

THE SEVENTH ANNUAL EDITION OF
MORE **TRASH** FROM

MAD

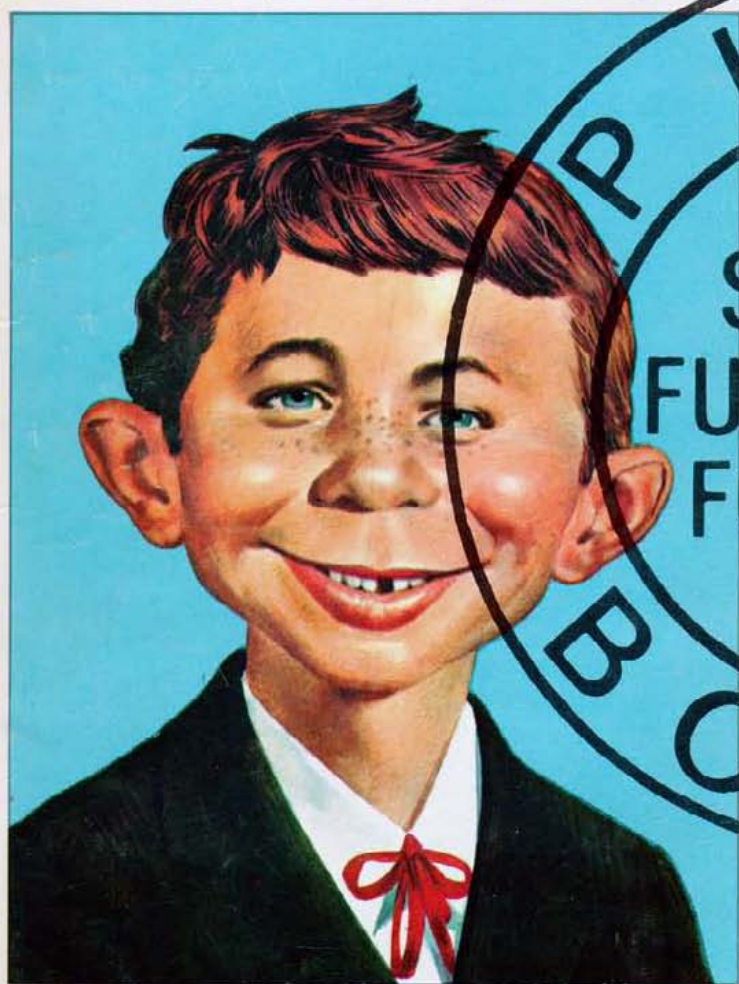
A COLLECTION OF HUMOR, SATIRE AND GARBAGE FROM PAST ISSUES



OUR PRICE

50c

CHEAP



U
S
A
SPECIAL
FULL COLOR
FOLD-OUT
FREE
B
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S

102 "MAD" Commemorative and **STAMPS**
"Alfred E. Neuman for President"

NIPPO...THE LIGHTER THAT'S GIVING ZIPPO THE WORKS



WON SLI NIPPO, JAPANESE INDUSTRIALIST, HOLDS UP 59¢ IMITATION OF \$3.50 AMERICAN LIGHTER, AND BEGS YOU TO TELL DIFFERENCE.

**The original Zippo of this Nippo copy landed in Tokyo in 1951.
Millions of imitations like this are in the works today.**

If the Zippo Co. ever fails, it was Nippo that fixed it!



Lonson 79c



Ergin-American 65c



A S L 89c



Dunhrr 75c



Scipto 49c



Erans 39c

The Japanese lighters pictured above are all economically-priced imitations of the expensive originals. Choose any one and save money!

THE SEVENTH ANNUAL EDITION OF MORE **TRASH** FROM **MAD**

A Collection Of Humor, Satire and Garbage From Past Issues

"Learn from the mistakes of others, 'cause you'll never live long enough to make 'em all yourself!"—Alfred E. Neuman

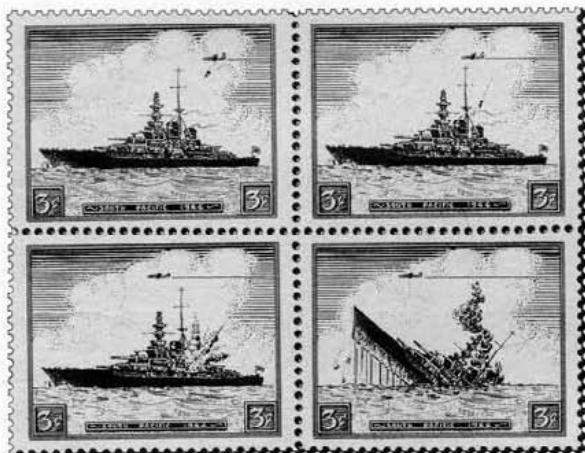
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CONTRIBUTING ARTISTS AND WRITERS:

The Usual Gang of Idiots



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Norman Rookworld



Albert Dun



Al Pilfer



John Whiteonman



Austin Brigand



Ben Stole



Fred Looterkid



Robert Forage



Harold Voracity



Dong Kingmulet



Peter Heft



Steven Dohandus

*We're looking for idiots who like to draw

MONEY OUT OF THE BANK TO GIVE US

IF YOU LIKE to draw, but haven't the time to go to art school, you can become a famous artist by learning right in your own home. Does this sound impossible to you? Well, that's only because it is!

Some time ago, America's 12 Most Conniving Artists discovered that there were many talented people in this country who could start earning fortunes of money if only they knew how to enter the lucrative art field. So we decided to do something about it. We decided that these people would become artists *over our dead bodies!*

After all, when you really think about it, why would 12 successful, busy guys like us, making barrels of money in this art racket, want to help anybody *else* get started in it, and face the threat of having these newcomers take the bread out of our mouths?

A Plan To Save Our Necks

So here's what we did: The 12 of us got together and organized a series of impressive lessons covering various aspects of drawing and painting... lessons that anyone could take right in their own homes for ridiculously high rates. Well, actually, we 12 didn't exactly organize these art lessons. An unemployed Times Square tattoo artist named Ferdie (we don't know his last name) took care of that. He also takes care of the individual personal criticisms, and all the rest of that junk. Mostly what we do is lend our names to this advertising campaign, and pose for the wonderful pictures you see in these ads.

Fantastic Success Stories

Following are some examples of folks who have taken our art course and profited handsomely. Naturally, we made up most of these people and their stories ourselves. But we did manage to land a few legitimate testimonials from veterans of ALLSTATE and CREST TOOTHPASTE commercials, all of whom will say *anything* for a price.

For instance, there's Effie Gronvlop. (One thing we've learned is that when you make up names, always have them sound odd. This gives them an irre-

sistible air of authenticity.) Effie had never drawn or painted before in her life. She took our course, and in no time at all she was commissioned to do a 120 foot mural for the United Nations Building in N.Y. The U.N. officials agreed to a man that the mural was a painstaking and honest piece of work, even though it was terrible.

Fantasticker Success Stories

Grace Kelly left her dull, drab acting career in Hollywood and married Prince Ranier of Monaco. She immediately became fantastically wealthy. While this has nothing to do with our art course, you'll have to admit it's a fabulous success story.

And, last but not least, Birdie J. Dufflebag, of CREST TOOTHPASTE commercial fame, has this to say: "After taking your wonderful course, I had 38% fewer cavities!"

Send For Ridiculous Talent Test

To find other men and women with bankbooks worth exploiting, we have created a special 20-page Art Talent Test with sneaky little questions that also determine your net worth. People who reveal talent through this test are eligible to pay us handsomely for our home training course. Simply mail this coupon today. However, you might as well save yourself some time and postage, because we've got wonderful news for you. You have already passed the test, you show great promise, you have lots of talent, and we're extremely proud of you!

Conniving Artists Schools

Studio Apt. 2, Wotta, Conn.

Please start sending me your Conniving Art Course, since I am eligible—having already passed your art talent test. I understand that it will cost me no more than my entire life's savings, and that with it—plus a good deal of hard work—plus some unbelievable luck—and mainly plus the untimely deaths of you 12, Al Capp, Mort Walker, Pablo Picasso, and 500 other cartoonists and artists, I still stand about 1 chance in 100,000 of ever becoming successful in the art field.

Mr. _____
Mrs. _____
Miss _____ PLEASE PRINT
Address _____
City _____ State _____
Age _____ Gullibility _____



Hey, you're a pretty cute
little tomato! What say
we get stewed together?

Sorry! I'm
always ripe
for action—
but I never
mix with
strangers!

Who was that
lemon I saw
you with last
night?

That
was
no
lemon—
that
was my
lime!

Boy—if you
really believe
bottles, tomatoes,
oranges and lemons
can talk and make
bad puns, you must
be crocked! Better
take the pledge
—or you'll be
seeing me next!



Learn to recognize the first signs of the "D.T.'s": talking bottles, tomatoes, oranges, lemons, onions, faucets, pink elephants, and finally green snakes! Kick the alcohol habit before it's too late! Join A.A.! ALCOHOLICS ANONYMOUS THERE'S A CHAPTER IN YOUR TOWN