



TALES CALCU

LATED TO DRIVE YOU

10¢

Vol. 16 No. 16

Copy, 1954 "Zif Anyone'll Steal It."

Someday, October, 1954*

10¢ ON THE LAND 10¢ ON THE SEA 10¢ IN THE AIR

MAD

Story on Page 17

Humor In A Jugular Vein

Story on Page #



(MAD fotos by H. Kurtzman)

Comic-Book Raid

As a result of charges that certain comic-books are contributing to crime, these comic-book artists [↑] were rounded up today at their hideout where they had stored a sizeable cache of brushes, drawing paper and ink. From right to left, they are a "crime" cartoonist, a "science-fiction" cartoonist, and a "lampoon" cartoonist.

—Story on page *

Comics Go Underground

In this remarkable photo, [→] we see a comic-book publisher whose books have been banned from the newsstands, secretly peddling his comics on a busy street corner. It is rumored that this is only one of the tricks that desperate comic-book publishers are resorting to in order to sell their books... another far-fetched rumor being that they are disguising their books to look like newspapers in order to sneak them onto the stands. However, this rumor is plainly ridiculous.

—Story on page @



PROOF... OF 8 BRANDS TESTED, PANIC IS BEST IMITATION OF MAD

YES, EXTENSIVE TESTS BY THE E.C. RESEARCH BUREAU HAVE PROVEN CONCLUSIVELY THAT **PANIC** LEADS EIGHT OTHER BRANDS IN IMITATING **MAD**! **PANIC** USES MORE OF **MAD**'S ARTISTS, MORE OF **MAD**'S PRINTERS, MORE OF **MAD**'S POTRZEBIE AND FURSHLUGGINER THAN ANY OTHER **MAD** IMITATION!

BEST IMITATION

FAIR IMITATION

POOR IMITATION

ECCCCCHHHHH

PANIC

BRAND A

BRAND B

BRAND C

BRAND D

BRAND E

BRAND F

BRAND G

SO CLIP THIS COUPON AND SEND AWAY FOR YOUR SUBSCRIPTION TO...

HOWEVER, IF YOU WANT THE REAL MCCOY, SUBSCRIBE TO...

PANIC ☐

MAD ☐

SUBSCRIPTION DEPT.
ROOM 706
225 LAFAYETTE ST.
NEW YORK 12, N.Y.

PLEASE SEND ME ONE OR BOTH MAGAZINES CHECKED ABOVE FOR WHICH I ENCLOSE \$1.00 PER TITLE (8 ISSUES)

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

(PLEASE PRINT)

ELDER

CRIME DEPT.: HELLO!... JUST GET BACK FROM YOUR PSYCHIATRIST?... WELL... YOU KEEP READING THESE COMIC BOOKS AND YOU'LL BE VISITING HIM AGAIN REAL SOON! ... ANYHOW... THE FAMILIAR ENTRANCE TO TODAY'S ADVENTURE IS 21/2 BAKER STREET WHERE WE FIND AN OLD FRIEND, DR. WHATSIT, WHO IS ABOUT TO STAR WITH...

SHERMLOCK SHOMES *in* THE HOUND OF THE BASKETBALLS!

UH-OH!... THERE GOES SHERMLOCK SHOMES'S ARCH ENEMY, ARTY MORTY FIRING AT SHOME'S SHADOW ON THE SHADE!

...HOWEVER, THE SHADOW ON THE SHADE IS IN REALITY A PLASTER STATUE-BUST DISGUISED AS SHERMLOCK SHOMES TO CONFUSE ARTY MORTY!

...HOWEVER THE STATUE-BUST IS IN REALITY SHERMLOCK SHOMES DISGUISED AS STATUE-BUST TO FURTHER CONFUSE ARTY MORTY!



SHOMES!
SHOMES,
OLD MAN!
ARE YOU
ALL RIGHT?

...BY JOVE, WHAT LUCK! ARTY MORTY, IN FIRING THROUGH THE STUDY WINDOW, COMPLETELY MISSED THIS... WHICH IS INDEED A STATUE-BUST DISGUISED TO THROW A SHADOW OF SHOMES ON THE SHADE!

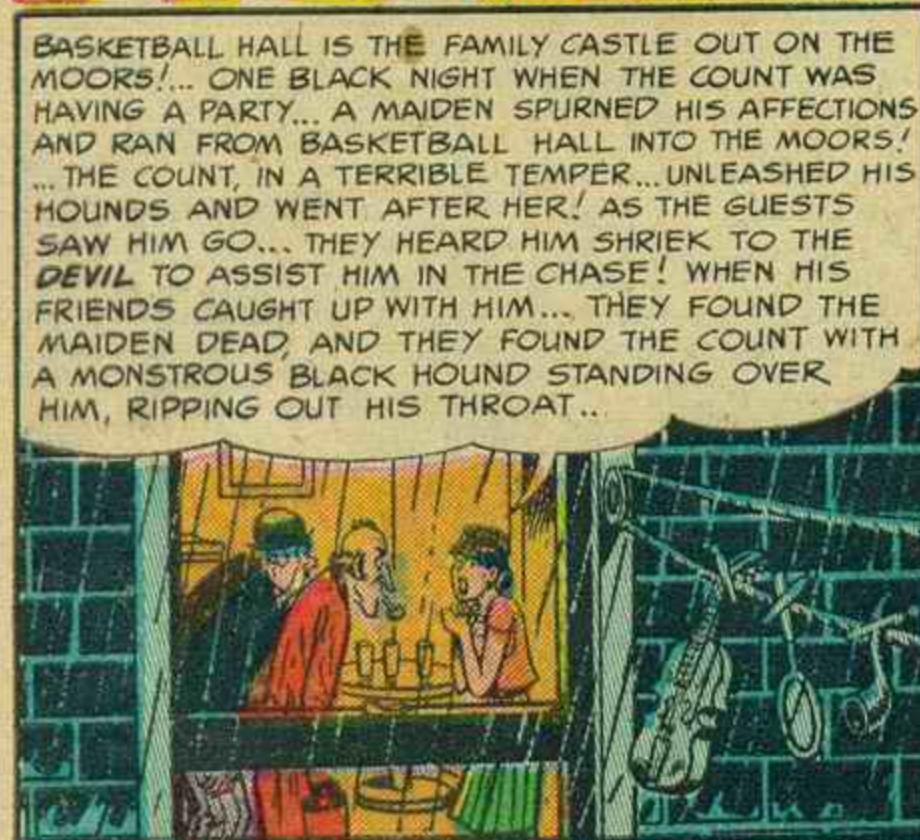
...WRONG AGAIN, WHATSIT!



YOU HAVE DEDUCED RIGHTLY ENOUGH THAT ARTY MORTY, IN FIRING THROUGH THE WINDOW, COMPLETELY MISSED THE STATUE-BUST DISGUISED TO THROW A SHADOW OF ME ON THE SHADE OF THE **STUDY**-WINDOW!

...UNFORTUNATELY... IT WAS NOT THE **STUDY** WINDOW THAT ARTY MORTY FIRED THROUGH!... IT WAS THE **LIVING ROOM** WINDOW!







HAHAHA! STEADY, WHATSIT!...SURELY, THIS STORY OF VISITORS FROM THE NETHER WORLD IS NOT TAKEN BY YOU SERIOUSLY!



...SURELY YOU ARE NOT PRONE TO BELIEVE THAT THE OLD BOY FROM DOWN BELOW REALLY EXISTS IN MORTAL FORM!



I SAY, SHOMES... YOU NEEDN'T ACT SO SMUG!... AFTER ALL... YOU'RE HERE UNDER THE BED TOO!

GENTLEMEN! GENTLEMEN! DOES YOUR REACTION MEAN YOU WILL NOT TAKE MY CASE?



I DON'T SUPPOSE IT MATTERS THAT I HAVE NO ONE ELSE TO TURN TO...

...I DON'T SUPPOSE IT MATTERS THAT I'M DESPERATE...

...I DON'T SUPPOSE IT MATTERS THAT I CAME PREPARED TO PAY MONEY...



MY USUAL FEE?... TEN POUND TWO QUID THRUPPENNY HA'PENNY?

TEN POUND HA'PENNY THRUPPENNY TUPPENNY THRUPPENNY!

THROW IN ANOTHER PAIR OF PENCE AND IT'S A DEAL!

I'VE GOT TUPPENNY, JOLLY JOLLY TUPPENNY!

NOW PLEASE, MISS... ON WITH YOUR STORY!



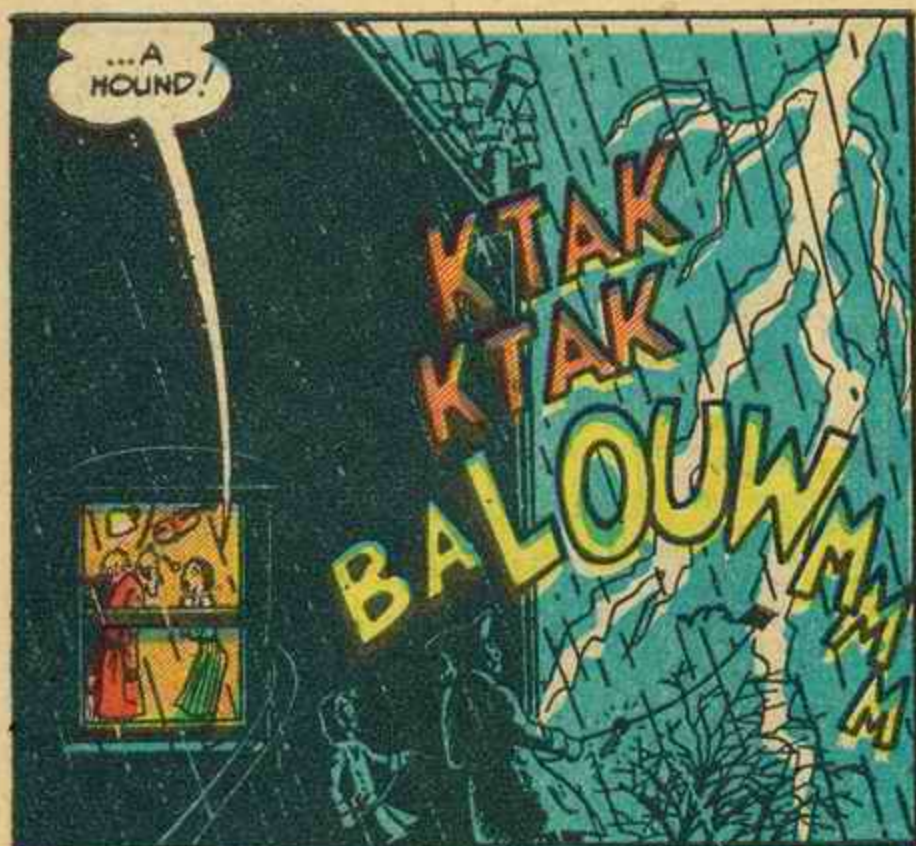
... WELL... EVER SINCE COUNT AMISHER BASKETBALL'S DEMISE, LIVING AT BASKETBALL HALL HASN'T BEEN CRICKET! IT WOULD SEEM THAT THE FAMILY HAS BEEN CURSED BY A LONG SERIES OF SAD MISFORTUNES AND UNTIMELY DEATHS...



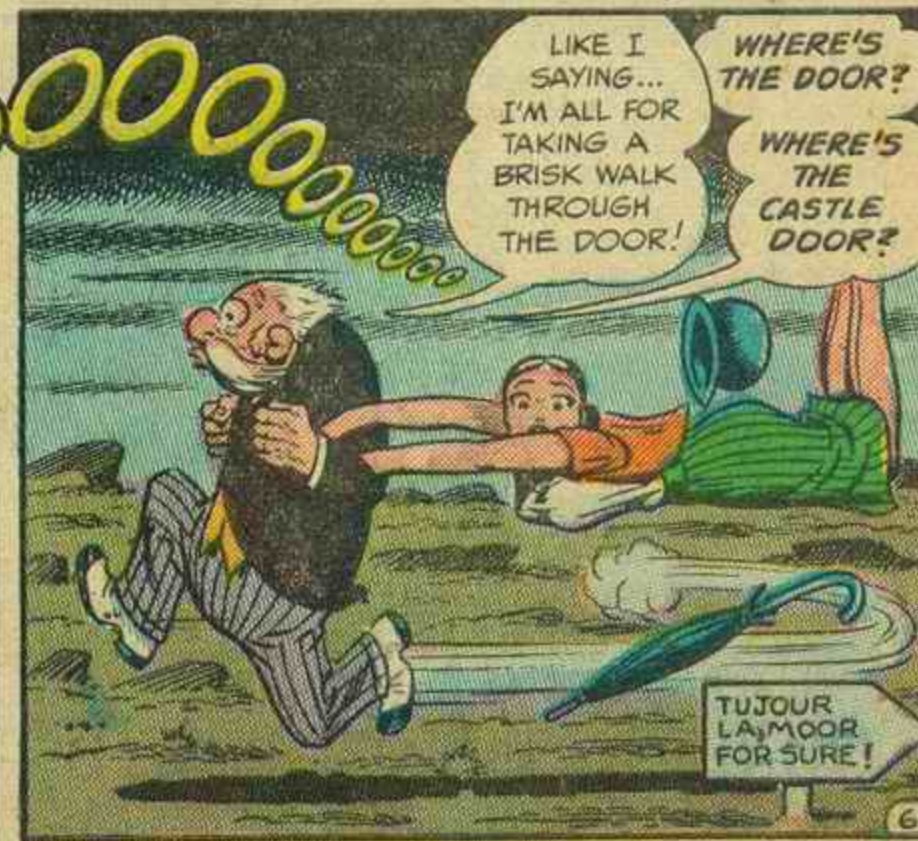
...UP TO THE LAST DESCENDANT OF THE BASKETBALLS... MY UNCLE, COOLIDGE BASKETBALL, WHO ONLY THIS PAST YEAR, DIED AT BASKETBALL HALL UNDER THE MOST UNUSUAL CIRCUMSTANCES AT THE ENTRANCE TO THE COURT-YARD OF BASKETBALL HALL!

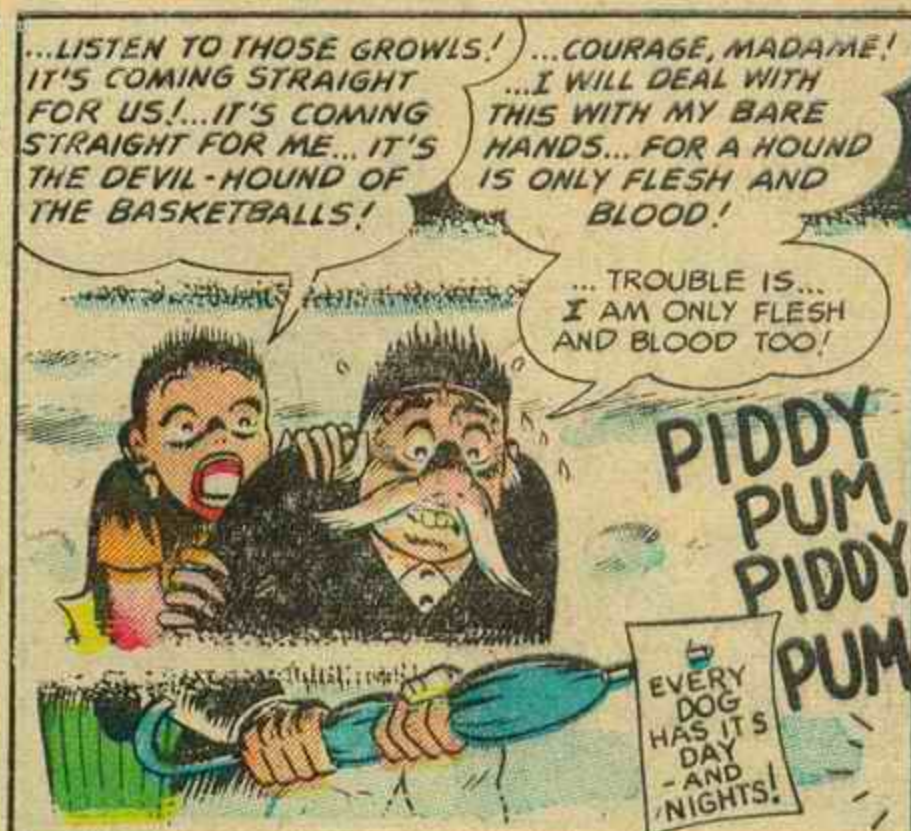
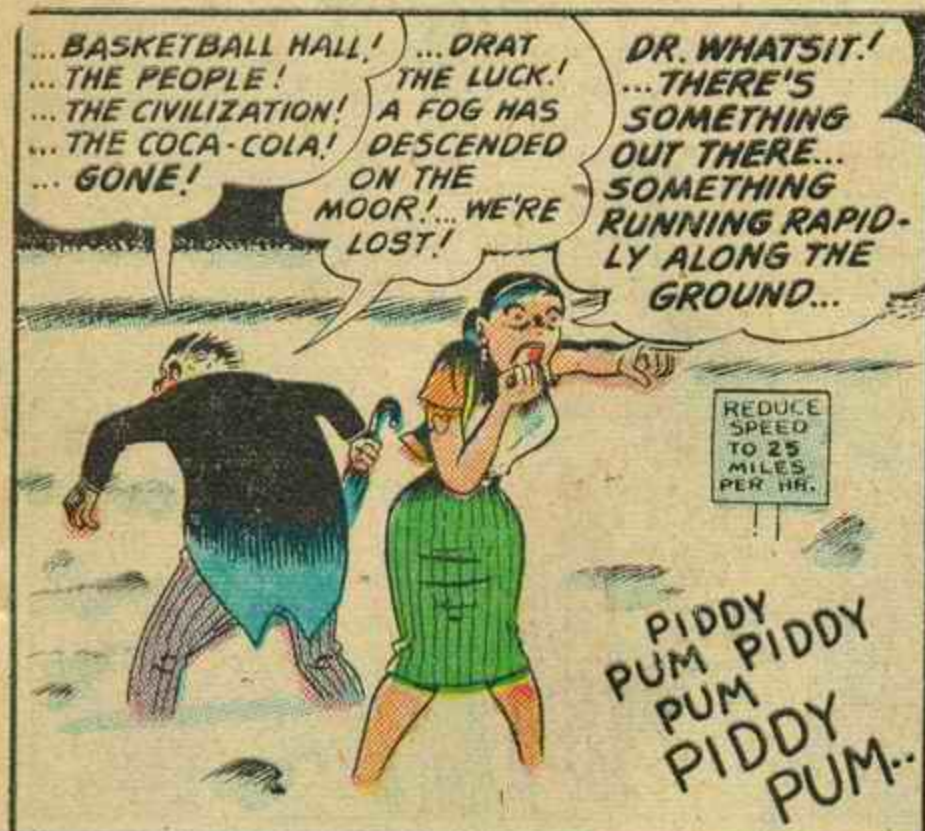


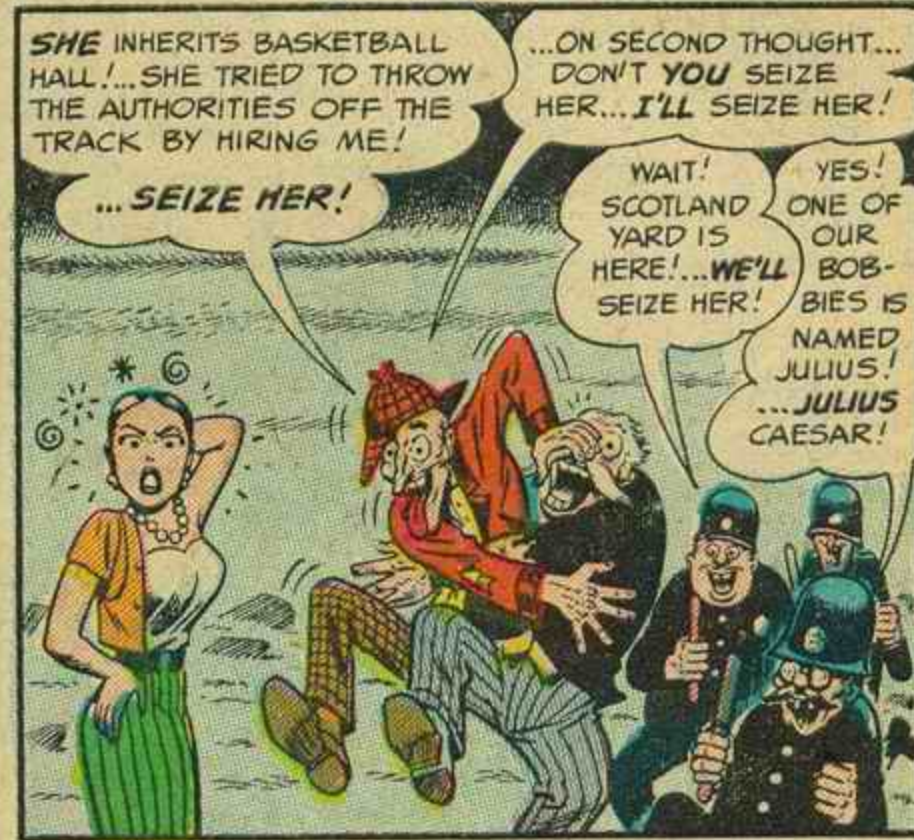
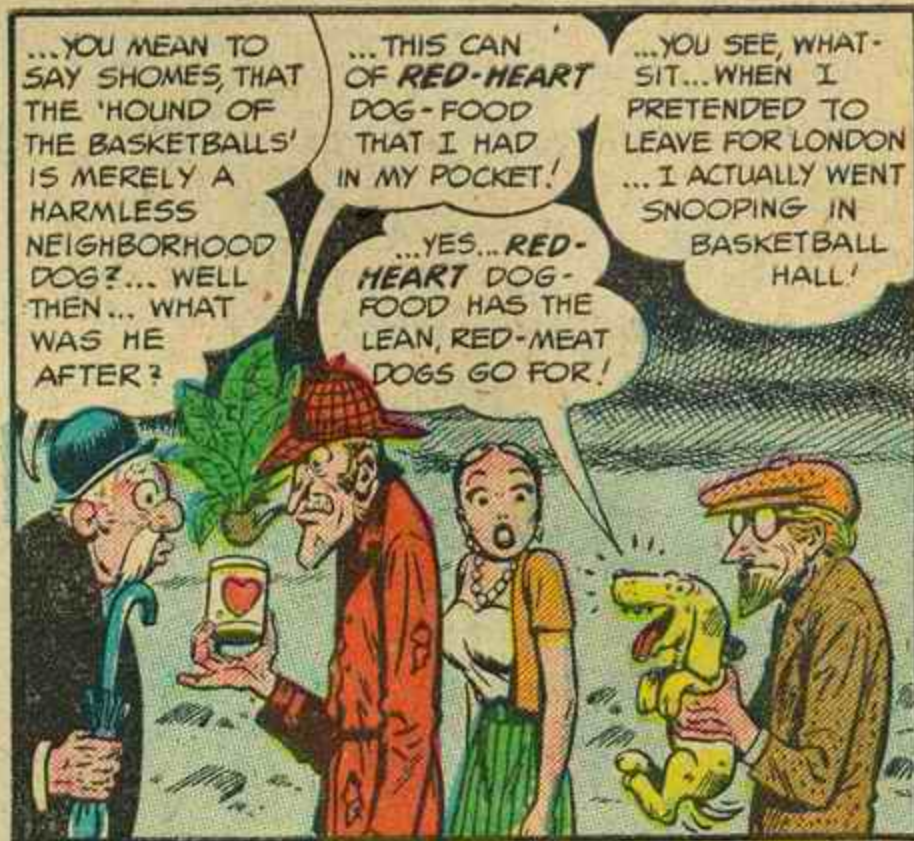
...YES...THEY FOUND HIM BY THE BASKETBALL COURT, LYING WHERE HE HAD FALLEN...APPARENTLY FROM A STOPPAGE OF THE HEART!... IT SEEMS HE HAD BEEN RUNNING FROM SOMETHING...AND WHEN WE FOUND HIS BODY... HIS FACE WAS FROZEN IN THE MOST TERRIFYING EXPRESSION OF HORROR I HAVE EVER SEEN!... NEAR HIM WAS FOUND FOOTSTEPS! ... FOOTSTEPS OF ...





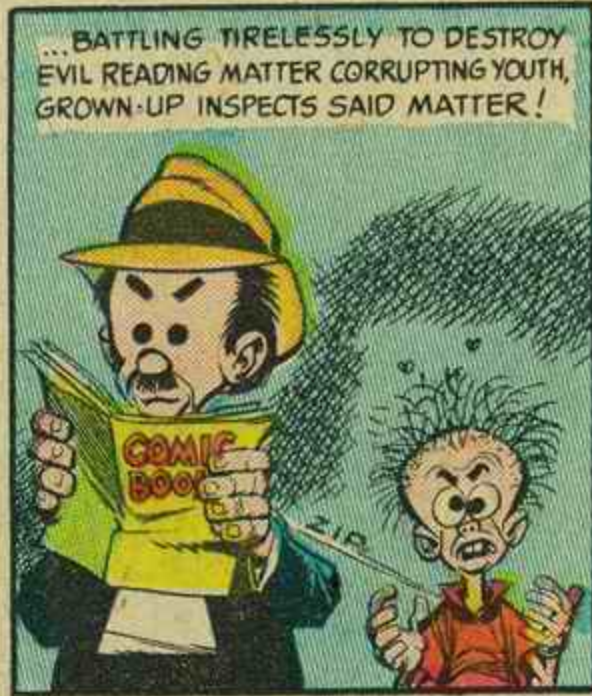






THE PRESS DEPT.: ...YOUTH! EVEN AS WE SPEAK, GROWN-UPS OF AMERICA BATTLE TIRELESSLY TO DESTROY EVIL READING MATTER THAT IS CORRUPTING YOUTH!... HOWEVER, BEHIND THEIR BACKS LOOMED UNCHALLENGED, EVIL READING MATTER THAT IS CORRUPTING GROWN-UPS!... YOUTH!... SAVE OUR GROWN-UPS!... SAVE THEM FROM THE BAD INFLUENCES OF...

NEWSPAPERS! *



* P.S. — HEWING TO THE USUAL WRETCHED MAD PRACTICE, WE SHALL CONCERN OURSELVES MERELY WITH THE WORST ASPECTS OF NEWSPAPERS AND TOTALLY IGNORE THE BEST!

★★★★★
LATE LATE
LATE LATE

DAILY POOP

PICTURE NEWSPAPER... PLENTY PICTURES

4¢
A POUND

Someday, October, 1954*

4¢ IN CITY
LIMITS

5¢ OUTSIDE
COUNTRY LIMITS

6¢ OUTSIDE
EARTH LIMITS

...like for instance page 1!
With all kinds important
things going on in politics
here's what they put on page 1!

MAN CARVES UP HIS GIRL FRIEND

Story on Page 4

Son of Skunk Farmer Weds Heiress

Story on Page 4



Big Bloody Riot

Boy! What violence there was on the docks yesterday. Note in foreground above, [↑] policeman's teeth being smashed in by brass knuckles. Note in background, man, being clubbed on head with lead pipe, pushes thumb under other man's eye. Note plenty other bloody things by looking at photo closely.

Girl Beaten

Vava Voom shows where she was bruised [→] when burglars broke into her apt. house. Although it was a neighbor's apt. they broke into, Vava was bruised while taking a shower.



*POOP foto by Jack Davis

Killer Admits Using Meat Grinder

Googie Divorces Zazie for Boobie

By Smedley Dirtigger
DAILY POOP News Bureau

Yesterday, the most earth-shaking event in the history of our times took place when Googie Smidley, after a quick divorce from the Baroness Zazie Ley Smed, got secretly married to Boobie Van Smoodley at a modest little ceremony at the Taj Mahal.

After the wedding, a modest little reception was held at the Hollywood Bowl. The happy couple had this to say when quizzed by this reporter. "This time, Smedley, it's for keeps. This romance is the real thing and this time this is IT and for keeps this time and it's the real thing." This was Boobie's 12th marriage and Googie's 27th.

While Boobie is the wealthy heiress to the Van Smoodley Timber, Steel and Uranium fortune, Googie is the son of an illiterate, filthy, peasant skunk-farmer.

As to their future plans, Googie said that the honeymoon would have to be delayed since there are matters of grave concern and import to attend to... matters that cannot wait. Like for instance, the construction of a special polo-mallet being hand-fashioned for Googie. Boobie, meanwhile, will vacation.

As Googie packed his money-bags and prepared to depart in his platinum jet-plane (by



(POOP foto by J. Davis)
Googie and Boobie as they said that this was it.

his last marriage), this reporter was told, emphatically, "Smedley, this time it's the real furshlugginer thing."

Googie With Foofoo While Boobie Vacations

By Dirtley Smedigger

The Bahamas—The most drooly incident ever witnessed by civilization took place this morning when Googie Smidley landed here on his own private platinum landing strip (by his eleventh marriage), for a rendezvous with Foofoo Smedd Lee.

Meanwhile, Boobie said she and Googie could not make a go of married life and she was instituting a divorce. Foofoo Smed Lee, wealthy heiress to Smed Lee Gold and Diamond fortune, announced modest little wedding, only 10,000 close friends to attend. When queried, Googie said, "Dirtley, this time it is positively IT," as he left, in his platinum diesel train.

Googie is Mine Says Selma

By D. Irt

Selma Strudley, this evening, confirmed the devastating rumor that she and Googie Smidley will soon be married. Meanwhile, Foofoo Smedd Lee told reporters that her romance with Googie, after a long period of incessant bickering, has gone on the rocks. Foofoo is the wealthy heiress to several large countries all over the world, and as she stood hand in hand with Googie at the entrance to Foofoo's modest little city, Googie informed this reporter that this was it! Outside, on Foofoo's private lake, on the deck of her private flat-top, Googie's platinum jet Constellation was warming up for a business trip.



(POOP foto by Jack Davis)
Googie and Foofoo tell world that this is it.



(POOP foto by Jack Davis)

Full Details on Most Nauseating Crime Ever

Today, Sturdley Hockblock publicly confessed to the mostest sickeningest crime ever, in this city of Smerdley, and we have all the details down to the last gruesome little details.

Very Important People Arrive on Boat



(POOP foto by Jack Davis)
The most importantest people ever, arrived on the S.S. Sturdley today. Above is Miss Baba Bam waving hello from rail of ship. Not that Miss Baba Bam had anything to do with arrivals... she was just passing by docks at time.

Police Chief Smudley Smedley of Smerdley had this to say:

"Echhhh!"
The body was discovered yesterday by 172 witnesses all over the city. This was because the body was in 172 packages all over the city. But you ain't heard nothing yet.

Hockblock was immediately apprehended through the efficiency of a mammoth police dragnet, a diligent manhunt by the organized citizenry, an announcement on "Gangbusters," and mainly, Hockblock gave himself up.

But now we come to main enjoyable part where Hockblock describes in detail how he committed murder like for instance what kind of butcher's cleaver he used, what type blood the victim had, what color blood, with closeups of the blood and like that.

Now all the teeny details the way Hockblock went about the murder was this. First he grabbed his victim and then he (continued on pg. 780)

War Breaks Out in Far East. Millions Flee for Lives

It was heard today that the beginnings of a war have started in the far east. In the opinion of a leading advisor in this country, this war is so tightly linked to our strategic position in the world that it

will undoubtedly lead this country and the rest of the world into war and it is difficult to foresee how it will be possible to avoid using the atom and hydrogen bombs. A board of experts in an emer-

gency round-table discussion agreed unanimously that this

event in the far-east is definitely the beginning of the end

of civilization.

False

...after that comes pages like this with teenchy-weenchy pieces of news stuck in edges!

NEW MEDICAL DISCOVERY! TURNS PIMPLES INSIDE-OUT!

When Specialist, Smurdley B. Lemish reports that new medical discovery works wonders on the skin.

Do people stare at you and go, "Ugh!"? Do people avoid you at parties? Well, according to a leading skin specialist's report, B. LEMISH'S SKIN CREAM is the thing for you. You see, B. LEMISH'S penetrating action actually sinks right into the skin and turns pimples inside-out. Just think, after ONE application of B. LEMISH'S SKIN CREAM, instead of bumps on your face, you have indentations. Think how quickly you will become the LIFE of the parties. Think how people's exclamations of "Ugh!" will turn to "Ech!" Don't waste a moment. For the, you can have a ten year supply of B. LEMISH'S SKIN CREAM. Send \$25 with \$1.00 to cover handling... to B. LEMISH, c/o Lemish's Hogfat Distillery in Smudley. If not satisfied, you will receive double your money back. However, we are confident we will be satisfied with your money.

OVERWEIGHT and can't diet?



TRY THE NU-MAL TRITION WAY... of getting rid of fat. NU-MAL TRITION does not pretend to dissolve fat. NU-MAL TRITION does not work on the stomach to give you loss of appetite. NU-MAL TRITION merely knocks you unconscious for days on end. NU-MAL TRITION, the sure way to dieting.

Sitting Down All The Time... Lack of Pep?

Don't neglect your kidneys. Very often, a simple thing like a neglected kidney can make you feel listless, tired all day with no energy to get ahead in the world. Don't let this condition make you lose out on life. Don't let lack of pep deny you fame. You might be rich right now if you had some of that pep to get-up and go and make out in this world. Mordley's Penetrating Iron Tablets are the thing for you. These tablets are designed so that they will give you plenty of get-up and go. You see Mordley's Penetrating Iron tablets have an iron point on the top so that when used properly as directed, you will find sitting on Mordley's Penetrating Iron tablets gives you all the get-up and go that you need.

CHOKED with GAS?

THANK HEAVENS! It might have been mustard gas. When acid indigestion strikes, take PRUB tablets to get fast acting relief. PRUB spelled backwards is NATURES.

Do the Nose Drops You Use Match Fluid in Your Nose?

To counteract sniffly cold symptoms in the nose, we have compounded a liquid called Smurde that matches the natural fluids in the nose. A bottle of this nauseating liquid costs 10c. Fight that sniffle with Smurde.

Itchy skin starves for medicated lanolin.

Yes, if your itchy skin starves for medicated lanolin, get Smurde's Ointment. Smurde's Ointment is compounded of axle grease and ground glass. Yes, Smurde's Ointment takes the place of scratching, so get Smurde's Ointment today.

FREE PRACTICALLY

We Pay You to Take Away This Furniture... practically!

87 piece set, reg..\$1,000

OUR PRICE \$25

Look at all these pieces



- | | |
|--------------|-----------------|
| 1 Sofa | 1 Coffee Table |
| 3 Cushions | 1 Coffee Cup |
| 4 Legs | 2 Lumps Sugar |
| 2 Arms | 1 Flower Pot |
| 2 Chairs | 5 Flowers |
| 7 Legs | 1 Cigarette Box |
| 1 Lamp Table | 1 Match Book |
| 1 Lamp | 22 Cigarettes |
| 1 Lamp Shade | 30 Matches |
| 1 Bulb | |

Just think... when you buy this \$1,000 value for \$25, you save \$975! That's like \$975 put in the bank! Shop at our store and you will be rich in no time!

The following, we HAVE to get rid of! Come TAKE it away!

- | | |
|--|---------------------------|
| Hollywood Bed, genuine sprung steel | reg. 500 reduced to 39.99 |
| Hollywood Mattress, genuine spring steel lumps | reg. 300 reduced to 29.99 |
| Hollywood Studio Couch, from genuine Hollywood studio... | reg. 100 reduced to 19.99 |
| Hollywood Bunk, single, double, triple, fupple decker..... | reg. 50 reduced to 9.99 |
| Hollywood Cot, folding canvas, type U.S.A. | reg. 10 reduced to .99 |
| Hollywood Stool | reg. 1 reduced to .09 |

Scalper's Dept. Store

AT SMURDLEY AND MAIN

FREE parking, OR... if you can't ride, WE'LL pick you up, OR... if you can't leave home, WE'LL bring the merchandise to you, OR... WE'LL do anything! ANYTHING...YOU HEAR!!!

Broadway

...300 pages later,
you come back
to more regular
printing...the features!

Well, for you today. Last night, this reporter picked up some mighty interesting items down along that glamorous avenue of theatres, clubs, and the neon night-life. And here are some of the items, some of the dirt that this Broadway reporter picked up. Some of the items and dirt were: a hardly smoked cigar butt, a indian penny, a comic book with cover torn off, 1/2 pound silver paper from cigarette packages, 10 Planter's Peanuts wrappers I can send away for free stamps.

AND NOW, around the nightclubs with Smurdley Yeldrums: At the Stark Club I saw Zaza Zam chatting in a very chummy manner with producer, Sam Urdley. At the Twentythousand Four Eight Club, Ludsmey Zam, husband of the beautiful Zaza Zam, was seen sitting alone and this reporter chatted with him for a moment. At the Moco-bombo, Sam Urdley, producer, was seen being punched in the nose while chatting with Ludsmey Zam. At the Coq Roach, Zaza Zam seen also punched in the nose while chatting with Ludsmey Zam. At the Chez Pigalle, this reporter seen punched in the nose by Zaza Zam.

AND NOW, the hottest item of the week. What T.V. actress has been frequently seen with what international playboy at what restaurant at what time? What is going on between these two and what will Broadway actors have to say? What will his agent have to say and what will his company do about what? In fact, what do all these goings on mean in the first place? If you know what, let me know what because I'd like to know myself.

AND NOW, an open letter to Bopley Smurd: Dear Bopley, I am sending you this open letter because of the recent encounter you had with your public the other night when you got angry at your fans and refused to sign their autograph books. I am writing you this open letter to remind you that it was the fans who put you where you are today. It was the fans who gave you your first break as a singer. Remember you used to be an electrician and you were fixing the electric fans at the Stark Club and the night club owners heard you singing while you were fixing those electric fans? Remember? Hair, you bum, remember? That was your first break. I am writing you this letter just to remind you what those fans did for you. So last night, when your kicking screaming fans tore the sleeve from your coat, the leg from your pant, the hair from your head, there was no reason for you to get mad...no reason to start to strangle that little girl. She just wanted your socks for a souvenir. And mainly I am writing this open letter...I am writing you this open letter...because a closed letter would cost three cents postage and it's cheaper this way.



SILVER PAPER

ever, although Q.X. will O.K. O.K. O.K. will not O.K. deal Does Q.X. think O.K. is O.K.? If so, how can Q.X. O.K. if O.K. is not O.K. that is, if O.K. is Q.X. and not O.K. I mean O.K. rather than O.K. er, the first O.K. rather than O.K. as used the second time. Shall we get on to the next item!

AND NOW, this is your Broadway Gunk reporter, Smurdley Yeldrums closing with the final statement of wisdom that I pass along to you out there in order to give you something to think about today and that final wise word is... anybody want to buy silver-paper? I have 1/2 a pound which I will sell cheap.



WHAT ACTRESS?



FAN

The Kwestioning

Kameraman

By MURDLEY S.

THE POOP will pay \$10 for every intelligent, thoughtful, important question submitted and used by this column.

QUESTION

...you ever get punched inna nose?

LOCATION

Down in the subway in various locations...on the platforms, in the trains, and on the tracks.

ANSWERS

Punchy Knucklehead, sandwich sign carrier.



Nobody eva punched me. I don't give 'em the chance. I punch 'em fuyst. When guys pass me an'

I don't like 'eir looks. PUNCH! I let 'em have it.

Head knuckle Punched, process server.

Yes, people always punch me in the nose. My job makes people mad. Sometimes people punch me for no reason. The other day some sandwich-sign carrier came up and punched me in the nose.

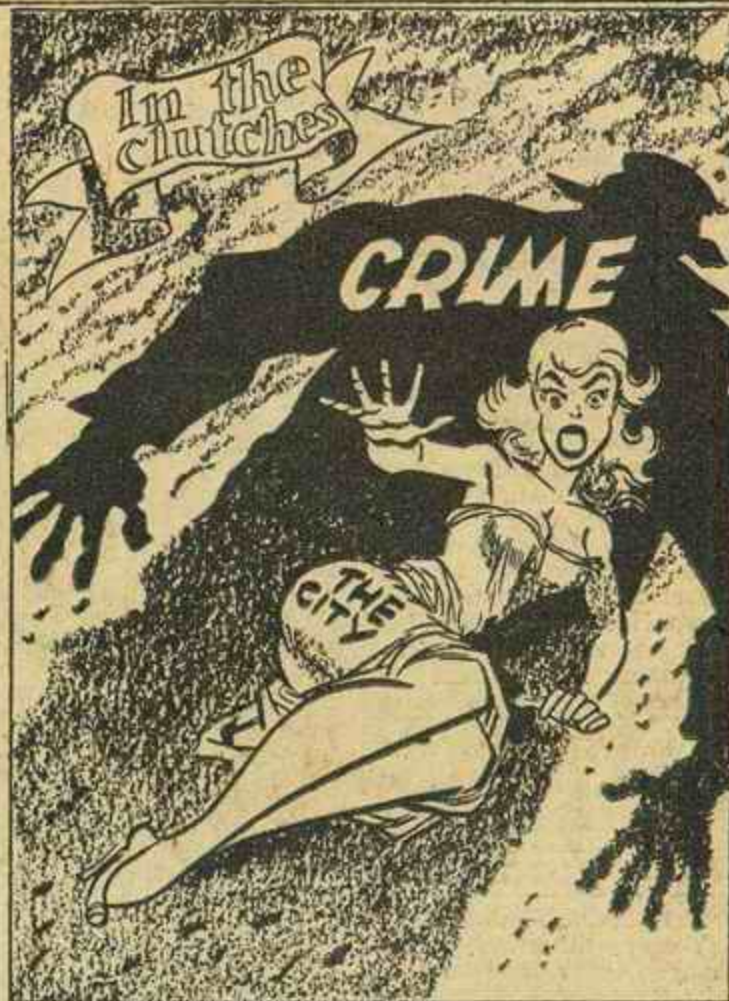


Knucklepunch Head, potrzebie. Maybe. One day, I went to the top of the Statue of Liberty and was accosted there by a thief who gave me a

punch in the belly. We were standing in the Statue of Liberty's nose, so although I was punched in the belly, I was punched in the nose.

Headpunch Knuckle, malcontented dish washer. Has one the right to be punched in the nose is the core of this question. Don't let "big interests" talk you into not getting punched in the nose. I hope that answers your question.

Bobo Bom, stenographer. Quit following me or I'll give YOU a punch inna nose!



POOP PEOPLE'S LETTERS

Please give name and address and name of your lawyer with your letter

SHOOT

This city is going to the dogs! There are no good bums in city-hall that are decaying and corrupting our city till gradually, it is going to the dogs. There is a small band of dirty no-good self-seeking money-hungry political bums who alone are responsible for letting the city go to the dogs. And there is only one thing left to stop these dirty bunch of no good bums from letting this city go to the dogs. I say we must take them out and shoot them like dogs. Take out all the dogs every single dog and shoot them like dogs. That way, this city cannot go to the dogs.

GREATLY DISGUSTED

GRIND UP

Your newspaper is the worst rag on the market. It is the most terrible bunch of junk I have ever seen. It isn't fit for lining the trash can. It isn't even fit to grind up and make into other paper again. It isn't even fit for thinking of grinding up and making into other paper. It isn't even fit for making into paper for thinking of grinding up and making into other paper! I'll bet you don't print this.

REALLY DISGUSTED

CRUMS

What a bunch of crums you are. I'll bet you don't print this.

MUCH DISGUSTED

BUMS

Bums! I'll bet you don't print this.

PLENTY DISGUSTED

I'LL

I'll bet you don't print this.

GOOD AND DISGUSTED

STUPID

I read the letter yesterday by reader, "MOST DIS-

GUSTED," and I want to voice my disagreement to this letter attacking some of the basic ideas of our political structure. I want to say to "MOST DISGUSTED," men like you are the fundamental trouble with our whole social and political ideology. In other words, in answer to your statement "Women are stupid!" I say, men are stupid!

DISGUSTED GIRL

STUPID

I just want to second reader "MOST DISGUSTED"'s letter. If anyone has the simplest grasp of life, has the merest ability to comprehend the complex philosophy we live by, they would realize instantly why we have wars, why we have sickness and disease. They would realize in a sentence like "MOST DISGUSTED," that women are stupid!

DISGUSTED BOY

STUPID

In answer to the vital argument "MOST DISGUSTED"'s letter has touched off, I think the truth of the matter is men and women are stupid!

DISGUSTED THING

KILL

I think that the solution to our problems is to kill all the Democrats.

DISGUSTED REPUBLICAN

KILL

I think the solution to our problems is to kill all the Republicans.

DISGUSTED DEMOCRAT

KILL

I think the solution to our problems is to kill everybody.

PLAIN DISGUSTED

Love Advice...

by Smurdlove Unrequited
DEAR MISS UNREQUIT-

...more features... than movie ads! These movie ads certainly do untold damage to grown-ups!

about to be another man who the first man worked for. When I met the first man, it was love at first sight, and since he had divorced the second woman, he thought everything was all right till the first woman showed up. Now everything is in a furshlugginer mess and I am wondering if you have any opinion on all this. Miss Un-

*** WHAT'S ***

UP-STARS

YOUR HOROSCOPE

by Steller Smurdley
Today—the stars predict many important events, so take careful note. First of all, it seems that the morning will start very early, and later on in the day you will find yourself in the afternoon. Still later on, take care, for it will get very dark and you will be very sleepy. Our advice would be for you to go to bed. During the day, try to see and think clearly. Try not to get into trouble. Also, try to eat and breathe and most of all, stay alive.

Gemini—Today to all Geminis who have birthdays, all we have to say to you is, Jiminy, Gemini, happy birthday! For all Gemini, nomatter homini, we predict that today your future lies ahead of you although your past is behind.



TRULY UNUSUAL
GANGTOK
SWORDS
ALL NIGHT PARKING
"Lucky"
"Packed with action on a grand scale! Rousing! Spectacular!"
Music
ADULTS ONLY

required, what is your answer?
ANSWER: Yes.
DEAR MISS UNREQUIT-
ED: I am going out who some-
times I think don't love me. He
don't have a job, and once we
had a date and I gave him my
pay-check to take us out and
when he took me home I asked

him for the change and he told
me to leave him alone or he'd
never take me out again. Next
time we had a date, I gave him
my car for us to take a ride in.
When he took me home, I asked
for the car and he told me to
leave him alone or he'd never
take me for a ride again. Next

time we had a date, he was
with another girl. When he
took her home, I asked him to
take me home. He told me to
leave him alone or he'd get me
in trouble. What I want to
know is, can he get me in
trouble?—Z.X.
ANSWER: Maybe.

CRIME HORROR
Wonder of the Motion Picture
CRIME
FINE ART
the thousands who have yet to see it... and the thousands more who want to enjoy it again!
Fabulously BEAUTIFUL...
Savagely REAL...
Excitingly DIFFERENT...
3 SHOWS MONDAY APRIL 19 (EASTER MONDAY)

KILL
Here is your ticket to go
GARTERS
TECHNOLOGY
SILIGURI

FIGHT
GOURMETS
"Wonderfully worthy"
GIANT WHALE

STAB
BLOOD AND GUTS
A very extraordinary picture

MURDER
NY, YERSON
NEW ROCHELLE
WHITE PLAINS
YORKERS...
"THILLS ENOUGH FOR TWO PICTURES"

WOMEN
OPPOSITE OF MEN
WIDE-VISION SCREEN

ROMANCE
EXCITING
FANTASY STORIES
YOU'LL ENJOY IT!

FEMALE
DREAMS OF A WOMAN

ARMOUR
IT'S HERE AT LAST!

DATE
NOT DATES
GIRLS
GIRLS!
GIRLS!
GIRLS!

LOVE
"One Of The Merriest!"
LAST SHOWING
THE PRINCE WHO BECAME KING
OF 10,000 P.L.A. DARRONS
LOVE

★★★★★
LATE LATE
LATE LATE

DAILY POOP

PICTURE NEWSPAPER... PLENTY PICTURES

4¢
A POUND

4,000 Pages

Copy, 1954 Poop Syndicate Co. Inc.

Someday, October, 1954*

IN CITY
4¢ LIMITS

OUTSIDE
5¢ COUNTRY LIMITS

OUTSIDE
6¢ EARTH LIMITS

10 PAGES OF BLOODY FIGHT PICS

Full Nauseating Story on Page 380

Messiest Fight Ever

Here are the Daily Poop's exclusive fight pics of the Kid Smadoodley-Punchy Melvin bout. The Poop has spared no expense to give you complete photo coverage of best and bloodiest parts of fight with photos of hardest blows, taken from many different angles. Candid shot on left [←] catches face of Punchy Melvin as it contorts from Smadoodley's left to the head. Next candid shot [←] catches Kid's contorted face pressed unbelievably flat for an instant by Punchy's glove. Below, left [←], Punchy's face contorted... ear is where eye should be. Last shot [←] Kid's whole face is in space eyebrows should be.

- Lots more, p. 50-60



(POOP foto by Jack Davis)



(POOP foto by Jack Davis)



(POOP foto by Jack Davis)



(POOP foto by Jack Davis)



(POOP foto by Jack POTRERRE)

Man Fined For Bashing Son

This photo [→] shows grown-up accused of severely spanking youthful son [→]. Grown-up told reporters how while reading newspaper today, he noticed youth looking at evil reading matter. Suddenly, grown-up's mind felt so strangely corrupted, he jumped up and spanked youth [→]. Youth [→] points [→] to wrench [←] grownup [↑] used to [↓] spank.

WELL, YOUTH... THAT'S WHAT THEY'RE READING! THAT'S WHAT MONEY-HUNGRY PUBLISHERS ARE FEEDING TO OUR OWN GROWN-UPS!... YOU CAN ACT!... FORM CLUBS, ORGANIZATIONS!... SEE TO IT THAT OUR GROWN-UPS BUY CLEAN WHOLESOME READING MATTER! SEE TO IT THAT OUR GROWN-UPS ARE NOT CORRUPTED BY NEWSPAPERS!

And now, once again, in line with our purpose of informing as well as entertaining, MAD turns serious for a moment. Once again, in order to bring the future into focus, we present this month an article by a famous analyst on Egypt. Yes, it is well to watch Egypt, keystone of the east. In Egypt the decisions of tomorrow will be made in the future. We are sure that this article will stress that fact even more so, and so we present this article called



by

E.C. WENT TO SEA IN SEARCH OF ANOTHER NEW TREND...



AND WE CAME UP WITH...
SAGAS OF THE SEA, SHIPS, PLUNDER AND...

PIRACY

NOW YOU SEARCH
FOR IT!

BUT IF YOU *CAN'T FIND PIRACY*
AT YOUR LOCAL NEWSSTAND, YOU
CAN *SUBSCRIBE!* JUST FILL OUT
THE COUPON AND MAIL, TOGETHER
WITH *ONE HUNDRED PIECES OF*
CENT (THAT'S ONE BUCK, LAND-
LUBBERS!), TO:

THE SEASICK EDITORS OF
PIRACY
ROOM 106
225 LAFAYETTE STREET
N.Y.C. 12, N.Y.

OKAY, BILGE RATS! YOU SHANGHAIED ME!
I ENCLOSE \$1.00 FOR THE NEXT EIGHT ISSUES
OF *PIRACY!*

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZONE
NO. _____

MAD MUMBLINGS

Dear Editors,

... What's the idea of trying to palm that article in issue #3 off as Greek writing. I know Captain Marvel code when I see it.—Hal Higdon—Chicago, Ill.

... In MAD #13, in the story of the Book Version, you have the main character saying, "Gimme that #@**\$ film." I read the real book version, and I believe he said, "Gimme that xx#@**\$ film."—Paul Anderson—Sioux Falls, S. Dak.

... All the squares around my crazy school don't dig no bop talk. I told one square to lend me a hunk of bread and he said he had some biscuits and that's all.—Paul Cummino—Salino, Kan.

... After digging Mad Mumblings, I hate to say it but I do think those kats are a bit square on Bop. It seems all they know is "dig, cool, man, crazy." I'd like to assist. Now a true hipster is hep to the times and comes on like Einstein... starts inventing. Sentence structure is the key. Man, if you're gonna cool that jive completely, you've got to go it phrase-wise. A foreigner who checks in at the 48 might know how to say, "Yes, no, hello, goodbye." Those few don't rate him no diploma. He's got to cool it more so. Same thing with the Hipster. He must not have eyes to see fragmentation, he must go fluidly.—Richard Bassford—Corona, L. I.

... Hipster's revised dictionary:

house—RANCH
eat—GREASE
car—STROLLER
key—TWISTER
sit down—SQUAT
money—ENDS
let's go—LET'S QUIT IT
door—SLAMMER
radio commercial—SONNET
heckler—JONAH
broke—WASTED
bop records—JAMS
Stan Kenton—THE MAN
hundred dollars—A YARD
pal—MY MAN
shoes—SANDALS, STOMPERS, KICKS
popular fellow—PLAYER

—D. (for Down) McAllister—Baltimore, Md.

... Some more words for the Bop Dictionary:

a few minutes—A FEW TICKS
I'll see you—LATER
real nice—TOO MUCH
Bop records—TUNES, SIDES
bad—SCROUNGY
friends—HENCHMEN
to go—TO BLAZE, SPLIT
house—CRIB
square—TURKEY
eye glasses—CHEATERS
nice—WILD
the 1st Sgt.—SIMON LEGREE

—Personnel of 8th R.S.M.—Brooks A.F.B., Tex.

... Your comic-book, MAD, is highly objectionable in so many ways that I will not bother to state them. I do not believe in censorship by a governmental agency or through organized pressure but I do feel that you should be appealed to on an intelligent basis. You have responsibilities beyond your interest in making profits. When your work is designed for young people you have the responsibility to help them grow strong emotionally as well as intellectually. I feel that you have no other choice but to remove your comic-book MAD from the stands... if you are honest.—Frank Quinn—San Francisco, Cal.

... In order to make a buck, an artist may turn to the public, and thus lose all his principles. When MAD first appeared on the stands, it was a comic-book for the intellectuals, and circulation was low. Now, circulation is high, and I fear you boys are going to mass-produce for the public, and MAD will keep increasing its circulation. So what! The New York Times would increase its circulation if they used an eight-column head, or printed the Hollywood scandals. Thank God the Times hasn't been swayed by the public's cheap demands. The same can apply to music. Toscaninni probably would be more popular if he lead such great pieces as Ricochet Romance or Doggie in the Window. Wouldn't you rather have your book appeal to intelligent people than to appeal to the ignorant proletariat? LeRoy Furguson—Wilmington, Mass.

... Just thought I'd write in to say that I appreciate MAD humor very much as do many of my friends here at Tufts college. If intelligent satire can woo kids from stupid comic-books and television, MAD comics will carry us far along the way, and each one saved from imbecility will be a triumph for you.—Marvin Galper—Salem, Mass.

... I nominate MAD for the Pulitzer Prize in literature for 1954. In time I believe your magazine will take its place as one of the classics.—Edwin L. Magee—U. S. Naval Academy, Annapolis, Md.

... Would you please tell a poor, uneducated college student what Potrzebie means?—Scooter—Penn. State, Penn.

... What does the word Potrzebie mean?—Eddie Essen (cotton-picker)—Bristol, Tenn.

... Please tell me what Potrzebie means.—N.S.—Boston, Mass.

... Potrzebie, what does it mean?—Hopee Saunders—Portsmouth, Va.

We thought you all knew. However, it's quite simple. What Potrzebie means is simply ~~ed~~.

Subscription coupon on inside front cover, please keep the mail coming... second only to your dimes we want your letters! Address for correspondence is:

Mad Editors
Room 706, Dept. 16
225 Lafayette St.
N.Y.C. 12, N.Y.

THE AMERICAN SCENE DEPT.: FOLLOWING THE USUAL MAD POLICY OF EXPERIMENTING WITH NEW THINGS AND THEREBY COMING CLOSER TO RUIN... WE INTRODUCE A NEW FEATURE, DEALING WITH VARIOUS PHASES OF LIFE IN AMERICA! LIKE FOR INSTANCE... HOW'S ABOUT THE PHASE WHERE ON SUNDAY AFTERNOON, DAD DECIDES TO TAKE THE FAMILY TO A...

RESTAURANT!

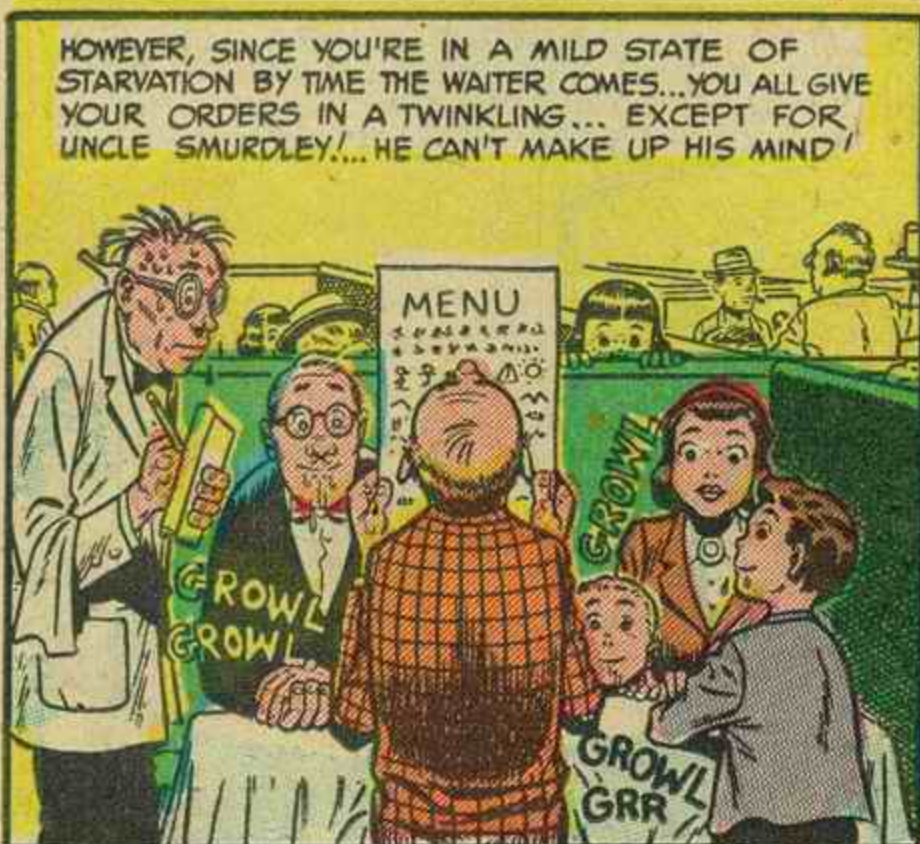


HERE YOU ARE WITH THE STURDLEYS... EYEBALLS PROTRUDING, TONGUES GENTLY LOLLING... AT A CHOW-MEIN RESTAURANT (POPULAR IN BIG CITIES), WHERE YOU'VE BEEN WAITING IN LINE FOR A TABLE!



...AT LEAST YOU'VE MOVED UP THE LINE FAR ENOUGH TO GET AROUND THE CORNER AND INDOORS! FINALLY YOU'RE NEXT AND DAD GLIMPSES AN EMPTY TABLE... ONLY HE'S NOT SURE IT'S IN THE RESTAURANT!





UNCLE SMURDLEY ISN'T READY!... FOUR MINDS SCREAM SILENTLY, PLEADING HE SHOULD ORDER!



UNCLE SMURDLEY ISN'T READY!... FOUR SOULS WRITHE SECRETLY... SHRIEKING HE SHOULD ORDER!



UNCLE SMURDLEY ISN'T READY! BUT WAIT!... HIS EYE IS STEADY... HIS GLANCE IS FIXED... CAN IT BE?...



YES!...UNCLE SMURDLEY IS READY!!! HOWEVER... NOW THE WAITER ISN'T READY!



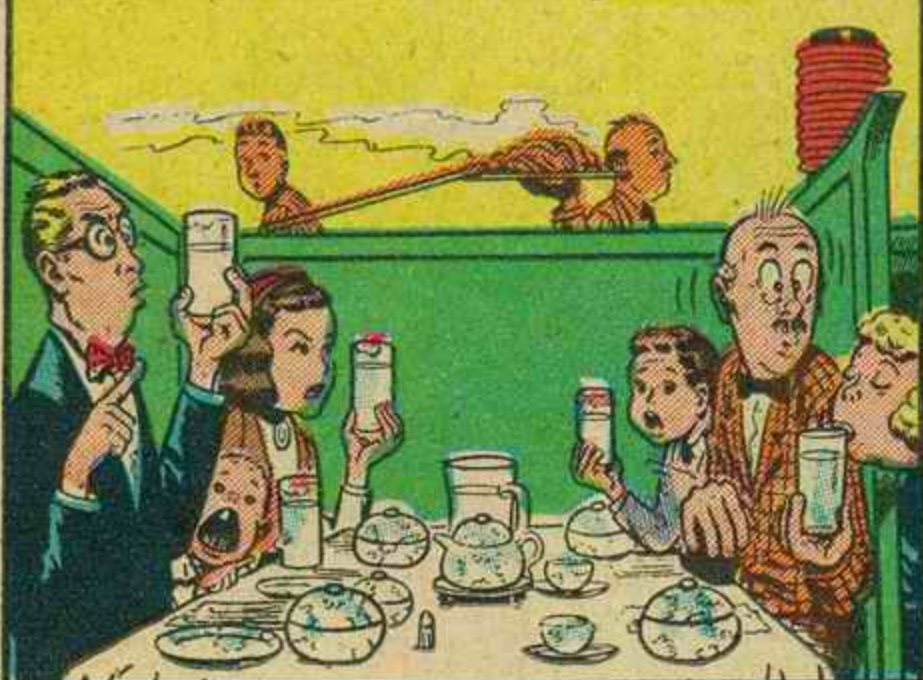
EVENTUALLY, YOU DO GET FOOD!... AND THE WAY IT'S SERVED...YOU REALLY GET A TERRIFIC APPETITE JUST LOOKING!...ON FRESH WHITE LINEN, AMIDST SHINY SILVERWARE STILL WARM FROM A SCALDING BATH...



...BOWLS OF THICK STEAMING SOUP...GLEAMING COVERED PORCELAIN CASSEROLES EXUDING FRAGRANCE... TASTY SAUCES ON LITTLE DISHES HOT FROM THE KITCHEN! BOY! WOULD YOU GET SICK IF YOU SAW THE KITCHEN!



NOW YOU START NOTICING LITTLE DETAILS!... DAD FINDS LIPSTICK ON HIS GLASS!... MOM FINDS LIPSTICK ON HER GLASS!... JUNIOR FINDS LIPSTICK ON HIS GLASS!...UNCLE SMURDLEY FINDS LIPS ON HIS GLASS!



SO YOU GOT TO SIGNAL THE WAITER!...NOW HOW YOU SIGNAL WAITERS IS BY SIGN LANGUAGE ALTHOUGH WITH SOME WAITERS, IT'S BETTER TO USE A POLICE WHISTLE OR SHOOT OFF A CANNON! THAT'S THIS WAITER!



YOU CAN'T SIGNAL HIM
SO YOU'LL CATCH HIM
WHEN HE PASSES NEAR!
BY GEORGE... HERE HE IS!



YOU SWING AROUND...
TAKE A BREATH... OPEN
YOUR MOUTH TO SPEAK...
...HE'S GONE!



OH, WELL... YOU'LL CATCH
HIM THE NEXT TIME BY!
...WOOPS!... JUNIOR SPOTS
HIM COMING BACK!



YOU JERK ERECT... SHARP
INTAKE OF BREATH... FLING
OPEN MOUTH TO SPEAK...
...HE'S GONE!



SOON... ALL OBSTACLES SURMOUNTED, YOU SPOON OUT
SAVORY CHOW-MEIN IN CLOUDS OF STEAM... MIX VARIOUS
INGREDIENTS BEFORE YOU, AND ECSTATICALLY
LIFT A FORKFULL TO YOUR MOUTH...



...CRISP NOODLES... STEWED ONIONS... BEAN SPROUTS...
STRIPS OF CHICKEN... SNOWY RICE... A DAB OF ENGLISH
MUSTARD... A DASH OF SOY-SAUCE... ALL LIFTED
TO YOUR MOUTH... BABY HAS TO LEAVE THE ROOM!



OK...! YOU GO!... YOU COME BACK!
...YOU SIT DOWN AGAIN!... YOUR
PLATE OF FOOD HAS COOLED OFF
A LITTLE, BUT THAT'S ALL RIGHT!



...MIX IN A LITTLE MORE HOT
CHOW-MEIN FROM THE CASSEROLE!
...MIX IN A LITTLE MORE HOT
RICE!... THAT'LL WARM IT UP!



...ANOTHER DAB OF MUSTARD!
ANOTHER DASH OF SOY-SAUCE!
...LIFT IT TO YOUR MOUTH, AND
...BABY HAS TO LEAVE THE ROOM!



SOME TIME LATER,
YOU'RE EATING!... THEN
THERE'S THE CUTE LITTLE
BOY PEEKING AT YOU!



...AT LEAST YOU *THINK*
HE'S CUTE... SO YOU
PLAY "PEEKABOO, I
SEE YOU" WITH HIM...



...WHICH IS A HORRIBLE
MISTAKE BECAUSE WITH
THIS TYPE KID, FAMILIARITY
BREEDS CONTEMPT, AND...



...WITH THE NEXT "I SEE
YOU," HE GIVES YOU A
BIG SMACK IN THE HEAD! THIS
GOES ON TILL MEAL'S END!



WELL... THE MEAL'S OVER... THE WAITER BRINGS
THE BILL (FACE DOWN)!... NOW A RESTAURANT BILL
IS LIKE A PRETTY GIRL IN A BATHING SUIT! YOU
WANT TO STARE, BUT YOU KNOW IT'S NOT NICE!



SO WHILE YOU LOOK AT THE CEILING, YOU CASUALLY
LIFT THE CORNER OF A NAPKIN... YOU CASUALLY
LIFT THE CORNER OF THE CHECK... YOU CASUALLY
GLANCE AT THE PRICE... YOU CASUALLY FALL ON THE FLOOR!



ALTHOUGH PEOPLE ARE WAITING FOR TABLES, YOU
WANT TO SIT A MOMENT TO SMOKE... TO LET THE
FOOD SETTLE! THE WAITER TAKES AWAY THE
DISHES... TAKES AWAY THE ASH-TRAY... THE TABLE CLOTH...



BUT WHEN THE WAITER TAKES AWAY THE TABLE AND
WHEN THE PEOPLE START SITTING DOWN NEXT TO
YOU AND START TUCKING NAPKINS UNDER THEIR
CHINS, YOU FIGURE MAYBE THEY WANT YOU TO LEAVE!



THE TIP!... UNCLE SMURDLEY DIGS FOR HIS COAT... YOU DIG FOR THE TIP!... YOU ACT UN-CONCERNED... DEVIL-MAY-CARE



HOWEVER, INSIDE... YOUR MIND RACES FURIOUSLY... CALCULATING! YOU PUT DOWN THE TIP AND RUN IN SHAME BEFORE THE WAITER COMES!



HALF-WAY OUT THE DOOR, YOUR CON-SCIENCE STOPS YOU!... YOU DON'T WANT TO LOOK CHEAP! YOU RUN BACK AND PUT DOWN A FEW MORE COINS!



THEN YOU CASUALLY RUN OUT, BUT ON THE WAY YOU REALIZE THE TIP YOU LEFT WAS MUCH TOO MUCH, SO YOU RUN BACK AND PICK UP SOME COINS AND YOU RUN OUT BUT THEN YOU RUN BACK...



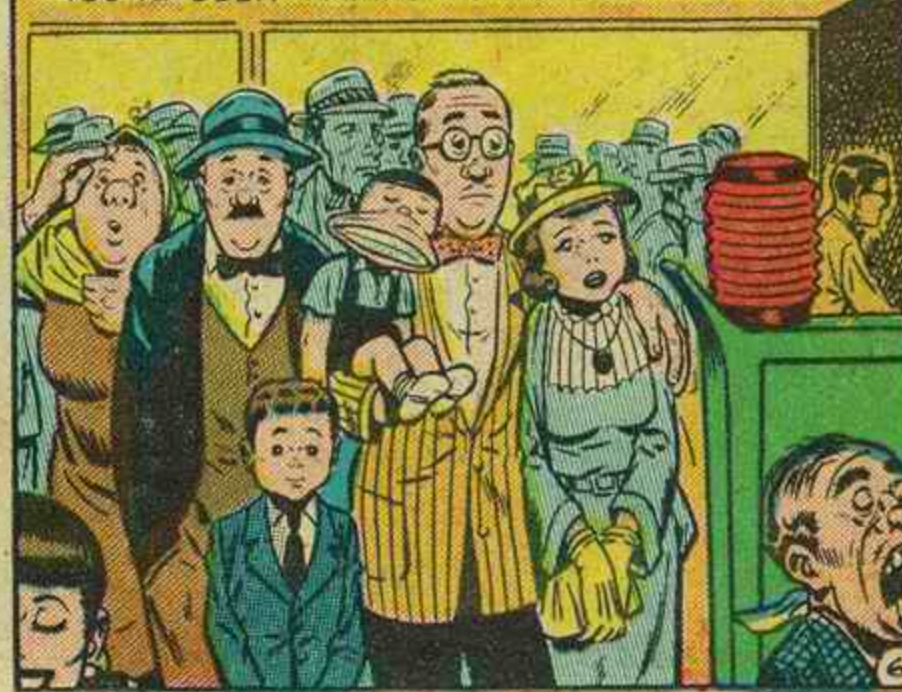
...AND YOU PUT DOWN HALF THOSE COINS AND YOU RUN OUT THEN RUN BACK BECAUSE YOU FORGOT UNCLE SMURDLEY AND YOU RUN ALL OVER, AND YOU FINALLY FIND HIM STILL DIGGING FOR HIS COAT AND YOU RUN OUT...



...AND SO, THE STURDLEY FAMILY TRUDGES OFF INTO THE SUNSET VOWING NEVER AGAIN TO GO TO **THAT** RESTAURANT... VYING IT'S MUCH SMARTER TO EAT HOME! HOWEVER... WHEN NEXT SUNDAY ROLLS AROUND...



...HERE YOU ARE WITH THE STURDLEYS... EYEBALLS PRO-TRUDING, TONGUES GENTLY LOLLING... AT A CHOW-MEIN RESTAURANT (POPULAR IN BIG CITIES) WHERE YOU'VE BEEN WAITING IN LINE FOR A TABLE...



POETRY DEPT.: TODAY WE DO DISCUSS... IN MANNER MARKED OF US... (OF WRECKING AND WRACKING AND COMIC BOOK HACKING)... THE POEM 'HESPERUS'!... AND SO PRESENTING THUS... WITH WORDS UNCHANGED OF CUSS... FROM GOOD TO WORSE, THE 'HESPERUS' VERSE TO THE...

WRECK OF THE HESPERUS

By ILW. LONGFELLOW

It was the schooner Hesperus,
That sailed the wintry sea;
And the skipper had taken his little daughter,
To bear him company.



Blue were her eyes as the fairy-flax,
Her cheeks like the dawn of day,

And her bosom white as the hawthorn buds,
That ope in the month of May.



The skipper he stood beside the helm, And he watched the veering flaw did blow
His pipe was in his mouth; The smoke now west, now south.



Then up spake an old sailor,
Had sailed the Spanish Main:

"I pray thee, put into yonder port,
For I fear a hurricane."



"Last night the moon had a golden ring,
And tonight no moon we see!"

The skipper, he blew a whiff from his pipe,
And a scornful laugh laughed he.



Colder and louder blew the wind,
A gale from the north-east;



Down came the storm and smote amain
The vessel in its strength;



The snow fell hissing in the brine,
And the billows frothed like yeast.



She shuddered and paused like a frightened steed
Then leaped her cable's length!



"Come hither! Come hither! My little daughter,
And do not tremble so;" "For I can weather the roughest gale,
That ever wind did blow."



He wrapped her warm in his seaman's coat He cut a rope from a broken spar,
 Against the stinging blast; And bound her to the mast.



"O father! I hear the church-bells ring,
 O say, what may it be?"

"'Tis a fog-bell on a rock-bound coast!"—
 And he steered for the open sea.



"O father! I hear the sound of guns,
 O say, what may it be?"

"Some ship in distress, that cannot live
 In such an angry sea!"



"O father! I see a gleaming light,
O say, what may that be?"

But the father answered never a word,
A frozen corpse was he.

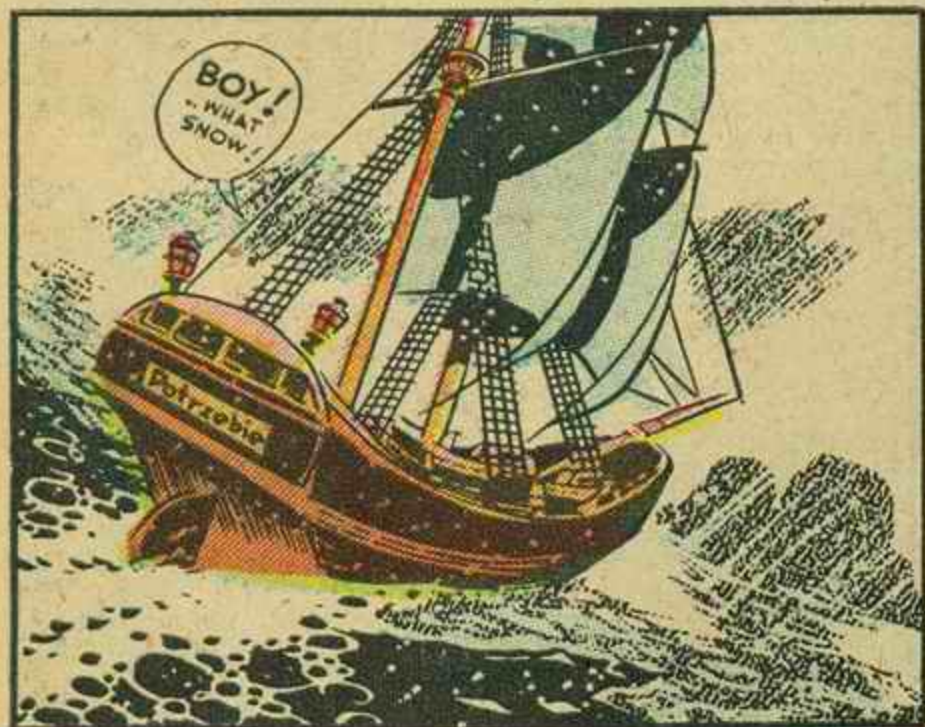


Lashed to the helm, all stiff and stark,
With his face turned to the skies,

The lantern gleamed through the gleaming snow
On his fixed and glassy eyes...



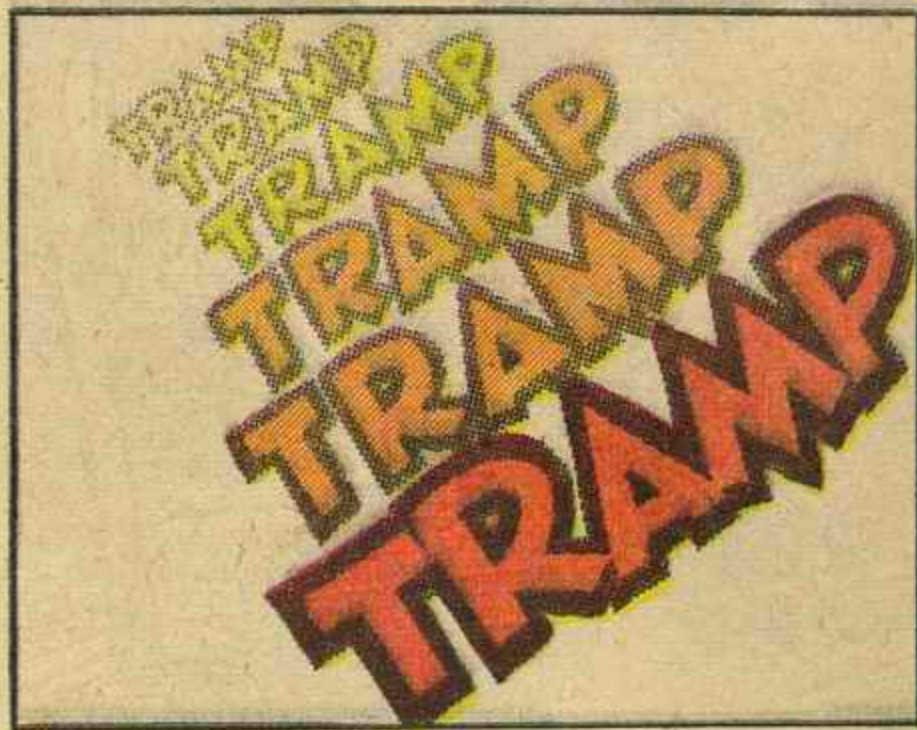
...And fast through the midnight dark and drear,
Through the whistling sleet and snow,
Like a sheeted ghost, the vessel swept
Towards the reef of Norman's Woe



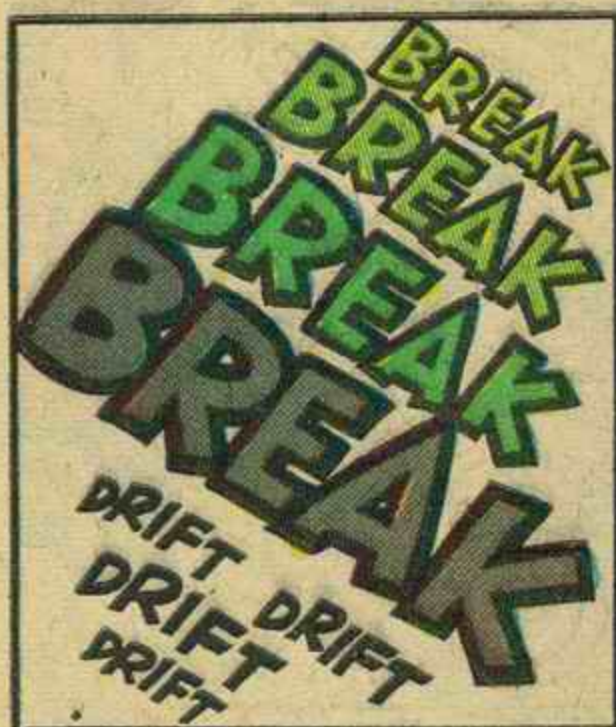
And ever, the fitful gusts between,
A sound came from the land;



It was the sound of the trampling surf,
On the rocks and the hard sea-sand.



The breakers were right beneath her bows, And a whooping billow swept the crew
She drifted a weary wreck, Like icicles from her deck.

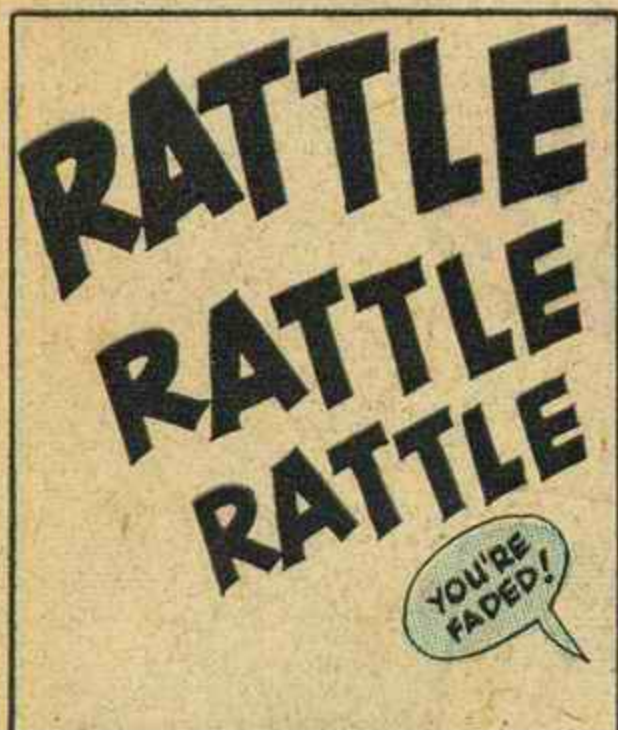


She struck where the white and fleecy waves But the cruel rocks, they gored her side,
Looked soft as carded wool, Like the horns of an angry bull.



Her rattling shrouds, all sheathed in ice,
With masts, went by the board:

Like a vessel of glass, she stove and sank,
Ho! ho! the breakers roared.



At daybreak, on the bleak sea-beach,
A fisherman stood aghast,

To see the form of a maiden fair,
Lashed close to a drifting mast.



The salt sea was frozen on her breast,
The salt tears in her eyes;

And he saw her hair like the brown sea-weed,
On the billows fall and rise.



Such was the wreck of the Hesperus,
In the midnight and the snow.
Christ save us all from a death like this
On the reef of Norman's Woe!

\$1 Box of 21 New Christmas Cards

**Yours
FREE!**

B. J. Stuart,
President
Stuart Greetings



I'll Give You This Feature
Assortment of 21 New, Lovely
Christmas Cards Free To Prove
How Easily You Can Earn

\$75.00 OR MORE
Showing These Cards
In Your Spare Time!

**Amazing Get-Acquainted Offer For
MEN! WOMEN! BOYS! GIRLS!**

Imagine! This big box of 21 beautiful new Christmas Cards is yours without one penny's cost to you. You won't be asked to return the cards or pay for them, now or ever. We're making this amazing offer to show you how easily you can make as much as \$75.00 and more with our exciting new Christmas Cards!

ANYONE CAN MAKE MONEY THIS EASY WAY!

Whether you're 8 or 80... a student, housewife or have a full-time job... you can make big money in your spare time! You don't need any experience. We'll supply you with a big outfit of actual samples **ON APPROVAL**. Just show these samples to people you know. Our big values sell on sight—and you keep up to half of each dollar as your big cash profit. You can quickly make \$75.00 selling only 150 boxes. With our big line of Christmas and All-Occasion Assortments, Name-Imprinted Christmas Cards, Stationery and other fast-sellers, you make still more money!

OFFER LIMITED... ACT NOW!

Send no money. Just mail coupon for sample outfit **ON APPROVAL** and Feature Assortment **FREE**. You must be satisfied that you can make money this easy way, or you may return the samples only. **THE \$1.00 FEATURE ASSORTMENT IS YOURS TO KEEP, FREE, WHETHER YOU RETURN THE SAMPLE OUTFIT OR NOT!** This offer is limited, one to a family, and may never be repeated.

STUART GREETINGS, Dept. FB-117
4436 N. CLARK ST. CHICAGO 40, ILL.

I am interested in making money with your outfit of sample assortments. Rush it **ON APPROVAL**. Include \$1 Feature Christmas Assortment **FREE**, per your offer.

Name _____

Address _____

City & Zone _____ State _____

If for fund-raising, give organization's name below _____

**FREE BOX
COUPON**

Mail coupon for money-making sample outfit **ON APPROVAL**. Get Feature Assortment as a **FREE GIFT** for trying our plan.

Mail Now!

SEE WHAT OTHERS DO!

"I make \$30 to \$40 a week, in my spare time. It's easy. Your cards sell themselves!"
R.B.T., New Mexico

"Customers can't resist these cards. Showing them is a nice way for any student to earn extra money!"

M. K., Wisconsin

STUART GREETINGS, INC.
4436 N. CLARK ST., Dept. FB-117, Chicago 40, Ill.

Send for my **FREE** Outfit and start a **Quick-Cash** spare time Shoe Business!



**Just 2 Sales a Day
Brings You up to \$217
EXTRA a Month!**



We Show You How To Do It!

Now, without spending one cent, you can start a spare-time Shoe Business that brings in exciting cash profits every month! My powerful Selling Outfit makes it **easy**. Just take 2 orders a day for our fine, Nationally-Advertised shoes and you earn up to **\$217.50 extra** a month! You also get chances to win valuable free prizes.

EVERYBODY Wears Shoes!

Here's the perfect business, because **EVERYONE** you know can be a customer! Just show friends, relatives, neighbors, people where you work, how Mason Velvet-eez Air Cushion shoes let them "Walk on Air". That's **REAL** comfort!

As the Mason Shoe Counselor you give people the **EXACT** style, size and width they order because you draw on our giant stock of 200,000 pairs in sizes 2½ to 15, widths AAAA to EEEE. Customers choose from over 160 different styles—dress, sport and work styles for men and women, including air-cooled Nylon Mesh shoes, also work shoes with special built-in comfort and safety features. You'll be **EXCITED** the way people stuff steady cash profits in your pocket for extra-comfortable Mason shoes!

MASON SHOE MFG. CO.
DEPT. MA-360, CHIPPEWA FALLS, WIS.

Mason Shoes Can Be Bought Only From YOU!

Because we do not sell Mason Velvet-eez shoes in stores, people must buy these TV-advertised shoes with the famed Good Housekeeping Seal **ONLY FROM YOU...** and **keep** buying from you! ★ Right now, during our Golden Anniversary year, is the perfect time to get started. Just mail the coupon and I'll rush your money-making **FREE** Starting Outfit. The Professional Sample Outfit pictured above is sent to qualified men without a penny's cost! Send **today** and start earning exciting cash profits **RIGHT AWAY!**



RUSH FOR FREE OUTFIT!

MR. NED MASON
MASON SHOE MFG. CO., Dept. MA-360
Chippewa Falls, Wisconsin

Please rush my 50th Anniversary **FREE** Selling Outfit so I can start making up to **\$217 EXTRA** a month and **more RIGHT AWAY!**

NAME _____

ADDRESS _____

TOWN _____ STATE _____



Suppose YOU Were the First Earth Man to Meet a Martian Face to Face?

YOU are living in the dawn of a new century... the Twenty-First. A new luxury liner, the "Ares," is making its first flight to Mars. It has room for 150 passengers, but since this is a trial run, it is carrying just one... YOU!

After hurtling through space for 100 days, you land on Mars. You start exploring the strange planet, but your rocket ship crashes. You're stranded in the vast Martian wilderness. You have only enough oxygen in your mask to hold out for a day or so. Wander-

ing around helplessly, you find STRANGE TRACKS IN THE SAND! You follow the path. Suddenly your eyes widen and your skin crawls, as you find yourself face-to-face with... What a story! You'll find a new thrill on every page of this new Science-Fiction masterpiece—just ONE of the great books in the "Any 3 for \$1.00" offer featured below. It's called—

THE SANDS OF MARS

By Arthur C. Clarke

Author of EXPLORATION OF SPACE and INTERPLANETARY FLIGHT

SANDS OF MARS
(See description above.)

THE ASTOUNDING SCIENCE-FICTION ANTHOLOGY

A story about the first A-Bomb... written before it was invented! A story of the movie machine that shows "newsreels" of any past event. Plus a score of the best tales from a dozen years of Astounding Science-Fiction Magazine, selected by its editor, John W. Campbell, Jr. 585 pages.

OMNIBUS OF SCIENCE-FICTION

43 top stories by outstanding authors... stories of Wonders of Earth and Man... of startling inventions... of visitors from Outer Space... of Far Traveling... Adventures in Dimension... Worlds of Tomorrow. 562 pages.

WILD TALENT

By Wilson Tucker

Paul Breen was a one-man secret weapon! From his hide-out he could read the minds of enemy agents anywhere! Then he got a brain wave that he was about to be killed... by HIS OWN GOVERNMENT!

THE CAVES OF STEEL

By Isaac Asimov

Robots are the most hated creatures on earth. They've been taking over scarce jobs held by humans. Then a noted robot scientist is murdered. Detective Bailey has to track down the killer. And... he's given a robot as a partner!

THE LIGHTS IN THE SKY ARE STARS

By Frederic Brown

The year is 1997. U. S. Space pioneers have already conquered Venus, Mars, the Moon. Now, to reach hostile Jupiter—400 million miles away—one man and woman will do anything... ANYTHING!

ANY 3
of these complete new masterpieces of
SCIENCE-FICTION
Yours for only **\$1.00**
WITH MEMBERSHIP



THE BOOK CLUB OF TOMORROW IS HERE TODAY!

THE founding of this SCIENCE-FICTION BOOK CLUB is a recognition of the fact that Science-Fiction has won a place as an important new kind of literature—that it is a valuable addition to the library of every imaginative reader. Science-Fiction has grown so fast it's hard to keep up with it! How is one to read the BEST new Science-Fiction books—without wasting time and money wading through good and bad alike?

Now—The Cream of New Science-Fiction Books—For Only \$1 Each!

To enable you to ENJOY the finest without worrying about the cost, the Club has arranged to bring you the best brand-new full-length books FOR ONLY \$1 EACH (plus a few cents shipping charge)—even though they cost \$2.50, \$2.75 and up in publishers' editions!

NO Dues or Complicated Rules
Each month the Board of Editors

reads all the promising new science-fiction books and selects the No. 1 title. Each selection is described well IN ADVANCE, in the Club's interesting free bulletin, "Things to Come." You take ONLY those books you really want—as few as four a year, if you wish. It's that simple. There are no other rules, no dues, no fees.

SEND NO MONEY

Just Mail Coupon

We KNOW you will enjoy membership in this unusual new book club. To PROVE it, we are making this amazing offer. Your choice of ANY 3 of these new Science-Fiction masterpieces—AT ONLY \$1 FOR ALL THREE. Two are your gift books for joining; the other is your first selection. This liberal offer may have to be withdrawn at any time. So mail coupon RIGHT NOW to SCIENCE-FICTION BOOK CLUB, Dept. EC-9, Garden City, N. Y.

WHICH 3 DO YOU WANT \$1.00? FOR ONLY

SCIENCE-FICTION BOOK CLUB
Dept. EC-9 Garden City, New York

Please rush me the 3 books I have checked below, as my gift books and first selection. You will bill me only \$1 (plus few cents shipping charges) for all three, and enroll me as a member of the Science-Fiction Book Club. Every month send me the Club's free bulletin, "Things to Come," so that I may decide whether or not I wish to receive the coming monthly selection described therein. For each book I accept, I will pay only \$1 plus a few cents shipping charge. I do not have to take a book every month (only four during each year I am a member)—and I may resign at any time after accepting four selections.

- | | |
|--|---|
| <input type="checkbox"/> ASTOUNDING ANTHOLOGY | <input type="checkbox"/> OMNIBUS OF SCIENCE-FICTION |
| <input type="checkbox"/> CAVES OF STEEL | <input type="checkbox"/> SANDS OF MARS |
| <input type="checkbox"/> LIGHTS IN THE SKY ARE STARS | <input type="checkbox"/> WILD TALENT |

SPECIAL NO-RISK GUARANTEE: If not delighted, I may return all books in 7 days, pay nothing, and this membership will be cancelled!

Name _____ (Please Print)

Address _____

City _____ Zone _____ State _____

Selection Price in Canada \$1.10 plus shipping. Address Science-Fiction Club (Canada), 105 Bond Street, Toronto 2, (Offer Good Only in U. S. and Canada)