

WANT TO COOL OFF?

SIT ON THIS COPY OF...

Our Price

**25C**

CHEAP

# MAD

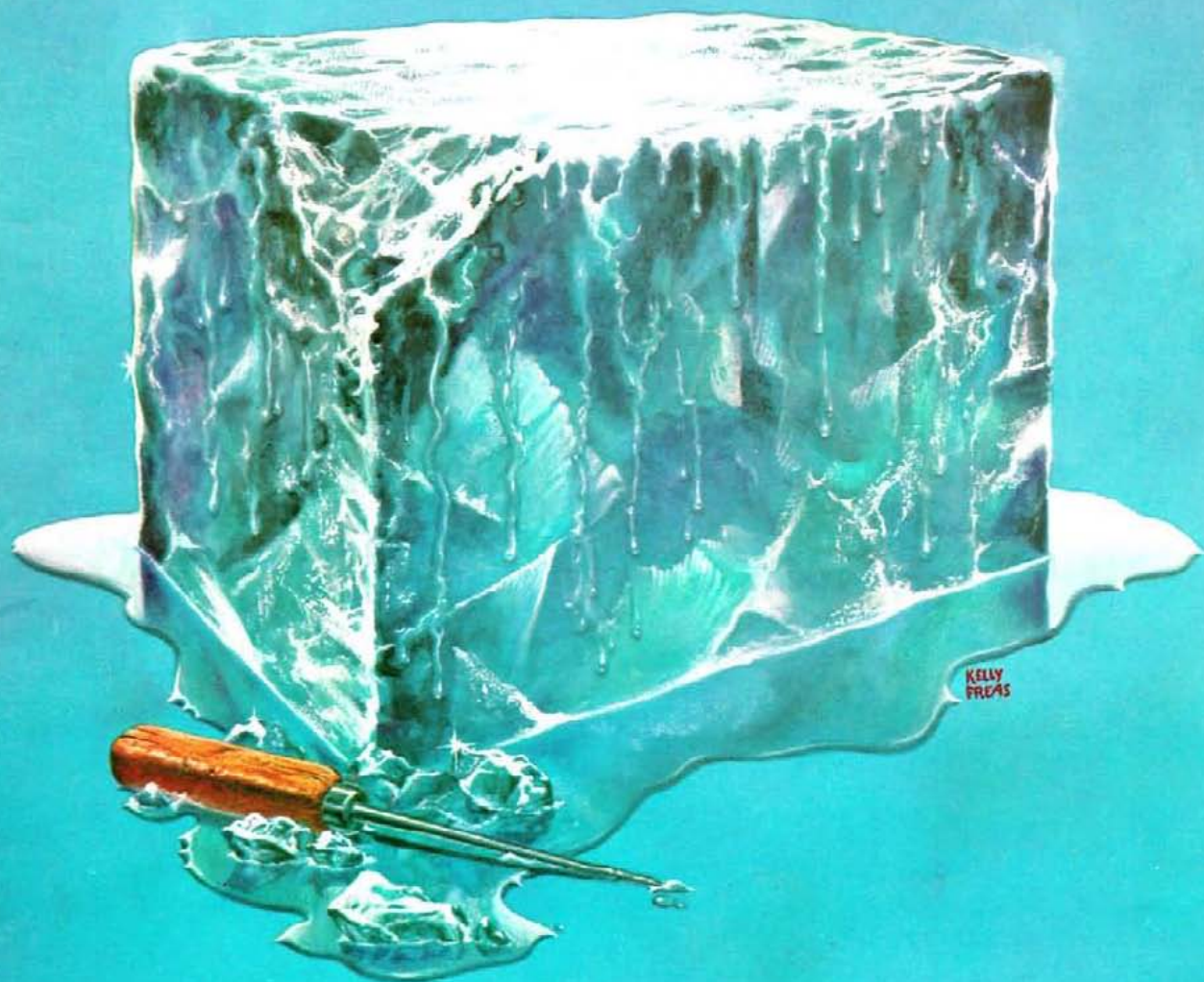
IND



"WHAT- ME WORRY?"

No. 49

Sept. '59



KELLY  
PREAS

IN THIS ISSUE: SID CAESAR



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

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

**CELL TELEPHONE SYSTEM**



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

# MAD

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

**PUBLISHER:** William M. Gaines  
**EDITOR:** Albert B. Feldstein  
**ART DIRECTOR:** John Putnam **IDEAS:** Jer De Fuccio **PRODUCTION:** Leonard Brenner  
**CONTRIBUTING ARTISTS:** Wallace Wood Bob Clarke Don Martin Mort Drucker  
 Frank Kelly Freas George Woodbridge David Berg Joe Orlando  
**CONTRIBUTING WRITERS:** Sid Caesar Frank Jacobs Al Jaffee Sy Reit  
 Gary Belkin Arnie Kogen Klaus Nordling Alfred E. Neuman  
**SUBSCRIPTIONS:** Gloria Orlando, Calia Morelli **LAW SUITS:** Martin Scheiman, Esq.  
**BRAND NEW DADDY:** PFC Nick Magliola

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\*\*Various Places Around The Magazine

**MAD** — September 1959, Volume 1, Number 49, is published monthly except February, May, August and November, by E.C. Publications, Inc. at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 8 issues for \$2.00 in the U.S. Elsewhere, \$2.50. Entire contents copyright 1959 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

## THE MAD HORROR PRIMER..... 4



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

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

## HALF-FINISHED BILLBOARDS..... 16



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

## FAMILY MAGAZINES..... 21



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

## AMERICA'S DREAM CAR..... 24



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

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



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

## MAD'S RESORT PAGE..... 40



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

## VIC TINNY GYMS..... 43



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

# THE PERFECT FOLLOW-UP TO "MAD FOR KEEPS"

would be a sincere apology! Instead, here's

# MAD FOREVER



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

## MAD ANTHOLOGY DEPT.

225 Lafayette Street  
New York 12, N. Y.

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

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

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



## A DELIGHTFUL PIN-UP!

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



## MAD GOES TO THE DOGS

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

Ken Franklin  
Wanamassa, N. J.

Doesn't everybody?—Ed.

## IT IS WRITTEN?

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

The Brothers Kaminetzky  
Washington, D.C.

Tell us what book and we'll sue!—Ed.

## JACK AND JILL

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

Jim Daniels  
Houston, Texas



Battered Beyond Recognition

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

## MAD GOES ATOMIC

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

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

## Good Skates



## BRAIN CLUTTERER

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

Suzy Zuckerman  
Levittown, N. Y.

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

## FOWL READING MATTER

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

Donald Bralich  
Cary, Ill.

## WAKE UP REFRESHED AND INVIGORATED!

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



## THE LATEST MAD POCKET-SIZE BOOK

# THE BEDSIDE MAD

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

ON SALE AT YOUR FAVORITE NEWSSTAND

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

## MAD FIRST AID

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

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

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

## WHO IS HE?

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

Marjorie Parver  
New York City



## What Does He Look Like?

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

## MAD FLIES HIGH

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

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

## "What—They Worry?"



## IDOL GOSSIP

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

Noll Anne Cunningham  
Tacoma, Wash.

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

NOW!



Alfred E. Neuman  
**SINGS!**

**"WHAT-ME WORRY?"**

AND HIS FURSHLUIGINER FIVE PLAY

**"POTRZEBIE"**

ON

**THE HOTTEST  
45 RECORD OUT**

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

**DESTINED FOR  
THE TOP TEN**

garbage dumps in the country!

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

to the local trash collector!

**YOUR FAVORITE D.J.  
WILL BE PLAYING IT  
SOON**

so be ready to switch him off!

**SUMMER IS THE BEST TIME  
TO SUBSCRIBE TO MAD**

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

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

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

NOTE: Allow 8 weeks for subscription to be processed

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

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

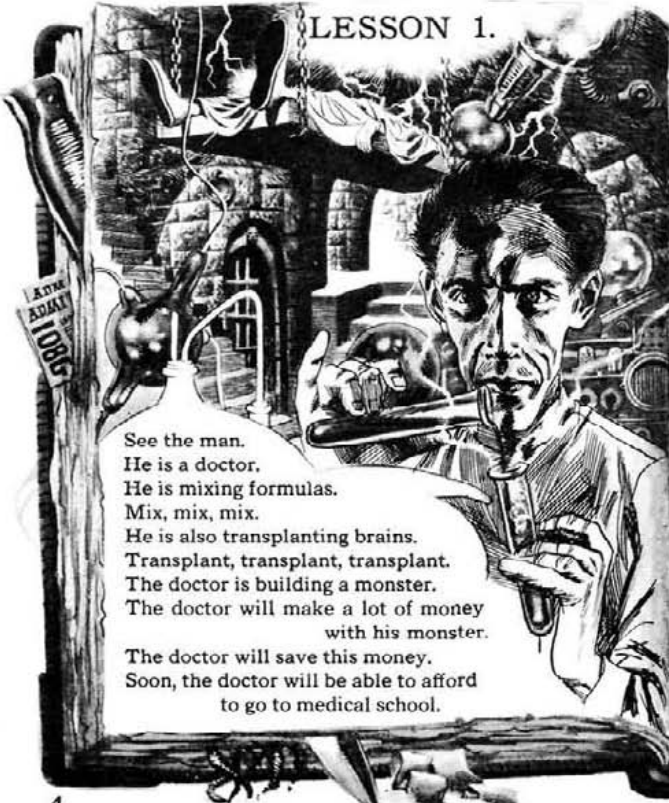
# THE MAD

# H O R R O R P R I M E R

ART-WALLACE WOOD

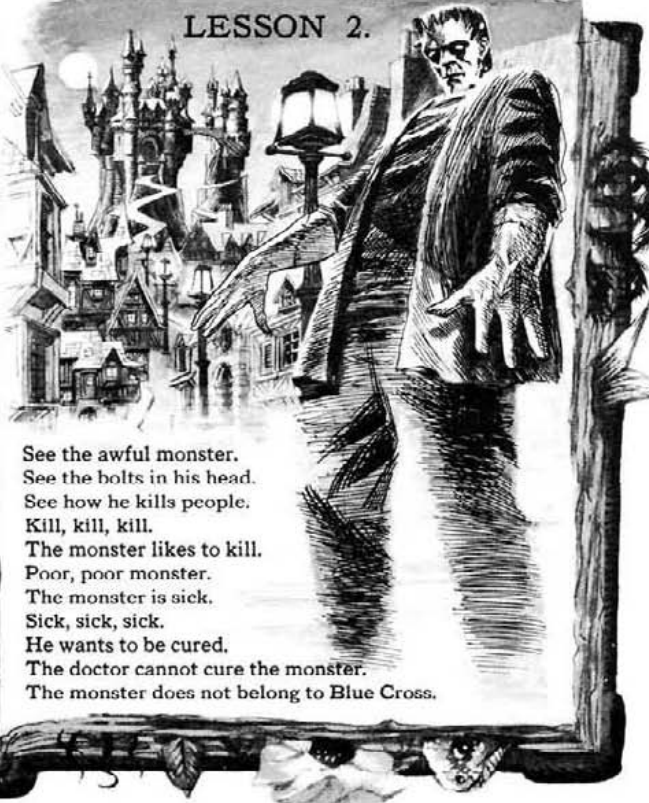
STORY-LARRY SIEGEL

## LESSON 1.



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

## LESSON 2.



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

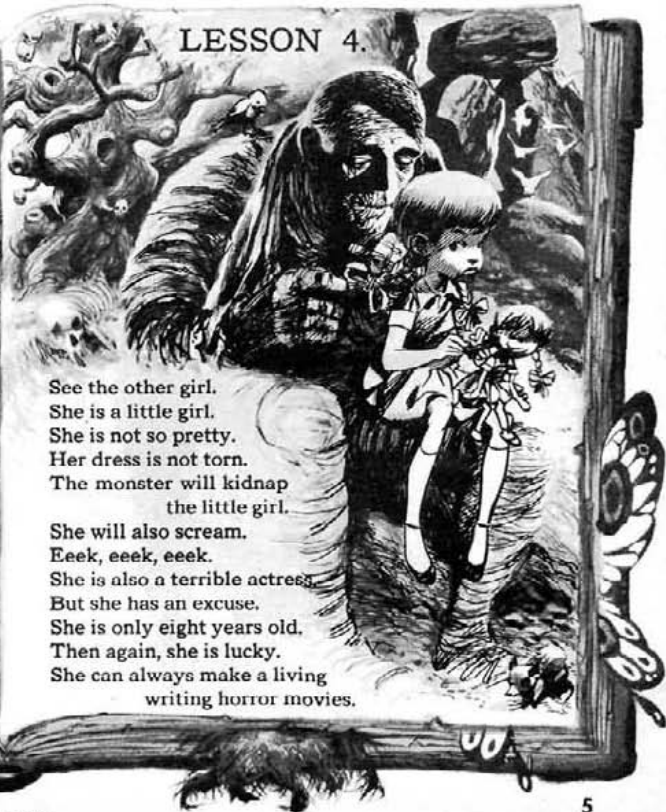


### LESSON 3.



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

### LESSON 4.



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

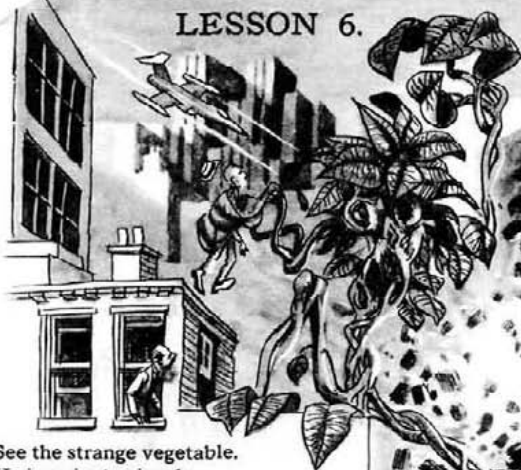
## LESSON 5.

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



## LESSON 6.

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



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

## LESSON 9.

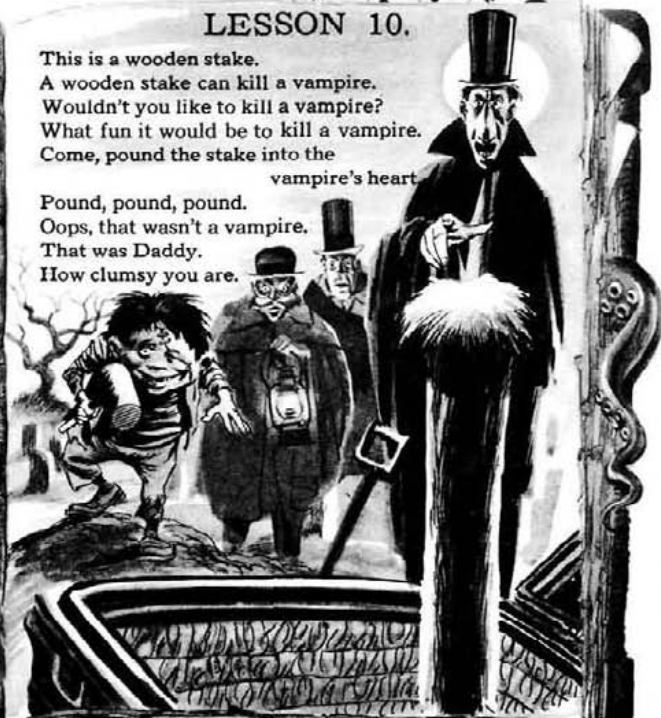
See the vampire.  
See how hideous he is.  
Doesn't the vampire look like Daddy?  
Only not so hideous.  
The vampire cannot see himself in the mirror.  
Daddy cannot see himself in the mirror either.  
Mother hogs all the mirrors.  
Don't you wish that mother married  
a vampire instead?  
Daddy does.



## LESSON 10.

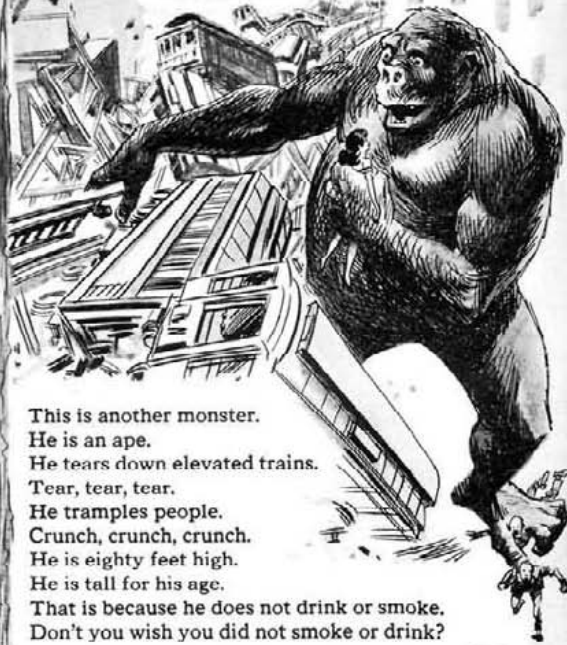
This is a wooden stake.  
A wooden stake can kill a vampire.  
Wouldn't you like to kill a vampire?  
What fun it would be to kill a vampire.  
Come, pound the stake into the  
vampire's heart.

Pound, pound, pound.  
Oops, that wasn't a vampire.  
That was Daddy.  
How clumsy you are.





## LESSON 7.



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

## LESSON 8.

This is the Empire State Building.  
 See the ape climb the Empire State Building.  
 The ape hates to ride elevators.  
 Hate, hate, hate.  
 Soon he will be attacked by planes.  
 They will be Spads.  
 and Fokkers.



They will be left over from old  
 World War I movies.  
 But his son will carry on with his work.  
 Being an ape is more exciting  
 than being an accountant.



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

## LESSON 11.

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



## LESSON 12.



See the actor struggle.  
 The Egyptian High Priests are making him  
 into a Mummy.

They are wrapping him in bandages.  
 Wrap, wrap, wrap.  
 Soon the Mummy is covered from head to  
 toe in bandages.

When the scene is over, the Director says, "Cut!"  
 Cut! Cut! Cut!  
 But it is too late.  
 Cutting will do no good.  
 The actor has suffocated from the bandages.

**DON MARTIN DEPT. PART I**

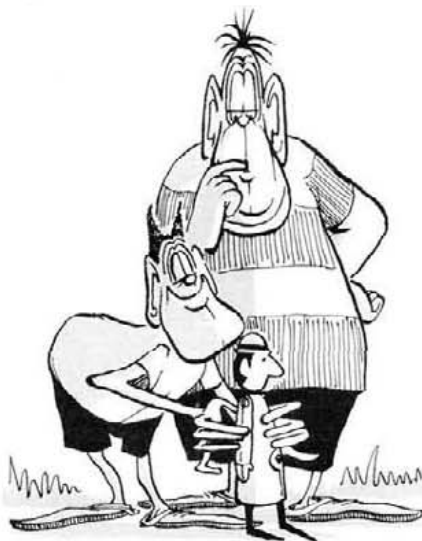
Don Martin, MAD's maddest artist, who breaks people up with his zany cartoons, now recalls an incident that really broke him up, mainly the time he foolishly tried playing with

# THE and HIS

1



2



3



7



8



9



# BOY TOY



“ANOTHER TIME, ANOTHER PLACE ... where you should be when it's showing!”

4



5



6



10



11



12



9

D. MARTIN

**READIN' AND WRITHIN' DEPT.**

In the good old days, people either bought their books in a store, or swiped them from their friends. Today, more and more people are building their libraries by joining monthly book clubs. At last count, there were

# MAD LOOKS A

LAZY READERS ARE BEING LURED BY THE POPULAR ABRIDGED BOOK CLUBS

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

## FREE!



the sexiest parts of these 5 racy novels!

*"Studs Lonigan"*

*"Gods Little Acre"*

*"From Here to Eternity"*

*"Peyton Place"*

*"Heidi"*

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

Start Your Membership Now  
CHOOSE ANY ONE  
OF THESE  
JUICY SELECTIONS

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

**The SPICY ABRIDGED  
Erskine Caldwell**

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

**The SPICY ABRIDGED  
French Novel**

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

**The SPICY ABRIDGED  
Mickey Spillane**

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

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

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

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

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

# T BOOK CLUBS

SERIOUS MINDED PEOPLE ARE BEING WOODED BY HISTORICAL BOOK CLUBS

## FREE

THE COLLECTED PAPERS OF MILLARD FILLMORE

## 20 VOLUMES . . . Retail Price \$150<sup>00</sup>

When you become a member of  
**THE MILLARD FILLMORE BOOK CLUB**



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

Choose any one of these books as your first selection

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

\*\*\*\*\*

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

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

As my first selection, send me: \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



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How to recognize 10,000 varieties of rust, mold, smut, mildew and rot, including the contents of this encyclopedia. Illustrated. 600 pages.
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You can never tell when you might suddenly have the urge. Indispensable for vacations and long trips. Over 50,000 listings, with locations. 987 pages.
- 4 THE KABUL, AFGHANISTAN, STREET GUIDE**  
How to find your way through the streets of this ancient city, so vital to the free world. You can never tell when you might end up there. 4 pages.
- 5 THE REVISED SIAMESE-SWAHILI DICTIONARY**  
Over 350,000 words and phrases translated from Siamese into Swahili, and back again. If you know either language, you can learn the other. 10 pages.
- 6 HOW TO STUFF AND MOUNT AARDVARKS**  
A vital addition to the library of all professional and amateur taxidermists. You can never tell when some clown will walk in with one of these monsters.

## THE USEFUL INFORMATION BOOK CLUB

I want to join the USEFUL INFORMATION BOOK CLUB, because I want to gather all the useful information I can while I am alive, so I'll be pretty smart when I'm dead. Please enroll me and send my 2-book bonus offer. I understand that when I join, I promise to purchase 10 out of the 12 USEFUL INFORMATION books selected during the next year. Now, here's some USEFUL INFORMATION for you. Mainly, if I were you guys, I wouldn't trust me to do that!

NAMES OF 3 BOOKS SELECTED \_\_\_\_\_

MY NAME IS: \_\_\_\_\_

MY ADDRESS IS: \_\_\_\_\_

MY CITY IS: \_\_\_\_\_ MY STATE IS: \_\_\_\_\_

PRACTICAL MINDED PEOPLE ARE INTRIGUED BY BOOK CLUBS LIKE THESE

Free!

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



“THE FLY”... hits the screen, and flops!

THE  
RIDICULOUSLY-EXPENSIVE Book Club

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

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



BLACK BEAUTY

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

THE ROVER BOYS

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

WINNIE THE POOH

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

\*\*\*\*\*

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

FOR MY FIRST SELECTION, SEND ME BY CHAUFFEURED LIMOUSINE \_\_\_\_\_

MY NAME IS: \_\_\_\_\_

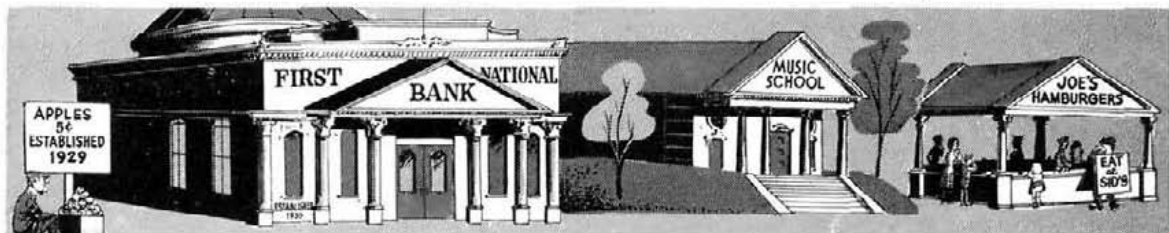
MY MANSION IS LOCATED AT: \_\_\_\_\_

IN THE CITY OF \_\_\_\_\_ STATE OF \_\_\_\_\_

MY NET WORTH (IN MILLIONS) IS: \_\_\_\_\_

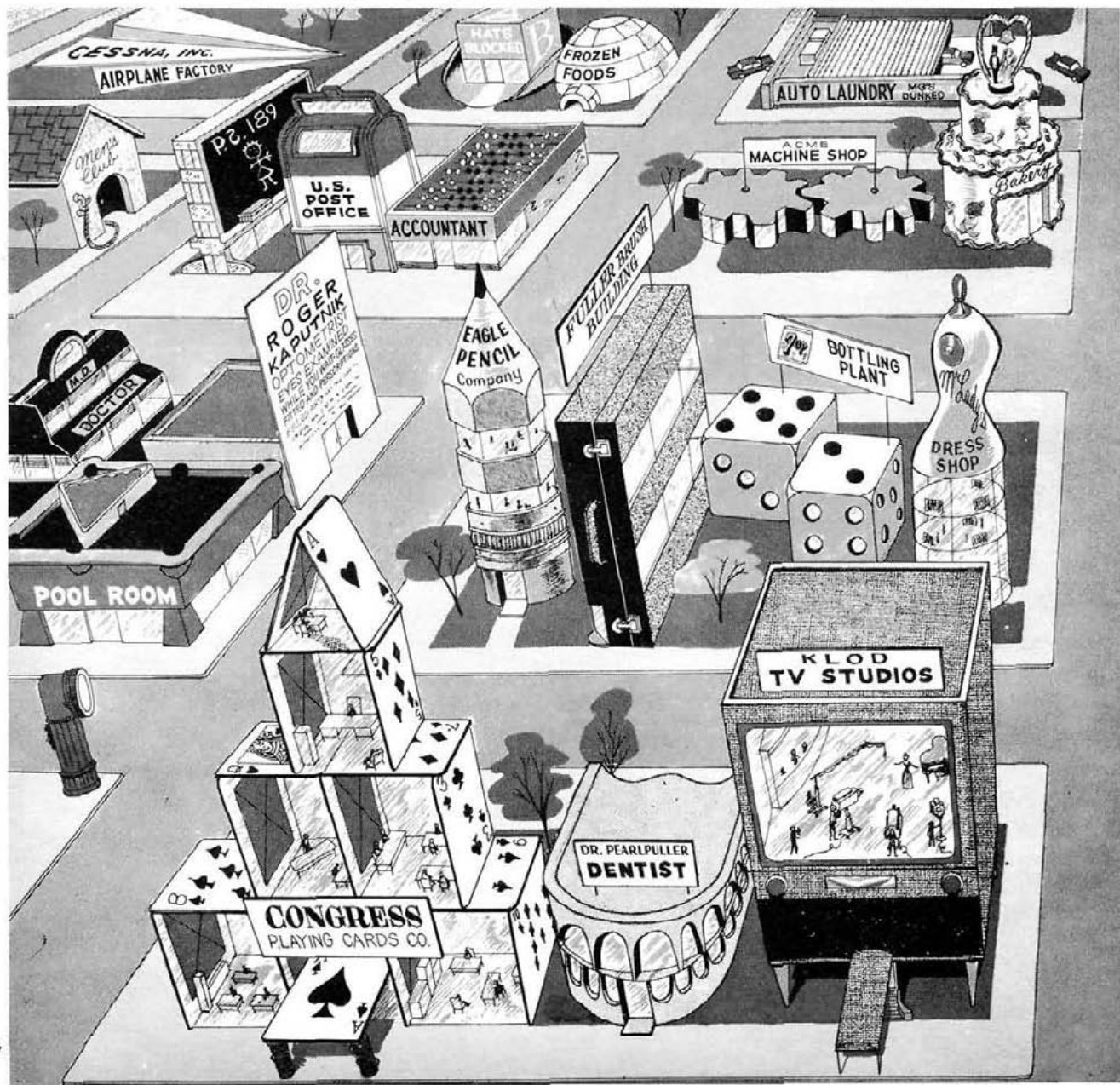
\*\*\*\*\*

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



HERE IS WHAT A TYPICAL BUSINESS DISTRICT WOULD LOOK LIKE

# FUNCTIONAL





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



STORY AND ART-DAVID BERG

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

# ARCHITECTURE



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

# Half-finished

elect

A  
LEADER  
WHO  
STANDS OUT  
AS  
HONEST  
CAPABLE  
QUALIFIED

MARILYN

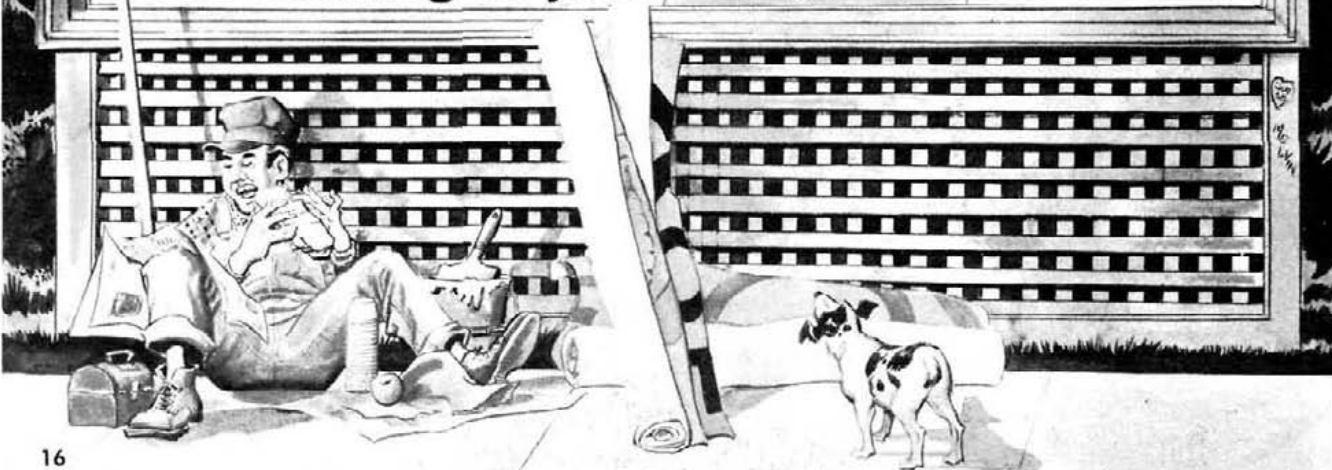
MONROE

TO THE  
U. S.  
SENATE

sizzling  
SOME LIKE POLITICS HOT!

Now showing at your Polling Place in Technicolor

"I AM A CAMERA"... "candidate"



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

# BILLBOARDS

ART-JOE ORLANDO

STORY-FRANK JACOBS

## Not a whisper of bad breath with new



**BRUSH YOUR TEETH •• RIGHT DOWN THE DRAIN**



Joe Orlando 17

MAKE YOUR DOG AN EAGER DRINKER

# DOGS LOVE Calvert Reserve



Clear heads  
agree it's  
better

**FOR DOGS!**

Full 86 Proof  
Blended Whiskey with lean red meat!

65% Grain  
Neutral Spirits to help your dog grow!

BOTTLED  
BY CALVERT MEAT PACKING COMPANY



Like your pleasure *Big?*

# TRY A MAMA MIA PIZZA PIE



**TAKE HOME THE KING** ITALIAN RECIPE

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

Know the joy of good living...

Fill up with....

'59  
Mobilgas  
SPECIAL

Mobil



Move up to quality... move up to

FAST ECONOMICAL WARM-UPS...

... EXCITING PICK-UP AND POWER!

THE BEER THAT MADE MIL

age and quick starts in all weather!

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

# CATCHING COLD?

Relieve painful  
cold miseries  
with

A TRIP TO  
**SUNNY  
FLORIDA**

**Luxury Hotels**

Provide entertainment  
With incredible speed

**ROLLING SURF**

Acts twice as fast  
as aspirin for millions

**GAY NIGHT LIFE**

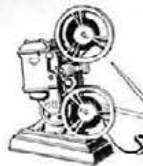
Gets its pain reliever  
into the blood stream

this advertisement

often does



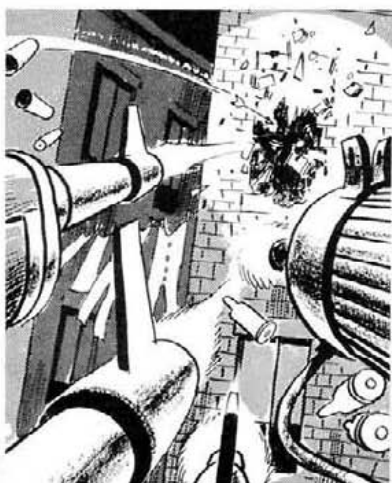
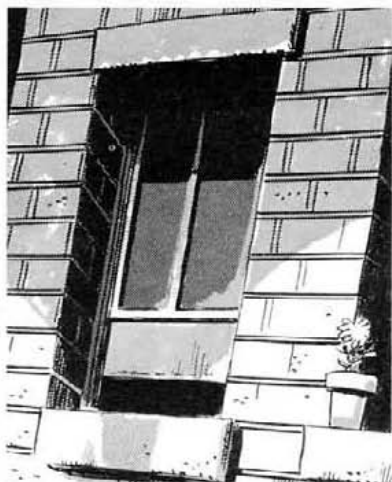
Won't upset your stomach as



# Scenes We'd Like to See

The Cops Close In

ART-MORT DRUCKER



## WHAT'S BUZZIN' COUSIN DEPT.

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

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

# FAMILY MAGAZINES

*That Maintain Communication Between Members*

HERE IS A FAMILY MAGAZINE PUBLISHED BY AN ORDINARY FAMILY

THE COWZNOFSKY CLAN'S

# Confidential

PRICE:  
25c

ARTICLES OF FAMILY INTEREST



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



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

FAMILY DISASTER SECTION



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

SPECIAL EXPOSE



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

\*\*THE REMARKABLE MR. PENNYPACKER "... excessive production!"

*the*  
**croby crooner**

PRICE: 825 Ball Bond

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

**The TRUMAN TATTLER**

PRICE: 25 Dewey Buttons

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

I'M NOT EVEN LOOKING  
by Harry

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

**CONFESSION DEPARTMENT**  
**We Swept The Dirt Under The White House Rug When We Left**

**THE ROCKEFELLER READER**

PRICE: \$2,500

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

WHO NEEDED ALL THIS AGGRAVATION?  
by Gov. Nelson Rockefeller

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

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

**The LIBERACE**

Letter Price: 25 Sequins

Look, Mom - No Cavities! by Giggles

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

Maybe I Should Have Sent Them To Military School  
by Mother

**SPECIAL INTERVIEW**  
Other Men's Tailors Laugh At Me

**THIS MONTH'S SMILE**  
Showing top and bottom teeth caps plus 3/4" of gums - page 8



\*\*GOD'S LITTLE ACRE "... paintball!"

THE  
**EISENHOWER**  
FIVE-STAR EXTRA  
ORDINARY PRICE: 25 CENTS  
INFLATION PRICE: 50 CENTS



ARTICLES  
We Found Dirt under The White House Rug When We Arrived!  
BY MAMIE  
Easter Egg Rolling On The Lawn Ruins My Putting Green!  
BY IKE  
He Used To Give Orders - Now He Takes Them!  
BY ANONYMOUS  
AN OPEN CHALLENGE TO THE PRESIDENT  
I Can Beat You At Miniature Golf!  
BY MILTON  
FAMILY ADVICE DEPARTMENT  
Don't Say Anything Without Checking With Me First!  
BY JIM HAGERTY

Ozzie Harriet Ricky David

The **NELSON NEWS**  
Price: 25 Records

At The Dinner Table, They're Seated According To Tax Bracket  
by HARRIET  
He May Make More Money, But I'm Bigger and Stronger  
by DAVID  
What Will We Do If He's Drafted? by OZZIE  
**Speak Your Mind Section:**  
I Really Wanted To Be an Accountant by RICKY

PRICE: 25 SHARES (PREFERRED)

**THE FORD FORUM**

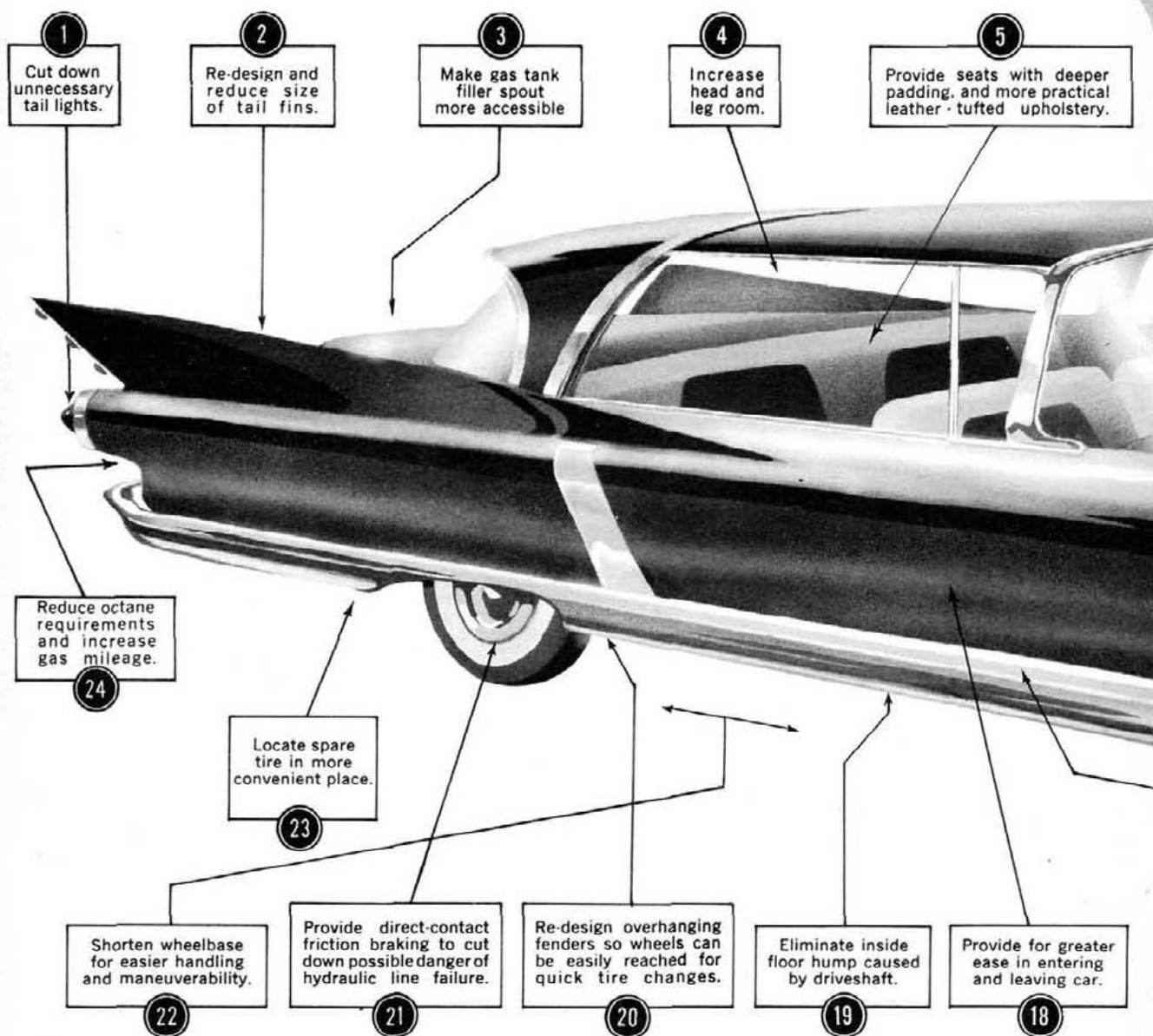
The Model "T" Was A Farce  
-by Grandpa Ford  
Reuther is Trying to Organize my Family (and he's succeeding!)  
-by Henry Ford II  
Whose Idea Was The "Edsel" Anyway?  
-by Benson Ford  
CONFESSION SECTION  
I Saw the U.S.A. In A Chevrolet--by Anonymous  
I'm Not Really Related--by Tennessee Ernie

**ROYAL FAMILY**

REVIEW  
PRICE: 25 CROWNS

I'm Not Even King in my Own House! by Philip  
Peter Townsend Keeps Buzzing The Palace by Margaret  
They Won't Let Me Watch The Changing of the Guard by Charles  
Who Is This Alfred E. Neuman My Son is Supposed to Look Like?  
by Elizabeth  
**LATEST MEDICAL REPORT**  
Other Royal Families had Hemophilia. Our Family Disease is "Sinus".

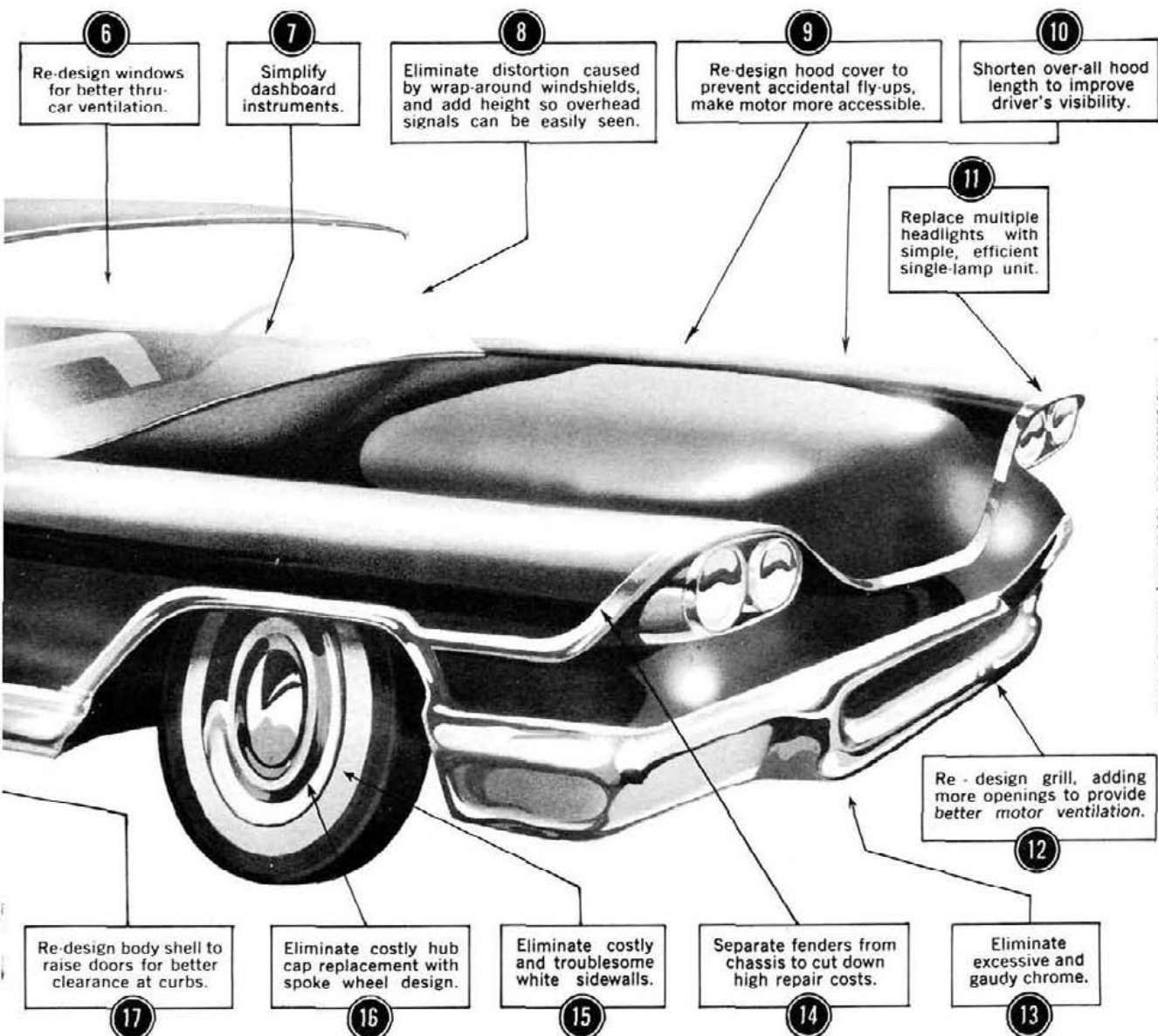
Anxious to keep our grimy thumb on the pulse of the American public, we recently took a trip around the country. And everywhere we went, we heard the same thing. Mainly, "Get outa town, yuh bums!" However, we also heard people grumbling about modern cars. Tailfins are higher, wheel bases are longer,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



# AMERICA'S DREAM CAR

ART-BOB CLARKE

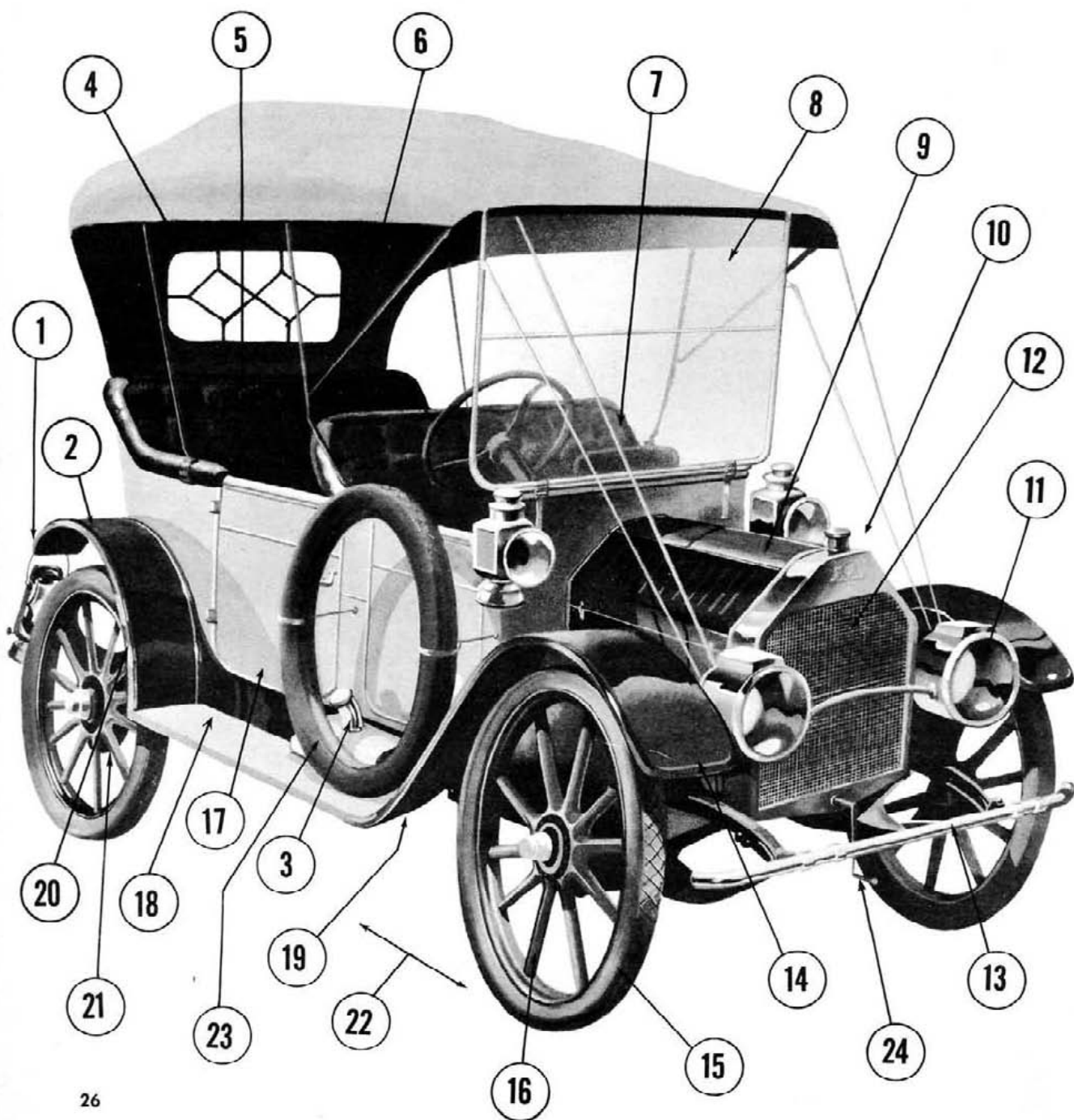
STORY-SY REIT



\*\*THE GEISHA BOY "... comes up with a new slant!"

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

# AMERICA'S DREAM CAR



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

## SID CAESAR'S VERSION OF... SHRUNK WORLD

WRITTEN ESPECIALLY FOR MAD



This is Somerset Winterset in London, England



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



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



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

ART—MORT DRUCKER



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

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



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

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



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



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

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

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



What about your own child, Professor?

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



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

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

Mr. Winterset!

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

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

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

ALICE!



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

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

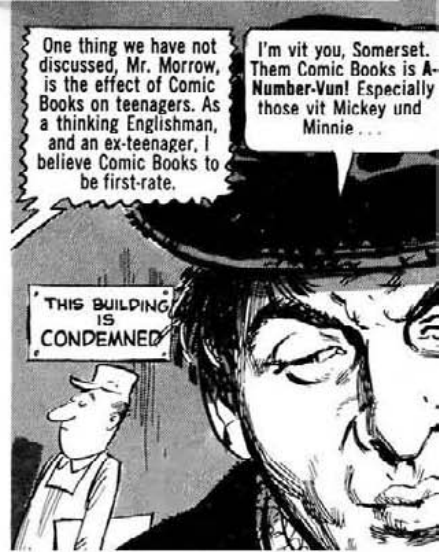
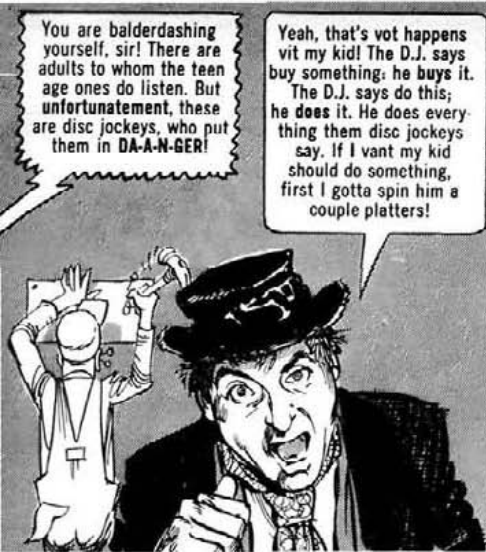
It would ruin nuttin! There's no law says a girl can't have a Sweet Sixteen Party ven she's thirty-five!

Yes, and in segueing from twelveness to twentyness, they would avoid contact with Teenage Rock 'n Roll Band stands which place them in DA-A-A-N-GER!

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



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





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

# THE SCULPTOR IN HIS STUDIO



\*\*A HOLE IN THE HEAD "... get a well-deserved plug!"

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

ART-GEORGE WOODBRIDGE

# MAD MEDALS FOR

## THE FEARLESS AND INDEPENDENT ACTION MEDAL



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

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



## THE HEROISM ON THE HOME FRONT MEDAL



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

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



## THE DISPOSAL OF HIDDEN BOOBY TRAPS MEDAL



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

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



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

STORY - DAVID BERG

# EVERYDAY HEROES

## THE VICTORY OVER MODERN PACKAGING MEDAL



AWARDED TO  
*Fanny Strongthumber*

Housewife  
of Mangle, Maine  
FOR  
**DISTINGUISHED  
ACHIEVEMENT**

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



## THE EXECUTION OF PLANNED STRATEGY MEDAL



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

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



## THE TRIUMPH OVER IMPOSSIBLE ODDS MEDAL



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

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





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

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

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

YOU  
RAVED  
ABOUT  
THE  
BOOK . . .

... NOW  
SEE  
THE  
PLAY!

BELLO  
COLLINS  
AT 2:35  
5-4489  
Actor 1959  
HANDLER  
ED  
ANNOR  
6-8570  
2:30

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

LORA  
ROBAR  
JASON R  
THE  
BY BUDG  
GEORGE GRIZ  
CORONET THE  
Evs. 8:30; Mat  
“Suspensef  
WALTER  
SLEZAK  
THE  
WITH ED  
LYCEUM THE  
Evs. 8:45; Ma  
“A TRIU  
CLAUDE  
COLB  
THE MA  
Evs. at 8:40  
4:30, 3:50, M  
Och. \$4.80;  
PLYMOUTH  
America  
THE  
Star  
Direc

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

... NOW  
GO TO  
THE  
MOVIE!

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

... NOW  
ENJOY  
THE  
MUSICAL!

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

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

... NOW  
BUY  
THE  
RECORD!

# A Best Seller Hits The COMMERCIAL TRAIL

ART-WALLACE WOOD

STORY-SY REIT

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

BUT HER HEART TOLD HER OTHERWISE!

**SEE BRIGITTE BARDOT** CRUSH THE COSSACK CHARGE BAREHANDED!

in JOHN HUSTON'S Screen Masterpiece

**AROUND THE SAMOVAR IN 80 DAYS**

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



NOW AT LOEW'S CIUDAD TRUJILLO

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

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



**PLAYHOUSE 90**  
presents  
**SCALPEL**  
Adapted especially for Television  
by Paddy Chayefsky

SHATTERING RECORDS presents

**MUSIC, MEDIC, please!**



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

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

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



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

... NOW FOLLOW THE COMIC STRIP!



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

... NOW GET THE COCKTAIL NAPKINS!



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

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

... NOW SAVE THE BUBBLE-GUM CARDS!



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

... NOW  
WEAR  
THE  
HAT!



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

... NOW  
BUY  
THE  
DOLL!



... NOW  
SMOKE  
THE  
CIGARETTES!



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

... NOW  
WORK THE  
JIGSAW  
PUZZLE!



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

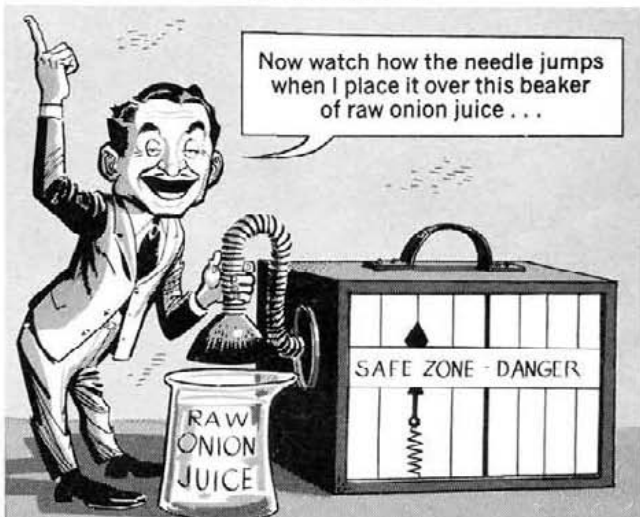
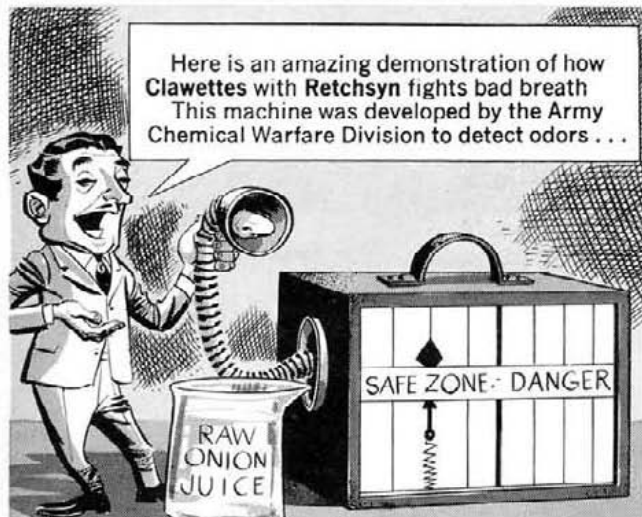
... NOW  
BUY THE  
BOOK AND  
READ IT,  
ALREADY!



# ADS WE'D LIKE TO SEE

## The Clawettes Commercial

ART-JOE ORLANDO



••A NIGHT TO REMEMBER . . . just misses the boof!••



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

## LINCOLN'S GETTYSBURG ADDRESS

### THE OLD VERSION

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

### THE NEW VERSION

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



**TWO WEEKS WITH PREY DEPT.**

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

activities which will attract vacationers with one common interest. For instance, Dude Ranches which concentrate on

SECTION II

THE POTRZEBIE

# MAD'S SPECIALIZED

## INEBRIATES



Get Off the Wagon! stagger out to . . .

## TIPSY INN

Just follow the crooked white line to our door

Spend your summer with us . . . and enjoy

Lost Weekends in the middle of the week!

\*Private Still in our Wine Cellar

\*Hot and Cold Running Gin in all Rooms

\*Swimming Pool filled with Vodka

**CHUG-A-LUG  
CONTESTS**

**MYSTERY  
DRINKS**

**CONTINUOUS  
TOASTING**

**SEE DOUBLE! PAY SINGLE!**

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

starring

**JOE E. LEWIS**

(if he can make it!)

Our Pink Elephant Meets You At The Station



## SNOBS

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

## the Swooty Plaza HOTEL

On Snob Hill overlooking Fort Knox, Ky.

Relax on our 14 Million Acres  
**FABULOUS MAIN BUILDING**

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

Estimates on Sandwiches  
 Cheerfully Given

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

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

Our Solid GOLD CADILLAC Meets You At Your Mansion

## HOODS

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

## LAWLESS MANOR

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

**ALL SPORTS** only \$198 a day  
 (in unmarked bills)  
 Mugging, arson, murder, jay-walking, etc.

NIGHTLY RAIDS ON NEIGHBORING HOTELS  
 FLOAT YOUR STIFFS IN OUR BRAND NEW  
 SALT-WATER SWIMMING POOL

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

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

SPECIAL RATES FOR THREE-TIME LOSERS

OUR 26TH YEAR (4 TO GO)



The Getaway Car Meets You at the Freight

THE SHAGGY DOG "... needs cutting"

# RESORTS SECTION

## TEENAGERS

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

# ROCK'N'ROLL LODGE

The Hotel Exclusively  
For Teenagers

(Nobody admitted without a black jacket)



TEENAGE BELLHOPS TEENAGE CHAMBERMAIDS  
TEENAGE WAITERS TEENAGE HOUSE DETECTIVES

**ALL ROOMS WITH PRIVATE JUKE BOXES**

(Occupancy limited to 17 per room)

**SPECIAL ACCOMMODATIONS FOR PARENTS**

(289 Miles From Main Building)

ATHLETIC DIRECTOR

(A guy who once touched Fats Domino)

SOCIAL DIRECTOR

(A guy who once sassed Sam Levenson)

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

No  
SQUARE  
Dancing

Special  
GANG  
Rates

Our HOT ROD Meets You at the Station

## OFF-BEATS

You'll love the bizarre atmosphere at

# HOTEL MACABRE

An Odd and Unusual  
SUMMER RESORT



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

PRIVATE MAUSOLEUM ON PREMISES

ENJOY ALL THESE HORRIBLE SPORTS:

Grave-Robbing Burying Alive Kick-The-Bucket  
Hide-and-go-Shreak Monster-Making Ping-Pong

BARBECUES EVERY AFTERNOON FOLK DANCING EVERY EVENING  
(at our Crematorium) (on real folk)

Every Room  
A Torture  
Chamber

MYSTERY BUS RIDE EVERY NIGHT  
(off a cliff)

Our Hearse  
Meets You  
at the Station

## HYPOCHONDRIACS

WHY TAKE CHANCES?

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

# Oy Vay Lodge

formerly BELLY ACRES

"NEVER A  
SATISFIED  
CUSTOMER!"



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

Our food will make you nauseous!  
Our prices will make you sick!

UNDER NEW  
MANAGEMENT  
(The last owner  
got better!)

AMERICAN PLAN  
with your own private doctor

EUROPEAN PLAN  
with Socialized Medicine

Our Ambulance meets you at the station

# ADS WE'D LIKE TO SEE

## The Colgate Commercial

ART-JOE ORLANDO



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



## BIG BUILD-UP DEPT.

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

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

# VIC TINNY GYMS

## A PUBLIC SERVICE TO IMPROVE AMERICA'S HEALTH

ART—WALLACE WOOD    STORY—AL JAFFEE

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

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



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



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

•••THE SWEET SMELL OF SUCCESS...A SURE-FIRE B.O.!!•••

# THE NEW VIC

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

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

## POPULAR HEALTH METHODS WHICH VIC TINNY FOUND INADEQUATE

### DIET METHOD found inadequate



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



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



### EXERCISE METHOD found inadequate



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



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



### EQUIPMENT METHOD found inadequate

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



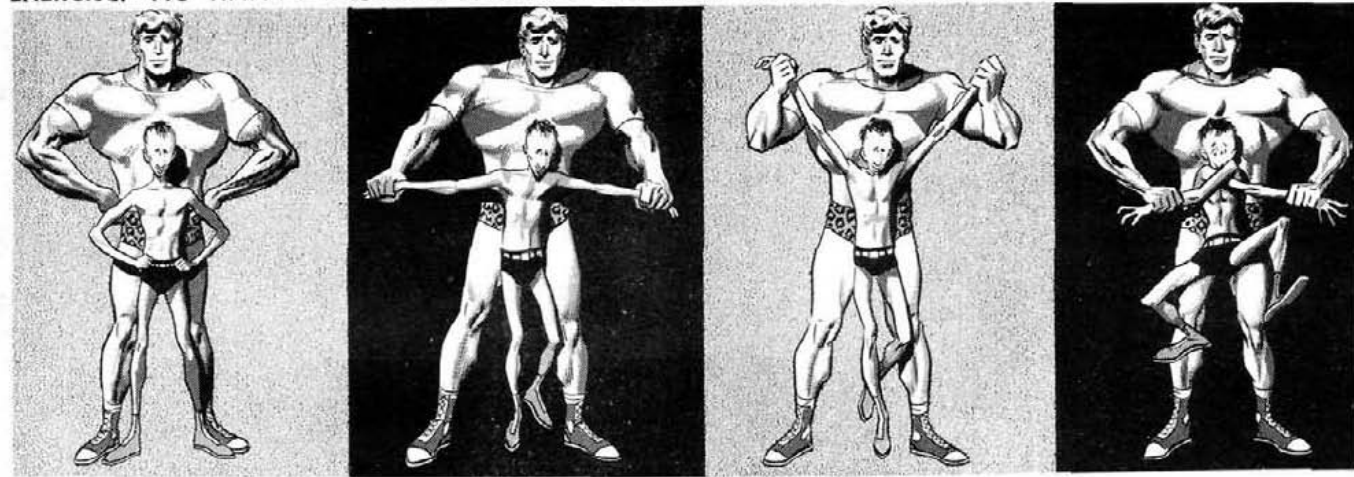
# TINNY METHOD

months of planning, Vic came up with the "Tinny Method": When a Vic Tinny student realizes how much it is costing for every minute he's in the gym, he exercises like crazy!

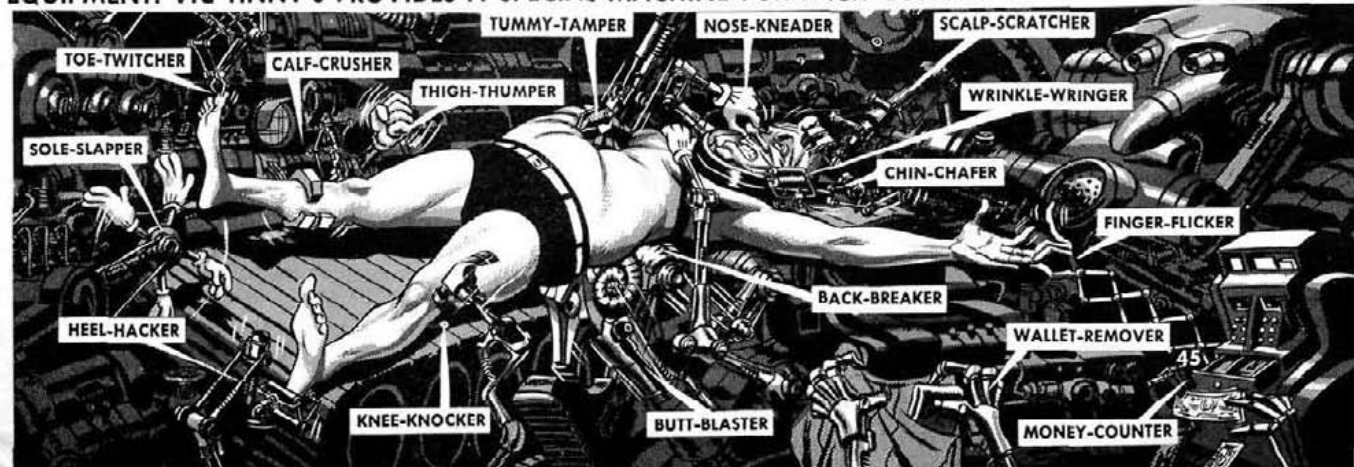
**VIC TINNY'S HEALTH METHOD COMBINES BEST FEATURES OF ALL DIET: VIC TINNY'S PROVIDES FACILITIES DISPENSING SPECIAL HEALTH FOODS.**



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



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



# SPECIAL PROBLEMS

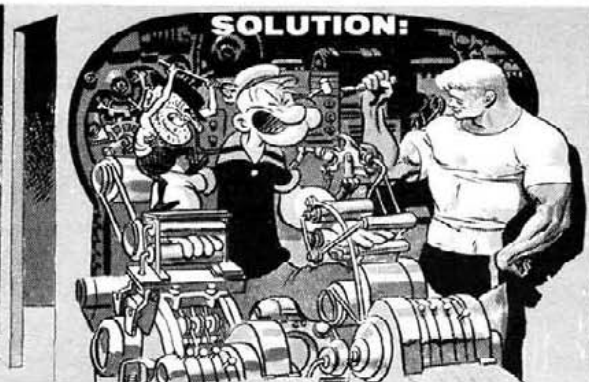
SPECIAL HEALTH PROBLEMS ARE HANDLED WITH PRECISION AND KNOW-HOW AT VIC TINNY'S

**PROBLEM:**



Man has special arms and legs problem.

**SOLUTION:**



Skilled Vic Tinny Experts go to work.

**RESULTS:**



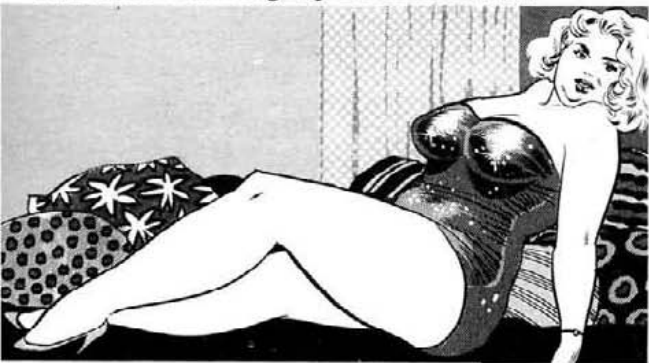
Man ends up with perfect proportions.

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

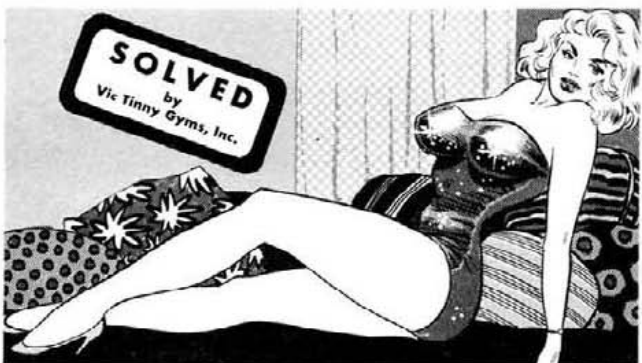
**PROBLEM:** Woman's head too small for her body.



**PROBLEM:** Woman's figure prevented movie career.



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





# THE BUSINESS END

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



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

# THE ULTIMATE DREAM



## Vic Tinny says:

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

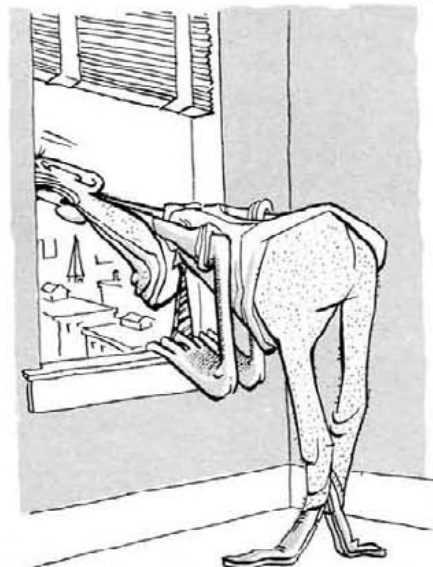
Vic Tinny's own "method" of exercising for his health.



\*\*\*IMITATION GENERAL... no stars!

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

# THE 17<sup>th</sup> FLOOR





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

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

\*Imprinted in five permanent colors

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

use coupon or duplicate

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

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

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



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

NO. OF SHIRTS \_\_\_\_\_ SIZE(S) \_\_\_\_\_

CHECK CHART BELOW

AMOUNT ENCLOSED AT \$1.25 each \_\_\_\_\_

BOYS & GIRLS					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
24" - 27"	BS	27" - 31"	BM	31" - 34"	BL

MEN & WOMEN					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
34" - 37"	MS	37" - 41"	MM	41" - 44"	ML



## We're taking the pledge at the **FOUR POSIES SOCIETY**

*(And it's about time!)*

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

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

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

That's why we're taking the pledge!

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



*We've sworn off it for good!*