



THE FIFTH ANNUAL EDITION OF **THE WORST FROM**

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CHEAP

MAD

A COLLECTION OF HUMOR AND SATIRE
FROM THESE PAST SICKENING ISSUES



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S'matter, can't you Dial?!

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PHOTO BY LESTER WAUGH

Aren't
you glad
you Dial
correctly?

(Don't you wish everybody did?)

We do, because every time anybody's dragged out of a shower to answer a wrong number, he stops using up soap!

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for
this
free
book
today



HOW TO
dial
correctly

Courtesy of LUX Soap

THE FIFTH ANNUAL EDITION OF THE **WORST** FROM



A Collection of Humor, Satire and Garbage from September '60 to April '61

"When adults act like children, they're called 'immature' — When children act like adults, they're called 'juvenile delinquents'!" — Alfred E. Neuman

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The Usual Gang of Idiots



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A young man with an open mind and a sharp sense of humor, the MAD reader has very little else to recommend him. He dresses atrociously, his tastes run to the ridiculous, and he's usually flat broke. If he does have any money, he spends it on idiotic things like the kookie car in the picture. (Incidentally, the young man beside the car isn't the MAD reader; the young man *underneath* the car is the MAD reader!) So actually, if you are an advertiser, it really wouldn't pay you to advertise in MAD. Facts: According to an obscure magazine survey, 97% of the 1,300,000 copies of MAD sold on newsstands each issue are purchased by clods. 87.3% of these clods have no visible means of support. And 79% wouldn't believe your advertising pitch anyway, because they've been thoroughly brainwashed by MAD articles and ad satires. So if you're looking for a magazine with a readership that seems to fall for the phony sophisticated soft sell, and has the money to do something about it, try PLAYBOY!

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