

MAD

Our Price
25^c
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 JACKETS225 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 indicated my size(s) — S, M, or L. Hey, y'know I'm beginning to feel MAD already, falling for this ad!

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

NO. OF JACKETS _____

SIZE(S) _____

AMOUNT ENCLOSED AT \$4.95 each _____

(S) small
(M) medium
(L) large

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

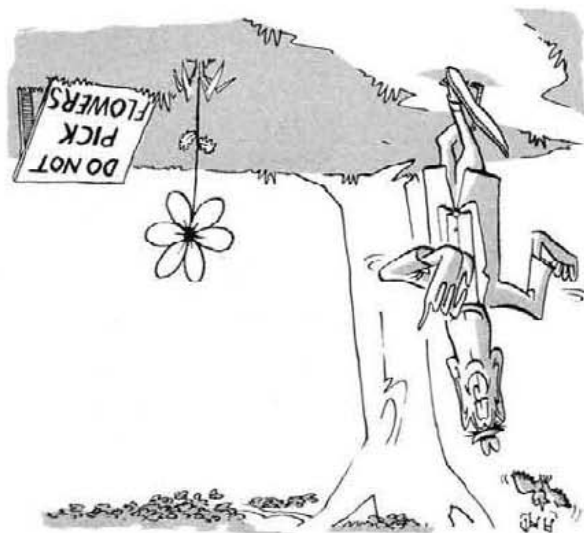
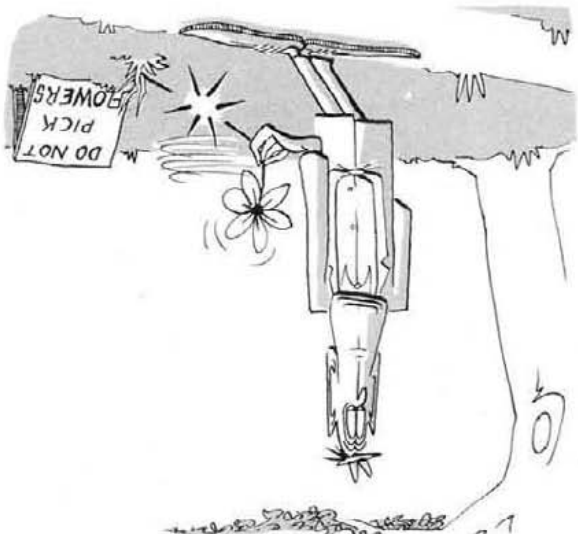
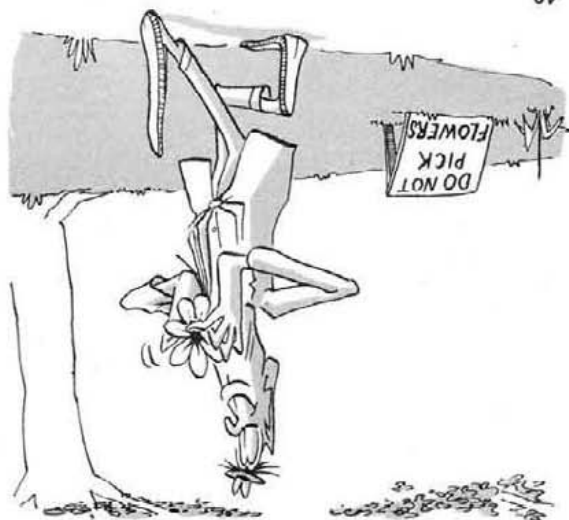
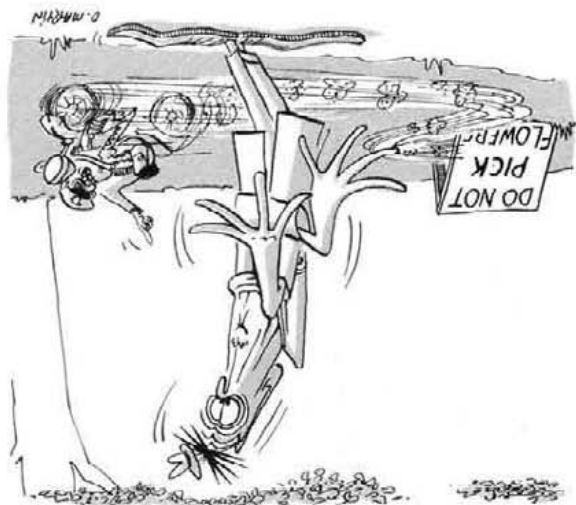
beer, a loaf of bread, a hatchet, a clarinet, a sub-machine gun, etc. (Not all at once, though—but one at a time!) Also handy in case you break both your arms, as outside criss-crossed pockets cradle arms comfortably—no sling needed. Printed on back in four permanent colors. Trompe l'oeil (phony) belt 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.

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

MAD STRAIGHT JACKET

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





ON PICKING FLOWERS

For his parting shot this issue, Don Martin downs three fingers of Jack Daniels, and leaves us with his sensitive observations



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.

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



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.



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.



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



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



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!



**Cladator: Happy cannibal widower.

The Royal Physician finally put her on tranquilizers. But still, the Princess couldn't eat or sleep. And so, after a hundred years in bed, Sleeping Beauty wound up with a bad case of insomnia.



Unfortunately, just as the trick 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.

Notice
MORNING
MORNING
MORNING

... and they were happy ever after. Red Riding Hood had brought in her basket. Then, they all sat down to enjoy the food that her granddaughter, and thanked the woodsman. Little Red Riding Hood's grandmother came killed the wolf with one blow of his axe. the cottage. When he saw what was happening, he Red Riding Hood cries for help, and rushed to a woodsman, chopping trees nearby, heard Little



Remember ...
Little Red Riding Hood

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.



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

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 all standing in their places, fast asleep.



Remember ...
The Sleeping Beauty

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!

It wasn't so easy for the Princess to adjust to modern living. In her time, people were still churning their own butter, wearing their own fax, 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...



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 ...
Jack and the Beanstalk

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.



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 Lavid's book, "Combustion!"



The trail led straight to Hansel and Gretel, who confessed proudly. Overnight, the Hansel-Gretel case became 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!



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.



Quisling: A small contestant.

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



Some fairy tale follow-

THE HAPPY ENDINGS

Remember how them fairy tales you used to read (and may-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?

“—and they lived happily every after.”? Well, we've been

Remember . . .



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!

Beauty and the Beast



went, and look him in her arms, and told the 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
didi kids go
around showing
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!

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

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!

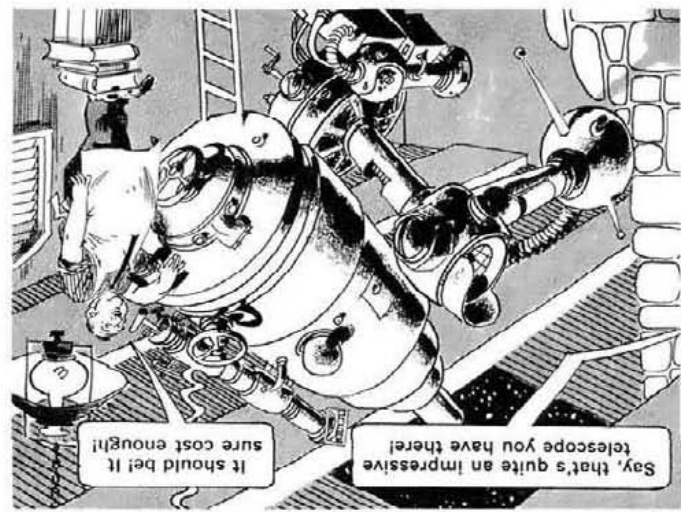




ADS WE'D LIKE TO SEE

**Expense Account: Padded Sell.

The Vicejy Ad



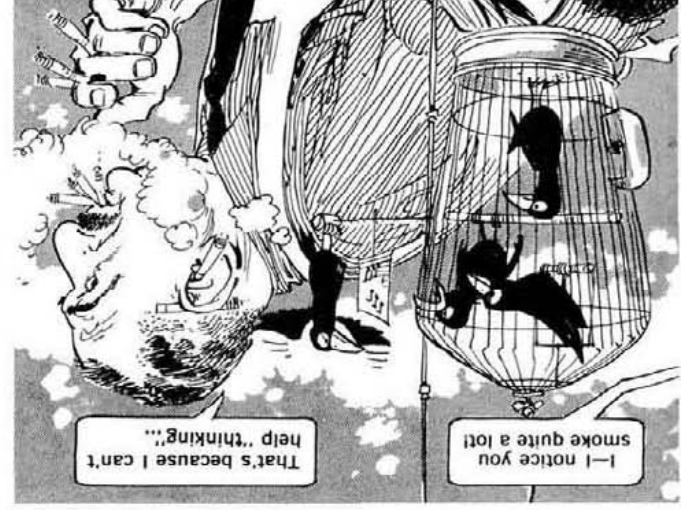
Say, that's quite an impressive telescope you have there!

It should be! It sure cost enough!



What cigarette do you smoke?

"Vicejy! It's a 'thinking man's' cigarette!"



I—I notice you smoke quite a lot!

That's because I can't help "thinking"...



You must be an Astronomer!

If you must know, I'm a Chicken-Flicker! Astronomy is just a hobby with me!



I take it you recommend Vicejy to everybody?

I recommend that everybody think for himself!



Really? What can't you help thinking about?

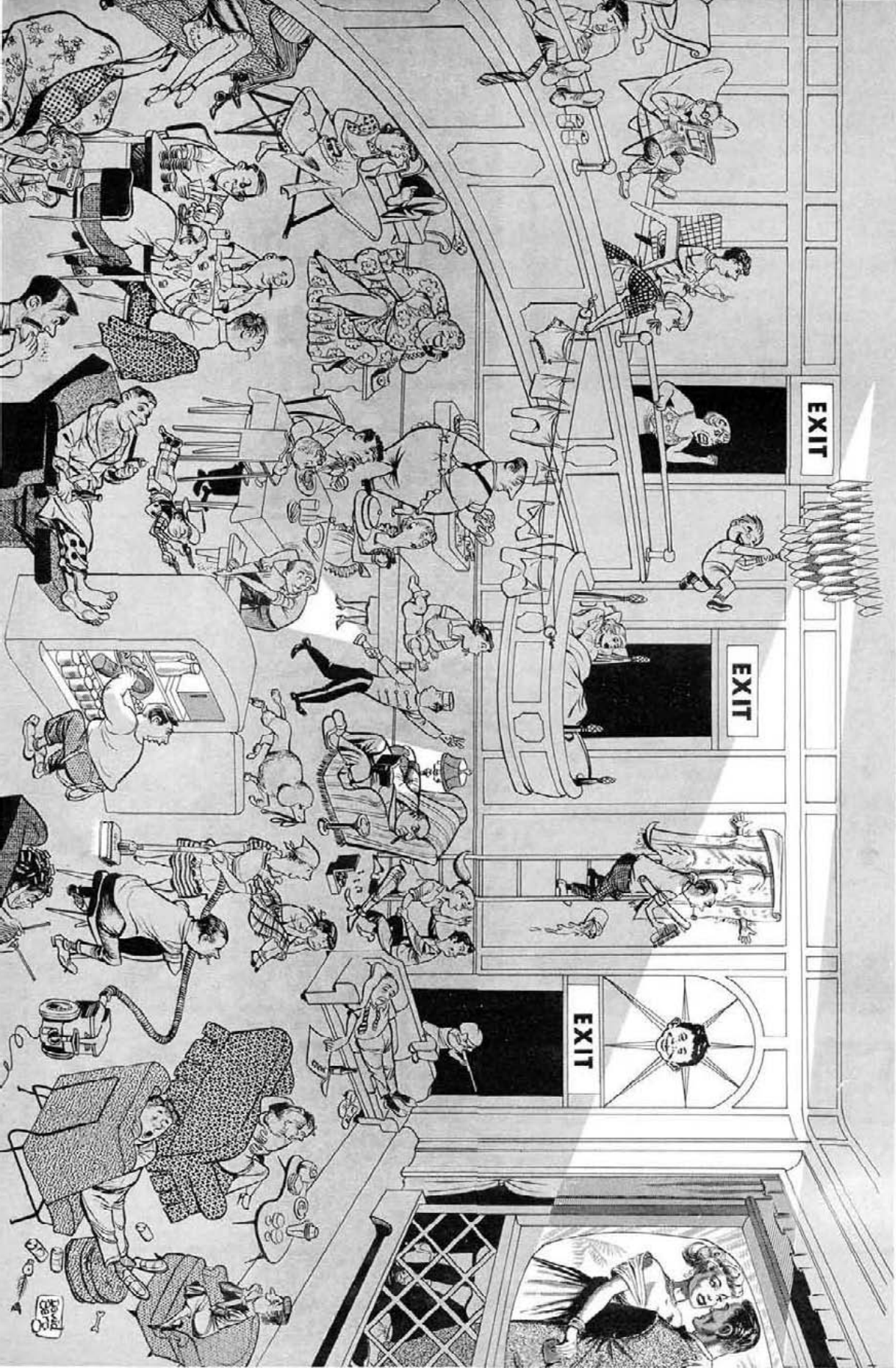
I can't help thinking about how in this big fancy expensive telescope heck I'll ever be able to pay for on a Chicken-Flicker's salary!

PICTURES BY MORT DRUCKER

AND HERE ARE THE RESULTS . . .

Thus, by adding a few accessories, and re-designing the interiors to look like everybody's home, theater-owners

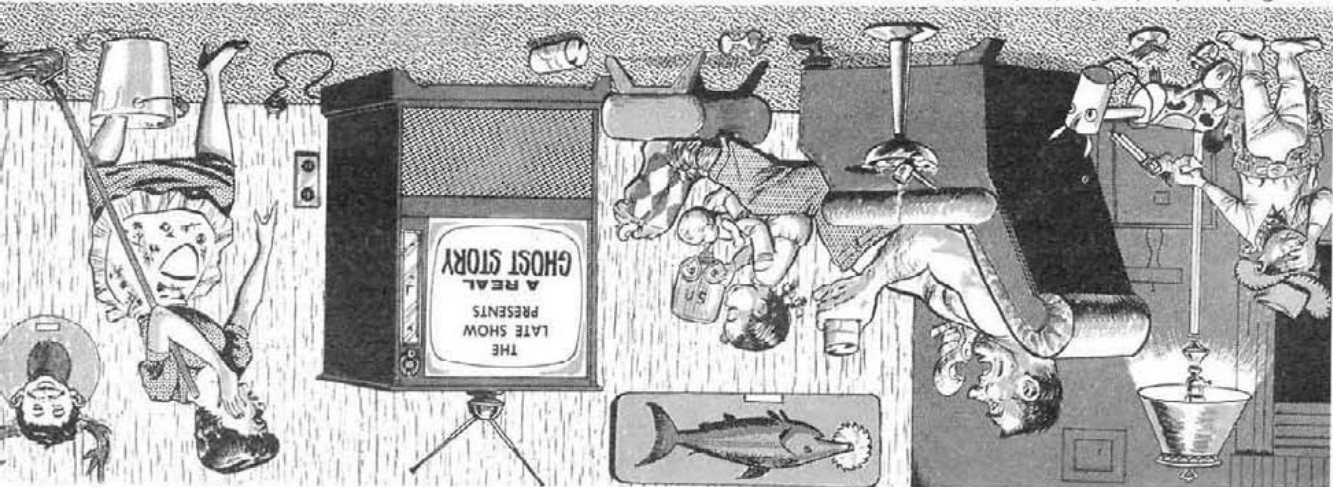
would play to packed houses every night. Of course, they wouldn't have to bother if Hollywood made better movies.



MOVIES ARE EMPTIER THAN EVER

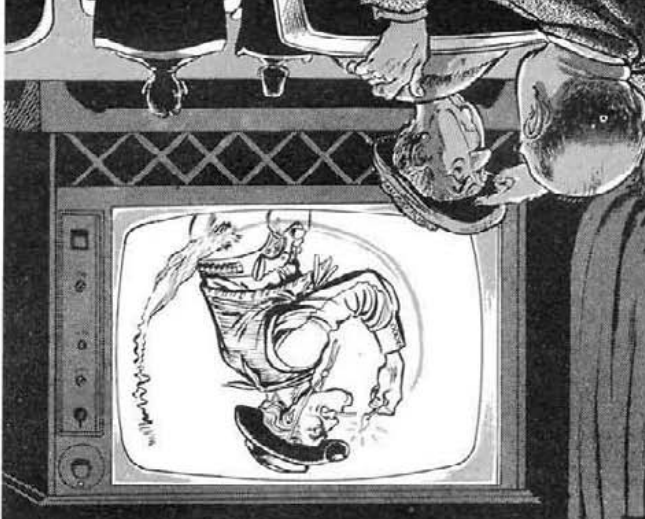
**Water Cooler: A small body of water completely surrounded.

STORY AND PICTURES BY DAVID BERG

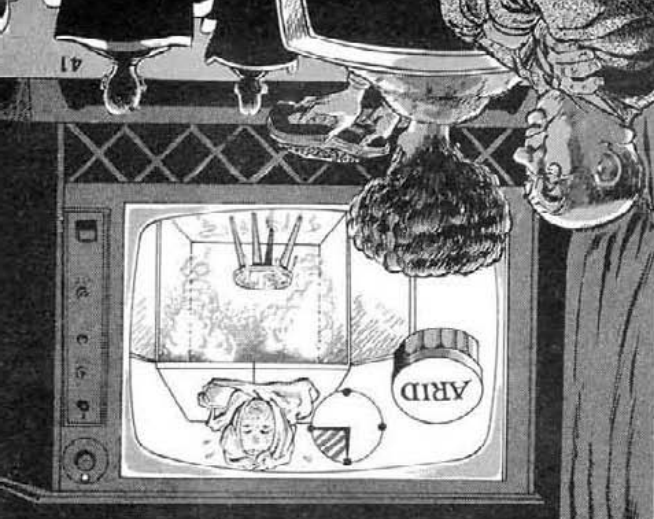


On the other hand, why should he bother when he can plop down into a soft easy chair, dressed as he's pleased, in the comfort of his own home, and do his own baby-sitting while he watches an awful movie on TV *free-for-nothing!*

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.

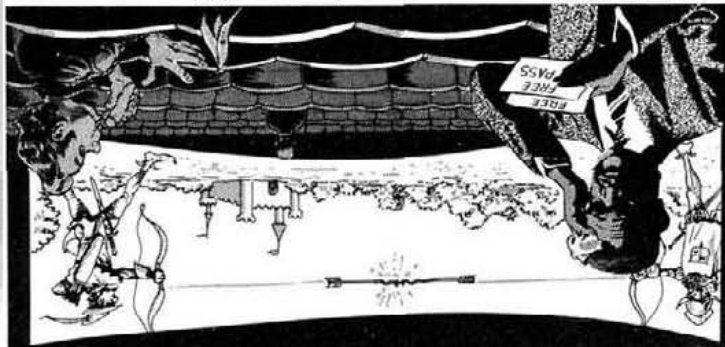
IN AN EFFORT TO STIMULATE SAGGING BOX-OFFICE RECEIPTS AND TO KEEP MORE AND MORE MOVIE THEATERS FROM GOING OUT OF BUSINESS, HOLLYWOOD HAS RESORTED TO SOME DESPERATE MEASURES



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!



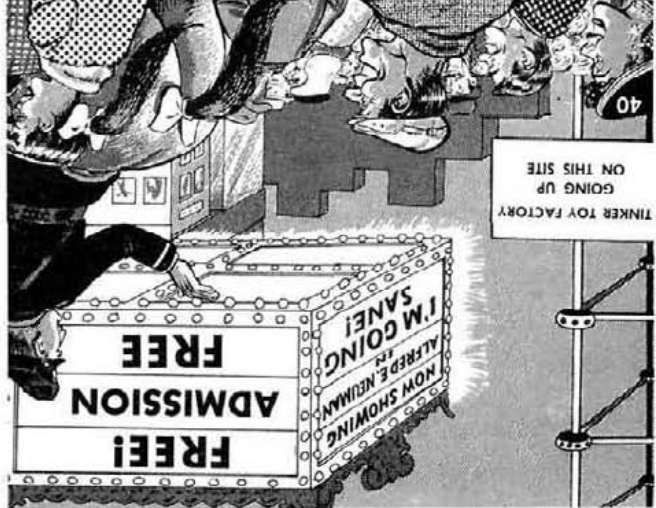
When he gets to the movie, he has to pay an outrageous admission charge!



All this so he can sit in a straight-backed chair and see an awful picture!

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

ALFRED E. NEUMAN
I'M GOING
TO
NOW SHOWING



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

REFRESHMENT
COUNTER
Featuring
Moxie

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...

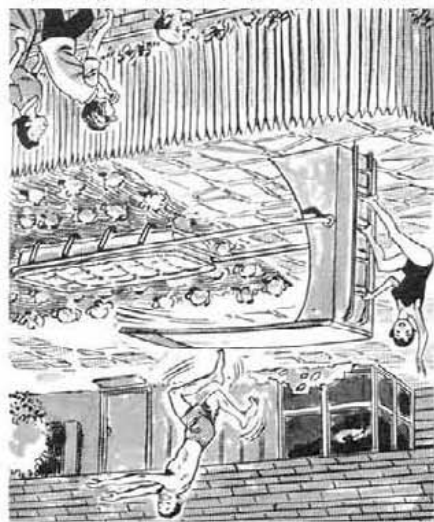
SUCCESS SYMBOLS

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 its right are a few of the other more clever 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)



Simple, but effective — merely place a pseudo-tax 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.

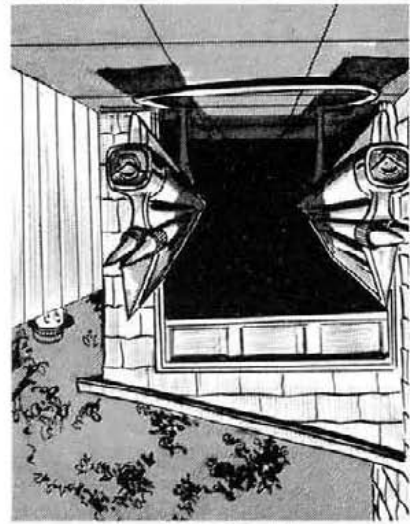
Unit consists of simulated split-wood screen fence with diving-board. Gives impression of big, beautiful backyard swimming pool. Owner can don trunks, climb ladder, and dive off. Owner can also break leg doing this, so safety-mattress is available at small charge.

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!

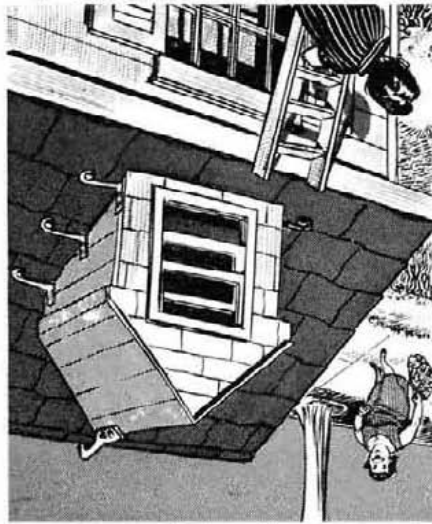
MAD'S CUT-RATE

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,

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 cardboards. 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.

CORRUGATED FAKE BARBECUE (\$2.85 each)



BEAVERBOARD FAKE BARBECUE (\$3.99 each)



DURO-PLASTIC FAKE BARBECUE (\$7.95 each)



**Beggars: Alibi manufacturer.

UNFORTUNATELY, CUT-RATE SUCCESS SYMBOLS

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

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,
 Blazing higher, fierier pyre — funeral blaze that told me with a final roar
 Brighter 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**



WE GOTTA SEND LITTLE ANNIE BACK TO THE ASYLUM...
 YORE TRYN' TO CUT ME OUTTA YORE WILL, THAS WHAT YORE TRYN' TO DO... AH! I'LL GET YUH FERR THIS, BIG DADDY...



MICKY SPILLANE

BUT... BUT WHAT ABOUT ME?
 GET LOST, SHORT- STUFF! FRITZI! AN' ME, WE GOT BUSINESS!



OH, THAT'S MY AUNT FRITZI!
 BABY, THIS IS A NICE COZY PAD YOU... KAZOWIE! WHO'S THAT??



OH, WHAT A BAD OPERATION! I DID MY DURANDEST TO SAVE HIM! LOOKS LIKE HE DIDN'T FULL THROUGH!



BUT HOW COULD I EVER REPAY YOU? BY HOOPING INTO MY MG AND DROPPING OVER TO YOUR PLACE FOR A NIGHTCAP!
 WELL, WE HEAR CAPTAIN! HE CATCHES US IN DER HEAD!
 NOW, YE RUN! HERR CAPTAIN! ISS ALL RED!



FORGET IT, SISTER! I DON'T LIKE TO SEE CHEAP HOODS MESSING UP SWEET KIDS LIKE YOU!
 THANKS, SLOGGO! HE WAS GETTING FRESH!
 VICH MEANS DOT VEN



HE WAS GETTING FRESH!
 HE WAS GETTING FRESH!
 HE WAS GETTING FRESH!

**If Mickey Spillane Wrote:
 NANCY**



AH FEEL OLD, BIG DADDY! DO ANNIE... NOW, HUSH UP... YUH LOOK FINE, LITTLE MAKIN' OUT YO' WILL & WHY YUH BIG DADDY? 'CAUSE YO BIG DADDY JUST FOUND OUT HE'S A-DYIN', LITTLE ANNIE!"



IT'S 'CAUSE YUH DRINK TOO MUCH... THAT'S WHY YO'RE NEVER TO TELL ME TET LITTLE ANNIE... AH TOL' YUH



YUH LOOK FINE, LITTLE MAKIN' OUT YO' WILL & WHY YUH BIG DADDY? 'CAUSE YO BIG DADDY JUST FOUND OUT HE'S A-DYIN', LITTLE ANNIE!"

If Tennessee Williams Write: Little Orphan Annie



THERE'S A BRIGHT GOLDEN CYST ON HIS ELBOW! THERE'S A BRIGHT GOLDEN CYST ON HIS ELBOW! HIS PULSE IS AS WEAK AS A DRIED-UP OLD CREEK AND I THINK THAT HIS KNEECAP IS STARTIN' TO LEAK!

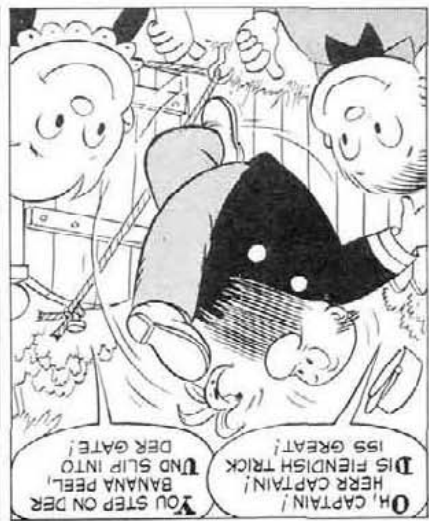


OH, WHAT A BEAUTIFUL SCALPEL! I GOT A BEAUTIFUL FEELING WE CAN STILL SAVE HIS POOR LIFE!



WON'T YOU PASS ME THE NUMBER 5 SUTURE! HIS SKIN'S GETTIN' CLAWNY, AND SOMEHOW I THINK THAT HE AIN'T BREATHIN' RIGHT!

If Rodgers & Hammerstein Write: Rex Morgan, M.D.



OH, CAPTAIN! HERR CAPTAIN! DIS FIENDISH TRICK UND SLIP INTO DER GATE! YOU STEP ON DER BANANA PEEL, HERR CAPTAIN!

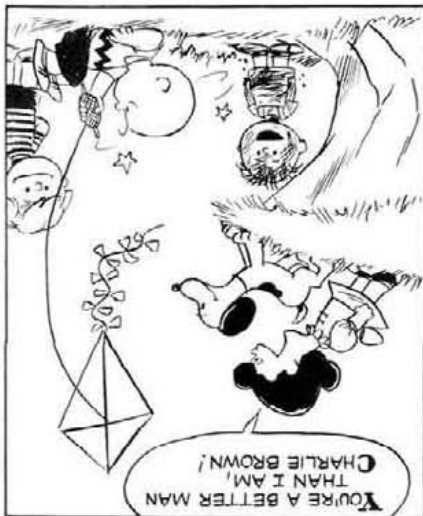


DER GATE UND YANK, DER STRING! VILE FRITZ UND ME IS ROLLING!



BOOM! DER STRING IGNITES AND EVERYTING'S EXPLODING!

If Walt Whitman Write: The Katzenjammer Kids



YOU'RE A BETTER MAN
THAN I AM,
CHARLIE BROWN!



BEEK! HE'S HEADED
FOR THE LEDGE!
NOW HE'S GOIN' OVER
THE EDGE!



FOR IT'S BROWN, BROWN, BROWN!
WHAT'S THE MATTER,
CAN'T YOU GET OFF THE GROUND?

Role: PEANUTS



SO EVEN IF I'M HELPLESS
IN YOUR EVIL GRIP,
YOU CANNOT KILL A FLATFOOT
IN A COMIC STRIP!



THOUGH I MAY BE TRAPPED
AND I HAVE NO GUN,
I TELL YOU'LL NEVER EVER KILL ME
'CAUSE IT CAN'T BE DONE!
THE WHOLE DARN FORCE
IS WAITING DOWN BELOW!
I SUMMONED ALL THE BOYS
ON MY WRIST RADIO!
ALL THEM
COPS ON HIS
WRIST RADIO!



I POLISHED UP THE
APPLE AT SUCH A
CLIP
THAT NOW I AM A
FLATFOOT IN A
COMIC STRIP!
UP THE APPLE
AT THE STATION
HOUSE?
I POLISHED
UP THE APPLE
AT THE STATION
HOUSE?

Role: DICK TRACY



I DUNNO!
WHADYA WANNA DO
TONIGHT & I DUNNO,
WHADYA WANNA
HEY, DEMEY!
WHERE YUH
DO TONIGHT & IT'S
DISGUSTING, Y'KNOW
WHAT I'M GONNA
DO TONIGHT & I'M
GONNA CALL UP
DAISY DUCK!



YOU CAN GET A BAD
REPUTATION GOING
OUT WITH DOGS
LIKE THAT!
THAT'S RIGHT!
SO... WHADYA WANNA
DO TONIGHT, HUEY?
DUCK EGGS
SLIGHTLY
QUACKED
FOR A
DOZEN
DEAD
DUCK



IT'S THAT PAULINE
POODLE! HE PICKED
HER UP AT THE
EMPORIUM!
A DAME!
DONALD WITH
THERE'S UNCLE
HEY...
I DUNNO!
BOY, IS SHE
A DOG!

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



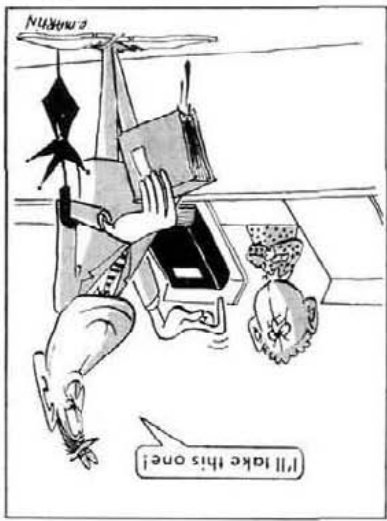
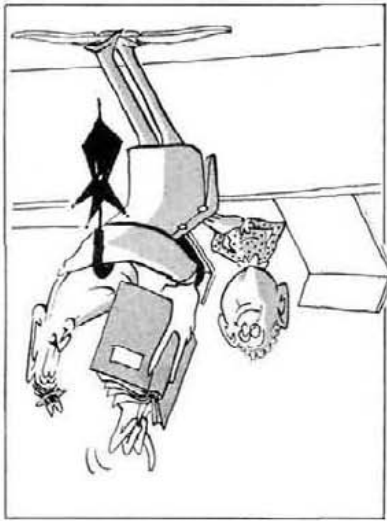
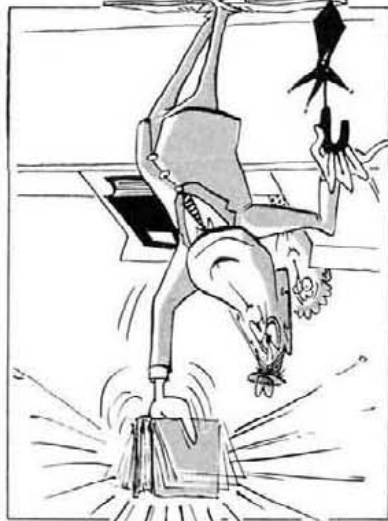
If Paddy Chayefsky



If Gilbert & Sullivan



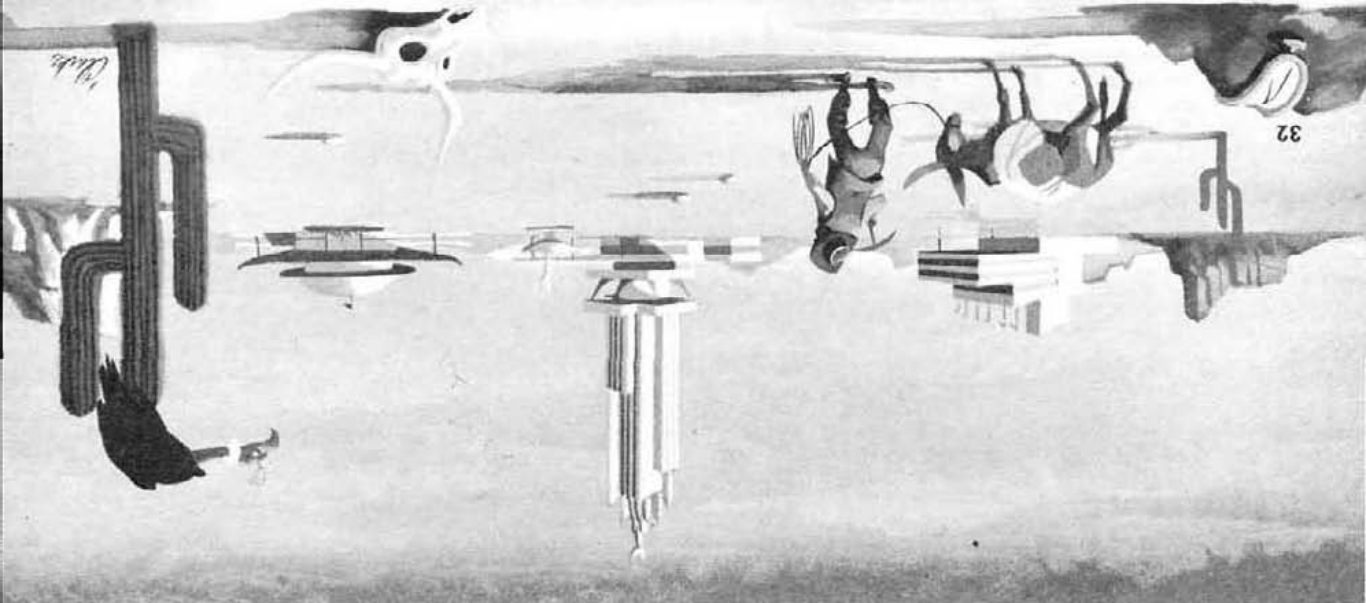
If Ruddyard Kipling



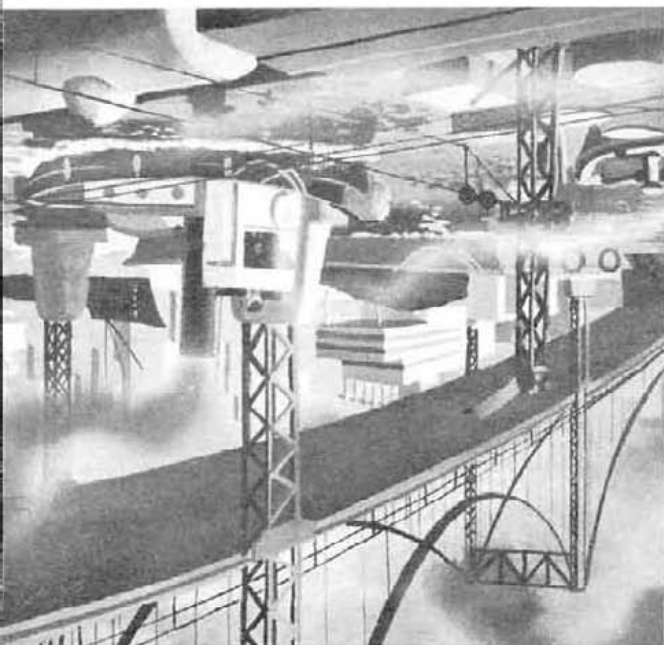
Being both a member of the literati and the illiterati, Don Martin is familiar with the soul-searching torment

ON A CHOOSING BOOK



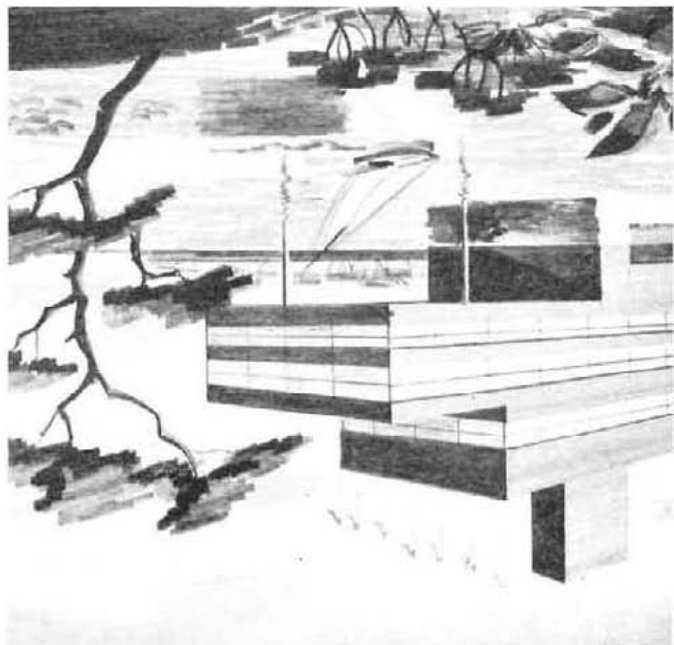


AND SO, MAD IS FORCED TO CONCLUDE THAT MODERN ARCHITECTURAL DESIGNS ARE FINE . . . BUT HERE'S THE ONLY WAY THE ACTUAL BUILDINGS CAN BE ERRECTED SO PEOPLE WILL GET TO SEE WHAT THEY REALLY LOOK LIKE . . .



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

PHOTO OF FINISHED BUILDING



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!

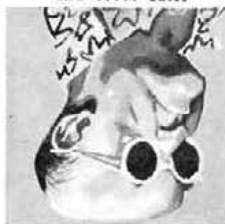
CHITECTURE

BETWEEN THE DRAWING AND THE BUILDING!

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

"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."



ARCHITECT'S DRAWING

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

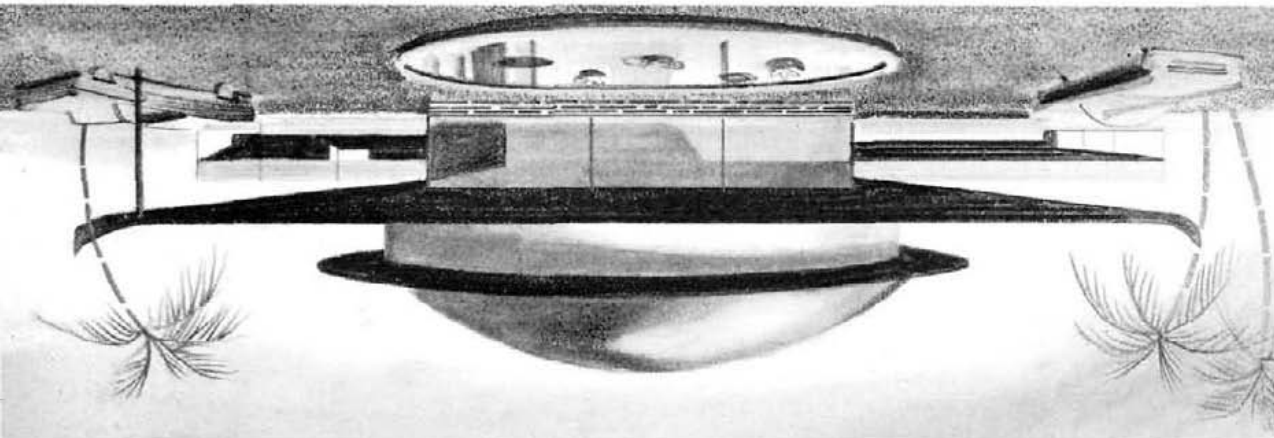


PHOTO OF FINISHED BUILDING

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



MODERN ARCHITECTURE

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

PENCIL POINT OF VIEW DEPT.

... 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'S

ARCHITECT'S DRAWING

Modern skyscraper designed to look right from every angle.

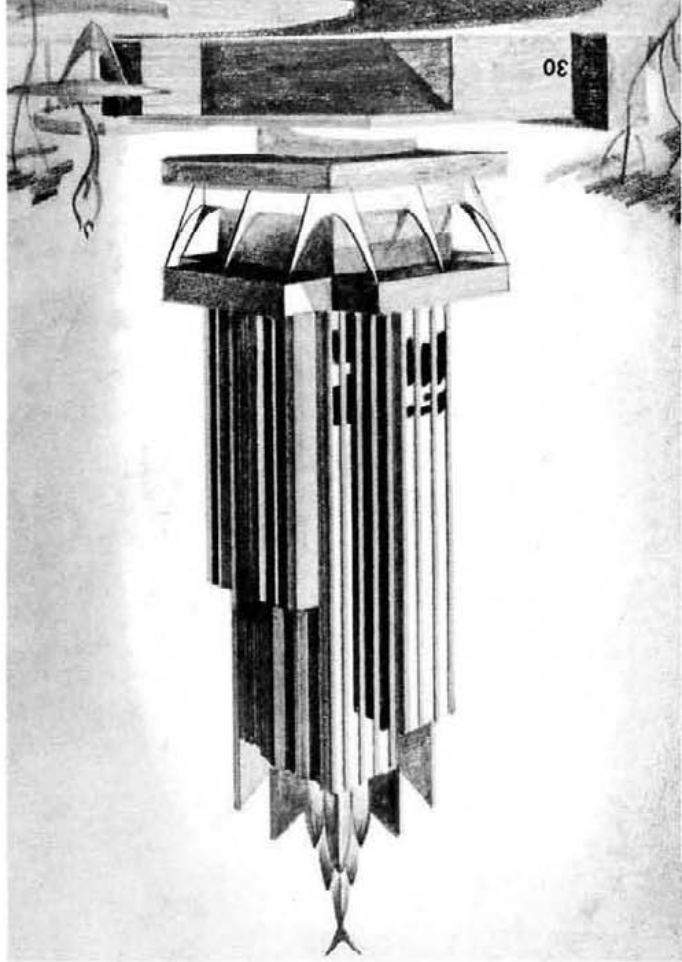


PHOTO OF FINISHED BUILDING

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



NECESSARY PHRASES FOR TRAVELING IN CZECHOSLOVAKIA		
I demand to speak to the American Consull	Připravte mi, prosím, horku lázeň a přístel	Yu klodz kent got ha-vay vit diss!
What do you mean, there's no American Consull?	Czy mógłby mi pan wskazać najbliższy w . . .	Foss-teh Dul-liss shlop hyere?
POLAND		
What do you mean, there's no American Consull?	Vege az ödödik utcät balra és a hatodik jobbra.	Yuzz fur-hin-hors hor-hall hah-lykel citizen!
HUNGARY		
What do you mean, you never heard of America!	Dorim o jundöte da sticä de vinul rosu al tare!	Ch-oo-oo-oo-oo-oo-oo!

USEFUL PHRASES FOR TRAVELING IN JAPAN		
No, I am not Red Buttons!	それは利権の信は又教宗	Yu Bo-Dah Hih! Aw, Goh-Wan-
Hurry, my rickshaw is double-parked!	手更疊を念に並由自る	Rhee-lee-fiss Juz-Tah Swah-lo Ah-Way!
Look! My tuna fish is glowing!	又に獨り單	Beh-Tah Bye Burd-Zoil
Where can I buy a lead kimono?	受を干涉は利己目してなけ	Goo-Too Zee Lohs-Trop!
Don't try to sell me any cheap U.S.A. imitations!	意を並く自見あ由	Wee-Dee-Siss Za Broy-Ka-Fass Offo Cham-Pee-Uhns!
I refuse to take off my shoes, because I got holes in my socks.	意且つ完全同な	Who-Choo No Jo Hai Juss Goh Bak Frum Ko-Ko-Mo.
I demand to speak to the American Consull	偶配は姻婚なと者	Hir-Zo Fes-See Wan Yu Yuze Lezz-Toy!

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

MODERN PHRASES FOR TRAVELING IN The Middle East		
Room Service? There is oil coming out of my shower!	Room Service? There is oil coming out of my shower!	Dza bhast freh-nd yore cah-hast hev-er hahd!
Please do not offend off my wife!	Please do not offend off my wife!	Hitt muhzi bhee jeh-lee cawze jahm dohn shahck lak-dot!
Are the paratroopers friendly?	Are the paratroopers friendly?	How-r-yah goh-n-kip-em dow-non-oh fah-rm?
When may we expect a border crisis?	When may we expect a border crisis?	Hatta dey ve zeen pah-free?
Shouldn't they sweep up that U.N. observer?	Shouldn't they sweep up that U.N. observer?	Howmah-nee hartz haff-yew broh-kenz?
No, I am not supporting Soviet Russian arms.	No, I am not supporting Soviet Russian arms.	Aye ihawt aye tol-yew tu-wayt in-de cah!
I demand to speak to the American Consull	I demand to speak to the American Consull	Yew kent doo-dis tuh-meel

SIMPLE PHRASES FOR TRAVELING IN CUBA		
No, I do not want a photo of Desi Arnaz's birthplace!	!No, no quiero una estampa del pueblo natal de Desi Arnaz!	Por-ti-rio ru-bi-cu-o-na ra-to-el tru-ill-o-ir.
What time does the next sugar plantation go up?	¿A que hora empieza la próxima central de azucar?	Jo-se fer-ter mi-guel-ito val-dez xa-vier cu-got
There is a sniper in my hotel room!	!Hay un guerrillero francotirador en mi habitación!	Jo-se i-tur-bileo flas 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-do-ri-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-
Please don't take me to your leader!	Por cuanto tiempo me van a detener como rehén?	Ri-to can-si-no do-lo-res del rio lui-s do-min-guin
I demand to speak to the American Consull	!Exitó hablar con el consul Americano!	Pe-ro de cor-do-ba don a-me-che don O ba-car-di-

Formosa, Quemoy & Matsuo

UP-TO-DATE PHRASES FOR TRAVELING IN

Are we too early for the cease-fire?	嗚!不嗚! 嗚是了!	How Mah-Nee Ploes Foh Deen-Hah?
Is there a bomb shelter in this hotel?	我嚇得很 不嗚!	Yoo Wahn-Tao Oh-Der Nohw Ploes?
Who is putting Red propoganda in the Fortune Cookies?	酒錢的根? 我嚇的根?	Who-Tees Play-Ying Wit Chah-Lee Chan Mu-Yee?
My bullet-proof vest is too tight.	不會嗚酒 嗚酒!	Hah Chool Gah Zun Taiti Ten-Kyool!
Sorry, but there is no towel in my hotel room.	我不嗚 嗚不嗚!	Sah-Lee Chee-Kan Chow-Main All Gunn!
Sorry, but there is no floor in my hotel room.	不嗚了嗚! 不嗚嗚茶!	Soh Lee, No Sub-Shee-Toot Won-Ton Soop Foh Egg-loll!

I demand to speak to the American Consul!	一頓飯! 午晚? 飯飯!	Yew Noh Kan Doo Dees Tew Meel!
Please hand me my crutch.	我不愛! 吃! 愛!	Lung Tai-Mee Noh See.
It is only a flesh wound.	你愛! 不愛 我傷了!	Noh Tee-Kee Noh Shr-Tee.
What time does the shelling stop?	我餓! 一點兒 涼開水	Yoo Wan Stor-Chee Hin Col-Lar?
Where is my CARE package?	我不餓!	Sum Fun Hei Kee-d?
May I search the rubble for my belongings?	我不大! 餓 涼開水	Yoo Wahn Koh-See Coo-Kee Ohr Eye-See Cleem Foh Dee-Sort?
Sorry, but there is no hotel around my hotel room.	黃酒紅! 茶 酒紅! 酒	Soh Lee, Ohn-Lee Wun Deesh Flum Eesh Koh-Lum Oh Doh-lah Din Hih.

**Ruthless: The Yankes offer the Babe left.

TIMELY PHRASES FOR TRAVELING IN

AFRICA

Where is the grene repellent?	AR PUY 7-4-4-7 1111 9-ant 2-2-2-2	Wharr wherr ooo when dee lah's whenn owi?
There is a python in my sleeping bag!	9-7-7 7-3-6-6-9 1-1-1-1 2-2-2-2 3-3-3-3	Cuh ah-long dee doh-ted la-yin.
Please shoo away the vultures.	18 7-0-7 7-0-7 7-0-7 7-0-7 11-7-7 11-7-7	Boo-la boo-la boo-la boo-la.
Faster! The Rhino-ceros is gaining!	11-11-11 11-11-11 11-11-11 11-11-11	Mah/Heez moh-kin ohz oht meel!
I can't because my gun is jammed!	7-7-7 7-7-7 7-7-7 7-7-7 7-7-7 7-7-7	Zip-oh-dee-doo-doh-zip-oh-dee-oyel!
Will the claw marks fade?	7-7-7 7-7-7 7-7-7 7-7-7 7-7-7 7-7-7	Wharr dooh all-lee-uhns gho tuh rey-giss-lah?

I am afraid I've lost my safari.	7-7-7 7-7-7 7-7-7 7-7-7 7-7-7 7-7-7	Shoh-mee dee wat-to goh-hohm.
No, I do not want to be King of the Pygmies.	7-7-7 7-7-7 7-7-7 7-7-7 7-7-7 7-7-7	Yahs, whee hohv no Boh-Nah-Nahs.
Is there some way to bring my wife back to normal size?	7-7-7 7-7-7 7-7-7 7-7-7 7-7-7 7-7-7	Hub-hah hub-hah good-rich rhub-hoh?
But I did not write "Witch Doctor"!	7-7-7 7-7-7 7-7-7 7-7-7 7-7-7 7-7-7	Ahdn theh ah wroht "Stah-duh-sst."
Does Blue Cross coverage apply in Mau Mau territory?	7-7-7 7-7-7 7-7-7 7-7-7 7-7-7 7-7-7	Hoo puh dee Ohvah Awis een Miss-huss Murr-teez chow-doh?
I can't because my gun is jammed!	7-7-7 7-7-7 7-7-7 7-7-7 7-7-7 7-7-7	Dooh yewz may-ik dee-uz mih-stay-icks een Heen-gul-ish?
Will the claw marks fade?	7-7-7 7-7-7 7-7-7 7-7-7 7-7-7 7-7-7	Yew cahnt dew dees tuh meel!

RUSSIA

HANDY PHRASES FOR TRAVELING IN

When will I get my camera back?	Скільки—когда, прийняють фотоапарат?	Нчоо-востай лая-де хейе йсау уоо вей лей-н-йі?
Has the chambermaid finished searching my luggage?	Поль ея устань, корпані, і на чить люаі.	Дыл-уоо һав уоор ісоор іоо-дйаг?
Which corner of the room is mine?	Вя гостинной нс кушь притораіа іур хинізе һовзе?	Ізз дере һай докк-тур хинізе һовзе?
What time is the ex-Commissioner's funeral?	Столая—копата, которой кушаюта.	Уаһ һар лі-теел гоуіс май-де һув?
What time is the new Commissioner's funeral?	Олоо стола.	Уаһ іст дісс ізіг цол діт?
Our guide is very friendly.	Вя столаіі стая ітее чо муз гһо стая ітеекопко һон.	



NUTS TO VOUS 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



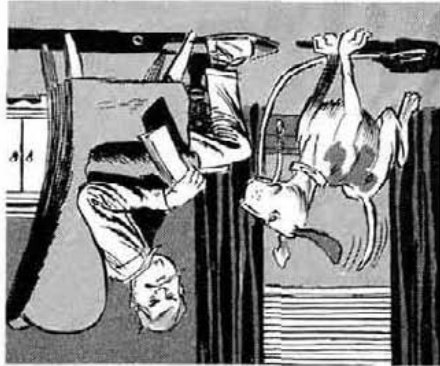
MAD'S MODERN HANDY PHRASE BOOK FOR THE AMERICAN TOURIST

**Euthanasia: Juvenile movement in the Orient.

Why was our guide liquidated?	Вя вихт или вя крүтальі стая і н аікоктіі бұфетр.	Із һев-рее будд-һее һоп-һее?
Water, there's a dictaphone in my borsch!	Вя гостинной при съетные припасы хранятся вя.	Тсам, һуу мед ізее паһнтз іу лунг!
The handcuts are chafing my wrists.	Поль ея устань, стрһнахт вистрһ пр корпані, і на.	Слуз цух-вор бее-һох стрәх-кнк.
Do you have a cell with a view?	Скільки ать аюаі! скарліхтх стая і кушь притораіа.	Уе ду фһр-менз вһере рһд суз-пехн-дерз?
Will I need my goggles in Siberia?	Вя столаіі стая которой кушаюта: і укнаіаіотр.	Нчов һар ізігс еен Глокк-һчһо-һох-һчһа?
Is this how you treated Adlai Stevenson?	Олоо стола.	Вей іст-ікк-ісс сповіт һчһокк-һчһо-һчһа?
I demand to see the American Consul.	Столая—копата, вкоктіі бұфетр.	Нчев кент ду дізітз іу мһеел?

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.

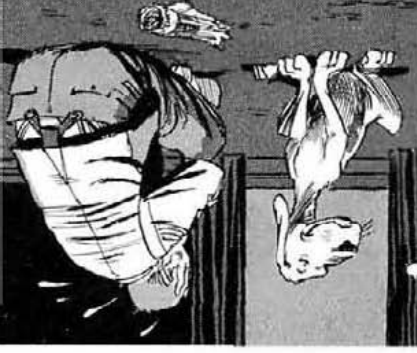


FETCHING HIS OWN PAPER

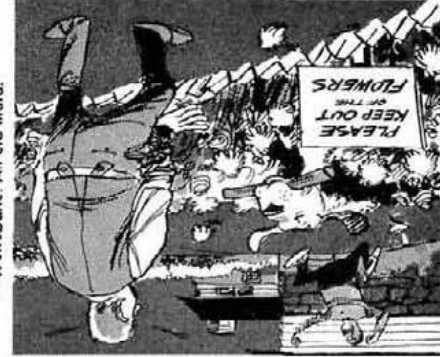
Don't be surprised if your new master expects you to carry his newspaper in the house from the front stoop. You can break him of this annoying habit immediately by using your paws and teeth to render his paper unreadable.



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!



**Wolfsbane: An old maid.

THROWING THE STICK

Teaching your master to throw a stick so you can fetch it is great fun. It often gives you an excuse to explore new territories, and make new friends.



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.

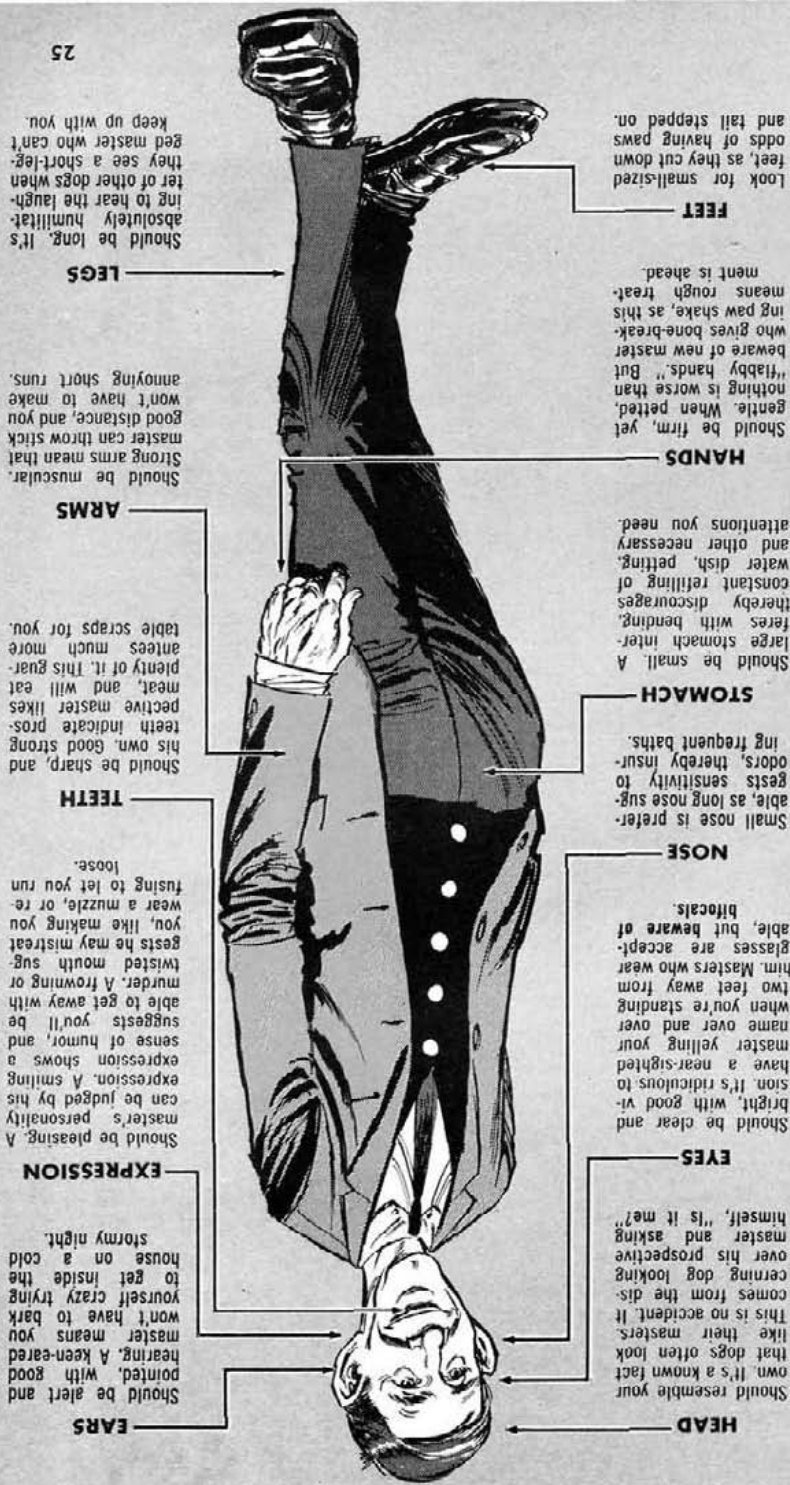


Do not be angry if he doesn't master tricks the first time. Be kind to him. Remember, even tho he's just a dumb animal, a man is a dog's best friend.

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.



**Forum: Not againtum.

This unsteady breed must have constant liquid nourishment. Needs careful attention to break bad habit of nipping.

Though not fully house-broken, this boisterous breed can be trained to be a good master if you are lucky enough to get him at the right age.

Trustworthy breed, keeps watchful eye, but while you are asleep, gives feeling of security to you and your pups.

the palm of your paw. beings are easily won at glass, looking up at section, and from the

CHOOSING YOUR BREED

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

This breed has a long pedi- gree, is accustomed to a rich life. However, can make life miserable through con- stant barking, and may snap at you and all your friends.

Loyal, friendly and kind, but with no sign of pedigree. Often very unclear, 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 ex- pected to master yours. A GOOD BET!

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

It costs this breed very little money to feed himself. Unfor- tunately, he may have the same attitude to- ward feeding you.

Do not be fooled by kind face of this breed. Al- though her treatment may be gentle, you're in for a bad time as she's al- most 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. How- ever, can also be expected to forget to bathe you.

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

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



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 petshop window the other night:

HOW TO

CHOOSE

AND

TRAIN

YOUR

MASTER

By

BRUCE BEAGLE

President, WOOF

(World Order Of

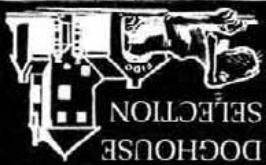
Flea-Scratchers)



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



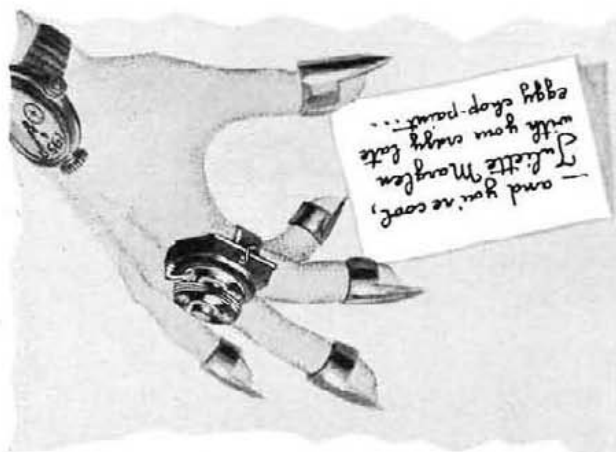
A RANDOM

DOGHOUSE

SELECTION



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



and you're cool,
Gizette Mangle,
with you every 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

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

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



The Cat Who Swings His Own Axe Digs...

endsville	colours	colours
crazy	colours	colours
cool	colours	colours

For colds



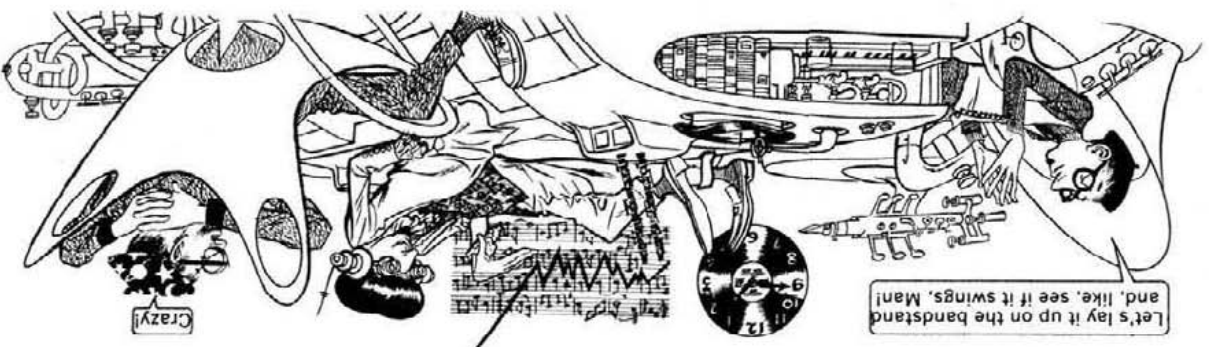
MR. MILES DAVIS DIGS THE HERTZ CONCEPTION...



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!

**Fiddlesticks: Bubble Gum under the Stradivariu

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 HIDDEN PERSUADERS

become

THE HIP PE

PICTURES BY WALLACE WOOD

The King Kong of every Cool Caper

COOL CATS CONCUR Calvert COMES ON CRAZY LIKE



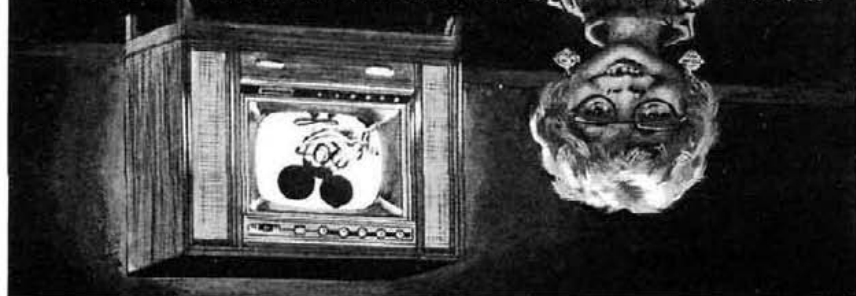
like, fake it
all the way...
but come on with

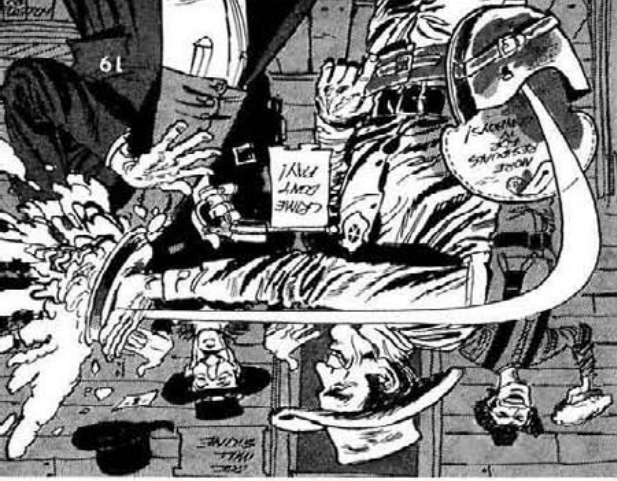
ARPEGE

LANVIN PARFUMS • PARIS

(It's got a crazy far-out switch-box)

Nobody puts their cotton-pickers on her new Admiral Picture-Puller...





**Colt 45: Middle-aged horse.



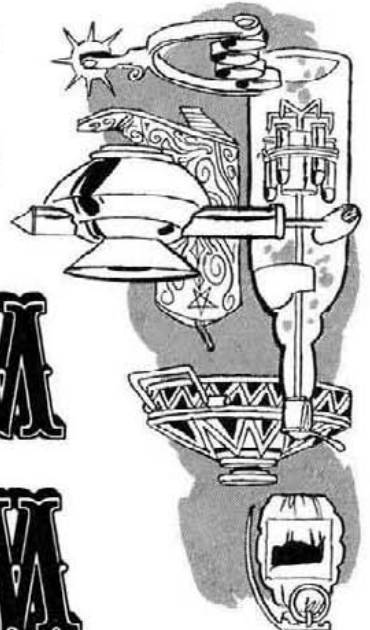
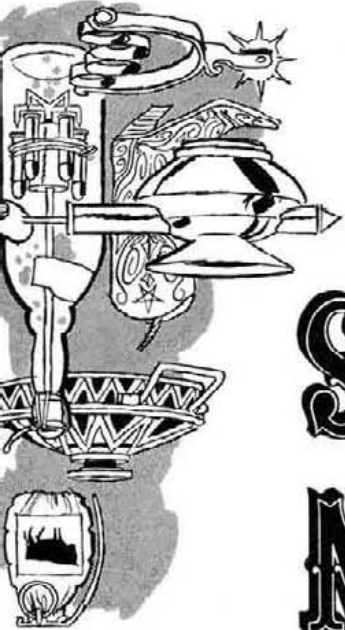
MATT MERINGUE



VINT BLOWHARD

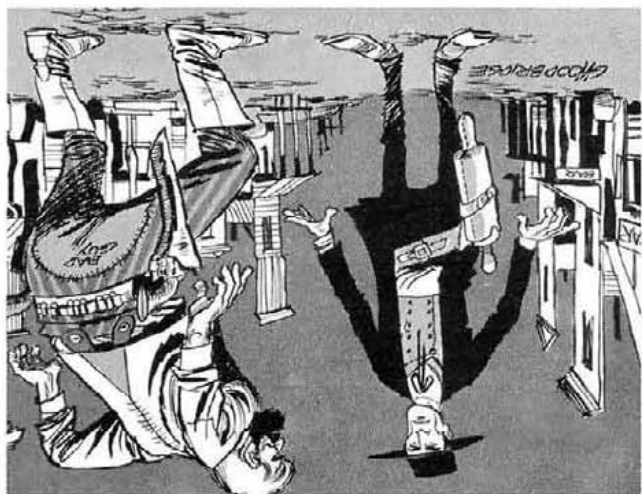
PICTURES BY GEORGE WOODBRIDGE

WESTERN WEAPONS OF THE FUTURE

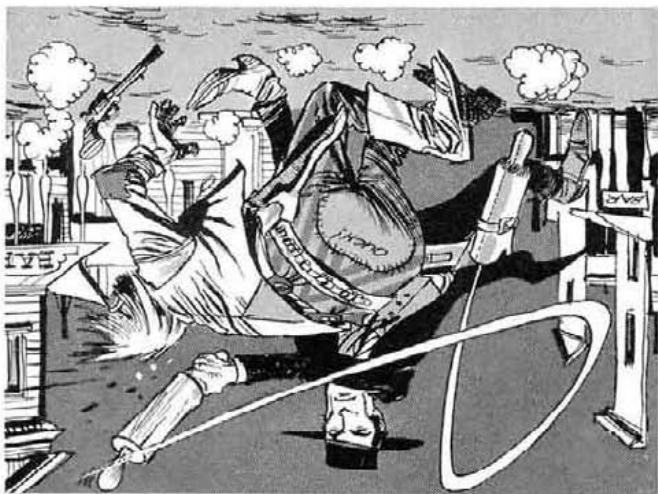




BRETT SLING



WYATT BOB



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

"Bat Masterson"
 belts the bad guys with
 A CANE

"Jim Bowie"
 carves his enemies with
 A KNIFE

"Zorro"
 carves his initials with
 A SWORD



HAVE YOU NOTICED LATELY HOW THE PISTOL IS VANISHING AMONG TV WESTERN HEROES?

HAVE SPITTOON—WILL TRAVEL DEPT.

Penthouse Decorated in Tasteful Elegance



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 direct lighting. Entire apartment is set off by Dynamic Farshimml, carpeting is by Kandl, and draperies are by ornate beauty with Victorian absurdity. Furniture is by Hans

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

"Barnaid At The Moulin Rouge," painted by the French Impressionist, Serouious Van DreK, (1850-1950) decorates the New York apartment of the late Irving K. Finster (1900-1959), prominent stockbroker. 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 Absinthe period.



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" Hornum speakers, a Trumpet 7 speed changer, a Range 5-channel amplifier, a Click diamond-studded cartridge, and an Atrocious price tag.

Photo as used by VOGUE



JO ORLANDO

SLIT SHEATH
LEADS 1959
FASHIONS

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 Volin in Paris, this original blend of silk and burlap is priced at \$249.50
(Model: Zaida Zizabg)

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 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 revolvers for women are available, featuring handles in- set with pearl, ivory and mink. Created by Miss Ann Wesson, Co.



JOSEF H. AUSTON - DELAWARE

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 sensationism. 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 SFW 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 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!

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 SLANT-FENDER SLASH

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 SWIVEL-SEAT ABRASION

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.

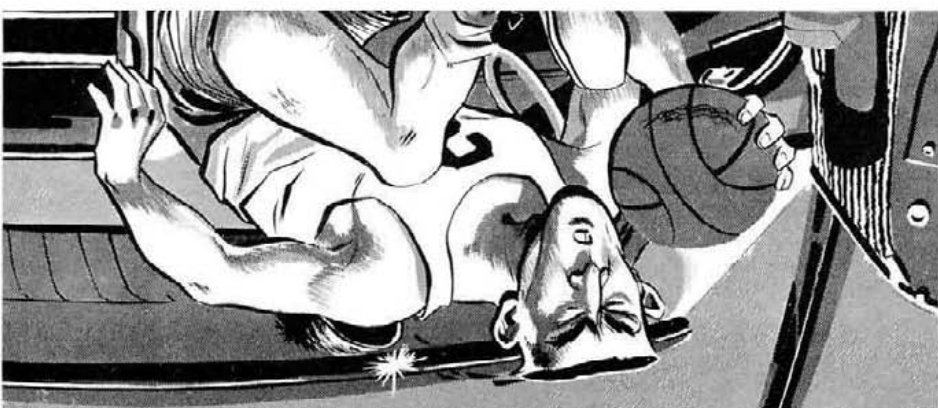
THE POWER-SEAT CONTRACTURE

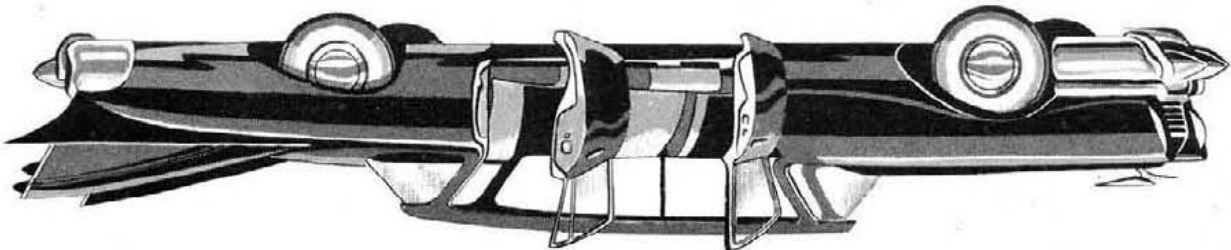
This accident is usually caused in two ways—entering the car—or leaving it. Bending low is one way to avoid it. However, extreme caution must be used so one does not accidentally strike the face against steering column.

THE LOW-SILHOUETTE CONCUSSION



••Germicide: Nazi form of Huru-Kiru!



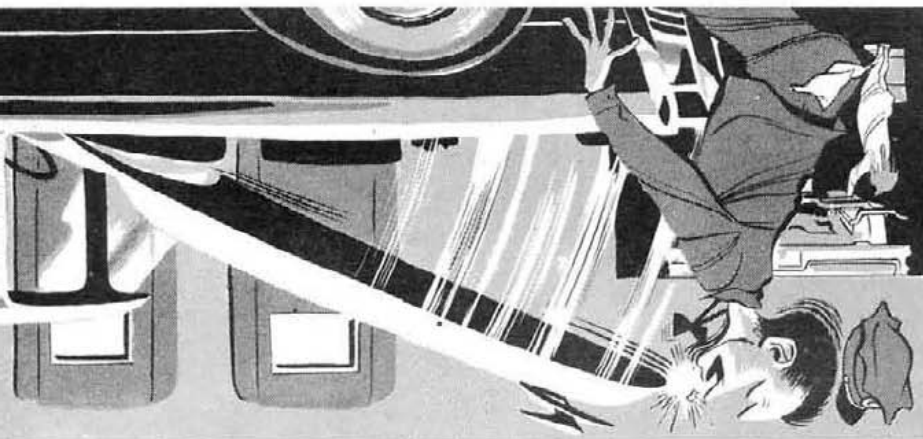


AUTO ACCIDENTS

PICTURES BY BOB CLARKE



**Hackney: Physician's reflex test.



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.

One need only to compare the automobiles of yesteryear 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 yesteryear with the files of doctors and hospitals today to note the amazing progress being made in

MODERN

THERE'S A FORD IN YOUR SUTURE DEPT.

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.



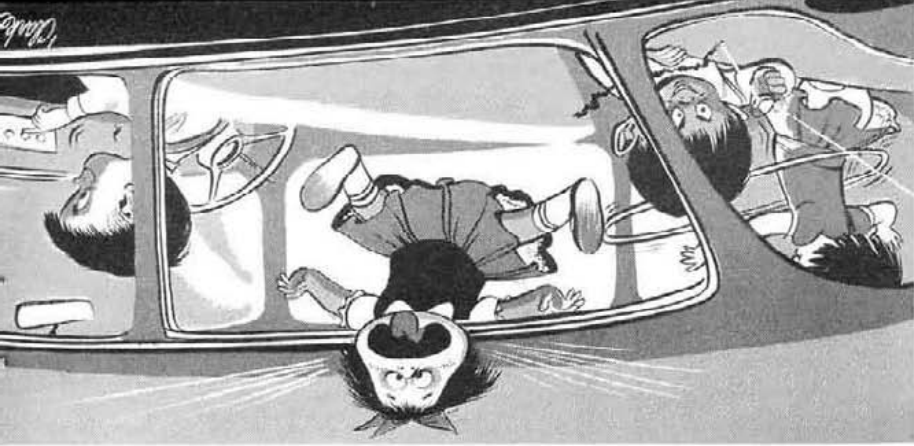
THE TAIL-FIN GORE

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 fighting 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. Stereo albums like these below, all devoted to ...

STEREO

PICTURES BY WALLACE WOOD

Sounds In All Their Natural Beauty

THE WATERFRONT
IN STEREO

ALBUM No. 226
Clugg

**SNIFFLES OF A SICKLY WHARF RAT
 **A GIANT CRANE DROPPING A VOLKSWAGEN
 **GAY REPAIRER OF PICKETS DURING A LONGSHOREMAN'S STRIKE
 **BORED TUG CAPTAIN ATTEMPTING TO PLAY "NOLA" ON A FOGHORN

Sports Cars In Stereo

Racing Thrills in Hi-Fi

AN ASTON-MARTIN CRASHING THROUGH A MEN HOUSE
 SPECTATORS EATING PIZZA DURING THE MILLE MIGLIA
 A TR-3 GARAGED WITH THE MOTOR TURNED OFF
 JUAN FANGIO COUNTING HIS MONEY

It's a True Stereo.
It's a Miracle!

Most Beautiful City

I Love PARIS
In Stereo

Authentic Sounds From The World's

Comments of
Two Men from Omaha at the Kollies Hergere
Near-Sighted Starlings Flying into the Eiffel Tower
Car Door Slams by Doorman Who Didn't Get Tips
Frowl Nodder at a Convention of Former Premiers

Sludge
Collector's Item

STEREO SOUNDS of NEW YORK at MIDNIGHT

RECORDED AT 30 - 20000 C.P.S.

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

EarSplitting RECORDS

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

Hi-Fi addiction far beyond the stage of purchasing mere "musical" records. Once he's been hooked, the "Stereo" bug is concerned only with sound

authentic sounds in

MILSTONE RECORDS PRESENT

AN OLD-FASHIONED STEREO CHRISTMAS

A Bohemian Punsch
Tips Over a Christmas Tree
A Christmas Goose
Makes a Final Plea for Clemency
A Child Who Wanted
A Puppy and Reverend Mittons, Reverts
A Father Comes Home From an Office Party
and Falls Through the Picture Window

SOUNDS OF AMERICAN INDUSTRY

In Stereophonic High Fidelity

Unreleased RECORDS

MASS-CULPING DURING COFFEE BREAK AT RIVER ROUTE
 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 Sound

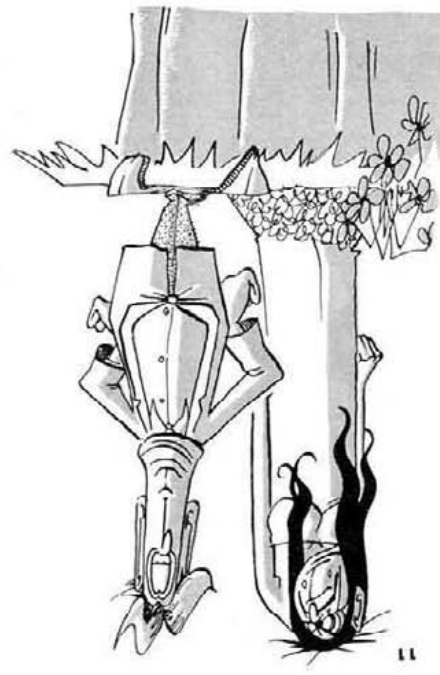
Authentic Railroad Sound

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

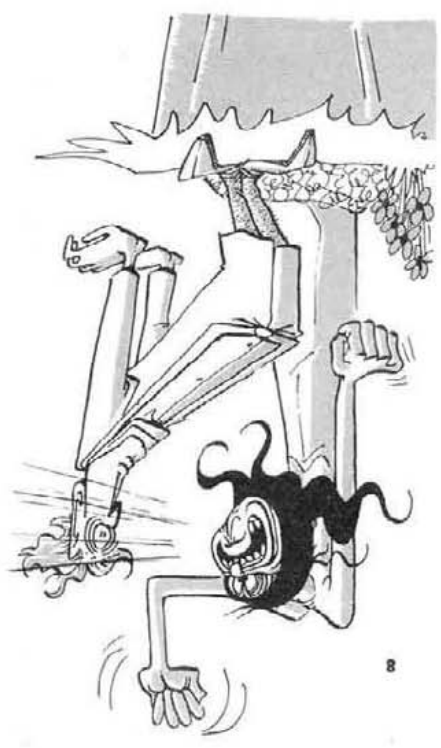


SUICIDE

DON MARTIN DEPT. PART I

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

THE





...The Steve Allen Show!

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

BRETT MAVERICK, who tangles with...



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

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



...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...



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

NEXT WEEK
THE MAN WHO
WOULDN'T
BE
PUMPED
BY NIXON



A full house!

What have you got?

I've got...



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



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

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



... 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..."



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

Very important. FdI When it comes to driving...



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



... for a cup of coffee! So he says, "I like to tip dig!" 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...



... and I see you, and raise you ten thousand! Ten thousand dollars! That's an awful lot of money...



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



... JAYNE MANSFIELD! Well, Jayne, it's nice to have you back on our stage! You know, my wife's name is also Jayne! How goodley! My husband's name is also Mickey! You remember my husband, Steve? Mickey...

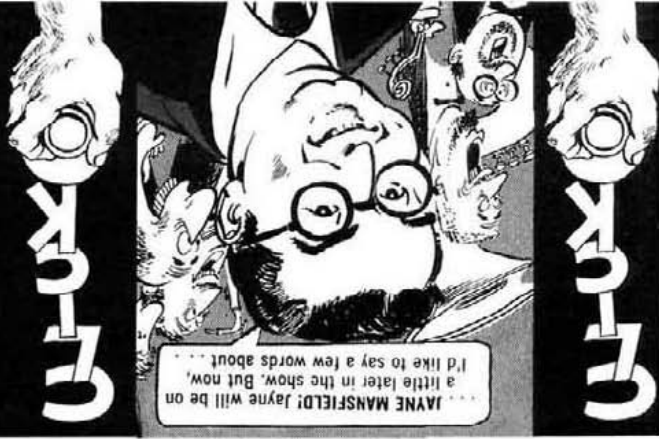
In fact, more often than not, this dial-switching manages to come up with some unexpected and far better entertainment than each channel is actually presenting. The only

EVENING

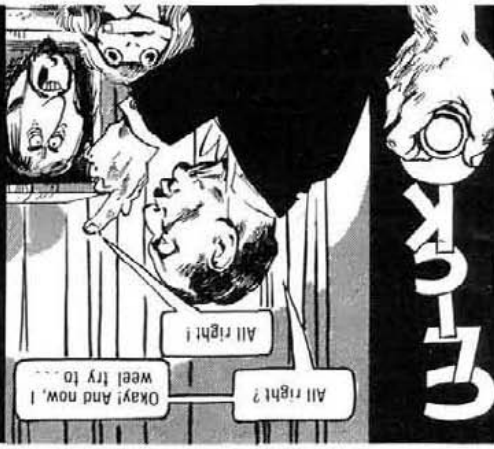
ROULETTE

PICTURES BY MORT DRUCKER

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...



**Fugue: Be-Boch.



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 guest star... Henry Youngman—and tonight's extra special surprise guest star...



ED SULLIVANI

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!



... smoke gets in your eyes!

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



... BRETT MAVERICK!

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



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...

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

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 17, New York

THEY'RE SWEEPING THE COUNTRY!



Please address all correspondence to: MAD, Room 706, Dept. 46, 225 Lafayette Street, Trenton, N.J.
 Esther O'Mara
 New York 17, New York.

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!

MENTAL HEALTH

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

THE WRONG MADISON

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

What's Her Name?



Peter Olin
 Urica, N. Y.

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.

Bob Vogel
 Fullerton, Calif.

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

Larry Swanborn
 Denver, Colo.

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?

WHO IS SHE?

SCRIBBLLY

Several years before your magazine started, there was a short-lived comic book called "Scribblly". Now, eight years after its demise, "Scribblly" shows up on page 11 of your January issue in an ushers 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 "Scribblly" had found its way into a crowd scene. For years, I was a "Scribblly" 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.

FOR THE YOUNG IN HEART

I am only 7 1/2 years old, but — in this generation's vocabulary — your magazine is "the most"! Just what we need today! Esther O'Mara
 New York 17, New York.

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____

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.

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

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

subscribe to



don't LOOK like an APRIL FOOL

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

mixed 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 \$5.98 for the Stereo LP Album



WORRIED NEIGHBOR

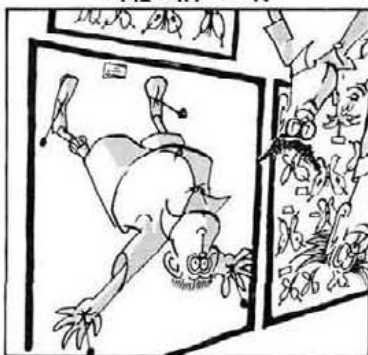
Every time an issue of MAD comes out, I quickly turn to the Letters Page to see if that bomb in your mailbox has gone off. I hope you will get it out of there before it does, as I live right next door at 227 Lafayette Street, and frankly, it's got me worried!

Irene LaCapria
New York City

BUTTERFLY MOUNTING

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 effect of suggesting 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. Wheaton
Bozeman, Montana



Never Like This

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



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 garage 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.

Lila M. Vail
Miami, Fla.

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!

FOR A HAPPY MARRAGE

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. Yesiree, let's "BRING BACK MOXIE!"—Ed.

Tom Sabo
Hammond, Ind.

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

Roger Goldman
St. Louis, Mo.

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

Bob Quick
Berkeley, 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 Keeperman
Bronx, N. Y.

After making great strides in the linguistic category of literature, like "What Me Worry?", "Porzebic" and "It's crackers..."; you have brought upon the MAD reader something which perishes 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 "porzebic", "axoford" and "It's crackers to slip a rozzet the dropsy in suide". But now, I have had enough! What I'm trying to say is, what's with this "MOXIE" jazz?

MOXIE

MAD

NUMBER 46

APRIL 1959

"MAD" expresses the teenagers' cynicism about the world of mass media that their elders have created... as... a Romanized barbarian might have rebelled against the decadence of Rome... "The New Yorker"—Nov. 29, 1958

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SUBSCRIPTIONS: Gloria Orlando, Celia Morelli

FUMIGATOR: Ronnie "Fill" Nullet

DEPARTMENTS

A DOGHOUSE IS NOT A HOME DEPARTMENT

How To Train Your Master 23

CHANGE FOR THE BETTER DEPARTMENT

Television Roulette 4

DON MARTIN DEPARTMENT

The Suicide 8

ON CHOOSING A BOOK

On Picking Flowers 33

GET RICH CHEAP DEPARTMENT

MAD's Cut-Rate Success Symbols 38

GREY FLANNEL GOATEE DEPARTMENT

The Hip Persuaders 30

HAVE SPITTOON—WILL TRAVEL DEPARTMENT

Western Weapons Of The Future 18

HIGH-FLOWN BALLOONS DEPARTMENT

If Famous Authors Wrote The Comics 34

INCREASE THE CIRCULATION DEPARTMENT

How High-Class Mags Can Use Low-Class Photos 15

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

MAD Daffynitions **

MIDDLE OF THE ROAR DEPARTMENT

Authentic Sounds In Stereo 10

NUTS TO YOU DEPARTMENT

MAD's Phrase Book For Modern American Tourists 27

PENCIL POINT OF VIEW DEPARTMENT

Modern Architecture 30

TELEVISION DEPARTMENT

TV Ads We'd Like To See (The Vicejockey Ad) 43

THE GRIMM FACTS DEPARTMENT

Fairy Tale Happy Endings Weren't So Happy 44

THERE'S A FORD IN YOUR SUTURE DEPARTMENT

Modern Auto Accidents 12

THERE'S NO BUSINESS IN SHOW BUSINESS DEPARTMENT

Movies Are Emplier Than Ever 40

.. Various Places Around The Magazine

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VITAL FEATURES

TELEVISION ROULETTE 4



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 vital problems: 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 contains handy little phrases to protect these misunderstanders.

FAIRY TALE HAPPY ENDINGS 44



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

TRADE © MARK
•SAMFORIZED•

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

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.

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





See the difference **Color** TV makes...

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-lamm!*

Well, there are other programs which are much better examples of what we mean. Take a prize fight, frinstance. 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

the original black-and-white film - *uh!*

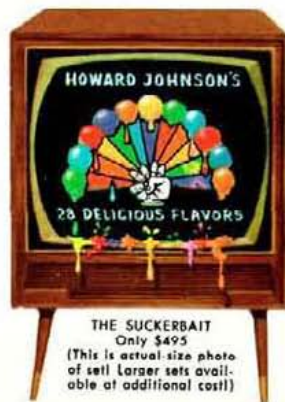
Well, the weather map comes up real clear in Color so you can almost understand it!

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