

HUMOR IN A JUGULAR VEIN

TALES CALCULATED TO DRIVE YOU

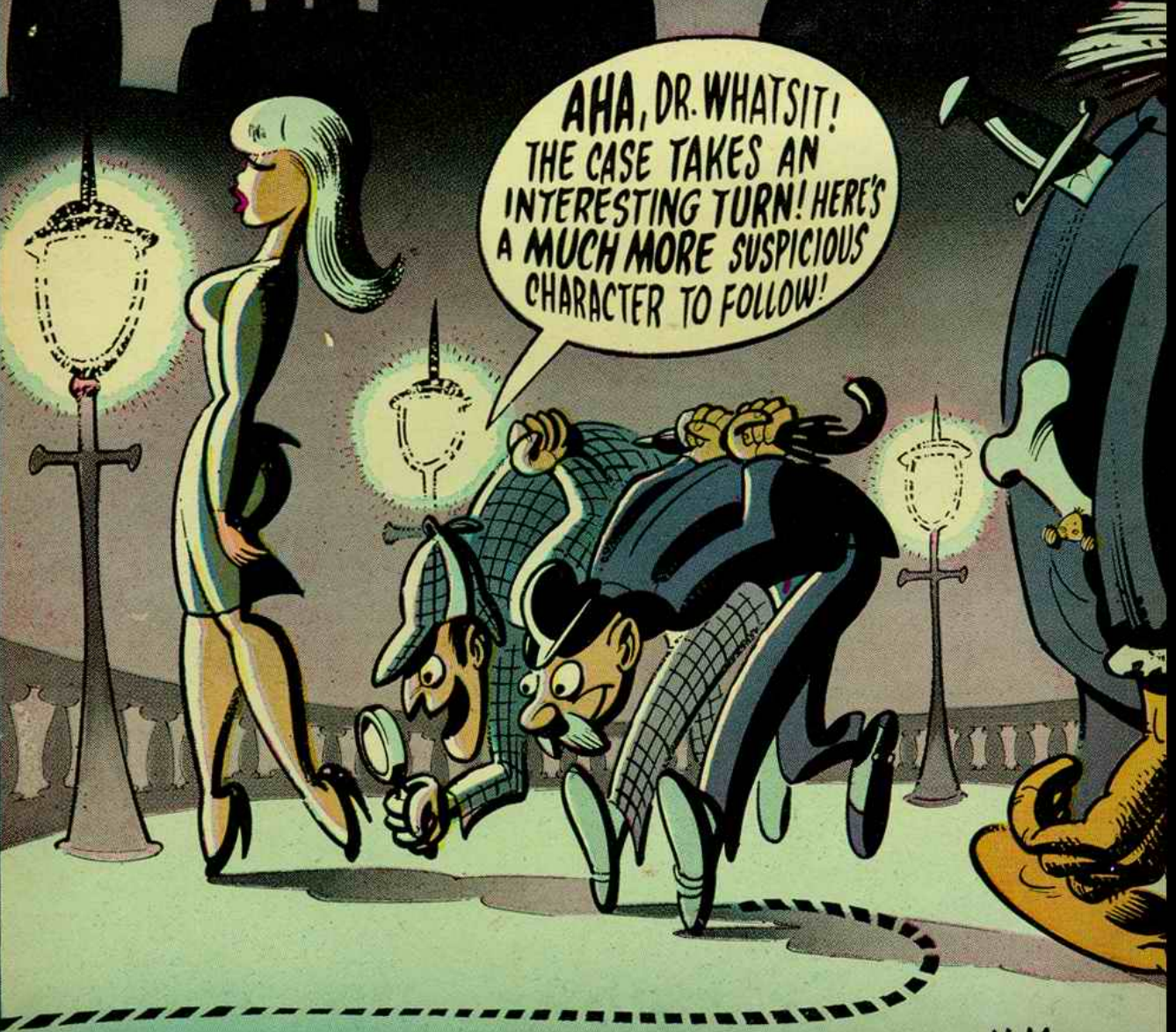


No. 7
OCT.-NOV.



10¢

MAD



H. Kurtz & Co.



B. ELDER

IF YOU HAVEN'T BEEN ABLE TO FIND 'MAD' ON YOUR LOCAL NEWSSTAND...

- or... (A) Look harder! It may be at the bottom of the pile...
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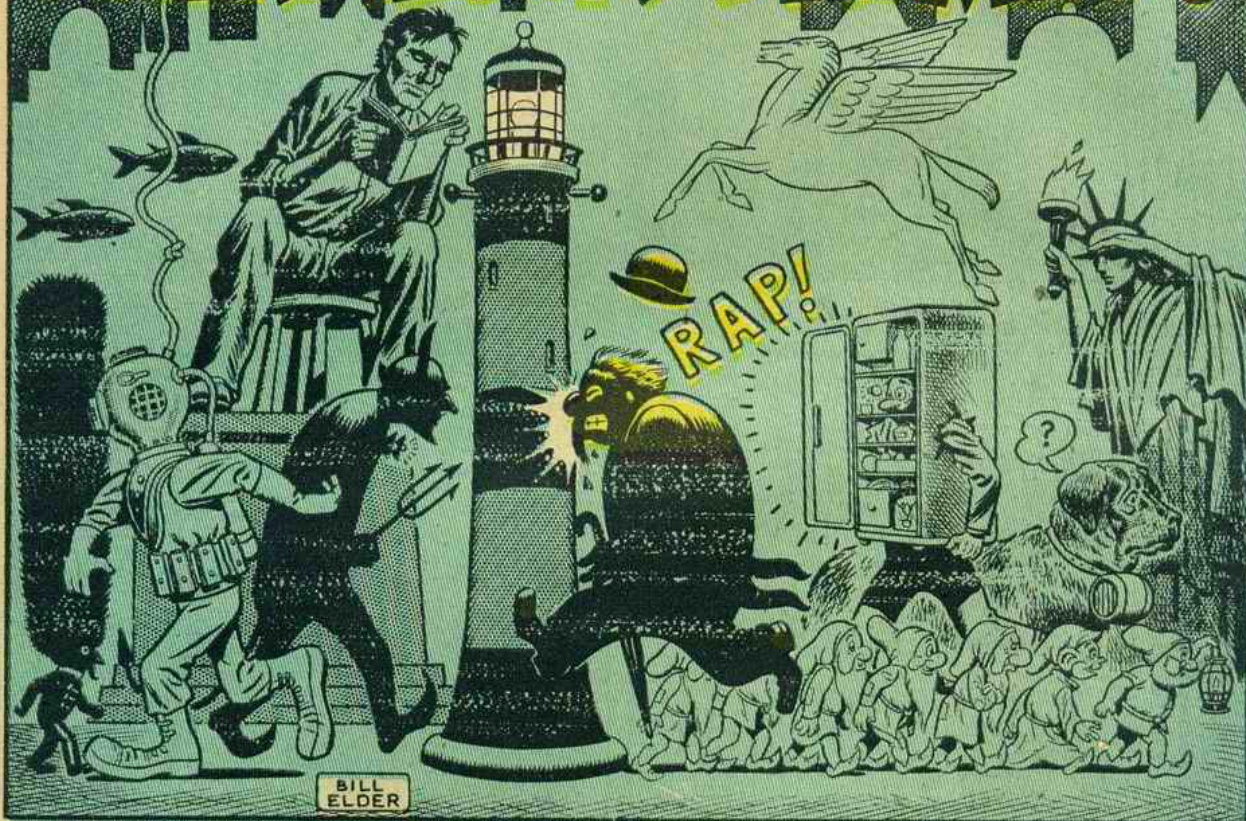
ZONE

STATE

Mad, Oct.-Nov., 1953—Vol. 1, No. 7. Published Bi-Monthly by Educational Comics, Inc., at 225 Lafayette St., New York 12, N. Y. William M. Gaines, Managing Editor. Harvey Kurtzman, Editor. Entered as second class matter at the Post Office at New York, N. Y. One year subscription in the U. S. 60¢ plus 15¢ for packing and mailing—total 75¢. Elsewhere \$1.00. Entire contents copyrighted 1953 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.

CRIME DEPT.: A FOG LIES THICK ON LONDON, GIVING A LONELY, EERIE QUALITY TO THE NIGHT SOUNDS!... THE OMINOUS CHIMING OF BIG BEN... THE FOOTSTEPS OF SOMETHING SCUTTling BY... THE HOLLOW CLACK OF DR. WHATSIT'S HEAD COMING IN CONTACT WITH A LAMPOST AS HE RUSHES THROUGH THE FOG TO SEE HIS OLD FRIEND...

SHERMLOCK SHOMES!



BILL ELDER

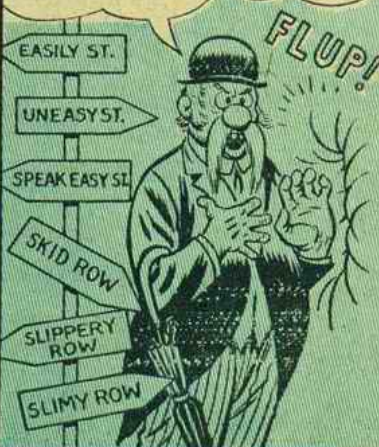
DRAT!
WHERE
IS
SHOMES?

AHOY THERE! WE'VE
BEEN SAILING FOR
DAYS! COULD YOU
DIRECT US TO
PING-PONG ISLAND?



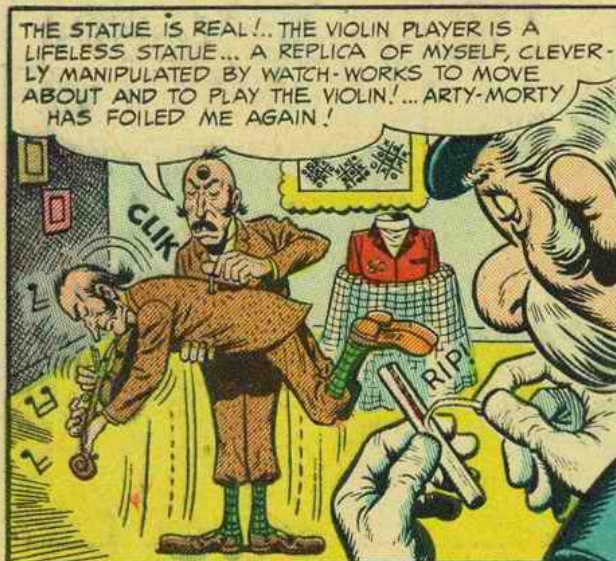
GAD!... EVEN THE
BOATS ARE LOST
IN THIS DRATTED
PEA-SOUP FOG!

WHERE THE
DEVIL IS
SHOMES?



OHO! I SAY, BY JOVE, HYAR IT
IS SHO' NUFF! 2 1/2 BAKER STREET...
I WONDER IF HERMLOCK IS
SHOME... ER... ER... IF
SHERMLOCK IS HOME...?

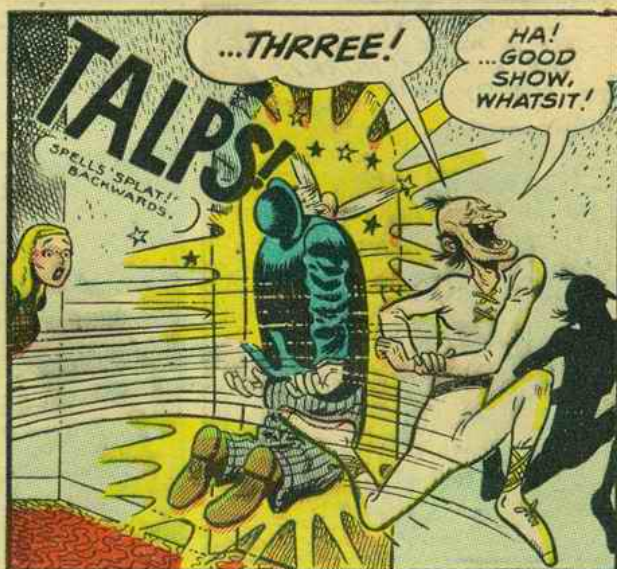






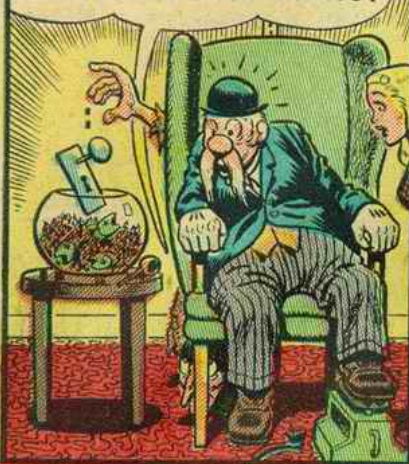








THE MURDERER THEN VERY CLEVERLY SLIPPED A DUPLICATE DOOR-KNOB MECHANISM INTO THE MURDERED MAN'S JAR OF SHAG-TOBACCO!



IMAGINE THE MURDERED MAN'S SURPRISE WHEN HE TRIED TO STUFF THE DOOR KNOB INTO HIS PIPE! THIS WAS THE MOMENT THE MURDERER HAD BEEN WAITING FOR!



IF YOU NOTICE, THE MANTLEPIECE COMES LOOSE! AS THE MURDERED MAN STUDIED THE DOOR KNOB, GETTING HIS FINGERPRINTS ALL OVER IT, THE MURDERER STEPPED OUT...



...AND DEFTLY BASHED THE VICTIM ON THE HEAD WITH THE MANTLEPIECE!



...THEN WITH GLOVED HANDS, HE SUBSTITUTED HIS DOOR-KNOB MECHANISM FOR THE REAL ONE!

THE MURDERER THEN LOCKED THE DOOR, REPLACED THE BURNING LOGS, AND STOLE QUIETLY UP THE CHIMNEY AND INTO THE NIGHT, MAKING IT LOOK AS IF THE MURDERED MAN, AFTER LOCKING HIMSELF IN HIS STUDY, TRIPPED AND FELL AGAINST THE MANTLEPIECE... SMASHING HIS HEAD IN!



...AND THAT MURDERER IS YOU, MADAM... ARTY-MORTY IN DISGUISE!... CAH-MON, ARTY... TAKE OFF THAT WIG! SCOTLAND YARD IS ON THE WAY! YOU MIGHT AS WELL CONFESS!



THE WAY I WAS KILLED... AFTER LOCKING MYSELF IN MY STUDY, I TRIPPED AND FELL AGAINST THE MANTLEPIECE... SMASHING MY HEAD IN! IT WAS AN ACCIDENT!

SHOMES! SCOTLAND YARD ARRESTS YOU FOR THE MURDER OF DR. WHATSIT! WE WARN YOU... ANYTHING YOU SAY WILL BE HELD AGAINST YOU!



MARILYN MONROE!
...LANA TURNER!
...HEDY LAMARR!

CLASSIC-TYPE COMICS DEPT.: AND NOW WE PRESENT SOMETHING REAL HIGH CLASS!...A FAMOUS NOVEL IN NEW EASY TO READ CONDENSED COMIC BOOK FORM! JUST THINK! IN FIVE MINUTES, YOU CAN READ THIS FAMOUS NOVEL IN EASY TO READ, CONDENSED COMIC BOOK FORM... AND WRITE A WHOLE BOOK REPORT ON...

TREASURE ISLAND!



LONG JOHN SEVERIN

MY NAME IS MELVIN HAWKINS! MY MOTHER AND I RUN A MOTEL ON THE SEA-COAST OF ENGLAND! ONE STORMY DAY, I CLIMBED THE HILL BEHIND THE HOUSE...

...I HAD A MESSAGE TO DELIVER TO ONE OF OUR BOARDERS...CAPTAIN ROLLEM BONES!...ALL DAY LONG CAPT. BONES WOULD STAND ON THE HILL LOOKING OUT OVER THE COVE!



ALL DAY LONG, LOOKING OUT OVER THE COVE! FULL WELL DID I KNOW THAT THE LADY'S DRESSING ROOM OF YE OLDE REPERTORY THEATRE LAY OUT OVER THE COVE!



...THERE HE STOOD, HIS SPYGLASS GLUED TO HIS EYE! IT MUST'VE BEEN GLUED RATHER TIGHTLY, FOR HE NEVER REMOVED IT AS I APPROACHED WITH THE TINY FOLDED PAPER!



I UNFOLDED THE PAPER AND WATCHED CAPT. BONES'S WAVING SPYGLASS AS IT DARTED BACK AND FORTH ACROSS THE SHEET WHICH MUST HAVE CONTAINED A LENGTHY MESSAGE!

IMAGINE MY SURPRISE WHEN I SAW THE PAPER CONTAINED ONLY A SMALL BLACK SPOT!... **THE BLACK SPOT!!** WARNING OF IMPENDING DEATH! THE MAFIA WAS AT WORK!



I COULD TELL CAPT. BONES WAS EXCITED BY THE WAY HE LEAPED OVER THE CLIFF LEAVING A FOLDED MAP BEHIND!

I UNFOLDED THE MAP! IT LOOKED LIKE A **TREASURE** MAP! IN ANY CASE...ONE THING, I KNEW, WAS CERTAIN!

I COULD NEVER FOLD THAT MAP PROPERLY AGAIN!... I STOLE AWAY, DETERMINED TO SEEK THE TREASURE!



THE NEXT DAY, WITH THE AID OF SQUIRE TRELAWNEY, DR. LIVESY, AND A G.I. VETERAN'S LOAN, WE PURCHASED AND OUTFITTED A SMALL TRAMP STEAMER!



FIRST WE SET THE CREW TO WORK FEVERISHLY BATTENING THE HATCHES, STOWING THE GAFF FOR THE VOYAGE! THEN WE GAVE OUT PENICILIN FOR THE FEVERISH CREW!



I DIDN'T LIKE THE CREW! THE PURPOSE OF OUR VOYAGE HAD BEEN SUPPOSEDLY KEPT A SECRET FROM ANY PIRATES!

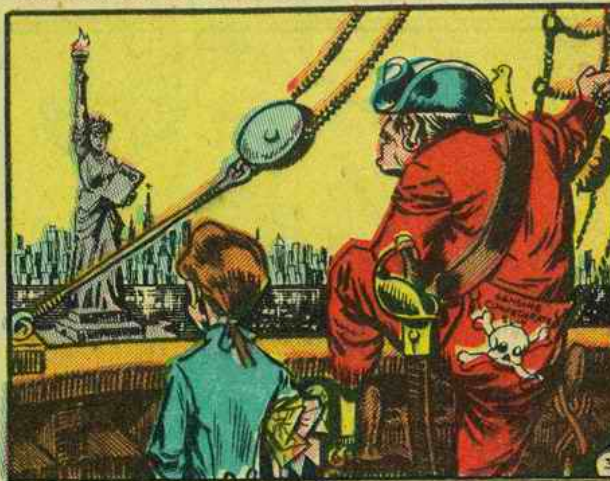
I DIDN'T LIKE THEIR LOOKS! SOMEHOW, SOMEWHERE, THERE WAS SOMETHING VERY SUSPICIOUS ABOUT THEM!

I DIDN'T LIKE THEIR CHIEF, LONG-JOHN ALUMINUM!...I COULD SEE BY HIS LONG-JOHN'S, WHY HE WAS CALLED LONG-JOHN!



BUT DESPITE THE STRANGE NATURE OF THE CREW, WE DECIDED TO SET SAIL...AND SO, AT SUN UP, WE KEELHAULED ANCHOR, AND POINTED OUR BARNACLE FOR **TREASURE ISLAND!**

OUR SHIP SWEEPED OUT OF THE HARBOR, PASSING THE STATUE OF LIBERTY! AS HE LOOKED UP AT HER TORCH, I HEARD LONG-JOHN SAY IN A FERVENT WHISPER... **DIG THAT CRAZY RONSON!**



AND SO, WE HEADED FOR A TINY SPECK OF LAND IN THE VAST OCEAN! I STOOD ON THE POOP DECK... POOPED... DRINKING IN THE SALT AIR THAT SMELT OF THE SEA ITSELF!



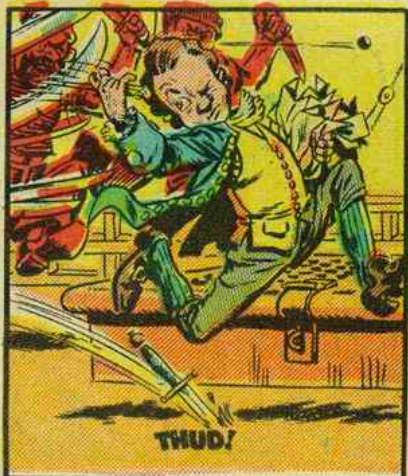
GOSH! THAT SALT AIR I WAS DRINKING IN SURE SMELT LIKE THE SEA ITSELF!... AND I WONDERED TO MYSELF... WOULD WE FIND THIS TINY SPECK OF LAND IN THE VAST OCEAN?



SUDDENLY... THE SOUND OF A TWIG CRACKING UNDERFOOT CAUSED ME TO WHIRL IN TIME TO SEE THE CREW...



...SNEAKING UP TO STEAL MY MAP! FORTUNATELY I AM A MASTER WITH THE BLADE! MY PEN-KNIFE FLASHED IN THE SUN!



... BUT THEY OUTNUMBERED ME! I BACKED AWAY ALONG THE POOP... BACK ALONG THE STARBOARD HELM... BACK ALONG THE JIB...



...BACK, BACK ALONG THE MIZZEN SHROUDS... BACK ALONG THE MIZZEN MAINSAIL... BACK ALONG THE MAIN MIZZEN-MAINSAIL! THEN SUDDENLY I KNEW **SOMETHING WAS MIZZEN!**



...THERE WAS MIZZEN ZOME MORE MIZZEN! I WAS TRAPPED! JUST AS I THOUGHT I WAS DONE FOR... THE LOOKOUT SPOTTED THAT TINY SPECK OF LAND IN THE VAST OCEAN...



...TREASURE ISLAND! IN OUR EXCITEMENT, WE FORGOT OUR ANIMOSITY! WE ALL GRABBED OARS AND PULLED FOR THE ISLAND IN THE LONG BOAT! **WOW! WAS IT LONG!**



IN A TRICE, THE KEEL GROUND INTO THE SOFT SAND AS WE HIT THE BEACH! WE JUMPED ONTO THE BEACH AND WITHOUT DELAY STARTED INLAND!



THE DIRECTIONS ON THE MAP WERE EXPLICIT! 'NOR' NOREAST TO SPYGLASS HILL... 'SOU' 'SOU' WEST 1 MILE! THEN EA'...

... 'AFTER TRAVELLING 3 MI. EA'... TURN RIGHT AT THE FILLING STATION... GO DOWN THREE RED-LIGHTS AND TURN UPTOWN...

... ' THEN, 50 PACES RIGHT, 6 FEET LEFT, 9 INCHES BACK, 1/3 OF AN INCH TO THE RIGHT, AND 16 MILLIMETERS LEFT! '



... FINALLY, AFTER MUCH PAINFUL AND CAREFUL CONSULTATION WITH SLIDE RULE, LOGARITHM TABLE AND HOROSCOPE, LONG-JOHN POINTED HIS FINGER DOWN AND BID US DIG!

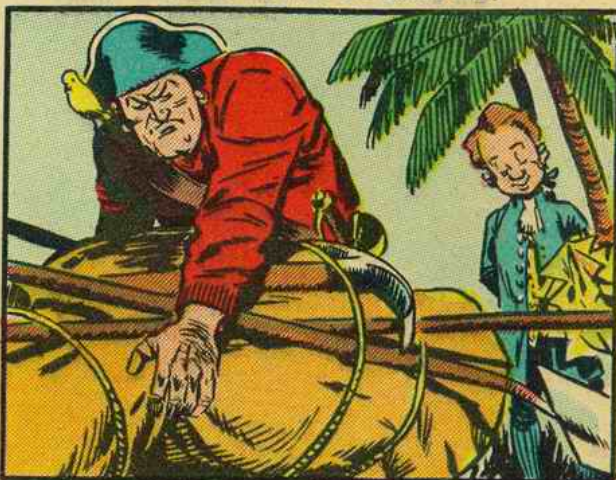
... POINTED HIS FINGER DOWN UNERRINGLY AT THE VERY CENTER PIN-POINT SPOT WHERE THE TREASURE WAS PRESUMABLY BURIED! NOW ALL THAT WAS LEFT WAS TO DIG IT UP!



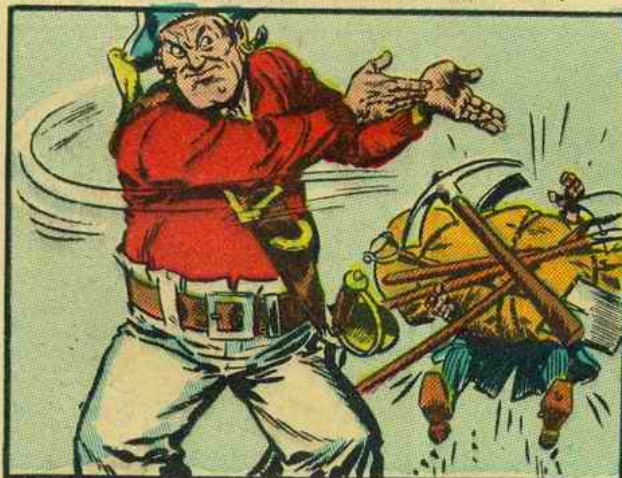
WITH A SINGLE CRY OF JUBILATION, THE WHOLE CREW RUSHED FORWARD, AND BEFORE THEY COULD CHECK THEMSELVES, FELL TO THEIR DEATHS ON THE ROCKS BELOW! LONG-JOHN HAD FOOLED THEM!



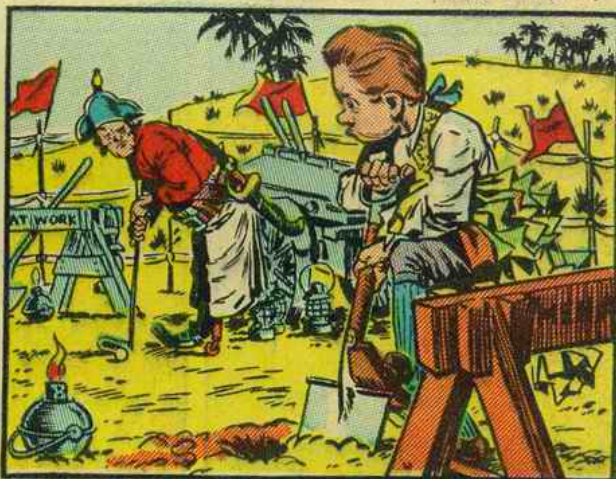
...I SUDDENLY REALIZED HE HAD WANTED THE TREASURE FOR HIMSELF! AS HE PICKED UP OUR HEAVY EQUIPMENT IN HIS SINEWY ARMS, I THOUGHT, 'AHA...HE LET ME LIVE! HE LIKES ME!'



MY HEART LEAPED WITH JOY KNOWING THIS MURDEROUS MAN FAVORED ME!... A MOMENT LATER I QUESTIONED MY CONCLUSION AS I HELD OUR HEAVY EQUIPMENT IN MY SCRAWNY ARMS!



... NOW, LONG-JOHN ALUMINUM DIRECTLY LOCATED THE PLACE WHERE THE TREASURE WAS BURIED, AND WE SET UP OUR EQUIPMENT AND PREPARED TO DIG THAT CRAZY GROUND!



I PICKED UP MY SPADE, BUT LONG-JOHN WANTED ME TO DIG... NOT PLAY CARDS! THEN, MY SHOVEL KNOCKED ON SOMETHING!

...A... A HOLLOW KNOCKING SOUND... THE SOUND OF A SHOVEL KNOCKING ON A...A CHEST! THEN... SOMEONE KNOCKED BACK!

IT WAS A CHEST! MELVIN MOLE'S CHEST... OUT OF 'MAD' #2! WHAT A RIDICULOUS STORY THIS WAS TURNING INTO!



NOW WE GOT TO WORK IN EARNEST! I ROLLED UP MY SLEEVES...SPIT ON MY PALMS...

...**SPIT ON MY PALMS?** OOOOH...HOW DISGUSTING! I RAN TO WASH OFF MY PALMS!

...THEN I TOOK A HITCH ON MY BELT...FLEXED MY MUSCLES... SQUARED MY SHOULDERS...

...DID I DIG, YOU SAY?...DON'T BE FANTASTIC! WHO WANTS TO DIG?...**THEN WE FOUND IT!**



THE TREASURE CHEST!... WE TORE OPEN THE COVER...TORE THROUGH THE WAX PAPER AND FOUND DOUBLOONS... TRIPLOONS... FOURPLOONS...AND A COUPON TO SEND AWAY FOR SILVERWARE!

...I WATCHED LONG-JOHN BITE INTO A GOLD PIECE TO TEST IT! I WATCHED HIS LOWER JAW FLAP OPEN! I WATCHED HIS EYE BALLS FLAP OUT! I WATCHED HIS TONGUE FLAP DOWN!



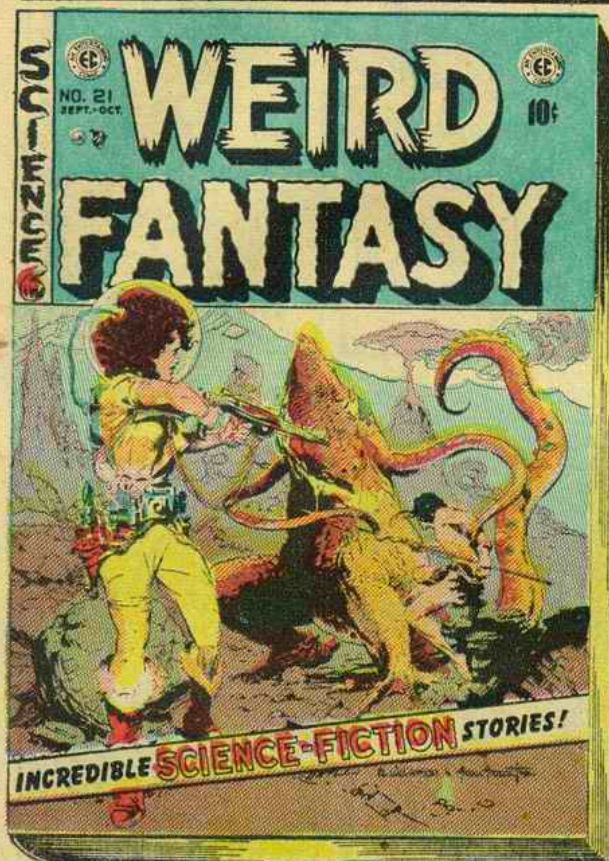
I DON'T KNOW WHICH CAUSED THE FOLLOWING CONVULSIONS... THE HORRIBLE DISCOVERY HE HAD MADE ABOUT THE COINS, OR THE HOT FOOT I GAVE HIM ON HIS WOODEN LEG!

...IN ANY CASE, HE WAS GONE...AND THE TREASURE WAS MINE! ALL MINE! A WHOLE CHEST OF THOSE MARVELOUS ROUND LITTLE MILK CHOCOLATE CANDIES...



...YOU KNOW...THE ONES THAT ARE WRAPPED IN YELLOW FOIL TO LOOK LIKE GOLD COIN?!

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



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THESE SEALS
WHEN YOU BUY!**

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AND THE 25¢ ANNUAL ANTHOLOGIES:
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TWO-FISTED ANNUAL • TALES OF TERROR

Cloak-and-Dagger-Dept.: We of MAD are happy to announce that, with this issue, we are beginning an exciting serial...THE ADVENTURES OF SECRET UNDER-MANHOLE-COVER AGENT FIVE FINGERS JONES. Just think...

If you buy MAD regularly, you will have the whole collection of serials in about ten years. You could bind 'em...trade 'em...or sell 'em...hide 'em...you might do all kinds of fascinating things with 'em! But now...on with Chapter One, entitled...



Secret Under-Manhole-Cover Agent Five (count 'em) Fingers Jones' home gives us a hint that he is a cautious man. Every door is double-bolted, barred, padlocked, and made of massive steel. The few windows are mere slits in the two yard thick walls. There is a very elaborate mechanism over the only door in the room. Through a system of levers, wires, push-buttons, etc., as the door opens, an axe beheads the interloper, a cannon ventilates him, and a trap-door disposes of the remains.

In various places around the room are: a drinking glass with an eye in it marked SPY GLASS, a ring labeled SPY RING, a picture of a bloodhound affectionately labeled DAD, and a bottle on a table with a shriveled up old man in it labeled OLD GRANDDAD.

But where is our dauntless hero, Five Fingers Jones? In the center of the floor sits a tiny steel chest out of which stretches an arm holding the remains of what was labeled SOFT DRINK. The bottle was so soft that it seeped through the fingers. A straw from

the bottle goes back into the trunk through a little hole, and slurping sounds are heard from the trunk.

A telephone rings and the trunk creaks slowly open. Out of it crawls Jones, all six feet five inches of him. One wonders how even his foot fit into the trunk. He is very nervous... and as soon as he is out of the trunk, he dons a suit of armor. Then, sweeping a mine-detector in front of him as he advances, he heads for the phone. He picks it up with tweezers and immediately immerses it in a pail of water and listens to see if it ticks. Then, when he is satisfied, he whispers hoarsely into the phone.

"Hello?"

At the end of the line is Jones' chief in Washington. In his office is a sign reading ABSOLUTELY POSITIVELY NO SMOKING. The room is full of smoke, and there are butts everywhere.

A box of cough drops marked HAND COUGHS lies on the chief's desk. Letters marked EMERGENCY, FOR IMMEDIATE ACTION, and RUSH are collecting cobwebs. The chief says:

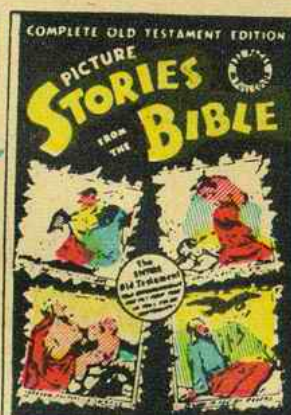
"Listen, Jones, while I tell you the details of the most terrifying news to enter this country from behind the Iron Curtain. Highest authority in the Hexagon has it that the Russians have developed a process for the manufacture of artificial DIRT!"

And with this dirt starts the most sensational adventure in Five Fingers Jones' career. What will happen to Five Fingers Jones? What will happen to this serial? If you like serial, especially the lumpy kind, buy the next issue of MAD for Chapter Two of this exciting thriller! —ed.



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MAD MUMBLINGS



Today, we have a special message directed to electric fans all over the world. Electric fans! Listen! We have some wonderful news for you! Listen carefully, electric fans of the world! We are forming... a fan club... an E.C. fan club. Human beings can join this club too! But before launching into the sordid details of the club, we would like to sketch in a little background. We started out with two conditions that positively had to be met:

1) Our club would have to be a *different* kind of fan club... a continuously active club that would provide long-range interest, enjoyment and benefits for its members! And...

2) Our club would have to be a *non-profit* fan club! Incredible as it may seem, the only income we at E.C. derive... or care to derive!... from our efforts comes from the newsstand sales of our 10c mags. We actually lose a little on subscriptions, and make very little on the annuals... both are primarily offered as services to promote good will! If you readers want a fan club, we're more than happy to oblige... but, again, as a service, not for profit!

So here's what we've come up with...

1) **THE NAME:** As one reader wrote a while back, "E.C. magazines are habit-forming." So what could be more logical than to call the organization, "THE E.C. FAN-ADDICT CLUB"?

2) **THE SET-UP:** The E.C. Fan-Addict Club will consist of the national "parent" organization, and local chapters. Everyone who joins will be a member of the *national* organization. In addition, any group of five or more prospective members may join as an *authorized chapter* of the national organization. Each such chapter will be assigned a charter number. The name and address of the elected president of each authorized chapter will be made available to all members, so that those who are not already a member of a chapter will be able to join the one nearest them if they wish to.

3) **WHAT YOU GET:** Each member will receive a full-color 7½ by 10½ membership certificate, suitable for framing; a wallet-size membership identification card; a striking membership patch for sweaters, jackets, etc.; and a very distinguished-looking membership pin!

4) **COST OF JOINING:** Membership in THE E.C. FAN-ADDICT CLUB will set you back two bits... 25c! This 25c represents the exact cost to us (plus or minus a fraction of a cent!) of one envelope, one stamp, and the above mentioned four items... certificate, card, patch, and pin! (The cost of Ruby's and Nancy's loving labor in packing and mailing is lovingly donated by E.C.)

5) **POSSIBLE FUTURE PLANS:** We are considering publishing an E.C. FAN-ADDICT CLUB BULLETIN, containing such features as national and local chapter news; advance inside information on new titles, future stories, and special issues, etc.; articles and stories submitted by members; and a "back-issue trading post!" Only club members would be eligible to subscribe, with the price and frequency of publication yet to be decided upon.

We are also considering some sort of "E.C. Surprise-of-the-Month" plan for members. What the surprises might be, and what we might have to clip you for THIS one, is also as yet undetermined.

6) **IF YOU'RE STILL INTERESTED:** For an individual membership, send 25c, along with your clearly printed name and address, to:

THE E.C. FAN-ADDICT CLUB
Room 706
225 Lafayette Street
N.Y.C. 12, N.Y.

If five or more of you wish to join as an *authorized chapter*, enclose each member's name and address, along with 25c for each name, and indicate the name of the elected president. We will notify each president of his chapter's charter number... but each chapter member will receive his membership credentials, etc., individually.

So that's it! Meet new friends. Make new enemies. See the world. Spend money. Join THE E.C. FAN-ADDICT CLUB!!!

(In honor of the occasion, we will forego the usual subscription plug that 6 issues of this, or any other E.C. mag, cost 75c.—ed.)

COLLECTORS' ITEM DEPT.:
ON THE FOLLOWING SIX
PAGES ARE REPRINTED WHAT
YOUR MANAGING EDITOR
FEELS ARE SOME OF THE
BEST EXAMPLES OF THE
EARLY ZANY CREATIONS
OF THAT MASTER OF NON-
SENSE, HARVEY KURTZMAN!
WE KNOW YOU'LL GO MAD
OVER...

HEY LOOK!



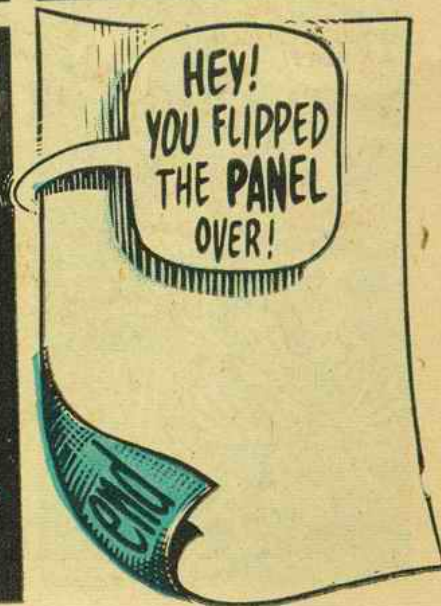
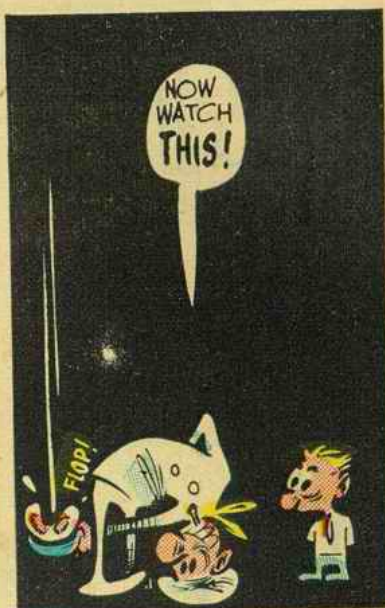
HEY
LOOK!





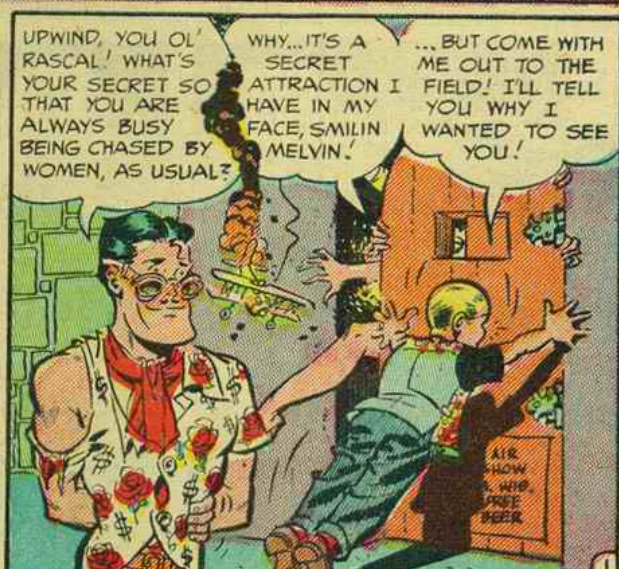
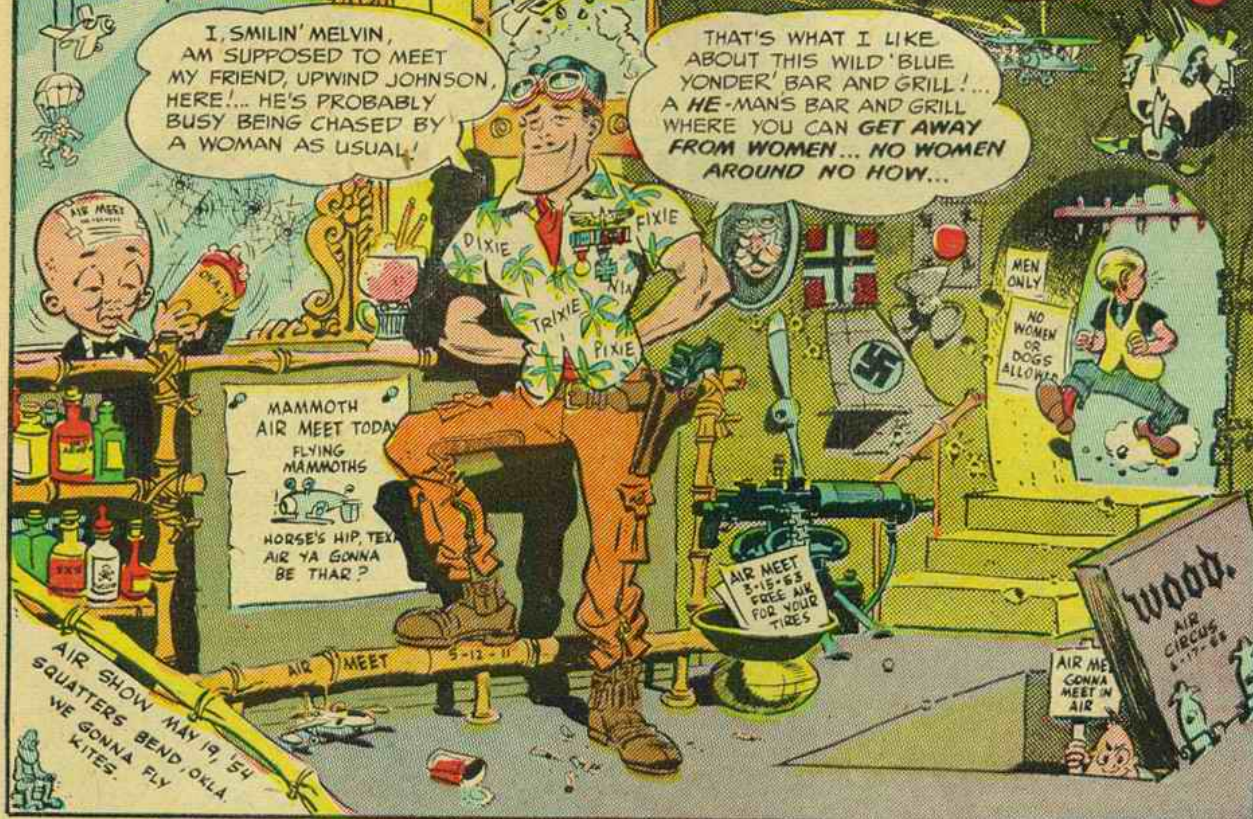






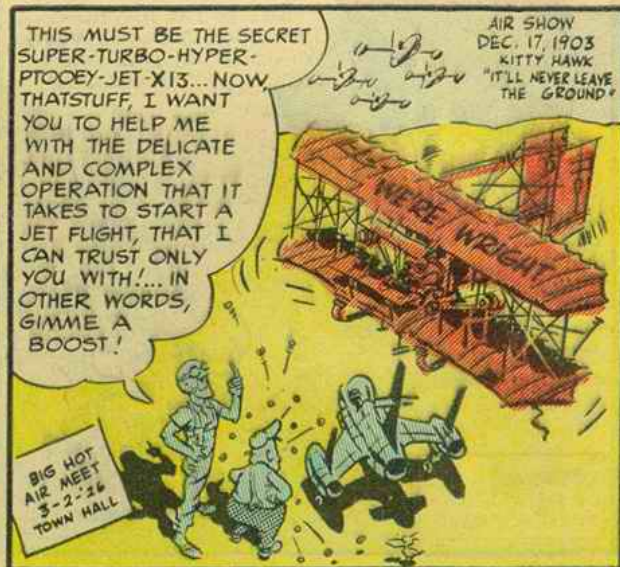
AIRPLANE DEPT.: THIS IS A STORY OF THE MEN WHO GO ALONE INTO THE WILD BLUE YONDER... THE UNSUNG HEROES WHO GO FEARLESSLY, NOT FOR RICHES, NOT FOR GLORY... INTO THE WILD BLUE YONDER... SOME NEVER TO RETURN! AH YES... THE WILD 'BLUE YONDER' BAR AND GRILL, WHERE WE FIND THE HERO OF OUR STORY...

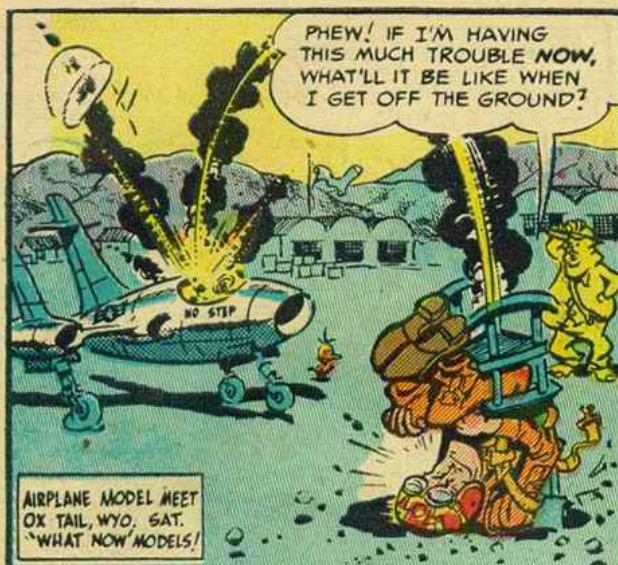
SMILIN' MELVIN!



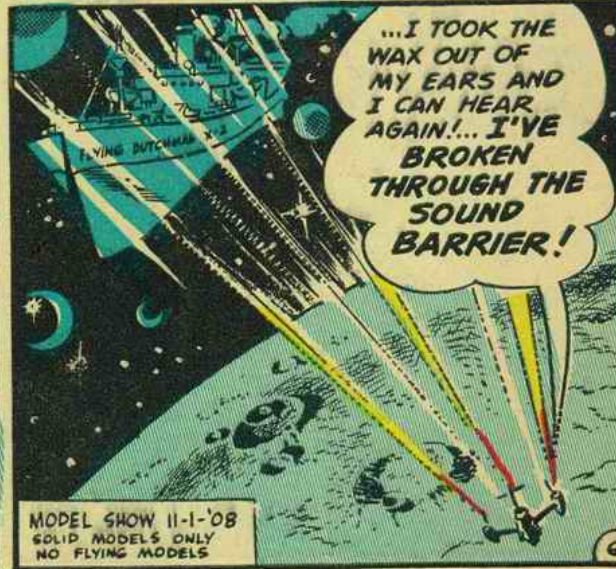
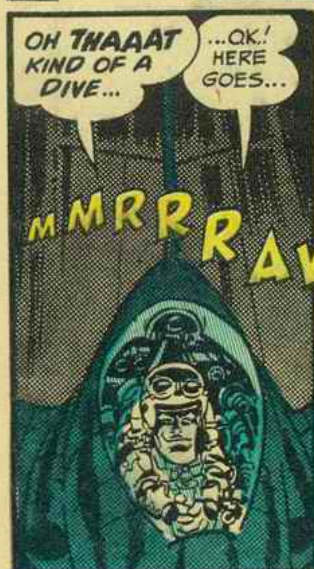


BIG AIR MEET
TODAY - TOAD'S NECK, AKA
WE GONNA FLY GLIDERS
MADE OF NEWSPAPERS.











I...I'VE BROKEN THROUGH THE SOUND BARRIER AND I'M BRINGIN' 'ER IN!

I KNOW THAT AFTER SUCH A STRENUOUS TEST, I SHOULD JUST BAIL OUT AND ABANDON HER... BUT I CAN'T SEE LETTING A BEAUTIFUL SHIP CRASH INTO A WORTHLESS PILE OF JUNK! ... AH'M A-BRINGIN' 'ER IN!



SMILIN' MELVIN! YOU MADE IT! BUT WHY DID YOU RISK YOUR LIFE? WHY DIDN'T YOU BAIL OUT?

I COULDN'T BAIL OUT AND LEAVE 'ER! I HAD TO BRING 'ER IN! I COULDN'T LET SUCH A TERRIFIC SHIP GO TO THE JUNK PILE!... BESIDES!... I FORGOT TO TAKE ALONG MY PARACHUTE!



YOU ARE SO BRAVE AND I HAVE BEEN SO MEAN TO YOU, SMILIN' MELVIN! I AM GOING TO REPENT! I AM GOING TO DO SOMETHING TO MAKE-UP FOR ALL MY SINS... AND THAT IS... TO SHOW YOU THE SECRET ATTRACTION I HAVE IN MY FACE!



BUT BEFORE I DO, THERE IS SOMETHING I MUST TELL YOU! THAT PLANE YOU JUST TESTED... THE SECRET-SUPER-TURBO-HYPER-PTOOEY JET X-13?... WELL... IT WASN'T THE SECRET-SUPER-TURBO-HYPER PTOOEY-JET X-13...



...IT WAS THE SECRET-SUPER-TURBO-HYPER-PTOOEY-JET Y-13! YOU GOT INTO THE WRONG PLANE BY MISTAKE! YOU GOT INTO A PLANE THAT WAS TESTED AND FLOWN MONTHS AGO!



LOOK WHAT'S HAPPENING!

L-LOOK AT S-SMILIN' MELVIN!



IT'S THE END OF THE WORLD!

HEAD FOR THE HILLS!

SMILIN' MELVIN...

...IS NO LONGER SMILIN'!

They claim this coupon brings you "good luck"



"Six months after mailing the coupon, I had a promotion and a big raise in pay!"

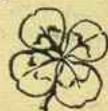


"From the moment I marked the coupon, my luck changed!"



"My break came when I sent the coupon!"

These statements are typical! I.C.S. gets letters like these regularly. Coupon senders report pay raises. Others win important promotions or new, interesting assignments. Still others find happiness, job security, opportunities never dreamed possible.



Is it LUCK? The results are so impressive, so quick in coming, that some say the I.C.S. coupon is "lucky." Of course, that's not true. The real reason for these amazing results is what happens to the person when he or she mails the coupon.

Coupon is first step! Naturally, you want to make good. But you've put off doing something about it. Mailing this coupon is *definite action!* It shows you're fed up with waiting for the breaks. You're determined to make your own breaks! And this determination alone accounts for much of the "luck" you'll start to experience.



You get free guidance! Within a few days you get the helpful and inspiring 36-page book, "How to Succeed." It's crammed with information. For example, it tells you in detail how to plan your career. Also how to prepare for advancement. In addition, you get a free catalog on the I.C.S. course that interests you. With your new-found determination and these two books as your guides, you're ready to cash in on your hidden abilities!

391 I.C.S. courses! You'll find a partial list of courses in the coupon below. Each course is up-to-date, extremely practical, completely success-tested. You study in your spare time. Set your own pace. Correspond directly with instructors. Cost is low. Diplomas are awarded to graduates. I.C.S. training rates high in all fields of business and industry. You won't find another school like it.

Call it being "lucky" or being "smart." Whatever it is, you're one step closer to your goal when you mail this famous coupon!

INTERNATIONAL CORRESPONDENCE SCHOOLS



BOX 2465, SCRANTON 9, PENNA.

Without cost or obligation, send me "HOW TO SUCCEED" and the booklet about the course BEFORE which I have marked X:

- | | | | | |
|--|---|---|---|--|
| ART
<input type="checkbox"/> Commercial Art
<input type="checkbox"/> Magazine and Book Illustrating
<input type="checkbox"/> Cartooning
<input type="checkbox"/> Show Card and Sign Lettering
<input type="checkbox"/> Fashion Illustrating
AUTOMOTIVE
<input type="checkbox"/> Automobile, Mechanic
<input type="checkbox"/> Auto-Elec. Technician
<input type="checkbox"/> Auto Body Rebuilding and Refinishing
<input type="checkbox"/> Diesel—Gas Engines
AVIATION
<input type="checkbox"/> Aeronautical Engineering, Jr.
<input type="checkbox"/> Aircraft Engine Mechanic
<input type="checkbox"/> Airplane Drafting
BUILDING
<input type="checkbox"/> Architecture
<input type="checkbox"/> Arch. Drafting
<input type="checkbox"/> Building Contractor
<input type="checkbox"/> Estimating
<input type="checkbox"/> Carpenter and Mill Work
<input type="checkbox"/> Carpenter Foreman
<input type="checkbox"/> Reading Blueprints
<input type="checkbox"/> House Planning
<input type="checkbox"/> Plumbing | <input type="checkbox"/> Heating
<input type="checkbox"/> Steam Fitting
<input type="checkbox"/> Air Conditioning
<input type="checkbox"/> Electrician
BUSINESS
<input type="checkbox"/> Business Administration
<input type="checkbox"/> Certified Public Accountant
<input type="checkbox"/> Accounting
<input type="checkbox"/> Bookkeeping
<input type="checkbox"/> Stenography and Typing
<input type="checkbox"/> Secretarial
<input type="checkbox"/> Federal Tax
<input type="checkbox"/> Business Correspondence
<input type="checkbox"/> Personnel and Labor Relations
<input type="checkbox"/> Advertising
<input type="checkbox"/> Retail Business Management
<input type="checkbox"/> Managing Small Business
<input type="checkbox"/> Sales Management
<input type="checkbox"/> Salesmanship
<input type="checkbox"/> Traffic Management
CHEMISTRY
<input type="checkbox"/> Chemical Engineering
<input type="checkbox"/> Chemistry
<input type="checkbox"/> Analytical Chemistry
<input type="checkbox"/> Petroleum—Nat'l Gas
<input type="checkbox"/> Pulp and Paper Making
<input type="checkbox"/> Plastics | CIVIL, STRUCTURAL ENGINEERING
<input type="checkbox"/> Civil Engineering
<input type="checkbox"/> Structural Engineering
<input type="checkbox"/> Surveying and Mapping
<input type="checkbox"/> Structural Drafting
<input type="checkbox"/> Highway Engineering
<input type="checkbox"/> Reading Blueprints
<input type="checkbox"/> Concrete Construction
<input type="checkbox"/> Sanitary Engineering
DRAFTING
<input type="checkbox"/> Aircraft Drafting
<input type="checkbox"/> Architectural Drafting
<input type="checkbox"/> Electrical Drafting
<input type="checkbox"/> Mechanical Drafting
<input type="checkbox"/> Structural Drafting
<input type="checkbox"/> Sheet Metal Drafting
<input type="checkbox"/> Mine Surveying and Drafting
ELECTRICAL
<input type="checkbox"/> Electrical Engineering
<input type="checkbox"/> Electrician
<input type="checkbox"/> Electrical Maintenance
<input type="checkbox"/> Electrical Drafting
<input type="checkbox"/> Electric Power and Light
<input type="checkbox"/> Lineman
HIGH SCHOOL
<input type="checkbox"/> High School Subjects | <input type="checkbox"/> College Preparatory
<input type="checkbox"/> Mathematics
<input type="checkbox"/> Commercial
<input type="checkbox"/> Good English
MECHANICAL AND SHOP
<input type="checkbox"/> Mechanical Engineering
<input type="checkbox"/> Industrial Engineering
<input type="checkbox"/> Industrial Supervision
<input type="checkbox"/> Foremanship
<input type="checkbox"/> Mechanical Drafting
<input type="checkbox"/> Machine Design-Drafting
<input type="checkbox"/> Machine Shop Practice
<input type="checkbox"/> Tool Design
<input type="checkbox"/> Industrial Instrumentation
<input type="checkbox"/> Machine Shop Inspection
<input type="checkbox"/> Reading Blueprints
<input type="checkbox"/> Toolmaking
<input type="checkbox"/> Gas—Electric Welding
<input type="checkbox"/> Heat Treatment—Metallurgy
<input type="checkbox"/> Sheet Metal Work
<input type="checkbox"/> Sheet Metal Pattern Drafting
<input type="checkbox"/> Refrigeration
POWER
<input type="checkbox"/> Combustion Engineering
<input type="checkbox"/> Diesel—Electric
<input type="checkbox"/> Electric Light and Power | <input type="checkbox"/> Stationary Steam Engineering
<input type="checkbox"/> Stationary Fireman
RADIO, TELEVISION, COMMUNICATIONS
<input type="checkbox"/> General Radio
<input type="checkbox"/> Radio Operation
<input type="checkbox"/> Radio Servicing—FM
<input type="checkbox"/> Television
<input type="checkbox"/> Electronics
<input type="checkbox"/> Telephone Work
RAILROAD
<input type="checkbox"/> Locomotive Engineer
<input type="checkbox"/> Diesel Locomotive
<input type="checkbox"/> Air Brakes
<input type="checkbox"/> Car Inspector
<input type="checkbox"/> Railroad Administration
TEXTILE
<input type="checkbox"/> Textile Engineering
<input type="checkbox"/> Cotton Manufacture
<input type="checkbox"/> Rayon Manufacture
<input type="checkbox"/> Woolen Manufacture
<input type="checkbox"/> Loom Fixing
<input type="checkbox"/> Finishing and Dyeing
<input type="checkbox"/> Textile Designing |
|--|---|---|---|--|

Name _____ Age _____ Home Address _____

City _____ Zone _____ State _____ Working Hours _____ A.M. to _____ P.M.

☐ If under 18, check here for booklet A.

Special tuition rates to members of the U. S. Armed Forces. Canadian residents send coupon to International Correspondence Schools Canadian, Ltd., Montreal, Canada.

**YEAR OF THE SIX
MILLIONTH STUDENT**

THE SHOW'S ON,
GANG!

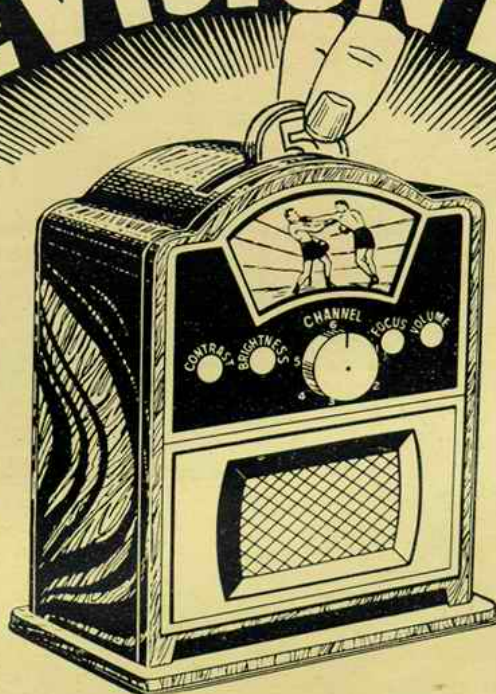
New! Super-Duper! Simply Terrific!

TELEVISION BANK

LIGHTS UP!

LIKE BIGGEST, COSTLIEST
TELEVISION SETS!

- SHOWS BRILLIANT PICTURES IN FULL COLOR!
- HITS EVERY TELEVISION HIGH . . . FIGHTS AND ALL!
- THRILLS YOU AND YOUR FRIENDS POP-EYED!
- AND . . . MAKES YOUR SAVINGS MOUNT UP FAST!



ALL-STEEL CONSTRUCTION

**ONLY
\$1.98**

**COMPLETE WITH
BATTERY AND BULB!**

Nobody ever before set their excited eyes on anything so terrific as this amazing new Television Bank! Your whole gang will be begging you for a look at this new midget wonder!

LIGHTS UP THE MINUTE YOU DROP COIN! Just click a penny, nickel, dime or quarter into top slot. Instantly your grand new Television Bank lights up—in a big, BIG way! In a split second, the screen leaps into dazzling life!

AND WOW! WHAT A PICTURE! Whether you go for "zowie" shows (fights and such) or want a dream dance-team or peppy cartoon, you've got them—and MORE—right on this miracle Television Bank! What's more, shining convex lens over screen

gives you the brightest, clearest, pictures yet!

TURN OF KNOB SHOWS NEXT EXCITING PICTURE! When you've looked your admiring fill at one picture, just turn center knob for next thrill-packed "show." Light goes out automatically as new picture appears! To light new picture, bank another coin. No less than SIX exciting pictures in all—a fight, dramatic dance team, tense rodeo scene, hilarious cartoon, swell figure skater and circus clown with his trick dog!

PUTS YOU "IN THE MONEY"—AND FAST! Your savings pile up PLENTY FAST—and with this marvelous new Television Bank! None of your friends, relatives or chance visitors can resist depositing enough to see the

complete show! And with SIX wonderful pictures to see—you bank REAL MONEY just for letting them look!

IT'S A HONEY—IN EVERY DETAIL! You'll be the envy of all your friends with grand new Television Bank! A console model, it's an exact miniature of the most expensive sets. Complete even to the handsomely painted-on speaker grille and dials. All metal ruggedly built bank, 4 3/4" x 4", has smart mahogany finish. Automatic screen light powered by efficient, replaceable battery. **GUARANTEED TO DELIGHT YOU**, bank comes complete with bulb, battery and strong key for opening and emptying out your wealth of savings.

**... BE THE FIRST IN YOUR CROWD TO HAVE THIS WONDERFUL
NEW TELEVISION BANK!**

SEND NO MONEY! ORDER YOURS TODAY!

NEWEST DECORATOR'S NOTE TO ALL DOLL HOUSE OWNERS!

Nothing is so truly luxurious for the modern doll house! This beautiful new Television Bank is the last work in elegance—matches all styles of furniture—makes a stunning addition to your dolls' living room! You'll love it, and so will all your friends!

SEAGEE CO., 2 Allen St., Dept. EC-2, New York 2, N. Y.

SEAGEE CO., Dept. EC-2

2 Allen Street, New York 2, N. Y.

Please rush me my TELEVISION BANK. I agree to pay postman \$1.98 plus few cents postage with understanding that if I am not delighted I may return bank in 5 days for full refund of purchase price.

Name _____
(Please Print Plainly)

Address _____

City _____ Zone _____ State _____

☐ I enclose \$2.00. You pay postage. Same money-back guarantee.

MEN! WOMEN! take orders for famous NYLONS GUARANTEED 9mos.



ONLY YOUR
SPARE
TIME
NEEDED

NO HOUSE-TO-HOUSE
CANVASSING REQUIRED

Our unusual plan is a sure-fire money maker! Sensational Guarantee is creating a tremendous demand for Wil-knit Nylons! Mrs. Nellie Gail of Iowa started out with me and made \$48.89 the very first week in just her spare hours. Mrs. Agnes McCall, of South Carolina, did even better. Her spare time in her very first week brought her earnings of \$95.56. Mrs. Walter Simmons of New York turned her spare time into earnings of \$92.82 her first week out. THESE EXCEPTIONAL EARNINGS FOR JUST SPARE TIME and in the very first week give you an idea of the possibilities!

GUARANTEED AGAINST Runs, Wear and Even Snags!

Why is it so easy for Wil-knit Salespeople to get orders? I'll tell you — It's because we stand back of Wil-knit Nylons with the most amazing guarantee you have ever heard of. Your customers can wear out their hose. They can develop runs. They can even snag them. No matter what happens to make Wil-knit Nylons unwearable... within 9 months, depending on quantity... we replace them free of charge under terms of our guarantee. No wonder women are anxious to buy Wil-knit! And no wonder it is easy to quickly build up a fine and STEADY year around income. Earnings start immediately. Look at these exceptional figures—Lillian A. Bronson of Georgia made \$80.60 first week spare time. Ethel Cameron of Michigan, \$64.14. Sabine Fisher, New York, reports earnings of \$70.10 under our unusual plan just for spare time in her first week. Mrs. Edward Leo of Minn., in writing to thank us for the new Plymouth she received, also reports: "I actually earned \$12.00 in twenty minutes by the clock. I actually couldn't believe I earned that much until I re-checked my figures."

SEND NO MONEY! JUST NAME AND HOSE SIZE...

SIMPLY MAIL COUPON. When you send for Selling Outfit, I also send your choice of Nylons or Socks for your personal use. Just rush your name for the facts about the most sensational line of hosiery for men, women and children ever offered. Your friends and neighbors will admire you and this unusual selection of most beautiful hosiery! Just mail coupon or postal card now, and learn at once how you, too, can earn big money in FULL or SPARE TIME and qualify for an EXTRA BONUS and a New Car over and above your cash earnings.

L. Lowell Wilkin

WIL-KNIT HOSIERY CO., Inc., A-6138 Midway, Greenfield, Ohio

Look At These Exceptional FIRST WEEK SPARE TIME EARNINGS

Space permits mentioning only these few exceptional cases, but they give you an idea of the BIG MONEY that is possible in just spare time starting the very first week.

Mr. Richard Peters, Penna.
\$63.94 first week spare time
Mrs. Virgil Hickman, Tenn.
\$74.97 first week spare time
Mr. Henry O'Rourke, Vermont
\$58.89 first week spare time
Mrs. J. A. Sievers, Fla.
\$85.14 first week spare time
Mr. Anthony Avrilla, Wash.
\$135.00 first week spare time
Mrs. Agnes Michaels, Ind.
\$54.18 first week spare time
Mr. Russell P. Hart, New York
\$53.30 first week spare time

Mrs. W. B. Foss, S. Dak.
\$60.47 first week spare time
Mr. A. E. Lewison, Ga.
\$52.26 first week spare time
Mrs. Emery Shoots, Wyo.
\$48.69 first week spare time
Mr. J. Hillman Jr., Ohio
\$49.72 first week spare time
Mrs. John Gorman, Conn.
\$71.54 first week spare time
Mr. W. Riley, Ill.
\$72.72 first week spare time
Miss Frances Freeman, Texas
\$62.73 first week spare time



A CAR IN 4 MONTHS—AND UP TO \$20 IN A HALF DAY

"I cannot express my thrill upon receiving this beautiful new Chevrolet. I was a bit doubtful at first but now it is a reality and I thank you for making it so. I have earned this car in just four short months and I'm sure others can do the same. Thank you for making it possible for me to earn more money than ever before. I have earned as much as twenty dollars for one half day and my bonus alone for one month was \$125.00." —Mrs. E. A. Conway.

NEW CAR GIVEN—OR IF YOU ALREADY HAVE A CAR YOU CAN GET A NEW ONE ON OUR "TRADE-IN" PLAN

WIL-KNIT actually gives new Fords, Plymouths or Chevrolets to producers as a bonus in addition to your regular earnings. It is yours. Or if you now have a car, you can get a new one even quicker under our "trade-in" plan without paying a penny. Get the facts TODAY.

L. Lowell Wilkin, WIL-KNIT HOSIERY CO., Inc.
A-6138 Midway, GREENFIELD, OHIO

Be Sure to Send
Hose Size

Please rush all facts about your guaranteed hosiery money-making plan and NEW CAR offer. Everything you send me now is FREE.

MY HOSE SIZE IS _____ MY AGE IS _____ YEARS

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____