

THE NINTH ANNUAL EDITION OF MORE TRASH FROM

MAD

OUR PRICE

50¢

CHEAP

A COLLECTION OF HUMOR, SATIRE AND GARBAGE FROM PAST ISSUES

**SUPPORT
MENTAL
ILLNESS**

JOIN THE KU KLUX KLAN!

JOIN THE
**WAR ON
POVERTY**

INCREASE MY
ALLOWANCE!

ECCCH!

**DRY
PAINT!**

I LOOKED FOR YOU
ALL THRU THE MEAL!
**NOW YOU
LOOK FOR
THE TIP!**

EVERYTHING'S
CHEAPER
ACROSS
THE STREET!

HELP!
I AM A
PRISONER
IN A
SUMMER
CAMP!

**SEND
A
GIRL
TO
BOYS
TOWN!**

**STUDYING
CAUSES
CANCER!**

IN CASE OF
ATOMIC ATTACK

THE FEDERAL RULING AGAINST
PRAYING IN THIS SCHOOL WILL BE
TEMPORARILY SUSPENDED!



FEATURING A SPECIAL FULL-COLOR, FOLD-OUT BONUS
MORE MAD MISCHIEF STICKERS

PRE-GLUED AND PERFORATED FOR IMMEDIATE USE, MISUSE AND ABUSE!

THE RESCUE



ARTIST: JOE ORLANDO



WRITER: SERGIO ARAGONES



THE NINTH ANNUAL EDITION OF

MORE TRASH FROM MAD

A Collection Of Humor, Satire and Garbage From Past Issues

"Somehow, I always get the same seat at a ball game: Between the hot dog vendor and his best customer!"—Alfred E. Neuman

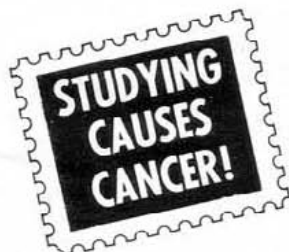
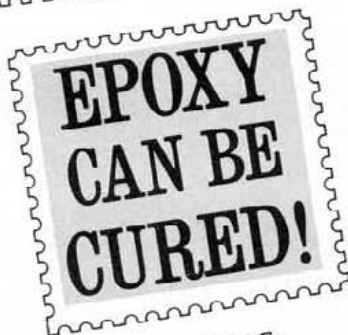
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The Usual Gang of Idiots



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THIS MONTH'S ECONOMY-MINDED, BLACK-AND-WHITE, ONE-PAGE

MAD FOLD-IN

Our entire Space Program is now geared to getting a man to the moon before the Russians. But what does this multi-billion dollar effort mean to each of us ordinary citizens? Fold in page and discover...

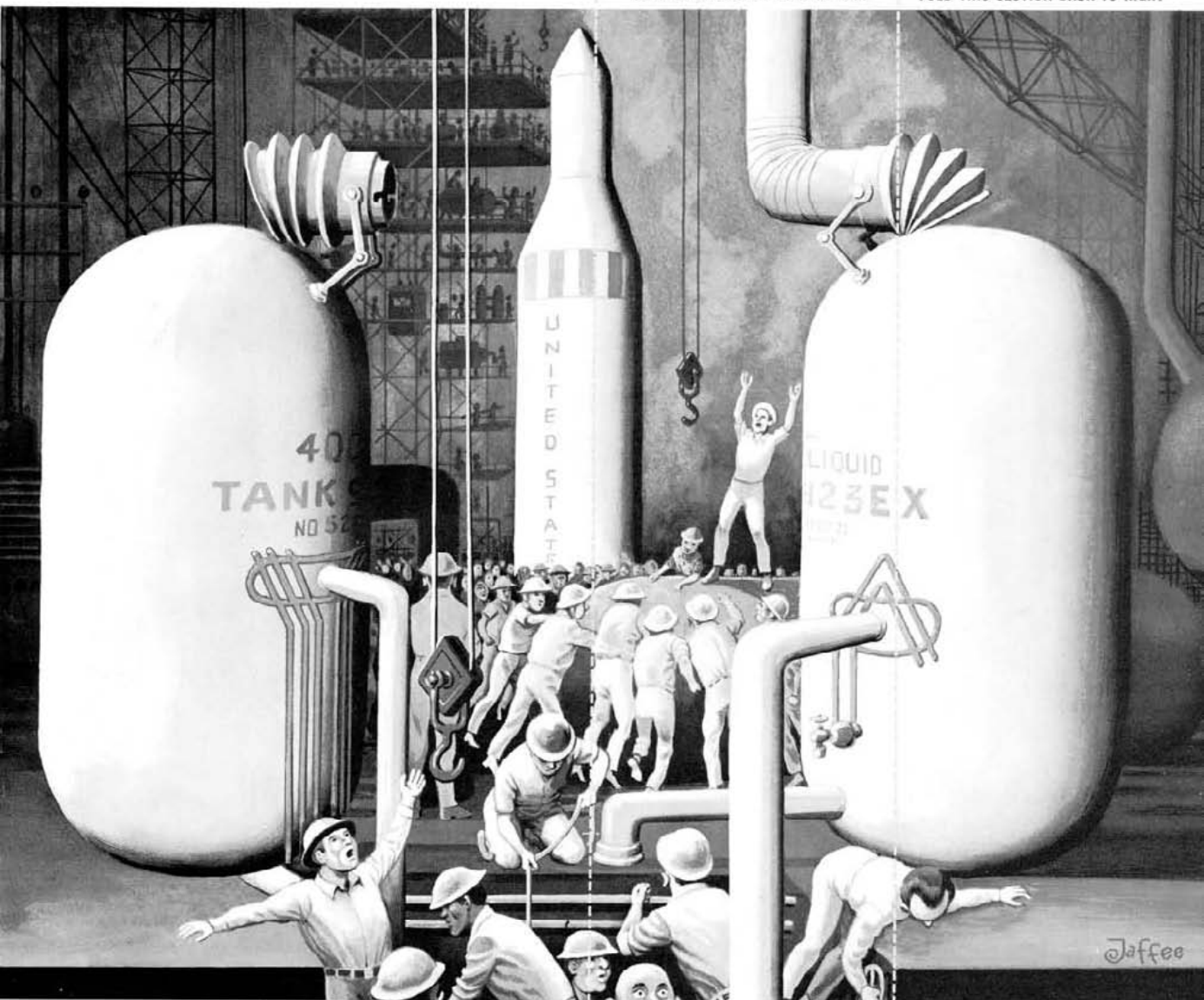


FOLD IN PAGE LIKE THIS

THE ONE SURE THING WE'LL ALL GET OUT OF OUR MOON SHOT

FOLD THIS SECTION OVER TO LEFT

FOLD THIS SECTION BACK TO RIGHT



A CRUSH OF WORKERS AND EQUIPMENT JAMS GANTRY DURING BURST OF ACTIVITY AT U. S. MOON SHOT SITE AS SUDDEN DISCOVERY OF LOOSE OR MALFUNCTIONING PART FORCES POSTPONEMENT AS IT SO OFTEN HAS IN PAST YEARS

"Us Cigarette-Makers will fight rather than quit!"



PHOTOGRAPHY BY LESTER KRAUSS

Watch the Unquittables overcome the "black eye" of the U.S. Government's latest cancer reports.

You think we're gonna let our billion dollar industry go up in smoke? Sure those Govt. reports linking smoking and cancer gave us a black eye! But just you wait! Our own scientists and public relations men are hard at work and we'll be fighting back with our own reports pretty soon!

**COMING
SOON!**

SELF-SERVING REPORTS
TO HELP THE TOBACCO INDUSTRY

Carry-on

1964 1965
SALES SALES



Higher Sales
through
STATISTICAL



LOBBYING RESEARCH MAGAZINE, RADIO, TELEVISION ADVERTISING AND PUBLICITY



Breakdown of expenditures* planned for 1965 so
THE CIGARETTE INDUSTRY CAN CARRY ON

** Notice we don't plan to spend a dime to improve the cigarettes!*