

A COLLECTION OF

# MAD

# FOLLIES

OUR  
PRICE  
**50¢**  
CHEAP

ALSO BLUNDERS, BOMBS AND OTHER ACTS OF IDIOTCY FROM PAST ISSUES



PLUS A SPECIAL FULL-COLOR FOLD-OUT PASTE-ON BONUS

## MAD PAPERBACK BOOK COVERS

★ HIDE THAT TRASH YOU'RE READING  
WITH DULL, INTELLECTUAL TITLES

★ HIDE THAT DULL INTELLECTUAL STUFF  
YOU'RE READING WITH TRASHY TITLES

HERE'S YOUR  
**SPECIAL**  
**BONUS**



MAD'S FULL-COLOR FOLD-OUT PASTE-ON  
**PAPERBACK BOOK COVERS**



ARE YOU ASHAMED TO BE SEEN READING TRASHY, SENSATIONAL PAPERBACK BOOKS?

**OR**

ARE YOU ASHAMED TO BE SEEN READING DULL, INTELLECTUAL PAPERBACK BOOKS?

Cover Them With Acceptable Titles Like:

Cover Them With Sensational Titles Like:

**CATCH 22**

**Advise and Consent**

**THE NAKED AND THE DEAD**

**King Leer**

... And Avoid Any More Embarrassment!

**Lady Chatterley's Liver**

**The Topic of Cancer**

**Lolita**

**SEX and LOVE**

... And Look Like You're A Regular Clod!



IF I EVER WAS FOUND  
READING THIS TRASHY  
PAPERBACK, I'D

**CATCH 22**



CLOPS IN THE HEAD  
FROM MY OLD MAN



“The reason why I  
am hiding a trashy paperback novel  
behind this classy cover is because  
if I ever was found reading it, I'd

**CATCH 22**

clops in the head from my old man,  
or worse even!”



I wonder if

**JOSEPH  
HELLER'S**

kids have this problem?

Lady Chatterley's CHOPPED LIVER AND OTHER RECIPES

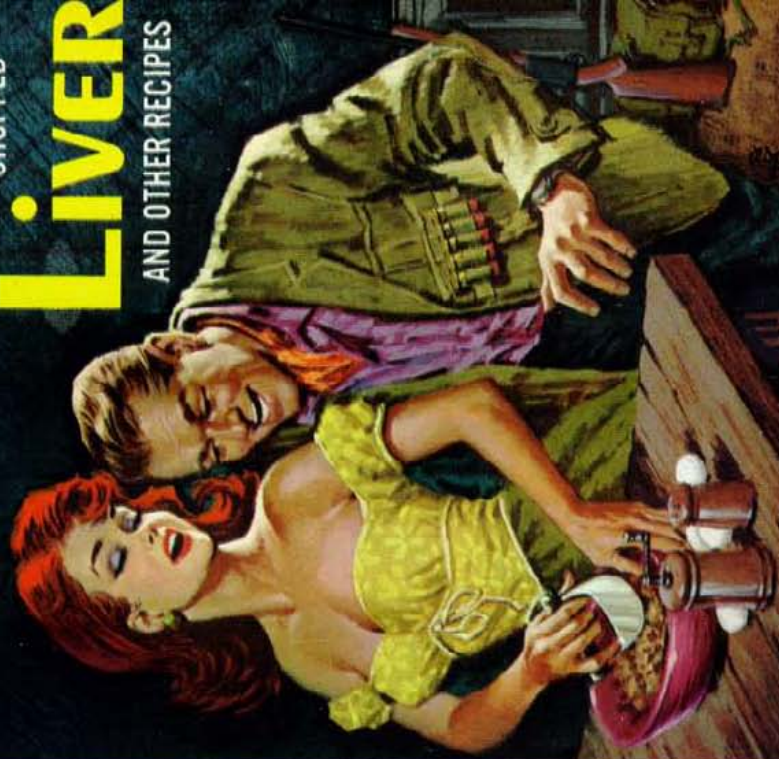


**Lady  
CHATTERLEY'S**

CHOPPED

**LIVER**

AND OTHER RECIPES



Are Contained In This Uninspired Paperback Cookbook



You can bet your life

**HENRY MILLER**

never looked up

# The Topic of Cancer

in  
this boring  
Handy Home  
Medical  
Dictionary



YOU CAN LOOK UP THE TOPIC OF CANCER IN THIS MEDICAL DICTIONARY



*My mother would never*

# Advise and Consent



*to my reading the sensational junk  
under this cover, and neither would*

**ALLEN DRURY**

MY MOTHER  
WOULD NEVER

# Advise and Consent

TO MY READING THIS  
SENSATIONAL JUNK



A GIRL LIKE

# Lolita

WOULD NEVER DREAM OF READING THE  
EGGHEAD NOVEL. THIS COVER IS  
CAMOUFLAGING, AND NEITHER WOULD

## VLADIMIR NABOKOV

BUT I  
GOTTA  
READ IT  
FOR A  
SCHOOL  
BOOK  
REPORT



A GIRL LIKE

# Lolita

WOULD NEVER READ THIS EGGHEAD NOVEL



I AM TERRIBLY  
EMBARRASSED BY ALL

# THE NAKED GIRLS AND THE DEAD

BODIES ON THE COVERS  
OF MYSTERY BOOKS—  
LIKE THIS ONE

SO I'M HIDING IT AND PRETENDING TO READ

## norman MAILER

I'M TERRIBLY  
EMBARRASSED BY

# THE NAKED GIRLS AND THE DEAD

BODIES ON THE COVERS  
OF PAPERBACK MYSTERIES



THE SEXY COVER ON THE PAPERBACK NOVEL THAT  
THIS PHONY ONE IS HIDING WOULD EVEN MAKE A

# King Leer



SO I'D RATHER YOU THINK  
I'M READING SOMETHING BY

**WILLIAM  
SHAKESPEARE**

THE SEXY COVER THIS ONE IS  
HIDING WOULD MAKE EVEN A

# King Leer



## SEX AND LOVE

AND 10,000 OTHER SUBJECTS ARE COVERED  
IN THIS DULL POCKET-SIZE ENCYCLOPEDIA



# SEX AND LOVE

AND 100,000 OTHER SUBJECTS ARE COVERED IN THIS  
DULL POCKET-SIZE ENCYCLOPEDIA I GOTTA CARRY

WHICH ALSO CONTAINS USELESS FACTS ON REMOTE PLACES LIKE

# ELIZABETH TAYLOR

N.J., ALL THE WAY TO OBSCURE PEOPLE LIKE PRES. ZACHARY

# A COLLECTION OF MAD FOLLIES

ALSO BLUNDERS,  
BOMBS AND OTHER  
ACTS OF IDIOCY  
FROM PAST ISSUES

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If You're A Midget ...  
**FLEISCHMAN'S**  
makes you a BIG guy!  
**90 PROOF** is why!



BET ALL ALONG YOU THOUGHT THIS WAS A PICTURE OF A REGULAR-SIZE GUY CARRYING AN OVER-SIZE BOTTLE OF BOOZE, TOO!



# Does she...or doesn't she ...ever go out with fellows her own age?



## Why only young boys? Only her psychiatrist knows for sure!

You can clearly see that this girl has lots of problems. Just one look at her obviously dyed hair is a good indication. Now, if she wants to dye her hair to attract attention, that's *her* business. But this compulsion she has for running around with young boys instead of men her own age—that's our business! Mainly, we can help her avoid embarrassment until she's worked this problem out with her analyst. All she has to do is buy a Miss Clairold Date-Ager Kit. With Miss Clairold, it takes *only*

*minutes* to add those grey streaks to his temples, those little bags under his eyes, that five-o'clock shadow, that moustache,—all the other little things that will make him look as old as she is. And, when you think about it, why *should* you suffer one more day of embarrassment if you have a problem like this girl! Try a Miss Clairold Date-Ager Kit on that boy in your life—*today!* Then, all you'll have to do is figure out how to stretch him so it don't look like you're out with an old midget!

**MISS CLAIROLD®** DATE-AGER KIT



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MORE CRADLE-ROBBERS USE MISS CLAIROLD THAN ANY OTHER DATE-DISGUISER