



Greetings, you MAD readers! You're now holding in your MAD hands the very first MAD issue of MAD!

For us, the editors, this is a great occasion . . . for in the next few moments, you will be one of the many who are deciding the fate of MAD all over the country.

Many months ago, we had a meeting in the New York offices of Entertaining Comics. We decided we wanted to add another mag to our line . . . so we met behind locked doors to figure out what our new book would be. Well, we looked through our mail for a lead . . . we thumbed through our idea files ... we paced the floor, beat our heads against the wall, and bit off all our fingernails! Should we do another war mag? No! Plenty of them on the stands already! Another science-fiction book? Nah! Market is filled to capacity! A horror book? Nyeh! Far too many of them around! Romance? Adventure? Western? Nope . . . nope! We were tired of the war, ragged from the science-fiction, weary of the horror. Then it hit us! Why not do a complete about-face? A change of pace! A comic book! Not a serious comic book . . . but a COMIC comic book! Not a floppity rabbit, giggily girl, anarchist teenage type comic book . . . but a comic mag based on the short story type of wild adventure that you seem to like so well. THAT WAS IT! Immediately we leaped to our typewriters, our drawing boards, and our india ink . . . we worked like a crew of inspired demons! In no time at all, MAD was born.

You are now holding our dream child in your hands. We had a swell time creating MAD and we hope that MAD will have a long successful life. But you, the reader, will decide that!

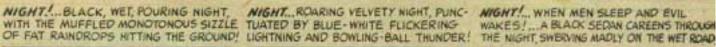
All right! We've said our piece. Now read! Enjoy yourself! When you're through with MAD, we'd like to know what you think of it. Any suggestions or criticisms you have to make will be greatly appreciated. Subscriptions to MAD, as to any other E.C. mag, will set you back 75c for six issues . . . full year's output! The address for letters or subscriptions is:

> The Editors MAD Room 706, Dept. 1 225 Lafayette Street N. Y. C. 12, N. Y.

in the order of their publication. . THE HAUNT OF FEAR WEIRD SCIENCE CRIME SUSPENSTORIES FRONTLINE COMBAT TALES FROM THE CRYPT WEIRD FANTASY THE VAULT OF HORROR SHOCK **SUSPENSTORIES** TWO-FISTED TALES

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THE ROOM IS EMPTY: JUST A ROCKING CHAIR! THE ONLY EXIT OUT OF HERE IS THIS DOOR AND THAT TINY VENTILATOR, AND NOTHING HUMAN COULD FIT THROUGH THERE!

BUT SOMEONE... SOMETHING... WAS ROCKING THAT CHAIR! THE STORIES IN THE VILLAGE SAY HOW WHEN MAGOS BOGG WENT MAD, HE'D JUST SIT IN THE ROCKING CHAIR... AND ROCK AND ROCK!

THAT'S THE WAY HE DIED, THEY SAY! JUST ROCKING IN A SQUEEKY ROCK-ING CHAIR! AND THEM IN THE VILLAGE TELL HOW YOU CAN ST LL HEAR THAT CHAIR IN THE NIGHT... ROCKING ... EVER ROCKING... SQUEEK, SQUAWK, SQUEEK, SQUAWK!







AND THEM IN THE VILLAGE TELL HOW ON STORMY NIGHTS, YOU CAN HEAR THE BROTHERS, MAGOG CHASING GOG, SCREAMING THROUGH THE HOUSE ... WITH AN AXE RUNNING THROUGH THE HOUSE, CLUMPITTY, CLUMPITTY, CLUMP...



























WE AT E.C. ARE PROUDEST OF OUR SCIENCE - FICTION MAGAZINES! LOOK FOR...





Captain Malfeasance O'Malley of the Bureau of Missing Persons was trying to console the unhappy and heart-broken couple who were sobbing holes through the hand-rolled, monogrammed Kleenex tissues he had received for Christmas! Poor Mr. and Mrs. Omar Kayak were weeping over the loss of their only son, little Lemur Kayak.

O'Malley grabbed the rest of the Kleenex out of their tear-soaked hands and shoved it into a desk drawer. "This department has left no stone unturned in searching for your son. In fact, the mayor has ordered us to put the sidewalks back as they were!! But be of stout heart, for I have called the eminent Professor Cosmo McMoon—of Embraceable U.—in on this baffling case!

The professor is accomplished in many fields. He's the man who put chlorophyl in Sen-Sen! He's explored the wildernesses of the human mind with gun and camera! He's been in so many minds, he's practically out of his own!! Have you read his latest tome, 'The Rest of Your Mind May Not Work But Your Medulla Oblong Gotta!'? He is also the force behind the proposed 'Impeach Ben Franklin' movement, Unfortunately, Franklin was never president. He is the author of our new financial recovery program. He plans to send all Americans to Europe to live off Uncle Sam, A marvelous plan . . . it would reduce taxes tremendously!"

The door flew open! A distinguished man with a tuning-fork beard, clad in a midnightblue dinner jacket, yellow Tunisian trousers, and open-toed, hob-nailed boots, stomped in!

"I received your urgent message on my tieclasp radio, O'Malley, just as I was presenting my latest bill to the Senate page-boys! A bill to empty the Pacific into the Atlantic by means of a coast-to-coast bucket brigade. No more would our glotious West be threatened with floods! But what of the missing cherub?" Mrs. Kayak began the strange tale amid sobs and wails.

Our dear little Lemur was a healthy, alert and normal boy until the day I brought home that box of table salt from the grocer's."

"What's so unusual about a box of salt?", asked Cosmo.

'Nothing! It was a famous brand. You've seen it! It comes in a round red box with a yellow top and a little tin spout for pouring."

"Yes, go on please!"

"Well, on the box, in a diamond shaped frame, is a picture of a Shaker lady with a brown bonnet on her head. The lady is smiling and in her hand she's holding another box of salt and on it is a picture of another Shaker lady holding another box of salt on which there is a picture of-"

"I know . . . a Shaker lady with a box of salt!!! They keep diminishing. Go on, please!"

"Well, our dear little Lemur just sat for hours on end and stared from one Shaker lady. on to the next. He seemed fascinated! And then one day ... (sob) ... he ... (sob) ... disappeared! And just when I was about to change to a brand of salt with just one little girl with an umbrella on the package! That's life! When it rains, ... it pours!"

Cosmo McMoon stroked his beard thoughtfully. Captain O'Malley dried some wilted Kleenex by the heat of his desk lamp. The poor Kavaks just sobbed. Then the magnificent mind of McMoon came up with the solution!

"My dear friends! Your little boy has gone off into another dimension-and I am sure he's very happy there. Yes, he has gone into IN-FINITY ... with the Shaker lady! The infinite is the unattainable limit of an unending process of construction. The extended objects of our ordinary perception do not occupy all the span of our field of vision. Objects last for a longer or shorter period, before which they were not experienced and after which they are no longer experienced. Lemur has gone into infinity ... right down to the last salt box in the hands of the last unseen Shaker lady!"

Now Mr. and Mrs. Omar Kayak were very happy. They hurried right home to talk to their little box of salt!



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Tiberius O'Leary-Roman Counterspy! Rome 106 B.C.

Senator Gaius Tobey assigned his best secret operative, Tiberius O'Leary, to crack down on gamblers who were fixing the spear-point spreads in the gladiator matches. The Romans had been shocked by the recent bribing of schoolboy athletes in the Colosseum!

Tiberius, working incognito, put on a zoot-toga and headed for a little poolroom just off the main drag, the Appian Way!

Inside the emporium, Marcus Sumatra, a dixieland lyre-player, crooned a tender refrain, "The Cry of the Wild Helvetian"! Tiberius quickly joined in a game of Roman Parchisi.

Amid cries of "You're faded, Brutus," "VII come XI," and "Baby needs a new pair of sandals," Tiberius raked in the chips! Suddenly, one of the heavy losers rapped Tiberius with a roll of denarii clenched in a closed fist. When Tiberius came to, the joint was raided by Chief Lucius Patton and the Forum Police, who put the bracchia on one and all!

Tiberius was thrown into solus confinement for 24 years and 8 months, despairing of ever fulfilling his secret mission. At this time, all men in Rome, between the ages of 18 and 25, received:

"Greetings from the Emperor! You are hereby ordered to report to local draft board MCXXV for a pre-induction physical!"

The Romans put Tiberius on their

shoulders and marched with him to the Grand Central Forum. They sang rousing choruses of "When Graccus Comes Marching Home Again," "The Chariot-Wheel of Fortune," "Bell Bottom Togas," "This is the Pedites, Mr. Tiberius," and "I'm a Roman Doodle Dandy"!!

At the draft board, Tiberius was immediately classified 1-A and sent to Fort Dixiebus for basic training.

At the fort, he was given a glass of milk; some gefuelte fish, and then an R.I. (Roman Issue) haircut. Now he was ready to relieve a Vestal Virgin for active duty!

He entered the Chemical Corps at the out-break of the Second Punic War. He was assigned to a place called Oak Ridge to carry on his explosive experiments.

Then the Romans invaded the White Cliffs of Dover! They discovered that the white cliffs were made of chalk, so they brought home a galley-full! The Roman Board of Education was elated! Roman students could write on their slates at last!

But the triumph of progress was short-lived! The kids were ruining their togas with chalk-dust. Tailors and cleaners were living off the fad of the land!!

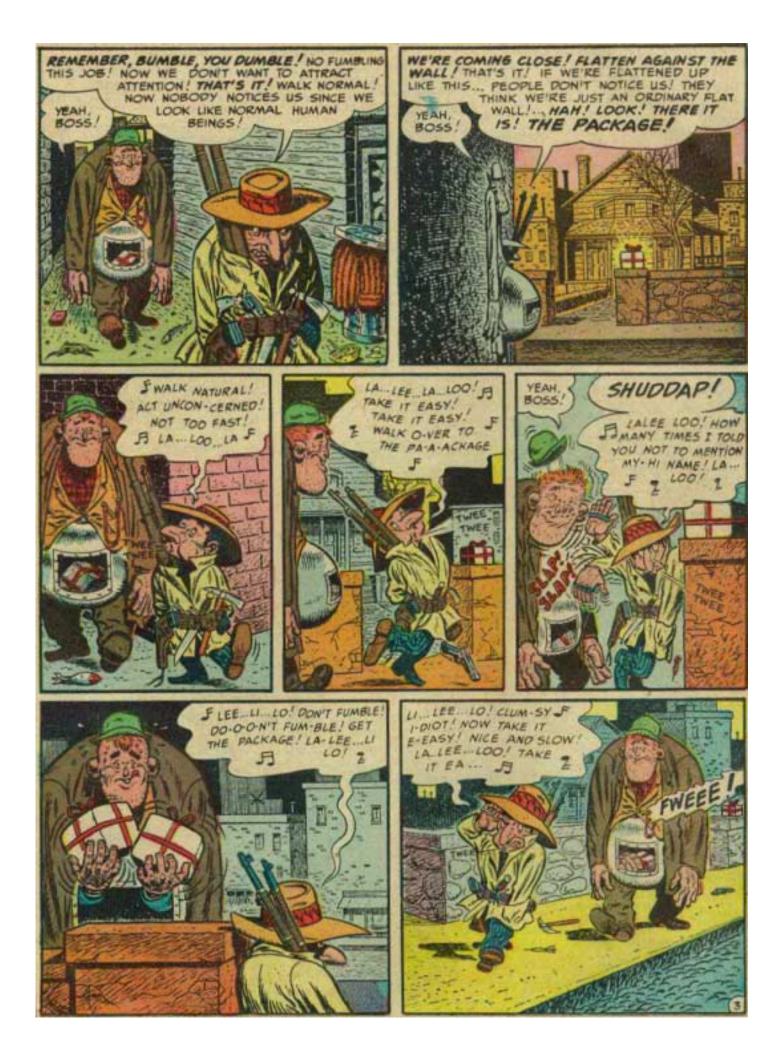
Tiberius retired to his lab, and after 32 years of research, came out with an implement to clean slates. It was called . . "Eradico Scribendi"!

But, as he emerged from his sanctuary with his wonderful discovery, Rome fell!!

And that's how ERASERS were born!





























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