

SPECIAL APRIL SHOWERS ISSUE

**No.
63
June,
'61**

MAD

OUR
PRICE
25¢
CHEAP



MINNEHAHA MINING AND MANUFACTURING CO.



PAYROLL OFFICE



Boy, were we surprised!

*Up to now, we've showed some of the thousand little ways
"SCUTCH" BRAND Tape helps create happy moments . . . mainly for us.
Here's one way we never dreamed of!*

*When we figured out how much loot he got away with,
we reached for the decanter that says "SCOTCH"!*



MINNEHAHA MINING AND MANUFACTURING CO.

... WHERE WASTE IS THE KEY TO PROFITS



MAD

"People get into financial difficulty when they don't act their wage!"

—Alfred E. Neuman

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The Usual Gang of Idiots

DEPARTMENTS

COVER-STORY DEPARTMENT

Paperback Roulette 38

DON MARTIN DEPARTMENT

At The Knife-Throwing School 13

In The Park 30

The Pick-Pocket 44

DRAWING ON AN OLD FORMAT DEPARTMENT

Adult TV Cartoons 15

INSIDE-OUCH DEPARTMENT

A MAD Peek Behind The Scenes 36

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy 23, 35

LESSON THE LOAD DEPARTMENT

MAD's Modernized Elementary School Textbooks 4

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

LITTLE BLACK-AND-WHITE LIES DEPARTMENT

How To Read A Gossip Column 41

MARGINAL THINKING DEPARTMENT

MAD Phoolosophies **

NEUMAN-CLATURE DEPARTMENT

What's In A Name? 8

PAGING THE AGING DEPARTMENT

Magazines For Senior Citizens 18

SLUG IT OUT DEPARTMENT

Sports Typography 24

SUB-VERSION DEPARTMENT

The Great Magazine Circulation Drive 31

SWINGING AFTER THE PITCH DEPARTMENT

The Minute After That One-Minute TV Commercial 26

THE BOWL GAME DEPARTMENT

Specialized Breakfast Foods 10

UNCLE SEMANTICS DEPARTMENT

How To Improve America's Prestige Abroad 20

WE WISH HOLLYWOULDN'T DEPARTMENT

MAD Visits John Wayne On The Set Of "At The Alamo" 45

**Various Places Around The Magazine

VITAL FEATURES

MAD'S MODERNIZED TEXTBOOKS... 4



One way to improve education is to make textbooks more interesting. One way to improve **MAD** magazine is to make it less often.

SPECIALIZED BREAKFAST FOODS... 10



We note that industry has skipped 'breakfast' in an era of 'specialization'. After this article, you will skip breakfast, too.

ADULT TV CARTOONS... 15



This new TV trend is the result of a survey which showed that adults watch kiddie cartoons. Actually there's nothing better!

IMPROVING AMERICA'S PRESTIGE... 20



MAD offers suggestions for improving America's prestige abroad, ignores one important suggestion: don't tell 'em about **MAD**!

AFTER THAT MINUTE COMMERCIAL... 26



We saw a one-minute TV commercial, figured out what happened the minute after it, and wrote this article one minute later.

MAGAZINE CIRCULATION DRIVE... 31



Magazines spend millions of dollars acquiring and holding subscribers. **MAD** spends next to nothing on an article exposing them.

HOW TO READ A GOSSIP COLUMN... 41



Gossip columns prove that several well-chosen words are worth one distorted picture, and two wrongs never require a re-write.

JOHN WAYDE AT THE ALAMO... 45



This new movie—produced, directed, and starring John Wayne—gave us the impression he obviously remembers another Alamo.

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I just told a Passenger WHERE TO GET OFF!

Mainly because he didn't leave
his copy of **MAD** on the seat!



If you're like Fletcher the Conductor,
you're definitely on the "wrong track."
You'll have to "switch" your thinking,
because nobody leaves **MAD** behind. So
stop looking for that "free ride" and

SUBSCRIBE TO MAD

MAD SUBSCRIPTIONS

225 Lafayette Street
New York 12, New York

I enclose \$2.00. Please enter my name
on your subscription list, and send the
next nine issues of **MAD** to me by mail.
Though you may call this deal a "fare"
shake, I figure I've been "railroaded"!

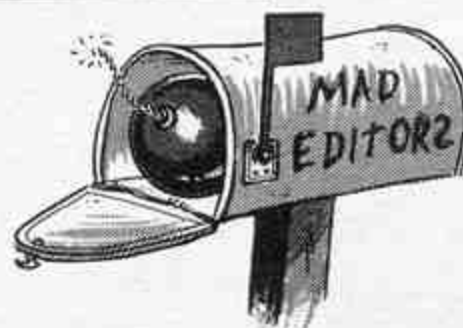
NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

LETTERS DEPT.



A MEASURE OF DURABILITY

My family has enjoyed every issue of
your publication for a number of years.
We feel that it helps to bring a little
sanity into this troubled world. One of
the measures of the durability of a Na-
tion's greatness is its ability to laugh
at itself.

Ronald Garrett
San Jose, Calif.

NO PROBLEM

My father thinks your magazine is stupid,
idiotic, and a waste of money. But I still
like it! He tells me to stop buying it. But
I still bring it home! What should I do
about this?

Mark Usan
New Milford, N. J.

Nothing! You're doing fine!—Ed.

GERM OF AN IDEA

My congratulations on "A MAD Peek
Through The Microscope." I was amazed
to see your great new discoveries concern-
ing the world of living things found in
the blood. I guess it takes a clot to know
a clot!

Raymond Aaron
Toronto, Canada

A MAD DISCOVERY

We just discovered **MAD** recently . . .
because we saw that it was "good, clean
fun" for our boys to read. They laugh
themselves sick over it.

Mrs. E. O'Donnell
Waukegan, Illinois

That's good, clean fun if we ever heard of
any!—Ed.

PLEASANT DISCOVERY

After reading your latest issue, I was
pleased to discover that it had a happy
ending. Mainly, I was very happy when
it was over with.

Danny Klayman
Minneapolis, Minn.

HAVE FIRST NAME—WILL TRAVEL

In "Guest Shots" (#61) you state
that Paladin has no first name. Actually,
his first name is "Wire"! If you watch
carefully, you'll see that his card says:
"Wire Paladin, San Francisco."

T. Neal
Aldergrove
British Columbia, Can.

A SCREWY MISTAKE



Counter-clockwise?

On page 40 of issue #61 ("MAD's
Do-It-Yourself Auto Repair Manual"),
writer-artist David Berg made a slight
error in telling how to adjust the horn.
He said to turn the adjustment screw in
a "counter-clockwise direction," but in
the inset, he shows an arrow pointing in a
clockwise direction. How come?

Jim Stewart
Niagara Falls, Ont.

Mr. Berg's clocks run backwards!—Ed.

CRUMPLED PLAYKID FOLDOUT

Thought your Miss March "Playkid
of the Month" had very shapely legs.
What's this about one-in-200,000 fold-
outs being crumpled in the printing
press? I've rummaged through thousands
of copies of **MAD** #61, and haven't
found one crumpled foldout yet.

George Izo
Barberton, Ohio

ASKING FOR REFERENCES

Throughout the trash-ridden pages of
your magazine, you continually imitate,
satirize, or make reference to well-known
magazines, newspapers, TV shows, and all
that jazz. What I'd like to know is: When
are the clods from all that jazz going to
make reference to **MAD**?

Daniel Cleveland
Stoneham, Mass.

When they name it in their law suits!—Ed.



PRICES SLASHED!

Yes, discount stores everywhere are
slashing prices, but we stubbornly
continue to demand 25¢ for a full-
color picture of Alfred E. Neuman.
Lucky for us these discount stores
refuse to carry them . . . so if you
want one, you'll have to send 25¢
to: Dept. "What-Color?", c/o **MAD**,
225 Lafayette St., New York 12, N.Y.

BURNED UP

For years now, I've tried to get a letter published in your crumby magazine without success, and I've come to the following conclusion: Letters never reach the editor's desk because Dept. 61, Room 706 is the incinerator! Greg Roberson
Long Beach, Calif.

That may be true! Certainly, MAD's editor constantly makes an ash of himself!—Ed.

NOT BURNED UP

You might like to know that MAD is indestructible. A drugstore in Aiken burned down recently, and it was a total loss. Except for a pile of MAD magazines, which came through untouched by the blaze! Rick Frommer
Aiken, S. C.

That's because MAD is all wet to begin with!—Ed.

MAD PROGNOSIS

I've been reading your great magazine for about five years now, and you seem to be getting better all the time!

Poncho Galvar
Somerville, Ala.

Either that, or you're getting worse all the time!—Ed.

MAD STAFF WORK



Why is it that every time I see a picture of the MAD staff in the magazine, they're always lounging around sleeping, or doing nothing. If this is true, how in heck do you get the magazine out?

Kenny Mac Farlane
No Address Given

Beats us!—Ed.

A READING QUESTION

The other day, I was reading my copy of MAD during English Class. The teacher spotted me and took the magazine away. Later, he told me he would return it after he finishes reading it. Can he do that? Mike Denier
Cincinnati, Ohio

Why not! He's an English teacher! He ought to know how to read!—Ed.

WE'VE GOT THEIR NUMBER

I've noticed that people who pick up MAD on the newsstands always thumb through it starting from the back. May I suggest that you number your pages from back to front. This will make "backward readers" feel right at home.

John Nicosia
Penn State University
State College, Pa.

Actually, "backward readers" are right at home with MAD as is!—Ed.

BIG BLAST

I think that every man who holds an important public office should be forced to take a four-year subscription to MAD! Your magazine is a big blast at our school! (The teachers always blast it!)

Paul Hogan
Aurora, Ill.

ESCAPE LITERATURE

Although all of us aboard are self-imposed exiles, and have run away from the contrivances of a "nine-to-five—return-to-suburbia—day", we thought we'd let you know that MAD Magazine has remained a resilient staple. As we continue our voyage among the Caribbean Islands, you can rest assured that MAD remains alongside the Ship's Log.

Michael Foster
Aboard the yacht "Quest"
Royal Jamaica Yacht Club
Kingston, Jamaica

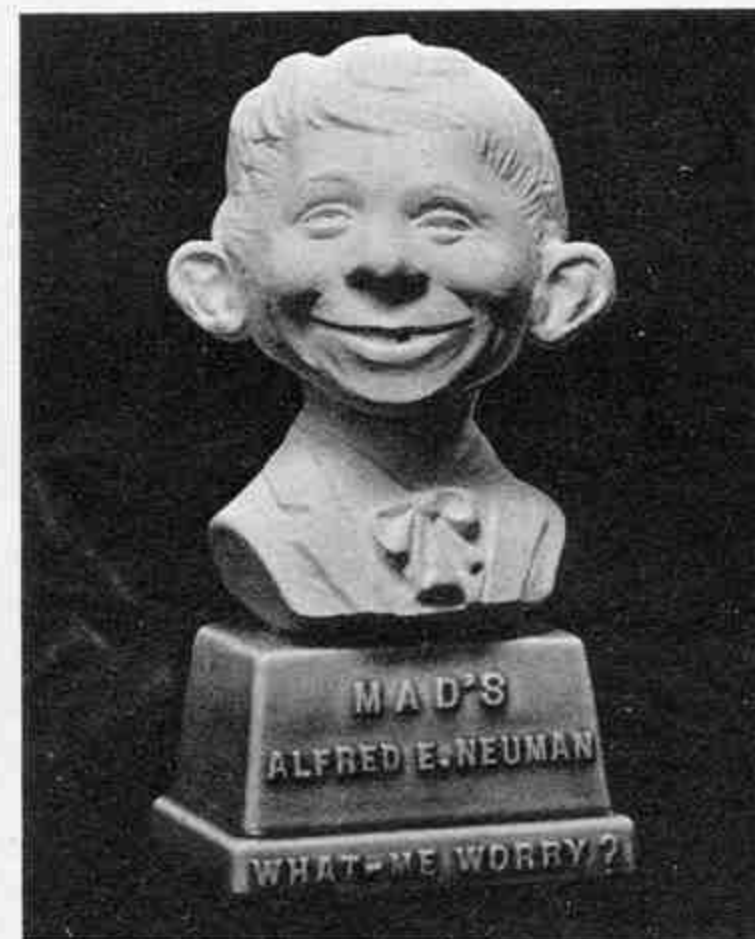
Why settle for the magazine when you can have the whole staff in-the-flesh?—Ed.

Please address all correspondence to: MAD
Dept. 63, Room 706, 225 Lafayette Street
New York 12, New York

WHEN YOU CARE ENOUGH
TO GIVE THE VERY BUST!

give
A BISQUE-CHINA REPLICA
of
ALFRED E. NEUMAN

(... and they'll call you a card!)



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

MAD BUST
225 LAFAYETTE STREET
NEW YORK CITY 12, N. Y.

Please rush my bust(s) of Alfred E. Neuman, even though I know I'll be going from bad to verse—and it will probably end up in their garbage pail out in the hall, mark my words!

I ENCLOSE \$_____ FOR:

- ☐ 5½" Bust(s) at \$2.00 each
☐ 3¾" Bust(s) at \$1.00 each

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

OUR THIRD VOYAGE FOR THE GULLIBLE

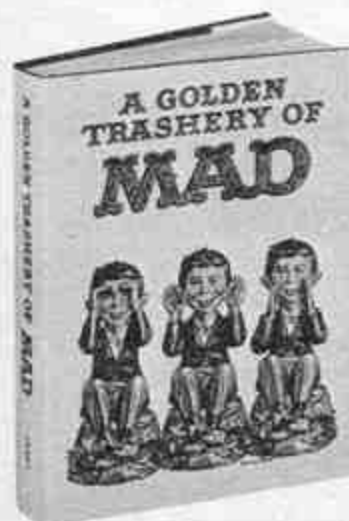
THE GOLDEN TRASHERY OF MAD

(Another Giant Collection from Little Minds)

When we saw how successful we were with our first two hard-cover deluxe anthologies—

MAD FOR KEEPS and MAD FOREVER

— we were "Swift" to come out with this third permanent collection of the best ad satires and articles from past issues. So order your copy, and we'll look up to you!



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

I enclose \$2.95 each. Please send the anthologies checked below...

- ☐ THE GOLDEN TRASHERY OF MAD
☐ MAD FOR KEEPS ☐ MAD FOREVER

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

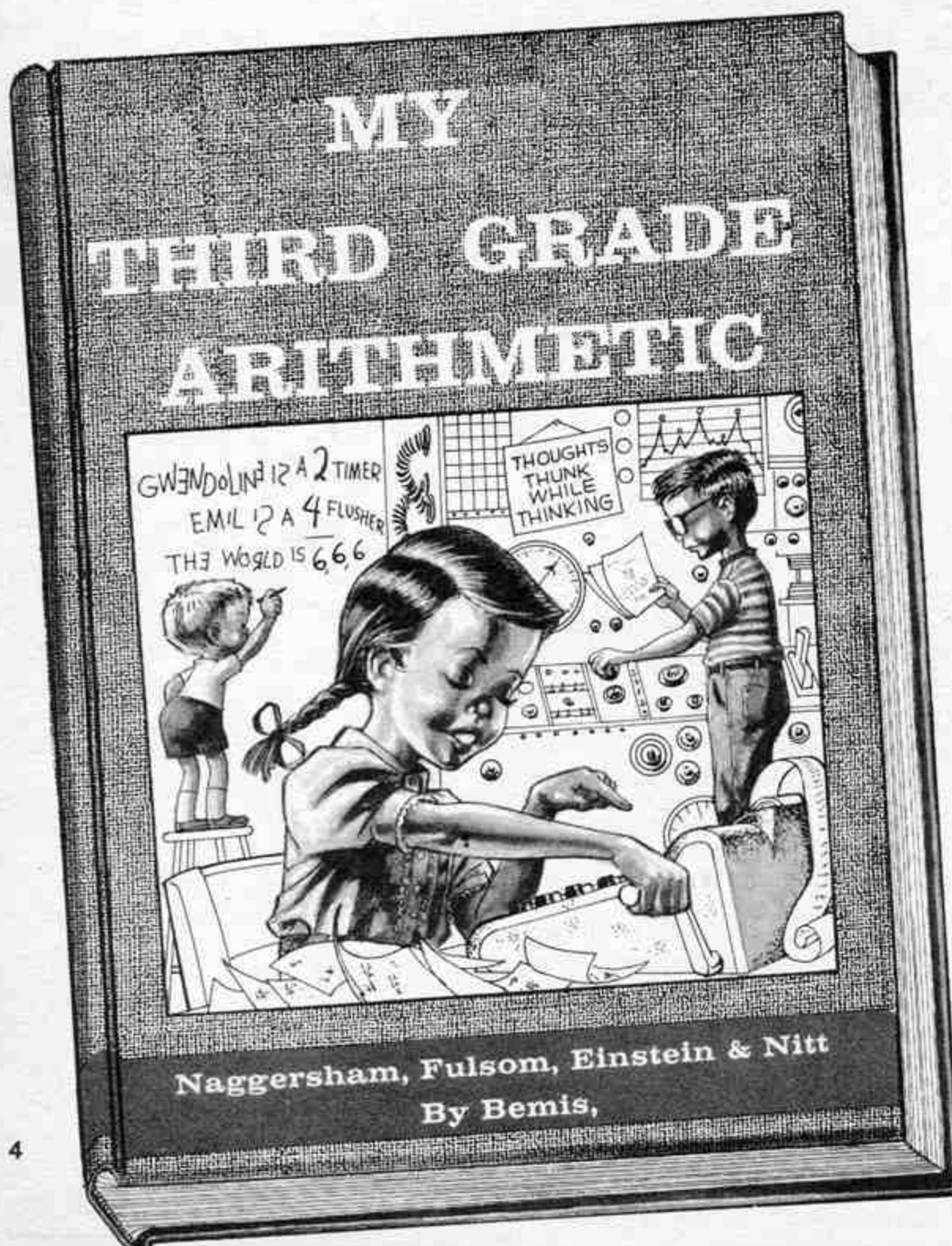
LESSON THE LOAD DEPT.

During the recent heated controversy over "Why Johnny Can't Read," the nation's educators lost sight of an even more significant fact: Namely, Johnny also can't write, spell, add or

subtract! MAD's Educational Editor, who has the same shortcomings as Johnny plus the additional problem of not knowing when to come in out of the rain, has studied the matter and

MAD'S MODERNIZED TEXT

ARTIST: DAVID BERG



LESSON 1.

1. 3 Hoodlums in 1 Bank @ 4 A.M. @ 7-to-10 years per Hoodlum = _____
2. 2 Drunks in 1 Sports Car approaching 1 Grade Crossing @ 97 MPH = _____
3. Wyoming 49 + Utah State 6 = _____
4. 4 Wetbacks @ 15¢ per hour + 1 Wage & Hour Law Inspector = _____
5. 1 Illegal Left Turn + 0 Drivers License + 1 Motorcycle Cop = _____
6. 20 Minutes Time spent on 4 Hours of Homework + an I.Q. of 72 = _____
7. 1 Movie @ 107 Min. + 1 Movie @ 97 Min. + 9 Cartoons @ 12 Min. Ea. = _____
8. 1 Elvis + 12,000,000 Teenagers @ 16 Shrieks per Teenager = _____



come up with an explanation. Today's children are developing into clods because old-fashioned textbooks still in use fail to hold their interest, fail to reflect life as it is lived

now, and fail to prepare kids for what they face in the years ahead. To remedy this situation, we recommend that schools immediately junk their outdated texts and replace them with

ELEMENTARY SCHOOL BOOKS

WRITER: TOM KOCH



**Psychiatrists offer "Satisfaction guaranteed, or your mania back!"

LESSON 2.



1. If Romney earns \$26 per week and buys a Cadillac with payments of \$137.85 per month, how many girls can he impress before the Finance Company takes his car away?
2. If Wallace has \$47 and Lefty has 14¢, how many times will Lefty have to hit Wallace before he has \$47.14?
3. If Alice is still unmarried at 34, how many more years must she remain unmarried before she becomes 29?
4. If 1 handy home owner can repair 1 stopped-up sink in 25 minutes, how many hours will it take 2 plumbers charging \$6.00 an hour to do the same job?
5. If Mendl has \$4 and Selma wants to go to a night club with a \$10 cover charge and an \$8 minimum, where will Mendl push Selma out of the car?
6. Herman owns a Dry Cleaning Store and is required to pay \$75 protection per week to the mob. If Herman fails to make the payment for 3 weeks in a row, how many boys will Big Eric send over to take care of him?
7. If Maudie Ann buys 7 Rock 'n Roll records per week at 89¢ per record and plays each one 29 times a day, how long will be it before her parents are taken to a sanitarium?

ANSWERS

LESSON 1.

1. 8 years each for 2 Hoodlums and a Suspended Sentence for 1 Fink
2. 1 Caboose full of scrap metal
3. 1 New Coach at Utah
4. 1 Lucky Farmer because the Wetbacks can't complain in English
5. 1 Interesting Chase + 5 Bullet Holes in the car
6. 3 years in the 4th Grade
7. 1 Curfew Violation
8. \$3,000,000 a year for Elvis

LESSON 2.

1. Knowing Romney, probably none.
2. A maximum of once.
3. It's hard to tell because she claims she's 27 now.
4. About \$30.00 worth.
5. About 3 blocks this side of the night club.
6. One is plenty since Herman is 72 and a midget.
7. Considering her parents' normal instability, 2 days should do it.

Pfinsterian Penmanship

by Seymour Pfinster

A B C D E
F G H I got
a gal in Kalamazoo

LESSON ONE

Dear Friend,

I am fine. How are you? The weather here is nice. Put \$25,000 in small unmarked bills in a paper sack, and leave it behind the B & O freight shed or you will never see your kid again!

Your friend, Desperate

1. Make one copy of the above lesson.
2. Mail to local newspaper without return address.
3. If it gets printed, act innocent.

LESSON TWO

Editor, The News-Graphic

Dear Sir:

As a thinking person, I am fed up with the way our school system is being run, especially Miss Watanabee, who teaches 4th Grade at P.S. 193. It is time we stopped squandering our public funds on teachers like Miss Watanabee, who is mean to all kids, mostly me!

Yours truly,

Name Withheld

1. Copy this lesson 3 times.
2. Send one copy to parents, keep one for your files, burn the other.
3. Don't cross any State lines.
4. Hire a good lawyer.

Darkroom photographers face each day with mixed emulsions.

FIRST BOOK OF GENERAL SCIENCE



PUBLISHED ON MADISON AVENUE, TEXTBOOKWISE
BY BATSTEIN, BARTSTEIN, DURSTEIN AND OSBERG

LESSON 1.

MEMORIZE AND

LEARN TO APPLY THE FOLLOWING KEY FORMULAS:

$$1. G = TgVm^2$$

Gardol = Thickness of glass
x Velocity of missile²



$$2. MI^{1/4}IST = MI.63CIST + NFFBWYGARF$$

(The Most Important 1/4
Inch In Smoking Today =
The Most Important .63
Centimeters In Smoking
Today + No Filter Feed-
back Without You Got A
Recessed Filter)

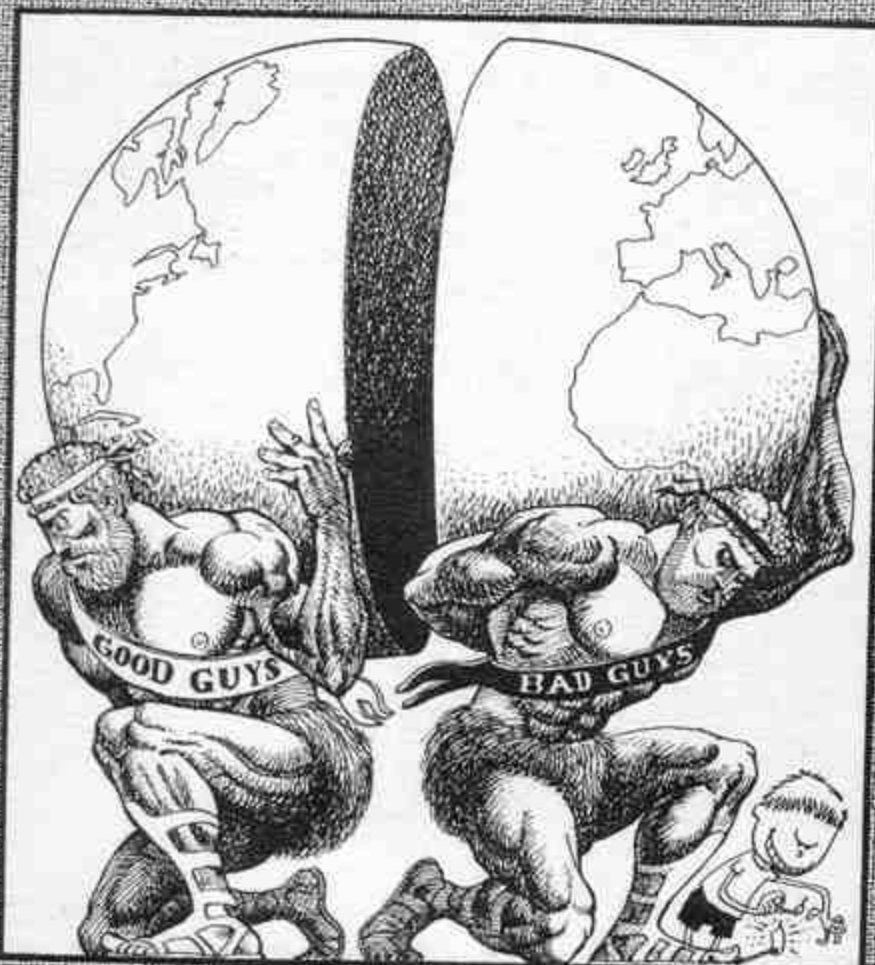


$$3. BATAFAA + EFFMM = AWTAFAAEAWB = MDPAATAOHR$$

(Bufferin Acts Twice As
Fast As Aspirin + Even
Faster For Millions More =
Anacin Works Twice As
Fast As Aspirin Even As-
pirin With Buffering=More
Doctors Prescribe Aspirin
Alone Than Any Other
Headache Remedy)



FIRST LESSONS IN GEOGRAPHY

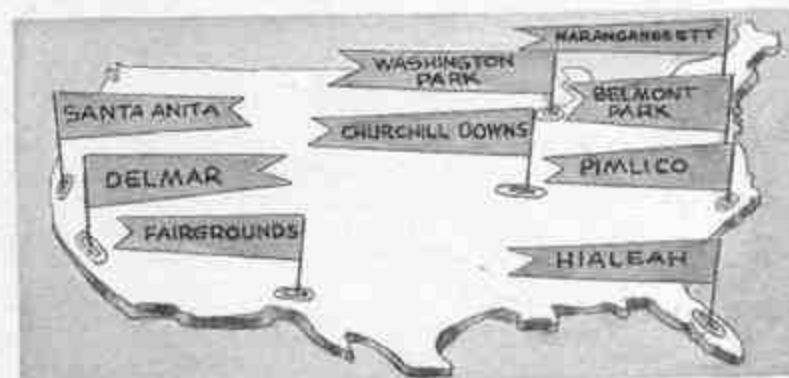


Published by Bland-McDally & Co.

Lesson 1.

The student of United States geography can learn a great deal about our country by following the ponies. In the wintertime, the bangtails race in the South because it's warm there. In the Spring and Summer, when Mother Nature kisses our northern states with her magic wand, the nags race there.

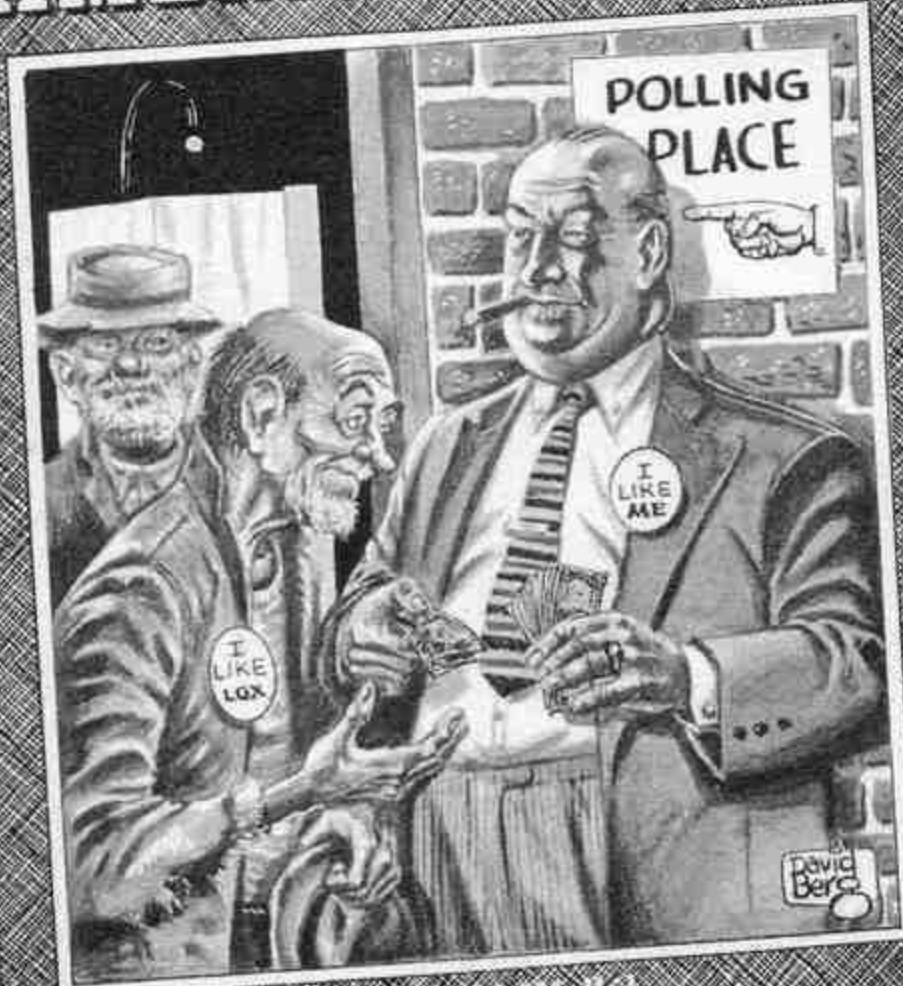
Being a railbird gives one an opportunity to see all the glories of America without ever being more than a few steps away from the pari-mutuel windows. However, one need not travel to the tracks to learn. If you cannot make a trip, why not enjoy a make-believe journey at your local bookmaker's, and be taken there?



Topics For Group Discussion

1. What country has its capital located near Pimlico? Talk this over as you look at slides of past Preakness winners.
2. Appoint a classmate to write a report on "Tote Boards in Sunny Florida."
3. Ask your teacher to explain such terms as "breakage, quinellas, the Winter Derby Book," etc.

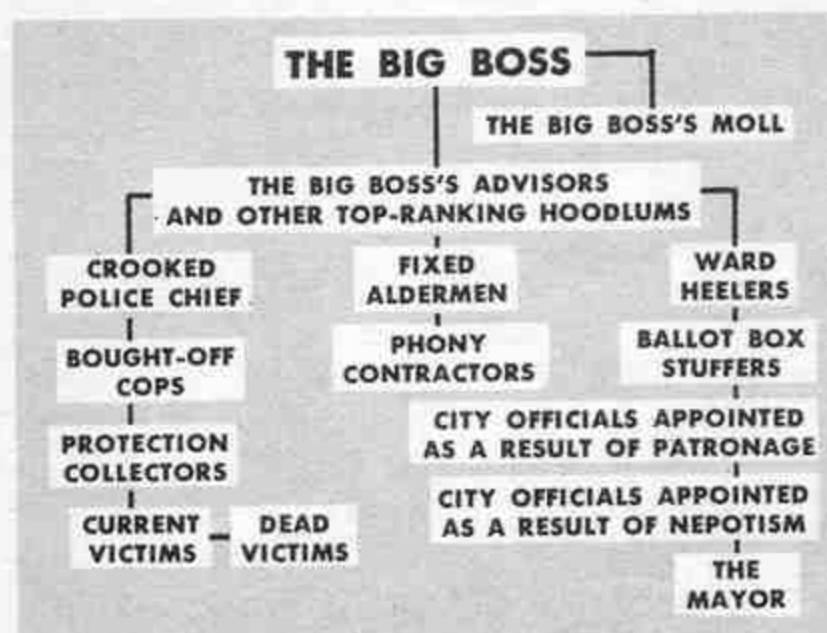
FIRST PRINCIPLES of AMERICAN CIVICS



by Boss Ed Walkaby

MUNICIPAL GOVERNMENT IN THE UNITED STATES

Throughout our history, local government has remained the grass roots of American Democracy. Using the chart below, study and familiarize yourself with the structure of most municipal governments in the United States:



CLASS PROJECTS IN LOCAL GOVERNMENT

1. Pay a visit to your Mayor if he is currently out of prison.
2. Study your city's charter and learn whether lesser city officials such as torpedoes, fingermen, etc. are elected or appointed.
3. Trace the history of your city from the time of honest government to the present day. Compare and contrast. Somethin', huh?!

The next article is directed at all you new parents, and all you future parents. (All old parents have **already goofed**, so it's **too late** for them!) You may not believe this, but the name you pick for your child is an important factor in determining his future. Because every name has a meaning, and it's a fact that a person subconsciously lives up

WHAT'S IN

JACQUELINE



"the supplanter"

(†) Pg. 68

ROBERT



"bright, famous counselor"

(*) Pg. 174

JAYNE



"endowed by Heaven"

(†) Pg. 68

ARNOLD



"eagle-strong"

(‡) Pg. 44

RONALD



"of mighty power"

(†) Pg. 168

LLOYD



"grey wastes of ocean"

(‡) Pg. 181

ELSA



"a swan"

(*) Pg. 215

ELFRIDA



"supernaturally wise"

(†) Pg. 52

FABIAN



"a bean farmer"

(*) Pg. 121

to the meaning of his name. We discovered this fact when we checked out some famous people in such books as "These Are The Names†" by Alfred J. Kolatch, "What Shall We Name The Baby*" by Winthrop Ames, and "Name This Child‡" by Eric Partridge. So think twice before you label your offspring! Check carefully, and make sure that you know . . .

ARTIST: MORT DRUCKER

WRITER: PHIL HAHN

A NAME?

RICKY



"rich vulgarian"

(†) Pg. 237

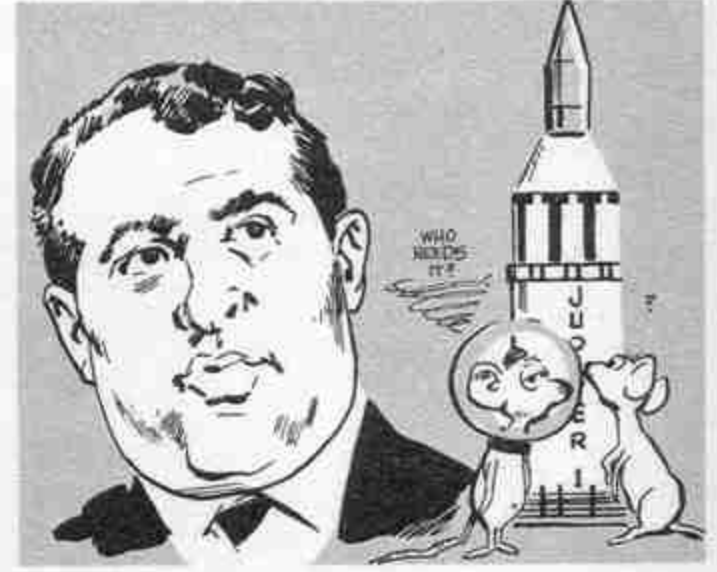
STAN



"he who lives . . . in the meadow"

(†) Pg. 256

WERNER



"protector of the army"

(†) Pg. 280

MARIA



"stubborn, rebellious"

(†) Pg. 196

EDDIE



"rich, fortunate, blessed"

(†) Pg. 134-5

RICHARD



"powerful ruler"

(†) Pg. 166

PAT



"mighty battle-maid"

(†) Pg. 197

DENNIS



"a reveler"

(†) Pg. 89

ALFRED



"crafty, elfish counselor"

(†) Pg. 33

Today, we live in an era of the "Specialized Market Appeal." For instance, there are cigarettes for the "Thinking Man" (Viceroy) . . . whiskeys for "Knowledgeable People" (Imperial) . . . and magazines for "Idiots" (Mad)!

SPECIALIZED BR

ARTIST: BOB CLARKE

FOR BEATNIKS

Goodness IN TOASTED
ESPRESSO-FLAVORED
FLAKES

BEATIES

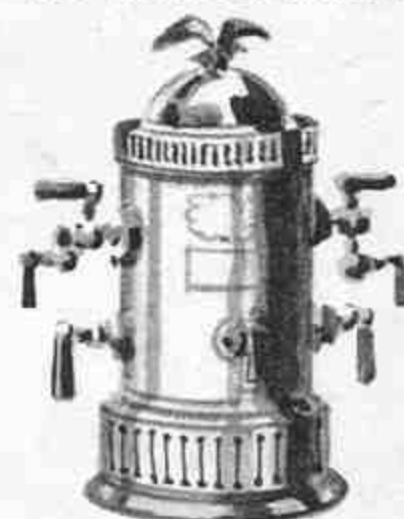
"Breakfast of Cool Cats"



FREE!
ON THE BACK A
FULL-COLOR MAP OF
GREENWICH VILLAGE
showing where
the parties are

SPECIAL OFFER

Send in
100 Box Tops and 50¢
for this
AUTHENTIC
model of an
ESPRESSO MACHINE



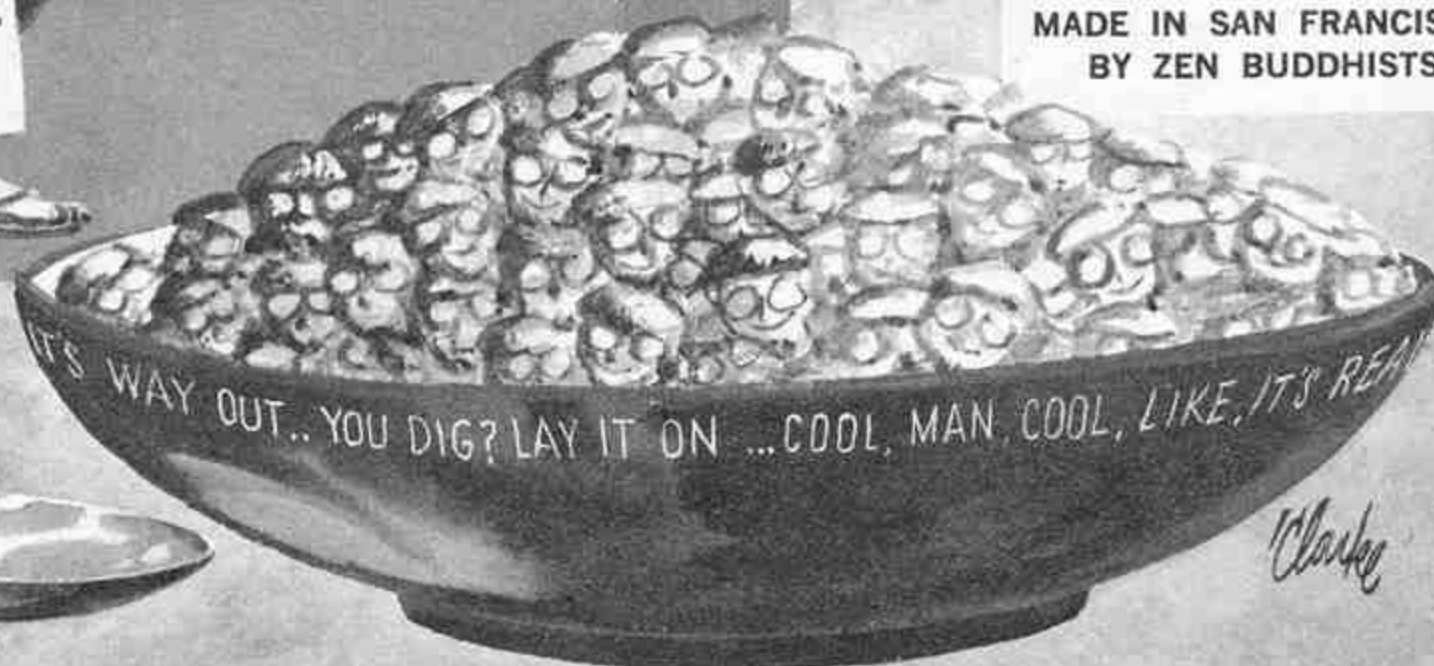
ONE AVERAGE SERVING OF BEATIES

provides these
percentages of
the minimum
daily Beatnik
requirements:

- 15% benzedrine
- 20% heroin
- 25% morphine
- 2% ear wax
- 1% belly button lint
- 37% espresso

Kicks per ounce: 2.6

MADE IN SAN FRANCISCO
BY ZEN BUDDHISTS



Clarke

But the men who make breakfast cereals seem to be ignoring this new trend in marketing. So to help them along, MAD presents a whole line of cereals to help various types of people face their day. In other words, a line of

EAKFAST FOODS

WRITER: BOB MARGOLIN

FOR COMEDIANS

SPECIAL OFFER:

Send in 2 Box Tops and \$1.00 for a copy of "HOW I CLEANED UP IN LAS VEGAS!" By Emil Floom, former employee, City of Las Vegas, Dept. of Sanitation.




If you don't have enough money, just roll "DICE KRISPIES" and win some! They're Loaded! MADE IN RENO, NEVADA (The Hard Way) by Bob the Bookie HI 4-3748

THIS MONTH'S LAUGH OFFER:

Mail in a valuable prize and we'll send you 50¢ and twelve box tops.


Tear off the top of your neighborhood grocer and send it in for your copy of "How I Turned A Few Lousy Insults Into A Million Bucks" by Jack E. Leonard





SUGAR BOFFS

"The Cereal That Laughs Back!"



FREE!
ON THE INSIDE
MILTON BERLE
WIND-UP DOLL

Put it on a table—
and watch it steal
your material!



FOR GAMBLERS



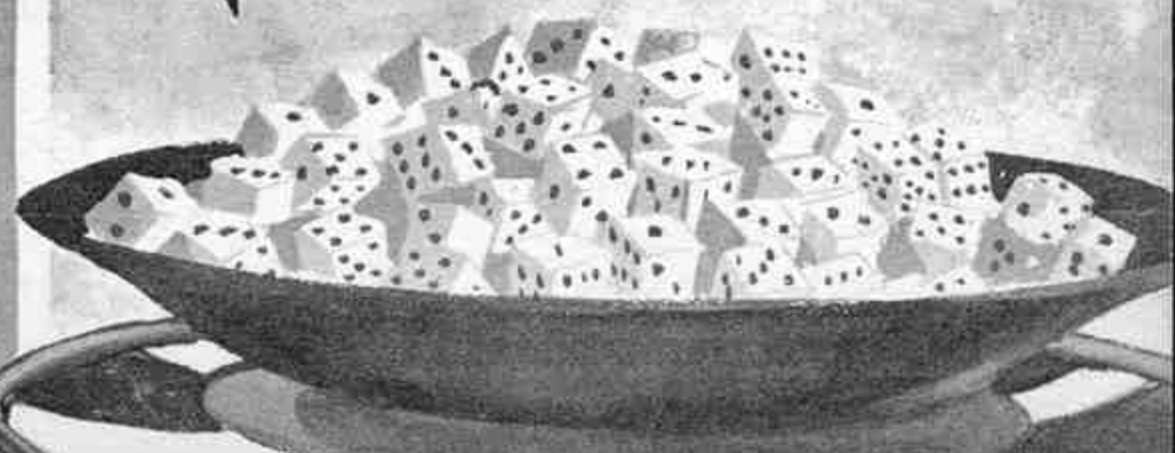
DICE KRISPIES

"The Best Luck To You Each Morning"



shake
rattle
roll

FREE IN THIS BOX!
a real miniature
ROULETTE WHEEL
ASSEMBLE YOUR OWN
GAMBLING CASINO
collect the whole series:
EYESHADES, MARKED DECKS,
CHIPS, DICE SHAKER AND
ONE ARMED BANDIT





FAKER OATS

"It's Breakfastville!"

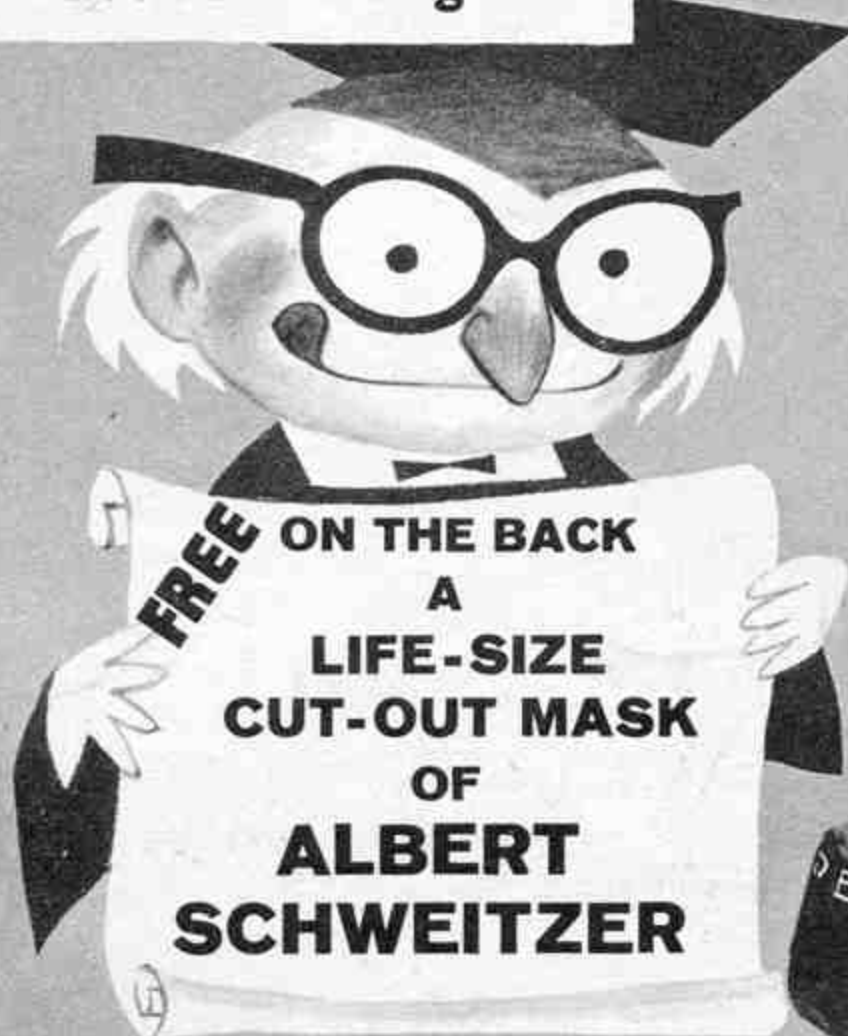
FREE IN THIS BOX A COUPON
GOOD FOR A FREE ROUND-TRIP
on the
NEW HAVEN RAILROAD



FOR POLITICIANS

ALL-BRAIN

"Food For Thought"



**FREE ON THE BACK
A
LIFE-SIZE
CUT-OUT MASK
OF
ALBERT
SCHWEITZER**

FOR ADVERTISING MEN

CRUNCHY "FAKER OATS" GIVES YOU
THAT EXTRA ENERGY YOU NEED TO
RUN FOR THE COMMUTER TRAIN AND
GET THROUGH THE DAY BY
PROVIDING THESE MINIMUM
DAILY AD-MAN REQUIREMENTS:

10% Miltown	15% Equanil
12% Amphojel	13% Martini
50% Baloney	

BIG CONTEST!
VALUABLE PRIZES! CASH!
Write a short essay on:
"How to Accept Graft And
Still Look Honest"

"PUFFED WIND" GIVES YOU THE
STRENGTH TO TALK FOR HOURS
BECAUSE IT'S MADE WITH RED-
HERRING, TONGUE-IN-CHEEK
AND OLD HOGWASH

PUFFED WIND

"Fluffs of Hot Air—Shot
From Big Guns!"



**FREE
IN THIS BOX!**

A 3-D Cut-Out

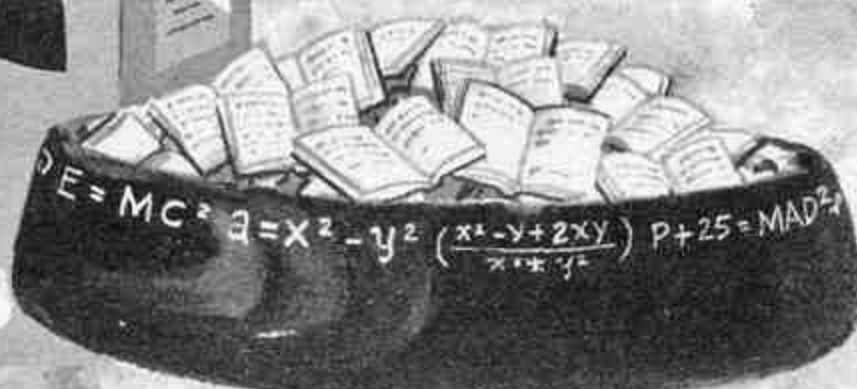
**"GREAT SCENES IN
AMERICAN POLITICS"**

Collect the whole series:

- *TOM DEWEY, kicking himself
after the 1948 election
- *ADAM CLAYTON POWELL, filling
out his Federal Income Tax
- *IKE EISENHOWER, breaking par
at Burning Tree Golf Club
- *ADLAI STEVENSON, cutting holes
in his 1956 campaign shoes
- *PAT NIXON, storing her cloth
coat and taking out her Mink



FOR INTELLECTUALS



**TROUBLED WITH
IRREGULAR IDEAS?**

No need to resort to
harsh, habit-forming
books. "All-Brain" is
the world's largest
selling mental
laxative!

One thing that's hard to miss is the "point" in a Don Martin gag — as illustrated by this first one... an incident Don experienced

AT THE KNIFE-THROWING SCHOOL

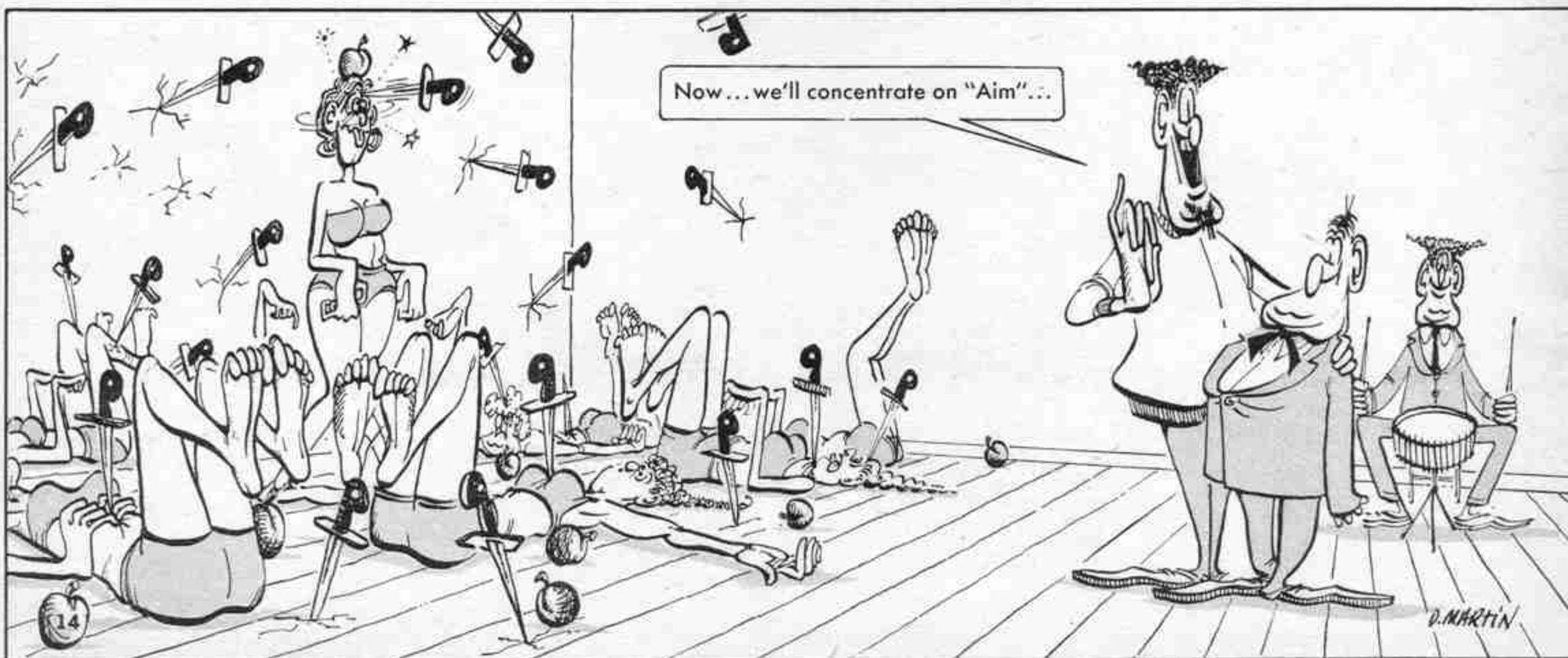
All right — we'll take it from the beginning once again...

First... with a stern expression on our face, we raise the right hand — that's the one holding the knife — in front of us...

Fine!

Now... with the left eye closed, we bring the left foot back, and extend the right arm... meanwhile placing the left hand — that's the one that's hanging — on the left hip...

Good! You're doing good!!



DRAWING ON AN OLD FORMAT DEPT.

The latest rage in TV, it seems, is the "Adult Cartoon Show". It started when TV pollsters discovered that millions of Mommies and Daddies were enjoying a "Kiddie Cartoon Show" called "Hucklebuckle Hound". Quick to spot a trend (and the chance for a fast buck), TV Producers are currently scrambling to turn out cartoon shows specifically designed for grownups. The first of many more of these shows to come is called "The Flintstoners", and if this show is indicative of the trend, all we can say is: While the *look* may be new, the *sound* has an *old familiar ring*! Namely, the scripts of "The Flintstoners" are exactly like all the other scripts we've been seeing around the channels for years. The only thing that is changed, it appears, is that more and more TV actors are gonna be out of work due to . . .

**Many a man lives by the sweat of his frau.

ADULT TV CARTOONS

SAMPLE SCENE SHOWING HOW SCRIPT OF NEW ADULT CARTOON SHOW IS EXACTLY THE SAME AS SCRIPT OF OLD REGULAR-TYPE TV SHOW

THE FLINTSTONERS

ARTIST: WALLACE WOOD
WRITER: AL JAFFEE



THE HONEYMOONERS



Yes, it's obvious that the television viewer isn't getting much that's new with "Adult TV Cartoons". But the Television Producer is getting a lot that's new! For one thing, he's getting actors that demand no salaries, royalties or residuals. And he no longer has to deal with temperamental stars. Expensive stage sets are out, too! So are props, costumes, lights, and shooting schedules. All he needs now is a low-priced cartoonist with a bottle of ink and a pen. Naturally, with an incentive like this, there's every reason to believe that all television programs will "go cartoon" eventually, and we'll be seeing shows like these . . .



THE UNTOUCHABACILLI

These cartoon stories will be based on true facts from an era when dangerous bacteria threatened law and order in the land.

I'm-a Hy Dro-phobia! My friends call-a me "Mad Dog" for-a short! You guys the "torpedoes" I sent-a for?

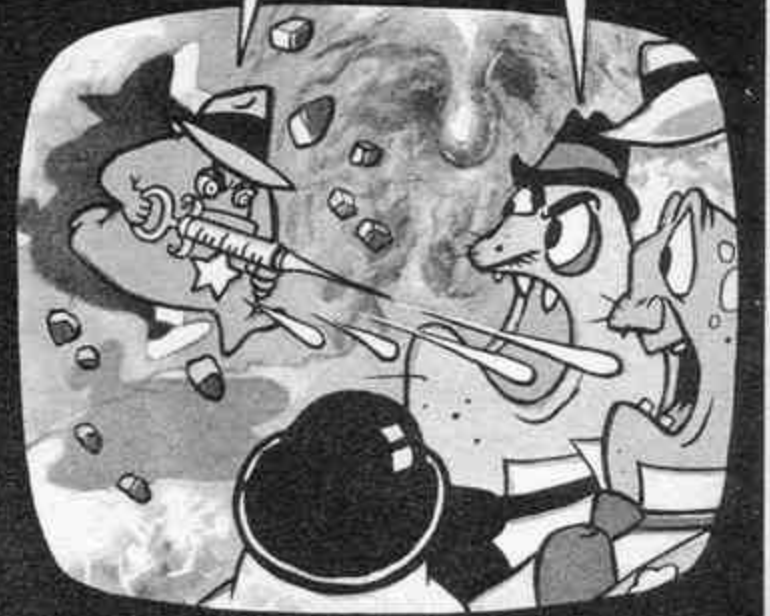
'At's-a right! We're de Cocci brothers! Dis is Staphlo, and I'm-a Strepto...

Okay! Here's-a de low-down. Some do-gooders are a-tryin' t' clean out dis-a town! I wanna dem rubbed out! You tink you can do-a de job?

Nuthin's been able to stop-a us yet, Boss!

Not until now, punks!

YIIII! It's-a Eliot Penicillin!



CANDID CAMERABUG

This new cartoon show will catch its victims off-guard, like an after-hours scene taken in a famous restaurant's kitchen.

Hello, fellows!

Hey, What's that?

A talking olive!

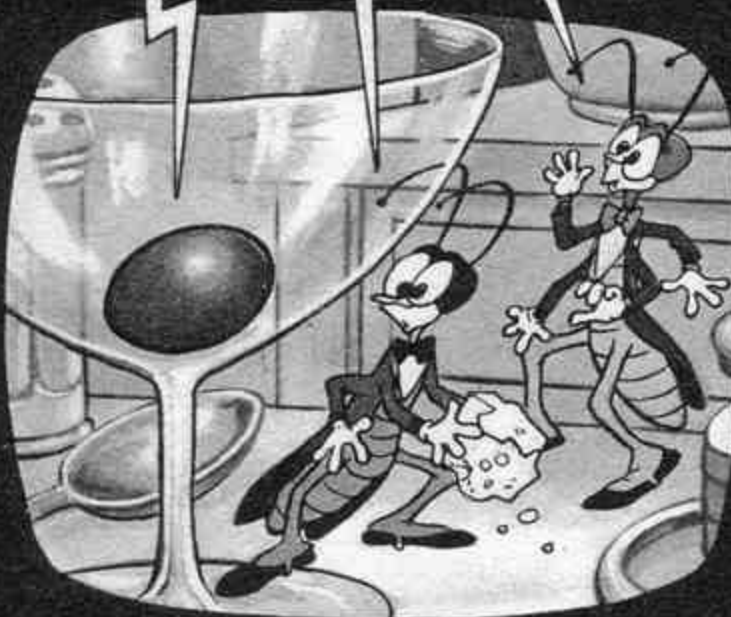
You're nuts! Who ever heard of a talking olive?

Why not? If cockroaches can talk, why not olives?

Let's get out of here!

I'm cracking up from too many night raids!

Hold it, fellows! Can't you take a joke! You're on television! Hey, hold it...



**Two beatniks with wigs are as alike as toupees in a pad.

TO SQUEEK THE TRUTH

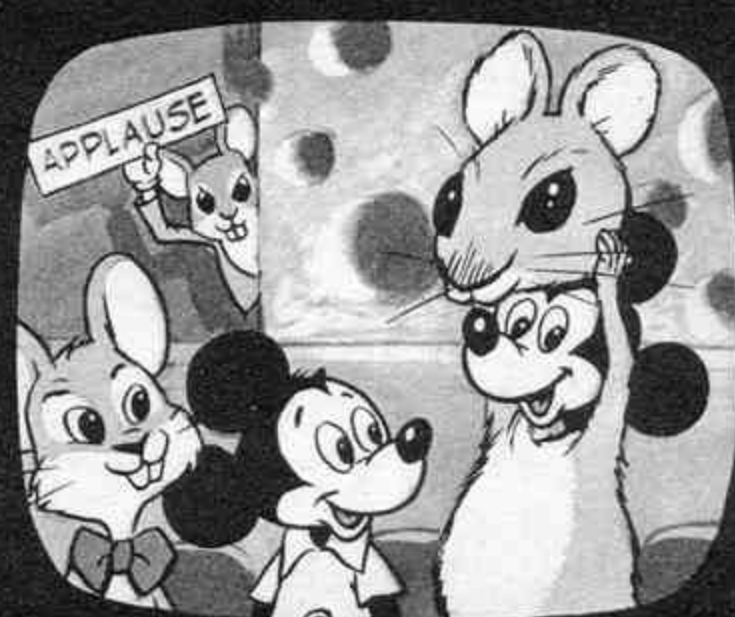
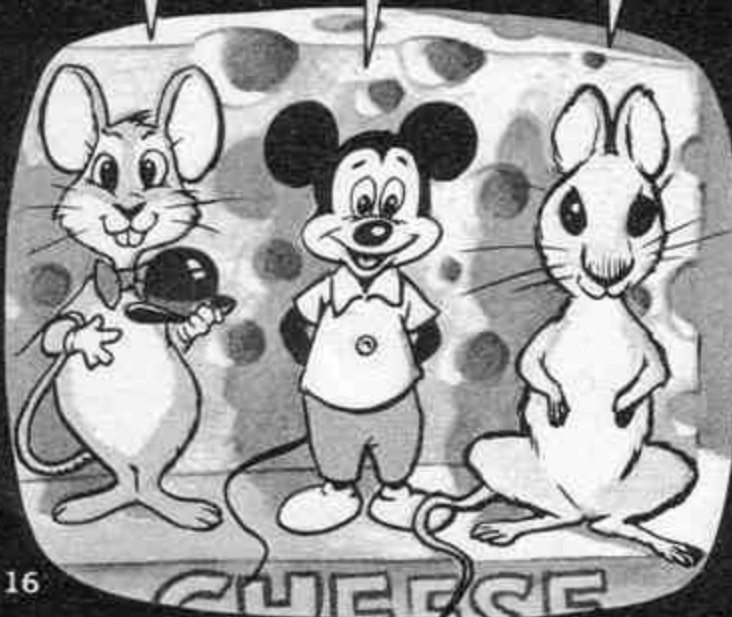
On this show, three cartoon characters will all claim to be the same individual, and a panel tries to guess the real one.

My name is Mickey Mouse!

My name is Mickey Mouse!

My name is Mickey Mouse!

Now that our panel has had a chance to guess his identity, will the REAL Mickey Mouse please stand up!



THE CROC PAAR SHOW

This fascinating night cartoon show will feature an emotional emcee, off-beat guests, frank discussions, plenty commercials.

And here he is . . . the "Playboy" of Mount Idy, Charlie Rabbit! What've you got there, Charlie?

Got a letter from Mama, Croc! She says I now have 32 more brothers and sisters for a grand total of 2892. But she writes to each and every one of us, now that she has a mimeograph machine!

Dear hearts, I've got sad news. A terrible thing happened to our dear friend, Cock Robin. But first, forty-six cheerful commercials from Hugh Downybird . . .

Thanks, Croc! Friends, are you bothered by unwanted body fur? Let me show you the scientific method of inducing molting out of season . . .

Now, about dear, sweet Cock Robin! It seems he ran into an arrow, and—sniff—I'm all choked up about it—choke—forgive me if I cry for 15 or 20 minutes—sniff—

We know you're sincere, Croc, since you're a crocodile . . . and those are tears you're shedding . . . and everyone knows how sincere crocodile tears are!



THE GROUCHO OWL SHOW

This new cartoon quiz will rely on the emcee's insulting the contestants for its entertainment. Questions are incidental.

You look very familiar! I remember the mane . . .

I'm a Lion, Groucho!

Say, don't you ever brush your teeth, liar? Your breath smells lousy!

I've seen better plumbing on a Bufferin commercial! Now, for your first question: Name a famous Western sheriff . . .

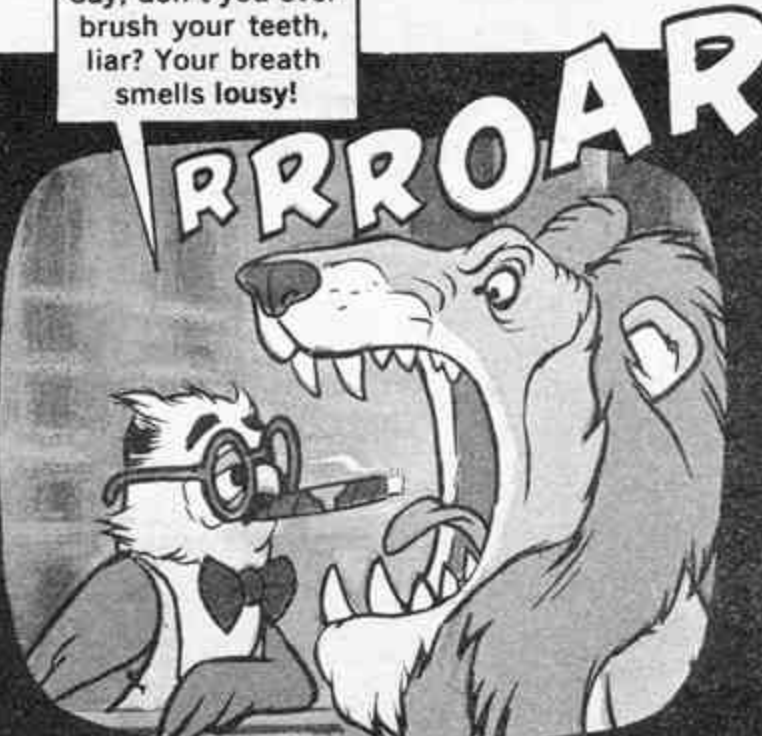
When did you first notice that terrible habit?

Huh? What habit?

Do you ever tell the truth?

Sure, but . . .

I don't believe you!



**A sailor is a wolf in ship's clothing.

ANIMAL TO ANIMAL

This will be an interview show which visits the homes of TV cartoon celebrities. Your host will be Charles Collingwolf.

The Yogi Bears live in this unpretentious 22-cavern hole in Yellowstone National Park. Hello, Yogi . . .

Hello, Charles! I'd like you to meet Mrs. Bear and the kids, Irving and Shirley!

Good evening, folks! Say, this is a nice place you have. I wonder if you'd mind showing us around.

Are you kidding? After having your crew here for a week, stringing lights, cameras, and mikes, could I say no?

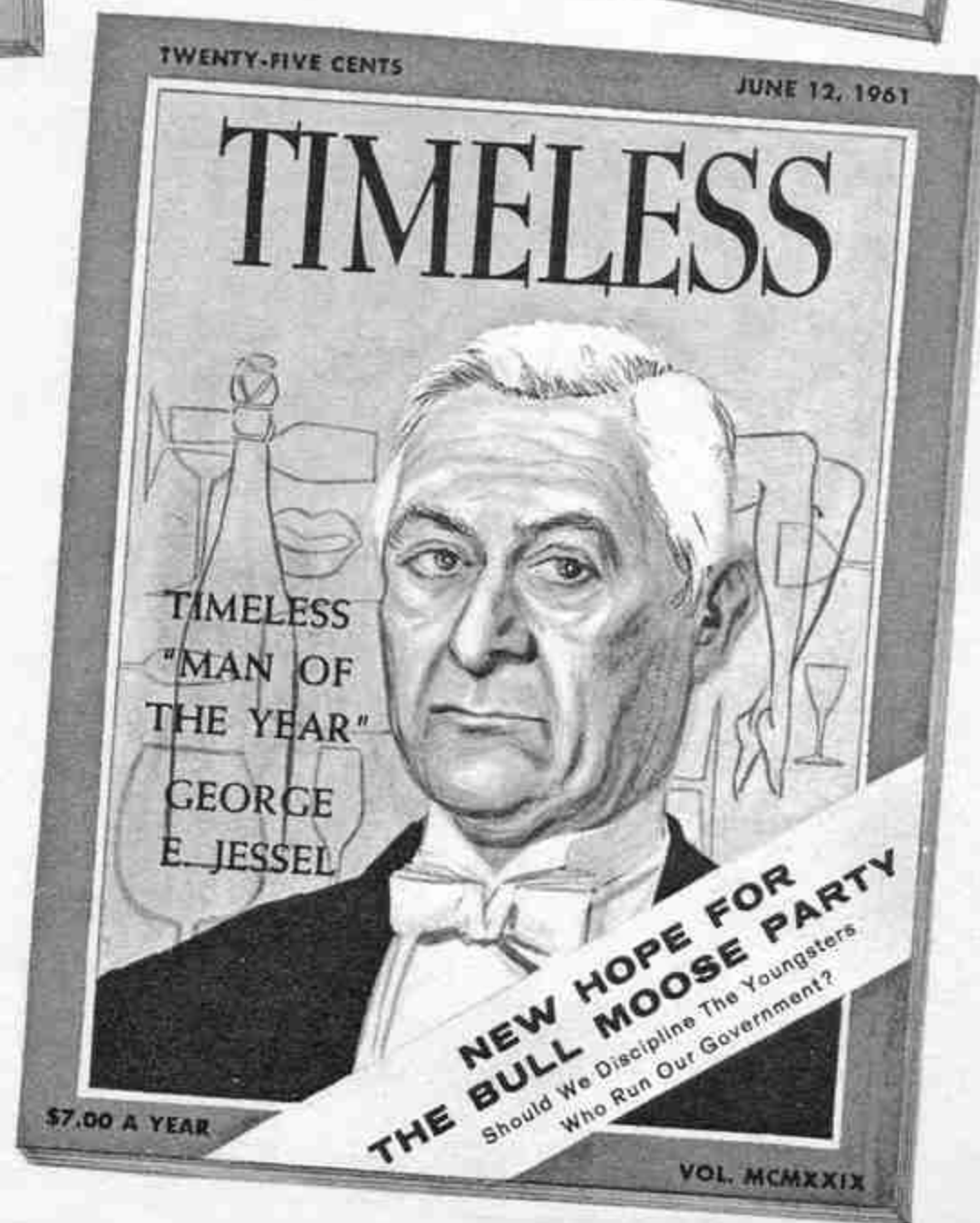
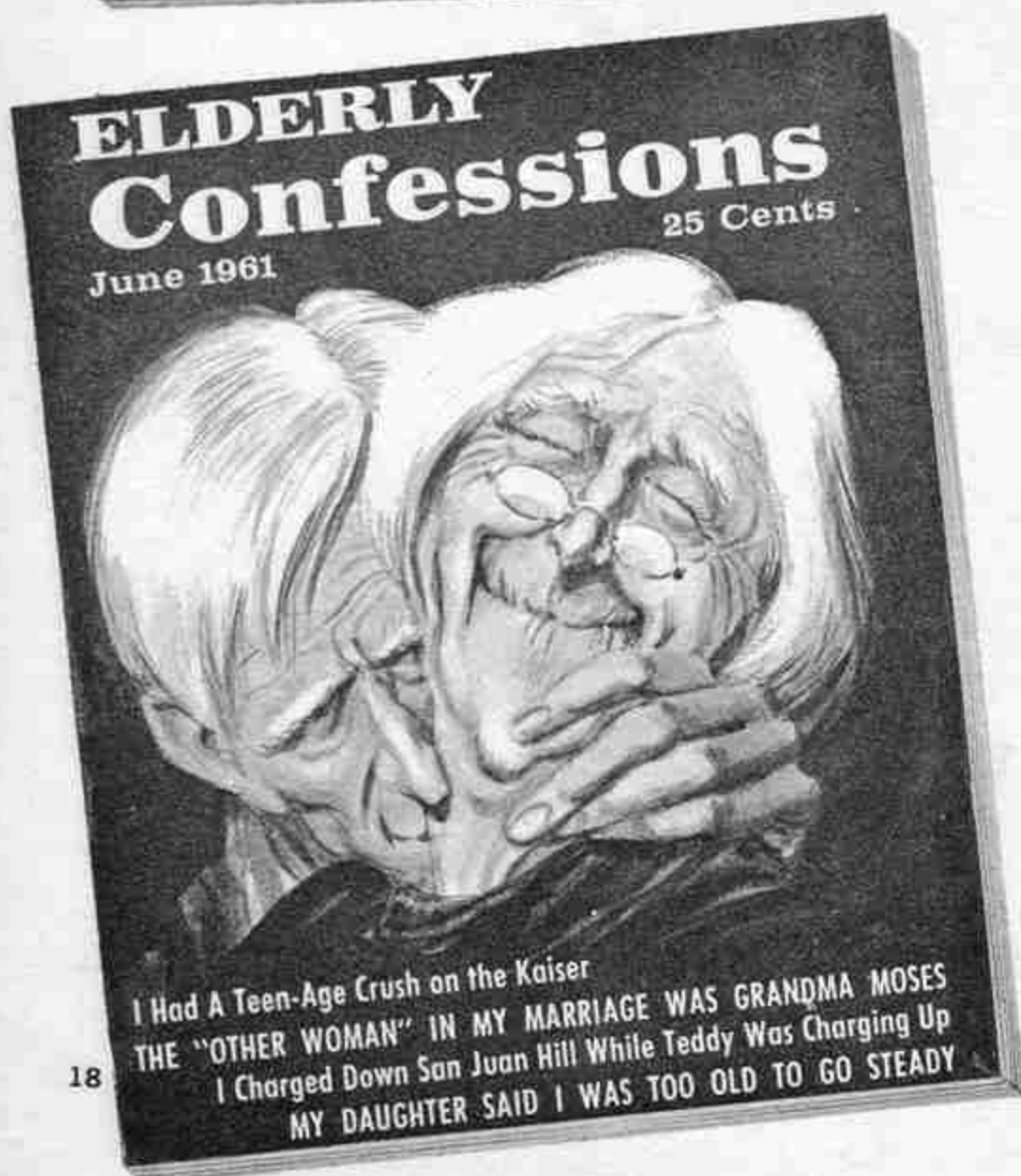
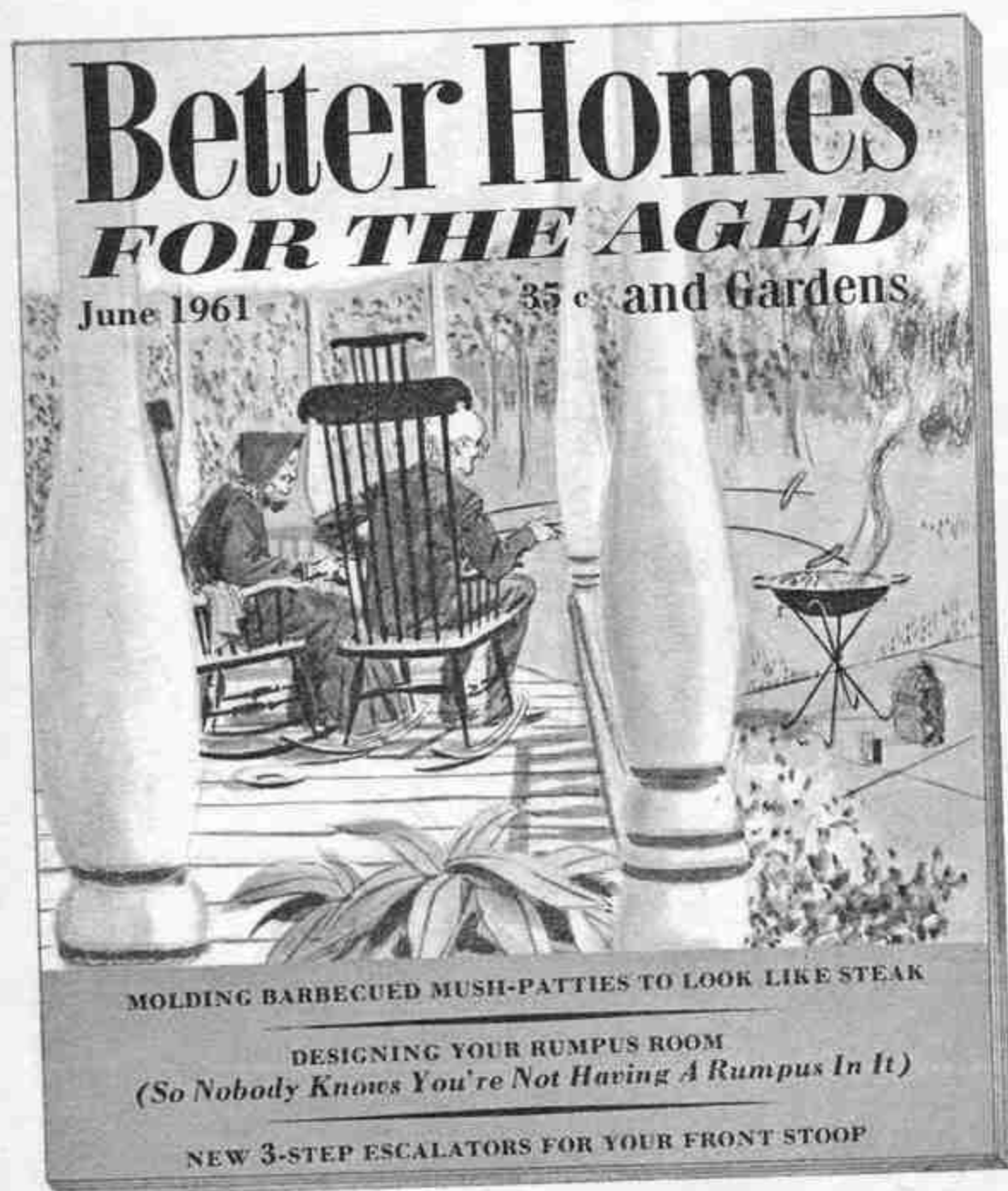
First, this is our dining area!

YECCHHH! Quick! Switch to our next guest! This is disgusting!



So far, magazine publishers have done nothing to cater to the older people in our population. But as their numbers increase, there's no doubt that this huge market of potential readers

MAGAZINES FOR

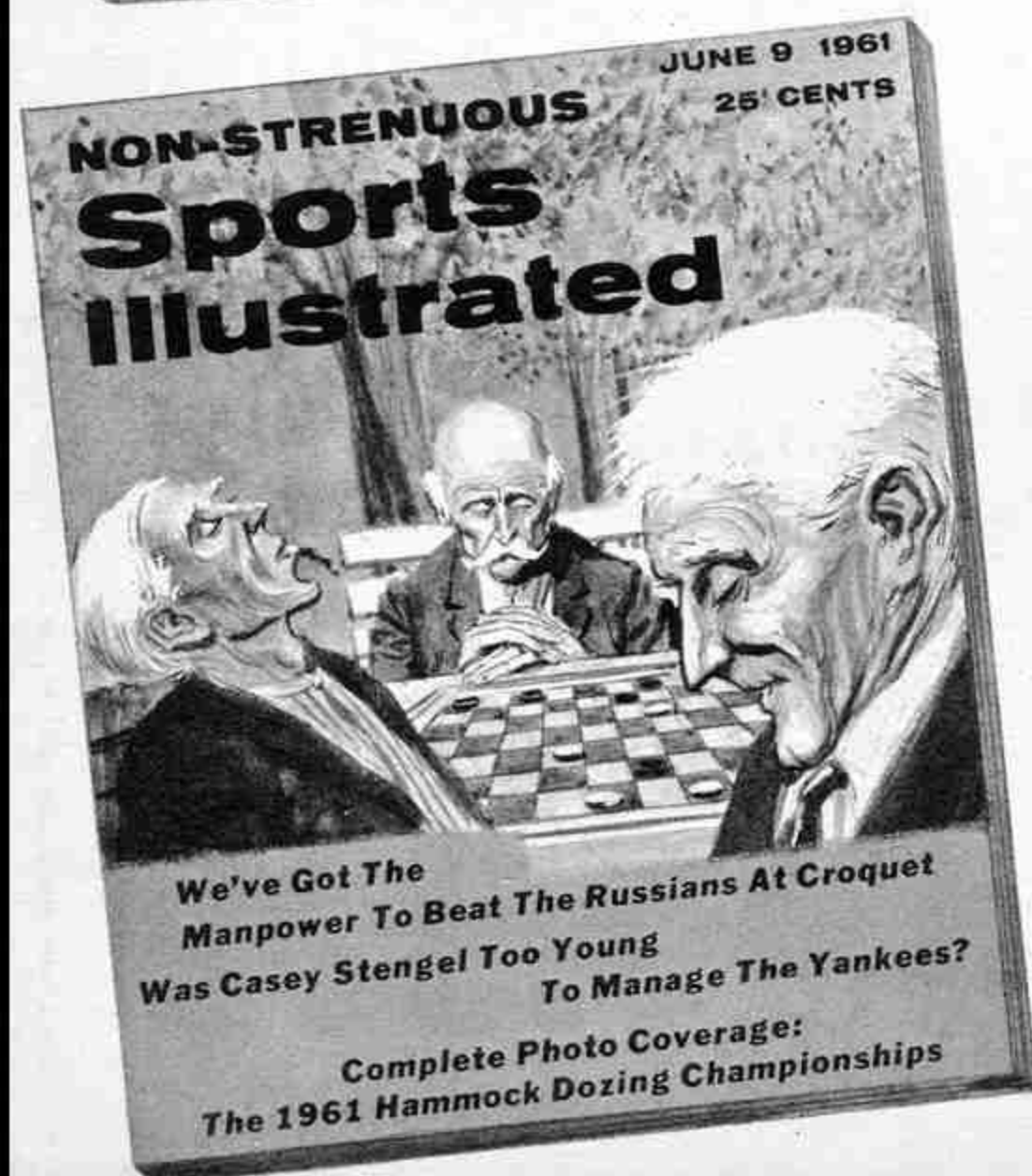
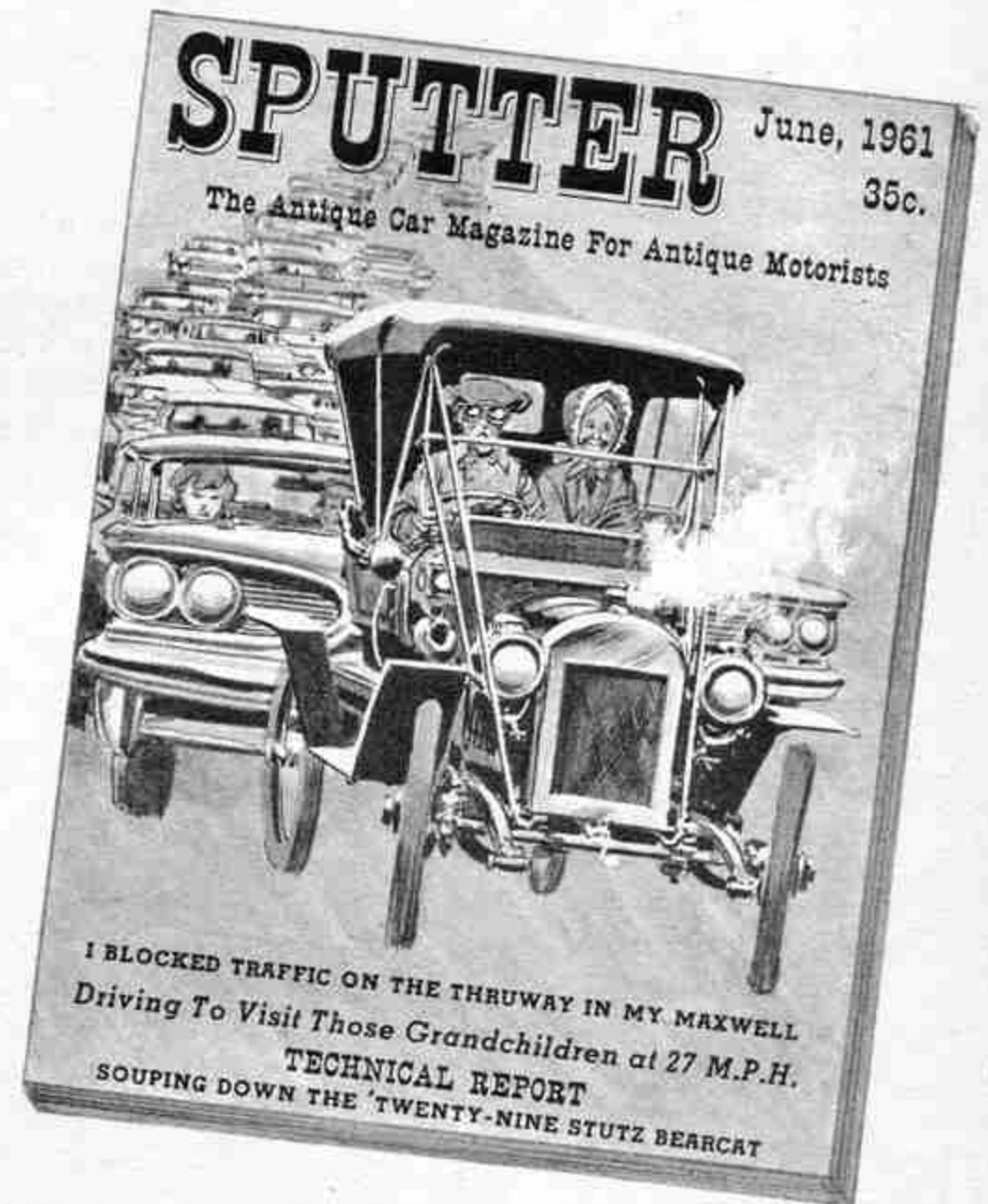


**If you take care of your peonies, the dahlias will take care of themselves.

will be exploited to the fullest. Here, then, are MAD's ideas on what the newsstands of the future will be offering when the publishing world finally wakes up and begins to turn out . . .

ARTIST: GEORGE WOODBRIDGE
WRITER: TOM KOCH

SENIOR CITIZENS



UNCLE SEMANTICS DEPT.

There's been a lot of serious talk lately about how American prestige overseas has fallen to an all-time low. If this is true (and there's no reason to doubt it since that's what our new President kept telling us all during his election

HOW TO IMPROVE AMER

Says FOREIGN AID OFFICIAL Ferris Palmgrese ...



Says OVERSEAS ARMY OFFICER Col. Ulysses S. Muldoon...

There are tens of thousands of American servicemen in foreign lands. It is their actions—the things they say and do—which can raise America's prestige and win the respect and admiration of the people in these lands. That is why I consider it vitally important for all overseas commanders to see to it that their troops are always on their best behavior. This can be done by working with local governments to make sure that our enlisted men are provided with ample educational and cultural facilities for their off-duty hours. Such programs bring out the finest traits in our boys overseas, thereby earning the respect of the local yokels—er—citizens.



campaign and Presidents never lie!), then something ought to be done about it! To start the ball rolling, MAD investigated means of improving this shocking situation. Namely, we invited several Americans to give their opinions on—

ICA'S PRESTIGE ABROAD

Says **LABOR LEADER** Jimmy Fester...

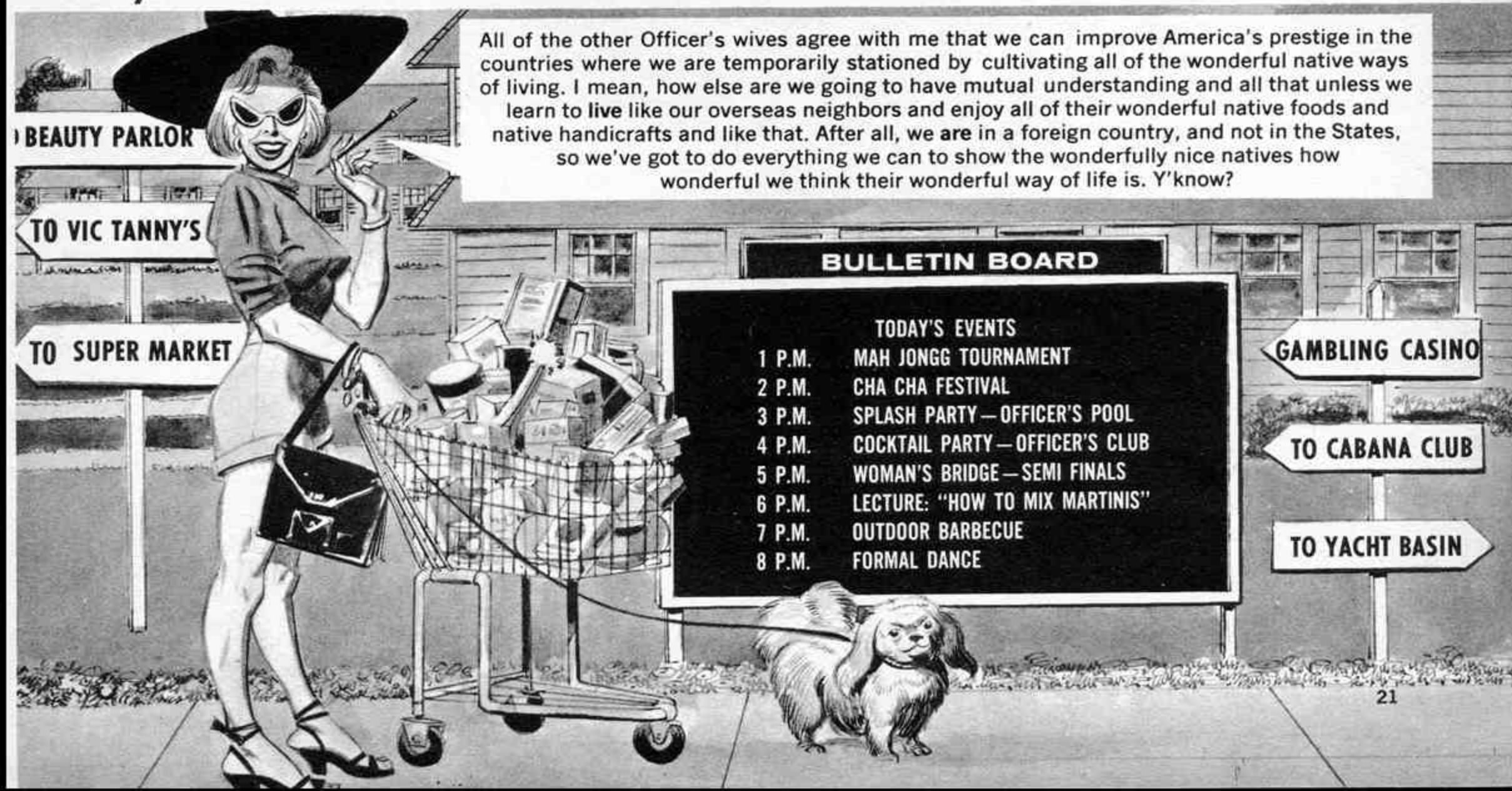
ARTIST: JOE ORLANDO
WRITER: FRANK JACOBS

The one sure way to boost our prestige abroad is to send American labor leaders overseas. In this way, people in other countries will learn first hand how labor works hand-in-hand with management to build our great American economy. Heck, it's just a matter of talking things over, from one working man to another. The people overseas don't want to hear a lot of gibberish from striped-pants diplomats. They want to hear things that concern them as working men. They want to know that the typical hard-working American laborer gets a reasonable wage for a full day's work!



Says **OVERSEAS ARMY WIFE** Belinda Muldoon...

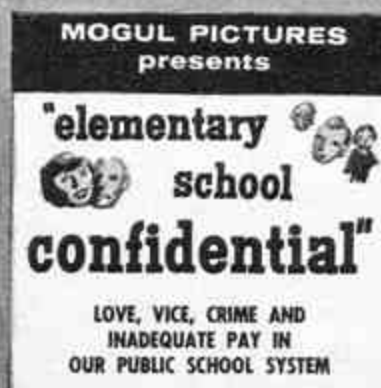
All of the other Officer's wives agree with me that we can improve America's prestige in the countries where we are temporarily stationed by cultivating all of the wonderful native ways of living. I mean, how else are we going to have mutual understanding and all that unless we learn to live like our overseas neighbors and enjoy all of their wonderful native foods and native handicrafts and like that. After all, we are in a foreign country, and not in the States, so we've got to do everything we can to show the wonderfully nice natives how wonderful we think their wonderful way of life is. Y'know?



Says MOVIE PRODUCER Bimson J. Mogul...



Hollywood must do its part by continuing to produce movies that glorify the finest traditions of American life. The screen provides a wonderful opportunity to create a good impression of America for our neighbor countries abroad. Here at my studio, we are always conscious of the importance of our foreign markets. We are aware of our responsibility to make motion pictures with uplifting stories and heartwarming characterizations which can open the door to new horizons of good will and respect among our audiences overseas.



Says BUSINESSMAN Otto J. Fleegle...

I'll tell you how we can raise America's prestige overseas. We've got to show our friends in other countries that we are genuinely concerned with their health and welfare. Since sickness and disease is an important problem among backward people, we've got to supply them with the essential vitamins and minerals they need to improve their diet, and thereby improve their health. When our friends overseas see how beneficial our food products are, they aren't very likely to forget where these food products came from. Mark my words: The way to a country's heart is through its stomach!



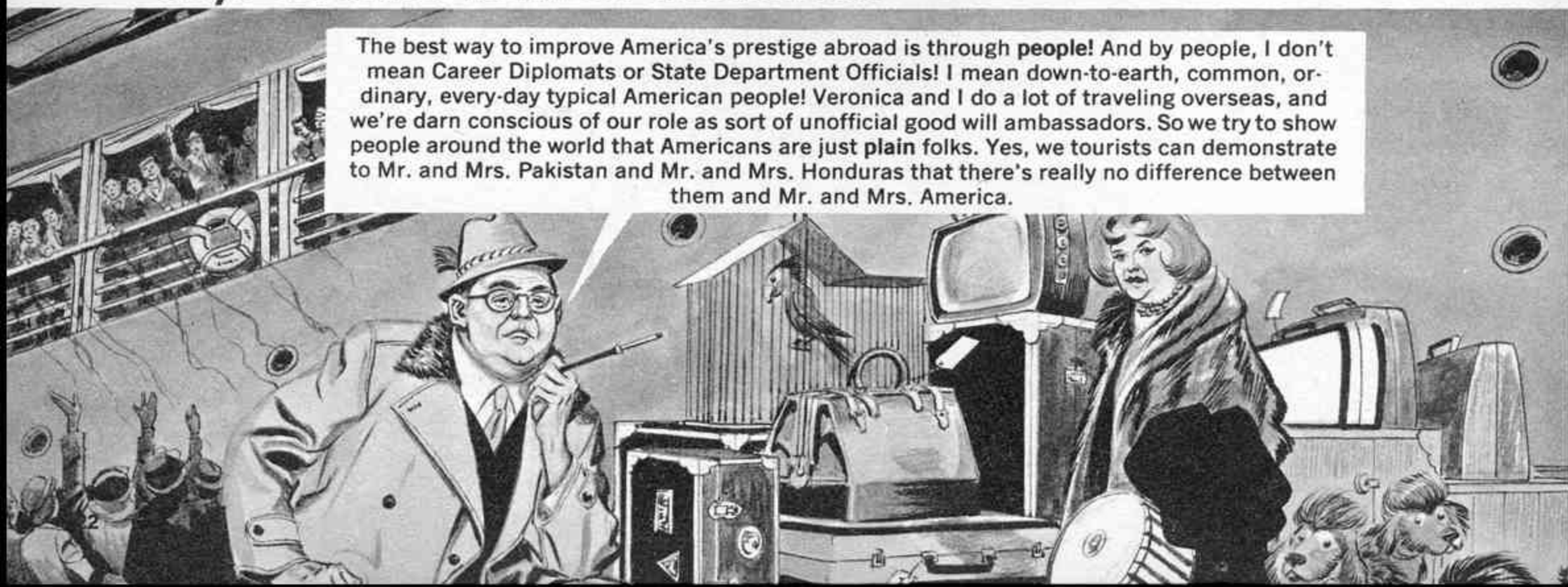
OTTO FLEEGLE, PRES.



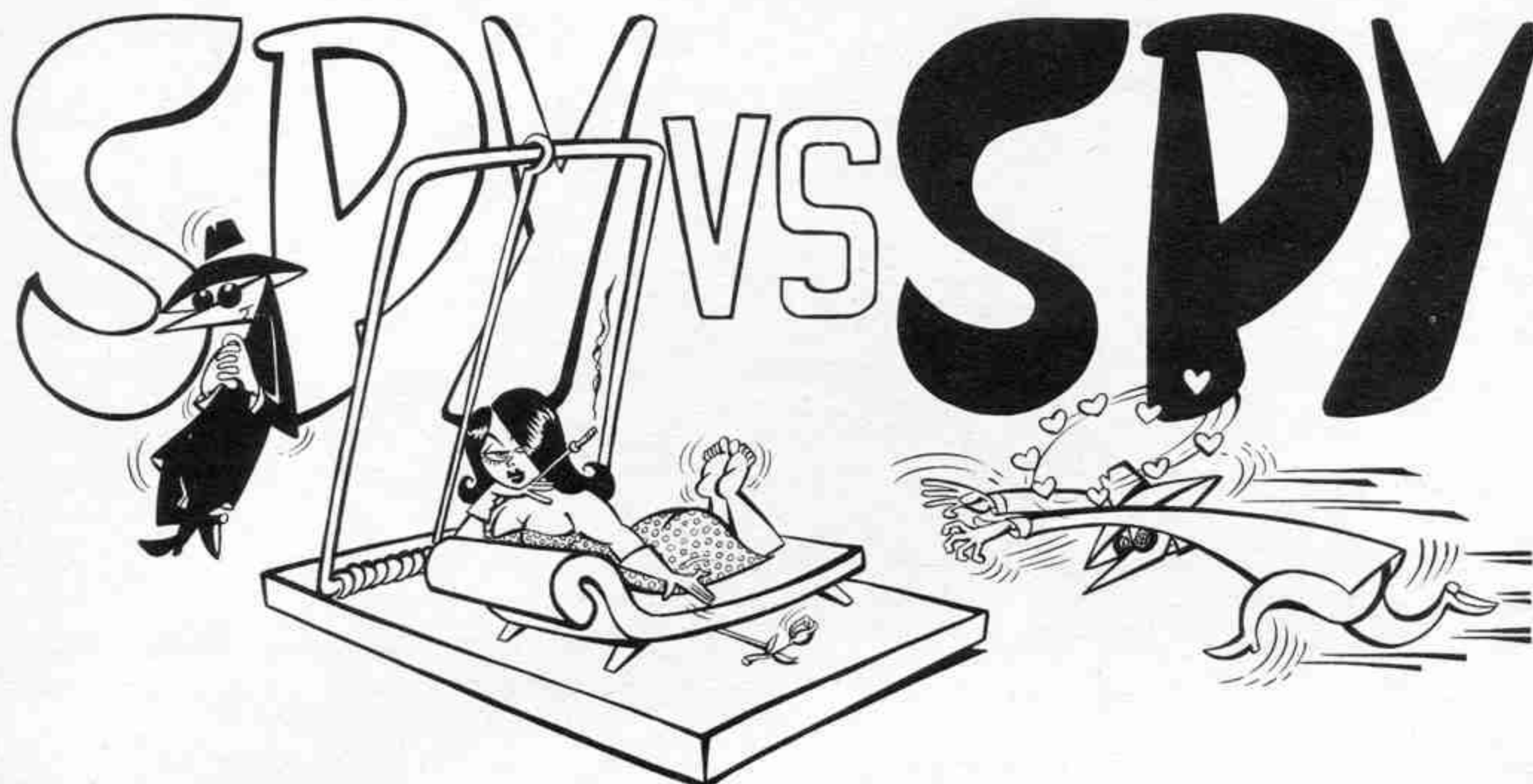
..It's a great life, if you don't week-end.

Says TOURIST Renfrew Snobkin...

The best way to improve America's prestige abroad is through people! And by people, I don't mean Career Diplomats or State Department Officials! I mean down-to-earth, common, ordinary, every-day typical American people! Veronica and I do a lot of traveling overseas, and we're darn conscious of our role as sort of unofficial good will ambassadors. So we try to show people around the world that Americans are just plain folks. Yes, we tourists can demonstrate to Mr. and Mrs. Pakistan and Mr. and Mrs. Honduras that there's really no difference between them and Mr. and Mrs. America.



Antonio Prohias is a famous Cuban artist who defied the censorship of the Castro regime with anti-Communist cartoons—until he was forced to flee Havana with his life. Now, he graces MAD with his cartoon sequence of friendly rivalry called—



Have you noticed that the "Sports Fiction Story" has practically disappeared from the American scene? Today, people would rather enjoy the actual sport in the flesh, or on television, than read about it in print. And the reason is

SPORTS TY

THE FOOTBALL STORY

Clodowski	He's	b l o c k i n g	...and he	throws a long pass downfield
fades back...	got			
looks for a receiver...	good			

THE HORSE RACING STORY

^{Qs} they come around the far turn... it's Calamity Jane by two lengths
 ... Royal Crock is second
 ... Moppet is third
 ... Symphony fourth
 ... Cindy fifth
 ... and Sonia
 At the wire, it's... Calamity Jane by three lengths

THE BASEBALL STORY

Lefty ^sw ⁱn ... it's a slow bouncer down the third base line... and it rolls foul
_sg

Lefty C O N N E C T S with the next pitch... that ball is going... going... going... going... it's gone!

THE BOWLING STORY

San Giorgio delivers the ball...
 it's curving down the alley and hooking in a little too sharply... it's going to miss the pocket

simple: Action! Reading about a sport can never match the action of watching the sport itself. Which brings us to this article: Here is MAD's new way of re-popularizing Sports Fiction by introducing the action that's lacking with

POGRAPHY

ARTIST: ARCHIE DE SILVA, N. Y. TYPOGRAPHICAL UNION #6

Stickles takes it on the 40...to the 35...dodges two tacklers...to the 30...the 25...and there's a big pile-up on the 20 yard line...

THE BOXING STORY

DiBiase moves in with a quick right jab...and a left upper cut the Champ is shaky and...he's going down...

THE TENNIS STORY

Gonzales stretches...serves...
...Trabert returns sharply
A backhand by Gonzales...
...Trabert overhands to near court
Gonzales smashes to far court...
...Trabert dives...and misses!
That's game and match! Gonzales leaps net to congratulate Trabert!

THE BILLIARDS STORY

Willie strokes the cue ball hard...in the corner pocket...and it rebounds off the cushion...strikes the 7-ball which...rebounds off the cushion and sinks

and hit full on the head pin it looks like to end up a split

SWINGING AFTER THE PITCH DEPT.

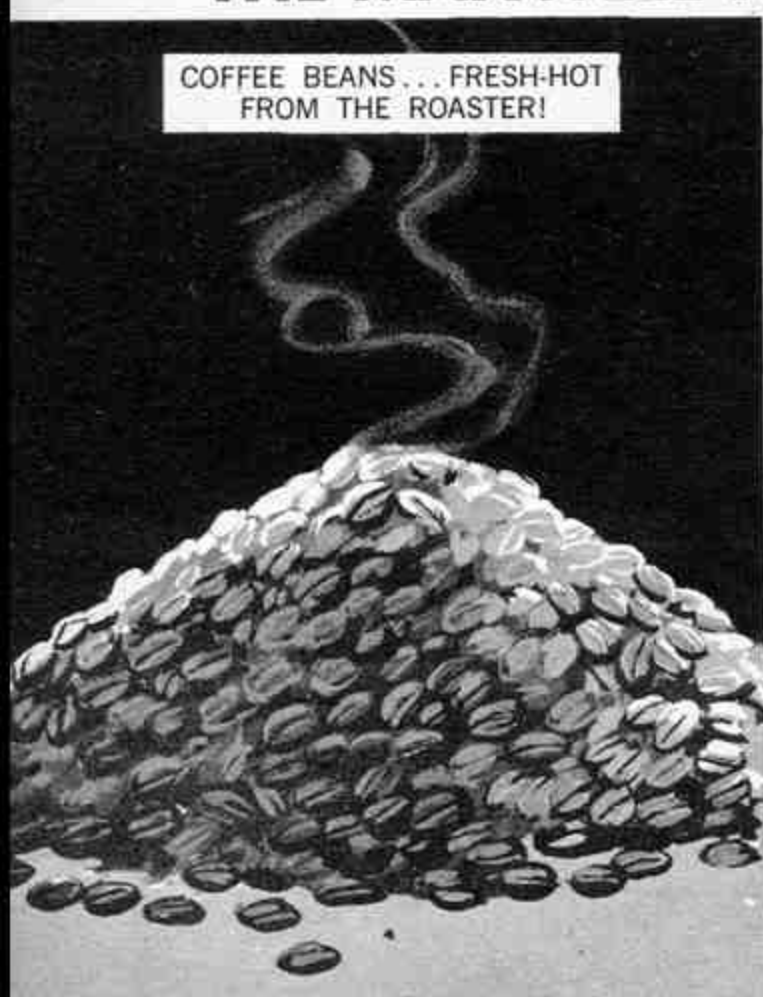
After many years of looking and listening (and wincing), we've finally discovered what those one-minute television commercials are all about — They're all about one minute too short! It seems to us that the Television viewer is suffering all of the abuse and missing all of the fun . . . mainly all of the fun that goes on during . . .

THE MINUTE AFTER THAT ONE-MINUTE

ARTIST: BOB CLARKE
WRITER: SY REIT

THE MAXWELL HOUSE COFFEE COMMERCIAL.....

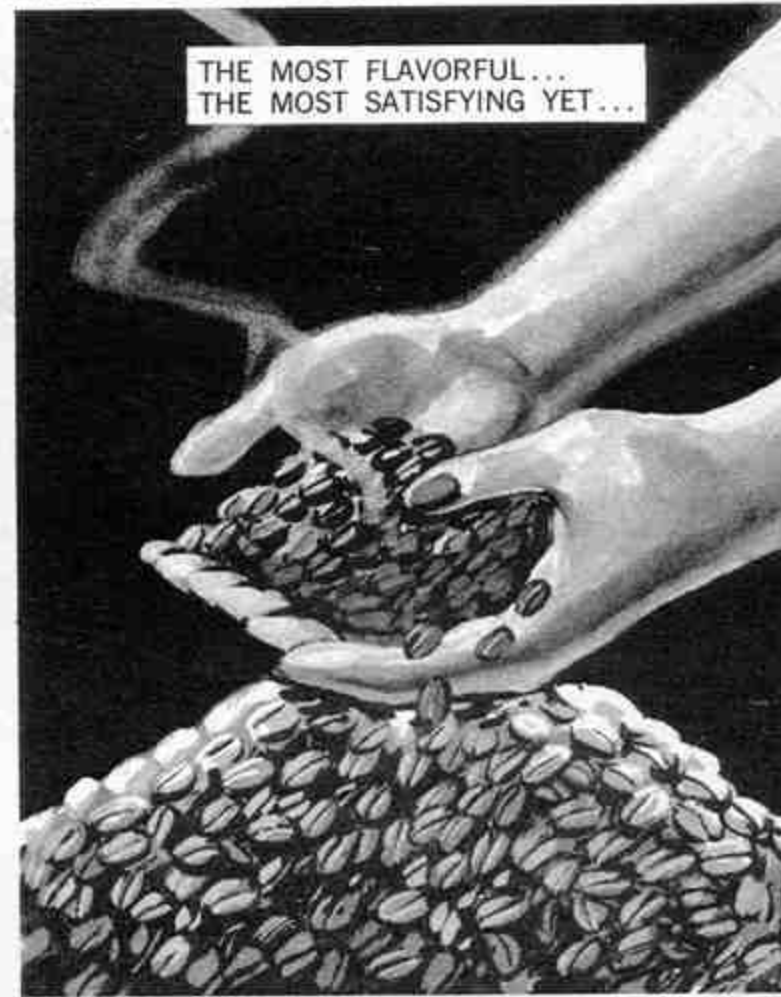
COFFEE BEANS... FRESH-HOT
FROM THE ROASTER!



MAXWELL HOUSE
COFFEE BEANS!

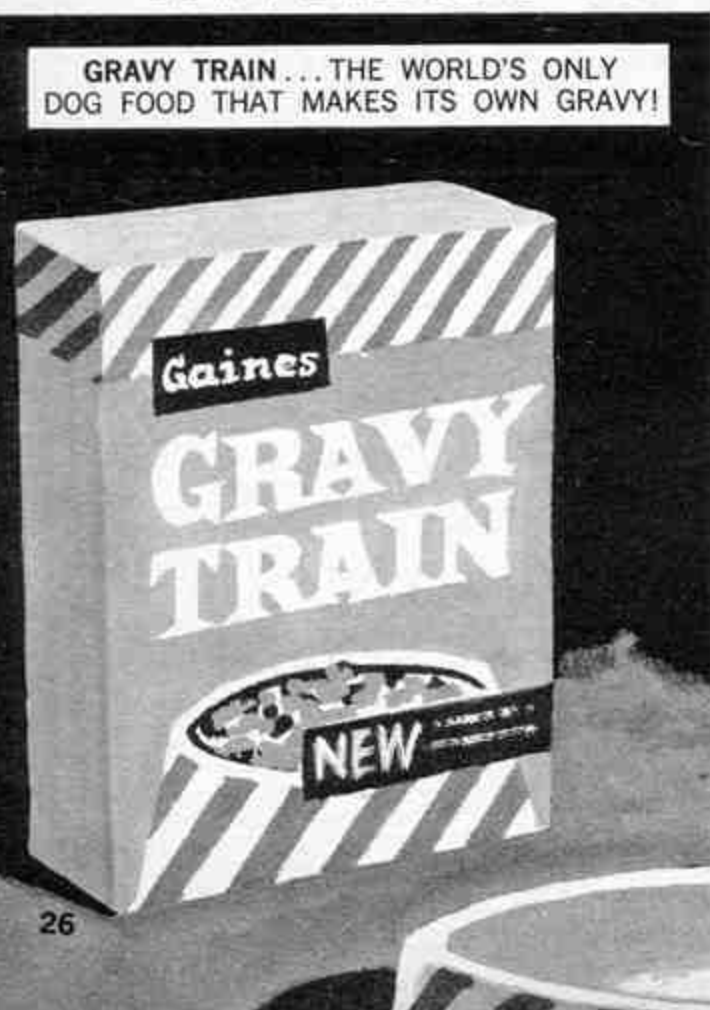


THE MOST FLAVORFUL...
THE MOST SATISFYING YET...



THE GRAVY TRAIN DOG FOOD COMMERCIAL.....

GRAVY TRAIN... THE WORLD'S ONLY
DOG FOOD THAT MAKES ITS OWN GRAVY!



SIMPLY POUR SOME INTO A BOWL,
ADD WARM WATER... STIR FOR
ONE MINUTE...



AND GRAVY HAPPENS! YES... CRUNCHY
CHUNKS IN BEEFY, TASTY GRAVY!
JUST LIKE THE FINEST BEEF STEW!





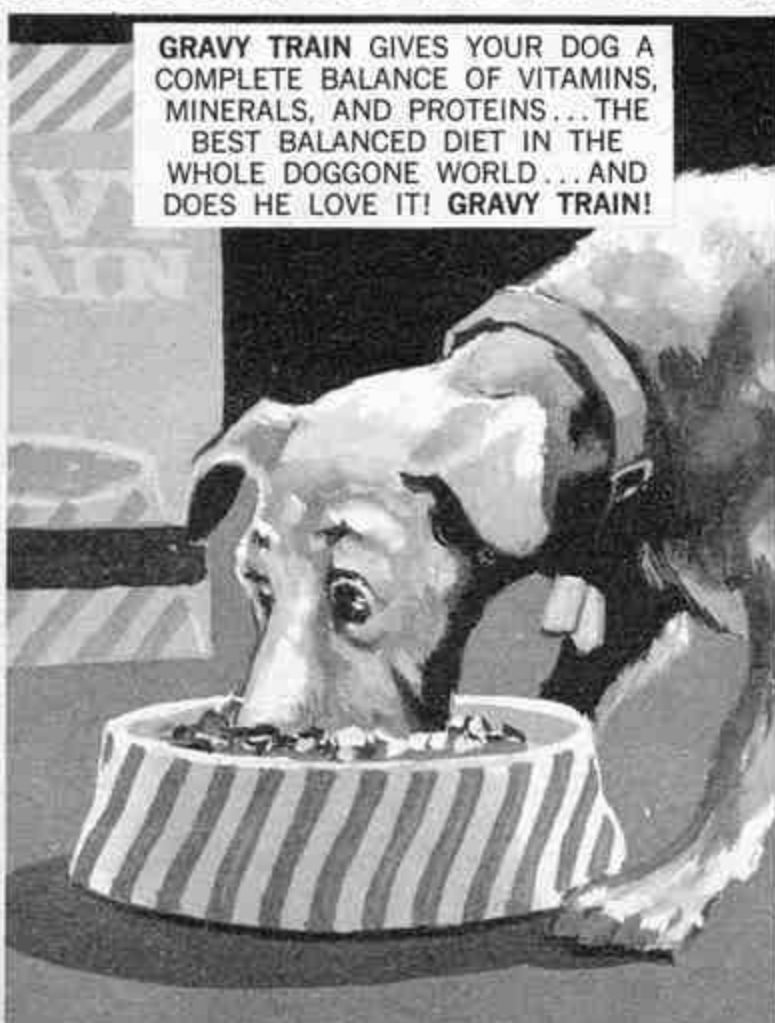
TV COMMERCIAL

.....AND THAT MINUTE AFTER



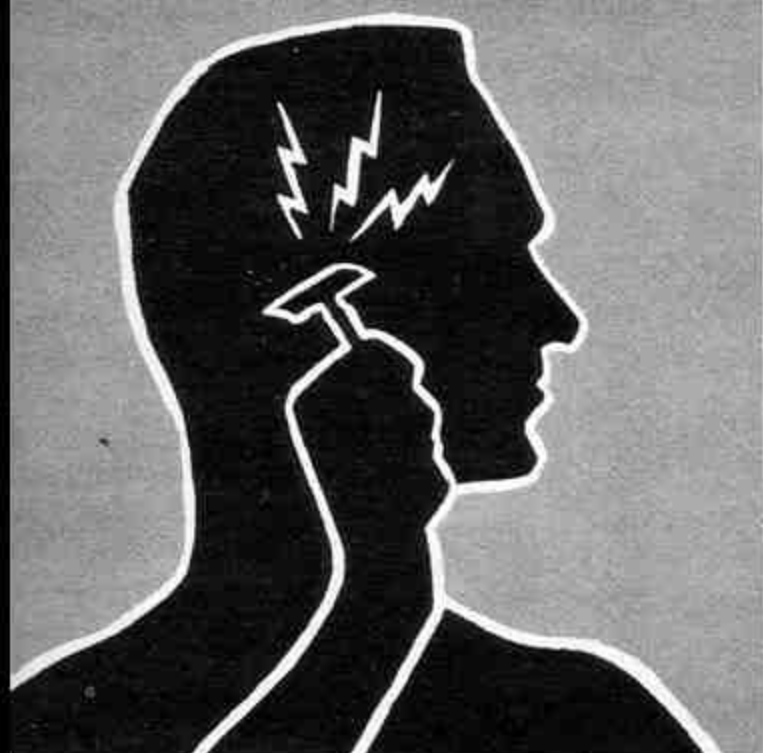
no noose is good noose.
**A convicted killer who gets "life" instead of hanging learns that

.....AND THAT MINUTE AFTER



THE RISE INSTANT LATHER COMMERCIAL.....

GUARD AGAINST... RAZOR SCRATCH!
GUARD AGAINST... RAZOR SCRATCH!



NOW... A BETTER, SMOOTHER WAY TO
SHAVE... WITH RISE INSTANT LATHER!
YES, ONLY RISE PROVIDES COMPLETE
PROTECTION AGAINST HARSH
RAZOR SCRATCH!



RISE... WITH SPECIAL BEARD-
SOFTENING INGREDIENTS, PROVIDES
EXTRA SOAKING ACTION, BUILT-IN
AFTER-SHAVE COMFORT!



THE HERTZ RENT-A-CAR COMMERCIAL.....

NEED A CAR...?
RENT A CAR...!
FROM HERTZ!



LET HERTZ... PUT YOU...

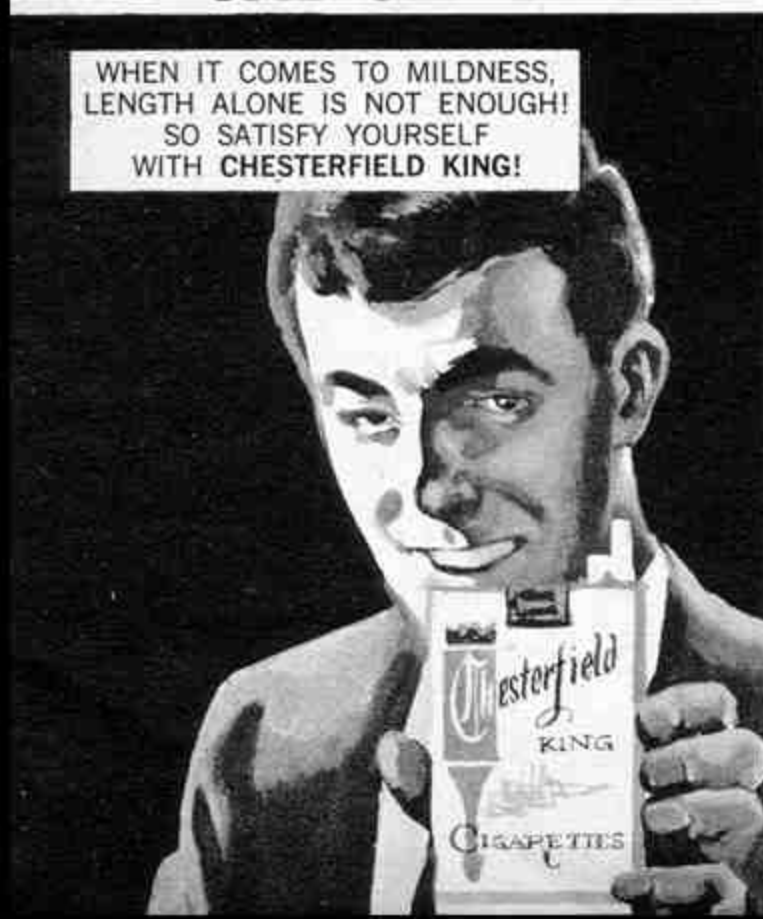


...IN THE DRIVER'S SEAT!

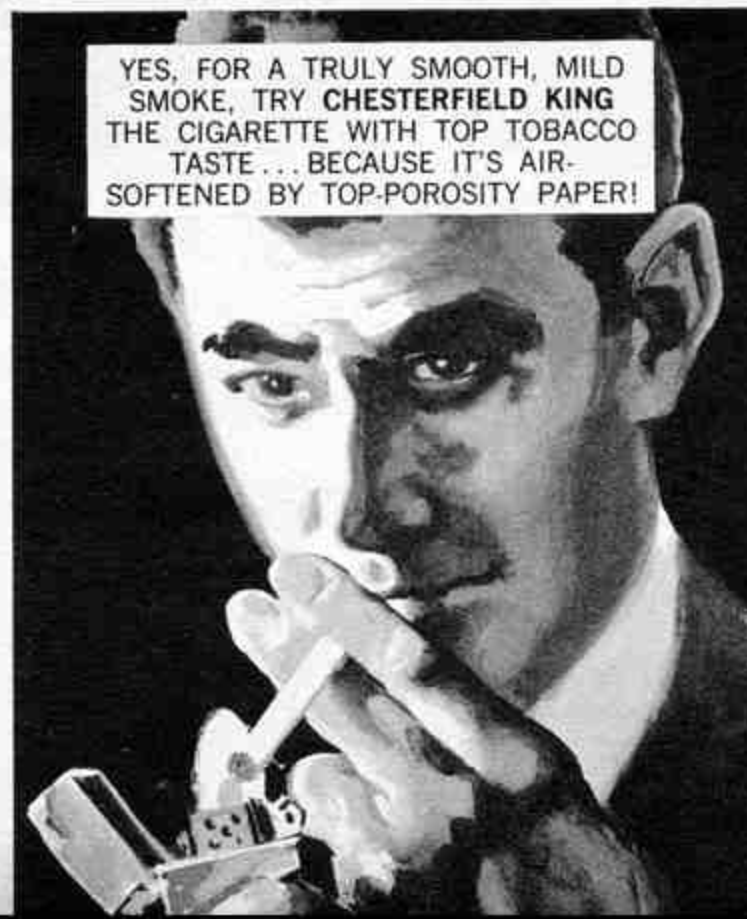


THE CHESTERFIELD CIGARETTE COMMERCIAL.....

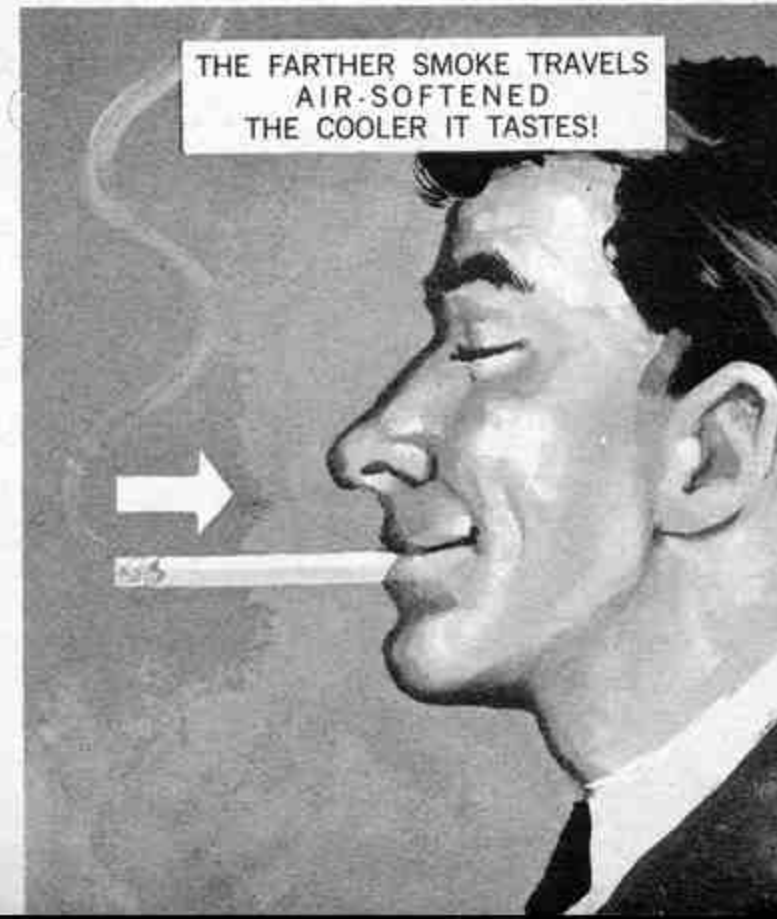
WHEN IT COMES TO MILDNESS,
LENGTH ALONE IS NOT ENOUGH!
SO SATISFY YOURSELF
WITH CHESTERFIELD KING!



YES, FOR A TRULY SMOOTH, MILD
SMOKE, TRY CHESTERFIELD KING
THE CIGARETTE WITH TOP TOBACCO
TASTE... BECAUSE IT'S AIR-
SOFTENED BY TOP-POROSITY PAPER!



THE FARTHER SMOKE TRAVELS
AIR-SOFTENED
THE COOLER IT TASTES!



.....AND THAT MINUTE AFTER

SWITCH TO RISE... REGULAR, OR
EXTRA-HEAVY WITH LANOLIN, FOR
THE SHAVE OF A LIFE-TIME!
SOFTER! SMOOTHER! SAFER!



CUT!

Jerk! Didn't anybody tell you?
We never put in a blade!



.....AND THAT MINUTE AFTER

HERTZ CARS ARE READY AROUND THE
WORLD! WHEN YOU'RE IN TOWN...
WHEN YOU'RE TRAVELING... ONE
CALL TO HERTZ, AND YOUR CAR
WILL BE WAITING!



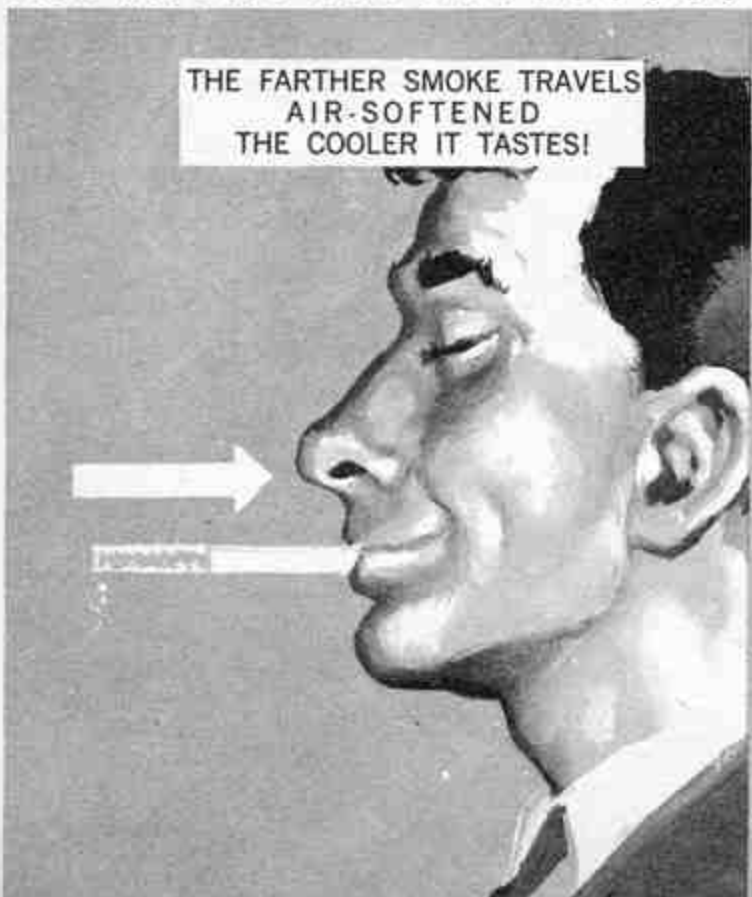
CUT!

Help! Stop the car! Quick!
My feet went through the
floorboards again!



.....AND THAT MINUTE AFTER

THE FARTHER SMOKE TRAVELS
AIR-SOFTENED
THE COOLER IT TASTES!

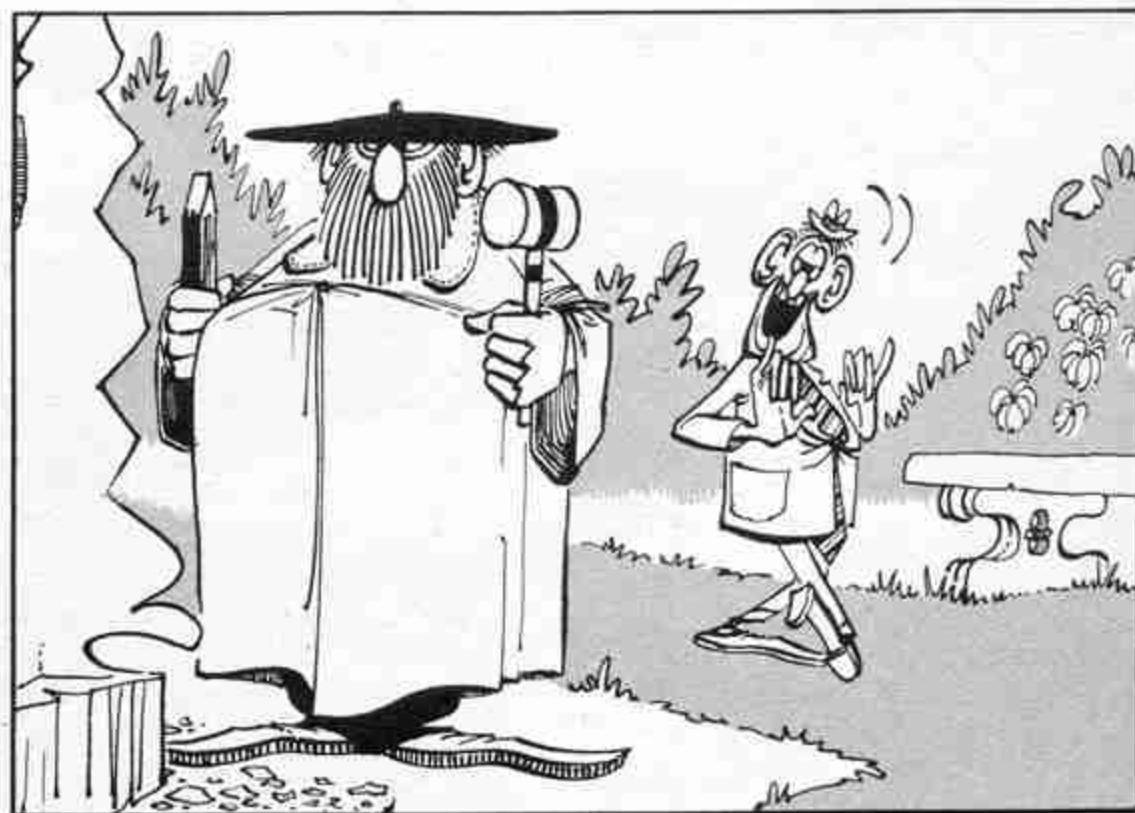
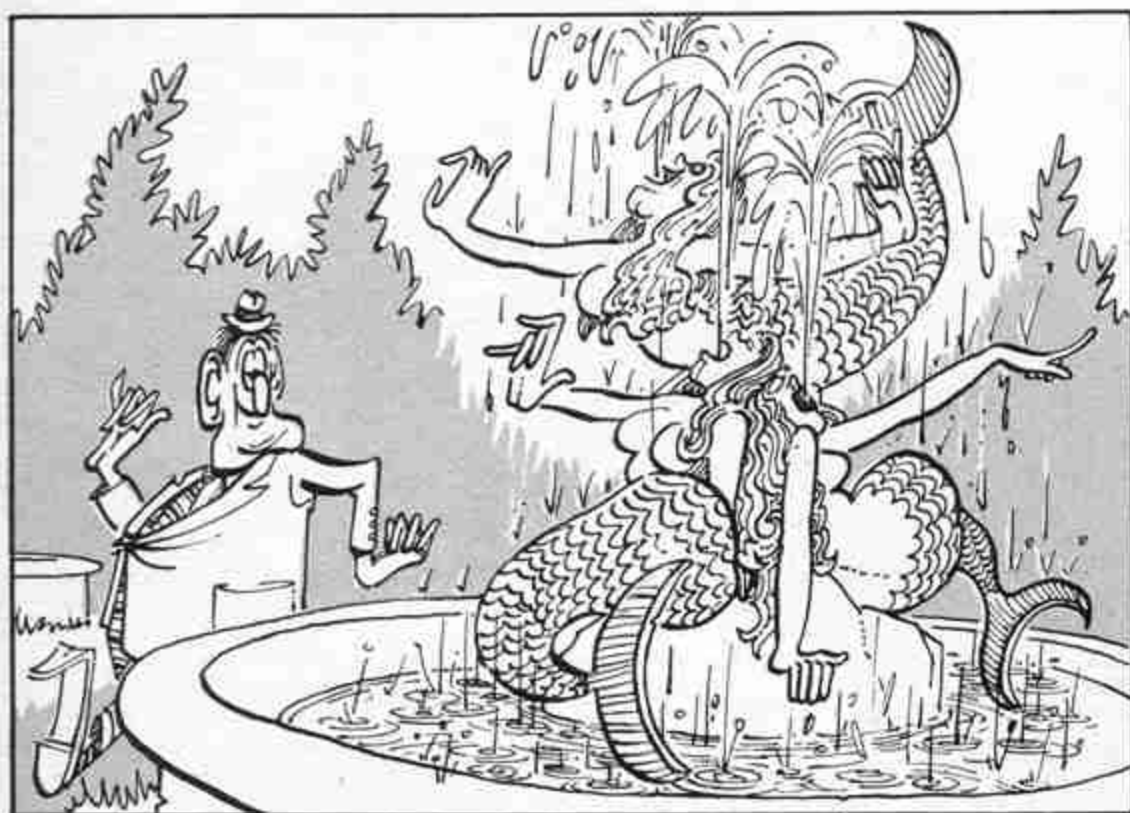


CUT!



Don Martin tells us that the "unexpected" can happen anywhere, like the time he dropped in at MAD to buy a subscription, and we hired him as an artist on the basis of his signature... or the time he was minding his own business, admiring the beautiful fountains...

IN THE PARK



SUB-VERSION DEPT.

Over the past few years, the big national magazines have been battling each other to death in an effort to increase their readerships. But do they go about getting people to subscribe and then remain subscribers by improving the *quality* of their editorial content? Of course not! That's as bad as ever! What they do is: improve the quality of the *mail* they send out. Mainly the mail that begs people to subscribe, and pleads with subscribers to renew subscriptions. And, of course, those fantastic discounts they offer help. Anyway, get ready now as M A D investigates...

The Great Magazine Circulation Drive

ARTIST: JOE ORLANDO

WRITER: LARRY SIEGEL

A plain, average clod decides to try a subscription to "LIKE" ... so he gets this letter from the publication:

Mr. Abisch is grateful for the "Thank You" note ... until the next day, when he gets another letter from "LIKE" ...

LIKE

"The publication that likes people who like to subscribe to it"

SUBSCRIPTION RECEIVING DEPT.
444 AVENUE OF THE LEECHES
NEW YORK 98, NEW YORK

Mr. Murray Abisch
1213 Snorkel Avenue
Jersey City, N. J.

Dear Mr. Abisch:
Congratulations, and welcome aboard. We have just received your order for a three year subscription to LIKE Magazine. We are delighted to inform you that for the next three years--or 156 weeks--you will be receiving LIKE for the equivalent of 9¢ an issue...which is a savings of 16¢ per copy over our regular newsstand price.

Thank you once again for your subscription order.

Cordially,
Wentley Wescott
Wentley Wescott
Price Cutting Editor
for LIKE

LIKE

"The publication that likes people who like to subscribe to it"

SUBSCRIPTION FOLLOW-UP DEPT.
444 AVENUE OF THE LEECHES
NEW YORK 98, NEW YORK

Mr. Murray Abisch
1213 Snorkel Avenue
Jersey City, N. J.

Dear Mr. Abisch:

Mr. Wently Wescott, our Price Cutting Editor, has informed me that he received your three-year subscription order for LIKE yesterday. This entitles you to receive LIKE for the next 156 weeks for the equivalent of 9¢ an issue, which is a savings of 16¢ per copy over our regular newsstand price.

Congratulations, and welcome aboard.

Now I would like to remind you that as of 10:36 this morning, your subscription has just 155 weeks and 6 days to run. Naturally, we would hate to see you allow your subscription to expire. So, since you have been with us for so many hours already, we would like to offer you our special "old friends" rate of not 9¢... but 8¢ an issue...if you subscribe now for another three years.

Thank you for taking care of your renewal order immediately.

Sincerely,
Prescott Crestley
Prescott Crestley
Price Cutting Editor Cutter
for LIKE

Mr. Abisch keeps getting similar letters once a week for the next seven months, after which "LIKE" sends him this:

LIKE

"The publication that likes people who like to subscribe to it, but which is like wondering about YOU!"

Subscription Promotion Dept. 444 Avenue of the Leeches N.Y. 98, N.Y.



What is LIKE?

LIKE is people . . . LIKE is dogs . . . LIKE is travel . . . LIKE is standing still . . . LIKE is gum under your movie seat . . . LIKE is gelatin inside a jar of gefilte fish!

LIKE is an experience, a joy, a wish, a dream, an itch, a rabbit punch!

LIKE is cash . . . LIKE is food . . . LIKE is a publication!

LIKE is money . . . LIKE is grub . . . LIKE is a magazine!

What is LIKE? . . . LIKE is a money-grubbing magazine!

Dear Mr. Abisch:

We hope you got the hint offered by this little promotion piece. Since we haven't heard from you regarding the renewal of your current subscription, which now has only 123 weeks and 5 days to run, we would like to make you this special "old, old friends" offer:

If you renew now for three more years, we will send you LIKE for not 8¢ . . . but 7¢ an issue. This is a savings for you of 1¢ over our regular newsstand price.

Bently Wentcrest
Subscription Poet
for LIKE

After eleven months and forty-four more promotion pieces, Mr. Abisch receives the following . . . "Special Delivery":

LIKE

"The publication that likes people who like to subscribe to it, but which is like beginning to hate YOUR GUTS!"

PROMOTION GIMMICK DEPT.
444 AVENUE OF THE LEECHES
NEW YORK 98, NEW YORK

Mr. Murray Abisch
1213 Snorkel Avenue
Jersey City, N.J.

Dear Mr. Abisch:

Your three-year subscription to LIKE will be running out in just 71 weeks and 3 days. Since, for some incomprehensible reason, you still haven't renewed your subscription, we have an exciting offer for you.

* * * * *

For THIS week only (and every other week with a Wednesday) we are offering you our "old, old, old friends" rate of not 7¢, but 6¢ a copy . . . a savings of 1¢ over regular newsstand price if you renew now for another three years.

* * * * *

To help induce you to accept this offer, our ever-busy, imaginative Promotion Gimmick Dept., which operates at an annual cost of \$3,500,000, encloses the following: a penny, a pencil, a bunch of money-saving subscription stamps, a package of lentil soup, and an autographed picture of Jack La Rue. By using all these items in some clever way, which we have as yet to determine, you will not only be able to re-subscribe, but you can have all kinds of fun while doing so.

We are expecting your renewal order immediately, knowing full well that you are now permanently indebted to us for these gifts, and would not want to be considered an ingrate.

Cordially,
Westley Crestcott
Promotion Gimmick Editor
for
LIKE



Now, in 999,999 cases out of a million, a subscriber is so worn out by this kind of attack that he gives in. But it just so happens that Mr. Abisch is one in a million—He refuses. So now it's time for some rarely-publicized emergency treatment. This letter arrives by messenger:

FROM THE DESK OF:

HENRY R. LURE
Editor-In-Chief
LIKE Magazine

Mr. Murray Abisch
1213 Snorkel Avenue
Jersey City, N. J.

Dear Mr. Abisch:

You are cordially invited to be the house guest of LIKE Magazine's Editor-In-Chief, Henry R. Lure, from February 10 through February 15.

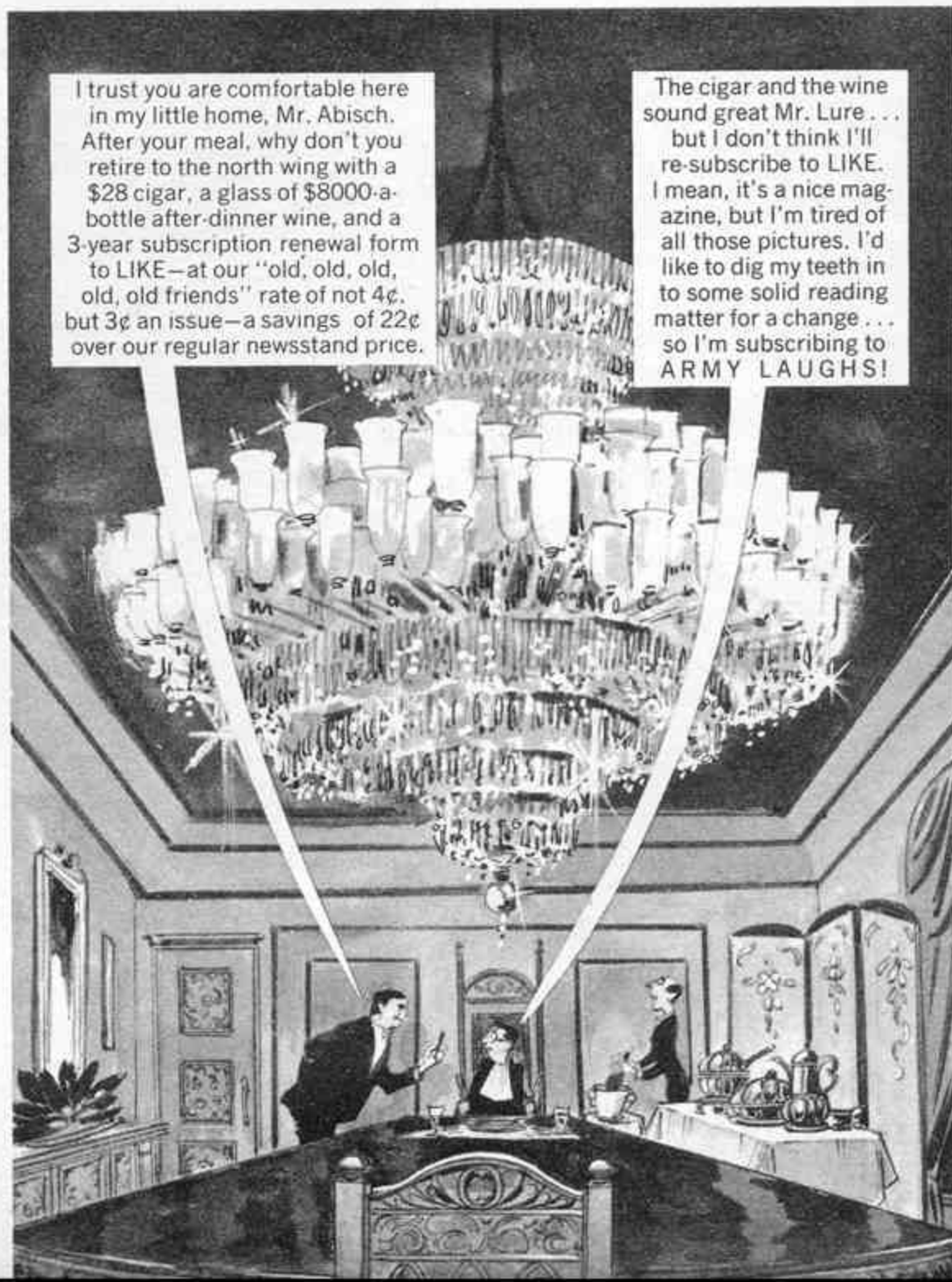
One of Mr. Lure's private chauffeured Cadillacs will call for you tomorrow evening at 8:00 to transport you to The Lure Estate at East Snob, Long Island. Upon arrival, you will have a dinner of pheasant-under-glass and candied ostrich navels, after which you and Mr. Lure will go to a formal moonlight swim in Mr. Lure's private swimming pool—the Long Island Sound.

Cordially,
Breastly Penscott
Breastly Penscott
Secretary to Mr. Lure

P.S. White ties will be worn during formal moonlight swim.

I trust you are comfortable here in my little home, Mr. Abisch. After your meal, why don't you retire to the north wing with a \$28 cigar, a glass of \$8000-a-bottle after-dinner wine, and a 3-year subscription renewal form to LIKE—at our "old, old, old, old, old friends" rate of not 4¢, but 3¢ an issue—a savings of 1¢ over our regular newsstand price.

The cigar and the wine sound great Mr. Lure . . . but I don't think I'll re-subscribe to LIKE. I mean, it's a nice magazine, but I'm tired of all those pictures. I'd like to dig my teeth in to some solid reading matter for a change . . . so I'm subscribing to ARMY LAUGHS!



Sixteen months and 64 letters, 126 pennies, 212 pencils, 1,645 money-saving subscription stamps, and 95 pairs of scissors later, Mr. Abisch receives this urgent telegram:

WESTERN UNION TELEGRAM

MURRAY ABISCH
1213 SNORKEL AVENUE
JERSEY CITY, NEWJER

YOUR SUBSCRIPTION EXPIRES IN THREE WEEKS. WAITING IMPATIENTLY FOR RENEWAL. ENTIRE MAGAZINE STAFF OF 13,245 PEOPLE IN 53-STORY "LIKE" BUILDING HAVING TROUBLE CONCENTRATING ON WORK WHILE AWAITING WORD FROM YOU. WHY ARE YOU TORTURING US LIKE THIS? WHAT HAVE WE DONE? WHERE HAVE WE FAILED YOU? PLEASE, PLEASE RENEW. IF YOU DO, WE WILL GIVE YOU SPECIAL "OLD, OLD, OLD, OLD FRIENDS" RATE OF NOT 6¢ . . . BUT 5¢ AN ISSUE . . . A SAVINGS OF 20¢ OVER REGULAR NEWSSTAND PRICE. PLEASE MAIL ORDER AT ONCE, OR DROP IN WITH IT PERSONALLY. IF DOORMAN NOT ON DUTY, KEY TO BUILDING IS UNDER MAT NEAR WATER FOUNTAIN.

SEYMOUR COWZNOFSKY
EDITOR IN CHARGE OF HIRING EDITORS
WITH FANCY ANGLO-SAXON NAMES
FOR LIKE



Two weeks and fourteen telegrams later, Mr. Abisch gets the following telephone call direct from "LIKE" Magazine:

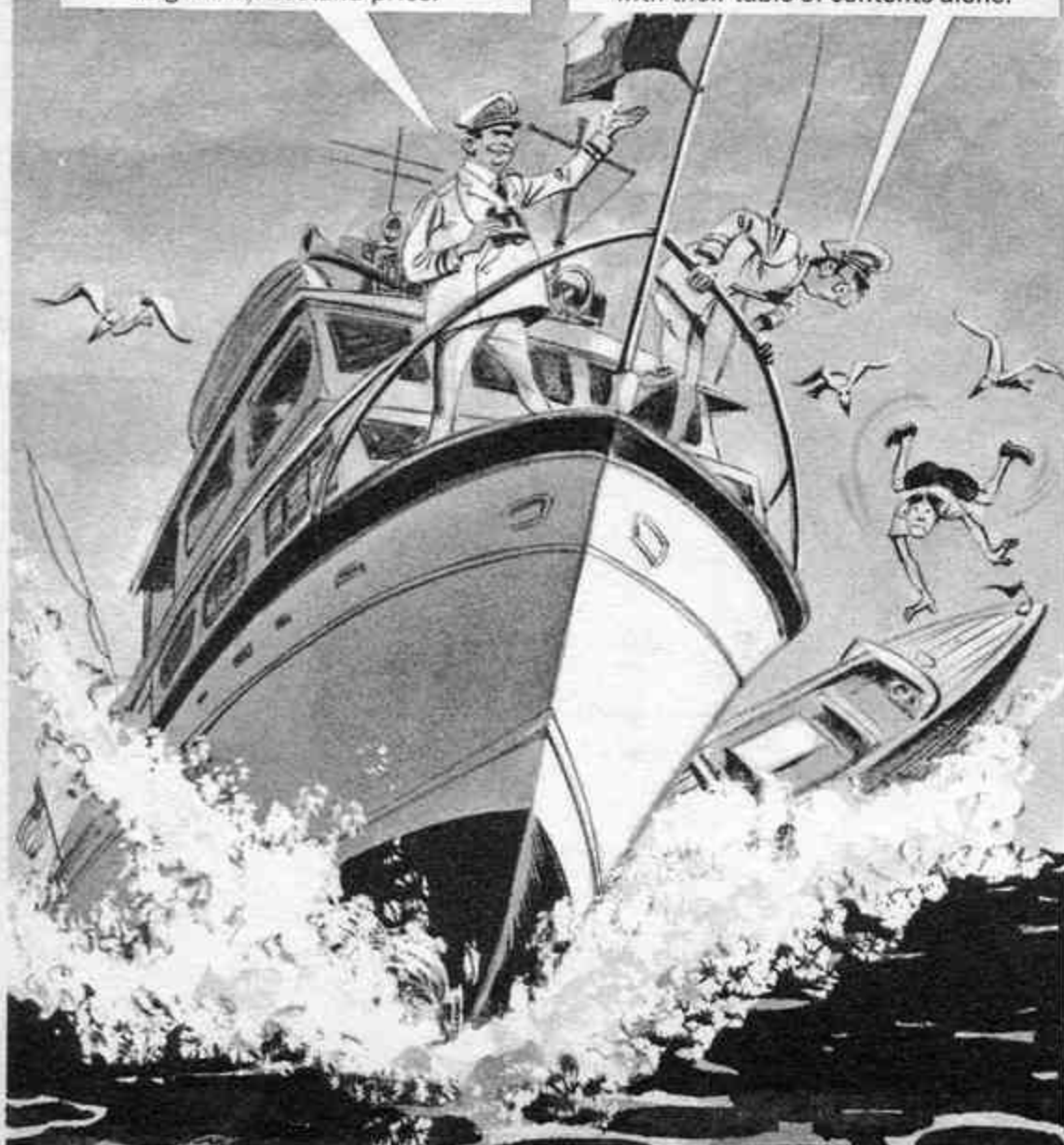
Hello, Mr. Abisch. This is Prestly Bencott, at LIKE Magazine . . . just calling to remind you that your subscription expires next week. Incidentally, because we're fond of you . . . not just as a subscriber, but as a warm, decent human being . . . here's what we'll do. We'll let you re-subscribe for another three years at a rate that's even more fantastic than our "old, old, old, old friends" rate. It's our "NEW friends" rate of not 5¢ . . . but 4¢ an issue, which saves you 21¢ over our regular newsstand price. What was that, Mr. Abisch?? Why, of course there's no emergency! Why certainly you can sleep on it! Yes, I realize that it's a little tough making decisions at three o'clock in the morning!



**Many a father who invests a fortune in sending his son to college only receives a quarterback.

How do you like sailing on my two million dollar yacht, Mr. Abisch? You can't beat it for pleasure, eh? The same way you can't beat a 3-year subscription to LIKE at 2¢ an issue — a savings of 23¢ over the regular newsstand price!

I like your yacht very much, H.R. Use it well. But your magazine . . . well, it's interesting. But . . . I don't know, those human interest photos of dogs and kids only warm my heart up to maybe 119° Fahrenheit. The Reader's Digest can beat that with their table of contents alone!



You play a good game of polo, Mr. Abisch. After this chukker, why don't we shower and fly down to Australia for the Davis Cup finals? I'll bring along a 3-year subscription renewal form, and on the plane you can sign up for one cent an issue—a savings of 24¢ over our regular newsstand price!

Everything sounds great, Henry, except for the subscription business. I tell you frankly, I don't like your magazine because it's sneaky. I mean, if you're so anxious to run so many photos of nude women, why don't you just run them and caption them: "Nude Women"? Why must you always sneak in nude statues and paintings all the time and pretend you are giving us features with culture?



All right, Abisch! **That does it!** Your one hour of kissing my daughter is up! Now go inside and wipe that lipstick off your mouth and sign this 3-year subscription renewal form—which gives you **LIKE** at our special “new enemies” rate of **FREE**—a savings of 25¢ over our regular newsstand price.

That sounds decent of you, Hen, but I don't think I can afford it. However, my mind might be changed with some further salesmanship, a better offer . . . and mainly **more kissing!**



You got yourself a deal, Mr. Abisch! From now on, I'll pay you 50¢ for each issue of **LIKE** you accept for the next three years . . . which is a savings of 50¢ an issue for me, since I was willing to pay you **\$1.00** an issue all along to get you to sign up! Now, beat it!

Well, Hank, you finally did it! You wore down my sales resistance. There's my signature! I've just **re-subscribed** to **LIKE** Magazine for another three years!



But, you may ask, why do “LIKE” and other big publications go to so much trouble to keep building their circulations? And why do 85% of their readers get these magazines by subscription at ridiculously low rates? The answer can usually be found in the full-page ads these magazines place in newspapers and advertising trade journals.

GOING UP!!

Yes, sir . . .
**LIKE Magazine's
Circulation
is going up
all the time!**

And do you know **WHY?** Because **LIKE** readers are so wild about our magazine that our subscription promotion department is kept busy night and day corresponding with millions of eager subscribers.

The thing that makes us so happy is that our circulation keeps growing so “unexpectedly” and “spontaneously”. Here we are, quietly putting together our great magazine every week, sometimes forgetting that our subscribers exist, when all of a sudden out of nowhere millions of people swamp us with subscriptions. We can't explain it. But it's wonderful.

GOOD NEWS FOR ADVERTISERS

As of this week, **LIKE** Magazine has signed up 10 million excited spontaneous subscribers. And so, because we have reached a milestone in circulation, we are eager to pass along the good news to all advertisers. Beginning with the April 13th issue, advertisers will no longer pay \$42,000 for a full page.



That was a nice fair rate when we only had 9,900,000 excited spontaneous readers. Now that we have 10,000,000 excited spontaneous readers, we are morally obligated to do the decent thing. So we're raising our rates to \$52,000 for a full page ad in **LIKE**.

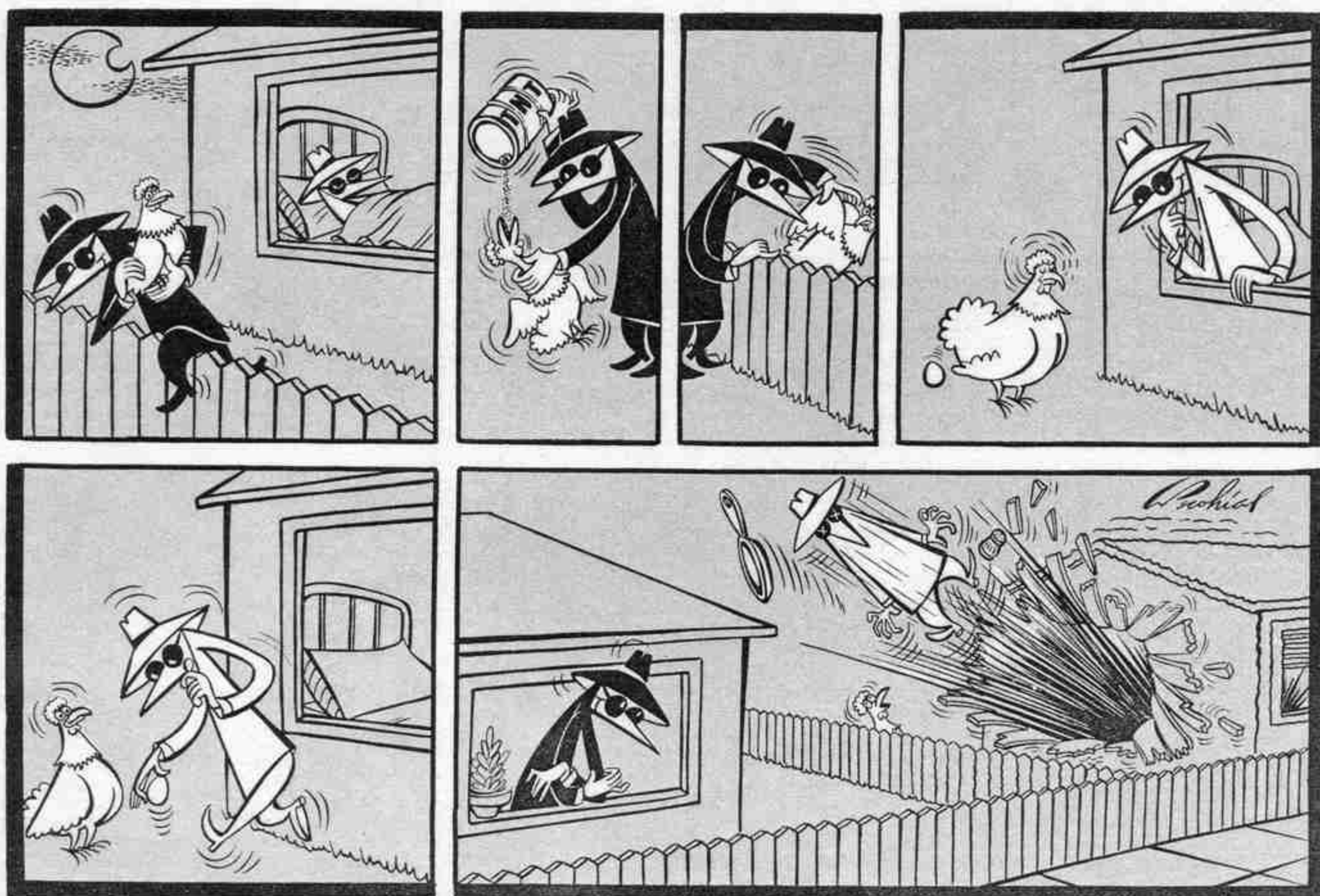
Good news? You bet! But you take it from us, it's going to get even better. You'll be paying a lot more before the year is over! Because next week, **LIKE** is hiring another 2500 people for our subscription-promotion department . . .

to get after those 170,000,000 other Americans who still don't read **LIKE**. All this will cost an extra \$12,000,000, a sum we intend to make up quickly by eliminating our entire staff of writers and photographers.

Remember this: **WHEN YOU ADVERTISE IN “LIKE”, YOU KNOW YOUR MESSAGE WILL BE READ (by our proof readers)!** Contact:

**LIKE MAGAZINE ADVERTISING DEPT.
444 Avenue of the Leeches
New York 98, New York**

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as —



INSIDE-OUCH DEPT.

Today, huge companies spend millions of dollars in advertising and public relations to maintain a "Corporate Image". However, a company's "Corporate Image" isn't always a true picture of what goes on . . . as you'll discover when the Editors bring you

A MAD PEEK BEHIND



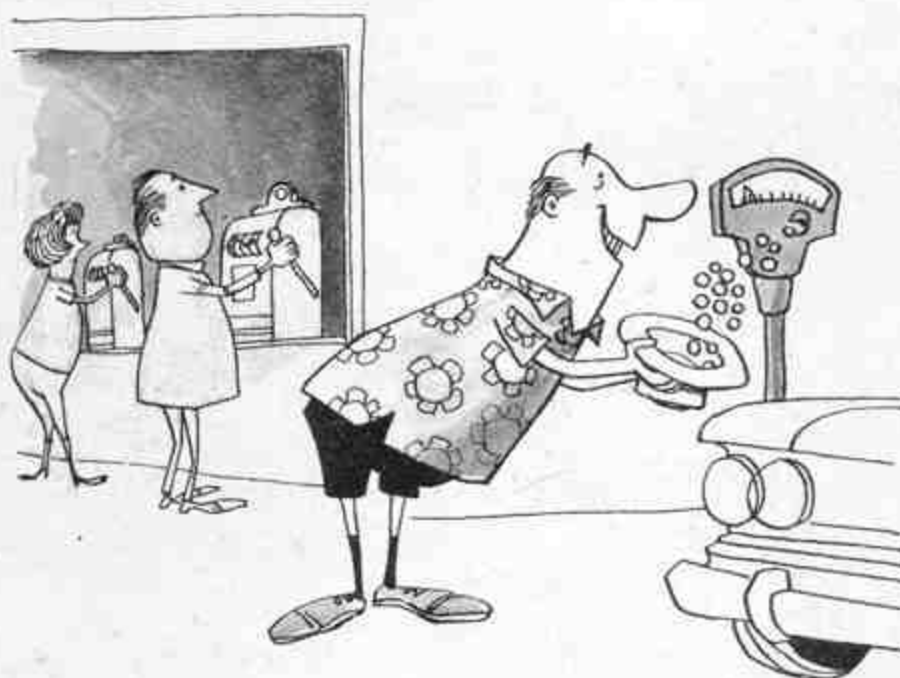
BOARD MEETING AT THE "MILTOWN TRANQUILIZER" COMPANY



THE MAIN OFFICE OF THE "PEPSI-COLA" COMPANY



THE OFFICE OF "ITALIAN SWISS COLONY WINES"



A LAS VEGAS PARKING LOT

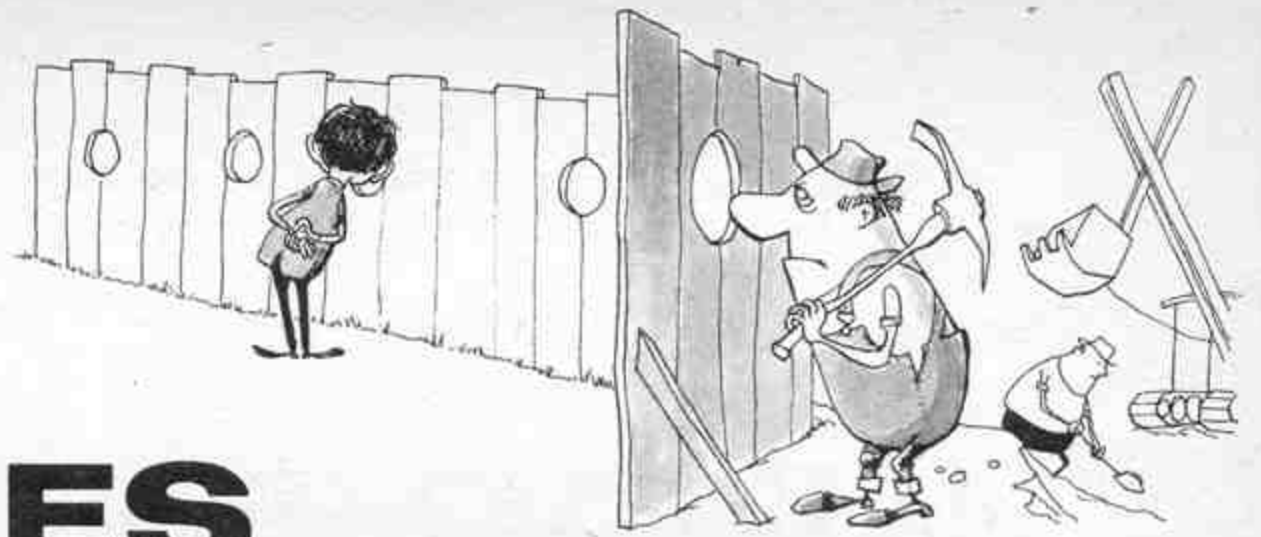


THE OFFICE OF THE "REYNOLDS TOBACCO" COMPANY



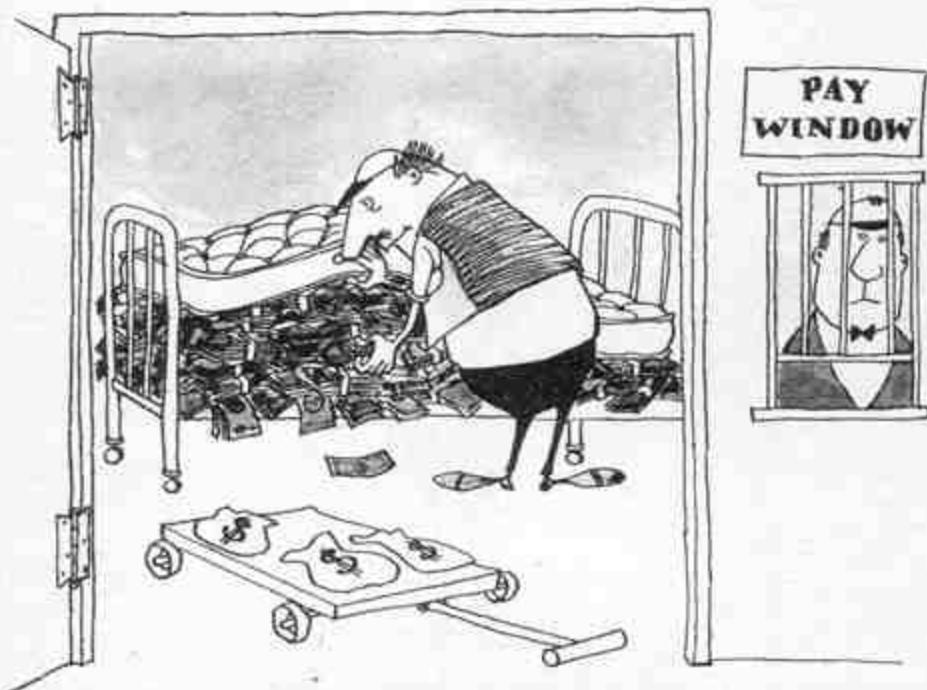
TODAY'S MOTION PICTURE CENSORSHIP BUREAU

••Touring prophets are known as "sight-seers."••



THE SCENES

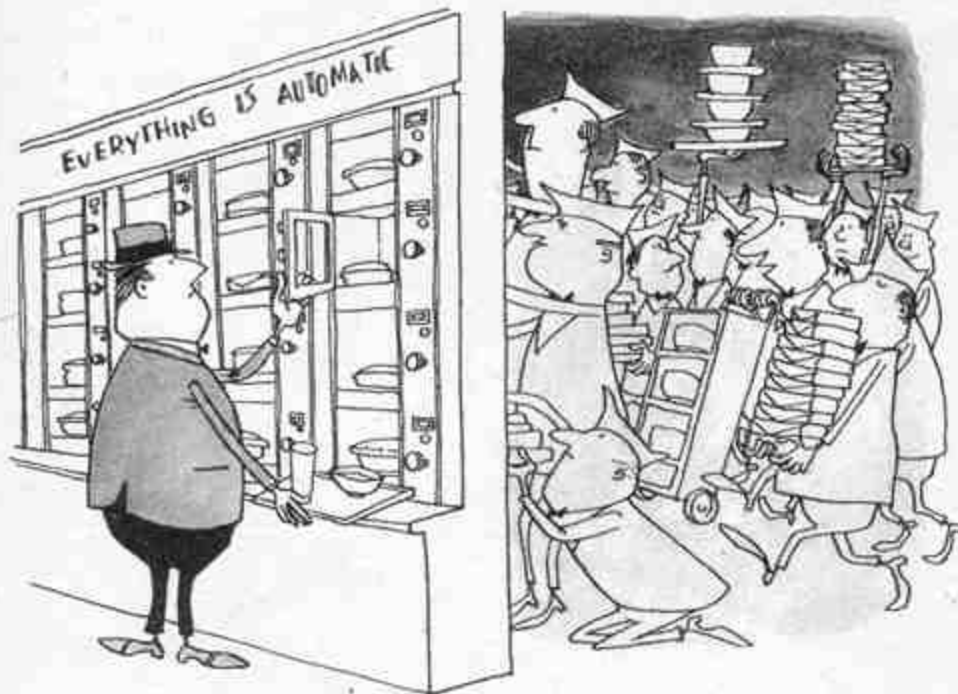
WRITER & ARTIST: DAVID BERG



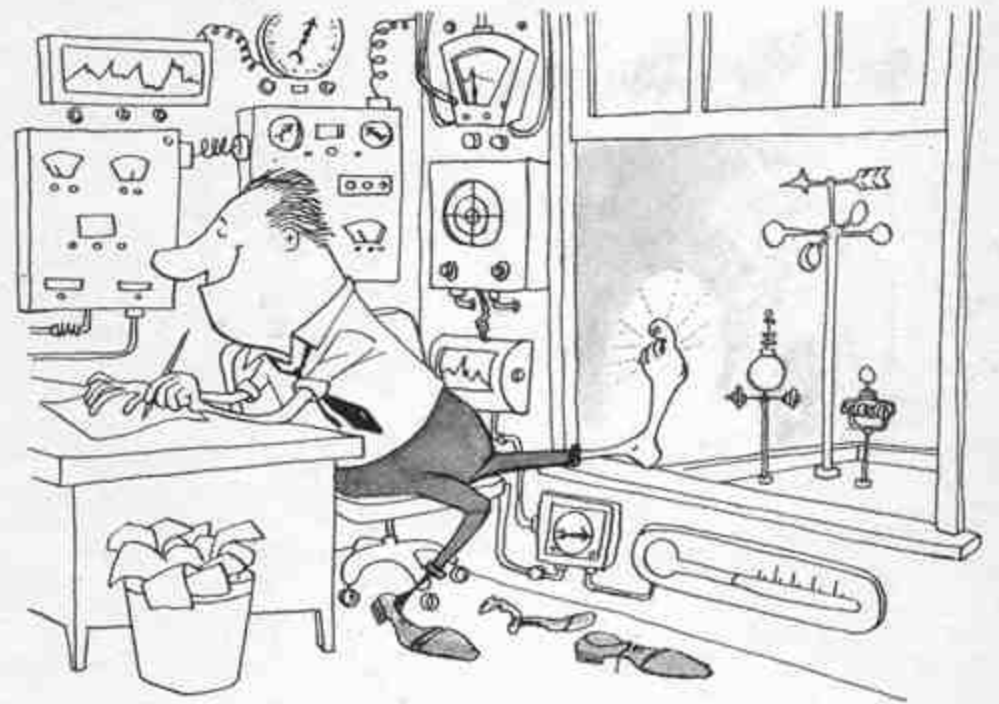
THE PAYROLL OFFICE AT THE "MOSLER SAFE" COMPANY



THE OFFICE OF "PAN AMERICAN WORLD AIRWAYS"



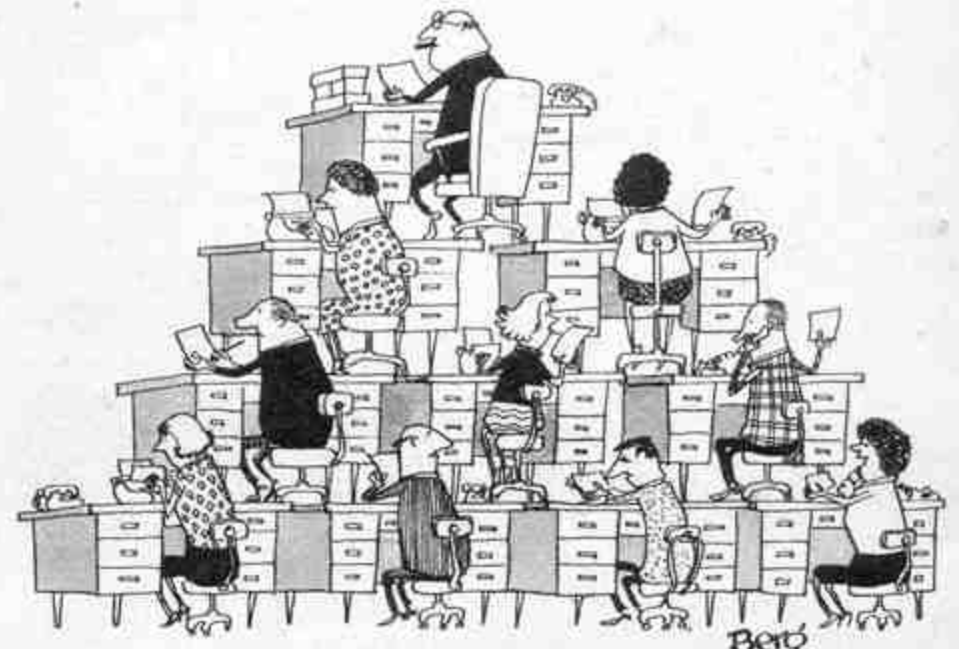
THE AUTOMAT



THE UNITED STATES WEATHER BUREAU



THE "ARPEGE PERFUME" FACTORY



THE MAIN OFFICE OF THE "A & P"

You may not believe this, but 4,378 new paperback titles hit the newsstand book racks every time your watch ticks (unless you forget to wind it!) Now, we at MAD are all for "culture" . . . but let's face it: Most of these paperback books contribute very little to the cause! (Granted, MAD contributes very little to the cause, too . . . but

PAPERBACK

LOVE STORIES

ARTIST: BOB CLARKE



CRIME STORIES



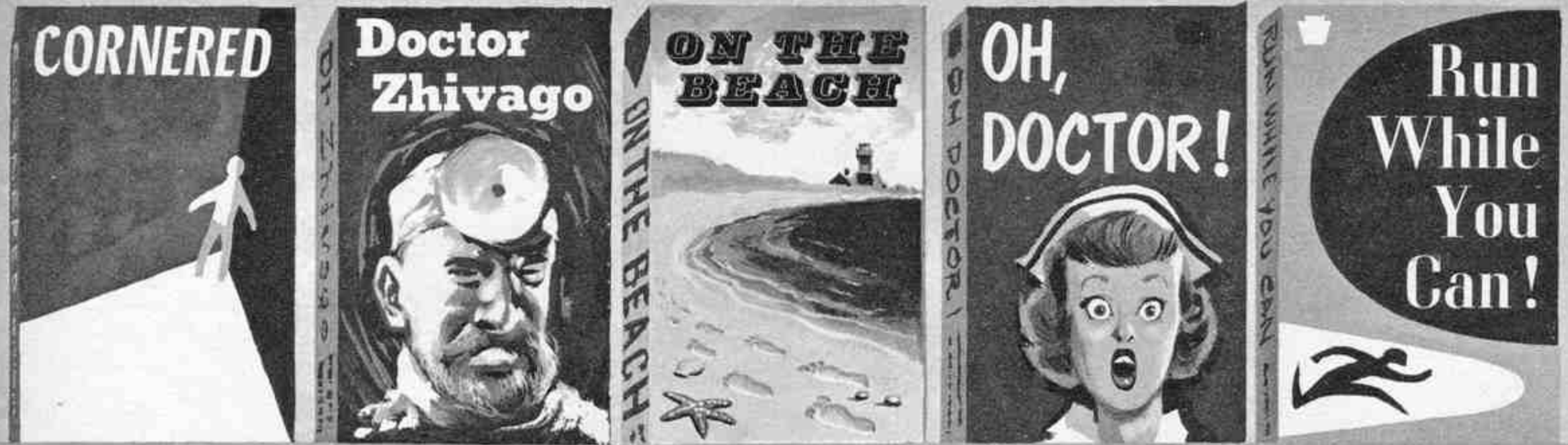
WESTERN STORIES



that's another article!) Besides, there are just too many paperback books for anyone to read them all. So we've come up with a game in which you can get more "culture" out of reading the titles than reading the books. Yes, gang, you can save your time, eye-sight, and mainly lots of money by playing MAD's new title-reading game called . . .

ROULETTE

WRITER: SY REIT



SUCCESS STORIES



Warkes

CONFESSION STORIES

I WAKE UP
SCREAMING



ALL
SHOOK
UP



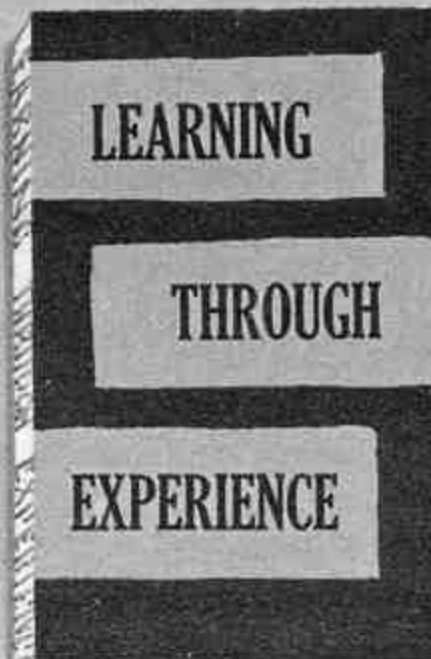
Night
After
Night



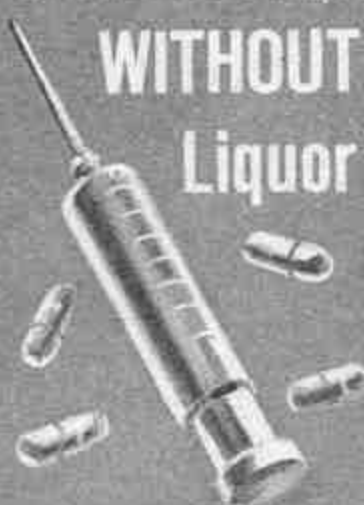
LEARNING

THROUGH

EXPERIENCE



How to Live
WITHOUT
Liquor



SELF-IMPROVEMENT & PHILOSOPHY

HOW TO
WIN
FRIENDS
AND
INFLUENCE
PEOPLE



GO
NAKED
IN THE
WORLD



HOW TO
KEEP FROM
DROWNING



DON'T
GO
NEAR
THE
WATER



HOW TO
SLEEP
WITHOUT
PILLS



LIE
DOWN IN
DARKNESS



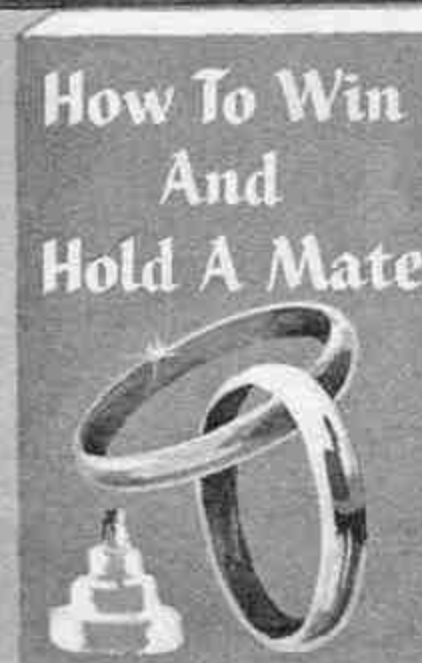
HOW TO
MAKE
MORE
MONEY



STEAL
BIG



How To Win
And
Hold A Mate



Never
Love a
STRANGER



WHAT
IS LIFE?



UTTERLY
MAD



We all love to read newspaper gossip columns, because they give us poor slobbs intimate glimpses into the exciting lives of glamorous celebrities. But the trouble with gossip columns is: They're all misleading! For one thing, columnists greatly exaggerate commonplace events to make them exciting. For another, most columnists have certain favorite people whom they always praise, and certain other people whom they knife at every opportunity. As a result, some celebrities are always getting

clobbered in print, no matter what they do, while others invariably come out of every scrape smelling of roses. Also, when a columnist is stuck for material, he stirs up trouble by inserting provocative items in the form of questions, leaving the rabid reader free to draw his own evil conclusions, and thus protecting himself from lawsuits. To show you what we mean, first we'll sample a few hot items from a typical column, and then we'll take you behind the scenes for the truth... as MAD shows you

HOW TO READ

BETWEEN THE LINES, AND FILL IN THOSE LITTLE DOTS (...) IN

A GOSSIP COLUMN

ARTIST: GEORGE WOODBRIDGE

WRITER: DON REILLY

HERE IS A SAMPLE ITEM FROM A TYPICAL GOSSIP COLUMN ABOUT A CELEBRITY WHO'S A FRIEND OF THE COLUMNIST:

Wanda Turquoise, in addition to being a busy movie actress, is also a wise and devoted mother. She keeps close tabs on her young son's education, never allows him to watch the gory violence so prevalent on TV...

AND HERE IS THE TRUTH, WHICH SHOWS THE COVER-UP:



HERE IS A SAMPLE ITEM FROM A TYPICAL GOSSIP COLUMN ABOUT A CELEBRITY WHOM THE COLUMNIST DOESN'T LIKE:

We can't reveal her identity, but we know a famous Hollywood star who got so annoyed at playboy-director Elia Shpielia's attempts at petting that she bit him, and chewed up his trouser leg for good measure...

AND HERE IS THE TRUTH, WHICH SHOWS THE CLOBBERING:



NOW LET'S TAKE A LOOK AT AN ENTIRE COLUMN TO SEE WHAT ITEMS ARE COVER-UPS, AND WHAT ITEMS ARE CLOBBERINGS...



Not me! You're taking those brats!

Oh, no! I'm not getting stuck with them!



Shucks, those furriners even made me carry m'own luggage!



Walter Windfull In New York

Those two wonderful screen favorites, Tony Blurtz and Janet Leak, are breaking up their love nest. But since they're both such loving and devoted parents, they're waging a terrific battle over custody of the children... Word is going around that Jack Lemon has gone sour on his latest sugar... Looks like our prediction that song-stylist Abbe Lung would flop at her Las Vegas opening came true. The customers left in droves the minute she came on!

Rip Tore, Tab Collar, Ram Rod, Crank Case, Tad Pole, Cam Shaft and Steel Wool in town en masse to promote their new movie, "All The Brothers Were Anemic"... We hear that Tondalayo Furd, the dee-lovely, dee-lightful Broadway and Hollywood nite-club thrush, has worked out an arrangement with Uncle Sam's revenoo boys to pay off that big chunk of back taxes she owes, thus making monkeys out of all those smart-alecks who said she'd never be able to do it!

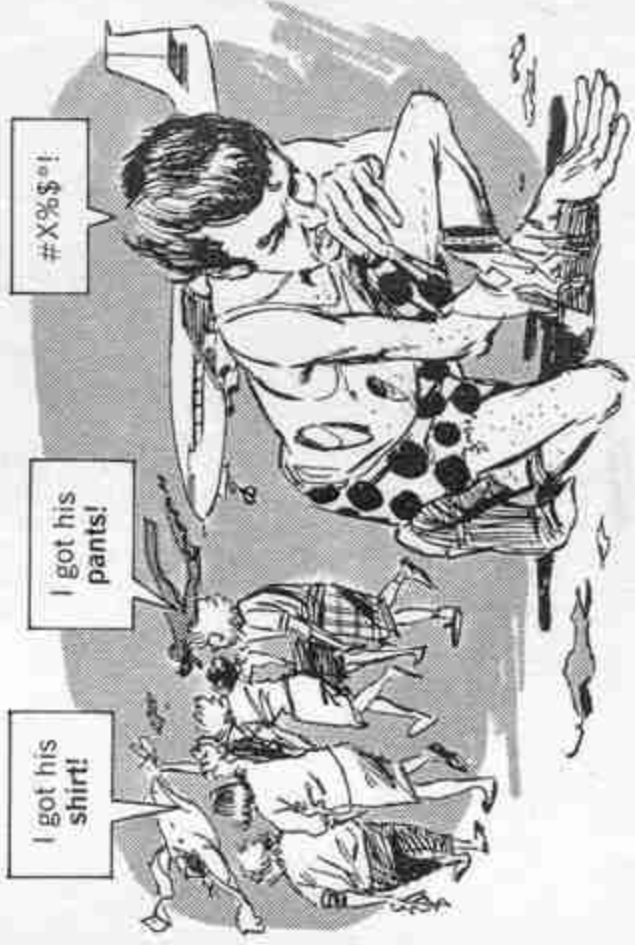
Seems to us that young Rock 'n Roll star, Frankie Abalone, is getting too big for his britches. He was heard to utter some very unkind remarks about his fans after they greeted him enthusiastically when he flew into N.Y.'s Idlewild Airport... Famous hostess Elsa Mixwell annoys her guests lately by excusing herself after one of her indigestible dinners to swig stomach remedies while they stand around belching... We've got it on good authority from one Hollywood leading lady recently returned from Europe that all that stuff about European men being dashing lovers and gallant hand kissers is so much bunk!

Tennessee Sweetnam, the playwright, is working on a new one about a disturbed young Southern politician who flees an unhappy love affair back home and gets a job as a street cleaner in New York, only to fall in love with his broom... All show biz would be saddened if they knew that comic Steve Alum prefers spending his free time with a beautiful model and a bottle instead of his lovely wife, Jean Mildews!



Good evening, ladies and—

FIRE!
FIRE!



I got his shirt!

I got his pants!

#X%\$@!



French import, Corrine Cutlet, tried to enditall by taking an overdose of sleeping pills, but she scoffed a bottle of benzedrine tablets by mistake. Friends plan to put her under a doctor's care as soon as she comes back down to earth . . . Jason Crowbars, Jr., the B-way thespian, has been Lauren Bacool's house guest for some time now. Could there be wedding bells in the making, kids?

Tobo, The Dog-Faced Boy, of circus fame, and his missus delighted with their first litter . . . Maybe the respective spouses of the darling of the International Set, Naomi Van Funk, and Count Manny Kreplach better start consulting the Yellow Pages under "Lawyers". Naomi and the Count were seen exchanging torrid whispers in a Rome hot spot!

Bobby Daring, soundsational ditty walloper, feels he is well enough established in the record business to bring out a disc that doesn't sound like "Mac, The Knife" . . . TeeVee's Dr. Joyce Bothers is one of the best-looking headshrinkers we've seen in many a day. Her hubby is a lucky man to have such an attractive, intelligent wife who knows all the answers when it comes to maintaining domestic bliss.

Pub-crawlers making a big fuss over Don Tickle's, who has a unique method of handling ringside hecklers. Instead of insulting them, Don whips out a .38 and lets them have it right between the eyes . . . We went over to see Jack Purr when we heard he was laid up in the hospital, thinking we could put aside our differences. Should have saved our time, however, because Jack didn't even offer to shake hands!

You saw it here first: The U.S. Government will call in a big Madison Ave. ad agency to establish a favorable image of nuclear bomb tests. Theme of the campaign will be: "For the first time in your life, a bomb that's really clean!" . . . The Duke and Duchess of Finster, the world's most charming and glamorous couple, are visiting Gotham plush spots this week — a sight to gladden the heart of this old colymunist, as the Duke and Duchess never seem to tire of the gay social whirl, or each other. Ah, love!

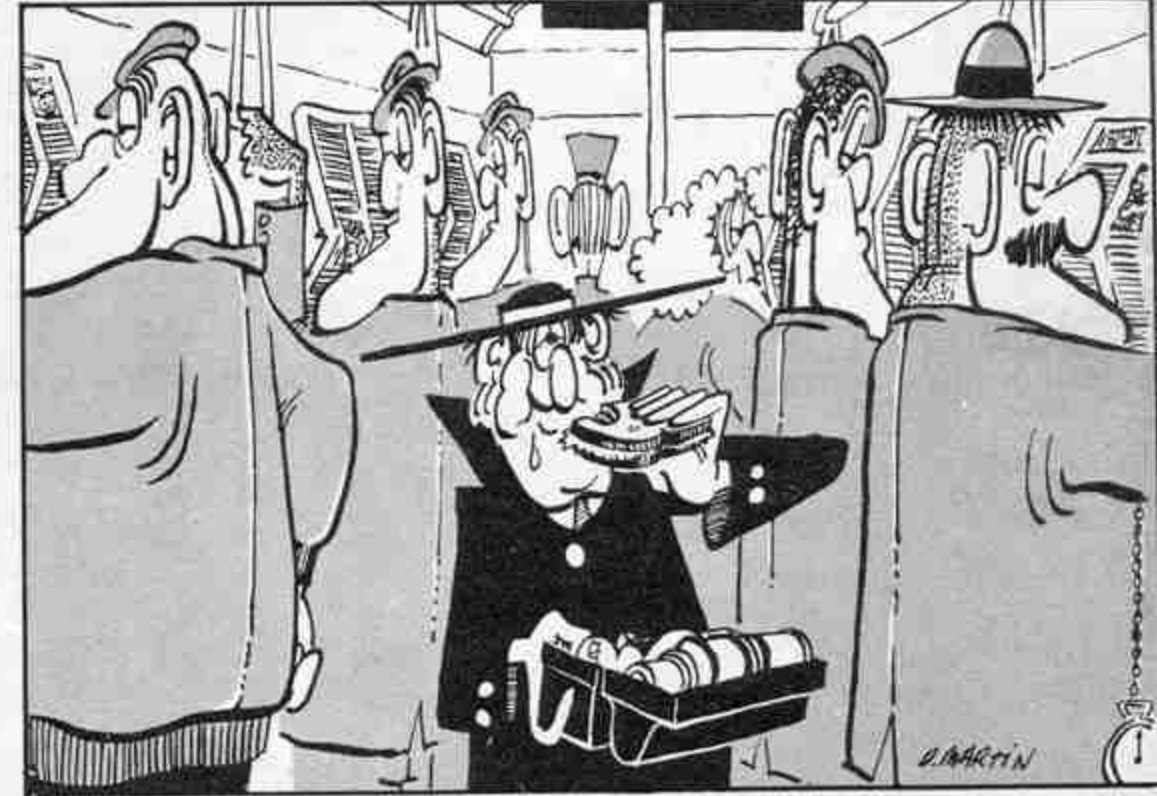
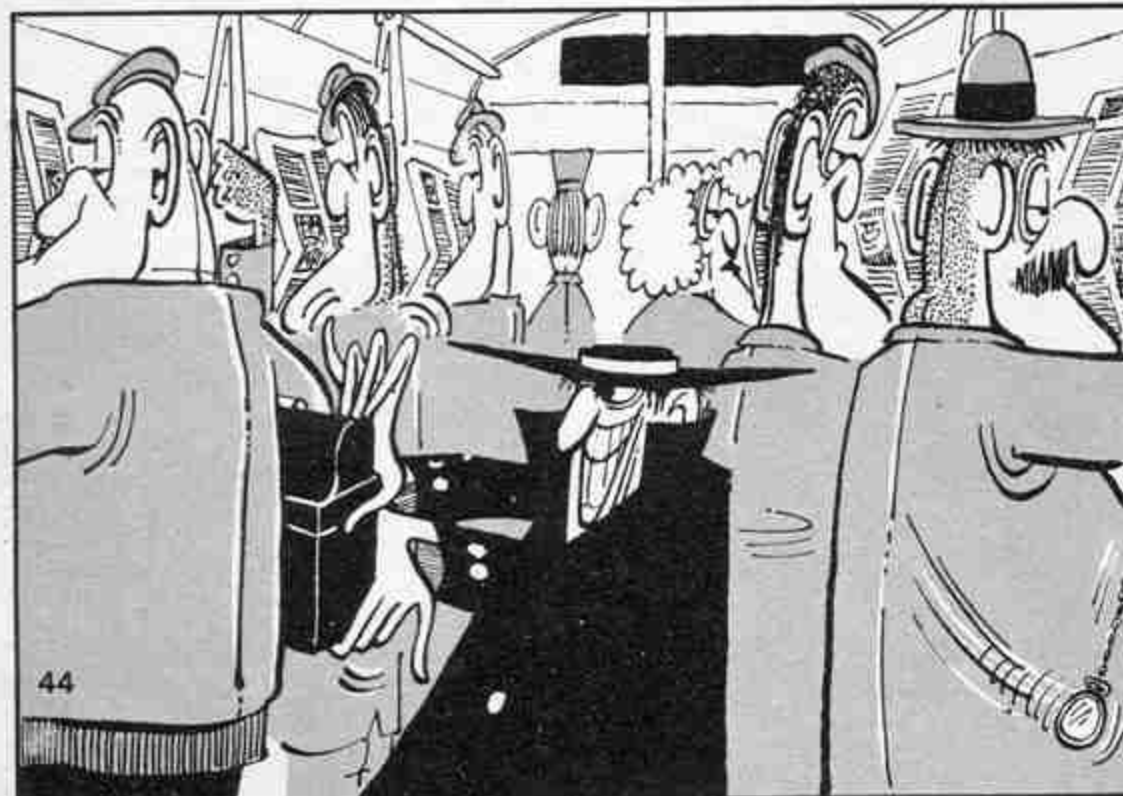
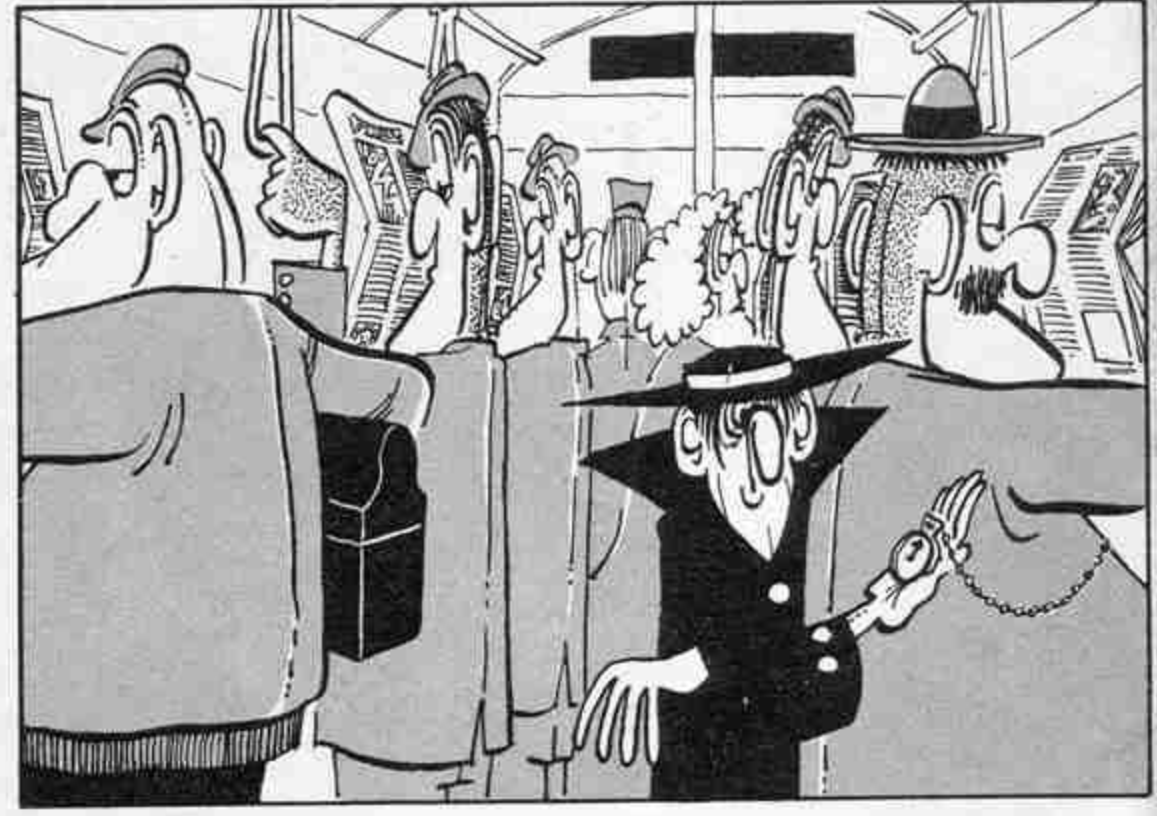
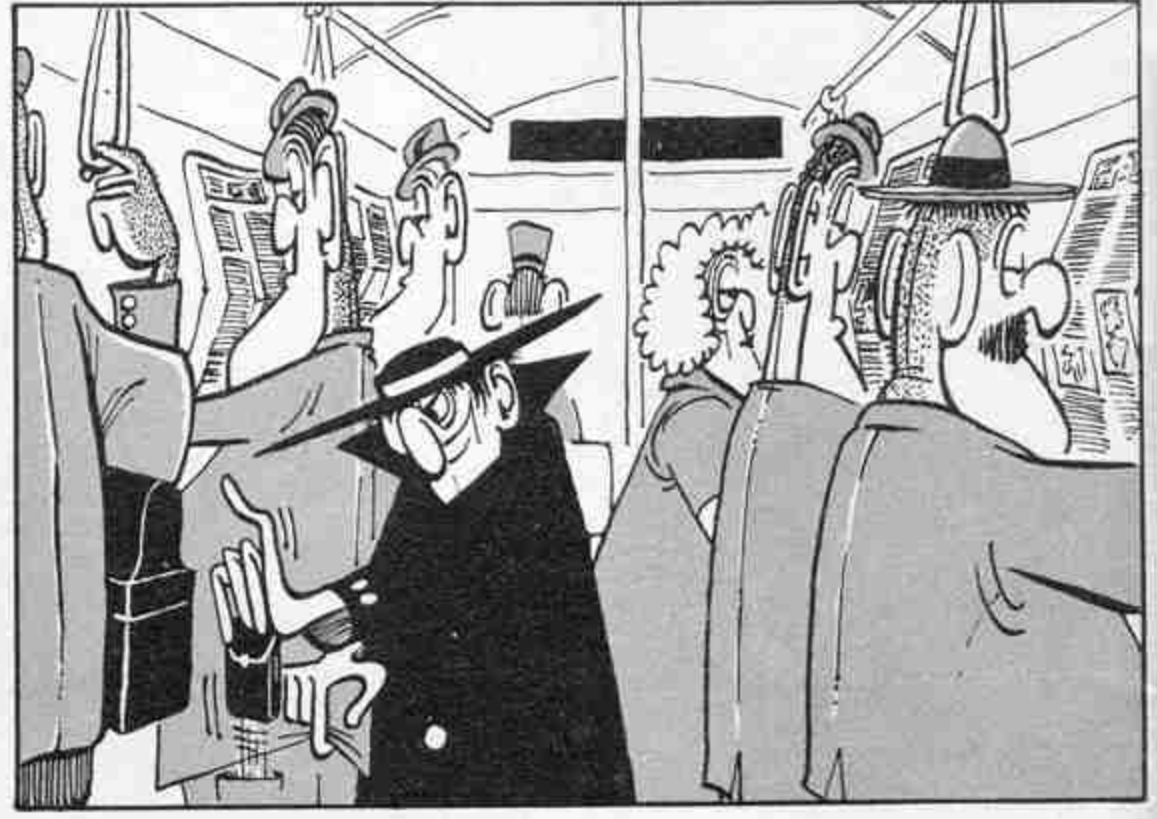
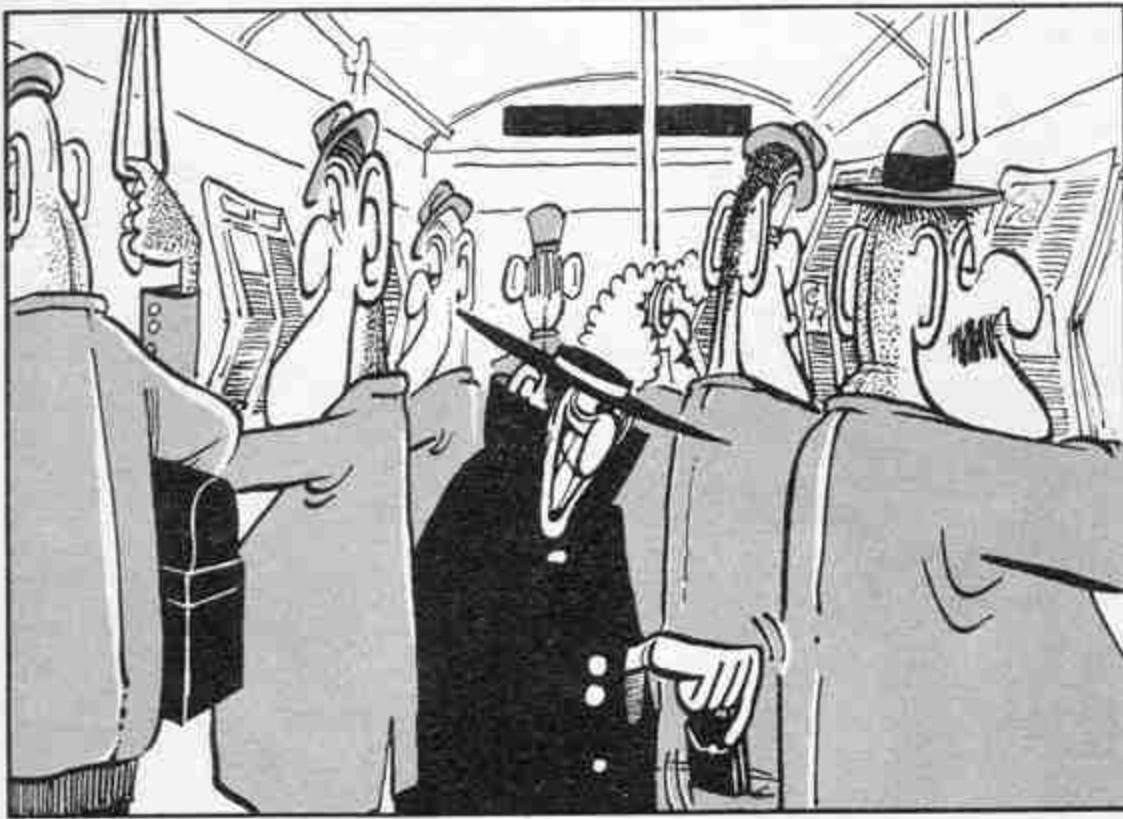
Cinemogul Spyro Gyro outfitted his Mediterranean yacht to look like a Pirate Ship of old, and took a passel of society guests aboard for a Buccaneer Party. Spiro, who's a stickler for authenticity in everything he does, climaxed the cruise by having his entire crew walk the plank—to the delight of the gay assemblage. He sails for Copenhagen just as soon as he can round up a new crew . . . Saw Lana Languid and Moe Orless supping at The Jade Fingerbowl last night. Lana was in tears. Looks like a smashup of their marriage, which I predicted wouldn't last when they tied the knot!



DON MARTIN DEPT. PART III

Even before he became an artist (and some say he still isn't one!)
Don was always good for a "lift"... especially when he worked as

THE PICKPOCKET



In 1836, one of the greatest chapters in U.S. history was written by the brave men who defended "The Alamo." Today, almost every American knows and respects the *historical facts* behind this great heroic event. The few that don't, it seems, are in the moving picture business. You'll see just what we mean as...

MAD VISITS JOHN WAYDE ON THE SET OF "AT THE ALAMO"

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



Howdy, folks! I'm John Wayne... here on the set of "At The Alamo". While we're getting ready to shoot the last battle scene, I'd like to tell you a little bit about this great motion picture masterpiece. I've produced, directed and starred in this movie because I believe in America, because I believe in Freedom, because I believe in heroes, and mainly because I believe it'll make a bundle of dough!

"I've been asked how I managed to raise \$12,000,000 to make this film. Well, all I did was go to my friend Clink Merchantman. You see, I also believe in Texas Oil Millionaires..."

"My next move was to hire a top-notch historical writer to do the screenplay—someone familiar with the story of Texas independence—a scholar who could make those pages of history come alive, by twisting facts and sneaking in sexy girls at the most improbable moments..."

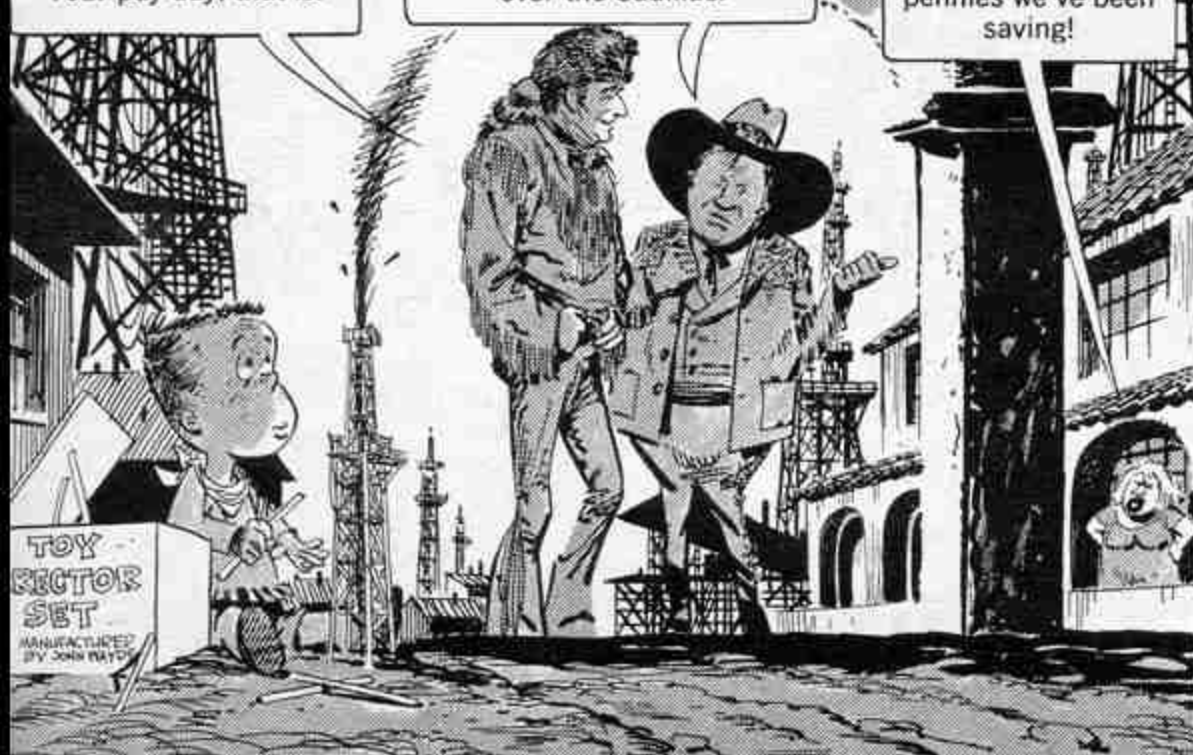
Clink, I've got a little free time so I thought I'd knock out a 3-hour and 38 minute film on The Alamo. Could you lend me, say, \$12,000,000 till Pay-day? Your pay-day, that is!

John, you must be insane! I don't have anywhere near that amount of money... in these pants. But if you'll go into the kitchen, you'll find a cookie jar in the closet over the Cadillac!

Clink! You're not going to blow our pin money on a silly movie! You promised you'd buy me New Zealand with those pennies we've been saving!

Tell me, Jim! What's your historical movie writing background?

Well, I wrote "How Benedict Arnold Got the Congressional Medal of Honor," starring Steve Reeves and Sofia Loren; "Napoleon Bonaparte, The Tall Swedish Emperor", with Gary Cooper and Jayne Mansfield; and "Abe Lincoln Meets A Chorus Girl," with Anita Ekberg in the title role... I forget who played the chorus girl!

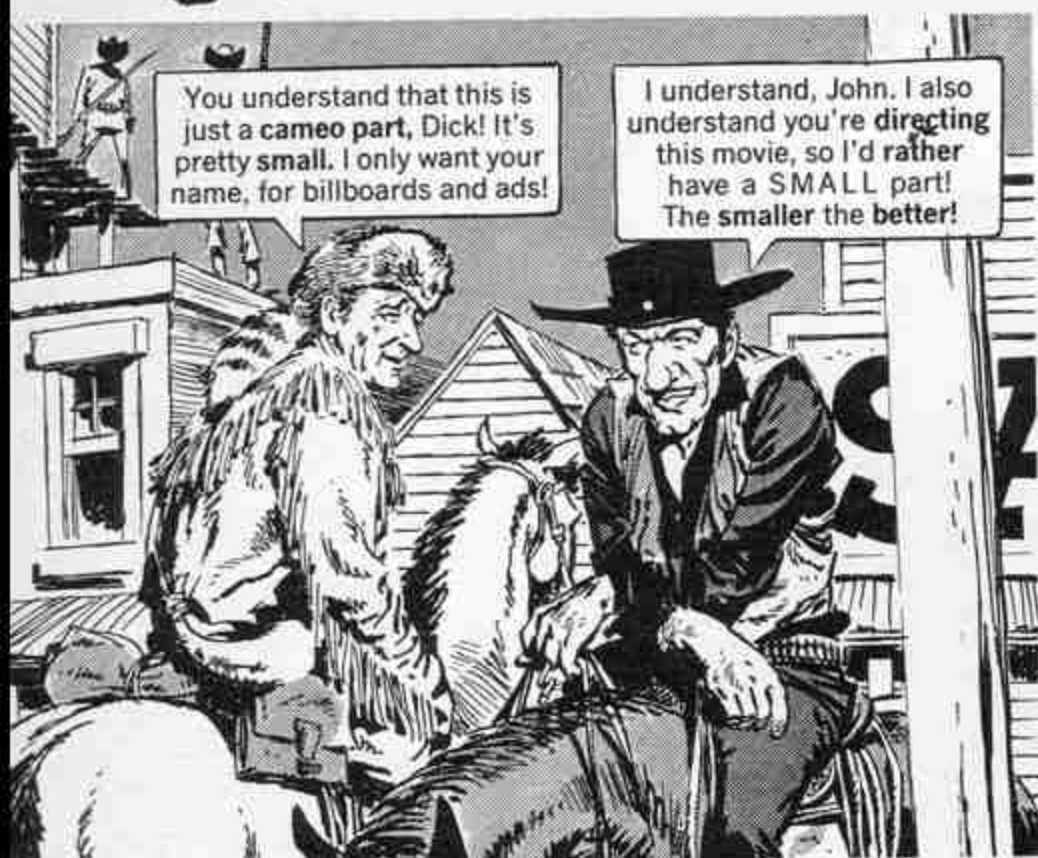




"Next came the vital job of casting the movie. In order to coax the TV audiences out of their living rooms and into the theaters to see it, I decided to hire a popular TV star to play Sam Houston..."



"Finding stars like Richard Boone to play Sam Houston, Richard Widmark to play Jim Bowie, and me to play Davy Crockett was easy. What concerned me more was pleasing the folks to who go to movies to see good acting. So I imported Laurence Harvey, of "Room at the Top" fame, from England, to play the role of Colonel Travers..."



You understand that this is just a **cameo part**, Dick! It's pretty small. I only want your name, for billboards and ads!

I understand, John. I also understand you're **directing** this movie, so I'd rather have a **SMALL** part! The smaller the better!



I say, John! I **rahly** don't think I can be very convincing as an arrogant commahnder from South Carolina with this English accent!

Don't worry about a thing, Larry! Practice talking with a Southern accent for the first few scenes, and then you can **drop it**. Nobody will notice the difference!



"But, to protect our \$12,000,000 investment and insure a profit, it was important that we attract the most **important** movie-going audience of all!"



How about this important American historical figure I just **made up** this morning, John? We'll call him **Smiddy**, and make him a teenager who sings historical Alamo rock 'n' roll songs! I warn you, though—if you include him in the film, it may mean 10 million teenagers at the box office...

I **believe** in this picture, Jim, so I'm willing to make **sacrifices**! I'm also willing to **gamble**! I'm casting Frankie Avalon, here, to play **Smiddy**! How's that for guts?

I met m'bay-bee at the—at the—**A-a-ala-mo!**



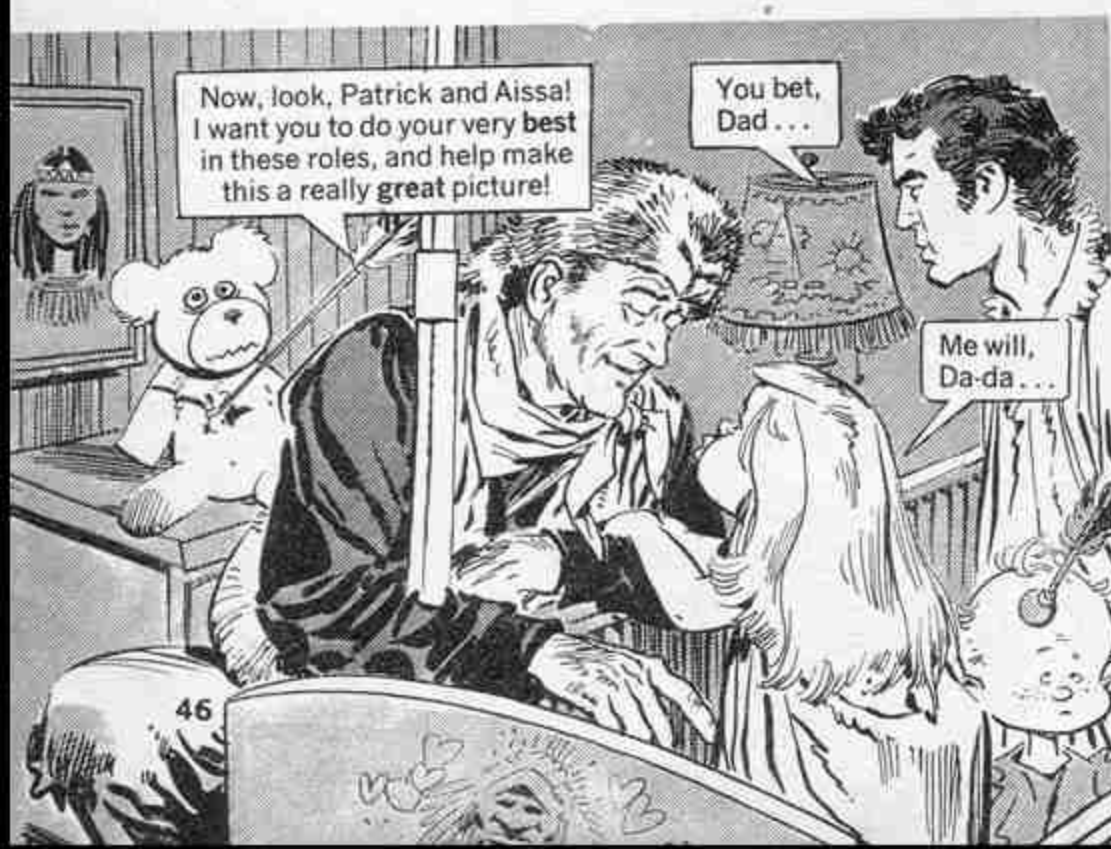
Incidentally, **Frankie!** We're all letting our hair grow **long and wild and unkempt** for this movie... so you'll have to get yours trimmed to match! Okay...?



"The casting was complete except for two important roles, little Lisa Dickinson, and Captain Bonham. After weeks of intensive scouting and interviewing the world's finest talent, I finally found the two stars who were **made** for these roles..."



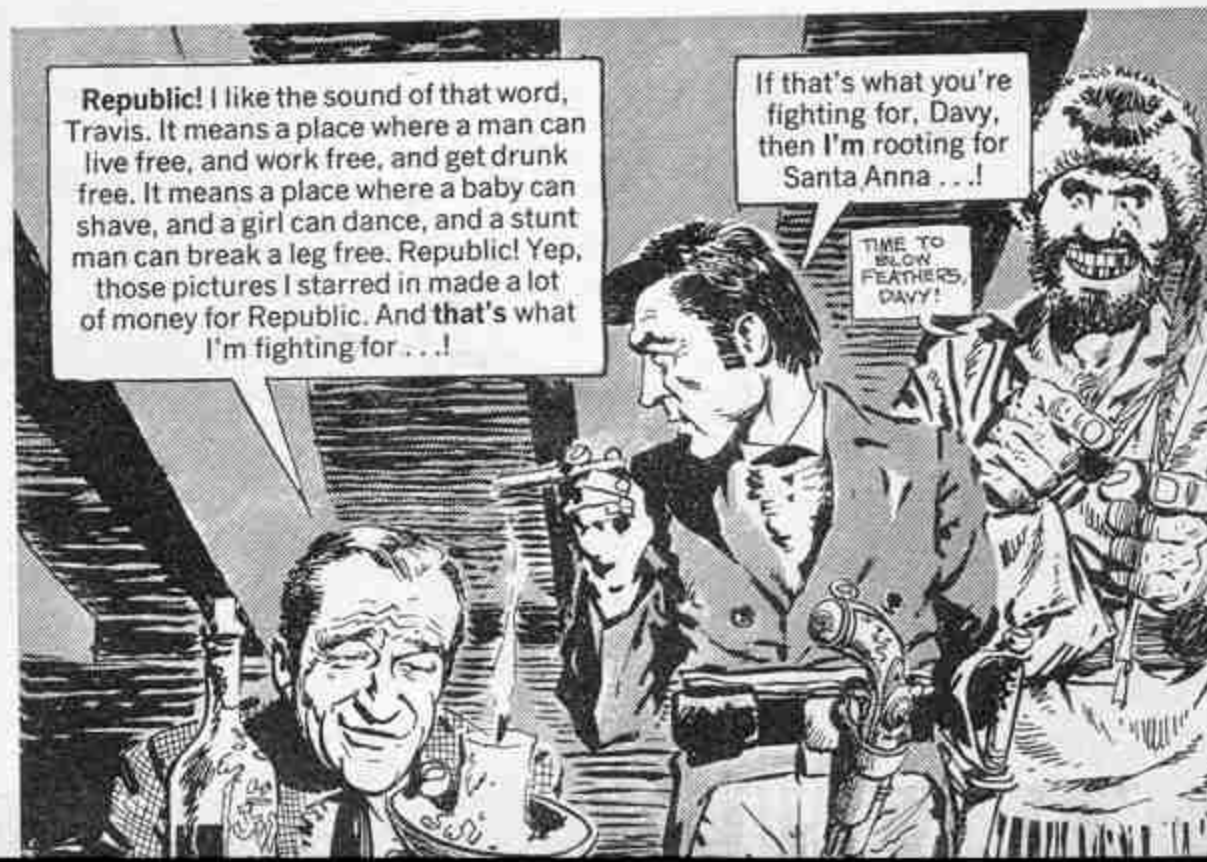
"As we all know, the **longer** the picture nowadays, the **greater** it is. Well, we had a greatness problem right from the start. Namely, how to add three hours to an exciting half-hour assault on the Alamo by the Mexican Army. One way was to pad the time with lengthy speeches about freedom..."



Now, look, Patrick and Aissa! I want you to do your **very best** in these roles, and help make this a **really great picture**!

You bet, Dad...

Me will, Da-da...



Republic! I like the sound of that word, Travis. It means a place where a man can live free, and work free, and get drunk free. It means a place where a baby can shave, and a girl can dance, and a stunt man can break a leg free. Republic! Yep, those pictures I starred in made a lot of money for Republic. And that's what I'm fighting for...!

If that's what you're fighting for, Davy, then I'm rooting for Santa Anna...!

TIME TO BLOW FEATHERS, DAVE!



"Another way to run a picture 3½ hours so we can charge \$3.50 for reserved seats is to fill the time with events in the lives of the Alamo heroes. But rather than deal in historical facts, which would require research, we did the next best thing: we lied..."

Davy Crockett, you're a good man—taking time off from your busy schedule defending the Alamo to perform an act of kindness for another human being, namely making love to a beautiful young Mexican widow like me.

Flacker, you're so purty, you don't seem real. Come to think of it, you're not! My writer made you up, too!

Now, give me a long, lingering movie kiss. We got 2 hours and 46 minutes to kill before the actual attack—when the picture really starts!



"Naturally, while killing all this time, I made excellent use of the great historical rock 'n roll voice of Frankie Alavon as Smiddy..."

Here's to the gi-ir-lies,
Beaut-i-ful gi-ir-lies,
Rock, rock, rock,
Around the Al-a-mo...

Poor kid! Look how he tries to sing... knowing that in a few days, he could be dead!

Yeah! That mean, rotten Santa Anna!

What—Santa Anna?! I'm talkin' about Dick Clark! Clark don't play his records... and in a few days, he's dead!

YOU'RE ON THE WRONG SET, MAC!



"By the way, I'd like to mention the superb, realistic job performed by my make-up department. Here we see Capt. Dickinson's wife—a plain, average, gorgeous blonde... you know, the type you'd find defending any Alamo! Notice how battered she is from the rigors of life in a besieged, disease-ridden fort..."



"Now we see the same Mrs. Dickinson after the long, bitter battle which reduces the fort to rubble..."

Does she... or doesn't she?

Only her Alamo hairdresser knows for sure!

Poor Mrs. Dickinson! Look at that malignant three-inch smudge spot on her cheek!

And look at that deadly mascara stain on her nose! Ugh! I can't bear to see a beautiful woman made ugly by the ravages of a movie war!



"One more point: Actually, in 1836, the Alamo defenders hated the guts of the enemy. But in my film, I have the Americans love and admire the Mexican army. After all, men are brothers, time heals all wounds, and why keep today's sensitive, movie-going Mexicans away from the box office...?"

"Well, folks! I've got to leave you now. I see they're ready to shoot the final battle scene... the one in which I get killed! After which, I've got a conference about my next historical motion picture masterpiece, "The Siege of Montgomery Ward" with my two writers, Grace Metalious and Nick Kenny. See you around..."

Say, here comes that real nice bunch of Mexicans, led by their heroic General, Santa Anna, ready to bravely blow our brains out!

Even as I kill them, I feel proud of them, because I can't help admiring their courage!

Think how much more courageous they'd be if they outnumbered us 50 to 1, instead of just a measly 35 to 1!

Quiet on the set!

Here comes Mr. Wayne!

Get ready for the attack!

Lights! Camera! Action...

Here they come!

Where is he?

Where's John Wayne?

We gotta kill John Wayne!

Cut! CUT!

SCENE 47
TAKE 1

THIS PICTURE'LL NEVER SELL!

I'LL SEE IT ON TV FOR NOTHIN'!

ANYHOW... WESTERNS ARE PASSE!

**Talkative students graduate college "summa cum laud."

You idiots! This is a motion picture! You're gonna kill Davy Crockett—not John Wayne! You're supposed to be MEXICANS!

Mexicans-Shmexicans! We're gonna kill John Wayne... for making us sit through this 3½-hour MISERY!

There he is!

Let's get 'im!

Well, General Santa Anna! Now that we've wiped out this "Alamo" movie company, what next...?

Next, I take my army of movie-goers, and we wipe out Charlton Heston, for 3½ hours of "Ben Hur"...

And then we wipe out Kirt Dougless for 3½ hours of "Sparticuss"...

And anybody else who tries pictures like this again!

IF YOU VALUE YOUR SANITY...

BEWARE...

THE IDES OF MAD

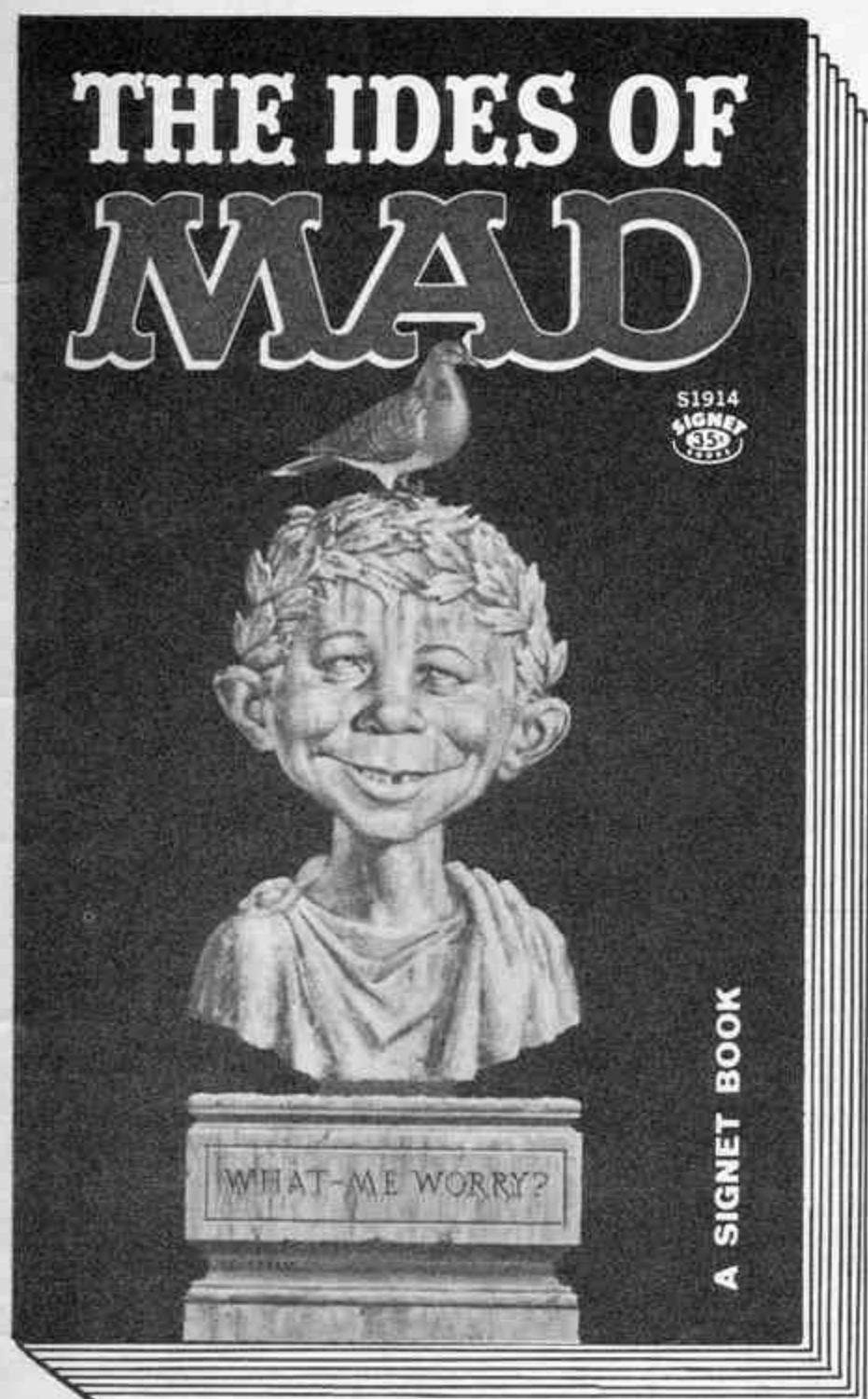
YES, THE EVIL THAT MAD'S
DONE LIVES AFTER IT...

... as, stab after stab, it assassinates

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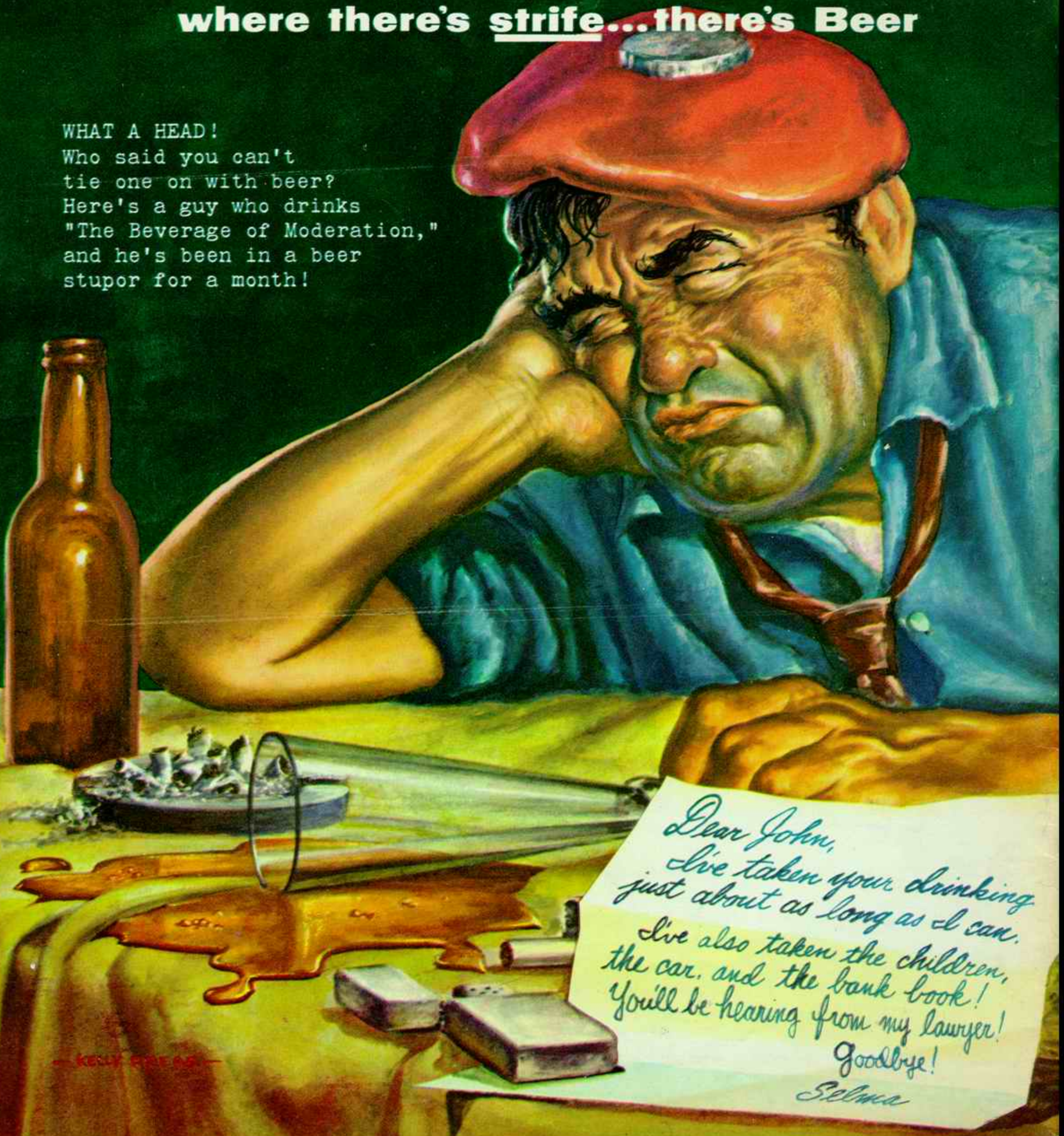
Sadder...

But wiser

where there's strife...there's Beer

WHAT A HEAD!

Who said you can't
tie one on with beer?
Here's a guy who drinks
"The Beverage of Moderation,"
and he's been in a beer
stupor for a month!



Dear John,
I've taken your drinking
just about as long as I can.
I've also taken the children,
the car, and the bank book!
You'll be hearing from my lawyer!
Goodbye!
Selma