

MAD

Our Price
25¢
CHEAP

No. 46

April '59



THIS IS THE
END
OF
MAD

KELLY
FREAS

Mainly, this is the back cover! For the beginning of MAD, turn the magazine upside down and start at the front, stupid!

APRIL FOOL!

MAD STRAIGHT JACKETS
 225 Lafayette Street
 New York City 12, N.Y.

I want to feel really MAD. Rush my MAD Straight Jacket(s). I enclose \$4.95 for each jacket, and I have Hey, y'know I'm beginning to feel MAD already, falling for this ad!

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

NO. OF JACKETS _____

SIZE(S) _____

☐ (S) small
☐ (M) medium
☐ (L) large

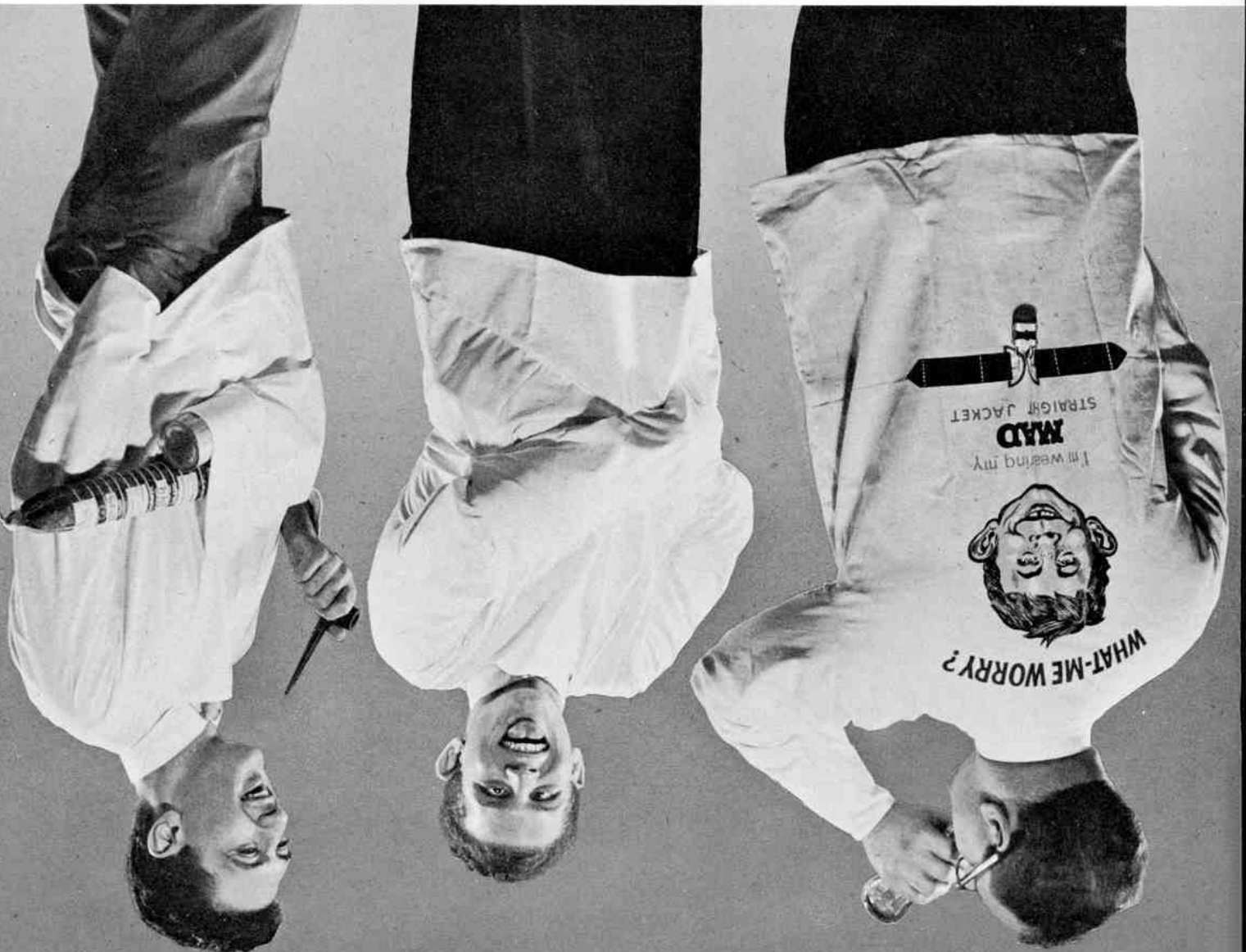
AMOUNT ENCLOSED AT \$4.95 each

MAD STRAIGHT JACKET

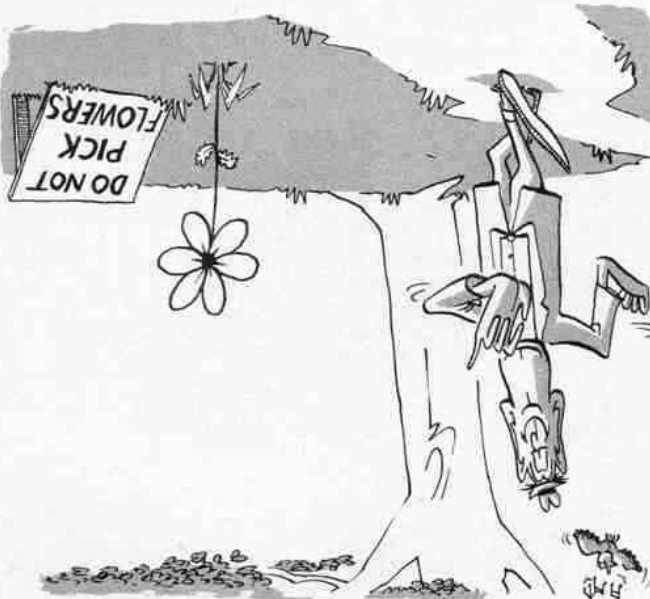
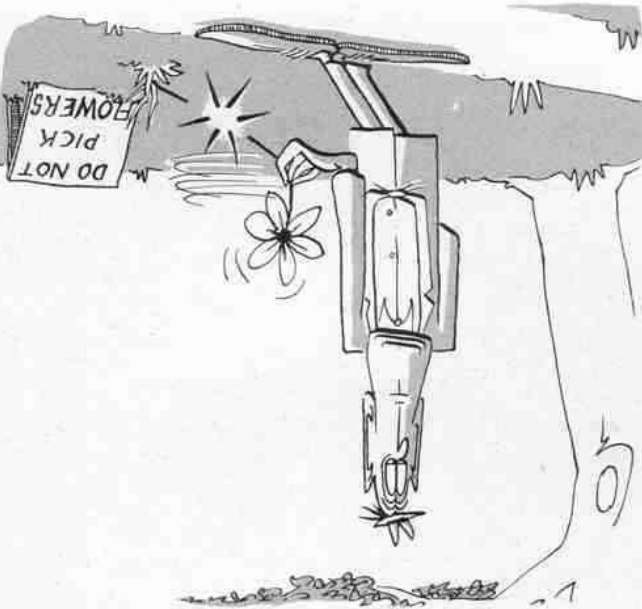
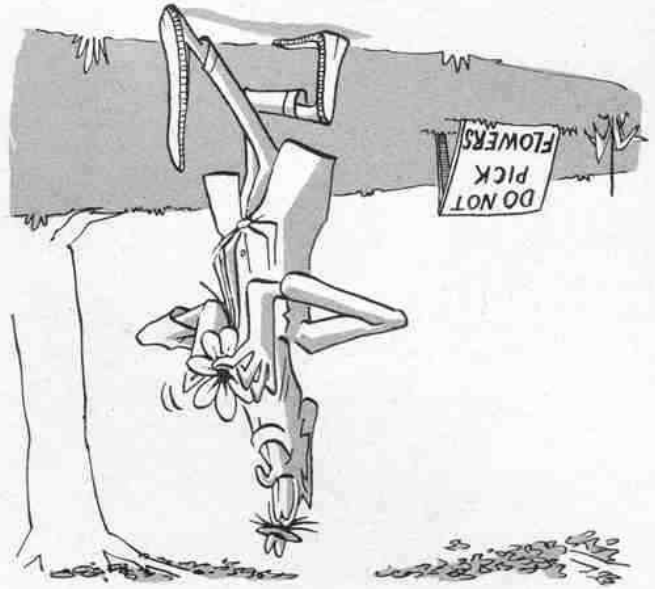
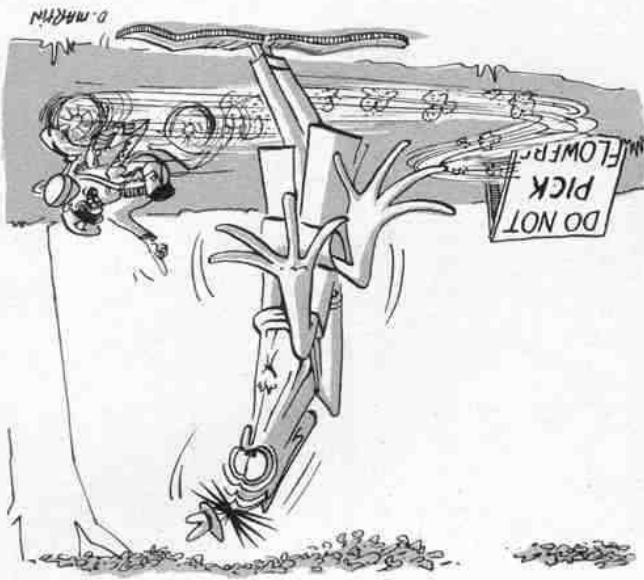
For the First time in your life... feel really MAD!
Get that MAD Glow... from Head to Toe... in a...

Be the first in your "gang" to wear MAD's own genuine simulated straight jacket. Looks exactly like the real thing, but has the added advantage that you can get your hands loose to fight them off when they come to take you away. Just the thing for busting up Olympic Drinking Team warm-ups, and other such sporting events. Doubles as an autograph, beach, or lounging jacket. Has deep outside pockets roomy enough to carry a whole salami, a bottle of

beer, a loaf of bread, a hatchet, a clarinet, a sub-machine gun, etc. (Not all at once, though—but one at a time!) Also handy in case you break both your arms, as outside criss-crossed pockets cradle arms comfortably—no sling needed. Printed on back in four permanent colors. Trompe l'oeil (phony) belt is secured by genuine padlock, which you'll love till you sit in a hard-backed chair. Made for Small, Medium, and Large lunatics. Only \$4.95 postpaid.



**Accomplice: Slaymate.



ON PICKING FLOWERS

For his parting shot this issue, of Jack Daniels, and leaves us with his sensitive observations

DON MARTIN DEPT. PART III



The eye-doctor found that Little Red Riding Hood was suffering from near-sightedness, far-sightedness, myopia, astigmatism, and convergent strabismus. She became a celebrity in optical circles, and was written up in several medical text books.

From then on, instead of chasing around in the woods, Red Riding Hood stayed home and did eye-straightening exercises. And so, as she grew older, her eyesight improved greatly.



Naturally, as she grew older, the rest of her improved greatly, too! So she still had trouble with wolves! But she never again got them mixed up with her grandmother!



**Gladiator: Happy cannibal widower.

She caught her finger in the Mixer, short-circuited the Hi-Fi set, and let the water overflow in the filter-flow washing machine.



Cars and airplanes scared her to death. And the first time she saw Ralph Edwards on television, she had a nervous breakdown.



The Royal Physician finally put her wound up with a bad case of insomnia. Couldn't eat or sleep. And so, after a hundred years in bed, Sleeping Beauty



The local funeral parlor wouldn't touch him either, without a signed release from his next of kin. And, before long, Jack's neighbors began holding mass protest meetings and writing angry letters to the Board of Health.



Poor Jack was really in a spot. But egg and hire a private trucking firm to haul the giant away.



Unfortunately, just as the truck was driving off, it ran over Jack's magic goose. And so Jack had nothing to show for all his trouble but a few newspaper clippings, a summons from the Board of Health, a peptic ulcer and one small goose-down pillow.



Remember ...



reached the ground, Jack looked up and saw the Giant right behind him! Quickly, he took an axe and chopped at the beanstalk. It started to sway, then crashed to the ground—

And that was the end of the giant!

With the magic goose to lay golden eggs for them, Jack and his old mother lived in comfort and happiness forever after.



Remember ...

all standing in their places, fast asleep.

On a bower, overgrown with vines, the Prince saw the beautiful sleeping Princess. Overcome by her loveliness, he bent and kissed her pale lips. Immediately, her eyelashes fluttered, and she awakened.

She told the Prince of the spell cast on her by an evil sorceress many years before—a spell which his kiss had broken. Overjoyed, he took her in his arms—and soon they were married.

And they lived happily ever after.



Remember ...

a woodsman, chopping trees nearby, heard Little Red Riding Hood's cries for help, and rushed to the cottage. When he saw what was happening, he killed the wolf with one blow of his axe.

Little Red Riding Hood's grandmother came out of the closet where she was hiding. She kissed her granddaughter, and thanked the woodsman. Then, they all sat down to enjoy the food that Red Riding Hood had brought in her basket...

...and they were happy ever after.

Let's face it!
How comfortable
would you be with
a big dead giant
cluttering up your
backyard? And how
comfortable would
your neighbors
let you be?



This all happened on Tuesday, and in the suburbs where Jack lived, the garbage pick-ups were made on Mondays and Fridays only. So you can imagine the smell when Friday rolled around, and the garbage men finally arrived. One whiff, and they refused to take him, claiming that "giant-removing" wasn't in their contract.



It wasn't so easy for the Princess to adjust to modern living. In her time, people were still churning their own butter, weaving their own flax, and talking about the Crimean War.

Her troubles began the moment the Prince carried her over the moat of his new split-level ranch palace...

Except for
one tiny detail
that everyone had
overlooked! This
kid had slept for
one hundred years!
That's a lot of
catching up to
have to do!

Now, let's
look at this
objectively!
Could you live
happily with a kid
who couldn't tell
a wolf from her
grandmother?
Of course not!



The first thing Little Red Riding Hood's grandmother did after the old woodsman left was to give the kid a good clout. Then she dragged her into town to have her eyes examined.

Did they really go around, after that one crisis in their lives, wallowing in unbridled joy and merriment? Or did they continue to have problems just like the rest of us?

Because MAD believes that kids should be taught to come to grips with reality and realize that life isn't at all like the sweetness-and-light of fairy tales, here are...

up pages which prove WEREN'T SO HAPPY

PICTURES BY BOB CLARKE

Derrance Clarrow, the famous trial lawyer was hired to defend the two young murderers. He pleaded the case brilliantly, and succeeded in arousing much public sympathy for the children by showing they were mentally ill.



The jury, although it found them guilty, recommended mercy, and Hansel and Gretel were sentenced to Reform School for life. The full story of this shocking crime may be read in Meyer Livid's book, "Combustion!"

The trail led straight to Hansel and Gretel, who confessed proudly. Over-known as the "crime of the century," Shocked people everywhere demanded swift punishment.



Unfortunately, his gorgeous looks did not photograph quite so gorgeous in Cinemascope, as an actor he was a bust, and his first picture turned out to be a bomb!



So he ended up working out his contact playing "creature" parts in Grade-B monster-movies—hidden under tons of repulsive and horrible makeup.

Finally, he became so enamored with himself, he decided to become a movie star and share his handsome countenance with the world. So he hired an agent, pulled a few royal strings, and before very long, landed a big Hollywood contract.



some fairy tale follow

THE HAPPY ENDINGS

Remember how them fairy tales you used to read (and may-be still do) all ended with the mealy-mouthed syrupy phrase: “—and they lived happily ever after.”? Well, we’ve been brooding about this lately. We’ve been brooding about other things, too, lately, but this is far more important! Mainly, what was so special about fairy tale characters?



Remember . . .
Hansel and Gretel

and as she leaned in to show them, Hansel and Gretel pushed the wicked old witch into the oven, and slammed the door. Then they ran out of the house and through the woods as fast as their legs could carry them.
When their father, the old woodcutter, saw his children again, he was overjoyed. He hugged them and kissed them, and they all joined hands and went into their little cottage . . .
Where they lived happily ever after!



Remember . . .
Beauty and the Beast

Beast that she loved him with all her heart.
And immediately, he was changed into a tall, handsome Prince!
Beauty was astounded. The Prince explained that an evil witch had cast a spell on him, and that Beauty’s love had at last set him free.
So Beauty and the Prince were married, and lived together happily for ever and ever after.

Sure they
didn’t kids go
around shoving
old ladies into
hot ovens all the
time, and nobody
bats an eyelash!
Until the crime
is discovered!

You don’t
have to be any
psychiatrist to
figure out that
all these changes
in the physical
usually result
in changes of
personality!



An itinerant witchgoods peddler, making his usual rounds, got curious about all the newspapers and bottles of snake milk piling up outside the witch’s door—so he investigated—
And found the gruesome evidence!



The Prince was so thrilled to be rid of his repulsive and horrible old face that he spent all his spare time staring into a mirror, admiring his gorgeous new looks, and completely ignoring Beauty.

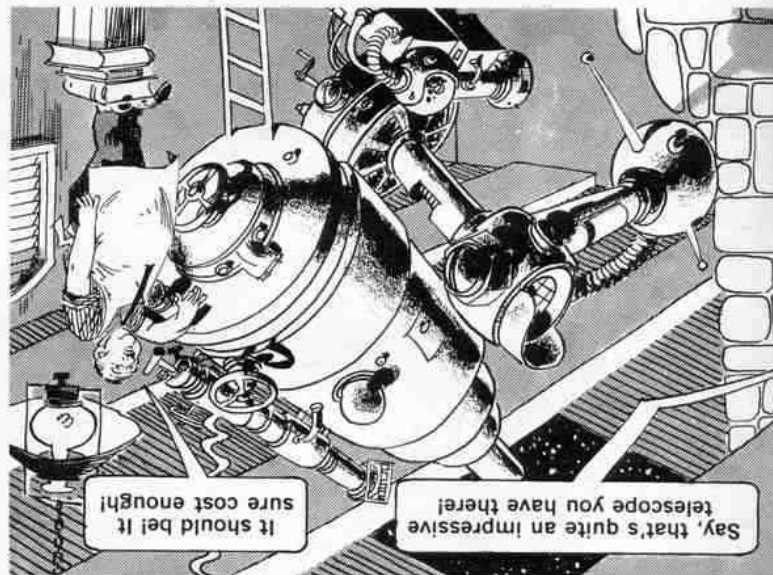
ADS WE'D LIKE TO SEE



**Expense Account: Padded Sell.

The Vicejoy Ad

PICTURES BY MORT DRUCKER



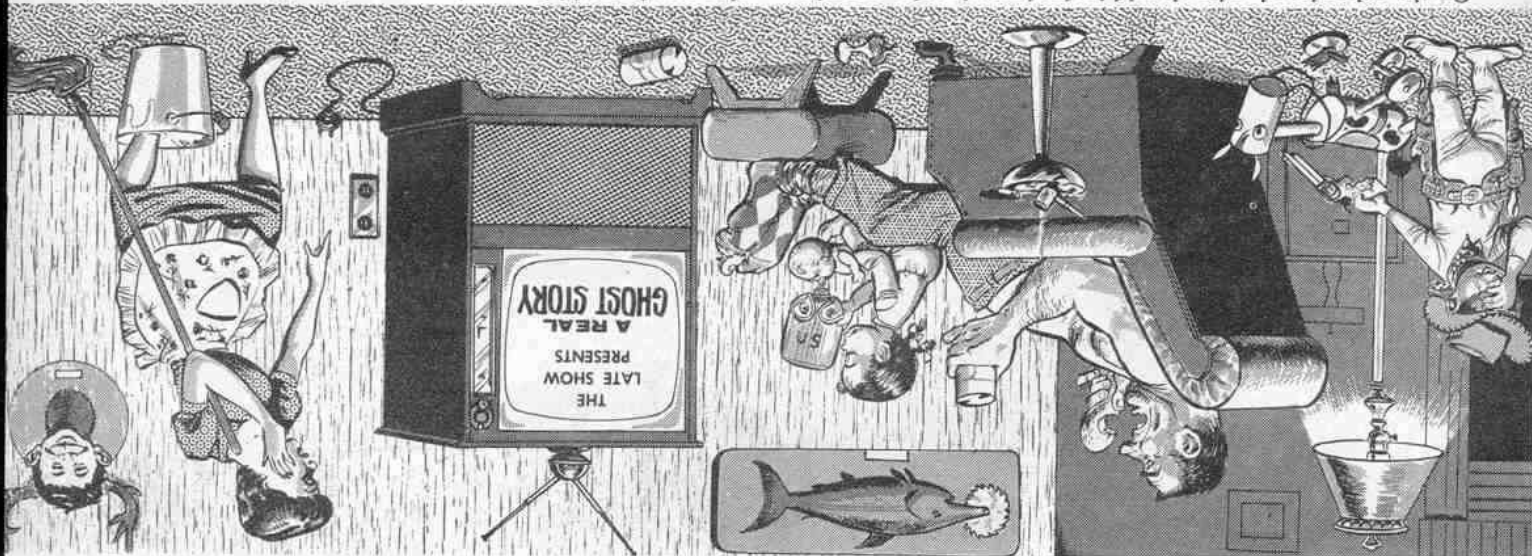
would play to packed houses every night. Of course, they wouldn't have to bother if Hollywood made better movies.

A detailed black and white illustration of a busy, chaotic interior scene, likely a restaurant or club. The room is filled with numerous people engaged in various activities: dining at tables, dancing, playing pool, and socializing. The architecture features large windows, a bar area, and a pool table. The scene is characterized by a high level of detail and a sense of constant motion.

MOVIES ARE EMPTIER THAN EVER

**Water Cooler: A small body of water completely surrounded.

STORY AND PICTURES BY DAVID BERG

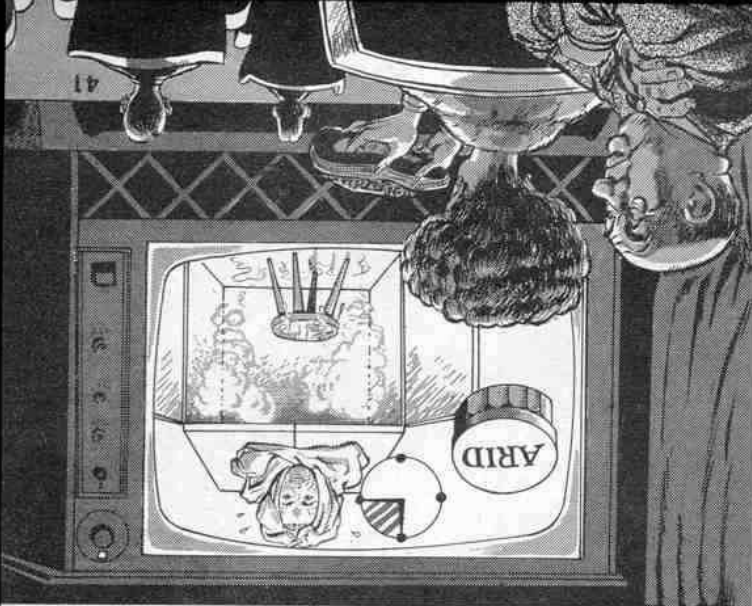
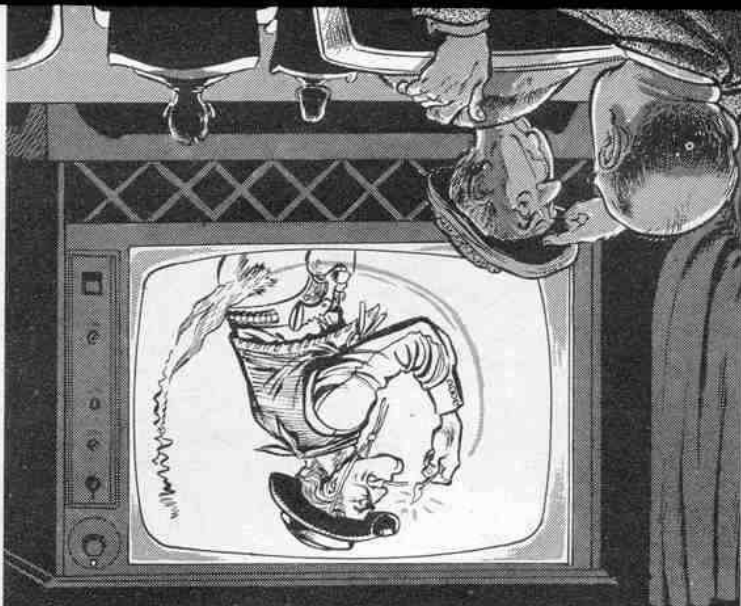


On the other hand, why should he bother when he can plop down into a soft easy chair, dressed as he's pleased, in

the comfort of his own home, and do his own baby-sitting while he watches an awful movie on TV *free-for-nothing!*

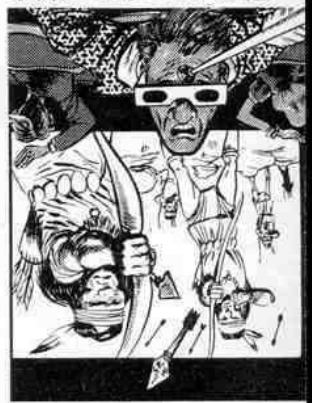
Then, they should remodel their sparkling white movie screens so they look like ordinary old television sets.

And to offset the free admission, they should sell time and periodically interrupt the pictures with commercials.

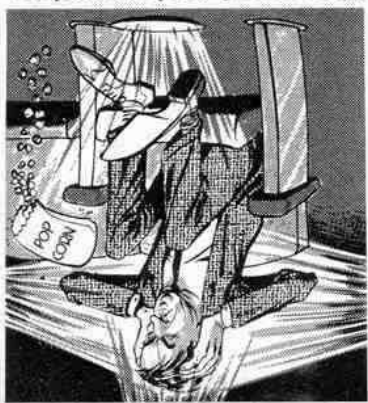


THERE'S NO BUSINESS IN SHOW BUSINESS DEPT.

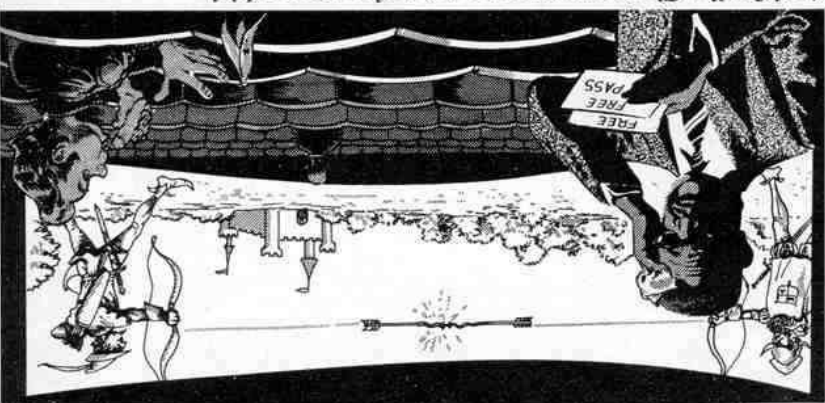
IN AN EFFORT TO STIMULATE SAGGING BOX-OFFICE RECEIPTS AND TO KEEP MORE AND MORE MOVIE THEATERS FROM GOING OUT OF BUSINESS, HOLLYWOOD HAS RESORTED TO SOME DESPERATE MEASURES



First came 3-D, which only served to irritate the movie-goers' eyes!



Then came 3-track stereophonic sound, which only served to irritate the movie-goers' ears!



And finally, Cinemascope wrap-around screens, which only served to irritate the theater owners' ulcers by illuminating seats better, making it obvious that

HERE'S THE REASON WHY...



In order to go to a movie today, the average guy has to pay a baby-sitter!

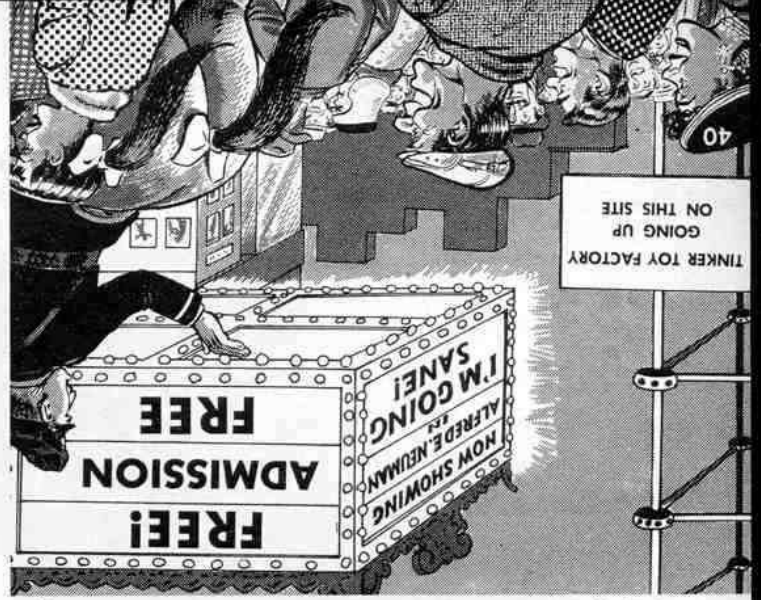


When he gets to the movie, he has to pay an outrageous admission charge!

HERE'S WHAT CAN BE DONE...

The first thing theater-owners should do to fill their empty movie houses is eliminate the admission charges.

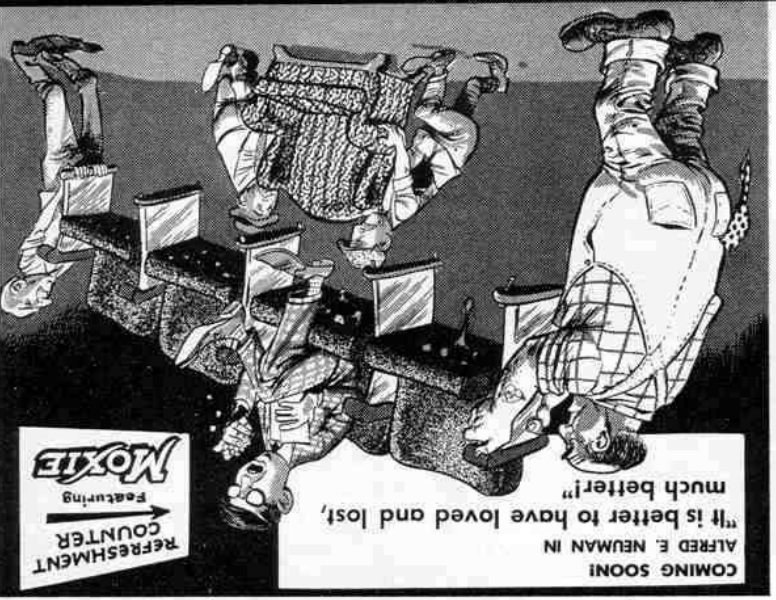
Next, they should rip out those straight-back theater seats and replace them with comfortable old easy chairs.



TINKER TOY FACTORY
GOING UP
ON THIS SITE

FREE!
ADMISSION
FREE

NOW SHOWING
ALFRED E. NEWMAN
I'M GOING
SANE!



COMING SOON!
ALFRED E. NEWMAN IN
"It's better to have loved and lost,
much better!"

REFRESHMENT
COUNTER
Featuring
MOXIE

SUCCESS SYMBOLS

and mainly new ulcers! These things are called "success symbols." Recently, we at MAD figured a way out of this rat-race to attain "success symbols"... a way to impress "The Joneses" with things that may look expensive, but really aren't! In other words, now we can live beyond our means with no undue strain, thanks to...

PICTURES BY JOE ORLANDO

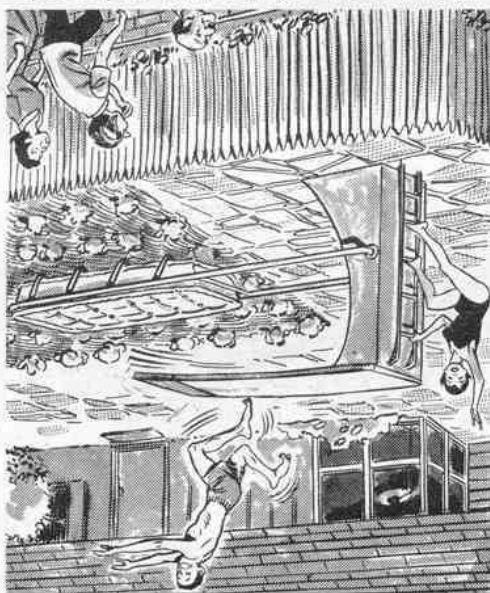
PSEUDO-FAX HOME IMPROVEMENT SIGNS

(\$1.95 each — \$5.99 the set)



FABRI-TEX SWIMMING POOL

(\$9.95 incl. installation)



DECEPTO-PRINT WINDOW SHADES

(89c each — \$2.98 the set)



WILL BECOME ACTUAL REAL SUCCESS SYMBOLS

in faking success. For example, below, left, is MAD's Cut-Rate "Barbecue" Success Symbol, and to it's right are a few of the other more cleverer ones now being manufactured. See what we mean?

GENUINE ALL-BRICK FAKE BARBECUE

(\$34.95 each)



SUPER DE LUXE GENUINE QUARRYSTONE FAKE BARBECUE WITH REAL ELECTRIC ROTATING SPIT

(\$79.95 each)



Outside of each shade has full-color reproduction in perfect perspective of room-section with expensive furniture. When entire set is lowered, outsider gets impression of elegantly-furnished home. Also, keeps house dark so you can't see crummy furniture you do own!

Unit consists of simulated split-wood screen fence with diving-board. Gives impression of big, beautiful backyard swimming pool. Owner can don trunks, climb ladder, and dive off. Owner can also break leg doing this, so safety-mattress is available at small charge.

Simple, but effective — merely place a pseudo-fax sign on front lawn for two weeks, complain bitterly to neighbors about slow deliveries, work delays, shoddy materials, etc., then change to next sign. Made of wood so they can be burned as fuel after they've been used.

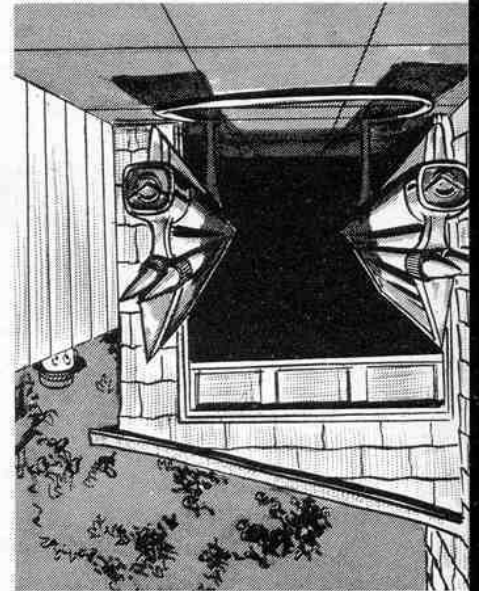
**Playboy: Son of doughing parents.

In the old days, our American dream of success was to "keep up with The Joneses." But not any more! Today, our American dream of success is to have "The Joneses" keep up with us! Attaining this dream consists of constantly raising our standard of living by attaining material things... like new cars, new homes, new furniture,

MAD'S CUT-RATE

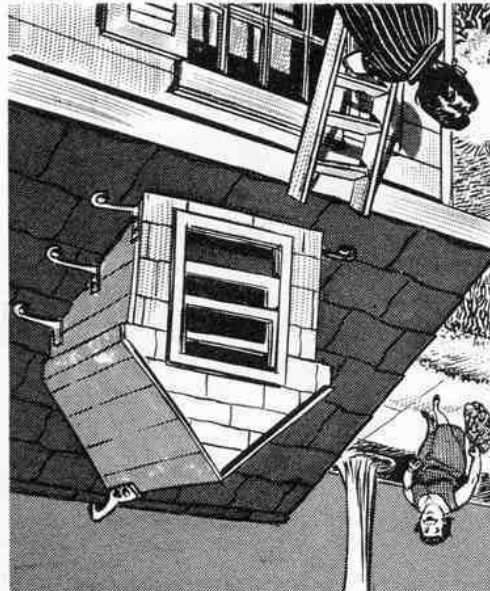
PLASTI-SHAM CADILLAC TAIL FINS

(\$4.98 per pair)



BOGUS-BOARD ATTIC DORMER

(\$3.99 each)



PLEXI-FRAUD AIR CONDITIONER

(\$2.49 each — De Luxe Model \$2.69)



Full-scale plastic replica — will fool sharpest eye. Assemble as directed and place so tail fins extend impressively several feet past edge of garage door. End embarrassment of having to drive beat-up old '49 car. Rich, successful people always have beat-up second cars!

Sturdy, weather resistant — will hook easily to any standard house roof, and gives home that "finished attic" look. Invite mother-in-law for lengthy stay to enhance effect. Serves dual purpose by impressing neighbors and irritating mother-in-law who ends up on old couch.

Easily assembled — made of laminated shirt cardboard. Useful for both city and suburban dwellings. Place one unit per window for best impression. Place two units per window for sensational impression! De-luxe model has built-in sponge which drips water realistically.

UNFORTUNATELY, CUT-RATE SUCCESS SYMBOLS

That's right! Word of MAD's clever ones for those people who will want to outdo their neighbors — turners are turning out even cleverer ones for those people who will want to outdo their neighbors

CORRUGATED
FAKE BARBECUE

(\$2.85 each)



**Begger: Alms manufacturer.

BEAVERBOARD
FAKE BARBECUE

(\$3.99 each)



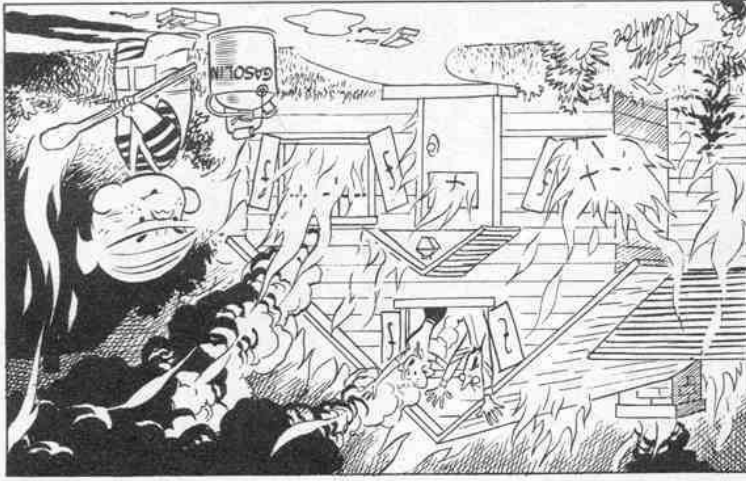
DURO-PLASTIC
FAKE BARBECUE

(\$7.95 each)

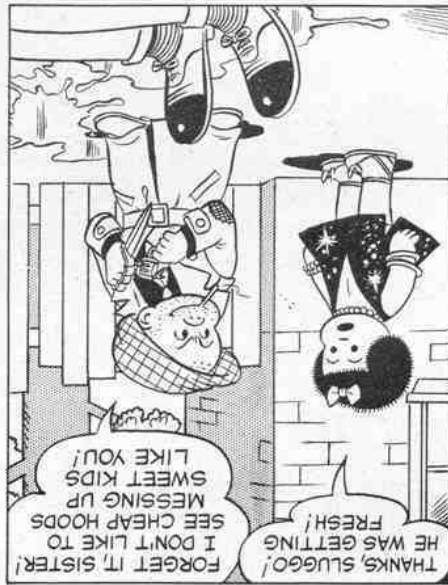




Once upon a midnight dreary, while I pondered weak and weary,
Over many a slap and painful spanking that had made me sore —
Suddenly a strange desire prompted me to light a fire,
Flaming higher, fierier pyre — funeral pyre from the floor!
Bright it burned, a brilliant blaze that told me with a final roar
I'd get spankings, Nevermore!



If Edgar Allan Poe Wrote: DENNIS THE MENACE



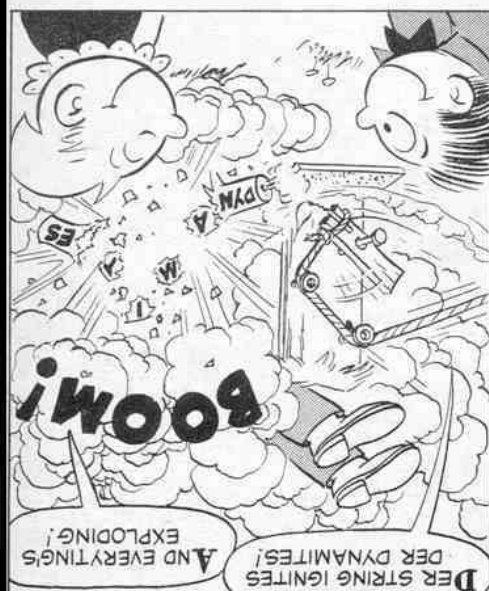
If Mickey Spillane Wrote: NANCY



If Tennessee Williams wrote: LITTLE ORPHAN ANNIE



If Rodgers & Hammerstein wrote: REX MORGAN, M.D.



If Walt Whitman wrote: THE KATZENJAMMER KIDS



role: PEANUTS



role: DICK TRACY



role: DONALD DUCK

We've decided that the trouble with The Comics today is that they just ain't got no literary value! Things might have been a lot different if they'd started off right in the first place. We're convinced that comics would be considered high-class reading matter if only they'd hired some famous authors, poets and playwrights to handle the actual writing. So, if you have a strong stomach, keep reading and see what would've happened

IF FAMOUS AUTHORS WROTE THE COMICS

PICTURES BY WALLACE WOOD

TEXT BY FRANK JACOBS

34



If Rudyard Kipling

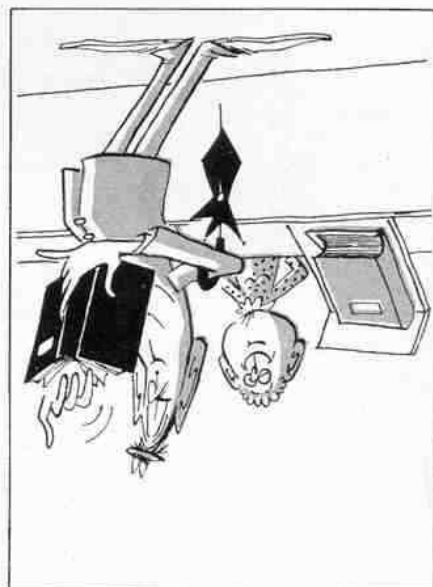
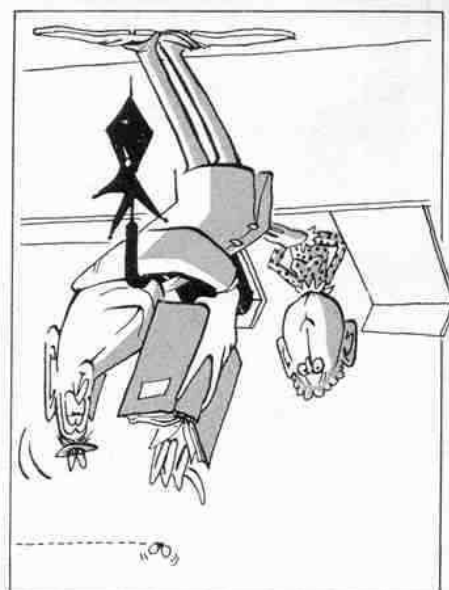


If Gilbert & Sullivan



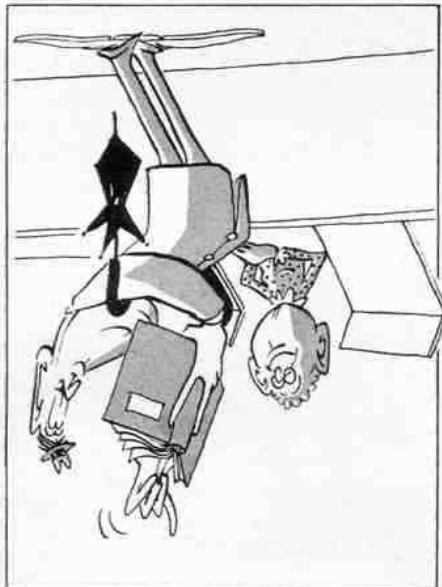
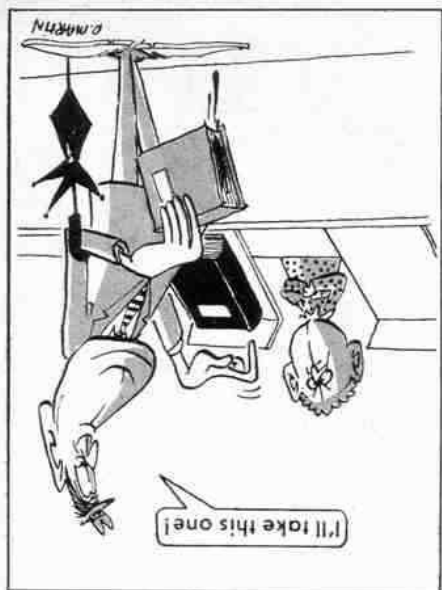
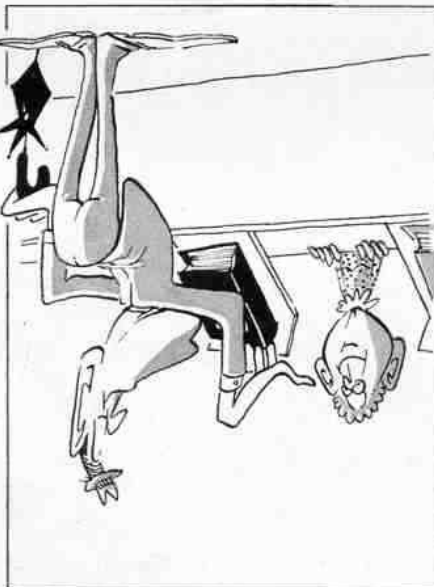
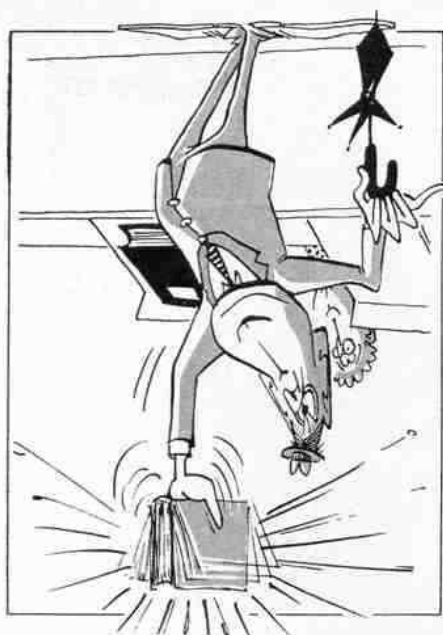
If Paddy Chayefsky

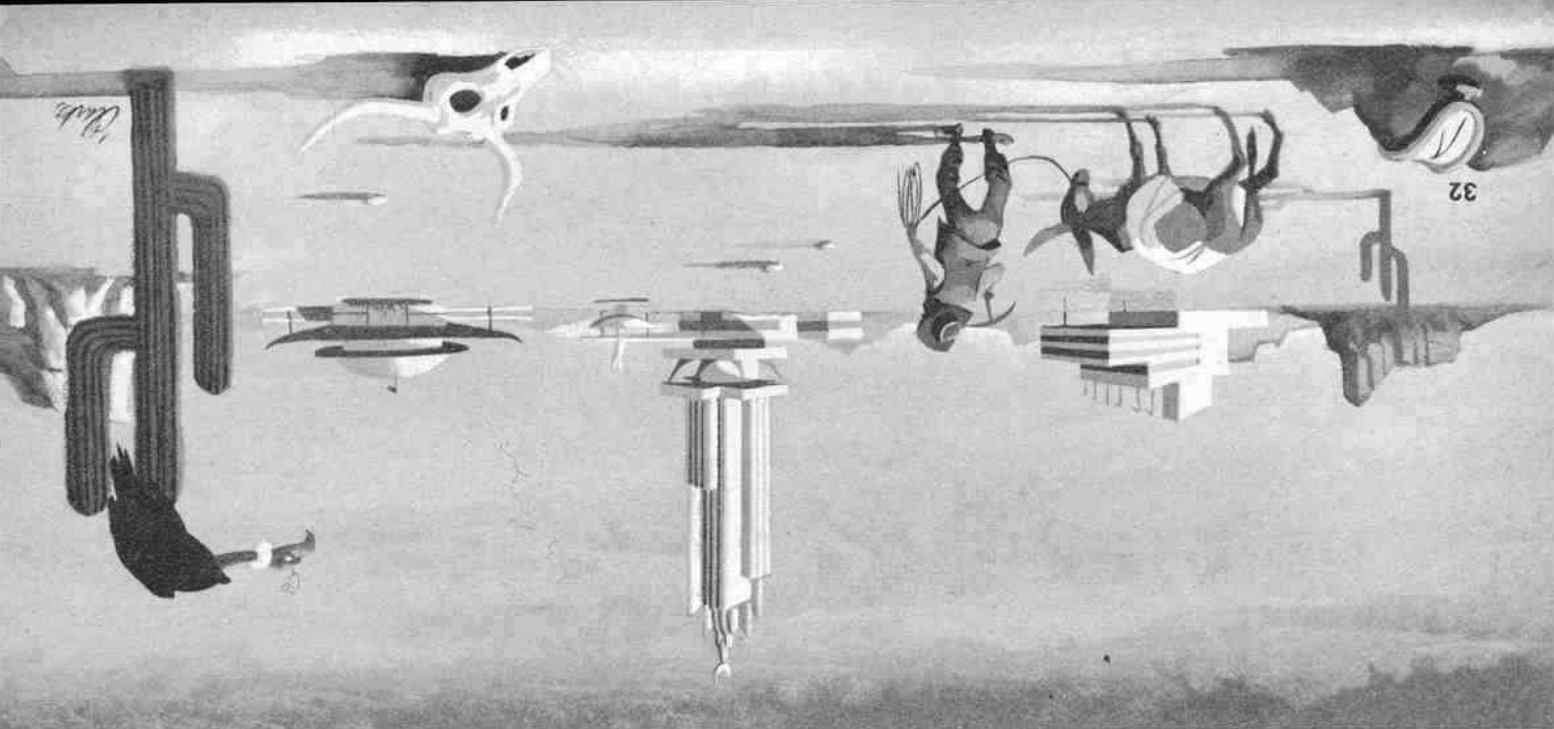




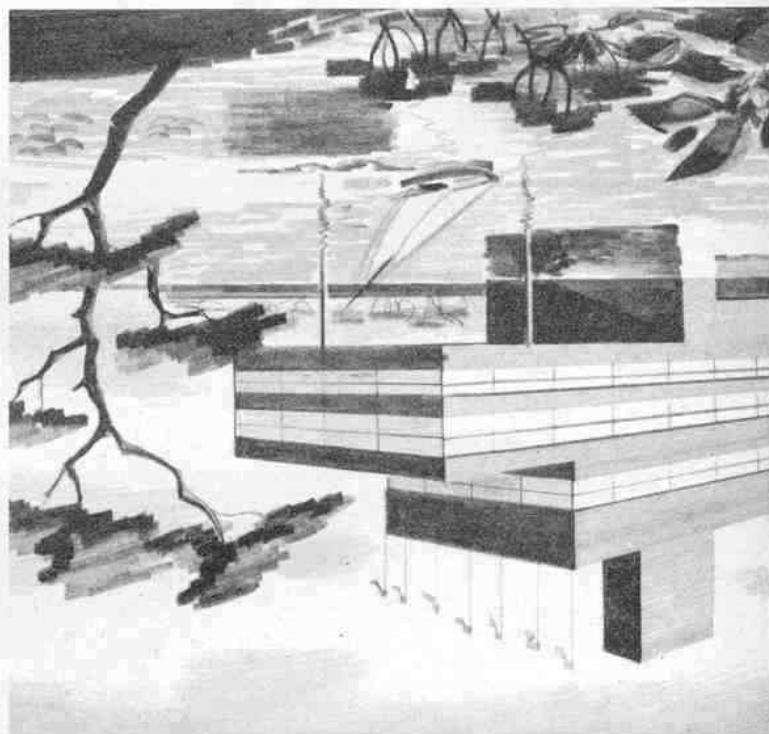
ON A CHOOSING BOOK

Being both a member of the literati and the illiterati, Don Martin is familiar with the soul-searching torment





AND SO, MAD IS FORCED TO CONCLUDE THAT MODERN ARCHITECTURAL DESIGNS ARE FINE... BUT HERE'S THE ONLY WAY THE ACTUAL BUILDINGS CAN BE ERECTED SO PEOPLE WILL GET TO SEE WHAT THEY REALLY LOOK LIKE...



Commercial building shows beauty and business can be mixed.

ARCHITECT'S DRAWING

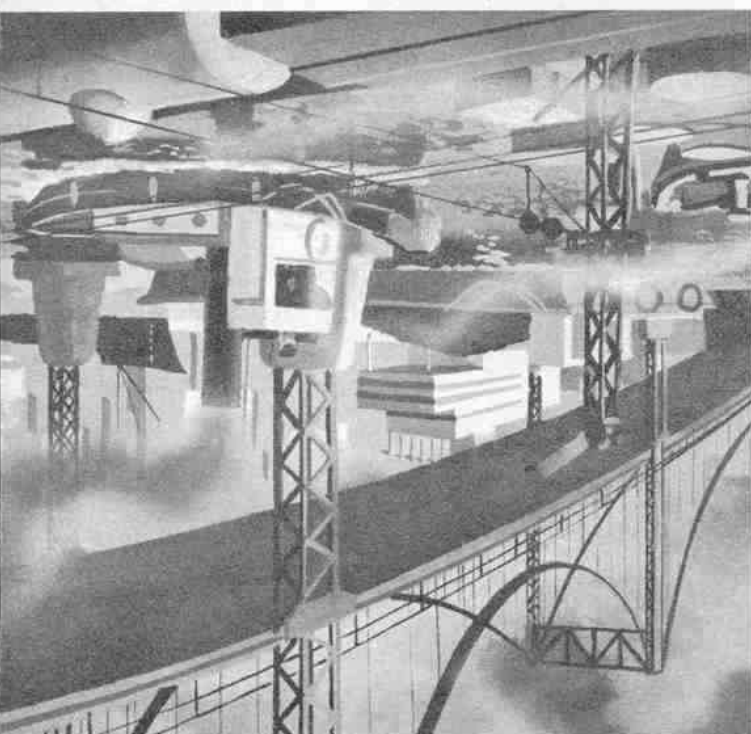
ALFRED E.
NEUMAN



"Designing a modern building for the International Export and Import Company was quite a challenge. I am certainly pleased with the magnificent results my extraordinary talents were able to produce, considering the low fee I charged. You will note that in my brilliantly executed rendering, I have imaginatively blended a mixture of both the commercial and the monumental in this edifice. In all due modesty so typical of noted architects today, I believe this to be not only my finest design, but also the very finest created anywhere, anytime!

PHOTO OF FINISHED BUILDING

Only possible view is from busy river, which is impossible.



promise of spacious and better living for tomorrow. But then, somehow—somewhere—between the drawing board and the actual building, the magic gets lost. Here are three examples of . . .

PICTURES BY BOB CLARKE

CHITECTURE BETWEEN THE DRAWING AND THE BUILDING!

"I've always believed that months of study should precede every architectural endeavor. So, when a syndicate of Miami investors prevailed upon me to design a modern luxury refreshment stand, I immediately left to study the building site. Months of sitting on the beach, sketching, planning, studying, dreaming, and acquiring a delightful sun-tan followed. Finally, with all my calculations complete (and coincidentally with the end of the winter season) I headed back North to my office where I completed and submitted my drawings—and my bill."



MIES VAN DER
ROEBUCK

ARCHITECT'S DRAWING

Magnificent Miami refreshment stand includes combination of simple tropical beauty with look of modern luxury.

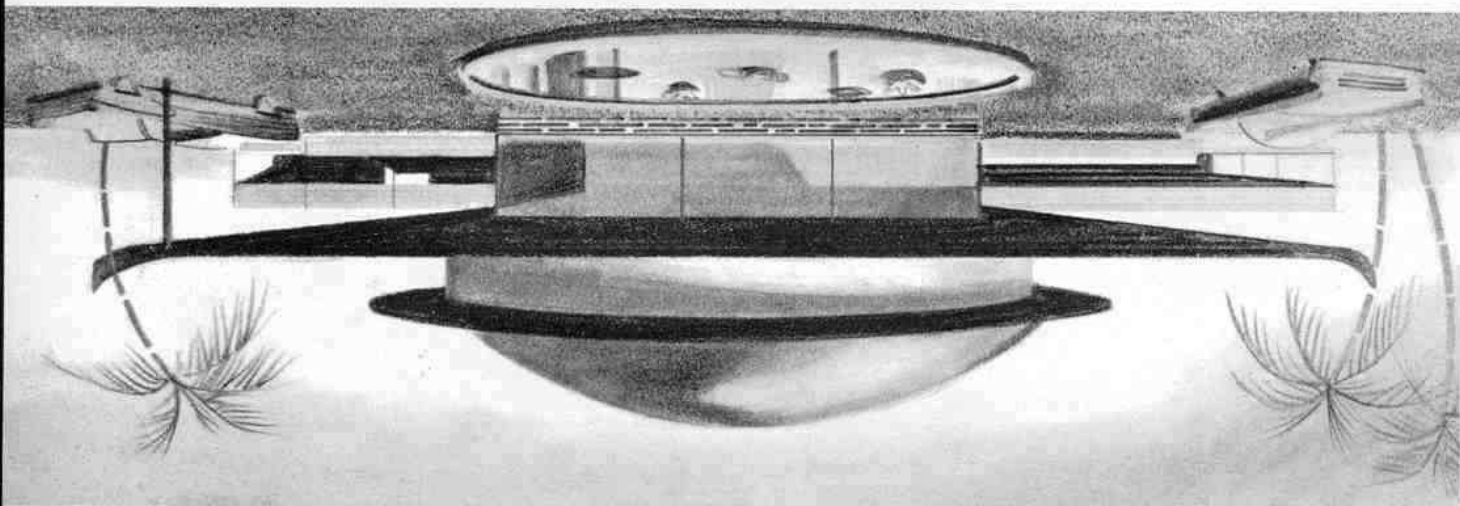


PHOTO OF FINISHED BUILDING

Miami real estate is so valuable, buildings are jammed together and crowd refreshment stand out of picture.



**Bacteria: Rear door to a cafeteria.

Frequently, in newspapers and magazines, the public is treated to an architect's rendering of a proposed new building. These drawings always convey a feeling of uncluttered beauty, and a

MODERN ARCHITECTURE

... AND THE STRANGE THINGS THAT HAPPEN

"The modern building should fit into its surroundings as if nature had planned it that way. In designing my superb skyscraper for New York City, I took into consideration the natural character of the city. Thus, I cleverly conceived of the tall obelisk shape which blends in so well with these surroundings. I paid particular attention to the fact that the busy city people are everywhere, and used my ingenuity to plan the building so it would look right from every angle."



FRANK LLOYD
WRIGHT

ARCHITECT'S DRAWING

Modern skyscraper designed to look right from every angle.

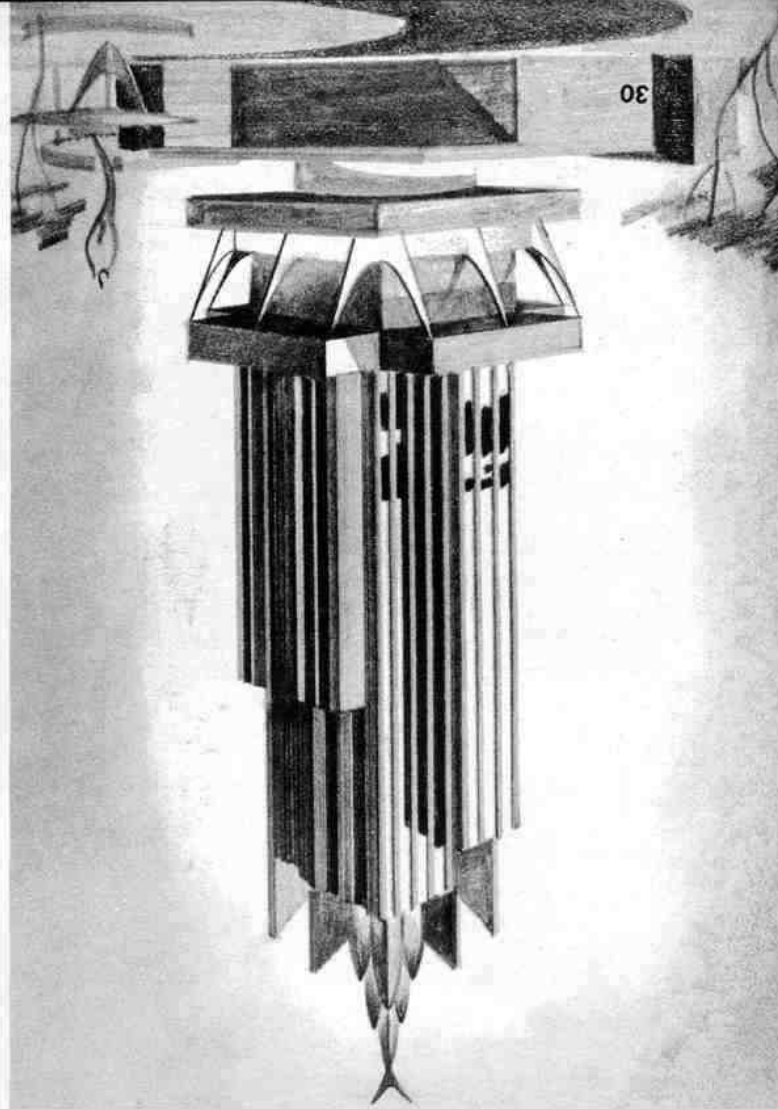


PHOTO OF FINISHED BUILDING

From every angle, we decided this showed most of building.



NECESSARY PHRASES FOR TRAVELING IN CZECHOSLOVAKIA		
I demand to speak to the American Consuli	Připravte mi, prosím, horku lázeň a prístes!	Yu kiodz kent got ha-vay vit diss!
POLAND		
What do you mean, there's no American Consuli?	Czy mógłby mi pan wskazać najbliższy w . . .	Doss-sini Chan Foss-teh Dul-liss shtop hyere?
HUNGARY		
But I tell you, I'm an American citizen!	Vegye az ödölik utcát balra és a hatodikot jobbra.	Yuzz fur-hin-hars har-hall hah-lykel!
ROUMANIA		
What do you mean, you never heard of America!	Dorim o jumătate da sticlă de vinul rosu al țarei.	Ch-aaaa-aaaalpi!

USEFUL PHRASES FOR TRAVELING IN JAPAN		
No, I am not Red Buttons!	それは利権のて 信は又教宗 S	Aw, Goh-Wan-Yu Bo-Doh Hihi
Hurry, my rickshaw is double-parked!	す更變を念 に並由自る	Rhee-lee-Fiss Juz-Tah Swah-lo Ah-Way!
Look! My tuna fish is glowing!	又に獨ひ軍	Beh-Tah Bye Burd-Zail
Where can I buy a lead kimono?	受を干涉は利 己自 S て なけ	Goo-Too Zee Lohs-Tropi
Don't try to sell me any cheap U.S.A. imitations!	意を並く自見 あ由	Wee-Dee-Siss Zo Bray-Ka-Fass Offo Cham-Fee-Uhns!
I refuse to take off my shoes, because I got holes in my socks.	意且つ完全 同 な	Wha-Choo No Jo -Hoi Juss Goh Bak Frum Ko-Ko-Mo.
I demand to speak to the American Consuli	偶配は姻婚 なと者	Hit-Zo Ees-See Wan Yu Yuze Lezz-Toyll

***Dismantled: What the Yankees will be when Mickey leaves.

The Middle East		
MODERN PHRASES FOR TRAVELING IN		
Room Service?	There is oil coming out of my shower!	Dza bhast freh-nd yore cahr-hast hev-er hahdi!
Please do not auction off my wife!	كتبة مندوق	Hit muhzt bhee jeh-lee cawze jahm dohn shahck lak-dori!
Are the paratroopers friendly?	التيان	How-r-yah gohn-a kip-em dow-non-oh fah-rm?
When may we expect a border crisis?	التعاون في ضا	Hafia dey've zeen poh-ree?
Shouldn't they sweep up that U.N. observer?	تهدد الانفلات	Howmah-nee hartz haff-yew broh-kenz?
No, I am not supplying Soviet Russian arms.	الشعر رس	Aye thawt aye tol-yew hu-wayt in-de cahr.
I demand to speak to the American Consuli	المقاومة الحالي	Yew kent doo-dis tuh-meel!

CUBA		
SIMPLE PHRASES FOR TRAVELING IN		
No, I do not want a photo of Desi Arnaz's birthplace!	No, no quiero una estampa del pueblo natal de Desi Arnaz!	Por-fu-rio ru-bi-ro-sa er-nes-to-le-cu-o-na ra-fa-el-tru-ill-o-ir.
What time does the next sugar plantation go up?	A que hora explotará la proxima central de azucar?	Jo-se fer-er mi-guel-ilo val-dez xa-vier cu-gal!
There is a sniper in my hotel room!	Hay un guerrillero francotirador en mi habitacion!	Jo-se i-tur-bileo cor-illo can-tin-las Juan pe-ron
Why are we landing in rebel territory?	¿Por qué estamos aterrizando en territorio rebelde?	Li-ber-tad la-mar-que sal-va-dor da-li-to puen-te
How long will I be held as a hostage?	Mire, por favor, no me lleve ante su lider!	Mi-guel co-var-ru-bi-as pan-cho vil-la car-men a-mayo
Please don't take me to your leader!	Por cuanto tiempo me van a detener como rehén?	Ri-ta can-si-no do-lo-res del rio luis do-min-guin
I demand to speak to the American Consuli	Exijo hablar con el consul Americano!	Ped-ro de cor-doba don a-me-che don a-ba-car-di

Formosa, Quemoy & Matsu

UP-TO-DATE PHRASES FOR TRAVELING IN

Sorry, but there is no floor in my hotel room.	不喝! 了喝!	Soh Lee, No Sub- Stee-Toot Woon- Egg-Loll.
Sorry, but there is no towel in my hotel room.	我不渴	Soh-Lee Chee- Ken Chow-Mein All Gunn!
My bullet-proof vest is too tight.	不喝! 喝酒	Hah Chool Gah Zun Tait! Ten- Kyool
Who is putting Red propaganda in the Fortune Cookies?	酒錢 我渴的很	Wha-Tees Play- Ying Wit Chah- Lee Chan Mu-Vee?
Is there a bomb shelter in this hotel?	我餓得很 不喝	Yoo Wahn-Too Ohr-Der Nohw Plees?
Are we too early for the cease-fire?	喝! 不喝 喝足! 了	How Mah-Nee Plees Foh Deen-Hah?

Sorry, but there is no hotel around my hotel room.	What time does the shelling stop?	I demand to speak to the American Consul
May I search the rubble for my belongings?	Where is my CARE package?	Please hand me my crutch.
May I search the rubble for my belongings?	It is only a flesh wound.	

Soh Lee, Ohn-Lee Wun Deesh Flum Eesh Koh-Lum On Doh-lah Din Hah.	我餓! 一點兒涼! 開水	Yoo Wan Star- Chee Hin Col-lar?
Yoo Wahn Rah- See Coo-Kee Ohr Foh Dee-Ser?	我不大餓	Sum Fun Hei Kee-d?
Yoo Wahn Rah- See Coo-Kee Ohr Foh Dee-Ser?	我不渴	Noh Tee-Kee Noh Shir-Tee.
Yoo Wahn Rah- See Coo-Kee Ohr Foh Dee-Ser?	我不愛吃	Lung Tai-Mee Noh See.
Yoo Wahn Rah- See Coo-Kee Ohr Foh Dee-Ser?	我不愛	Yew Noh Kan Doo Dees Tew Meel

*Ruthless: The Yankees after the Babe left.

AFRICA

TIMELY PHRASES FOR TRAVELING IN

Where is the grenade repellent?	AR PUY- 7.44-7.7	Wharr wherr ooo whan dee lah's whenn owi?
There is a python in my sleeping bag!	7.7-7.7 7.7-7.7	Cuht ah-long dee doh-ted la-yin.
Please shoo away the vultures.	18 7.7-7.7 7.7-7.7	Boo-la boo-la boo-la boo-la.
Faster! The Rhino-ceros is gaining!	7.7-7.7 7.7-7.7	Mah/Heez mah-kin ohz aht meel
I can't because my gun is jammed!	7.7-7.7 7.7-7.7	Zip-ah-dee- doo-dah-zipp- ah-dee-aye!
Will the claw marks fade?	7.7-7.7 7.7-7.7	Wharr dooh all- lee-uhs gho tuh rey-giss-tah?

I am afraid I've lost my safari.	No, I do not want to be King of the Pygmies.	I demand to speak to the American Consul
Is there some way to bring my wife back to normal size?	Does Blue Cross coverage apply in Mau Mau territory?	Isn't it against International Law to eat American citizens?

Shoh-mee dee wai-to goh-hohm.	Yahs, whee hohv no Bah-Nah-Nahs.	Hoo puh dee Ohvah Awis een Miss-huss Murr-feeze chow-dah?
	Hub-hah hub-hah good-rich rhub-hah?	Dooch yewz may-ik dee-uz mih-stay-icks een Heen-gul-ish?
	Andr thehn ah wroht "Stah-duh-ssit."	Hoo puh dee Ohvah Awis een Miss-huss Murr-feeze chow-dah?
	Yahs, whee hohv no Bah-Nah-Nahs.	Dooch yewz may-ik dee-uz mih-stay-icks een Heen-gul-ish?
	Yew cahnt dew dees tuh meel	Dooch yewz may-ik dee-uz mih-stay-icks een Heen-gul-ish?

Why was our guide liquidated?	Въ выхъ или въ крытый столъ и високій бѣфетъ.	Из hev-ree budd-lee hap-hee?
Waiter, there's a dictaphone in my borscht!	Въ гостинной при съѣстные припасы хранятся въ.	Тсам, hyu med tsee pahntz tu lung!
The handcuffs are chafing my wrists.	Полъ ея устанъ стѣнахъ висятъ на коврахъ, и на	Cluz cuh-vor bee-fohr strah-kink.
Do you have a cell with a view?	Спальни въ люн; спальныхъ столъ; кухня пригото	Vye du fahr-men-zvhere rãhd suz-pehn-derz?
Will I need my galoshes in Siberia?	Въ столовой столъ которой кушаютъ; и ужинаяютъ.	Hchow har tzingse en Glock-hcha-mohr-hcha?
Is this how you treated Adlai Stevenson?	Около стола	Veel isöck-issess spowl Hchrock Hchun-tahr?
I demand to see the American Consul	Столовая-комната, високій бѣфетъ.	Hchow kent du dzits tu mheel

When will I get my camera back?	Спальни-комнаты, принимають гостей въ которыхъ	Has the chambermaid finished searching my luggage?
Which corner of the room is mine?	Въ гостинной висъ кухня приготованъ; къ кушанье.	the room is mine?
What time is the ex-Commissioner's funeral?	Столовая-комната, которой кушаютъ, говнъ may-de huv?	What time is the new Commissioner's funeral?
Our guide is very friendly.	Въ столовой столъ; високій бѣфетъ.	Our guide is very friendly.

RUSSIA

HANDY PHRASES FOR TRAVELLING IN



NUTS TO YOUR DEPT.

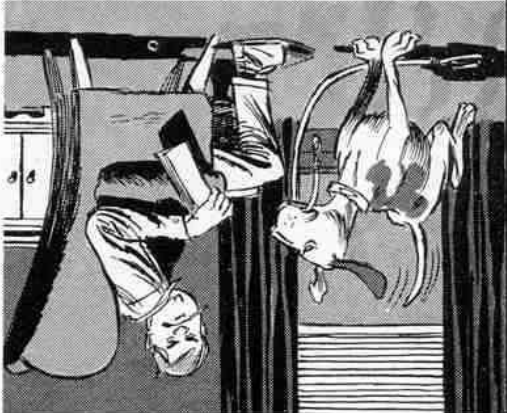
When people go traveling abroad, they usually take things with them that make their trip more enjoyable. For instance things like money! They usually also take those handy little "Guide Books" which help them get along in foreign languages. These guide books are crammed full of phrases like "How much is it?", "That's too much!", "My toast is cold!", "My room is hot!" and so on. Well, perhaps these inept, simple-minded comments were good enough for travelers abroad in the past. Unfortunately, things have changed. People who go abroad these days need phrases to fit the situations they'll run into today! So, to help today's traveler, here is...

MAD'S MODERN HANDY PHRASE BOOK FOR THE AMERICAN TOURIST



TRAINING YOUR MASTER

LOSING THE LEASH



On your first walk, you will probably have to wear a leash. We know this is silly, but don't fight it. Play along with this stupid game at first. Once you are outside, clever maneuvering will teach your master who's the boss.



Immediately head for the nearest tree, whether you need to or not. Proceed to circle the tree several times so it will be impossible for your master to disentangle you. Such tactics should annoy him so much he'll unleash you.

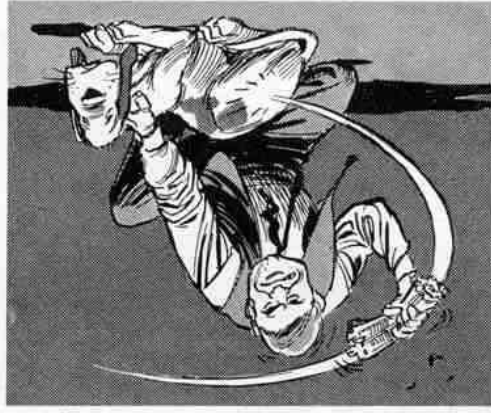


If this fails, then without warning, start chasing something. This can be a cat, a bird, another dog, anything. Eventually, your master will have to let go of the leash. After a few days of this, he'll be thoroughly trained.

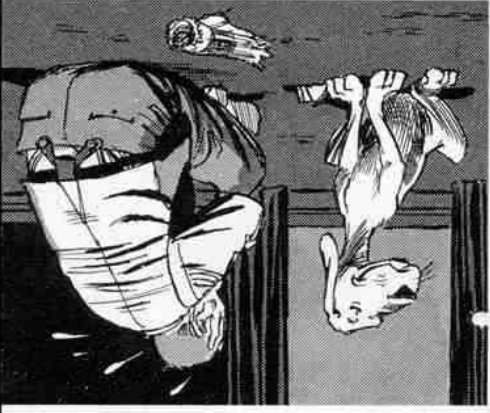
FETCHING HIS OWN PAPER



Don't be surprised if your new master expects you to carry his newspaper in the house from the front stoop. You can break him of this annoying habit immediately by using your paws and teeth to render his paper unreadable.

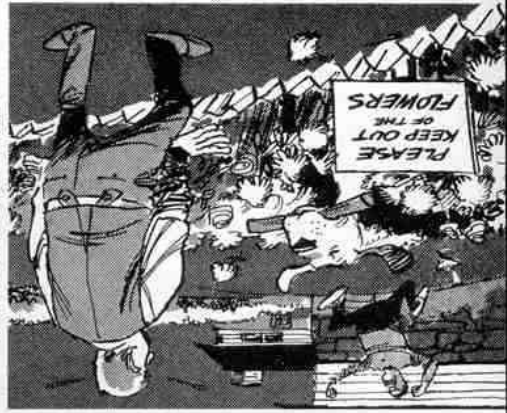


This may, of course, anger him. Brace yourself to be whacked several times on the rump with the rolled-up paper. More often than not, it will not hurt at all, but don't you let on! Instead, just look sad-eyed and whimper softly.

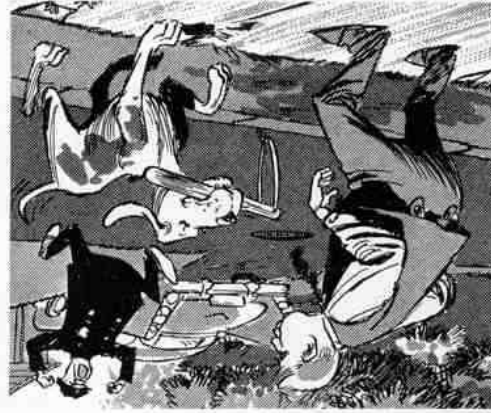


This will cause your master to feel sorry for you, and guilty for losing his temper. He will hate himself for what he has done, and apologize over and over. Be noble and don't laugh in his face. After all, he's only human!

THROWING THE STICK



**Wolfsbane: An old maid.



There are several variations of this game which you can teach your master. One of these is to fetch the wrong stick and see if he notices any difference.

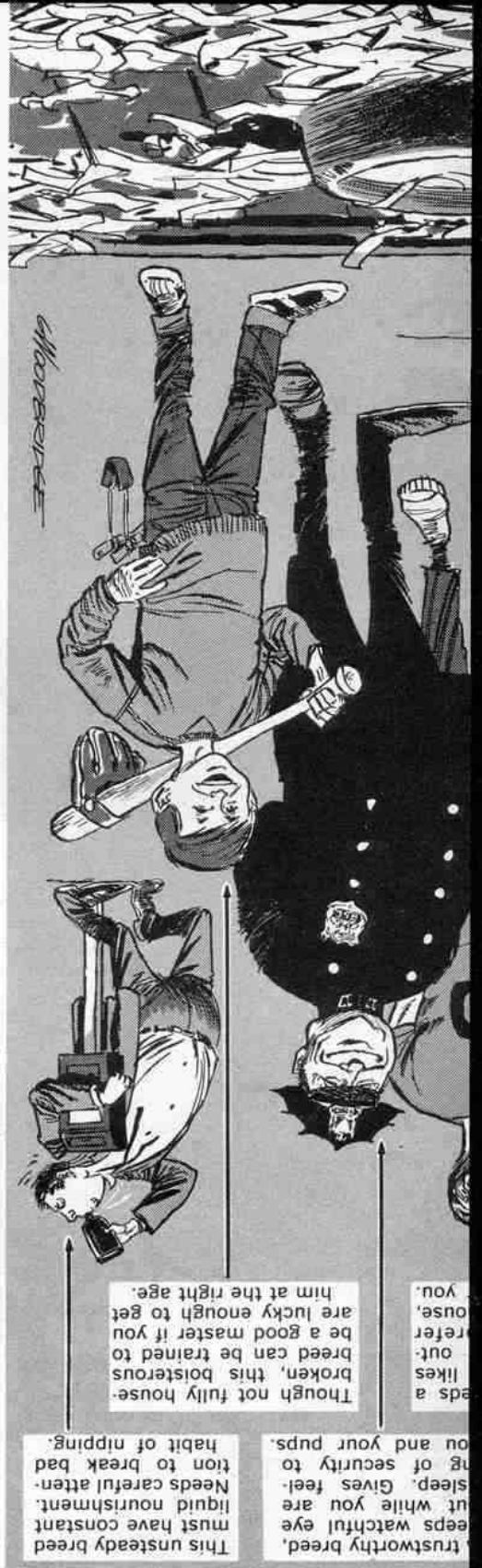
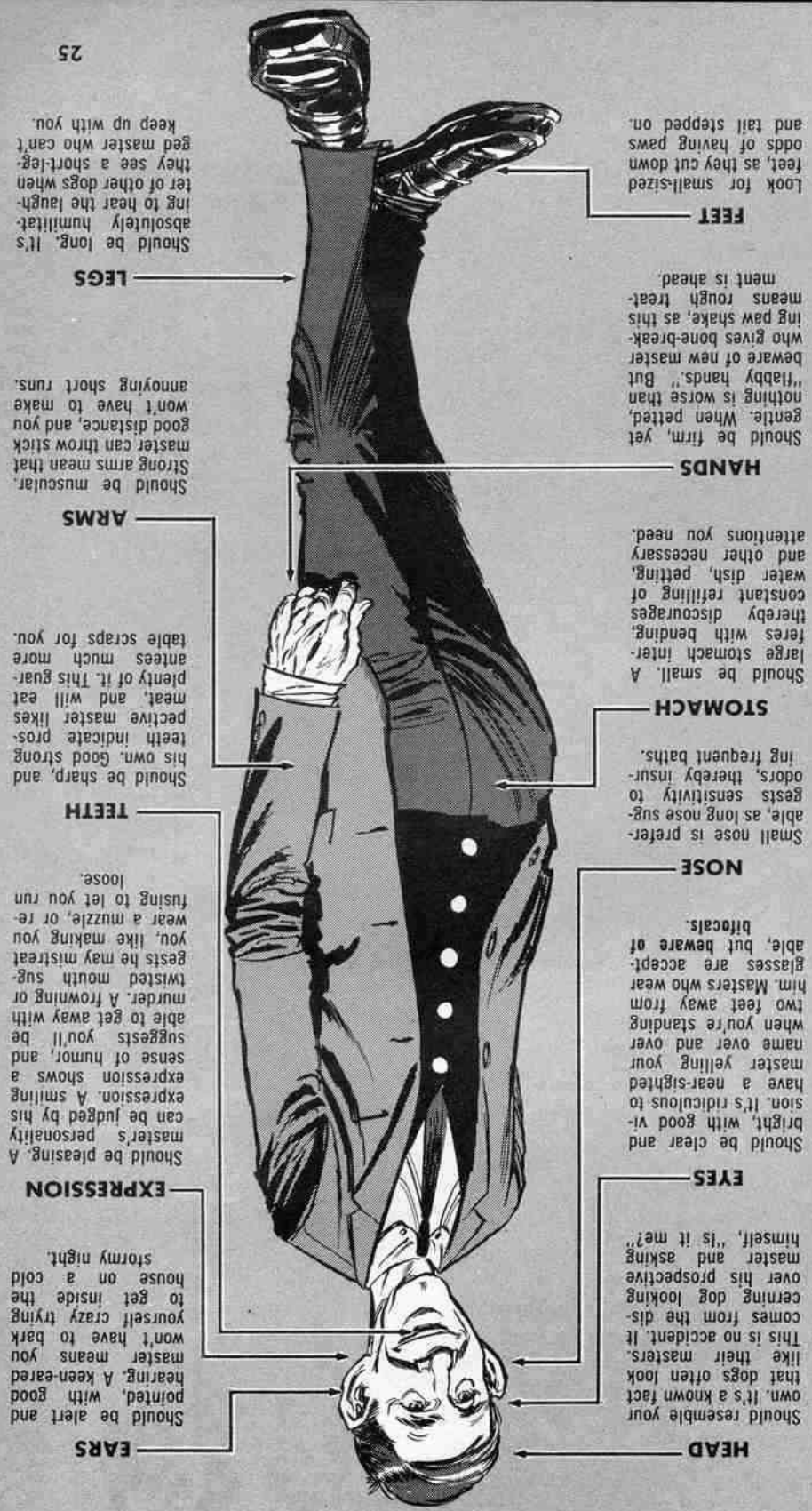


Do not be angry if he doesn't master tricks the first time. Be kind to him. Remember, even tho he's just a dumb animal, a man is a dog's best friend.

OUR MASTER

CHECKING YOUR CHOICE

Once you have chosen your breed of master, you must carefully check his individual specifications. A well-bred master can be judged by examining the following parts of his body. If they fail to meet all these rigid standards, bite him and start searching all over again.



CHOOSING Y SELECTING THE BREED

There are various breeds of masters a potential human-barking, wagging your tail, pawing to him soulfully, and whining. Human over by such demonstrations of aff outset, you'll have your master in

you've made your choice, play up to him (or her) by will fit in with the way of life you want to lead. Once owner can choose from. Be sure that the one you select

This breed has a long pedigree, is accustomed to a rich life. However, can make life miserable through constant barking, and may snap at you and all your friends.

Loyal, friendly and kind, but with no sign of pedigree. Often very unclean, and may annoy you with scratching.

This is a breed that must be avoided at all costs. Continually gets under foot. But what is even worse, continually takes attention away from you.

This meek and dejected breed has never learned to master his own life, so he can hardly be expected to master yours. A GOOD B E T !

It costs this breed a lot of money to feed herself. The cost of her own food may mean skimpier meals for you.

It costs this breed very little money to feed himself. Unfortunately, he may have the same attitude toward feeding you.

Do not be fooled by kind face of this breed. Although her treatment may be gentle, you're in for a bad time as she's almost certain to own a cat.

Absent-minded breed, lives in world all his own. Can be expected to forget to walk you and feed you. However, can also be expected to forget to bathe you.

Hairy breed is dependable, but has a tendency to shed all over your best blanket.

Hardy breed, needs lot of exercise, to romp around side. If you lying around the then he isn't fo



Have you noticed how, more and more, dog owners are treating their pets like members of the family? Well, we at MAD have discovered that this trend toward letting Fido eat in the dining room, sleep in the master bedroom, and generally run the lives of the people around him comes

as no accident. Actually, it's part of a calculated plan by the Dog World, and we hesitate to guess where it will all end. To support our claim, we offer in evidence the following book, which we forcibly took from a cute little Cocker Spaniel puppy in a pet shop window the other night:

HOW TO CHOOSE AND TRAIN YOUR MASTER

By
BRUCE BEAGLE
President, WOOF
(World Order Of
Flea-Scratchers)



Including Special Sections On:

CHECKING YOUR MASTER'S PEDIGREE • GETTING OUT-OF-DOORS WHEN NOBODY'S HOME • CO-EXISTING WITH CATS AND CHILDREN • OBTAINING A LOW LICENSE NUMBER • SIX METHODS FOR GETTING A NEW DOGHOUSE • WHAT EVERY PUP SHOULD KNOW ABOUT PETTING • GETTING YOUR OWN WAY THROUGH HUNGER STRIKES

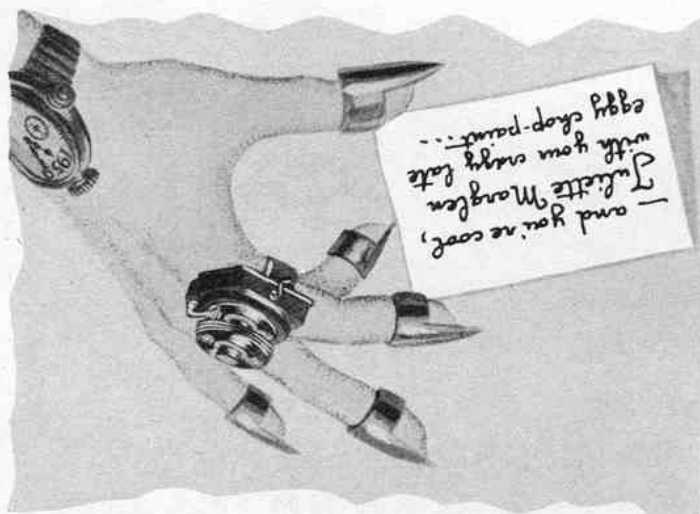
DE-LUXE PAW-INDEXED EDITION



A RANDOM



**He lays on only GLEM-the choppergrease
for cats who can't sand after every scott**



*and you're cool,
Juliette Marglen
with you carry late
eggy chop-pawt...*



**"Man, I never
make the scene
with more than
20 skins in bread,"
says DIZZY GILLESPIE
Star of Stage, Screen
and Outer Space**

The Cat Who Swings His Own Axe Digs...

**ONLY
VICEROY HAS
A SWINGING CAT'S
REED...
A VIPER CAT'S
GROOVE!**

**This cat's hip
to the sound. Digs
the groove from
what's nowhere, picks up
on the specks 'stead
of fakin' them!**





MR. MILES DAVIS DIGS THE HERTZ CONCEPTION...



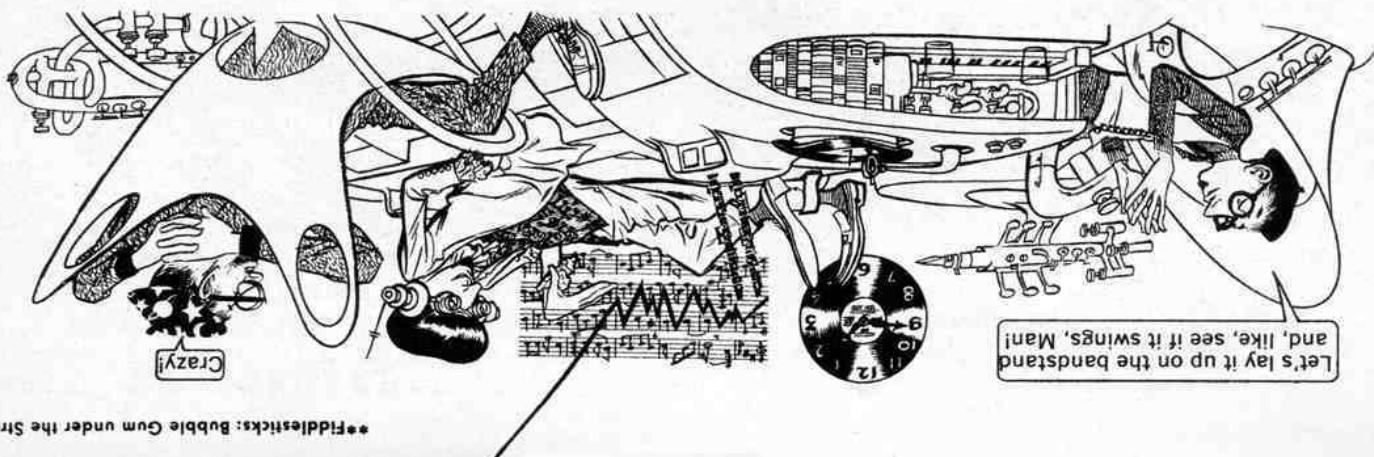
IT JUST DON'T
MAKE IT HERE

LIKE IF IT DON'T
MAKE IT HERE

IT'S WHAT'S WAY OUT THAT SCORES

In pegging a gone reed weed...

RSUADERS



Let's lay it up on the bandstand
and, like, see if it swings, Man!

Crazy!

**Fiddlesticks: Bubble Gum under the Stradivarius



For colds

GREY FLANNEL GOATEE DEPT.

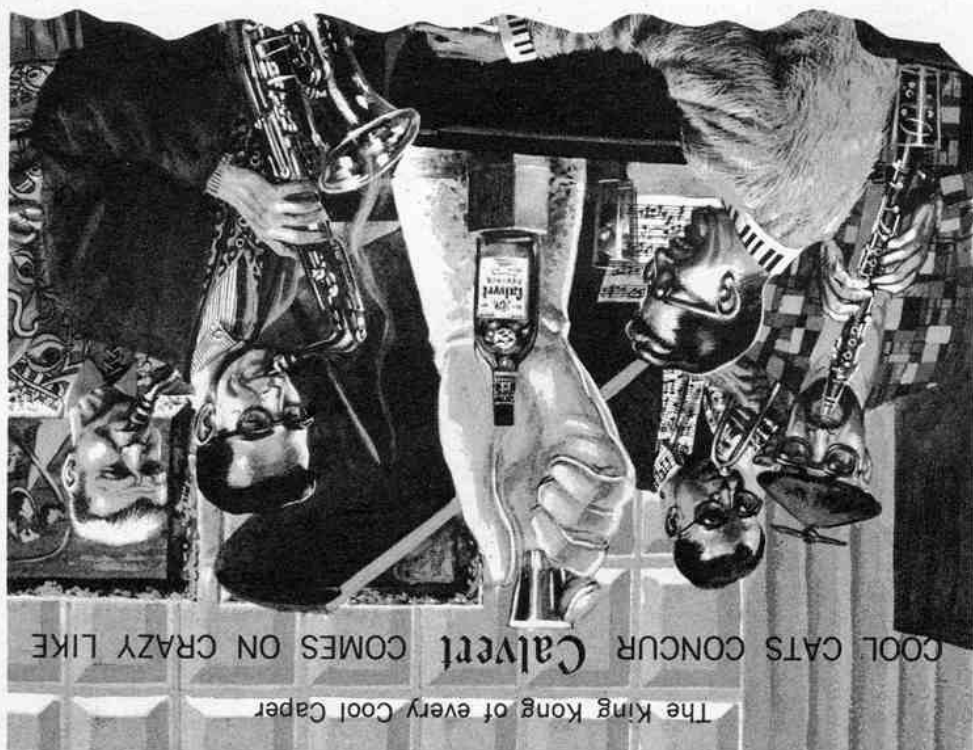
THE HIDDEN PERSUADERS

become

Advertisingwise, Madison Avenue has directed its sales pitches at practically every special-interest group you can think of. However, ads directed at one particular special-interest group have been conspicuous by their absence. Mainly, we're talking about ads directed at members of the "cool" generation. With this article, MAD presents, samplewise, what the "cats" can expect once some way-out new Madison Avenue combo gets the message, blows a new sound, and...

THE HIP PE

PICTURES BY WALLACE WOOD

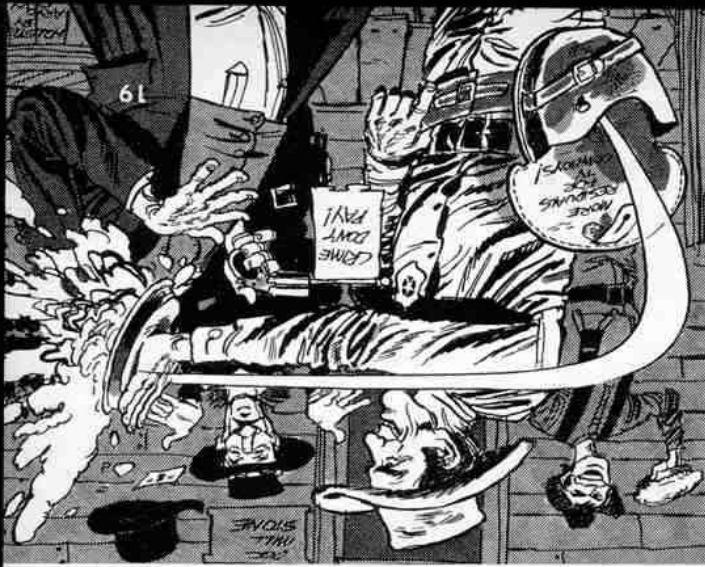


like, fake it
all the way...
but come on with

ARPEGE

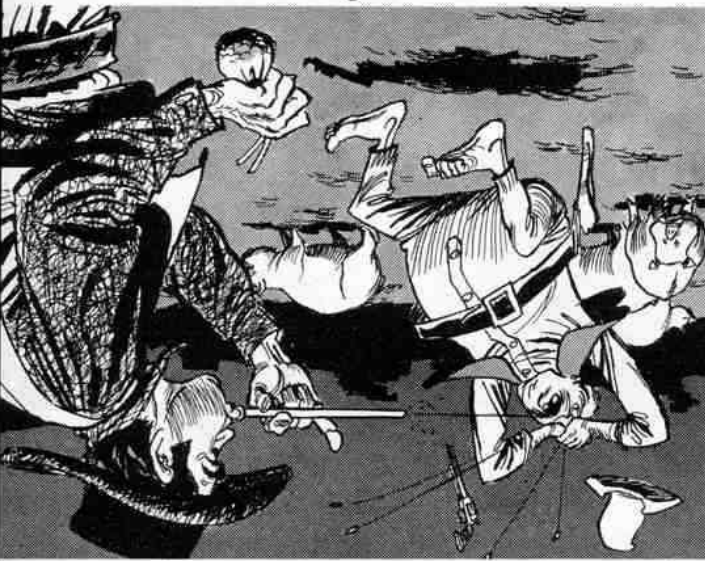
LANVIN PARFUMS • PARIS





**Colt 45: Middle-aged horse.

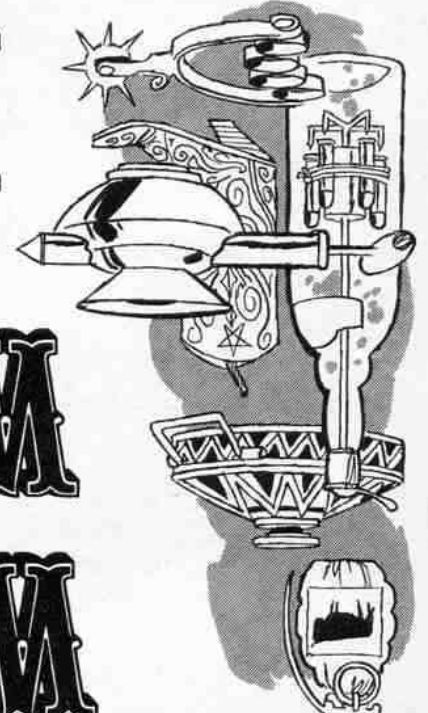
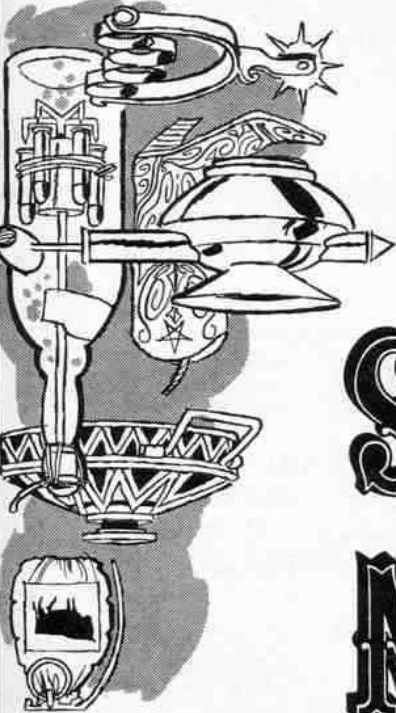
MATT MERINGUE



VINT BLOWHARD

PICTURES BY GEORGE WOODBRIDGE

WESTERN WEAPONS OF THE FUTURE





"Zorro"
carves his initials with
A SWORD

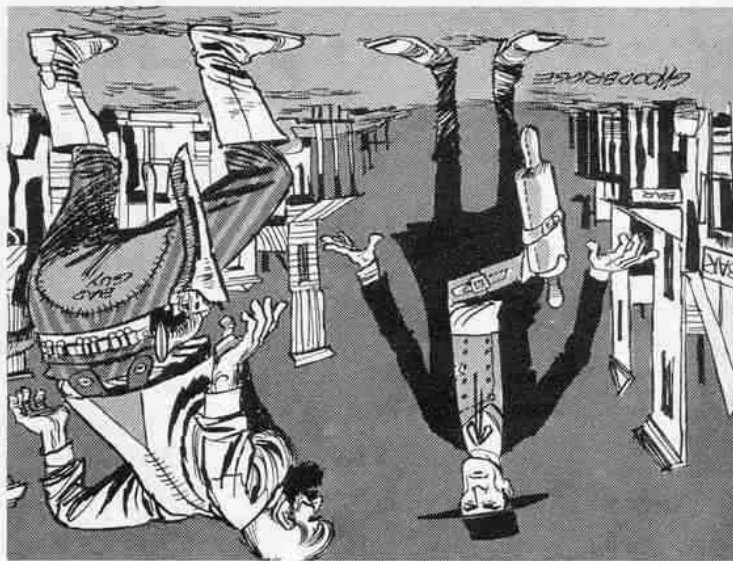


"Jim Bowie"
carves his enemies with
A KNIFE

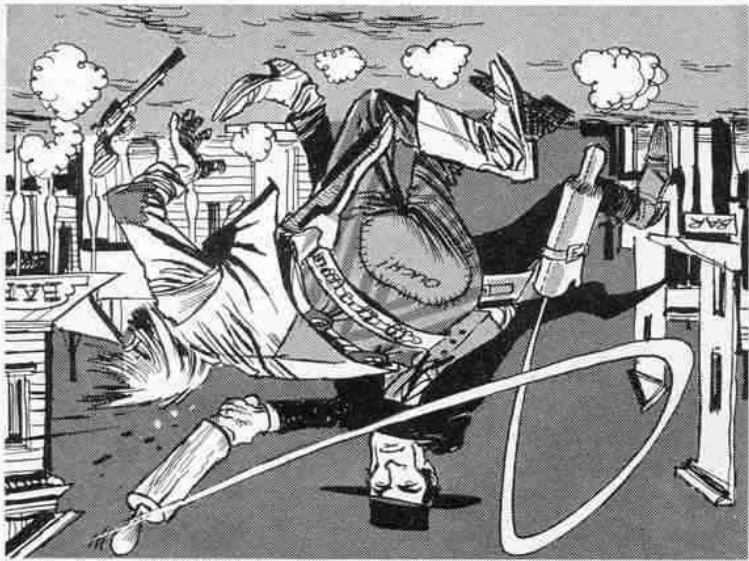


"Bat Masterson"
belts the bad guys with
A CANE

WYATT BOP



BRETT SLING



MAD PREDICTS THAT IN A SHORT WHILE, THE ONCE-MIGHTY SIX-GUN WILL DISAPPEAR COMPLETELY, AND WE'LL BE SEEING A RASH OF NEW TV WESTERN HEROES USING THESE

Photo as used by HOUSE AND GARDEN

Penthouse Decorated in Tasteless Elegance



J. ORLANDO PHOTO SERVICE

The luxury of penthouse living is clearly demonstrated in the apartment of the late New York stockbroker, Irving Finster. Decorated in contrasting tones of lavender and orange, the tastefully appointed living room combines modern beauty with Victorian absurdity. Furniture is by Hans Farshimmelt, carpeting is by Rancid, and draperies are by The Window. Entire room is set off by Chartreuse-tinted indirect lighting. Entire apartment is set off by Dynamic.

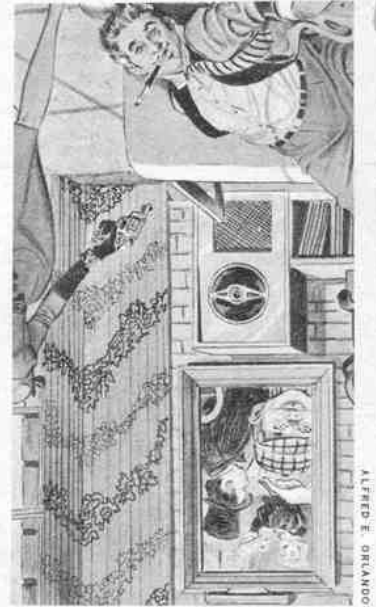
Photo as used by HOLIDAY



The incomparable beauty of the New York skyline at dusk is captured through the glass terrace doors of a 36th floor East Side penthouse on a clear Spring morning.

EARLY VAN DREK PURCHASED BY STOCKBROKER

Photo as used by ART NEWS



"Barnmaid At The Moulin Rouge," painted by the French Impressionist, Scroolous Van DreK, (1850-1950) decorates the New York apartment of the late Irving R. Finster (1900-1959). A well-known collector and art connoisseur, Finster purchased the painting for a price estimated at \$175,000, but actually closer to \$7,98. The painting is an early example of the artist's work during his Blue Absinthine period.

ALFRED E. ORLANDO

Photo as used by HI-FI & MUSIC REVIEW



Stereo Placement
Vital to Proper
Sound Convergence

To attain the best results with your stereo system, it is advisable to set up your speaker units so that the sound converges at the point where you will spend the most time. An example of this is shown by the stereo system installed in the penthouse apartment of the late Irving Finster, stockbroker and Hi-Fi enthusiast. Note that the sound converges on the area of the sofa. Equipment includes Dual 24" Trumpet speakers, a Trumpet 7-speed changer, a Mänge 5-channel amplifier, a Click diamond-studded cartridge, and an Atrocious price tag.

Photo as used by BUSINESS WEEK

VICE-PRESIDENCY OPEN AT MYRTLE, LAUNCH



Wall Street is speculating as to who will succeed the late Irving Finster (shown above) as Junior Partner, and Vice-President of Myrtle, Launch, Purse, Finster and Beansoup. A veteran of 27 years with the company, Finster served 14 years as Vice-President, after working up from Assistant Ticker-Tape-Tosser. Likely replacement is firm's youngest partner, Campbell Beansoup, son of Melville Myrtle, son-in-law of Otto Launch, and first cousin of Harvey Purse.

Photo as used by SPORTS ILLUSTRATED

New jewel-handled
revolver favored
by sportswomen



A new jewel-handled .22 caliber revolver is fast becoming the favorite of sportswomen everywhere. The feminine firearm holds six shells, or five shells and a small lipstick, and measures five inches in length. Small enough to carry in pocket or purse, the weapon is reported to be extremely accurate when fired straight. Other receivers for women are available, featuring handles in- set with pearl, ivory and mink. Created by Miss Ann Wesson, Co.

JOSEPH ANTHONY ORLANDO

FASHIONS

LEADS 1959
SLIT SHEATH



Photo as used by VOGUE

The off-the-back, off-the-shoulder slit sheath has become a "must" item for the off-the-nut well-dressed woman. Exquisitely designed by Pierre Voila in Paris, this original blend of silk and burlap is priced at \$249.50 (Model: Zaida Zuzing)

JO ORLANDO

Today, more and more magazines are discovering that, in order to keep up their high circulation, they've got to print the kind of photographs people want to look at . . . mainly the ones spiced with sex and sensationalism. And this creates quite a problem. Most high-class family-type magazines can't print a picture just for the sake of being sensational! So what can they do? They can phony up a sensational picture with a caption that makes it *look* respectable! To show you what we mean, here are some examples of . . .

HOW

HIGH-CLASS MAGAZINES CAN USE LOW-CLASS PICTURES

THE ORIGINAL PHOTO AS IT APPEARED IN A LOW-CLASS NEWSPAPER

MILLIONAIRE PLAYBOY SHOT BY SWEETIE IN LOVERS' QUARREL



DAILY SFEW Photo by Orlando

Shapely model Zeida Zitzlaff smiles for photos after pumping five bullets into body of millionaire boyfriend, stockbroker Irving Finster. Shooting took place last night after hour-long argument in Finster's plush East Side penthouse apartment. "The heel didn't come across with the mink he promised, so I plugged him!" confessed Miss Zitzlaff.

THE LOW-SILHOUETTE CONCUSSION

This accident is usually caused in two ways — entering the car — or leaving it. Bending low is one way to avoid it. However, extreme caution must be used so one does not accidentally strike the face against steering column.

THE POWER-SEAT CONTRACTURE

The majority of mishaps in this category include only passengers in the rear seats being affected. However, some isolated cases are reporting drivers being crushed against the steering wheel and dashboard while moving forward.

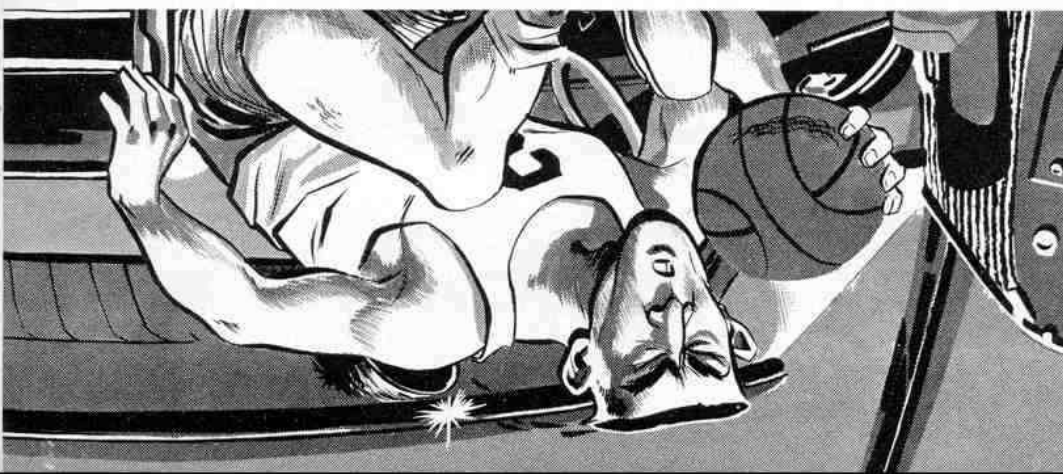
THE SWIVEL-SEAT ABRASION

Not enough reports are available in this category, as this safety feature is a relatively new one. The few that have been received are almost impossible to believe. But by using imagination, we can certainly see the possibilities.

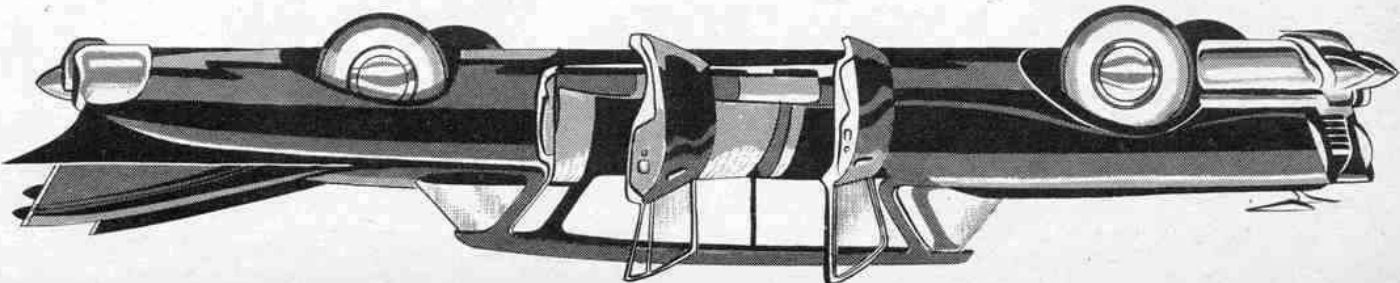
THE SLANT-FENDER SLASH

Even though this latest design style is comparatively new, it has already chalked up quite a few surprised victims. It seems that these razor-edged fenders neatly slice anyone or anything that happens to come even close.

The most amazing difference between old-fashioned auto accidents and modern auto accidents is that it is no longer necessary for the car to be moving!



**Germicide: Nazi form of Hara-Kiri.



AUTO ACCIDENTS

PICTURES BY BOB CLARKE

THE DOUBLE-HEADLIGHT COMA

Once upon a time, this accident was caused by oncoming "brights." With today's double-headlights, it is now even being caused by oncoming "dims." In fact, a few cases were reported occurring in broad daylight with no lights on.

THE HOOD-RELEASE LACERATION

A large number of modern mishaps fall into this category, mainly among service station personnel. Hood acts as if it's stuck, then suddenly springs open, catching victim by surprise—also by chin, nose, teeth, forehead, etc.

THE GAS-COVER AMPUTATION

The high-tension spring which keeps the modern gas tank cover closed contributes much to this injury, but the main damage is caused by the knife-like edges left when the cover itself was stamped out of that metal sheet.

**Hackney: Physician's reflex test.



One need only to compare the automobiles of yesterday with the automobiles of today to note the amazing progress being made in modern auto designs. And one need only to compare the files of doctors and hospitals of yesterday with the files of doctors and hospitals today to note the amazing progress being made in

THERE'S A FORD IN YOUR SUTURE DEPT.

MODERN

THE DAGMAR FRACTURE

One of the commonest of modern auto accidents being reported, this mishap usually succeeds in shattering the kneecaps, fibula, femur, and shins. Shorter people report having teeth knocked out, and also being stuck in the ear.

THE TAIL-FIN GORE

This mishap usually occurs when unwary pedestrians accidentally back up into parked cars. Also, an increasing number of ruptured stomachs are being reported, too, especially from areas where the lighting facilities are very poor.

THE POWER-WINDOW STRANGLE

An increasing number of mishaps caused by this latest innovation in labor-saving devices has been reported, especially among those younger auto passengers who hang out windows. Can be serious if not remedied in reasonable time.



—any kind of sound—and he's mainly interested in obtaining authentic recordings of these sounds so he can give his Stereo set a good work-out.

—any kind of sound—and he's mainly interested in obtaining authentic recordings of these sounds so he can give his Stereo set a good work-out.

STARS

PICTURES BY WALLACE WOOD

Sounds In All Their Natural Beauty

THE WATERFRONT

Glugg

ALBUM No. 226

IN STEREO

I Love PARIS
In Stereo

Two Men from Omaha

Authentic Sounds From The World's Most Beautiful City

Comments of
Two Men from Omaha at the Folies Bergère
Near-Sighted Starlings Flying into the Eiffel Tower
(Car Door Slams by Doormen Who Didn't Get Tips
Toward Nobses at a Convention of Former Premiers)

Sludge
Collector's
Item
A

STEREO SOUNDS of

NEW YORK at

MIDNIGHT

RECORDED AT 30 - 20000 C.P.S.

EARSPLITTING RECORDS

PIGEON FOOTSTEPS IN WASHINGTON SQUARE
 WHEEZINGS OF A MOUNTED POLICEMAN'S ASTHMATIC HORSE
 TWO DRUNKEN U.N. DELEGATES SINGING "ANNIE LAURIE" IN SWAHILI
 CHARWOMEN KICKING THEIR BUCKETS IN LOBBY OF CHRYSLER BUILDING

DOWRY
 MEXICO
 LATE SHOW
 HAMILTON
 GOOD COYS
 PAPER
 FIVE-30
 MIDNIGHT
 RECORDS
 NEW YORK at
 MIDNIGHT
 STEREO SOUNDS of

Just when it looks like Hi-Fi is about to run out of steam, the record companies come up with a new gimmick—Stereo! This innovation carries

authentic sounds in

MILLSTONE RECORDS PRESENT

AN OLD-FASHIONED STEREO CHRISTMAS

A Doberman Pinscher
Tips Over a Christmas Tree
A Christmas Goose
Makes a Final Plea for Clemency
A Child Who Wanted
A Puppy and Received Mittens, Reacts
A Father Comes Home From an Office Party
and Falls Through the Picture Window

SOUNDS OF AMERICAN INDUSTRY

In Stereophonic High Fidelity

demured RECORDS

MASS-GULPING DURING COFFEE BREAK AT RIVER ROUGE
SOUNDS OF THE SHERMAN ANTI-TRUST LAW BEING BROKEN
HEARTBEAT OF A NERVOUS WORKMAN IN A NITRO-GLYCERINE FACTORY
GIANT MACHINES STAMPING LARGE STEEL LUMPS INTO SMALL STEEL LUMPS

Now in Stereophonic Sound

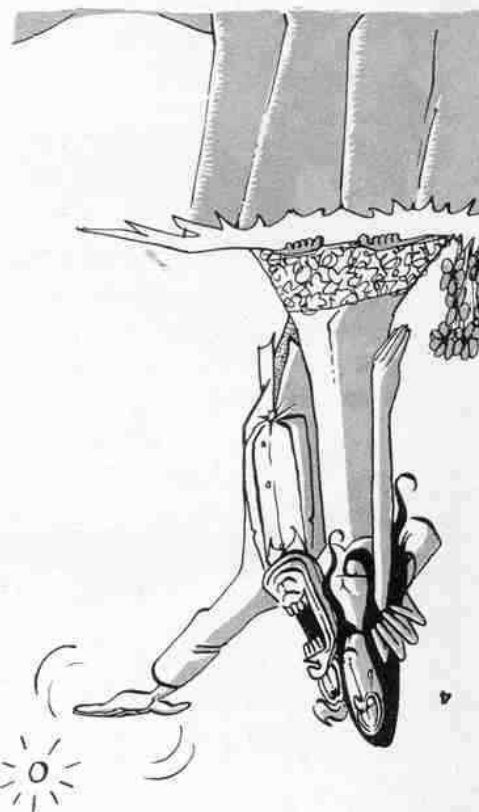
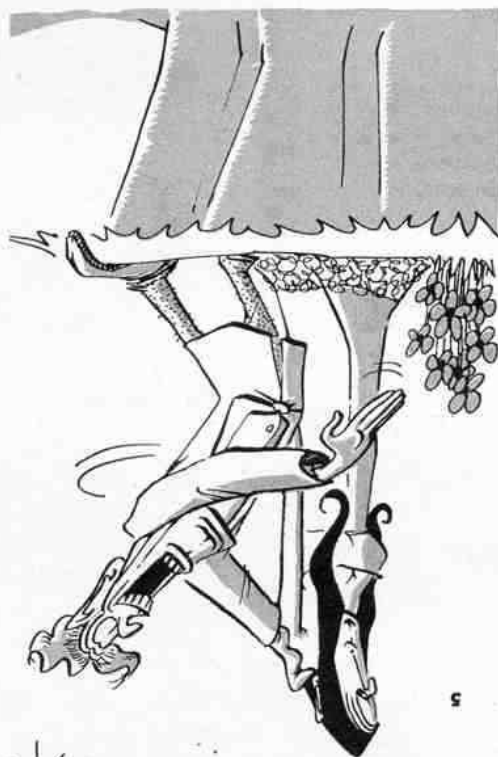
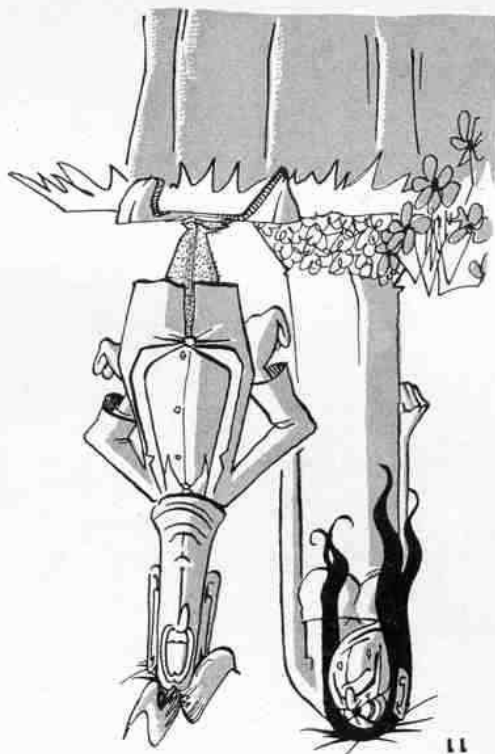
AUTHENTIC RAILROAD SOUND

A B & O Switchman Belching
Three Drunks in a Santa Fe Club Car
A Diesel Horn Filled with Ginger Ale
Collision of a Rock Island Switch Engine
with a Swift Packing Company Cattle Truck

A STEREO Study of the AMERICAN DESERT

Off Center RECORDS

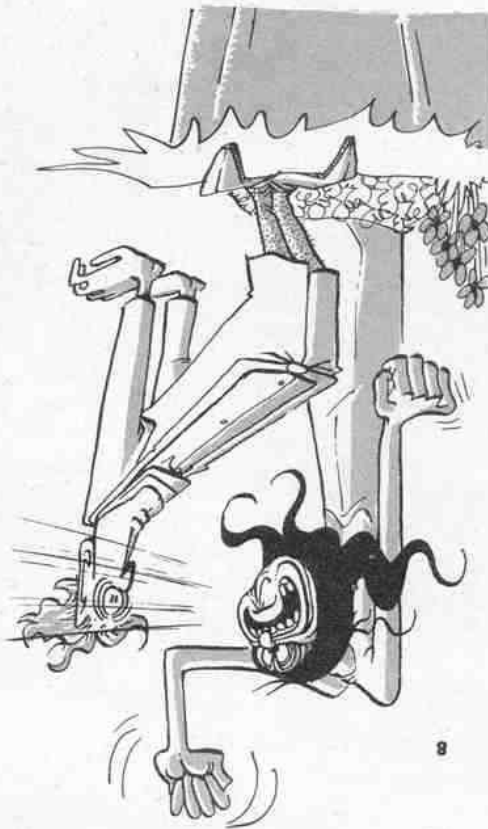
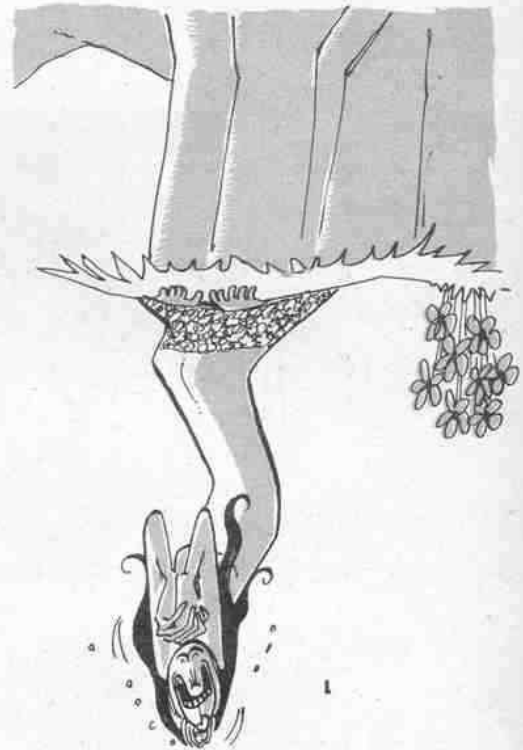
Sounds Heard at Dawn in the American West
SEVEN MINUTES OF NOTHING GOING ON IN DEATH VALLEY
UNLUCKY TOURIST LEAVING LAS VEGAS ON FOOT
THINGS THAT SLITHER, SLIDE AND CRAWL
BELL OF A GOOD HUMOR TRUCK THAT TOOK
THE WRONG TURN OUTSIDE YUMA



SUICIDE

Don Martin, who is kind, and understanding, and tolerant, and an idiot, tells us about the time he was instrumental in deterring

THE





BRETT MAVERICK, who tangles with...



...the Ed Sullivan Show, when it brings you...



...The Steve Allen Show!



...it's such a comfort to take the bus! It's economical and it's fast, too! Greyhound buses go from New York to Boston in only...



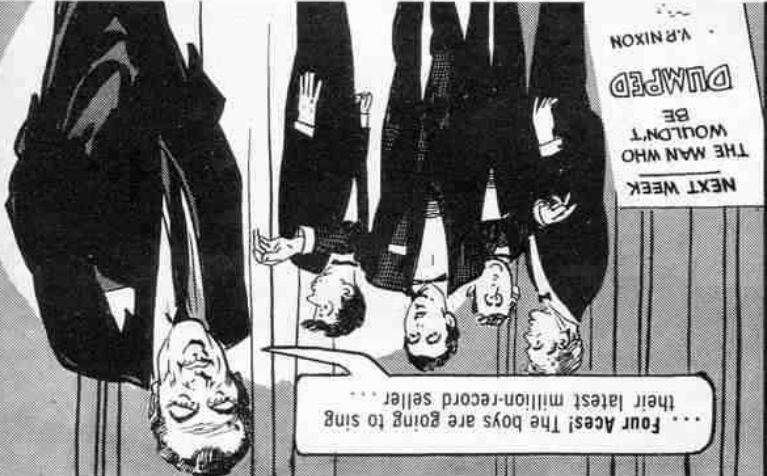
...seven months, and that doesn't include the time spent in the hospital.

Well, your recovery and return to golf will certainly be an inspiration to all of us! As for me...



...A full house! What have you got?

I've got...



...Four Aces! The boys are going to sing their latest million-record seller...

NEXT WEEK
THE MAN WHO
WOULDN'T
BE
DUMPED
- V.R. NIXON

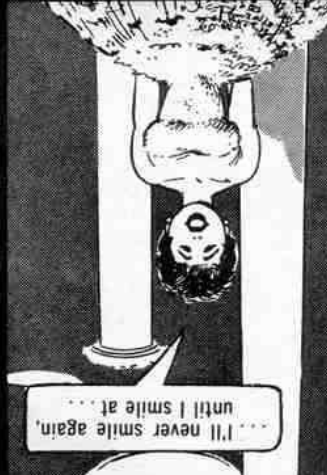


...play the violin! What are you going to play for us, Jayne?

Well, I thought I'd start off by playing...



...around in the audience. There he is! C'mon Mickey! Stand up! I see you...



... The Belgian Congo Ballet Company dancing their prize-winning ballet "Afternoon of a Headhunter." So here they are, led by their prima ballerina...

... I'll never smile again, until I smile at...



"Vesti La Giubba!" So here he is, ladies and gentlemen... that great tenor of the Metropolitan...



... Golf Course... BEN HOGANI Ben, you've been playing a lot of tournaments. Just how important is driving?



Very important. Ed! When it comes to driving...



... and I see you, and raise you ten thousand!

Ten thousand dollars! That's an awful lot of money...



... for a cup of coffee! So he says, "I like to tip big!" And speaking of big tips, a funny thing happened to me on the way to the studio. And speaking of studios, Steve, I see you've got...



... JAYNE MANSFIELD! Well, Jayne, it's nice to have you back on our stage! You know, my wife's name is also Jayne!

How oddley! My husband's name is also Mickey! You remember my husband, Steve? Mickey...



... Mantle! Mickey is in our audience! So let's hear it for him, and maybe he'll stand up and...

In fact, more often than not, this dial-switching manages to come up with some unexpected and far better entertainment than each channel is actually presenting. The only danger in this practice lies in the risk of switching at the wrong moment, so that you end up watching an hour of TV commercials. And that's why we call this pastime...

PICTURES BY MORT DRUCKER

EVENING ROULETTE



**Fugue: Be-Bach.



CHANGE FOR THE BETTER DEPT.

Every Sunday night, TV viewers all over the country are faced with a dilemma: whether to turn on Steve Allen, or Ed Sullivan, or stick with Maverick and see how it ends! We of MAD have solved this problem by the use of judicious dial-switching. That way, we get to see the best of the eight-to-nine TV fare no matter what channel it's on.

SUNDAY TELEVISION

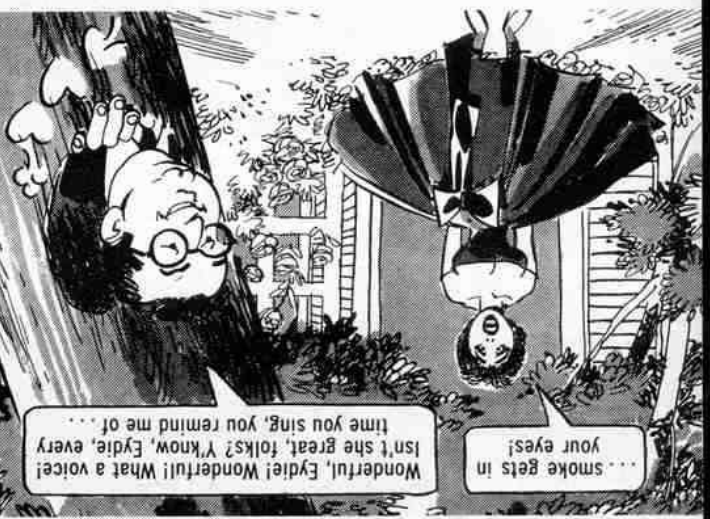


It's THE STEVE ALLEN SHOW—with Steve's special surprise guests: Ed Sullivan, Henny Youngman—and tonight's extra special surprise guest star...



ED SULLIVAN!

Thank yew! Tonight, we have a really big shew lined up for you! We have Señor Wences—Ben Hogan—The Four Aces—and a special treat! Some-thing big. Something REALLY BIG!



Wonderful, Eydie! Wonderful! What a voice! Isn't she great, folks? Y'know, Eydie, every time you sing, you remind me of...

...smoke gets in your eyes!



That's right, boys! And we're gonna have a friendly little game of 7-card stud! Okay?

MAVERICK!

...BRETT

**Foul Play: Last night's TV drama.



SEÑOR WENCES! Let's hear it for the Señor! And now, a word about the big new Mercury, the only car in America today that gets up to 25 miles per gallon of...



...DRANO! Just pour a little DRANO into your...



POLAROID LAND CAMERA... and in just one minute, you have a finished picture. Now, let's take a look at the one I just took of...

don't
LOOK
like an
APRIL
FOOL



subscribe to
MAD

Then, when the next issue comes out in April, you won't LOOK like a fool asking for it at your local newsstand. Instead, you'll merely FEEL like a fool asking for it at your home.

MAD SUBSCRIPTIONS

225 LAFAYETTE STREET
NEW YORK CITY 12, N. Y.

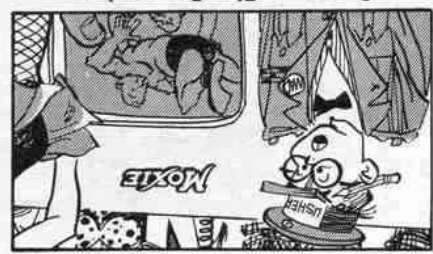
You're right! I'm tired of LOOKING like a fool for each issue of MAD. Please enter my name as a subscriber and send me the next nine issues. Enclosed is \$2.00. Now I can FEEL like a fool waiting for it to come in the mail.

NAME _____
ADDRESS _____
CITY _____
STATE _____

SCRIBBLY

Several years before your magazine started, there was a short-lived comic book called "Scribly". Now, eight years after its demise, "Scribly" shows up on page 11 of your January issue in an usher's uniform. I didn't think anyone remembered him but me.

K. H. Richter
Johnstown, N.Y.



Someone Else Remembers

On reading your January issue, I was pleased to note that a picture of "Scribly" had found its way into a crowd scene. For years, I was a "Scribly" fan, and it's nice to know that someone besides me remembers the earlier efforts of Sheldon Mayer.

Sheldon Mayer
Rye, N.Y.

EDUCATIONAL AID

Recently, I told my Math teacher my ideal was Alfred E. Neuman. For the rest of the Math period, I had to listen to a tirade on how clods like you were ruining America's youth. After the lecture, I told my teacher I was going to try to get a letter published in MAD. He cheerfully answered that if I did, he'd try his best to get me expelled from school. What do you think of that?

Ronald Solberg
West Englewood, N.J.

We think it's a grand idea. Here's your letter. And thank your Math Teacher for helping us in our campaign.—Ed.

FOR THE YOUNG IN HEART

I am only 73 years old, but — in this generation's vocabulary — your magazine is "the most"! Just what we need today! Esther O'Mara
Trenton, N.J.

Please address all correspondence to: MAD, Room 706, Dept. 46, 225 Lafayette Street, New York 12, New York.



WHO IS SHE?

Ever since I paid my two bits for the Jan. issue of MAD, I've dreamed about that beautiful face. Who is that divine woman on the back cover?

Larry Swanson
Denver, Colo.

Who's the chick on the back cover of your January issue?

Bob Vogel
Fullerton, Calif.

Who cares about all the men on your staff? Leave them guys to Linda, Gail, Barbara, and the rest. I want to know the name of that beautiful dame on the back cover of your Jan. issue.

Peter Olin
Utica, N.Y.



What's Her Name?

As a matter of fact, as yet we haven't found out her name ourselves! Perhaps you readers have some suggestions?—Ed.

THE WRONG MADISON

Who goofed? In the Jan. issue's margins, there is a "For Sale — Cheap: A Handy Guide to Madison, Wisconsin — Frank Sinatra". Everybody knows that Frankie-boy put in his time at Madison, Indiana, and since we had to put up with him, I think we deserve the correction. George Willick
Madison, Indiana

MENTAL HEALTH

I have a subscription to MAD. After reading one of my issues, my father decided to get one, too. He now keeps all his MAD's in his waiting room. He's a Psychiatrist!

Sally Hartley
New York City

THEY'RE SWEEPING THE COUNTRY!

Yes, Street-Cleaners are sweeping the country, gathering up those full-color reproductions of Alfred E. Neuman, MAD's "What-Me Worry?" kid, that readers everywhere are throwing out. If you want one, to keep these dedicated men busy, mail 25¢ to: Dept. "What-Color?", c/o MAD, Room 706, 225 Lafayette Street, New York 12, New York

MAD

goes on RECORD

And here it is...



Yes, the magazine that has irritated your blood-shot eyes for so long now switches its attack to your wax-crammed ears... on

RCA VICTOR'S BRAND NEW HI-FI LP ALBUM

MUSICALLY

MAD

mis-led by

BERNIE GREEN

with the

STEREO MAD-MEN

and featuring

HENRY MORGAN

AVAILABLE NOW AT YOUR FAVORITE MUSIC SHOP

OR BY MAIL (WHICH GIVES US A BIGGER CUT!)

MAD RECORDS

DEPARTMENT MM
225 Lafayette Street
New York 12, N. Y.

I've been buying "Mad Magazine," and I still can't believe my eyes, so send me "Musically MAD," and I probably won't believe my ears!

NAME _____
ADDRESS _____
CITY _____
STATE _____
() I enclose \$3.98 for the Hi-Fi LP Album
() I enclose \$5.98 for the Stereo LP Album



IF YOU HAVE THE FEELING MANKIND IS DOOMED, READ

THE LATEST MAD POCKET-SIZE BOOK

THE BROTHERS MAD

(And convince yourself that it's true!)

This fifth collection of humor, parody, satire, and garbage joins "The Mad Reader", "Mad Strikes Back!", "Inside Mad", and "Utterly Mad" in our insidious campaign to split your sides and rot your mind.

YOURS BY MAIL FOR 40¢

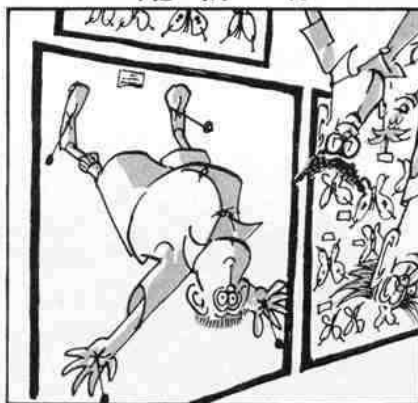
THE COMPLETE COLLECTION—ALL FIVE—FOR \$1.75

MAIL MONEY TO: MAD, POCKET DEPT.,
225 LAFAYETTE ST., NEW YORK 12, N. Y.

It is quite obvious that your splendid artist, Don Martin, is no butterfly collector. You never mount butterflies by sticking pins through their wings!

Charles Johnson
Urbana, Illinois

Never Like This



As a member of the Lepidopterists Society, I feel it is my duty to protest against the insult directed at us by Don Martin. His drawing on page 18 of the January issue has the effrontery to suggest that a prize is being given for a specimen mounted in such a way that it has been permanently damaged and is of absolutely no scientific value. The pin should always be through the thorax (chest), and never through the wings, as this will invariably tear them.

William L. Wharton
Bozeman, Montana

BUTTERFLY MOUNTING

Irene LaCapria
New York City

Every time an issue of MAD comes out, I quickly turn to the Letters Page to see if that bomb in your mailbox has gone off. I hope you will get it out of there before it does, as I live right next door at 227 Lafayette Street, and frankly, it's got me worried!

WORRIED NEIGHBOR



Actually, we've been plastering "MOXIE" all over the magazine because we feel it ought to be restored to the popularity and place of prominence it once enjoyed upon the American scene. Yessiree, let's "BRING BACK MOXIE!"—ED.

FOR A HAPPY MARRAGE

Every time your latest issue appears, my husband and I fight over it. Here's the box score. Three bloody noses, two fractured skulls, and one severe beating about the head and shoulders. Just one request: Please stop publishing, so we can stop killing each other!

Lila M. Vail
Miami, Fla.

What does it mean? What are you guys trying to do?

Tom Sabo
Hammond, Ind.

Here's a new book title for you: "What is the new words? Moxie! What does it mean? Five thousand letters to the Editor!"

Roger Goldman
St. Louis, Mo.

Bob Quick
Berkley, Mich.

You will probably get thousands of letters asking you what "MOXIE" means, so I won't write you a letter asking what "MOXIE" means.

Ronald Keperman
Bronx, N.Y.

After making great strides in the linguistic category of literature, like "What Me Worried?", "Portzbebie", and "It's crackers...", you have brought upon the MAD reader something which petrifies your past achievements. Mainly—"MOXIE". What gives?

Dennis Hotaling
Seattle, Wash.

I have been reading MAD since it was an unknown 10¢ comic book. Up till now, I've put up with things like "portzbebie", "axolotl" and "It's crackers" to slip a rozzter the dropsy in snide. But now, I have had enough! What I'm trying to say is, what's with this "MOXIE" jazz?

MOXIE



"MAD" expresses the teenagers' cynicism about the world of mass media that their elders have created... as... "The New Yorker"—Nov. 29, 1958

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This new dial-switching game solves the problem of what Sunday night TV show to watch. Everybody wins except the Trendex.



MODERN AUTO ACCIDENTS . . . 12
 Every year, innovations are added to automotive design which bring a new look to the cars, and to the accidents they cause.



LOW-CLASS PHOTOS . . . 15
 To sneak in sex and sensationalism, here is how high-class magazines can take low-class photos and use the cream of the crop.



FUTURE WESTERN WEAPONS . . . 18
MAD suggests some future TV western weapons which prove effective but pose a vital problem: Where do you carve them notches?



THE HIP PERSUADERS . . . 20
 If Madison Ave. phrased their ads in the jargon of the "hip" generation, besides "hard" and "soft", we'd now have "cool" sell.



HOW TO TRAIN YOUR MASTER . . . 23
 This manual on The Care & Feeding of Humans has been prepared especially for dogs, and guarantees them a new leash on life.



MAD'S HANDY PHRASE BOOK . . . 27
 A Guide Book for travelers going abroad today containing handy little phrases to protect these misunderstood Americans.



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 Follow-ups on fairy tale dream castles constructed by Andersen, Grimm & Co. have shaky foundations.



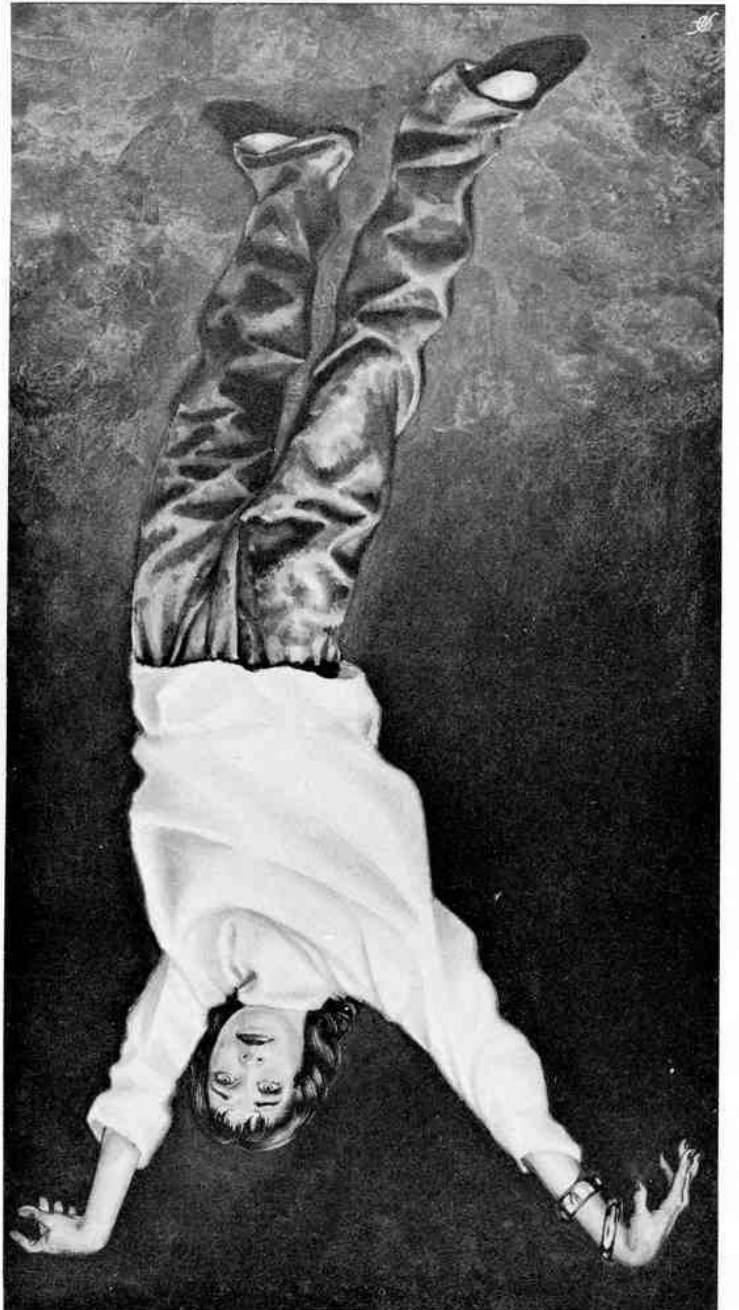
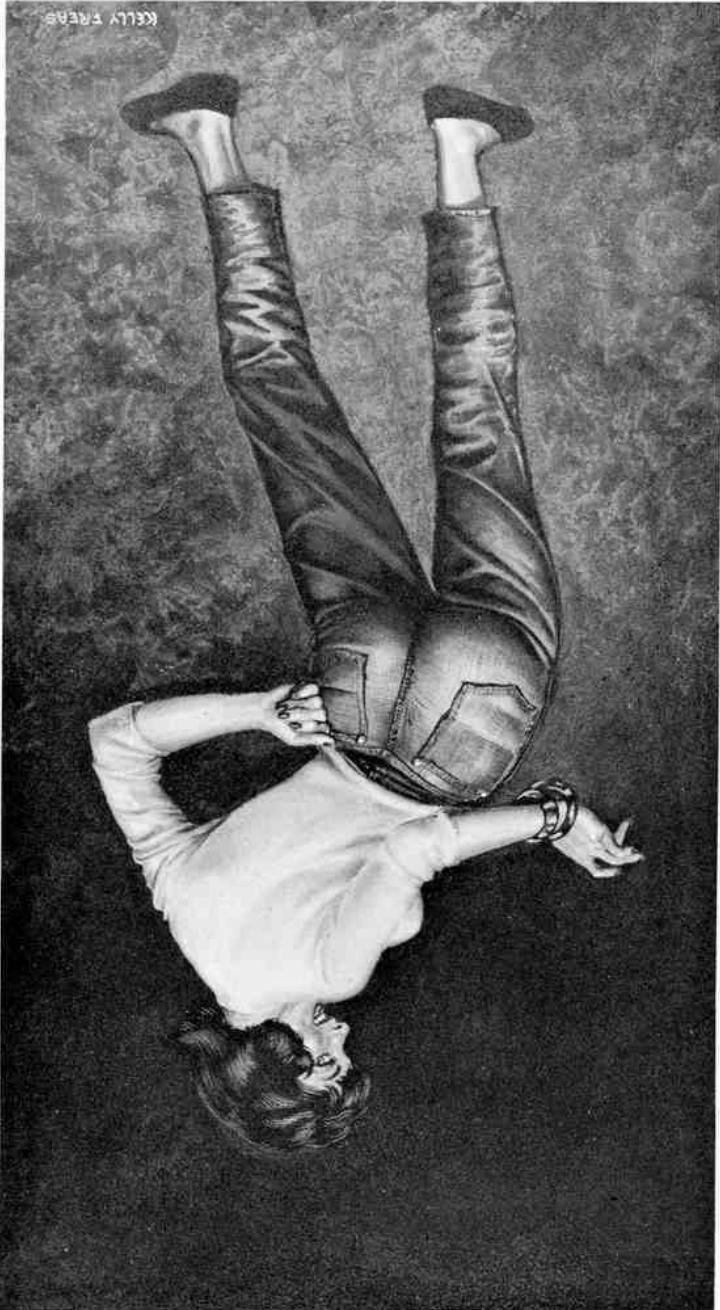
TRADE © MARK

•SAMFORIZED•

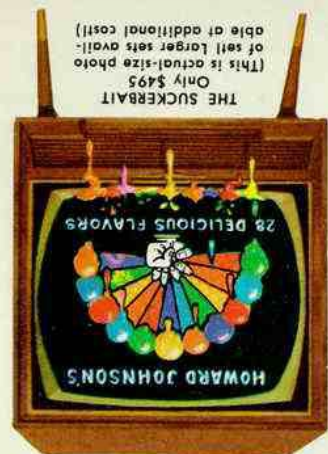
When a wash-and-wear cotton shrinks, it deserves to be called wash-and-bewitch. And unpleasant as it sounds, some of the new wash-and-wear cottons cannot shrink — right into that tight fit. How can you tell which ones won't? Easiest thing in the world. Just look for the "Samforized" trademark on wash-and-wear, and then don't buy it. Get any other cotton, and you can be sure it will wash cheerfully, shrink happily, and fit seductively.

For that form-fitting wash-and-wear, avoid the "Samforized" label!

Wash and Wish...or...Wash and Bewitch?



See the difference Color TV makes...



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION (NOW THAT WE SPENT ALL THAT MONEY, WE GOTTA SELL IT!)
 RGA Victim Factory Service Contract. Efficient service for inefficient sets. Only RGA Victim TV owners can buy on RGA Victim Factory Service Contract. We must limit it that way! We got enough troubles keeping our own sets working without taking on the responsibility of other manufacturers' lemons!

the original black-and-white film — *up!*
 Well, the weather map comes up real clear in Color so you can almost understand it!

With RGA Victim Color TV, nothing is left to the imagination anymore. Note how the blue costumes of the dancing girls hardly show up in black-and-white! Then note how, in Color, you see every detail, and there's no chance of ever imagining they *er-uh-humm!*
 Well, there are other programs which are much better examples of what we mean. Take a prize fight, Frinastace. In black-and-white, it's pretty tame. But, in Color, you actually see every gashed ey — *er* — every stream of bl — *uh* — every ripped and torn — *ahem!* How about an old movie? In Color, every scene is captured in the sharp contrast of

