

**TALES CALCULATED TO DRIVE YOU...**



# **MAD**

**10¢**

**NUMBER 12**

**HUMOR IN A JUGULAR VEIN**

**JUNE**

## **SPECIAL ISSUE \***

**Starchie**... *The typical story of typical America's most hated typical teen-ager* . . . . . **typical page 1**

**Mark Trade**... *The story of a man against nature!... You guessed it... gas pains!* . . . . . **page 1**

**3-Dimensions**... *For the first time... 3-D FEELIES! Not only do you SEE it... you TOUCH it!* . . . . . **page 1**

**From Eternity Back to Here**... *They kissed on the beach... instead of the mouth* . . . . . **page 1**

**Chapter**... *Episode 6 of Operation Under the Ground! Only 994 chapters to go* . . . . . **page ?**

**\* This special issue is designed for people ashamed to read this comic-book in subways and like that! Merely hold cover in front of face making sure it's not upside down. MAD cover design makes people think you are reading high-class intellectual stuff instead of miserable junk.**



# THE NEWSDEALERS OF AMERICA ARE SCREAMING...

## STOPPIT!



BECAUSE, WITH JUST ONE DAY'S DISPLAY...

# POOF!

## THERE GOES PANIC!

SO IF YOU'RE **SELF CONSCIOUS** IN A **B.O. (BUYING OUT)** CROWD... IF **PANIC** GOES **POOF!** TOO QUICKLY WHERE YOU BROWSE... IF YOU'D RATHER NOT **PERSPIRE** TILL THE **NEXT ISSUE** COMES IN... THEN **SUBSCRIBE!** FILL OUT THE **COUPON**, ENCLOSE **ONE DOLLAR** FOR **EIGHT (8)** ISSUES, AND **MAIL!** JUST GIVE THE ENVELOPE A **GENTLE SQUEEZE**, AND **POOF!**... SAY **GOODBYE TO ORDER PROBLEMS!** THE ONLY THING YOU'LL HAVE **LEFT** TO WORRY ABOUT THEN IS AN **OFFENSIVE MAILMAN!**

THE PANICKY EDITORS OF PANIC  
ROOM 706  
225 LAFAYETTE STREET  
N. Y. C. 12, N. Y.

I ENCLOSE ONE DOLLAR (\$1.00). PLEASE RUSH ME THE NEXT EIGHT DEODORIZED ISSUES OF **PANIC**. I WANT TO SAY '**POOF!**' TO MY FRIENDS!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE NO. \_\_\_\_\_ STATE \_\_\_\_\_



TEEN-AGE COMICS DEPT.: OH YOU LUCKY MAD READERS!... MAD HAS DONE IT AGAIN!... NOW MAD COMIC BOOK CAN BOAST ANOTHER 'FIRST'! FOR MAD IS THE ONLY COMIC BOOK THAT NOW CARRIES THE SEAL OF DISAPPROVED READING! BUT FIRST, A STORY ABOUT PULASKI STREET'S TYPICAL TEEN-AGER...



# Starchie

UH OH! THERE GOES THAT TYPICAL TEEN-AGER, STARCHIE, WITH HIS TYPICAL TEEN-AGER FRIEND, BOTTLENECK... INTO MR. WEATHERNOT'S OFFICE!... I WONDER WHAT THEY DID **THIS** TIME!

...PROBABLY DID SOME TYPICAL TEEN-AGE CHEATING ON THE EXAMS!... THAT STARCHIE WOULD BE CUTE IF ONLY HE CHANGED HIS CLOTHES ONCE IN A WHILE! HE'S BEEN WEARING THAT SAME OUTFIT FOR YEARS!

PIG-LATIN COURSE: RM:111  
BROKEN-ENGLISH COURSE: RM:111  
GOLF COURSE: RM:111

PHYSICS CLASSES:  
EX-LAX - RM:410  
FEEN-A-MINT - RM:104  
SERUTAN - FOR STUDENTS OVER 35

WE HAS NO PRINCIPLE'S! OFFICE!

MR. WEATHERNOT

SITUATION WANTED!  
WILL WORK CHEAP,  
HAVE TUXEDO,  
WILL TRAVEL!

BILL ELDER B.S.

55593

SALONICA AND BIDDY ARE IN THERE... PROBABLY GETTING BAWLED OUT FOR FAILING ON THE EXAMS!... LISTEN TO THAT YELLING!... SOUNDS LIKE MR. WEATHERNOT'S IN A BAD MOOD!... I GUESS THIS ISN'T THE BEST TIME TO SEE HIM!

...YEAH!... ESPECIALLY SINCE WE COPIED OUR EXAM ANSWERS FROM SALONICA AND BIDDY!

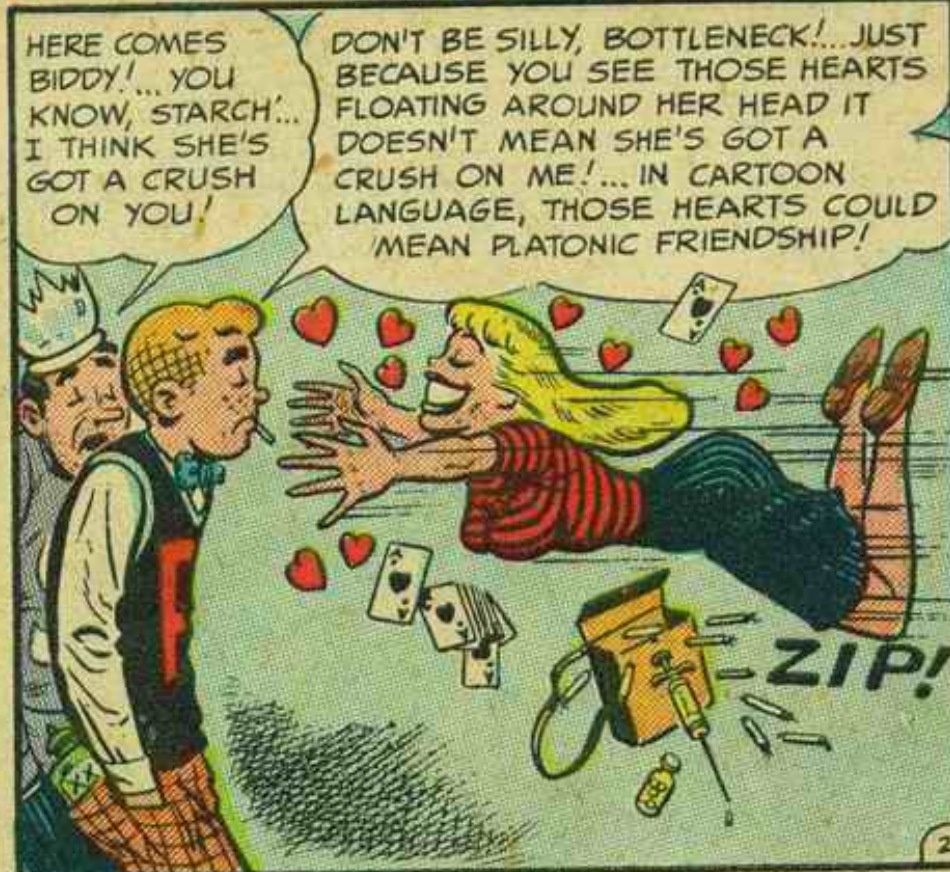
...WELL... LET'S GO IN!

**GIRLS!**  
THIS HAS GONE TOO FAR!  
LOOK AT THOSE MARKS!  
I'M GETTING TIRED!

JUST LOOK AT THOSE MARKS!

I JUST KNOCKED OVER THE CHAIR INTO MY NEW DESK AND JUST LOOK AT THOSE MARKS!

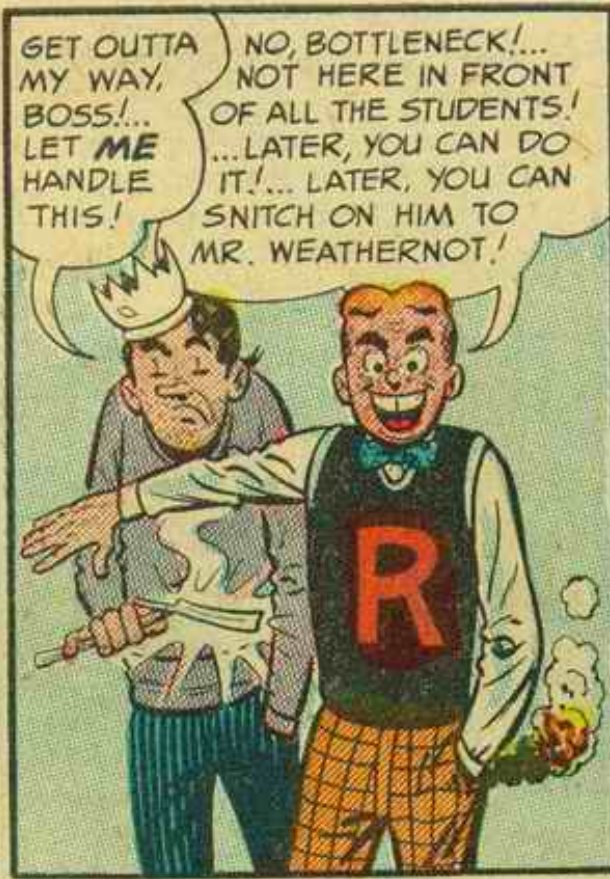








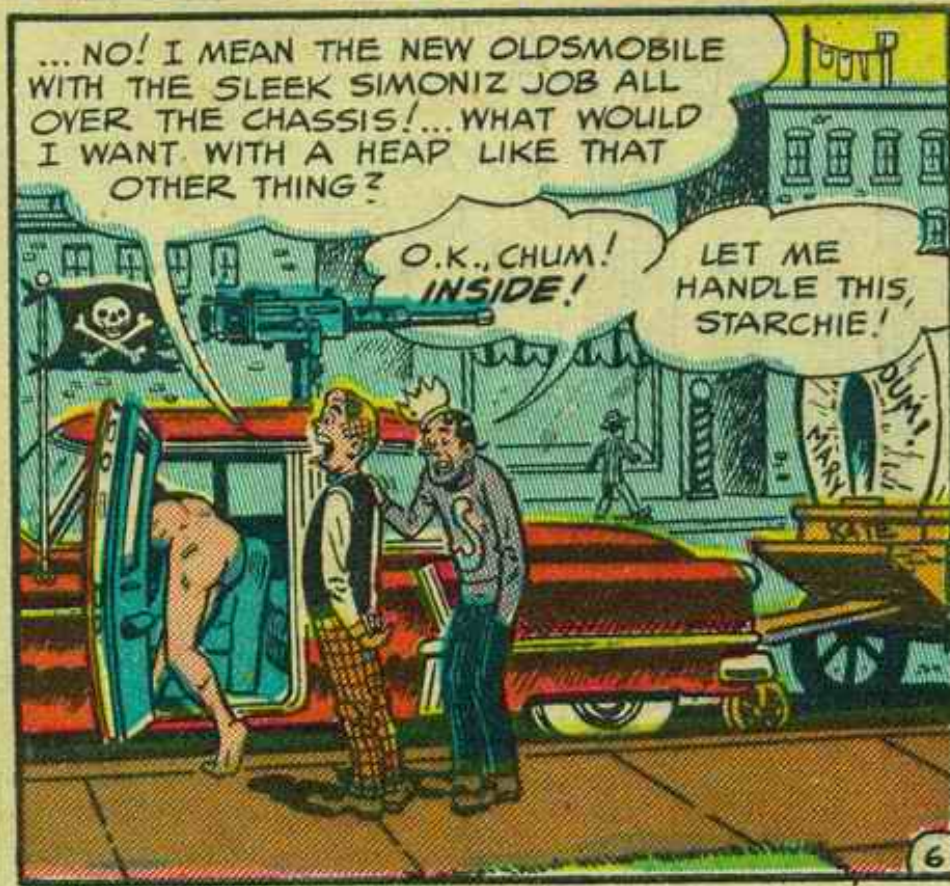
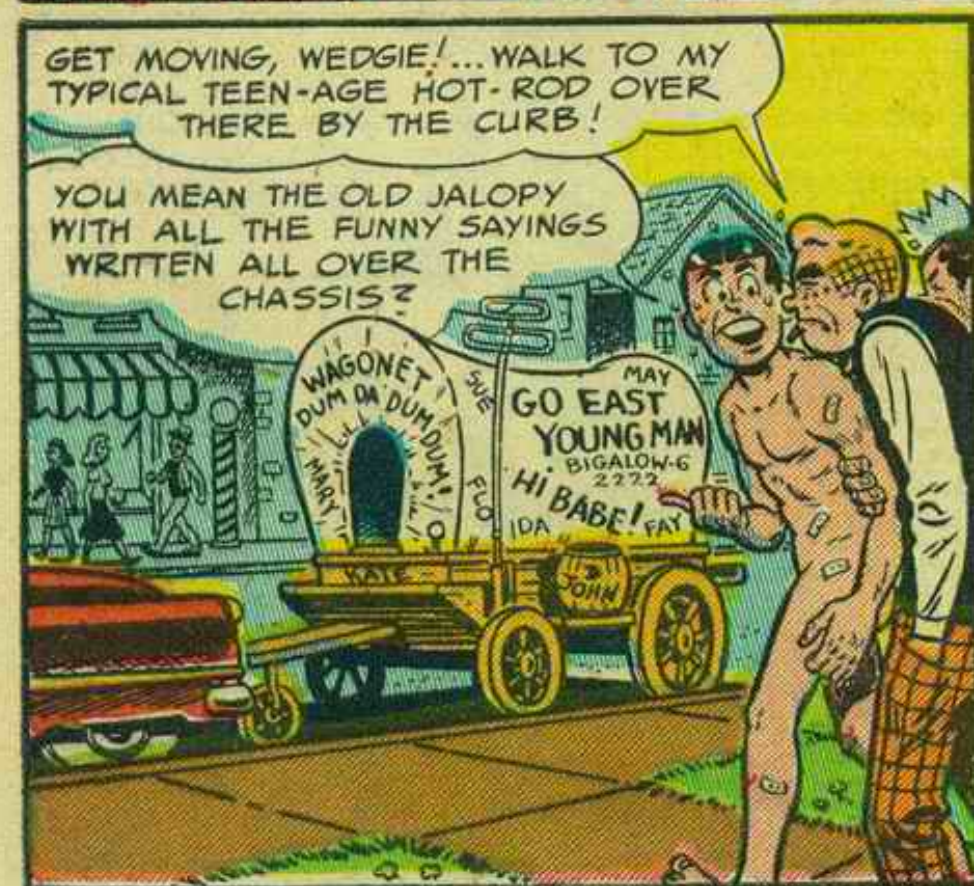






















MOVING PICTURE DEPT.: THEY WROTE A BOOK... THEY MADE A PICTURE... THAT TOOK YOU 'FROM HERE TO ETERNITY'!... WE OF 'MAD,' DISTURBED AT THE THOUGHT OF YOU WHO HAD BEEN TAKEN FROM HERE TO ETERNITY... HAVE ALSO DECIDED TO TAKE YOU!... BESIDES TAKING YOU FOR 10¢, WE OF MAD DECIDED TO TAKE YOU...

# FROM ETERNITY BACK TO HERE!





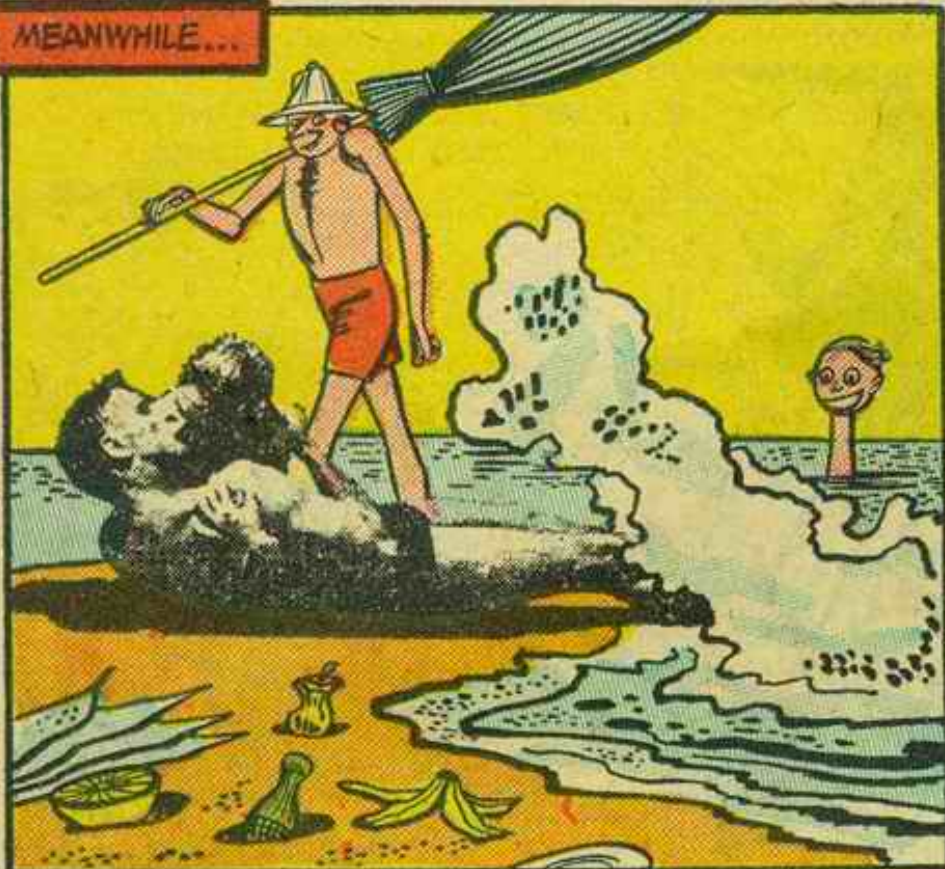








MEANWHILE...



MEANWHILE...

WELL, PREWITT!  
THIS IS IT! THE  
NEW SENATE  
CLUB! JUST LOOK  
AT THIS PLACE!...  
LOOK AT THEM  
BEAUTIES!  
...ROWF! ARF!

FOLLOW  
ME, PREWITT!  
LET'S RESERVE  
ONE OF THEM  
BEAUTIES FOR  
OURSELVES!  
... YESSIR!  
THEY SURE  
ARE BEAUTIES!

... THEM PING-  
PONG TABLES  
ARE SURE  
BEAUTIES!  
NOW IF WE  
CAN ONLY  
GET PAST  
THESE DOPEY  
GIRLS...



HEY!  
C'MON!  
LET'S  
PLAY  
PING  
PONG!

YOU!...THEY CALL YOU THE  
PRINCESS! THIS IS LOVE AT  
FIRST SIGHT! OOH I'M  
DYING... I'VE GOT TO BE  
ALONE WITH YOU... I'VE  
**GOT** TO... DO YOU HEAR!



...MY DARLING!...YOU HAVE  
BROUGHT US TO THIS ROOM  
WHERE WE CAN BE ALONE! NOW  
THAT WE ARE ALONE, I CAN DO  
WHAT I WANTED TO DO FROM  
THE VERY FIRST MOMENT I  
SAW YOU, AND THAT IS...  
THAT IS...



**STOP  
THE  
MUSIC!**

EEK! WE ARE NOT  
ALONE!... IT IS MRS.  
KIPPER, THE ONE  
WHO RUNS THIS NEW  
SENATE CLUB!...AND  
NOW I WILL NEVER  
KNOW WHAT YOU  
WANTED TO DO FROM  
THE VERY FIRST MOMENT  
YOU SAW ME!



...BUT I, MRS. KIPPER,  
AM IN REALITY, CAPT.  
HOMES IN DISGUISE  
AND MY INTRUSION IS  
MERELY PART OF  
**'THE TREATMENT'**!  
...I WARNED YOU  
**'THE TREATMENT'**  
CAN BE PRETTY  
ROUGH ..

...NOW, IF YOU WANT TO  
BE LEFT ALONE TO DO  
WHAT YOU WANTED TO  
DO FROM THE VERY FIRST  
MOMENT YOU SAW HER,  
ANSWER ME THIS...

...WILL  
YOU FIGHT?



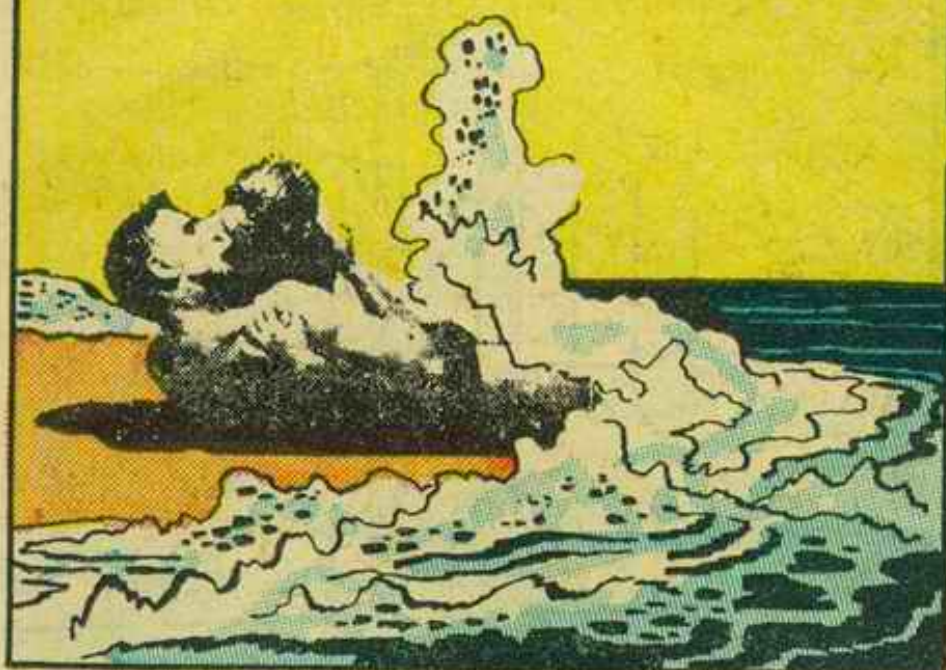
**NO!** I WILL NOT FIGHT!...ALSO...YOU  
MAY STICK AROUND IF YOU WANT TO!  
I WILL DO WHAT I WANTED TO DO  
FROM THE VERY FIRST MOMENT I  
SAW HER...**ANYHOW**...AND THAT IS...

..PLAY  
MY HORN?





MEANWHILE...



MEANWHILE...



HA! HERE COMES FATSO OUTTA THE NEW SENATE CLUB!... NOW I'M GONNA GET HIM! I'M GONNA GET HIM FOR TORTURING MAJJIO IN THE STOCKADE!... I CAN STILL HEAR MAJJIO'S DYING WORDS... WHISPERING WITH HIS LAST BREATH, "I AIN'T MAJJIO! ...I'M SINATRA!"

O.K., FATSO! STEP INTO THIS ALLEY! I'M GONNA GET YOU FOR WHAT YOU DID TO MAJJIO!

... HE SHOULD'VE GIVEN ME HIS AUTOGRAPH!



HA! I FIGURED YOU'D PULL A KNIFE ON ME SO I BROUGHT A KNIFE TOO! THERE'S ONLY ONE OF US GOING TO WIN THIS THING, SO GET READY 'CAUSE HERE I GO!



FIRST KNIFE FLIP HAS TO BE WITH OPEN PALM... STANDING UP STRAIGHT!

... BY GEORGE... DON'T YOU JUST LOVE MUMBLETY-PEG?



... LAST FLIP HAS TO BE WITH EYES CLOSED, BEHIND BACK, POINT BALANCED ON END OF FINGER WHILE JUMPING UP AND DOWN AND WHISTLING 'JEALOUSY'!

HAW! I WIN! YOU LOSE!

BLAWWW! FOR YEARS I'VE BEEN MUMBLETY-PEG CHAMP!

... AND YOU ARE MUMBLETY-PEG CHAMP NO MORE!



... TAKING AWAY YOUR TITLE OF MUMBLETY-PEG CHAMP WAS JUST ANOTHER PHASE OF 'THE TREATMENT', PREWITT! ... 'THE TREATMENT' CAN BE PRETTY ROUGH! ... NOW WILL YOU FIGHT?

NO!... ALTHOUGH I AM NO LONGER MUMBLETY-PEG CHAMP, AS LONG AS I AM STILL HORN CHAMP, I CAN TAKE ANYTHING YOU CAN DISH OUT!





MEANWHILE...



MEANWHILE...



MEANWHILE...



...YOU ASKED ME TO MARRY YOU, PRIVATE PREW PREWITT, BUT I CAN'T!

WHY, PRINCESS? WHY? WHYWHY? IS IT BECAUSE I'M A SOLDIER... A 30 YEAR MAN? (WELL I'M NOT! I'M ONLY 18!)... IS IT BECAUSE YOU WANT TO GO HOME AND MARRY SOMEONE PROPER? IS IT BECAUSE OF THE CURRENT POLITICAL SITUATION?

MEANWHILE...



...NO!...THE REASON IS MUCH DEEPER!...MUCH MORE COMPLEX, INVOLVED AND SUBTLE!... THE REASON IS...

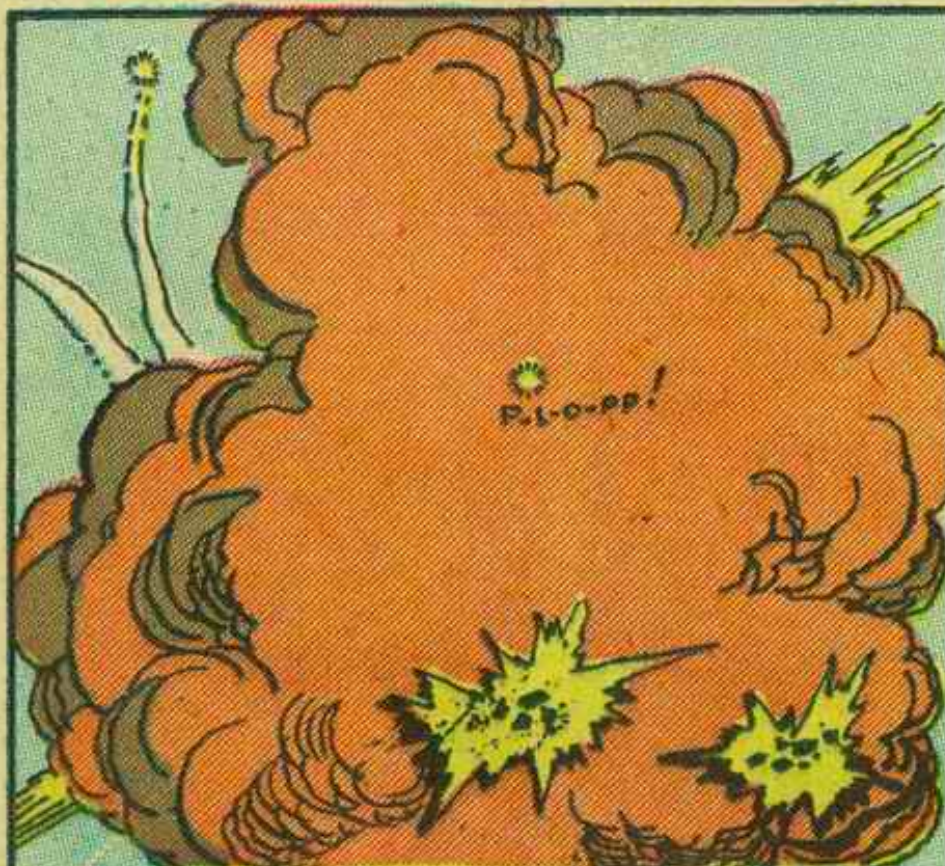
YES!

...IS...IS...

YES YES

...IS...I CAN'T STAND THAT FURSHLUGGINER HORN!

MEANWHILE...



EEK! THOSE PLANES DROPPING BOMBS! ...ARE THEY ENEMY PLANES DROPPING BOMBS ON THE U.S.A. ARMY IN THE OPENING PHASE OF A BLOODY WAR?

NO! THOSE PLANES DROPPING BOMBS ARE FRIENDLY PLANES DROPPING BOMBS ON THE P.V.T. PREWITT IN THE CLOSING PHASE OF 'THE TREATMENT'!

...NOW, PREWITT... WILL YOU FIGHT?

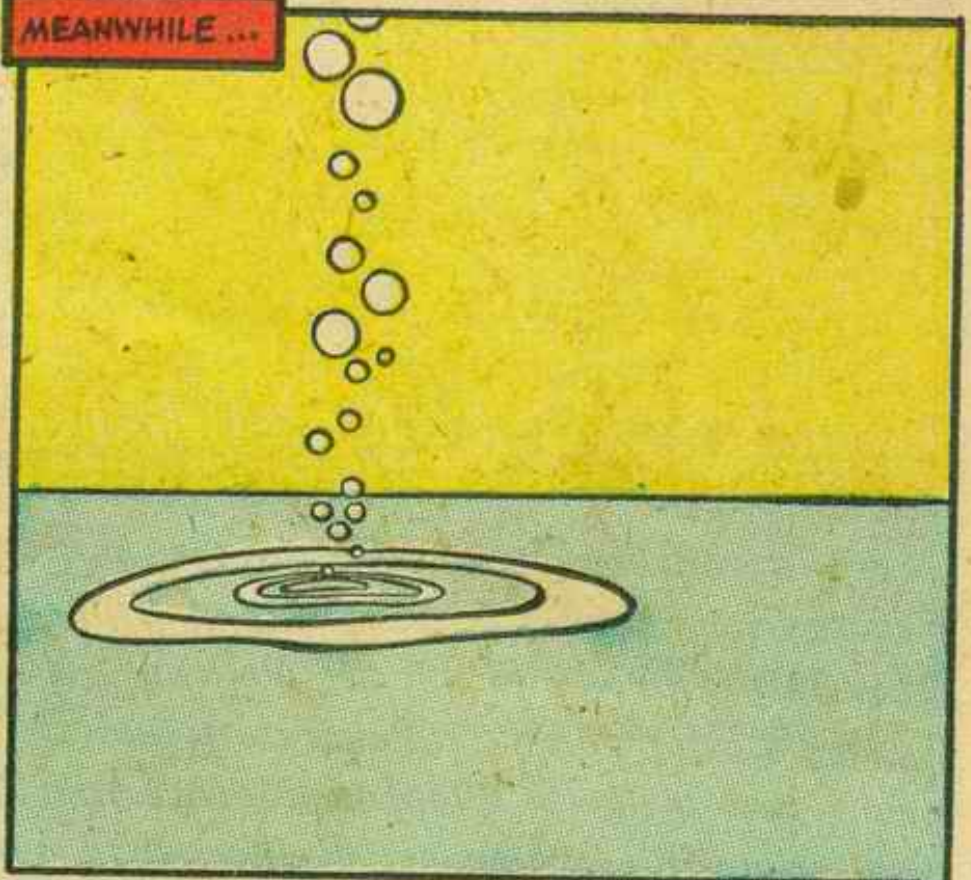


One moment please!

...The ending to this original story is wretched. So in order to make people laugh... to ease the tensions of the world... to bring joy to our readers, we have yakked up the ending of this story. We have taken the liberty of changing the former wretched ending to the present nauseating ending. Our humble apologies...

—The happy Mad editors.

MEANWHILE...



MEANWHILE...

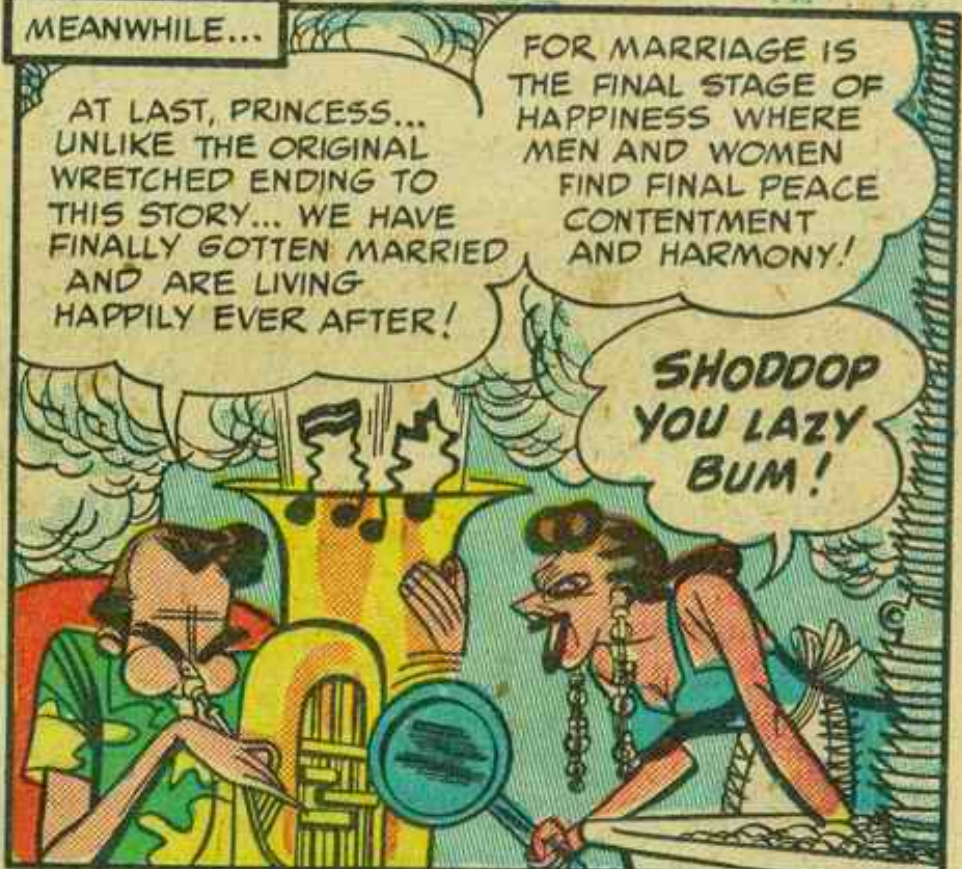


LOOK!

THAT WAS THE BLAST!

... I WAS RIGHT!... THEY ARE DOING SOME BLASTING DOWN AT HINKCUP FIELD!

MEANWHILE...



AT LAST, PRINCESS... UNLIKE THE ORIGINAL WRETCHED ENDING TO THIS STORY... WE HAVE FINALLY GOTTEN MARRIED AND ARE LIVING HAPPILY EVER AFTER!

FOR MARRIAGE IS THE FINAL STAGE OF HAPPINESS WHERE MEN AND WOMEN FIND FINAL PEACE CONTENTMENT AND HARMONY!

SHODDOP YOU LAZY BUM!

... LITTLE DID YOU KNOW THAT THIS FINAL STAGE OF HAPPINESS WHERE YOU THINK YOU WILL FIND FINAL CONTENTMENT AND HARMONY... IS MERELY THE FINAL PHASE OF 'THE TREATMENT'!

... NOW PREWITT, WILL YOU FIGHT?



... BUT TELL US... WHY YOU WON'T FIGHT?... DID YOU HAVE AN ACCIDENT IN THE RING?... DID YOU ACCIDENTALLY BLIND A BUDDY WHILE FIGHTING?... DID YOU HAVE SOME KIND OF STRONG EMOTIONAL DISTURBANCE WHEN YOU WERE AN INFANT?... **WO HOPPEN? WHY WON'T YOU FIGHT?**



WO HOPPEN?... IS VERY SIMPLE WO HOPPEN!... IF YOU WILL NOTICE... **NOWHERE** IN THIS STORY DID I SAY I **KNEW** HOW TO FIGHT! THERE ARE THOSE WHO **CAN** FIGHT AND THOSE WHO **CAN'T** FIGHT!... ME, I CAN'T PUNCH MY WAY OUT OF A PAPER BAG!

... NOT EVEN A TISSUE PAPER BAG YET!





**CLOAK AND DAGGER DEPT.:** *And now, chapter six in the fantastic adventures of SECRET UNDER-MANHOLE-COVER AGENT FIVE FINGERS JONES!*

*As you remember, in our last chapter, our hero, SECRET UNDER-MANHOLE-COVER AGENT FIVE FINGERS JONES under the alias of Tschesklavitchlabiscabonchomislavarichicaboosko was spying in Moscow's Gremlin when he was picked up by the B.V.D.'s (initials for Secret Police) and brought before the Secret Police chief, Buried, who, with spy queen, Floppova Movova, tries to torture information out of Jones with a 'brain-wash'. After wearing out three washing machines, Buried, in a fit of rage, pressed a pistol to Jones' eye-ball and threatened to shoot... and that's the story up to date. However, you know as well as I, dear reader, that Jones will get out of this pickle, for heroes always get out of pickles in chapters, because if they didn't, radio programs wouldn't be able to go on again... you wouldn't buy magazines for the next installment... everything would be all farshimmelt!... And so, on to the next installment of...*



"What was your mission?" screams Buried, placing his pistol against Jones' eye-ball.

Suddenly there is a loud BANG!

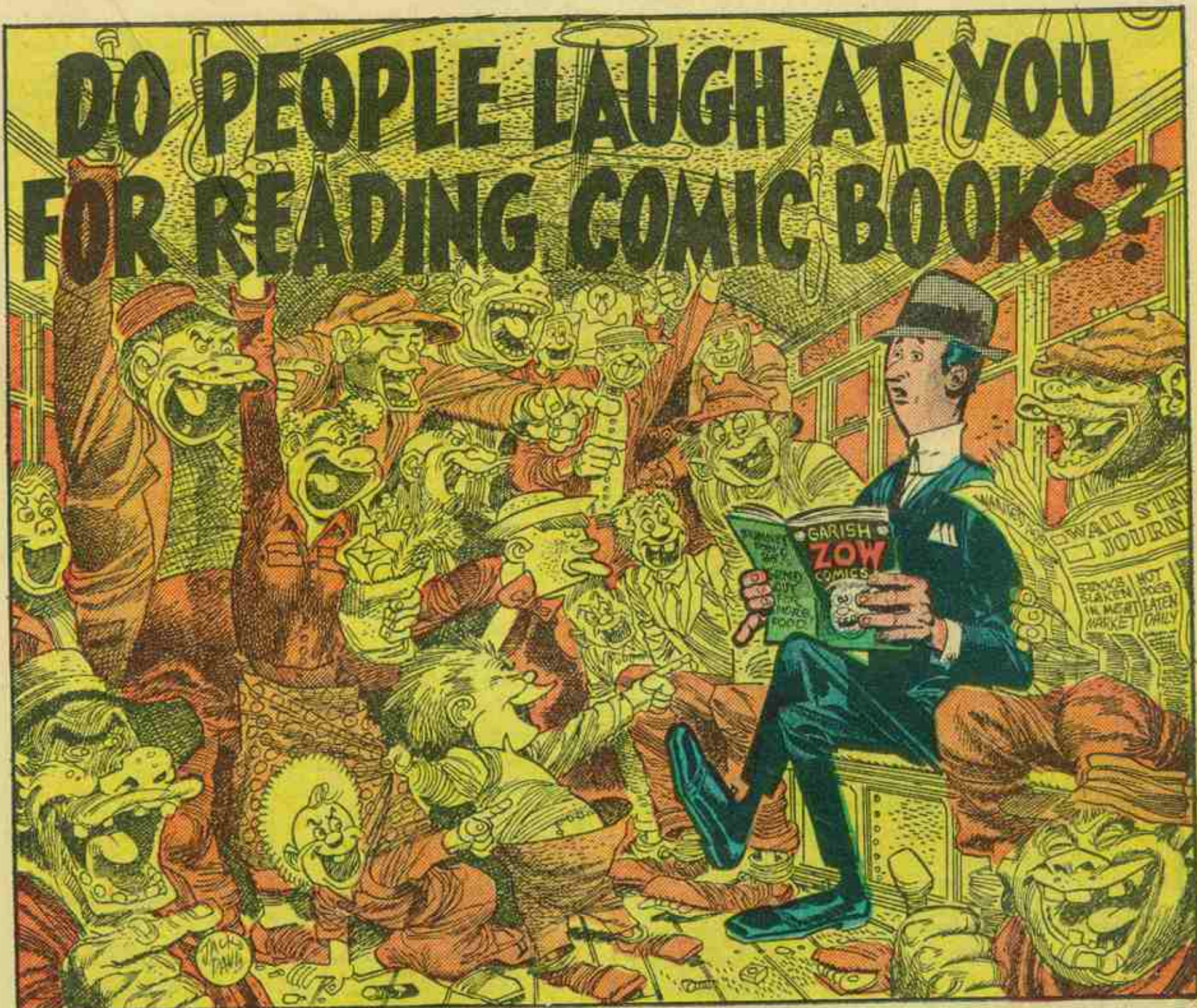
When the smoke clears, Jones is seen, lying on the floor with a hole as big as a base-ball in the middle of his head.

"What have you done?" screams Floppova,

"You have killed the hero of the story! How shall we continue the story? Everything is now all farshimmelt!"

*And everything most certainly is.*





DO YOU HEAR PEOPLE FAINTLY SNICKERING BEHIND YOUR BACK AS YOU RIDE THE TRAIN TO SCHOOL OR WORK? EXAMINE THE SITUATION! HAVE YOU FORGOTTEN YOUR PANTS? IS THE COMIC BOOK YOU ARE READING ONE OF THE KIND WITH THE LOUD, GARISH COVERS? NO WONDER PEOPLE LAUGH! DO YOU WANT TO LOOK LIKE AN IDIOT READING COMIC BOOKS ALL YOUR LIFE?... IF YOU DON'T, THEN LISTEN TO THIS! **MAD** COMIC BOOK HAS A NEW COVER DESIGN THAT MAKES IT LOOK LIKE HIGH-CLASS LITERATURE! BUY THE LATEST ISSUE OF **MAD**, THEN YOU CAN LOOK LIKE AN IDIOT READING HIGH-CLASS LITERATURE!...BUY **MAD** AT YOUR NEWSSTAND...OR SUBSCRIBE!



SUBSCRIPTION COUPON

**MAD** EDITORS  
ROOM 706  
225 LAFAYETTE ST.  
N.Y.C. 12, N.Y.

PLEASE SEND ME THE NEXT 8 ISSUES OF  
**MAD** FOR WHICH I ENCLOSE ONE DOLLAR (\$1.00)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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



# MAD MUMBLINGS

Dear Editors,

I dug the story, "Bop Jokes," in MAD comics #9 and I thought I'd flip. Man! It was the most; real nervous, real frantic, real crazy, real cool, exotically edgy. I got a MAD kick out of it, man, a large charge. Man! ... I was really stoned!

In other words, I think the magazine was very nice.  
—Sandy Milne—National City, California

... I dug the bop thing where two kats were digging the Charlie Parker record. That really flipped me because I dug him the most. I didn't know you guys were hep on the jazz scene, because it's guys like "Bird" and Stan Getz, and Lionel Hampton that really keep the wheels going. So this thing goes to prove that Severin, who drew up that part, is a mellow fellow.—John Savocka—Clifton, New Jersey

... I sent my bread in a long time ago and I finally got my first issue of MAD. Ace ... your Bop Jokes are the most. Even my old Granny flipped. My brother plays with Charlie Parker, and when I showed him your Bop Jokes about the Kats digging the Charlie Parker record, he almost split. He digs your book too, especially when he's 'tore up' (stoned). I am an artist and some day I'm going to come to New York and apply for a job at your quaint little establishment. Until then, ace, sit on ice (keep cool).—Colleen Irwin—Azusa, California

... I was casing the mags at a drugstore when I happened to pin this crazy-looking comic book. Well, man, I nearly flipped. I was casing the way you had the Kats dressed. Man, if you dressed that way where I go to school, they would think you were just a young Kat getting hep to the new style. Man, I mean we wear drapes and suedes and we dig bop talk, but a lot of Kats are going conservative. Now to me, if a Kat's gonna go conservative, he might as well go square. But on the other hand, I don't know where you got your ideas of how a Kat dresses. Man, it's O.K. to be cool but a Kat would only dress like that if he was out for kicks.—A Kat from Lackawana

... Below, find my Hepster's Dictionary, up to date and cool.

CRIB — house  
WHEELS — car  
RANK — stupid  
STRUGGLE — dance  
CUTOUT — leave  
LAY DEAD — wait  
SCARF — eat

CUT — make fun of  
LATER — so long  
BREAD — money  
NOD — sleep  
THE SPLASH — rain  
BRIGHT — day  
BLOOD — wine

—Jack the Maniac—Redwood City, California

... I have a bop joke ... two Kats in a room three stories up ... one Kat says, "Man, raise that crazy window" ... second Kat does so just as a hurricane hits the building ... After it passes, only thing left in the room is the window, floor and chair first Kat is sitting in ... first Kat says, "Higher, man, higher!"—James E. Ellis—Knoxville, Tennessee

... Bop Joke ... Two Kats on top of the Empire State Building realize they have an appointment elsewhere ... go to elevator ... swing open elevator doors and step in ... Unfortunately, elevator is not there ... As they whistle down the shaft, first Kat turns to second ... says, "Man, if we'd taken the local, we'd have been late!"—John Lanctot—Burlington, Vermont

... A l'attention de Dick Clarkson, c/o Mad Mumblings ... La prochaine fois que tu trouve des fautes en français dans un canard, te faut pas écrire à l'éditeur. Vaut mieux te planquer dans un dictionnaire français. Tu as du culot de corriger David Platt, un gars qui est encore au lycée parce que tu es un peu ganflé. Mon vieux, tu n'es pas à la page. Selon le dictionnaire Larousse et selon beaucoup de français, le verbe corriger n'existe pas. Faut dire corriger.—Jean LeMorpion, Exchange Student N. Y. U.—New York City

*Creuse ce Français fou!—ed.*

... Please tell me! You've got to tell me before I go MAD! What does BWAH mean?—Hugh Redmon—Oklahoma City, Oklahoma

*"Bwah," is how you might pronounce the idiom, "Boy!" when speaking with intense enthusiasm.—ed.*

... I think I can say, without fear of contradiction, that MAD is one of the most popular comics on the stands today. Everyone in my school likes it.—Eddie Schnieder—Miami Beach, Florida

... When MAD comics first came out, I thought it was the greatest book ever. But slowly and surely, it's turning into the same corny junk as the rest.—George Vampire—New York City

*A subscription to this corny junk will cost you one buck (\$1.00) for eight issues ... manila envelopes! Address for sub orders, gripes, or enthusiastic fan-mail is:*

Mad Editors  
Room 706, Dept. 12  
225 Lafayette St.  
N.Y.C. 12, N.Y.



DDD (3-D) COMICS DEPT.: BY NOW YOU ARE FAMILIAR WITH 3-D COMIC BOOKS! YOU KNOW THAT SOME 3-D BOOKS ENCLOSE ONE SET OF 3-D GLASSES... YOU KNOW SOME 3-D BOOKS ENCLOSE TWO SETS OF 3-D GLASSES!... WE ARE PROUD TO ANNOUNCE THAT WE OF MAD ARE ENCLOSING NO SETS OF 3-D GLASSES FOR THIS, OUR FIRST MAD STORY IN...

# 3-DIMENSIONS!



HI, MAD READER!... I AM THE WRITER OF THIS **MAD** STORY AND THIS IS THE ARTIST! WE ARE GOING TO TRY TO GIVE YOU A REAL PERSONAL HOME-TOWN FRIEND TO FRIEND DESCRIPTION OF HOW 3-D COMICS ARE MADE!... YOU SEE... WE WANT TO BE YOUR FRIEND!... WE WANT YOU TO BE OUR FRIEND! AND IF YOU ARE OUR FRIEND, WE ARE YOUR FRIEND AND LETS EVERYBODY BE FRIENDS! IN OTHER WORDS... SEND MONEY!



... AS YOU NOTICE, THE DRAWING ABOVE IS A RED AND BLUE THREE DIMENSIONAL DRAWING! AND AS YOU ALSO MIGHT NOTICE, OUR ARTIST IS NOW DRAWING A 3-D DRAWING WITH A RED AND BLUE BRUSH... EACH HELD IN A SEPARATE HAND AT THE SAME TIME!



... YOU MIGHT THINK THAT THIS IS DIFFICULT... FOR AN ARTIST TO CONCENTRATE ON SEPARATE RED AND BLUE DRAWINGS AT THE SAME TIME! ACTUALLY... OUR ARTIST IS SPECIALLY TALENTED, BEING EQUIPPED WITH A SPECIAL RED AND BLUE HEAD!





...AND NOW...AN ACTUAL LOOK AT 3-D IN ACTION! SINCE WE SUPPLY NO 3-D GLASSES LET US SUGGEST YOU MAKE YOUR OWN BY PAINTING MOTHER'S READING GLASSES RED AND BLUE...OR PERHAPS YOU MIGHT PAINT RED AND BLUE RIGHT OVER YOUR EYEBALLS... IN ANY CASE ...



...YOU WILL BE ABLE TO FOLLOW OUR STORY IN THESE CAPTIONS!...NOW... SOME SAY 3-D CAUSES EYESTRAIN!



...SOME SAY 3-D MAKES YOU SEE GREEN SPOTS IN FRONT OF YOUR EYES! WE OF **MAD** ASSURE YOU THEY ARE **WRONG!**



WHEN THESE PARTIES TELL YOU THAT 3-D MAKES YOUR EYES BURN AND SEE REDDISH... **DON'T BELIEVE THEM!**



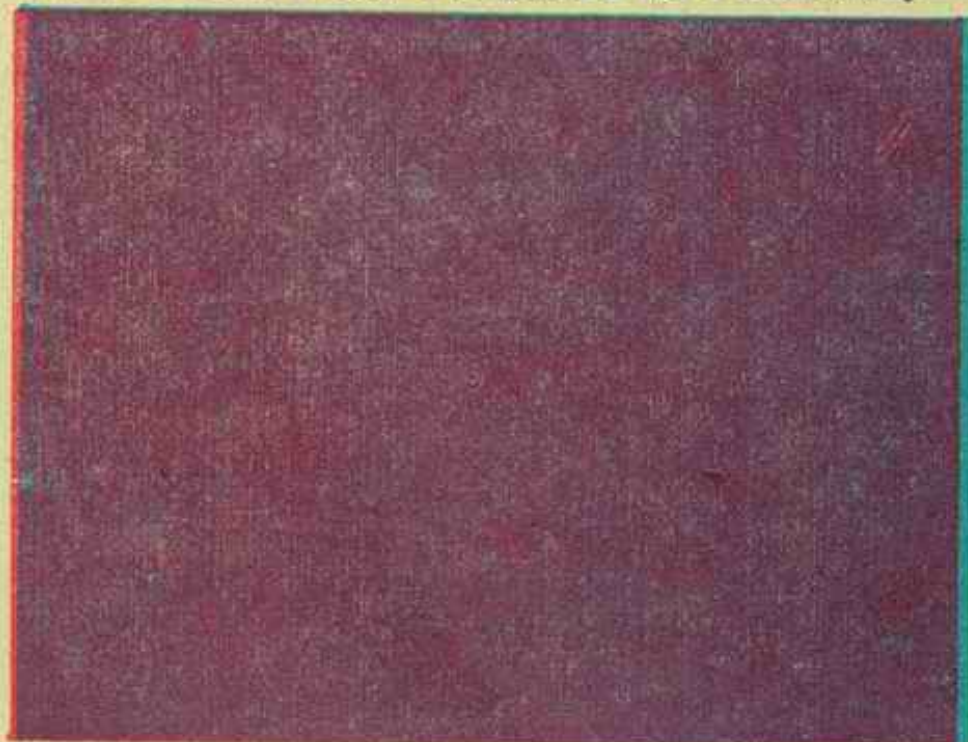
...DOCTORS HAVE PROVEN TWO-TO-ONE, THAT 3-D CAUSES NO EYE-STRAIN... NO REDNESS OR FATIGUE!



...IN FACT, DOCTORS HAVE PROVEN THAT 3-D IS BENEFICIAL AND HELPS TO GIVE THE EYEBALLS NEEDED EXERCISE!



LOOK AT THESE 3-D DRAWINGS!... LOOK AT THE CLARITY OF THE PICTURE BELOW... THE FINE DETAILS OF THE FACES... **PROOF POSITIVE THAT 3-D CAUSES NO EYESTRAIN!**



THERE, NOW! LET'S GET BACK TO NORMAL PICTURES... AND IF ANY OF THESE SCHEMING NO-GOOD BUMS TELL YOU 3-D DISTORTS YOUR VISION, YOU JUST TELL THEM HOW SHARP YOU CAN REALLY SEE WITH YOUR EXERCISED EYEBALLS!





AT THIS POINT... SINCE **YOU...**  
**MAD** READER, ARE PROBABLY  
GETTING ANNOYED AT NOT  
HAVING YOUR 3-D GLASSES, THE  
FOLLOWING PICTURES ARE PRE-  
SENTED AS THEY **WOULD** LOOK  
IF YOU **WERE** VIEWING THEM  
THROUGH 3-D GLASSES!



...SEE? THIS IS HOW AN UGLY  
COLORLESS 3-D PICTURE  
LOOKS IF YOU HAD ON  
YOUR 3-D GLASSES!... NOTICE  
HOW THIS PICTURE HAS THE  
ILLUSION OF DEPTH!



...NOTICE HOW YOU CAN PRAC-  
TICALLY REACH OUT AND FEEL  
THINGS! AS A MATTER OF FACT,  
YOU **CAN** REACH OUT AND FEEL  
THINGS!... HERE JUST TOUCH  
THIS PIECE OF PAPER!



...SEE?... FEELS  
LIKE PAPER?

...EVEN  
**SMELLS**  
LIKE PAPER!



...YOU STILL MIGHT SAY... THIS IS  
MERELY AN ILLUSION AND NOT  
THE REAL THING! WE OF MAD  
SAY... THIS 3-D MEDIUM BRINGS  
US POWERS UNDREAMED OF!...  
WATCH HOW WE TEAR A HOLE  
IN **YOUR** COMIC BOOK  
**BEFORE YOUR VERY  
EYES!**





PERHAPS YOU ARE NOT AWARE OF THE POTENTIALITIES OF 3-D! JUST THINK, MAN... WITH THIS MEDIUM... THE ARTIST WILL BE ABLE TO DRAW **ANYTHING** AND YOU WILL BE ABLE TO **TOUCH** IT, **FEEL** IT! LET US GIVE YOU AN EXAMPLE!



...SEE? HE DRAWS MONEY... MONEY I CAN HOLD IN MY HAND! ENOUGH TO DRIVE ANY MAN MAD! GO AHEAD!... GET ALL EXCITED AT ALL THIS WEALTH!... SPEAKING FOR MYSELF... I AS A WRITER, KNOWING FULL WELL THAT THE GREATER VALUES IN LIFE ARE NOT MATERIAL, DO NOT GET EXCITED!



LOOK! HE DRAWS FOOD... SILK... DIAMONDS! GO... GET EXCITED OVER THESE MATERIAL THINGS!... I LOOK AS AN AMUSED SPECTATOR... EMOTIONALLY COLD TO THESE MATERIAL THINGS!



...LOOK!... NOW HE IS DRAWING MORE MATERIAL THINGS!... WHAT DULL MATERIAL THING IS IT THIS TIME?



**YAY FOR MATERIAL THINGS!**

LEMME AT THEM MATERIAL THINGS!!

GETCHER COTTON PICKIN' HANDS OFF ME!

WHEE WOW!



Potrzenie?

Potrzenie!

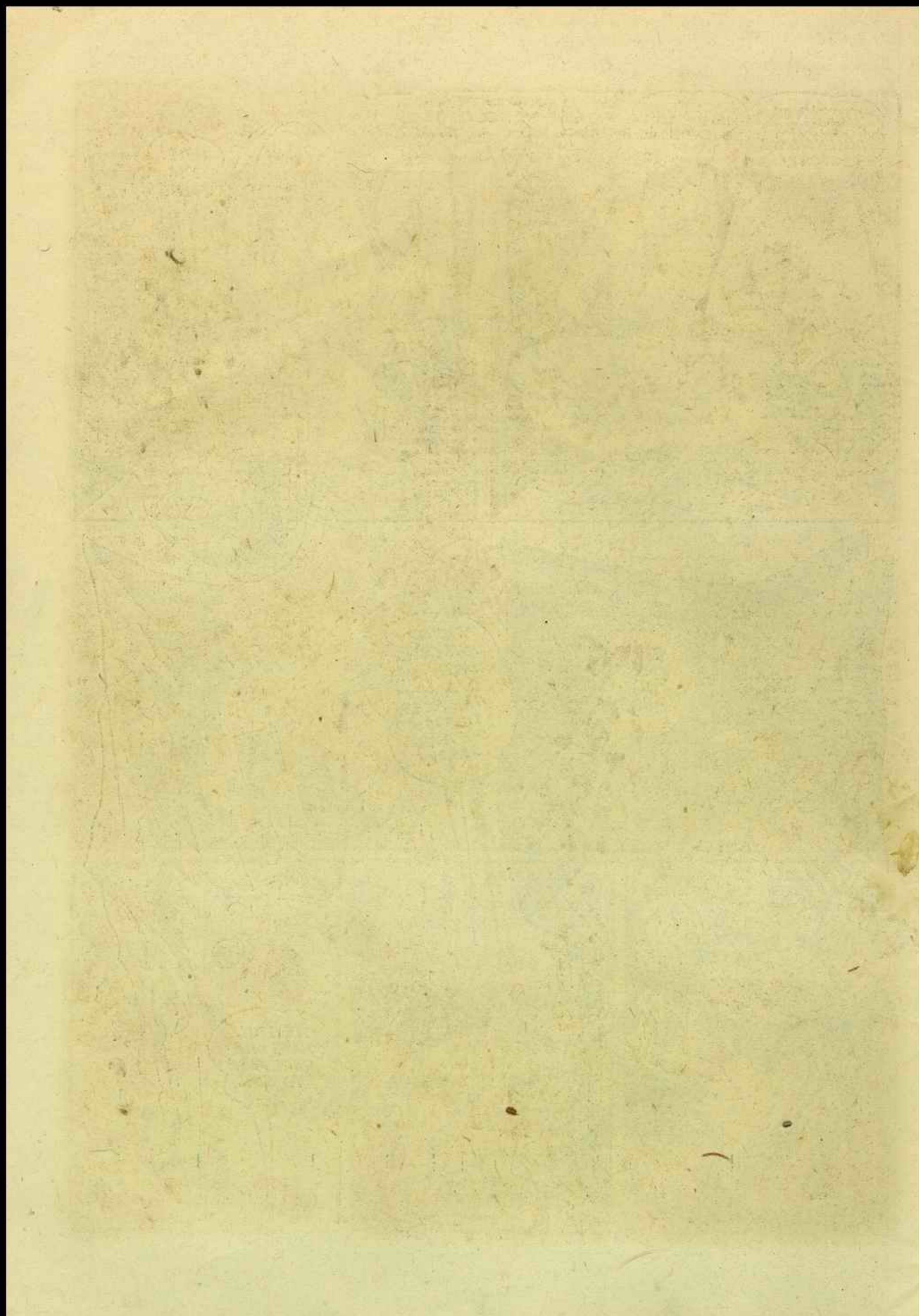
HA, SEE? THE HOLE SHOWS THRO ON THIS SIDE, TOO!













NATURE LOVER'S DEPT.: YOU WHO LOVE THE SOUND OF THE SIGHING FOREST... YOU WHO LOVE THE SIGHT OF THE SPARKLING MOUNTAIN LAKE... YOU WHO LOVE THE FEEL OF THE SQUOOSHING COW PASTURE... YOU WHO HOO YOU HOOHOO YOU! HIS NAME WAS HIS TRADE MARK... HIS TRADE MARK HIS NAME... AND THAT'S HIS NAME...

# MARK TRADE!

HALT, MEN! THERE IT IS!  
WE'VE FINALLY CAUGHT UP  
WITH IT! STEADY, MEN!  
BE READY TO SHOOT AT  
A MOMENT'S NOTICE!

... SHOOT AT  
A MOMENT'S  
NOTICE?... I THOUGHT  
WE WUZ GETTING  
READY TO SHOOT  
AT A ANIMAL!



WAIT! LOOK!... IT'S TURNING  
AROUND!... IT'S LOOKING AT US!  
...IT'S GETTING READY TO  
CHARGE!... TAKING OUT ITS  
CREDIT CARD GETTING  
READY TO CHARGE!

...STEADY, MEN... DON'T SHOOT  
YET... WAIT TILL IT GETS  
CLOSER BEFORE YOU SHOOT...  
STEADY... STEADY... STEADY...

SHOOT!



CLIK CLUNK CLAK  
CLIK SNAP CLUK  
CLIK CLIKY  
CLAC CLEK CLIK  
CLAK BID  
CLIKETTY SNIP  
SNAP SNUP GLOOK



GOOD SHOOTING, MEN! BY GEORGE!... GOT THAT SQUIRREL WITHOUT WASTING A SINGLE SNAP! HAH. BOY... THERE'S NOTHING LIKE THE SIGHT OF THE QUARRY IN THE CROSS HAIRS... THE FEEL OF THE SLEEK, HEAVY OILED KODAK... THE CLEAR SHARP SOUND OF THE SHUTTER SNAPPING IN THE AUTUMN SKY EH, MEN?



AND NOW, MEN... WHERE TO NEXT? SHALL WE SPY ON THE HABITAT OF WA-SKO-WEE-TA, THE MOOSE? SHALL WE INVADE THE HABITAT OF KA-WA-WE-SKA, THE OTTER, OR SHALL WE VISIT THE HABITAT OF KO-KA-KO-LA, THE DRINK?



HABITAT OF NIT-GE-DIE-GET? ... HABITAT OF NIT-GE-DIE-GET? ... AHA!... YOU WANT TO GO TO THE HABITAT OF NIT-GE-DIE-GET THE FIELD-MOUSE!... YOU WANT TO GO TO THE HABITAT OF NIT-GE-DIE-GET THE HOOT-OWL!

**NO! NO! NO!**  
WE WANNA GO TO THE HABITAT OF NIT-GE-DIE-GET THE GIRL SCOUT CAMP!



TSK TSK! I'M SURPRISED AT YOU MEN!... THE NIT-GE-DIE-GET GIRL SCOUT CAMP IS LOCATED IN THE RIVER FORK ON THE HIGH-GROUND BELOW THE TIMBER-LINE! ANY WOODSMAN CAN TELL YOU THAT NO FOREST ANIMAL WOULD CHOOSE TO LIVE IN A RIVER-FORK, ON HIGH-GROUND BELOW A TIMBER-LINE! MY GOSH!... YOU MEN SURE HAVE A LOT TO LEARN ABOUT WHERE TO SEEK THE WILD-LIFE!



AHA, MEN!... LOOK!... A RARE FIND!... YOU ARE IN FOR A VERY SPECIAL TREAT... A SIGHT THAT WILL THRILL YOU FOR WE HAVE COME UPON SOMETHING UP AHEAD THAT YOU WILL NEVER FORGET!

**CAMP NIT-GE-DIE-GET?**



... WE HAVE COME UPON A RARE AMERICAN BEAVER AT WORK... A FANTASTIC ANIMAL WHO CUTS DOWN THE TREES... TRIMS THE BRANCHES... A TRULY BREATHTAKING SIGHT!

**CAMP NIT-GE-DIE-GET?**



... THEN DRAGS THE BRANCHES TO THE WATER... SETS THEM UP... BUILDS A STRUCTURE... CONSTRUCTS ROOMS INSIDE... WITH RUNNING WATER... WITH VENTILATION... WITH RENT PRICE-FIXED!... YOU WILL NEVER FORGET THIS SIGHT!

**CAMP NIT-GE-DIE-GET?**











...NO GOOD BUM! YOU  
BEEN BREAKING INTO  
YOUR BRANDY BARREL  
AGAIN! HOW MANY TIMES I  
TOLD YOU THAT THAT BRANDY  
IS FOR RESCUING!...YES...  
RESCUING ME FROM THE  
TEDIUMS OF THE DAY!



O.K.! ALL KIDDING  
ASIDE... HERE WE  
FINALLY GO ON  
HUNTING  
EXPEDITION!

...SANDY!... MORSEMERE!... AHEAD  
OF US LIES A NASTY TRIP! I'VE  
GONE THIS WAY BEFORE AND  
ALL I CAN SAY IS, HEAVEN HELP  
THE MAN WHO ISN'T STRONG!...  
AND SO... IF YOU ARE BOTH  
FIRMLY RESOLVED TO SEE THIS  
THROUGH... FOLLOW ME!



...SANDY?  
...MORSEMERE?  
ARE YOU  
STILL WITH  
ME?

...WE GET  
ON THE  
BRIGHTON  
BEACH LOCAL  
EXPRESS!

JUST IN THE  
RUSH HOUR,  
WE HADDA  
COME!



O.K.! ALL KIDDING ASIDE...  
HERE WE FINALLY ARE,  
IN THE DEPTHS OF THE  
FORESTS... BACK  
AMONGST MY ANIMAL  
FRIENDS...

MARK! MARK!  
LOOK... CHARGING  
OUT OF THE BUSHES  
AT US!... QUICK!  
GET OUT THE RIFLE!

...WHICH REMINDS ME...  
WHAT WAS SO SPECIAL  
ABOUT THE BIRDS  
AND THE BEES?



RIFLE?... FIRE  
STICK?... ME,  
MARK TRADE!...  
ME NO CARRY  
EVIL WHITE  
MAN'S FIRE-  
STICK!

WELL!  
IF YOU  
DON'T  
HAVE A  
HUNTING  
RIFLE...  
LET'S RUN!

...DID  
YOU  
FORGET?  
...I ONLY  
HUNT WITH  
THE  
CAMERA!



...I HAVE NOTHING BUT CONTEMPT  
FOR THE MAN WHO HUNTS WITH  
THE RIFLE... FOR AFTER ALL...  
WHAT CHANCE HAS THE BEAST  
AGAINST THE RIFLE!... I PREFER  
TO STALK MY GAME WITH THE  
KODAK... TO CAPTURE MY  
QUARRY WITH THE LEICA!

NO, MARK!  
RUN BEFORE  
IT'S TOO LATE!

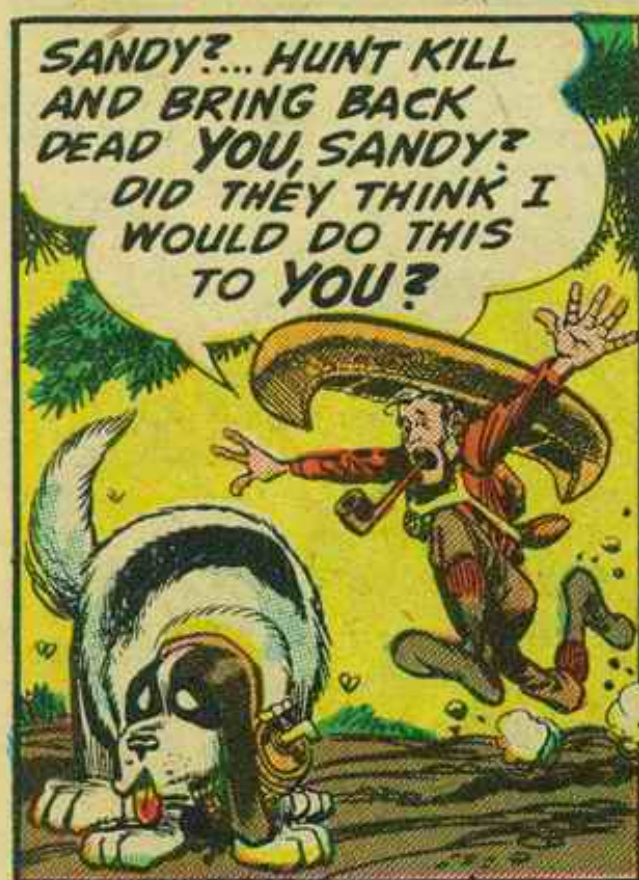


MARK... MARK...  
YOU POOR,  
BRAVE,  
LOVEABLE  
FOOL!

BY THE  
WAY HOW'S  
YOUR MOM,  
MARK?

SNAP  
CLIK  
CLIK  
SNAP











WITH THE \$5,000 YOU PAID ME, I HAVE BEEN ABLE TO CHANGE MY WAY OF LIFE!... LOOK AT THIS NEW HABITAT! COMFORT! NOT LIKE THE CAMP-SITE HABITAT I LIVED IN! LOOK! MODERNIZED STEAM HEAT! 24 HOUR SERVICE! LOOK! LOOK!



WHEN I WANT TO TAKE A BATH... DO I DIP INTO AN ICE COLD FREEZING MOUNTAIN STREAM?... NO! I TURN ON HOT WATER!... WHEN I'M HUNGRY, DO I HAVE TO GO OUT WITH A BOW AND ARROW? DO I HAVE TO SCRAPE UNDER THE SNOW FOR HERBS? NO! I RING FOR ROOM SERVICE! LOOK! LOOK!



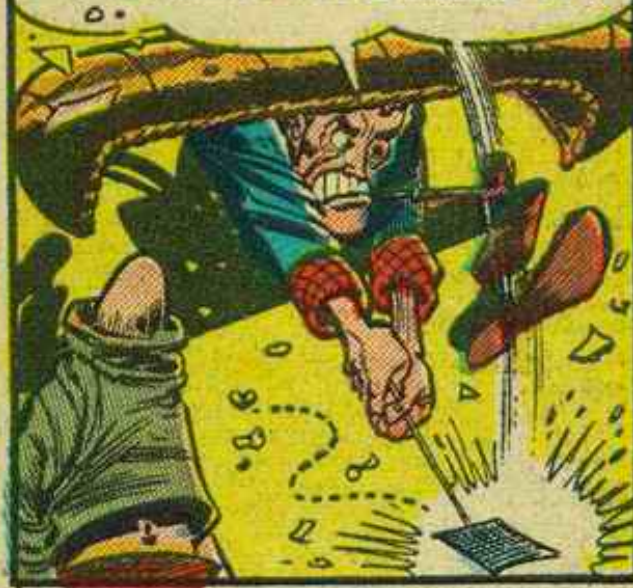
...I GET WATER FROM A FAUCET... MORE SANITARY THAN SPRING WATER!... I GET AIR FROM AN AIR-CONDITIONER... MORE CLEANER THAN MOUNTAIN AIR... I SEE ALL THE ANIMALS I WANT ON T.V! ...NATURE, P-TOOEY! **THERE'S YOUR NATURE!**



...A GERM-RIDDEN NATURAL FLY THAT GOT IN HERE WHEN I OPENED THE DOOR FOR YOU!... YOU KNOW HOW MANY PEOPLE DIE FROM FLIES?... YOU KNOW HOW MANY PEOPLE DIE FROM NATURE?



WHEN I WAS OUT WITH NATURE, I FROZE IN THE WINTER... BOILED IN THE SUMMER... AND EVERYWHERE I WENT... BUGS, BUGS, BUGS, BUGS! I **HATE NATURE! I HATE IT! I HATE IT!**



NATURE! P-TOOEY! DOUBLE P-TOOEY!

HAH! THAT FLY! NOW I SEE HIM! DON'T MOVE, TAMESPLINTER...

...**HE'S ON YOUR HEAD!**



NATURE!

YAHABA!

I HATE IT!

YA HA HA!

HATE IT, YOU HEAR...



AND AS THEY FADE INTO THE SUNSET, WE END THE STORY OF THE MAN WHOSE NAME WAS HIS TRADE-MARK, HIS TRADE-MARK HIS NAME... AND THAT'S HIS NAME... **MARK TRADE!**

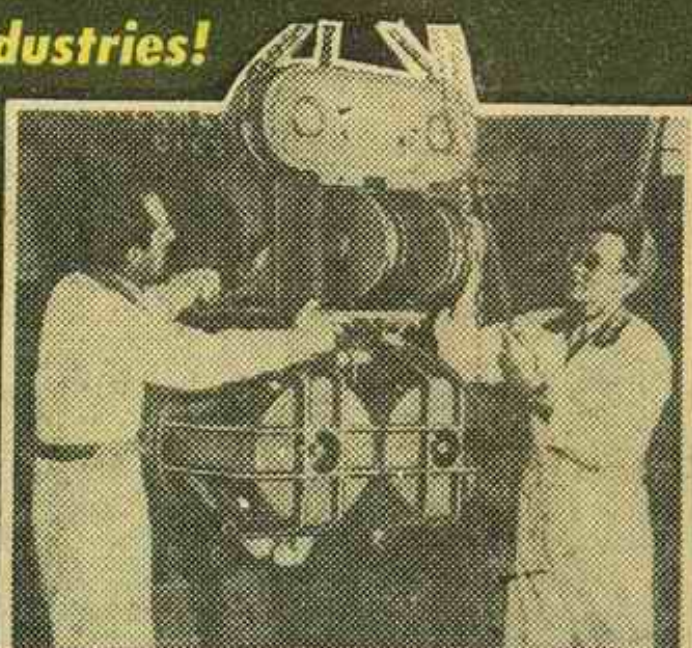


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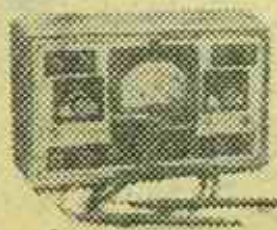
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**Just 2 Sales a Day  
Brings You up to \$217  
EXTRA a Month!**



## We Show You How To Do It!

Now, without spending one cent, you can start a spare-time Shoe Business that brings in exciting cash profits every month! My powerful Selling Outfit makes it **easy**. Just take 2 orders a day for our fine, Nationally-Advertised shoes and you earn up to **\$217.50 extra** a month! You also get chances to win valuable free prizes.

## EVERYBODY Wears Shoes!

Here's the perfect business, because **EVERYONE** you know can be a customer! Just show friends, relatives, neighbors, people where you work, how Mason Velvet-eez Air Cushion shoes let them "Walk on Air". That's **REAL** comfort!

As the Mason Shoe Counselor you give people the **EXACT** style, size and width they order because you draw on our giant stock of 200,000 pairs in sizes 2½ to 15, widths AAAA to EEEE. Customers choose from over 160 different styles—dress, sport and work styles for men and women, including air-cooled Nylon Mesh shoes, also work shoes with special built-in comfort and safety features. You'll be **EXCITED** the way people stuff steady cash profits in your pocket for extra-comfortable Mason shoes!

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DEPT. MA-227, CHIPPEWA FALLS, WIS.

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# BOYS, GIRLS, MEN, WOMEN! The World Is On FIRE

Serve The LORD and You Can Have These

## Prizes!

YOU CAN  
MAKE MONEY  
TOO!

We will send you the wonderful prizes pictured on this page ... or dozens of others, such as jewelry, radium dial wrist watches, tableware, tools, U-Make-It kits, leather kits, sewing kits, electric clocks, pressure cookers, scout equipment, model airplanes, and many others ... all WITHOUT ONE PENNY OF COST. Crime, sin, graft, wars are the greatest they have ever been. Our leaders say a reawakening of Christianity is needed to save us. You can do your share by spreading the gospel into every home in your community. Merely show your friends and neighbors inspiring, beautiful Religious Wall Motto plaques. Many buy six or more to hang in every room. An amazing value, only 35¢ ... sell on sight. Secure big, cash commissions or exciting prizes for selling few as **one set** of 24 Mottos. Big Prize catalog sent **Free!** Serve the LORD and earn prizes you want.



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REG. SIZE  
BASKET-  
BALL AND  
RING



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BASEBALL SET



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ROY ROGERS OR  
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LAMP



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SKATES

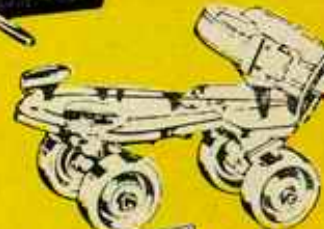
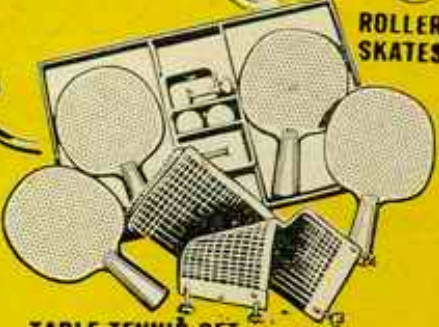


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