



MAD

No. 27 *

The
filter doesn't
get between
you and
the tattoo!

Elder.



NEW
FLIP-TOP
NEEDLES

When they
get to
work
you flip
your top.

Marlbrando

THE TRADEMARK OF TWO-FISTED HE MEN

Please do not mistake this ad. This is not popular cigarette ad
but is unpopular tattoo ad for Marlbrando tattoo needles with
filtered ink. Go get yourself a Marlbrando tattoo today.

(TRY THE 'BLEEDING DAGGER' DESIGN SIMULATED TO PIERCE THE FLESH AND INSCRIBED 'MOTHER')

MAD

No. 27 * HUMOR IN A JUGULAR VEIN * APRIL, 1956

PUBLISHER: William M. Gaines EDITOR: Harvey Kurtzman
 MANAGING ED.: Harry Chester PRODUCTION: John Putnam PROD. ASS'T: Ric Doonan
 STAFF ARTISTS: Jack Davis Will Elder Wallace Wood BUSINESS MGR.: Lyle Stuart
 ADVERTISING: Peter Bovis SUBSCRIPTIONS: Gloria Orlando

CARTOON DIGEST

BY WILL ELDER



ONCE AGAIN, MAD brings you a digest of the leading comic strips. As previously stated, MAD realizes that the most popular part of the newspaper is the comics section. Therefore, in the interest of creating a better informed public, we have prepared this compact digest of the best of the comic sections. In other words, from now on you don't have to buy any



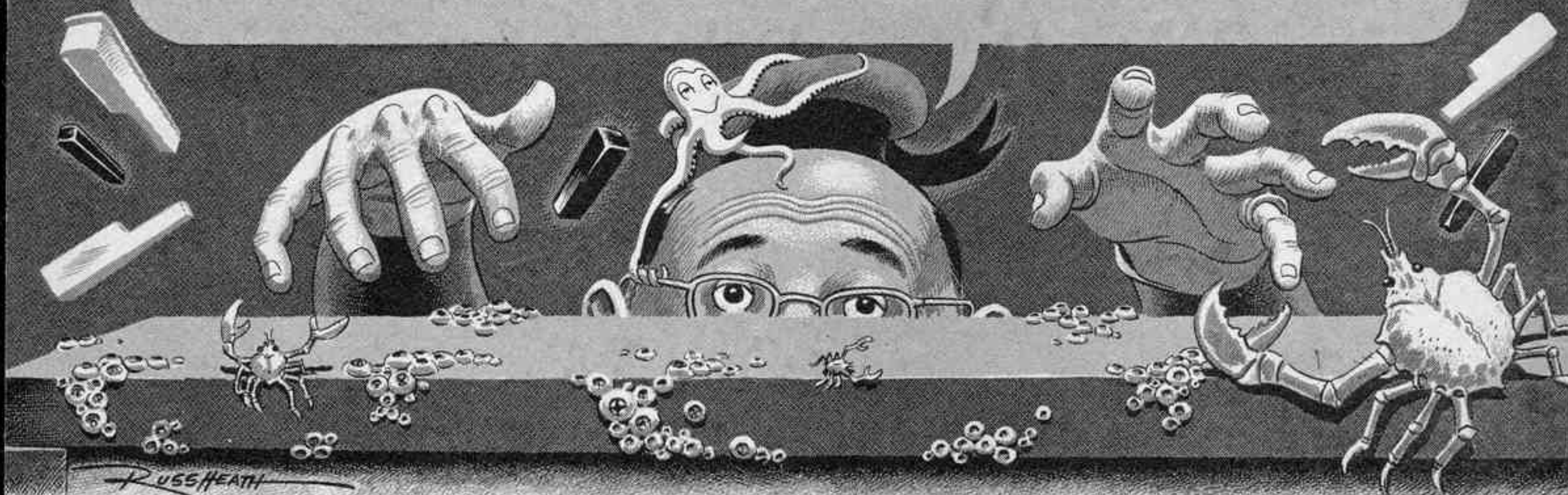
picture is too long for this book . . .
will be continued next month



MUSIC DEPT.

AND NOW FOR THOSE OF YOU WHO LOVE
WE HAVE A TREAT FOR YOU AND A TRICK

I love songs of the sea. I guess that's because I love the sea. There is nothing quite like it...the salt air in your nostrils, the moon over the port bow, the flapping of the sails in the breeze, the scream of the gulls over head, the trade winds in your hair. I must try it sometime. Frankly, my actual sailing experience has consisted of fifty-two round trips through the Tunnel of Love. However, just to prove that I really love sailing, forty of those trips were made without a girl. Anyway, here's my sea chanty...



Sea Chanty

OUR

SHIP IS LEAV - ING PORTS - MOUTH TOWN, HER NAME'S THE GOOD SHIP

NAN - CY BROWN. YO HO, JIB THE BOOM, POOP THE DECK,

RAT - TLE THE HATCH, MAIN THE SAIL, PEP - PER THE MINTS,

AN - CHORS A - WEIGH IN THE MORN.

A LUSTY SING AROUND THE PIANO, HERE
FOR YOUR NEIGHBORS...



PICTURES BY RUSS HEATH

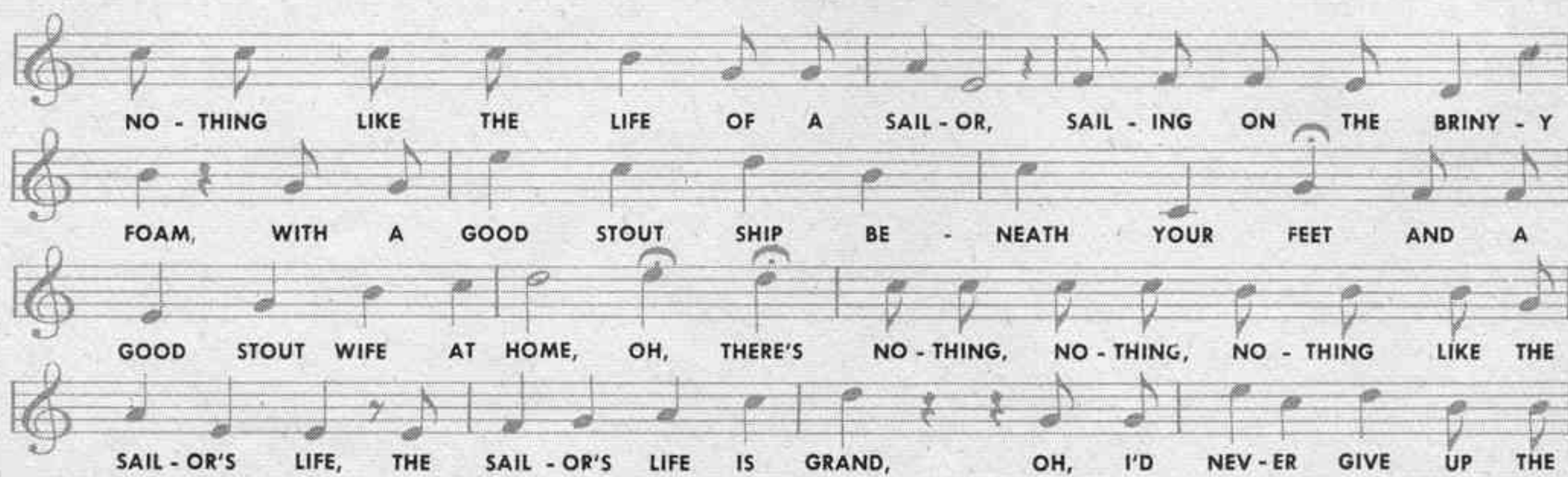
OH, WE'LL BE SAIL - ING

WITH THE TIDE, WE'VE SAID FARE - WELL TO OUR GIRLS AND BRIDES, YO HO,

RIG THE RATCH, HOIST THE HITCH, BUR - Y THE HATCH-ET, POOP THE DECK,

BEAT THE BREEZE, THAR SHE BLOWS IN THE MORN. AND

SOON WE'LL BE OUT ON THE O - CEAN FOAM, SO LET'S HEAVE HO WITH A

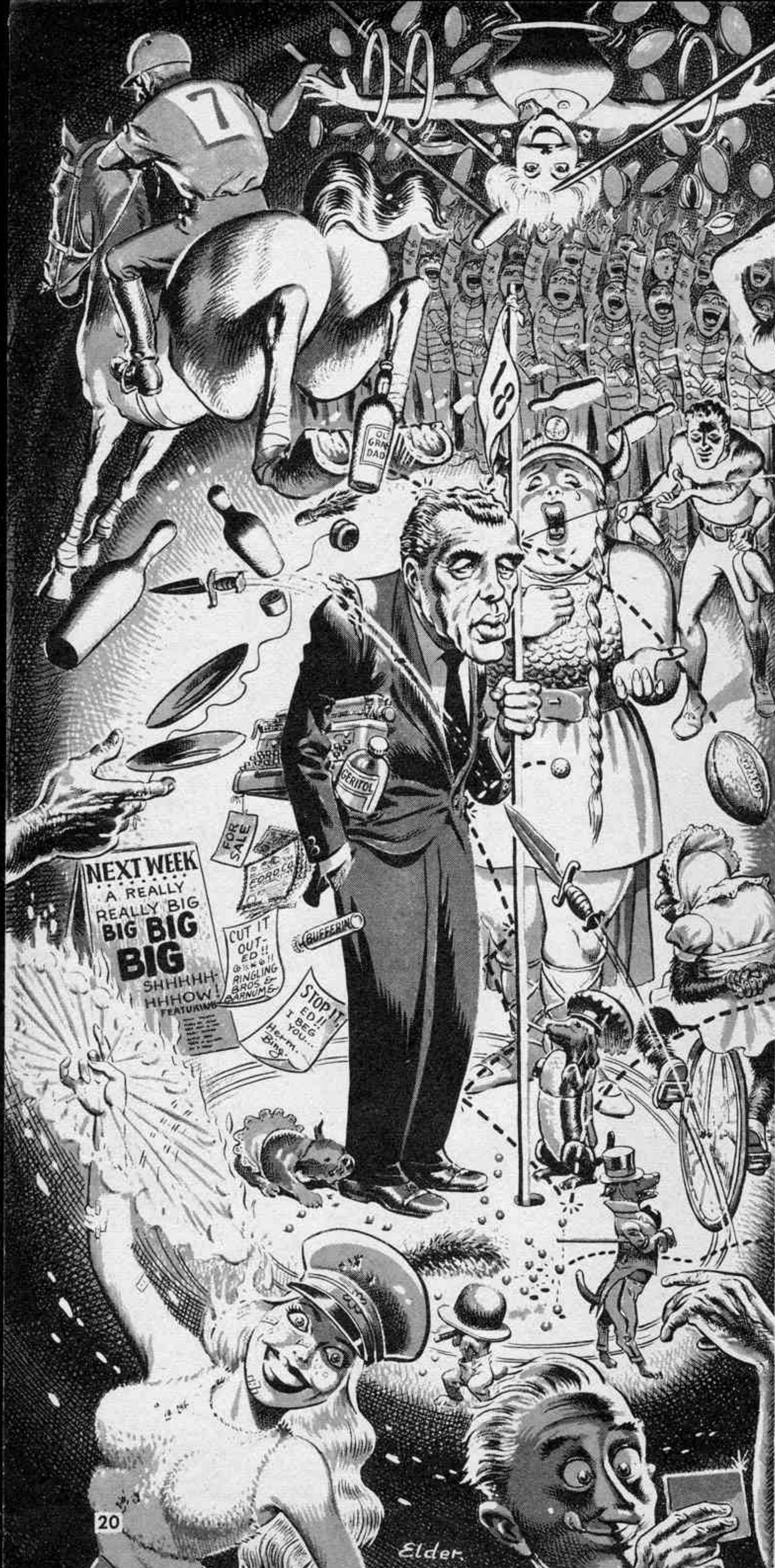


THIS FEATURE
TELEVISION

ED

ED SUVILLAN AT WORK with his show of shows, showing his qualities that characterize him . . . a pulsating energy combined with zealous and spirited activity and a frenzied devotion to dynamic, vigorous action with an agility and intense enthusiasm . . . and mainly, he hardly moves.

You read it in **MAD**





UNINTERRUPTED MELODY

By Stan Freberg

PICTURES BY WALLACE WOOD

While flaked out one day on my emerald green "Hide-a-bed" (hide-a-bed is right... it is hidden so well I have never been able to find it and I suspect there is none.) I was startled from my mid-summer's afternoon yoga trance by a strain of soft chime-like music that came wafting through the open portals. Foreign to my ears and yet once familiar, it grew louder and louder. Was it Gershwin... Vincent Youmans? or the classics... Bach, Mozart, Debussy?

CONTINUED ON NEXT PAGE

Resting my chin on the window sill I expected to see a wealthy minstrel with an amplified glockenspiel.



