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TALES CALCULATED TO DRIVE YOU



No. 17
NOV.



10c

MAD

ATTENTION!

**This issue is
going to change
your whole view-
point of MAD...**

**This issue will change your whole viewpoint
mainly because the insides are upside-down. Turn
insides downside-up, the cover turns upside-down.
What fun, gang! People see you reading with
cover upside-down and think you're crazy!**

Send for my FREE Outfit and start a Quick-Cash spare time Shoe Business!

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 EEE. 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!

MASON SHOE MFG. CO.
DEPT. MA-360, CHIPPEWA FALLS, WIS.

Mason Shoes Can Be Bought Only From You!
Because we do not sell Mason Velvet-eez shoes in stores, people must buy these TV-advertised shoes with the famed Good Housekeeping Seal **ONLY FROM YOU**... and **keep** buying from you! ★ Right now, during our Golden Anniversary year, is the perfect time to get started. Just mail the coupon and I'll rush your money-making **FREE** Starting Outfit. The Professional Sample Outfit pictured above is sent to qualified men without a penny's cost! Send **today** and start earning exciting cash profits **RIGHT AWAY!**



RUSH FOR FREE OUTFIT!

MR. RED MASON
MASON SHOE MFG. CO., Dept. MA-360
Chippewa Falls, Wisconsin
Please rush my 50th Anniversary **FREE** Selling Outfit so I can start making up to **\$217 EXTRA** a month and **more RIGHT AWAY!**

NAME _____
ADDRESS _____
TOWN _____ STATE _____

\$1 Box of 21 New Christmas Cards

Now FREE!

75⁰⁰ OR MORE
Showing These Cards
in Your Spare Time!

I'll Give You This Feature
Assortment of 21 New, Lovely
Christmas Cards Free To Prove
How Easily You Can Earn

**Amazing Get-Acquainted Offer For
MEN! WOMEN! BOYS! GIRLS!**

Imagine! This big box of 21 beautiful new Christmas Cards is yours without one penny's cost to you. You won't be asked to return the cards or pay for them, now or ever. We're making this amazing offer to show you how easily you can make as much as \$75.00 and more with our exciting new Christmas Cards!

ANYONE CAN MAKE MONEY THIS EASY WAY!

Whether you're 8 or 80... a student, housewife or have a full-time job... you can make big money in your spare time! You don't need any experience. We'll supply you with a big outfit of actual samples ON APPROVAL. Just show these samples to people you know. Our big values sell on sight—and you keep up to half of each dollar as your big cash profit. You can quickly make \$75.00 selling only 150 boxes. With our big line of Christmas and All-Occasion Assortments, Name-Imprinted Christmas Cards, Stationery and other fast-sellers, you make still more money!

OFFER LIMITED... ACT NOW!

Send no money. Just mail coupon for sample outfit ON APPROVAL and Feature Assortment FREE. You must be satisfied that you can make money this easy way, or you may return the samples only. THE \$1.00 FEATURE ASSORTMENT IS YOURS TO KEEP, FREE, WHETHER YOU RETURN THE SAMPLE OUTFIT OR NOT! This offer is limited, one to a family, and may never be repeated.

STUART GREETINGS, Dept. FB-117
4436 N. CLARK ST. CHICAGO 40, ILL.

I am interested in making money with your outfit of sample assortments. Rush it ON APPROVAL. Include \$1 Feature Christmas Assortment FREE, per your offer.

Name _____
Address _____
City & Zone _____
State _____
If for fund-raising, give organization's name below _____

STUART GREETINGS, INC.
4436 N. CLARK ST., Dept. FB-117, Chicago 40, Ill.

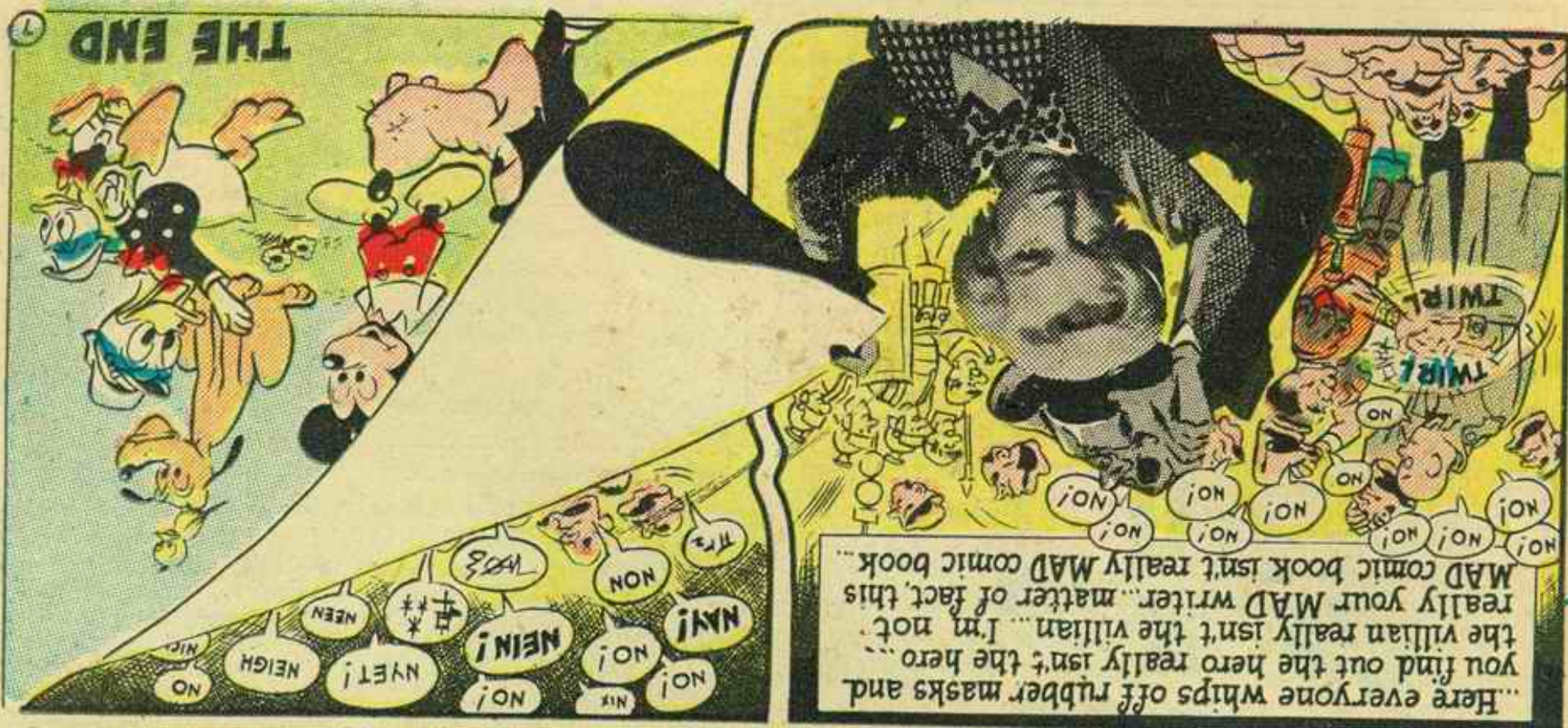
Mail Now!

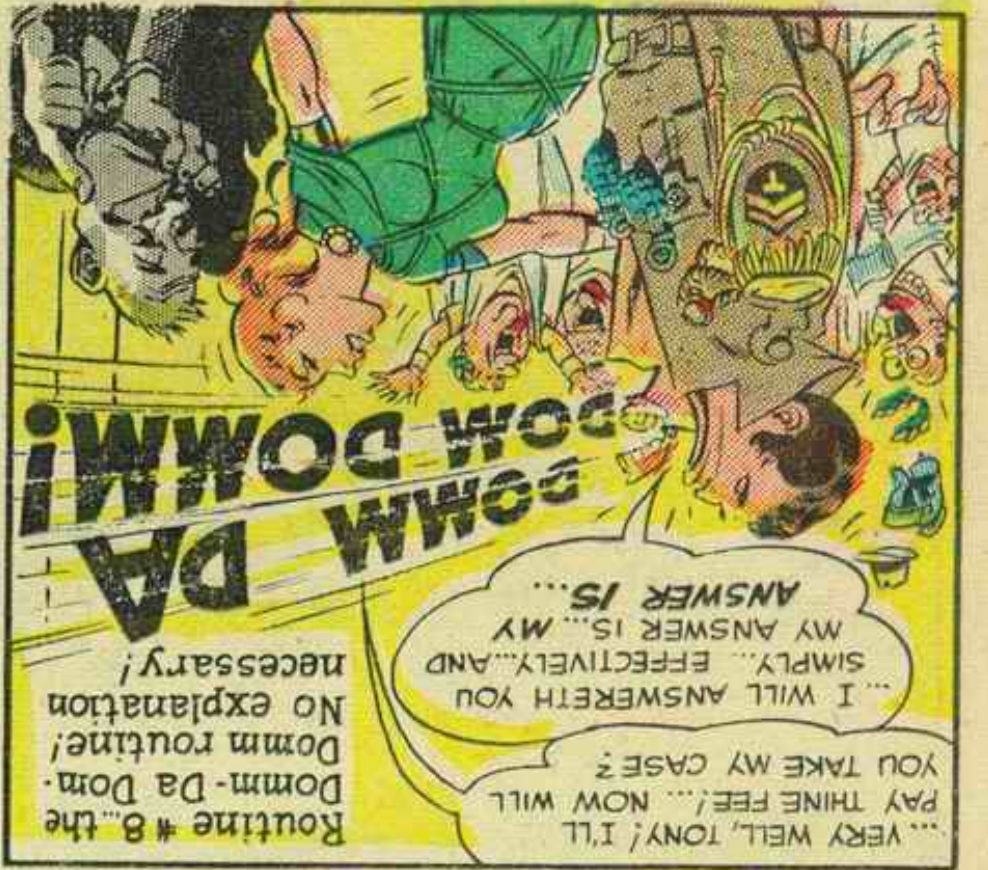
FREE BOX COUPON
Mail coupon for money-making sample outfit ON APPROVAL. Get Feature Assortment as a FREE gift for trying our plan.

SEE WHAT OTHERS DO!
"I make \$30 to \$40 a week, in my spare time. It's easy. Your cards sell them selves!"
R.B.T., New Mexico
"Customers can't resist these cards. Showing them is a nice way for any student to earn extra money!"
M.K., Wisconsin

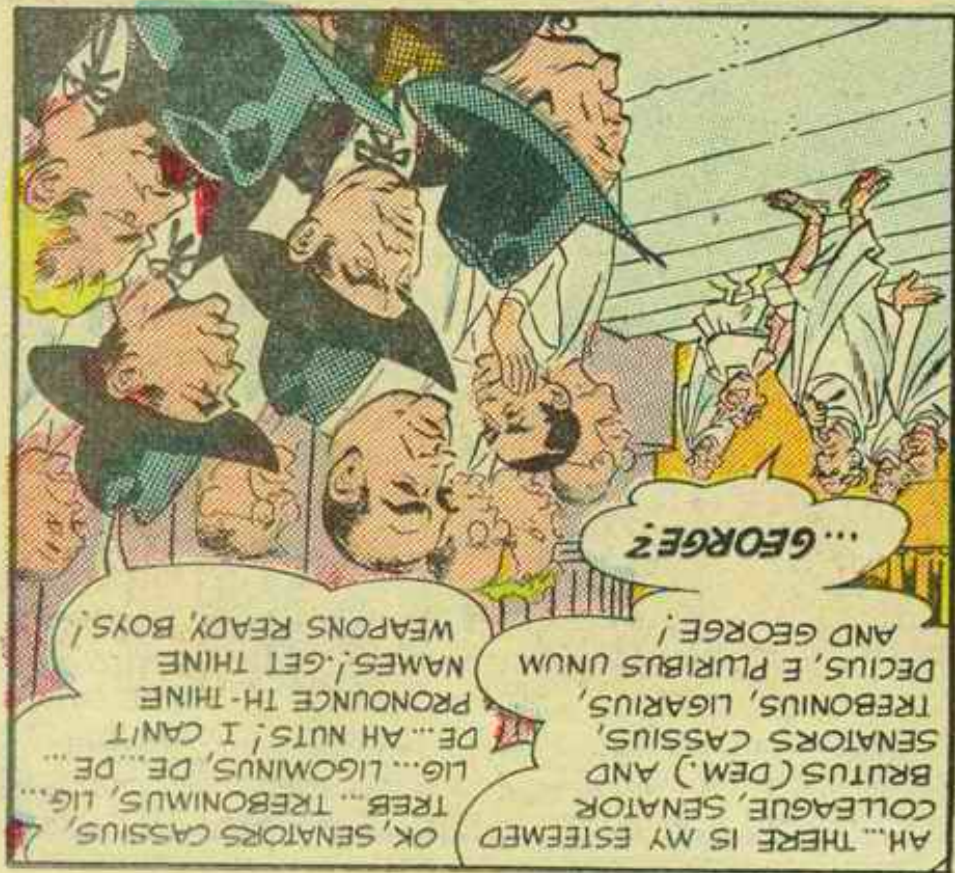
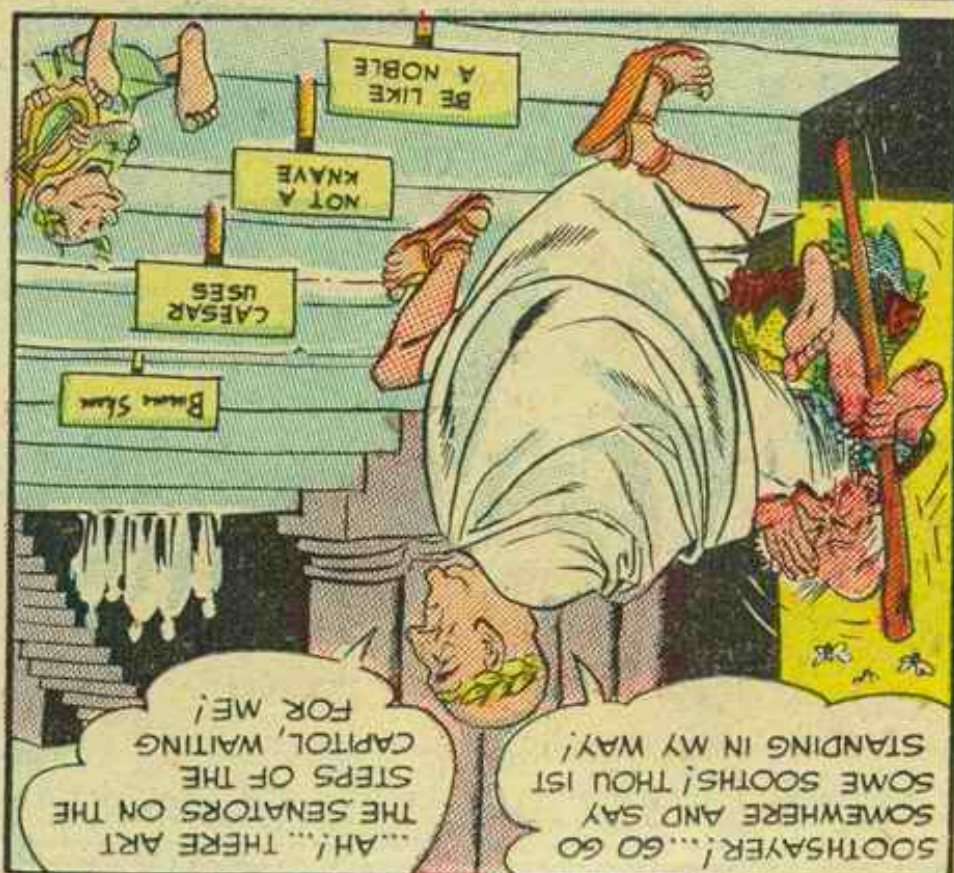
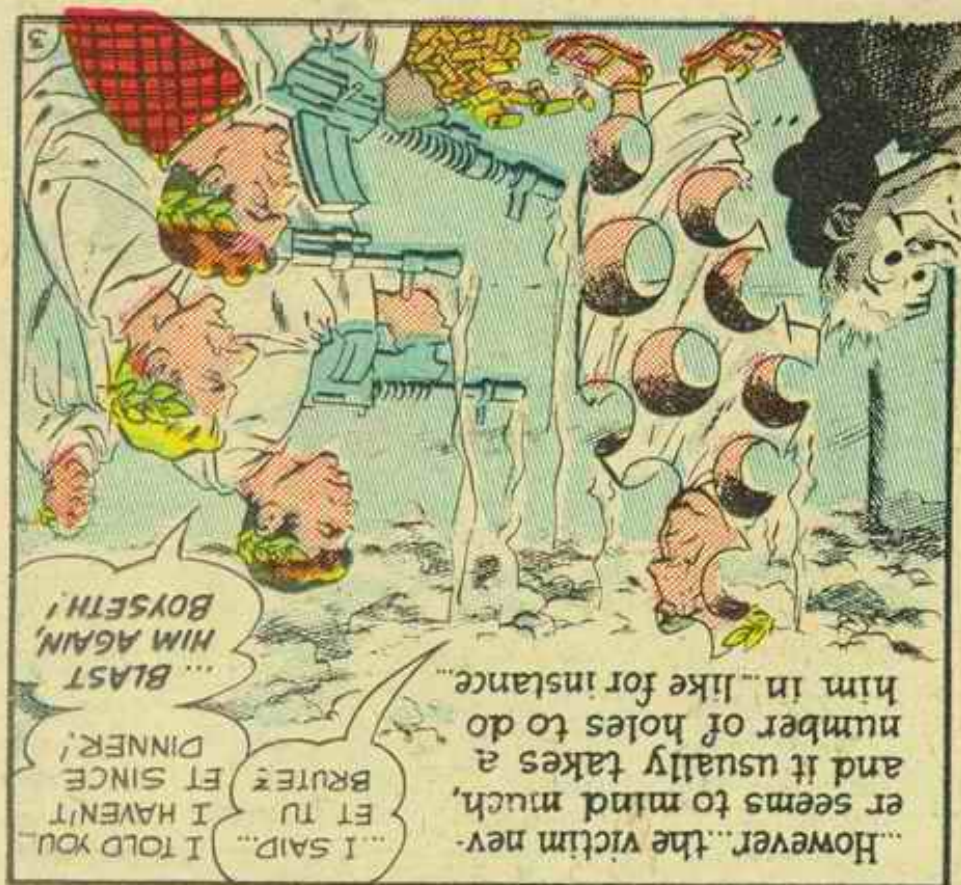


B. J. Stuart,
President
Stuart Greetings

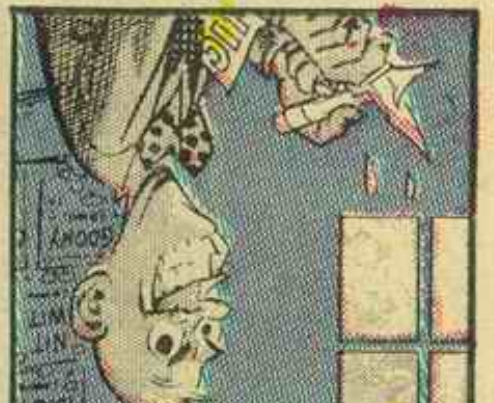








(CUT YOUR OWN THROAT DEPT: SO HERE'S THE WAY A TYPICAL-TYPE LAMPPOON GOES!...FIRST YOU CHOOSE A RADIO SHOW, OR A T.V. SHOW, OR A MOVIE, OR A BOOK...SAY...JULIUS CAESAR?...YOU THEN PROCEED TO RENAME IT 'SHMULIUS SHMAESER',...OR 'JULIUS, SIEZE HER',...OR 'HER SIEZE JULIUS',...AND LIKE THAT!...HOWEVER, WE WILL STICK WITH...



PANIC

And what the lampoon comics have not lampooned are the lampoon comics! Ha! You think I clutch this wretched idea from sheer...



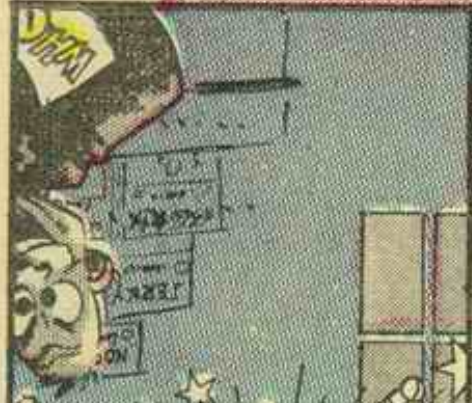
R!OT

Not so! To watch the standard gag situations and routines appearing in our different books at the same time is truly a



W:Id

With the following story we propose to take our brush and our ink... we propose to enter our own back yard and run...



WHACK

So as we adjust our neck on the chopping block, our final word is... there is nothing at which we're not willing to take a



GET LOST

Now, lampoon material is very limited, and when lampoon writers cannot get any more of this material, they will



MAD

And so, I, your MAD writer hereby announce that there is no more material left and that's why I'm going



MADHOUSE

Here I am, with no more material to finish this book! However, there's one idea left that might save me from the...



NUTS!

One idea that hasn't been attacked by the lampoon comics, although Lord knows they've done everything from soup to



BUGHOUSE

Dear readers!... We interrupt this next story for a special announcement! I, your MAD writer am going to the



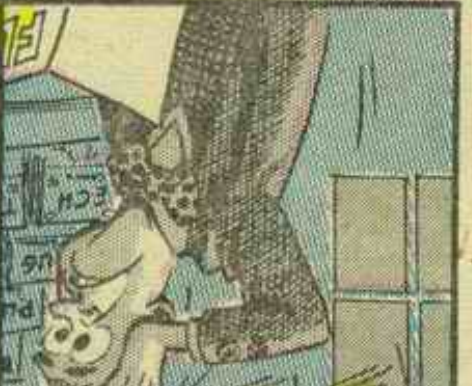
CRAZY

Today... there are so many lampoon type comic books on the newsstands, the competition is driving me



EHI

But competition is the American way and although we are inclined to shrug off our competitors with a mere...



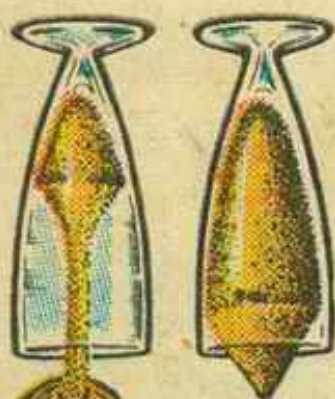
FLIP

...the fact is, twelve comics books during the calendar month grind thirty-two lampoon stories at a...

Beer as beer should feel

Let's face it, folks!...refreshing...never
filling...beer as beer should taste...
foovy! Taste shmate! We of Potgold
make no bones about it...Potgold
makes you drunk! So get Potted!
Get Potgold...extra dry beer and
extra extra dry beer!

Potigold
EXTRA DRY

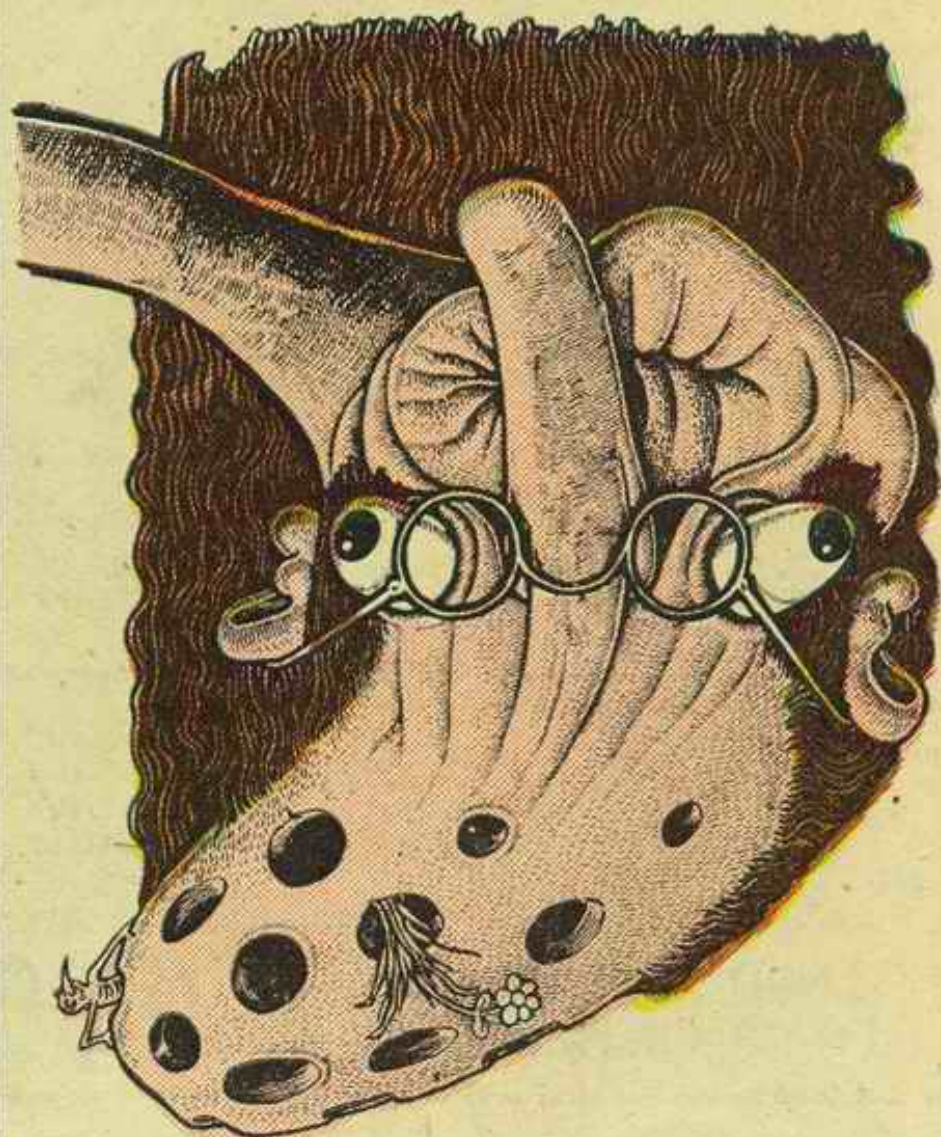


My beer is
Potgold
-yha Dry beer!"

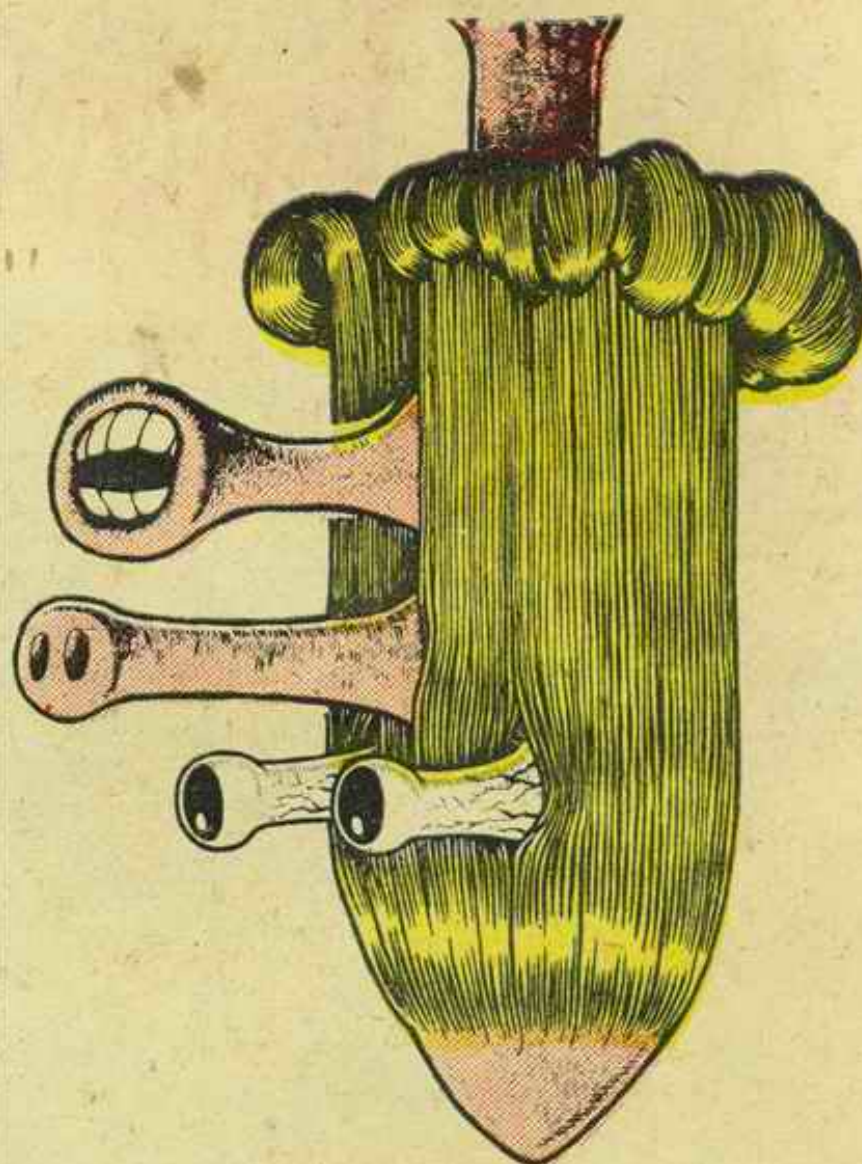
TO CASTE YOUR VOTE... MERELY CHECK **ONE** OF THE NAMES ABOVE... LIKE FOR EXAMPLE, IF YOU THINK **PHILOPANDRON** **POTGOLD**, GORGEOUS NIECE OF MR. MELVIN POTGOLD, SHOULD BE ELECTED... PLACE A CHECK IN THE SQUARE NEXT TO HER NAME... IF YOU THINK ANY OTHER GIRL SHOULD BE ELECTED, GO AHEAD... PLACE A CHECK NEXT TO THE NAME OF THAT SQUARE; THEN CUT OUT THE BALLOT ABOVE AND SEND IT IN TO US, ALONG WITH THE BUNG FROM A KEG OF **POTGOLD BEER**... YOUR VOTE WILL DETERMINE WHO WILL BE **MISS POTGOLD** **OF 1955**... AND REMEMBER... LIKE **HESTER SHVESTER**, **MISS POTGOLD** **OF 1954** SAYS...

☐ PHILIPDENDRON ☐ MISS BEDNEY FLUNT
☐ MISS FLUDNEY BENT
☐ MISS FLENTNEY BUNT
☐ MISS BLENTNEY FUNT
☐ POTGOLD
☐ MISS FLUNTNEY BLENT
☐ MISS FLINTNEY BENT
☐ MISS BONTNEY FLONT
☐ GEORGE
☐ MISS FLOOTNEY BOONT
☐ MISS WOONTNEY GOONT
☐ MISS POONTNEY SPADAFONT
☐ HEAP

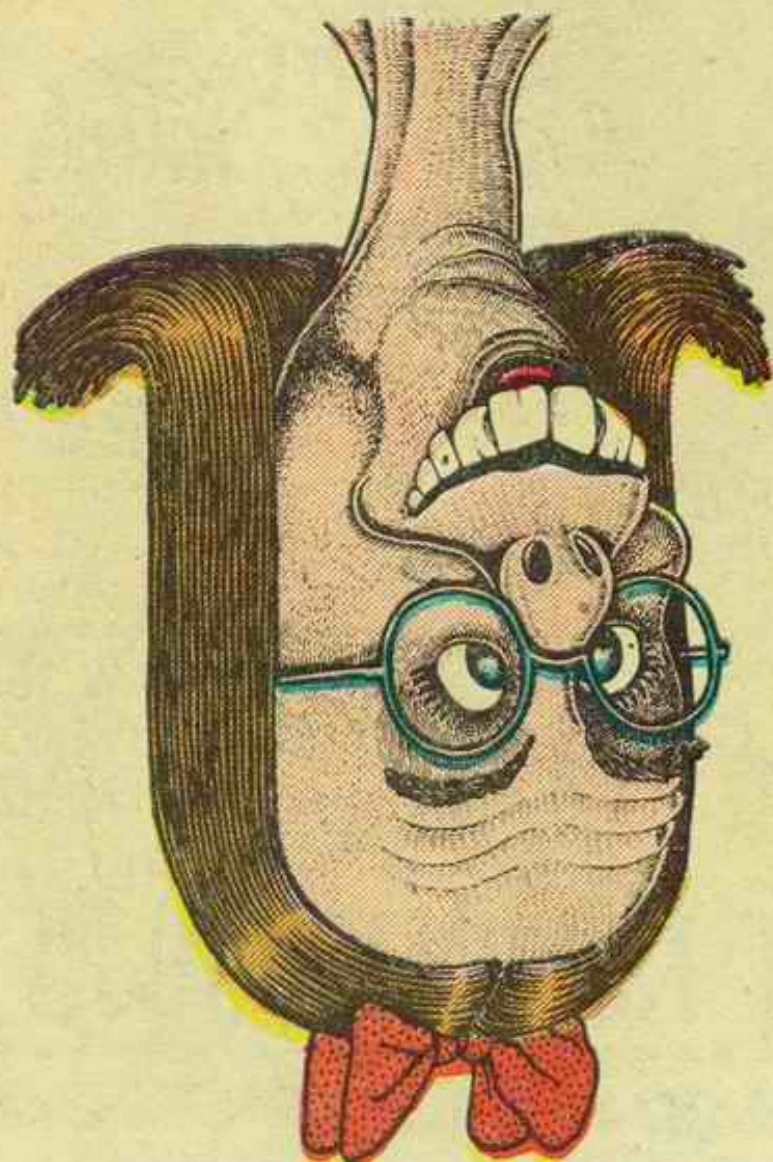
AND NOW...VOTE FOR YOUR CANDIDATE FOR MISS POTGOLD OF 1955!



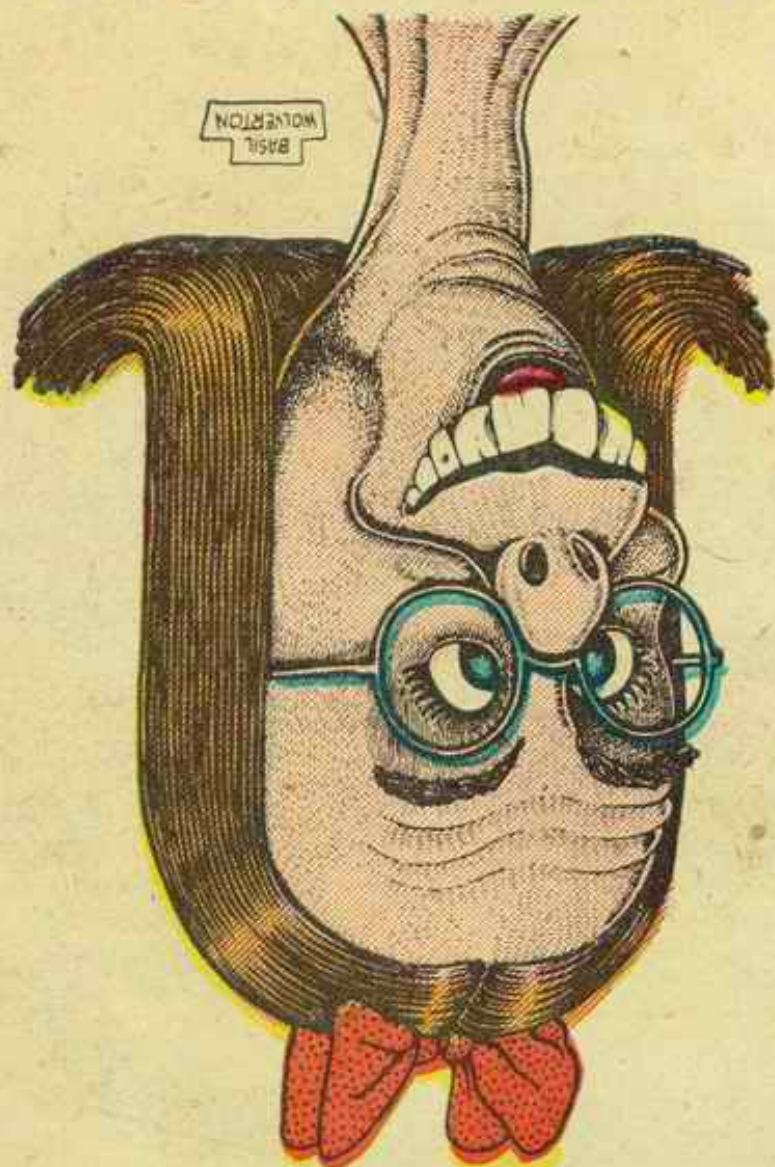
MISS POONTNEY SPADAFRONT



HEAP



MISS PHILODENDRON POTGOLD
(...WHO JUST HAPPENS TO BE GORGEOUS NIECE
OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER)



BASIL
WOLVERTON

MISS PHILODENDRON POTGOLD

(...WHO JUST HAPPENS TO BE GORGEOUS NIECE
OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER)

MISS FLOUNTNEY BOONT



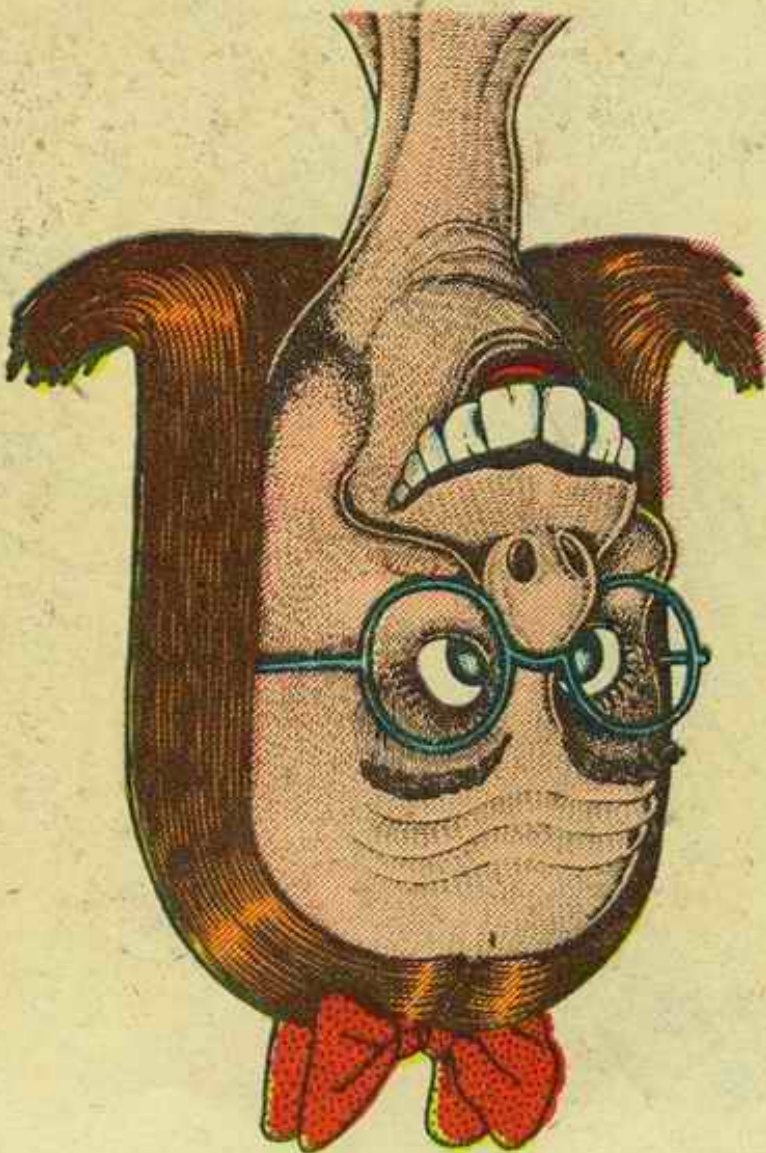
GEORGE



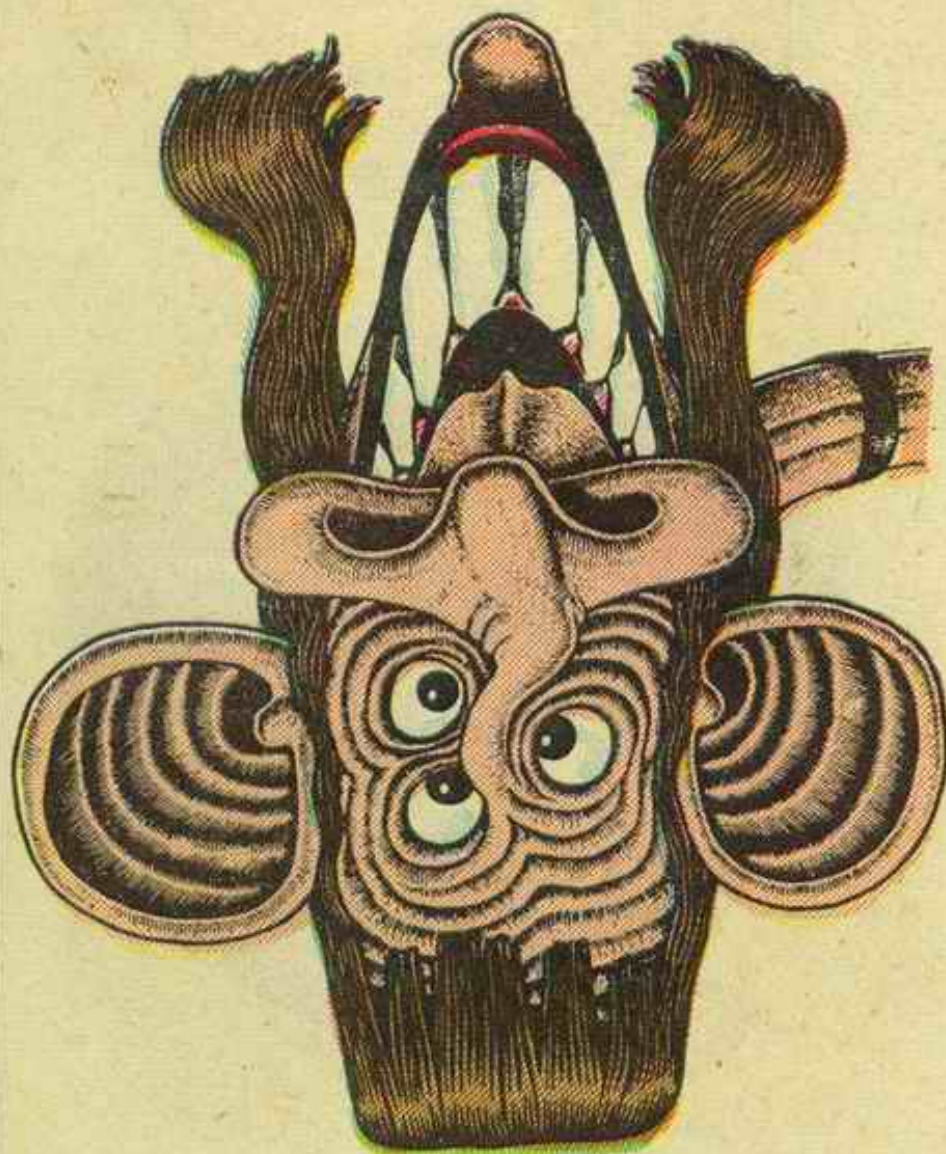
MISS WOONTNEY GOONT



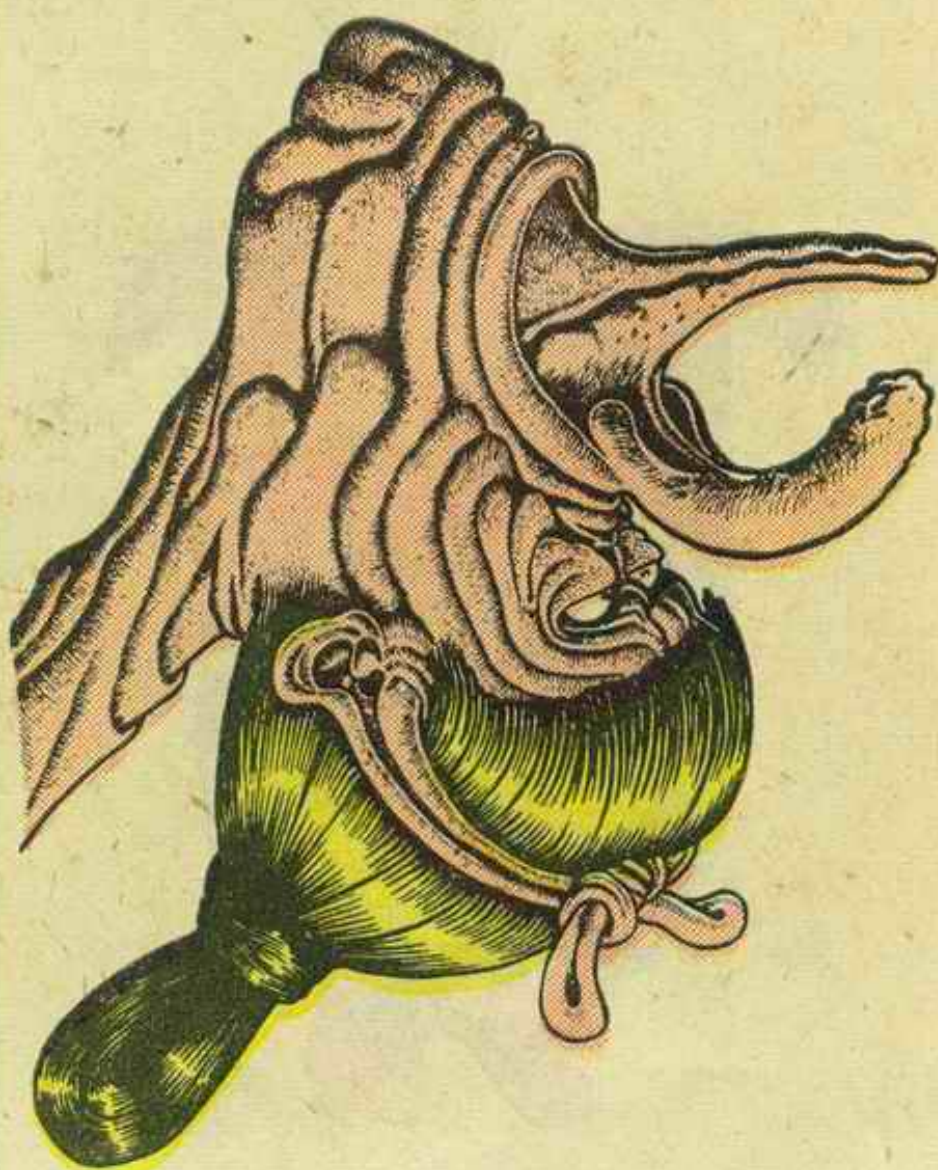
MISS PHILODENDRON POTGOLD
...WHO JUST HAPPENS TO BE GORGEOUS NIECE
(OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER.)



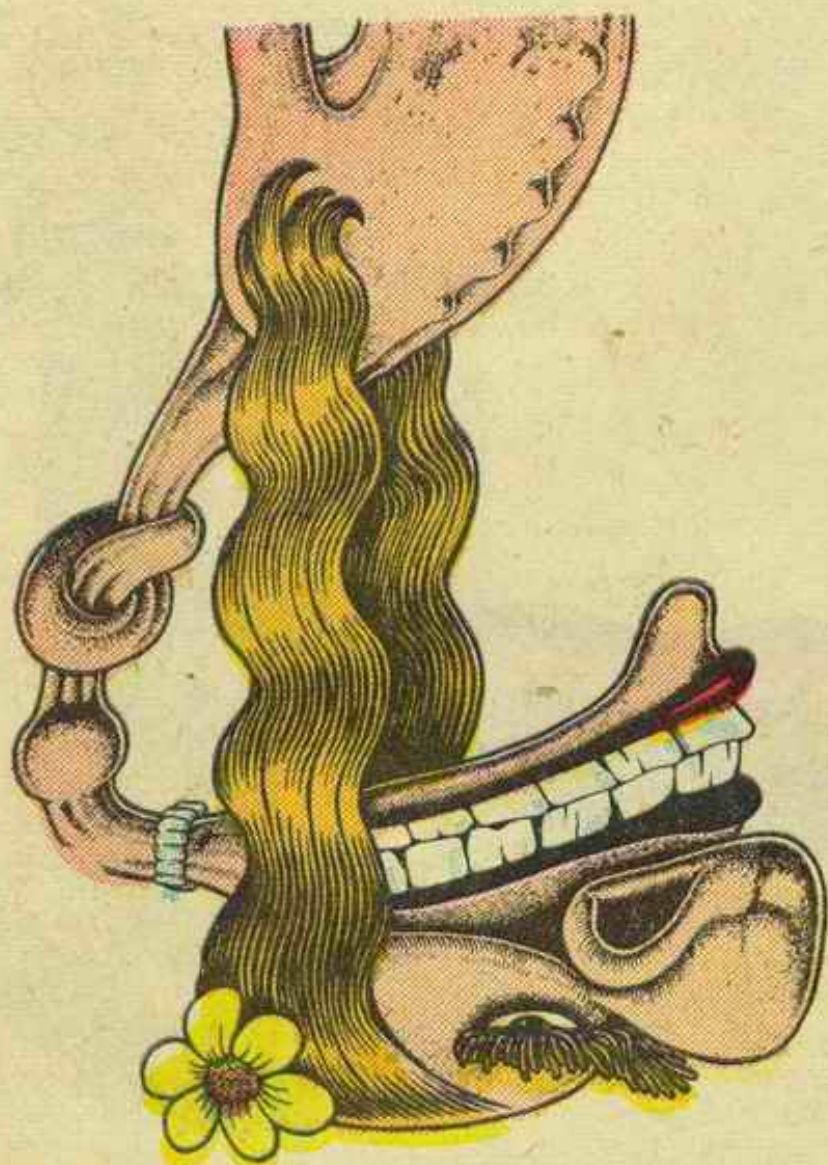
MISS FLINTNEY BONT



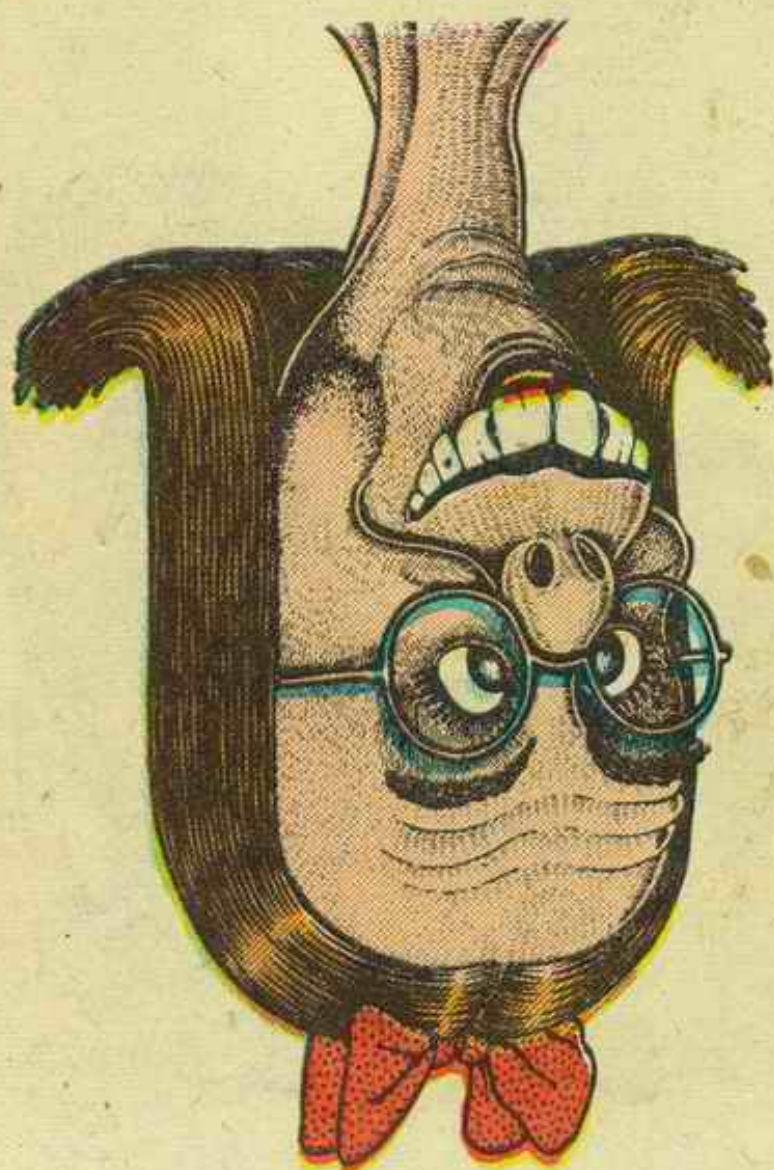
MISS FLUNTNEY BLENT



MISS BONTNEY FLONT



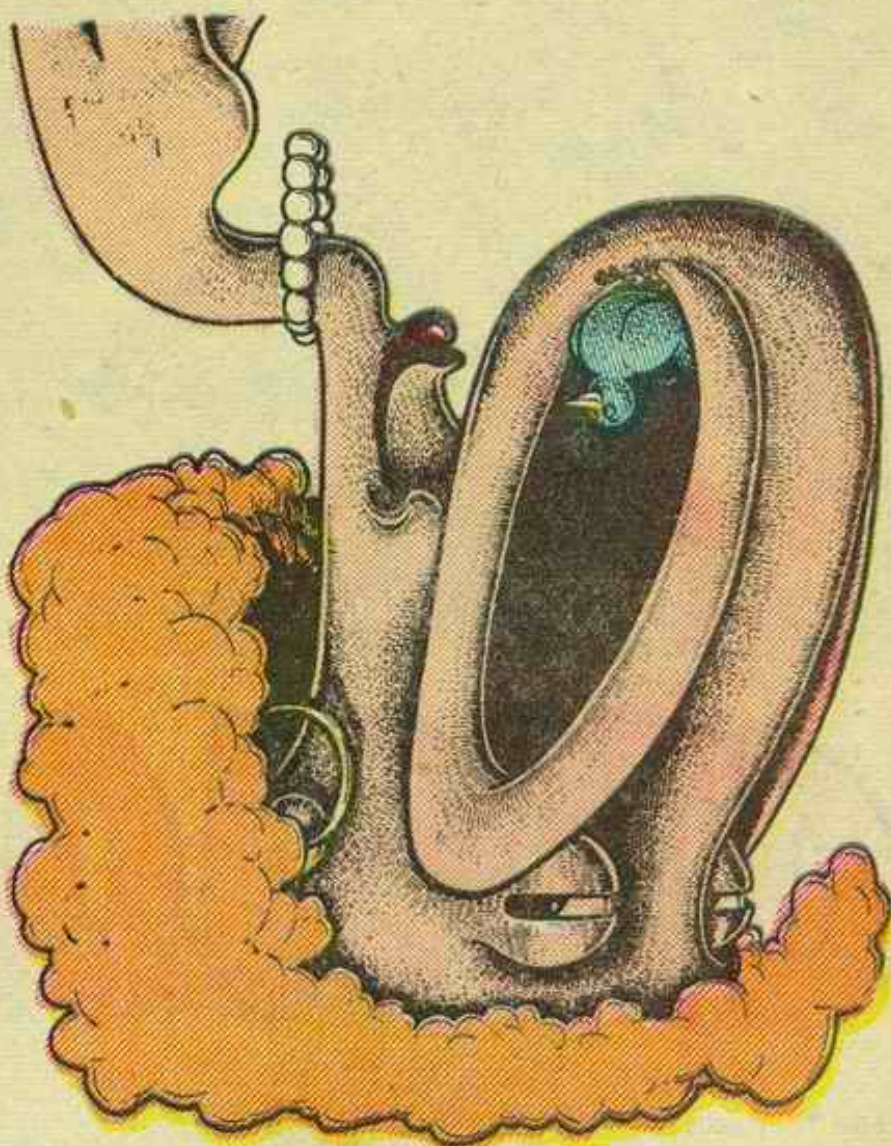
MISS PHILODENDRON POTGOLD
...WHO JUST HAPPENS TO BE GORGEOUS NIECE OF
(MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER.)



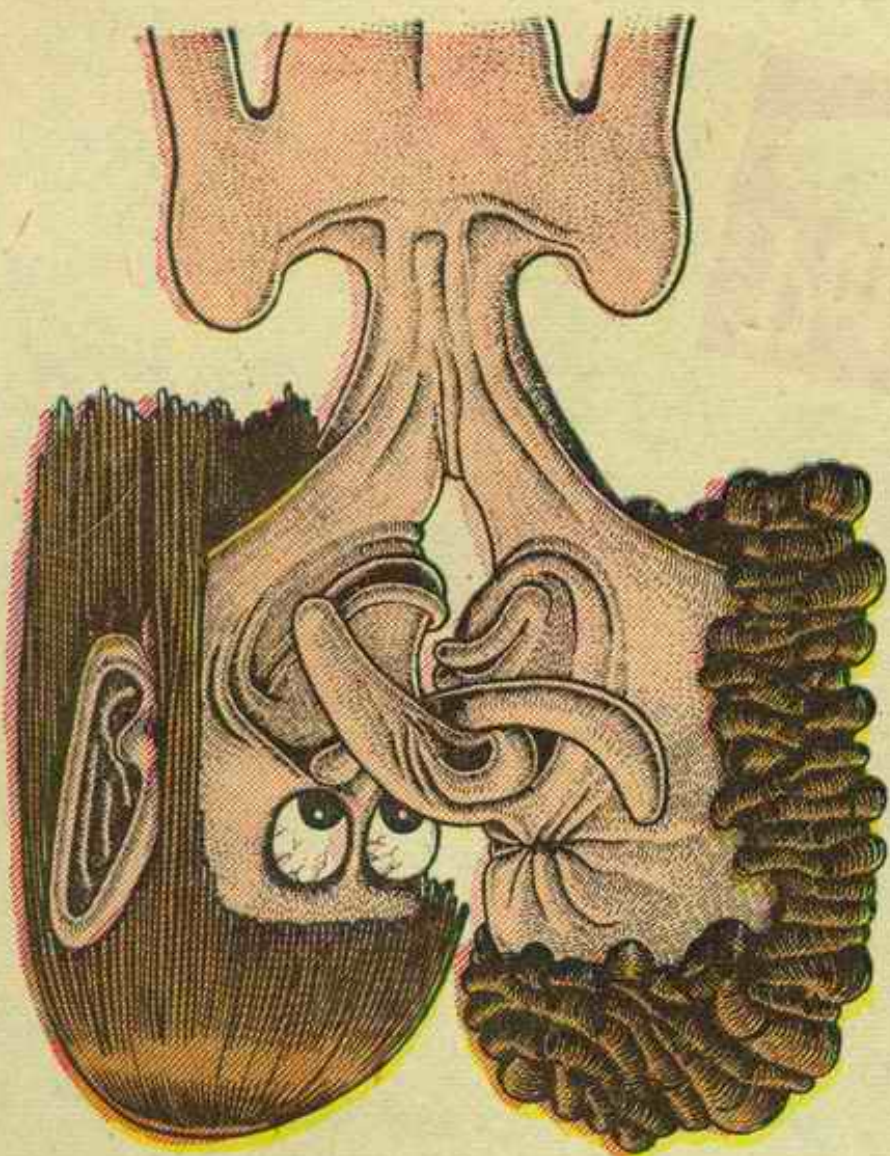
MISS FLENTNEY BUNT



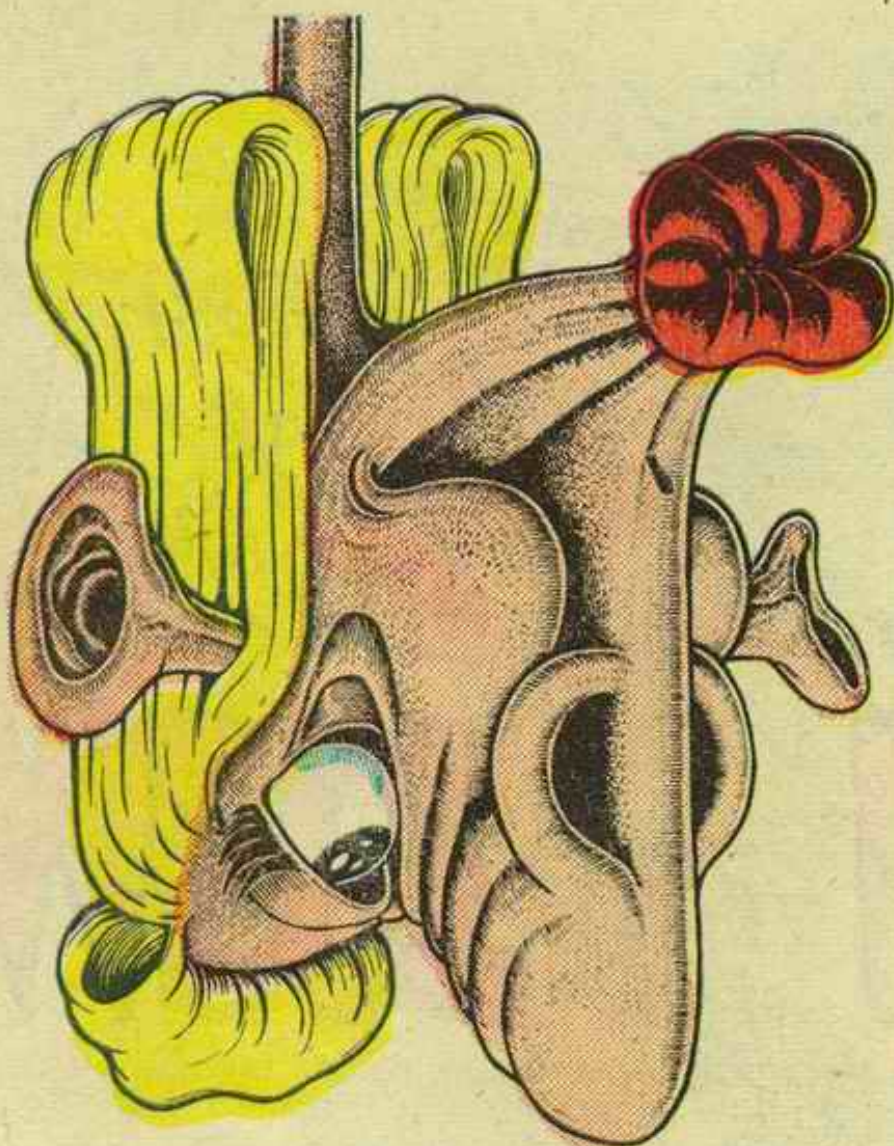
MISS BEDNEY FLUNT



MISS BLENTNEY FUNT



MISS FLUDNEY BENT



ADVERTISING DEPT.: THERE IS A FAMOUS BEER IN THE EAST THAT RUNS INTERESTING TYPE ADS IN THE NEWS-PAPERS... INTERESTING 'CAUSE THEY TELL HOW THE BEER IS DRY... IS NEVER FILLING... IS BEER AS BEER SHOULD TASTE... BUT MAINLY, IS PICTURE OF GOOD-LOOKING DOLL IN MIDDLE LOOKING SOMETHING LIKE THIS...

MEET Miss POTGOLD



says HESTER SHVESTER
MISS POTGOLD 1954

"My beer is
Potgold
-the Dry beer!"

Beer as beer should taste!

Yes... Potgold beer is refreshing - never filling! Potgold's extra dry-ness let's you taste the clean, clear beer flavor. Potgold beer is beer as beer should taste! Yes sir, we guarantee Potgold tastes just like beer!



BUT HERE COMES THE MAIN PART OF THE ADVERTISING! YOU SEE, THIS HERE GIRL IS ONLY MISS POTGOLD OF 1954... COMES 1955, THEN WHAT?... HAH!... SLY OLD MELVIN POTGOLD, OWNER OF POTGOLD BEER HAS A CONTEST RUNNING WHERE YOU, THE POTGOLD BEER DRINKER CAN CHOOSE MISS POTGOLD OF 1955! AND SO, ON THE NEXT 4 PAGES, WE PRESENT CANDIDATES FOR MISS POTGOLD OF 1955!

MAD MUMBLINGS



Dear Editors,

To you our thanks. In our school there is an E.C. fan. He is a raving, ranting, rampaging, roving, slithering, slobbering, senseless maniac. He goes down the halls turning flips, hollering Hooooohahhh, and otherwise making an idiot of his crazy self. He goes to all extremes to get attention, even if it means climbing up on a desk and diving off on his pointed little head. But then once a month, in comes MAD, and for a whole day he is quiet as a bird while he sits around and drools over MAD. We want to thank you for a wonderful comic book that gives us a day of rest. Too bad you can't make MAD a daily.—Blue Beathard—Kirbyville, Tex.

I just read MAD and I thought the auto-seat advertisement was good.—Rocky Colasanti—Detroit, Mich.

We of SPAMWF (Society for the Prevention of Abuse and Misuse of the Word "Furshluginer") strongly object to the misuse of the word "furshluginer" in your stories. You have distorted the true meaning of this word by associating it with such terrible words as "porzobie." Please don't.—Burl Moss, Pres. SPAMWF—Detroit, Mich.

I have just read your smoking test and now I am the proud owner of no head. I have a joke: Hans and his parents are taking a walk. His Ma falls over a cliff. His Pa says, "Look Hans, no Ma!"—(no name given)

Last week my best friend informed me that in his work he finds gobs and gobs of issues of MAD. The next day I got a job with him, and now I am living happily ever after with a warehouse full of MAD magazines.—Stan the Garbage Man—(no address)

We have been reading and enjoying MAD for quite some time now and we haven't found much wrong with it, but even so, we have one gripe. We really think that scape-goating and fun-poking at any Race, Religion, Color or Creed is unnecessary. MAD hasn't much of this, but we all agree that Chop Chop of The Black and Blue Hawks in MAD No. 5 was portrayed as a very bad picture of the Chinese people and was shown as inferior to the other characters in the strip. We aren't saying that things like happen very often in MAD, but we're sorry that a good mag such as MAD has to let it happen at all.—Robert Glaberson—Brooklyn, N.Y.

I used to think your comic-books were O.K., but now I think it's time you guys started to grow up. It was all right just throwing junk in your books and trying to sell them to kids who are low in mentality as you are, but since the new edition came out with the picture of the Madonna on it with one of your screwed-up comic books in her hand, it is going a bit too far. Have guys gotten so hard-up and ignorant for those comic-books that you have to print a picture of her on

your front cover? Don't get me wrong. It's not the picture that I'm mad about but what the picture stands for. But I guess you guys have not the brains to figure that out.—Frank Smith—(no address)

MAD'S No. 14 cover is the famous Mona Lisa by Leonardo Da Vinci and has no connection with any religious figure whatever.—ed.

If Mrs. Harriette K. Vandenburg of New Haven, Conn. (Mad Mumbblings, MAD No. 14) is right, she must have been on a steady diet of MAD for over 40 years. If you want my opinion, which I am sure you don't, I think that MAD is the height of intellectualism.—Gilbert O'Connell—Blairstown, N.J.

In reading issue No. 14, I read, as I always do, the Mad Mumbblings section. I have not had the good fortune of being a MAD fan for very long, (about six months), but I bristled when I read Mrs. Vandenburg's letter. I have, from the onset, been a firm believer that all of the humor in MAD can be appreciated by the very young reader, but I also believe that there isn't, and there never has been anything in MAD that could be in any way considered a detriment. I myself am a comic-book hater, but MAD is more than a comic-book. MAD is a publication that makes its readers stay on their toes to get all the humor. But back to Mrs. Vandenburg. Madam, you must think your son is a weak-willed moron, or a blithering idiot if you think he and others like him will be led to a life of crime by this magazine. I believe you will find that the age-group that reads MAD is considerably older than that for any comic-book. In closing, I would like to say that this is one adult reader who is not an idiot.—Phillip Loch—Taylorville, Ill.

o 15000 RYAYO NQIQLYLA ROLN 5010 00YAY • (011 1514)-000LN IPIV • —(Kieth Nutt)—Midland, Tex.

THAYIWH #P#THAY • LND SLW0D Y0VL0D# 01 5010 00YAY • # IY#NI00L # R0 YIL #000L LND RYAY0 LND15 I# I P10L • 501500 IYAY0 • —(Ginger Adler)—Los Angeles, Cal.

105R 0114 RN0 101 00NI0Y I150Y #101L 011 Y0M1 R0LN LND 011 #I0LYA • #P#01 0L #000H L5 00 LNL #N0 R0YAL I1L N100 01015 #100170 L5 #0L #R0YAL R0LN I1 P1011 #100151 # 01L Y0M1 #10 00R011—(Sam Browman)—Albert Lea, Minn.

Come on, let's see more of Wolverton's work!—J.D. Carlson—New York, N.Y.

I WANT BASIL!—Richard Scott—Bellerose, L.I.

Remember! You can buy a 10c issue of MAD for 12 1/2c if you subscribe! \$1.00 for eight issues mailed in strong manila envelopes! Send subscriptions and mail to:

MAD Editors
Room 706, Dept. 17
225 Lafayette St.
New York 12, N.Y.

E.I. WENT TO SEA IN SEARCH OF ANOTHER NEW TREND...



AND WE CAME UP WITH...

SAGAS OF THE SEA, SHIPS, PLUNDER AND...

PIRACY



NOW YOU SEARCH
FOR IT!

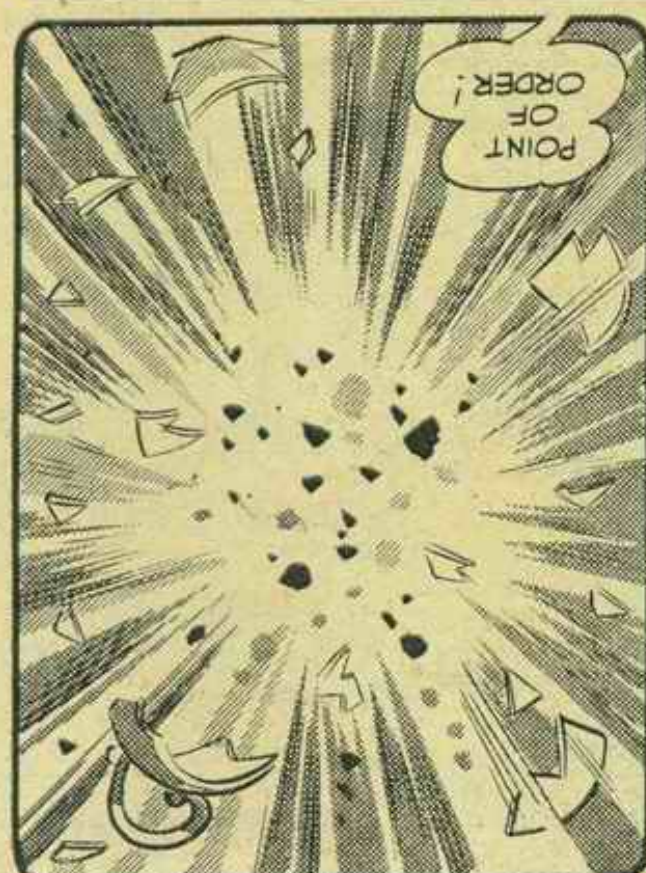
BUT IF YOU CAN'T FIND **PIRACY**
AT YOUR LOCAL NEWSSTAND, YOU
CAN **SUBSCRIBE!** JUST FILL OUT
THE COUPON AND MAIL, TOGETHER
WITH **ONE HUNDRED PIECES OF**
CENT (THAT'S ONE BUCK, LAND-
LUBBERS!), TO:

THE SEASICK EDITORS OF
PIRACY
ROOM 706
225 LAFAYETTE STREET
N.Y.C. 12, N.Y.

O.K.A.Y., BILGE RATS! YOU SHANGHAIED ME!
I ENCLOSE \$1.00 FOR THE NEXT EIGHT ISSUES
OF **PIRACY!**

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZONE _____
HO _____









WHAT'S MY SHINE!

HERE'S THE WAY IT SHOULD HAVE STARTED! FIRST OF ALL... WHO WANTS TO LISTEN TO A PROGRAM CALLED "THE SENATE SUBCOMMITTEE HEARINGS ON THE ARMY INVESTIGATIONS"?... THE WHOLE THING NEEDED A SNAPPY TITLE... LIKE FOR INSTANCE, "TRUTH OR CONSEQUENCES"... "BREAK THE RANK"... OR...



... AH AM ASKING YEW TO JOIN ME IN ANOTHER SESSION OF "WHAT'S MAH SHINE"... THE FRIENDLY QUIZ GAME!

WELCOME, ESTEEMED LADIES AND GENTLEMEN! ... MAH NAME IS JAY RENKINS, YOAH MODERATOR!



AT EACH SESSION OF "WHAT'S MAH SHINE" WE INVITE... OR SUBPOENA... A GUEST TO APPEAR BEFORE QUAH PANEL OF EXPERTS!

... AHRIGHT!... QUAH PANEL OF EXPERTS WILL THEN QUESTION QUAH GUEST TO FIND OUT WHAT HE DOES AND WHETHER HE USES UNDUE INFLUENCE DOING IT!

... AHRIGHT!... FOR EVERY "NO" ANSWER RECEIVED... I WILL FLIP A CARD WHICH WILL REPRESENT A HUNDRED TAXPAYERS' DOLLARS!

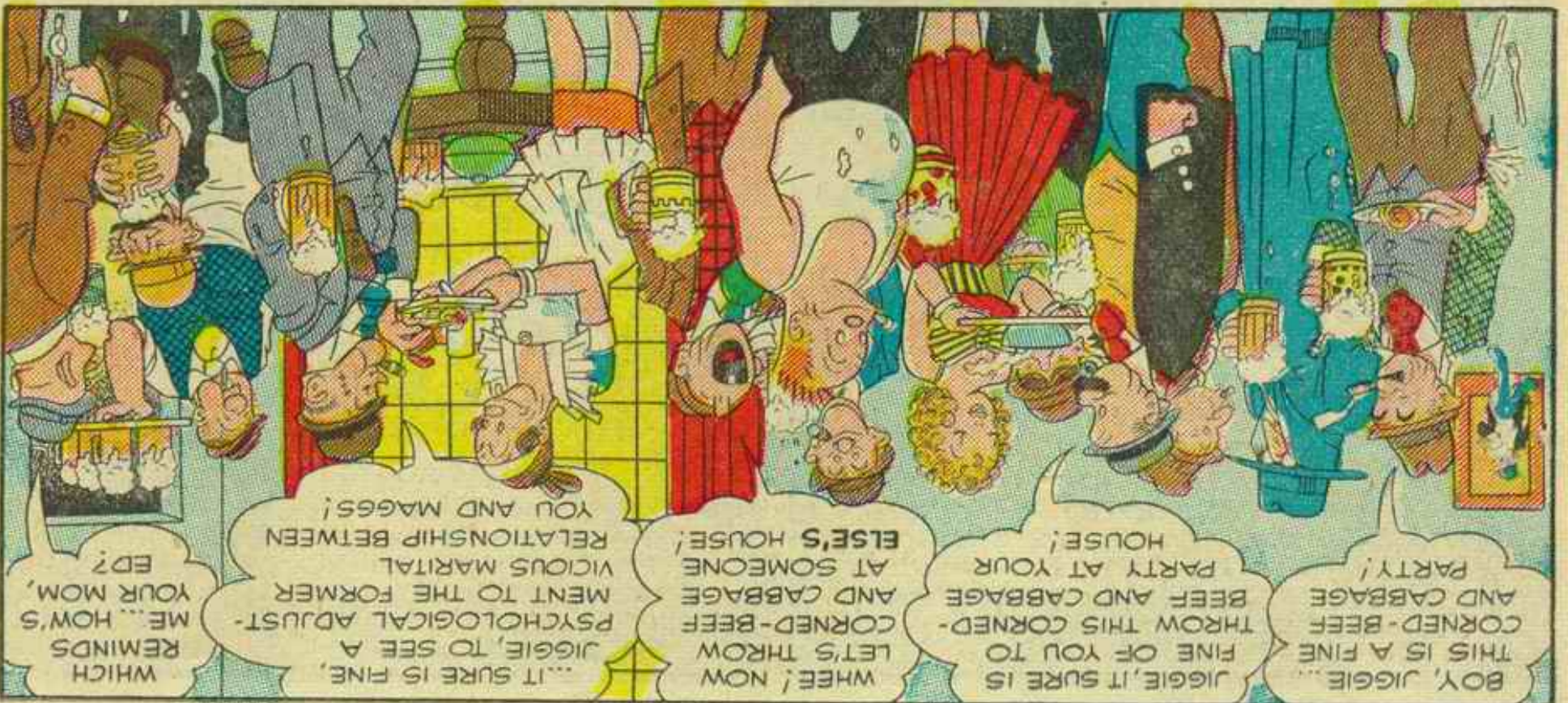
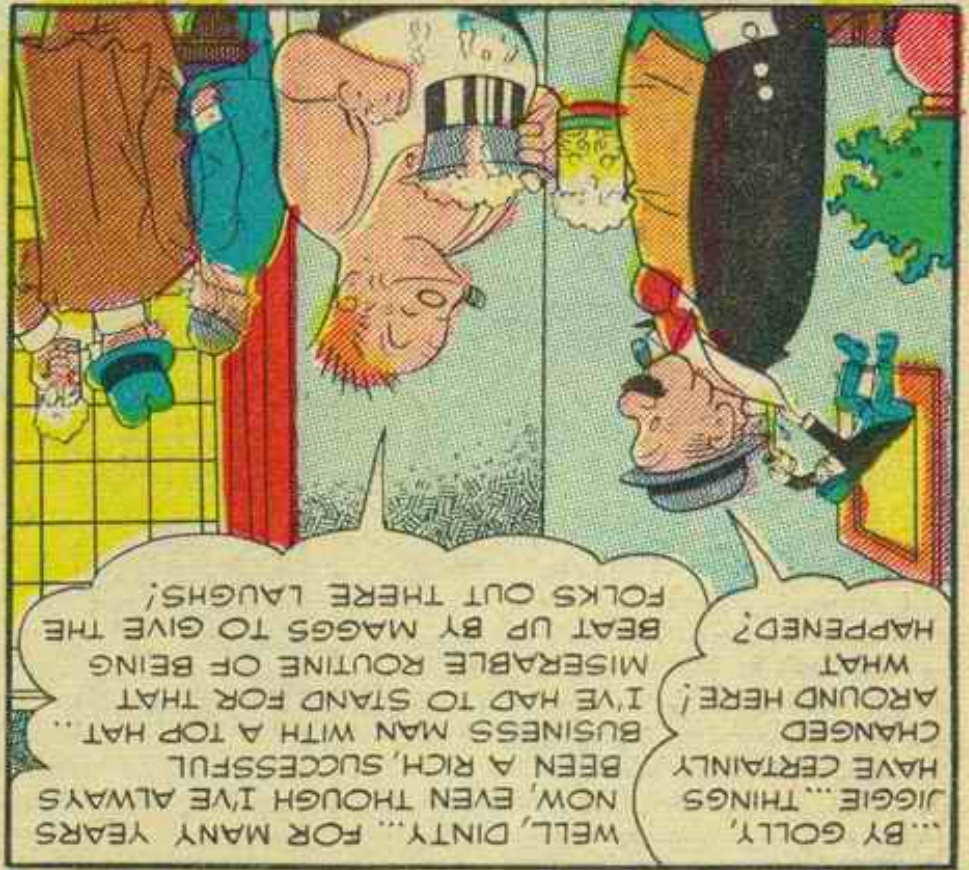
... AHRIGHT! NOW QUAH PANEL OF EXPERTS ARE...

MR. CHAIR-MAN!

NOW, YOU KIDDIES AND GROWN-UPS WHO JUST EVEN GLANCED AT IT WERE NO DOUBT STRUCK BY THE MONOTONY OF THIS SHOW... THE LACK OF PLOT... THE REPETITIOUS DIALOGUE... THE DULL, UN-INTERESTING SCENERY WITH THE SAME CAMERA ANGLES AGAIN AND AGAIN... WE OF **MAD** RESPECTFULLY SUGGEST THAT THE APPROACH TO THIS SHOW WAS ALL WRONG... AND WITH AN EYE TOWARDS CONSTRUCTIVE CRITICISM, WE OFFER ON THE FOLLOWING PAGES, OUR SUGGESTIONS AS TO HOW IT SHOULD HAVE BEEN DONE.



TELEVISION DEPT: HERE WE HAVE A SCENE FROM A TELEVISION SHOW THAT BEGAN IN APRIL AND THAT BY NOW EVERY MAN, WOMAN AND CHILD IN THE U.S.A. SHOULD BE FAMILIAR WITH. AL-THOUGH THIS SHOW WAS ORIGINALLY PROGRAMMED FOR TWO WEEKS... AT THIS WRITING, IT SEEMS TO HAVE BECOME A REGULAR SUSTAINING BROADCAST THAT MAY GO ON FOREVER!





THERE! HOW DO YOU LIKE THE
FEEL OF THE SPINNING DISH
CRACKED AGAINST THE SKULL
THAT EVERY ONE THINKS IS
SO FUNNY!



...AND HOW DO YOU LIKE THE
REAL EFFECT OF THE CLUBBED
FIST ON THE NOSE WHICH IS
TREATED SO COMICALLY IN
THE PAPERS!



...AND HOW DO YOU LIKE THE
SHARP EXCITATING PAIN OF
THE SWUNG SHOE AGAINST THE
BASE OF THE SPINE THAT
ALWAYS GETS SUCH A LAUGH
IN THE FUNNIES!



OH MOTHER!...I SAW FATHER IN
HIS ROOM, BUSILY TELEPHONING
AND GETTING DRESSED TO GO
OUT... TO DINTY MOORE'S
PROBABLY TO EAT CORNED-BEEF
AND CABBAGE WITH HIS
UNCOUTH FRIENDS!



HE IS, IS HE?
...WELL... I'M
GOING TO GIVE
THAT WORM A
LESSON ONCE
AND FOR ALL...



...AND GET
BACK IN AND
STAY THERE!
YOU WORM!

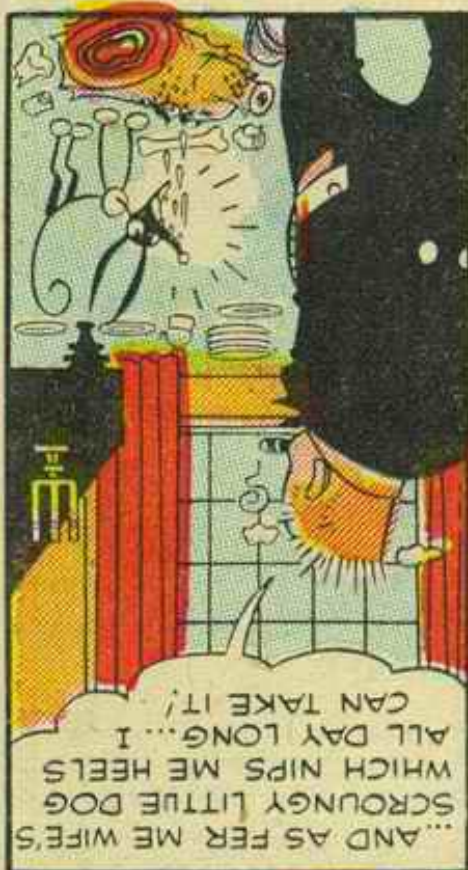
...LOOK!...I MEAN SERIOUSLY
SPEAKING!...I MEAN THIS JUST
ISN'T FUNNY!...I MEAN LET'S
CUT THE BALONEY!...THERE'S
JUST SO MUCH PUNISHMENT
THE HUMAN COMIC-STRIP
BODY CAN TAKE!

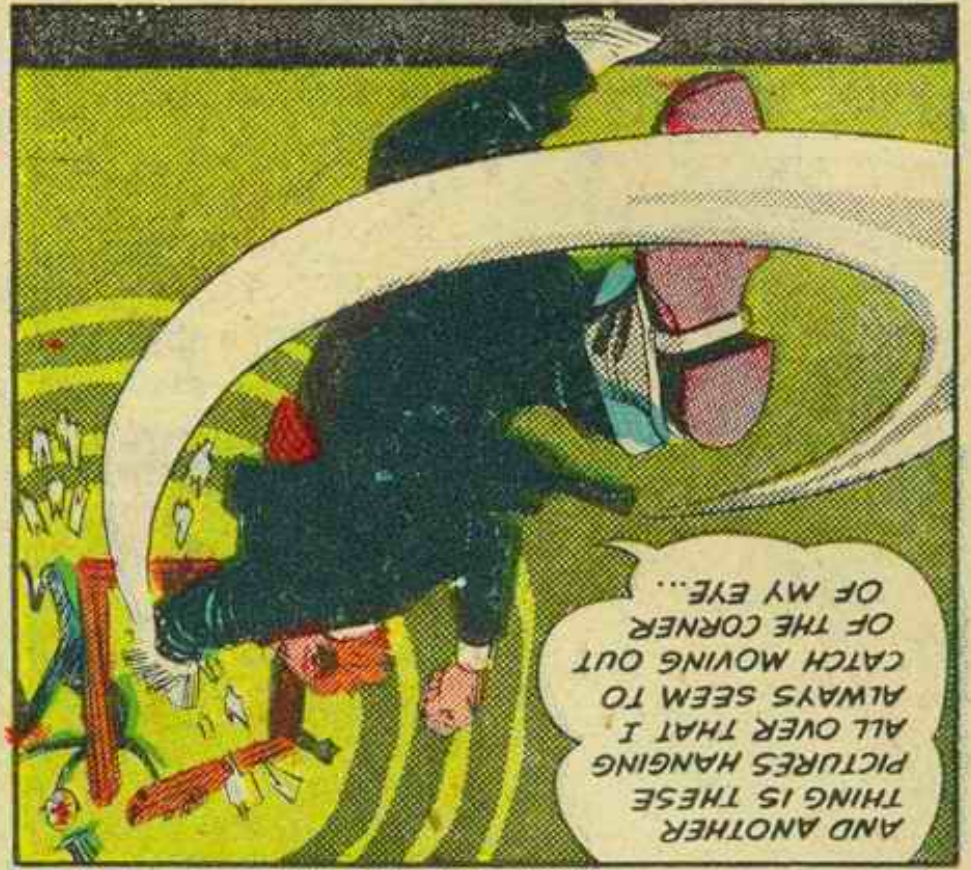


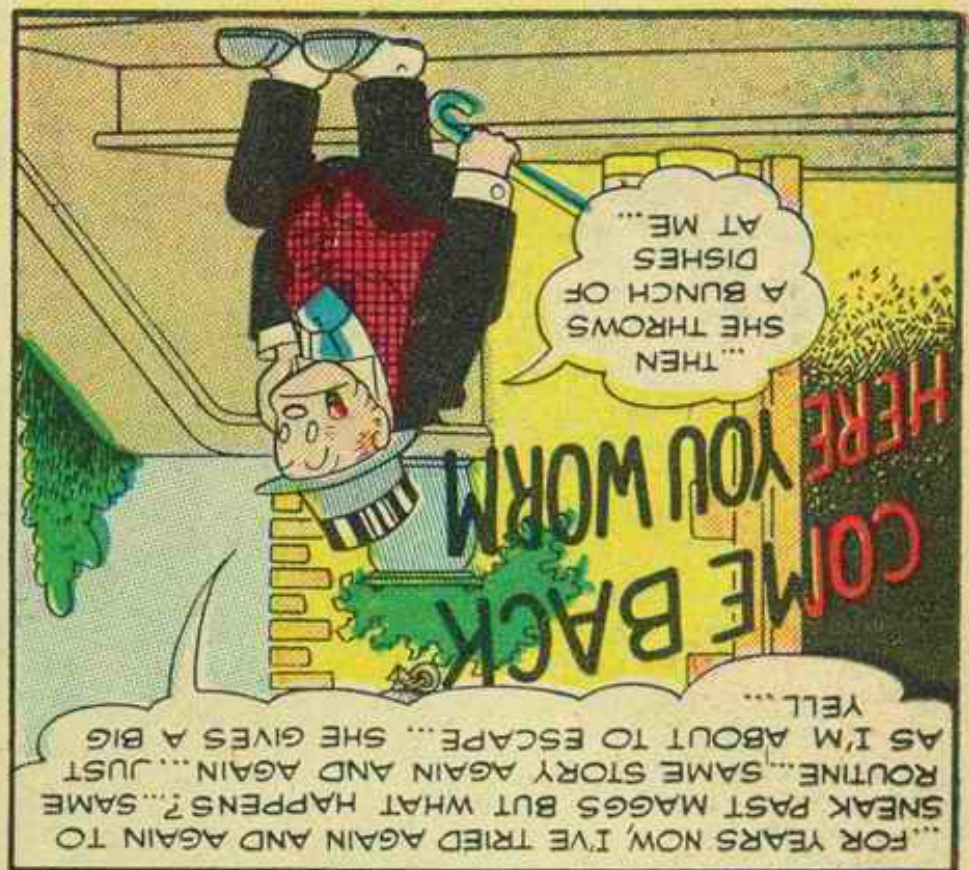
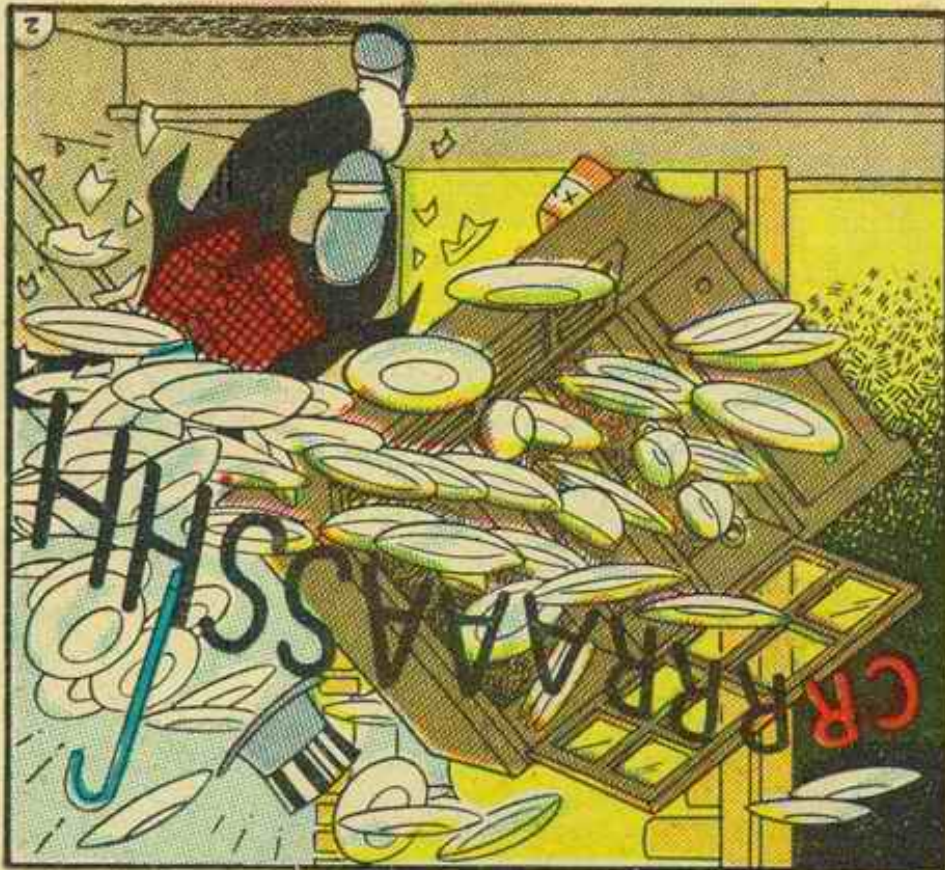
WELL...I'VE STOOD ABOUT ENOUGH! I'M
NOT GOING TO STAND ANY MORE!... YES
AFTER LOSING SO MUCH BLOOD, I BETTER
NOT STAND ANY MORE!... I BETTER SIT!
...BUT ALL KIDDING ASIDE... I'VE HAD
ENOUGH PUSHING AROUND! NOW I'M
GOING TO GET TOUGH!









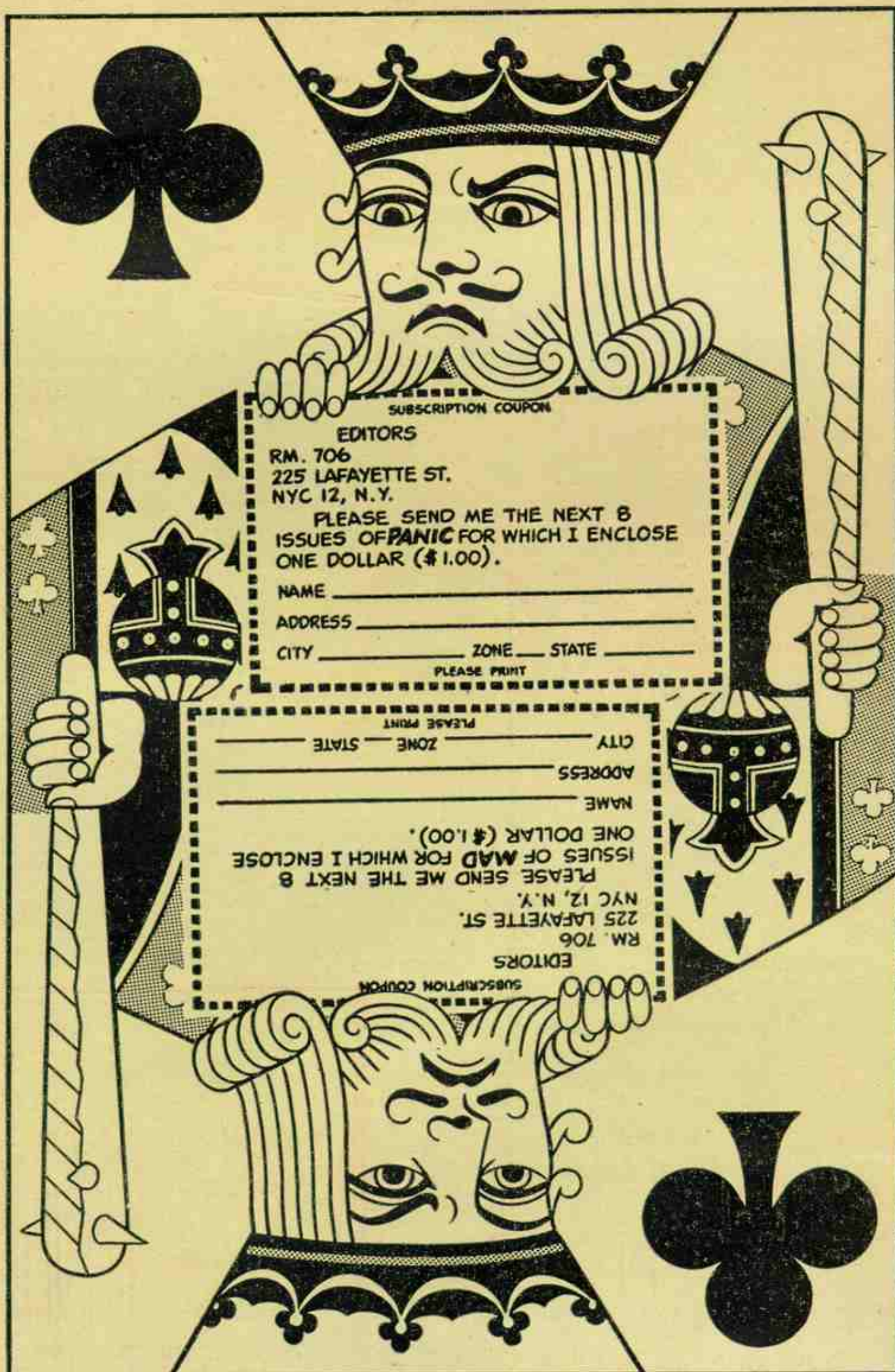


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