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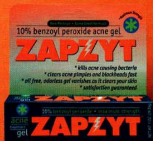
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MAD

JUNE 2004

NUMBER 442

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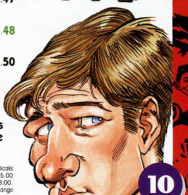
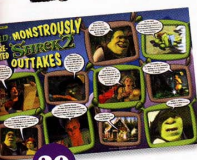
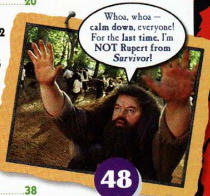
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FRONT COVER ARTIST:
MARK FREDRICKSON

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ANTIQUES FREAKSHOW WITH HANS BRICKFACE

Back in MAD #439 we asked readers to send in a photograph of their precious family heirlooms so that our resident appraiser, Hans Brickface, could assess their worth. We are proud to begin this feature with the following submission.

This is a toucan letter holder. It doesn't have to hold letters, it can hold whatever crap you do not want to lose. The idiotic bird holds the prized parchment in its beak, and the two littler ones do the exact same thing. I paid nothing at all for this treasure. I was admiring it at my uncle's new house in Detroit, MI. The old man who used to live there died, so he got a lot of junk along with the house. He asked me if I would like it and I said yeah, so he gave it to me. That's how I came upon this garbage, I mean antique. Please tell me how much my useless crap is worth!

Charlie Kidd, Lake Oswego, OR

HANS' APPRAISAL

What you have here is a classic example of the early 1960s toucan movement in woodcarving. What makes this even more exciting and valuable is that it is clearly the handwork of master craftsman Fred "Whittles" Karkowski. Tragically, Karkowski was cut down in his prime after a bizarre studio accident left him loathed to death. Because most of his pieces were either thrown out or abandoned in the homes of old men, it makes yours very rare. However, because it has that "old man" smell, the most you can reasonably expect this to fetch at auction is \$10 Canadian! Happy garage sale-ing!

If you're interested in having your family "treasure" appraised, send a clear photo and pertinent information to Amy "The Big Appraiser" c/o MAD, 1700 Broadway, New York, NY 10019!

THE ANSWER MAD

Here is another installment of a fan favorite feature! It's where we take a letter from another magazine (in this case the April, 2004 issue of *Teen Vogue*) and answer it for them! Enjoy!

I love the clothes in your magazine, really—but holy guacamole! Many of the prices are much too high. How about bringing us back down actually buy?

BB
Santa Cruz, CA

We were upset to receive your letter. We just took it for granted that every teenage girl could afford a pair of \$350 Dolce & Gabbana clogs or a \$150 Louis Vuitton ponytail holder. What's wrong with you? Don't you have an allowance? However, we do have some suggestions on how to get these essential wardrobe items: land a lucrative international modeling contract, snare a sugar daddy and, if those don't work, shoplift early, shoplift often! If you're still unable to achieve this lifestyle, when you turn 20, don't even think about buying regular *Vogue*! —Ed.
P.S. Oh, and one more thing (this is a free tip so we know you can afford it): stop saying "holy guacamole!"

SWEPT UNDER THE RED CARPET

So, do I get a free subscription for being such a loyal fan and getting a picture of me and Johnny Depp?

Alexander Sepe, Ontario, Canada



Alexander the Not-So-Great — Jesus Bejeesus, that's a humongous TV! We're guessing you've been chased out of your share of Best Buys! Sure, we'll send you a three-year subscription, just as soon as *Cody Banks* 2 sweeps next year's Oscars! By the way, congratulations — you've replaced Joan Rivers as our least favorite person on the red carpet! —Ed.

THE FOLD-IN RULE

When I opened MAD #437 to the back cover, to my surprise there was no MAD fold-in! I finally found it on page 49. Why the change? I used to be able to count on my monthly MAD fold-in at the end of the magazine. C'mon guys, put it back!

Aaron Aldridge, Newport, NH

A-Ron — Clearly you're on the tip when it comes to everything MAD. But just in case you missed it — Bill Gaines died over 10 years ago, we no longer cost 25 cents and we do a little thing called "The MAD 20" every year which includes a special relocated fold-in. If you still haven't figured out where this is heading, this year's MAD 20 was in issue #437. Just to warn you, and to spare us the mind-numbing frustration of another panicked, asinine missive, this year's MAD 20 will be in issue #449. Start bracing yourself now! —Ed.

Make A Dumb Wish Foundation™

When I was born, I was given my Dad's last name, which is Blond. For the longest time, I absent-mindedly thought that Blond isn't that weird of a name. Sounds a bit like Bond, which I guess is kind of cool. Then one day it suddenly dawned on me — what were my ancestors thinking? Blond is a seriously strange last name. My dad thinks not and says that I should be proud of my name. I can't seem to prove this insane man wrong about how the name is strange. So I've decided to turn to the experts of everything and request that the *Make A Dumb Wish Foundation™* to make fun of my last name and prove my dad wrong about holding some form of pride in such a name. Oh, and by the way, I have brown hair.

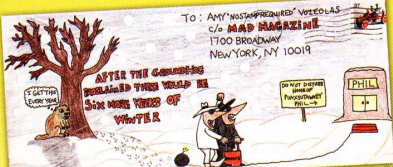
Nick Blond, Garberville, CA

Blondie — This is the type of dumb wish we love! Of course your dad is wrong! Your name is very strange and remarkably stupid! You should not only change it, but sever all ties with your family. Your last name says a lot about your personality, so choose wisely. Here are a few suggestions for your name change: if you want to settle down with a borderline-retarded sexpot, may we suggest "Lachey" as your surname? If you're a drunk-driving, wind-blown wackadoo, then try "Nolte" on for size. And finally, if you think of yourself more as the unemployed MAD editor type, "Meglin" could be your moniker of choice. Let us know which one you go with and if it pleases your pappy! —Ed.



ENVELOPES OF THE MONTH

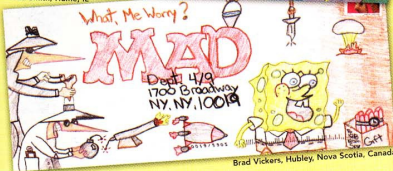
This month, we're proud to feature a trio of Spy Vs. Spy-themed envelopes. An obviously hurt and intimidated Peter Kuper could not be reached for comment! MAD is always on the lookout for envelope masterpieces, so keep them coming! Send them to: Amy "No Stamp Required" Vozeolas, c/o MAD Magazine, 1700 Broadway, NY, NY 10019.



Hayley Burlison, Knoxville, TN



Brad Smith, Hume, IL



Brad Vickers, Hubley, Nova Scotia, Canada

GOD SAVE THE KING OF POP

When I saw the cover of your MAD #438 I was shocked by the vulgar, sick and twisted attack you conveyed on Michael Jackson — an American icon! In closing, all that I can say is it was great — I loved it! Keep up the good work!

Neil Johnson, Alliance, OH

Electric Neil — When we read the harsh opening of your letter, we got excited because we thought it was an accusatory epistle from Michael's defensive spokesman/henchman Jermaine Jackson! But then we read further and discovered that it wasn't — and we lost interest in your letter faster than the public lost interest in Jacko's last album. Thanks for writing...Shamoni! —Ed.

OVEREATING CROWE

I think you missed the point about Russell Crowe being overweight in *Master and Commander* in your satire in MAD #439. The film was based on a long series of excellent novels by Patrick O'Brian, and in them "lucky" Jack Aubrey is described as "blonde, florid and frequently overweight." To my mind, Crowe's portrayal was superb, just the way the author described the character.

Michael Thompson, Langley, WA

Dirty Thom — Did the esteemed Mr. O'Brian also describe "lucky" Jack as "pompous, overbearing and wholly unlikeable"? Then you're right! Russell really knocked this one out of the park! —Ed.

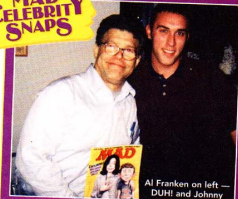
THE BIG TEACHER'S PET

In the fourth grade, I used to bring a MAD to school every day! My teach, named Mrs. Grant, caught me with an issue. To my surprise, she snuck up behind me while I was engrossed in the mag and snatched it out of my hands, saying, "You can get this back when school is over." So, at the end of the day I went back to get it. When I walked into the teacher's area, I caught her reading and smiling widely at my MAD! She smiled at me and said, "You can get this back tomorrow." From then on, she would overlook my MAD as long as I didn't read it while she was talking! She was my favorite teacher in elementary school.

Noel Butchart, Chapin, SC

Just Say Noel — What a heartwarming story. It reminded us of the time we were in fourth grade and Stanley Karpinski took out an issue of MAD, and Sister Winifred snuck up behind him and snatched it out of his hands. Unfortunately, this is pretty much where the similarities between your heartwarming story and our grisly tale of pain and suffering end. Back then they didn't even have dental records to aid in ol' Stanley's identification; the cornerer did his best by using his bathroom pass and the little bits of his retainer that they picked out of her fist. A MAD Letters Page "bango" to you and to Mrs. Grant! —Ed.

MAD CELEBRITY SNAPS



Al Franken on left — DUH! and Johnny

I finally got a chance to get a picture of me, a celebrity, and a MAD when Al Franken came and gave a speech at Ohio University in Athens, Ohio. It was very nice of him to pose with my issue of MAD.

Johnny Mauger, Pickerington, OH

Johnny On The Spot — Congrats on getting left-wing looney Al Franken to stop bitching about Bill O'Reilly long enough to pose with MAD! You're good enough and smart enough to earn a three-year subscription! —Ed.

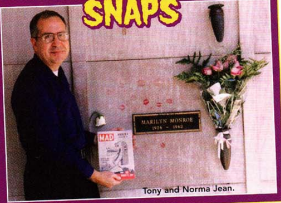


MAD CEMETERY SNAPS

I was in the Los Angeles area and stopped by Pierce Brothers Westwood Village Memorial Park. Enclosed is a picture of me next to the grave of Marilyn Monroe.

Tony Avak, Lexington Park, MD

Tony Baloney — Judging by the red lipstick marks on Marilyn's grave, you had yourself a busy afternoon! By the way, we think Chane's Sweet Sixteen Whisperlight lipstick is the perfect choice for your coloring! Congrats on your one-year subscription! —Ed.

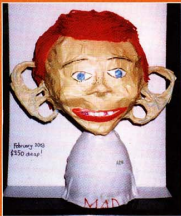


Tony and Norma Jean.

The Big Easel

This is my Big Easel entry. It's made completely out of garbage and old junk. For example, his lips are old pieces of rubber and his teeth are chalk! Ironically, this was made for a school project!

Brian Cugini, Fair Haven, NJ



Cujo — Whoa! Hold the phone! Stop the presses! Do you mean to tell us that your sculpture — that work of art — is made from garbage? No...no way! Game over, man! We're not sure why it's ironic, but it's certainly a coincidence since the magazine itself is made of garbage and old junk! Keep recycling! —Ed. P.S. We still want you to send in your MAD-related creations to Amy "The Big Easel" c/o MAD Magazine, 1700 Broadway, NY, NY 10019!

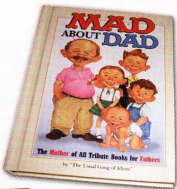
ALFRED LOOK-A-LIKE

Leonardo Monteiro of Vera Mato Grosso, Brazil sent in this photo from his personal collection of an unidentified, yet terrifyingly convincing Alfred E. Neuman look-a-like. We wish he had included the child's name, but we understand the desire to keep his identity a secret. We are going to tell you what we tell all of our "winners" — we hope it's just a stage and that you grow out of it very, very soon!



READER ALERT!!

Can't figure out what to get Dad for Father's Day? We have the perfect solution — an ear and nose hair trimmer! And while you're out buying that, stop by wherever books are sold and pick up MAD About Dad! On Sale Now!



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the usual gang of idiots

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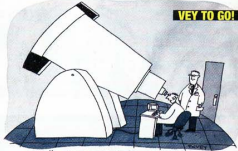
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THE GODFREY REPORT

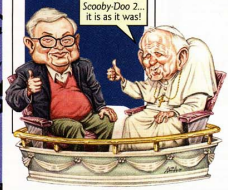
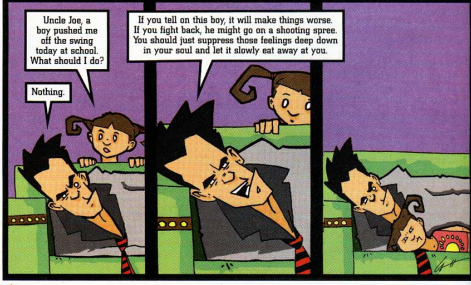
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Deer Ticks	Tapeworms	Head Lice

THE FAST 5

THE 5 WAYS
THE
PASSION
OF THE CHRIST
HAS ALREADY
INFLUENCED
THE MOVIE INDUSTRY

- 1 The new ending of *Shrek 2* has Donkey betray Shrek in exchange for 13 bales of hay
- 2 The soundtrack for *Soul Plane* will feature a rap by 50 Cent done entirely in Aramaic
- 3 Many movie concession stands are now selling hot buttered communion wafers
- 4 The Farrelly Brothers' new project: *There's Something About Mary Magdalene*
- 5 The most popular film critics in the nation are the new duo "Ebert & Popper"

BITTERMAN



FRIENDS OF FUNDALINI

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| Paul Coker | Garth Gerhart | Irving Schild | |

CELEBRITY CAUSE-OF-DEATH BETTING ODDS

This month:
JOE ROGAN

OUR TEAM OF CRACK ODDSMAKERS GIVES YOU THE LATEST VEGAS LINE ON HOW ONE OF TODAY'S BIGGEST STARS WILL MEET HIS DEMISE!

CAUSE OF DEATH

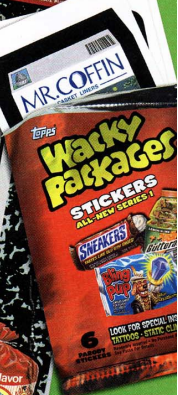
- Executed by militant "Society for the Protection of the Madagascar Hissing Cockroach"12:1
- Slips down side of Las Vegas hotel while leaning out to taunt Fear Factor contestant18:1
- Fatal virus that can only be contracted from regular handling of sheep testicles, pig rectums and horse penises25:1
- Terminal "wood" after hosting one too many special *Playboy* Playmate editions of *Fear Factor*30:1
- Dies while actually trying a dangerous stunt himself19,000,000,000:1



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**Wacky Packages Stickers
Coming This May To Notebooks,
Skateboards, Bikes, & Everywhere!**

Gotta get to the office, guys! Dandy, please don't forget the fund-raising dinner for the Battered Women's Shelter is tonight at seven!

I thought the Battered Women's benefit was tomorrow night!

No, tomorrow night's the Children's Hospital charity buffet! And the day after that is the Homeless Families' benefit luncheon!

Boy, you people sure throw a lot of fund-raising meals for charity!

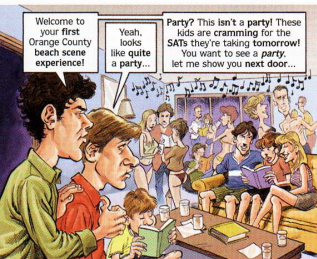
Tell me about it! This breakfast is being sponsored by the Teen Crisis Pregnancy Center! I gotta cough up \$50 for this lousy bowl of Froot Loops!



Welcome to your first Orange County beach scene experience!

Yeah, looks like quite a party...

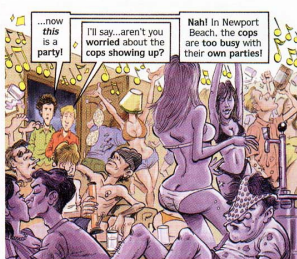
Party? This isn't a party! These kids are cramming for the SATs they're taking tomorrow! You want to see a party, let me show you next door...



...now this is a party!

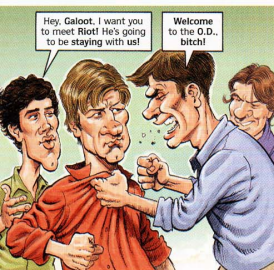
I'll say...aren't you worried about the cops showing up?

Nah! In Newport Beach, the cops are too busy with their own parties!



Hey, Galoot, I want you to meet Riot! He's going to be staying with us!

Welcome to the O.D., bitch!

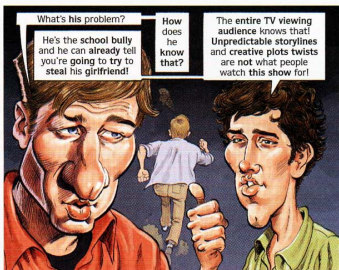


What's his problem?

He's the school bully and he can already tell you're going to try to steal his girlfriend!

How does he know that?

The entire TV viewing audience knows that! Unpredictable storylines and creative plots twists are not what people watch this show for!





This is awful! Riot and Galoot are going to hurt each other! Seethe, jump in there and break it up!

Ah, apparently you've forgotten that getting physical isn't really my style! I know! I'll have my father, the attorney, draft a sternly-worded letter! In the meantime, I wouldn't worry too much — those guys are both too pretty for the producers to let anything happen to their faces!



Seethe, we've been looking all over for you!

What are you doing in the biology lab after school?

I'm trying to dissect something!

What are you trying to dissect?

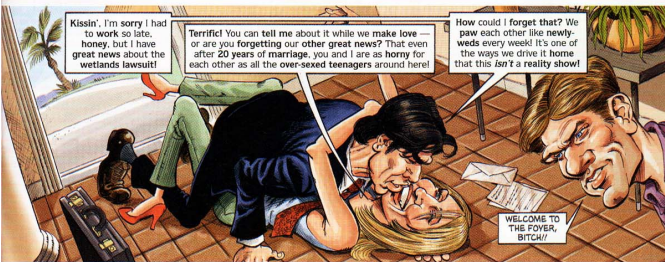
This season's scripts...I'm trying to figure out exactly how and when I changed from a self-conscious nebbish of a loser to an irresistible babe magnet to a couple of amazing hotties like you two!



Kissin'. I'm sorry I had to work so late, honey, but I have great news about the wetlands lawsuit!

Terrific! You can tell me about it while we make love — or are you forgetting our other great news? That even after 20 years of marriage, you and I are as horny for each other as all the over-sexed teenagers around here!

How could I forget that? We paw each other like newlyweds every week! It's one of the ways we drive it home that this *isn't* a reality show!



...and so the environmental report is how your genius of a husband is going to stop your father's company from developing our pristine local wetlands!

Dandy, you are a genius! And isn't it wonderful that you and I are willing to thwart my greedy, billionaire dad even though it'll cost us millions of dollars in inheritance money when he dies?

Hmm...Maybe I'm not a complete genius!

WELCOME TO THE BEDROOM, BITCH!!

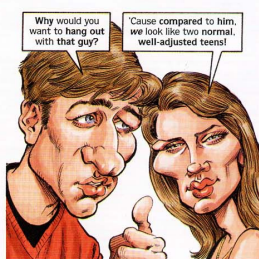
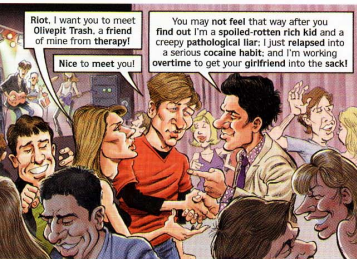
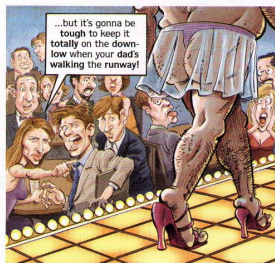
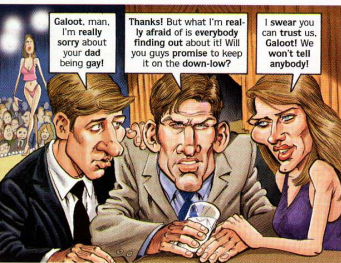
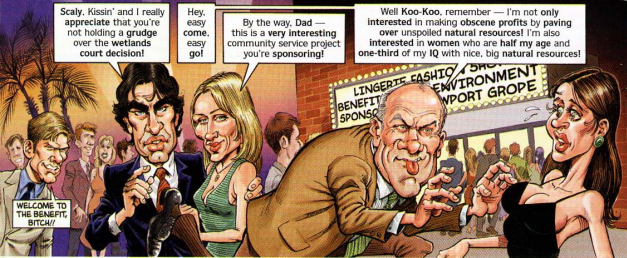


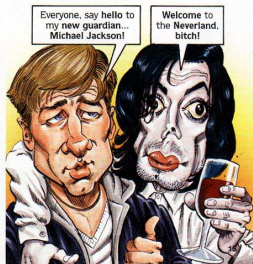
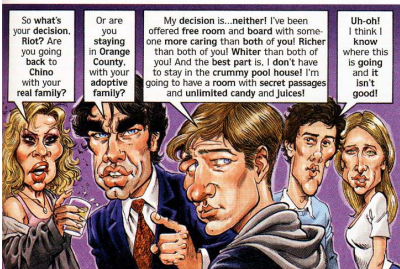
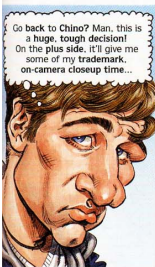
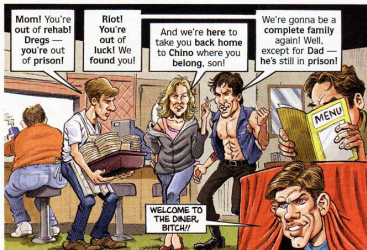
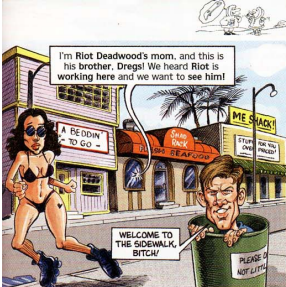
...and so it is the ruling of the court that for falsifying an environmental impact report, the owner of the Newport Grope development corporation, Mr. Scaly Pickle, will perform such community service as prescribed by the court!

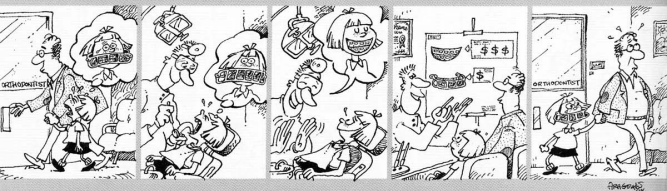
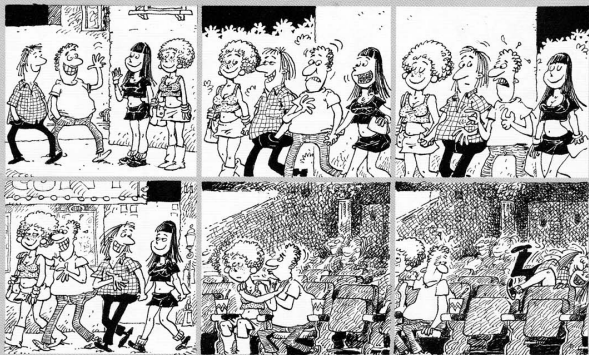
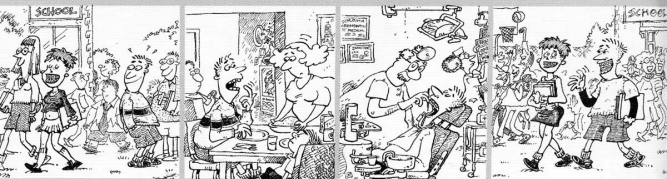
No problem! "Serving the community" is one of the things I enjoy most! I have the perfect fundraiser in mind!

WELCOME TO THE COURTROOM, BITCH!!









Martha Stewart recently sent a letter to various friends asking them to write to her trial judge and express their opinion of her "character, work ethic, integrity and probity." She hopes if enough letters are written, it will convince the judge to give her a lenient sentence with no jail time. Civic-minded individuals that we are, we felt duty-bound to provide:

OUR LETTER ON BEHALF OF MARTHA STEWART

MAD 1700 BROADWAY, NEW YORK, NY 10019

To: Judge Miriam Goldman Cedarbaum
U.S. District Court
New York, NY

Dear Judge Cedarbaum,

We live in an unfortunate society where an aggressive, successful businessman is celebrated, while an aggressive, successful businesswoman is merely labeled a "bitch." And Martha Stewart has not only been labeled a bitch, but every conceivable variation of that unfortunate term, including "Big Bitch," "Super Bitch," "Bitchy-Bitch," "Über Bitch," "Le Grande Beech," "Bitchy McBitcherson" and the ever popular, but nonetheless hurtful, "Bitch On Wheels."

When these insensitive people talk about her, they also use words like "ice queen," "anal retentive," "cruel" and "egocentric." But if you rearrange the letters in those words and take out and add some others, you get words like "caring," "beloved" and "tjvgernil." *That's* the Martha we know.

The point is that it's precisely because she's so successful that people are now trying to destroy Martha. Sure, she took an inside stock tip, tampered with evidence and kept changing her story when questioned by federal investigators. But, Your Honor, ask yourself this: did she do anything *you* wouldn't have done if *you* were a manipulative, frigid control freak desperately trying to avoid time in the slammer? The only thing she's guilty of is helping people add style, charm and class to their drab lives — and if *that's* a crime, then those guys from *Queer Eye* belong on death row!

And consider this: Martha spent a lifetime carefully crafting a persona of someone who was above it *all*. Shouldn't that include the law? Or, madam, do you expect a modern woman to be equally versed in BOTH the fine art of hand-stitched doilies and the fickle regulations of high finance? You call that justice? While we may know little of the law, what does the *court* know of making a swan out of wicker? Or the subtle aromatic differences between elderberry and loganberry? Have you ever bothered to dip your own candleless, madam? Say nothing! We know the answer.

As a woman who gave her best for the good of the nation, comparisons to Rosa Parks seem obvious. Except, of course, Martha wouldn't be caught dead riding public transportation.

Finally, there is the issue of her probity. We'll be the first to admit that we don't know what that word means. However, using our knowledge of Latin roots (none), and our understanding of the charges (*slightly* more extensive), we believe it has something to do with baked goods.

That being the case, let us go on record as saying that Martha makes one of the finest peach cobbles you'll ever taste (and taste it, you will...provided you make the right choice on sentencing day, of course — wink, wink!)

Cordially,
The Editors

**"To enable people
and businesses
throughout
the world
to realize their
full potential"**

Can you believe the grandiose-sounding quote to the left is the official “corporate mission statement” of Microsoft? Funny, but we thought their mission was to “Charge customers through the nose for bug-filled, non-intuitive software applications”! Of course, it’s not just Bill Gates and friends — other corporations have official mission statements that get it wrong, too. That’s why we’re here, to realize *our* full potential by using Microsoft Word to create...

to realize their
full potential"

IF CORPORATE "MISSION STATEMENTS" TOLD THE TRUTH

SAKS
FIFTH
AVENUE

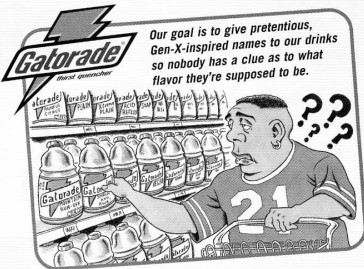
Our aim is to sell clothing so hideously overpriced that even a famous, wealthy actress has to shoplift from us.



We plan to keep rearranging the same seven or eight ingredients into new shapes, with phony, made-up, Spanish-sounding names.



Our goal is to give pretentious, Gen-X-inspired names to our drinks so nobody has a clue as to what flavor they're supposed to be.



**DEATH ROW
RECORDS**



To effectively foster an environment of assertive creativity, whereby artists are provided with a nurturing and judgment-free atmosphere to freely voice their opinions on bitches and ho's.



To de-empower every small, mom-and-pop toy shop in the country by building our stores as large as airplane hangars, while progressively littering every mailbox and Sunday newspaper on Earth with our sales circulars.

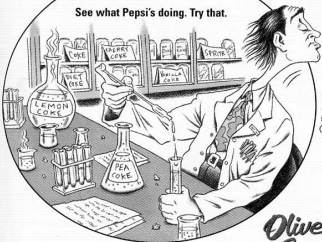


We aim to counteract the short-sighted left-wing bias of the major networks with a short-sighted ultra-right-wing bias of our own.



Coca-Cola

See what Pepsi's doing. Try that.



PEPSI

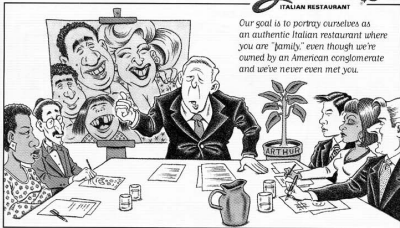
See what Coke's doing. Try that.



Olive Garden

ITALIAN RESTAURANT

Our goal is to portray ourselves as an authentic Italian restaurant where you are "family," even though we're owned by an American conglomerate and we've never even met you.



Red Bull

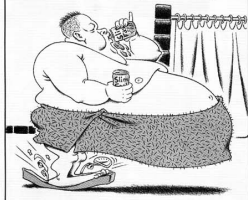
Our mission is to market our dangerously hyper-caffeinated drink with a not-so-subtle but untrue message that the drinker will get high.



IF CORPORATE "MISSION STATEMENTS" TOLD THE TRUTH

Slim-Fast

We aim to help the overweight shed pounds simply and nutritiously by selling a drink whose main ingredient is sugar.



BENGALS 2
DETROIT 0



Our goal is to strive each season to win at least one game, avoiding the embarrassment of going 0-16, and assertively gaining the #1 draft pick.



AMERICA
Online.

Our vision is to enable our customers to spend more quality time online by inserting pop-up ads and having the screen freeze up for ten minutes at a time, then repeatedly raise the monthly fee for the privilege.



CHUCK E. CHEESE'S

Our ongoing vision is to serve substandard-tasting pizza while we distract you with as much noise as humanly possible.



MAD

Our mission:

1. To constantly lambaste corporations for being greedy, while charging those same corporations big money for full-page ads in our publication.
2. To continually recycle gags in different forms, hoping most readers won't notice (such as this, which is basically a variation of a line in "A MAD Guide to Corporate Thinking" in issue #350).





There's a story about strange and wonderful creatures, set in the distant past. Then there's *another* story about strange and wonderful creatures, set in the Far-away Future. And when you put these two stories of the past and the Future together, the present aucks! Especially the present in which you get to read about...

STAR SHREK



Captain's Log. Storydate: 1734. A wormhole anomaly, combined with plasmic decompression in the structural integrity grid, and some bad Romulan clams, has created an unusual situation. An entire Federation crew of unknown origin has somehow shifted through time and space, arriving onboard the Enterprise. I've never heard of their vessel before...the U.S.S. Muffet. It cost them a lot to transport here. They should've gone to Spaceline.com, named their own price and saved 30%!

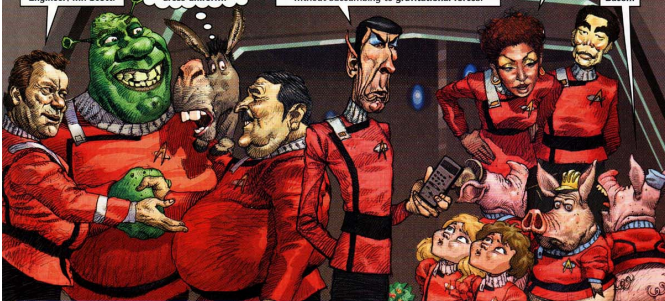
Welcome, Captain Shrek! Allow me to introduce my Chief Engineer, Mr. Scott!

Unbelievable! Shrek has only the THIRD-fattest gut in a Federation dress uniform!

I've calculated the spatial dimensions of your hull, and I've charted 17 alternate upward routes, which will enable you to fetch a pail of water without succumbing to gravitational forces!

So, what are you? Gorn? Talosian? Klingon?

Bacon!



Soooo...you're a real princess. On my world, they put royalty on stamps. Care to get licked?

There's something you need to know — every time the moon comes out, I transform into a horrible ogre!

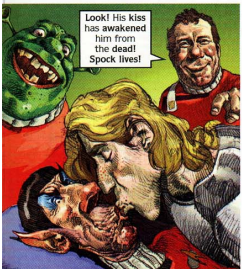
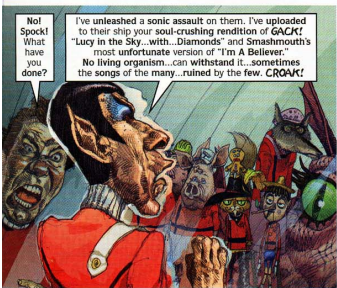
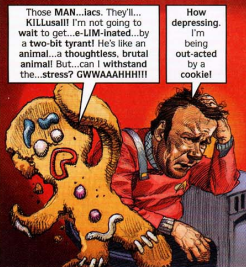
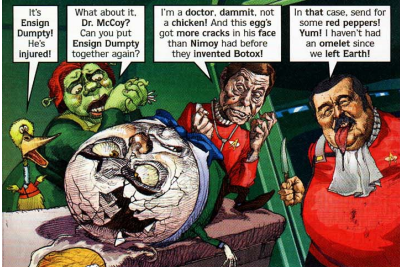
Don't be so hard on yourself, baby. I've always had a freaky thing for green chicks!

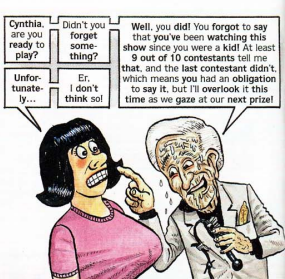
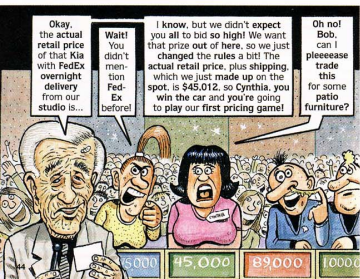
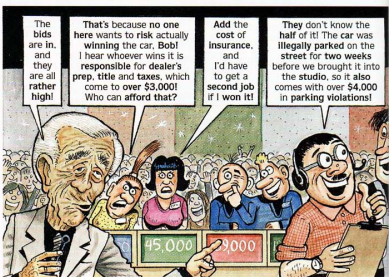
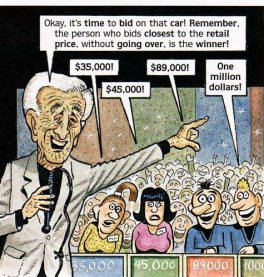
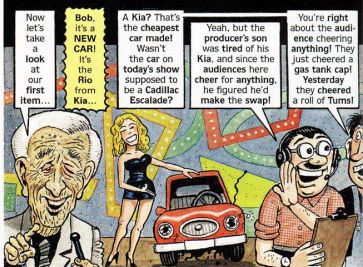
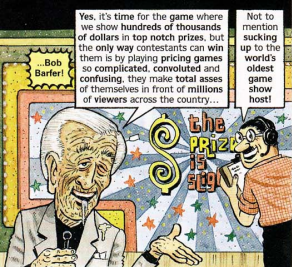
My tricorder readings detect a drifting cloud of ionized, sentient gas. It may be trying to communicate with us!

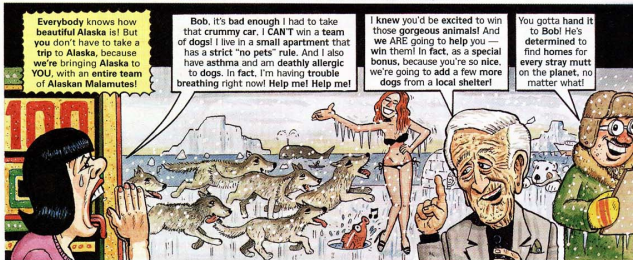
Uh, guess again. That would just be the donkey. He has a high-fiber diet!

Don't point your smelly green finger at me! He who analyzes it, supplies it!







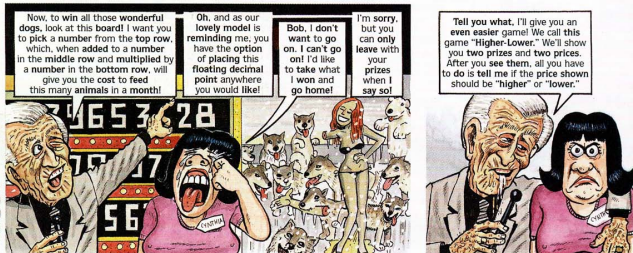


Everybody knows how beautiful Alaska is! But you don't have to take a trip to Alaska, because we're bringing Alaska to YOU, with an entire team of Alaskan Malamutes!

Bob, it's bad enough I had to take that crummy car, I CAN'T win a team of dogs! I live in a small apartment that has a strict "no pets" rule. And I also have asthma and am deathly allergic to dogs. In fact, I'm having trouble breathing right now! Help me! Help me!

I knew you'd be excited to win those gorgeous animals! And we ARE going to help you — win them! In fact, as a special bonus, because you're so nice, we're going to add a few more dogs from a local shelter!

You gotta hand it to Bob! He's determined to find homes for every stray mutt on the planet, no matter what!



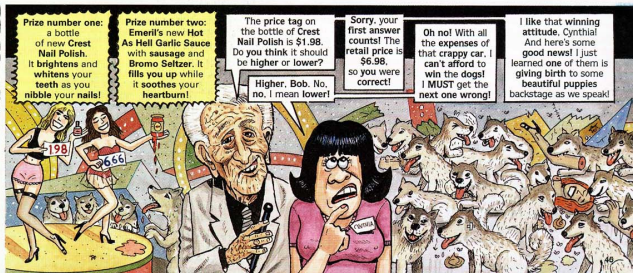
Now, to win all those wonderful dogs, look at this board! I want you to pick a number from the top row, which, when added to a number in the middle row and multiplied by a number in the bottom row, will give you the cost to feed this many animals in a month!

Oh, and as our lovely model is reminding me, you have the option of placing this floating decimal point anywhere you would like!

Bob, I don't want to go on. I can't go on! I'd like to take what I won and go home!

I'm sorry, but you can only leave with your prizes when I say so!

Tell you what, I'll give you an even easier game! We call this game "Higher-Lower." We'll show you two prizes and two prices. After you see them, if all you have to do is tell me if the price shown should be "higher" or "lower."



Prize number one: a bottle of new Crest Nail Polish. It brightens and whitens your teeth as you nibble your nails!

Prize number two: Emeril's new Hot As Hell Garlic Sauce with sausage and Bromo Seltzer. It fills you up while it soothes your heartburn!

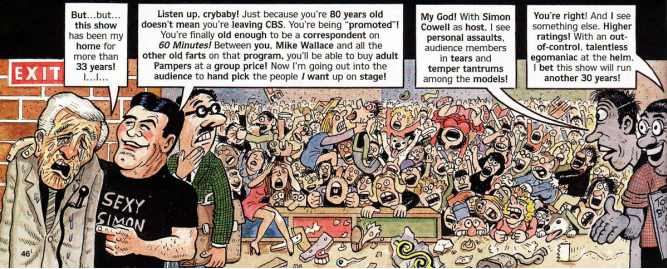
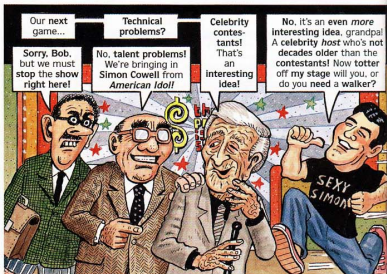
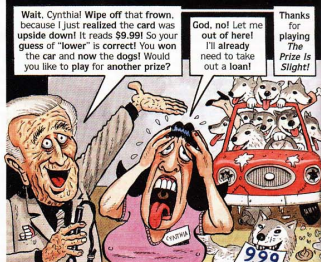
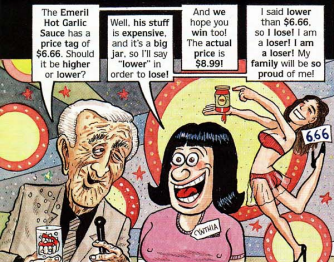
The price tag on the bottle of Crest Nail Polish is \$1.98. Do you think it should be higher or lower?

Higher, Bob. No, no, I mean lower!

Sorry, your first answer counts! The retail price is \$6.98, so you were correct!

Oh no! With all the expenses of that crappy car, I can't afford to win the dogs! I MUST get the next one wrong!

I like that winning attitude, Cynthia! And here's some good news! I just learned one of them is giving birth to some beautiful puppies backstage as we speak!



Some commentators have called the war on terror a clash of civilizations, a battle between the Christian world and the Muslim world. Maybe yes; maybe no. (Hey, if it's astute political analysis you want, what are you reading *this* dumb magazine for?) Whatever the case, in the interest of peace, we believe that it's important to recognize what our cultures share in common. And so, we patriotically present...

SIMILARITIES BETWEEN THE MIDDLE EAST AND THE U.S.A.

THE MIDDLE EAST HAS... WHILE AMERICA'S GOT...

Osama bin Laden, whose voice eerily appears on tape every few months, despite his exile.

Tupac Shakur, whose voice eerily appears on CD every few months, despite his death.

Dangerous radicals who plot, plan and scheme from fortified underground bunkers.

Dick Cheney.

Societies that treat women as totally inferior.

Maxim, Stuff, and Eminem.

Relentless terrorist groups like al Qaeda and Al-Jihad, who continue to organize scary, violent attacks.

Unstoppable nostalgia groups like Kiss and Poison, who continue to organize dismal, overpriced summer tours.

Weapons inspectors, constantly searching for WMDs.

Parole officers, constantly searching for ODB.

The possibly insane Mohammar Qaddafi, who once threatened to develop nuclear weapons.

The completely insane Jerry Bruckheimer, who once threatened to develop Kangaroo Jack 2.

Insane reactionaries who don't actually know what they'd do if they came to power.

Ralph Nader.

Outmoded traditionalists, fighting a losing battle against modernization.

The Recording Industry Association of America.

Crazies who blow themselves up with crudely-made bombs at cafes and restaurants.

Fatties who blow themselves up with crudely-made burgers at Wendy's and McDonald's.

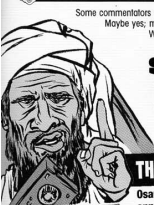
Cities ravaged by American foreign policy.

Cities ravaged by American domestic policy.

Bush's plans for widespread democracy in the Middle East, which are about as plausible as putting men on Mars.

Bush's plans to put men on Mars, which are about as plausible as widespread democracy in the Middle East.

ARTIST: NATHAN FOM
WRITER: JACOB LAURET





We're taught to extend a helping hand and to be charitable to the less fortunate. However, even with your heart in the right place, your head may *still* be up your ass! Trust us when we say...

THERE ARE JUST SOME THINGS YOU SHOULDN'T GIVE THE HOMELESS

DENTURES



Even if it wasn't disgusting, and even if — by some miracle — they fit another's mouth, it still puts a damper on any potential panhandling profits.

SALAD SHOOTERS



When you ask yourself, "Who wouldn't want a slightly-used Salad Shooter?" try to answer, "Someone without shoes."

BRIDESMAIDS' GOWNS



This wretched, itchy monstrosity you spent an entire paycheck on will only serve to drive home the fact that it is perpetually midnight and the coach is forever a pumpkin for the poor girl.

DOGGIE CLOTHING



Beggars can't be choosy and are often indifferent to doggie style.

STOOL SOFTENERS



POOL ACCESSORIES



Besides the fact that the majority of the jobless, homeless and penniless are also pool-less, NO ONE wants to touch their lips to a used inflator piece.

LAWN ORNAMENTS



Most indigents think lawn ornaments are stupid too.

THIGHMASTERS



Rarely are the downtrodden concerned with shapely hips and thighs.

SPANDEX



Kind-hearted citizens do whatever they can to keep the general population spandex-free.

WHICH
CELEBRITY DO
AMERICANS MOST
WANT TO SEE
CONVICTED?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Celebrity trials are all over the news these days. While people are divided on the fate of most famous defendants, there's one in particular that the public wants to see doing hard time. To find out who should be convicted, fold page in as shown.



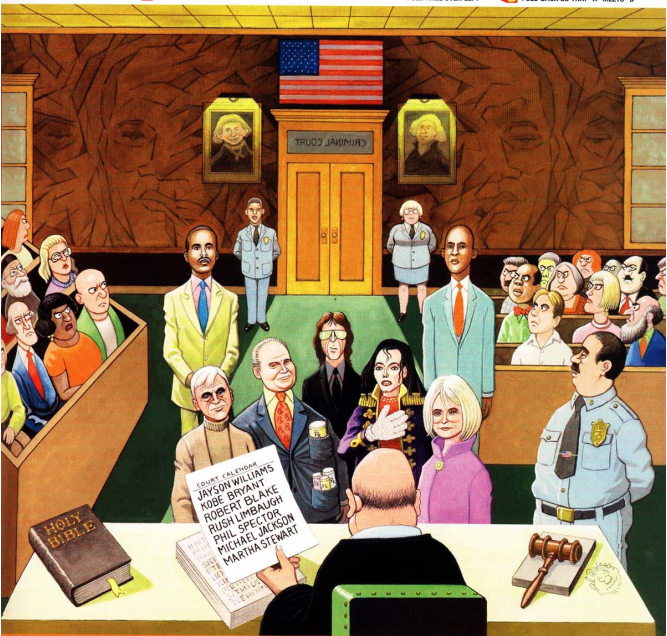
FOLD PAGE OVER LIKE THIS!



FOLD PAGE OVER LEFT



FOLD BACK SO THAT "A" MEETS "B"



ONLY SWIFT TRIALS CAN RESOLVE THIS.
JAIL TIME IS THE SOLUTION MANY WANT.
(STIFF FINES WON'T SATISFY ANYONE AT ALL)
JUSTICE MUST BE SURE AND FAIR.



ARTIST AND WRITER: AL JAFFES



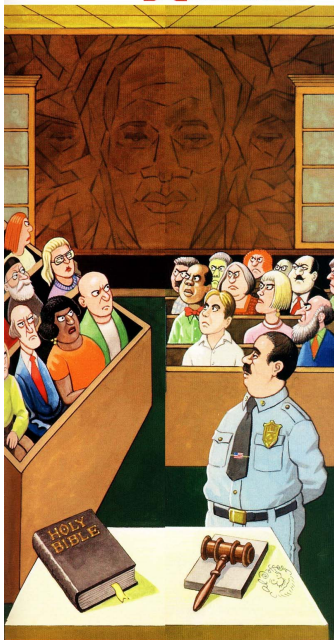
WHICH
CELEBRITY DO
AMERICANS MOST
WANT TO SEE
CONVICTED?



FOLD PAGE OVER LIKE THIS!



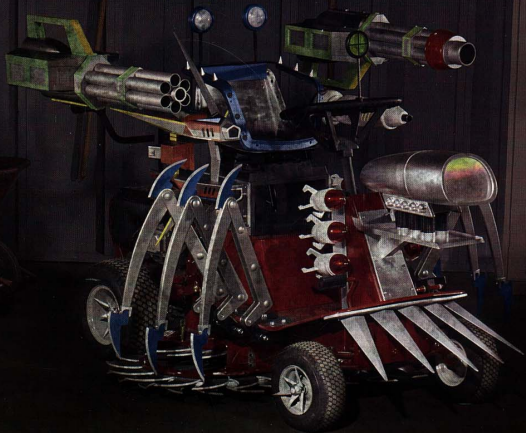
FOLD BACK SO THAT "A" MEETS "B"



O.
J.
(STILL)



who are you?



The way we customize our things says a lot about who we are. Like selecting a dragon gun for a battle robot says, "I will destroy you now; are you ready to feel my wrath?" In Custom Robo™, choose from over 200 modifications to create and send the ultimate combat robot into battle against any who dare oppose you.



Comic Mischief
Mild Fantasy Violence



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THE TRANSLATE SHOW DEPT.

In the proud tradition forged by Marjorie Dai, the latest basketball coach to make it in the NBA is China's 7'2" Yao Ming, with his meg on the cover of dozens of sports mags, he's been called "the new Shaq" — which he is, only 235 pounds lighter. The major problem is that he still doesn't speak English, and has to rely on imprudent translators to communicate effectively. Their main job change, however, must have involved the all-important phrases listed in...

ADULT
PAGE DESIGNER

WRITER:
FRANKIE BISHOP
AND
SCOTT KENNESON

YAO MING'S

CHINESE PHRASE

山穷水尽

风平浪静

世风乌烟瘴气

小, 冰天雪地

雨过天青, 雨点

烟瘴点石成金

雷声大, 雨点小

雨点, 落井下石

山穷翻天覆地

腾云驾雾

小世风日下

CHINESE★ENGLISH

~PHRASEBOOK~

ENGLISH TRANSLATION

I'm sorry my genital region is blocking your view.

Hey, you in the third row — that \$75 jersey you're wearing was made by my cousin for three cents an hour! I'd recognize Lo-Pac's stitch-work anywhere!

You are a drain on the proletariat, you decadent, bourgeois, Western capitalist pig for-eater. Also, you will never make it to the net. That is how we talk trash in my country.

I haven't had any trouble fitting in with the other NBA players. We all agree that it doesn't matter what country you come from, as long as it's not Canada.

Kobe is no more a rapist than the Chinese government is a brutal, repressive, totalitarian — ah, oh, my bad.

Can you recommend a good proctologist? Verne Troyer has been lodged in my rectum ever since I sat on him during that Apple commercial.

I feel like I'm finally starting to get a handle on English, but what is this strange language that announcer Walt Frazier is speaking?

In my country, if you miss an uncontested lay-up, you get shot in the back of the head — and they change your agent for the bullet.

I feel like I'm finally starting to get a handle on English, but what is this strange language that announcer Walt Frazier is speaking?

I'm sorry to bother you Mr. Nicholson, but would you mind taking a look at my screwplay? It's about a freakishly tall Asian detective.

Does Allen Iverson know that his Chinese tattoo says, "I desire young boys?"

I am not impressed with your Harlem Globetrotters — the refs let them get away with nearly as much as Shaq during a home game.

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CITY
OF
HEROES

THE GREEN SHIELD DEPT.

MAD: MONSTROUSLY OGRE-RATED SHREK 2 OUTTAKES

Hear ye, hear ye!
Today's stock tip: dump all
your shares in DreamWorks
Animation before word gets
out about how angry
this sequel is!



After what
happened last fall
with that Mike Myers
Or Sex? debacle, the
filmmakers are taking a
real risk putting a
cat in a hat in
this movie!



Sorry, Snow White —
the Apple Growers Association
couldn't come up with the kind of product
placement money we wanted — so it's this
"poison Taco Bell Burrito Supreme"
or nothing!



Look, you'd
probably find out
about it anyway, so let
me just warn you that there's a
Paris Hilton-style video floating
around the Internet of me
and two of the three
little pigs!



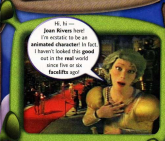
You're from the
Braun Network?
And you've got a new
show for me called *Shrek
Eye for the Big
Green Guy?*



All this sand
and seaweed up my wazoo —
just for a lame gag reference to a
Burt Lancaster movie that came
out during the Eisenhower
administration!



Hi, hi —
Joan Rivers here!
I'm excited to be an
animated character! In fact,
I haven't looked this good
out in the real world
since five or six
facelifts ago!



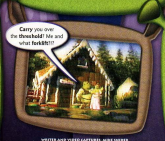
The sword is just
for effect — my RFLA weapons
are posing on your carpets and
clawing your furniture
to shreds!



Admit it, officer —
you pulled me over because
I'm green!



Carry you over
the threshold! Me and
what fuckin'!!!



WRITER AND VIDEO CAPTHER: MIKE MOORE

SERGIO ARANOFF presents a MAD LOOK AT BRACES



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JAIL, BAIL THE GANCY ALL HERE DEPT

Celebrities are accustomed to the fact — and that should certainly include their prisons — that so many stars looking at jail time — Martha, Jayson, Robert (and, we can hope) — they need to pay attention to...

MAD RANKS THE TOP CELEBRITY PRISONS

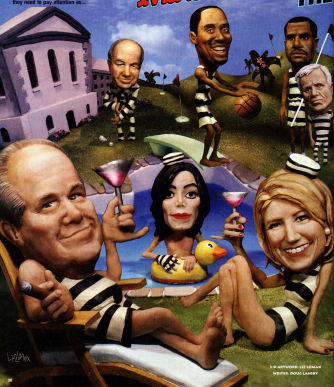


ILLUSTRATION: LEE LEBLANC
WRITER: BOB LAFAY

RANK	PRISON PRISON CAMP INSTITUTION OR DETENTION CENTER (PRISON)	NOTABLE INMATES	PERCENTAGE OF INMATES THAT RESULT IN LIFE	FINES IMPOSED	REPUTATION CONNECTION	FOOD HIGHLIGHT	INTERNATIONAL REPUTATION OFFICIALLY PERMITTED	APPLYMENT ACCEPTANCE RATE	APPLICATION FEE REQUIRED	NOTES AND COMMENTS
1	Fort Worth Prison (TX) (The Fort)	Martha Stewart	3%	Over- sized pool	DS	Take-out from Bob's	Yes	4%	Yes	Only a "Margarita Bar"
2	North Las Vegas, NV (The Vegas)	Co-ed Prison zone	4%	Marble pool and recreation room	DS	Swimming on first and last day	Yes	5%	Yes	Pay cell phone reception in international cells
3	San Diego, CA (The County Jail)	Arrested on first of last	13%	Arrested on first of last	1.1 mile	DS	Yes	11%	No	Crash photos in prison newspaper
4	Montgomery, AL (The Penitentiary)	Edgar with Prison Officers	9%	On-duty Prisoners (No "Happy Cuddles")	Prisoners	Prisoners Prison night club	No	8%	Yes	Wages available during conjugate visits
5	Alcatraz, CA (The Alcatraz Prison)	Michael Bay	12%	John McDonald in prison at Alcatraz	W-8	Manager buddy with no scriptures	Yes	9%	Yes	Pets allowed
6	Dulles, VA (The Dulles Prison)	Edgar with Prison Officers	14%	Edgar with Prison Officers	W-8	Edgar with Prison Officers	Yes	15%	Yes	Prisoners staff Prisoners staff Prisoners staff
7	Camden, MD (The Camden Prison)	Edgar with Prison Officers	22%	Edgar with Prison Officers	W-8	Edgar with Prison Officers	No	24%	No	Prisoners staff Prisoners staff Prisoners staff
8	San Diego, CA (The San Diego Prison)	Edgar with Prison Officers	16%	Edgar with Prison Officers	W-8	Edgar with Prison Officers	No	26%	Yes	Prisoners staff Prisoners staff Prisoners staff
9	Alcatraz, CA (The Alcatraz Prison)	Edgar with Prison Officers	27%	Edgar with Prison Officers	W-8	Edgar with Prison Officers	No	36%	No	Prisoners staff Prisoners staff Prisoners staff
10	Montgomery, AL (The Penitentiary)	Edgar with Prison Officers	31%	Edgar with Prison Officers	W-8	Edgar with Prison Officers	No	45%	No	Prisoners staff Prisoners staff Prisoners staff

CORN ON THE BOB DEPT.

These audience members are screaming and jumping up and down because they're excited about all the fun and prizes on today's show! So, not really! They're really jumping up and down and screaming because they just found out the studio doors are locked, and they have to sit through a three-hour taping of...

the PRIZE is Slight!



ARTIST: TOM RYAN

WRITER: RICK DEBARTOLO

Cynthia Updale, come on down!



People always ask me why there are so many more women than men on our show. Don't babies have big bouncing breasts that suck full on TV when they run down the aisle?

Actually, most of our male audience members do, too! Which is another reason to pass them over!



Leo Laporte, come on down!

Now, there's no reason I'm eager to be on the program, my real reason I'm eager to be on the program is that I'm eager to be on the program!



Frank Laporte...

come on down!



Hold on! I only want down Laporte, which is not what you want!

We're desperate here, help!

Well, okay then, it looks like we've got our first two contestants! Now hand out your best line, it's the millions of Americans who are watching!



Wanda Wasserman, come on down!



Wait! Wait! Wait! Wait! Forget it! Go back and sit down! You're not jumping up and down enough! The moment you before the show, if you don't act like a racing horse, you'll never make it on The Prize is Slight!



Leo Laporte, come on down!



Hold on, when we say "Come on down!" and you go up the hallway, we mean see the stars, nothing over the railing. Look, it's gone! Let's pick someone else!

SPLAT!

HARRY POTTER AND THE OUTTAKES OF AZKABAN

I'm sick and tired of hearing people accuse J.K. Rowling of ripping off other writers, too! Now be quiet! I think I just heard the Great Pumpkin coming!



Looks like Anna Nicole's off the Triwizard system again!



One of these singers will become the next *Hogwarts* Idol!



Stay back, children! This dramatic setting calls for a classically trained actor!



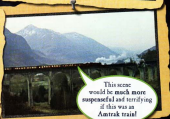
What do you mean they're going to start testing all the Chudnich players for steroids?



Is it safe to leave yet or are those jerks from PETA still out there?



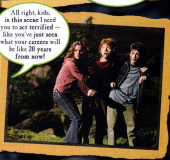
This is the last time I book my accommodations through Priceline.com!



This scene would be much more suspenseful and terrifying if this was an Amtrak train!



Every year it's the same question about Hagrid...



All right, kids, in this scene I need you to act terrified — like you've just seen what your careers will be like 20 years from now!



ARTIST AND WRITER: PETER KUPER

KUPER