

We chew up ... spit out

... knock down

... bring on

... and

send in
the

JAWS
II

THE
HULK

GIMMICK
XMAS GIFTS

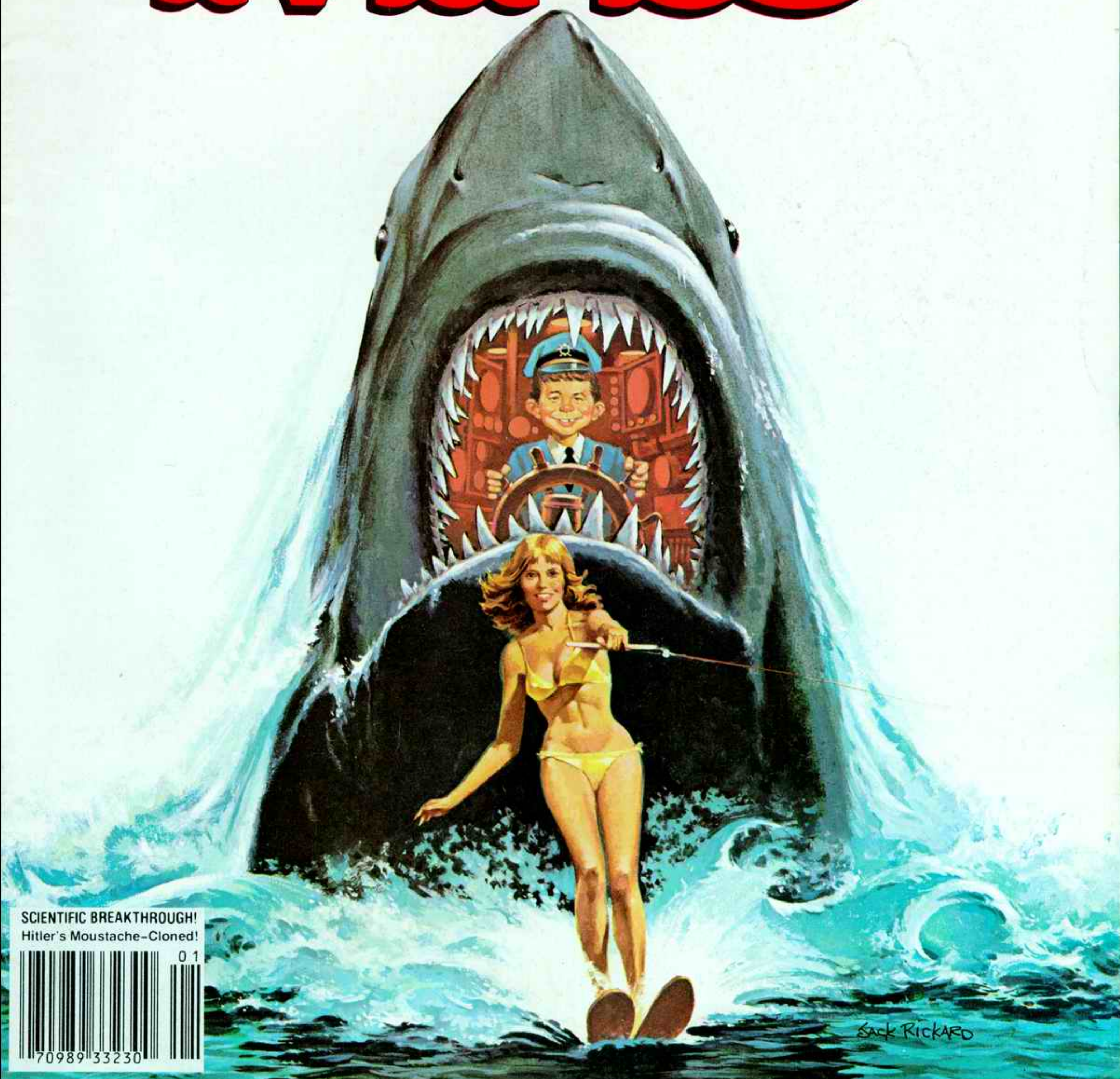
NEW-IMPROVED
PRODUCTS

CLONES

No.
204
Jan.
'79

MAD

OUR PRICE
60c
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SCIENTIFIC BREAKTHROUGH!
Hitler's Moustache-Cloned!



0 1

MAD

"Experience is something you never have until just after you need it!" — Alfred E. Neuman

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JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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VITAL FEATURES

"JAW'D,
TOO"
(Movie
Satire)
Pg. 4



NEW-IMPROVED
PRODUCTS THAT
REALLY ARE NEW
AND IMPROVED
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THE FUTURE
...AND
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NOVELTY ITEMS
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"THE
INCREDIBLE
BULK"
(TV Satire)
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LETTERS DEPT.



COMA-TOAST

Considering how many Medical Profession people there are in the world, your "Coma-Toast" took a lot of guts!

Natalie C. Atkins, AIC
Medical Service Specialist
Lowry AFB
Denver, Colorado

Larry Siegel's cutting satire of "Coma" was a real organ-grinder!

Mike Gaeta
Ridgewood, N.J.

"Coma-Toast" by Siegel and Drucker gets my suit for malpractice, mainly because they left me in stitches.

Rene Enriguez
Bellflower, Calif.

RECYCLING YOUR THROW-AWAYS

I found Al Jaffee's—Paul Peter Porges's "Recycling Your Throw-Aways" absolutely mind-boggling. Being I'm Jewish, I immediately went in and cut up my sister's old training bras, making many assorted yamulkas. I always wanted a yamulka with a chin strap.

Stephen Coderrestein
Holmdel, N.J.

THE LIGHTER SIDE OF OVER-REACTING

I really thought Dave Berg's "Lighter Side Of Over-Reacting" was great, super and well done. On second thought, it wasn't that good.

Pete Hingeber
Rock Falls, Ill.

LUST BOAT

"Lust Boat" gave me that sinking feeling!

Allan Coen
Burnaby, B.C.
Canada

"UNCLE" FOR CAMP COUNSELORS

Stan Hart really zapped the plundering predators that made me cry "Uncle", many a summer. How I envied those underprivileged urchins, back in the hot city, at Camp Open Hydrant; immune to bugle muster and bunk-making!

Jim Randleman
Elverta, Calif.

JUST WHAT THE DOCTOR ORDERED

What can you say about someone who has been reading MAD since 1960, who got a college degree while reading it, who graduated from medical school while reading it, and who has been a well-respected practicing doctor while reading it the last five years? Physician, heal thyself!

W. O. Ameen, Jr., M.D.
Greenwood, South Carolina

JAFFEE THE PARKING PROPHET

Well, congratulations for finally stepping your rag out of the fun and games racks and into the science and architecture racks. Park Mobile, Inc. is helping Atlantic City solve the Casino parking problems by building "Ferris Wheel" parking devices. Sound familiar? Try page 34 of your July, 1976 edition (#184). Their innovation was designed by Al Jaffee! Else, Jaffee is moonlighting as a pipefitter.

Deidre E. Parks
Cranford, N.J.



Jaffee's Parking Prototype



Park Mobile's Device

ALFRED E. NEUMAN, NUDENIK

Jack Rickard's cover was very em-bare-ass-ing and I'm sure no reader will offer a re-butt-al.

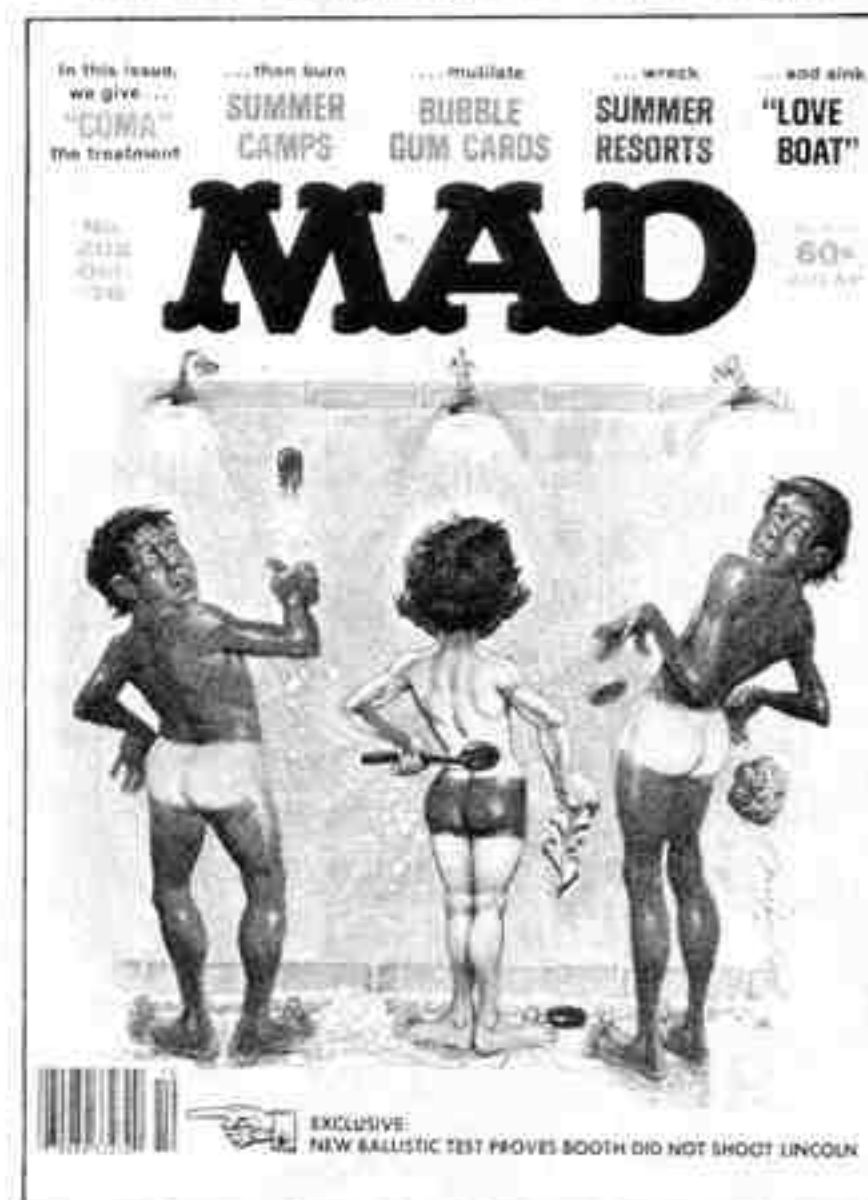
Ted Wheatley
Sault Ste. Marie,
Ont., Canada

Way back in MAD #130, Oct. 1969, you ran an article, illustrated by Jack Rickard, entitled "If This Nudity Trend In Movies Ever Spreads To The Comics". On the last page of this article you pictured an "inevitable" nude MAD cover (see enclosure). Well, your infamous MAD ESP came through again, with Rickard's shower-room nudity cover on #202. Aside from this delayed postscript to your whimsical premise in #130, I guess this shows that MAD articles hold water!

Robert J. Johnson
Colorado Springs, Col.



MAD Foresight About "Hind" Sight



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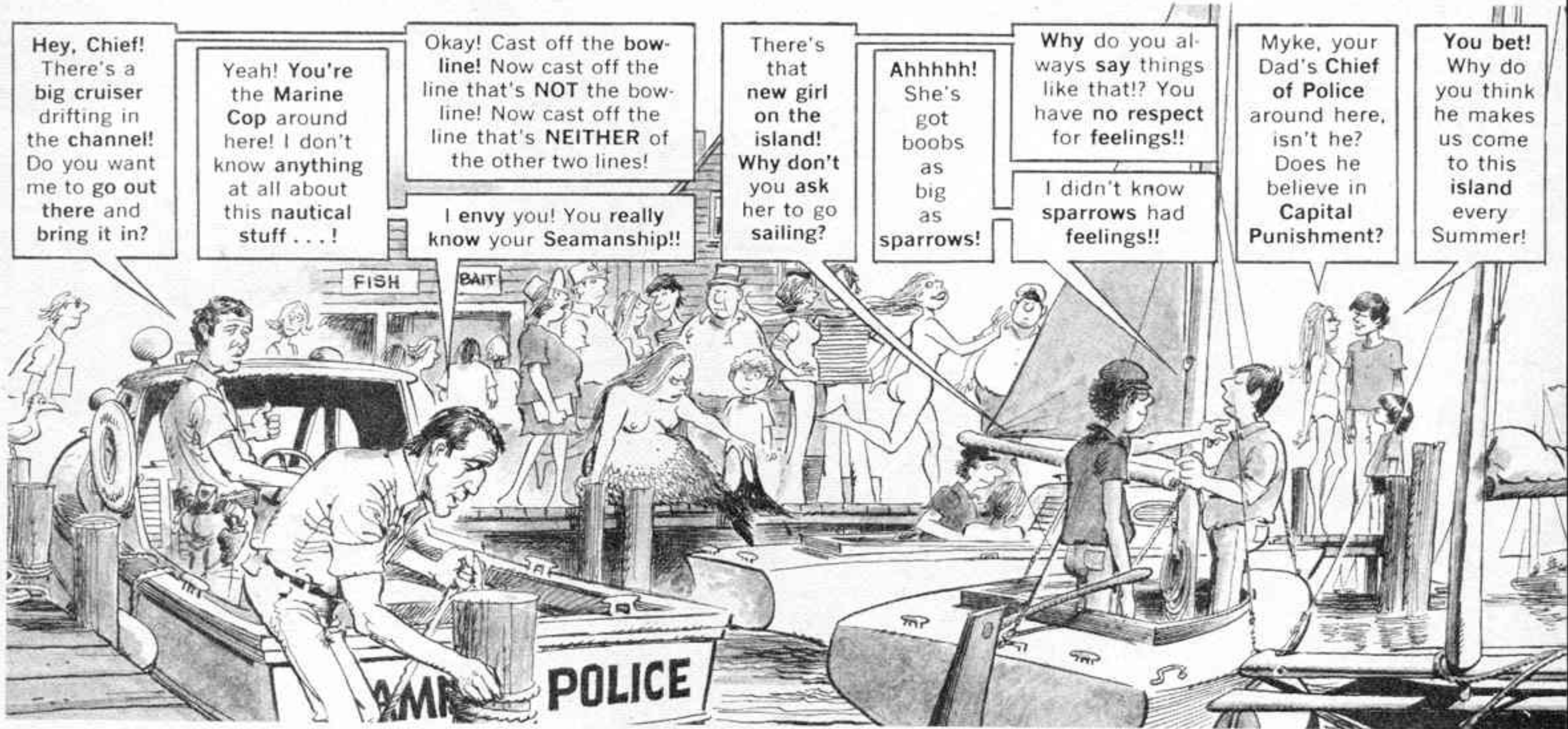
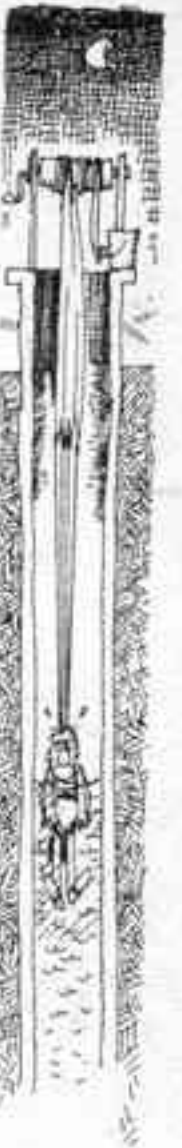
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| ☐ The Bedside MAD | ☐ Polyunsaturated MAD | ☐ DON MARTIN Carries On | ☐ Still More JAFFEE Snappy Answers |
| ☐ Son of MAD | ☐ The Recycled MAD | ☐ DON MARTIN Steps Further Out | ☐ AL JAFFEE MAD Inventions |
| ☐ The Organization MAD | ☐ The Non-Violent MAD | ☐ DON MARTIN Forges Ahead | ☐ Aragon's "Viva MAD " |
| ☐ Like MAD | ☐ The Rip-Off MAD | ☐ DAVE BERG Looks at the U.S.A. | ☐ Aragon's MAD About MAD |
| ☐ The Ides of MAD | ☐ The Token MAD | ☐ DAVE BERG Looks at People | ☐ Aragon's MAD -ly Yours |
| ☐ Fighting MAD | ☐ The Pocket MAD | ☐ DAVE BERG Looks at Things | ☐ Aragon's in MAD We Trust |
| ☐ The MAD Frontier | ☐ The Invisible MAD | ☐ DAVE BERG Modern Thinking | ☐ Aragon's MAD As The Devil |
| ☐ MAD in Orbit | ☐ Dr. Jekyll & Mr. MAD | ☐ DAVE BERG Our Sick World | ☐ Aragon's Incurably MAD |
| ☐ The Voodoo MAD | ☐ Steaming MAD | ☐ DAVE BERG Looks at Living | ☐ MAD For Better or Verse |
| ☐ Greasy MAD Stuff | ☐ MAD at You | ☐ DAVE BERG Looks Around | ☐ Sing Along With MAD |
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| ☐ Boiling MAD | ☐ Swinging MAD | ☐ 5th MAD Report on SPY vs. SPY | ☐ Politically MAD |
| ☐ Questionable MAD | ☐ MAD Overboard | ☐ A MAD Look at Old Movies | ☐ MAD Look at Future |
| ☐ Howling MAD | ☐ MAD Clowns Around | ☐ Return of MAD Old Movies | ☐ MAD Cradle to Grave Primer |
| ☐ The Indigestible MAD | ☐ The MAD Treasure Chest | ☐ MAD -Vertising | ☐ The MAD Book of Revenge |
| ☐ Burning MAD | ☐ DON MARTIN Steps Out | ☐ A MAD Look at TV | ☐ The MAD Guide to Careers |
| ☐ Good 'n' MAD | ☐ DON MARTIN Bounces Back | ☐ A MAD Guide to Leisure Time | ☐ History Gone MAD |
| ☐ Hopping MAD | ☐ DON MARTIN Drops 13 Stories | ☐ AL JAFFEE 's Snappy Answers | ☐ MAD Stew |
| ☐ The Portable MAD | ☐ DON MARTIN 's Captain Klutz | ☐ AL JAFFEE 's MAD Book of Magic | ☐ MAD 's Turned On Zoo |
| ☐ MAD Power | ☐ DON MARTIN Cooks | ☐ More AL JAFFEE 's Snappy Answers | ☐ Clods' Letters to MAD |
| ☐ The Dirty Old MAD | ☐ DON MARTIN Comes On Strong | ☐ AL JAFFEE 's Monstrosities | |

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W'D, TOO



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

I just don't know what it is! I came to this vacation island to escape the hassles of the city... but even out here in the ocean, I still have this strange feeling I'm being followed!



Terry...? Terry...? Boy, that girl is such a show-off!

First she skis on two skis... then on one ski... and now she's off someplace skiing on half a ski! And without a tow boat!!



Good Lord!! Look at the size of that fish!! And me without a rod and reel...!

I know what I'll do! I'll cook it right here!!



Look! The shark's attacking the helicopter!

I've heard of FLYING FISH . . . but this is ridiculous!

Let's head for the lighthouse!

Why? If it goes after people in boats and planes . . . what makes you think we'll be safe in a lighthouse?!

Okay, now let's not all go to pieces! Things will get better!

Oh, yeah! That's what YOU think!

Oh, no! Don't tell me you've spotted a second shark!!

Worse! We lost the BEER!!

THUMP!
THUMP!
THUMP!



Let's all paddle! We'll try to land at Tuxedo Junction!

But what if we miss? That's the last bit of land!

No, it isn't! There's land beyond that! Unfortunately, it's 8,000 miles beyond!

Look! Sworn is drifting away from us!

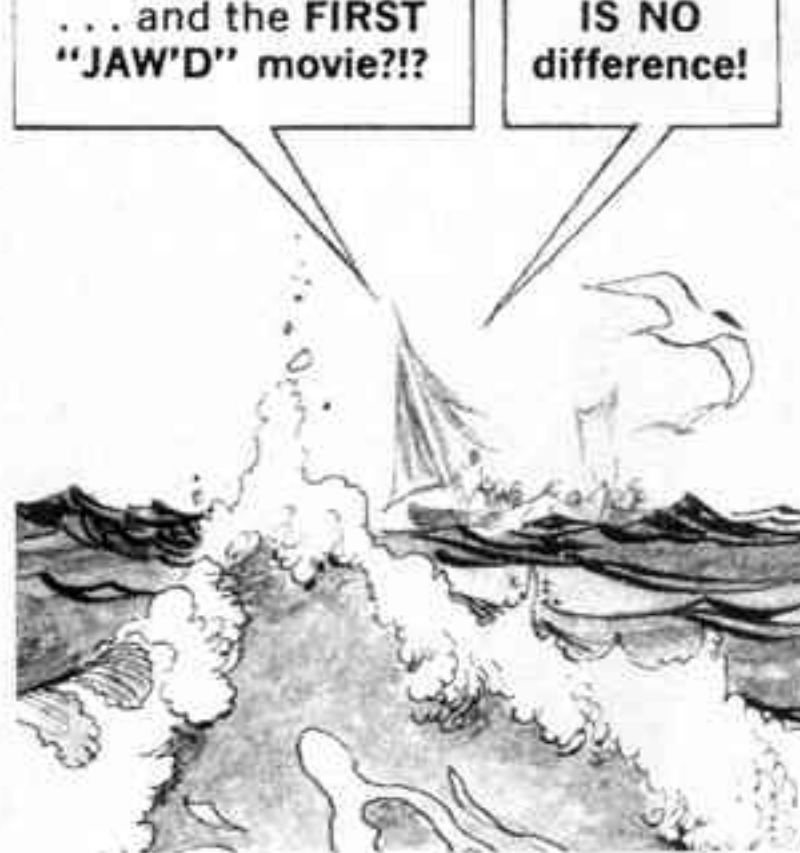
I'll throw him a line!

You really like little kids, don't you . . . ?

No, I hate little kids! Why should he be eaten by the shark now?! Let him suffer to the end of the movie, like the rest of us!!

C'mon! Let's play a game to keep our minds off the danger! Let's see who can guess the difference between THIS NEW movie . . . and the FIRST "JAW'D" movie?!

You can't fool me! That's one of those "trick" questions! There IS NO difference!



Wait! I hear a motor! It—it's coming this way! It could be a boat!

Yeah, and it could be a SHARK!!

Who ever heard of a shark with a motor?!

If you were EVER going to ask that question . . . this is NOT the movie to ask that question in!

It IS a boat, and Chief Broody's at the wheel!! He's real smart! He's going to try to smash right into that shark!

The only trouble is, that shark is SMARTER! He's moving out of the way . . . but fast!!



Hmm! Missed the shark completely! But I sure scared the heck out of this island!

It's okay, kids! I'm all right!

HE'S all right!? He's high and dry on an island... while we're out here with a giant shark!! Of course, he's all right!!

I'm going to let out this grappling hook! Pull it over and attach it to your boats! Then, I'll haul you all over here with me!

Then we'll ALL be trapped on this deserted island!

The hook is stuck! I'm gonna haul it back up!!

That's why he's Chief of the LAND police!

Y'know, so far, **THREE** of us have been eaten by that horrible shark!

Gee, am I one of the three? I **REALLY** have lost track of the teenagers in this movie!

Yeah? Then what?!!?



Look! The hook has pulled up the underwater cable line that brings all the electricity to our island from the mainland!

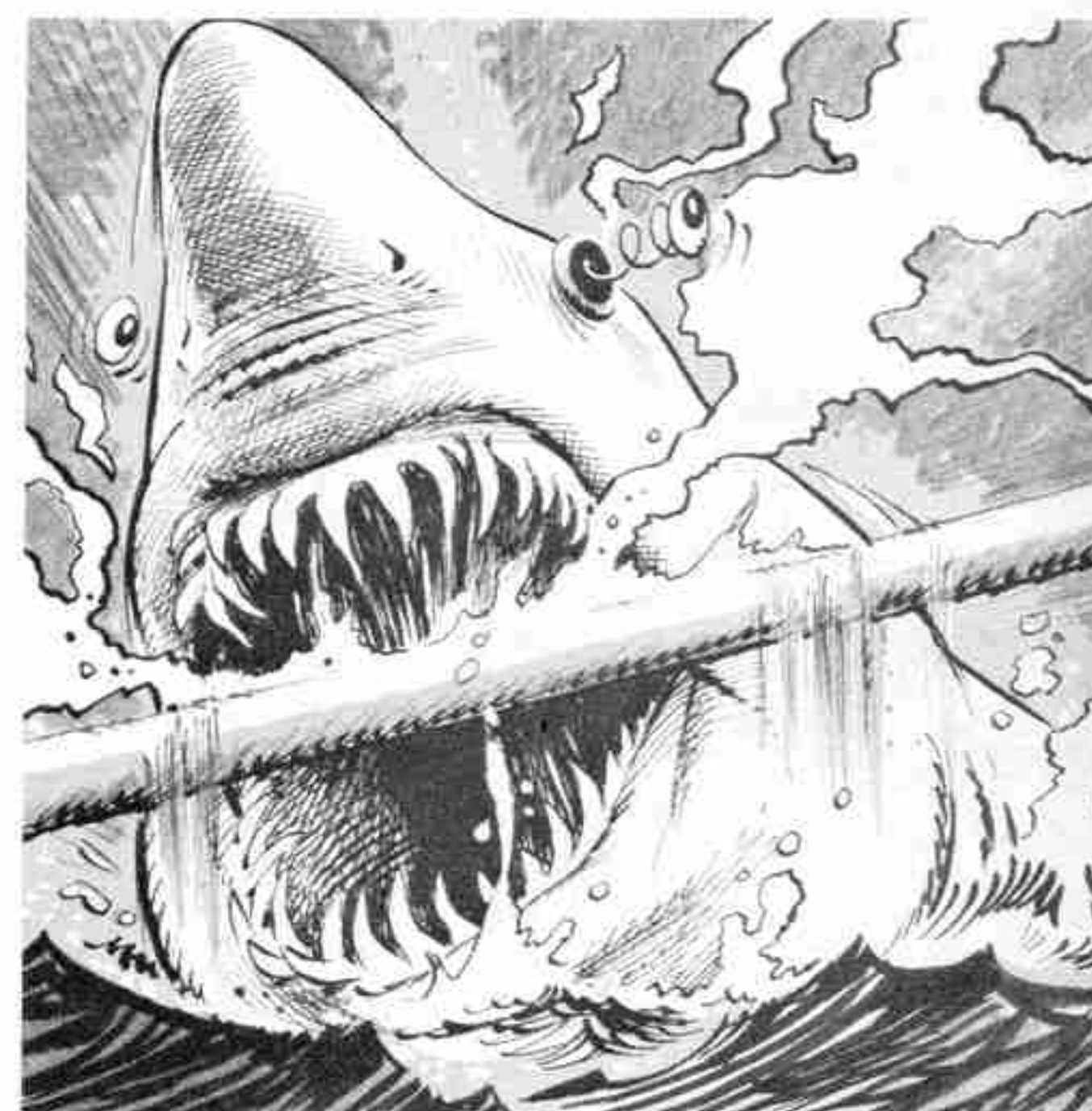
Hey—Chief Broody must be going crazy! Now he's hitting the power line with a paddle!

I wonder what the power line did wrong?!? He's really into heavy punishment, isn't he?

No—he's doing that to attract the shark!

But... how does he know if the shark is AC or DC?!

WAK!



Wow!! What a "shock" ending!

It looks like Chief Broody made it all right!

That's good news for the Broody family, but bad news for US!!

How come...? I don't think I could survive "JAW'D III"!!

Well, Broody, you killed the giant shark... and you saved the lives of five... maybe six teenagers! WHICH five or six... we may NEVER KNOW!

... And you're here to apologize and give me back my job!!

No... I'm here to tell you that you're **WANTED** in **TEN STATES**!! Because when you sacrificed that power cable, you caused a **TOTAL BLACKOUT** of the entire Northeast, which resulted in the loss of **HUNDREDS** of lives and **MILLIONS** of dollars in property damage!!





CHRISTMAS IS . . . an ugly girl . . . standing under the mistletoe, and everybody pretending not to notice.



CHRISTMAS IS . . . shaking a present in order to get a good idea of what it might be . . . and hearing it break.



CHRISTMAS IS . . . hearing the sound of loud and joyous church bells . . . and you've got a terrible hangover.



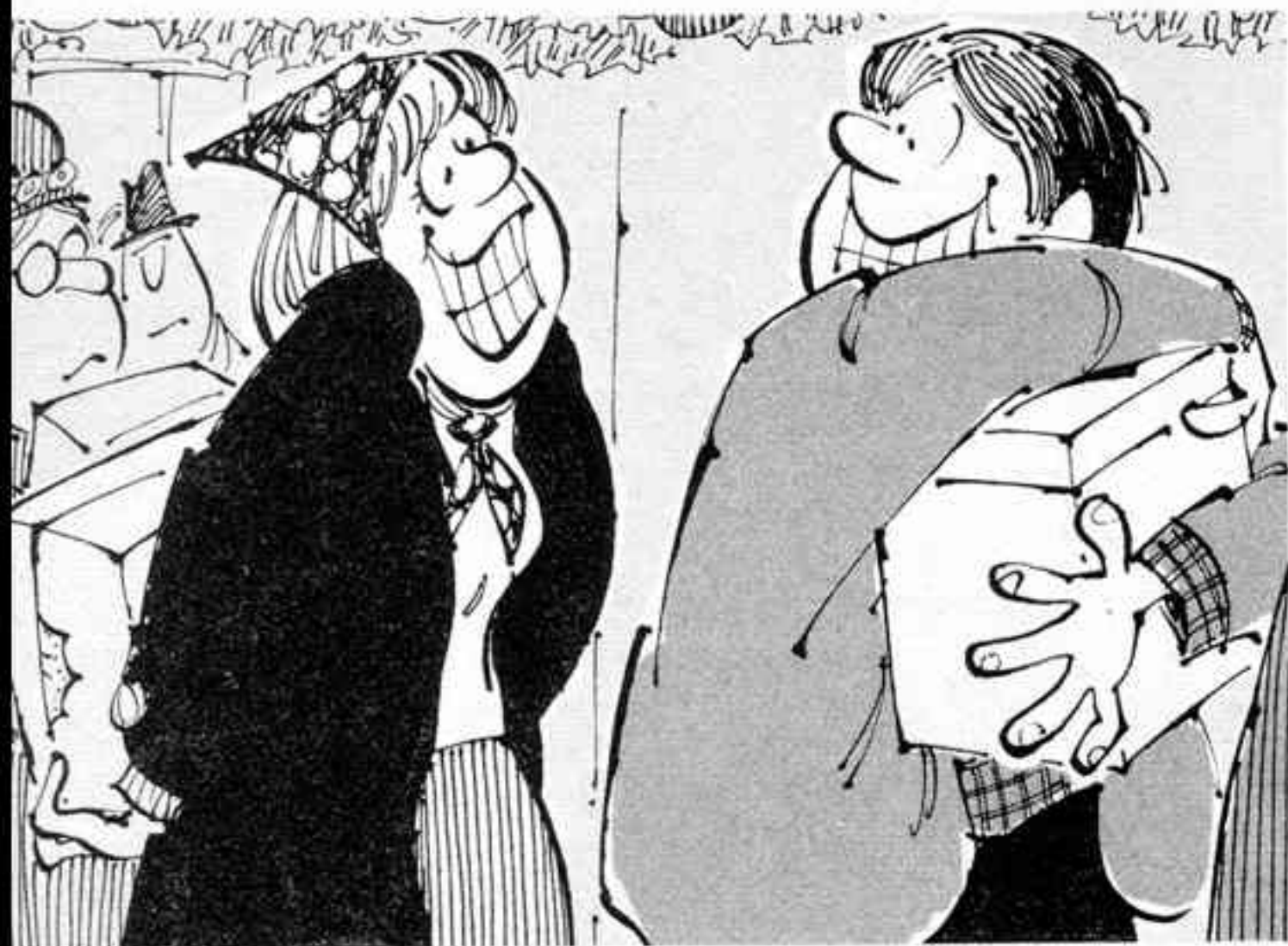
CHRISTMAS IS . . . trying to out-decorate your neighbors . . . and you live next door to Macy's Department Store.



YULE BE SORRY! DEPT.

CHRIS

ARTIST: PAUL COKER



CHRISTMAS IS . . . exchanging gifts with a friend . . . and then bumping into him on the "Refunds" line.



CHRISTMAS IS . . . roasting a 20 pound turkey . . . and you haven't finished the 17 pound turkey from Thanksgiving yet.



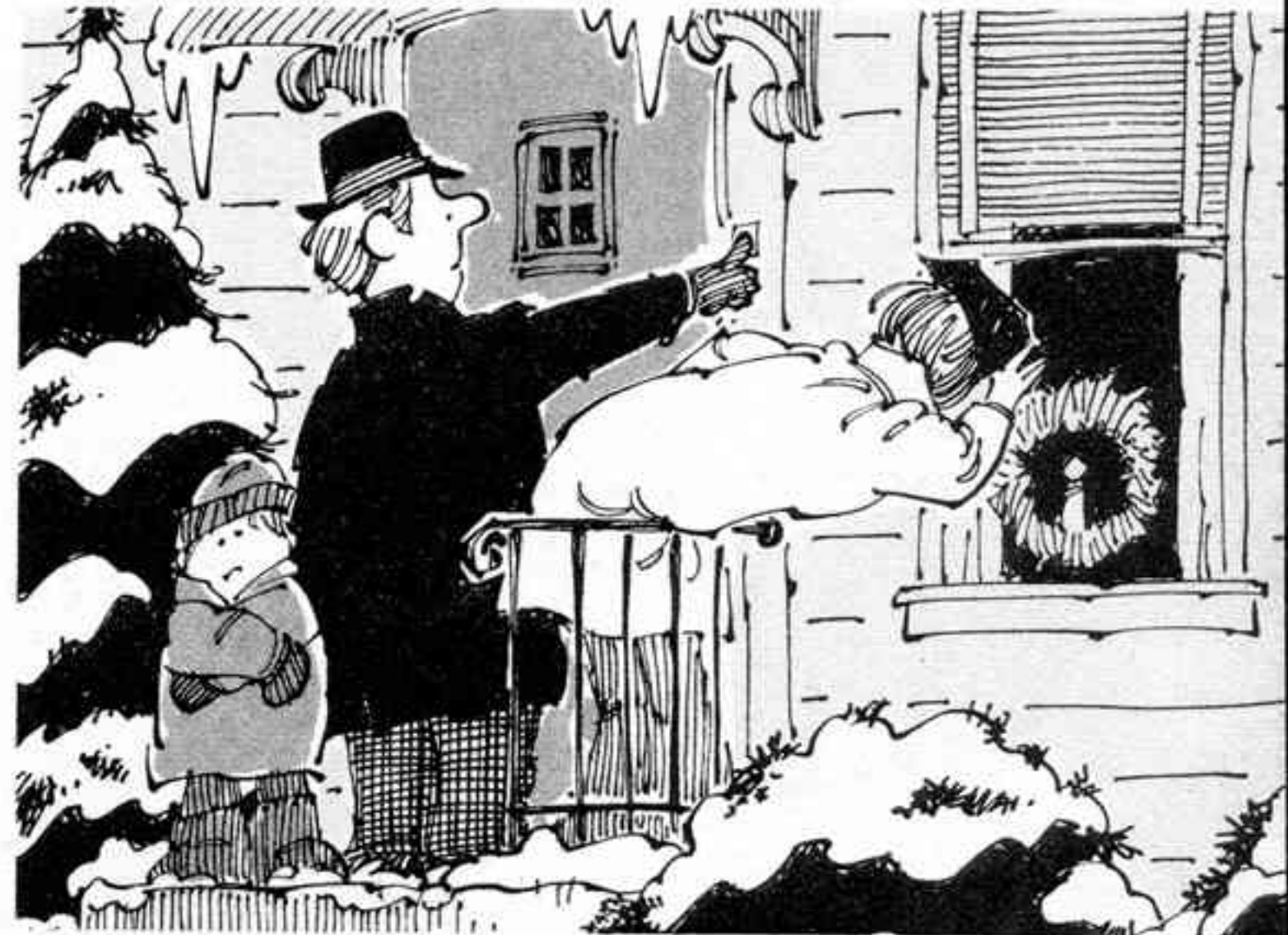
CHRISTMAS IS . . . getting a cheap gift from a good friend and saying, "It's the thought that counts!" . . . and trying to sound like you mean it.



CHRISTMAS IS . . . finding a brand new shirt you gave your Husband for Father's Day . . . and wondering if he'll remember getting it before.

TMAS S...

WRITER: TOMMY MOORE



CHRISTMAS IS . . . everybody going out to everybody else's house . . . and nobody seeing anybody because nobody's home.



CHRISTMAS IS . . . trying to find the same thumbtack holes from last year.



CHRISTMAS IS . . . getting an unbreakable toy . . . and breaking all your other toys with it.



CHRISTMAS IS . . . hanging a stretch stocking on the mantel.

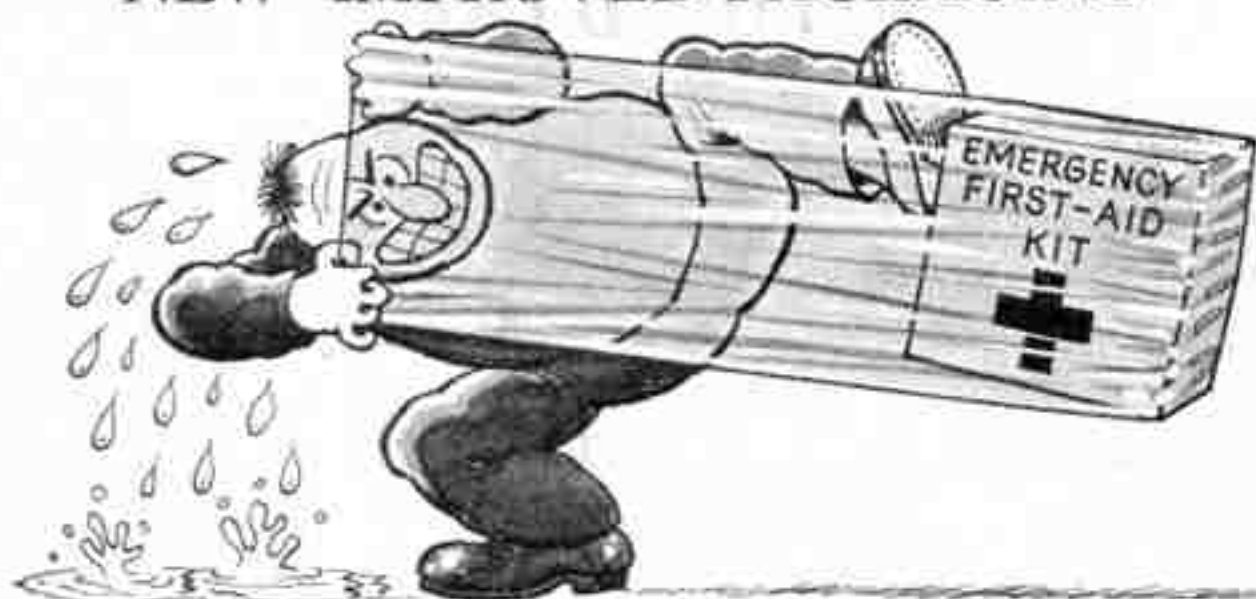


Everywhere we shop these days, we see products with the words "NEW—IMPROVED" printed all over them. But after we buy these products and start to use them, we find that the only thing that's "new" and "improved" is the higher price. Which is

"NEW-IMPROVED" REALLY ARE NEW

ARTIST & WRITER: AL JAFFEE

NEW-IMPROVED PACKAGING



Anyone who has ever tried to tear a transparent wrapping from a product knows what an impossible job this can be.



New-Improved packaging contains a small CO₂ cartridge enclosed within the wrapping which, when dealt a sharp blow, fills wrapping with gas until it finally explodes.

NEW-IMPROVED TUBE DISPENSER



Regular tube dispensers of toothpaste, paints, ointments, pastes, etc., are frustrating because the last drops are impossible to squeeze out, which means a waste of money.



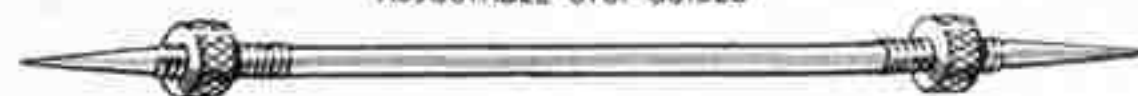
New-Improved tube dispenser has cap at each end, making job of squeezing out those last drops easy and effective.

NEW-IMPROVED TOOTHPICKS



Toothpicks can be pointy little hazardous spears when they are accidentally poked too far in an effort to remove glop.

ADJUSTABLE STOP GUIDES

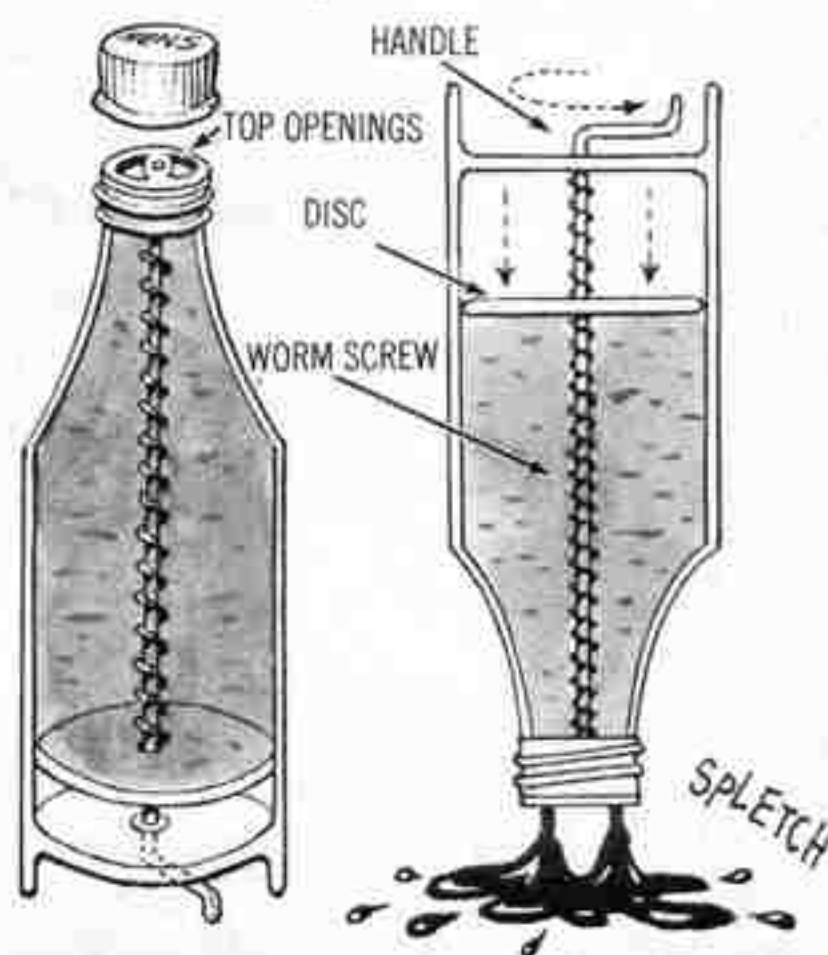


New-Improved toothpick with adjustable stop-guides allows user to safely control the amount of tooth gap penetration.

NEW-IMPROVED KETCHUP BOTTLE



Today's ketchup bottle is an infuriating thing that either gives no ketchup at all, or all of it at once . . . all over.



New-Improved ketchup bottle has a built-in winding device that delivers exact amount of ketchup exactly where you want it. Handle in recessed base of bottle turns worm screw rod which pushes a disc, forcing ketchup out of top openings.

new and improved for the manufacturer . . . but how about us consumers? MAD thinks that it's about time there really were products that are new and improved. And so, we've gone back to the old drawing board, and we've come up with these marvelous

PRODUCTS THAT AND IMPROVED

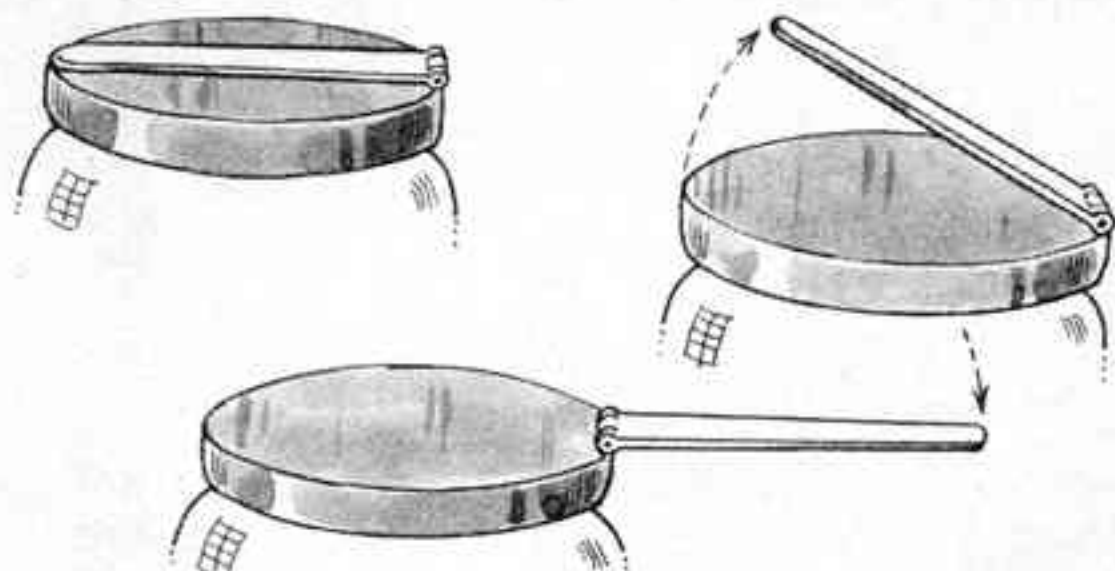
IDEA: BILLY DOHERTY



NEW-IMPROVED JAR TOP



Regular jar tops often stick, requiring super strength to open. This is especially frustrating when you do not have a jar top wrench, or some such tool to make the job easy.



New-Improved jar top has a built-in fold-out handle that provides ample leverage, even for stubbornly frozen lids.

NEW-IMPROVED LADIES WATCH

Most ladies watches are disgustingly dainty and small . . . making the telling of time by them impossible, especially when light conditions are poor or eyesight is failing from advancing age.



New-Improved ladies watch is fitted with telescoping magnifying-glass face-cover, which solves this problem.

NEW-IMPROVED TEA BAG



Regular tea bag has string and tab attached for dunking into hot water. But often, tab and string follow bag into cup, threatening to make tea too dark unless it's removed.

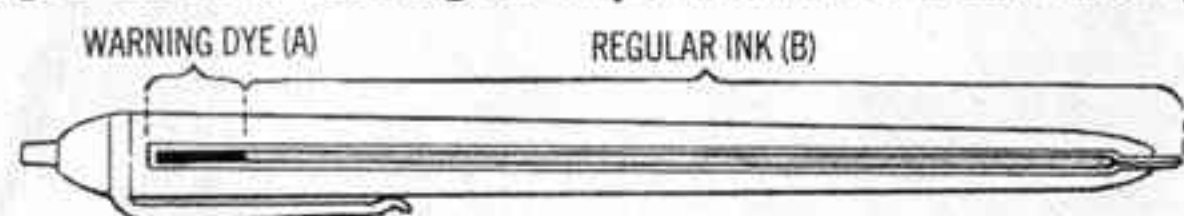


New-Improved accordion-type tea bag opens easily to stretch across top of tea cup, eliminating chances of falling into steaming water, causing embarrassment as it occurs, burnt fingers when you try retrieving it.

NEW-IMPROVED BALL POINT PEN

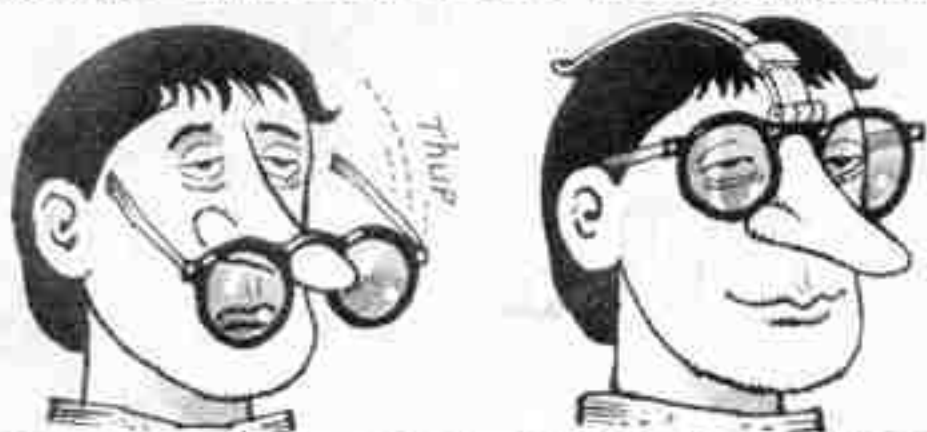


Regular ball point pens run out of ink without any warning at the worst times, like when you're taking an exam, writing a check or sending an important life-or-death message.



New-Improved ball point pen has warning dye (A) at end of ink supply, which is colored differently than regular ink supply (B). Thus, when the regular ink supply runs out and writer sees warning dye, he knows he has just enough left to finish job at hand, but he must get refill afterwards.

NEW-IMPROVED EYEGLASSES

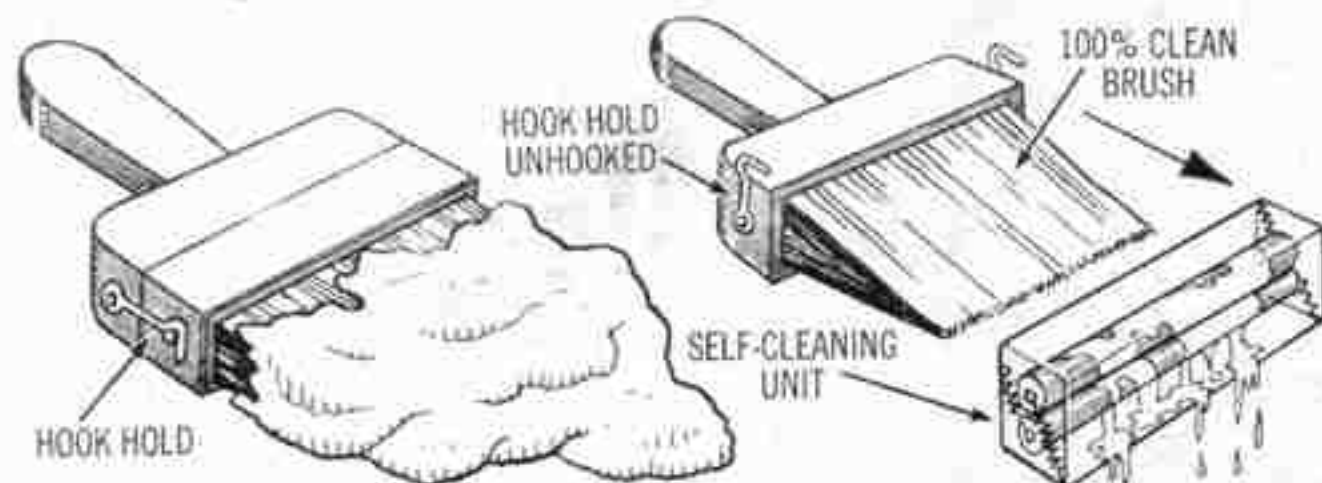


Slipping eyeglasses is a very common and vexing annoyance. New-Improved eyeglasses have snap-on head-yoke that stops this problem once and for all. Mix-and-match decorator styles and colors add a touch of elegance and excitement.

NEW-IMPROVED PAINT BRUSH



Cleaning a paint brush not only ranks as one of life's more unpleasant jobs, it also seldom gets done right.



New-Improved paint brush cleans itself. Brush is made with attached self-cleaning unit. When hook holds are opened, cleaning unit is held in one hand while sloppy brush is pulled through its powerful squeegee rollers.

NEW-IMPROVED GOLF BALL

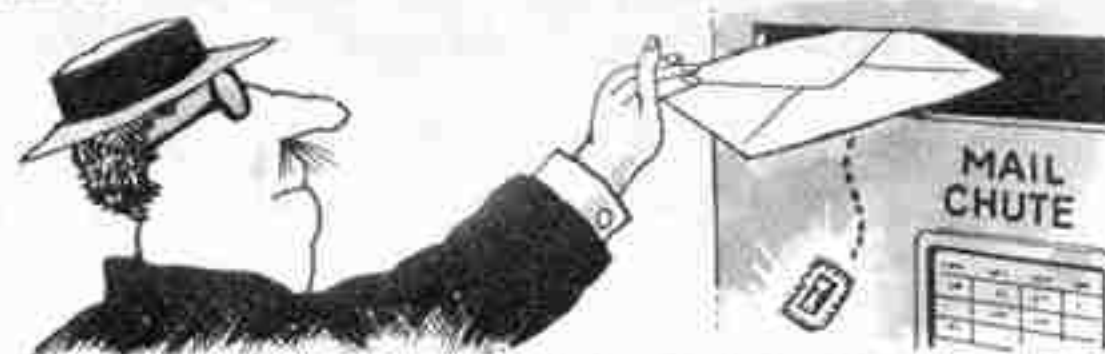


With golf balls becoming more and more expensive, losing one is of serious concern to most golfers. But millions are still lost, no matter how hard golfers look for them.

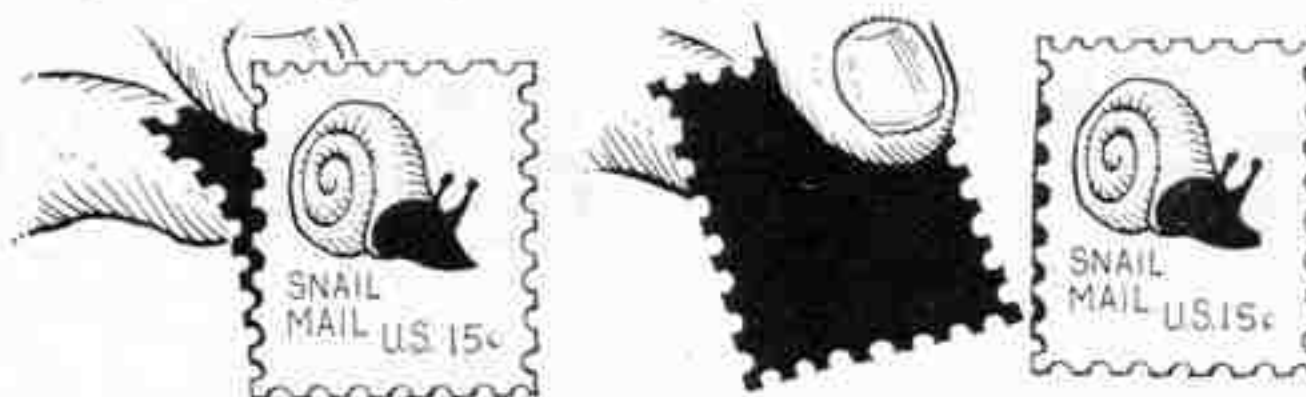


New-Improved golf ball contains tiny shockproofed solid state transmitter. Golfer with receiver easily follows his personal signal (each ball broadcasts on a different wavelength) until he locates his ball. Miniature battery lasts a year, and broadcast range is one mile. Any golfer who hits his ball out of range would be glad to lose it.

NEW-IMPROVED POSTAGE STAMPS



Regular postage stamps contain foul tasting glue that is often ineffective, causing stamps to fall off during mail handling. With today's Post Office policy of not delivering mail with postage due, many problems can and do occur.

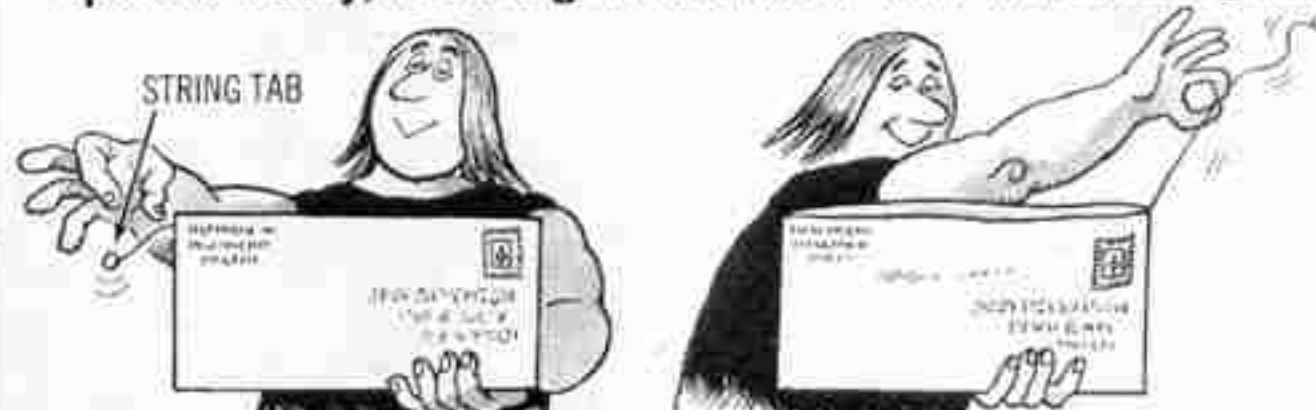


New-Improved stamp is made with peel-away backing. This not only eliminates disgusting task of licking the yecchy glue, but it also provides an adhesive so strong that not even rain-soaking the envelope will loosen the new stamp.

NEW-IMPROVED ENVELOPES



On many occasions, mail recipients do not have any letter openers handy, resulting in mutilated mail and cut fingers.



New-Improved envelopes contain string tabs much like the ones found on "Band-Aids". Letters open easily and neatly.

NEW-IMPROVED BOOK MATCHES

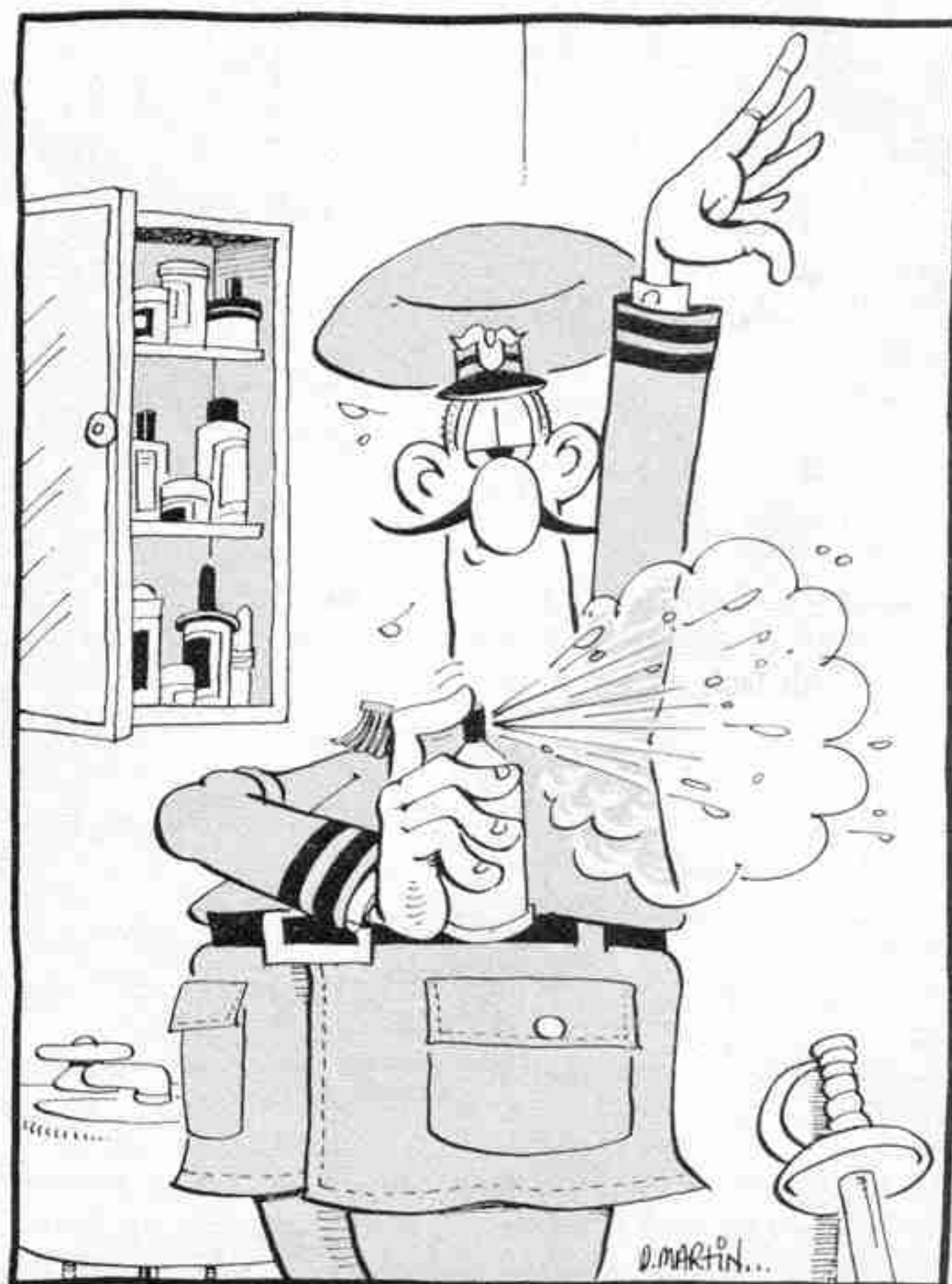
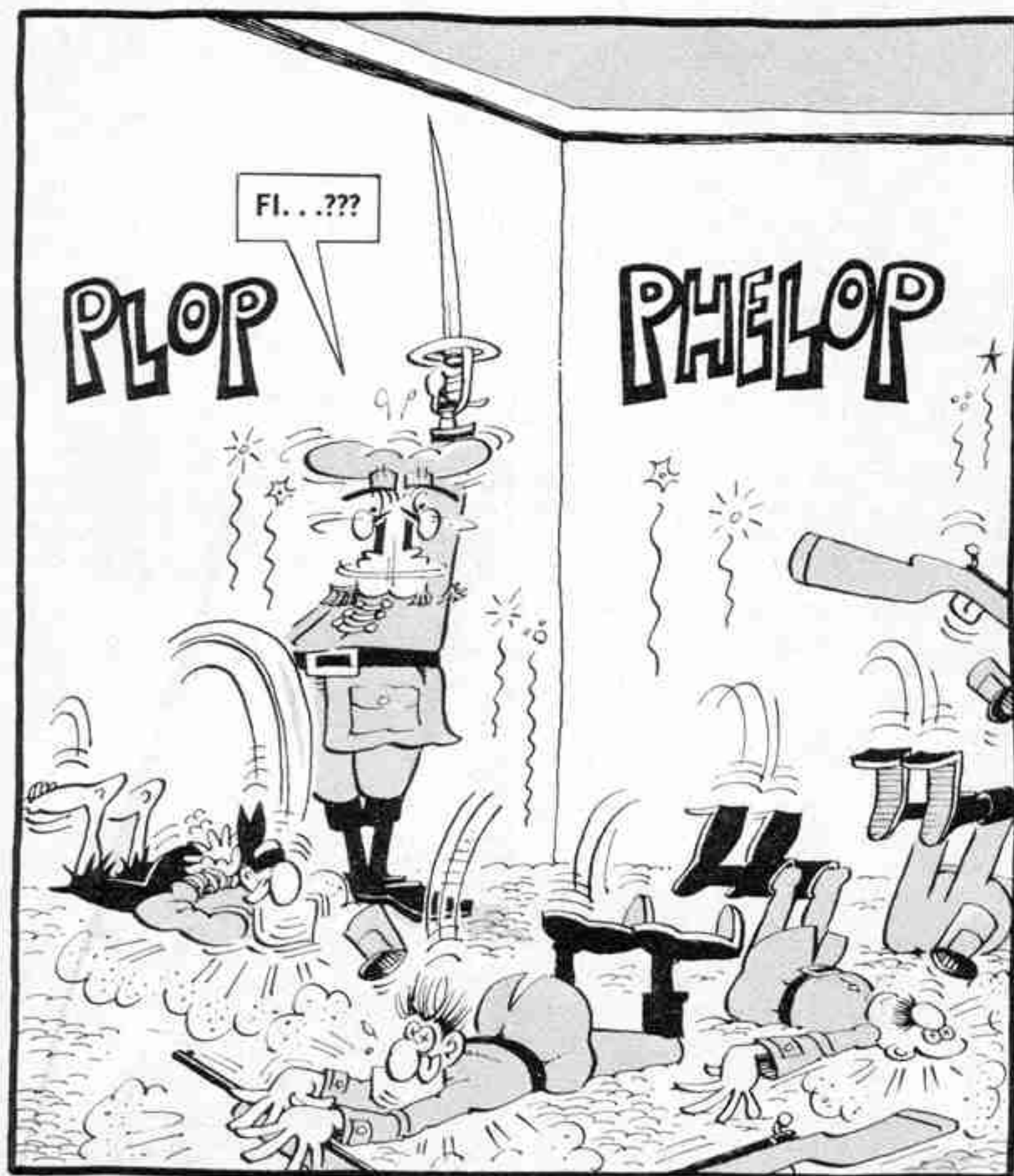
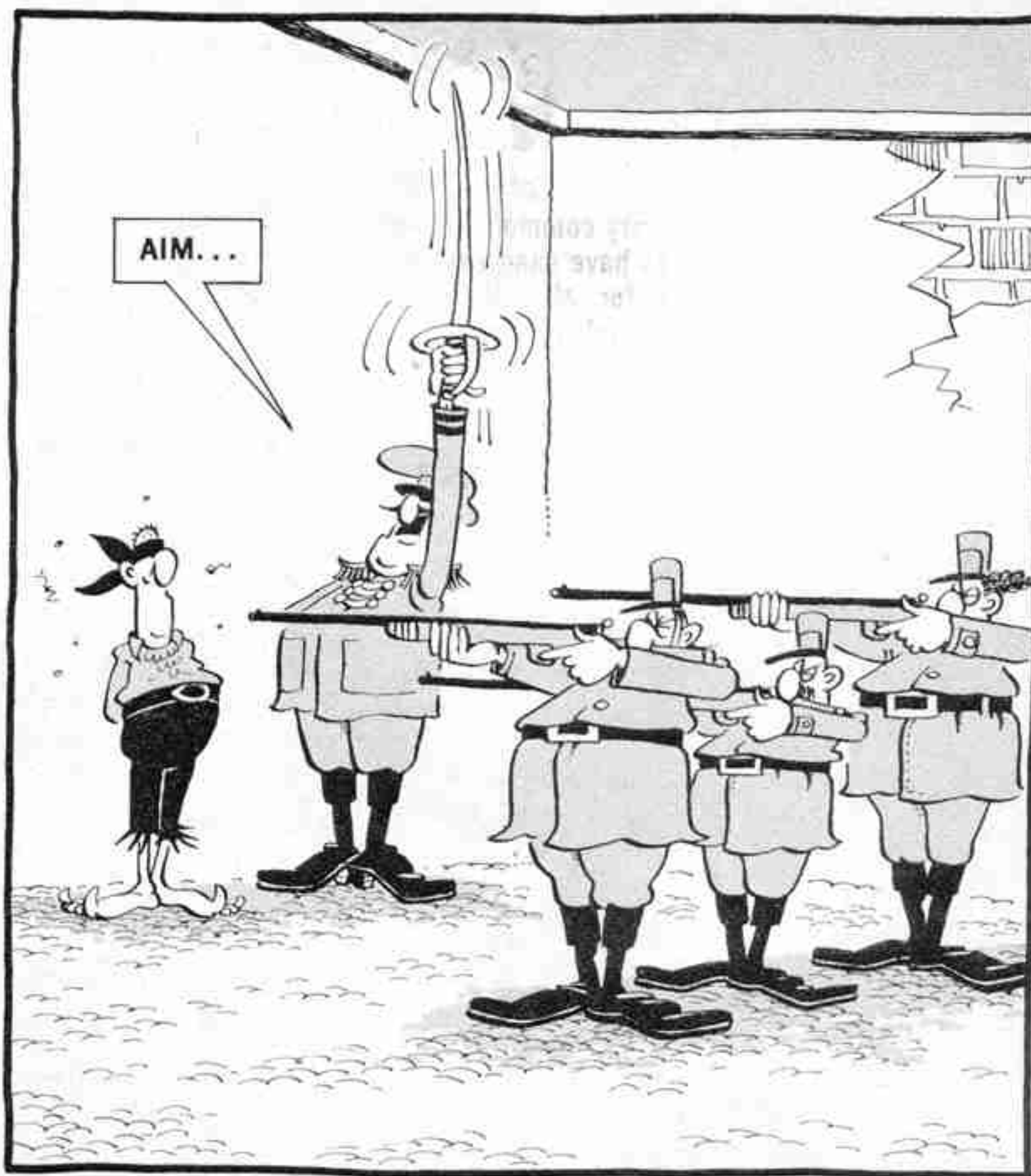


Regular book matches are torn out, used and thoughtlessly discarded, causing messy conditions and even fire hazards.



New-Improved book matches are attached to elastic strips. User simply stretches one out, strikes it, lights up and then lets it snap back inside its cover. When all matches are used, entire book is discarded, eliminating messy job of picking up individual burnt matches, plus fire hazards.

EARLY ONE MORNING DOWN IN SOUTH AMERICA



On the 12th Day of Christmas,
My true love sent to me—
12 Drummers drumming,
11 Pipers piping,
10 Lords a-leaping,
9 Ladies dancing,
8 Maids a-milking,
7 Swans a-swimming,
6 Geese a-laying,
5 Golden Rings,
4 Calling Birds,
3 French Hens,
2 Turtle Doves,
And a Partridge in a Pear Tree.

At the left is the final chorus of "The Twelve Days Of Christmas"... which was some ancient songwriter's idea of how to impress his sweetie over the Holidays. But times have changed... and we've been wondering what would happen if some gal got these gifts today. MAD now takes a look at what the reaction would be

If Someone "The Twelve Days Of Christmas"

On The First Day...

Carol Yule 1 Holly Street New York, N.Y.

December 25, 1978

Dearest Marvin,

Thank you ever so much for the fabulous present. It's really the most fun gift I've ever been given.

The partridge is so cute, and he just adores his pear tree. Of course, they do sort of dominate my one-room apartment, but I'll make do, even if it does mean putting one of my armchairs in storage.

But I love your gift—I really do!

All my love,
Carol

On The Second Day...

Carol Yule 1 Holly Street New York, N.Y.

December 26, 1978

Dear Marvin,

Another present! What a surprise!

Now, Marvin honey, don't think I'm not appreciative, but really, sweetie, two turtle doves flying around an apartment can really make a mess.

Remember my red carpet? It's now two-toned. I know your heart's in the right place, but don't you think the partridge would have been enough for one Christmas?

Love,
Carol

On The Fifth Day...

Carol Yule 1 Holly Street New York, N.Y.

December 29, 1978

Dear Big Sport!

When I got the five "golden" rings, I figured you were finally coming around to your senses by giving me something I could use.

Naturally, I was wrong. Five minutes after putting them on, my fingers turned green.

Marvin, you are the pits! One more gift and I get tough!

On The Sixth Day...

Quigley, Farquahr, Gribble and Stubbs
Attorneys at Law
200 West 57th Street. New York, N.Y.

December 30, 1978

Mr. Marvin Truelove
12 St. Nicholas Ave.
New York, N.Y.

Dear Mr. Truelove:

My client, Ms. Carol Yule, has instructed me to hereby order you to cease at once the sending of geese, hens, doves, birds or gifts of any kind to her.

Should you fail to comply with this order, we have no course but to take immediate legal action.

Very truly yours,
Elbert Gribble
Elbert Gribble

EG/vm

Today Received Those Gifts On Ive Days Of Christmas⁹⁹

WRITER: FRANK JACOBS
WITH BILLY DOHERTY

On The Third Day...

Carol Yule 1 Holly Street New York, N.Y.

December 27, 1978

Marvin—

If your latest gift is your way of telling me you're for the birds, then you've succeeded!

Did you know that French hens can't be domesticated and that their deadliest enemies are turtle doves and partridges? Did you also know I've got a cleaning bill of over \$200 for the blood and feathers? Did you also know I'm now known throughout my building as "that crazy bird lady?"

No more! Please!

Carol

On The Fourth Day...

Carol Yule 1 Holly Street New York, N.Y.

December 28, 1978

MARVIN!!

Let me tell you about Calling Birds! THEY CALL TO EACH OTHER! MORNING, NOON AND NIGHT! 24 HOURS A DAY! NON-STOP!

Thanks to you, I'm now on tranquilizers and wearing ear-plugs! Needless to say, I've stopped entertaining. Parties just don't make it in a bird sanctuary.

Now PLEASE!! BUG OFF WITH THE GIFTS!!!

Carol

On The Seventh Day...

Myron Schmeer
1 Holly Street
New York, N.Y.

December 31, 1978

Dear Mr. Truelove:

I am the downstairs neighbor of Carol Yule, and she has told me to send this bill to you.

For water damage to my apartment and possessions following flooding caused by seven swans overflowing upstairs bathtub.

—\$3,500.00

Please remit at once!

Myron Schmeer

Myron Schmeer

On The Eighth Day...

THE CITY OF NEW YORK
Department of Housing

ORDER TO REMOVE VIOLATIONS

January 1, 1979

To: Ms. Carol Yule
1 Holly Street
New York, N.Y.

You are hereby ordered to take immediate steps to remove the following violation(s) as specified under Section 4, Paragraphs 5 and 14, of the Residential Zoning Law which state(s):

"No dairy farm or establishment providing milk produce may be permitted in a multi-unit dwelling."
"No zoo or aviary may be permitted in a multi-unit dwelling."

A.B. McChesney
Asst. Director
Dept. of Housing

Marvin!
See what you've done!

Form X-56

On The Ninth Day...

Police Department of the City of New York

SUMMONS

DATE: Jan. 2, 1979

Ms. Carol Yule
1 Holly Street
New York, N.Y.

By order of the Police Commissioner, you are hereby ordered to appear at Civil Court to answer the following charge(s):

1. Operating a cabaret with nine dancers without a licence.
2. Using a private residence as a wildlife preserve.

Failure to comply with this summons will result in your arrest.

*Mavin!!!
For God's sake - STOP!*

On The Tenth Day...

Acme Realty Corporation
245 East 42nd Street
New York, N.Y.

January 3rd, 1978

Ms. Carol Yule
1 Holly Street
New York, N.Y.

Dear Ms. Yule:

It has come to our attention that you are in violation of the terms of your lease in our building at 1 Holly Street. In the aforementioned lease, you agreed that you would be the only person living in your apartment and also that you would keep no pets. According to complaints by other tenants, you are now sharing your apartment with 10 leaping men, 9 dancing women and 8 milkmaids with cows. In addition there are reports of various numbers of swans, geese and other birds on the premises. We have no choice but to evict you at the end of this month.

Very truly yours,
F.C. Sweedle
F.C. Sweedle
Manager of Rentals

*Mavin!!!!
I'M AT THE
END OF MY ROPE!*

On The Eleventh Day...

HARLEY STAGMIRE, M.D.
Stagmire Clinic
234 East 66th St. New York, N.Y.

January 4, 1979

Dear Mr. Truelove:

I feel it is my duty as a psychiatrist to warn you that your actions toward my patient, Ms. Carol Yule, are causing her great mental anguish and bringing on severe traumas.

She came to me today in a hysterical condition, screaming uncontrollably about "eleven pipers piping," followed by other complaints I could not make out.

I learned from her that you are responsible for her condition, which may require her to be committed to a mental institution. For her good, I must insist that you remain completely out of her life.

Sincerely,

Harley Stagmire, M.D.

On The Twelfth Day...

Quigley, Farquahr, Gribble and Stubbs
Attorneys at Law
200 West 57th Street. New York, N.Y.

January 5th, 1979

Mr. Martin Truelove
12, St. Nicholas Ave.
New York, N.Y.

Dear Mr. Truelove:

I regret to inform you that Ms. Carol Yule took her own life today. In her suicide note, she stated that she wished to repay you for all the things you have done for her.

Therefore, I am obeying her last wishes by sending to your apartment the following of her personal possessions:

- 12 Drummers drumming,
- 11 Pipers piping,
- 10 Lords a-leaping,
- 9 Ladies dancing,
- 8 Maids a-milking,
- 7 Swans a-swimming,
- 6 Geese a-laying,
- 5 Golden Rings,
- 4 Calling Birds,
- 3 French Hens,
- 2 Turtle Doves
- and a Partridge in a Pear Tree

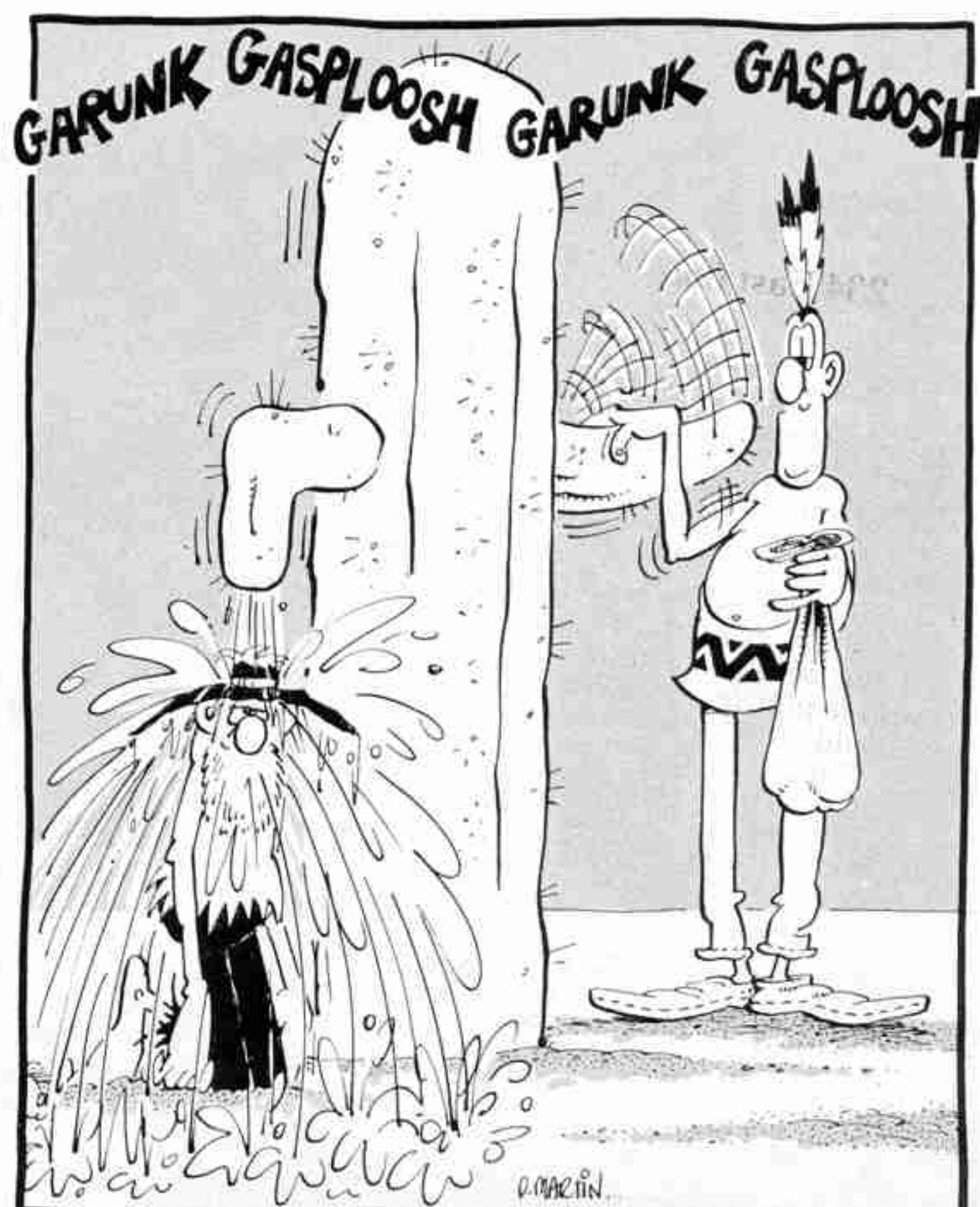
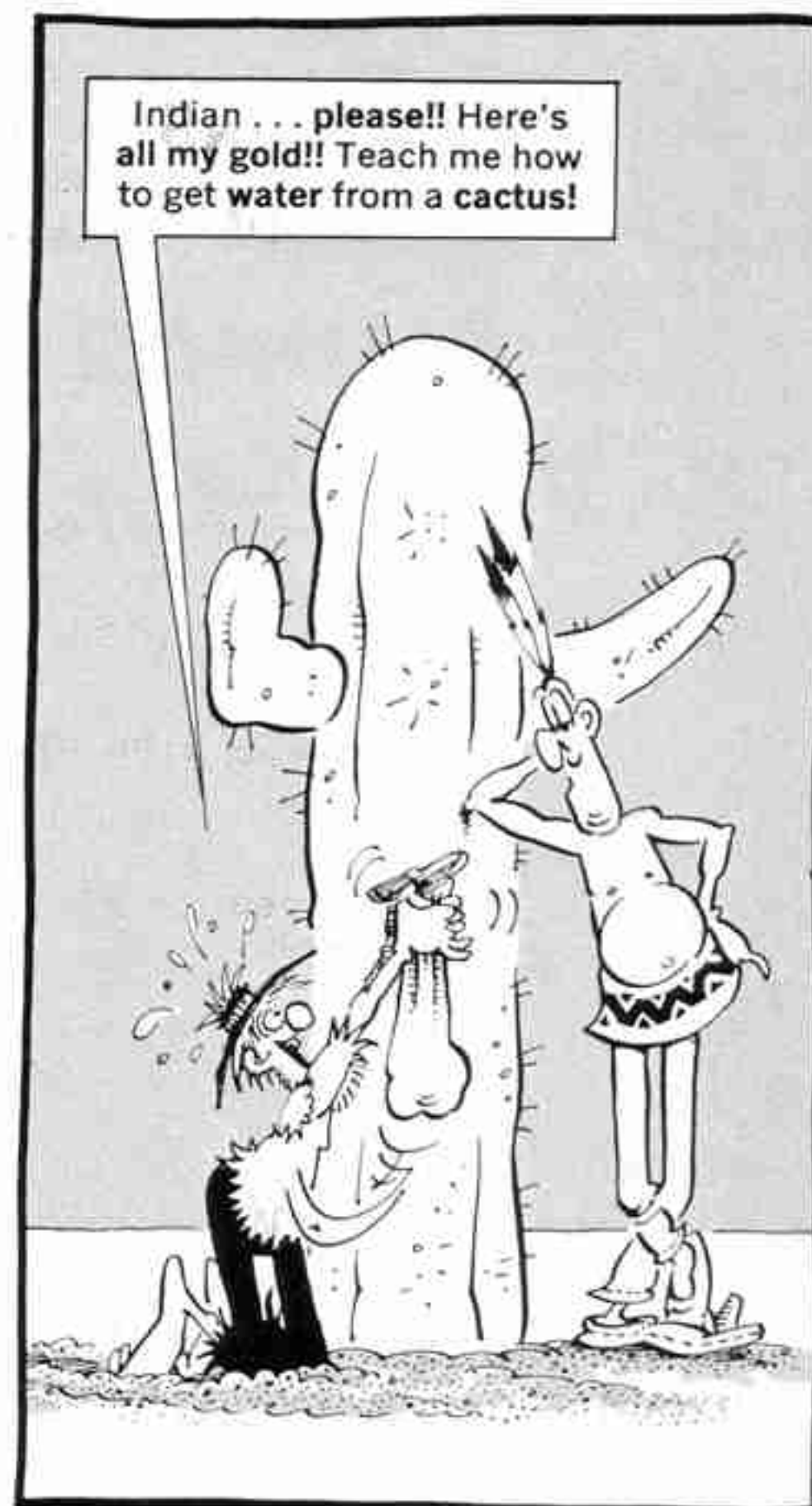
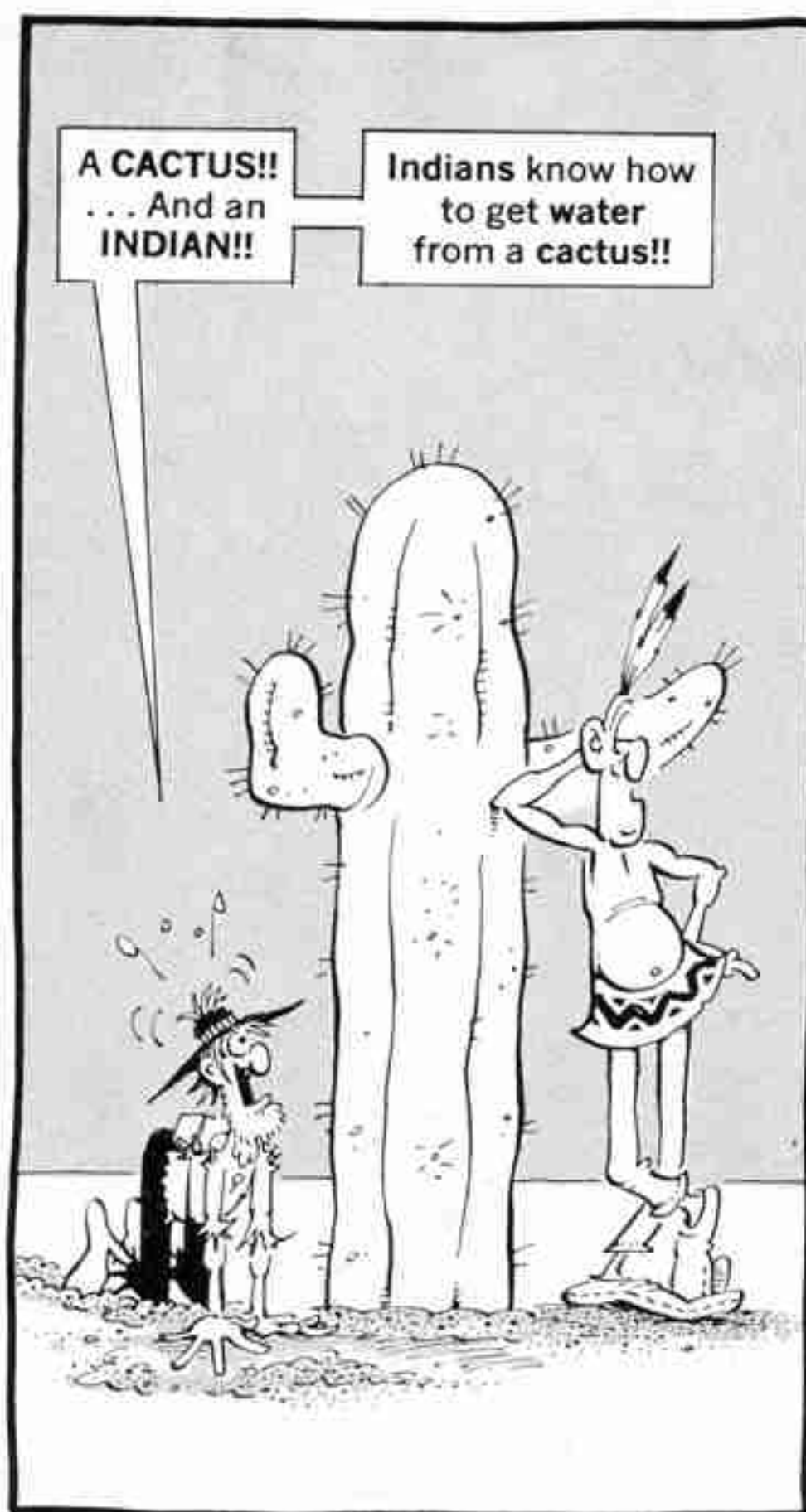
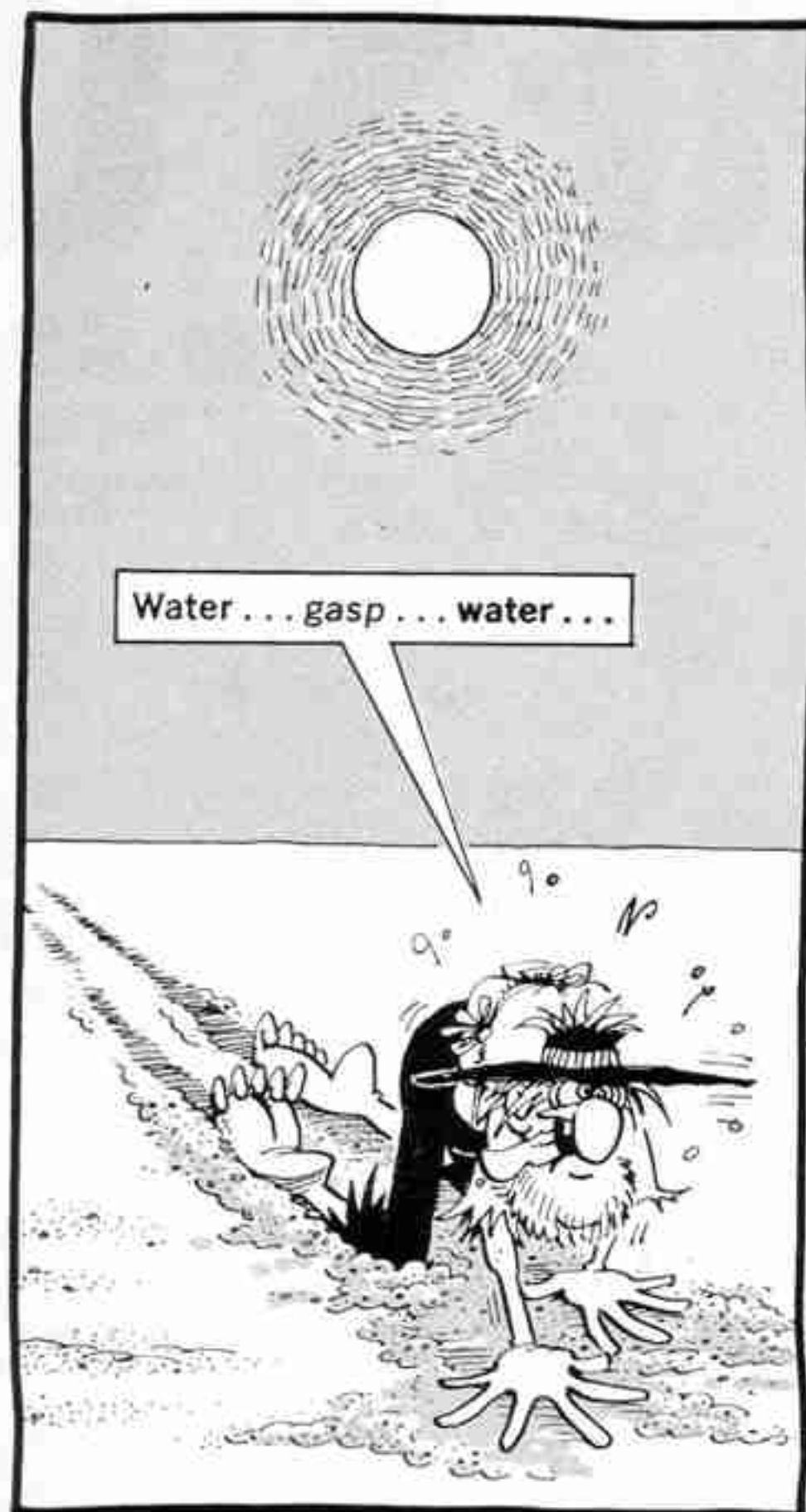
Sincerely,

Albert Naille

EG/vm



ONE HOT AFTERNOON IN THE AMERICAN DESERT



TWO'S COMPANY, WE'S A CROWD DEPT.

Now that the first successful "cloning" of a human being has been reported in a recent book, MAD foresees big trouble! Because anyone with an inflated ego (and a wallet to match) can have himself "cloned." And what a mess that will be! We'll show you what we mean with these...

CLONES

RICHARD NIXON



KAREEM ABDULLAH



ARTIST: HARRY NORTH, ESQ.

JOHN DENVER



IDI AMIN



HENRY KISSINGER



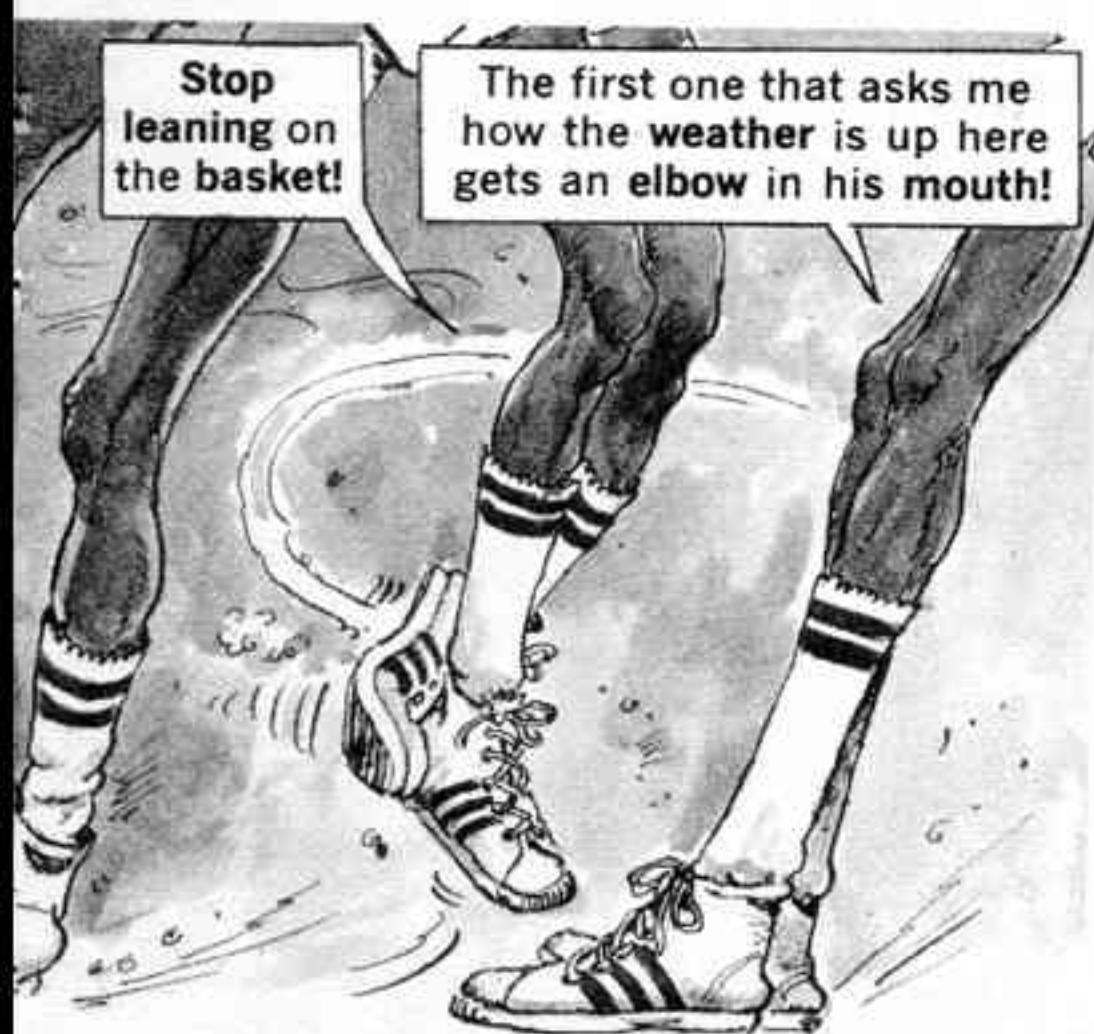
JOHN TRAVOLTA



F THE FUTURE



UL-JABBAR

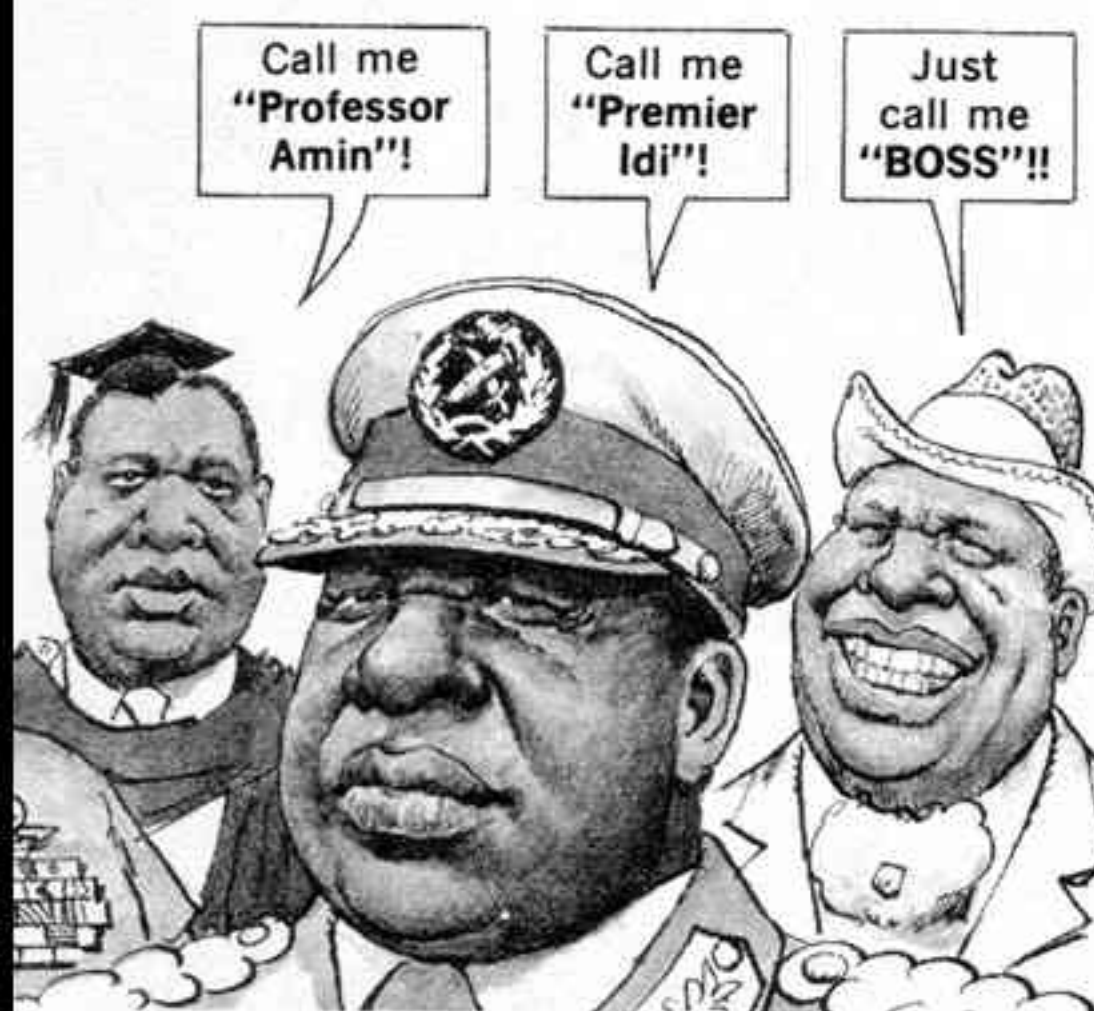


WRITER: PAUL PETER PORGES

JOHNNY CARSON



DADA



WOODY ALLEN



AVOLTA



JERRY FORD



We're lucky cloning is a recent development! We might have suffered with these

CLONES OF THE PAST

GENERAL CUSTER



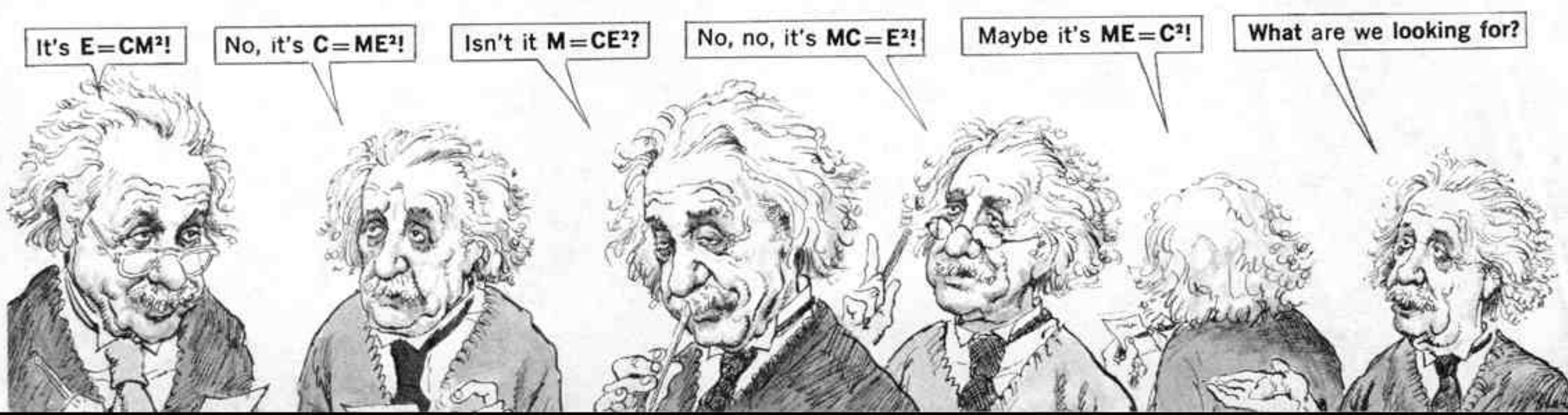
ADOLF HITLER



CASANOVA



ALBERT EINSTEIN

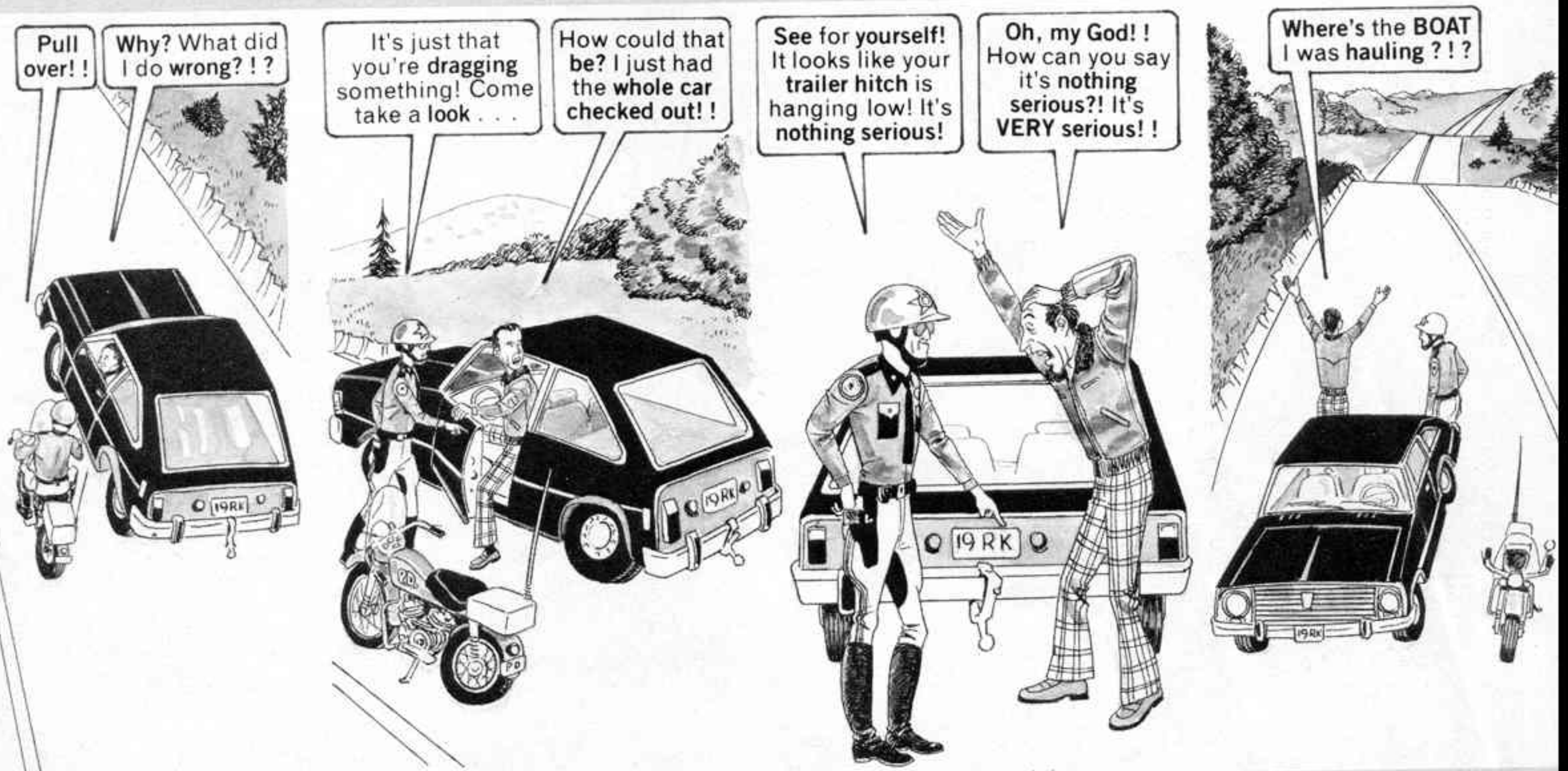




BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

BO





RING



Hello ... Hello, Jane?



No, this isn't Jane! There's no Jane in this house! I think you made a boo-boo! Are you sure you dialed the right number...?

I'm absolutely positive!



Are you sure you're in the right house...?



O-BOOS

ARTIST & WRITER:
DAVE BERG

If Belinda could only see me now, she'd eat her heart out! Belinda turned me down cold, but this chick really goes for me in a big way ... !



What a dumb jerk I was! I blew it with Belinda when I made some stupid klutzy faux pas ... !



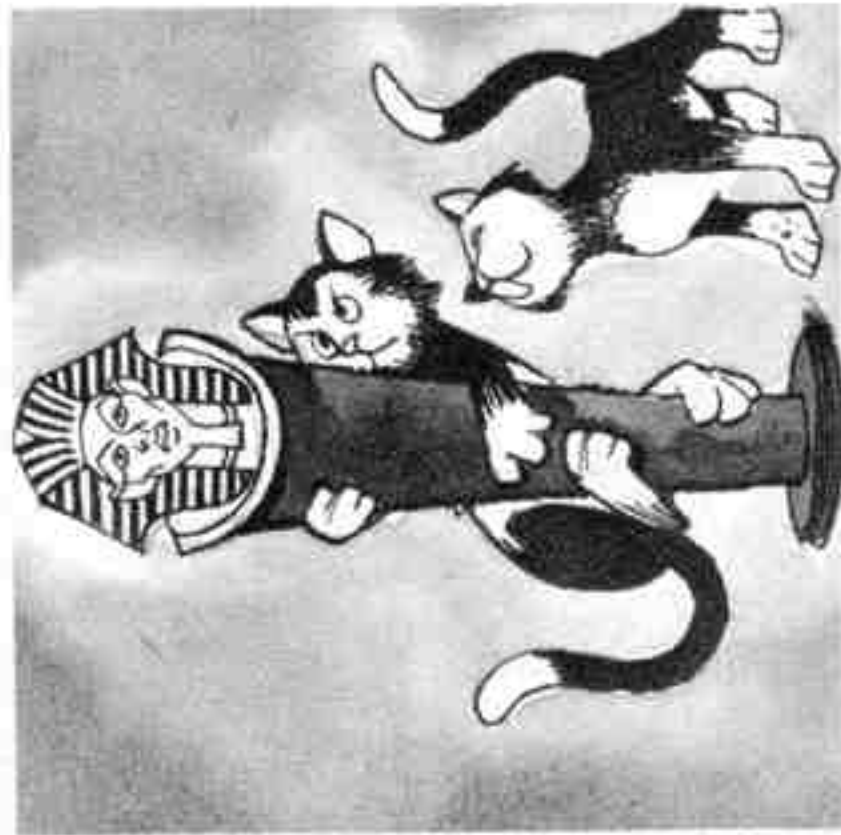
But tonight, I'm gonna score for sure because I got this chick all warmed up and because I'm gonna do everything EXACTLY RIGHT ... !



Tell me that you love me!

I love you, Belinda...!!





KING TUT SCRATCHING POST enables Kitty to enjoy the holidays by taking part in the current "Tutmania" boom. Sturdy walnut veneer post is covered with durable nylon carpeting and topped by a shimmering gold plastic mask of King Tut that is almost guaranteed to fascinate any cat. A sure seller to fad conscious animal owners who normally spend at least \$50 on a Xmas gift for their pet. Yet our price to you is only **\$325 per dozen**.



GOLD PLATED, PERSONALIZED HANDCUFFS are the year's hottest item in high profit men's jewelry as "White Collar Crime" booms from coast-to-coast. With a gift of these lovely status symbols, there's never a need for beloved perjurers or kickback recipients to be dragged off to the slammer wearing cheap G.I. handcuffs. Choose desired names from the list below, and mix or match your order at **\$188 per dozen sets**.

NAMES AVAILABLE FOR PERSONALIZED HANDCUFFS

Bernie	H.R. (Bob)	John M.
Bert	Jeb	Milhaus
Chuck	John E.	Spiro



BATH TUB GIN OUTFIT lets booze hounds save big money as they also re-create the nostalgia of Prohibition Days. Includes copper coils, earthen crock, large sack of fermented grain and rubber liner for bath tub to prevent gin from corroding the porcelain. Ideal for any lush because of federal laws that permit home liquor distilling only if the maker drinks it all himself. We offer the complete outfit for only **\$80**.



DO-IT-YOURSELF PRESCRIPTION KIT is sure to bring Xmas squeals of delight from the family hypochondriac. Special holiday season novelty package contains everything a sicko needs to prescribe his own medication without wasting time and money to go to a doctor. Includes blank prescription pad, dictionary of medical abbreviations and rubber stamp replica of a famous physician's signature. (Your choice of Albert Schweitzer, Jonas Salk or one of the Mayor Brothers.) **\$26 per dozen**.



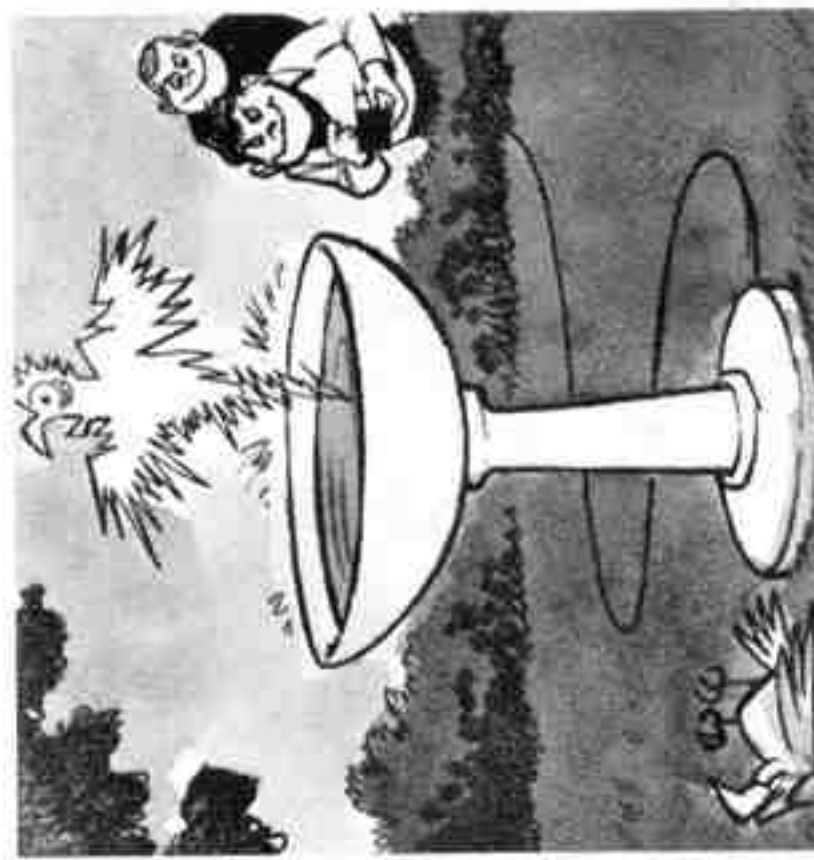
AMAZING NEW ELECTRONIC CRUTCH contains digital clock and six-function calculator, both easily operated by exerting normal pressure on armpit pad. A great gift for letting the disabled know that their infirmity attracts attention, but that they merit a Christmas remembrance anyway. Crutch comes with 100-foot electric cord for handy use throughout the house. **\$317.50 per dozen**.



WOOLY MAMMOTH MEAT OVER 50,000 YEARS OLD makes a delightful conversation piece when presented to gourmets at holiday time. Small fillets come from a recently discovered prehistoric mammoth that was miraculously preserved in an Alaskan glacier. **\$11 per three-pound chunk**. (Not recommended for mail order gift sales due to the fact that defrosting in transit could turn fillets into mere smelly puddles.)



LOVELY REPLICA OF 16TH CENTURY CHURCH BELL is perfect for sounding village fire alarms, summoning deaf servants or merely displaying in the family bell tower as a conversation piece. Your customers will rave over these 800-pound bronze beauties that come complete with macrame pull ropes. Each bell is a gift that will be remembered for months, yet it wholesales at only **\$7,450**, plus **\$1,200** for postage and handling.



TEN-THOUSAND VOLT BIRDBATH is this year's top new gift for animal haters. Solid steel splashing pan guarantees quick electrocution of robins, wrens, and other pests when remote control switch is thrown. This item sells itself when retailers emphasize the unique safety factor that permits tiny tots and senile oldsters to enjoy killing birds without shooting off dangerous firearms. Offered wholesale at **\$42 each in one dozen lots**.

ONE EVENING IN AN AMSTERDAM BUS TERMINAL

