No. 227 Dec. '81

MAD

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HORROR MOVIE



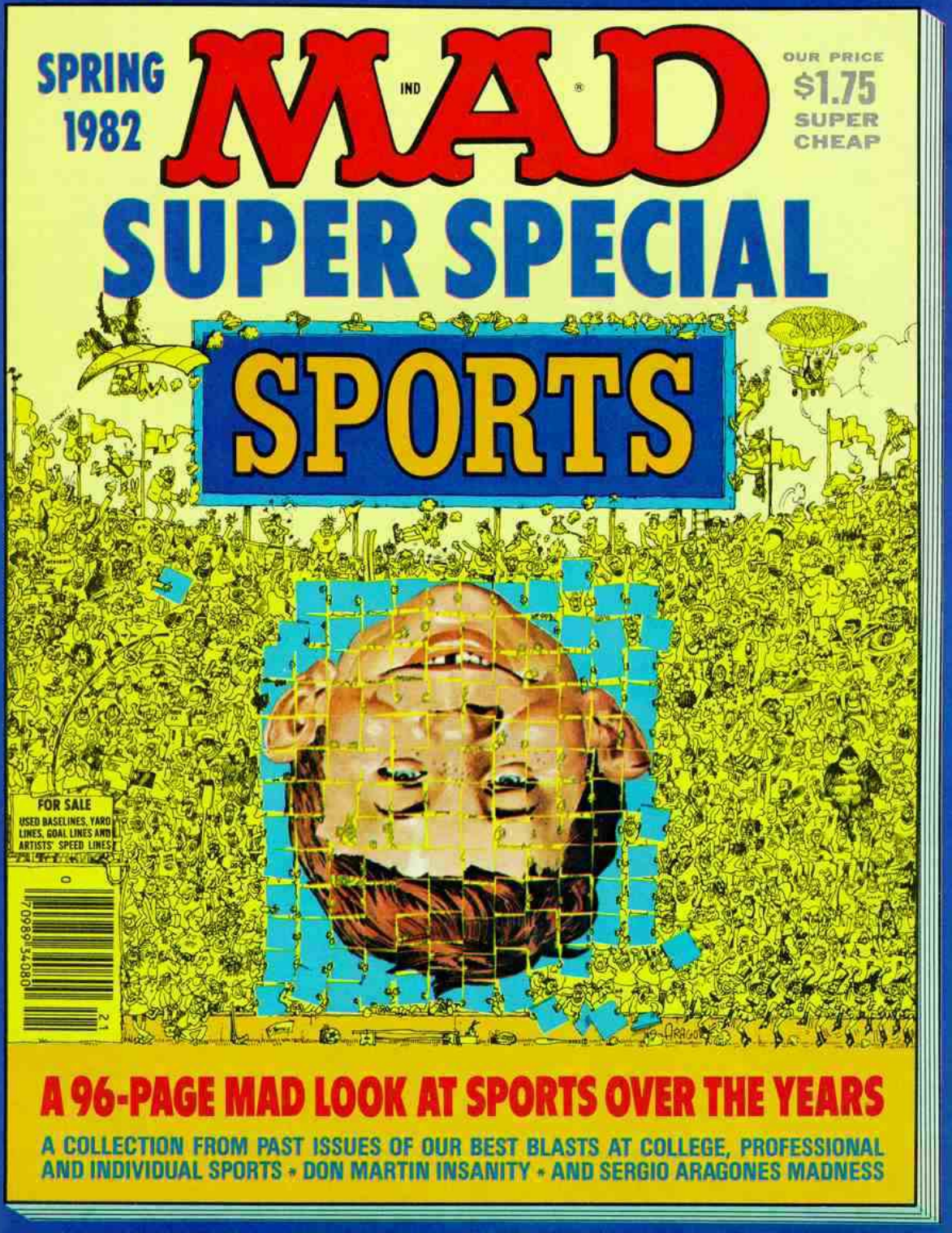
HAIR ON HEAD OF A MAN SEEING ONE OF TODAY'S TYPICAL HORROR MOVIES AND HIS SON'S

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AND SERVES UP OTHER YECCHY HORRORS LIKE "EXCALIBUR" "MAGNUM, P.I." "DAVE BERG" AND PIZZAS WITH EVERYTHING

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NUMBER 227 DECEMBER 1981

MAD

"Silence isn't always golden! Sometimes it's just plain yellow!"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

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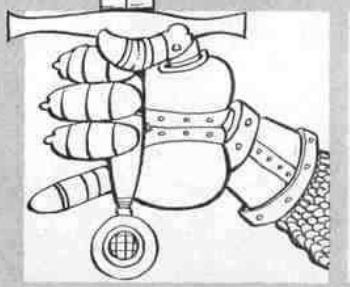




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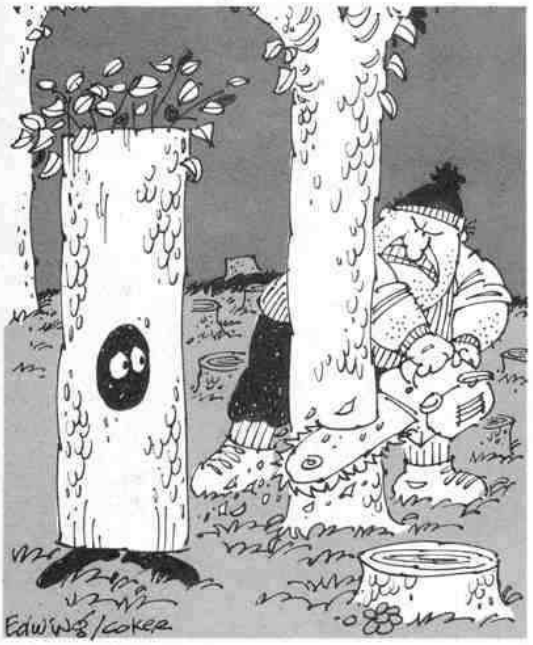
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GIANT GIVEAWAY!!

Yep, we will give away to any Giant that shows up at our offices, a full-color portrait of Alfred E. Neuman, MAD's "What—Me Worry? kid, which is suitable for framing, or wrapping fish! Unfortunately, you normal-size clods will have to pay for 'em! Mail: 60¢ for one, $1.25 for 3, $2.55 for 9, $5.15 for 27 or $10.35 for 81 to MAD, 485 MADison Avenue, N.Y., N.Y. 10022 (Note: A Giant is at least 50' tall!)



LETTERS DEPT.



FLIPPING OUT OVER MAD

When I saw your covers on #225 I doubled over with laughter!

Peter Vradenburg
Ontario, Canada

That upside down trick was really right-side up!

Tom Brown
Houston, TX

I was so confused with which half of MAD #225 to read first I decided to save myself the trouble and throw away the whole mess!

Craig Bailey
Barre, VT

I hope you guys never try anything like issue #225 of MAD again. I had to stand on my head to read the second half of it!

Mike McGrattan
Glendora, CA

"ASSAULTED STATE"

I almost went ape reading your satire of "Altered States"!

Roseanna Galindo
Fair Oaks, CA

I laughed so hard my parents wanted to put *me* in an isolation tank!

David PierPont
Boulder, CO

I wonder if they'll ever make a Canadian version of "Altered States" and call it "Altered Provinces"?!?

Christopher Cummings
Toronto, Canada

MAD'S "BOOK OF LISTS"

"MAD's Really Relevant Book Of Lists" was great, but you forgot one—The 5 Worst Ripoffs To The Public:

1) MAD Magazine
2) The Baseball Strike
3) The NBC Television Network
4) AM Radio
5) American-made Cars

Mike Mercandetti
Jackson, NJ

I have one question about MAD's Book of Lists: Why wasn't Howard Cosell in "8 Memorable Modern Disasters"?

Tony Bigelow
Flemingsburg, KY

DIAPER WRATH

In "A MAD Look At Some Celebrities' Diapers" you omitted the biggest baby of them all—Super Brat John McEnroe. After this year's Wimbledon, he proved once and for all that he should still be in diapers!

J.B. Fisher
Johnson City, TN

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

COMING DISTRACTIONS

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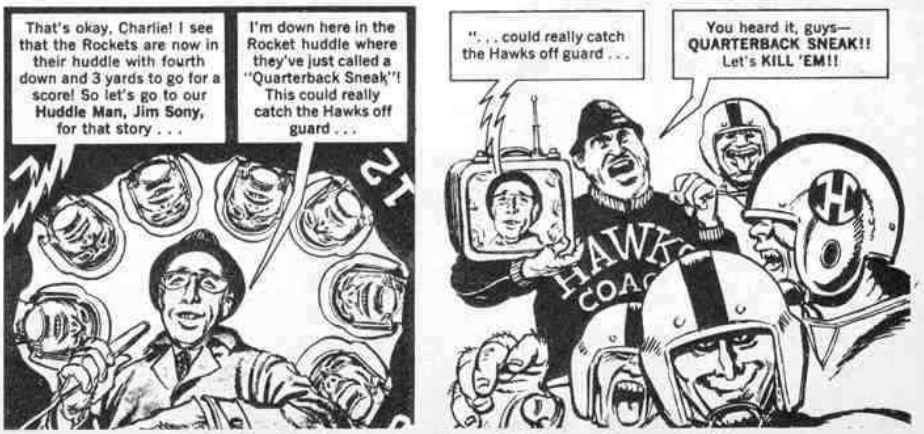
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☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

MORE MAD E.S.P.???

Another case of MAD E.S.P.! This time reported in the March 14, 1981 issue of TV Guide. When Boston Celtics coach Bill Fitch was ejected from a basketball game against the Philadelphia 76ers, he proceeded to go to the locker room and watch CBS's coverage of the game on TV. As the camera and microphones closed in on 76er coach Billy Cunningham planning offensive strategy, Fitch watched his opponent and then relayed defensive strategy to his bench. The Celtics won the game 114–107. We all know, of course, that Fitch got the idea to let TV spy for him by reading "Football In Depth" in MAD #99. Will MAD E.S.P. never cease!?!

No Name
Somewhere, USA



TV Spying In Sports: Another MAD Idea Comes To Life

IF THEY CAN PUT A MAN ON THE MOON, THEN WHY CAN'T THEY...?

...take the publishers, writers and artists of MAD with them and leave them there?!?
Kevin Case
Elmira, NY

...make a false front tooth for Alfred E. Neuman?!?
Doug Katz
New York, NY

...put more funny articles in MAD Magazine and less garbage?!?
Steve Krebs
Dallas, TX

ALSO: Greg Horn, Lauderhill FL; Mike Chmiel, Niagara Falls NY; Jeffery Becker, Edison NJ; Marlon Plageman, Whittier CA; Damon Brown, Euless TX; Jay Hiscox, Quebec Canada; Vijay Kotha, Ogdensburg NY; Kit Lively, Lewisville TX.

"FLOPEYE"

Personally, I thought your satire, "Flopeye" was a real flop. But, then again, so was the movie!
Darren Weirnick
Edison, NJ

Youze voision of Popeye wuz gweat!
Vinny Ruggiero
Farmingville, NY

THE REAL ALFRED???

I think you'll be amazed when you see this photograph of Alfred E. Neuman's look-a-like, Pacelli Pujals of Thibodaux, Louisiana. As you can see, the resemblance is uncanny! Now the MAD world can be assured (or alarmed) that there is a real Alfred E. Neuman.
Angie Arnold
Baton Rouge, LA



Is This The Real Alfred?

MAD'S ROYAL COUPLE

Now that you've shown us their "wedding" picture, please be sure to show us the "divorce" picture of Cathy Gaines and Steve Mifsud in an upcoming issue.
Chris Brandon
Fresno, CA

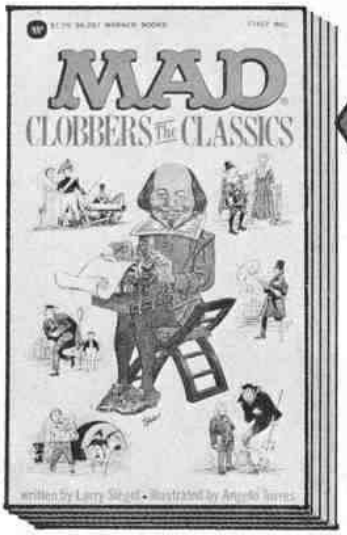
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YECCHPLOITATION MOVIES DEPT.

ARBO

As you've probably noticed, there are a lot of horror movies around these days. The reason for this is: horror movies make big money! Modern horror films differ from the old Frankenstein-Dracula-type flicks because of changes in taste. Today's movie-goers are weaned on TV violence: Saturday Morning Cartoons, Monday Night Football and the Seven O'clock News. They demand plenty of blood, graphic mutilations and all the other yecchy stuff found in films like . . .

Hi, there, horror buffs! I'm **Gore Gruesome,** film maker! Before we screen my **latest epic,** I'd like to set the record straight! Contrary to popular belief, horror movies are **not** cheap to make! Hey, have you checked out the price of **Ketchup** lately? Man, it would be cheaper to use **real blood!** Many Psychologists claim that horror movies are **harmful** . . . and it's **true!** They **ARE** if they **bomb** at the **box office!** Then, they're not only **harmful**—they're **fatal!** Especially if you're the **Producer!** But now it's showtime! Sit back, relax, and enjoy this preview of my latest release, **"Arbor Day"**. . .

Okay, so **"Arbor Day" doesn't** exactly give you **goosebumps!** But all the **real scary titles** like **"Friday The 13th," "Prom Night," "Easter Sunday," "New Year's Eve," "Halloween"** and **"Mother's Day"** have been **used!**

Now, when you make a horror movie **today,** the idea is to **gross out the audience** right at the **start!** Kids judge horror movies by their **"barf power"** so you gotta get 'em to lose their popcorn **early!** A nice, gory **chain saw slaughter** always works!



R DAY

ARTIST: JACK DAVIS
WRITER: LOU SILVERSTONE



Yep, a **chain saw** becomes an **instrument of terror** when you turn up the **sound** to a **deafening pitch** and show it slowly approaching a **terrified girl!** Then, you spatter the screen with **blood** and **severed limbs,** and the movie theater is **filled** with **hysterical shrieks . . .**

. . . usually from the **angry USHERS** . . . who are screaming because some **idiot** just **barfed** all over the **floor** . . . and **they're** gonna have to **clean it up!!**

After the **gory opening scene,** we get to the **alleged plot!** A group of **nubile coeds** have to find some **stupid reason** to visit a **frightening place** where they can be **terrorized** and **slaughtered!** Having this scene played in the **semi-nude** doesn't add anything to the **plot,** but it'll get us an **"R" rating,** and we'll **need** that if we want the **kids** to come and see the movie!





In almost every horror film, **one** girl is always a **wimp!** And **she's** the one you **know** is going to **survive!** That's in case any **parents** see the picture! They'll think it's some sort of **profound message!**

Next, we introduce the **local Lawman!** He can't be **too bright,** or he'd figure out the whole thing in a **second,** and **where** would that leave **us?** It's **hard enough** stretching a **no-plot script** into **two hours!**

Don't worry, Wimp! We'll invite our **boyfriends!** We'll be **too busy making out** to be frightened!

Great idea! Right on!

Okay . . . but since **I** don't **HAVE** a boyfriend, I'll just bring my **books** along and study for my **finals!**

Sheriff, a perpetrator broke into the **hardware store** and removed from the premises **one dozen large plastic bags . . . fifty feet of rope . . .** and **one chain saw!!**

Shoot . . . ! Sounds like some **kids** pullin' a **Halloween trick!**

But . . . **Halloween** was **SIX MONTHS AGO!!**

Is that right?! Heck, kids pay no attention t' **calendars** an' **dumb stuff like that anyway!**

Another familiar character in horror movies is the **Psychiatrist!** He provides us with **psychological insights** and **motivations!** He **also** provides us with **another inept authority figure** the kids can laugh at!

The Psychiatrist is usually played by some **overage has-been actor** I can get **cheap!** I mean, how **much work is** there for an **old-timer** these days—outside of an occasional **TV laxative commercial?**

Sheriff, my name is **Dr. Sigmund Shnorrer!** I'm in charge of the **Cuckoo Nest Mental Hospital!** One of my **patients,** a schizo by the name of **Druid Acorn,** has **escaped!** He breaks out **every Arbor Day** and cuts off some **limbs** with an **ax!**

Okay, so he **runs away** and **prunes** a few **trees!** What's the **big deal?!?**

He **doesn't** prune a few **TREES!** He prunes a few **PEOPLE!** Those **limbs** I'm talking about are **ARMS** and **LEGS!**

Well . . . **no problem!!** Someone broke into the **hardware** store, but he **didn't** steal an **ax . . .** so it's **not your nut!!**

What **DID** he steal?

A chain saw!

Good Lord!! He's gone **automated!!** We've got to **find** him . . . before it's **too late!**

SHERRIF'S OFFICE


You'll notice that there's never much dialogue in horror movies, for which the audience can be grateful! I mean . . . why hire a writer to type up a bunch of dumb lines when I can do the same thing myself?!
Another reason to keep the dialogue to a minimum is we use young actors who can't act! It really doesn't matter as long as the girls are pretty and sexy, the boys are handsome . . . and mainly they can all scream!
I wonder where the boys are! It's not like them to be late for a makeout date with us!
Gee! Maybe they got tied up!
I'll bet that they're playing a trick on us! You know what cut-ups they are!
Can you girls keep it down? It's hard enough reading the plays of Aristophanes without all that silly chatter!
HALLIP YAAAAA
I really don't like to complain, but producing a horror film is a real challenge! You give the audience dismemberment and mutilations . . . and still they aren't satisfied! They want more . . . more . . .
So I give 'em more . . . more . . . ! The latest successful horror movie gimmick is "cannibalism," and this little offering of mine has a healthy portion of it! Hmm! I hate to think what they'll come up with next!
Oh, Sonny! You're back from the horsepistol and you brung your Ma some nice fresh meat!
Well, f'r bein' such a good boy, I'm gonna make you a nice Kidney Pie!!
This roadside restaurant is run by Druid's mother! I'm hoping she's seen him . . . !
I'm starving . . . ! How's the food??
It's like nothing you ever tasted!
MOM'S PIZZA
OPEN
HOME MADE KIDNEY PIES!



With so many motion picture houses being converted into **multiplex theaters** these days, it's **very important** for **business** to get the audience to **really scream!**

That way, the people in the **other** theaters will think that the audience seeing the **horror movie** is having a **ball,** and **they'll** want to see the movie **too!** Actually, the **horror movie audience** will be screaming in **disgust** . . . at yecchy stuff like **this** . . .

Mrs. Acorn! Your son Druid has **escaped!**

Of course! It's **Arbor Day!** When Druid was a **little boy,** we used to **celebrate** Arbor Day by decorating **oak trees** and **exchanging gifts!** The oak trees were kinda **special** to us Acorns! Until the **developers** started **cutting them down!**

You **might** say . . . **"Great nuts** from **little Acorns grow!"**

Red eye GRAVY

MENU PIZZA BRAINS

MENU KIDNEY PIZZA

KETCH

These **pizzas** are **really delicious!** Wait! There's something **IN** mine . . . !!

It's a **PRIZE!** Like in a box of **Crasker jacks!!**

Well, **I'll be darned!!** It's a **ring!** It—it looks like a **High School ring!**

You got **all** the **luck!** Shoot, **I** ain't never even found a **pearl** in an **oyster** in this place!!

HOME MADE CHITLINS

After **grossness,** my **favorite** gimmick in horror flicks is **dumbness!** Whenever idiots in horror films are confronted with **danger,** they must **NEVER** do the **LOGICAL thing,** like hopping in a **car** and getting **out** of there!

Now comes the inevitable **chase scene!** Notice how the picture seems to be **lurching,** as though we're seeing the scene through the **killer's eyes!** Well, that's **not** artsy-craftsy **cinematography** at work! That's **booze** at work! The **cameraman** isn't **lurching!** He's **staggering** because he's **bombed** as usual!

Someone's **watching** us from those **bushes!** Let's get **out** of here!

Where can we **go . . . ?**

There's a **cabin deeper in the woods!** If we **beat** him there, we **might** be **safe!!**


Another sacred rule governing all horror films is: the victims must always get themselves into some place from which escape is absolutely impossible!
This gives the audience a chance, while viewing the movie, to particpate in it by shouting encouraging remarks like "Don't go down there, you dumb schmucks!"
Whoever it is has followed us here! Where can we hide?
There aren't any CLOSETS! Let's hide in the cellar!
Good idea! There's probably no other way out of there!!
Look!! He's trying to get in!!
Maybe he's just some kid working his way through college . . . selling magazine subscriptions . . . !!
We'll take "Time" and "TV Guide"! Just slip the applications under the door!!
Meat!! Fresh meat . . . for Granny!
BIZARRO
Slaughter scenes in horror movies have to be very graphic because kids today are watching TV instead of reading, and they aren't developing their imaginations! They gotta see it . . . or there's no kicks!
Having the electricity turned on in a deserted cabin doesn't make much sense . . . but who said horror films had to make sense?! Besides, it's always nice to see the killer get a murderous dose of his own medicine!
YAAAAH
OH NO!
HELP!
He's slipped and fallen across the work bench with that radial saw!!
Now, if I can only reach that power switch and . . .
CLICK!
YIIIII!
ZANNNNG


So now the maniac is dead, the wimp is alive, and everybody breathes a sigh of relief because it's all over! Hah! Not by a long shot! Now we hit 'em with the shocking, cheap-shot surprise follow-up!
Now comes the *piece de résistance* . . . the final shock effect . . . a spectacular touch that ties up with the Arbor Day theme! As the old lady chases our heroine into the storm, she gets crushed by a falling tree!
YOU KILLED MY BABY!! YOU KILLED MY BABY!! LOOK WHAT YOU DID TO HIM!!
JUST BECAUSE HE HAD A SPLIT PERSONALITY . . . YOU DIDN'T HAVE TO GO AND PROVE IT!!
ZAP
AAAAGHH
Are you all right, Miss Wimp?
I'm okay, but the others are all dead! Chopped meat! It seems that Druid Acorn was supplying his Mom with meat to keep her restaurant in business so she wouldn't have to sell out to those developers!
You mean th-those pizzas we ate had . . . GAACCK!
No need to worry—*gasp*—Sheriff! At least there weren't any chemicals or preservatives in 'em—*gasp!* Just fresh meat—*gasp!* Happy Arbor Day!
And that's it! I'd like to stay and rap, but I've got to start work on my latest horror flick! It's called "Ground Hog Day"... and it's about a group of coeds who go into the woods to see if the ground hog comes up and sees his shadow, and there's this crazed naturalist with a machete . . . but why spoil it for you!? You can all see it in your local theaters in about three weeks! In the meantime . . .Ciao!

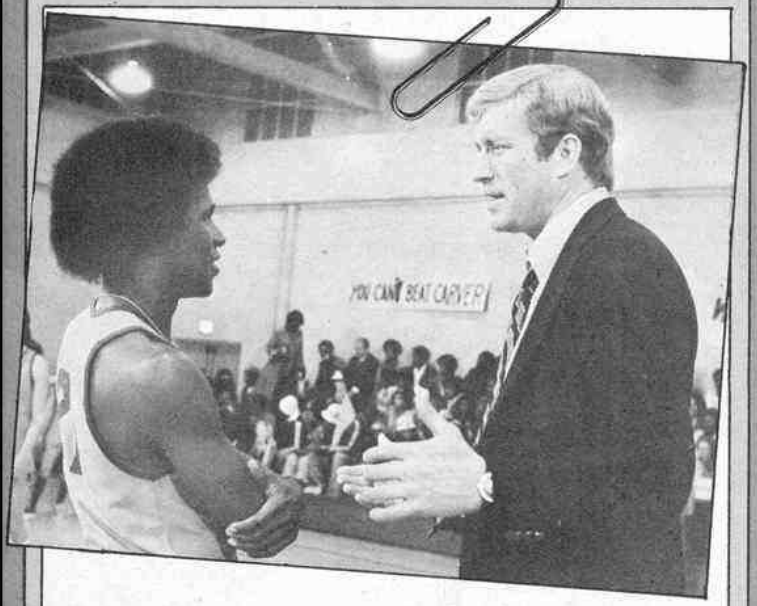
THE CAST IS DIED DEPT.

Why do TV shows die? We know. How? We've managed to lay our grimy little hands on a secret report published by the man who's in charge of examining all the bodies of dead TV shows. What's the name of this secret report? You guessed it:



THE MAD TV CORONER'S REPORT

THE WHITE SHADOW



CAUSE OF DEATH **Uncertain**

It is very difficult to determine cause of subject's demise. Careful examination points to possibility of a very rare disease on TV– Intelligensis Programmus. However, this is only a theory since the aforementioned disease is almost impossible to identify, having been seen so infrequently.

SYMPTOMS

Subject seemed to be self destructive when it failed to concern itself with vapid and artificial teenage situations and concerned itself instead with real-life problems of today's young people. It never had a chance.

THE TIM CONWAY SHOW



CAUSE OF DEATH **Schtickus Unfunnycus**

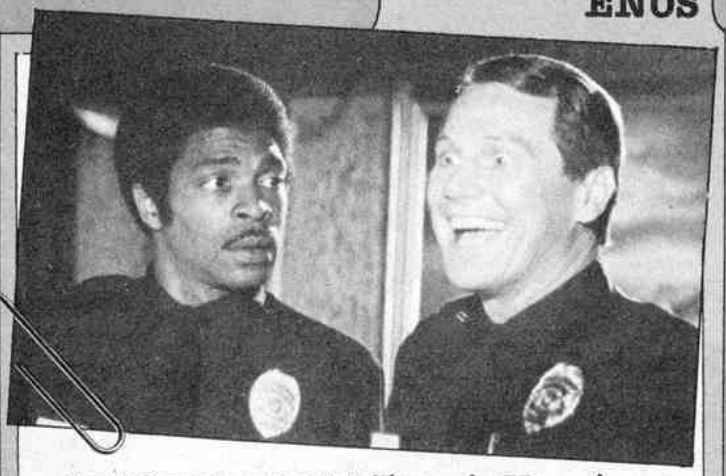
Ossification of old comedy routines was main cause of subject's death. A contributing factor was Secundus Bananas Syndrome or, in laymens terms, what happens when a supporting performer tries to be a star. There seems to be no known cure for the latter disease, which attacks actor's egos with unabated virulence.

SYMPTOMS

Subject started very, very slowly and immediately began tapering off. Unfortunately, he could not overcome the comparatively exciting competition offered by turning off the TV set and watching fresh paint dry.

WRITER: STAN HART

ENOS



CAUSE OF DEATH **Sitcomis Moronicus**

Subject tried and failed to defy science by attempting to live without a brain. It seems that there is just so much fun to be had with cars and trucks and "The Dukes of Hazard" seems to have it all.

SYMPTOMS

Starting life as a feeble infant with questionable vital signs, subject was doomed when "The Greatest American Hero", with just the merest hint of originality, showed up against it. Note: There were no mourners at funeral services for subject.

SOAP



CAUSE OF DEATH **Audiencis Idiotis**

Subject succumbed due to fact it was much smarter than the idiot TV audience it played to. Traces of wit and sophistication were discovered in corpse, elements that have always proven fatal in the past.

SYMPTOMS

Subject was in trouble when it made fun of things we once thought could be laughed at, like Marriage, Puritan Morality, Sexual Preferences. But, then again, we once thought we could laugh at Right Wing nuts and Ronald Reagan.

THOSE AMAZING ANIMALS



CAUSE OF DEATH **Adorabilis Vomitus**

Subject withered away after proving to be just too cute to exist. While it was alive, it created nausea among those who felt that animals should be respected and presented as animals, not as imperfect humans to be laughed at.

SYMPTOMS

Subject began terminal decline when placed against "60 Minutes." Unfortunately, subject never caught anything from its proximity to "60 Minutes" nor, thank God, did "60 Minutes" contract anything from the deceased.

THE WALTONS



CAUSE OF DEATH **Favoritis Disappearis**

Gradual abandonment by those who nourished the subject for ten years led to its untimely demise. After departure of such life-giving elements as Richard Thomas, Ralph Waite, Eileen Corby and Michael Learned, subject seemed a listless shell of its former robust self.

SYMPTOMS

Difficulty became acute last season when viewers looked at show, with everyone gone, and thought they were watching a spinoff.

FLO



CAUSE OF DEATH **Spinoffus Non Goodus**

Subject began with life supports from healthy sister, "Alice", and then went its own way to oblivion.

SYMPTOMS

Since subject and "Alice" both featured very similar drab luncheonettes and silly, unfunny situations, it was like seeing the same show twice in one week. As is sometimes the case with separating Siamese Twins, the weaker may perish so the stronger may survive.

ALOHA PARADISE



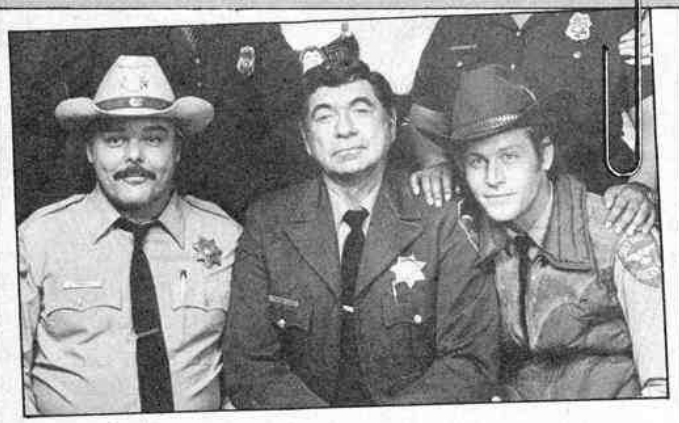
CAUSE OF DEATH **Imitatus Ineptus**

Examination of the corpse indicates that death was due to hardening of the arteries that lead to the funnybone. This resulted in desperate fits of over-cuteness and spasms of over-acting by the star. We are investigating the possibility that some network executive performed a mercy killing, but chance of finding an ABC exec with mercy appears slight at present time.

SYMPTOMS

Patient began to fail when it became apparent that there was no reason for a bad clone of "Fantasy Island" to exist.

LOBO



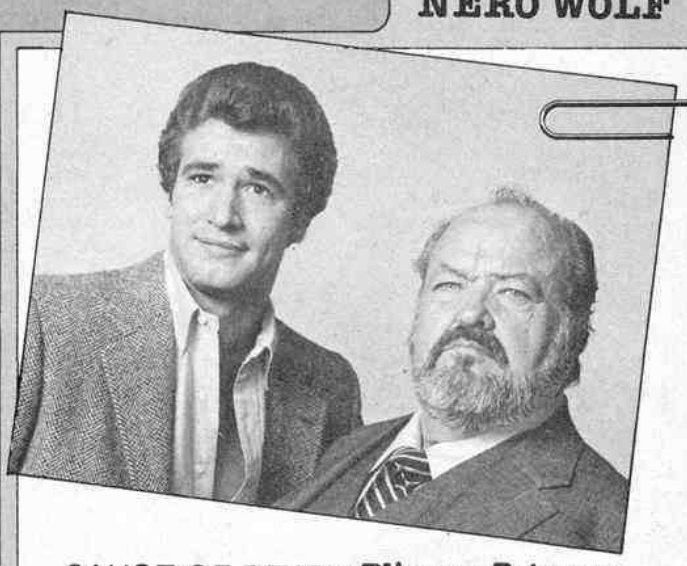
CAUSE OF DEATH **Crapus Hickus**

Subject succumbed to a massive dose of 1960's type rural humor. Transplanting him from a small town to the big city caused extreme trauma, which he could not survive.

SYMPTOMS

There is evidence that terminal condition was indicated last year when subject died the first time. Prognosis is not good. NBC, being as desperate as it is for programs, might try to bring deceased back to life for a third time in 1982, perhaps in an outer space locale.

NERO WOLF



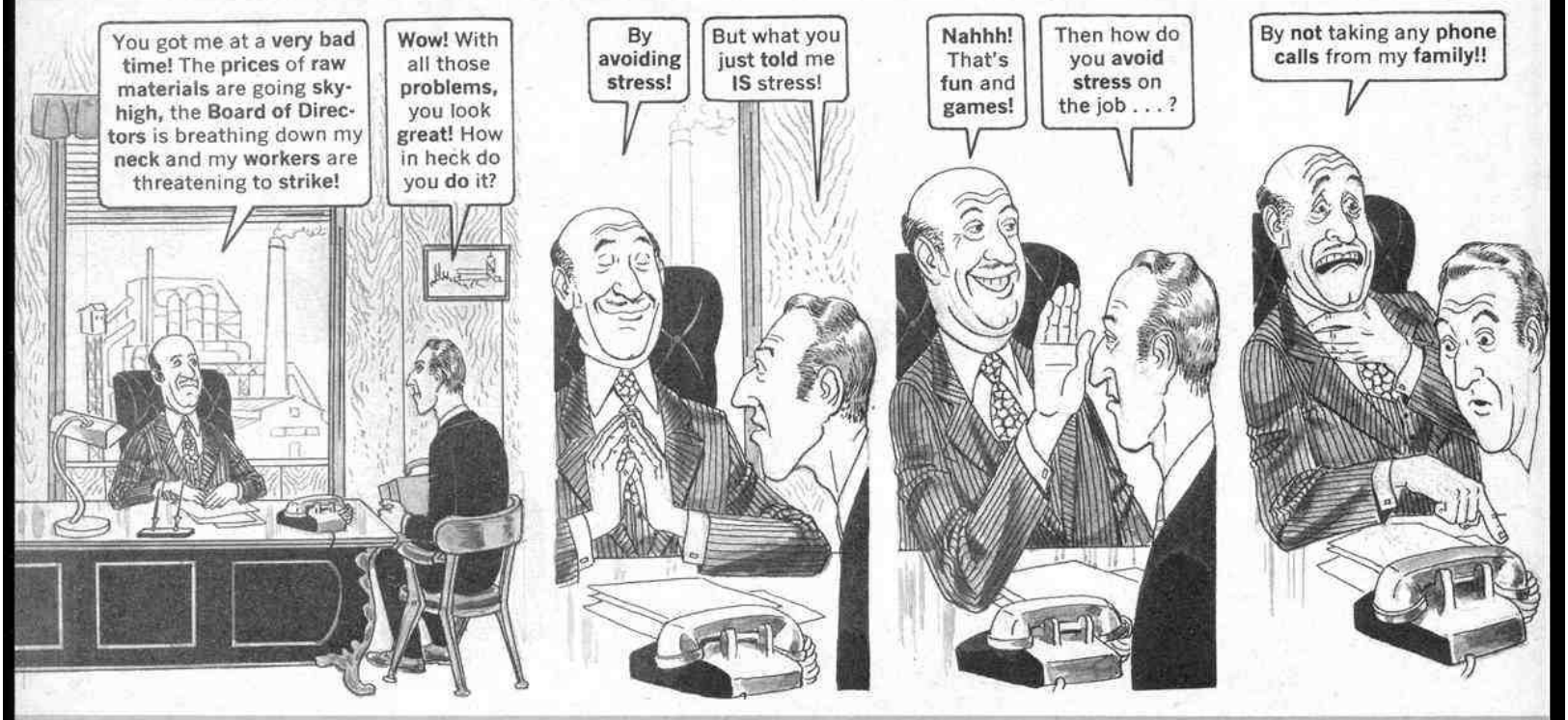
CAUSE OF DEATH **Blimpus Returnus**

Subject expired due to nourishment imbalance – the star was overnourished and the plots were undernourished.

SYMPTOMS

When an old star comes back in a new series, the subject rarely survives the operation. The body of TV viewers rejects the transplant. In this case it appears that an old rusty Cannon failed to ignite

STRESS



BERG's-EYE VIEW DEPT.

THE LIGHTE

GRANDPARENTS



SIBLING RIVALRY



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

SUPERMARKETS



DOMESTIC CHORES



PETS



SHOPPING



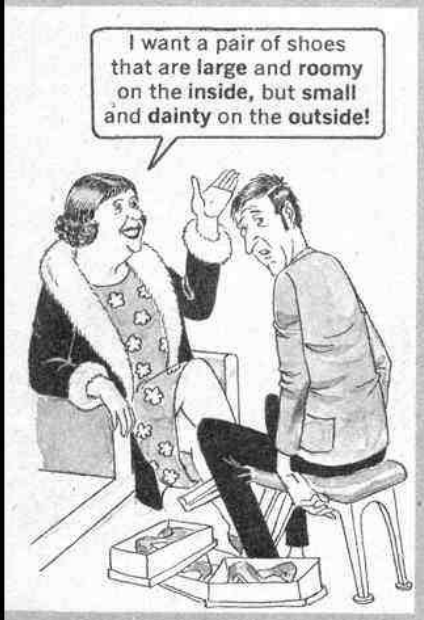
MATCH-MAKING

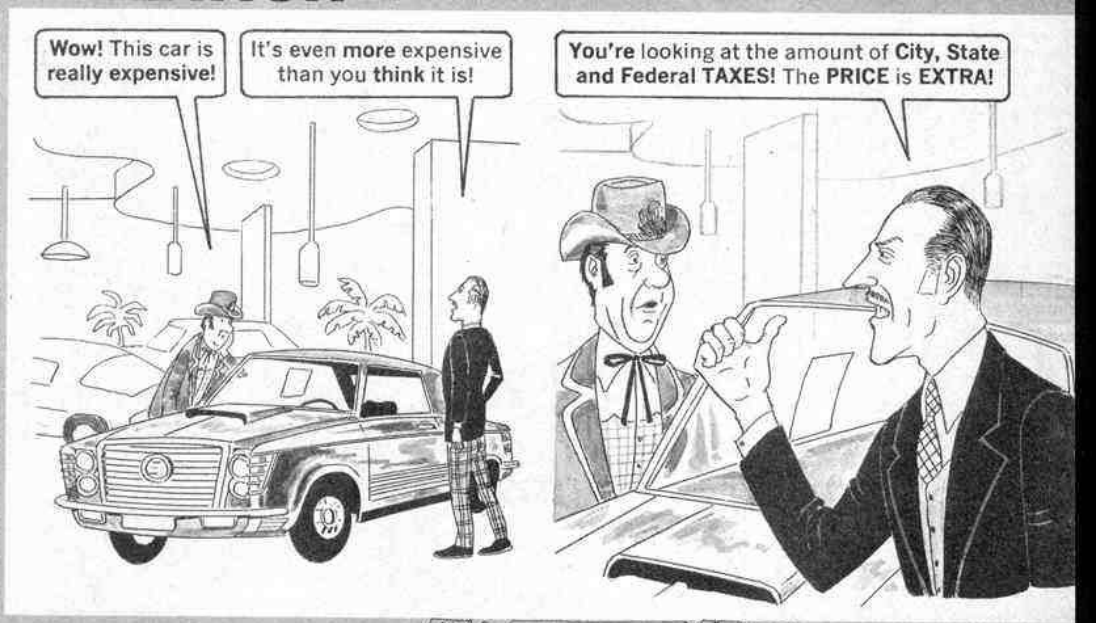


SCHOOL



INFLATION

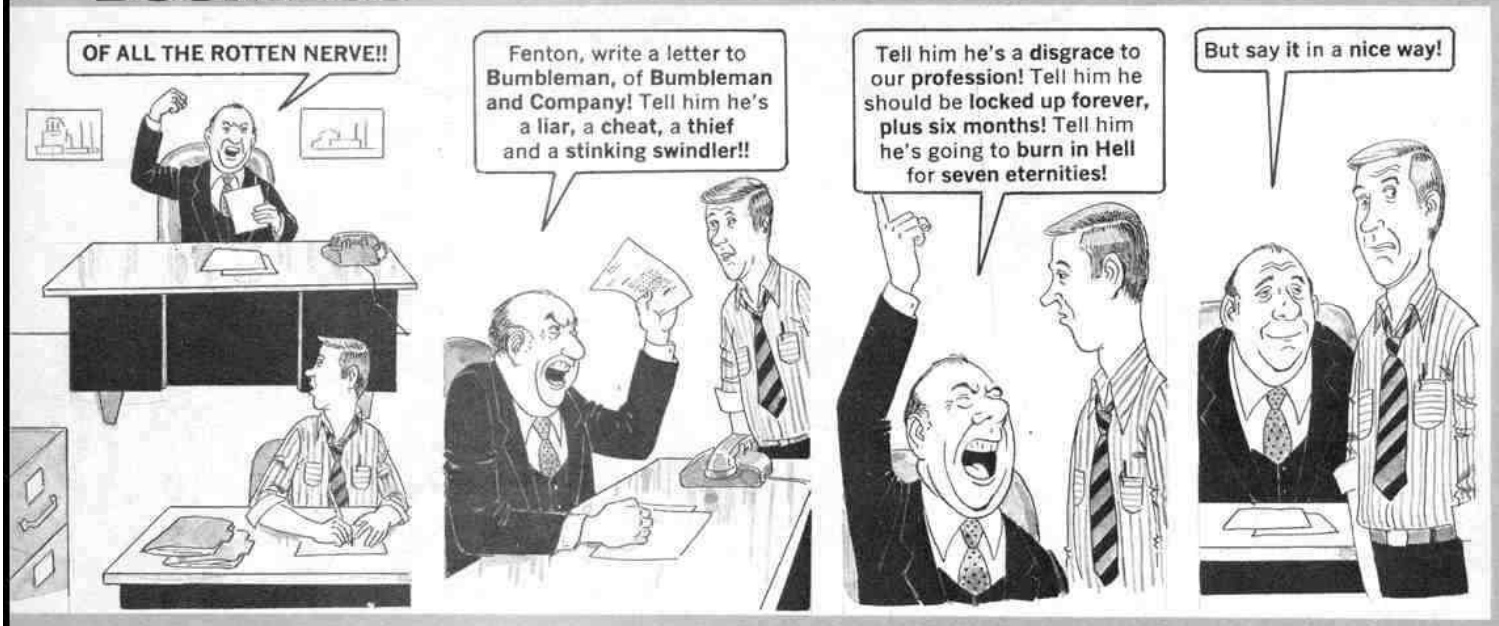




INVITATIONS



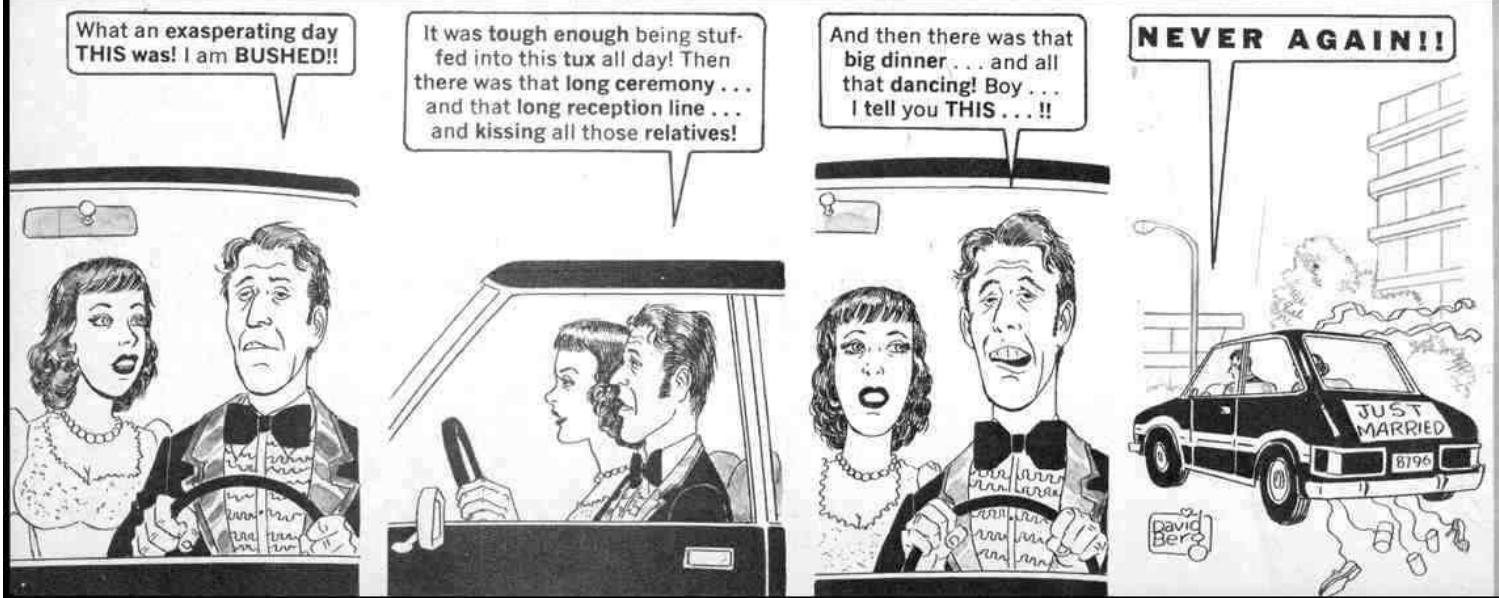
BUSINESS



PLANTS



WEDDINGS





ZODIACS MURDER DEPT.

YOUR MAD HOROSCOPE

TODAY'S BIRTHDAY: There is a party planned for you tonight. Act surprised!

ARIES
March 21—April 19

Stars from a far-off galaxy are sending you urgent messages today. Unfortunately, they're sending them via the US Post Office, and there's no way the messages are going to arrive in time to do you any good. Meanwhile, recognize that you can't do everything yourself, then do nothing and blame others for foul-ups.

TAURUS
April 20—May 20

Problems at work. The President of your company wants very much to have you fired. Your immediate supervisor, however, strongly disagrees. He wants to have you killed! Door-to-door work is your best bet, but beware! As your efforts meet with big frustration, your wife meets with a bigger man! Lift from the knees.

GEMINI
May 21—June 21

A full moon will enter your life soon. Normally, this is a good sign. However, in your case, the full moon will be hanging out of the back of a car window. What exactly this all means is still unclear but, if you stay kind and unassuming, chances are excellent' others will seek to take advantage of your naive nature.

MOON CHILDREN
June 22—July 22

Forego immediate satisfactions for a far-off goal, and just hope you don't die in the meantime. A few hassles await you in the upcoming weeks. While they will be minor, they will be enough to make you snap. Critical information may be incorrect, so you might want to disregard anything read in this horoscope column.

LEO
July 23—August 22

Trouble brought on by a falling star may make you wish that you were someone else. This is foolish on your part. Everyone knows that when you wish upon a star, makes no difference who you are. Combine work and love as much as possible, but be careful not to show up at the office in a Frederick's of Hollywood close-out.

VIRGO
August 23—September 22

Your moon is now in the House of Cards and it is difficult to tell what this means. Poke around, but don't bet on it being a good deal. A close pair of friends who may appear straight are really practical jokers attempting to ace you out. Tell them to "Go fish!" Stand pat, call their bluff and let the chips fall in the soup.

LIBRA
September 23—October 23

Terrific news makes you look and feel wonderful. Unfortunately, no terrific news is headed your way for a long, long time. Instead, you enter a period of severe turmoil, followed by partial clearing and seasonal temperatures. Love with Virgos and Libras is exciting — especially if at the same time and on a big waterbed.

SCORPIO
October 24—November 21

Family vacations are well worth the money. However, that shirt you recently bought looks like it fell off the $2.00 clearance rack. Opposites attract, so don't be so damn witty and clever or you could wind up married to a real moron. Nothing goes as planned today, unless you planned on a day of nausea and scratching.

SAGITTARIUS
November 22-December 21

Your displaying of your writing, painting or musical talent will bring you instant recognition—everyone will immediately recognize that you have none! Newly enacted state statutes may force you to reconsider a current stable love. You are at the right place at the right time, but no one else is. Forget it. Go home.

CAPRICORN
December 22—January 19

Your request to be transferred to another department could have startling results — especially if you are currently out of work! Instead of worrying about things you can do nothing about, worry about the fact that you can do nothing about your worrying. Be sure to have lots of patients today, even if you're not a doctor.

AQUARIUS
January 20—February 18

Distant stars are signaling you that now is a very good time for some big career, financial and lovelife moves. However, these are the same stars that told you to buy Chrysler stock and to bet on Jimmy Carter in the last election. It is now clear that these stars are real schmucks, and you would be wise just to ignore them.

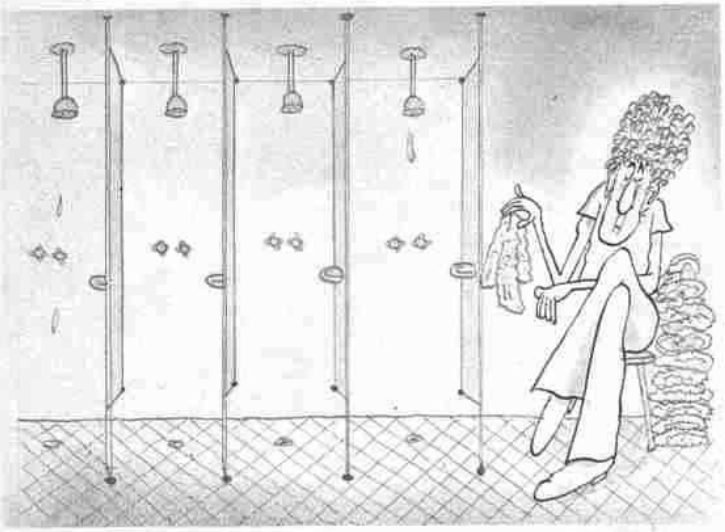
PISCES
February 19—March 20

Feeling self-indulgent? Go ahead, pamper yourself, but be prepared for some flack from those who do not understand the tremendous desire and need to occasionally wet one's pants. Look for a letter in the AM to bring you bad news, and look for those misplaced coldcuts underneath your living room sofa.

WRITER: JOHN FICARRA

NO SWEAT DEPT.

MAD CAREERS FOR T



BATH ATTENDANT FOR A HELL'S ANGELS CLUB



LUTE PLAYER IN A PUNK ROCK BAND



GROUP LEADER FOR SLEEP THERAPY SESSIONS



MT. ST. HELEN REAL ESTATE DEALER



CLAM OBEDIENCE TRAINER



CHOREOGRAPHER FOR ZEN MEDITATION SESSIONS

HE SLOW AND LAZY

ARTIST & WRITER: PAUL PETER PORGES





POM-POM GIRL FOR CHESS TOURNAMENTS



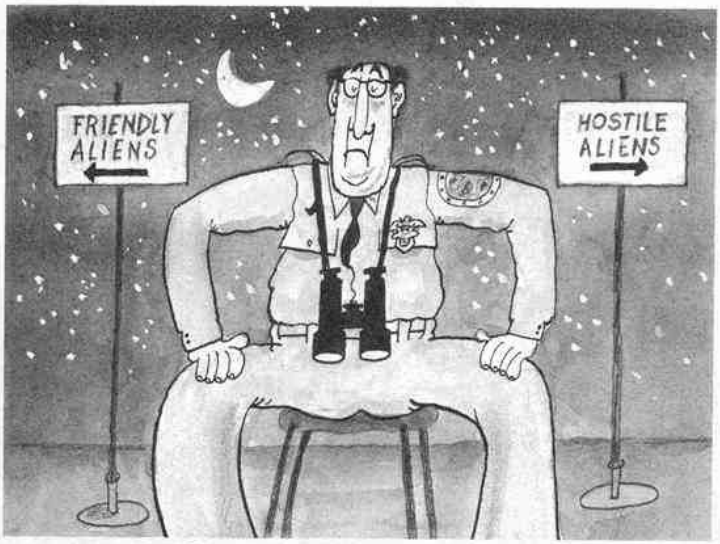
CHECK ROOM ATTENDANT AT A NUDIST CAMP



CADDY ON A MINIATURE GOLF COURSE



SEATTLE MARINERS WORLD SERIES TICKET SCALPER



U.F.O. CUSTOMS INSPECTOR

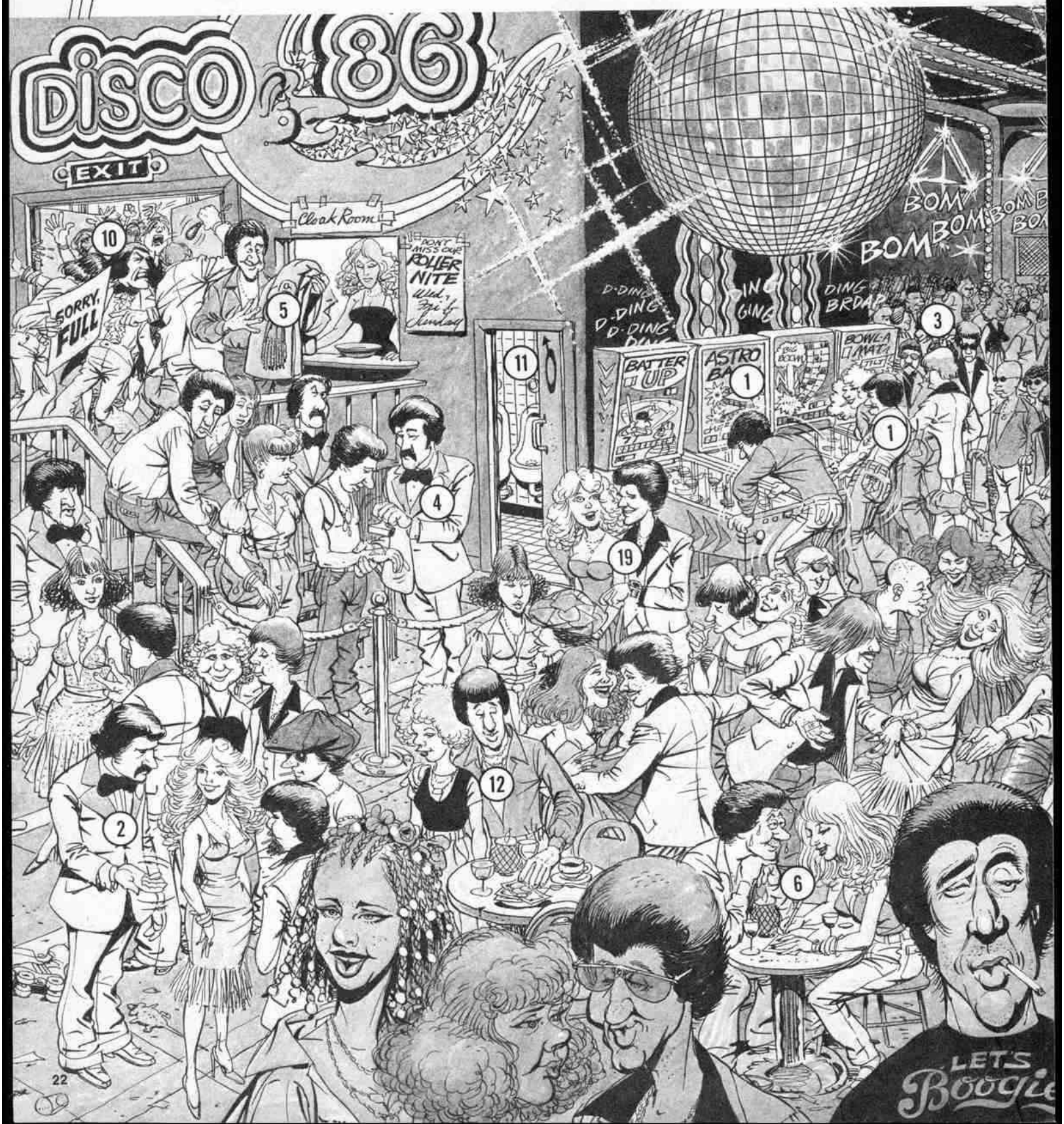


SNACK VENDOR AT WEIGHT WATCHERS MEETINGS

ERR APPARENT DEPT.

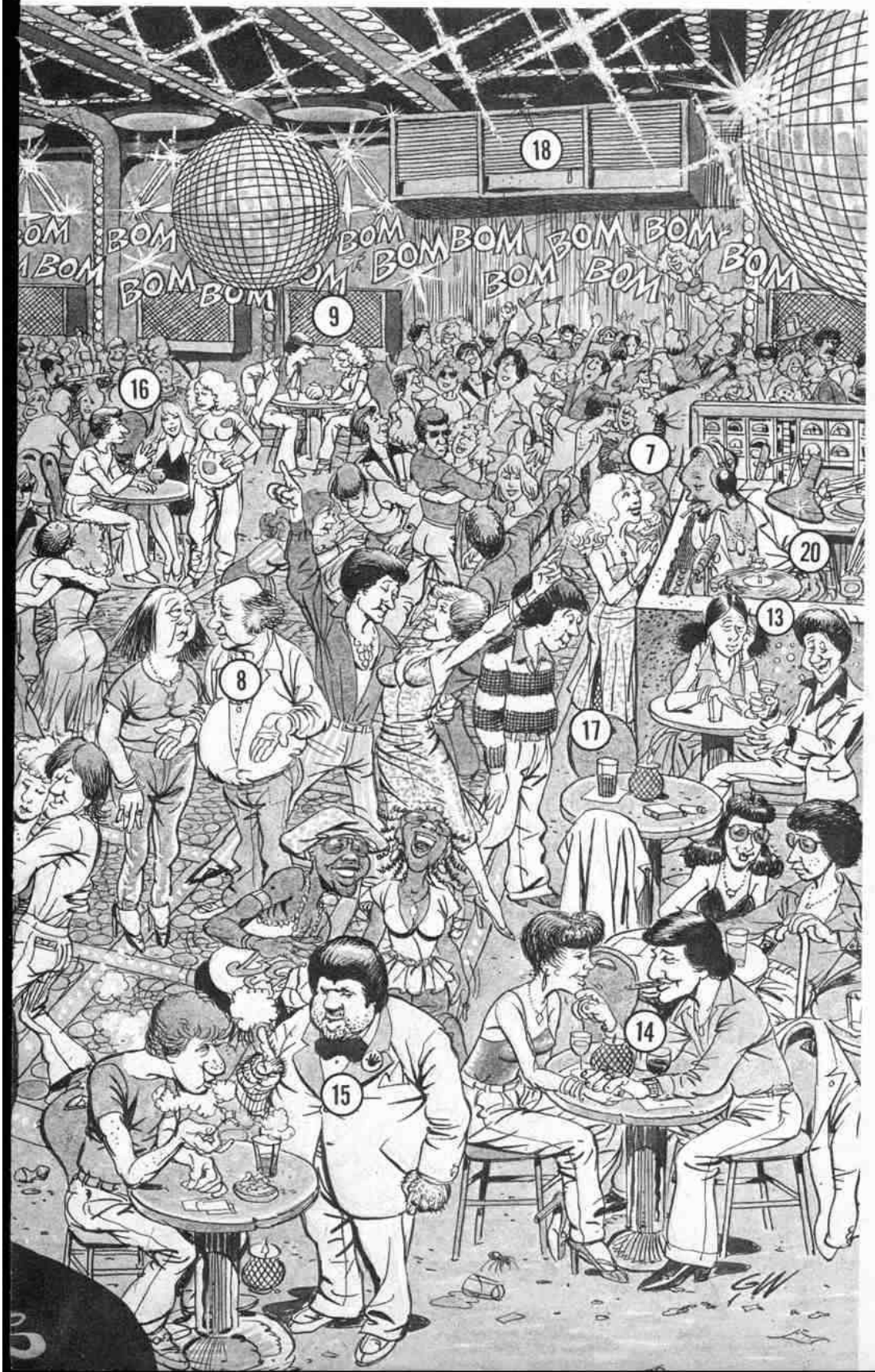
Recently, we asked one of our idiot artists to do a drawing of a Disco Club. Unfortunately, he didn't do a very good job.

HOW MANY MISTAKES CAN



In fact, he made a lot of mistakes . . . 20 of them in all! And now, it's up to you to find them. Which is why we're asking:

YOU FIND IN THIS PICTURE?



ARTIST: GEORGE WOODBRIDGE
WRITER: CHRIS HART

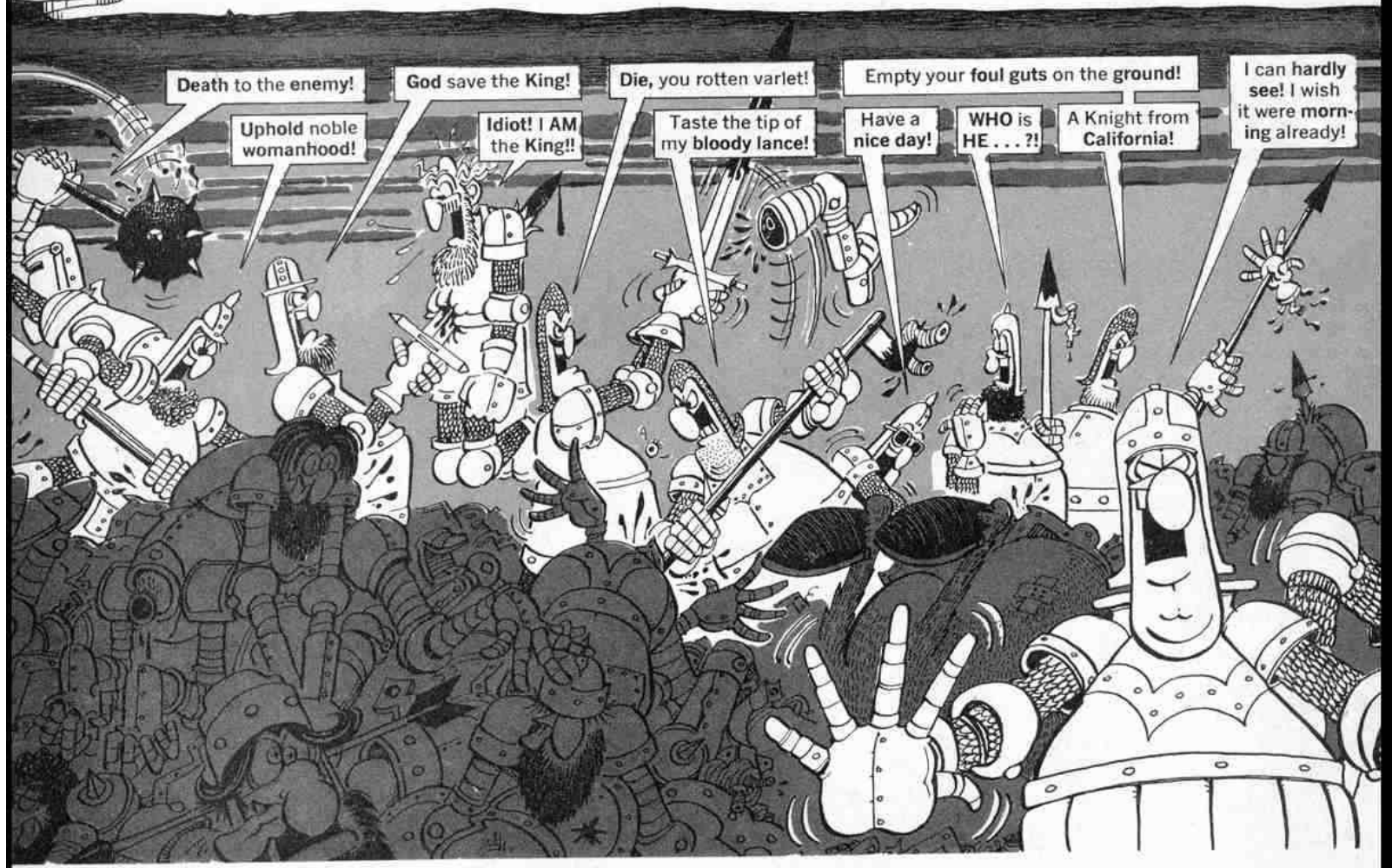
ANSWERS

1. The people by the pinball machines are actually playing them, not dealing in drugs.
2. The Bouncer is asking for proof of age from a gorgeous girl.
3. The persons wearing sunglasses indoors are actually blind.
4. The Management is stamping hands with ink that will wash off.
5. The scarf that the man had stuffed in his sleeve is still in his sleeve.
6. The girl is giving the guy her actual phone number.
7. The Disc Jockey is taking a request.
8. The middle-aged couple realize how dumb they look trying to act eighteen.
9. The people can hear what each other are saying without yelling.
10. The Management is not allowing anyone else inside to prevent overcrowding.
11. There are no phone numbers on the Men's Room wall to "call for a good time."
12. The teenagers are leaving a tip with the amount for their check.
13. Somebody has become intoxicated from the alcoholic content in his drink.
14. The man promising to make the girl a star really is a Film Producer.
15. The Management is asking the patron to refrain from smoking marijuana.
16. The waitress is going to remember the order without writing it down.
17. The man returning to his table finds his unfinished drink unfinished.
18. The air-conditioning-ventilation system is keeping the dance floor nice and cool.
19. The guy is taking the girl home early so her parents won't worry.
20. The single being played is not a cut from "Saturday Night Fever."

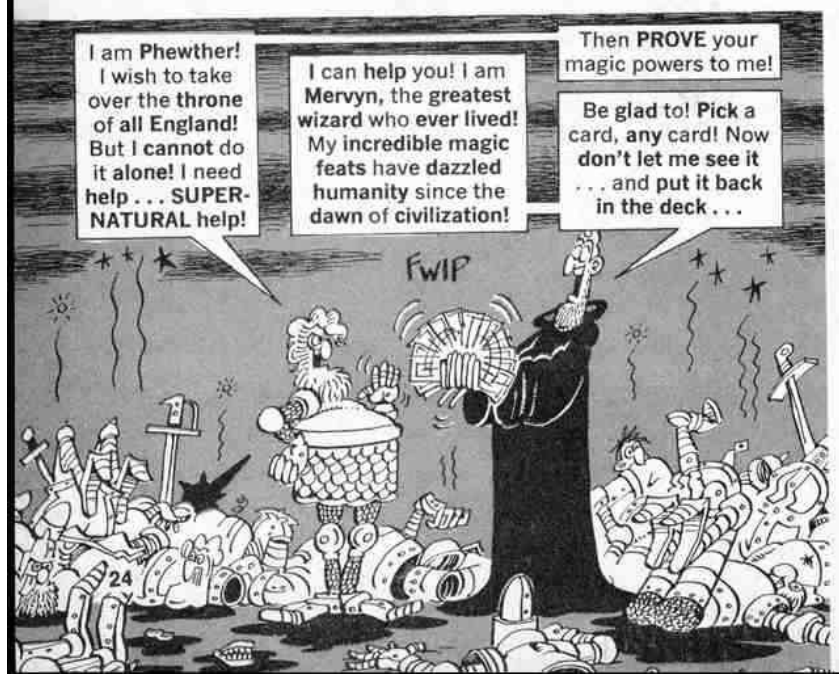
A SWORDED TALE DEPT.

One of the best known of the famous legends is the story of King Arthur and the Knights Of The Round Table. Someday, someone is going to make a comprehendible, exciting movie based on this theme. Until that happens, we will just have to be satisfied with—

DON MARTIN'S VERSION OF A MOVIE OF

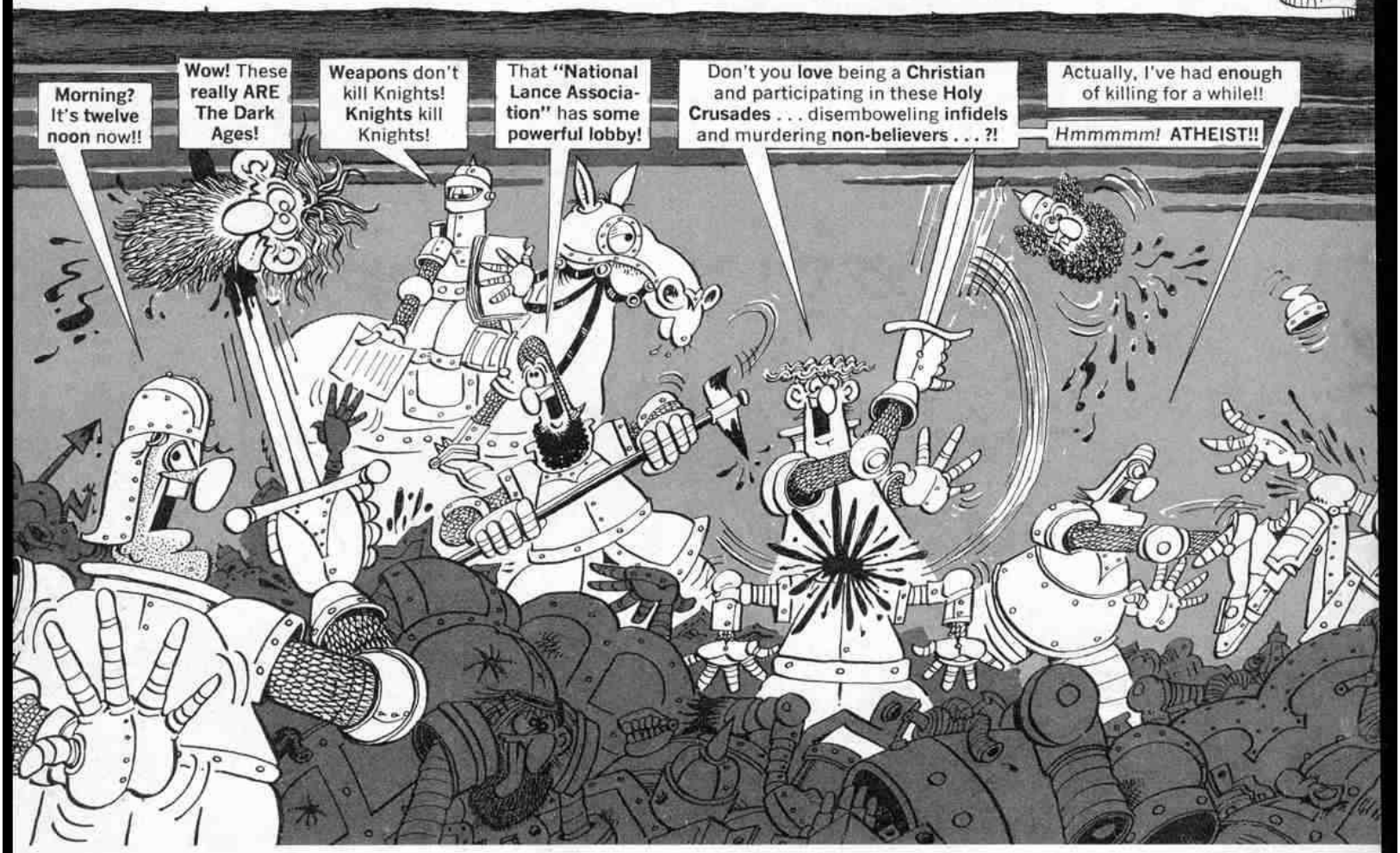


ARTIST: DON MARTIN

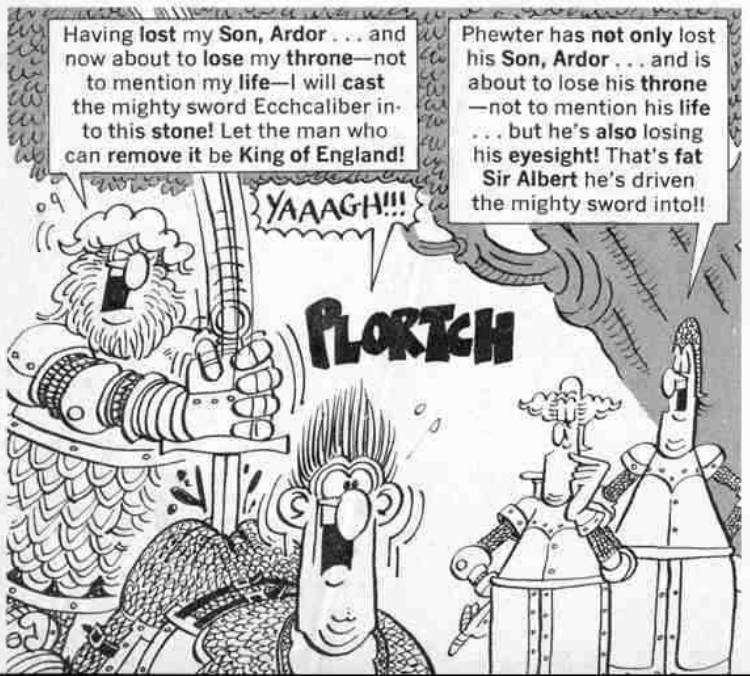




ECHCALIBER



WRITER: LARRY SIEGEL







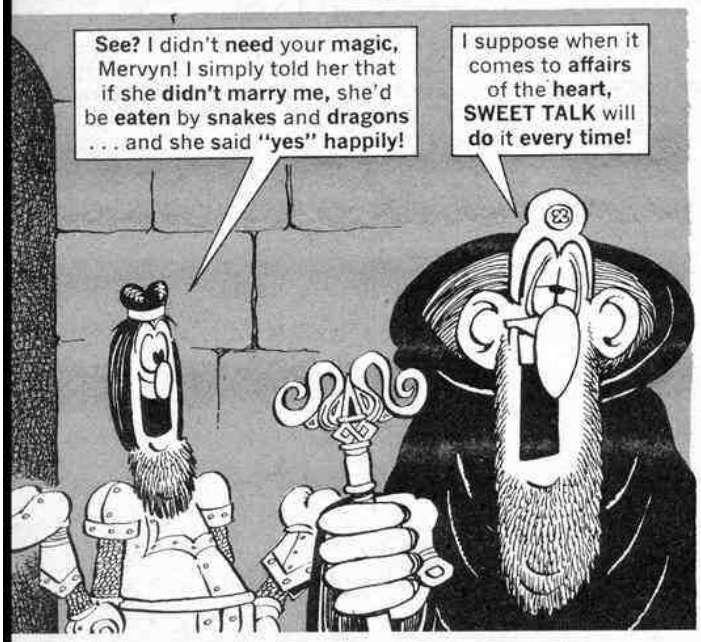

Ardor . . . your **first duty** as **King** will be to **Knight** this man for **bravery** in **battle!**
Can't they get **someone else?** I can't seem to get the **hang** of this **"King"** business!
You must **try,** Sire!
Oh, very well! Here goes . . .

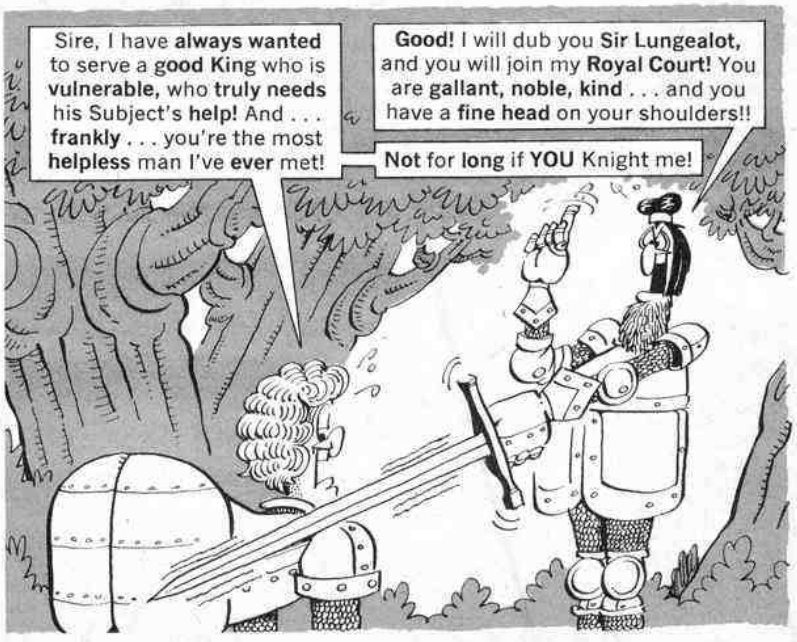

I dub thee . . . Sir—
OOOOPS!
Sir OOOPS?!? I—I **think** you have that **wrong!** His name is **Sir Fingbum—**
SKLITCH


Yecch! I—*ulp* **see** what you **mean!**
Practice, Sire! You must **practice!**


Look, Mervyn . . .! There is the beautiful **Lady Grin'nleer!** I must **take** her for my **Bride!** What **magic** do you have that could **make** her **fall madly in love** with me?
Let me think! **Ahh!** Suppose I change you into a **frog,** Sire! **Then,** when she **kisses** you, you will be transformed into a **handsome Prince,** and—
A **handsome PRINCE?!** You **idiot!** I'm **ALREADY** a **handsome KING!**

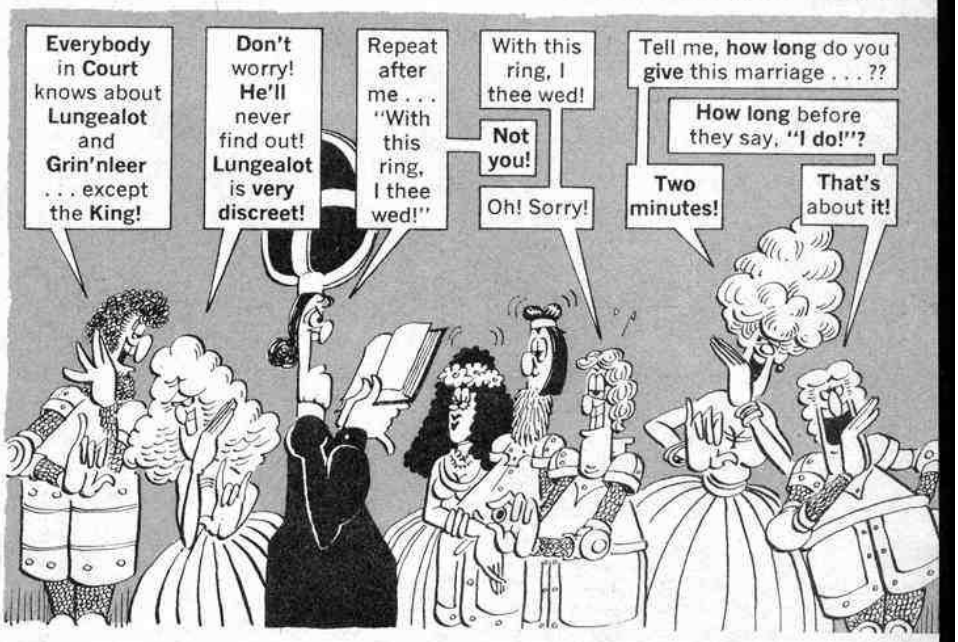

Lady Grin'nleer . . . I have **loved** you since I **first saw** you, and I **want** you to **marry** me! Before you give me your **answer,** remember this! The **new Constitution of Medieval England** decrees that **anyone** who **disobeys** the **King** shall be tossed into a **fiery abyss** where he—**or she**—shall be **devoured** by **snakes** and **dragons** . . . and what remains of her **entrails** thrown to **wild dogs!**
Can I **think** about it?
Why not? It's a **free country!**

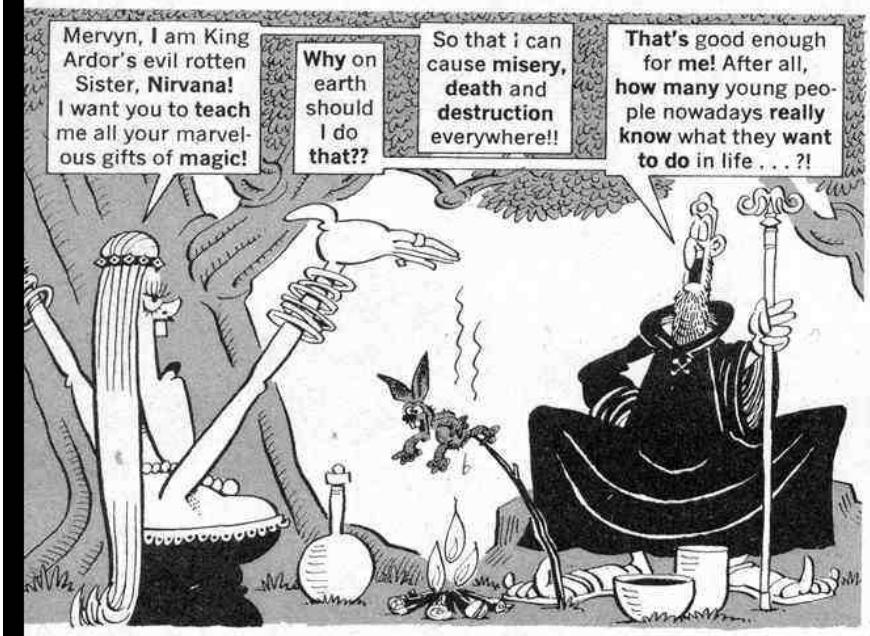

See? I didn't **need** your **magic,** Mervyn! I simply told her that if she **didn't marry me,** she'd be **eaten** by **snakes** and **dragons** . . . and she said **"yes" happily!**
I suppose when it comes to **affairs** of the **heart, SWEET TALK** will **do** it **every time!**

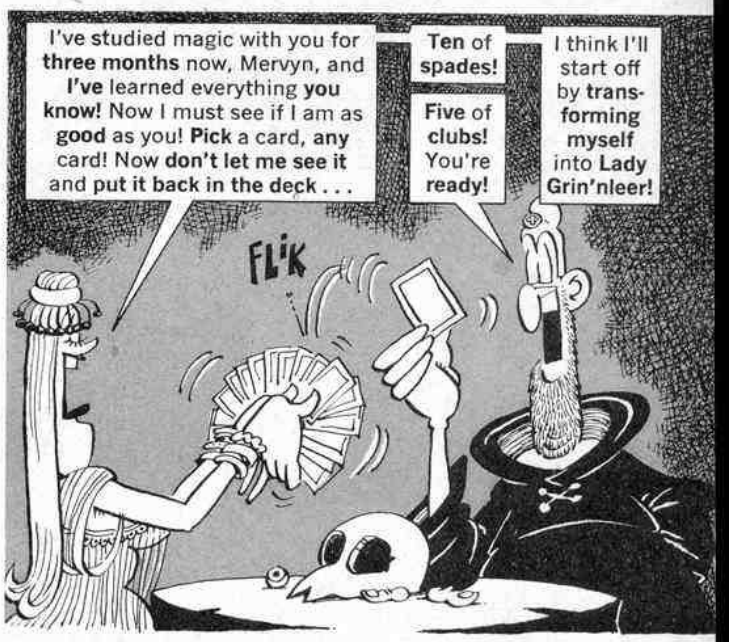

Sire, I have **always wanted** to serve a **good King** who is **vulnerable,** who **truly needs** his Subject's **help!** And . . . **frankly** . . . you're the most **helpless** man I've **ever** met!
Good! I will dub you **Sir Lungealot,** and you will join my **Royal Court!** You are **gallant, noble, kind** . . . and you have a **fine head** on your shoulders!!
Not for **long** if **YOU** Knight me!

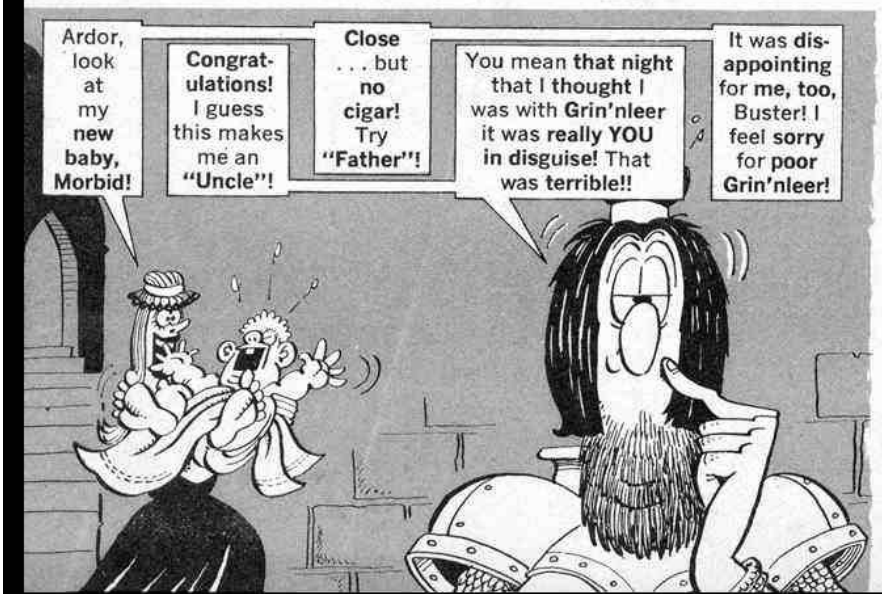

CLOSED FOR REPAIRS


Knights of the Round-table, I'd like you to meet **Sir Lungealot!**
Hello, Cutie! *Er*—you **busy** on Saturday night?
Sort of! I'm **marrying** the **King!**
Oh, I'm **so sorry!** I—I **didn't know!**
How about **Sunday?!?**

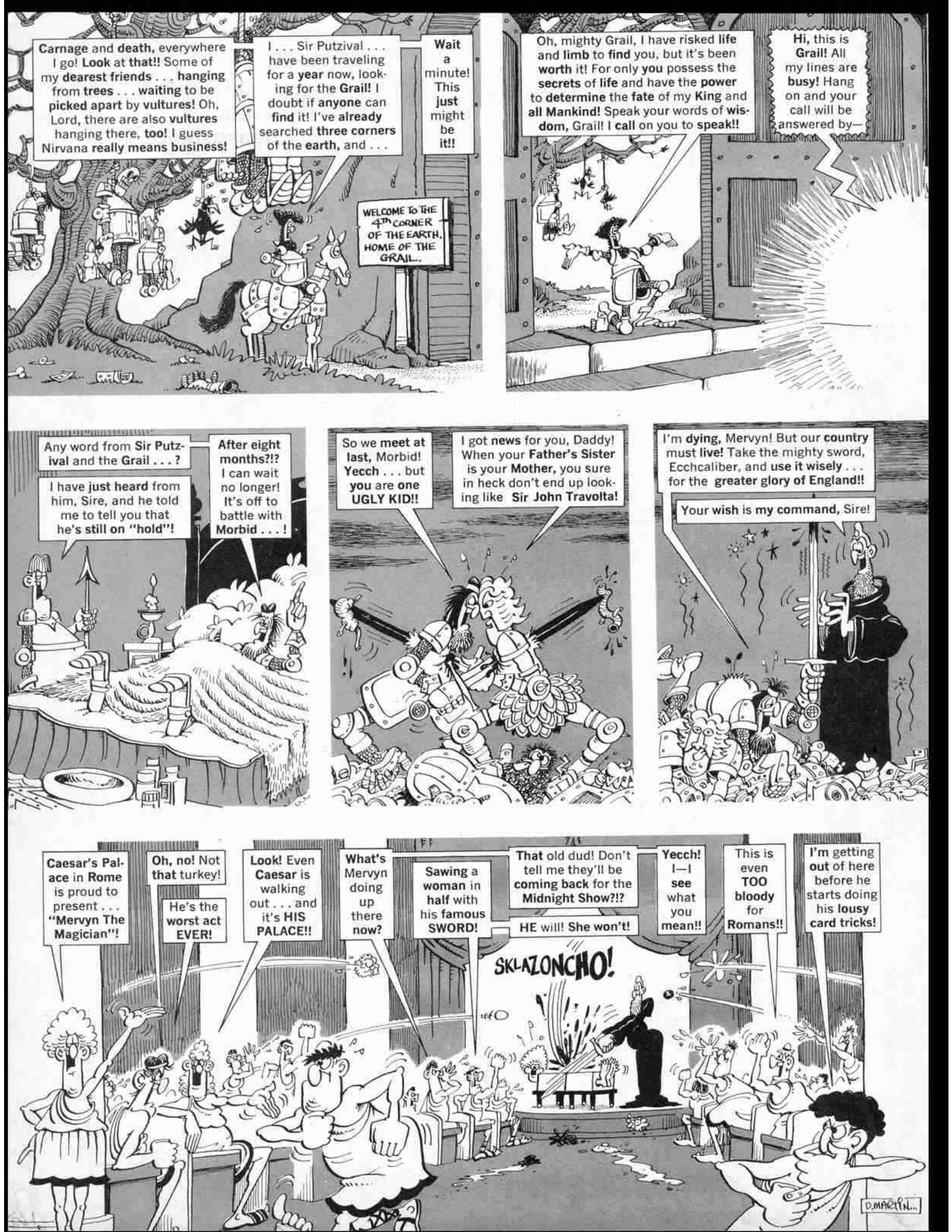

Everybody in **Court** knows about **Lungealot** and **Grin'nleer** . . . except the **King!**
Don't worry! **He'll** never find out! **Lungealot** is **very discreet!**
Repeat after me . . . "With this ring, I thee wed!"
With this ring, I thee wed!
Not you!
Oh! Sorry!
Tell me, **how long** do you **give** this marriage . . ??
How long before they say, **"I do!"?**
Two minutes!
That's about **it!**


Mervyn, **I** am King Ardor's evil rotten Sister, **Nirvana!** I want you to **teach** me all your marvelous gifts of **magic!**
Why on earth should I do **that??**
So that **i** can cause **misery, death** and **destruction** everywhere!!
That's good enough for **me!** After all, **how many** young people nowadays **really know** what they **want to do** in life . . . ?!


I've studied magic with you for **three months** now, Mervyn, and **I've** learned everything **you know!** Now I must see if I am as **good** as you! **Pick** a card, **any** card! Now **don't let me see it** and **put it back in the deck . . .**
Ten of spades!
Five of clubs! You're **ready!**
I think I'll start off by **transforming myself** into **Lady Grin'nleer!**
FLIK


Ardor, look at my **new baby, Morbid!**
Congratulations! I guess this makes me an **"Uncle"!**
Close . . . but **no cigar!** Try **"Father"!**
You mean **that night** that I **thought** I was with **Grin'nleer** it was **really YOU in disguise!** That was **terrible!!**
It was **disappointing** for **me, too,** Buster! I feel **sorry** for **poor Grin'nleer!**


You are **grown up,** Morbid! Are you ready to help me spread **havoc** and **destruction** over the country, and **kill King Ardor?**
Good! It's **time** now for you to go off in your **armored helmet,** your **armored suit,** your **armored leggings,** your **armored shoes—**
I'm **ready,** Mother!
But **why** am I so **uncomfortable** in the **CROTCH?!?**
Idiot!! It's **ALSO** time to **take off** your **armored diapers!**


Carnage and death, everywhere I go! Look at that!! Some of my dearest friends . . . hanging from trees . . . waiting to be picked apart by vultures! Oh, Lord, there are also vultures hanging there, too! I guess Nirvana really means business!
I . . . Sir Putzival . . . have been traveling for a year now, looking for the Grail! I doubt if anyone can find it! I've already searched three corners of the earth, and . . .
Wait a minute! This just might be it!!
WELCOME TO THE 4TH CORNER OF THE EARTH, HOME OF THE GRAIL.
Oh, mighty Grail, I have risked life and limb to find you, but it's been worth it! For only you possess the secrets of life and have the power to determine the fate of my King and all Mankind! Speak your words of wisdom, Grail! I call on you to speak!!
Hi, this is Grail! All my lines are busy! Hang on and your call will be answered by—
Any word from Sir Putzival and the Grail . . . ?
I have just heard from him, Sire, and he told me to tell you that he's still on "hold"!
After eight months?!? I can wait no longer! It's off to battle with Morbid . . . !
So we meet at last, Morbid! Yecch . . . but you are one UGLY KID!!
I got news for you, Daddy! When your Father's Sister is your Mother, you sure in heck don't end up looking like Sir John Travolta!
I'm dying, Mervyn! But our country must live! Take the mighty sword, Ecchcaliber, and use it wisely . . . for the greater glory of England!!
Your wish is my command, Sire!
Caesar's Palace in Rome is proud to present . . . "Mervyn The Magician"!
Oh, no! Not that turkey!
He's the worst act EVER!
Look! Even Caesar is walking out . . . and it's HIS PALACE!!
What's Mervyn doing up there now?
Sawing a woman in half with his famous SWORD!
That old dud! Don't tell me they'll be coming back for the Midnight Show?!?
HE will! She won't!
Yecch! I—I see what you mean!!
This is even TOO bloody for Romans!!
I'm getting out of here before he starts doing his lousy card tricks!
SKLAZONCHO!
D.MARTIN...

As government spending is slashed, the number of Americans eligible for Federal social programs will have to be reduced. Decisions will have to be made as to just who are most deserving of government assistance. Who are, as President Reagan likes to call them, the "truly needy?" One way this question might be answered is by sending out something like this:

THE MAD QUESTIONNAIRE FOR UNCOVERING AMERICA'S "TRULY NEEDY"

NAME _____ **AGE** _____

ADDRESS _____ **S.S. #** _____

(1) Within the last three months, have you ever been so hungry that you seriously contemplated eating your foot?
YES___ NO___

(2) Is the only running water in your apartment the drool from your Grandpa's chin?
YES___ NO___

(3) Has the Chrysler Corporation ever offered you a rebate, even though you never bought a car?
YES___ NO___

(4) Is there a Telethon named in your honor?
YES___ NO___

(5) Have you ever seriously entertained the idea of marrying a shopping bag lady as a means of attaining quick upward social mobility?
YES___ NO___

(6) Is your current budget so tight that family members have to recycle toilet paper?
YES___ NO___

(7) Has your entire wardrobe gone in and out of style more than three times?
YES___ NO___

(8) Are you currently out of work longer than Troy Donahue?
YES___ NO___

ARTIST: BOB CLARKE WRITER: JOHN FICARRA





(9) Is your current place of residence heated primarily by the flames of the burning tenements that surround it?

YES___ NO___

(10) To the best of your recollection, what is the color of a rare sirloin steak?

(a) Yellow___ (b) Red___
(c) Green___ (d) Plaid___

(11) On the average night, if you have an accident and wet the bed, how many other people know about it immediately?

_____

(12) When your next door neighbor takes out the garbage, do you take it in?

YES___ NO___

(13) Approximately what percentage of your day is spent checking pay phone coin return slots?

_____%

(14) When your underwear is in the wash, do you have another pair to wear?

YES___ NO___

(15) Do members of your family refer to the Great Depression of the '30's as "the good ol' days"?

YES___ NO___

(16) Which of the following comes closest in size to the hole in the sole of your shoe? ___

(a) a #4 washer
(b) a Susan B. Anthony dollar
(c) a pizza with anchovies

(17) When you take off your hat, do passersby automatically throw spare change into it?

YES___ NO___

(18) Has some religious group founded a special order of Monks, dedicated solely to living and working among members of your immediate family?

YES___ NO___

(19) In the last election, did you vote for President Reagan? (This question will not affect the outcome of your "Truly Needy" status.)

YES___ NO___



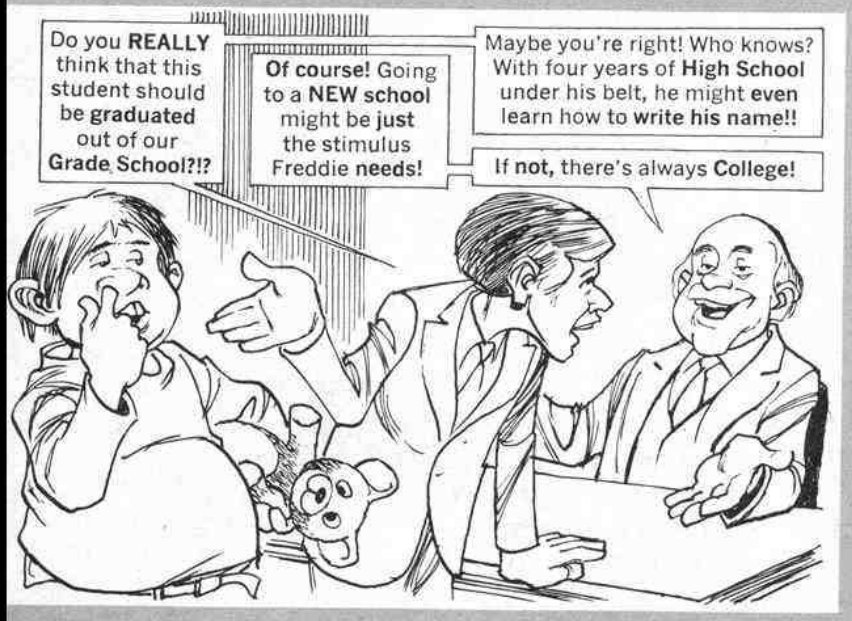
Now that you've answered all the questions, we suggest that you get the jump on the rest of America's "Truly Needy" by clipping along the dotted lines and mailing the questionnaire immediately to: Mr. David Stockman, President Reagan's Budget Director, The White House, Washington, D.C.

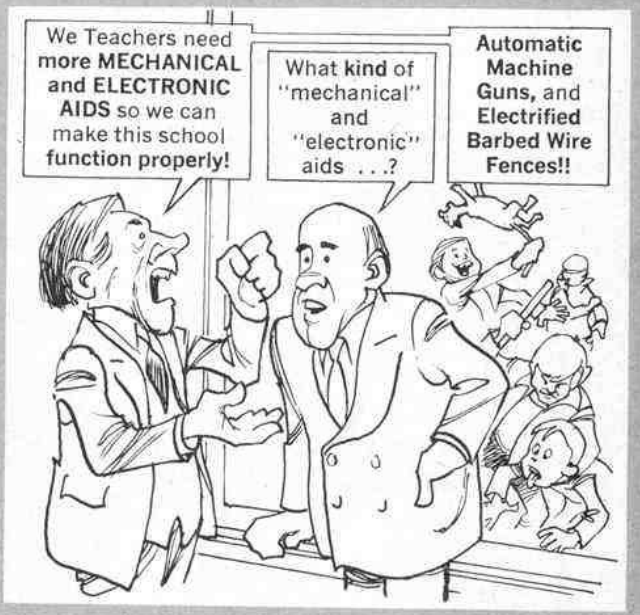
The Editors

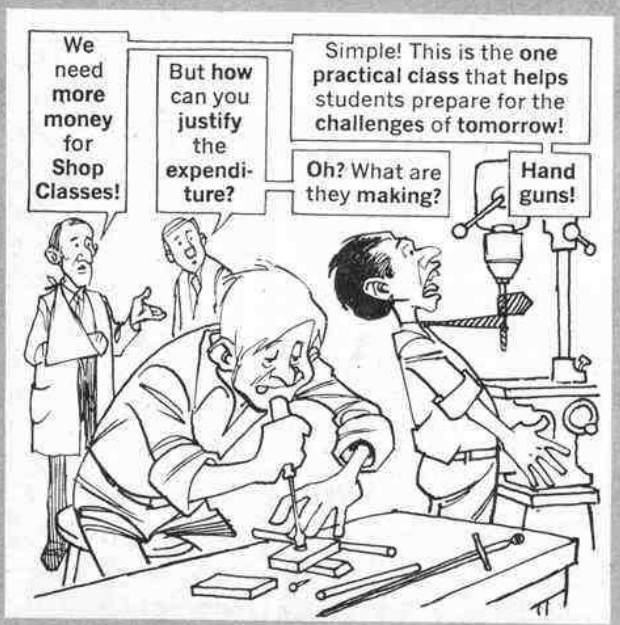
FACULTEASE DEPT.

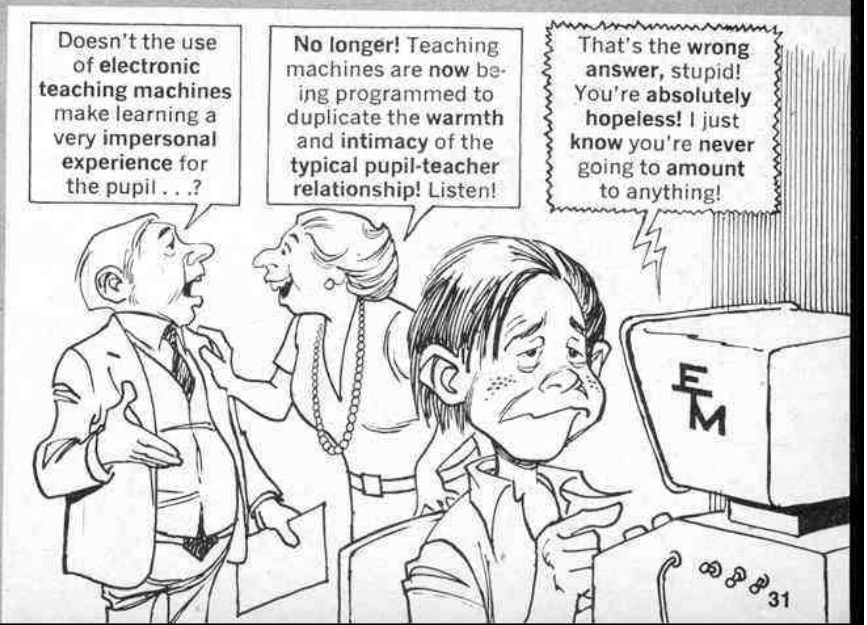
A MAD LOOK AT TEACHERS

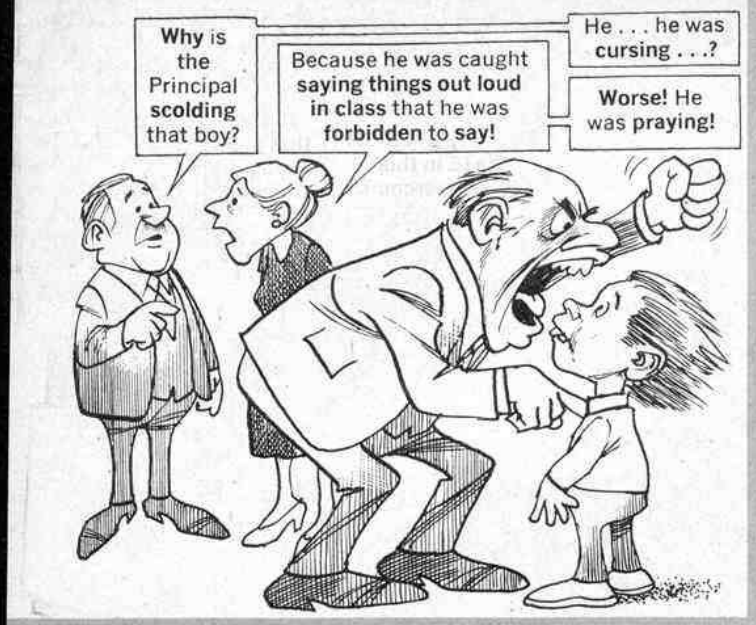
ARTIST: BOB CLARKE WRITER: STAN HART

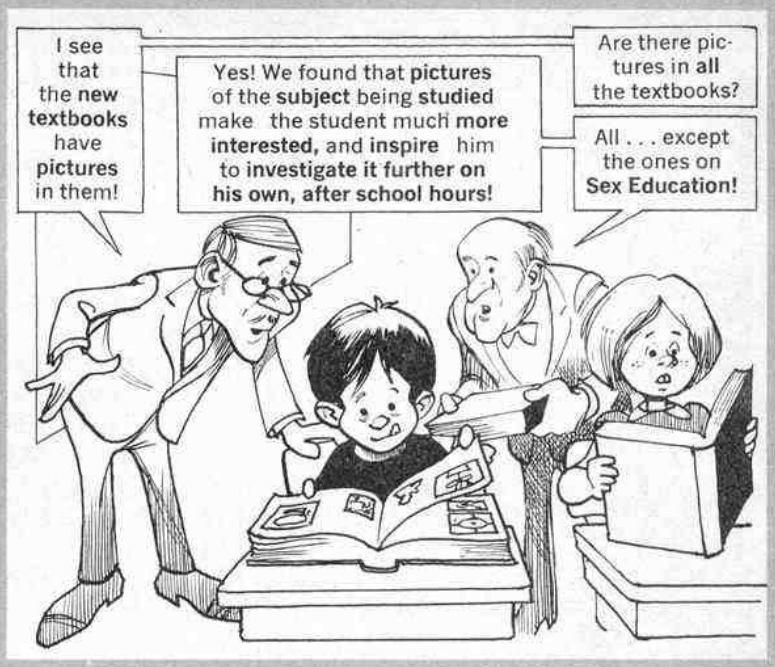


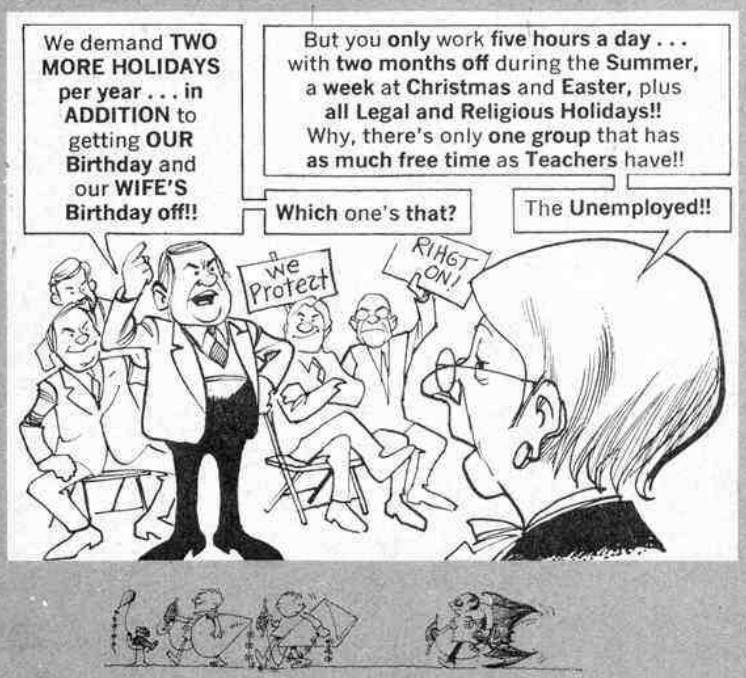


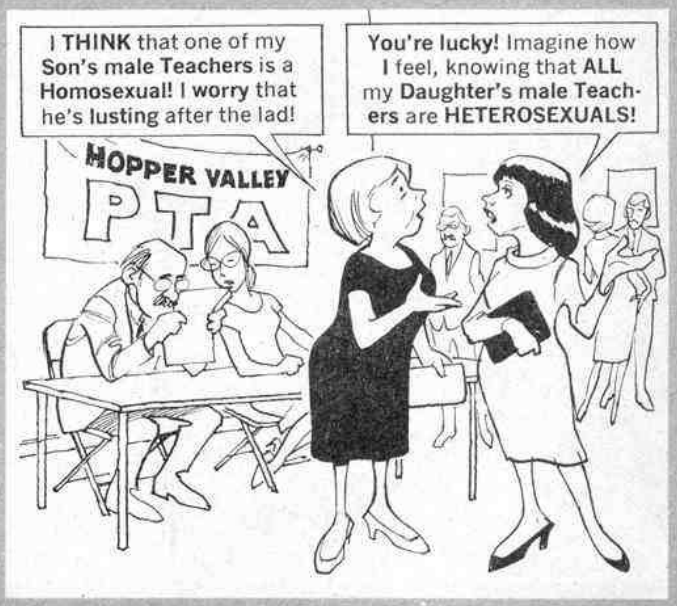





Why is the Principal scolding that boy?
Because he was caught saying things out loud in class that he was forbidden to say!
He . . . he was cursing . . .?
Worse! He was praying!


I see that the new textbooks have pictures in them!
Yes! We found that pictures of the subject being studied make the student much more interested, and inspire him to investigate it further on his own, after school hours!
Are there pictures in all the textbooks?
All . . . except the ones on Sex Education!


We demand TWO MORE HOLIDAYS per year . . . in ADDITION to getting OUR Birthday and our WIFE'S Birthday off!!
But you only work five hours a day . . . with two months off during the Summer, a week at Christmas and Easter, plus all Legal and Religious Holidays!! Why, there's only one group that has as much free time as Teachers have!!
Which one's that?
The Unemployed!!
We Protect
RIHGT ON!

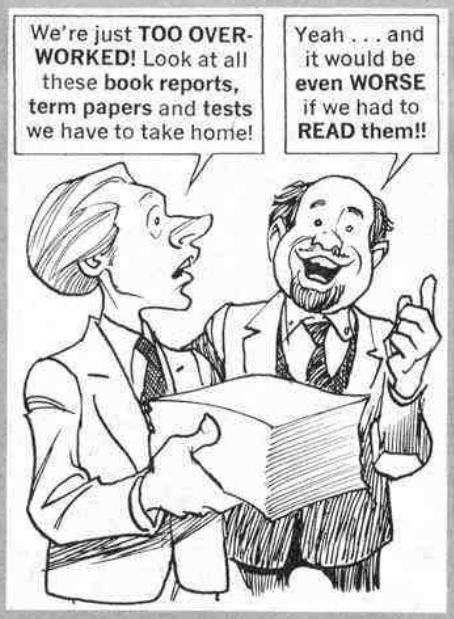

I THINK that one of my Son's male Teachers is a Homosexual! I worry that he's lusting after the lad!
You're lucky! Imagine how I feel, knowing that ALL my Daughter's male Teachers are HETEROSEXUALS!
HOPPER VALLEY PTA

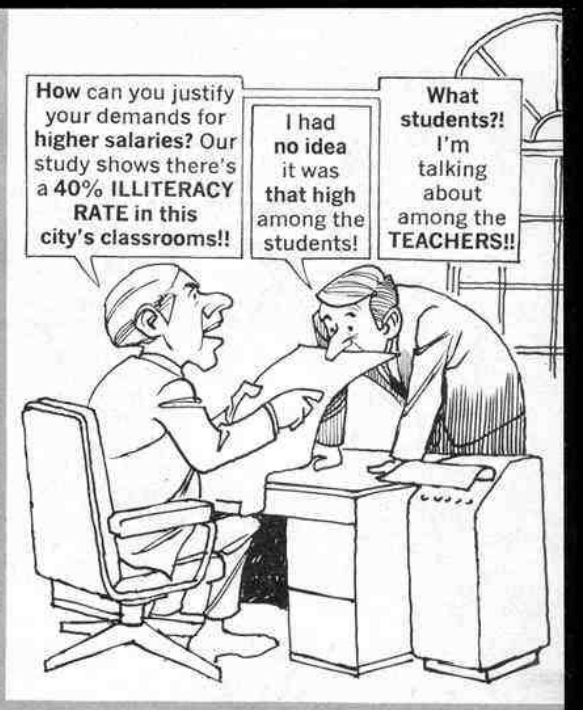

As a Teacher, don't you wish we could bring "beating" back into the classroom . . .?
Not me!! I'm delighted it's gone!
Really??
You bet! Why, my students haven't beaten me up ONCE since we passed the rule!!


I think one of our demands should be to get the "pot" out of our schoolyards . . .
. . . and into the Teachers' Lounge . . . where it belongs!!

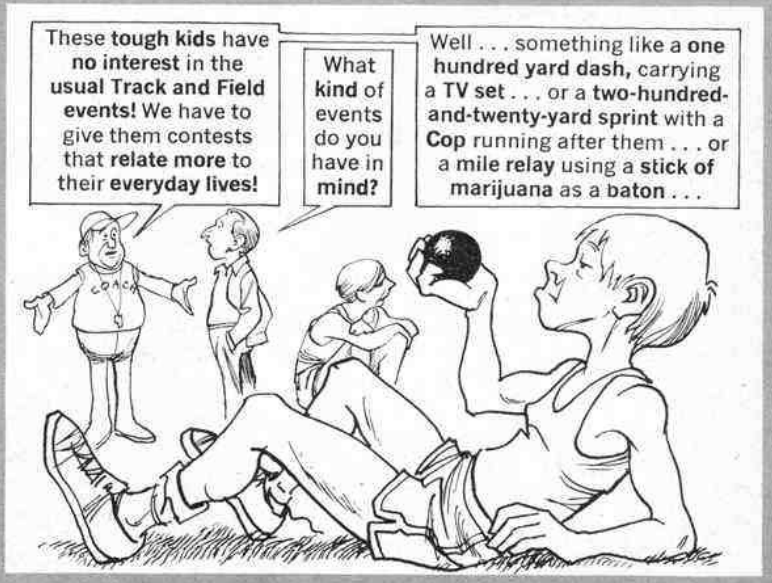

I DEMAND we have more busing of Black kids from the Ghetto into our school!!
How much more busing do you want?
Let's see . . . I need a good Running Back a strong Safety and a Wide Receiver! Three kids'd do nicely!
COACH


I think we should **demand retirement** at an **early age!**
You're **right!** It would be **nice** to have an **active life** for a change!


We're just **TOO OVER-WORKED!** Look at all these **book reports, term papers** and **tests** we have to take home!
Yeah . . . and it would be **even WORSE** if we had to **READ them!!**


How can you justify your demands for **higher salaries?** Our study shows there's a **40% ILLITERACY RATE in this city's classrooms!!**
I had **no idea** it was **that high** among the students!
What students?! I'm talking about among the **TEACHERS!!**


I'm deeply concerned about the **safety** of the **kids** in these old schools!
If you're **so worried,** then just have **more FIRE DRILLS!**
Are you **kidding?!** We **can't** have **ANY Fire Drills!** The schools just **couldn't stand up** if all those kids used the **stairways** at the **same time!**


These **tough kids** have **no interest** in the **usual Track and Field events!** We have to give them contests that **relate more** to their **everyday lives!**
What **kind** of events do you have in **mind?**
Well . . . something like a **one hundred yard dash,** carrying a **TV set** . . . or a **two-hundred-and-twenty-yard sprint** with a **Cop** running after them . . . or a **mile relay** using a **stick of marijuana** as a **baton** . . .


Are **they** members of the **Bomb Squad?**
No, they're members of the **Gym Squad!** They're **inspect-ing lockers!**
Why are they wearing **gas masks??**
Wouldn't YOU . . . if you had to look into lockers where **socks** and **jocks** haven't been **washed** since the **term began** six months ago!?


What **is it** that you Teachers **want?**
We want a **good education** for **all children,** and the **preservation** of the **values** that **made America great!**
And if you **don't get it?**
We'll **BURN the damn school to the ground!!**
WE MUST BE HERD!
REPENT YE SINNERS
MOON

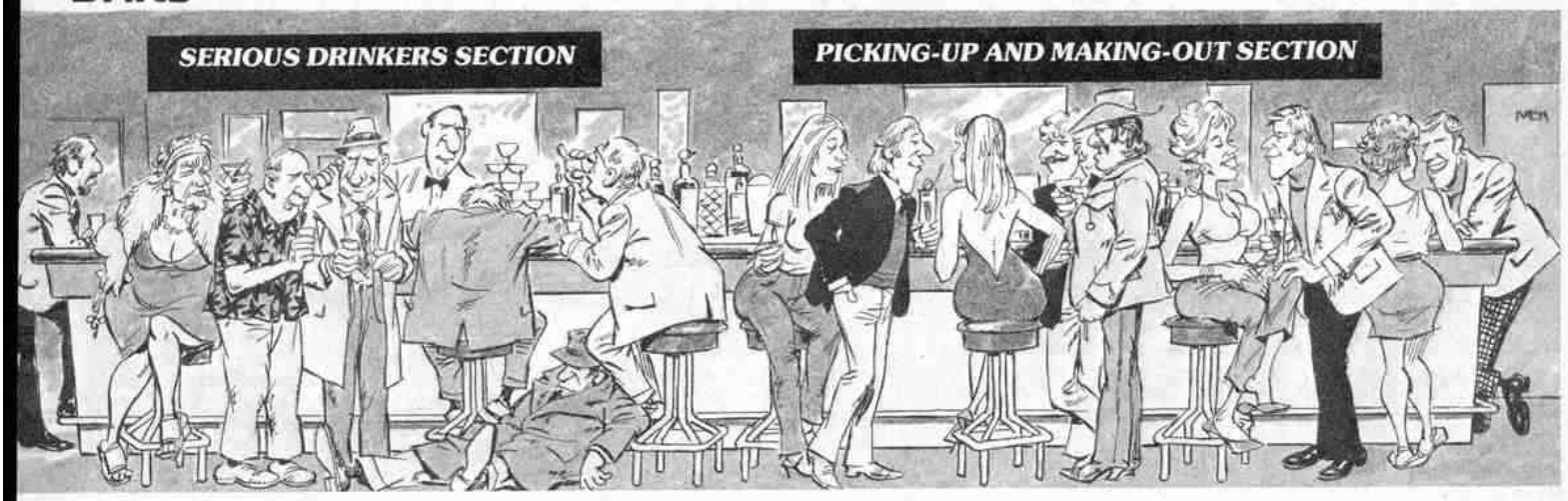
SPLIT-SCENE DEPT.

As a result of the clamor raised by the anti-smoking crowd, all airline planes, most commuter trains and many restaurants are now divided into "Smoking "and "No Smoking"

MORE SUB-DIVISION

ARTIST: ANGELO TORRES

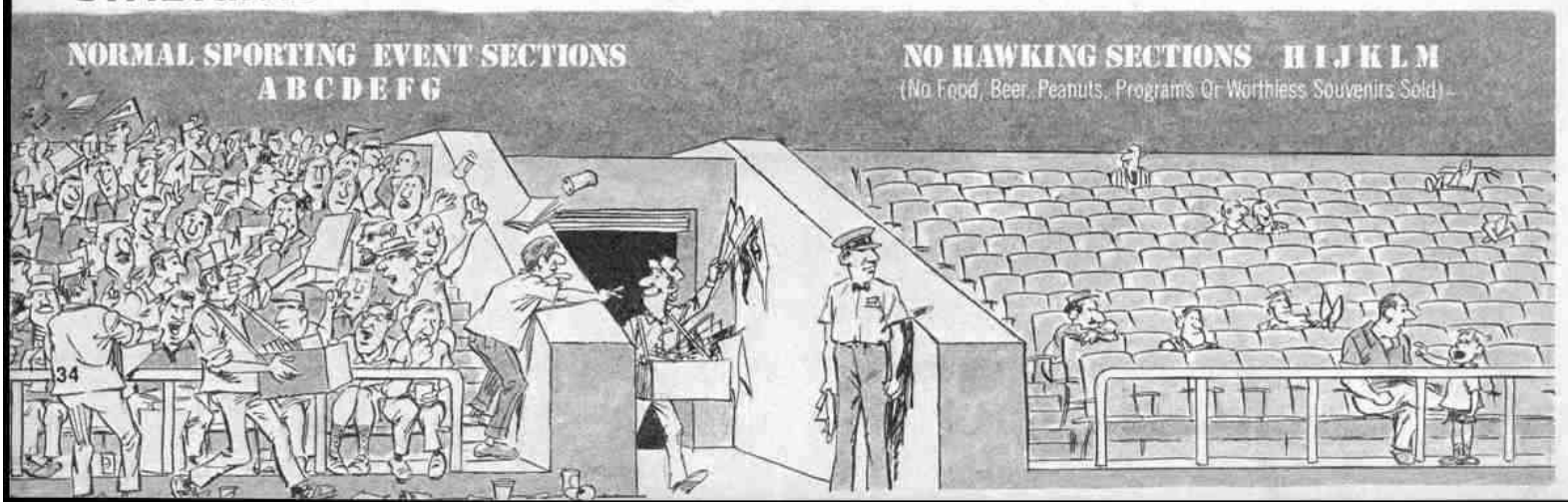
BARS



FREEWAYS



STADIUMS



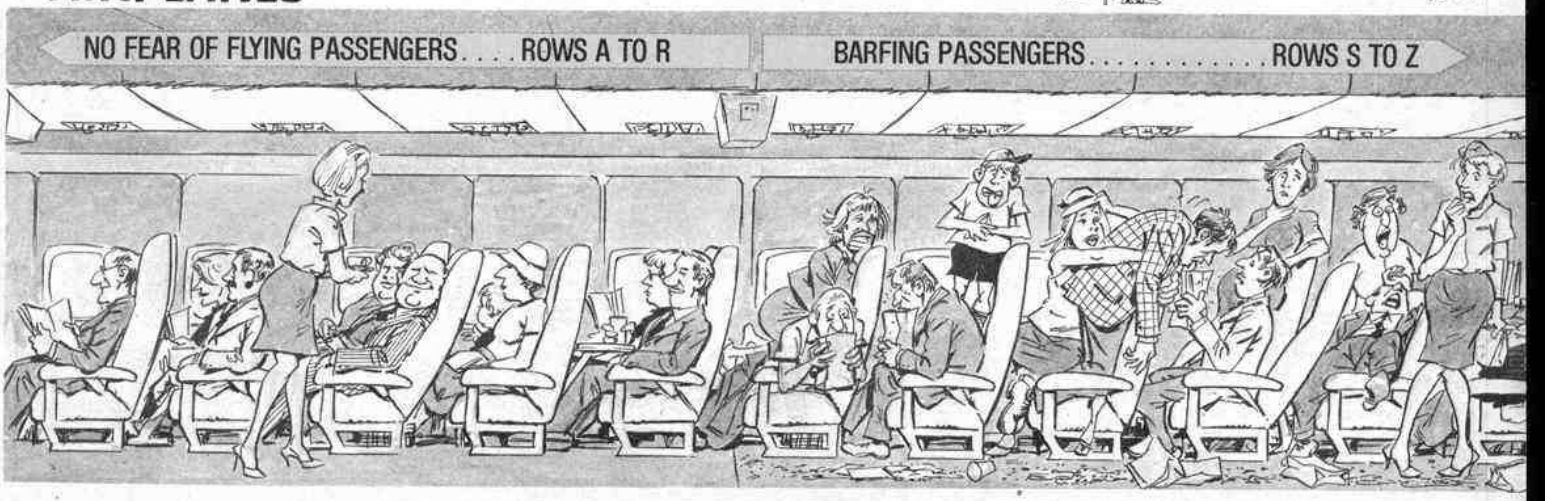
sections. Which brings us to the premise of this dumb article: Mainly, if this trend toward segregation continues, we'll be making other choices when we're faced with...

S FOR PUBLIC PLACES

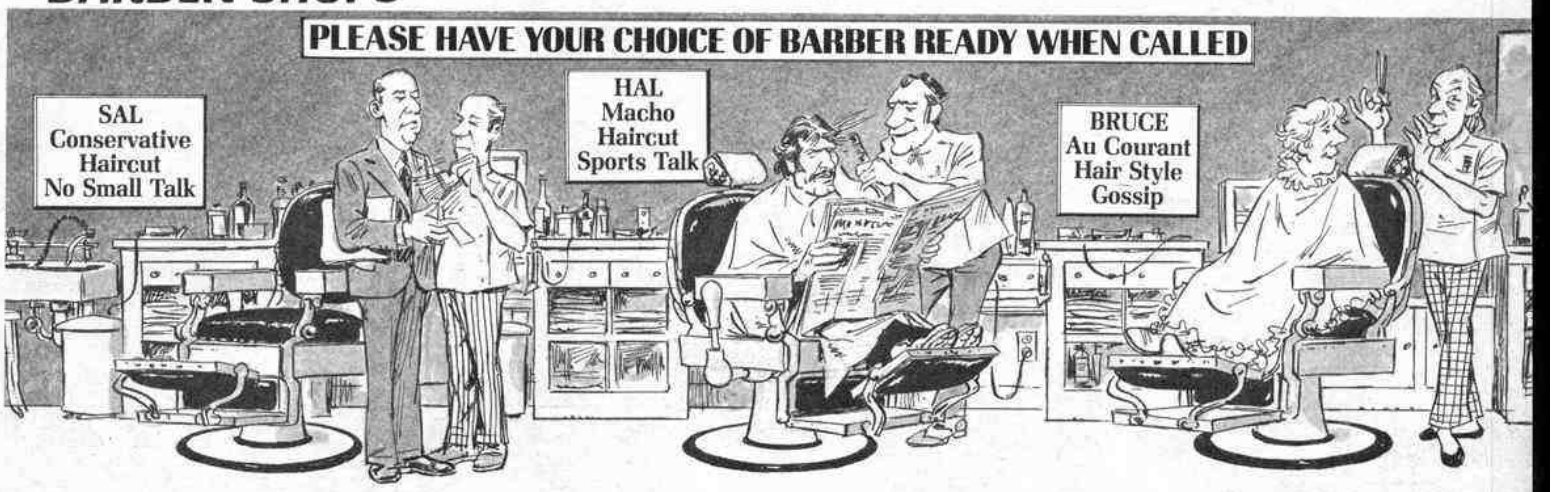
WRITER: DICK DE BARTOLO



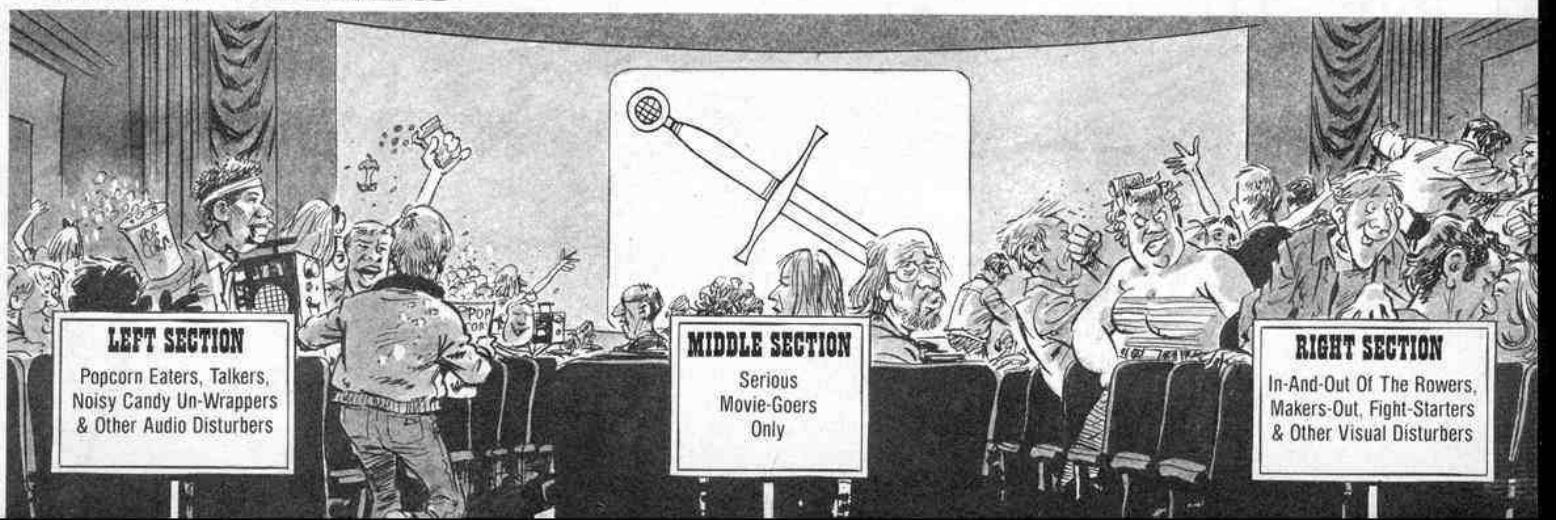
AIRPLANES



BARBER SHOPS



MOVIE THEATERS



LOSING IS EVERYTHING DEPT.

A MAD SURVEY OF TODAY'S LIVING, SHOWING WHY... YOU

YOU CAN'T WIN WITH FOOD . . .



You learn that sweets and food preservatives are bad for you, so you use sugar substitutes and cut out all preserved foods.



HOWEVER . . . saccharin can cause bladder cancer, and unpreserved foods can spoil and give you botulism. So you switch to healthy protein foods like eggs and meat.



HOWEVER . . . eggs raise your cholesterol level, the monosodium glutamate in meat tenderizers cause another form of cancer, and meat fat is bad for your triglycerides. So you switch to leafy vegetables.

YOU CAN'T WIN WITH SEX . . .



You need a girl desperately. So you go to a swinging Disco spot.



HOWEVER . . . the girl that turns you on is beautiful, and you know that all the guys there are going to go for her, and it's not worth the time and the effort to fight for her. So you look around for a homely girl.



HOWEVER . . . all the guys who secretly want the beautiful girl aren't in the mood to fight for her either. So like an idiot, you find yourself battling 5 guys for the ugly girl nobody wants.

CAN'T WIN!

ARTIST: HARRY NORTH WRITER: LARRY SIEGEL





HOWEVER . . . lettuce is sprayed with insecticides, which not only harm the ozone layer, but cause still another form of cancer. So you eat nothing but sunflower seeds and ice cubes. You lose 20 pounds and feel terrific.



HOWEVER . . . two weeks later you collapse in the street, an emaciated wreck, and the paramedics rescue you just in time.



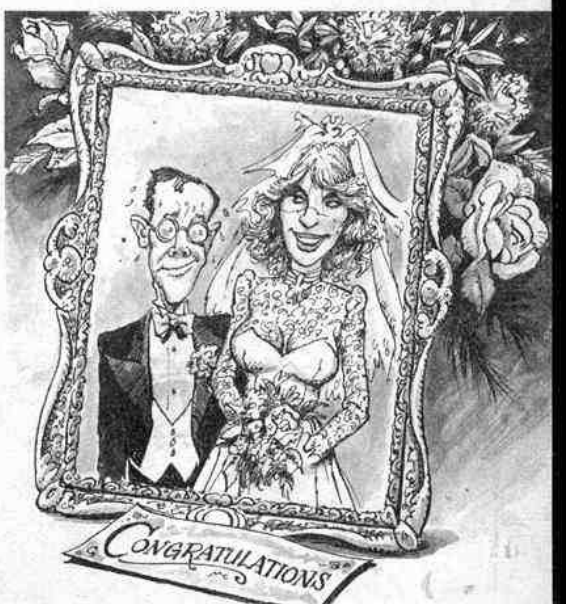
HOWEVER . . . you are rushed to an emergency ward, where they feed you the deadliest poison of all, for which there is no substitute or cure—Hospital food!



HOWEVER . . . the ugly girl, her ego inflated by all the frantic attention she's getting, decides that neither ***YOU*** nor the ***OTHER*** 5 guys are good enough for her.



HOWEVER . . . this makes you want her even more, and after a long battle, you finally win her. And you'll probably marry her and be miserable for the rest of your life because she'll always believe she could have done better . . . and you'll ***KNOW*** you could.



HOWEVER . . . the beautiful girl who was lonely and willing to settle for anybody, goes off with an ugly guy who felt much too inadequate to battle 5 guys for an ugly girl nobody wanted . . . and you got!

YOU CAN'T WIN WITH A CAREER . . .



You graduate from college, get your Master's degree, and start looking for a job as a Teacher.



HOWEVER . . . the field is overcrowded and there are just no openings. So you decide to go into the Business World.



HOWEVER . . . because of your background in Education, you're unequipped for the dog-eat-dog Business World. So to keep yourself from starving, you apply for a job as a Dishwasher.

YOU CAN'T WIN WITH SAFETY . . .



Everyone is being robbed nowadays, so you put bars on your windows and a burglar alarm on your door.



HOWEVER . . . in case of fire, you can't get out, and firemen can't get in. So to avoid fires, you get rid of all combustible materials and you go out to buy a smoke detector.



HOWEVER . . . on the way to the store, you're mugged in the street. So you buy a big vicious dog for protection.

YOU CAN'T WIN WITH MENTAL HEALTH . . .



You're having a problem, so you go into Group Therapy where, thanks to the support of the other nine members, you're able to open up to them and get rid of your problem.



HOWEVER . . . after they open up to you, you suddenly realize that while you got rid of your problem, you picked up nine other problems you never knew you had. So you quit the Group and take up Yoga.



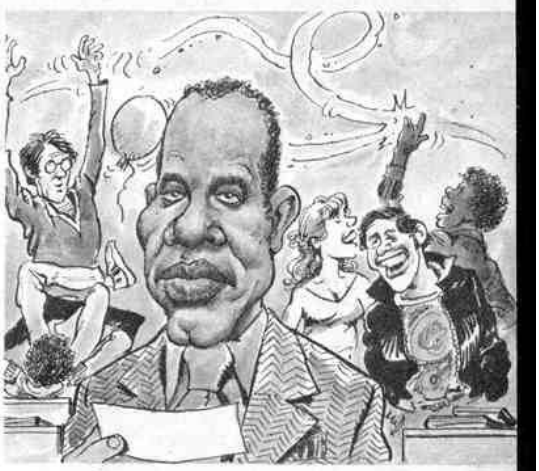
HOWEVER . . . with meditation, you attain such pure consciousness that you not only see your nine problems clearly, but you also find the first problem you thought you lost. So you quit Yoga and join EST.



HOWEVER . . . employers refuse to hire you as a Dishwasher because they consider you to be overqualified. So you go on Welfare.



HOWEVER . . . you suddenly get the great news that there's an opening as a Teacher . . . and you're hired.



HOWEVER . . . as soon as you get your first paycheck, you discover that it's $20 a week less than you would've gotten as a Dishwasher, and $25 a week less than you were getting on Welfare.



HOWEVER . . . the dog squats in the street, you don't have anything to pick up his litter, and a Cop gives you a ticket.



HOWEVER . . . you're happy to pay the $100 fine, knowing that alert Police are guarding against law violations.



HOWEVER . . . the Cop was so busy writing your ticket, he wasn't guarding your home. So when you return to your house, there are only two things left: the bars on your windows . . . and the burglar alarm on the door.



HOWEVER . . . the EST Trainer convinces you to accept your problems because they're terrific. Which leaves you with eleven terrific problems: the ten you came in with, and the brand new one you just got trying to figure out how a problem can be terrific. So you decide to kill yourself.



HOWEVER . . . this makes your Wife angry because if you kill yourself, the Insurance Company won't pay off for suicide. So she walks out on you.



HOWEVER . . . this clears up all your problems! So maybe you ***CAN*** win once in a while!

EAR WHACKS DEPT.

GOOD SOU

There are good sounds . . . and there are bad sounds. And the funniest thing about them [which may be the only funny thing about the entire article] is: they're often the same sounds! It all depends on where, how and when you hear them! We will show you just what we mean when we take a look at

THE SOUND OF A PACKED AUDIENCE'S HYSTERICAL LAUGHTER...

IS *GOOD* WHEN...



YOU'RE A COMEDIAN!

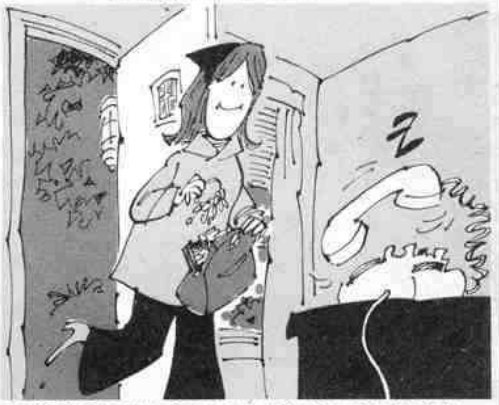
IS *BAD* WHEN...



YOU'RE NOT!

THE SOUND OF YOUR TELEPHONE

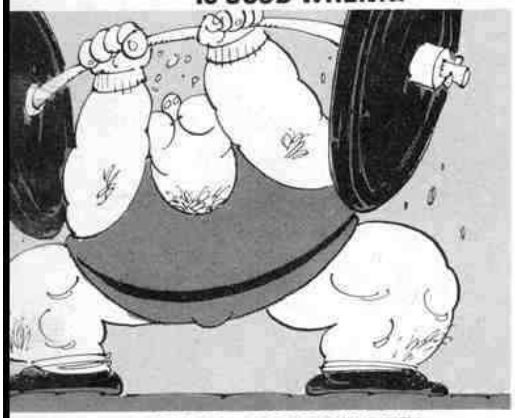
IS *GOOD* WHEN...



YOU'VE JUST COME INTO YOUR HOUSE!

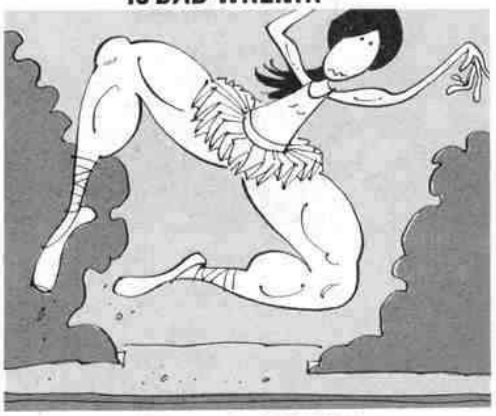
HEARING SOME JOCK SAY, "WOW, LOOK AT ALL THOSE MUSCLES..."

IS *GOOD* WHEN...



YOU'RE A BODY-BUILDER!

IS *BAD* WHEN...



YOU'RE A BALLERINA!

THE SOUND OF A CRACKLING FIRE

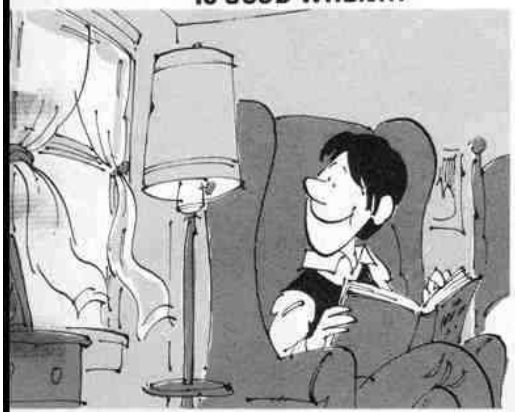
IS *GOOD* WHEN...



IT'S IN THE FIREPLACE OF YOUR SECLUDED MOUNTAIN HIDEAWAY!

THE SOUND OF A FLOCK OF MIGRATING BIRDS SINGING IN A TREE...

IS *GOOD* WHEN...



THEY'RE OUTSIDE YOUR ROOM!

IS *BAD* WHEN...



THEY'RE OVER YOUR DRIVEWAY!

THE SOUND OF WHISTLES AND CAT-C

IS *GOOD* WHEN...



YOU'RE A GIRL WITH A CUTE WALK!

NDS/BAD SOUNDS

ARTIST: PAUL COKER WRITER: STAN HART

SUDDENLY STARTING TO RING...
IS *BAD* WHEN...



YOU'VE JUST GONE OUT OF YOUR HOUSE!

THE SOUND OF THE MELODY AND WORDS OF YOUR FAVORITE SONG...
IS *GOOD* WHEN...



BARBRA STREISAND IS SINGING IT!

IS *BAD* WHEN...



YOUR MOTHER IS SINGING IT!

LICKING AT SEASONED LOGS...
IS *BAD* WHEN...



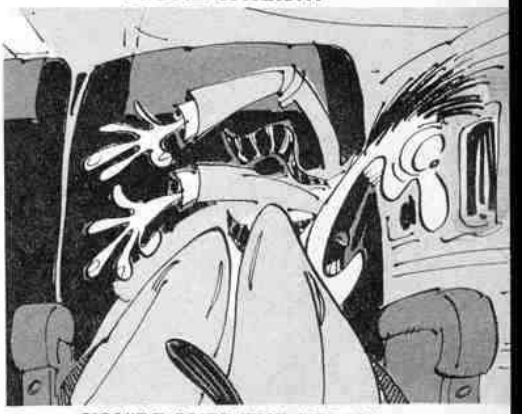
YOUR SECLUDED MOUNTAIN HIDE-AWAY DOESN'T HAVE A FIREPLACE!

THE SOUND OF A STEWARDESS SAYING, "FASTEN YOUR SEAT BELTS..."
IS *GOOD* WHEN...



YOU'RE OVER THE AIRPORT!

IS *BAD* WHEN...



YOU'RE OVER THE OCEAN!

ALLS FROM A GROUP OF GUYS...
IS *BAD* WHEN...



YOU'RE A BOY WITH A CUTE WALK!

THE DISGUSTING, EMBARRASSING SOUND OF A WHOOPIE CUSHION...
IS *GOOD* WHEN...

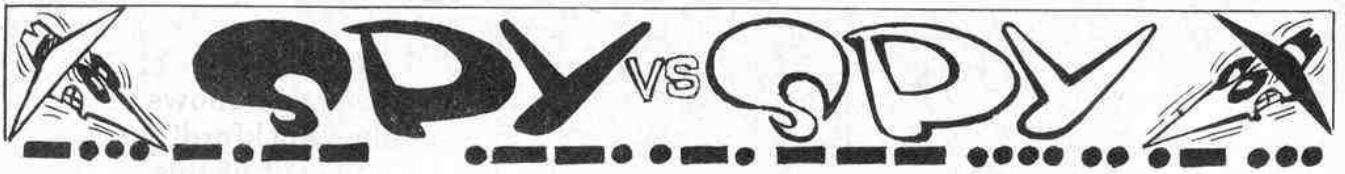


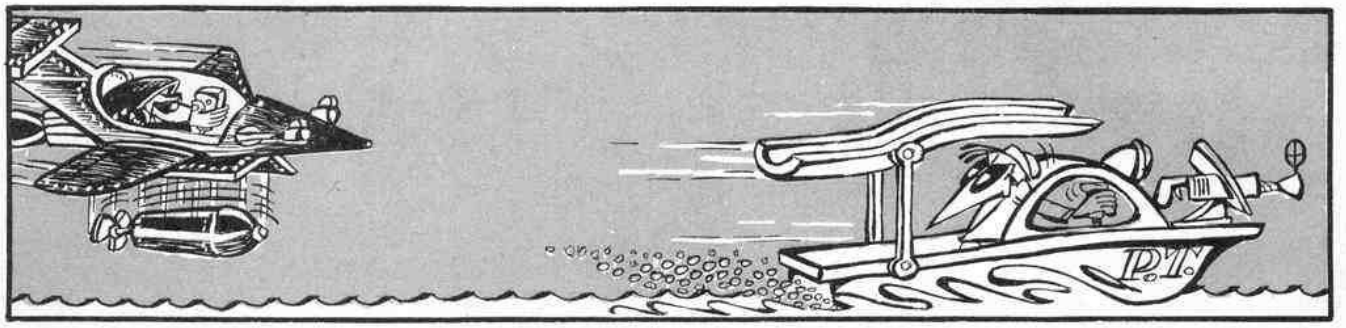
YOU PUT IT UNDER SOMEONE'S SEAT!

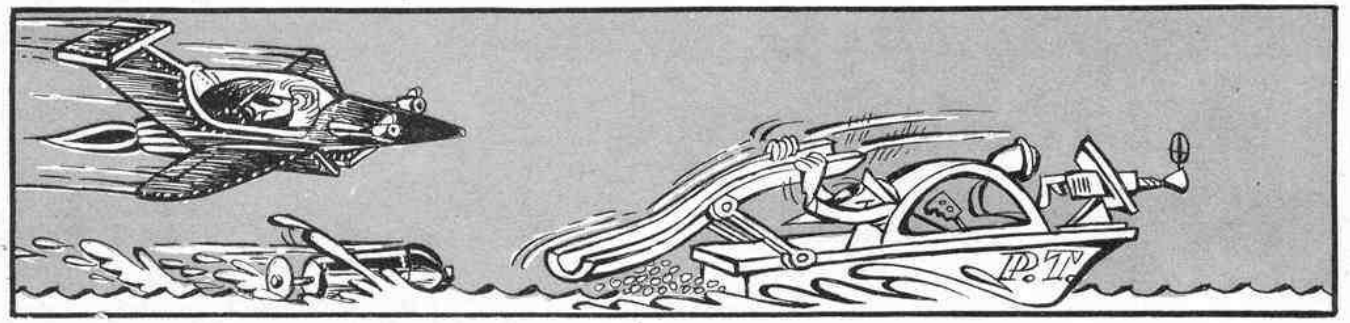
IS *BAD* WHEN...

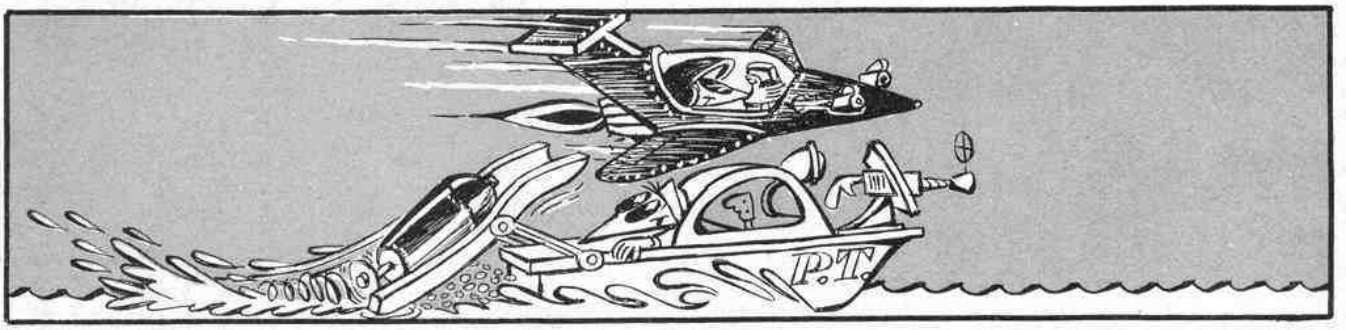


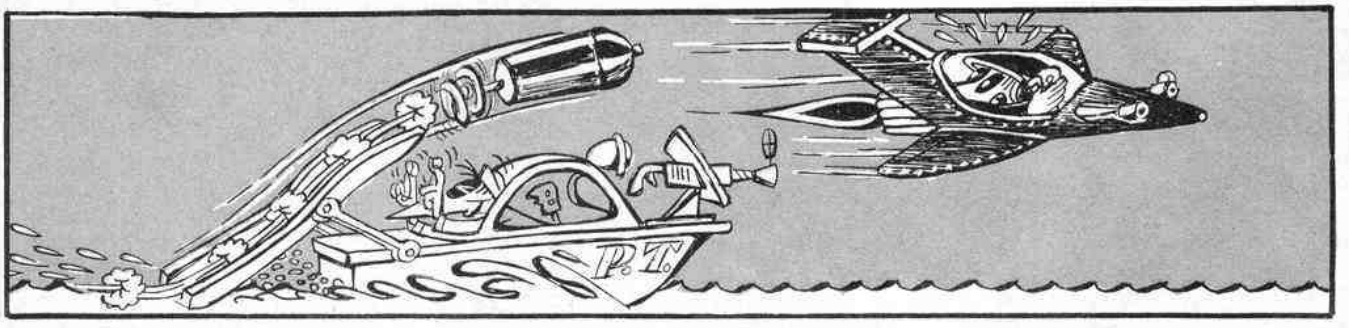
YOU DIDN'T!

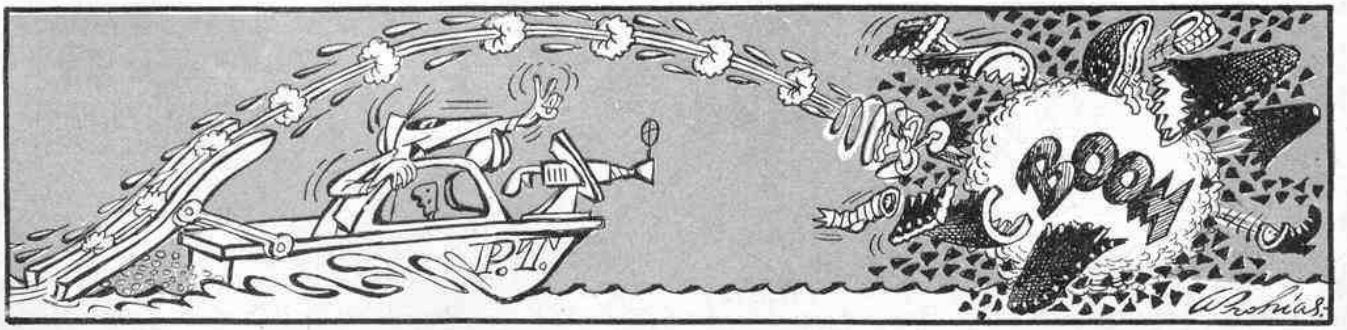

SPY vs SPY


P.T.


P.T.


P.T.


P.T.


P.T.
BOOM
Antonias

ALOHA-HO-HUM DEPT.

There's a new hit TV show that features a private detective who wears wild Hawaiian shirts, tight designer jeans, drives a Ferrari and operates out of the estate of a wealthy writer. Now, in the past, we've always enjoyed watching Detective Shows on TV. Some, like "Mannix" and "Harry O" were exciting . . . others, like "Rockford" and "Columbo" were funny. But watching this new TV show has left the staff of this . . .

magnumb, p.u.

"In case you're wondering **why** the **voice-over** bit, it's an **old Private Eye tradition!** How **else** could you **tell** I was a **P.I.?** Not by my **life style,** and certainly not by the way I **talk!** But those **other** fictional detectives like **Philip Marlow** and **Sam Spade** had **real writers** doing their dialogue, not some **Hollywood hack** soaking in a **hot tub!** Anyway . . ."



Magnumb, **why** are you wearing that silly **sailor suit?** Are you going to try to sneak a **free meal** at the **Officer's Club?**

It so happens today is **Dec. 7th!**

Sorry! Are you holding a **Pearl Harbor Memorial Service . . . ???**

Not quite! We're throwing a **"Sneak Attack" Party!** See, the **girls** pretend to be **aircraft carriers** and—

Please! Spare me the **gruesome details . . . !**

Priggins, if you **fed** those **mutts** once in a while, they **wouldn't** always be trying to take a **hunk** out of me!!

I feed them **3 times a day!**

I know this is **Hawaii,** but don't you think **pineapple-flavored Gravy Train** is carrying things just a little bit **too far!?!**



Magnumb, let's get to business! Mr. Hacker's house guest this week is a **famous scientist,** and I have reason to believe that an **attempt** may be made on her **life!** So—

EVERY week our guests are in danger of being murdered, kidnapped or robbed! The **Amityville Horror House** is a **rest camp** compared to **this!**

Why do you think **Mr. Hacker NEVER STAYS** here?!?

"A **fabulous-looking chick** climbed out of the pool! She was a **perfect "10"!** But then, **all** female guests on this show have to be a "10"! **Who'd** tune in to see **Bea Arthur** in a bikini?"

Hello, I'm **Dr. Tiffany Karrot!** I'm a **famous scientist!**

Funny, you don't **look** like a scientist! You're **not** wearing **glasses!** Actually, we have a **lot** in **common!**

Oh . . . ? Are **you** a scientist . . . ?

No, **I** look great in a bikini, **too!**

I'm **Dum Magnumb!** I'm going to act as your **bodyguard!**

I'd feel a **lot safer** if those **dogs** would protect me **instead!!**



Magnumb, I want you to **check out** that **ship!** It looks **very suspicious!!**

It's probably just a bunch of **mainland tourists . . . fishing!**

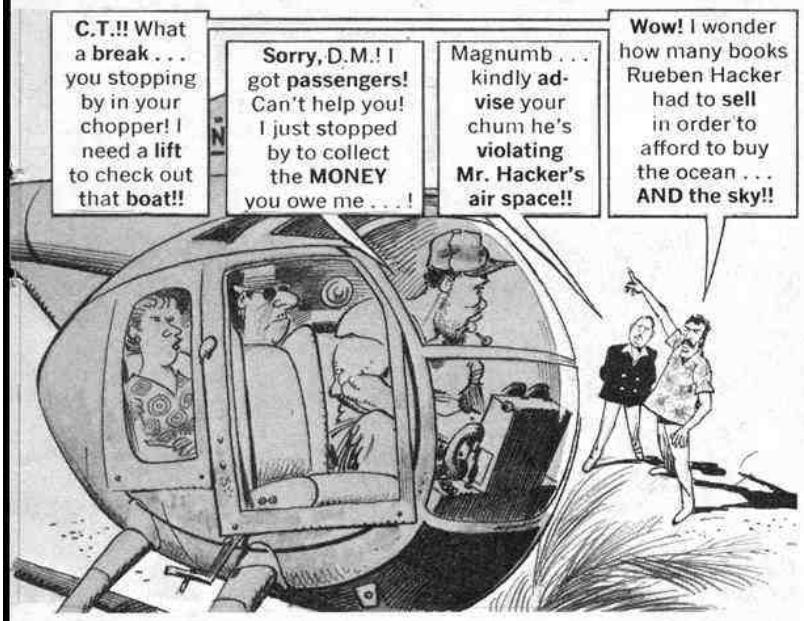
Off a **submarine?**

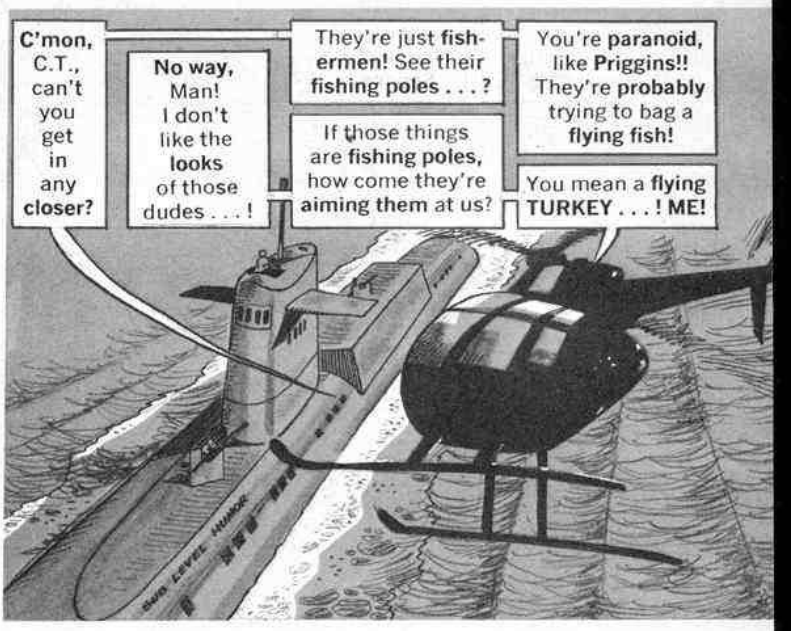
Magnumb, that **boat** has **no business** being **out** there!!

Priggins, the **ocean** is in the **public domain!**

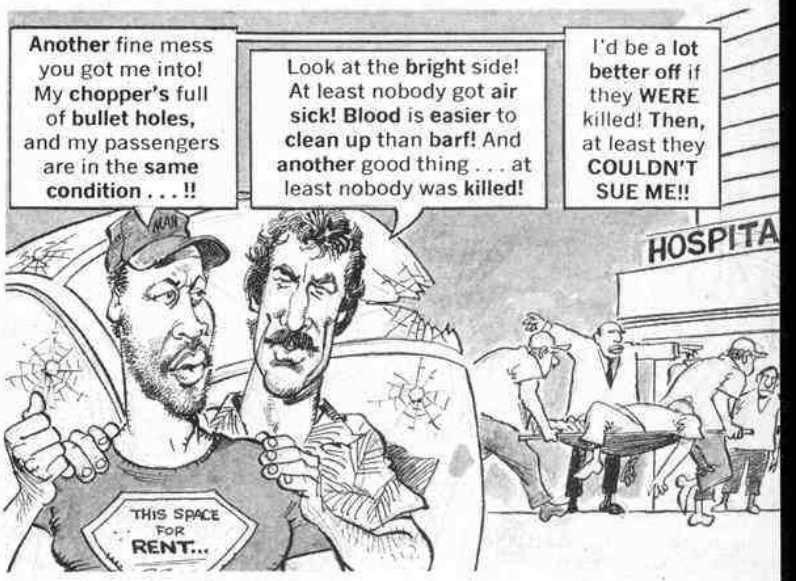
THIS ocean belongs to **Mr. Hacker!!**

Wow! Talk about **RICH!**



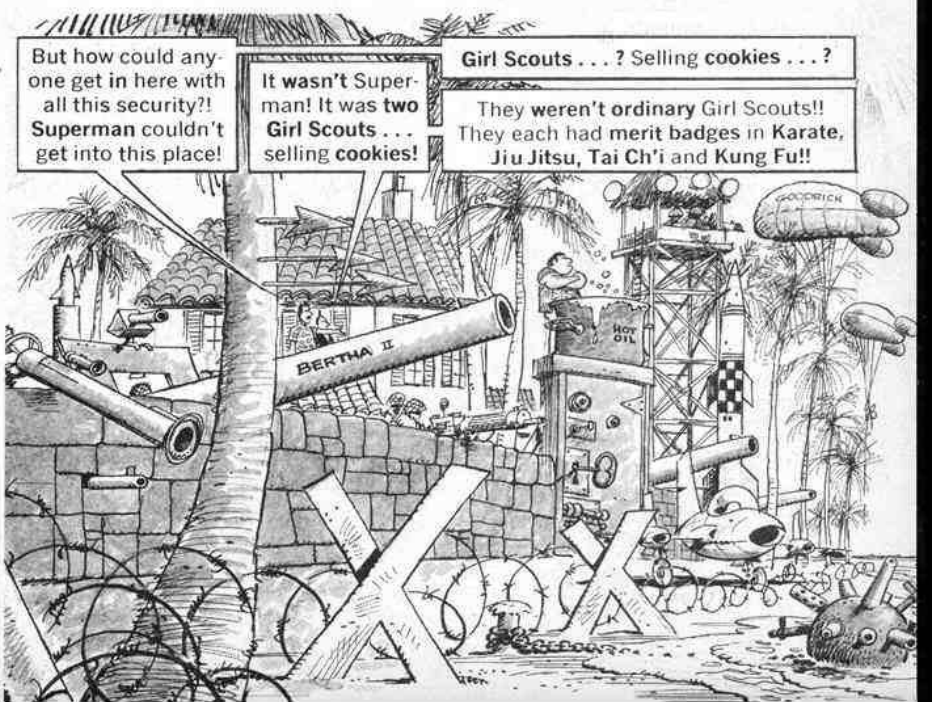


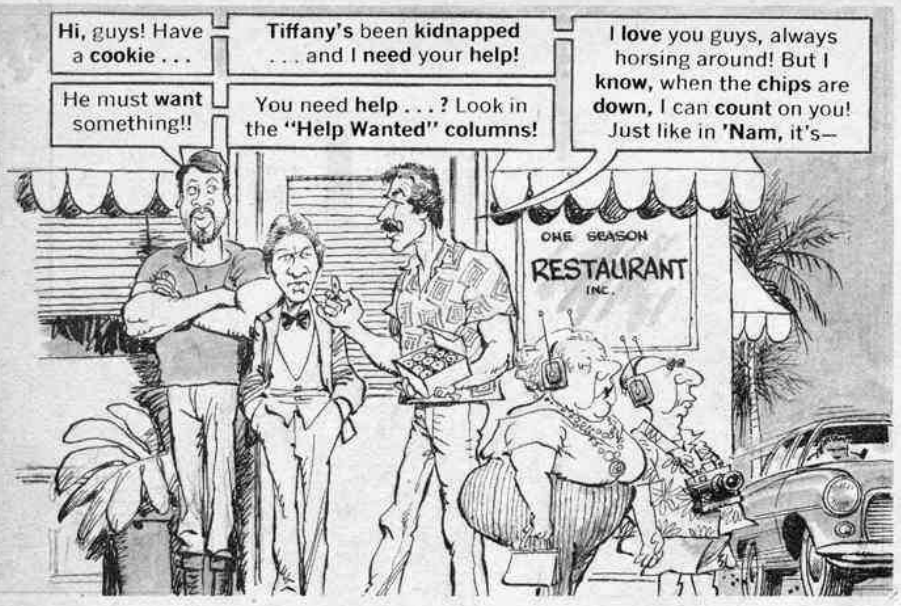


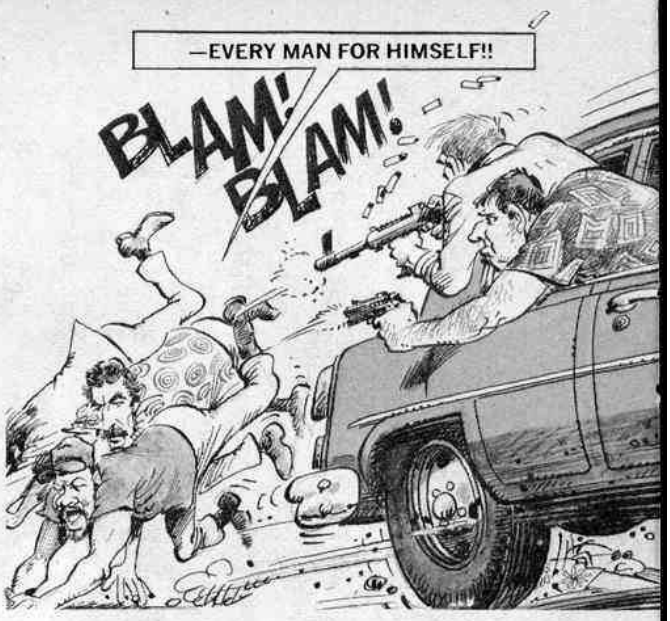


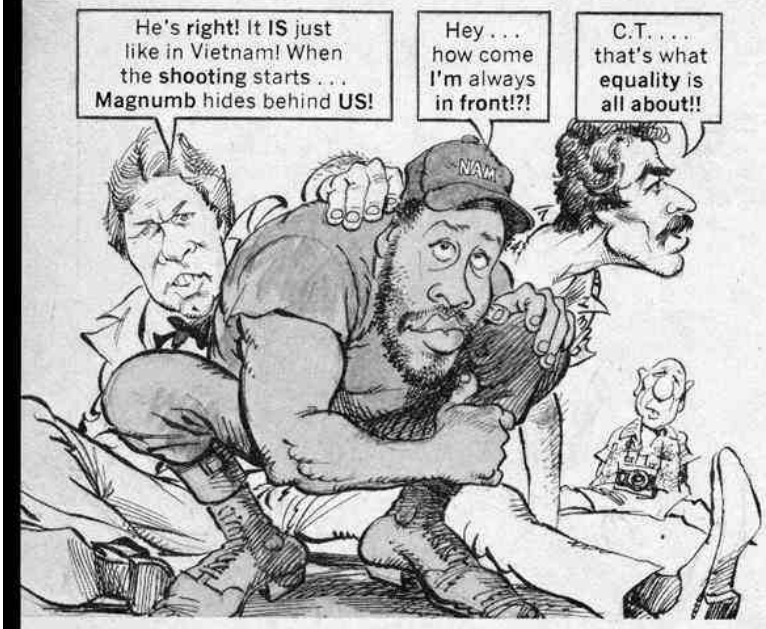
"When I got back to Rueben's Nest, I sensed something was **wrong** . . . when **Priggins** attacked me instead of sicking the **dogs** on me as he **usually** does . . ."

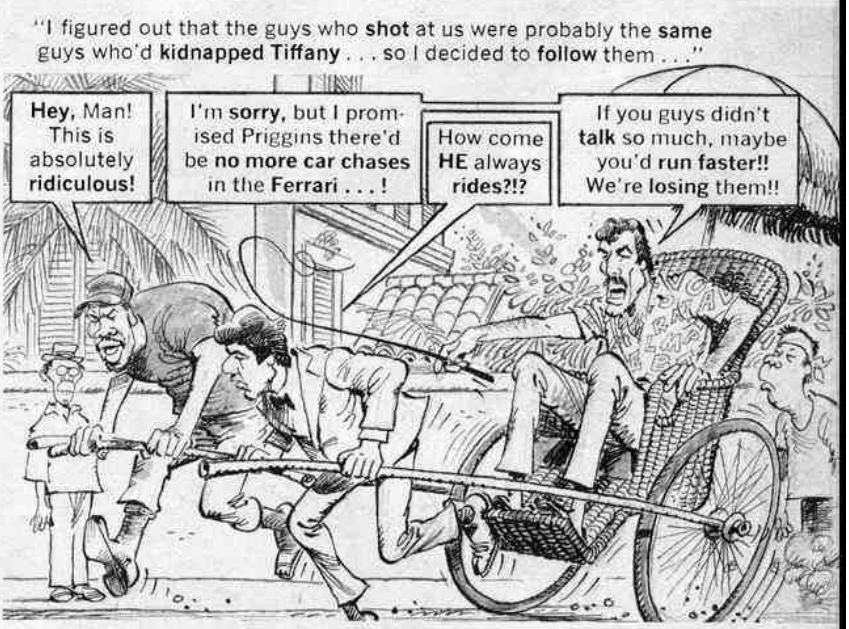


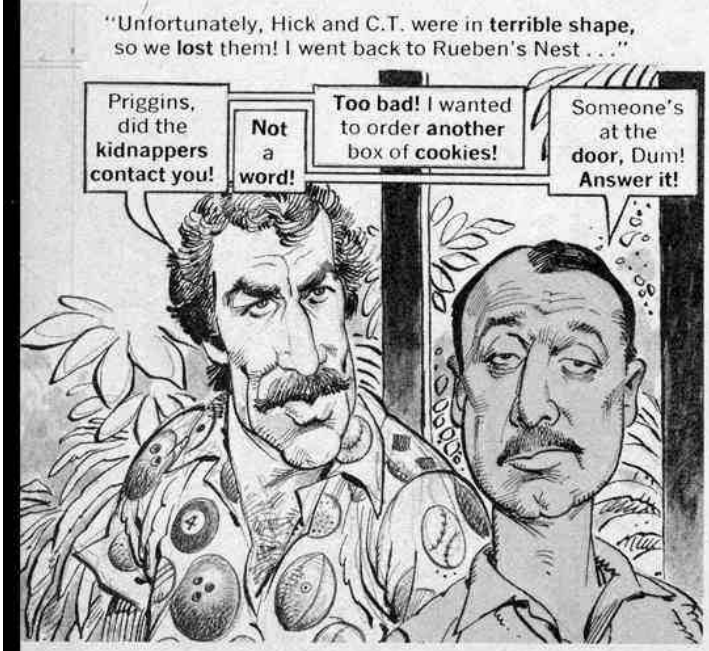


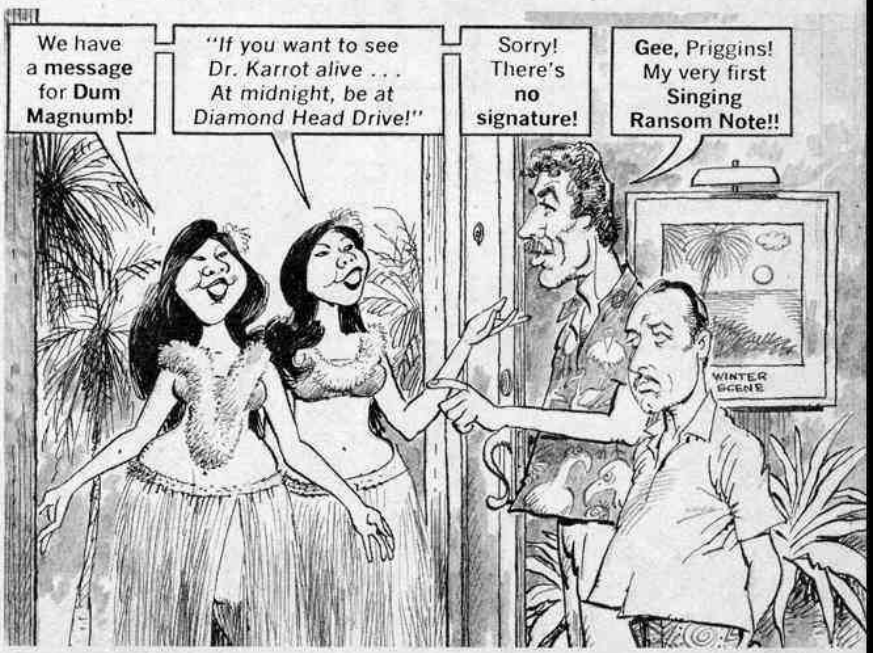

Hi, guys! Have a **cookie** . . .
Tiffany's been **kidnapped** . . . and I **need** your **help!**
I **love** you guys, always horsing around! But I **know,** when the **chips** are **down,** I can **count** on you! Just like in **'Nam,** it's—
He must **want** something!!
You need **help** . . . ? Look in the **"Help Wanted" columns!**
ONE SEASON
RESTAURANT
INC.


—EVERY MAN FOR HIMSELF!!
BLAM!
BLAM!


He's **right!** It **IS** just like in Vietnam! When the **shooting** starts . . . **Magnumb** hides behind **US!**
Hey . . . how come **I'm** always **in front!?!**
C.T. . . . that's what **equality** is **all about!!**
NAM


"I figured out that the guys who **shot** at us were probably the **same** guys who'd **kidnapped Tiffany** . . . so I decided to **follow** them . . ."
Hey, Man! This is absolutely **ridiculous!**
I'm **sorry,** but I promised Priggins there'd be **no more car chases** in the **Ferrari** . . . !
How come **HE** always **rides?!?**
If you guys didn't **talk** so much, maybe you'd **run faster!!** We're **losing** them!!


"Unfortunately, Hick and C.T. were in **terrible shape,** so we **lost** them! I went back to Rueben's Nest . . ."
Priggins, did the **kidnappers contact you!**
Not a **word!**
Too bad! I wanted to order **another** box of **cookies!**
Someone's at the **door,** Dum! **Answer it!**


We have a **message** for **Dum Magnumb!**
"If you want to see Dr. Karrot alive . . . At midnight, be at Diamond Head Drive!"
Sorry! There's **no signature!**
Gee, Priggins! My very first **Singing Ransom Note!!**
WINTER SCENE

"I **followed** the **instructions!** I picked up **Hick** in the **Ferrari,** and when I arrived at **Diamond Head,** I heard a **very familiar voice . . .**"

I'm going to **kill** you, Magnumb! Too bad you **brought a friend** along with you! Now, **HE'LL** have to die **too . . . !!**

Dumbas!! You told me we were going for a **midnight swim!!** You **never** said anything about **getting killed!**

Be honest, Hick! If I'd **told** you there was a chance you'd be shot, would you have **come . . . ?!?**

Well, if I'd **KNOWN,** I wouldn't have wasted all that time blowing up my **INNER TUBE!!**

No wonder it's so **crowded** in here!! Tiffany, can I ask you a question . . . ?

You want to know **WHY** I am going to **KILL you . . . ?**

No, I want to know **where** I can get more of those **Girl Scout Cookies!**

Magnumb, I got a **surprise** for you! They **weren't** Girl Scouts! They were **MIDGET CHINESE WRESTLERS . . .** in **disguise!!**

I **should** have **suspected** it! Those were the **first** Girl Scout Cookies I ever **saw** with **FORTUNES** inside them!

Now **I've** got a surprise for **YOU!**

KILL, Alpo . . . ! KILL, Suess . . . !

GRRRR...

G

How come **Lorne Green** never has this trouble with **HIS** dogs?!?

RR R...

In five minutes, this **bomb** I'm putting under the hood will **go off,** and—

You **can't do that!!** If anything happens to the **Ferrari,** Priggins will take away my **tennis court privileges!!**

Do you have any idea how **tough** it is to find a **court** in **Hawaii?!**

UNLEADED GAS ONLY

UNLEADED BULLETS ONLY

"I was glad Hick was **with** me! He'd gotten me out of many a jam in **'Nam** with his **resourcefullness!"**

This is **Spock** to **Enterprise! Beam me aboard,** you guys!!

This is **Spock** to **Enterprise . . . !!**

MY TIE

YOUR TIE

"So much for Hick's **resourcefulness!** Luckily, I had a **tracking device,** so C.T. could **locate** us! He arrived late . . . as usual . . ."

What **took** you so long?! One more **minute,** and we'd have been **goners!**

I had me a **cash customer,** so I had to decide between **making money**—and **saving your lives!**

And you **came** for **us!** That's a **real buddy!**

Actually, I **delivered** my **passenger** . . . and **THEN** I came for you!

"I almost wished **I'd** been blown up with the **Ferrari!** Because, **now** I had to go back and **face Priggins!"**

BAM!

Priggins!! I **SAID** the **Ferrari** was **TOTALLED!!**

Oh, **that's** all right, Magnumb!!

Priggins! Get **angry!** Turn on your **cold British contempt** and **sarcasm!** Call me a **bloody twit** or something!

I know! Take away all my **privileges!** The **tennis court!** The **pool!** My **bed!** Have a **temper tantrum!!**

Sic the **dogs** on me! **Come on,** guys . . . **bite! BITE!!**

Magnumb, it was **only** a **car!** There are **more important things!** Oh, yes! Here are some **people** to **see** you . . .

Who **ARE** you guys?! **Feds?!** The **Mafia?!** A group of **angry bill collectors?**

No, Magnumb, we're from the **"Hawaii Chamber Of Commerce"!** We **hired** Tiffany Karrot to **get RID** of you, **permanently!**

We've **spent millions** telling people what a **wonderful vacation paradise** Hawaii is, and then they watch **your show** on **TV** . . . and they think if they **come** here, they'll be **mugged, raped, kidnapped** or **murdered!**

YOU are **single-handedly ruining** our **tourist business!**

We finally got rid of **"Hawaii Five-O"** . . . and then **YOU** show up! Get in the **car,** Magnumb!

Priggins! Don't just **STAND THERE! DO** something!

I am . . . ! Haven't you **noticed?** I'm **smiling!**

Say good-bye to **Magnumb,** lads . . .

WOOF! WOOF!

WHAT NEW SEX OBJECT HAS BROUGHT OUT OUR ANIMAL INSTINCTS?

HERE WE GO WITH ANOTHER RIDICULOUS

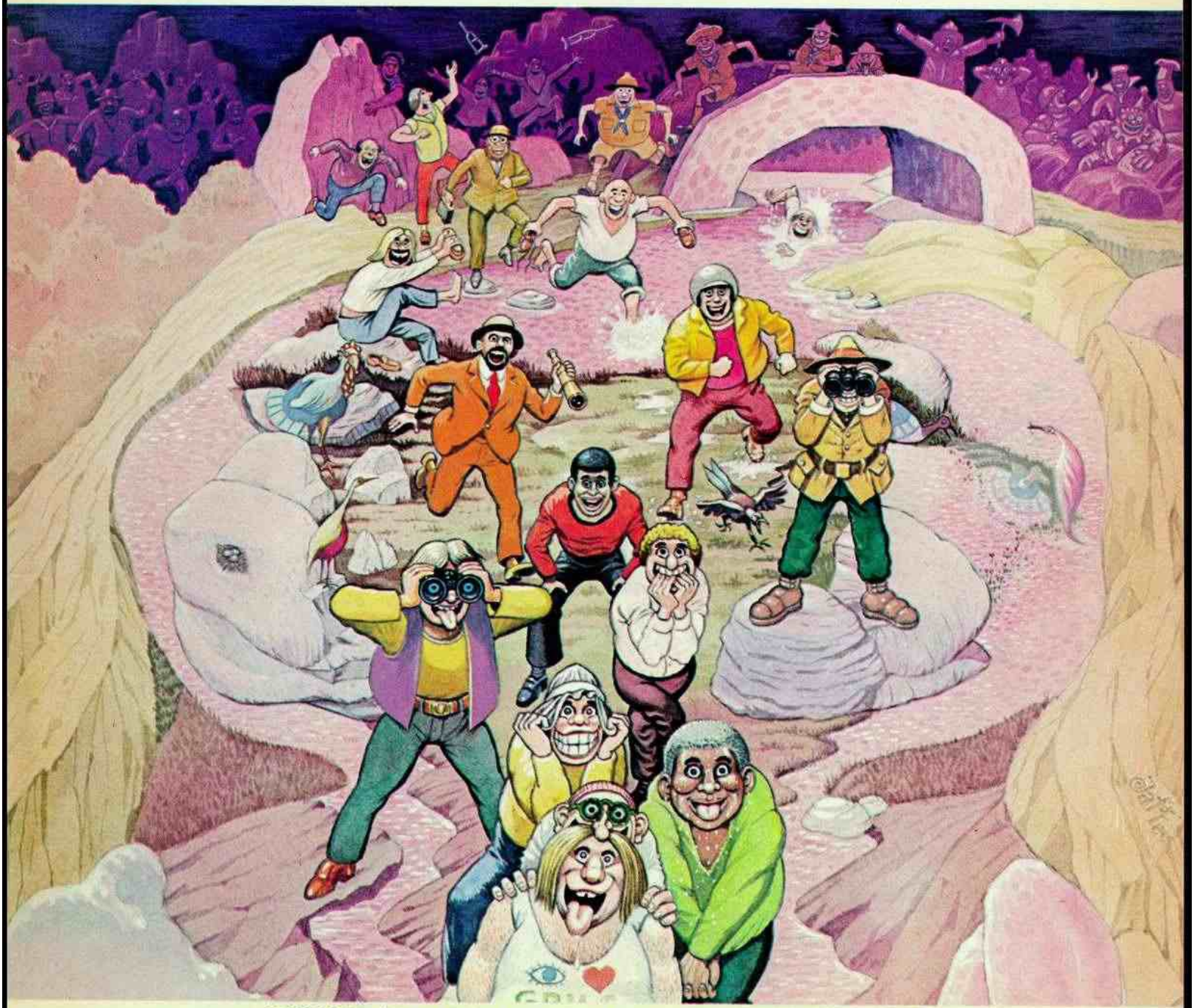
MAD FOLD-IN

Sex objects have been used to sell movies, TV shows, books, records, etc. for years. To find out the identity of the latest hot property in this area, fold in the page as shown at right.



FOLD PAGE OVER LIKE THIS!

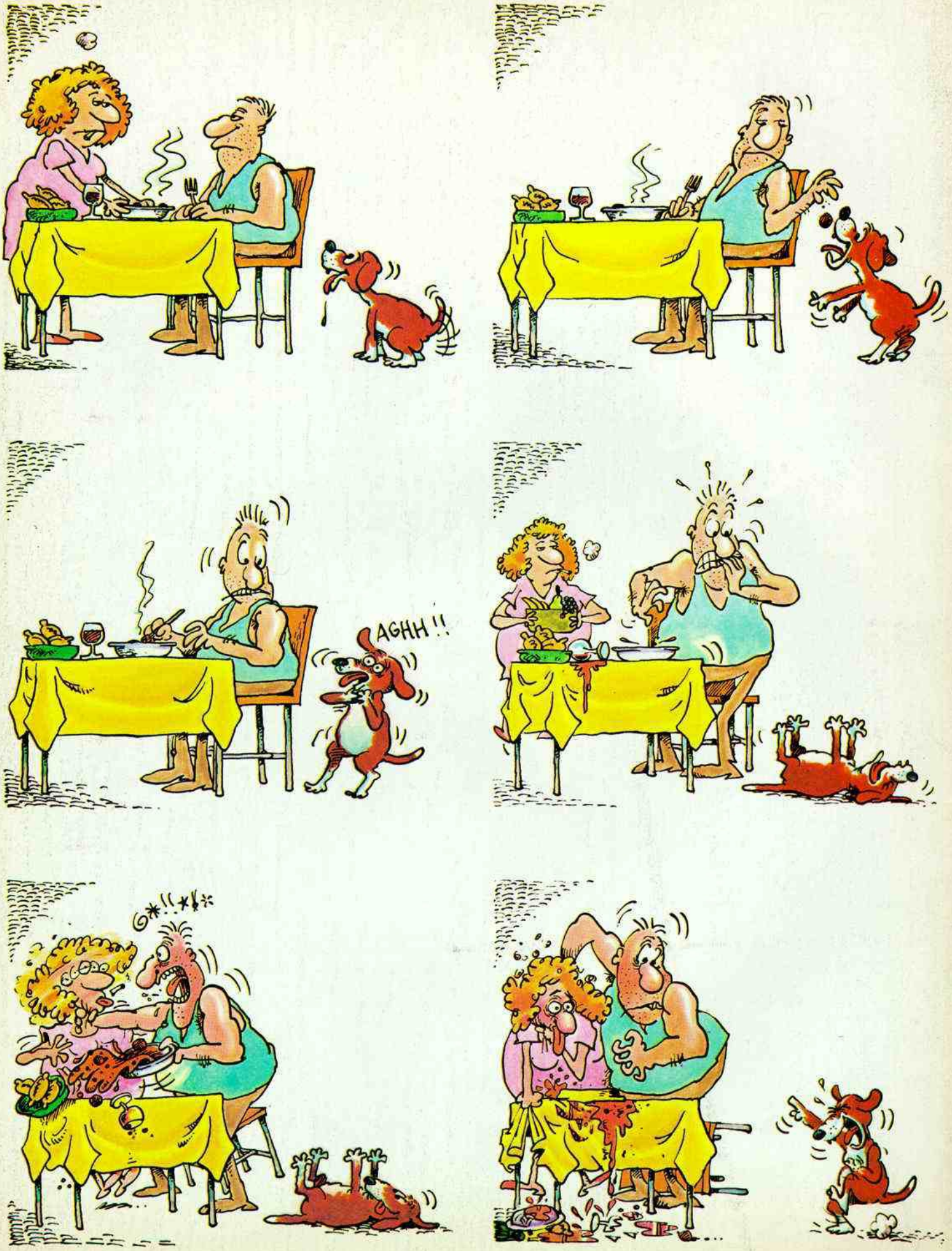
A FOLD PAGE OVER LIKE THIS! B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

MILLIONS OF SUPPOSEDLY NORMAL PEOPLE IN OUR SHAMELESS SOCIETY CAN TURN ON TO ANYTHING. SOMETIMES, THEY PICK SEX OBJECTS THAT WOULD EVEN MAKE CUPID TURN GROGGY.

A B



ARTIST & WRITER: SERGIO ARAGONES