July, '62 No.



25c





FROM THE DESK OF WILLIAM M. GAINES, PUBLISHER

TO: Albert B. Feldstein, Editor

Since it's our Tenth Anniversary issue,
I suggest you reserve the inside front
cover so you can reproduce some of the
thousands of congratulatory letters and
telegrams that are sure to pour in. Dear Al,

AD-LIB DEPARTMENT



"The trouble with trying to 'get away from it all' these days is that most of it is portable!"—Alfred E. Neuman

PUBLISHER: William M. Gaines EDITOR: Albert B. Feldstein

ART DIRECTOR: John Putnam PRODUCTION: Leonard Brenner

EDITORIAL ASSOCIATES: Jerry De Fuccio, Nick Meglin

LAWSUITS: Martin J. Scheiman PUBLICITY: Larry Gore, Richard Bernstein

SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano

CONTRIBUTING ARTISTS AND WRITERS:

The Usual Gang of Idiots

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DON MARTIN DEPARTMENT "A Fisherman And His Wife" 9 "On The Elevator" 37 "The Salesman" 48
DOUBLE-TALK DEPARTMENT A MAD Guide To Party Conversation
EASY ON THE SOCKET-BOOK DEPARTMENT A MAD Guide To "Do-It-Yourself" TV Repairs
FUNDERS, KEEPERS DEPARTMENT MAD Visits A Charity Organization Meeting
HOLLYWOOD DEPARTMENT "Feat Of Strength"—A Scene We'd Like To See
INVISIBLE SHIELDS DEPARTMENT C-Men In Action
JOKE AND DAGGER DEPARTMENT Spy Vs. Spy
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THE YELLOWED KIDS DEPARTMENT If Comic Characters Were As Old As The Strips
WE'LL SEE YOU INHALE DEPARTMENT The Lighter Side of Smoking
WRY OFF THE ROCKS DEPARTMENT Old Time Vs. Future Prison Movies
**Various Places Around The Magazine

MAD — July, 1962 Vol. 1, Number 72, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 850 Third Avenue, New York 22, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for \$2.00 in the U.S. Elsewhere, \$2.50. Allow 6 weeks for change of address to become effective. Entire contents copyright 1962 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.

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Saluting those brave men who leave the White House black-and-blue each day from guarding our secret weapon—Caroline Kennedy.

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MAD presents a new twist on an old theme—Chubby Checker's wallet—showing what it is like to live on the "fad" of the land.

SMOKING



21 great gag writers . . . wrote 20 wonderful jokes! The guy who couldn't come up with one created this article for MAD instead.

A CHARITY ORGANIZATION MEETING. 20



MAD looks at the clever tricks used by charities so you'll be touched by their appeal, and so they can put the touch on you!

COMICS AS OLD AS THEIR STRIPS....26



MAD shows how it'd be if a few comic strip heroes were forced to act their age-mainly they'd be using the editorial wheeze.

OLD TIME-FUTURE PRISON MOVIES ...33



Future prison movies will reflect changes in penal methods. Now, "He's doing a stretch!" means "He's signed for Ballet Class!"

EATING HABITS OF ANIMALS38



Next time they tell you that you eat like a pig, show 'em this article in which pigs complain their piglets eat like humans.

A MAD GUIDE TO TV REPAIRS41



With this manual, you can improve TV reception—by blowing the set to pieces. And the way TV is today—that'd be an improvement!

"GO JEST, YOUNG MAN!"



THE MOVEMENT GUARANTEED TO TURN YOUR MIND INTO A WILDERNESS!

This latest paperback collection of articles from past issues has inspired such slogans as:

"ASK NOT WHAT MAD CAN DO FOR AMERICA
-ASK WHAT AMERICA CAN DO ABOUT MAD!"

ON SALE NOW

Or yours by Mail for 40¢!

(use coupon or duplicate) - - -

and if you're really loaded DON MARTIN Steps C	☐ \$4.20 for 12
☐ Fighting MAD	☐ \$3.85 for 11
The Ides Of MAD	☐ \$3.50 for 10
☐ Like MAD	☐ \$3.15 for 9
☐ The Organization MAD	☐ \$2.80 for 8
Son Of MAD	☐ \$2.45 for 7
☐ The Bedside MAD	□ \$2.10 for 6
☐ The Brothers MAD	☐ \$1.75 for 5
Utterly MAD	☐ \$1.40 for 4
☐ Inside MAD	☐ \$1.05 for 3
☐ The MAD Reader ☐ MAD Strikes Back	☐ 40¢ for 1 ☐ 75¢ for 2
Also please send me:	I enclose:
PLEASE SEND ME: THE	And the second s
850 Third Avenue, New	York 22, N.Y.
MAD POCKET DEPA	Section 1997

ABSOLUTELY FREE!

On orders outside U.S.A. add 10% extra.



ADDRESS_

CITY_

STATE

Yep, with every order for a full-color portrait of Alfred E. Neuman, MAD's "What—Me Worry?" kid, we will send our sincere THANKS—absolutely free! Don't laugh! Next month we'll be charging for that, too! Mail 25¢ per order to: MAD, Dept. "What—Color?" 850 Third Avenue, New York 22, N.Y.

ZONE.

LETTERS DEPT.



BOMB LETTER

I have watched it for years now, and I just can't figure why the bomb in your mailbox doesn't go off.

Glenn Harder Glen Ellyn, Ill.

Because it's a dud—like some letters we get! F'rinstance this one!—Ed.

KEEPING A GREAT TRADITION

As a satisfied MAD reader since 1956, I wish to compliment you. Too many people fail to realize the concept of freedom that underlies MAD. When your articles deal with politics or other subjects, they are both humorous and thought-provoking. The right of free speech, the freedom to criticize is essential to a Democracy. MAD is in keeping with this tradition.

S. I. Layme Washington, D. C.

MORE EFFICIENT SNOW REMOVAL

In issue #70, in the article entitled "More Efficient Snow Removal," you had all the dump trucks standing side-by-side facing us. In the next picture, you had all the trucks filled with snow and going back in the opposite direction. How in heck can all those trucks placed so close together possibly turn around and go back the other way?

Kenneth Hall Detroit, Mich.

The problem will be solved in a follow-up article entitled "More Efficient Dump-Truck Removal"—next winter.—Ed.

Great solution, but where do you dump the snow? And don't give me a wisecrack answer!

Richard Hursh Chelmsford, Mass.

Then don't ask a wisecrack question!—Ed.

ALFRED ON TV

Recently, your boy, Alfred E. Neuman, made a "guest appearance" on the "Bullwinkle Show," Now I know what Newton Minow meant by TV being a "vast wasteland"!

Dave Felcher Bronx, N. Y.

SOMETHING IS ROTTEN IN DENMARK

I just want to tell you that here in Denmark, we are great MAD fans, too. I think MAD is the funniest magazine in the world.

Aage Mikael Christensen Odense, Denmark



Aage and other fans in Denmark may be glad to know that MAD is now published in Danish—joining our Swedish and British editions. MAD's Denmark edition is called "GAS"—whatever in heck that means in Danish!—Ed.

MAD IN JAPAN

When I found out that I was moving to Japan, I was OVERJOYED! Mainly because that meant I'd take a nice long vacation from your trash. But what happens? They're all reading it here, too! Do you have to corrupt the Japanese minds too?

Mary Richter Yokohama, Japan

We didn't know we had a Japanese edition! Are you sure it isn't just a cheap imitation?

WE'RE LOOKING FOR NEW HEAD-QUARTERS!

STATE



I enclose

\$ ____ for:

5½" Bust(s) @ \$2.00 ea.

3¾" Bust(s) @ \$1.00 ea.

Check size(s) and enclose proper amount That's right! Four quarters will get you a

BISQUE CHINA HEAD OF ALFRED E. NEUMAN

Eight quarters will get you a bigger head!

MAD BUST

850 Third Avenue, New York 22, N. Y.

NAME	(6
ADDRESS	
CITY	ZONE

(NO ORDERS SHIPPED OUTSIDE THE U.S.A.)

MARGINAL THINKING

I can't figure out why you insist on including your "Marginal Thinking Dept." in every issue. You never do any thinking, anyway. So why put it in at all?

Cliff Seelinger Van Nuys, Calif.

We can't think of an answer!-Ed.

ARTHUR

I think your little odd plant named "Arthur" might become more famous than Alfred E. Neuman. How did you get on this "Arthur" kick, anyway?

Ronald Smith Detroit, Mich.

Is "Arthur" a symbol of civilization? Mainly that it's gone to pot?

Leon Zeldis Santiago, Chile

"Arthur" js a bloomin' idiot!
Gilbert Bolitho
Pottsville, Pa.

There are nine of us here who want "in" on the "Arthur" bit.

Chris M. Campbell Lake Worth, Fla.



Okay, we'll let you in on the "Arthur" bit.
"Arthur" is a real plant! It graces the window sill of MAD's Production Dept. It was grown from an avocado seed by our kookie Art Director, John Putnam (above). Hey, gang! How about starting a "Let's Grow An Arthur" movement! All you have to do is remove and dry an avocado seed, suspend it half-way in a glass of water till it sprouts roots and a leaf-shoot, then pot it!—Ed.

MAD SAMPLER

You guys are really sticklers for detail! Let me congratulate you for actually going out and having some lady make you a real sampler. Any other so-called humor magazine would have killed such a fine brainstorm by trying to simulate a sampler with flat art work. Keep up the painstaking authenticity and the great satire.

Lawrence Siebl Bayonne, New Jersey

Thanks, Larry, but let's clear up one point! That was no lady—that was my Mother-In-Law!—Ed.

NO SPOT COMMERCIALS

How can you possibly sell your magazine to teenagers? It does not include the minimum of nine "clear up pimples and acne" advertisements per issue!

Janet Elfenbein Freehold, N. J.

FIERY ACCLAIM

Your latest issue was, by far, the brightest! I want you to know that more than one voice rose in acclaim—as the last of its ashes flickered and died.

Steve Yelen Meadville, Pa.

MATERNAL SNOW JOB

I think that MAD Magazine is real cool! Apparently, so does my mother! She buried my latest issue in a snowdrift behind the house!

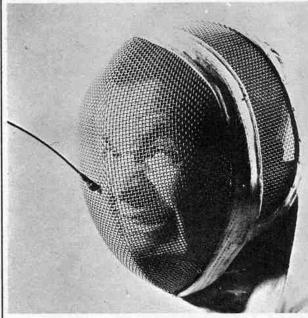
Stan Shainbrown Brooklyn, N. Y.

MAD CHECKLIST

Once again, we'd like to plug "THE COM-PLETE MAD CHECKLIST," an extensive indexing of all past issues of MAD Magazine, including contents of each issue, cross-indexed by titles, artists, writers, and other furshlugginer information. This big fat 100 pages of idiocy is published by a devoted MAD fan and can be yours for \$1.50 per copy from: Fred von Bernewitz, Dept. M-2, 12006 Remington Drive, Silver Spring, Maryland. Congratulations on a fantastic job, Fred! Too bad you can't sell any!—Ed.

Please address all correspondence to: MAD, Dept. 72, 850 Third Avenue New York 22, New York

On Guard!



Oops! Too bad! You were "foiled again"! Mainly, we got you to read this pitch to



(use coupon or duplicate) -

MAD SUBSCRIPTIONS

850 Third Avenue, New York 22, N. Y.

I could "feint" from your ridiculous "lunges" at my money. But let's not "parry" over two bucks. I've "thrust" it in an envelope along with this coupon. Please add my name to your subscription list and send the next 9 issues of MAD. I guess I'm just a soft "touché"!

"A GOLDEN TRASHERY OF MAD" IS DESTINED TO BE A CLASSIC!!

A CLASSIC EXAMPLE OF OVER-PRODUCTION!! (Mainly, we got more copies now than we printed!)

So if you'd like to own a copy of this hard-cover, de luxe anthology of MAD—136 pages of humor, parody and satire (many in vivid color)—rush the coupon with your money today, before it becomes a "Collector's Item," . . . meaning our Garbage Collector is waiting to take away the whole fershlugginer load!

MAD ANTHOLOGY

850 Third Avenue, New York 22, N. Y.

I enclose \$2.95. Please rush
THE GOLDEN TRASHERY OF MAD

NAME		
ADDRESS		
CITY	1 1	ZONE
STATE		

Alfred's Poor ALMANAC

HANDES.			
THURS	MAD goes on sale. Maris has 13 home runs, is 27 games ahead of Ruth's record pace.	FRI 11	Birthday of Ezra Flimm, who occupied highest U.S. Govt. post, namely cleaner of Washington Monument.
12	Hooray, hooray for the 12th of May! Chicken-Fat canning begins today!	13	Mother's Day; give Mom the greatest gift of all today—your absence!
MON 14	"A drowning man washed up on the beach is fit to be tide!""	15	Mickey Bitsko withdraws from 6 Day Bike Race when his mother objects to the people he's going around with.
16	Chubby Checker accidentally speeds up home movies of Hawaiian Hula Dancers, invents the "Twist", 1957.	17	Jimmy Hoffa launches drive to organize Go-Cart drivers, 1961.
18	Mrs. Emma Verbly divorces husband, a Mink Breeder; says she got a bum wrap, 1949.	19	"A crazy Frenchman who keeps jumping in the river is often judged 'in Seine'!"
20	Castro grows beard so he can't be called a "bare-faced liar", 1956.	мон 21	Johann Sebastian Bach decides to go for Baroque, 1717.
70ES	Avoid today if you possibly can!	wed 23	Hulbert McIntosh first man to cross country on a shoestring. Says it beats the train, 1921.
14 24	Mars enters Aries, Venus enters Capricorn, and Sam Klotz enters Mayo Clinic for observation, 1951	25	"A Marine sergeant who deserts his men is rotten to the Corps!"
26	Alfred E. Neuman devises his Law of Relativity. White + ANT = NEFEW	27	Alfred E. Neuman divulges his Law of Relativity. BOSS+SON-IN-LAW World demands that he explain it, 1958.
^{MON} 28	Alfred E. Neuman explains his Law of Relativity. NEFEW+ANT+ World demands that he forget it, 1958.	TUES 29	French swordsman, Pierre LeDrec, saved by duel filter, 1823.
wео 30	Memorial Day; celebrated by parades, speeches, and a record number of traffic fatalities.	THURS	"A man who jumps from the 10th floor should wear a light Fall Suit!"

WRITER: FRANK JACOBS

	JUNE	FRI	2,322,000 brides will go to the altar this month. 1,567,894 of these will find the groom backed out.
2	Lion-Tamer, Wembley Burnside, quits job after discovering hidden claws in his contract, 1937.	3	"An egotistical man often ends up with 'I-strain'!"
мон 4	85,000 Mississippi Boll Weevils apply to Dept. of Agriculture for parity, 1954.	TUES 5	Dickens finishes "David Copperfield"; returns it to London library 3 days overdue, 1851.
6	MAD Magazine is refused the "Good Housekeeping Seal of Approval", 1956.	THURS	Anarchist plots bombing of Mt. Rushmore. Attempt nearly shatters all precedence, 1955.
8	"Students in the U.S.S.R. are judged solely by their Marx!"	9 9	Balloon-Maker, Malcom Fernfeather, cheers nationwide inflation, 1949.
10	Napoleon's undertaker gets check for short bier, 1821.	мон 11	Christmas Season begins in most Department Stores.
12	Marshal Plan fails in Dodge City when the only volunteer is shot, 1876.	13	Donald Duck named "Field and Stream" Man of the Year, 1951.
14	Torquemada arrested for supplying answers to contestants in Spanish Inquisition, 1485.	15	After 20 years as brakeman on Rock Island Line, Harry Gribbish severs ties; causing 5-car derailment, 1928.
16	Khrushchev vetoes plan to send Bulgaria into orbit, since it's already a satellite, 1959.	17	Father's Day; give Dad the greatest gift of all today—Mom's absence!
18	30,000 workers, protesting automation, strike against Richard M. Ogg, inventor of the wheel, 41,276 B.C.	TUES 19	Alabama tycoon Beauregard Muldoon trains pet possum to whistle "Dixie", 1933.
web 20	Housewife Brenda Gutman presses suit against husband, burning him badly with iron, 1953.	1 1 2 1	First day of Summer in the U.S., first day of Winter in Australia, first day of Nothing on the Equator.
FR1 22	Longest day of the year, except in Alcatraz யாயாயாய் where nobody could care less.	23	At 4:17 today, Luther Ferquahr will turn his wife into a toad.
24	Great radio telescope at Jodrell Bank, England bounces signal off Yul Brynner, 1960.	мон 25	MAD goes off sale. Maris has 13 home runs, is 18 games behind Ruth's record pace.
		TA -	

INVISIBLE SHIELDS DEPT.

Government agencies such as the F.B.I., the Treasury Department and the C.I.A. have been glorified in books, movies, magazines, and on television as well as other disgusting media. But, alas, one government agency has received little if any acclaim. We therefore suggest that TV producers might do well to turn the spotlight on that agency about which there has never been a trite show, that branch of the Secret Service whose gallant members risk their lives daily guarding the President's daughter, Caroline. A TV show featuring those dauntless, deathdefying men might go like this . . .

C-MEN IN ACTION

Good evening! I am John W. Kindergarten, Chief of the C-Men—the men who guard Caroline Kennedy. These stories are based on our confidential files . . . files that are all sticky and gooey because Caroline cannot keep her cotton-pickin', jellysmeared little fingers out of them!

ISSUED IN THE REST TOWN

The day on which tonight's story takes place started routinely enough. It was 8:40 A.M., and I'd just summoned three of my top C-Men for briefing . . .

ARTIST: MORT DRUCKER

WRITER: EARLE DOUD



just overheard some mean widdle kids in the cwandy store and so, and so, and so they were saying as how they wuz gonna get even with Caro, Caro, Caroline, and, and, 'cause she didn't invite them to her birthday party, and so, and so, this afternoon, and 'cause I gotta hang up now, so long!





The time: 8:55. Caroline had been threatened! I dispatched the 3 agents to the White House to watch over her. In view of the urgency of the situation, I instructed them not to walk but instead to skip all the way!!



My "Howdy-

Doody"







e whiz!
Pre it is
O in the ning and body's ken my ure yet!

Work! Work!
Work! I can't even find
time to finish
Chapter 3 of
my White
House
memoirs!





I was supposed to go on with the narration and say something here, but I've forgotten what it was I was supposed to say! So I'll just give you the time...

The time: 10:22 A.M.











DON MARTIN DEPT. PART I

Mr. Don Martin, MAD'S maddest artist, does many things for a living besides drawing cartoans. F'rinstance, he writes songs! His latest tune, "Bass, You Is My Woman Now", was inspired by the following incident, which occurred while Don was observing

FISHERMAN AND HIS WIFE





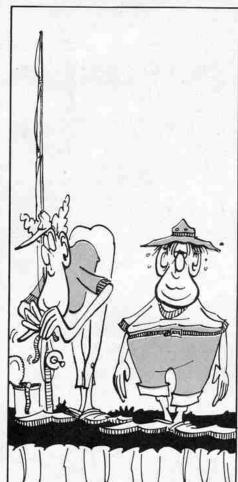
**"Another Day, Another Dullard"-Society of College Registrars













**"Don't Put Too Many lons In The Fire" - Society of Nuclear Physicists







AD-LIBS DEPT.

Here we go again with the new feature in which we graphically illustrate our personal reactions to magazine advertisements by slight "MAD" editorial additions to the originals. Like f'rinstance this

Friend of the Family

You'll enjoy the friendliness and courtesy of Hilton Service. There's welcome in the way the doormen serve you and room clerks greet you. The bellmen, captains, waiters and maids strive to please. Behind the scenes are chefs preparing

Whereveryou go, use Earle Blanche
The All-Purpose Credit Card. For application write Hilton Credit Corporation, 8544
Sunset Boulevard, Los Angeles 46, Calif.

marvelous meals . . . housekeepers, telephone operators, maintenance men, purchasing agents and scores of other people. Room service, banquet managers, valets, interpreters and even babysitters—they're here when you need them. Whether it's in Texas, California, Spain, Egypt—at any of the 46 Hilton Hotels and Inns around the world, the service is always the same . . . friendly and courteous, personal yet unobtrusive.



(SEE LAST ONE-COLUMN ADVERTISEMENT)

CONRAD N. HILTON, PRESIDENT EXECUTIVE OFFICE . THE CONRAD HILTON CHICAGO 8, ILLINOIS

Here we go again with our fictionalized version of things we'd probably find if we were to examine the contents of





ME-AT A FRIEND'S WEDDING CEREMONY!



ME-AT MY DRAFT CLASSIFICATION!



NAME: Chubby Checker

ADDRESS. Djust keep movini from place to place OCCUPATION: Djust keep movin from place to place

The following medical team: Dr. Penrod B. Toll, Head Chiropractor, Columbus Hosp.; Dr.D. Borkow, Spine Specialist, Mt. Eden Roc Hose; Dr. Conser Marker Head Podiatrist, Thom McAn Shoe Factory; Dr. Felix Dresner, House Physician, Roseland Ballroom; Betty Berkowitz, Student Muse.

> The National Cultural Information Bureau WASHINGTON, D. C.

emminimum.

Dear Mr. Checker:-

In answer to your recent inquiry, we are able to supply the following statistics:

The "Davy Crockett Craze" reached its peak months. We have no information as to the current activities of Mr. Fess Parker, who was the leading figure in that craze.

The "Hula Hoop Fad" reached its peak in the Summer of 1958 and lasted a short time. We have no way of determining whether any of the leading manufacturers of Hula Hoops are still in business.

It seems that every four years or so, some silly craze takes the nation by storm, and then suddenly fades. We also note that the top leaders of these crazes always seem to sink Why do you ask?

Sincerely,

Dobbins Crater Dobbins Crater, Research Director .

P.S. In answer to your other inquiry, we have no idea what the Unemployment Compensation rates will be in 1963. This is not our field. We suggest you contact your local Unemployment Office when the time comes. D.C.

Dear Chubby:—
Jook what you started! I didn't mind it at first when you called yourself "Chubby Checker", which detracted from the originality and novel appeal of my name, but whings have gotten out of hand!
Now there's a whole rask of overweight Rock'n Roll singers who are also copying the idea: Porky Pawn, singers who are also copying the idea: Porky Pawn, Titanic Tiddlywink, Stout Scrabble, Mountainous Titanic Tiddlywink, Stout Scrabble, Mountainous Monopoly, Corpulent Cribbage, Pudgy Parcheesi...
Monopoly, Corpulent Cribbage, Pudgy Parcheesi...
and that skinny newcomer—Lanky Lotto!

Tats Domino Fats Domino

CELEBRITIES WALLETS

WRITER: ARNIE KOGEN

The Glick Surgical Supply Corp. GLICKSVILLE, MAINE

"The World's Largest Supplier of Braces, Corsets, Supports, and Corrective Equipment for the Chiropractic Profession"

Dear Mr. Checker:-

Enclosed is our Annual Report to Stockholders and Financial Statement for the Fiscal Year: May, 1961 to April, 1962.

Since you have been acquiring stock in our corporation over the past 10 months, and are now our largest single stockholder (40% of all outstanding shares), we are writing this special letter to you.

As you will note, profits have soared to an alltime high. For some unexplained reason, sales have reached unbelievable proportions. There is more demand for our equipment now than for the last five years put together.

It is uncanny the way you were able to lorsee this increase, and purchased stock accordingly.

Enclosed also is a dividend check for \$12,000. Thank you for your confidence. We hope that we will continue to have your support, and that you will never need one of our supports.

Sincerely,

l.G.Glick M.G. Glick

Mr. Fosworth Sanford Huntworth III Mrs. Fosworth Sanford Williams Huntworth request your presence on the Ninth day of June, Nineteen Hundred and Sixty-Two at Seven P.M. in The Grand Ballroom of the Waldorf-Astoria on the occasion of THEIR ANNULMENT Hors D'Oeuvres Entertainment: Twist with Chubby Checker

Chubby Darling!

This is the Social Event of the Season, and I'm sure you'll be easer to do the Twist here, as you have at all our otherworthy causes. The taken the liberty of listing you as part of the program. La Dolce Vita! Hope Hampton

Party Favors

THE U.S. STATE DEPARTMENT

WASHINGTON 25, D.C.

Dear Mr. Checker: -

Thank you for your suggestion and generous offer. We are, of course, always interested in improving relations with the Soviet Union through the Cultural Exchange Program.

However, we do not feel that it would be a fair "cultural exchange" to have the USSR send the Bolshoi Ballet here, and we send you and "The Peppermint Lounge Twisters" there to perform for Premier Khrushchev.

Especially considering Mr. Khrushchev's reaction to the "Can-Can" dancers.

Merney T. Winch

Merney T. Hinch Ass't. Director Cultural Exchange Program

THE LAW FIRM OF KASAVUBUBU

MOBUTUTU

NAIROBI, AFRICA

Dear Mr. Checker:-

Please be advised that, on behalf of our clients, the East African Mau-Mau Tribe of Equatorial Africa, we are instituting a law suit against you.

You are currently doing a dance called the "Twist". This is an out-and-out act of plagiarism!

My clients claim that, for centuries, they have been doing the exact same dance steps in their

This is your last warning. Please discontinue using this dance or we may be forced to take steps against you . . . mainly the steps of our Voodoo Black Magic Ritual dance.

Sincerely,

Herman Kasavububu

Herman Kasavububu Senior Partner

WE'LL SEE YOU INHALE DEPT.

DID YOU EVER STOP TO THINK WHAT A RIDICULOUS HABIT "SMOKING" IS? THE TOBACCO COMPANIES AND MADISON AVE, MAKE A FORTUNE WHILE YOU MAKE AN ASH OF YOURSELF! GIVING UP SMOKING IS EASY! MARK TWAIN DID IT A THOUSAND TIMES! MAYBE, AFTER YOU READ THIS ARTICLE, YOU'LL GIVE UP ANOTHER RIDICULOUS HABIT ... READING MAD! ANYWAY, HERE IS

THE LIGHTER SIDE OF

SMC



**"Great Aches From Little Corns Grow"-National Association of Chiropodists



Okay, Sidney, boy! Here's your chance to act suave and debonair. First, take out the silver cigarette case with a slow, smooth action.



Now, make a big thing out of tapping the cigarette on the case like a cultured gentleman! Never mind why they do it, just do it!



Now, with a graceful flourish, take out the gold cigarette lighter, flick it smartly, and bring the flame to the—

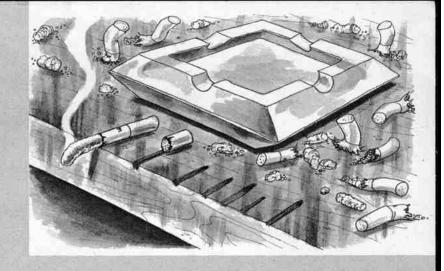


I beg your pardon, but don't you think it'd be wiser if you lit the tobacco end instead of the filter?



MING

WRITER & ARTIST: DAVID BERG









Can I

give

you a

Light!? Er . . . Ah . . . Th-thanks!









I just love a man who smokes a pipe! He looks so manly! And the aroma is so delicious!





MUST YOU SMOKE THAT DIRTY OLD PIPE IN THE HOUSE AND SMELL UP THE PLACE ?!

....Oil Wells That End Well"-Texas Landowners Assoc



No, thank you! I've given up smoking!!

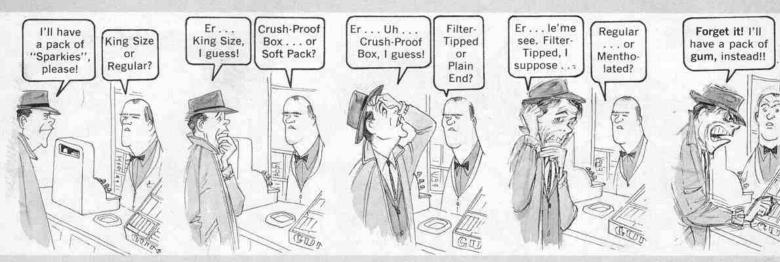














... A Mrs. As Good As A Mule"-Assoc. of Ozark Matrimonial Agencies







.... Hair Today, Gone Tomorrow" - Sisterhood of Electrolysis Operators



PUT THEM ALL TOGETHER, THEY SPELL-DEPT.

Since the custom these days seems to be for Mothers to spend less and less time with their children-if possible-it seems to us that they don't quite deserve all those Mother's Day Honors. Some recognition should really go to the people who help train and educate the child, and who just plain keep the little monster out of Mommy's hair. Therefore, we at MAD suggest these of Mommy's hair. Therefore, we at MAD suggest these

The "home care" you prescribe for me

Leaves nothing left for play-time!

Happy Mother's Day To An Ex-Teacher

Who taught me all my ABC's, And P's and Q's, too, if you please? You did!

Who stopped the tantrums that I threw, And taught me how to tie a shoe? You did!

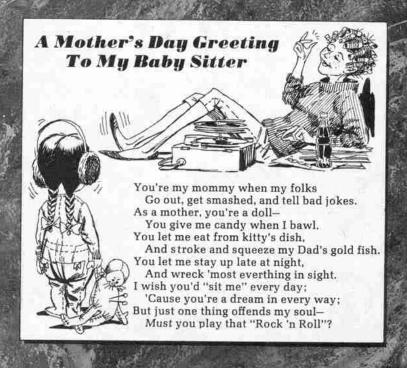
Who taught me all about Fair Play, And what kids should and shouldn't say? You did!

Who sewed the buttons on my clothes, And taught me not to pick my nose? You did!



I love you, Dr. Gittelson; You are my second mother! You cure me quick when I am sick From one thing or another! I love your dandy waiting room To My With all the peachy toys there; I love the chance I get to fight Pediatrician With all the girls and boys there! We have a ball and break some things; Of kicks, we sure have many! It's nearly worth the price I pay-A hypo on my fanny! Mother's The reason this is such a treat Should be as plain as day-time:

Day



ER'S DAY CARDS BSTITUTE MOTHERS

ARTIST: GEORGE WOODBRIDGE

WRITER: PHIL HAHN



To My Camp Counselor On Mother's Day

Greetings to my Summer Mom!
I love you as a daughter:
You made my backhand murderous,
And cured my fear of water.

You stole my love without a fight,
No burglaries or stickups,
Cause my real mom can't swim a stroke,
And tennis gives her hiccups!

I really miss you, Summer Mom!
I'm sad, and here's the reason:
Until we meet at camp, I'm just
An orphan out of season!

A Mother's Day Tribute To An Inanimate Mother

My mummy is a picture tube; I watch her 'til I'm dizzy! She's better than my real one is, 'Cause that one's always busy!



To My Housemother On Mother's Day

The first day I arrived at school I was a lucky girlie; I found someone to care for me And see I got in early.

I found someone to screen my dates And keep me safe from "fast" ones; To stay my hand from girlish crimes, And keep a list of past ones.

Yes, you, my "Mother" in the dorm Prevented me from falling Into those sins of college life That you find so appalling!

And so I want you, dear, to know, As efforts you re-double, You've been just like a "Mom" to me— And that's the #\$%&!!#%! trouble!





Foundation is trying to rub out the Charley Horse. Any donations you care to make to our cause will be deeply appreciated. Thank you.

Sincerely,

Norbitt Finster, National Chairman

Here is a copy of the letter you've been sending out to people in an effort to collect money. Any fool can tell you that you are never going to collect money with a simple, brief, sincere letter. You're violating the principal creed of a charitable organization. Namely, you're not making the public obligated to donate. You're not embarrassing them into contributing!



Here is a copy of our new letter. It has 26 pages, was written by a former TV soap opera writer, and has 26 sobs guaranteed per page. Also, we're including in each letter a 1962 penny, a license plate key chain tag, and a walletsize photo of a famous American Charley Horse victim. After receiving a package like this, who would dare turn us down? And remember, if we don't send out heavy letters and don't abuse our non-profit mailing privileges, the Post Office may not believe we're a charity organization!

quest of obscure diseases. Today, charities are big business. And in order to operate on a large scale, they have to function like any other big business. Which means that sometimes they get a little ridiculous. So join us now as

ORGANIZATION MEETING



SUPPORT THE NATIONAL CHARLEY HORSE FOUNDATION

Now, as you know, we laid a big egg with last year's advertising poster. Since the Charley Horse is usually associated with adults, your former President greedily played on the emotions of the public by using an appealing female model. Naturally, it didn't work! So we're going to stress honesty and dignity in this year's posters . . .



SUPPORT THE NATIONAL CHARLEY HORSE FOUNDATION

. . by using an appealing child model. After all, who can resist a dewy-eyed kid in a sling??

WRITER: LARRY SIEGEL

**"Don't Count Your Checkers Before They're Hacks" - Assoc. of Taxicab Licensing Commissioners



Now, here is a slide showing one of your typical street campaigners in action. You'll have to admit that she's quite pathetic. She couldn't even collect enough money in one day to pay for her taxi fare to that corner she's standing on!



These are the boys who will handle our street campaigns from now on: 1500 former veterans' charity drive campaigners. They're going to sell Charley Horse lapel pins the same way they sold poppies. You know . . . by the scruff of the neck!



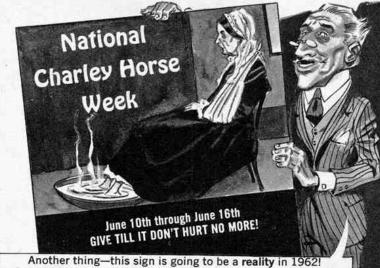
Last year's Charley Horse Telethon was one of the few really successful things we did. As you know, the TV audience phoned in pledges totaling \$653,872.19, and as you know, we've already collected \$226.45 in actual cash from these pledges, making this the best average in TV Telethon history. Well, this year, I want to see us go over \$1,000,000 in pledges, because frankly we can use the \$400 or so that will come in!



Turning to movie theater collections—it's obvious that the methods we've been using in the past are fruitless. Notice how quickly the people in the audience pass that cardboard box, shaking it to make it sound like they're dropping something in. And look at that guy sneaking out that side exit door. Well, all this is going to stop!



Here you see a shot of a theater where we've been doing some experimental collecting this past week. We're going to use this same method all over the country: Shine a spotlight on each person, have him rise and give his name and address, and tell how much he's donating to Charley Horse. Naturally, an usher will count it. And, oh yes, we're also locking all rest room and exit doors, and roping off the aisles. Too many good prospects managed to get away last year!



Our lobbyists are going to put extra pressure on Washington.
After all, the Boy Scouts have a week, the Heart Fund has a month, and the TB crowd has the whole Christmas season locked up. Why should we be deprived of what's coming to us! I don't have to remind you of what a complete disaster our National Charley Horse Morning was last November 19th!

From now on, I want to see new vigor, new enthusiasm, and a new desire on the part of all of you! I want you to talk Charley Horse, eat Charley Horse, and live Charley Horse!



I want to see this
the most profitable
charitable cause of
the Soaring '60's! I
want . . . Oh, excuse
me! The phone! Hello?
What's that? Oh, no!
Are you sure? Oh . . .
how horrible! This is
terrible! Hold on . . .



Gentlemen! It's our Research Staff on the phone. He tells me . . . (gasp) . . . that he's discovered a cure for Charley Horse!



Wait! Hold on, men! Please! Hold it!!!

Hello? Hello, Sam? Listen, Sam! You're going to have to kill that cure!!

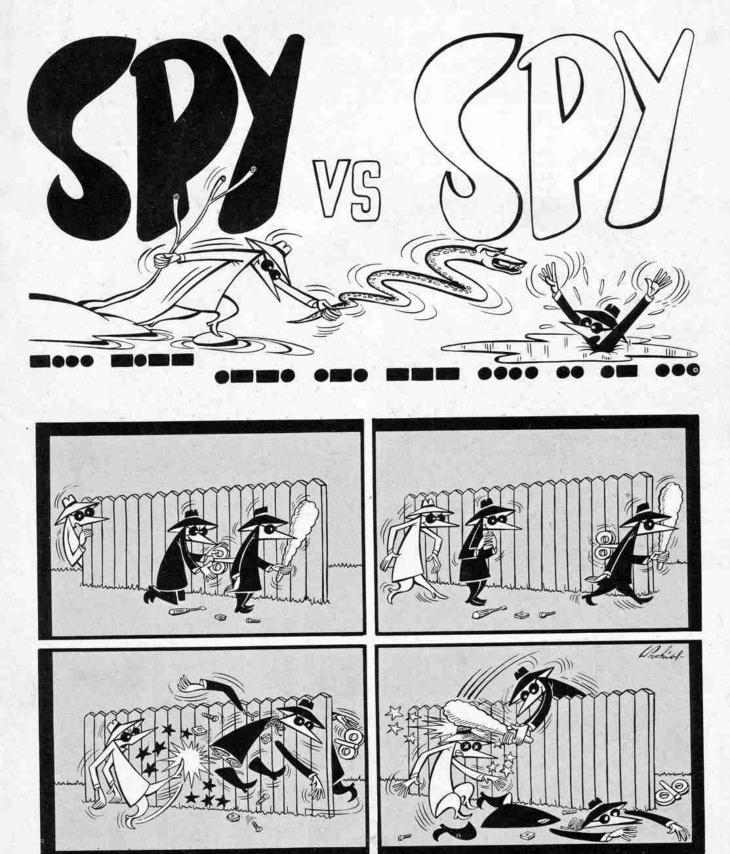


That's right! KILL THE CURE! I just can't stand to see a bunch of grown men crying!!!



JOKE AND DAGGER DEPT. PART I

When Fidel (the man with the sword) ordered Antonio Prohias (the man with the pen) arrested for his anti-Castro cartoons, the Cuban artist fled to the U.S., where he now graces MAD's pages with...



DOUBLE-TALK DEPT.

Study the following examples, and the next time you go to a party, if you don't get too stoned to listen to the conversation, you'll be able to see the truth behind the phony bragging and name-dropping that goes on. Mainly, here is...

A MAD GUIDE TO PA





Dear Friend:

Once again it fksld acsrg ik bitsko vrk cslopkc dertyuio pui serdf lk sert srtnou srjike zho owper mnh

Sincerely,

Walter Winchell







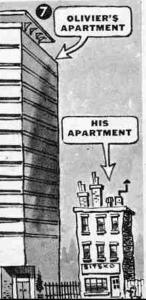


RTY CONVERSATION

ARTIST: JACK RICKARD













THE YELLOWED KIDS DEPT.

Everybody gets old! Everybody, that is, except most comic strip characters! These jokers have the uncanny ability to remain the same dull age year after year, getting into the same dull situations. So MAD's gonna break the monotony . . . bearing in mind that if these comic strip characters were to age, one good aspect would be that they'd soon die off and we wouldn't have to suffer through them any more. Anyway, let's take away their fountains of youth, and see what the future would be like . . .

SUPERMAN



DICK TRACY







COMIC STRIP CHARACTERS WERE AS OLD AS THEIR STRIPS

ARTIST: WALLACE WOOD WRITER: EARLE DOUD

POPEYE













... Don't Put All Your Yeggs In One Casket"-Brotherhood of Underworld Funeral Directors







LI'L ABNER





WELL, WHEN THE WILDROOT CREAM OIL FOLKS LET ME GO, I KNOCKED AROUND MADISON AVENUE FOR A WHILE AND FINALLY DECIDED TO RETIRE! THAT'S WHY I'M HERE! I THOUGHT LI'L ABNER AND DAISY MAE MIGHT LET ME COME AND LIVE WITH THEM. YOU MUST BE MAMMY AND PAPPY YOKUM!



MANDRAKE THE MAGICIAN







TARZAN







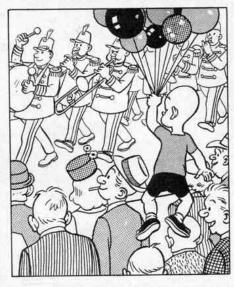


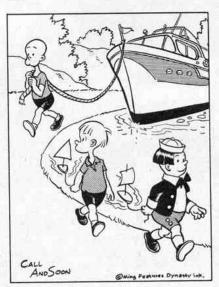




HENRY









DENNIS THE MENACE



"As Chief U.S. Delegate to the United Nations, I would like to report that I have, through protracted discussion and extended mediation, accomplished the following: I have solved the Vietnam crisis . . . I have straightened out the Berlin situation . . . I have come up with a mutually acceptable disarmament plan . . , and I've put chewing gum on all your seats!"

Mom is probably sick and tired of receiving the same old candy or perfume or flowers for Mother's Day, and so we'd like to help the young people of

MAD MOTHER'S DAY

ARTIST: BOB CLARKE

MOM'S OWN RECORD ALBUM



Here are classic songs of household drudgery that Mom will enjoy playing over and over and over again as she's trudging around the house doing her back-breaking chores. Recorded by 2 previous Mothers-of-the-Year, the LP includes such all-time favorites as: "Nobody Knows The Rubble I've Seen", "I've Got a Wet Mop (In My Hands)", "The Toil Since I'm Married", "Full Moon and Dishpan Hands", "How Deep Is The Wet-Wash" and "Sometimes I'm Happy, But Not Often". Price: \$4.98.

GARBAGE



Chances are that Mom does not occupy hardly any of her time taking out the garbage. At least hardly as much as she would have Dad believe when she tries to "con" him into doing it for her in the evenings. So why not call up your local Sanitation Department, and have a truckload of it delivered to her for Mother's Day. She'll keep busy for many happy weeks thereafter getting rid of it. It's an ideal gift for the economy-minded. Price: Free.

AUTOMATIC COMPLAINER



Here's a gadget that will save Mother hours of effort every day of the year. It complains about household drudgery electronically as soon as anyone else enters the room, freeing Mom to talk about other things or just sit there and enjoy the effect the grousing has had on the rest of the harried family. Other models are available which also complain about high prices, neighbors, and Dad's low pay. Price: About \$50.

WRINKLE CREAM



Here's a brand new product that will make an ideal gift for Mother on her Day, especially if yours still looks young. One application of this cream is guaranteed to create wrinkles on her face. Looking haggard and worn she'll be in a much better position to complain about her lot in life, and to get sympathy from the members of the family. Price: About \$2 a jar.

MARKED CARDS



Has Mom been running into a streak of bad luck, and losing a pile of dough at her weekly Canasta game or Bridge foursome? You can make all of that a thing of the past with this beautiful deck of marked cards. Now, she'll be able to cheat her way to sure victory at every sitting, and the family will be able to eat decently again because she won't be blowing the weekly food allowance. Price: About \$3,00 a deck

JUVENILE DELINQUENT



Chances are that Mom has lots of idle hours on her hands after taking care of her own children, so why not help her to occupy her wasted leisure time profitably by presenting her with her very own juvenile delinquent? Choose from the variety available at any of the police juvenile detention homes. The back talk, the sassy attitude, the vandalism, and the colorful language of one of these young hoodlums should give Mom a whole new interest in life. While it lasts, that is, Price: Free.

our nation use a little originality in picking out her present. Here, then, for next year if you're lucky enough to be too late for this year, are . . .

GIFT SUGGESTIONS

WRITER: TOM KOCH

MOTHER-IN-LAW'S PORTRAIT



Since Dad always comments on the fact that his mother was a better house-keeper, cook, and raiser of children, why not have a professional portrait of the old bat painted and hung in a conspicuous place in your home where it'll serve as a constant reminder to Mom of her shortcomings. Then, she'll spend many happy hours striving hard to meet the standards set by her dear old Mother-In-Law. Price: About \$50.

OVERWEIGHT BATHROOM SCALE



Just wait until Mother gets a load of this unbalanced scale, guaranteed to weigh everything 15 pounds too heavy. You'll love her shriek of anguish the first time she gets on it and thinks she's gained all that weight. And the diet she'll put herself on to lose it will keep her happily miserable many months. Of course, this is the kind of gift that you get pleasure out of giving without letting the recipient know you've done it. Price: About \$7.

GIGOLO



It's probably been a good many years since any strange man gave Mother a second look. Think how flattered she will be when the handsome gigolo you hired suddenly arrives at your house and starts lavishing his attentions on her. Think of the fun you'll have when Daddy comes home from work and finds the guy there. Available in 2 types: Domestic (found on almost any U.S.A. street corner), and Imported (found on almost any European street corner). Price: About \$25.00 per day.

TERMITES



Has Mom been trying to talk Dad into buying a new home in a better neighborhood? Here's your chance to make her dreams come true. Just a few of these ravenous termites turned loose around the house will turn the place into sawdust in no time. It will be a wonderful experience for Mom as she sees the walls collapsing around her, and she'll be eternally grateful for your thoughtfulness when the family has to move whether Dad wants to or not! Cost of termites: About 10¢ doz.

APPENDECTOMY



Is Mom the only member of her Bridge Club who doesn't have an operation to brag about? Why not start her on the road to popularity and social success by having her appendix taken out for Mother's Day? She'll be able to tell her girl friends every gory detail of the operation when she returns home from the hospital, and she'll happily owe every delightful moment of it to you. Price: About \$900 w/ Blue Cross.

IMPERFECT SOCKS

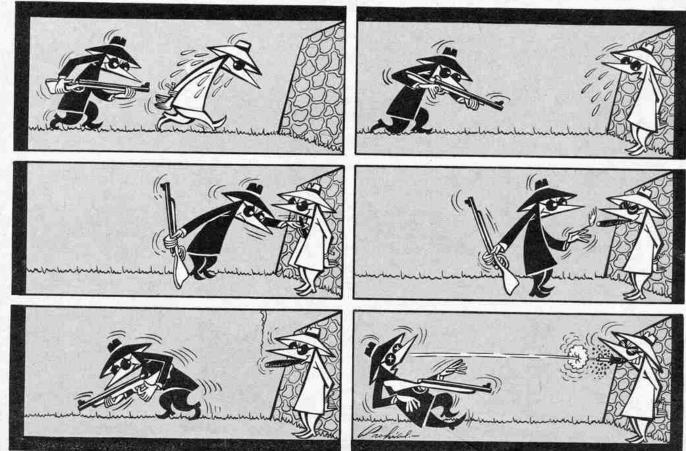


Several large sock manfacturers have been known to sell (at great reduction in cost) irregular or imperfect pairs. Why not buy a few pairs without heels or toes in your size and present them to Mom on Mother's Day. Darning them will give her a project to occupy her spare time, and she'll thank you for giving her the opportunity to be of service to you. Price: About 15¢ pr.

JOKE AND DAGGER DEPT. PART II

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as -





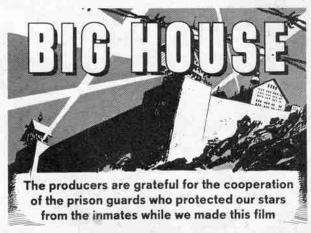
WRY OFF THE ROCKS DEPT.

In the old days, most prisons were the same. They were ugly, gray, and grim. The guards were brutal, the convicts were brutal, and each hated the other. There was only one thing on the prisoners' minds: to break out! And only one thing on the guards' minds: to keep 'em in! Anyway, Hollywood mirrored these conditions in its movies. Here are a few typical scenes from

A TYPICAL OLD TIME PRISON

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL







""No Noose Is Good Noose"-The Anti-Lynch-Law Society



Yeah, a big one The Chaplain ain't made his heroic walk across de prison yard to try an' talk us out of de break! But dat may come laterso why don't we



Hey, idiot! If you guys You're holding don't open de wrong hostage! de gates, Dat's "Big Bull" de Warden you got in front here gets it of yuh aarrgh . .

How come you look so glum, Fred? We shot all the escaping cons? I know! But those rats pulled the break during the day-and we never got a chance to use the greatest prison movie clichė of them all, the SWEEPING



Today, there have been vast changes in penology methods. Psychiatrists and men of understanding have taken over. Many prisons have no walls, convicts are treated with sympathy and understanding, and the accent is on rehabilitation rather than on punishment. Which means that Hollywood will have to change its approach to conform with the times. And this could well be

PRISON PRISON MOVIE OF THE FUTURE



The producers are grateful for the cooperation of the prisoners who consented to appear in this film during their summer vacation

Okay, "Big Bull"! This is your cell! Sorry there's no crossventilation, but you do have a nice terrace with a view of the river you're up! If you need anything, just ring! And remember! Behave yourself or you go into solitary! That's the room down the hall with no air-conditioner!

Hey, for cryin' out loud, guard! Will you knock off that noise! You know our wives sleep over on Mondays, Wednesdays and Fridays! Who can sleep with you talking?!

If there's one thing I can't stand, it's a noisy guard! Rocky, don't you ever let him in this cell again!



Hey, what's de deal?
Things have sure
changed since I was
in stir 20 years ago!
Where's de bars? I
figured I'd do about
t'ree hours of barclanging before I
turned in! It helps
me sleep!

We got no bars, Botchie! If you're in a clanging mood, knock on the radiator for more steam. This is the second time this winter the Warden let the temperature in this cell block go below seventy degrees!



**"Look Before You Heap"-Brotherhood of Garbage Collectors

You lousy screws! You stinkin' screws! I hate lousy, stinkin' screws! Hey! Dere's a guy after my own heart! A "guard-hater"! Now I can relax! It's beginning to feel like old times!

- MAN /

What kind "guard-hater"!

He loves guards! It's
those screws he hates!
Wood screws! They don't
hold in our plaster walls!
I tell him once, I tell
him a thousand times: use
nails to hang up pin-up
pictures! Use nails!





Hey, Rocky! Look! I lifted this gun from a guard, andBig Bull, you better carve that gun right away so it looks like a bar of soap. If the Warden ever found out you had a gun, you'd be paroled so fast it'd make your head spin!

C'mon! Last one into the pool's a rotten egg!!



So anyway, Doc . . . I been in this prison about a month . . . and now this crazy wild feeling's come over me. It's hard to explain. It's like—like I don't want to leave!

Well, Big Bull! That does it! We've solved your problems! You don't need me anymore! You're now a well-adjusted convict!



Rocky-

bzzzzz.

bzzzzz-

pass it!

Hey, Big Bull! I got a message for you from the Warden—Oh say, I'm sorry if I interrupted your activity here in the exercise area . . .

Forget it, Spike! The chukker was almost over anyway! What's the message?



The dirty screws! The lousy screws! They're PAROLING us tomorrow! Me, Rocky, and Fingers! I'LL show 'em! They.



Parole?? Gee, that's a tough break, Big Bull! Why you three guys? I mean, that



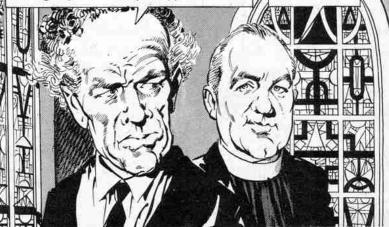


Thanks for the information, Stoolie! Just for that, you get another five years added to your sentence! Gee, Warden! You mean it? You really mean it?

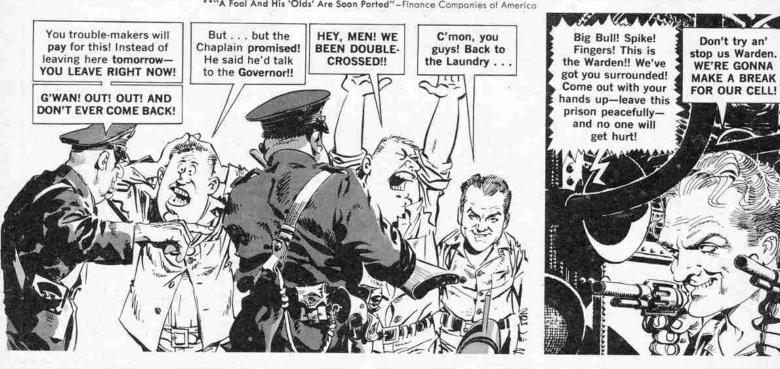


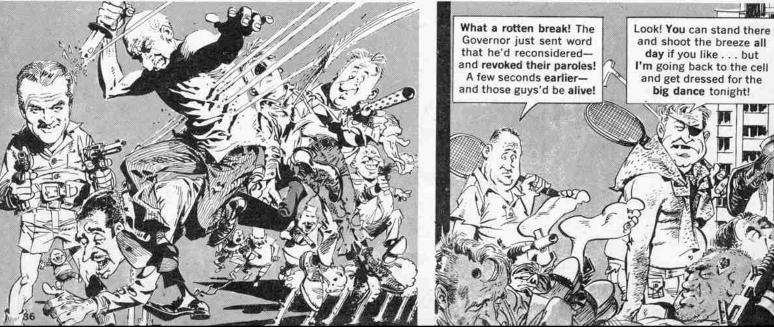
I've got a problem, Chaplain! Big Bull, Rocky, and Fingers are holed up in the laundry. They refuse to accept their paroles! And we've got three new bank robbers scheduled to come in tomorrow to take over their cells! Those guys are going to be awfully disappointed . . .

I don't want to see any trouble like that, Warden! Let me handle it . . . my way!









DON MARTIN DEPT. PART II

Don Martin's ill-fated career certainly has had its "ups and downs" —but never with such a vengeance as the week he spent working . . .

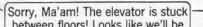
ON **V**: • > TAVELE













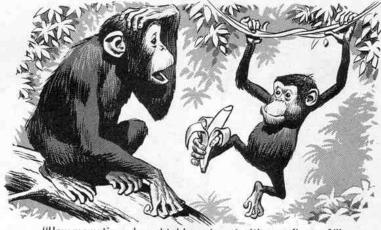




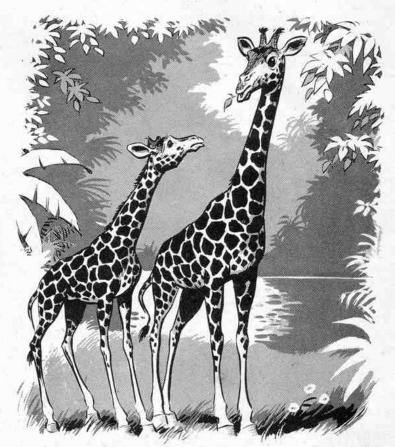
DINERS' CUB DEPT.

Parents are always complaining that their children eat like pigs, or like birds, or like some other kind of animal. Well, these very same parents might be surprised to learn that animals are always complaining that their children eat like people. You'll see what we mean as the Editors present...

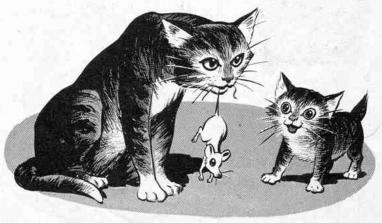
MAD **LOOK** AT THE **EATING HABITS** 0F ANIMALS



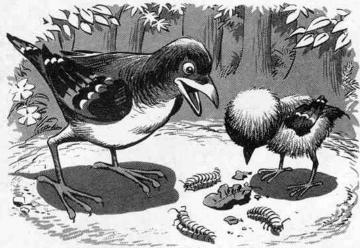
'How many times have I told you to eat with your fingers?!"



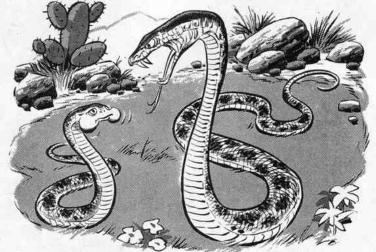
"What do you mean 'Pass it!'? You'll have to learn to reach for your food!"



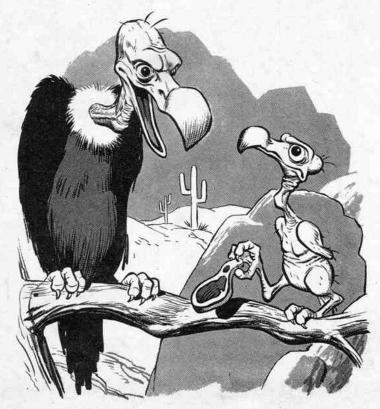
"Now remember to play with your food before you eat it!"



"Cut out the fuss! One little piece of lettuce in your caterpillars won't hurt anything!"



"Stop chewing your food before you swallow it!"



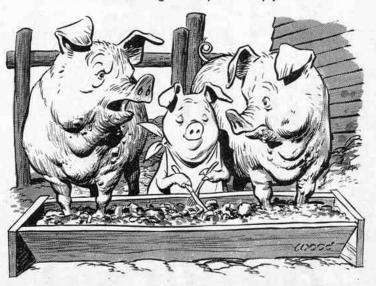
"I know it's a little fresh, but you can't have leftovers for every meal!"



"Stand up when you're eating!"



"I warned him not to go to sleep on an empty stomach!"



"That kid is so neat when he eats, it makes me sick!"

HOLLYWOOD DEPT.

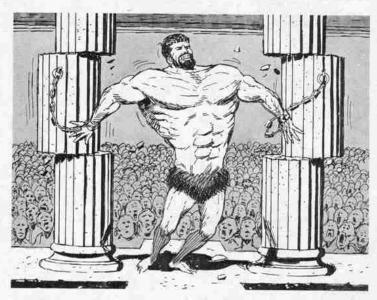
seenes We'd Like to see

The Feat Of Strength













EASY ON THE SOCKET-BOOK DEPT.

Every TV set owner dreads the day he must call the repairman. Though the trouble is usually small, the bill is usually large. And so, as a public service to its readers, and a personal service to its Editor—who recently got hit by just such a TV repair bill, MAD presents...



....Out Of The Frying Pan And Into The Fliers"-Brotherhood of Airport Short-Order Cooks



INTRODUCTION

A Word Of Encouragement From The Author

The first thing you must do before attempting to repair your TV set is say to yourself, "There is nothing really complicated about a television receiver!" Repeat this over and over and over until you begin to accept this fact with confidence.

The next thing you must do is realize that sitting around talking to yourself like an imbecile is not going to get you anywhere at all. Remember, television sets are complicated instruments that don't get fixed by mum-

bling idiots.

Before you start to work, be sure you are equipped with a few simple basic tools . . . the kind that are usually found in any average home workshop. We are naturally referring to the average home workshop of an average Electronic Engineer. If you are not so equipped, a small investment (which should not exceed \$350.00) will take care of all your needs.

Many people are under the popular misconception that you need special knowledge or skill to repair a TV set. This is not true. You will need no special knowledge or skill to repair a TV set if you can follow this manual. You will, however, need special knowledge and skill to follow this manual. That's because the author had no special knowledge or skill in writing manuals.

Above all, do not be discouraged. Try to remember that you cannot louse up your set any worse than most TV repairmen usually do . . . and this time, it won't cost you anything to achieve it!

Good luck!

X
Pincus G. Bumbler

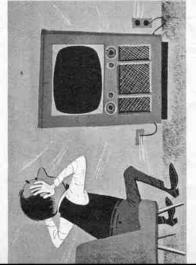
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CHAPTER I

TROUBLE-SHOOTING PICTOGRAPHS

The following easy-to-follow illustrations show the most common TV troubles. Find yours, and then refer to the indicated repair section







SOUND, BUT NO PICTURE

Probable cause...

- 1. You're blind 2. Some wise guy painted
 - your screen black 3. You're watching
- the radio
 See Section X, Part 5

PICTURE, BUT NO SOUND

Probable cause...

- 1. The volume control
 - knob is missing 2. Your hearing-aid
- is turned off
 3. You're watching the
 washing machine
 See Section VIII, Part 7

NO SOUND, AND NO PICTURE

Probable cause...

1. Your set isn't

- plugged in
- 2. Your electricity has been turned off
- 3. Your set has been repossessed by the Finance Company See Section XXXII, Part 56









BLURRED PICTURE

Probable cause...

- 1. Your screen is dirty and dusty
 2. Your screen is
- and peanut butter

3. You're drunk

See Section MXLIV, Part 1291/2

PICTURE TOO NARROW

- Probable cause....

 1. Your eyes are too
- close together
 2. The sides of your
- set are too close together
- 3. Your set is standing on its side

See Your Dentist twice a year

PICTURE TOO WIDE

Probable cause...

- 1. Your set is going crazy
- 2. You're going crazy 3. We're going

See the Pyramids along the Nile

ROLLING PICTURE Probable cause...

- 1. Too much oil on your TV casters
- 2. Your floor slants .
 3. There's an earthquake going on

See your Insurance Agent









NOT ENOUGH HEIGHT

- 1. Your picture tube Probable cause...
 - has shrunk
- a Venetian blind looking through 2. The TV actor is
- 3. The TV actor's head See another magazine is caught in a vertical press

PICTURE UPSIDE DOWN

Probable cause...

- 1. Your set is
- 2. Your house is upside down upside down
- 3. You're watching upside down

See-saw, Marjorie Daw

TEST PATTERN IS COCKEYED

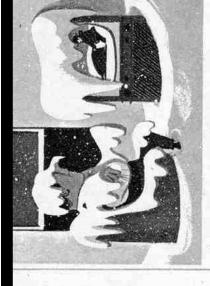
- Probable cause... 1. Your floor is
 - cockeyed
- 2. The TV camera is cockeyed
- 3. You're cockeyed See An Optometrist

GHOSTS

Probable cause...

- 1. Your house 2. Your TV set is haunted
 - is haunted
- 3. You're dead

See your local Undertaker









- Probable cause...
- window open 1. There's a
- 2. There's a hole in your roof
- 3. There's a hole in your head

See a good head-shrinker

TORN SCREEN

Probable cause...

- neighborhood are 1. The bugs in your getting powerful
- 2. Somebody threw a rock through it
- 3. Somebody threw your TV set through it

See the next thrilling installment

INTERFERENCE

- Probable cause...
 - nagging wife 1. You've got a
- 2. You've got a
- nagging backache 3. You've got a nagging kid

See a movie

SPEAKER RATTLE

- Probable cause...
- 2. There's a spackle 1. There's a rattle in the speaker
 - 3. There's a reekle in the spatter in the reaker

See here, now!

CHAPTER

Now that you've learned what to look for, it's time to remove the back cover of your set, reach in, and start working on what we shall call-

FIRST AID FOR YOUR SET

However, since you stupidly forgot to pull the plug before doing this, there will be a short delay while we take care of what we shall call-

FIRST AID FOR YOURSELF



HOW TO TREAT FOR ELECTRIC SHOCK

you really like electric shocks). (if there is a next time), you a complete idiot, or someone hears you and comes to turn off the current. Next time will probably remember to shut the back of the set (unless, of Scream for help while bouncing around inside your set - until off the current before removing either a course, you're learner,





EXPLOSIONS AND IMPLOSIONS HOW TO TREAT FOR

spent with a magnifying glass The only difference between the and the other blows inward. In every square inch of your body will contain approximately one slivers of glass, metal, and plastic. A few years and a pair of tweezers should is that one blows outward, either case, when this happens, clear up the mess - somewhat. million tiny

HOW TO TREAT FOR DISLOCATIONS

able to extricate you from the A keyhole saw, some vaseline, a crowbar and a shoehorn should be kept handy so somebody will be set, providing there's somebody Whenever you accidentally touch all your muscles will instantly contract . . . snapping your body around with the nerve to try it. a "hot" or "Hive" contact point, into a strangely twisted mass.

CHAPTER III

Now that you're out of the hospital, let's get back to that sick ol' set.

FIRST AID FOR YOUR SET

SECTION 1. TUBES

TEST ALL TUBES

REMOVE ALL TUBES



your TV set. Remove them all ... especially the ones that the kids have hidden there over the years. of tubes kinds

THIS PICTURE TUBE. CHUMSHY KILLED TO COUNTER #5 HOU HAVE JUST COME OVER OMY \$ 39.95

Yourself" test machines. It shows Test tubes on one of them "Do-Ityou the tubes that need replacing -which is generally all of them.

REPLACE ALL TUBES



his is easy, if you marked where they came from first. We should've mentioned this earlier, but that would've left a blank space here.

SECTION 2. THE PICTURE TUBE

The single most important item in your television set is the picture tube. This keeps it from being nothing more than a big complicated radio. It is a delicate instrument and should be handled with extreme care. See section on "Implosions".

CHECK ALL SIDES OF THE PICTURE TUBE

Front Side



Inside

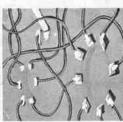


Outside

SECTION 3. CIRCUITS

which is almost impossible for the layman to understand, and equally impossible A circuit is the complicated layout of wires underneath your television set for the television repairman to understand. There are several types now in use.

SOLDERED CIRCUITS



Wires are printed on the chassis with molten lead. Wires are strung by hand and soldered to contacts.

SHORT CIRCUITS PRINTED CIRCUITS

THREE-RING CIRCUITS



Wires are smoking on the



chassis with acrid smell.



SECTION 4. REMOVING THE TV CHASSIS

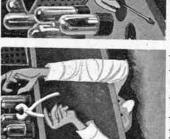
Sometimes, there are things you cannot check unless you remove the TV chassis from its cabinet. These six easy



First, remove knobs. Not all knobs, like this clod is doing. Only TV knobs.



Next, remove 4 hex nuts, lock-washers, and bolts from bottom of cabinet.



from audio output lead, audio input lead, and ion trap, Then detach antenna lead,



Next, disconnect fleegle, and remove burning hand high voltage cage.

steps show you how to accomplish this. Of course, what you do after you've accomplished this is another problem.



grulks. Remove assorted bushings, flanges, lugs, spacers, forgputters, and lugs,



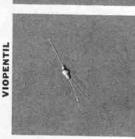
Now, place all parts in safe places and label carefully. You are now ready to remove TV chassis. You are now also ready to remove dog, cat, and pesty kid who've just messed up all the parts you laid out and labeled so carefully!

SECTION 5. TESTING CIRCUIT COMPONENTS

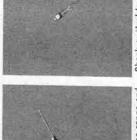
it could affect the whole set. Here, in life-size, are the major types, with testing instructions for each . . .



LINISEL

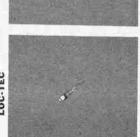


Check emittance range and fresnic freen modulations.





Check quatrel leverage and realign slog bitsko fignut.



DUS-PEC

Actually, this is only a dust speck. Blow it away.

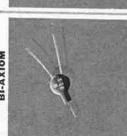
There are hundreds of miniatured components in a TV set. Each one has an important function. If one is defective,



DIODE

CAPACITOR

RESISTOR

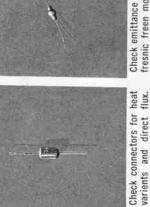


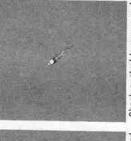
positive, nega-neutral output. for Test tive,

Use diamometer to check for diatonic frequencies.

Attach voltmeter to leads, check for normal output.

Attach voltmeter to leads, test for correct voltage.







Done! Repair is complete Now get up out of the set





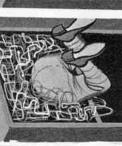
loose one and repair it. It takes time to locate There are thousands upon thousands of connections.



begin. Carefully examine each connection.



Wiggle the wires to see if solder has come loose.



Ah, there is its! A loose connection to a lug lead!



Carefully apply fresh new solder to lug connection.

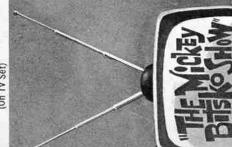


SECTION 7. ANTENNA ADJUSTMENT

No matter which type you use, it is important that it be properly adjusted . . . For best results, the type of antenna you should use depends upon how far your set is located from the television station. There are 3 basic types of antennas.

SHORT DISTANCE ANTENNA

(On TV Set)

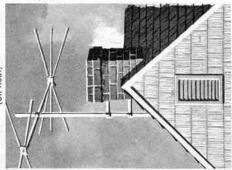


MEDIUM DISTANCE ANTENNA

LONG DISTANCE AUNT ANNA

(on A Visit)

(On Roof)



Simple to Adjust

mpossible to adjust

SECTION 8. ANTENNA INSPECTION

When everything in your television set checks out right, and you are still hav-ing trouble, the fault may well lie in your antenna. There are three important steps to take when checking your antenna. Study them carefully, as shown below.

STEP #2:

STEP #1:

LOCATE ANTENNA, CLIMB LADDER TO ROOF



INSPECT LADDER BEFORE CLIMBING TO ROOF

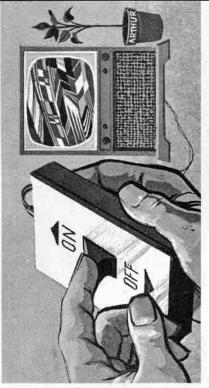
STEP ± 3 ; on the way to the hospital, kick yourself for doing step ± 2 before step ± 1

SECTION 9. REMOTE CONTROL REPAIR

box. No longer does the TV viewer have to run up and back all night, turning down the volume when the commercial is blasting, only to have to turn it up again when Latest and greatest TV accessory which can go wrong is the remote control switch the program comes back on. Now, it's all taken care of from your favorite chair.

REMOTE CONTROL SIMPLE

Remote Control should only be is complicated to repair, and serviced by your local TV Repair Shop. This type of



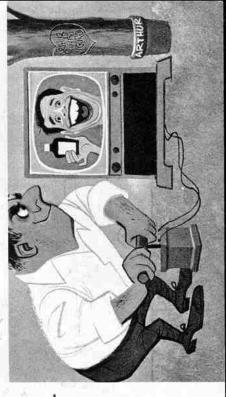
REMOTE CONTROL DE LUXE

Remote Control complicated to should only be is even more This type of the Factory. repair, and serviced by



REMOTE CONTROL SUPER DE LUXE

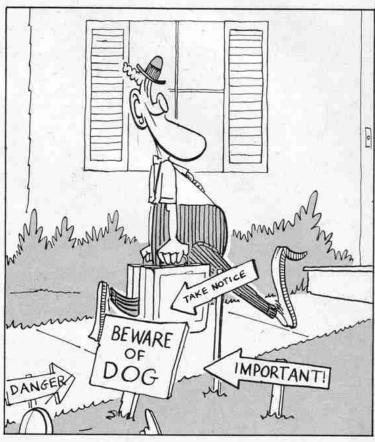
Remote Control and will quickly is very simple, for TV repairs eliminate any further need whatsoever. This type of

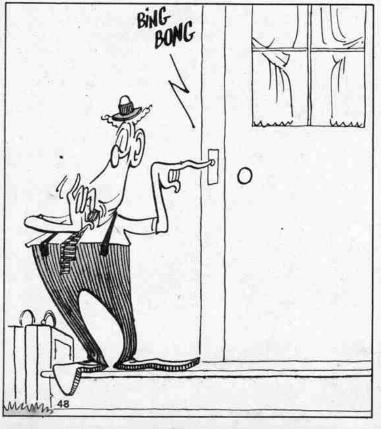


Another career Don Martin tried for a short time — mainly until he ran into someone who had a bone to pick with him—was working as...

THE SALESMAN









HAVE A "MAD" PARTY! TERRIFIC MUSIC YOU CAN DANCE TO! IDIOTIC LYRICS YOU CAN LAUGH AT!

MAD'S

DANCEABLE SINGABLE LAUGHABLE

GREAT NEW

HIT

(WE HOPE!)



BUT KOOKIES



"Blind Date" (Yaaaaahhhh!)

"Please, Betty Jane" (Shave your legs!)

"When My Pimples Turned to Dimples" "She Got A Nose Job" "Let's Do The Pretzel"

"I Found Her Telephone Number Written On The Boys' Bathroom Wall!" "Agnes"
The Teenage
Russian Spy

"Throwing The High School Basketball Game" "I Saw Someone Else's Dandruff On Your Shirt!"

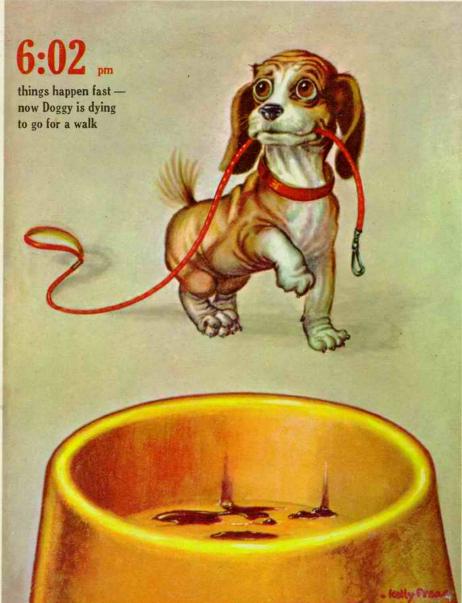
MAD "TWISTS" ROCK 'N' ROLL

ON SALE NOW AT YOUR FAVORITE RECORD STORE

(IF IT ISN'T IN STOCK, ASK THE MAN TO ORDER IT! "BIG TOP" 12-1305)

Look For It! Listen To It! Laugh At It! Love It!





World's only dog food that regulates your doggy

(right in the bow-wow-el!)

No more interruptions: New Doggy Train fixes it so you can watch your favorite TV show in peace.

No more emergencies: New Doggy Train eliminates any sudden barking or scratching during the night!

Just add water...and your dog is ready to go for a walk in one minute—at your convenience, not his!

NEW DOGGY TRAIN shows him who's boss!

