HUMORIN AJUGULA

TALES CALCULATED TO DRIVE YOU

MAD

AN ENTERTAINING COMIC

No. 17
NOV.

10c

ATTENTION!

This issue is going to change your whole view-point of MAD...

This issue will change your whole viewpoint mainly because the insides are upside-down. Turn insides downside-up, the cover turns upside-down. What fun, gang! People see you reading with cover upside-down and think you're crazy!

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

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 _____

$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.

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, 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

_____

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

BRUTUS! I ARREST THOU FOR MURDER, FOR RESISTING ARREST AND MAINLY FOR NOT LEAVING 10¢ IN CANDY STORE FOR COMIC BOOK!
NO, MARK ANTONY, PRIVATE EYE... IT IS I WHO ARREST THOU!
MAD

FOR I AM ONLY DISGUISED AS BRUTUS AND AM IN REALITY MARK ANTONY, PRIVATE EYE!
TWIST

NO, MARK ANTONY, PRIVATE EYE... IT IS I WHO ARREST THOU!
GOP
SPON
POMPOUS

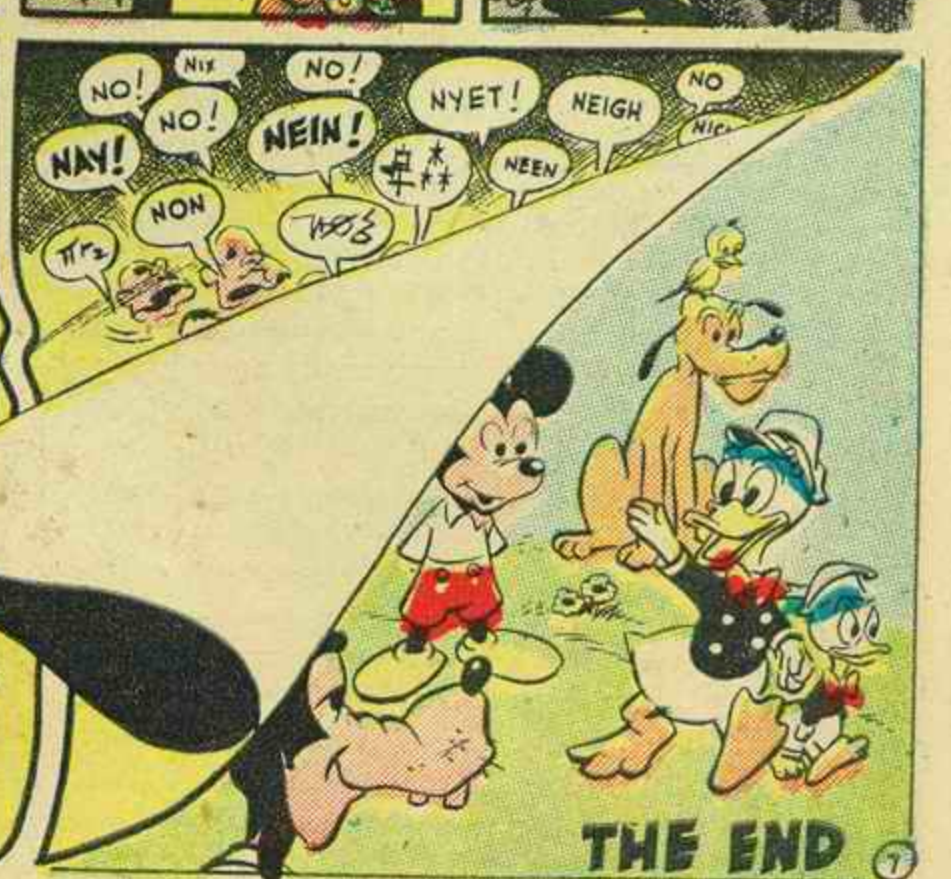
...FOR I AM ONLY DISGUISED AS MARK ANTONY, PRIVATE EYE AND AM IN REALITY TRICK DACY, PRIVATE EYE!

...NO, MARK ANTONY! ...IT IS I WHO ARREST THOU FOR I AM IN REALITY... JUNIOR!
NON SPUTARE NELLA CAROTZA
TWIST

... NO, JUNIOR!... I ARREST THOU FOR I AM IN REALITY FARLESS FEASDICK!
(TRANSLATION) NICHT IN DEN WAGEN SPUCKEN

NO... I ARREST THOU...
NO! I, THOU!
NO! I...
TWIRL
Routine #13 ...the disguise routine...good for story endings...

...Here everyone whips off rubber masks and you find out the hero really isn't the hero... the villian really isn't the villian... I'm not really your MAD writer... matter of fact, this MAD comic book isn't really MAD comic book...
NO!
TWIRL
TWIRL


NO!
NAY!
NIX
NO!
NEIN!
NON
NYET!
NEEN
NEIGH
NO
THE END

Routine #11... lampoon-type violence, like for instance (a) the exaggerated sound-effect...
wham!
FTOOM
AK AK
AK
ZIP
BANG
BANG?
BUP
SQUIRT
BOF
BIP

...(b)... the knock on the head that drives the victim into the ground like a stake!
BONK

...(c)... the knives and other foreigny objects sticking out all over body... very similar to routine #3!
LAST AID

...(d)... the band-aid! Puzzling though it may be... no lampoon is complete without the band-aid!
BRADA DAT!

...(e)... the last example of this nauseating, busted-crutch type humor is to show an atom-bomb explosion! However, this routine we feel, is giving way to the even more hilarious picture of the Hydrogen bomb!

HUZZAH! THE ARMY OF BRUTUS IS BEATEN! THERE IS HIS TENT! LET US CAPTURE HIM BEFORE HE THROWETH HIMSELF ON HIS SWORD!
DON'T BE RIDICULOUS! WHY SHOULD HE THROWETH HIMSELF ON HIS SWORD WHEN HE CAN USETH A NICE EFFICIENT PISTOL?
...WELL THEN LET US CAPTURE HIM BEFORE HE THROWETH HIMSELF ON HIS PISTOL!
GHQ

SURRENDER, BRUTUS, AND LET ME WARN THOU... ANYTHING THOU SAY WILL BE HELD AGAINST THOU!
LOOK! LOOK AT BRUTUS!
WHAT IST HE DOING?
IST HE THROWING HIMSELF ON SWORD?
IST HE THROWING HIMSELF ON PISTOL?
IST HE THROWING HIMSELF ON ROUTINE #10?
NO! NO! BETTER THAN ANY OF THAT. HE'S... HE'S...

...HE'S READING A COPY OF MAD!
Routine #12... this, of course... to show how marvelous your comic book is, you put pictures of people dying laughing reading your screamingly funny magazine!
READ DEMENTIA (MAD TO YOU)
HYUK HYUK
MAD

MARK ANTONY!... I'LL PAY YOU A THOUSAND DRACHMAS TO CATCHETH MY HUSBAND'S MURDERERS!
DRACCHMAS?... DRACCCCHMAS?... ECCCHHH, WHO WANTS DRACCCHMAS? I ONLY ACCEPTETH SOUND U.S. CURRENCY!
SARA TOGA

...Routine #6, lampoon women... Lampoon women are either real good looking...
SARA TOGA SPRINGS

...or lampoon women are real bad looking! For some reason lampoon women are never...
ECHH
SARA TOGA TRUNKS

real in-between looking!... Routine #7 is where a person cries so much the tears make a flood!

...VERY WELL, TONY! I'LL PAY THINE FEE!... NOW WILL YOU TAKE MY CASE?
...I WILL ANSWERETH YOU SIMPLY... EFFECTIVELY...AND MY ANSWER IS... MY ANSWER IS...
Routine #8...the Domm-Da Dom-Domm routine! No explanation necessary!
DOMM DA DOM DOMM!

I'LL GET YOUR HUSBAND'S MURDERER, CALPHURNIA... SINGLE HANDETH WITH MY ARMY I'LL GET BRUTUS... SO WATCH OUT, BRUTUS...'CAUSE CALPHURNIA, HERE I COME!
SAY! THAT'S A GOOD TITLE FOR A SONGETH... 'CALPHURNIA, HERE I COME'
Routine #9!... It never fails! Every time you see an array of weapons, there's the flint-lock with ray-gun with the bean-shooter with the plunger!

ALL RIGHT, SOLDIERS! WE'RE OVERLOOKING A VALLEY AT PHILLIPI WAITING TO AMBUSH BRUTUS AND HIS ARMY WHO ARE COMING THROUGH AND YOU ARE THERE (FROM PROGRAM OF SAME NAME)!
LOOKETH! SOMETHING MOVETH WAY DOWN THERE!
SOMEONE COMETH! SOMEONE COMETH!
OOH I'M DYINGETH! OOH I'M DYINGETH!
WHO IS ETH?
ETH'S... ETH'S... ETH'S...

...ETH'S MARILYN MONROE! WHAT'S SHE DOING HERE?
What's she doing everywhere else? Routine #10! Marilyn Monroe... Wherever possible!
LOOK! HERE COMETH BRUTUS AND HIS ARMY! WE'RE IN FOR A BLOODY BATTLE!... WHICH REMINDS ME... HOW'S YOUR MOM, ED?
GET READY... AIMETH... FIRE!

...ET TU BRUTE? ...THAT MEANS 'YOU TOO, BRUTUS?'!
...THEN FALL, CAESAR!
...ME THINKS THAT LAST SHOT HITTETH VITAL SPOT!
...CHICKEE! LOOKETH WHO COMES! IT'S MARK ANTONY, PRIVATE EYE!
LET'S SCRAMETH!

O MIGHTY CAESAR! DOST THOU LIE SO LOW? ARE ALL THY CONQUESTS, GLORIES, TRIUMPHS, SPOILS, SHRUNK TO THIS LITTLE MEASURE?
...BUT MAINLY... DOES IT HURTETH?
...ONLY WHEN I LAUGHETH!
THE APPIAN WAY IS THE RIGHT WAY
POMPUS
VERTIGO

Routine #4... detectives! Lampoon detectives fall into a limited number of categories!... You might have Trick Dacy...
GOODNESS GRACIOUS!
THIS SIGN WAS NOT MEANT TO BE FUNNY

...or Martin Walking-Kane...
Potrzebie

...or Shermlock Shomes...
L. E. MENTARY!

...or Marlon Bran-flakes!
MUMM...

UH OH! CAESAR HAST BEEN MURDERED!
AND UH-OH! UH-OH! MARK ANTONY... PRIVATE EYE... IS GOING TO GOETH INTO HIS SOLILOQUY!
BOY... WHAT A SOLILOQUY THAT IST!
SH-SH! DON'T MAKETH ANY NOISE DURING THIS SOLILOQUY!
...FRIENDS, ROMANS, COUNTRYMEN, LEND ME YOUR EARS...
I GOTTA COPY DOWN THIS SOLILOQUY AND LEARNETH BY HEART FOR SCHOOL!
SH-SH! HERE GOESETH SOLILOQUY!

...I COME TO BURY CAESAR... 'CAUSE WHEN I DIG THAT CRAZY CAESAR, I'M STONED EVEN IF I'M DIGGING HIM SIX FEET UNDER!... MAN... THAT CAESAR WAS THE MOST AND THE OUTEST...
Routine #5... Bop talk!... Very popular in lampoons... especially words like 'crazy and dig'!
MARK ANTONY!

SOOTHSAYER!...GO GO SOMEWHERE AND SAY SOME SOOTHS! THOU IST STANDING IN MY WAY!
...AH!... THERE ART THE SENATORS ON THE STEPS OF THE CAPITOL, WAITING FOR ME!
CAESAR USES
NOT A KNAVE
BE LIKE A NOBLE

AH... THERE IS MY ESTEEMED COLLEAGUE, SENATOR BRUTUS (DEM.) AND SENATORS CASSIUS, TREBONIUS, LIGARIUS, DECIUS, E PLURIBUS UNUM AND GEORGE!
OK, SENATORS CASSIUS, TREB... TREBONIMUS, LIG... LIG... LIGOMINUS, DE... DE... DE... AH NUTS! I CAN'T PRONOUNCE TH-THINE NAMES!-GET THINE WEAPONS READY, BOYS!
...GEORGE?

Routine #2! In this routine, although the story takes place thousands of years ago, modern things are mixed in...thus you have zoot togas... 38 cal. swords...

... and like that! So... on with the story!
OK, BOYS! CAESAR'S BEEN GETTETH TOO MUCH POWER! NEXT THING YOU KNOWETH, HE'LL BE AFTER A FOURTH TERM!

... RIGHT... AND HE'LL INVESTIGATETH OFF-TRACK BETTING AT THE COLISEUM!
BLASTETH HIM!

...ET TU, BRUTE?
...Routine #3...gruesome but very popular! This is where the bullets knock huge, round, clean cut holes in the victim, through which you can see daylight...
NO...I DIDN'T ET!
BANG
ROAMIN' NOSE

...However...the victim never seems to mind much, and it usually takes a number of holes to do him in...like for instance...
...I SAID... ET TU BRUTE?
I TOLD YOU... I HAVEN'T ET SINCE DINNER!
... BLAST HIM AGAIN, BOYSETH!

CUT YOUR OWN THROAT DEPT.: SO HERE'S THE WAY A TYPICAL-TYPE LAMPOON GOES!... FIRST YOU CHOOSE A RADIO SHOW, OR A T.V. SHOW, OR A MOVIE, OR A BOOK... SAY... 'JULIUS CAESAR'!... YOU THEN PROCEED TO RENAME IT 'SHMULIUS SHMAESER'... OR 'JULIUS, SIEZE HER'... OR 'HER SIEZE JULIUS'... AND LIKE THAT!... HOWEVER, WE WILL STICK WITH...

JULIUS CAESAR!

CAESAR! BEWARE THE IDES OF MARCH!

...EH, SOOTH SAYER? WHY SHOULD I BEWARE THE IDES OF MARCH?

INCOME TAX!

SPQR

WPA

NO PARKING

BEFORE

AFTER

P.T. BARNSMELL ROMAN CIRCUS PHILLY PHILISTINES VS. GLAD GLADIATORS

DOUBLE BE-HEADER TODAY

CURB YOUR DOG

TURKISH BATHS

HOTEL ASTOR

WOOD.

Hold it right there! Throughout this story I will, if I may, interrupt to point out the various routines that a lampoon uses...for instance routine #1...

POST NO BILLS

...Background details!... Where with the aid of a small microscope, you can find hours of enjoyment in thousands of funny little background drawings!

ROMAN IN THE GLOAMIN'

ROMA WINE

VOTE FOR CAIUS

COLISEUM TICKET AGENCY

KILROY WASN'T BORN YET!

PIZZA PIES

Poty

LOOK MA-NO HANDS!

SLOPPY JOE'S GREASY SPOON

These drawings can get out of hand... very often destroying the main idea as well as your eyesight!... Well, on with the story!

MOTHER COME HOME... THE BAMBINO SHE'S A FALL IN THE SPAGHET

MADMAN MARCUS USED CHARIOTS

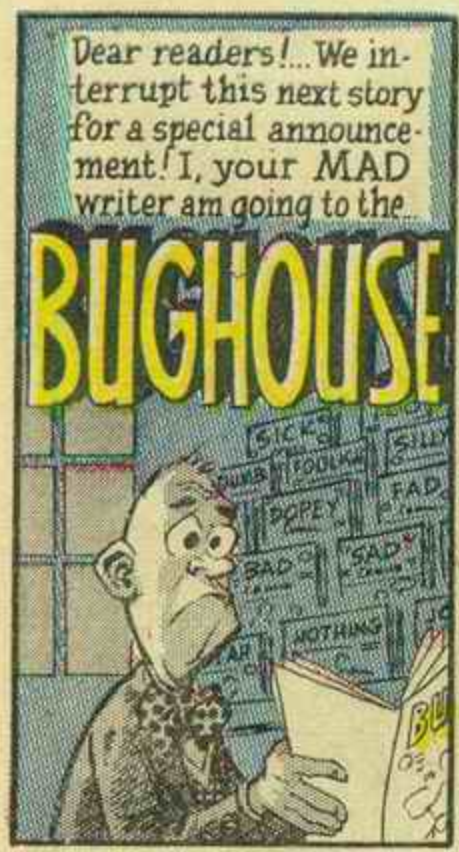
PASQUAL'S CUT RATE TOGAS — LOW OVERHEAD

OUR NAME IS LEGION — SAM AND LUIGI LEGION

OOPS! WRONG STORY!

PLINY THE YOUNGER

WILLIE THE ELDER

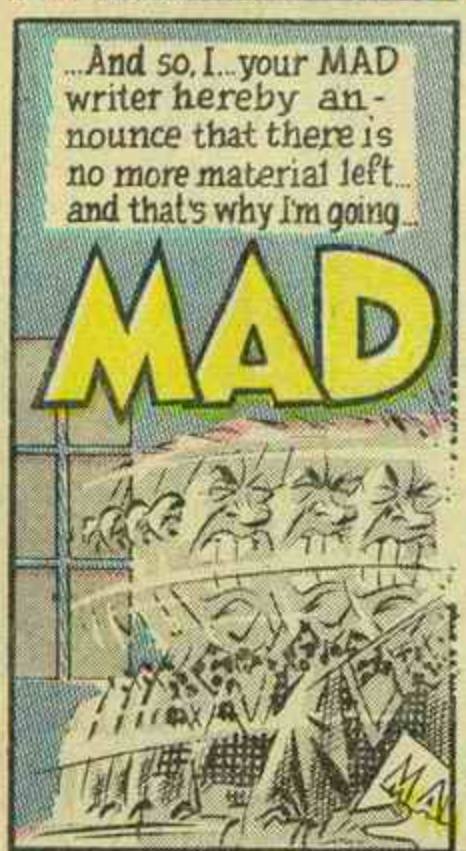

Dear readers!... We interrupt this next story for a special announcement! I, your MAD writer am going to the
BUGHOUSE
SICK
SILLY
DOPEY
FAD
BAD
SAD
NOTHING

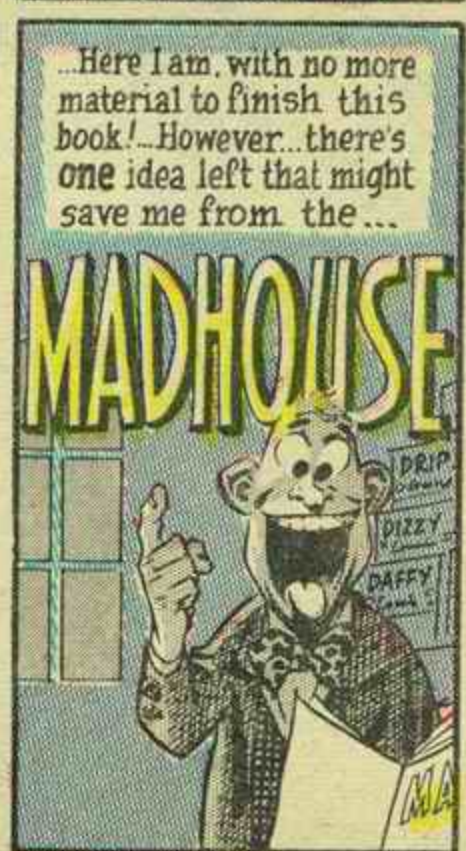
Today... there are so many lampoon type comic books on the newsstands, the competition is driving me...
CRAZY
COOL
GONE
HEP

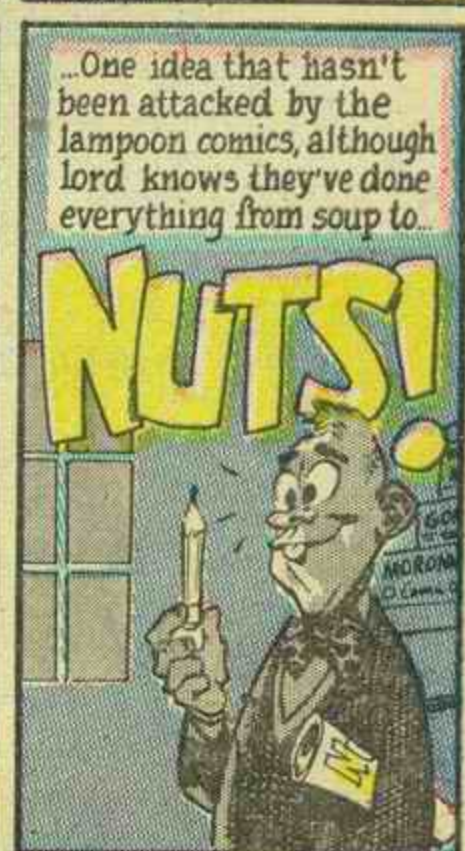
But competition is the American way and although we are inclined to shrug off our competitors with a mere...
EH!
SCHIZO
SUB-NORMAL
PASSE

...the fact is, twelve comics books during the calendar month grind thirty-two lampoon stories at a...
FLIP

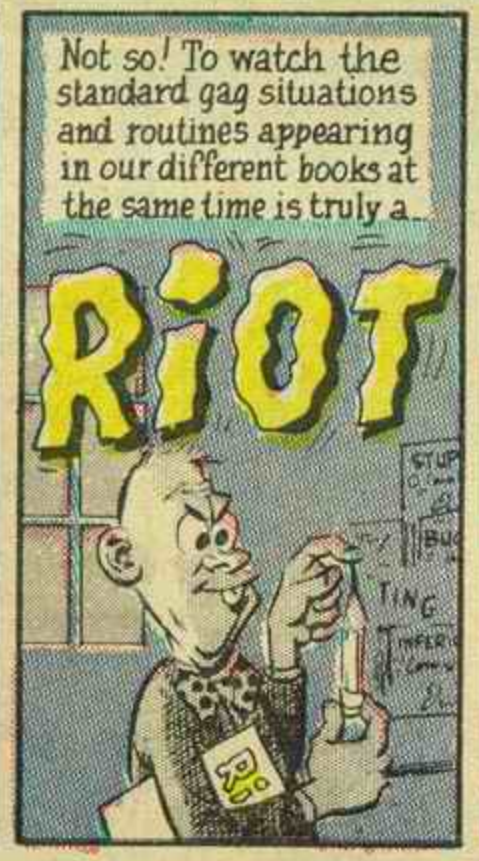
Now, lampoon material is very limited, and when lampoon writers cannot get any more of this material, they will...
GET LOST
CRUDDY
COPY
DROP DEAD
RUN OF THE MILL
TRIPE


...And so, I... your MAD writer hereby announce that there is no more material left... and that's why I'm going...
MAD


...Here I am, with no more material to finish this book!... However... there's one idea left that might save me from the...
MADHOUSE
DRIP
DIZZY
DAFFY


...One idea that hasn't been attacked by the lampoon comics, although lord knows they've done everything from soup to...
NUTS!
MORON

And what the lampoon comics have not lampooned are the lampoon comics!... Ha! You think I clutch this wretched idea from sheer...
PANIC
IDIOT
NIT WIT
GOOKY


Not so! To watch the standard gag situations and routines appearing in our different books at the same time is truly a...
RIOT
TING

With the following story we propose to take our brush and our ink... we propose to enter our own back yard and run...
Wild
DUMB
FOOEY

So as we adjust our neck on the chopping block, our final word is... there is nothing at which we're not willing to take a...
WHACK
JERKY

AND NOW... VOTE FOR YOUR CANDIDATE FOR MISS POTGOLD OF 1955!

☐ **PHILODENDRON POTGOLD**

☐ MISS FLUNTNEY BLENT
☐ MISS FLINTNEY BENT

☐ MISS BEDNEY FLUNT
☐ MISS FLUDNEY BENT
☐ MISS FLENTNEY BUNT
☐ MISS BLENTNEY FUNT

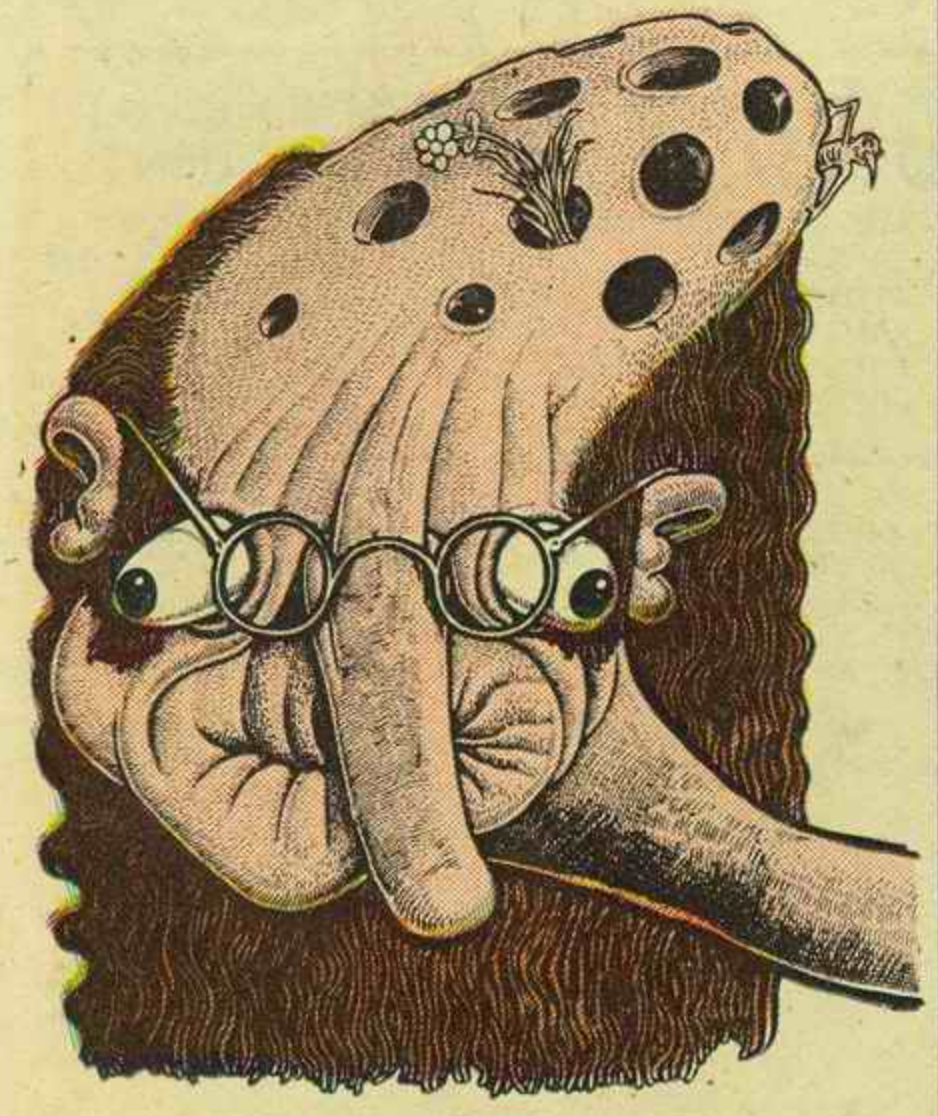
☐ MISS BONTNEY FLONT
☐ GEORGE
☐ MISS FLOOTNEY BOONT
☐ MISS WOONTNEY GOONT
☐ MISS POONTNEY SPADAFOONT
☐ HEAP

TO CASTE YOUR VOTE... MERELY CHECK ***ONE*** OF THE NAMES ABOVE!... LIKE FOR EXAMPLE, IF YOU THINK ***PHILODENDRON POTGOLD***, GORGEOUS NIECE OF MR. MELVIN POTGOLD, SHOULD BE ELECTED... PLACE A CHECK IN THE SQUARE NEXT TO HER NAME!... IF YOU THINK ANY OTHER GIRL SHOULD BE ELECTED, GO AHEAD... PLACE A CHECK NEXT TO THE NAME OF THAT SQUARE! THEN CUT OUT THE BALLOT ABOVE AND SEND IT IN TO US, ALONG WITH THE BUNG FROM A KEG OF ***POTGOLD*** BEER!... YOUR VOTE WILL DETERMINE WHO WILL BE ***MISS POTGOLD OF 1955!***... AND REMEMBER... LIKE ***HESTER SHVESTER, MISS POTGOLD OF 1954 SAYS...***

Beer as beer should feel

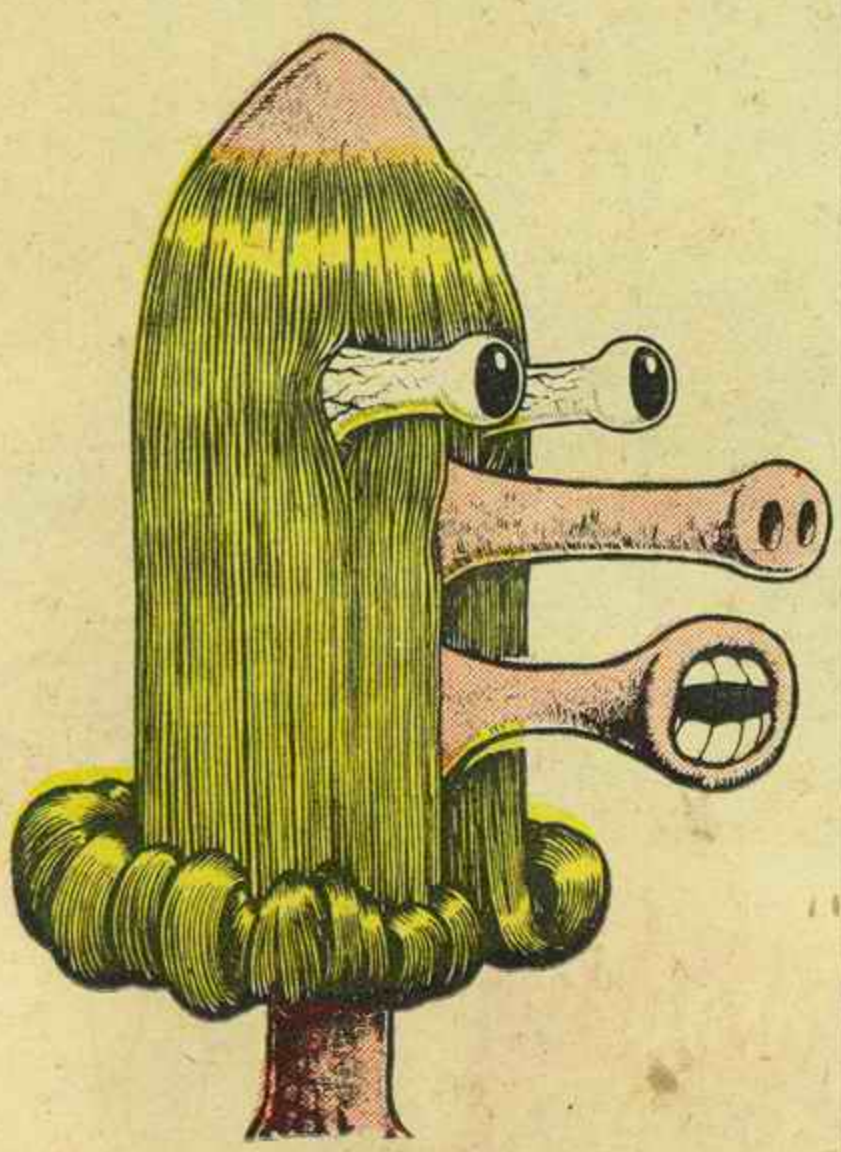
Let's face it, folks!... refreshing... never filling... beer as beer should taste... ***fooey!*** Taste shmaste! We of Potgold make no bones about it... Potgold makes you drunk! So get Potted! Get Pot**gold**... extra dry beer and **extra** extra dry beer!

Potgold
EXTRA EXTRA DRY



MISS POONTNEY SPADAFROONT

MISS PHILODENDRON POTGOLD
(... WHO JUST HAPPENS TO BE GORGEOUS NIECE OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER)



HEAP

MISS PHILODENDRON POTGOLD
(... WHO JUST HAPPENS TO BE GORGEOUS NIECE OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER.)

GEORGE

MISS PHILODENDRON POTGOLD
(...WHO JUST HAPPENS TO BE GORGEOUS NIECE OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER.)

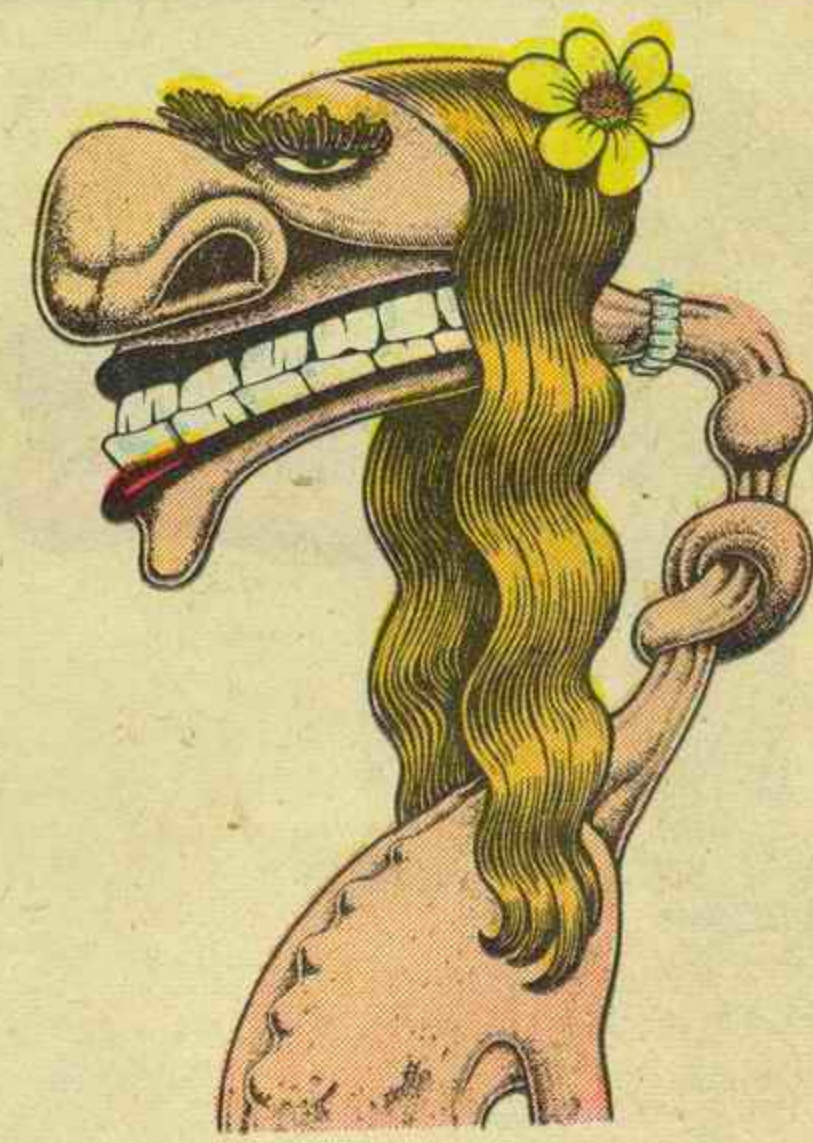
MISS FLOONTNEY BOONT

MISS WOONTNEY GOONT

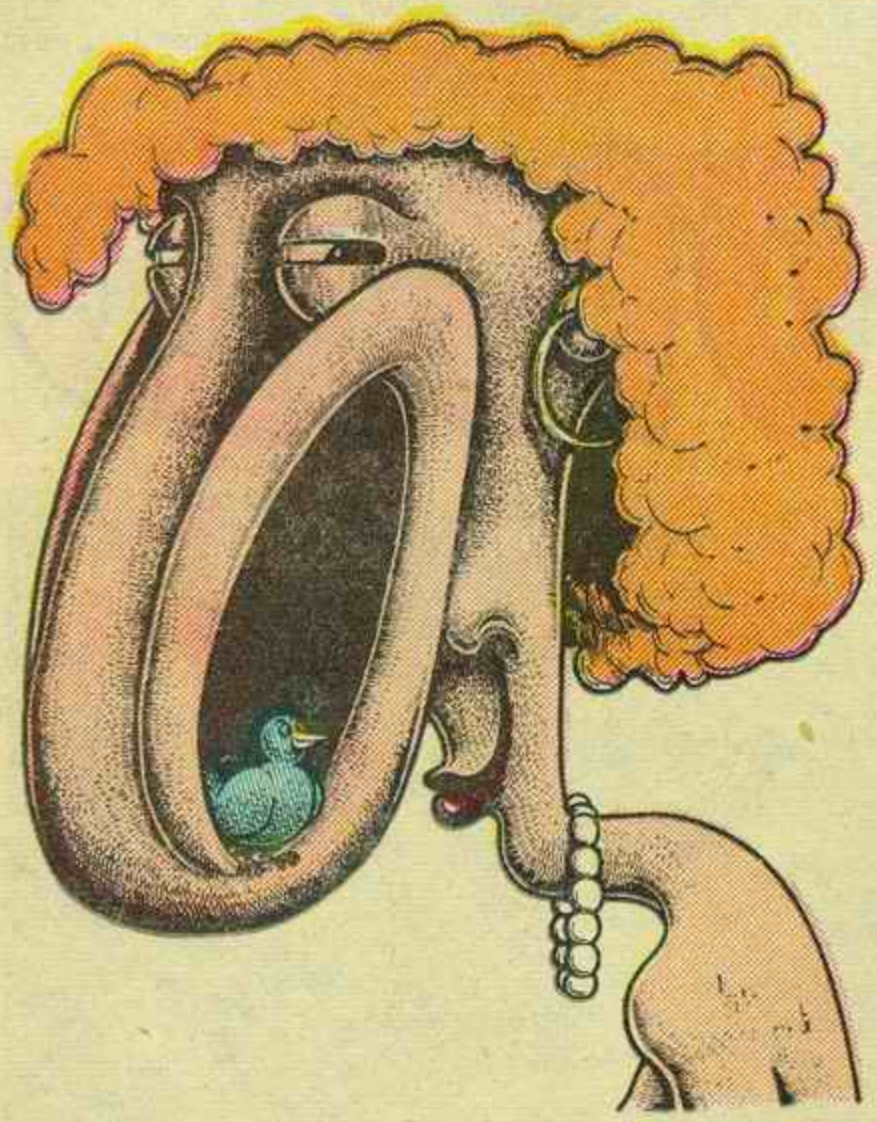
MISS FLUNTNEY BLENT

MISS PHILODENDRON POTGOLD
(...WHO JUST HAPPENS TO BE GORGEOUS NIECE OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER.)

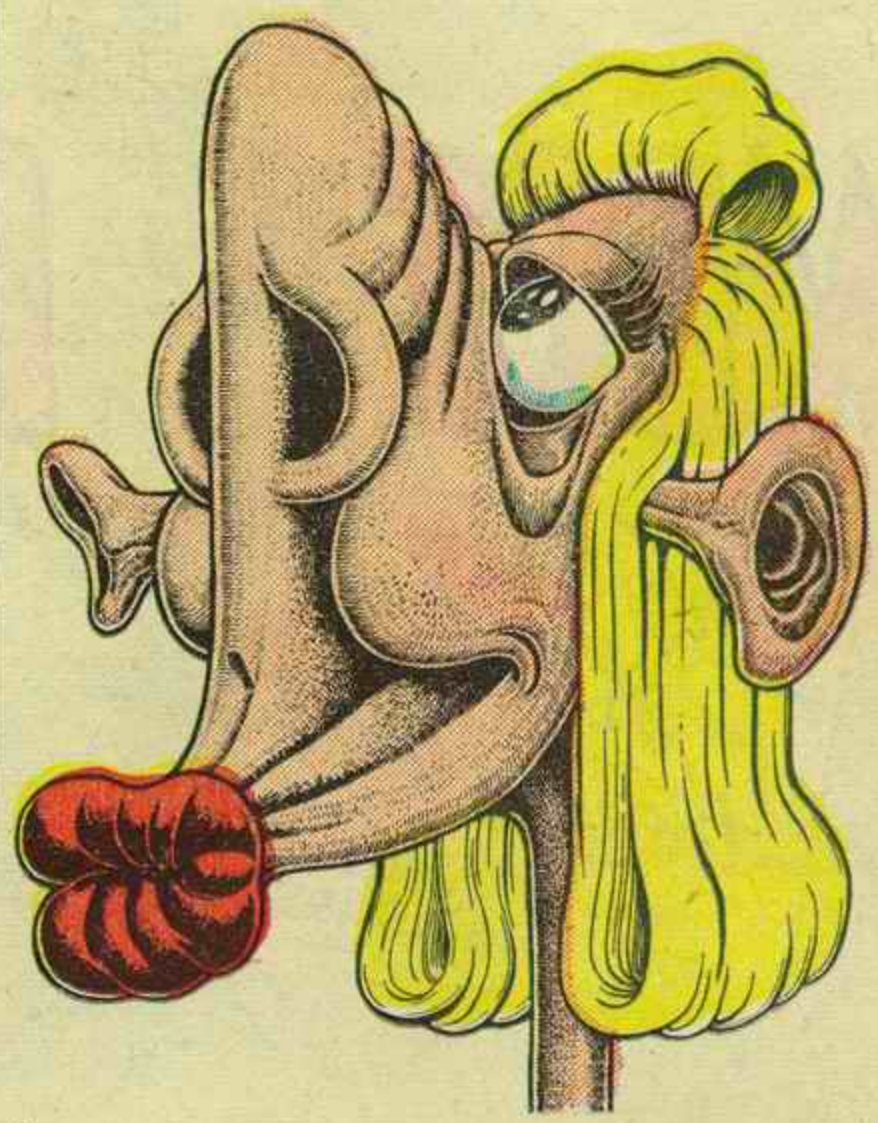
MISS FLINTNEY BONT



MISS BONTNEY FLONT

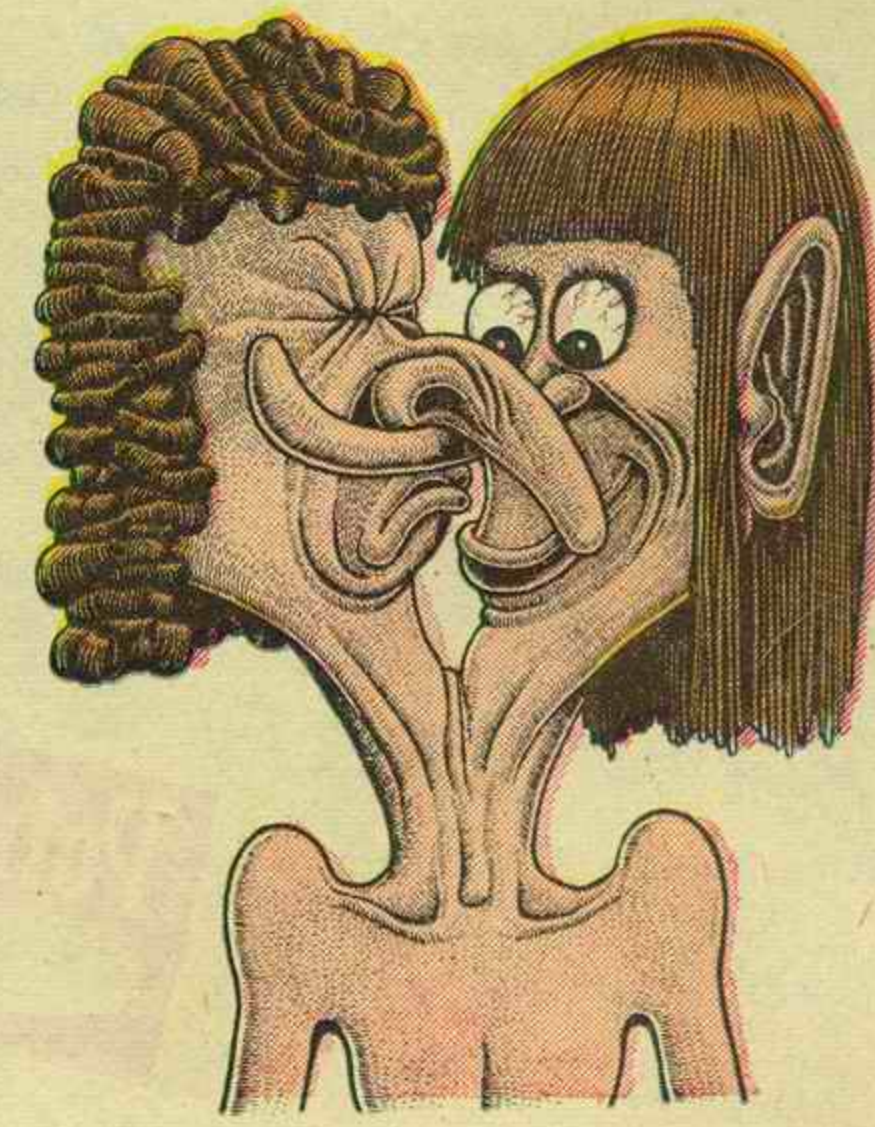


MISS BEDNEY FLUNT



MISS FLUDNEY BENT

MISS FLENTNEY BUNT



MISS BLENTNEY FUNT

ADVERTISING DEPT.: THERE IS A FAMOUS BEER IN THE EAST THAT RUNS INTERESTING TYPE ADS IN THE NEWSPAPERS... INTERESTING 'CAUSE THEY TELL HOW THE BEER IS DRY... IS NEVER FILLING... IS BEER AS BEER SHOULD TASTE... BUT MAINLY, IS PICTURE OF GOOD-LOOKING DOLL IN MIDDLE LOOKING SOMETHING LIKE THIS...

MEET *Miss* POTGOLD

Beer as beer should taste!

Yes... Potgold beer is refreshing — never filling! Potgold's extra dryness let's you taste the clean, clear, beer flavor. Potgold beer is beer as beer should taste! Yes sir, we ***guarantee*** Potgold tastes ***just like beer!***

Potgold
EXTRA DRY

BUT HERE COMES THE ***MAIN*** PART OF THE ADVERTISING! YOU SEE, THIS HERE GIRL IS ONLY MISS POTGOLD OF 1954!... COMES 1955, THEN WHAT?... HAH!... SLY OLD MELVIN POTGOLD, OWNER OF POTGOLD BEER HAS A CONTEST RUNNING WHERE YOU, THE POTGOLD BEER DRINKER CAN ***CHOOSE MISS POTGOLD OF 1955!*** AND SO, ON THE NEXT 4 PAGES, WE PRESENT CANDIDATES FOR ***MISS POTGOLD OF 1955!***

MAD MUMBLINGS

Dear Editors,

. . . To you our thanks. In our school there is an E.C. fan. He is a raving, ranting, rampaging, roving, slivvering, slobbering, senseless maniac. He goes down the halls turning flips, hollering Hooooahhhhh, and otherwise making an idiot of his crazy self. He goes to all extremes to get attention, even if it means climbing up on a desk and diving off on his pointed little head. But then once a month, in comes MAD, and for a whole day he is quiet as a bird while he sits around and drools over MAD. We want to thank you for a wonderful comic book that gives us a day of rest. Too bad you can't make MAD a daily.—Blue Beathard—Kirbyville, Tex.

. . . I just read MAD and I thought the auto-seat advertisement was good.—Rocky Colasanti—Detroit, Mich.

. . . We of SPAMWF (Society for the Prevention of Abuse and Misuse of the Word Furshlugginer) strongly object to the misuse of the word "furshlugginer" in your stories. You have distorted the true meaning of this word by associating it with such terrible words as "potrzebie." Please don't!—Burl Moss, Pres. SPAMWF—Detroit, Mich.

. . . I have just read your smoking test and now I am the proud owner of no head. I have a joke: Hans and his parents are taking a walk. His Ma falls over a cliff. His Pa says, "Look Hans, no Ma!"—(no name given)

. . . Last week my best friend informed me that in his work he finds gobs and gobs of issues of MAD. The next day I got a job with him, and now I am living happily ever after with a warehouse full of MAD magazines.—Stan the Garbageman—(no address)

. . . We have been reading and enjoying MAD for quite some time now and we haven't found much wrong with it, but even so, we have one gripe. We really think that scape-goating and fun-poking at any Race, Religion, Color or Creed is unnecessary. MAD hasn't much of this, but we all agree that Chop Chop Chop of The Black and Blue Hawks in MAD No. 5 was portrayed as a very bad picture of the Chinese people and was shown as inferior to the other characters in the strip. We aren't saying that things like this happen very often in MAD, but we're sorry that a good mag such as MAD has to let it happen at all.—Robert Glaberson—Brooklyn, N. Y.

We are sorry if reader Glaberson or anyone else interpreted our story's purposes as such. Actually, we are and were very conscious of the evils of race prejudice even as we wrote the aforementioned story.—ed.

. . . I used to think your comic-books were O.K., but now I think it's time you guys started to grow up. It was all right just throwing junk in your books and trying to sell them to kids who are low in mentality as you are, but since the new edition came out with the picture of the Madonna on it with one of your screwed-up comic books in her hand, it is going a bit too far. Have guys gotten so hard-up and ignorant for those comic-books that you have to print a picture of her on your front cover? Don't get me wrong. It's not the picture that I'm mad about but what the picture stands for. But I guess you guys have not the brains to figure that out.—Frank Smith—(no address)

MAD'S No. 14 cover is the famous Mona Lisa by Leonardo Da Vinci and has no connection with any religious figure whatever.—ed.

. . . If Mrs. Harriette K. Vandenbaum of New Haven, Conn. (Mad Mumblings, MAD No. 14) is right, she must have been on a steady diet of MAD for over 40 years. If you want my opinion, which I am sure you don't, I think that MAD is the height of intellectualism.—Gilbert O'Connell—Blairstown, N. J.

. . . In reading issue No. 14, I read, as I always do, the Mad Mumblings section. I have not had the good fortune of being a MAD fan for very long, (about six months), but I bristled when I read Mrs. Vandenbaum's letter. I have, from the onset, been a firm believer that all of the humor in MAD can be appreciated by the very young reader, but I also believe that there isn't, and there never has been anything in MAD that could be in any way considered a detriment. I myself am a comic-book hater, but MAD is more than a comic-book. MAD is a publication that makes its readers stay on their toes to get all the humor. But back to Mrs. Vandenbaum. Madam, you must think your son is a weak-willed moron, or a blithering idiot if you think he and others like him will be led to a life of crime by this magazine. I believe you will find that the age-group that reads MAD is considerably older than that for any comic-book. In closing, I would like to say that this is one adult reader who is not an idiot.—Phillip Loeb—Taylorville, Ill.

[illegible]
—(Kieth Nutt)—Midland, Tex.

[illegible]
—(Ginger Adler)—Los Angeles, Cal

[illegible]
—(Sam Browman)—Albert Lea, Minn.

. . . Come on, let's see more of Wolverton's work!—J. D. Carlson—New York, N. Y.

. . . I WANT BASIL!—Richard Scott—Bellerose, L. I.

You've got him!—ed.

Remember! You can buy a 10c issue of MAD for 12½c if you subscribe! $1.00 for eight issues mailed in strong manila envelopes! Send subscriptions and mail to:

MAD Editors
Room 706, Dept. 17
225 Lafayette St.
New York 12, N. Y.

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 706
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. _____

*Consistent with our past practice of devoting this page to a serious analysis of the situation of the world today and how it affects us, we present still another article taking up this subject. In the past, we have had analysts representing the bigger nations presenting their views. However, this time we thought we might turn to one of the **small** nations for their view since we deem the **small** view just as important as the big view and after all a **small** view can be very informative by contrast and so we present this **small** view from the **small** country, this **small** view entitled . . .*

Dra

by

8u

Modern Geologists.—With the work of James Hutton (1726-97), which is rather difficult reading, and its lucid exposition by John Playfair (1748-1819), we at last come to the beginnings of modern geology. James Hutton was originally a medical man who studied at Edinburgh and Paris and took his doctor's degree at Leiden. Later he took to farming in Berwickshire and eventually went to live in Edinburgh, where he published his *Theory of the Earth, with Proofs and Illustrations* (2 vols., 1795), an expansion of a paper read to the Royal Society of Edinburgh. Owing to the obscurity of the style however the book did not receive full recognition till the appearance of a kind of commentary on it by Playfair, entitled *Illustrations of the Huttonian Theory*, published in 1802. This was so clear and striking as to gain a general acceptance for Hutton's ideas, which may perhaps be fairly summed up in the general formula that the processes that have been at work on the earth in the past are the same as those now in operation, and that it is not allowable to invoke any agents which cannot now be seen and proved to be effective. This affords a strong contrast to the wild speculations of the cosmogonists and is in fact the foundation of the so-called Uniformitarian school of geology, which has prevailed almost without opposition ever since, although there is now a growing feeling that it has been pushed too far, though true in its main features. Since the ideas of Hutton and Playfair have to a large extent become the commonplaces of physical geology, this subject is discussed more fully below (see II., *Physical Geology*). The work of Sir Charles Lyell (see below) was the direct consequence of Hutton's writings.

To return for a while to the French school, it may perhaps be said that the founder of invertebrate palaeontology was Lamarck (1744-1829), who is universally regarded as one of the originators of the doctrine of evolution and continuous progress of living beings, as opposed to the theory of catastrophic destruction and repeated creations, which largely prevailed everywhere during his time. This eminent naturalist turned his attention somewhat late in life to the study of fossils, which led him to formulate some geological ideas very similar to those of Hutton and Playfair, though arrived at quite independently. However, he did not pay sufficient attention to the possibilities of earth-movement, and attributed even the highest non-volcanic mountains to the wearing away of elevated plateaux, and he attached an exaggerated value to the tides as geological agents. As a biologist he brought fossils into the forefront of his theories as a means of working out the history of the earth and the succession of events.

In a somewhat similar way the great comparative anatomist, Cuvier (1769-1832) is to be regarded as the founder of vertebrate palaeontology. Cuvier's knowledge of comparative anatomy was so marvellous that he was literally almost able to reconstruct a whole animal from a single bone or tooth. In a preliminary section of his great work, *Recherches sur les ossements fossiles* (1821) he gave an outline of what he believed to have been the history of the globe. This was frankly catastrophic, in the most extreme form of the doctrine; he believed that there was evidence for the occurrence in the past of cataclysms of world-wide extent, far surpassing even the conventional destructiveness of the Biblical deluge; he rejected entirely all ideas of organic continuity and postulated fresh creations of new forms of animals and plants. It is interesting to digress for a moment to find that after a century of the quietistic Uniformitarianism of Hutton and Lyell there are now signs of a return to a form of catastrophism, though without a complete destruction of life.

During the latter half of the eighteenth century and the beginning of the nineteenth there was a violent and rather absurd controversy as to the origin of the igneous rocks; some writers continued to maintain, up to the middle of the eighteenth century, that volcanic phenomena are due to combustion and they attributed lava flows to the melting of ordinary rocks, such as clay and

their contained fossils. The majority of the rather rough-and-ready names that he coined for the different formations have remained to this day as the classical designations, and it is to be hoped that they may all continue to remain, a reminder to the stratigraphers of all countries of the birthplace of their science. William Smith has aptly been called the "Father of British Geology", and his large coloured wall-map dated 1815 compares to some extent with the latest productions of the Geological Survey and was a monumental achievement for one self-taught man.

The work of the pioneers of physical and stratigraphical geology was admirably generalized and amplified by Sir Charles Lyell (1797-1875). He was able to travel extensively throughout his life and to add by his own acute observations great masses of facts to the stores accumulated by his predecessors. His *Principles of Geology* (3 vols. 1830-33) which rapidly passed into numerous editions is one of the great books of the world. On the physical side the line of thought is strictly Huttonian, an exposition of the doctrine of uniform causes, while on the biological side for many years Lyell maintained the permanence of species, but in later life he frankly became a convert to the doctrine of evolution, especially the form of it expounded by Darwin. It is a question which of these great men was the more influenced by the other: the whole tendency of Lyell's work was in the direction of converting geology from a physical into a biological science, and he said little in regard to mineralogy, apart from volcanic phenomena. Lyell's *Principles* remains a classic of geology, and may still be profitably read. About the same time the work of G. P. Scrope in Auvergne, following on the lines laid down by Guettard and Desmarest, established the modern science of vulcanology.

Up to the first quarter of the nineteenth century very little was known about the older rocks constituting the western and the northern parts of Great Britain, though by 1830 the succession of the newer formations in the south and east had been fairly thoroughly worked out. About this time Adam Sedgwick (1785-1873) Professor of Geology at Cambridge and Sir Roderick Impey Murchison (1792-1871) began to investigate the rocks of Wales and the western Midlands. Sedgwick started in the north-west in Caernarvonshire and succeeded in working out the succession of the slaty rocks far to the south-east of his starting point, calling them the Cambrian system. Murchison on the other

certain rocks found among the earlier formations while resembling the products of modern volcanoes, and also as to the origin of such rocks as granite which appear to have invaded newer formations while in a molten condition.

The last and most famous of the geologists of this older school was Abraham Gottlob Werner (1749-1817) of Freiberg, Saxony. Werner apparently was a magnificent teacher, although the doctrines he taught were erroneous, and he certainly deserves the utmost credit as the real founder of economic geology. The Mining Academy at Freiberg has been in the forefront of the study of the metalliferous deposits ever since his day, but Werner's obstinate adherence to the worn-out doctrine of the aqueous origin of basalt had a disastrous effect on petrographical geology for many years.

As early as 1751 J. E. Guettard (1715-86) had studied the extinct volcanoes of Auvergne and had shown that the basalts here, there so abundant, far from being a chemical precipitate, as supposed by Werner, was in reality poured out in a molten state at many different times and places. Desmarest (1725-1815) followed this up a few years later by mapping the area in detail and working out the whole complicated history. In Scotland Hutton proved the intrusive nature of granite and various "trap" rocks. J. F. d'Aubuisson, who had written a memoir on the aqueous origin of the basalts of Saxony, was converted by a visit to Auvergne, and even the great Leopold von Buch, at one time the most shining light of the Neptunist school, abandoned his Wernerian faith for the same reason. From that time the igneous origin of both deep-seated intrusions and surface lava-flows was established.

The Nineteenth Century.—In the early years of the nineteenth century geology began to receive in England an amount of attention not hitherto accorded to it. A number of eminent men, keenly interested in the subject, but rather bored by the futile speculations of the cosmogonists and by the bitter personal Wernerian controversies, combined in 1807 to found the Geological Society of London. The avowed object of the founders was to steer clear of all preconceived notions and ready-made theories, and to collect the facts for future discussion.

From about this same date, the beginning of the nineteenth century, the history of the development of geology becomes so complicated that it is impossible to follow up all the threads simultaneously, or within any reasonable compass to give a general account of the whole. The various branches, such as physical geology, petrology, palaeontology and stratigraphy, began to have a more or less clearly defined separate existence, each with its own line of evolution and development, under the impulse of varying forces, such as the advance of physics and chemistry, the coming of evolution, the advance of geographical exploration and so forth, and all these various lines of progress ceased to be confined to one small corner of north-western Europe, but spread over the world. Hence from this point onward the only possible course is to exercise some kind of selection. The development of petrology and palaeontology will be sufficiently apparent from the articles on those subjects, while the closely allied subject of mineralogy has a history of its own—troubled by far fewer controversies. What follows, therefore, is a brief sketch of the progress of general geology, especially on its physical and stratigraphical sides, in the British Isles during the nineteenth century, with occasional excursions into other parts of the world where needed by the context.

One of the most remarkable figures in the whole history of geology is William Smith (1769-1839) a man of quite humble origin, who spent most of his life as a canal engineer in Somerset and as a land-agent near Scarborough. During a busy professional life he managed to find time to construct a geological map of England and Wales and at the same time to work out the succession of the stratified formations of the country by means of

what organic nature that arose during this same period was the question of the true order of succession of the rocks of the north-west Highlands of Scotland and the age of the crystalline rocks composing the central and the southern Highlands. The extremely complicated structures of the far north-west were worked out by Lapworth and the officers of the Geological Survey, and proved to be the relics of an ancient mountain chain of Alpine type. In the central and southern Highlands work is still in progress.

From this point it becomes impossible to refer in any detail to the progress of geology without mentioning the names of living workers. Immense progress has been made in British stratigraphy mostly in matters of detail, without any very fundamental new discoveries. In structural geology one of the most important advances is the recognition of the principle of "posthumous movement," which means in simple language that when once the earth's crust has been crumpled into a fold running in a particular direction, further crumpling is likely to take place along the same line at later dates. This principle has proved of immense importance in working out the structure and limits of coalfields buried under newer strata. Further the zonary method of stratigraphy has been extended to nearly all the fossiliferous formations.

Physical Geology.—During the last fifty years physical geology has continued to develop, and as is only natural, the geological exploration of the great lands beyond the seas has tended to broaden the originally mainly European outlook. In the other continents things are on a bigger scale, and probably geological processes are more rapid, owing to differences of climate, the greater prevalence of volcanoes and earthquakes and so on. It has also come to be recognized that in past ages processes probably were, at certain times at any rate, more active and intense than they now are. Hence the present conception of physical geology may fairly be described as evolutionary rather than uniformitarian in the strict sense, though there is no proof that processes ever differed notably in kind from those now in operation. The differences were mainly in degree. Very great attention has been paid of late to the formation of continents and oceans and of mountain ranges, as well as to crust movements in general, but this phase of the subject belongs rather to cosmogony and geodesy than to geology proper. Special mention should be made of the great progress of the study of glaciation in the past half century

earthquakes are due to wind within the earth, produced by the warmth of the sun and internal heat. He looked upon earthquakes and volcanic phenomena as closely connected, the eruption being due to the final escape of the wind that caused earthquakes. Very similar and equally crude ideas were put forward by Lucretius, who also followed Anaximenes in attributing earthquakes in part to falls of rock within the earth. Strabo recognized that Vesuvius was a dormant volcano, though there was then no record of an eruption; he continued to believe in wind as the active agent in underground disturbances. He cites in his *Geography* a number of cases of sinking and rising of land and he recognized that some islands are volcanic, while others were originally part of the mainland. The most detailed account of earthquakes that has come down to us from antiquity is in the *Quaestiones Naturales* of Seneca. He was much interested in an earthquake at Naples in A.D. 63 and distinguished several different motions of the ground, up and down, oscillatory and vibrational. He held firmly to the old idea that the most important factor was wind, while admitting the possibility of some shocks being due to collapse of caverns. Volcanoes he supposed to be due to this wind meeting stores of sulphur and other combustibles, which were set on fire by friction.

The action of rivers also, being of much importance to mankind, was observed with more or less care. Herodotus noted the great amount of silt brought down annually by the Nile, and pertinently remarked "Egypt is the gift of the river," which is perfectly true. Aristotle displays considerable knowledge of the drainage system on the north side of the Mediterranean basin. He refers to the mountains as condensers of rain and snow and shows that the largest rivers rise in the highest ground. He also points out how river deposits are encroaching on the sea, and mentions specially in this connection some parts of the Black Sea, where after sixty years it became necessary to use ships of much lighter draught, as the water had become much shallower and would soon be converted into dry land. Strabo also discussed the formation of plains and deltas by rivers.

2. *Processes of the Past.*—It so happens that at many places around the Mediterranean there are found deposits at high levels containing abundance of shells very like the present inhabitants of that sea. These naturally attracted attention at an early date and are often referred to in classical writings as proofs of elevation of the land or a former much wider extension of the sea. Xenophanes of Colophon (614 B.C.) noticed the occurrence of sea-shells among the mountains; Xanthus the Lydian (464 B.C.) found scallops and cockles far from the sea in Armenia and Phrygia. Herodotus, Eratosthenes, Strato and Strabo noted vast quantities of fossil shells in Egypt, along with beds of salt, as proofs of a former extension of the sea. Aristotle recognized clearly that areas once covered by the sea are now dry land, and that land may one day reappear where there is now sea. He regarded these changes as periodic, but requiring a long lapse of time and therefore likely to escape our notice. In a famous passage in his *Metamorphoses* Ovid affirms the interchange of land and sea, the wearing away of mountains, the disappearance of rivers, the submergence of land owing to earthquakes, the formation and disappearance of islands, the uprise and extinction of volcanoes.

From these selected examples it might appear that the classical writers had accumulated a good deal of observational material, but in point of fact most of the conclusions that they drew as to ultimate causes were mere speculation and guesswork. It can hardly be said that scientific geology made any real progress throughout these ages.

Mediaeval and Early Geologists.—During the dark ages that followed the collapse of the Latin culture of the Roman Empire before the invasion of the Germanic barbarians geology actually made no progress, and even the great scholastic philosophers of the 13th century were apparently not much interested in natural phenomena. What science they knew was mainly derived from Greece and Rome. The Arabs however collected and translated the literature, and a treatise ascribed to Avicenna contains some very modern ideas on the origin of mountains.

After the general revival of classical studies, the problems of geology, as dealt with in the ancient writings, once more began

in his first geological work (1749) he supposed that fossils had all been deposited in a universal ocean, which was later swallowed by the caverns within the earth. Thirty years later, in his famous *Époques de la Nature*, he endeavoured to draw up a chronology of the earth, dividing it into six periods of unequal length, based on the supposed rate of cooling from the incandescent stage.

Modern Geologists.—With the work of James Hutton (1726-97), which is rather difficult reading, and its lucid exposition by John Playfair (1748-1819), we at last come to the beginnings of modern geology. James Hutton was originally a medical man who studied at Edinburgh and Paris and took his doctor's degree at Leiden. Later he took to farming in Berwickshire and eventually went to live in Edinburgh, where he published his *Theory of the Earth, with Proofs and Illustrations* (2 vols., 1795), an expansion of a paper read to the Royal Society of Edinburgh. Owing to the obscurity of the style however the book did not receive full recognition till the appearance of a kind of commentary on it by Playfair, entitled *Illustrations of the Huttonian Theory*, published in 1802. This was so clear and striking as to gain a general acceptance for Hutton's ideas, which may perhaps be fairly summed up in the general formula that the processes that have been at work on the earth in the past are the same as those now in operation, and that it is not allowable to invoke any agents which cannot now be seen and proved to be effective. This affords a strong contrast to the wild speculations of the cosmogonists and is in fact the foundation of the so-called Uniformitarian school of geology, which has prevailed almost without opposition ever since, although there is now a growing feeling that it has been pushed too far, though true in its main features. Since the ideas of Hutton and Playfair have to a large extent become the commonplaces of physical geology, this subject is discussed more fully below (see II., *Physical Geology*). The work of Sir Charles Lyell (see below) was the direct consequence of Hutton's writings.

To return for a while to the French school, it may perhaps be said that the founder of invertebrate palaeontology was Lamarck (1744-1829), who is universally regarded as one of the originators of the doctrine of evolution and continuous progress of living beings, as opposed to the theory of catastrophic destruction and repeated creations, which largely prevailed everywhere during his time. This eminent naturalist turned his attention somewhat late in life to the study of fossils, which led him to formulate some geological ideas very similar to those of Hutton and Playfair, though arrived at quite independently. However, he did not pay sufficient attention to the possibilities of earth-movement, and attributed even the highest non-volcanic mountains to the wearing away of elevated plateaux, and he attached an exaggerated value to the tides as geological agents. As a biologist he brought fossils into the forefront of his theories as a means of working out the history of the earth and the succession of events.

In a somewhat similar way the great comparative anatomist, Cuvier (1769-1832) is to be regarded as the founder of vertebrate palaeontology. Cuvier's knowledge of comparative anatomy was so marvellous that he was literally almost able to reconstruct a whole animal from a single bone or tooth. In a preliminary section of his great work, *Recherches sur les ossements fossiles* (1821) he gave an outline of what he believed to have been the history of the globe. This was frankly catastrophic, in the most extreme form of the doctrine; he believed that there was evidence for the occurrence in the past of cataclysms of world-wide extent, far surpassing even the conventional destructiveness of the Biblical deluge; he rejected entirely all ideas of organic continuity and postulated fresh creations of new forms of animals and plants. It is interesting to digress for a moment to find that after a century of the quietistic Uniformitarianism of Hutton and Lyell there are now signs of a return to a form of catastrophism, though without a complete destruction of life.

During the latter half of the eighteenth century and the beginning of the nineteenth there was a violent and rather absurd controversy as to the origin of the igneous rocks; some writers continued to maintain, up to the middle of the eighteenth century, that volcanic phenomena are due to combustion and they attributed lava flows to the melting of ordinary rocks, such as clay and

rocks the Silurian system. In general terms Sedgwick was working upwards in the succession of the stratified rocks and Murchison downwards; but the sequence was not quite simple. The rocks there are thrown into many folds, by crumpling of the crust, so that there is some repetition of strata at the surface. The natural result was that the respective systems of Sedgwick and Murchison overlapped. Murchison claimed for his Silurian system nearly the whole of Sedgwick's Cambrian, leaving him only a remnant of unfossiliferous slates at the bottom, while Sedgwick on the other hand perhaps claimed too much for his Cambrian. Lapworth proposed as a practical compromise that the beds mainly in dispute (Murchison's Lower Silurian) should be constituted into a separate system, called the Ordovician. This is now universally accepted, though for many years Sir Archibald Geikie (1835-1924) valiantly upheld the Lower Silurian.

The brilliant and original work of Charles Lapworth (1842-1920) exercised a profound influence on geology in the third quarter of the nineteenth century. He established the order of succession of the different forms of the great group of fossils

to attract attention, especially in Italy. In that country fossil shells are very abundant, and several different theories of their origin were put forward. Some writers regarded them as mere freaks of nature "*lapides sui generis*," which had never been alive, others considered them to be relics of the universal deluge. More practicable theories soon began to prevail. Leonardo da Vinci (1452-1519) maintained that they had once been normal living organisms, and that what is now land had formerly been covered by the sea. Girolamo Fracastorio (1483-1553) claimed that a single temporary deluge was inadequate to produce the observed effects, but that the mountains in which the shells are found must have been uplifted from the sea.

But it was the Catholic ecclesiastic, Nicholas Steno (Stensen) (1631-87) at one time Bishop of Hamburg and Vicar-Apostolic of Denmark, afterwards resident in Florence, who must be regarded as the founder of modern geology and mineralogy. After making a world-wide reputation as an anatomist, he turned to the study of fossils, and in 1669 published a small tract with the not very lucid title *De solido intra solidum naturaliter contento* in which he developed his ideas as to the past history of the earth as derived from his study of the rocks, dealing with many of the fundamental problems of physical geology and stratigraphy on quite modern lines.

The Italian geological school of this period also included Antonio Vallisneri (1661-1730) who had a wide knowledge of fossils, and Lazzaro Moro (1687-1740) who made an extensive study of stratigraphy but attached too much weight to volcanic accumulation as the source of sedimentary deposits.

The Cosmogonists and Their Successors.—In other countries however, and especially in England, the study of geology ran on rather different lines. Instead of a patient accumulation of facts and inferences from those facts alone many writers indulged in fanciful speculation and wildly extravagant theories of cosmogony, mostly founded on sheer imagination. During the last twenty years of the 17th century there appeared a number of writings which attracted attention mainly by their sensationalism, both in England and abroad. As examples may be mentioned the works of Thomas Burnet and William Whiston. Hardly less fanciful in his theories, although a much better observer, was John Woodward whose *Essay towards a Natural History of the Earth* appeared in 1695. His large and valuable collection of fossils is still religiously preserved intact in the Sedgwick Museum at Cambridge, in accordance with the terms of his will. Woodward published a catalogue of this collection in 1728-29 under the title *An attempt towards a Natural History of the Fossils of England*. It is to be noted that at this time the term fossil included minerals as well as organic remains and the Woodwardian Collection contains some very fine mineral specimens.

A striking contrast is afforded by another group of geologists in France and Germany, who gave to the world the first really practical ideas as to the evolution of the earth. The first of these was René Descartes (1596-1650) who ascribed the origin of the earth and the other planets to the cooling of an originally incandescent mass like the sun, leading to the formation of a solid crust over a still hot nucleus.

The ideas of Descartes were enlarged and systematized by Wilhelm Gottfried Leibnitz (1646-1716) whose work has had a permanent value. In his great tract, the *Protogaea*, published only in 1749, he traced the passage of the earth from an incandescent mass of vapour to a molten globe, which by further cooling acquired a solid crust, perhaps now surviving in part as some of the most ancient rocks. He thought that as cooling went on great cavities might be left, filled with air and water; these cavities by collapse might give rise to valleys, while the more solid parts formed the mountains. Water escaping from the cavities might form the sedimentary deposits. Leibnitz also attached much importance to fossils as indices of past changes and alternations of land and sea.

Of much greater importance however in the development of geology was the work of G. L. L. de Buffon (1707-88) who had a much wider acquaintance with rocks and fossils. He accepted the ideas of Descartes and Leibnitz as to planetary evolution, but modified, by the heat of such condensation. The true nature of volcanicity will be discussed in detail later; it must suffice to say here that eruptions are due to the escape, under gas pressure, of portions of the heated interior of the earth in a molten state, giving rise to flows of lava and showers of ashes, with steam and other vapours. But in earlier days trouble arose over the nature of

certain rocks found among the earlier formations while resembling the products of modern volcanoes, and also as to the origin of such rocks as granite which appear to have intruded newer formations while in a molten condition.

The last and most famous of the geologists of this older school was Abraham Gottlob Werner (1749-1817) of Freiberg, Saxony. Werner apparently was a magnificent teacher, although the doctrines he taught were erroneous, and he certainly deserves the utmost credit as the real founder of economic geology. The Mining Academy of Freiberg has been in the forefront of the study of the metalliferous deposits ever since his day, but Werner's obstinate adherence to the worn-out doctrine of the aqueous origin of basalt had a disastrous effect on petrographical geology for many years.

As early as 1751 J. E. Guettard (1715-86) had studied the extinct volcanoes of Auvergne and had shown that the basalts here, there so abundant, far from being a chemical precipitate, as supposed by Werner, was in reality poured out in a molten state at many different times and places. Desmarest (1725-1815) followed this up a few years later by mapping the area in detail and working out the whole complicated history. In Scotland Hutton proved the intrusive nature of granite and various "trap" rocks. J. F. d'Aubuisson, who had written a memoir on the aqueous origin of the basalts of Saxony, was converted by a visit to Auvergne, and even the great Leopold von Buch, at one time the most shining light of the Neptunist school, abandoned his Wernerian faith for the same reason. From that time the igneous origin of both deep-seated intrusions and surface lava-flows was established.

The Nineteenth Century.—In the early years of the nineteenth century geology began to receive in England an amount of attention not hitherto accorded to it. A number of eminent men, keenly interested in the subject, but rather bored by the futile speculations of the cosmogonists and by the bitter personal Wernerian controversies, combined in 1807 to found the Geological Society of London. The avowed object of the founders was to steer clear of all preconceived notions and ready-made theories, and to collect the facts for future discussion.

From about this same date, the beginning of the nineteenth century, the history of the development of geology becomes so complicated that it is impossible to follow up all the threads simultaneously, or within any reasonable compass to give a general account of the whole. The various branches, such as physical geology, petrology, palaeontology and stratigraphy, began to have a more or less clearly defined separate existence, each with its own line of evolution and development, under the impulse of varying forces, such as the advance of physics and chemistry, the coming of evolution, the advance of geographical exploration and so forth, and all these various lines of progress ceased to be confined to one small corner of north-western Europe, but spread over the world. Hence from this point onward the only possible course is to exercise some kind of selection. The development of petrology and palaeontology will be sufficiently apparent from the articles on those subjects, while the closely allied subject of mineralogy has a history of its own—troubled by far fewer controversies. What follows, therefore, is a brief sketch of the progress of general geology, especially on its physical and stratigraphical sides, in the British Isles during the nineteenth century, with occasional excursions into other parts of the world where needed by the context.

One of the most remarkable figures in the whole history of geology is William Smith (1769-1839) a man of quite humble origin, who spent most of his life as a canal engineer in Somerset and as a land-agent near Scarborough. During a busy professional life he managed to find time to construct a geological map of England and Wales and at the same time to work out the succession of the stratified formations of the country by means of

has already been made to the Wernerian controversy. By the beginning of the nineteenth century it was generally accepted that both lavas and certain deep seated rocks such as granite were of direct igneous origin, their outpouring or intrusion being brought about by true volcanic action and depending on the internal heat of the earth. But for many years scientific petrology made little progress, owing to certain difficulties inherent in the subject. Many igneous rocks are mixtures of different minerals while others are of very fine texture. A chemical analysis of an obvious mixture is not in itself very illuminating, without other data, and for long these were lacking. It was not till in the fifties of last century Henry Clifton Sorby (1826-1908) of Sheffield discovered a method of making thin sections of rocks suitable for the microscope, that any real advance was made. Such microscopic examination, largely by the aid of polarized light, is the foundation of scientific petrology. It enables us to determine accurately the mineral composition of the rock, its structure and the order of crystallization of the different minerals, thus revealing the nature of the finer-grained rocks. From the time of this discovery

WRASSLING! ...NO HOLDS BARRED!

FIX BAYONETS!
GET THE WOMEN AND CHILDREN OUT OF HERE!
SOMEBODY TAKE CARE OF THE WOMEN AND CHILDREN!

I'LL TAKE CARE OF THE WOMEN ...MAINLY MISS CHEESECAKE!
NO... I'LL TAKE CARE OF THE WOMEN!
NO, I'LL TAKE CARE...
NO! ME!

CALL OUT ALL THE TROOPS IN THIS VICINITY!
...ALL EXCEPT PRIVATE SHOE! I WANT HIM TO GO ON PASS!

...AND FURTHERMORE ...IF WE BETRAY THIS GLORIOUS TRUST IN THE SPEED OF ASKING QUESTIONS... THIS ..

AHRIGHT!...OUR TIME IS UP! JOIN US TOMORROW, WHEN WE GET TOGETHER AGAIN TO PLAY 'WHAT'S MY SHINE!... THE FRIENDLY QUIZ GAME FOR THE WHOLE FRIENDLY FAMILY!

BOP
BAM
BIFF
UMF
THIS WAS A SPECIAL FEATURE
UG
BANG

SEE HOW POW INSTANT COFFEE CONSISTS OF MILLIONS OF TINY FLAVOR BUDS! HEAR THE HOLLOW SOUND WHEN I TAP ON A FLAVOR BUD! WHEN YOU ADD HOT WATER, THESE FLAVOR BUDS BURST, RELEASING A FLOOD OF HONEST TO GOODNESS COFFEE FLAVOR!
POINT OF ORDER!

...JUST WATCH HOW WHEN I ADD HOT WATER, THE HONEST TO GOODNESS FLAVOR BUDS BURST!... SEE...I PUT IN THE COFFEE BUDS... THEN THE HOT WATER... THEN THEY BURST...
COFFEE
POW
POINT OF ORDER!

POINT OF ORDER!

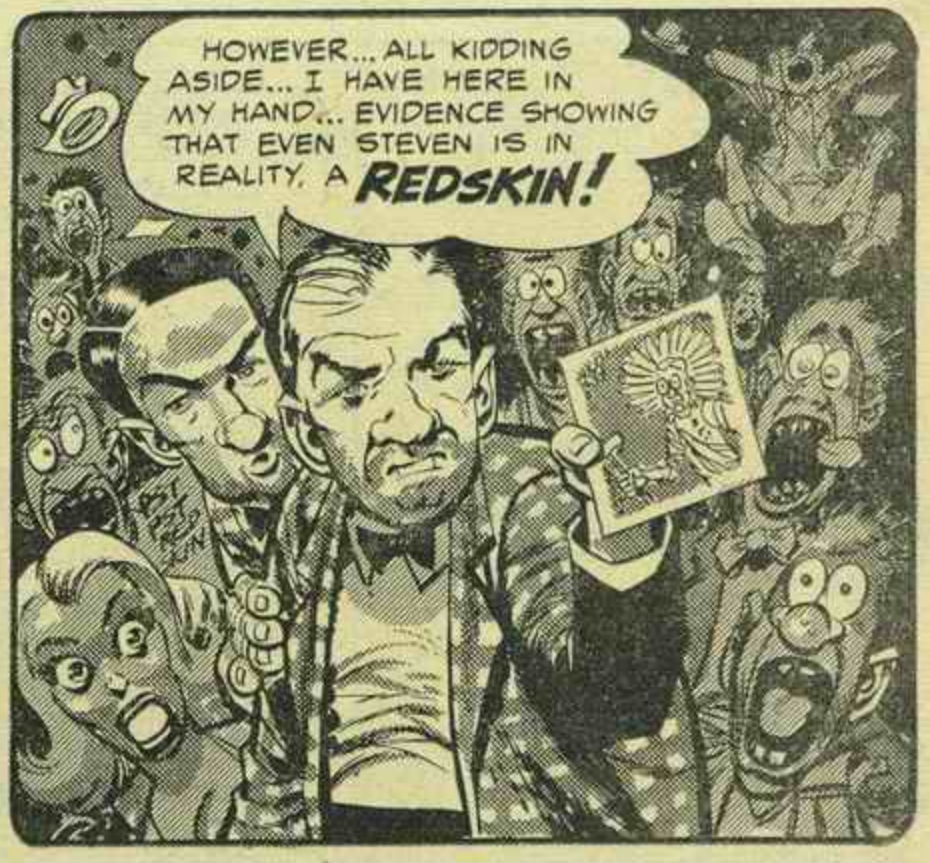
AHRIGHT... BACK TO 'WHAT'S MAH SHINE'! BEFORE WE GO TO THE NEXT PANELIST... DO YEW HAVE A POINT OF ORDER, MR. McCARTAWAY?
I DO! ...I'D LIKE TO STRIKE THAT 'CONTAINER OF MILK' AND SUBSTITUTE 'CONTAINER OF POW'!
MR. MODERATOR! I'D LIKE TO MAKE A STATEMENT!
POW

...I HAVE EXAMINED THE PHOTOGRAPH OF ME AND I'D LIKE TO STATE THAT THIS PHOTO HAS BEEN DOCTORED AND I'VE GOT THE DOCTOR TO PROVE IT!
GENTLEMEN! ...I WAS CALLED ON LAST WEEK TO DOCTOR THE AFOREMENTIONED PHOTOGRAPH!
100

HERE IS THE ORIGINAL PHOTOGRAPH AS IT LOOKED BEFORE IT WAS DOCTORED! YOU WILL NOTICE THAT THE 'WARBONNET' IS A TURKEY SITTING ON A FENCE BEHIND EVEN STEVEN!... YOU WILL NOTICE THE 'WAR-PAINT' IS HOUSE-PAINT EVEN STEVEN WAS SPATTERED WITH WHILE PAINTING HOUSE WITH 'TOMAHAWK' WHICH IS IN REALITY A PAINT-ROLLER!

WHICH ALL GOES TO PROVE I AM NOT AND NEVER HAVE BEEN A RED-SKIN!
NOW 'EVEN'... NO NEED TO RAISE YOUR VOICE AND GET ANGRY! I REALIZE YOU'RE NOT REALLY A REDSKIN BUT MERELY A DUPE OF THE REDSKINS! I'M NOT MAD AND I'M WILLING TO SETTLE THIS ALL VERY QUICKLY IN THE HONEST, STRAIGHTFORWARD MANNER THAT IS THE INTELLIGENT WAY TO DISCUSS DIFFERENCES OF OPINION AND THAT SIMPLE MANNER IS...
...THAT SIMPLE MANNER IS...

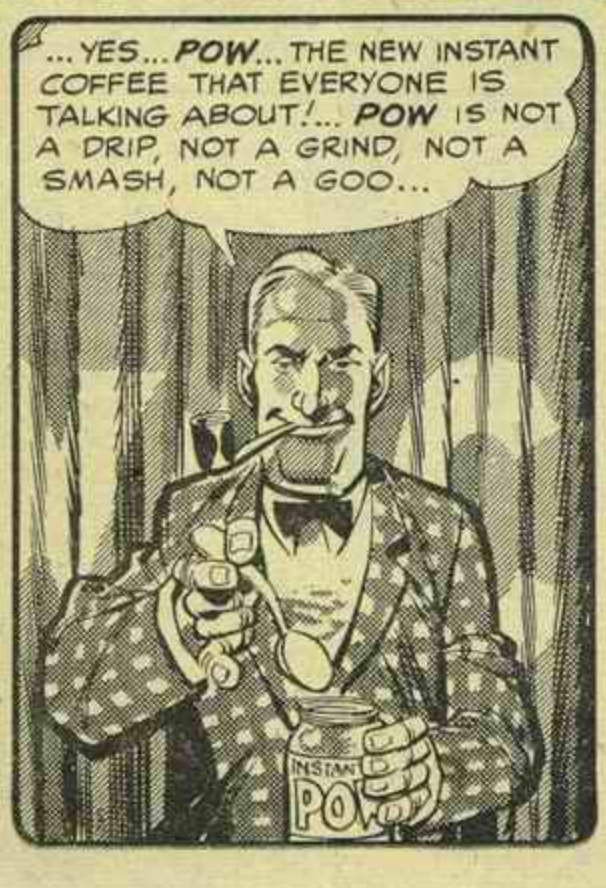
AND SO, AS MR. SMURDLEY IS GENTLY PROPELLED FROM THE STUDIO, WE SWITCH TO #2 CAMERA... AND PROCEDE WITH THE PROCEEDINGS!
...JOE McCARTAWAY... YOU HAVE A POINT OF ORDER?
RIGHT! ONE HAM ON RYE... NO LETTUCE OR BUTTER!... CONTAINER OF MILK AND A DANISH!... TELL THE BOY TO BRING A COUPLE STRAWS...


HOWEVER... ALL KIDDING ASIDE... I HAVE HERE IN MY HAND... EVIDENCE SHOWING THAT EVEN STEVEN IS IN REALITY, A REDSKIN!

HERE IS A PHOTOGRAPH SHOWING EVEN STEVEN WITH HIS WARBONET ON... HIS WARPAINT ON... CLUTCHING A BLOODY TOMAHAWK IN HIS HAND!

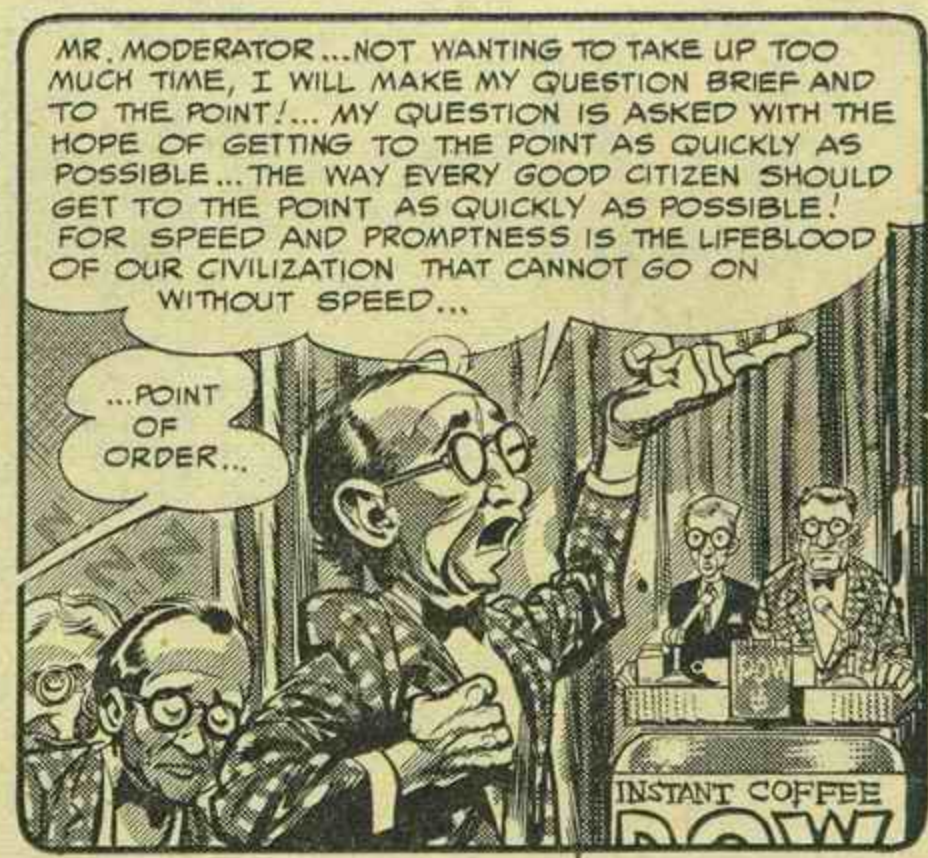
MR. McCARTAWAY! THIS IS A MOST SENSATIONAL PIECE OF EVIDENCE LEADING ME TO CONCLUDE THAT THERE IS ONE THING TO DO AT THIS DRAMATIC HIGH-POINT IN THE PROGRAM WHERE OUR TELEVIEWERS ARE UNDOUBTEDLY GLUED TO THEIR SETS AS NEVER BEFORE...
...AND THAT ONE THING TO DO IS... THE COMMERCIAL!

FRIENDS... I'M KARL WEEKDT, YOUR ANNOUNCER, AND I'VE COME TO TELL YOU OF A NEW DISCOVERY IN INSTANT COFFEES...
POW!
POINT OF ORDER


...YES... POW... THE NEW INSTANT COFFEE THAT EVERYONE IS TALKING ABOUT!... POW IS NOT A DRIP, NOT A GRIND, NOT A SMASH, NOT A GOO...
INSTANT POW

POW INSTANT COFFEE CONSISTS OF TINY HONEST TO GOODNESS HOLLOW FLAVOR BUDS ALL HOLLOW INSIDE AND EVERYTHING! LET ME SHOW YOU WITH THIS MAGNIFYING GLASS...
POINT OF ORDER!

MISTER EVEN STEVEN... WELCOME TO 'WHAT'S MAH SHINE'! NAH LET'S SEE IF OUAH PANEL CAN POSSIBLY GUESS WHAT YOU DO! WE WILL START OUR QUESTIONING WITH JOHN McLELLILLELLILLIN...
INSTAN


MR. MODERATOR...NOT WANTING TO TAKE UP TOO MUCH TIME, I WILL MAKE MY QUESTION BRIEF AND TO THE POINT!... MY QUESTION IS ASKED WITH THE HOPE OF GETTING TO THE POINT AS QUICKLY AS POSSIBLE...THE WAY EVERY GOOD CITIZEN SHOULD GET TO THE POINT AS QUICKLY AS POSSIBLE! FOR SPEED AND PROMPTNESS IS THE LIFEBLOOD OF OUR CIVILIZATION THAT CANNOT GO ON WITHOUT SPEED...
...POINT OF ORDER...
INSTANT COFFEE

...AND IF WE SLOW DOWN... WE WILL BETRAY OUR HERITAGE...
AND NOW WE MOVE ON TO THE REST OF THE PANEL!

...THE GLORIOUS HERITAGE WHICH IS OURS ALONE...
DO YOU HAVE A QUESTION, EVERETT?
...IN THE INTEREST OF TIME, I PASS!
...POINT OF ORDER!

...AND WHICH YOU AND I MUST CARRY ON...
HENRY?
...I ALSO PASS!

...THROUGH THE RAIN, THROUGH THE SNOW...
CHARLES?
...I PASS!
...POINT OF ORDER!

...THE MAIL MUST GO ON... AND FOIDERMUM...
STUART?
...I PASS!

HENRY?
...I PASS!
POINT OF ORDER!

LANA?
TEEHEE!
I DON'T PASS!
POINT OF ORDER!

WHAT WAS THAT? ...WAS THAT YOU, LANA CHEESECAKE, WHO DO REFUSE TO PASS?
POINT OF ORDER!

NO!
POINT OF ORDER!

...IT WAS ME, STURDLEY SMURDLEY, CAMERAMAN, WHO DO REFUSE TO PASS!
...YAHOO!
POINT OF ORDER!

...EVERETT DIRKDAUGHTER...
POW

...HENRY DOORSHACK...
MR. CHAIR-MAN...
POW

...CHARLES POTRZEBIE...
POW

...JOHN McLELLILLELLILLIN...
...MR. CHAIR-MAN...
POW

...STUART SAWHIMINTOWN...
POW

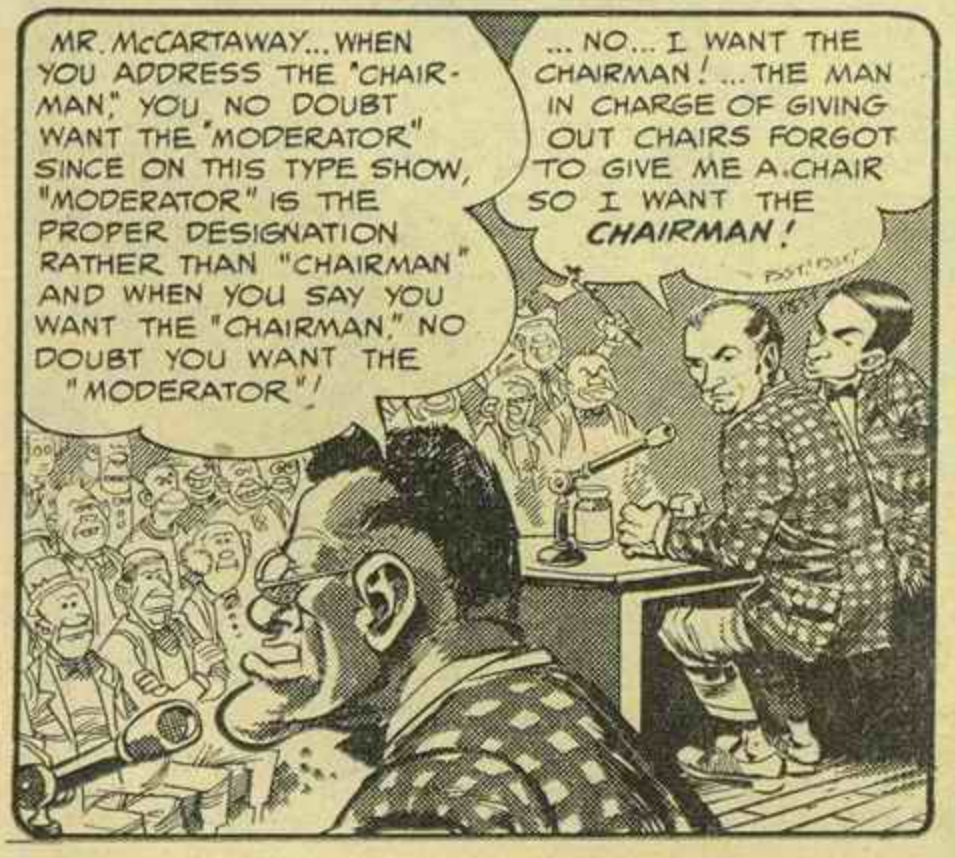
...HENRY JACKDAUGHTER...
MR. CHAIR-MAN...
POW

...LANA CHEESECAKE...
MR. CHAIR-MAN...
POW

...MISS CHEESECAKE IS A NEWCOMER HAVING BEEN ADDED TO GIVE OUAH PANEL PROPER BALANCE...
MR. CHAIR-MAN...
POW

...TO GIVE OUAH PANEL A GREATER VARIETY OF OPINION! IN OTHER WORDS... TO STATE WHAT SHE IS GIVING OUAH PANEL SIMPLY, IN A WORD IS... BOING!
MR. CHAIR-MAN...
POW

...ALSO... THE FINAL MEMBER OF OUAH PANEL IS JOSEPH McCARTAWAY!
MR. CHAIR-MAN...
POW


MR. McCARTAWAY... WHEN YOU ADDRESS THE "CHAIR-MAN," YOU NO DOUBT WANT THE "MODERATOR" SINCE ON THIS TYPE SHOW, "MODERATOR" IS THE PROPER DESIGNATION RATHER THAN "CHAIRMAN" AND WHEN YOU SAY YOU WANT THE "CHAIRMAN," NO DOUBT YOU WANT THE "MODERATOR"!
... NO... I WANT THE CHAIRMAN! ... THE MAN IN CHARGE OF GIVING OUT CHAIRS FORGOT TO GIVE ME A CHAIR SO I WANT THE CHAIRMAN!

AHRIGHT!... NOW WILL OUR FIRST MYSTERY GUEST PLEASE SIGN IN...
POW
Confidential
Subject: Signature
Distribution: 3 copies in triplicate
Even Steven
Even Steven
Even Steven

HERE'S THE WAY IT SHOULD HAVE STARTED! FIRST OF ALL... WHO WANTS TO LISTEN TO A PROGRAM CALLED "*THE SENATE SUBCOMMITTEE HEARINGS ON THE ARMY INVESTIGATIONS*"?... THE WHOLE THING NEEDED A SNAPPIER TITLE... LIKE FOR INSTANCE, "*TRUTH OR COHNSEQUENCES*"... "*BREAK THE RANK*"... OR...

WHAT'S MY SHINE!

WELCOME, ESTEEMED LADIES AND GENTLEMEN! ... MAH NAME IS JAY RENKINS, YOAH MODERATOR!

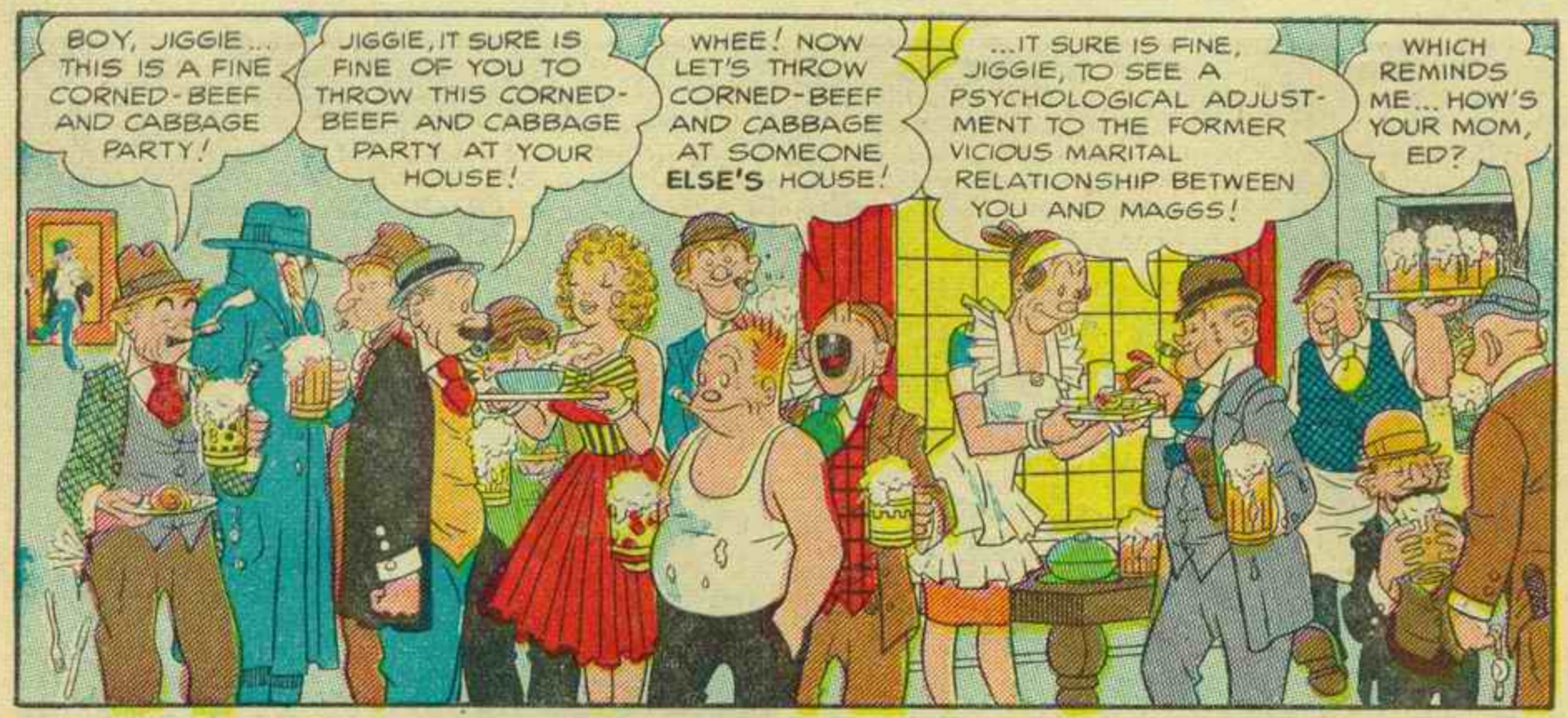
...AH AM ASKING YEW TO JOIN ME IN ANOTHER SESSION OF "WHAT'S MAH SHINE"... THE FRIENDLY QUIZ GAME!

POW

INSTANT COFFEE

TELEVISION DEPT.: HERE WE HAVE A SCENE FROM A TELEVISION SHOW THAT BEGAN IN APRIL AND THAT BY NOW EVERY MAN, WOMAN AND CHILD IN THE U.S.A. SHOULD BE FAMILIAR WITH! ALTHOUGH THIS SHOW WAS ORIGINALLY PROGRAMMED FOR TWO WEEKS... AT THIS WRITING, IT SEEMS TO HAVE BECOME A REGULAR SUSTAINING BROADCAST THAT MAY GO ON FOREVER!

NOW, YOU KIDDIES AND GROWN-UPS WHO JUST EVEN GLANCED AT IT WERE NO DOUBT STRUCK BY THE MONOTONY OF THIS SHOW!... THE LACK OF PLOT... THE REPETITIOUS DIALOGUE... THE DULL, UNINTERESTING SCENERY WITH THE SAME CAMERA ANGLES AGAIN AND AGAIN!... WE OF ***MAD*** RESPECTFULLY SUGGEST THAT THE APPROACH TO THIS SHOW WAS ALL WRONG... AND WITH AN EYE TOWARDS CONSTRUCTIVE CRITICISM, WE OFFER ON THE FOLLOWING PAGES, OUR SUGGESTIONS AS TO HOW IT SHOULD HAVE BEEN DONE.


BOY, JIGGIE... THIS IS A FINE CORNED-BEEF AND CABBAGE PARTY!
JIGGIE, IT SURE IS FINE OF YOU TO THROW THIS CORNED-BEEF AND CABBAGE PARTY AT YOUR HOUSE!
WHEE! NOW LET'S THROW CORNED-BEEF AND CABBAGE AT SOMEONE ELSE'S HOUSE!
...IT SURE IS FINE, JIGGIE, TO SEE A PSYCHOLOGICAL ADJUSTMENT TO THE FORMER VICIOUS MARITAL RELATIONSHIP BETWEEN YOU AND MAGGS!
WHICH REMINDS ME... HOW'S YOUR MOM, ED?

DINTY, I'D LIKE YOU TO MEET ME BROTHER-IN-LAW!
I'M TAKING CARE OF EVERYTHING HERE, JIGGIE, AND I'M WASHING THE DISHES, AND AFTER I CLEAN UP, I'M OFF TO MY NEW JOB WHERE I WORK THE 14 HOUR SHIFT IN A SALT MINE!

...AND DINTY... I'D LIKE YOU TO MEET ME DAUGHTER!
...OH FATHER, I'VE ENROLLED FOR A CONCENTRATED COURSE AT VOCATIONAL SCHOOL WHICH I'M WORKING MY WAY THROUGH BY CLEANING OFFICE BUILDINGS AT NIGHT!

...AND DINTY... I'D LIKE YOU TO MEET ME WIFE!
...LOOK, DEAR! I'VE BUILT A COZY FIRE IN THE FIRE-PLACE FOR YOU AND GUESS WHAT I'M USING FOR FIREWOOD? MY PIANO! I WON'T HAVE ANY MORE TIME FOR SINGING NOW THAT I SPEND ALL MY TIME HOUSEKEEPING FOR YOU!

...BY GOLLY, JIGGIE... THINGS HAVE CERTAINLY CHANGED AROUND HERE! WHAT HAPPENED?
WELL, DINTY... FOR MANY YEARS NOW, EVEN THOUGH I'VE ALWAYS BEEN A RICH, SUCCESSFUL BUSINESS MAN WITH A TOP HAT.. I'VE HAD TO STAND FOR THAT MISERABLE ROUTINE OF BEING BEAT UP BY MAGGS TO GIVE THE FOLKS OUT THERE LAUGHS!

...HOWEVER, IN MORE SERIOUS MOMENTS I'VE BEEN HAVING LATELY, THE THOUGHT STRUCK ME, WITH MY MONEY I COULD BUY PROTECTION AGAINST THIS! THE THOUGHT STRUCK ME I COULD BUY BODYGUARDS! THE THOUGHT STRUCK ME I COULD STRUCK MAGGS WITH A LITTLE HELP!
HERE YOU ARE, BOYS... AND IF YOU SEE THE OLD BAT ACTING UP... LET 'ER HAVE IT AGAIN!
YOU SEE, DINTY, IT'S GOOD TO BE SERIOUS ONCE IN A WHILE!
B. Krigstein

...AND GET BACK IN AND STAY THERE, YOU WORM!
...LOOK!...I MEAN SERIOUSLY SPEAKING!...I MEAN THIS JUST ISN'T FUNNY!...I MEAN LET'S CUT THE BALONEY!...THERE'S JUST SO MUCH PUNISHMENT THE HUMAN COMIC-STRIP BODY CAN TAKE!

WELL...I'VE STOOD ABOUT ENOUGH! I'M NOT GOING TO STAND ANY MORE!...YES AFTER LOSING SO MUCH BLOOD, I BETTER NOT STAND ANY MORE!...I BETTER SIT! ...BUT ALL KIDDING ASIDE...I'VE HAD ENOUGH PUSHING AROUND! NOW I'M GOING TO GET TOUGH!

OH MOTHER!...I SAW FATHER IN HIS ROOM, BUSILY TELEPHONING AND GETTING DRESSED TO GO OUT... TO DINTY MOORE'S PROBABLY TO EAT CORNED-BEEF AND CABBAGE WITH HIS UNCOUTH FRIENDS!
HE IS, IS HE? ...WELL...I'M GOING TO GIVE THAT WORM A LESSON ONCE AND FOR ALL...

THERE! HOW DO YOU LIKE THE FEEL OF THE SPINNING DISH CRACKED AGAINST THE SKULL THAT EVERY ONE THINKS IS SO FUNNY!

...AND HOW DO YOU LIKE THE REAL EFFECT OF THE CLUBBED FIST ON THE NOSE WHICH IS TREATED SO COMICALLY IN THE PAPERS!

...AND HOW DO YOU LIKE THE SHARP EXCRUCIATING PAIN OF THE SWUNG SHOE AGAINST THE BASE OF THE SPINE THAT ALWAYS GETS SUCH A LAUGH IN THE FUNNIES!

BY GOLLY... THIS TIME I'LL SNEAK OUT THE RIGHT WAY!... FORTUNATELY THE STONES IN THE FLOOR COME LOOSE AND BY FLUSHING AN UNNOTICEABLE AMOUNT OF DIRT DOWN THE BATHROOM SINK EACH DAY, I CAN TUNNEL ME WAY TO FREEDOM!
HERS
HERS
HERS
HERS
HIS
CAUTION: SLIPPERY WHEN WET!

AH... AT LAST... THE OUTER COURT! GY BOLLY... I HOPE THEY'VE KEPT MY PLATE OF CORNED-BEEF AND CABBAGE AT DINTY MOORE'S WARM!
DING DING DING DING
UH-OH! SOMEBODY'S TURNED ON THE ALARM!
BEWARE OF ~~DOG!~~ WIFE!

...NOW I'VE GOT TO CROSS THE OPEN COURT BEFORE THE GUARDS ON THE WALL TURN ON THEIR SEARCHLIGHTS!
DANG
DANG DANG

...THEY'VE SPOTTED ME!... I'LL HAVE TO MAKE A RUN FOR THE WALL!
WEEO OOOOO
RESERVED FOR MY HUSBAND
DANG DANG

...NOW TO GET OVER BEFORE THE MACHINE-GUNS OPEN UP!
...THAT MAGGS CERTAINLY TRIES TO KEEP ME IN THE HOUSE ALL NIGHT!
THERE HE IS-
GET 'IM
DANG DANG
OPEN FIRE!
CLANG

YB YLLOG, I MADE IT!
DANGER
WCBS TV

GET BACK IN THERE YOU WORM!
CRASH!
"What fools these Mortals be!"

THAT'S RIGHT! HAVE A GOOD LAUGH WHILE MY WIFE BEATS ME UP! LAUGH LIKE YOU HAVE ALL THESE YEARS!
EEK! ON ACCOUNT OF YOU, I ACCIDENTALLY HIT MY DOG WITH A PLATE!

YOU WORM!... MY DOGGIE IS DEAD AND IT'S ALL YOUR FAULT!
YOU'RE IN LUCK, FOLKS!...YOU'RE IN FOR A GOOD LAUGH!... I THINK I'M GOING TO GET A REAL GOOD BEATING!

I SUPPOSE YOU THINK IT'S FUNNY GETTING BOUNCED OFF THE WALL?...DID YOU EVER FEEL THE PAIN OF A BROKEN RIB?

...AND BEING HIT BY, THE ROLLING PIN? VERY FUNNY!... YOU KNOW HOW DANGEROUS A ROLLING PIN USED AS A CLUB CAN BE?

...LOOK!... A TOOTH KNOCKED OUT! I'M TOO OLD TO GROW ANOTHER ONE BACK IN ITS PLACE! I'LL BE DISFIGURED FOR LIFE!

...LOOK!...NOW I GET HIT WITH THE LAMP!...DID YOU EVER NOTICE THE HEAVY WEIGHT IN THE BASE OF A LAMP? A LETHAL WEAPON!

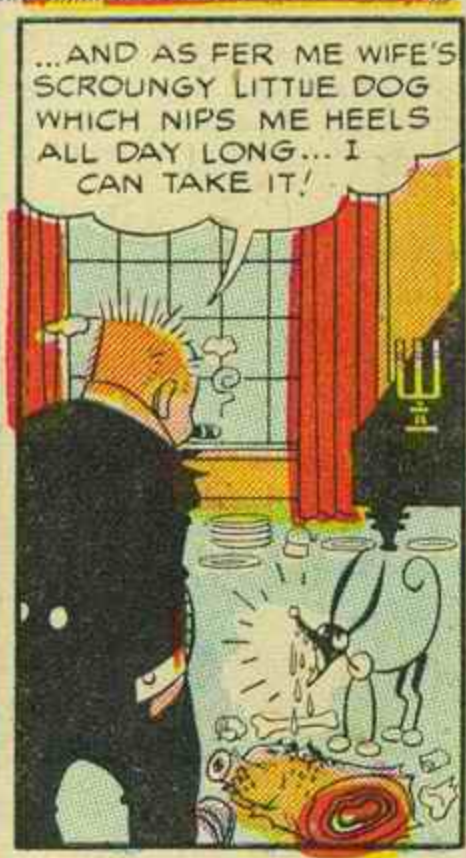
THAT'S ODD! THERE ISN'T A MARK ON THE DOG!
THAT DOG DIDN'T GET HIT BY A PLATE! IT'S JUST THAT IN THIS SERIOUS ATMOSPHERE, THAT DOG DIED FROM BEING TOO SKINNY!
...BLASTED PICTURES!

...NO SKINNY DOG LIKE THAT CAN SURVIVE IN THIS SERIOUS ATMOSPHERE... AND NOBODY GETTING BEATINGS LIKE ME CAN SURVIVE NEITHER!
I'VE GOT TO SNEAK PAST MAGGS! ...I'VE GOT TO PLAN TO ESCAPE FOR REAL!

...GOLLY BY... THAT'S NO WAY FOR ME TO THINK! A MAN HAS GOT TO BE LOVING AND KIND TO HIS WIFE!... A MAN HAS GOT TO ACCEPT HIS MATE'S FAULTS AS WELL AS HER VIRTUES!

...FROM NOW ON, ME WHOLE ATTITUDE TOWARDS ME HOME SHALL CHANGE!... YES... ME WHOLE ATTITUDE!...YES!... I SHALL NO LONGER REGARD ME HOME AS A WHOLE!

...AND AS FER ME DAUGHTER SPENDING ME MONEY ALL DAY LONG AND NOT GETTING ANY CLOSER TO MARRIAGE... I CAN TAKE IT!


...AND AS FER ME WIFE'S SCROUNGY LITTLE DOG WHICH NIPS ME HEELS ALL DAY LONG... I CAN TAKE IT!

...AND AS FER ME BROTHER-IN-LAW, SLEEPING IN ME FAVORITE CHAIR ALL DAY LONG AND LIVIN' OFF OF ME... I CAN TAKE IT!

...AND AS FER ME WIFE... KICKING ME AROUND AND BANGIN' AWAY ON THAT PIANO ALL DAY LONG...
PIEL'S LIGHT BEER OF BROADWAY FAME!

BY GOLLY... IT'S STILL NOT TOO LATE FOR CORNED BEEF AND CABBAGE AT DINTY MOORE'S!

COME BACK HERE YOU WORM!

...GET UP, YOU WORM, AND LOOK AT ALL THE HAPPY READERS SMILING AT HOW I KNOCKED YOU OVER WITH THE DISHES!
BY GOLLY, MAGGS, THIS ISN'T A VERY FUNNY MATTER!

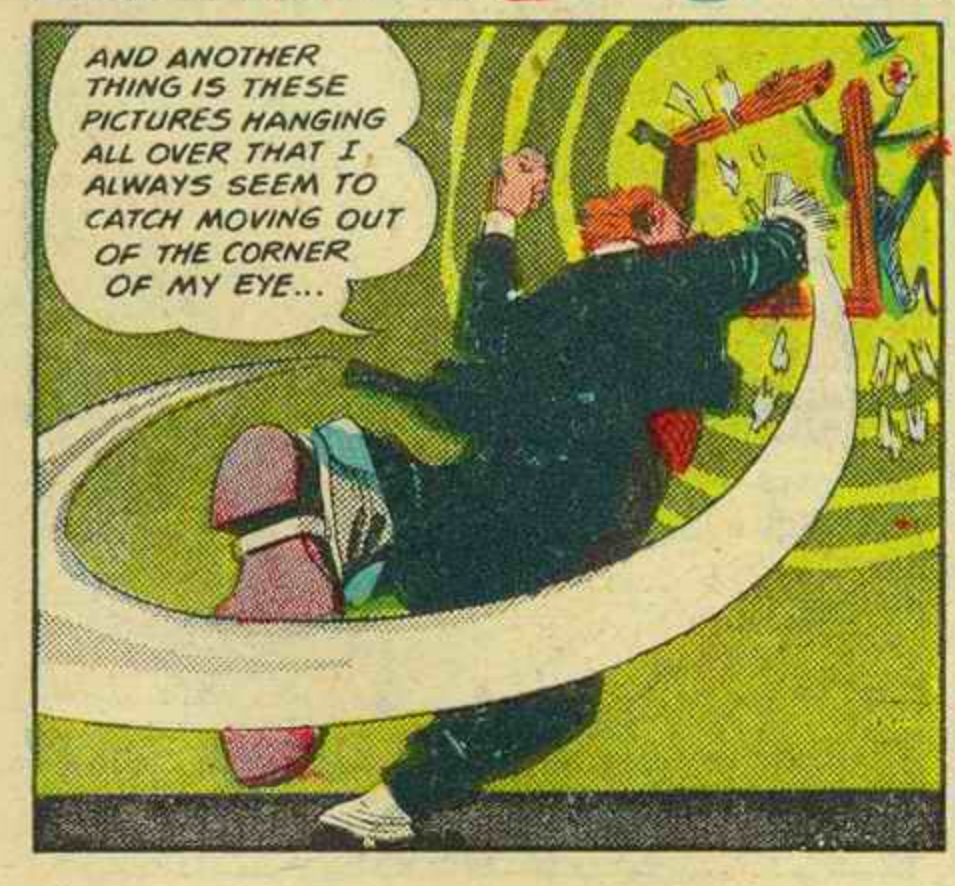
DAY IN...DAY OUT, YOU THROW DISHES AT MY HEAD AND EVERYONE THINKS IT'S FUNNY! DO THEY REALIZE SOMETIMES A FLYING DISH CAN BREAK OPEN THE SCALP AND CAUSE SERIOUS BLEEDING?

BY GOLLY, LET'S FACE THE FACTS! THEY THINK IT'S SO FUNNY WHEN I GET HIT IN THE HEAD TO THE ACCOMPANIMENT OF A FEW STARS DRAWN IN!

...THEM STARS INDICATE PAIN! LET THE READERS HIT THEMSELVES IN THE HEAD AND SEE IF THAT PAIN IS FUNNY!

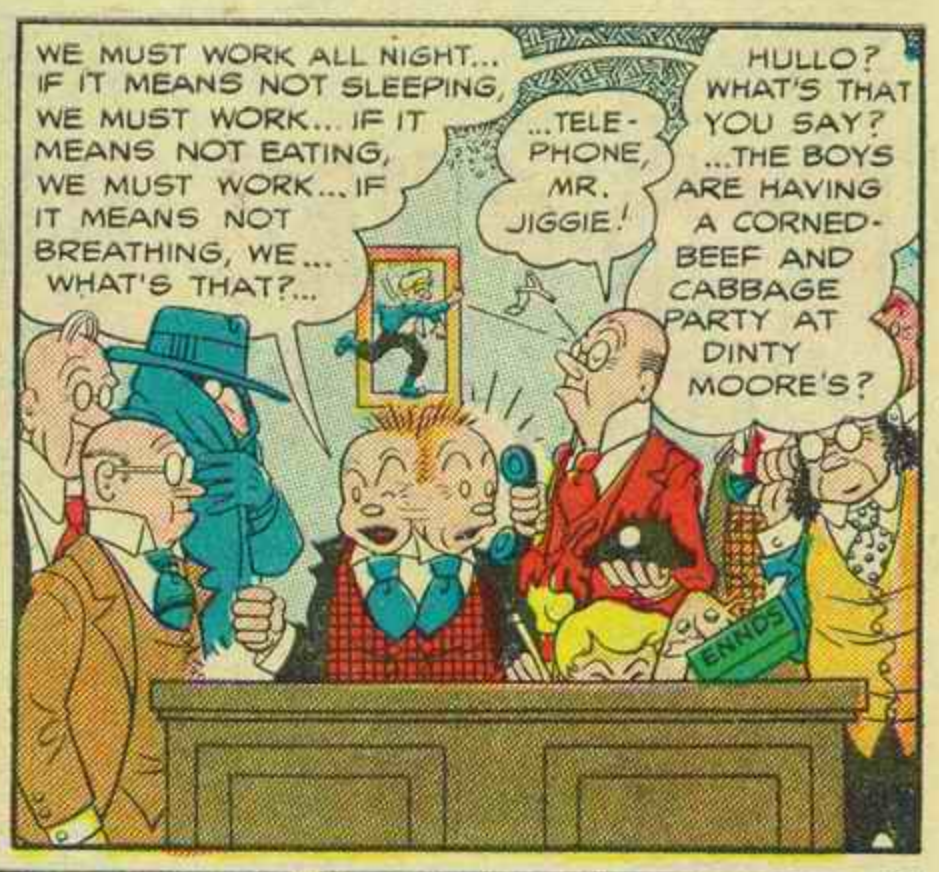
...AND BY GOLLY, IT'S SUPPOSED TO BE FUNNY WHEN I GET THEM LUMPS ON MY HEAD. AND THAT CIRCLE THAT INDICATES A BLACK EYE!

...THEM THINGS AIN'T FUNNY, BY GOLLY! THEM THINGS COULD INDICATE A BRAIN CONCUSSION OR INJURY TO THE EYE-BALL!


AND ANOTHER THING IS THESE PICTURES HANGING ALL OVER THAT I ALWAYS SEEM TO CATCH MOVING OUT OF THE CORNER OF MY EYE...

...AFTER ALL... IT IS VERY UNNATURAL AND DISCONCERTING TO SEE THESE LITTLE FIGURES JUMPING OUT OF THEIR FRAMES EVERY ONCE IN A WHILE!
...AND BY GOLLY, AT LEAST MAGGS SHOULD WASH THE DINNER OFF THEM DISHES!

BECAUSE OF THIS NEW FINANCIAL CRISIS... TO MEET IT... WE MUST PUSH ASIDE ALL OTHER MATTERS!... WE MUST BEND OUR CONCERTED EFFORT IN ONE DIRECTION!... WE MUST SACRIFICE OUR TIME, OUR ENERGY, AND IF NEED BE, OUR VERY LIVES!
ENNDS


WE MUST WORK ALL NIGHT... IF IT MEANS NOT SLEEPING, WE MUST WORK... IF IT MEANS NOT EATING, WE MUST WORK... IF IT MEANS NOT BREATHING, WE... WHAT'S THAT?...
...TELE-PHONE, MR. JIGGIE!
HULLO? WHAT'S THAT YOU SAY? ...THE BOYS ARE HAVING A CORNED-BEEF AND CABBAGE PARTY AT DINTY MOORE'S?
ENNDS

MEETING'S ADJOURNED!
BY GOLLY, CORNED-BEEF AND CABBAGE...

...WITH THE BOYS AT DINTY MOORES...
...NOW IF I CAN ONLY SNEAK PAST MAGGS...!
WHO ♪ THRU THE CHOWDER INTO MRS. MURPHY'S OVERALLS?!
TIP TOE

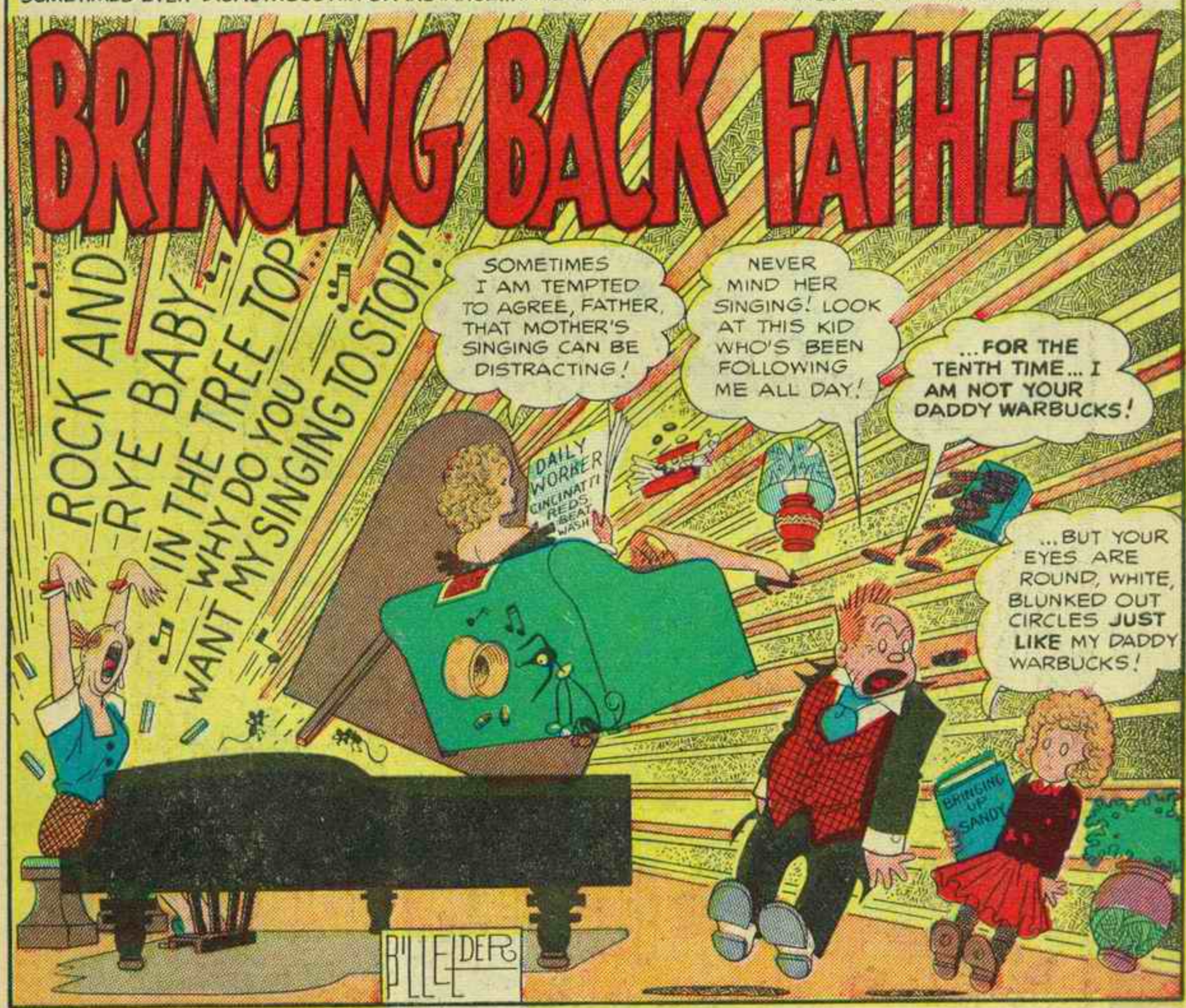
...SO FAR, SO GOOD...
...OUT THE FRONT DOOR...!!
...NYAAH... WHY KID MYSELF!
XXX
XX

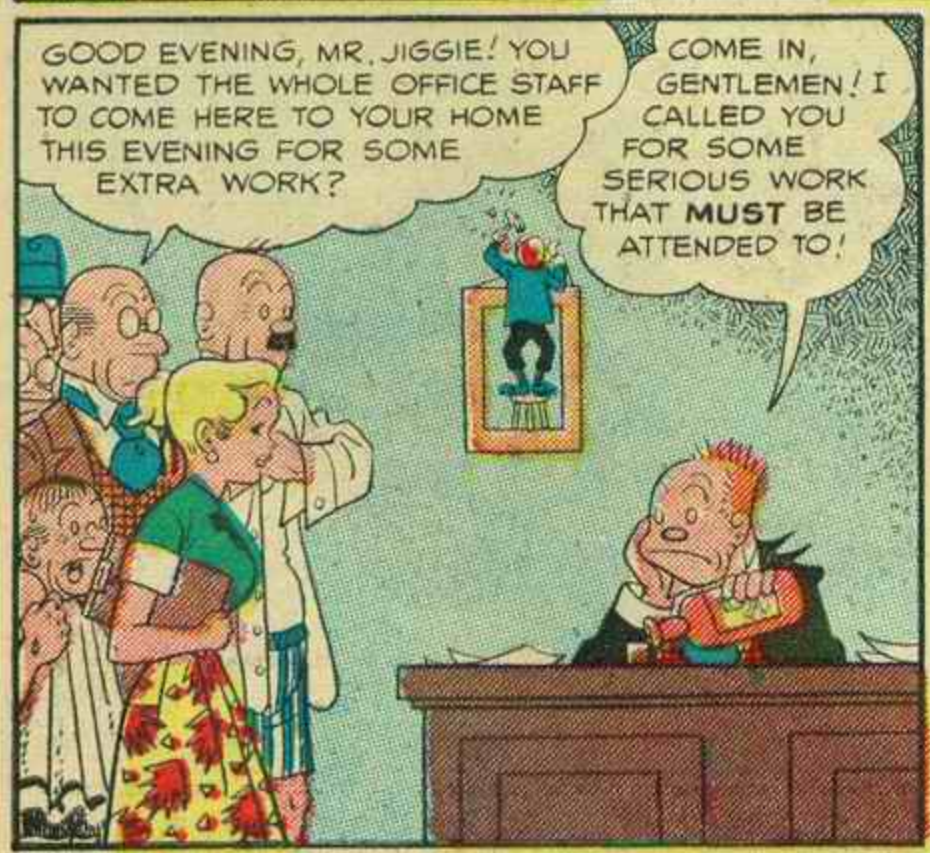
...FOR YEARS NOW, I'VE TRIED AGAIN AND AGAIN TO SNEAK PAST MAGGS BUT WHAT HAPPENS?... SAME ROUTINE... SAME STORY AGAIN AND AGAIN... JUST AS I'M ABOUT TO ESCAPE... SHE GIVES A BIG YELL...
COME BACK HERE YOU WORM
...THEN SHE THROWS A BUNCH OF DISHES AT ME...

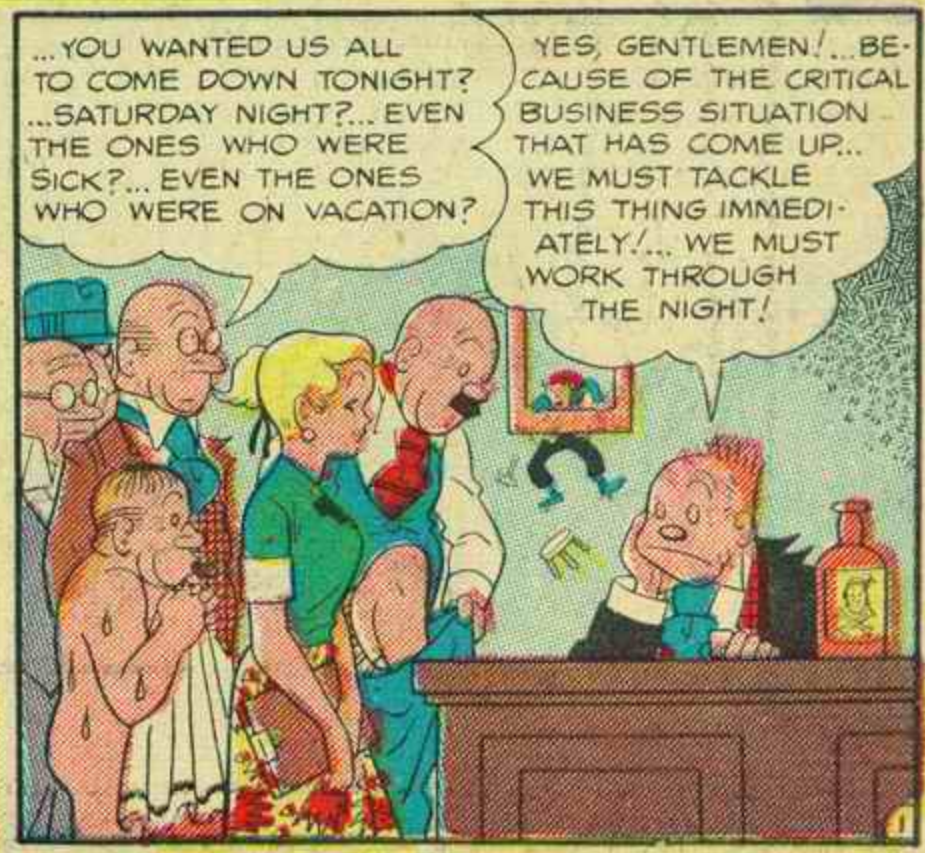
CRRRRAAASSHH

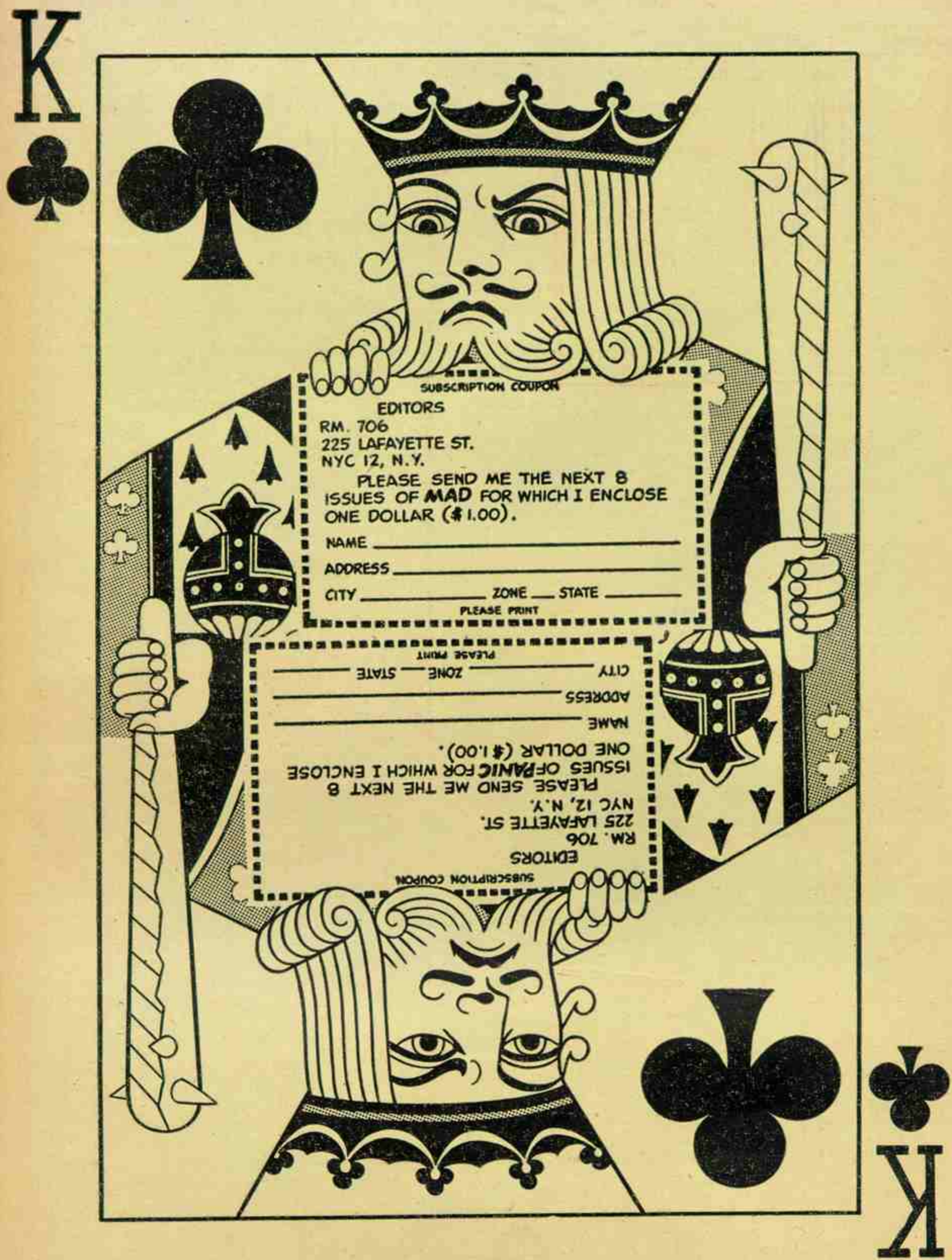
NEWSPAPER CARTOON DEPT.: YOU KNOW... EVERY DAY, PEOPLE LAUGH THEIR HEADS OFF AT THE MOST SERIOUS THINGS! THAT IS, PLENTY THINGS WE THINK ARE FUNNY... IF WE TAKE A SECOND LOOK... THESE THINGS ARE VERY SERIOUS!... SOMETIMES EVEN DISASTROUS!... FOR INSTANCE... TAKE THAT COMIC COUPLE... JIGGIE AND MAGGS IN ...

BRINGING BACK FATHER!









Mad, November, 1954—Vol. 1, No. 17. 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.

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 FOR ONLY $1.00?

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.

☐ ASTOUNDING ANTHOLOGY
☐ CAVES OF STEEL
☐ LIGHTS IN THE SKY ARE STARS
☐ OMNIBUS OF SCIENCE-FICTION
☐ SANDS OF MARS
☐ 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)