



BIG BULL WHIP

Train animals, people, etc. To tricks. Experts knock ashes off end of cigarette. You can knock tip off end of nose, gun out of hand, yank people off feet, etc. You never can tell when you'll be walking along the street with your bull whip and you'll have to knock a gun out of someone's hand or yank him off his feet. Imagine your friends' surprise as you yank them off their feet. Wow!

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ULTRACRICK SHOCKER

LO\$

Famous "Joy Buzzer" gives real SHOCK! Worn like ring con-

cealed in palm. Gives 'em violent SHOCK when you shake hands. Put in bed, on chair. Tickle like a mouse, shocks like electricity. Comes with 2 wet-cell batteries and sling to strap batteries on back. Can deliver a shock to render the strongest man insensible With additional batteries, can even throw a lightning bolt. Greatest joke ever **50c**



WOW!

...bilities. Learn to keep out of its way. This is even educational fun. Also great fun is a swim-in on the faces of your friends as they

75c

GET CAMERA

GET A CAMERA

Takes secret pictures, and you never can tell
 want to take some secret pictures. Perfect for
 wants to become a spy. Can take good pictures
 of blueprints, etc. Sublimely entertaining. You
 conceal this camera in the palm of your hand
 the end of your nose. WITH FLASH \$1.25
 PT

Wrist Radio!

A new private portable Wrist Radio. Use indoors or
 outdoors. Worn like a wrist watch yet receives
 regular radio stations. NO BATTERIES! NO
 ELECTRICAL PLUG INS! NO RADIO! NO
 NOTHING! Actually this is a cheap old sur-
 plus earphone. All you need to use it outdoors
 is of cable to plug into your radio at home.

You'll be the center of attention as you walk
 ur wrist pressed to your ear. **Complete. \$2.98**

"COME TO LIFE" WHEN WORN
Appear amazingly realistic. MASK REFLECTS
LIFE—EAT, DRINK, SMOKES and TALK WITH
and begin all over again under a new identity. We

and Beauty \$1.00

Page Boy
(Left) Choice of
Blonde or Brunette... **\$2.95**
Beautiful

Beautiful Curly

Blonde or Brunette... **\$2.50**
HALBERDS

CHENILLE BLOCK LETTERS

Specify letter. Give both center & **\$1.50**
trim color. Price for 6-inch Letter... **\$2.**
ANY INSIGNIA INSERTS 35¢ **\$1.50**
(Such as football, baseball, etc.)

COMIC PRISON PENNANTS

ter that all of these pennants have been felt.
Alabama U., Akonolinga State, Altamahaw U.,
Babinekin U., Berthamport Tech., Bijnapur U.,
Carnegie U., Central State U., E. Evans U.,
E. JAIL PENNANTS too: Atlanta,
appy your friends in Atlanta, Joliet,
omic pennants. Show off where you
attractive cell decorations. Wow! **45c**

**LOUD "WOLF CALL"
AUTO HORN**

ounds like wail or yelping-dog. Loud and funny! Heard for blocks! By George, see a pretty girl as far as 3 blocks away and you can give her a blast on your "wolf-on" horn. The females really go for this. We guarantee you will attract every female who on the block with this.

\$3.98

Surprise Package \$1.00

A Bazaar & Thrill

Columbus took a chance—
why not you? Made up to

Get rid of surplus items, samples and close-outs we get from all over world. Be a sport, get a real thrill as you open our packages and find absolutely nothing inside. **\$1.00**

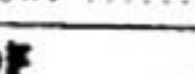
JOKE POP-UP TIE
Greatest Comedy gag of the century! Imagine your sunrise when you see this tie.

surprise when this thing, specially weighted, pops up and slams you in the hand.

Wow! In the near... **\$1.00**

MAGIC DECK OF SURE WIN CARDS

Looks entirely normal even on close examination, but does amazing tricks without practice. Secret: differs from standard deck in 2 ways—(1) backs have marks; (2) can read face values from back; (2) "slingers"



-deck cut so cards are tapered—one end slightly narrower. Desired card located in middle of deck by feel. Mechanical opera-

tion: no practice. You can be the best cheat in your neighborhood. This, plus our **clear an**
"Sure Win" dice guaranteed to make **\$1.50**
you a bum

LUMINOUS PAINT
Shines in the dark! How would you like to shine in the dark. Throw those old electric light bulbs away. Read by the light of yourself **\$1.00**

THROWING





DAGGER KNIFE
 Properly shaped and balanced for throwing.
 Hunt small game and small friends. Penetrating
 point-tool steel. **Hard hitting**, easy to
 throw. Need we say more. Fits
 comfortably inside the sleeve or
 collar behind the neck. **\$1.50**

Thick Lensed

Eyeglasses 

Heavy duty eyeglasses specially made for readers of our advertisements. You will notice by now, that your eyesight has gone quite bad from reading our small type. Save what's left with these heavy duty glasses. Wow! **\$1.98**

ADD 10c ON ALL ORDERS UNDER \$1.06

MAD MUMBLINGS



We'd like to start the column off with an announcement we are pleased to make. A collection of the best stories from MAD has been printed and bound in a Pocket-Book edition by the Ballantine Book publishers. Copies are available for 35c at your magazine-stands and book-shops. -ed.

Dear Editor:

I enjoyed reading issue #17 of MAD, but it gave me a terrible headache because some dope put the cover on upside-down and I had to stand on my head to read the book. I didn't want anybody to think I was reading the book with the cover upside-down. -Flat Top-(No Address)

...What are the addresses of the bee-utiful candidates for Miss Potgold of 1955? I like the one with the pony-tail. -Tommy Anvill-Brookline, Mass.

...My vote (gasp) my vote is (ugh) Miss Bontney Flent. -Rich-(No Address)

...Enclosed you will find my ballot for the Miss Potgold '55 contest with one slightly aged bung; also, one genuine shark's tooth from Florida; and one sample of radio-active pitchblende from Canada. The shark's tooth is guaranteed to prevent paint-pots from falling on your head when you pass under a ladder. With one of these in your pocket, the painter will fall on your head. -Barry Roth-Mt. Kisco, N. Y.

...The returns are in from that Miss Potgold contest and George has won, hands down. However, the contest has been invalidated since most of you dirty cheapskate bums didn't send along your bungs from kegs of Potgold beer. -ed.

...I couldn't enclose the bung from the keg of Potgold beer because I don't have the money, there isn't any sold where we live, but mainly I don't drink beer. -Stuart Glass-(No Address)

...I liked the Potgold feature. I thought that the candidates took sheer genius to draw. -Brian Daly-Bronx, N. Y.

...I just had to write and tell you how much I enjoyed Basil's (Miss Potgold) story. -George Ball-Woonsocket, R. I.

...We know that lampoon material is dwindling rapidly, but that is no excuse for those (echhhh) 6 pages of tripe by Basil Wolverton in #17. Leave the pages blank and we can doodle on them. -Al Heumann-Upper Darby, Penn.

...The girls you drew as the future Miss Potgold were disgusting and sickening. I also think you should leave the beer out of the comic-books. There is entirely too much beer being advertised now where kids can see it without it being in the comic-books. Now I know why they are banning some of the comic-books. - (Anonymous)

...In reading issue #17, I liked very much the Potgold feature. I think that you really showed what beer is. Keep up the good work. - (Anonymous)

...One item that you forgot in Julius Caesar is practiced by almost every comic-book publisher including yours! This is, the practice of putting exclamation points after every sentence! -Peter Graham-Fairfax, Cal.

...We of SPACMWP (Society for Prevention of Abuse, Cruelty, and Misuse of the Word Potrzebie) were horrified when we read the letter of Mr. Moss, Pres. of SPAMWF (Society for Prevention and Misuse of the Word Furshlug-giner), in which he came right out and insulted the word Potrzebie. Such thoughtlessness and insolence cannot go on unnoticed. We thought it was bad enough the way you were mutilating the true meaning of the word in your stories. We wish you would stop. Also, we demand an apology from Mr. Moss. -T. R. Lee (pres. SPACMWP)-Waukesha, Wis.

...You can't imagine how shocked we at SPAMWP (Society for the Prevention and of Abuse and Misuse of the Word Potrzebie) were when we read the letter from that Burl Moss person. -Robert Jolly (pres. SPAMWP)-San Antonio, Tex.

...We think that this is a very uncouth accusation and from now on, we of APMUWP (Association for Prevention and Misinterpretation and Use of the Word Potrzebie.) will have nothing to do whatsoever with their silly word. -James Cromwell (pres. APMUWP)-Rush, Tex.

...We of the SFWP (Society for the Furtherment of the Word Potrzebie) demand an apology. -Philip Winterson (pres. SFWP)-Winchester, Mass.

...I was amazed at the blast you took at Joe McCarthy and Roy Cohn. in MAD #17. It seems like you guys should leave your hands off politics in your mags. Communism is no joke!... and neither are the men who fight it. You can't stay in business writing stuff like that. -Nelson Lyon-Parsippany, N. J.

...MAD analysed: *Psychologically*-A release of socially induced inhibitions through hyperbolic portrayal of the conventional aspects in the inhibitory agents; *Egoistically*-A mechanism for personal (editors) and general (readers) exultation by ludicrous grasping of the universal components which comprise existence; *Historically*-An inevitable reaction to the current evolution of human understanding where traditions, prejudices, systems, cultures and technology have been extended to unprecedented planes of specific intricacy but total incongruity; - *Medicinally*-An ingenious consideration of the world's prognosis and superb panacea for the condition; *Metaphysically*-A bold and expansive effort at comprehending in the most possible omniscience and frequently *sub specie aeternitatis*; *Pecuniously*-A diabolically clever method of obtaining a speedy shekel (fast buck). -Ernest Sherman-(Negative Residential Indication)

...Wallahi! What a magazine! The stories within these covers would have pleased the Commander of the Faithful himself. Has it not been truly written... There is no MAD but MAD, and Melvin is its Prophet. Salaam, Sidi Effendi, and by the Ninety and Nine Names of Potrzebie, give us more. -Sheik el John el Gaboury-(No Address)

...I think your mag is swell for squashing spiders. -B. L. D. -Blythe, Cal.

...I thought you'd be interested in knowing that your comic is more popular than igisher, ehougha, and many more. -Peggy Dart-San Diego, Cal.

...What kind of idiot is so touchy that he will mistake the Mona Lisa for the Madonna or shout "Prejudice!" when you satirize an already satirized Chinese (Mad Mumblings, Issue #17)? MAD is by far the most intelligent and mature comic on the market, besides the generally wittiest. From the start, you have cleverly pointed out the stupidities, the idiocies, the hypocracies of life today. You are the only comic that has dared to be subtle... to assume intelligence on the part of the reader. Your wide adult circulation has proven a point: that it is possible to be funny while you advance a worthwhile message. I think I speak for most readers when I say, keep it up. You haven't been stepping on any toes that don't need it. -Ted Nelson-New York, N. Y.

...I have read plenty of comic-books, and most of them are real childish. At least you have hit on a book that grown-ups can get a laugh out of. My buddies and I get a real jolt from your humor. -Pfc. Frank Blahnik-Yangu, Korea.

...Please be advised that your book MAD has been relegated to the incinerator since its first appearance in our home. Its ugly, sexy caricatures of the human face and form and suggestive theme are obnoxious. What a way to earn a living! -Mrs. M. E. Biggs-San Jose, Cal.

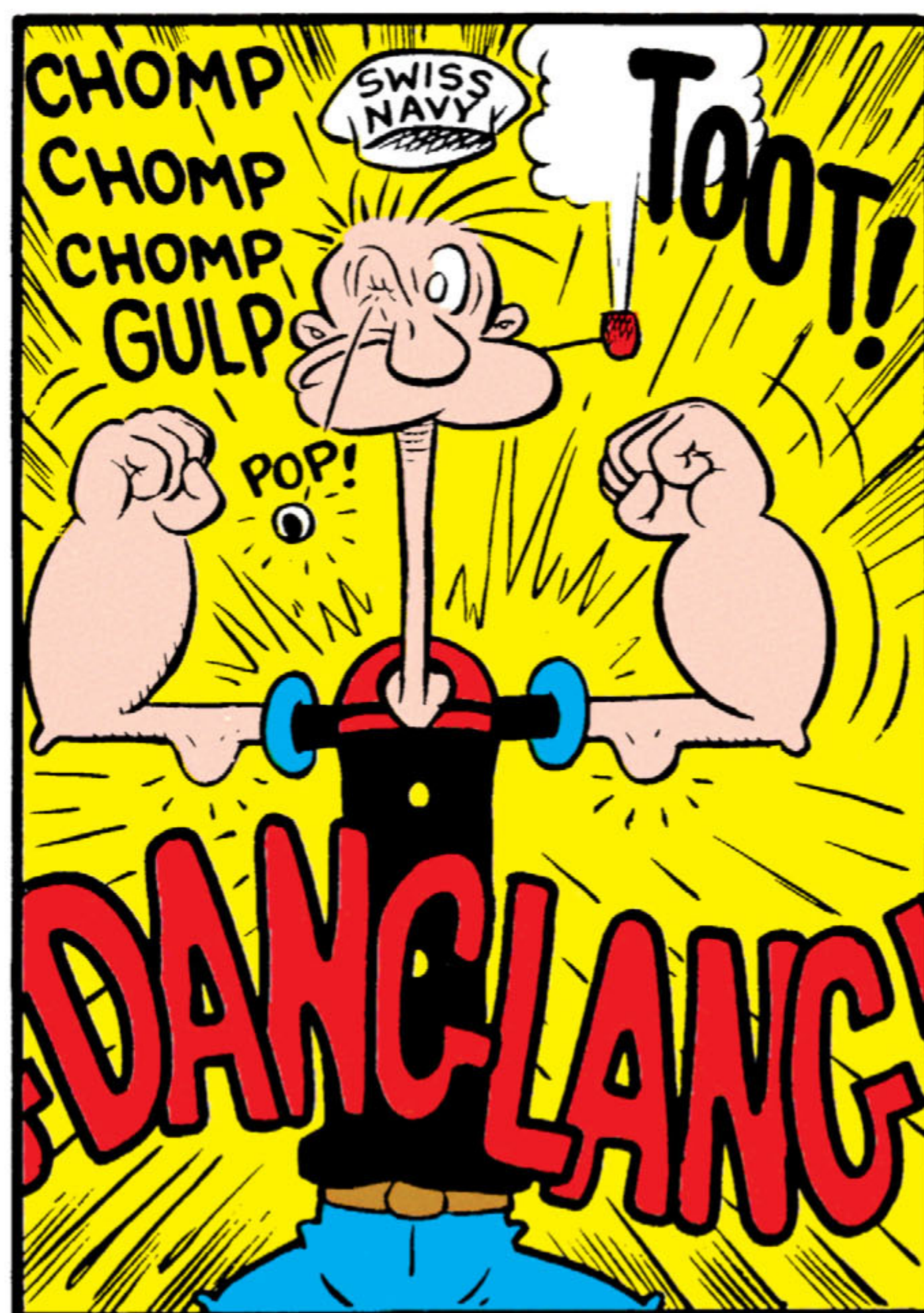
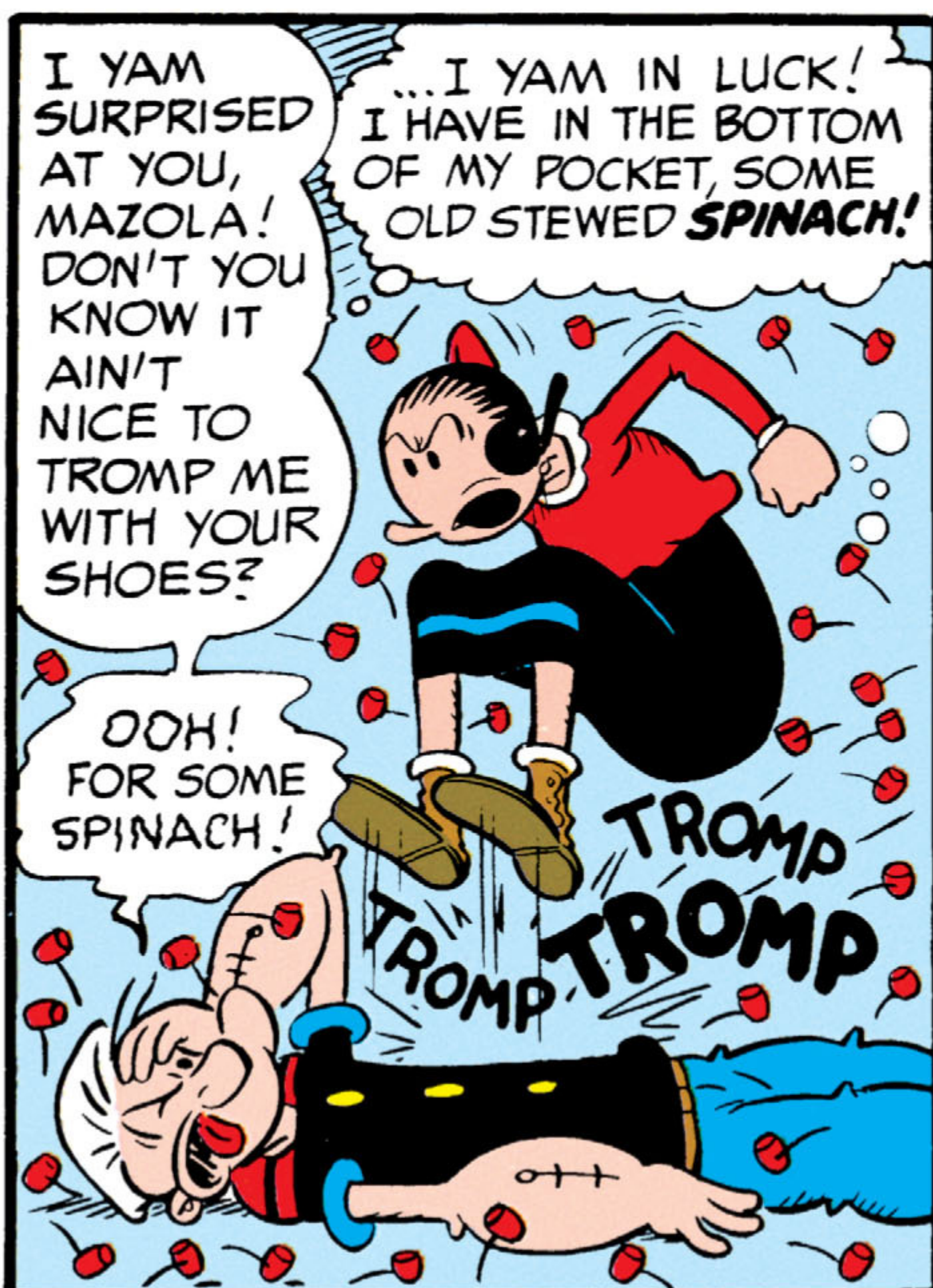
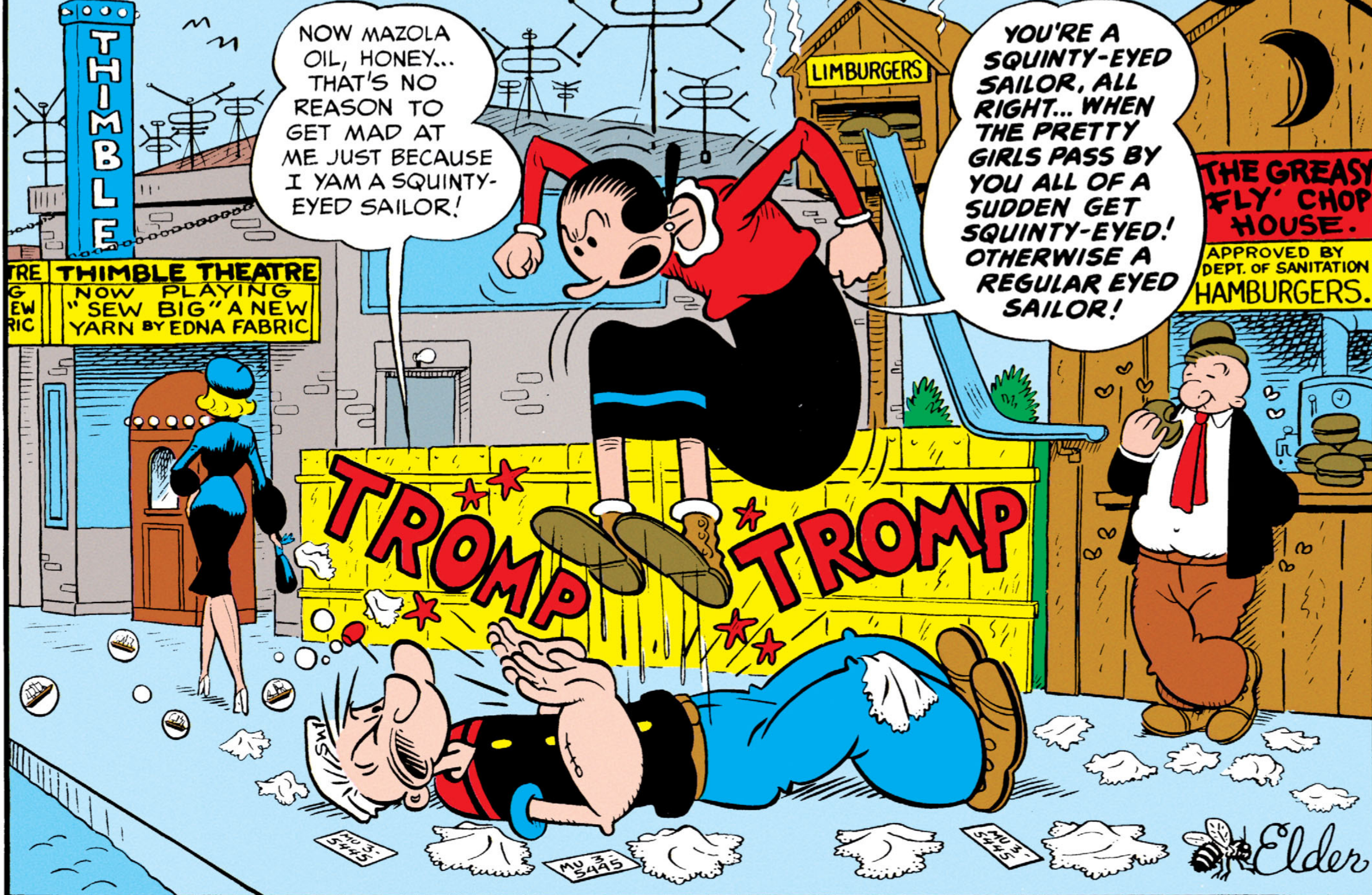
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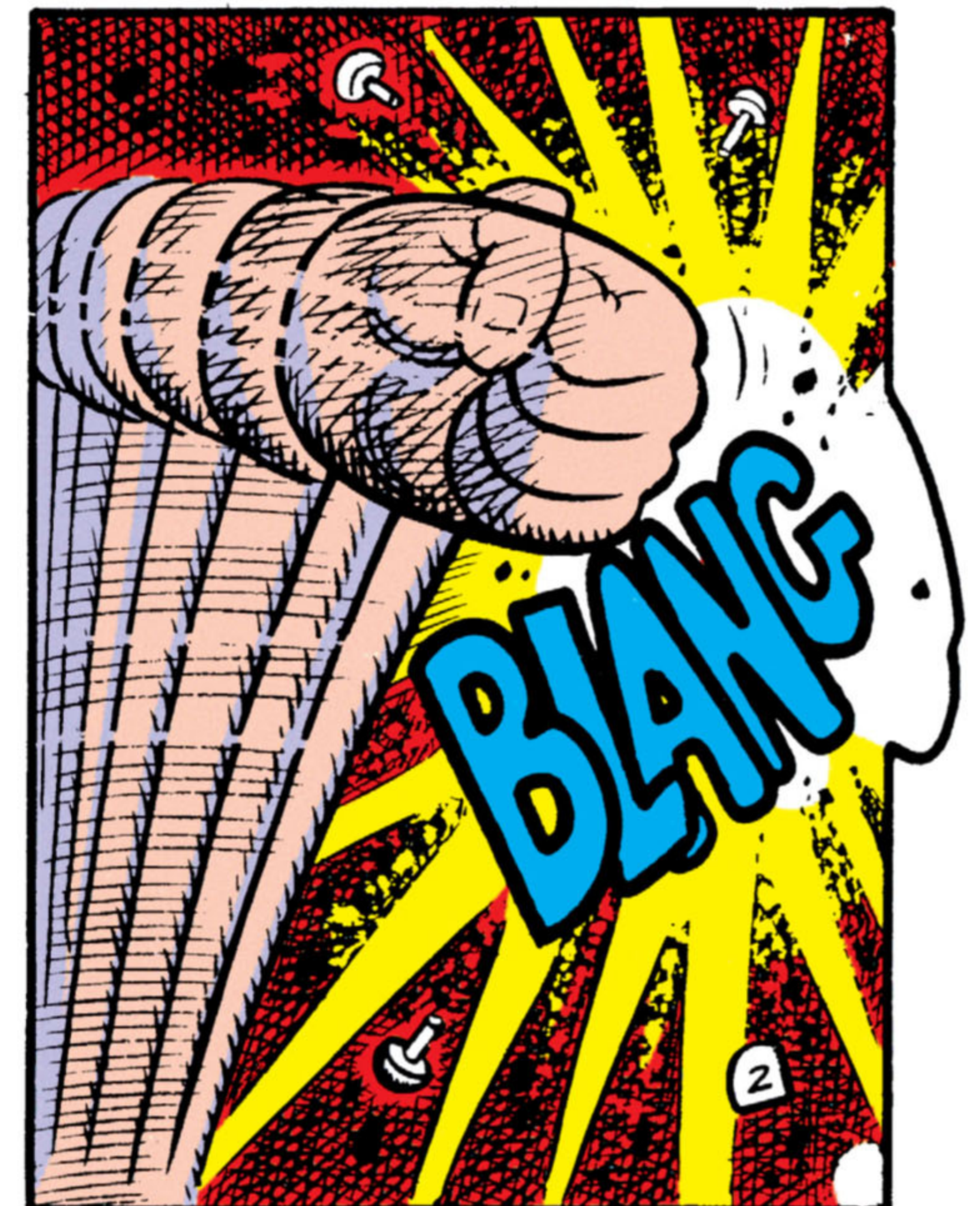
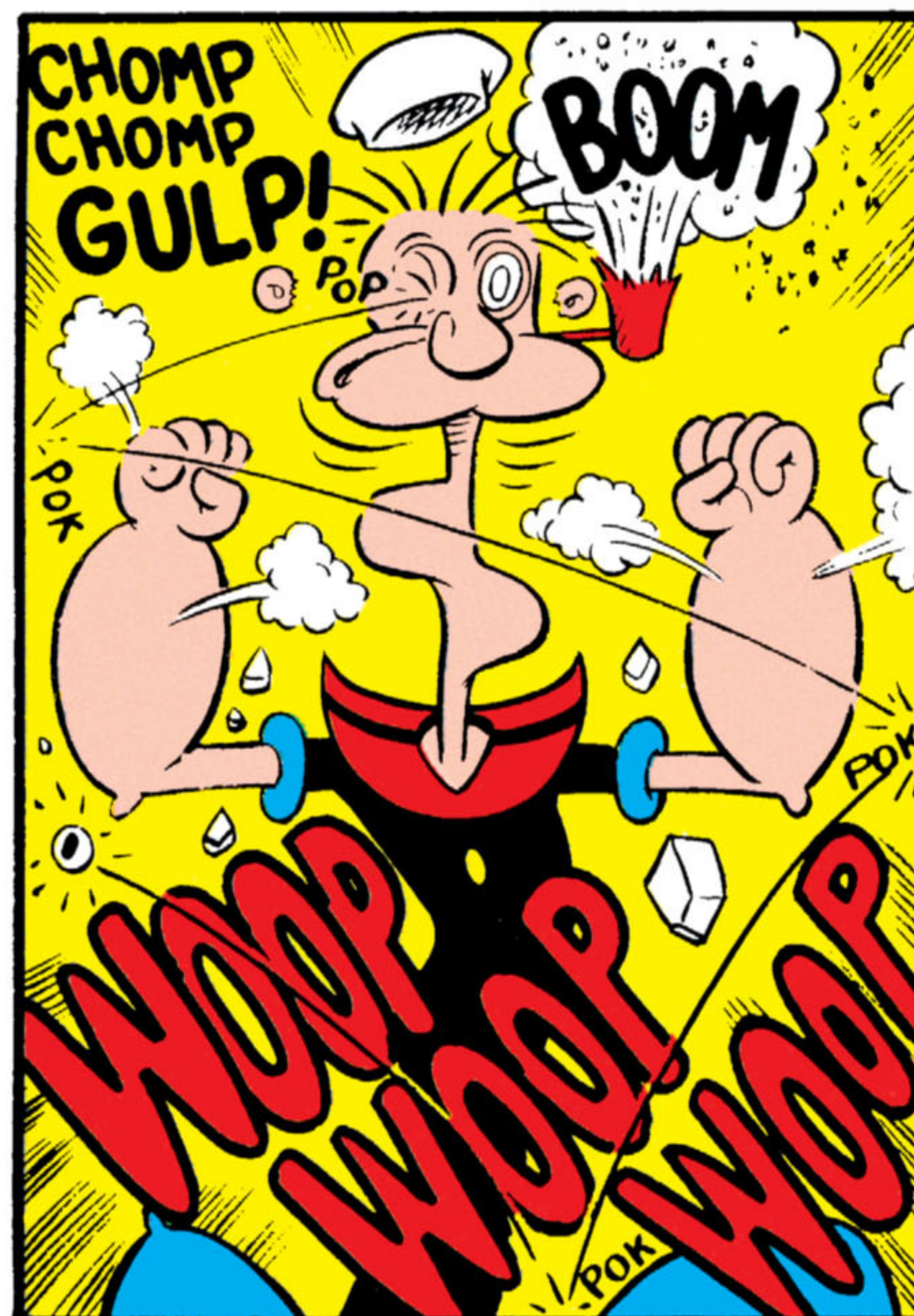
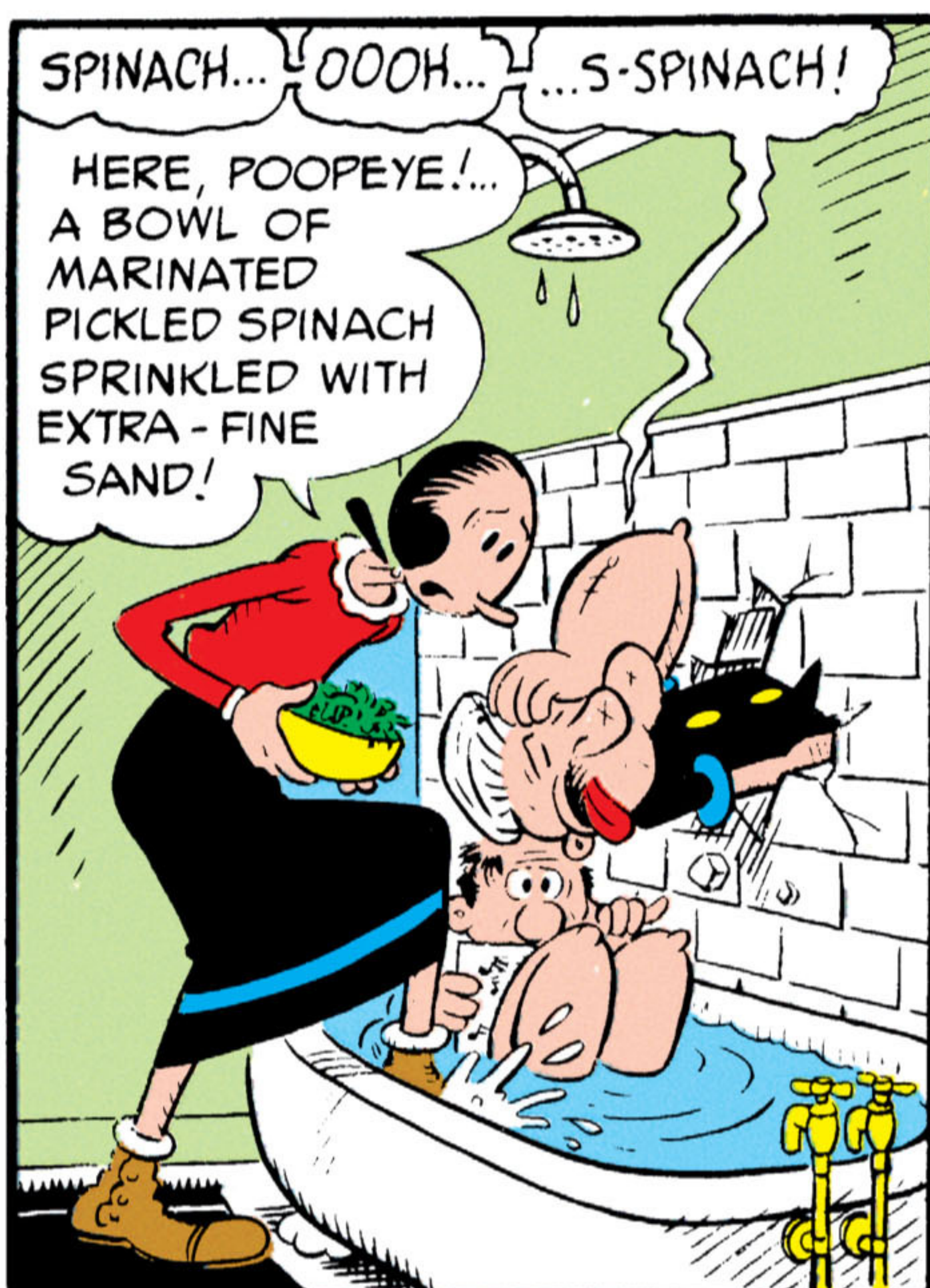
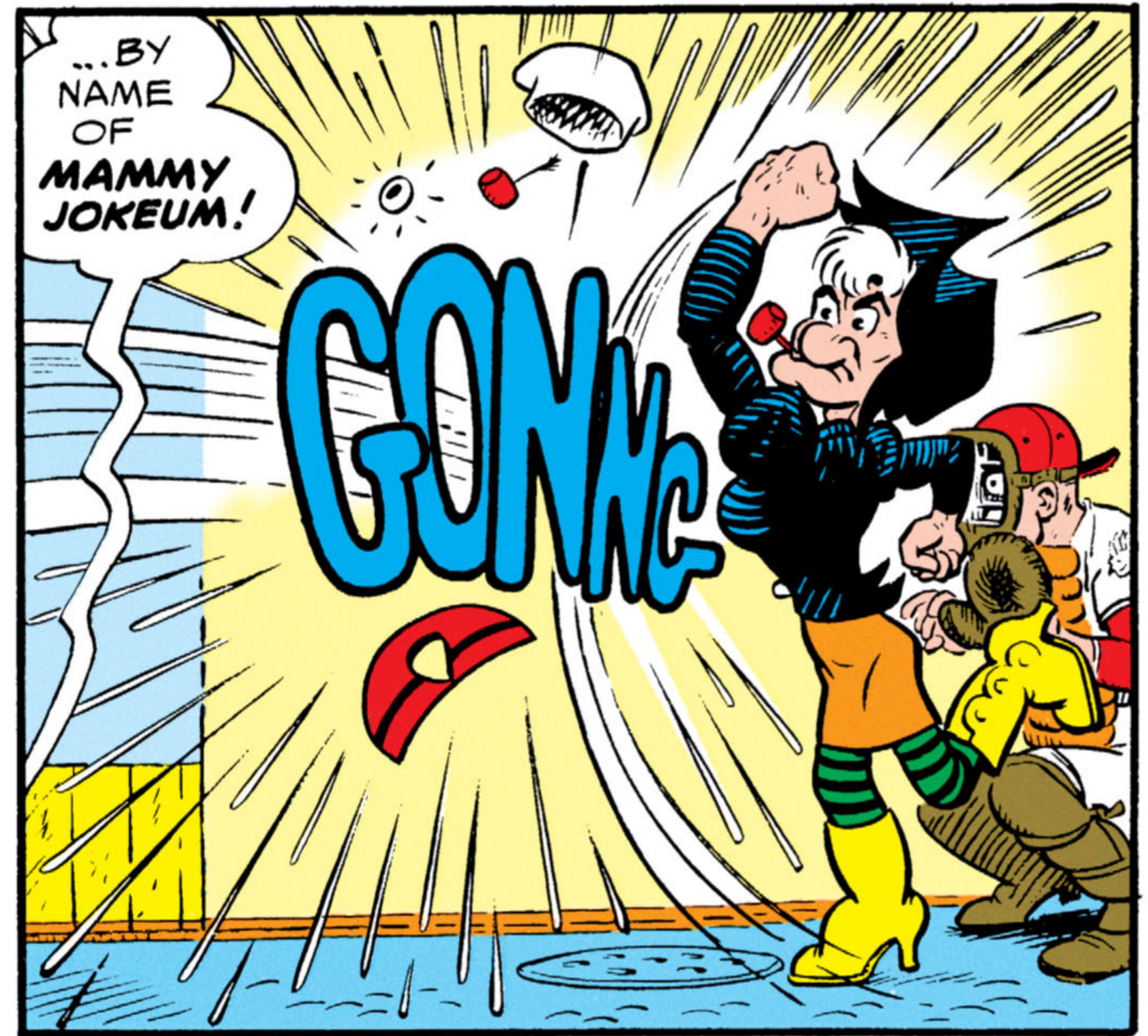
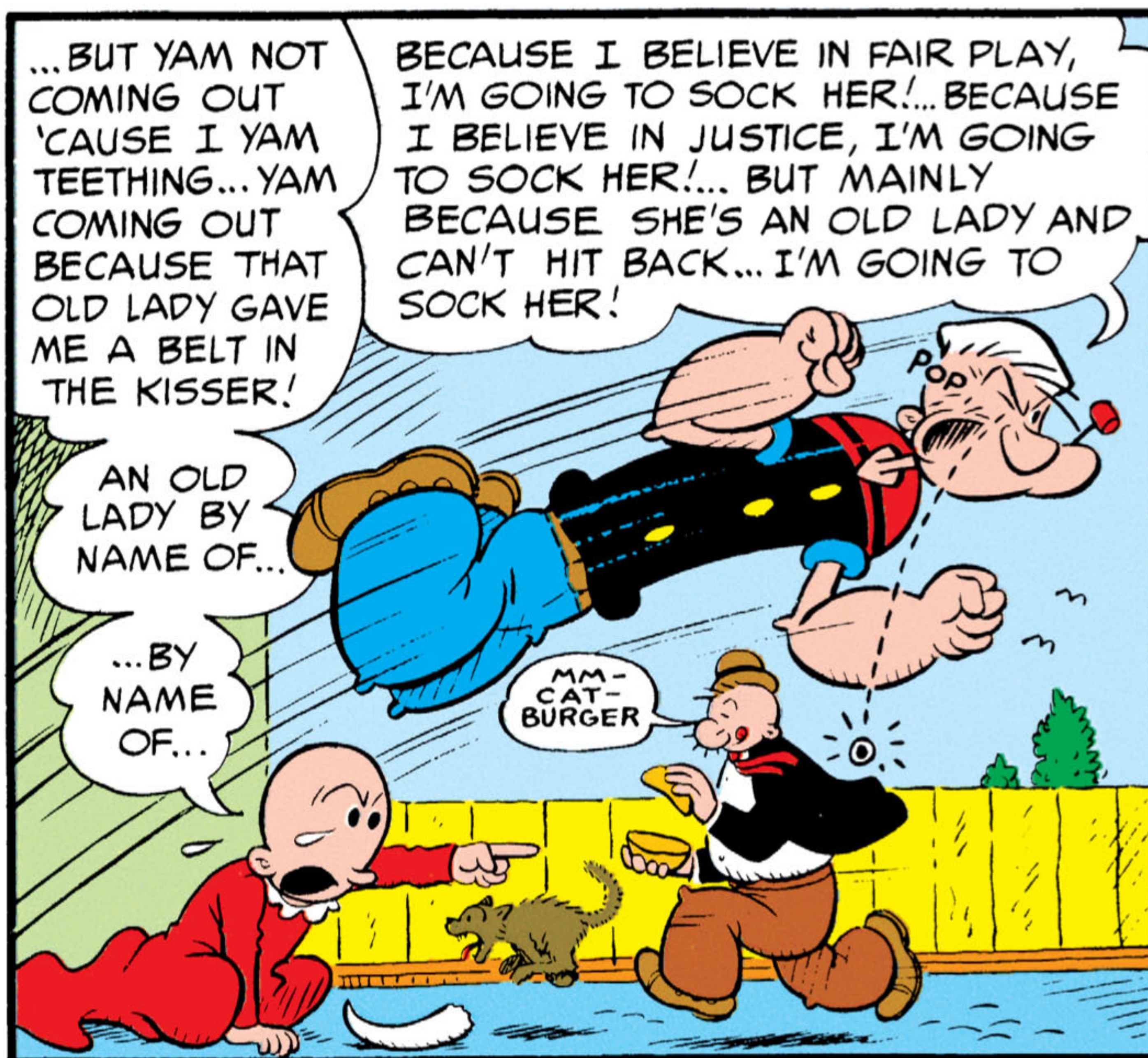
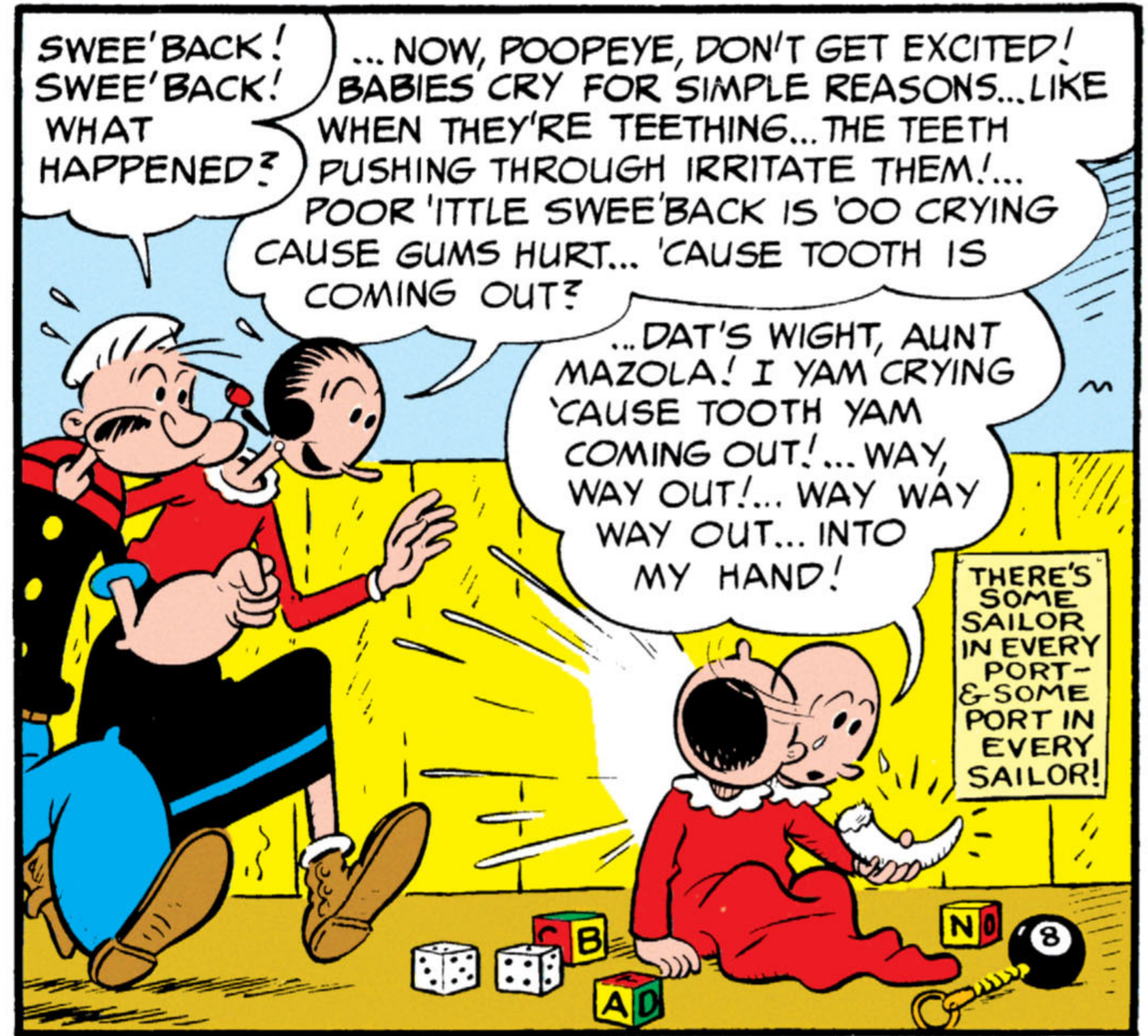
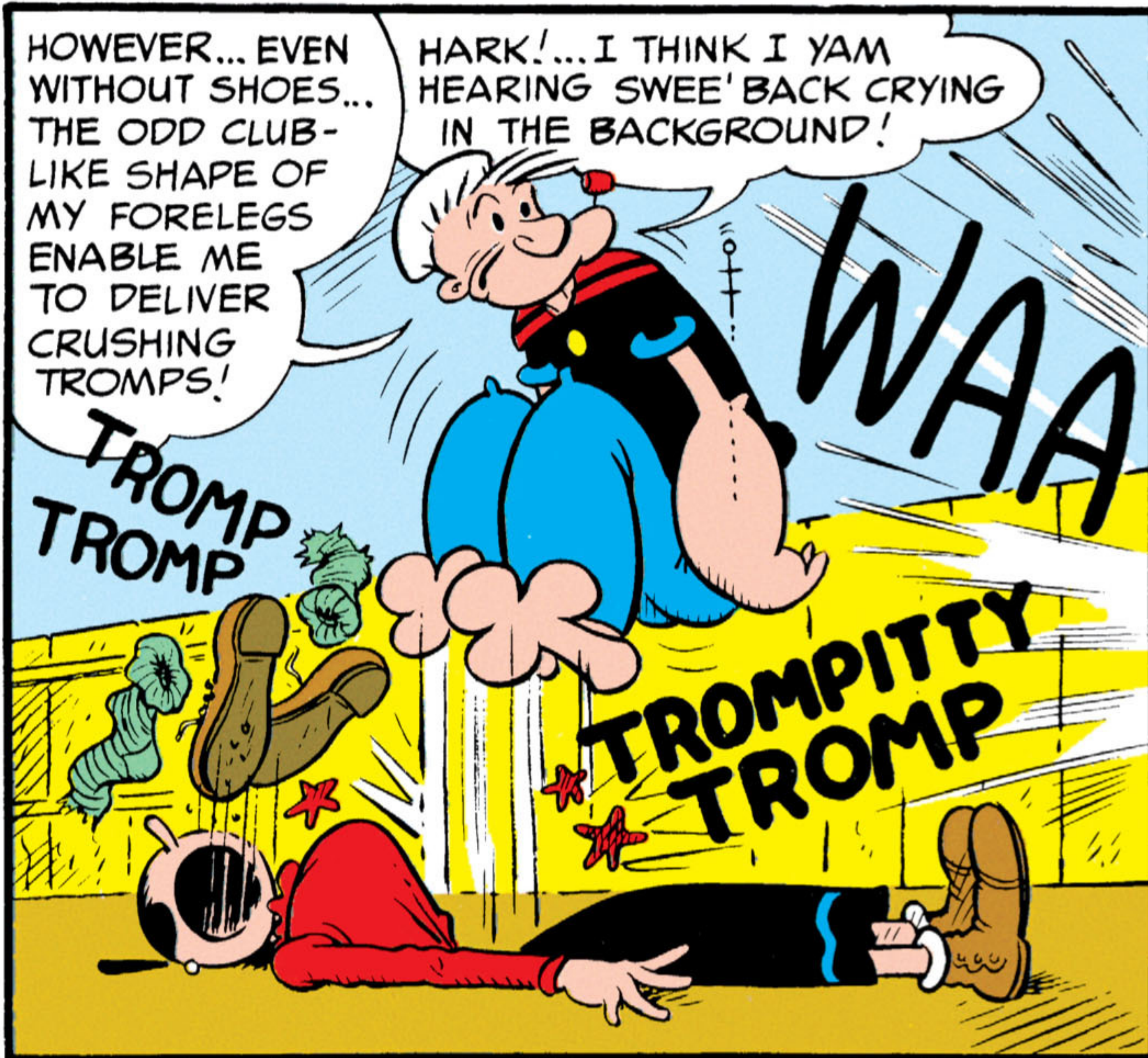
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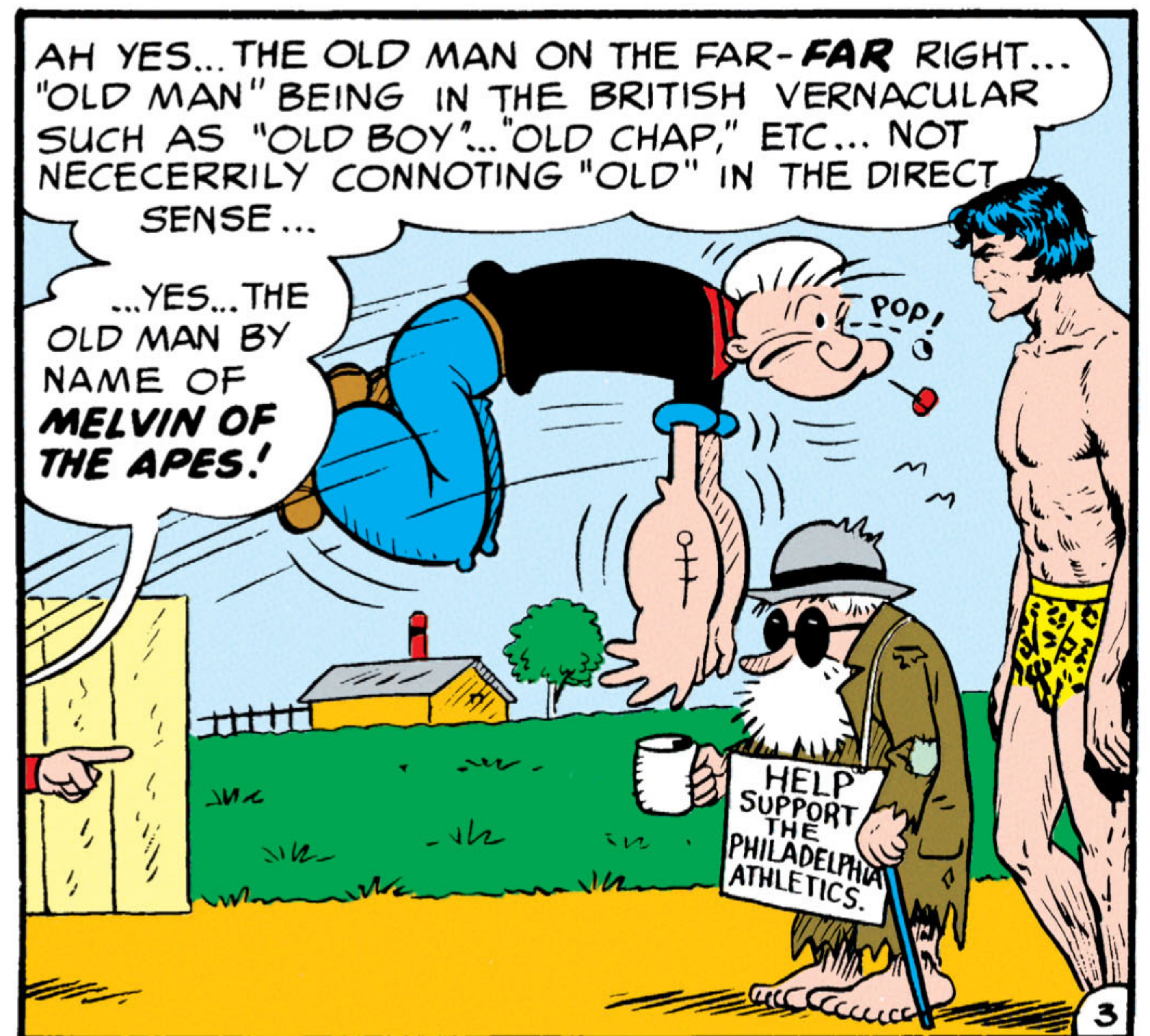
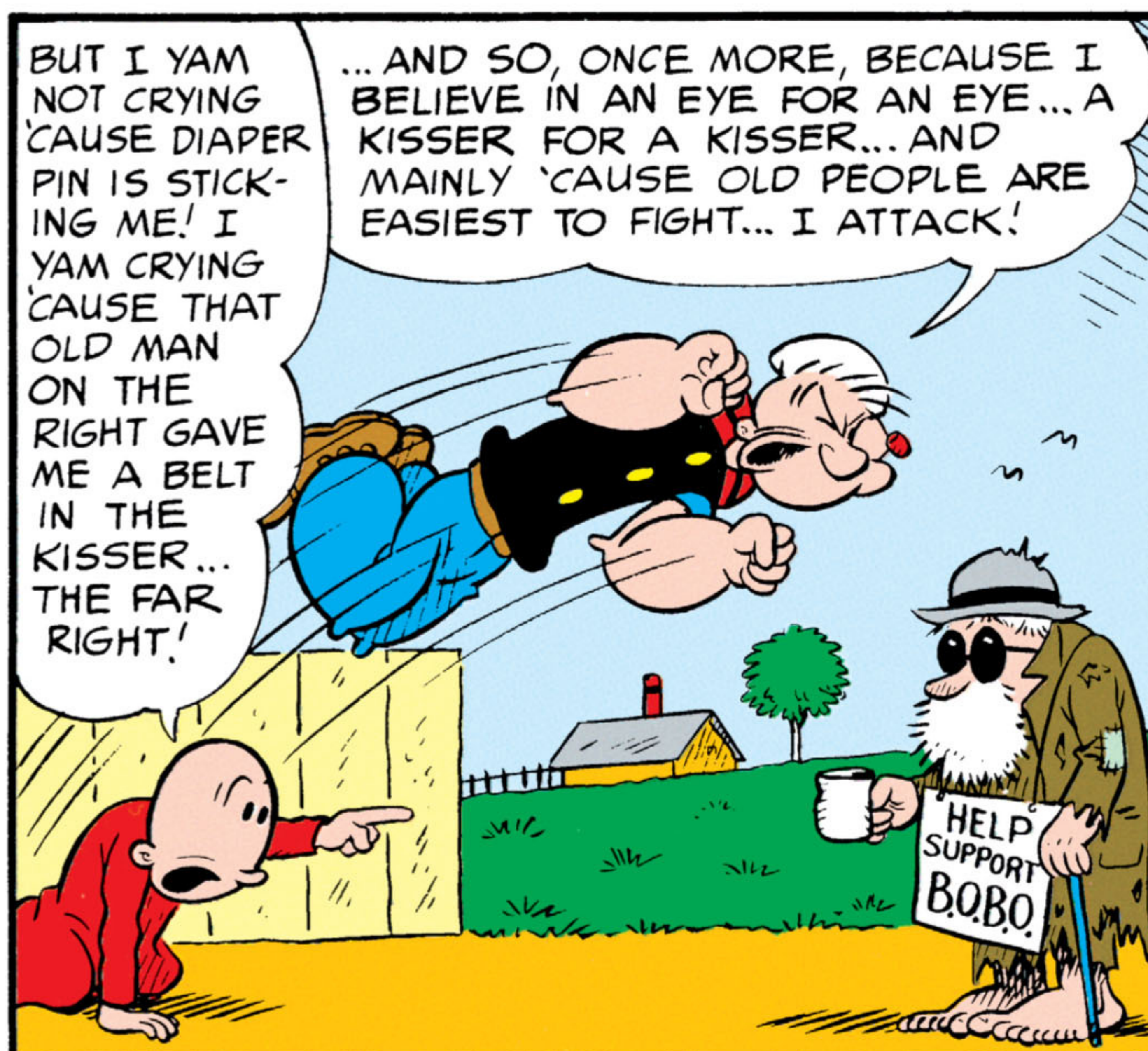
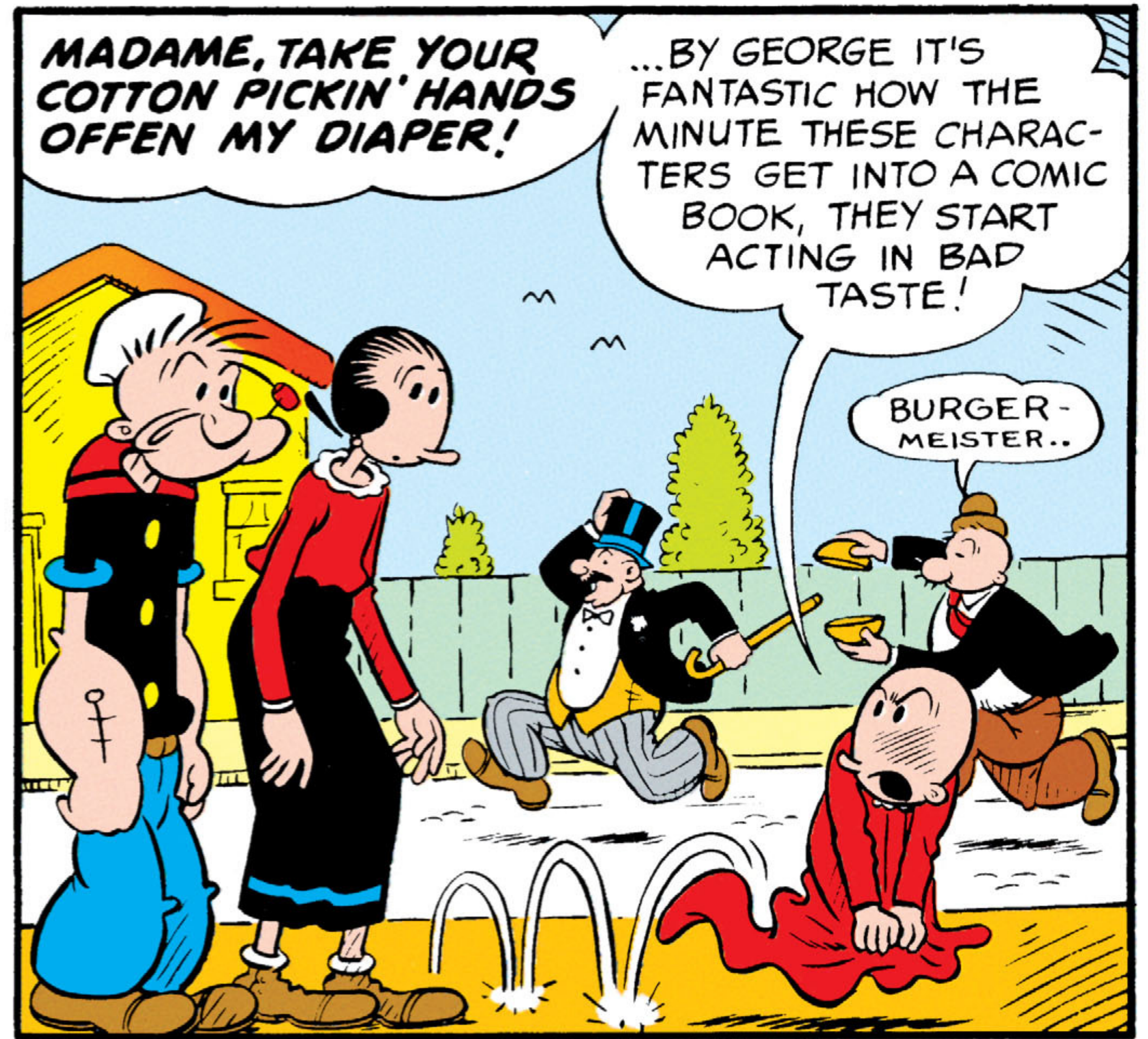
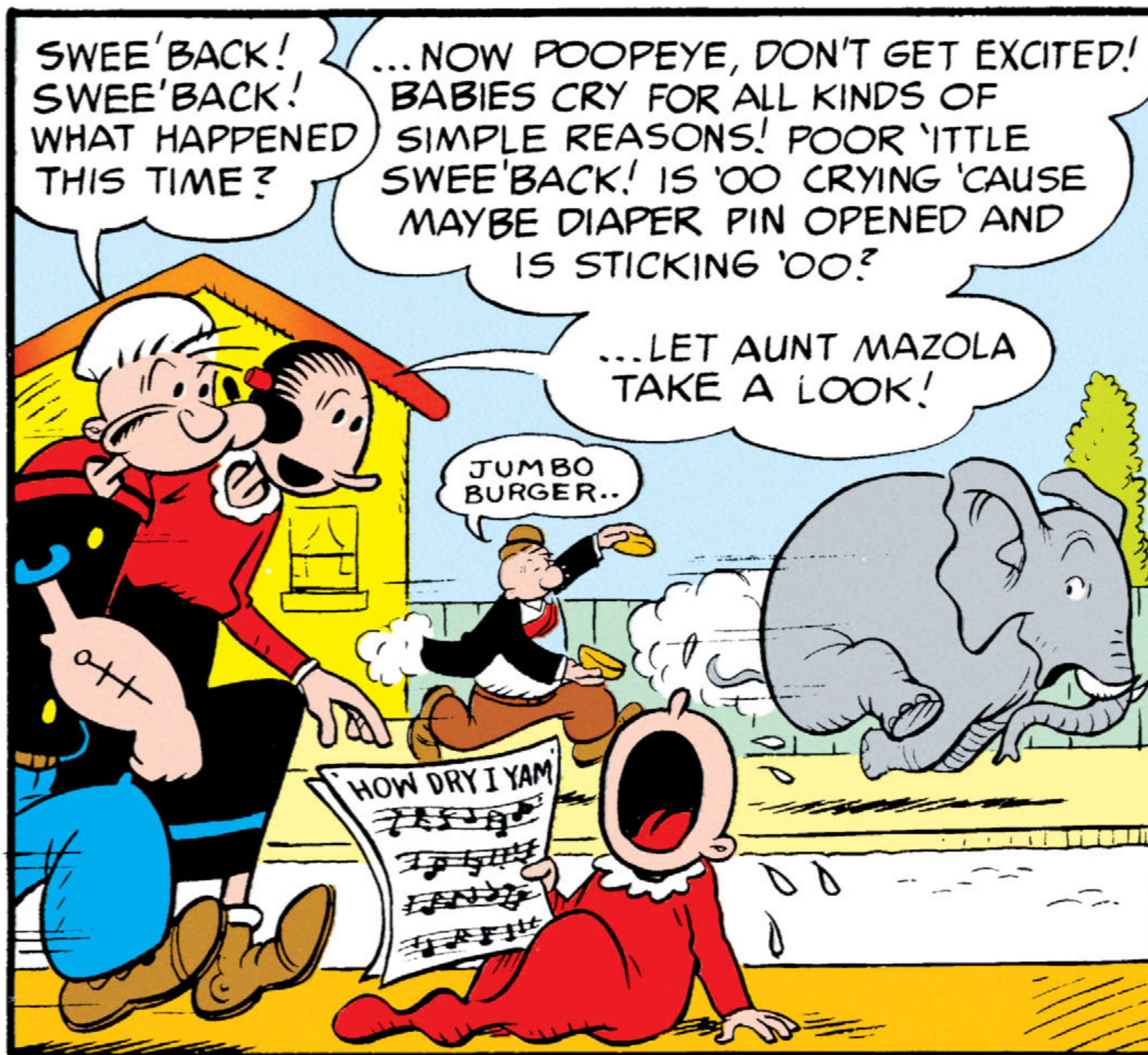
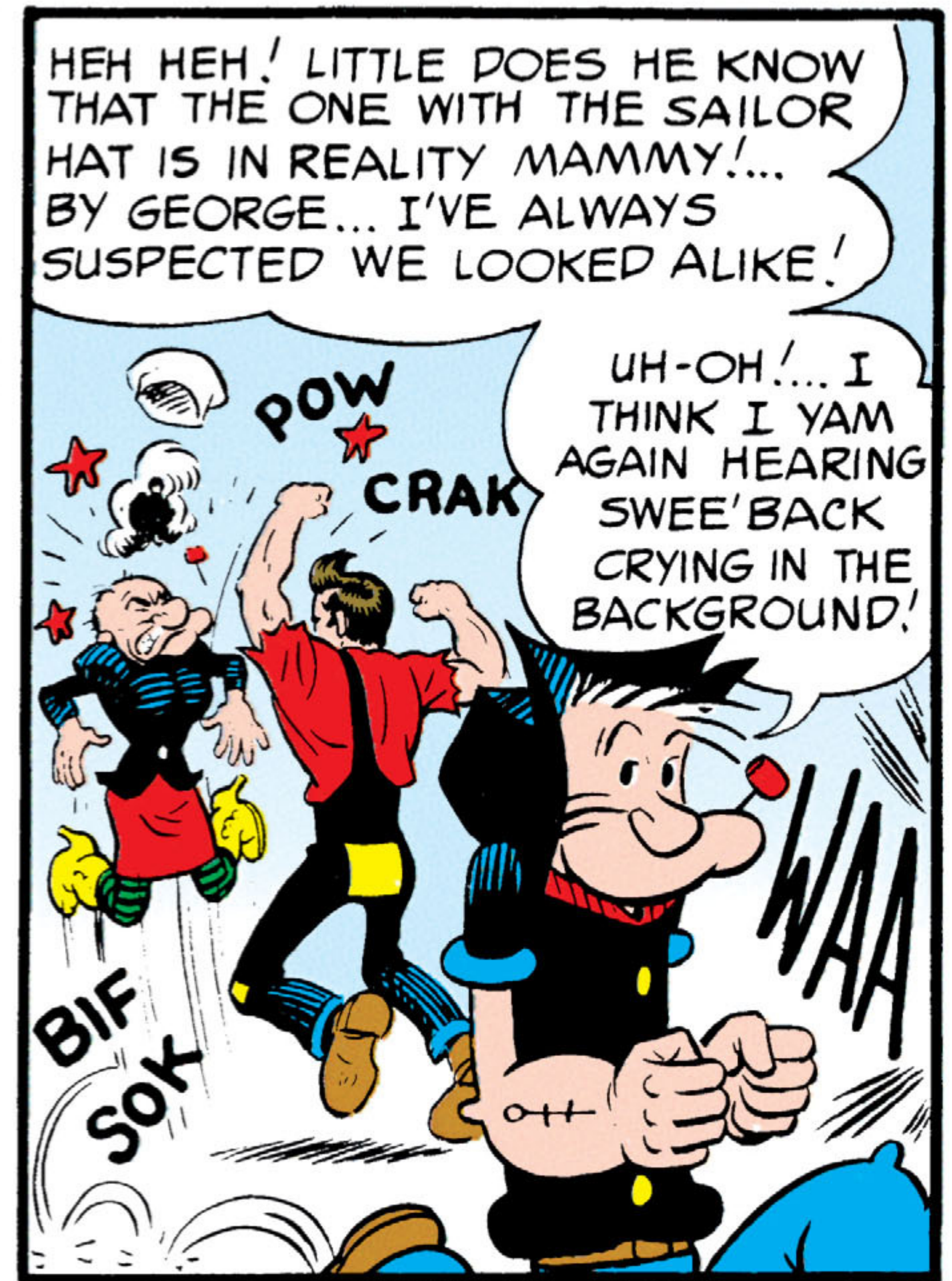
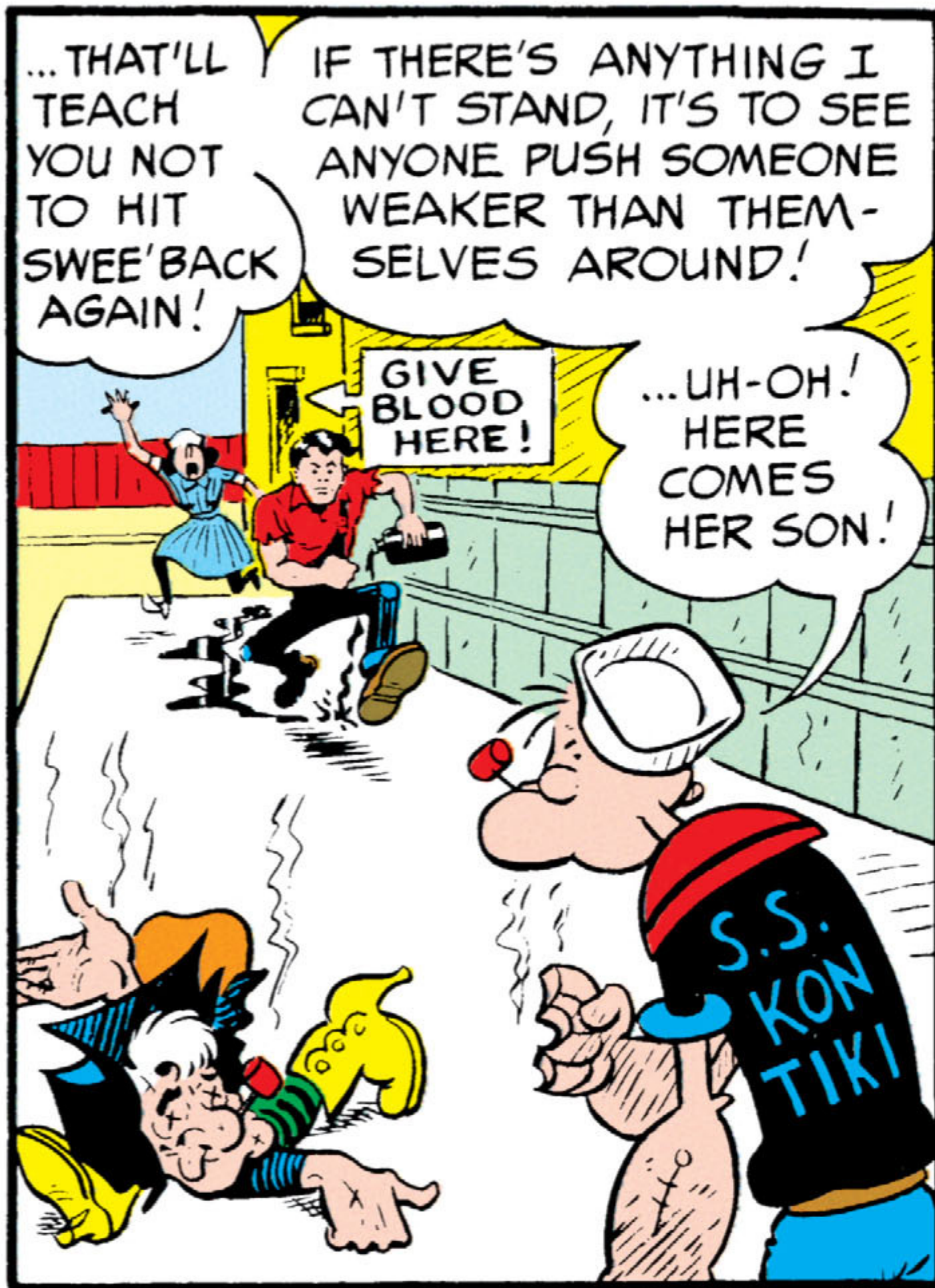
MAD editors
Room 706 Dept. 21
225 Lafayette Street
New York 12, New York

NEWSPAPER CARTOON DEPT.: ONE THING THAT GETS US ABOUT THE CARTOON WORLD IS...YOU HAVE THESE STRONG GUYS!...NO MATTER *WHAT* HAPPENS...NO MATTER *HOW* BAD THINGS ARE... NO MATTER *WHAT*...WHO...HOW...WHO...WHO...HOW...HA...WHO...HA-WHO...WHO-HA...THESE GUYS WIND UP BEING THE STRONGEST!... LIKE FOR INSTANCE...TAKE THIS GUY...

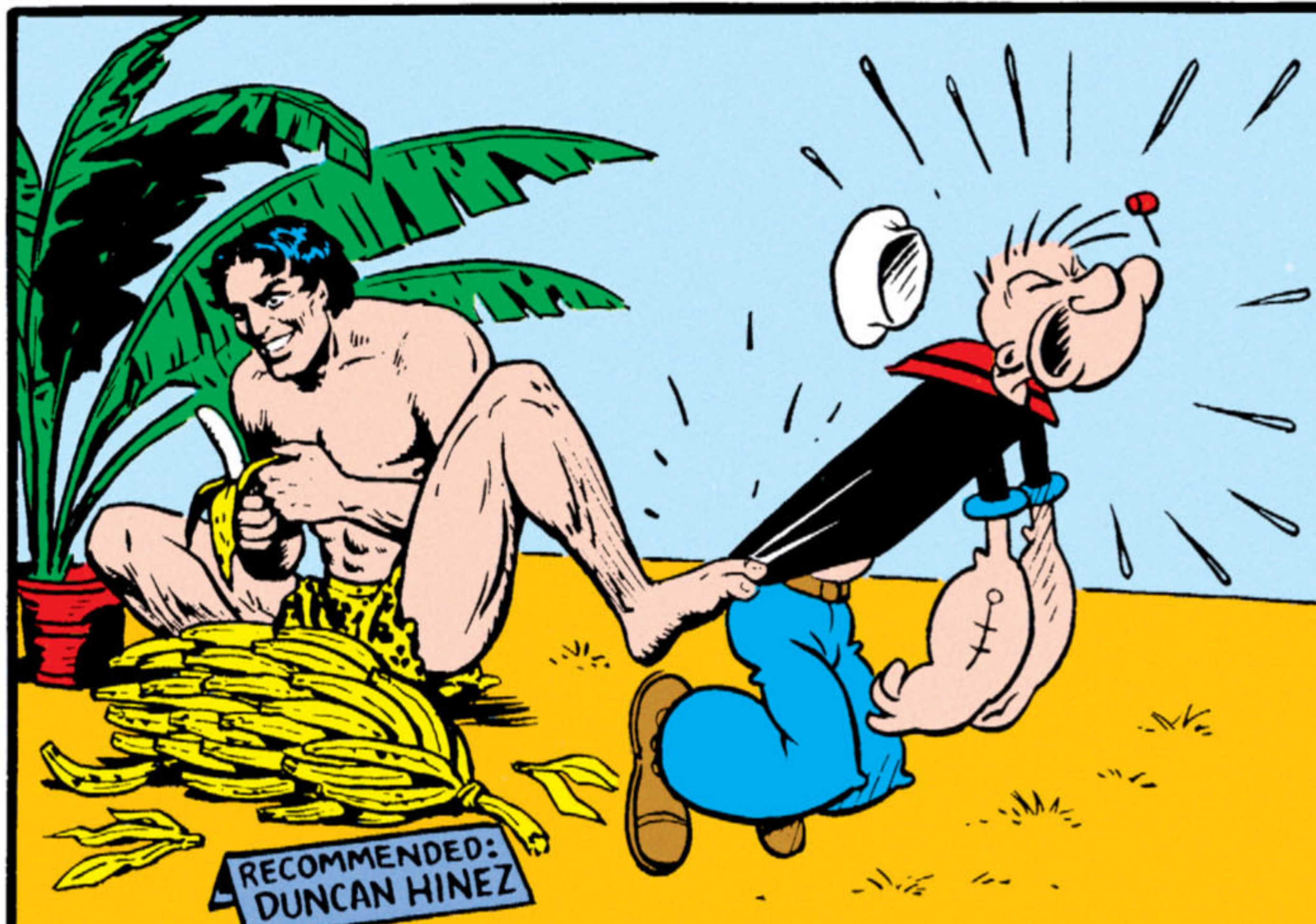
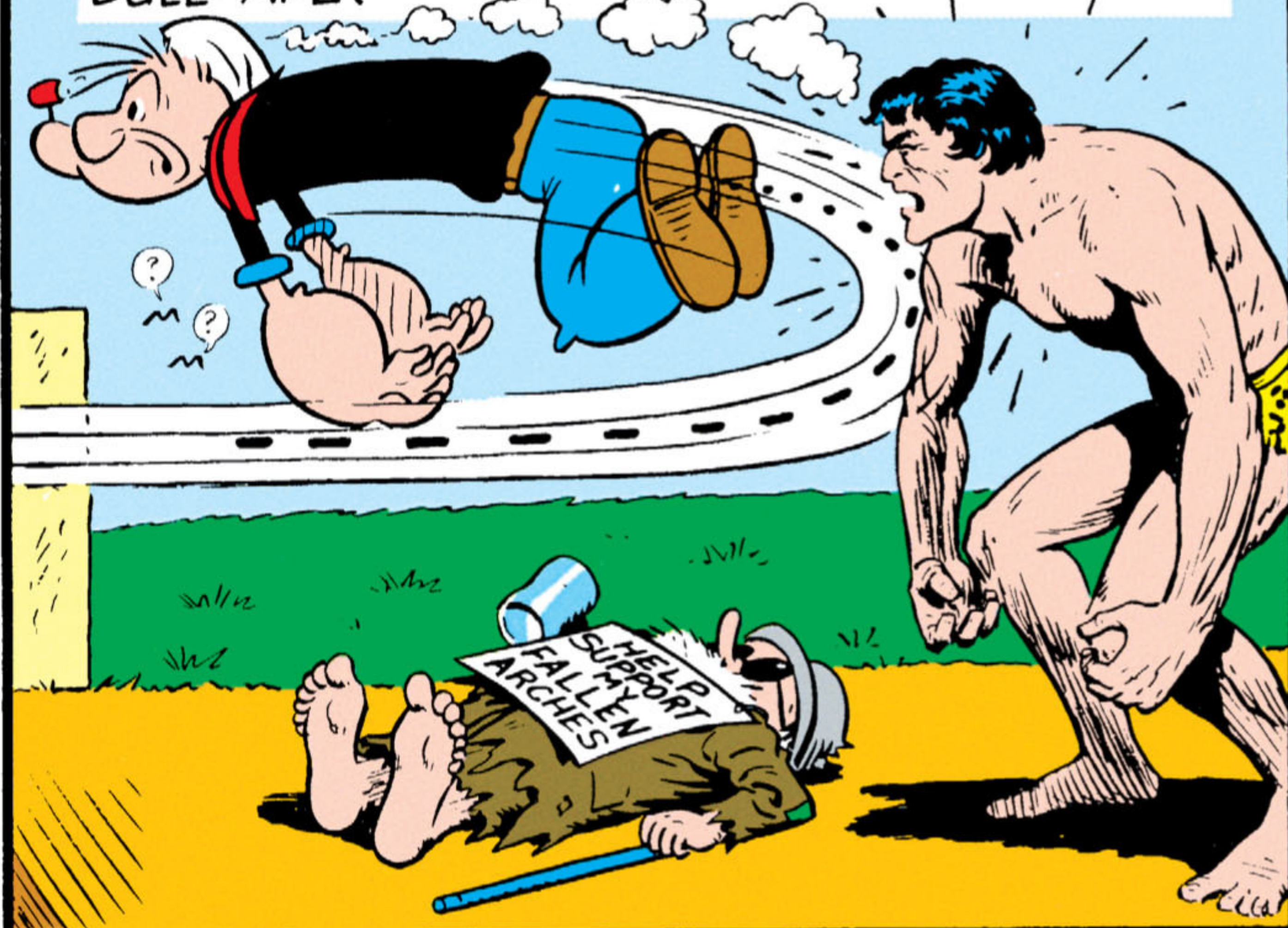
POOPEYE!



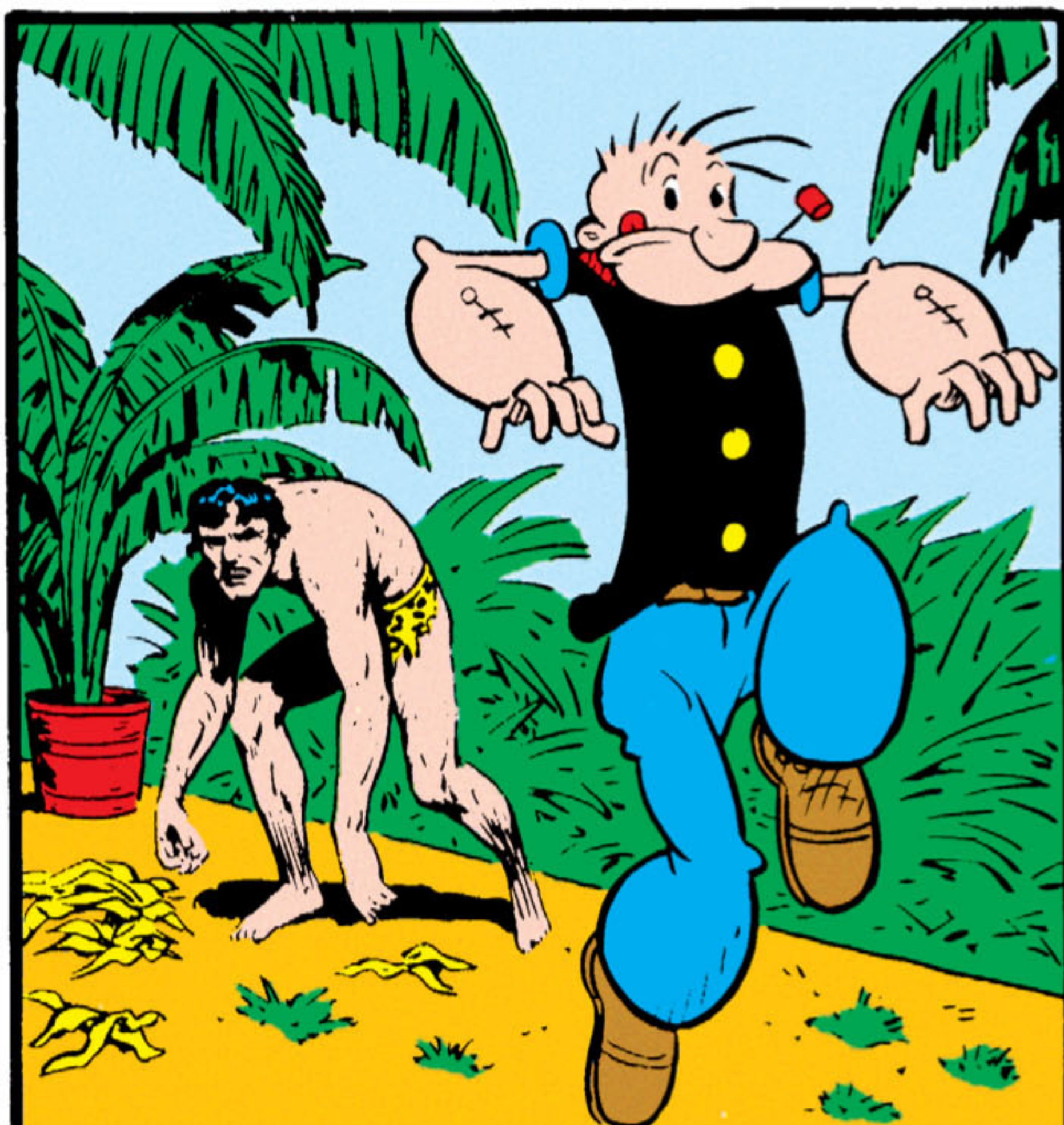




... THE JUNGLE-LORD... SENSING A CHALLENGE IN THE TWO-LEGGED NGANI, IMMEDIATELY ASSUMES THE DEFENSIVE STANCE... UTTERING THE LOW WARNING GROWL OF NGAMBO, THE BIG BULL-APE.



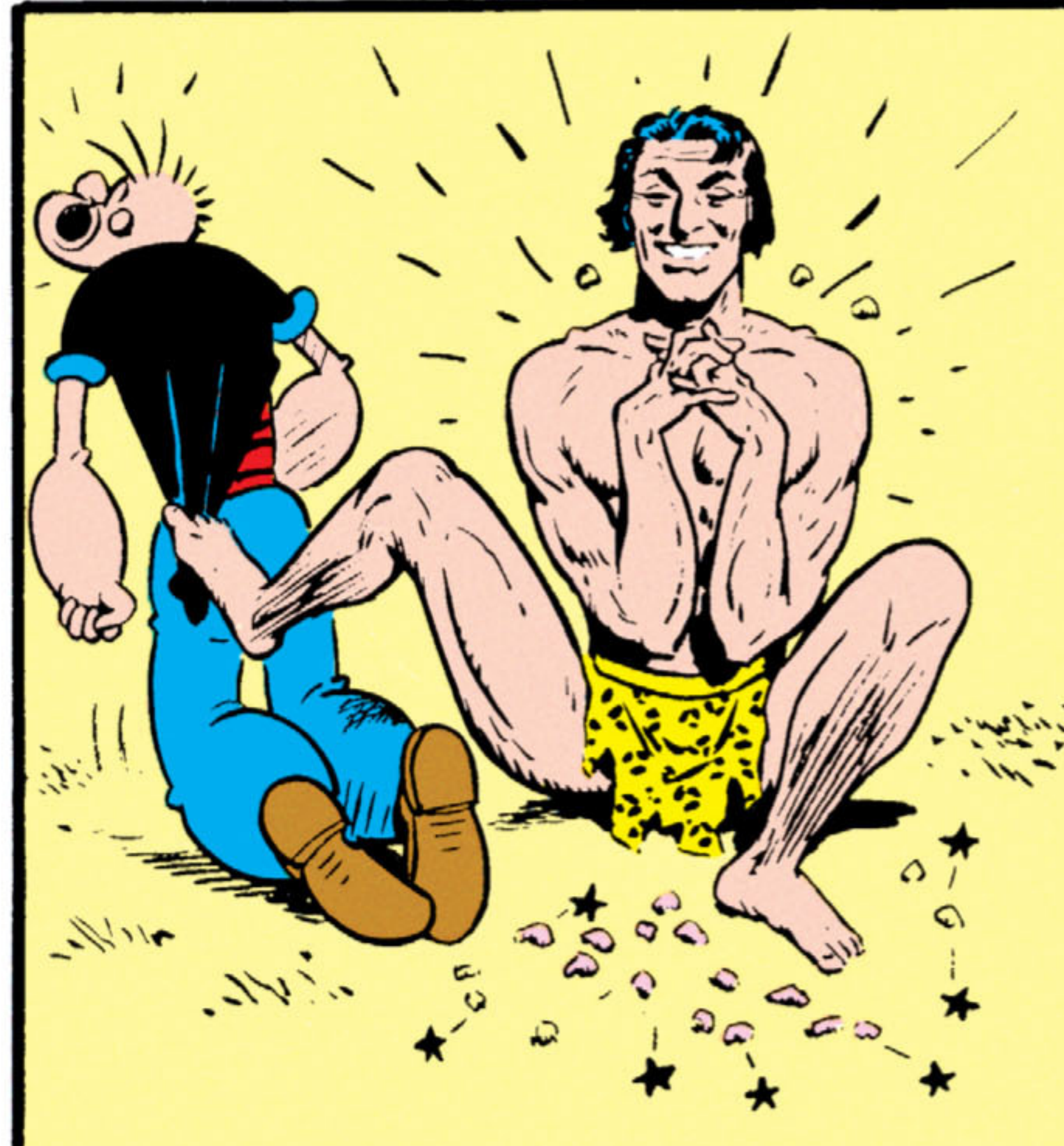
THE SQUINT-EYED NGANI, HOWEVER, SLYLY ATTEMPTS THE DIVERSIONARY RUSE OF OFFERING THE JUNGLE LORD A BUNCH OF JAMBO UMBALLA WHICH DOES NOT FOOL THE APE-MAN WHO TAKES A FIRM HOLD ON THE NGANI WITH HIS TOES.



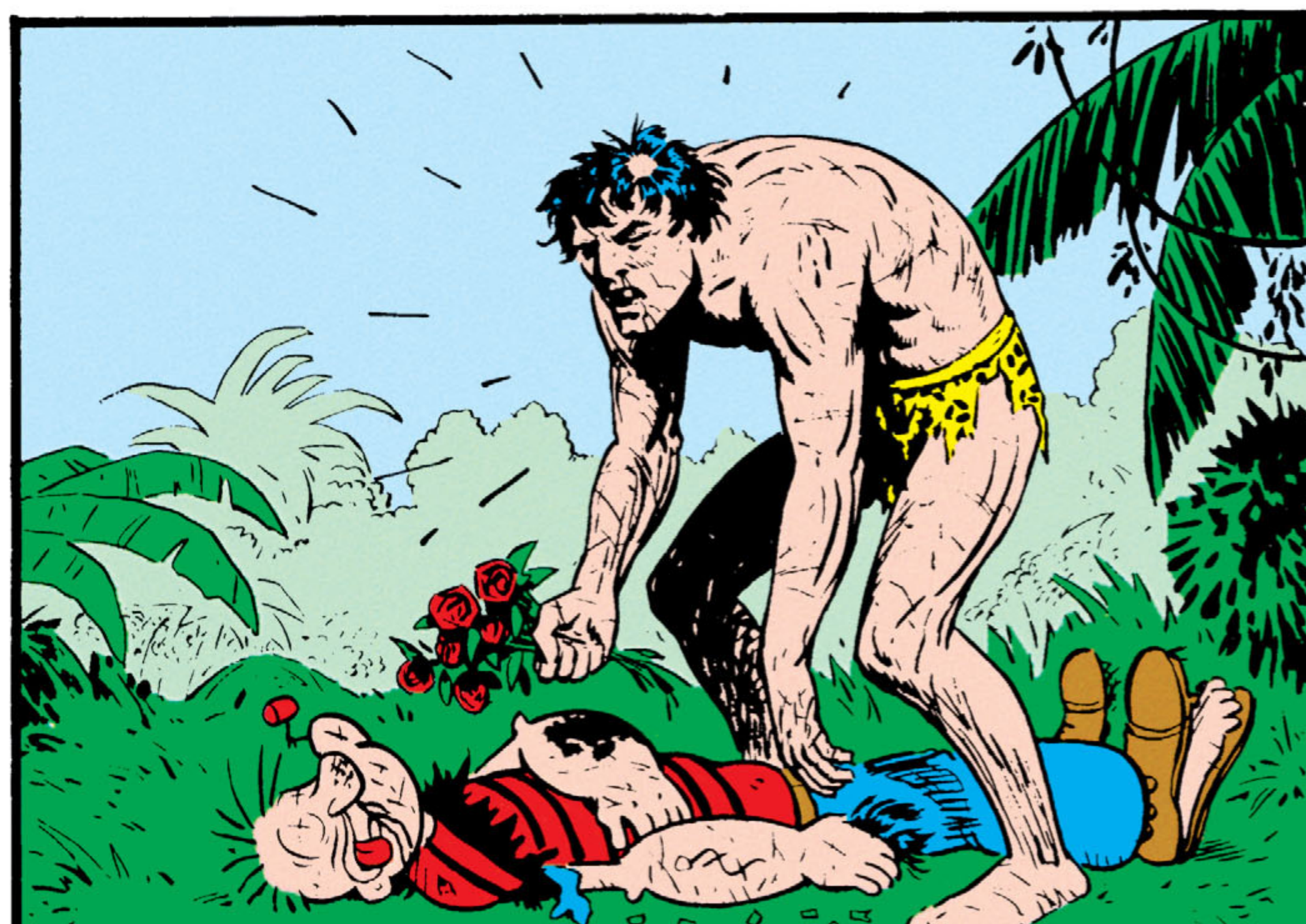
AND NOW... THE APE-MAN STALKS HIS PREY, MUCH LIKE NGOWA THE LION OR NGALLA THE ELK OR MAYBE NGOOMBA THE KNIGHT OF PYTHIAS.



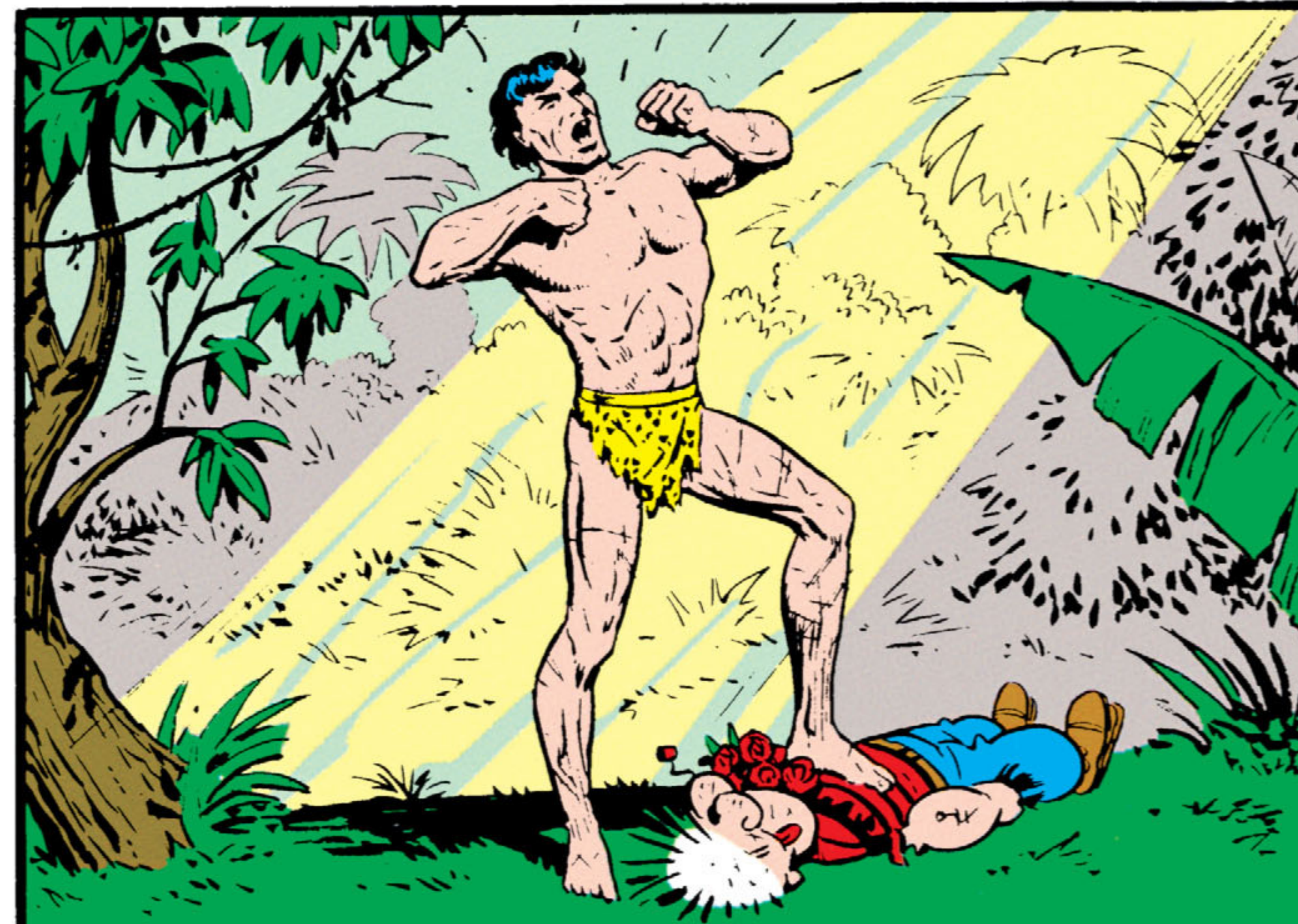
...SUDDENLY, THE JUNGLE LORD LEAPS... HIS SINEWY ARMS CLOSING LIKE STEEL BANDS... MUSCLES TENSING, STRAINING, BULGING, TILL A LOUD "CRACK" IS HEARD...



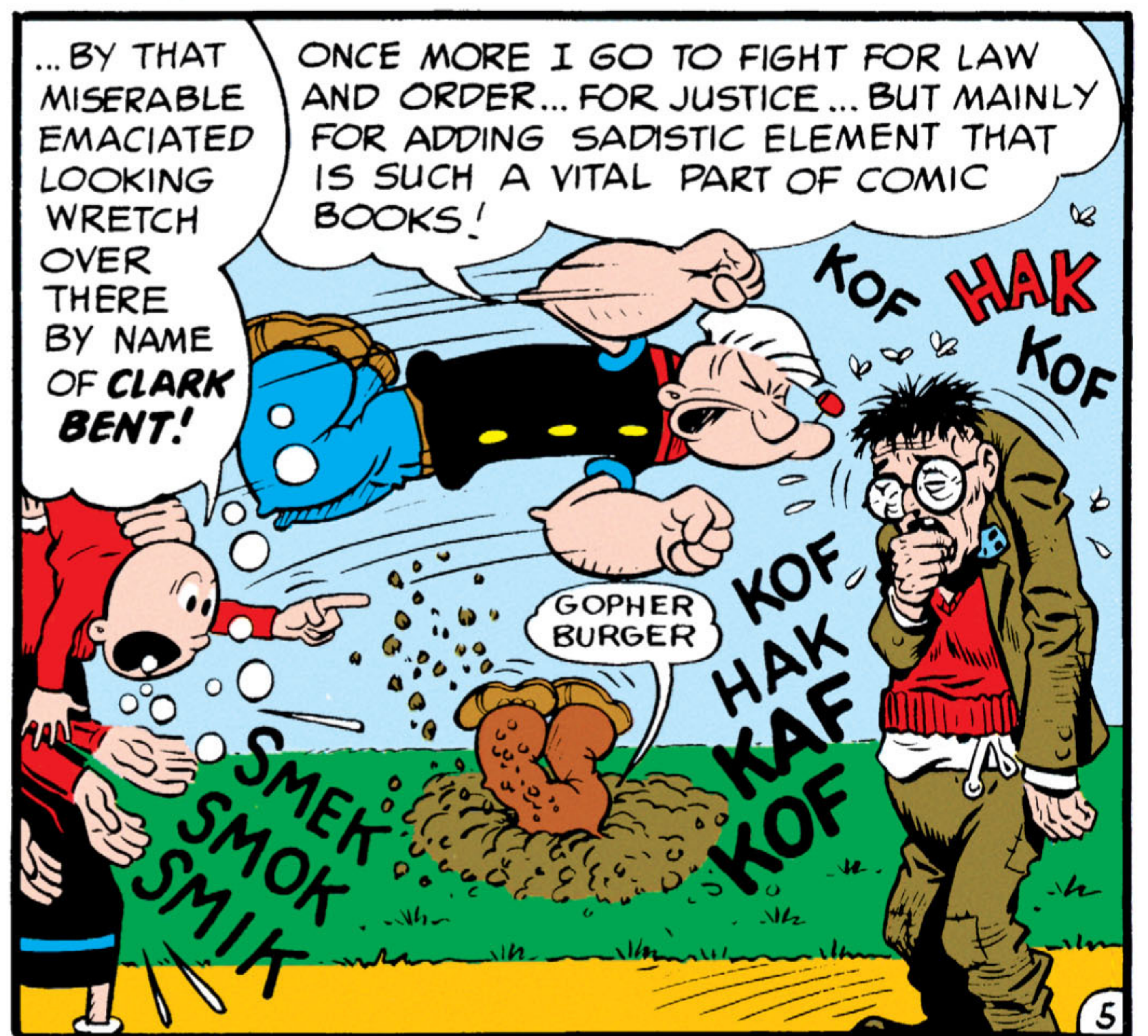
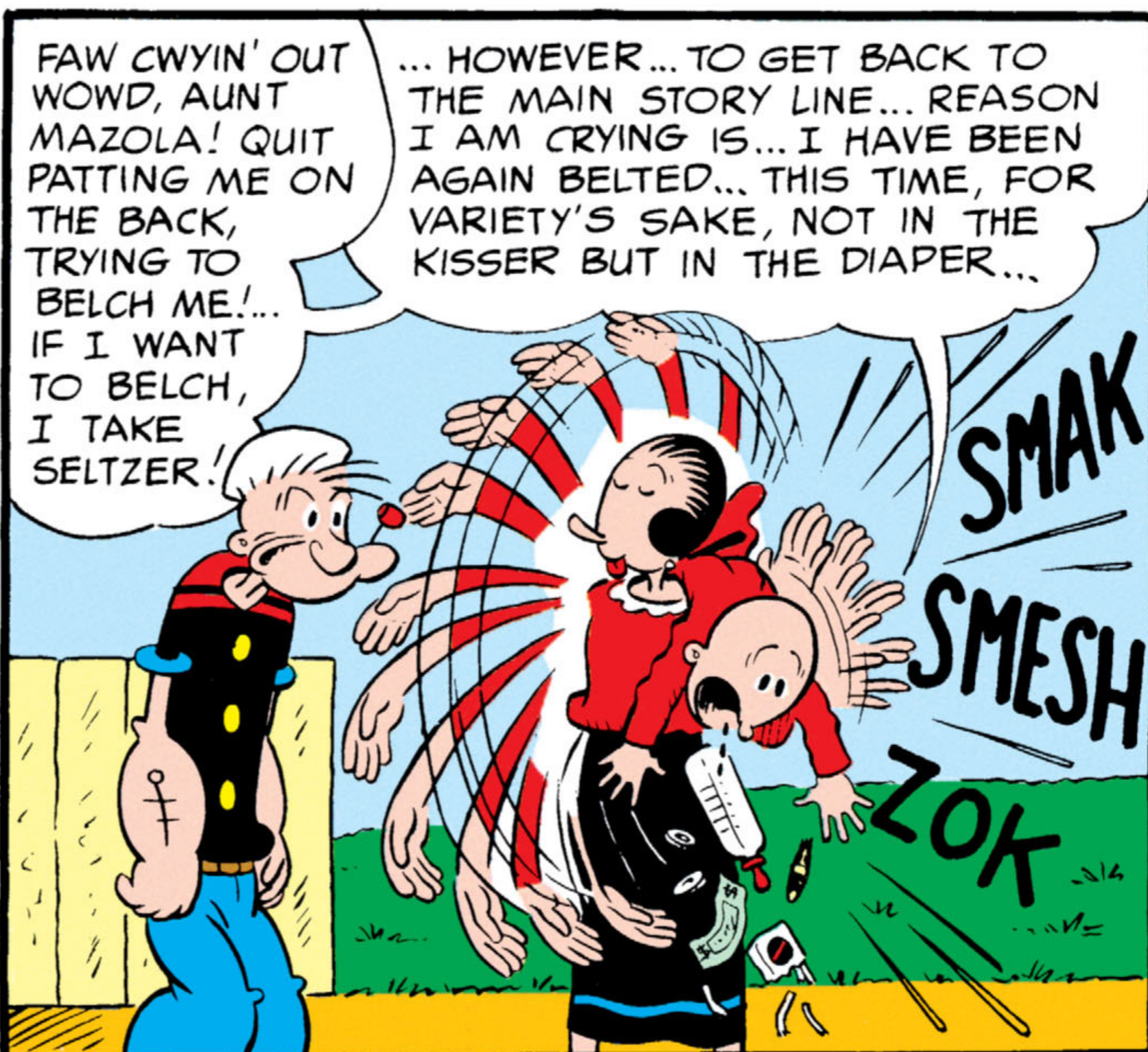
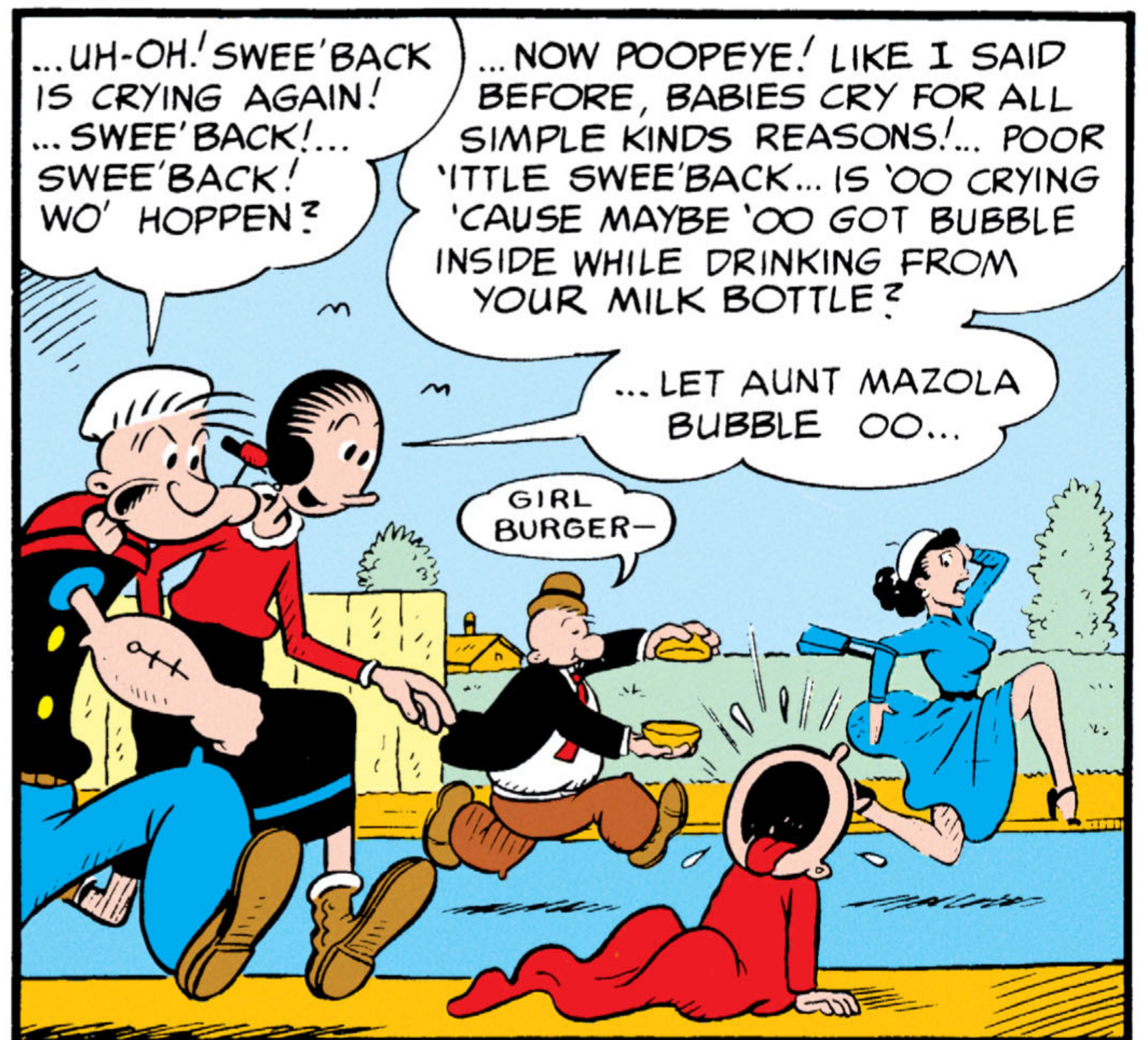
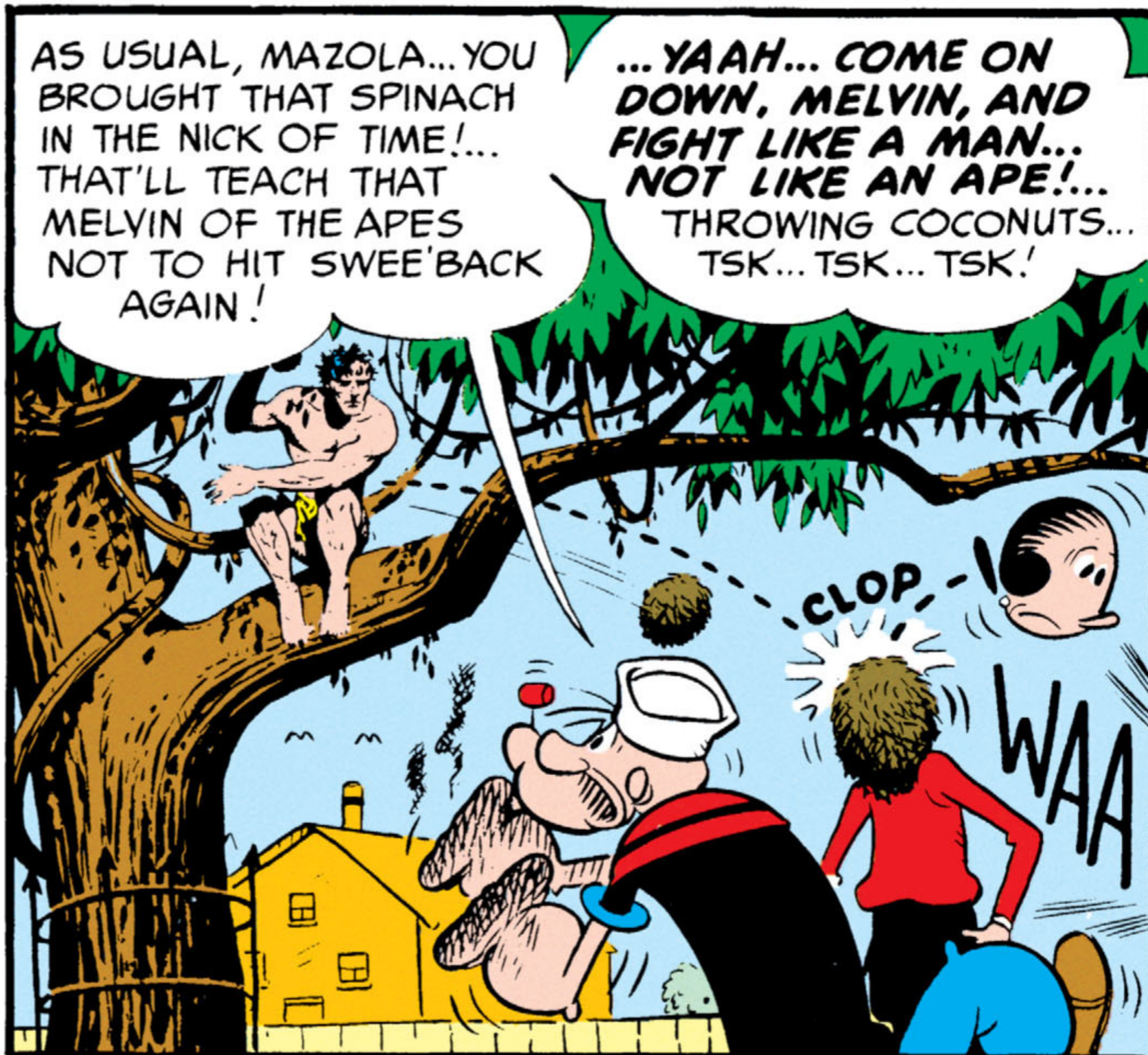
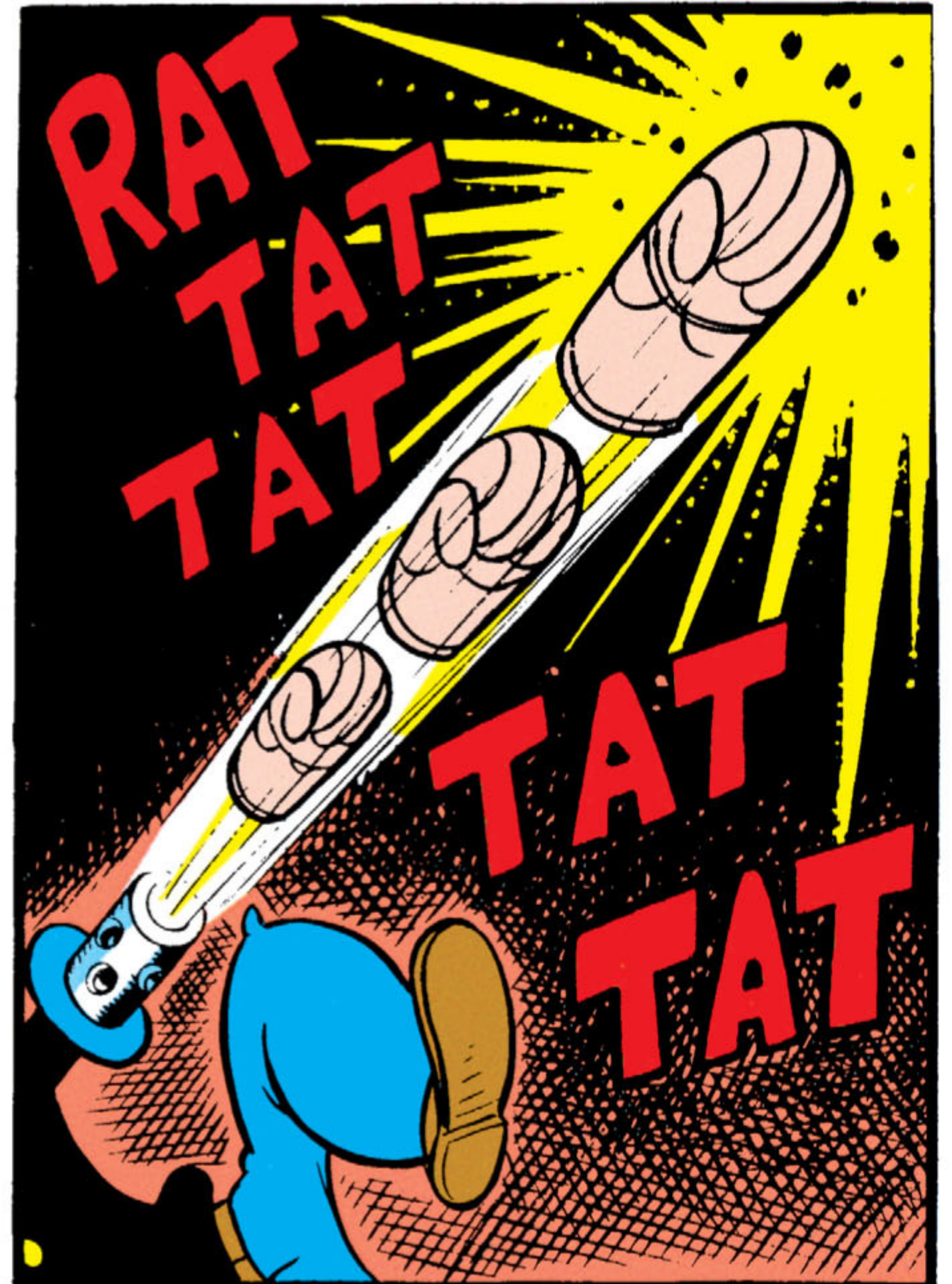
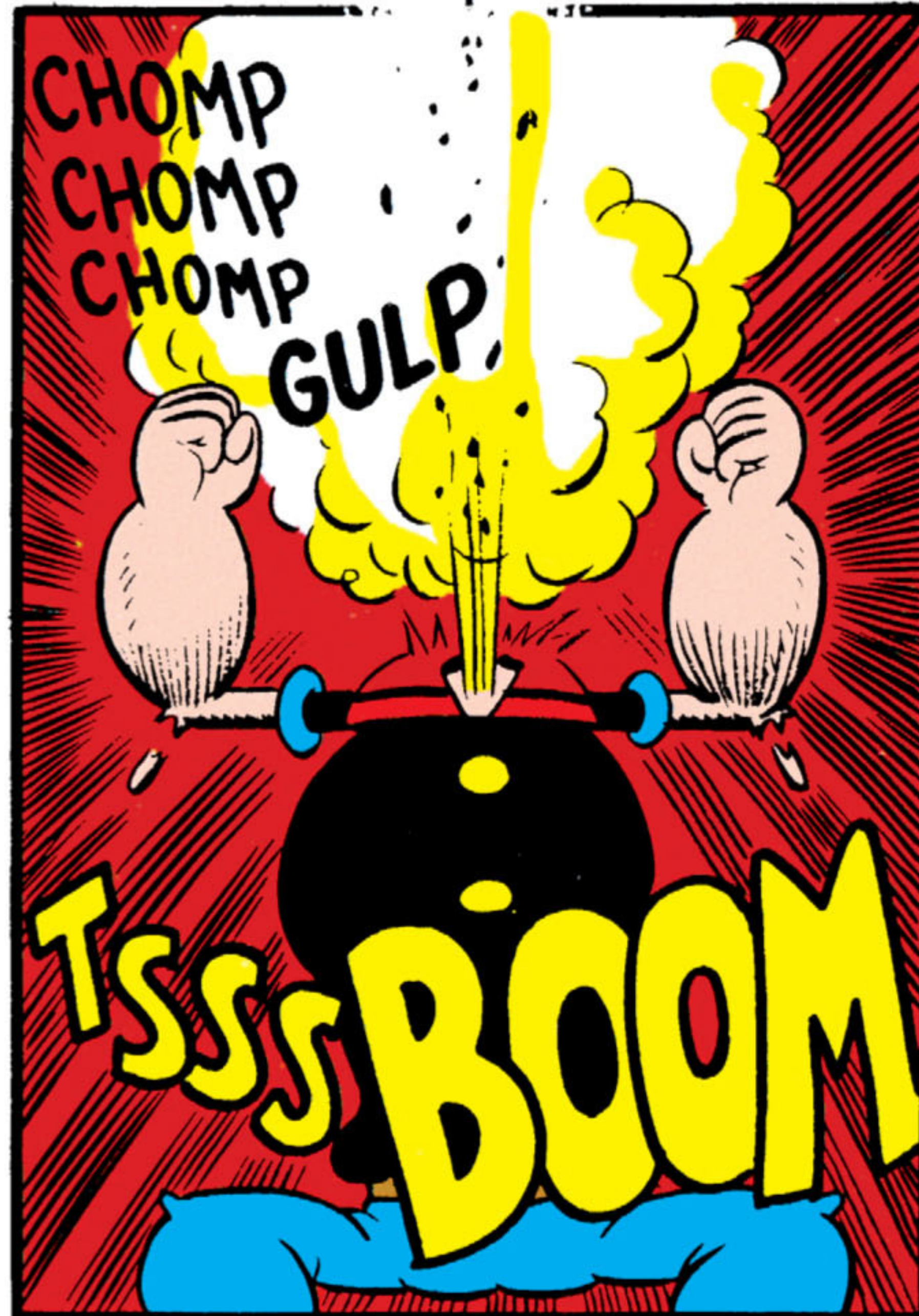
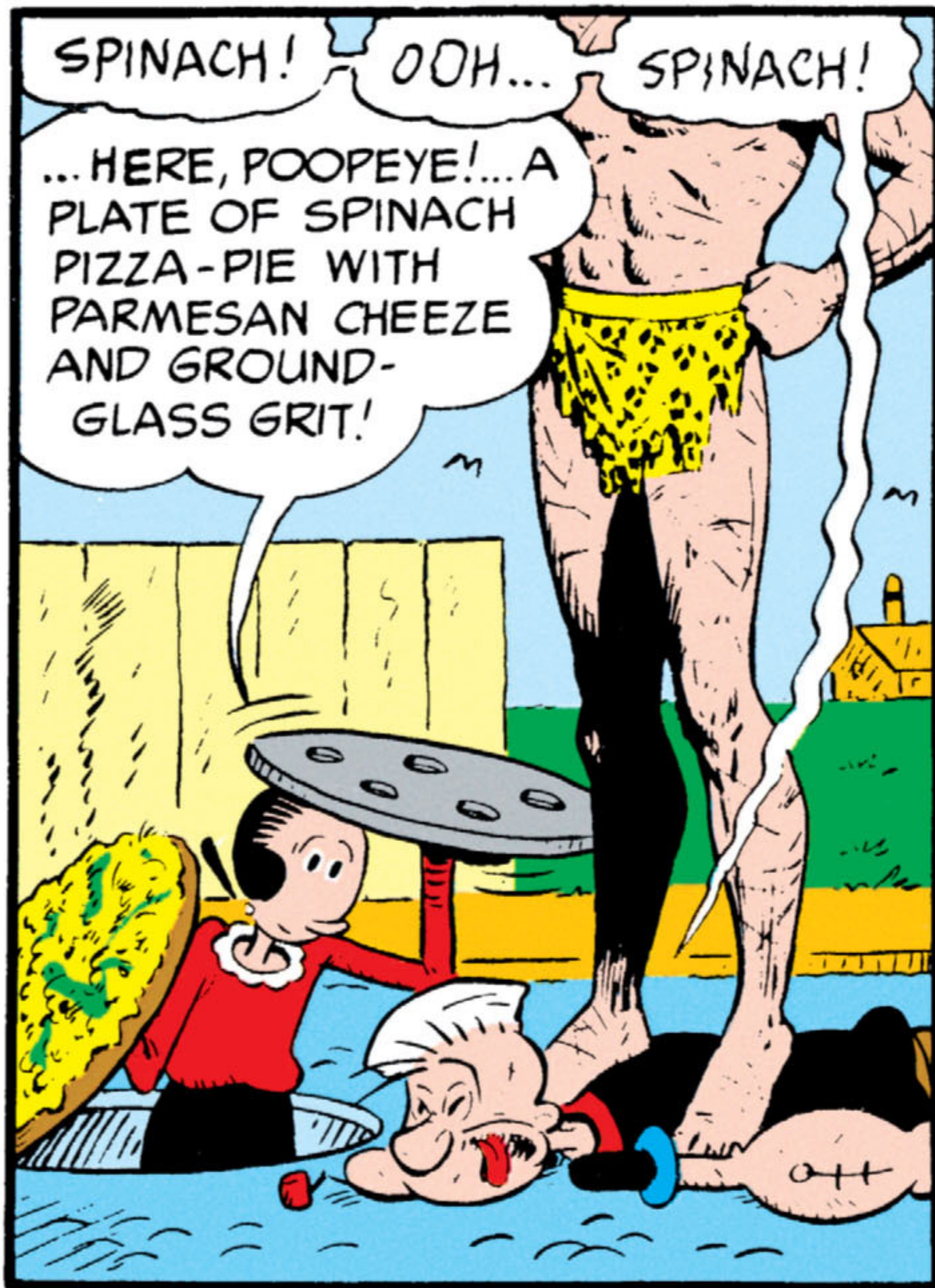
...FOR MELVIN OF THE APES HAS A SICKENING HABIT OF CRACKING HIS KNUCKLES ALL THE TIME! ...THEN WITH HIS KNUCKLES AUS-GECKRACKED... BACK TO THE ATTACK.

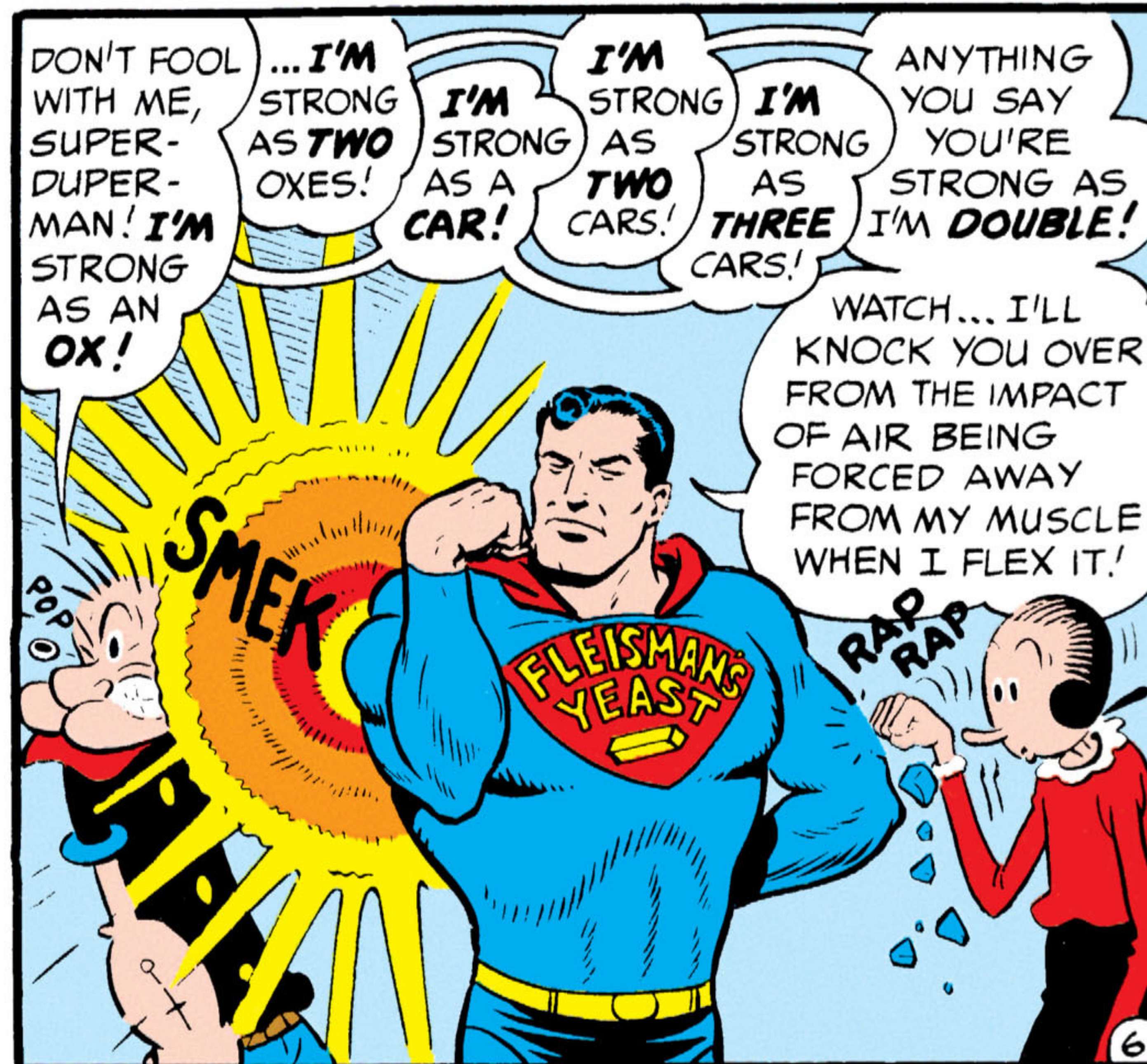
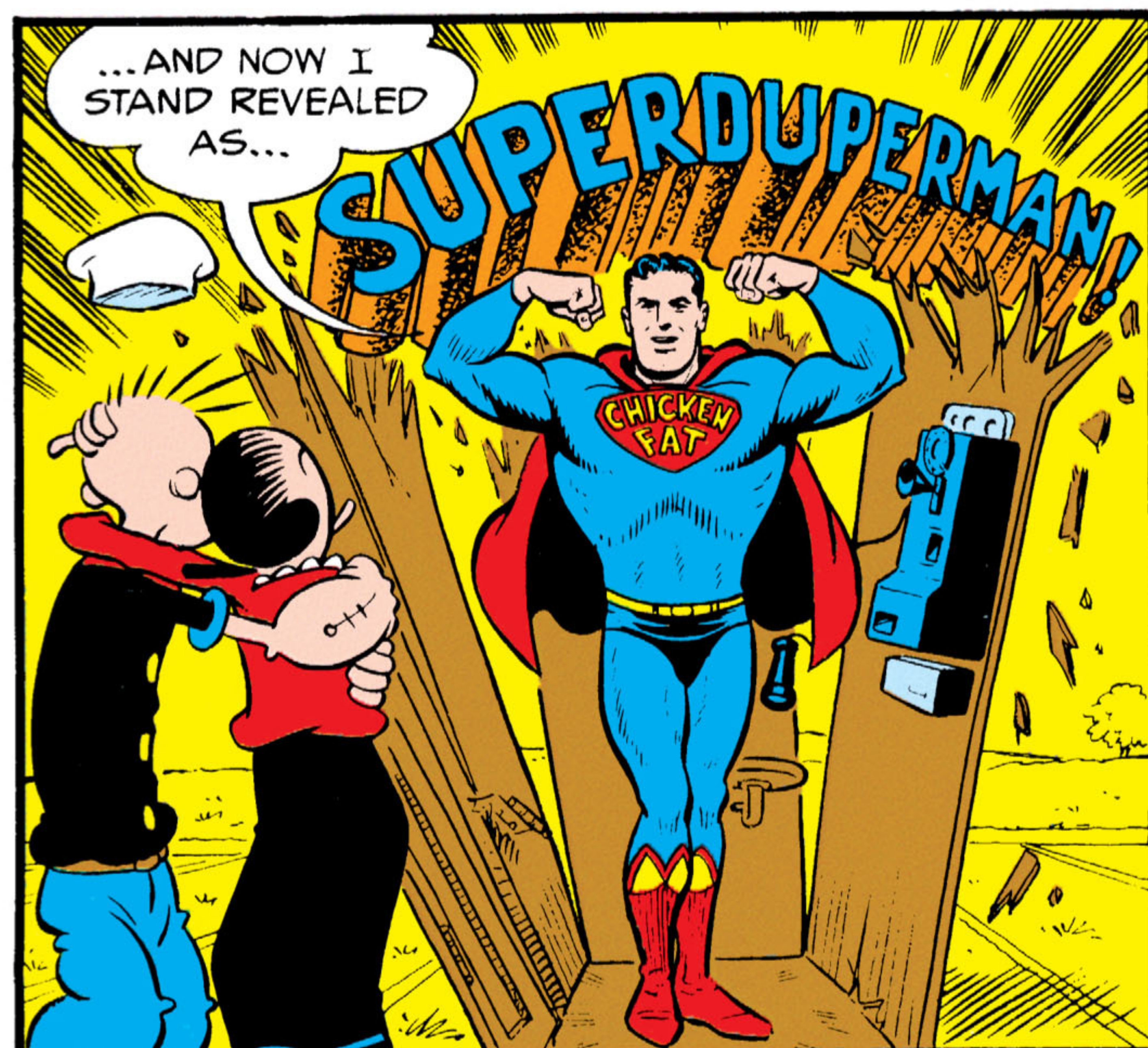
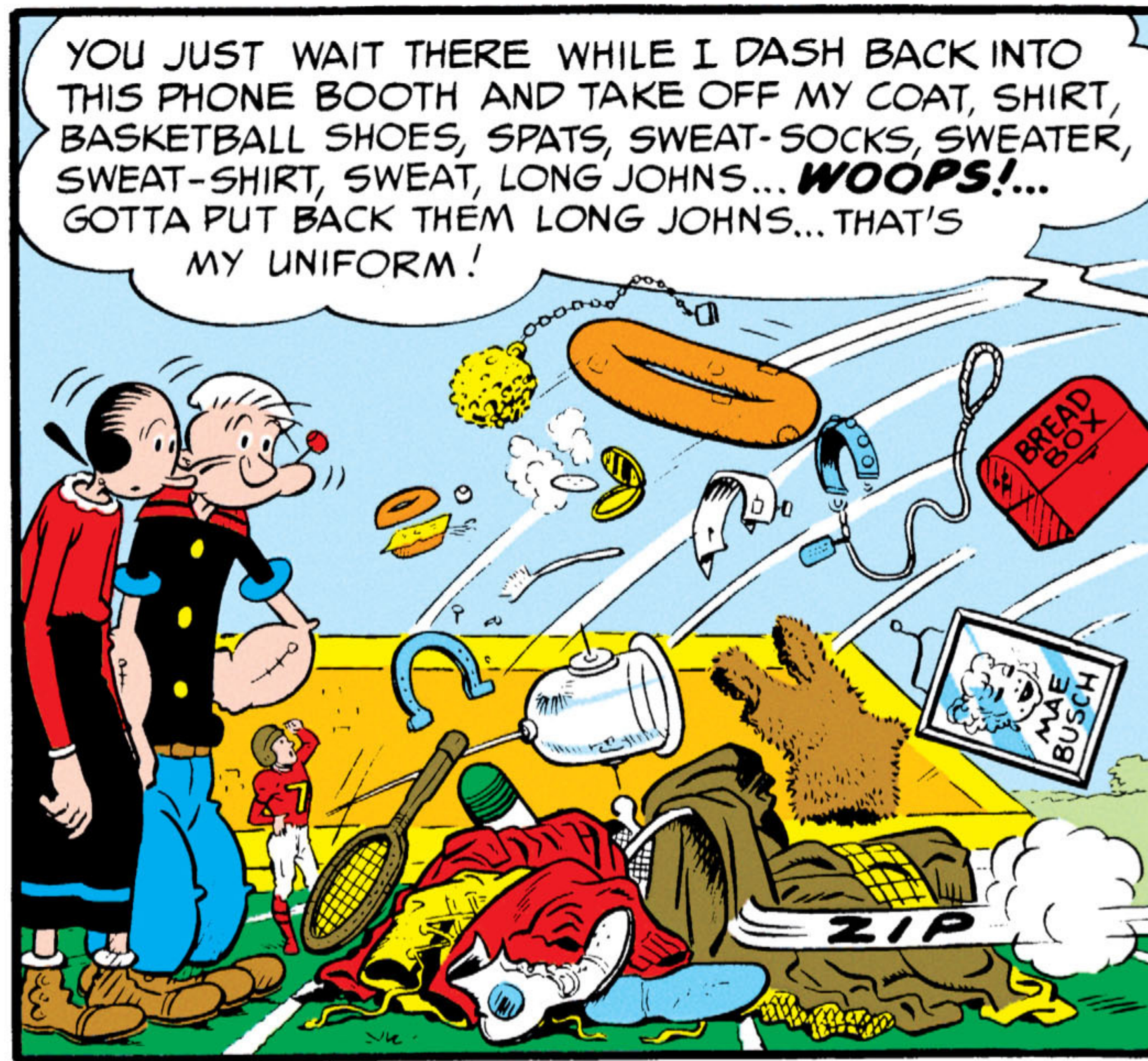
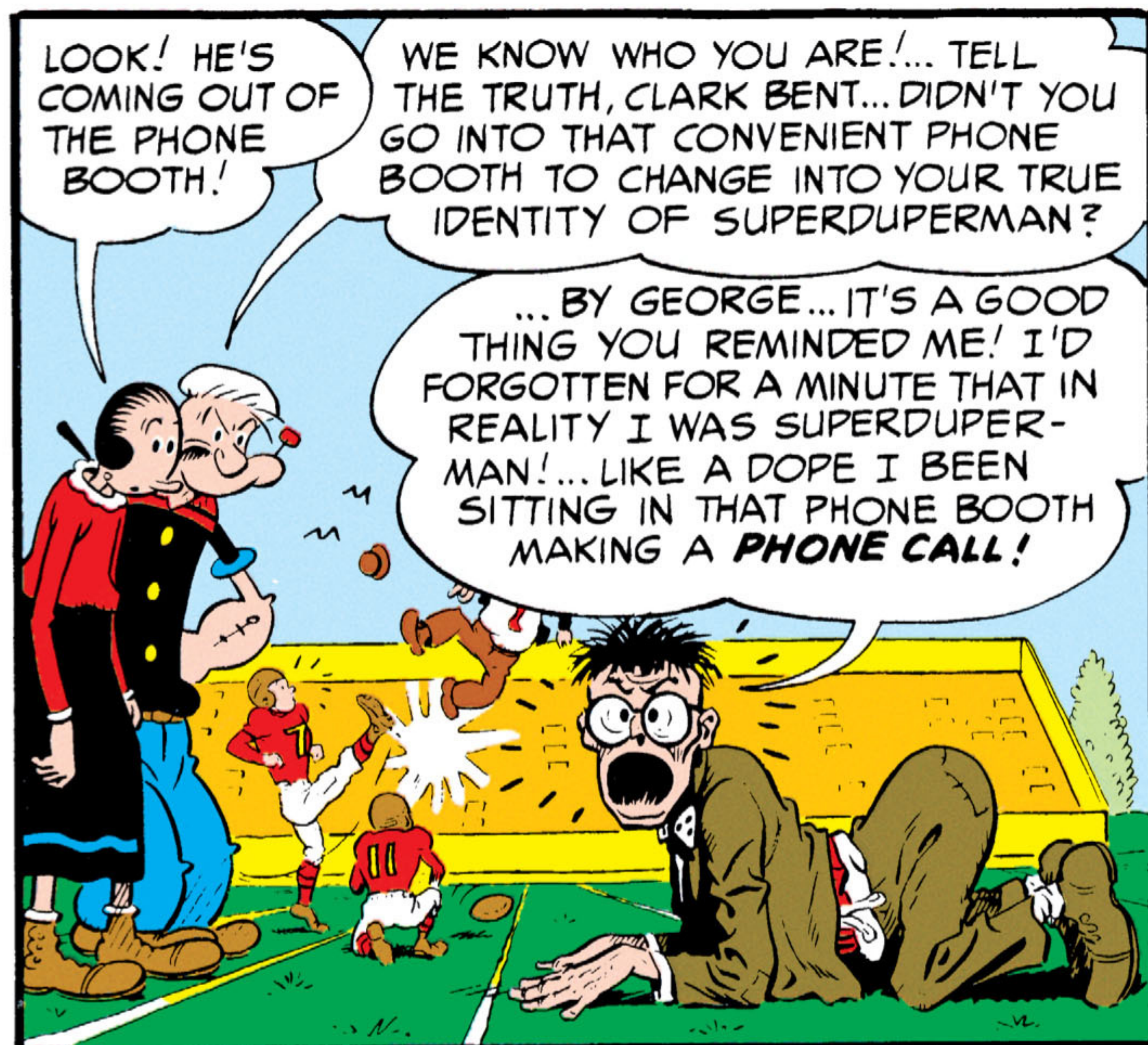
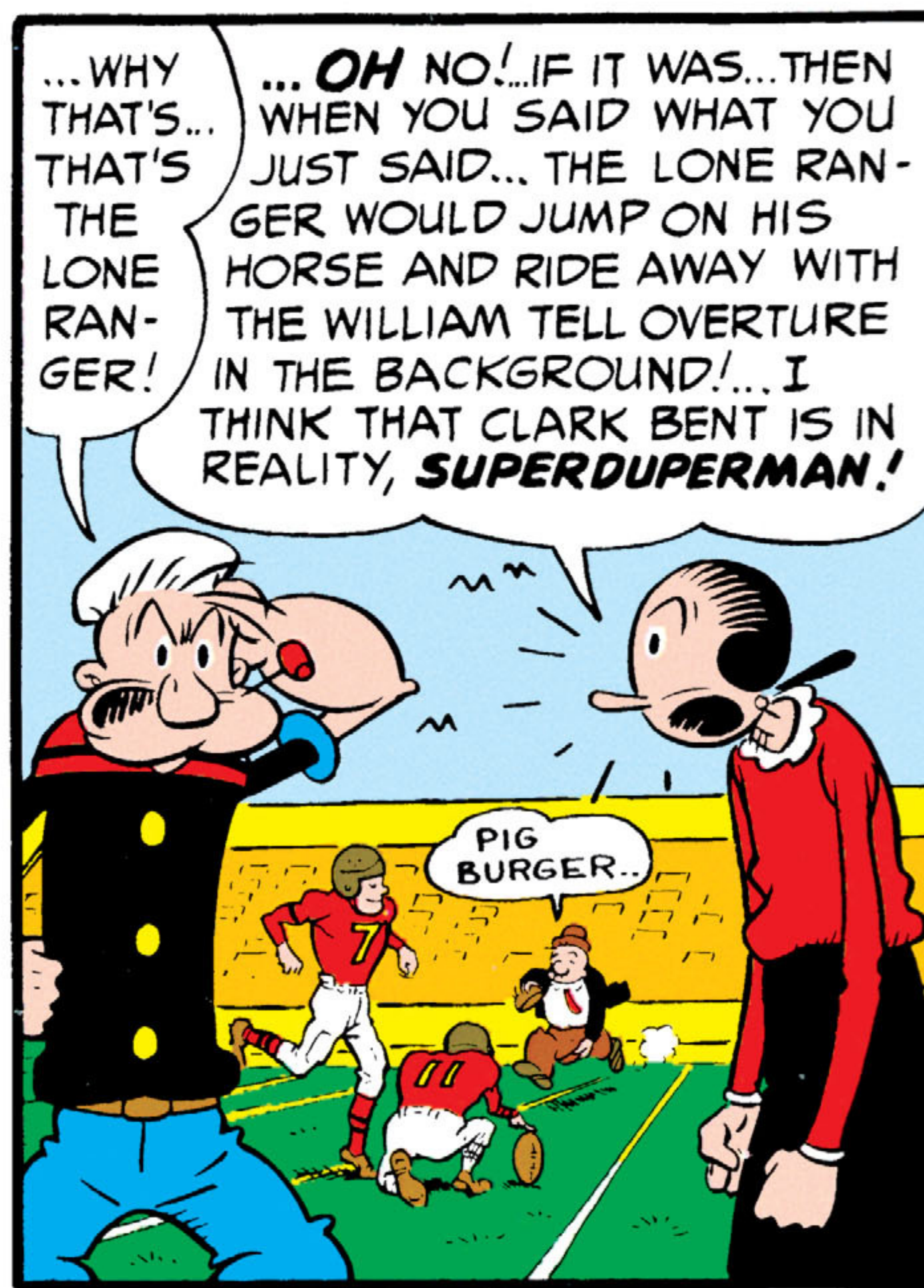
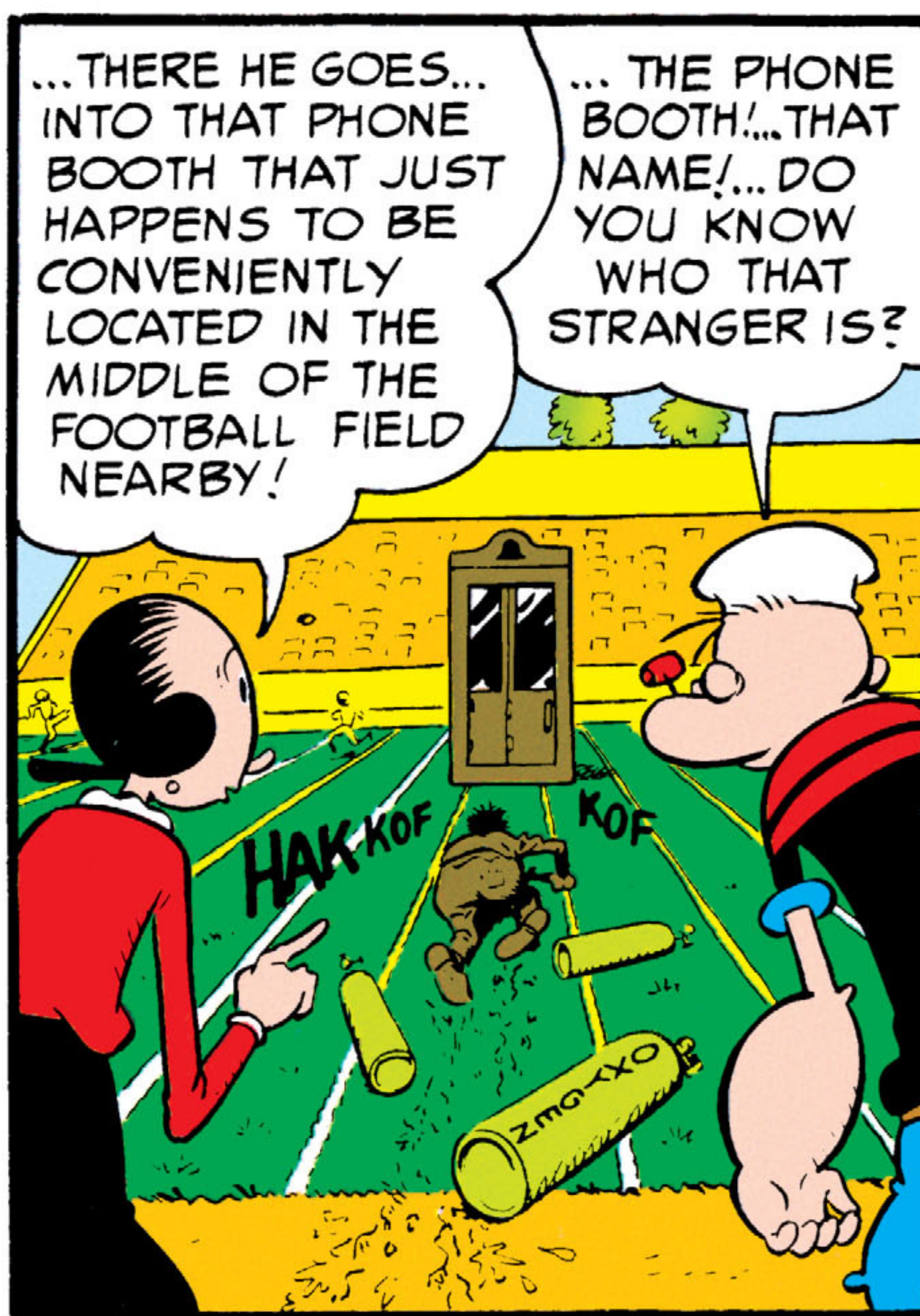
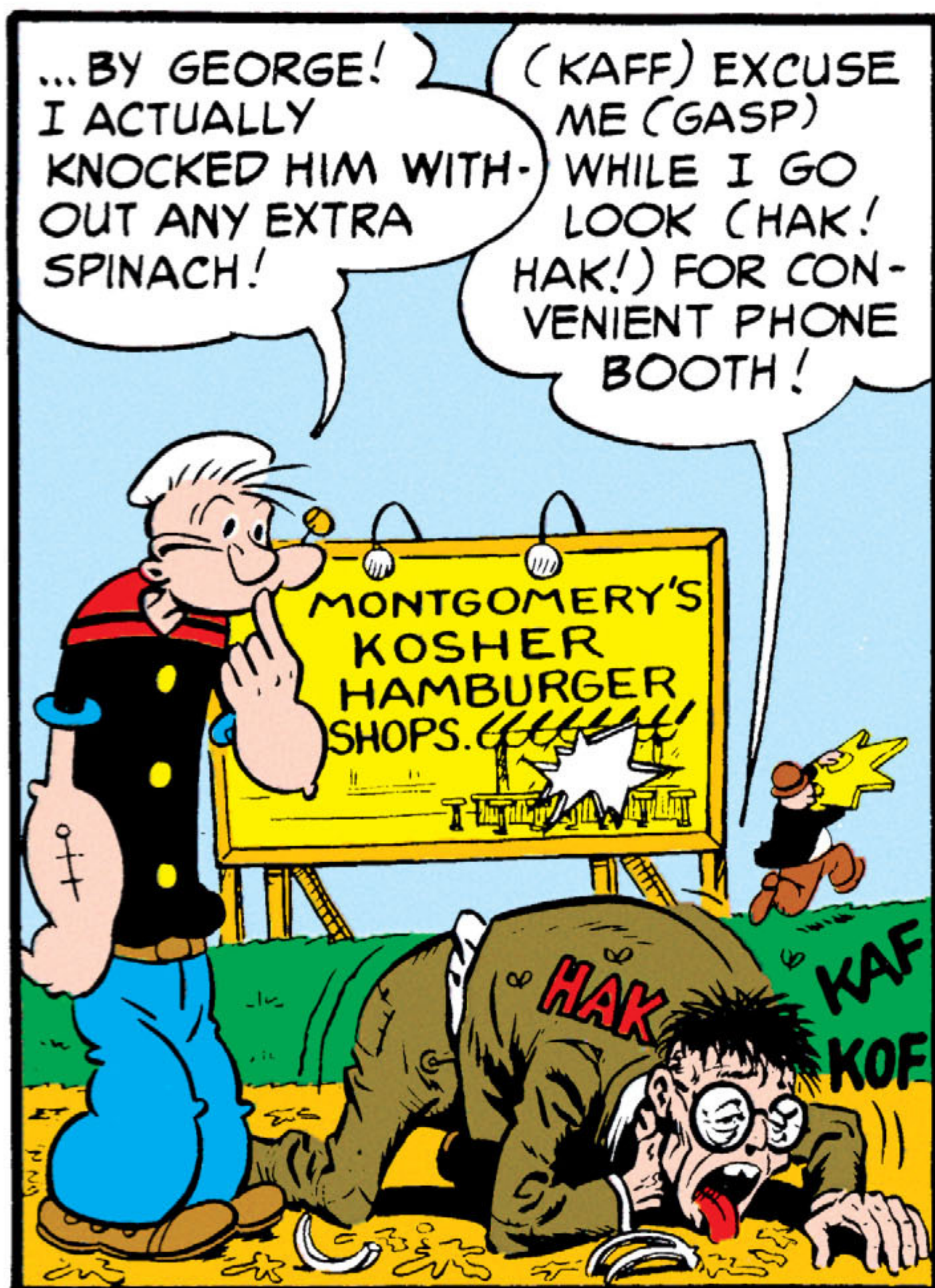


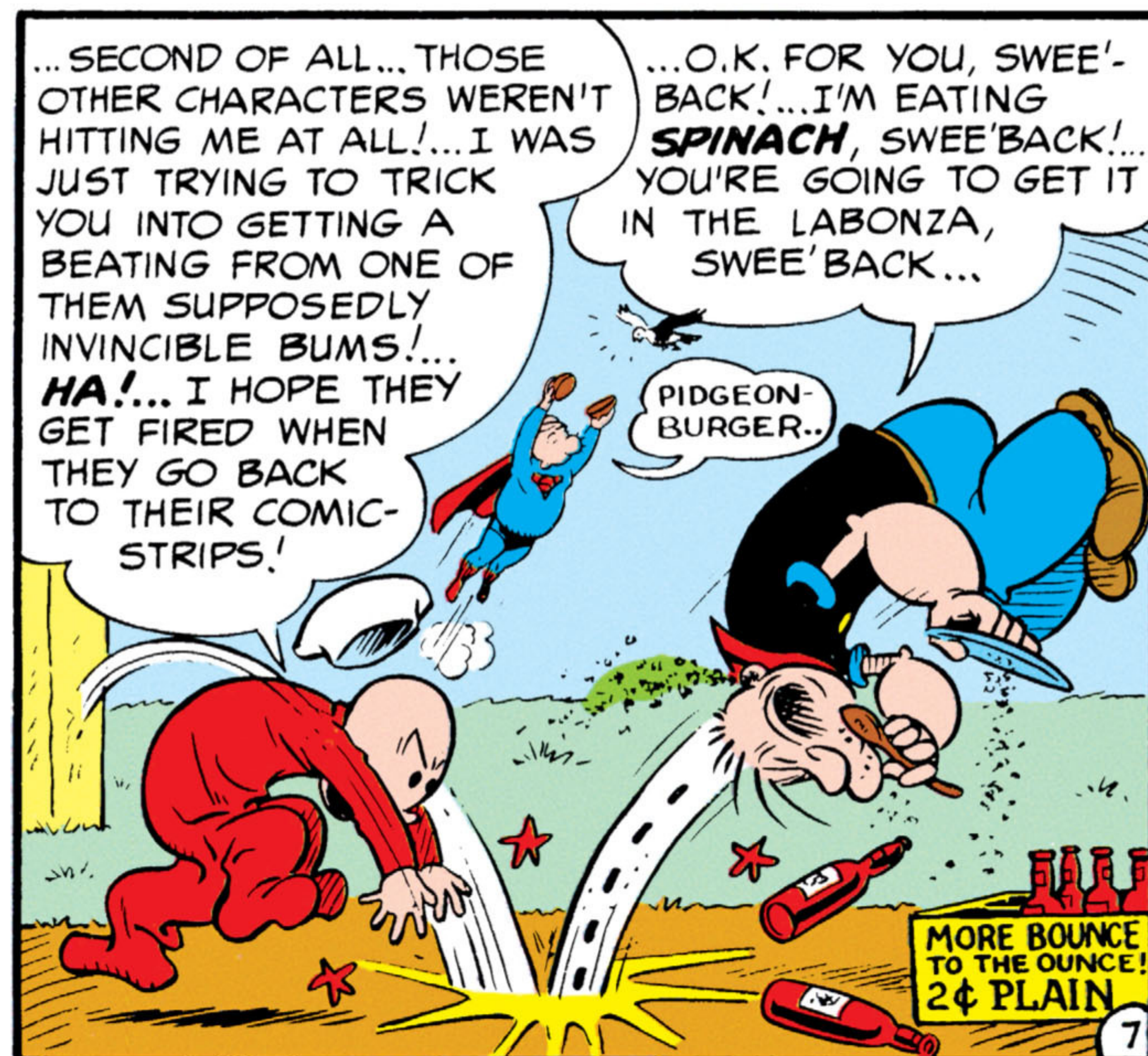
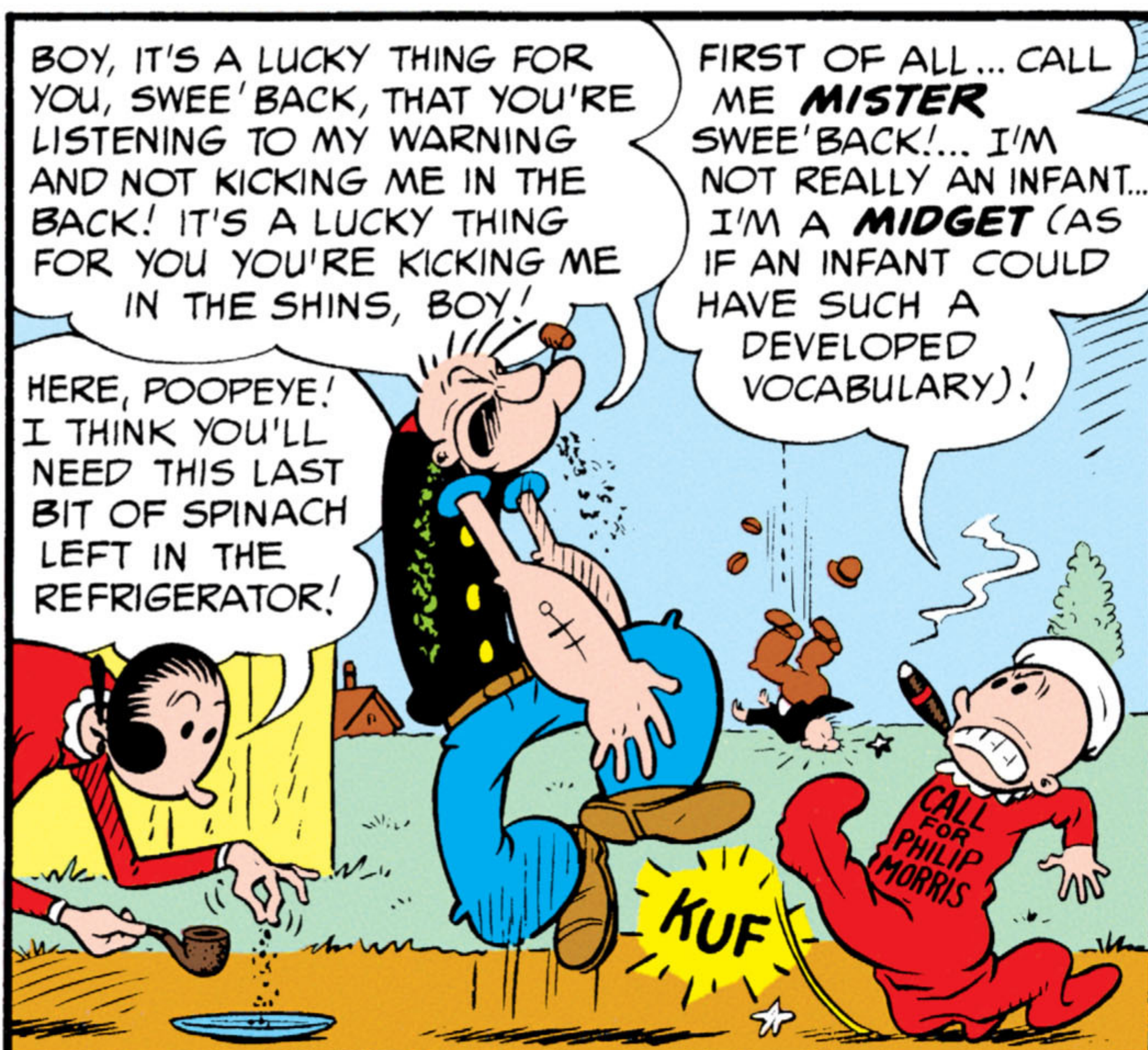
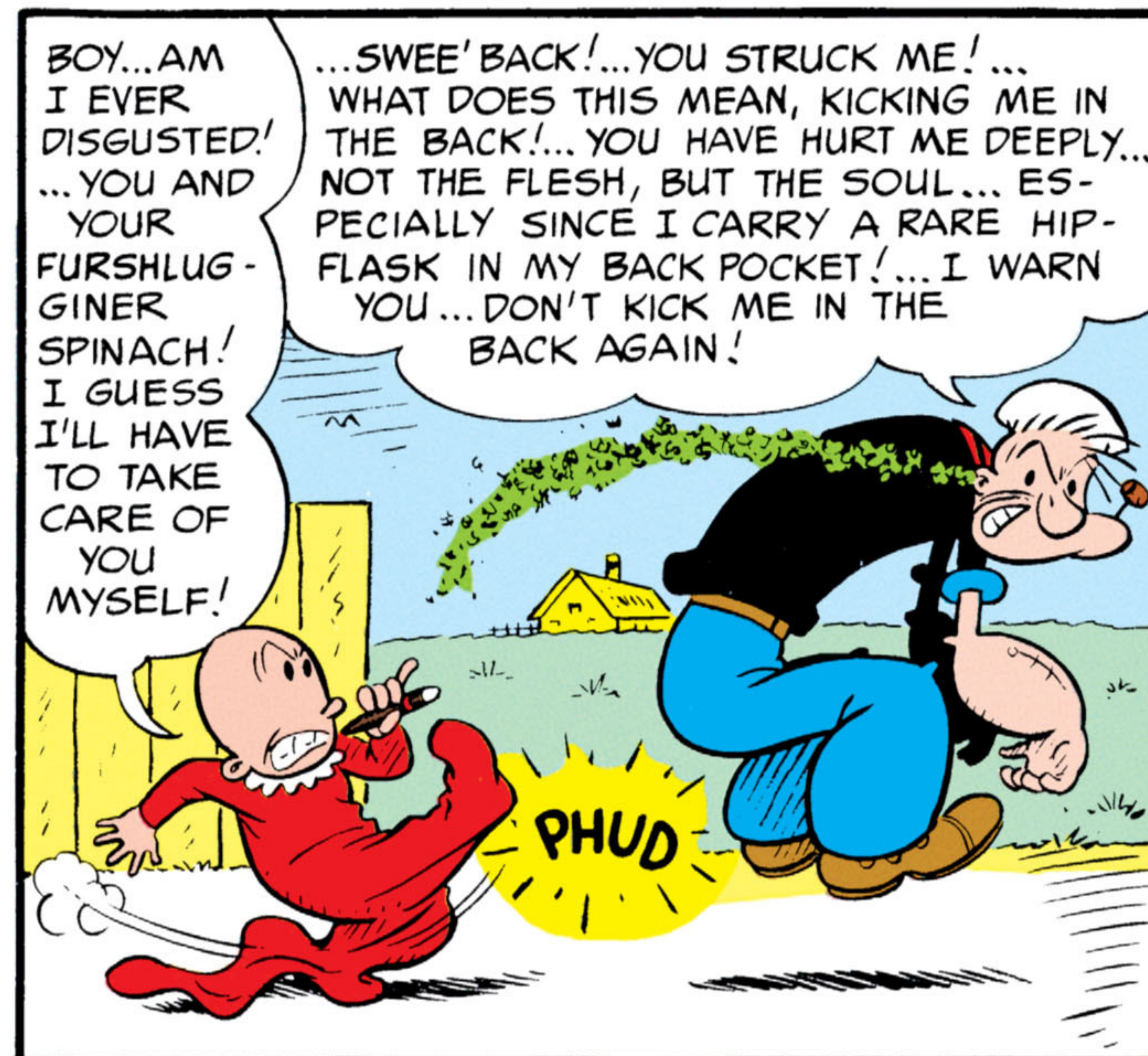
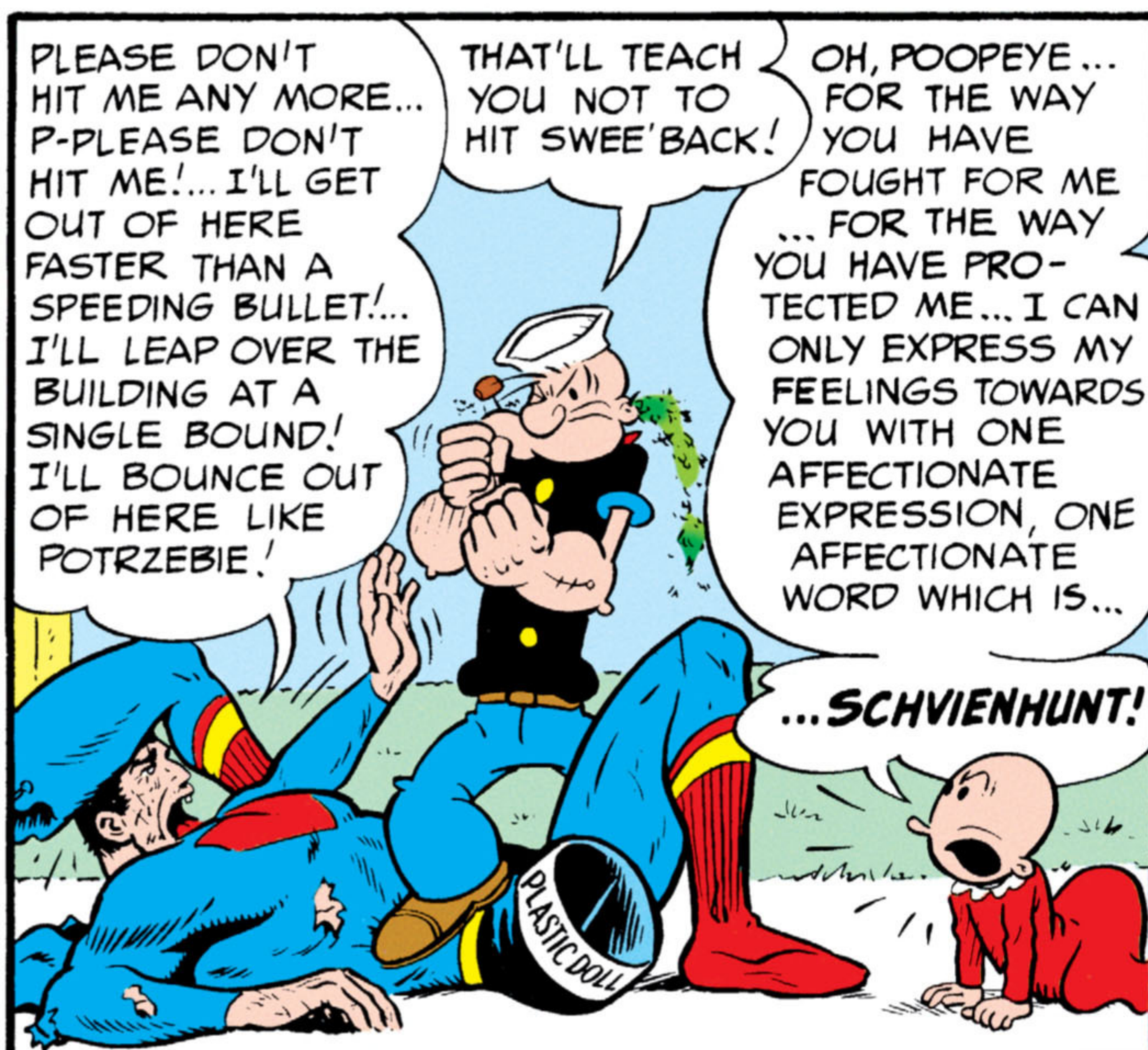
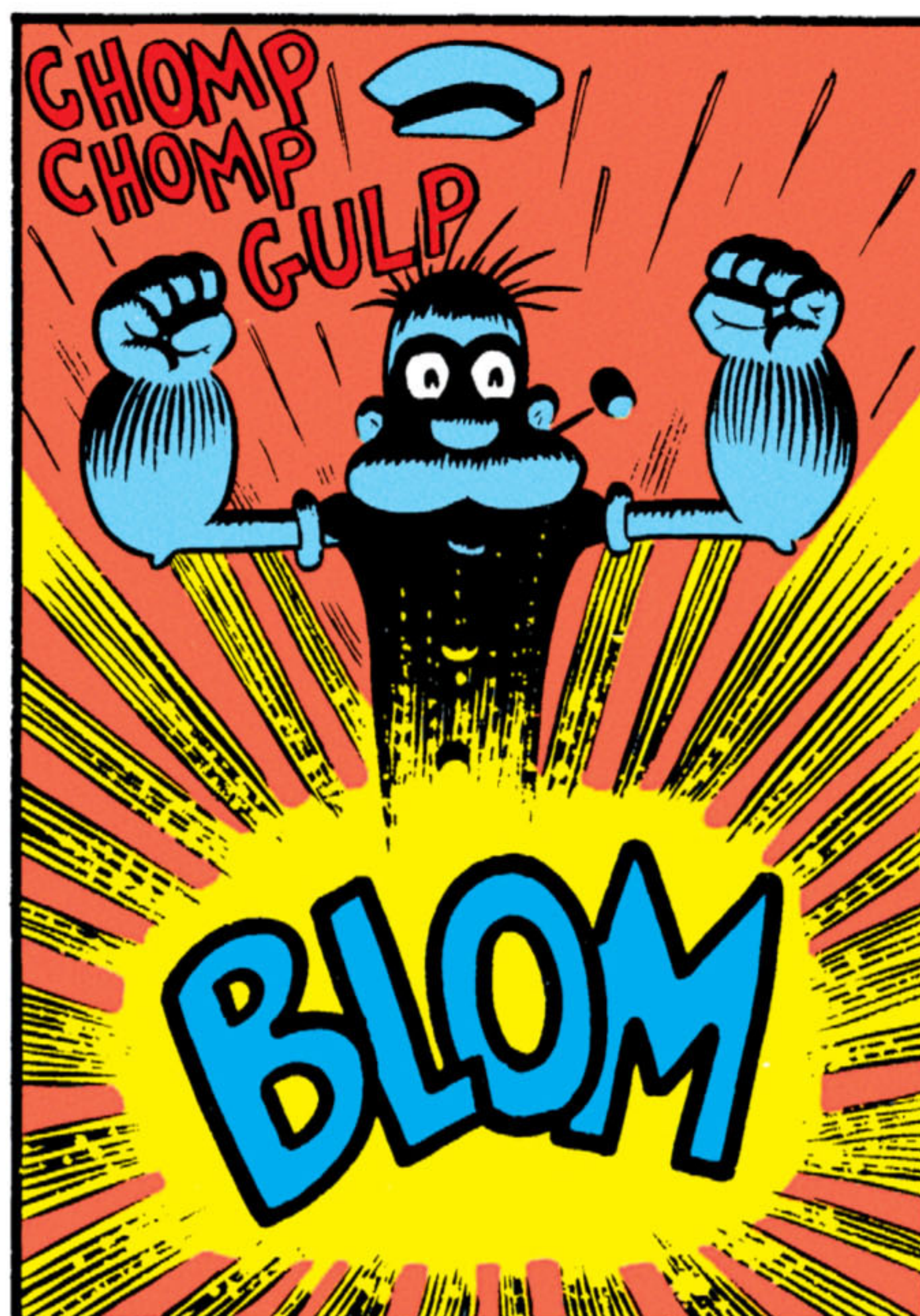
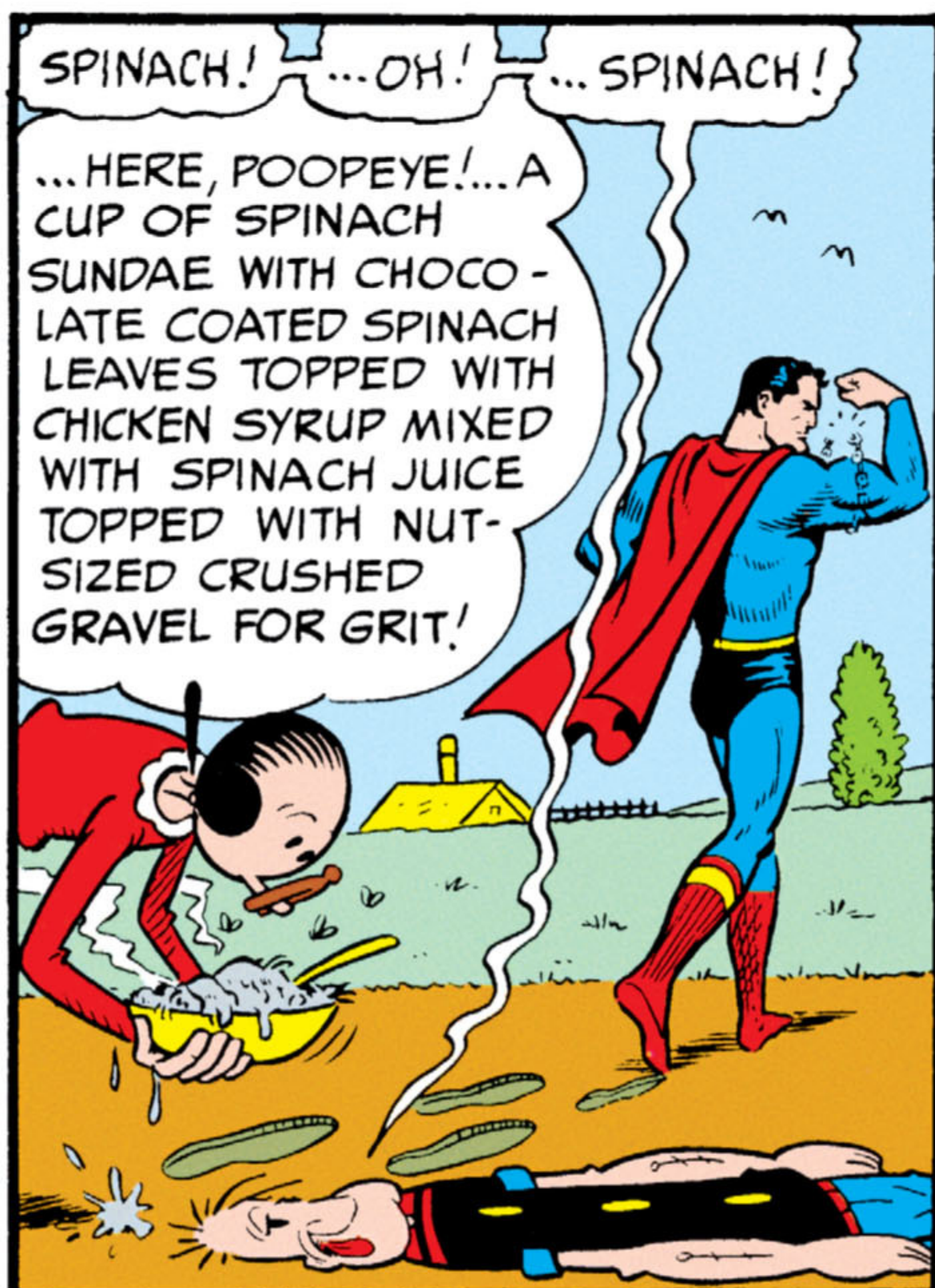
THE NGANI SAILOR-MAN IS NO MATCH FOR THE STEEL SINEWED JUNGLE LORD WHO... WITH THE INSTINCTS OF THE JUNGLE IN HIS BLOOD... STANDS PANTING OVER HIS PREY. FOR NOW THAT THE PREY HAS BEEN CAPTURED... IT IS TIME TO **FEAST!**

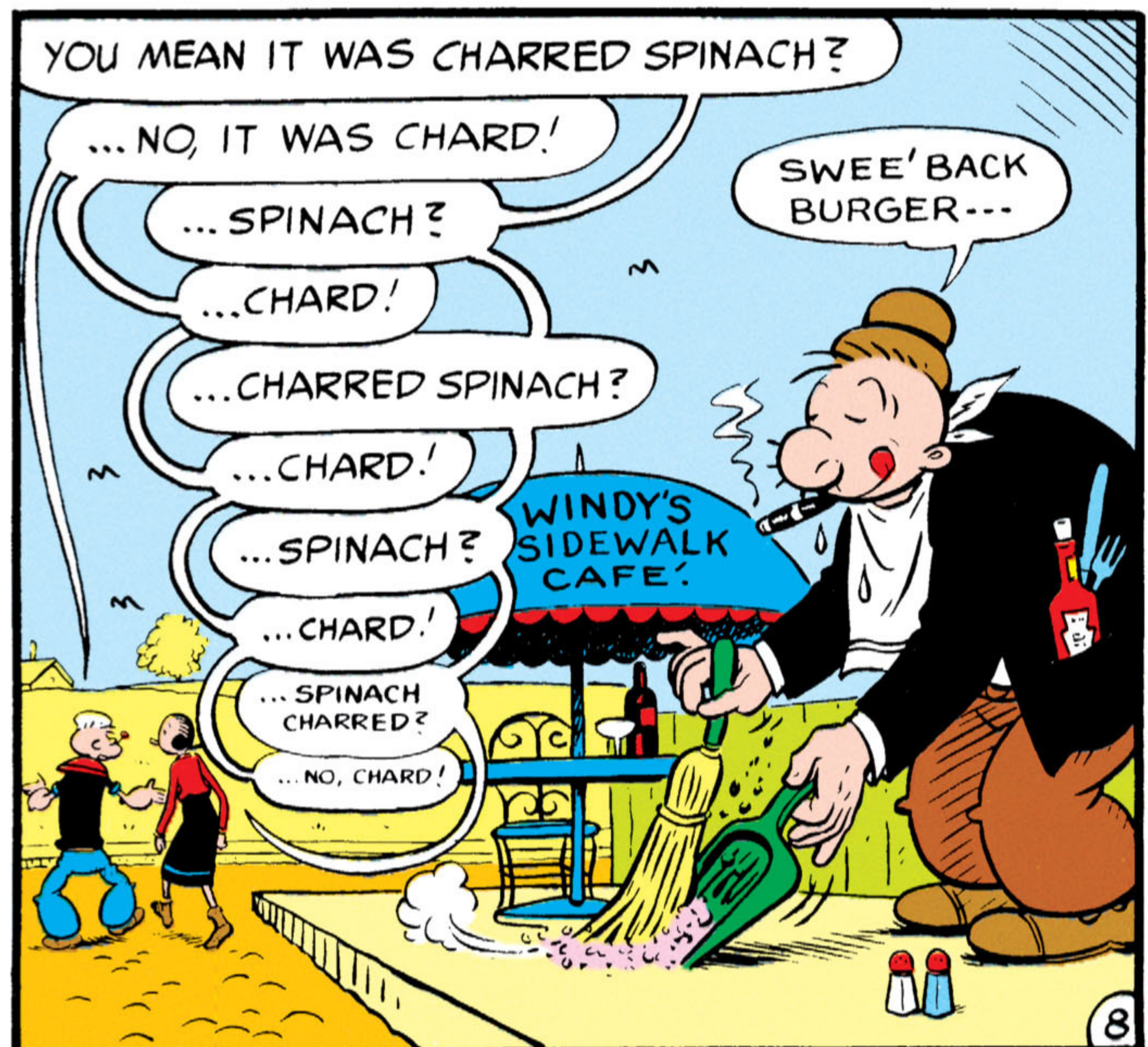
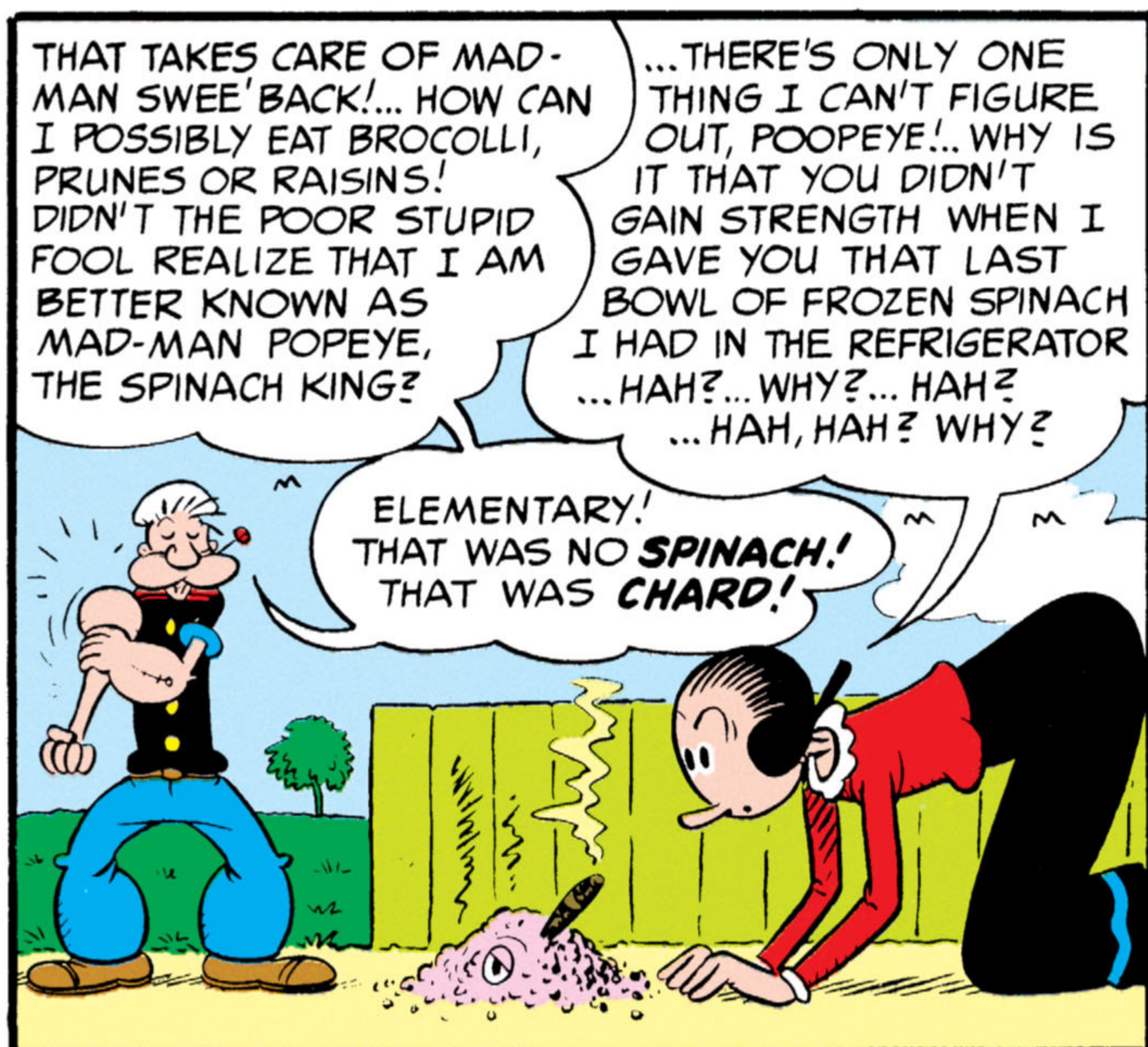
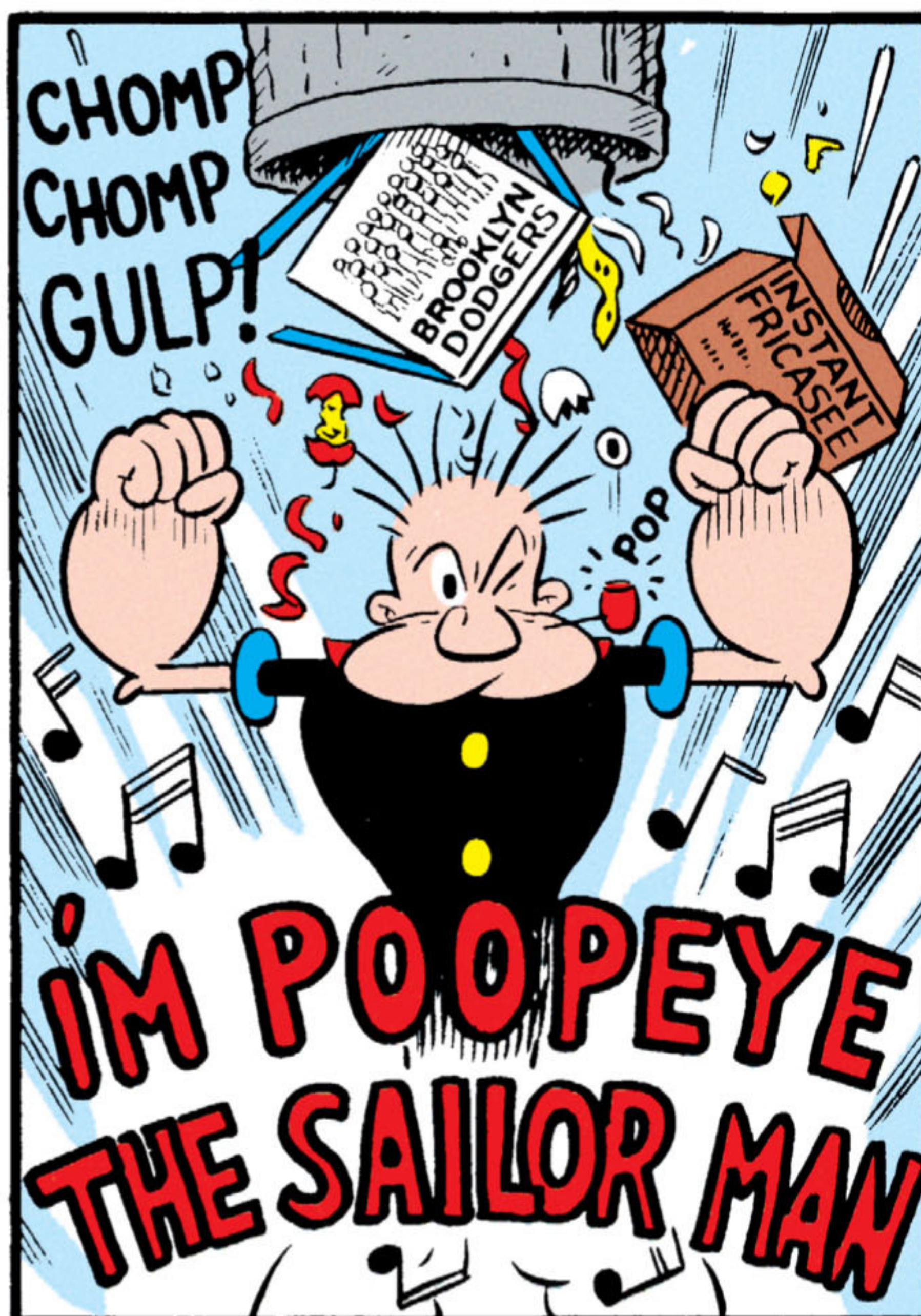
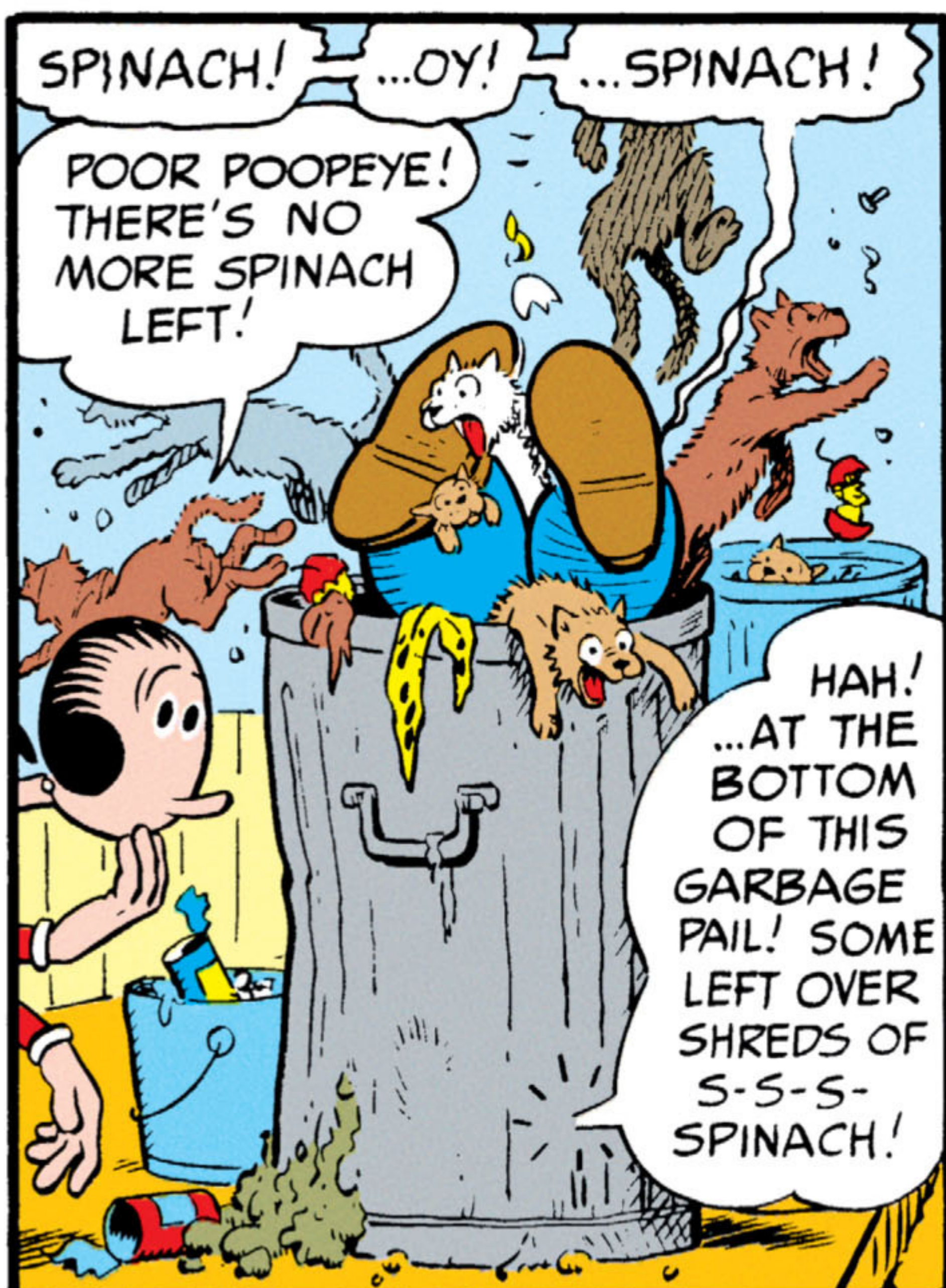
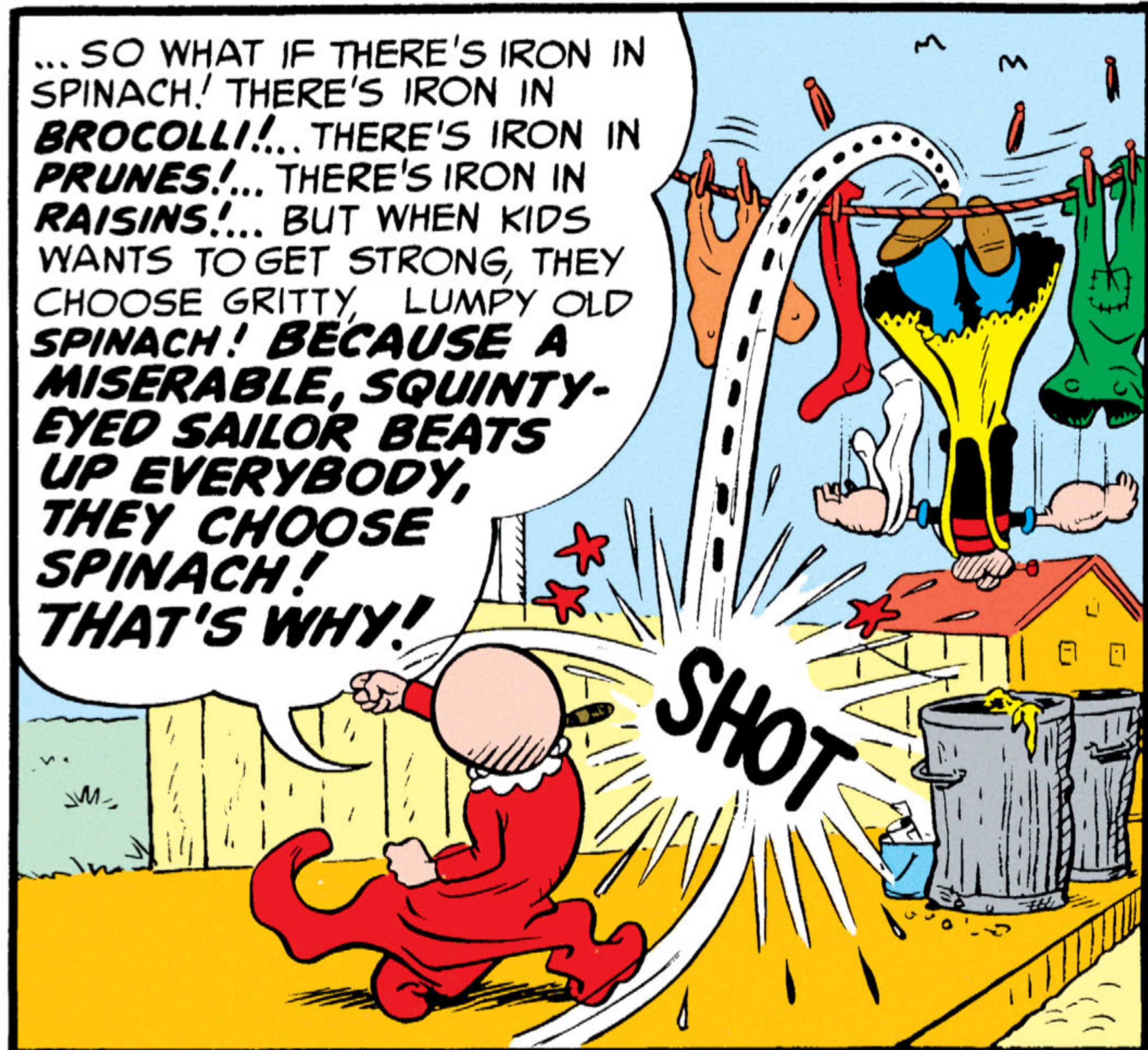
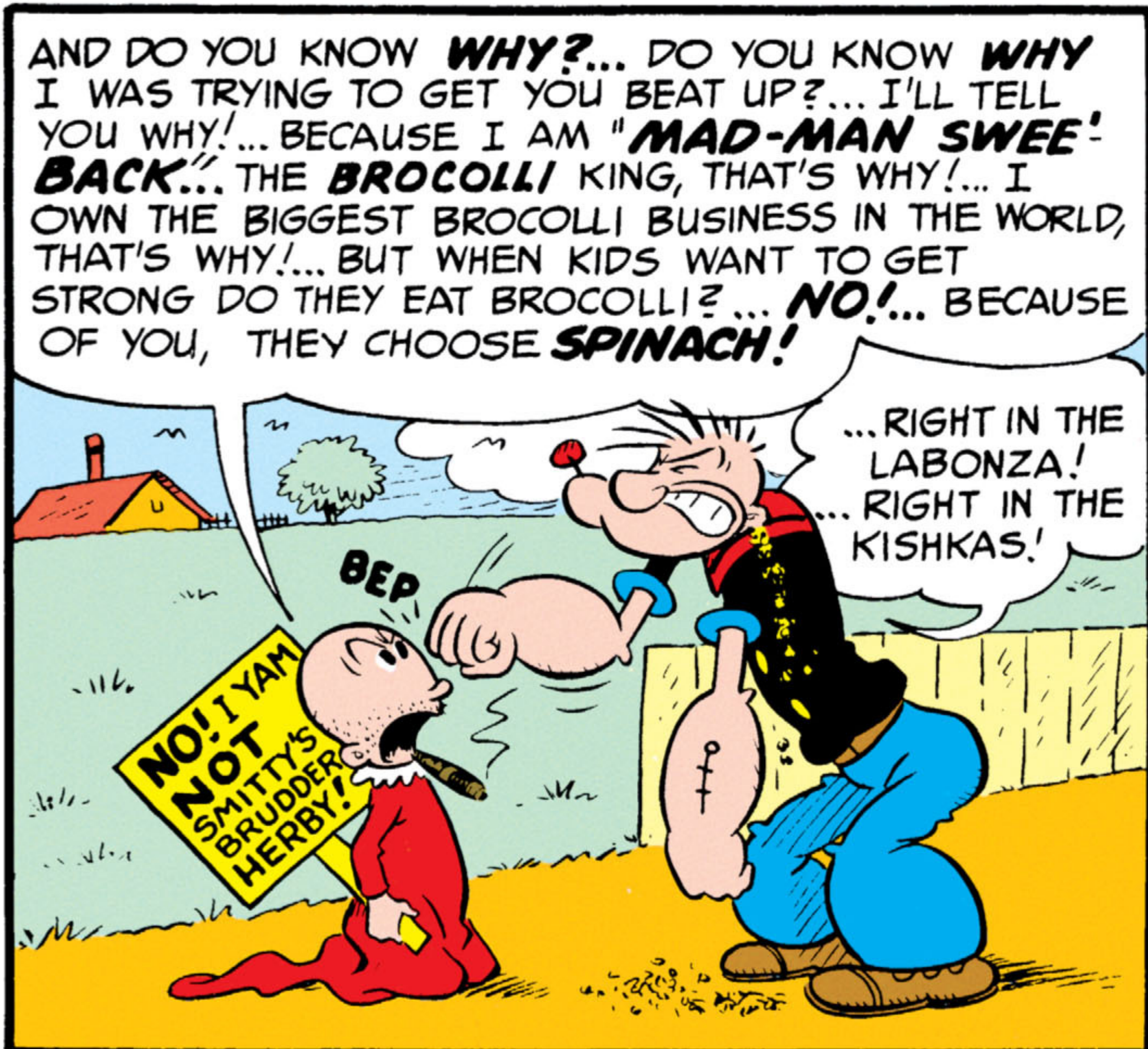


FOR NOW IT IS NGMELVIN THE BULL-APE GIVING THE BLOOD CURDLING CRY OF VICTORY BEFORE THE FEAST! ...EYES GLEAMING, FANGS BARED, THE APE-MAN CROUCHES TO FEAST...AND SO, HE EATS HIS SWISS CHEESE ON WHITE BREAD SANDWICH THAT JANE HAS WRAPPED FOR HIM.









SCIENCE DEPT.: YOU EVER WATCH ONE OF THESE SPORTS NEWSREELS WHERE THEY'VE SPED UP THE CAMERA TO SLOW DOWN THE ACTION?... BY GEORGE, THERE'S MORE GOES ON IN AN ACTION THAN MEETS THE EYE!... LIKE FOR INSTANCE, LET US SHOW YOU WHAT HAPPENS TO A GOLF BALL, BY GEORGE (THAT'S GEORGE DOWN THERE)... WHEN THE GOLF CLUB STRIKES IT IN...

SLOW MOTION!



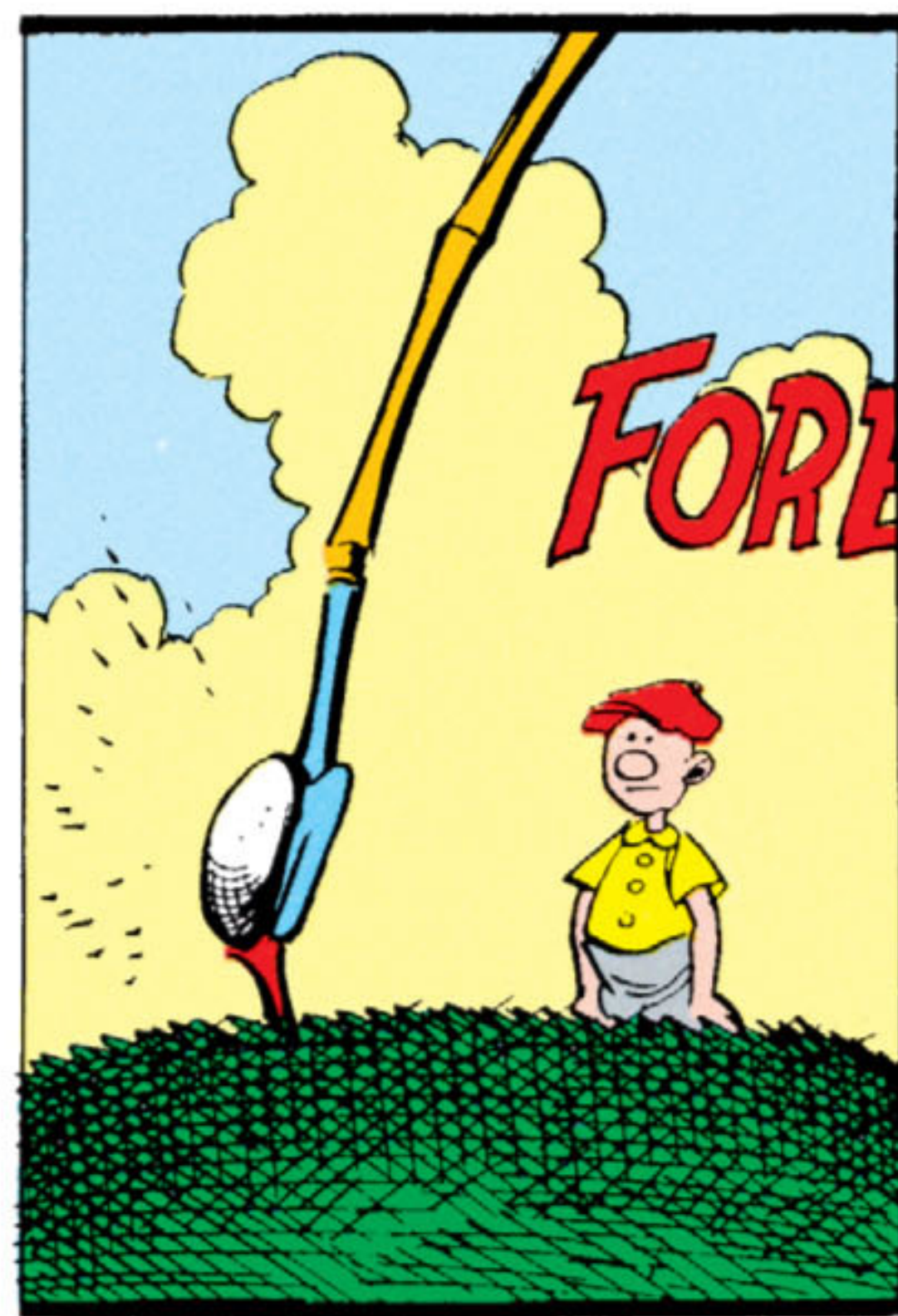
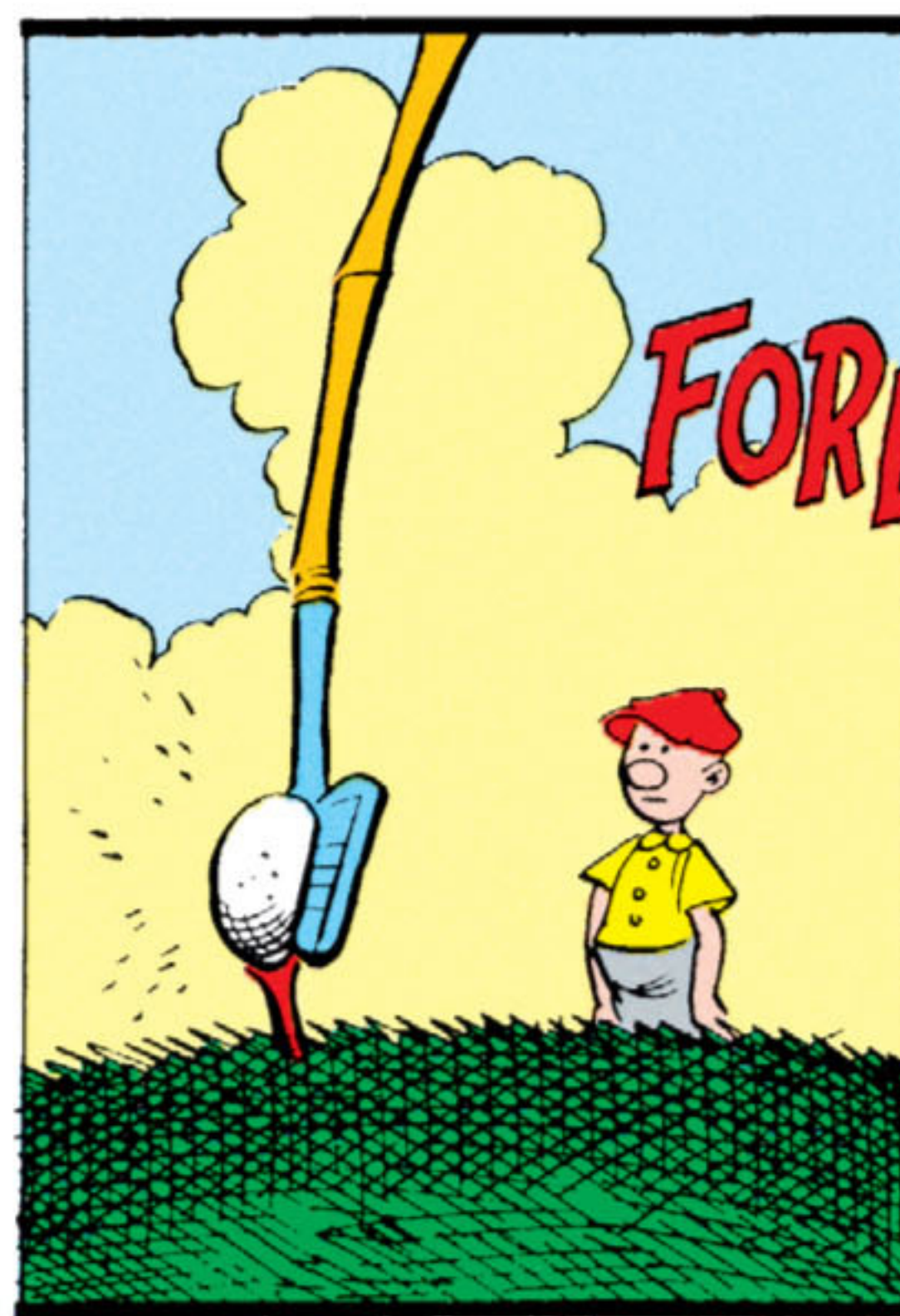
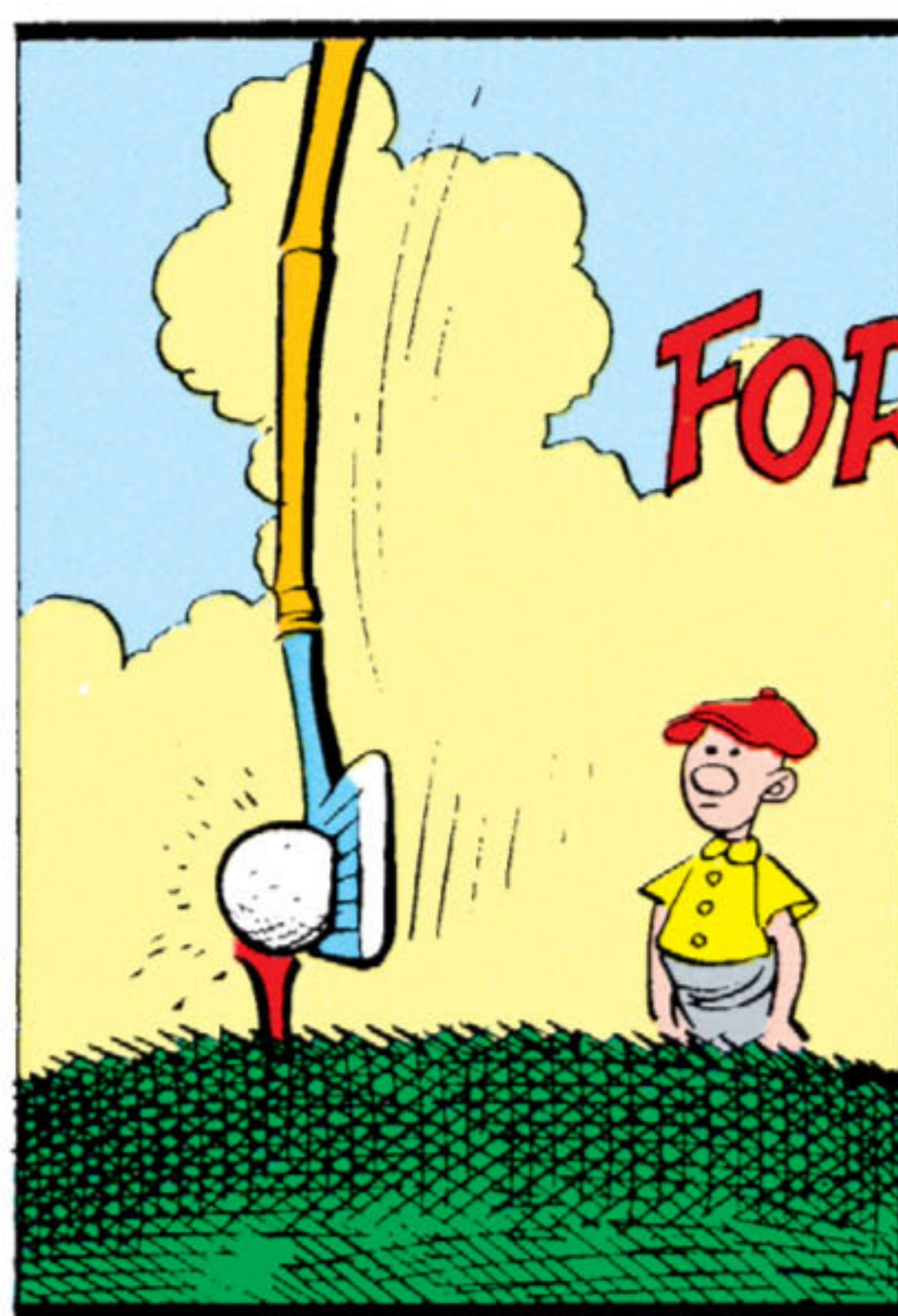
GOLF: HERE IS AN ORDINARY GOLF BALL ON A TEE!

...FROM THE RIGHT, THE GOLF CLUB APPROACHES ON DOWNWARD SWING!

...HERE, THE POINT OF CONTACT, WHERE CLUB TOUCHES SURFACE OF BALL...

...NOTE INTERESTING PHENOMENON CAUGHT BY THE SLOW-MOTION CAMERA...

...NOTE HOW SIDE OF GOLF BALL FLATTENS AN INSTANT BEFORE LEAVING TEE!



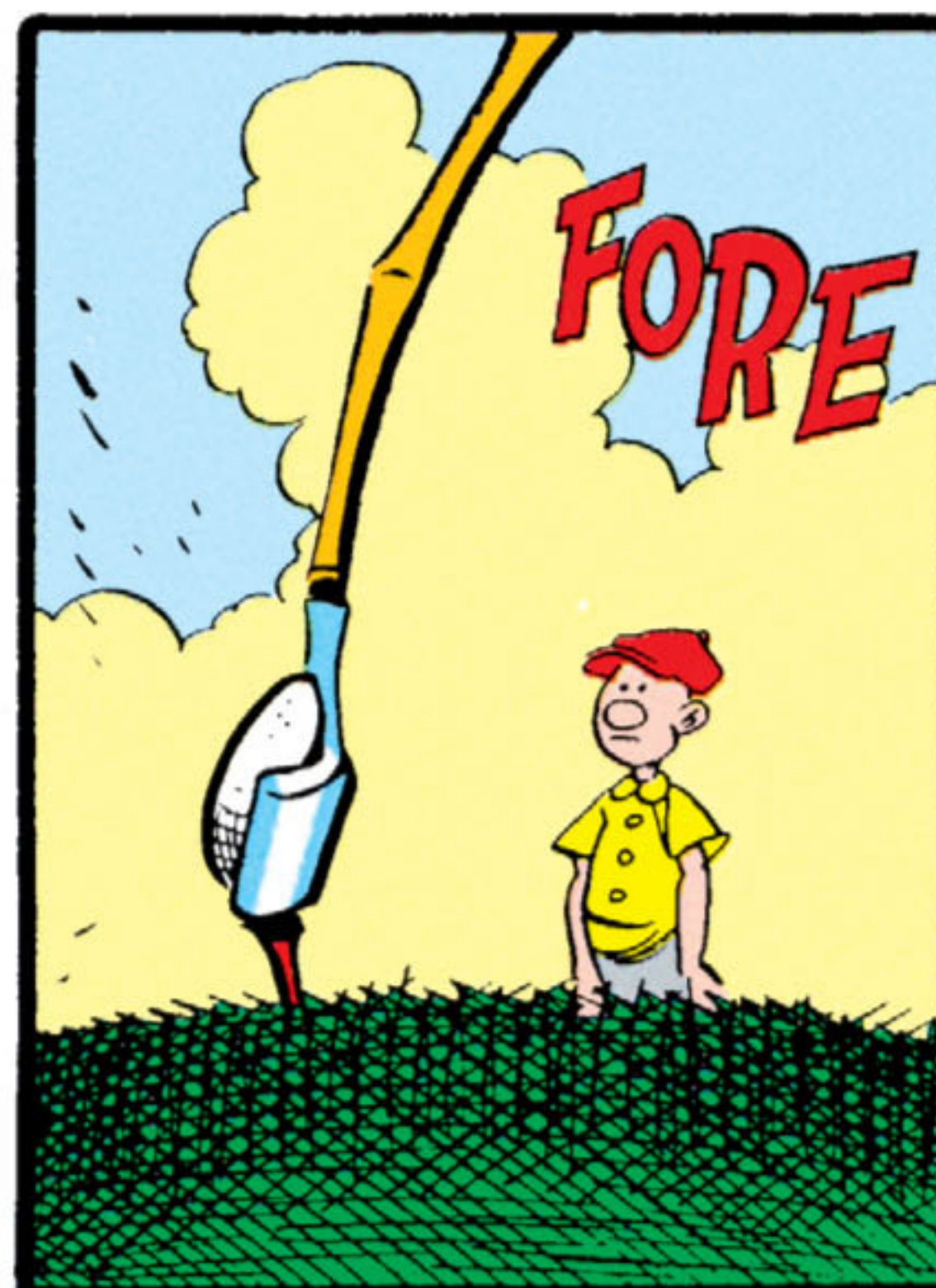
... STILL FLATTENING, BENDING THE CLUB AN INSTANT BEFORE LEAVING THE TEE...

... FLATTENING, BENDING... ANY MINUTE BALL IS ABOUT TO LEAVE TEE...

...BENDING, FLATTENING BENDING... ABOUT TO ANY MINUTE LEAVE...

...BENDING, LEAVING BENDING... **HEY WHAT THE HECK...**

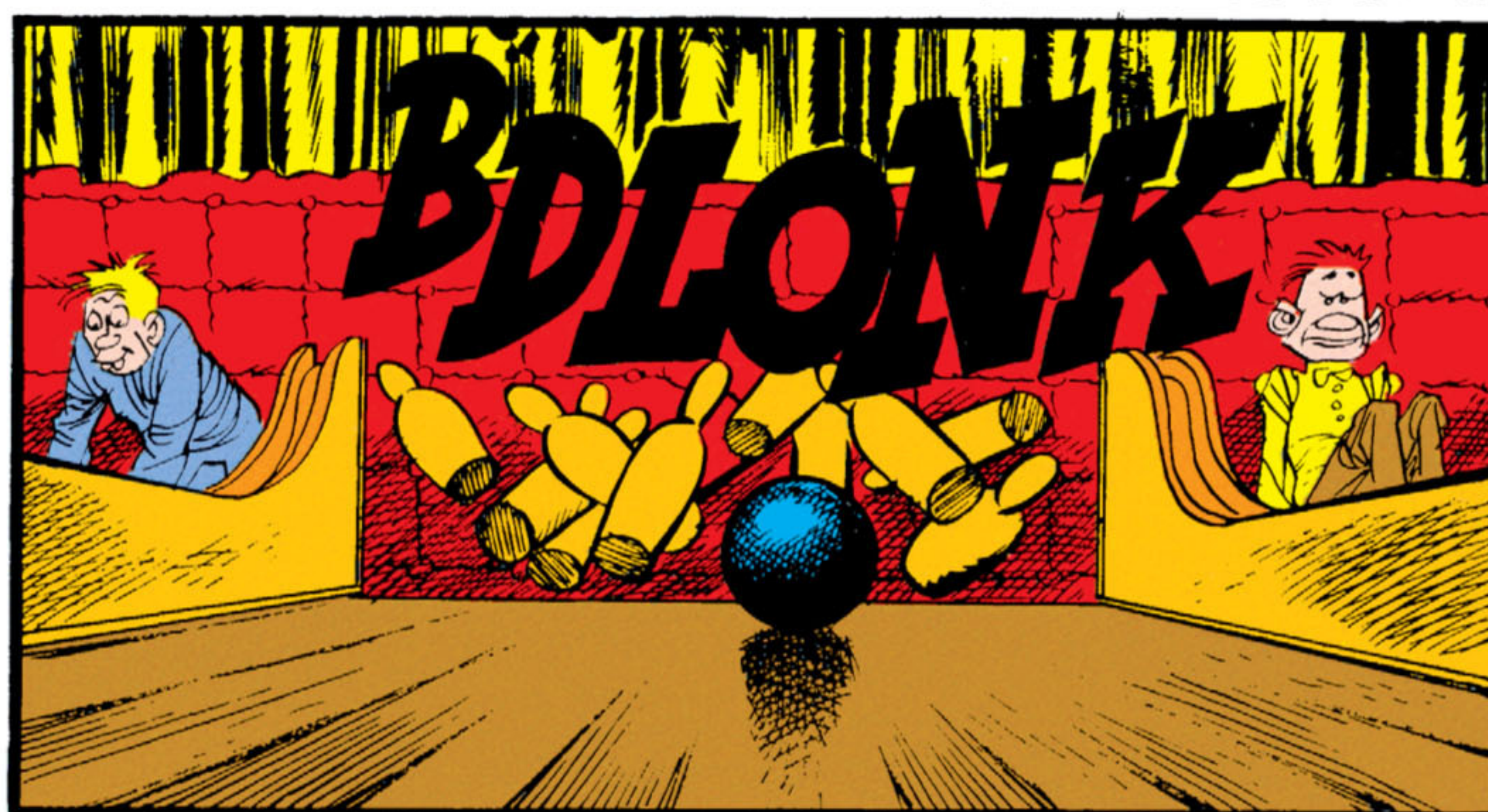
...SOMEONE NAILED THE BALL INTO THE GROUND, BY GEORGE!



BOWLING: TO THE NORMAL UNAIDED EYE...AN EXPERT BOWLER APPEARS MERELY TO PROJECT THE SPHEROID IN THE DIRECTION OF THE TEN-PINS!



THE BALL THEN, APPEARS, TO YOUR NORMAL, UNAIDED, MISERABLE BLOODSHOT EYE, TO SHOVE THE PINS EFFORTLESSLY INTO THE PIT... **BUT WHAT REALLY HAPPENS... HOOO HOOOO...**



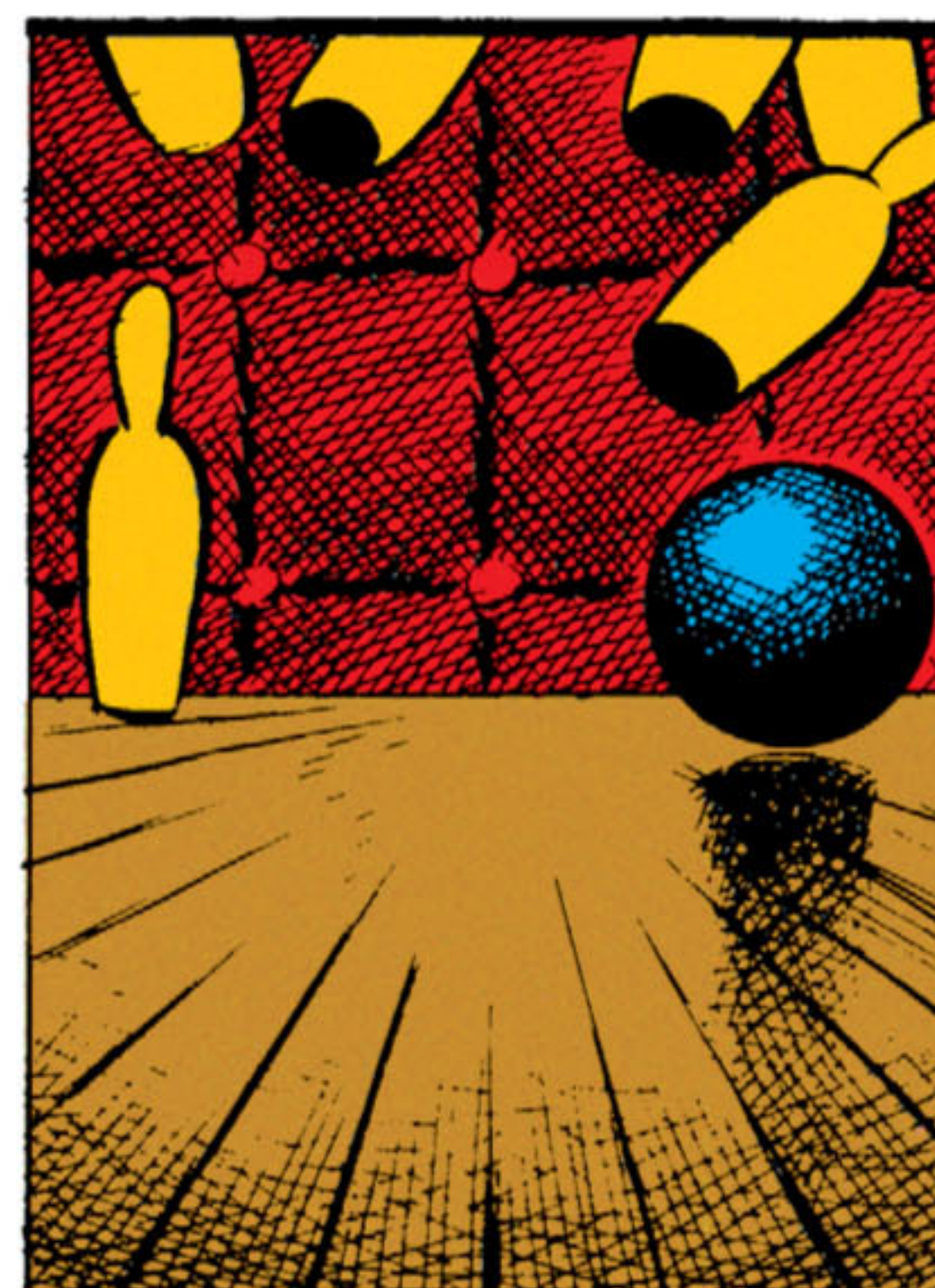
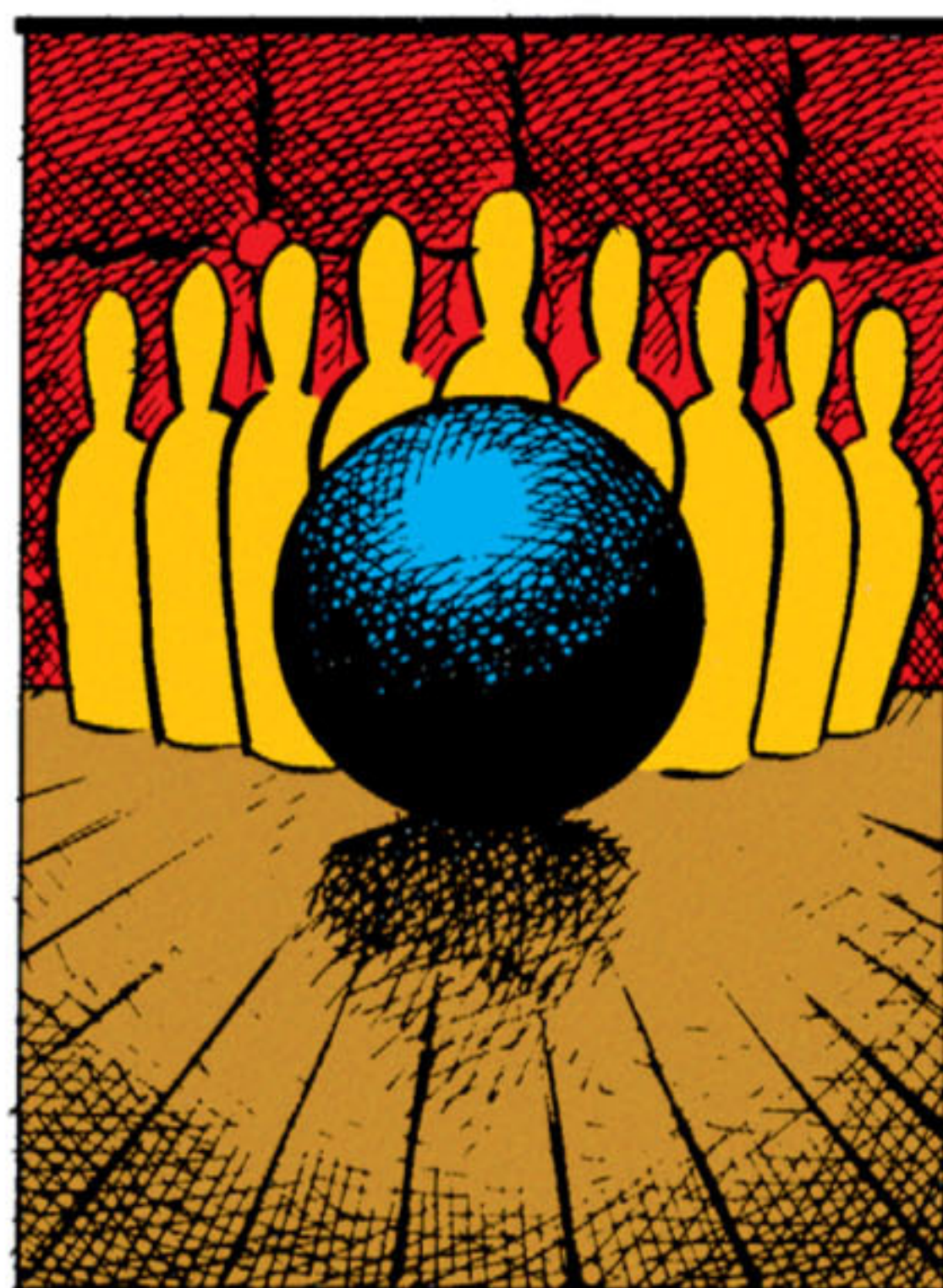
THE SLOW MOTION CAMERA COMES TO OUR RESCUE! THERE GOES THE BALL...

...TURNING A CERTAIN SPECIAL SPIN YOU CAN ONLY NOTICE IN SLOW MOTION...

...THIS SPIN MAKING IT REVOLVE SO'S IT HITS THE MIDDLE PINS FIRST...

...THEN THE CERTAIN SPECIAL WAY IT HITS MAKES IT TURN LEFT AND HIT...

...AND IT HITS IN SUCH A SPECIAL WAY, IT TURNS RIGHT AND HITS...



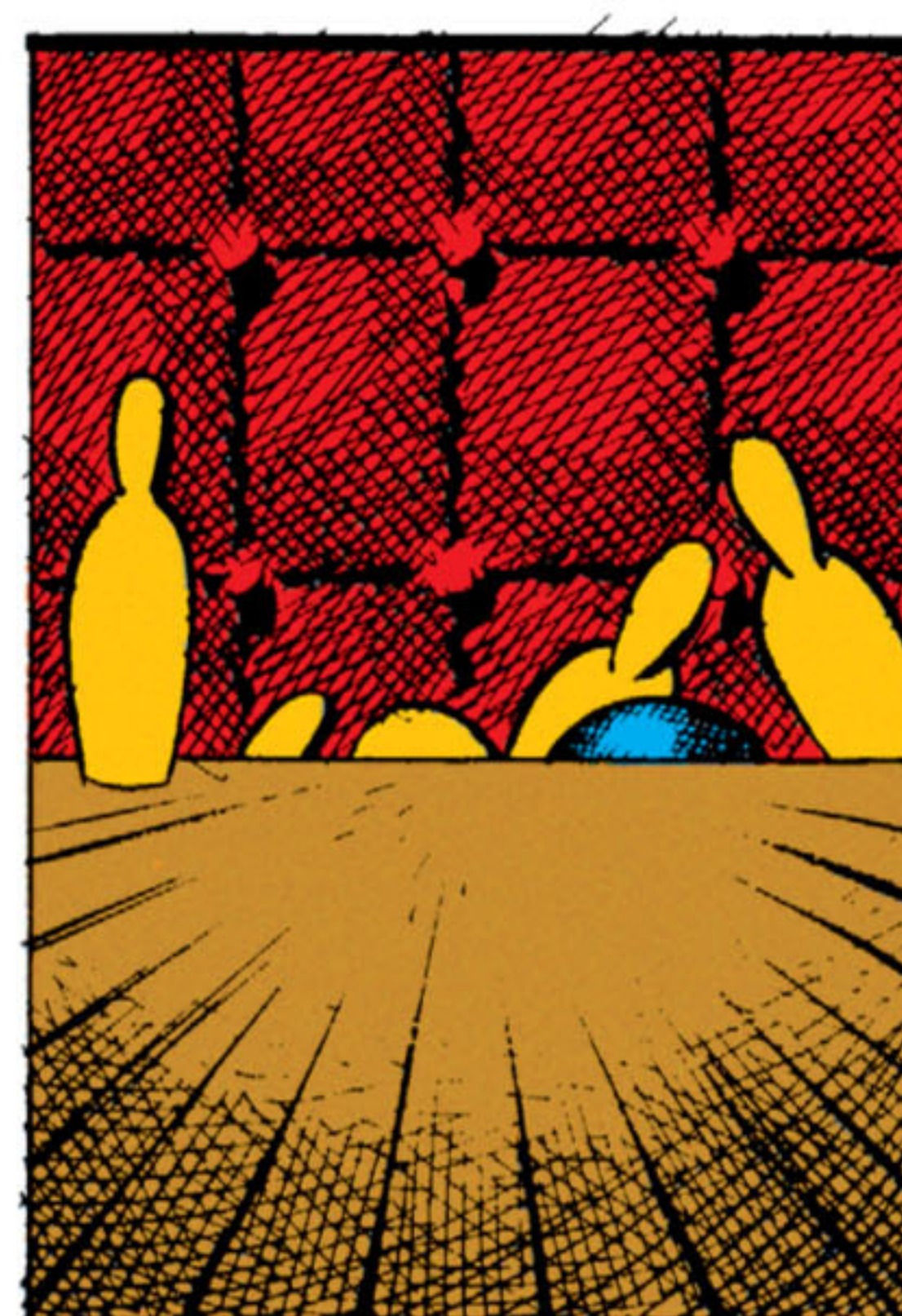
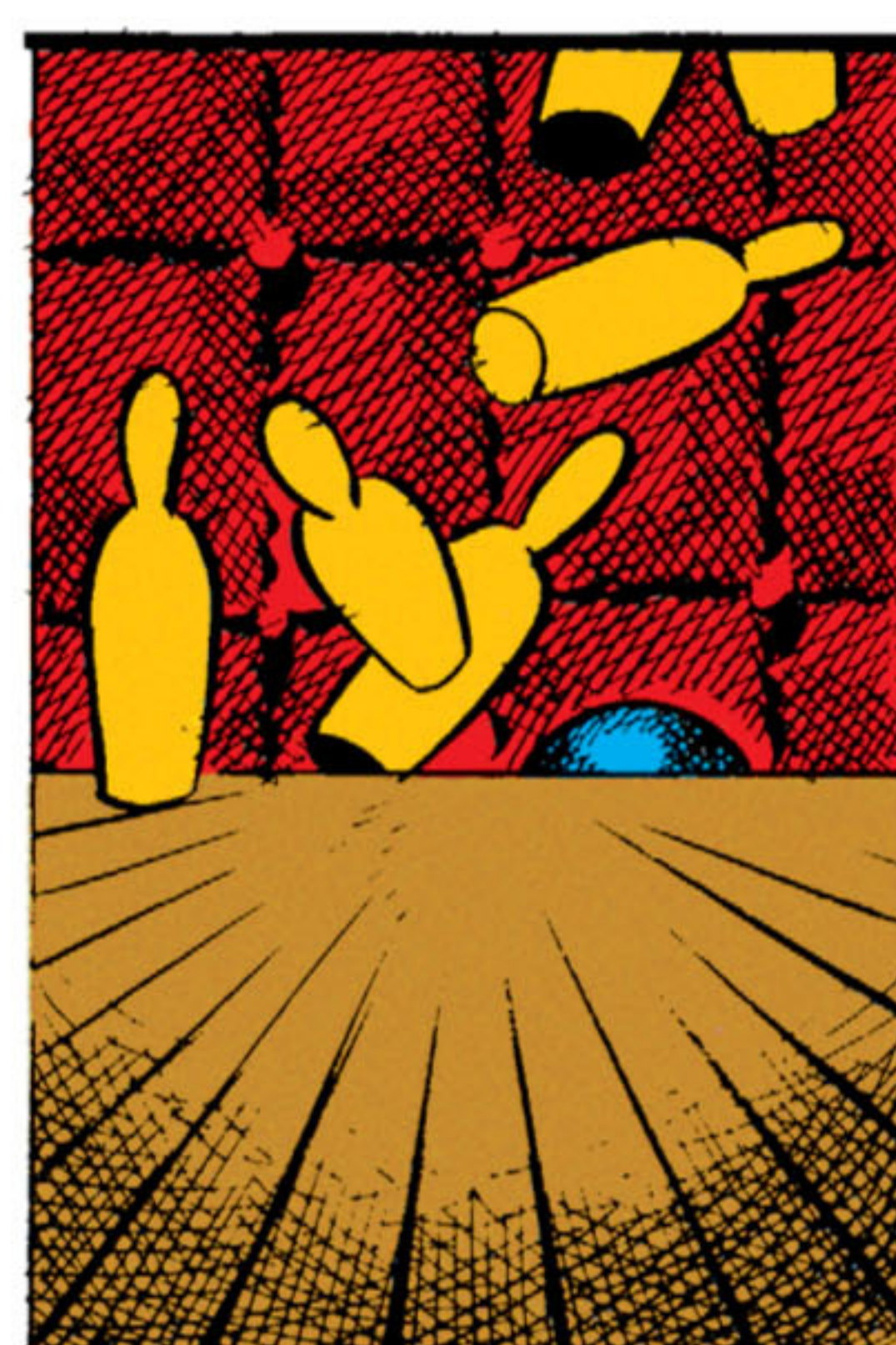
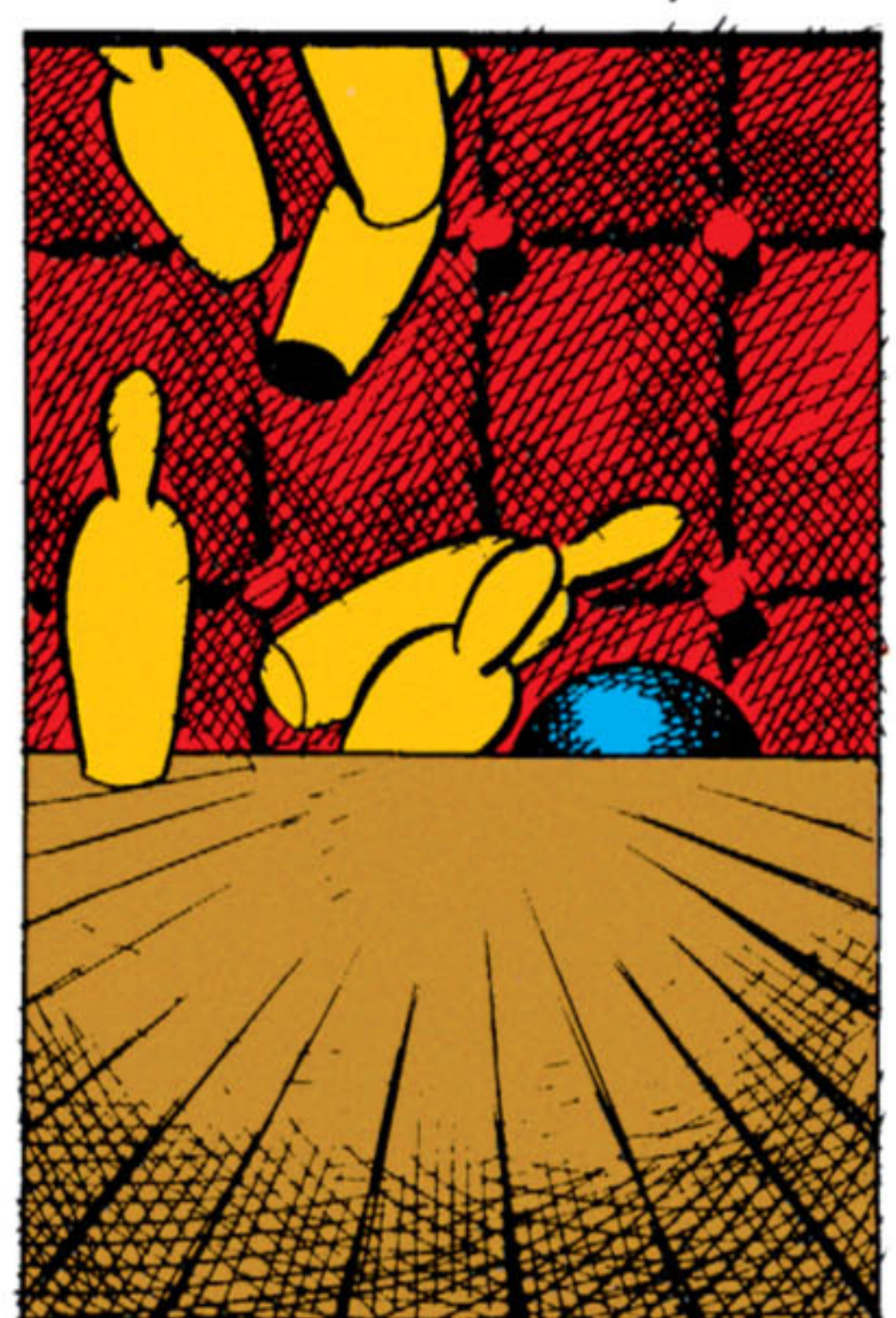
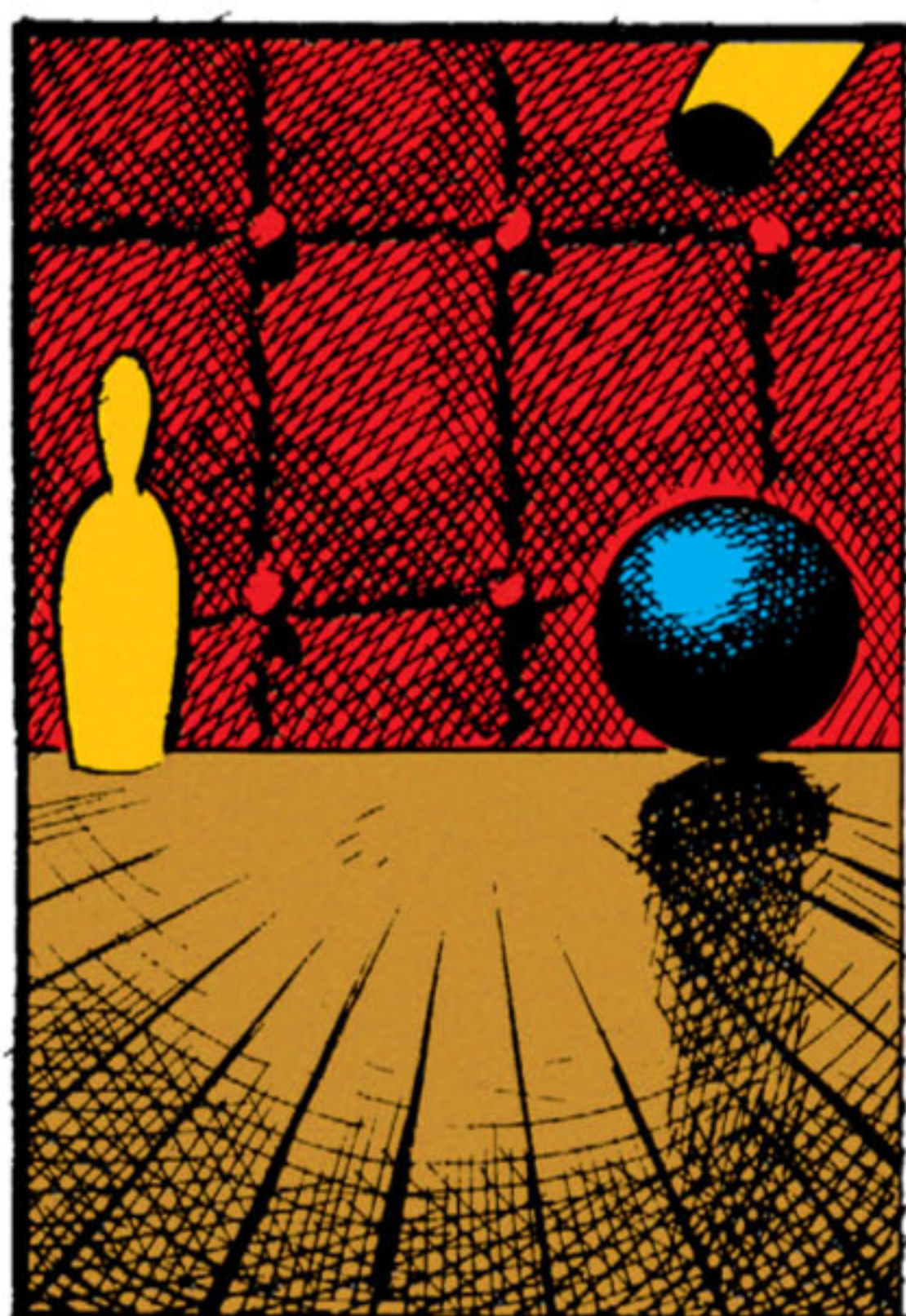
SO YOU SEE, IT ACTUALLY HITS IN THREE DIRECTIONS AT ONCE!

OF COURSE, THE UNAIDED EYE SEES ALL THIS ACTION AS A HAZY BLUR!

BUT THANKS TO OUR SLOW MOTION CAMERA, HA HA... WE KNOW BETTER, EH?

THERE YOU SEE ALL THE PINS COMING TO REST IN THE PIT AND... UH OH...

...THANKS TO OUR SLOW-MOTION CAMERA, WE NOTICE ONE PIN STANDING!



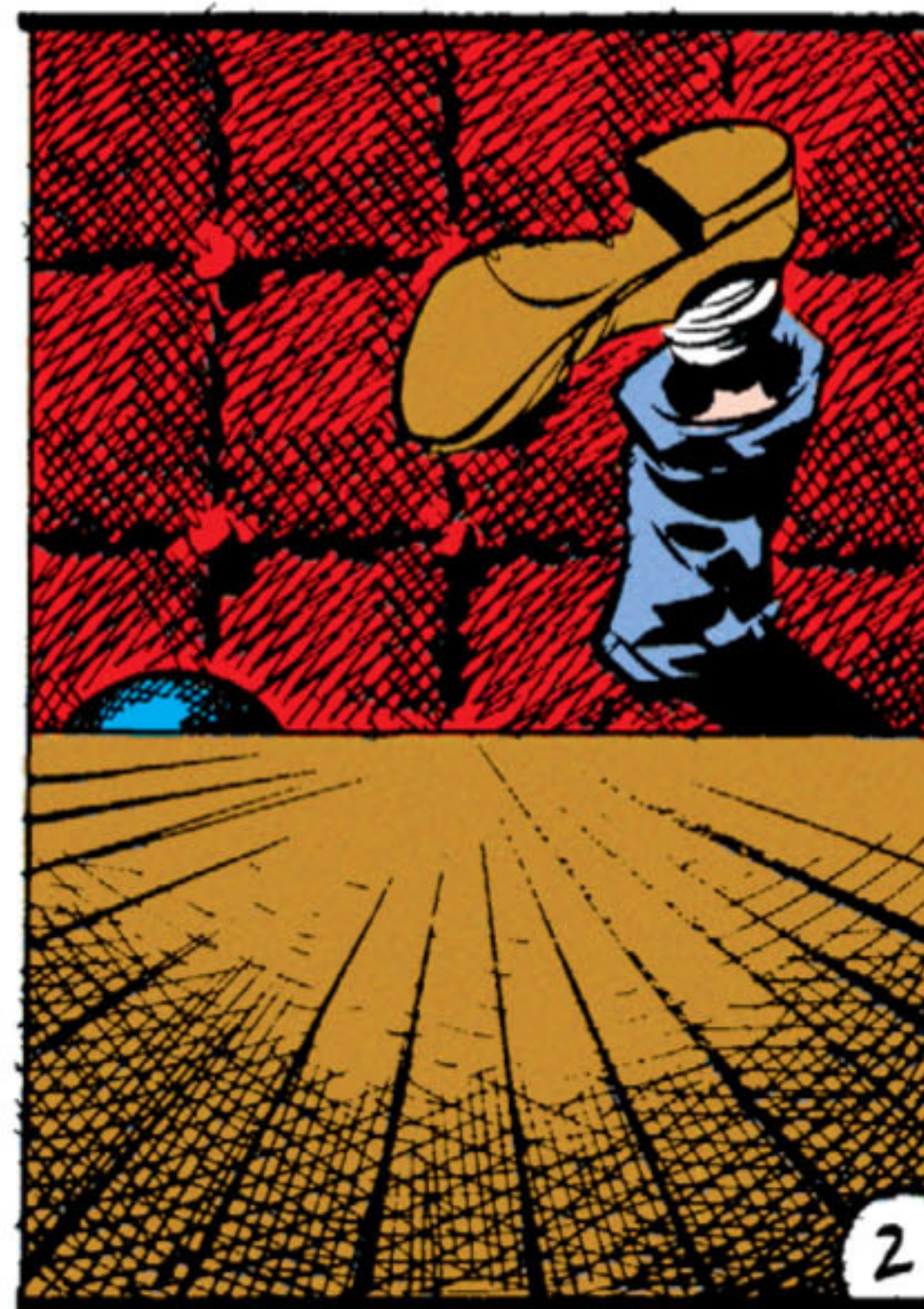
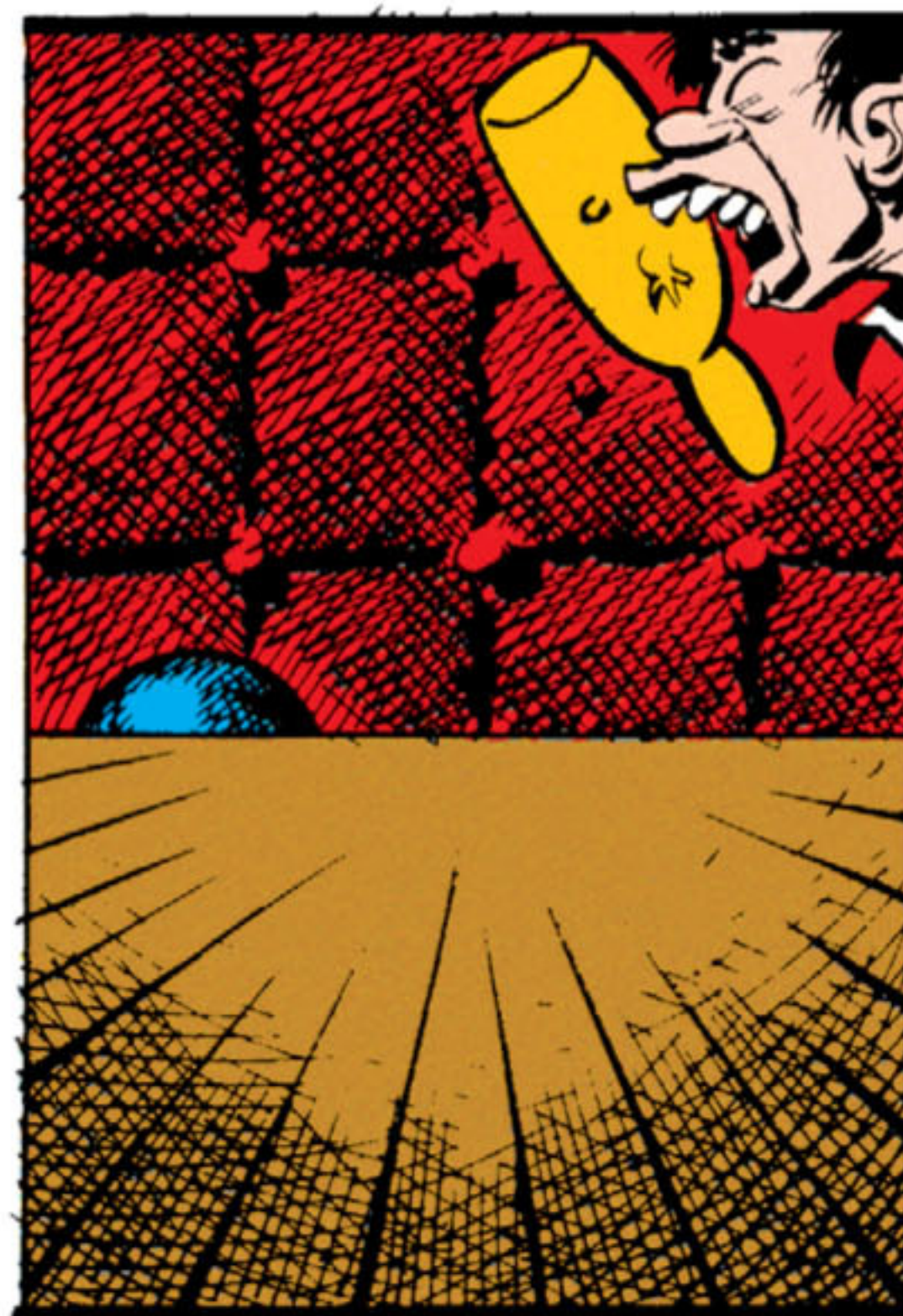
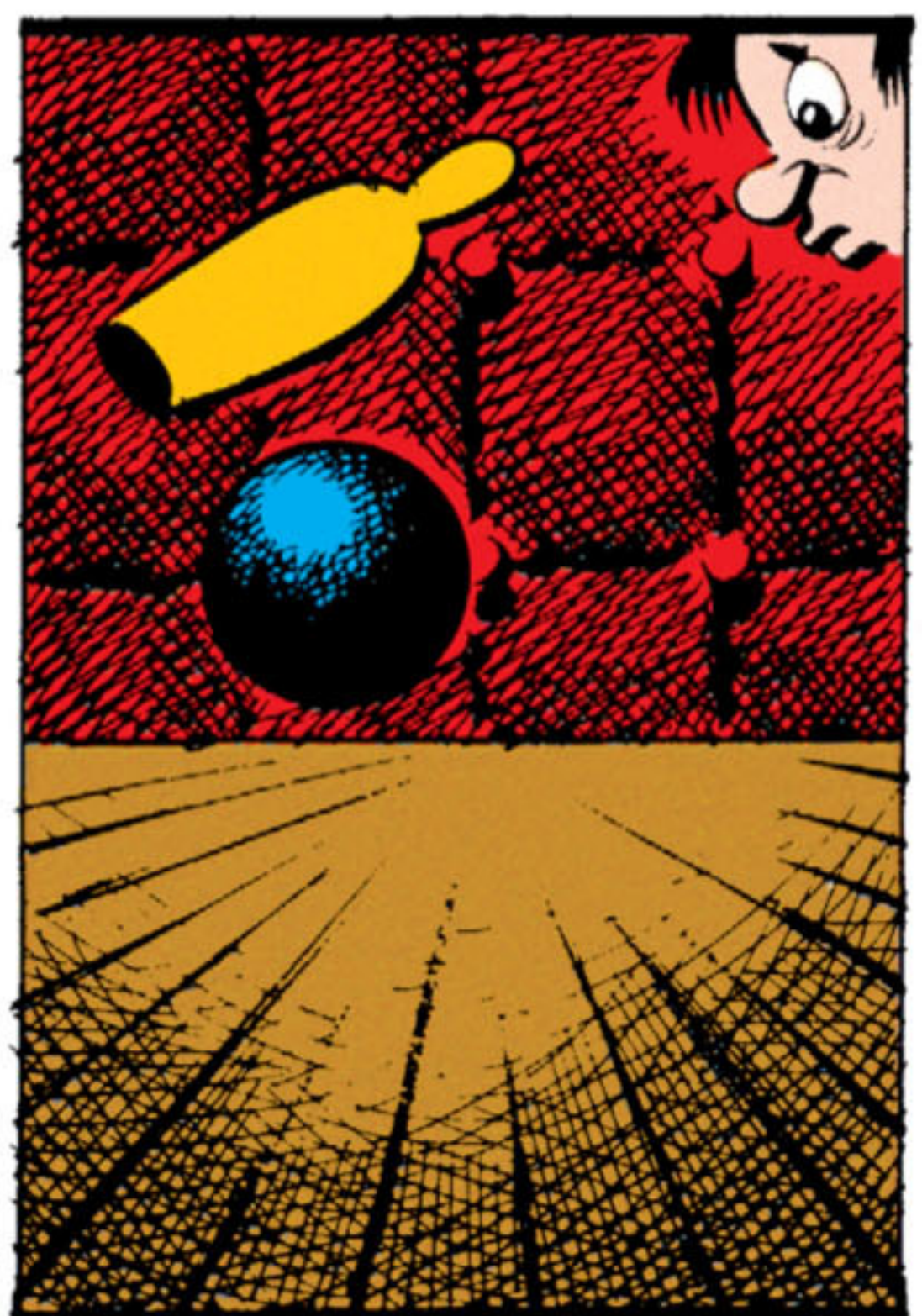
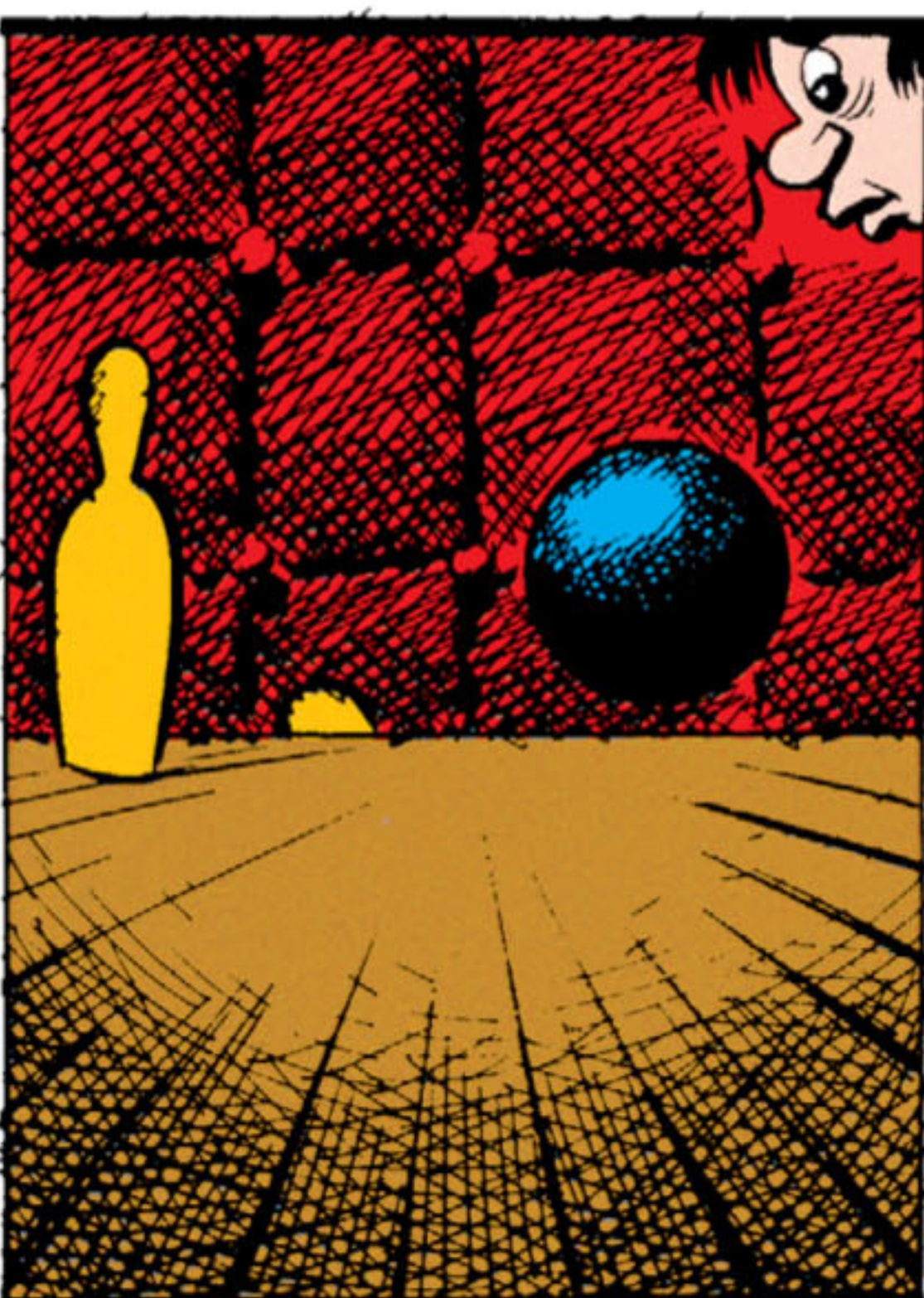
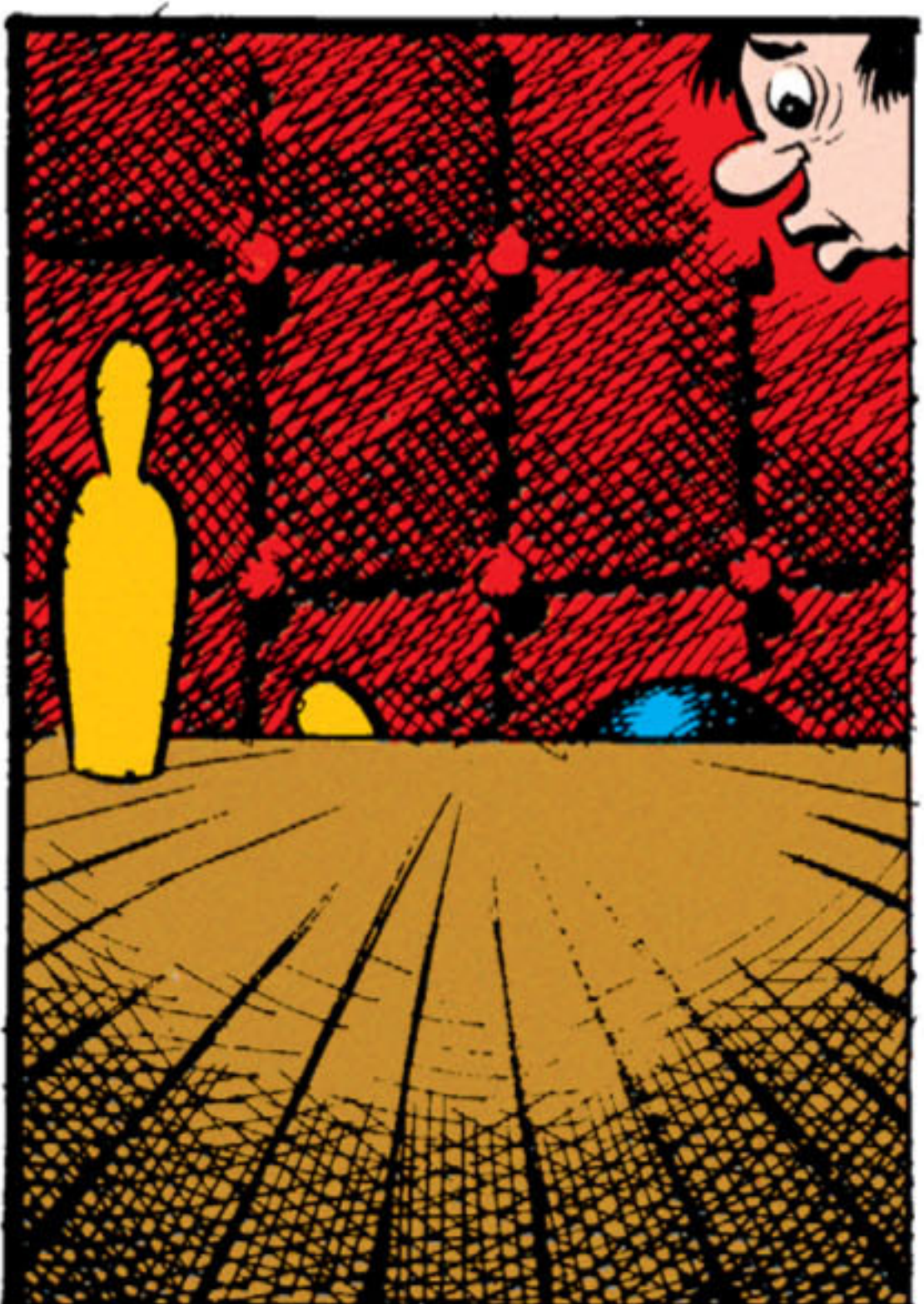
HOWEVER, YOU WILL NOTICE BALL IS STILL SPINNING IN THE PIT...

... IN SUCH A CERTAIN SPECIAL SPIN ENABLING IT TO LEAP FROM PIT...

... STRIKING THE REMAINING PIN AND SPINNING BACK INTO THE PIT!

AND NOW EVERYTHING HAS BEEN STRUCK DOWN INTO THE PIT!

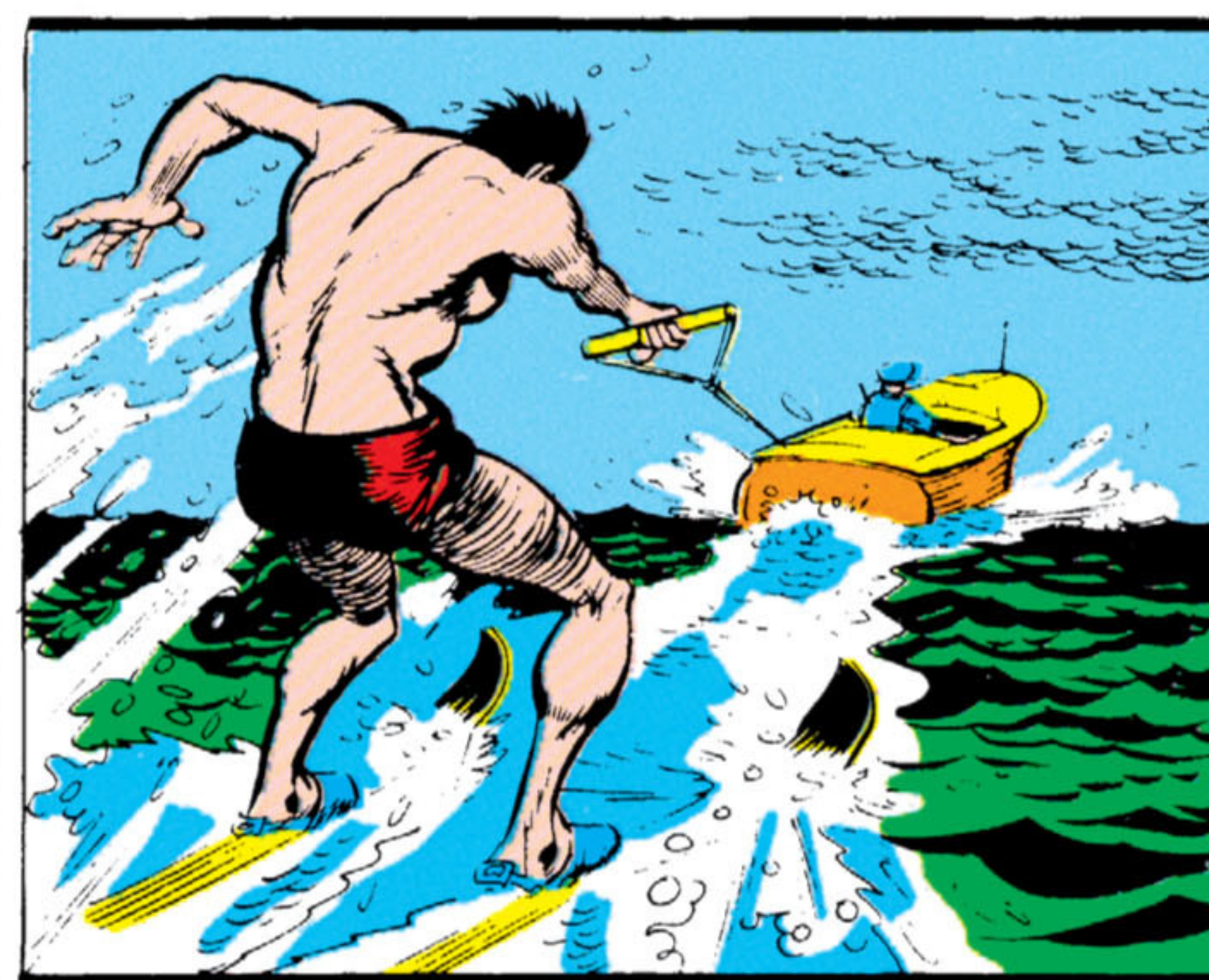
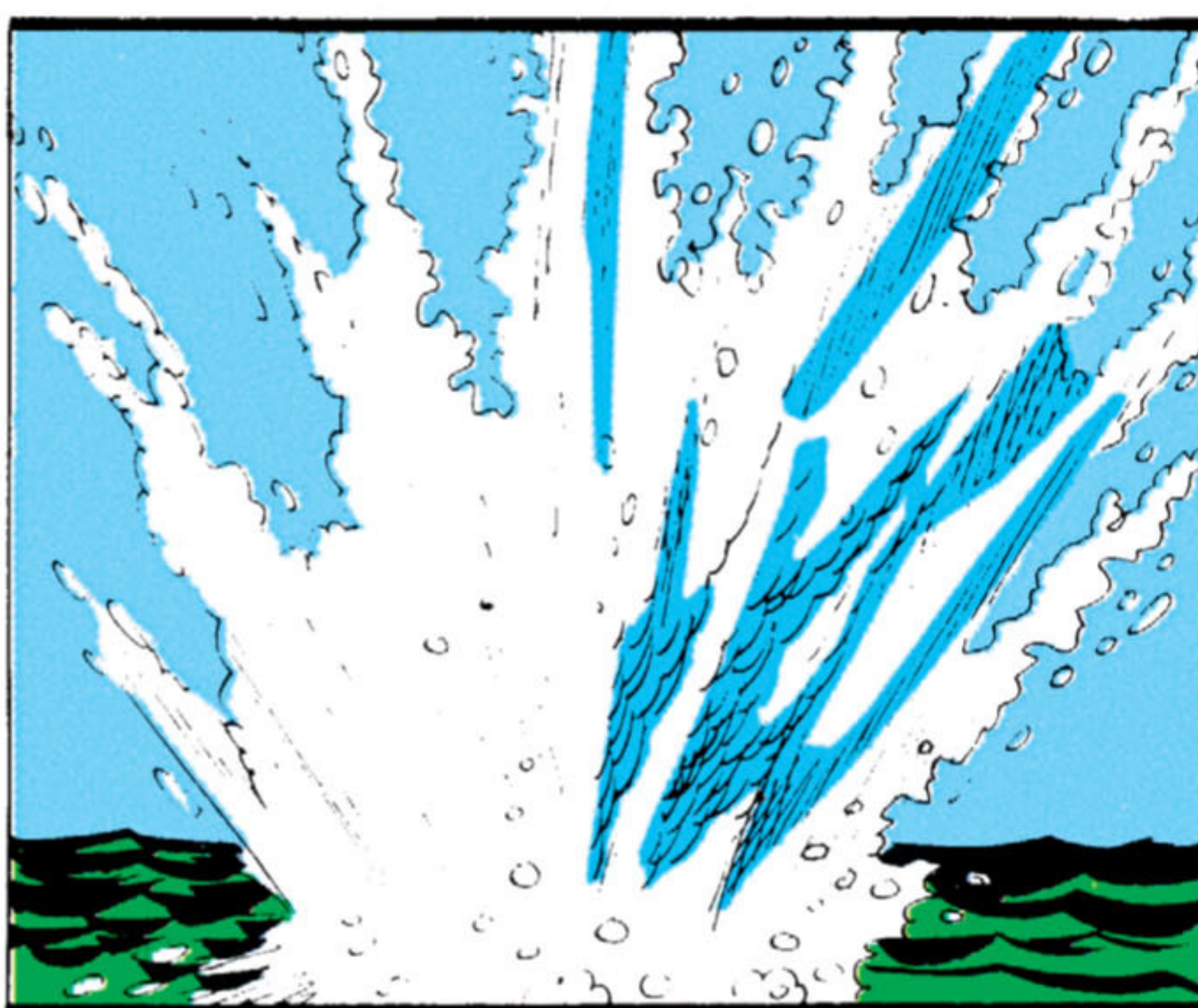
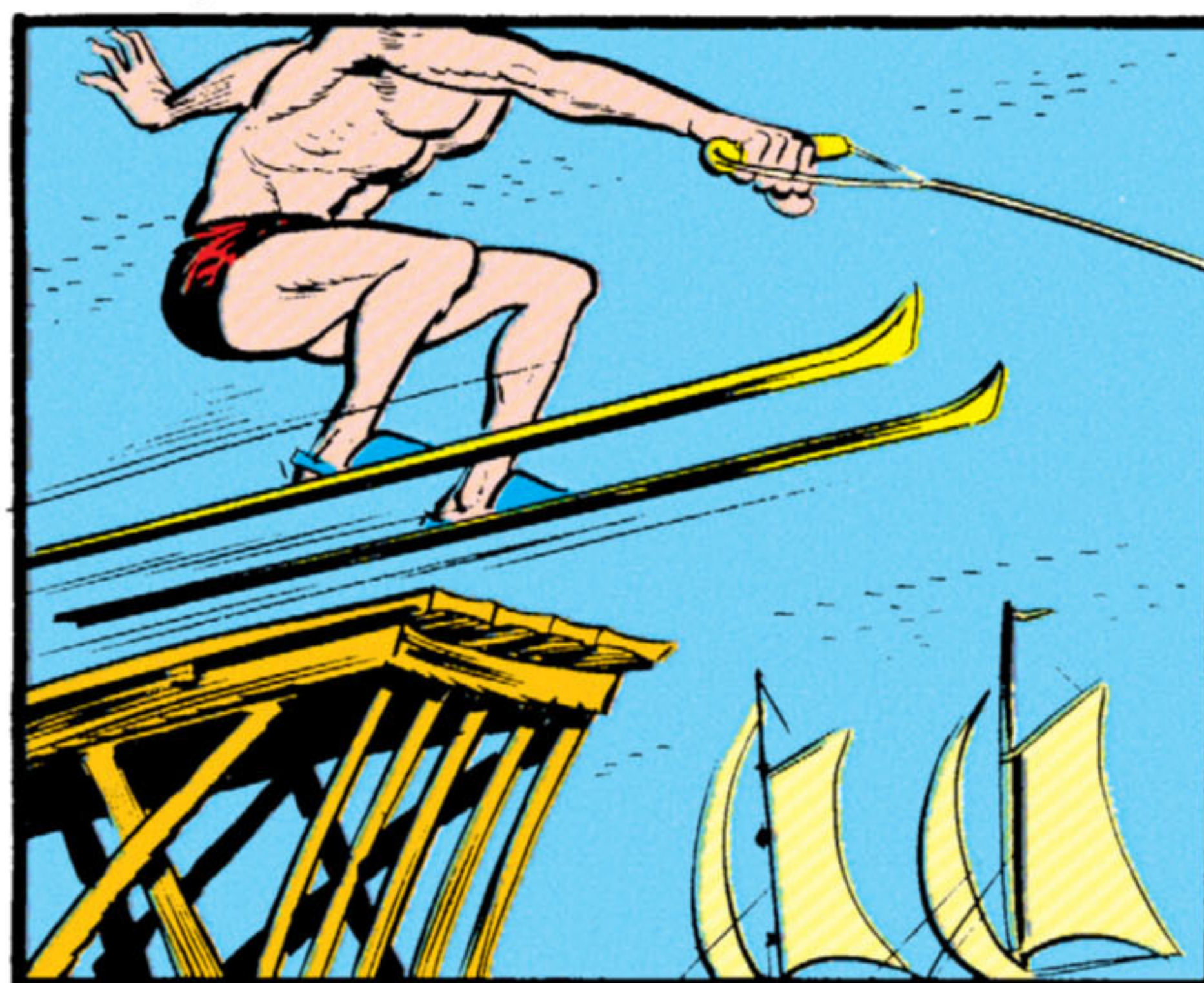
NEEDLESS TO SAY, THE UNAIDED EYE SEES ALL THIS AS A HAZY BLUR!



AQUAPLANING: TO THE NAKED EYE, THE AQUAPLANE EXPERT DOESN'T DO MUCH!

WE SEE HIM SAIL THROUGH THE AIR AND DISAPPEAR FOR AN INSTANT IN A SPLASH!...YOU WHO HAVE OBSERVED THIS...

...OBSERVED THIS MERELY WITH THE NAKED EYE... ALL WE HAVE TO SAY TO YOU IS...SHAME ON YOU!...GO GET DRESSED!



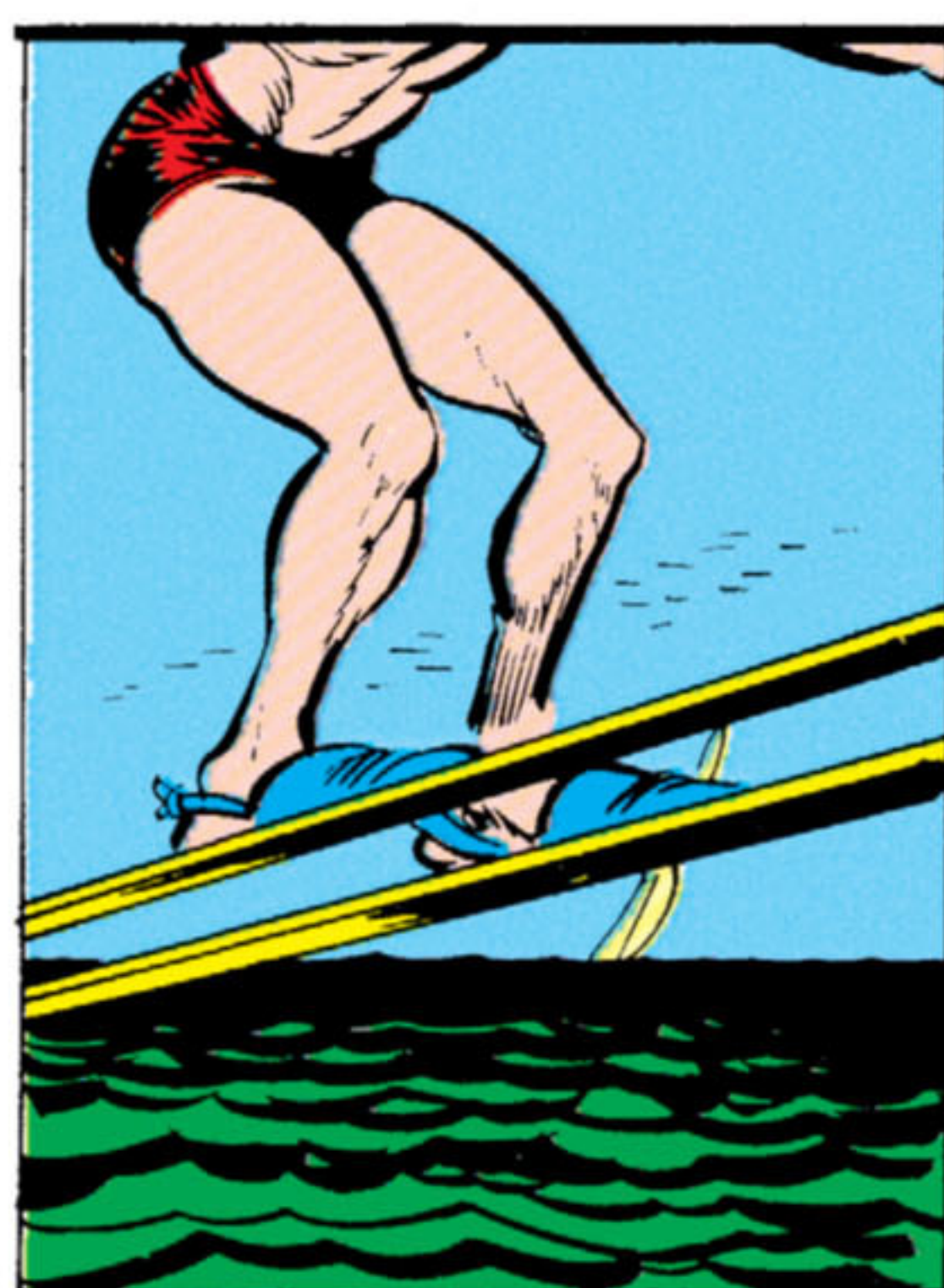
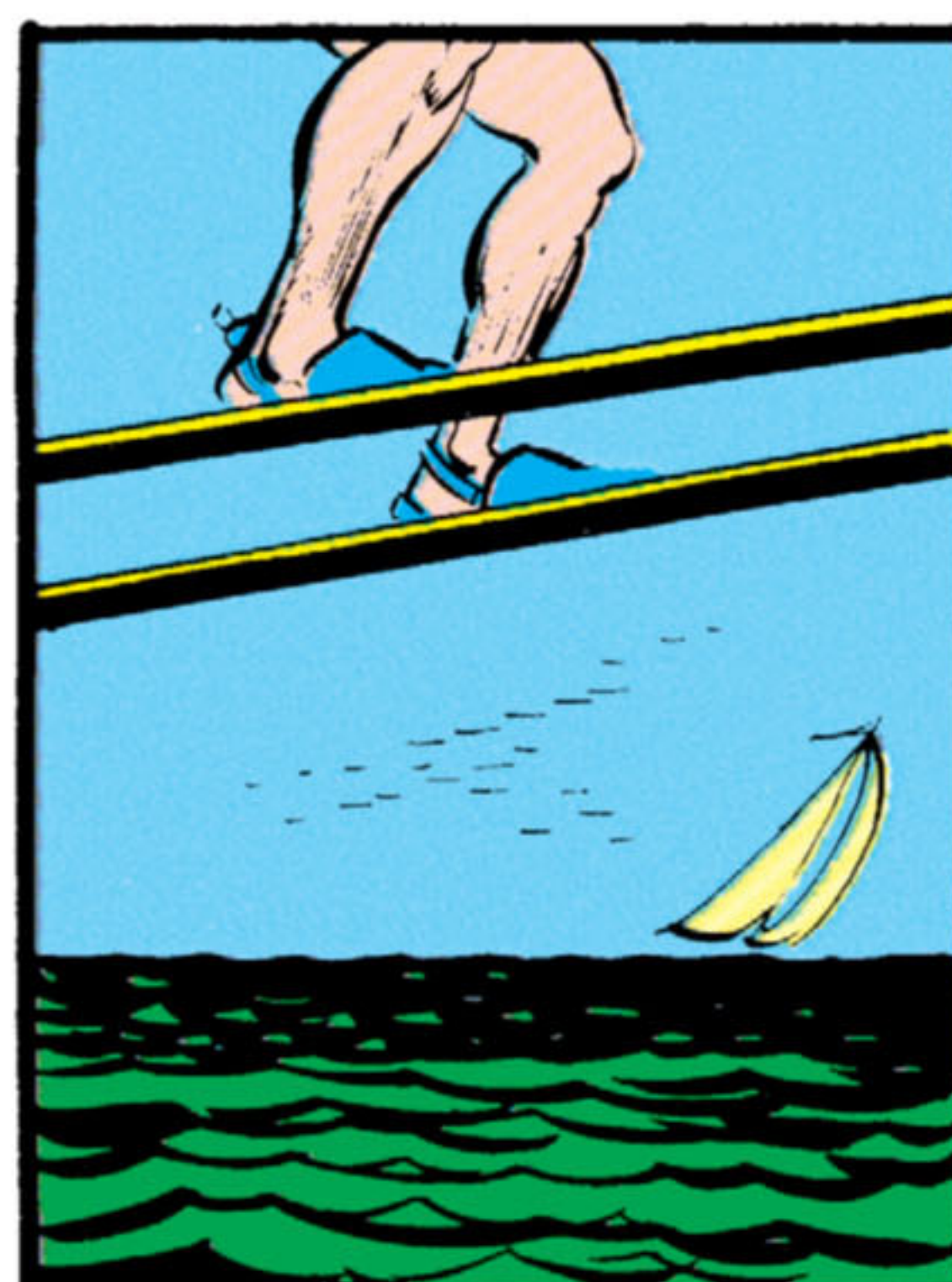
THE MAGIC SLOW MOTION CAMERA REVEALS THE TRUTH OF THE SITUATION!

FROM THE LEFT, OUR AQUAPLANER DESCENDS TOWARDS THE WATER!

POINT OF CONTACT...NOTE SPLASH BEGINNING TO RISE FROM SURFACE!

NOTE HOW MOMENTUM ACTUALLY FORCES BODY INTO THE WATER!

NOTE HOW DEEP THE MOMENTUM FORCES BODY INTO THE WATER!



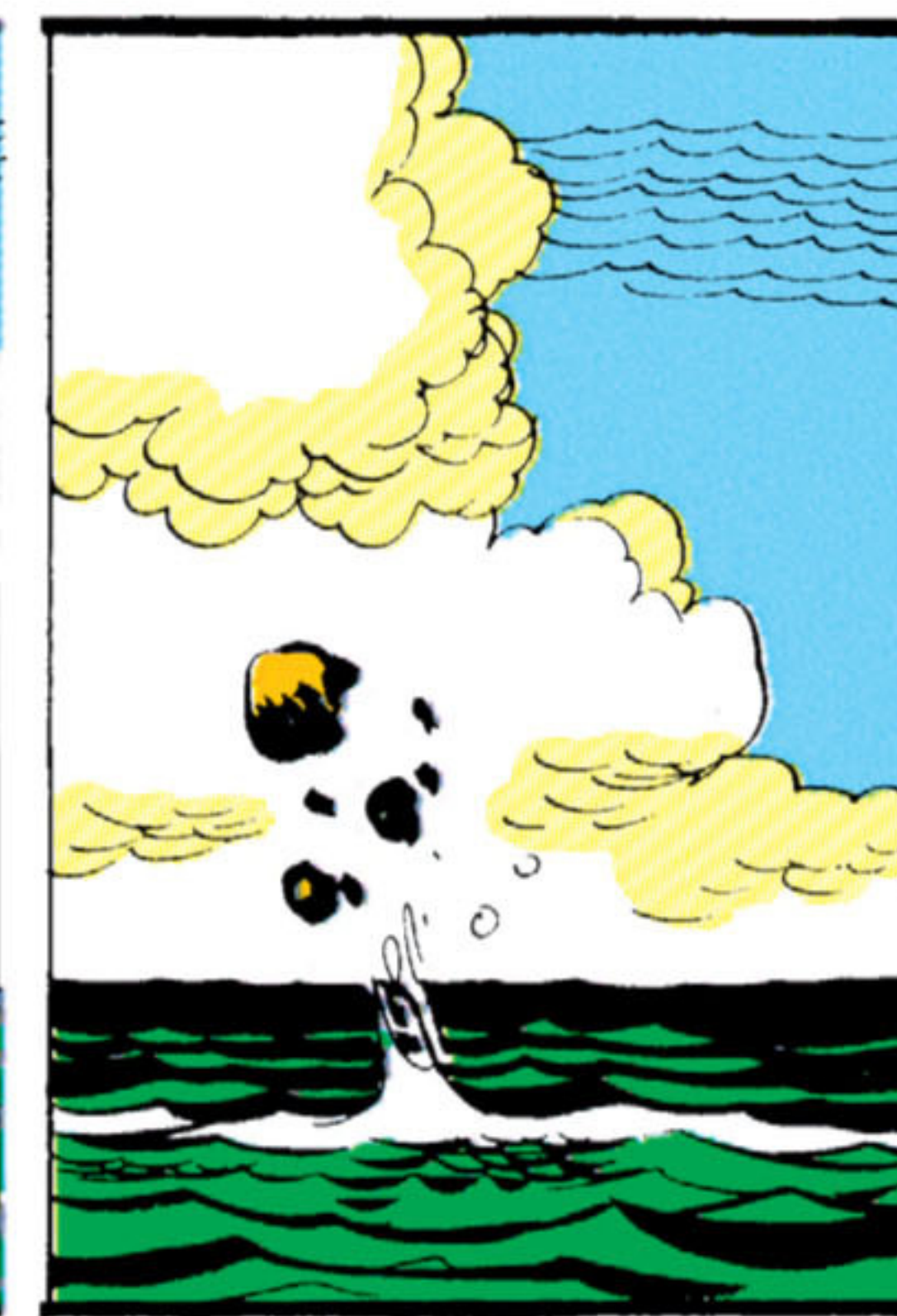
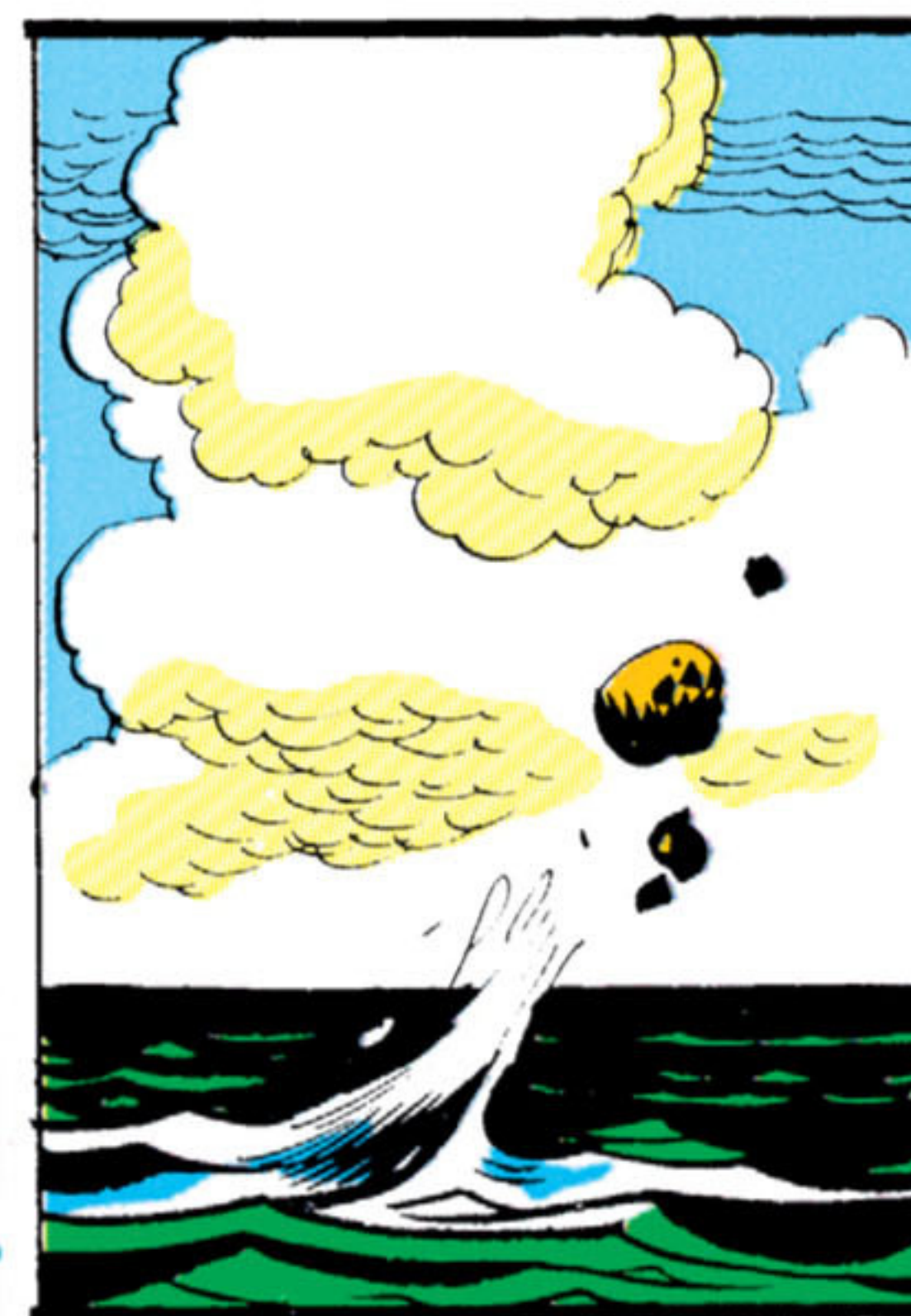
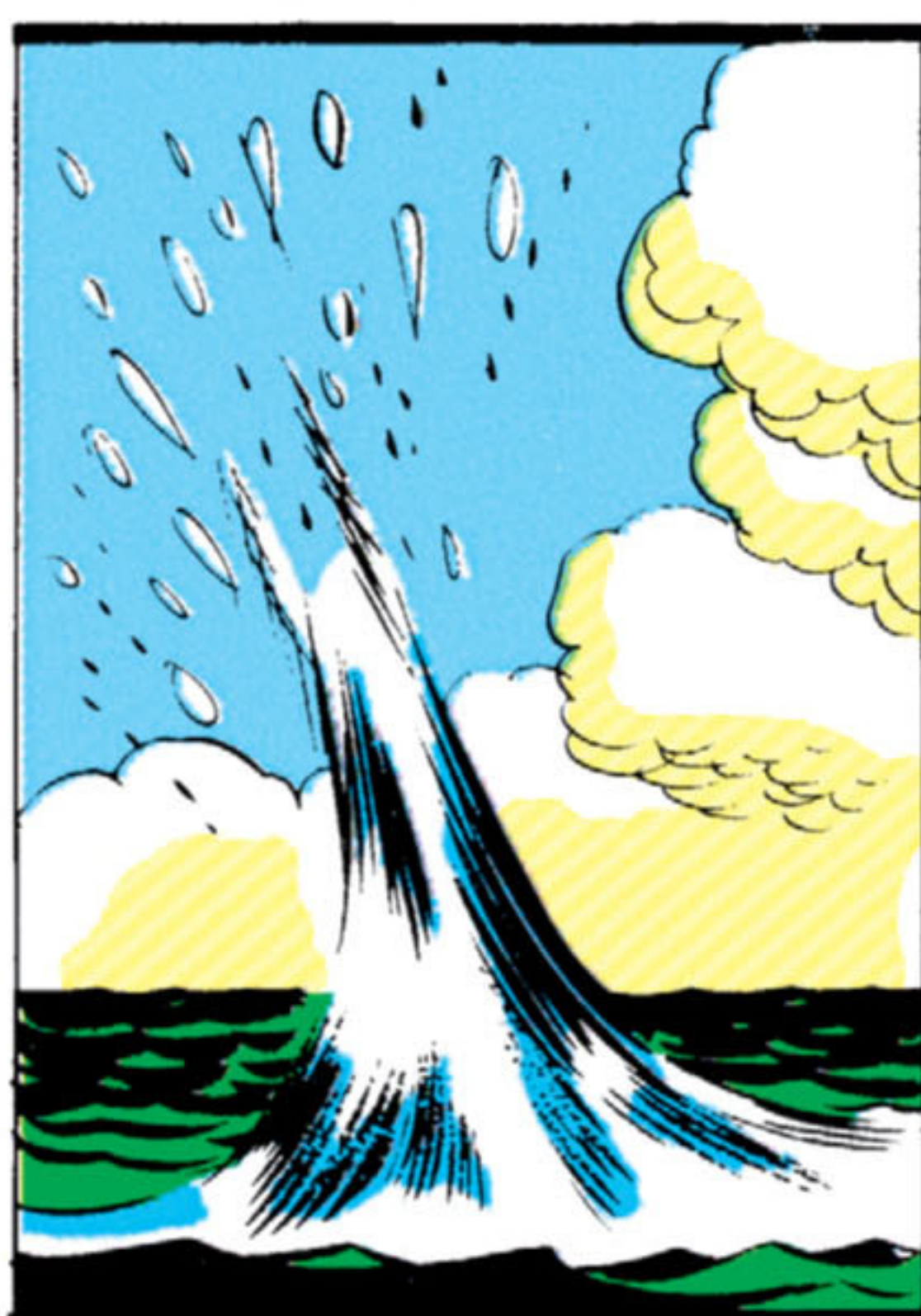
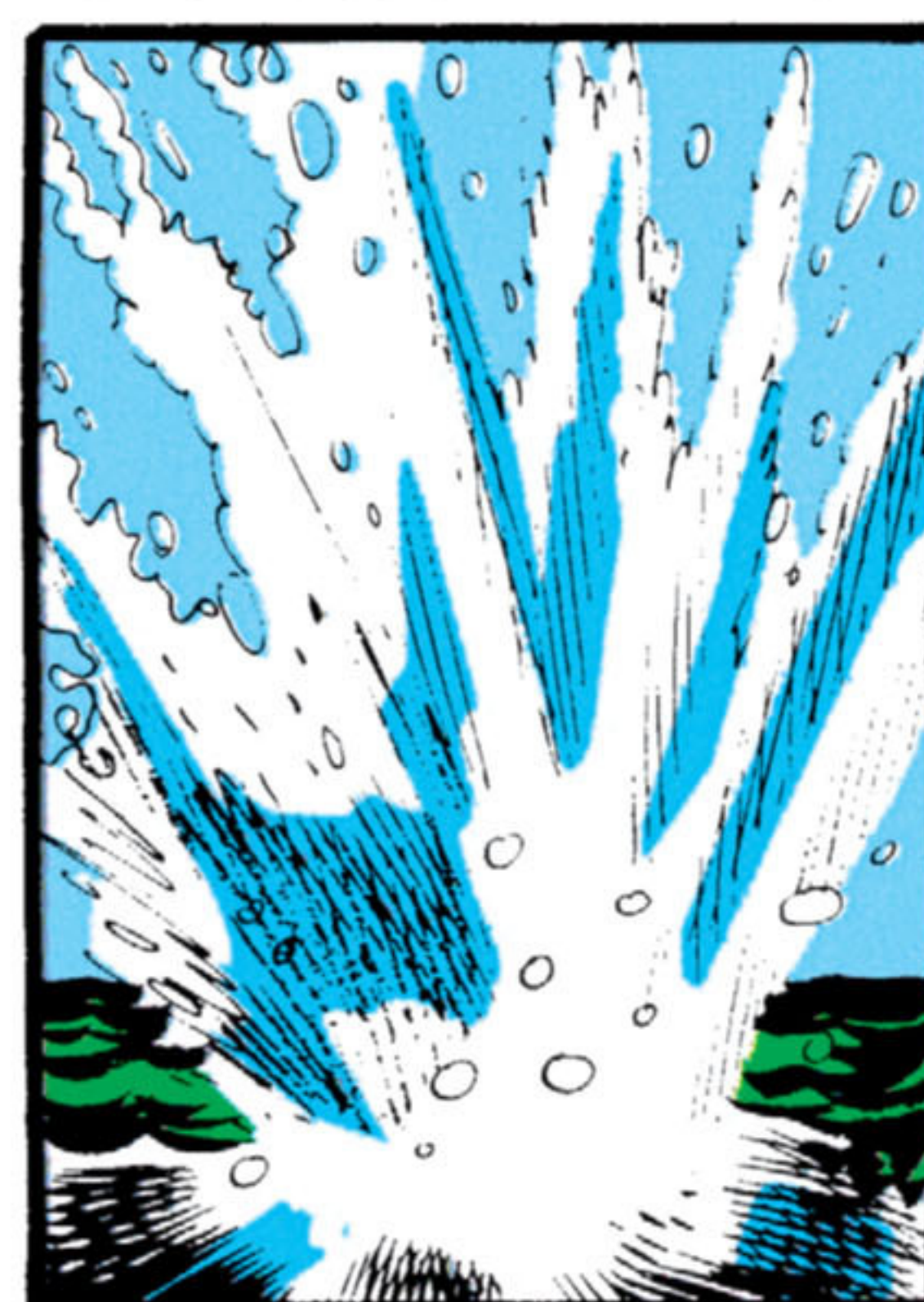
NOTE IN FACT HOW THE BODY GOES **COMPLETELY** UNDER WATER...

NATURALLY... ALL THIS HAPPENS SO FAST THE NORMAL EYE MISSES IT!

...I MEAN, IT MAY LOOK SLOW IN SLOW MOTION... ACTUALLY IT'S FAST!

...ACTUALLY, THE BODY TAKES A FRACTION OF A SECOND TO BOB UP!

...THIS IS ACTUALLY ALL HAPPENING IN A FRACTION OF A SECOND...



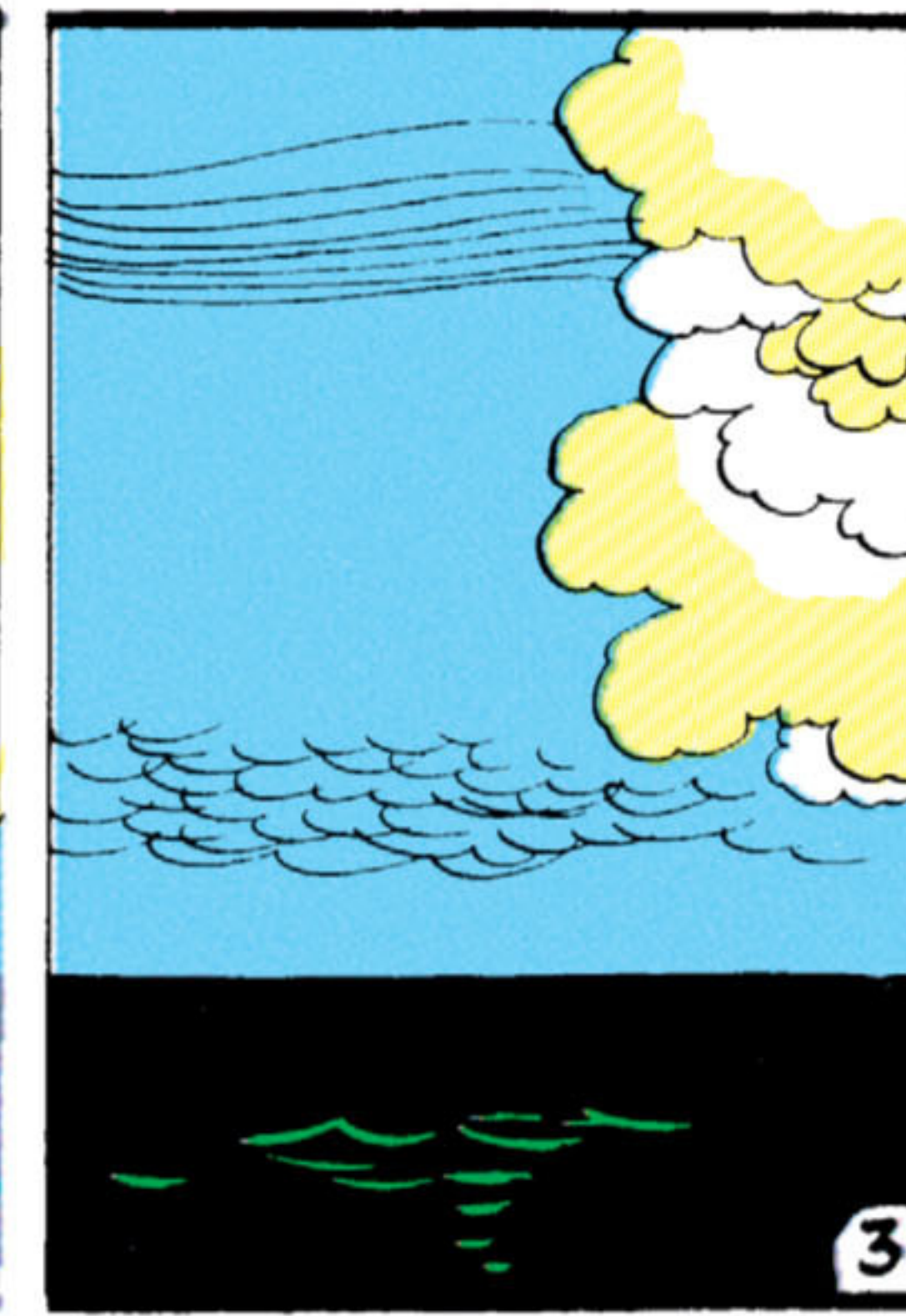
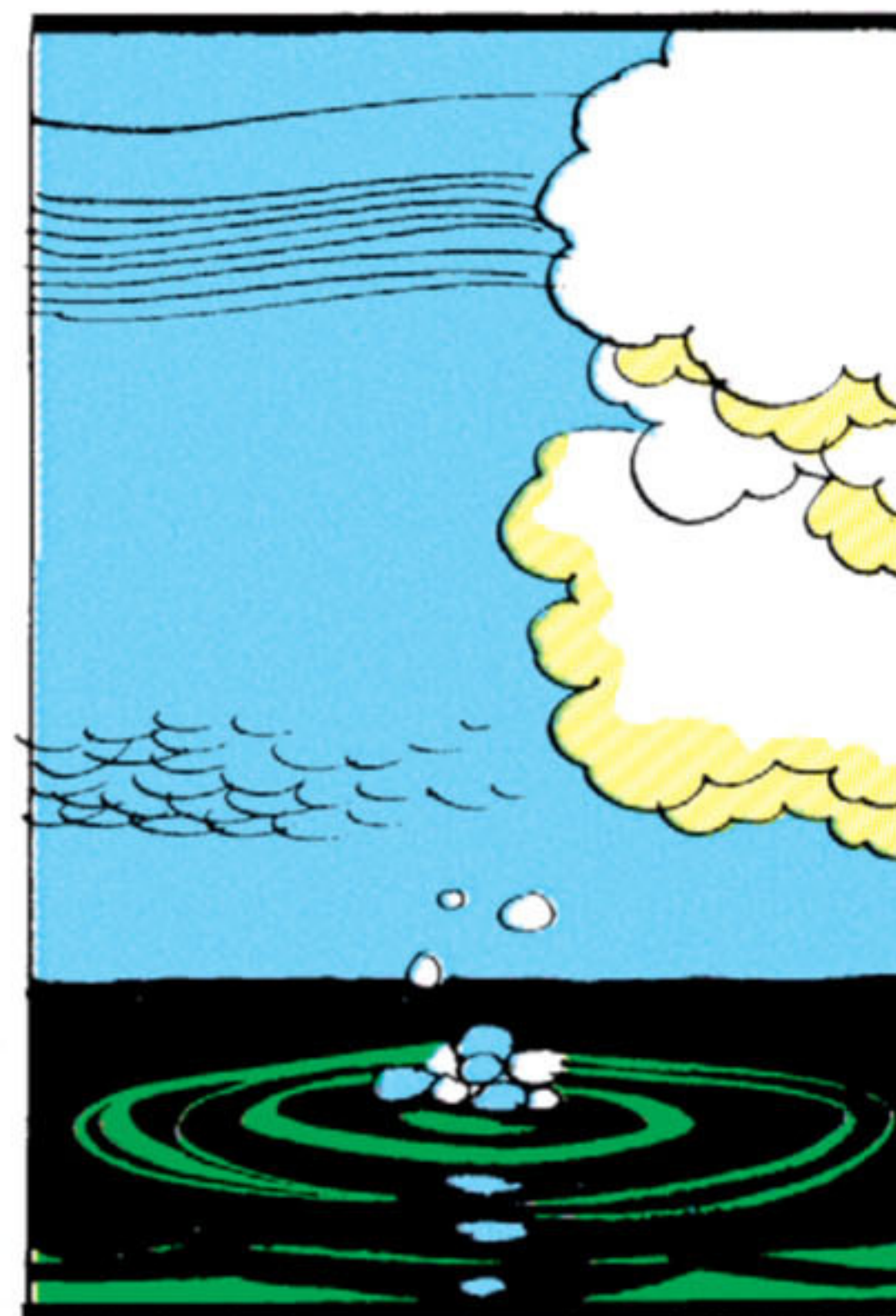
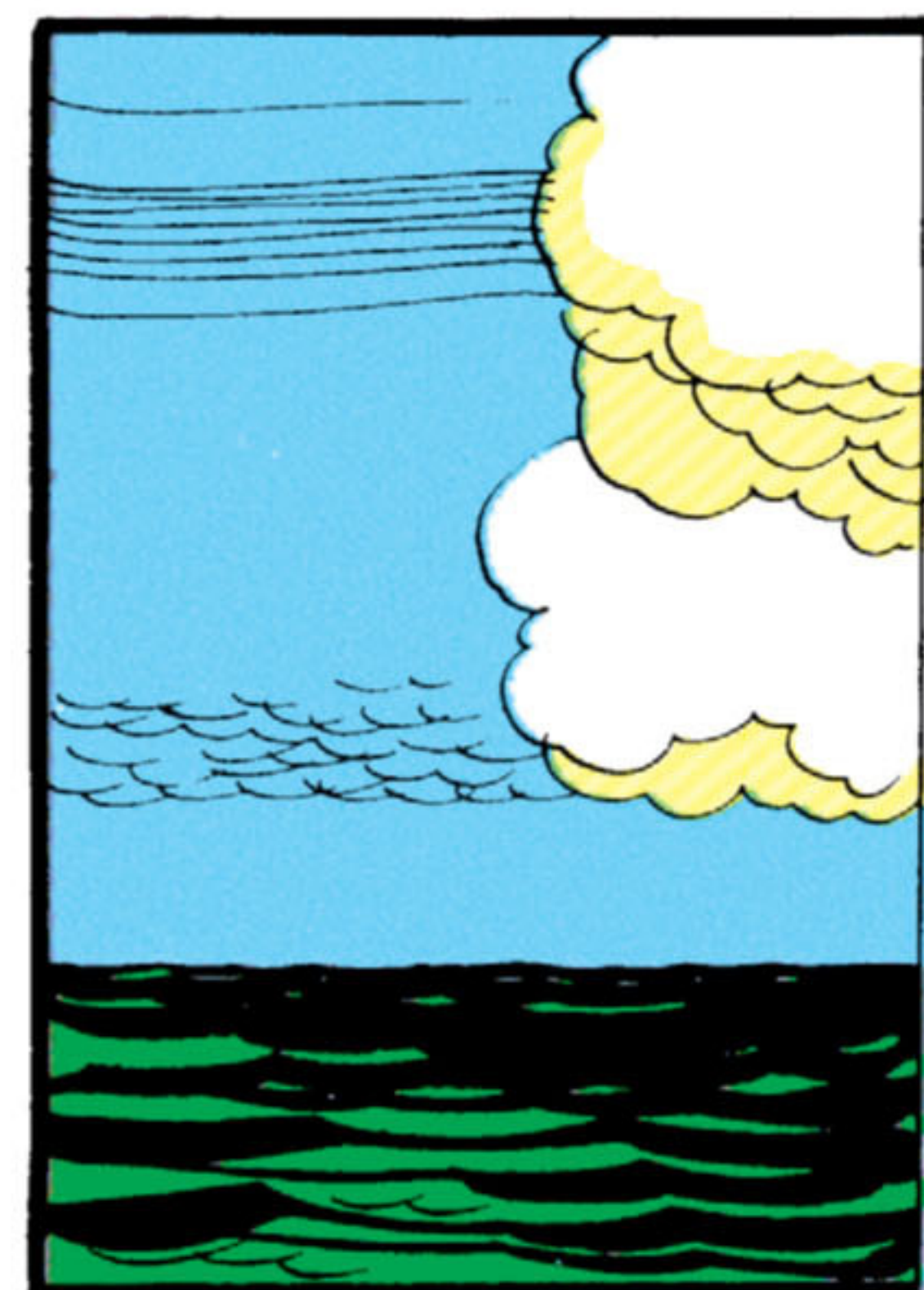
DON'T FORGET...THIS IS ACTUALLY A SLOW MOTION PICTURE...

...AND ANY SECOND, THE BODY WILL COME TO THE SURFACE ACTUALLY...

...ANY SECOND, TO THE SURFACE WILL ACTUALLY THE BODY COME...

...WELL HOW DO YOU LIKE THAT?...TSK TSK TSK!

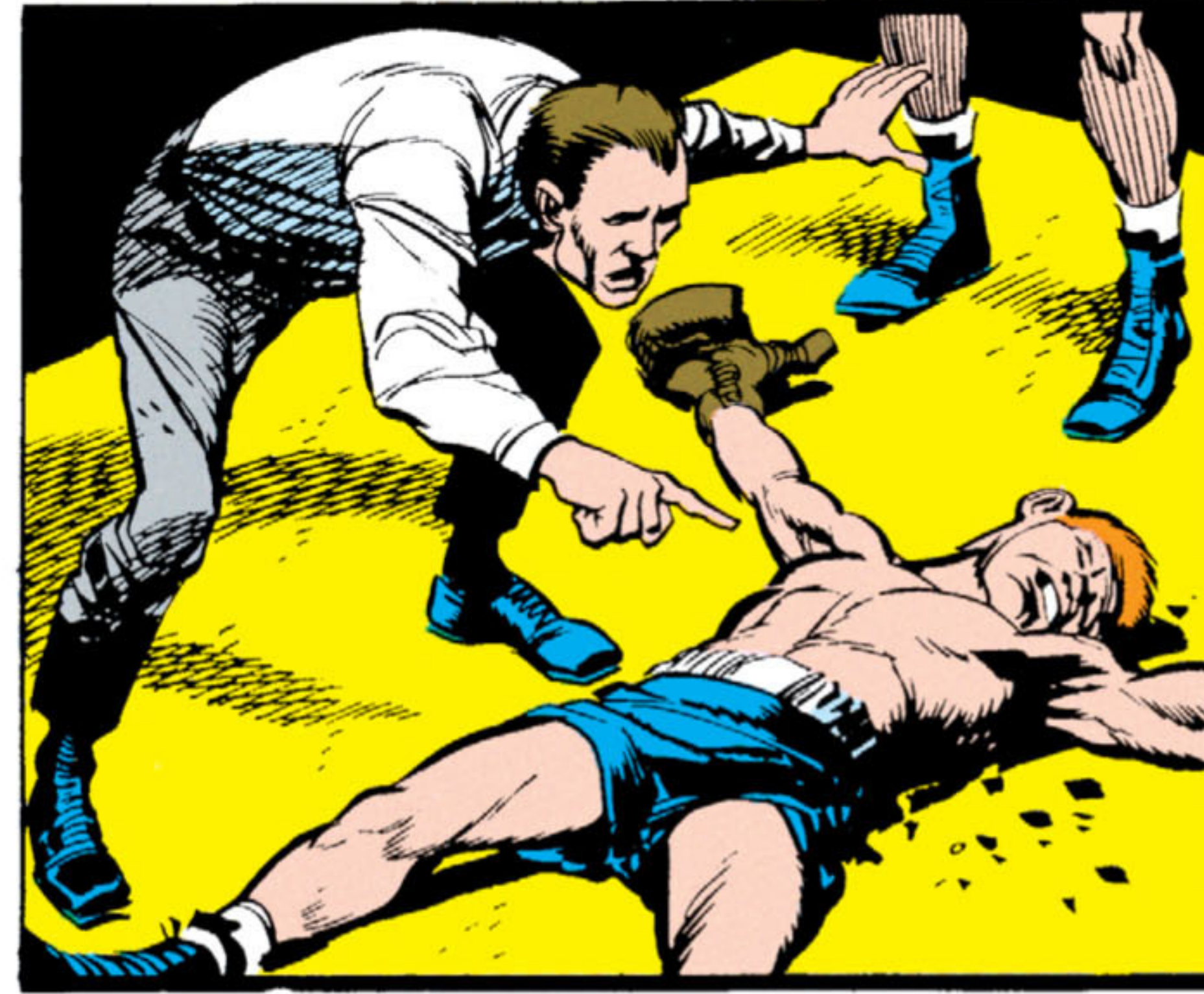
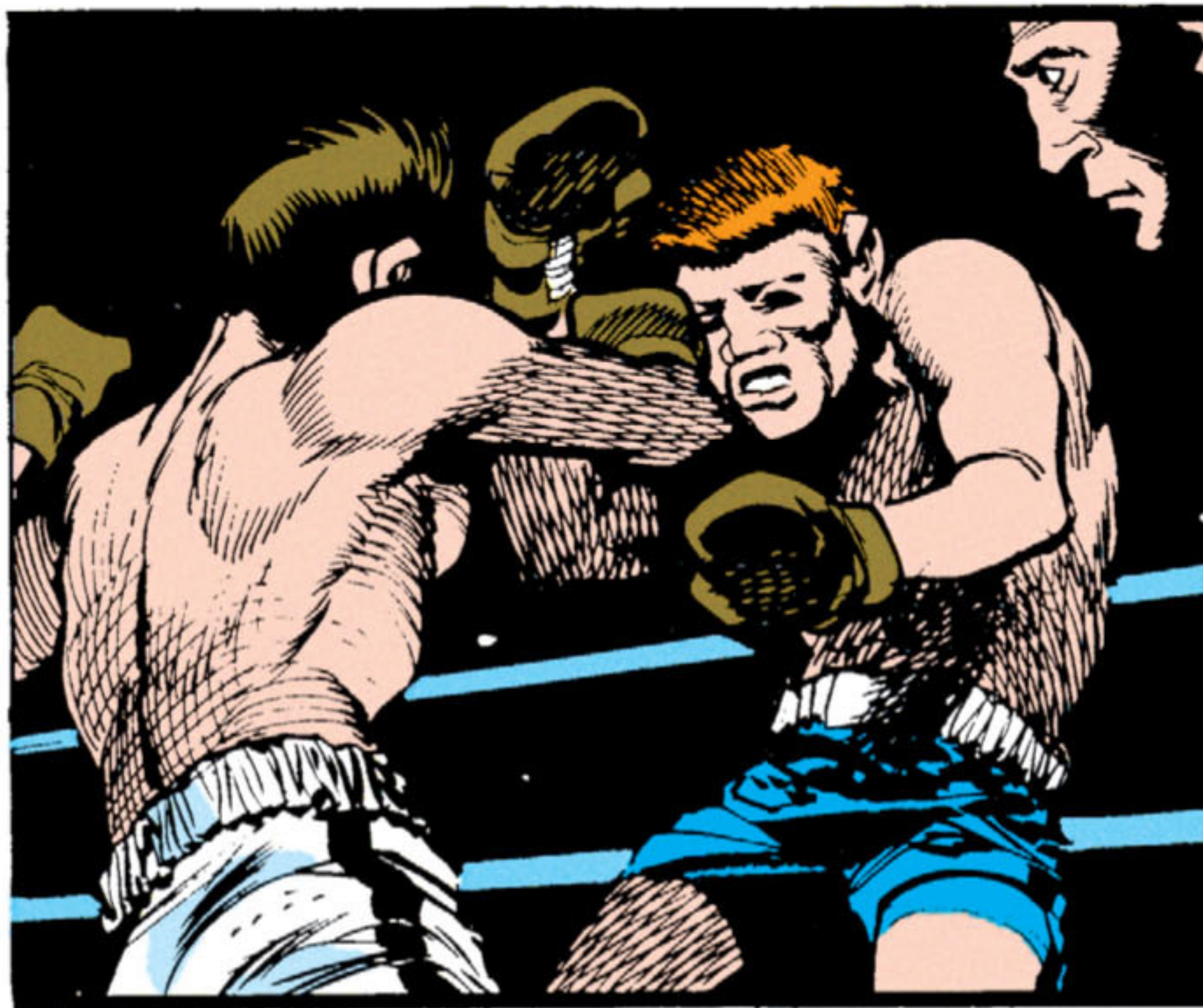
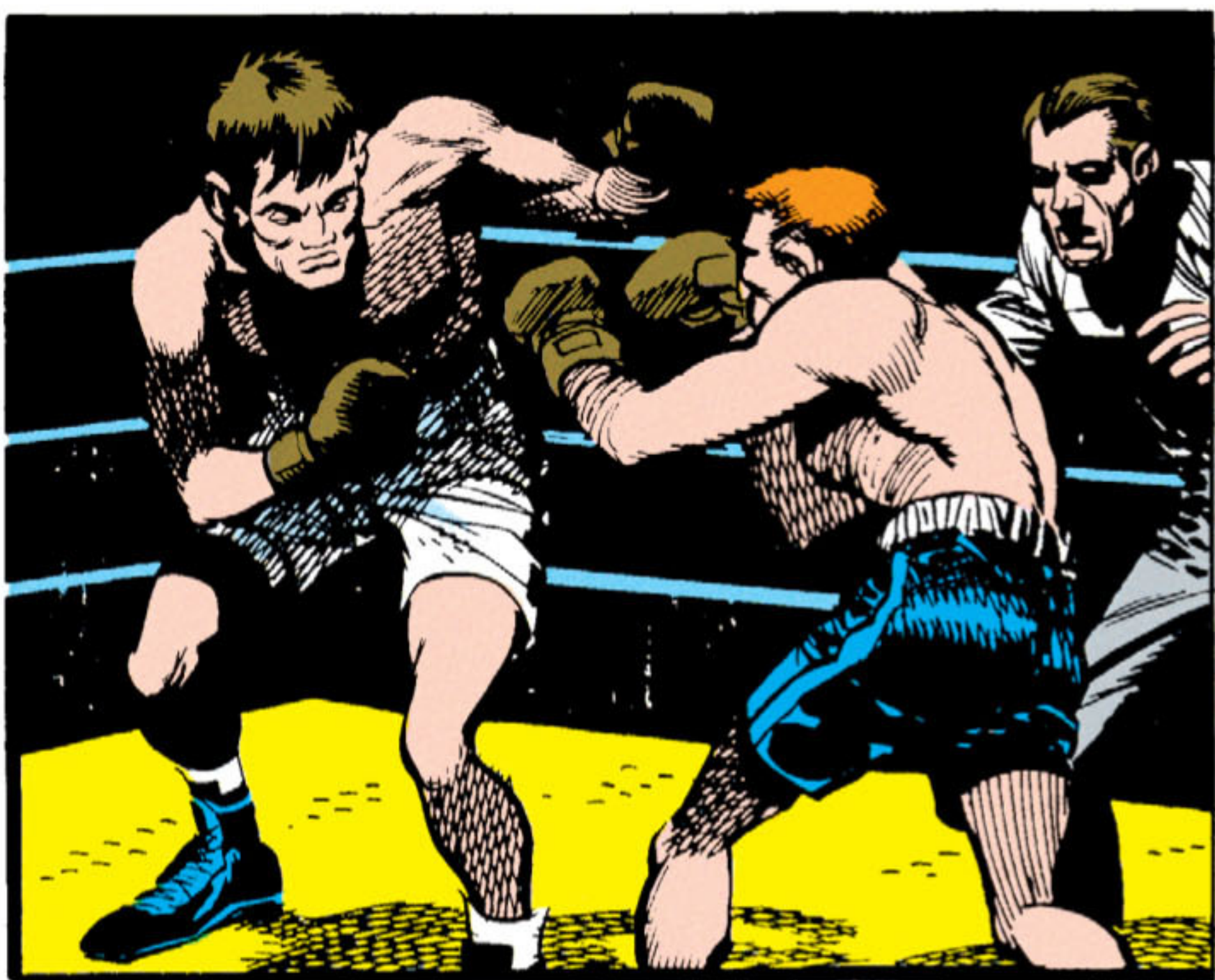
BY GEORGE... THE BOAT BY MISTAKE WENT INTO THE SHALLOWS!



BOXING: TO THE NORMAL EYE, BOXING IS NEVER EXCITING LIKE WRESTLING OR ROLLER DERBIES!

TO THE NORMAL EYE, A JAB MAY LOOK WEAK!... TO THE NORMAL EYE, A BLOW MAY LOOK HARMLESS!

...HOWEVER...IF YOU GOT SUCH A BLOW TO YOUR NORMAL EYE, BOY **WOULD YOU** BE FARSHIMMELT...



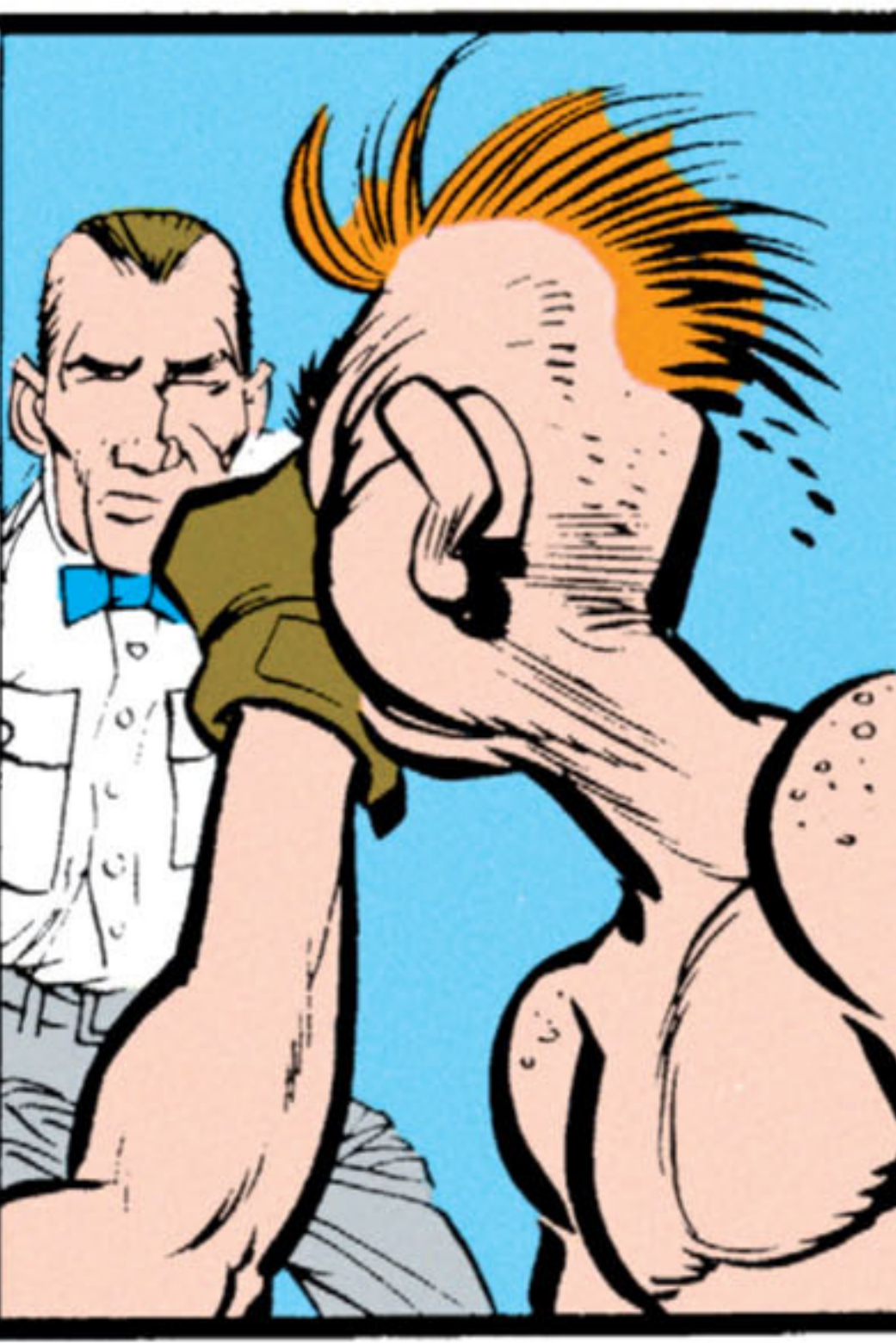
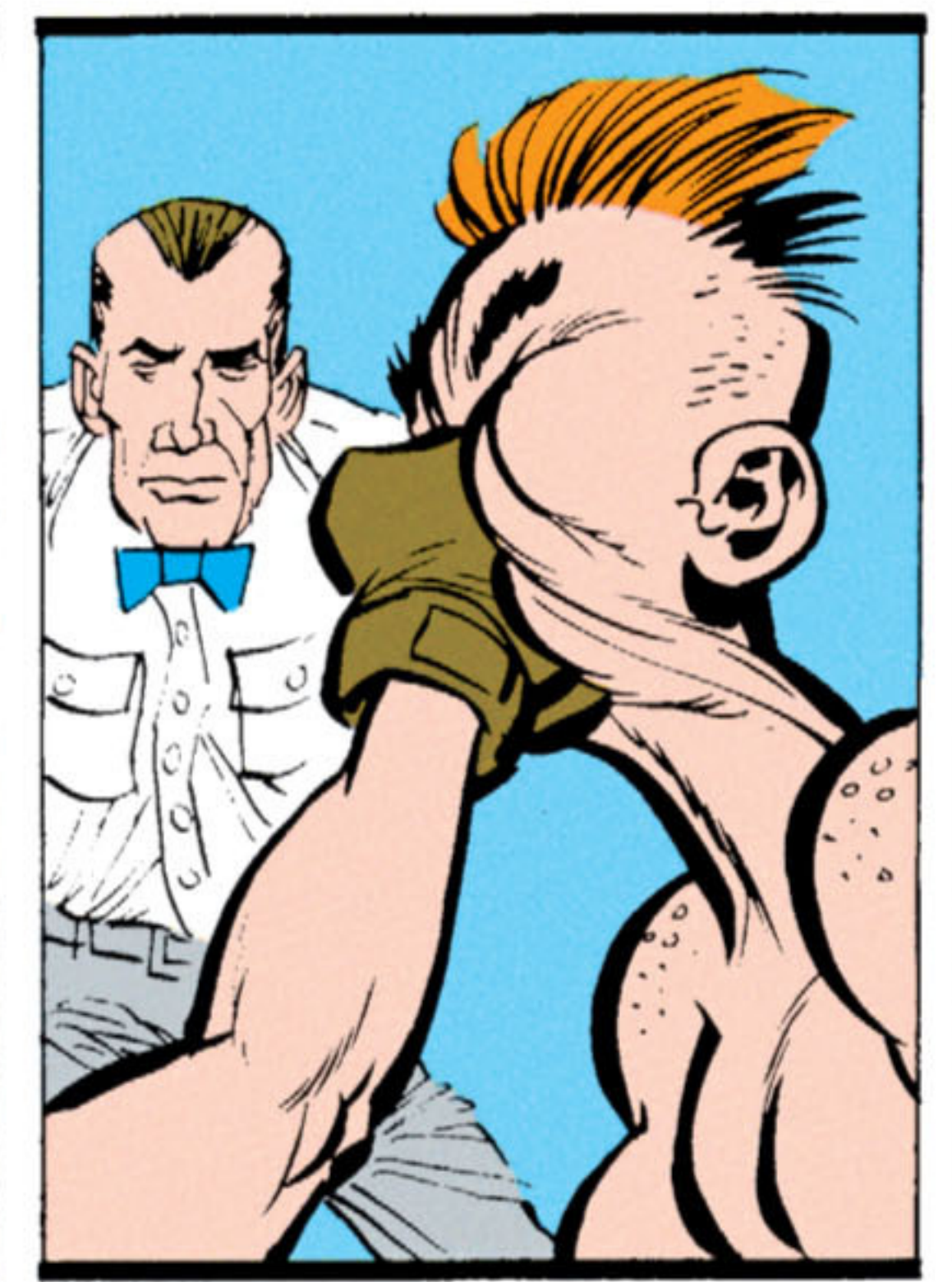
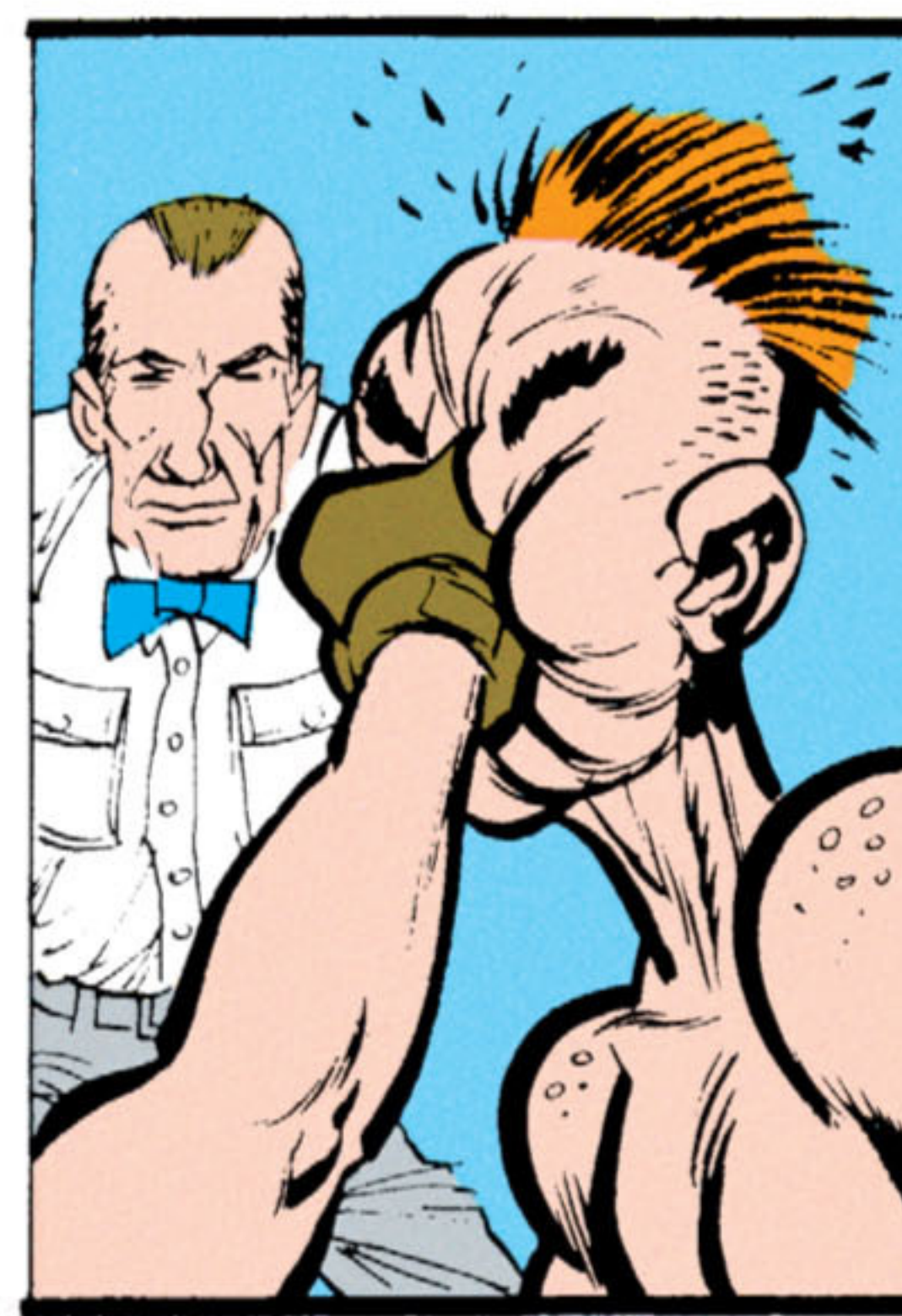
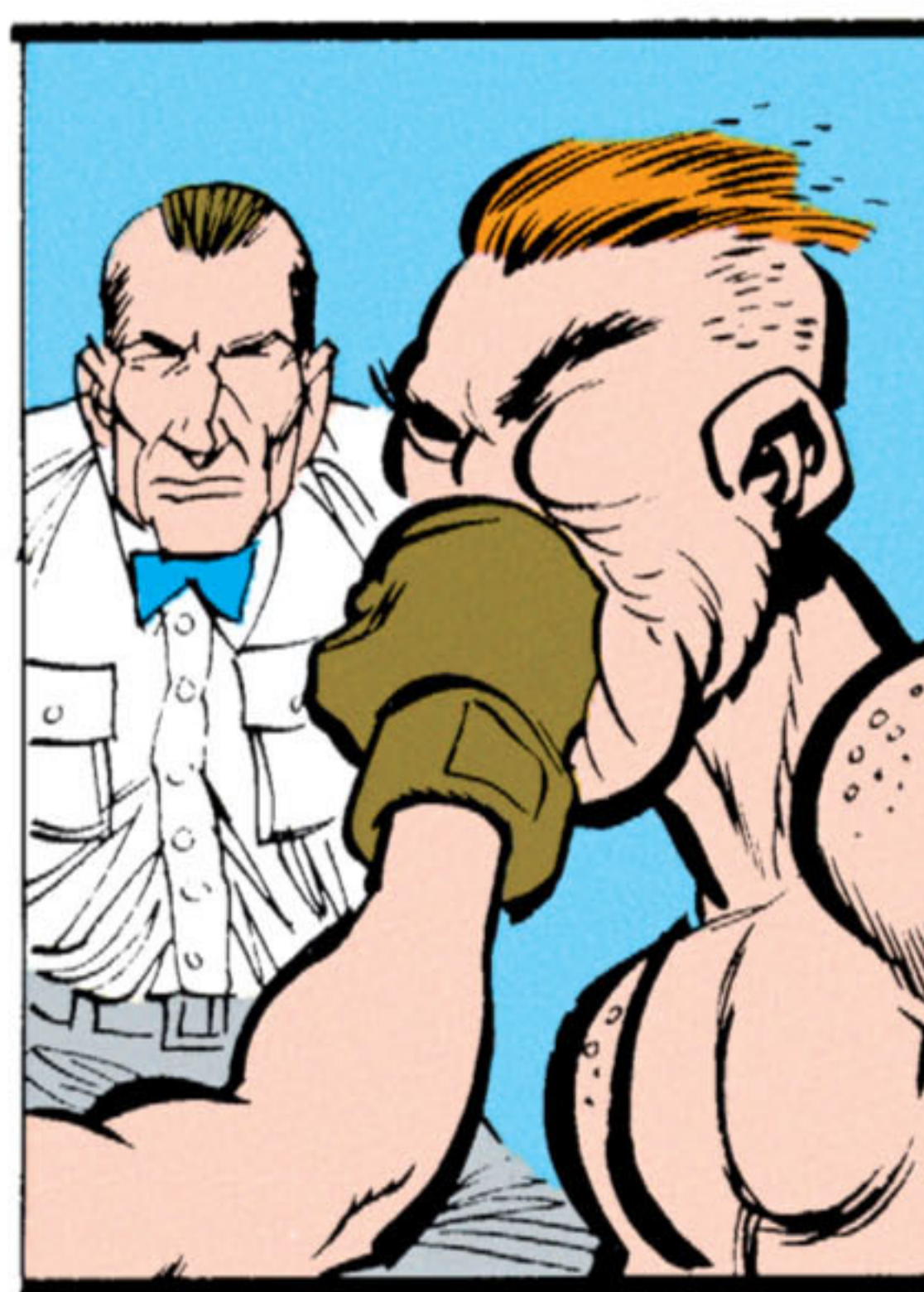
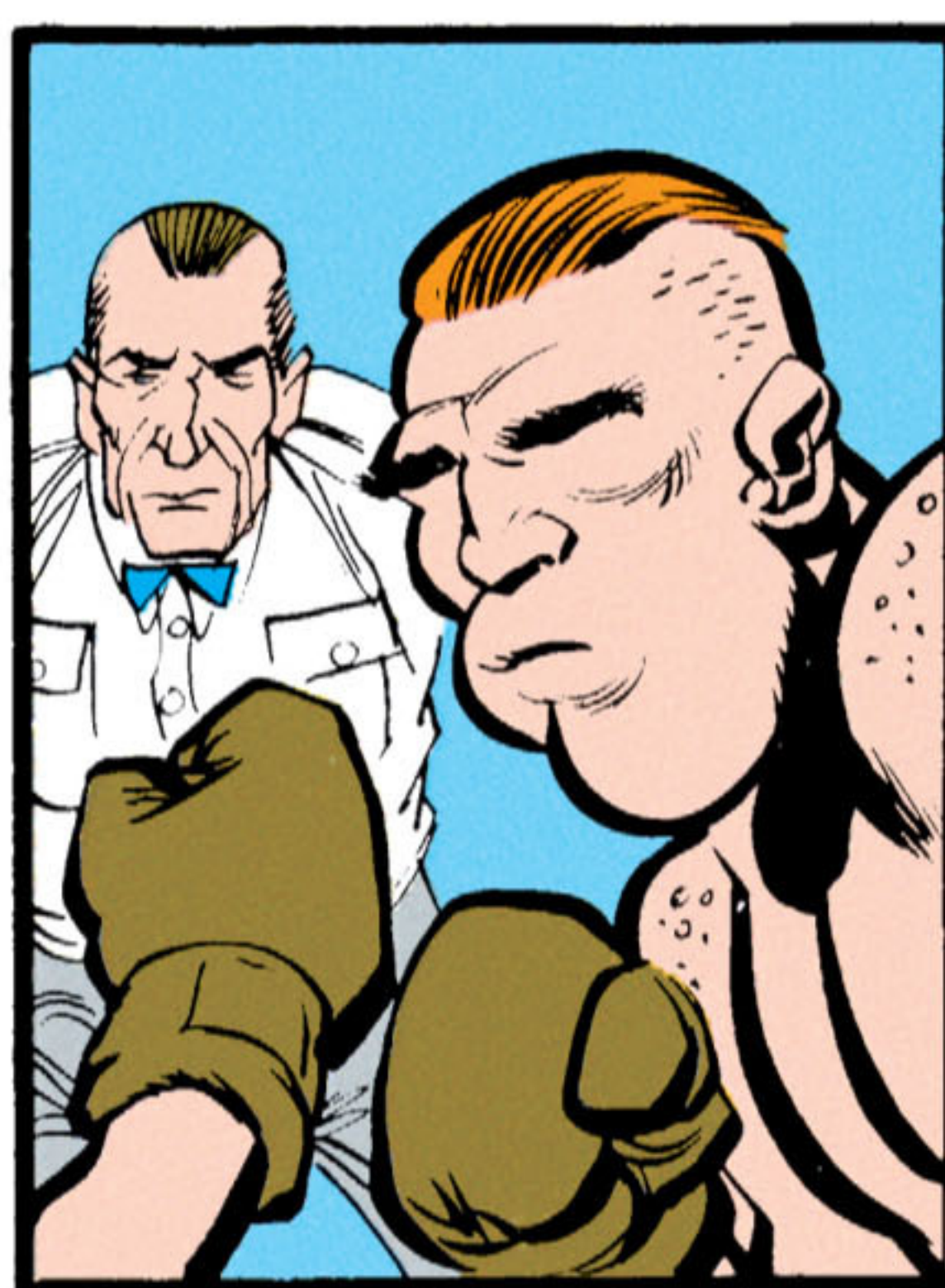
OF CUSS, THE MAGIC SLOW-MOTION CAMERA SHOWS YOU WO HOPPEN!

HERE THE SEEMINGLY SHORT JAB MAKES CONTACT WITH THE FACE!

...HERE WE SEE THE GLOVE BEGINNING TO SINK INTO THE FLESH!

... BEING A "RIGHT CROSS," HERE WE SEE THE FACE BEING PULLED TO THE LEFT!

... NOTE HOW THE FACE COMPRESSES TO HALF ITS WIDTH!



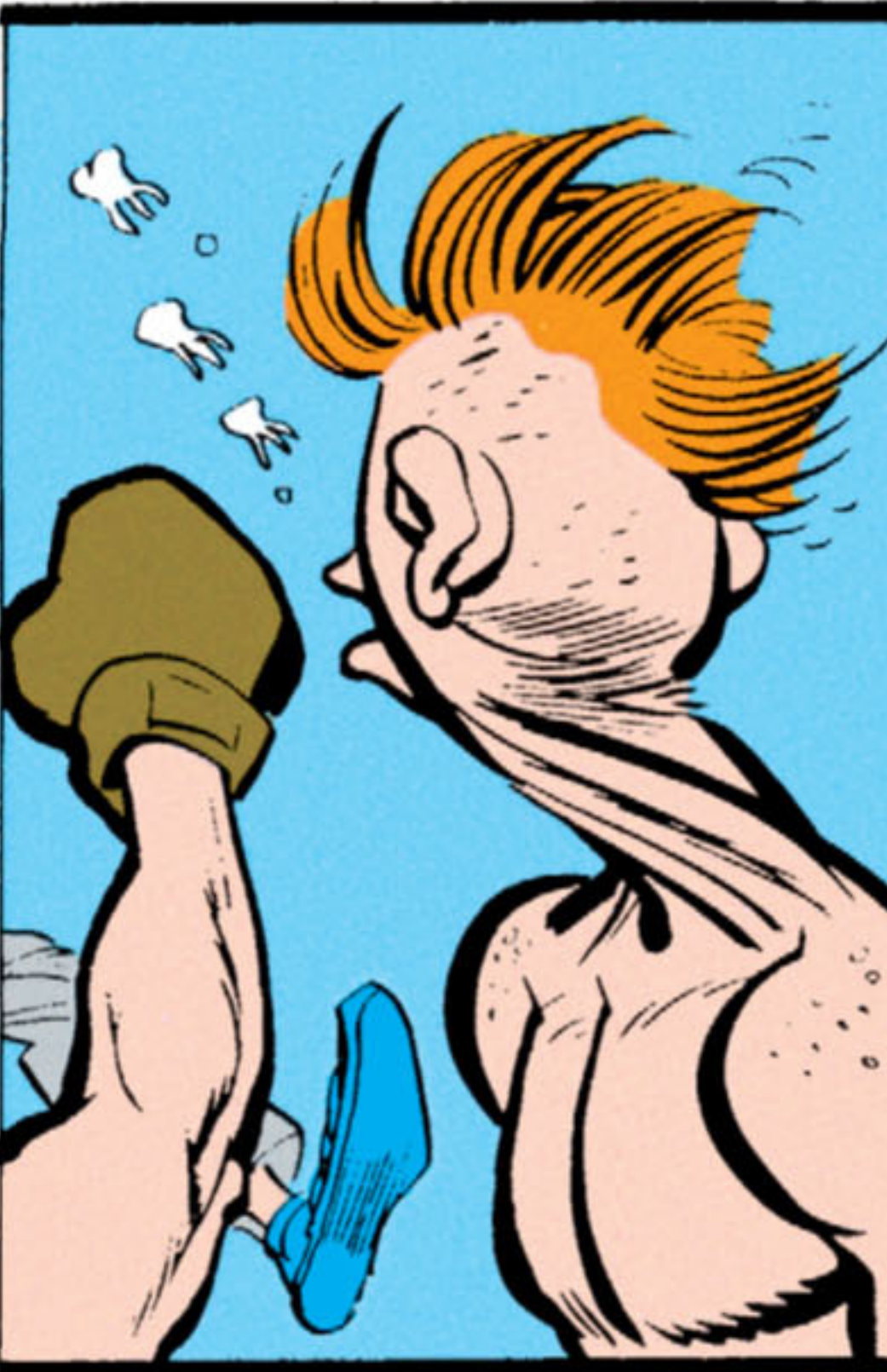
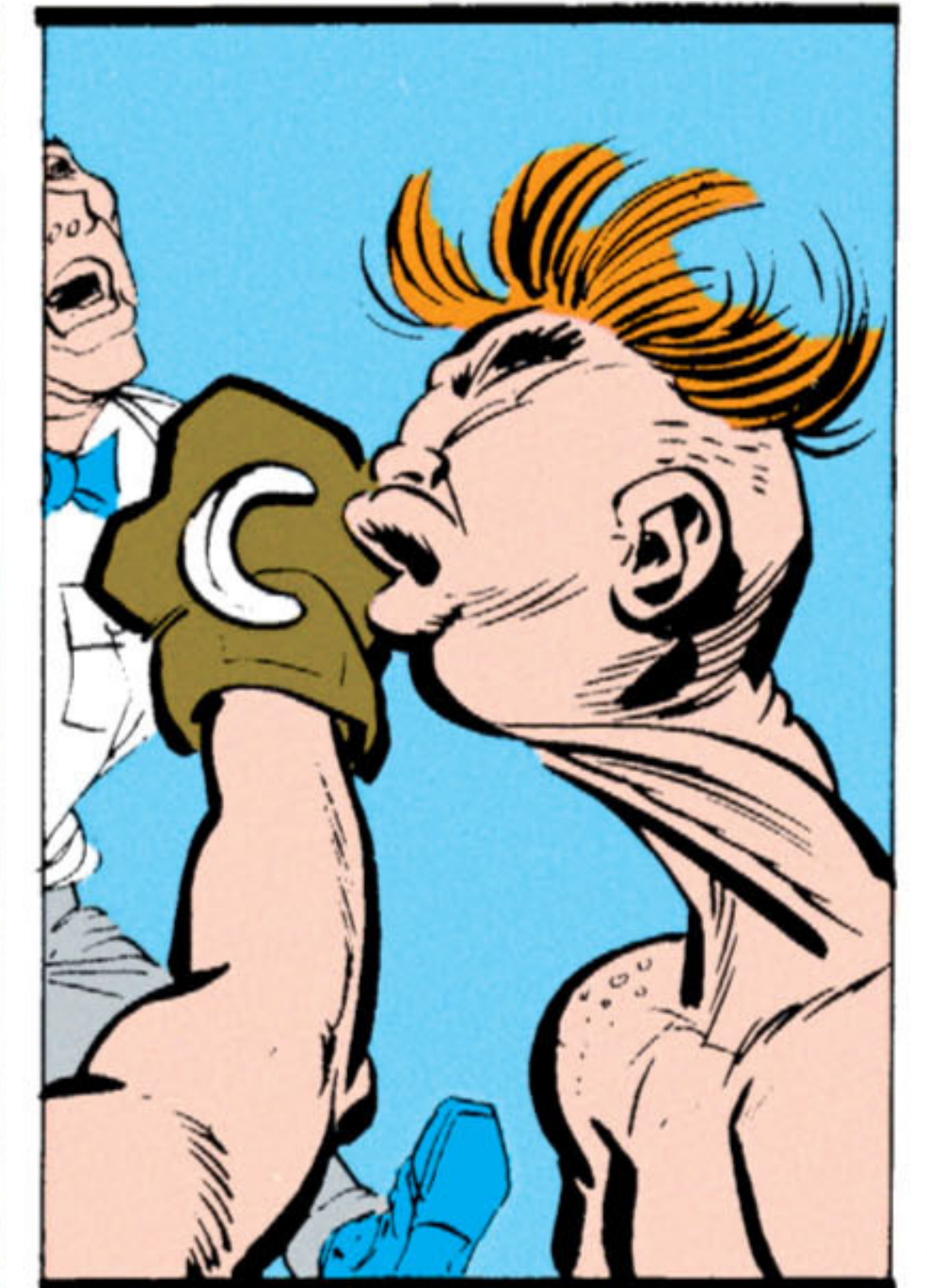
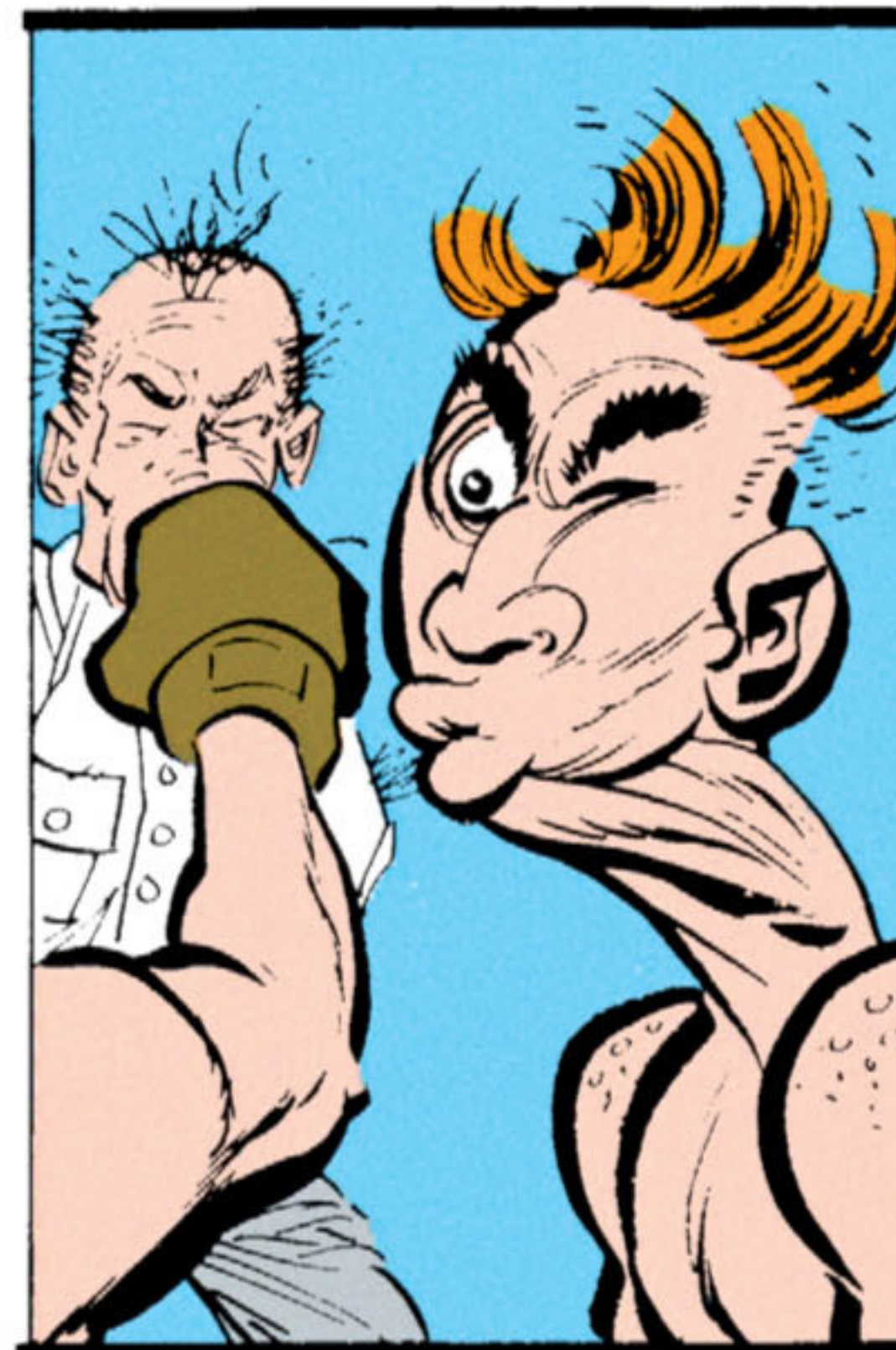
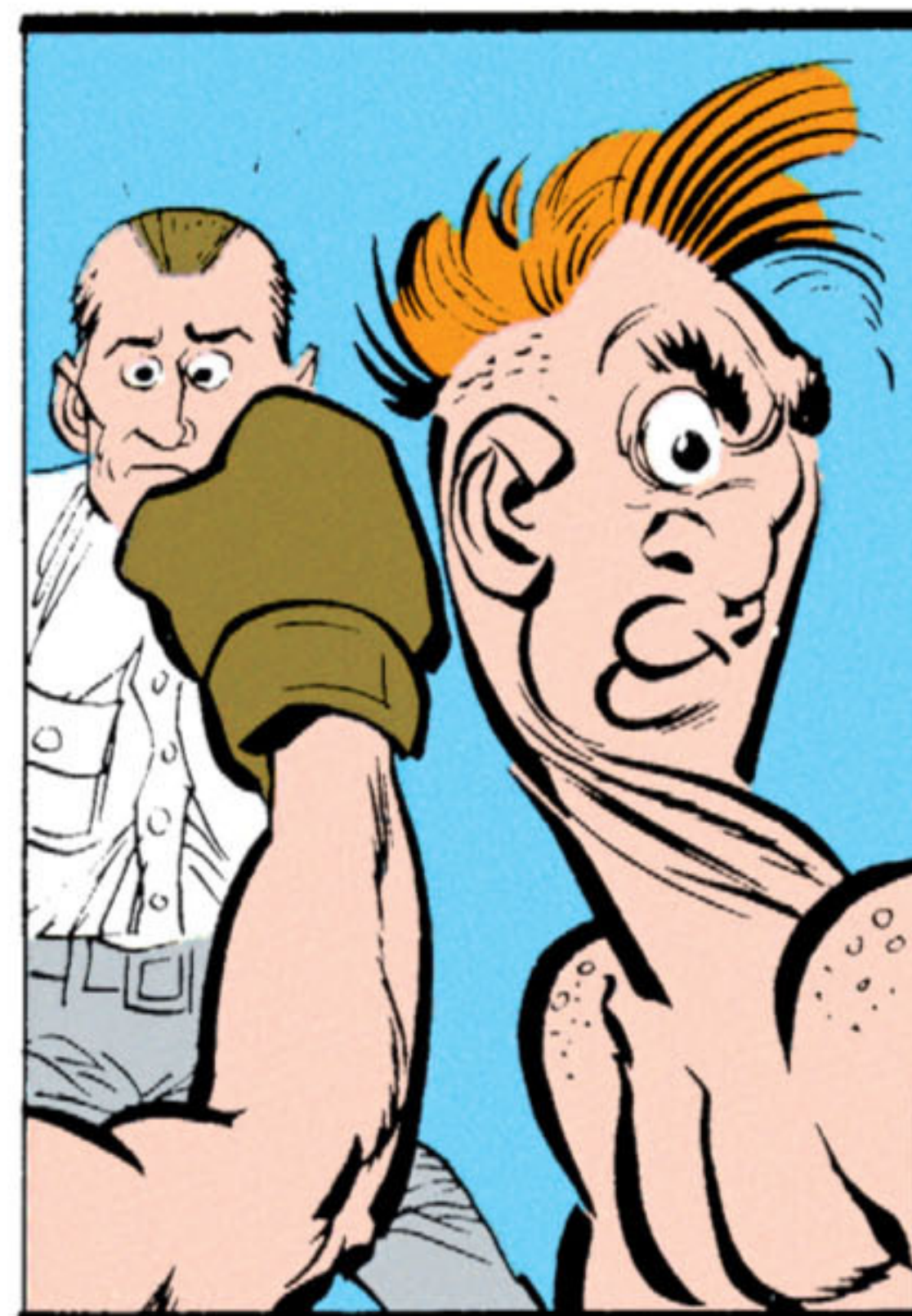
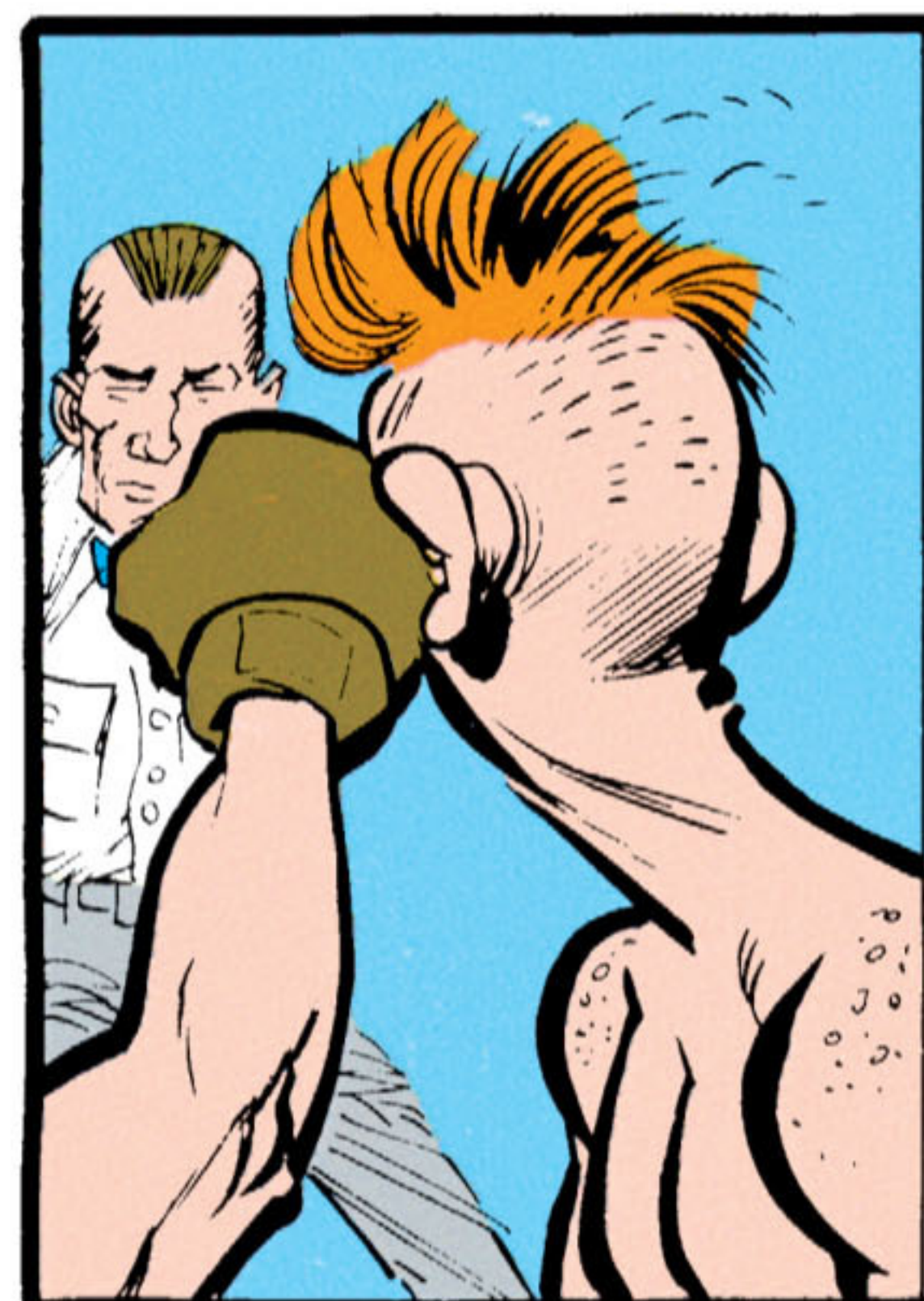
... HERE THE GLOVE LEAVES THE FACE IN ITS LEFTWARD JOURNEY!

...NOTE THE POPPING SOUND WITH WHICH THE FACE RESUMES ITS SHAPE!

...NOTE THAT THE HEAD IS STILL SPINNING FROM THE BLOW!

...NOTE THE MOUTHPIECE EMERGING FROM THE FORCE OF THE BLOW!

...NOTE HOW SOME TEETH FOLLOW THE MOUTHPIECE IN QUICK SUCCESSION!



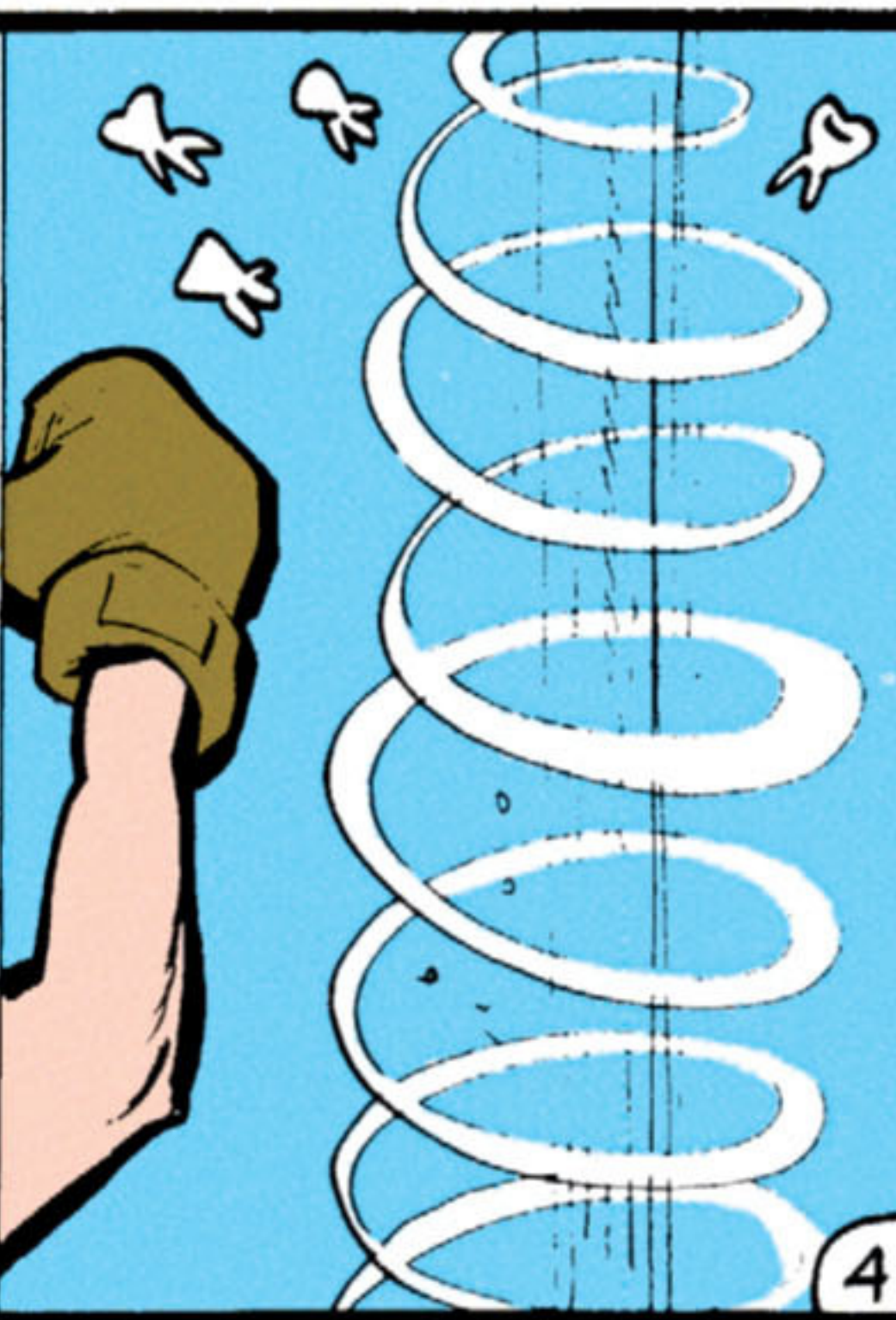
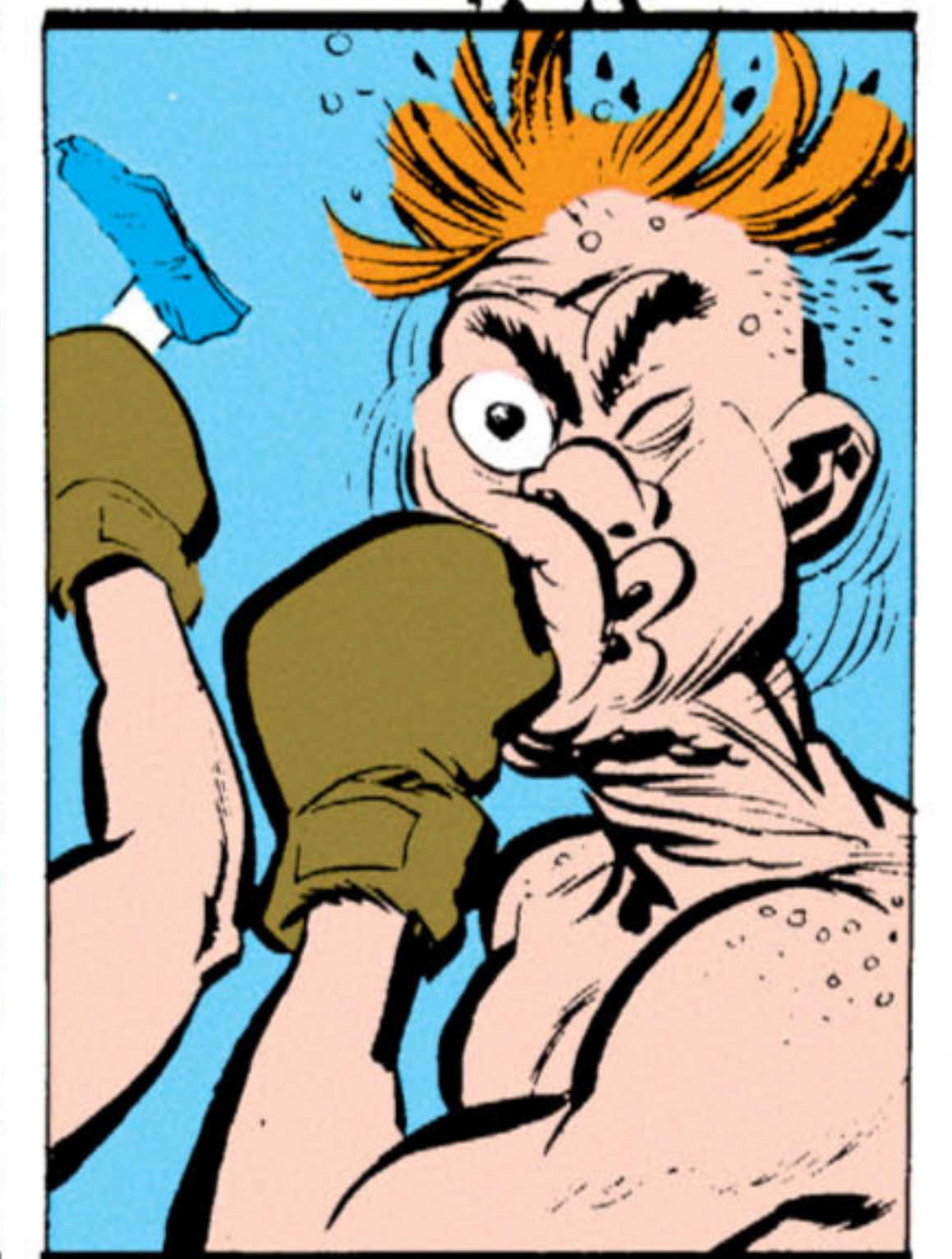
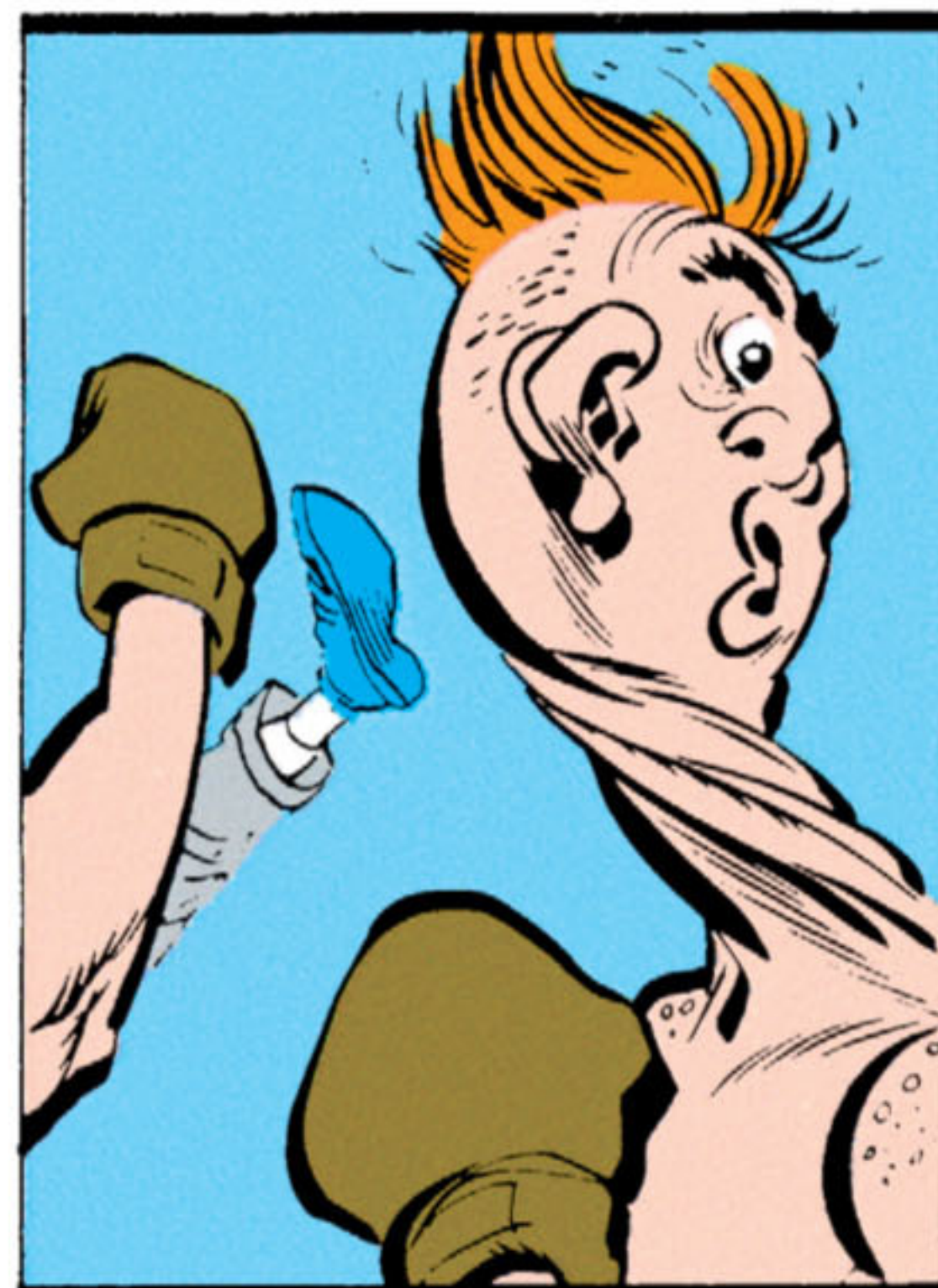
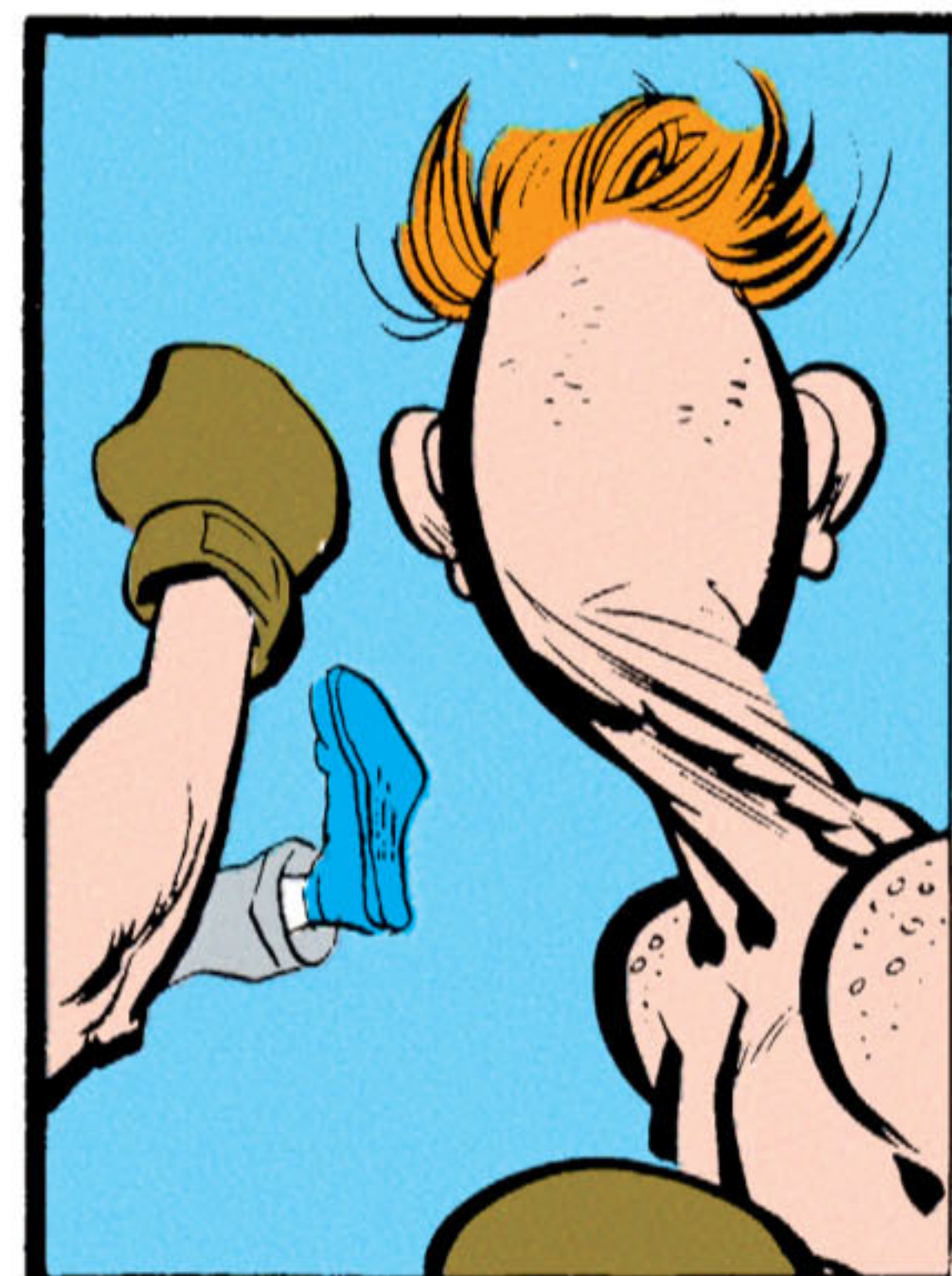
... AND NOW WATCH HOW THE KNOCKOUT **REALLY** COMES ABOUT!

...NOTE HOW THE LEFT ARM IS ACCIDENTALLY BEING RAISED IN DEFENSE!

...NOTE THE HEAD, STILL TURNING FROM THE FORCE OF THE BLOW...

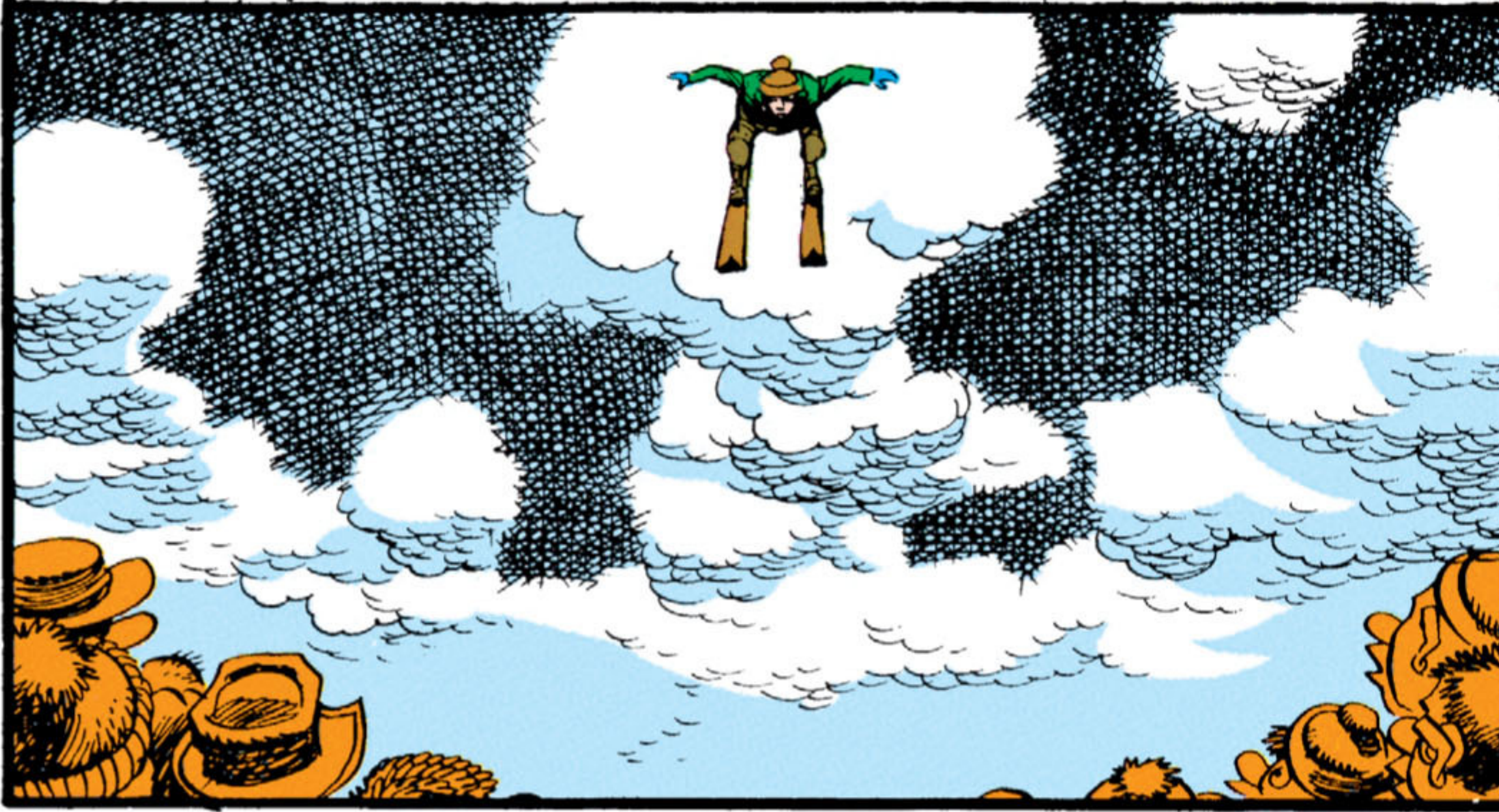
...SMASHES ACCIDENTALLY INTO THE UPRAISED GLOVE, CAUSING KNOCKOUT!

...AND FINALLY NOTE HOW THE AIR IS FILLED WITH REMAINING TEETH!



SKIING: TO THE NORMAL, AMERICAN EYE, WE THINK NOTHING OF SEEING THE SKIER FLY THROUGH THE AIR AND FALL HUNDREDS OF FEET!

...WE THINK NOTHING OF SEEING HIM LAND IN A BIG FLURRY OF SNOW!... LITTLE DO YOU KNOW WHAT THINGS GO ON IN THAT BIG FLURRY OF SNOW!



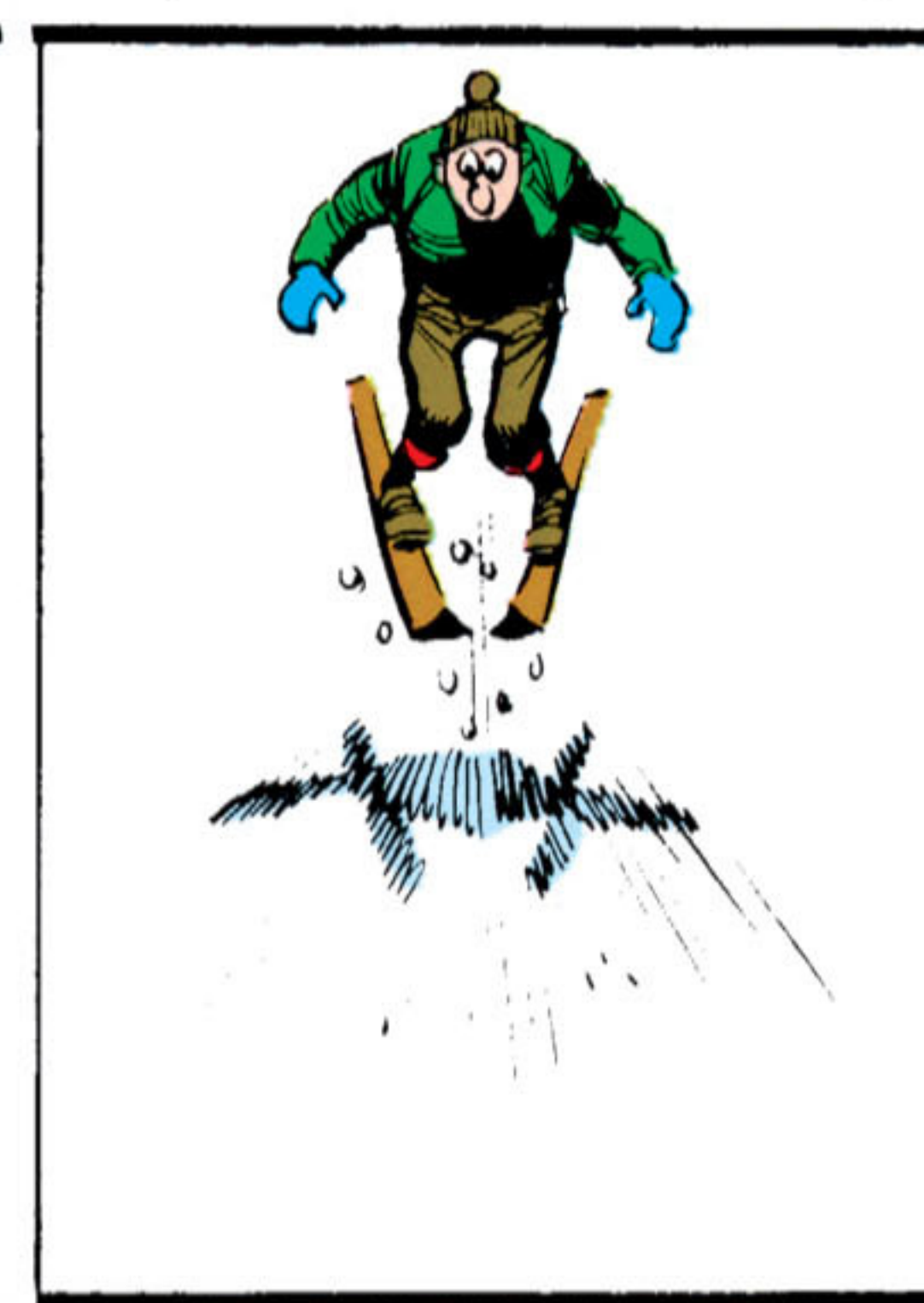
THE FURSHLUGGINER SLOW-MOTION CAMERA HAS ALL THE ANSWERS!

...HERE, AFTER DESCENDING, OUR SKIER MAKES CONTACT WITH GROUND...

... THIS PARTICULAR SKIER HAS MADE VERY FAULTY LANDING!

...HERE, SKIER, BECAUSE OF FAULTY LANDING, LEAVES GROUND!

...HERE SKIER REACHES APEX OF FIRST BOUNCE AND IS READY TO DESCEND!



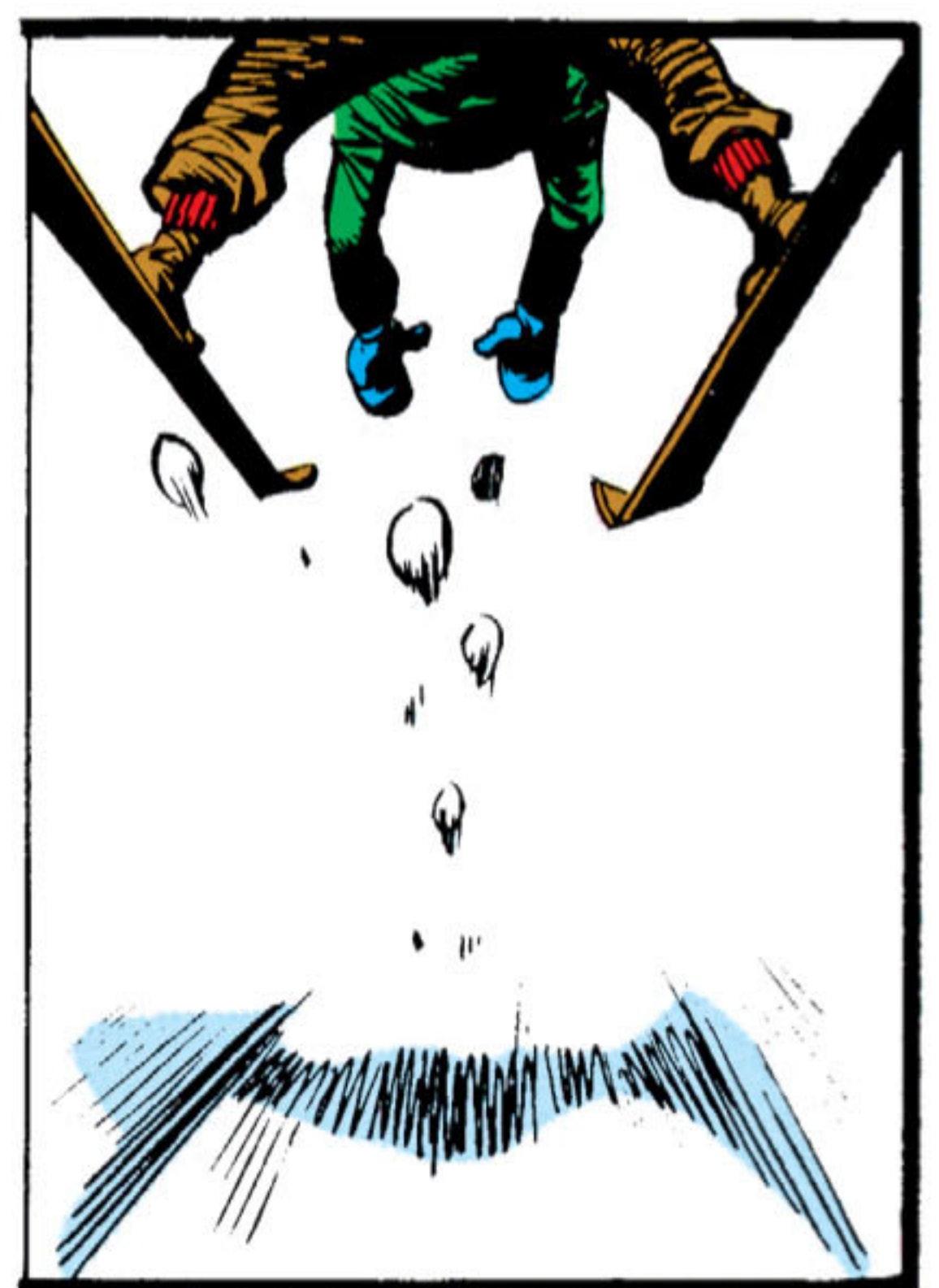
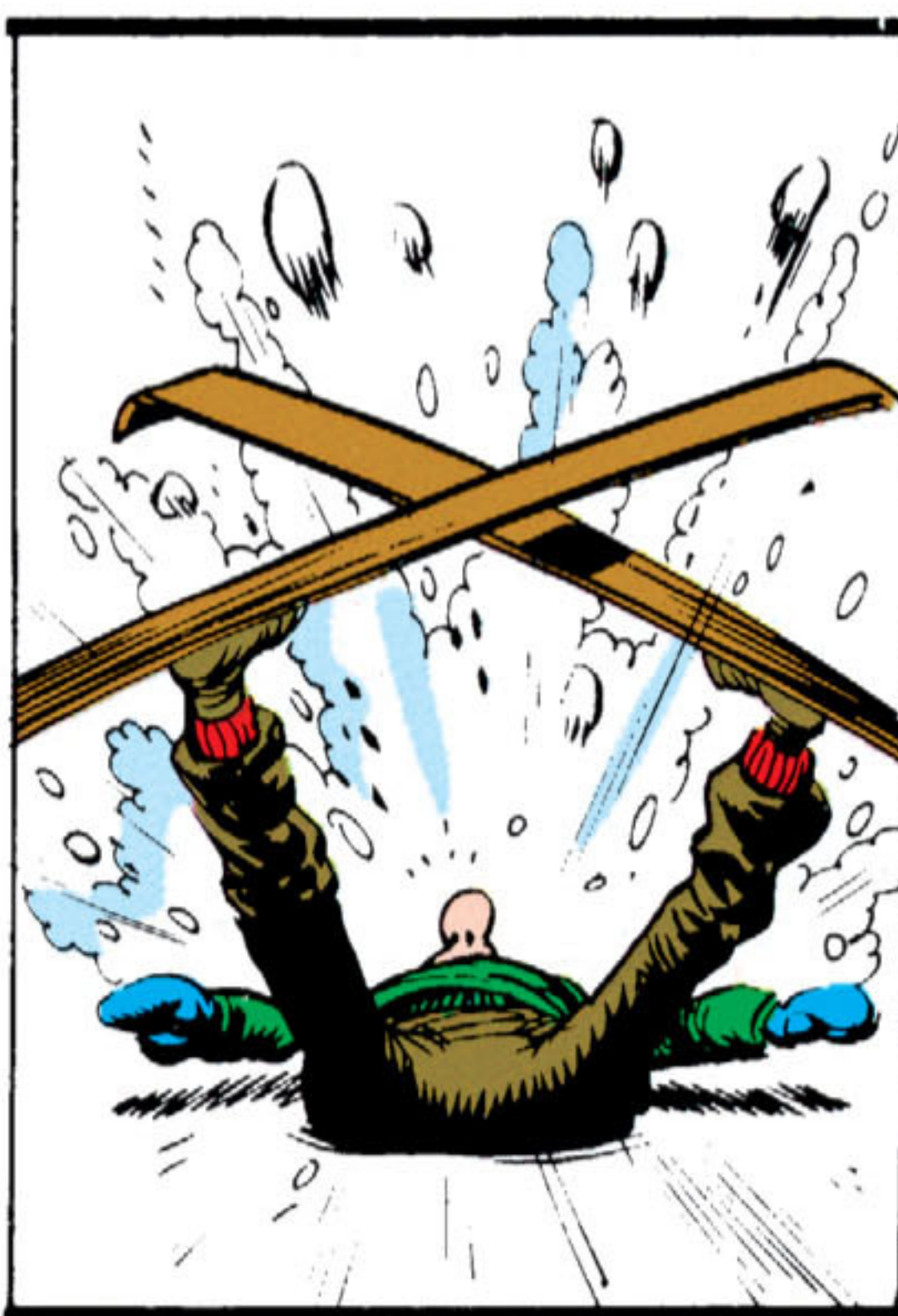
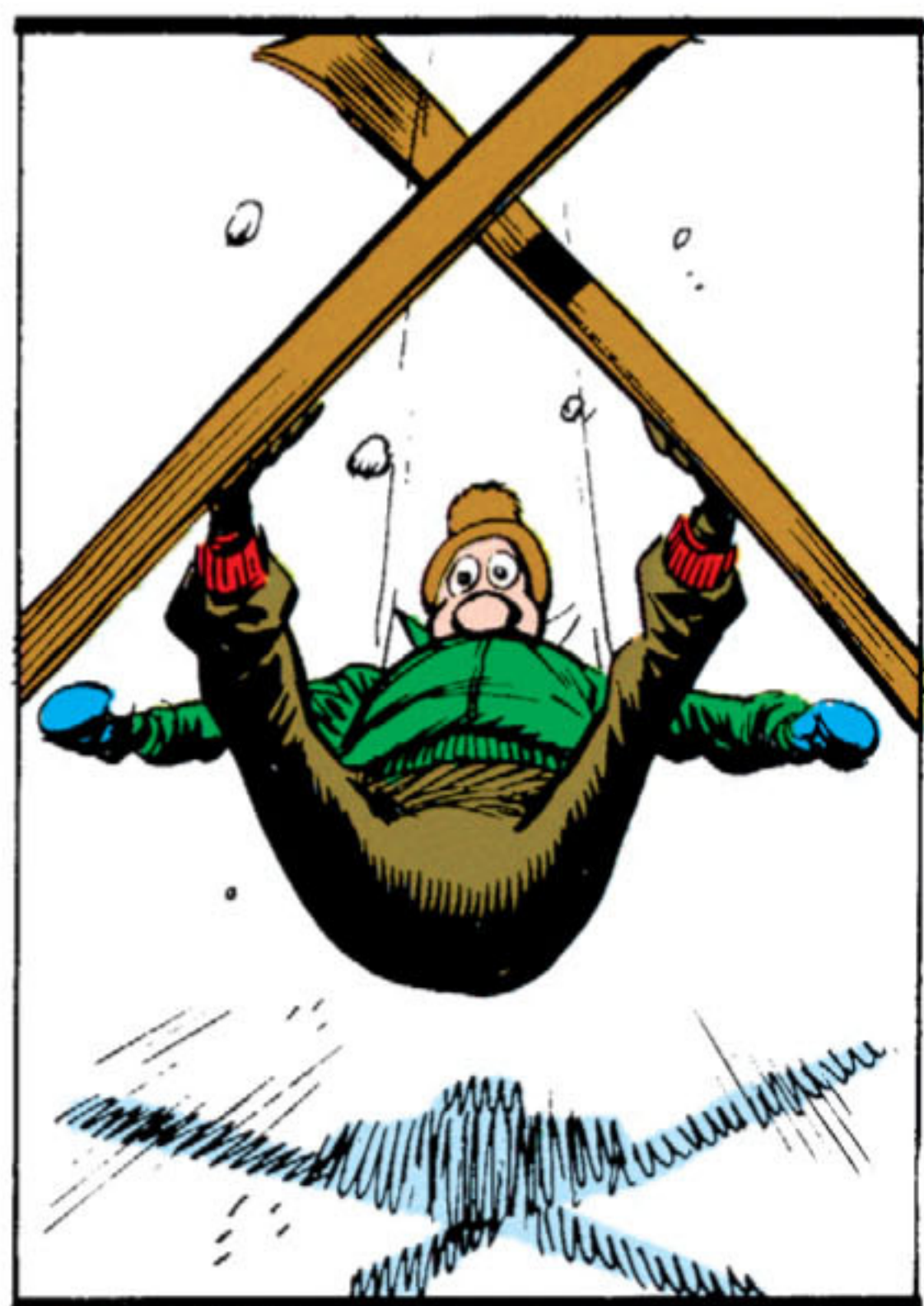
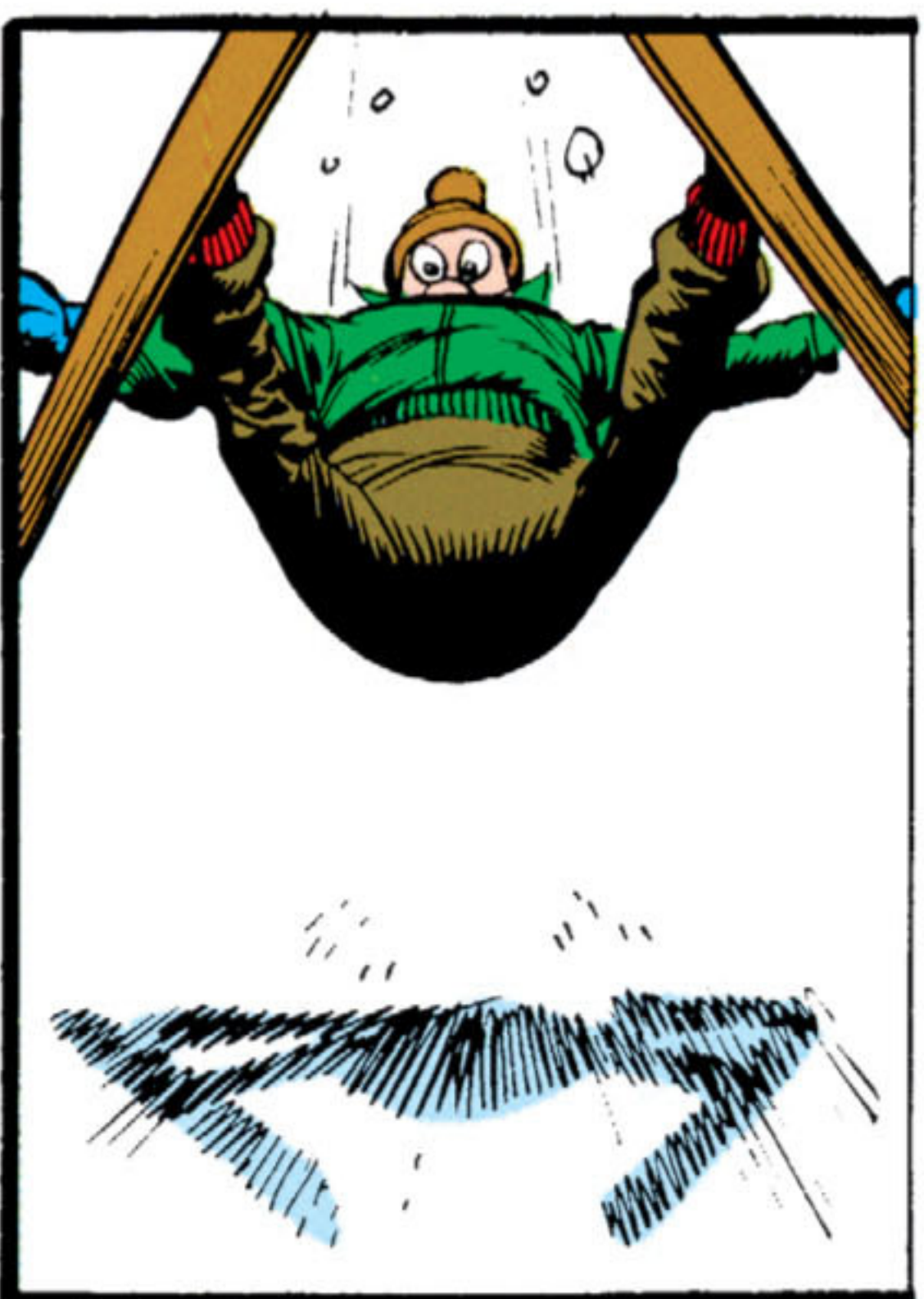
...HERE SKIER DESCENDS! ...NOTE SKIS COMPLETELY OUT OF LINE!

...HERE SKIER CONTACTS GROUND AGAIN, THIS TIME WITH BODY!

...NOTE HOW BODY FLATTENS FROM FORCE TO HALF ITS DEPTH!

...HERE SKIER BOUNCES UP FROM GROUND FOR THE SECOND TIME!

...NOTE REMARKABLE ELASTICITY AS SKIER RISES OUT OF CAMERA RANGE!



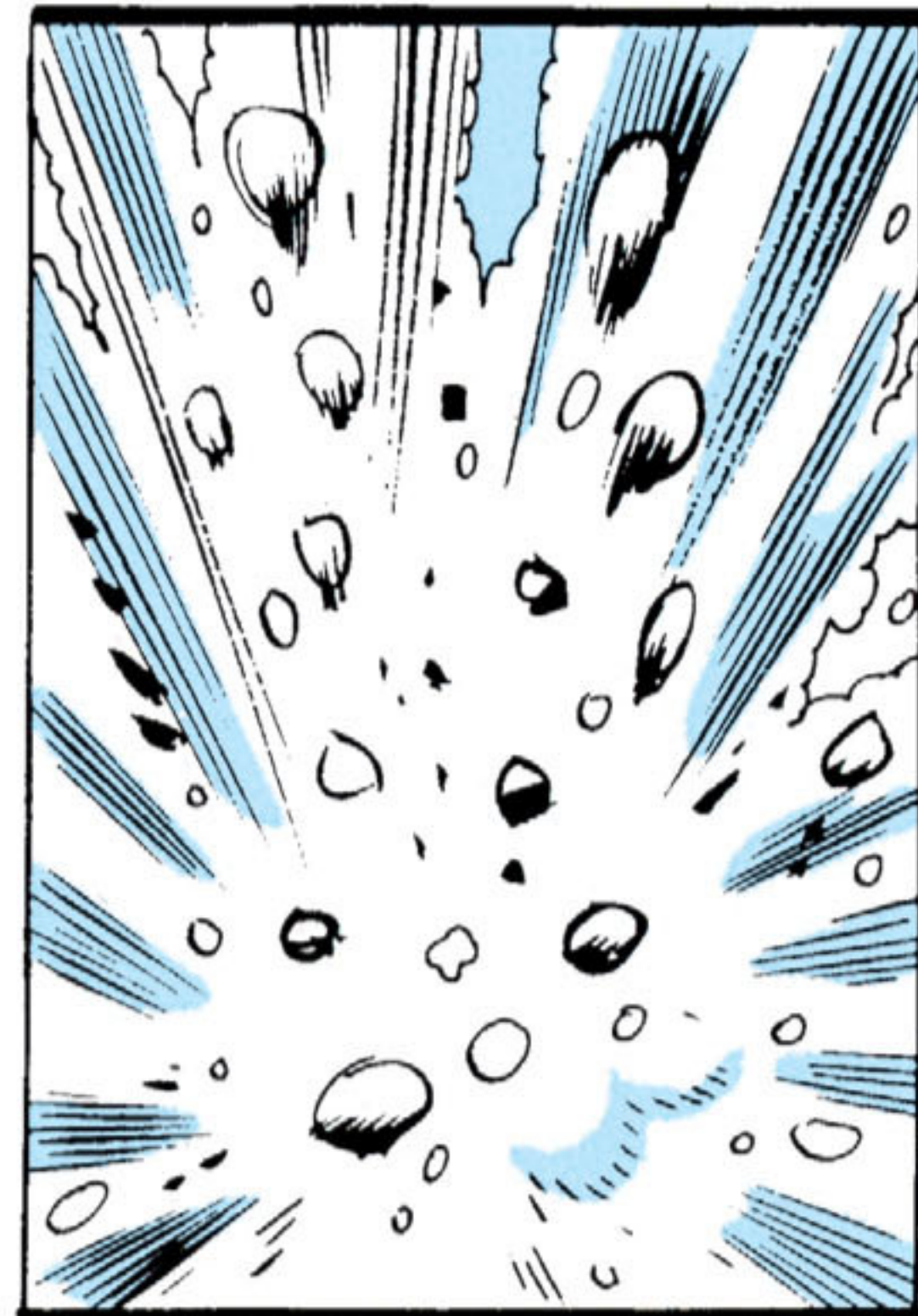
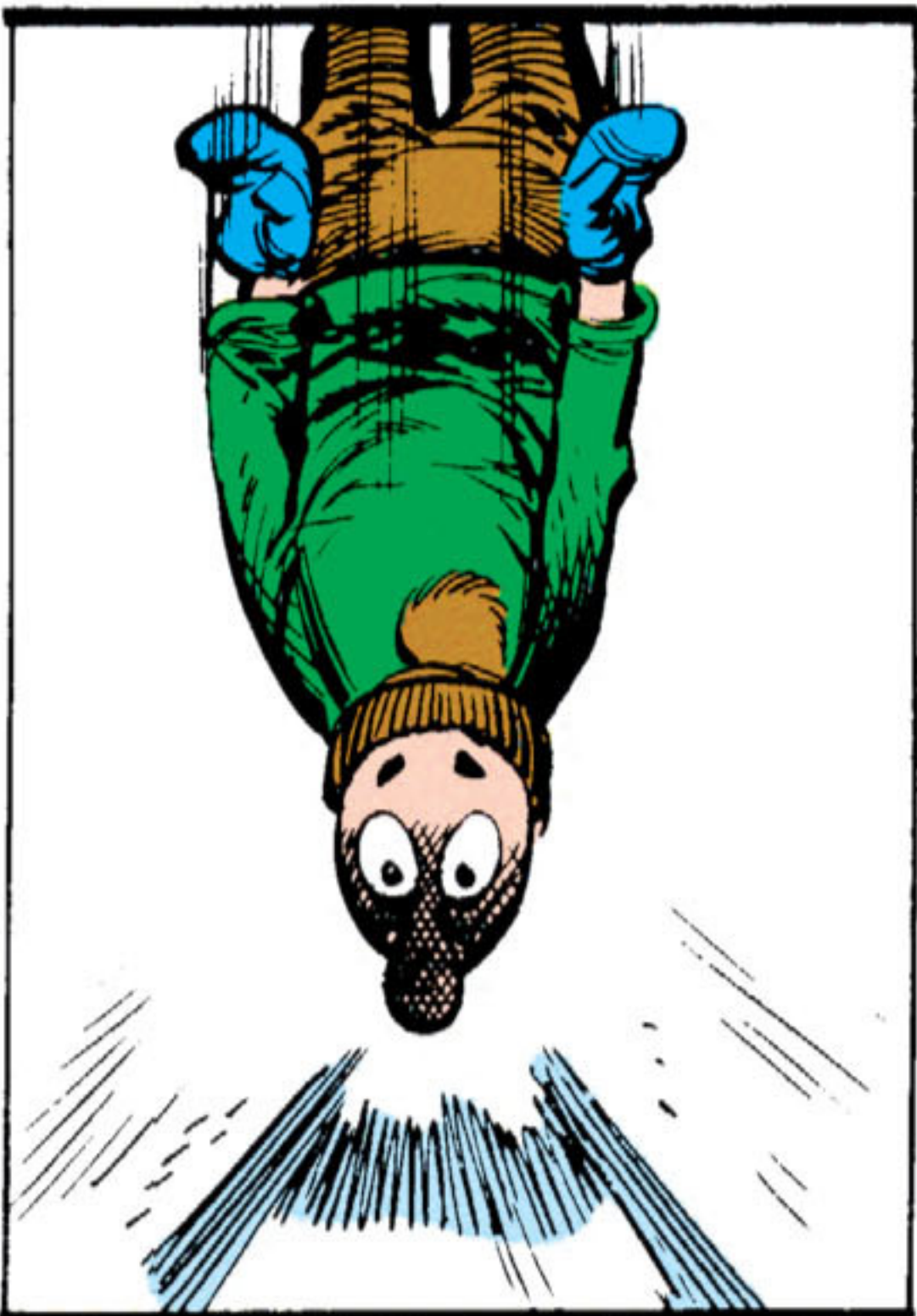
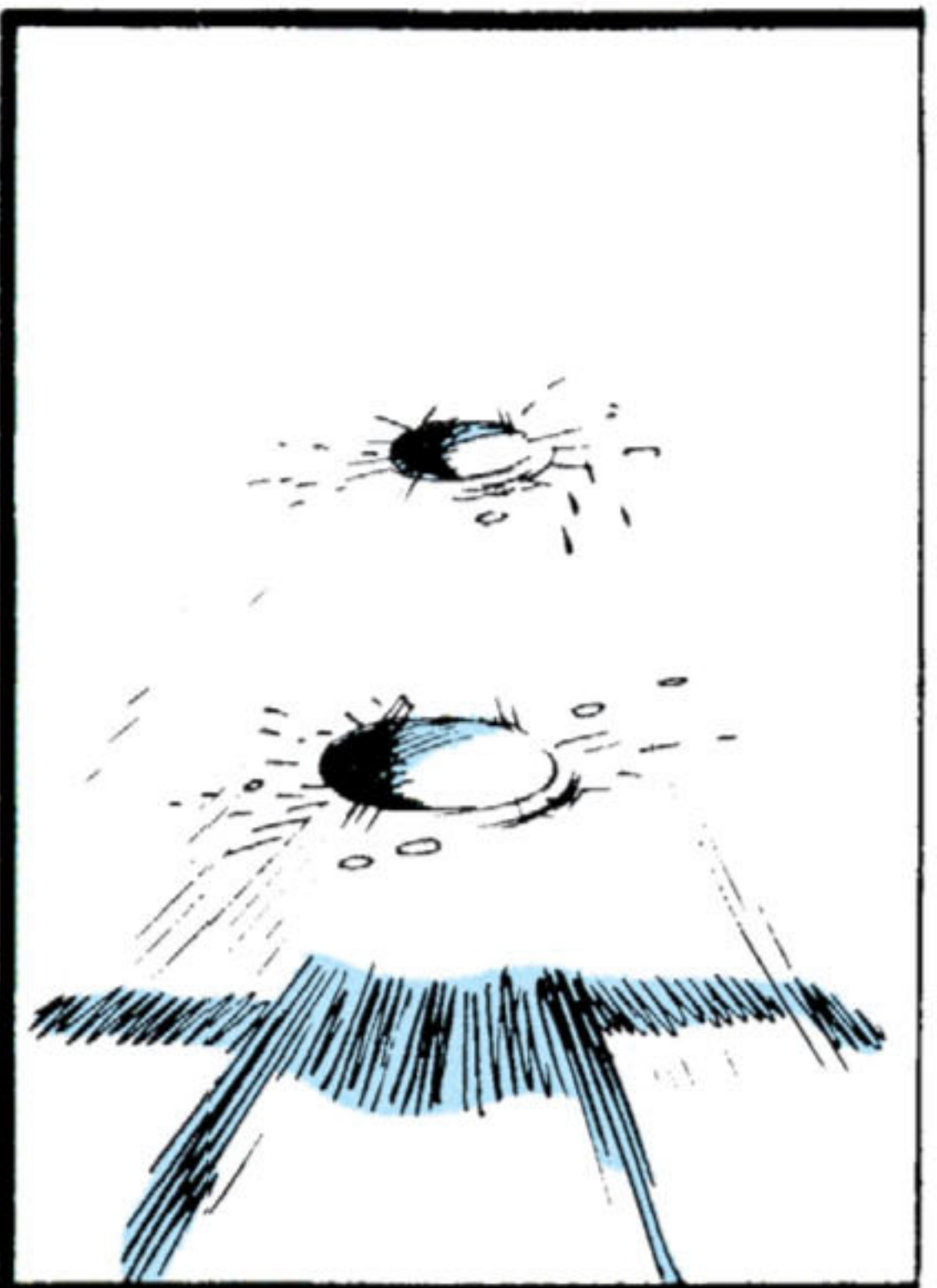
...NOTE FOR MOMENT WHILE SKIER IS OUT OF PICTURE, DEEP GOUGES IN SNOW!

...NOTE SKIER DESCENDS INTO PICTURE AGAIN, THIS TIME HEAD FIRST!

...NOTE HEAD ABOUT TO CONTACT GROUND WITH GREAT FORCE!

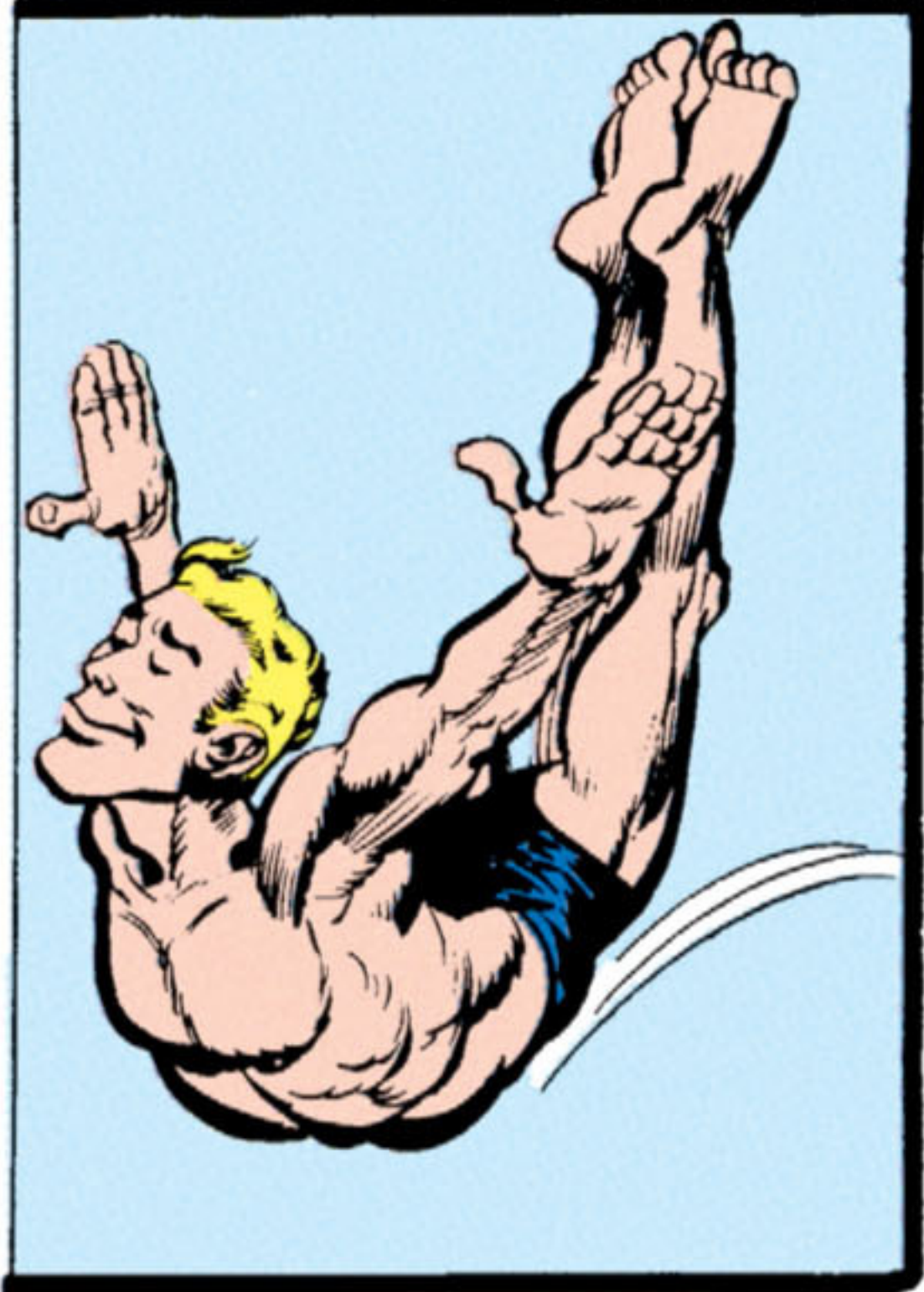
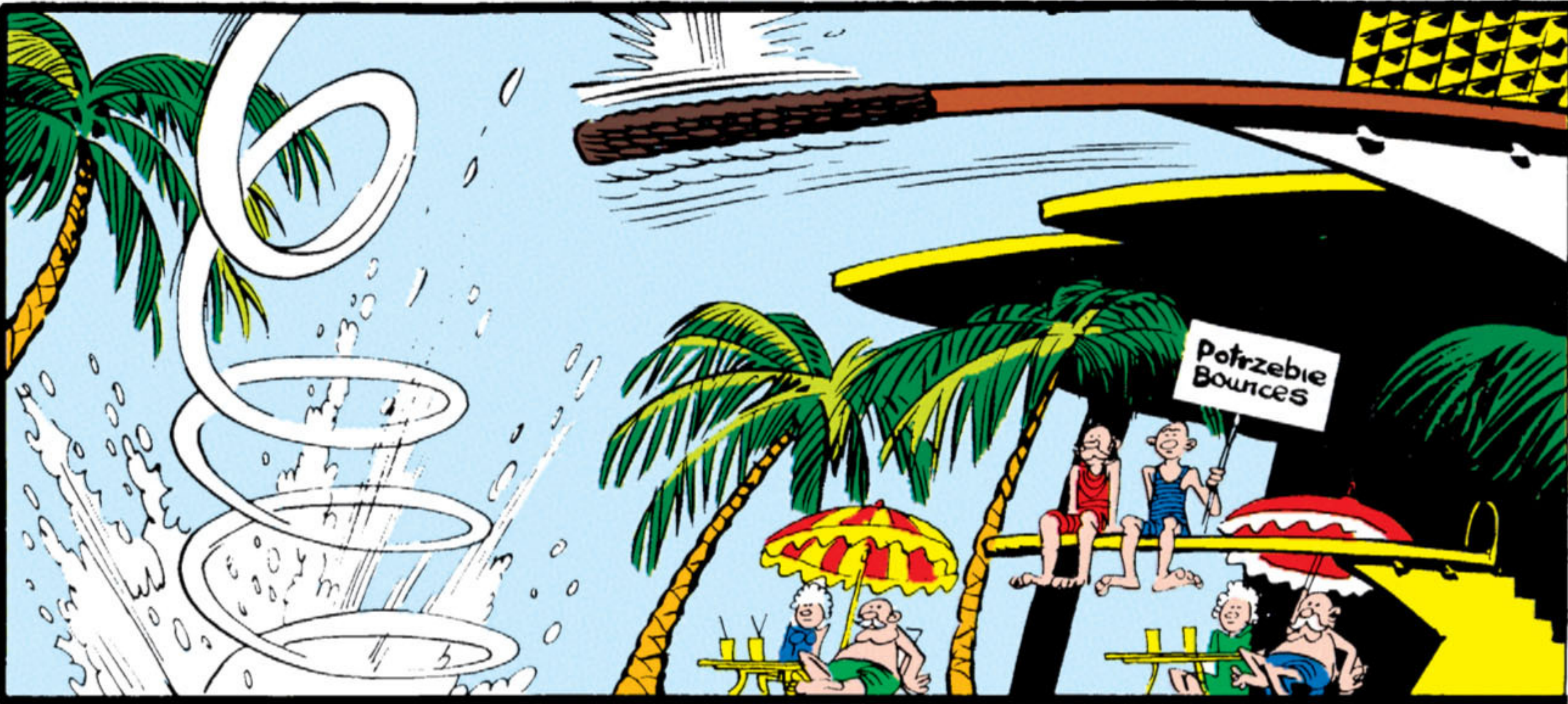
...NOTE FORCE WITH WHICH SNOW AND ROCKS ARE FLUNG FROM IMPACT!

...NOW NOTE SEPARATE PARTS OF SKIER AS THEY BOUNCE UP FOR LAST TIME!



SWIMMING: NOW IN SWIMMING, WHEN THESE CHAMPIONS JUMP OFF THE DIVING BOARD, WHAT NORMAL HUMAN EYE CAN CATCH ALL THE GYRATIONS THEY DO IN ONE DIVE?

THE MAGIC YOU-KNOW-
WHAT COMES TO OUR
@*m@# RESCUE!
...HERE THE DIVER LEAVES
THE BOARD IN A PER-
FECT "SWAN DIVE"!



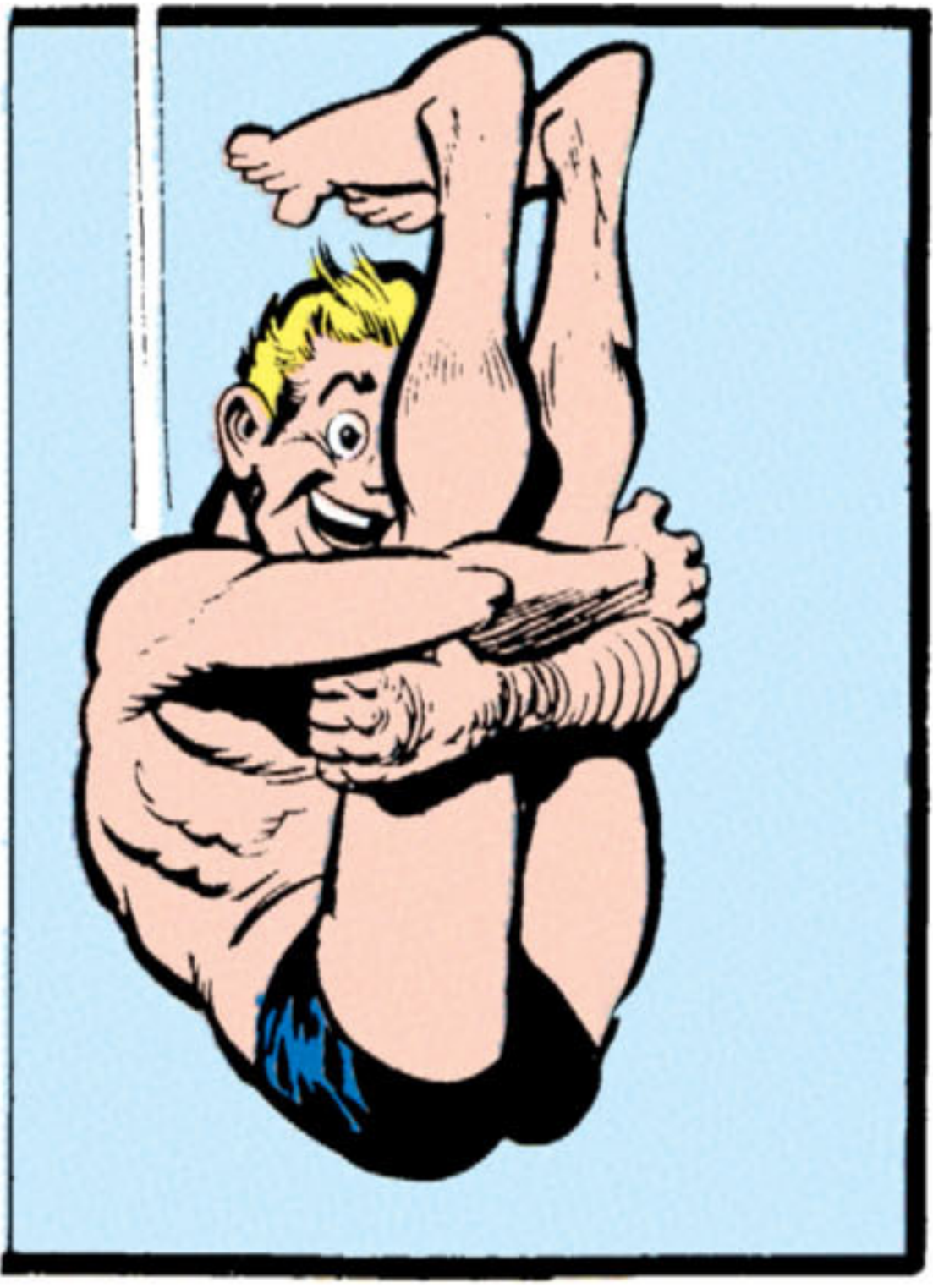
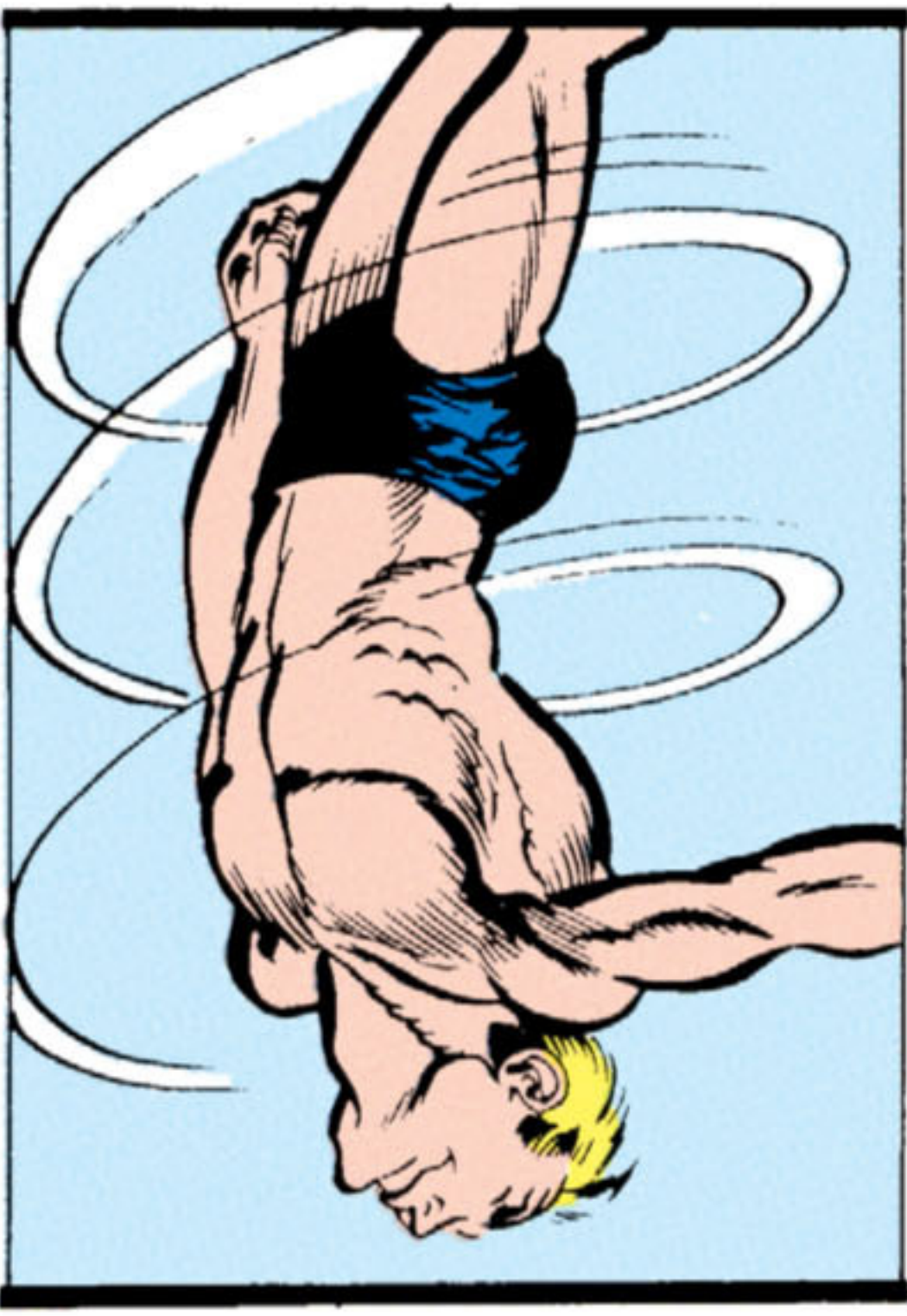
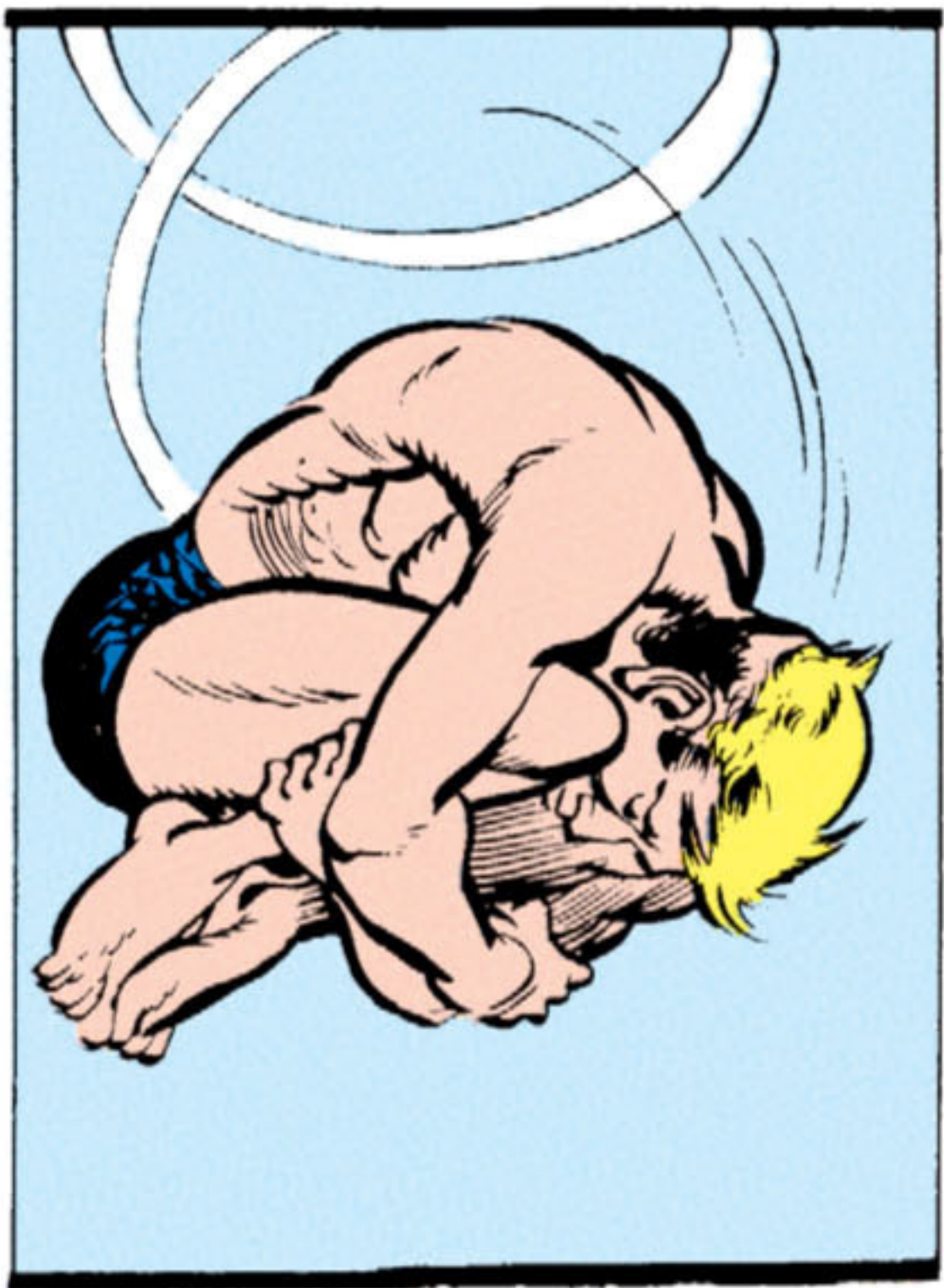
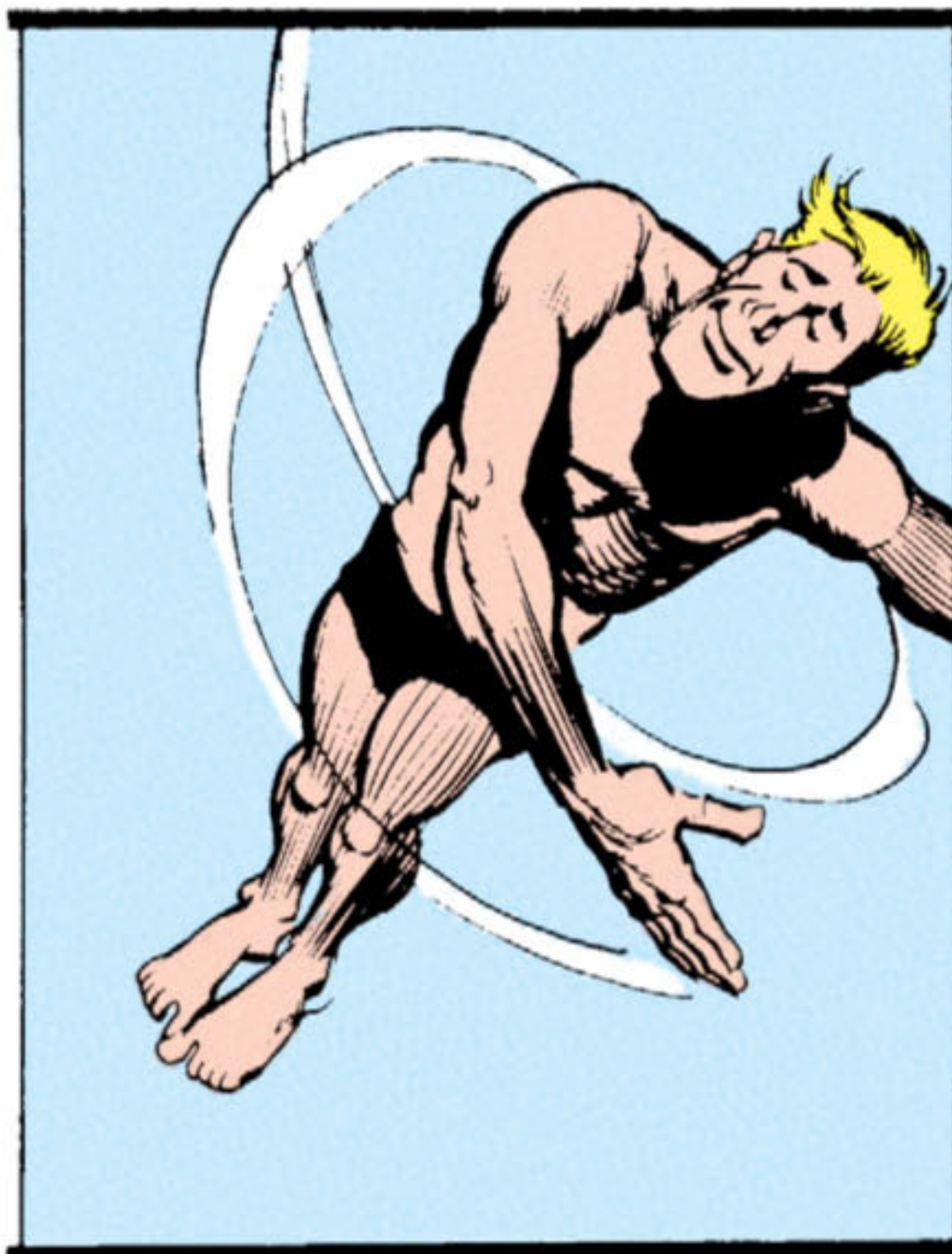
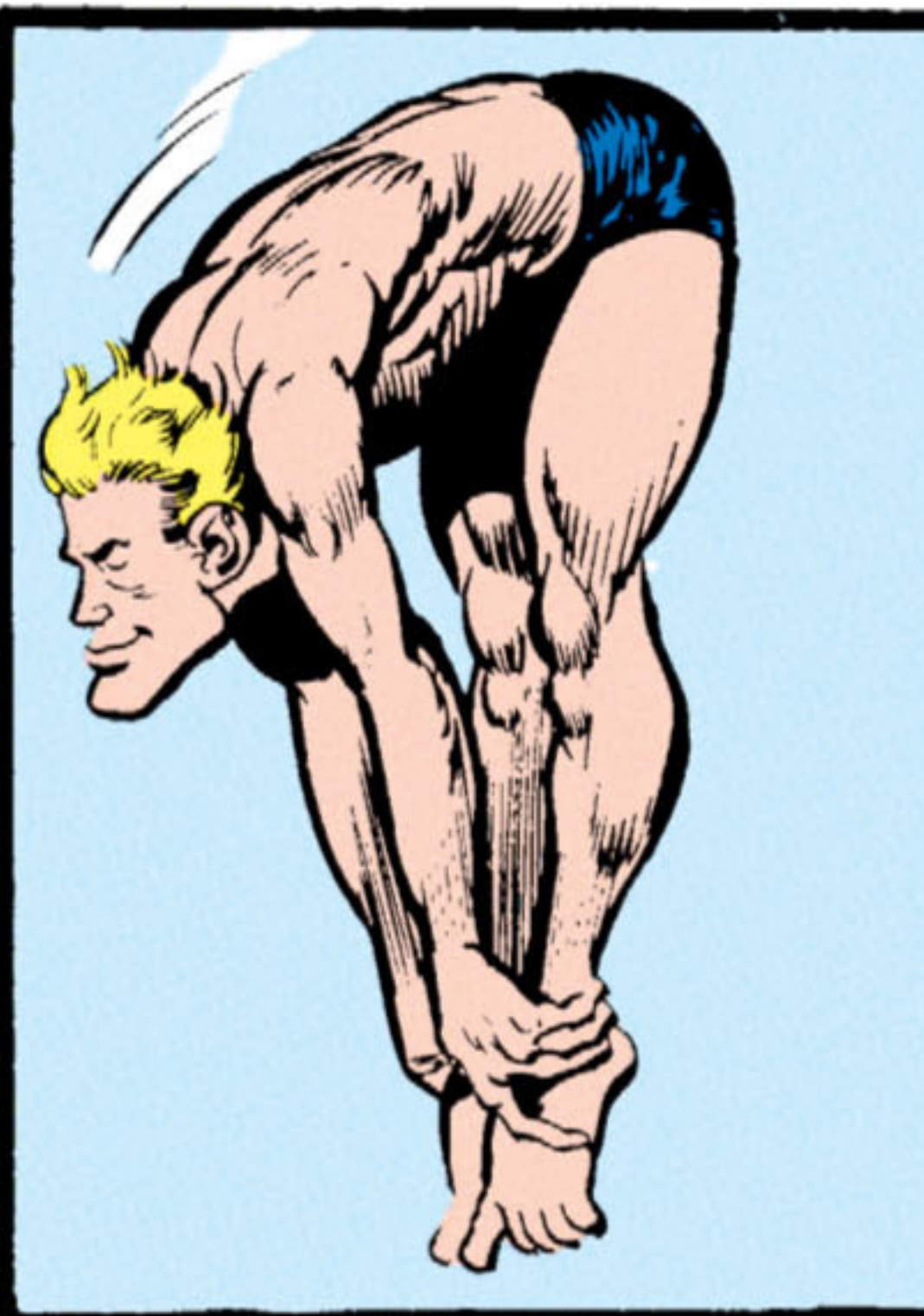
...THEN HE SNAPS INTO
AN INCOMPARABLE
"JACK-KNIFE..."

...THEN, HE SNAPS INTO
AN EXACT LEFT-HANDED
"TWIST-ABOUT..."

...THEN, HE SNAPS INTO
A BEAUTIFULLY EXE-
CUTED "TUMBLE..."

...THEN HE SNAPS INTO A
GORGEIOUS "RIGHT-HANDED
TWIST ABOUT (UPSIDE-DOWN)..."

...THEN HE SNAPS INTO
A MAGNIFIQUE "GRAB-
FOOTED FOLD-OVER..."



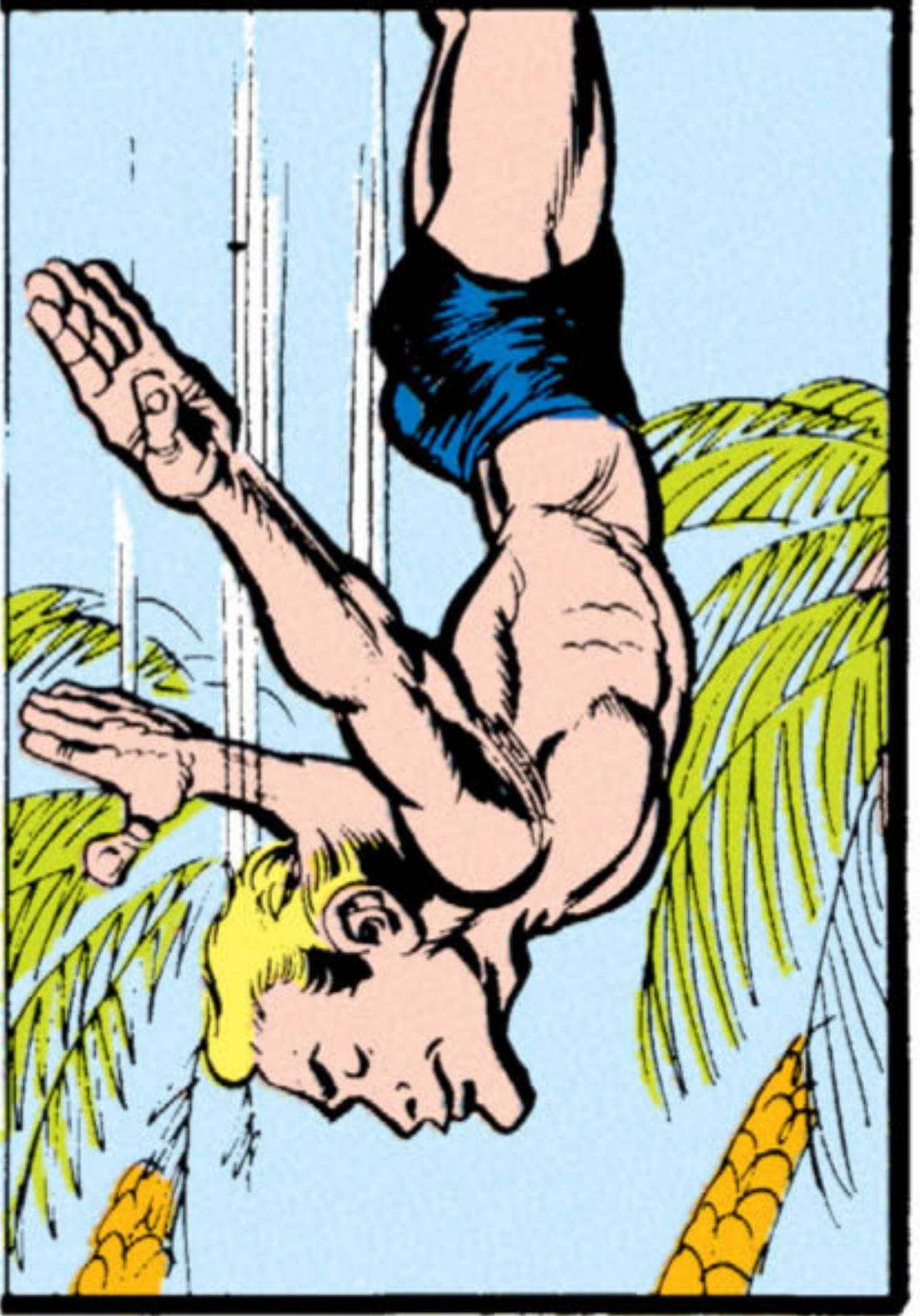
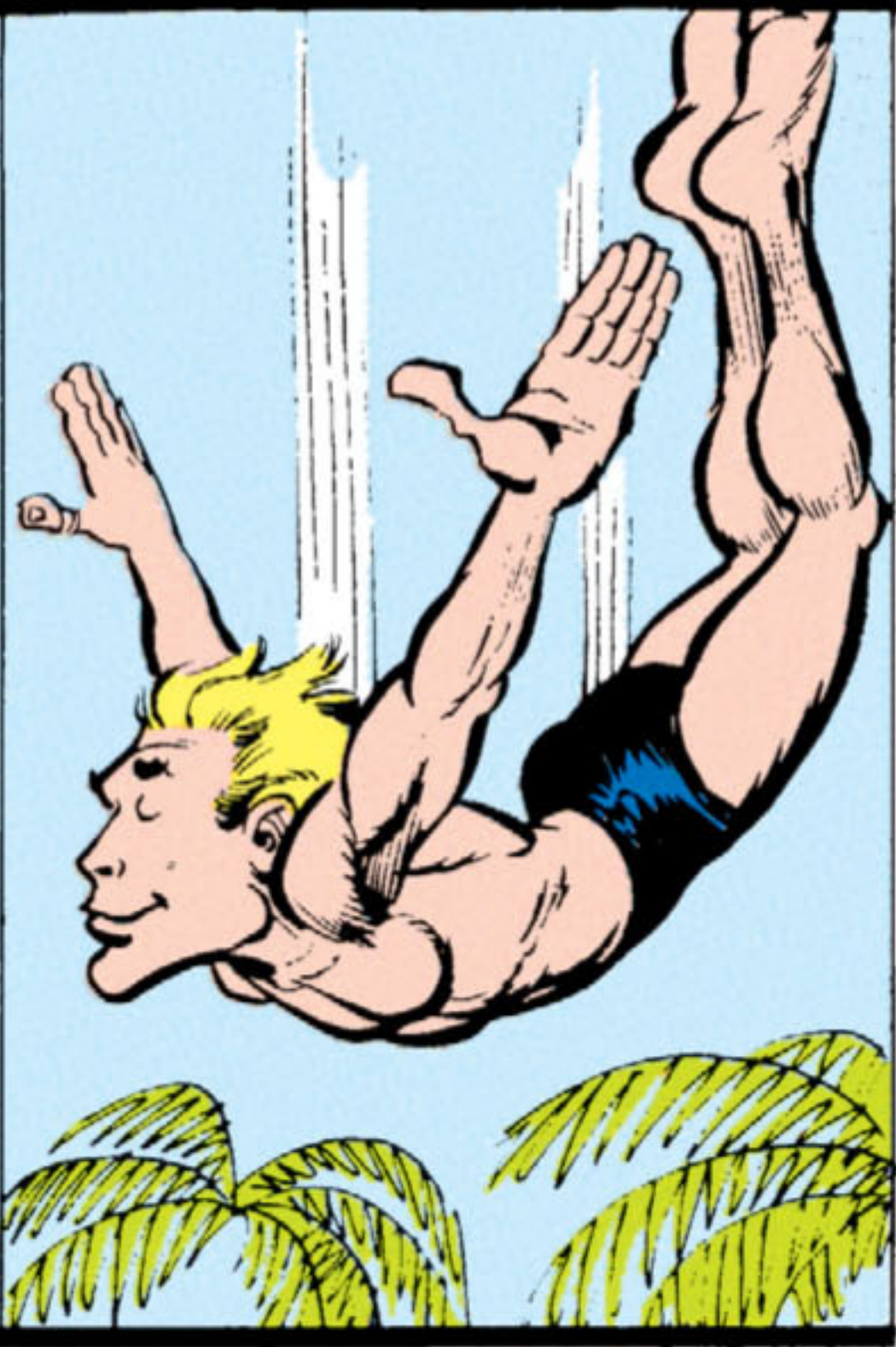
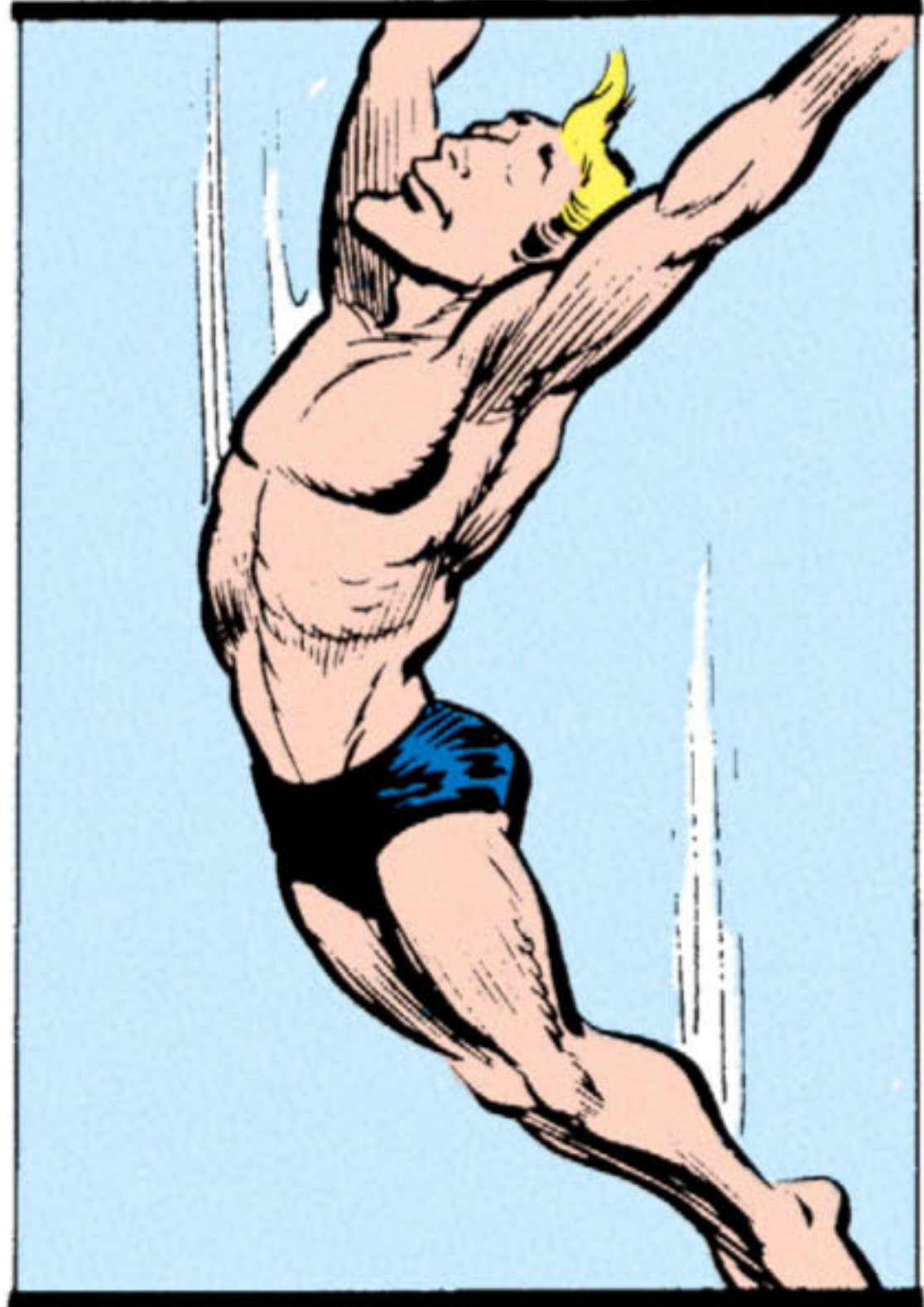
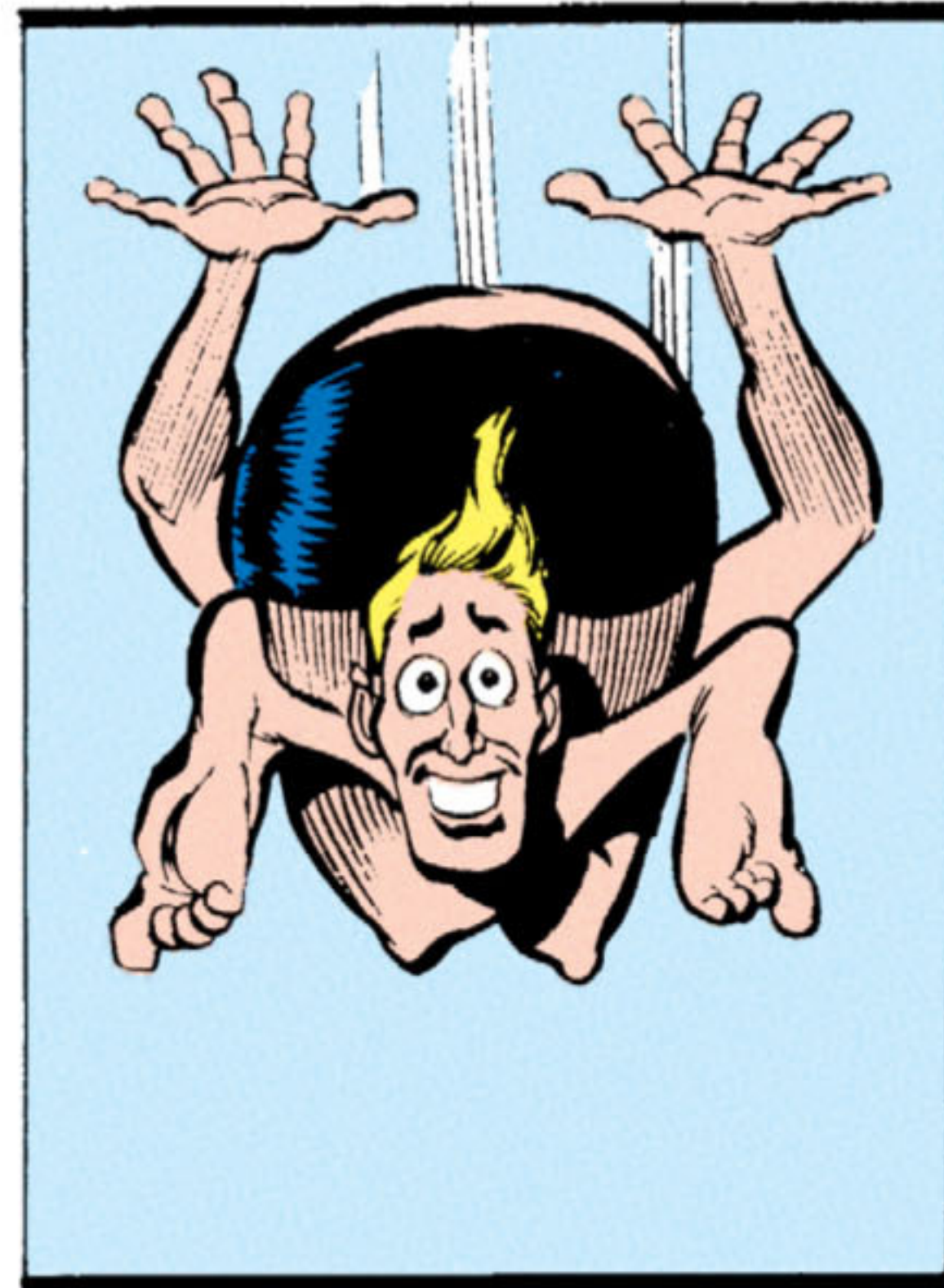
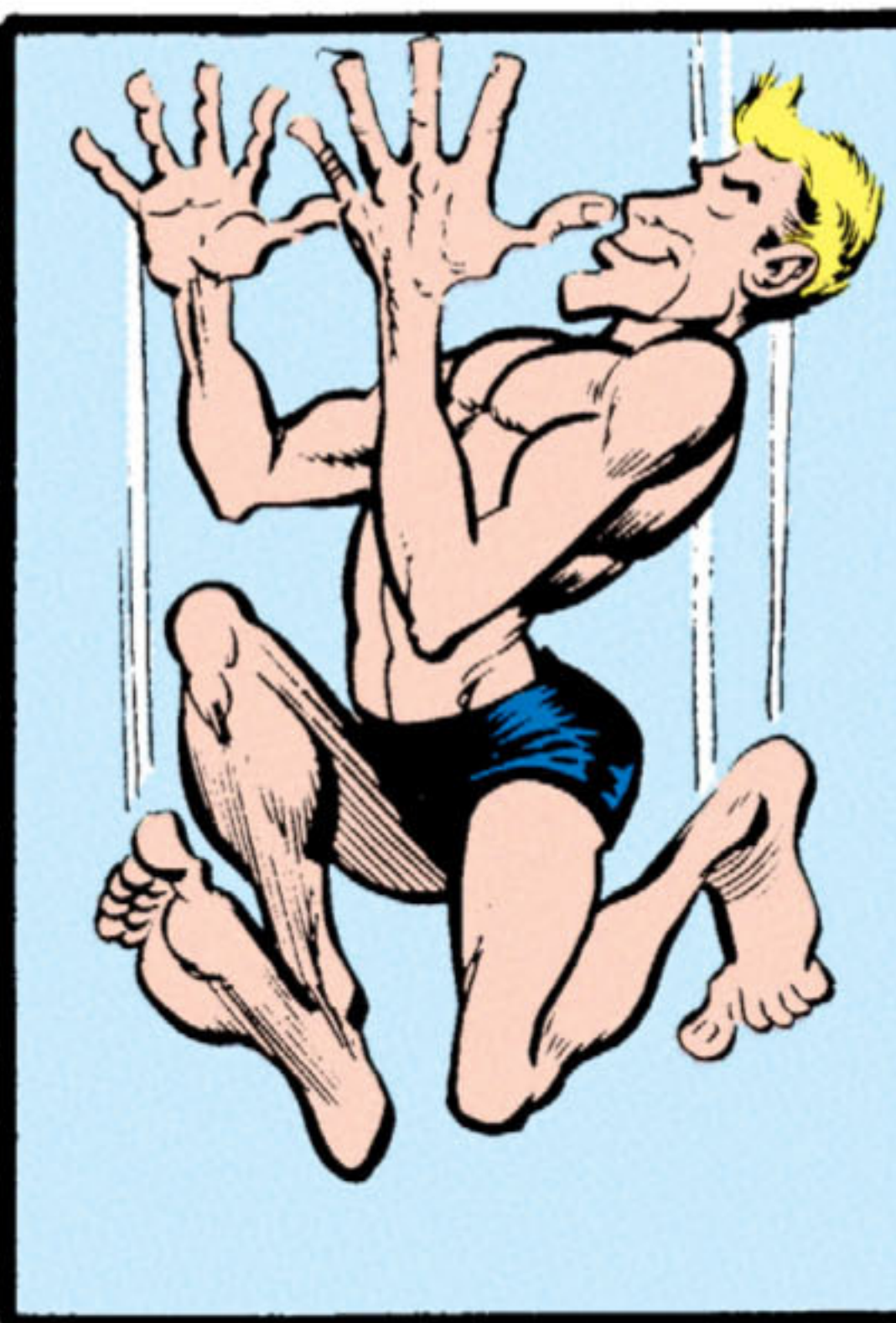
...THEN HE SNAPS INTO
A MARVELIEUX "GALLOP-
PING FALL-DOWN..."

...THEN HE SNAPS INTO A
VUNDERBAR "FALL-DOWN
DRAG-OUT"... AND FINALLY...

...AS HE APPROACHES
THE WATER, HE GRACE-
FULLY UNFOLDS...

...SLOWLY TURNING IN
AIR IN A PERFECTLY
EXECUTED "SWAN DIVE..."

...STILL TURNING SO'S
THAT HE CAN MEET
THE WATER HEAD-ON!



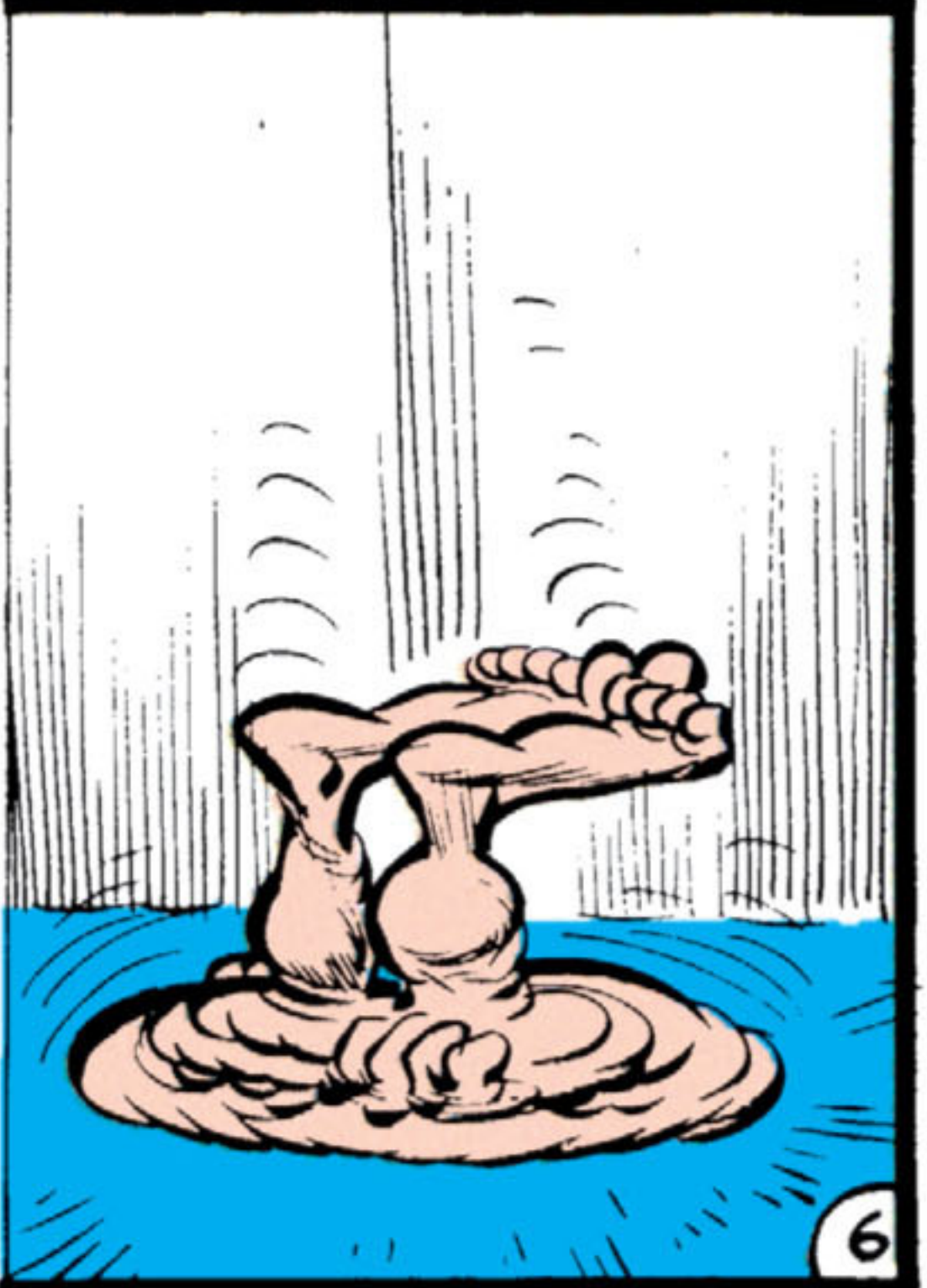
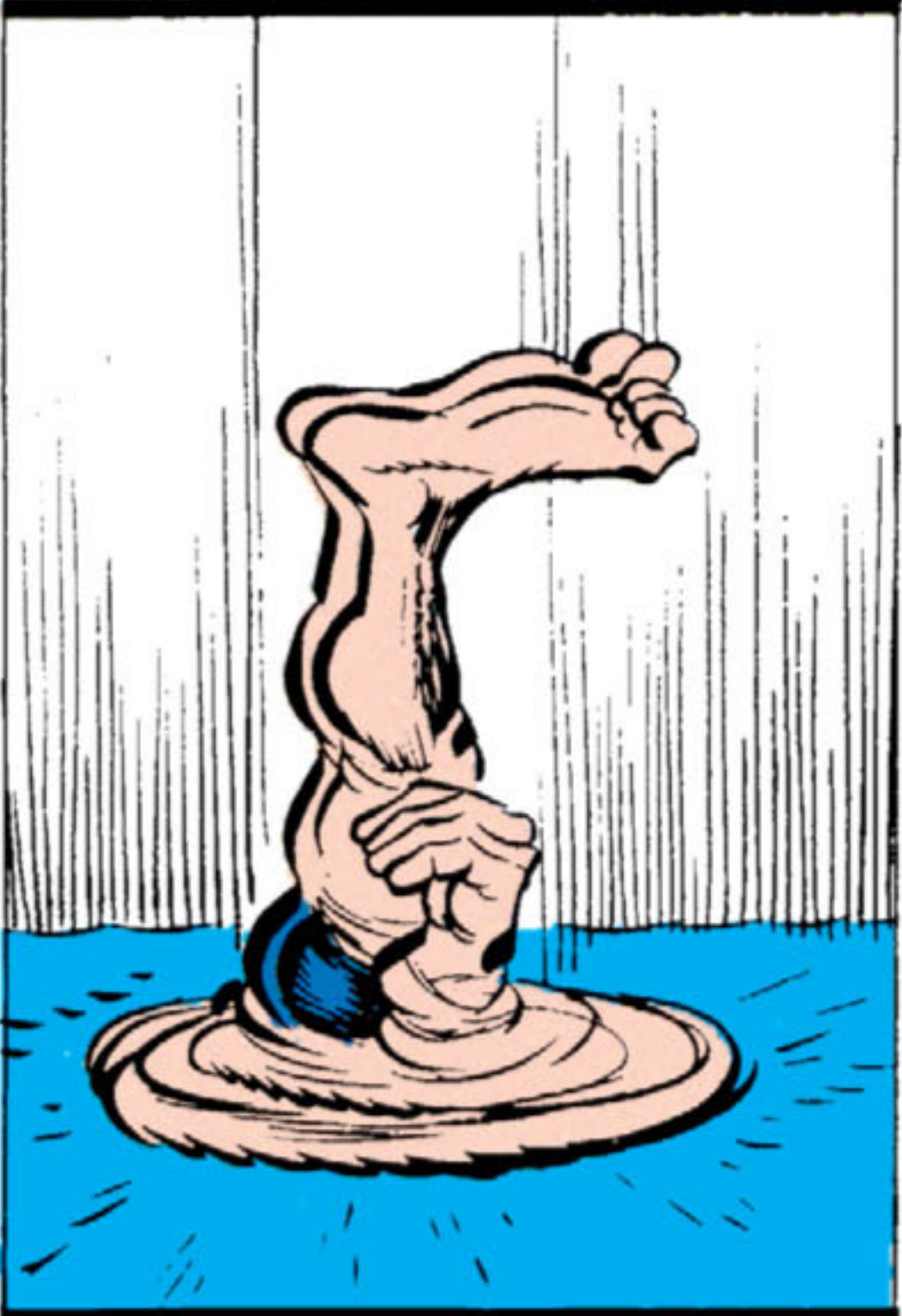
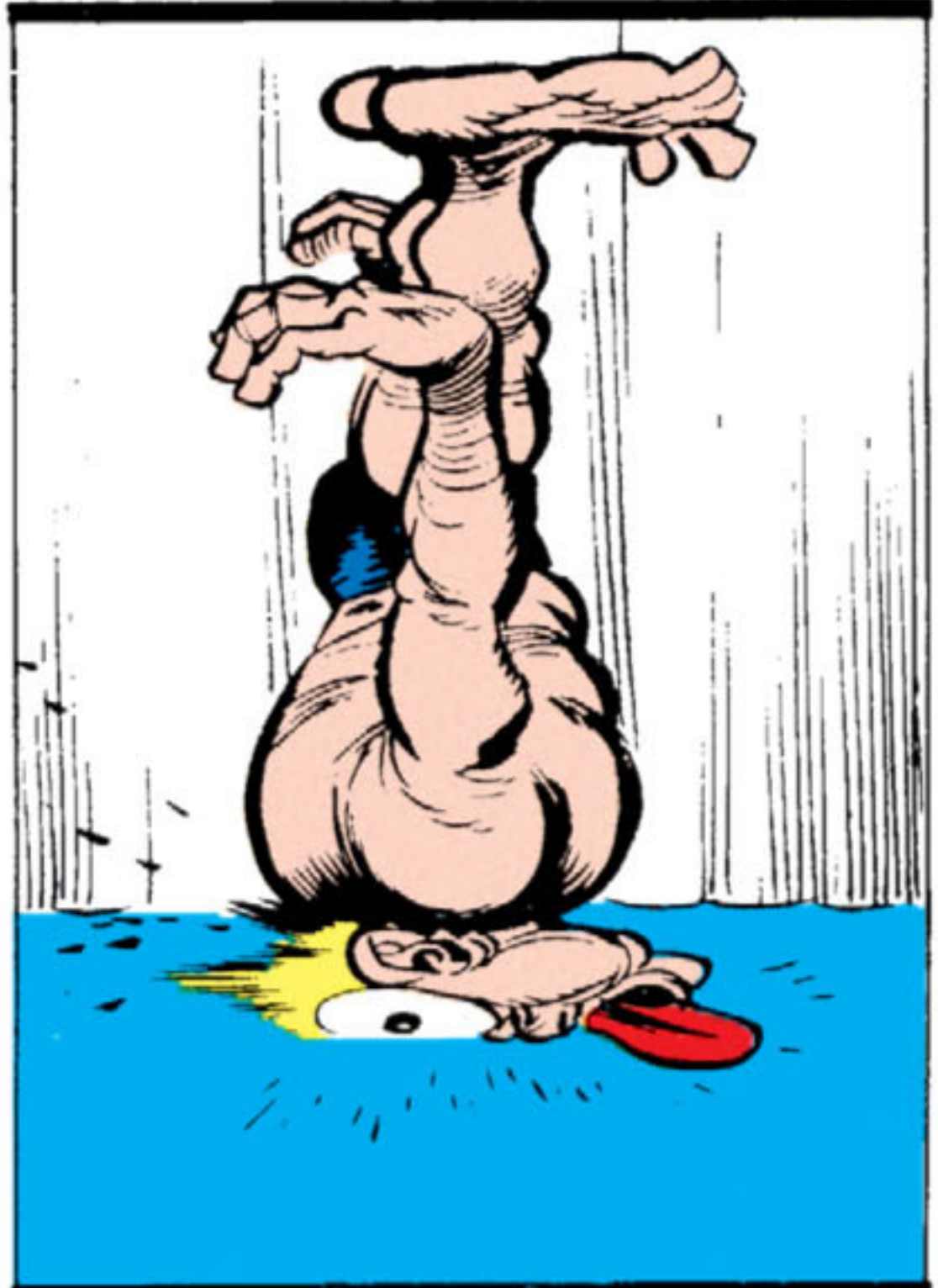
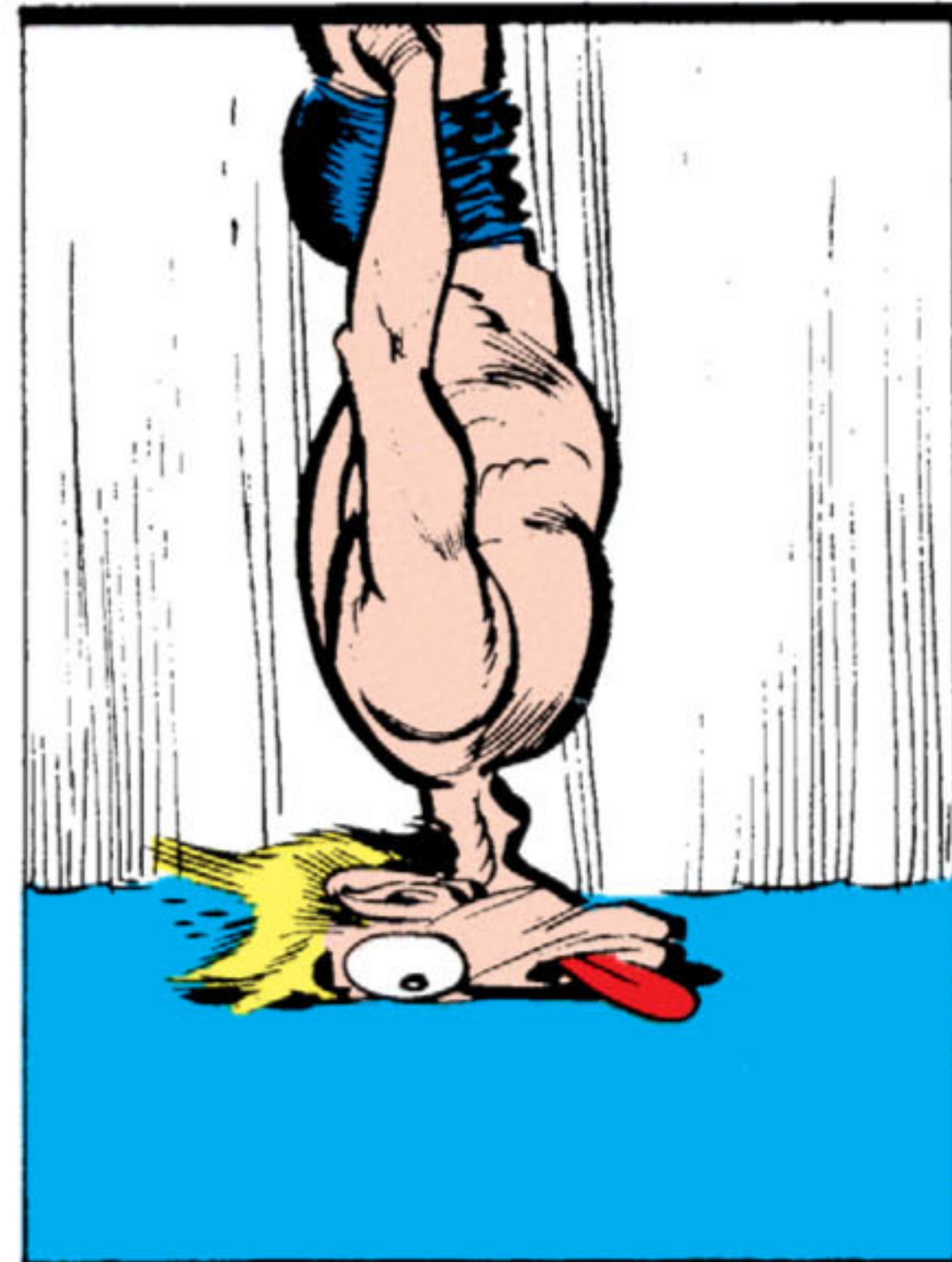
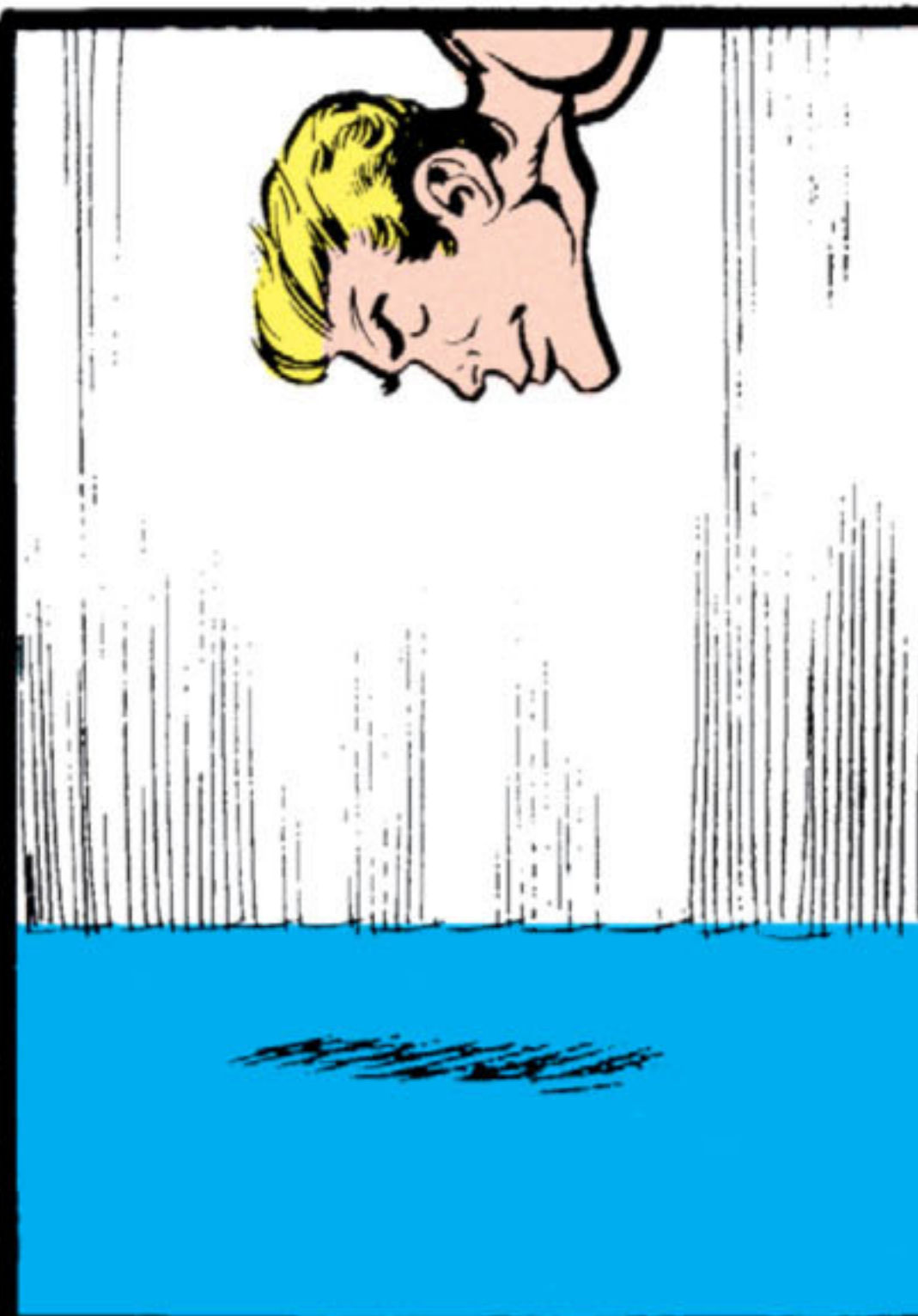
NOTE THE FEARLESS
OUTTHRUST POSITION OF
THE PLUMMETING HEAD!

... NOTE THE POINT OF
CONTACT... HOW THE POINT
FLATTENS FROM INITIAL IMPACT!

...NOTE HOW THE BODY
ACTUALLY COMPRESSES FOR
AN INSTANT FROM THE FORCE!

...

...WELL WHAT DO YOU
KNOW!... NO WATER IN
THE POOL, BY GEORGE!



COMIC BOOK ADS!

WHAT TYPE COMIC BOOK AD READER ARE YOU? ARE YOU THE FREELOADER TYPE WHO SENDS AWAY FOR ALL THINGS MARKED "FREE"?



...OR MAYBE YOU'RE THE NAUSEATING TYPE WHO SENDS AWAY FOR THINGS MARKED "HOW TO BE POPULAR" ... "HOW TO BE LUCKY IN LOVE"...

...OR MAYBE YOU'RE THE MISERABLE TYPE LIKE ALL THE REST OF US...ATTRACTED BY THE PAGE THAT SAYS ON TOP, "**MAKE MONEY!**"

A cartoon illustration of a monkey with a wide-eyed, desperate expression, surrounded by various words for money in different currencies and forms. The monkey is holding a red banner that says 'MONEY'. The words around it include 'PESOS', 'BUSINESS', 'CASH', 'MOOLA', 'LUCKY', 'DARGENT', 'DOUGH', 'DINERO', and 'MONEY'.

...THEN MAYBE, YOU'RE THE WORST TYPE OF ALL WHO FILLS OUT THE COUPON IN THE FRONT OF THE BOOK FOR A SUBSCRIPTION TO **MAD!**



HOW TO HYPNOTIZE

IT'S EASY TO HYPNOTIZE...

when you know how!

Concentrate Inc.,
998 98th St., N. Y. 98, N. Y.



CONCENTRATE... MAIL COUPON

CONCENTRATE INC., Dept. Welfare
998 98th St., N. Y. 98, N. Y.

Send me book on HOW TO HYPNOTIZE, oh master,
for which I enclose \$1.98.
If not delighted, you will send my money back although
I guess you will be delighted with my money.

Name _____

Alias _____

Cave Number _____

GET PRIZES...MAKE MONEY

Look at the wonderful prizes shown below. They are just a few of the prizes I offer you without a cent of cost. Look at them! You want them, don't you! Admit it! By the way your beady little eyes are glistening and your tongue is hanging out, you know you want them! Heh heh heh... they're yours, you hear... all yours! All you have to do is sell packs of my beautiful Christmas Cards at 25¢ a pack and get your father to sign a paper I will send you marked "contract"!

I'm good old friendly "Uncle" Louie, heh heh heh, and I've been helping boys and girls earn MONEY for 36 years. I've been helping boys and girls earn plenty MONEY... mainly for me.



JEAN, SEE THIS AD OF GOOD OLD "UNCLE" LOUIE. IT'S AN EASY WAY TO GET THAT RANGER AXE 'N KNIFE KIT I'VE ALWAYS WANTED.

LET'S SEND A COUPON TODAY, WILLIE. I HAVE LOTS OF RELATIVES I CAN MAKE BUY THESE CARDS.

YES, NEPHEW WILLIE, YOUR CARDS ARE BEAUTIFUL. THEY'RE A BARGAIN. I'LL TAKE 998 PACKS. NOW DON'T FORGET TO HINT TO YOUR FATHER TO MAKE SURE MY NAME IS IN HIS WILL LIKE YOU PROMISED.

IT WAS FUN AND EASY TO SELL OUR CARDS AND HERE'S THE MAILMAN WITH OUR PRIZES.

THIS IS A NEAT RANGER AXE 'N KNIFE KIT. WHY DON'T YOU FELLOWS SEND THE COUPON TO-DAY- YOU CAN CHOOSE FROM A LOT OF SWELL PRIZES!

I Will Send You Prizes Like These Without ONE CENT OF COST

Maybe with blood but without one cent of cost. MAIL Coupon for... heh heh... FREE Prize Book

BE FIRST IN YOUR NEIGHBORHOOD

Sell my pretty little packs to your family, friends and neighbors. It's easy. Even if they don't need the cards, they'll feel obligated to buy them. By gosh, you can embarrass every one of your relatives into buying a couple dozen packs. When sold

— send ME the MONEY. Remember — ME, the MONEY send — MONEY — ME.

Thousands of smart boys and girls have been earning prizes this way. You can too — mainly because thousands of dumb boys and girls have also been earning prizes this way.

SEND NO MONEY, HEH HEH - I TRUST YOU...YOU FOOL YOU
"Uncle" Louie Inc., Dept. Parks
Boobyville, U.S.A.

MAIL THIS COUPON Today

Please send me your BIG PRIZE BOOK and one order of 500 Christmas Packs. I will resell them at 25¢ each or else!... send you the money and choose my prize.

Name _____

Bank Account Number _____

Address _____

YOUR OWN DRINKING CUP



Your prize for selling a mere 25 packs. Made especially for hiking and camping out. Your name on it (if your name happens to be Dixie). Very useful in all sorts of emergencies.

BEAUTIFUL WRIST WATCH



for Boys and Girls
An Attractive Showpiece with Chromium case, Unbreakable Crystal, and Genuine Leather Straps!... No messy old working parts inside, but an attractive showpiece. This watch is given without cost for selling just 500 packs of cards.

CADILLAC DELUXE CAR



This swell outfit is not a toy but the real thing. Be first in your neighborhood to have one... for selling only 20,000 packs of cards.

REAL FACTORY



This swell outfit, complete with railroad siding and water tank will give you hours of fun. Yours without cost for selling 500,000 packs.

RAILROAD TRAIN AND CARS



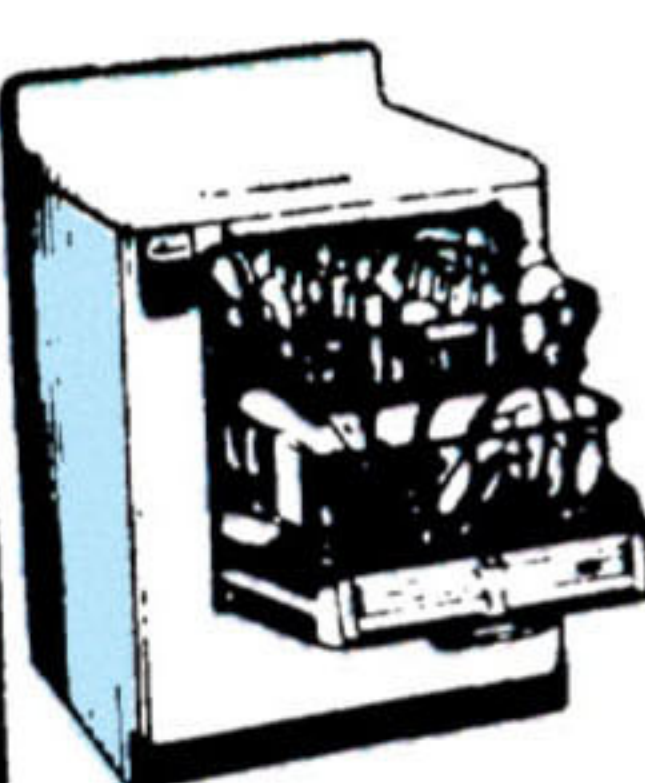
A genuine railroad train with pullman cars and caboose, fully equipped. Plus five miles of track to run on. Don't miss this outfit for 1,000,000 packs.

CHEMISTRY SET



Perform feats of Chemical Magic. Make your own gunpowder and dynamite. This set for selling 100 packs.

GENUINE DISH-WASHING MACHINE



Ideal for washing dirty dishes. Great fun, especially if you climb inside while in operation. This prize at no cost for merely selling 5,000 packs of cards.

COLONIAL STYLE MANSION, COMPLETE



This swell outfit includes fully landscaped ground and a Southern exposure. Can be had for a mere 100,000 packs.

REAL FULL LENGTH STEAMSHIP



What fun you'll have running it on real steam. Has swimming pool n'everything. Complete with five miles of salt-water to run on. Choice of Black or Green. 100,000,000 packs.

ADVENTURES OF THE RUBBER BUBBLE KIDS

PANEL 1: GOSH, SIS, LOOK AT THE BUBBLE YOU CAN BLOW WITH SHMEER'S LONG-LASTING BUBBLE GUM! AAAH COME OFF IT, PUD!

PANEL 2: YOU KNOW DARNED WELL THIS IS A GLASS BUBBLE MERELY USED FOR EXHIBITION PURPOSES! SAY- LOOK! THERE'S A THIEF COMING FROM THE BANK!

PANEL 3: I'M TELLING MR. SHMEER!

PANEL 4: THIS CALLS FOR RUBBER BUBBLE ACTION!

PANEL 5: SWOOSH SWOOSH SWOOSH

PANEL 6: SAY- THERE'S THE THIEF THE KIDS CAPTURED HIM WITH THEIR RUBBER BUBBLE GUM!

PANEL 7: YOU MEAN THEY SNAPPED THE BUBBLES WHICH WHEN SNAPPED SOUNDED LIKE GUN-SHOTS?

PANEL 8: NO! THEY SNAPPED THE BUBBLES WHICH WHEN SNAPPED, STICK TO EVERYTHING IN ONE NAUSEATING MESS!

PANEL 9: BANG! BANG! SPLAT!

PANEL 10: REMEMBER - RUBBER BUBBLE GIVES THE MOST FUN FOR A PENNY! YOU'LL GO FOR THAT LONG-LASTING FLAVOR, THAT LONG-LASTING STICKINESS! AND WRAPPED AROUND EVERY PIECE IS A SUNDAY COMIC SECTION!

ADDITIONAL TEXT: HAVE FUN WITH GUM, SHMEER'S RUBBER BUBBLE GUM, A GOODYEAR TIRE PRODUCT

319 STAMPS

ALL-DIFFERENT

25¢

GUARANTEED \$5,000.98 CATALOG VALUE

We Guarantee Our Catalog Says So

HITLER HEAD
Fine picture suitable for framing for any you little Nazi still around. Be the envy of your Bund club.

TRIANGLE STAMP
Perfect 45-45-90 triangle stamp. Comes with T-square stamp and can be used together on any drafting board.

T-SQUARE STAMP
Totting to overthrow the government, kids! These stamps are just dandy for secretly pasting on subways and bus stations. Be the envy of your Young Communist League.

DUTCH GUINEA
Be the envy of your stamp club. You can have this rarest stamp in the world for an additional \$1,000,000.98.

MONACO NUDES
Run get that 25¢ you beady-eyed little rascals you!

C.O.D. STAMP
I'll bet none of your friends have this stamp. For 50¢ extra, we will include rubber C.O.D. stamper.

FREE!

MIDGET STAMP ENCYCLOPEDIA

- Smallest Encyclopedia in country
- Sure is small
- Contains two pages
- Profusely illustrated

YOU ALSO GET hundreds of thousands of other fascinating and unusual stamps from all over the fur-slugginer world — guaranteed \$5,000.98 Catalog Value! Look it up right in our Catalog if you don't believe — all for a lousy 25¢. Just think of the hours of fun you'll have poring through this grant collection — filling in hundreds of blank albums in your house — filling in hundreds of blank closets and attic spaces!

We're making this sensational offer — heh heh heh ... to introduce you to our famous Bargain Approvals — which we'll send you for free examination. Heh heh heh! Free! Heh heh heh! No strings attached! Heh! Free! Heh heh heh heh! All we want is your soul. Just fill out the coupon and sign your name in blood. Hurry! Supply of these Bargain Packets is limited and besides we expect we're going to have to get out of town.

TROMP STAMP CO., Dept. Sanit.
98 Perforation Drive, Philadelphia, Pa.

Here's my 25¢. Shovel the stamps you described into a carton for me *plus* FREE profusely illustrated "Midget Stamp Encyclopedia" *plus* for FREE examination, Bargain Approvals absolutely FREE to look at all I want to look at for Free.

Name _____

Address _____

Lawyer's Name _____

**MORE
BEAUTIFUL
DANDELIONS
...LOOK!**

**ANNOUNCING
the new DANDELION
DEFENDER**

**BOLT ACTION WITH BREECH
AND MUZZLE COVER**

**No. 98 kar.
\$7.98**

NEW DANDELION CARBINE

Own Dandelion's newest, most beautiful gun. The first forced-feed, 50-shot lever-action Dandelion in 30 years. Bayonet attachment with novel saw-toothed blade is something to see in action. This combination will make you the life of any party. Drag Dad to your dealers today.

**No. 1814
\$6.98**

NEW DANDELION FLINT-LOCK

Get this single action beauty. Crude but effective. This model uses an exceptionally large BB, $\frac{3}{4}$ of an inch in diameter which can blow a hole as big as your fist through a human body. Ask your dealer for a demonstration.

**DANDELION
GRAVITY-FED
REPEATER**

Buy this husky Repeater. Note novel detachable stock which turns rifle into pistol you can hide in your shirt. Packs a heavy wallop. Excellent for stopping a charging man. Try it on your dealer for a demonstration.

**No. 998 mau.
\$5.98**

**ASK YOUR DEALER OR MAIL COUPON FOR
FREE REMINDER KIT**



This kit will outline an elaborate campaign on how you can pester your Mom and Dad and make life unbearable for them until they get you that Dandelion Rifle that you want. Just think! If you can persuade your Dad to get you any Dandelion Rifle, it will be comparatively easy to talk him into getting another with the aid of your first hard-hitting Dandelion Rifle.

**REMINDS THEM TO
GET YOU A**

**DANDELION
FOR CHRISTMAS**



the famous

**DANDELION $\frac{1}{2}$ SHOT
DED RYDER
COWBOY CARBINE**

IS ON DISPLAY AT YOUR DEALERS NOW AND IS

READY FOR CHRISTMAS!

That's right! Ded Ryder just rode into your favorite hardware, sporting-goods, and department store with some new DED RYDER COWBOY CARBINES. Dirty no-good bum! Imagine! His horse busted 7 showcases, to say nothing of what he did to the floors! Anyhow, go see Dandelion's famous Cowboy Carbine that holds 1,000 BBs. Just think how long you can hold the cops at bay. Handsomely modeled fore-end. Realistic full-oval, pistol-grip molded stock and handsome bayonet attachment. Be the envy and the terror of your neighborhood. For help in nagging your parents to get you one for Christmas, ask dealer for FREE reminder kit or send FREE coupon.

No. M-1, Gew. 98

Only \$5.75

**SHOOTERS!
TRY THIS
TRICK!**



DANDELION BULLS EYE SHOT IS

approved

for use in

**DANDELION
AIR RIFLES**

APPROVED BY US OF COURSE

MAIL COUPON!

**DANDELION ARMS CO.
Dept. Defense, I.G. Farben, Europe**

Please rush Dandelion Reminder Kit to me so's I can start working on the old man.

NAME _____

RIGHT HAND, please print

thumb	fore	middle	4th	pinky

Hi
Pal!
Win
\$100
as I
just
did!

YOU CAN
WIN
a BIG 15"
SILVER CUP
as I just did
with YOUR
NAME
engraved
on it!



MELVIN
TENDON

AFTER

He Mailed Coupon
Below is Cleveland

BEFORE

He Mailed Coupon



90 lb.
Skeleton

He says,
I gained
70 lbs.
of
mighty
muscle



Come on, Buddy, Quit being A BAG-of-BONES Weakling like I was

IN 10 MINUTES OF FUN A DAY YOU Can do ALL I did!

I gained 25 Terrific LBS. of HANDSOME
POWER-PACKED MUSCLES all over!

DO YOU KNOW WHAT — I'M STILL A SLOB!

I improved my HE-MAN LOOKS 1000%

I won NEW STRENGTH for money-making work!
for WINNING at all SPORTS!

I won NEW POPULARITY Won NEW FRIENDS, BOYS & GIRLS
NEW CHANCES for BUSINESS SUCCESS

How did I do ALL This? My family is
RICH so I did it ALL with MONEY!
ANYHOW, I got

these 5 PICTURE PACKED
HE MAN COURSES

Which YOU can NOW get FREE

but don't worry, boy
we got a way to get that
old loot outta you



I gained
60 lbs of
muscles

says
John
Gristle

HOW TO MOLD A
MIGHTY TOE
By GEORGE F. ALWETT

I learned
to run
faster than a
speeding
bullet!
says
Clark
Kent

HOW TO MOLD A
MIGHTY THUMB
By GEORGE F. ALWETT

HOW TO MOLD A
MIGHTY ELBOW
By GEORGE F. ALWETT

HOW TO MOLD A
MIGHTY PINKY
By GEORGE F. ALWETT

HOW TO MOLD A
MIGHTY EYEBALLS
By GEORGE F. ALWETT

"AMAZING
SECRETS"
course that
will show you how to win \$100.
This course entitled
"ARMSTRONG'S RACING SHEET"

heh heh
EVEN IF
THAT
COUPON
GETS
LOST
IN THE
MAILS!

"I'm
PROUD
to be
seen
with
Melvin
NOW!"
says
Nellie.
"Melvin
can lift a 2700 lb.
car. He can shoplift
too. He amazes his
friends!"

You'll be
A Real
ATHLETE
in ALL
SPORTS
Soon
after
YOU
mail
Coupon.

EVEN IF THAT COUPON
GETS LOST IN
THE MAILS.

2

COME ON, PAL, NOW YOU give me
10 PLEASANT MINUTES A DAY
IN YOUR OWN HOME like Jim did
and I'll give YOU A NEW HE-MAN BODY
for your OLD SKELETON FRAME

NO! I don't care how skinny or flab-
by you are. As long as you've got
money! I'll make you OVER by the
SAME method I turned myself from
a wreck to the strongest of the
strong. YES. I will reveal to you the
secret of using the word "SHAZAM!"

"Congratulations,
John! At last you
mailed the coupon
as EVERY MAN
should. Soon You'll
be as big and strong
as I am."
says Jim Fulflex
to John Haffer

Develop YOUR 520 MUSCLES
Eliminate ALL 13 odor areas.

YES! You'll see INCHES added to
your ARMS and CHEST Your BACK
and SHOULDERS broadened. From
head to heels you'll gain SIZE,
POWER, SPEED. For you see, we're
going to ship you a BEE-HIVE Each
bee-sting guaranteed to swell you an INCH.



LAST CHANCE-ALL FREE COUPON

1. FIVE COURSES 2. RACING FORM
3. ENVELOPE 4. STAMP

Tell Me How to
Get Something
For Nothing.

ALWETT INSTITUTE OF PHYSICAL TRAINING
989B LATISMUS AVENUE, DELTOID, MUSCLESIPPI

"Alwett Courses
greatest in
World for Building
All-Around
HE-MEN"
—Lord Greystoke
alias Tarzan

FREE FREE FREE FREE FREE FREE
POTRZEBIE BOUNCES

NAME _____ AGE _____
ADDRESS _____ CITY _____ ZONE _____
STATE _____

Mail Coupon in Time for FREE offer and PRIZES!

5.

COMING ATTRACTIONS!

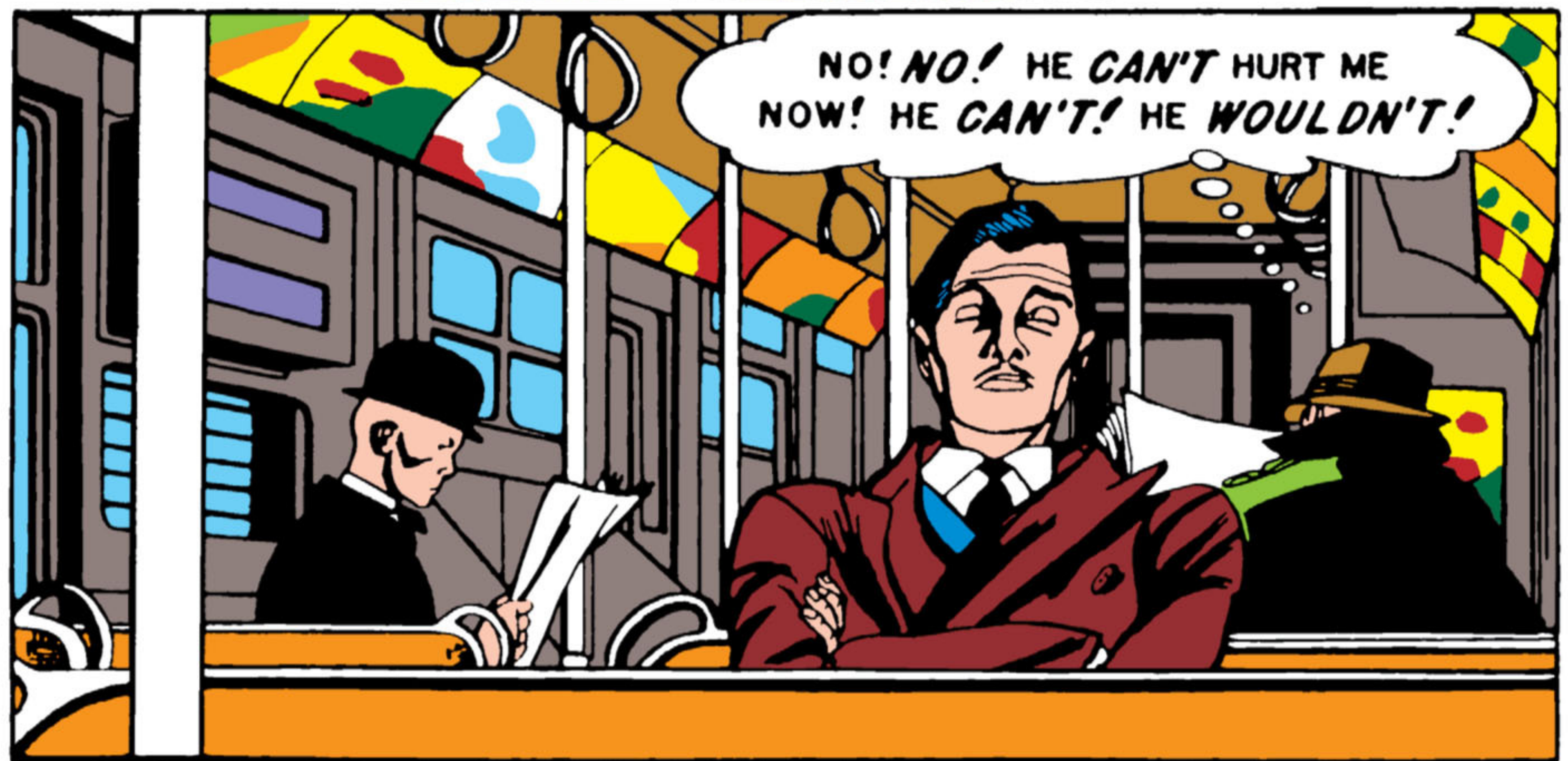


PATHOS! TENSION! EXCITEMENT!
HERE IS A SCENE FROM ONE OF E.C.'S "NEW DIRECTION" MAGS...

IMPACT

AND THEN...DOWN DEEP INSIDE YOU... YOU FEEL THE CHILL...THE COLD CHILL ...THE CHILL OF DEATH. YOU STARE AT THE PAPER ON YOUR LAP, UNABLE TO RAISE YOUR EYES...AFRAID TO SEE WHAT YOU KNOW IS THERE. BUT, AFTER A FEW TERRORIZED MOMENTS, YOU CAN'T STAND IT! YOU *DO* LOOK UP! AND YOU *SEE* HIM...

HE SITS STIFFLY, READING HIS PAPER, NOT LOOKING AT YOU, NOT NOTICING YOU. BUT *YOU'VE* SEEN *HIM*, CARL! YOU'VE SEEN HIS *FACE*... THE ONE YOU *KNEW* SOMEDAY YOU'D SEE AGAIN...THE FACE YOU'VE BEEN *AFRAID* TO SEE FOR *TEN LONG YEARS*. YOUR MOUTH TWITCHES. YOUR HANDS OPEN AND CLOSE, WET WITH PERSPIRATION...



The Roman Arena! The French Revolution! Napoleon!
HERE IS A SCENE FROM ANOTHER OF E.C.'S "NEW DIRECTION" MAGS...

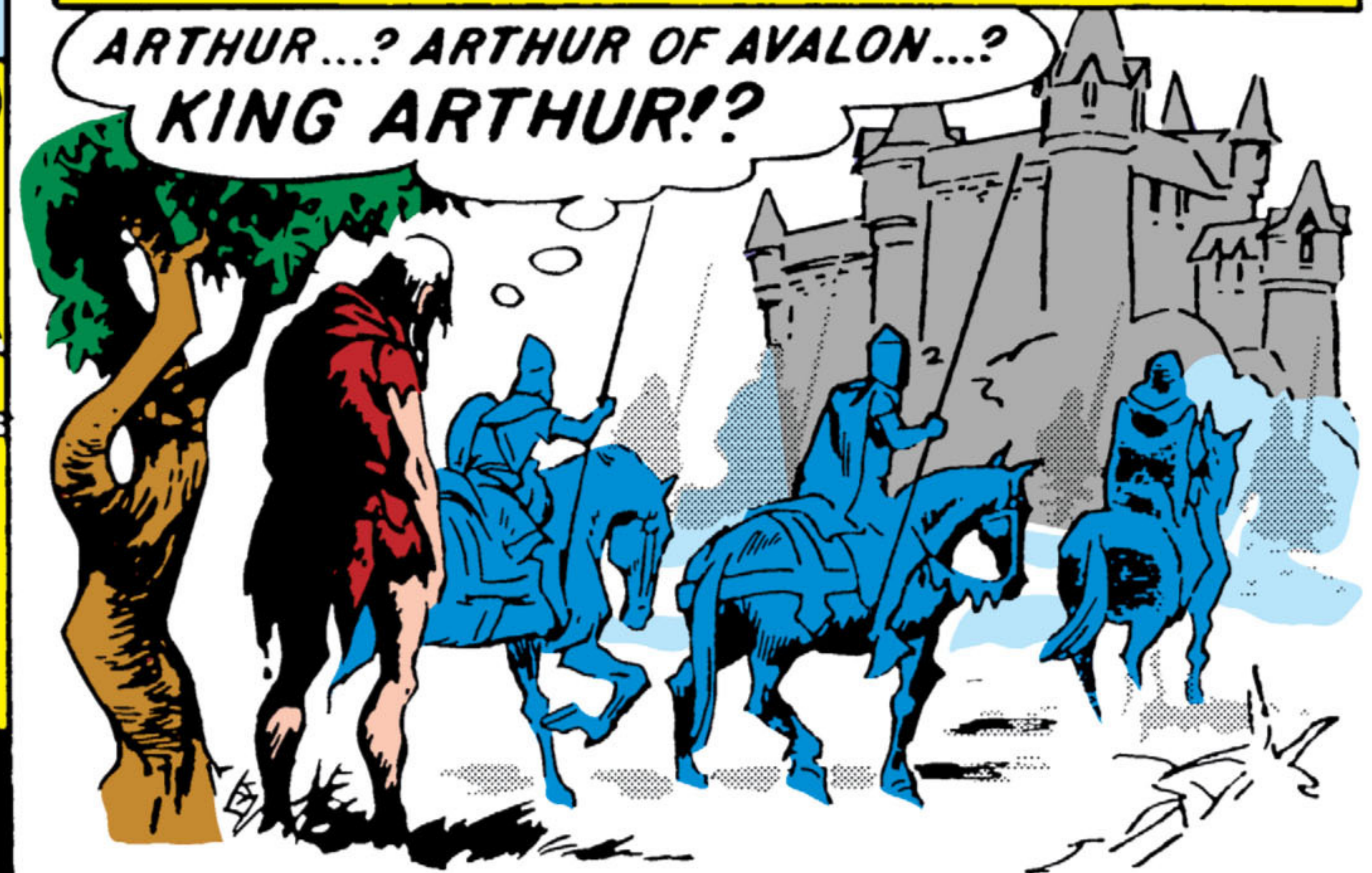
VALOR

THE OLD SWINEHERD LOOKED UP WITH HORROR AND AWE AS HIS TREMBLING HANDS WERE STRETCHED ACROSS A BOULDER AND HIS CHAINS WERE SHATTERED WITH THE BLOW OF A BATTLE-AXE...



THE SERF STOOD BREATHLESSLY...UNCOMPREHENDINGLY...WATCHING THE KNIGHT AND HIS RETENUE RIDE OFF INTO THE MIST. AND HE NO LONGER WORE CHAINS...

ARTHUR...? ARTHUR OF AVALON...?
KING ARTHUR!?





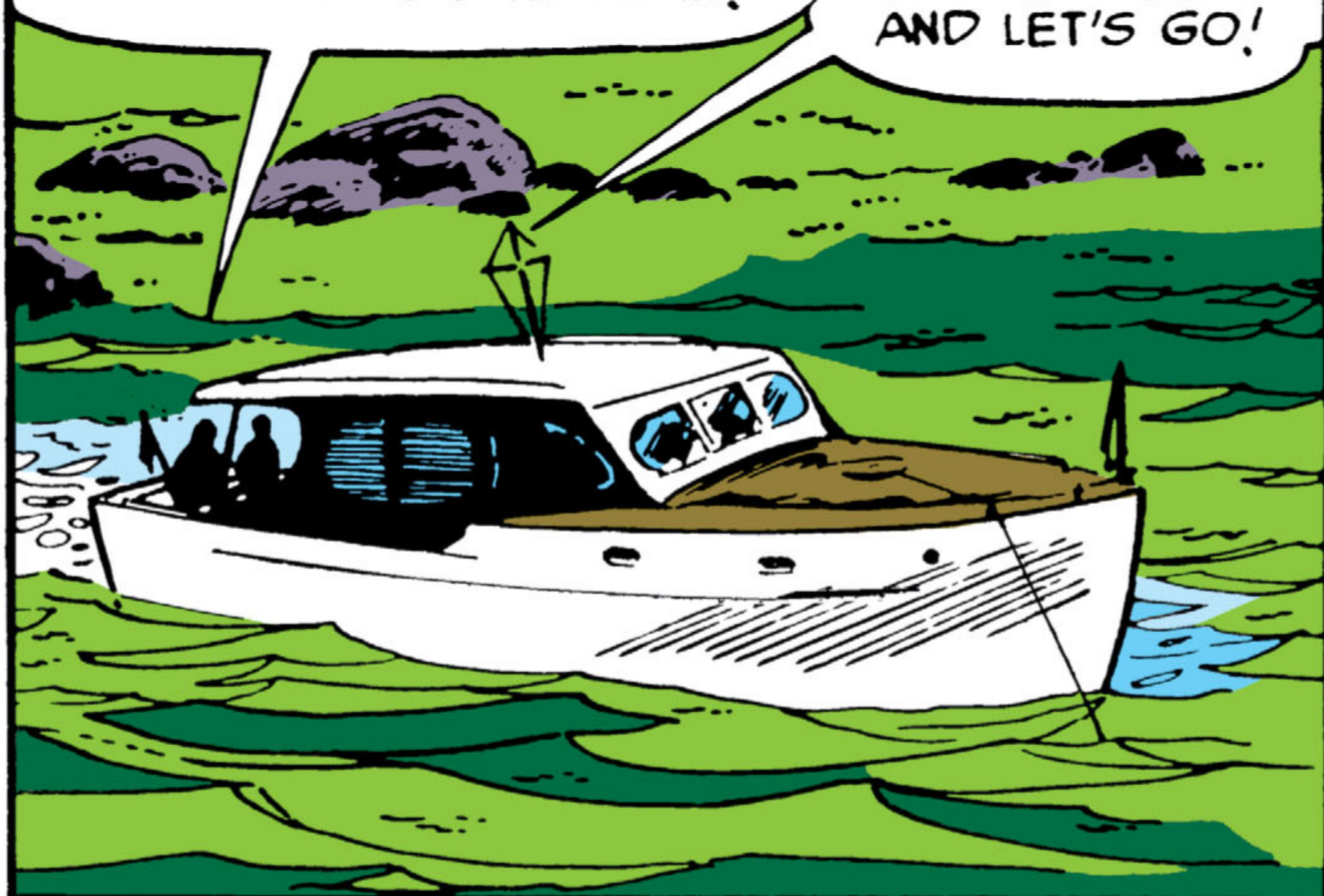
INTRIGUE! HEADLINES! THRILLS!
FOLLOW KEITH MICHAELS, W.P. SPECIAL CORRESPONDENT, IN E.C.'S "NEW DIRECTION" MAG...

EXTRA!

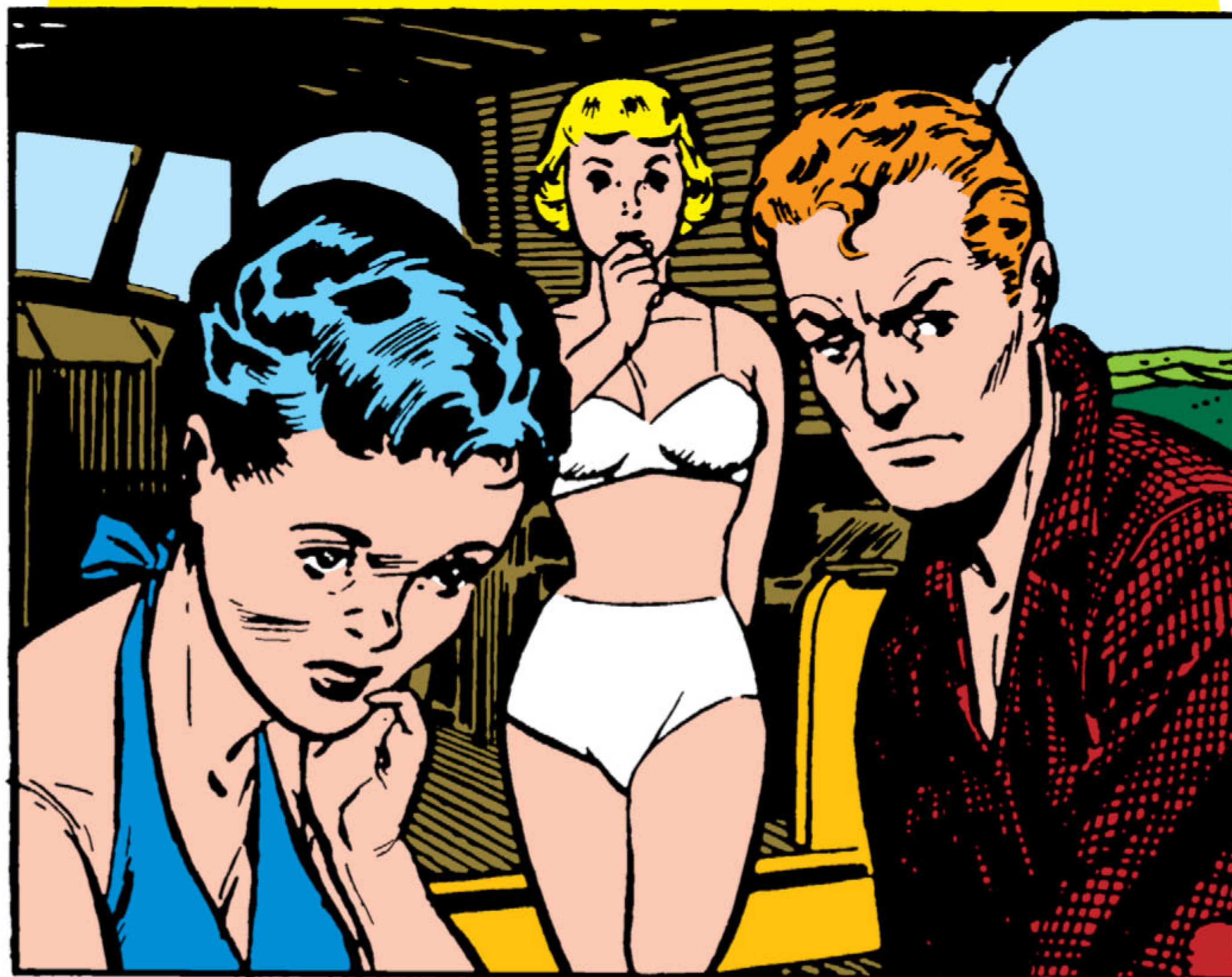
AND STILL LATER...OUT AT THE ISLAND REEFS...

WAIT A MINUTE, MICHAELS! I DON'T LIKE THIS SPOT! LET'S TRY THE OTHER END OF THE REEFS! YOU DON'T WANT TO DIVE HERE!

SURE I DO! I'M ALL SET! COME ON! TAKE OFF THAT SHIRT AND LET'S GO!



KEITH DIVES. IN THE BOAT, ANXIOUS, STRAINED FACES WAIT THROUGH THE LONG MINUTES, WATCHING THE AIR BUBBLES BURST ON THE SURFACE OF THE WATER...



SCREAMING ACTION! BLAZING GUNS! EXPLODING FURY!
TAKE TO THE COMBAT SKIES IN E.C.'S "NEW DIRECTION" MAG...

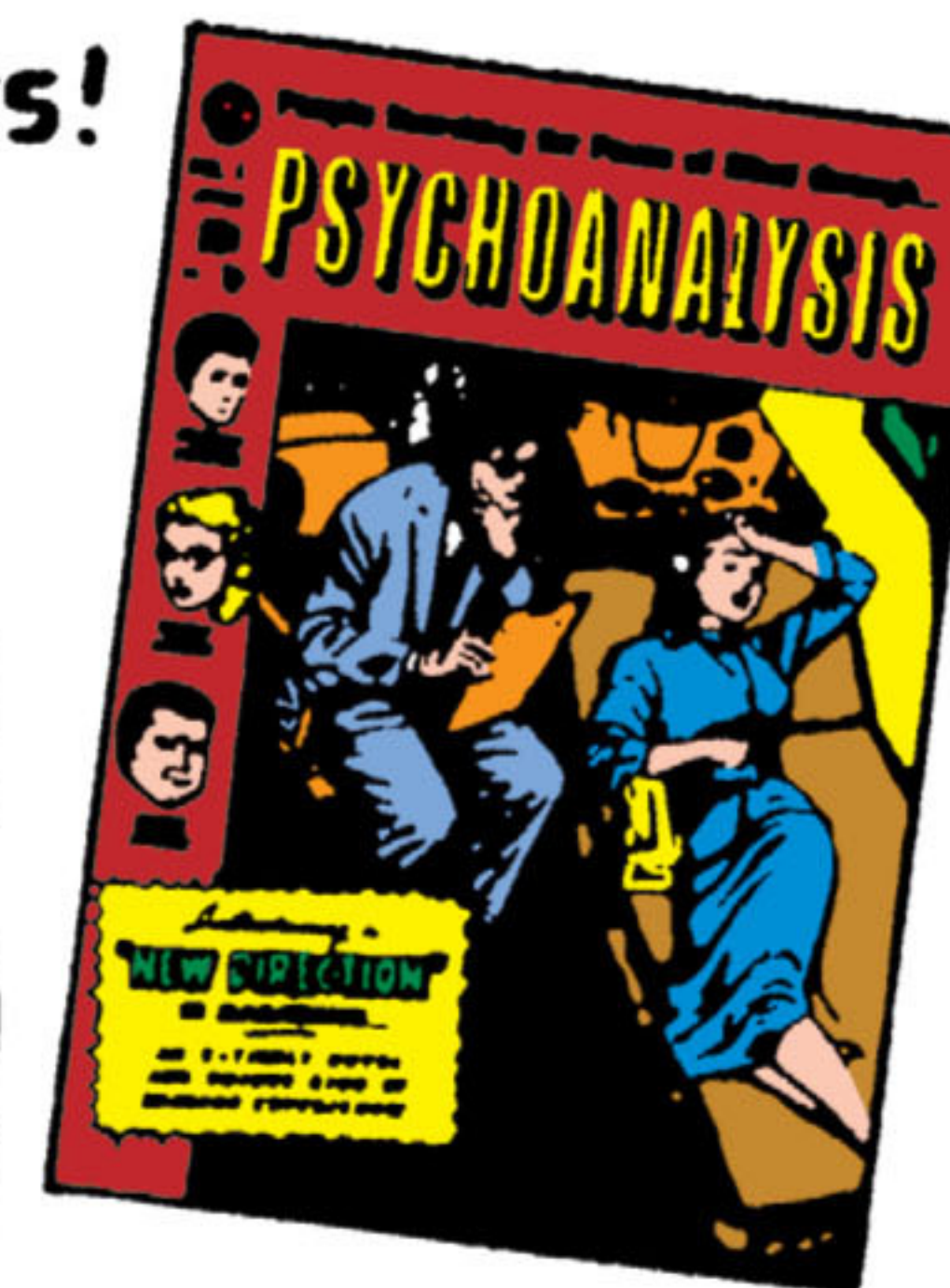
ACES HIGH

YES, THAT'S HOW IT WAS. EVERY DAY, WE GALLANTLY FOUGHT A GALLANT ENEMY... WITHOUT REALLY HATING HIM! WE COULDN'T EVEN HATE THE JERRIES A COUPLE OF DAYS LATER, WHEN IT HAPPENED. THE C.O., COL. MIKE PEPPER, HAD LED EIGHTEEN OF US OVER JAGSTAFFEL II'S AIRDROME. WE'D DROPPED LOW OVER THE FIELD, BUZZING VON KRUESLING'S H.Q., "THROWING DOWN THE GAUNTLET"...



And now, the most revolutionary idea ever presented in comics!
Discover the innermost secrets of people searching for peace
of mind in E.C.'s "New Direction" mag...

PSYCHOANALYSIS



THE SUBJECT'S PARENTS PASSED OUT THROUGH THE WAITING ROOM. THE DOCTOR SHOOK HIS HEAD...

THERE'S 90% OF THE TROUBLE... A BAD MARRIAGE... INCESSANT QUARRELS OVER REARING THE CHILD... THE FATHER PULLING ONE WAY... THE MOTHER, THE OTHER. NO *WONDER* THE BOY'S IN A STATE OF REBELLION AGAINST *BOTH* OF THEM!

THE DOCTOR BECKONED TO THE SUBJECT. THE BOY HESITATED, THEN ENTERED THE OFFICE...

HOW HE STARES AT ME! SUSPICIOUS... FRIGHTENED... MISERABLE. HE THINKS *I* WANT SOMETHING OF HIM, *TOO!*

LISTEN TO ME, FREDDY... CAREFULLY. YOU'VE FAILED YOUR STUDIES... YOU PLAY HOOKY FROM SCHOOL... YOU'VE DROPPED SPORTS... YOU WON'T PLAY THE PIANO OR PAINT... YOU SCARCELY GO OUT! WHEN YOU *DO*, YOU *STEAL* THINGS! WHY?

I... I *DON'T* KNOW!

AS MANY OF YOU KNOW, WE AT E.C. HAVE BEEN HARD AT WORK PREPARING A COMPLETELY NEW LINE OF MAGAZINES TO REPLACE THE ONES WE'VE DROPPED! AFTER MUCH HEAD-SCRATCHING, NAIL-BITING, AND BRAIN-RACKING... FOLLOWED BY PLENTY OF PENCILING, INKING, AND EDITING... WE ARE AT LAST READY TO UNVEIL OUR "**NEW DIRECTION**" MAGAZINES! TO AROUSE YOUR CURIOSITY, WE'VE PRESENTED THIS UNVEILING IN THE FORM OF COMING ATTRACTIONS! NOW YOU'VE SEEN THEM!

LOOK FOR THEM ON YOUR NEWSSTANDS!

IF YOU'D LIKE TO SUBSCRIBE TO ANY AND/OR ALL OF THESE "NEW DIRECTION" MAGS, FILL OUT THE COUPON BELOW, ENCLOSE \$1.00 FOR EACH SUBSCRIPTION, AND MAIL TO...

ENTERTAINING COMICS
ROOM 706
225 LAFAYETTE STREET
N.Y.C. 12, N.Y.

PLEASE SEND ME 8 ISSUES OF THE
MAGAZINE(S) I HAVE CHECKED. I ENCLOSE
ONE DOLLAR (\$1.00) FOR EACH SUBSCRIPTION.

NAME _____

ADDRESS _____

CITY _____

ZONE
NO. _____

STATE _____

☐ IMPACT

☐ ACES HIGH

☐ VALOR

☐ PSYCHOANALYSIS

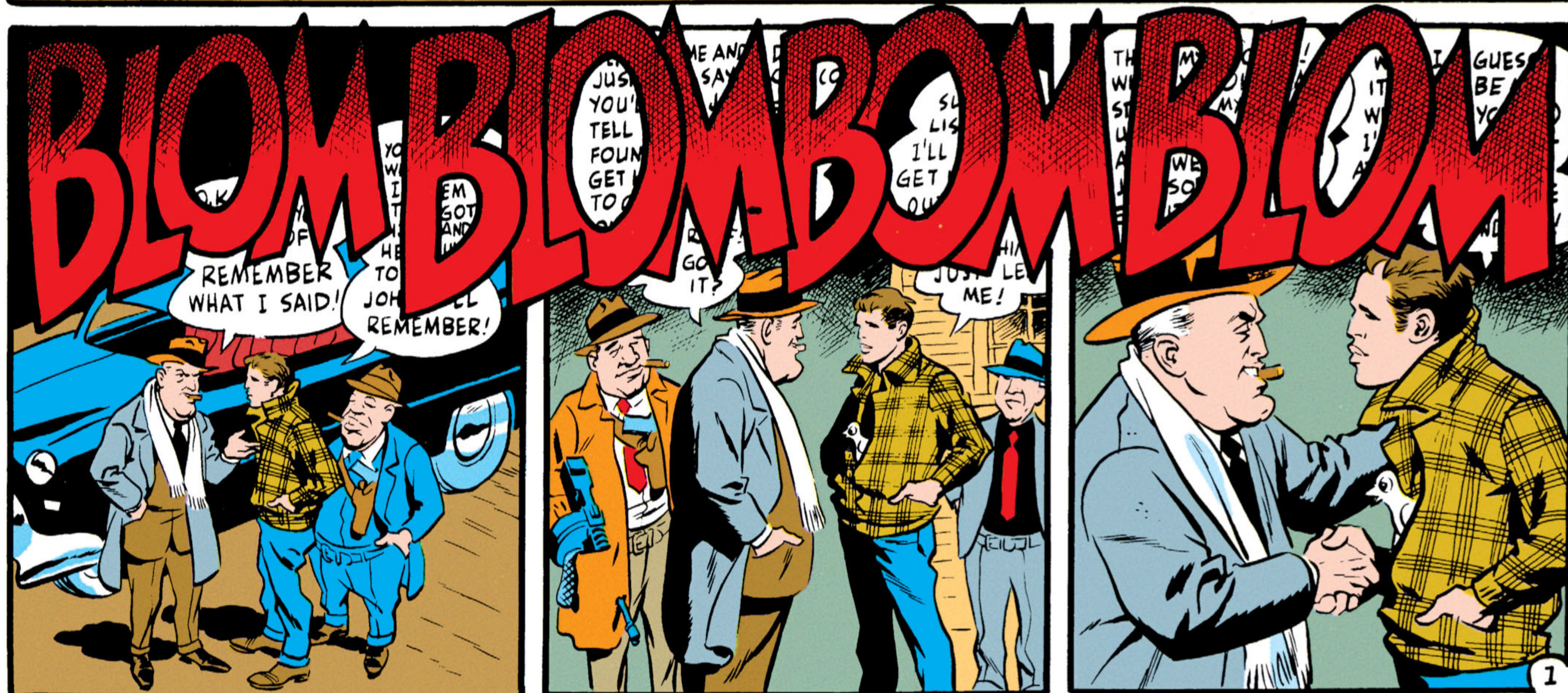
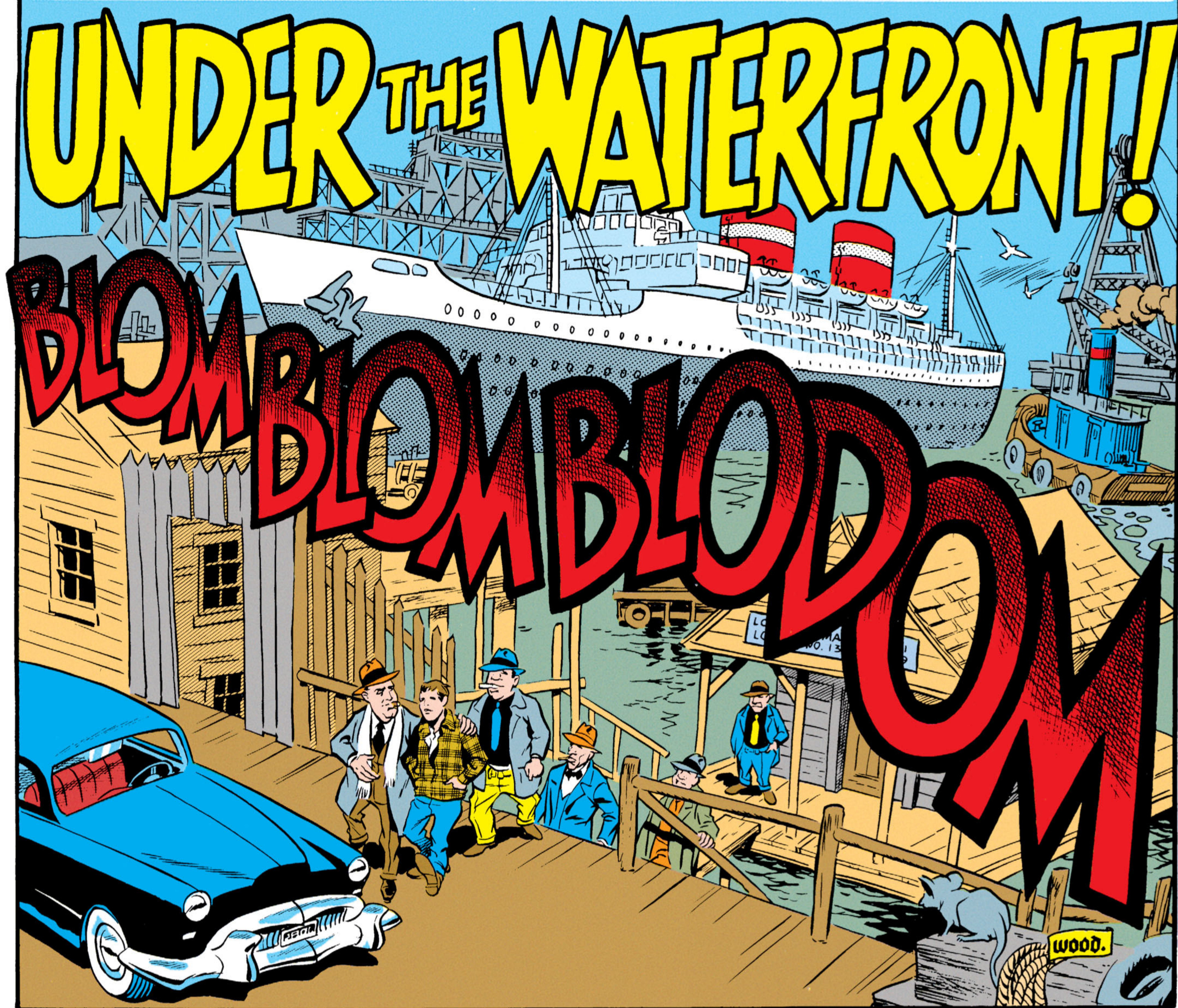
☐ EXTRA!

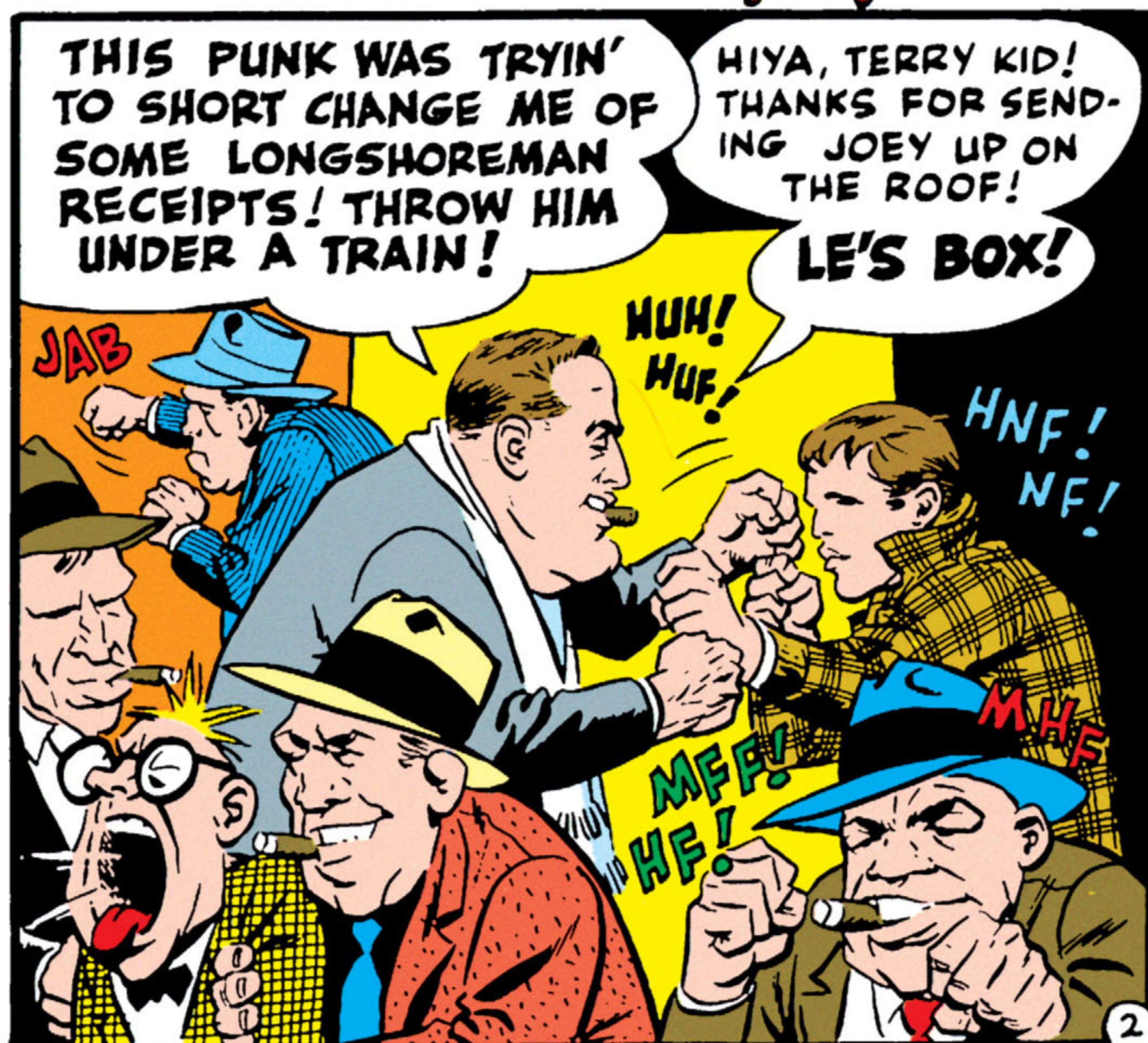
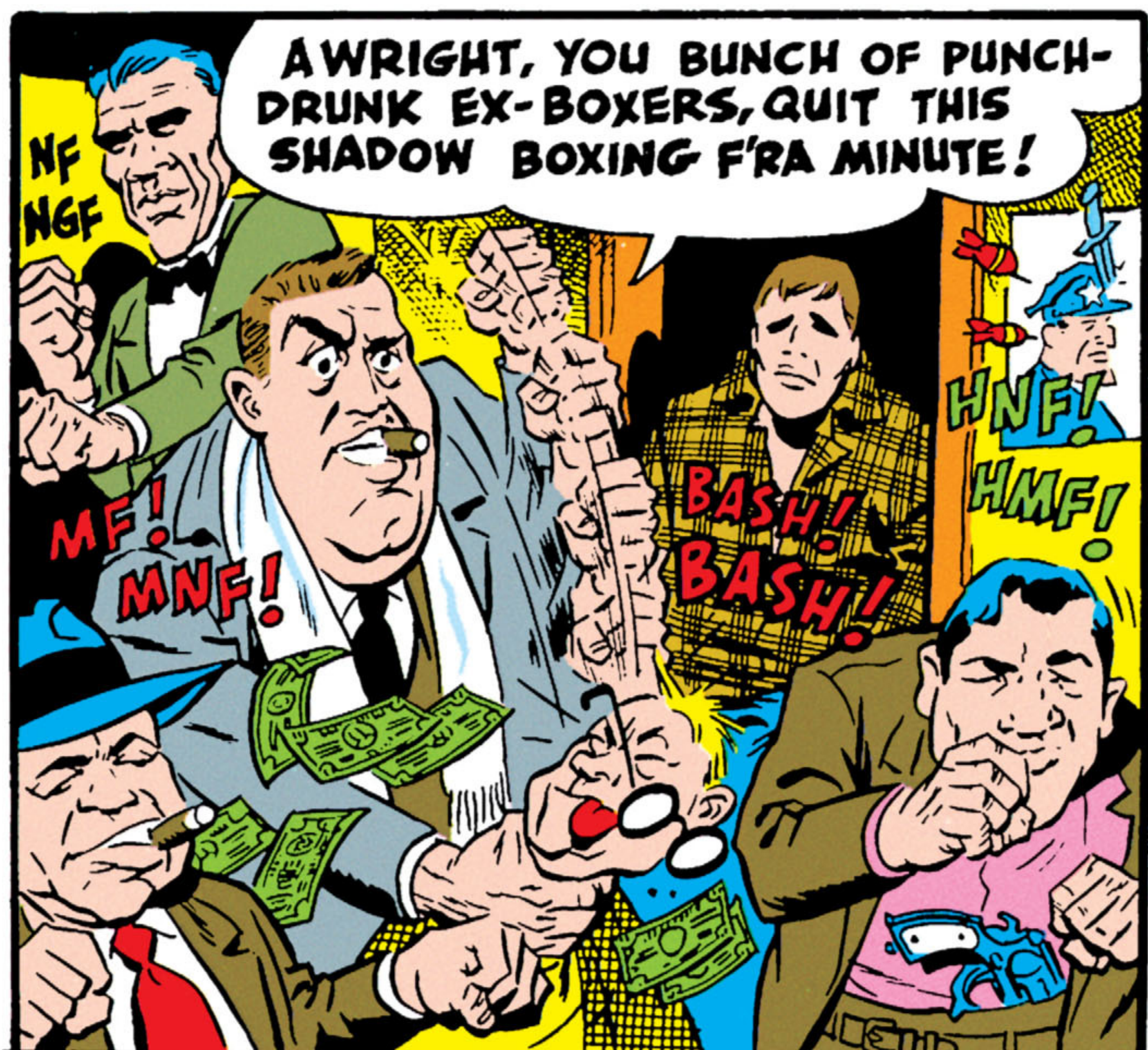
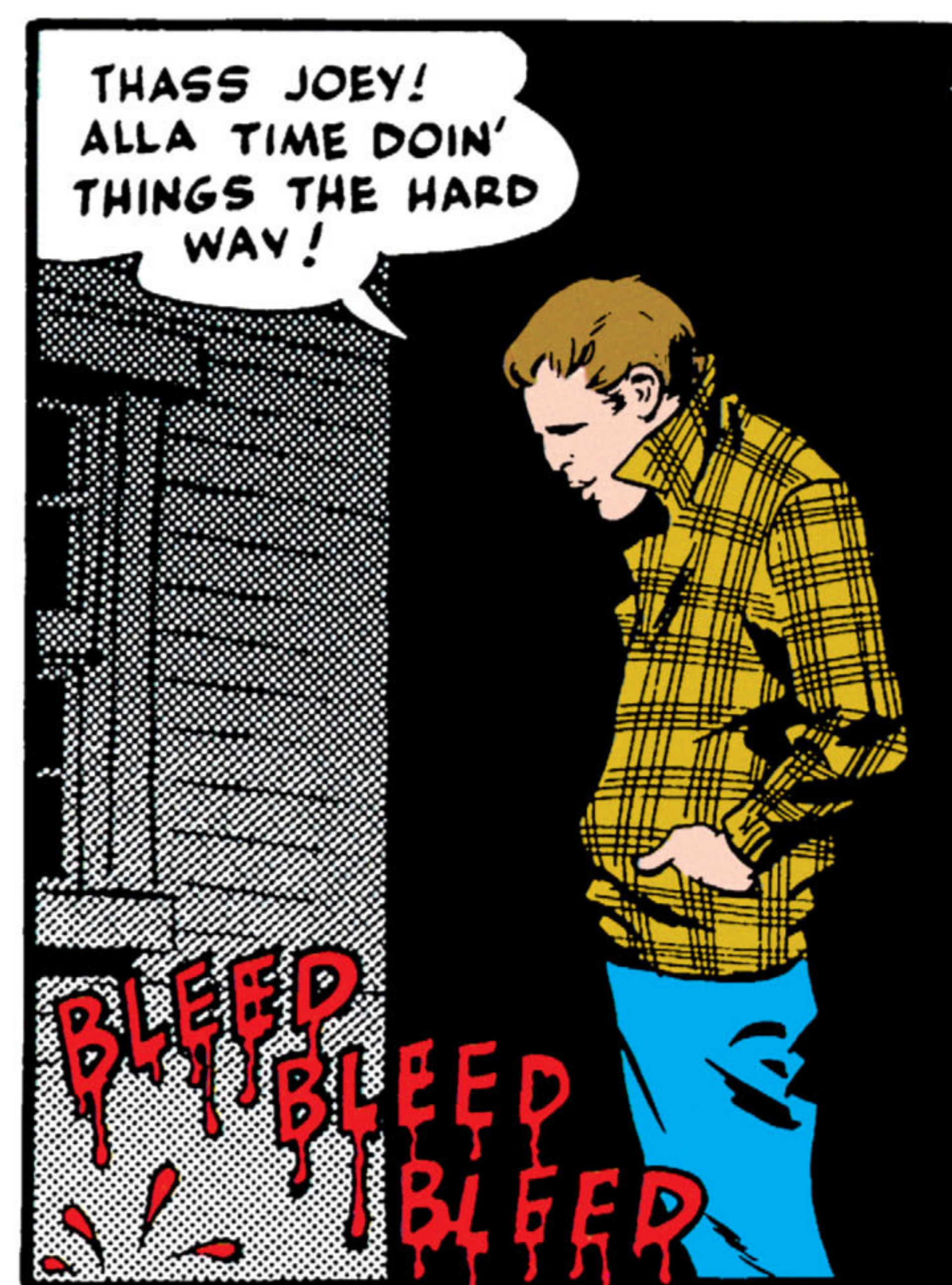
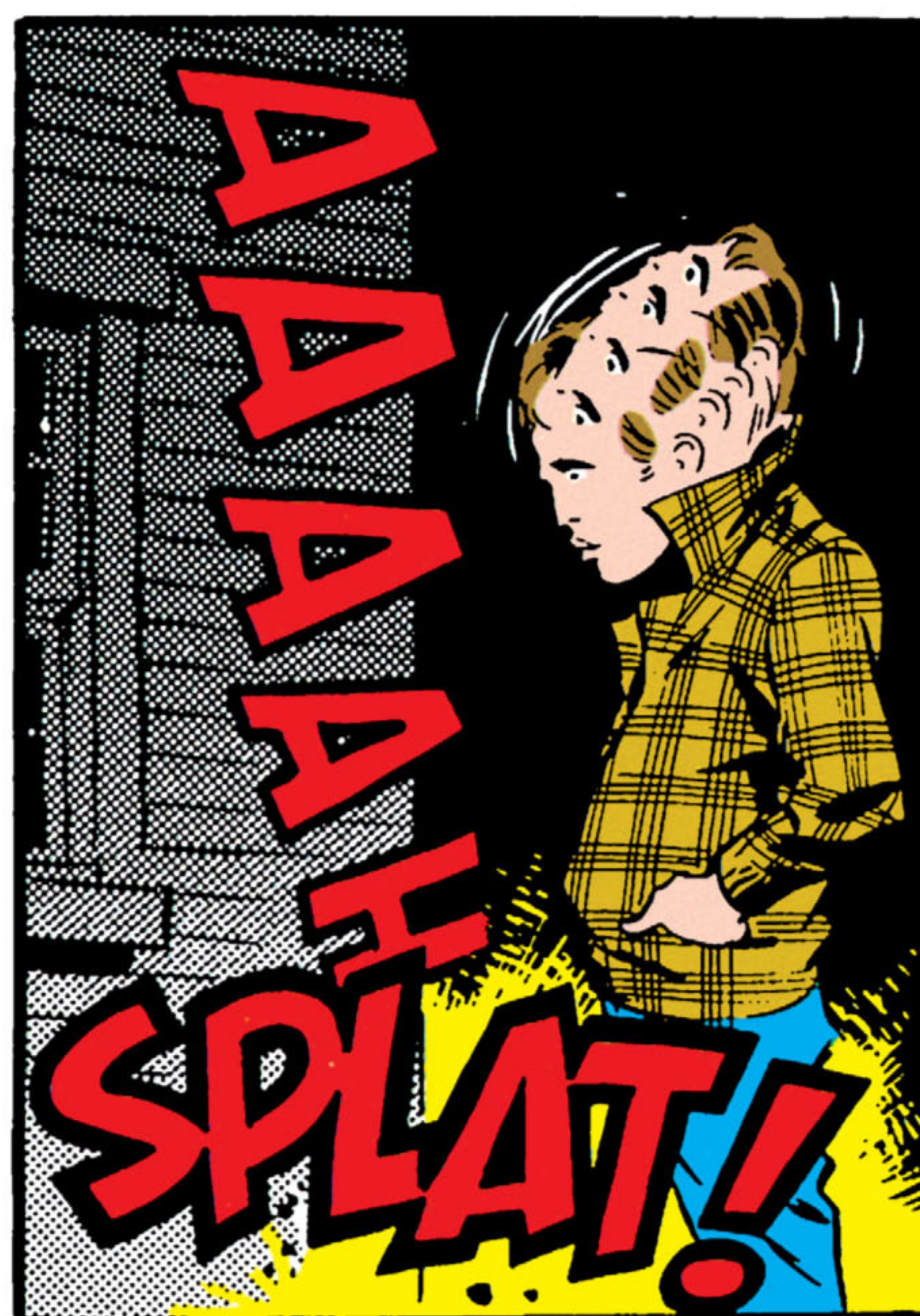
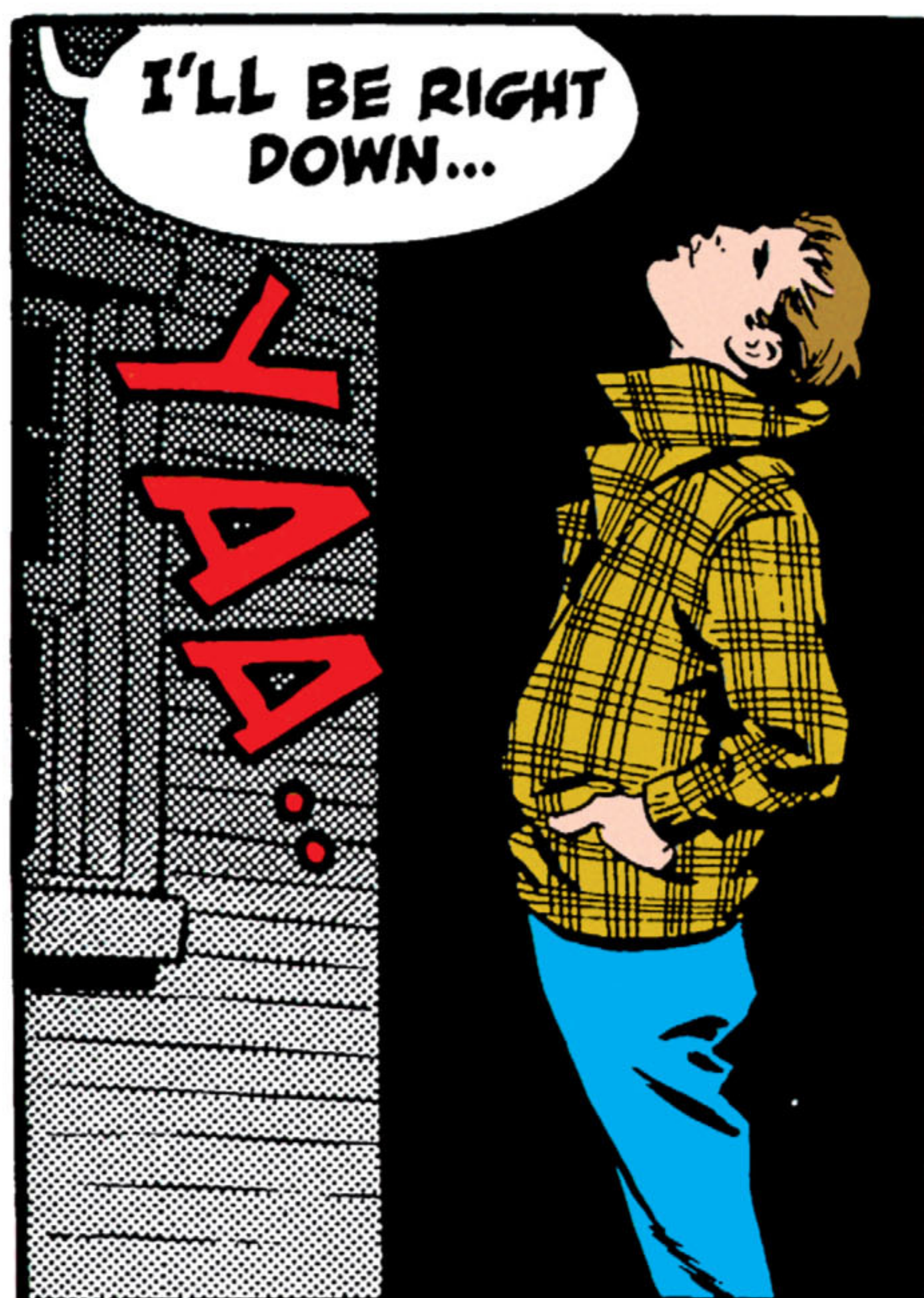
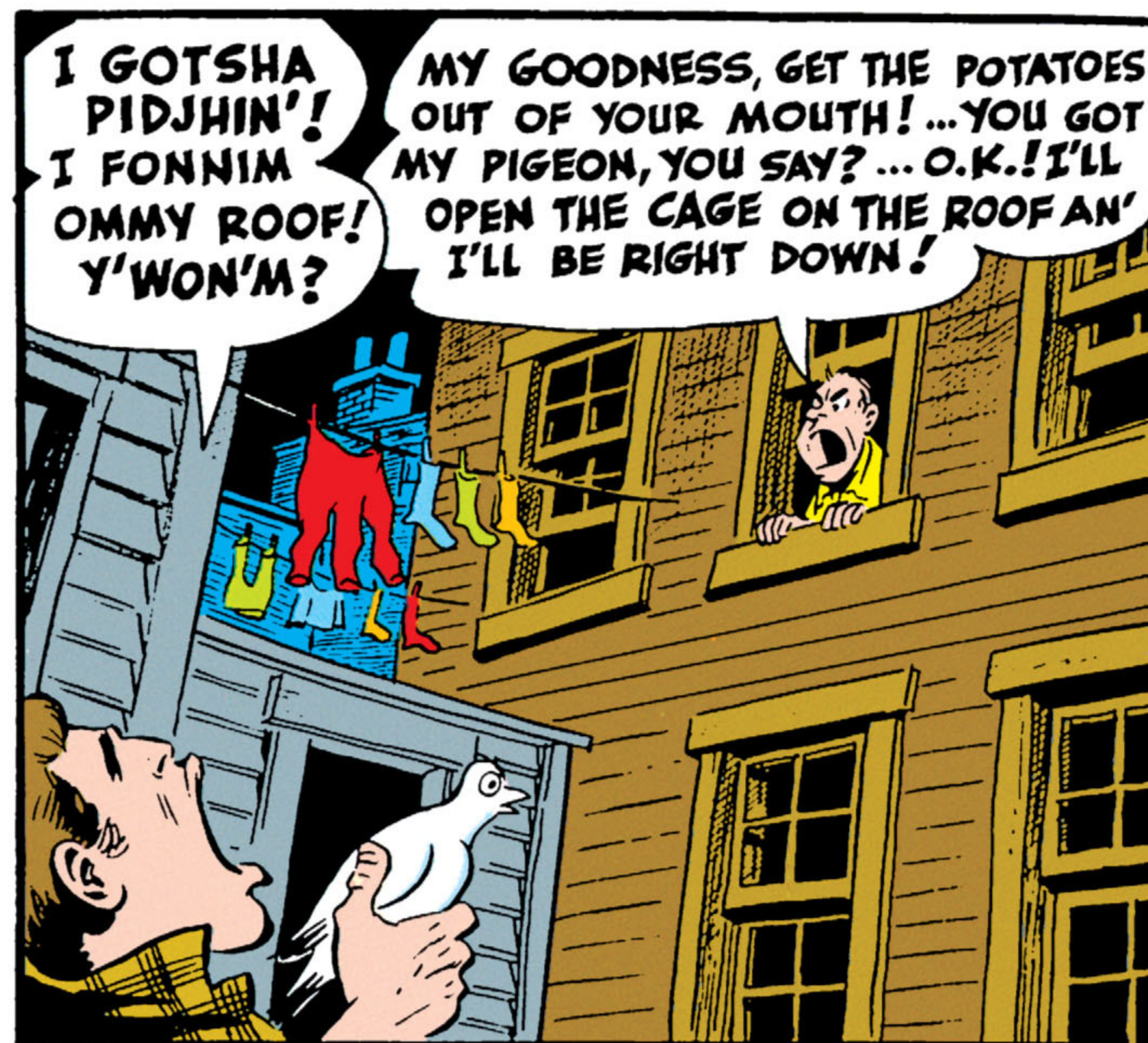
☐ MAD

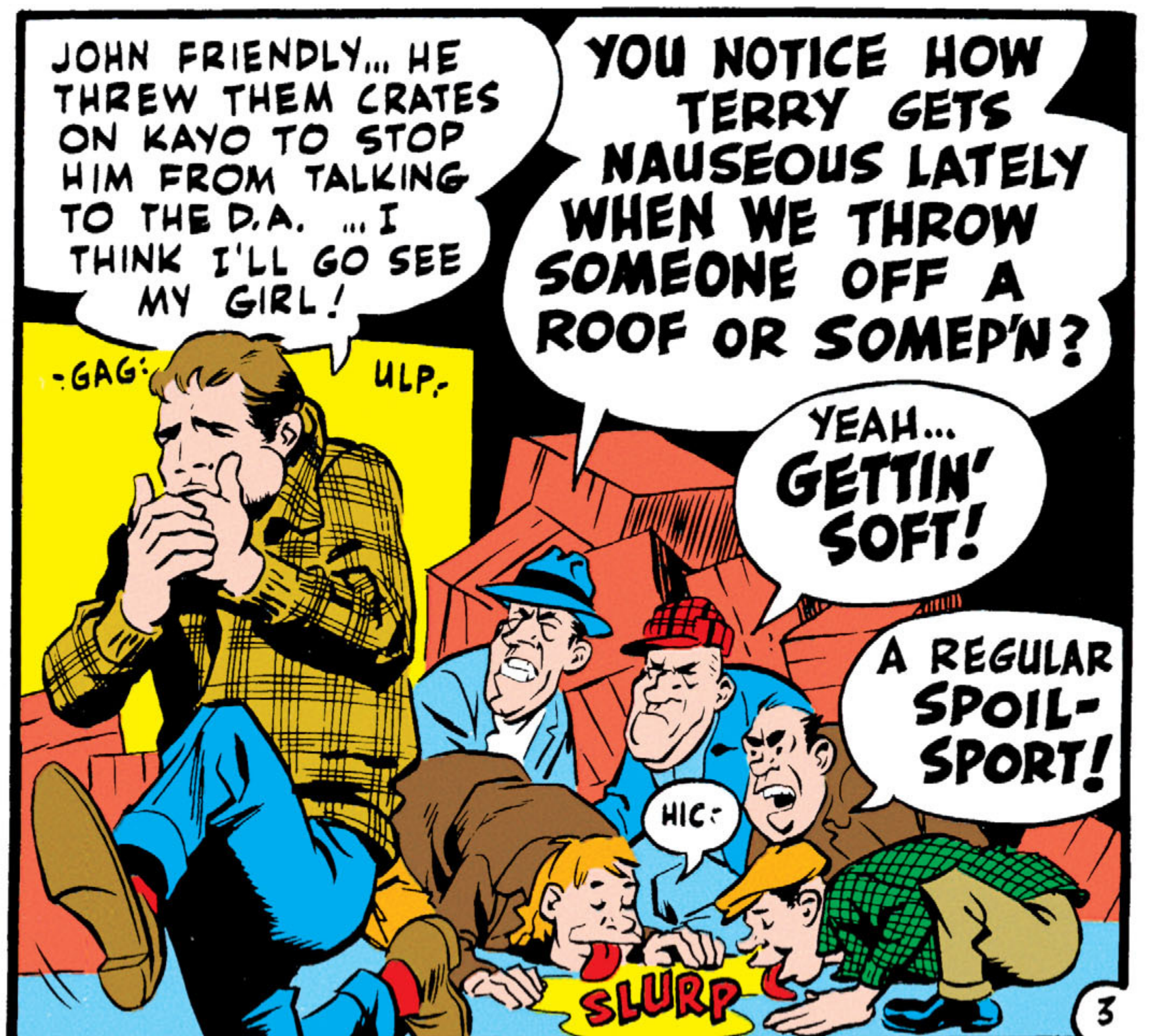
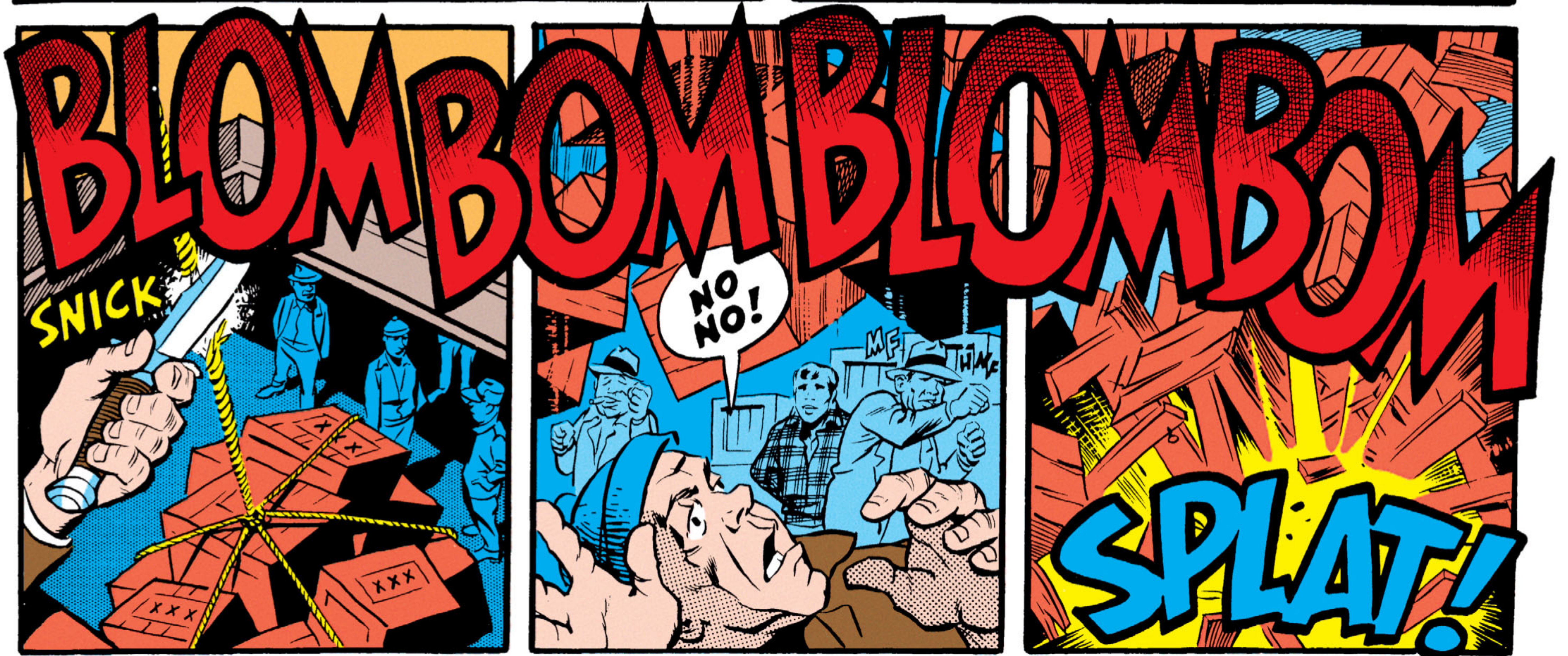
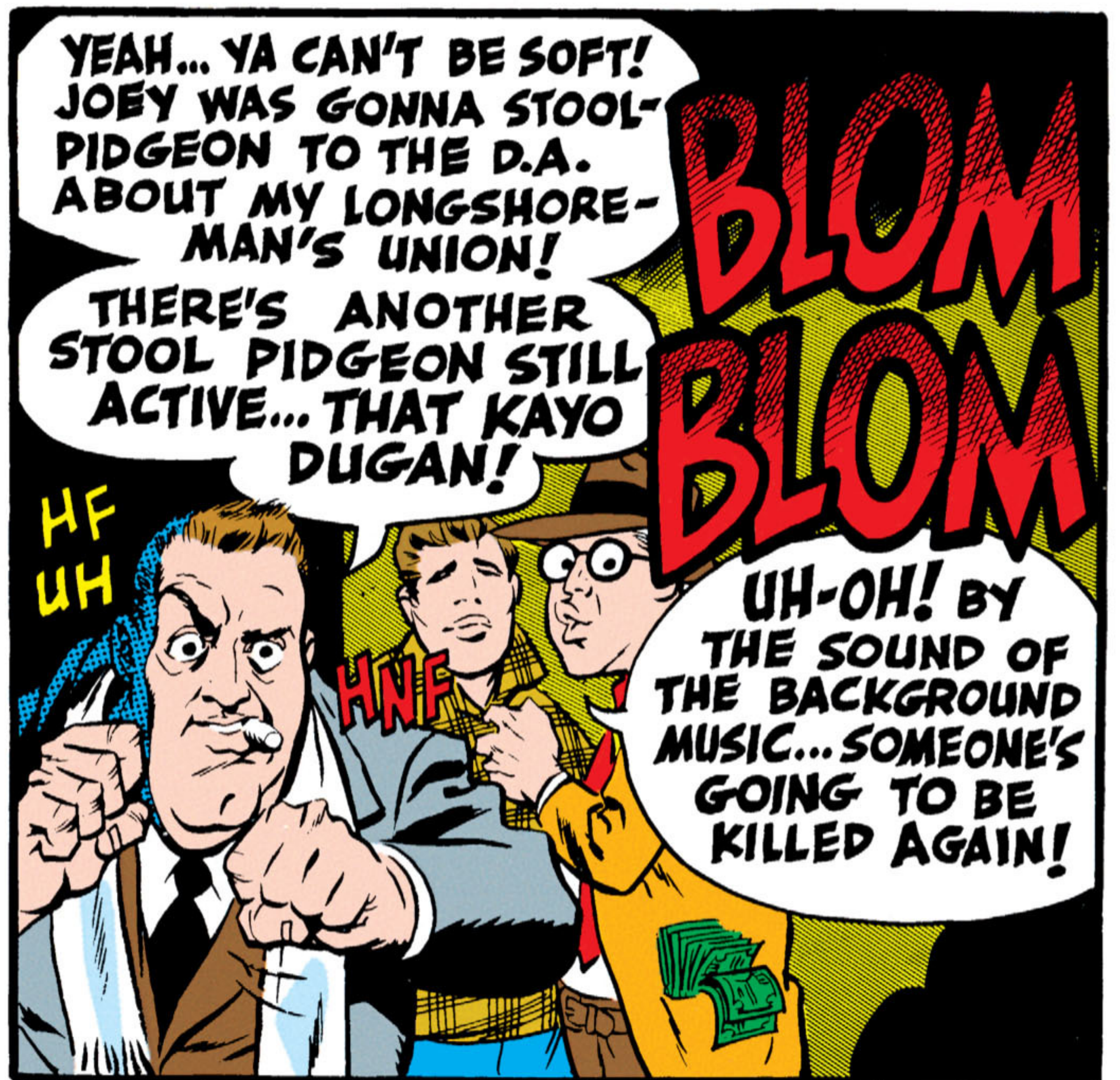
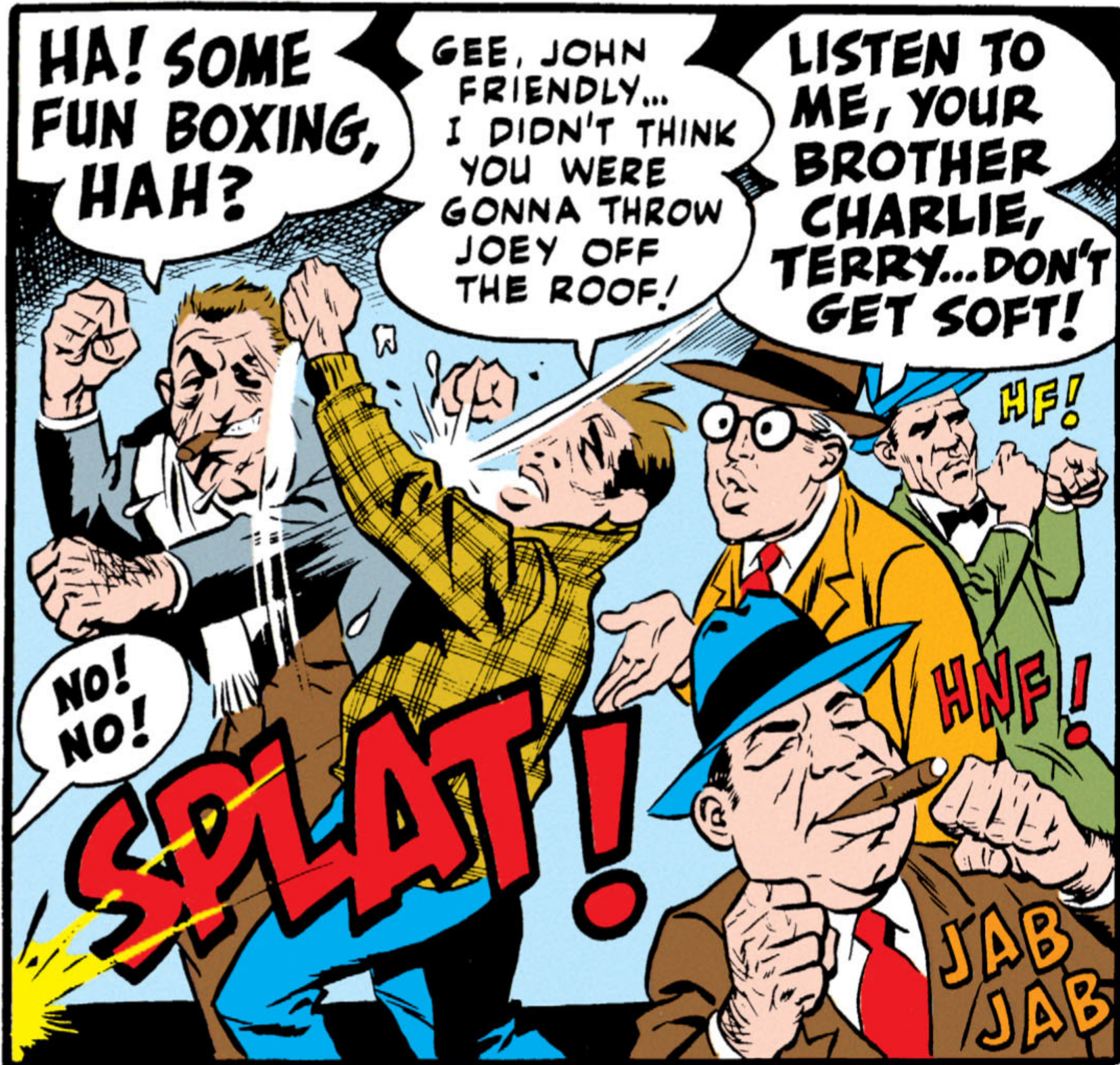
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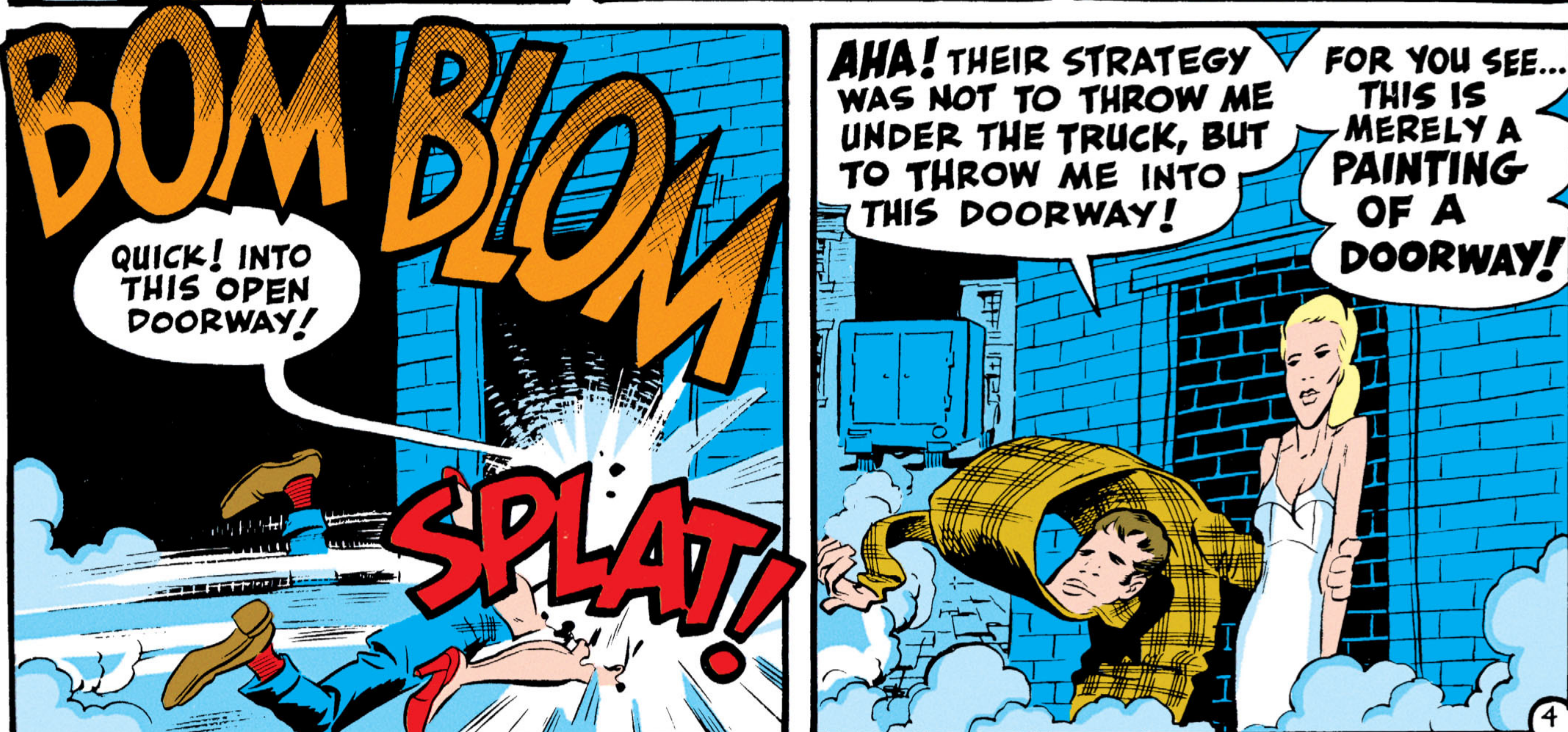
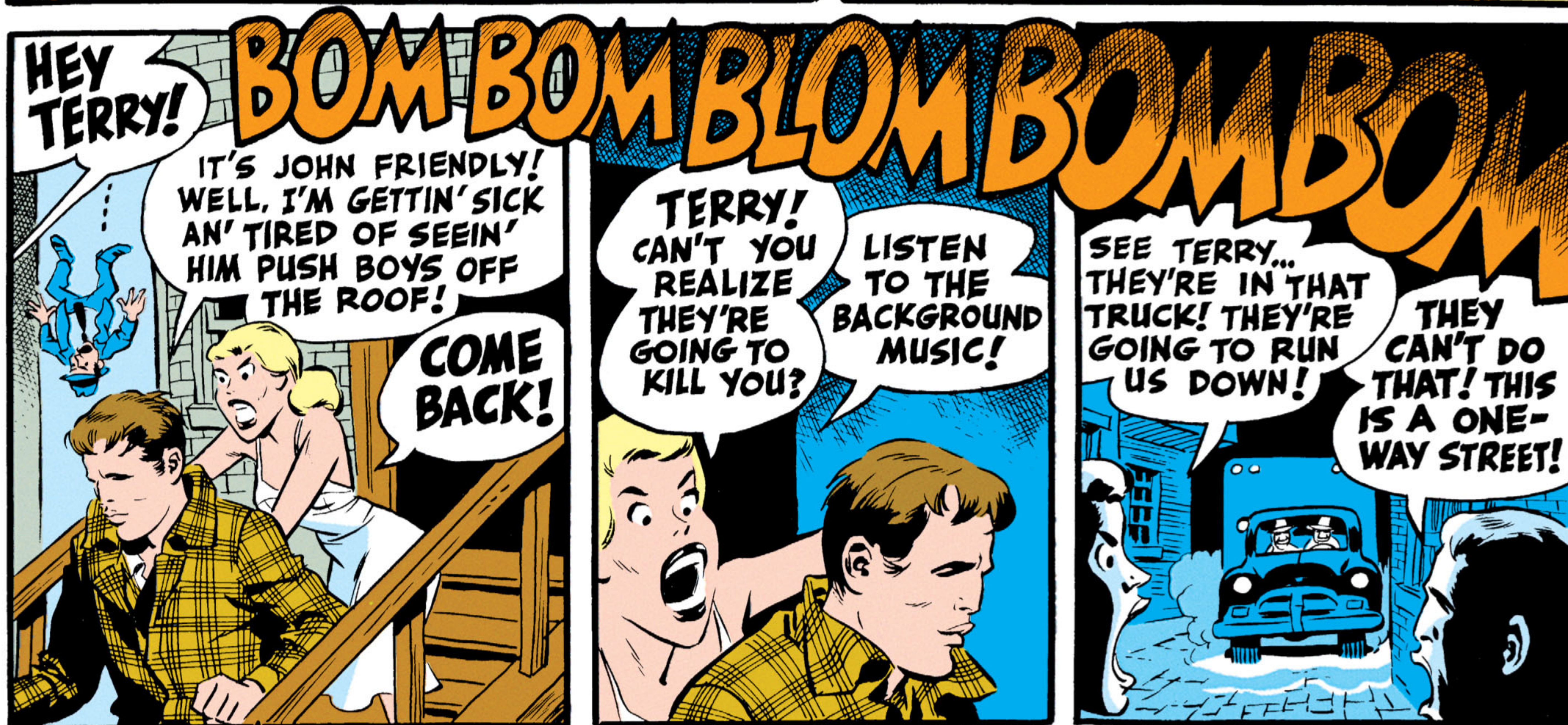
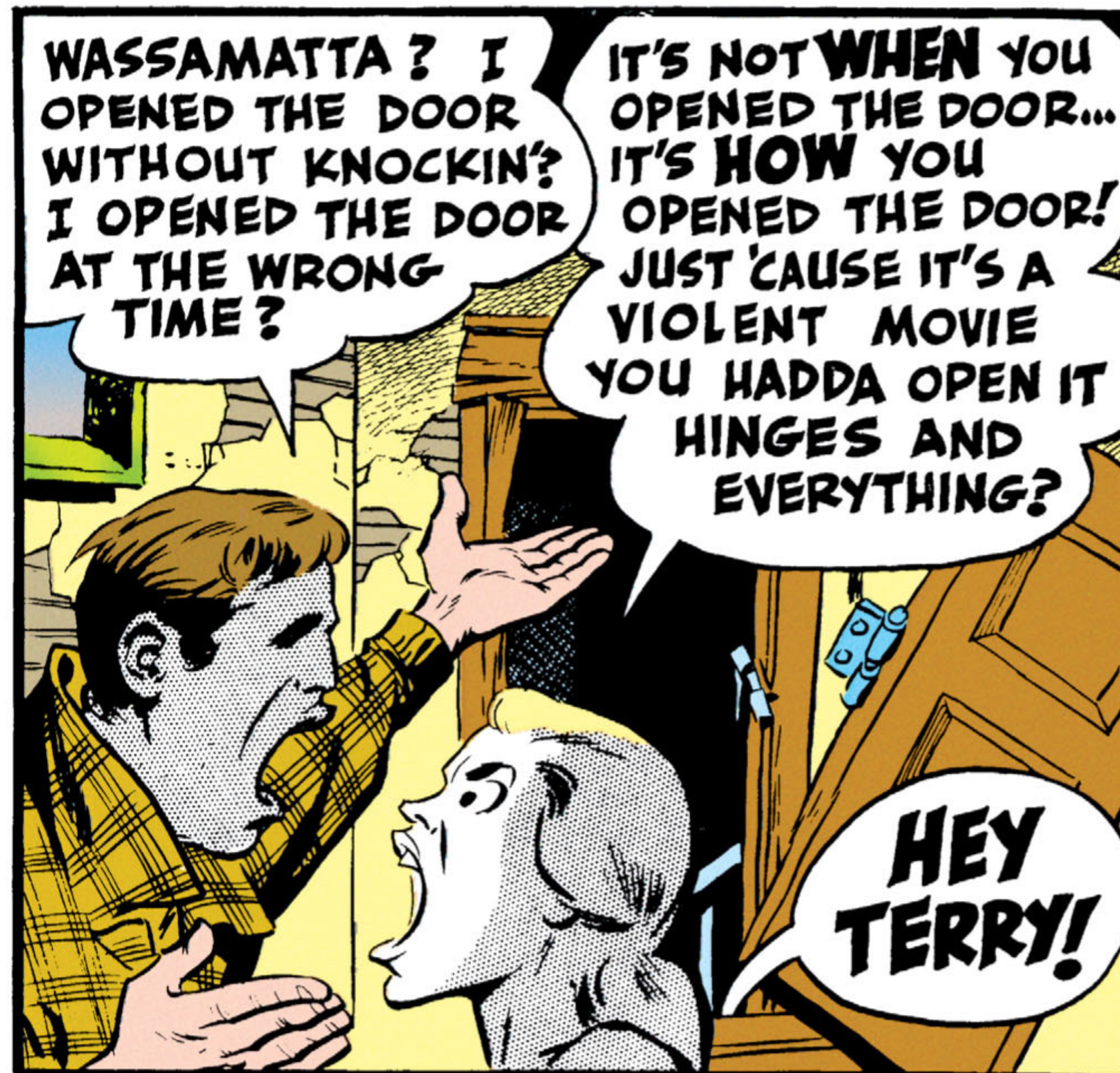
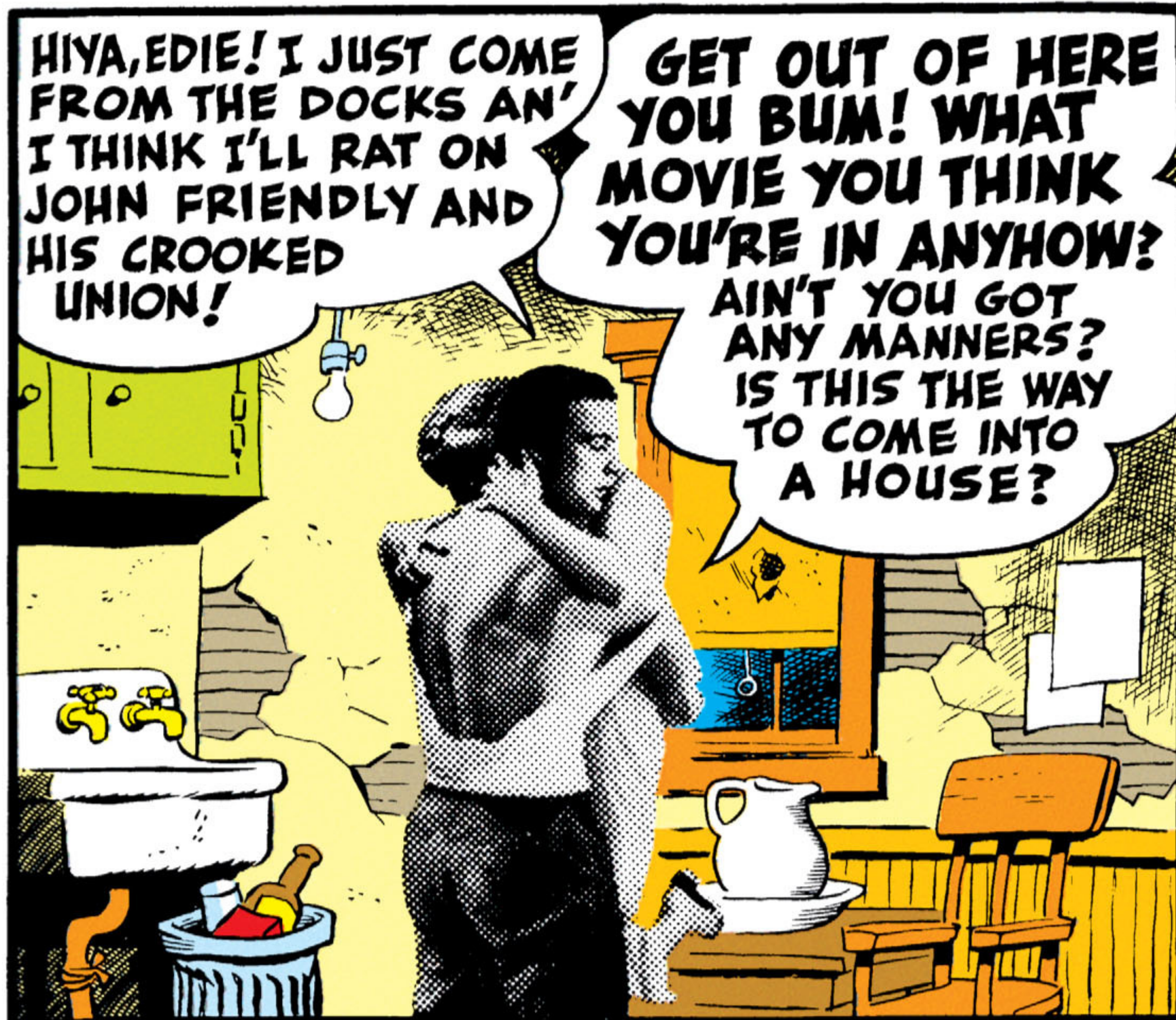
☐ PIRACY

MOVIE DEPT.: PLEASE EXCUSE THE HANDWRITING! ... WE JUST SAW A PICTURE THAT MADE US SLIGHTLY NERVOUS!... SUCH ACTION!... SUCH VIOLENCE! PEOPLE GETTING **KILLED!** ... PEOPLE GETTING **BEAT UP!** ... **BLOOD** ALL OVER EVERYTHING! ... EVEN THE MUSIC ... INSTEAD OF MUSIC ... **DRUMS** ... THAT KNOCK YOU OUT OF YOUR SEAT! LIKE FOR INSTANCE, HERE'S HOW IT STARTS IN..









BLOM BLOM BLOM BLOM

CAN YOU HEAR ME
OVER THE BACKGROUND

THAT'S IT...
GET UP AND

WE NEED THE

**CAN YOU HEAR ME
OVER THE BACKGROUND
MUSIC, TERRY?**

**THAT'S IT...
GET UP AND
GO TO WORK,
TERRY!**

**WE NEED THE
MONEY, TERRY!**

HURRAY! HE'S WALKING!

**HE'S
WALKING!**

**WHAT AN
ENDING!**

**LISTEN HOW
THE BACKGROUND
MUSIC IS
BLASTING!**

**LOOK
HOW
EVERYTHING
IS FALLING
TO PIECES!**

**HE'S PUNCHING
THE TIME-
CLOCK!**

IT'S
PUNCH-
ING
HIM
BACK

HA HA JOHN FRIENDLY!
HE WENT TO WORK ON
THE DOCKS AND YOU
COULDN'T STOP HIM!

★ DOESN'T
THAT PROVE
THAT CRIME
DOESN'T PAY
AND PICTURES
END HAPPY?

**DON'T BE RIDICULOUS!
IT MERELY PROVES I
NEEDED HIM TO GO TO
WORK 'CAUSE NO ONE
ELSE IS LEFT! ... I
THREW 'EM ALL OFF
THE ROOF!**



**THE
END**

Finally, as this, our current session draws to a close, we look at our calendar and calculate that at this moment, you, our reader, are somewhere in the waning days of December . . . the twilight of the year.

And so we momentarily swivel our swivel-chairs about putting the lampoonery, the buffoonery out of sight and out of mind, and we take up the pleasanter spirit of purely good cheer.

To each and every one of you good readers, we would like to send to you our greetings of the season. To each and every one of you, may you have the Very-est, Merriest Christmas . . . and/or (depending when you read this, be that as it might), may you have the Happiest, Carefree-est New Year that you have ever experienced and may you have many many more of the same for the rest of your natural-born days.

—the Editors and Staff