

**SPECIAL 5TH ANNIVERSARY ISSUE**

OUR PRICE

**25c**

CHEAP

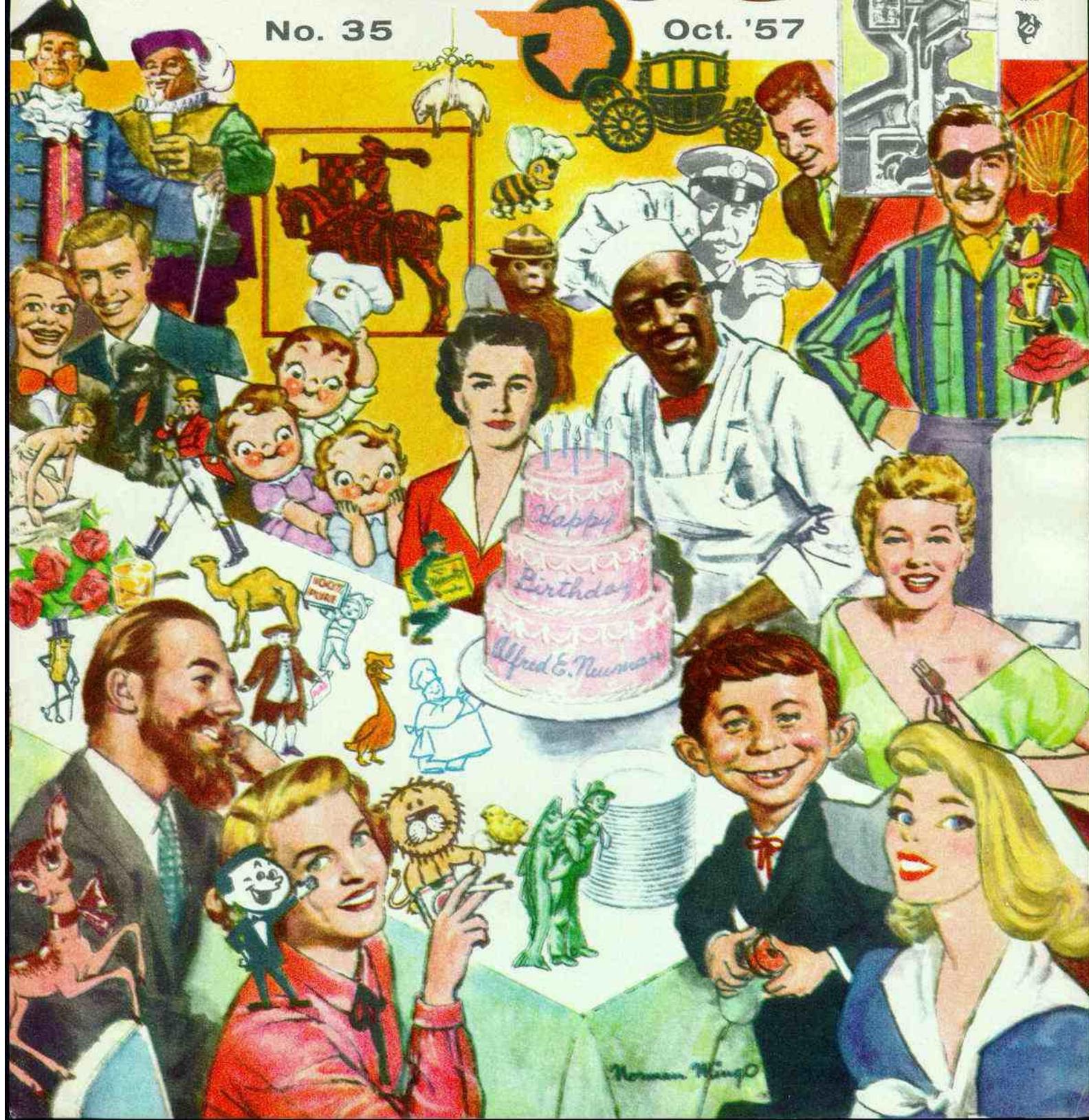
# MAD

No. 35

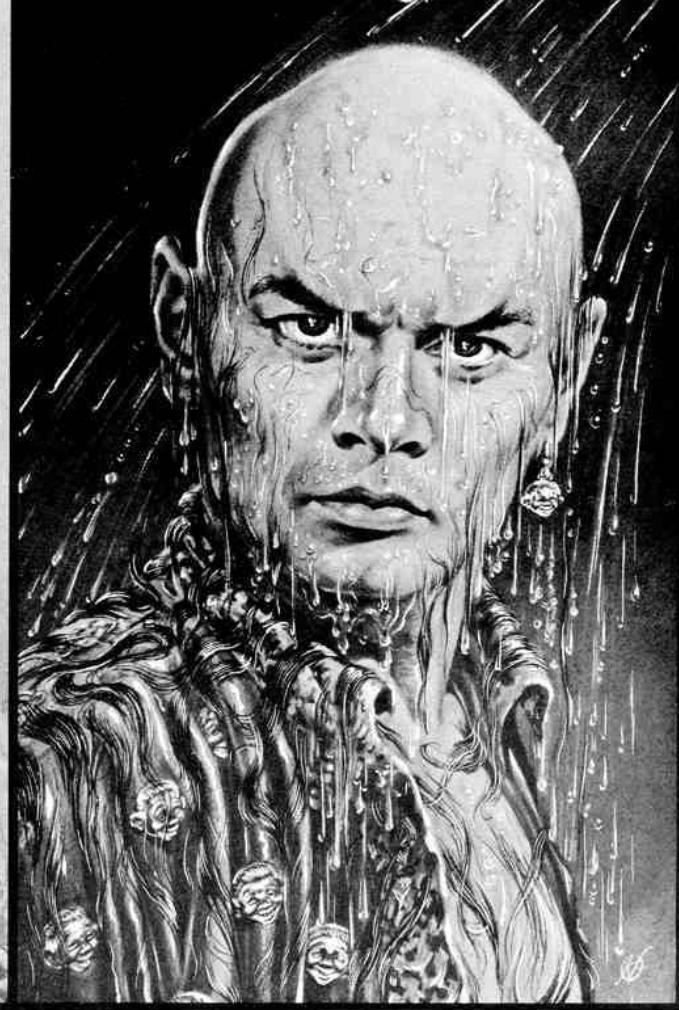
Oct. '57

IND

BO



Yul Brynner used Volatilis... . . . then he took a shower



Volatilis helps Yul Brynner in movies too, as bald head artistically reflects studio lights.\*

## New painless way to lose your hair in one day

"I used everything trying to break in on Broadway," says Academy Award-winner Yul Brynner, "until I was ready to tear my hair out. Then I tried Volatilis with V-17. And that tore out my hair *for* me. You know the rest of the story. Volatilis started me on the road toward winning The Oscar . . . and incidentally made me *look* exactly like it! So next time you're ready to tear your hair out, try Volatilis with V-17. It does the job *for* you!"

It's that simple. Volatilis makes dry unruly hair easy to manage by getting rid of the stuff altogether! Yet you never have that angry-red, billiard-ball look, because Volatilis combines ground Axolotls and Gasoline with V-17, the new *painless* hair-removing discovery.

Try Volatilis with V-17 today. You'll blow your top!

\*He's under contract to Brunswick-Balke-Collender Co.

### SEE THE DIFFERENCE!



## New VOLATILIS Hair Remover with V-17

ANOTHER FINE PRODUCT OF BRISTLE-BYEBYERS

# MAD

"Only when a juggler misses catching his ball does he appeal to me."  
Kahlil Gibran (1883-1931)

**PUBLISHER:** William M. Gaines

**EDITOR:** Albert B. Feldstein

**ART DIRECTOR:** John Putnam **CONTINUITY:** Jerry De Fuccio **IDEAS:** Nick Megliola

**CONTRIBUTING ARTISTS:** Wallace Wood Bob Clarke Norman Mingo Don Martin George Woodbridge Frank Kelly Freas David Berg Joe Orlando Mort Drucker Reed Crandall **CONTRIBUTING WRITERS:** Bob and Ray Tom Lehrer Frank Jacobs Paul Laikin Albert Meglin Paul Krassner Alfred E. Neuman

**SUBSCRIPTIONS:** Gloria Orlando

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

**PUBLISHER'S WIFE:** Nancy Gaines

**WHISTLING-IN-THE-DARK EDITOR:** William B. Williams

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\*\*Various Places Around The Magazine

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## VITAL FEATURES

### THOSE LITTLE ADS..... 6



Here's what would happen if comic strip characters answered those little ads and got the promised results, which is unlikely.

### BACKYARD BARBECUE..... 9



MAD looks at one phase of this modern trend toward outdoor living, backyard barbecuing, and then decides it isn't hungry.

### THE HUNTING SONG..... 14



Tom Lehrer's rousing song about those glorious days in the fall, when we can go out and kill anything that crosses our gunsight.

### MAD'S UP TO DATE SKY..... 22



MAD brings the sky up to date with modern constellations replacing ancient constellations which were all Greek to us anyhow.

### HOW TO READ YOUR PALM..... 29



Follow the directions in this article and you'll be able to tell your future from your palm, providing you wash away your past.

### MAD EATING UTENSILS..... 32



Your Editors attempt to make eating utensils more practical, a rough task, considering your Editors never eat with utensils.

### HOUSE TO HOUSE..... 36



Bob and Ray's take-off on that famous interview program nearly killed us. We understand the payment we sent nearly killed them.

### SIN-DOLL ELLA..... 45



One more version of that overworked old fairy tale, Cinderella, this one written especially for MAD by Tennessee Williamsburg.

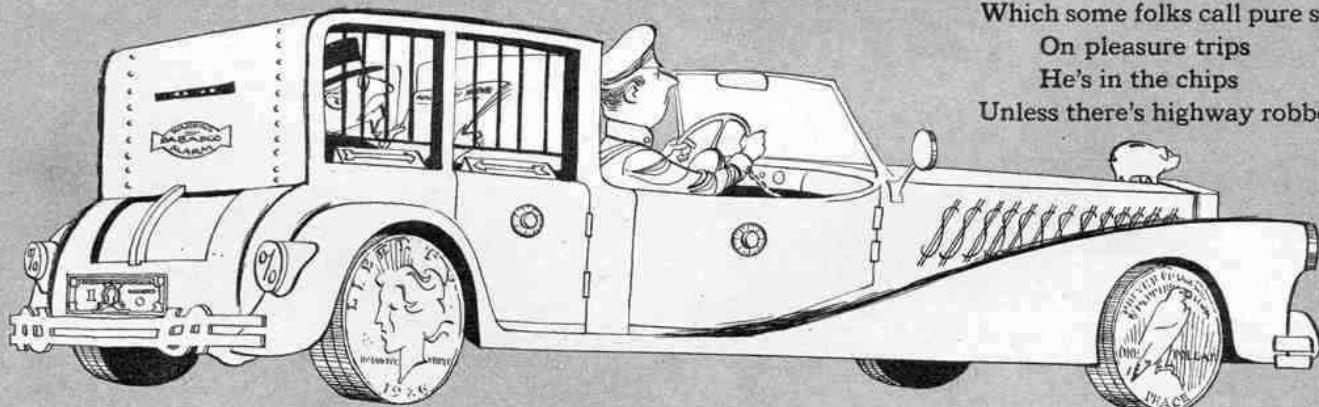
## ASK THE MAN WHO OWNS ONE DEPT.

Never before in automotive history have American cars been as long, as low, as wide, and as expensive as they are today. Never before have American cars had more horsepower, more tail-lights, more headlights, more grillwork, and more financing. But mainly, never before have American cars looked so much alike. Yes, every clod on the road is driving a car that follows the same basic design as every other clod's. There's no individuality. There's no character. Since we here at MAD are individual characters, we protest! See here, Detroit! We're sick and tired of conforming to your dull automotive designs! We want individually designed cars! Cars with character! Cars that tell something about their drivers! Like f'rinstance . . .

"I Guess I'll Have To Change My Plans" — Frank Lloyd Wright

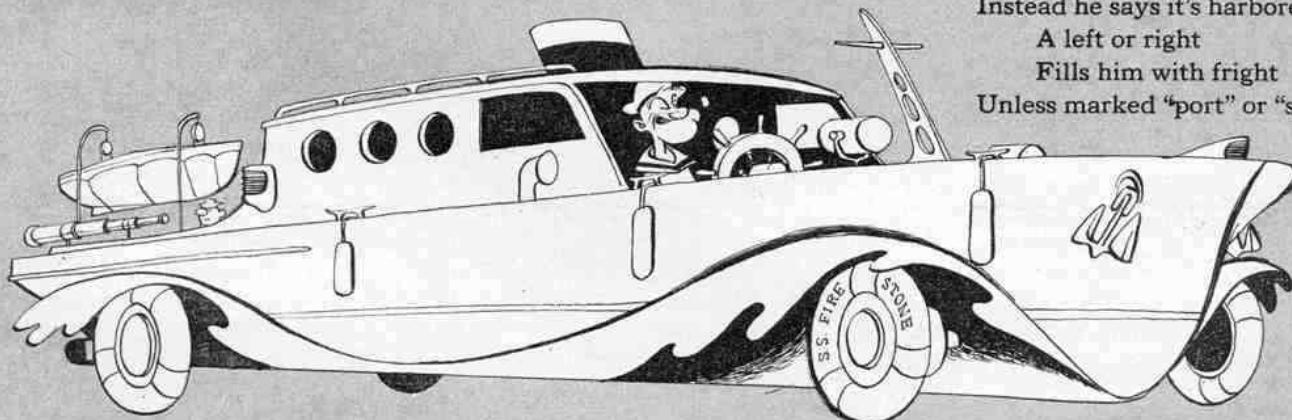
PICTURES BY BOB CLARKE

### The Banker's Car



The banker's car is lined with gold  
Which some folks call pure snobbery;  
On pleasure trips  
He's in the chips  
Unless there's highway robbery.

### The Sailor's Car

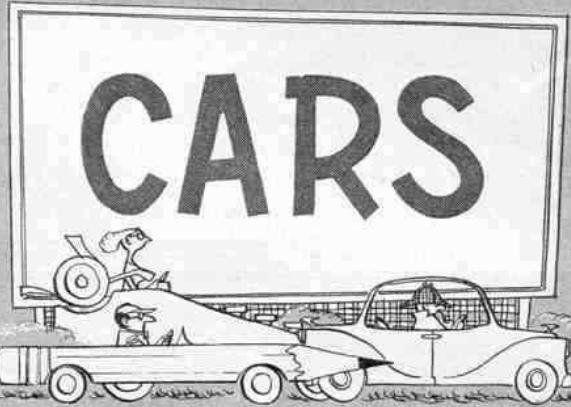


The sailor never parks his car;  
Instead he says it's harbored.  
A left or right  
Fills him with fright  
Unless marked "port" or "starboard".

### The Playboy's Car



The playboy drives the finest car  
That papa can provide him;  
It's guaranteed  
And built for speed  
As is the blonde beside him.

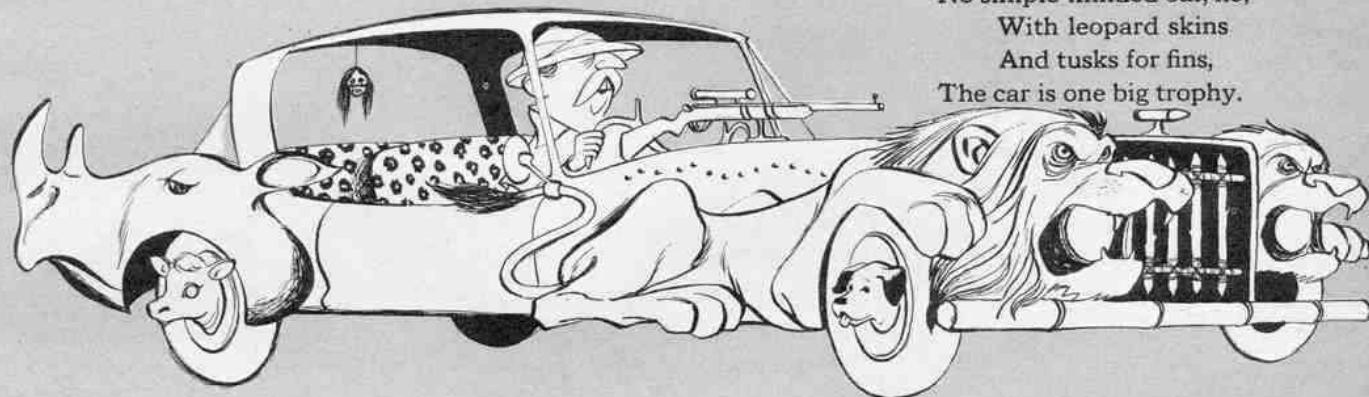


# TO MATCH CAREERS



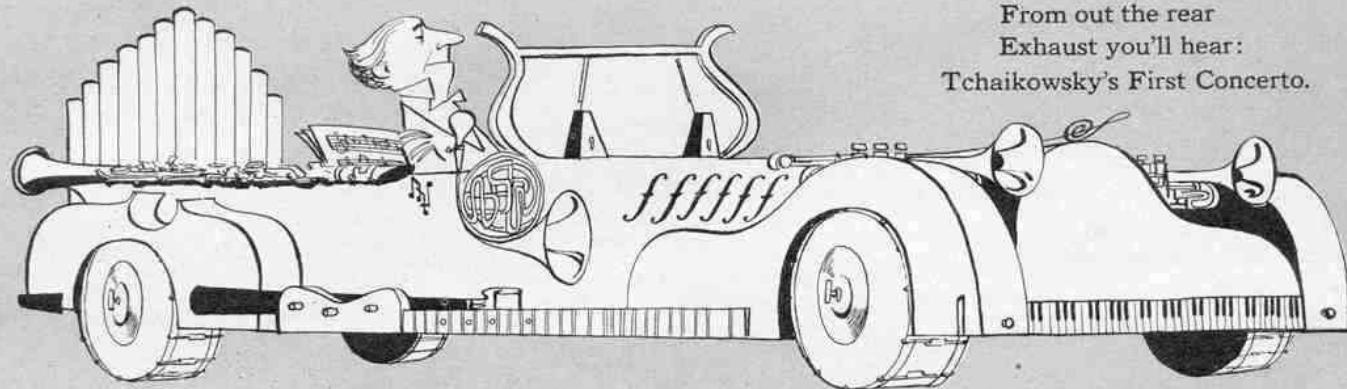
VERSE BY FRANK JACOBS

## The Hunter's Car



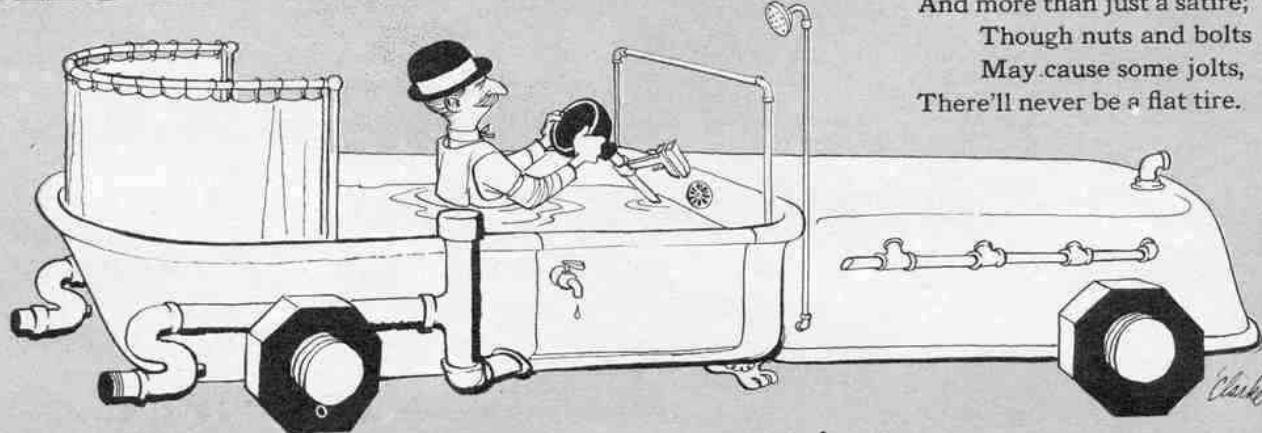
The hunter rides in splendid style,  
No simple-minded oaf, he;  
With leopard skins  
And tusks for fins,  
The car is one big trophy.

## The Musician's Car



Musicians ride in 4/4 time  
And when they push down their toe,  
From out the rear  
Exhaust you'll hear:  
Tchaikowsky's First Concerto.

## The Plumber's Car



The plumber's car is practical  
And more than just a satire;  
Though nuts and bolts  
May cause some jolts,  
There'll never be a flat tire.

PROMISE HER  
ANYTHING...  
BUT GIVE HER  
**MAD**  
POCKET-SIZED  
BOOKS!



1



2



3



4

1. **THE MAD READER...**  
... will soften her **glance**.
2. **MAD STRIKES BACK...**  
... will soften her **words**.
3. **INSIDE MAD...**  
... will soften her **heart**.
4. **UTTERLY MAD...**  
... will soften her **mind**!

THEN YOU'LL BE RID OF HER!

**MAD POCKET DEPARTMENT**

225 Lafayette Street

New York 12, N. Y.

I've promised her everything! Quick!  
Send me the book(s) I've checked below:

No. 1 The MAD Reader.....  
No. 2 MAD Strikes Back.....  
No. 3 Inside MAD.....  
No. 4 Utterly MAD.....

I enclose:

40¢ for one.....  
75¢ for two.....  
\$1.00 for three.....  
\$1.25 for four.....

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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



**CASHMERE BOOTIES**

In "The Mad Dog's Shopping Guide", under "Cashmere Booties", you say, "made from Orlon". Can you please tell me how cashmere can be made from Orlon?

Peter Silver  
Westport, Conn.



**Made From Orlon?**

It so happens, cashmere comes from a goat, and Orlon is a synthetic fiber. How can cashmere be made from Orlon?

Akki  
Pittsburgh, Pa.

It so happens Orlon is *name of goat* these cashmere booties are made from!—Ed.

**COATS OF ARMS**

Be kind to your poor ignorant readers. Explain the significance of the rabbit in the refrigerator in Betty Furness's coat of arms.

Mary Frankhauser  
Urbana, Ill.



**Why The Rabbit?**

I give up. What's the rabbit doing in the refrigerator?

James McCloskey  
No Address Given

Seems that Mary and Jimmy haven't heard about the lady who opened her refrigerator, saw a rabbit inside, and exclaimed, "What are you doing in my Westinghouse?" And the rabbit answered, "What else? I'm westing!"—Ed.



**NOW!  
IN FULL  
COLOR**

"WHAT-ME WORRY?" kid reproductions in full color, suitable for framing and patching colored wall paper are now available for 25¢. Mail money to: Dept. "WHAT-COLOR?", c/o MAD, Rm. 706, 225 Lafayette St., N.Y. 12, N.Y.

**WEDDING ALBUM**

Of all the utter trash I have ever read, your "Wedding Album" was without a doubt the worst. It may provide the morons who purchase your magazine with some entertainment, but think of those young lovers who eagerly await the day they too may enter the ranks of the happily married. Think what it does to them. Marriage is a wonderful thing!

Tommy Manville  
Rochelle Pk., N. J.

**BASEBALL**

Your article on baseball was great. We're glad that one magazine has the courage to print the truth about this national shame.

Ed Brown  
Elroy (Crazy Legs) Hirsch  
Otto Graham  
Jackie Hyatt

Simmer down, boys! Dr. Werthless's next article is entitled "Violence, Murder, and Football".—Ed.

Referring to your article "Baseball is Ruining Our Children", you show a picture of Ted Williams at bat. I suggest that your Sports Editor be replaced. You've got Williams, who is left handed, grasping the bat as a right-hander would. He could break his wrists like that!

G. Robidoux  
Manville, R. I.



**Could Break Wrists?**

You've got Ted Williams batting cross-handed. You know, he can break his wrists that way!

Bob Leamen  
Winnipeg, Canada

Picture in article is not Ted Williams of Major League fame. Picture is of Ted "Cross-Hands" Williams, star pinch-hitter of Milltown Munchers, Class D League, who always bats that way, and breaks his wrists whenever he does! They don't use him much!—Ed.



## LETTERS DEPT.

### BOB AND RAY

We here at Warner Robins Jr. High thoroughly enjoyed your latest issue of MAD, especially the Bob & Ray Department. We all thought "Mr. Science" was great, and we want more.

Robert C. Whittle  
Warner Robbins, Ga.

Your "Mr. Science" article was one of the funniest you've ever printed. Drawings and dialogue were tops.

Alexander W. Wilde  
Wauwatosa, Wisc.

In the first panel of "Mr. Science", little Jimmy is wearing a Mad Tie Pin, BUT NO TIE! Who flipped their furshugginer potrebbe into their axolotl?

John T. Jensen  
Oroville, California



Pin With No Tie?

You flipped, John! Please note that little Jimmy is wearing a bow tie, so his Mad Tie Pin is perfectly proper!—Ed.

### RICKSHAW

It seems that the driver of the rickshaw in Orson Bean's "Two Chinese Fellas" routine forgot to put spokes in his wheels. Somebody ought to tell him he's holding the whole thing up himself.

Pete Heylin  
Jenkintown, Penna.



No Spokes?

Whassa holdin' up tha' rickshaw on page 35? HUH?

Levi Tashun  
Washington, D. C.

Artist Wood informs those interested that wheels of rickshaw are clear plastic.—Ed.

\*\* "Heart Of My Heart" —Dr. Paul Dudley White

### MAD JEWELRY

Because I liked the bracelet so much, and it turned out to look so much better than the picture, I am sending you this second order...

Lorraine Mills  
Chicago, Ill.

Oh, you mad, clever, money-hungry people! Who's covering up? I ordered a "What-me worry?" key chain and it actually turned out to be a well-made piece of jewelry, really worth the two bucks!

Carl Klein  
Ann Arbor, Mich.



—Ed.

### T.V. GUISE

Hey! What's with you guys!? In your "TV Guise" article, you have the date as June 31. Didn't you guys go to school? Remember the little rhyme: *30 days has September, May, October, and December... er... February... ah...*

Charlie Kent  
Shaker Heights, Ohio

The little rhyme we remember went:

Thirty days has September,  
April, June, and no wonder!  
All the rest have Peanut Butter,  
Except my Grandmother!  
She has a little red tricycle!

—Ed.

### COOL PICTURE

Before closing, we thought this picture of Sigma Nu Fraternity's entry in last year's Dartmouth Winter Carnival, sent in by Bob Harmon and Phil Livingston, might cool you off, so we're printing it now... in July!—Ed.



What—Me Wor-r-r-r-y

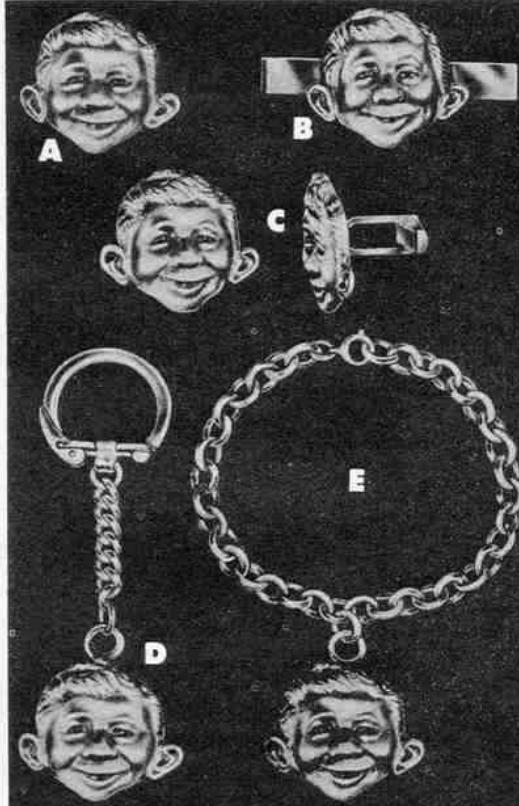
Please address all correspondence to: MAD, Room 706, Dept. 35, 225 Lafayette Street, New York 12, N. Y.

## MAD PEOPLE

are wearing

## MAD JEWELRY

Featuring MAD's "What... Me Worry?" Kid.



LOOK MAD! FEEL MAD! BE MAD!

### WEAR MAD JEWELRY!

Styled exclusively for MAD Magazine by  
ASTRAHAN OF NEW YORK  
in gleaming silver plate. All prices  
include Federal Excise Taxes, boxing,  
shipping and postage prepaid.

### MAD JEWELRY

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

Here's money! I'm MAD People!  
Rush me the pieces of MAD  
Jewelry I have checked below:

- A MAD LAPEL/SCATTER PIN.....\$2.00
- B MAD TIE PIN.....\$2.00
- C MAD CUFF LINKS.....\$3.00
- D MAD KEY CHAIN.....\$2.00
- E MAD CHARM BRACELET.....\$2.00

NAME\_\_\_\_\_

ADDRESS\_\_\_\_\_

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

## RUSH MONEY-ORDER TODAY DEPT.

Did you ever stop to think what comic strip characters do when nobody's watching? Well, you won't believe this . . . mainly because it's a lie . . . but they do just what **you** do when nobody's watching. They read MAD. Also, they read those **other** magazines. The ones with those little ads in the back we all love. And so, here's what might happen . . .

Like if LITTLE ORPHAN ANNIE . . .



And if sleuth DICK TRACY . . .



How about if DONALD DUCK . . .



answered this eye make-up ad . . .

### THE EYES HAVE IT!



If a woman has attractive eyes, her battle for popularity is half over. If she has a large bank account, it's all over. Learn the valuable secrets of proper eye make-up, and start your battle. Later on, you can abscond with company funds and finish it. Send today for free introductory lesson to:

**Mable Leene**  
EYE MAKE-UP COURSE

HOLLYWOOD, CORNEA VINE, HOLLYWOOD, CALIF.  
HURRY! THIS IS YOUR LASH CHANCE!

she'd end up looking like this.



responded to this familiar ad . . .

### YOUR nose RESHAPED

Do people mistake you for a Pontiac? Do you stick your nose in other people's business, from across the street?

Why suffer?

Secret new method shortens your beak in less than a week, so why be a freak!

SEND FOR FREE CATALOGUE!  
Pick your nose!  
SHORTER SNORTER SYSTEM  
Great Lakes Nasal Station  
Deviated Septum, Georgia.

he'd end up looking like this.



answered an ad like this one . . .

### False Teeth



Attention!  
Shoppers for  
Choppers

It's no fun eating steak, by gum! Stop looking like Mammy Yokum! Say "Mississippi" once more! Stop singing "I'll never smile again"! If you're a victim of "fall-out", here at last is the answer to your dental dilemma:

FALSE TEETH BY MAIL

Your mouth returned if not satisfied!  
SILVER PLATING SERVICE, BRIDGEPORT, CONN.

he'd end up looking like this!



# C STRIP CHARACTERS ED THOSE LITTLE ADS

Picture the results if NANCY . . .



If Nancy's friend, SLUGGO . . .



Obviously, if ALLEY OOP . . .



were to patronize this advertiser . . .

## KINKY HAIR?

Do you look like you're growing a Persian Lamb coat on your scalp? Does your comb look like it should answer the previous ad? When there's pots and pans to scour, do they grab your head?



STRAIGHTEN KINKY HAIR WITH  
**B. S. PULLET'S**  
CHICKEN FAT COMPOUND  
Write for a reeking sample today!  
PULLET'S HAIR INSTITUTE,  
KNOTSVILLE, KENTUCKY

she'd end up looking like this.



© COPIED RIGHT 1957

—ERNE BRUSHFILLER—

gave this old ad his business . . .

## Grow Hair!

Now! Amazing new hormone grows hair where it has not grown for years. Stop being mistaken for Yul Brynner! Feel safe in the poolroom again! Go bowling once more! Throw away your head polish!

OUR MOTTO: IF IT GREW THERE ONCE,  
IT'LL GROW THERE AGAIN!  
PAY NO MONEY FOR 30 DAYS

If you're not absolutely convinced that your hair is coming back at the end of thirty days, you had better pay us anyway, because after that we sue!

*Harry Storer*

Cor. Hirsute and Thatch Sts., Hairsburg, Pa.

he'd end up looking like this.



ERNE BRUSHFILLER

was captivated by this sales idea . . .

## Unwanted Hair Removed!

SAFELY—PAINLESSLY—EXPENSIVELY

### TESTED FORMULA

Now, at last you too can end the embarrassment of unsightly hair on face, arms, fingernails, and start the embarrassment of unsightly skin!



### FIRST TREATMENT FREE!

That's how we get you hooked!

Rush hairy postcard (in a hairy) to:

**Harry Racer, Bald Mountain, Va.**

he'd end up looking like this.



CONTINUED ON NEXT PAGE

And think about if HENRY . . .



5-3-2

CARL ANDHISSEN

Consider if THE PHANTOM . . .



Imagine if DAGWOOD BUMSTEAD . . .



54-HO OR FIGHT

And finally suppose POPEYE . . .



2-2-4

were to get results from this ad . . .

## IMPROVE YOUR VOICE!

You can improve the power of your speaking voice . . . Success and popularity are waiting. Find out today! Now! Strengthen your voice. Earn more . . . be popular . . . succeed . . . Look what Hitler did with a little yelling!

TALK YOUR WAY OUT OF TROUBLE AND INTO SUCCESS!

WRITE FOR FREE BOOKLET

"THE POWER OF POSITIVE SPEAKING"

The book says nothing, but then we got your name!

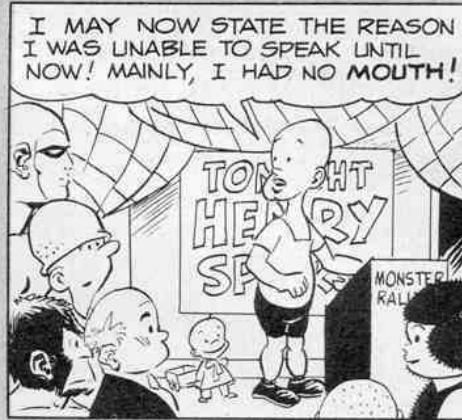
POWER THROUGH SPEECH

Box ARRHH, Bellows Falls, ARK.



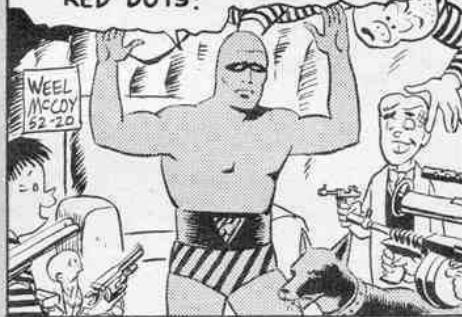
he'd probably end up like this.

I MAY NOW STATE THE REASON I WAS UNABLE TO SPEAK UNTIL NOW! MAINLY, I HAD NO MOUTH!



he'd end up looking like this.

IF THIS WERE IN COLOR, YOU'D SEE THAT MY SKIN IS NOW NORMAL... MADE UP OF ONLY THEM LITTLE RED DOTS!



answered this provocative ad . . .

## Why Suffer From

# Psoriasis

(Whatever the heck that is!)

Is your skin crusty, scaly, scabby? Do you have lesions, rashes, sores? Did you ever try taking a bath? If nothing has helped you, then you owe it to yourself to try SKUNKOIL. New formula guarantees results. Does not rot clothes or bed linen. It rots skin. 24 years of successful results. Our cemetery is full of customers who finally found relief. Send sample of skin for free diagnosis. We'll get our scratch eventually. Write now, without delay to:

SKUNKOIL LABORATORIES, SHINGLESITCH, WASH.

fell for this corny old pitch . . .

## "BUNK!" says

Charles Fatless

"I TURNED A 97 POUND WEAKLING INTO A 197 POUND WEAKLING IN SEVEN YEARS, NOT DAYS!"

When you're out with your girl, do her muscles embarrass you? Send for my "Neurotic Tension" Weight-Lifting Course, which includes the equipment. Then, next time that bully kicks sand on you at the beach, you can throw a bar-bell right back at him. Act today, write . . .

CHARLES FATLESS  
Neurotic Tension Weight-Lifting Course  
SNATCHES, TENNESSEE

he'd end up looking like this.

NOW I'M TOO MUSCLE-BOUND TO HANDLE BLONDIE!



went vain and answered this pitch . . .



Sleep with "Selma's Corrective Chin Strap" for just seven days, and get amazing results. You'll lose inches of chin, and hours of rest. That ugly hanging flap will disappear from under your jaw! It'll move to under your eyes! Send for Free Trial Offer. Your money and chin back if you are not fully satisfied. Write now, to SELMA, SAG HARBOR, MASS.

he'd end up looking like this!

NOW, I KIN TALK OUTTA THE FRONT OF ME NECK!

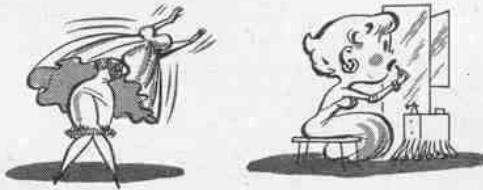
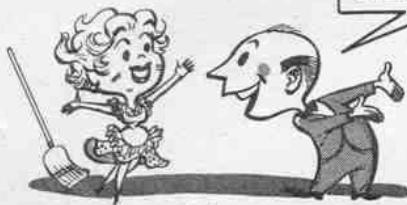


## HOW NOW CHARRED COW DEPT.

THESE DAYS, WHEN  
POP TELLS MOM...

I'm taking  
you out for  
dinner, dear!

HE DOESN'T MEAN OUT TO A FANCY RESTAURANT!  
HE MEANS HE'S TAKING HER **OUTSIDE**, TO THE ...



# BACKYARD BARBECUE



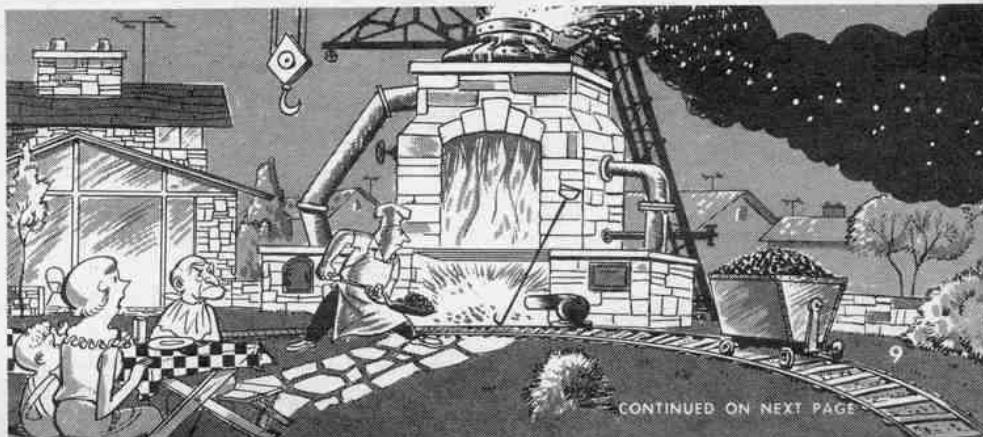
Barbecues come in assorted sizes and shapes. Simplest of these is the bowl-type, or brazier, with a grid top, mounted on tripod legs. This type is perfect for families with very limited backyard space.



CONTINUITY AND PICTURES BY DAVID BERG



Then there is the portable type of barbecue, mounted on wheels. This type affords convenience and mobility to the barbecue chef, and also comes in handy for chasing and pinning any guest who seems reluctant.

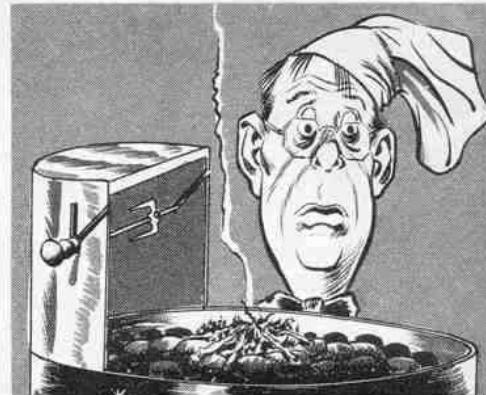


And then there's the super-type of barbecue, which is actually a converted blast-furnace. This explains why most outdoor chefs turn out hamburgers that are heavy as lead.

\*\* "Home On The Range" - Betty Crocker

CONTINUED ON NEXT PAGE

## STARTING FIRE



The inexperienced chef lights his barbecue fire the hard way. First, he laboriously covers his charcoal with bits

of paper and twigs, and then he touches his match to it. The fire fizzles out before charcoal-broiling can begin. ►

## TESTING WIND DIRECTION



Always test the wind direction before you start the fire. Smoke may blow into house, forcing you to move barbecue.

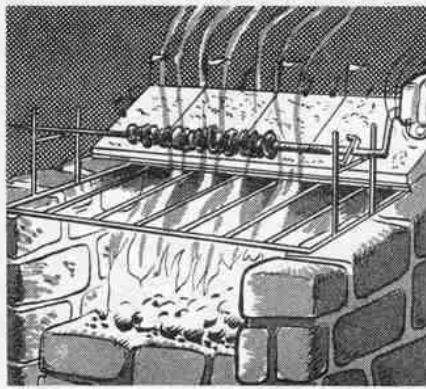
Disadvantage of brick barbecue is now obvious. Smoke may blow into neighbor's house, forcing you to move family.

## MAKING SHESHKABOB

This popular barbecue recipe is made by alternately impaling choice pieces of meat and vegetables on a long spit,

then revolving slowly over the coals. This is what is known as "done to a turn". The true outdoor chef, however,

uses genuine cavalry sword instead of spit. That way, if anybody refuses to eat the mess, he can run him through.

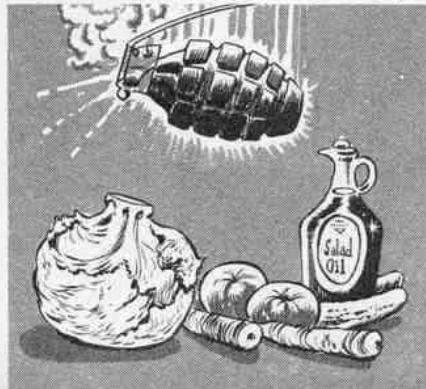
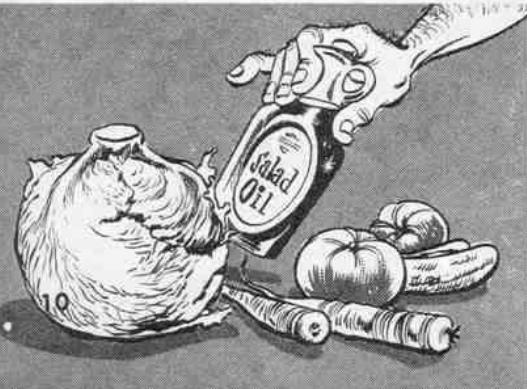


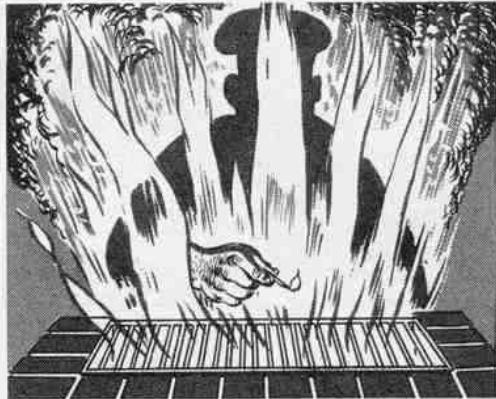
## TOSSING SALAD

Place lettuce, tomatoes, raw carrots, cucumbers and salad oil in neat pile.

For that extra kick, add a pineapple.

Barbecue salad will be nicely tossed.

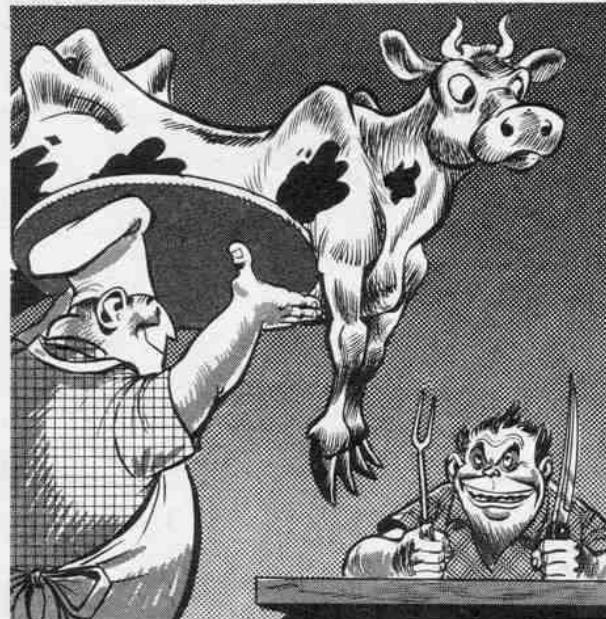




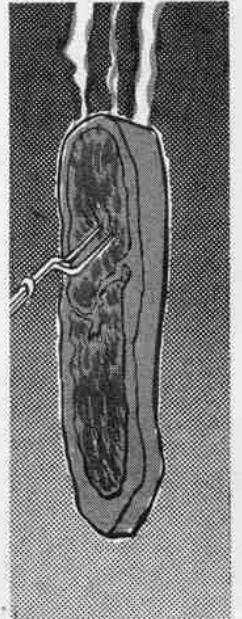
The connoisseur of backyard barbecues lights his fire the easy way. First, he douses his charcoal with a specially-

made inflammable fluid, and then touches his match to it. The charcoal-broiled-meat aroma can be smelled for miles.

### BROILING STEAK



Steaks should be broiled to individual tastes. Some people like them rare . . .



Some people like them medium rare.



Some people like them well - done.



But most people will get them burned to a crisp!

\*\*\*"Everything I Have Is Yours" — Joe Louis

### FUTURE OUTDOOR LIVING

Backyard barbecues have become so popular, architects who design our future homes are planning to eliminate kitchens altogether. In fact, the more extreme elements among them

are predicting a return to the primitive cave-like dwelling. They figure, if people are going to insist upon eating like cave men, then they might as well live like them.



David Berg



TELL-TALE STAIN DEPT.

# MAD BEATS

Thanks to diligent application of scientific principles by members of the garment industry, no one has to worry about keeping cool this summer. Nosirree! The stores are full of new clothes and accessories that make hot weather



Old uncomfortable hot heavy watchband of leather or metal is replaced by an ingenious miracle fibre called "string".



Feather on old-style hat weighed heavy twenty-three grams. Feather on new-style summer hat weighs only twelve grams.

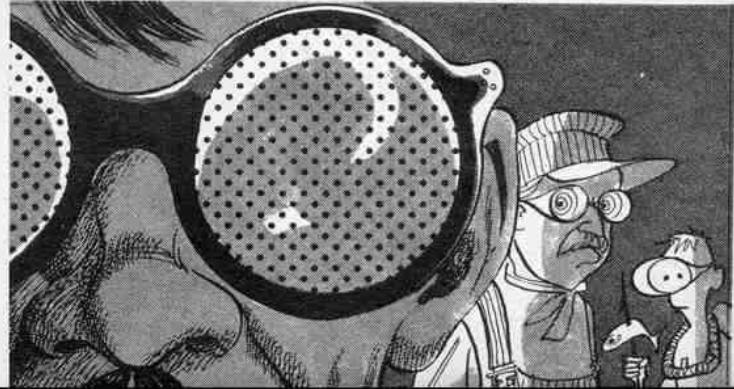


Old summer handkerchief was made of heavy oppressive cotton. New-style handkerchief is ultra-light Kleenex tissue.

Old loose-knit wool tie was hot. New tie is live Arctic eel, which cools neck and also makes a dandy Windsor knot.



Lenses of glasses no longer made of conventional stifling hot glass. New-style lenses have millions of microscopic air holes per square inch to let in breeze, refresh eyes.



# THE HEAT

a pleasure. This article is a compilation of some of the more ingenious developments in summer wear, designed to keep you cool. After you read it, you will agree with us that the best way to beat the heat is . . . move to Alaska!

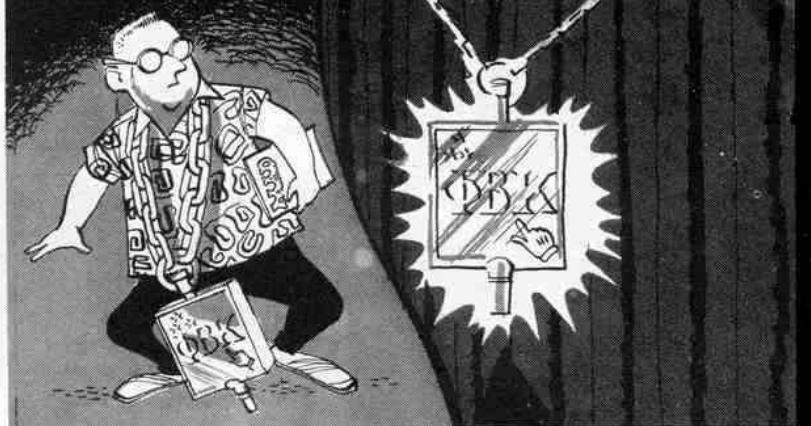
PICTURES BY BOB CLARKE



New-style summer hat comes equipped with attached sideburns which allows a man to give the appearance of having hair. Actually, his head has been shaved for extra comfort.



\*\*"The Things We Did Last Summer" - The Brooklyn Dodgers



Phi Beta Kappa key is made of light, cool, heat-reflecting aluminum instead of heavy oppressive heat-absorbing gold.

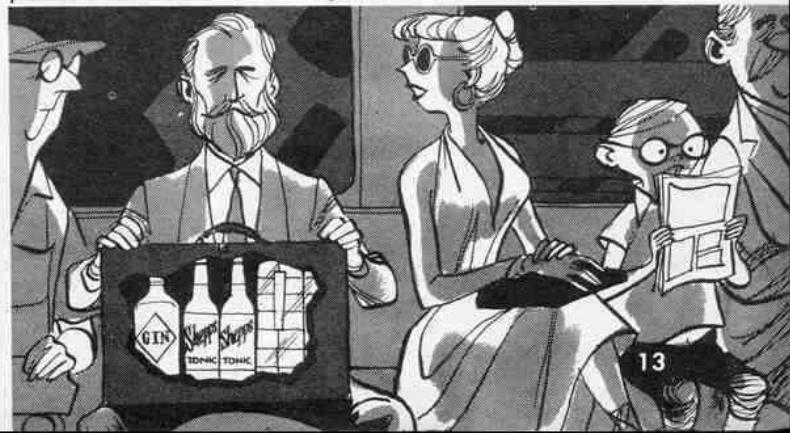


Close-up of material of new-style summer jacket reveals that threads are tiny interwoven refrigerator ice-coils.



Bermuda socks worn with usual shorts are actually painted on in cool plaids, replacing old-style hot wool variety.

Cut-away shot of briefcase shows that it really contains portable bar stocked with gin, tonic, and plenty of ice. END





TOM LEHRER

## TOM LEHRER DEPT.

Almost every day during the hunting season, you read at least one item in the newspapers concerning some one who has shot someone else, apparently under the impression that the latter was a deer with a red hat (or perhaps a large pink, casually-dressed squirrel). The resultant increase in the death rate among clean-living intrepid sportsmen, when combined with a corresponding decrease in the death rate among depraved, cowardly deer, marks, it seems to me, an encouraging new trend in a grand old sport, and deserves a new-type hunting song. The following is at least an attempt in the right direction.

—Tom Lehrer

I always will remember,

Twas a year ago November,

I went out to hunt some deer

On a morning bright and clear.



I was in no mood to trifle.  
I took down my trusty rifle

And went out to stalk my prey.  
What a haul I made that day!

I tied them to my fender  
And I drove them home somehow:

Two game wardens, seven hunters,  
And a cow!



PICTURES BY GEORGE WOODBRIDGE

People ask me how I do it  
And I say, "There's nothing to it!"

"You just stand there looking cute,  
And when something moves, you shoot!"



# THE HUNTING SONG

I went and shot the maximum

The game laws would allow:

Two game wardens . . .

Seven hunters . . .

And a cow!



The law was very firm, it  
Took away my permit.

The worst punishment  
I ever endured.

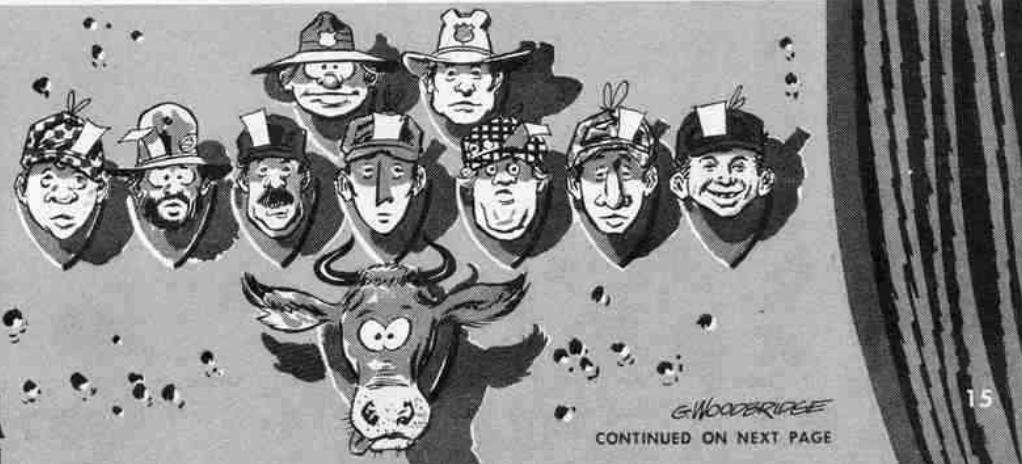
It turned out there was a reason:  
Cows were out of season,

And one of the hunters  
Wasn't insured!



And there's ten stuffed heads  
In my trophy room right now:

Two game wardens, seven hunters, And a pure-bred Guernsey cow!



# THE HUNTING SONG

Words and Music by  
Tom Lehrer \*\*

Brightly F C7  
I al-ways will re-mem-ber, 'Twas a year a-go No-vem-ber, I went  
F Gm6 D7 G7 C7  
out to hunt some deer On a morn-ing bright and clear.  
F F7 Bb Bbm  
went and shot the max-i-mum the game laws would al-low, Two game  
ward-en-s, sev-en hunt-ers, and a cow.  
F C7 F  
I was in no mood to  
tri-fle, I took down my trust-y ri-fle And went out to stalk my  
D7 G7 C7 F7  
prey. What a haul I made that day! I tied them to my fend-er and I  
Bb Bbm F C7 F  
drove them home some-how, Two game ward-en-s, sev-en hunt-ers,  
and a pure bred Guern-sey cow.

E7 Am E7  
The law was ver-y firm, it Took a-way my per-mit, The  
worst pun-ish-ment I ev-er en-dured. It turned  
Am E7  
out there was a tea-son, Cows were out of sea-son, And  
Am C7 C7+ F  
one of the hunt-ers was a-n't in-sured. Peo-ple ask me how I  
C7 F Cm6  
do it, And I say "There's noth-ing to it, You just stand there look-ing  
D7 G7 C7 F E7  
cure, And when some-thing moves you shoot!" And there's ten stuffed heads in my  
Bb Bbm F  
tro-phy room right now, Two game ward-en-s, sev-en hunt-ers,  
C7  
and a pure bred Guern-sey cow.

\*\*"The Tom Lehrer Song Book", copyright 1952, 1953, 1954 by Tom Lehrer, published by Crown Publishers, Inc. 419 Fourth Avenue, New York 16, N. Y.

\*\*\*Songs by Tom Lehrer" LP record, available at most record shops or by mail from Tom Lehrer, Post Office Box 121, Cambridge 38, Massachusetts.

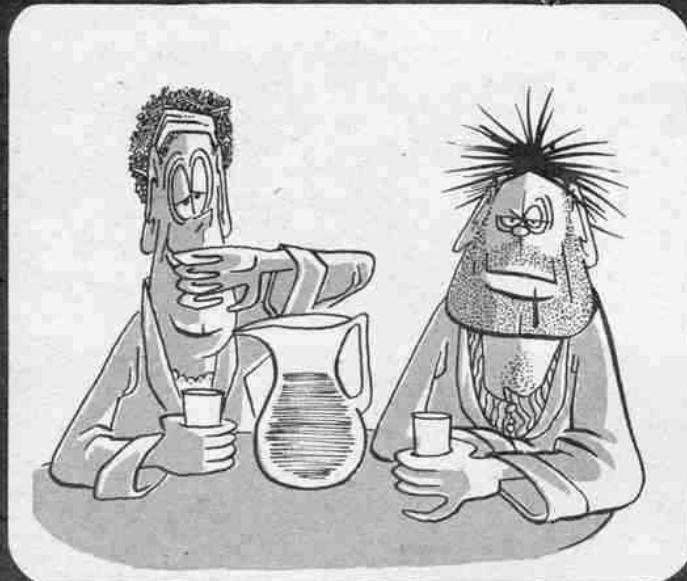
## SOFT-SELL ADVERTISING DEPT.



Steel yourselves, gang!  
Commercial time again!  
Back to MAD in a moment.  
First, this announcement  
in the format of what we  
predict will be the end-  
result if this trend to-  
ward humorous soft-sell  
advertising continues.  
So here's this issue's . . .

### FUTURE TV AD

Try some of this "New Process Orange Juice" I bought  
from Mr. Hazlett, the nervous little grocer at the  
corner. It's his own brand, and he says it's just  
the thing to brighten up your day.



CONTINUED ON NEXT PAGE



STORY BOARD BY DON MARTIN

\*\*\*"You Go To My Head" -Frank Costello



CLYDE RANCID

## DOUBLE EXPOSURE DEPT.

Recently, we interviewed that well-known movie star, Clyde Rancid, who has been the heart-throb of American women for years. Clyde revealed his life story exclusively to MAD for the first time, with a series of photos he supplied us. Unfortunately (for Clyde), we later ran across his ex-wife, who was kind enough to supply us with the original negatives to these photos. When we printed them, we discovered that the second set of photos gave a more complete picture and showed a very different side to Clyde. They particularly showed that Clyde really knows...



CLYDE'S EX-WIFE

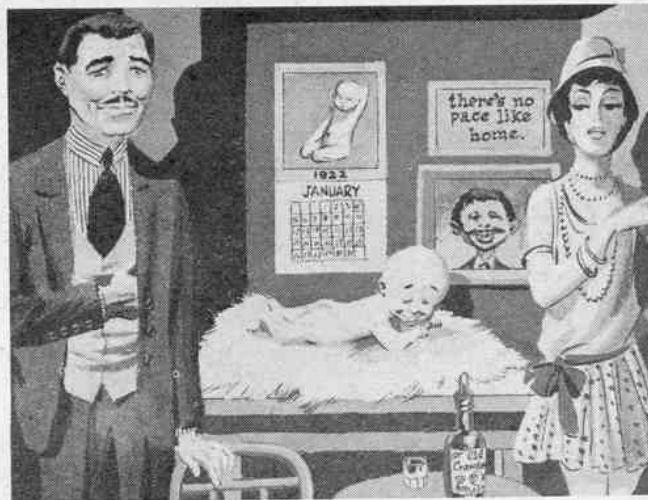
# HOW TO CROP A PHOTO

### CLYDE RANCID'S PHOTO STORY WITH HIS OWN COMMENTS



"I've been a star for so long, many people can't believe that I am only thirty-five. But it's true! This baby picture of me with that calendar on the wall proves my age."

### CLYDE'S EX-WIFE'S PHOTO STORY WITH HER OWN COMMENTS



"Clyde is in this baby picture, all right, but he's the full-grown man on the left. The baby is Clyde's own son, who is thirty-five this week. That makes Clyde fifty-six."

PICTURES BY WALLACE WOOD



"By the time I was sixteen, I had a job and was helping my Mom and Dad by contributing my salary to help run the house. Here I am turning over my weekly paycheck to Dad."



"Clyde's telling the truth about turning over money. But it's not his. He'd cleaned out his old man's wallet. The cops nabbed him leaving town and made him give it back."

CONTINUED ON NEXT PAGE



"I wanted to improve myself, so I worked my way through college. Here I am studying by candlelight, since I was too poor to afford the luxury of burning electric lights."



"Clyde did work his way through college, but not as a student. He had a racket. He'd break into the Dean's office the night before exams, copy the questions, and sell them."



"I am proud that I was privileged to serve my country in the Army during World War II. Here I am doing important work, instructing recruits in the valuable art of Judo."



"Judo, my foot! As you can see, the only close-combat he ever had was outside those Army camps, in cheap bars. The Army couldn't wait to give him a Dishonorable Discharge."



"One reason I have done so well in Hollywood is because I have never been afraid to tackle a part, no matter how dangerous it might be. Here I am diving off a high cliff."



"Clyde is afraid of his own shadow! He asks for a stunt man if he has to climb stairs. The only dangerous thing he did in Hollywood was to forget Louella Parson's birthday."



"I met my ex-wife in a cute way. She was standing outside the studio and asked me to sign her autograph book. I immediately asked her for a date, and soon we were married."



"I was a good husband to my ex-wife, and took her on many trips. Here we are at Grand Canyon. But she just couldn't stand the strain of being a star's wife, and so we parted."



"And now, after a hard day at the studio, I sit alone on the veranda of my beach house in the twilight, recalling my past, and contemplating all the sublime things in life."



"The truth is, I worked for a loan company. Clyde is really signing a paper so he can borrow money to pay gambling debts. I married the slob because I felt so sorry for him."



"Actually, this photo was taken at a travel bureau where I caught him as he was about to leave the country with all my savings and jewelry. That's really why I divorced him."



"What a laugh! Clyde Rancid couldn't sit alone on the veranda of his beach house and contemplate sublime things if his life depended on it! He'll always be the same...a bum!"

## **TWINKLE TWINKLE DEPT.**

\*\*\*"Orange Colored Sky"—Lewis Strauss

We recently were thumbing through a dusty astronomy book. After we'd put it down, we discovered we knew two things: 1. Astronomy is very dull! And 2. Our thumbs were dusty! Nowadays, nobody cares about astronomy, and we know why.

It's because nobody's brought the sky up to date. So we've decided to modernize the whole shebang. On these two pages you'll see some redesigned ancient constellations. On the next two pages, you'll see the whole sickening panorama of

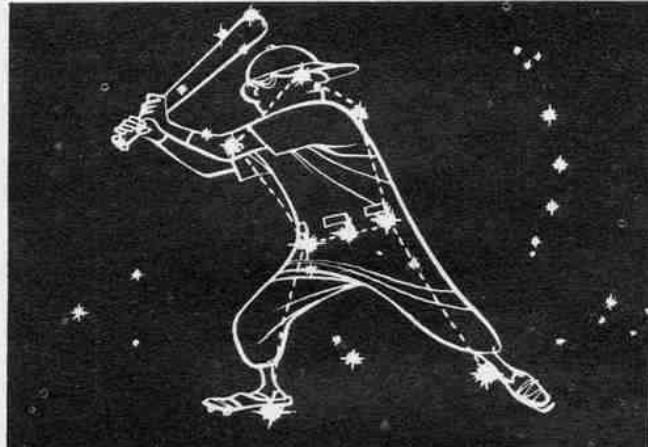
# **MAD'S UP-TO-DATE SKY**

### **ANCIENT CONSTELLATION**



**ORION** The Hunter

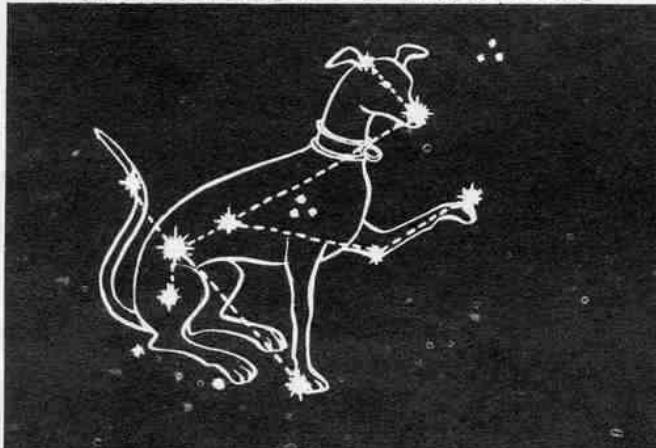
### **UP-TO-DATE CONSTELLATION**



**MANTLE** The Slugger

PICTURES BY BOB CLARKE

### **CANIS MAJOR** The Great Dog



**CASSIOPEIA** The Lady In The Chair

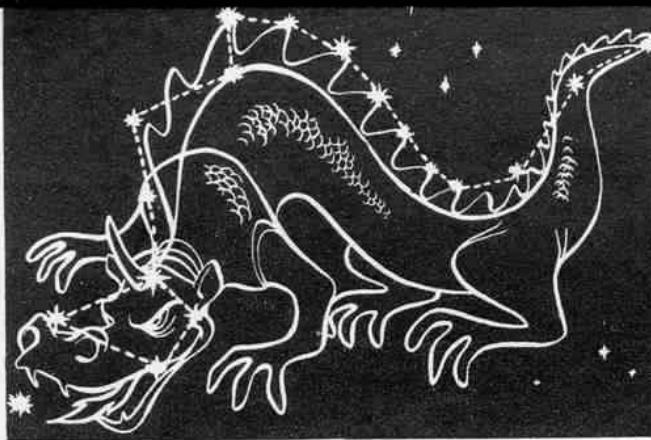


### **CANIS VICTOR** The RCA Dog

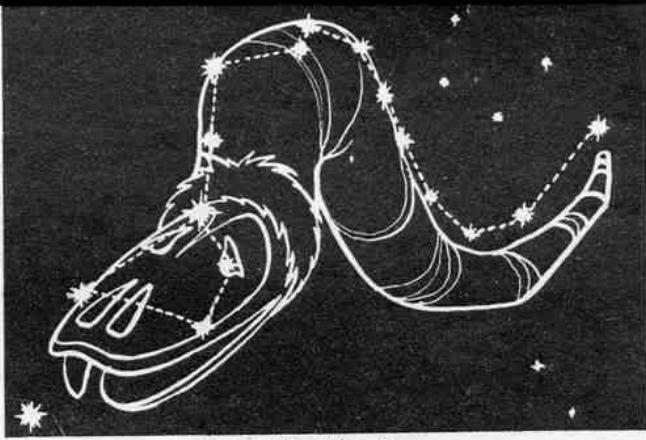


**MISS AMERICA** The Gal On The Throne

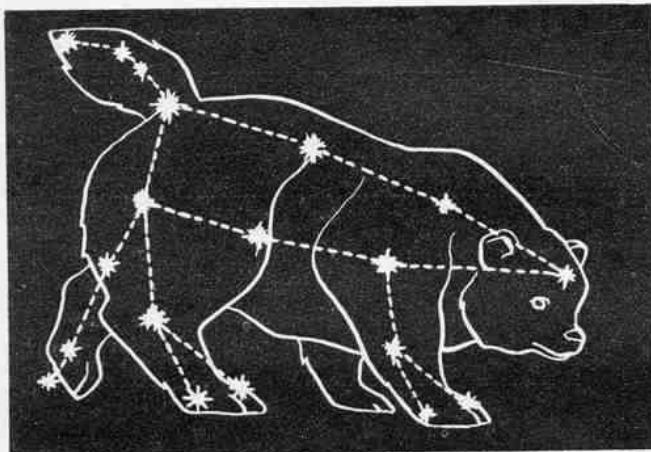




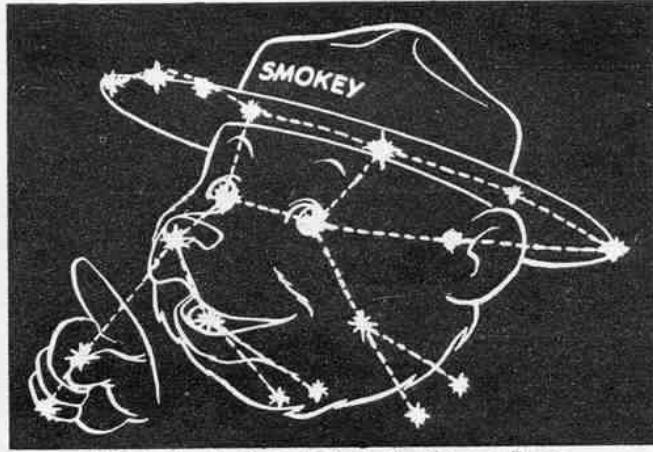
**D R A C O** The Dragon



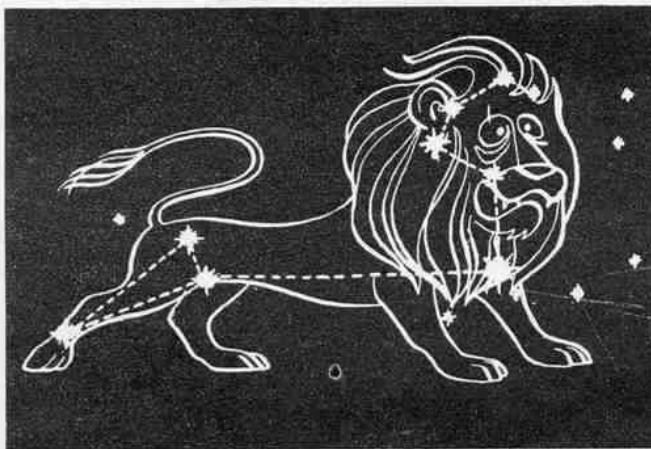
**OLLIE** The Dragon



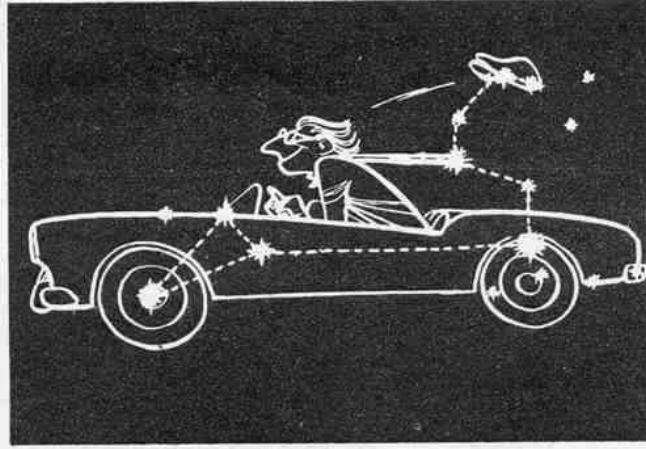
**URSA MAJOR** The Great Bear



**URSA SMOKEY** The Great Bear



**L E O** The Lion



**S P O R T Y** The Speeder



**C Y G N U S** The Swan



**C O N S T E L L A T I O N** The Constellation

COCA-COLA  
The Refreshment

SAUD  
The Sheik

OILY  
The Gusher

FAROUK  
The Wolf

WYATT  
The Earp

OSCAR  
The Statue

ELsie  
The Cow

ABNER  
The Hillbilly

DULLES  
The Traveller

KUKLA  
The Clown

CONSTELLATION  
The Constellation

OLLIE  
The Dragon

VIDEOUS  
The Television

POTRZEBIE  
The Pole Star

ALFRED  
The Whatmeworry

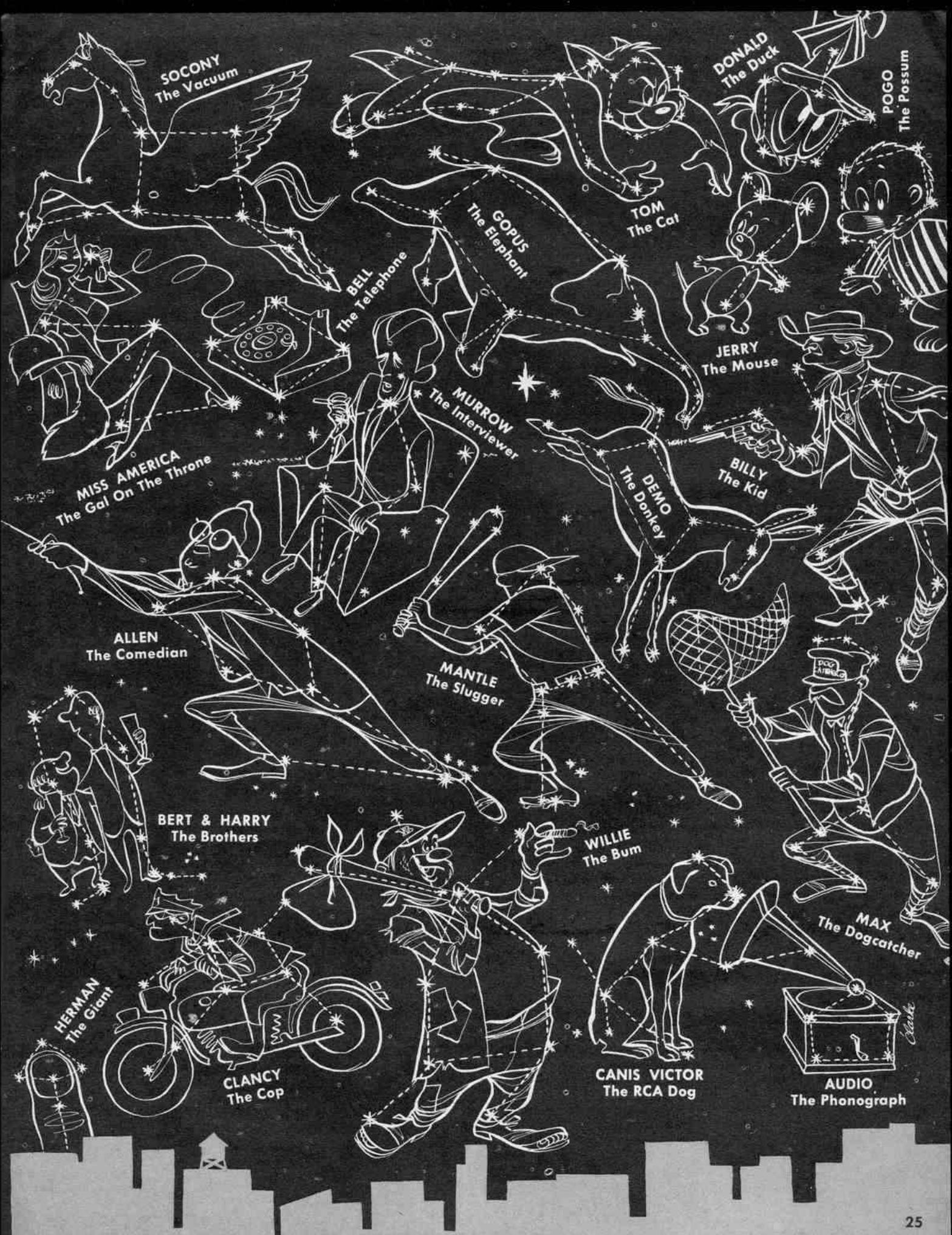
SMOKEY

SMOKEY  
The Great Bear

WILLIE  
The Penguin

MOON  
The Moon

SPORTY  
The Speeder



**KEEP YOUR EYES ON YOUR OWN PAPER DEPT.**

According to all the publicity we've been seeing lately, more students will enroll in colleges and universities this fall than ever before in history, and in an effort to weed out those clods unsuited for higher learning, the entrance exams will be made more difficult. Now all this may be merely an insidious campaign on the part of institutions, cleverly calculated to start a "go-to-college" bandwagon rolling, which will fill Bursars' cash drawers. But just

in case it isn't, we're printing a sample test for MAD readers who plan to go to college. For MAD readers who are already *in* college, this test will convince you you don't belong there! For MAD readers who *don't* plan to go to college, this test will convince you you ain't missing a thing! Study questions carefully, then write answer as directed. When you finish, you'll find yourself better prepared to enter that institution. That mental institution.

**UNDERLINE THE PHRASE THAT CORRECTLY  
COMPLETES THE FOLLOWING STATEMENTS:**

1. The Panic of 1837 started because (A) a girl walked down Wall Street in a tight skirt (B) Macy's announced a sale on ladies' handbags (C) they found out it was really 1838.
2. Nero burned Rome because (A) he wanted to set the world on fire (B) they wouldn't let him play his violin at a super-market opening. (C) he liked to see his picture in the papers.
3. In the circulatory system, the aorta carries the blood from the heart because (A) it seems like the thing to do (B) it says so in a Dr. Kildare picture (C) why not?
4. The War of 1812 started because (A) somebody called somebody a slob (B) it was an election year (D) Cecil B. De Mille thought it would be a good idea for a picture.
5. George Washington chopped down the cherry tree because (A) it blocked his view of the window across the way (B) it attracted the neighborhood dogs (C) he didn't know how else to get it down.

MATCH UP PERSONS WITH THE DEEDS ATTRIBUTED TO THEM  
BY INSERTING CORRESPONDING NUMBER IN SPACE PROVIDED.

1. Slugged a headwaiter in El Morocco	— Thelonius Monk
2. Posed for nude pictures	— Marjorie Main
3. Writes mash notes to Veronica Lake	— Cisco Kid
4. Has B.O.	— Bronco Nagurski
5. Once tickled Madame Chiang Kai Shek	— Sabu
6. Handles "hot" jewelry	— Bonita Granville's Mother
7. Wrote this article	— Nick the Gyp
8. Voted for Alf Landon	— Albert B. Feldstein
9. Doesn't wear underwear	— Maria Ouspenskaya
10. Operates a speakeasy in the Bronx	— Primo Carnera

ASSOCIATION TEST: WRITE DOWN THE FIRST THING THAT COMES TO YOUR MIND WHEN YOU THINK OF THE FOLLOWING:

1. Money
2. Marilyn Monroe
3. Hot skim milk
4. Money
5. Sex

**FILL IN THE MISSING BLANKS TO CORRECTLY  
COMPLETE THE FOLLOWING TEN SENTENCES:**

IDENTIFY THESE FIVE GEOMETRIC SHAPES BY UNDER-LINING THE CORRECT DESCRIPTION GIVEN AT RIGHT:

1		(A) a square (B) Yul Brynner's head as seen from an airplane (C) I don't know
2		(A) a Cataclymatron (B) a photograph of Mario Lanza taken at his recent opening (C) Guy Lombardo as seen by a cool cat.
3		(A) a Whatchamacallit (B) a bad drawing of a circle (C) the back of a Burma-Shave sign.
4		(A) a brick wall (B) an outline of the state of Idaho (C) we can't figure it out either, but our publisher insisted on us inserting it here!
5		(A) a squashed blintz (B) a female octopus (C) the pancreas of a Malayan jungle lemur

THE FOLLOWING ARE FIVE PROBLEMS IN MATHEMATICS.  
INSERT YOUR ANSWERS ON APPROPRIATE LINE AT RIGHT:  
*(Use this space for computations)*

1. If you only had 96 marbles and needed 100 marbles, how far off your marbles would you be?
2. A tank holds 150 gallons of gasoline. The first day, Tom took 3 gallons of gasoline away. The second day, Tom took 12 gallons of gasoline away. How long will it be before they take Tom away?
3. A takes 8 hours to pick 12 bushels of apples. B takes 14 hours to pick 20 bushels of apples. C takes 16 hours to pick 30 bushels of apples. How many bushels would we have if human beings were out doing the picking?
4. John has \$10.00. He gives Mary \$2.00. How much more will he have to give her before she goes out with him?
5. A man takes 4 hours to write 3,000 words by hand. How long would it take him if he used a pencil?

ON THE LEFT ARE FAMOUS SAYINGS. MATCH UP THE PERSON RESPONSIBLE BY NUMBERING THE LINE AT THE RIGHT:

1. "Gee, Dad! A Flexible Flyer!"	— "Pretty Boy" Floyd
2. "Relax, Baby, you're tense!"	— Your Esso Dealer
3. "Leggo my arm!"	— Molly Picon
4. "At 4 A M ? ! ! !"	— The Piltdown Man
5. Τάδε δέ μοι πάντως, ζήη, Κροῖσσε	— Fritz Ostermueller
6. "Fresh!"	— John's Other Wife
7. "Sooo! It's been Max all along!"	— Melvin Cowznofski
8. "Who's on First?"	— Gargantua
9. "Eccchhh!"	— Harpo Marx
10. "Has anyone seen my umbrella?"	— Tugboat Annie

# MAD'S COLLEGE ENTRANCE EXAM

## TRUE OR FALSE (CHECK APPROPRIATE SPACE):

1. The Taft-Hartley Act recently played the Palace. TRUE FALSE
2. The Boston Tea Party was an orgy for New England Rock 'n Rollers. TRUE FALSE
3. Benjamin Franklin invented the pretzel. TRUE FALSE
4. Wanda Furd wears a Maidenform while wide awake. TRUE FALSE
5. The Taj Mahal is really a front for a boobie joint. TRUE FALSE
6. A Furshlugginer is a man who shluggins furs. TRUE FALSE
7. MAD is the finest magazine in the world. TRUE TRUE
8. Improper fractions should not be taught to school children. TRUE FALSE
9. Antipasto tastes better than chicken fat. TRUE FALSE
10. LASSIE was once a member of the Communist Party. TRUE FALSE

## WRITE AN ESSAY OF 250,000 WORDS OR MORE ON ANY THREE OF THE FOLLOWING FIVE TOPICS:

(Use margins of this page)

1. Baseball is ruining our children
2. Why I miss my appendix
3. The last time I felt nauseous.
4. Marching thru Georgia.
5. The most disgusting day of my life.

## READ THE FOLLOWING TWO SENTENCES (A&B) CAREFULLY THEN ANSWER THE FIVE QUESTIONS THAT FOLLOW EACH:

A. "Low thyroxin causes the rate of oxidation to produce an exophthalmic goiter effecting an oversecretion of tethelin in pituitary anterior lobes manifesting acromegaly while the connected ganglia comprising the autonomic nervous system controlling glandular secretion may accelerate the contractions of the circular muscles of the digestive tract and in all probability produce xerophthalmia".

(From a short poem by Nick Kenny)

1. Wha-a?
2. So how come the low thyroxin causes the rate of oxidation to produce an exophthalmic goiter effecting an oversecretion of tethelin in pituitary anterior lobes manifesting acromegaly while the connected ganglia comprising the autonomic nervous system controlling glandular secretion may accelerate the contractions of the circular muscles of the digestive tract and in all probability produce xerophthalmia?
3. Where were you on the night of—OOPS—wrong question—please ignore and go on to number 4.
4. Go back to number 3—it's a funnier question.
5. What does the word "nervous" mean?

B. "John loves Mary; Mary loves Bill; Bill can't stand Mary and has a crush on Jane; Jane can't see Bill and only has eyes for Fred; Fred doesn't go for Jane and is crazy about Louise; Louise thinks Harry is a big shnook and really digs Steve; Steve claims it's only platonic with Louise and thinks Shirley is the most; Shirley hates everybody but she might make a go of it with John if he stopped seeing Mary."

(All names have been changed to protect the innocent)

1. Who is Sol making out with?
2. What does Zelda see in Phil?
3. Do you really feel that Frank should continue seeing Madge?
4. What's this about David and Herman????
5. Should Darryl Zanuck do the picture?

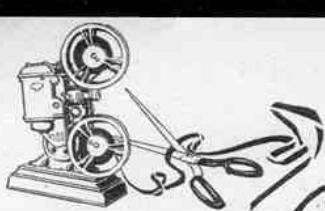
## DEMONSTRATE YOUR KNOWLEDGE OF FOREIGN LANGUAGES BY TRANSLATING THE FOLLOWING QUESTIONS, THEN MATCHING THEM TO THE PROPER ENGLISH ANSWERS

A. ¿Por que cruza el camino un pollo?	1. That was no lady, that was my wife!
B. Pourquoi les pompiers portent-ils des bretelles rouges?	2. What, —Me worry?
C. Wer war die Dame mit der ich Sie gestern Nache gesehen habe?	3. To get to the other side.
D. Veni, vidi, vici!	4. To keep their pants up!

## STATISTICS

On the basis of the 5,879 applicants who were recently given this examination at a leading Midwestern college, the following percentage figures have been compiled by the Editors of MAD, and are now published for the first time.

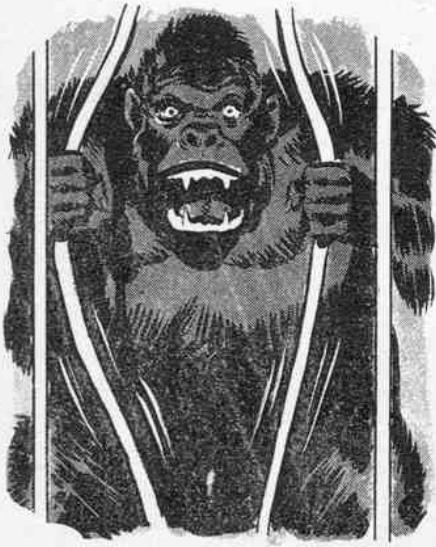
PERCENTAGE	OUTCOME
2%	Passed
39 1/2%	Failed
18%	Were in the wrong room
12%	Fell asleep during True-False Questions
10%	Forgot to bring a pencil
8%	Asked to leave the room and never came back
6%	Didn't know who Veronica Lake was
3%	Made paper airplanes out of the test
2%	Are still working on it
1/2%	Thought it was funny
Total 101%	(Some wise guy handed in two papers)



HOLLYWOOD DEPT.

# Scenes We'd Like to See

The Beast Falls In Love



Joe Orlando

## THE OLD SKIN GAME DEPT.

Since the beginning of time, man has been intrigued by the lines in his hand. What do they mean? And how did they get there? Actually, any intelligent two-year-old knows that the lines are caused by folding the hand, and mean nothing. But since most of our readers aren't two years old, or intelligent, we're printing this article.

Every palm is different, and tells a different story. To the trained eye, the intricate surface of your palm reveals your likes and dislikes, your loves and hates, your accomplishments and goofs, and what you had for breakfast when you wiped off your mouth. So besides teaching you to use a napkin, this vital article will also teach you...

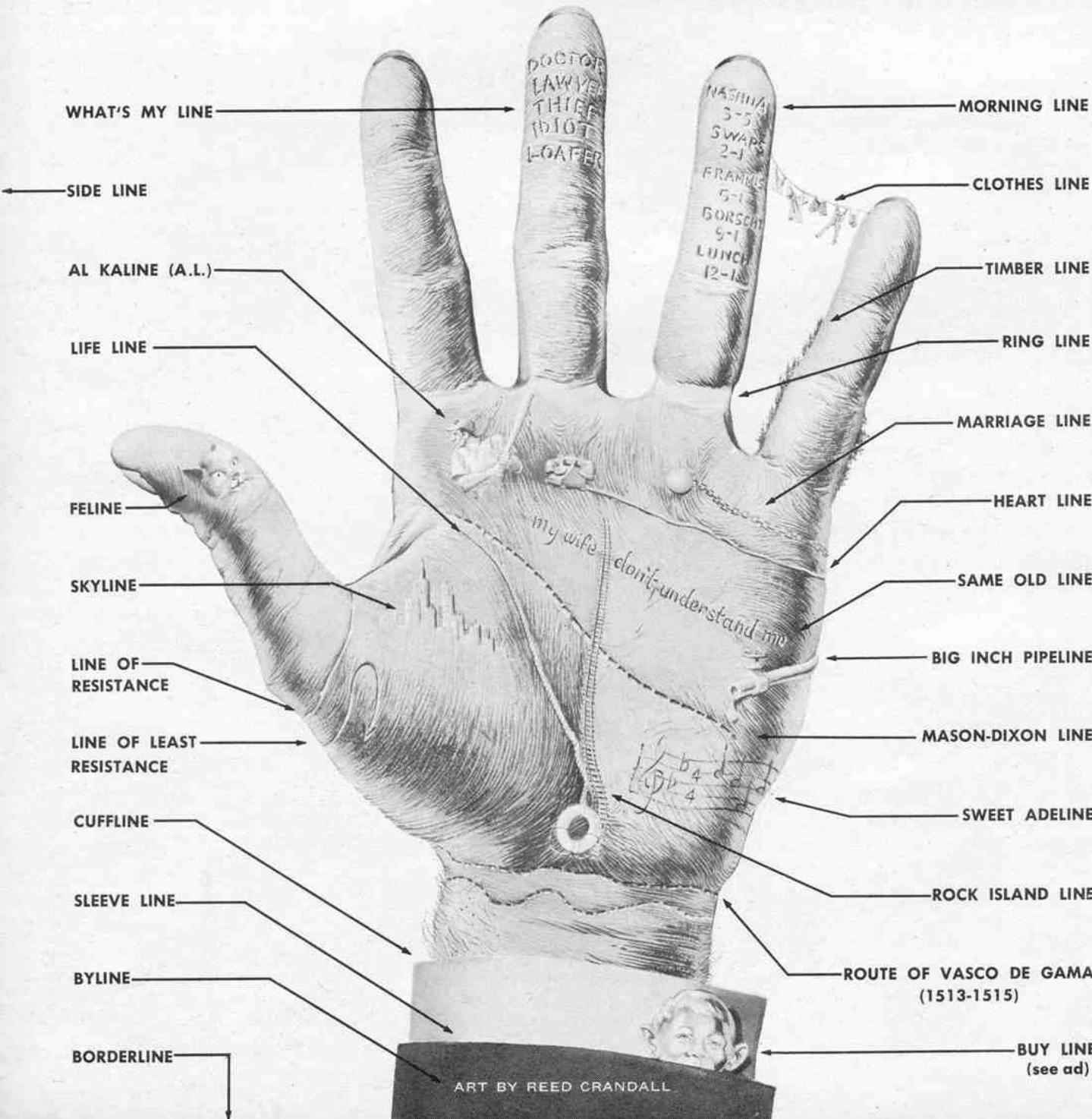
\*\*"How Deep Is The Ocean?"—The Italian Line

# HOW TO READ YOUR PALM

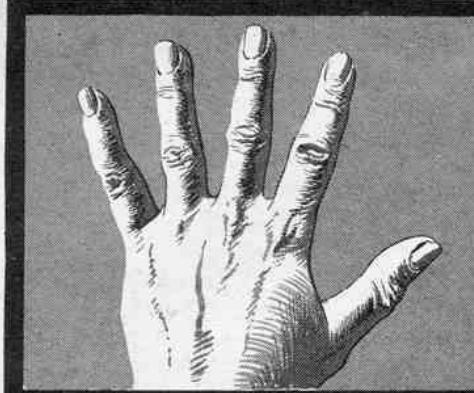
Everybody has the same general lines in his palm, but no two people have the same identical lines. Like with fingerprints, facial characteristics, and annual gross incomes, you can tell a lot about a person from his lines. Here is

a typical palm, showing the typical major lines. Memorize them, then compare them to your own lines, and you'll have taken the first step toward discovering something about yourself. You will have discovered you're a gullible idiot!

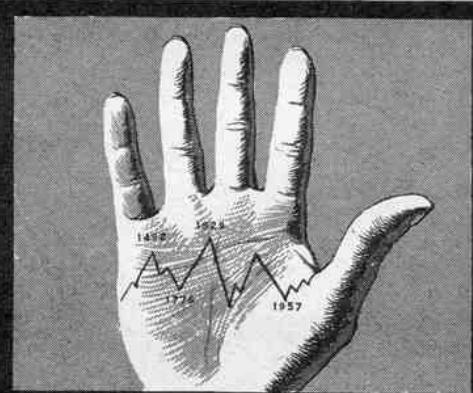
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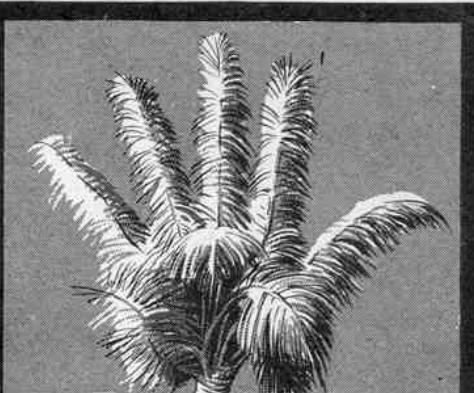
## TYPES OF PALMS



This palm looks different from most, mainly because it isn't a palm at all but the back of a hand.



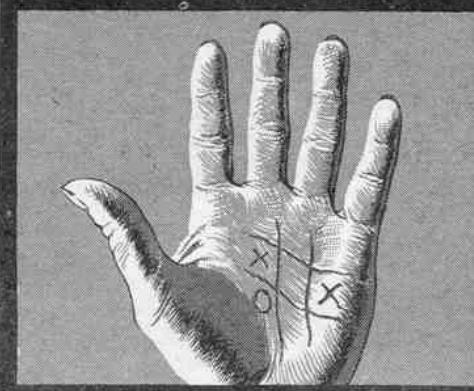
This palm has lines which give important dates in person's life.



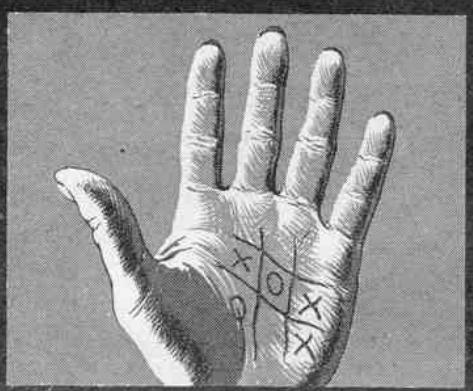
This palm gives best dates of all.

## WHAT DO CRISS-CROSS LINES MEAN?

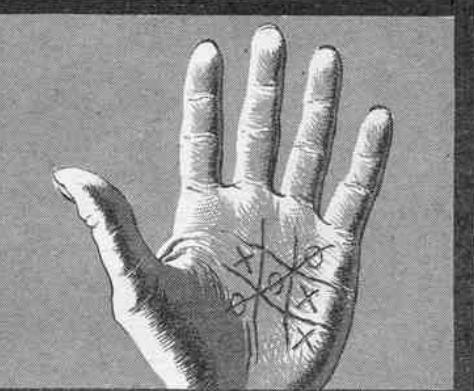
The criss-cross lines in the palm tell how successful a person will be in life. These lines change as the person grows older.



Typical palm at age 21 shows person setting out on the road to love, career and success.



Same palm at age 35 shows person is well along, has done fine so far.



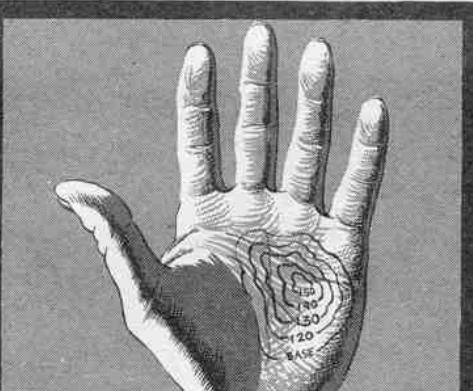
Same palm at age 47 shows person has lost out, is a complete failure.

## WHAT DO WHORLS MEAN?

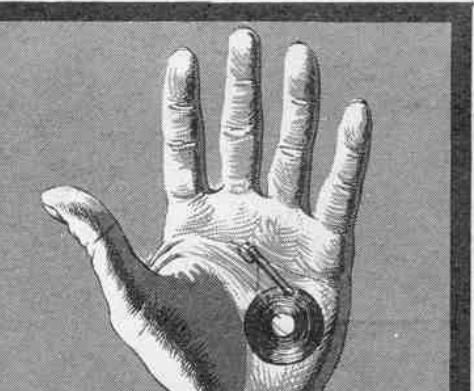
Whorls are circular patterns set up by lines located at the base of the palm. They accurately tell the occupation of a person.



Weatherman's Whorl

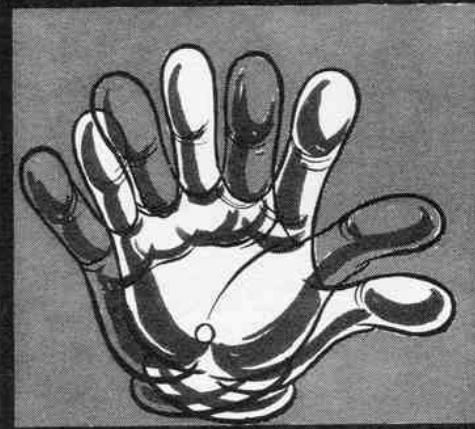


Mountain Climber's Whorl

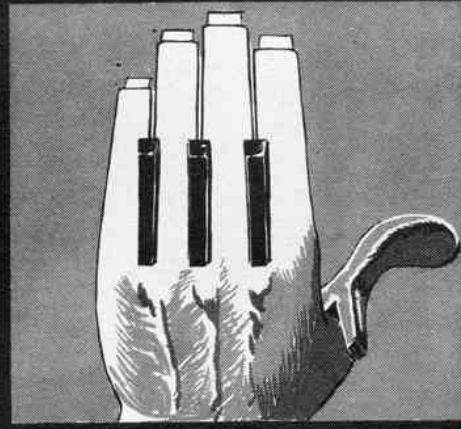


Disc Jockey's Whorl

## WHAT DO SHAPES OF FINGERS AND HAND MEAN?



Hand with three fingers means person is animated, will work for Walt Disney.



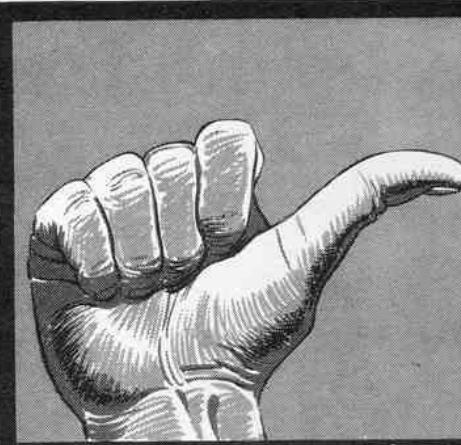
Hand with long, thin fingers means person is artistic, will play piano.



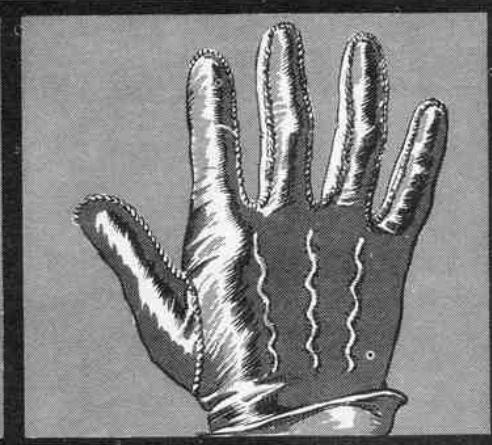
Hand with long, pointing finger means person is Uncle Sam and you'll be drafted!



Hand with fingers in shape of fist means person is aggressive and you better duck!

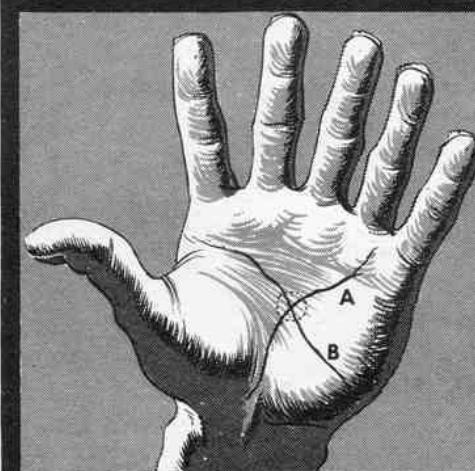


Hand with long curved thumb means person will travel, mostly in someone else's car.



Hand with leathery looking fingers means person is wearing gloves.

## PALMS OF FAMOUS PEOPLE



Palm of Alfred E. Neuman is unusual, has only two lines: lifeline (A), and mentality line (B).



Detail section of Alfred E. Neuman's mentality line.



Palm of J. Fred Muggs is not only unreadable, but actually disgusting.

END

## THERE'S MANY A SLIP TWIXT DEPT.

Science, in its never-ending march of progress, dedicated to improving man's lot on Earth (or blowing the place up in the attempt!), has somehow neglected one of the most important functions of life. Eating! When it comes to the dining room table, we're still in the Middle Ages. Those

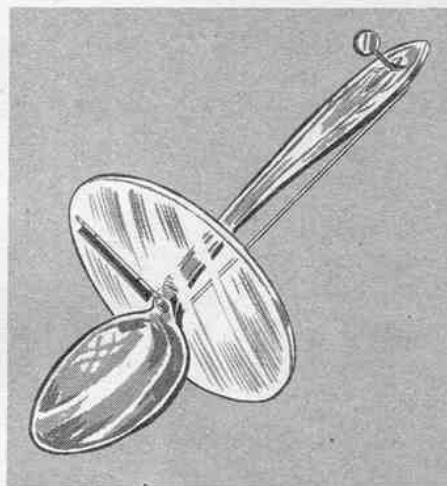
knives, forks, and spoons we use today to spill stuff on our best ties are basically the same as the ones the Romans used to spill stuff on their best togas. Nobody ever bothered to redesign them and bring them up to date. Nobody, that is, until now. Now, we try . . . and fail . . . with

# MAD EATING



While careful grafting and cross-pollinating has eliminated most of the seeds from the popular grapefruit, no one has been able, as yet, to eliminate its squirt. Scenes like one at left can be eliminated once and for all with MAD's

### SQUIRTPROOF SELF-WIPIING GRAPEFRUIT SPOON



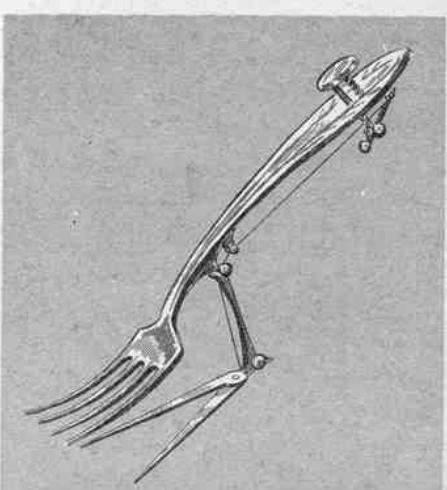
Before the beer foams up and cascades down the sides of the glass all over your hand, one thing to do is blow it off, as fellow in scene at left is doing. But if you're sick of the bartender punching you in the eye, use MAD's

### FOAM-CATCHING BEER GLASS



If you've ever struggled with spaghetti, you know what torture fellow on left is going through. No matter how much you wind and wind, you still end up with strands of the stuff dangling down your chin. So stop buying new ties. Use MAD's

### NO-HANG SPAGHETTI FORK





PICTURES BY JOE ORLANDO

# UTENSILS



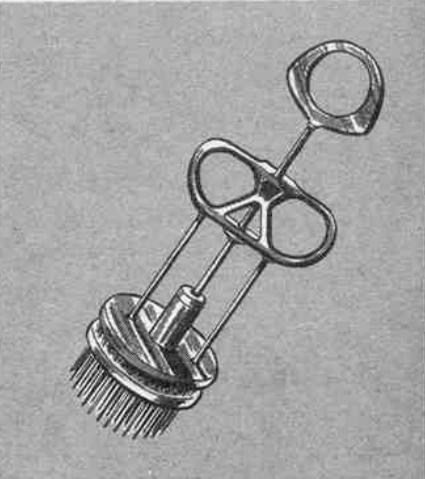
There's nothing quite as frustrating as that last drop of delicious soup or fruit-cup juice you just can't scoop up unless you break every rule of etiquette and tilt the dish. Now you can suck it all up with the straw built into MAD's

### LAST DROP SOUP AND FRUIT CUP SPOON



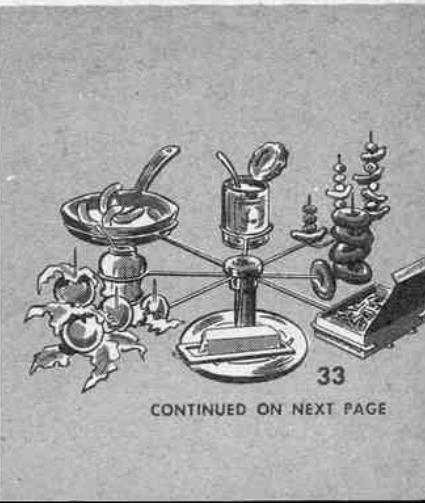
Here's another familiar problem: how do you keep those elusive little devils, carrots and peas, from rolling off your fork and sloshing gravy on your brand new sport shirt like guy on left is doing? The answer is simple: just use MAD's

### CARROTS AND PEAS SPEAKER



If you are like Susan, the lazy housewife on the left, you are sick and tired of that pile of dinner dishes every night. And who can blame you? But have you ever asked yourself if dishes are really necessary when you can use MAD's

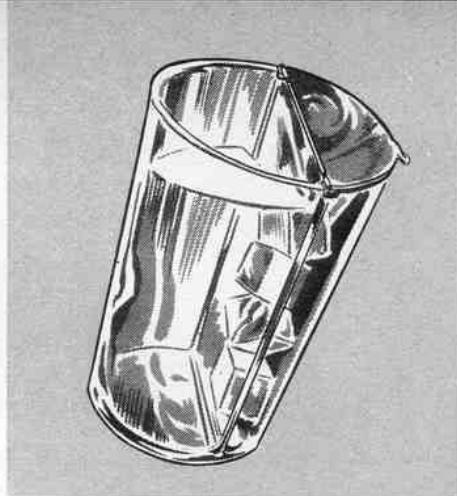
### LAZY-SUSAN DISH-SAVER





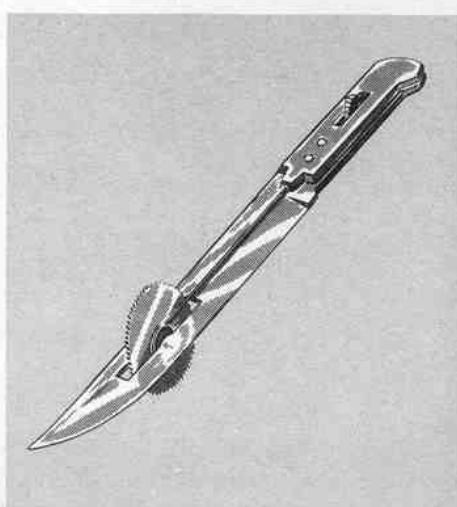
If you're a mixed-drink man, and you've had it as far as choking on all those ice cubes you accidentally swallow, or as far as watered-down highballs are concerned, then you'll hail MAD's

**NO-DILUTING  
ANTI-CHOKE  
DRINK GLASS**



Invariably, when you're invited out to someone's house for dinner, they serve steak. And invariably it's tough. When you try cutting it with an ordinary knife, what happens is pictured at left. Beat this problem by bringing your MAD

**TOUGH MEAT  
BUZZ-SAW KNIFE**



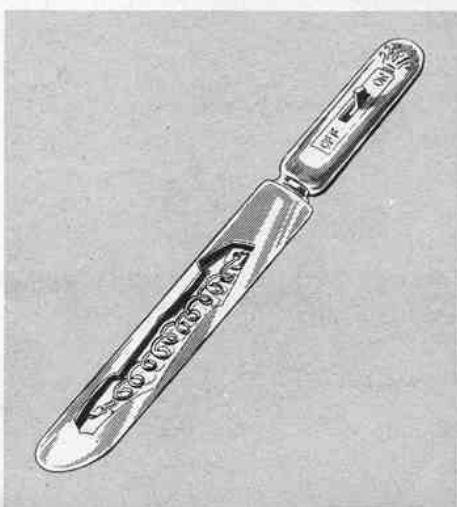
If you're a tea drinker, or you switched recently because you like Arthur Godfrey (there are such people!), then you know how, when you wring out the teabag so it won't drip on the tablecloth, it drips on the fingers. Well, not with MAD's

**TEA BAG  
SQUEEZER**



Take a nice fresh slice of white bread, and try buttering it with cold hard butter. You know what happens. The same thing that's happening to the guy on the left. Total destruction. But it won't happen if you use MAD's self-heated

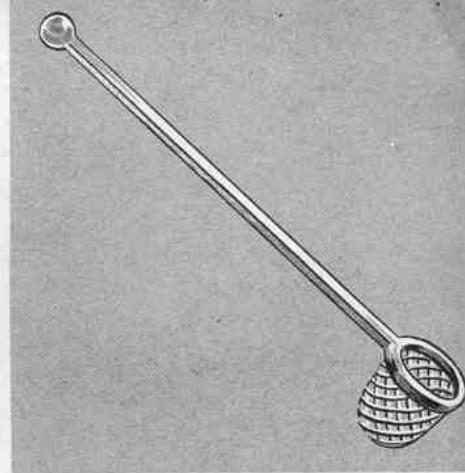
**COLD BUTTER  
SPREADER**





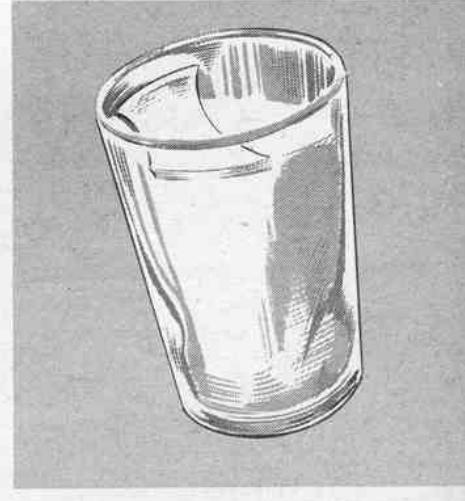
A baffling problem that plagues the Martini set is: how to fish out the olive, cherry, or onion once the drink's gone. Spearing it with finger-nail is frowned on. The only solution is MAD's

**COMBINATION  
COCKTAIL-STIRRER  
CHERRY-NETTER**



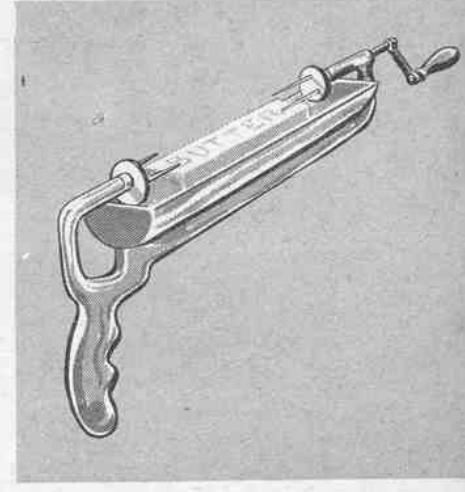
Slob on left has just finished cool glass of milk. Note tell-tale white moustache on top lip. If this happens to you, you too are a slob. Remain a slob and still enjoy cool glass of milk without that tell-tale moustache. Use a MAD

**NO-MOUSTACHE  
MILK GLASS**



Ever try to butter hot corn-on-the-cob? Ever try to hold it and eat it after you finally do get it buttered? If you have, then you'll surely appreciate the new MAD

**SELF-BUTTERING  
NO-TOUCH  
CORN-ON-THE-COB  
HOLDER**



Biggest problem facing the American people is: how does one watch TV and eat dinner at same time without having to look down to see what to scoop up next, thereby missing what happens on screen? Answer: shovel food direct from MAD's

**NO-LOOK-DOWN  
TV TRAY**

END



## BOB & RAY DEPT.

Bob Elliott and Ray Goulding (MUTUAL, 5:00 PM, EDT; NBC, MONITOR) were recently honored by the radio industry with the coveted Peabody Award for "Best Radio Entertainment—1956". Lucky for them, the presentation was made just before the issue of MAD containing their first article hit the stands. Otherwise, such notoriety might've queered the whole deal. Anyway, foolhardy fellows that they are, they're back again, this time with their version of the interview show that visits celebrities in their own homes...

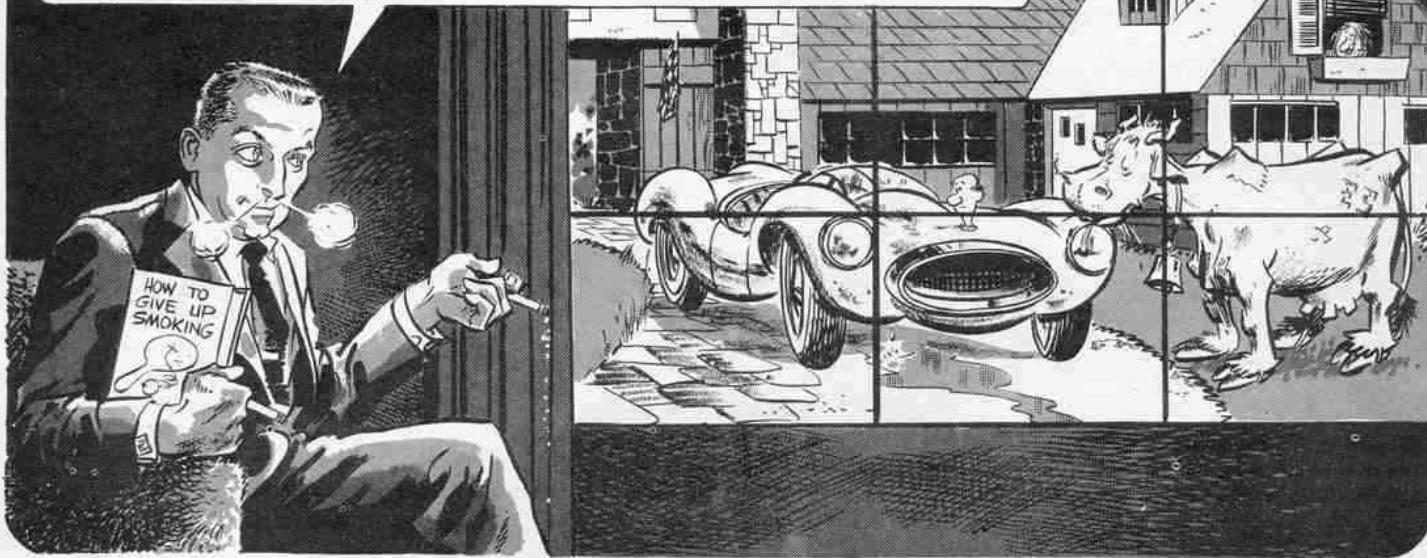
BOB

RAY

# HOUSE TO HOUSE

Hello there. My name is Ed Sturdley. The name of the program is "House to House". It's all live. There's no film. This week, we are going to visit my own home. Author, lecturer, news analyst, world traveler, and winner of nine national awards, I live in this palatial white frame house just outside Darien, Connecticut. I am not at home now. But my wife, Martha, and my 13-year-old son, Terence, are there. Can you hear me all right, Martha?

Yes ... I can hear you fine, Ed ...



PICTURES BY MORT DRUCKER

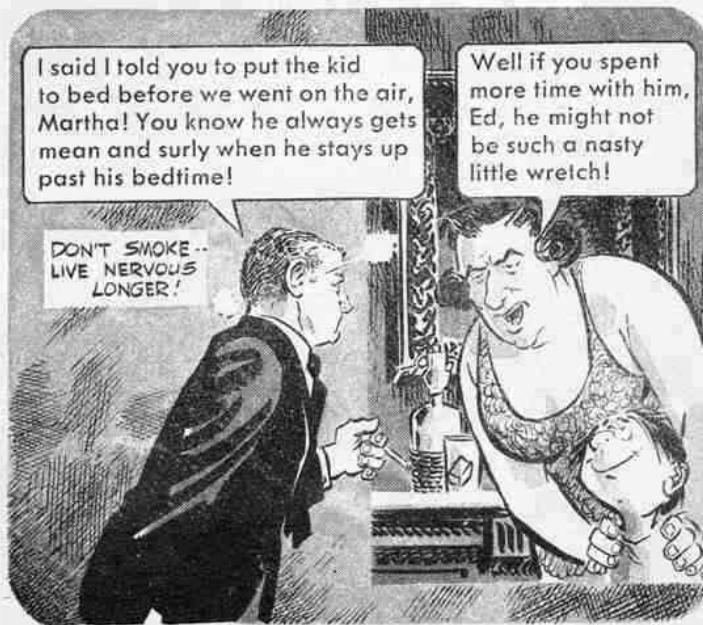
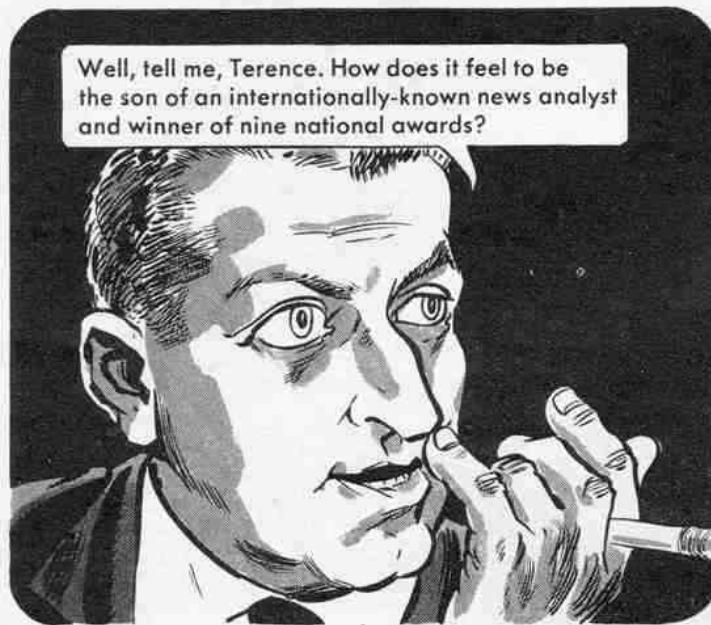
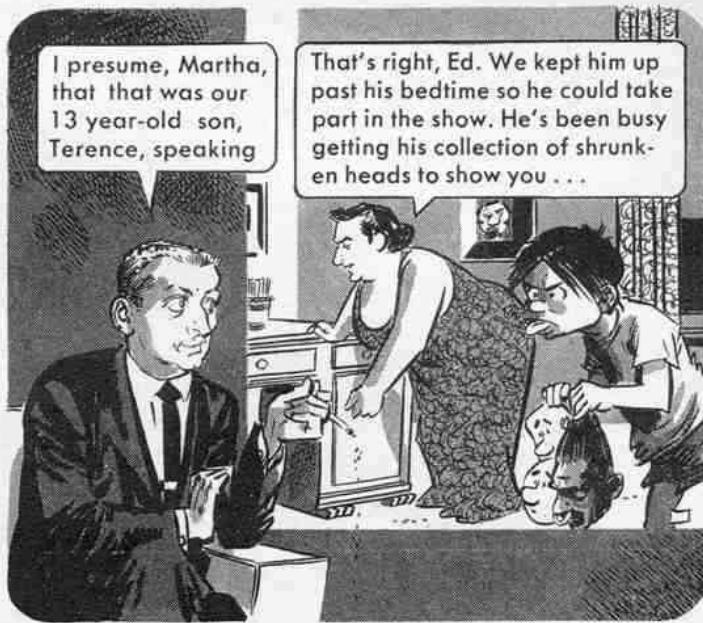
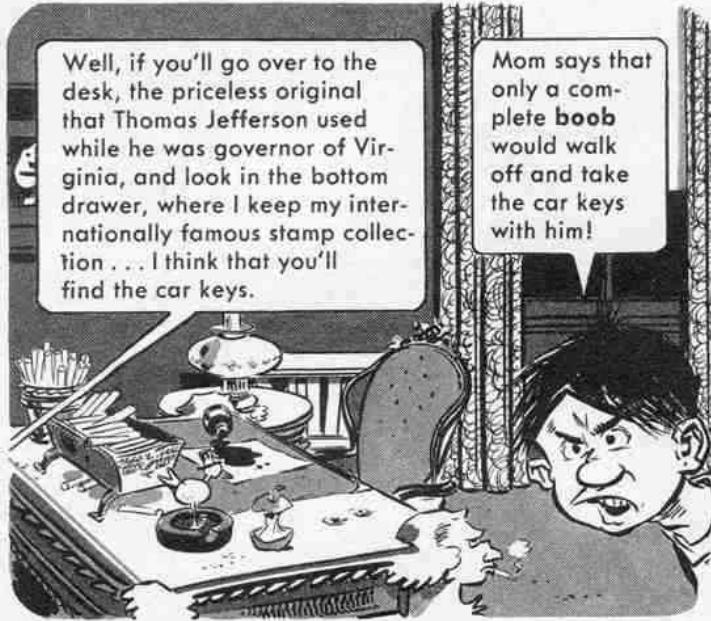
And I'm so glad you decided to pay us a visit ... because you took the car keys with you when you went to work this morning, and I can't find the extra set anywhere. I was hoping you might know where you put them ...

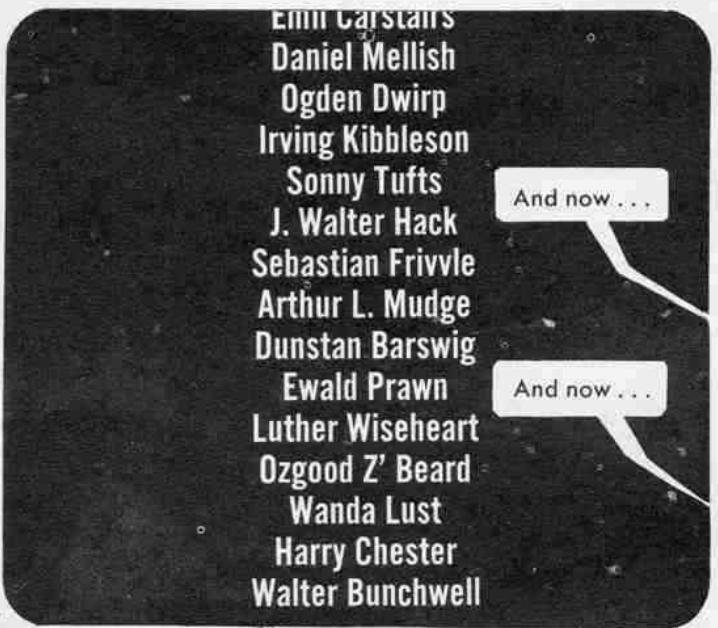


I assume you're speaking now from the authentic Early American living room of our palatial home, Martha.

Yes ... I'm right here by the fireplace, Ed.





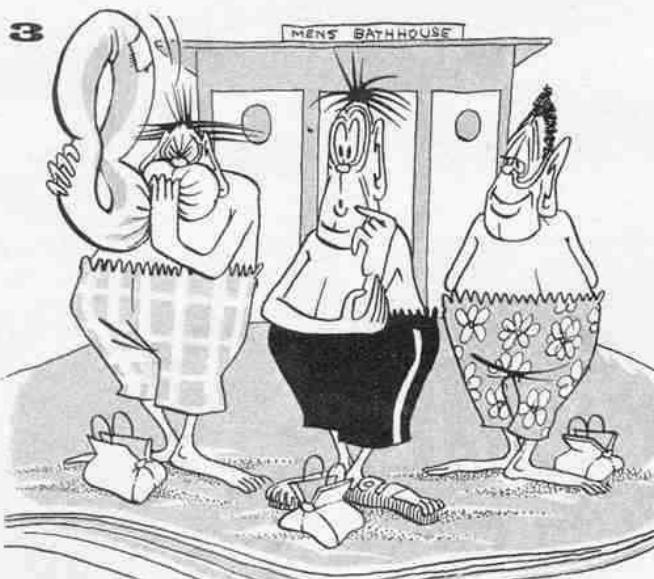
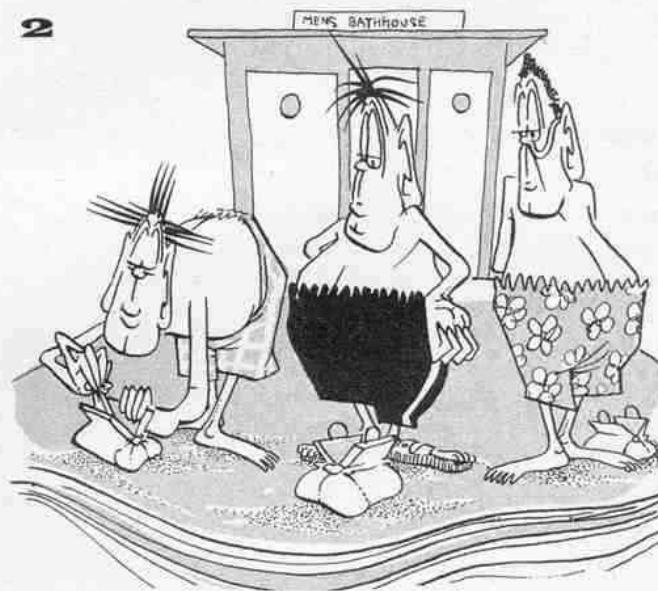
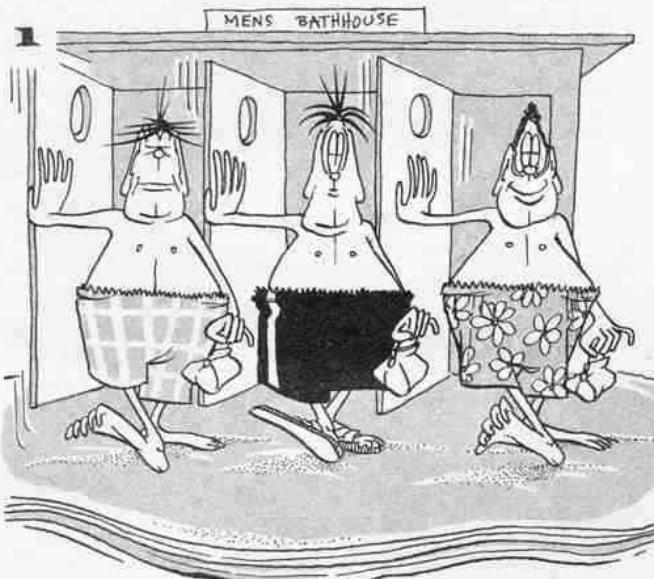


## DAVY JONES' LOCKER DEPT.

Here's a refreshing new angle on bathing and beach sports as practised by MAD's maddest artist, Don Martin, in this account which he calls . . .

MEN'S BATHHOUSE

# THE SEASIDE INCIDENT



CONTINUED ON NEXT PAGE



\*\*\*"I'm Forever Blowing Bubbles" —Lawrence Welk

## BACK OF THE RACK DEPT.

Lately, magazine publishers have been scraping the bottom of the "idea barrel," attempting to discover new gimmicks which might sell more magazines. One such gimmick seems to be the "specialized-type" magazine . . . you know, the kind that limits its appeal to a small minority section of the magazine reading public, like f'rinstance . . .

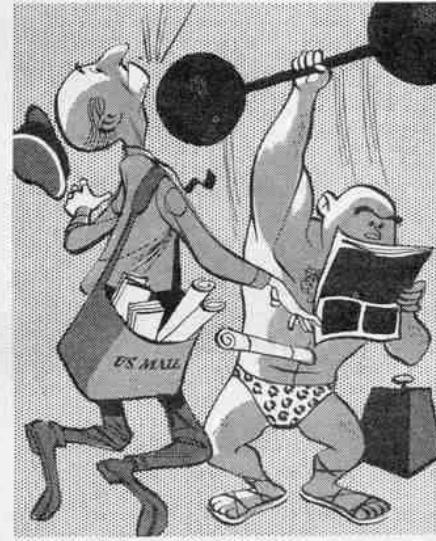
Today, they've got magazines for  
HI-FI bugs . . .



Today, they've got magazines for  
MOTORBOAT bugs . . .



Today, they've got magazines for  
WEIGHT-LIFTING bugs . . .



Today, they've got magazines for  
SPORTS-CAR bugs . . .



Today, they've got magazines for  
RAILROAD bugs . . .



They've even got magazines for  
BUG bugs . . .



If things keep up, magazine publishers will soon run out of "specialized-type" audiences, and in desperation, they'll start cluttering up our newsstands with these . . .

**FUTURE**  
*specialized*  
**MAGAZINES**

CONTINUED ON NEXT PAGE

PICTURES BY BOB CLARKE

September 1957

# NAG

THE MOTHER-IN-LAW'S QUARTERLY

*In This Issue*

58 New and Exciting  
Sacrifices You Can Make  
For Your Children

25c.



### Articles

New Ways to Torture Your Daughter-in-Law  
They Hid My Teeth, But I Kept Right On Talking!  
A Son I Got — He Should Only Drop Dead!  
And Many More

**EXTRA!** WHAT TO DO IN THE ALLEY IF NOBODY SHOWS UP — PG. 13

# AGONY

THE HYPOCHONDRIAC'S MONTHLY

SEPTEMBER  
1957  
50c



SURPRISE YOUR FRIENDS!  
17 brand new operations  
you can talk about!

SPECIAL BOOK BONUS: "GALLSTONES CAN BE FUN"  
I was DEAD and didn't know it! Ima Zombie ..... pg 3  
It only hurts when I laugh! Ichabod Crane ..... pg 12  
My head pains finally came back. Mal Lingerer ..... pg. 98.6

**EXTRA!**

126 Exciting Photographs of people suffering from different types of pains.

# CONTEMPORARY MUGGING

**\$25**

SEPT.  
1957

The Magazine for Young Hoodlums



HOW TO HOLD  
A BLACKJACK

CORRECT  
KIDNEY BLOWS

PROPER CARE  
FOR YOUR ZIP-GUN

BIG TWELVE PAGE  
COLOR SECTION  
COMPLETE GUIDE TO  
SWITCH-BLADE KNIVES

CYNICS  
DIGEST  
Vital articles  
for people who  
dislike their  
fellow man and  
always read the  
fine print.

HOW I GOT HIGH ON SAUERKRAUT JUICE!

100  
PROOF  
SLIGHTLY  
HIGHER  
IN CANADA

# Lush

FEB.  
1957

The Magazine for Inebriates

### Articles

ISH THIS TH' BUSSH  
TO TIMESH SHQUARE?  
Hedda Nuff

THEY TOLD ME IT  
WAS ICED TEA  
Lionel Souse

I MIXED WHISKEY  
WITH GASOLINE  
Paralyzed

WHAT'S THIS ABOUT  
AFTER SHAVE LOTION?

### Plus

DRINK OF  
THE WEEK  
VODKA AND COD LIVER OIL

SEE RESULTS OF  
DRINKING THIS ON  
PAGE 19



# SLOB

e Creep's Journal

SEPT. 1957

15¢

14 FULL COLOR  
PICTURES!

ALFRED E. NEUMAN'S  
Belly-Button Lint!

THIS ISSUE'S  
DIRT

Try Going  
Without A Bath  
by B. O. PLENTY

Looking Seedy  
Is An Art  
by Irving BUBKIS

Your Best Friends  
WILL Tell You!  
by Sam HALITOSIS

Crow Earwax  
For  
Fun And Profit  
by Milton LIPREADER

## GOO-GOO 2¢

THE MAGAZINE FOR  
NEW-BORN INFANTS

MARCH

1958  
No. 2



IN  
THIS ISSUE  
Globba Glub Glub Glob  
BY MONTGOMERY GLIB, AGE 2 MONTHS  
Kitchy-Kitchy-Coo  
BY STEPHANIE ZILCH, AGE 4 MO.

Da-a Da-a Ba-a W.  
BY MELVIN COWZA  
AGE 3D YEAR

SEPTEMBER  
10 Cents

## The Wallflower's Digest

BE THE LIFE OF THE PARTY  
SPEAK ETRUSCAN FLUENTLY  
25,222 page simplified method  
starts in this issue

1001 THINGS TO DO  
WHILE WAITING TO BE  
ASKED TO DANCE  
DON'T JUST SIT THERE!  
SAY SOMETHING!

NEW HOBBIES  
FOR UGLY GIRLS

EXTRA! WIN A LIVE MAN!  
ENTER OUR BIG CONTEST — FULL DETAILS PG. 19

# LIFT

THE MAGAZINE FOR  
KLEPTOMANIACS  
SEPT 15 PAGES  
(Easy to stash in handbag)

35¢



SO YOU WANT TO BE  
A SHOPLIFTER?  
by Jane Dough

HOW TO STEAL FROM MACY'S  
by B. Gimbel

THEY CAUGHT ME RED-HANDED  
AT THE PAINT COUNTER!  
by Ima Deaduck

THE NIGHT I TOOK THE  
STREETCAR HOME  
by Tessie Furd

FICTION  
"I WAS A WOOLWORTH  
COUNTER SPY!"  
by Kress Kresge

SPECIAL FEATURE: 10 Whistles That Work!  
**LOVER**  
THE MAGAZINE  
FOR  
WOLVES

SEPTEMBER 1957  
25¢



Women Find  
Me Irresistible  
by Horace Sturdley

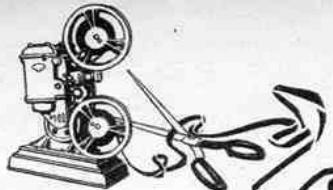
Sure-Fire Make-Out  
Lines For Parties  
by Seymour Broads

Try Putting Axolotl  
In Her Drink  
by Hugh Betcha

### CONTRIBUTORS

Tommy Manville  
Porfirio Rubirosa  
King Farouk  
Errol Flynn  
Alfred E. Neuman

EXCLUSIVE!  
FLOOR PLAN OF THE Y.W.C.A



# Scenes We'd Like to See

Tied To The Powder Keg



## ONCE UPON A TIME DEPT.

These days, fairy tales are big business. Take the story of Cinderella, the little girl with the weird taste in shoes. First, Walt Disney made millions on his animated version. Next, Leslie Caron danced her psychiatric way to a box-office bonanza. Then Rogers and Hammerstein guaranteed their old age security with a TV spectacular composed of leftover

tunes from South Pacific. And recently, the Saddler's Wells Company cashed in on their ballet interpretation. So who are we to fight a trend? Here, then, in an effort to make a quick buck, is our brand new version of that over-worked fairy tale, Cinderella, written especially for MAD by a world-famous, ultra-sophisticated Broadway playwright . . .

\*\*"I Found A Million Dollar Baby"—Col. Tom Parker

# SIN-DOLL ELLA

by  
**Tennessee Williamsburg**

TV, MOVIE, OR STAGE RIGHTS AVAILABLE

ACT I, SCENE I: Curtain rises on disgustin' decayin' bedroom of disgustin' decayin' shack in disgustin' decayin' South. Heroine, Ella, sleeps in southern comfort with a bottle (or is it with a bottle of Southern Comfort?).

MUSIC: A few disgustin' decayin' bars of Eli Whitney's "Get Yore Cotton' Pickin' Hands Off Mah Gin" . . .



ACT I, SCENE II: Light gradually to give effect of summer evening. There's an aroma of magnolias, the hum of insects, the singin' of birds, an' the sounds of a barnyard chorus, all emergin' from orchestra pit.

SPECIAL EFFECT: Fairy Godmother appears in a puff of smoke. If stringent state censorship prevails, clothes can easily be substituted for puff of smoke.

Here come Ella, friend of all us disgustin' farm animals on this disgustin' Southern farm!

This ain't the Disney version, yo ham! This here's realism! Grunt, man . . . grunt!

Mama mia! Whata stinkin' mess! What's-a-matta, **you** feed-a-de pigs when everyone else, she's-a havin' a ball? Hah?

Mfl fdr  
adzk wr  
lgjfcv?

Wa' for you mumble, 'Who me?' I'm-a you **Fairy Godmoth**', that's-a who! Cheese, you almost as hard t' unnerstan as-a me!

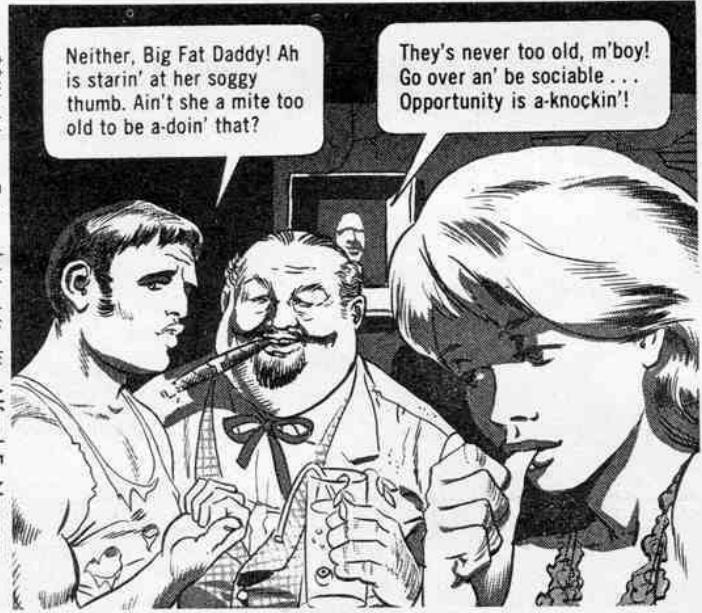
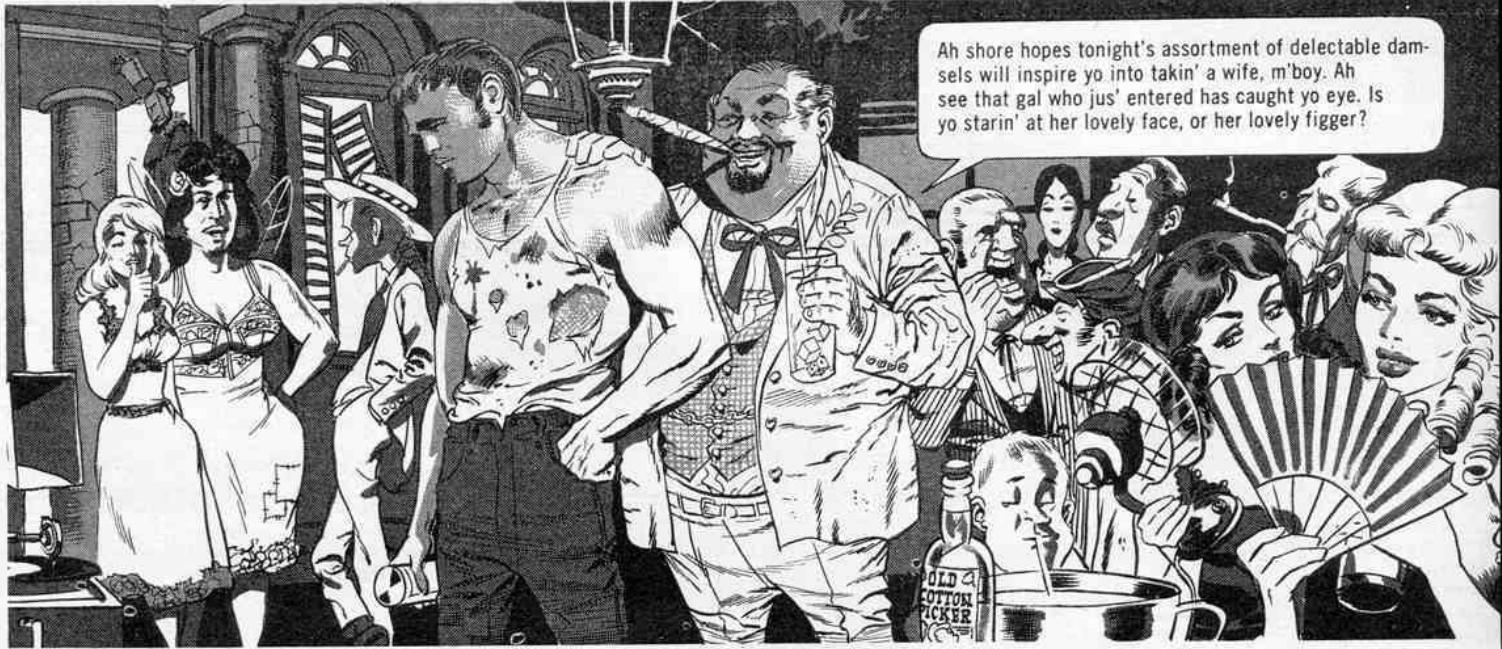
Mgl frg  
gwtjx  
awrmlpg!

You wanna go to th' ball? I'm-a fix! I'm-a got plenny tricks uppa you sleeve! See pig? At's-a you horse! See watermel-lone? At's-a you transportation! See shorty pajamas? At's-a you gown! Now you watch-a me! **PASTA FAZOOLOA, MITCHA CABOOLOA, BIB-IDDY BOPPITY BOO!**

How 'bout dat, eh kiddo? At's-a pretty good trick, hah?

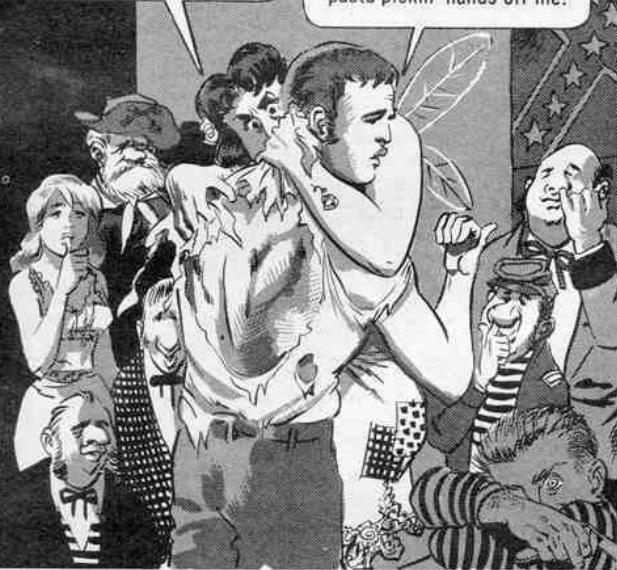
C'mon, I go ball with you. More kosher for PTA if you chaperoned. Who knows? Maybe I find-a Fairy God-fath'! I'm-a been a widow much-a too long!

ACT II: The Ball. Colored lights fill room as Southern damsels blush behind fans. Nearby, Confederate soldiers converse profanely. That's why Southern damsels blush behind fans. Big Fat Daddy eyes damsels. His son, Prince Kowalski, eyes Confederate Soldiers. Ella enters ballroom, followed by Fairy Godmother . . .



Hey, Prince! Lemme see!  
You gotta tattoo!

Who you think I am, honey?  
The Marlboro Man? Get yo  
pasta-pickin' hands off me!



Sin-Doll Ella!  
It's-a way  
past you bed-  
time! Scram!

Bfk Isdnk  
trq hominy  
grits!

Stella!  
Wait ...

Not Stella!  
Ella, you  
idiot!



She's gone! But she done drop-  
ped her slipper! What a break!  
Ah kin add it t' my collection!  
My Glass Menagerie!

At's-a boy, Prince! You for-  
get about her! It's-a me  
you wanna marry! I'm-a make-  
a you delicious spaghetti,  
lasagna, ravioli, blintzes ...



No! Accordin' t' Napoleonic  
Code, Ah gotta marry the  
girl who fits this shoe!

At's-a easy, paisan! PASTA  
FAZOOKA, MITCHA CABOOLA  
BIB-BIDDY BOPPITY BOO ...



How 'bout dat, eh, kiddo? Hey?  
At's-a coincidincy, hah? Looks  
just like-a shoe I'm-a wear!

An' that  
means ... ?

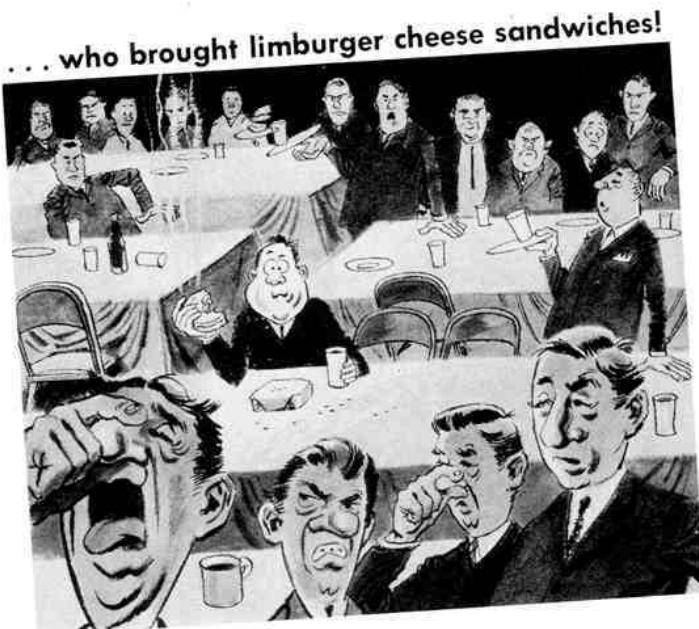


At's- right, kiddo! You  
gotta marry ME! 'Cordin  
to the Napoleonic-a Code!  
Let's-a go ... !

Somethin' tells  
me Ah've been  
TATTOOED!



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