



I WAS UPLIFTED FROM THE DEPTHS OF DESPAIR
BY THIS REVEALING EXPERIENCE! I LAUGHED
SO HARD I ALMOST BUST THE BINDING! I WAS
THE CENTER OF ATTRACTION... THE STAR.
EVERYBODY WANTED TO DANCE WITH ME! I
WAS RUSHED! SO BE POPULAR LIKE ME! WEAR
PANIC! RUN DOWN AND GET INTO YOUR COPY
AT YOUR LOCAL NEWSSTAND. IF YOU'RE THE
SHY TYPE AND WOULD RATHER DRESS AT
HOME, THEN YOU CAN SUBSCRIBE BY FILLING
OUT THIS COUPON AND MAILING TO:

THE PANICKY EDITORS OF:
PANIC
ROOM 106
225 LAFAYETTE ST.
N.Y.C., IZ, N.Y.

PLEASE SEND ME THE NEXT 8
ISSUES OF PANIC FOR WHICH I ENCLOSE
ONE DOLLAR (\$1.00)

	NAME	
	ADDRESS	202
CITY	ZONE	STATE

Mad. April 1954—Vol. 1, No. 10. Published Monthly by Educational Comics, Inc., at 225 Lafayette St., New York 12, N. Y. William M. Gaines, Managing Editor. Harvey Kurtzman, Editor. Entered as second-class matter at the Post Office at New York, N. Y. Subscription, 8 issues for \$1 in the U. S. Elsewhere, \$1.25. Entire contents Copyrighted 1954 by Educational Comics, Inc. Unsolicited manuscripts will not be returned unless accompanied by stamped return envelope. No similarity between any of the characters, names or persons appearing in this magazine with any of those living or dead is intended, and any such similarity is purely coincidental. Printed in U.S.A.

WAR COMICS DEPT: THE TRUCE HAS BEEN SIGNED IN KOREA! FOR SOME TIME, WE HAVE BEEN ITCHING TO SINK OUR TEETH INTO ONE TYPE OF LITERATURE BORN OF THE WAR!... WE THINK THE TIME HAS COME! ANY SIMILARITY BETWEEN THIS STORY AND REAL WAR IS TOTALLY ACCIDENTAL!... IT IS WITH THE SINCEREST RESPECT THAT WE DEDICATE THIS LAMPOON TO YOU REAL SOLDIERS WHO HAVE HAD TO PUT UP WITH THE GLAMORIZED WAR COMICS LIKE ...



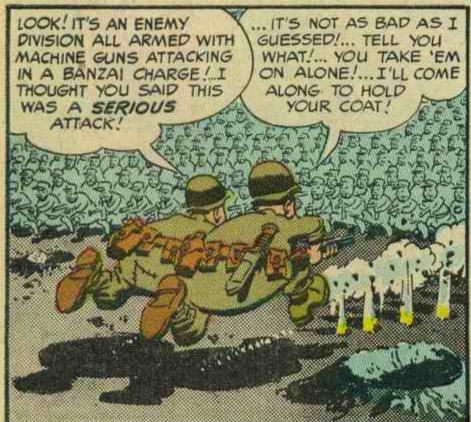
















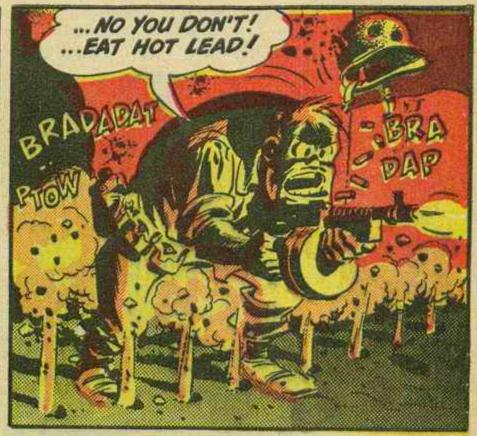


YOU'RE RIGHT !..

YOU SEE, THIS











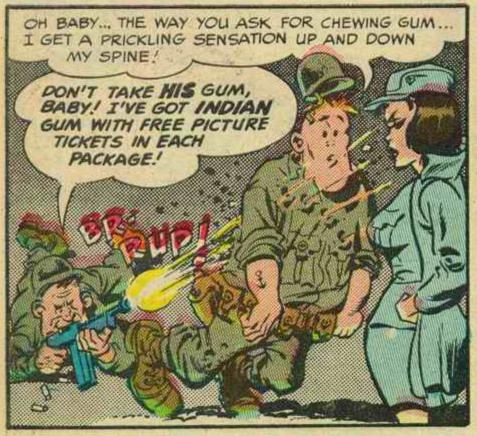
O.K., BABY! YOU'RE ALL MINE! I GAVE YOU A CHANCE TO HITME WITTA GUN-BUTT... BUT NATURALLY, YOU HAVE IMMEDIATELY FALLEN IN LOVE WITH ME SINCE I AM BIG HERO OF THIS STORY!



YOU WANT TO SPEAK!...NO
DOUBT YOU WANT TO SAY YOU
ARE TIRED OF ENEMY WAY OF
LIFE... YOU WANT TO WEAR LIPSTICK... YOU WANT TO SHOP IN
THE A+P!... YOU WANT TO
THROW POP-BOTTLES AT THE
UMPIRES!... GO AHEAD, BABY!...
WHAT IS IT YOU WISH TO
TELL ME ?







































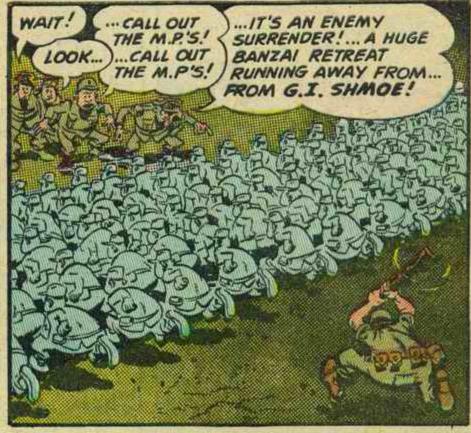












G.I. SHMOE! YOU AND SGT. SQUIRT HAVE SINGLE HANDEDLY TAKEN OVER THE ENEMY ARMY! I'LL SEE YOU BOTH GET A WEEK-END PASS FOR THIS!... AND NOW IF YOU WILL LEAVE THE ROOM AND ALLOW ME TO QUESTION THE ENEMY COMMANDER...



NO! I QUESTION ONE MOMENT
THE COM: PLEASE! IT IS
MANDER! NOT FOR YOUSE
TO QUESTION
NO! ME! OW! ME! YOU
ME! ARE ALL
MY
PRISONERS...







HAD ME AND MY ARMY PRISONER ... AND NOW







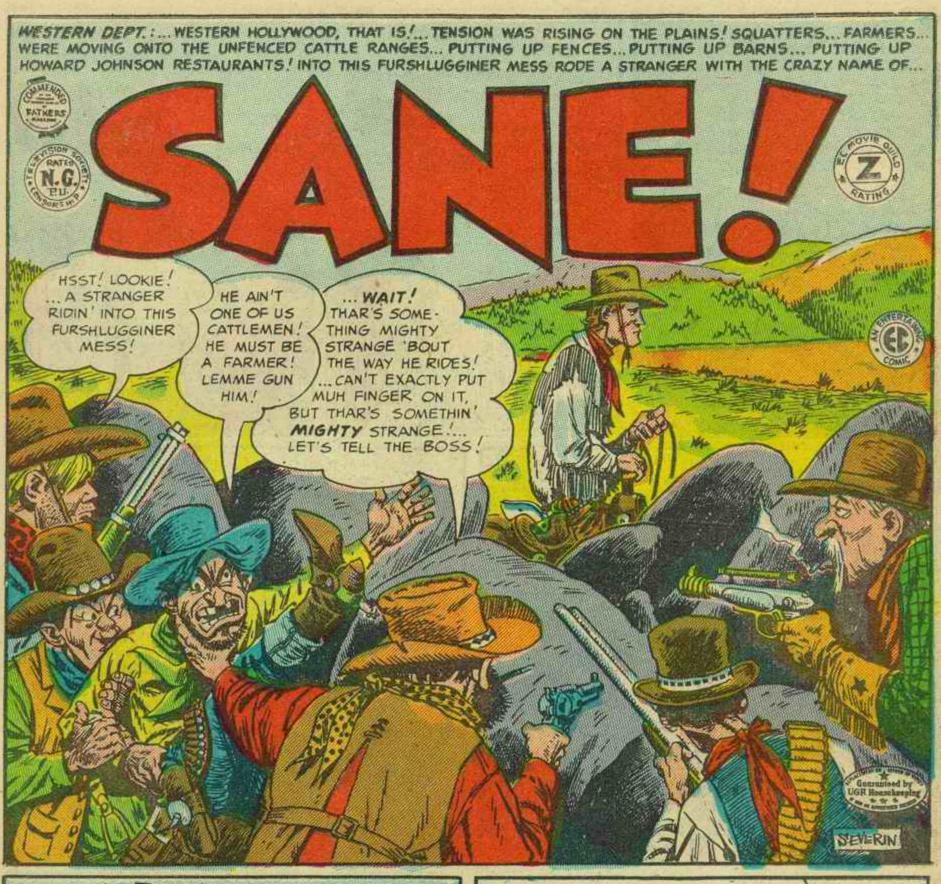






G.I. SHMOE AND SGT. SQUIRT... YOU HAVE SAVED THE U.N. ARMY FROM TOTAL DESTRUCTION AND SAVED THE





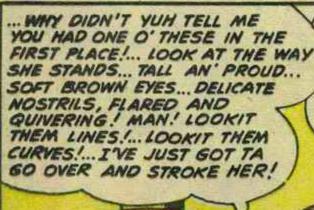










































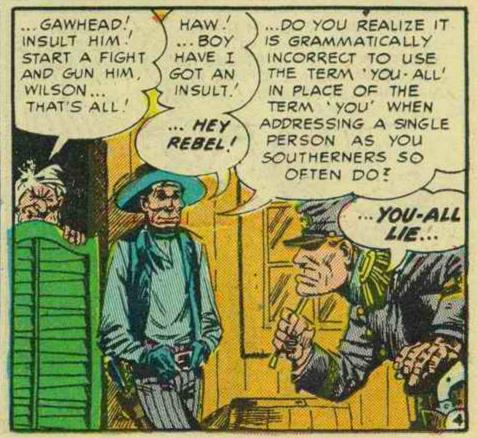




WHY BOYS ... THIS FELLER CAN



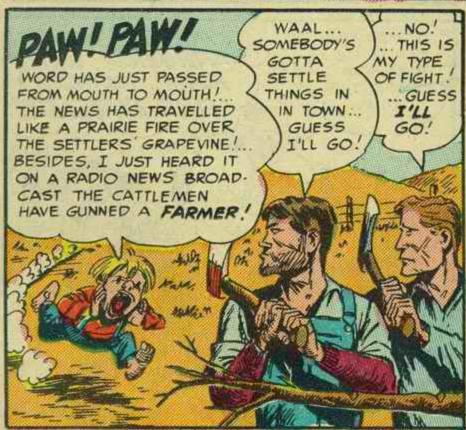










































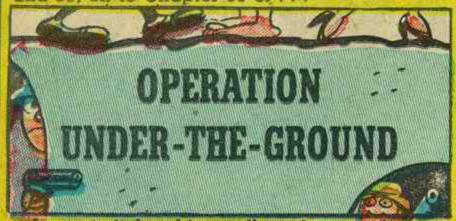






CLOAK AND DAGGER DEPT .: And now, chapter THIRTY-FIVE in the fantastic adventures of SECRET UNDER-MANHOLE-COVER AGENT FIVE FINGERS IONES!

As you remember Jones he was scrounging around the Gremlin disguised as a spyor was he spying around the Gremlin disguised as a scrounge? Any how when we last left Jones, he was being approached by Floppova Movova, luscious blond spy queen of the secret police. At this point Jones left, and so, on to Chapter 35 of . . .



lones twitches his cardboard mustache at Floppova Movova. She hauls him into a bar and orders some vodka. Then he makes a big mistake. He tries to outdrink Floppova and the next minute what does he do? . . . You guessed it! . . . Floppova! Instantly, a BVD whizzes into view and drags Jones away for drunken drinking. Floppova follows, trying in vain to tell the BVD's in short . . . (or shorts. however you prefer) that she was about to prove Jones a spy.

Jones is carted through the Gremlin gates into the office of . . . Lavrenti Buried, Chief of Police. Buried wears red flannel underwear to denote his high rank in the BVD's. The BVD's tell Buried about Jone's Floppova and Floppova's Jones!

"Take him to the torture chamber.", says Buried!" I haven't heard a human scream for a whole minute now."...

... Well, now! Will Buried and his BVD's subject Jones to some horrible torture? Will the next chapter reveal the escape of lones from Buried of the BVDs? Or will Jones be Buried IN his BVDs'

Tune in next month at this same time for chapter 4, when we will introduce a new character called Mr. Ground who backs into an electric fan and has to go to the hospital. Yes-tune in to Chapter 4 of OPERATION UNDER GROUND.

STATEMENT OF THE OWNERSHIP, MANAGEMENT AND CIRCULATION, REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) of MAD published Monthly at New York, N. Y., for October 1, 1953.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Educational Comics Inc., 225 Lafayette St., New York 12, N. Y., Editor, Harvey Kurtzman, 225 Lafayette St., New York 12, N. Y., Managing Editor, William M. Gaines, 225 Lafayette St., New York 12, N. Y.; Business manager, Frank D. Lee, 225 Lafayette St., New York 12, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Educational Comics Inc., 225 Lafayette St., New York 12, N. Y. Wm. M. Gaines, 225 Lafayette St., New York 12, N. Y. J. K. Gaines, 225 Lafayette St., New York 12, N. Y. V. E. MacAdie, 225 Lafayette St., New York 12, N. Y.

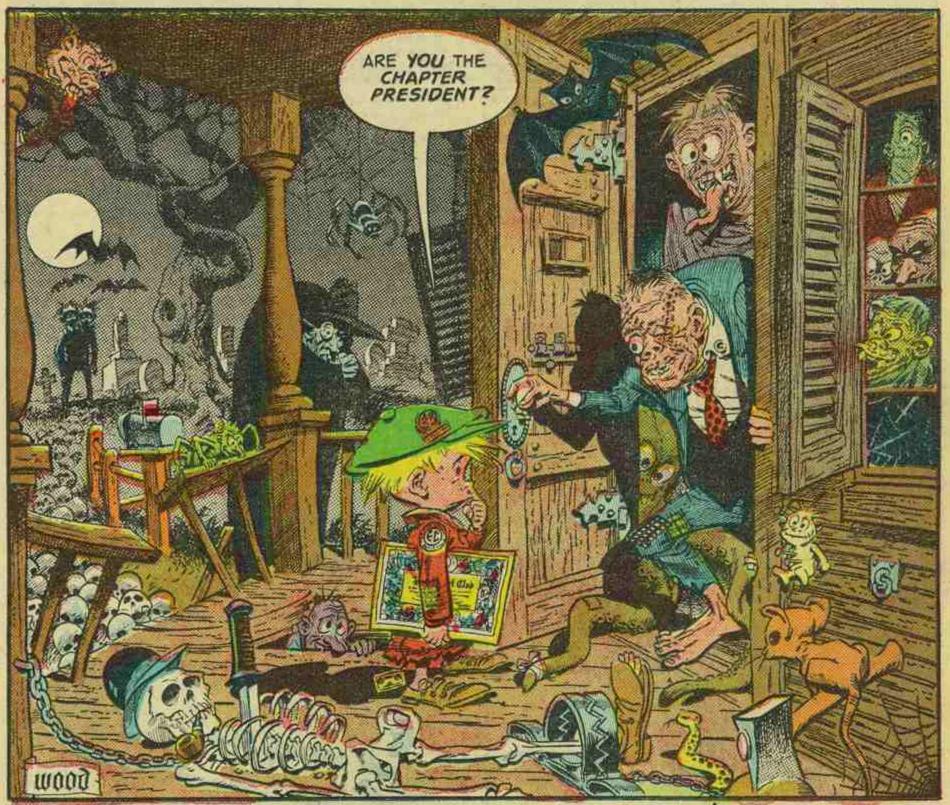
3. That the known bondholders, mortgagees, and other security holders owning or holding one percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

 Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

(Signed) FRANK D. LEE, Business Manager. Sworn to and subscribed before me this 23rd day of September, 1953. Ettore De Stefano, Notary Public. (My commission expires March 30, 1954.)

[SEAL]



YOU, TOO, CAN MEET NEW FRIENDS! JOIN THE E.G. FAN-ADDICT CLUB!

SEND FOR YOUR MEMBERSHIP KIT TODAY. RECEIVE A FULL-COLOR 7/2 X 10/2 ILLUMINATED CERTIFICATE, A STURDY WALLET IDENTIFICATION CARD, A SNAZZY EMBROIDERED SHOULDER PATCH, AND A STUNNING ANTIQUE BRONZE-FINISH BAS-RELIEF PIN.

FOR AN INDIVIDUAL MEMBERSHIP, FILL OUT THE COUPON AND SEND IT IN, TOGETHER WITH 25¢. IF FIVE OR MORE OF YOU WISH TO JOIN AS AN AUTHORIZED CHAPTER, ENCLOSE EACH MEMBER'S NAME AND ADDRESS ALONG WITH 25¢ FOR EACH NAME, AND INDICATE THE NAME OF THE ELECTED CHAPTER PRESIDENT. WE WILL NOTIFY EACH PRESIDENT OF HIS CHAPTER NUMBER. EACH MEMBER, CHAPTER OR INDIVIDUAL, WILL RECEIVE HIS KIT DIRECTLY... BY RETURN MAIL?

THE E.C. FAN-ADDICT CLUB ROOM 706 225 LAFAYETTE STREET NEW YORK, 12, N.Y.

Here's my two bits! I want the things and stuff like the kid's wearing! I want to meet newfriends like the kid's meeting! I'm a fan-addict! I'm mad!

ADDRESS.

STATE

WYD MAMBIINGS ...

Dear Editors,

I am shocked at the suggestion of some of your other readers that you put out a monthly Mad. Please! Pity my poor bank account.—Clare Gottfried—Long Island, New York

Heh, heh, heh! No mercy for your money-belts from us! With this issue, Mad goes monthly.—ed.

I have enjoyed many of your E.C. mags, but then along came Mad and wrecked my whole opinion of your company. I think all Mad comics should be burned and the ashes dropped into the ocean. It is a very silly, no-count book, but don't be injured too much because of my opinion. You see I work for your competitors.—Disgustingly yours—L.S./M.F.T.

Mad. I work at night and when I get home I want to read something restful to settle my nerves. Reading Mad is just like talking to my next door neighbors.—Hettie Chesney—Grave 3, Plot 35, Old Franklinton Cemetery, Columbus, Ohio—P.S. I would like to contact good, red-blooded American boys. Any living in the vicinity should drop down some evening. (Those with O type, RH negative are especially welcome.)

Meine lieben Herren

In eurem letzem magazine sie haben shvienhunt falsch geschrieben. Es ist nicht shvienhunt sondern schweinehund. Ich hoffe ihr schreibt es nicht mehr falsch in der Zukunft.—Manfred Waechter—Woodside, Long Island

... I am 10 years old, a Junior at MIT, and deem Mad to be the most gliesmuuk, the most raveningly lz-chaa, sroummp publication ever produced on Terra. I am an alert, amiable, personable, likeable, tidy, neat, orderly, courteous, clean-living, 100% green-blooded Venusian kid, and all I got to say is: Your old lady sucks chickenguts!—Melvin Talipida—Woolworth, Tenn.

... Please tell me what in the world "Furshlugginer" means. — Larry E. Lengle E.M.F.N. — c/o F.P.O., New York, New York

It means the same as Potrzebie.-ed.

GRIPE DEPARTMENT: I've got glubbins of the glibbins. I'm a casket case. I'm living in a Mad world! Wottamigoingtodo? Up until yesterday, I was a sweet, innocent, woolly lamb. I nibbled my own little patch of greens. I ventured not, I wanted not. But it all changed. Some character came into my Inner Sanctum and thrust an (ugh!) Comic Book on my heretofore unblemished

desk. (For the record: I don't read 'em!) I glared, I sneered, I was aloof. Then I made my first mistake: I picked it up. It was Mad! My second mistake followed my first: I read it. My third mistake followed the first two (and this one cost me money): I subscribed. Not only am I leaving myself open to MADness, but I'm wanting a shoulder patch for my strapless office suits. I'm a FAN-ADDICT!—Gwynne DeCoverly—Chicago, Illinois

Finally your completely untalented and unoriginal rivals have come out with imitations of Mad. One of the largest comic houses came out with two Mad imitations, both monthly, with seven inside pages of paid ads to your one, although the mags have the same amount of pages. Another company came out with an equally sad imitation, in 3-D yet, at two-bits a throw. These are probably just the beginning of a long line of imitations yet to come. There oughta be a law!—Ed Spiegel—Troy, New York

... How about a biog on your color artist?—Roger Schenkman—Santa Monica, California

Marie Severin, our colorist, is one of the unsung heroines down here at E.C., and some day we intend to
devote a page to describing her efforts. Let it suffice to
say here that the talented Marie has been and is responsible for all the color you see in the whole line of
E.C. publications, and you'll excuse us for being slightly
prejudiced, but we think that our Marie is the best
comic book colorist in the U.S.A.—ed.

Before going into the commercials . . . be advised there is a two page feature about E.C. Publisher and Managing Editor Bill Gaines in the first issue of a new "vest-pocket" size magazine called TOPS, dated March, 1954 . . and scheduled to hit the stands around the end of January. Feature includes Bill's picture . . and a few panel reproductions from Shock SuspenStories (Of considerably more interest is the center spread of many, many beautiful gais!)

Second issue of PANIC is on the stands! Good try! (Sub coupon on preceding page!) Fan-Addict Club membership about ten thousand at this writing. (Details on inside front cover!) Subscription to this rag... one buck for 8 issues! Address for comments, sub orders, etc. is:

Mad Editors Room 706, Dept. 10 225 Lalayette St. N. Y. C. 12



"Where did it come from ?" someone said: "The wind has blown it in."

"What does it want?" another cried. "Some whisky,

"Here, Toby, seek him, if your stomach's equal to the work—

I wouldn't touch him with a fork, he's filthy as a





This badinage the poor wretch took with stoical "Come, boys, I know there's kindly hearts among so

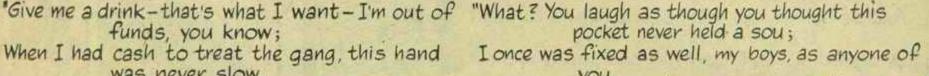
good grace;

In fact, he smiled as though he thought hed struck To be in such good company would make a deacon proud.



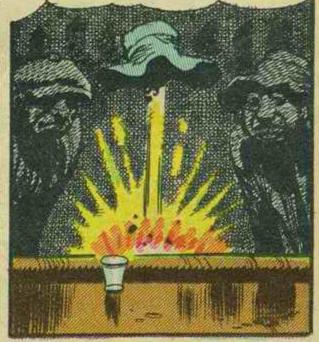
SNIFFLE

"Give me a drink-that's what I want-I'm out of "What? You laugh as though you thought this funds, you know; pocket never held a sou; was never slow.









"There, thanks; that's braced me nicely; God bless you "Give you a song? No, I can't do that, my singing one and all;



days are past;



"Say! Give me another whisky, and I'll tell "That I was ever a decent man not one of you would think; What I'll do -I'll tell you a flunny story, and a fact, I promise But I was, some four or five years back. Say, give too. me another drink.







"Fill her up. Joe, I want to put some life into my "Five fingers - there, that's the scheme - and frame -

corking whisky, too.

Such little drinks, to a bum like me, are miserably - Well, here's luck, boys; and, landlord, my best regards to you. tame;









tell you how

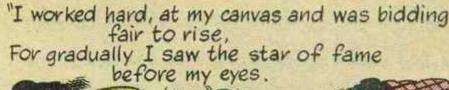
"You've treated me pretty kindly, and I'd like to "As I told you, once I was a man, with muscle, frame and health,





"I was a painter - not one that daubed on bricks "I worked hard, at my canvas and was bidding and wood

But an artist, and, for my age, was rated





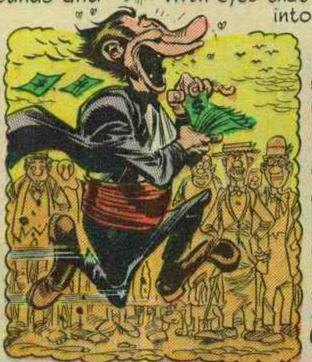


"I made a picture, perhaps you've seen, 'tis called And then I met a woman - now comes the the 'Chase of Fame; funny part -

the 'Chase of Fame;

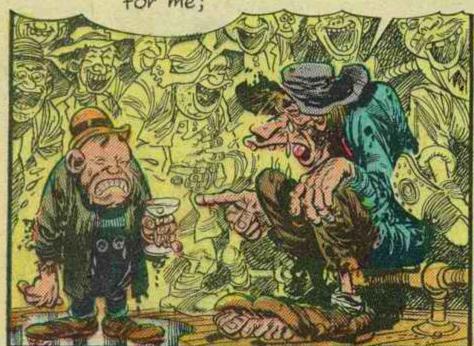
It brought me fifteen hundred pounds and with eyes that petrified my brain, and sunk added to my name.







*Why don't you laugh? 'Tis funny that the vagabond 'But 'twas so, and for a month or two, her smiles were freely given, you see Could ever love a woman and expect her love And when her loving lips touched mine it carried me to heaven.

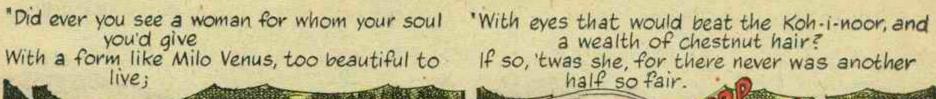






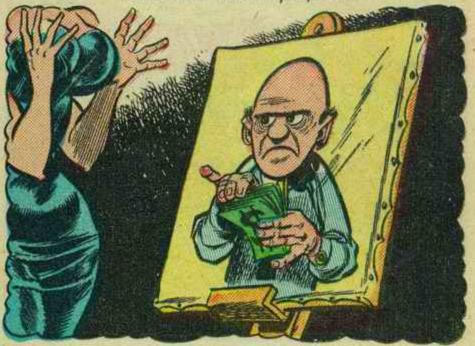
"I was working on a portrait, one afternoon in May,







"And Madeline admired it, and much to my of a fair-haired boy, a friend of mine, who Said that she'd like to know the man that lived across the way, had such dreamy eyes.



"It didn't take long to know him, and before the month had flown my head,
My friend had stolen my darling, and I The jewel I had treasured so had tarnished, and was dead.







"That's why I took to drink, boys. Why, I neven I thought you'd be amused, and laughing all the while.

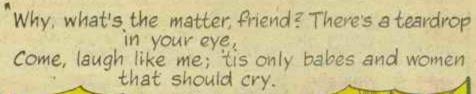


Say, boys, if you give me just another whisky,



Another drink, and with the chalk in hand, the Then, as he placed another lock upon the vagabond began

To sketch a face that well might buy the soul With fearful shriek, he leaped and fell across the picture - dead.





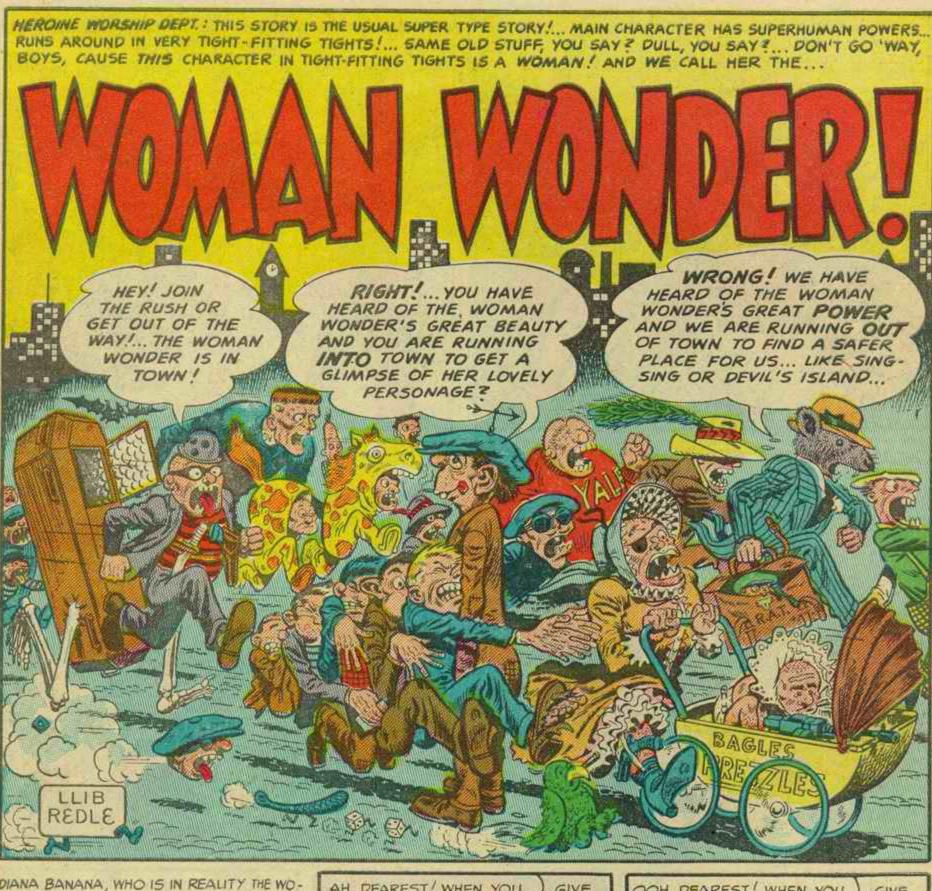
"Give me that piece of chalk with which you mark the baseball score —
You shall see the lovely Madeline upon the barroom floor."











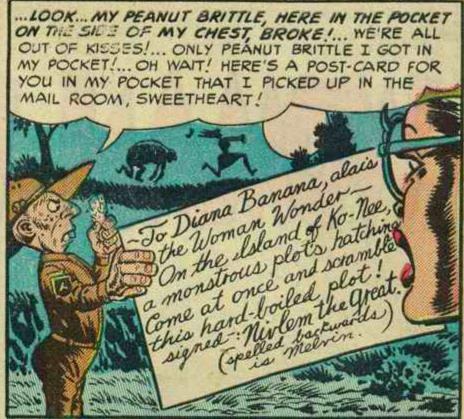
DIANA BANANA, WHO IS IN REALITY THE WO-MAN WONDER, AND STEVE ADORE, BOTH U.S. ARMY OFFICERS, SIT IN THE MOONLIGHT...

















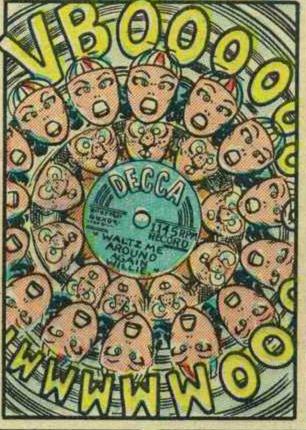






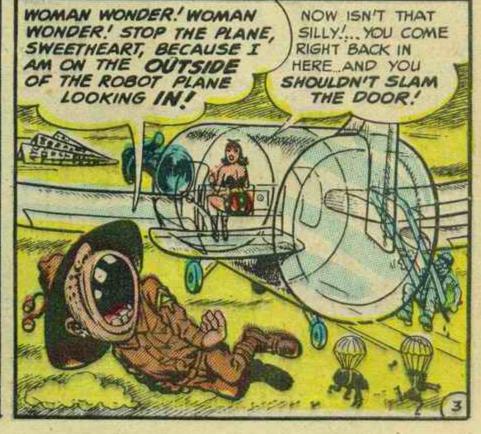










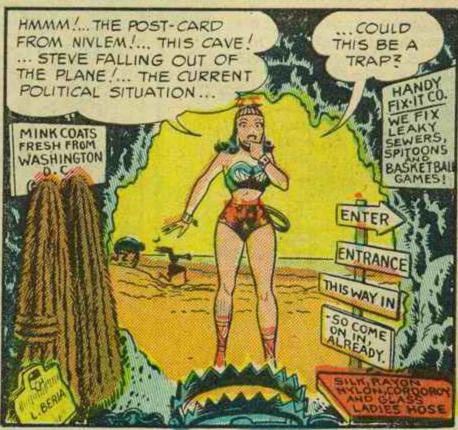












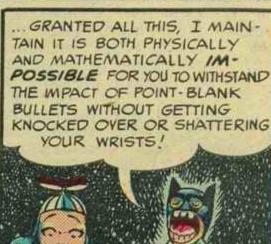






























HAHAHA' YOU POOR FOOL! IT IS

USELESS TO TRY AND STRUGGLE







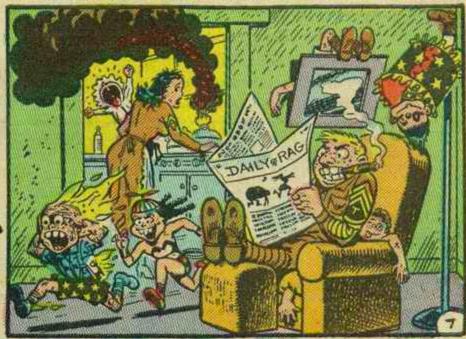








STEVE ADORE, WHO IS IN REALITY, NIVLEM ... AND DIANA BANANA ... ARE NOW MARRIED! DIANA BANANA IS NOW CONTENT WITH THE NORMAL FEMALE LIFE OF WORKING OVER A HOT STOVE!



AND STEVE CAN EVEN KNOCK HER DOWN IN BOXING!



STUART GREETINGS, INC.

325 W. Randolph St., Dept. 606 Chicago 6, Ill.

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America's Fast Growing Industry Offers You Good Pay-Bright Future-Security



"Up to our necks in Radio-Television work. Four other NRI men work here. Am happy with my work."— Glen Peterson, Bradford, Ont., Canada.



"Am doing Radio and Television Servicing full time. Now have my own shop. I owe my success to N.R.I." - Curtis Stath, Ft. Madison, Iowa.

"Am with WCOC. NRI course can't be beat. No trouble passing 1st class Radio-phone license exam."

—Jesse W. Parker, Meridian, Mississippi.



"By graduation, had paid for course, car, testing equipment. Can service toughest jobs."—E. J. Streitenberger; New Boston, Ohio.



Training plus opportunity is the PERFECT COMBINATION for job security, good pay, advancement. In good times, the trained man makes the BETTER PAY, GETS PROMOTED. When jobs are scarce, the trained man enjoys GREATER SECURITY, NRI training can help assure you more of the better things of life.

Start Soon to Make \$10, \$15 a Week Extra Fixing Sets

Keep your job while training. I start sending you special booklets that show you how to fix sets the day you enroll. Multitester built with parts I send helps you make \$10, \$15 a week extra fixing sets while training. Many start their own Radio-Television business with spare time carnings.

My Training Is Up-To-Date

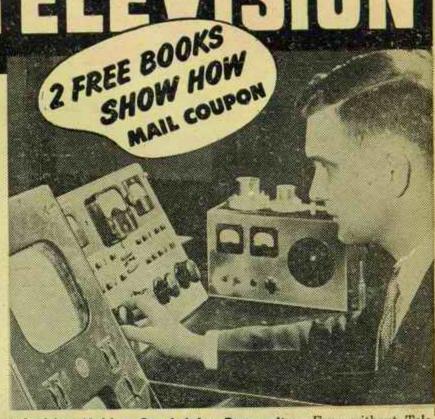
You benefit by my 40 years' experience training men at home. Well illustrated lessons give you basic principles you need. Skillfully developed kits of parts I send (see below) "bring to life" things you learn from lessons.

You Learn by Practicing

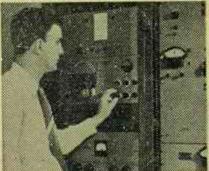
Nothing takes the place of PRACTICAL EXPERIENCE. That's why NRI training is based on LEARNING BY DOING. You use parts I furnish to build many circuits common to Radio and Television. As part of my Communications Course, you build many things, including low power transmitter shown at left. You put it "on the air," perform procedures required of broadcasting operators. With my Servicing Course you build

> modern Radio, etc. Use Multitester you build to make money fixing sets. Many students make \$10, \$15 week extra fixing neighbors' sets in spare time while training. Coupon below will bring book showing other equipment you build. It's

all yours to keep. The Tested Way To Better Pay



Television Making Good Jobs, Prosperity—Even without Television, Radio is bigger than ever. 115 million home and auto Radios to be serviced. Over 3000 Radio broadcasting stations use operators, technicians, engineers. Government, Aviation, Police, Ship, Micro-wave Relay, Two-Way Radio Communications for buses, taxis, trucks, etc., are important and growing fields. Television is moving ahead fast. -



About 200 Television stations are now on the air. Hundreds of others being built. Good TV jobs opening up for Technicians, Operators, etc.



25 million homes now have Television sets. Thousands more are being sold every week. Get a job or have your own business selling, installing, servicing.

Radio-TV Needs Men of Action—Mail Coupon

Act now to get more of the good things of life. Actual lesson proves my training is practical, thorough. 64-page book shows good job opportunities for you in many fields. Take NRI training for as little as \$5 a month. Many graduates make more than total cost of training in two weeks. Mail coupon now. J. E. SMITH, President, National Radio Institute, Dept. 4Eo. Washington 9, D. C.

5000 TU	r Both-FR	The ABCs of SERVICING
MR. J. E. SMITH,	President, Dept. 4E01	100 miles
National Radio Ir	stitute, Washington 9, D. C.	DP W
	Lesson and 64-page Book, FR I call. Please write plainly.)	R of the little
(140 salesman we	can rease write planing,	Caccess in
Name	Age	
Address		TELEVISION TO THE PERSON
City	ZoneState	- VIII
VETS	rite in date	1000



LET ME GIVE YOU A NEW HE-MAN BOD

Awarded the title of "The World's Most Perfectly Developed Man" in an international contest.

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Skinny, Weak, and run down?

Always tired? Nervous?

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DON'T CARE how old or young you are, or how ashamed of your present physical condition you may be. If you can simply raise your arm and flex it I can add SOLID MUSCLE to your biceps-yes, on each arm-in doublequick time! Only 15 minutes a day-right in your own home-is all the time I ask of you! And there's no cost if I fail.

I can broaden your shoulders, strengthen your back, develop your whole muscular system INSIDE and OUTSIDE! I can add inches to your chest, give you a vise-like grip, make those legs of yours lithe and powerful. I can shoot new strength into your old backbone, exercise those inner organs, help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling! Before I get through with you I'll have your whole frame "measured" to a nice, new beautiful suit of muscles!

WHAT'S MY SECRET?

"DYNAMIC TENSION!" That's the ticket! The identical natural method that I myself developed to change my body from the scrawny skinny chested weakling I was at 17 to my present superman physique! Thousands of other fellows are becoming marvelous physical specimens-my way. I give you no gadgets or contraptions to fool with. When you have learned to develop your strength through "Dynamic Tension" you can laugh at artificial muscle-makers. You simply utilize the DOR-

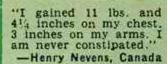
MANT muscle-power in your own God-given body-watch it increase and multiply double-quick into real solid LIVE MUSCLE.

Illustrated 32-page Book.

SEND NOW for my famous book, "Ever-lasting Health and Strength." Packed with

actual photographs. Page by page. it shows what "Dynamic Tension" can do for YOU.

This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Rush coupon to me personally: CHARLES ATLAS, Dept. 164 A 115 East 23rd St., New York 10, N. Y.



"I gained 34 lbs. and increased my chest 6 inches!"

-Stanley Lynn, Calif.

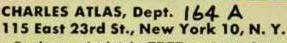
"What a difference! Have put 3½ inches on my chest (normal) and 2½ inches expanded." -F. S., New York

"Gained 29 pounds When I started your course I weighed only 147. Now I weigh 170." -T. K., New York



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