

HUMOR IN A JUGULAR VEIN

TALES CALCULATED TO DRIVE YOU



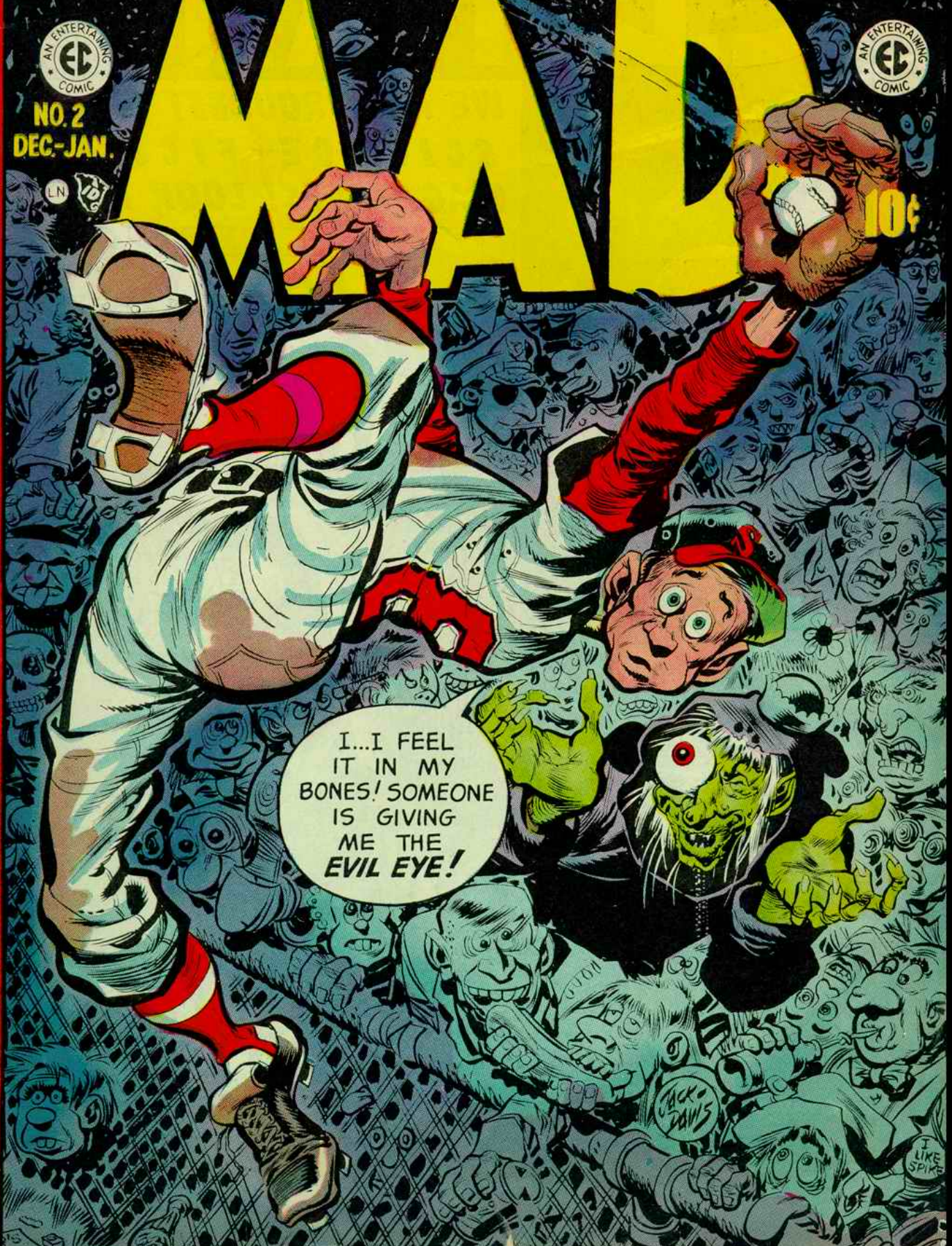
NO. 2
DEC.-JAN.

LN



10¢

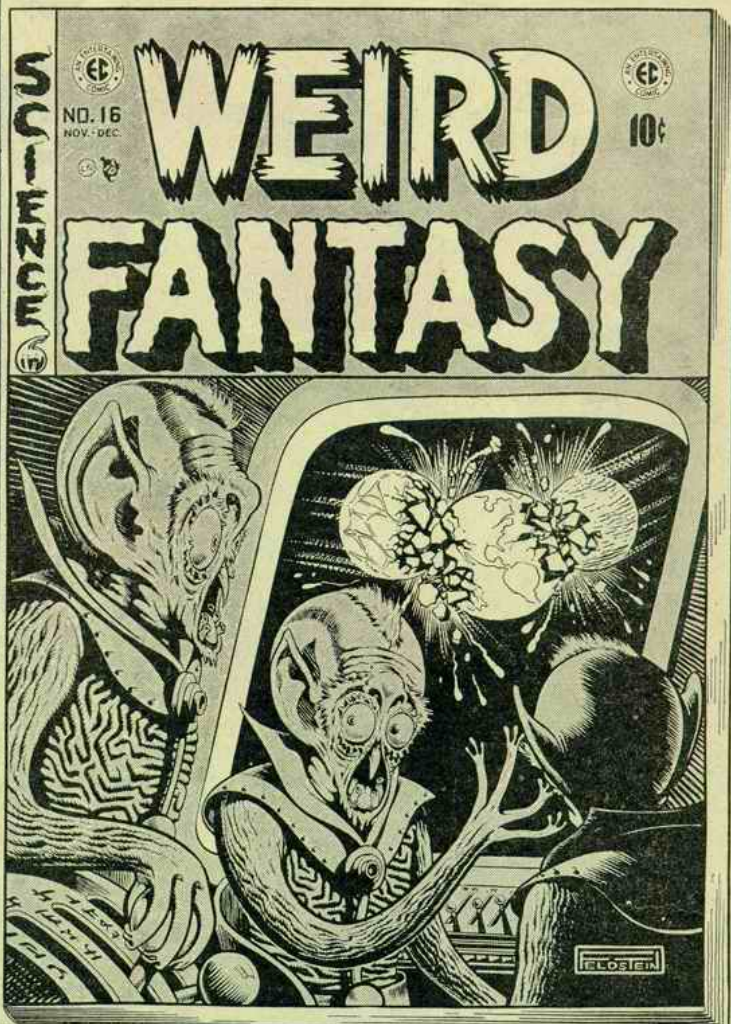
MAD



I...I FEEL
IT IN MY
BONES! SOMEONE
IS GIVING
ME THE
EVIL EYE!

EC. FANS!

**WE ARE PROUDEST OF OUR
SCIENCE-FICTION
MAGAZINES! LOOK FOR**



**ON SALE NOW
AT ALL NEWSSTANDS!**



Mad, Dec. 1952-Jan. 1953—Vol. 1, No. 2. Published Bi-Monthly by Educational Comics, Inc., at 225 Lafayette St., New York 12, N. Y. William M. Gaines, Managing Editor. Harvey Kurtzman, Editor. Application as second class matter pending at the Post Office at New York, N. Y. One year subscription in the U. S. 60c plus 15c for packing and mailing—total 75c. Elsewhere \$1.00. Entire contents copyrighted 1952 by Educational Comics, Inc. Unsolicited manuscripts will not be returned unless accompanied by stamped return envelope. No similarity between any of the characters, names or persons appearing in this magazine with any of those living or dead is intended, and any such similarity is purely coincidental. Printed in U. S. A.

TERROR DEPT.: THERE ARE MANY THINGS GOING ON IN THE WORLD THAT ARE VERY STRANGE... THAT HAVE NO EXPLANATION! MANY THINGS IN MANY PHASES OF LIFE... EVEN IN THE GAME OF BASEBALL! THERE ARE THE SUPERSTITIONS, THE BELIEFS IN THE UNNATURAL, THE BELIEFS IN THE...

















JUNGLE DEPT.: AFRICA! WILD... UNTAMED LAND WHERE TIME STANDS TANGLED IN THE JUNGLE! AFRICA!... HOME OF THE FERCE GMONGLI PYGMIES... THE TERRIBLE NGAMBWALI CANNIBALS, AND THE HORRIBLE OOKABALLAKONGA HEAD HUNTERS! ALSO, HOME OF THE JUNGLE APEMAN... AN APEMAN NAMED...

MELVIN!









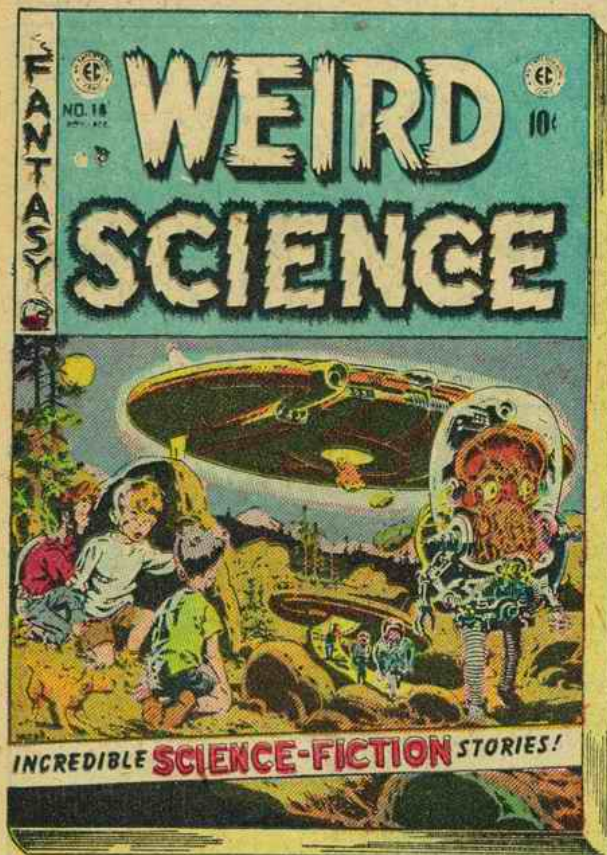






E.C. FANS!

**WE AT E.C. ARE PROUDEST
OF OUR SCIENCE - FICTION
MAGAZINES! LOOK FOR...**



**ANOTHER
"NEW TREND"
ENTERTAINING COMIC!
ON SALE NOW
AT ALL NEWSSTANDS!**



Monongahela Wheeler, private eye, flashed his badge at Babalou O'Brien, his nagging secretary.

"Listen, Mo! We owe Mr. Gaines, the Baron of Lafayette Street, five months back rent on this broom closet. You haven't made a prune since you caught the counterfeiter, Two-Buck Tim from 'Timbuktu! Now you have a chance for an interview and free publicity on the coast-to-coast broadcast, 'Breakfast with Max and Minx'!

"Desist, woman! I don't believe in *mind over mattress* . . . rising at 6 in the a.m. to chit-chat with a couple of bleary-eyed early birds! Besides . . . I can't stomach their sponsor's product, the breakfast food that's packed in shell casings. What with Minx's canaries chirping the Anvil Chorus, the cereal exploding, and the friction in Max's diction, I won't get a plug in edgewise! No! I refuse!"

Just then, a beautiful woman, with mascara-smearred eyelids, swivel-hipped into the office. As Babalou leered at the lovely intruder, Mo looked her over like the Sunday supplement.

"What *is* it, Mo? A raccoon???"

Mo observed that the mysterious lady was wearing a soft sighing whisp of a black chiffon chapeau with a rayon net cascading over a pure silk print dinner dress of mauve, aqua, topaz, and tissue faille beige. The whole effect was one of melodious cacophony, quiet dignity and unstudied flawlessness!! She was obviously a retired taxi-dancer.

The lady placed 498 one-dollar bills and a two-spot on Mo's desk. She spoke in a voice smooth as warm butterscotch pudding. "This is a small retainer, Mr. Wheeler! There's been foul play at 24 Claw St.!!" Then she turned on her wedgies and left.

Mo stuck the loot in his suit, the two-spot in an envelope for the landlord, and headed for

the house of evil with Babalou in tow!!

Soon, the sleuth and his steno were standing in the sinister, spider-webbed hallway of 24 Claw!

"Let's try that door at the top of the stairs, sweetheart! Watch that first step. Looks rotten!" ... "Right, Mo!" ... "Watch that second step. Pretty weak!" ... "Right, Mo!" ... "The third step, too!" ... "Right, Mo!" ... "Fourth's bad!" ... "Right, Mo!" "Fifth's worse yet!" ... "Right, Mo!" ... Watch the SEVENTH step ... very bad!"

There was a resounding crash! Mo would have to carry on alone, now! Reaching the landing, he opened the foreboding door! There, on the floor, was a murdered seaman in a blood-soaked oilskin coat and a sou'wester ... a harpoon impaled in his back!!

"Here's one sailor who found a *storm* in a *port*! Judging from the angle this 600 pound Nantucket needle entered the body, it was thrown at close range! The serial number has been filed off. There must be hundreds of harpoons of the same caliber around town!"

As Mo whipped his magnifying glass into focus, the Lady-in-Mascara flounced into the room.

"Mr. Wheeler! The solution to this crime lies in that room across the hall!"

Mo raced to that perilous portal! He kicked it in with the toe of his tennis shoe. A red light flashed ... ON THE AIR! Canaries chirped and breakfast food exploded. Radio technicians were absorbed in their decibels. A man with ear-phones threw a frantic finger at Max and Minx!

"Welcome to breakfast with the McNarys, Mo! This was the only way we could get you on our precious program. Will you be our guest before you take us down to police headquarters?"

"You both will get the hot-divan for this caper! But I might comply with your last request. I haven't had my second cup of coffee as yet this morning."

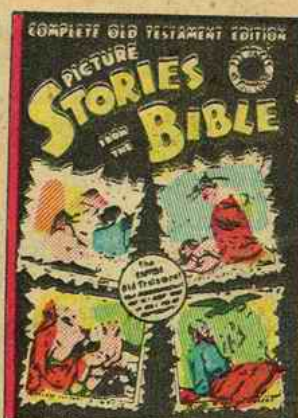
As Mo looked around for the elusive Lady-in-Mascara, Babalou's voice came up from the cellar...

"Mo ... you lout!!! Why didn't you tell me about that SIXTH step?????"



144 BIG PAGES IN FULL COLOR

Containing the complete story of the Life of Christ and Peter and Paul and the founding of the Early Christian Church. Included are maps showing Palestine at the time of Jesus and chronological indexes of principal events and Scripture references to episodes illustrated.



232 BIG PAGES IN FULL COLOR

Here under one cover, in full color continuity, re-edited and arranged in chronological order, are all the stories of the Old Testament heroes from the four issues of the magazine. Printed in four colors throughout and bound with brightly varnished heavy board covers.



No. 2 — Amazing Discoveries about Food & Health. 15c



No. 2 — Europe's Struggle for Civilization. 15c

(Write for special school prices)

EDUCATIONAL COMICS, INC.

225 LAFAYETTE ST., NEW YORK 12, N. Y.

I enclose \$_____ for _____ copies

COMPLETE OLD TESTAMENT 75c ☐

COMPLETE NEW TESTAMENT 50c ☐

PICTURE STORIES FROM SCIENCE (No. 2) ☐

PICTURE STORIES FROM WORLD HIST. (No. 2) ☐
(15c for each copy)

Name _____

Address _____

City _____ Postal Zone _____ State _____

Please print plainly. No C.O.D. Do not send postage stamps.

CALLING COSMO McMOON!

On a quiet stretch of meadowland in the mid-west, a lonely steel tower reaches into the ether and pulls radio waves into the generator housed at its base. Then it sends the waves, now nourished and revitalized, out into space again to continue on their coast-to-coast journey.

One day, things went awry at this small but important transmitter. President F. M. Wavelength, the big chime of the Irrational Broadcasting System, called an emergency Board of Directors meeting.

"Gentlemen! I don't have to tell you why you are here! Just turn on the radio and you'll hear jumbled programs. H. V. Kettledrum, news analyst . . . Martin Cohen, private eye . . . and Mr. Trace, Loser of Keen Persons, are all working on the *same* case apparently. Jock Beanny appears to be playing *first violin* on the Boston Symphony broadcast! Actually, some unknown force, within the radius of one of our midwestern powerhouses, is jamming all the networks together! We have resorted to every known mechanical contrivance to detect the source of the interference, but to no avail!

"Therefore, I have called in an old school-chum of mine, Prof. Cosmo McMoon, to solve this mystery. The professor and I went to Common Knowledge College together where I was captain of the All-American Tiddly-Winks Team. He played a very solid Left Tiddle!"

Just then, Prof. McMoon entered. Taking off his pith helmet, he addressed his old school-mate. "Got your call, F. M.! I was spending a bit of a vacation at Lake Indian-name-to-end-all-Indian-named-lakes, in exclusive Westchester County. I *hate* to admit it, but I was about to be tossed *out* anyway! They discovered a knothole in *my* polo mallet. A breach of social etiquette if there ever was one!"

"Have you heard my new song, 'I'll take

you home again, Kathleen — the last three cocktails turned you green!'" Or would you rather hear my theories on why the Missing Link is still missing?"

* * * * *

Prof. McMoon and F. M. arrived by plane at the site of the berserk transmitter. As Cosmo began his investigations in the vicinity, the oscillator in his bow tie started to blink and light up! He was hot on the trail!

The signals became strongest when he approached a little hut, tucked away in the woods, not far from the tower.

The door of the humble abode was opened by Walla-Walla Bazinski, a poor but honest farmer. He invited the two men into the plain interior. He introduced his wife, Mrs. Croton-on-the-Hudson Bazinski. On her lap sat ten month old Baden-Baden Bazinski. Music wafted through the room. The Bazinskis were too poor to own a radio, but the sound emanated from their little son's mouth!

"Incredible," cried Cosmo! "This little cherub is a human generator! He opens his mouth and his teeth act as a positive attractor of radio waves. His tongue acts as a conductor of electricity while his teeth are like the push-button station selectors on a radio. He has merely to run his tongue along his teeth to change from station to station!"

"Yes, and he doesn't take long to warm up like them hand-made radios!", offered Walla-Walla.

Now that the cause of the radio-wave jumbling was unearthed, Mr. F. M. Wavelength paid Mr. Bazinski \$100,000 to have little B.B.'s baby teeth extracted. This done, stations only carried *one* program at a time as before.

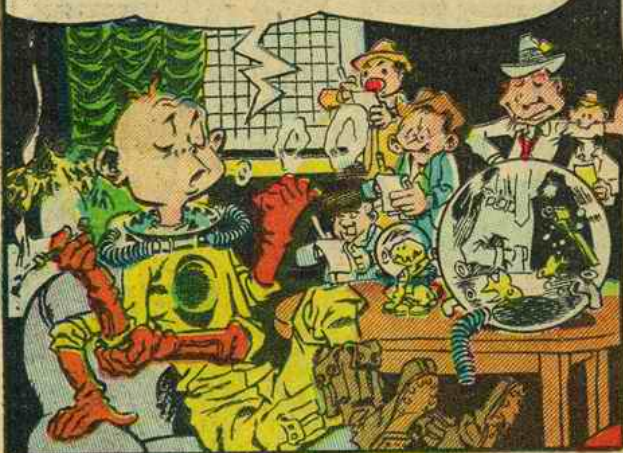
Oh, yes!! The happy Bazinskis are now living in the heart of New York . . . near Radio City! They are waiting anxiously for their little boy's *second set* of teeth to cut gum!

SCIENCE-FICTION DEPT.: **NIGHT!** A MIGHTY, GLEAMING SPACE-SHIP SWOOPS GRACEFULLY OUT OF THE STARRY SKY MAKING A GENTLE LANDING ON THE NEVADA SANDS! INSIDE, GLARF WERFNICK, MARTIAN, SITS, SHAKING AND HAGGARD FROM HIS ESCAPE FROM THE ...

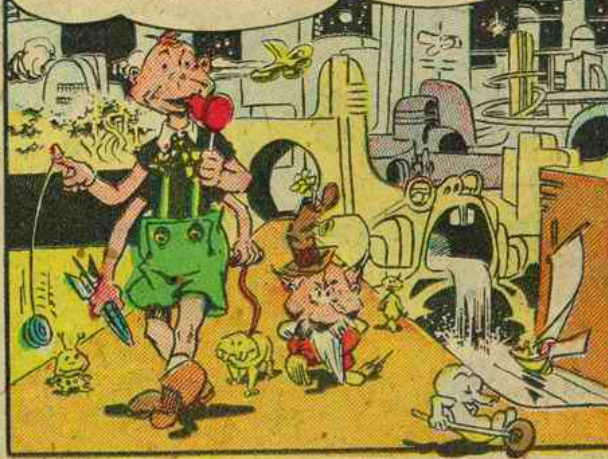
GOOKUM!



AAAAH! THIS IS BETTER! IF YOU REPORTERS WILL EXCUSE ME, I'LL TELL YOU MY STORY WHILE I EAT! WAITER! LET ME HAVE SOME STEWED MOMMY BRITS AN' FRIED JAMBO LEAVES!



MY STORY STARTS AS A HAPPY YOUTH, STROLLING ALONG THE GOWANUSGLARF CANAL IN THE LITTLE MARTIAN CITY OF BROOKLYNGLARF WITH MY GRANDFATHER!



COME, LITTLE GLARF! IT IS TIME TO TELL YOU THE FACTS OF LIFE... TO TELL YOU OF THE GREAT WALL!



THE GREAT WALL... BUILT BY OUR ANCESTORS MANY YEARS AGO!

FOR THE FIRST TIME LITTLE GLARF, I SHALL TAKE YOU OUTSIDE THE GREAT WALL!



CHEE, GRANFODDER! THERE AIN'T NOTHIN' THIS SIDE OF THE GREAT WALL!

NOTHING, GLARF! N-NOTHING HERE, GLARF! N-N-N-NOTHING BUT THE GOOKUM!



M-MILES AND MILES OF SHIMMERING, JELLY-LIKE PINK GOOKUM! THIS IS WHY OUR ANCESTORS BUILT THE GREAT WALL, LITTLE GLARF!... TO PROTECT US FROM THE GOOKUM!

I'M AFRAID I DON'T QUITE FOLLOW YOU, GRANFODDER!



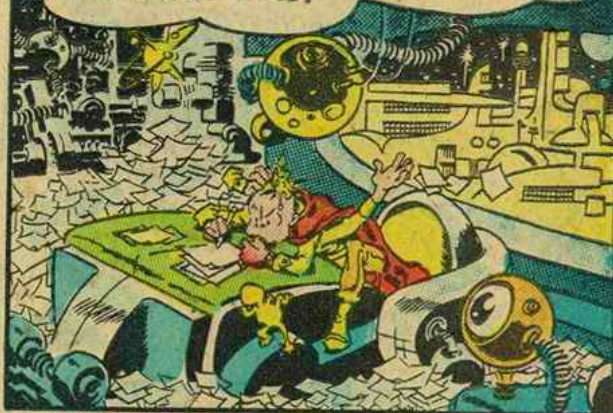
THIS GOOKUM LIVES, LITTLE GLARF! RIGHT NOW THE GOOKUM SLEEPS... LIES DORMANT! FOR 500 YEARS IT HAS SLEPT, BUT SOON IT WILL WALK AND COME AFTER US! THIS GOOKUM IS FANTASTIC... LIKE A THING FROM EARTH!



AND SO... I LIVED IN THE LITTLE CITY OF BROOKLYNGLARF ON THE GOWANUSGLARF CANAL! AS I GREW INTO MANHOOD, I DECIDED TO BE A PHYSICIST!



... BEING A PARTICULARLY BRILLIANT STUDENT, INTERESTED IN THE FUTURE WELFARE OF MY PLANET, I DEVOTED ALL MY TIME TO PERFECTING A ROCKETSHIP THAT WOULD GET ME THE HECK OUTTA THERE IN CASE THE GOOKUM CLIMBED THE GREAT WALL!



2 PLUS ONE...
MOVE THE
DECIMAL
POINT...

$E=MC^2$

DON'T FORGET
THE X-FACTOR!

A MINUS THE
SQUARE ROOT!
EQUALS ZIBBEN
UND TZVONTZIK!

PLUS THE
SQUARE ROOT...
ZOOT SUIT...
ROOTY
TOOT
TOOT...

GLARF!
GLARF!

BLAST IT, MAN!
HOW MANY TIMES
HAVE I TOLD
YOU, MELVIN,
NOT
TO INTERRUPT
ME WHILE I'M
THINKING?

SPLAT!



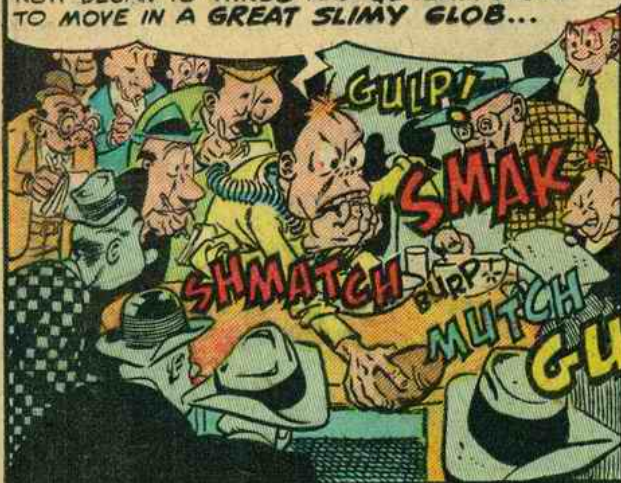
..... SODDY, OLD
FELLOW! LOST MY TEMPER!
NERVES YOU KNOW... WHAT
WITH THIS FILTHY GOOKUM
BUSINESS...

THAT'S IT,
GLARF... THE
GOOKUM!

THE 500 YEARS ARE
UP! THE GOOKUM!
IT'S BEGINNING
TO STIR!



...THE GOOKUM WAS BEGINNING TO STIR!...YES!THE VAST SHIMMERING PINK POOLS OF SHINY GOOKUM NOW BEGAN TO THROB AND QUIVER... BEGAN TO MOVE IN A GREAT SLIMY GLOB...



...MOVED AND BEAT AGAINST THE SECRET INSULATION OF THE GREAT WALL! AND SOME-HOW... A TEENCHY WEENCHY PIECE OF GOOKUM GOT PAST THE WALL!



LOOK! IT MUST BE GOOKUM, 'CAUSE JAM DON'T SHAKE LIKE THAT!

QUICK! GET IT!



I'LL SMASH IT WITH THIS CLUB!

NO! NOT WITH THAT WOODEN CLUB!



THE GOOKUM FEEDS ON ANYTHING ORGANIC!

LOOK! IT'S EATING THE CLUB!



THE TEENCHY WEENCHY PIECE OF GOOKUM IS GROWING BIGGER!

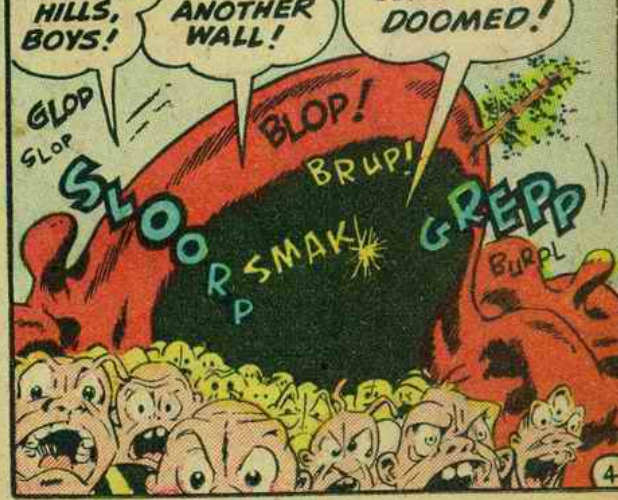
IT'S SLOBBERING AFTER US!



HEAD FOR THE HILLS, BOYS!

WE'LL HAVE TO BUILD ANOTHER WALL!

BROOKLYN-GLARF IS DOOMED!



AH, YES!... SOON THIS, GULPING, SLOBBERING, GLOBBING GOOKUM HAD SWALLOWED UP EVERYTHING BUT MY INSULATED LABORATORY!



THERE I WORKED FEVERISHLY, PUTTING THE FINISHING TOUCHES ON MY OWN ROCKET-SHIP! BUT AS I WORKED, A TEENCHY WEENCHY KEENCHY EENCHY PIECE OF GOOKUM SQUEEZED THROUGH THE KEYHOLE!



LOOK AT THAT GOOKUM, EATING EVERYTHING ORGANIC IN THE LABORATORY! I MUST FINISH MY ROCKETSHIP!



LOOK HOW IT CIRCLES MY INSULATED PLATFORM! IT'S THINKING... FIGURING OUT A WAY TO GET AT ME!



HORRORS! THE GOOKUM IS SMARTER THAN I THOUGHT!

IT'S CLIMBING UP TO THE DOOR KNOB!



THERE! THE LAST PIECE OF MY ROCKET-SHIP IS IN PLACE!



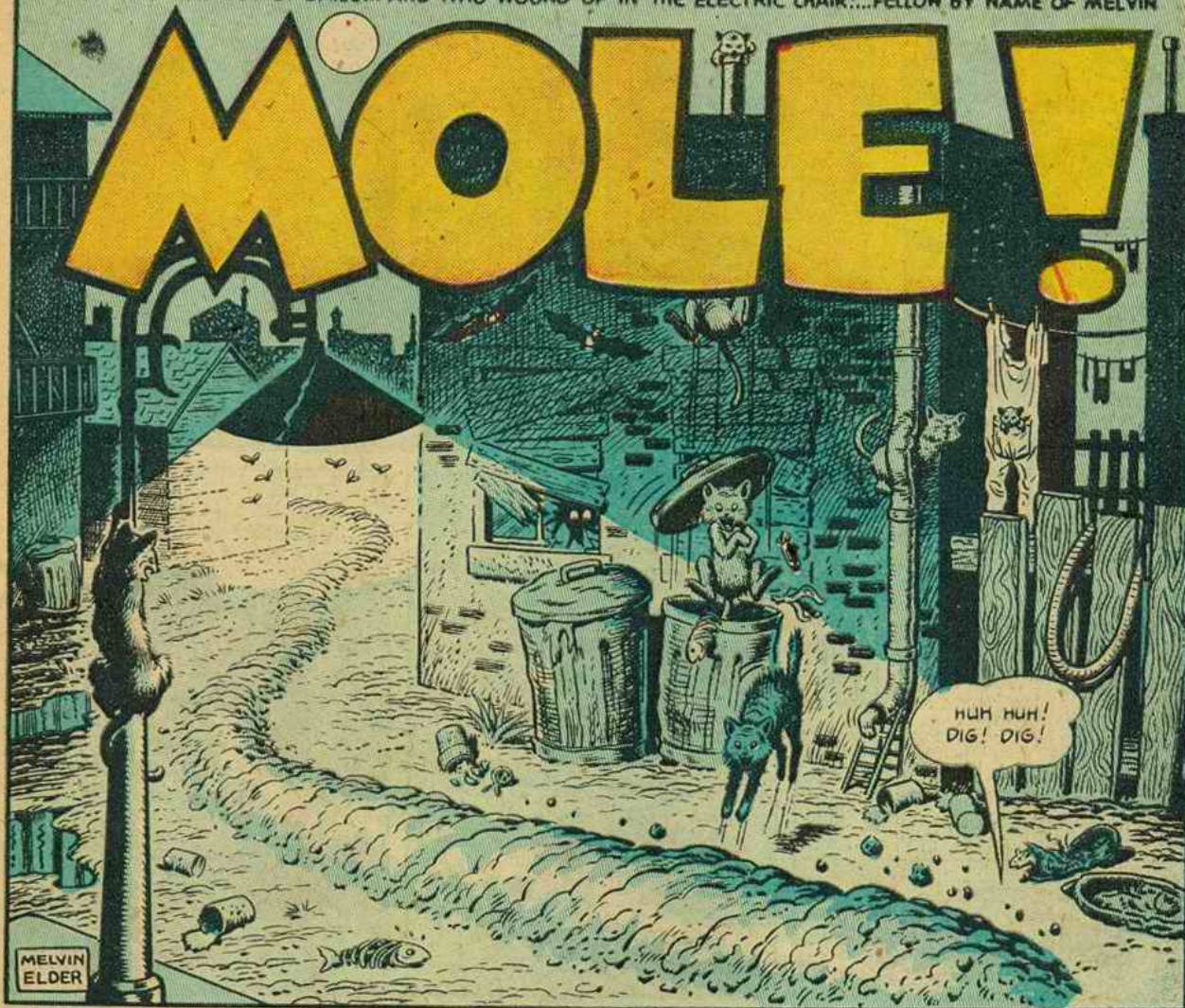
NOW!... BLAST OFF

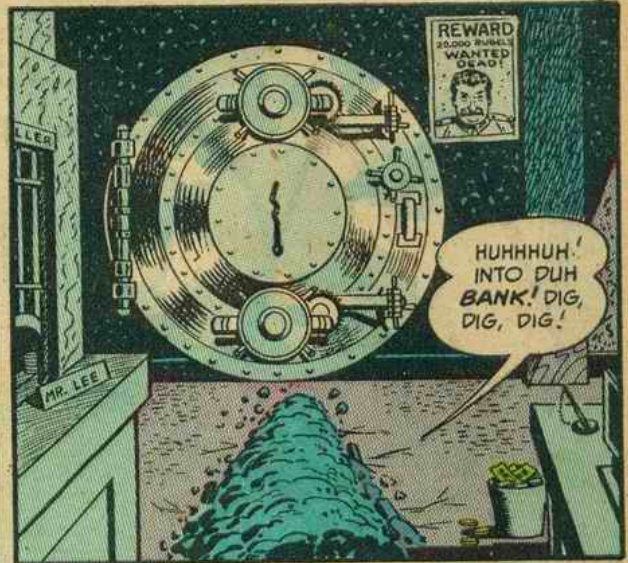




CRIME DEPT. ! ALL YOU OUT THERE WHO ASPIRE TO BE CRIMINALS... YOU WHO FOLLOW THE PATHS OF EVIL ! THIS STORY IS FOR YOU !... THE STORY OF A FELLOW WHO DUG HIS WAY INTO BANK VAULTS... WHO DUG HIS WAY OUT OF JAILS... AND WHO WOUND UP IN THE ELECTRIC CHAIR !... FELLOW BY NAME OF MELVIN

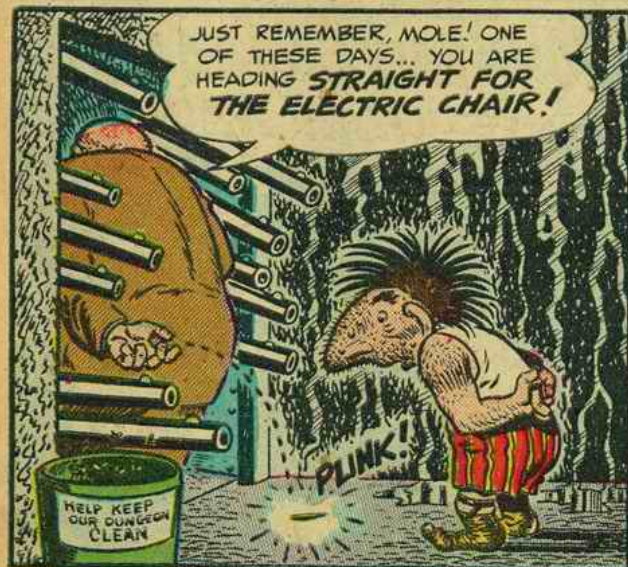
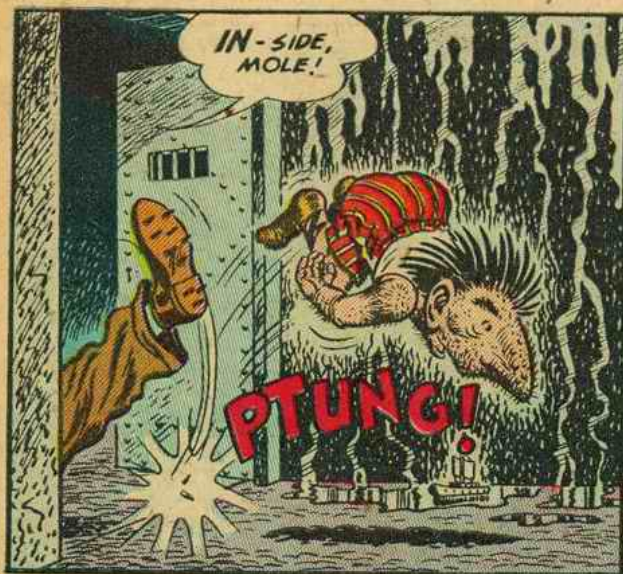
MOLE!



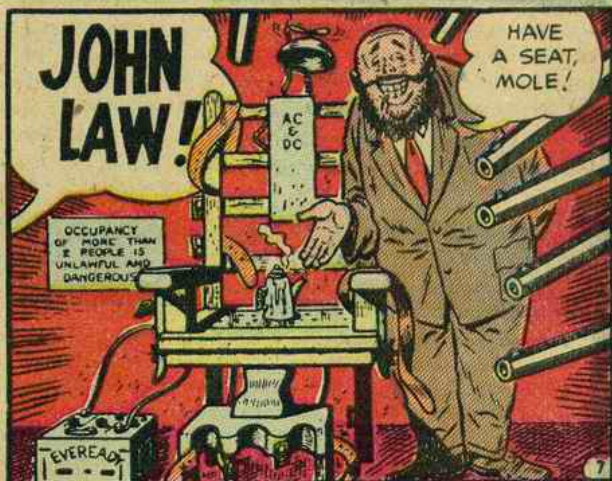












AND THAT'S THE STORY!... THE STORY OF MELVIN MOLE, THE
FELLOW WHO DUG... THE FELLOW WHO HEADED STRAIGHT
FOR THE ELECTRIC CHAIR!

SPECIAL ...

INTRODUCTORY OFFER



**ALL-IN-ONE
CIGARETTE
LIGHTER and
FULL-PACK CASE**
Personalized with
Your Name

**FOR MEN
AND WOMEN**

Only \$1.98

*Your Name
Engraved in
23 Karat Gold
without
Extra Cost*

**NEW!
IMPROVED!**

All-in-One Cigarette Lighter and Full-Pack Case gives you a cigarette and a light—BOTH at the same time! Smart, streamlined and modern. This wonderful convenience is compact... fits easily in your pocket or purse. No more tobacco crumbs. No more bent or damp cigarettes. Insures lasting freshness. Deep well lighter holds an amazingly large supply of fluid. Built for lifetime service of beautiful mottled plastic. Only lighter case with hinged lid. Opens with a snap of your finger. Your name engraved on case in 23 Karat gold letters. An ideal gift for men or women. Order Now.

Use 10 Days At Our Risk

Just mail name and address for trial inspection and approval. On arrival deposit \$1.98 plus 48c C.O.D. postage. Use 10 days. If not delighted return for refund of purchase price. (Send \$1.98 with order. We pay postage.)

EXTRA FOR PROMPT ACTION... If you order now, we will engrave any name in 23 Karat gold without extra cost. Order now for yourself or as a gift for someone else.

Dept. 588E • **H. & S. SALES CO.** • 1665 Milwaukee Ave. • Chicago 47, Ill.



**CLIP
AND MAIL
COUPON
NOW**

H. & S. SALES CO., Dept. 588E
1665 Milwaukee Ave., Chicago 47, Ill.

Please rush combination cigarette case and lighter. I will pay postman only \$1.98 plus 48c C.O.D. postage on arrival. I may return in 10 days for refund of purchase price if not delighted. (Send \$1.98 with order. H & S Sales Co. pays postage.)

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME TO BE ENGRAVED _____

BE A SUCCESS AS A RADIO-TELEVISION TECHNICIAN



J. E. SMITH, Pres.
National Radio
Institute

**2 FREE BOOKS
SHOW HOW
MAIL COUPON**

America's Fast Growing Industry Offers You

**EXTRA PAY IN
ARMY, NAVY,
AIR FORCE**

If you expect to go into military service, mail coupon NOW. Knowing Radio, TV, Electronics can help you get extra rank, extra prestige, more interesting duty at pay up to several times a private's base pay. You are also prepared for good Radio-TV jobs upon leaving service. IT'S SMART TO TRAIN WITH N. R. I. NOW. Mail Coupon TODAY.

1. EXTRA MONEY IN SPARE TIME

Many students make \$5, \$10 a week extra fixing neighbors' Radios in spare time while learning. The day you enroll I start sending you SPECIAL BOOKLETS to show you how to do this. Tester you build with parts I send helps you service sets. All equipment is yours to keep.

2. GOOD PAY JOB

Your next step is a good job installing and servicing Radio-Television sets or becoming boss of your own Radio-Television sales and service shop or getting a good job in a Broadcasting Station. Today there are over 90,000,000 home and auto Radios. 3100 Broadcasting Stations are on the air. Aviation and Police Radio, Micro-Wave Relay, Two-Way Radio are all expanding, making more and better opportunities for servicing and communication technicians and FCC licensed operators.

3. BRIGHT FUTURE

And think of the opportunities in Television! In 1950 over 5,000,000 Television sets were sold. By 1954 authorities estimate 25,000,000 Television sets will be in use. Over 100 Television Stations are now operating, with experts predicting 1,000. Now is the time to get in line for success and a bright future in America's fast-growing industry. Be a Radio-Television Technician. Mail coupon for Lesson and Book—FREE.



I TRAINED THESE MEN

Chief Engineer, Police Radio
"Soon after finishing the N. R. I. course, worked for servicing shop. Now I am Chief Engineer of WCUN, WURN, WUPR, two-way FM Police Radio Installations. S.W. available reputation in Television." F. MILLER, Maumee, O.

They Specialize in Television
"Have my own shop. Am authorized serviceman for 5 large manufacturers and do servicing for 1 dealer." F. MILLER, Maumee, O.

Over 140 Week Spare Time
"When I enrolled, had no idea it would be so easy to learn. Have equipped my shop out of spare time earnings. I am clearing about \$40 to \$60 a month. Full credit to N.R.I. J. D. KNIGHT, Denison, Texas."

ERI Graduate Desires Salary
"Am with Station WJCH as transmitter operator. Have more than doubled salary since starting in Radio. Future looks bright. N. R. I. has been constant help to me." A. HEER, New Cumberland, Pa.

140 Week to Spare Time
"Before finishing your course, I earned as much as \$10 a week in Radio servicing, at home in my spare time. I recommend N.R.I. to everyone who shows interest in Radio." S. J. PETRUFF, Miami, Fla.

Years of Success with Shop
"I operate my own shop and have over 500 customers. My profits average about \$250 a month. Have had years of successful experience and still praise N.R.I. training." J. H. ANDERSON, Atlanta, Ga.

Regrets Not Enrolling Sooner
"Am proud of my diploma. I cannot say enough for the N. R. I. course. Regret I didn't take it years ago when I used to see your ads. Now I have a spare time shop." FRANK S. TUCKER, Hilton Village, Va.

Best First Job Through N.R.I.
"My first job was operator with KDLR, obtained for me by your Graduate Service Dept. I am now Chief Engineer of Police Radio Station WQOX." T. S. NOTTON, Hamilton, Ohio."

I Will Train You at Home Read How You Practice Servicing or Communications with Many Kits of Parts You Get!

YOU BUILD this modern Radio (above) as part of my Servicing Course. Build this complete, powerful Radio Receiver that brings in local and distant stations. N.R.I. gives you ALL the Radio parts . . . speaker, tubes, chassis, transformer, sockets, loop antenna, EVERYTHING you need. You use material to get practical Radio experience. Make EXTRA money fixing neighbors' Radios in spare time while training.

YOU MEASURE current, voltage (AC, DC and RF), resistance and impedance in circuits with Electronic Multimeter (above right) you build as part of my Servicing or Communications Course.

YOU BUILD this Transmitter (right). As part of my Communications Course, I SEND YOU parts to build this low-power broadcasting transmitter. You learn how to put a station "on the air," perform procedures demanded of Broadcast Station operators, make many practical tests.

YOU BUILD this Wavemeter (below) in my Communications Course with parts I send you. Use it to determine frequency of operation and make other tests on transmitter currents. You conduct many interesting experiments.

NRI WAVEMETER

NOW! Advanced Television Practice

New, special TV kit furnished to build high-definition SCOPE . . . RF OSCILLATOR with flyback power supply . . . complete TV set . . . many other extras. You see pulse, trapezoidal, saw-tooth wave forms. Get valuable PRACTICAL EXPERIENCE locating and correcting TV troubles. Mail coupon for facts and price!

Keep your job while training at home. Hundreds I've trained are successful RADIO-TELEVISION TECHNICIANS. Most had no previous experience; many no more than grammar school education. Learn Radio-Television principles from illustrated lessons. Get PRACTICAL EXPERIENCE—build valuable Electronic Multimeter for conducting tests; also practice servicing Radios or operating Transmitters—experiment with circuits common to Radio and Television. At left is just part of the equipment my students build with many kits of parts I furnish. All equipment is yours to keep. Many students make \$5, \$10 a week extra fixing neighbors' Radios in spare time.

Mail Coupon For 2 Books FREE

Act Now! Send for my FREE DOUBLE OFFER. Coupon entitles you to actual lesson on Servicing; shows how you learn Radio-Television at home. You'll also receive my 64-page book, "How to Be a Success in Radio-Television." You'll read what my graduates are doing, earning; see photos of equipment you practice with at home. Send coupon in envelope or paste on postal.

J. E. SMITH, Pres.,
Dept. 2M01 National
Radio Institute, Wash-
ington 9, D. C. . . .
Our 39th year.

**The ABC's of
SERVICING**

**How to Be a
Success
in RADIO-
TELEVISION**

Good for Both—FREE

Mr. J. E. SMITH, President, Dept. 2M01
National Radio Institute, Washington 9, D. C.

Mail me Sample Lesson and 64-page Book about How to Win
Success in Radio-Television. Both FREE. (No salesman will call.
Please write plainly.)

Name Apt.

Address

City Zone State

Approved Under G. I. Bill

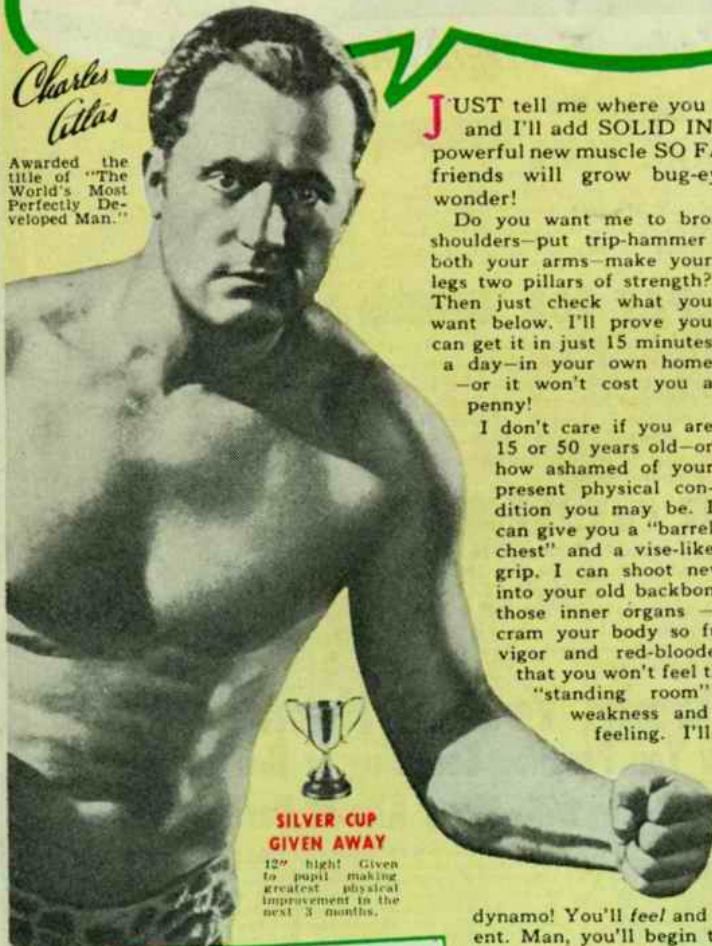
Check the Kind of Body YOU Want!

RIGHT IN THE
COUPON BELOW

...and I'll Prove How EASILY You Can Have It!

Charles Atlas

Awarded the title of "The World's Most Perfectly Developed Man."



**SILVER CUP
GIVEN AWAY**

12" high. Given to pupil making greatest physical improvement in the next 3 months.

JUST tell me where you want it—and I'll add **SOLID INCHES** of powerful new muscle **SO FAST** your friends will grow bug-eyed with wonder!

Do you want me to broaden your shoulders—put trip-hammer power in both your arms—make your legs two pillars of strength? Then just check what you want below. I'll prove you can get it in just 15 minutes a day—in your own home—or it won't cost you a penny!

I don't care if you are 15 or 50 years old—or how ashamed of your present physical condition you may be. I can give you a "barrel chest" and a vise-like grip. I can shoot new strength into your old backbone, exercise those inner organs—help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling. I'll wake up

ARE YOU

Skinny, Weak and run down?
Always tired?
Nervous?
Lacking in confidence?
Constipated?
Suffering from bad breath?
Fat and flabby?
Do you want to lose or gain weight?

WHAT TO DO ABOUT IT is told in my **FREE BOOK**

to my present superman physique! Thousands of other fellows are becoming marvelous physical specimens—my way. I give you no gadgets or contraptions to fool with.

When you have learned to develop your strength through "Dynamic Tension" you can laugh at the artificial muscle-makers. You simply utilize the **DORMANT** muscle-power in your own God-given body—watch it increase and multiply double-quick into real solid **LIVE MUSCLE**.

My method—"Dynamic Tension" will turn the trick for you. No theory—so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of "Dynamic Tension" almost unconsciously every minute of the day—walking, bending over, etc.—to **BUILD THE MUSCLE and VITALITY** you want. And you'll be using the method which many great athletes use for keeping in con-

dition—prize fighters, wrestlers, baseball and football players, etc.

FREE

Illustrated 32-
Page Book. Just
Mail the Coupon.

SEND NOW for my famous book, "Everlasting Health and Strength." (Over 3½ MILLION fellows have sent for it already.) It contains 32 pages, packed from cover to cover with actual photographs and valuable advice. Shows what "Dynamic Tension" has done for others, answers many vital questions. Page by page it shows what I can do for YOU.

This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely **FREE**. Just glancing through it

may mean the turning point in your whole life! Check the information you want (in the coupon below) and rush it to me personally. **CHARLES ATLAS, Dept. 164X 115 East 23rd St., N. Y. 10, N. Y.**



Here's The Kind of Results I Get:

"I gained 11 lbs. and 4¼ inches on my chest, 3 inches on my arms. I am never constipated."

—Henry Neven, Canada

"I gained 34 lbs. and increased my chest 6 inches!"

—Stanley Lynn, Calif.
"What a difference! Have put 3½ inches on my chest (normal) and 2½ inches expanded."

—F. S., New York
"Gained 29 lbs. When I started

your course I weighed only 141. Now I weigh 170."

—T. K., New York

"The benefits are wonderful. The first week my arm increased one inch. My chest two inches."

—E. M., Conn.

"You changed me from a weakling to a real he-man. My chest has gone up 6 inches. I am a solid mass of muscle."

—J. W., Montana

dynamo! You'll feel and look different. Man, you'll begin to LIVE!

WHAT'S MY SECRET?

"**DYNAMIC TENSION**!" That's the ticket! The identical natural method that I myself developed to change my body from the scrawny skinny chested weakling I was at 17

CHARLES ATLAS, DEPT. 164X
115 East 23rd St., New York 10, N. Y.

Dear Charles Atlas: Here's the kind of Body I Want:

(Check as many as you like)

- ☐ More Weight—Solid—in The Right Places
- ☐ Broader Chest and Shoulders
- ☐ More Powerful Arms and Grip
- ☐ Slimmer Waist and Hips
- ☐ Better Regularity, Digestion, Clearer Skin
- ☐ More Powerful Leg Muscles
- ☐ Better Sleep, More Energy

Send me absolutely **FREE** a copy of your famous book "Everlasting Health and Strength"—32 pages, crammed with photographs, answers to vital health questions, and valuable advice. I understand this book is mine to keep and sending for it does not obligate me in any way.

Name _____ Age _____
(Please print or write plainly)

Address _____

City _____ State _____