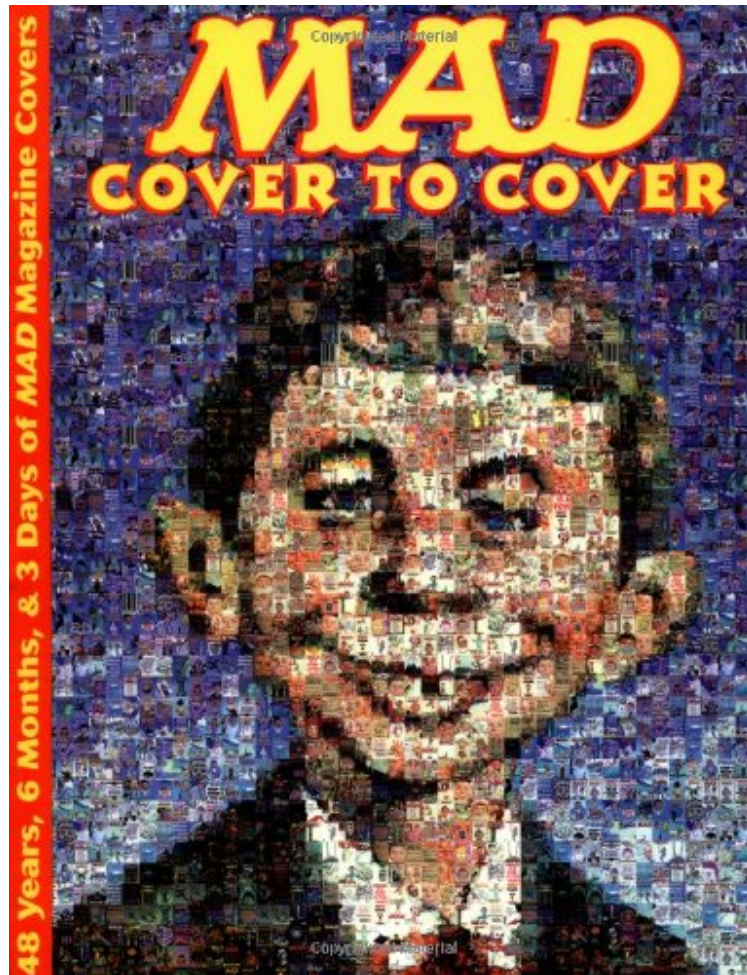


[Ebook pdf] MAD - Cover to Cover: 48 Years, 6 Months, 3 Days of MAD Magazine Covers

## MAD - Cover to Cover: 48 Years, 6 Months, 3 Days of MAD Magazine Covers

Frank Jacobs

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**Frank Jacobs : MAD - Cover to Cover: 48 Years, 6 Months, 3 Days of MAD Magazine Covers** before purchasing it in order to gage whether or not it would be worth my time, and all praised MAD - Cover to Cover: 48 Years, 6 Months, 3 Days of MAD Magazine Covers:

19 of 20 people found the following review helpful. Another "Gotta Have It!" MAD collectible and referenceBy H. LaserOoh.. the FIRST customer review. Well as Alfred said on the cover of issue #100.. "Big Deal!" This wonderful book, beautifully depicts the cover of every issue of MAD since its 1952 inception as a comic right up to the December, 2000 (400th!) issue and is an absolute gem. Another gotta have it for MAD collectors and lovers everywhere. Very high quality glossy printing, high quality wraps with inner leafs featuring an hilarious family history of the lineage of the idiot gap-toothed boy, some covers are printed full page, some smaller, each documented as to the

artist and the writer/designer, all in chronological order. Many with alternative designs that were rejected for one stupid reason or another, preliminary pencil sketches, and even a surprise on the bottom corner of each page that I won't reveal but you'll get a kick out of it if you buy the book. MAD is not just a cultural icon and the best satire magazine ever created, but also a nearly fifty year history of idiotic stuff that America and the world has produced. This book is a beautiful time capsule of all of it. The photomosaic cover by Robert Silvers is a masterpiece (see his site ... to see how he does it). Twelve thumbs up! If you feel like wasting even more money, get the seven CD set "Totally MAD" which has not only all the covers but every page of every issue up to 1998. 0 of 0 people found the following review helpful. Unusual book for MAD fans., By Wawright61 Talk about memories from fifty years back and forward 0 of 0 people found the following review helpful. Lots of fun, clever satire and fond memories here. By K. Athon Lots of fun, clever satire and fond memories here.

Collected here for the first time in one easy-to-dispose-of volume is an inside look at the outside of Mad. Launched in 1952 as a ten-cent comic book, Mad was transformed three years later into a twenty-five cent (cheap!) magazine. Over the years one thing remained constant: Every issue had a cover. And here they are, complete with running commentary by Mad's poet laureate, Frank Jacobs. Join idiot cover boy Alfred E. Neuman as he's depicted by the magazine's greatest cover artists, including Norman Mingo, Kelly Freas, Richard Williams, Mort Drucker, chimpanzee J. Fred Muggs, and Leonardo da Vinci. Including rare, never-before-seen art, photos, and sketches, Mad: Cover to Cover is a fifty-year roundup of Mad humor from its humble inception right up to the present as it celebrates its 400th issue as the world's foremost satire magazine. Hoohah!

From Booklist Mad and its mascot, Alfred E. Neuman, are instantly recognized American icons, and its humor, whether considered offensive, sophomoric, or on target, is legendary. Its first 400 covers are showcased in this all-color album. The early covers, dating from when Mad was a comic book, were done by its first editor, Harvey Kurtzman. Since then, many others have drawn the covers, mocking countless fads, stars, and politicians but always incorporating Norman Mingo's classic rendering of Neuman, "the gap-toothed 'What--Me Worry' idiot kid," in the design. Memorable covers are legion: Mingo's 1961 "upside-down-year" reversible cover; Kurtzman's vast field of orange with a tiny illustration in the upper-left corner, from 1954; and Basil Wolverton's 1954 masterpiece, "Beautiful Girl of the Month," are all grabbers to this day. What little accompanying text there is is informative, though singling out 12 covers as representing the "Soul of Mad" seems pretty arbitrary. Whether for the trip down memory lane it affords or as an introduction to Mad, a fine collection. Mike Tribby Copyright American Library Association. All rights reserved About the Author MAD is the world's leading satire magazine publishing under that title. Created in 1952, it was the brainchild of William M. Gaines, who has been operating on a reduced work schedule since his death in 1992.