SAINT PATRICK'S DAY
Humbug is raising its price to 25¢ with the next issue due to rising operating costs, plus an insatiable appetite for money.

We are going to print a standard magazine size so that you will no longer have to search for us amongst the comic-books. Now you will find us amongst the larger, more sophisticated publications - the crayon coloring books.

Note the subscription coupon in the back of this issue. Use it. You'll never be able to get Humbugs so cheap again after April 10th, 1958, unless you trade or steal.

On to the letters:

Dear editor Harvey Kurtzman:

The staff at Night Beat would like to extend thanks to you for appearing on Night Beat... Leonard Zweig
Producer Night Beat
Dumont TV, N.Y.C.

Hey - anybody out there see us? -ed.

Do you use a man's deodorant?

—Bob Taylor
Royal Oak, Mich.

Last night my son, age 14, went to the corner food store to purchase some comic books. Upon his return I looked over the books he had purchased.

Two of them were Superman comics which are a little fantastic but not too questionable. Then I picked up this humbug magazine and I was flabbergasted. Such TRASH... downright filth... What grownup in their right mind would write such low-minded tripe and then present it to children. This is like going to the garbage can for your supper.

I am a member of the St. Walter's Woman Club at 118th and Western Ave., Chicago, Ill. and believe me at our very next meeting I am going to carry this magazine and make sure that this sort of reading material is brought to the attention of the committee in charge...

This store where this book was bought is going to be named and after this month it will be checked

—Mrs. R. Colburn
Chicago, Ill.

I have read a Humbug for the first time and enjoy it very much, except for that awful cover of a nude woman. Your magazine is really clean, so why spoil it with a dirty cover?... if you continue to use covers of this type I will not buy your magazine. I do not object to the covers themselves as much as I do to the fact that I don't want my friends to see

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me reading a magazine that from the cover appears to be a dirty book.—William Ruehling
Pittsburgh, Pa.

Dirty book

In regard to your Feb. edition... "1957 in Revue" which I suppose you think was very funny, but in regard to your "outstanding shot" on Benny Hooper, I think it was in very bad taste. After all, thousands of people were praying for that little boy and I for one cried when he was rescued...

Bad taste

If it was my son (of which I have 2 of) I'd knock your block off. —Mrs. S Hasay
Lockport Valley, N. Y.

The boys (men, I should say) here at the Phi Delta House think your new mag is the "suavest."—David Bremer
Greencastle, Vt.

... Between Humbug and The New Yorker life can go on. —Gene M. Woeke
Emid, Okla.

In Humbug there is a picture drawn of Elvis Presley... I was wondering if it's possible that I could have the very same picture enlarged for my personal use. If possible I would like it to be 9 x 11 inches.

Despite your probable criticism of Elvis, I think it is the best drawing of him. I will pay any postage or any other costs.

Anything you can do for me will be deeply appreciated. —Diana Jean Anderson
Seattle, Wash.

You are beyond our help,—ed.

Enclosed is the second issue of my exclusive Humbug fan magazine, SPOOF!... I hope you'll plug this mag in your letter cols... SPOOF! Published monthly by:
Doug Brown
405 Potter Ave
Ann Arbor, Mich.

—Doug Brown
Ann Arbor, Mich.

We clods at St. Joseph's Prep mainly want to start a Seymour Mednick fan club. Anyone interested send to:
Seymour Mednick Fan Club
6910 Heyward Street
Philadelphia 19, Pa.

—Richard Corliss

Here is an article that we thought was utterly (censored).—Felice Zeller and May Glazer
Brooklyn, N. Y.

No one can read my boss' secrets
...NOW!

Back issues of Humbug are available at 20¢ per issue and we've received so many requests for these, we're binding a collection of the first six Humbug magazines between hard covers and selling the resultant book for $2.50 which is slightly more than cost to us.

Complete collection.

Address mail to HUMBUG
398 Madison Ave., N. Y. 22, N. Y.
What with Emmys and Oscars being issued this month, our magazine has decided to create an award for the best t.v. commercials of the year.

It's about time people stopped razzing the commercials—and so, we are giving—for quality and sincerity of purpose—to the following commercials, a HUMBUG award.
"Guess which hand holds the MNM.

Certainly not this one.

MNM—made with pure milk chocolate—

"Don't broadcast bad breath!

—melts in your mouth... not in your hand!"

—If you don't want your radio to smell!"
"Chained to the hot cigarette habit?"

"Mary! These paper napkins always fall!"

"Break the hot cigarette habit!" 'Bloink!'

"Excuse me, sir. I'm Manny the butler—down here!"

"Switch from hots to Colds!"

"I'm here to tell you about this new napkin—"

—and be chained by the Cold cigarette habit!

"Mary! You should see what I just stepped on!"
"A mother with her child in the fields —

— and love can be expressed by buying...

wants the better things for her child —

... this fine quality... er... ohem — oh...

Buy her only the best kind of... ah... ahem...

... a roll of... er... hmm... mmm... ohem...

Love is eternal 'twixt mother and child

So what else — — — —
This is the earliest known attempt at Science Fiction. It was written in 1648.

Ye Solar Hawke took wing, or flapped-off, as we saye, this morning of ye Fifth, September, 1849. Court and Confellors, assembled, witnessed our departure. Manye waved as our stout, winged shippe rofe flowingly from the grownde. Betimes we watched the Earthe growe smalle belowe. Soone London seemed but a dotte, and Terra ytsel but a meare Greene cannoballe. Then darkness fell.

Sept. 7. Pasled ye Moone.

Sept. 8. Difficultie with our Meteorique Deflectyon mechanism todaye necessitated fending a rapayre partye onto the outer hulle to mayke adjyustments. This ys the first tyme ye newe space-armour has beene tefted in actyual use. Yt performed exceeding well; alfo, ye special magnetique shoes clung neitly to the hulle and spared the wearers from being FLUNG out into space, but mayde a dreddfulle noyse within.

Sept. 9. Sighted Mars, at 12 doublenoon (fideral tyme). Alfo, this daye, discovered stowaway aboard, hid in an unused apparatus-locker: While on watche had heard strange scratchyng noyse:...
threw open cabinett and theyre perceived
a young ladye, verye faire and neatily drested,
who seemd no what discompoz'd by my
outraged expostulations, nor by the, ordeal
of her five dayes concealment in swych
narrowe quarters. She is ycleped GWEN-
NA HARDYNG, and is sole heires of the
rich Sir ANDREW HARDYNG; she is
greene-eyed, rede-haired and verye fiery-
tempered, meseemeth the spoild darling
of an overindulgent parent. Debyte my
cold reaction toward her presence in our
midst she wonne the hearts of all the crewe
that night by cookyng them "the first goode
melee theye ete since leaving Terra". I would
talte none of yt, howvyyr, which mayde yer
Sulk mojy charmingly.

Sept. 10. Landed on Mars. Aere thinne
but breathable. Discovered manye new
and curious vegetable forms, all small
and scrublike, howvyyr, and seemingy innoc-
ous. Collected specimes of evry species.

Sept. 11. Sent partyes to explor the re-
gion. One groupe returned with tales of
having seen a giant (6 fote) polyp-like
plante with waving upper fronds, long
stalk and quadrupedal rootes by means of
which, astonishingly, it fled away on they'r
approach.

Sept. 12. Entire company went out, in
groupes, in search of aforesaid
tmoving polyps". My groupe, confijting
of myself, ye third mate and Midtreys
Hardyng, jumbled on a covey of them,
whereupon they attackd us in misterious
manner with strange paralyzyng rayes
emitted from theyre upper branches. We
fell downe, helpless, and our arms were
bowed. These ugli creatures are now
sheperding us toward some unknown but
doubtelesse gruesome deftination. I am scrib-
bling this, covertly, as we encamp for the
night.

Sept. 13. Just before dawn the third
mate tryed to hreake and runne. He was
immediately cut downe by the polyp-men
who fiyed at him with some fort of a
disintegrating-pistol, and the poor fellowe
vanished into fimithereens! Gwenna and I
are now alone against these vicious mon-
ters. Heaven protect her, sweet lats; for
myself I Care Not.

Sept. 14. This daye we reached our
journeys ende, an inmensfe metropolysis
peopled by these polyp-men. We were ef-
corted into a tall, vaulting arbour, the
dwelling of these KING, and shortly
found ourselves confronted by this Loath-
jome Monarch. Behinde his throne they
hung a gigantique mappe on which were
pictyured all the Plannets in theyr Orbitts.
Befide him stood a grim machine, a horrid
raye projector of the fame fort as had been
used to kille the mate, but vasty larger;
and by poynting to the mappe and then the
weapon he communicated his intention to
DESTROY THE EARTH! A jurye siezed
me; while he thus boast'd I snatch'd
Gwenna to my side, sprang far the trigger
of the raye projector and swung it wildly
in a circle, firing as I did to; nor did I cease
until all trace of this repulsive civilizatyon
had been blowne to atones! When all was
levelled with the grownde, I took the
fwooning Gwenna in my arms, revived her,
jotted downe these notes, and then sett off
with her across the desert.

Sept. 15. We trudged all day, and then,
toward evening, happening to look up into
the skye, to our great joy beheld the Shippe,
which had flowne out in search of us. We
signalled frantikly, they saw us and droppd
down, took us aboard, and, but for a brief
stop back at the desstroyed city of the polyps,
where we recovered the still-smoking raye-
projector (it will be highlye useful back on
Earth against the French), set an imme-
diate course straight for home, where my-
self and Gwenna purposed to be married at
ye first favourable opportunitie

— Ed Fisher
FINDING THE MUMMY ... "and you know who" gets killed.

The secret entrance to the tomb of Tut-En-Frut-en... how thrilling.

Before you go inside, professor... this inscription — "all who enter, die by my curse"... hadn't we better wait?

Don't tell me you believe that ancient superstitious nonsense, my boy.

CROSSING DEATH VALLEY ... "and you know who" gets killed.

It's a long walk to the next water-hole... so you'd all better conserve your water — That means you too, pardner.

I'll decide how to conserve my own water myself, cowboy.
RUSSIA SPURS U.S. EDUCATION

SPUTNIK SCOOPE SHOWS UP OUR EDUCATIONAL WEAKNESS

A NEW science-oriented kindergarten area is vital first step in starting off impressionable young minds in the right direction.

MISSILE ERA school busses featuring multi-stage components, can be easily dropped off, speeding daily pick-up and delivery of students.

THE AVERAGE ORDINARY STUDENT gets the usual educational facilities, while the bright, gifted science students are given encouragement to help develop their talents.

SCIENCE PUBLIC RELATIONS courses will be required at all school levels. Emphasis will be placed on the giving of news releases that make failures look as good as successes.
SINCE SPUTNIK, a huge program to improve our educational system is underway. Of course, this is all in the field of science, and naturally the other subjects will have to be neglected even more. But then again, in a world that is sitting on top of a hydrogen Bomb, who needs subjects like art, music, literature and philosophy? Encouraging those things could only lead to...to...er...ugh...peace.

ENGLISH LIT  FINE ARTS  PHILOSOPHY  MUSICAL CLASSICS

NOT ALL EDUCATORS ARE TAKEN IN by the prestige and financial rewards of the science program. Above are pictured some who stand up for their own subjects. Our hats are off to these valiant individualists who refuse to give up their ideals.

DIFFICULT ADJUSTMENT PERIOD will occur as some students resent unfairness of giving scholarships and special privileges to brainy science students.

ANSWER FOLLOWING QUESTIONS BY CHECKING YES OR NO.

1. Werner Von Braun is a U.S. rocket expert. □ □ 30 points
2. Vanguard was a U.S. missile. □ □ 20 points
3. Sputnik is a Russian fairy tale. □ □ 30 points
4. Radioactivity is a working disc jockey. □ □ 15 points
5. Johann Sebastian Bach was a composer. □ □ 2 points
6. Michaelangelo is president of Italy. □ □ 2 points
7. The Pilgrims looked for religious freedom. □ □ ½ point
8. Philosophy is a dead language. □ □ ½ point

IQ. TESTS will help separate worthy science pupils from the worthless others. FRATERNITY INITIATIONS will get some new twists from the big science kick.
Our friends at Ballantine Book Publishers have asked us to advertise their line of crazier paper-backed-books. But they warned us to advertise all titles equally, without prejudice or favor for the Humbug Digest. Now would we do a thing like that?

Send books checked above. I will pay 40¢ for single copies or $1.00 for three copies.

Name ___________________________ Address ___________________________

Mail to Ballantine Books, Department Bug 2, 101 Fifth Ave., New York 3, N.Y.
NOTE:— The proposed plan to unify U.S. Army, Navy, and Air Force missile programs to help us overtake Russia’s rocket lead has been found insufficient. The government has now decided to have COMPLETE unification of the three branches.

Instead of a clumsy system, whereby three different groups of men each step on the other’s toes, it has been decided to form a clumsy system, whereby ONE group of men steps on their OWN toes.

The new U.S. fighting man is now a combination of all three branches. His group is called: THE ARMNAVGIATOR CORPS.

This is an excerpt from its Basic Field Manual.
CHAPTER 1
ARMNAVIATOR COURTESY AND SONGS

SECTION I. Armnaviator military courtesy.
   II. Armnaviator Corps songs.
   III. Wearing the uniform.

SECTION I
MILITARY COURTESY

1. Before unification, an officer was always a man whom you picked out from the other men and saluted. Among enlisted men this was called military courtesy.

   In the new Armnaviator Corps, an officer is always the man whom you pick out from the other flying land sailors or sailing airmen dog-faces or marching sea aviators—and salute. Among enlisted men this is called impossible.

   Following are some of the more common occasions on which you may have the opportunity to demonstrate your Armnaviator military courtesy:

   a. When you are in the air or on the sea and you spy an officer on land, you come to a complete halt, briskly switch off your engine or lift up your anchor and snap your bayonet smartly to your right eye.

   b. When you are on land or on the sea and you see an officer in the air (with your remaining left eye), you come to a complete halt, lift your rifle to present arms, or lower your life-boats, and hand salute. He will return your salute by dipping his wings.

   c. When you are in the air, on the sea and on land simultaneously (as you will be from time to time) and the officer is also in the air, on the sea, and on land simultaneously, come to a complete halt, switch off your anchor, and bring your propeller to present arms.

   d. If you report to an officer in his office, remove your parachute, take three quick steps forward, loosen your life preserver and salute, "Sir, ...................... reports to ................." He will respond with a rifle salute, unless he is on the bridge, at which time he will dip his wings. (Note: The entire procedure is reversed, if the officer reports to you.)

   e. If your ship is sailing alongside a plane with an officer aboard, make sure that you are always on the officer's left, unless he is mounted, at which time you should be on his right. If you are also mounted, your horse should salute.

   f. It is unnecessary to salute in the following instance: when an officer passes you and you have a bayonet in your back or you are crashing in flames—providing the officer is a member of an unfriendly force.

SECTION II
ARMNAVIATOR CORPS SONGS

1. A fighting corps is a singing corps. And the following Armnaviator Corps songs best express the spirit of your organization:
a) OVER HILL, UNDER SEA
Over hill, under sea, we will fly to victory.
That's the U. S. Armnaviator Song.
Forward march through the air,
30 knots and we'll be there.
That's the U. S. Armnaviator Song.
For it's Hi-Hi-Hee
In the Flying Navy Infantry,
Shout out your numbers loud and strong
(TWO-THREE-FAW)
So on land we'll flow as we cry, "Geronimo!"
That's the U. S. Armnaviator Song.

b) ANCHORS AWEIGH
Anchors aweigh, my boy, fly skies of gray.
The infantry will lead the way, and soars like
a jay through the bay, bay, bay, bay —
Now that we're navy men and all wear army gray,
We're loyal air cadets, but tell us whom we
turn to for our pay!

c) OFF WE GO
Off we go into the wide blue ocean.
Digging deep into the sun.
Here they come, up in the sky in motion,
Fighting tanks, a thousand and one.
Blast the foe — oh, oh, we've got a notion
The enemy troops, OUR uniforms wore.
We live amused or we die confused.
Hey! Nothing can stop the Armnaviator Corps!

d) FROM THE HALLS OF MONTEZUMA
From the halls of Montezuma to the shores
of Tripoli
We will never be united with our sister
branches, three
We are loyal to our fighting corps, and to
our movie screens
John Wayne could not make pictures 'thout
United States Marines.

SECTION III
WEARING THE UNIFORM

Figure 1. — Uniforms for the enlisted man.
SPORTS

SPORT CAR RACING
GLAMOROUS SPORT DRAWS LARGE CROWDS

The gay international sports car racing season is now getting underway. The courses will provide the maximum in thrills due to picturesque country roads and curious peasants who line the way. This year as last, there's a plentiful supply of curious peasants, and the race fan can look forward to action. And with luck, maybe a couple of drivers here and there will get it too.
FINDING A SOUVENIER… “and you know who” gets killed.

Watch your step!
Remember what the Captain said about booby traps!

— you'd better keep diving, prince, or your sister may just get hurt.

Do not listen! The handsome American warned me these two were bad.

I will dive one more time... then, no more.

— you'd better keep diving, prince, or your sister may just get hurt.

Do not listen! The handsome American warned me these two were bad.

I will dive one more time... then, no more.

Nyahh — the Captain! — Hey! Look what I found!
Teaches the order and use of the

ABC

with beautiful illustrations for coloring and straining the eyes. Large size type—so easy to read, an illiterate can understand. Recommended for ages 1-2.
A is for Ahrange
a Ahrange
a Ahrangutan
Page 1

B is for aBacus
aBacus
a Bogus
Page 3

C is for Sea
he see
Holy See
Page 9

D is for Debauch
Debauch
De fraunt
Page 4

E is for Euthanasia
a youth in Asia
Page 5

F is For Cr' inout loud
For
Page 6

G is for Gloriosky
a Glorios key
Page 7

R is for Mistakes (like 'R' after 'G')
a Rangutan
Page 8

H is for Hours
their
Page 9
I is for Eye

J is for Geranium

K is for Separating J from L

L is for El

M is for alimony

N is for Nife

O is for Oly things

P is for Pun

Q is for Cute
S is for Mednick
A. Lincoln

T is for Transcendentalism
a dentist

U is for Ewe
Hey! You!

V is for Vinter
Vinter at de Vishing Veil

W is for two U's
double ewe Hey! Youse!

X is for marks the Spot

Y is for Yolk
a Yoke

Z is for Zleep
fast a Zleep

is for Cursing
a Curse
The following four pages are like nothing you have ever read in a magazine before.

In a dramatic editorial session last month, the editors decided, that considering the time of year, the following article must be published.

We will probably receive violent reactions to this article—praise and heated criticism. But this is the risk one takes in being bold and willing to take a stand.

Remember—the following is like nothing you have ever read in a magazine.

Now steel yourself and turn the page.
SPRING TRAINING

While ballplayers sharpen their skills down south for the coming pennant campaign, few are aware of the spring training going on up north. A visit to any ball park would reveal the serious activity of the diehard baseball fans getting into condition for important roles they must play in the approaching season.

PITCHING—Most fans do not throw anything fancy. Here is typical example of "junk pitcher" fan.
SLIDING—A slide successfully executed can change the whole appearance of the game. Great speed and agility are required to avoid being thrown out by the opposition.

FIELDING—A great save is admired by everyone, including opponents. For years frustrated vendors have not been able to get anything past the fielder pictured here.

DOUBLE PLAY—Very tricky. If he’s out at second and then can’t get back to first bag, fan is DP victim. Dummies are used for practice only.
HITTING—A good swing develops power. It is wise to practice against a variety of opponents. This fellow does so by occasionally changing pennants on punch bag.

BASE STEALING—This fan displays some real base stealing. In fact, there's none baser. Practices with papier mache bottles for fear of breaking valuable, real deposit bottles.

SIGNALS—No baseball season can get underway without thorough knowledge by all of these vital signals. A misunderstood or disobeyed signal could spell disaster.
ADHESIVE BANDAGES

Little kiddies tussling, getting bruises playing cowboys and indians, are indirectly responsible for great advances in the field of medical dressings—specifically, the imprinting of adhesive bandages with gay designs. This trend will most surely produce the following designs in 1959.*

Poison design for the little duffer who wants a label.

Belly button design will provide hours of fun and play.

Simulated spider—looks just like the real thing.

Nail-head design—looks like it's driven right in there.

*Caution Do not place on open wound.
Dedicated to those who give to our Missile Program so generously of their emotions and without whose contribution we could do, this page honors

Panicky Patriots
HUMBUG HEROES OF MONTH

Ebenzer Scrooge
Jacob Marley
JUDGES
APRIL FOOL!
A QUIET NIGHT... "and you know who" gets killed.

Father always promised me a luxurious trip to Europe — and now at last we're going.

... Secure on a modern floating hotel. Yes mother... this is the only way to travel!

THE BIG JOB... "and you know who" gets killed.

When you asked me in on this thing, you didn't say anything about murder.
— Now count me out!
A gallant band of amiable oddballs creates a hip and hopped-up humor.

The hard core of the Kurtzman crew are all roughly the same age and have known each other since boyhood. Kurtzman, Elder, Jaffee and Humbug Managing Editor Harry Chester all attended The High School of Music and Art in New York, where Kurtzman brightened the bulletin boards with crude mimeographed satire while Jaffee and Elder convulsed the lunchroom crowd with comic pantomime and an extensive repertoire of vocal sound effects.

The Village Voice, November 12

From Mad to Madder

Harvey Kurtzman is a short, mouse-looking artist with a crew-cut so thorough that it looks like a clock shadow is the editor of HUMBUG regarded by some as today's funniest newsmagazine

Appearing monthly at fifteen cents, HUMBUG delivers itself largely in satire. "Agate Place" is a Hamborg bank condemnation of the kid off a plain, small average, deprived, serried, entrant, and pretentious New England type. [Pin-up of the Month: Big Dave Beck], and fake ads. "A new kind of deodorant! Here it is, cheap and reliable!"

Other magazines have used this formula, notably MAD of which Kurtzman redesigned as editor after policy differences and THUMP, which was an expanded and more complicated production.

Reflections

by Gordon Lattey

Brooklyn College

They're Talking About Us

Here are clippings about HUMBUG from Sidney Skolsky's Hollywood column...from a college and high school paper...from a couple of city papers...and from Playboy magazine. HUMBUG is clearly the most talked about magazine in its class of the Buster Brown throwaway, Muscles Today, etc. Don't miss a single issue of this phenomenon. Subscribe this minute.

Enter my subscription to HUMBUG I am enclosing $2.00 for the next 14 issues.

Send me these back issues (circled) at 20¢ per 1 2 3 4 5 6 7 8 9

Send me the hard-bound HUMBUG collection (see page 2) for which I am enclosing $2.50.

NAME

STREET

CITY STATE

Send to HUMBUG, 595 MADISON AVE., NEW YORK 22, N.Y.
Fabulous Opportunities Are Waiting For Those Who Take My Training

**GRQ TRAINED THESE MEN**

"I was shifty, lazy and inspired. Then I took GRQ TRAINING, and whole new world opened up." — Al Einstein

"I was a ne'er do well waiting time kite. After GRQ training I became a gap filler." — Ben Franklin

"I was one of the greatest things created from GRQ. Now I am making more money from invention than I did from moving picture turn." — The Monkee

"I was once hungry and rail until I thought of GRQ Radio. I became rich and happy." — E. Z. Monie, founder, GRQ Institute

Millions of TV-radio sets break down daily. Naturally a wave of panic surges through a family that this happens to when they realize the programs they will miss that evening. This is where the trained technician steps in to set things aright again. And for this noble service to his fellow man, he is amply rewarded. He is regarded by those he has helped in the same reverent manner that they regard their family physician. At this point he can do and charge anything he cares to, and usually does.

**G.R.Q. TRAINED MEN GAIN ALL AROUND**

But after you've taken the G.R.Q. course, you will learn to thwart the parasites.

**COME AND GET THE BIG MONEY**

It's easy! All you have to do is mail the FREE coupon below and we'll take care of everything. We'll send you FREE information FREE booklets, FREE contract, FREE samples, etc., in the mail.

**FREE COUPON**

Get Rich Quick Institute of Electronics, Washington, D.C. and A.C.

Please mail this coupon and we will mail you everything I have. There is no obligation on my part unless I sign the contract.

Name: ____________________ Age: __________
Address: __________________
City: __________________ State: __________