

No.
69
March
'62

MAD

OUR
PRICE
25¢
CHEAP



KELLY
FREAS.

LIBERTY MUTILATE

The company that stages auto accidents



PHOTO BY LESTER KRAUSS

Hoo Boy! This is gonna be a gory one!

THIS ACCIDENT NEVER HAPPENED! It was staged by us to catch your beady little eyes . . . so we can sell you some insurance. The way we figure, everybody has a little bit of sadism and a little bit of masochism in them. First we grab the sadist in you with a gory accident scene, and then we appeal to the masochist in you by insidiously implying that this mess could easily have happened to you. Then, when you're good and scared, we make our pitch. You'd be amazed at how much insurance we've sold lately using this great ad campaign. Incidentally, here's how Liberty Mutilate

stages an auto accident: ■ First, we visit a "Used Car" lot and pick up a beat-up old second-hand car — cheap. ■ Then we drive it out to a likely spot, and smash it into a tree, or a wall, or another beat-up old second-hand car. ■ Next, we add a few finishing touches with sledge hammers and crow bars. ■ Then, we hire some actors, bandage them up, squirt ketchup all over them, and pose them around the phony wreck. And finally, to cover us, because "location shots" often run into legal difficulties, we insure the entire crew with some reliable company — like "All-State".

LIBERTY MUTILATE INSURANCE COMPANY • HOME OFFICE: BOSTON, MASOCHISTIC



MAD

"Alarm clocks invariably scare the daylight into people!"

—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner

EDITORIAL ASSOCIATES: Jerry De Fuccio, Nick Meglin

LAWSUITS: Martin J. Scheiman **PROPAGANDA MINISTER:** Larry Gore

SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano

CONTRIBUTING ARTISTS AND WRITERS:

The Usual Gang of Idiots

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Printed in U.S.A.

VITAL FEATURES

PARENT PICTURES5



MAD imagines the kind of "parent pictures" a baby could take and carry in his diaper to show to the boys down at the nursery.

TOP NEWS STORIES OF 196210



MAD gazes into a crystal ball, previews '62's top news stories before they happen and succeeds in making a glass of itself.

THE DENTIST14



Our white-coated friends with their drills get the "needle" in this article expressing our sentiments: mainly "Yanker, Go Home!"

ADULT MODEL BUILDING KITS21



For satiric purpose, most **MAD** articles pull things apart. Here's one article, however, which shows how to put things together.

PADDED MAGAZINE STORIES27



To a magazine writer who gets paid by the word, we say: Never mind what the Wordsworth, the sentences are much too Longfellow!

CAPSULED DESCRIPTIONS32



A capsuled description is often better than the TV show itself, just as this capsuled description is better than the article!

TV ADS WE NEVER GOT TO SEE36



We bought a cheap spread about a famous margarine TV ad. Now we wonder if we'd've been better off with an expensive spread.

LESS VIOLENT TV SHOWS42



If excessive violence on TV is removed completely, the only thing left with any solid impact will be Mitch Miller's downbeat.

WE TOOK A DIVE!

... MAINLY INTO OUR "TRUNKS"
... AND CAME UP WITH...



This 11th paperback collection of articles from our "trunks" of past issues will improve your "footwork"—when you kick it into the garbage pail after you find out what it's all a "bout".

NOW ON SALE!

Or yours by Mail for 40c

----- (use coupon or duplicate) -----

MAD POCKET DEPARTMENT

850 Third Avenue, New York 22, N. Y.

Please send me ☐ **FIGHTING MAD**

Also, please send me:

- ☐ The MAD Reader
- ☐ MAD Strikes Back!
- ☐ Inside MAD
- ☐ Utterly MAD
- ☐ The Brothers MAD
- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides of MAD

I enclose:

- ☐ 40¢ for 1
- ☐ 75¢ for 2
- ☐ \$1.05 for 3
- ☐ \$1.40 for 4
- ☐ \$1.75 for 5
- ☐ \$2.10 for 6
- ☐ \$2.45 for 7
- ☐ \$2.80 for 8
- ☐ \$3.15 for 9
- ☐ \$3.50 for 10

And if you're really loaded ☐ \$3.85 for 11

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

TWO FOR THE PRICE OF ONE!



Yep, you get two full-color pictures of Alfred E. Neuman, MAD's "What-Me-Worry?" kid, for the price of one copy of our annual, "More Trash From MAD"—now on sale for half a buck. (And we get two plugs in this little space for the price of one!) Mail 25¢ to MAD, Department "What-Color?" 850 Third Avenue, New York 22, N.Y.

LETTERS DEPT.



GOOD OLD BARRY

Regarding your cracks about "good old Barry Goldwater" ("A Day With J-F-K"), so what's wrong with the 19th Century? There were no income taxes, no hydrogen bombs, and mainly no MAD Magazine!

E. W. Hartel
Pasadena, Calif.

SPY VS. SPY



You people(?) at MAD, particularly Antonio Prohias, may be interested in this picture taken at my little sister's recent costume party. The "man in white" (Arlene Weintraub), and the "man in black" (my sister, Nancy), have been longtime "Spy vs. Spy" fans. Me, too!

Louise Erlich
Philadelphia, Pa.

WHAT ARE THE CHANCES?

A friend of mine has written to your magazine nine times, and has not had a single letter printed in the "Letters Dept." I have never written before, and I wonder just what a reader's chances are of having his letter printed.

Marion Strain
Morton, Pa.

About one in ten!—Ed.



Hi, Gang! Marginal Marvin back with a new MAD game called "Hitchy-Switchy". All you gotta do is dream up fictional marriages for famous gals so their new married names rhyme. F'rinstance...

PICTURE OF THE ISSUE

The photograph of Mrs. Llewellyn Thompson and her children being greeted by Premier Khrushchev in your December issue was far beyond even your flimsy bounds of good taste in humor. I believe your readers could be spared such—and those effected (sic) appologised (sic) to.

D. B. Wood Jr.
Washington, D.C.



Bad Taste or Startling Awakening

You are to be congratulated on your inside back cover in the December issue. To many, the picture of Premier Khrushchev greeting little Miss Cherry Thompson was familiar. But your caption was priceless. It clearly demonstrates that behind all his smiles and sweet talk, there is one main thought in Mr. K's mind. And whether or not we'd like to admit that anyone would want to harm that darling little girl—and darling little girls the world over—that very fact remains before us. Thank you, MAD, for a startling awakening to the reality of Mr. K.

Judith Summers
Gainesville, Florida

If it was meant to be funny, we didn't think so!

James Hammond
Mars, Pa.

Maybe it will wake some people up!

Martin C. Williams
University, Ala.

IF PENICILLIN COMES FROM A MOLD AND MAKES YOU BETTER...
HOW COME THIS BUST COMES FROM A MOLD AND MAKES YOU SICK?

Find out by ordering your:

**BISQUE CHINA STATUETTE OF
ALFRED E. NEUMAN
MAD BUST**

850 Third Avenue, New York 22, N. Y.

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I enclose
\$ _____ for:

- ☐ 5 1/2" Bust(s)
@ \$2.00 ea.
- ☐ 3 3/4" Bust(s)
@ \$1.00 ea.

Check size(s)
and enclose
proper amount

(NO ORDERS SHIPPED OUTSIDE THE U.S.A.)

****If LESLIE CARON married ELVIS PRESLEY . . .**
She'd be LESLIE PRESLEY! Get it? You'll find more
examples through the issue! Then, try your own!

ARTHUR

I've come through Potrzebie, Moxie,
It's Crackers . . . , Axolotl, etc. But what's
with a tree named "Arthur"?

Danny Heit
Ellenville, N. Y.



What's with this furshlugginer plant,
Arthur? I counted him her it 4 times in
the Dec. issues.

Newt Simmons
Shreveport, La.

Arthur who?

Ralph Fairweather
Richland, Wash.

CONSTANT READER

One day, in our local drugstore, I
picked up a copy of MAD by mistake. I
have been reading it ever since. Namely
that same copy, because I couldn't stomach
spending good money on another copy
of your trash!

Mike McTigue
Birmingham, Mich.

MAD CHECKLIST

If you're really "mad" about MAD, you
might be interested in "THE COMPLETE
MAD CHECKLIST," an extensive indexing
of all the past issues of MAD Magazine,
containing contents of each issue, cross-
indexed by titles, artists, writers, and other
furshlugginer information. This big, fat 100
pages of idiocy is published by an old MAD
fan and can be yours for \$1.50 per copy
from: Fred von Bernewitz, Dept. M, 12006
Remington Dr., Silver Spring, Maryland.
Congratulations, Fred, on a fantastic job!!

—Ed.

Please address all correspondence to:
MAD, Dept. 69, 850 Third Avenue
New York 22, New York

**STATEMENT REQUIRED BY THE ACT OF AUG-
UST 24, 1912, AS AMENDED BY THE ACTS
OF MARCH 3, 1933, JULY 2, 1946 AND JUNE
11, 1960 (74 STAT. 208) SHOWING THE
OWNERSHIP, MANAGEMENT, AND CIRCULA-
TION OF MAD published Monthly except
Feb., May, August and Nov. at New York,
N. Y. for Oct. 1, 1961.**

1. The names and addresses of the pub-
lisher, editor, managing editor, and busi-
ness managers are: Publisher: William
M. Gaines, 850 Third Avenue, N.Y.C.
22; Editor: Albert B. Feldstein, 850 Third
Avenue, N.Y.C. 22; Managing editor:
None; Business manager: None.

2. The owner is: (If owned by a cor-
poration, its name and address must be
stated and also immediately thereunder
the names and addresses of stockholders
owning or holding 1 percent or more of
total amount of stock. If not owned by a
corporation, the names and addresses of
the individual owners must be given. If
owned by a partnership or other unincor-
porated firm, its name and address, as well
as that of each individual member, must
be given.) E.C. Publications, Inc., 850
Third Avenue, N.Y.C. 22; Premier In-
dustries, Inc. 1407 Broadway, N.Y.C. 18;
Botany Industries, Inc. 717 Fifth Avenue,
N.Y.C. 22; Arnold A. Saltzman, 1410
Broadway, N.Y.C. 18; A. M. Sonnabend,
464 Commonwealth Avenue, Boston 15,
Mass.; Estate of Mack Kahn, c/o Becker,
Ross & Stone, 41 East 42 Street, N.Y.C. 17.

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

5. The average number of copies of
each issue of this publication sold or dis-
tributed through the mails or otherwise,
to paid subscribers during the 12 months
preceding the date shown above was:
(This information is required by the act
of June 11, 1960 to be included in all
statements regardless of frequency of
issue.) 1,209,918. William M. Gaines

Sworn to and subscribed before me
this 8th day of September, 1961. Claire
S. Stolzenberg, Notary Public, State of
New York No. 31-3860250 Qualified in
New York County. My Commission ex-
pires March 30, 1963.

REMEMBER THE MAINLY!



... mainly, you get nine issues for
the price of eight . . . when you
sink two bucks and . . .

SUBSCRIBE TO MAD

— — — (use coupon or duplicate) — — —

MAD SUBSCRIPTIONS

850 Third Avenue, New York 22, N. Y.

OK! Here's my \$2.00. Add my name to your
mailing list. I'm going along with the
"charge" because I expect you to "San
Juan" issue of MAD every time it comes
out till my subscription expires. If not,
I'll "speak softly and carry a big stick"
... right up to your miserable offices.

(Better not, because we've got some "Rough Writers"—Ed.)

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

CHOSEN BY "THE BOOK-OF-THE-MONTH CLUB"

... as the one book they would never offer their members!



THE GOLDEN TRASHERY OF MAD

So, if you'd like to own a copy of this
hard-cover, de luxe anthology of MAD—
136 pages of humor, satire and garbage
(many in full color)—you'll have to buy
it from us or your favorite book store.
Most book stores carry it — out to the
trash heap — so try a few and then fill
out the coupon. Makes a great gift for
someone who's sick — sick of all them
"Book-of-the-Month Club" selections.

MAD ANTHOLOGY

850 Third Avenue, New York 22, N. Y.

I enclose \$2.95. Please rush
THE GOLDEN TRASHERY OF MAD

NAME _____

ADDRESS _____

CITY _____ ZONE _____















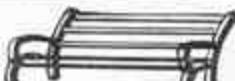







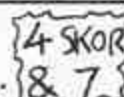





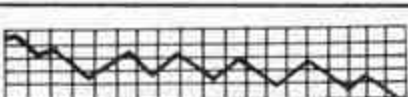
STATE _____











Alfred's Poor ALMANAC

TUES 26	MAD goes on sale. Flags at half-mast. 	WED 27	Christmas cards arrive from people who would never have sent any if you hadn't first. 
THURS 28	Neuman's Comet visible from Antarctica, Siam and the 1700 block in Denver, Colorado. 	FRI 29	Marco Polo fleeced in Khan game, 1281. 
SAT 30	Boston bans "Heidi", 1884. 	SUN 31	New Year's Eve! Ring out the old year! 

WRITER: FRANK JACOBS

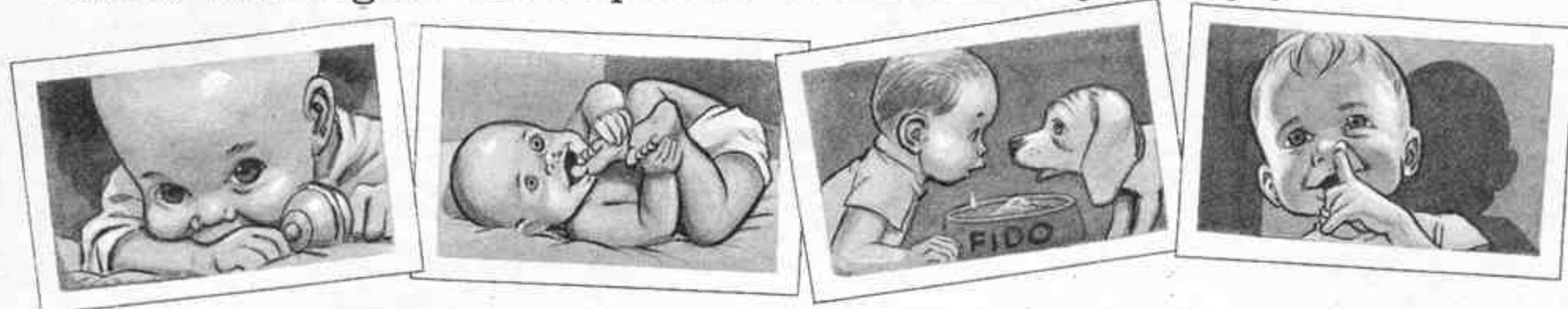
JANUARY		MON 1	New Year's Day! Ringing in the old ears! 
TUES 2	Axolotl season begins. Pickle them now, while they are at peak flavor! 	WED 3	Greek discus-thrower banned from athletics for shaving points in Olympic decathlon, 776 B. C. 
THURS 4	Harvey Glick sells first Air Travel Insurance Policy to Wright Brothers, Kitty Hawk, 1909. 	FRI 5	95th anniversary of January 5th, 1866. 
SAT 6	Richard M. Ogg invents the wheel, 41,276 B.C. 	SUN 7	Millard Fillmore's Birthday. <i>Millard</i> 
MON 8	Louise Pasture discovers a cure for which there is no known disease, 1739. 	TUES 9	Alexander Graham Bell tests first telephone, gets recorded announcement, 1876. 
WED 10	Dewey button discovered in ruins of Pompeii, 1950. 	THURS 11	Dewey discovered in ruins of Pompeii, 1950. 
FRI 12	AMA censures Dr. J. Sulk for enticing patients with "lucky stick" tongue depressors, 1910. 	SAT 13	Brooklyn threatens to secede from Union, changes mind when nobody objects, 1860. 
SUN 14	"Starve a cold and reduce a grocery bill!" 	MON 15	Bernard Baruch forgets to advise Coolidge, 1926. 
TUES 16	Little Rogie Maris rushed to hospital after stuffing himself with 61 Baby Ruths, 1946. 	WED 17	Time to plant bulbs. But shake them first to make sure their filaments are busted. 
THURS 18	Penguin eats Admiral Byrd's last Travelers Cheque, 1934. 	FRI 19	Eclipse of the sun visible from Saturn, 4:02—4:47 PM, EST. 
SAT 20	Supreme Court hands down 5-4 decision against pastrami at annual picnic, 1936. 	SUN 21	Bartenders should never argue with customers who carry guns! They may be loaded! 
MON 22	Philo Yancey manufactures first deodorant for dogs, 1875. 	TUES 23	Otis Forbisher makes 10-letter word in Scrabble, 1958. <i>SCRABBLE</i> 
WED 24	Father Flanagan encounters his first "really bad boy", requires 27 stitches, 1943. <i>BOYS TOWN</i> 	THURS 25	First draft of Lincoln's Gettysburg Address found scribbled on back of Bob Newhart, 1961. <i>4 SKOR & 7</i> 
FRI 26	Ardsley Updike invents the asterisk, 1601. 	SAT 27	Israelites institute first prophet-sharing plan, 1015 B. C. <i>PROSPECTUS</i> 
SUN 28	Joe Levine, producer of "Hercules", invents slogan: "Movies Are Better Than Ever!", 1959 	MON 29	Bernard Baruch remembers what it was he forgot to advise Coolidge about, 1935. 
TUES 30	Alfred E. Neuman announces candidacy for President, 1960. 	WED 31	Stock Market starts 10-month decline, 1960. 

**If ESTHER WILLIAMS married JERRY LESTER...

FEBRUARY		THURS 1	If Congo troops seem boisterous, it's the Irish in 'em! 
FRI 2	Groundhog Day! Go out and grind up your hog! 	SAT 3	Minneapolis, Minn. disappears for seven hours, 1911. <i>CITY LIMITS</i> 
SUN 4	Dr. Allen DuMont invents first television set, Summer of 1928, watches 6 hours of re-runs. 	MON 5	Broad-jumper Rufus Sprintz leaps 1752 feet—into Grand Canyon, 1908. 
TUES 6	"Beer in cans is easier to cool than beer in people!" 	WED 7	MAD goes off sale. Dancing in the streets. <i>MURRAY</i>  <i>GOODY GOODY</i> 

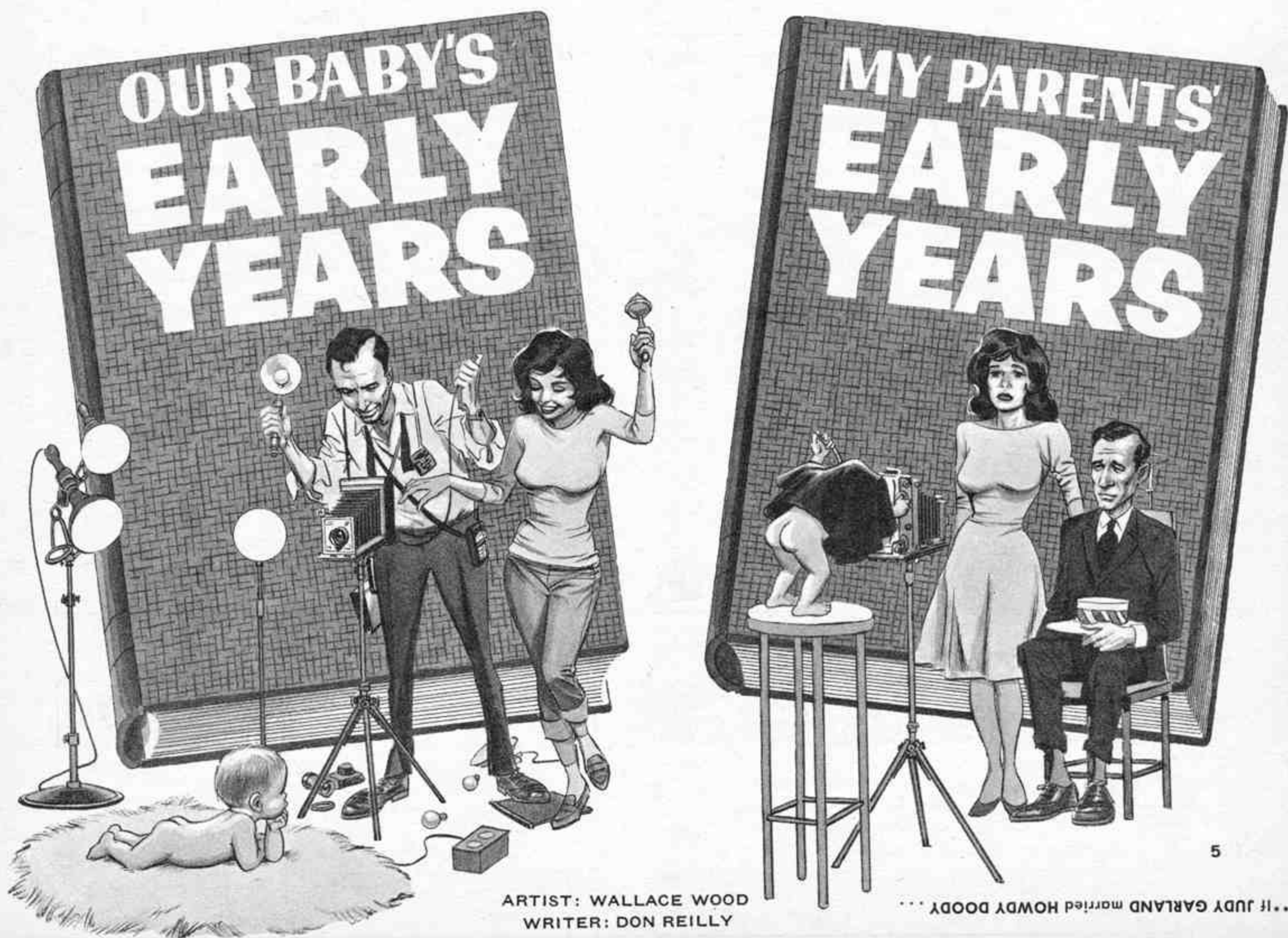
SPOCKING OF PICTURES DEPT.

Among the shutterbug set, new parents are perhaps the most snap-happy of all! From the day their new baby is born, the proud Mommy and Daddy are constantly photographing him... so that they can compile a photo album showing all the important events in Baby's early years of life—



However, we figure that the most amusing scenes of infancy are those seen *from the baby's viewpoint!* So let's look at a collection of "Baby Pictures," and at the same time see what kind of an album might result—

IF BABIES COULD TAKE "PARENT PICTURES"



ARTIST: WALLACE WOOD
WRITER: DON REILLY

...if JUDY GARLAND married HOWDY DOODY...

THE PARENTS' "BABY PICTURES"



When we first saw our baby through the nursery window, we were delighted! We couldn't believe this little bundle of joy was really ours!



Here's Mommy and our new baby being driven home from the hospital! Baby just can't wait to get home!



Here's "Baby" with Doctor Fuddle, the Obstetrician who delivered him!

THE BABY'S "PARENT PICTURES"



When i first saw my folkz making faces through the nursery window, i waz disgusted and miserable! i couldn't believe thiz nest of clods was really my family!



Here's my idiot daddy trying to drive, and take picturez at the same time! i waz lucky i got home alive!



Here's "Daddy" when Doctor Fuddle, the Obstetrician, delivered his bill!

THE PARENTS' "BABY PICTURES"



Here's Baby getting acquainted with his big brother and sister. They can't wait until he grows up so they can play with him!



Baby meets his Aunties and Uncles for the first time. It will be a long time before he knows them by name. Left to right they are: Aunt Fanny, Uncle Fred, Uncle Irwin, and Aunt Selma!



Baby gets ready to take his first spoonful of solid food. He looks like he is saying "Yum - Yum"!

THE BABY'S "PARENT PICTURES"



HERE'S MY BIG BROTHER : PINCHING ME AND MY BIG SISTER POKING ME! I CAN'T WAIT UNTIL I GROW UP SO I CAN PUNCH THEM BOTH IN THE MOUTH!



THESE ARE MY AUNTZ AND UNCLEZ. I WON'T KNOW THEIR NAMES FOR A WHILE, BUT LEFT TO RIGHT THEY ARE: "GARLIC BREATH," "CHEAP CIGAR SMELL," "B.O." AND "DIME STORE PERFUME!"



MOMMY GETS MY FIRST SPOONFUL OF SOLID FOOD RIGHT BACK AT HER! SHE LOOKS LIKE SHE IS SAYING "ECCHH!"

THE PARENTS' "BABY PICTURES"



Here's what
Baby looks
like with
his first
set of teeth
coming in!

Baby loved his first Christmas, and seemed
to be filled with awe and wonder at the
sight of jolly old Santa Claus and all
those wonderful gifts!



Here's Baby
trying to
blow out the
candle
on his
very first
Birthday
Cake!



THE BABY'S "PARENT PICTURES"



Here's what
Daddy looks
like with his
Fifth Set of
Teeth coming
out!

i LIKED MY FIRST CHRISTMAS, ONLY DADDY
ACTED LIKE SOME KIND OF NUT, DRESSING UP
IN A RED SUIT AND YELLING "HO-HO"! i HOPE
HE DOESN'T HAVE THESE ATTACKS OFTEN!



Here's Daddy
CALLING THE
DOCTOR
BECAUSE i
COULDN'T
BLOW OUT
THE CANDLE
So i ATE
it!



THE PARENTS' "BABY PICTURES"



This is Daddy looking on proudly the day Baby said his first word. It was "Da-Da"! Daddy claimed he taught it to Baby!

Here's Baby getting his first haircut! He was rewarded with a lollipop because he was very brave and didn't cry a bit.



My, how time flies! Little babies grow up so fast! Our big man is old enough to go to Nursery School already! Here he is with his Mommy on his very first day!

THE BABY'S "PARENT PICTURES"



This is Mommy looking shocked the day I said my second word. I don't know what it was, but Mommy claimed I never got it from her!

Here's Mommy while in getting my first haircut! The barber gave her a lollipop to keep her quiet because she cried so!



I knew there was a catch to it all along! I had it made for three years, but now they've sent me off to work in a sweat shop! Here are some of my fellow employees!

**If DODY GOODMAN married TRUMAN CAPOTE...

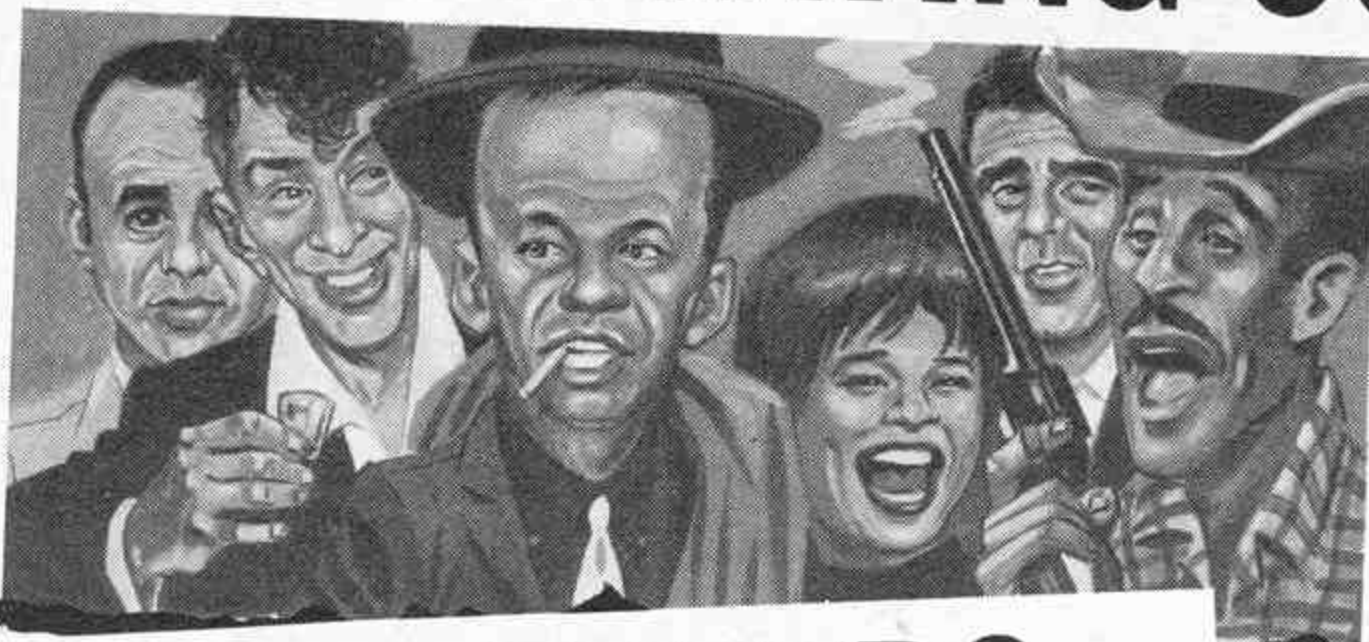
THE HEARST IS YET TO COME DEPT.

Tired of digging through comics, gossip columns, recipes, puzzles, and ads in your local newspaper, trying to find some news? Well, MAD'S gonna save you the trouble in 1962! The following is a hot, inside run-down of all the important news stories of the coming year—before they even happen! Read them now, and you won't have to put any undue strain on your brain for the rest of the year. As a matter of fact, you won't have to put any undue strain on your brain while you're reading them now!

MAD

THE TOP NEWS S

CLAN SUMMONED BEFORE INVESTIGATING COMMITTEE



WASHINGTON, Feb. 18 — Frank Sinatra, Dean Martin, Sammy Davis Jr., and other members of the "Hollywood Clan" were summoned to appear before the Congressional Committee investigating Juvenile Delinquency today. They were admitted into evidence as typical examples of how children can be affected by violence on TV.

"MM" ENTERS HOSPITAL AGAIN



NEW YORK, March 7—A cure for cancer was found this morning, an unexpected tropical monsoon wiped out Philadelphia this afternoon, and World War III started at 6:00 this evening. Which is why a mere skeleton crew of 2,753 newspaper photographers were all that showed up to take pictures of Marilyn Monroe outside Doctor's Hospital, where she went for treatment of Athlete's Foot.

TRUCKERS GO OUT ON STRIKE

ST. LOUIS, March 30—The Board of Directors of four of the nation's largest trucking firms went on strike today for higher wages and better working conditions.

Teamster Union chief Jimmy Hoffa stated, "Their demands are ridiculous! We'll let them remain as titular heads of their companies, give them an additional 30c an hour, and a 40-hour week! And that's our final offer!"

The striking owners could not be reached for comment.

PREVIEWS TORIES OF 1962

ARTIST: JOE ORLANDO WRITER: LARRY SIEGEL

RUSSIA'S HOPES FOR MANNED MOON-SHOT FADES



MOSCOW, April 12—Russia's hopes to land a man on the moon received a severe setback today when the U.S.S.R. Astronaut team resigned en masse.

"Frankly, we're revolted at the whole idea!" stated noted Russian astronaut Yuri Gagarin. "Not at landing on the moon! But at having to return to Earth to receive more of those wet, sloppy, passionate kisses from Premier Khrushchev!"

AMERICA'S HOPES FOR MANNED MOON-SHOT FADES



CAPE CANAVERAL, April 13 — America's hopes to land a man on the moon received a severe set-back today when stow-away Pedro Lopez hijacked the powerful rocket in its final stage of flight and landed it in Havana, Cuba.

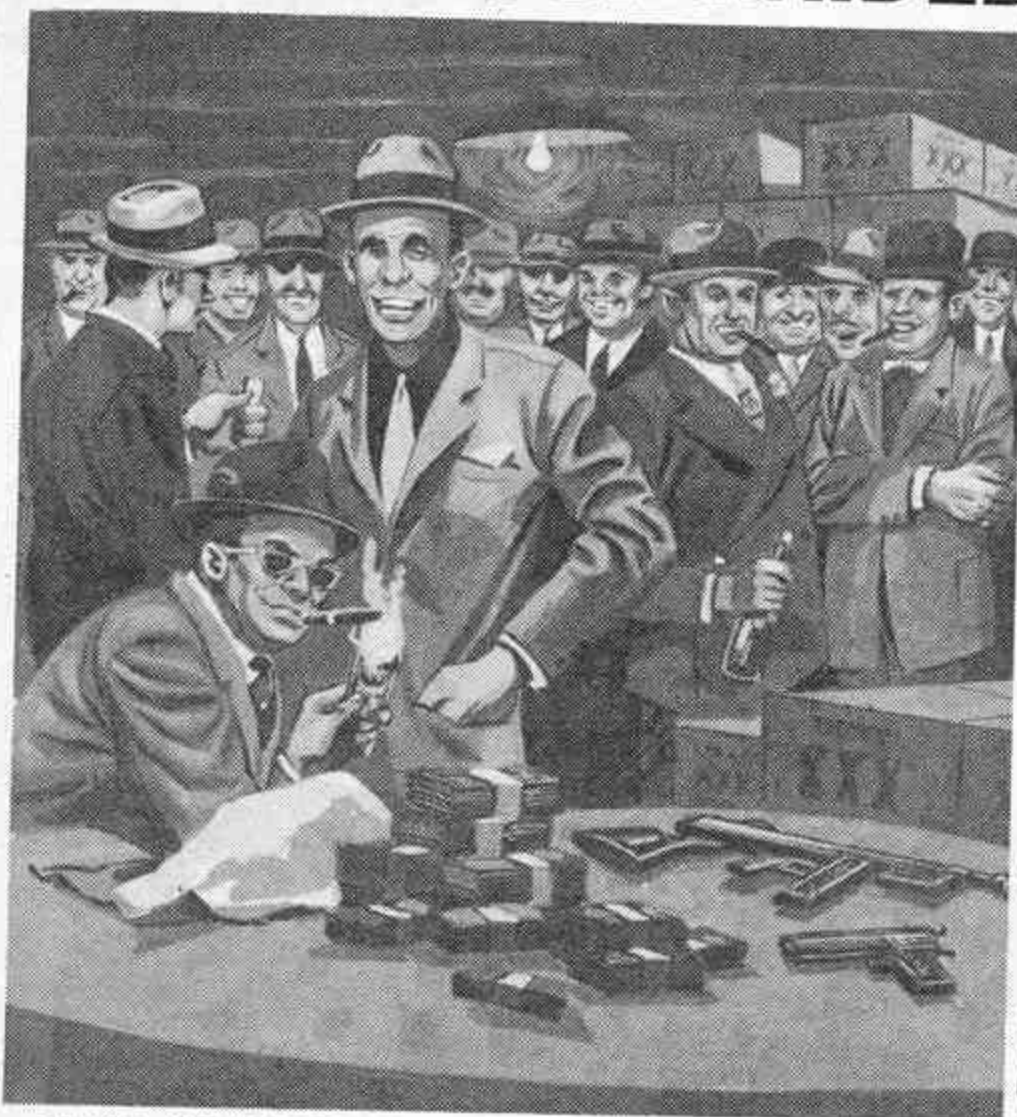
FIVE NEW YORK CITY LANDMARKS DEMOLISHED



NEW YORK, May 2—The Acme Wrecking Company today accidentally demolished The Empire State Building, The Waldorf-Astoria Hotel, The Metropolitan Opera House, The Museum of Modern Art, and Grand Central Station.

Arnold Pivnick, head of the wrecking firm, laughingly commented on the mistake: "Knocking down buildings in New York City these days is like eating peanuts! Once you get started, it's kinda hard to stop!"

MAFIA GROUP RAIDED



EAST ORANGE, May 27—Thirty-six members of the Mafia were surprised by the police in a house in East Orange, N. J., today. The Mafia members had the following in their possession when they were caught: 140 ounces of uncut Heroin, 2000 cases of bootlegged whiskey, \$17,000,000 in counterfeit 20's, and eight corpses.

All were released for lack of evidence.

FAMILY GROUP RAIDED



EAST ORANGE, May 28—Three members of the Jenkins family were arrested today in East Orange, N. J., for holding a library book four days overdue.

All were denied bail and imprisoned pending trial, which will be three months from now.

**If LAUREN BACALL married CHARLES GOREN...

JOHN BIRCH SOCIETY LAUNCHES NEW CONTEST

MANY PRIZES OFFERED

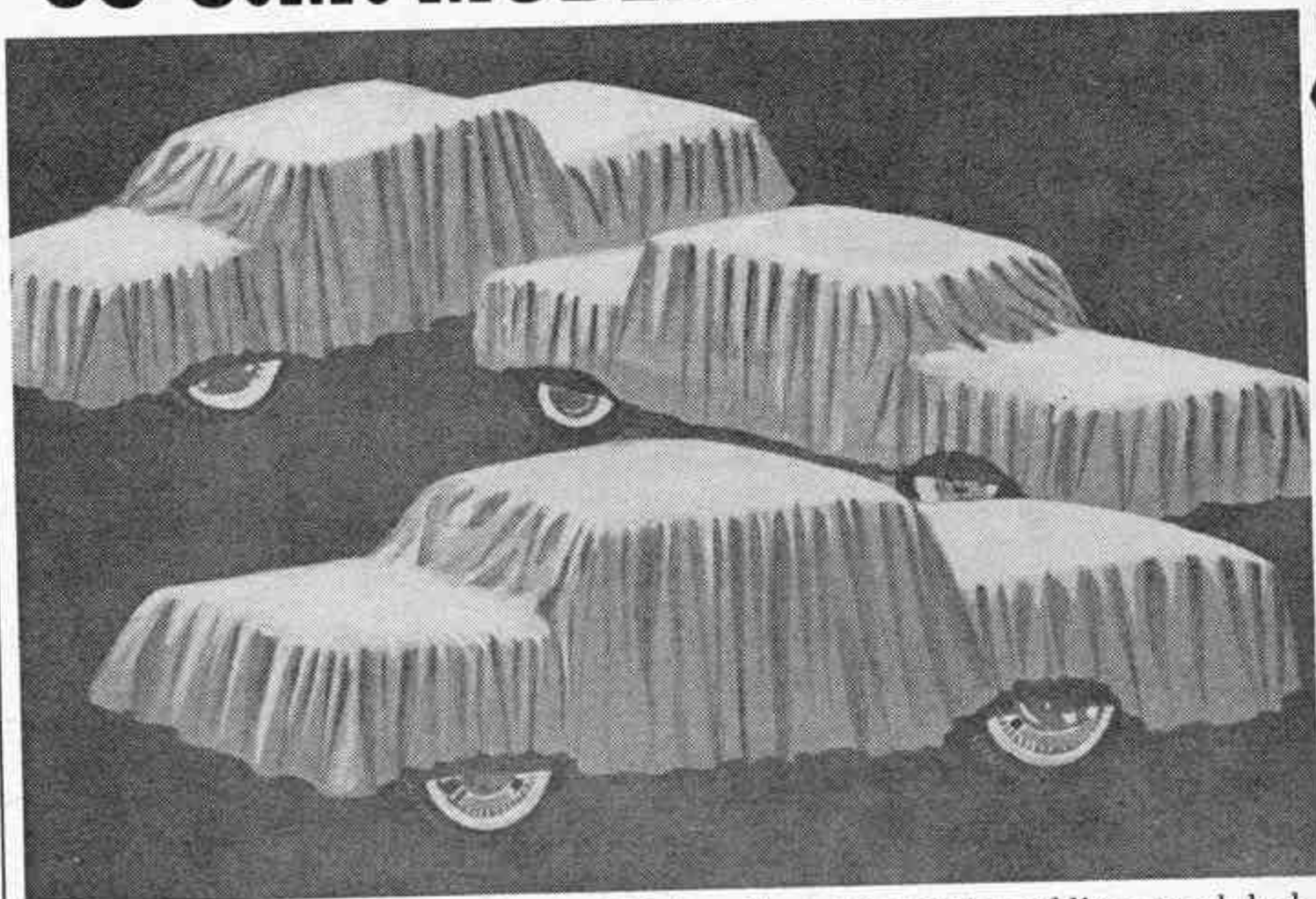
Special to The New York Times

BOSTON, MASS. June 26 — (AP) The John Birch Society today launched its one hundred and thirteenth patriotic essay-writing contest of the year.

Contestants are asked to complete the following sentence: "I think Louis XIV of France and President William McKinley were Communists because..."

Prizes include a life size portrait of Daddy Warbucks, and two hundred autographed photos of Robert Welch as a child.

'63 G.M. MODELS PREVIEWED



DETROIT, September 14—General Motors Corp. offered the public a sneak look at its 1963 automobile line today. Actually, the cars you see here in the picture are not covered with sheets. This is the way the new GM cars will *really* look. What with current labor contracts, profit sharing plans, high cost of steel, etc., this is the best General Motors will be able to do for '63.

State Teachers Hire New Basketball Coach

CAPITAL CITY, Nov. 15—Getzoff State Teachers College today hired Mervyn Sklar, local book-maker, to serve as basketball coach.

"It will be a lot easier on the boys this way," said Getzoff's President, Edward Hook. "They'll no longer have to make long trips to see the gamblers whenever they want to throw games. Sklar can handle all the details for them directly."



COACH MERVYN SKLAR

"That's right," Sklar agreed, and added, "We're looking forward eagerly to the coming basketball season, during which we're gonna win six games and lose nineteen!"

Shooting Starts On Paul Anka Story



HOLLYWOOD, Oct. 25—"The Paul Anka Story," a new film dealing with the long and colorful career of one of America's most beloved and talented show business figures, goes into production today. The movie will run for a total of three minutes on the screen.

Recluse Sisters Found Dead



NEW YORK, December 10—Two elderly spinster sisters were found dead today in a miserable run-down tenement on the Bowery in New York City. After searching the sisters' meager, filthy belongings, the police found nothing but four cents and a broken deposit bottle. To their great shock, there wasn't even a trace of a hidden fortune.

SATURDAY EVENING POST IN NEW FORMAT



PHILADELPHIA, August 30 — The *Saturday Evening Post*, which has already changed its format sixteen times this year in an effort to build circulation, came out today with its seventeenth format.

This one is a fairly close facsimile of *Playboy*, with an exciting full-color center fold-out of Norman Rockwell in a bikini bathing suit.

TOOT-TOOT-TOOTHIE, GOODBYE DEPT.

Dentists are really happy guys, even if they're always looking "down in the mouth"—not because they're filling an emptiness in your life, but because you're filling an emptiness in theirs—mainly in their wallets! And so, with "tongue-in-cheek" (where he may not be able to reach it with his drill), MAD now grinds out a look at—

the lighter side of the



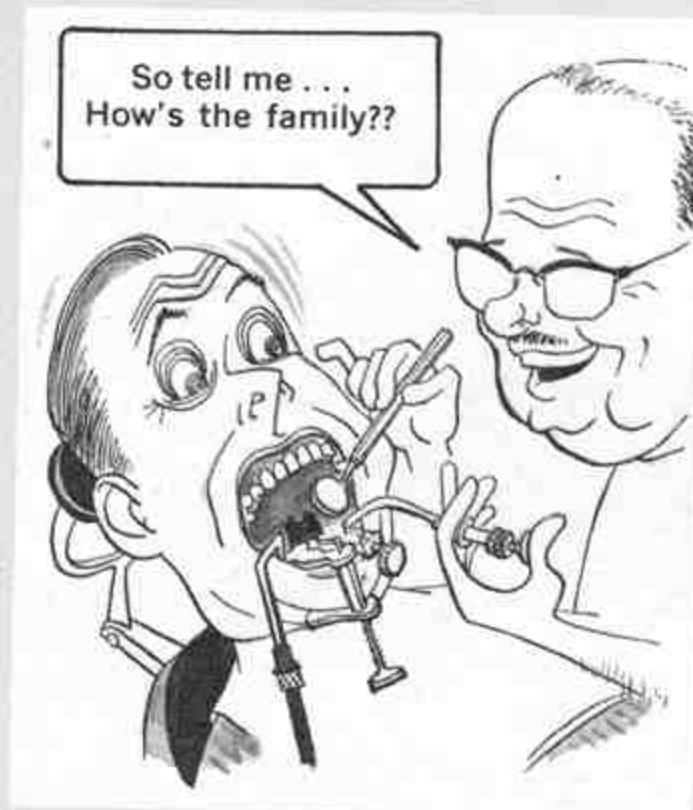
WRITER & ARTIST: DAVID BERG



**If KIM NOVAK married CHARLIE GRIMM ...



DENTIST



What's the matter, Doc?
You're looking down in
the mouth!! Ha-ha-ha...

Ha-ha!



If you should strike oil while
you're drilling, Doc... I'll
go 50-50 with you! Ha-ha-ha...

Ha-ha!



Hey, Doc! I got a great
theme song for you...
"The Yanks Are Coming!"
Ha! ha-ha...

Ha-ha!



...IF MYRNA LOY married ALAN JAY LERNER...

So it shouldn't be a total loss,
Doc... as long as I'm sitting in
the chair, give me a little trim!
Not too much off the top! Ha-ha-ha...

Ha-
Ha!



Say! You're a very funny guy!
That's the first time I've
heard those jokes...



TODAY!!!



Blah, blah,
blah, blah!



Blah, blah,
blah, blah!



Blah, blah,
blah, blah!



Madam! Will you please
shut your mouth...
and open your mouth!!



This child has an
abnormal amount of
cavities!!



She gets them from eating too
much candy! The sugar eats holes
in the enamel, encouraging decay!
The trouble with you parents today
is: Instead of good old fashioned
discipline you use candy as bribery!!



Sit still, sweetheart
Musn't bite the dentist, dear!
Don't play with the water!!
Le'go of the drill!!



If you're a good girl, and
let me do my work... when
I'm through, I'll give you
a lollipop!!



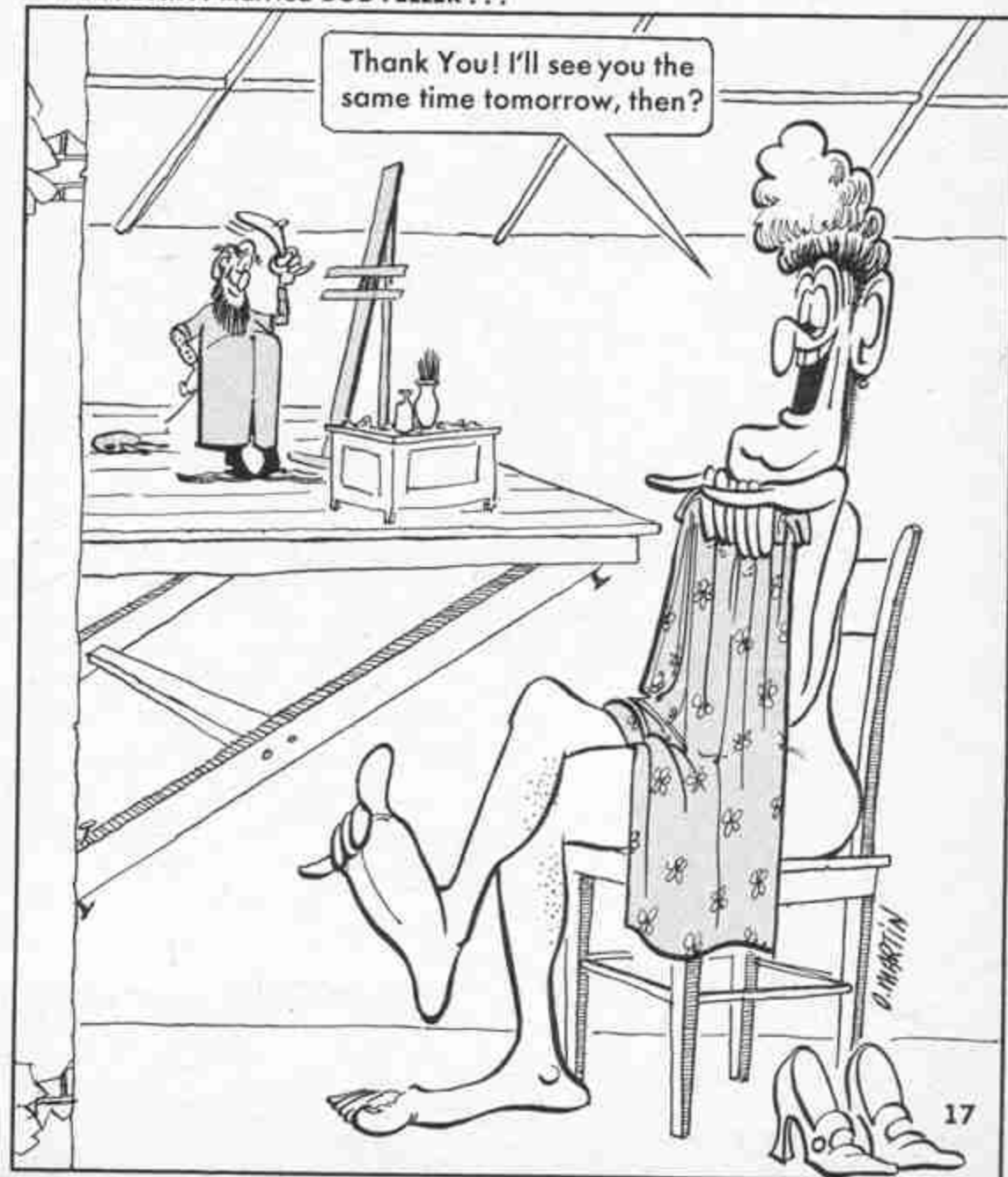
DON MARTIN DEPT. PART I

Don Martin, MAD'S maddest artist, comes from a family of folk who draw. His brother draws flies, his sister draws blood, and his uncle draws unemployment insurance as . . .

THE PAINTER



****If BELLA DARVI married BOB FELLER . . .**



SISS-BOOM-BLAH DEPT.

Almost every large school today concentrates on major sports like basketball, football and baseball. These schools have lots of money for the best coaches and players available. But what about the little school that can't come up with the scratch to field a basketball, football or baseball team? What can they do? We'll tell you what they can do! They can concentrate on minor inexpensive sports like ping-pong, bowling and bridge! And the students can show their support singing these . . .

Fight Songs For Schools That Can't Afford Major Sports

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

... IF SHELLEY WINTERS MARRIED EMMETT KELLY ...

— for Wrestling Squads

ON YOU KIDNEY CRUNCHERS

(to the tune of "The Song of the Vagabonds")

On you kidney crunchers!
On you rabbit punchers!
Grunt! Grunt! Grunt to victory!
Twist them into jelly!
Stomp upon their belly!
Grunt! Grunt! Grunt to victory!
Crush their necks until they gasp for air!
Gouge their eyes and pull them by the hair!
Smash an organ vital!
And you'll win the title!
Grunt! Grunt! Grunt to victory!



— for Bowling Teams

ROLL THE BALL

(to the tune of "Over There")

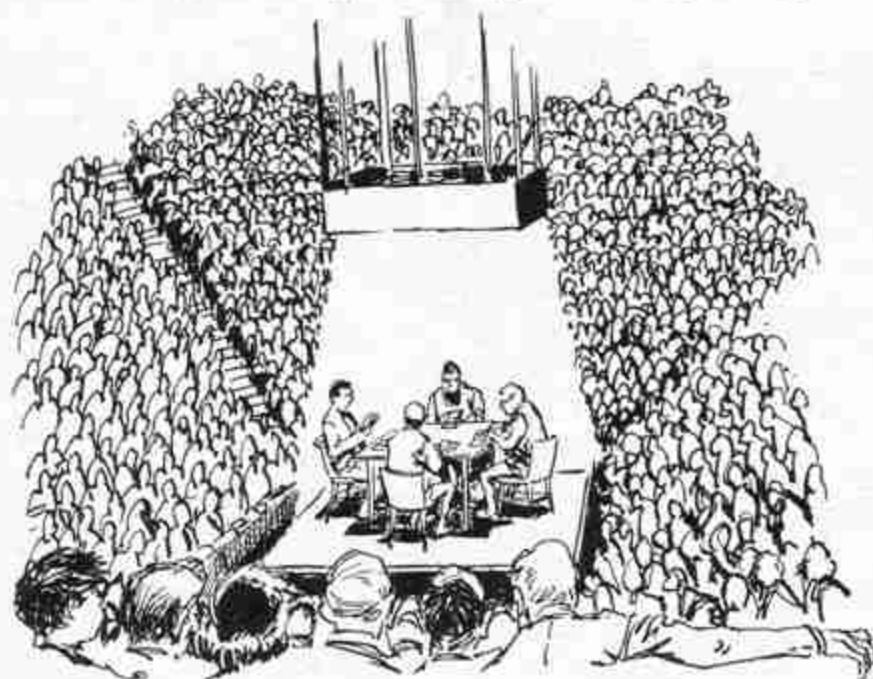
Roll the ball!
Roll the ball!
We can win! Groove it in! Roll the ball!
It's a crucial frame, now,
So take good aim, now,
And you will see the pins all fall!
Do not stall!
Get 'em all!
Make 'em crash with a smash 'gainst the wall!
We're in clover!
You knocked 'em over!
And we would have won if you'd let go of the ball!



— for Bridge Teams

THE BRIDGE TEAM GOES RUFFING ALONG
(to the tune of "The Caissons Go Rolling Along")

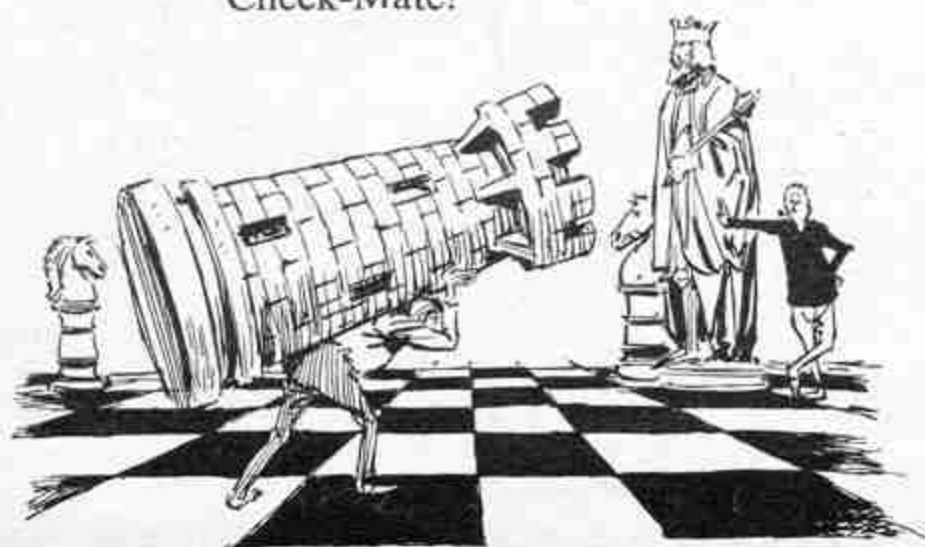
Bid a heart!
Bid a spade!
Bid a game that can't be made!
As the Bridge Team goes ruffing along!
Lose a slam
By a trick!
See your partner getting sick
As the Bridge Team goes ruffing along!
For it's a Hi, Hi, Hee!
We've got vulnerability!
Shout out "3 No Trump" loud and strong!
DOWN FOUR!
We will set the pace
As we trump our partner's ace —
And the Bridge Team goes ruffing along!



— for Chess Squads

BISHOPS AWAY
(to the tune of "Anchors Aweigh")

Bishops away, my lads!
Bishops away!
Move up those knights and pawns
And keep your queen in play-ay-ay-ay!
Castle your king, my lads!
Don't hesitate!
Whoops! Guess we told you wrong!
He's got you there!
He's got you there!
Check-Mate!



— for Monopoly Teams

FROM THE SLUMS OF BALTIC AVENUE
(to the tune of "From the Halls of Montezuma")

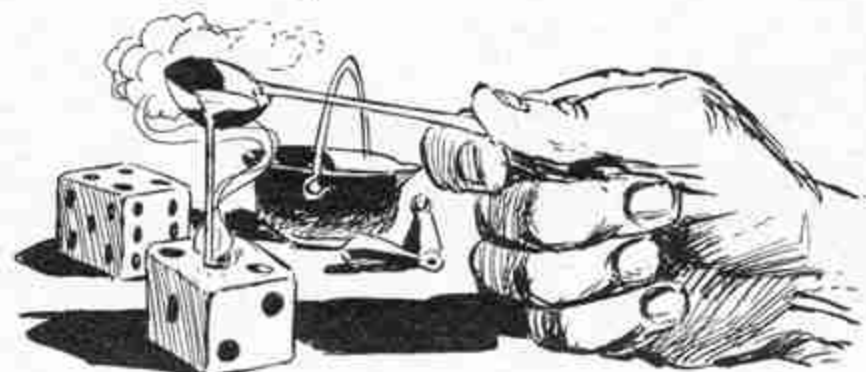
From the slums of Baltic Av-e-nue
'Round to Boardwalk and Park Place —
We will buy up all the prop-er-ties,
Build hotels on every space!
We will drive our foes to bank-rupt-cy
If they fail to pay the price!
But we cannot even start the game
Till somebody finds the dice!



— for Crap-Shooting Teams

ON YOU SHOOTERS
(to the tune of "On Wisconsin")

On you shooters!
On you shooters!
Get down on your knees!
Roll a seven! Roll eleven!
Don't make boxcars, please (or snake-eyes)!
Show your class, boys!
Make that pass, boys!
Then you'll hear us shout!
And our cheering will not stop
Till you crap out!



— for Scrabble Squads

CHEER, CHEER FOR OUR SCRABBLE SQUAD
(to the tune of "Cheer, Cheer for Old Notre Dame")

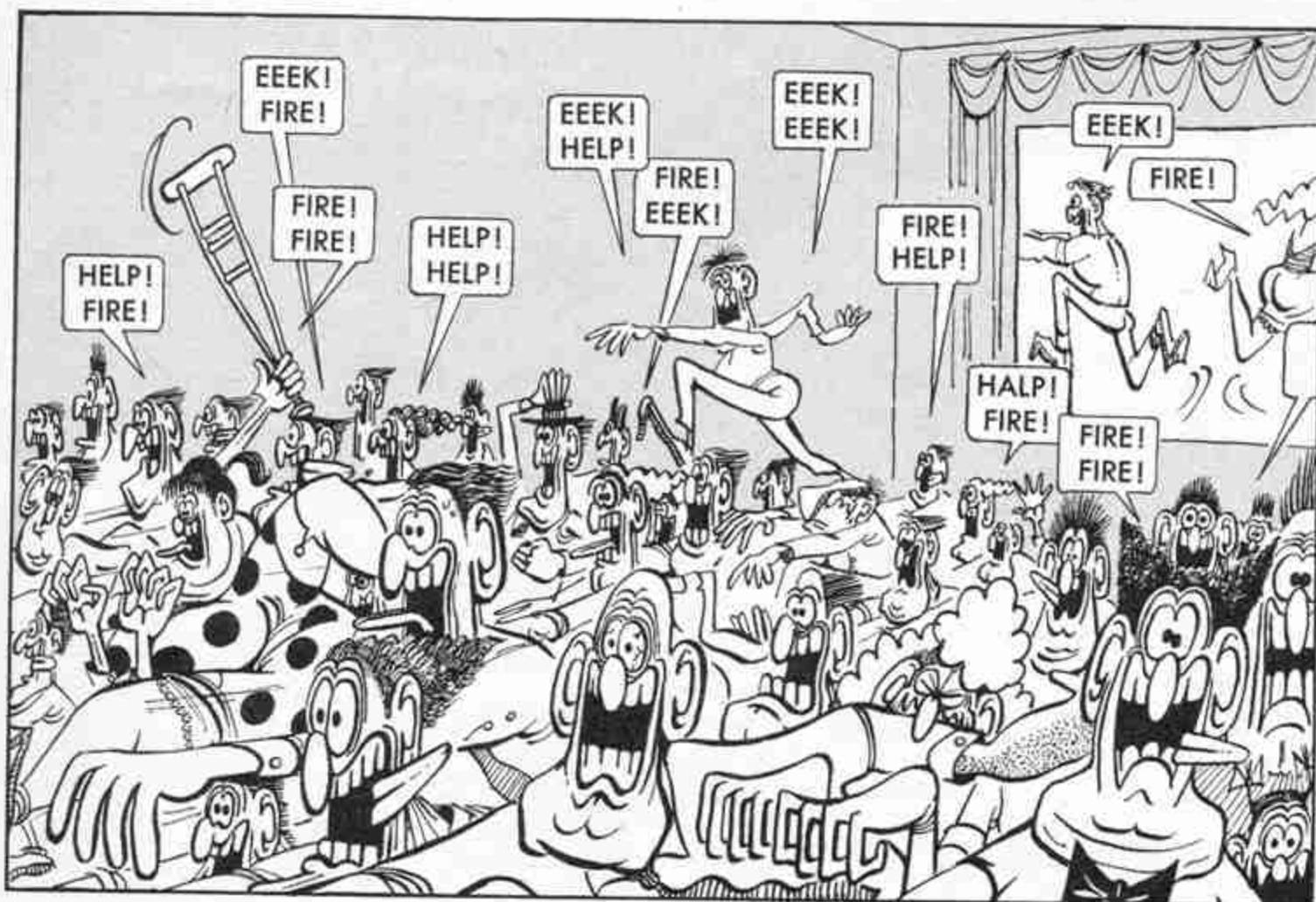
Cheer, cheer for our Scrabble squad!
They fill the board with words that are odd!
ADZ and XEBEC, ZAX and QUA,
ZARF and QUINOA, PYX and KA!
JATO and FURZY; OS, UT and UGH,
ZYGOTE and BABA, YOHO and VUG!
They know every word except
The one that spells VICTORY!



DON MARTIN DEPT. PART II

Don Martin used to go to his local cinema regularly. He described his experiences there in his book "The Fall of the House of Ushers". Here is a rejected chapter from his book (which was also rejected) entitled:

AT THE MOVIES



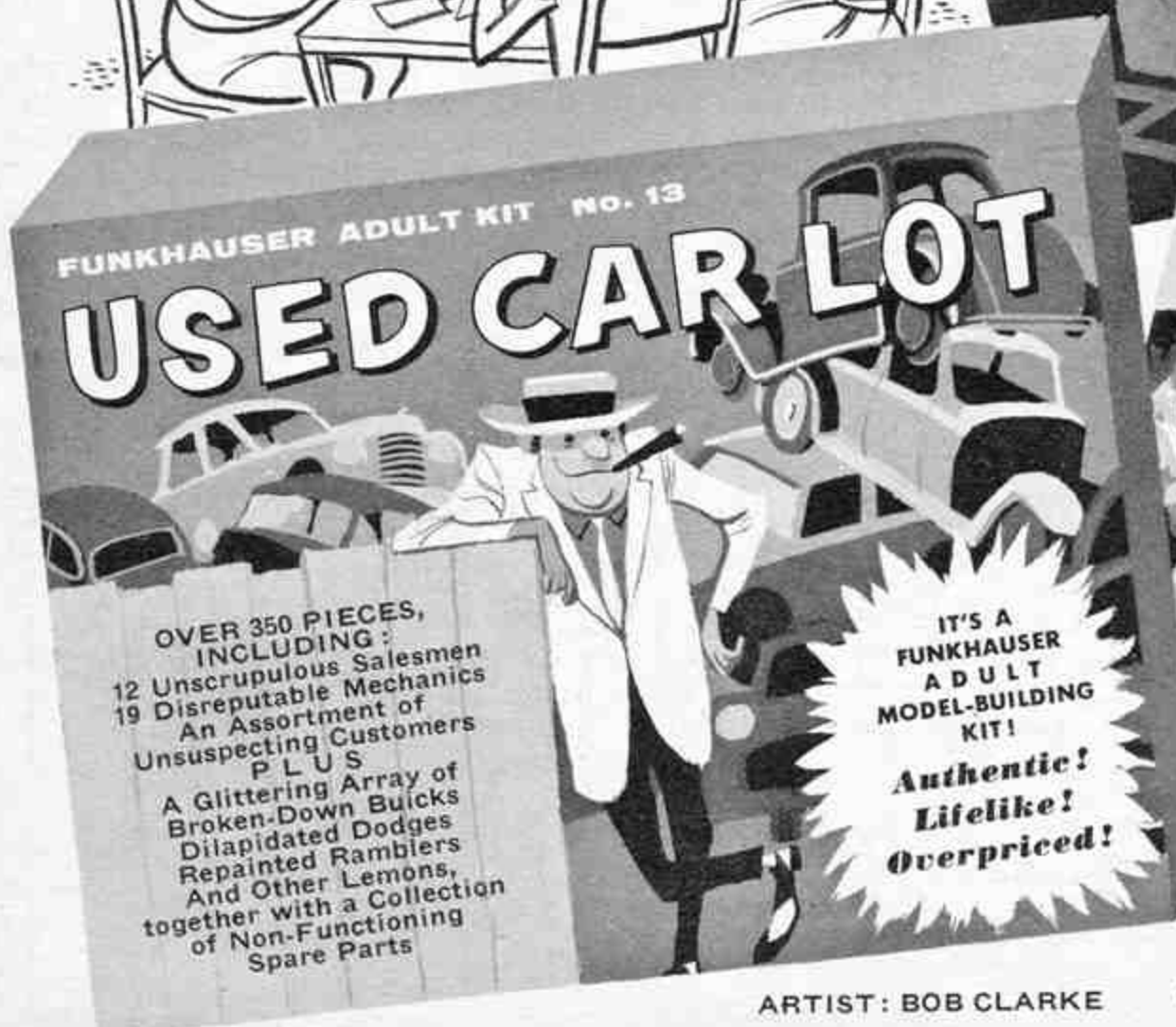
... IF SHEREE NORTH MARRIED RALPH TERRY



HOBBY HORSE-ING AROUND DEPT.

Today, we are enjoying more leisure time. At least it's available. Most of us aren't really enjoying it. For instance, thousands of red-blooded, adult American males are spending their off-hours putting together "model-building kits". But what are they making? Plastic replicas of battleships, tanks, planes, and like that! It always seemed to us that toy-makers should bring out kits for adults that deal with more realistic, modern-day adult things. What grown-up man would bother with a Sherman tank, if he had the chance to put together a Billiard Parlor? Fortunately one enterprising company, the J. B. Funkhauser Corporation, of Cowsnops, Ky., is coming out with just such a series of kits. MAD herewith previews this new line of . . .

MODEL BUILDING KITS FOR ADULTS



ARTIST: BOB CLARKE

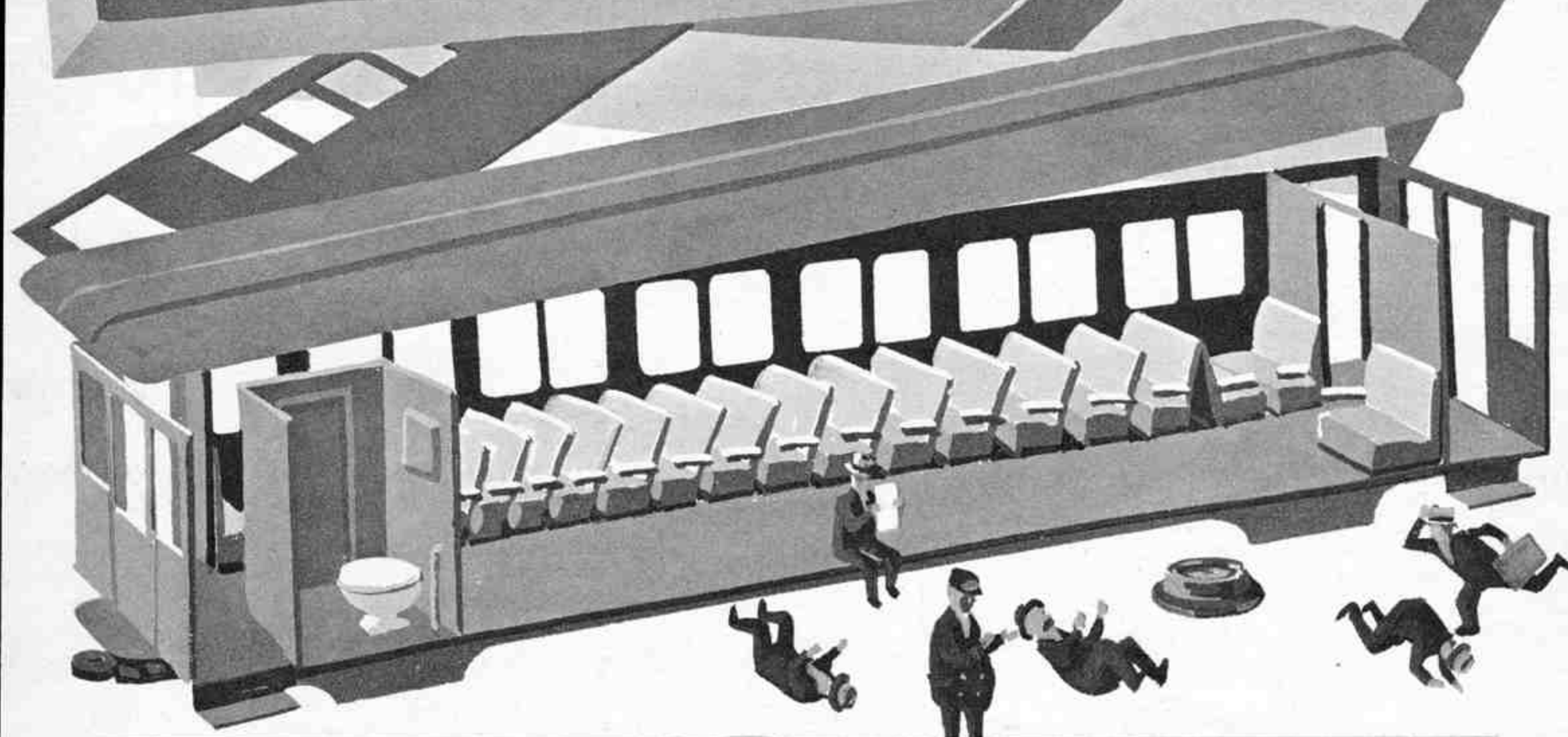
WRITER: FRANK JACOBS

**FUNKHAUSER
ADULT KIT
No. 47**

SUBURBAN COMMUTER RAILROAD CAR

OVER 614 PIECES, INCLUDING:
Advertising Executives with Attaché cases,
Lawyers, Accountants, and Honest Laborers,
PLUS
Conductors, Trainmen, Brakemen
and a Complete Assortment of Obsolete
Accident-Prone Railway Parts and Equipment

IT'S A
FUNKHAUSER
ADULT
MODEL-BUILDING
KIT!
**Authentic!
Lifelike!
Stifling!**



ASSEMBLY INSTRUCTIONS (Cont.)

- 214.** Attach 44 **DOUBLE SEATS** (#1-44) along both sides of **RAILROAD CAR FLOOR ASSEMBLY** (#45).
- 215.** Place 87 **SITTING COMMUTERS** (#47-133) in 44 **DOUBLE SEATS**.
- 216.** Place 54 **RUNNING COMMUTERS** (#134-187) in **AISE** (#188) and aim them all toward 1 **EMPTY SEAT**.
- 217.** Stand **GRAY-HAIRED OLD LADY WITH ARTHRITIS GOING TO CITY TO VISIT DOCTOR** (#189) in **AISE** facing **SITTING COMMUTERS** #52, 53, 54, & 55.
- 218.** Attach **OPENED MORNING NEWSPAPERS** (#190, 191, 192 & 193) in hands of **SITTING COMMUTERS** #52, 53, 54 & 55 so faces are hidden behind them.
- 219.** Place **CONDUCTOR** (#194) in **AISE** punching ticket of **SITTING COMMUTER** (#65).
- 220.** Place **STANDING COMMUTER** (#195) in **AISE** punching face of **CONDUCTOR** (#196) over recent fare increase.

- 221.** Place **"OUT OF ORDER" SIGN** (#197) on **DOOR** of **RESTROOM** (#198).
- 222.** Place **DANCING COMMUTER** (#199) outside **DOOR** of **RESTROOM**.
- 223.** Attach **DEFECTIVE AXLE** (#200) to **UNDERCARRIAGE ASSEMBLY** (#201).
- 224.** Attach **LOOSE WHEEL** (#202) to **DEFECTIVE AXLE**.
- 225.** Attach **FAULTY BRAKESHOE** (#203) to **LOOSE WHEEL**.
- 226.** Attach **NON-WORKING AIR CONDITIONING SYSTEM** (#204) to rear of **RAILROAD CAR ASSEMBLY**.
- 227.** Spray 87 **SITTING COMMUTERS** and 54 **RUNNING COMMUTERS** with **PERSPIRATION** (Bottle A).
- 228.** Place **ENGINEER** (#205), **BRAKEMAN** (#206), and **TRAINMEN** (#207, 208 & 209) outside **RAILROAD CAR** holding meeting over proposed strike.
- 229.** Place entire **RAILROAD CAR** on **DESERTED SIDING** (stand).
- 230.** Place entire **RAILROAD** in **BANKRUPTCY**.

**FUNKHAUSER
ADULT KIT
No. 48**

FANCY, EXCLUSIVE COUNTRY CLUB

OVER 500 PIECES, INCLUDING:
Golfers, Caddies, Caddy Convertibles,
Greens, Fairways, Sandtraps, Roughs,
Blackballed Members,
and a True-To-Life Bar
with 27 Assorted Brands of Liquor
and 12 Assorted Brands of Drunks

**MEMBERS
ONLY**

**IT'S
ANOTHER
FUNKHAUSER
ADULT
MODEL-BUILDING
KIT!**

**Authentic!
Lifelike!
Restricted!**



ASSEMBLY INSTRUCTIONS (Cont.)

61. Place CURSING GOLFER (#12) in SAND TRAP (#13) near 18TH GREEN (#14).
62. Wrap CURSING GOLFER'S 7-IRON (#15) around neck of CADDY (#16).
63. Scatter rest of CURSING GOLFER'S CLUBS (#17-30) around FAIRWAY (#31).
64. Attach 9-IRON (#32) to hands of SWINGING GOLFER (#33) and place on FAIRWAY.
65. Place SWINGING GOLFER'S GOLF BALL (#34) in ROBIN'S NEST (#35) in ELM TREE (#36) to right of 18TH GREEN.
66. Place SWINGING GOLFER'S DIVOT (#37) near hole of 18TH GREEN.
67. Place SWINGING GOLFER'S CADDY (#16) in PRO SHOP (#39) quitting job.
68. Attach HORSESHOE-SHAPED CLUBHOUSE BAR (#40) to CLUBHOUSE FLOOR (#41).
69. Place MARTINI GLASSES (#42-55) on CLUBHOUSE BAR.
70. Place WIFE OF CURSING GOLFER (#56) and WIFE OF SWINGING GOLFER (#57) on STOOLS (#58 & 59) at CLUBHOUSE BAR.
71. Place NON-GOLFING DON JUAN-TYPE CLUB MEMBERS (#60 & 61) on STOOLS (#62 & 63) trying to

make out with WIFE OF CURSING GOLFER and WIFE OF SWINGING GOLFER at CLUBHOUSE BAR.

72. Place DRUNKEN CLUB MEMBERS (#64, 65 & 66) under STOOLS (#67, 68, & 69) at CLUBHOUSE BAR.
73. Attach FIRST SECTION OF BROKEN STOOL (#70) in hands of UNRULY MEMBER (#71).
74. Attach SECOND SECTION OF BROKEN STOOL (#72) in skull of OLDER MEMBER (#73).
75. Place BARTENDER (#74) at CASH REGISTER (#75) tearing up OLDER MEMBER'S BAR BILL (#76).
76. Place CLUB MEMBERSHIP DIRECTOR (#77) in DOOR of OFFICE (#78).
77. Attach LIFTED FOOT of CLUB MEMBERSHIP DIRECTOR to SEAT of REJECTED APPLICANT (#79).
78. Place COUNTRY CLUB ARMED GUARD (#80) at MAIN GATE (#81) checking ancestry of approaching GUEST (#82).
79. Place VICIOUS DOBERMAN PINSCHER (#83) behind BARBED WIRE FENCE (#84).
80. Place MACHINE GUNS (#85 & 86) BEHIND EMBANKMENTS (#87 & 88).
81. Place MACHINE GUN CREWS (#89 & 90) at MACHINE GUNS.
82. Place "MEMBERS ONLY" SIGN (#91) at MAIN GATE.

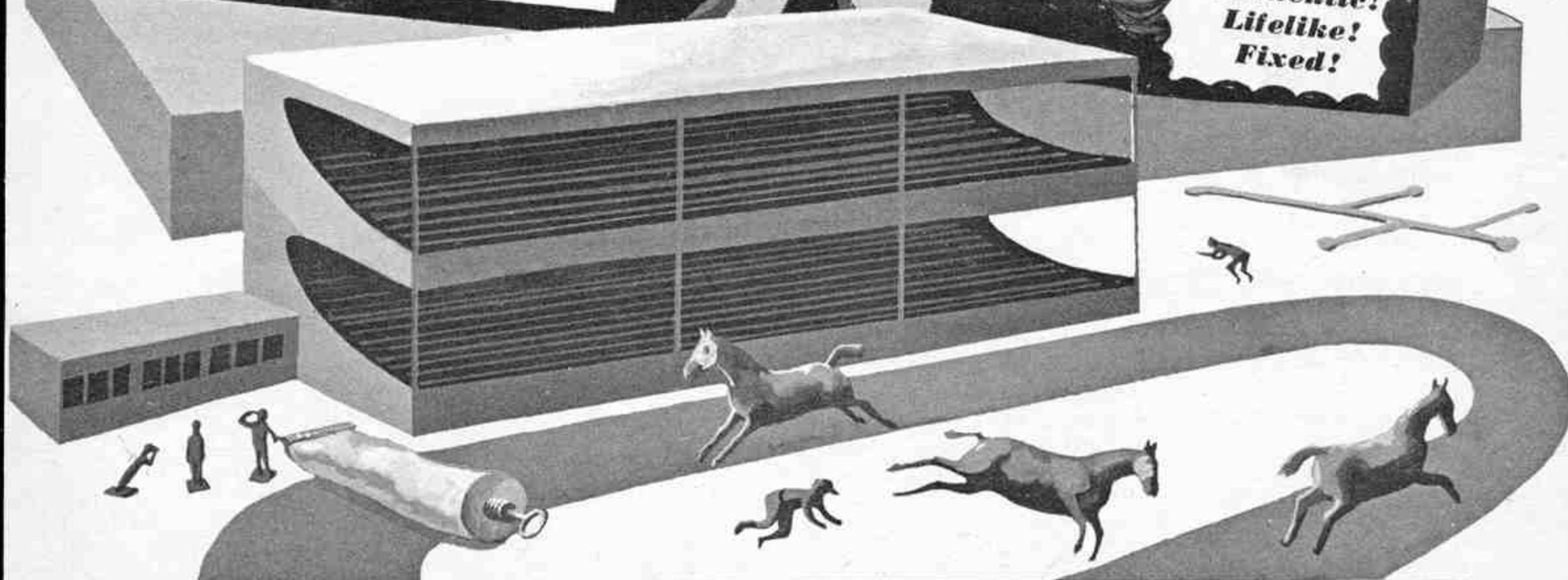
**FUNKHAUSER
ADULT KIT
No. 49**

STURDLEY DOWNS RACE TRACK

OVER 778 PIECES, INCLUDING:
Screaming Bettors, Cheering Winners,
Shrieking Losers,
PLUS
an Assortment of Touts, Handicappers,
Conmen and Pickpockets
with Horses, Jockeys, Toteboards,
Pari Mutuel Windows, and a
Track with Real Dirt
and other things.

IT'S EVEN STILL
ANOTHER
FUNKHAUSER
ADULT
MODEL-BUILDING
KIT, ALREADY!

**Authentic!
Lifelike!
Fixed!**

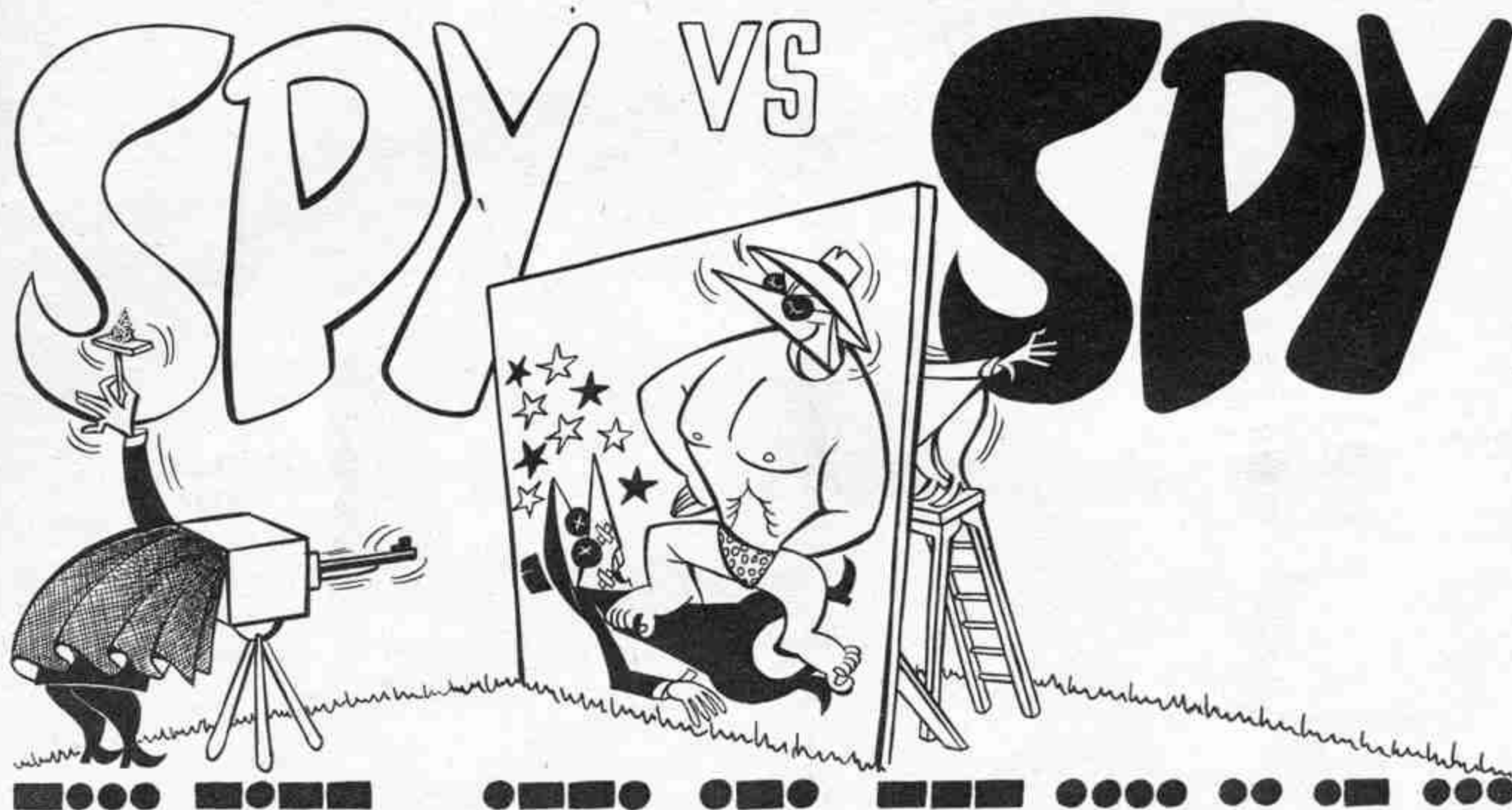


ASSEMBLY INSTRUCTIONS (Cont.)

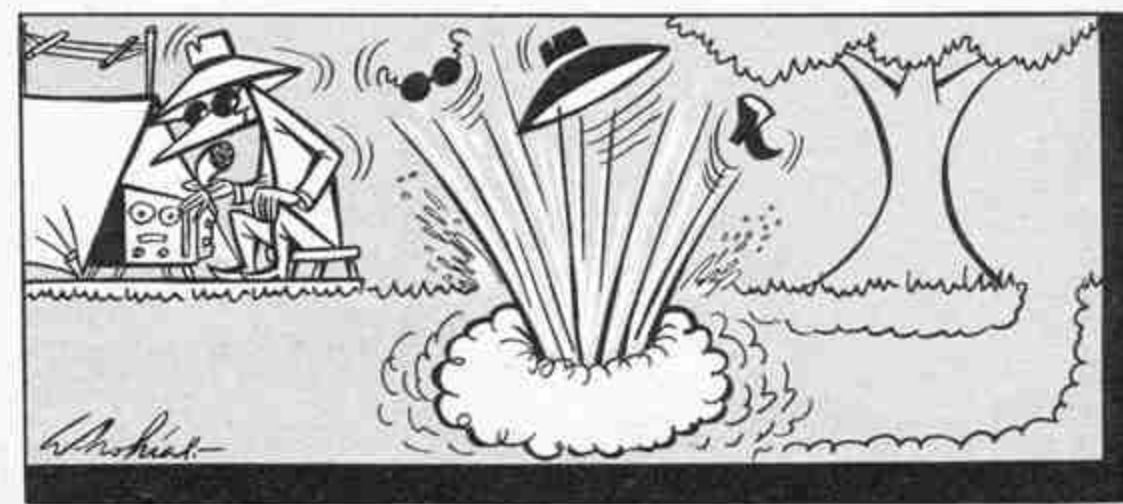
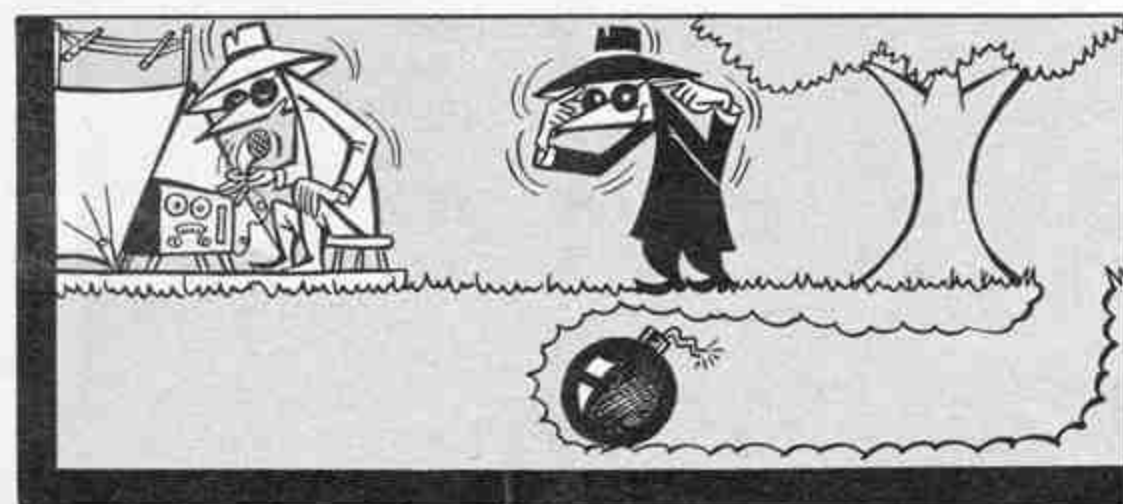
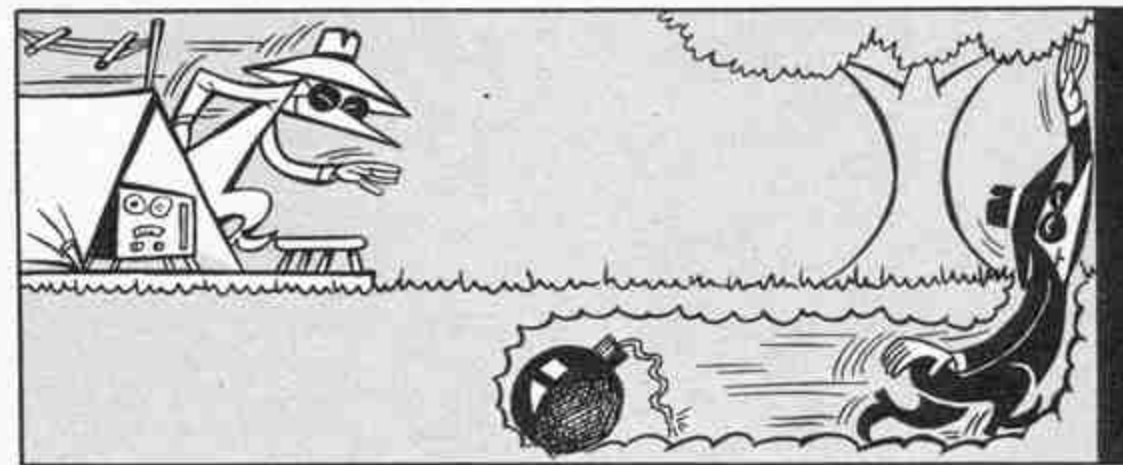
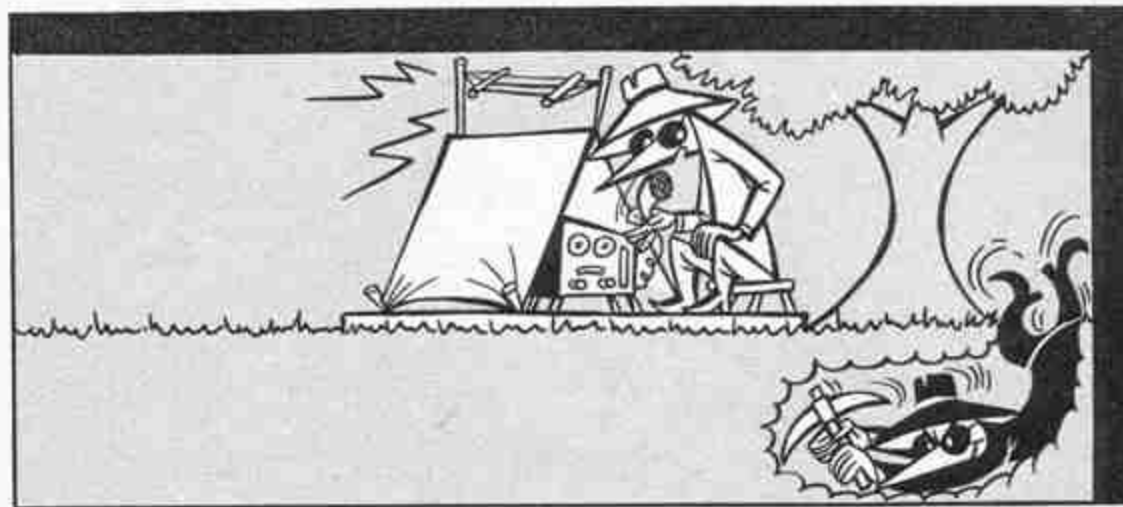
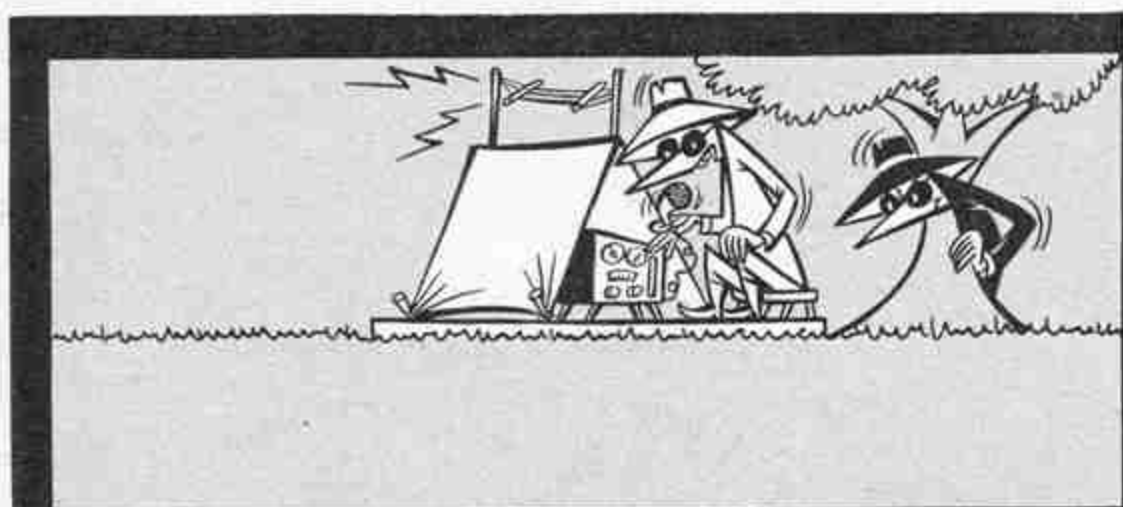
16. Place **HAPPY HORSEPLAYERS FLUSH WITH LOOT** (#1, 2, 3 & 4) outside **GRANDSTAND** (#5) entering through **MAIN GATE** (#6).
17. Place **UNHAPPY HORSEPLAYERS CLEANED OF LOOT** (#7, 8, 9 & 10) outside **GRANDSTAND** leaving through **MAIN GATE**.
18. Place **BETTING HORSEPLAYERS** (#11, 12, 13 & 14) in line before **\$5.00 "WIN" WINDOW** (#15).
19. Place **HAND** of **BETTING HORSEPLAYER** #11 in **POCKET**, reaching for his **WALLET** (#16).
20. Place **WALLET** of **BETTING HORSEPLAYER** #11 in **HAND** of **BETTING HORSEPLAYER** #12.
21. Place **HAND** of **BETTING HORSEPLAYER** #13 in **POCKET** of **BETTING HORSEPLAYER** #12.
22. Place **HAND** of **PINKERTON DETECTIVE** (#17) on **SHOULDER** of **BETTING HORSEPLAYER** #13.
23. Place entire **LINE** of **BETTING HORSEPLAYERS** under **ARREST**.
24. Place **JOCKEYS** (#18, 19, 20, 21, 22, 23 & 24) on **HORSES** (#18, 19, 20, 21, 22, 23 & 24).

25. Place all the **JOCKEYS** on **HORSES** bunched up in **HOME STRETCH** of **TRACK** (#25).
26. Place **HORSES** #18 & 19 neck-and-neck crossing **FINISH LINE** (#26).
27. Aim **WHIP** of **JOCKEY** #18 at **RUMP** of **HORSE** #18.
28. Aim **WHIP** of **JOCKEY** #19 at **HEAD** of **JOCKEY** #18.
29. Place **SCREAMING HORSEPLAYERS** (#27-727) in **GRANDSTAND** facing **FINISH LINE**.
30. Place **SCREAMING HORSEPLAYER** (#728) in **GRANDSTAND** facing **SCREAMING HORSEPLAYER** (#729) who is standing on his foot.
31. Place **DAILY DOUBLE WINNER** (#730) in **AISLE** (#731) waving **WINNING TICKET** (#732) worth \$1,550.
32. Place **INTERNAL REVENUE AGENT** (#733) in **AISLE** behind **DAILY DOUBLE WINNER** waving **WINNING TICKET** worth \$1,550 . . . **BEFORE TAXES**.
33. Place **ANGRY LOSING HORSEPLAYER** (#734) on **TRACK** aiming revolver at **JOCKEY** on **HORSE** #20.
34. Place **DESPONDENT LOSING HORSEPLAYER** (#735) at **RAIL** (#736) aiming revolver at **HIMSELF**.

When Fidel (the man with the sword) ordered Antonio Prohias (the man with the pen) arrested for his anti-Castro cartoons, the Cuban artist fled to the U.S., where he now graces MAD's pages with...



*If SIMONE SIGNORET married VIC DAMONE...



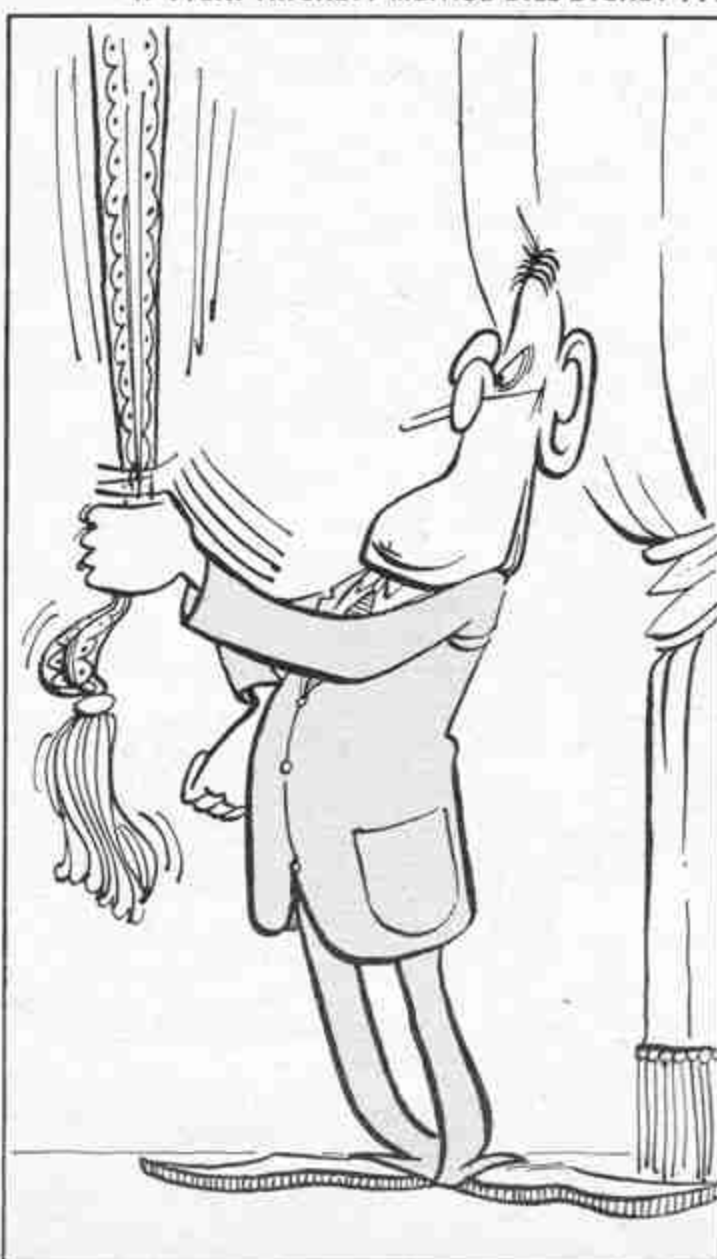
DON MARTIN DEPT. PART III

When we heard that Don Martin was "playing the Palace", we called to reserve seats. The show we saw was great . . . Judy Garland trying to make her seventeenth comeback . . . But no Don! Later we learned where Don was really "playing" . . . at the Duke's palace as . . .

The Guest Of Royalty



**If VICKI TRICKETT married BILL DICKEY . . .



Better Homes and Gardens

December 1961
35c



Growing Prize-Winning ROSES

by ARTHUR L. WIMBOGGER



Albert J. Sorenson, of Ham
hank, Mich., is a very, very,
very, very fine rose grower. He
has won many, many, many,
many prizes for his extremely
lovely and beautiful blossoms, in-
cluding first place in his division
in the Wayne County Fair, which
is held annually each year every
June near Detroit, a large city
in Michigan which is best known
for the manufacture of automo-
biles but also has other industries.
When Mr. Sorenson plants his
extremely lovely and beautiful

roses, he first digs a big, big, big,
big hole. This is to allow ex-
tremely ample and adequate room
for the roots of the bushes, which
are the things that Mr. Soren-
son's extremely lovely and beau-
tiful roses grow on. In having his
roses grow on bushes, Mr. Soren-
son does not differ in a large
measure from the thousands and
thousands and thousands of other
rose growers who dot this large
and bountiful land of ours from
coast to coast and border to bor-
der. However, there

Cont. on Page 81

JACK and JILL

A CURTIS MAGAZINE

DECEMBER 1961
35 PENNIES



CONFESSIONS OF A CRAYOLA THIEF
MY GRANDPA WAS A FAMOUS RUM RUNNER
HOW TO CHEAT AT MARBLES WITHOUT GETTING BEAT UP ON

GAME OF THE MONTH

BY CARLOTTA OVERSCHMEER

READING TIME: FIVE HOURS



This month, we are all going to play with
paper dolls. Won't that be fun? I think that will
be fun. I'll bet you all think that will be fun, too.
I know I do. Don't you? I'll just bet you do. Of
course we all know there is nothing like fun
when it comes to having a good time. You know
that, don't you? I'm sure you all do. I know I do.
Fun was made for having good times. That is
the nicest part about having a good time. It is so
much fun. If you can't have fun while you are
having a good time, then what is really the point
of having fun? Ha-ha! That is a funny thing for
me to say. Don't you think that is a funny thing
for me to say? I think it is. Don't you? I do. Now
we take scissors and

(Continued on p. 57)

True Story

DECEMBER 1961 25¢

I FELL IN LOVE
WITH A FINK

LIVING ON DEATH
ROW CAN BE FUN

MY HUSBAND WORKED LATE
SO I SHOT HIM



The Horror of a Life Misled

by E. W. D.

I take pen in hand to write of a problem so horrible I cannot bear to speak of it. However, through long years of experience, I have learned that amid the whirl and spiel of everyday life, we must all learn to face each day as it comes, and though the path be hard and the road be rocky, there can come from the depths of each person's soul a hybrid mixture of good and evil that is within each of us to be tolerated, yea, welcomed as that portion of humanity which sets us apart from lower forms of life and makes each of us that little bit of the human

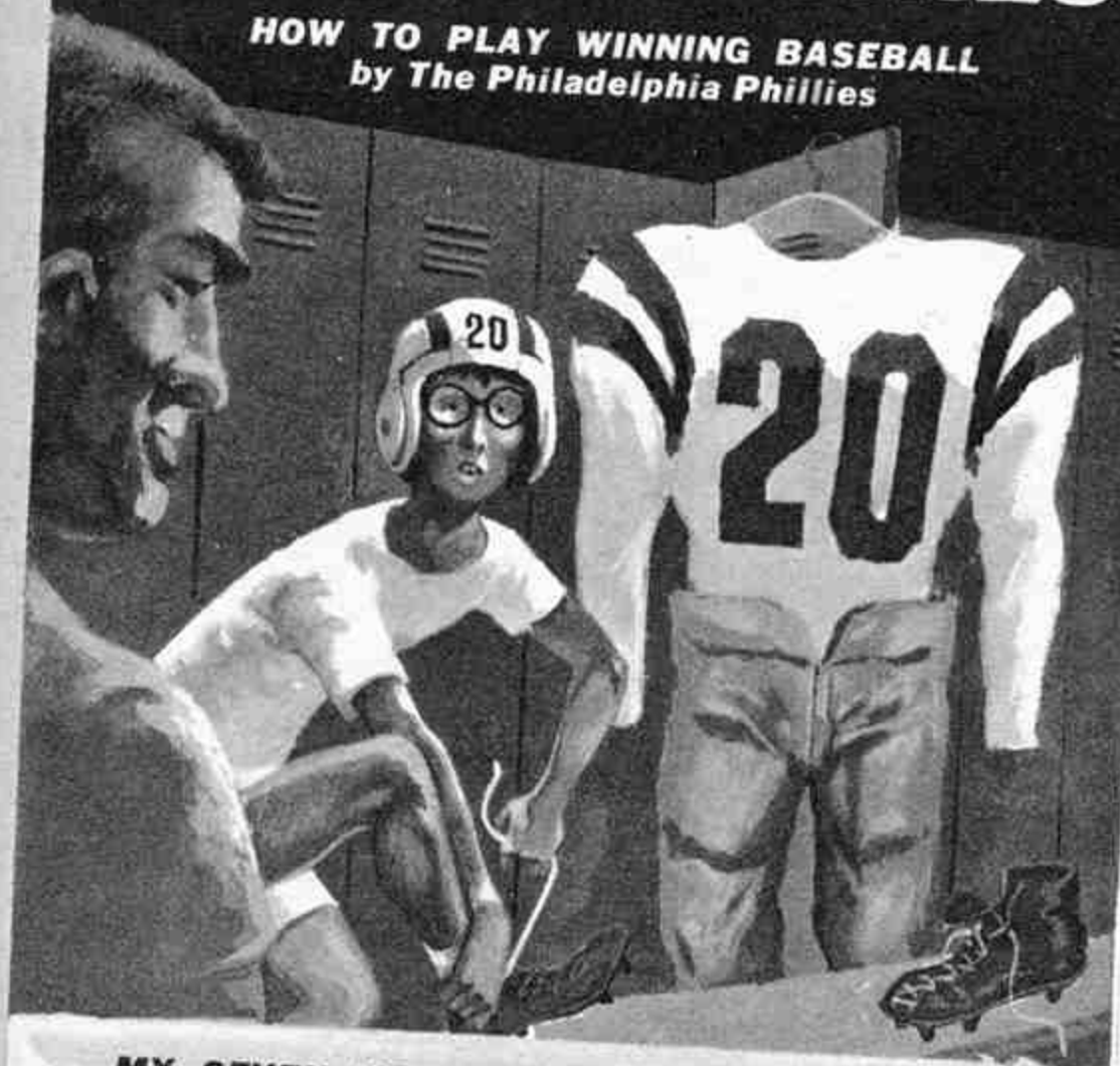
species which is so much to be treasured, and that in doing so, we nurture the good in all of us and make ourselves a little ray of sunshine that is to be valued and cherished from within if we are to tolerate the mixture of good and (Cont. on Page 106)



GREAT SPORTS STORIES

December 1961 25¢

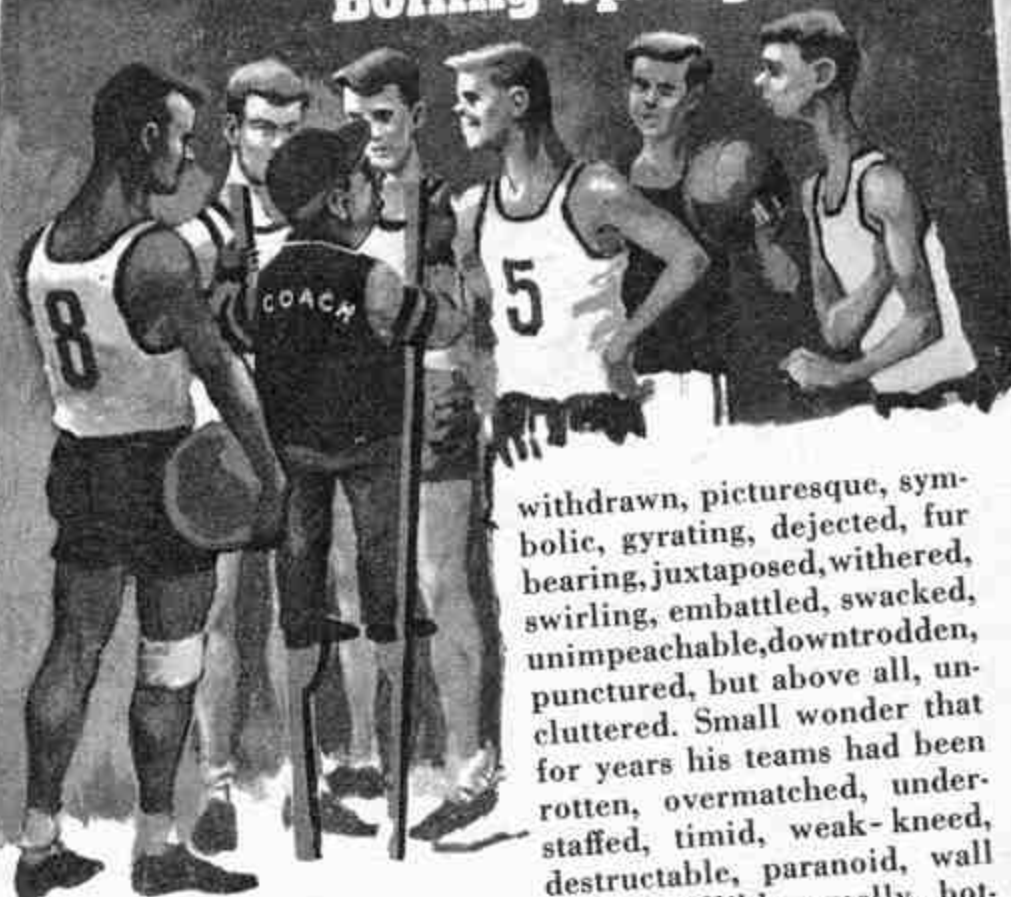
HOW TO PLAY WINNING BASEBALL
by The Philadelphia Phillies



MY SEVEN YEARS IN
BIG LEAGUE BLACK JACK
by Big Eddie Dumbufski

ARE CROQUET
MATCHES FIXED?
by Ken Bushwach

A Championship For Boiling Springs High



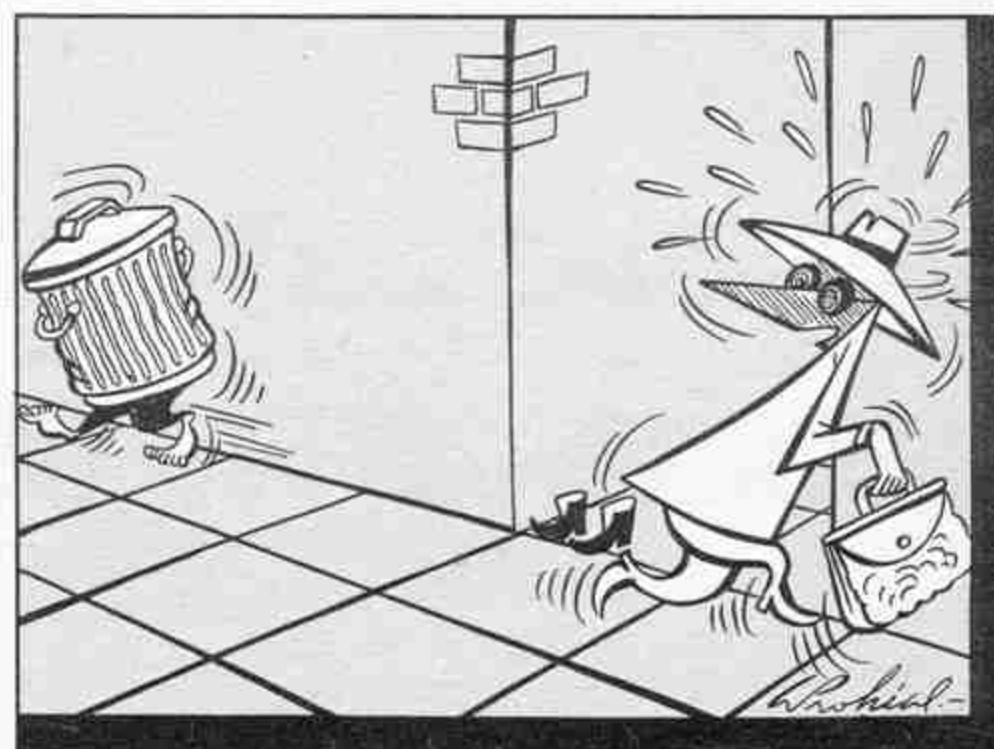
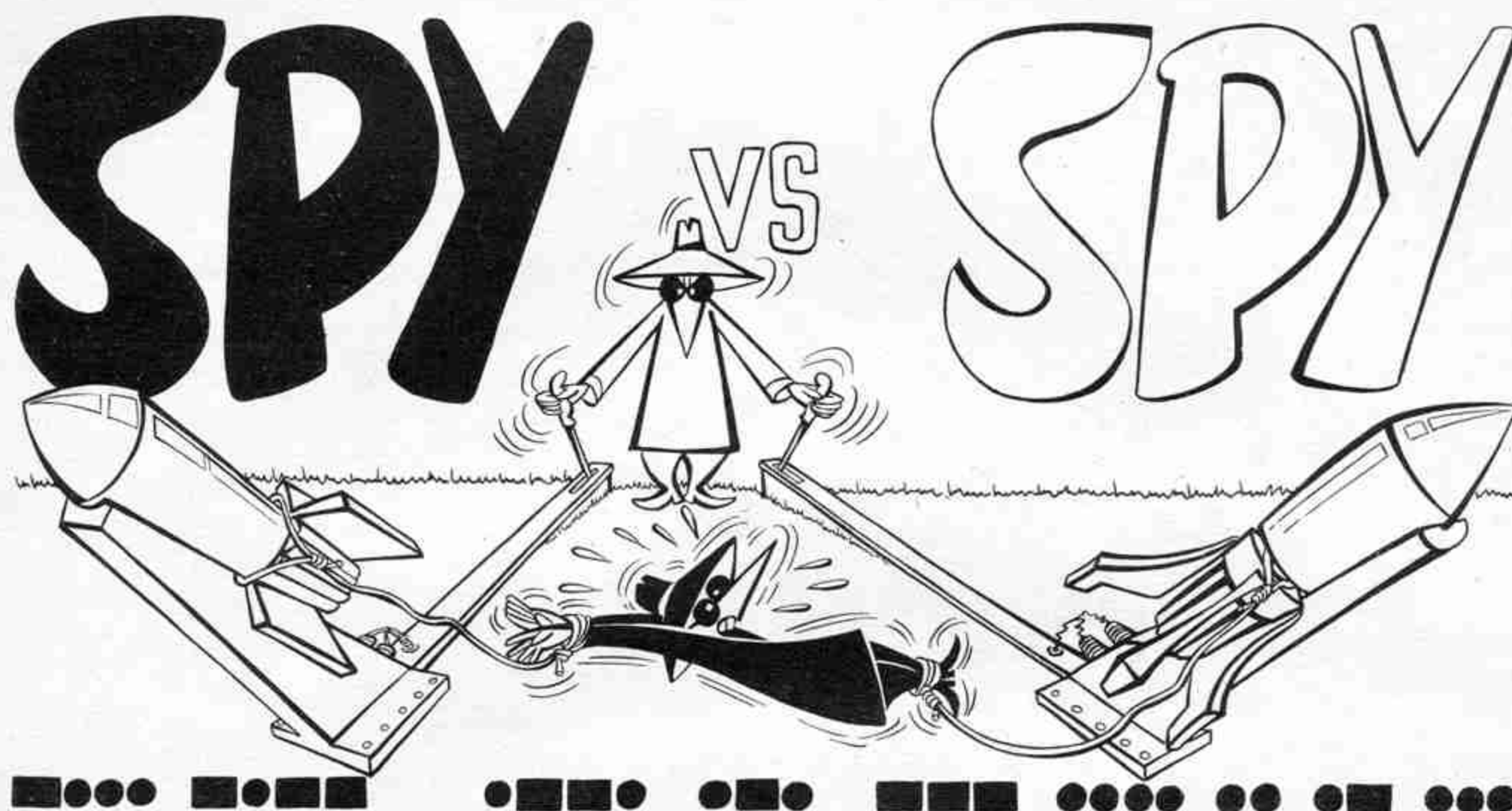
by ROSCOE WEYERFLANG

Old Ralph Jibbet had never been a popular coach at Boiling Springs High. He was gruff, head-strong, hyperthyroid, cruel, unjust, moody, statuesque, schizoid, unmannerly, driving, indomitable,

withdrawn, picturesque, symbolic, gyrating, dejected, fur bearing, juxtaposed, withered, swirling, embattled, swacked, unimpeachable, downtrodden, punctured, but above all, uncluttered. Small wonder that for years his teams had been rotten, overmatched, understaffed, timid, weak-kneed, destructable, paranoid, wall eyed, infallible, smelly, bottled, defrosted, and, in a manner of speaking, nibbling. The whole school was up in arms about the situation, being outraged, indignant, knowledgeable, unwieldy, battling, strong willed, hard bitten, unfurnished, pitiable,

Cont. on Page 58

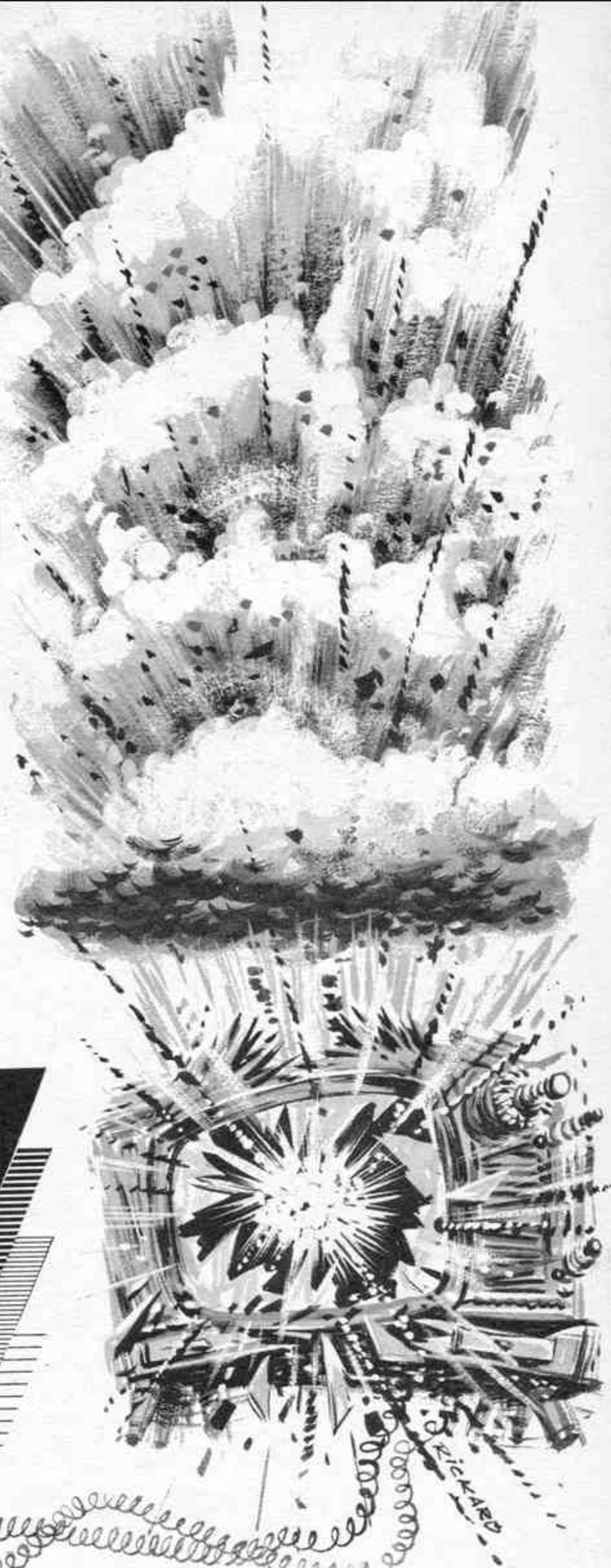
Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as —



PRESENTING...
A SPECIAL
"FEATURE
LENGTH"

MAD LOOK AT

TV



CHAPTER 1 IF TV SHOWS WERE ACTUALLY LIKE THEIR "CAPSULED DESCRIPTIONS"

CHAPTER 2 THE INFERNAL TRIANGLE (TELEVISION-WISE)

CHAPTER 3 SOME TV ADS WE NEVER GOT TO SEE

CHAPTER 4 THE "STONE AGE" TREND ON TV

CHAPTER 5 LESS VIOLENT TV SHOWS

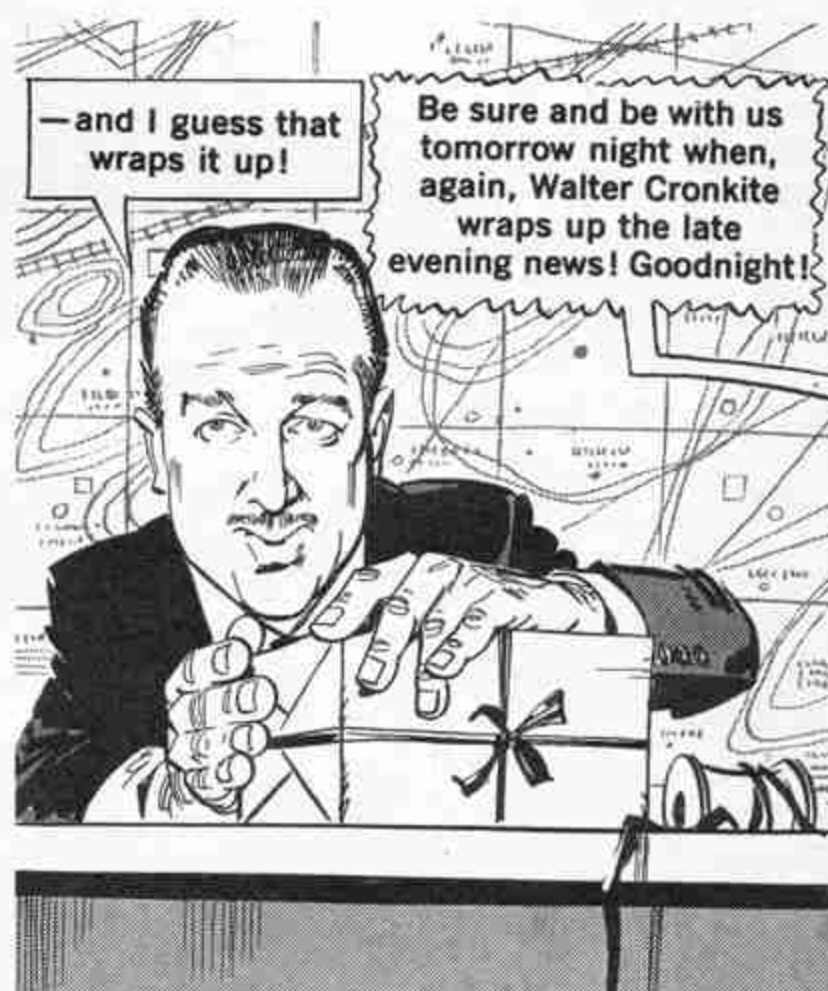
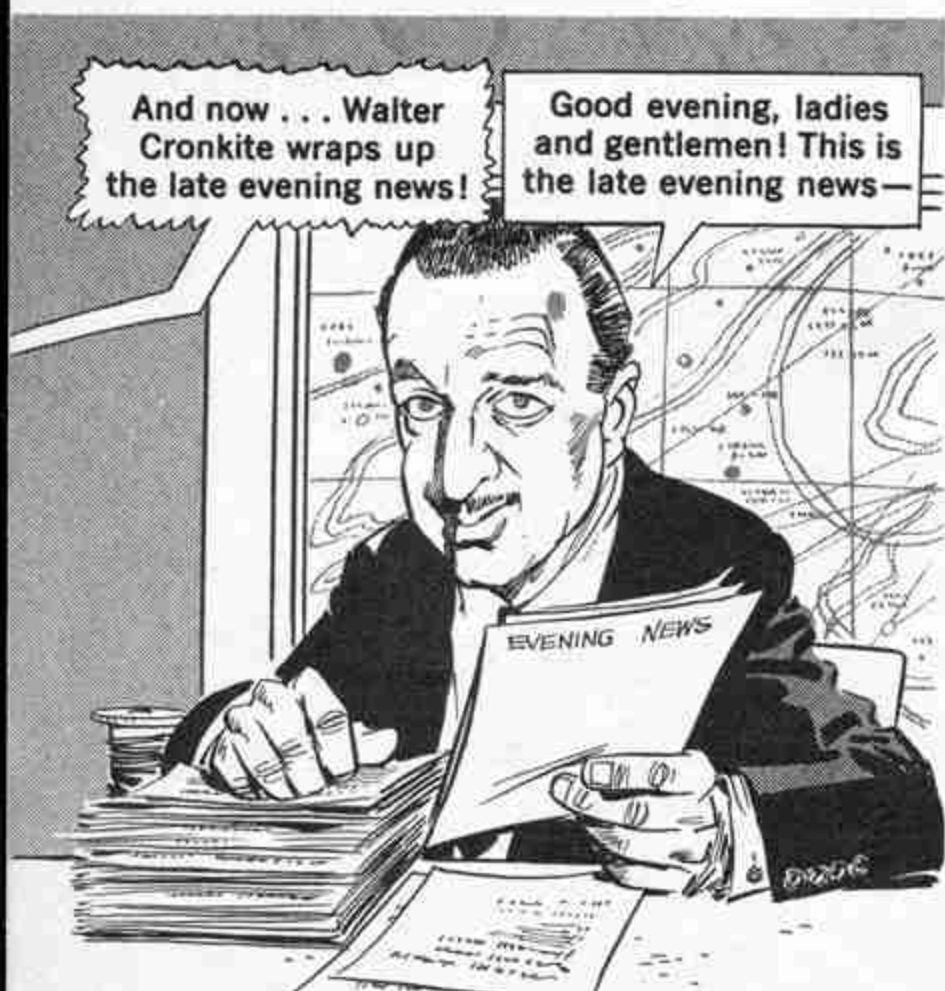
CHAPTER 6 WHEN CULTURE COMES TO TOP-RATED TV SHOWS

CHAPTER 7 TV DINNERS TO MATCH THE SHOWS

Every day, millions of Americans are forced to make important decisions—decisions that affect their very lives—namely: which TV shows to watch! And so, every day, millions of Americans turn to newspapers and TV Guide-type magazines for assistance in making these decisions. And they make

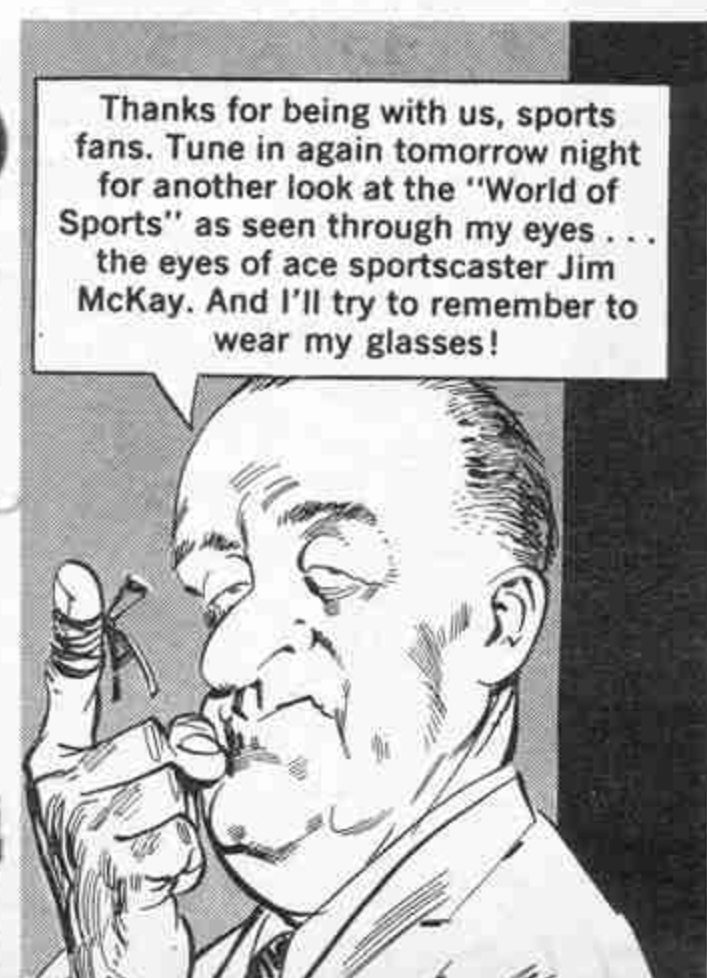
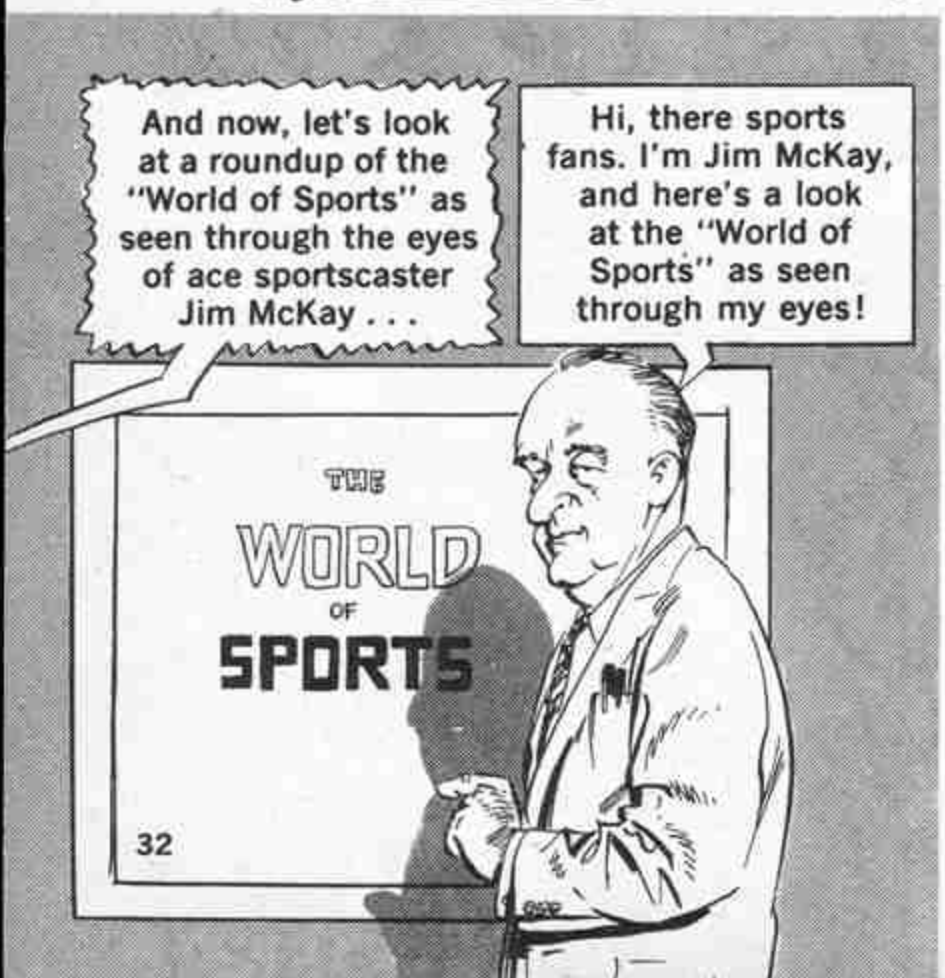
IF TV SHOWS WE THEIR "CAPSULE

11:15 CHANNEL 2—News
Walter Cronkite wraps up the late evening news.



.. IF JUNE ALLYSON married RICHARD BOONE . . .

6:30 CHANNEL 10—World of Sports—Jim McKay
A Roundup of the "World of Sports" as seen thru the eyes of ace sportscaster, Jim McKay.

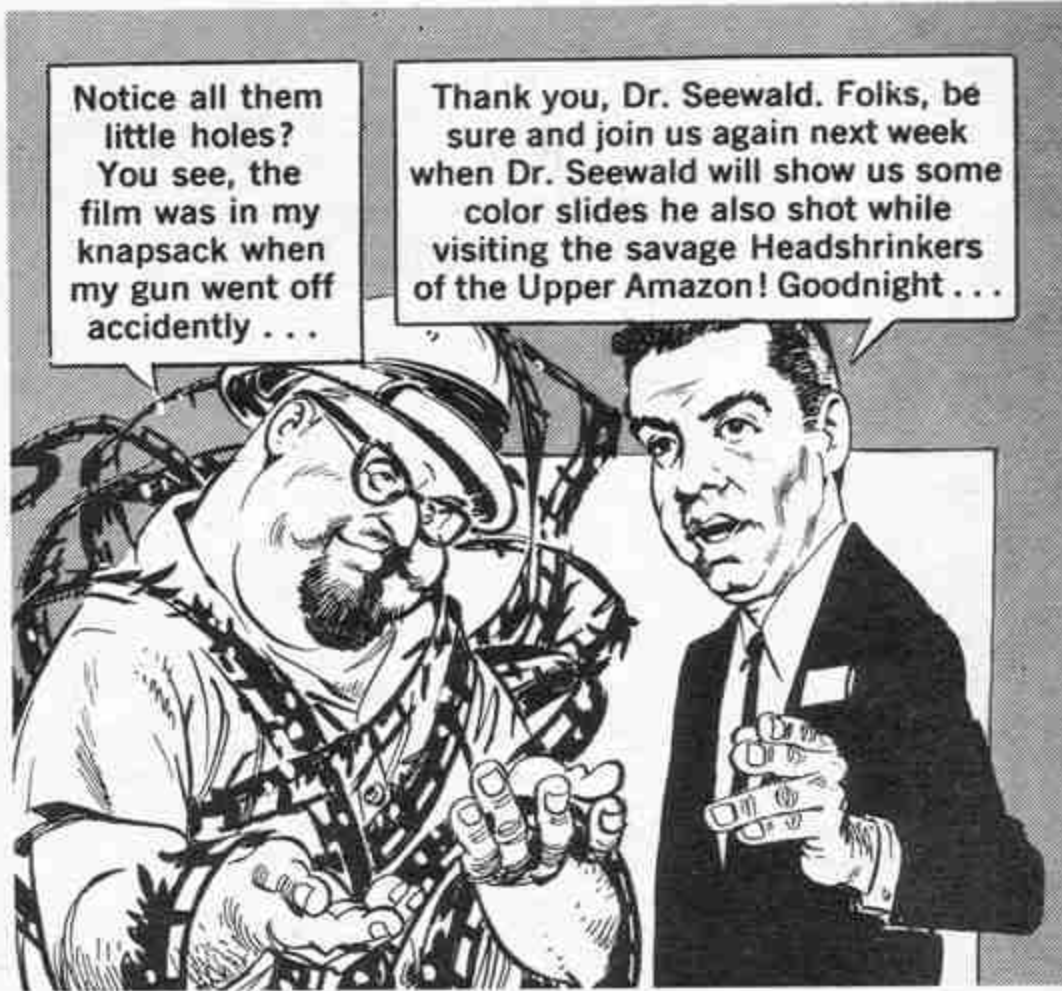


these decisions based on the "Capsuled Descriptions" of the shows these publications carry. Which is all very well, except that these "Capsuled Descriptions" are not very accurate. What they describe you do not see! In fact, television fare could be a lot more fun and entertainment ...

RE ACTUALLY LIKE D DESCRIPTIONS"

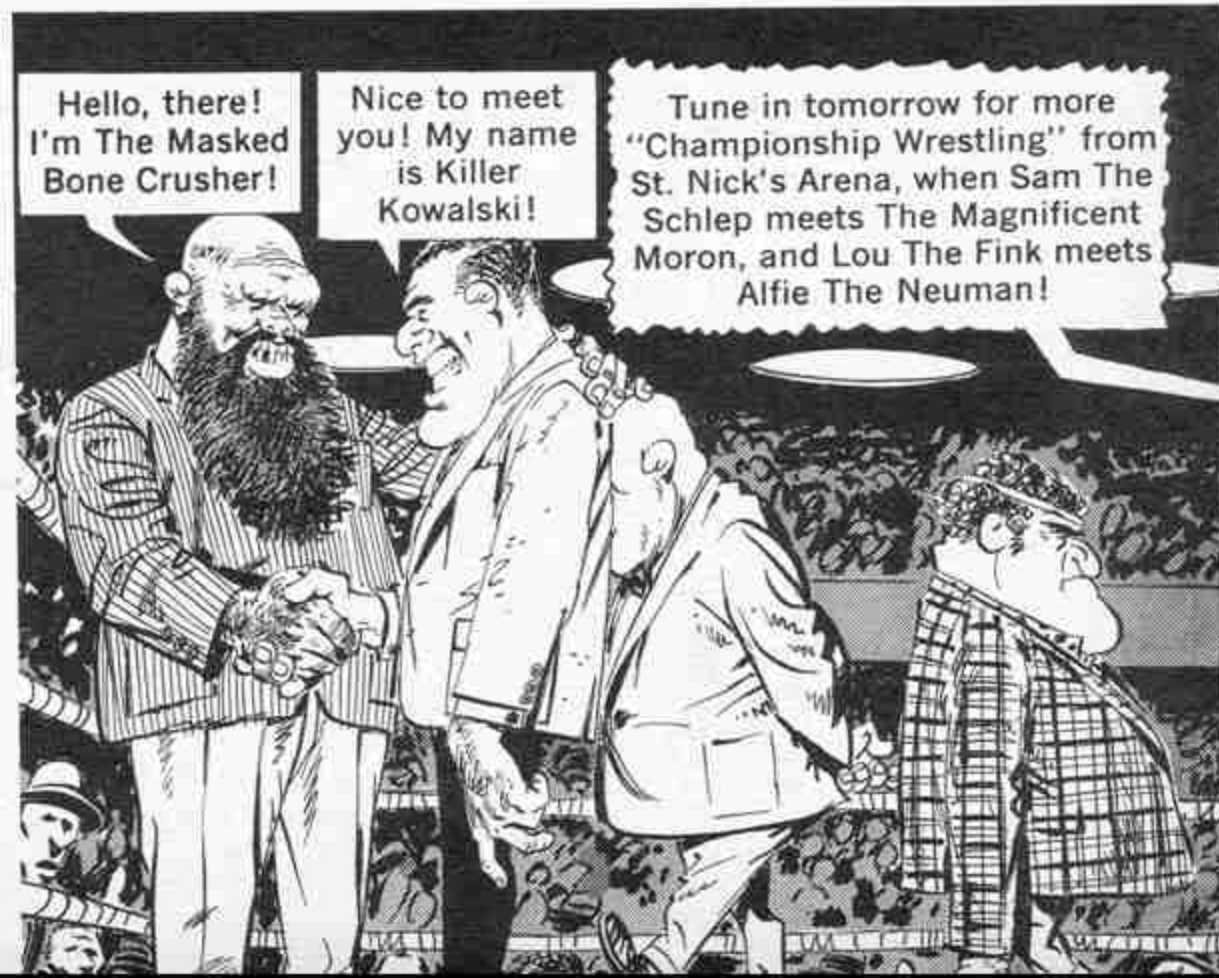
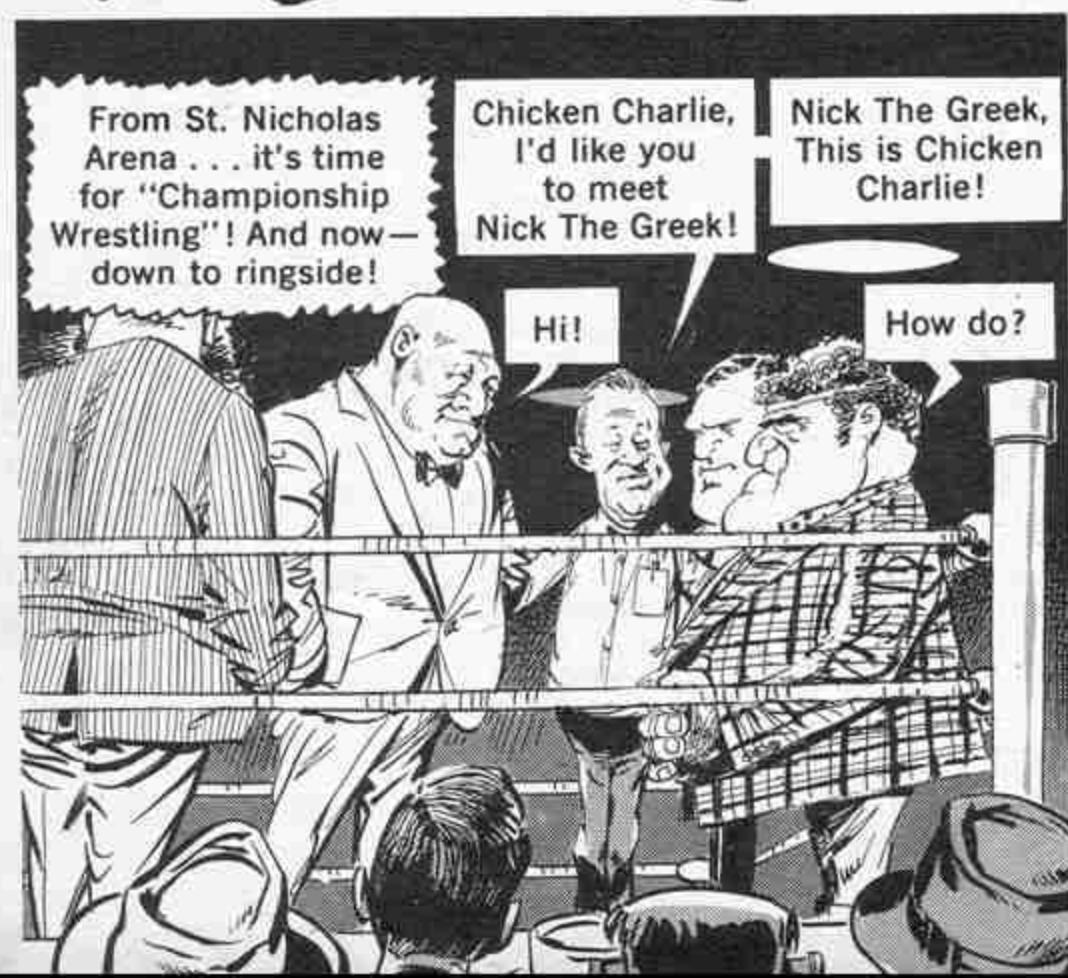
10:00 CHANNEL 11—**Bold Journey**
Tonight, Dr. Leonard Seewald shows us some film he shot while visiting the savage Headshrinkers of the Upper Amazon. Jack Douglas is host.

ARTIST: MORT DRUCKER
WRITER: EARLE DOUD

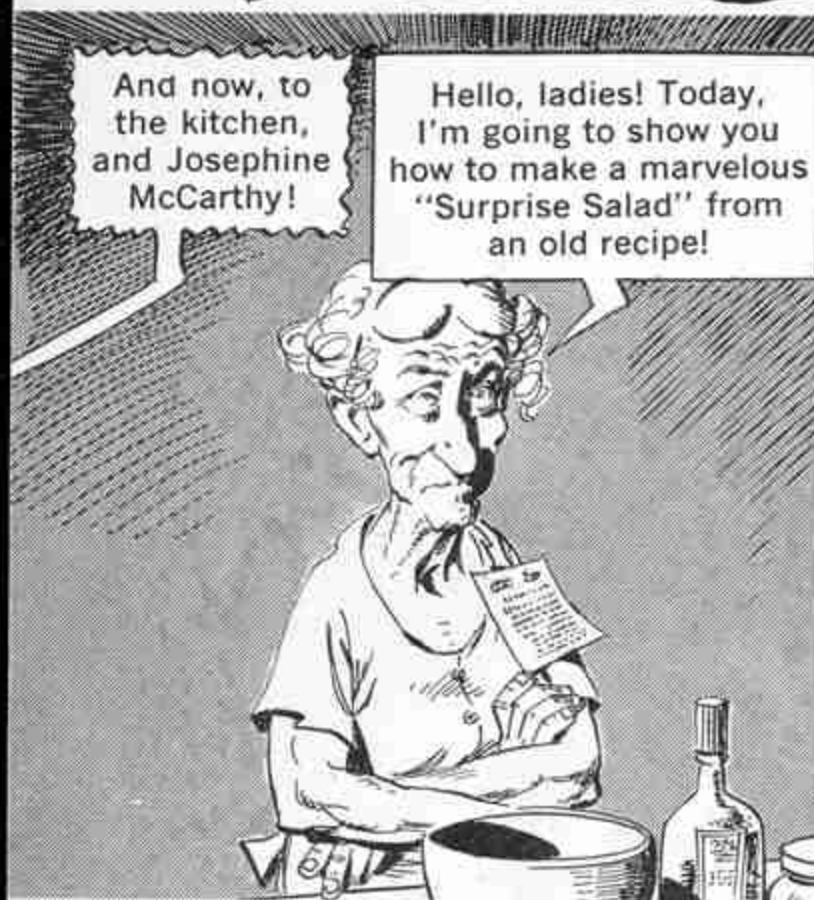


**If JEAN SIMMONS married ORSON BEAN ...

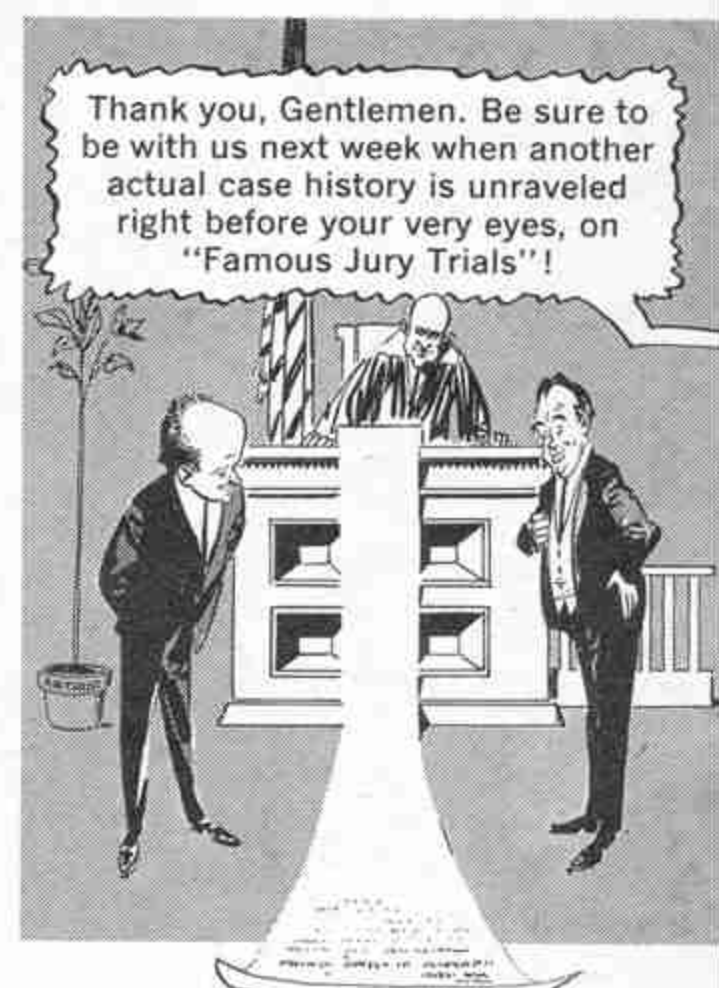
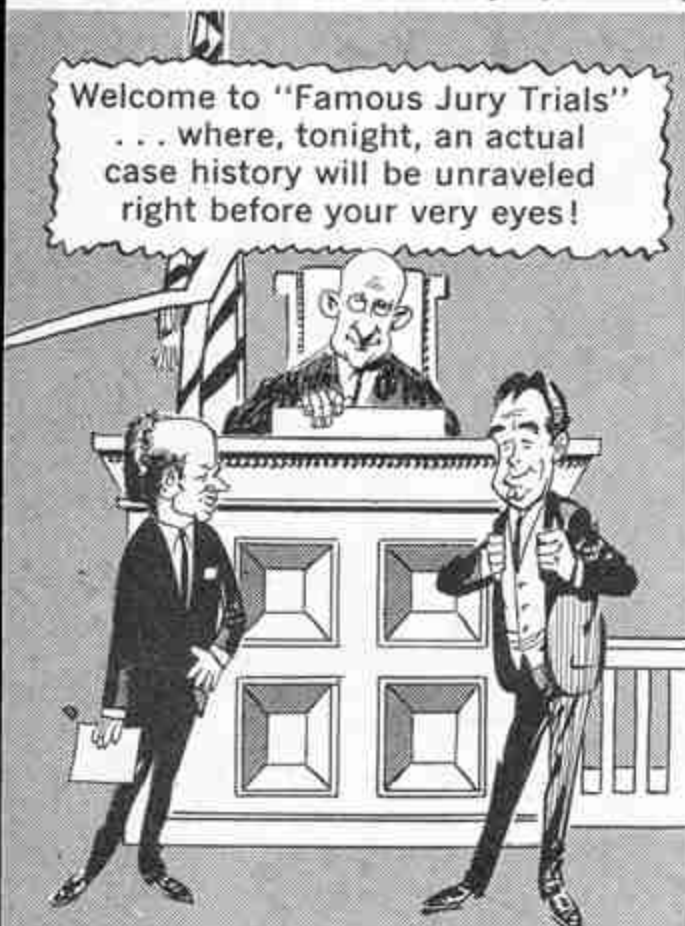
9:00 CHANNEL 5—**Championship Wrestling**
Chicken Charlie meets Nick The Greek and the Masked Bone Crusher meets Killer Kowalski at St. Nicholas Arena.



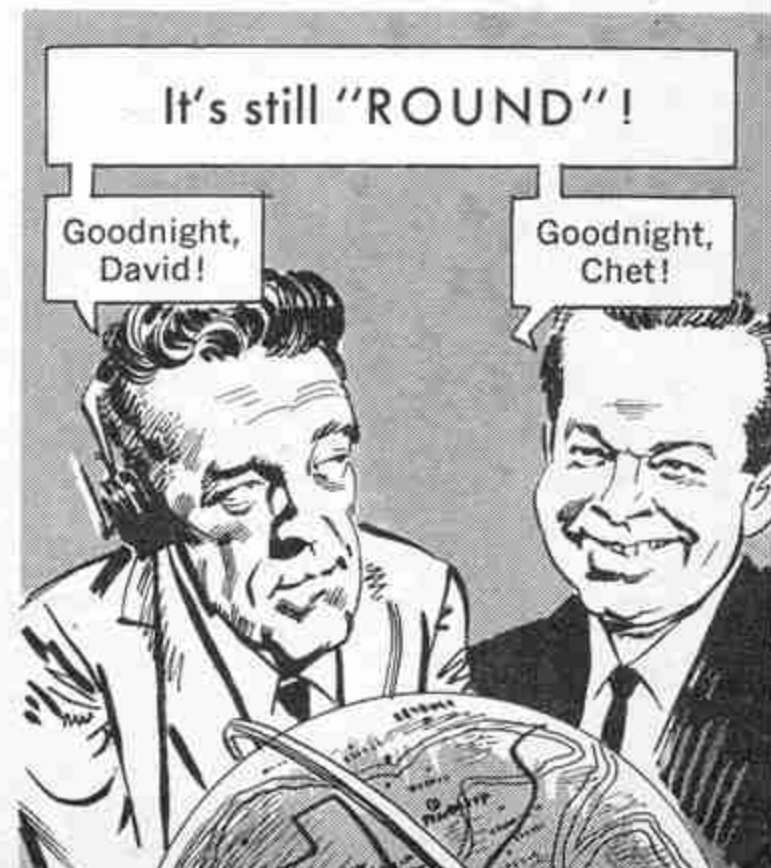
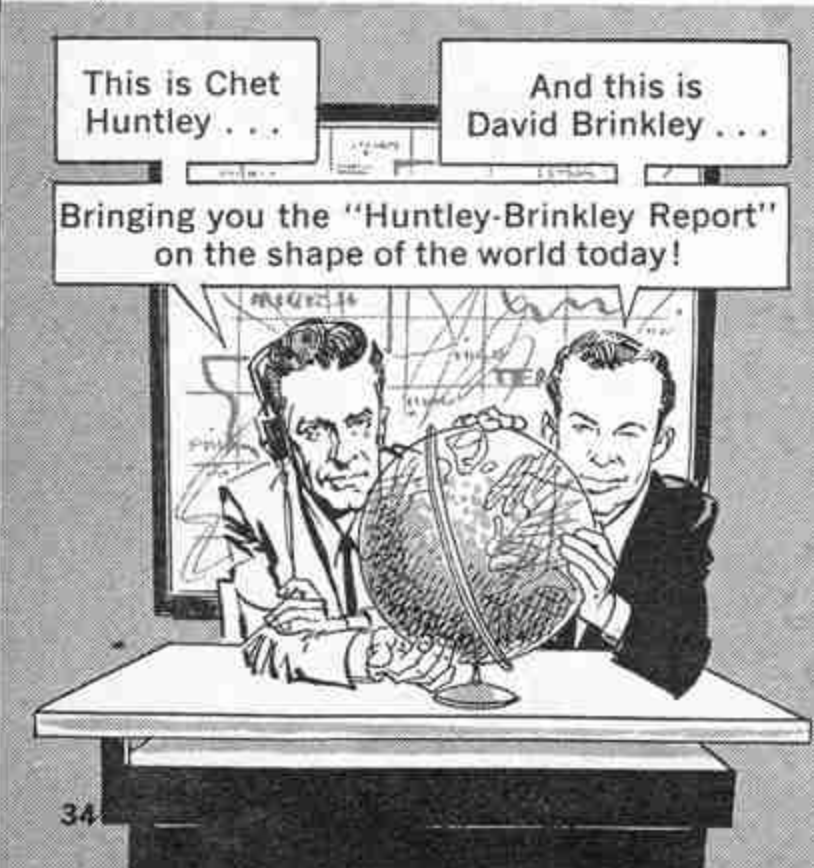
12:00 CHANNEL 3—Josephine McCarthy-Cooking
Today, Josephine makes a "Surprise Salad" out of an old recipe.



8:30 CHANNEL 9—Famous Jury Trials
An actual "Case History" is unraveled right before your very eyes.



7:45 CHANNEL 4—Huntley-Brinkley Report
Chet Huntley and David Brinkley report on the shape of the world today.



CHAPTER 2

A harried housewife takes pen-in-dish-pan-hand to express her jealousy, fear, and anger at what she considers a threat to her home and marriage:

THE INFERNAL TRIANGLE

(TELEVISION-WISE)

by Lois Carpenter

The "Other Woman" in my life
Is television's "Perfect Wife".
From breakfast, when her children rush
Off, saying they've no time to brush,
To afternoon, when in they breeze
With shouts of "Look, no cavities!",
She spends her time advising me
That I, too, can live graciously.
She paints her whole house in one day,
While tightly sheathed in gold lamé;
She mops her floors in four inch heels,
In "half-the-time", the ad reveals;
She wears white gloves, exquisite taste,
To shine her shoes with some new paste;
And still this marvel of our sex
Has leisure left to test "Brand X".
(No wonder her sink's white as new!
I use *one* can, SHE uses TWO!)
I rub and scrub each dirty dish,
While hers comes clean with just a swish.
To top it off, she then demands
That I admire her lovely hands.
At five, she sprays the stale old air,
Puts pipe and slippers by his chair.
Her powder and martinis dry,
She greets her husband. I could cry!
When MINE comes home, his heroine,
In dungarees and double chin,
Sits watching TV's able bride,
And contemplating suicide!



CHAPTER 3

Hi! Welcome to another unrehearsed Imperial Margarine Test! We've spread two crackers—one with the "expensive spread," and one with new Imperial—and we're going to stop someone now and see if she can tell the difference!



**SOUND FAMILIAR?
YOU'VE PROBABLY
SEEN THIS AD ON
TV LOTS OF TIMES.
IT'S ONE OF THOSE
"COMPARISON TESTS."
EVER NOTICE THAT
THESE TESTS ARE
ALWAYS PRE-RECORDED
ON VIDEO TAPE OR
FILM? WANNA KNOW
WHY THEY'RE NEVER
MADE "LIVE"? WELL,
JUST WATCH THE
RESULTS OF ...**

SOME NEV

THE IMPERIAL MARGARINE TEST WE NEVER GOT TO SEE #1

Pardon me, Ma'am. I wonder if you would mind making the Imperial Margarine Test!

Yes. . . .

You mean like they do on Television?

OH, YOU DON'T KNOW HOW LONG I'VE WAITED FOR THIS!! Ever since six months ago, when you first started showing the test on TV, I've wanted to do it!

As a matter of fact, I've shopped ten hours a day in different supermarkets, looking for you!

Oh, really? That's a compliment, but. . . .

You know my grocery bill is over \$4000 a week!

\$4000. . . .!!

Well, you just can't spend ten hours a day in a supermarket and not B U Y something. . . .

I guess that's true. . . .

Well, to. . . .

I'm wanted in five states for not paying my grocery bill!

The "A&P" has my picture on a wanted poster!

That's terribl—

I owe "Piggly Wiggly Markets" \$6000. . . .

I wish I could help, but. . . .

Fortunately, I have \$2000 worth of empty deposit bottles to return!

Yes, well, if we could proceed with. . . .

Have you ever made this test in Murray's Kosher Delicatessen on Delancy Street?

I don't think so, but. . . .

I figure I'd spent ten lost hours in that place!

Look, lady — you've waited six months to make this test! Can we do it N O W ?

I'd love to . . . only I'm on a "fat-free" diet!



TV ADS WE ER GOT TO SEE

ARTIST: JACK RICKARD

WRITERS: DICK DI BARTOLO, WITH AL JAFFEE

THE IMPERIAL MARGARINE TEST WE NEVER GOT TO SEE #2

Pardon me, Ma'am. I wonder if you would mind making the Imperial Margarine Test!

Oh, yes! God, yes. . . .

Er . . . we're on television, Ma'am. . . .

Pictures that fly through the air and come out of little boxes in living rooms across the nation! The inventive genius of man!!



Y-yes. Now, one of these crackers has been spread with the "expensive spread." . . .

The "expensive spread." . . . ?

You know. Like Mother used to churn?

I'm glad you said that! There aren't many of us left today who remember Mama! You and I think alike!



.. IF GIGI PERREAU married photog WEEGEE . . .

Look — would you taste this cracker?

For you, my love, I would go to the end of the Earth!



And now, eat this cracker, please!

Do not say "please!" **EXPECT** it of me! We know each other well enough!



Now, would you please tell us which is better?

Anything but that, my precious! Who am I to condemn one man's product, and praise another's! Free enterprise must survive! The very future of Mankind depends upon it! Four score and seven years ago. . . .



THE IMPERIAL MARGARINE TEST WE NEVER GOT TO SEE #3

Pardon me, Ma'am, I wonder if you would mind making the Imperial Margarine Test. . . .

Oh, one of those quiz shows! How wonderful! I love to win prizes . . . and fame and fortune!

This isn't exactly a quiz game!

Don't be modest! Go ahead and ask me the first question. . . .



Now I've spread one of these crackers with Imperial Margarine, and the other with the high-priced spread. . . .

Oh, what a beautiful sterling silver knife! Thank you!



Er . . . you're welcome! Now, would you taste this cracker. . . .?

Sure. . . .



And now this one? Uh-huh!



Now, which one do you think was the high-priced spread?

Do I get into an isolation booth?

No . . . you just answer!

No "thinking music" to build suspense?

NO! Which do you think was the high-priced spread?

This one! My opening bid is 79¢!



Now let's see if you guessed right! This is Imperial! I'm afraid you guessed wrong, Ma'am!

Oh, no. . . .

But don't let that bother you! Almost everybody guesses wrong!

Then I win these two beautiful plates? And this lovely box of crackers. . . .?



So remember, folks. . . whether you're home or on vacation — be sure to keep Imperial in your refrigerator!

A home? A vacation? And a refrigerator? All for me?? And I always said these tests were phony!!



Ma'am. . . you haven't won —

And this gold tie clasp for my husband! — With this matching key chain and watch! — And these cuff links, too! You quiz game MC's have hearts as big as all outdoors!



THE IMPERIAL MARGARINE TEST WE NEVER GOT TO SEE #4



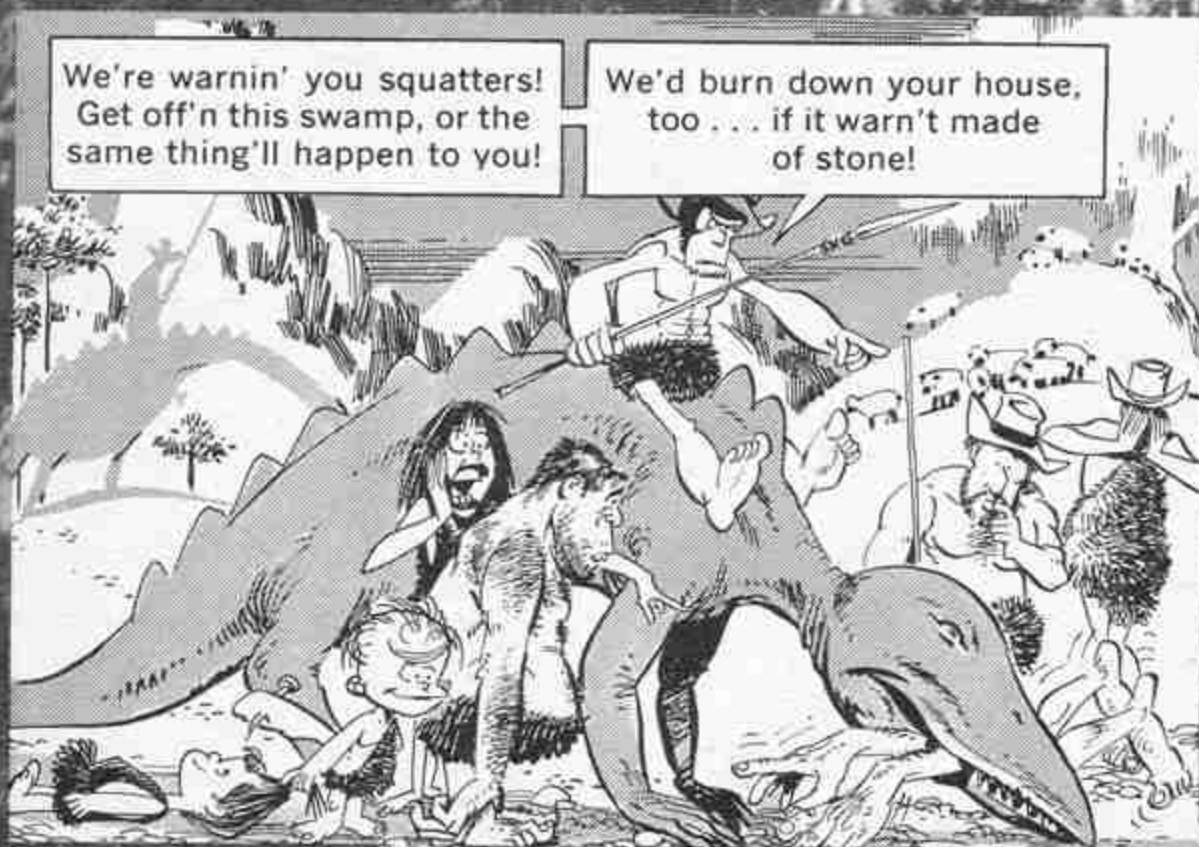
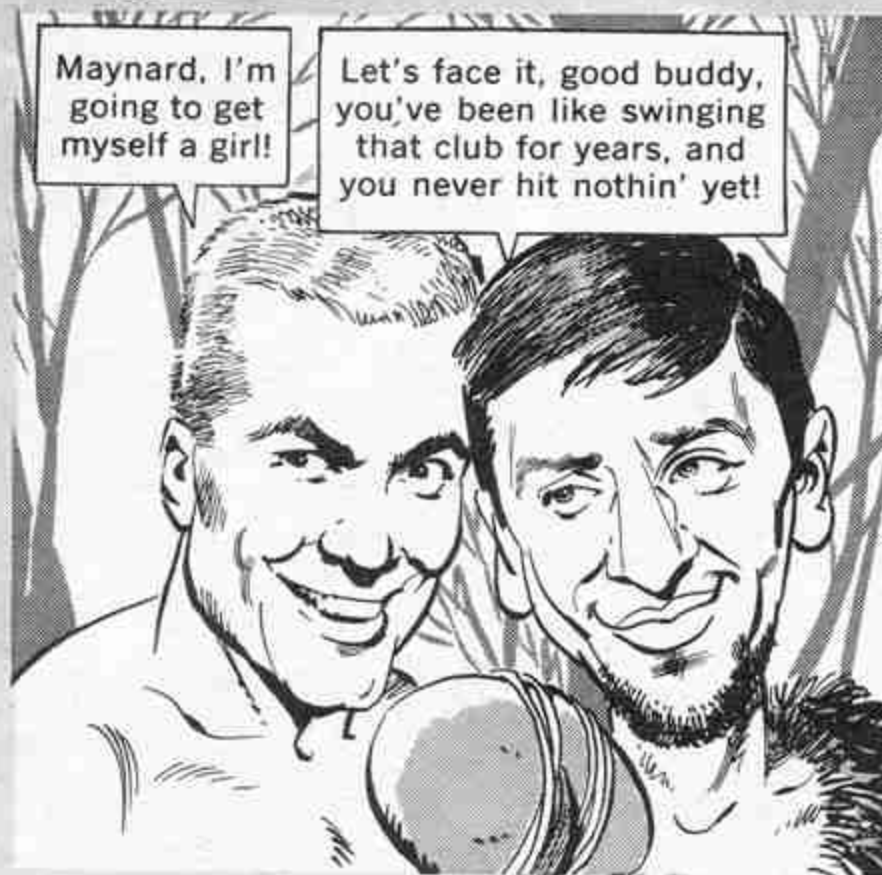


After years of rehashing the same old tired plots in the same old tired settings, television has come up with a new idea. In "The Flintstones," the same old tired plots are rehashed in a brand new setting! (New, that is, if you haven't read "Alley Oop"!) This setting involves cave men from 25,000 B.C. and dinosaurs from 100,000,000 B.C. behaving like us idiots from 1962 A.D. Since "The Flintstones" is so successful, its format is sure to be copied, and soon we'll be seeing more shows cashing in on



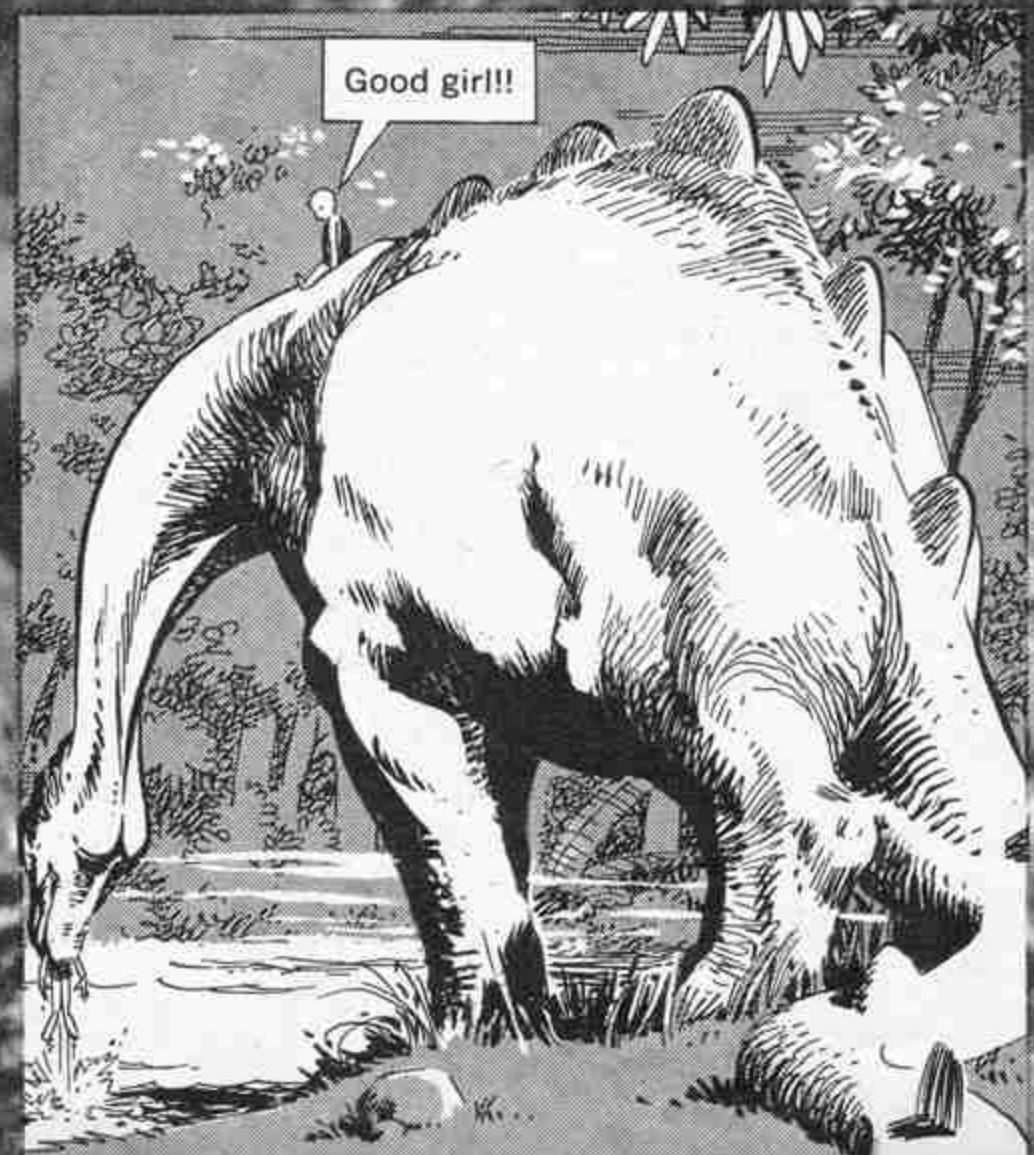
ARTIST: MORT DRUCKER

WRITER: E. NELSON BRIDWELL



**If DINAH SHORE married GOV. MEYNER ...

THE "STONE-AGE" TREND ON TV



Nowadays, there are cries from many quarters protesting the excessive amount of violence and bloodshed on television. Sooner or later, these cries will be heeded, and then we'll be seeing scenes like these on —

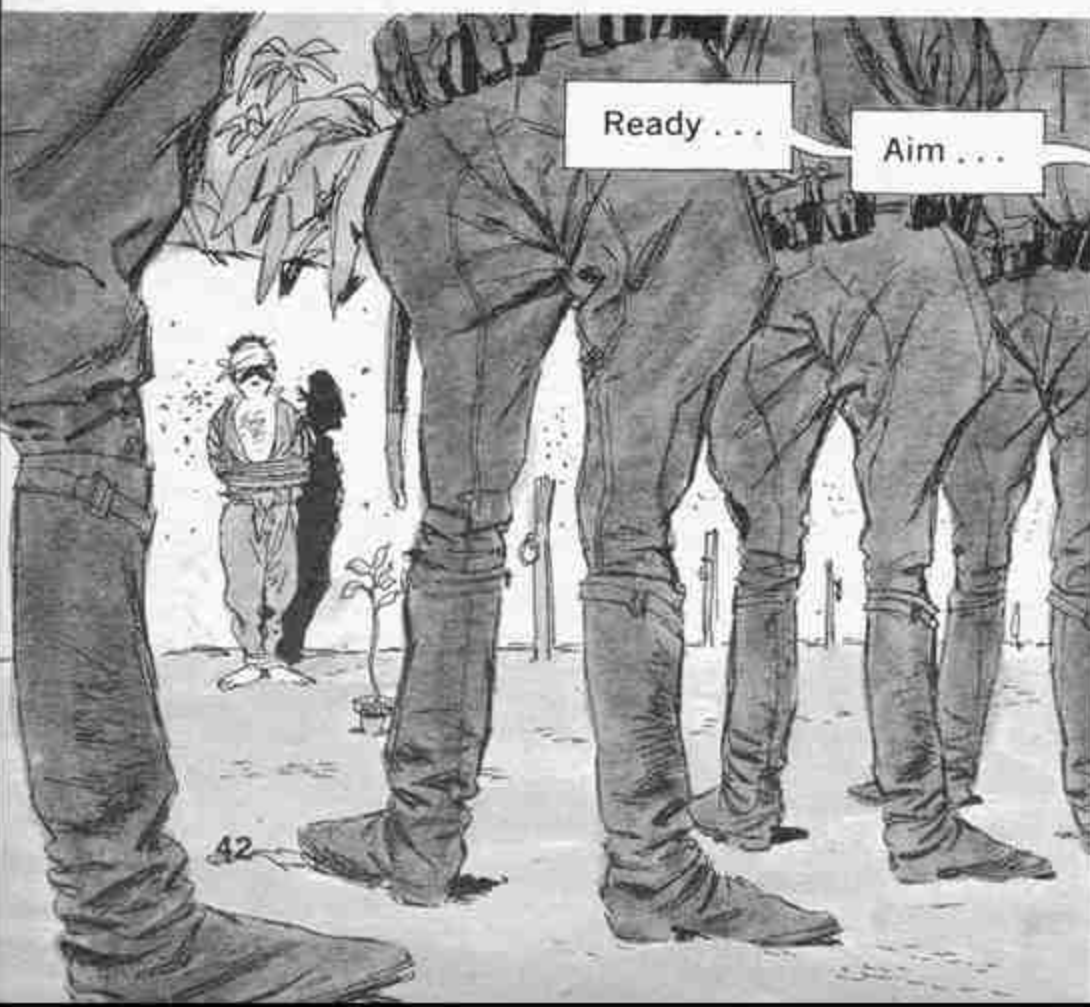
LESS VIOLENT

THE SHOWDOWN



.. IF SHIRLEY MacLAINE married BOB TURLEY . . .

THE FIRING SQUAD



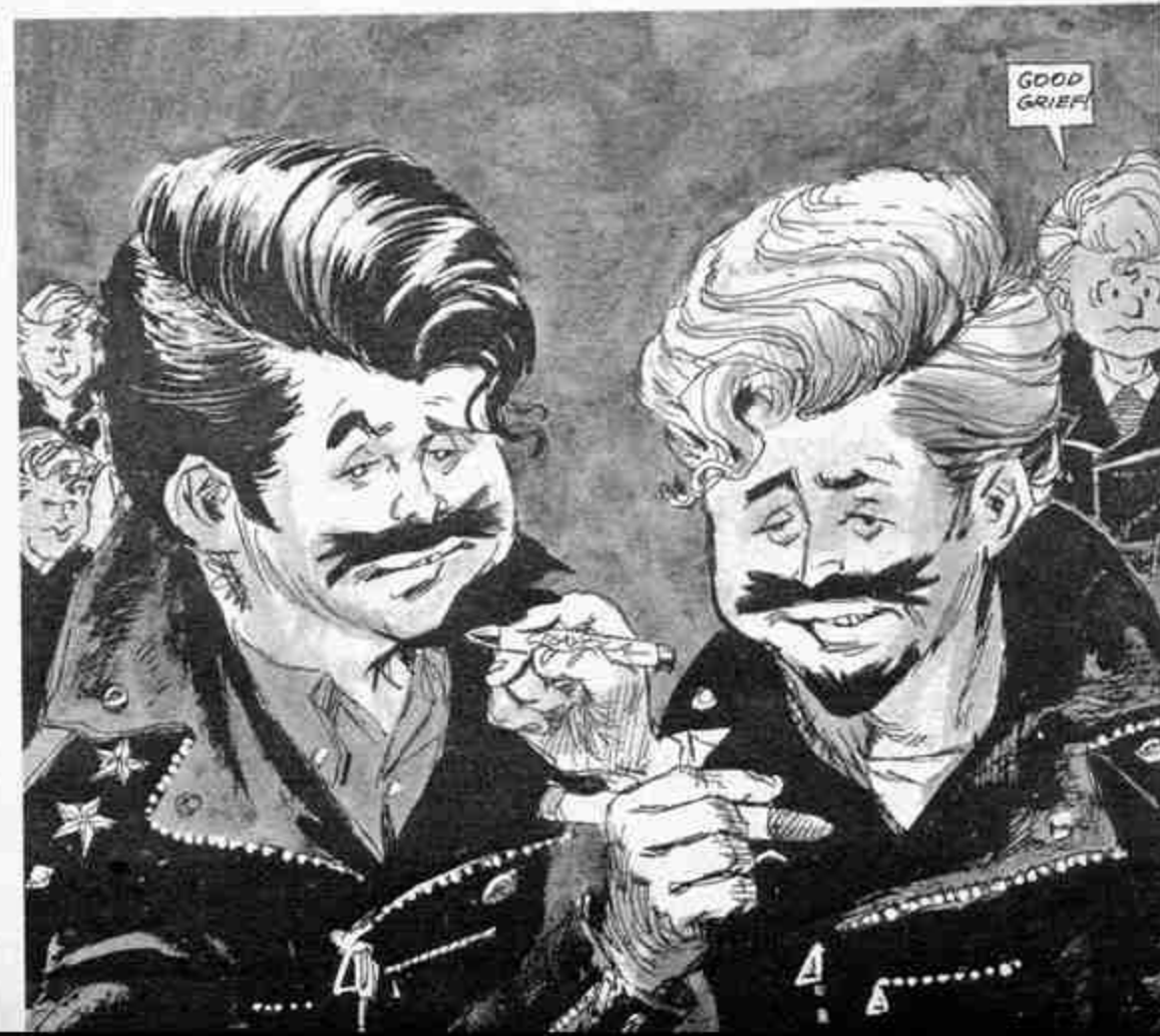
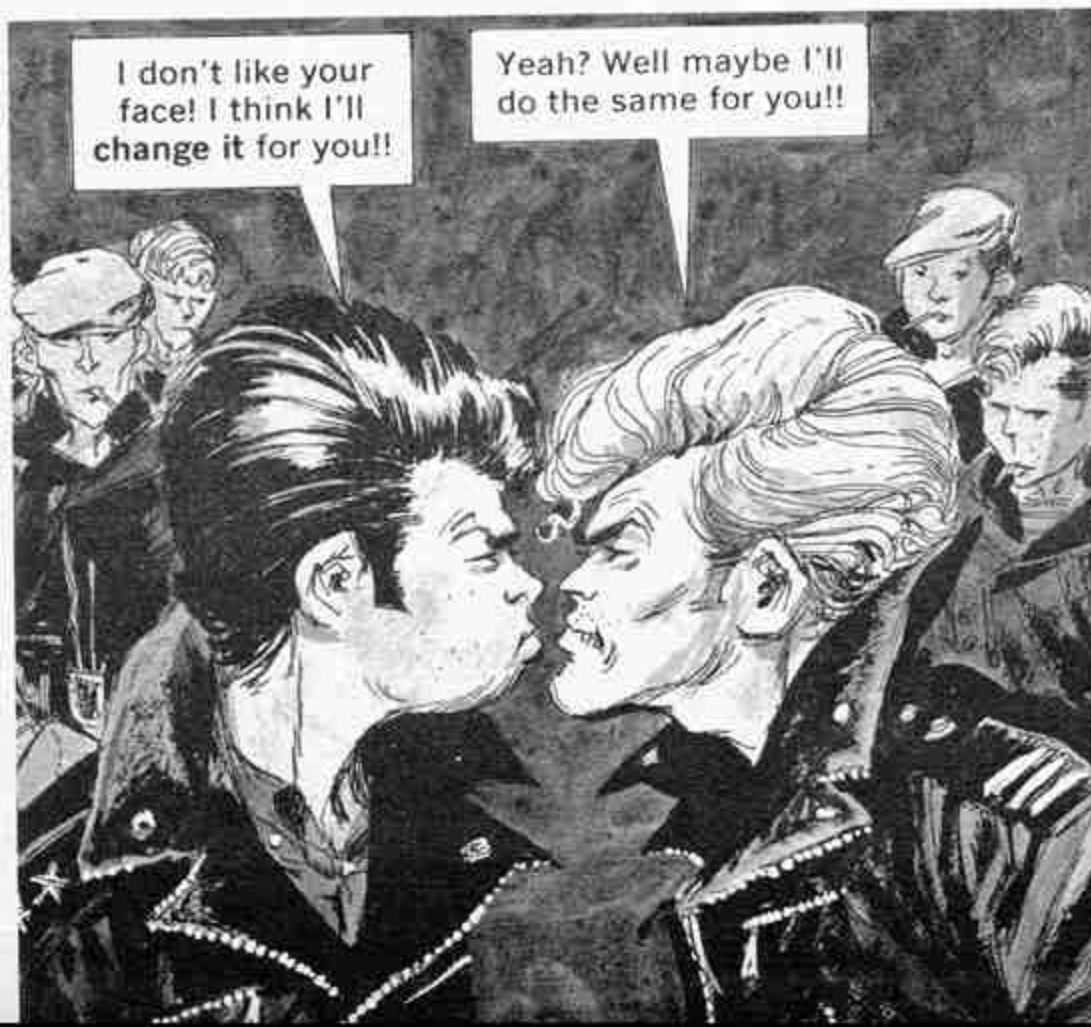
TV SHOWS

ARTIST: GEORGE WOODBRIDGE
WRITER: E. NELSON BRIDWELL

THE THREAT



THE STREET FIGHT



THE BOOBY-TRAPPED CAR

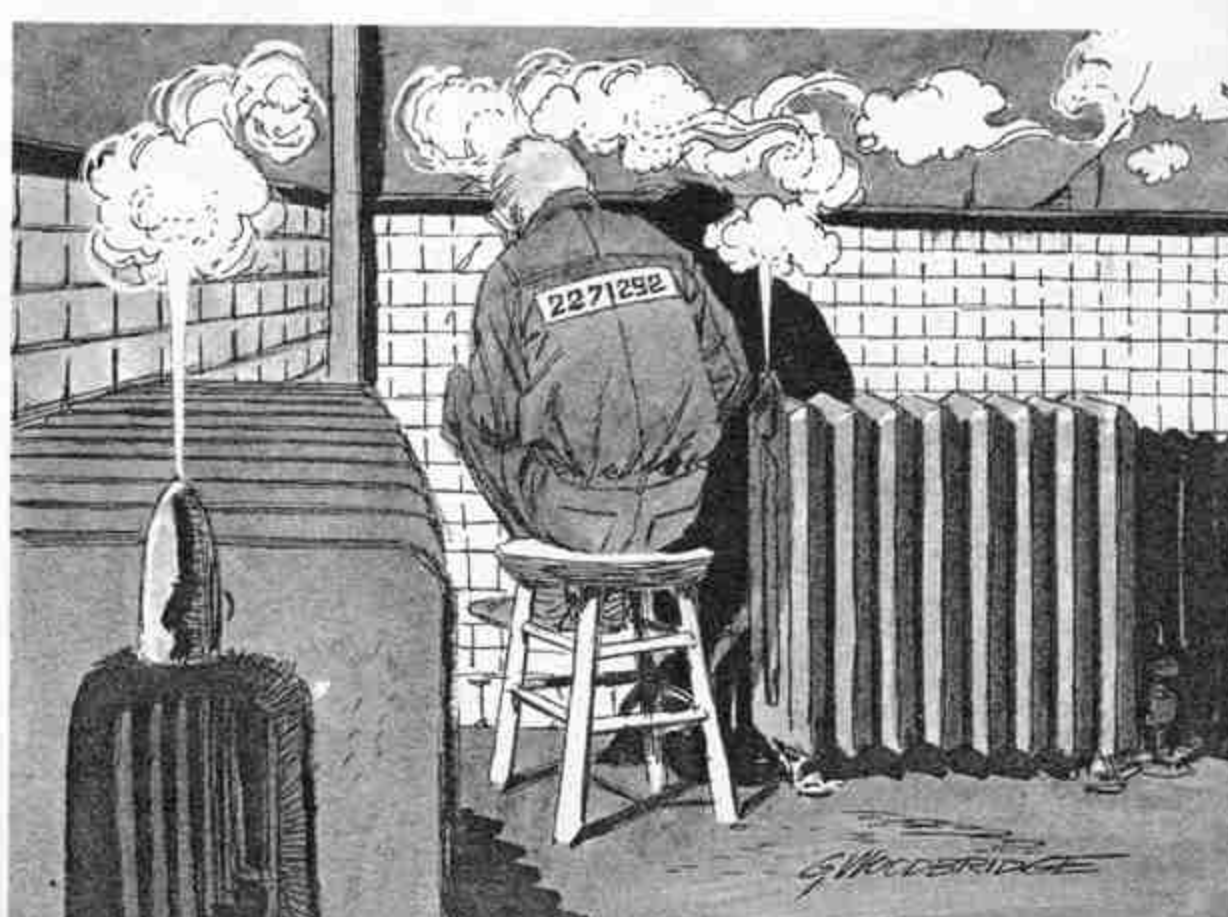
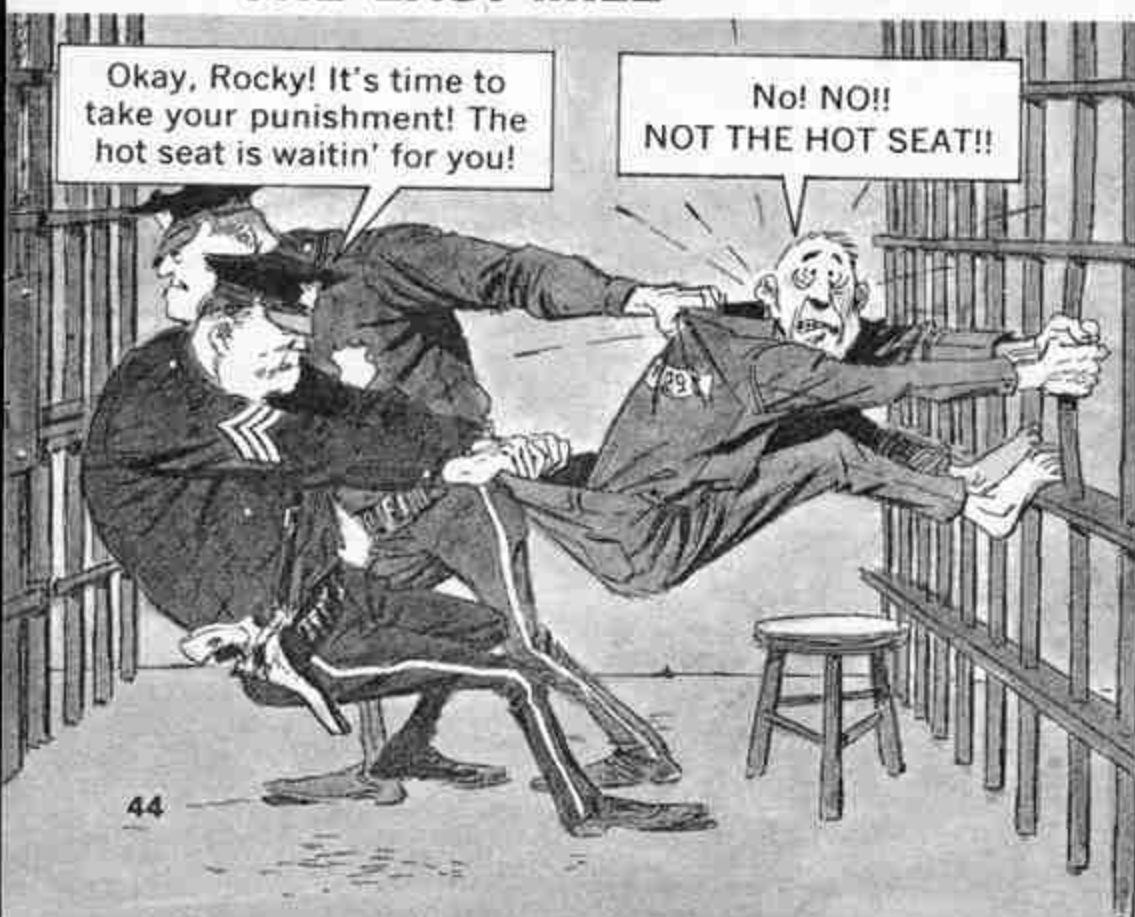


THE END OF AN AFFAIR



**If RISE STEVENS married SID CAESAR...

THE LAST MILE



CHAPTER 6

The other day in a supermarket, we picked up something called a "TV Dinner"—but the manager was watching so we had to put it back. Anyway, it got us thinking. Since "TV Dinners" are frozen meals arranged on a tray that the housewife simply heats and has to serve her family while they're huddled around the television set, it seems to us that the manufacturers are missing a good bet. Mainly, why not offer the public—

TV DINNERS TO MATCH THE SHOWS

ARTIST: BOB CLARKE

WRITER: SY REIT

For PRIVATE EYE Shows



... HARD BOILED EGGS
... HOT TOMATOES
... Assorted CAPERS

For SITUATION COMEDIES



... CORN on the COB
... Stale Old CHESTNUTS
... Canned YAK

For WRESTLING MATCHES



... Half-Baked HAMS
... SQUASH
... RASPBERRIES

For BOXING MATCHES



... PIGS KNUCKLES
... BLACK EYE PEAS
... MINCEMEAT

For BASEBALL GAMES



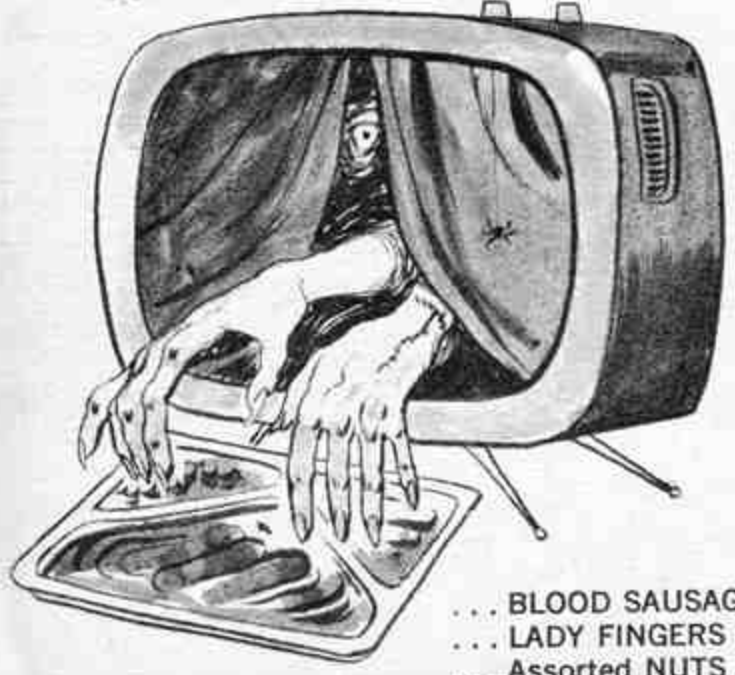
... HOT BEEF
... Strained RHUBARB
... GOOSE EGGS

For CONGRESSIONAL HEARINGS



... RED HERRING
... Hot POTATOES
... Cooked GOOSE

For MONSTER MOVIES



... BLOOD SAUSAGE
... LADY FINGERS
... Assorted NUTS

For NEWSCASTS



... Hot LEEK with RELIABLE SAUCE
... Fresh BEETS
... Cream of MUSH

—And For Those COMMERCIALS



... Thinly-Sliced BOLOGNA
... Marinated TRIPE
... PURE APPLESAUCE

Since most of this season's TV schedule was set up long in advance, we have yet to see the vast improvement that's supposed to take place as a result of FCC Commissioner Newton Minow's "Wasteland" cry last Spring. However, we believe that shortly, in an effort to impress Mr. Minow,

WHEN CULTURE COMES T

ARTIST: MORT DRUCKER

THE UNTOUCHABLES

Men, I just got word from our underworld stoolie, Prof. Funk, of Northwestern U. It looks like Frank Nitti's muscling in on Capone's counterfeit book-legging operation on the North Side. The Prof. spotted a phony copy of H. G. Wells' "The Outline of History" at the Chicago Public Library. Let's go. . . .



Ness and his men are on their way up! It's a raid!

Quick, you guys! Hide the phony books under the tables! Everybody sit down and pretend you are reading legitimate stuff!



AMERICAN BANDSTAND



That was Fatso Goomba's new hit, "Sloppin' Around!" And now, kids, I want to bring on today's guest... who flew in all the way from La Scala Opera House in Milan, Italy, where she's been knocking them dead... Let's really hear it for — MARIA CALLAS!



...if LANA TURNER married CHARLIE MANNA...

Hi, Maria! Nice of you to take time out to hop over here to Philly to see us. It's a real pleasure to have serious musical artists like yourself, Renata Tebaldi, and Brenda Lee on our shows these days. Kids, Maria's gonna sing one of her big hit songs from... from... Hmm, I can't make out the words on the teleprompter...

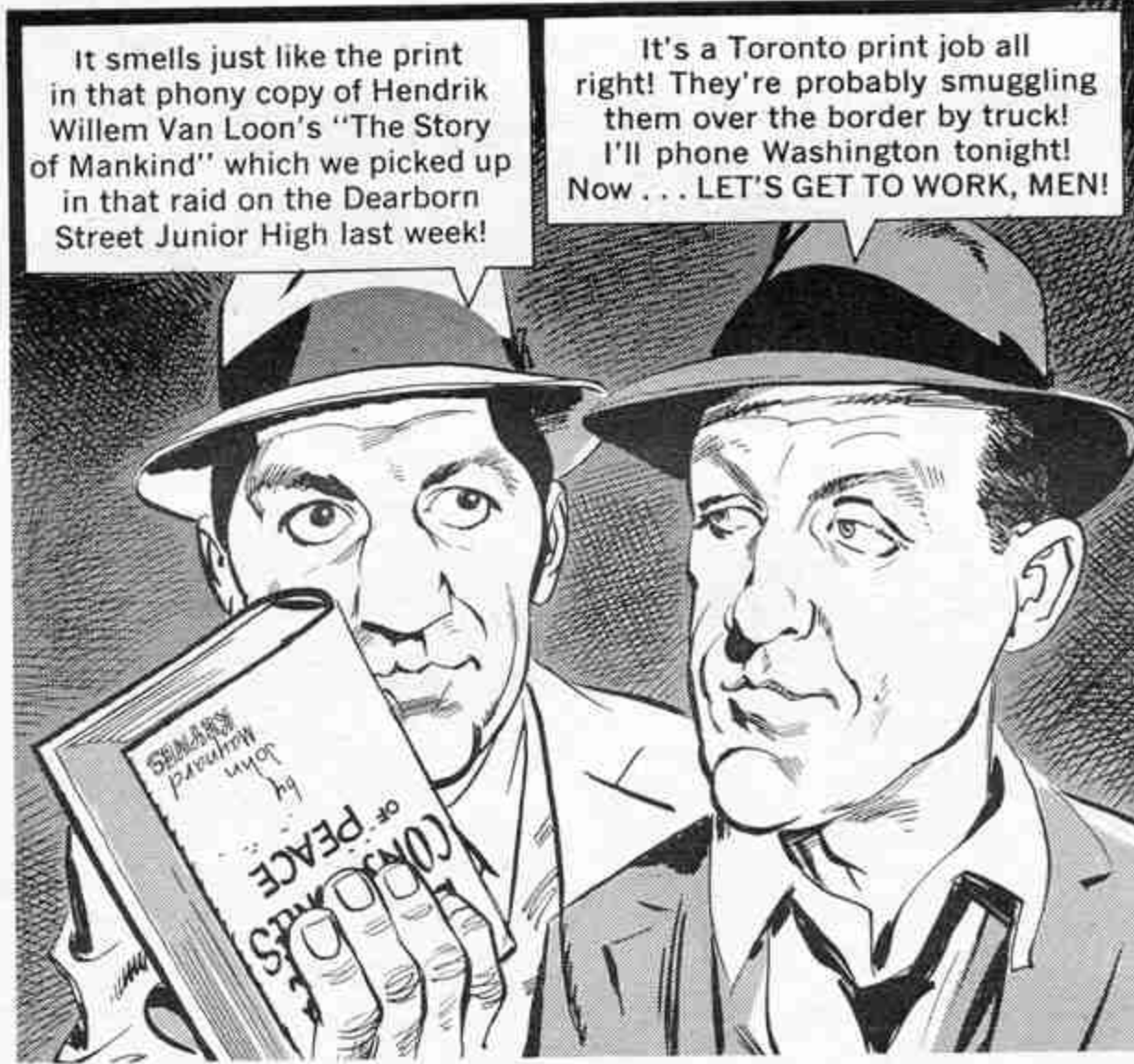


That's Lucia di Lammermoor!

most TV shows will start riding the big "intellectual wave." However, there will be one little catch. Namely, even though they'll be going in strong for more culture, the networks still won't give up the basic formats of successful shows. So this is what we are liable to see...

TOP-RATED TV SHOWS

WRITER: LARRY SIEGEL



... IF KITTY KALLEN married CONWAY TWITTY ...

When Don Martin applied for a driver's license, the Motor Vehicle Bureau gave him a "thumbs down". And he got the same reaction while traveling across the country as . . .

THE HITCHHIKER

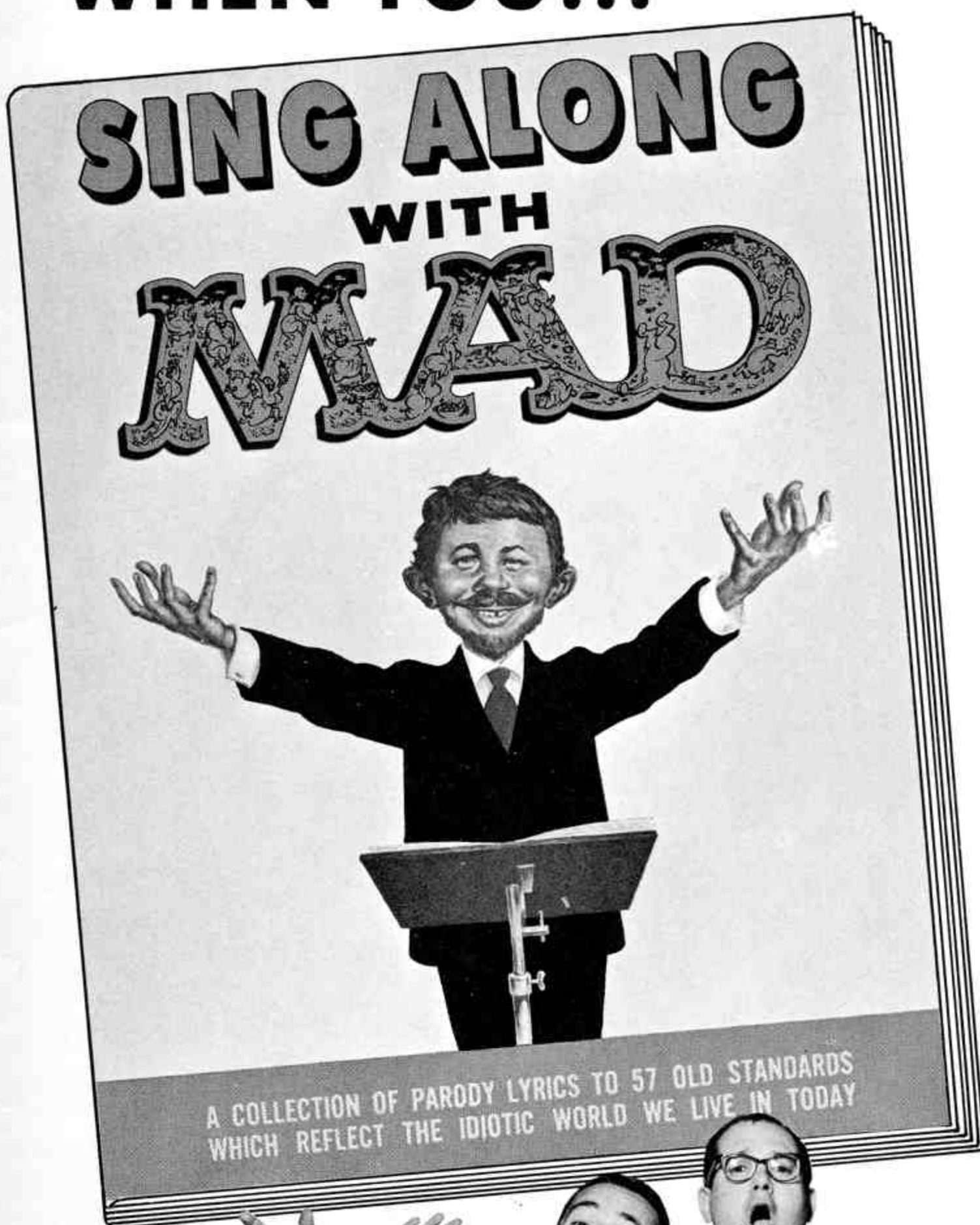


... IF KATE SMITH MARRIED JOHN RAITT



MUSIC HATH X CHARM

WHEN YOU...



MAINLY...

Labor • Business • Politics
Space & The Atom • Sports
Doctors & Medicine
Publishing • Education
Show Biz and Modern Living

ALL

"FACE THE MUSIC"

IN OUR NEW 20-PAGE BONUS

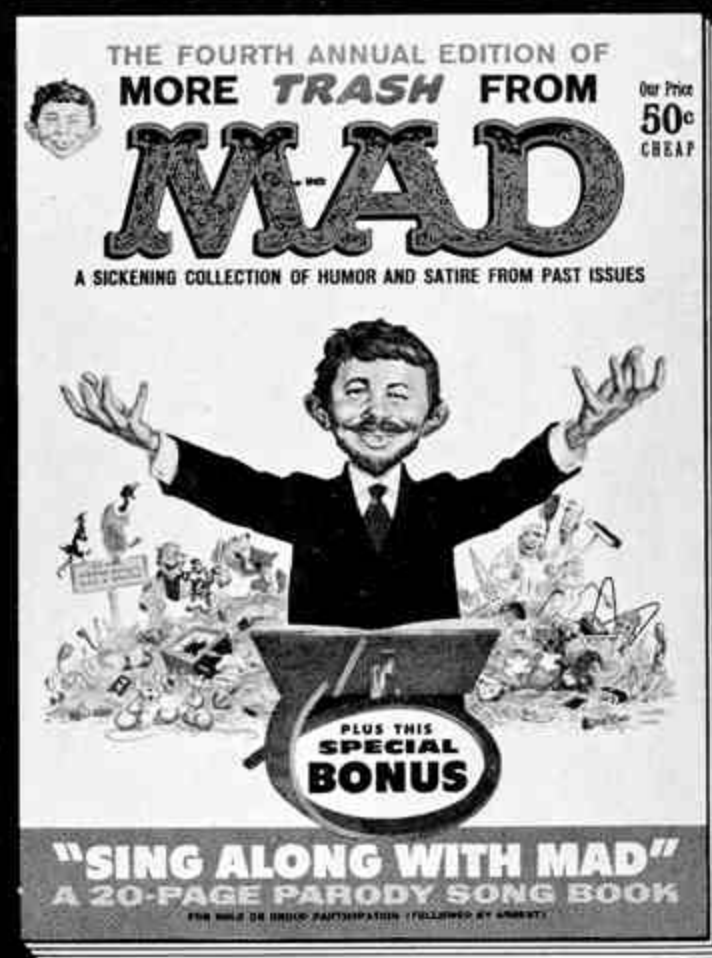
SONG BOOK

(Containing 57 parodies of old standards
that reflect the idiotic world we live in)

YOU GET IT

FREE

IN THE LATEST
MAD ANNUAL



NOW ON SALE!

MAD SALUTES ALL THEM DIZZY LAYOUTS AND BOLD EDITORIAL
IDEAS THAT ARE SUPPOSED TO MAKE READING A NEW ADVENTURE
IN THE ALLEGEDLY REVAMPED – BUT ACTUALLY SAME OLD TIRED

POST

*The
Saturday
Evening*

Jan. 20, 1962 20c



Norman Mingo
& Coltherton



I cannot but wish that our
American printers would in
their editions avoid these
fancied improvements,
and thereby render
their works more
agreeable

*Purity in the Printed and Spoken Word
December 26th, 1798*

Benjⁿ Franklin

