats.
- (10) The movie that's being shown does not contain one car-chase scene.
- (11) The projectionist noticed that the movie is out of focus, and he's fixing it.
- (12) The crying baby is being quieted by its considerate parents.
- (13) A candy bar at the concession stand costs less than the price of a ticket.
- (14) The teenager is walking out in the middle of the movie because it contains too much violence.
- (15) The man is extinguishing his cigarette after seeing the "No Smoking" notice.
- (16) There are organized single-file lines at the concession stand.
- (17) The water fountain works.
- (18) A teenager is being refused admittance to the "R" movie because he's underage.
- (19) The floors are not sticky from spilled sodas, discarded candy and God knows.
- (20) An usher is helping someone find a seat.

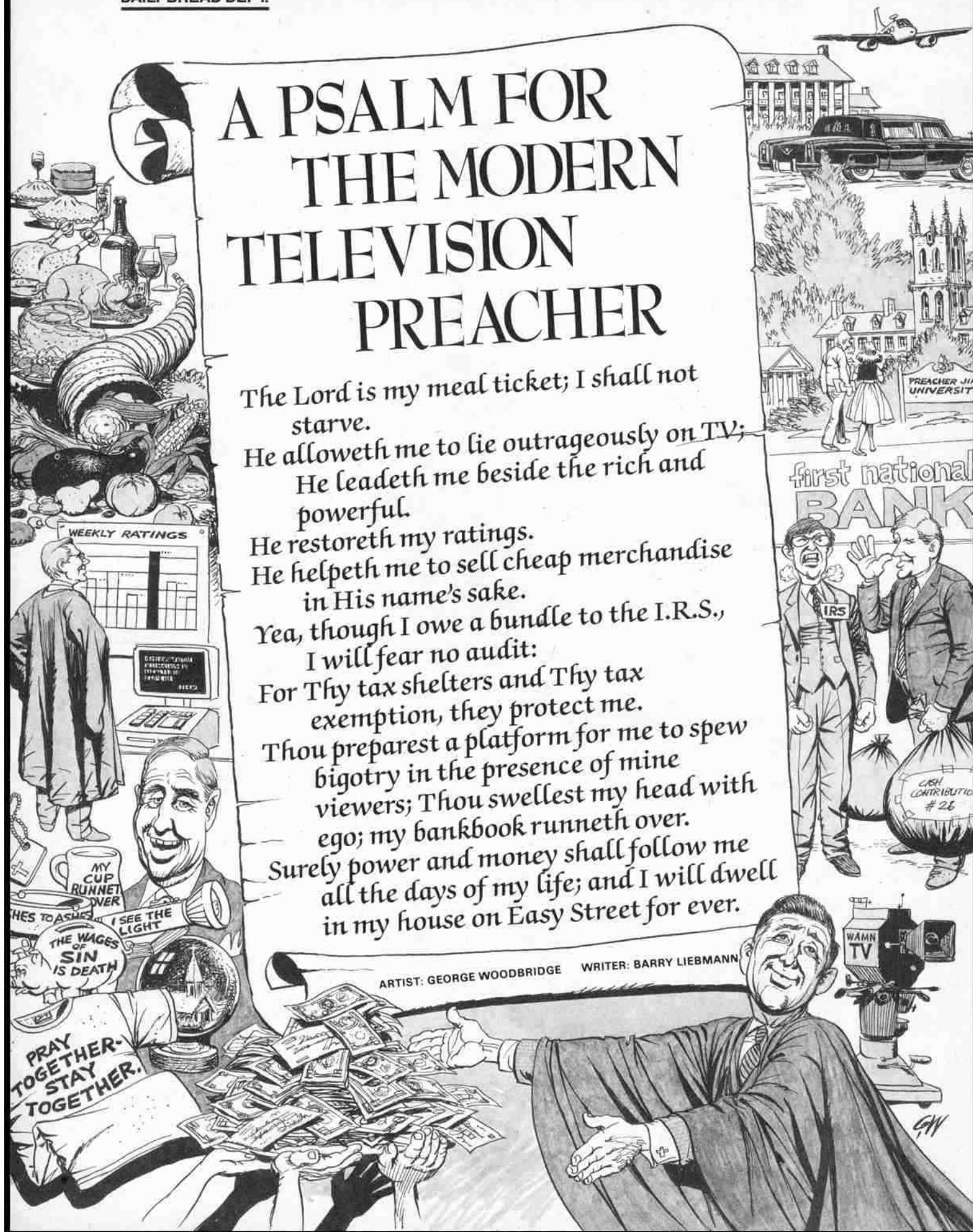
ARTIST: JACK DAVIS

WRITER: CHRIS HART

A PSALM FOR THE MODERN TELEVISION PREACHER

The Lord is my meal ticket; I shall not
starve.
He alloweth me to lie outrageously on TV;
He leadeth me beside the rich and
powerful.
He restoreth my ratings.
He helpeth me to sell cheap merchandise
in His name's sake.
Yea, though I owe a bundle to the I.R.S.,
I will fear no audit:
For Thy tax shelters and Thy tax
exemption, they protect me.
Thou preparest a platform for me to spew
bigotry in the presence of mine
viewers; Thou swellest my head with
ego; my bankbook runneth over.
Surely power and money shall follow me
all the days of my life; and I will dwell
in my house on Easy Street for ever.

ARTIST: GEORGE WOODBRIDGE WRITER: BARRY LIEBMANN



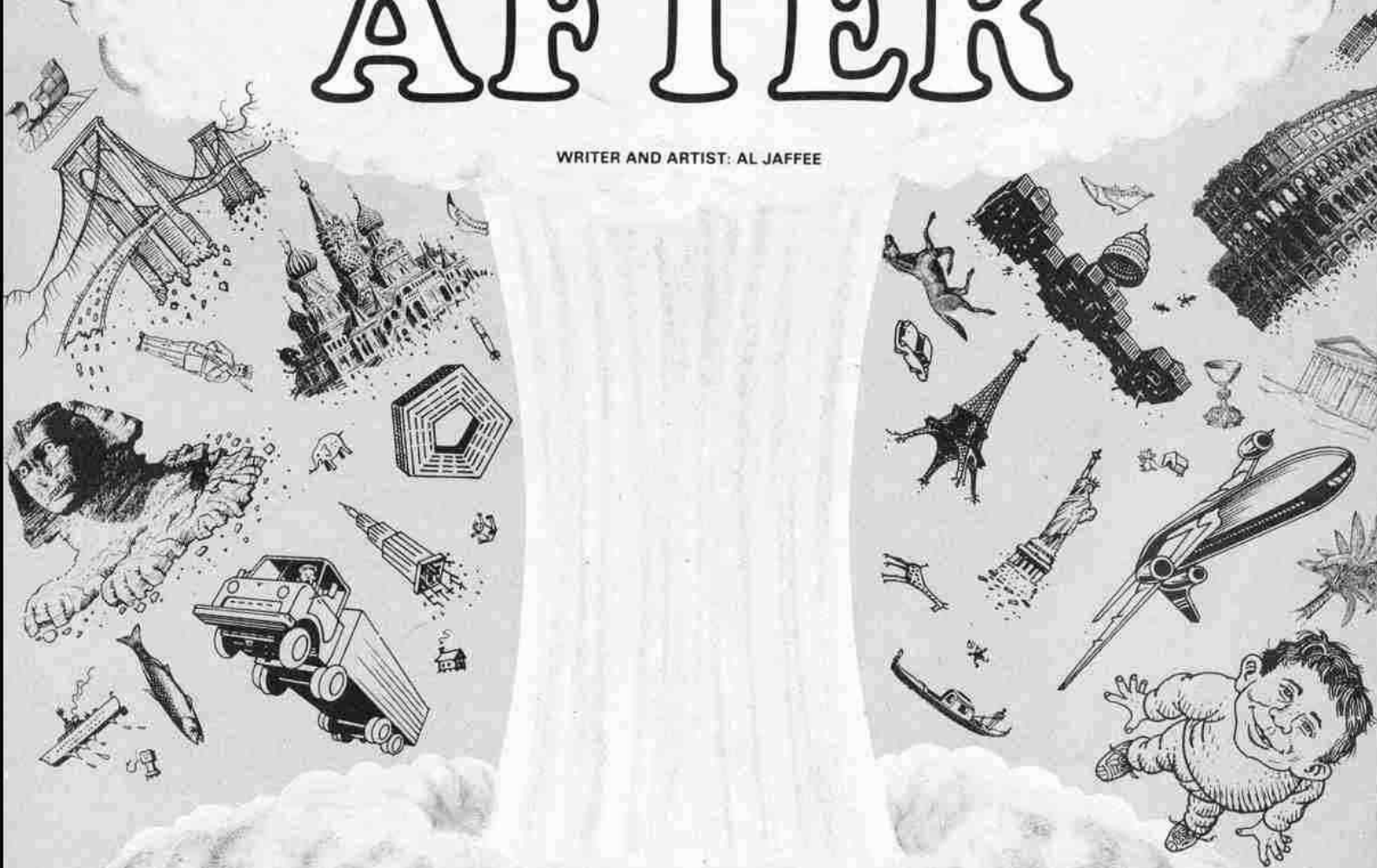
BLAST LAUGH DEPT.

Everyone knows that the best thing to do in difficult times is to keep busy! Keeping busy occupies your mind and prevents you from going into deep depression. So, just to be safe, here are some MAD suggestions for keeping busy during the difficult time ahead. Mainly, here are some

**WARNING: THE SURGEON GENERAL
HAS DETERMINED THAT EXPOSURE
TO NUCLEAR RADIATION MAY BE
HAZARDOUS TO YOUR HEALTH**

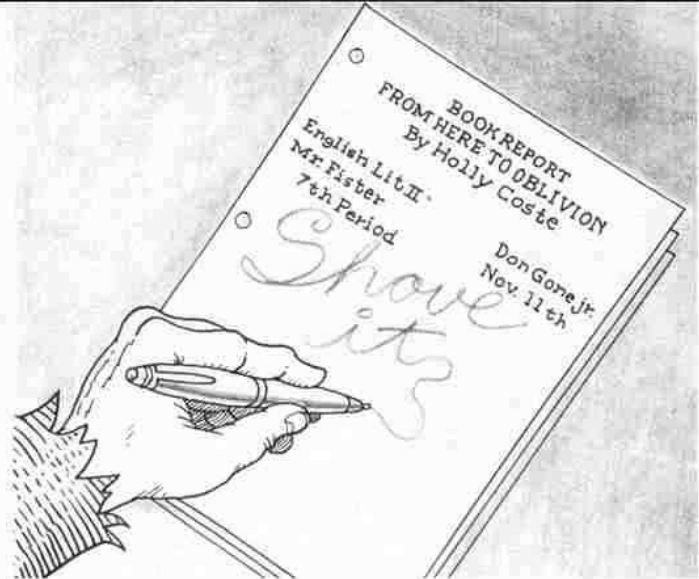
THINGS TO DO ON THE DAY AFTER

WRITER AND ARTIST: AL JAFFEE

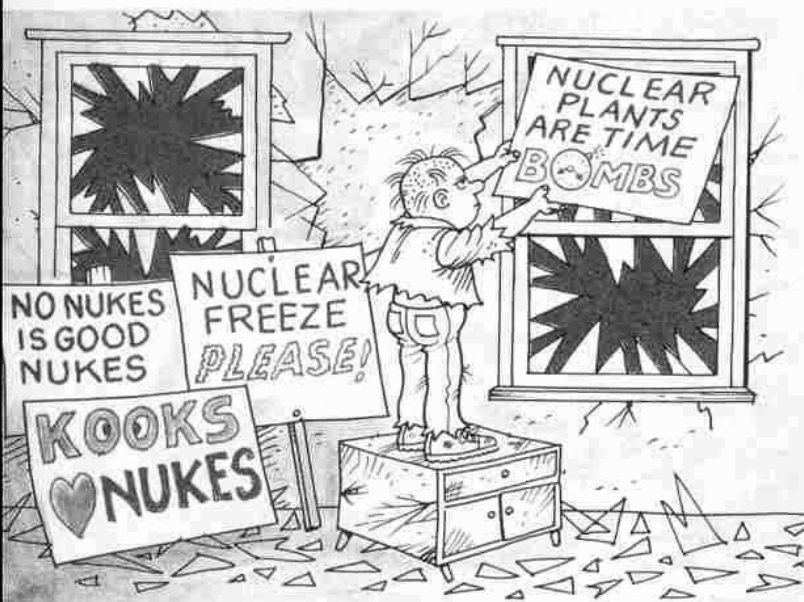




Cancel your subscription to "House Beautiful" magazine.



Write a tender message on your overdue term paper.



Use old "Nuclear Protest Signs" to close broken windows.



Use birth control devices for other recreational activities... now that everyone's sterile anyway.



Find other uses for flashlights,
28 now that you glow in the dark.



Stuff a pillow with your
falling-out hair, and...



...make a necklace with
your falling-out teeth.



Put your Ten-Year-Calendar to more immediate practical use.



Park anywhere you like any time you like.



Put the cat out as a night light.



Use your school textbooks to keep warm.



Promise to clean your room if your parents buy you a bulldozer.



Call any broker and offer to buy ten million shares of General Motors Corp. for ten cents.



Treat your "Pro-Nuke" neighbor to a special cigar you've saved for just such an occasion.



Eat, drink and smoke anything you want! The nicotine, tars and additives are the least of your problems now.

IT'S TRAINING CATS AND DOGS, ETC. DEPT.

OTHER USES FOR

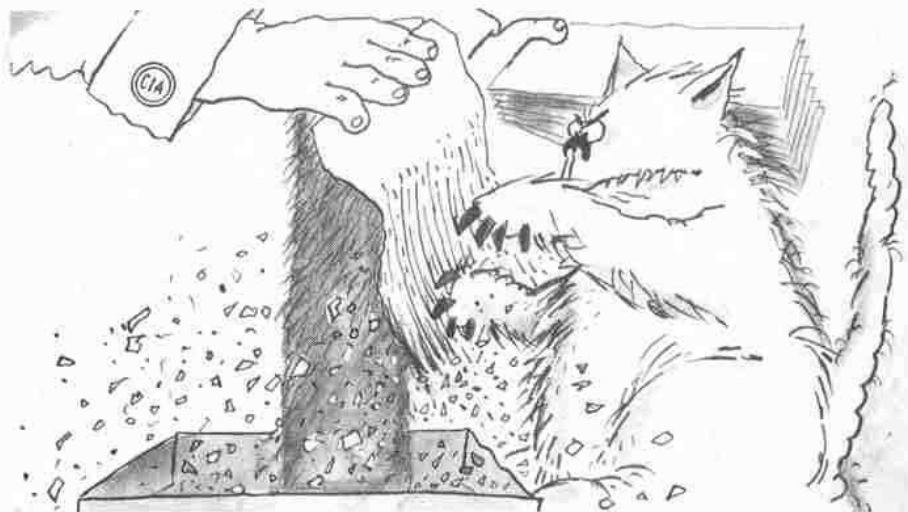
**DACHSHUND WALKMAN
CASSETTE CARRIER**



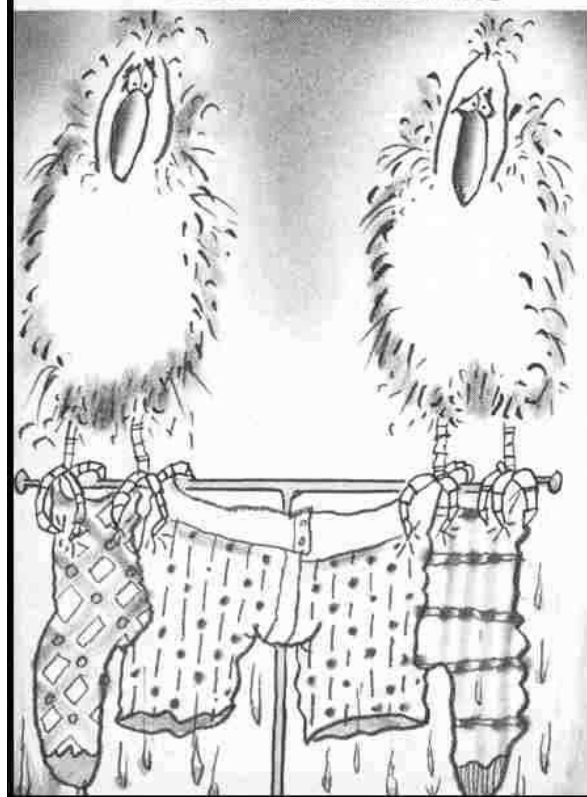
CHIHUAHUA PICKPOCKET GUARD



PUSSYCAT PAPER-SHREDDER



PARROT CLOTHES PINS



POINTER END TABLE



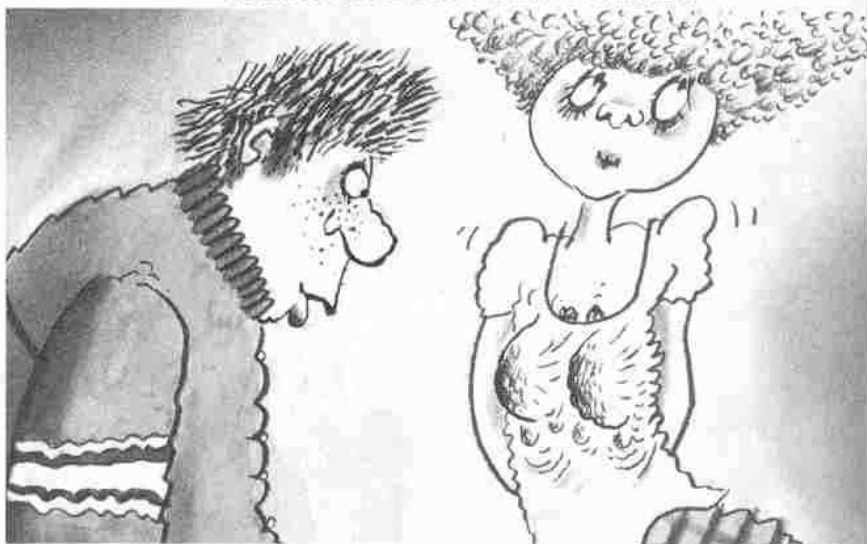
HOUSEHOLD PETS

WRITER AND ARTIST: PAUL PETER PORGES

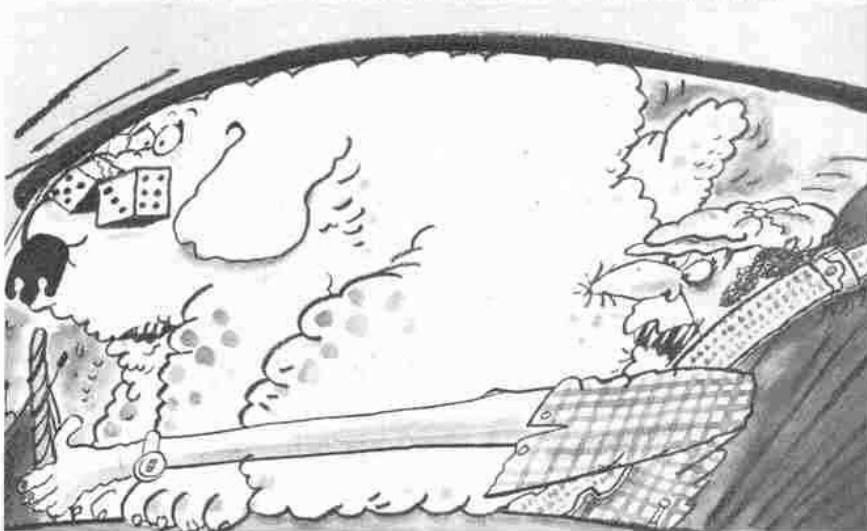
ST. BERNARD ENVELOPE SEALER



TWIN TURTLE NO-SLIP FALSIES



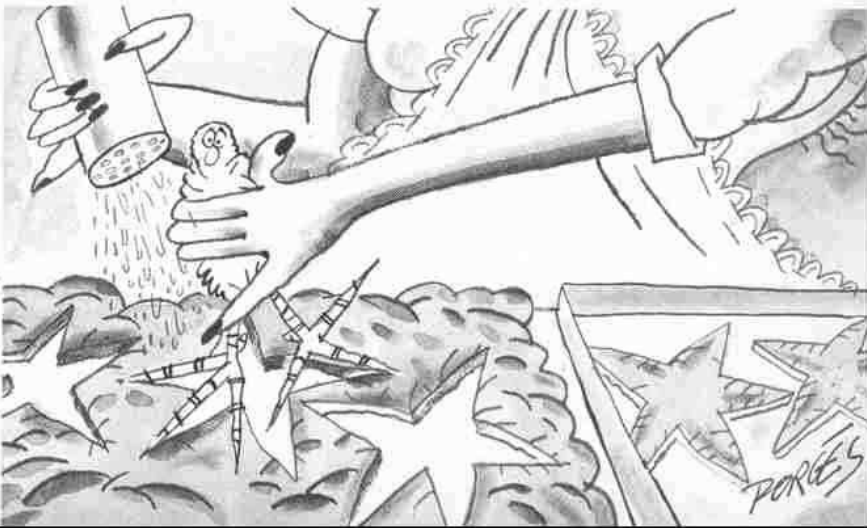
SHEEP DOG CAR CRASH SAFETY CUSHION

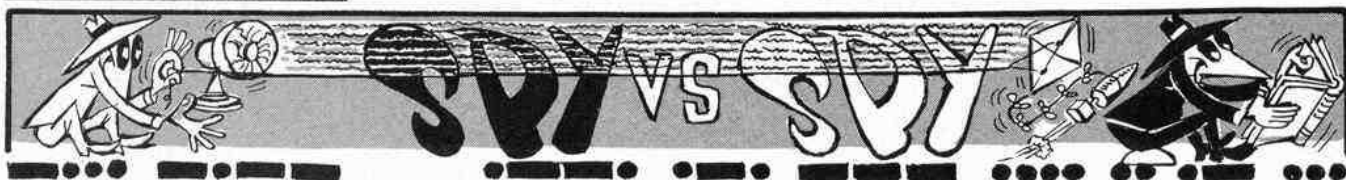


HAMSTER DOWNSPOUT CLEANER



CANARY COOKIE CUTTER



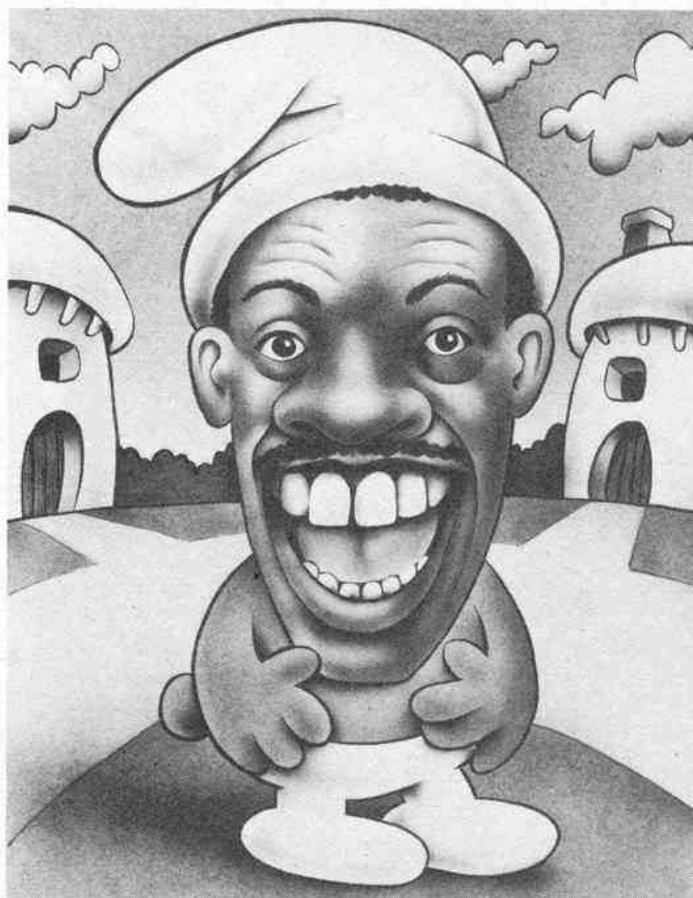


SPLIT PERSONALITEASE DEPT.

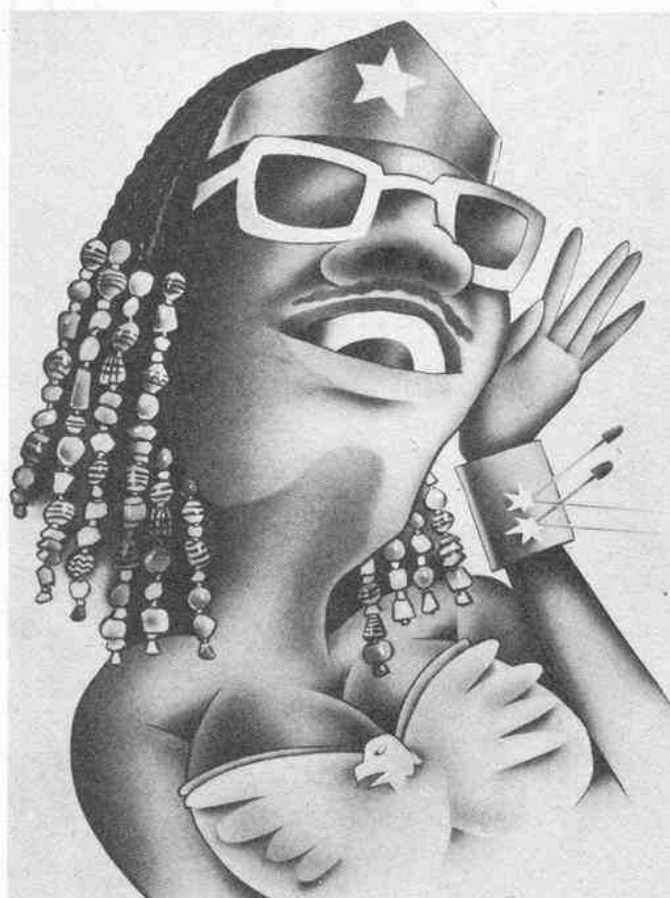
Hey, Gang! There's a new book out that we think is pretty funny, and we thought we'd share it with you. So we called up the publishers and conned them into giving us permission to reprint ten examples of...



TOM HACHTMAN'S DoubleTakes



Eddie Smurfy

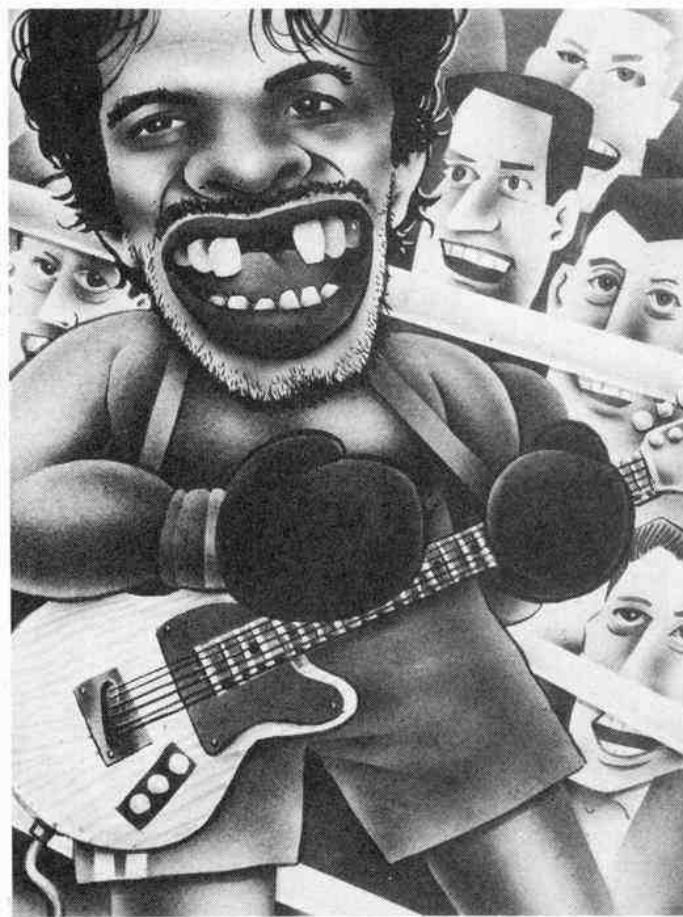


Stevie Wonder Woman

From "DOUBLETAKES" by Tom Hachtman
Reprinted by permission of Harmony Books, a division of Crown Publishers, Inc.
Copyright © 1984 by Thomas Hachtman



Olivia Elton John



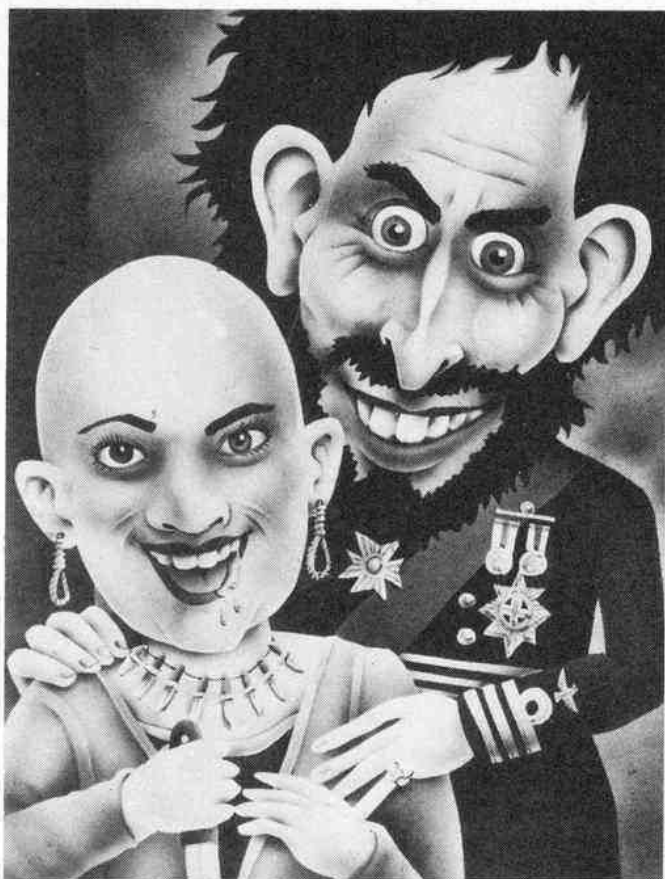
Bruce Spinksteen



Farafat



KISSinger



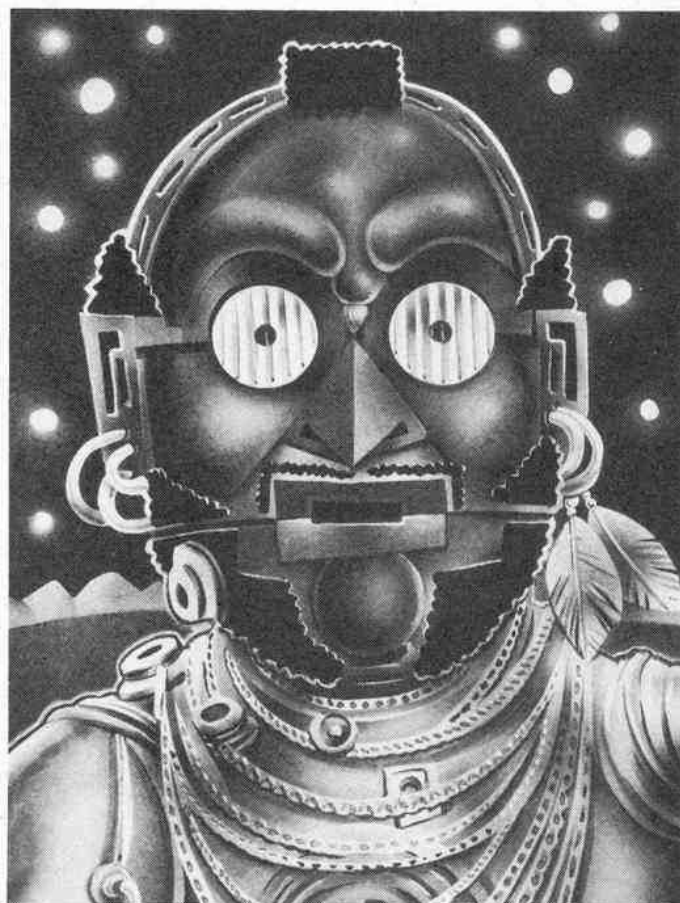
**Prince Charles Manson
and Princess Die**



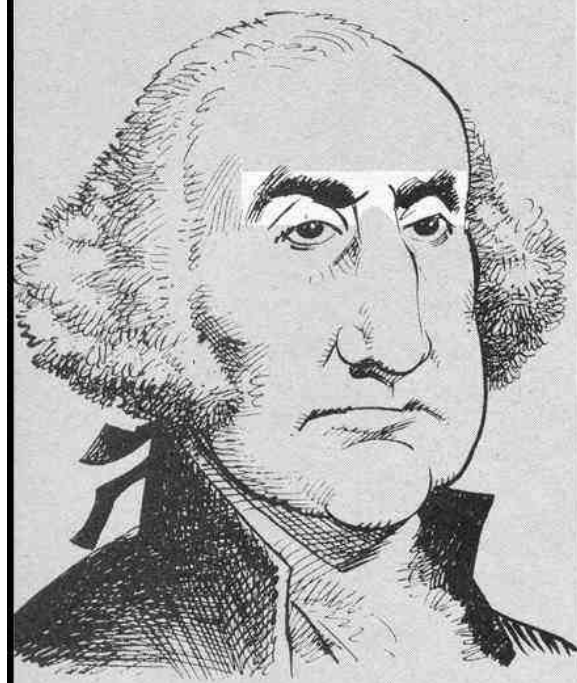
Mick Jabba



Tattoo-D2



Mr. T3PO



The Eyebrows of
GEORGE WASHINGTON



The (Upside-Down)
Beard Of
ABRAHAM LINCOLN



The Eyebrows, And
Wedding Ring Of
RONALD REAGAN

OUR FEATURES PRESENTATION DEPT.

This summer, America's two major political parties will hold National Conventions to nominate their candidates for President of the United States. And this November, the voters will choose between them. Of course, these Presidential candidates will have good features...and bad features. But neither will be perfect! Which brings us to this article: We've taken selected features from two dynamic past Presidents...plus all the other hopefuls who, either actively or passively, sought their Party's nomination in 1984...and put them together to bring you—



MAD'S

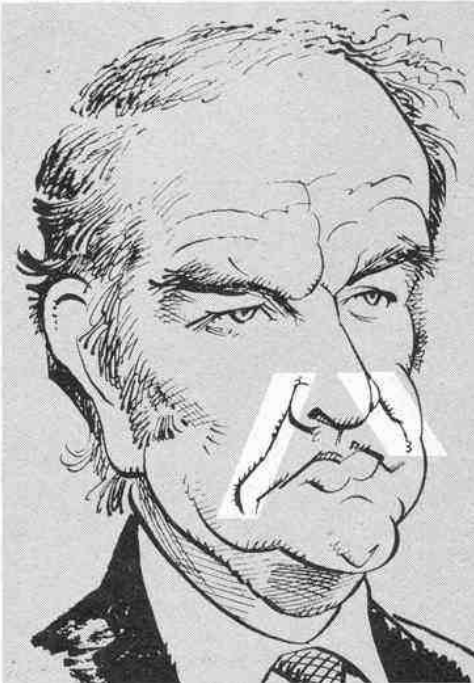
ARTIST: MORT DRUCKER



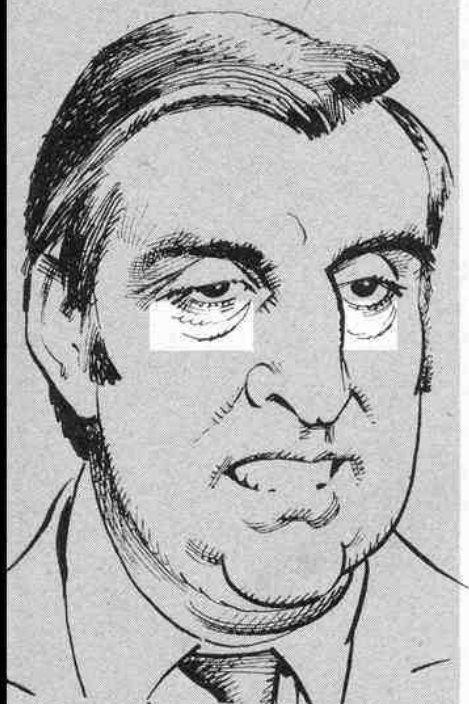
The Nose, And The
Shock Of Gray Hair Of
TED KENNEDY



The Bald Pate Of
JOHN GLENN



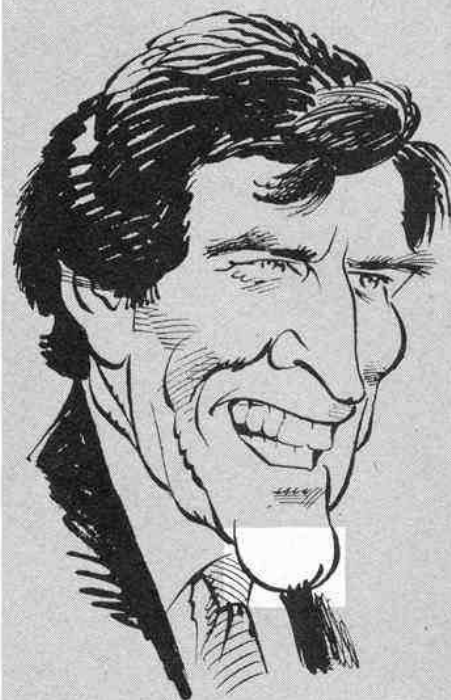
The Expression Lines Of
GEORGE MCGOVERN



The Eye Bags Of
WALTER MONDALE



The (Flipped) Hair
And Sideburns Of
JESSE JACKSON



The Chin Of
GARY HART

IDEAL PRESIDENTIAL CANDIDATE FOR 1984

WRITER: DON EDWING



The Eyes Of
REUBIN ASKEW

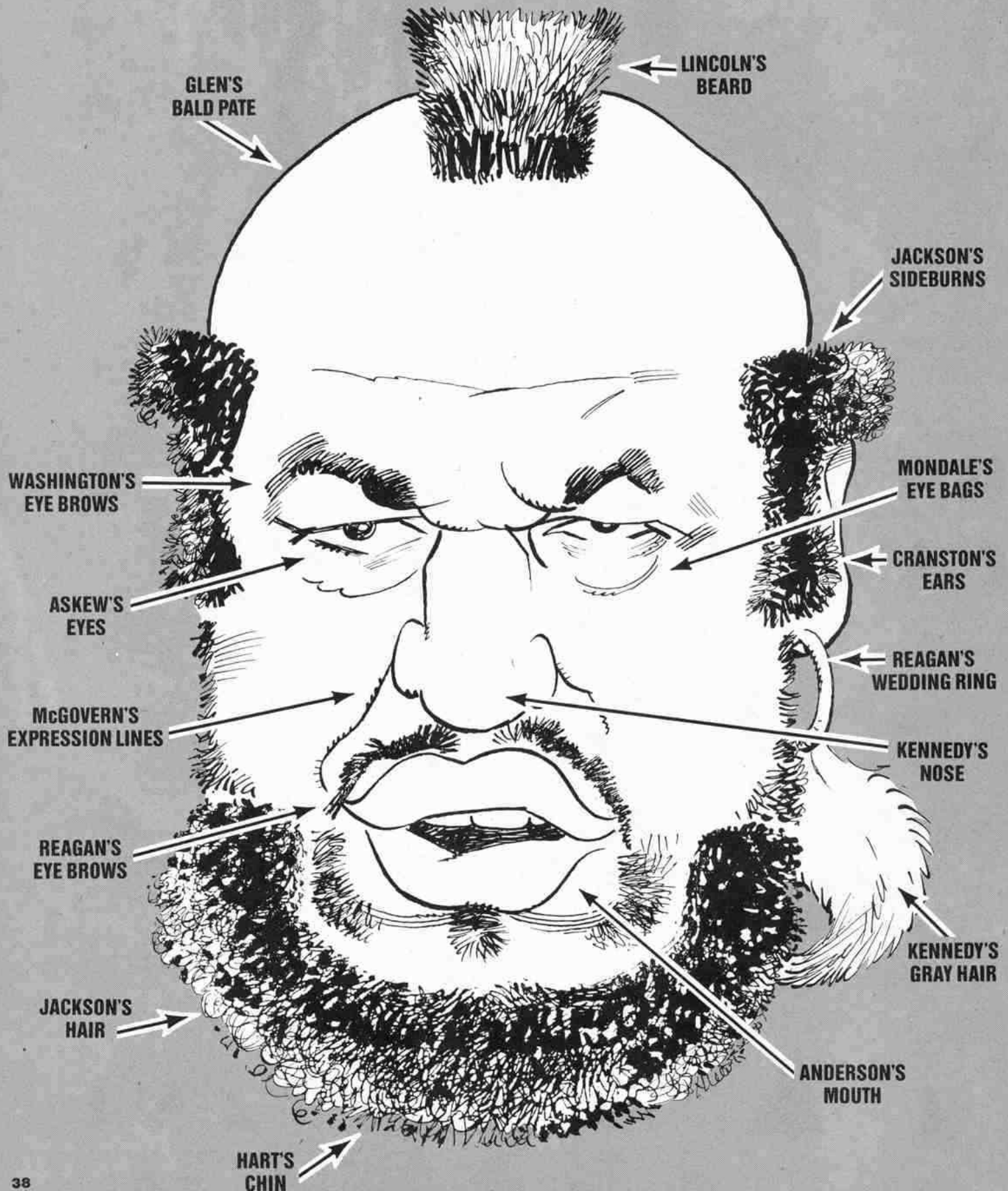


The Ears Of
ALAN CRANSTON



The (Flipped) Mouth of
JOHN ANDERSON

AND HERE HE IS ... MAD'S IDEAL PRESIDENTIAL CANDIDATE FOR 1984



SWEAT SUCKS! DEPT.

Wherever you look today, people are into jogging, tennis, marathon-running and other forms of (yecch) exerting pastimes. Mainly, physical fitness has taken over. Which makes it really tough on lazy slobs who hate exercise in any form, but don't want to admit it. What in heck are they supposed to do? Well... as luck would have it, MAD recently came across a catalogue crammed with items especially designed for the "Non-Athlete." Which is our way of introducing...

ARTIST: BOB CLARKE

IDEA BY JAMES KASMIR

WRITER: FRANK JACOBS

The SHAM-JOCK Catalog

PHONY
ATHLETIC
ATTIRE
FOR THE
ARMCHAIR
ATHLETE

Get With The
Sham-Jock Look
And Fake Out
Your Friends!

SHAM-JOCK SPORTING GOODS, INC.
Manufacturing Equipment For The Non-Athlete
Who Wants To Look Like One Since 1980 Or So

OUR "SLOB'S SWEATSUIT" IS DESIGNED TO IMPRESS!

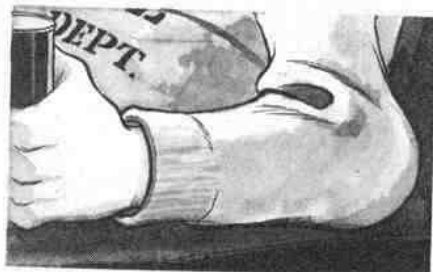
NOTE THESE EXCLUSIVE SHAM-JOCK FEATURES!

The "stenciled inscription" makes it look as if you once starred as a first-string college athlete.

The pre-stained underarms gives "evidence" that your sweatshirt has actually been sweated in.

The pre-patched knees convinces your friends that this is a garment that has actually been used for your grueling daily workouts.

The pre-ripped ankle bands backs up wild stories of your "courage" attempting to evade snapping dogs while jogging or marathon-running.

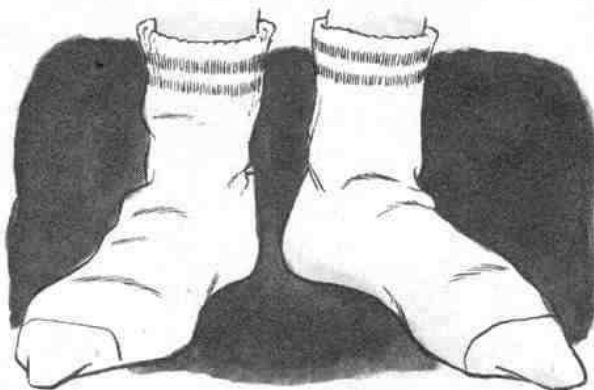


Sweatshirt elbows are triple-layer padded, providing comfy support for those weekends that you spend holding cans of beer while you doze off in your favorite easy chair!

NO. 819 \$39.95



YOU REALLY GET INTO SHAM-JOCK SOCKS!



Sock it to your chums with our phony footwear! Each pair of our Sham-Jock Socks sports bogus "athletic stripes" at their tops—pre-faded to simulate rugged jock use! Actually, material is heather-soft cashmere for maximum luxuriating while you're goofing off!



Order 3 pair of socks and get a FREE spray can of our patented Foot-Stench formulated to duplicate the ulp-sickening smell of most runners' feet!

NO. 435

**1 PR. \$5.50
3 PR. \$15.00**

SMELLING IS BELIEVING!

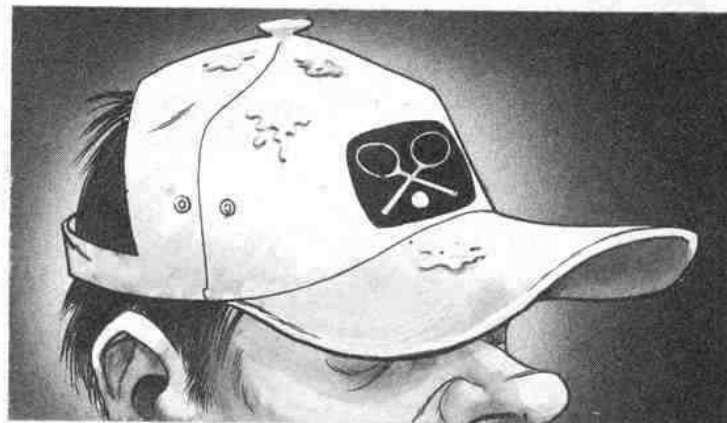


So why work up perspiration when you can spray it on with "Quik Sweat"? Applied to the face, it beads and runs like the real thing! Applied to the underarms, it clings and gives you that unmistakable "work-out odor"!

NO. 297

PER CAN \$5.95

KEEP ON THE TOP OF YOUR GAME!

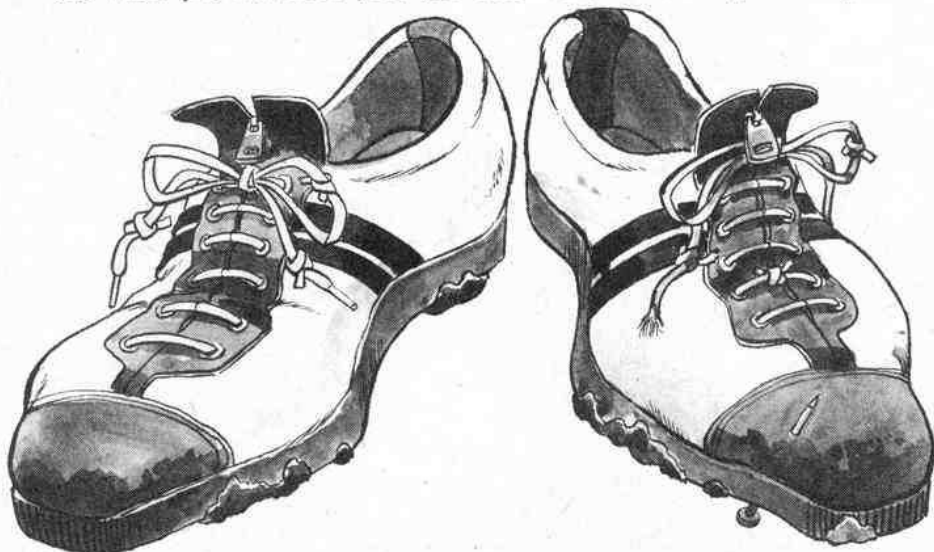


Your game of fakery, that is, when you wear your nifty Sham-Jock Tennis Hat! Pre-wilted and pre-stained with lifelike bird droppings, it has that authentic "Used Look" coveted by all lazy non-athletes! Order it today!

NO. 281 (SPECIFY HAT SIZE) \$6.95

OUR SHAM-JOCK SNEAKERS ARE A REAL "PUT-ON"!

Bending over can be strenuous! Why be "tied down" with ordinary sneakers when you can ease your feet into "Fake Laced" zippered slip-ons!



Factory worn soles will prove beyond a doubt that you're into heavy running!

Sole edges are decorated with fake "tar" and "doggie-do" stains... giving more evidence of much rugged street running!

YOU'LL LOVE THESE ADDED "EXTRAS"

Knots in laces will convince your athletic pals that these sneakers have seen plenty tough daily use!

Optional "Imbedded Nail" effect adds to convincing "Run-In Look"!

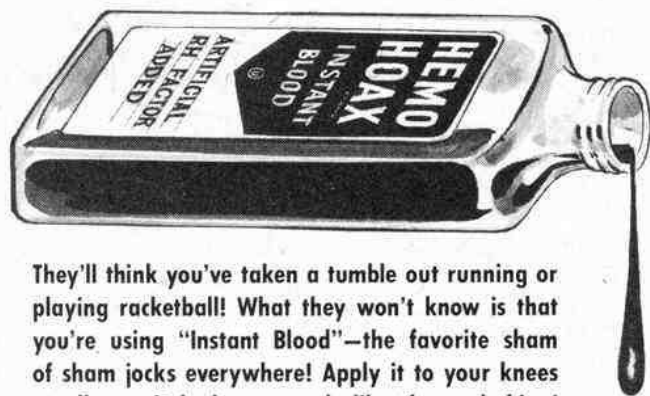
Cushy heel-base with butter-soft padding guarantees comfort when propping feet on sofas, coffee-tables, footstools and hassocks!

Reinforced multi-layered toe tips resist wear and tear associated with kneeling and tuning TV sets.



NO. 1015 \$32.50 WITH OPTIONAL IMBEDDED NAIL \$36.50

FAKE THEM OUT WITH "INSTANT BLOOD"!



They'll think you've taken a tumble out running or playing racketball! What they won't know is that you're using "Instant Blood"—the favorite sham of sham jocks everywhere! Apply it to your knees or elbows, it looks, congeals like the real thing!

NO. 207 \$2.95 PER BOTTLE

GET SMASHED OFF THE COURT!

It looks like a can of tennis balls... but actually, it's a sneaky "thermos" that holds 12 oz. of beer or booze or soda or whatever you drink! Now you can have a quick and quite snootful ...while all those other idiots around you are into (yecch) exercising like mad.

NO. 211 \$12.50



WHO'S COVERING UP?

You are... when you dress up your library by covering up your old books with our fake jock-sounding jackets! Choose from these exciting titles:

NO. 290 EACH \$1.95



YOU'LL LOOK GYM-DANDY IN OUR "DO-NOTHING" GYM SHORTS

**THE MORE YOU'RE OUT OF SHAPE
THE MORE YOU'LL LOVE THEM!**

Rip in outer seam adds credibility
to the respected "Much-Used Look"!



Discover a new world of non-exercise with the gym shorts favored by out-of-shape "dawdlers" the world over!

The fabric is pre-grimed with road dust mixed with authentic city soot, creating the impression you're into heavy outdoor running like marathons!

Grass stains give "proof" you've taken spills on many a fictitious slope!

Seat is velour-lined for comfy softness while sitting around, and crotch area is double padded to prevent the dreaded "thigh shock" resulting from holding iced drinks between your legs.

NO. 663

\$9.95

THE SHAM-JOCK GYM BAG HAS IT ALL!



Our most successful item of athletic fakery! Friends will think you're toting shorts, gym socks and other detestibles! In truth, as the cutaway shows, bag's interior contains compartments for stashing cookies, candy bars, potato chips and similar junk food necessities needed at a moment's notice by the phony jock!

NO. 275

CHOCK FULL OF GOODIES

\$12.95

\$29.95

GET INTO AN OLD RACKET!

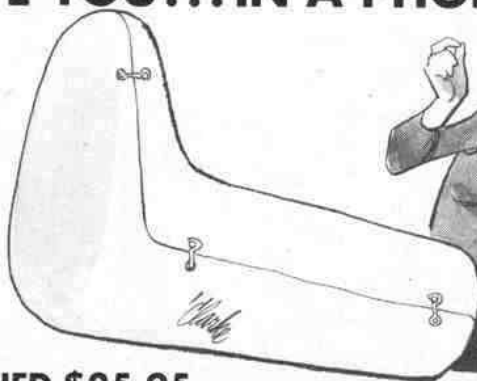
Carry around this beat-up old tennis racket...and look like a demon of the courts! Pre-scuffed and scratched, its loose strings provide you with the alibi that you're "waiting to have it re-strung!" You're not, of course, and you'll come off as a real tennis fanatic! Off the court, that is, before you can exert yourself!



NO. 244 \$27.50

THEY'LL LOVE YOU...IN A PHONY CAST!

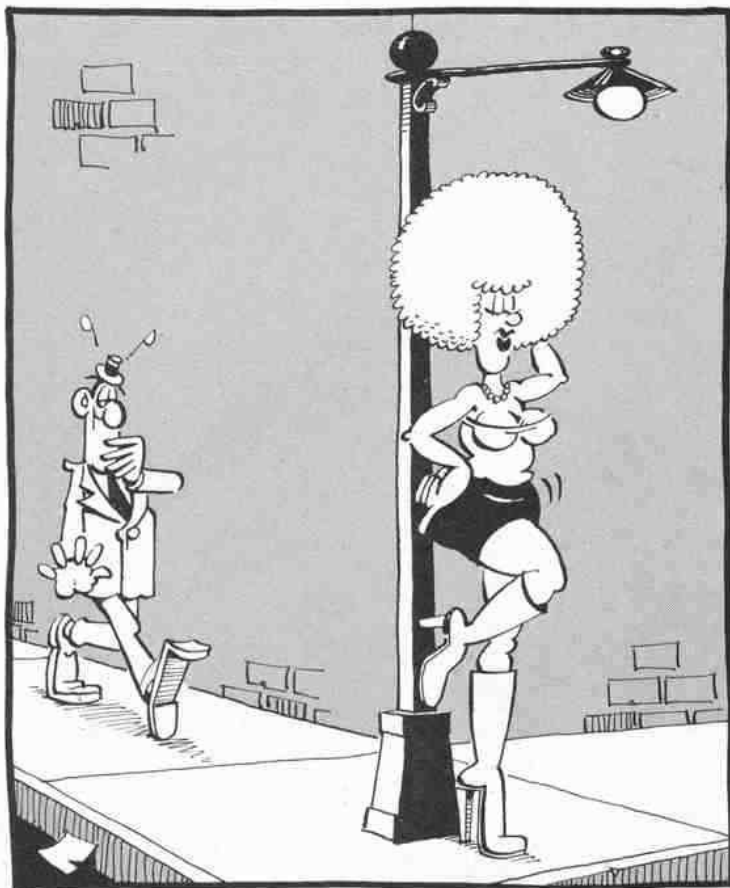
A must for the non-skier! Ultra light weight, it fits snugly around your leg as if something was actually broken! It's a sure-fire way to make out in the lodge, while the real skiers are wasting their time on the slopes!



NO. 224 \$15.95

PRE-AUTOGRAPHED \$25.95

ONE FINE EVENING ON A STREET CORNER



SALOONY GOONS DEPT.

What would you call a guy with the gall to open up a bar—
 Knowing that booze is why he's now a *former* baseball star?
 A guy like that you'd call a creep!
 That ain't so on a TV show that's built around a place—
 Where the cast drops zingers at a rapid-fire pace!
 Put downs and brews straight from the tap!

Sometimes folks want to zap their good ol'
 buddies and their peers—
 Blast 'em after all these years!
 With this in mind producers find
 that they're insuring their careers!
 They've got a show that's got them laughing in their...



BEERS

Man, I am **beat!**
I been diggin'
ditches, pullin'
wire an' layin'
cable **all day!**
But **now**... it's
**SOPHISTICATED
COMEDY TIME!**

Yeah! After a tough
day, we blue-collar
workers **thirst** for
only **ONE THING**...
witty, refreshing
ONE LINERS... an'
hip, underplayed
satirical **FARCE!**

Everybody
comes here
to **"BEERS"**!
It seems
to be the
**HOT, NEW
COMEDY
HANG-OUT!**

And **deservedly so**...! As a TV
Critic, I must say the **"writing"**
is **crisp**, the **"relationships"**
deep and the **"regulars"** quirky!
In all my years of watching TV
SitComs, I don't **ever** remember
this level of intelligent humor!

I do!!
When **WE**
did it,
a year
ago!!

YOU?!

Yeah!
in our
late,
great
TV
Series
called
"TAXI!"



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

Sure!! Anything you say! How's
THIS for subtle, Jock-Face??



Killa
is in
some
mood
today!

She
is **one**
crude,
tough
lady!

Yeah! I understand
that when she saw
"Terms of Endearment," she rooted
for the **malignancy!**



Okay, so what'll it
be today, Abnorm?

The usual, Coacher!

Right! Two minutes
of semi-cute, pre-
plot, verbal by-play
...**COMIN' UP**...!!



Y'know, I read somewhere that the **dolphin** is the **world's smartest fish!**

It must be **true, Coach!** I never heard of a **dolphin** failing an **S.A.T. exam!**

So...if the **dolphin** is the **world's smartest fish**, what's the **DUMBEST fish?**

My vote goes to the **DEEP-FRIED SHRIMP!!**



Y'know... scientists **ALSO** say that the **dolphin** is **SMARTER** than **MAN!**

Well, I'm not so sure about that!

Let's ask **Sham!** See what **HE** thinks!

Hey, Sham, are **dolphins** smarter than **Man??**

Well, the '72 **Dolphins** were pretty smart! But **don't forget**, that was the year they had **Jim Kiik, Mercury Morris** and **Larry Csonka!!**

That settles it! Yep, the **dolphin** is **DEFINITELY SMARTER** than **THIS man!!**



Gi'me a beer! I've got a **big problem!**

Well, I invited my **Boss** to my house for **dinner** tonight... but my **Wife** thought it was for **tomorrow night**... and all we got is **meatloaf**... and my **Boss** is a **strict vegetarian!**

What kind of a problem?

Choke! **THAT's** your problem!??



This is a **hip, Emmy Award-winning show** with a **fresh new concept!** Don't **EVER** come in here with a **1950's standard "I Love Lucy"-type SitCom Premise AGAIN!!**



What's eating you, Sham...? You're giving the **Happy Hour** a **bad name!!**

Yeah...! You were kinda **ROUGH** on that guy!

It's my **love life!** Dyan and I had **WORDS** last night!!

Big deal!! **Every** couple has words!

Yeah, but I didn't understand hers!



Sham... can we talk about our **date** last night?

What about last night?!! As a **reformed alcoholic**, you made a **giant faux pas!**

No, I didn't!! If I remember, it was a **large Bloody Mary!**

A **faux pas** is a **MISTAKE!**

I guess I **DID** put too much **Tabasco Sauce** in it!!





I think it's time for another of our "woman-to-vegetable" talks, Sham!

Okay! What's on your mind?

It's obvious that our **relationship** is a **transparent charade!** We're from **two different worlds!** I'm **uptown**, you're **downtown!** I'm a **college intellectual**, you're a **low-brow jock!** I adore **Shakespeare** and **John Cheever**, you worship **Whitey Ford** and **Nolan Ryan!** I have **super intelligence**, and you have the **I.Q. of a turtle!** We are the most **mis-matched pair** in **TV SitCom history!**

So ... ?? **Bottom line!!** What are you trying to say??

Bottom line??
You're a tall, handsome hunk!!
Let's get married!!



Hey, you're serious!!

Yes! I want a **commitment** from you... before this show gets so **clever**, it's cancelled!

Gee, Dyan... I'm not sure I could settle down! As an **ex-ball player**, I kinda **LIKE** the "**Free Agent**" rule!

Perhaps if I changed into **SOMETHING FLIMSY!?**



Okay...! You went out, and you came back, and I'm still waiting! What's so **FLIMSY??**

The **PREMISE!!** You have **24 hours...** or **2 MAD pages...** to make up your mind! **Marry me...** or I'm quitting "**BEERS!**"

Holy cow! What a dilemma! I **LIKE** Dyan, but I can't tie myself down! There are still **40 or 50 girls** in New England that I **haven't** been to bed with!!

And I'M one of them!!

Killa!! YOU??? Are YOU coming on to me!

Why NOT?? Every OTHER chick in this series does!!



Hey, **FORGET** Dyan! That egghead broad is out of your league! But **YOU** and **ME...** we're **STREET PEOPLE!** We're **TWO OF A KIND!** We've both been **KICKED AROUND!** And we both **SHAVE TWICE A DAY...**!!



No way, Killa! You're laughs, but it would never work!!

Why not?! Is it because I look like a **walking promo** for the "**Boston Zoo**"?

Don't be dumb!

Is it because I've got the **crudest mouth** on TV, and even **John McEnroe** once found me **crude** and **disgusting!**

No, don't be silly!

Okay... level with me! Is it because I've got a **face** that would **stop** an electric clock!

C'mon...!



Excuse me... but can you tell me the time...?

It's a quarter past **September 30th, 1982!!**

Hmm! That's a **strange time!!**

Yeah! Funny thing, though! That's the **very day** that **Killa** started working here!

See...? **SEE!?**



As my three brightest friends... a goof-off mailman, a bloated, unemployed accountant, and an absent-minded bartender... I welcome your feedback, and your keen insight...!

So tell me!! Do I marry her, or not!!

Well, Dyan has a clean, collegiate beauty! And she radiates a saucy, savvy sophistication! She exudes a long, leggy sexiness that most men would KILL for!

So...?

Dump her!! Who needs the broad!!

Yeah! As we say in the Post Office... don't rush into anything!!

And you, Coach?

Sorry, Sham! I forgot the question!

You want MY advice??

HEERE'S JOHNNY



TU-BORG OR NOT TO BORG... THAT IS THE AMSTEL

Look who dropped in at "Beers"!!

First, Tip O'Neill... then Dick Cavett... now JOHNNY CARSON!!

Isn't it amazing how a CELEBRITY CAMEO conveniently appears whenever the plot seems to be faltering!

And it doesn't hurt the Neilsen ratings, either!

So what's your advice?

I say, go for it! Despite my personal problems, I still feel that the only way Man can achieve total happiness is through marriage!

You believe that?

Yes! And I ALSO believe nuclear leaks are fun—Michael Jackson can't dance—and you're playing with a full deck!

Okay, baby! Let's get hitched! But on one condition!!

I cleared about \$85 last week, and I want to protect my wealth! I think we should have a pre-knuckleball agreement!!

That's a pre-NUPTIAL agreement, Knucklehead!

Wait, Sham! You sure you wanna do this?? Marry Dyan an' she'll have you back on the booze in about two weeks! You'll turn out worse than Abnorm...stupid AND drunk!

He's right, Sham! Marriage won't stop Dyan's nagging...but it will stop her from caring about things, like her weight! In about three weeks she's gonna end up looking like the White Man's Nell Carter!

What's more important, if there's one thing that destroys sex, it's marriage! And once that sexy by-play between you disappears, our ratings'll slide faster than raw clams down our throats! The show will be dead in about four weeks...and we'll all be out of work!

BOSTON COMMON

I must've been CRAZY to think about getting married!! I'm gonna stick to DATING BIMBOS!!

YOU can date bimbos, TOO! Some far-out LESBIAN EPISODES would be GREAT for our ratings!

What about ME?!

**HOW ARE
SOME PEOPLE
BRINGING
FAR-OUT SEX
AND VIOLENCE
INTO THEIR
DULL LIVES?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

People everywhere are the same. We all crave excitement...and stimulation. To find out how some of us are getting it, fold in the page as shown at the right.



FOLD PAGE OVER LIKE THIS!

A>

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



BY STUDYING PEOPLE, ONE CAN PREDICT HOW THEY'LL
TURN OUT WHEN THEIR LIVES ARE TERRIBLY DULL. RELYING
ON RECENTLY RELEASED EVIDENCE THAT IS BOUND TO SHOCK
US ALL, WE FIND THAT LUST AND VIOLENCE PRO-
VIDES THRILLS THAT WERE FORMERLY CONSIDERED TABOO

A>

◀B

ARTIST & WRITER:
AL JAFFEE

