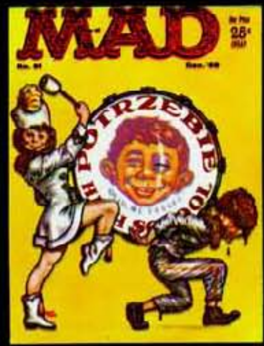
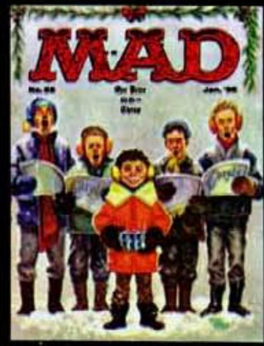
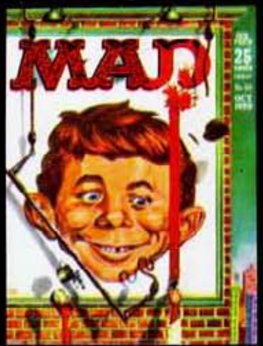
THE FOURTH ANNUAL EDITION OF THE WORST FROM MAD

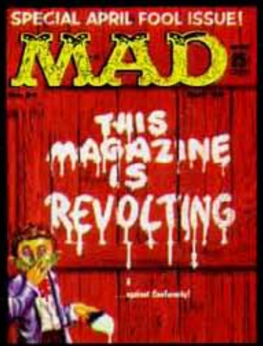
OUR PRICE 50c CHEAP

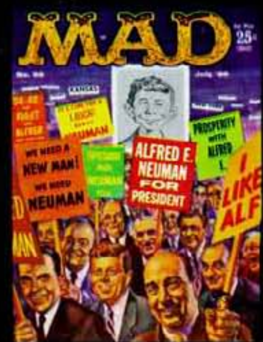
A COLLECTION OF HUMOR AND SATIRE FROM THESE SICKENING PAST ISSUES











AN 8-PAGE—FULL COLOR SUNDAY COMIC SECTION WE'D LIKE TO SEE

Got it!

And you know you've got it. Hubby out with that other woman. A once-in-a-lifetime shot you and your lawyer can't afford to miss. And you won't with the Parloraid Land Camera. Because just 60 seconds after you snap the shutter, you have your finished picture. And 60 seconds after that, you're in a Divorce Court with an air-tight case against your two-timing husband. Parloraid Land Cameras, from $74.95 or $1.50 weekly. Alimony payments from $10,000 or $200 weekly (in pennies, if hubby's the spiteful type).

THE FOURTH ANNUAL EDITION OF

THE WORST FROM MAD

A Collection of Humor, Satire and Garbage from September '59 to July '60

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
CONTINUITY AND IDEAS. Jerry De Fuccio, Nick Meglin
CONTRIBUTING ARTISTS AND WRITERS: The Usual Gang of Idiots

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The Worst From MAD, 4th Ed.—Published by E. C. Publications, Inc. 850 Third Ave., New York 22, N. Y.

How we retired at the age of 11 with $800 a month

"Like many other 11-year-olds, my twin sister Rhoda and I had been dreaming of retiring for a long time. After all, we weren't getting any younger. We'd begun to notice that running up and down the two flights of stairs in our grammar school sometimes made us puff. And very often, when jumping off our front porch, we got like drawing pains in our ankles. Both of these, we knew, were sure signs of advancing age.

"So we thought about retiring. We figured out that if we saved half our combined weekly allowances, we would eventually have $500. Which isn't bad money. However, we wanted to retire at 11, not 101!

"Then, one day, while thumbing through a magazine, we came across an ad for the Phonyex Mutual Retirement Income Plan. It pointed out that any forty-year-old could retire in 15 years with $300 a month for life.

"Well, although we were only 11, Rhoda and I were so anxious to retire that we decided to look into this exciting and unusual plan anyway. And, as you might well imagine, we discovered an exciting and unusual loophole. Namely that any forty-year-old could retire in 15 years with $300 a month, providing he first shelled out exciting and unusual premium payments. Something like $2000 a year for those 15 exciting and unusual years.

"So Rhoda and I went up to the Phonyex Mutual Offices, and we told the people there what we had discovered about their exciting and unusual retirement income plan. Mainly, that the only ones who could afford it were people who were so rich they had retired already!

"Naturally, the folks at Phonyex Mutual begged us to keep our little secret to ourselves, and we told them we would think about it.

"So now Rhoda and I are living on a huge estate in Florida, enjoying life. We like it so much, we intend to spend the remainder of our twilight years—say another 80, give or take 10—right here.

"And on the first of every month, like clock-work, we get our check for $800 for Phonyex Mutual—in one of the most exciting and unusual blackmail deals cooked up this century.

"We heartily recommend similar retirement plans to all 11-year-olds thinking of retiring. Just remember this: go find other companies with exciting and unusual loopholes. The suckers at Phonyex Mutual are all ours!"

Send for Free Booklet

The preceding story is not typical at all. Our lawyers are working on this case right now, and one of these days we'll have those two fresh, blackmailing brats in jail. However, we assure you that you can retire in 15 years with wonderful monthly checks from us. Our payment plans are simple, and *any* millionaire can afford them. But even if you know you *can't*, why not fill in the coupon below and mail it off anyway? We've got tons of regular insurance literature here in our offices, and we're dying to find people to send it to. When you get right down to it—sly little sneaks that we are—this is the *real* reason we place these ads!

PHONYEX MUTUAL

Retirement Income Plan

GUARANTEES OUR FUTURE

OVER 100 YEARS
OF COME-ON ADS FOR SUCKERS
LOOKING FOR THE SOFT LIFE

PHONYEX MUTUAL LIFE INSURANCE CO.
815 Security Street, Peace-of-Mind, Conn.

Please mail me, with plenty of obligation, your free 28-page booklet showing new requirement income plans I can't afford.

Also send me one ton of insurance literature ☐ Two tons ☐
Three tons ☐ Your whole office-full ☐
Your whole warehouse-full ☐
Name____________________
Address____________________
Names and Addresses of friends who like to receive insurance mail

Memories . . . painted for all De Beers he could drink by Frank Kelly Freas

Memories . . . forever gleaming

In fleeting moments sweetly shared, the world is filled with joy for lovers, their way is bright with dreams. It is a magic time, and they may recall it always in the enchanting lights of her wedding diamond . . . sparkling behind the window pane of the pawn shop where they were forced to hock it when things got bad. That's one thing you can do when it seems like. . .

1 carat $500 to $3000
2 carats $3000 to $5000
3 carats $5000 to $9000
4 carats $200 to $210

FACTS ABOUT DIAMONDS: When choosing a diamond it is wise to seek the counsel of a trusted jeweler, if you can find one. He will explain how color, clarity and cutting are important, but it's the size that's impressive. In other words, you can get a much bigger diamond for your money if it's got a little flaw or two. After all, who's gonna know? Mainly, who goes around with a jeweler's eyepiece, anyway?

The prices quoted above are based on buying the three smaller stones from a reputable jeweler, and buying the larger "hot" rock from a disreputable fence. If you got half a brain, you can figure which is the better deal!

. . . PAYING FOR A DIAMOND IS FOREVER