

THE ELEVENTH ANNUAL EDITION OF THE WORST FROM

MAD

OUR PRICE

50c

CHEAP

A COLLECTION
OF HUMOR,
SATIRE AND
GARBAGE FROM
PAST ISSUES



FEATURING A SPECIAL FULL-COLOR, FOLD-OUT BONUS:

16 MAD CAR WINDOW STICKERS

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

Cigarette People:

They like their jobs, but none of them smoke. (They just want you to!)



Col. Kent "Lucky" Lark owns a Tobacco Plantation in Virginia



Winston Tareyton is President of a Tobacco Company in North Carolina



Paul Mall is a Cigarette Account Executive on Madison Avenue



Phil Morris is a Cigarette Wholesaler-Distributor in Illinois

Photography by IRVING SCHILD

These people depend on cigarette-smoking for their livelihoods, and all those cancer reports haven't made their lives any easier. Although they've kicked the smoking habit themselves, they wouldn't dare tell you to try. They want you to keep doing as they say, not as they do. Then, they'll be satisfied!

CIGARETTE FINKS say "Smoke! Smoke—till you have no Chest to feel!"

THE ELEVENTH ANNUAL EDITION OF

THE WORST FROM MAD

A Collection Of Humor, Satire and Garbage From Past Issues

"When it comes to absorbing information, some people are like blotters: they soak it all in, but they get it all backwards!"—Alfred E. Neuman

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contributing artists and writers
THE USUAL GANG OF IDIOTS



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**WHAT
AWESOME
U.S.
WEAPON
WIPES
OUT
MILLIONS
EVERY
YEAR?**

HERE WE GO WITH ANOTHER REVOLTING MAD FOLD-IN

Every time a new "Super Weapon" is introduced, we hear all kinds of protests. But for years, Uncle Sam has been quietly using one awesome weapon that indiscriminately destroys millions! And the only thing one hears is an occasional whimper from an individual protester like the guy below. Fold in the page as shown, and you will discover what this crippling weapon is.



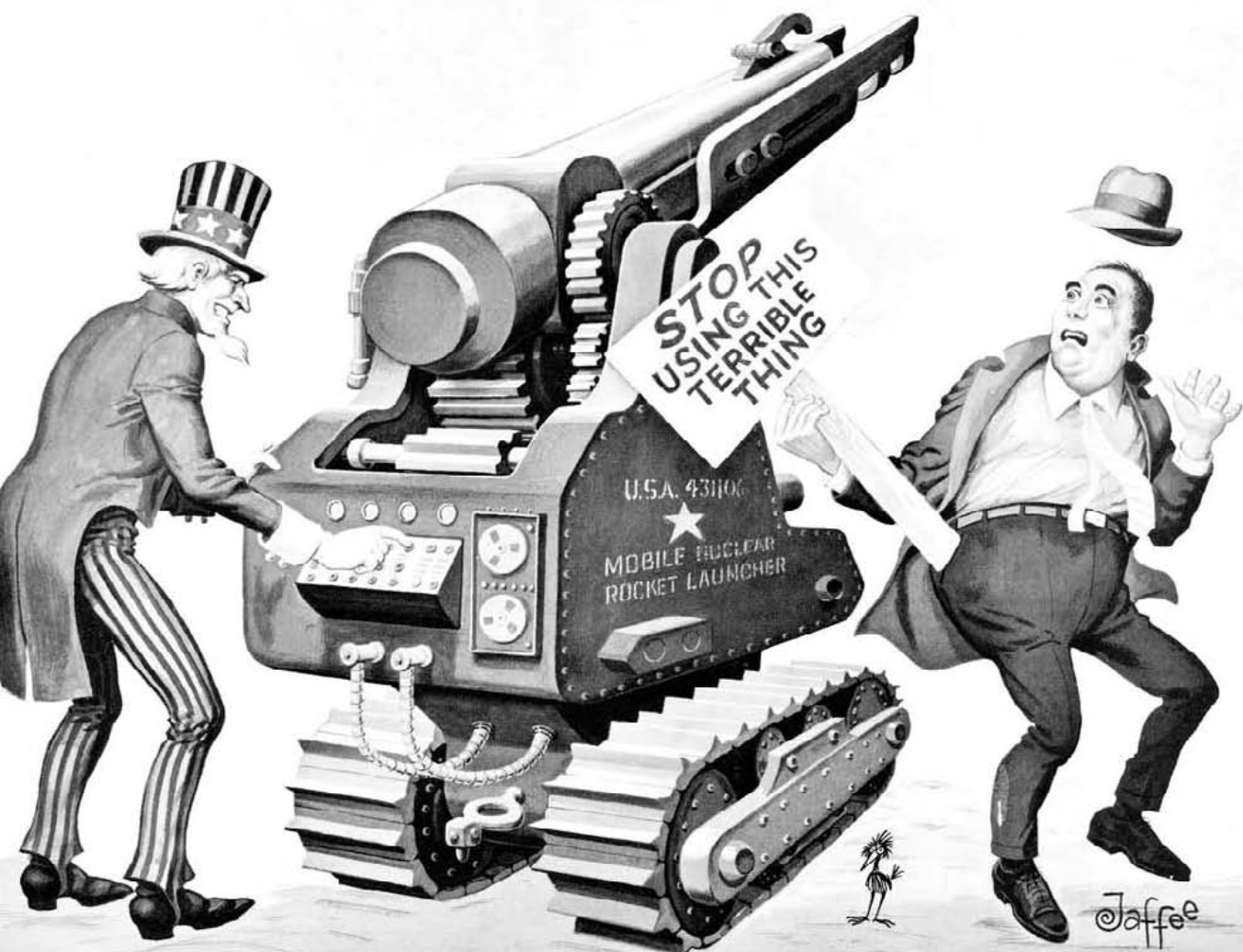
FOLD PAGE OVER LIKE THIS

B

FOLD THIS SECTION OVER LEFT

A

FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

INDIVIDUALS WHO PROTEST AGAINST THIS TERRIBLE "THING" HAVE COME
TO BE KNOWN AS "NUTS" THE MAJORITY OF US HAVE LEARNED TO
TOLERATE IT AS A NECESSARY EVIL. BUT NO ONE COMPLETELY RELAXES!

MAD's Great Moments In Advertising



Photography by IRVING "Breakthrough" SCHILD

**THE DAY THAT "AJAX" GOT THE HOUSEWIFE
OUT OF THE KITCHEN A LITTLE TOO FAST!**