

WANT TO COOL OFF?

SIT ON THIS COPY OF...

Our Price

25c

CHEAP

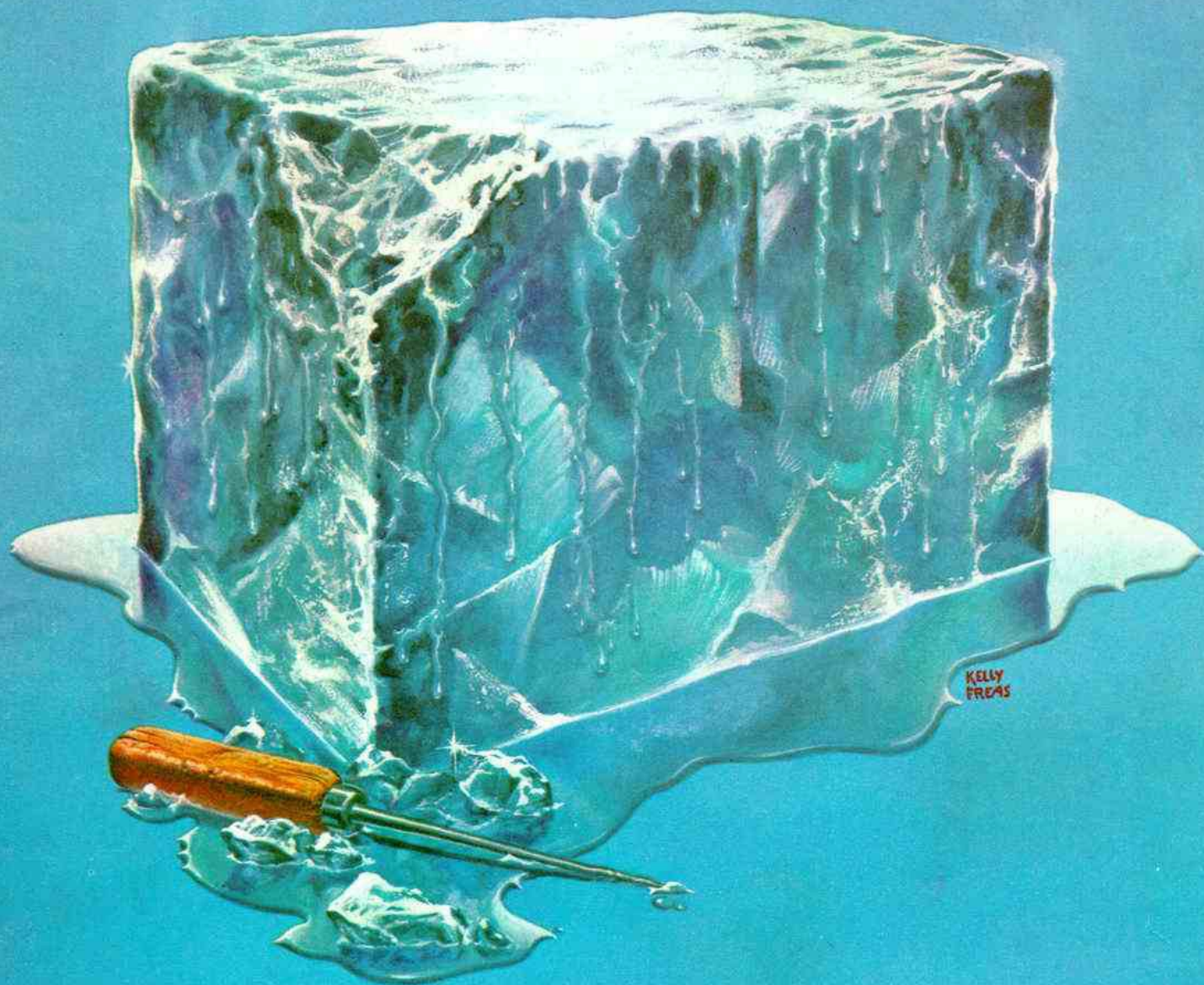
MAD

No. 49

Sept. '59



"WHAT- ME WORRY?"



IN THIS ISSUE: SID CAESAR



"Stop pushing—you'll all get a chance to talk to Grandma!"

How long has it been since you enjoyed a Long Distance visit?

CELL TELEPHONE SYSTEM



Remember... "It's Fun to Phone!"

MAD

"One sure way parents can keep their teenage daughters out of hot water is to put some dishes in it!" — Alfred E. Neuman

PUBLISHER: William M. Gaines

EDITOR: Albert B. Feldstein

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BRAND NEW DADDY: PFC Nick Megliola

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MAD — September 1959, Volume 1, Number 49, is published monthly except February, May, August and November, by E.C. Publications, Inc. at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for \$2.00 in the U.S. Elsewhere, \$2.50. Entire contents copyright 1959 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

THE MAD HORROR PRIMER..... 4



Since horror movies are so popular these days, we feel schools should have primers to prepare our little monsters for them.

MAD LOOKS AT BOOK CLUBS..... 10



A sampling of typical ads for book clubs which show how they're competing for members in order to maintain their volume business.

HALF-FINISHED BILLBOARDS..... 16



MAD takes to the highway and shows how unsightly billboards that mar the landscape can be entertaining... for a change.

FAMILY MAGAZINES..... 21



Here's our remedy for the disappearing family unit: revive conversation with magazines that print only things that are relative.

AMERICA'S DREAM CAR..... 24



As a public service, **MAD** conducts a survey to find America's Dream Car. The result, unfortunately, is a nightmare for Detroit.

SID CAESAR'S "SHRUNK WORLD"..... 27



Sid Caesar turns triple-threat man with this TV show satire. Mainly, he's threatened to sue us three times if we dare print it.

MAD'S RESORT PAGE..... 40



MAD offers some unusual summer resorts for people who lack transportation. Make reservations at any one, and you'll be taken.

VIC TINNY GYMS..... 43

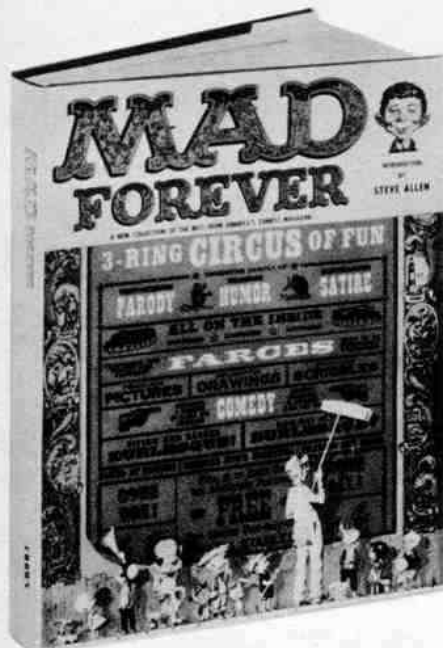


A gym-dandy organization dedicated to the task of removing the bulges that you've acquired over the years... in your wallet.

THE PERFECT FOLLOW-UP TO "MAD FOR KEEPS"

would be a sincere apology! Instead, here's

MAD FOREVER



This second de-luxe hard-bound Anthology of the best material from past issues of MAD includes a hilarious introduction by Steve Allen, followed by 133 pages of riotous articles, ad satires and other garbage, many in vivid color. It makes a great gift, but it's mainly for idiots who missed this material, and for clods who want a permanent collection of the junk they wasted good money on originally. So get your copy today!

MAD ANTHOLOGY DEPT.
225 Lafayette Street
New York 12, N. Y.

Please rush my copy of "MAD FOREVER". I enclose \$2.95.

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

☐ Check here if you want "MAD For Keeps" and please enclose an additional \$2.95.



A DELIGHTFUL PIN-UP!

Yes, Marilyn Monroe is a delightful pin-up! For a disgusting pin-up, send 25¢ to: Dept. "What-Color?", c/o MAD, 225 Lafayette St., N.Y.C. 12.



MAD GOES TO THE DOGS

I came into my room last week to find my dog reading a recent issue of MAD. The most amazing part was that he was reading it upside-down!

Ken Franklin
Wanamassa, N. J.

Doesn't everybody?—Ed.

IT IS WRITTEN?

We thought you might be interested in knowing that in Ecclesiastes, Chapter II, Verse II, it is written: "I said of laughter, it is MAD..."

The Brothers Kaminetzky
Washington, D.C.

Tell us what book and we'll sue!—Ed.

JACK AND JILL

In the "Official Detective" version of "Jack and Jill" (MAD #47), you made two mistakes: (1) You printed it in the first place, and (2) The story states plainly that Jill was "battered beyond recognition." In the picture accompanying the story, you show a beautiful doll. Hoo hah! If that's "battered beyond recognition," I'm going over to my girl friend's house right now and batter her beyond recognition! Maybe I'll get the same results your artist got!

Jim Daniels
Houston, Texas



Battered Beyond Recognition

We'd say you added insult to injury!—Ed.

MAD GOES ATOMIC

Thought you'd be interested in the enclosed photo which seems to indicate a literary trend at the North Pole. It was taken by a sailor on the Atomic Submarine Skate during her recent trip to the Pole.

J. F. McGlinchy
General Dynamics Corp.
New York City

Good Skates



BRAIN CLUTTERER

The principal of our Junior High School lectured us recently on juvenile delinquency and said that we shouldn't read "trashy comic books that clutter up our brains!" Then he added, "I'm not talking about MAD, because I read that myself!"

Suzy Zuckerman
Levittown, N. Y.

And MAD only clutters up principals' brains!—Ed.

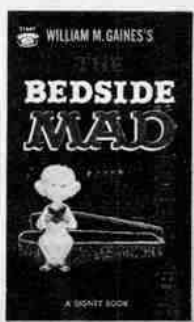
FOWL READING MATTER

Recently, I found an injured bird. I decided to put it in a cage and raise it. I looked all over for a covering for the bottom of the cage, and found that a page of MAD fit perfectly. The next day, I found the bird hopping crazily around the page like he was reading it, and a moment later he fell over dead. Can you tell me what killed him?

Donald Bralich
Cary, Ill.

WAKE UP REFRESHED AND INVIGORATED!

Mainly, plaster that jangling alarm clock with a copy of . . .



THE LATEST MAD POCKET-SIZE BOOK THE BEDSIDE MAD

This sixth collection of early failures joins "The MAD Reader", "MAD Strikes Back", "Inside MAD", "Utterly MAD", and "The Brothers MAD" in lengthening "Dr. Neuman's Five-Foot Shelf of Detestable Literature" another three-quarters of an inch.

ON SALE AT YOUR FAVORITE NEWSSTAND

OR YOURS BY MAIL FOR 40¢
THE COMPLETE COLLECTION—ALL SIX—FOR \$2.00
MAIL MONEY TO: MAD, POCKET DEPT.,
225 LAFAYETTE STREET, NEW YORK 12, N. Y.

LETTERS DEPT.

MAD FIRST AID

As usual, there is profound knowledge and understanding behind your MADness. May I have permission to reproduce your "MAD Cross First Aid Manual" for use in presenting the subject of emergency medical care to professional medical audiences?

Douglas Lindsey, Lt. Col.
Deputy Director of Medical Research
U. S. Army Chemical Warfare Labs.
Army Chemical Center, Md.

Go right ahead, Colonel. Just don't blame us if you make a fool of yourself!—Ed.

WHO IS HE?

In your recent "Straight-Jacket" ads, two of the three fellows are always facing the camera, while the third always has his back to the camera. Who is this third fellow, and what does he look like? He looks dreamy from the back.

Marjorie Parver
New York City



What Does He Look Like?

We can tell you who he is, Marjorie. He's Leonard Brenner, in charge of Production. But we can't tell you what he looks like. Mainly because we still haven't seen his face ourselves! Lenny wears a goatee. You'll see it when you turn to the T-Shirt ad on the inside back cover—Ed.

MAD FLIES HIGH

Enclosed is a photo of the "What-Me Worry?" pilots of the Naval Air Force, Pacific Fleet. Our night flying and all-weather missions from aircraft carriers has earned us this "What — Me Worry?" reputation from other squadron pilots, because we'll launch into the darkest night and the foulest weather. Your magazine has been a great source of delightful and entertaining reading for us. Our ready room, where we are briefed for flights, is never without at least one copy of MAD. All of us in Fighter Squadron 141 wish you continued success.

J. S. Coleman Jr., LTJG
Fighter Squadron 141
c/o FPO, San Francisco

"What—They Worry?"



IDOL GOSSIP

I recently traveled to Seattle where I had the good fortune to meet and interview the Kingston Trio. Of course, I brought MAD along to friter away the trip, but when it came time for the interview, I quickly ditched it in the nearest trashcan, not wanting the Trio to think me an idiot. Was I surprised when their manager interrupted the interview by tossing them a copy of MAD with: "Here's that MAD Magazine you wanted, boys!" Looks like you've corrupted these talented idols, too!

Noll Anne Cunningham
Tacoma, Wash.

Please address all correspondence to:
MAD, Dept. 49, 225 Lafayette Street
New York City 12, New York

NOW!



Alfred E. Neuman SINGS!

"WHAT-ME WORRY?"

AND HIS FURSHLUIGINER FIVE PLAY

"POTRZEBIE"

ON

THE HOTTEST 45 RECORD OUT

People who buy 'em are burning 'em like crazy!

DESTINED FOR THE TOP TEN

garbage dumps in the country!

GET YOUR COPY AT
YOUR FAVORITE RECORD
DEALER BEFORE HE
SELLS OUT HIS SUPPLY

to the local trash collector!

YOUR FAVORITE D.J. WILL BE PLAYING IT SOON

so be ready to switch him off!

SUMMER IS THE BEST TIME TO SUBSCRIBE TO MAD



... because that's when all the nuts are stored up for the winter!

MAD SUBSCRIPTIONS
225 LAFAYETTE STREET
NEW YORK 12, N. Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Okay, so store me on your subscription list for the winter, and send me the next nine issues of MAD. I realize this makes me a "nut", shelling out \$2.00.

NOTE: Allow 8 weeks for subscription to be processed

Some time ago (MAD No. 41), we voiced concern over the dullness of elementary school readers, and presented an up-to-date MAD PRIMER. Now, even the MAD PRIMER is outdated! The single most important thing in the lives of youngsters today is watching "horror movies"! And so, in order to help educate our early grade school kids properly in "horror movie appreciation," we feel schools should offer as required reading...

THE MAD

HORROR PRIMER

ART-WALLACE WOOD

STORY-LARRY SIEGEL

LESSON 1.

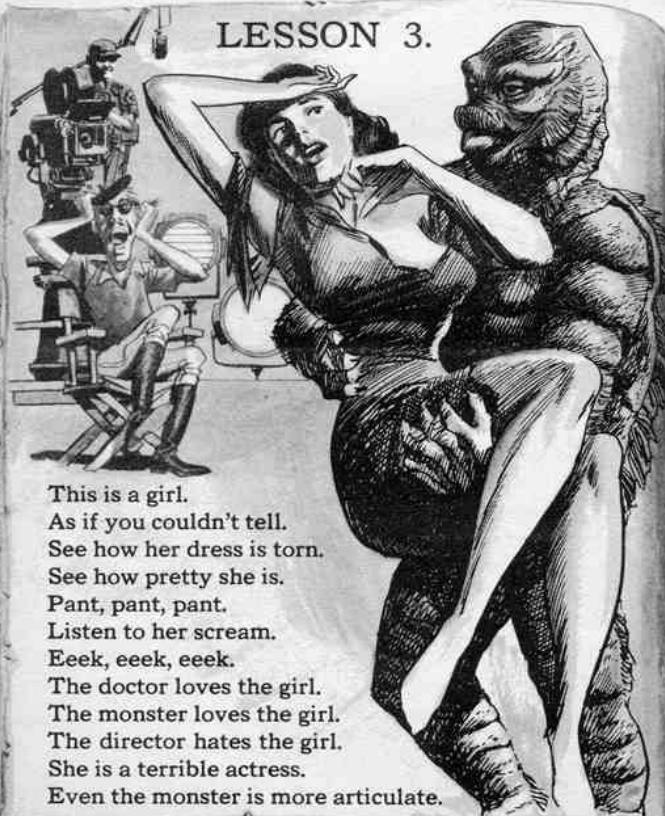
See the man.
He is a doctor.
He is mixing formulas.
Mix, mix, mix.
He is also transplanting brains.
Transplant, transplant, transplant.
The doctor is building a monster.
The doctor will make a lot of money
with his monster.
The doctor will save this money.
Soon, the doctor will be able to afford
to go to medical school.

LESSON 2.

See the awful monster.
See the bolts in his head.
See how he kills people.
Kill, kill, kill.
The monster likes to kill.
Poor, poor monster.
The monster is sick.
Sick, sick, sick.
He wants to be cured.
The doctor cannot cure the monster.
The monster does not belong to Blue Cross.

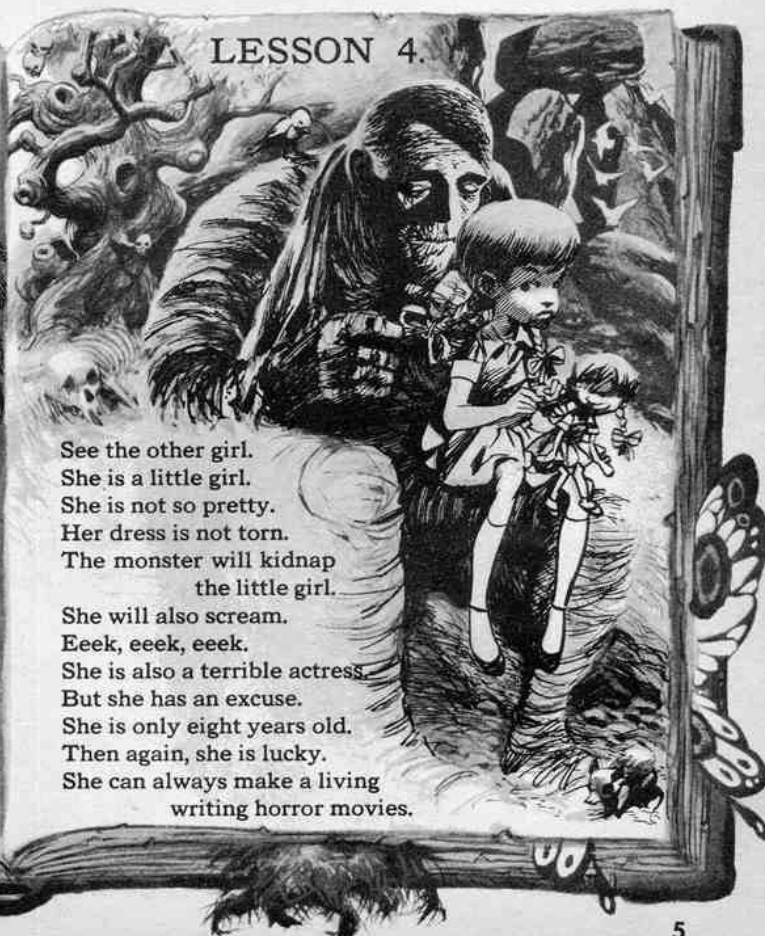


LESSON 3.



This is a girl.
As if you couldn't tell.
See how her dress is torn.
See how pretty she is.
Pant, pant, pant.
Listen to her scream.
Eeek, eeek, eeek.
The doctor loves the girl.
The monster loves the girl.
The director hates the girl.
She is a terrible actress.
Even the monster is more articulate.

LESSON 4.



See the other girl.
She is a little girl.
She is not so pretty.
Her dress is not torn.
The monster will kidnap
the little girl.
She will also scream.
Eeek, eeek, eeek.
She is also a terrible actress.
But she has an excuse.
She is only eight years old.
Then again, she is lucky.
She can always make a living
writing horror movies.

LESSON 5.

See the other man.
He is the doctor's assistant.
He is holding a brain bottle.
The brain bottle is empty.
See the assistant run with the brain bottle.
He is running to the drug store.
Run, assistant, run.
Why is the assistant running with
the empty brain bottle?
Because it is a deposit brain bottle.



LESSON 6.

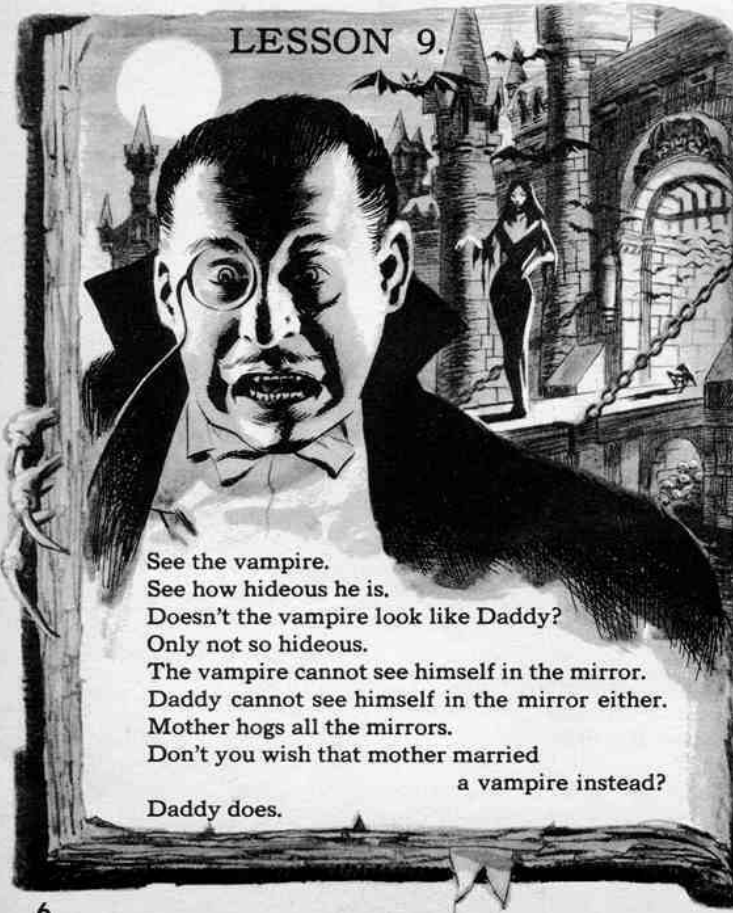
See the strange vegetable.
He is a giant spinach.
He is big and green and menacing.
He comes from outer space.
Whoosh, whoosh, whoosh.
The giant spinach eats people.
Chomp, chomp, chomp.
The giant spinach grows bigger and stronger.
Little children are especially good
for the giant spinach.
They put iron in his blood.



“THE BIG COUNTRY” ... covers a lot of ground!

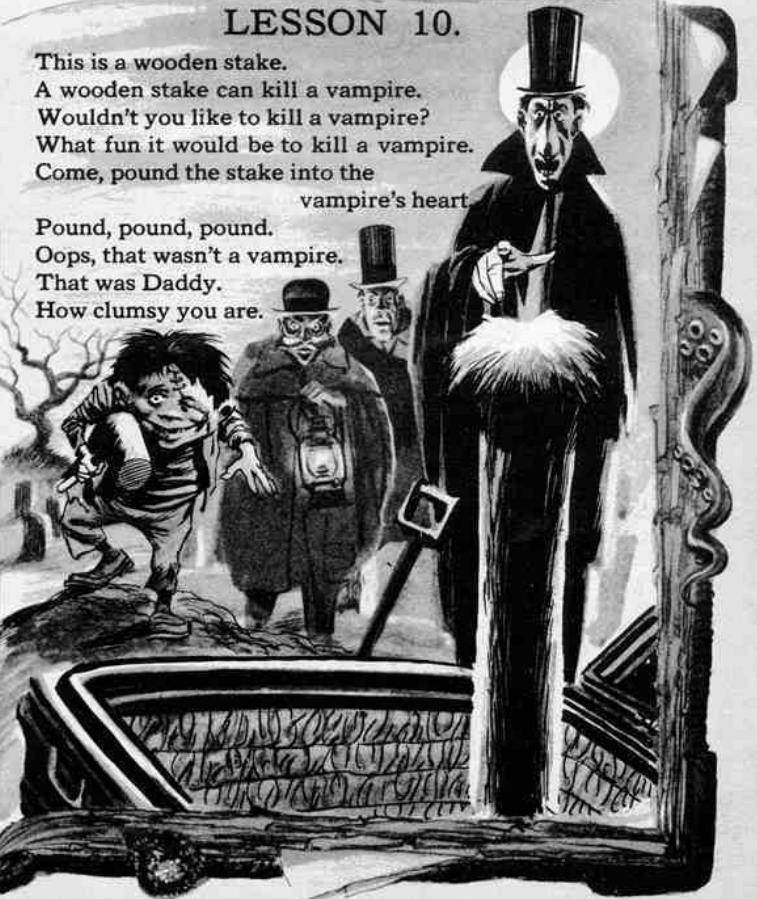
LESSON 9.

See the vampire.
See how hideous he is.
Doesn't the vampire look like Daddy?
Only not so hideous.
The vampire cannot see himself in the mirror.
Daddy cannot see himself in the mirror either.
Mother hogs all the mirrors.
Don't you wish that mother married
a vampire instead?
Daddy does.

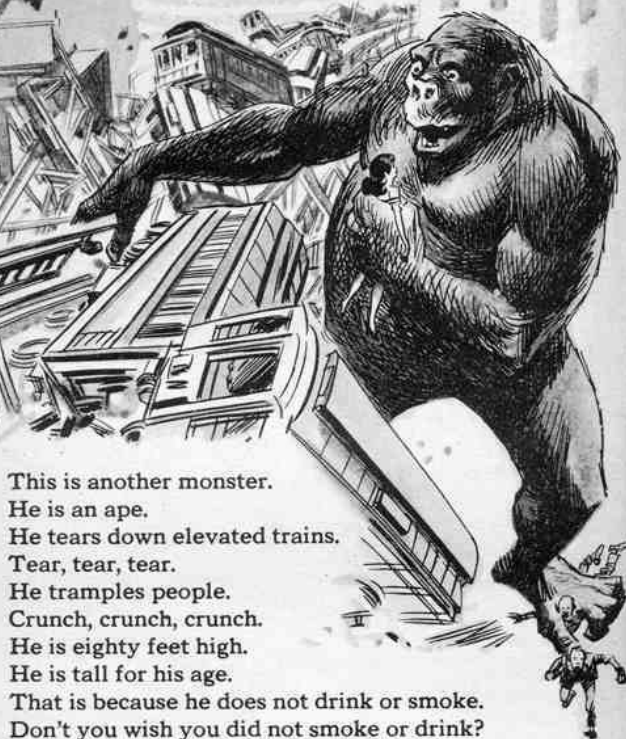


LESSON 10.

This is a wooden stake.
A wooden stake can kill a vampire.
Wouldn't you like to kill a vampire?
What fun it would be to kill a vampire.
Come, pound the stake into the
vampire's heart.
Pound, pound, pound.
Oops, that wasn't a vampire.
That was Daddy.
How clumsy you are.



LESSON 7.



This is another monster.
He is an ape.
He tears down elevated trains.
Tear, tear, tear.
He tramples people.
Crunch, crunch, crunch.
He is eighty feet high.
He is tall for his age.
That is because he does not drink or smoke.
Don't you wish you did not smoke or drink?

LESSON 8.

This is the Empire State Building.
See the ape climb the Empire State Building.
The ape hates to ride elevators.
Hate, hate, hate.
Soon he will be attacked by planes.
They will be Spads.
and Fokkers.
They will be left over from old
World War I movies.
But his son will carry on with his work.
Being an ape is more exciting
than being an accountant.



**THE TEN COMMANDMENTS "... a must!"

LESSON 11.

See the hairy man.
He is a Wolf-Man.
When the moon is full, the Wolf-Man prowls.
Prowl, howl, howl.
The Wolf-Man is searching for a victim.
The victim is usually a young starlet.
Woo, woo, woo.
After the day's shooting, the Wolf-Man
takes off his make-up.
And again he goes searching for
a young starlet.
Off-screen, the Wolf-Man is still a "Wolf."



LESSON 12.



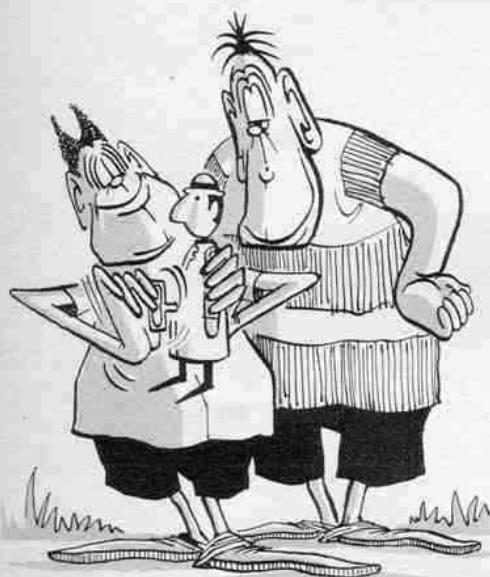
See the actor struggle.
The Egyptian High Priests are making him
into a Mummy.
They are wrapping him in bandages.
Wrap, wrap, wrap.
Soon the Mummy is covered from head to
toe in bandages.
When the scene is over, the Director says, "Cut!"
Cut! Cut! Cut!
But it is too late.
Cutting will do no good.
The actor has suffocated from the bandages.

DON MARTIN DEPT. PART 1

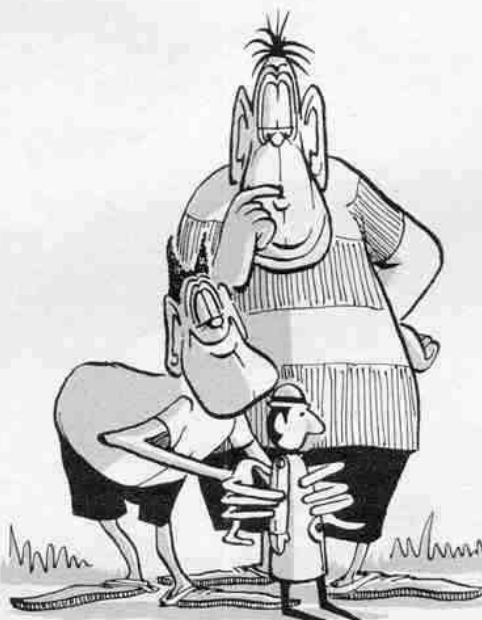
Don Martin, MAD's maddest artist, who breaks people up with his zany cartoons, now recalls an incident that really broke him up, mainly the time he foolishly tried playing with

THE and HIS

1



2



3



7



8



9



BOY TOY



**ANOTHER TIME, ANOTHER PLACE "... where you should be when it's showing!"

4



5



6



10



11



12



9

D. MARTIN

READIN' AND WRITHIN' DEPT.

In the good old days, people either bought their books in a store, or swiped them from their friends. Today,

more and more people are building their libraries by joining monthly book clubs. At last count, there were

MAD LOOKS A

LAZY READERS ARE BEING LURED BY THE POPULAR ABRIDGED BOOK CLUBS

**SOME CAME RUNNING "... quick-paced ... really moves!"

FREE!

the sexiest parts of these 5 racy novels!



"Studs Lonigan"

"Gods Little Acre"

"From Here to Eternity"

"Peyton Place"

"Heidi"

All in one eye-opening volume...when you join
THE SPICY ABRIDGED BOOK CLUB

Start Your Membership Now
CHOOSE ANY ONE
OF THESE
JUICY SELECTIONS

Now you don't have to thumb through books anymore, looking for the "choicest parts". THE SPICY ABRIDGED BOOK CLUB sends you books containing only them "choicest parts". Every month, our board of judges—12 enlisted men at Fort Dix—submit hundreds of underlined paragraphs from books they've read. We, in turn, compile these into one SPICY ABRIDGED BOOK and offer it exclusively to our beady-eyed members.

**The SPICY ABRIDGED
Erskine Caldwell**

Over 1000 choice paragraphs of sun-drenched excitement selected from his best books.

**The SPICY ABRIDGED
French Novel**

The raciest parts of books by Balzac, Zola, Flaubert, De Maupassant and De Gaulle.

**The SPICY ABRIDGED
Mickey Spillane**

A selection of the meatiest parts of his books, meaning every word he ever wrote!

THE SPICY ABRIDGED BOOK CLUB, Ooh-la, La.

Please enroll me as a member of THE SPICY ABRIDGED BOOK CLUB, and send me my free book together with my first selection. I understand that this first selection will cost me \$3.00, and the cost of each succeeding selection will be doubled, since I most likely won't be able to break the habit!

NAME _____

ADDRESS _____

CITY _____

STATE _____

more than a dozen of these book clubs, each one trying to outdo the other to gain members. To accomplish this, many book clubs were specializing. So now, in an effort to win the heartfelt hatred of the book industry . . .

T BOOK CLUBS

SERIOUS MINDED PEOPLE ARE BEING WOODED BY HISTORICAL BOOK CLUBS

FREE

THE COLLECTED PAPERS
OF MILLARD FILLMORE

20 VOLUMES . . . Retail Price \$150⁰⁰

When you become a member of
THE MILLARD FILLMORE BOOK CLUB



Here's the opportunity you have been waiting for, the chance to build a library dealing with one of the most popular figures in American History — Millard Fillmore. In addition to a 20-Volume set of Fillmore's Collected Papers (some of which even have writing on them!), new members will also receive free a desk blotter bearing Fillmore's picture, plus a button from his unsuccessful bid for re-nomination in 1852 reading "I like Millard!"

Choose any one of these
books as your first selection

- 1. MILLARD FILLMORE'S EARLY BOYHOOD
Part I—Infancy to Age 2½, 655 Pages. . \$18.50
- FILLMORE'S FAVORITE DINNER MENUS —
1850-1852, 705 Pages \$21.00
- THE DAY MILLARD FILLMORE DIDN'T
SHAVE by Jim Bishop, 1,100 Pages. . . \$30.00
- WHO IN HECK WAS MILLARD FILLMORE
ANYHOW? By Benj. Harrison, 1 Page. \$50.00

**MILLARD FILLMORE BOOK CLUB,
Deathly, Ill.**

Please enroll me in THE MILLARD FILLMORE BOOK CLUB, and send my first selection. I understand that when I become a member, I will be sent the FREE 20-Volume set of "The Collected Papers of Millard Fillmore". I also understand that I don't become a member until I have purchased 36 consecutive monthly selections at prices ranging from \$18.50 to \$50.00. I further understand that if I miss a single month, I am obligated to start all over again . . .

As my first selection, send me: _____

NAME _____

ADDRESS _____

CITY _____ STATE _____



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THE USEFUL INFORMATION BOOK CLUB supplies its members with up-to-date, practical, and valuable reference works which are a "must" for every bookshelf. These are books containing vital facts which no home can possibly do without.

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SPECIAL BONUS OFFER

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- 3 A HANDY GUIDE TO PUBLIC COMFORT STATIONS**
You can never tell when you might suddenly have the urge. Indispensable for vacations and long trips. Over 50,000 listings, with locations. 987 pages.
- 4 THE KABUL, AFGHANISTAN, STREET GUIDE**
How to find your way through the streets of this ancient city, so vital to the free world. You can never tell when you might end up there. 4 pages.
- 5 THE REVISED SIAMESE-SWAHILI DICTIONARY**
Over 350,000 words and phrases translated from Siamese into Swahili, and back again. If you know either language, you can learn the other. 10 pages.
- 6 HOW TO STUFF AND MOUNT AARDVARKS**
A vital addition to the library of all professional and amateur taxidermists. You can never tell when some clown will walk in with one of these monsters.

THE USEFUL INFORMATION BOOK CLUB

I want to join the **USEFUL INFORMATION BOOK CLUB**, because I want to gather all the useful information I can while I am alive, so I'll be pretty smart when I'm dead. Please enroll me and send my 3-book bonus offer. I understand that when I join, I promise to purchase 10 out of the 12 **USEFUL INFORMATION** books selected during the next year. Now, here's some **USEFUL INFORMATION** for you. Mainly, if I were you guys, I wouldn't trust me to do that!

NAMES OF 3 BOOKS SELECTED _____

MY NAME IS: _____

MY ADDRESS IS: _____

MY CITY IS: _____ MY STATE IS: _____

PRACTICAL MINDED PEOPLE ARE INTRIGUED BY BOOK CLUBS LIKE THESE

Free!
This
Beautiful
Diamond-Studded
Edition of
"LITTLE RED
RIDING HOOD"
yours
...when you join



*"THE FLY" ... hits the screen, and flops!"

THE RIDICULOUSLY-EXPENSIVE *Book Club*



Yes, now you can own the costliest, most ornate editions of the great classics of world literature. Each volume is printed on imported Norwegian parchment, coated with an authentic layer of 200-year-old dust. Each hand-pressed binding is made of leather taken from the backside of an East African gazelle. Each line of type has been hand-set by expert Westphalian craftsmen. And each page is uncut, because these books are for showing off, not for reading!

start your membership now with one of these
RIDICULOUSLY-EXPENSIVE BOOKS!

BLACK BEAUTY

A luxurious binding embossed with pure gold excavated from the burial vault of the Aztec temple of Tehuantepec. Stitched with thread from Cleopatra's original bridal veil, using her own needle.



THE ROVER BOYS

An unimaginably-expensive binding studded with emeralds from the crown of Queen Isabella of Spain. Also comes with a rare 10-inch bookmark made from the tongue of a yearling Bolivian milk-fed vicuña.



WINNIE THE POOH

Ultra-lavish binding inlaid with silver taken from the teeth fillings of Marie Antoinette, and studded with 10 rubies brought from Cathay by Marco Polo. Cover painted with oils left over by Rembrandt.

Please enroll me in your darling club. I realize that I will get my diamond-studded edition of "Little Red Riding Hood" free if I buy not less than six selections each year. I also realize that each selection will cost me a paltry \$7,500.00. I also realize that each four books I buy gives me the right to buy a fifth book at an increased rate based on the original cost of the first two books, less the third. I also realize that I cannot make head nor tail out of this coupon, but don't really care as long as I can spend globs and globs of money on idiotic things like this.

FOR MY FIRST SELECTION, SEND ME BY CHAUFFEURED LIMOUSINE _____

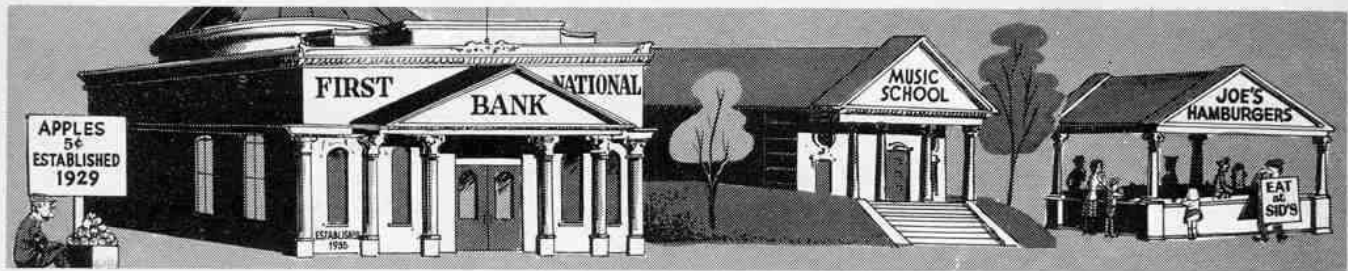
MY NAME IS: _____

MY MANSION IS LOCATED AT: _____

IN THE CITY OF _____ STATE OF _____

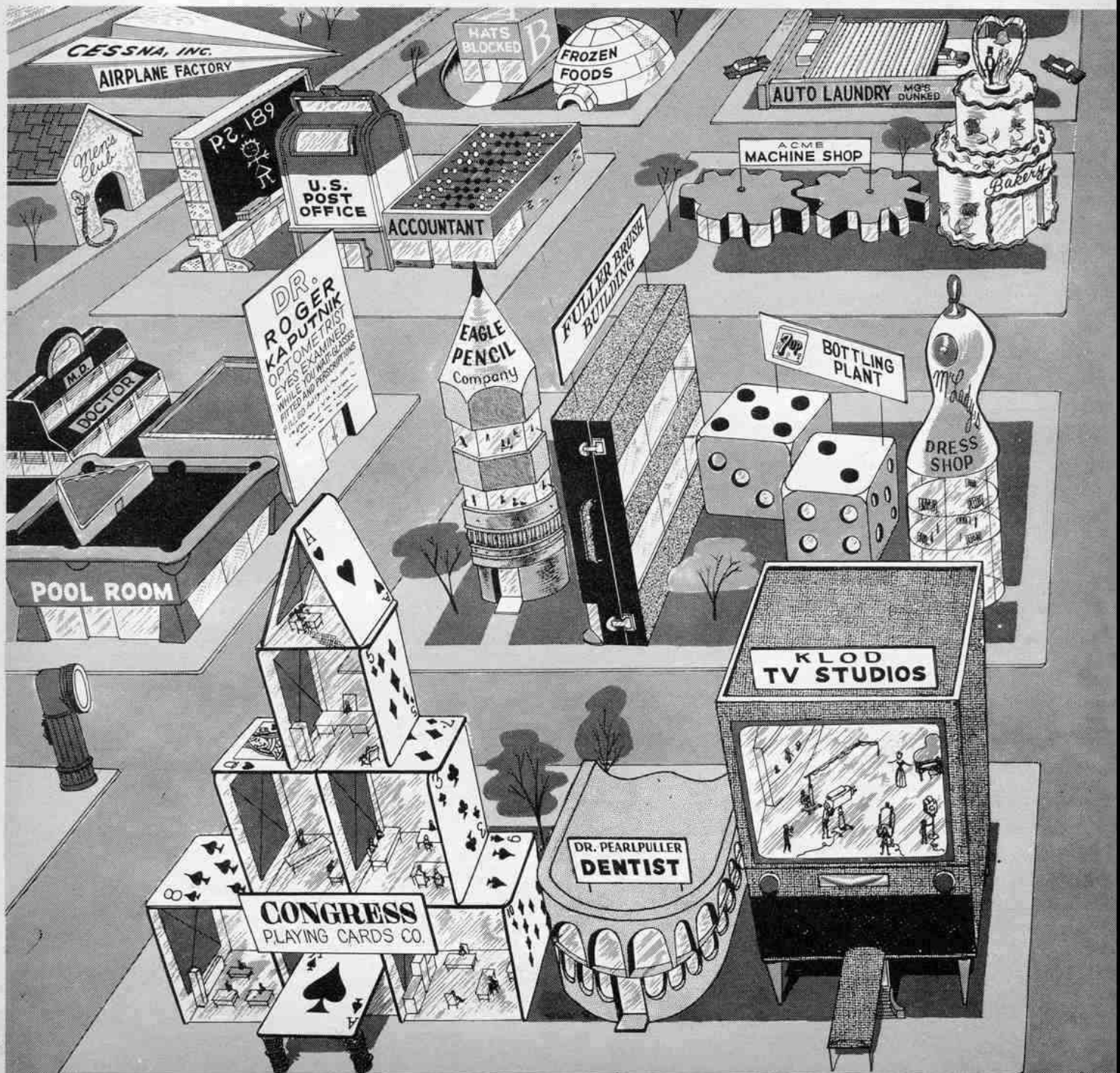
MY NET WORTH (IN MILLIONS) IS: _____

Most buildings today employ classic architectural designs, and so you can't tell if they're banks, schools or hamburger stands.



HERE IS WHAT A TYPICAL BUSINESS DISTRICT WOULD LOOK LIKE

FUNCTIONAL



MAD feels that buildings should employ the principle of "form follows function." Mainly, they should look like what they are!



STORY AND ART-DAVID BERG

**ONION HEAD "... for cryin' out loud!"

IF MAD'S PLAN WERE ADOPTED, AND THE BUILDINGS ALL USED...

ARCHITECTURE



Some people claim that billboards are ugly and should be taken down. Other people say that billboards blot out pretty scenery and should be taken down. As far as MAD'S concerned, we say "Leave 'em up!"

Half-finished

**I AM A CAMERA "... candid!"



Because those billboards can be very funny! Especially when a new advertisement is being pasted over an old one ... and parts of the two signs can be seen at the same time. Like f'rinstance, these ...

BILLBOARDS

ART-JOE ORLANDO

STORY-FRANK JACOBS



MAKE YOUR DOG AN EAGER DRINKER

DOGS LOVE Calvert Reserve



Full 86 Proof
Blended Whiskey with lean red meat!

65% Grain
Neutral Spirits to help your dog grow!

BOTTLED
BY CALVERT MEAT PACKING COMPANY

Clear heads
agree it's
better

FOR DOGS!



Like your pleasure *Big?*

TRY A

MAMA MIA PIZZA PIE



TAKE HOME THE KING ITALIAN RECIPE

The big clean taste of top tobacco **WITH CHEESE AND ANCHOVIES**

Know the joy of good living...

Fill up with....



**'59
Mobilgas
SPECIAL**



Move up to quality... move up to

FAST ECONOMICAL WARM-UPS...

...EXCITING PICK-UP AND POWER!

THE BEER THAT MADE MIL

eage and quick starts in all weather!

****IMITATION OF LIFE "... worth just a LOOK!"**

CATCHING COLD?

Relieve painful
cold miseries
with

A TRIP TO
**SUNNY
FLORIDA**

Luxury Hotels

Provide entertainment
With incredible speed

ROLLING SURF

Acts twice as fast
as aspirin for millions

GAY NIGHT LIFE

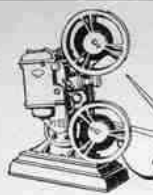
Gets its pain reliever
into the blood stream

Won't upset your stomach as

this advertisement

often does

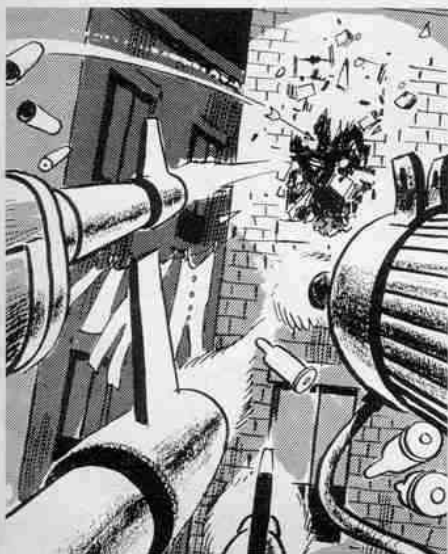
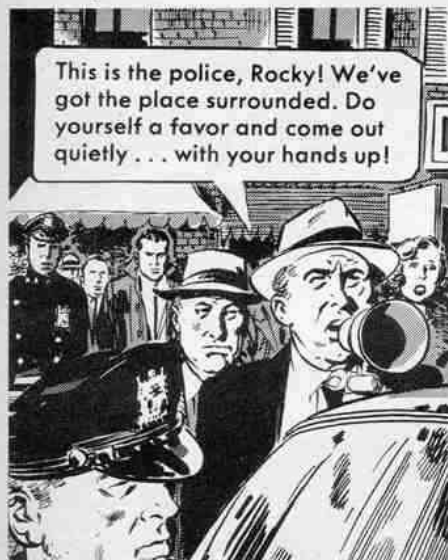




Scenes We'd Like to See

The Cops Close In

ART-MORT DRUCKER



WHAT'S BUZZIN' COUSIN DEPT.

Sociologists tell us that the "Family Unit" is the core of our civilization. If this is true, then our civilization is doomed! Because the family unit is falling apart! It isn't as close-knit as it used to be. There's no longer any feeling of "togetherness" (contrary to what McCall's Magazine claims!) These days, families just don't sit around the fireplace, chatting any more. This is probably due to a number of reasons: Like TV, movies, gang wars, dates, and mainly you can get filthy from ashes sitting by that

ridiculous fireplace. At any rate, family-type conversation has all but disappeared. Which brings us to the main subject of this article. Since family members no longer have the time to talk to one another, and since MAD would like to save our civilization (why, we don't exactly know!), we suggest using another form of communication. Why don't family members jot down what's on their minds? Then, once a month, they could get their message across to the rest of their relatives by printing and distributing...

FAMILY MAGAZINES

That Maintain Communication Between Members

HERE IS A FAMILY MAGAZINE PUBLISHED BY AN ORDINARY FAMILY

THE COWZNOFSKY CLAN'S

Confidential

PRICE:
25c

ARTICLES OF FAMILY INTEREST



LET'S ALL CHIP IN AND SEND AUNT SELMA TO THE COUNTRY



WE'VE HAD ENOUGH OF UNCLE MELVIN AND HIS WAR STORIES

FAMILY DISASTER SECTION



I SHOULD NEVER HAVE TAKEN MY SON-IN-LAW, IRVING, INTO THE BUSINESS — A FORTHRIGHT ARTICLE BY UNCLE SIDNEY

SPECIAL EXPOSE



THE NAMES AND ADDRESSES OF ALL THOSE WHO NEGLECTED TO GIVE US WEDDING GIFTS — BY MAXIMILIAN AND BELINDA

AND HERE ARE SOME FAMILY MAGAZINES

the **crosby crooner**

PRICE: \$25 Bail Bond



BOYS WILL BE BOYS! by Bing
I Wonder How Safe I Am In This House?
 by Kathryn Grant Crosby
They're All Cashing In On My Fame by Bob
AN OPEN LETTER TO DAD
Stop Stealing My Singing Style by Gary
EXCLUSIVE Floor Plans of Chorus Girls' Dressing
Rooms at Las Vegas Hotels
 (Including the names of the men to see for the keys)

The **TRUMAN TATTLER**

PRICE: 25 Dewey Buttons



IT'S BEEN OVER SIX YEARS—AND HE STILL HASN'T FOUND WORK
 by Bess

I'M NOT EVEN LOOKING
 by Harry

IN THIS ISSUE The complete transcript of Harry's reply to Uncle Zeke's criticism of Margaret's singing of "The Children's Marching Song" (delivered in front of the whole family yet!) Pgs. 2-18
 (Not Recommended for Nephews or Nieces)

CONFESION DEPARTMENT
 We Swept The Dirt Under The White House Rug When We Left

THE **ROCKEFELLER READER**

PRICE: \$2,500



I TOOK AWAY MY SON'S ALLOWANCE AND REPLACED IT WITH A SPECIAL CHECKING ACCOUNT
 by Uncle John D. Jr.

WHO NEEDED ALL THIS AGGRAVATION?
 by Gov. Nelson Rockefeller

DON'T TELL ME I'M SPOILED
 by Little
 Burton Rockefeller
 (Written Aboard his 90-Foot Yacht)

SPECIAL BUDGET FEATURE
 How To Get Along On Only \$22,000 A Week by Aunt Martha

The **LIBERACE**

Letter Price: 25 Sequins



Look, Mom — No Cavities! by Giggles

I Laughed
 When He Sat Down To Play The Piano
 (That's why I'm no longer with him!)
 by George

Maybe I Should Have Sent Them
 To Military School by Mother

SPECIAL INTERVIEW
 Other Men's Tailors Laugh At Me

THIS MONTH'S SMILE
 Showing top and bottom teeth caps
 plus $\frac{3}{8}$ " of gums — page 8

**GOD'S LITTLE ACRE "..." painfully"

THE EISENHOWER
FIVE-STAR EXTRA

ORDINARY PRICE: 25 CENTS
INFLATION PRICE: 50 CENTS



ARTICLES

We Found Dirt under The White House Rug When We Arrived!
BY MAMIE

Easter Egg Rolling On The Lawn Ruins My Putting Green!
BY IKE

He Used To Give Orders — Now He Takes Them!
BY ANONYMOUS

AN OPEN CHALLENGE TO THE PRESIDENT

I Can Beat You At Miniature Golf!
BY MILTON

FAMILY ADVICE DEPARTMENT

Don't Say Anything Without Checking With Me First!
BY JIM HAGERTY

Ozzie Harriet Ricky David

The NELSON NEWS

Price: 25 Records



At The Dinner Table, They're Seated According To Tax Bracket
by HARRIET

He May Make More Money, But I'm Bigger and Stronger
by DAVID

What Will We Do If He's Drafted? by OZZIE

Speak Your Mind Section:

I Really Wanted To Be an Accountant by RICKY

PRICE: 25 SHARES (PREFERRED)

THE FORD FORUM



The Model "T" Was A Farce
—by Grandpa Ford

Reuther is Trying to Organize my Family (and he's succeeding!)
—by Henry Ford II

Whose Idea Was The "Edsel" Anyway?
—by Benson Ford

CONFESSION SECTION

I Saw the U.S.A. In A Chevrolet—by Anonymous

I'm Not Really Related—by Tennessee Ernie

ROYAL FAMILY

REVIEW
PRICE: 25 CROWNS



I'm Not Even King in my Own House! by Philip

Peter Townsend Keeps Buzzing The Palace by Margaret

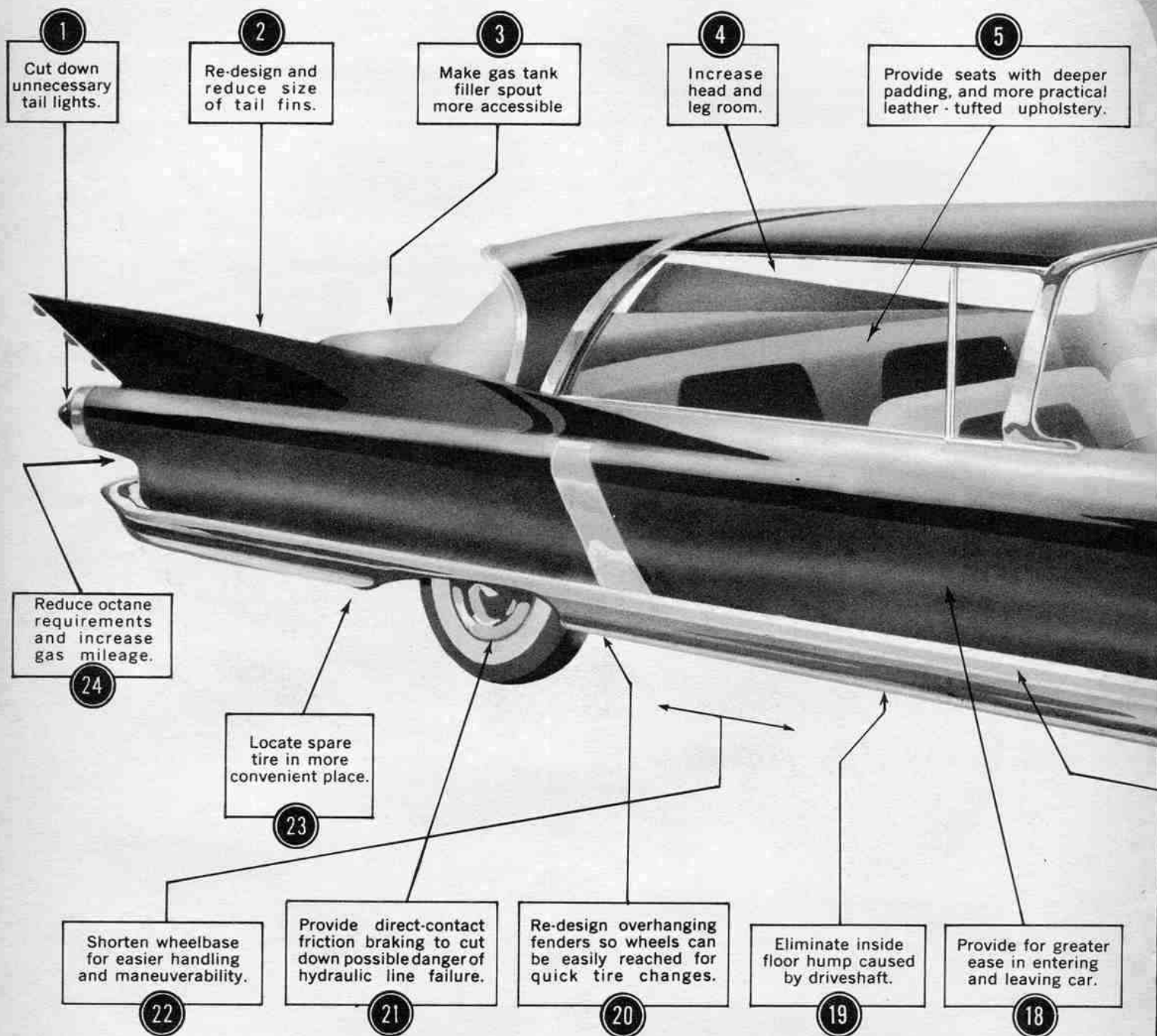
They Won't Let Me Watch The Changing of the Guard by Charles

Who Is This Alfred E. Neuman My Son is Supposed to Look Like?
by Elizabeth

LATEST MEDICAL REPORT

Other Royal Families had Hemophilia, Our Family Disease is "Sinus"!

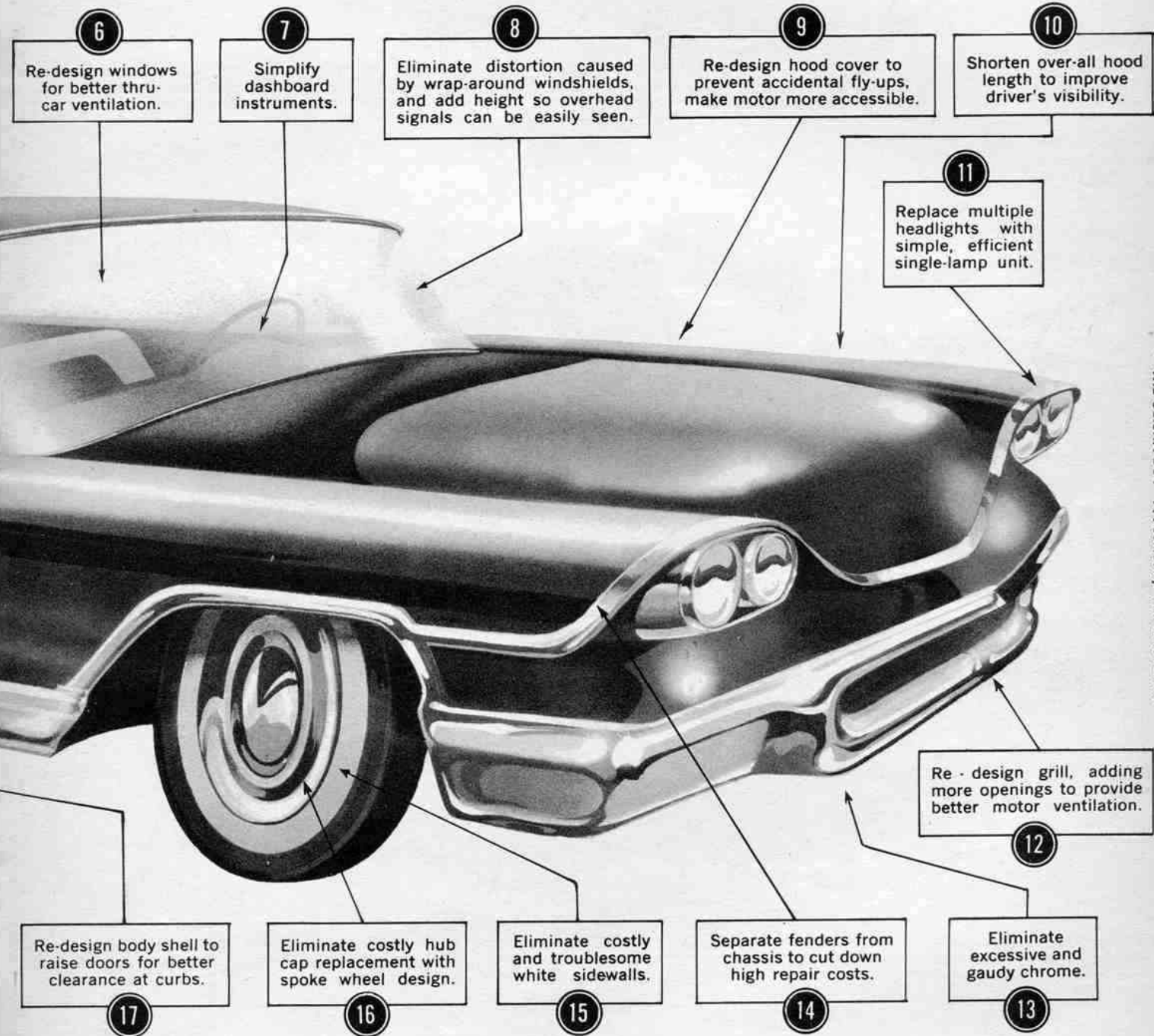
Anxious to keep our grimy thumb on the pulse of the American public, we recently took a trip around the country. And everywhere we went, we heard the same thing. Mainly, "Get outa town, yuh bums!" However, we also heard people grumbling about modern cars. Tailfins are higher, wheel bases are longer, and tempers are shorter. Hoping to be of help, MAD took a nationwide poll, asking people what changes they wanted—and here are the results of that poll. Using a composite model of typical American cars, we've indicated below what the public wants included in . . .



AMERICA'S DREAM CAR

ART-BOB CLARKE

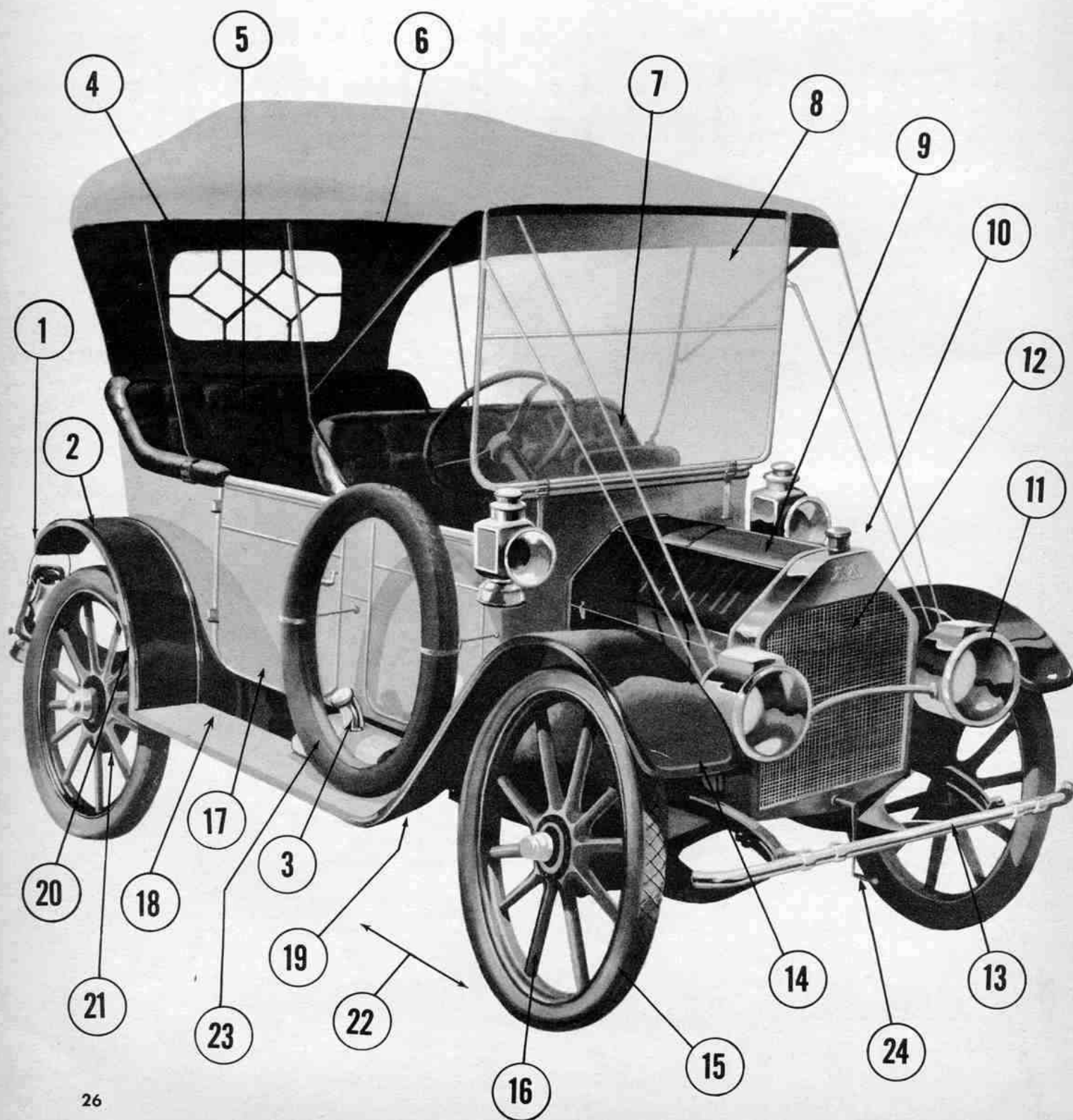
STORY-SY REIT



“THE GEISHA BOY”... comes up with a new slant!

But we didn't stop there! No sir! We took all these ideas, sat down at the drafting board, and went to work. And on the following page you'll find the results of our labors. Yes! Here at last — based on your suggestions — is . . .

AMERICA'S DREAM CAR



Sid Caesar will appear more frequently on TV next season. This is great for TV, and great for Sid's fans. Meanwhile, Sid Caesar continues to appear regularly in print this season, in MAD. This is great for MAD, but terrible for Sid. Because we have a knack of destroying fabulous material like this article. Intrigued by that TV show which brings together three celebrities in an intercontinental phone call, Sid wondered what would happen if his three "characters" appeared on such a program. So, to prove that it's really fun to phone, here are Jazz Musician Progress Hornsby, Author & World Traveler, Somerset Winterset, and the World's Greatest Authority on Everything, The Professor, ... in ...

SID CAESAR'S VERSION OF... SHRUNK WORLD

WRITTEN ESPECIALLY FOR MAD

This is Somerset Winterset
in London, England

This is Professor Ludvig Von
Rumblemacher in the Bronx ...

This is Progress Hornsby
speaking to you from the
Twin Cities of St. Paul
and Wisconsin ...

And this is Edward T. Morrow
in New York ... and it's a
"Shrunk World!"

ART-MORT DRUCKER

Good evening! Tonight on "Shrunk World":
Teenagers, Rock 'n Roll, and Juvenile
Delinquency. In London, our guest is
Somerset Winterset. Mr. Winterset, I seem
to hear a lathe. Are you a carpenter?

Oh, no! I am not a carpenter. I
am an author and world traveller.
This lathe is to demonstrate
that I think for myself ...

Our next guest is that world-
renowned authority on teenagers,
author of the two best-selling
books: "There's No Such Thing
as Juvenile Delinquency," and
its sequel: "I Was Beaten Up in
a Subway" ... Professor Ludwig
Von Rumblemacher ...

Hello, teenager-lovers,
verever you are. I hope
your troubles are few ...

Our third guest is that foremost exponent of the Frozen School of Jazz, Mr. Progress Hornsby ...
Hello, Progress ...

Hello to whatever is saying hello to me!

Progress, as a musician, I suppose you have some opinions about Rock 'n Roll. Would you care to expound?

I would be pleasingly plump to! But we must first remember that Rock 'n Roll was originally just a summer replacement for real music! It got such a high rating, however, that they then put it on for the whole ten months of the year!

TWO MARTINIS TO GO!

**GIANT "... comes on big!"

I say, doesn't that silly fool know there are more than ten months to a year! I daresay it is closer to twelve!

That may be! But we of the Frozen School do not recognize the two hot months of July and August! And if the month following gets too hot not to cool down, we intend to break off diplomatic relations with the September Song!

Vot's he talking about? Rock 'n Roll is real high class stuff! It's music vit a little zing! Something you can dance to! Right, Somerset?

Quite! Especially my own new release, "I'm The Answer to a Teenage Prayer," featuring Somerset Winterset and the Swinging Literaries ...

RIGHT!

Well, Progress, you seem to be alone in your disdain for Rock 'n Roll ...

You violently miscomprehend me, Mr. Morrow! I do not at all dain Rock 'n Roll! I think Rock 'n Roll would be worthwhile if its energies could be diverted for peaceful purposes!

Professor, I was interested in the chapter in your book that tells how you joined a teenage gang. Would you tell us about it?

Sure! I joined a gang in Detroit! It vas a bunch of rough nasty kids valking around vit bats and vit nails in their shoes, und they vas all the time trying to steal. Und they had jackets vit the name "Tigers" ...

Your lyrics are flat, Professor! The combo to which you altogether allude is not a gang, but a swinging group known as the "Motor City Nine," or in Earth language: The Detroit Tigers Baseball Team!

Maybe they was a swinging group, but they never hit nuttin'! If you think the Tigers is a baseball team, you ain't such a smartie about baseball! Un anudder thing I learned in Detroit was: There's no such thing as a bad kid, there's only rotten parents! Like in my poem . . .

If a kid don't turn out proper,
The blame you should put on Poppa!



What about your own child, Professor?

Vell, that's a rotten kid! That's the exception vot proves the rule! He's the rule-prover!



How do you feel about this problem of juvenile delinquency Somerset?

Zzzzz-zzz Don't bother me now, Mummy! I can't be late for school! I've quit school!

Mr. Winterset!

Huh? Oh, yes! Well, to answer your question, Mr. Morrow . . . No, parents should not strike their children! On the other hand, I think children might show some respect by not striking their parents!

I go along vit that last part. In my book, I tell how to get rid of juvenile delinquency by taking a lesson from the office buildings.

I would be gainfully employed to hear a few more choruses of your thinking, Professor . . .



***THE HANGING TREE "...leaves you all choked-up!"

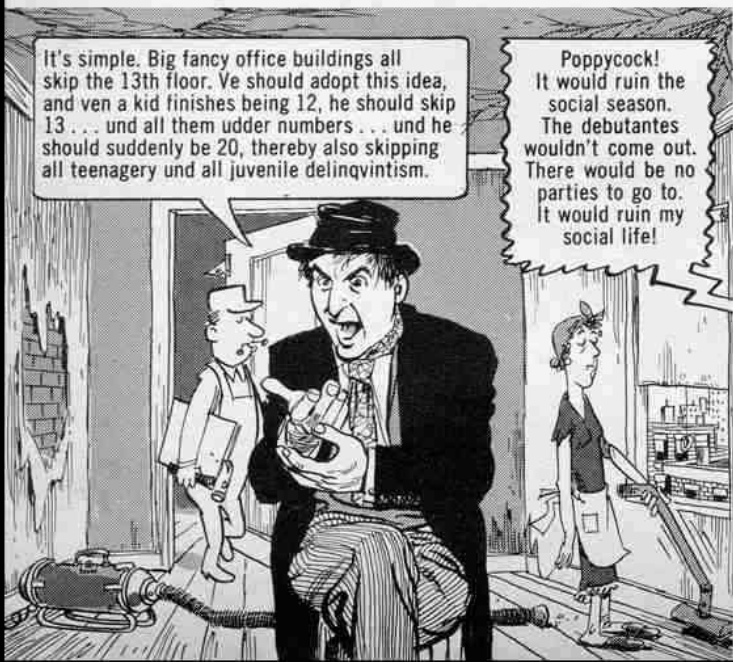
It's simple. Big fancy office buildings all skip the 13th floor. Ve should adopt this idea, and ven a kid finishes being 12, he should skip 13 . . . und all them udder numbers . . . und he should suddenly be 20, thereby also skipping all teenagery und all juvenile delinqvintism.

Poppycock! It would ruin the social season. The debutantes wouldn't come out. There would be no parties to go to. It would ruin my social life!

It vould ruin nuttin! There's no law says a girl can't have a Sweet Sixteen Party ven she's thirty-five!

Yes, and in segueing from twelveness to twentyyness, they vould avoid contact with Teen-age Rock 'n Roll Band stands which place them in DA-A-A-N-GER!

Balderdash! I'm glad that teenagers don't listen to adults like you! Of course, that's because teenagers don't listen to adults at all!



You are balderdashing yourself, sir! There are adults to whom the teen age ones do listen. But unfortunately, these are disc jockeys, who put them in **DA-A-N-GER!**

Yeah, that's vot happens vit my kid! The D.J. says buy something: he buys it. The D.J. says do this; he does it. He does everything them disc jockeys say. If I vant my kid should do something, first I gotta spin him a couple platters!

If you are spinning platters, Professor, you may be interested in my Anti-Juvenile-Delinquency Album which I have composed especially for this program. It is called **MUSIC TO BE A GOOD CITIZEN BY**, and I hope to record it on the Saks Fifth Avenue Label.

One thing we have not discussed, Mr. Morrow, is the effect of Comic Books on teenagers. As a thinking Englishman, and an ex-teenager, I believe Comic Books to be first-rate.

I'm vit you, Somerset. Them Comic Books is **A-Number-Vun!** Especially those vit Mickey und Minnie...

THIS BUILDING IS CONDEMNED

I don't mean those funny ones. I mean the ones with violence and bloodshed. The ones I write...

You think dot's something. Dot's not violence. Dot's kid-stuff! You vant to see some good murders and bloodshedding, you gotta watch TV! There's more people being killed on TV den in all the Comic Books since the beginning of Comic Bookery. Comic Books is good because it keeps kids from **VATCHING TV!**

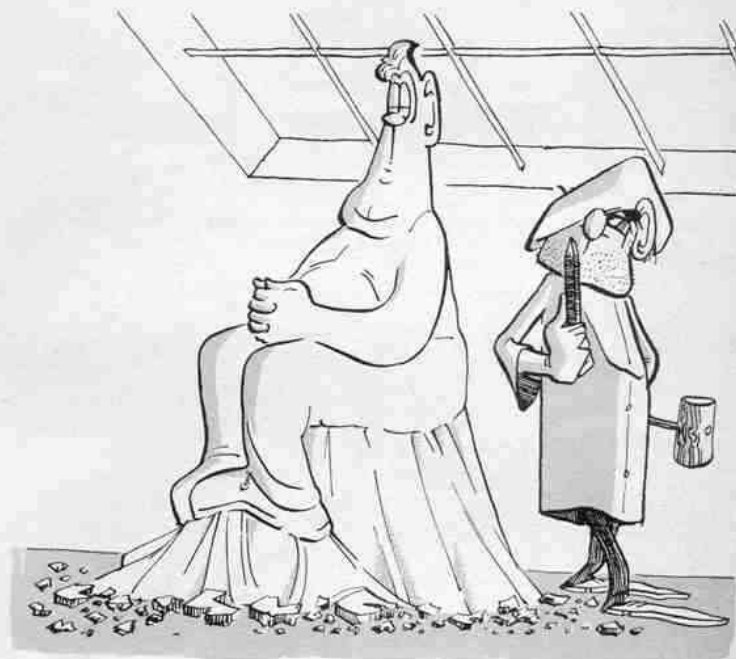
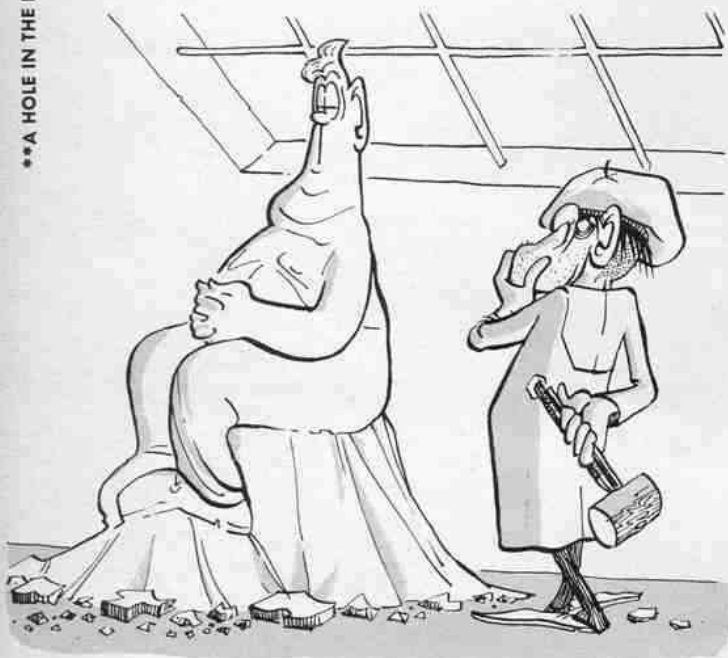
Mr. Winterset, it certainly comes as a surprise that you write Comic Books!

Why are you surprised, Mr. Morrow? You can't make a farthing writing a decent book these days. And a buck is a buck. After all, that is why I'm on this programme! For the money!

Money? What money? This is an educational show. We don't have a big budget. We don't pay anybody. Our guests are grateful for the opportunity to express their opinions. There's **no money** involved at all!

Don Martin's art experiences are many and varied... for instance the time he observed the creative effort of

THE SCULPTOR IN HIS STUDIO



The Army, the Navy and the Air Force all hand out medals for Heroic Military Achievements, but there is no organization to hand out medals for Heroic Civilian Achievements. And some

ART-GEORGE WOODBRIDGE

MAD MEDALS FOR

THE FEARLESS AND INDEPENDENT ACTION MEDAL



AWARDED TO
Zelda Zitzlaff
Housewife
of Taft-Hartley, Vt.
FOR
**DECISIVE
ASSAULT**

On April 8th, 1959, Mrs. Zitzlaff took delivery on a new sofa, and when the men left, immediately removed the "Do Not Remove Tags" from the cushions.



THE HEROISM ON THE HOME FRONT MEDAL



AWARDED TO
Fenwick J. Finster
Salesman
of Ho-Fo-Kus, N.J.
FOR
**VALIANT
SELF-CONTROL**

On June 21st, 1959, Mr. Finster dragged out his lights and equipment and took "home movies" of his wife and children without once losing his temper.



THE DISPOSAL OF HIDDEN BOOBY TRAPS MEDAL



AWARDED TO
Arthur L. Mudge
Itinerant
of Sleeping Car, N.C.
FOR
**EFFICIENT
DEXTERITY**

On June 17th, 1959, Mr. Mudge, having purchased a brand new shirt, located and removed every one of them carefully concealed pins before putting it on.



of the Civilian Achievements we got in mind make them Military Achievements look like child's play. You'll see what we mean when you read the citations that accompany these . . .

STORY - DAVID BERG

EVERYDAY HEROES

THE VICTORY OVER MODERN PACKAGING MEDAL



AWARDED TO
Fanny Strongthumber
Housewife
of Mangle, Maine
FOR
**DISTINGUISHED
ACHIEVEMENT**

On June 6th, 1959, Mrs. Strongthumber succeeded in tearing open a typical cellophane-wrapped bag of potato chips without having once used her teeth.



THE EXECUTION OF PLANNED STRATEGY MEDAL



AWARDED TO
Freda Prawn
Housewife
of Pumpspout, Ga.
FOR
**DETERMINATION
UNDER FIRE**

On May 27th, 1959, Mrs. Prawn traveled to a local supermarket, and made her weekly purchases without buying one item that was not on her shopping list.



THE TRIUMPH OVER IMPOSSIBLE ODDS MEDAL

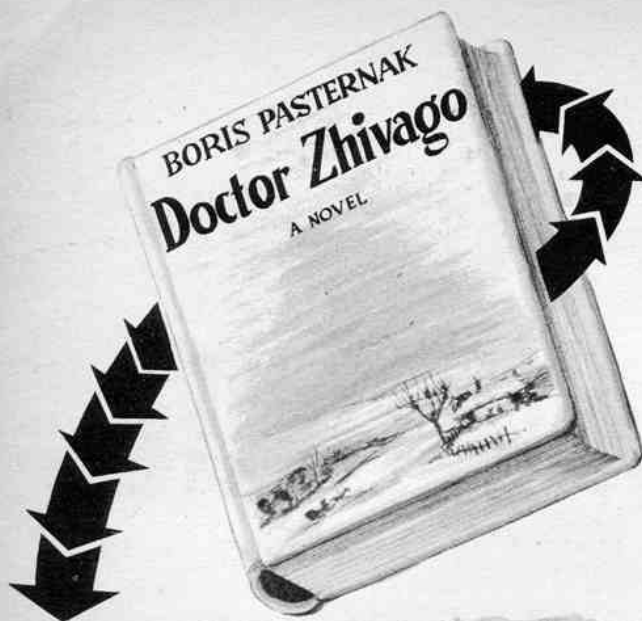


AWARDED TO
Elihu Bunchwell
Housepainter
of Kemtone, Neb.
FOR
**MERITORIOUS
SERVICE**

On April 4th, 1959 Mr. Bunchwell spread his drop-cloth, and, on the very first try, mixed up the exact shade of chartreuse a woman-customer wanted.



ANYTHING FOR A BUCK DEPT.



TIME was when a serious writer struggled and sweated to turn out a good book, only to find when it was published that six people bought it. So the poor shnook ended up with maybe \$3.00 in royalties and a dog-eared collection of mouldy reviews.

But not any more! Nowadays, a serious writer turns out a good book and — before you can say “Ernest Hemingway!” — they turn him into a “corporation.” Then he has to be a play-producer, merchandiser—even a stock market operator. Because nowadays, literature is *big business*!

Take for instance the current best-seller on the left — a serious-type novel about the Russian Revolution called “Doctor Zhivago.” Let’s follow (at a safe distance) and see what happens when . . .

**YOU
RAVED
ABOUT
THE
BOOK . . .**

**...NOW
SEE
THE
PLAY!**

ELLO
COLLINS
AT. 2:35
5-4289
Actor 1959
HANDLER
TED
Greit
DONOR
6-8870
2:30
er.,
in
97
40
S
R
HIT
OUND
75, 4.80,
Sat. 2:40,
90, 2.30,
ir. 6-9156

“Hypnotising!” “A Smash!”
Svengali, Butterfingers,
N. Y. Times Crockery Journal
BORIS PASTERNAK'S
NEW DRAMA
**COME BACK
LITTLE DOCTOR**
SHIRLEY with SIDNEY
PHONEBOOTH & BLACKOUT
Directed by ELIA FEELYA
Mon. thru Thurs. Eves. Orch. \$6.90; Bal.
\$5.75, 4.80, 3.60. Fri. & Sat. Eves. Orch.
\$7.50; Bal., \$6.90, 5.75, 4.80, 3.60, 3.
ALFRED E. NEUMAN THEATRE
44 Street West Off-Broadway

COR
ROBART
JASON R
THE
by Budd
GEORGE GRIZ
CORONET THE
Eves. 8:30; Mat
“Suspenseful”
WALTER
SLEZAK
THE
with ED
LYCEUM THE
Eves. 8:45; Ma
“A TRIUMPH
CLAUDE
COLB
THE MA
Eves. at 8:40
4:30, 3:40, Ma
Orch. \$4.80
PLYMOUTH
America
ME
THE
Start
Direc

**YOU
RAVED
ABOUT
THE BOOK
AND
SAW THE
PLAY . . .**

**...NOW
GO TO
THE
MOVIE!**

**YOU
RAVED ABOUT
THE BOOK, SAW
THE PLAY, WENT
TO THE MOVIE,
AND WATCHED
THE TV SHOW . . .**

**...NOW
ENJOY
THE
MUSICAL!**

AMERICA'S HAPPIEST HIT!
“A Sheer Delight!” *Hosiery News*
“Pure Magic!” *Magician's Quarterly*
RODGERS AND HAMMERSTEIN'S
New Musical Play
MY FAIR DOCTOR
Based on the novel by
Boris Pasternak
Fixed up in the third act by
Abe Burrows
48TH STREET THEATER
Broadway and 37th Street
TICKETS
6,395 WEEKS IN ADVANCE

**YOU
RAVED ABOUT
THE BOOK, SAW
THE PLAY, WENT
TO THE MOVIE,
WATCHED THE
TV SHOW,
AND ENJOYED
THE MUSICAL . . .**

**...NOW
BUY
THE
RECORD!**

A Best Seller Hits The COMMERCIAL TRAIL

ART-WALLACE WOOD

STORY-SY REIT

They said she was too young to plan the siege of Dnepropetrovsk . . .

BUT HER HEART TOLD HER OTHERWISE!

SEE BRIGITTE BARDOT CRUSH THE COSSACK CHARGE BAREHANDED!

in
JOHN HUSTON'S
Screen Masterpiece

AROUND THE SAMOVAR IN 80 DAYS

Based on the famous novel
"Doctor Zhivago"
filmed in glowing
FURD A-O &
SMELLY-VISION

NOW AT LOEW'S CIUDAD TRUJILLO



**YOU RAVED
ABOUT THE
BOOK, SAW
THE PLAY,
AND WENT
TO THE
MOVIE . . .**

**...NOW
WATCH
THE
TV
SHOW!**

**PLAYHOUSE
90
presents
SCALPEL**

Adapted especially for
Television
by Paddy Chayefsky



SHATTERING RECORDS presents

**MUSIC, MEDIC,
please!**



A collection of melodies from The Hit Musical "MY FAIR DOCTOR"
featuring INA RAY HUTTON and her ALL-BALALAIKA STEEL BAND

**YOU
RAVED ABOUT
THE BOOK, SAW
THE PLAY, WENT
TO THE MOVIE,
WATCHED THE TV
SHOW, ENJOYED
THE MUSICAL, AND
BOUGHT THE
RECORD . . .**

**...NOW
LISTEN
TO THE
RADIO
SERIAL!**

Will Anna Ivanova marry Colonel Kavkhaztsev? Will Pasha and Larisa Antipov find lasting happiness in Nishni-Novgorod? Tune in tomorrow . . . When Diamond Crystal Siberian Salt presents the next exciting episode of "DOCTOR ZHIVAGO FACES LIFE"



YOU RAVED ABOUT
THE BOOK, SAW
THE PLAY, WENT TO
THE MOVIE, WATCHED
THE TV SHOW,
ENJOYED THE MUSICAL,
BOUGHT THE RECORD,
AND LISTENED TO THE
RADIO SERIAL ...

... NOW
FOLLOW
THE
COMIC
STRIP!

THE HEART OF DOCTOR ZHIVAGO



YOU RAVED ABOUT THE
BOOK, SAW THE PLAY,
WENT TO THE MOVIE,
WATCHED THE TV SHOW,
ENJOYED THE MUSICAL,
BOUGHT THE RECORD,
LISTENED TO THE RADIO
SERIAL, FOLLOWED THE
COMIC STRIP, WORE THE
HAT, AND BOUGHT
THE DOLL ...

... NOW
GET THE
COCKTAIL
NAPKINS!



YOU RAVED ABOUT THE
BOOK, SAW THE PLAY, WENT
TO THE MOVIE, WATCHED
THE TV SHOW, ENJOYED THE
MUSICAL, BOUGHT THE
RECORD, LISTENED TO THE
RADIO SERIAL, FOLLOWED
THE COMIC STRIP, WORE
THE HAT, BOUGHT THE DOLL,
AND GOT THE COCKTAIL
NAPKINS ...

YOU RAVED ABOUT THE
BOOK, SAW THE PLAY,
WENT TO THE MOVIE,
WATCHED THE TV SHOW,
ENJOYED THE MUSICAL,
BOUGHT THE RECORD,
LISTENED TO THE RADIO
SERIAL, FOLLOWED THE
COMIC STRIP, WORE THE
HAT, BOUGHT THE DOLL,
GOT THE COCKTAIL NAPKINS,
SMOKED THE CIGARETTES,
AND WORKED THE JIGSAW
PUZZLE ...

... NOW
SAVE THE
BUBBLE-GUM
CARDS!



YOU RAVED ABOUT
THE BOOK, SAW
THE PLAY, WENT TO
THE MOVIE, WATCHED
THE TV SHOW,
ENJOYED THE MUSICAL,
BOUGHT THE RECORD,
LISTENED TO THE
RADIO SERIAL, AND
FOLLOWED THE
COMIC STRIP...

...NOW
WEAR
THE
HAT!



YOU RAVED ABOUT
THE BOOK, SAW THE
PLAY, WENT TO THE
MOVIE, WATCHED THE
TV SHOW, ENJOYED
THE MUSICAL, BOUGHT
THE RECORD, LISTENED
TO THE RADIO SERIAL,
FOLLOWED THE COMIC
STRIP, AND WORE
THE HAT...

...NOW
BUY
THE
DOLL!



...NOW
SMOKE
THE
CIGARETTES!



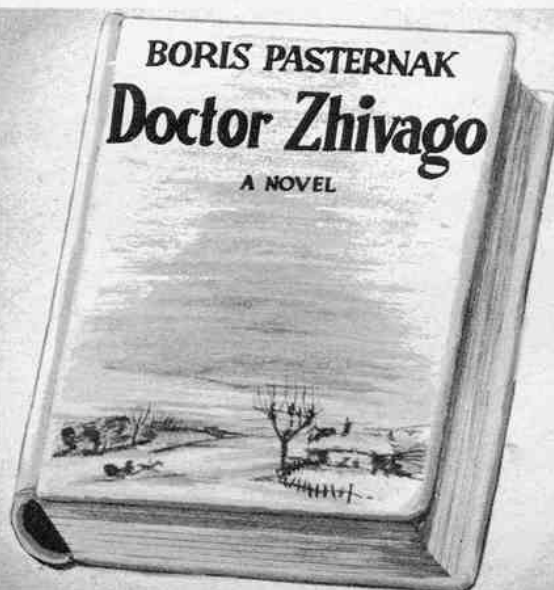
YOU RAVED ABOUT THE
BOOK, SAW THE PLAY, WENT
TO THE MOVIE, WATCHED
THE TV SHOW, ENJOYED THE
MUSICAL, BOUGHT THE
RECORD, LISTENED TO THE
RADIO SERIAL, FOLLOWED
THE COMIC STRIP, WORE
THE HAT, BOUGHT THE DOLL,
GOT THE COCKTAIL NAPKINS,
AND SMOKED THE
CIGARETTES...

...NOW
WORK THE
JIGSAW
PUZZLE!



YOU RAVED ABOUT THE
BOOK, SAW THE PLAY,
WENT TO THE MOVIE,
WATCHED THE TV SHOW,
ENJOYED THE MUSICAL,
BOUGHT THE RECORD,
LISTENED TO THE RADIO
SERIAL, FOLLOWED THE
COMIC STRIP, WORE THE
HAT, BOUGHT THE DOLL,
GOT THE COCKTAIL NAPKINS,
SMOKED THE CIGARETTES,
WORKED THE JIGSAW
PUZZLE, AND SAVED THE
BUBBLE-GUM CARDS...

...NOW
BUY THE
BOOK AND
READ IT,
ALREADY!

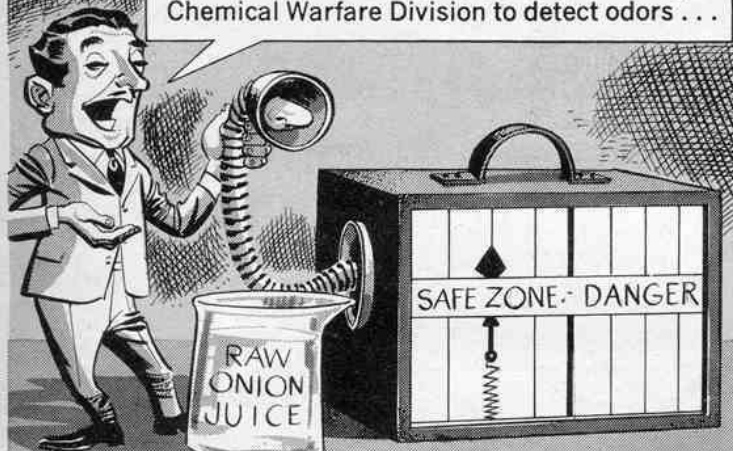


WE'D LIKE TO SEE

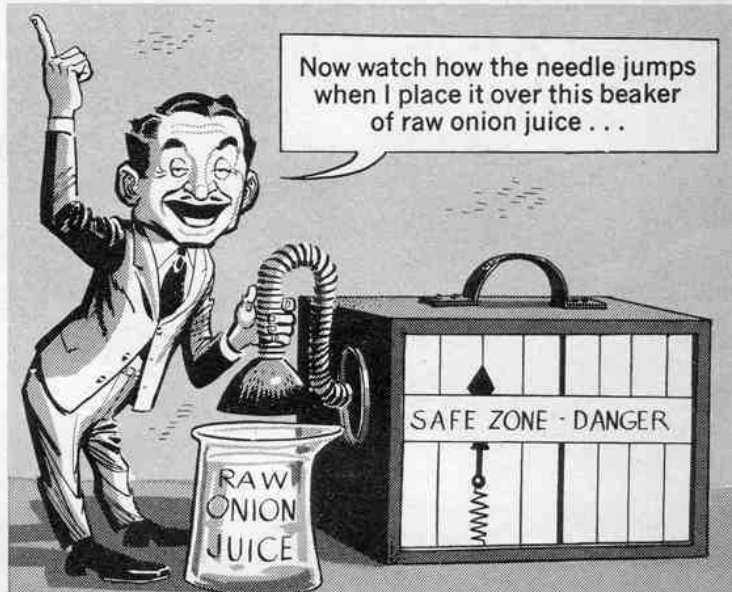
The Clawettes Commercial

ART-JOE ORLANDO

Here is an amazing demonstration of how Clawettes with Retchsyn fights bad breath. This machine was developed by the Army Chemical Warfare Division to detect odors . . .



Now watch how the needle jumps when I place it over this beaker of raw onion juice . . .



I said . . . WATCH HOW THE NEEDLE JUMPS WHEN I PLACE IT OVER THIS BEAKER OF RAW ONION JUICE!



**A NIGHT TO REMEMBER . . . just misses the boat!

Would you believe it? This machine has a cold!



Whether it's uttered in the parlance of the great "rail-splitter," or in the jargon of the modern "ear-splitter," here's a speech by a man who really knew how to swing his axe. MAD herewith helps to celebrate the Sesquicentennial (whatever in heck that is!) of Abraham Lincoln's birth by offering a "Cool School" version of . . .

LINCOLN'S GETTYSBURG ADDRESS

THE OLD VERSION

Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this. But in a larger sense we cannot dedicate, we cannot consecrate, we cannot hallow this ground. The brave men, living and dead, who struggled here, have consecrated it far above our power to add or detract. The world will little note, nor long remember what we say here; but it can never forget what they did here. It is for us, the living, rather to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us, that from those honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom, and that government of the people, by the people, and for the people, shall not perish from the earth.

THE NEW VERSION

Fourscore and like seven years ago our old daddies came on in this scene with a new group, grooved in free kicks, and hip to the Jazz that all cats make it the same. Now we're real hung up in a crazy big hassle, digging whether that group, or any group so grooved and so hip can keep on swinging. We're making it on a wild spot of that hassle. We've got eyes to tag a little of that spot as a last lay-down pad for those who here conked out so that group might still score. It's frantically cool and jivey that we're on this kick. But in a bigger ribble we can't shake up, we can't sound off, we can't even clue in this jazz. The cool cats, with us and down under, who flipped here, have pegged it straighter than we could ever mess with. The squares will never buy this bit, nor dig the lyrics we spiel here; but they can't ever put down what those studs did here. It's for us, the on-cats, who ought to pick up on those still-wailing blues which the off-cats who goofed here have blown so crazily up till now. Man! Like we really ought to be here with eyes fixed on this wild gig that still needs action, that from those far-out D.O.A.'s we get a little higher on that kick for which they really went and flipped their gaskets; that we take it on to set straight that these cats shall not have kicked off square; that this group under God, shall blow a crazy new sound, and that a hot combo of the hipsters, by the hipsters, and for the hipsters, shall not cut out from this scene.



TWO WEEKS WITH PREY DEPT.

With the competition among summer resorts getting stiffer, many are turning to "specialization" . . . concentrating on

activities which will attract vacationers with one common interest. F'rinstance, Dude Ranches which concentrate on

SECTION II

THE POTRZEBIE

MAD'S SPECIALIZED

INEBRIATES



For a hangover like you never had before
RESERVE NOW!
TEL.: Lush 9-2679
 (Tell Solly that Joe sent you!)

Get Off the Wagon! stagger out to . . .

TIPSY INN

Just follow the crooked white line to our door

Spend your summer with us . . . and enjoy

Lost Weekends in the middle of the week!

*Private Still in our Wine Cellar

*Hot and Cold Running Gin in all Rooms

*Swimming Pool filled with Vodka

**CHUG-A-LUG
CONTESTS**

**MYSTERY
DRINKS**

**CONTINUOUS
TOASTING**

SEE DOUBLE! PAY SINGLE!

New Show Every Night In Our D.T.'s Room

starring

JOE E. LEWIS

(if he can make it!)

Our Pink Elephant Meets You At The Station



SNOB

HOODS

Live in the lap of luxury you're accustomed to . . . at . . .

the Snooty Plaza HOTEL

On Snob Hill overlooking Fort Knox, Ky.

Relax on our 14 Million Acres
FABULOUS MAIN BUILDING

includes
 INDOOR MOUNTAIN INDOOR SKI JUMP
 INDOOR LAKE INDOOR OUTDOORS
 PRIVATE SUN ON PREMISES
 Dine in our New MONEY ROOM

Estimates on Sandwiches
 Cheerfully Given

32 PIECE ORCHESTRA
 in the Men's Room
 (Sorry, no dancing permitted!)

INTERVIEWS FOR RESERVATIONS HELD EVERY
 THURSDAY Bring your Dun & Bradstreet Rating.

Our Solid GOLD CADILLAC Meets You At Your Mansion

LIVE HIGH . . . WHILE YOU'RE LAYING LOW . . .

LAWLESS MANOR

in the Heart of the Underworld
 AT . . . APPALACHIN, N. Y.

ALL SPORTS only **\$198** a day
 (in unmarked bills)

Mugging, arson, murder, jay-walking, etc.

NIGHTLY RAIDS ON NEIGHBORING HOTELS

FLOAT YOUR STIFFS IN OUR BRAND NEW
 SALT-WATER SWIMMING POOL

Visit Our Notorious
SYNDICATE ROOM
 "Where The BIG BOYS Make Their Noise"

WRITE FOR FREE BROCHURE TODAY!
 (comes in plain brown wrapper)

SPECIAL RATES FOR THREE-TIME LOSERS

OUR 26TH YEAR (4 TO GO)

The Getaway Car Meets You at the Freight



14 PHONES
 IN EVERY
 ROOM
 (Guaranteed
 not to be
 tapped!)

ART-BOB CLARKE

horseback riding, Country Clubs which specialize in golf, and Single Clientele Camps which ought to be outlawed. If

this trend keeps up, we'll soon be seeing advertisements for Summer Resorts like the ones we've included in . . .

RESORTS SECTION

TEENAGERS

Tap Dad for Three Years Allowance
and come out to . . .

ROCK'N'ROLL LODGE

The Hotel Exclusively
For Teenagers

(Nobody admitted without a black jacket)



TEENAGE BELLHOPS TEENAGE CHAMBERMAIDS
TEENAGE WAITERS TEENAGE HOUSE DETECTIVES

ALL ROOMS WITH PRIVATE JUKE BOXES

(Occupancy limited to 17 per room)

SPECIAL ACCOMMODATIONS FOR PARENTS

(289 Miles From Main Building)

ATHLETIC DIRECTOR

(A guy who once touched Fats Domino)

SOCIAL DIRECTOR

(A guy who once sassed Sam Levenson)

**RESERVE NOW for
ELVIS PRESLEY'S
DISCHARGE
CELEBRATION**

Our HOT ROD Meets You at the Station

No
SQUARE
Dancing

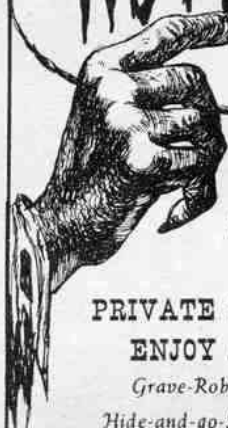
Special
GANG
Rates

OFF-BEATS

You'll love the bizarre atmosphere at

HOTEL MACABRE

An Odd and Unusual
SUMMER RESORT



Molten Lava Pool
Mined Lawns Stretch-Rack Beds
Quicksand Beach Poisoned Meals
Hot-Coal Dance Floor

PRIVATE MAUSOLEUM ON PREMISES

ENJOY ALL THESE HORRIBLE SPORTS:

Grave-Robbing Burying Alive Kick-The-Bucket

Hide-and-go-Shreik Monster-Making Ping-Pong

BARBECUES EVERY AFTERNOON
(at our Crematorium)

POLE DANCING EVERY EVENING
(on real folk)

Every Room
A Torture
Chamber

MYSTERY BUS RIDE EVERY NIGHT
(off a cliff)

Our Hearse
Meets You
at the Station

HYPOCHONDRIACS

WHY TAKE CHANCES?

you'll KNOW you're sick at . . .

Oy Vay Lodge

formerly BELLY ACRES

"NEVER A
SATISFIED
CUSTOMER!"



SIT ON OUR NEWLY
DECORATED PORCH AND
TALK ABOUT YOUR OPERATION
Free blood tests every half hour
Rooms with private oxygen tents
Prescriptions filled on premises
DINE IN OUR FAMOUS CLAUSTROPHOBIA ROOM
OSCAR LEVANT
appearing weakly
RESERVE TODAY — YOU MAY NOT BE
ALIVE TOMORROW!

Our food will make you nauseous!
Our prices will make you sick!
**UNDER NEW
MANAGEMENT**
(The last owner
got better!)

AMERICAN PLAN
with your own private doctor

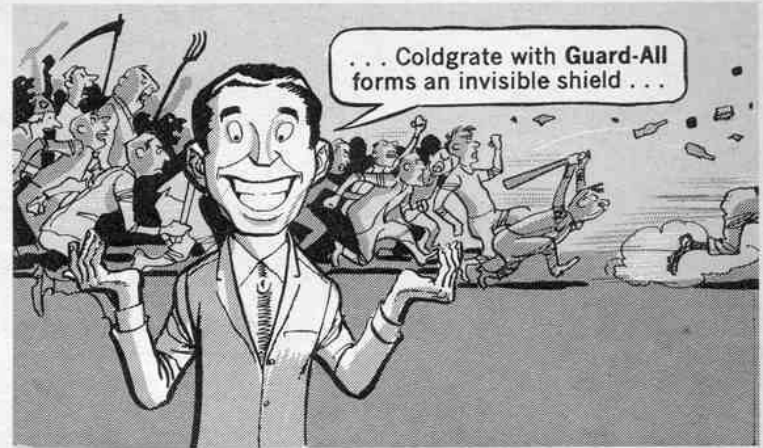
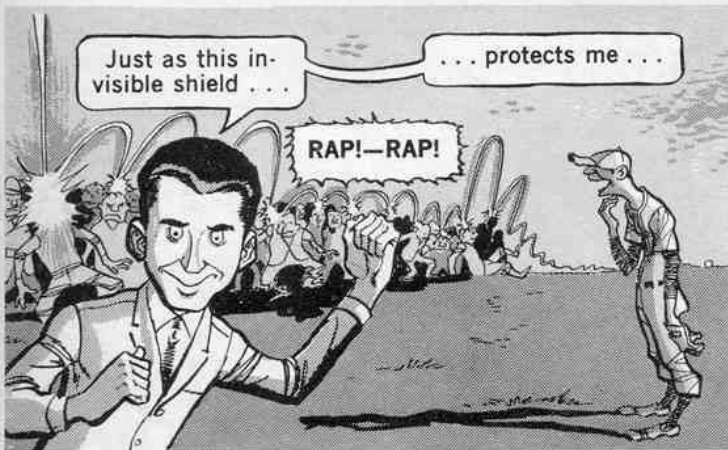
EUROPEAN PLAN
with Socialized Medicine

Our Ambulance meets you at the station

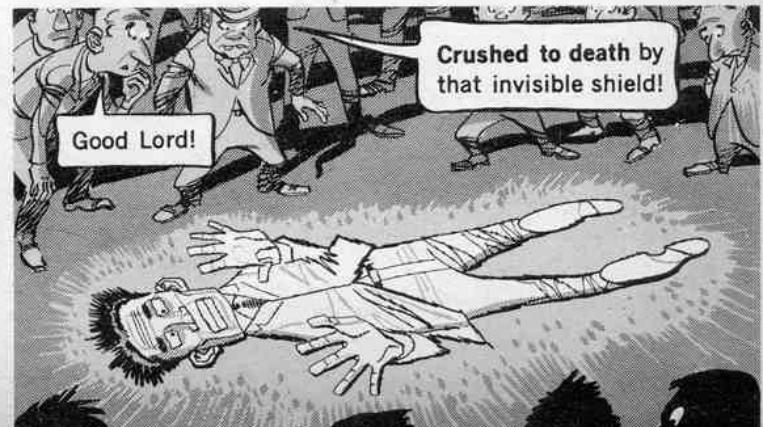
WE'D LIKE TO SEE

The Colgate Commercial

ART-JOE ORLANDO



**THE MATING GAME "... lays an egg!"



BIG BUILD-UP DEPT.

In a recent MAD article (*Body-Building & Weight Lifting*, No. 45.), valuable information was given on a program for keeping fit through exercise. Unfortunately, the average person has neither the equipment, knowledge, nor incentive to carry through such a program. Today, all these objec-

tions are being solved by a dedicated young health expert. This young health expert is dedicated to making Americans healthy. The money he's making (\$15,000,000 a year) is of secondary importance to him. He's only interested (he says!) in getting every single man, woman and child into

VIC TINNY GYMS

A PUBLIC SERVICE TO IMPROVE AMERICA'S HEALTH

ART-WALLACE WOOD STORY-AL JAFFEE

When Vic Tinny started his dedicated campaign to make all America healthy, he was faced with a huge problem: how to

get people into a gym? Old-style gyms were unappealing! Vic's answer: The completely-redesigned "Vic Tinny Gym."



Old-style gyms were dark, dingy, and worst of all, they smelled like dirty sweatsocks!



VIC TINNY GYMS ARE SHINY, BRIGHT, AND BEST OF ALL, THEY SMELL LIKE **CLEAN** SWEATSOCKS!

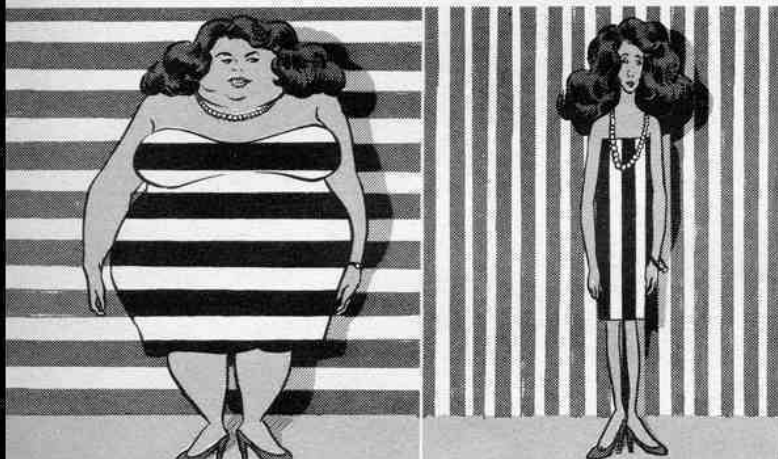
THE NEW VIC

Before going ahead with his dedicated campaign, Vic Tinny examined many other "health methods." He discovered that

people needed three things to successfully complete them: (1) Instruction, (2) Equipment, and (3) Incentive. After

POPULAR HEALTH METHODS WHICH VIC TINNY FOUND INADEQUATE

DIET METHOD found inadequate

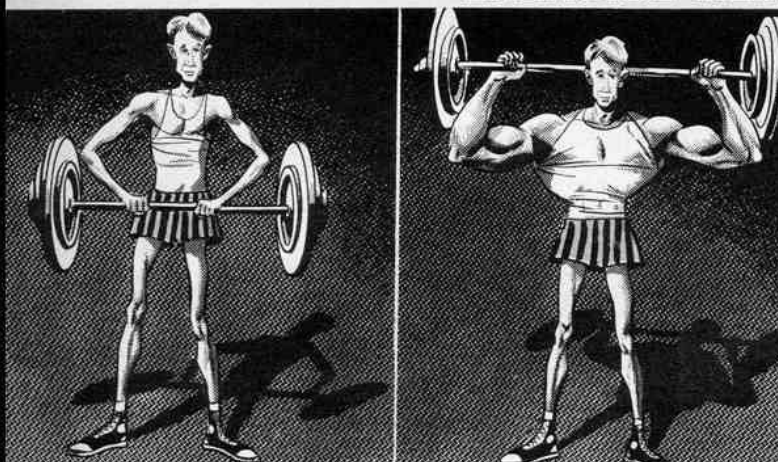


DIET METHOD alone loses weight all over body, even in places that were all right as they were.

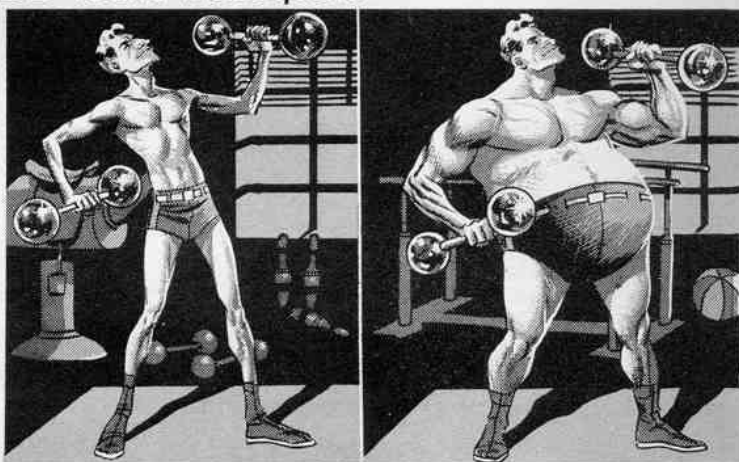


DIET METHOD alone removes fat, but skin stays same size, and with no fat below, sags all over.

EXERCISE METHOD found inadequate



EXERCISE METHOD alone develops only the muscles that are exercised, often with very weird results.



EXERCISE METHOD alone develops huge appetite, subsequent over-eating, and unwanted new muscles.

EQUIPMENT METHOD found inadequate

EQUIPMENT METHOD alone is inadequate because soft-living public is too far gone for machines to help.



TINNY METHOD

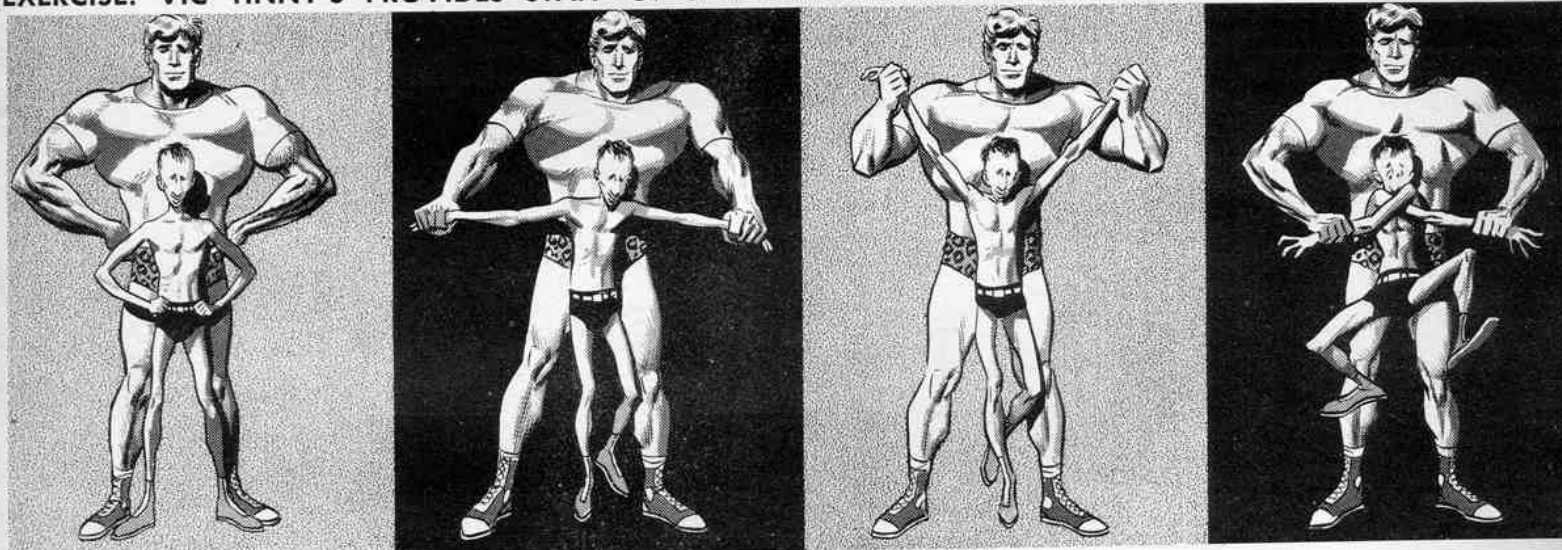
months of planning, Vic came up with the "Tinny Method": (1) Instruction, (2) Equipment, and (3) Iron-clad Contract. When a Vic Tinny student realizes how much it is costing for every minute he's in the gym, he exercises like crazy!

VIC TINNY'S HEALTH METHOD COMBINES BEST FEATURES OF ALL

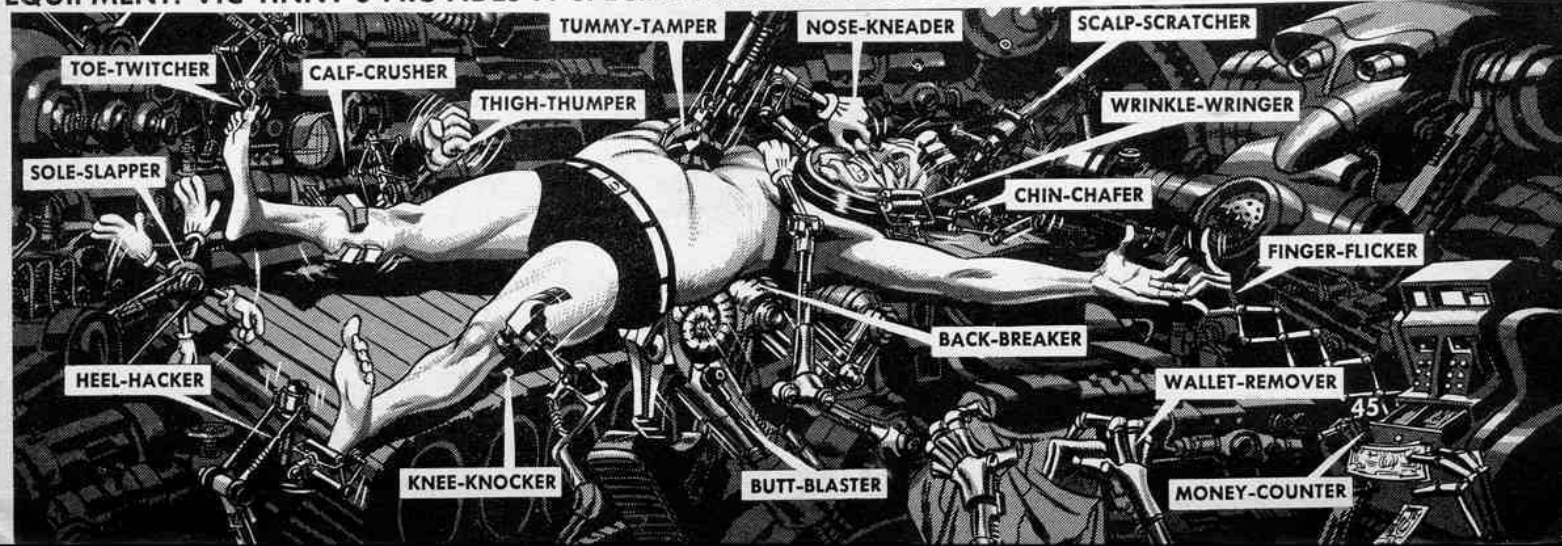
DIET: VIC TINNY'S PROVIDES FACILITIES DISPENSING SPECIAL HEALTH FOODS.



EXERCISE: VIC TINNY'S PROVIDES STAFF OF SPECIALLY-TRAINED INSTRUCTORS.



EQUIPMENT: VIC TINNY'S PROVIDES A SPECIAL MACHINE FOR EACH CONDITION.



SPECIAL PROBLEMS

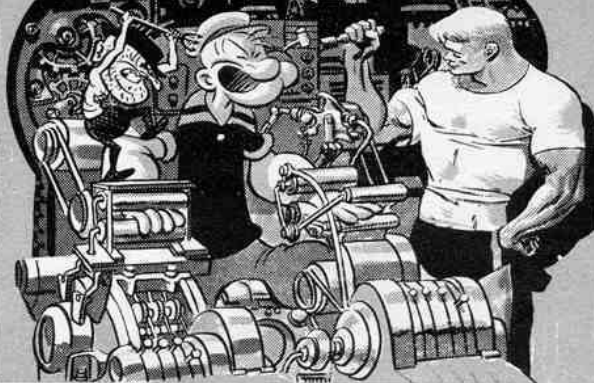
SPECIAL HEALTH PROBLEMS ARE HANDLED WITH PRECISION AND KNOW-HOW AT VIC TINNY'S

PROBLEM:



Man has special arms and legs problem.

SOLUTION:



Skilled Vic Tinny Experts go to work.

RESULTS:



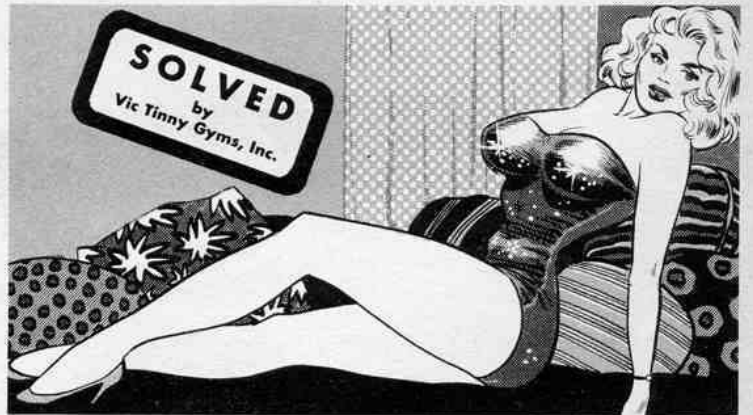
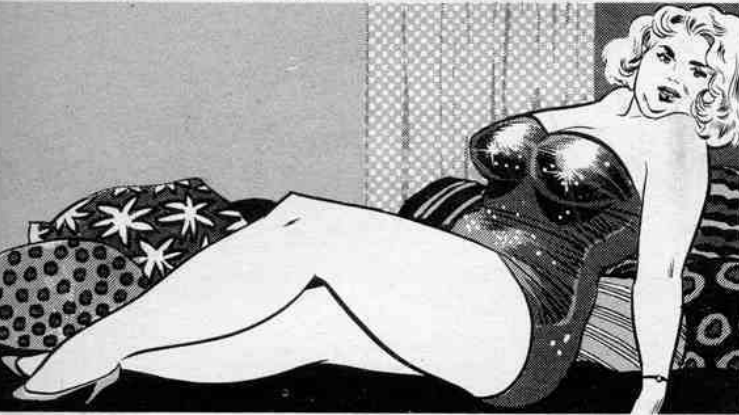
Man ends up with perfect proportions.

SOME OTHER REMARKABLE CASE HISTORIES, ANALYZED AND SOLVED BY VIC TINNY EXPERTS

PROBLEM: Woman's head too small for her body.



PROBLEM: Woman's figure prevented movie career.



PROBLEM: Woman's husband refused to be seen with her.



THE BUSINESS END

EFFICIENCY KEYNOTES VIC TINNY'S OPERATION AS A NEW GYM OPENS EVERY 13 MINUTES



One word describes the Vic Tinny operation: "efficiency". As soon as a person steps into a Vic Tinny Gym, he is immediately impressed with this efficiency. Before he has a chance to say "I came in for a free figure analysis like you advertised!" he has signed a 12-year contract, had his clothes removed, and is flying up and down on a power-driven see-saw. It's this kind of efficiency that has brought 180,000 signed-up customers into Vic Tinny Gyms, even some they never expected, like little old ladies asking directions or looking for rest rooms. Yes, efficiency has created a nation-wide chain of successful Vic Tinny Gyms. Work to improve this efficiency never ends. In fact, it is hoped that someday it may reach the "Health Improvement" Department.

**IMITATION GENERAL "... no stars!"

THE ULTIMATE DREAM



Vic Tinny says:

"Someday, I hope to see every man, woman, and child in this great big wonderful world of ours enjoying all the benefits and advantages of good health that the Vic Tinny Method of exercise can bring to them!"

Vic Tinny's own "method" of exercising for his health.



Mr. Martin reaches new heights with this account of the horrible tragedy that befell his bosom companion on

THE 17th FLOOR





YOU'LL "FIGHT 'EM OFF" IN YOUR MAD T-SHIRT

Featuring MAD's "What... Me Worry?" Kid*

*Imprinted in five permanent colors

MAINLY BECAUSE THEY'LL WANT TO THROW YOU IN THE WATER!

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

MAD T-SHIRTS
225 Lafayette Street
New York 12, N.Y.

I'd love to "fight 'em off", even if they want to throw me in the water! Because I want to make a big splash with the girls! Please rush me my MAD T-SHIRT(S)

I enclose \$1.25 for each shirt and
I have carefully filled in my size.



NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NO. OF SHIRTS _____ SIZE(S) _____

AMOUNT ENCLOSED AT \$1.25 each _____

◀ CHECK
CHART
BELOW

BOYS & GIRLS

CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
24"—27"	BS	27"—31"	BM	31"—34"	BL

MEN & WOMEN

CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
34"—37"	MS	37"—41"	MM	41"—44"	ML



We're taking the pledge at the FOUR POSIES SOCIETY

(And it's about time!)

They tell us we've really had fun posing for all these advertisements. They say we've had a ball getting loaded at a masquerade party, boozing it up at the races, celebrating Alaskan Statehood, getting stoned on hunting trips, etc., etc.

Trouble is, we can't seem to remember any of

it! What good is belonging to a society, if you get so crocked at meetings you don't know what's going on? Besides, we can't afford the dues any more because we've all been fired from our jobs for turning into a bunch of alcoholics!

That's why we're taking the pledge!

FOUR POSIES SOCIETY — That, and no other whiskey for us either!



We've sworn off it for good!