

THE ELEVENTH ANNUAL EDITION OF MORE TRASH FROM



MAD

OUR PRICE

60c

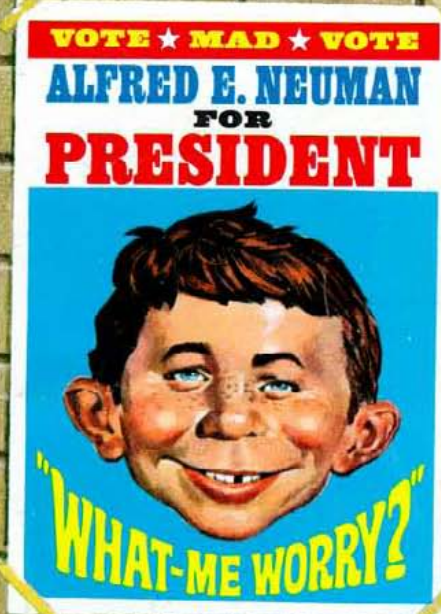
CHEAP

A COLLECTION OF HUMOR, SATIRE AND GARBAGE FROM PAST ISSUES

1600

INCLUDING TWO, YES TWO

2 FREE 2
BONUSES



ALFRED E.
NEUMAN FOR
PRESIDENT



VOTE
MAD

Norman Mingo

A FULL-COLOR 14½" x 20¼"

"Alfred E. Neuman for President"
CAMPAIGN POSTER

PLUS

A FULL-COLOR SELF-ADHESIVE

"Alfred E. Neuman for President"
BUMPER STICKER



Photography by Irving Schild

MAD's Great Moments In Advertising

THE DAY A GENTLEMAN FINALLY OFFERED A LADY A TIPARILLO

THE ELEVENTH ANNUAL EDITION OF

MORE TRASH FROM MAD

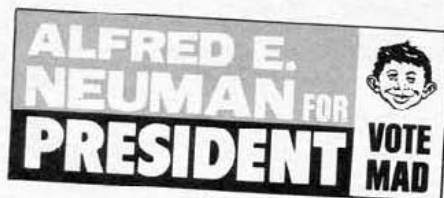
A Collection Of Humor, Satire and Garbage From Past Issues

"There's one thing we know for sure about the speed of light:
It gets here too early in the morning!"—Alfred E. Neuman

WILLIAM M. GAINES publisher ALBERT B. FELDSTEIN editor

JOHN PUTNAM art director LEONARD BRENNER production
JERRY De FUCCIO, NICK MEGLIN associate editors

contributing artists and writers
THE USUAL GANG OF IDIOTS



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**WHAT PROFITABLE
CAR-BUYER MARKET
WILL AUTOMAKERS
STUPIDLY LOSE
AGAIN WITH THIS
YEAR'S MODELS?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Spectacularly designed cars, brilliantly promoted, will send the auto manufacturers' profits skyrocketing again next year. But these profits could be even higher if automakers bothered to plug a leak through which a lot of prospective car-buyers are lost. To find out how they are lost, fold page as shown.



FOLD PAGE OVER LIKE THIS

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

KICK-OFF FOR BIG PROFIT SCRAMBLE WILL BE JAZZY NEW, GIMMICK-FILLED 1969 MODELS, SOON TO BE UNVEILED IN SHOWROOMS EVERYWHERE. THEN UNSAVORY AD CAMPAIGNS WILL CONVINCE ALMOST ALL CAR-BUYERS THAT LIFE CAN BE GAY AND MEANINGFUL IF THEY DRIVE ONE OF THESE FLASHY CARS

A

B



MAD's Great Moments In Advertising

THE
DAY
THEY
FORGOT
TO
PUT
THE
TOP
DOWN
FOR
THE
HERTZ

COMMERCIAL

Photography by Irving "Avis" Schild

