

Introducing The **MEGA-MAD** Poster!

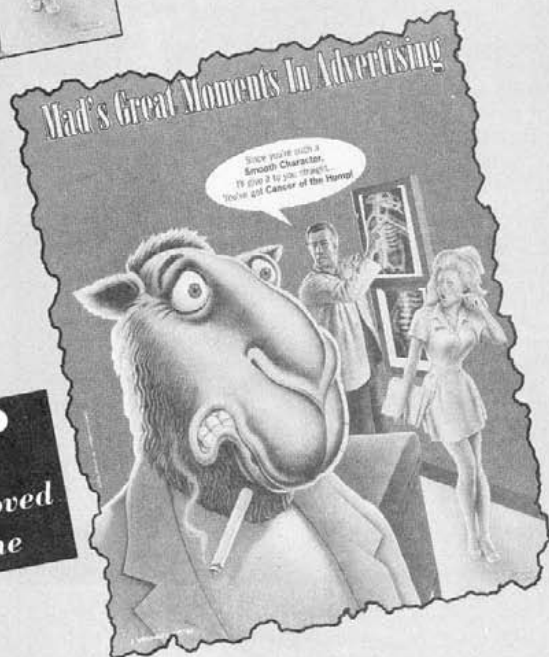
IMPORTANT INSTRUCTIONS

Please read these instructions carefully in order to fully enjoy your **MEGA-MAD** Poster.

1. Carefully remove poster from magazine following perforated line.
2. Attach poster to wall.



MEGA-MAD
Poster
properly removed
from magazine



MEGA-MAD
Poster
improperly removed
from magazine

WARNING: Do not place your **Mega-MAD** poster near open flame. Poster is made of paper and will catch fire, perhaps causing other things made of paper in the vicinity to also catch fire. If a fire should occur elsewhere in your home do not attempt to use your **Mega-MAD** Poster to extinguish it. Likewise, do not lay your **Mega-MAD** Poster on a highway and drive over it in a Jeep. Making a hat from your **Mega-MAD** Poster voids all warranties, expressed and implied. Do not crumple your **Mega-MAD** Poster into a ball and throw it away. That would be a waste of money.

first aid
for the
restaurant

Choking Victim

The ALFRED E. NEUMANEUVER

1

Find out what the victim is choking on.



2

Don't order that dish for yourself.



3

Force liquid down the victim's throat. If victim is choking on fish or fowl, use a chilled white wine. If victim is choking on meat, use a room temperature red wine.



4

Administer four abdominal or chest thrusts. When blockage comes up, victim should consult a doctor. Bystanders should consult a dry cleaner.

Presented sort of in the public interest by the American Double Cross Association.



A MEGA-MAD POSTER

Mad's Great Moments In Advertising

Since you're such a
Smooth Character,
I'll give it to you straight...
You've got **Cancer of the Hump!**



ARTIST: JOHN POUND WRITER: DUCK EDWING

A MEGA-MAD POSTER