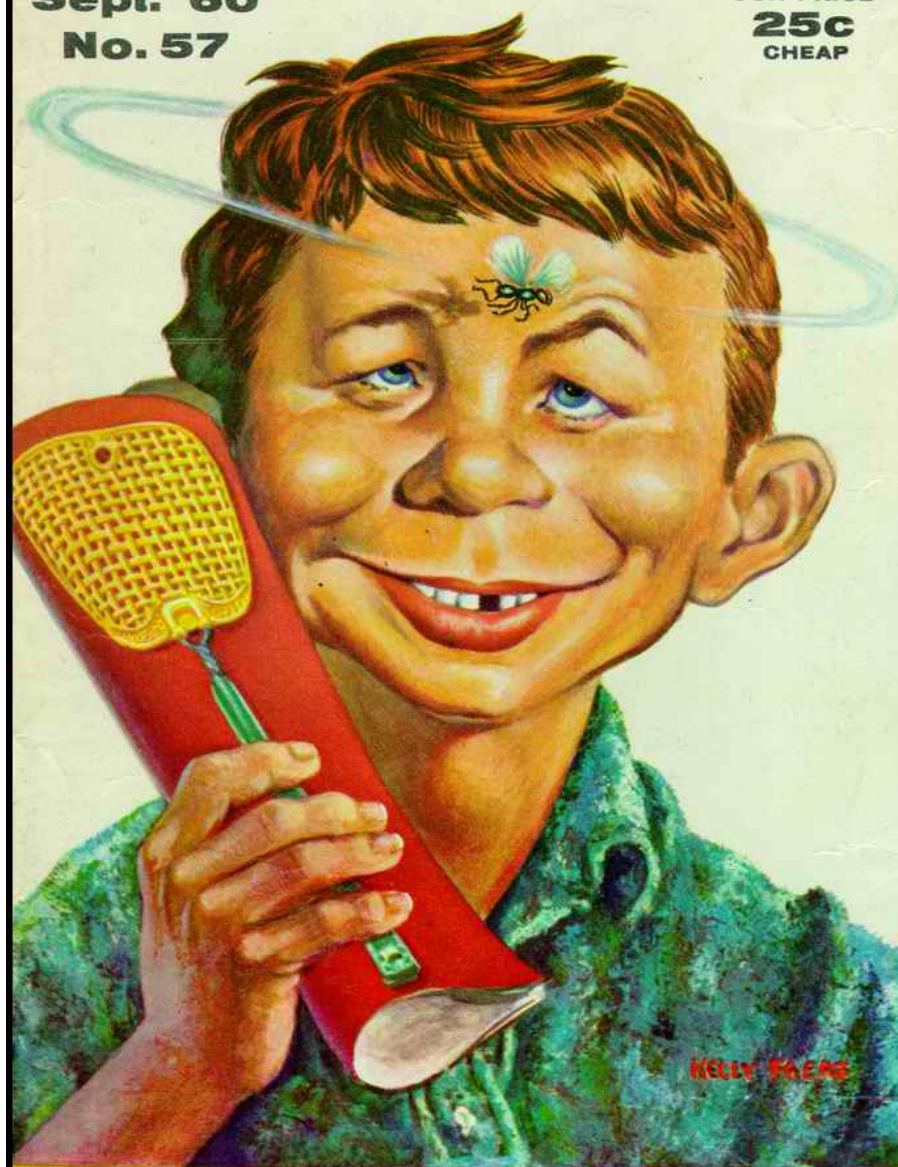


# SPECIAL SUMMER ISSUE OF **MAD**

Sept. '60  
No. 57

OUR PRICE  
**25c**  
CHEAP



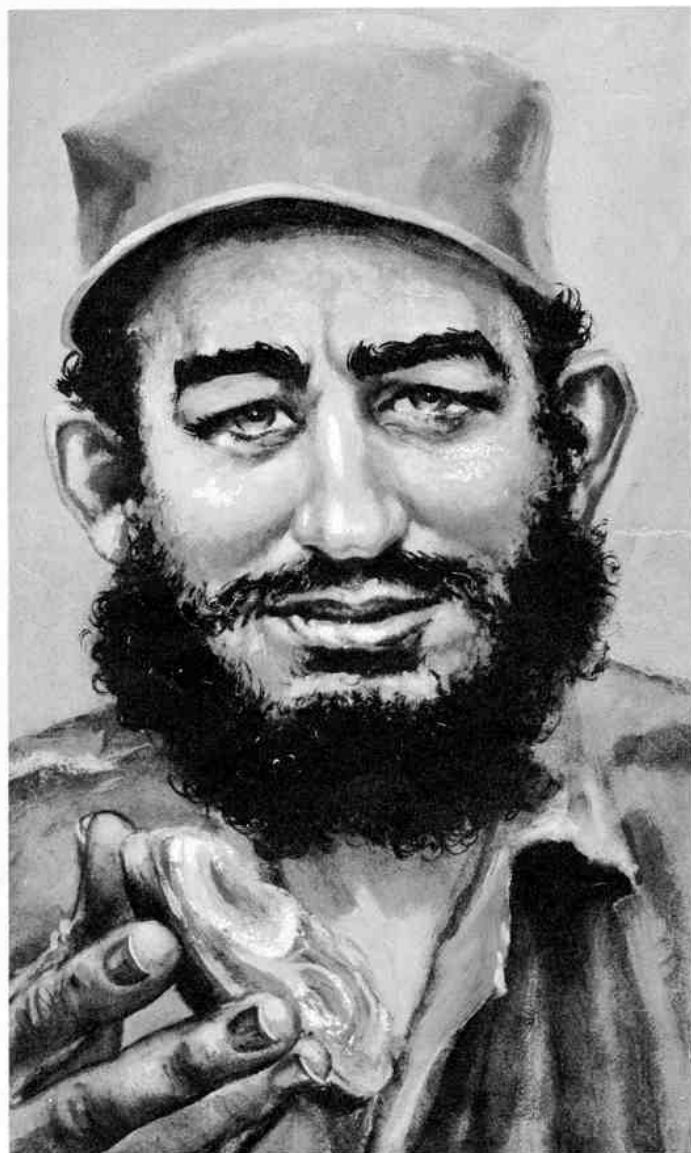
## USE IT AS A FLY SWATTER!

FOLD HERE, WAIT FOR FLY, AND START SWATTING





# A PAID TESTIMONIAL FROM FIDEL CASTRO FOR STIKKY PEANUT BUTTER



How did we get Fidel Castro to appear in our ad? Easy! **WE PAID FOR IT!**

A few weeks ago, we sent a whole crew of advertising people down to Cuba to visit Mr. Castro, in order to solicit a testimonial from him about Stikky. He answered by launching into a six-and-a-half hour TV speech, denouncing the evils of U.S. Imperialism, money, and Madison Avenue advertising. But as we were re-packing the suitcase of American twenty dollar bills we had planned to give him, he stopped us!

*"I hate to see you Gringos make this whole trip for nothing!"* he grinned, unbuckling his money-belt.



Naturally, our boys lost no time in lathering up a slice of bread with a generous portion of delicious Stikky, and Castro raised it to his mouth.

Unfortunately, he couldn't find it, and our delicious peanut butter got all over his beard, and it was one gooey mess, and he could hardly speak, and he got furious, and he started screaming and yelling and rolling on the floor, and patches of his beard stuck fast to it and were torn out of his face, and it was just awful!

So that's how we got this ad. We paid for it. *Boy, we paid for it! A whole advertising crew . . . shot at sunrise!*

**if you like living, don't serve Stikky to bearded Cubans**

# MAD

"Behind almost every successful man is a woman who doesn't have a thing to wear!"

Alfred E. Neuman

**PUBLISHER:** William M. Gaines

**EDITOR:** Albert B. Feldstein

**ART DIRECTOR:** John Putnam

**IDEAS:** Jerome A. De Fuccio

**PRODUCTION:** Leonard Brenner

**LAWSUITS:** Martin J. Scheiman, Esq.

**INCOME TAX EVASION:** Sidney Gwartzman, C. P. A.

**SUBSCRIPTIONS:** Gloria Orlando, Celia Morelli

**CONTRIBUTING ARTISTS AND WRITERS:**

The Usual Gang of Idiots

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\*\*Various Places Around The Magazine

**MAD**—September 1960, Vol. 1, Number 57, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for \$2.00 in the U.S. Elsewhere, \$2.50. Entire contents copyright 1960 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

## VITAL FEATURES

### MADISON AVENUE'S SURPLUS SALE . . 4



The agencies are selling off TV ad props because they've reformed, they've turned honest, and mainly the public is wise to 'em.

### THE GOOD HUMOR TRUCK . . . . . 8



This fiendish contraption was invented by a Russian scientist named Pavlov—who discovered it while fooling around with dogs.

### IF MAGAZINES CARRIED COMICS . . . 14



The slicks could increase their circulation by carrying comics, but such a move might also increase their already comic look.

### FISHING . . . . . 19



Here are **MAD's** ideas on a popular outdoor sport where a jerk at one end of a line waits all day for a jerk at the other.

### MAD GOES TO A GANGSTER MOVIE. 27



**MAD** looks at the rash of recent movies glorifying gangsters, and glorifies the biggest gangsters of all—the movie producers.

### MAD'S "PURE PRODUCTS LAW" . . . 31



Just as the Pure Food & Drug Law keeps folks from being poisoned, we need a new law designed to keep folks from being burned.

### REPROPORTIONING PHOTOGRAPHS. 34



After you learn how Mad. Ave. stretches photos to use in ads, you may want to go stretch a few yourself . . . necks, that is!

### BEATNIK MAGAZINE . . . . . 41



Here's **MAD's** version of a magazine written by and published especially for Beats. Why anybody takes them seriously, "Beats" us.

# HONOR THE HEAD OF THE MAD FAMILY

(AND INFURIATE THE HEAD  
OF YOUR OWN FAMILY)

with a

## BISQUE CHINA BUST OF ALFRED E. NEUMAN



----- (use coupon or duplicate) -----

### MAD BUST

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

I want to honor the head of the MAD family,  
so rush my bust(s) of Alfred E. Neuman, even  
though I know that, when it arrives, it will  
probably bring things to a head in my family.

I ENCLOSE \$\_\_\_\_\_ FOR:

☐ 5½" Bust(s) at \$2.00 each

☐ 3¾" Bust(s) at \$1.00 each

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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



### MAD PROVIDES RELIEF

Just a line to tell you that MAD provides me with enjoyment and relief from mad(dening) school work. I personally would like to see more satires on our social, moral, and political mores.

John J. Fried  
University of Mich.  
Ann Arbor

P.S. Who is the gal "on pins and needles" in "Literal Translations"?

Let's get back to those satires on social, moral, and political mores!—Ed.

### SPACE MEDICINE

Earlier this year, I had the good fortune to attend classes at the *School of Aviation Medicine* at the *Aero-Space Center* in Texas. Imagine my surprise when one of the top ophthalmologist in the country illustrated his lecture on "The effects of altitude upon the anatomy and the function of the human eye" with a full-size color slide of Alfred E. Neuman!

Kenneth M. Butland, Jr.  
Lebanon, Illinois

We always said Alfie was "out of this world"!—Ed.

### MAD BUST

I always had the sneaking suspicion that Alfred E. Neuman's head was empty, and now that I've removed the felt base from my bisque china bust, I'm positive.

Tom Stephens  
Quebec, Canada

Sorry! We had to cut down the overhead!—Ed.

### MAD PSYCHOLOGIST

Hail to thee, Blithe Spirit! I believe in Alfred E. Neuman. I think he would be the right President for this "mad" world. It takes the "mad" to understand MAD—Believe me!

Margaret Aikins Seaver  
Psychologist  
Shaker Heights, Ohio

Good luck with your patients!—Ed.

### MAD AUSTRALIANS

You can rest assured that there are plenty of MAD-addicts down-under in Australia. It's very heartening to know that Americans are nearly as "mad" as us. But kidding aside, even though it's the worst vice known to man, MAD gives me and many others great pleasure. And ten million Australians can't be wrong!

Andrew Osborne  
Melbourne, Australia

Oh, can't they! So how come they all walk around upside down?—Ed.

### DEVOTED CLASS

Our art teacher is a devoted MAD fan. Also, most of our class members read MAD. No need to tell you that our class is in the lower quarter of the school.

Doug Larime  
Fairfield, Conn.

That's great! You don't have to walk the stairs!—Ed.

### SURE-FIRE HUMOR

I understand that some people don't think your magazine is very funny. Well, I threw a pile of MAD's into the incinerator recently, and the fire roared!

Alan Witkin  
Wheaton, Md.

That's what some other people think—that MAD makes an ash of itself!—Ed.

### CIGARETTE GEOGRAPHY

I will concede that Bob Clarke knows his cigarette geography, but I strongly feel that he should refrain from confusing our youth. The first inch of the ruler used to demonstrate the ¼ inch recessed filter was divided into thirds, not fourths, which is, I think, customary.

Paul L. Althouse  
Mount Hermon, Mass.

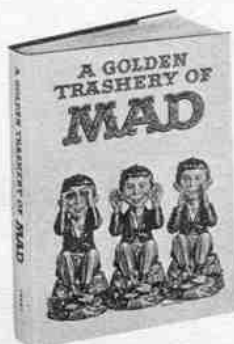


¼ Inch Missing

MAD is now offering Mr. Clarke's sneaky ruler, with the first quarter inch missing, to manufacturers of cigarettes with regular filters—so they can show their filters are recessed ¼ inch, too!—Ed.

## WE'VE GONE DOWN FOR THE THIRD TIME

... down to the archives, that is, for the best material from past issues — to make up this new, de luxe anthology. **THE GOLDEN TRASHERY OF MAD** joins **MAD FOR KEEPS** and **MAD FOREVER** to bring you 136 pages of humor, satire and garbage, many in vivid color—plus a forward by Sid Caesar. Get into the swim! Order a copy! After you read it, you'll probably tell us to go drown ourselves!



**MAD ANTHOLOGY DEPARTMENT**  
225 Lafayette Street New York 12, N. Y.

I enclose \$2.95 each. Please send the anthologies checked below...

☐ **THE GOLDEN TRASHERY OF MAD**  
☐ **MAD FOR KEEPS** ☐ **MAD FOREVER**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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



## BEAUTY CONTEST WINNER

In "Pictures The Editors Left Out", you contradict yourselves. It clearly states that Mary Lou Va Voom won the "Miss Entire Solar System" contest, yet the picture shows her wearing a "Miss America" banner. Did some MAD nincompoop fall asleep?

Tom Hillman  
Ralston, Nebr.



4-Fingered Right Hand



5-Fingered Right Hand

I somehow feel that if Mary Lou hadn't won the beauty contest, she would have won another type of contest—for having the ability to grow fingers. I am referring to the picture taken at 11:04, where she has only four fingers on her right hand, and the one taken at 4:16, where she has five fingers. I am sure that there are many girls who would like to know the art of growing certain parts of their bodies, so how about disclosing this cute little trick?

Joel Weiss  
Van Nuys, Calif.

Why? What part are you missing?—Ed.



Wrong Banner

That's not a "Miss America" banner. That's an "S.S. America" banner. Beside winning her title, she also won a free cruise!—Ed.

## GOLDBRICK &amp; GOLDBRICK

Who are you guys trying to kid by thinking up "Goldbrick & Goldbrick" products to make people look sick? You make them really sick just by publishing the magazine!

Ronnie Lang  
Bayside, N.Y.

## SEVEN WONDERS

After reading your June issue, where it stated that "Son of MAD" was the Seventh Wonder of the World, I was sitting in History and the teacher asked the class what were the Seven Wonders of the World. I yelled out "Son of MAD", and was thrown out of the room. What comes off!

Ken Neubauer  
Arlington, Va.

About 20 points—from your average!—Ed.

## FRACTURED FRENCH

I always knew you guys were for the birds in spelling, but this is the end! In "Popular Politician", De Gaulle's salutation is incorrect. Don't you clods know that after "ma," the feminine form of the adjective "cheri" is used, namely "cherie"?

James Herland  
New York City

Charles "Chickie" De Gaulle's line, "ma cheri" should have read "ma cherie"! Harv Tucker  
Chicago, Ill.

Don't write us! Write Mr. De Gaulle!—Ed.

Please address all correspondence to: MAD  
Dept. 57, Room 706, 225 Lafayette Street  
New York City 12, New York

# GOING AWAY THIS SUMMER

?  
SUBSCRIBE TO  
**MAD**



...AND YOU'LL REALLY  
ENJOY YOUR VACATION!

(Mainly because the next issue  
will be mailed to your home!)

----- (use coupon or duplicate) -----

**MAD SUBSCRIPTIONS**  
225 LAFAYETTE STREET  
NEW YORK CITY 12, N. Y.

I enclose \$2.00. Please add my name to your subscription list, and send the next 9 issues of MAD to my home. But don't expect me to read it the minute I return from vacation! I'll be miserable enough . . . as is!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

STATE \_\_\_\_\_

## STUPIDITY IS OUR MOST IMPORTANT PRODUCT

. . . and you get the outstanding highlights of our stupidity in this eighth pocket-size book. "The Organization MAD" joins "The MAD Reader", "MAD Strikes Back", "Inside MAD", "Utterly MAD", "The Brothers MAD", "The Bedside MAD", and "Son of MAD" to bring you a report on the business of past issues — the monkey business!

ON SALE AT YOUR FAVORITE NEWSSTAND  
OR YOURS BY MAIL FOR 40¢  
The Complete Collection — All EIGHT — For \$2.60



## MAD POCKET DEPARTMENT

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

Even though I take no stock in  
your company, please send me:

- ☐ THE ORGANIZATION MAD I enclose 40¢  
☐ COMPLETE COLLECTION I enclose \$2.60

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

## HARD SELL-OUT DEPT.

The recent Congressional investigations of malpractices in television has pressured Madison Avenue ad agencies into cleaning up their sales pitches. Little by little, dishonest, phony and faked commercials are being purged from our picture tubes. And, as a result, many advertising agencies are now stuck with an oversupply of the props they've been using in their TV ads. So MAD suggests that they do what the government does when it's faced with this problem; mainly unload this obsolete equipment by means of a gala...

# MADISON



## Assorted Surplus ISOLATION BOOTHS

ALL WITH BUILT-IN  
TELEPROMPTERS WHICH  
SUPPLIED THE ANSWERS  
TO THE QUESTIONS

CAN BE USED AS...

- \*Child's Playhouse
- \*Telephone Booths
- \*Information Booths
- \*Rural Bathrooms
- \*Stall Showers
- \*Seaside Cabanas

**A STEAL AT  
\$40.00 EACH**

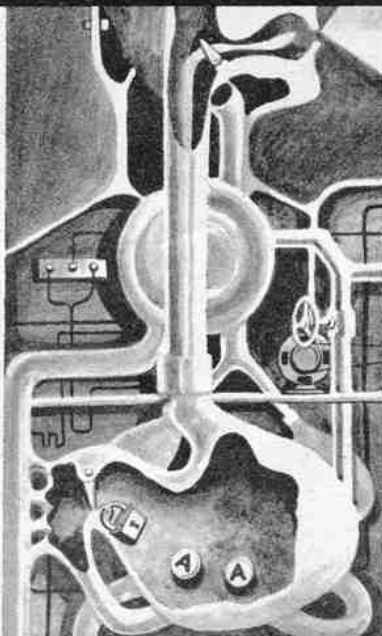
Dept. "CHEAT"



## SIMULATED PLASTIC ASPIRINS

**Guaranteed Not To Dissolve**

Created especially for TV demonstrations showing how much faster Bufferin gets into the bloodstream. Can be used for poker chips, play money, hockey pucks for midgets, or as they were originally used... as fake Aspirin tablets.



**Only 50¢ per dozen!**

Dept. "A's"

## ASSORTED MEDICAL SUPPLIES

\*Doctors' Duds

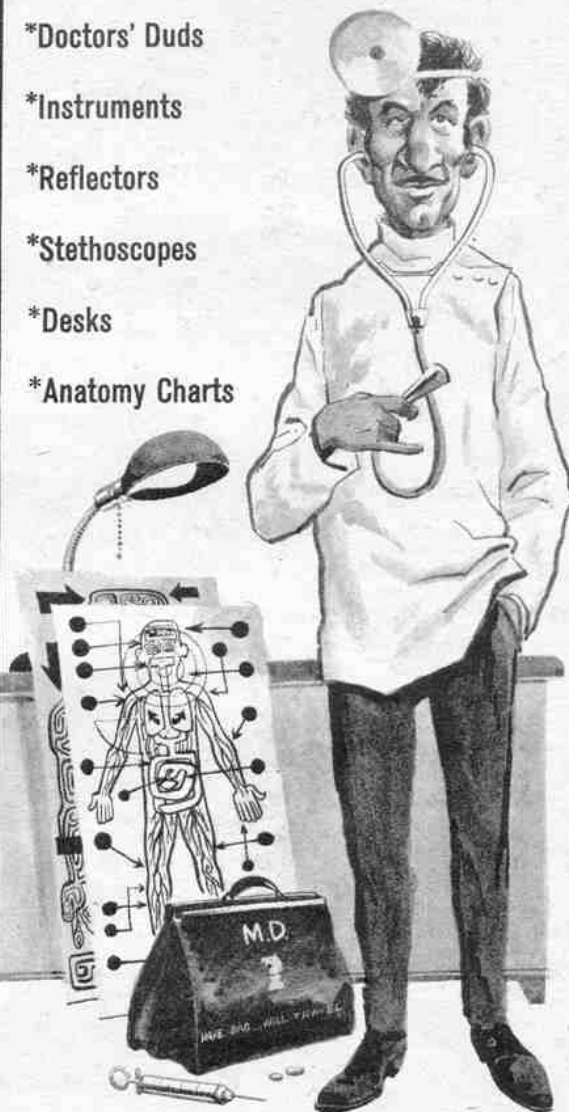
\*Instruments

\*Reflectors

\*Stethoscopes

\*Desks

\*Anatomy Charts



We've got a warehouse full of medical supplies used by various fake doctors to fool sick people into taking their phony advice. Recently, this practise has been frowned upon and so, in a noble effort at self-clean-up, the ad industry eliminated this lowest of all deceptions. (This may not be any comfort to the folks who followed the advice and are no longer with us, but that's the way the cookie crumbles—as they say on Madison Ave.)

**Write For Free Catalogue**

Dept. "QUACK"





Hi! Marginal Marvin again, with another session of "MAD Y'OX," the game that makes any clod into a gag cartoonist as long as he can make an "O" and an "X!"



All you have to do to play "MAD Y'OX" is: Think of a gag situation, then illustrate it with "O's" and "X's"... like these...

# AVE. SURPLUS SALE

"Goodbye, cruel world..."

## POWERFUL

### Miniature Jet Engine

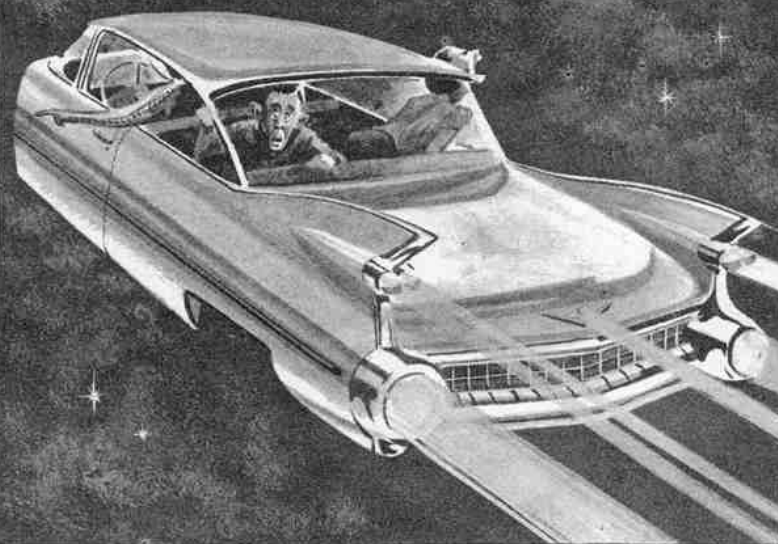
Used for many years in spectacular photos of Fishey auto bodies, full of happy passengers, sailing off into space. This engine was hidden under the auto body, expelling its jets out the tail lights, exhaust pipes, trunk keyhole, etc. Slight repairs made on engine after each flight into space, but is still a real bargain.

**ONLY \$500**

(A fraction of original cost)

ALSO AVAILABLE... OLD FISHEY BODIES  
ALSO... OLD PASSENGER (UGH) BODIES

DEPT. "Zoom"



## ABSOLUTELY ALL-PROOF WATCH



Built to withstand fiercest abuse. Exhibited on TV tied to propeller of outboard motor run in a tank of water. Also shown in magazine ads fastened to keel of ocean liner. Still in excellent condition. Looks exactly like any \$14.95 Tymex watch. Originally cost over \$56,000, and took three expert watchmakers seven years to build (how else could it be so good, hah?).

A STEAL AT \$12,000 Dept. "Still Running"

## FILM! FILM! FILM!



### Never Exhibited

Yes, here are 3,493,235 feet of movie film, originally shot for TV commercials, that have never been shown. Scene after scene of women who pick piles of clothes washed in Brand "X" as being much whiter than those washed in "Cheery". Plan your own theatre party at home, and show these fun films. See announcers getting tired and disgusted from going around all day trying to get the right answer. Also available: Special reels with choice dialogue... for smokers.

Excellent For Making Stench Bombs  
(Merely roll up several feet and set afire)

DEPT.  
"OOPS, WRONG PILE"

# MAGIC

## LIVER BILE FLUID



Used in TV demonstrations to show how "liver bile" breaks down excess fat in your digestive tract. Fluid was poured onto fat globules jamming neck of hour-shaped jar, broke them up, and flowed through to bottom. Claim was made that product contained this "magic ingredient." Actually, if it did, not only would it break up the fat globules, but also bones, skin, teeth, hair, belt buckles and shoe leather—because this magic fluid is actually Sulphuric Acid.

**SLIGHTLY USED, BUT STILL POTENT**

**ONLY \$1.00 per qt. Dept. "HOT STUFF"**

## odd lot sale of BARGAINS NOVELTIES



- \*Sponge Rubber Baseballs
- \*Balsa Wood Horseshoes
- \*Cardboard Artillery Shells
- \*Chocolate Bowling Balls
- \*Paper Maché Arrows

All these items were used in demonstrating how Colgate Toothpaste with "Guard-All" protects teeth the same way that announcer was protected by plastic shield items were thrown against. Every order will receive free hammer and anvil that had been used for sound effects.

**Dept.**

**Any Item — \$1.00 All Five — \$4.50 "Shatterproof"**



**EXTRA-FINE  
practically invisible  
W I R E  
SUPER STRENGTH**

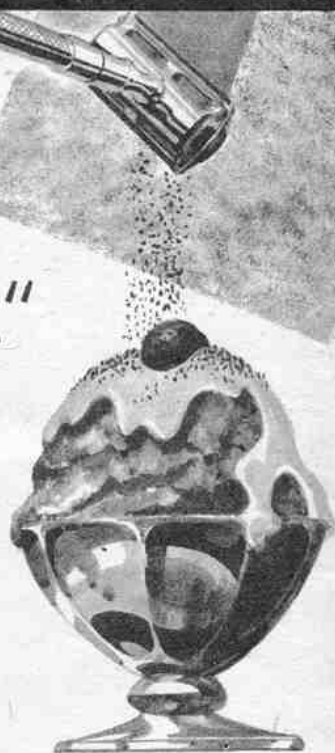
Used in TV magazine and newspaper ads to show lightness of portable television sets. This wire was used to suspend those enormously heavy television sets from the ceiling so that 98-lb. models could hold them at arms-length with their pinkies. From a distance of two feet, this wire becomes invisible. Can be used to hang pictures, for trick window displays, or for tying across doorways as practical jokes, etc.

**\$1.00 Per Foot**

**Dept. String-Along**

## Delicious UNSHAVED "SANDPAPER"

These sheets of "sandpaper" were used in TV commercials to show the effectiveness of the sponsor's shave cream. "Sandpaper" was, in reality, paper coated with tasty cracker crumbs. When scraped off, crumbs can be used in baking, or as toppings for deserts. Glue used in adhering crumbs to paper has been tested and found harmless and tasteless. The paper, however, is not recommended as being edible, except in extreme emergencies.



**5 SHEETS for \$1.00**

**DEPT. "YUM-YUM"**



# Lifetime Facial Tissue

GUARANTEED NON-TEARABLE



**\*SNEEZEPROOF**  
**\*COUGHPROOF**

**\*CRYPROOF**  
**\*BULLETPROOF**

This special tissue was made for demonstrating the fantastic "Wet Strength" of Skottees. It passed every test because in between the two layers of paper, it's got a steel mesh screen.

**only \$15.00**

for the **LIFETIME TISSUE**

Dept. "Blowhard"

**PENS THAT  
WRITE ON  
BUTTER**



These marvelous ball point pens were made especially for TV commercials to show how they even write on paper smeared with butter. Unfortunately, they will not write on ordinary paper.

**A REAL BUY FOR PEOPLE WITH  
LOTS OF BUTTERED PAPER . . .**

Dept. "Skiddoo"

**only 29¢ each**

(Butter — 69¢ lb.)

# NOSE PLUGS

Used to test effectiveness of Drastin on "Naso-graph." Cold sufferer squirted Drastin into nostril, then breathes on highly polished surface. Invariably, Drastin side formed water vapor while other side showed nothing. Naturally, because these solid nose plugs were there. These plugs have many uses, like . . .

- to ward off offensive odors
- to stop husband's snoring
- to eliminate running nose
- to disguise telephone voice

**SPECIAL—2 for 25¢**

DEPT.

"BLOCKHEAD"



# AMAZING TV Glare-Reducer



**FITS EASILY OVER ANY SCREEN  
NO SPECIAL TOOLS REQUIRED**

Is your TV screen blinding you? Why fiddle with knobs? Simply place this gray-tinted plastic sheet over your TV screen and end those troubles for good. Used for commercials of TV set manufacturer who wanted to show that his set was brighter than his competitor's. Sheet merely was placed over competitor's set. Each one used only once.

**ORDER NOW—\$1.00 EACH**

Order several and place over your screen to eliminate all bothersome TV light completely. Also bothersome shows, sponsors, commercials, **EVERYTHING!!**

**DEPT. "BLACKOUT"**

Some time ago, a Russian scientist named Pavlov conducted experiments in "conditioned reflexes" with dogs. Every time he fed his dogs, he rang a bell. After a while, the dogs began to salivate when he rang the bell, whether he fed them or not. Today, we live in a country where one of our greatest problems is what to do with all our surplus food. Yet, in spite of this, millions of kids are facing malnutrition because of a "Trojan Horse" in our midst which turns them all into Pavlov dogs. Mainly...

# THE GOOD HUMOR ICE CREAM

WRITER & ARTIST: DAVID BERG

## HERE IS HOW THIS MENACE TO O

"Don't ever date him, Mabel! He's all hands!"

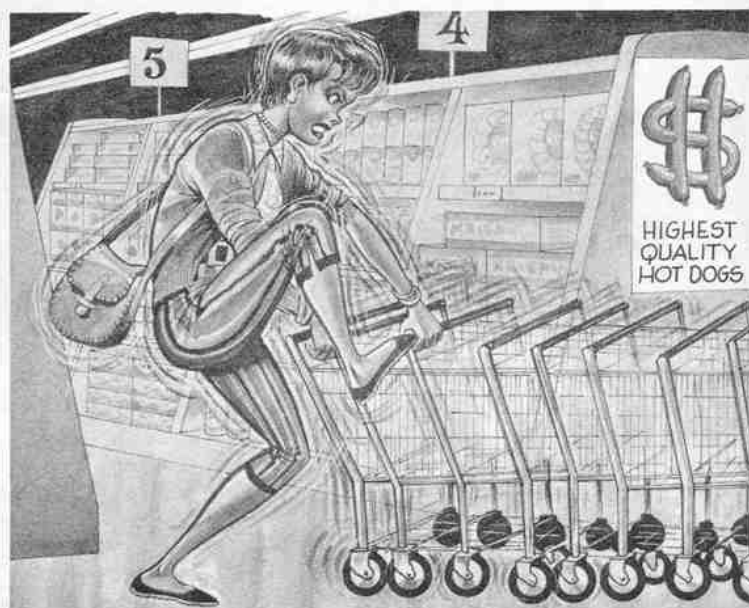
OX

\*



It begins with Dad, who works at a job which gives him a title on the door, a "Bigelow Rug" on the floor, and an ulcer in his stomach... along with enough take-home pay

This sound of bells turns the kids into Pavlov dogs, setting off a "conditioned reflex" that sends them screaming into their houses to cajole and beg and plead for money



... so Mom can go to the Supermarket and spend the day trying to pull apart those stacked shopping carts to find one with a locked wheel she can pile the family's food in.

... and draws them back outside again with quarters and dimes and nickels clutched in their tiny trembling fists, hysterically shouting their orders to the Good Humor Man.







# TRUCK

## UR NATIONAL HEALTH OPERATES



Then, after much tedious and careful preparation (thawing out frozen TV dinners), she is ready to call her famished brood to the table. So she gives out with a shrill hollar

And as the tinkling bells fade off in the distance, they proceed to gorge themselves on ice cream pops, fudgicles, twin-stick ices, and various and sundry sundaes in a cup.



... only to be drowned out by the high-pitched sound of jangling bells ... a sound so high that only children and dogs can hear it ... the sound of the Good Humor Truck!

The result is: they return to their homes with appetites ruined ... and their parents have to threaten and shout to force them to nibble on a little good wholesome food.



# MAD'S SOLUTION TO THE GOOD HUMOR TRUCK MENACE



Parents must organize to force the Good Humor people into making certain changes in the line of products they sell.

... they will proceed to gorge themselves on lamb chop pops, steaksicles, twin-stick spinaches, peas-and-carrot custard cones, and various and sundry frozen soup sundaes.



Then, when those jangling bells sound, and kids rush into their homes for money, and back out to the Good Humor Man

With the results that they'll return to their homes with appetites ruined . . . and parents will have to shout and threaten to force them to nibble on a little ice cream.





Here is an incident Don Martin observed when he was stolen from his play pen by a band of gypsies. Fortunately for us, the gypsies returned Don, and took the play pen. Or else we'd never have seen

"Let me at 'im! Let me at 'im!"

XOX

# THE FORTUNE TELLER



EPIC LANDMARKS IN

# American Farming

CHICKEN  
PLUCKING  
RECORDS



A JOHN DEERE CULTIVATOR  
PLOWING UNDER 12 MEMBERS  
OF THE HOGG, IOWA, 4-H CLUB

OTIS GRIBLEY BEING REFUSED  
A PATENT ON AN ATOMIC-  
POWERED MANURE SPREADER

LEM SPRAT ACCEPTING  
90% PARITY ON HIS  
WIFE MILDRED

FORTY BOLL WEEVILS  
FIGHTING FOR THEIR LIVES  
IN A GEORGIA COTTON GIN

CHESTER RENFREW  
INSTALLING THE FIRST  
COIN-OPERATED outhouse

EZRA TAFT BENSON  
BEING STONED AT THE  
NATIONAL PLOWING CONTEST

SOUNDS OF OUR CRIMES DEPT.

A few years ago, about all that you heard on LP records was music. Today, among hundreds of new non-musical LP records, you can hear the honest-to-goodness voices and sounds of real people and real events. These special records are known as "Documentary Records,"

# DOCUMENTA

GREAT MOMENTS IN

Upstage  
Records

## SHOW BUSINESS



MISCALCULATION RECORDS

## HIGHLIGHTS OF MODERN



SCIENCE



ARTIST: JOE ORLANDO  
WRITER: FRANK JACOBS

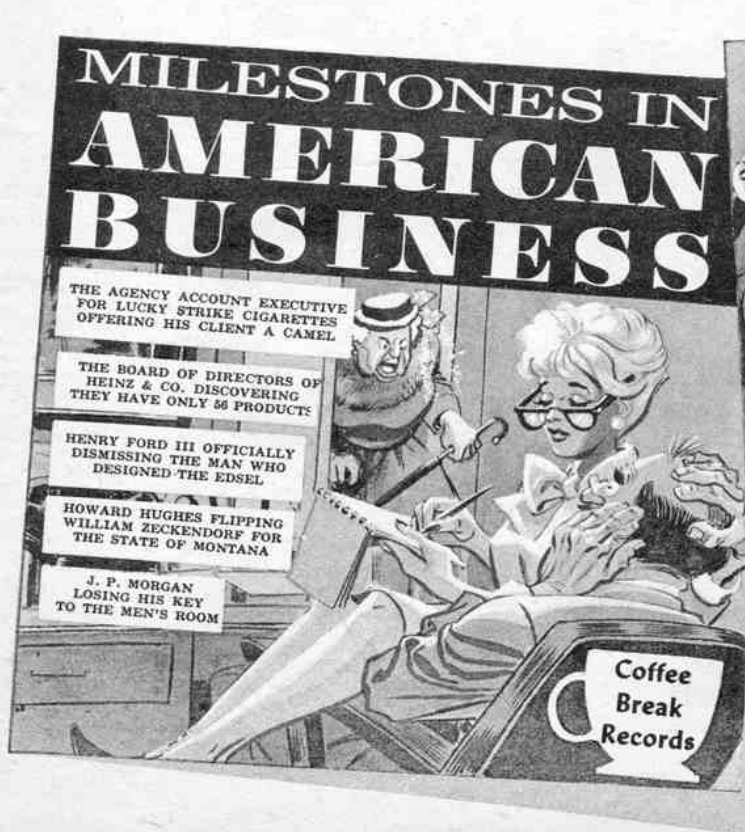
°  
X  
O

"Sidney, here, just graduated from college!"

because they "document" highlights of modern-day history. Well, we have listened to many of these records, and we don't think any of them cover the really important events that transpired in recent years. Because if they did, they'd look like MAD's collection of:



# RY RECORDS



Lately, the big, slick magazines have been complaining about losing readers. (MAD doesn't have this complaint, mainly because we're not a big slick magazine. Also, we haven't got any readers to lose!) But, as far as the big, slick magazines are concerned, MAD has a solution for them. The reason they're losing readers is simple. They just don't have enough entertaining features in them...like f'rinstance "comics." If the slicks really wanted to boost their circulations, they'd take their cue from newspapers, and include a comic strip or two. Naturally these strips would have to be written to preserve the flavor of the individual magazine, but that would be easy. To show you what we're driving at, here are some samples of what you would see...

# IF MAGAZINES CARRIED COMIC STRIPS

ARTIST: WALLACE WOOD WRITER: FRANK JACOBS

## IF REX MORGAN, M.D.



## IF SUPERMAN



## IF DONALD DUCK





appeared in HI-FI STEREO REVIEW



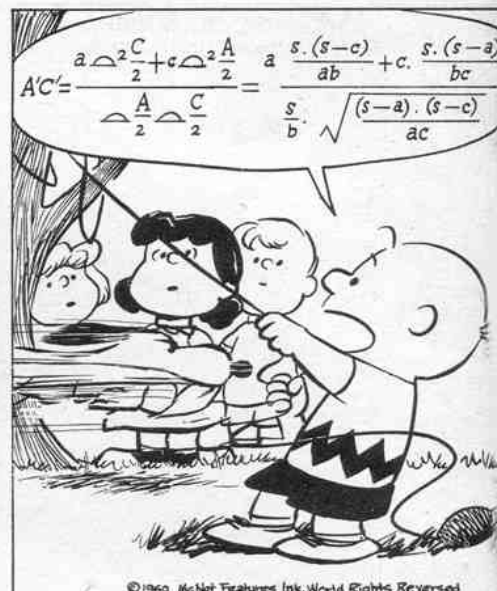
appeared in The LADIES' HOME JOURNAL



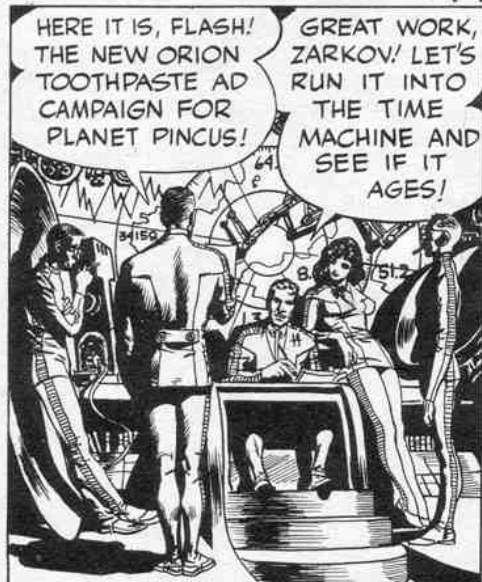
appeared in TRUE



## If PEANUTS appeared in SCIENTIFIC AMERICAN



## If FLASH GORDON appeared in Advertising Age

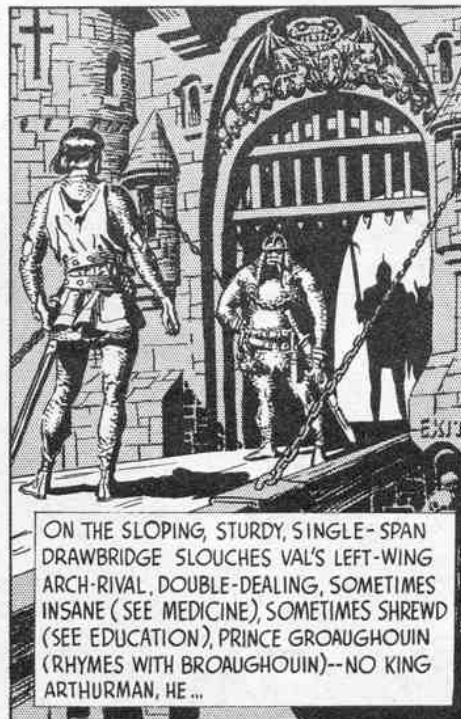
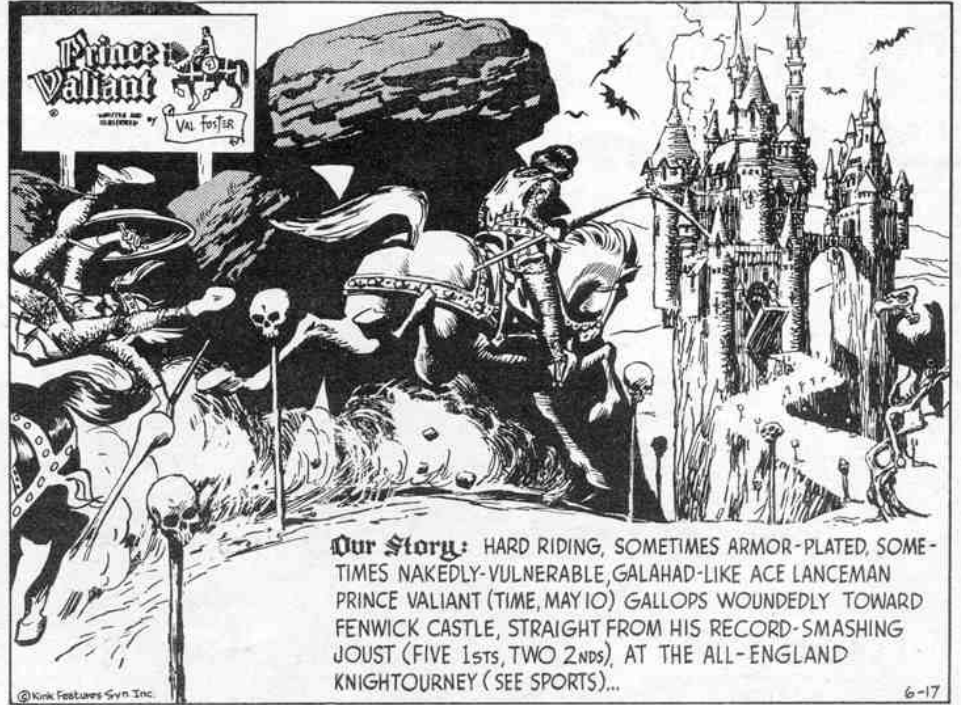


## If THE KATZENJAMMER KIDS appeared in PLAYBOY



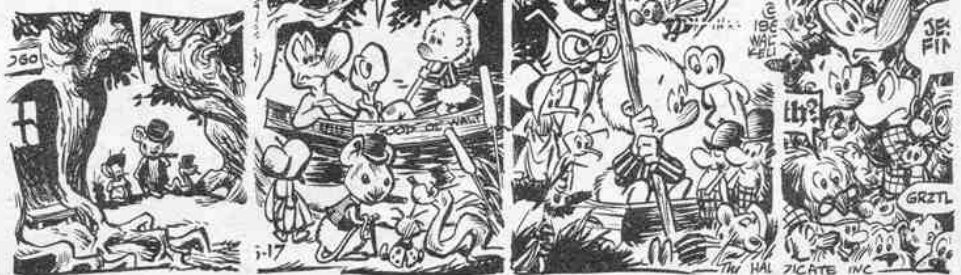


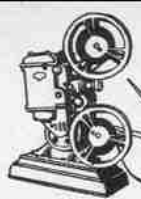
# If PRINCE VALIANT appeared in TIME



## If POGO appeared in The Reader's Digest

IN THE EVER-LOVING SPECIAL ONE THAT THEY'D CONDENSE OUR VALT KELLY MU: THE EYED WORLD COULD AS CLUTTERED AND CLEVER REMARKS SO OF GONE CLEARLY RUN THIS STRIP TALKY AS THIS ONE THEY'D MAKE NO SENSE OUT OF HIS MIND IN READERS' DIGEST

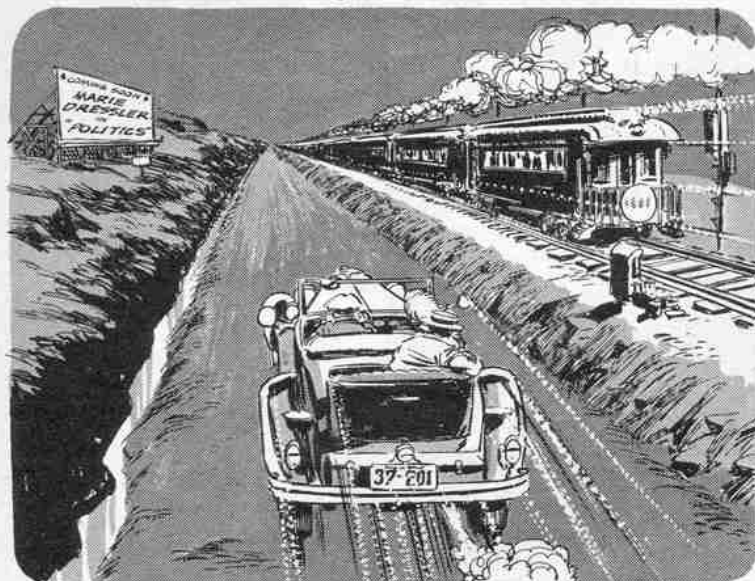




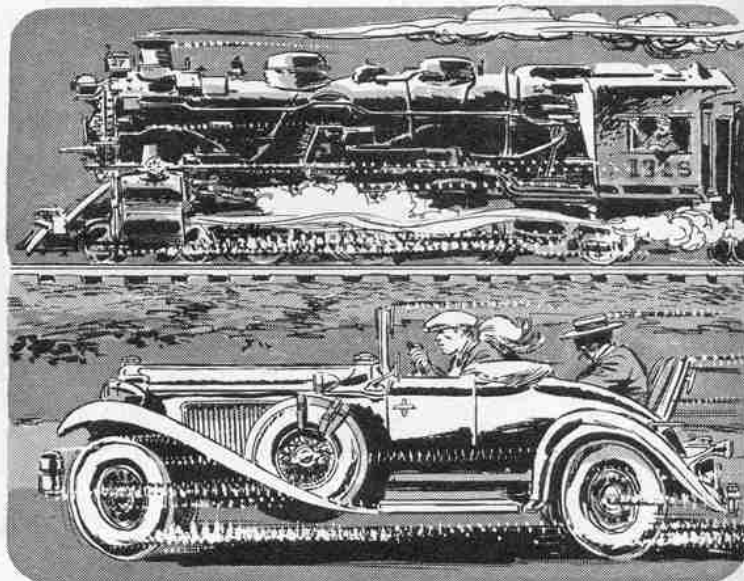
HOLLYWOOD DEPT.

The Race To The Crossing

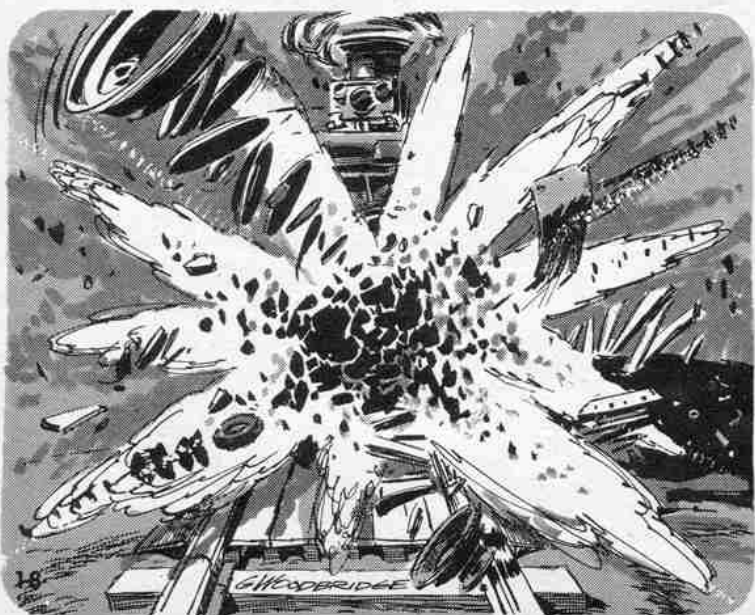
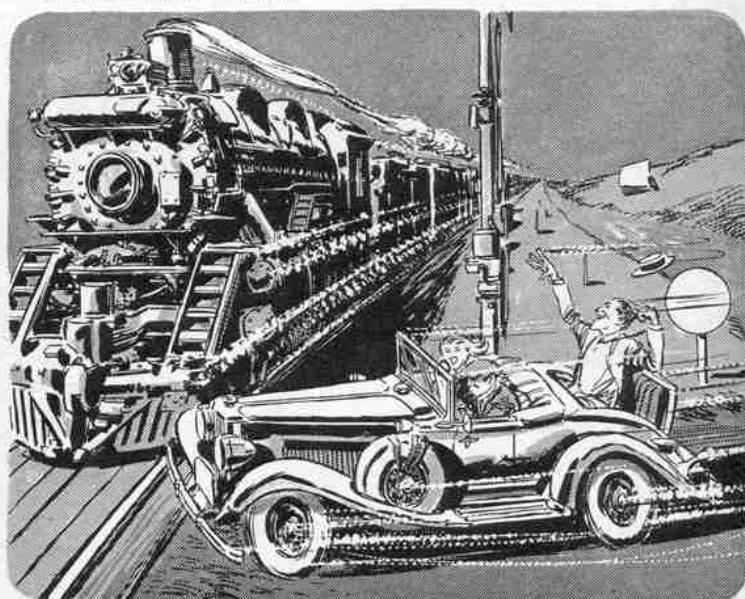
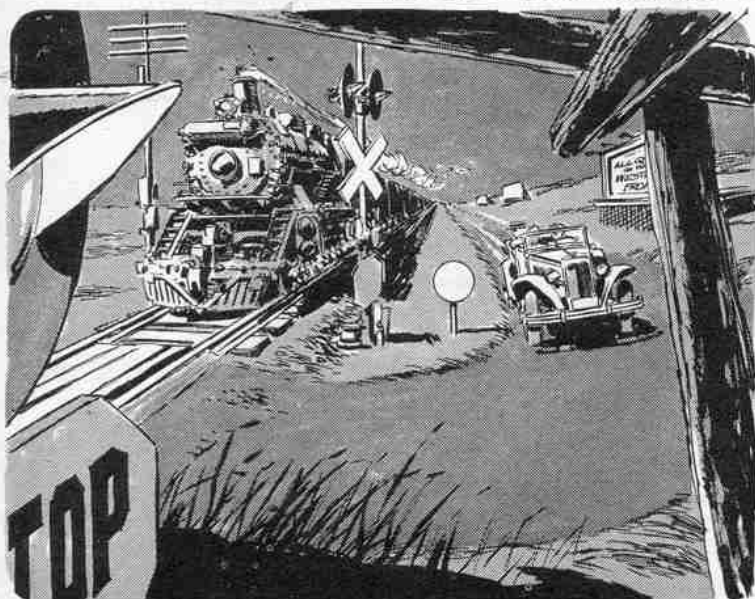
# Scenes We'd Like to See



ARTIST: GEORGE WOODBRIDGE



WRITER: GARY BELKIN





Fishing is one of the most popular outdoor sports in the world today. Oddly enough, it is indulged in mostly by men. Let us examine Fishing, and attempt to discover what is the magic power that draws millions of men into this sport every year. Can it be that they seek a source of food? No, because they'd starve to death on the average catch! Can it be that they seek to improve their health? No, because they usually come home exhausted, insect-bitten and sun-burned! Can it be that they seek the opportunity to sit and meditate on the philosophies of life? No, because they often get so swacked on beer, they can't even meditate on which end of the rod to hold! Can it be that they seek to get away from their wives and kids? You said it! That's the real reason men go . . .

# FISHING

## GOOD FISHING EQUIPMENT IS A PREREQUISITE FOR CATCHING BIG FISH

To be a good fisherman, the first thing one needs (aside from a desire to get away from certain irritants like job and family) is to be well-equipped.

**POORLY  
EQUIPPED  
FISHERMAN**

**WELL  
EQUIPPED  
FISHERMAN**

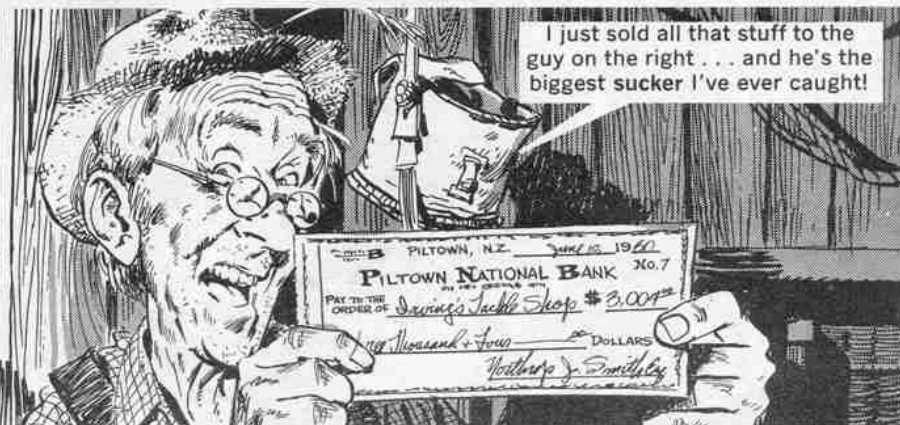
"Aw, give it up,  
Charlie Brown!"



WRITER: AL JAFFEE ARTIST: MORT DRUCKER

## CONVINCING PROOF THAT GOOD FISHING EQUIPMENT CATCHES BIG FISH

**IRVING'S  
TACKLE  
SHOP**  
FISHING EQUIPMENT



THERE ARE MANY WONDERFUL KINDS OF FISHING. LET US EXPLORE EACH . . . 19

# FRESH WATER FISHING

Fresh water fishing is best in remote areas. That's why a true fresh water fisherman is willing to suffer extreme hardships for a taste of this sport.



From the outset, nature presents a formidable barrier to the intrepid fresh water fisherman . . . but he pushes on.



Through impenetrable wilderness, infested with dangers at every turn, the true fresh water fisherman fights his way.

## THRILLS OF FRESH WATER CASTING

"Romeo, Romeo, wherefore art thou Romeo?"



The grace and balance and timing required in casting is equal to that of a ballet dancer. In short, it's an art!

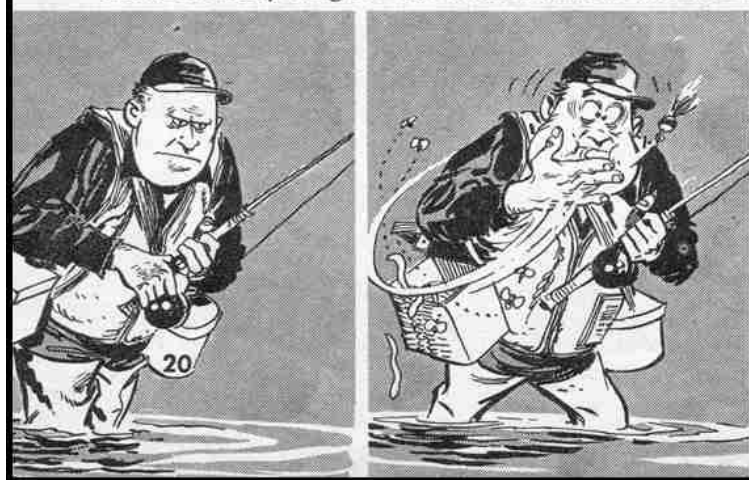


Unfortunately, there are about as many artful fresh water fishermen around these days as there are ballet dancers.

## HAZARDS OF FRESH

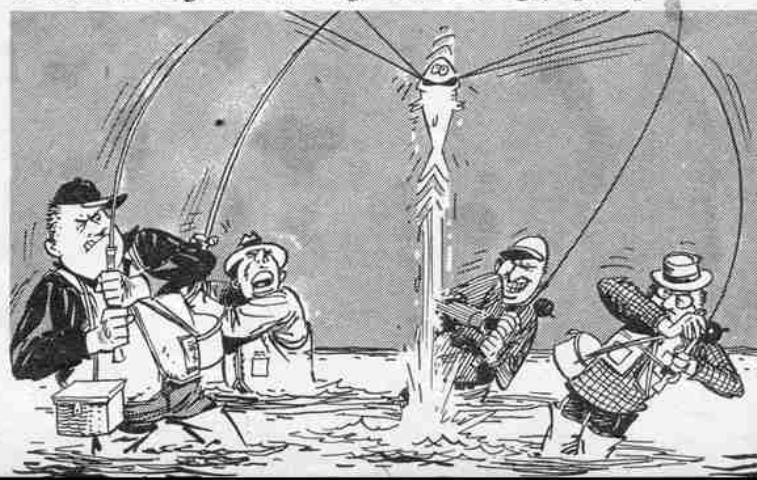
### CARELESS USE OF EQUIPMENT

Fishing requires a high degree of concentration, thus an orderly arrangement of equipment is necessary. This fisherman carelessly hung bait box where lunch box should be.



### LANDING A FISH

Sometimes, the fresh water fisherman has quite a struggle on his hands before he can get a fish into his creel. It is often amazing how much fight these little guys put up.







"Parade or no parade! This manhole stays open till the sewer's fixed!"

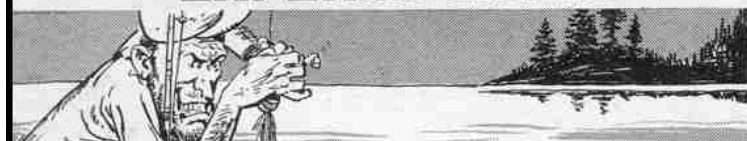


But it's all worth-while, because when at last he arrives at his secret, hidden, remote "fisherman's paradise", he

feels a deep emotional sense of closeness to nature . . . and an even deeper sense of closeness to other fishermen.

## FISHING

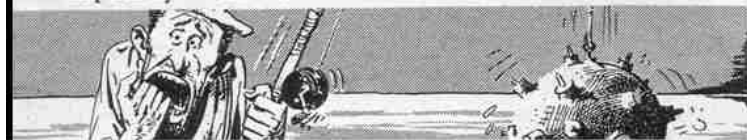
### EXPERIMENTING



Trying out a secret new bait or lure is always a thrill —

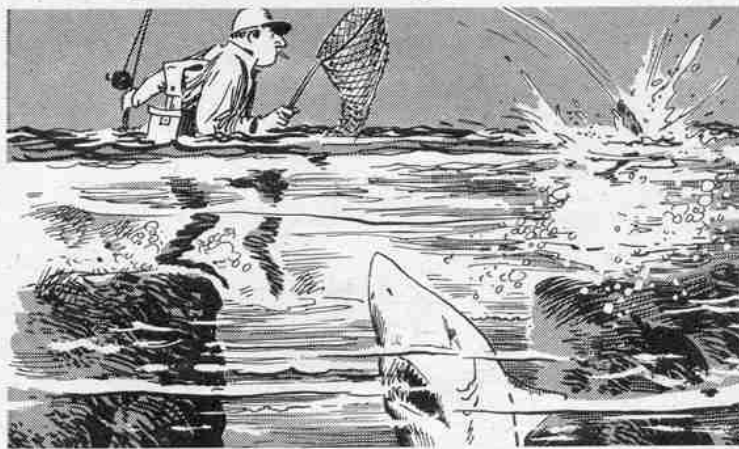


Especially when the fisherman discovers one that works —



### EXPLORING

Finding a new, uncharted fishing spot is often rewarding.



## WATER FISHING

### NETTING A FISH

Panic is greatest problem in netting fish. Often fishermen panic, and . . .

forget to bring fish in close before netting it. Instead, they'll chase it

. . . sometimes with disastrous results.



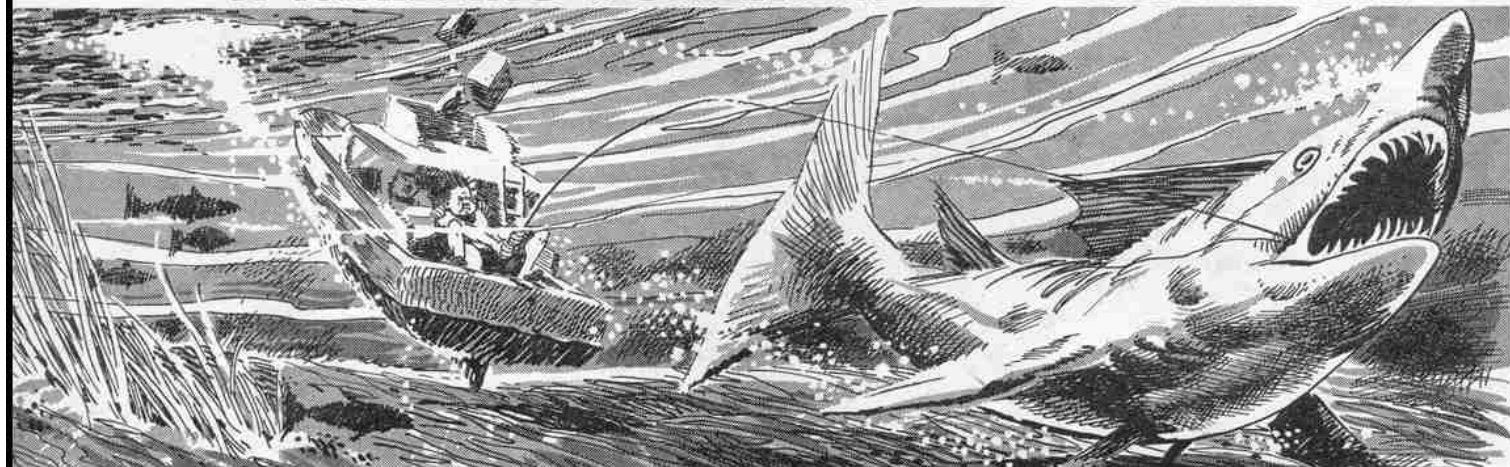
# DEEP SEA FISHING

On a deep sea fishing boat, one is likely to encounter some of the world's weirdest creatures. And one is likely to encounter some pretty strange ones in the ocean, too! The goal of every deep sea sport fisherman is to land a really big fish. Sometimes he will battle for hours to achieve that goal. Yes, nothing can match the excitement of a 160 pound man pitted against a struggling, thrashing monster who wants to prevent him from reaching his goal. But when his wife finally gives in and lets him go, the battle is well worth it...



"It seems that Goya painted two pictures of the Maja..."

## A THRILLING MOMENT IN DEEP SEA FISHING

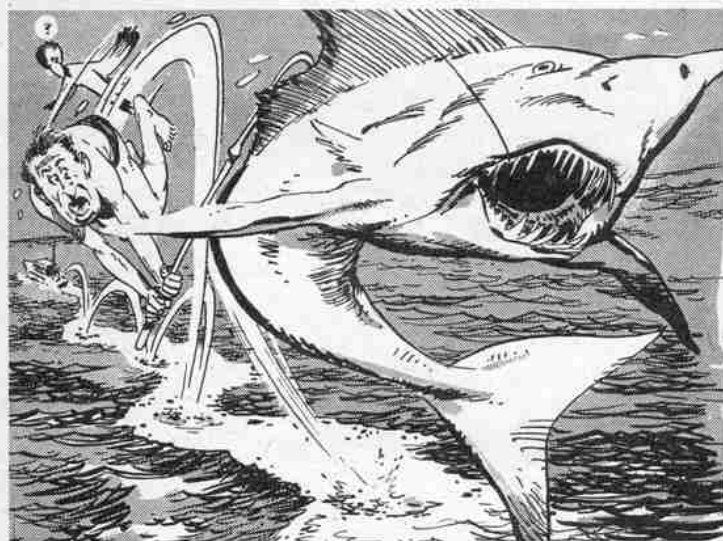


Deep sea fishing is exciting because the catch has no size limit.

## HOW DEEP SEA FISHING WORKS



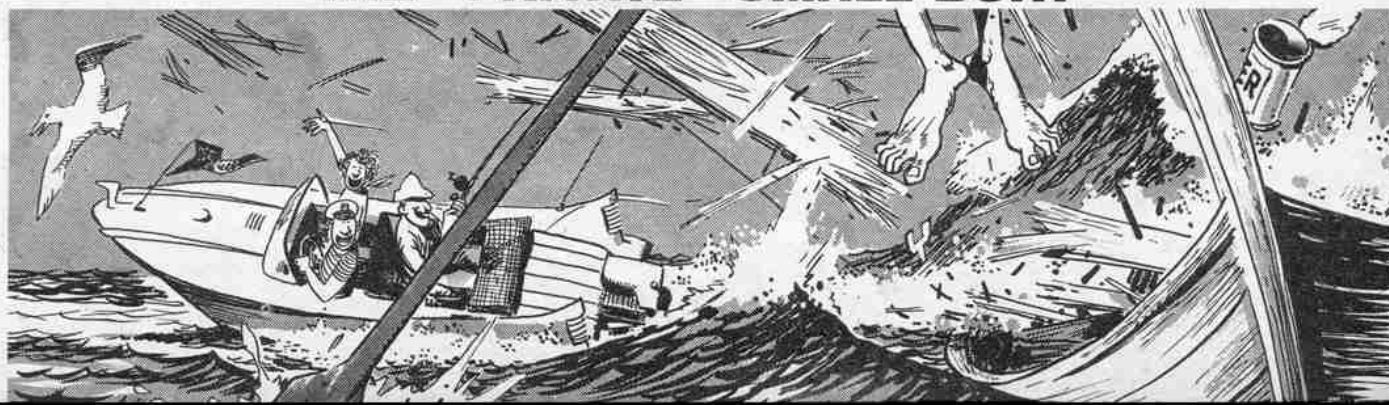
Big deep sea fish must be played till they are completely exhausted before they can be gaffed and hoisted aboard.



Here is an example of what can happen to a big deep sea fish when it is gaffed before it is completely exhausted.

## SMALL BO

### THE "PRIVATE" SMALL BOAT





# PARTY BOAT FISHING

There are various other names for this type of fishing. These public boats are either chartered by private groups, who come aboard with a big supply of food and a bigger supply of liquor, or they are filled with individuals at so much per head, who come aboard with a big supply of food and a bigger supply of liquor. In both cases, the term "party boat" fits.

## A THRILLING MOMENT IN PARTY BOAT FISHING



As soon as party boat passengers are loaded, things get under way.

## HOW PARTY BOAT FISHING WORKS



Party boat fishermen crowd each side of the boat and drop their lines . . .



As soon as they feel a tug on their line, they reel in frantically . . .



. . . only to find they've hooked the lines of the guys from the other side.

## AT FISHING

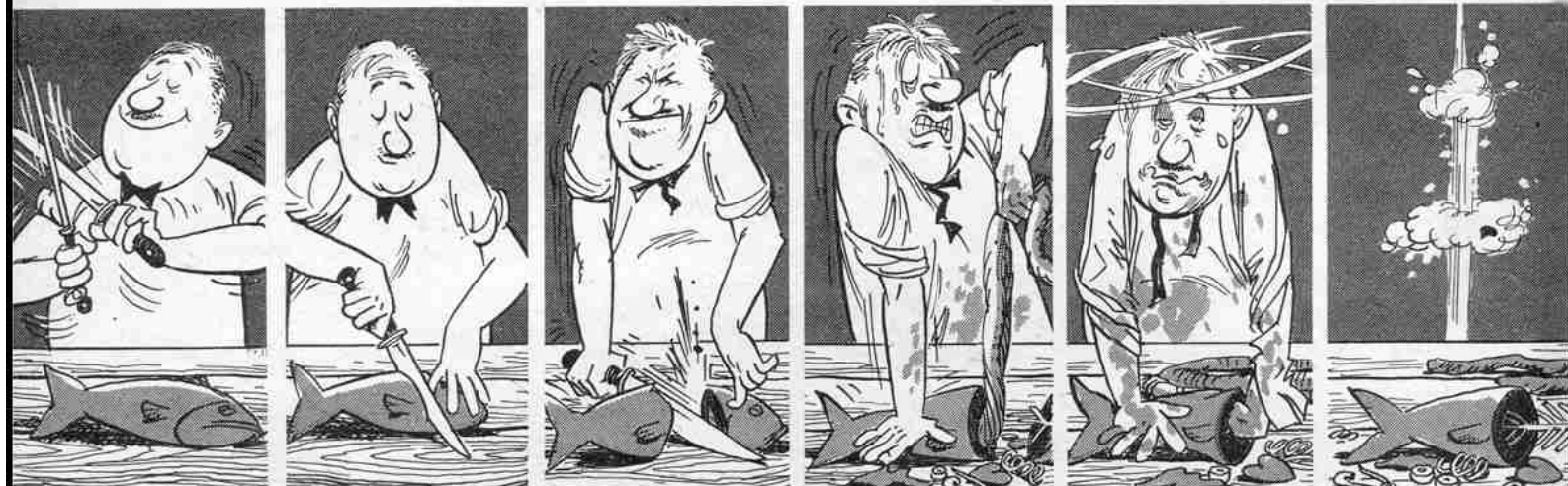
### THE "RENTED" SMALL BOAT



"There's one thing I don't like about the seashore!"

# MISCELLANEOUS FA

## CLEANING THE FISH



To fully enjoy fishing, the enthusiast must be adept at cleaning the fish he brings home, if he knows what's good for him! Start with a sharp knife. First, scale the fish.

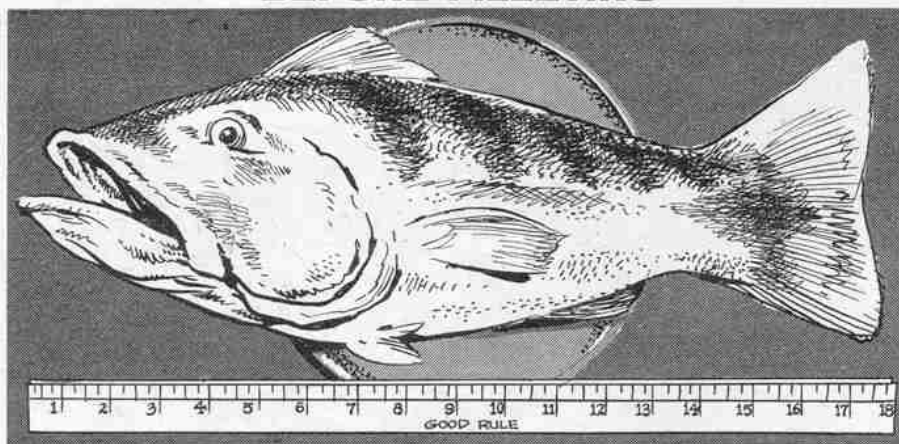
Then remove the tail, the fins, and finally the head. Now reach in and pull out the air sack, the liver, the heart, the intestines, the . . . ulp . . . intestines . . . ghack . . .

## FILLETING THE FISH

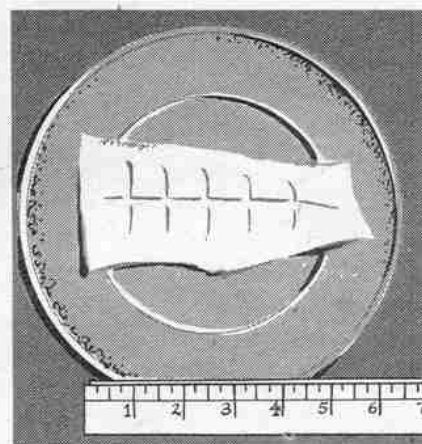
Many fishermen prefer to fillet their fish, that is: to remove all of the bones and other inedible parts, leaving

only the sweet succulent meat. Filletting a fish is an art. Here we see a fish before and after it has been filleted.

### BEFORE FILLETING

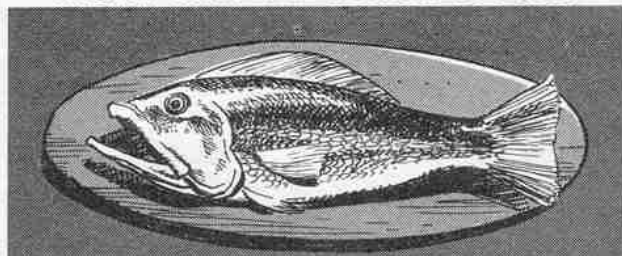


### AFTER FILLETING

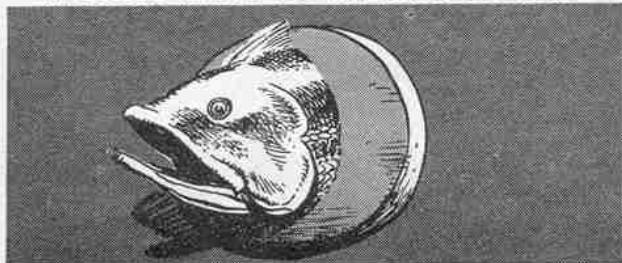


## MOUNTING THE FISH AS TROPHIES

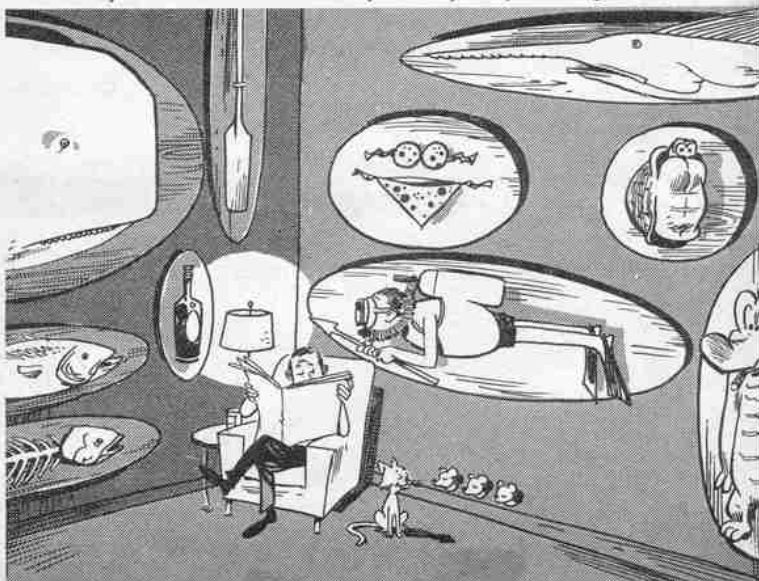
### RIGHT WAY TO MOUNT A FISH



### WRONG WAY TO MOUNT A FISH



Mounted fish make for an interesting display. Fishermen should try to mount one of every variety they've caught.



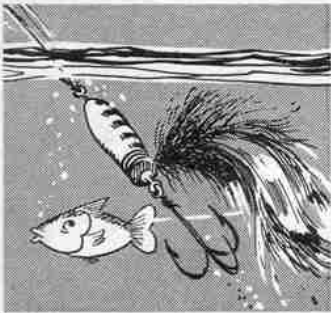


# CTS ABOUT FISHING

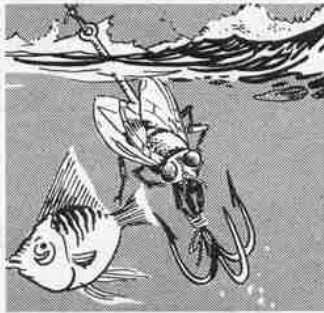
## TYPES OF BAIT

There are almost as many types of bait as there are fish in the sea. Here are some popular types . . .

**Lure**



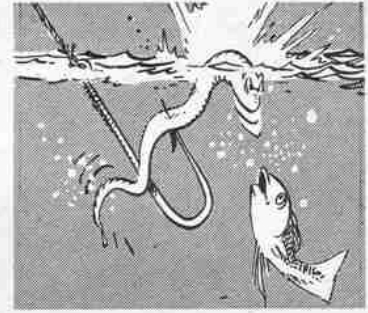
**Tied Fly**



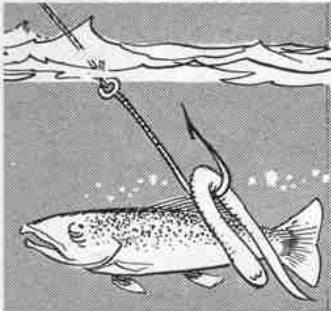
**Untied Fly**



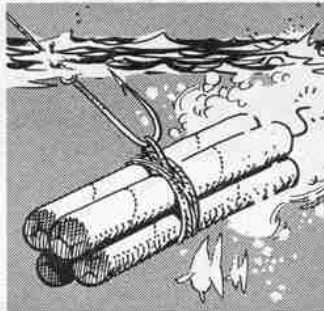
**Live Bait**



**Dead Bait**



**Sure-Fire Bait**



**Jail Bait**



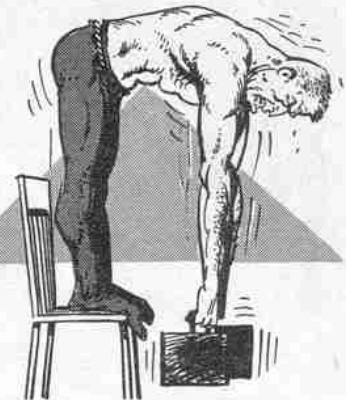
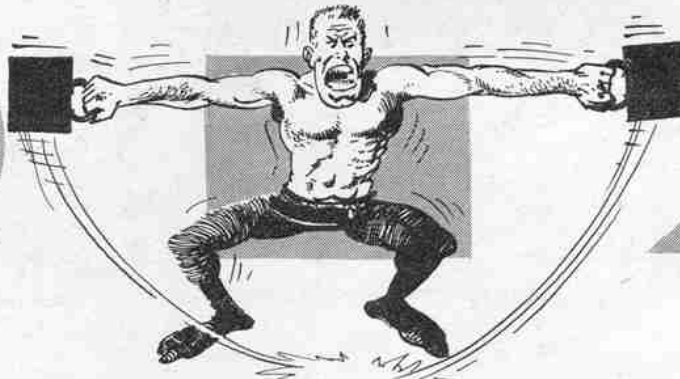
**Jail Bait Lure**



## OFF SEASON EXERCISES FOR FISHERMEN

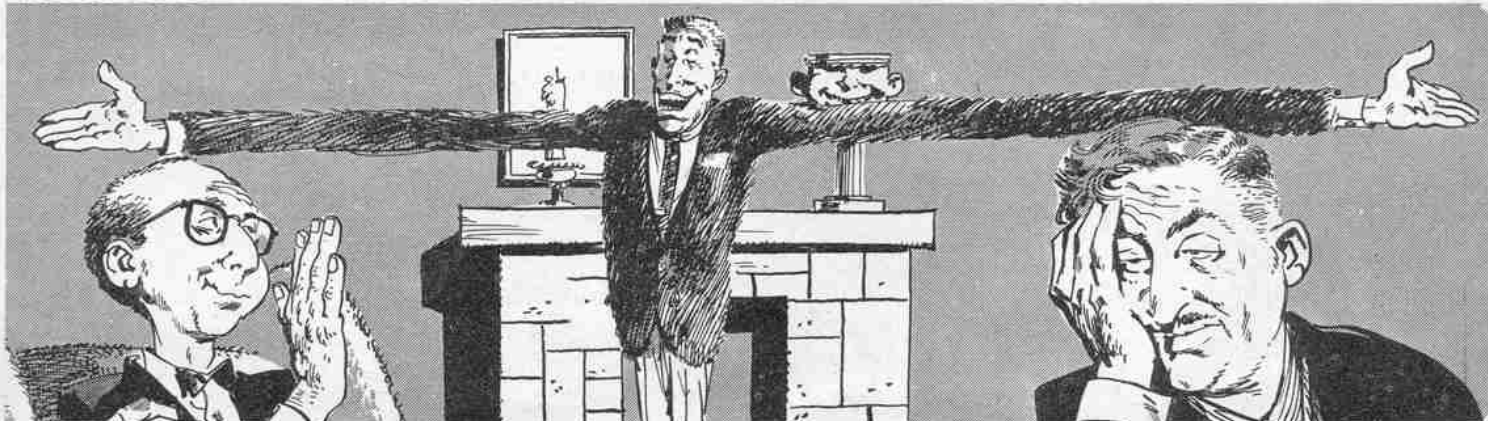
To keep in proper shape, there is one set of exercises the fisherman must indulge in . . . mainly . . .

### ARM EXERCISES



Grasp heavy weights firmly, and lift up and down for one hour every day. Grasp heavy weights and swing outward to the sides for one hour every day. Grasp heavy weights and hang over the edge of a chair for 1 hour every day.

### HOW ARM EXERCISES HELP FISHERMEN DURING OFF SEASON



They help when telling off-season fish stories, because the arms are stretched to revolting length!

For his second offering, Don Martin, who's a misfit any way you look at it, tells us about what happened to him

# AT THE CLOTHIERS





## GANG-GREEN DEPT.

Lately, money-hungry Hollywood producers have been selling a new gimmick: cheap, bloody, violent gangster films with a 1920's background. Of course, blood and violence are not exactly new to Hollywood, but these guys have something else up their sleeves. Namely, under the pretext of teaching a moral lesson, they are appealing to the vicarious thrill-seekers by making heroes out of Al Capone, John Dillinger, Baby-Face Nelson, and the entire Board of Directors of Murder, Incorporated. You'll see what we mean as

ARTIST:  
WALLACE WOOD

# MAD GOES TO A

WRITER:  
LARRY SIEGEL

# GANGSTER MOVIE PREVIEW

Hello, there! My name is Ira Schlock. I'm a movie producer. The movie we are previewing today—which I produced yesterday—deals with a modern American hero—er, sorry—violent thug named "Fink-Face" Fester. Because "Fink-Face" was such a despicable character, I decided to treat him with proper Hollywood contempt. Mainly, I had a title song written about him, which Doris Day sings while the credits are being flashed on the screen!

I know some people think  
He's just a crazy guy,  
The way he kills  
And makes his bullets whine,  
But still I shout:  
"I'm wild about  
That funny Mafia baby of mine!"

I guess that folks don't like  
That scar upon his face,  
And chuckle at  
His silly "Black Hand" sign!  
It isn't fair,  
But I don't care,  
I love that Mafia baby of mine!

Some day I'm sure that he  
Will take me for a ride  
And send a slug  
Down deep into my spine,  
Still I adore so tenderly  
That crazy guy from Sis-ci-leeeee...  
I love that Mafia baby of mine!

## THE RISE AND FALL OF "FINK-FACE FESTER

I've learned that the best way to give respectability to a cheap gangster movie is to have a well-known national figure introduce it. Since I've already used the President, the Vice-President, the F.B.I. chief, and Art Linkletter in my 635 other productions, this time I had to settle for Senator Lem Pivnik of Idaho!

My fellow citizens. This being an election year, please allow me to wipe the smirk off my face in order to say in all sincerity that we must wipe out Al Capone, John Dillinger, and other criminals who have been dead for years, to make this country safe for better things... like more gangster movies. The picture you are about to see is true—only the story is fictitious, to protect the producer from losing his money! At least I think so! I haven't seen it! And nothing on earth will make me!





When a gangster movie begins, it's always wise to show our hero—er, pardon—thug as a young boy. In this way, we expose the psychological reasons for his starting on a life of crime, which is always impressive. Also, we get in some early bloodshed, which is even more impressive!

Sorry, Mom! Sorry Pop! But I gotta plug yuh! Not because I want to—but because my home life is terrible, you both hate me... and mainly the folks out there are rootin' for me to do it!

But Fink-Face son—we don't hate you! We love you! We'll do anything for you!

Shut up and die in agony, Bessie! You want to nip a promising career of murder in the bud, and give him some sort of healthy complex?

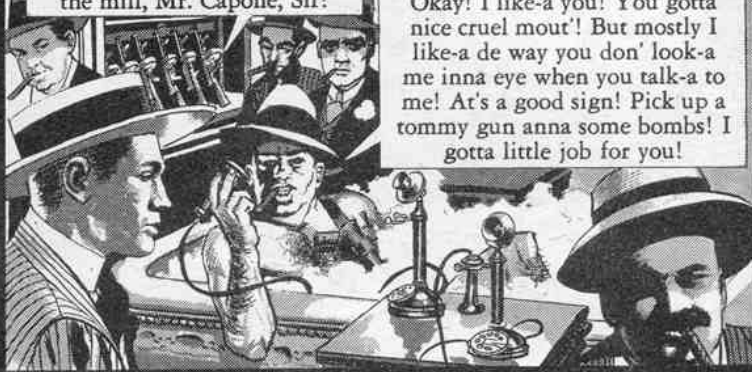


And now for Fink-Face's first big meeting with Al Capone. Whenever I show big lovable Al in my films, I make sure to hold up on the dialogue for ten or fifteen minutes to allow for the cheers and applause to die down...

Hi, Mr. Capone. I'm Fink-Face Fester. I'd like to join your swell Mafia Social and Athletic Club. I can do anything, take minutes, play punch-ball, kill judges. Whaddya say, Mr. Capone? You wanna initiate me? I don't mind going under the mill, Mr. Capone, Sir!

Shaddup-a you face, and-a let the sick movie fans inna audience finish applauding me, you fresh kid, you!

Awright! Ten-a minoots is up! Now we can-a talk! So you wanna join-a da Mafia, eh, fresh kid! Okay! I like-a you! You gotta nice cruel mout! But mostly I like-a de way you don't look-a me inna eye when you talk-a to me! At's a good sign! Pick up a tommy gun anna some bombs! I gotta little job for you!



By the way, in case you're wondering why I'm the only one in Hollywood making gangster films of the 1920's, the answer is simple! I have a great social conscience, I have a fantastic talent, and mainly I bought up all the old box-type automobiles, old-fashioned upright telephones, and double-breasted suits available...

Hey, Fink-Face! I like-a your bomb-t-rowing style! You got-a class! You gonna go places some day!

Shucks, Mr Capone! That was lefty! Wait'll you see me throw righty! I got curves, sliders and everything! Gee, I like this work! You get plenty of fresh air, and you don't have to stand on corners and meet the wrong kind of people!

Hey, how come "Gutsy" Famisht didn't come along on this job?

His double-breasted suit's in the cleaners! How would it look if he threw a bomb in a single-breasted suit? The audience would laugh him off the screen!



While I like my gangster pictures to include details of kids plugging their parents and cement coffins and store-bombings, too much of that stuff can get depressing. That's why, for a change of pace, I always bring in a lighter note... like a gay holiday scene... like f'rinstance St. Valentine's Day...

Fink-Face, you not only t'row a nice-a bomb, you also a good tommy-gunner! Yessir, you gonna be a big-a man some-a day...

Thanks, Mr. Capone! I sure like bootlegging, dope-pushing, killing, and other exciting club games. But now, as is customary in gangster films, it's time for me to meet a girl who will love me even though I'm a sick killer, and try to reform me. Whereupon I will do the only decent thing... namely, gun her down for her troubles...





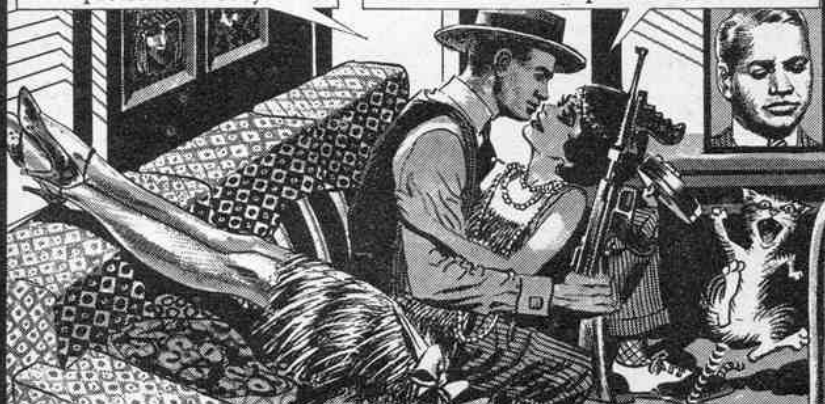


Although it's nice to please the romantic movie-goer with a love scene in a gangster film, you've still got to hold the attention of the violence-lovers, and five straight minutes without violence can be dangerous. To be safe, this time I tried something different...

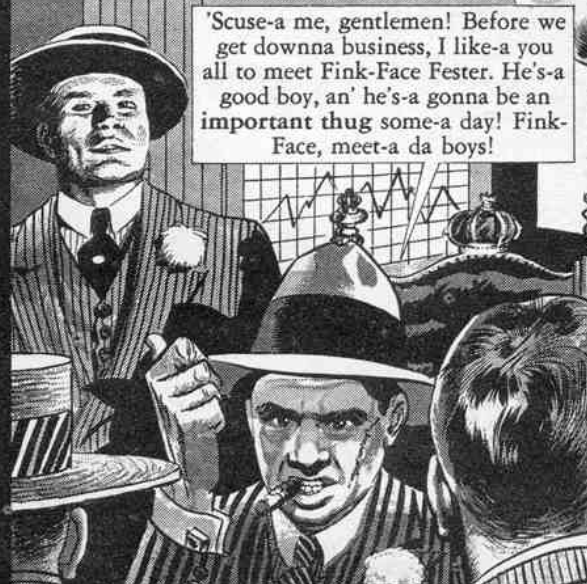
After Fink-Face does the decent thing—taking his foot off the cat's tail and gunning down his girl—we switch to the big scene where all the Underworld greats have a meeting. Naturally, they come into the room one at a time, so that the audience can cheer wildly at each entrance...

Baby, when we kiss like this, I feel so good I could do all kinds of wonderful things, like climbing mountains, and swimming oceans and shaking down candy store owners for protection money!

Oh, Fink-Face, you warm, wonderful, crazy Mafiosa! When you press your scarred lips to mine... I have marvelous thoughts. Like us getting married... and us having a family... and you taking your heel off my cat's tail and stop trying to sneak in some cheap violence!



'Scuse-a me, gentlemen! Before we get downna business, I like-a you all to meet Fink-Face Fester. He's-a good boy, an' he's-a gonna be an important thug some-a day! Fink-Face, meet-a da boys!



I'm Baby-Face Nelson, from Upstate!

I'm Machine Gun Kelly, From Downstate!

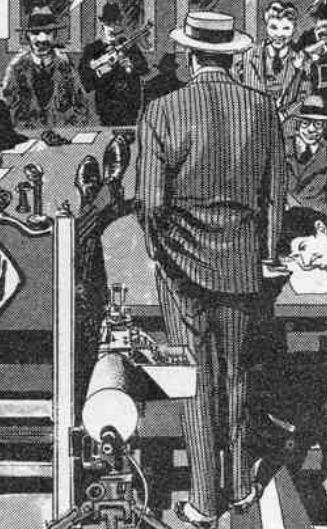
I'm Bugsy Siegel, from out West!

Hey, Bugsy! You got a brudder Larry writin' fer MAD?

I'm John Dillinger, from Chicago!

I'm Pretty-Boy Floyd, from St. Louis

I'm Lepke Buchalter, from Brooklyn!



I'm dying slowly, from this knife in my back!



Now for the "Territory-Dividing" scene, always a thrill in gangster films. This is where our heroes—er, pardon—hoods divide an area into geographical sections for purely unselfish reasons—like greed and profit.

I want the North Side for Dope-Pushing!

I want the East Side for Bootlegging!

I want the South Side for Rum-Running!

I want the West Side for Killing!

I want the Northeast Side for Bombing!

I want the Southwest Side for collecting on overdue library books!

I want the Doctor for this knife in my back!

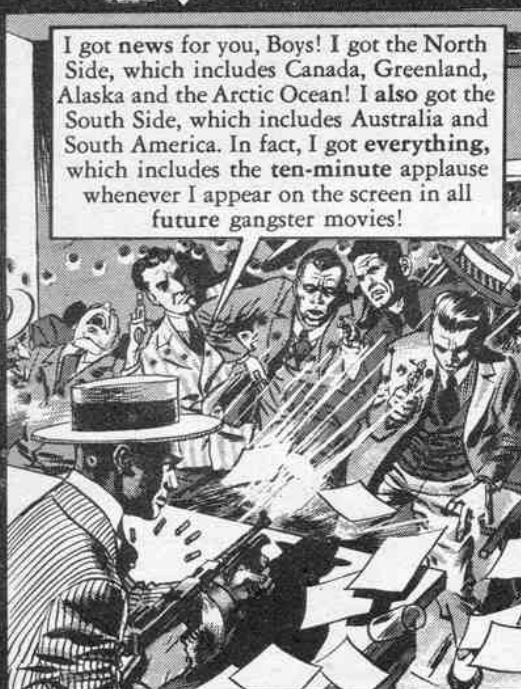






According to my stop watch, there hasn't been a trace of violence or bloodshed for nearly two minutes, and so here goes! . . .

Now that this great guy—er, I mean dirty skunk, Fink-Face Fester, is King of the Underworld, as a producer I am morally obligated to **expose** him. Notice how, in this next scene, I have many decent citizens of the community recognize him for the low-down crook he really is . . .



I got news for you, Boys! I got the North Side, which includes Canada, Greenland, Alaska and the Arctic Ocean! I also got the South Side, which includes Australia and South America. In fact, I got **everything**, which includes the ten-minute applause whenever I appear on the screen in all future gangster movies!

Hey! There goes that prosperous racketeer, Fink-Face Fester!

What a generous bribe I got from that upstanding hoodlum, Fink-Face Fester!

That gangster Fester is my ideal! I wanna be just like him when I grow up!

Boy, it just shows you how any kid in America has an opportunity to grow up to be a rich and famous hood!



But, as all of us public-spirited gangster film producers know, he who lives by the sword must die by the sword. And so, after two hours of showing him leading an exciting, profitable, and enviable life, I now demonstrate that "**Crime does not Pay**" by having Fester die a horrible and violent death at the very end!



See, Kelly! When you live the rotten, cruel, mean life of a killer, you have to die violently!

It's horrible! Cut down in the prime of life—at 103—by a bad case of measles!

Well, that's it, folks! So much for "**The Rise and Fall of Fink-Face Fester**"! I hope you liked it, and that you learned a very **valuable lesson**. Mainly, that crime does not pay . . . but making crime movies **does**! And now for a coffeee break! After which, I start on my next gangster film! Well, I've got to run. It's 3:00 now, and I want to be finished with it by dark!







You'll note that we've been using little props along with our X's and O's lately. Now, let's introduce new signs like \$'s and c's, etc. For instance...



"Yankee, go home!"

**Ingredients:** Roasted Peanuts, Sugar, Corn Syrup, Vegetable Oil, Powdered Skim Milk, Cocoa, Salt, Pure Food Starch, Emulsifier, Assorted Mouse Droppings, Factory Dust, Dandruff, Belly-Button Lint, Artificial Flavor, Artificial Color, and Artificial Candy

Did you ever notice how they always print the ingredients of a candy or food or drug on the label or wrapper? This practice is required by the "Pure Food and Drugs Act" which was passed so instead of worrying about what kind of awful slop you're swallowing, you know exactly what kind of awful slop you're swallowing. Actually, this business of listing the contents of a can of food or bottle of drugs or box of candy is a good idea. But, in order to fully protect the American consumer, we think this practice should be extended to other areas besides food and drugs. In other words, we think Congress should immediately pass

# MAD'S "PURE PRODUCTS" LAW

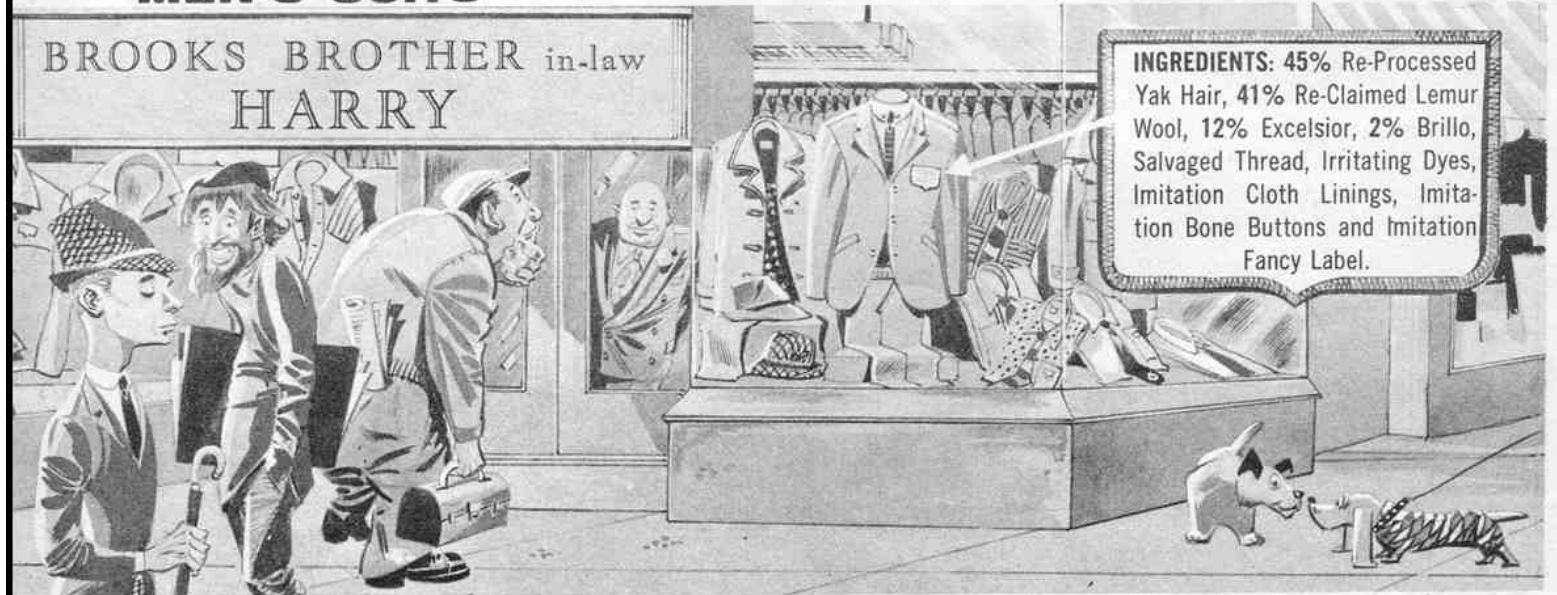
# UNDER MAD'S "PURE PRODUCTS" LAW, A LIST OF INGREDIENTS

## CARS



## MEN'S SUITS

BROOKS BROTHER in-law  
HARRY



## NEWSPAPERS





WOULD BE REQUIRED ON EVERYTHING, LIKE F'RINSTANCE . . .

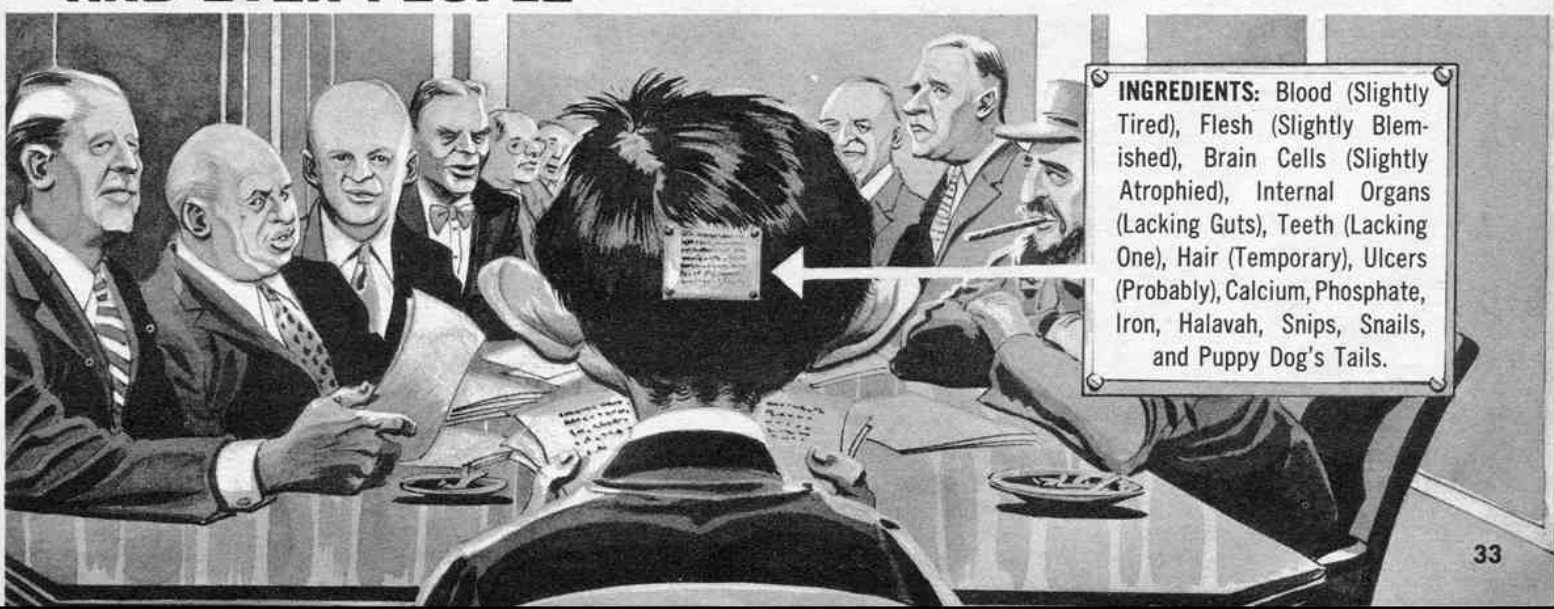
## HOUSES



## CIGARETTES



## AND EVEN PEOPLE



# STRETCHING THE TRUTH DEPT.

"I don't understand a word they're saying... it's all Greek to me!"

x o  
h v o u  
e p h

When an ordinary guy wants to show something, he usually wants to show it the way it really is. So he takes a photograph of it. When a Madison Ave. guy wants to show something, he usually wants to show it the way he wishes it could be. So he still takes a photograph of it, but then he phonies it

# REPROPORTIONING FOR FUN AND MAINLY

HERE ARE TWO EXAMPLES OF HOW MADISON AVENUE

Here is the original  
photograph of a name-  
brand automobile tire



Now, here is the same  
photograph of the tire  
as it was used in ads  
after reproportioning



## NATIONWIDE SALE!

### The Tire Bargain of the Year



ONLY  
**\$11.95\***

## Good'n'rich KUSHION KING 600

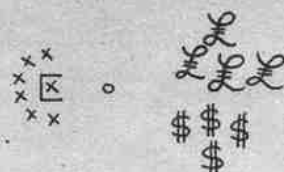
*See your friendly Good 'n rich Dealer Today!*

\*Plus your recappable tire†. Price does not include whitewalls, tread or valve, and is effective only for the first five customers who bring a copy of this ad to our main office, which is in Key West, Florida.

†A recappable tire is a tire with less than 3000 miles on it!



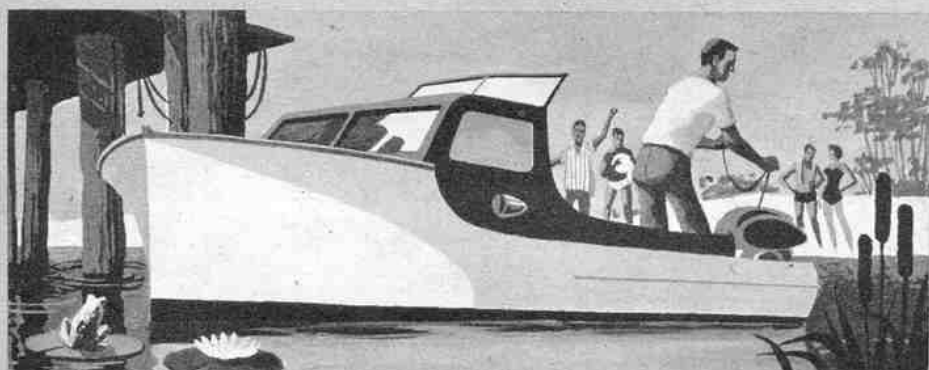
up with a process called "reproportioning". This process results in making an object wider or taller or thinner or smaller, depending on what you're aiming at, and who you're trying to "con". Since Madison Ave. does it all the time, we see no reason why pretty soon more and more people will be...



"Your Majesty, the British-American Trade Commission has arrived!"

# PHOTOGRAPHS PROFIT

USES REPROPORTIONED PHOTOGRAPHS IN THEIR ADS



Take this on-the-spot original photograph of a small cabin cruiser

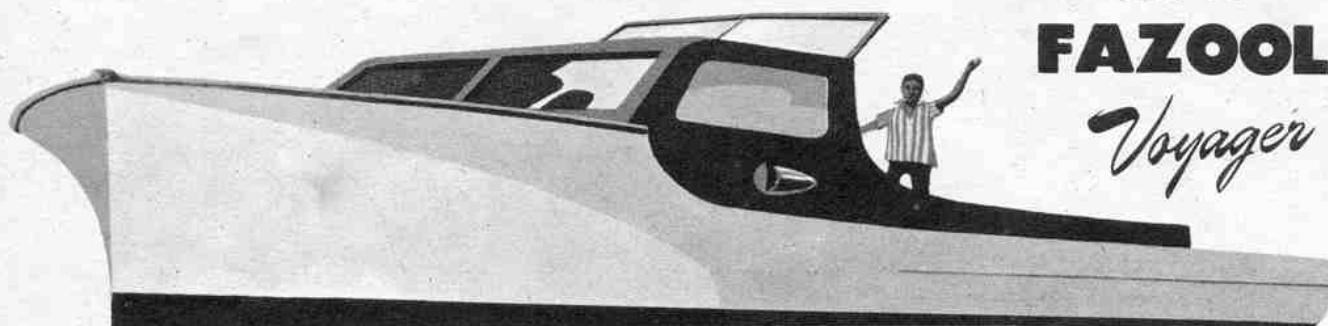
Here is how clever reproportioning of the photo makes it into a luxury cabin cruiser

**Enjoy** FAST, EASY, SPACIOUS LIVING AT SEA ...

on a

**FAZOOL**

*Voyager*



City living got you down? Forget your worries, your cares, your bills! Speed away in a FAZOOL "Voyager" Cabin Cruiser! Your family will enjoy the pleasures of outdoor living. Your friends will relax in spacious comfort. And mainly, your creditors won't ever catch up to you when you're sailing twenty miles out at sea.

## CHECK THESE SIX GREAT FEATURES

- Sleeps six in comfort
- Powered by 200 HP V-8
- Ship-to-Shore Radio
- Radar and Depth Finder
- Automatic Pilot
- Complete Galley Facilities

**FAZOOL** *Voyager*

"Nothing goes past a Fazool!"

## HERE ARE EXAMPLES OF HOW ORDINARY PEOPLE

### THE GREASY-SPOON RESTAURANT OWNER

takes this photo of his  
overpriced crumby lunch

and re proportions it to  
appear on the menu as a  
mouth-watering bargain



## Hoggenschlacher's East Side Cafe & Beanery

### BUSINESSMEN'S Special Blue-Plate Luncheon

#### START OFF WITH

- A Giant-Size Glass of Freshly-Squeezed Orange Rinds

#### THEN DIG INTO

- A Sizzling, Thick, Man-Sized, All-Meat Minute Steak
- A Mouth-Watering Heaping Portion of Fried Onion Skins
- A Generous Serving of Creamy Mashed Potato Peels
- A Tall, Frosty, Cooling Glass of Delicious Water

#### AND TOP THE WHOLE THING OFF WITH

- A Stupendous Wedge of Fluffy, Light Chocolate Cupcake  
Coffee      Tea      Milk      Bi-Carb



THE PUBLISHER OF  
BAD ENCYCLOPEDIAS  
takes this photo of his  
thin and worthless book



and re proportions it to  
look like a huge volume  
filled with vital facts

Every American Home Needs

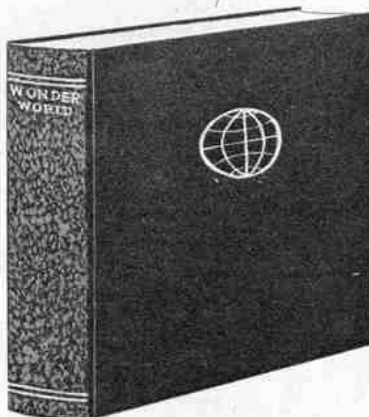
THE MAMMOTH, ALL-INCLUSIVE

## Wonder-World Encyclopedia

THE WHOLE WORLD AT YOUR FINGERTIPS

A PARTIAL LIST OF ITS CONTENTS

FULL COVERAGE OF IMPORTANT PEOPLE, PLACES  
AND FACTS—COMPLETE ATLAS AND GAZETEER—  
HANDY HOME MEDICAL GUIDE (including 50  
Do-It-Yourself Operations)—COMPLETE HOME  
STUDY COURSE IN NUCLEAR PHYSICS—100 WAYS  
YOU CAN GET RICH—100 WAYS YOU CAN GET  
CAUGHT—HOW TO WIN AT BRIDGE, POKER,  
SCRABBLE, AND MONOPOLY—NATURE GUIDE TO  
BIRDS, ANIMALS, INSECTS AND JAZZ MUSICIANS  
—500 MOVIES TO AVOID ON THE LATE LATE  
LATE SHOW—1,500 ASSORTED ARABIAN CURSES  
—STATE-BY-STATE LISTINGS OF MURDER AND  
DIVORCE LAWS—COMPLETE LANGUAGE COURSES  
IN FRENCH, GERMAN AND HIP-TALK—75 USES  
FOR BELLY-BUTTON LINT—75 REASONS WHY  
YOU WERE A SUCKER TO BUY THIS BOOK!!



Wonder-World Publishing Co.

"You wonder why in the world we're publishing!"



CAN MAKE USE OF REPROPORTIONED PHOTOGRAPHS

A MONEY-GRUBBING ORPHANAGE OWNER

takes this photo of the orphans he is starving



and reproportions it so he can send an appeal for more money to steal



SCONDER'S ORPHAN HOME  
ANNUAL FUND APPEAL

To you who have been so generous in the past:  
Won't you double your contribution this year so we can continue to give our beloved orphans the tender care they have been getting?  
Just study the picture above for a moment. Note the smiling, round faces... the well-nourished bodies... the all-around healthy appearance of our charges. And then tell me you can refuse. Food costs are up, as you know. In order to continue to supply the nourishing meals we have been giving each darling child, we must spend over \$500 each per year. This may seem like a lot, but you will agree that no sum is too large for a homeless, motherless, and fatherless youngster.  
Look at the picture again, see how generous we are with food here, and send in your check today. Make it out to me, personally.

ABE SCONDER  
President & Treasurer  
SCONDER'S ORPHAN HOME

A PEN-PAL TRYING HARD TO COVER UP  
who is round-faced with an idiotic expression



reproportions his photo so he's thin-faced with an idiotic expression

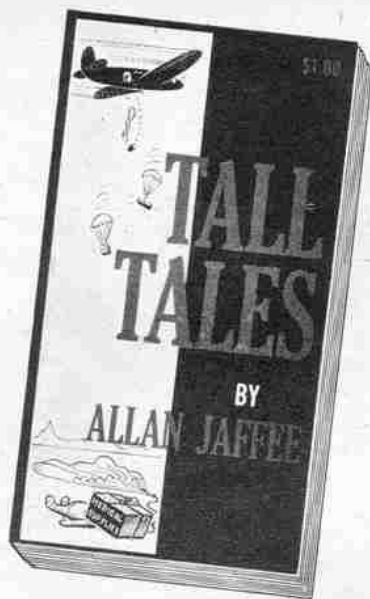
PEN

Dear Bernice:  
It's been great writing to you all these months. Even though we've never met, I've grown to like you very much. In fact, I consider you my best girl! I am enclosing the snapshot of me which you asked for. I'm certainly glad you told me you like lean-faced boys with delicate features, because that description fits me to a "T." Write soon  
your affectionate pen-pal  
Alfred



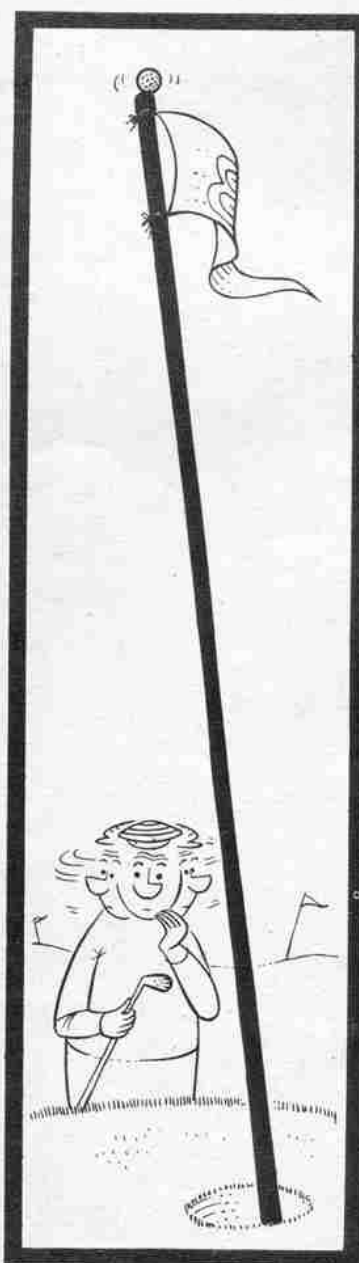
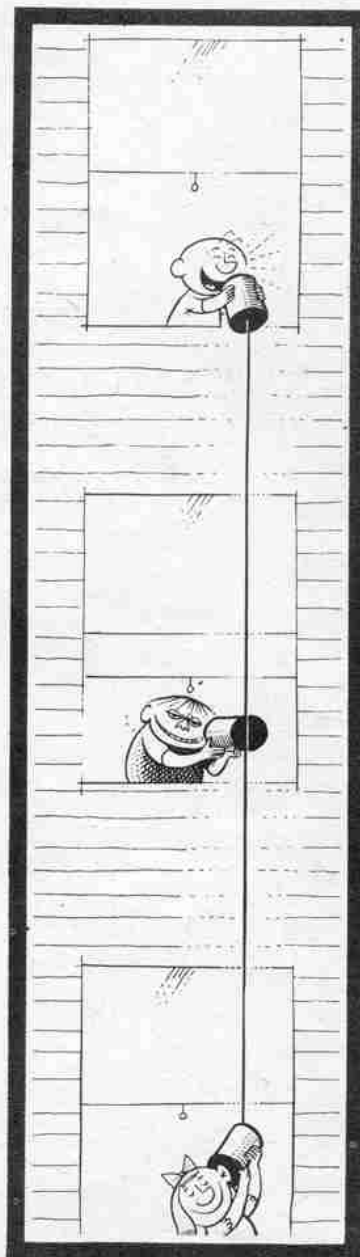
R. O.

"But they said on TV that my friendly neighborhood druggist would cheerfully give me double my money back!"



### LANKY-PANKY DEPT.

Back in October of '58, a one-panel cartoon with a strange new shape, and an equally strange new kind of humor, began appearing daily in the pages of the N. Y. Herald Tribune. Today, "Tall Tales" is carried by more than 100 newspapers throughout the country. In February of this year, Doubleday gathered the best of them in a \$1.00 edition. And now MAD offers the best of the best for your enjoyment. If you want to see more, get the book, or threaten your local newspaper. The fact that Allan Jaffee is a friend, writes for MAD, and promised plenty payola has nothing to do with our plugging:



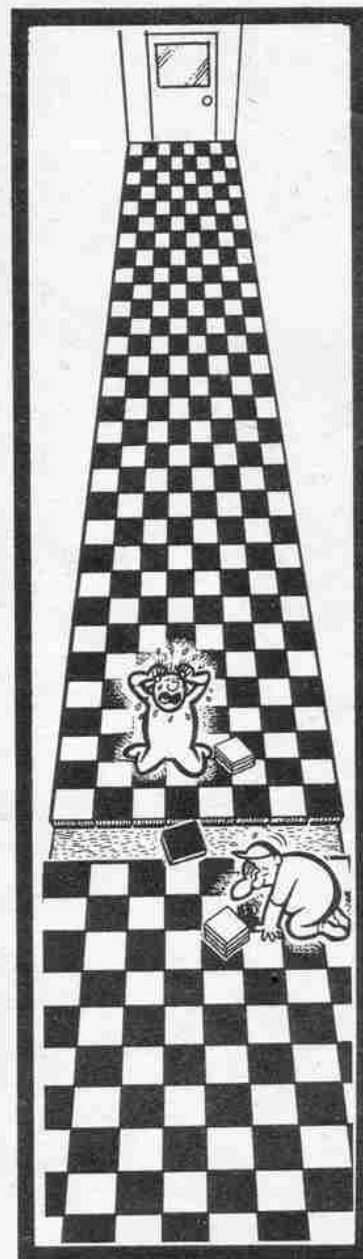
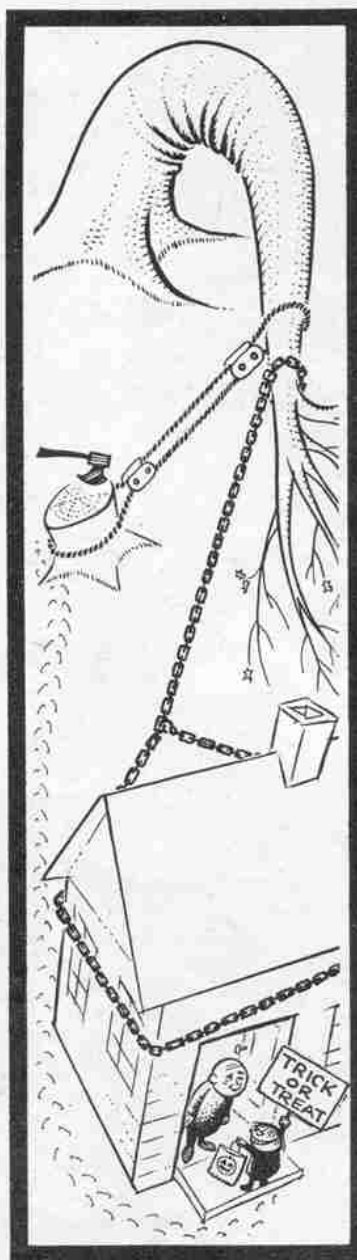
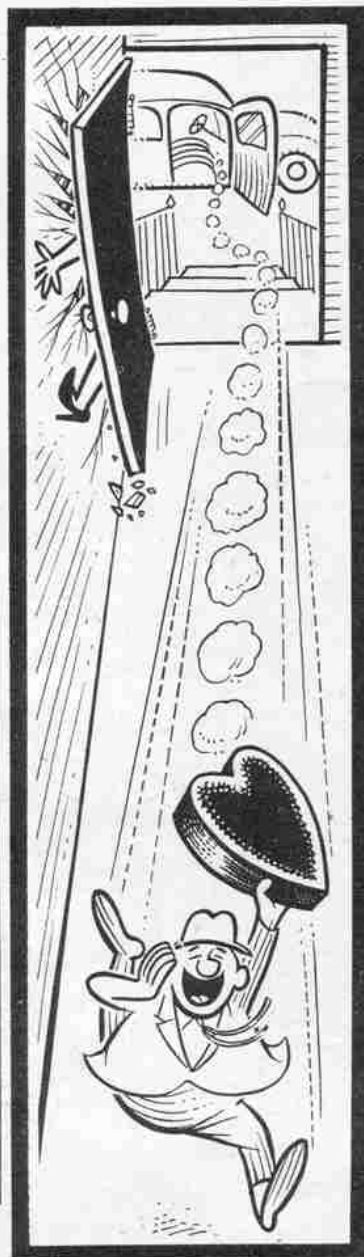
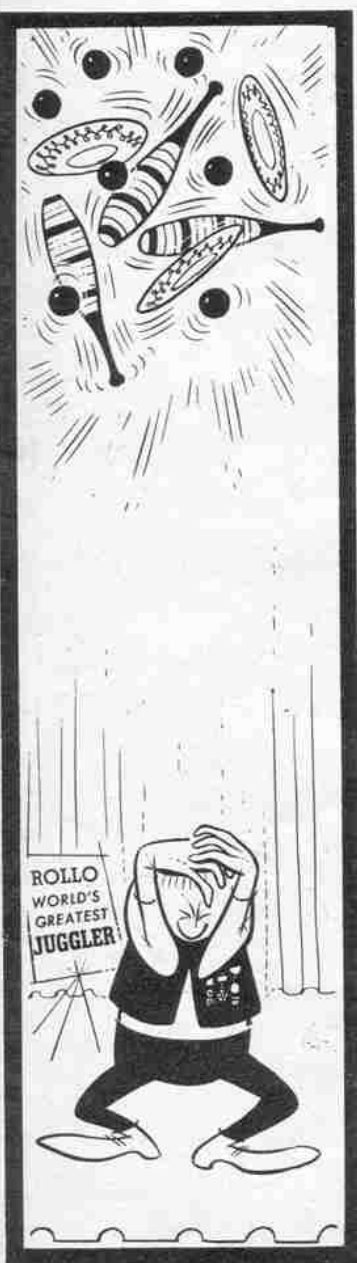


O x 2

"Boy, Sam, you're  
a real square!"

# TALL TALES

© 1960, New York Herald Tribune, Inc.  
Trade Mark Reg. U.S. Pat. Off.



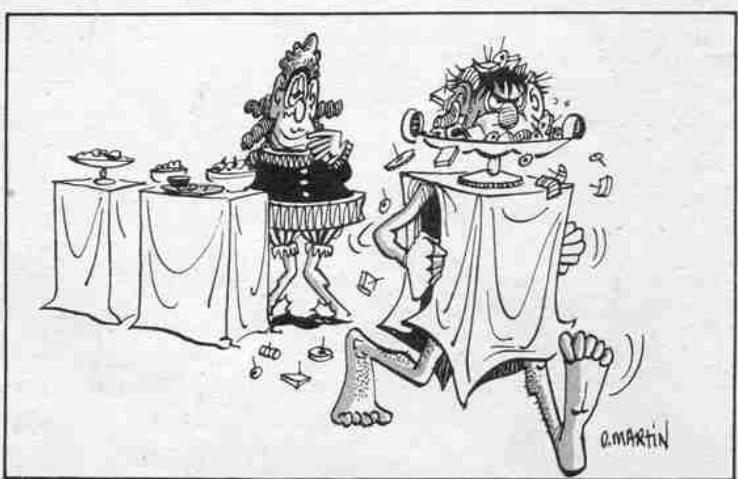
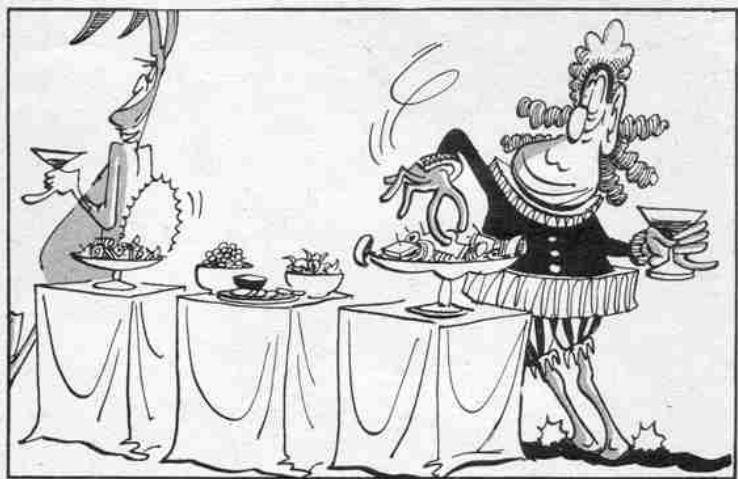
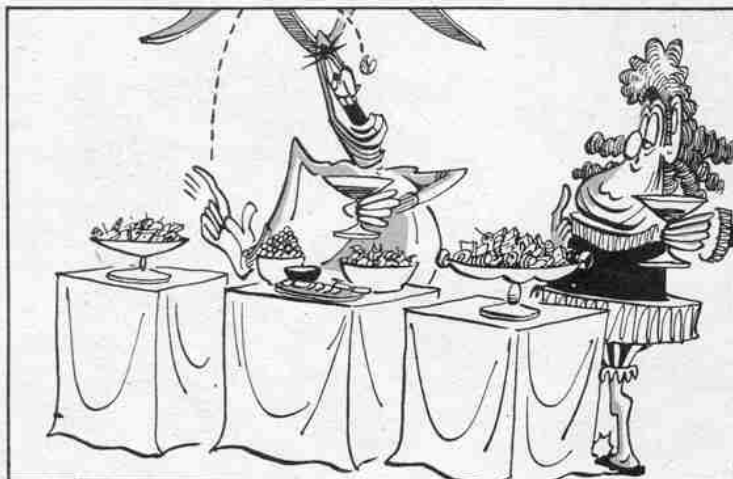
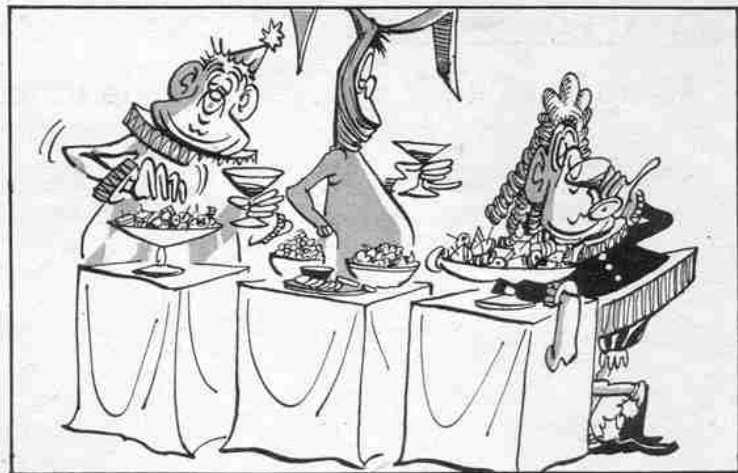
And now, for a serious note . . . about as serious as the wound a mosquito inflicts upon an elephant. For his third offering, Don Martin, MAD's maddest artist, tells about an experience that happened to him

"And this is Melvin . . . my 'yes-man' . . ."

x o  
1

AT A

# MASQUERADE





There have been many magazine articles written *about* the Beat Generation in an attempt to defend the movement. Now MAD presents its version of a magazine written *by* the Beat Generation which *really* defends the movement . . . the movement to *abolish it!* See if you don't agree after reading . . .

July Like Special: 18 New Ways To Rebel Against Society

.25 SKINS



# BEATNIK

The MAGAZINE for HIPSTERS

## MESSAGES IN THIS ISSUE

THE MOST  
UNFORGETTABLE  
WEIRDO I'VE MET

HOW TO GET HIGH  
ON ESPRESSO

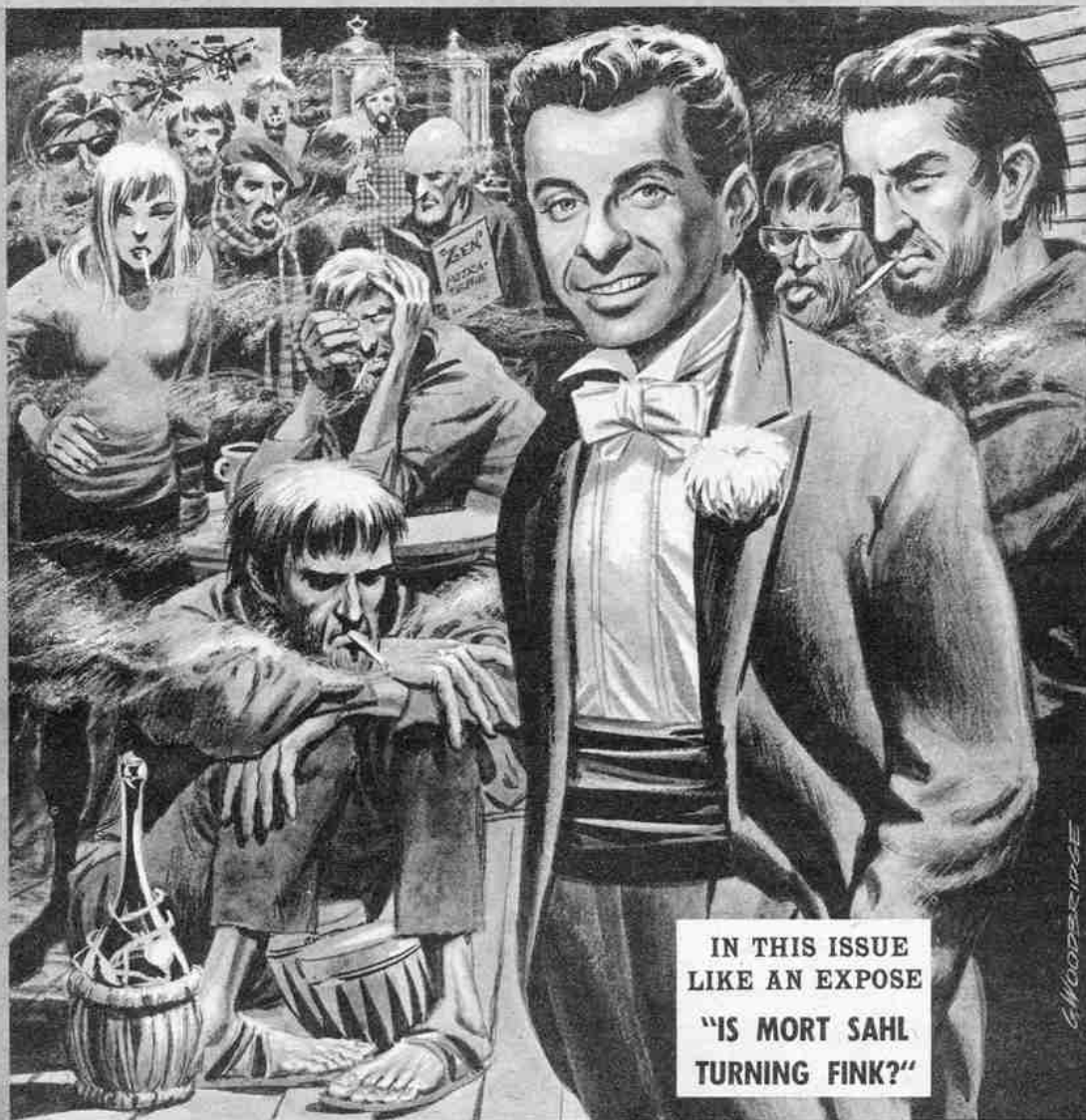
WHAT TO DO  
IF THE LANDLORD  
SHOWS UP

YOU CAN'T RELATE  
TO A PARANOIC

HOW MUCH IS  
TOO MUCH?

THE NIGHT  
WE SLEPT  
TWELVE  
IN A BED

AFTER SHAVING  
LOTION—  
WHAT?



IN THIS ISSUE  
LIKE AN EXPOSE  
"IS MORT SAHL  
TURNING FINK?"

Like Extra Special: 100 Crazy New Kicks You Can Get On

# Paint Smears

FOR BEATNIK BLUE JEANS

ALL COLORS

PASTE ON EASILY

\*Look like a Beatnik artist

\*Smell like a Beatnik artist

\*Feel like a Beatnik artist

50 SMEARS—ONLY \$1.98!

BEAT GIMMICKS, INC., Watta, Mass.

## OVERSIZE SWEATERS

FOR  
BEATNIK  
CHICKS

Knitted from  
carefully-chosen  
cruddy-looking  
100% wool yarn

Guaranteed  
to stretch even  
bigger than  
what we send you



ONE SIZE ONLY (TOO BIG)—\$3.98

SACKS 14th STREET, N. Y. C.

## LIKE DRAW ME!



Man, if you can fake this action, like you got talent... and we can make you into a wild beatnik artist overnight. Of course, if you want to study in the daytime, the cost will be slightly higher.

ACT TODAY!

## WIN A BEATNIK ARTIST SCHOLARSHIP

SAN FRANCISCO SCHOOL FOR BEATNIK ARTISTS

Car 90, Frisco Freight Yards  
San Francisco, Minnesota

Like, here's my entry. Send me all that jazz about me having talent—and winning a "partial" scholarship:

LABEL \_\_\_\_\_

PAD NUMBER \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ PLANET \_\_\_\_\_



# THE INQUIRING HIPSTER

by Seymour "Psycho" Getzoff

### QUESTION:

Like, how come you became a Beatnik?

### WHERE ASKED:

Various coffee houses and wild parties.

### SIDNEY SFORTZ, Free-Lance Philosopher



I became a Beatnik because I had da get out of the "rat-race", Man! I mean, I got fed up with the way things are these days... with everybody running around, trying to out-do everybody else. Like, a "competitive society" is a drag! You dig me? You get the message? Crazy! Because I gotta split now. I gotta cut down to the coffee shop and grab me a table, before them other hipsters get there.

### GERALD ZENN, Poet and Push-Cart Peddler



I became a Beatnik because I wanted to maintain my individuality in a world sick with conformity. I didn't want to act, think, and feel the way everybody else acts, thinks, and feels in order to be accepted. I wanted to be a person in my own right. Listen, Man! Ask any of the other beats around here! They know what I'm talking about... because they all act, think, and feel exactly the way I do!

### KERR U. ACK, Part-Time Intellectual



I joined the movement because I wanted culture. Not the commercial Madison Avenue kind of culture. Not the trite Bourgeois kind of culture. I wanted real culture. I was always on the intellectual kick, and I knew that this was the scene for me. So like, now, every night, there's beer, and chicks, and wild parties... and I tell you, Dad, this culture is the end!

### WANDA KUHL, Full-Time Emotionalist



I used to sit around at home nights, with nothing to do and nowhere to go. I was vegetating, that's all! Vegetating! It was getting on my nerves. I wanted adventure! I wanted action! I wanted thrills and kicks and excitement! So I became a Beatnik. Now, every night, I go out to some coffee shop, and I sit around, and I listen to jazz records, or poetry. I mean, I'm leading a real wild life now!

### MELVIN COWZNOFSKI, Metaphysician and Waiter



Like, I became a Beatnik because I don't dig money. Money is a drag. It's nowhere. Money is the root of all evil. Money corrupts the incorruptible, and causes more misery in the world than all diseases. Man, like money stinks! That's why I became a Beatnik. And now that I've answered your question, Pops, how about helping me out with fifty cents for a cup of espresso?

### SAL VAN CLUTZ III, Hanger-On and Part-Time Fink



Man, once I was a real "square". I mean once I was a real cornball. I lived with my folks in this 17-room house in Connecticut, with my own car, servants, flashy wardrobe and plenty of loot. And then, one day, I decided I had to find something meaningful in life. So I moved into a dingy cold-water walk-up pad in Greenwich Village, and I grew a beard, and I became a Beatnik. And suddenly, everything became crystal-clear. Suddenly, I realized what I had been searching for. But, like, it was too late to go back home!



Man, like we'd seen plenty of wild kicks  
in our time, but this one was the end...

Prize-Winning Beatnik  
Confession Story

# The Night "Wild Harry" Flipped His Lid

By Irving Neudnik  
author of

"Zen Buddhism and All That Jazz"  
"The Story Behind My Shock Treatments"  
and other cool tomes

**W**e knew Harry was heading for Doomsville right after he blew back into town from Frisco. Like it wasn't the "Wild Harry" we all knew back in the old days. The "Wild Harry" who would run through the streets at four in the morning, yelling "Chloe!" at the top of his voice. The "Wild Harry" who could swing from chandeliers at parties. The "Wild Harry" who once "fixed" a Russian Roulette game; who once hitchhiked to Chicago in the nude, who once went berserk in a subway; the old "Wild Harry" we all had grown to love and respect.

The first sign that Harry was cracking up came last week, when he stamped out of our coffee shop screaming, "I hate espresso!" We thought nothing of it, then. We figured it was just another of Harry's wild kicks, and we all grooved it. But later that same night, when he said, "Let's all take a walk down Madison Avenue!", we suddenly saw the handwriting on the wall.

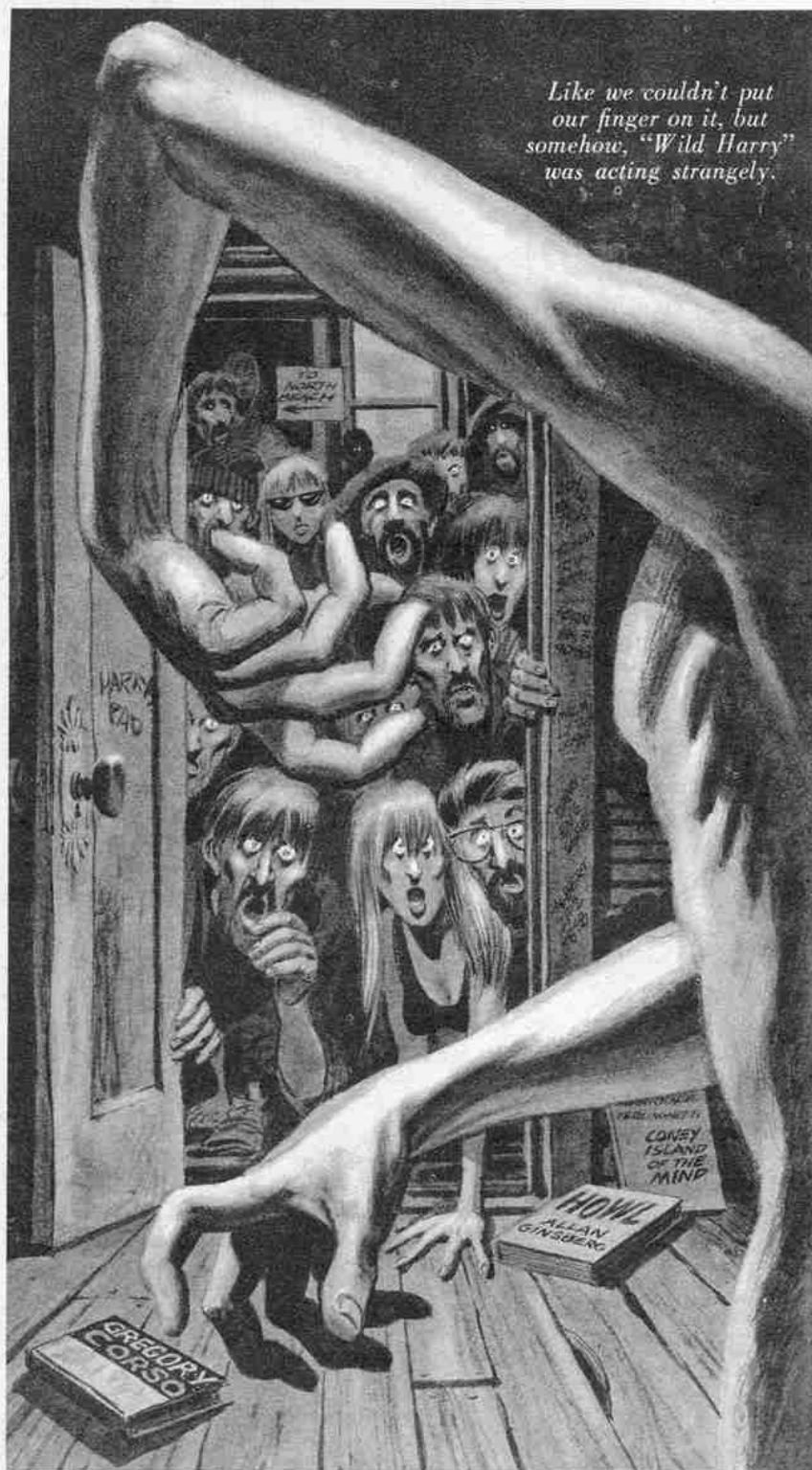
After that, he got much worse. The next day, one of the cats waltzed in and told us he got a line that Harry was seen at a baseball game. That same night, Harry came around with his beard shaved off. And when the word got out that Harry was seen at a party, drinking beer out of a glass; when he was spotted walking with a chick from the Bronx; when he didn't bat an eyelash after somebody mentioned "Kerouac", we all knew for certain...

*Harry was turning into a "square"!*

But we thought there still might be a chance to save him. So, last night, we cut over to his pad in the wild hope of straightening this poor sick cat out. And that was when we gave up on "Wild Harry"! Because no sooner had we opened the door, then we dug the most terrifying bit of all.

There was "Wild Harry" . . . taking a BATH!

Man, like then we knew! As a Beatnik, "Wild Harry" was all washed up!



*Like we couldn't put  
our finger on it, but  
somehow, "Wild Harry"  
was acting strangely.*

# RENT A "SQUARE"

FOR YOUR NEXT  
**Beatnik  
Party**



I COME COMPLETE WITH:

- White-on-white Shirt
- Polka Dot Bow Tie
- Blue Serge Suit
- Saddle Shoes

AND A GIRL FROM THE BRONX

ADD A NEW  
WILD KICK TO YOUR EVENING  
**"SQUARE" SOL**  
AND HIS STIFF DOLL  
QU-2-5577

## PERSONALS

### AT LIBERTY

Poet—Artist—Philosopher—Metaphysician  
seeks job cleaning windows. Write Box 76

TWO CONGENIAL Beatnik Psychotics  
seek third to share padded apartment.  
Own closet and bongo drums. Like we  
mean you supply 'em yourself. Box 81

BIG AL—Like make it back to the pad.  
All is cool. We still dig you. MOTHER

I am no longer responsible for any loot  
owed by my chick. She left my pad and  
like bored. "Hard Luck" Milton, Bench 3,  
Central Park.

MOTHER—Like I can't make the scene.  
I'm hung up in this crazy hotel in Lex-  
ington, Kentucky. BIG AL

ANYONE HAVING INFORMATION  
as to the whereabouts of Charlie "Hip"  
Grammis—like keep it down, hear! The  
fuzz is on his tail. A FRIEND

# DEAR DADDY-O

Advice to the  
Love-Bugged

*If any of you cats or chicks are hung up or  
put down by some love problem, clue me  
in on the deal, and I'll hip you on how to  
come on swinging again. Just send your  
blues note to "Daddy-O", Beatnik Maga-  
zine, Table No. 5, Psycho Coffee Shop,  
Greenwich Village, New York*

Dear Daddy-O,

This chick left my pad over four  
years ago on the pretext of going out to  
buy some pretzels for the beer, and she  
never came back. Like what should I do?

Still Wailing

Like finish the beer yourself, Man! It just  
don't make it when it's warm!

Dear Daddy-O,

I got big eyes for this chick, see. But  
like she's 86 years old, and I'm only 22.  
Clue me in, Daddy-O. Should I marry  
the broad?

Rattled

Why not? But make sure first that it's not  
just a physical attraction you feel, Man!

Dear Daddy-O,

My chick is a masochist, and I am a  
sadist. Everything was cool in our rela-  
tionship until last week, when she pleaded  
with me to beat her, and I said "No!"  
What's happening?

Torturer

You're winning, Man!

Dear Daddy-O,

What does a Beatnik like me, who is  
interested in more intellectual pursuits,  
do with a beautiful blonde chick who  
wants to kiss you and hug you and love  
you all the time? Like what do I do?

Gassed

Like you send me her phone number, that's  
what you do!

Dear Daddy-O,

I'm at my wit's end. You see, I'm  
madly in love with this big ape, and all  
he does is treat me rotten. I guess it's my  
own fault for falling in love with him, but  
I couldn't help it. I was terribly lonely,  
and I needed a relationship badly. Any  
relationship! So the minute I saw him, I  
fell. My problem is: I want him to move  
downtown to my pad, and he wants to  
stay where he is in his cage at the zoo?  
What should I do?

Kookie Annie

Forget him! He sounds like a real "square"!

Dear Daddy-O,

I started going with this Beatnik art-  
ist a few weeks ago, and now he wants to  
paint me in the nude. What do you think?

Shy Selma

Until you get to know each other better, I  
think he should at least wear a bathrobe  
when he paints you!

Dear Daddy-O,

I'm a real square, and I'm miserable.  
I want to be Beat, but I don't know how  
to go about it. Can you help me? Tell  
me the quickest way to be Beat.

Square Jack

The quickest way to be Beat is to pick on  
somebody much bigger than you!

Dear Daddy-O,

I'm crazy about this chick who digs  
Lawrence Welk and cowboy pictures and  
Vogue Magazine. Like what do I say to  
her?

Hung-up

You say to her like "Goodbye!"

Dear Daddy-O,

I'm going with this crazy-looking  
chick, but she keeps bugging me with all  
her wild bits. Like last night she locked  
me in this Pizza Pie oven, and turned it  
on. How do you relate to action like that,  
hah, Man?

Steamed Up

Just keep cool, hear!

Dear Daddy-O,

The chick I'm married to is the  
most, but like sometimes she's a little too  
much. For instance, every night she in-  
sists upon going to bed wearing her  
sweater, black stockings, blue jeans and  
purple beret. She says it's wild, and I say  
it's real cornball. Who's right?

Hassled

Like she's the square, Man! No one cool  
wears a beret with jeans!

Dear Daddy-O,

All of the hipsters always break up  
when I make the scene. They keep laugh-  
ing at me, and I don't know why. En-  
closed is a snapshot of me with some of  
my beat friends. I'm the one in the mid-  
dle with the beard. Can you clue me in  
on what's so funny about me?

Puzzled

It beats me too. I just can't figure it. Like I  
think you're a pretty cool-looking chick.

### THE COOLEST SQUELCH



Like one day, the police were tipped that  
the members of a certain jazz combo were tak-  
ing dope while playing. So they assigned a  
young undercover man, disguised as a hip trum-  
pet player, to sit in with them, and gather  
evidence. Right in the middle of the first set,  
the undercover man saw a sideman passing the  
junk. But he played along to make sure, so he  
could nail every cat involved.

Long about closing, when everybody was  
feeling woozy, the undercover man leaped to  
his feet and announced, "I'm a police officer!  
You're all under arrest!"

To which the drummer looked at him  
glassy-eyed, and said, "Man, you are really  
high!"



# WILD NEW BEARD STYLES

by SAM OSSZEFOGVA, Fashion Editor

A couple of years ago, a beard was a "must" for a real Beatnik. These days, unfortunately, many "squares" are wearing beards. It's getting so bad, you can hardly tell the difference between them and us. So we Beatniks have got to do something about it. We've got to make our beards more distinctive. We've got to adopt wilder-looking beard styles, so we can continue to stand out as the anti-social, sensationalist clods that we are. Here, then, are BEATNIK Magazine's suggestions for new beard styles:

## SINGLE HAIR BEARD

Just the thing for those who only want to "suggest" a beard. Allow it to grow real full, and then clip off all the hairs but one.



## FULL FACE BEARD

Ideal for the Beatnik who wants to remain anonymous. Effect is achieved by letting beard grow long, and combing it up over the face.



## SIDEBURN BEARD

Simply let your sideburns grow until they're so long they hang beautifully down to your chest. Ideal for the arty-type of Beatnik.



## UPSIDE DOWN BEARD

A startling new effect is achieved by growing heavy beard to resemble head of hair, and shaving head of hair to resemble a goatee.



## ONE SIDED BEARD

A gay new gimmick in beard styles, designed for those Beatniks who have been unable to decide whether or not to grow a crazy beard.



## FAR OUT BEARD

Full appreciation of this new beard style comes when onlookers realize that its owner has accomplished an impossible task for a girl.



## INITIALED BEARDS

The best new style suggestion of all is the "Personalized Beard" ... just the thing for the Beatnik who wants to maintain his own "individuality."



# A Glossary Of Square Terms

Man, there's a big hassle going on now that the up-town tourists have moved in to rubberneck us cats. Like ever since they started making our cool scene, it's gotten harder and harder to tell the "squares" from the Beatniks. Mainly because the "squares" seem to be using "hip talk" words and phrases, too. But don't be fooled! These words and phrases aren't "hip talk" at all! They mean something completely different. So if you ever get hung up with some of these aliens, and you want to dig just what it is they are saying, here's a glossary of their jargon.

- AX—The horn a square woodchopper swings with.
- BLUES—Like colors, mostly on square suits.
- BREAD—What you scoff on a feed-bag kick.
- BUG—That nowhere creature that crawls in your pad.
- CAT—That beast who's got nine chances for kicks.
- CHARGED-UP—When they stack the loot on your tab.
- CHICK—That crazy stud that comes on from an egg.
- CHOPS—A kind of ribble you scoff with "Bread".
- COOL IT—When you stash some action in the refrigerator.
- CRAZY—When a square is like too far out to come back.
- DADDY—The tag a square pegs his old man with.
- FUZZ—What squares wash out of their belly-buttons.
- GEORGE—The real tag on some squares.
- HIP—Where all the action is during a square Cha-Cha.
- HUNG-UP—Like when you stash your rags.
- KICK—Like when you're hung up, and put up a beef.
- LEFT FIELD—A part of the scene in some square game.
- LICK—An action when you're scoffing with your chops.
- LIKE—When you got big eyes for some cat or bit.
- PAD—The action you write on.
- POPS—The bits that Good Humor cat pushes.
- PUSHER—A cat who leans on you with his mitts.
- SCENE—The action in a square play.
- SCOFF—Like when you put down some cat or bit.
- SCORE—What the deal is when squares compete.
- SPLIT—Like when two squares get unhitched.
- SWING—What small studs in parks get their kicks on.
- THE END—Like the finish of a square bit.
- WAY OUT—The route when you split from the scene.
- YOGI—The tag on some square cornball idol.

## ABSOLUTELY NO ADMISSION CHARGE

(But it costs you \$2.00 to get out!)

## THEATER NORTHWEST

(JUST 15 BLOCKS SOUTHWEST OF "THEATRE NORTHEAST")

GREENWICH VILLAGE'S NEW  
OFF-BROADWAY SHOWCASE  
(Formerly a telephone booth)

NOW SHOWING

EUGENE  
O.  
NEAL'S

"Desire Under  
The Arms"

AN ENTIRELY DIFFERENT  
CAST EVERY NIGHT

(Depending on which  
actors show up sober)

CLOSING FRIDAY NIGHT  
IT'S CURTAINS AT 11:30

THEATRE SEATS 12  
RESERVE EARLY



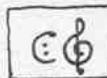




# TV ADS WE'D LIKE TO SEE

## THE BANN ROLL-ON COMMERCIAL

TELEVISION DEPT.

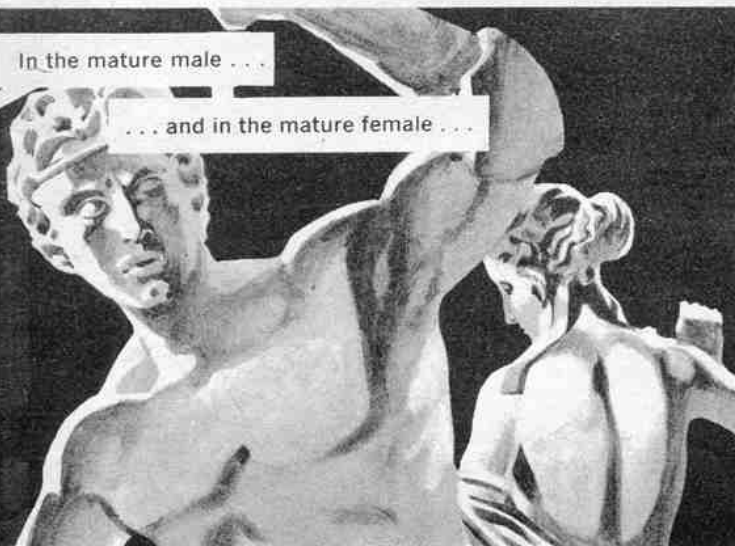


OX

"I love these old Nelson Eddy-Jeanette MacDonald movies, don't you ...?"

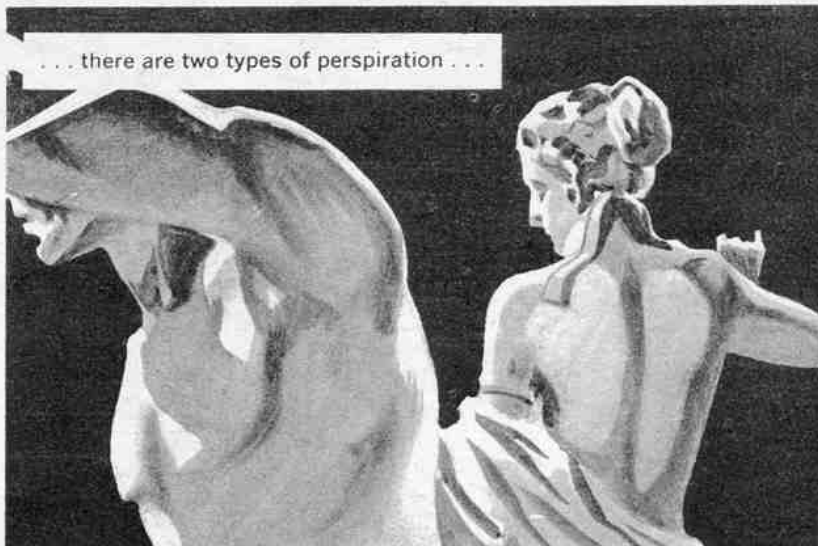
In the mature male ...

... and in the mature female ...



ARTIST: BOB CLARKE

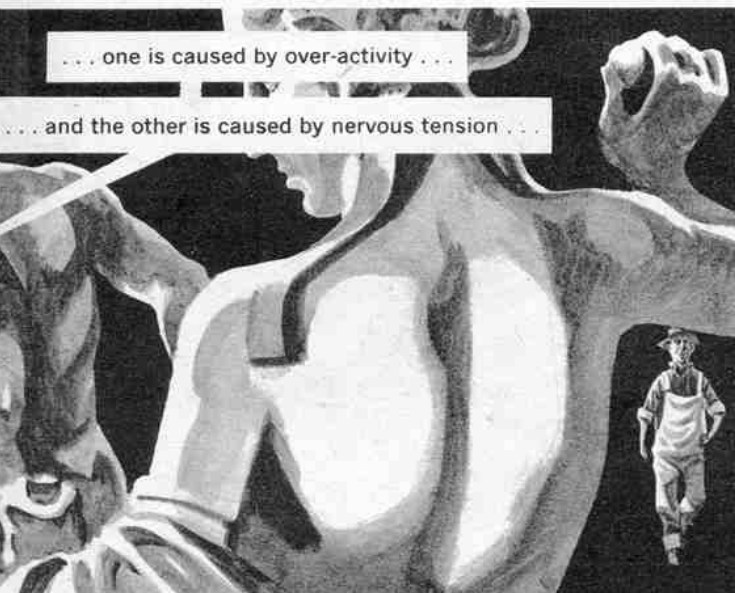
... there are two types of perspiration ...



WRITER: LARRY SIEGEL

... one is caused by over-activity ...

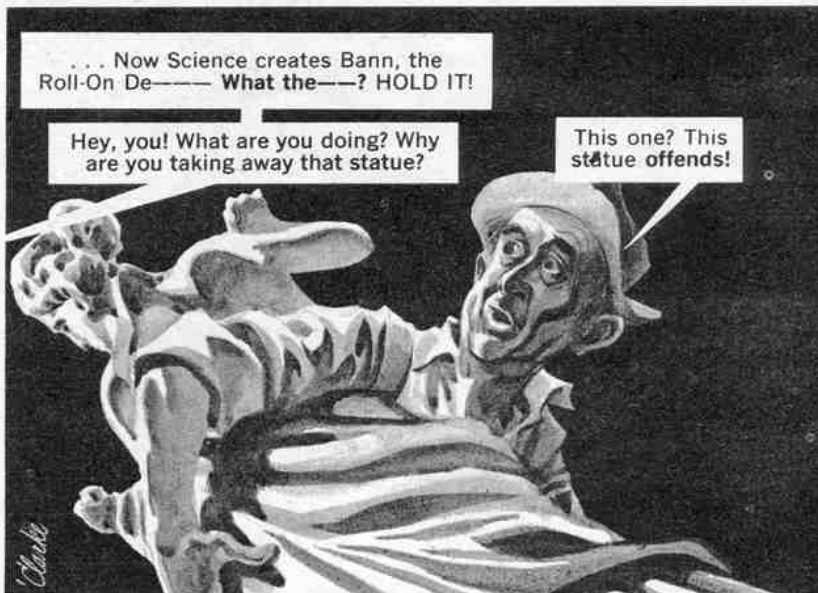
... and the other is caused by nervous tension ...



... Now Science creates Bann, the Roll-On Deodorant. What the—? HOLD IT!

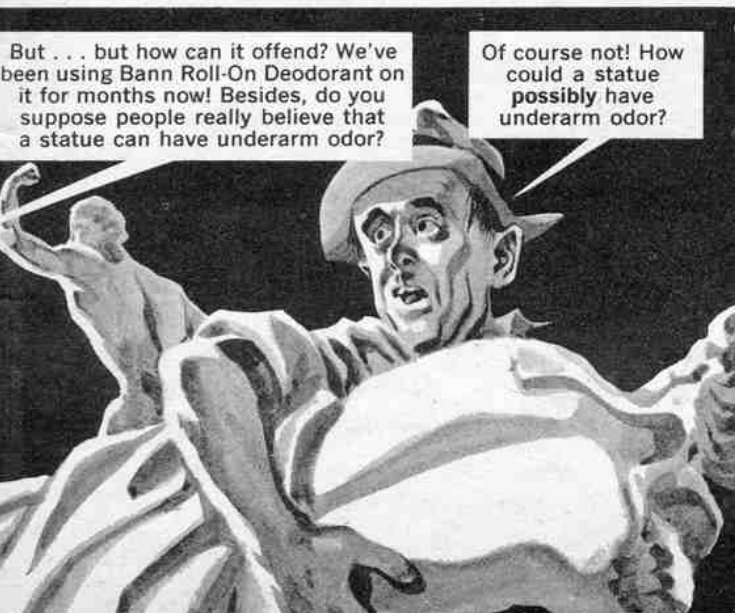
Hey, you! What are you doing? Why are you taking away that statue?

This one? This statue offends!



But ... but how can it offend? We've been using Bann Roll-On Deodorant on it for months now! Besides, do you suppose people really believe that a statue can have underarm odor?

Of course not! How could a statue possibly have underarm odor?



Then how does that statue offend?

It's got BAD BREATH!

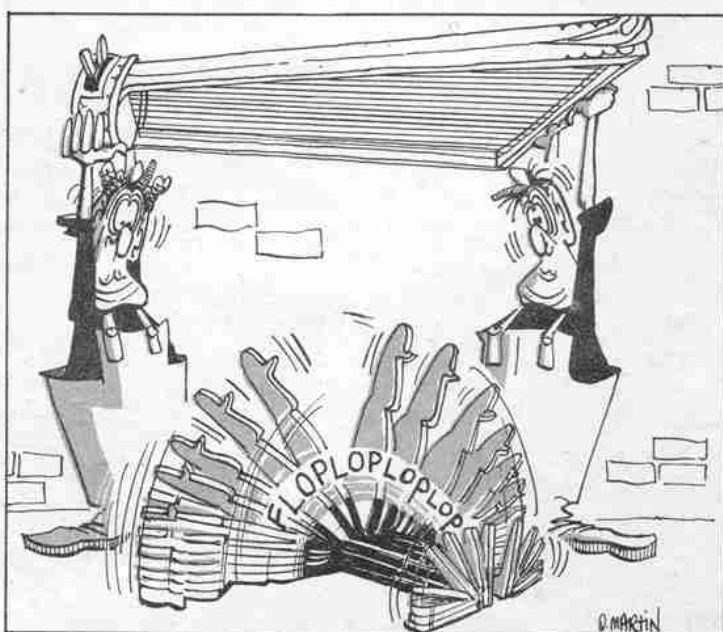
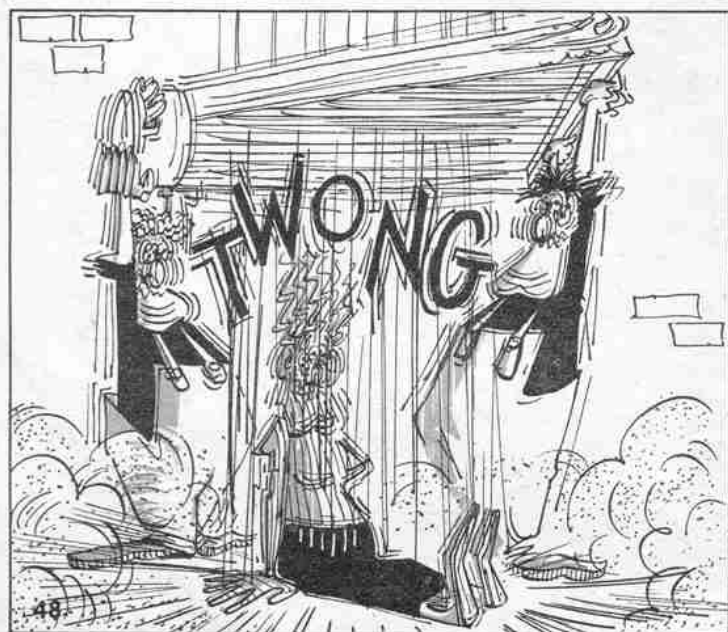
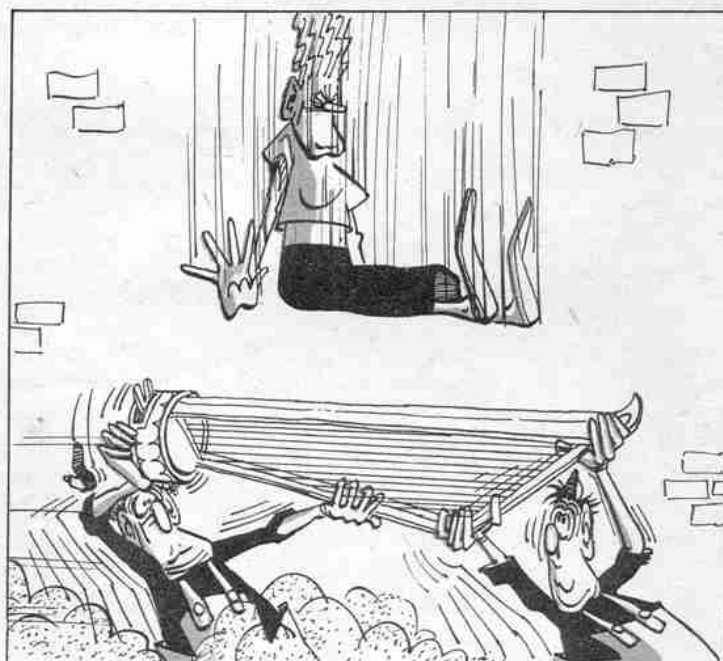
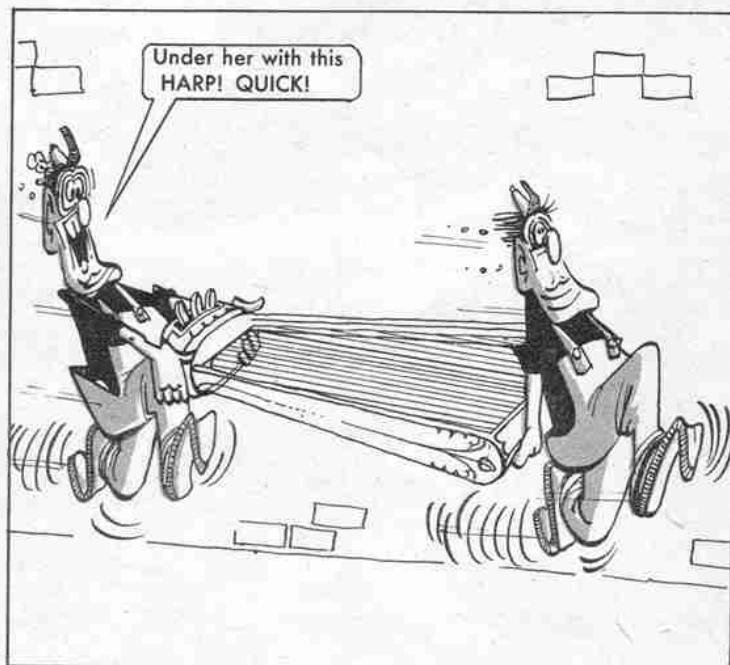


For his parting shot, Don Martin tells about the time he used quick thinking to save somebody's life while working with

# THE MOVING MEN



"That paperhanger with the little black moustache looks very familiar!"





# HAVE YOURSELF A POLITICAL PARTY

With An "ALFRED E. NEUMAN FOR PRESIDENT" Kit

## HERE'S WHAT YOU GET:

A 2½" FULL-COLOR  
**CAMPAIGN  
BUTTON**



... to clip on your clothes, and  
earn yourself a clip on your jaw.

A RED-AND-WHITE  
**CAMPAIGN  
CAP**



... to absorb the blows that may  
be rained down on your thick head.

A CAMPAIGN H.Q.  
**DOOR SIGN**

**Alfred E. Neuman  
FOR  
PRESIDENT  
CAMPAIGN HEADQUARTERS**

... so folks will know just where  
to go to tell you just where to go.

A 17" x 22" 2-COLOR  
**CAMPAIGN  
POSTER**



... just the thing for nailing up,  
and getting nailed in the process.

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**BUMPER  
STICKER**



... self-adhesive for sticking on  
while being stuck in heavy traffic.

AND ALL FOR  
ONLY

**\$1.00!**

**CAMPAIGN  
FOR THE  
MAD  
VOTE**

AND AROUSE SOME  
PRETTY MAD VOTERS

**HOP ON THE  
BANDWAGON**

AND DODGE THE  
PADDY WAGON

**THE VOICE  
OF THE  
PEOPLE  
WILL BE  
HEARD**

AS THEY SCREAM  
INSULTS AT YOU

use coupon or duplicate

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

I enclose \$1.00. Please send me an  
"Alfred E. Neuman for President" kit.  
People all over are talking about the  
idea of running Alfred (Mainly, what  
a stupid idea it is!), and I want to  
prove that they're absolutely right!



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

NO. OF KITS AT \$1.00 EACH: \_\_\_\_\_

AMOUNT ENCLOSED: \_\_\_\_\_





## Good things begin to happen

when you find one of 'em in your soup

(mainly, you got a chance to beat the check!)

Weekly allowance running short? Just reach for a can of Sham-bugs. It takes only a few short minutes to solve your embarrassing financial predicament.

Yes, good things begin to happen when you float a "Sham-bug" in your school lunch soup, mainly because it gives you the chance to blow your top, and stalk out without paying the check.

Good things for Daddy, too—because those high-priced fancy restaurants he dines in are particularly susceptible to this sure-fire old gag.

There are many kinds of Sham-bugs to choose from. Also steel slivers, hairs, and broken glass if you're squeamish.

Hey . . . have you beaten a check today?

Once a day . . . you don't pay . . . with *Sham-bug's*

