

**HERE'S OUR
BONUS BOOK
PREVIEW FROM**

MAD

COVER TO COVER



For the first time,

ALL the covers of MAD's first 400 issues have been collected in one full-color book! *MAD: Cover to Cover* presents each cover in high-quality, super-sharp and extremely nauseating detail, and includes features you won't find anywhere else:

- Behind-the-scenes stories explaining the creation of classic MAD covers!
- Never-before-seen preliminary editor and artist sketches!
- Rare art and photos!
- The secret origins of Alfred E. Neuman!
- Celebrity photos and responses to the covers that mocked them!
- An all-new Photomosaic™ front cover!
- The covers considered The Soul of MAD — The core paintings that define MAD and will never be sold or auctioned!
- Commentary by long-time MAD contributor Frank Jacobs!

**THIS
224-PAGE
SOFTCOVER
COFFEE TABLE
BOOK IS
THE REASON
COFFEE WAS
INVENTED!**

MAD: Cover to Cover (ISBN: 0-8230-1684-6) is published by Watson-Guptill Publications and is available NOW wherever books are sold, or directly from the publisher by calling 1-800-278-8477. \$24.95 CHEAP!

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MAD #93

March 1965

ARTIST: Norman Mingo

WRITER: Staff

LOGO: Harvey Kurtzman

Unlike Universal's Frankenstein monster (#89), this optical illusion was (thankfully) not copyrighted. It was sent in by a reader who claimed it was his own creation. Misled, the editors bought the image and called it "The *MAD* Poiuyt"—the name was derived from reading the second row of letters on a typewriter backward. It was later discovered that the image had been in existence for quite a while, a favorite bulletin board image of engineers and physicists.

Along with Arthur the Plant and the *MAD* Zeppelin, the *MAD* Poiuyt pops up in the background of many issues.



► **MAD #94**

April 1965

ARTIST: Norman Mingo

WRITER: Staff

A favorite movie of *MAD* publisher Bill Gaines was *King Kong* (the 1933 version). When editor Nick Meglin pencilled a rough sketch of the Alfred/Kong switch, Gaines went ape over it. Thus what began as a private joke wound up as a cover, the seventh honored as the "Soul of *MAD*."



YOU'LL GO "APE" OVER THIS ISSUE OF

MAD

IND

OUR
PRICE
30c
CHEAP

No. 94
April '65



▼ MAD #273

September 1987

ARTIST: Richard Williams

WRITER: Staff

► MAD #274

October 1987

ARTIST: Mort Drucker

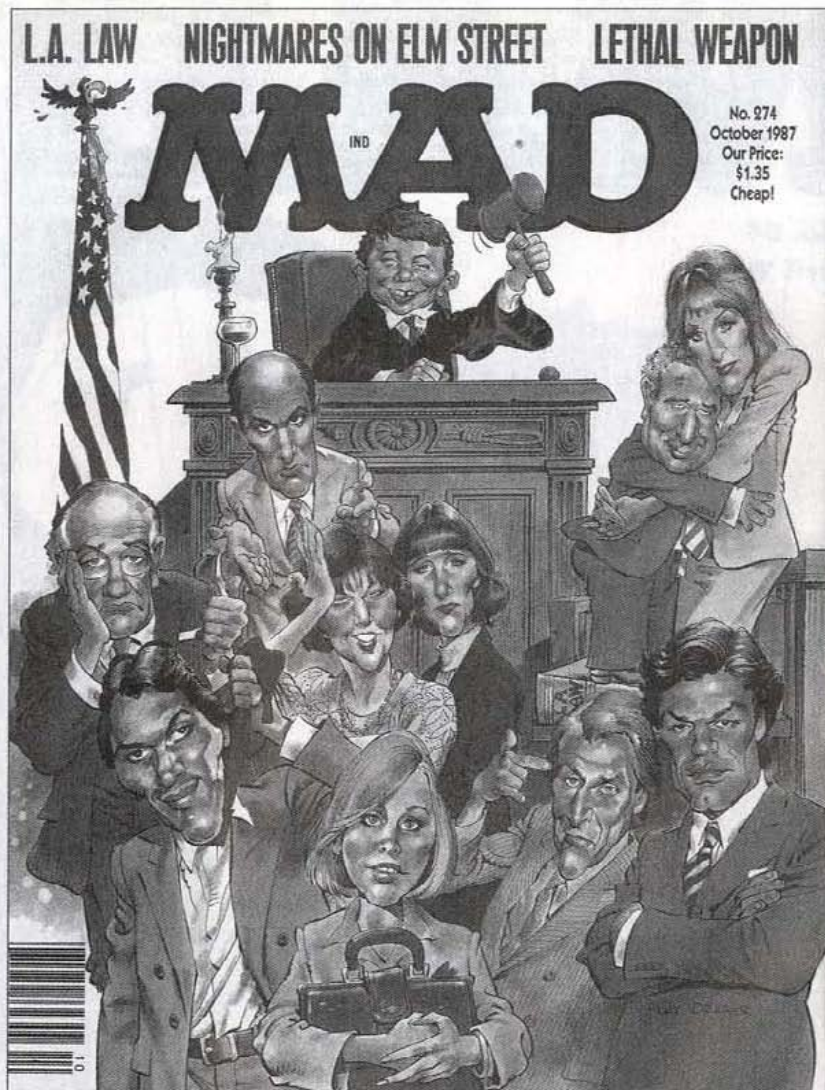
WRITER: Staff



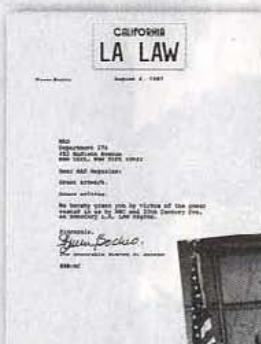
Preliminary cover sketch for MAD #273 by Richard Williams. From the collection of Mike Gidwitz



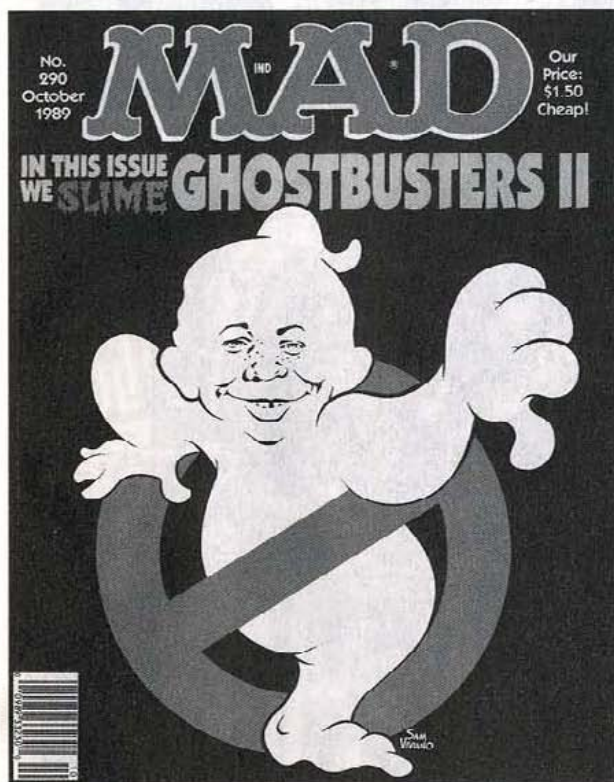
Pee Wee Herman



After seeing this cover, series creator and producer Steven Bochco sent MAD an unsolicited photo of the *LA Law* cast in virtually the same pose, with Bochco replacing Alfred as judge, including a blackened-out front tooth. This photo was featured on the letters page of MAD #276, along with a brief note (left).



MAD #290
October 1989
ARTIST: Sam Viviano
WRITER: Staff

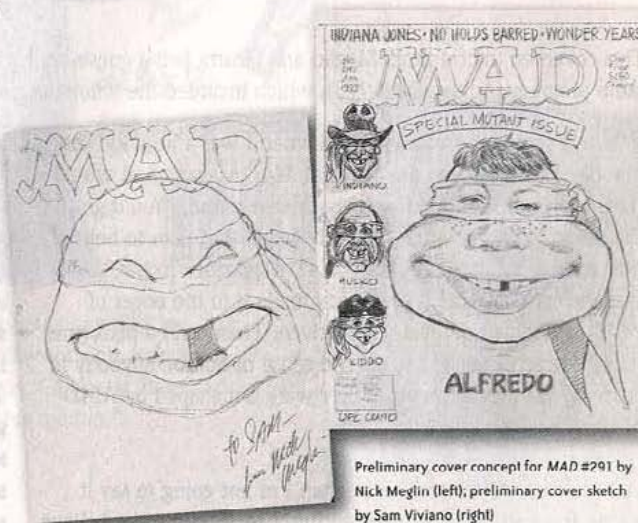
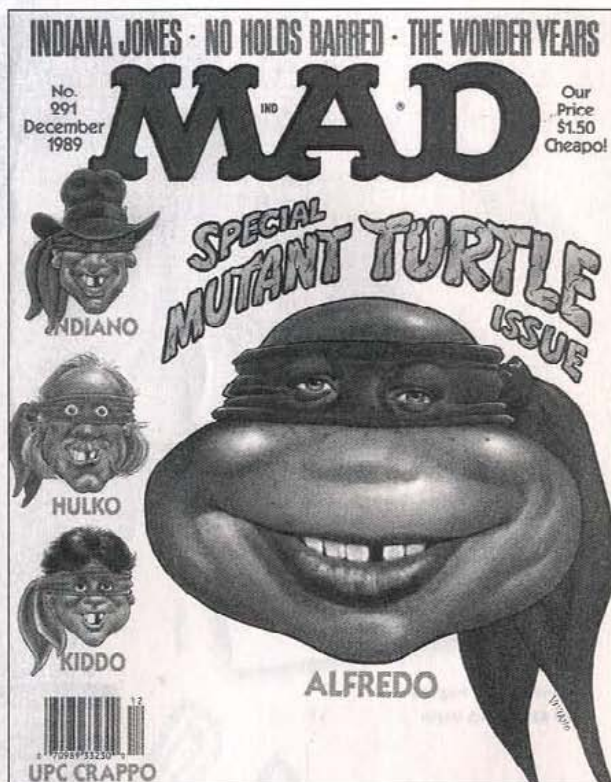


MAD felt they missed the boat by not doing a spoof of the first Ghostbusters movie in 1984 (below). Many readers felt the same way and sent in doctored ads with Alfred as the ghost. For *Ghostbusters II* in 1989, artist Sam Viviano adapted the movie poster, modifying the two-fingered hand gesture in that artwork for a thumbs-down review of the sequel. Many MAD readers gave the issue thumbs down as well!



Preliminary cover sketch for
MAD #290 by Sam Viviano

MAD #291
December 1989
ARTIST: Sam Viviano
WRITER: Staff



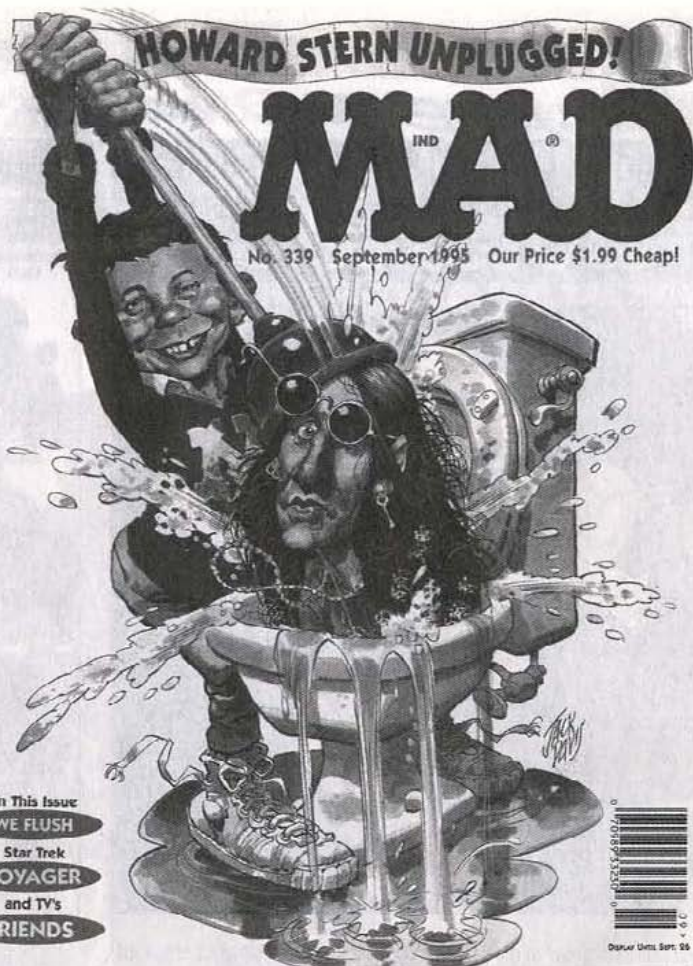
Preliminary cover concept for MAD #291 by
Nick Meglin (left), preliminary cover sketch
by Sam Viviano (right)



MAD #339
September 1995
 ARTIST: Jack Davis
 WRITER: Staff



Preliminary cover rough for
 MAD #339 by Nick Meglin



This cover led to co-editors Meglin and Ficarra being guests on Howard Stern's radio program (August 29, 1995), which included the following exchange:

STERN: If someone had said to me when I was a little kid that one day I would be on the cover of *MAD* Magazine, it would have been unthinkable. If somebody said to me, "You'd go to the moon," I would have sooner believed that than to believe that I could be on the cover of *MAD* Magazine. To me, *MAD* was the epitome, and if somebody made it to the cover of *MAD* Magazine they had truly arrived. There isn't a performer today whose career and ideas and sense of humor, anybody in comedy, that cannot say that they were not shaped by *MAD* Magazine.

FICARRA: They will not say that.

STERN: They will not say that? Then I'm not going to say it either. But I gotta tell you something, I really could not believe it when I saw the cover. I began to shake.

MEGLIN: Howard, you have no taste, that's why.

STERN: How was the decision made to put me on the cover? Was it strictly, "Hey, Howard's got a lot of fans and maybe that'll sell a lot of magazines," or was there something more to it?

MEGLIN: Just the opposite, I would think.

FICARRA: Who the hell are we kidding? We figured you had a lot of listeners—maybe they'd buy the issue.

STERN: Well thanks for putting me on the cover—it's a true honor. This is a really big deal to me. I was on the cover of *Time* magazine—that meant nothing to me. But here I am getting my head plunged into a toilet by Alfred E. Neuman.

MEGLIN: Pulled out, pulled out.

STERN: It's being pulled out?

MEGLIN: I think it's subject to interpretation, like most of our stuff. It works on several levels.

FICARRA: None of them good.



MAD^{IND}®

No. 330 September 1994 \$1.95

ARE YOU

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E A D

B A N G E R ?

ALSO IN THIS ISSUE WE
SLASH:
SEXUAL HARASSMENT
MALLS
SUMMER CAMPS

See Page 40
If not, see page 40 anyway!

DISPLAY UNTIL 09/09/94



MAD #330
September 1994
ARTIST: Richard Williams
WRITER: Staff

A tribute to Slash, lead guitarist of Guns N' Roses, whose after-hours partying had been well publicized. In a phone call to *MAD*, he revealed a different side. Recalls co-editor Ficarra: "He came off as the nicest, most easygoing guy. Of all the magazine covers he'd been on, he said this was the only one he sent to his mother."



Slash

