

MAD

Our Price
25^c
CHEAP

No. 46

April '59



THIS IS THE
END
OF
MAD

KELLY
FREAS

Mainly, this is the back cover! For the beginning of MAD, turn the magazine upside down and start at the front, stupid!

APRIL FOOL!

I want to feel really MAD. Rush my MAD Straight Jacket(s). I enclose \$4.95 for each jacket, and I have indicated my size(s) — S, M, or L. Hey, y'know I'm beginning to feel MAD already, falling for this ad!

MAD STRAIGHT JACKETS
225 Lafayette Street
New York City 12, N.Y.

NAME _____ ADDRESS _____ CITY _____
ZONE _____ STATE _____
NO. OF JACKETS _____ SIZE(S) _____
AMOUNT ENCLOSED AT \$4.95 each

(S) small (M) medium (L) large

— use coupon or duplicate —

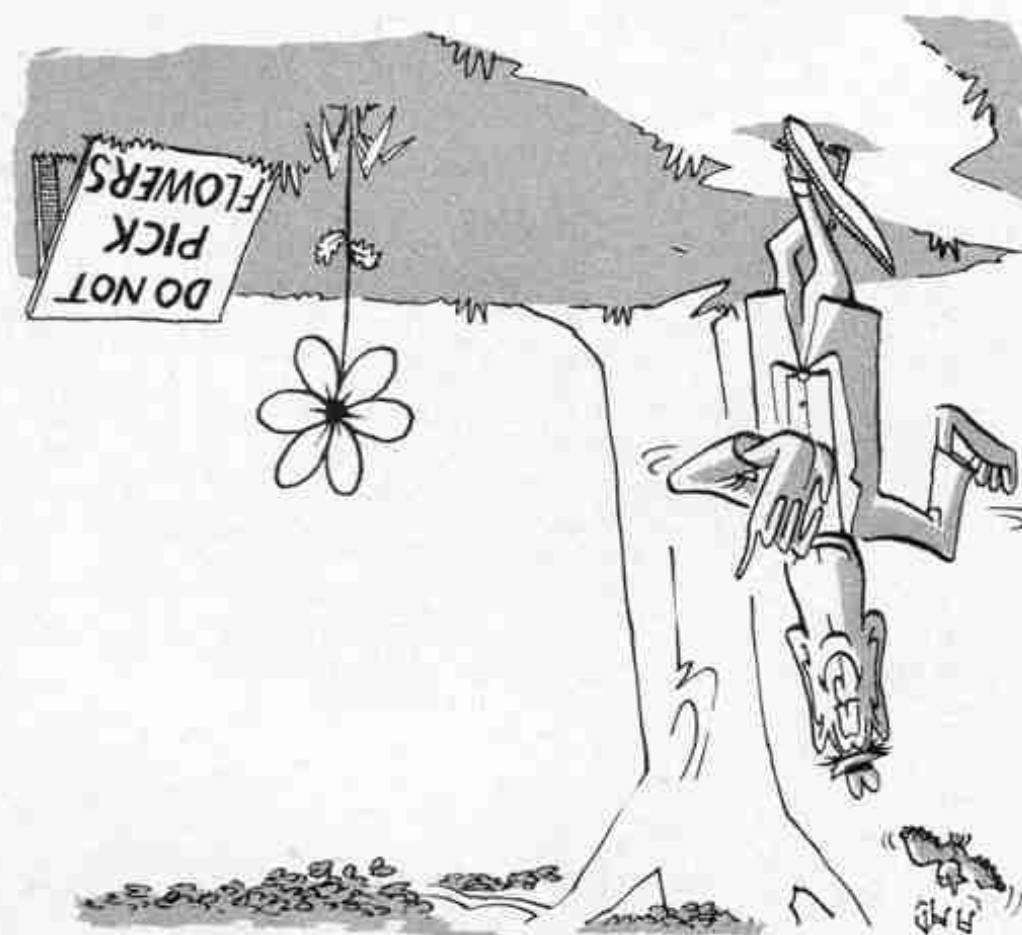
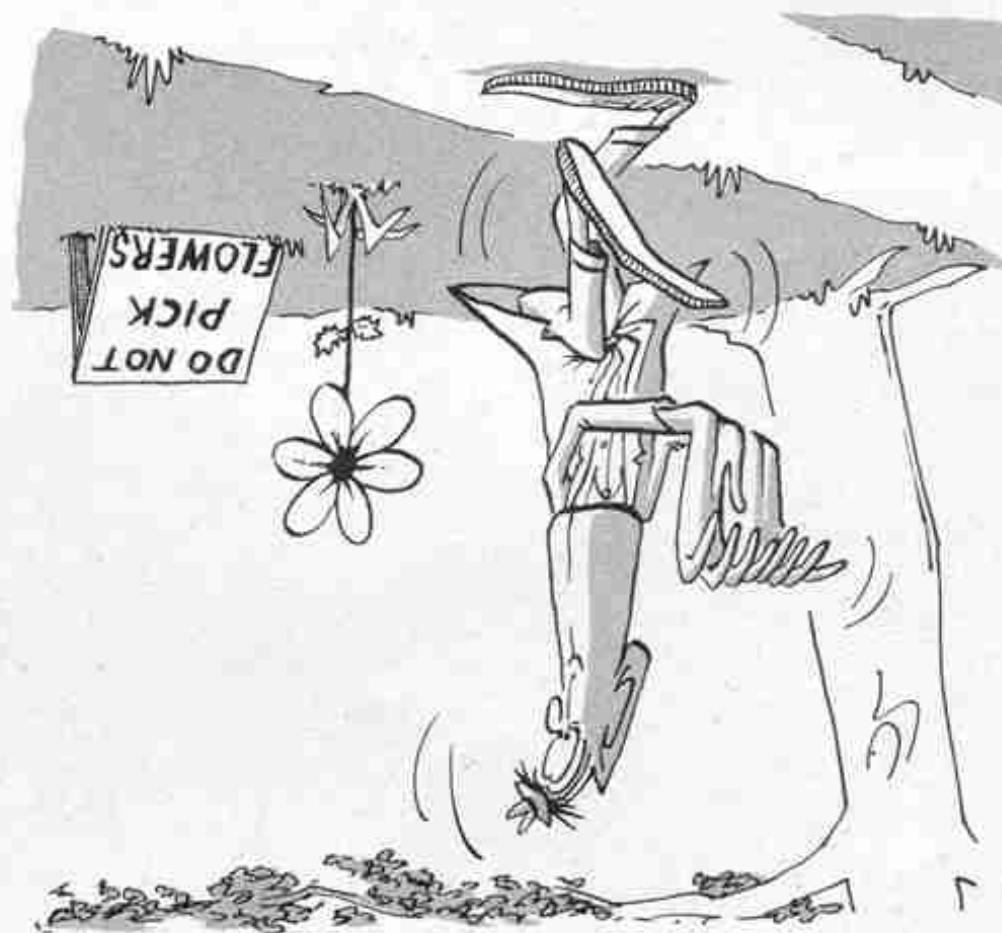
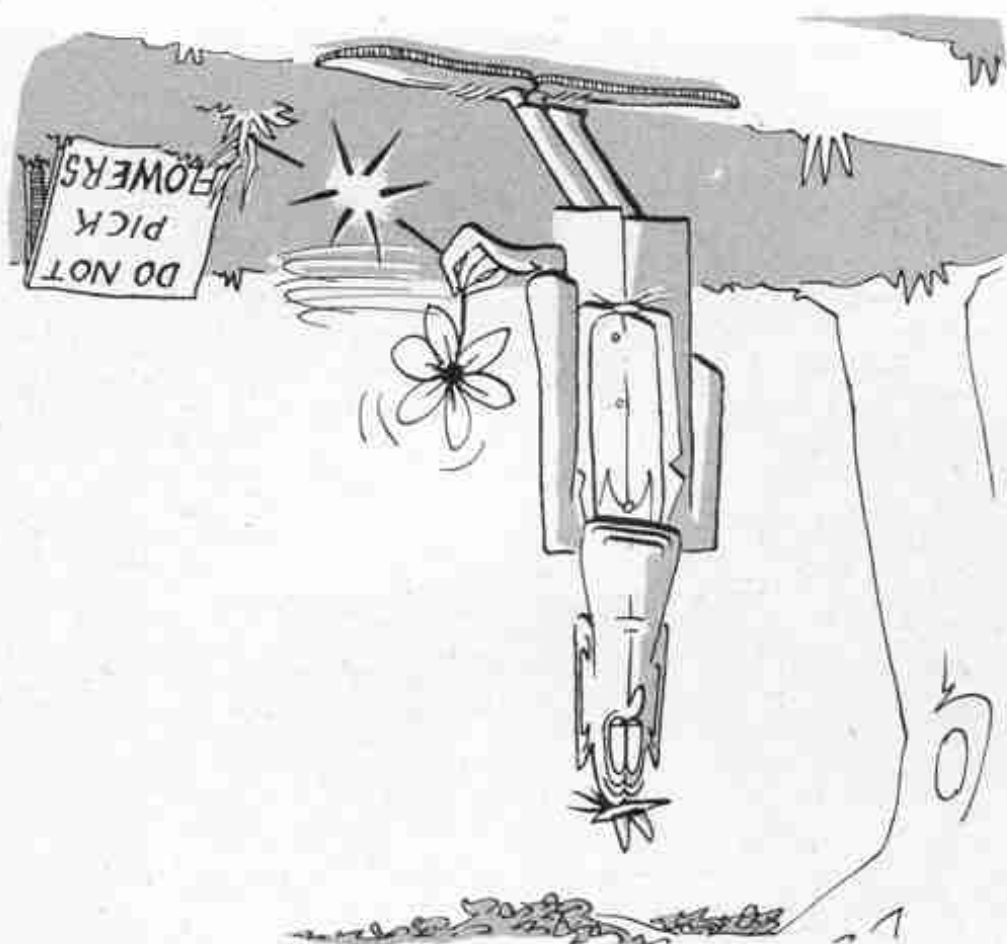
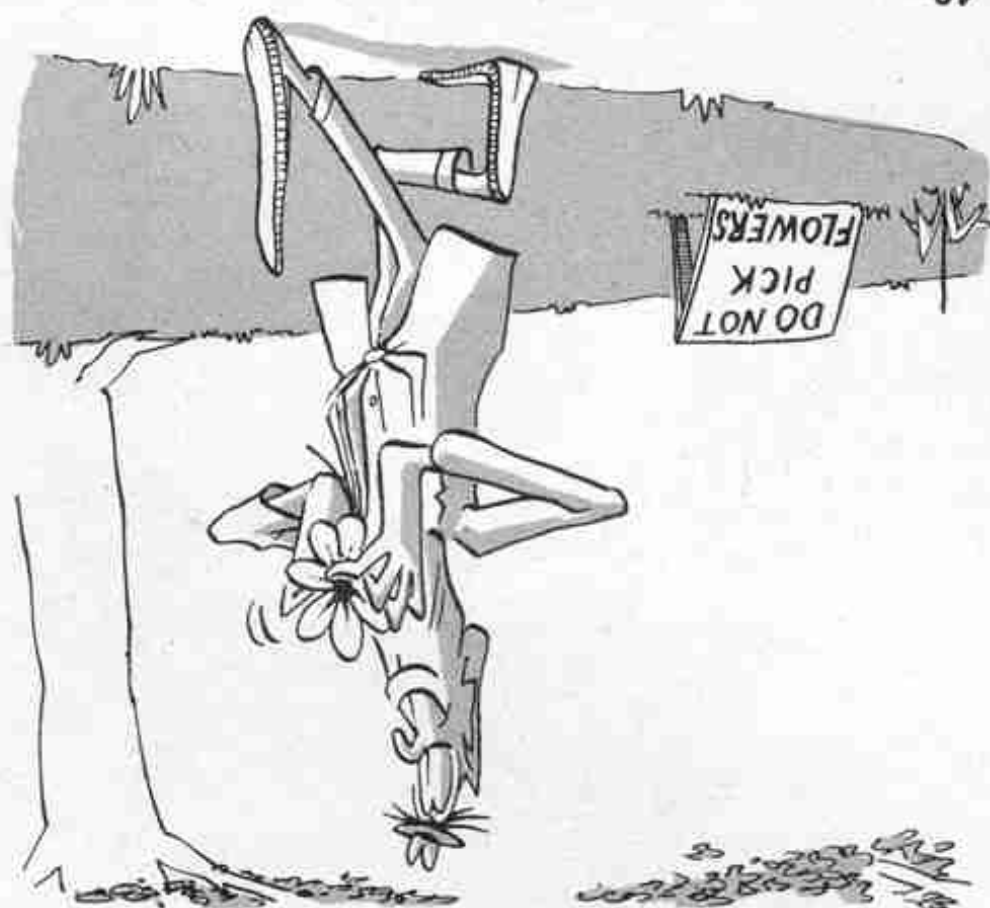
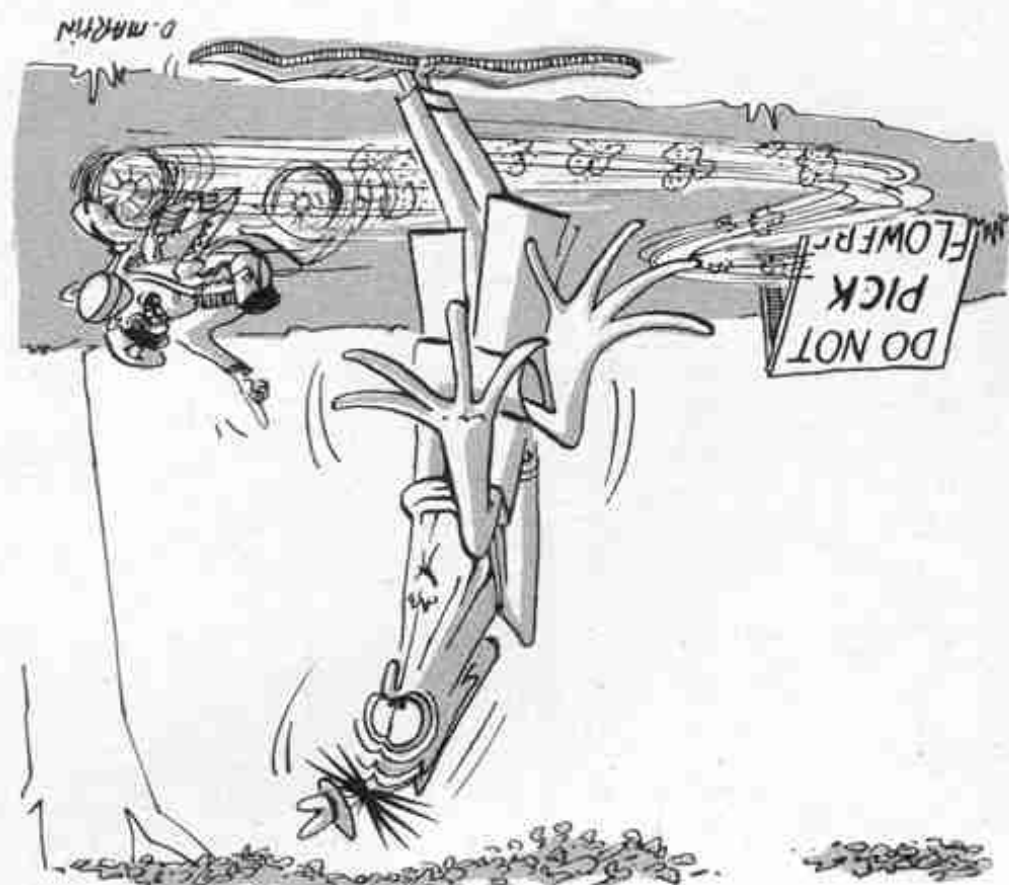
Be the first in your "gang" to wear MAD's own genuine simulated straight jacket. Looks exactly like the real thing, but has the added advantage that you can get your hands loose to fight them off when they come to take you away. Just the thing for busting up Olympic Drinking Team warm-ups, and other such sporting events. Doubles as an autograph, beach, or lounging jacket. Has deep outside pockets roomy enough to carry a whole salami, a bottle of

beer, a loaf of bread, a hatchet, a clarinet, a sub-machine gun, etc. (Not all at once, though—but one at a time!) Also handy in case you break both your arms, as outside criss-crossed pockets cradle arms comfortably—no sling needed. Printed on back in four permanent colors. Trompe l'oeil (phony) belt is secured by genuine padlock, which you'll love till you sit in a hard-backed chair. Made for Small, Medium, and Large lunatics. Only \$4.95 postpaid.

MAD STRAIGHT JACKET

**For the First time in your life...feel really MAD!
Get that MAD Glow...from Head to Toe...in a...**





ON PICKING FLOWERS

For his parting shot this issue, Don Martin downs three fingers of Jack Daniels, and leaves us with his sensitive observations



The eye-doctor found that Little Red Riding Hood was suffering from near-sightedness, far-sightedness, myopia, astigmatism, and convergent strabismus. She became a celebrity in optical circles, and was written up in several medical text books.

She caught her finger in the Mix-Master, short-circuited the Hi-Fi set, and let the water overflow in the filter-flow washing machine.



The local funeral parlor wouldn't touch him either, without a signed release from his next of kin. And, before long, Jack's neighbors began holding mass protest meetings and writing angry letters to the Board of Health.



From then on, instead of chasing around in the woods, Red Riding Hood stayed home and did eye-straining exercises. And so, as she grew older, her eyesight improved greatly.



Cars and airplanes scared her to death. And the first time she saw Ralph Edwards on television, she had a nervous breakdown.



Poor Jack was really in a spot. But in the nick of time, his goose laid a golden egg, and he was able to sell the egg and hire a private trucking firm to haul the giant away.



Naturally, as she grew older, the rest of her improved greatly, too! So she still had trouble with wolves! But she never again got them mixed up with her grandmother!



The Royal Physician finally put her on tranquilizers. But still, the Princess couldn't eat or sleep. And so, after a hundred years in bed, Sleeping Beauty wound up with a bad case of insomnia.



Unfortunately, just as the truck was driving off, it ran over Jack's magic goose. And so Jack had nothing to show for all his trouble but a few newspaper clippings, a summons from the Board of Health, a peptic ulcer and one small goose-down pillow.



**Gladiator: Happy cannibal widower.

a woodsman, chopping trees nearby, heard Little Red Riding Hood's cries for help, and rushed to the cottage. When he saw what was happening, he killed the wolf with one blow of his axe. Little Red Riding Hood's grandmother came out of the closet where she was hiding. She kissed her granddaughter, and thanked the woodsman. Then, they all sat down to enjoy the food that Red Riding Hood had brought in her basket... and they were happy ever after.



Remember... Little Red Riding Hood

all standing in their places, fast asleep. On a bower, overgrown with vines, the Prince saw the beautiful sleeping Princess. Overcome by her loveliness, he bent and kissed her pale lips. Immediately, her eyelashes fluttered, and she awakened. She told the Prince of the spell cast on her by an evil sorceress many years before—a spell which his kiss had broken. Overjoyed, he took her in his arms—and soon they were married. And they lived happily ever after.



Remember... The Sleeping Beauty

reached the ground, Jack looked up and saw the Giant right behind him! Quickly, he took an axe and chopped at the beanstalk. It started to sway, then crashed to the ground—And that was the end of the giant! With the magic goose to lay golden eggs for them, Jack and his old mother lived in comfort and happiness forever after.



Remember... Jack and the Beanstalk

Let's face it!
How comfortable
would you be with
a big dead giant
cluttering up your
backyard? And how
comfortable would
your neighbors
let you be?



This all happened on Tuesday, and in the suburbs where Jack lived, the garbage pick-ups were made on Mondays and Fridays only. So you can imagine the smell when Friday rolled around, and the garbage men finally arrived. One whiff, and they refused to take him, claiming that "giant-removing" wasn't in their contract.

It wasn't so easy for the Princess to adjust to modern living. In her time, people were still churning their own butter, weaving their own flax, and talking about the Crimean War. Her troubles began the moment the Prince carried her over the moat of his new split-level ranch palace...



Except for
one tiny detail
that everyone had
overlooked! This
kid had slept for
one hundred years!
That's a lot of
catching up to
have to do!

Now, let's
look at this
objectively!
Could you live
happily with a kid
who couldn't tell
a wolf from her
grandmother?
Of course not!



The first thing Little Red Riding Hood's grandmother did after the old woodsman left was to give the kid a good clout. Then she dragged her into town to have her eyes examined.

up pages which prove

Did they really go around, after that one crisis in their lives, wallowing in unbridled joy and merriment? Or did they continue to have problems just like the rest of us? Because MAD believes that kids should be taught to come to grips with reality and realize that life isn't at all like the sweetness-and-light of fairy tales, here are...

WEREN'T SO HAPPY

PICTURES BY BOB CLARKE



The trail led straight to Hansel and Gretel, who confessed proudly. Overnight, the Hansel-Gretel case became known as the "crime of the century." Shocked people everywhere demanded swift punishment.



Derrance Clarrow, the famous trial lawyer was hired to defend the two young murderers. He pleaded the case brilliantly, and succeeded in arousing much public sympathy for the children by showing they were mentally ill.



The jury, although it found them guilty, recommended mercy, and Hansel and Gretel were sentenced to Reform School for life. The full story of this shocking crime may be read in Meyer Livid's book, "Combustion!"



Finally, he became so enamored with himself, he decided to become a movie star and share his handsome countenance with the world. So he hired an agent, pulled a few royal strings, and before very long, landed a big Hollywood contract.



Unfortunately, his gorgeous looks did not photograph quite so gorgeous in Cinemascope, as an actor he was a bust, and his first picture turned out to be a bomb!

**Quilling: A small contestant.



So he ended up working out his contract playing "creature" parts in Grade-B monster-movies—hidden under tons of repulsive and horrible makeup.

Remember how them fairy tales you used to read (and may- be still do) all ended with the mealy-mouthed syrupy phrase: "—and they lived happily ever after."? Well, we've been brooding about this lately. We've been brooding about other things, too, lately, but this is far more important! Mainly, what was so special about fairy tale characters?

some fairy tale follow

THE HAPPY ENDINGS



Remember ...
Hansel and Gretel

and as she leaned in to show them, Hansel and Gretel pushed the wicked old witch into the oven, and slammed the door. Then they ran out of the house and through the woods as fast as their legs could carry them.
When their father, the old woodcutter, saw his children again, he was overjoyed. He hugged them and kissed them, and they all joined hands and went into their little cottage ...
Where they lived happily ever after!



Remember ...
Beauty and the Beast

wept, and took him in her arms, and told the Beast that she loved him with all her heart.
And immediately, he was changed into a tall, handsome Prince!
Beauty was astounded. The Prince explained that an evil witch had cast a spell on him, and that Beauty's love had at last set him free.
So Beauty and the Prince were married, and lived together happily for ever and ever after.

Sure they
didi! Kids go
around shoving
old ladies into
hot ovens all the
time, and nobody
bats an eyelash!
Until the crime
is discovered!

You don't
have to be any
psychiatrist to
figure out that
all these changes
in the physical
usually result
in changes of
personality!



An itinerant witchgoods peddler, making his usual rounds, got curious about all the newspapers and bottles of snake milk piling up outside the witch's door—so he investigated—
And found the gruesome evidence!



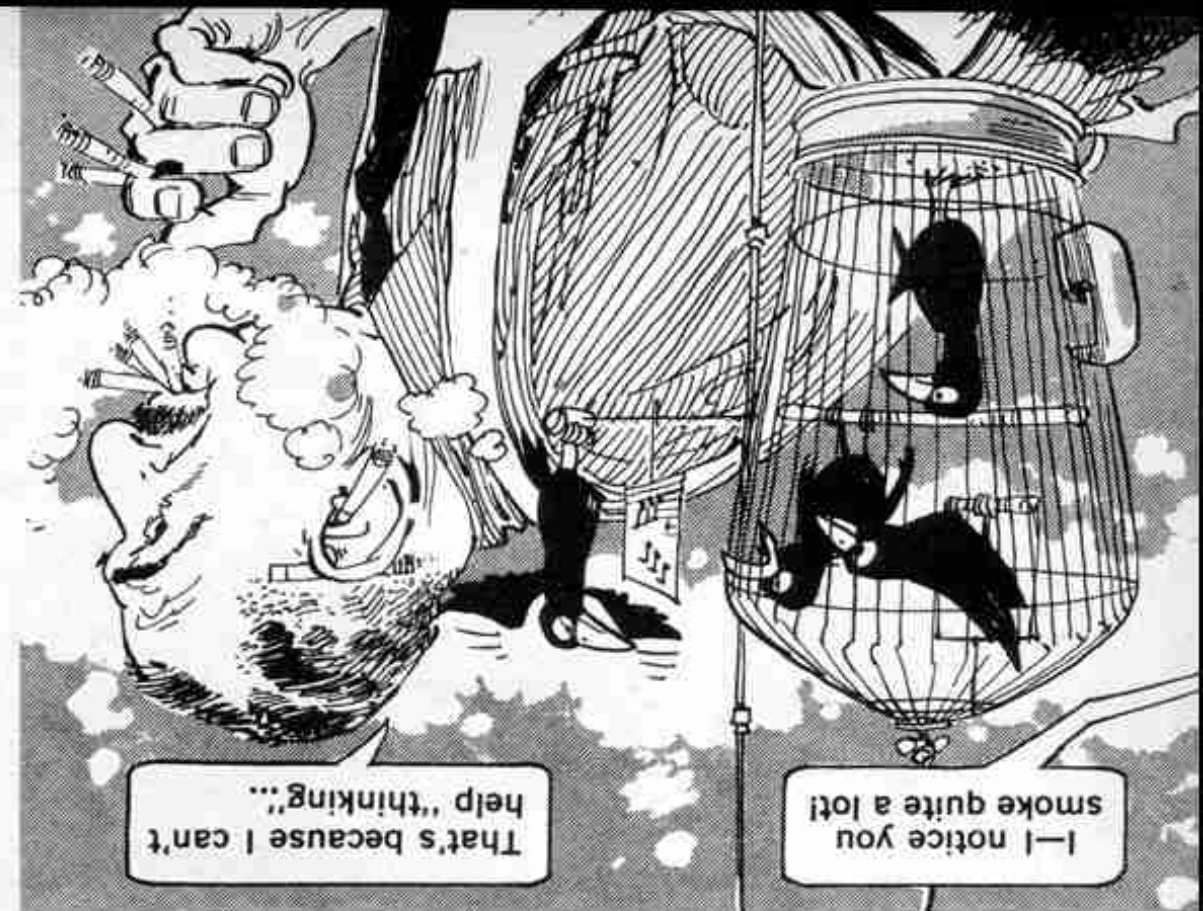
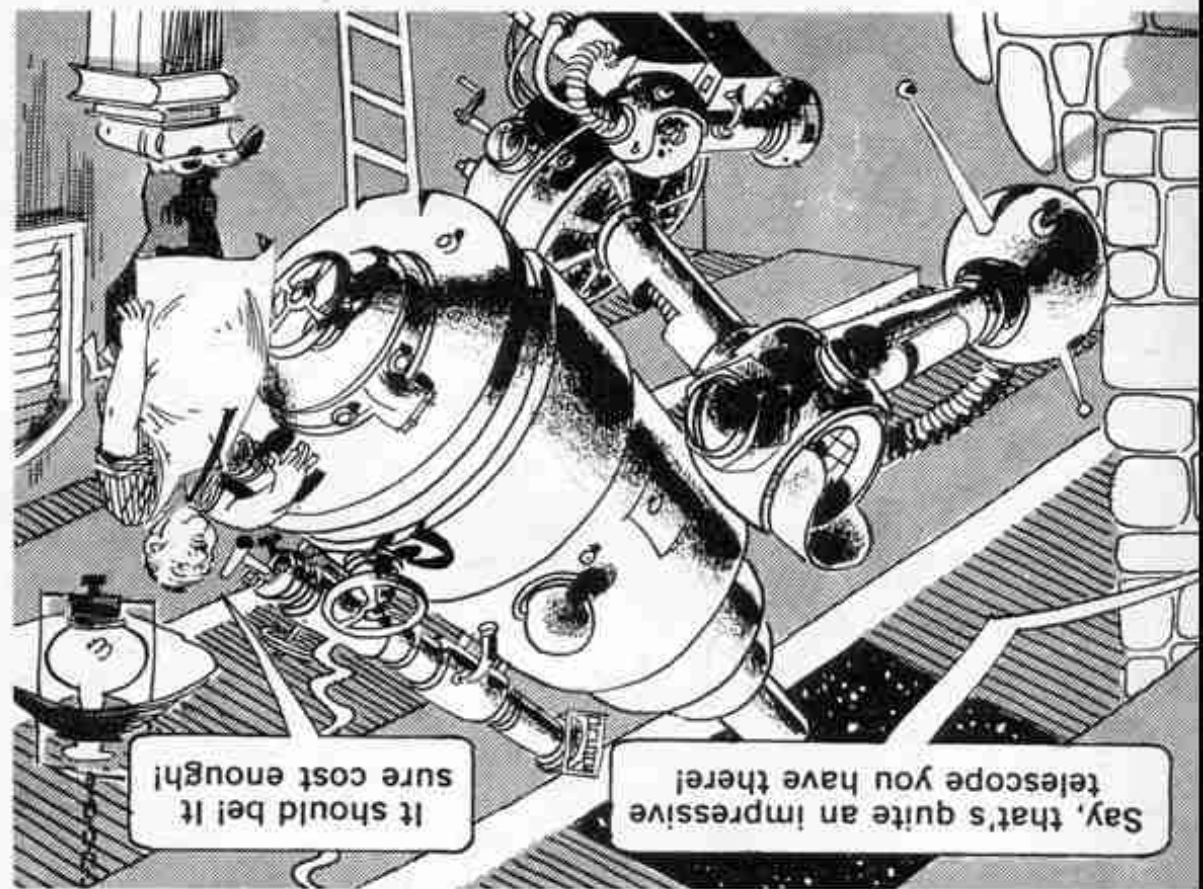
The Prince was so thrilled to be rid of his repulsive and horrible old face that he spent all his spare time staring into a mirror, admiring his gorgeous new looks, and completely ignoring Beauty.

ADS WE'D LIKE TO SEE

**Expense Account: Padded Sell.



The Vicejoy Ad

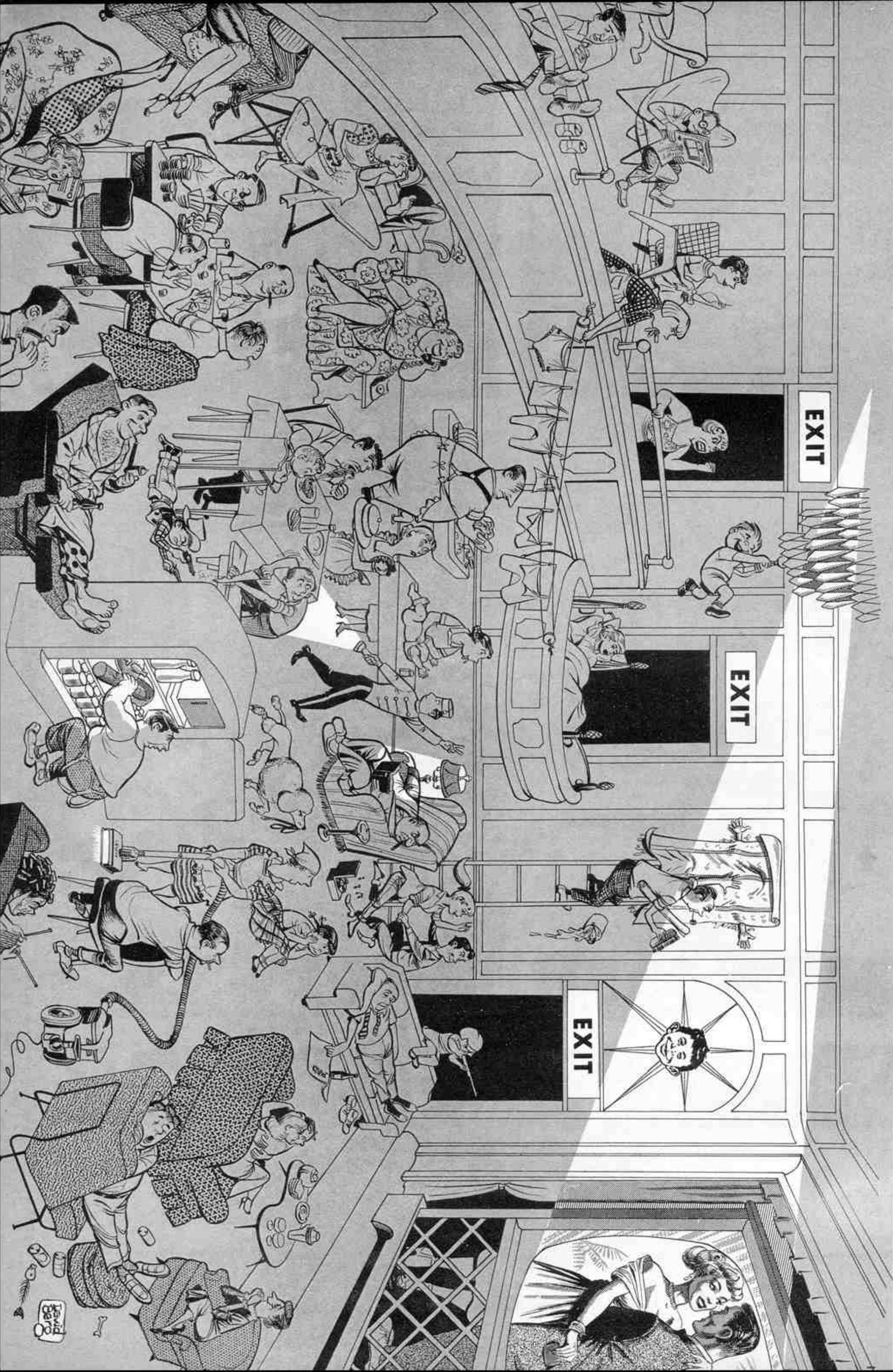


PICTURES BY MORT DRUCKER

AND HERE ARE THE RESULTS . . .

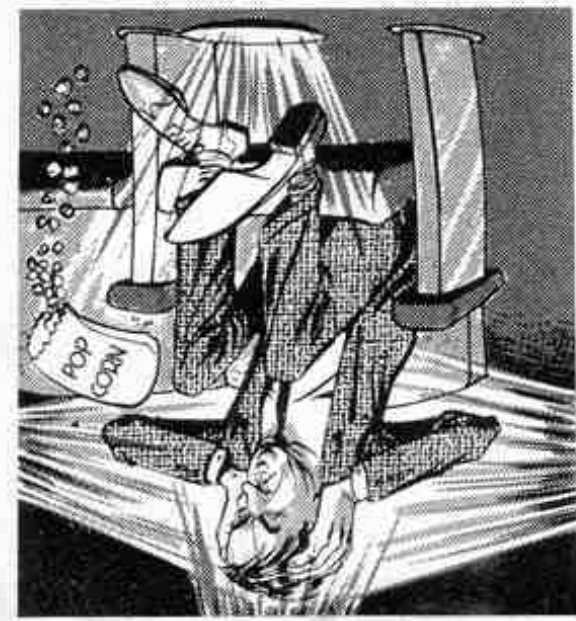
Thus, by adding a few accessories, and re-designing the interiors to look like everybody's home, theater-owners

would play to packed houses every night. Of course, they wouldn't have to bother if Hollywood made better movies.

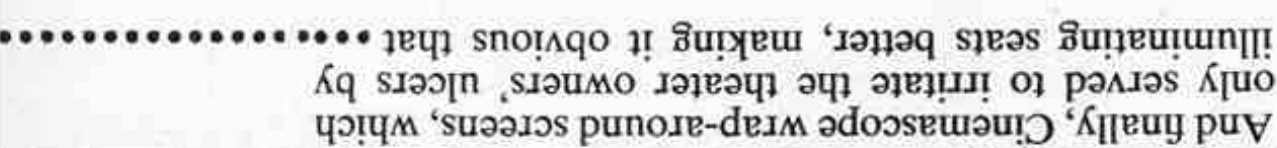


***Water Cooler: A small body of water completely surrounded.

IN AN EFFORT TO STIMULATE SAGGING BOX-OFFICE RECEIPTS AND TO KEEP MORE AND MORE MOVIE THEATERS FROM GOING OUT OF BUSINESS, HOLLYWOOD HAS RESORTED TO SOME DESPERATE MEASURES



Then came 3-track stereophonic sound, which only served to irritate the movie-goers' ears!

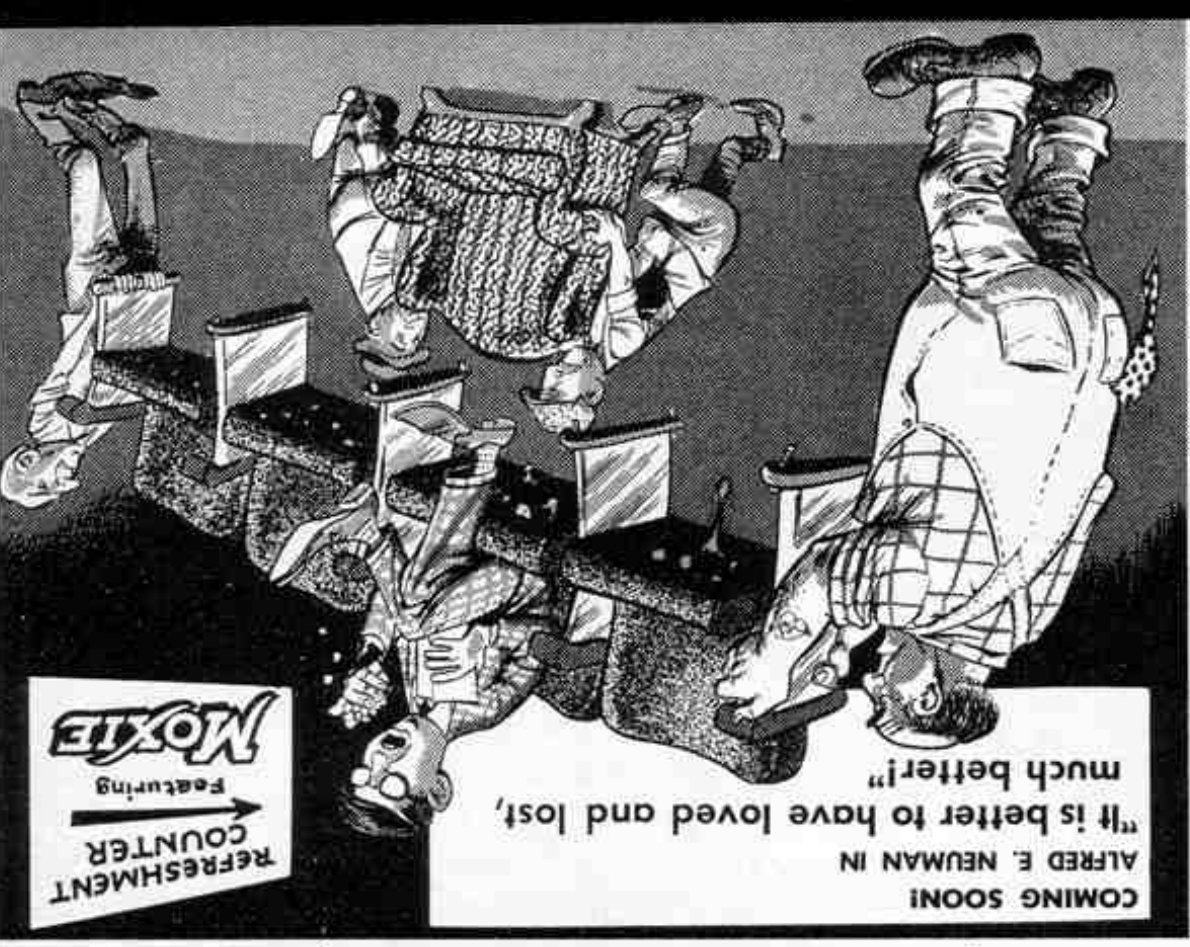


HERE'S WHAT CAN BE DONE . . .

When he gets to the movie, he has to pay an outrageous admission charge!



The first thing theater-owners should do to fill their empty movie houses is eliminate the admission charges. Next, they should rip out those straight-back theater seats and replace them with comfortable old easy chairs.



SUCCESS SYMBOLS

and mainly new ulcers! These things are called "success symbols." Recently, we at MAD figured a way out of this rat-race to attain "success symbols"... a way to impress "The Joneses" with things that may look expensive, but really aren't! In other words, now we can live beyond our means with no undue strain, thanks to...

PICTURES BY JOE ORLANDO

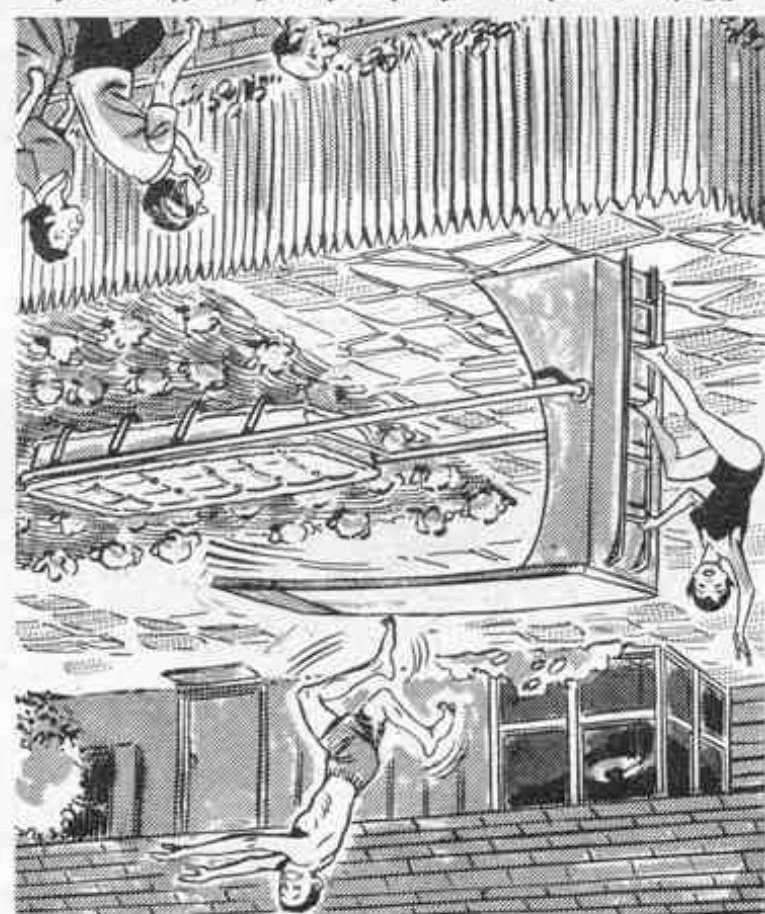
PSEUDO-FAX HOME IMPROVEMENT SIGNS

(\$1.95 each — \$5.99 the set)



FABRI-TEX SWIMMING POOL

(\$9.95 incl. installation)



DECEPTO-PRINT WINDOW SHADES

(89c each — \$2.98 the set)



WILL BECOME ACTUAL REAL SUCCESS SYMBOLS

in faking success. For example, below, left, is MAD's Cut-Rate "Barbecue" Success Symbol, and to it's right are a few of the other more cleverer ones now being manufactured. See what we mean?

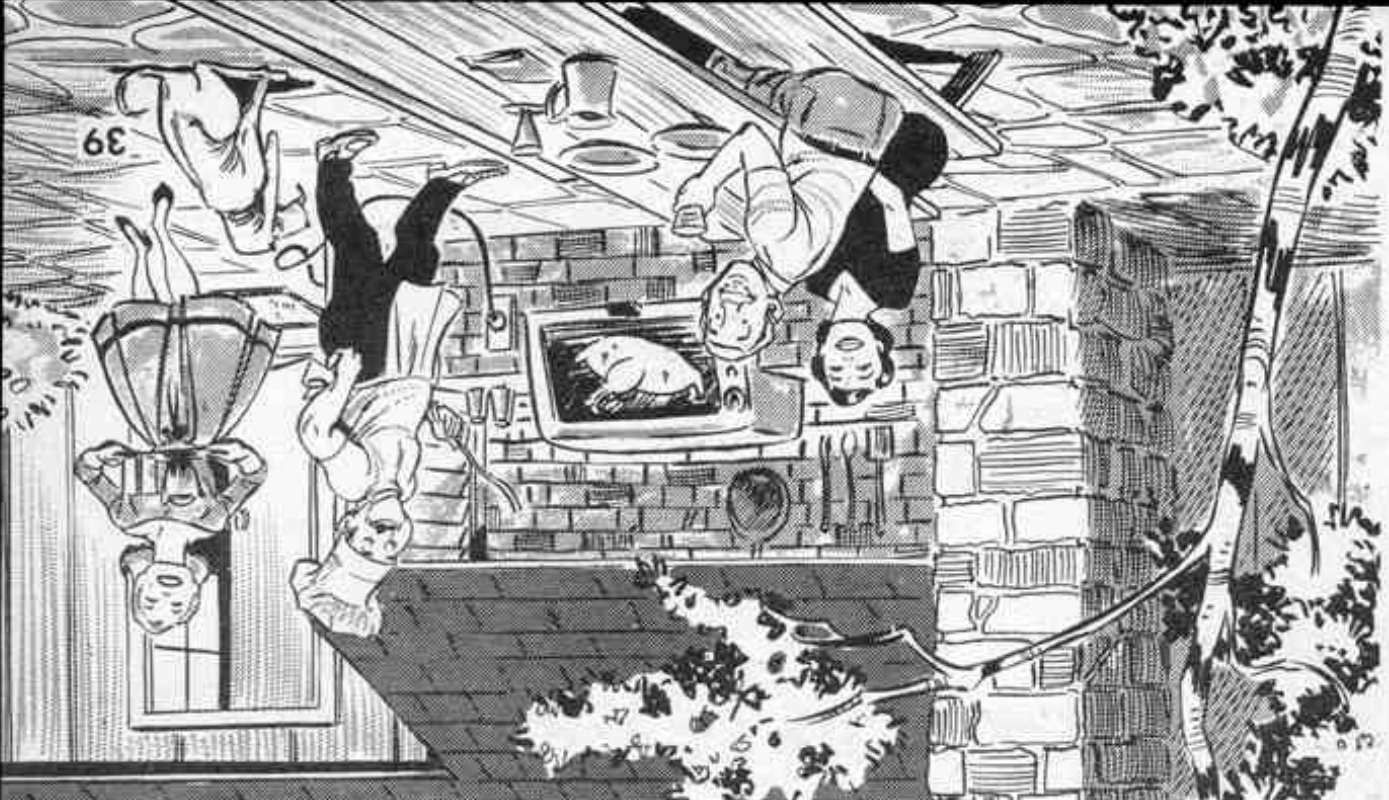
GENUINE ALL-BRICK FAKE BARBECUE

(\$34.95 each)



SUPER DE LUXE GENUINE QUARRYSTONE FAKE BARBECUE WITH REAL ELECTRIC ROTATING SPIT

(\$79.95 each)



Unit consists of simulated split-wood screen fence with diving-board. Gives impression of big, beautiful backyard swimming pool. Owner can don trunks, climb ladder, and dive off. Owner can also break leg doing this, so safety-mattress is available at small charge.

Outside of each shade has full-color reproduction in perfect perspective of room-section with expensive furniture. When entire set is lowered, outsider gets impression of elegantly-furnished home. Also, keeps house dark so you can't see crummy furniture you do own!

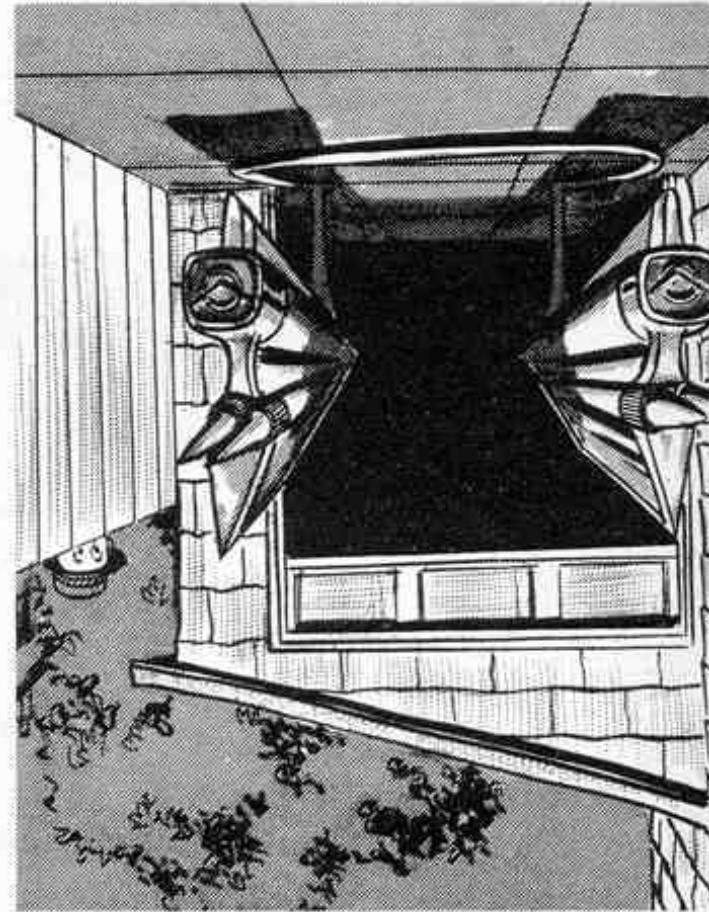
**Playboy: Son of doughting parents.

In the old days, our American dream of success was to "keep up with The Joneses." But not any more! Today, our American dream of success is to have "The Joneses" keep up with us! Attaining this dream consists of constantly raising our standard of living by attaining material things... like new cars, new homes, new furniture,

MAD'S CUT-RATE

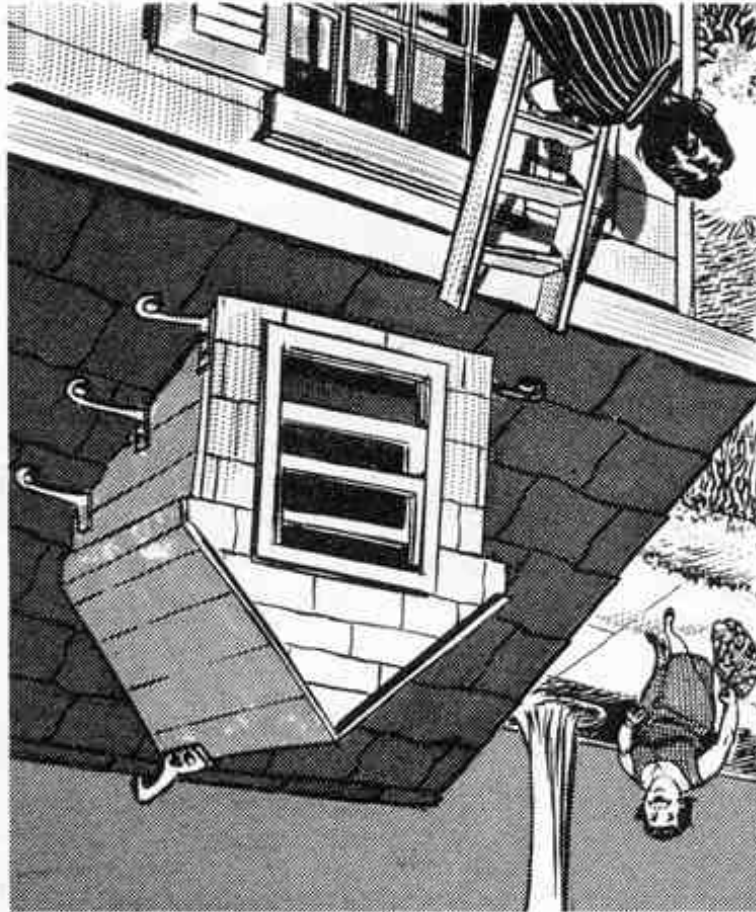
PLASTI-SHAM CADILLAC TAIL FINS

(\$4.98 per pair)



BOGUS-BOARD ATTIC DORMER

(\$3.99 each)



PLEXI-FRAUD AIR CONDITIONER

(\$2.49 each — De Luxe Model \$2.69)



Full-scale plastic replica — will fool sharpest eye. Assemble as directed and place so tail fins extend impressively several feet past edge of garage door. End embarrassment of having to drive beat-up old '49 car. Rich, successful people always have beat-up second cars!

Sturdy, weather resistant — will hook easily to any standard house roof, and gives home that "finished attic" look. Invite mother-in-law for lengthy stay to enhance effect. Serves dual purpose by impressing neighbors and irritating mother-in-law who ends up on old couch.

Easily assembled — made of laminated shirt cardboards. Useful for both city and suburban dwellings. Place one unit per window for best impression. Place two units per window for sensational impression! De-luxe model has built-in sponge which drips water realistically.

UNFORTUNATELY, CUT-RATE SUCCESS SYMBOLS

That's right! Word of MAD's clever "Cut-Rate Success Symbols" leaked out, and right now manufacturers are turning out even cleverer ones for those people who will want to outdo their neighbors

CORRUGATED
FAKE BARBECUE

(\$2.85 each)



**Beggars: Alms manufacturer.

BEAVERBOARD
FAKE BARBECUE

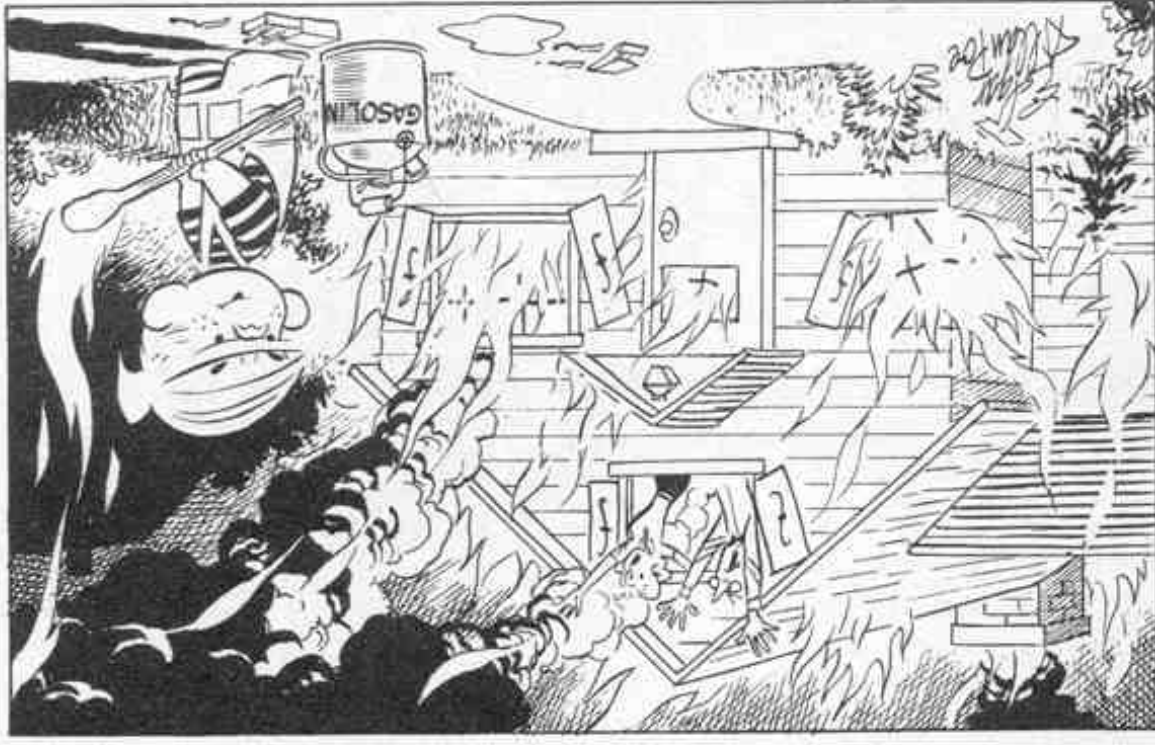
(\$3.99 each)



DURO-PLASTIC
FAKE BARBECUE

(\$7.95 each)





If Edgar Allan Poe Wrote: DENNIS THE MENACE



If Mickey Spillane Wrote: NANCY

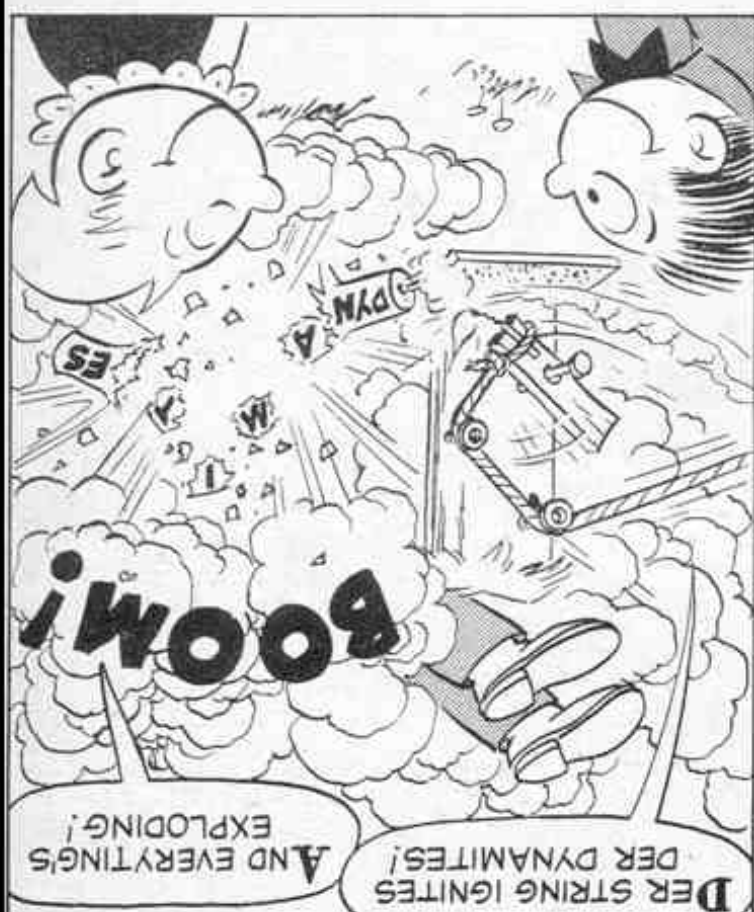
Once upon a midnight dreary, while I pondered weak and weary,
 Over many a slap and painful spanking that had made me sore —
 Suddenly a strange desire prompted me to light a fire,
 Flaming higher, fierier pyre — funeral pyre from the floor!
 Bright it burned, a brilliant blaze that told me with a final roar
 I'd get spankings, Nevermore!



If Tennessee Williams wrote: LITTLE ORPHAN ANNIE



If Rodgers & Hammerstein wrote: REX MORGAN, M.D.



If Walt Whitman wrote: THE KATZENJAMMER KIDS



Role: PEANUTS



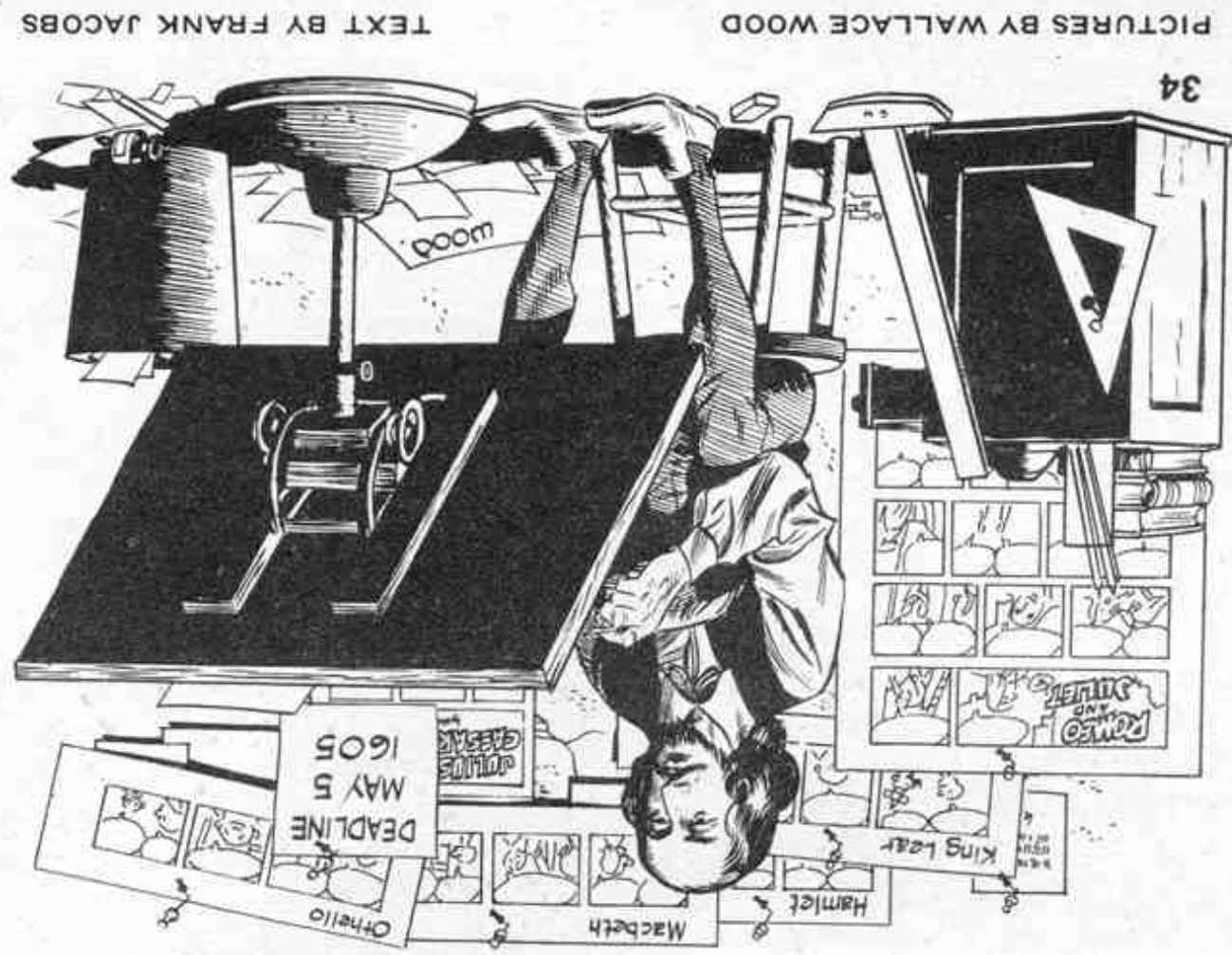
Role: DICK TRACY



Role: DONALD DUCK

We've decided that the trouble with The Comics today is that they just ain't got no literary value! Things might have been a lot different if they'd started off right in the first place. We're convinced that comics would be considered high-class reading matter if only they'd hired some famous authors, poets and playwrights to handle the actual writing. So, if you have a strong stomach, keep reading and see what would've happened

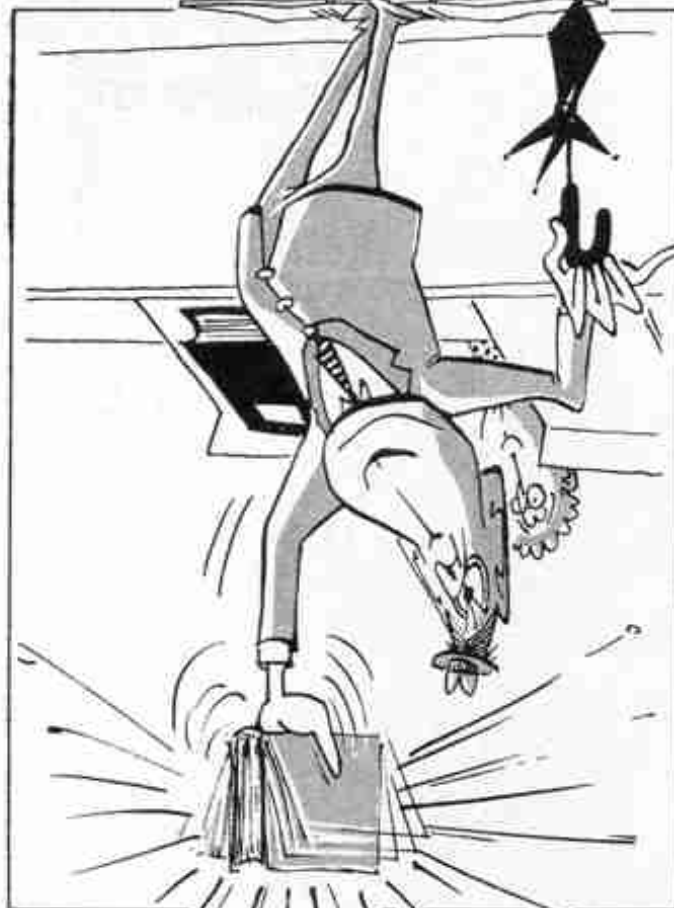
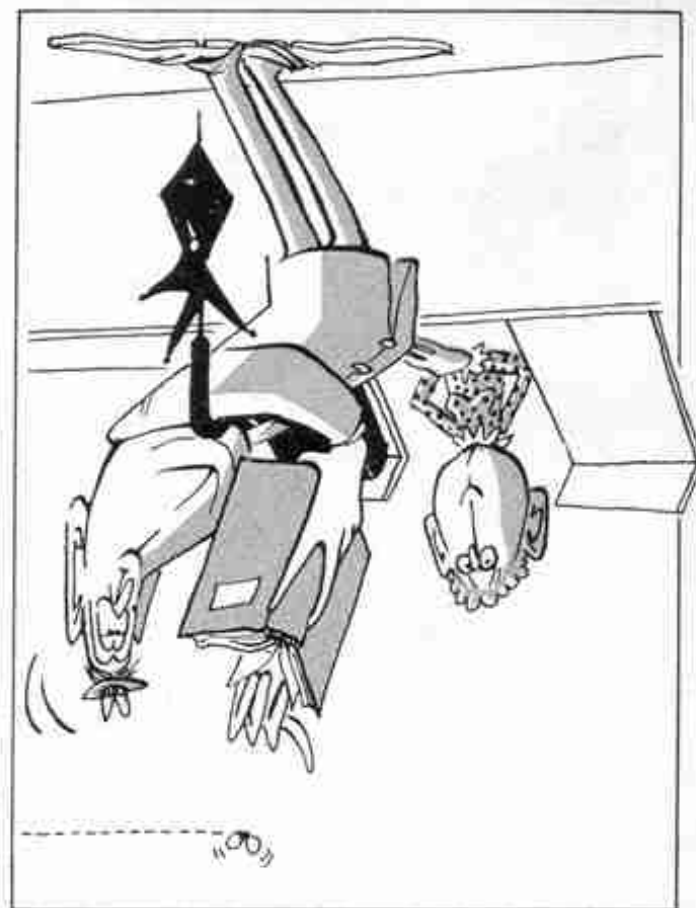
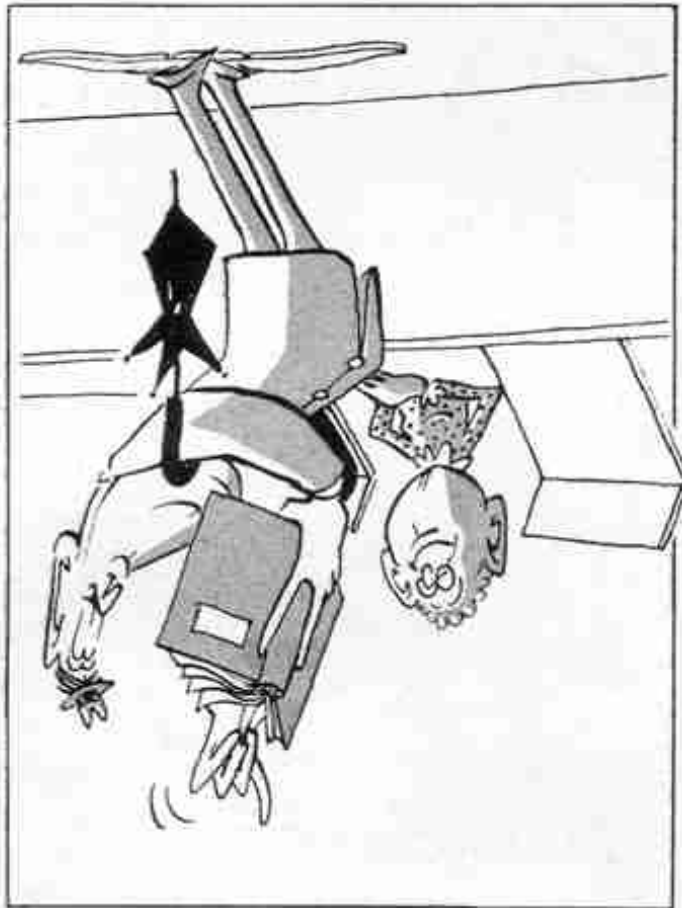
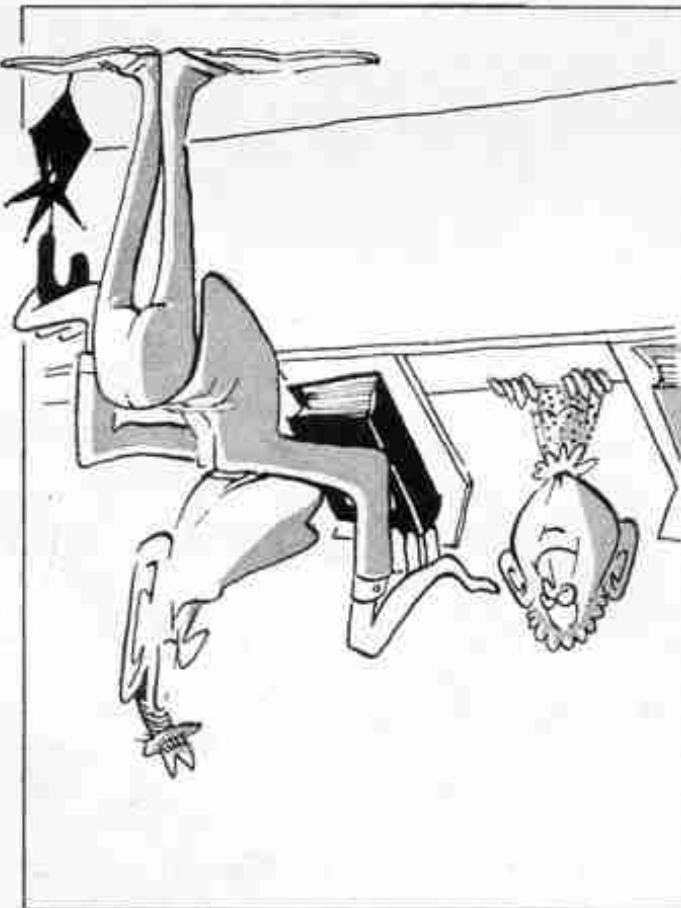
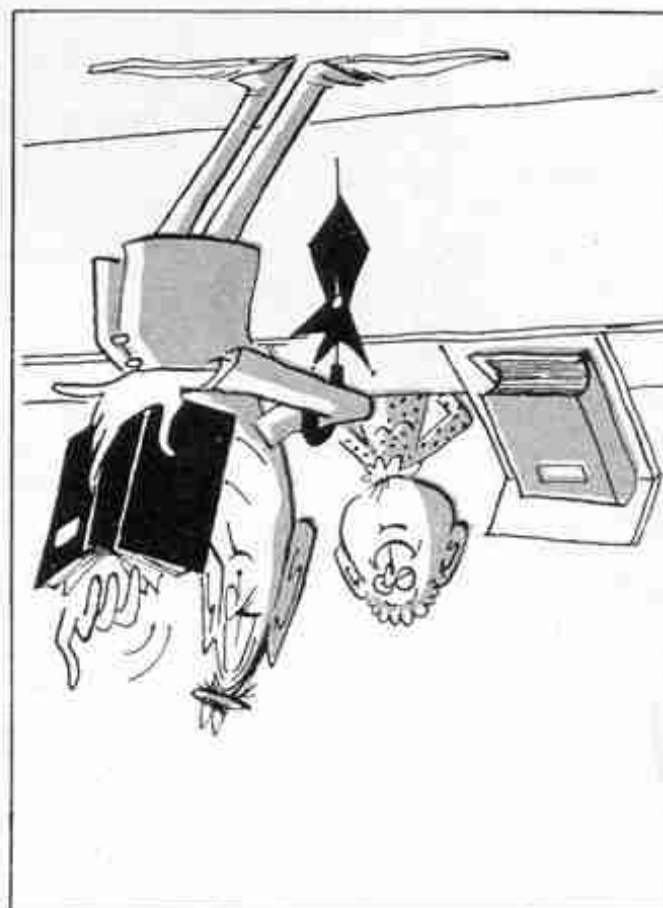
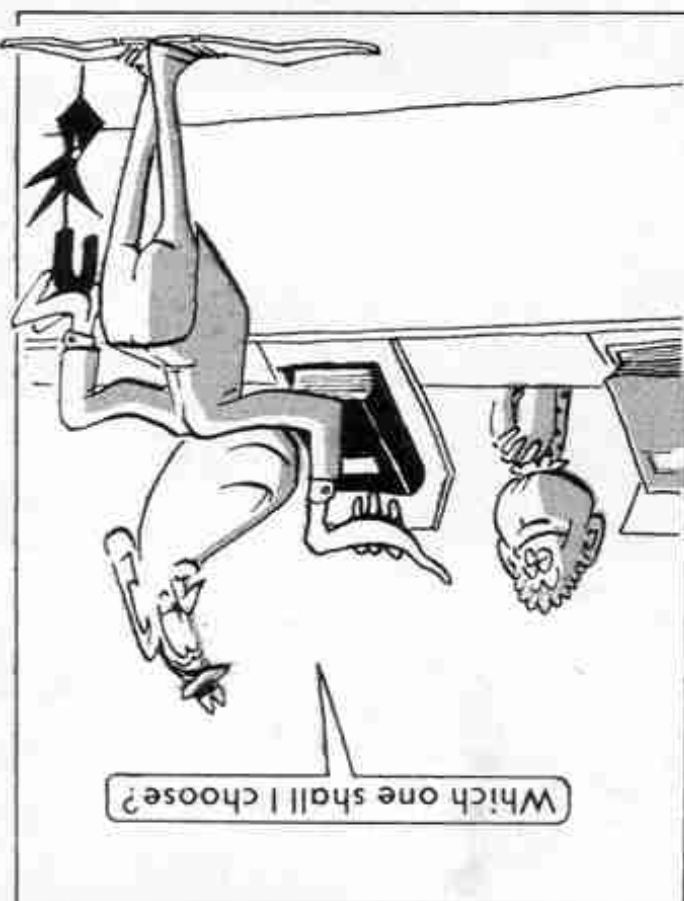
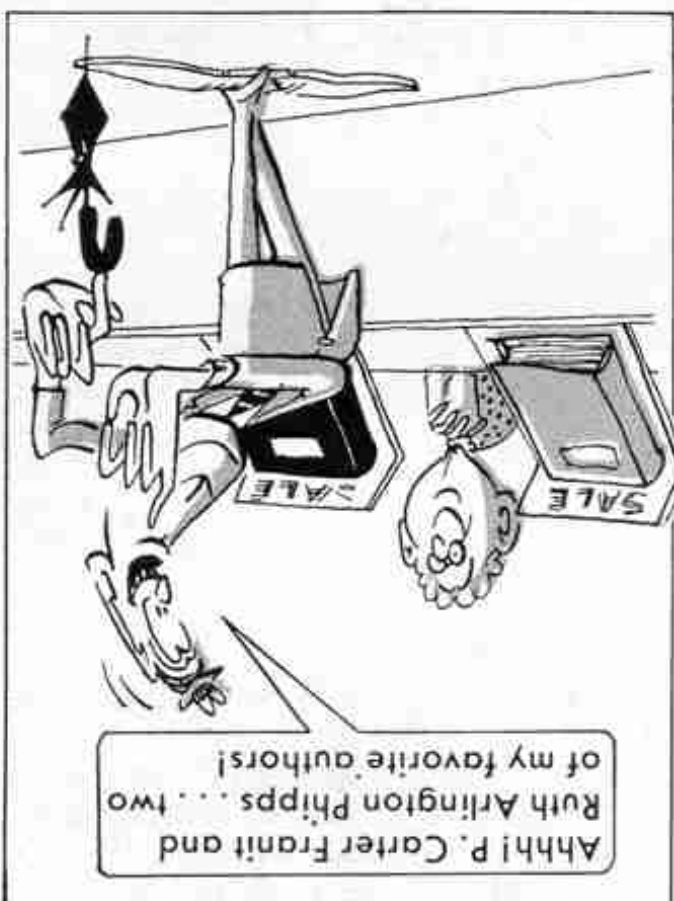
IF FAMOUS AUTHORS WROTE THE COMICS



ON A CHOOSING BOOK

Being both a member of the literati and the illiterati, Don Martin is familiar with the soul-searching torment

DON MARTIN DEPT. PART II



"Designing a modern building for the International Export and Import Company was quite a challenge. I am certainly pleased with the magnificent results my extraordinary talents were able to produce, considering the low fee I charged. You will note that in my brilliantly executed rendering, I have imaginatively blended a mixture of both the commercial and the monumental in this edifice. In all due modesty so typical of noted architects today, I believe this to be not only my finest design, but also the very finest created anywhere, anytime!

ALFRED E.
NEUMAN



ARCHITECT'S DRAWING

Commercial building shows beauty and business can be mixed.

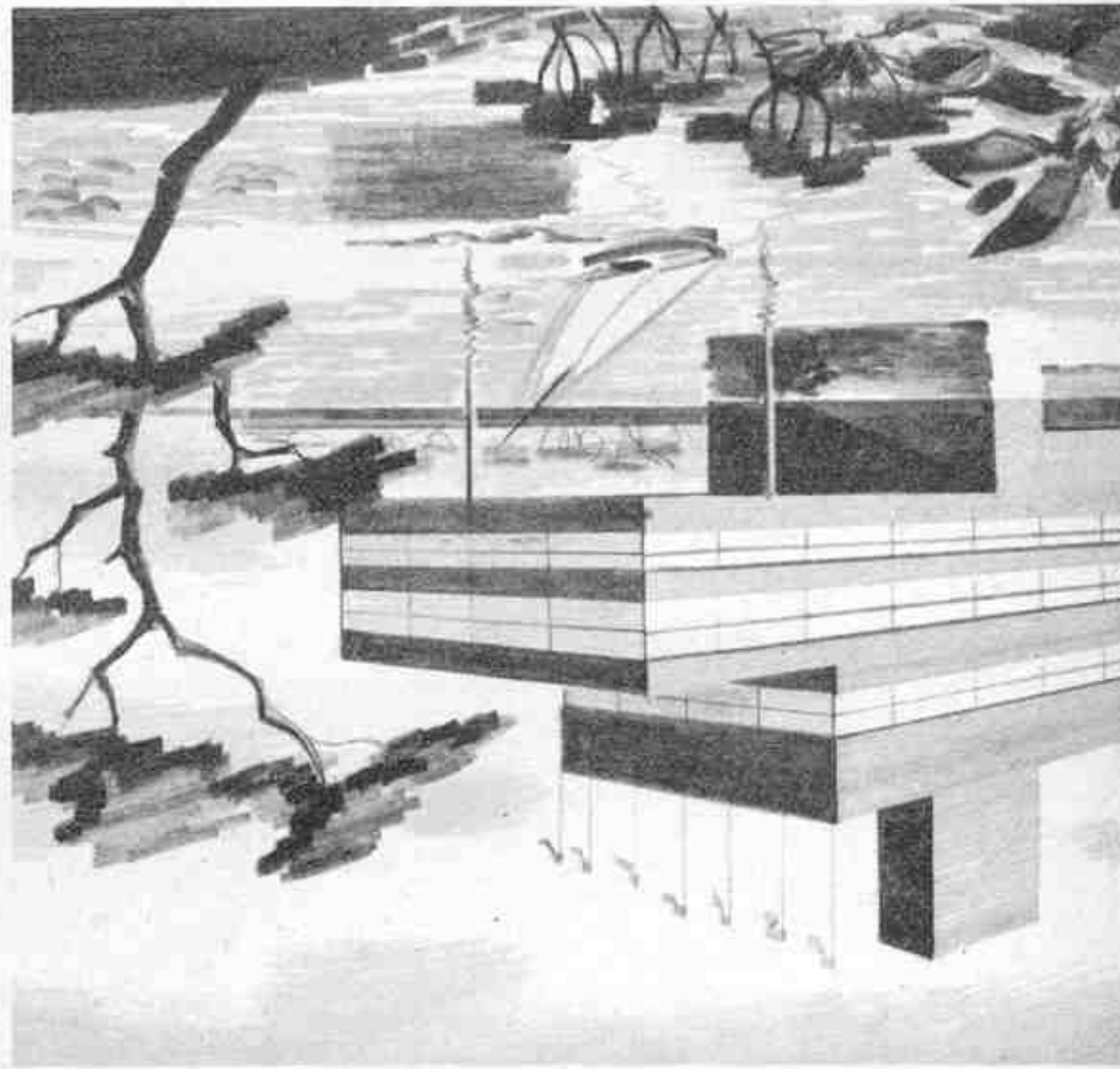
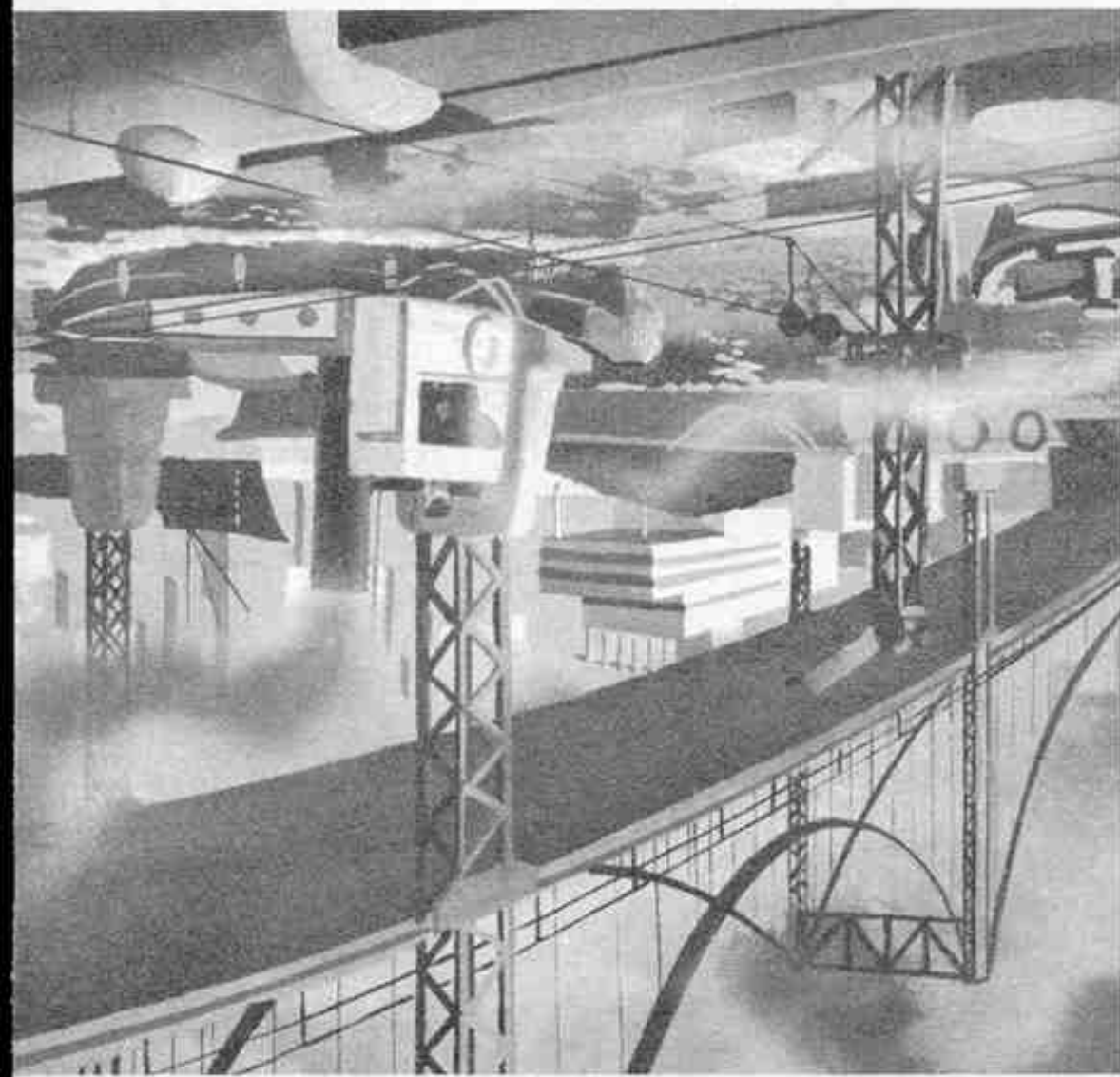
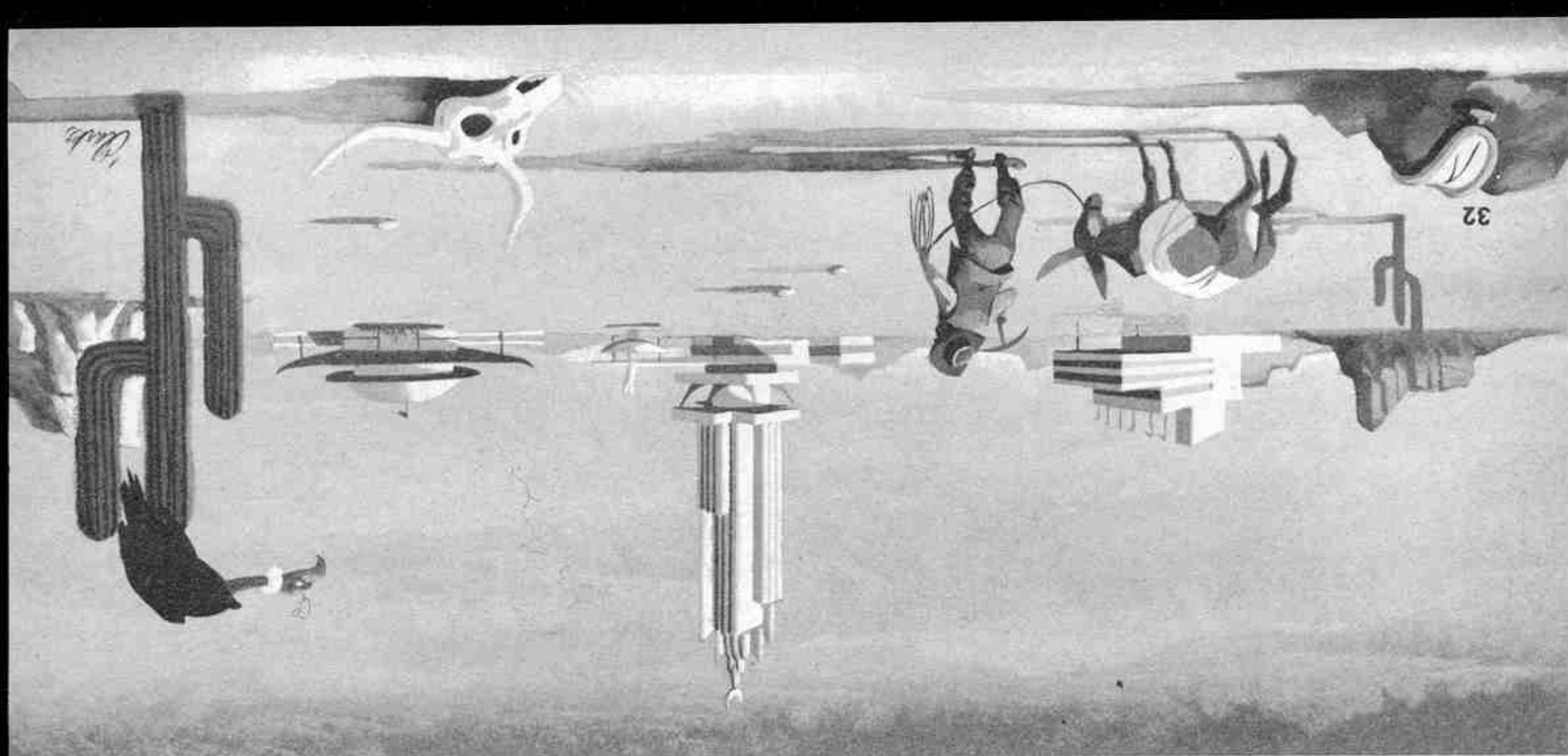


PHOTO OF FINISHED BUILDING

Only possible view is from busy river, which is impossible.



AND SO, MAD IS FORCED TO CONCLUDE THAT MODERN ARCHITECTURAL DESIGNS ARE FINE . . . BUT HERE'S THE ONLY WAY THE ACTUAL BUILDINGS CAN BE ERECTED SO PEOPLE WILL GET TO SEE WHAT THEY REALLY LOOK LIKE . . .



promise of spacious and better living for tomorrow. But then, somehow—somewhere—between the drawing board and the actual building, the magic gets lost. Here are three examples of . . .

PICTURES BY BOB CLARKE

CHITECTURE

BETWEEN THE DRAWING AND THE BUILDING!

"I've always believed that months of study should precede every architectural endeavor. So, when a syndicate of Miami investors prevailed upon me to design a modern luxury refreshment stand, I immediately left to study the building site. Months of sitting on the beach, sketching, planning, studying, dreaming, and acquiring a delightful sun-tan followed. Finally, with all my calculations complete (and coincidentally with the end of the winter season) I headed back North to my office where I completed and submitted my drawings—and my bill."



ARCHITECT'S DRAWING

Magnificent Miami refreshment stand includes combination of simple tropical beauty with look of modern luxury.

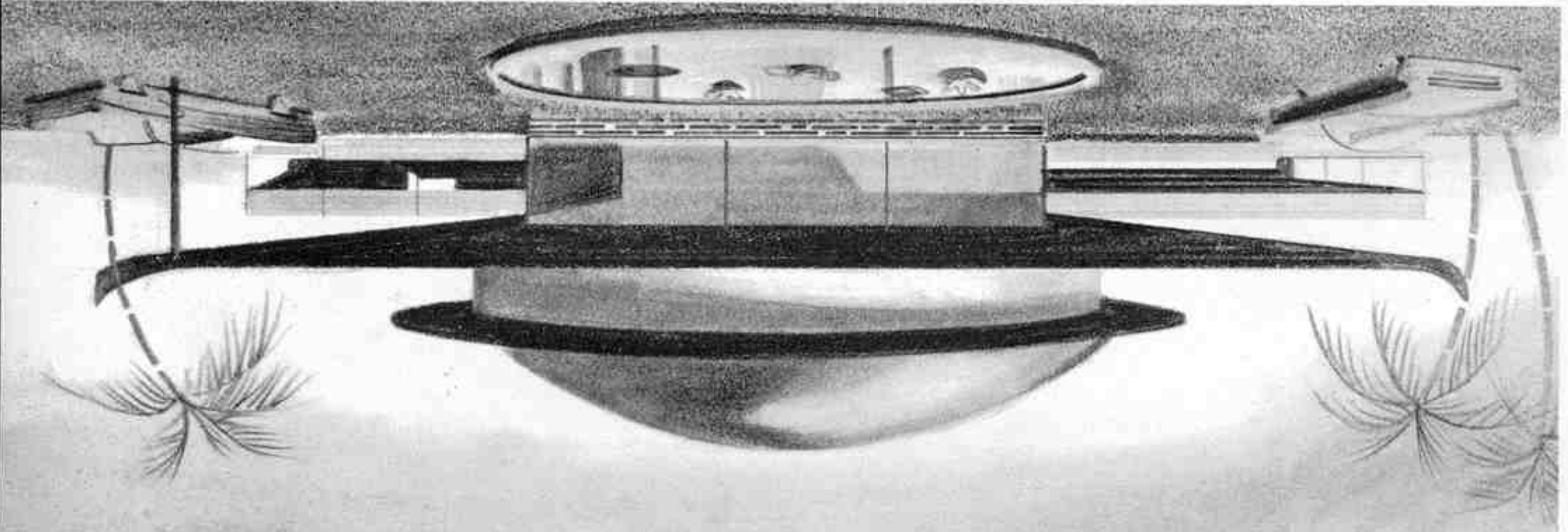


PHOTO OF FINISHED BUILDING

Miami real estate is so valuable, buildings are jammed together and crowd refreshment stand out of picture.



**Bacteria: Rear door to a cafeteria.

Frequently, in newspapers and magazines, the public is treated to an architect's rendering of a proposed new building. These drawings always convey a feeling of uncluttered beauty, and a

MODERN ARCHITECTURE

... AND THE STRANGE THINGS THAT HAPPEN



FRANK LLOYD WRIGHT

"The modern building should fit into its surroundings as if nature had planned it that way. In designing my superb skyscraper for New York City, I took into consideration the natural character of the city. Thus, I cleverly conceived of the tall obelisk shape which blends in so well with these surroundings. I paid particular attention to the fact that the busy city people are everywhere, and used my ingenuity to plan the building so it would look right from every angle."

ARCHITECT'S DRAWING

Modern skyscraper designed to look right from every angle.

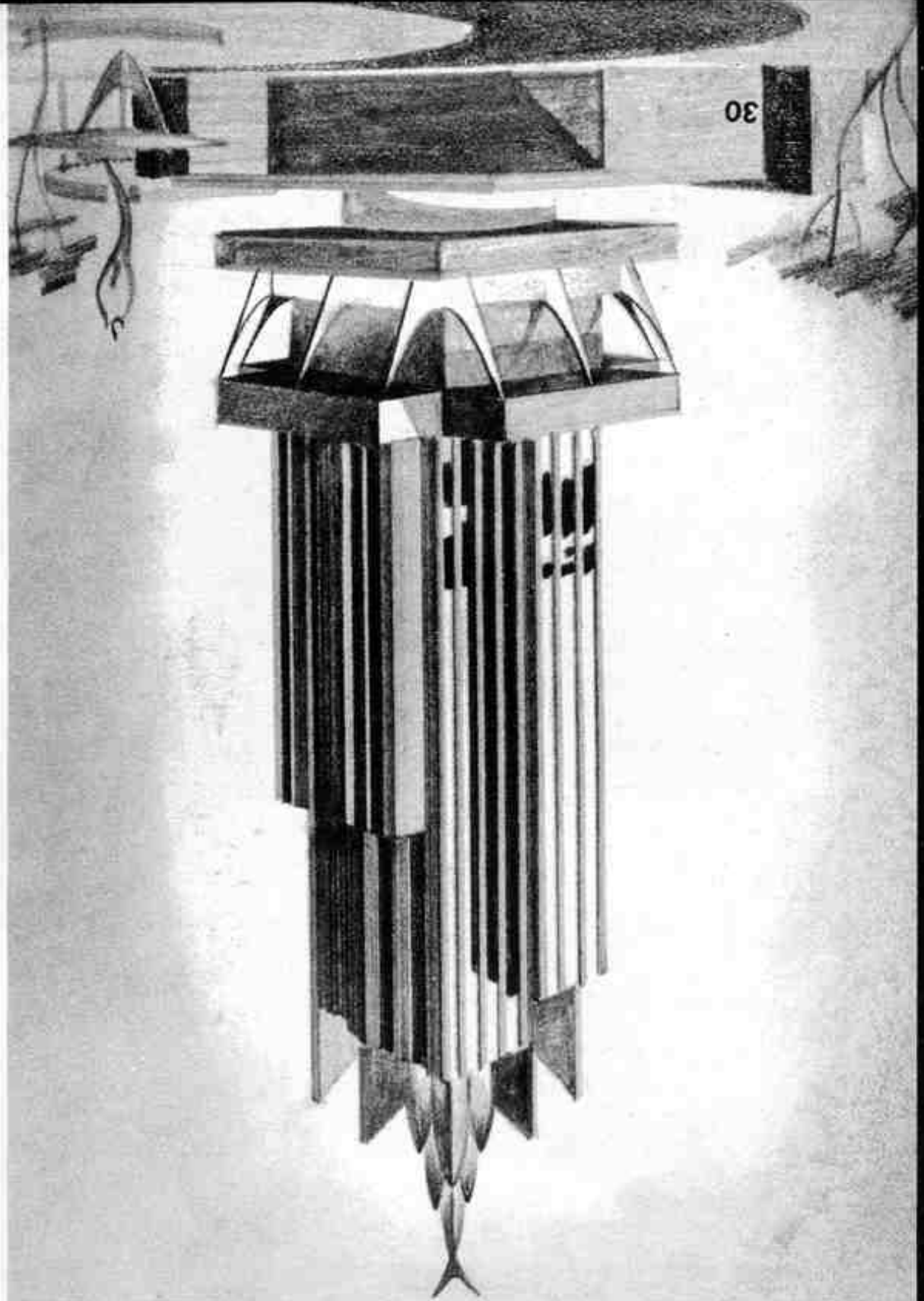


PHOTO OF FINISHED BUILDING

From every angle, we decided this showed most of building.



JAPAN			USEFUL PHRASES FOR TRAVELING IN		
No, I am not Red Buttons!	それは利権のて 信は又教宗の	Aw, Goh-Wan— Yu Bo-Doh Hihi	Rhee-lee-Fiss Juz- Tah Swah-lo Ah-Way!	Beh-Tah Bye Burd-Zai!	Where can I buy a lead kimono?
Hurry, my rickshaw is double-parked!	す更變を念 に並由自る				Look! My tuna fish is glowing!
I refuse to take off my shoes, be- cause I got holes in my socks.	意且つ完全 同 な	Wha-Choo No Jo —Hai Juss Gah Bak Frum Ko-Ko- Mo.			Don't try to sell me any cheap U.S.A. imitations!
I demand to speak to the American Consul!	偶配は婚姻 なと者	Hit-Zo Ees-See Wan Yu Yuze Lezz-Toy!			

CZECHOSLOVAKIA			NECESSARY PHRASES FOR TRAVELING IN		
I demand to speak to the American Consul!	Připravte mi, pro- sim, horku lázeň a přísnost!	Yu kłodz kent gat ha-vay vit diss!			
What do you mean, there's no American Consul?	Czy mógłby mi pan wskazać naj- bliższy w . . .	Doss-sini Chon Foss-teh Dul-liss shtop hyere?			
POLAND					
But I tell you, I'm an American citizen!	Vegye az ötödik utcat balra és a hatodikat jobbra.	Yuzz fur-hin-hars har-hall hah-lyke!			
HUNGARY					
What do you mean, you never heard of America!	Dorim o jumátate da sticla de vinul rosu al tarei.	Ch-aaaa-aaaalpi!			
ROUMANIA					

***Dismantled: What the Yankees will be when Mickey leaves.

CUBA			SIMPLE PHRASES FOR TRAVELING IN		
No, I do not want a photo of Desi Arnaz's birthplace!	No, no quiero una estampa del pueblo natal de Desi Arnaz!	Por-ti-rio ru-bi- ro-sa er-nes-to le- cu-o-na ra-fa-el tru-ill-o ir.			
What time does the next sugar plantation go up?	¿A que hora ex- plota la proxima central de azucar?	Jo-se fer-rer mi- guel-ito val-dez xa-vier cu-gal			
There is a sniper in my hotel room!	¡Hay un guerrille- ro francotirador en mi habitación!	Jo-se i-tur-bileo cor-illo can-tin- flas juan pe-ron			
Why are we land- ing in rebel terri- tory?	¿Por qué estamos aterrizando en ter- ritorio rebelde?	Li-ber-tad la-mar- que sal-va-dor da- li ti-to puen-te			
How long will I be held as a hostage?	¡Mire, por favor, no me lleve ante su líder!	Mi-guel co-var-ru- bi-as pan-cho vil- la car-men a-maya			
Please don't take me to your leader!	Por cuanto tiempo me van a detener como rehén?	Ri-ta can-si-no do-lo-res del rio luis do-min-guin			
I demand to speak to the American Consul!	¡Exijo hablar con el consul Ameri- cano!	Ped-ro de cor-do- ba don a-me-che don Q ba-car-di			

The Middle East			MODERN PHRASES FOR TRAVELING IN		
Room Service?	هناك خدمة الغرف	There is oil coming out of my shower!			
Please do not auc- tion off my wife!	تسجل الامر	Hit muhzt bhee jahm dohn shahck lak-dot!			
Are the para- troopers friendly?	الشان	How-r-yah gohn-a kip-em dow-non- ah fah-rm?			
When may we ex- pect a border crisis?	التعاون في ضاها	Hafia dey've zeen pah-ree?			
Shouldn't they sweep up that U.N. observer?	شاهد الانفعال	Howmah-nee hartz haff-yew broh-ken?			
No, I am not sup- plying Soviet Russian arms.	الشهر رسم	Aye thawt aye tol- yew tu-wayt in-de cahr.			
I demand to speak to the American Consul!	المقاولة الحاي	Yew kent doo-dis tuh-meel			



NUTS TO VOUS DEPT.

When people go traveling abroad, they usually take things with them that make their trip more enjoyable. For instance things like money! They usually also take those handy little "Guide Books" which help them get along in foreign languages. These guide books are crammed full of phrases like "How much is it?", "That's too much!", "My toast is cold!", "My room is hot!" and so on. Well, perhaps these inept, simple-minded comments were good enough for travelers abroad in the past. Unfortunately, things have changed. People who go abroad these days need phrases to fit the situations they'll run into today! So, to help today's traveler, here is...

MAD'S MODERN HANDY PHRASE BOOK FOR THE AMERICAN TOURIST

Euthanasia: Juvenile movement in the Orient.

HANDY PHRASES FOR TRAVELING IN RUSSIA

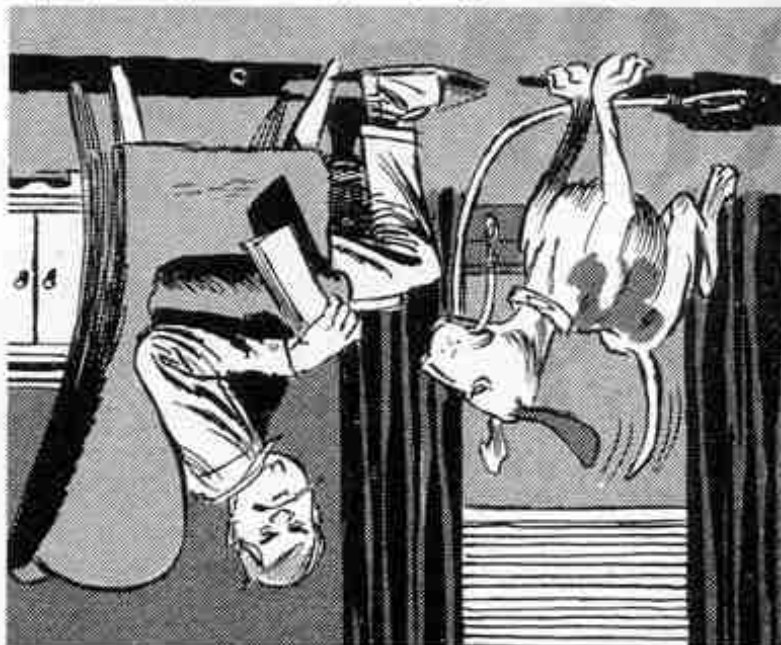
When will I get my camera back?	Спальни-комнаты, принимаютъ гостей въ которыхъ	Has the chamber-maid finished searching my luggage?	Поль ея устанъ ковранъ, и на снатъ люди.	Which corner of the room is mine?	Въ гостинной висъ кухнъ пригорованъ кухнъ кушанье.	What time is the ex-Commissioner's funeral?	Столвая-комната, которой кушаютъ	What time is the new Commissioner's funeral?	Около стола	Our guide is very friendly.	Въ столвой столъ стоять, въсколько	Tzee cho muz gho hon.
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Why was our guide liquidated?	Въ выхъ или въ крутой столъ и выскочи быфеть.	Why was our guide liquidated?	Въ выхъ или въ крутой столъ и выскочи быфеть.	Waiter, there's a dictaphone in my borsch!	Въ гостинной при събътные принасы хранятся въ	The handcuffs are chafing my wrists.	Поль ея устанъ стѣнахъ висять пр ковранъ, и на	Do you have a cell with a view?	Спальни ятъ люди; спальныхъ столъ кухнъ пригорованъ	Will I need my galoshes in Siberia?	Въ столвой столъ которой кушаютъ; и ужинають.	Is this how you treated Adlai Stevenson?	Около стола	I demand to see the American Consul	Столвая-комната, выскочи быфеть.	I demand to see the American Consul	Столвая-комната, выскочи быфеть.
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MASTER

TRAINING YOUR

LOSING THE LEASH



On your first walk, you will probably have to wear a leash. We know this is silly, but don't fight it. Play along with this stupid game at first. Once you are outside, clever maneuvering will teach your master who's the boss.



Immediately head for the nearest tree, whether you need to or not. Proceed to circle the tree several times so it will be impossible for your master to disentangle you. Such tactics should annoy him so much he'll unleash you.



If this fails, then without warning, start chasing something. This can be a cat, a bird, another dog, anything. Eventually, your master will have to let go of the leash. After a few days of this, he'll be thoroughly trained.

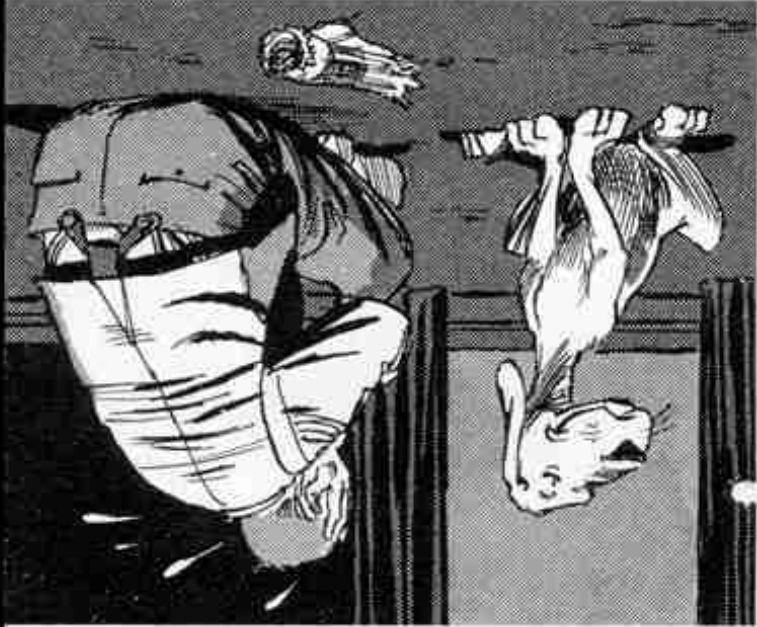
FETCHING HIS OWN PAPER



Don't be surprised if your new master expects you to carry his newspaper in the house from the front stoop. You can break him of this annoying habit immediately by using your paws and teeth to render his paper unreadable.

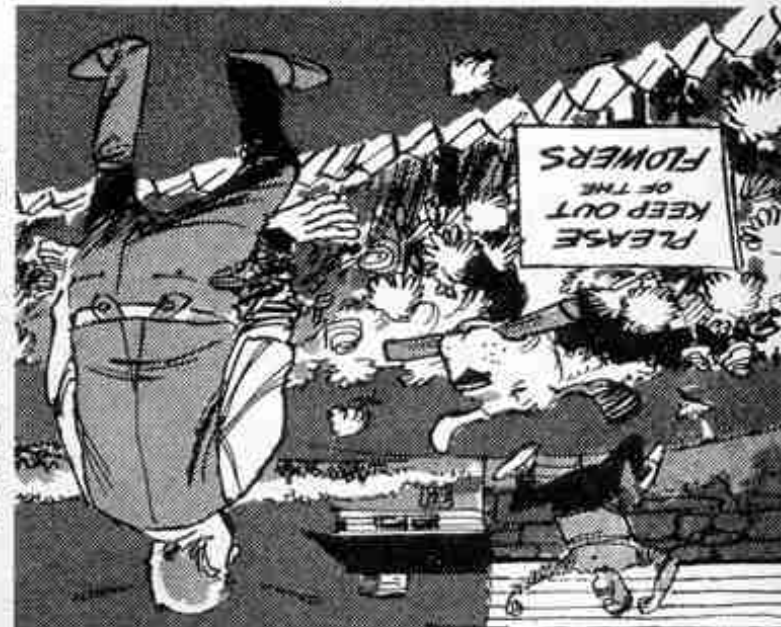


This may, of course, anger him. Brace yourself to be whacked several times on the rump with the rolled-up paper. More often than not, it will not hurt at all, but don't you let on! Instead, just look sad-eyed and whimper softly.

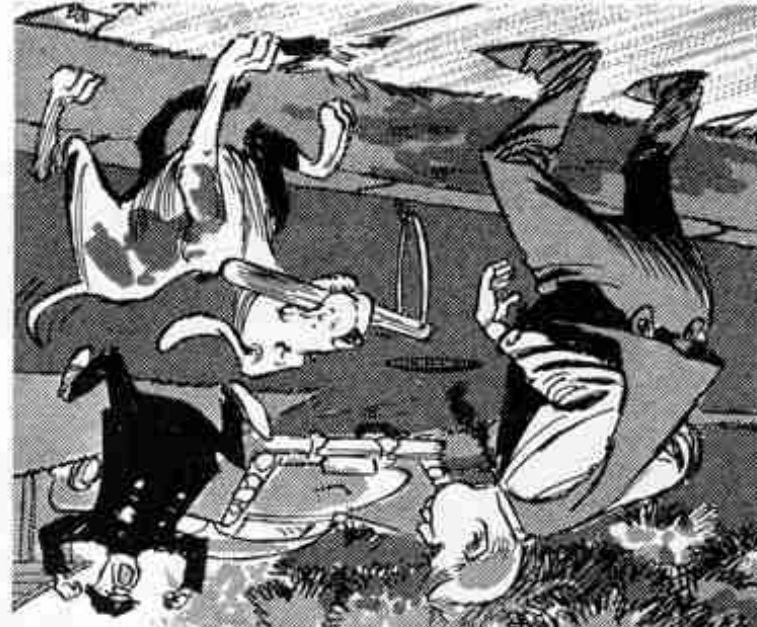


This will cause your master to feel sorry for you, and guilty for losing his temper. He will hate himself for what he has done, and apologize over and over. Be noble and don't laugh in his face. After all, he's only human!

THROWING THE STICK



**Wolfsbane: An old maid.



There are several variations of this game which you can teach your master. One of these is to fetch the wrong stick and see if he notices any difference.

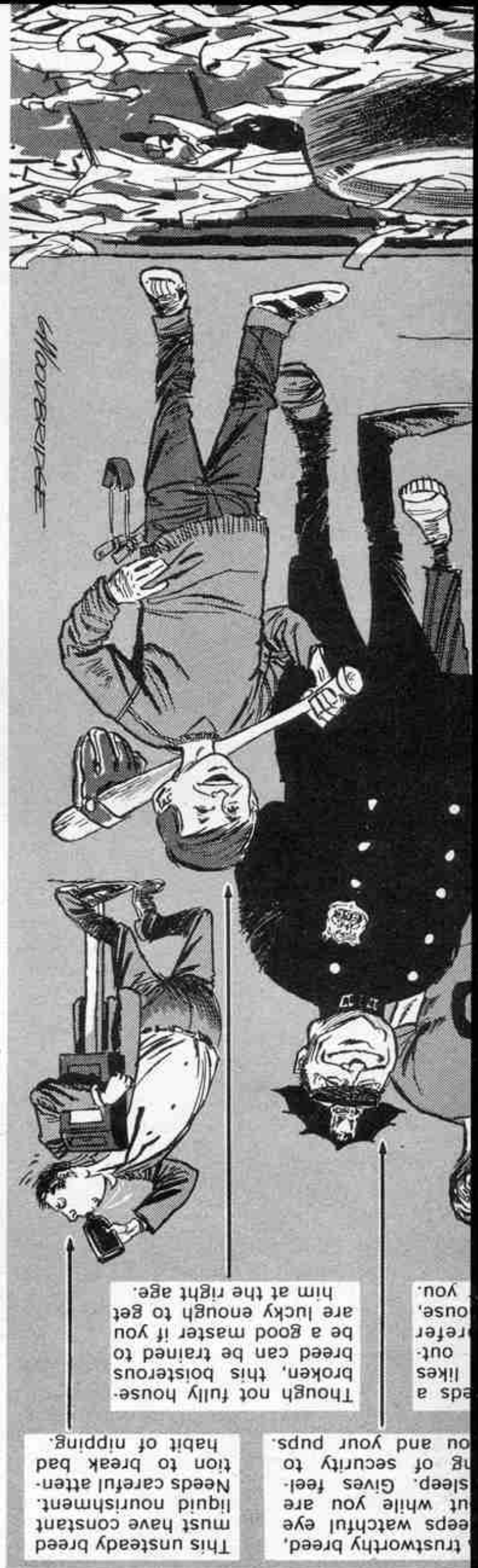
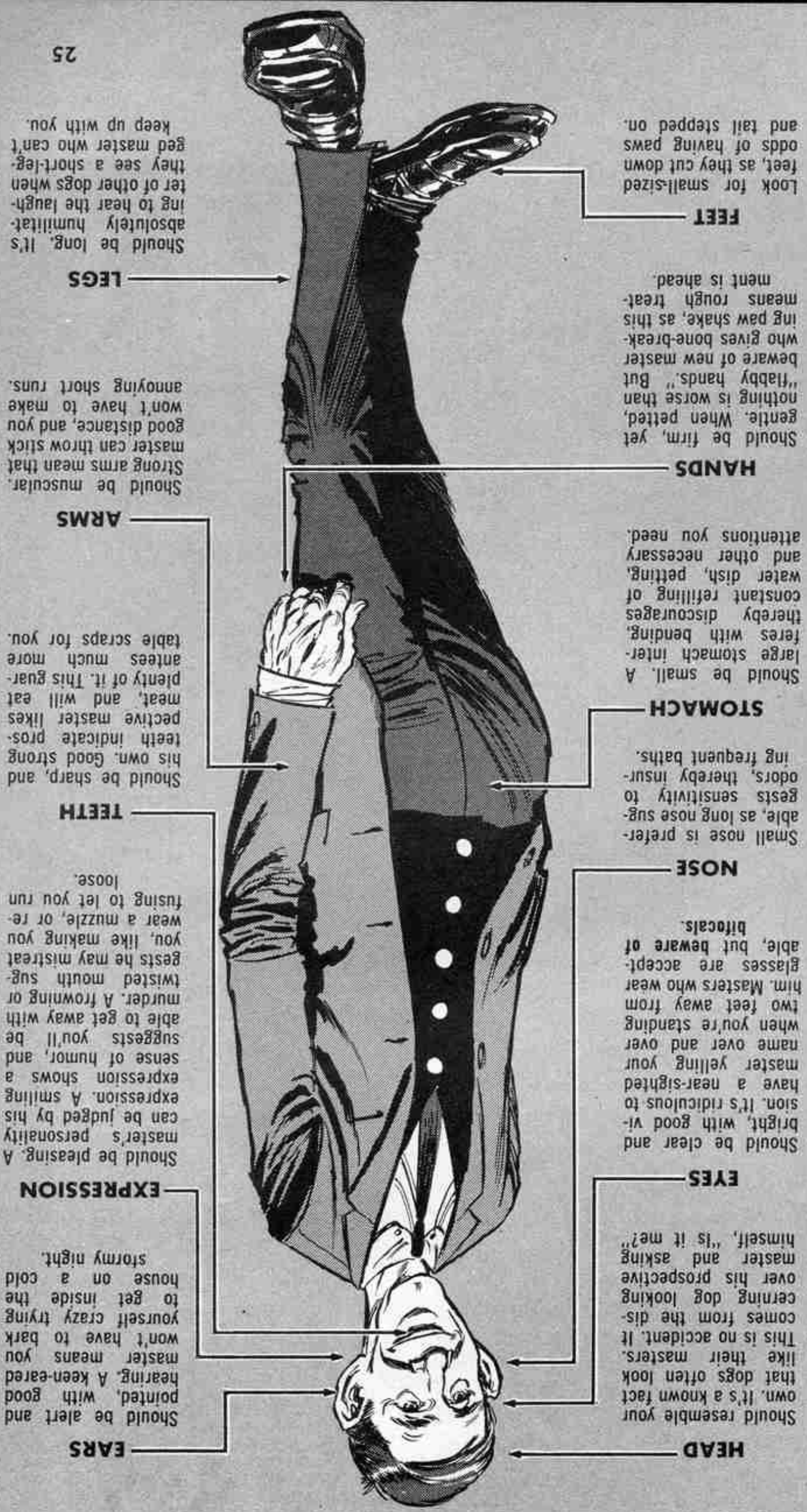


Do not be angry if he doesn't master tricks the first time. Be kind to him. Remember, even tho he's just a dumb animal, a man is a dog's best friend.

OUR MASTER

CHECKING YOUR CHOICE

Once you have chosen your breed of master, you must carefully check his individual specifications. A well-bred master can be judged by examining the following parts of his body. If they fail to meet all these rigid standards, bite him and start searching all over again.



**Forum: Not againstum.

CHOOSING YOUR BREED

There are various breeds of masters a potential human-bark, wagging your tail, pawing him soulfully, and whining. Human over by such demonstrations of aff outset, you'll have your master thing

This breed has a long pedigree, is accustomed to a rich life. However, can make life miserable through constant barking, and may snap at you and all your friends.

Loyal, friendly and kind, but with no sign of pedigree. Often very unclean, and may annoy you with scratching.

This is a breed that must be avoided at all costs. Continually gets underfoot. But what is even worse, continually takes attention away from you.

This meek and dejected breed has never learned to master his own life, so he can hardly be expected to master yours. A G O O D B E T !

It costs this breed a lot of money to feed herself. The cost of her own food may mean skipping meals for you.

It costs this breed very little money to feed himself. Unfortunately, he may have the same attitude toward feeding you.

Do not be fooled by kind face of this breed. Although her treatment may be gentle, you're in for a bad time as she's almost certain to own a cat.

Absent-minded breed, lives in world all his own. Can be expected to forget to walk you and feed you. However, can also be expected to forget to bathe you.

Hardy breed, needs a lot of exercise, to romp around the side. If you are lying around the then he isn't for



A DOGHOUSE IS NOT A HOME DEPT.

**Conjuror: Tricky lawyer.

Have you noticed how, more and more, dog owners are treating their pets like members of the family? Well, we at MAD have discovered that this trend toward letting Fido eat in the dining room, sleep in the master bedroom, and generally run the lives of the people around him comes

as no accident. Actually, it's part of a calculated plan by the Dog World, and we hesitate to guess where it will all end. To support our claim, we offer in evidence the following book, which we forcibly took from a cute little Cocker Spaniel puppy in a petshop window the other night:

HOW TO CHOOSE AND TRAIN YOUR MASTER

By

BRUCE BEAGLE

President, WOOF
(World Order Of
Flea-Scratchers)



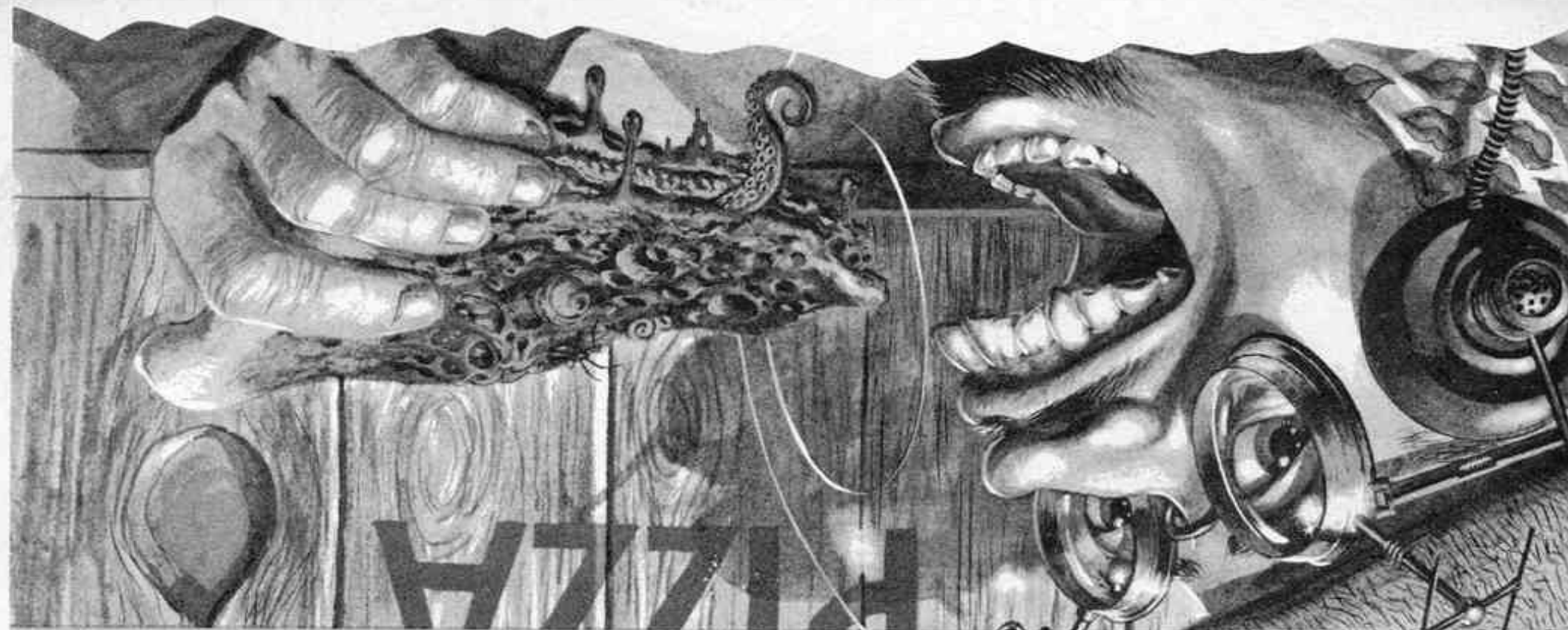
Including Special Sections On:

CHECKING YOUR MASTER'S PEDIGREE • GETTING OUT-OF-DOORS WHEN NOBODY'S HOME • CO-EXISTING WITH CATS AND CHILDREN • OBTAINING A LOW LICENSE NUMBER • SIX METHODS FOR GETTING A NEW DOGHOUSE • WHAT EVERY PUP SHOULD KNOW ABOUT PETTING • GETTING YOUR OWN WAY THROUGH HUNGER STRIKES

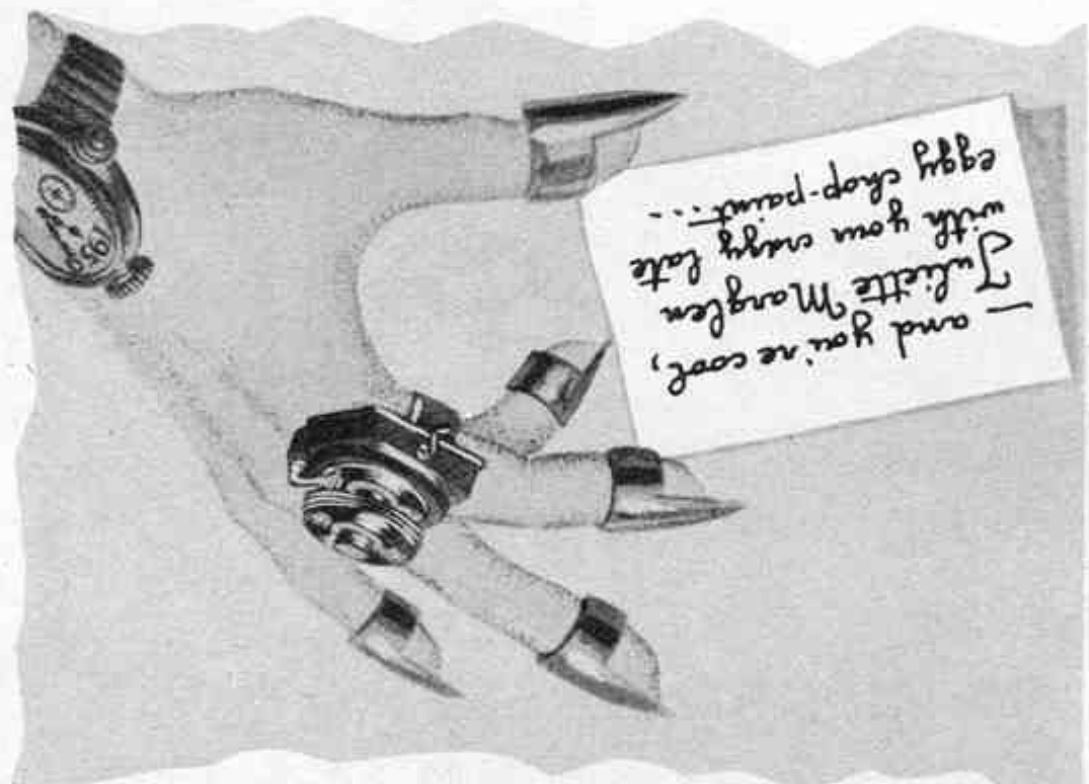
DE-LUXE PAW-INDEXED EDITION

**A RANDOM
DOGHOUSE
SELECTION**





**He lays on only GLEEM-the choppergrease
for cats who can't sand after every scoff**



*and you're cool,
Juliette Marglen
with you carry late
eggy chop-paint...*



**"Man, I never
make the scene
with more than
20 skins in bread,"
says DIZZY GILLESPIE
Star of Stage, Screen
and Outer Space**

**ONLY
VICEROY HAS
A SWINGING CAT'S
REED...
A VIPER CAT'S
GROOVE!
This cat's hip
to the sound. Digs
the groove from
what's nowhere, picks up
on the specks 'stead
of fakin' them!**



The Cat Who Swings His Own Axe Digs...

RSUADERS

In pegging a gone reed weed ...

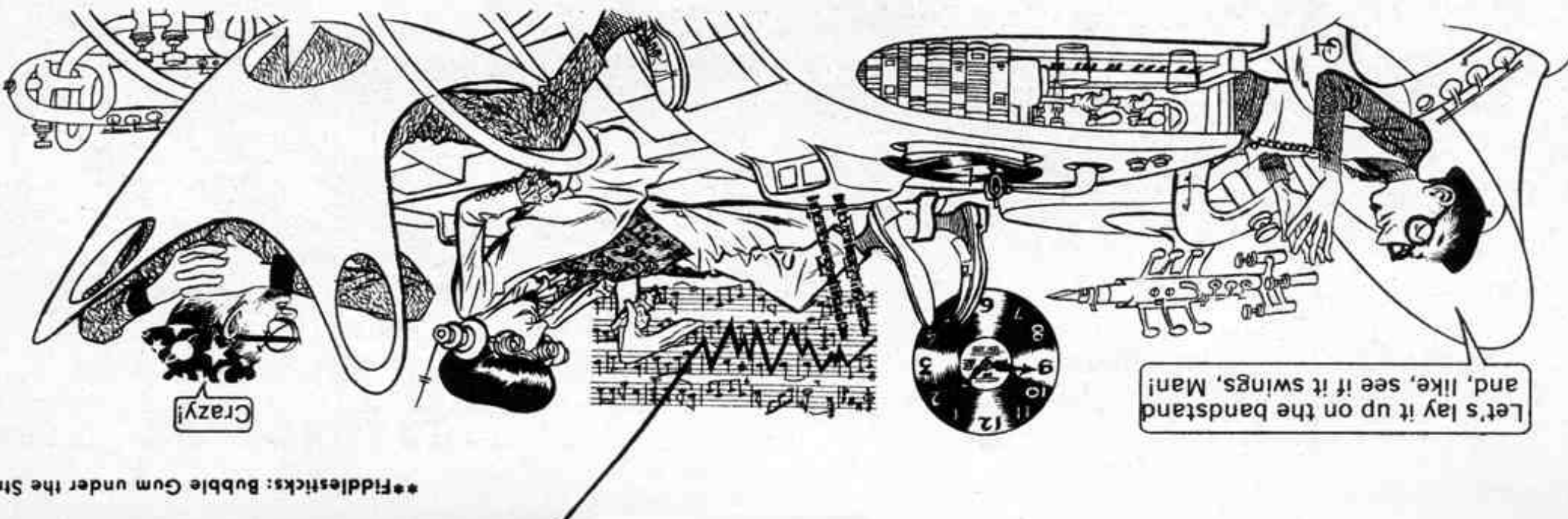
IT'S WHAT'S WAY OUT THAT SCORES



MR. MILES DAVIS DIGS THE HERTZ CONCEPTION...



For colds



GREY FLANNEL GOATEE DEPT.

THE HIDDEN PERSUADERS

Advertisingwise, Madison Avenue has directed its sales pitches at practically every special-interest group you can think of. However, ads directed at one particular special-interest group have been conspicuous by their absence. Mainly, we're talking about ads directed at members of the "cool" generation. With this article, MAD presents, samplewise, what the "cats" can expect once some way-out new Madison Avenue combo gets the message, blows a new sound, and...

become

THE HIP PE

PICTURES BY WALLACE WOOD



COOL CATS CONCUR Calvert COMES ON CRAZY LIKE

The King Kong of every Cool Caper



Nobody puts their cotton-pickers on her new Admiral Picture-Puller...

(It's got a crazy far-out switch-box)

like, fake it
all the way...
but come on with

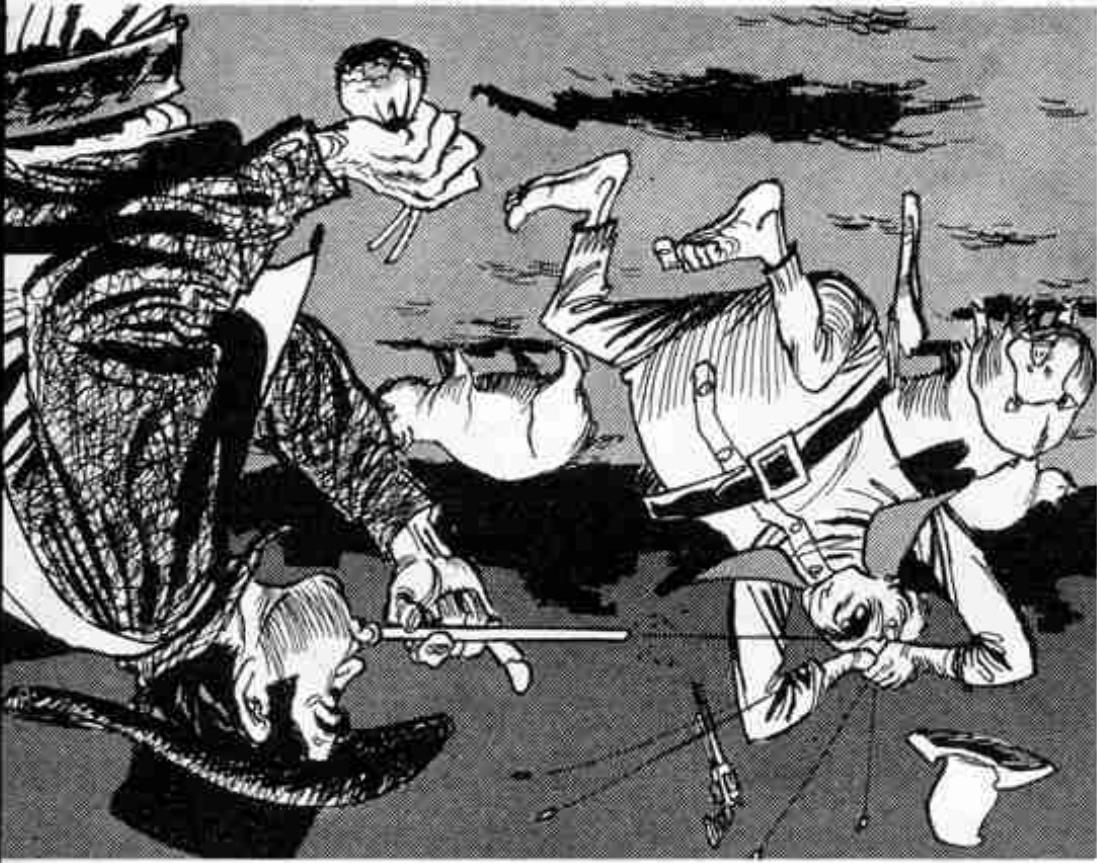
ARPEGE

LANVIN PARFUMS • PARIS



**Colt 45: Middle-aged horse.

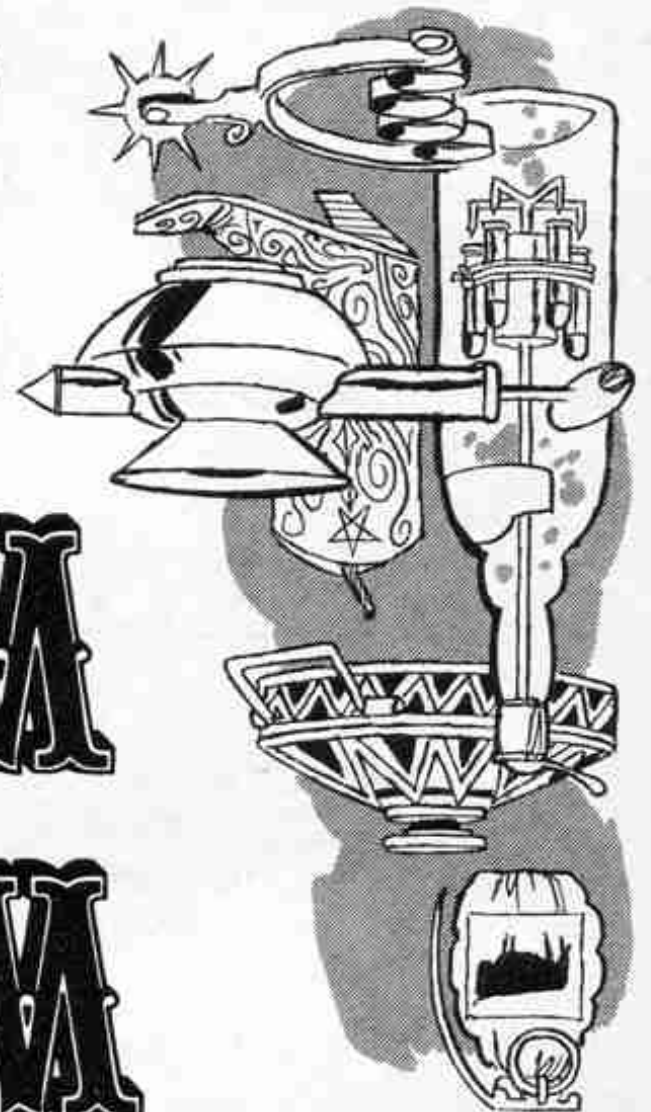
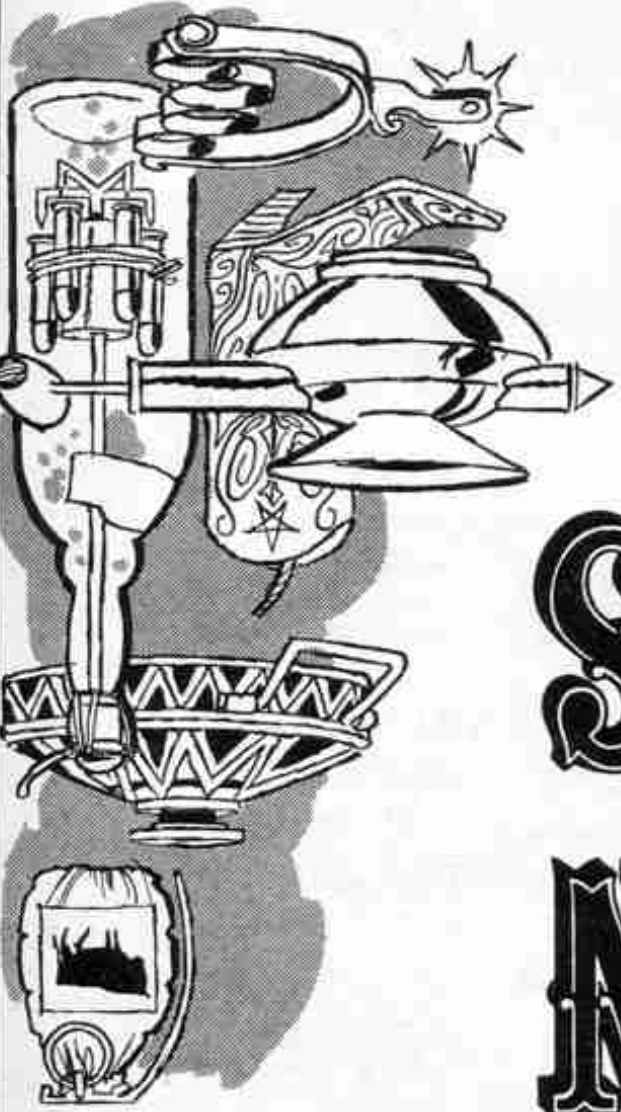
MATT MERINGUE



VINT BLOWHARD

PICTURES BY GEORGE WOODBRIDGE

WESTERN WEAPONS OF THE FUTURE



HAVE SPITTOON—WILL TRAVEL DEPT.

HAVE YOU NOTICED LATELY HOW THE PISTOL IS VANISHING AMONG TV WESTERN HEROES?



"Zorro"

carves his initials with
A SWORD



"Jim Bowie"

carves his enemies with
A KNIFE

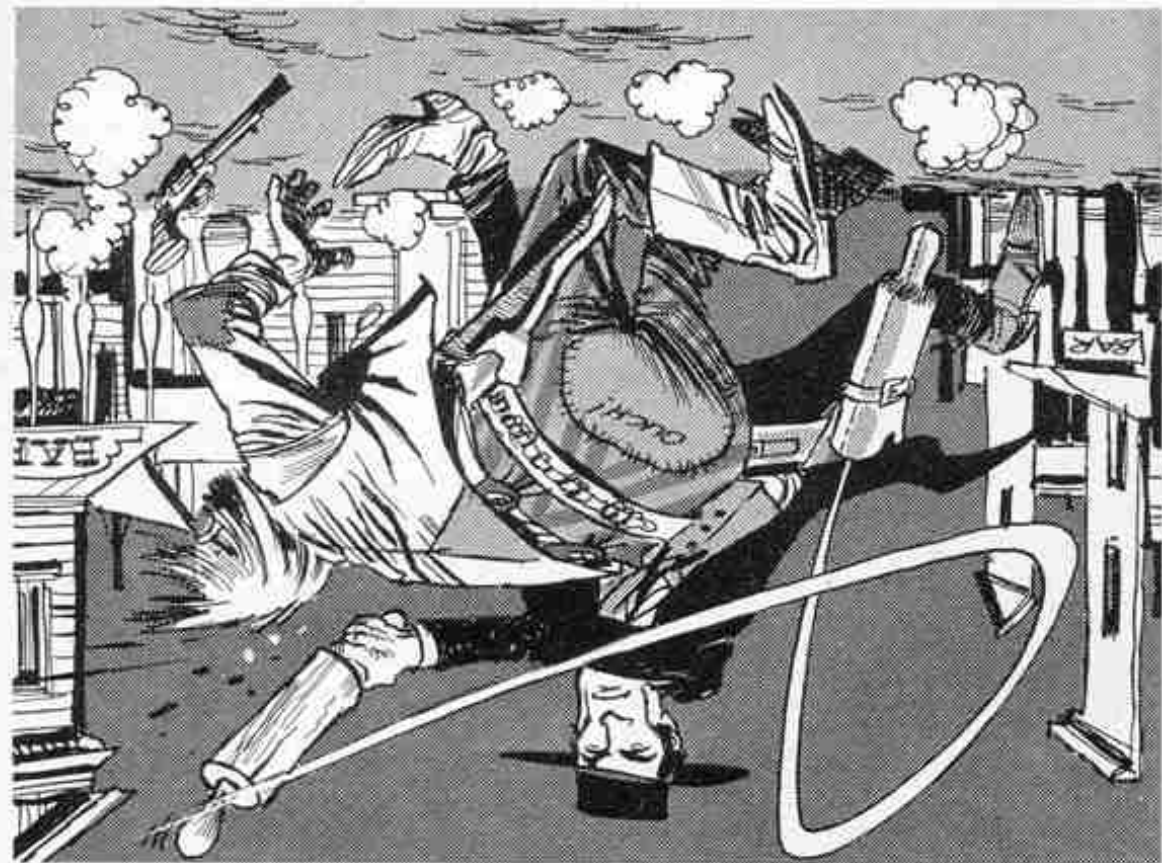
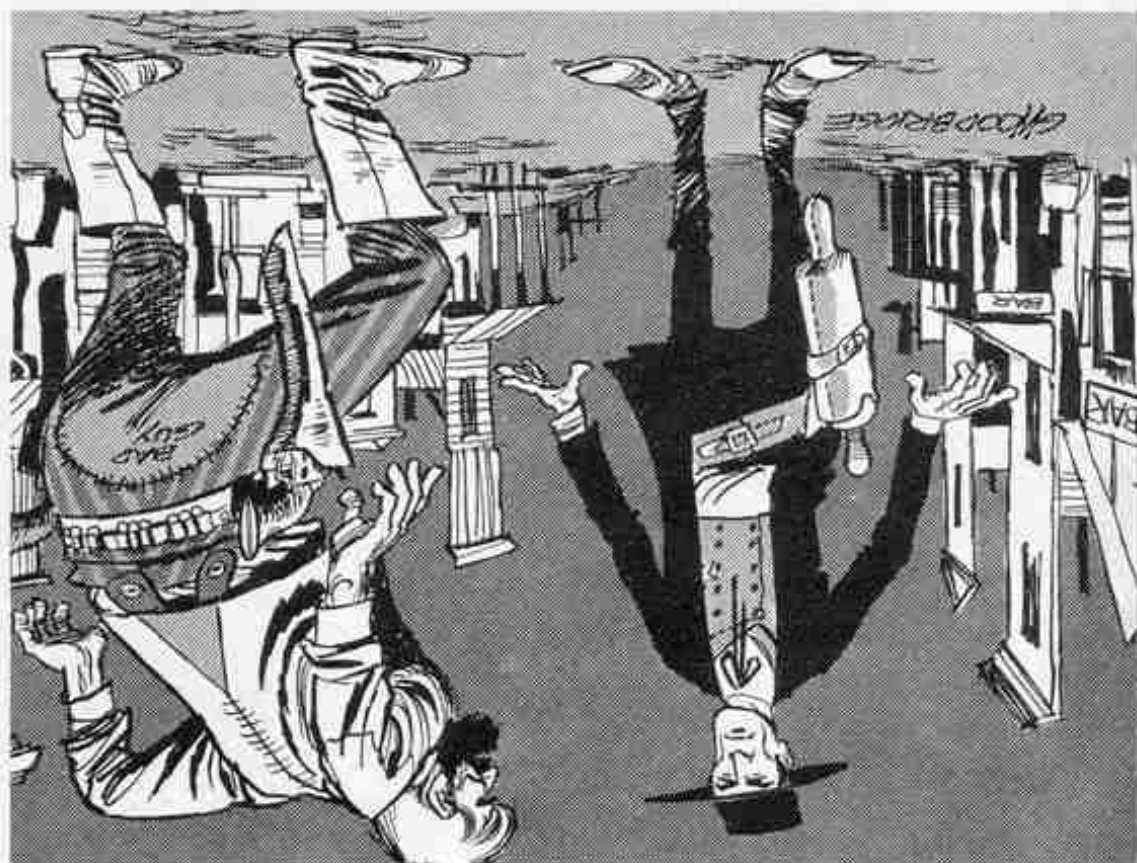


"Bat Masterson"

belts the bad guys with
A CANE

MAD PREDICTS THAT IN A SHORT WHILE, THE ONCE-MIGHTY SIX-GUN WILL DISAPPEAR COMPLETELY, AND WE'LL BE SEEING A RASH OF NEW TV WESTERN HEROES USING THESE

WYATT BOP



BRETT SLING



Photo as used by HOUSE AND GARDEN

Penthouse Decorated in Tasteless Elegance



J. ORLANDO PHOTO SERVICE

The luxury of penthouse living is clearly demonstrated in the apartment of the late New York stockbroker, Irving Finster. Decorated in contrasting tones of lavender and orange, the tastefully appointed living room combines mod-

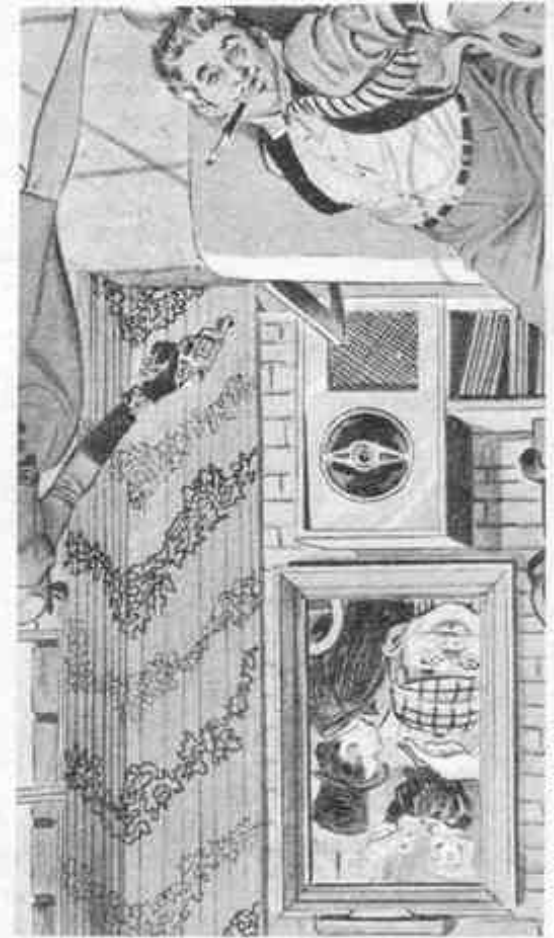
ern beauty with Victorian absurdity. Furniture is by Hans Farshimmelt, carpeting is by Rancid, and draperies are by The Window. Entire room is set off by Chateaufort-tinted in-direct lighting. Entire apartment is set off by Dynamite.

Photo as used by HOLIDAY

EARLY VAN DREK PURCHASED BY STOCKBROKER

Photo as used by ART NEWS

"Barmaid At The Moulin Rouge," painted by the French Impressionist, Scroulous Van Drek, (1850-1950) decorates the New York apartment of the late Irving R. Finster (1900-1959), a prominent stockbroker. A well-known collector and art connoisseur, Finster purchased the painting for a price estimated at \$175,000, but actually closer to \$7,98. The painting is an early example of the Blue Absinthe period.



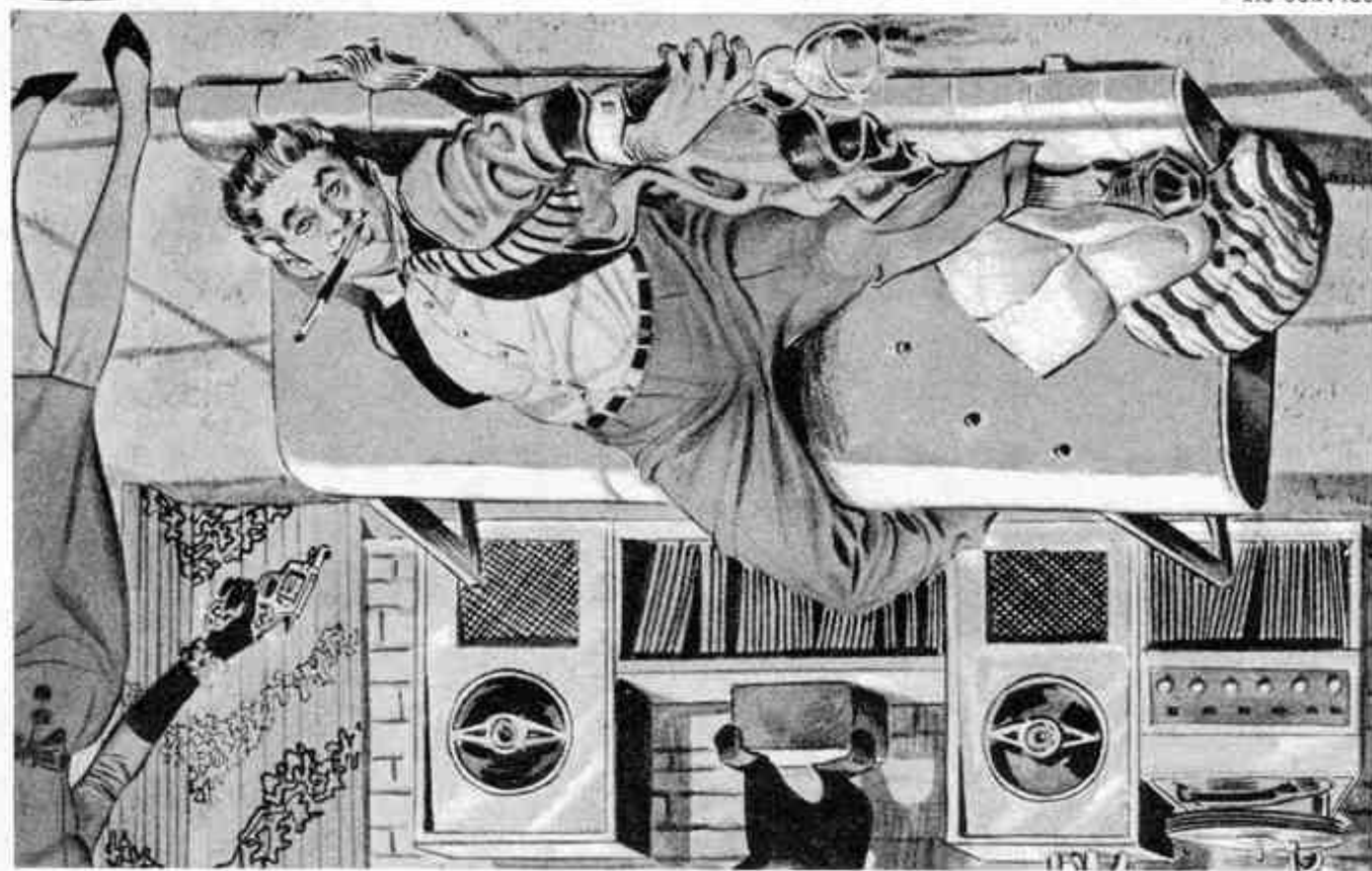
ALFRED E. ORLANDO

The incomparable beauty of the New York skyline at dusk is captured through the glass terrace doors of a 36th floor East Side penthouse on a clear Spring morning.



MELVIN ORLANDO

Photo as used by **HI-FI & MUSIC REVIEW**



**Stereo Placement
Vital to Proper
Sound Convergence**

To attain the best results with your stereo system, it is advisable to set up your speaker units so that the sound converges at the point where you will spend the most time. An example of this is shown by the stereo system installed in the penthouse apartment of the late Irving Finster, stockbroker and Hi-Fi enthusiast. Note that the sound converges on the area of the sofa. Equipment includes Dual 24" Hrumph speakers, a Frumpt 7-speed changer, a Mänge 5-channel amplifier, a Click diamond-studded cartridge, and an Atrocious price tag.

Photo as used by **BUSINESS WEEK**

VICE-PRESIDENCY OPEN AT MYRTLE, LAUNCH



Wall Street is speculating as to who will succeed the late Irving Finster (shown above) as Junior Partner, and Vice-President of Myrtle, Launch, Purse, Finster and Beansoup. A veteran of 27 years with the company, Finster served 14 years as Vice-President, after working up from Assistant Ticker-Tape-Tosser. Likely replacement is firm's youngest partner, Campbell Beansoup, son of Melville Myrtle, son-in-law of Otto Launch, and first cousin of Harvey Purse.

Photo as used by **SPORTS ILLUSTRATED**

**New jewel-handled
revolver favored
by sportswomen**



A new jewel-handled 22 caliber revolver is fast becoming the favorite of sportswomen everywhere. The feminine firearm holds six shells, or five shells and a small lipstick, and measures five inches in length. Small enough to carry in pocket or purse, the weapon is reported to be extremely accurate when fired straight. Other revolvers for women are available, featuring handles in- set with pearl, ivory and mink. Created by Miss Ann Wesson, Co.

**SLIT SHEATH
LEADS 1959
FASHIONS**



The off-the-back, off-the-shoulder slit sheath has become a "must" item for the off-the-nut well-dressed woman. Exquisitely designed by Pierre Voila in Paris, this original blend of silk and burrap is priced at \$249.50
(Model: Zaida Zuzaff)

Today, more and more magazines are discovering that, in order to keep up their high circulation, they've got to print the kind of photographs people want to look at . . . mainly the ones spiced with sex and sensationism. And this creates quite a problem. Most

high-class family-type magazines can't print a picture just for the sake of being sensational! So what can they do? They can phony up a sensational picture with a caption that makes it *look* respectable! To show you what we mean, here are some examples of . . .

HOW

HIGH-CLASS MAGAZINES CAN USE LOW-CLASS PICTURES

THE ORIGINAL PHOTO AS IT APPEARED IN A LOW-CLASS NEWSPAPER

MILLIONAIRE PLAYBOY SHOT BY SWEETIE IN LOVERS' QUARREL



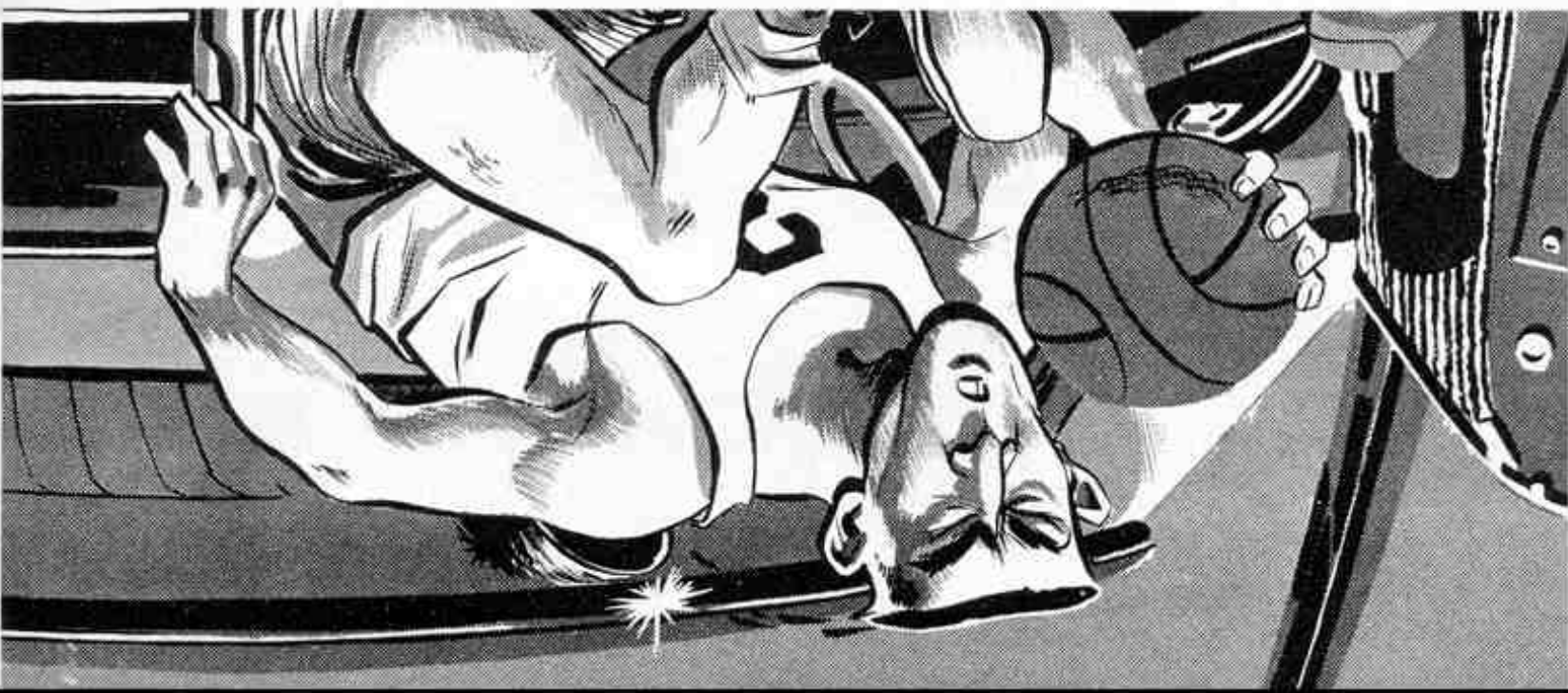
Shapely model Zella Zitzlaff smiles for photos after pumping five bullets into body of millionaire boyfriend, stockbroker Irving Finster. Shooting took place last night after hour-long argument in Finster's plush East Side penthouse apartment. "The heel didn't come across with the mink he promised, so I plugged him!" confessed Miss Zitzlaff.

DAILY SFW Photo by Orlando

The most amazing difference between old-fashioned auto accidents and modern auto accidents is that it is no longer necessary for the car to be moving!



**Germicide: Nazi form of Hara-Kiri.



Even though this latest design style is comparatively new, it has already chalked up quite a few surprised victims. It seems that these razor-edged fenders neatly slice anyone or anything that happens to come even close.

THE SLANT-FENDER SLASH

Not enough reports are available in this category, as this safety feature is a relatively new one. The few that have been received are almost impossible to believe. But by using imagination, we can certainly see the possibilities.

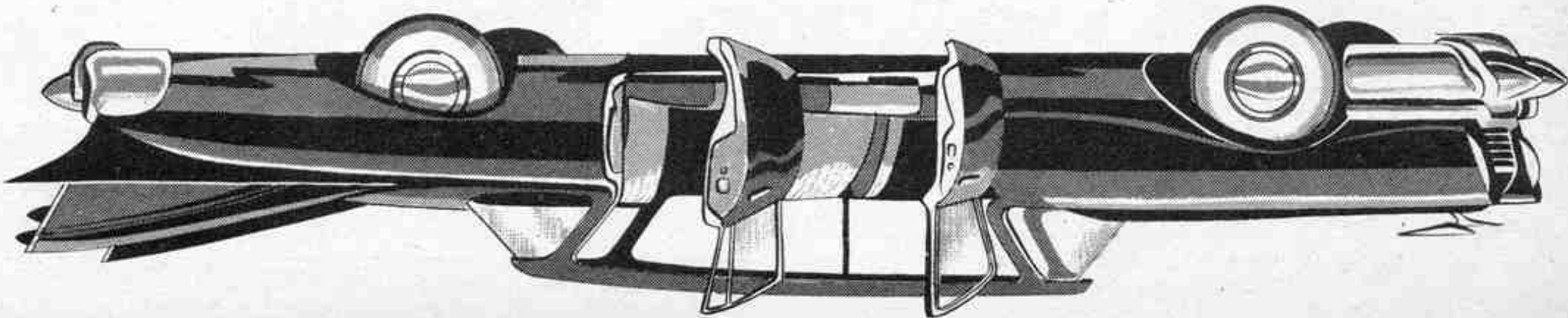
THE SWIVEL-SEAT ABRASION

The majority of mishaps in this category include only passengers in the rear seats being affected. However, some isolated cases are reporting drivers being crushed against the steering wheel and dashboard while moving forward.

THE POWER-SEAT CONTRACTURE

This accident is usually caused in two ways — entering the car — or leaving it. Bending low is one way to avoid it. However, extreme caution must be used so one does not accidentally strike the face against steering column.

THE LOW-SILHOUETTE CONCUSSION



AUTO ACCIDENTS

PICTURES BY BOB CLARKE

THE DOUBLE-HEADLIGHT COMA

Once upon a time, this accident was caused by oncoming "brights." With today's double-headlights, it is now even being caused by oncoming "dims." In fact, a few cases were reported occurring in broad daylight with no lights on.



**Hackney: Physician's reflex test.

THE HOOD-RELEASE LACERATION

A large number of modern mishaps fall into this category, mainly among service station personnel. Hood acts as if it's stuck, then suddenly springs open, catching victim by surprise—also by chin, nose, teeth, forehead, etc.



THE GAS-COVER AMPUTATION

The high-tension spring which keeps the modern gas tank cover closed contributes much to this injury, but the main damage is caused by the knife-like edges left when the cover itself was stamped out of that metal sheet.



One need only to compare the automobiles of yesterday with the automobiles of today to note the amazing progress being made in modern auto designs. And one need only to compare the files of doctors and hospitals of yesterday with the files of doctors and hospitals today to note the amazing progress being made in

MODERN

THE DAGMAR FRACTURE

One of the commonest of modern auto accidents being reported, this mishap usually succeeds in shattering the kneecaps, fibula, femur, and shins. Shorter people report having teeth knocked out, and also being stuck in the ear.



THE TAIL-FIN GORE

This mishap usually occurs when unwary pedestrians accidentally back up into parked cars. Also, an increasing number of ruptured stomachs are being reported, too, especially from areas where the lighting facilities are very poor.



THE POWER-WINDOW STRANGLE

An increasing number of mishaps caused by this latest innovation in labor-saving devices has been reported, especially among those younger auto passengers who hang out windows. Can be serious if not remedied in reasonable time.



—any kind of sound—and he's mainly interested in obtaining authentic recordings of these sounds so he can give his Stereo set a good work-out. To keep Stereo addicts happy, record companies are meeting their demands with a deluge of new Stereo albums like these below, all devoted to . . .

STEREO

PICTURES BY WALLACE WOOD

THE WATERFRONT
Sounds In All Their Natural Beauty

ALBUM No. 226
Glugg

IN STEREO

**SNIFFLES OF A SICKLY WHARF RAT
 **A GIANT CRANE DROPPING A VOLKSWAGEN
 **GAY REPARTEE OF PICKETS DURING A LONGSHOREMAN'S STRIKE
 **BORED TUG CAPTAIN ATTEMPTING TO PLAY "NOLA" ON A FOGHORN

Authentic Sounds From The World's Most Beautiful City

I Love PARIS
In Stereo

Comments of Two Men from Omaha at the Folies Bergere
 Near-Sighted Starlings Flying into the Eiffel Tower
 Car Door Slams by Doorman Who Didn't Get Tips
 Crowd Noises at a Convention of Former Premiers

A
 SLUDGE
 Collector's Item

Sports Cars In Stereo

Racing Thrills in Hi-Fi!

AN ASTON-MARTIN CRASHING THROUGH A HEN HOUSE
 SPECTATORS EATING PIZZA DURING THE MILE MIGLIA
 A TR-3 GARAGED WITH THE MOTOR TURNED OFF
 JUAN FANGIO COUNTING HIS MONEY

It's True Stereo.
 It's a Miracle

STEREO SOUNDS of NEW YORK at MIDNIGHT
RECORDED AT 30 - 20000 C.P.S.

DAMOTICA
 SON OF HAMLET
 LATE SHOW
 MOXIE
 TWISTED
 CHEVROLET
 DSC

EARSPLITTING RECORDS

—PIGEON FOOTSTEPS IN WASHINGTON SQUARE
 —WHEEZINGS OF A MOUNTED POLICEMAN'S ASTHMATIC HORSE
 —TWO DRUNKEN U.N. DELEGATES SINGING "ANNIE LAURIE" IN SWAHILI
 —CHARWOMEN KICKING THEIR BUCKETS IN LOBBY OF CHRYSLER BUILDING

Just when it looks like Hi-Fi is about to run out of steam, the record companies come up with a new gimmick—Stereo! This innovation carries

Hi-Fi addiction far beyond the stage of purchasing mere "musical" records. Once he's been hooked, the "Stereo" bug is concerned only with sound

authentic sounds in

MILLSTONE RECORDS PRESENT

AN OLD-FASHIONED STEREO CHRISTMAS

A Doberman Pinscher Tips Over a Christmas Tree
A Christmas Goose Makes a Final Plea for Clemency
A Child Who Wanted A Puppy and Received Mittens, Reacts
A Father Comes Home From an Office Party and Falls Through the Picture Window

SOUNDS OF AMERICAN INDUSTRY

In Stereophonic High Fidelity

MASS-CULPING DURING COFFEE BREAK AT RIVER ROUGE
 SOUNDS OF THE SHERMAN ANTI-TRUST LAW BEING BROKEN
 HEARTBEAT OF A NERVOUS WORKMAN IN A NITRO-GLYCERINE FACTORY
 GIANT MACHINES STAMPING LARGE STEEL LUMPS INTO SMALL STEEL LUMPS

demented RECORDS

AUTHENTIC RAILROAD SOUND

Now in Stereophonic Sound

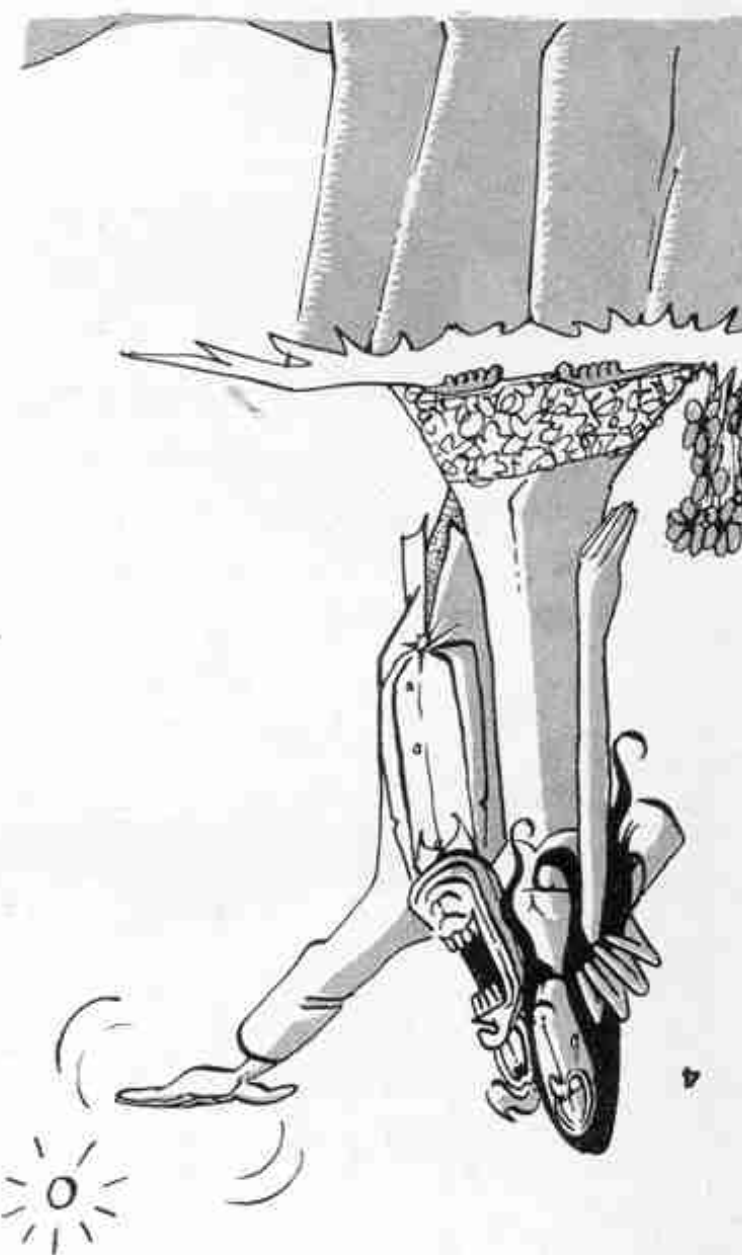
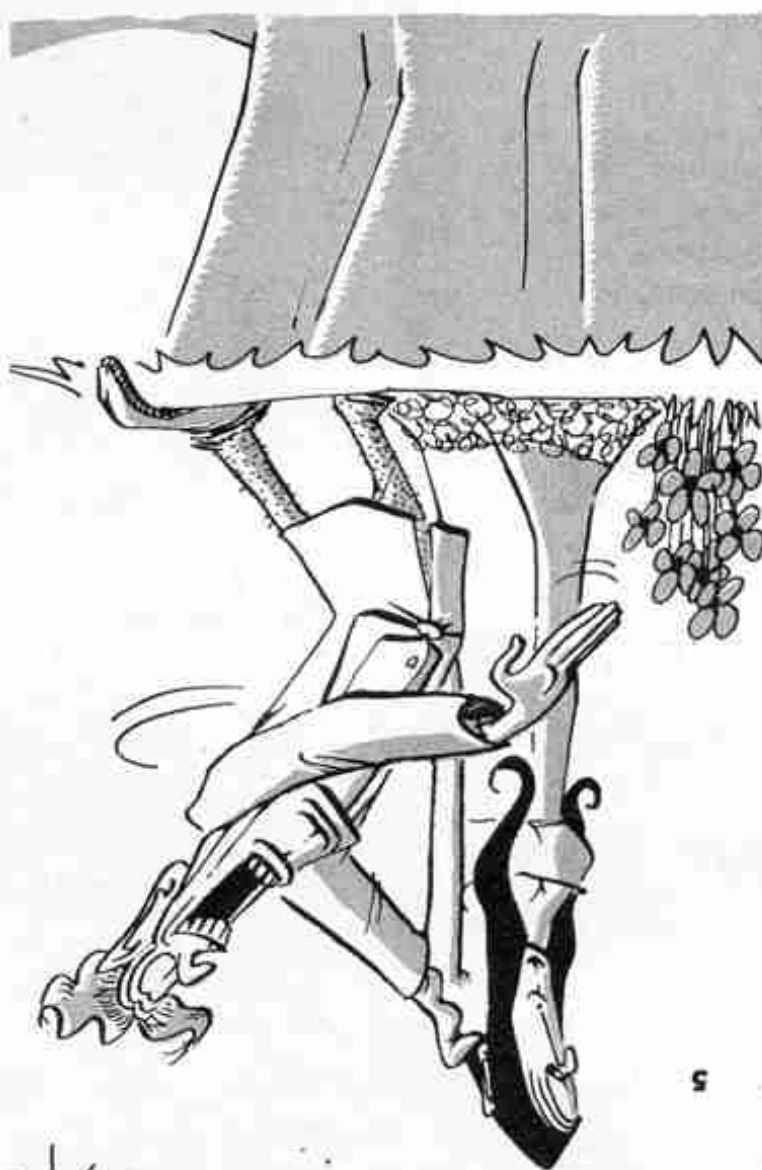
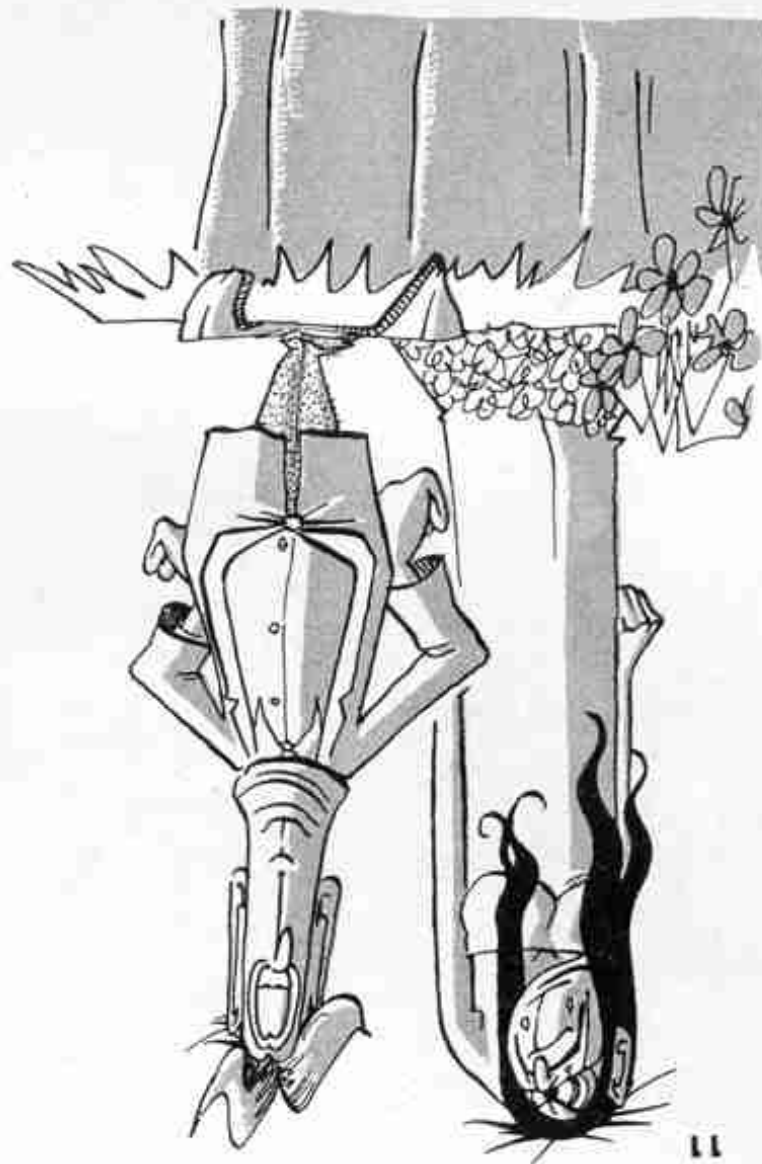
DIRTY JOHN

A B & O Switchman Belching
 Three Drunks in a Santa Fe Club Car
 A Diesel Horn Filled with Ginger Ale
 Collision of a Rock Island Switch Engine
 With a Swift Packing Company Cattle Truck

A STEREO STUDY OF THE AMERICAN DESERT

Off Center RECORDS

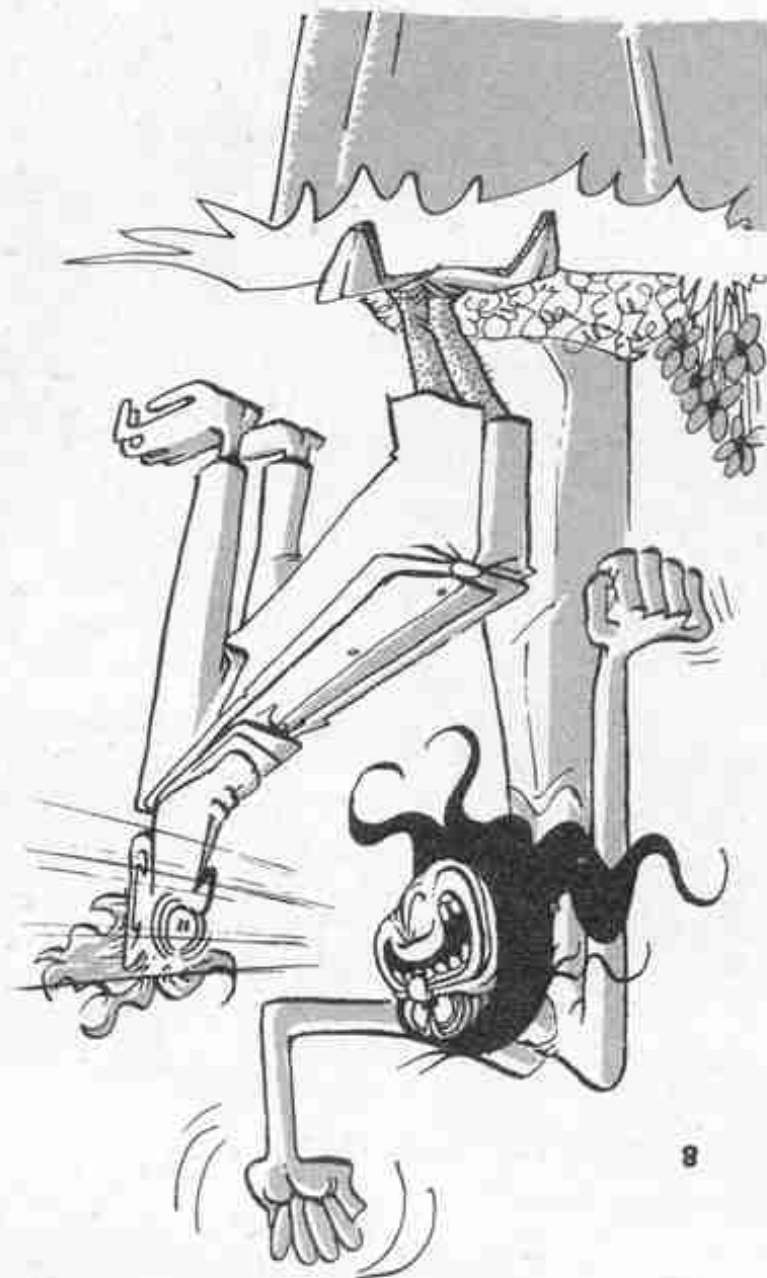
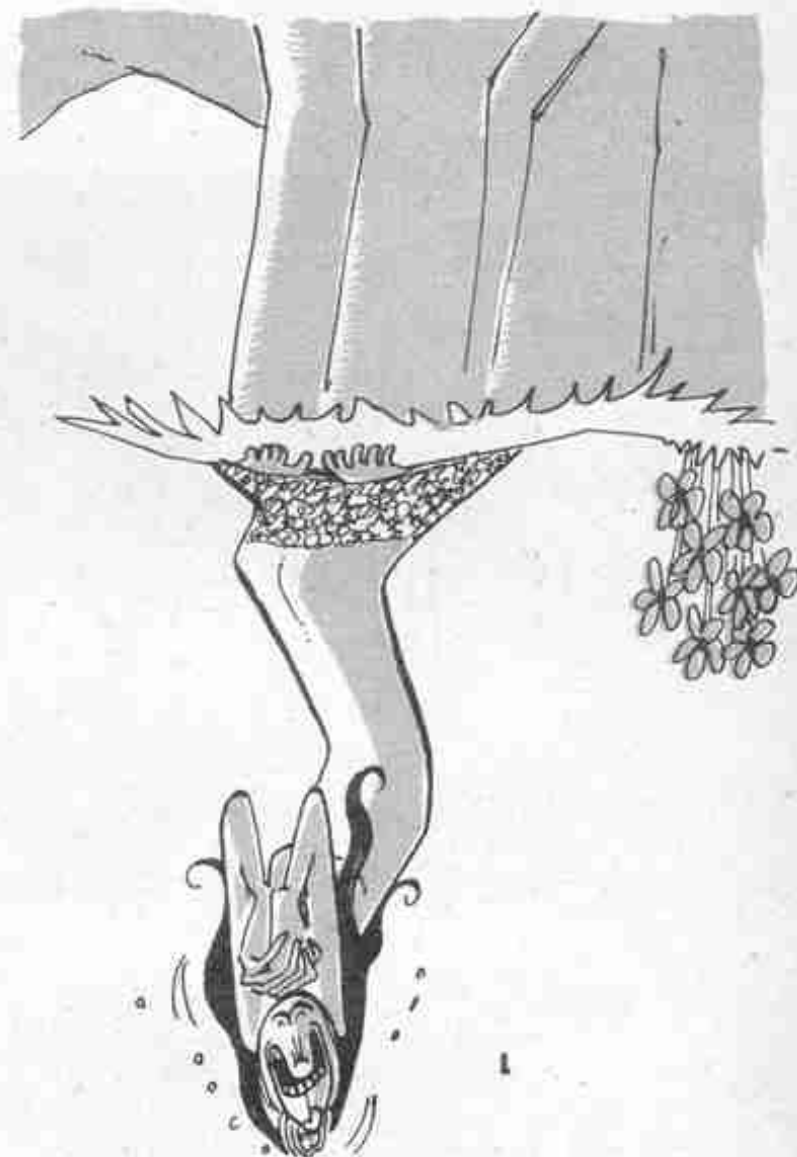
Sounds Heard at Dawn in the American West
 SEVEN MINUTES OF NOTHING GOING ON IN DEATH VALLEY
 UNLUCKY TOURIST LEAVING LAS VEGAS ON FOOT
 THINGS THAT SLITHER, SLIDE AND CRAWL
 BELL OF A GOOD HUMOR TRUCK THAT TOOK
 THE WRONG TURN OUTSIDE YUMA



SUICIDE

Don Martin, who is kind, and understanding, and tolerant, and an idiot, tells us about the time he was instrumental in deterring

THE





BRETT MAVERICK,
who tangles with...

...the Ed Sullivan Show,
when it brings you...

...The Steve Allen Show!



...it's such a comfort to take the bus! It's eco-
nomical and it's fast, too! Greyhound buses go
from New York to Boston in only...

...seven months, and that
doesn't include the time
spent in the hospital.

Well, your recovery and return to
golf will certainly be an inspira-
tion to all of us! As for me...

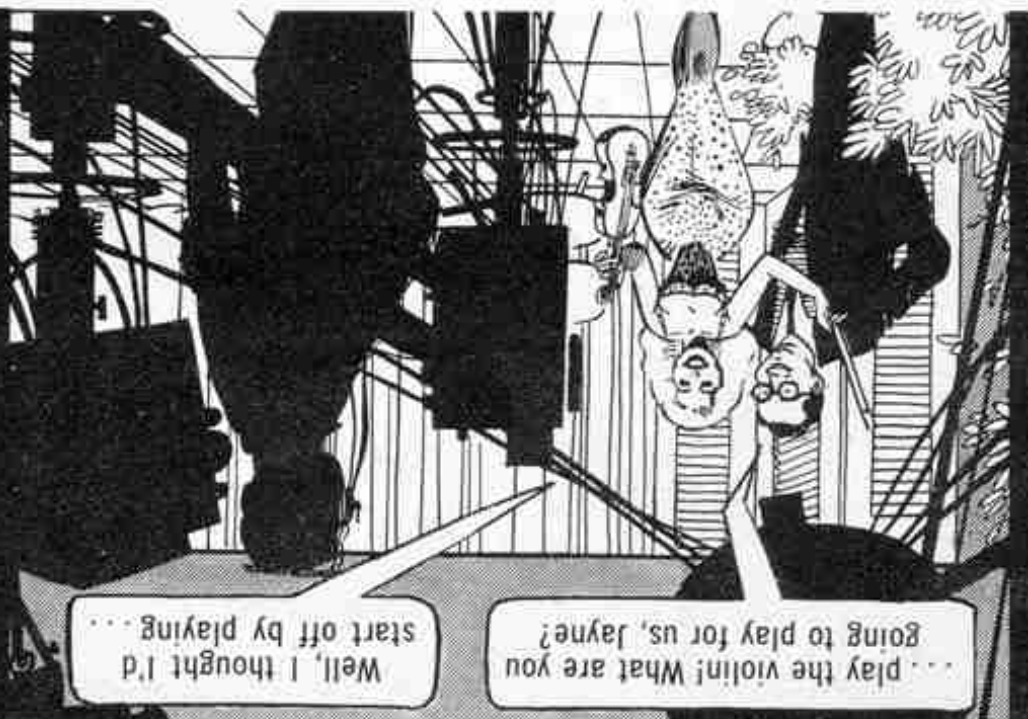


...A full house!
What have you got?

I've got...

NEXT WEEK
THE MAN WHO
WOULDN'T
BE
DUMPED
V. NIXON

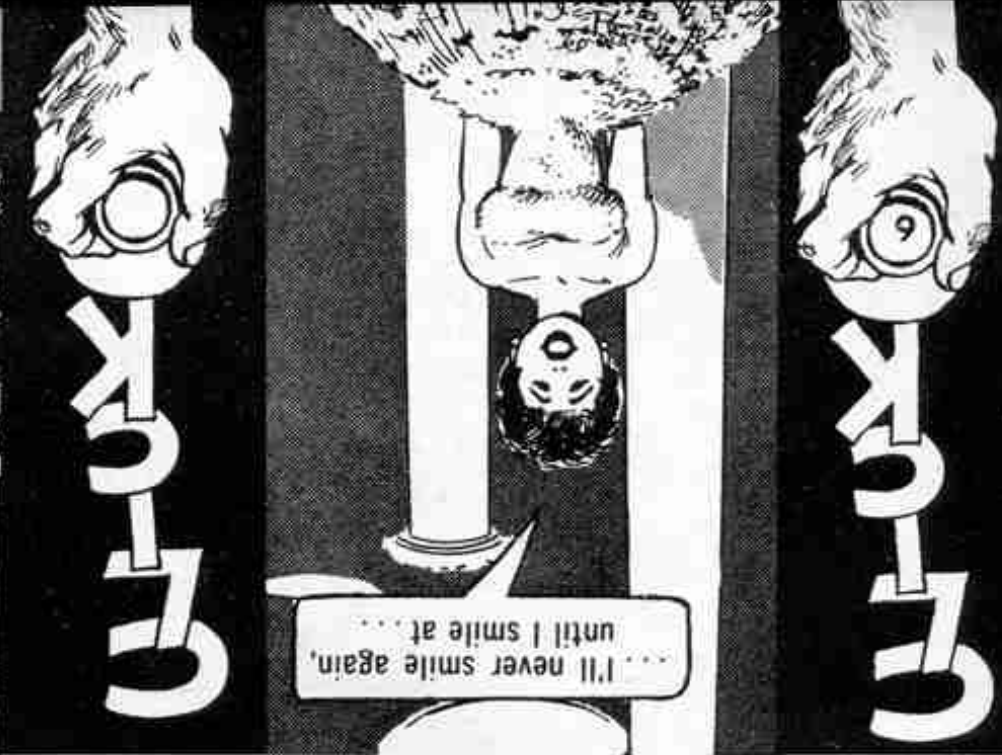
... Four Aces! The boys are going to sing
their latest million-record seller...



...play the violin! What are you
going to play for us, Jayne?

Well, I thought I'd
start off by playing...

...around in the audience. There he is!
C'mon Mickey! Stand up! I see you...



In fact, more often than not, this dial-switching manages to come up with some unexpected and far better entertainment than each channel is actually presenting. The only danger in this practice lies in the risk of switching at the wrong moment, so that you end up watching an hour of TV commercials. And that's why we call this pastime...

PICTURES BY MORT DRUCKER

EVENING

ROUTTE



JAYNE MANSFIELD! Jayne will be on a little later in the show. But now, I'd like to say a few words about...



the big, new 1959 Mercury! Folks, you're in for a new experience... a new driving thrill! Because every time you get behind the wheel of a big new Mercury...



All right?
Okay! And now, I weel try to...
All right!



... say "hello" to the next "Man in the Street." Would you mind telling us your name?
Certainly! My name is... It's I know it! People call me it all the time! My name is...



400 German Hausfrau singing their hit record of "The Deutschland über Alles Cha-cha-cha." So let's make them welcome by giving them...



... three cards!
Okay, here's your three. As for me... I'll take...

**Fugue: Be-Bach.

CHANGE FOR THE BETTER DEPT.

Every Sunday night, TV viewers all over the country are faced with a dilemma: whether to turn on Steve Allen, or Ed Sullivan, or stick with Maverick and see how it ends!

We of MAD have solved this problem by the use of judicious dial-switching. That way, we get to see the best of the eight-to-nine TV fare no matter what channel it's on.

SUNDAY

TELEVISION

IT'S THE STEVE ALLEN SHOW—with Steve's special surprise guest star... Henny Youngman—and tonight's extra special surprise guest star...



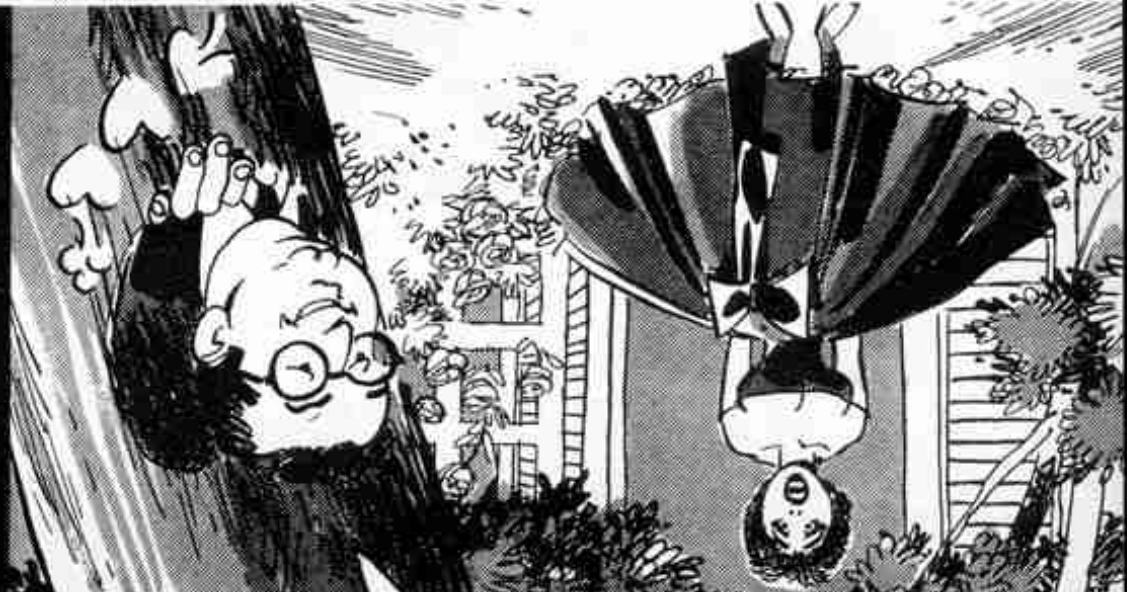
ED SULLIVAN!

Thank yew! Tonight, we have a really big shew lined up for you! We have Senior Wences—Ben Hogan—The Four Aces—and a special treat! Something big. Something REALLY BIG!



...smoke gets in your eyes!

Wonderful, Eydie! Wonderful! What a voice! Isn't she great, folks? Y'know, Eydie, every time you sing, you remind me of...



...BRETT MAVERICK!

That's right, boys! And we're gonna have a friendly little game of 7-card stud! Okay?



**Foul Play: Last night's TV drama.

SENIOR WENCES! Let's hear it for the Senior! And now, a word about the big new Mercury, the only car in America today that gets up to 25 miles per gallon of...



...DRANO! Just pour a little DRANO into your...



...POLAROID LAND CAMERA... and in just one minute, you have a finished picture. Now, let's take a look at the one I just took of...



WHO IS SHE?

Ever since I paid my two bits for the Jan. issue of MAD, I've dreamed about that beautiful face. Who is that divine woman on the back cover?

Larry Swanson
Denver, Colo.

Who's the chick on the back cover of your January issue?

Bob Vogel
Fullerton, Calif.

Who cares about all the men on your staff? Leave them guys to Linda, Gail, Barbara, and the rest. I want to know the name of that beautiful dame on the back cover of your Jan. issue.

Peter Olin
Utica, N. Y.



What's Her Name?

As a matter of fact, as yet we haven't found out her name ourselves! Perhaps you readers have some suggestions?—Ed.

THE WRONG MADISON

Who goofed? In the Jan. issue's margins, there is a "For Sale — Cheap: A Handy Guide to Madison, Wisconsin — Frank Sinatra". Everybody knows that Frankie-boy put in his time at Madison, Indiana, and since we had to put up with him, I think we deserve the correction.

George Willick
Madison, Indiana

MENTAL HEALTH

I have a subscription to MAD. After reading one of my issues, my father decided to get one, too. He now keeps all his MAD's in his waiting room. He's a Psychiatrist!

Sally Hartley
New York City

Yes, Street-Cleaners are sweeping the country, gathering up those full-color reproductions of Alfred E. Neuman, MAD's "What-Me-Worry?" kid, that readers everywhere are throwing out. If you want one, to keep these dedicated men busy, mail 25¢ to: Dépt. "What-Color?", c/o MAD, Room 706, 225 Lafayette Street, New York 12, New York

THEY'RE SWEEPING THE COUNTRY!



SCRIBBLLY

Several years before your magazine started, there was a short-lived comic book called "Scribbly". Now, eight years after its demise, "Scribbly" shows up on page 11 of your January issue in an usher's uniform. I didn't think anyone remembered him but me.

K. H. Richter
Johnstown, N. Y.



Someone Else Remembers

On reading your January issue, I was pleased to note that a picture of "Scribbly" had found its way into a crowd scene. For years, I was a "Scribbly" fan, and it's nice to know that someone besides me remembers the earlier efforts of Sheldon Mayer.

Sheldon Mayer
Rye, N. Y.

EDUCATIONAL AID

Recently, I told my Math teacher my ideal was Alfred E. Neuman. For the rest of the Math period, I had to listen to a tirade on how clouds like you were ruining America's youth. After the lecture, I told my teacher I was going to try to get a letter published in MAD. He cheerfully answered that if I did, he'd try his best to get me expelled from school.

Ronald Solberg
West Englewood, N. J.

We think it's a grand idea. Here's your letter. And thank your Math Teacher for helping us in our campaign.—Ed.

FOR THE YOUNG IN HEART

I am only 73 years old, but — in this generation's vocabulary — your magazine is "the most"! Just what we need today! Esther O'Mara
Trenton, N. J.

Please address all correspondence to: MAD, Room 706, Dépt. 46, 225 Lafayette Street, New York 12, New York.

don't LOOK like an APRIL FOOL



subscribe to

MAD

Then, when the next issue comes out in April, you won't LOOK like a fool asking for it at your local newsstand. Instead, you'll merely FEEL like a fool asking for it at your home.

MAD SUBSCRIPTIONS

225 LAFAYETTE STREET
NEW YORK CITY 12, N. Y.

You're right! I'm tired of LOOKING like a fool for each issue of MAD. Please enter my name as a subscriber and send me the next nine issues. Enclosed is \$2.00. Now I can FEEL like a fool waiting for it to come in the mail.

NAME

ADDRESS

CITY

STATE

MAD

goes on
RECORD

And here it is...



Yes, the magazine that has irritated your blood-shot eyes for so long now switches its attack to your wax-crammed ears... on

RCA VICTOR'S

BRAND NEW HI-FI LP ALBUM

MUSICALLY

MAD

mis-led by

BERNIE GREEN

with the

STEREO MAD-MEN

and featuring

HENRY MORGAN

**AVAILABLE NOW AT YOUR
FAVORITE MUSIC SHOP**

OR BY MAIL (WHICH GIVES US A BIGGER CUT!)

MAD RECORDS

DEPARTMENT MM

**225 Lafayette Street
New York 12, N. Y.**

I've been buying "Mad Magazine," and I still can't believe my eyes, so send me "Musically Mad," and I probably won't believe my ears!

NAME _____

ADDRESS _____

CITY _____

STATE _____

() I enclose \$3.98 for the HI-FI LP Album
() I enclose \$5.98 for the Stereo LP Album



IF YOU HAVE THE FEELING MANKIND IS DOOMED, READ

THE LATEST MAD POCKET-SIZE BOOK

THE BROTHERS MAD

(And convince yourself that it's true!)

This fifth collection of humor, parody, satire, and garbage joins "The Mad Reader", "Mad Strikes Back!", "Inside Mad", and "Utterly Mad" in our insidious campaign to split your sides and rot your mind.

YOURS BY MAIL FOR 40¢

THE COMPLETE COLLECTION—ALL FIVE—FOR \$1.75

MAIL MONEY TO: MAD, POCKET DEPT.,
225 LAFAYETTE ST., NEW YORK 12, N. Y.

It is quite obvious that your splendid artist, Don Martin, is no butterfly collector. You never mount butterflies by sticking pins through their wings!

Charles Johnson
Urbana, Illinois



As a member of the Lepidopterists Society, I feel it is my duty to protest against the insult directed at us by Don Martin. His drawing on page 18 of the January issue has the effrontery to suggest that a prize is being given for a specimen mounted in such a way that it has been permanently damaged and is of absolutely no scientific value. The pin should always be through the thorax (chest), and never through the wings, as this will invariably tear them.

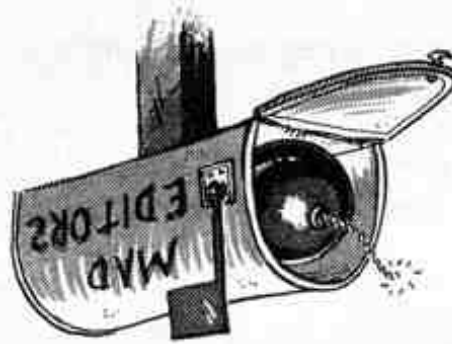
William L. Wheaton
Bozeman, Montana

BUTTERFLY MOUNTING

Every time an issue of MAD comes out, I quickly turn to the Letters Page to see if that bomb in your mailbox has gone off. I hope you will get it out of there before it does, as I live right next door at 227 Lafayette Street, and frankly, it's got me worried!

Irene LaCapria
New York City

WORRIED NEIGHBOR



Actually, we've been plastering "MOXIE" all over the magazine because we feel it ought to be restored to the popularity and place of prominence it once enjoyed upon the American scene. Yessiree, let's "BRING BACK MOXIE!"—ED.

FOR A HAPPY MARRAGE

Every time your latest issue appears, my husband and I fight over it. Here's the box score. Three bloody noses, two fractured skulls, and one severe beating about the head and shoulders. Just one request: Please stop publishing, so we can stop killing each other!

Lila M. Vail
Miami, Fla.

What does it mean? What are you guys trying to do?

Tom Sabo
Hammond, Ind.

Here's a new book title for you: "What is the new word? Moxie! What does it mean? Five thousand letters to the Editor!"

Roger Goldman
St. Louis, Mo.

You will probably get thousands of letters asking you what "MOXIE" means, so I won't write you a letter asking what "MOXIE" means.

Bob Quick
Berkley, Mich.

After making great strides in the linguistic category of literature, like "What Me Worry?", "Portzbie" and "It's crackers...", you have brought upon the MAD reader something which pertains to your past achievements. Mainly—"MOXIE". What gives?

Ronald Keperman
Bronx, N.Y.

I have been reading MAD since it was an unknown 10¢ comic book. Up till now, I've put up with things like "portzbie", "axolotl" and "It's crackers" to slip a rozzter the drosy in snide. But now, I have had enough! What I'm trying to say is, what's with this "MOXIE" jazz?

Dennis Hotaling
Seattle, Wash.

MOXIE



"MAD expresses the teenagers' cynicism about the world of mass media that their elders have created... as... a Romanized barbarian might have rebelled against the decadence of Rome..." *The New Yorker*—Nov. 29, 1958

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TELEVISION ROULETTE 4



This new dial-switching game solves the problem of what Sunday night TV show to watch. Everybody wins except the Trendex.

MODERN AUTO ACCIDENTS 12



Every year, innovations are added to automotive design which bring a new look to the cars, and to the accidents they cause.

LOW-CLASS PHOTOS 15



To sneak in sex and sensationalism, here is how high-class magazines can take low-class photos and use the cream of the crop.

FUTURE WESTERN WEAPONS 18



MAD suggests some future TV western weapons which prove effective but pose vital problem: Where do you carve them notches?

THE HIP PERSUADERS 20



If Madison Ave. phrased their ads in the jargon of the "hip" generation, besides "hard" and "soft", we'd now have "cool" sell.

HOW TO TRAIN YOUR MASTER 23



This manual on The Care & Feeding of Humans has been prepared especially for dogs, and guarantees them a new leash on life.

MAD'S HANDY PHRASE BOOK 27



A Guide Book for travelers going abroad today containing handy little phrases to protect these misunderstood Americans.

FAIRY TALE HAPPY ENDINGS 44



Follow-ups on fairy tale "happy endings" show that dream castles constructed by Andersen, Grimm & Co. have shaky foundations.

Wash and Wish... or... Wash and Bewitch?

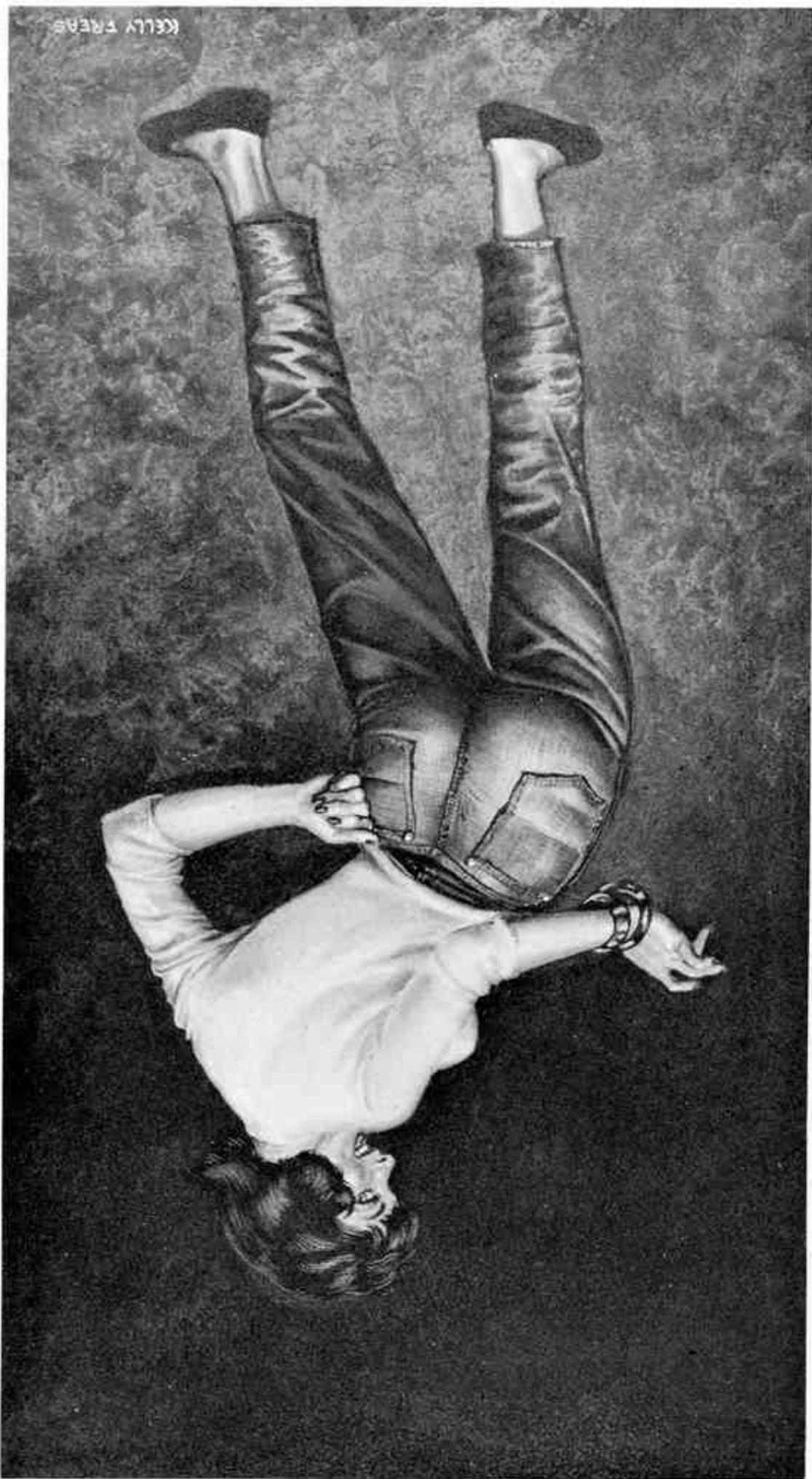
When a wash-and-wear cotton shrinks, it deserves to be called wash-and-bewitch. And unpleasant as it sounds, some of the new wash-and-wear cottons cannot shrink — right into that tight fit. How can you tell which ones won't? Easiest thing in the world. Just look for the "Samforized" trademark on wash-and-wear, and then don't buy it. Get any other cotton, and you can be sure it will wash cheerfully, shrink happily, and fit seductively.

For that form-fitting wash-and-wear, avoid the "Samforized" label!

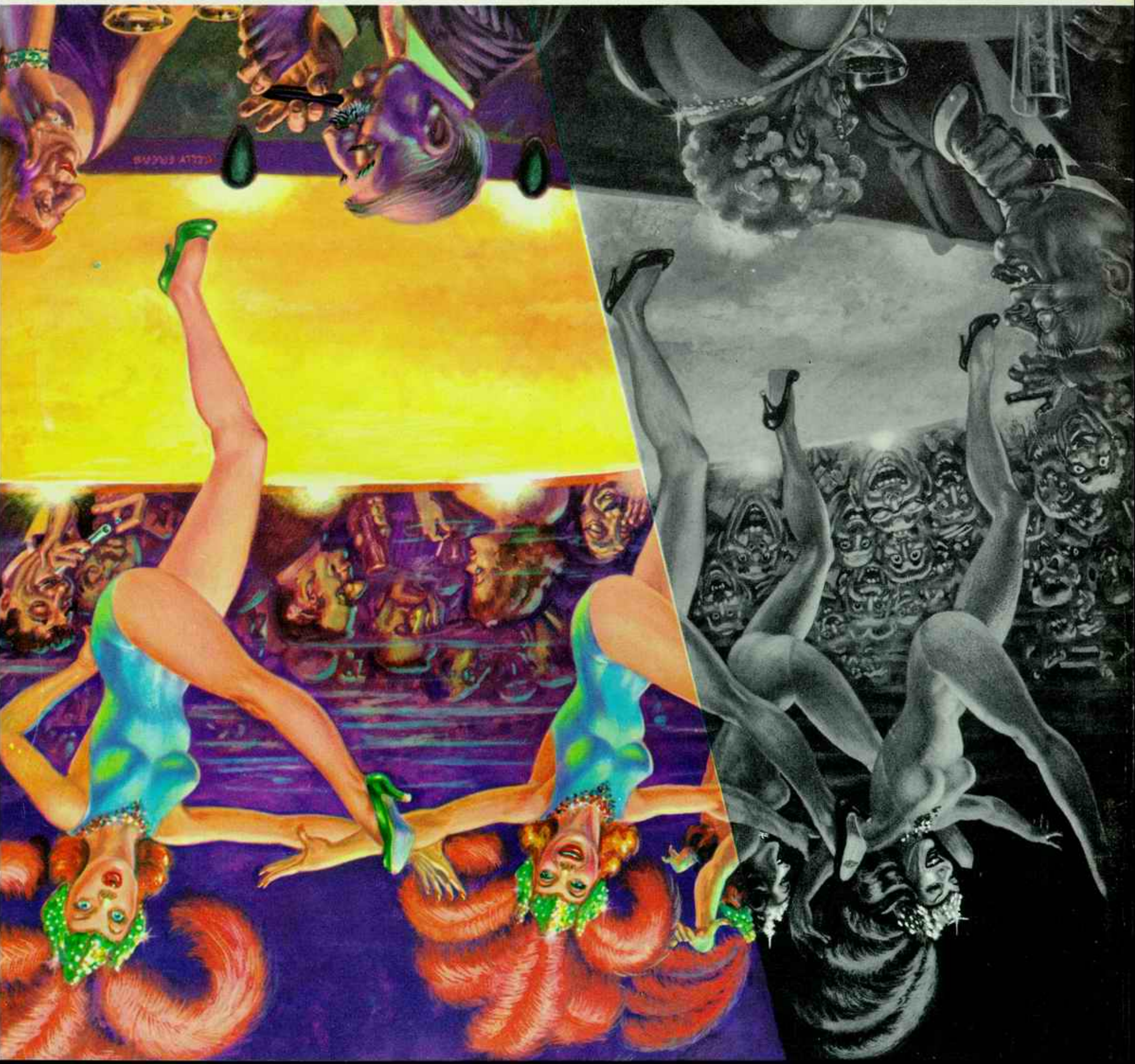
•SAMFORIZED•

TRADE © MARK

SAM, PEABODY & CO. PERMITS USE OF TRADEMARK "SAMFORIZED" ONLY ON FABRICS OF COMPANIES PAYING AN OUTRAGEOUS ROYALTY. FABRICS BEARING TRADEMARK NEVER SHRINK, SO YOU'LL NEVER LOOK BEWITCHING!



See the difference Color TV makes...



With RCA Victor Color TV, nothing is left to the imagination anymore. Note how the blue costumes of the dancing girls hardly show up in black-and-white! Then note how, in Color, you see every detail, and there's no chance of ever imagining they *er-uh-hummm!*

Well, there are other programs which are much better examples of what we mean. Take a prize fight, Frinstance. In black-and-white, it's pretty tame. But, in Color, you actually see every gashed ey — er — every stream of bl — uh — every ripped and torn — *ahem!* How about an old movie? In Color, every scene is captured in the sharp contrast of

the original black-and-white film — *up!* Well, the weather map comes up real clear in Color so you can almost understand it!

RCA Victor Factory Service Contract. Efficient service for inefficient sets. Only RCA Victor TV owners can buy an RCA Victor Factory Service Contract. We must limit it that way! We got enough troubles keeping our own sets working without taking on the responsibility of other manufacturers' lemons!

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION (NOW THAT WE SPENT ALL THAT MONEY, WE GOTTA SELL IT!)

RCA VICTOR



THE PRIDE OF OWNERSHIP IS SECOND ONLY TO THE EXPENSE

