

# IND MAD

Our Price  
**25¢**  
CHEAP

No. 51

Dec. '59



# One kind of husband . . . two kinds of underwear

Why do you suppose so much Hames underwear for all kinds of husbands is bought by their wives? Because women have an uncanny knack of picking out designs men wouldn't be caught dead in, no less buy themselves! That's why we run these ads which encourage wives to buy their husbands' underwear for them. Mainly, we're trying to get rid of all these shorts with ridiculous designs we're stuck with!

Hames Knitting Co, Wemus-Sellum, N.C. • European: Macht Schnell Undzell, Dershtripeses, Germany • Russian: Pusha Pohka, Dotz, U.S.S.R.

**HAMES**

underwear for men and boys



# MAD

"A fellow will go out with a girl if she's really different from other girls... the difference being she'll go out with him!"

Alfred E. Neuman

**PUBLISHER:** William M. Gaines

**EDITOR:** Albert B. Feldstein

**ART DIRECTOR:** John Putnam

**IDEAS:** Jerry De Fuccio

**PRODUCTION:** Leonard Brenner

**LAW SUITS:** Martin Scheiman, Esq.

**SUBSCRIPTIONS:** Gloria Orlando, Celia Morelli

**CONTRIBUTING ARTISTS AND WRITERS:**

The Usual Gang of Idiots

## DEPARTMENTS

### BLACKBOARD BUNGLE DEPARTMENT

MAD Looks At Adult Education ..... 28

### BERG'S-EYE VIEW DEPARTMENT

Hide-A-Bed ..... 32

### DIGITALEMENT DEPARTMENT

Painting By The Numbers ..... 13

### DON MARTIN DEPARTMENT

"The Man With The Sprung Neck" ..... 7

"The Great Hotel Fire" ..... 18

"The Escaped Convict" ..... 48

### GRAY FLANNEL-MOUTH DEPARTMENT

Advertising Slogans Will Ruin Everyday Conversation ..... 4

### HOLLYWOOD DEPARTMENT

More "Scenes We'd Like To See" ..... 23

### LETTERS DEPARTMENT

Random Samplings Of Reader Mail ..... 2

### LIGHTS, CAMERA, AUCTION DEPARTMENT

The Price Is All Right ..... 9

### MARGINAL THINKING DEPARTMENT

New Singers For Old Songs ..... \*\*

### POMP-ADORE DEPARTMENT

Teenager Magazine ..... 43

### PROSE FOR THE CONS DEPARTMENT

Madison Avenue Turns To History And Literature ..... 36

### SCRAWLS WELL THAT READS WELL DEPARTMENT

The MAD Guide To Handwriting Analysis ..... 24

### SOLAR PERPLEXUS DEPARTMENT

Testing Civilians For Space Flight ..... 19

### TELEVISION DEPARTMENT

More "TV Ads We'd Like To See" ..... 27

### VERSE OF THE PEOPLE DEPARTMENT

The MAD Treasury Of Unknown Poetry, Vol. II ..... 16

### WAY OFF-SIDE DEPARTMENT

Grandstand Football ..... 40

\*\*Various Places Around The Magazine

**MAD** — December 1959, Volume 1, Number 51, 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 1959 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 satire purpose to a living person is a coincidence.

Printed in U.S.A.

## VITAL FEATURES

### ADVERTISING SLOGANS ..... 3



Little by little, Madison Avenue's ad slogans will creep into our everyday conversation till we talk in 1 and 2-minute phrases.

### THE PRICE IS ALL RIGHT ..... 9



**MAD'S** version of the TV show that teaches viewers retail prices, will teach readers another lesson — to avoid it at any cost!

### TREASURY OF UNKNOWN POETRY ..... 16



**MAD** courageously prints works by unknown poets to give them recognition so other publications won't make this stupid mistake.

### TESTING CIVILIANS FOR SPACE ..... 19



Printing the results of tests to see if civilians can withstand the rigors of space flight ends up making monkeys out of us!

### ADULT EDUCATION ..... 28



Here's a list of practical evening courses for those adults who want to escape their children and perhaps recapture their childhood.

### HIDE-A-BED ..... 32



Here's a folding product that brings folding money by the ton to an industry that's flourishing while in a state of collapse!

### GRANDSTAND FOOTBALL ..... 40



The best action at a football game is not down on the field with those 22 idiots, but in the stands with those 22,000 idiots!

### TEENAGER MAGAZINE ..... 43



Today's teenagers have a choice of magazines. They can choose **MAD**, or those teen-type magazines which are really much funnier!

# DO YOUR CHRISTMAS SHOPPING EARLY

(AND GIVE YOUR FRIENDS A CHANCE TO GET EVEN)

# AT THE MAD Christmas Gift Mart

## A GIFT SUBSCRIPTION TO **MAD**

MEANS ENJOYMENT  
FOR A FULL YEAR

(while you watch the people you gave it to suffer!)

AND WE'LL SEND YOUR VICTIM A CHEERY  
ANNOUNCEMENT TELLING WHOM TO BLAME!

MAD SUBSCRIPTIONS 225 Lafayette Street New York 12, N.Y.

I know it's better to give than to receive,  
especially when it's your crummy magazine,  
so send a 9-issue MAD Gift-Subscription to:

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZONE \_\_\_\_\_  
and send a cheery announcement blaming \_\_\_\_\_

(For more than one Gift Subscription, duplicate  
the above coupon. Or better still, go out and  
buy more copies of the magazine! (no fools, we!)



## TWO DELIGHTFUL COLLECTOR'S ITEMS

(FOR YOUR TWO DELIGHTFUL GARBAGE COLLECTORS!)



MAD FOR KEEPS!

These hard-bound de-luxe anthologies contain the best material (each different) from past issues of MAD Magazine. You get 123 pages of riotous material following the forward by Ernie Kovacs in MAD FOR KEEPS! You get 133 pages of hilarious satire following the forward by Steve Allen in MAD FOREVER! We got 250 hysterical law suits following the publication of these two anthologies! So get 'em quick . . . before we go out of business!



MAD FOREVER!

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

I want to get your anthologies before  
you go out of business, and give them  
as Christmas gifts to my best friends  
so they'll get the business! Rush me:

INDICATE NUMBER  
OF COPIES  
OF EACH  MAD FOR KEEPS  
 MAD FOREVER

I enclose \$2.95 for each copy ordered.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZONE \_\_\_\_\_

## DECK YOUR FRIENDS IN CLOTHES OF FOLLY!



### **MAD T-SHIRTS** and **MAD STRAIGHT JACKETS**

The MAD STRAIGHT JACKET looks exactly like the real thing when you shove your arms in them roomy criss-cross pockets. Comes with a genuine padlock. Doubles as a handsome autograph or lounging jacket. . . . The MAD T-SHIRT doubles as a handsome dusting rag

### MAD STRAIGHT JACKETS & MAD T-SHIRTS 225 Lafayette Street, New York 12, New York

I want to deck my friends in clothes of folly until they come upon me on a midnight clear! Please fill the following order, and send me:

NO. OF JACKETS \_\_\_\_\_ SIZE(S) \_\_\_\_\_ (S) small  
(M) medium  
(L) large

AMOUNT ENCLOSED AT \$4.95 each \_\_\_\_\_

NO. OF SHIRTS \_\_\_\_\_ SIZE(S) \_\_\_\_\_ CHECK  
CHART  
BELOW

AMOUNT ENCLOSED AT \$1.25 each \_\_\_\_\_

#### BOYS & GIRLS

CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
24"- 27"	BS	27"-31"	BM	31"-34"	BL

#### MEN & WOMEN

CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
34"-37"	MS	37"-41"	MM	41"-44"	ML

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

## AND FOR A GREAT WRAP-UP

... paste a full-color picture  
of Alfred E. Neuman on your  
gift packages, and they won't  
even be opened after Christmas!



Send 25¢ for each to:  
Dept. What-Color?  
c/o MAD,  
225 Lafayette St.,  
N.Y.C. 12

## HELP MAKE THIS CHRISTMAS A MEMORABLE ONE

(MAINLY FOR US!)

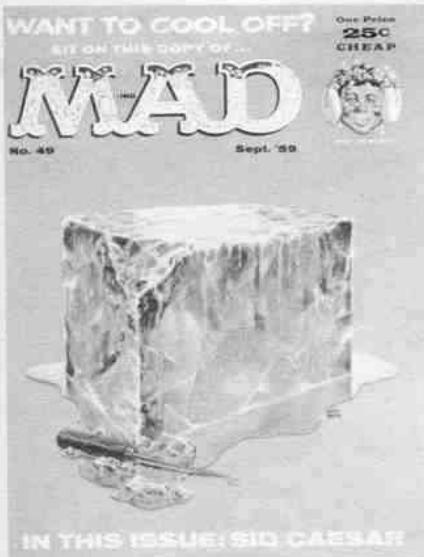
## LETTERS DEPT.



### COOL COVER

Since it's so hot here in beautiful Southern California, I took your advice on how to cool off, and sat on the cover of your latest issue (MAD #49). Very funny! The ice melted, and now I'm wearing a bandage! What idiot left that ice pick there?

Julie Carroll  
La Verne, Calif.



IN THIS ISSUE: SID CAESAR

### Really A Booby Trap

Why don't you admit it? The cover of your September issue is really a booby trap. When the poor, dumb average MAD reader sits on it to cool off as you suggest, he gets stabbed with that ice pick. It may interest you to know that we're not *all* stupid!

George Ainslie, Jr.  
Binghampton, N. Y.

Just the readers who think they can get stabbed with a picture of an icepick!—Ed.

I tried using the ice on your cover to cool a highball, but all it did was get soggy and fall apart. Who were you trying to kid?

Josh Zerlin  
South Euclid, Ohio

Who are you trying to kid? How can a highball get soggy and fall apart?—Ed.

Liked the "cool" cover on issue #49. And I knew without looking who painted it. Naturally, it was Frank Kelly Freeze!

Robert Canning  
Brooklyn, N. Y.

### MEETING OF MINDS

Although I am an English teacher, and almost a Ph.D., I still read your zany magazine. As a result, I was "picked up" by a fascinating male not too long ago. There I was at Newark Airport perusing a copy of MAD, when this delightful male strolled over and asked where I'd found the issue. I directed him to the airport newsstand, but he chose to sit next to me and get better acquainted. For some time, we discussed our mutual love for MAD. There was only one problem. This adorable male was only eleven years old! And I happen to be thirty-two! Please tell me how I can meet older men by reading MAD at airports.

Jane E. High  
Paris, Texas

Put it inside a copy of Playboy!—Ed.

### AMERICA'S DREAM CAR

In your article on "America's Dream Car," you state that one of the drawbacks of the "typical American car" is that it does not provide for ease when entering and leaving it. I may be wrong, but it's possible that *doors* would help!

Don Gerson  
Dayton, Ohio



### Doors Would Help

I've been thinking about buying a car, but if the new ones are coming out with no doors, I think I'll stick to my bike!

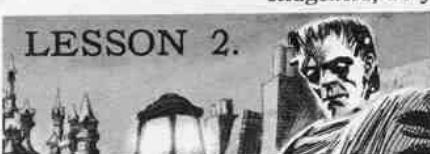
Stanley Stone  
Brookline, Mass.

### HORROR PRIMER

In "Lesson 2" of "The MAD Horror Primer," you state that the monster is sick, sick, sick. That's because the bolts in his head should have been in his neck!

Barry Signoretti  
Ridgefield, N. J.

### LESSON 2.



### Bolts In His Head

Somebody goofed! Any clod knows that a monster's bolts are in his neck, and not in his head!

Ken Rose  
Torrance, Calif.

We checked this with Wally Wood, who did the art work, and discovered that, although some monsters have bolts in their neck, Wally's got bolts in his head!—Ed.

### ADMISSION OF GUILT

Occasionally, I drag myself away from your magazine to glance at a newspaper. The other day, I discovered this article in the "N. Y. World Telegram & Sun"...

### The Madding Crowd

You know the magazine closest to the hearts of the nation's future dads and moms? It's MAD. Teen-Age Survey, Inc., announcing the results of a recent study of the magazine reading habits of the younger set, said 43 percent of high school kids listed MAD as their favorite. What's more, 58 percent of college students said they preferred MAD to all others.

... and here I always thought I was one of the lonely 1% who had the guts to admit it.

Ray Soudant  
Hayworth, N. J.

### MAD FOR POSTERITY

While erecting the Stoddard Building in Lansing, my father asked me for a suggestion as to what he should put into the cornerstone. So now, a copy of MAD Magazine is sealed there. I thought the people 100 years from now might like to see what the people of 1959 read.

Charles Stoddard  
East Lansing, Mich.

### THE LAUGH'S ON US

One day, I bought a copy of MAD to school, and was looking through it when my teacher suddenly appeared from out of nowhere, and grabbed it. He was going to throw it out of the window when he began to read it. After a while, he began to laugh. He laughed and laughed. THEN, he threw it out of the window!

Steve Schlessinger  
New York City

### MEET THE STAFF RECORD

After buying your second edition of "The Worst From MAD," I went over to my girlfriend's house to play the record enclosed. We were hysterical with laughter. I can honestly say it was one of the funniest records I have ever heard!

Judy Arnold  
Brooklyn, N. Y.

Concerning your record, "Meet The Staff of MAD," just what is Albert B. Feldstein's job???

Sullivan and Stone  
Bethany, Okla.

That's right! Them idiots kept laughing, so I never did get a chance to tell what my job is! Well, actually, as editor, it's my job to etaoin shrdlu cmfwyp vbgkqj xzz?

Please address all correspondence to: MAD, Room 706, Dept. 51, 225 Lafayette Street  
New York 12, New York

**GRAY FLANNEL-MOUTH DEPT.**

Advertising slogans are words put together by the Madison Avenue boys in ways calculated to make you remember them. Every year, these slogans play a bigger and bigger part in our lives. We read them in newspapers and

# ADVERTISING WILL REPLACE

ART-WALLACE WOOD  
STORY-FRANK JACOBS

## In The Office

Mr. Sternswallow! I find  
I'M THE ONE MAN IN 4  
WHO WANTS A LITTLE MORE!  
I want to KNOW THE REAL  
JOY OF GOOD LIVING!  
I want to MOVE UP TO  
QUALITY! In other words . . .  
I want a *raise*!

Brooks, in this office  
we need men THAT CAN  
DO WHAT THEY LOOK LIKE  
THEY CAN DO! I don't  
care what you tell me  
back here in the executive  
suite, IT'S WHAT'S  
UP FRONT THAT COUNTS!

But I've been doing well  
up front, Mr. Sternswallow!  
IN EVERY FIELD THERE IS  
ONE LEADER, and in this  
office, it's *me*! I have  
THE FORWARD LOOK! I've  
been here two years and  
I'm USE-TESTED!

This company is FAMOUS  
TWICE THE WORLD OVER,  
Brooks! But it's no better  
than the *men* it employs!  
IF IT HASN'T GOT IT HERE  
in the *home office*, IT  
JUST HASN'T GOT IT!

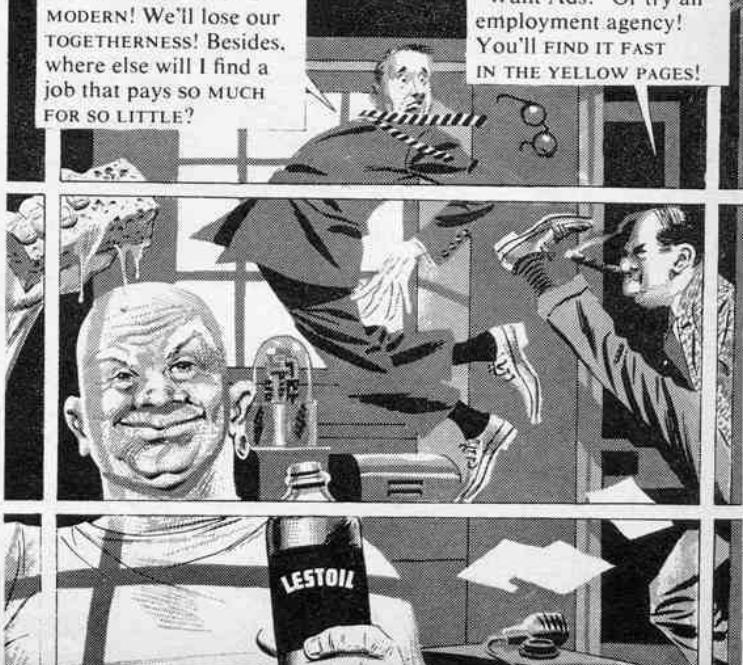
Raise my salary, Mr.  
Sternswallow, AND DIS-  
COVER THE BIG DIFFERENCE!  
A happy employee GIVES  
YOU MORE FOR YOUR MONEY!

You're right, Brooks!  
And since you're *not*  
happy here, I've a plan  
DESIGNED WITH YOU IN  
MIND! I've decided to  
give you THE PAUSE THAT  
REFRESHES! Mainly . . .  
you're fired!

But, Mr. Sternswallow! If  
you fire me, my family  
can't continue to LIVE  
MODERN! We'll lose our  
TOGETHERNESS! Besides,  
where else will I find a  
job that pays so MUCH  
FOR SO LITTLE?

ADVERTISING WORKS FOR  
YOU, Brooks! Check the  
"Want Ads!" Or try an  
employment agency!  
You'll FIND IT FAST  
IN THE YELLOW PAGES!

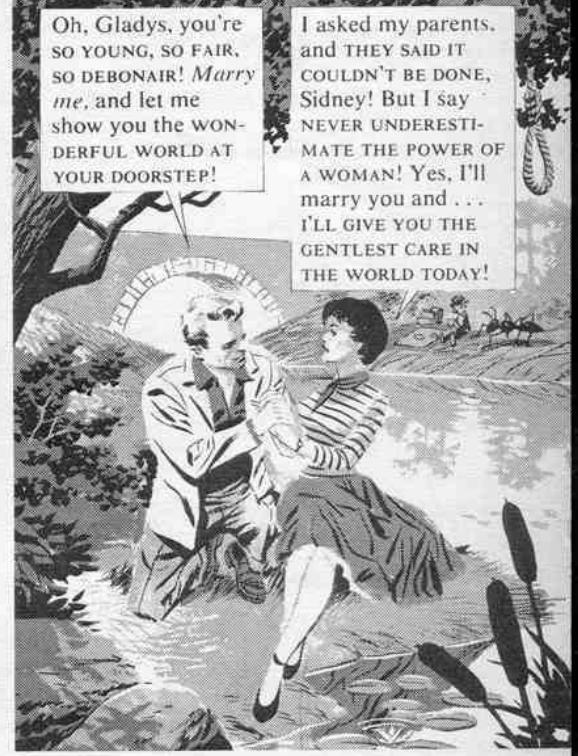
\*\*PERSONALITY-John Kennedy



magazines. We hear them on radio and TV. In fact, they're even beginning to find their way into our language. For instance: "She's got B.O.!", or "He's got Moxie!" or "What-Me Worry?" The way things are going, we predict

# SLOGANS EVERYDAY CONVERSATION

## In The Park



\*\*WHAT IS THIS THING CALLED LOVE—Zsa Zsa Gabor



## In An Alley

Hand over your wallet, Mister, or I'LL TAKE YOU AWAY FROM THE EVERYDAY!

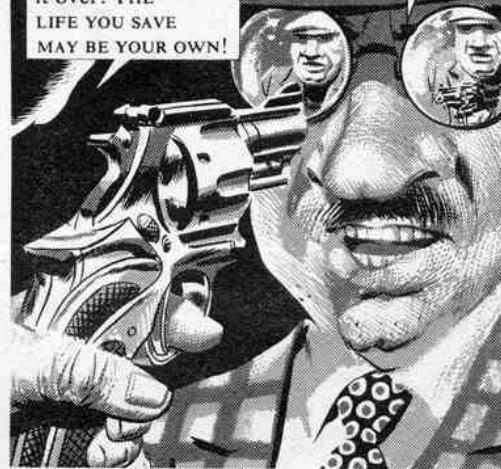
BUT I NEVER CARRY MORE THAN \$50.00 IN CASH!

I ain't greedy! Besides, GOOD TASTE IS NEVER EXTREME! So hand it over! THE LIFE YOU SAVE MAY BE YOUR OWN!

What are you trying to do, BUILD A SECOND INCOME?

Better 'n dat! I wanna RETIRE AT 65 WITH \$300 A MONTH FOR LIFE!

With you, it looks like GETTING THERE IS HALF THE FUN!



## In A Dugout

Oh-oh! Two men on and Larsen's GOT THAT TIRED, RUN-DOWN FEELING again!

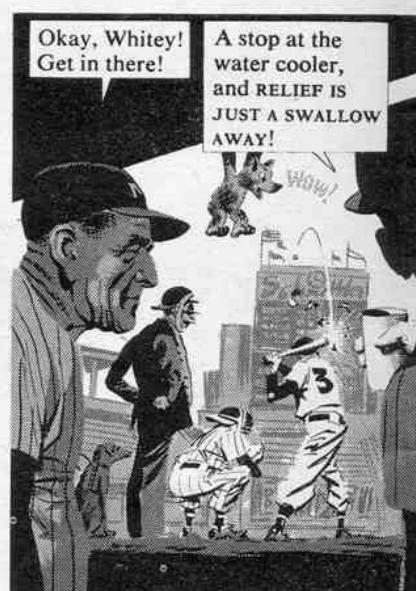
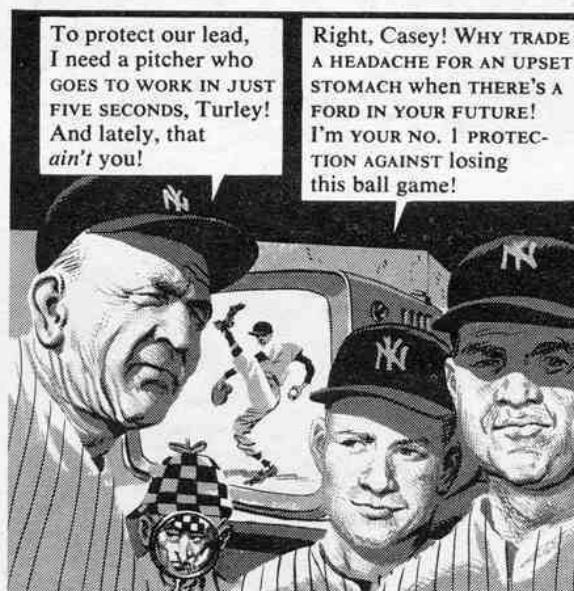
WHY BE HALF-SAFE, Casey? To protect our 1-run lead, you need a pitcher who BRINGS FAST RELIEF, USUALLY WITHIN MINUTES! Mainly, me!

To protect our lead, I need a pitcher who GOES TO WORK IN JUST FIVE SECONDS, Turley! And lately, that ain't you!

Right, Casey! WHY TRADE A HEADACHE FOR AN UPSET STOMACH when THERE'S A FORD IN YOUR FUTURE! I'M YOUR NO. 1 PROTECTION AGAINST losing this ball game!

Okay, Whitey! Get in there!

A stop at the water cooler, and RELIEF IS JUST A SWALLOW AWAY!



••THERE'LL BE SOME CHANGES MADE—George Weiss

## At A Press Conference

Senator, what do you think of the world situation?

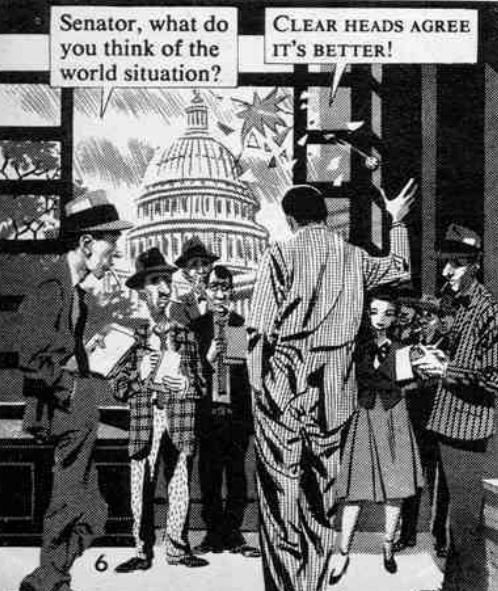
CLEAR HEADS AGREE IT'S BETTER!

What do you think of the President's latest speeches?

OUTSTANDING . . . AND THEY ARE MILD!

One last question, Sir! WHAT WILL YOU DO WHEN DISASTER STRIKES?

I'll jump for joy because then maybe we'll be rid of all these darn advertising slogans!



And now, MAD's maddest artist, Don Martin, tells us about the time he woke up to find himself . . .

# THE MAN WITH THE SPRUNG NECK



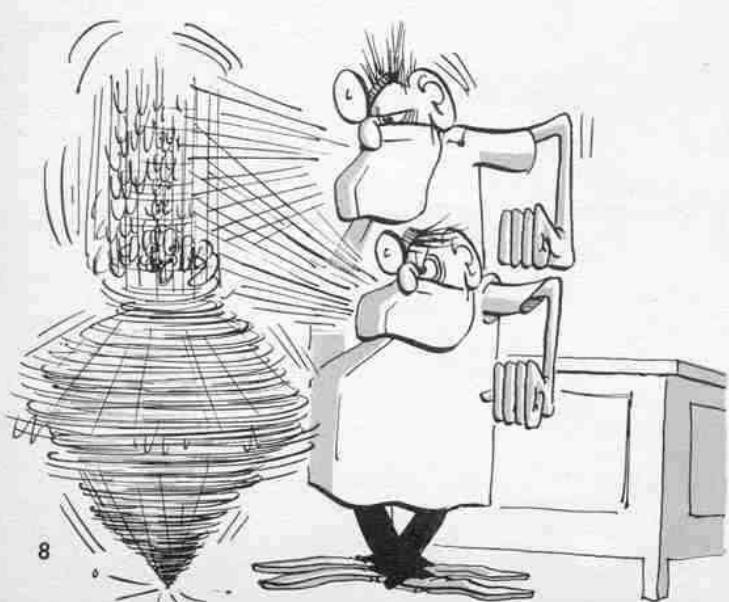
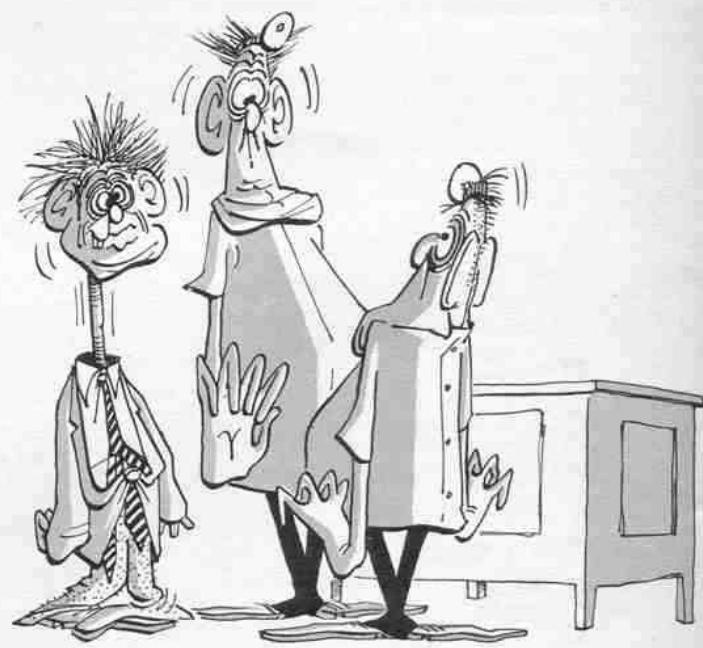
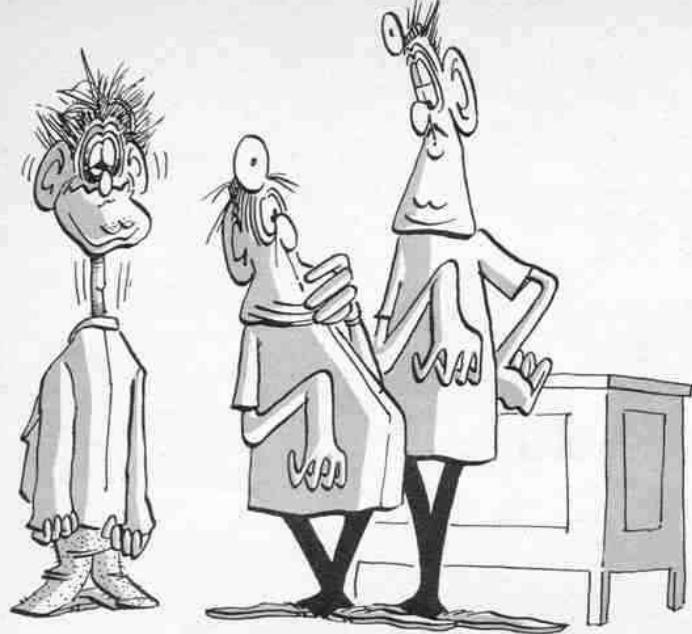
It's my neck! It sprung out like this as I was getting out of bed this morning!



\*\*SMOKE GETS IN YOUR EYES—Edward R. Murrow



\*\*IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE—Elizabeth Taylor



There's a show on TV where four wildly excited guests, egged on by a wildly excited audience, bid against each other for fabulous prizes. While the rules of this game are too complicated for idiots like us to understand, the general idea is that the guest who bids closest to the actual retail price of the gift, without going over it, gets to keep it. The most wonderful part of this game, aside from the fabulous items and free plugs involved, is the way the panel and the audience sustain their fever-pitch of excitement throughout the show. Which is why we feel that it's only a matter of time before a big catastrophe occurs. Mainly, on . . .

## THE NIGHT THE PRICE IS ALL RIGHT HAS AN UNEXCITED GUEST

ART—MORT DRUCKER STORY—LARRY SIEGEL

Hello, everybody! This is Bill Culon, welcoming you to another program of "The Price is All Right". As usual, we have a wildly excited panel, a wildly excited audience, some wildly exciting prizes and millions of wildly exciting free plugs for you. So without further ado, let's meet our panel . . .

And this week, Bill, I want more . . . more! I need lots more! Oooh, I want more!

No, me! I want even more than you! I need EVERYTHING!

ME! ME! I want every single prize, and then I want to keep coming back for years and keep winning forever and ever!

On the left, returning for another chance at our fabulous gifts, is last week's winner . . . Mrs. Kravitch! Last week, Mrs. Kravitch won a house, a swimming pool, an oil well, the Baltimore Zoo, the New York State Thruway, and 11 members of the Chicago White Sox . . .



I'm worried about our guest at the end . . . Mr. Sfartz! He hasn't screamed or jumped up once . . . and we've been on the air a minute-and-a-half!

Higher!

Higher!

Freeze!

Author, Author!



Before our first item goes up for bids, panel, let me just review how we play "The Price is All Right" for the home viewers. The rules of the game are simple. The guest whose bid comes closest to the actual retail price without going over it wins the item. Each guest bids until the buzzer sounds, and each bid must be higher than the preceding bid. Except for the first bid. Or for a one-bid item. When the buzzer sounds, each guest makes a final bid. Unless he decides to freeze. Should a guest freeze, he cannot go higher. And vice versa. And he cannot pass go! And he cannot collect \$200! And he cannot understand these rules!

And now, panel, if you will keep your eyes on the curtain, here is our first item . . . going up for bids . . .



The Queen Mary . . . complete with life rafts, a crew of 236, and 300 bottles of dramamine. Before you start bidding, here are the plugs: The Queen Mary was carted here by the Minero Hauling Company, by men wearing Thom McAn Shoes and Lee Overalls. On the way, they stopped at Howard Johnson's for Cokes. While coming into the studio, the doors were held open by The Apex Door-Holding Company. Price authority: Prime Minister MacMillan. And now . . . let's start the bidding with Mrs. Kravitch . . .

Oooh! I've always wanted to own the Queen Mary . . . ever since I was a little girl! I'll say . . . \$3,000!

Oooh! My wife will die if I don't come home with this! I'll say \$5,000 . . .

Oooh! This has to be mine, Bill! My husband is taking us to Brooklyn from our home in the Bronx next month, and we'd love to cruise! I'll say . . . \$50,000 . . .

Higher!  
Freeze!  
Fire!

\$70,000 . . .  
\$235,000 . . .

\$90,000 . . .  
\$3,000,000 . . .

\$150,000 . . .  
\$650,000 . . .

\$1,934,629.17!

70482

All right, panel! The bidding is over . . . we open the envelope . . . and we see that the exact price is . . . \$1,934,629.17! The winner is MR. SFRONTZ!

You have no heart! You knew we were sailing to Brooklyn next month!

Well, Mr. Sfrontz, here are the ownership papers to the Queen Mary! She's all yours! You'll find the ignition key under the doormat on the dock. How do you feel? I'll bet this is the happiest moment of your life!

Aaah! I don't want it! Nothing but headaches and taxes! All I like in this game is the BIDDING!

We're in trouble! He doesn't want the ship! And what's even worse he's not the least bit excited!

He doesn't want it!!

Kill him!

He's crazy!

He's a spoil-sport!

10

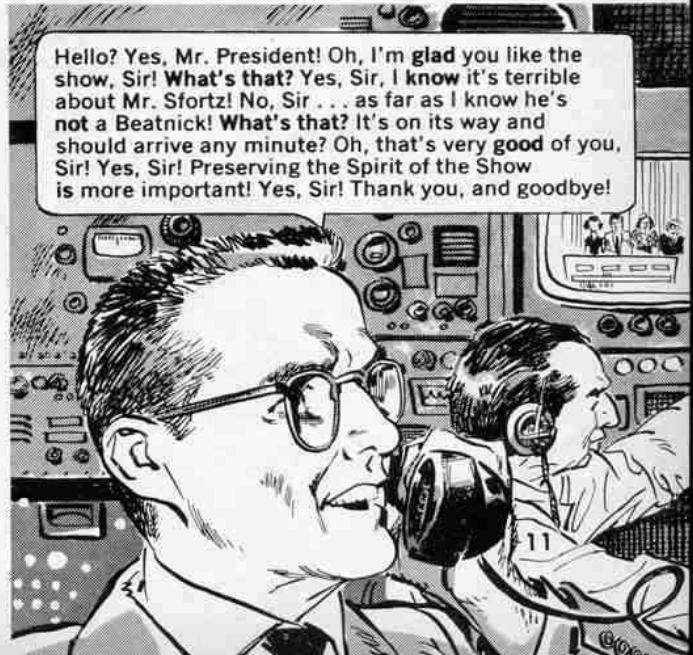
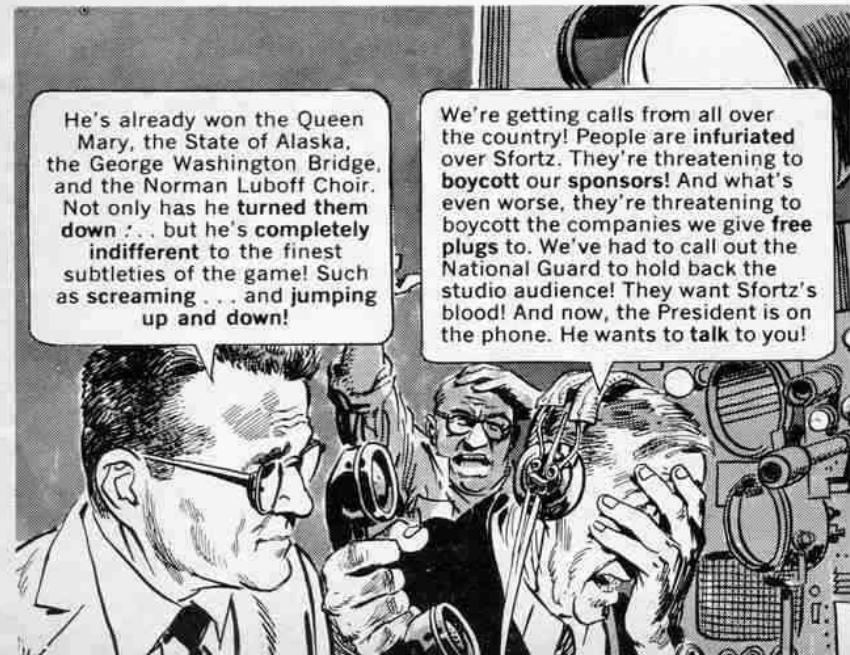
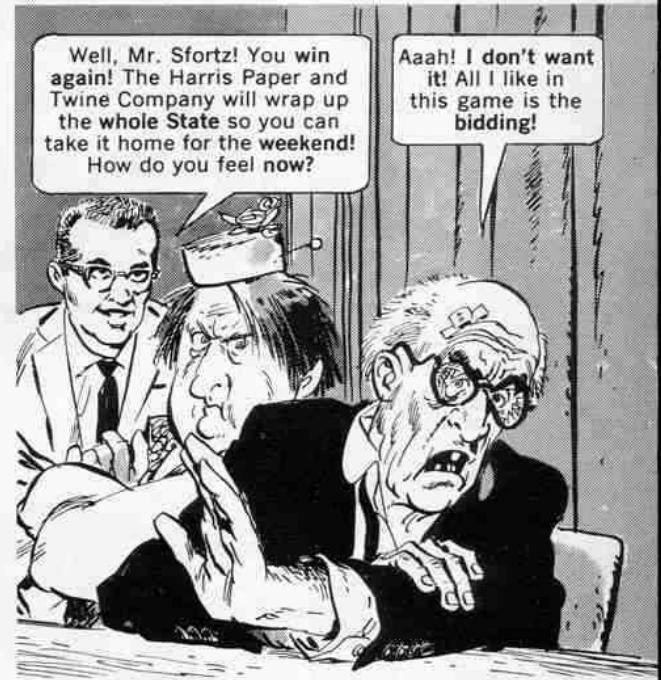
All right, panel! If you'll look at the turntable, here is our next item . . . going up for bids . . .

The entire State of Alaska . . . complete with people, fish, snow, ice and all the money in the treasury! The people, fish and money were flown here by Pan American Airways. The ice and snow were brought down by the Juneau Department of Sanitation, who smoked Viceroy during the entire trip, and aren't really Sanitation Men, but Account Executives for BBD&O. Price authority: former Secretary of State William H. Seward. Panel, this is a one-bid item! We'll start off with Mrs. Kravitch . . .

Higher!  
Freeze!  
Fire!



LOUISIANA HAYRIDE—Gov. Earl Long



And now, panel . . . our final item of the evening . . . going up for bids. If you will watch the back curtain . . .

A genuine U.S. Moon Rocket . . . complete with launching site, fuel, 52 scientists, and a count-down man, courtesy of the American Backward-Totalizator Corporation. Price authority: The President of the United States. Bidding starts with my sister-in-law, Mrs. Kravitch . . .

Mine! Mine! MINE! I'll say \$2,000,000!

It's all I ever wanted in life! \$3,000,000!

What a wonderful wedding gift for my son! I bid \$4,000,000!

\$5,000,000 . . .

\$6,000,000 . . .

\$7,000,000 . . .

\$8,000,000 . . .

\$9,000,000 . . .

\$10,000,000 . . .

\$23,453,987.11!

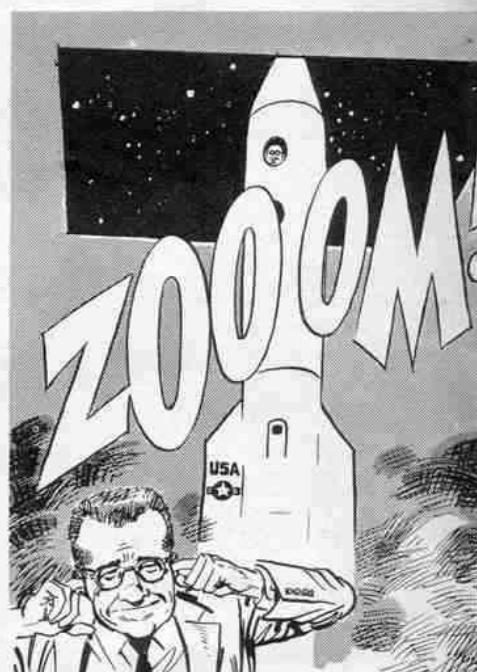
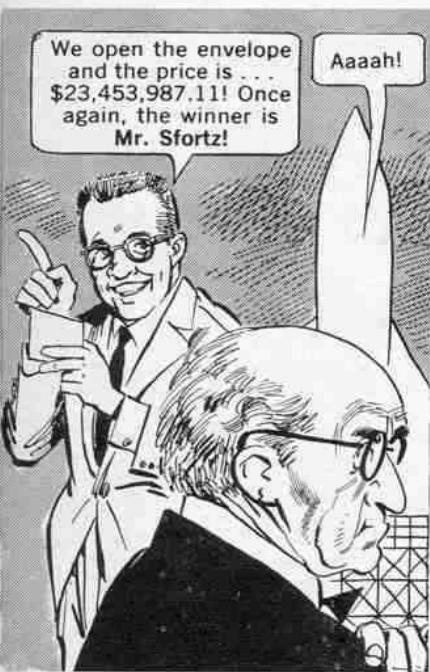


We open the envelope and the price is . . . \$23,453,987.11! Once again, the winner is Mr. Sfortz!

Aaaah!

We know you're delighted with your prize, Mr. Sfortz, so we're going to open the roof of our studio, and let you take a ride in your Moon Rocket . . . right now . . .

Aaaah!



...I'M FOREVER BLOWING BUBBLES—LOWRENCE WELK

Ladies and Gentlemen! Before we close, let me say that since our big winner, Mr. Sfortz, may not be back next week, we're going to have a substitute sitting in for him. And here he is . . .

Mr. Furd . . . of Jersey City, New Jersey! You'll like Mr. Furd! He's very emotional!

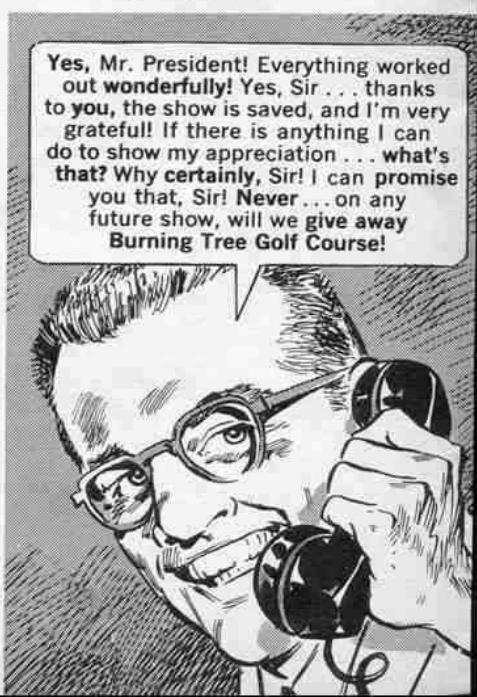
Ooooh! I'm so excited! I can hardly wait until next week! I want to win everything, and then keep coming back for years and years . . . until I own the whole world!

Yay, Furd!

He's a real Sport!

Who stole my wallet?

Yes, Mr. President! Everything worked out wonderfully! Yes, Sir . . . thanks to you, the show is saved, and I'm very grateful! If there is anything I can do to show my appreciation . . . what's that? Why certainly, Sir! I can promise you that, Sir! Never . . . on any future show, will we give away Burning Tree Golf Course!



THIS ARTICLE CONCERNS ITSELF WITH THE CRAZE THAT HAS ZOOMED IN POPULARITY MAINLY BECAUSE IT APPEALS TO MAN'S NATURAL DESIRE TO DO AS LITTLE THINKING AS POSSIBLE

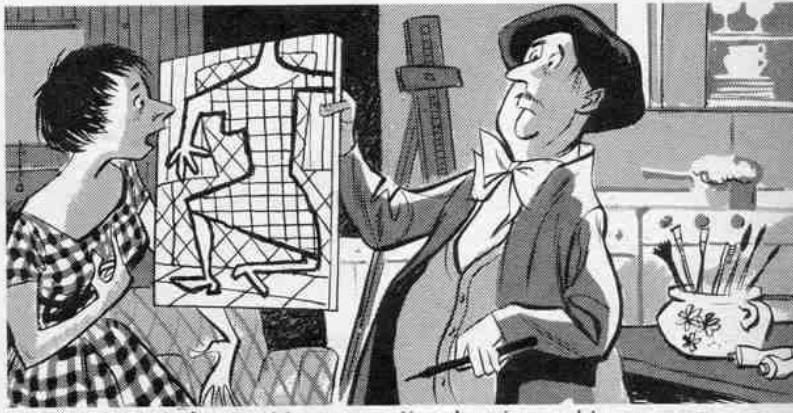
# PAINTING BY THE NUMBERS

ART-BOB CLARKE STORY-AL JAFFEE

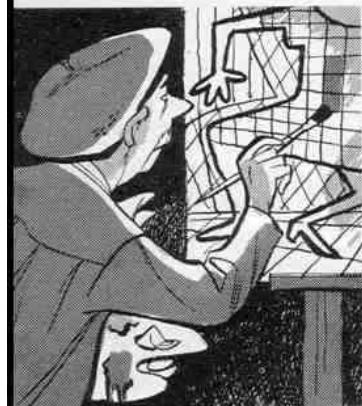
BEFORE "PAINTING BY THE NUMBERS," THERE WAS ROOM FOR ERROR



Would-be artist doesn't know where to start, so he guesses.



Results: He winds up with poor outline drawing and layout.



Next, he starts coloring in outline drawing with paints.



Paints in foreground design with nice attractive colors.



Paints in background design with more attractive colors.

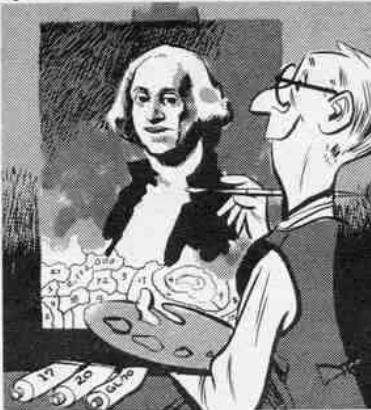


Wonders what's happened to everything when he finishes.

WITH "PAINTING BY THE NUMBERS," THERE IS NO ROOM FOR ERROR



Would-be artist is supplied with a "professional" outline drawing and layout. All he has to do is read the numbers,



take tubes of paint with corresponding numbers, and fill in marked areas. Results is a perfect picture every time.



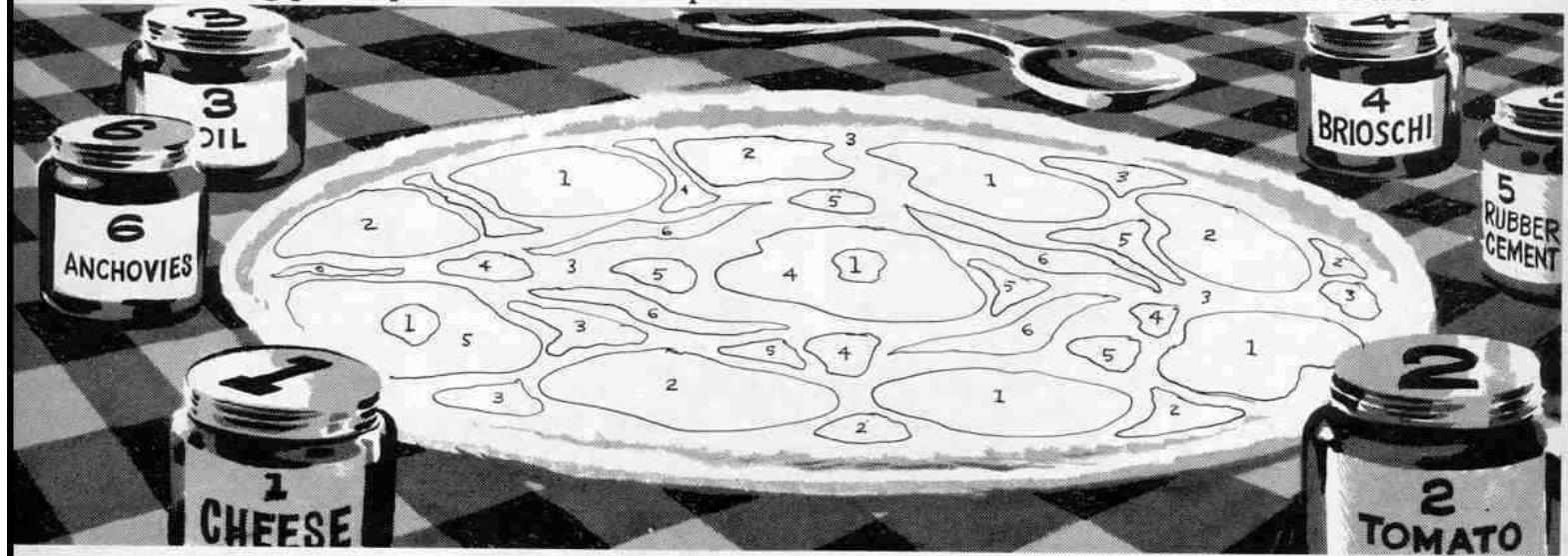
# MAD PROPOSES TO ELIMINATE THINKING ENTIRELY BY SURGERY BY THE NUMBERS

Takes the guesswork away, and guarantees a perfect operation every time.



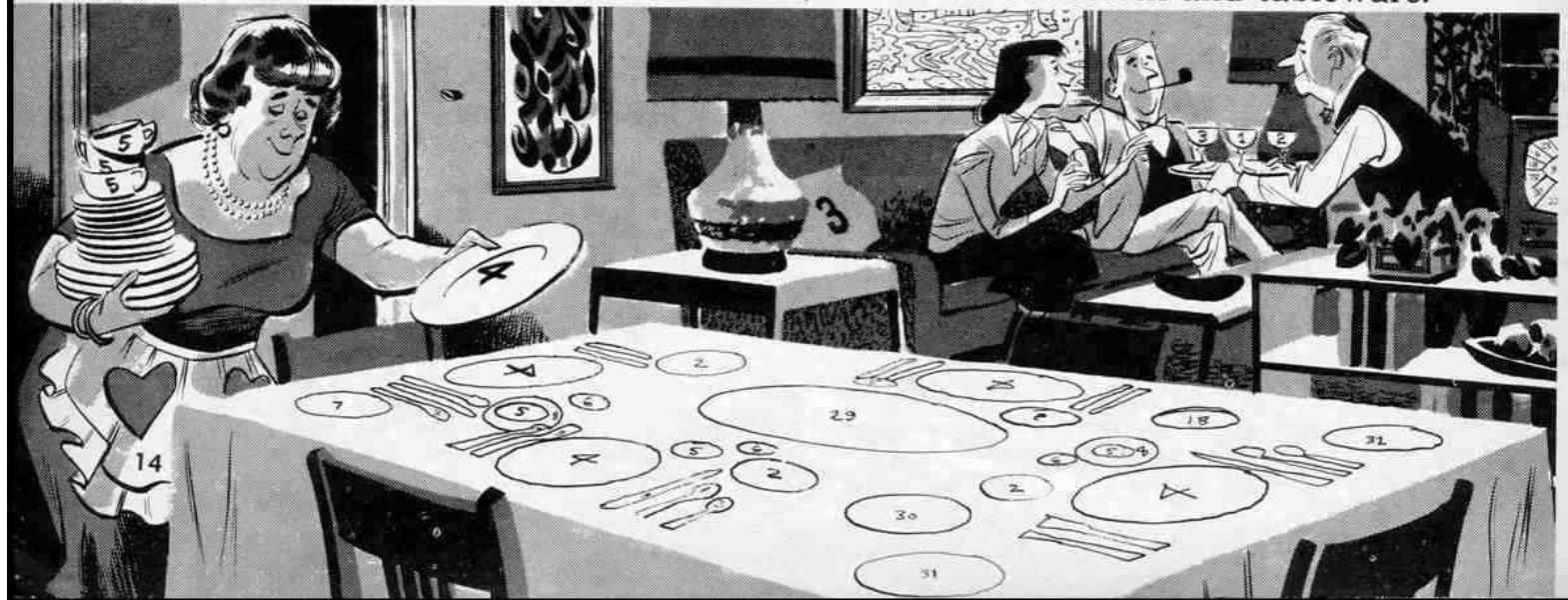
## COOKING AND BAKING BY THE NUMBERS

Making pizza pie becomes a snap with numbered areas marked off on crust.



## HOMEMAKING BY THE NUMBERS

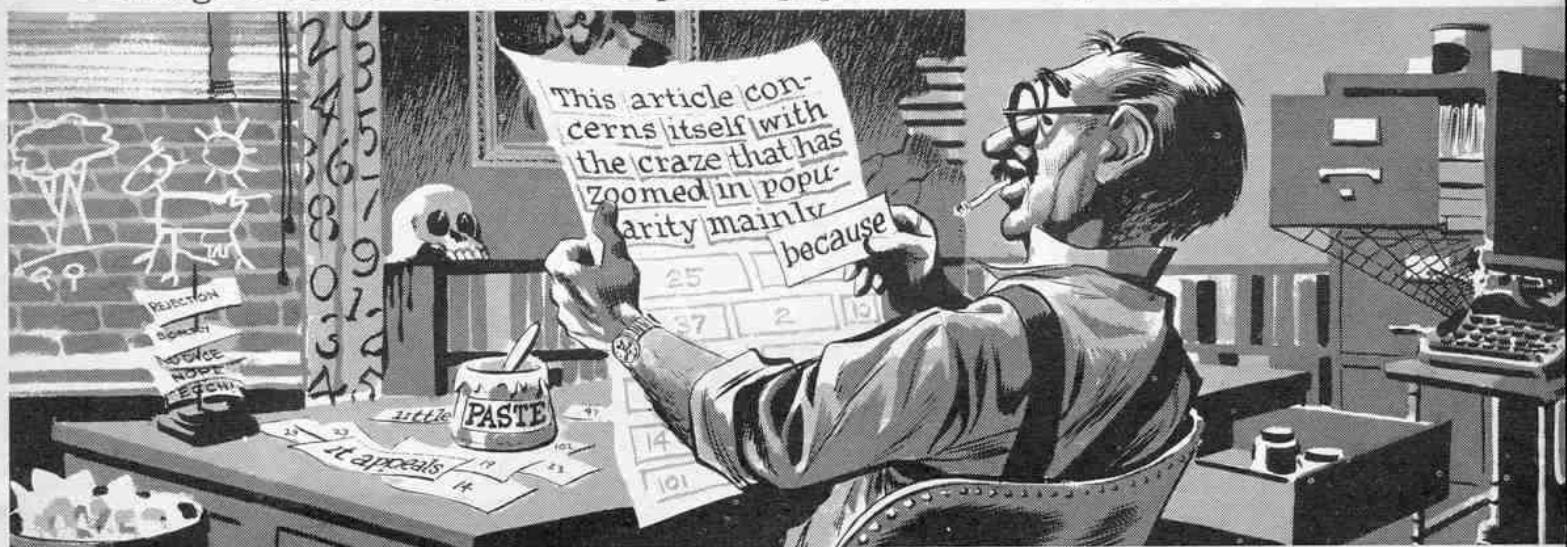
No chance to make social blunders with numbered tablecloth and tableware.



## APPLYING THIS MARVELOUS METHOD TO OTHER FIELDS

## CREATIVE WRITING BY THE NUMBERS

Pasting numbered words in corresponding spaces makes anybody a novelist.



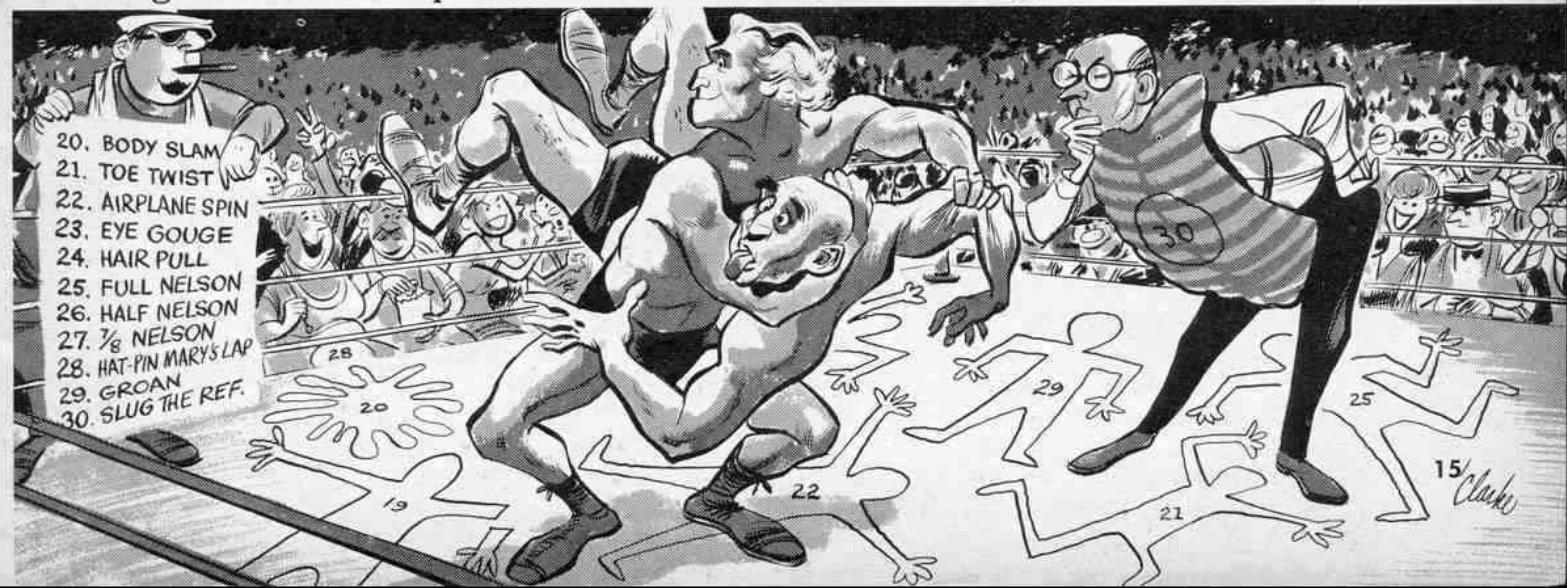
## **BOXING BY THE NUMBERS**

Best areas for drawing blood and inflicting punishment are clearly marked.



## **WRESTLING BY THE NUMBERS**

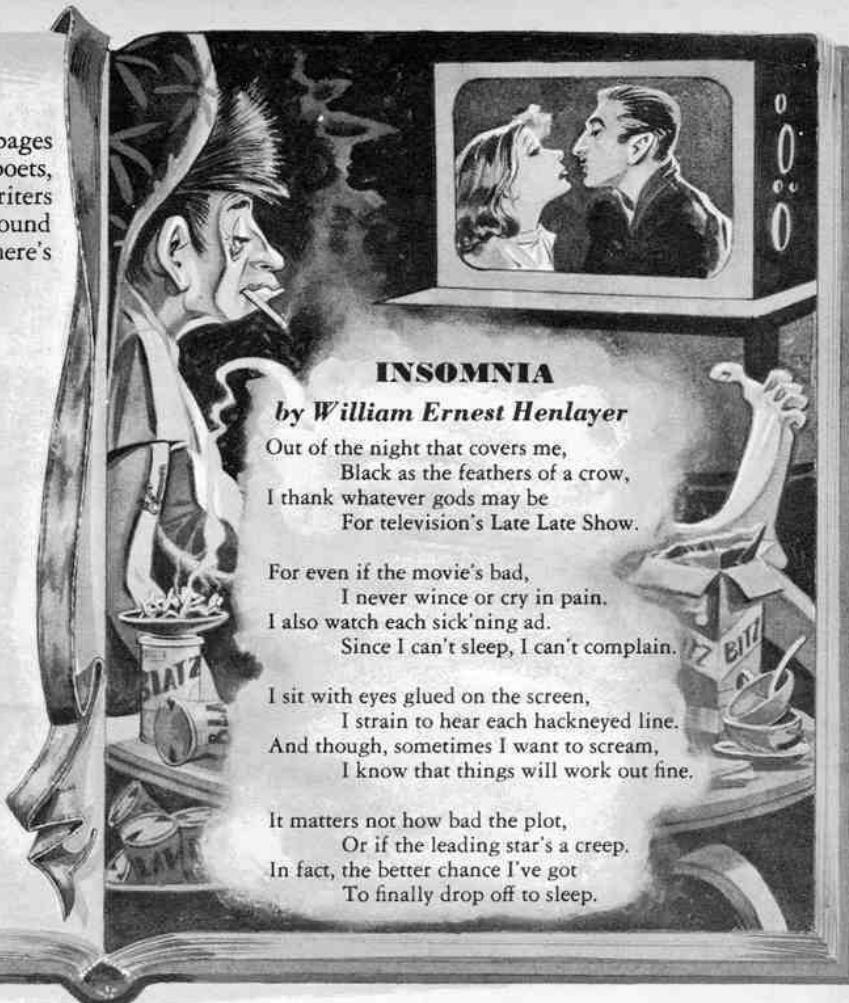
Progress of match is planned and numbered, eliminating memorized scripts.



## VERSE OF THE PEOPLE DEPT.

Some time ago (MAD #43), we dedicated our pages to some brilliant, but unknown, new American poets, in an effort to help these talented young writers get what they deserved. Since then, we have found several more who deserve the same thing. So here's

# THE MAD TREASURY OF UNKNOWN POETRY VOLUME II



TIME ON MY HANDS—Henry Luce

ART-JOE ORLANDO

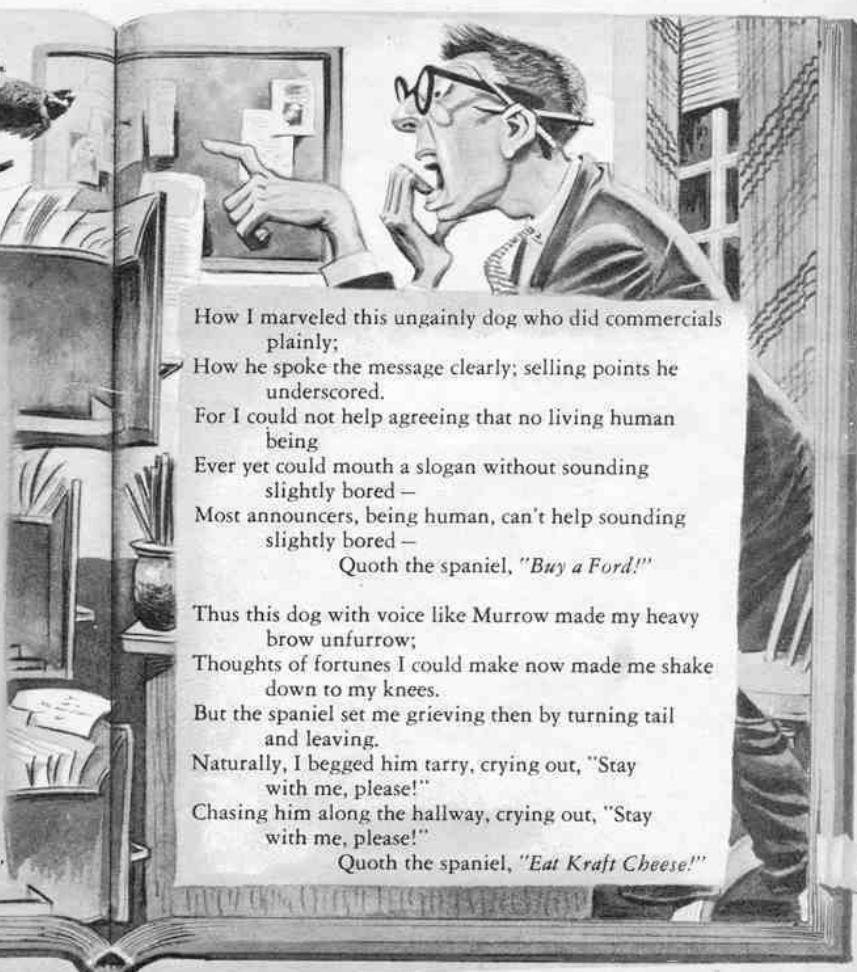
### THE SPANIEL

by Edgar, Al, & Moe

Once upon a midnight cautious, while I pondered,  
weak and nauseous,  
Over some advertising copy I had wrote for Macy's  
Store —  
While I nodded, nearly napping, suddenly there came  
a yapping,  
As of someone loudly yapping, yapping at my office  
door.  
"Tis some client there," I muttered, "yapping at  
my office door —  
Only this and nothing more."

Then I felt my terror worsen, for my guest was not  
a person!  
In there stepped a cocker spaniel; naturally I  
jumped in fear.  
Tried to climb an oaken panel, ripping there my new  
grey flannel;  
But the spaniel merely stood there, speaking out  
with voice so clear —  
Speaking out like Jack Lescoulie, in a voice both  
loud and clear —

Quoth the spaniel: "Drink Blatz Beer!"



How I marveled this ungainly dog who did commercials  
plainly;

How he spoke the message clearly; selling points he  
underscored.

For I could not help agreeing that no living human  
being

Ever yet could mouth a slogan without sounding  
slightly bored —

Most announcers, being human, can't help sounding  
slightly bored —

Quoth the spaniel, "Buy a Ford!"

Thus this dog with voice like Murrow made my heavy  
brow unfurrow;

Thoughts of fortunes I could make now made me shake  
down to my knees.

But the spaniel set me grieving then by turning tail  
and leaving.

Naturally, I begged him tarry, crying out, "Stay  
with me, please!"

Chasing him along the hallway, crying out, "Stay  
with me, please!"

Quoth the spaniel, "Eat Kraft Cheese!"

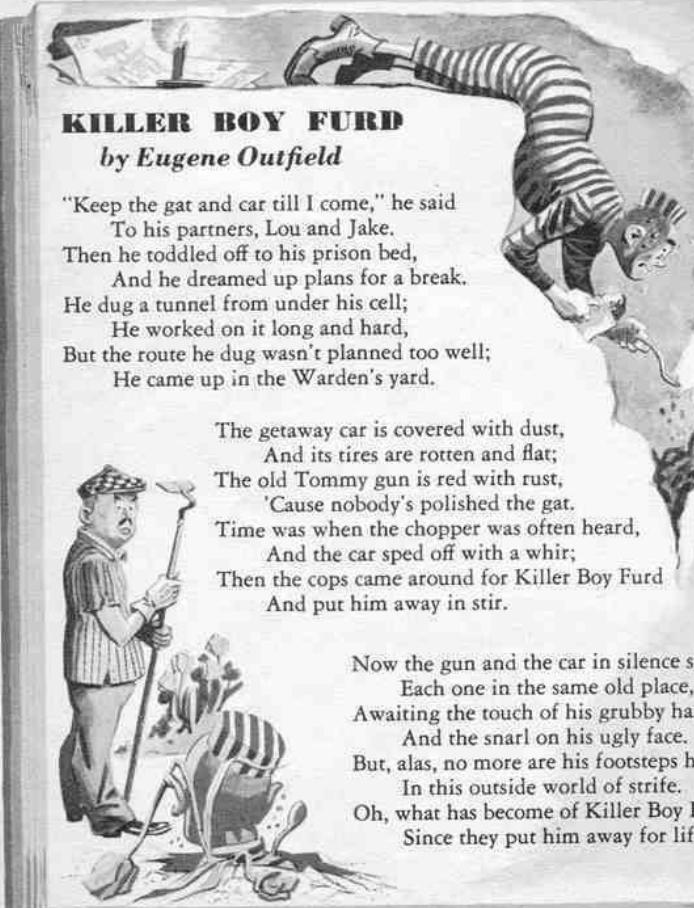
## ON THE ROAD TO LOUISVILLE

by *Rudyard Crippling*

By the old Two-Dollar Window,  
lookin' eastward to the track,  
There's a strong-arm goon a waitin',  
'cause he hopes that I'll be back;  
For I owe him quite a bundle,  
and a voice cries loud and shrill:  
"Man, if you don't want a fracture,  
stay away from Louisville!"

Stay away from Louisville,  
Home of horse and moonshine still.  
Hop a freight to Butte or Pittsburgh;  
anyplace but Louisville!  
On the road to Louisville,  
Where the hoodlums shoot to kill,  
And the thugs come up like thunder  
When you owe the mob a bill!

STORY BY TOM KOCH



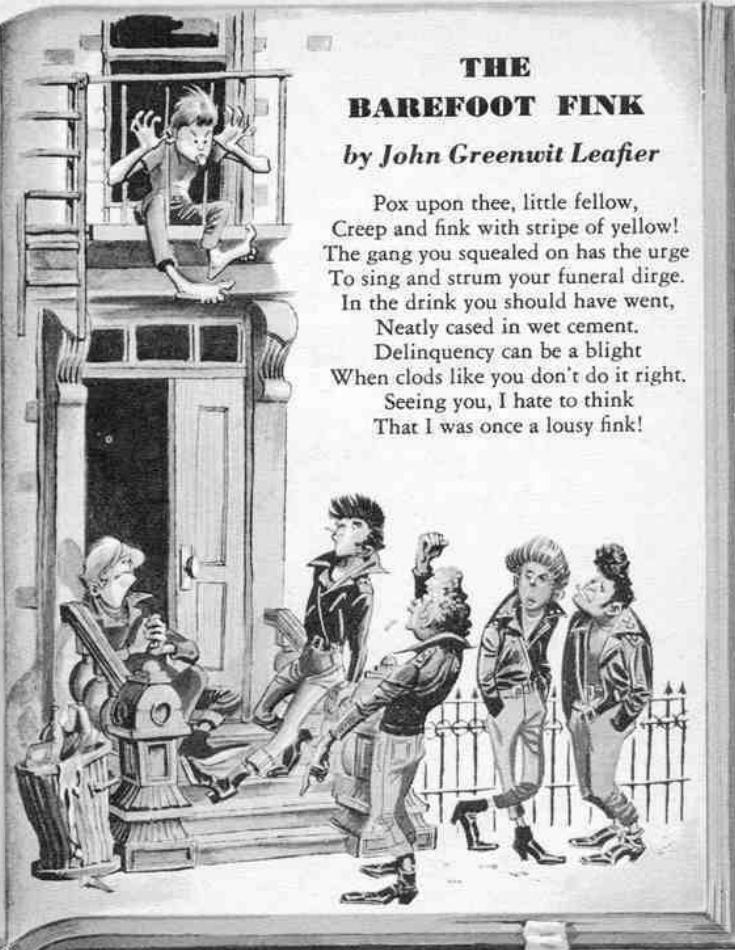
## KILLER BOY FURD

by *Eugene Outfield*

"Keep the gat and car till I come," he said  
To his partners, Lou and Jake.  
Then he toddled off to his prison bed,  
And he dreamed up plans for a break.  
He dug a tunnel from under his cell;  
He worked on it long and hard,  
But the route he dug wasn't planned too well;  
He came up in the Warden's yard.

The getaway car is covered with dust,  
And its tires are rotten and flat;  
The old Tommy gun is red with rust,  
'Cause nobody's polished the gat.  
Time was when the chopper was often heard,  
And the car sped off with a whir;  
Then the cops came around for Killer Boy Furd  
And put him away in stir.

Now the gun and the car in silence stand,  
Each one in the same old place,  
Awaiting the touch of his grubby hand,  
And the snarl on his ugly face.  
But, alas, no more are his footsteps heard  
In this outside world of strife.  
Oh, what has become of Killer Boy Furd  
Since they put him away for life?



## THE BAREFOOT FINK

by *John Greenwit Leafier*

Pox upon thee, little fellow,  
Creep and fink with stripe of yellow!  
The gang you squealed on has the urge  
To sing and strum your funeral dirge.  
In the drink you should have went,  
Neatly cased in wet cement.  
Delinquency can be a blight  
When clods like you don't do it right.  
Seeing you, I hate to think  
That I was once a lousy fink!

\*\*TRY A LITTLE TENDERNESS—Jimmy Hoffa



## WHEN I WAS A USED CAR SALESMAN

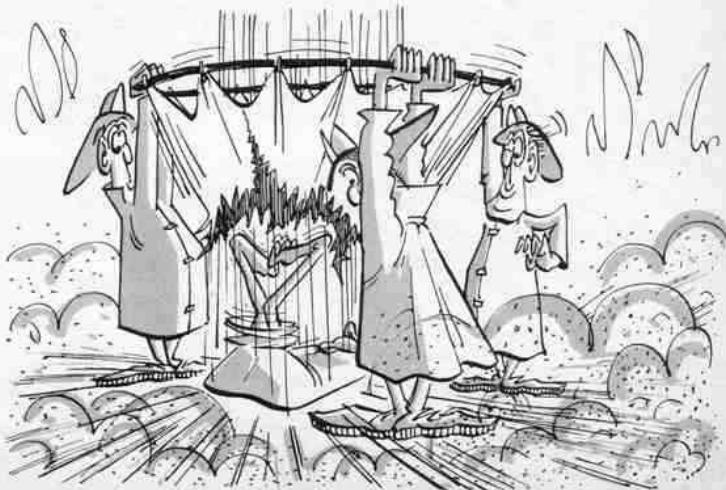
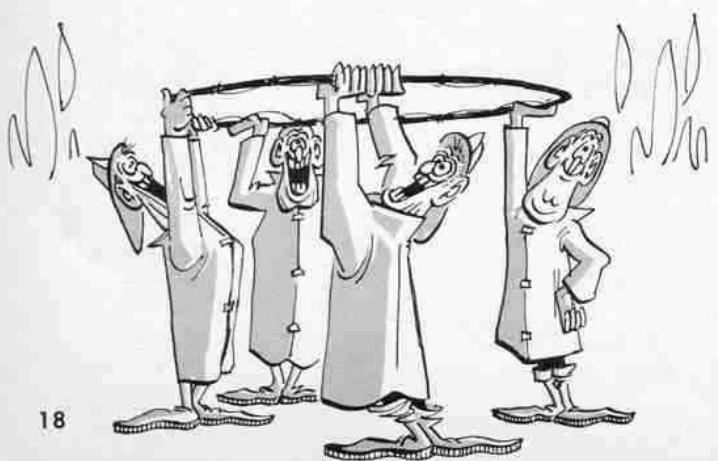
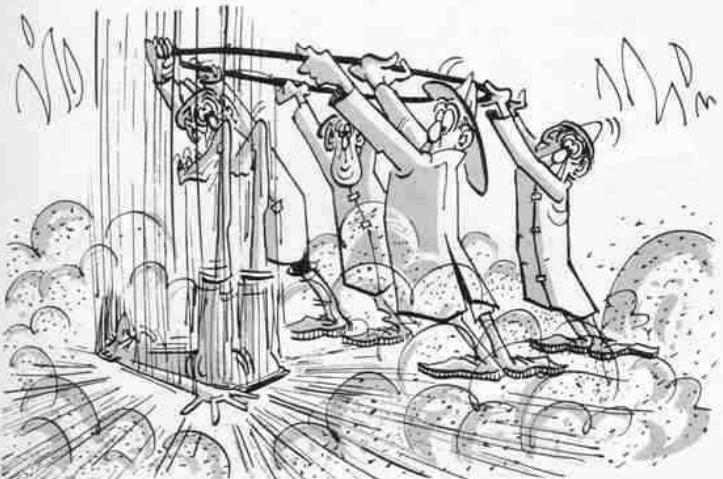
by *A. E. Housefrau*

When I was a used car salesman  
I heard the boss-man say,  
"Give free balloons to kiddies  
But not this Ford away!  
Talk loud about no cash down  
And thirty months to pay!  
Give radios and heaters,  
But not this Chevrolet!"

When I was a used car salesman  
I heard him say again,  
"Sell each clod some jalopy;  
Don't let his interest wain!  
Put sawdust in transmissions;  
Claim recapped tires are new!"  
Now I'm a used car dealer,  
And oh, tis true, 'tis true!

And now, Don Martin tells us about the time he joined the Volunteer Fire Department, and was assigned to the life net brigade during . . .

## THE GREAT HOTEL FIRE



# MAD REVEALS INSURMOUNTABLE PROBLEM DISCOVERED WHILE TESTING CIVILIANS FOR SPACE FLIGHT

Everyone knows about the intensive Military Space Flight Training Program being carried on by our government, wherein members of our Armed Forces are tested for their abilities to withstand the rigors of Space Flight. But few people are aware of the secret Civilian Space Flight Training Program being carried on by our forward-looking airlines, wherein average people are being tested for their abilities to withstand the rigors of Commercial Space Flight. With this article, MAD now reveals the startling results of the first of these unpublicized Civilian Testing Programs . . .

\*\*SOUTH AMERICA, TAKE IT AWAY—Joyce Mansfield

AVERAGE CIVILIAN SPACE PASSENGER CAREFULLY SELECTED FOR EXTENSIVE TESTS



ART-WALLACE WOOD

STORY-AL JAFFEE

Typical future space flight passenger, Lester B. Cowznofski, (shown above) being led into Rocket Testing Chamber. Simulated flight into space will show doctors how the average passenger will react to long trip, and reveal problems which may arise.



Mr. Lester B. Cowznofski, average citizen, and first civilian space passenger, before tests revealed insurmountable problem.

# MAIN PROBLEM CIVILIAN

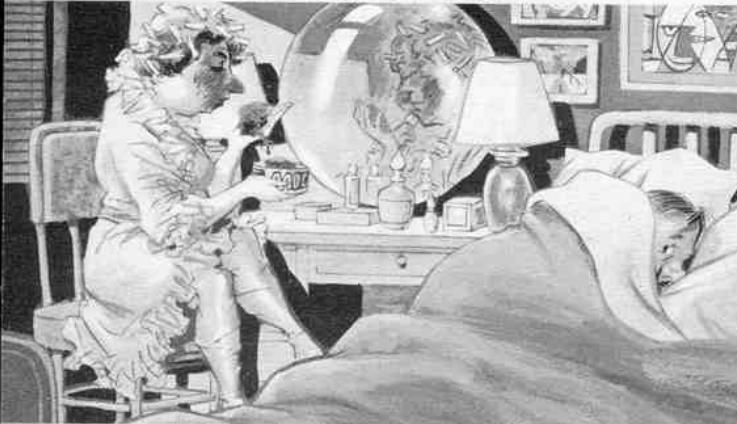
## CAN LESTER B. COWZNOFSKI SURVIVE A LONG PERIOD OF

On the theory that the physical rigors of space flight are not the most important problems facing the future civilian

space passenger, but rather the mental rigors of having to do without the familiar things he has become accustomed to,

### THESE ARE THE FAMILIAR THINGS

LESTER MUST DO WITHOUT  
HIS LOVING WIFE



For the first time in eight years, they'll be separated.

LESTER MUST DO WITHOUT  
HIS PERSONAL INTERESTS



...the joy of guiding the family ship of state forward.

LESTER MUST DO WITHOUT  
HIS CLOSE FRIENDS



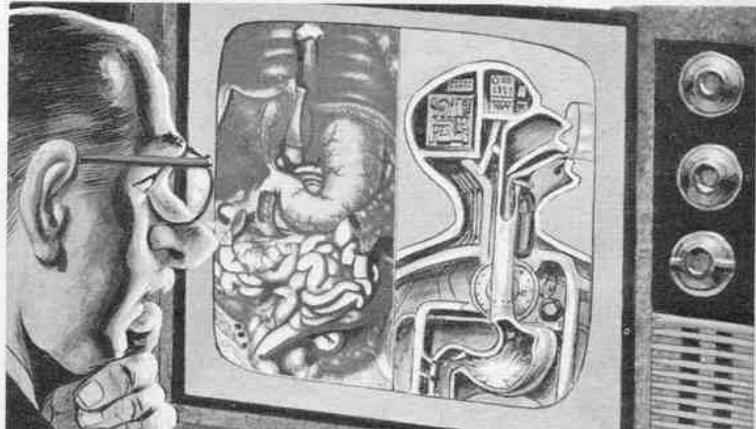
...the gentle fun and heartwarming joy of comradeship.

LESTER MUST DO WITHOUT  
HIS ADORING CHILDREN



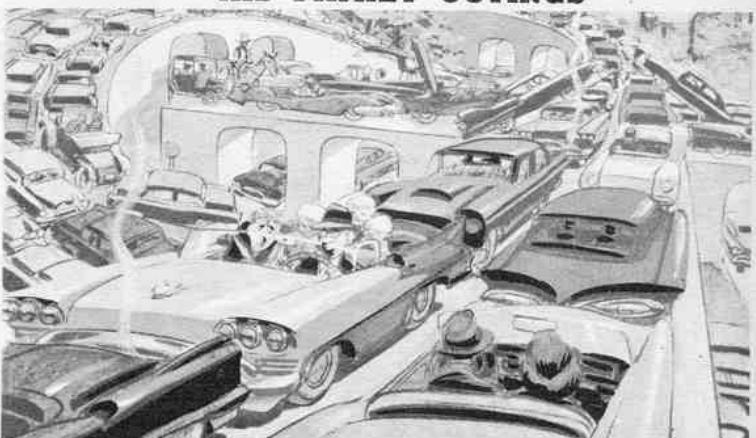
He won't hear their bright gay laughter for a long while.

LESTER MUST DO WITHOUT  
HIS FAVORITE ENTERTAINMENT



...the carefree relaxation watching commercials on TV.

LESTER MUST DO WITHOUT  
HIS FAMILY OUTINGS



...those relaxing Sunday drives through the countryside.

\*\*SHE'S A LATIN FROM MANHATTAN—Xavier Cugat

# SPACE TRAVELER FACES WITHDRAWAL FROM HIS FAMILIAR WAY OF LIFE ON EARTH?

Lester B. Cowznofski was sealed in a testing chamber, and subjected to all of the conditions he would face on such a

flight. Then, doctors observed how he solved the problem of doing without these familiar things he had to leave behind.

## THAT LESTER MUST LEAVE BEHIND

### LESTER MUST DO WITHOUT HIS PLEASANT HOBBIES



...the delightful puttering around the house and garden.

### LESTER MUST DO WITHOUT HIS AFFECTIONATE RELATIVES



...the surprise and pleasure of their unexpected visits.

### LESTER MUST DO WITHOUT HIS DAILY COMMUTING



...those restful train rides going to and from his job.

### LESTER MUST DO WITHOUT HIS LEISURE ACTIVITIES



...the pleasure-filled hours mingling with other folks.

### LESTER MUST DO WITHOUT HIS DAILY NEWSPAPERS



...the interesting events shaping the world around him.

### LESTER MUST DO WITHOUT HIS HOMECOOKED MEALS

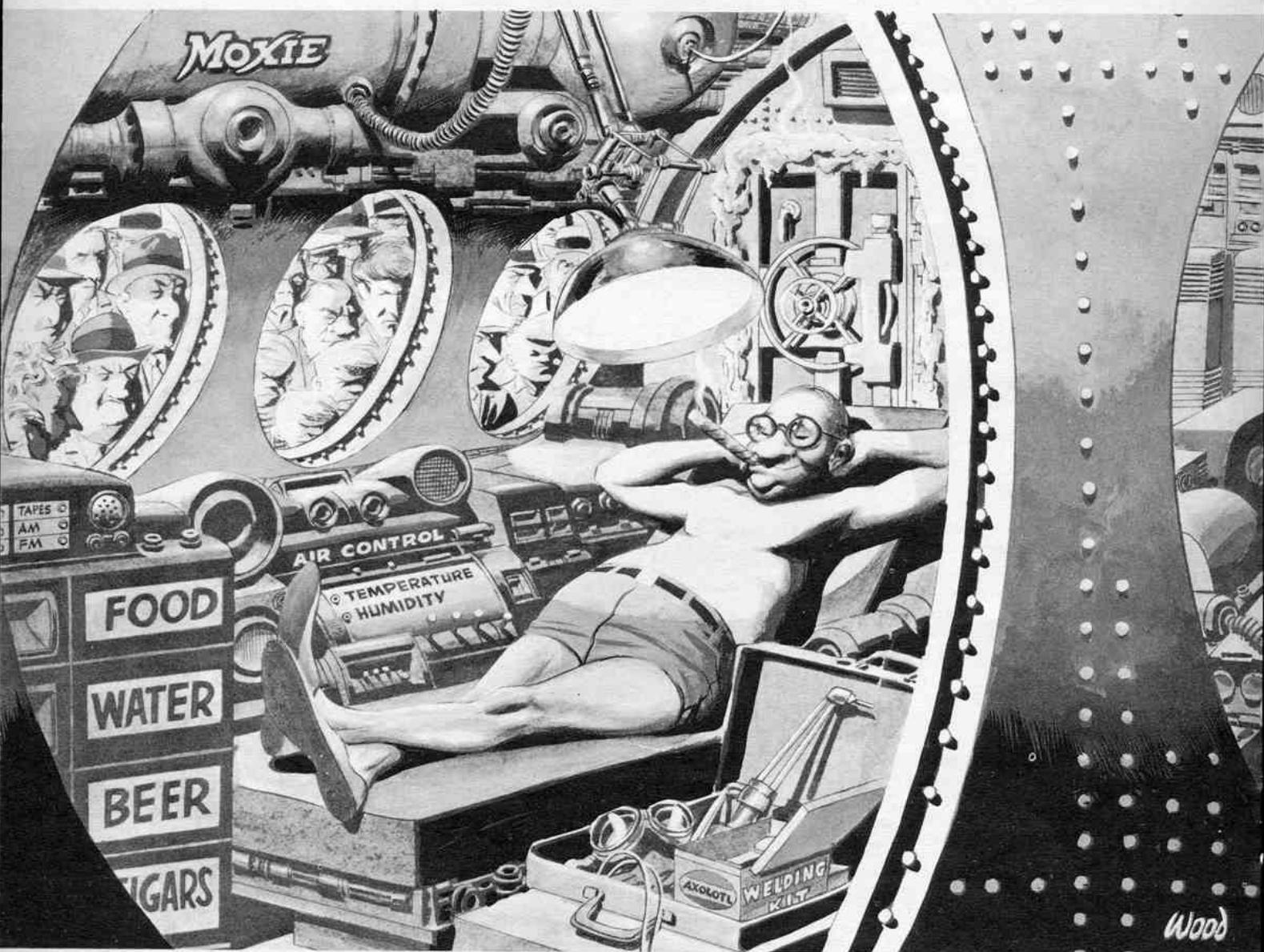


...the tasty, zesty tang of family meals eaten together.

FOR INSURMOUNTABLE PROBLEM DISCOVERED BY TESTS, TURN THE PAGE:

# INSURMOUNTABLE PROBLEM

## HOW TO GET LESTER COWZNOFSKI OUT OF THE TESTING CHAMBER?

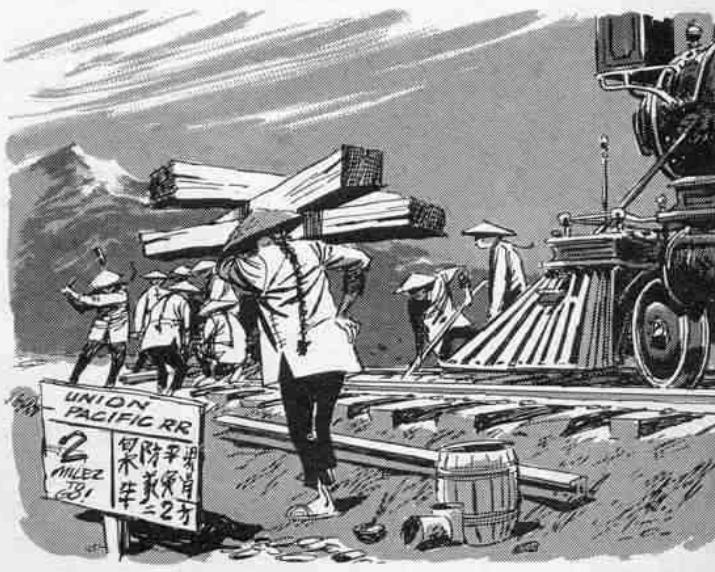
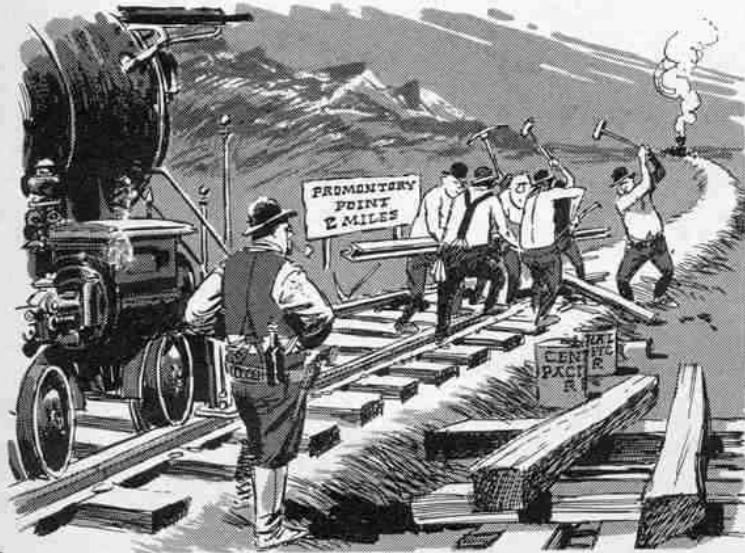


Yes, unbeknownst to all, Lester had sneaked a portable welding outfit into the Rocket Testing Chamber, and sealed himself in permanently. Before severing communication with the outside world, Lester made one brief statement (reprinted below) over the PA system. As MAD goes to press, Lester is still in there.



Driving The Golden Spike

# Scenes We'd Like to See



Emerson once said, "Show me a man's handwriting, and I'll show you the key to his soul!" Very few people know this famous quotation, mainly because the Emerson who said it was Felix Emerson, who runs a trailer court in Sandusky, Ohio. All kidding aside, though, gang, it's important to know how to analyze handwriting, because you can find out a lot about the other guy before he has a chance to find out a lot about you merely by studying his handwriting. This can best be done by steaming open his letters! So learn how . . . because you won't learn a thing from . . .

### HANDWRITING REVEALS A PERSON'S INTERESTS IN LIFE

# The Mad Guide to

and the rocket launching  
went off without a hitch.  
It appears as if we've ironed  
out all the bugs here at  
Cape Canaveral. That is,  
unless something unforeseen

Having a really great vacation!  
I'm learning skin diving,  
which is a fascinating  
sport! I just can't describe  
how thrilling it is to  
explore the ocean floor

NOV 14 1962  
DEC 10 1962  
POS  
VIEW OF HOTEL FROM TWENTY-SEVEN FATHOMS UNDER WATER  
Mrs  
225  
N

and I enjoy working here on  
the stockmarket very much,  
although sometimes it does  
seem a little less certain than  
work in other fields.  
You need nerves of steel

to say I had a \$imply  
\$ensational time last  
night Steve, and I \$ure hope  
we \$ee each other again \$oon.  
I was \$o impressed by  
your \$uccess in the oil  
busi\$\$s. My address is

and it looks as though  
I can't be there even for  
3/4 of an hour: you see,  
some of the cats are  
getting together for  
a session and because  
they need my horn

getting along fine here in  
Medical school. Right now  
we're learning how to read  
Cardiograms which should  
prove very valuable to me

Spended a really great  
job here at General  
Motors. They've made  
me a designer for the  
new Model Cars! It's  
a wonderful opportunity  
for me to show what  
I can do.

since last June I've  
been working as a  
lineman for the telephone  
company and I've been  
sotied up on emergencies  
that I simply haven't  
had the time to call you

so all in all, I feel  
pretty good. The doctor  
says they'll discharge me  
from the hospital any  
day now, just as soon as  
I manage to get rid  
of these darned hiccups!

# Handwriting ANALYSIS

ART—BOB CLARKE STORY—FRANK JACOBS

HANDWRITING ACCURATELY PREDICTS A PERSON'S FUTURE



*Tommy Furd*



*Jimmy Mung*



*A. Lincoln*

Signature of Tommy Furd is meticulous, shows he will make a good accountant.

Signature of Jimmy Mung is forceful, shows he will make a good policeman.

Signature of Sidney Zorch is amazing, shows he will make a very good forger.

HANDWRITING DISCLOSES A PERSON'S CHANGE IN MOODS

and when I asked her, she just shook her head and laughed, like the time I caught my ear in the winger. Gee Whiz, what's a guy supposed to do to get a date with a girl anyway? Maybe I got B.O.?

and I really feel great because she said she'd go out with me! I guess I haven't got B.O. after all! Gee Whiz, I wonder why that other date she had was broken? Maybe she's got B.O.?

then she got mad and jumped out of the car! Gee Whiz just because I asked her to pay for her share of the gas was no reason for her to slam the door so hard! It makes it tough writing in a diary when

Left-slanted handwriting of Alfred E. Neuman reveals his unhappy mood after Moxie Cowznofski refused him a date, meaning she had date with another guy.

Right-slanted handwriting of Alfred E. Neuman reveals his happy mood after Moxie changed her mind, meaning she'd go out on a date with him after all.

Multi-slanted handwriting of Alfred E. Neuman shows his painful mood after Moxie slammed a car door on his hands, meaning he had to write with his teeth.

## HANDWRITING INDICATES DEVELOPMENT OF PERSONALITY



*Herman Finster*

Signature of Herman Finster at age 3 shows obvious evidence of very young personality which needs development.



*Herman Finster*

Signature of Herman at age 10 shows personality which has benefited from early experiences at home and school.



*Herman Finster*

Signature of Herman at age 14 shows development of personality as result of effective discipline and education.



*Herman Finster*

Signature of Herman at age 21 shows better-rounded personality shaped by four years of rewarding college life.



*Herman Finster*

Signature of Herman at age 31 shows a further development of personality after ten years in the business world.



*Herman Finster*

Signature of Herman Finster as a 45-year-old advertising executive shows complete development of personality.

### HANDWRITING IS KEY TO CHARACTER

*W.K. Kellogg*

This signature reveals a person who despises regularity. He does not hold with the idea of rising early to eat healthy and hearty breakfasts. He has no use for milk, fruit, and children.

*Ripley*

This signature shows a person who is extremely gullible. He's the kind who believes anything that anyone tells him. It's difficult deciding whether to even believe what he says, or not.

### OF A PERSON

*John Hancock*

This signature reveals a person who has little or no desire to stand out in a crowd. He is the shy, retiring type who shuns even patriotic duties. He'll end up as an insurance salesman.

*Walt Disney*

© Walt Disney Products  
Universe Rights Reserved

This signature reveals a person who takes a down-to-earth, realistic view of life. He's not the type to indulge in flights of fantasy, and evidently hated fairy tales when he was a child.

*Norman Rockwell*

Shape of letters shows probable color blindness, and an inability to judge form and space. Neat signature shows that, with study and practice, person may become fair mechanical draftsman.

*Guy Baker Priest*

While signature shows this person to be scrupulously honest, evidence of a block exists, mainly in the area of money matters. Should not be allowed to handle any big financial problems.

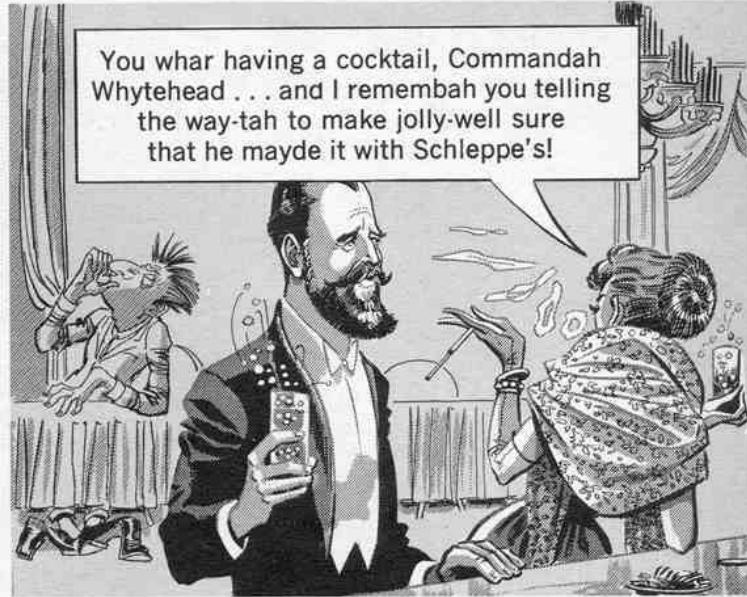
## WE'D LIKE TO SEE

## The Schleppe's Commercial

Tell me, Dahling! Whar did we meet?  
Whas it Cay-roh? Bay-root? Lohn-dohn?

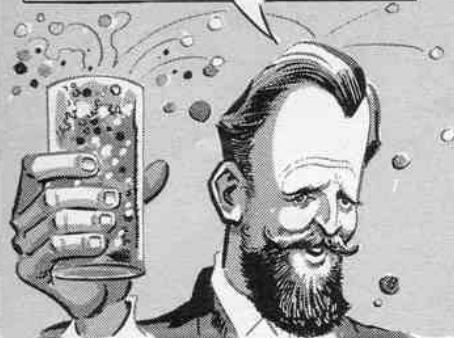


You whar having a cocktail, Commandah Whytehead . . . and I remembah you telling the way-tah to make jolly-well sure that he mayde it with Schleppe's!



ART-JOE ORLANDO

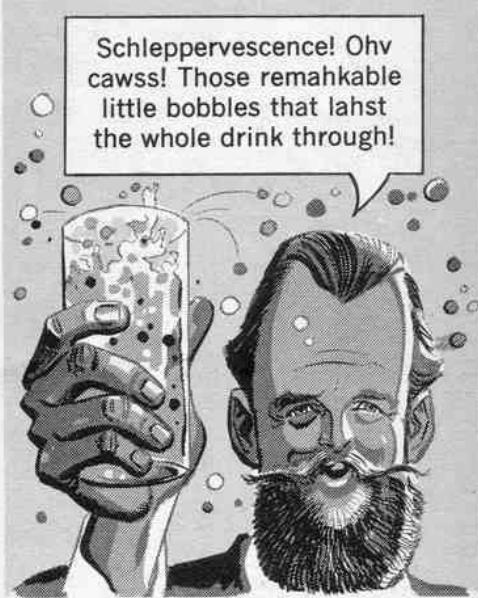
But that could have bean any-whar! I ahlways mayke jolly-well sure my cocktails are mayde with Schleppe's Quinine Wahtah! Thar's no other mixah so jolly-well full of effervescence!



Effervescence? You used to call it "Schleppevescence"!



Schleppevescence! Ohv cawss! Those remahkable little bubbles that lahst the whole drink through!

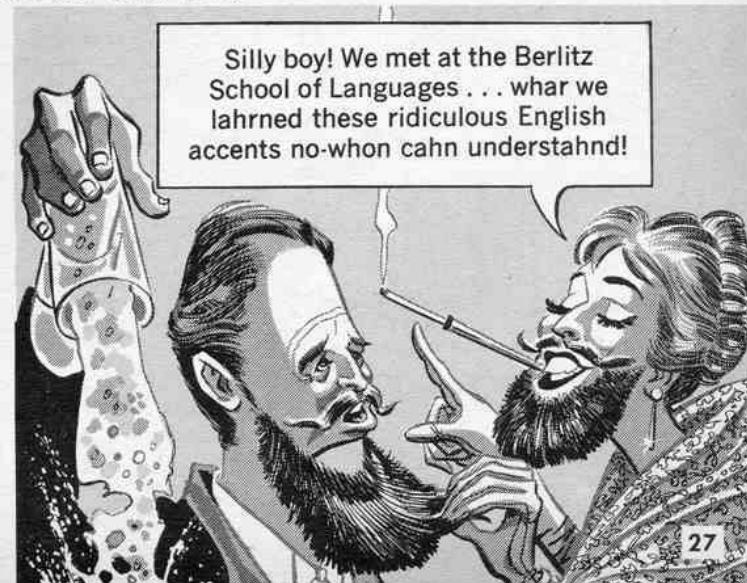


\*\*I FALL IN LOVE TOO EASILY—Mickey Rooney

But I say, Dahling, stohp trying to slip your bar check under my hahnd, and tell me! Whar did we meet? Whas it Pah-riss? Rhohm? Ind-yah?



Silly boy! We met at the Berlitz School of Languages . . . whar we lahrned these ridiculous English accents no-whon cahn understahnd!



**BLACKBOARD BUNGLE DEPT.**

Today, "Adult Education" is a big thing. All over the country, thousands of high schools are opening their doors each evening to mobs of eager adults who are coming back to learn what they should have learned when they went to high school originally! All of which seems like a terrible waste of time to us. Mainly because most high school courses don't have much practical value for adults in today's society anyway! So if these clods insist upon going back to school evenings, MAD feels that high schools should offer practical courses that will help adults solve the day-to-day problems they face. To give you an idea of what we mean, here's a bulletin including some of the courses we are talking about, like f'rinstance . . .

# MAD LOOKS AT ADULT EDUCATION

\*\*DO NOTHIN' TILL YOU HEAR FROM ME—Edward Bennett Williams

## POTRZEBIE HIGH SCHOOL




### DIVISION OF ADULT EDUCATION

**BULLETIN  
OF COURSES AVAILABLE**

*(Best course available being: avoid taking any of them!)*



**Veritas Facebit Te Rubor**  
(THE TRUTH SHALL MAKE YOU BLUSH)

**REGISTRATION OPENS SEPTEMBER 21**  
**CLASSES START SEPTEMBER 15**  
**(HEH HEH)**

**NO CREDIT**  
(To The Community)

**FALL SEMESTER**  
**1959-1960**  
**A.D.**  
(After Dark)



**D-3 Experimental Mah-Jong** Fee: 1 Crack, 2 Bamm  
 10 variations of the game that is sweeping the nation's homes and fascinating millions of women who should be sweeping the nation's homes instead of playing it.  
 FRI. 1:00-3:00 STUDENTS' HOMES  
 (while the kids are in school)



D-3 Mah-Jong students often extend course beyond official hours.

**D-4 The Art Of Communication** Fee: 10¢ For 5 Minutes  
 A course of instruction, limited to homemakers only, which encompasses the newest methods for getting house-work done while spending the day on the telephone. Enrolled students will be supplied with an exclusive list of Maids and Day-Workers available in the area.  
 THUR. 8:00-10:00 FIRST FLOOR PHONEBOOTH

**D-5 Writing Notes To The Milkman** Fee: \$10.00  
 (Includes pencil)

A comprehensive course in coherent composition aimed at developing better communication between you and the man who delivers your milk, specifically for mornings when you've got plenty, and you want he shouldn't leave any.  
 TUES. 4:00-4:30 A.M.

STUDENTS' BACK PORCHES

**D-6 Writing Notes To The Milkman II** Fee: \$10.00  
 (Includes eraser on pencil)

A supplementary course in coherent composition aimed at getting that idiot milkman to start delivering your regular order again.  
 THUR. 4:00-5:00 A.M.

STUDENTS' BACK PORCHES



Student and Milkman demonstrate results of better communication.

## HOME ECONOMICS

*A series of practical courses to help the adult run a better and more efficient home. It is recommended that the student first try what he learns in these courses in somebody else's home.*

**E-1 How To Break A Lease** Fee: \$12.00  
 Practical instruction in: Moving pianos at 4 A.M.; Throwing garbage out windows; Running pajama parties with the door open; Teaching your child the drums and other irritating musical instruments; Practical jokes you can play on your landlord; How to write rubber rent checks, etc.  
 FRI. 11:00-DAWN VARIOUS STUDENTS' APARTMENTS



Students eagerly participate in weekly lease-breaking seminars.

**E-2 Practical Garbage Disposal** Fee: \$17.00  
 (plus one week's garbage)  
 A special course on how to pack garbage pails so the Sanitation Men don't dump orange peels and egg shells all over your property. It is recommended that adults enrolling in this course also enroll in Course No. L-57, *Things You Can Make With Orange Peels and Egg Shells You No Longer Put In Your Garbage Pail*.  
 TUES. 3:00-6:00 A.M.

THE ALLEY BEHIND THE GYM

**E-3 Conquering Crabgrass** Fee: \$30.00  
 A course designed to assist the suburban adult in solving his crabgrass problem once and for all. Includes instruction in how to mix cement, how to spread it over your lawn, and how to paint it green.  
 FRI. 6:00-9:00 STUDENTS' FRONT LAWNS



E-3 graduate and family survey successful application of course.

**E-4 Keeping Up With The Joneses** Fee: Every ¢ you make!  
 This course has been discontinued, as adults who registered for it previously appeared to be well-versed in all aspects of this problem. However, many students suggested that a supplementary course be established, called: "How To Find Out Who Them Joneses Really Are, So We Can Kill 'Em!"

## SELF-IMPROVEMENT

The following courses are designed for the adult who desires to improve himself physically, socially and economically to the point where he can finally quit coming here and go back to just enjoying life.

**F-1 Free-Lance Baby Sitting** Fee: \$1.00 per hour  
A weekly seminar in the theoretical approach to efficient baby sitting, for those older adults contemplating a career in this lucrative field. A screaming infant will be passed among the students at each session, and experimental techniques to quiet it down will be tried.  
MON. 7:00-12:00 (or until it falls asleep) ROOM 301

**F-2 Elementary Swimming** Fee: \$15.00  
Recommended to newcomers in the area who have discovered that our high water table causes flooded cellars, making do-it-yourself workshops, ping-pong tables and other basement furnishings difficult to enjoy unless they are adept at this sport.  
MON. 8:00-11:00 SCHOOL BASEMENT



Students learn to enjoy home facilities despite area's drawbacks.

**F-3 Getting That Seat On The Bus** Fee: \$9.80 (includes 7 transfers)  
A course designed to teach adults various successful seat-snatching techniques. Men learn: How to appear like you're getting nauseous; How to look like you're ready to start a fight; How to give the impression you're drunk and may become abusive, etc. Women learn: How to appear pregnant; How to look like you're an old lady ready to faint; How to give the impression you could be picked up, etc.  
THURS. 8:00-11:00 DIFFERENT CROSSTOWN BUSSES

**F-4 Keeping That Seat On The Bus** Fee: \$2.00  
A supplementary course to No. F-3—*Getting That Seat On The Bus*, but restricted to men only. Teaches what to do and say when pregnant women, old ladies ready to faint, possible pick-ups, etc. stand over you.  
THURS. 11:00-2:00 A.M. SAME CROSSTOWN BUSSES



Male student successfully uses techniques taught in course F-4.



## GENERAL INFORMATION

### REGISTRATION

Registration in the Adult Education Division of Potrzebie High School is open to any bona fide resident of the community who is over 21 years of age, who has the desire to learn, the capacity to absorb, and mainly, the money to pay.

### FEES

All fees for tuition are payable in advance by cash, check or money order. Sorry, no charge accounts. And we do not accept green stamps!

### WITHDRAWALS AND REFUNDS

Just try and get 'em.

### VETERANS

Veterans who present their discharge papers at the Bursar's Office will be laughed at, because this school was flatly rejected by the V.A.

### LIBRARY

The library is conveniently located on the main floor in deference to adults who cannot walk stairs. Unfortunately, all the books are on the fifth floor.

### AWARDS AND SCHOLARSHIPS

The Alfred E. Neuman Award of \$100.00, established in honor of America's Most Beloved Neurotic, will be presented at the end of the semester to the student who cuts the most classes.

### FACULTY

AMHOLZ, CLYDE F., M.D. Took medicine at Harvard; took physics at Yale, still didn't feel well, so went abroad to study. Chief Doctor in charge of TV commercials at John Hopkins 1955-6, Third from the left of the four out of five Doctors recommending cold tablets, 1957-8.

BLECH, ABNER T., Author, Lecturer, Critic, Poet, I-Cash-Clothes-Man; Born in Maine, went to school in Arizona. Never graduated because all that traveling back and forth allowed him no time to attend classes.

FLEMM, CLARENCE V., Ph.D., D.D.T. Graduated Princeton in '38. Studied abroad for 7 years, but she didn't teach him anything, so came here, where he don't teach you anything.

KITZEL, SHIRLEY M., B.A., MA. C.L.O.D. Mastered calculus at age 3; spoke 7 languages at age 4; wrote 3 successful novels at age 5; forgot everything at age 6, joined our faculty at age 7. Now age 82.

(Continued when we get more people)

In this era of housing shortages and soaring building costs, houses and apartment dwellings are often limited in size and living space. However, typical Yankee ingenuity has cleverly solved this problem with the...

# HIDE-A-BED

A "Hide-A-Bed" is a device which permits a piece of furniture to be used for one purpose by day... but which can be easily pulled out by any powerful six-year-old child into a comfortable bed by night.

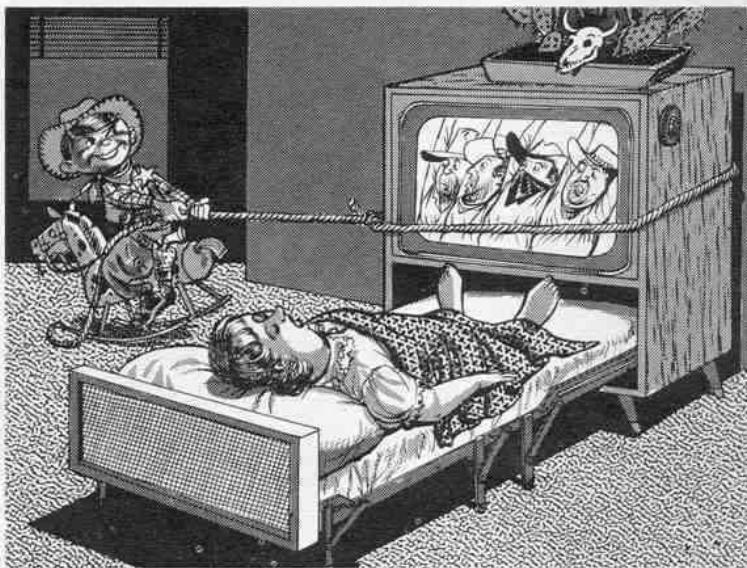
**THUS FAR, ONLY SOFAS, CHAIRS AND HASSOCKS HAVE BEEN USED AS HIDE-A-BEDS.**

**THE HOME BAR "HIDE-A-BED"**



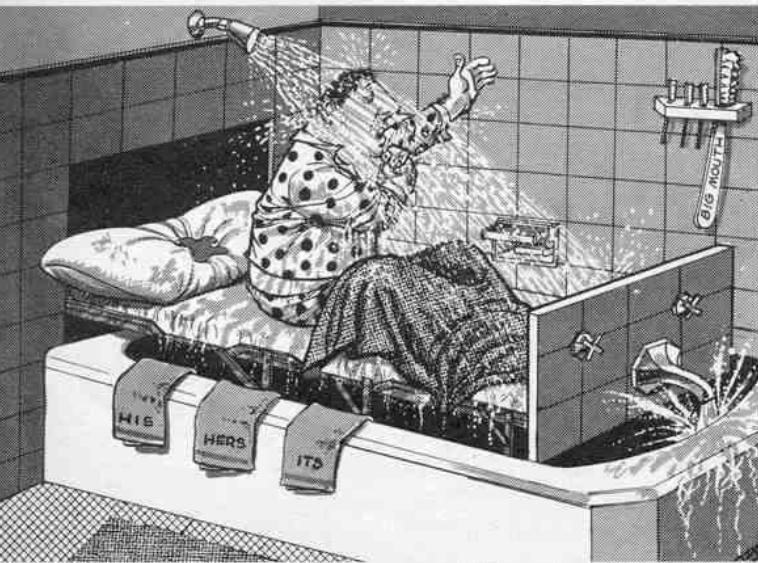
If you've had too much, it makes it easy to sleep it off.

**THE TELEVISION SET "HIDE-A-BED"**



Perfect for people who fall asleep watching late movies.

**THE BATHTUB "HIDE-A-BED"**



You can take a morning shower while you're still in bed.

**THE BACKYARD KENNEL "HIDE-A-BED"**



A home away from home for hubbys who've gone to the dogs.

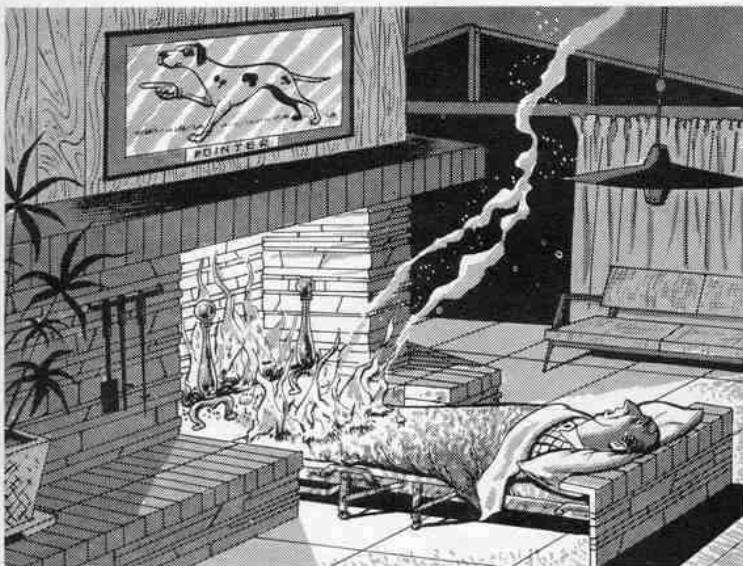


••BOO-HOO—Jack Paar

STORY AND ART—DAVID BERG

## MAD BELIEVES THAT OTHER HOME FURNISHINGS OFFER VAST NEW POSSIBILITIES

### THE FIREPLACE "HIDE-A-BED"



Particularly advantageous for people who have cold feet.

### THE KITCHEN SINK "HIDE-A-BED"



You won't have far to go for a drink of water at night.

### THE REFRIGERATOR "HIDE-A-BED"



With built-in night light for convenient midnight snacks.

### THE KITCHEN STOVE "HIDE-A-BED"

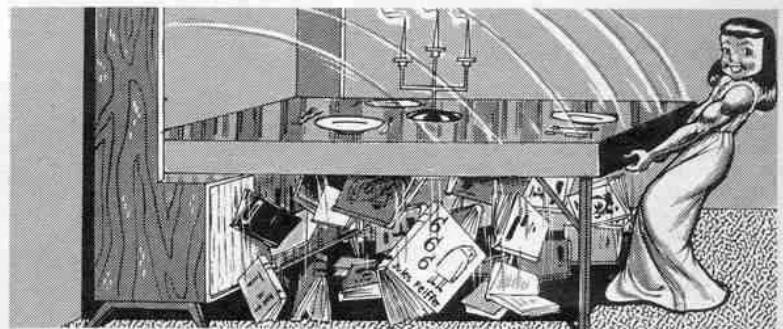
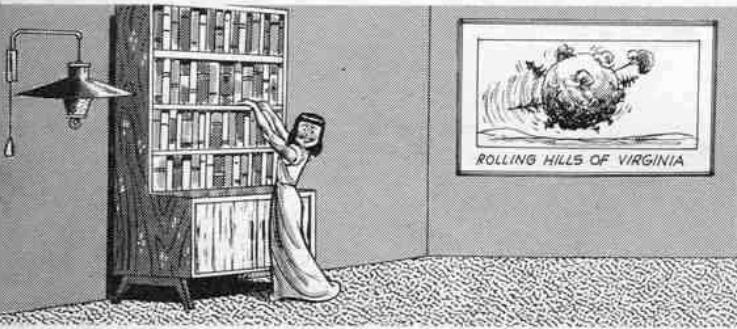
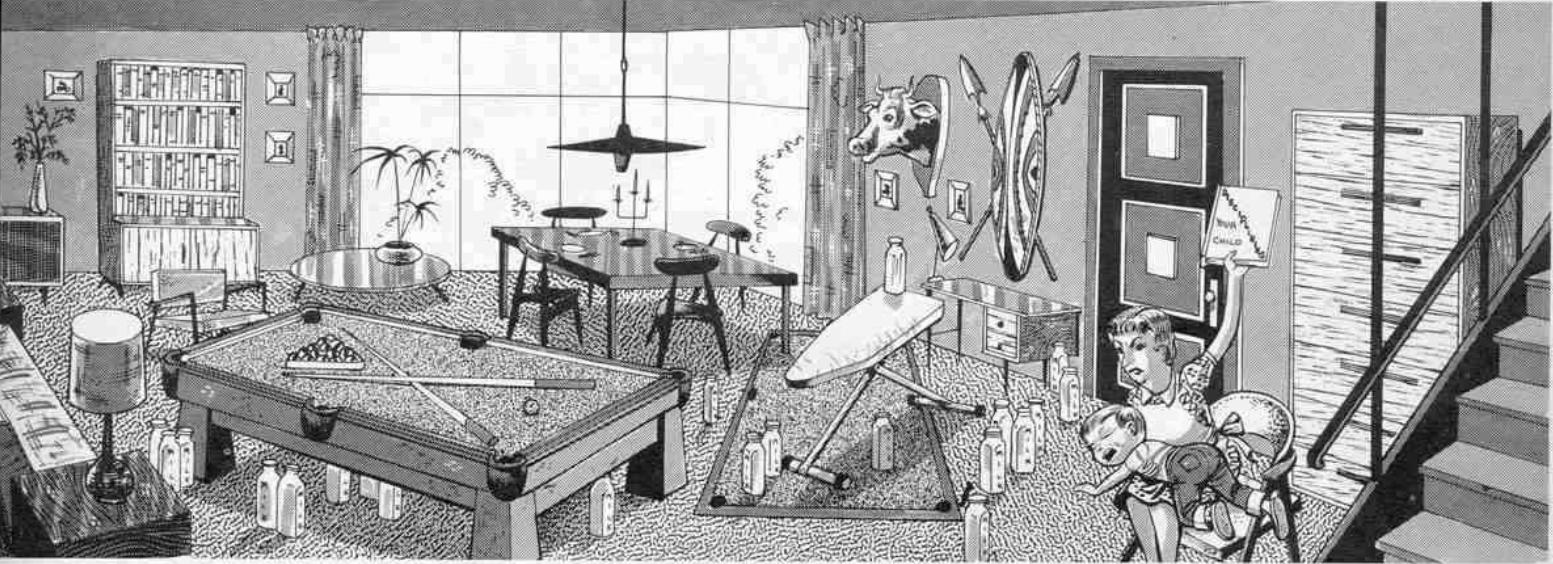


A boon to those who like to have their breakfast in bed.

BEDS AREN'T THE ONLY USEFUL ARTICLES OF FURNITURE THAT CAN BE

# OTHER KINDS OF

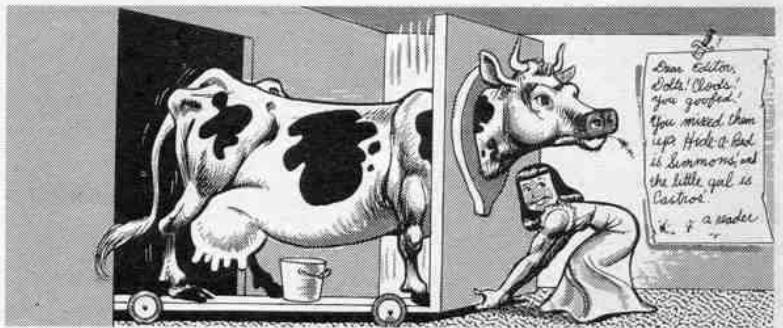
HERE WE SEE A TYPICAL OVER-CLUTTERED ROOM WITH VERY LITTLE EXTRA LIVING SPACE



Cleverly-constructed wall-type bookcase by day becomes much-needed "Hide-A-Dining Table" by night.



Decorative upright chest of drawers by day becomes "Hide-A-Staircase" entrance to attic by night.

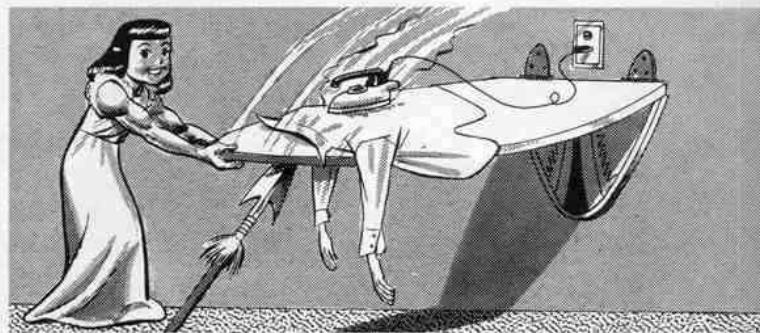
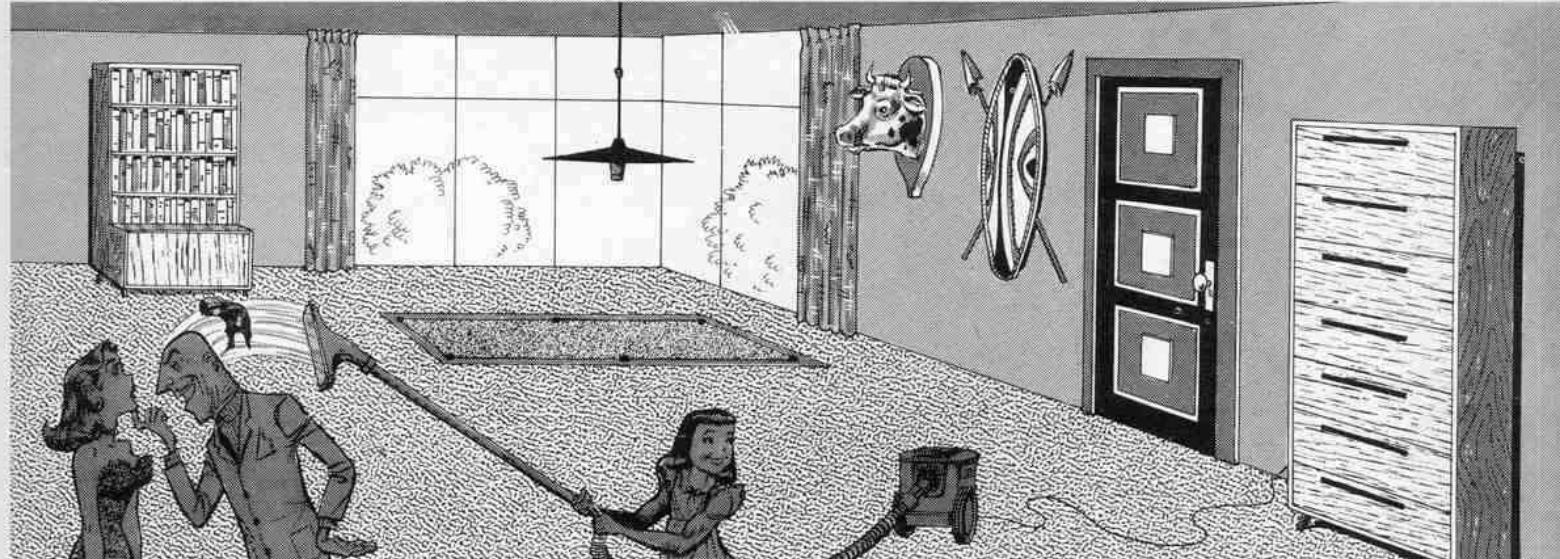


34 Hunting trophy conversation piece by night becomes economical "Hide-A-Fresh Milk Supply" by day.

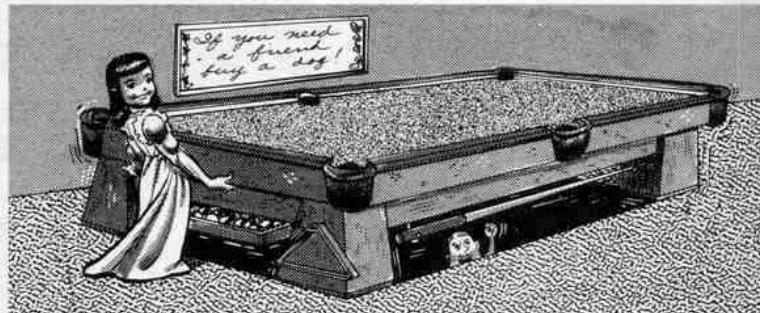
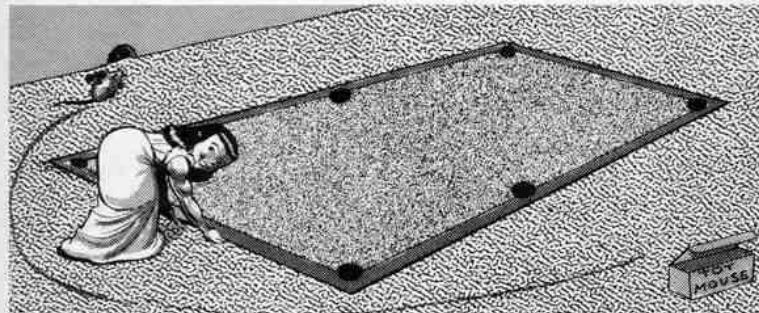
HIDDEN. MAD CARRIES PRINCIPLE STILL FURTHER, AND DESIGNS . . .

# "HIDE-A-THINGS"

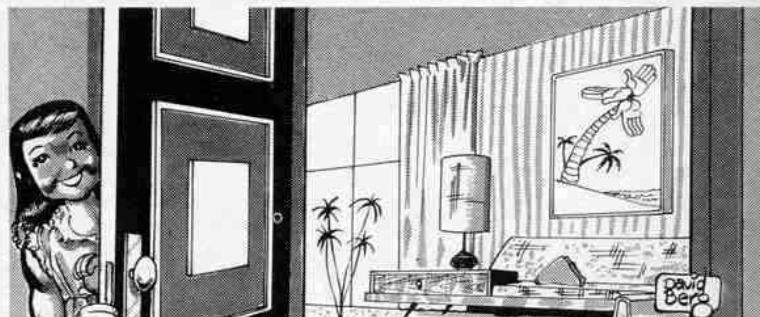
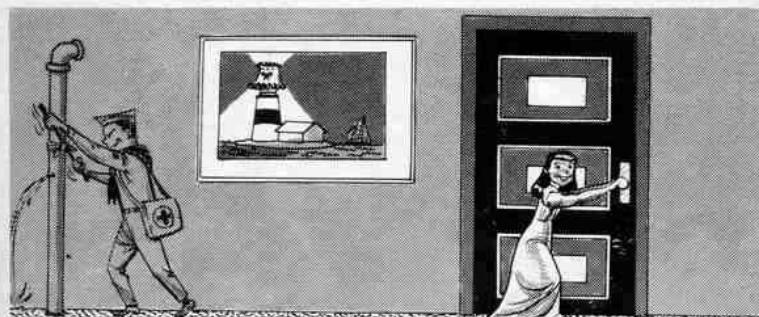
YET HERE IS THE IDENTICAL ROOM WITH SAME AMOUNT OF ITEMS AS "HIDE-A-THINGS"



Interesting African wall decoration by night becomes a practical "Hide-An-Ironing Board" by day.



Attractively designed green scatter rug by day becomes a fun-filled "Hide-A-Pool Table" by night.



This familiar useful wall decoration becomes uniquely clever "Hide-An-Extra Living Space" by night. 35

PROSE FOR THE CONS DEPT.

We understand there's a big commotion going on in England these days—which brings us to this article. (And we're not talking about the commotion going on in England over MAD. That's another article!) We're talking about the commotion over the way writers, and particularly American adver-

# MADISON AVENUE TURNS to

ART-BOB CLARKE

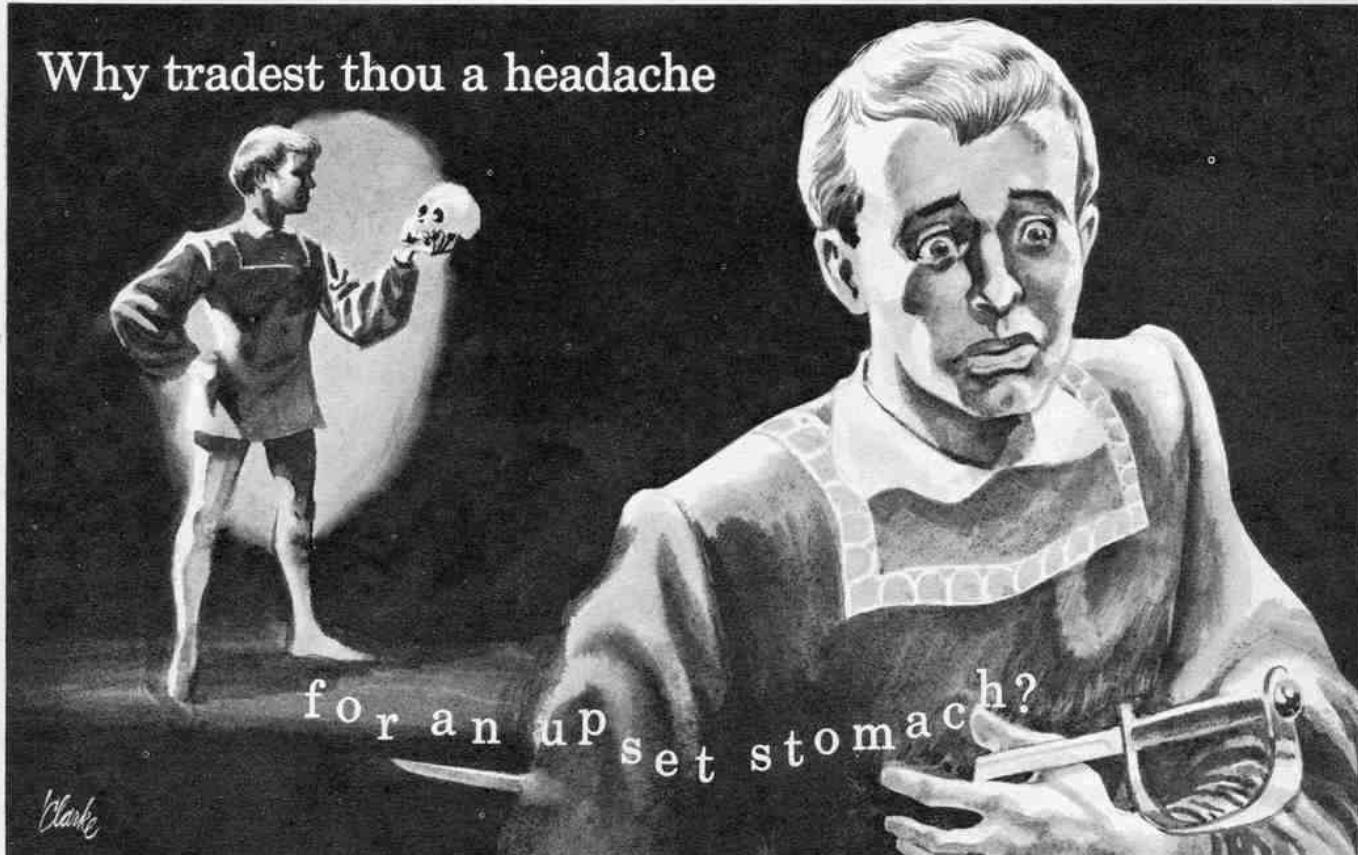
Here's an ad based on the works of **William Shakespeare**

Why tradest thou a headache

for an upset stomach?

Clarke

\*\*DOCTOR, LAWYER, INDIAN CHIEF—Fred Demara



## When thou takest Bufferin, pain exeunts at-the-nonce



To take B, or not to take B,  
That is the question.  
Whether 'tis nobler in the mind to suffer  
The stings and sorrows of outrageous cold misery,  
And then, like a fool, to take aspirin against a sea of neuralgia,  
And by opposing, not end it, but perhaps thyself.  
To die, to sleep no more from aspirin's *acetylsalicylic acid*,  
Or if thou art fortunate, at the very best to feel queasy and sick,  
And with this aspirin, accelerate the muscular aches,  
The nerve-jangling, and the thousand natural shocks  
That flesh is heir to.  
Or to take Bufferin.  
'Tis a consummation devoutly to be wished.  
For with its anti-acid Di-Alminate\*  
(\*Bristol-Myers' brand of aluminum glycinate and magnesium carbonate)  
Not to die—but to sleep.  
To sleep blissfully—perchance to dream,  
And not have to trade in thy headache for an upset stomach,  
And therefore not have to undergo unnecessary abdominal massage.  
Aye, with Bufferin, there's no rub!



"When empty, this bottle may  
be filled with poison  
for application to  
kings' ears."

tising agencies, are parodying and altering revered Gilbert and Sullivan operettas for personal profit. Well, we've got news for our British cousins. When American advertising agencies latch onto something, they never let go! As a matter of fact, things can only get worse. Especially when...

# HISTORY AND LITERATURE

STORY—LARRY SIEGEL

This ad copy makes use of a poem by **Edgar Allan Poe**

**Does she or doesn't she?**



**Hair Color so natural only her hairdresser knows for sure!**

It was many and many a year ago,  
In a kingdom by the sea  
That a maiden with hair color natural lived  
By the name of **MISS CLAIROL LEE**;  
And I lived in those days with no other thought  
Than: Does she or doesn't she?

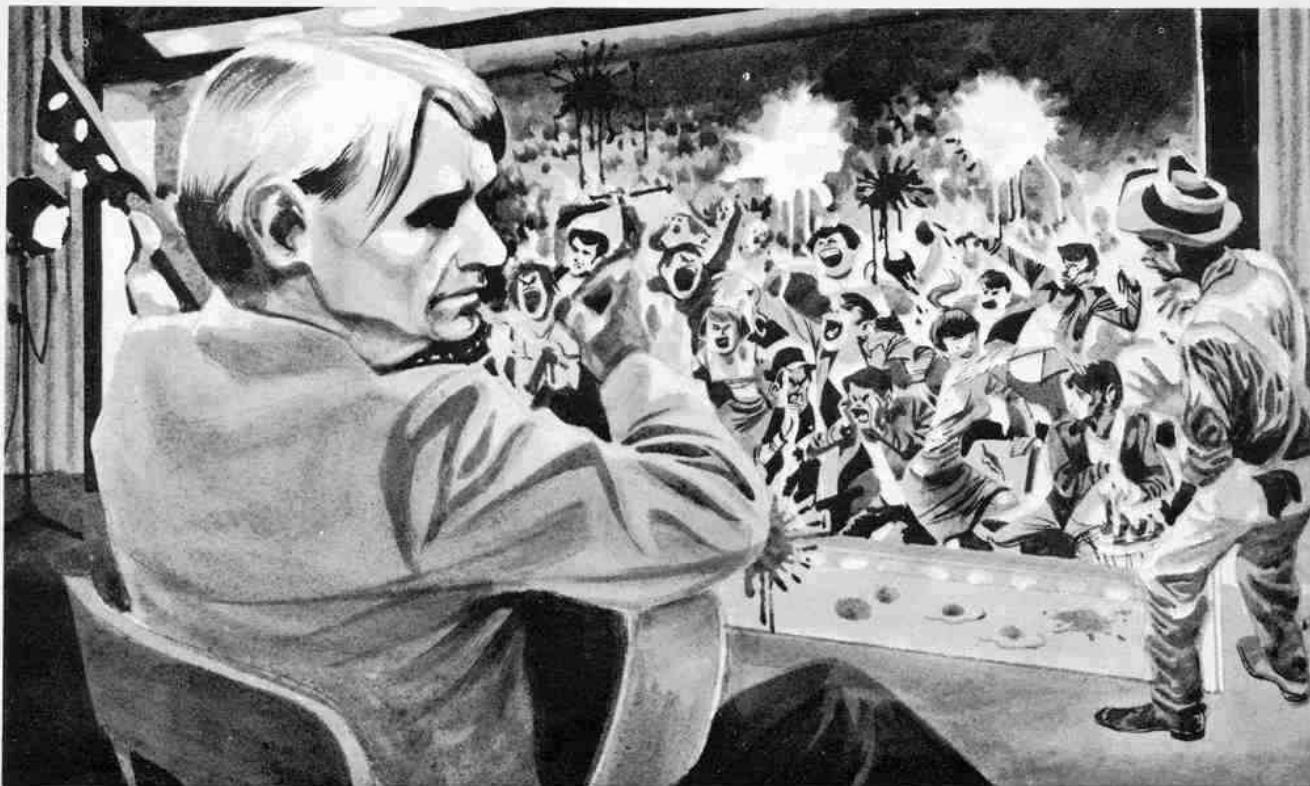
I was a child and she was a child,  
In this kingdom by the sea,  
And all of the children were dyeing their hair—  
But what of **MISS CLAIROL LEE**?  
And I wondered as she stroked my purple-green locks:  
Does she or doesn't she?

But then one day a hairdresser came  
To our kingdom by the sea;  
And he marveled at the beautiful silky strands  
Of my own, my **MISS CLAIROL LEE**.  
And I said to him, "Please, Mr. Hairdresser, Sir—  
Does she or doesn't she?"

Then he was gone and she was gone  
From our kingdom by the sea.  
And one day I heard that the angels above  
Had taken my **MISS CLAIROL LEE**.  
And now, only God and that hairdresser knows—  
Did she or didn't she?



Here's an advertisement which parodies **Carl Sandburg**



## TOOTHPASTE MAKER FOR THE WORLD

DECAY FIGHTER, CREATOR OF THE INVISIBLE PROTECTIVE SHIELD  
Brushing...Cleaning...Sweetening...

# I AM COLGATE

CONQUEROR OF THE NATION'S BAD BREATH!

They tell me you have mouth odor and I believe them; for I have seen your painted women laugh at you through their gas masks.

They tell me you have tooth decay, and I answer: "Yes, I have seen you visit your dentist 244 times a year."

And having answered, I say: "Lift up your head to the sun and flourish the blackness of your dentures, and accept my

Strength,

Vigor,

Stamina,

GARDOL."

Rub, scrub, scour, scrape.

Abrade, massage, rasp, draw blood.

Through the haze, under the smoke, amid the blackness, a Gardol protective shield building.

To protect you from bad breath? Perhaps! And tooth decay? I think so! But more important, to protect you from baseballs, and golfballs, and footballs, and horseshoes, and other TV accouterments.

I AM COLGATE.

Proud to be Toothpaste Maker for the World, Decay Fighter, Creator of the Invisible Protective Shield, Conqueror of the Nation's Bad Breath, Toothpaste of the Big Stock Dividend.

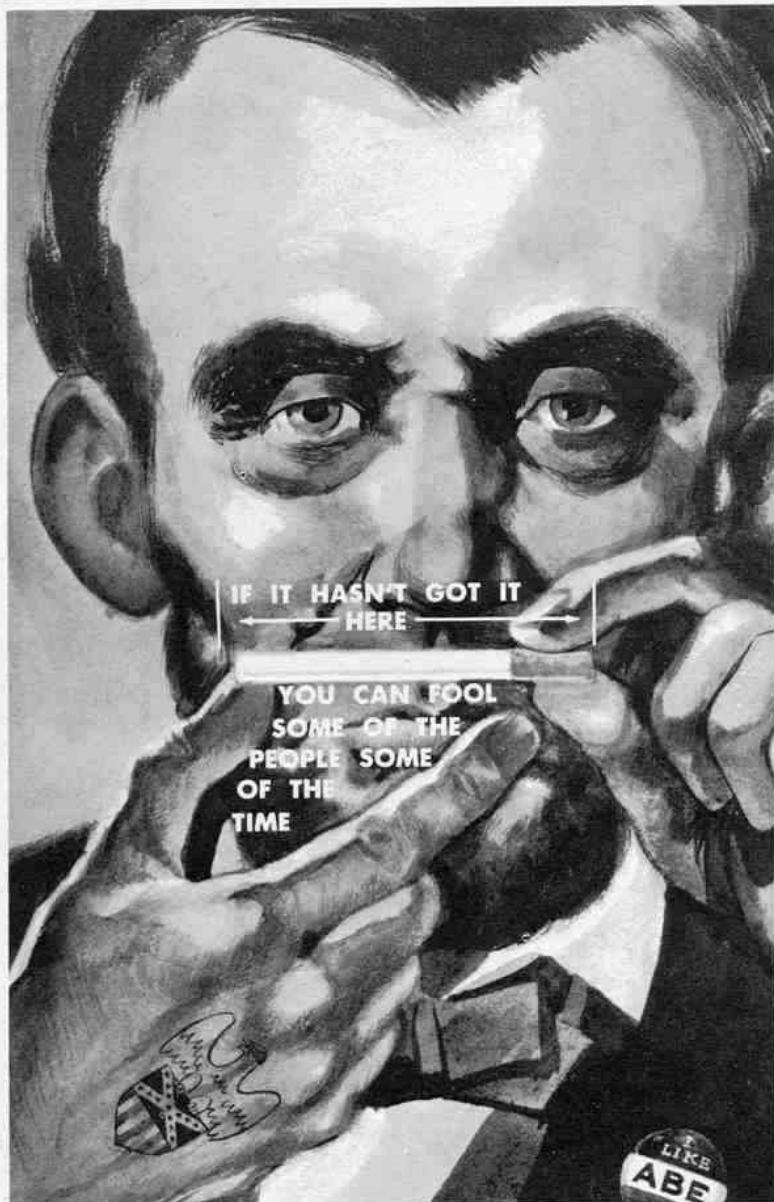


This advertisement slightly alters Abraham Lincoln

# With malice toward none With Filter-Blend for all

Four score and seven years ago, our company brought forth on this continent a new cigarette, conceived in choice tobaccos, and dedicated to the proposition that not all brands are created equal. Now we are engaged in a great advertising war, testing whether our wishy-washy competitors with "Thinking Man's Filters" and "Live Modern Flavor" can long endure. We are met on a great battlefield of that war, this advertising space having cost us \$45,000. We have come to dedicate a portion of our cigarette, that part which lies before our pure white filter, as a final proof that *it's what's up front that counts*. It is altogether fitting and proper that we should do this, for we are getting paid good money. But in a larger sense, we must now dedicate, we must now consecrate, we must now extol this cigarette more forcefully than ever. Our brave competitors, living and dead, have been feeding you a pack of lies. The world will little note, nor long remember what they've been saying, for they have lousy advertising agencies. But, we here highly resolve that this nation, under Winston, shall have a new birth of smokers, and that

**FILTER-BLEND** of the cigarette, by the cigarette, and for the cigarette, shall not perish from our taste...like a cigarette shouldn't!



## Winston tastes good

*like you can't fool all  
of the people all  
of the time!*

This is the time of year when thousands of loyal fans stream into hundreds of stadiums all over the country on Saturday

afternoons. There, amid pennants and cheers, they scream, yell, and generally behave like idiots for close to three

# GRANDSTAND

ART-GEORGE WOODBRIDGE

## GRANDSTAND FOOTBALL PLAYER POSITIONS

### THE ENDS



**THE ENDS** are first to arrive at the game. It's their job to protect the line until their teammates arrive by preventing opposition players from grabbing any of the seats in that line.

### THE TACKLES



**THE TACKLES** do just what their name implies. As the game progresses, they lunge out and tackle passing hot dog vendors, souvenir hawkers, and unescorted blondes.

### THE GUARDS



**THE GUARDS** have the important job of guarding the seat of the Center, who somehow always manages to be the last player to arrive, making everybody else in the line stand.

### THE CENTER



**THE CENTER** always arrives late because he has been sent out to buy the liquor. He's called the Center because all the action centers around him, as he controls the bottle.

### THE QUARTERBACK

**THE QUARTERBACK** takes the bottle directly from the Center, and ends up on his back by the end of a quarter.



### THE HALFBACKS

**THE HALFBACKS** do a little better. They take the bottle when it's passed, and end up on their backs by the half.



### THE FULLBACK

**THE FULLBACK** is a 60 minute man. He usually manages to play out the full game before landing flat on his back.



hours. Unfortunately, most of these people watch the field! We say "unfortunately" because they miss the best action . . .

namely the action going on around them in the stands. Here, then, is an article explaining how you can enjoy the game of

# FOOTBALL

STORY-FRANK JACOBS

## GLOSSARY OF GRANDSTAND FOOTBALL TERMS

CLIPPING



What fan gets from a ticket scalper outside the stadium.

QUARTERBACK SNEAK



When sneaky hot dog vendor short changes you two-bits.

ILLEGAL RECEIVER



The frank you just ate was meant for guy next to you.

INCHES TO GO



One more stiff drink, and you've killed that bottle.

BACKFIELD IN MOTION



Noticed when a well-shaped cheerleader walks by stands.

FORWARD PASS



Trying to make out with the blonde in the row in front.

FUMBLE



Term which describes result of a clumsy "forward pass."

LINE-BACKER



A friend eggs you on when the blonde downs your pass.

HOLDING



Blonde shares blanket with you after completed pass.

HUDDLE



Term which describes result of a completed forward pass.

PASS INTERFERENCE



Guy sitting next to blonde turns out to be her husband.

FOOTBALL



Whatever those 22 clods on the playing field are doing. 41

# ALL-TIME GRANDSTAND FOOTBALL GREATS

A GALLERY OF GRANDSTAND FOOTBALL HEROES WHO HAVE DISTINGUISHED THEMSELVES DURING PAST FALL CLASSICS BY THEIR COURAGE, STAMINA, AND ALCOHOLIC CONTENT

## MONROE FERNFEATHER

Army '39



During Army-Navy game in 1938, Cadet Fernfeather became first Army man to sit through both halves in Navy cheering section. Was given full Military Funeral, and graduated posthumously.

## BEAUREGARD FINSTER

Tulane '45



Finster set Southeastern Conference record during Georgia Tech-Tulane game in 1944 by stomping down on 74 consecutive empty Coca-Cola cups, producing a loud "POP" every time.

## KYLE ESTERHAZY

Penn State '13



Esterhazy sat in the same seat in the same row in the same section of the stadium for 211 consecutive Penn State home games without once being sober enough to see what was going on.

## DELBERT (BIFF) SMEED

Nebraska '51



On night preceding Kansas-Nebraska game, Smeed slept outside Nebraska stadium, waiting for ticket booth to open, only to discover next morning that game was being played at Kansas.

## ARDSLEY WAXWING

SMU '53



Waxwing won his laurels during the Texas Christian-Southern Methodist game in 1952 when he tore down the TCU goalposts singlehanded, before learning the game was only half over.

## BARCLAY BRISK

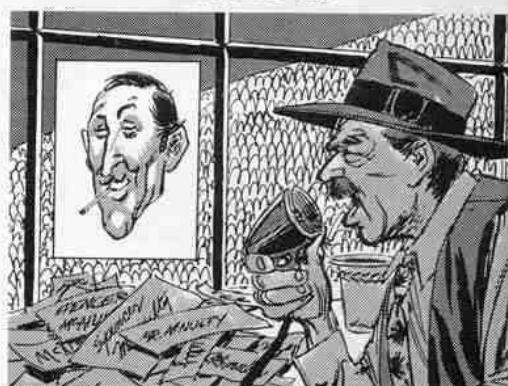
Notre Dame '24



Barclay Brisk, the most honored of Grandstand Football Greats, earned his reputation by attending nearly 100 Notre Dame games without once ever yelling, "We want a touchdown!"

## SPENCER (GO-GO) McNULTY

UCLA '46



"Go-Go" McNulty set all-time Pacific Coast Conference record during the UCLA-Southern California game back in 1944 by having himself paged 47 times over the public address system.

## BARNEY (RAH-RAH) WINDLASS

Iowa '55



Windlass became a Grandstand Great when he was barred from all scheduled Iowa games during 1953 for burning the Iowa coach in Effigy, which is a small town just outside Iowa City.

## JASPER C. VAN FLICK

Harvard '47



Van Flick was banned from attending Ivy League football contests after it was discovered that he'd actually raised his voice during a cheer at the 1946 Harvard-Princeton classic.

POMP-ADORE DEPT.

We've got a confession to make! Confession being: MAD is not the funniest magazine on the newsstands today! There are magazines that are much funnier! Mainly, those serious magazines for "Teenagers"! You'll see what we mean if you study this typical example called . . .

**ACNE CAN BE FUN!**

**see page 7**

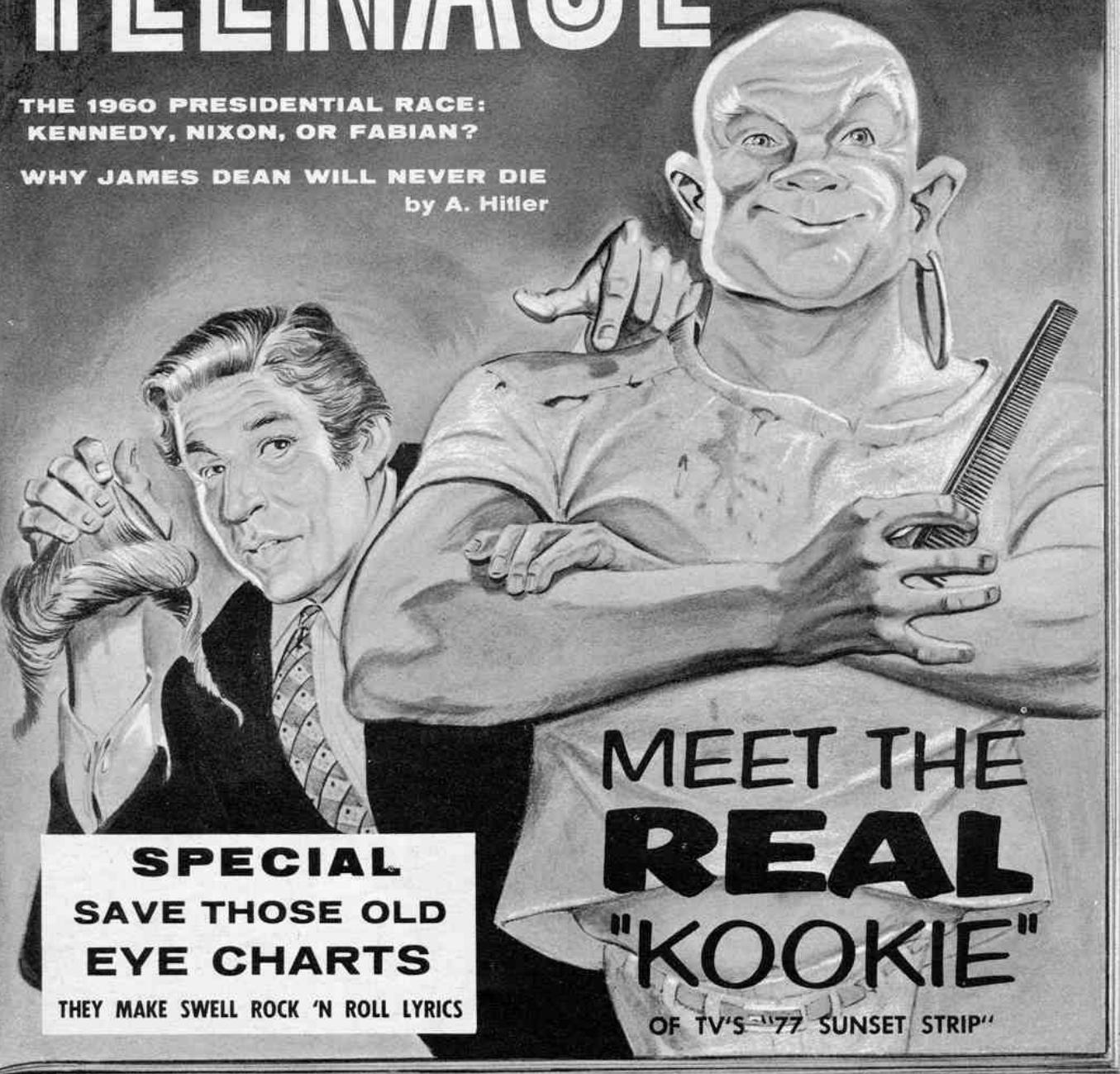
**TEENAGE**

**A MAGAZINE  
MAINLY FOR  
TEENAGERS**

**DEC. 25c**

**THE 1960 PRESIDENTIAL RACE:  
KENNEDY, NIXON, OR FABIAN?**

**WHY JAMES DEAN WILL NEVER DIE**  
by A. Hitler



**SPECIAL  
SAVE THOSE OLD  
EYE CHARTS**

**THEY MAKE SWELL ROCK 'N ROLL LYRICS**

**MEET THE  
REAL  
"KOOKIE"**

OF TV'S "77 SUNSET STRIP"

• WHO CARES WHAT PEOPLE SAY—Salvador Dali

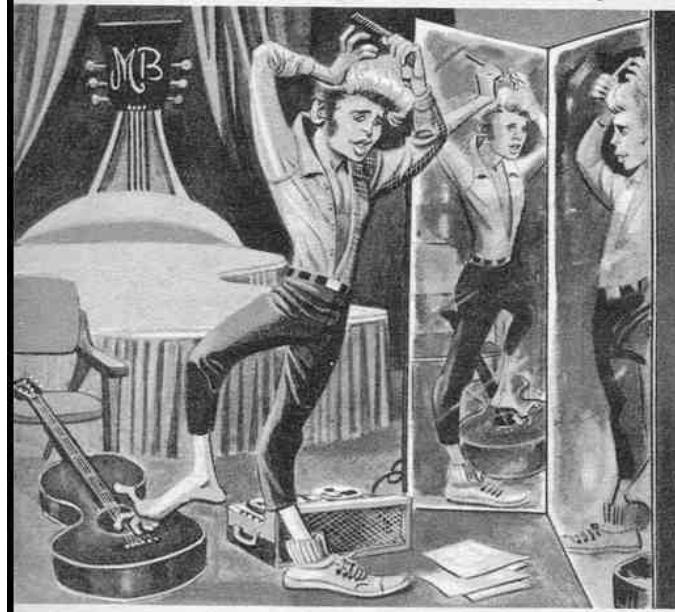
TEENAGE MAGAZINE PRESENTS:

# Teenager of the Month

## 15-YEAR-OLD MURRAY BLECH

Once again, TEENAGE Magazine's Ace Photographer, Ninny Sklar, takes you on a pictorial journey through a typical day in the life of a typical teenager. Our typical teenager this month is fifteen-year-old Murray Blech . . .

**UP AT 7:00 A.M.**, Murray combs his hair until 9:15. Then he combs his sideburns until 11:00. At 11:01, he'll sit down with his guitar and compose his daily Rock 'n Roll song. At 11:08, Murray will record the song on his home recorder. At 11:14, his own record company, *Compost Discs*, will press it, and release it. By noon, it will sell a million copies . . .



**AT 8:00 P.M.** Murray and his chick (his steady, natch) attend a triple horror show at the Drive-In. They aren't horrified at any of the feature films. They're horrified at the musical short, in which a Rock 'n Roll singer has accidentally hit a clinker . . . and pronounced a real understandable English word! After taking his chick home, Murray will return to his own house at 2:00 AM! He will comb his hair and sideburns until 4:00 AM and then retire.



**AT 12:15**, Murray is out in the backyard, putting around his real gone custom car until 3:30. You'd never believe it, but that car Murray is standing next to was once a 1960 Cadillac. All the ingenious Murray did was nose it, deck it, lower it 12 inches, and throw away the engine, the brakes, the transmission and the chassis. Then he hitched a pony on the front to pull it. You'd never believe it, but that pony was once a horse. All the ingenious Murray did was nose him, deck him, lower him 12 inches, and throw away some skin, bones and hair. Any of you guys and gals can do the same thing!

**AT 4:00 O'CLOCK** Murray is at the Bandstand Show (natch), dancing with a real cool chick. He loves the other kids at the show because they're loads of fun, and not the least bit self-conscious about being on TV. Murray hasn't missed one afternoon dancing on The Bandstand Show in two-and-a-half years . . . an amazing record, considering the Show is in Philadelphia . . . and Murray lives out in Oregon.



# PENMATES



\*I'd love to hear from boys 16-19. I'm 15, and have brown hair and blue eyes. I love dancing, Elvis, Ricky, Dick, Sal, Pat, Tommy, Fabian, James Dean, hot rods, short shorts, pop records, stock cars and my mother, in that order.

Phoebe Newt  
142 S. Green  
Stronghead, Montana



\*I'm a cool widow of 14. My late husband and I used to dance on the bandstand show. He was killed while we were fighting nine other couples for a good camera position. I'd sure like to meet another cute guy of 15. But not for another week. After all, how would it look?

Yetta Blintzner  
185 Carter St.  
Littleliver Pill, North Dakota



\*Hi, everybody! I just arrived, and I'm lonesome! I'm 18. I love hot rods. My favorite relaxation is playing "chicken" at 110 MPH. Am anxious to hear from Jimmy Dean and the rest of the wild bunch who made it here before me.

Monty Monroe  
Block 4, Row D.  
Forest Lawn Cemetery  
Los Angeles, California



\*I'm 16, 5' 8", 162 lbs., and I have brown wavy hair, green eyes, a sparkling smile, dimples, broad shoulders, a slim waist, and well-muscled arms and legs. Actually, I don't want to meet anybody. I just love to describe myself!

Myron Gorzz  
No address given



\*Hi, there. I'd like to meet a nice, settled, serious-minded teen-age girl. I have a great sense of humor, and I'm loads of fun at large dinners and funerals.

G. Jessel  
Hollywood, California



\*I'm a lonely fellow who is quite short. Although I'm 17, I'm only 4' 3" tall. I'd like to meet a nice short chick. Or if not, maybe 53 other guys my height to help me set a new telephone booth-stuffing record.

Steve Vonce  
88 Skincondition Street  
Noxema, Vermont

# Dear Seymour

If you have a question you'd like answered, address a letter to Dear Seymour, c/o TEENAGE, Ira's Candy Store, Palo Alto, Calif. All correspondence will be treated with utmost discretion, but we ask that you include your name and address, your phone number and your picture. All letters become the property of TEENAGE. All teenagers become the property of Seymour if he likes your looks.



Dear Seymour:

I'm sick and tired of immature teenage boys. I'd like to go out with an older fellow. I was thinking of calling Carl Sandburg for a date next Saturday, and also asking him if he has a friend for my friend. What do you think?

Birdie,  
Chicago, Ill.

\*I think you're quite immature, and have a lot to learn about dating, and life in general! Your idea is childish and completely ridiculous! After all, why drag a friend along on a first date?

Dear Seymour:

I am 13 years old, and have only recently learned about kissing. I must admit that I am a bit confused. For example, is kissing my mother "different" from kissing a date?

Irving  
Brooklyn, N. Y.

\*I'm afraid I can't answer that for you, Irving. I've never kissed your mother!

Dear Seymour:

My wife is a nice average teenage girl, and we have two average teenage children, the older of which is jealous of the younger. Anyway, last month my car was stolen, and ever since it happened, my wife has refused to date me. She insists that no average teenage girl dates a fellow without a car. This is maddening. Please advise.

Bernie  
Absalom, N. C.

\*Stop worrying. Show your older child as much love as you show your younger, and he won't be jealous anymore!

Dear Seymour:

I am 17, very pretty, and come from a good family. Recently I met a fellow who is 19, very handsome, has a car, a good job, and also comes from a good family. We are engaged to be married, and are very happy. What I'd like to know is: how can I have problems like other teenagers?

Muriel  
Montclair, N. J.

\*Join clubs, develop new interests, meet new people, and above all . . . be yourself!

Dear Seymour:

Do you think it's all right for a 15-year old teenage girl to go away for a month with a married man to a cabin in Maine, and go out with him to bars every night?

Goldie  
St. Louis, Mo.

\*Yes, providing you're back in the cabin no later than 10:00 P.M. on school nights.

Dear Seymour:

I have a terrible teenage problem, and if someone doesn't solve it for me, I'll go out of my mind. Here I am, going on 14, and I still haven't written or recorded a single Rock 'n Roll hit song. Is there something terribly wrong with me?

\*Yes!  
Marvin  
Sarasota, Fla.

Dear Seymour:

How come you never answer questions with funny jokes, like "Abby" and "Ann" do?

Klaus,  
White Sands, N. M.

\*How's this? The best way to drive a baby buggy is tickle his feet!

Dear Seymour:

You call that a funny joke?

Klaus,  
White Sands, N. M.

\*Why don't you ask funny questions like "Abby" and "Ann's" readers do?

## DISKVILLE LATEST RECORD NEWS

by  
Sheldon "Groovy" Abisch

↳ There's no short cut to fame in pop music! Take that exciting new vocal group, THE BARNYARDERS. These four swinging young plumbers' apprentices from Decatur, Illinois, were singing together for nearly two and a half weeks before they made it!

↳ Have you dug the sensash new platter, "The Belly-Roll Rock-a-Billy Boogie Cha Cha Boogie Billy-a-Rock Roll Belly"? Lyrics for this great new tune, in case you don't know, were written by BING CROSBY'S new teenage son, HARRY! He's 15! Months, that is . . . and a real comer!

↳ It looks like that great Rock 'n Roll Singer, FABIAN, will join KING ELVIS, PAT, RICKY, and SAL as a movie star. A talent scout from 20th, heard FABE's new smasheroo waxing of "Rockin' at the Taj Mahal", and signed him immediately for a juicy role in the new flick based on the life of DR. JONAS SALK. Handsome FABE will play a swinging teenage heart specialist. Good luck, FABE!

↳ Betcha can't guess what R 'n R great FRANKIE AVALON is planning to do with the royalties from his fabulous new disc, "My Teenage Lips Are Chapped From Kissing an Ice Cold Chick"! FRANKIE's going to buy the British Isles. Smart move, FRANKIE!

↳ There's no stopping RICKY NELSON these days. The Dee Jays tell me he now has 43 platters in "The Top Ten"! Good work, RICKI!

↳ RUMORSVILLE: No matter what you may hear, there is no truth to the rumor that FABIAN and LEONARD BERNSTEIN are feuding! We've also checked the rumor that THE FLEETWOODS, THE BONNEVILLES, THE IMPALAS, THE CADILLACS, THE CORVETTES, and THE ELDORADOS Vocal Groups are backed by General Motors, and it's definitely not true! They're backed by Chrysler!

↳ PLATTERS TO WATCH (but not to listen to): "Tired Teenage Feet in Dirty Teenage Sneakers" by THE SNORERS on the Swill Label; "The Edward G. Robinson Rock" by JACK LARUE on the Flybynight Label; "That Teenage Grandma of Mine" by NICKY KHRUSHCHEV on the Red Label; The "Gazzadzt Gdflg Ooh-Ah Mnf Cha Cha Cha" by THE SPEECH MAJORS on the Iodine-bottle Label.

↳ NEWCOMERS: Watch for an exciting new song writer named Cole Porter! One of his tunes made the Number 98 spot all over the country this week, despite the fact that it is not R 'n R. And they tell me Cole isn't even a teenager. Which proves that there's truly opportunity for all here in the good ol' rockin' U.S.A.!

## How Much Do You Know About KISSING?

by Sonia Schlepp  
TEENAGE Magazine's Kissing Editor

How much do you teenage teenagers know about kissing? Sonia Schlepp, our Kissing Editor, has devised this special quiz so you can find out. Simply answer the following statements True or False. The correct answer with an explanation follows each statement.

(1) IT IS BEST TO KISS A GIRL WITH YOUR EYES CLOSED.

False. It is best to kiss a girl with your lips!

(2) YOU CAN LEARN A LOT ABOUT KISSING FROM A GOOD HYGIENE BOOK.

True. But it's not much fun kissing a Hygiene book!

(3) KISSING IN A PARKED CAR CAN GIVE A GIRL A BAD REPUTATION.

True. Unless she's with a boy!

(4) IF YOU TRY TO KISS A GIRL THE FIRST TIME YOU GO OUT WITH HER, SHE WILL LOSE RESPECT FOR YOU, AND SHE WON'T GO OUT WITH YOU AGAIN.

True. Perhaps the following example will illustrate. Several months ago there was a fire in my house. As I dashed into the hall, a fireman appeared, picked me up, and said, "C'mon, Miss, I'll take you out!" We dashed out into the street seconds before the building collapsed. He was so happy we were safe, he tried to kiss me. Since it was the first time he'd taken me out, I naturally turned him down. What's more, I lost respect for him. And he later regretted his action, too. Because every fire after that, I went out with another fireman!

(5) A KISS ON THE HAND MAY BE QUITE CONTINENTAL.

True. But diamonds are a girl's best friend!

(6) THINKING ABOUT KISSING TOO MUCH CAN BE HARMFUL.

True. Let me cite the case of a teen-ager who spent a whole day thinking about kissing. The same evening, he died as a result of severe electrical damage to his brain. He would not have died that evening if he had not thought about kissing all day, and if the Governor's reprieve had arrived at the Death House in time!

(7) TOO MUCH THINKING ABOUT HUGGING CAN BE HARMFUL.

I haven't the slightest idea! I'm TEENAGE Magazine's Kissing Editor!

NEW

# TEENAGE MAGAZINE'S FREE ALL-IN-ONE FAN CLUB

Hey, guys and gals! Tired of joining a hundred different clumsy and involved FAN CLUBS? How about joining **one** single different clumsy and involved FAN CLUB? We're talking about TEENAGE Magazine's NEW **FREE** ALL-IN-ONE FAN CLUB! It's absolutely **FREE**, and it's one of the few really legitimate fan club organizations not run by a fly-by-night company. All you have to do to join is send your name and address to: TEENAGE Magazine's New **FREE** All-In-One Fan Club, c/o Ira's Candy Store, Palo Alto, Calif. Remember, this ALL-IN-ONE FAN CLUB is absolutely **FREE**!

UPON  
JOINING EVERY  
MEMBER RECEIVES  
ABSOLUTELY FREE:



1. A beautiful All-In-One Fan Club Membership Card.



2. 8 Beautiful full-size photos of Elvis, Ricky, Sal, Tab, Fabian, etc.



3. 8 wallet-size photos of Elvis, Ricky, Sal, Tab, Fabian, etc.



4. 8 photo-size shots of the wallets of Elvis, Ricky, Sal, Tab, Fabian, etc.



5. A beautiful candid photo of Elvis, Ricky, Sal, Tab, Fabian, and all the other R'n'R stars in a scene from their new all-in-one movie, "A Hundred Men in Search of a Voice."



6. A gorgeous composite wallet-size blow-up photo of all the members of the families of Elvis, Ricky, Sal, Tab, Fabian, etc., as children.

**REGISTRATION FEE** (during a solar eclipse, if it should occur on Leap Year Day, and Grand Central Station is empty between the hours of 7:00 AM and Noon) ... 25¢  
**ALL OTHER TIMES** ..... \$175

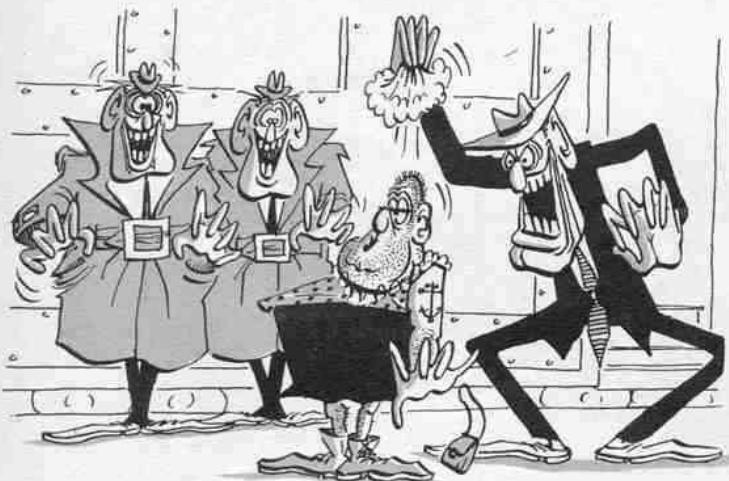
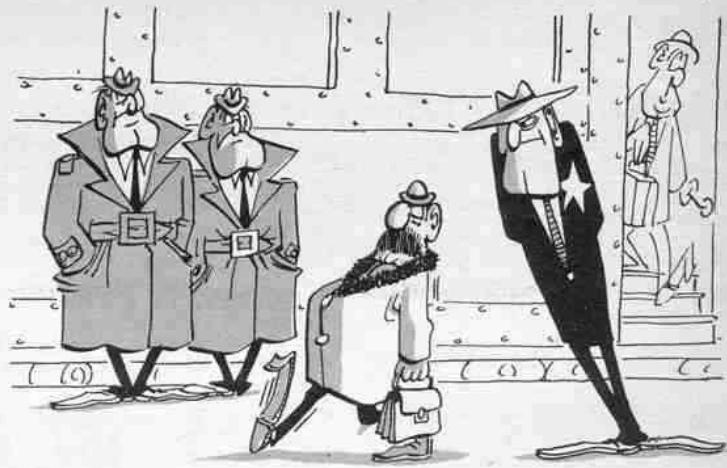
**BONUS:** A Beautiful 8 x 10 Glossy Photo of Secretary of Agriculture Ezra Taft Benson as a teenager!

**EXTRA BONUS:** A beautiful 8 x 10 Glossy Photograph of Bing Crosby's new son, Harry . . . as an adult!

**SENSATIONAL EXTRA BONUS:** Every reader who joins this fan club, and sends all the money required to: TEENAGE Magazine's New **FREE** All-In-One Fan Club, c/o Ira's Candy Store, Palo Alto, Calif., will receive a beautiful 8 x 10 Glossy Photo of Ira's Candy Store being blown up to make room for the new freeway, and the editors of this magazine scurrying off to a Brazil-bound plane with sacks of money.

For his parting shot, Don Martin tells us about his experience while disembarking from a train, only to run into some G-Men looking for...

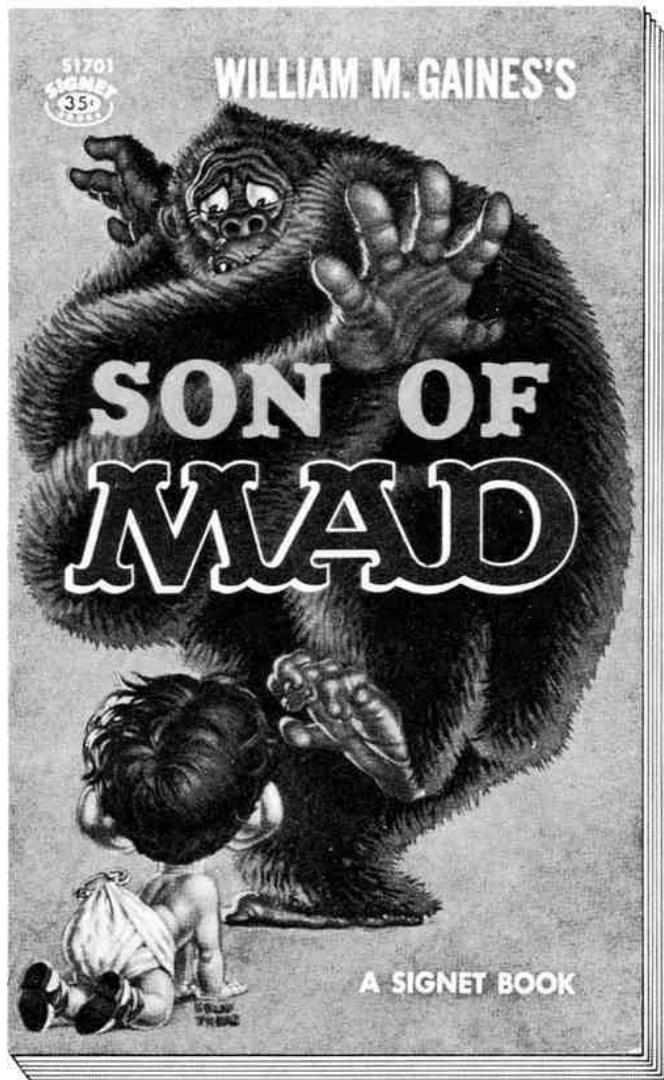
## THE ESCAPED CONVICT



# ANNOUNCING...

## The Birth of a New Brainchild

AND IF YOU HAVE ANY BRAINS, YOU'LL AVOID IT!



THE LATEST MAD  
POCKET-SIZE BOOK

# SON OF MAD

## IS A BUNDLE OF JOY!

Yes, this seventh collection of humor, parody, satire and unintelligent gibberish, which joins "The MAD Reader", "MAD Strikes Back", "Inside MAD", "Utterly MAD", "The Brothers MAD", and "The Bedside MAD" in our insidious campaign to split your sides and rot your mind, is indeed a veritable "Bundle of Joy"! Mainly, if enough clods buy "Son of MAD", we get the joy of making a bundle! So be sure to adopt him while he's still wet behind his covers!

ON SALE SOON AT YOUR FAVORITE NEWSSTAND

OR YOURS BY MAIL FOR 40c

The complete collection... ALL SEVEN... for \$2.25

----- use coupon or duplicate -----

**MAD**  
**POCKET DEPARTMENT**  
**225 Lafayette Street**  
**New York 12, New York**

I enclose 40c for  
**SON OF MAD**

I enclose \$2.25 for  
**THE COMPLETE COLLECTION**



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

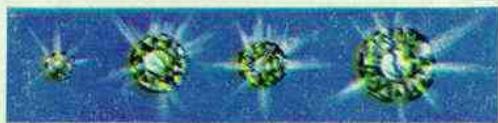
STATE \_\_\_\_\_



Memories . . . painted for all De Beers he could drink by Frank Kelly Freas

### Memories . . . forever gleaming

*In fleeting moments sweetly shared, the world is filled with joy for lovers, their way is bright with dreams. It is a magic time, and they may recall it always in the enchanting lights of her wedding diamond . . . sparkling behind the window pane of the pawn shop where they were forced to hock it when things got bad. That's one thing you can do when it seems like . . .*



**FACTS ABOUT DIAMONDS:** When choosing a diamond it is wise to seek the counsel of a trusted jeweler, if you can find one. He will explain how color, clarity and cutting are important, but it's the size that's impressive. In other words, you can get a much bigger diamond for your money if it's got a little flaw or two. After all, who's gonna know? Mainly, who goes around with a jeweler's eyepiece, anyway?

1 carat \$500 to \$3000  
2 carats \$3000 to \$5000  
3 carats \$5000 to \$9000  
4 carats \$200 to \$210

The prices quoted above are based on buying the three smaller stones from a reputable jeweler, and buying the larger "hot" rock from a disreputable fence. If you got half a brain, you can figure which is the better deal!

**... PAYING FOR A DIAMOND IS FOREVER**