

INSIDE: SPY VS. SPY GIANT PULL-OUT POSTER!

MAD



WE PISS OFF
ANGRY BIRDS

PLUS: Kim Kardashian!
Lady Gaga! Parks and Recreation!

#511 OCTOBER 2011 \$5.99 CHEAP!



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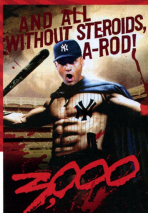
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Planking Gone Too Far



Government Unveils More New
Smoking Warning Labels



Theldiotical.com
THE OFFICIAL BLOG OF MAD MAGAZINE

Bookmark it now — and delete all your others!

MAD

departments

Nowadays,
the only time
a driver's hands
are at ten and two
is when they're
dialing!



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OCTOBER 2011

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MARGINAL THINKING DEPARTMENT

"Drawn Out Dramas" by Sergio Aragonés
...Various Places Around the Magazine



COVER ARTIST: CHARLES AKINS

LETTERS and TOMATOES

ISSUES WITH ISSUES

Look guys, I don't know what it's like or what it takes to run a magazine and I'm not going to pretend I do, although I'm guessing it's probably hard. But in all seriousness, most magazines come out with at least one magazine a month. So what's your deal? You used to not only come up with MAD once a month but also a MAD Kids and MAD Classics. So why are you guys suddenly cutting down to like, four a year? You guys are my favorite magazine and I'd like to hear more from you guys. Keep it coming guys!

Courtney De Joy • Mason, OH

P.S. Please don't call me "Ode to De Joy." No offense, but it kind of got old when I turned nine or ten.

Ode to Courtney — MAD is bi-monthly, which means it doesn't come out FOUR times a year, it actually comes out SIX. That's great news for you! That's FIFTY PERCENT MORE issues than you were expecting! Enjoy the massive increase in publication! And here's another thing you're wrong about — it's NOT hard to run a magazine! As we just mentioned, we only have to work six freakin' months a year! —Ed.



CELEBRITY SNAPS

On the back cover of our last issue there was an ad for the new "Weird Al" album *Alpocalypse*. He paid us handsomely for the ad space. But now this month's Celebrity Snap is of "Weird Al" holding that same issue with his ad on it. Which means that we're promoting his album *again* — this time for free! Damn you, Al! You're not just weird, you're diabolical!



THE 40-YEAR-OLD VERSION

After being a MAD magazine reader for over forty years, this is the first time I have ever written, and I would just like to say, you've done it again. Exactly what it is you've done I have no idea, but you've done it again!

Duane Richardson • Columbus, OH

Duane in the Membrane — Well, we know exactly what YOU'VE done — you wrote a stupid letter. We hope it's never done again! —Ed.



PLATE FOR A FOOL

Annie Gaines — former MAD employee and wife of MAD founder William M. Gaines — sent in this pic of her new "Potrzebie" license plate! Can you believe this isn't a vanity plate — but just a crazy coincidence! No? Well, you shouldn't...we're just a little hurt that the DMV wouldn't let her get one that said "LTRS N TMBOS"!



THE MAD CRYSTAL BALL

As I rifled through my stack of emergency toilet paper (old MADS I keep under the sink) I came across #378 from February 1999. I couldn't help but notice that you'd drawn Samuel L. Jackson as "Nick Fury, Agent of the Shield." This must be 10 years prior to him appearing at the end of the first *Iron Man* film. Does MAD not only rot the brain, but predict the future too???

Jimmy Blake • Orlando, FL

Easy-Blake Oven — Yes, we CAN see the future. In fact, we're getting a vision right now...at some point in the near future, you'll have to awkwardly explain to a proctologist why you need to be treated for paper cuts and staple-related wounds thanks to your "emergency toilet paper." Watch out for that Fold-In! —Ed.



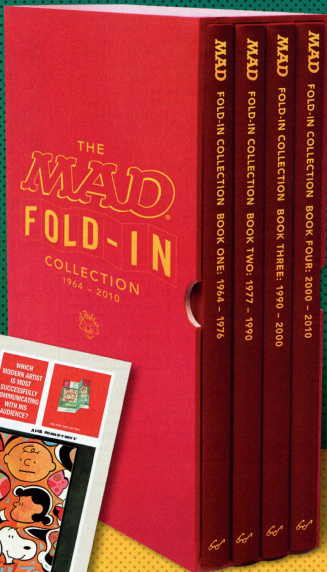
HERE WE GO WITH ANOTHER RIDICULOUS MAD AD THE MAD FOLD-IN COLLECTION!

A FOUR-VOLUME SET!

Every Fold-In has been digitally restored and reproduced in its original size.

The "folded-in version" appears on the next page. (No sense ruining this collector's edition with creases — although, if that made you buy two copies of this set, that would be fine with us!)

With essays by legendary cartoonist Jules Feiffer, award-winning Pixar director Pete Docter, noted *New York Times* columnist Neil Genzlinger and the only man in America who lists his occupation as "Fold-In Artist" on his tax returns — Mr. Al Jaffee!!!



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YOUR BUTT

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TO
STORE

A **B**

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FOR THIS COLLECTION! (BIG DEAL!)

AND BUY A
COPY TODAY!

LETTERS and Tomatoes

STOP...GRAMMAR TIME!

First off I would like to say that I love your magazine. I have a subscription for two years. For only 12.99 I've a wonderful read of your business, my favorite issue so far is #513. I might not see it as big as you. When I was reading the Don Diego parody I was stretched with grief when I noticed a typo. The baggy a backpack and a hydraulic crane to an Amish barn coming to get the job done faster. The sentence is unfinished, I'm not a grammar god but, you already know "through" because the word "through" is not used in the right context. I hope this error will be fixed in future printings of this issue. I would love it if my favorite magazine writers looked like dumb asses in front of their whole fan base.

Ryan Chomazade • Lake Oswego, OR

Pyramid Plot — No, you're clearly not a grammar god — as if that epic, opening sentence left any doubt, here, we're pretty sure you mislabeled your last issue — when we ran it through spell check, it came up as "Gnomes." We hope this error will be fixed in future letters. —Ed

BLANKS FOR NOTHING

Whoops! In our recent Harry Potter special issue, we accidentally left a word balloon blank on page 56. Information: In making things right, we're printing this blank in the balloon for you to paste in. Or you can leave it blank and write in your own drawing. Answer! Your choice. We apologize.

These thing portraits of all the incredible Harry Potter characters of the past continue to make the magazine. After the longest trip we've ever taken, we're printing on a printing on this wall.

ALFRED LOOK-A-LIKE

We got a lot of pictures sent in by people who think they look like our go-to-butler Alfred. And this month's pick, unfortunately not in the next issue, it's not a bad likeness — but there is one giveaway. Even Alfred wouldn't be stupid enough to read for the Internet!



ENVELOPE OF THE MONTH

The beauty envelope of the month comes from Ryan "Blacks" Bird U of Baltimore MD, who, in addition to having a completely redundant nickname, thinks that MAD deserves a place amongst the "Masterpieces of the World."

Finally, today's issue put MAD alongside Homer, Citizen Kane, and what else the best of the best or being as how another letter just referred to MAD issues as bathroom supplies, you might want to rethink "Masterpieces."



THIS SAND IS YOUR SAND

While on vacation in the Philippines, I did a few quick sketches of Alfred on the beach. As I finished one, a couple of Filipinos goes walking by. One said, "Your drawing." The other said, "Hey, I know him — that's the MAD magazine guy." Heavensly surprised, I gave him two thumbs and said, "You got it!" So below it is not, even in the Philippines, people know Alfred E. Neuman and MAD magazine.

Ed Neuman • Mendoza Heights, MN

Don't I Get the Magazine — You're not going to believe that almost a month ago, we saw a 900% spike in MAD subscriptions — all from new readers in the Philippines! More amazing yet — on the subscription card under the question "Where did you hear about MAD?" they all checked the box next to "friend." Just then, you giving double thumbs-up on the beach. You know, we could really use more readers in Antarctica — how would you like to take a shuttle bus down there and dump up a little business for us? — Ed



THE MISSING LINK

Recently, Dave Knight (aka Blue) tweeted about his MAD-themed tattoo that, "I wasn't allowed an actual Alfred E. Neuman tattoo (he looks nothing like me) so I settled for a comic."

First off — Sorry, you should really thank your wife for providing you her making a permanent mistake. That said, the tattoo you ended up with isn't so hot either. A flower tattoo? Set amongst a bunch of stars? Stupid thing.



ALL IN THE FAMILY GUY

If you saw Family Guy's return of the Judd Apatow, then you caught their reference to MAD's own Lighter Side by Dave Berg. Do you know what this means? MAD was on TV as a primitive cartoon! Isn't this awesome? We're really made it to the big time!

Oh well, MAD is on Cartoon Network every Monday at 8:30 PM. Thanks only, watch Family Guy.

THE LIGHTER SIDE OF...



VS

SPY

GEAR & GIFTS

FOR SPIES LIKE YOU!

TEES & CAPS!

SPY OUTFITS

BOOKS

MOODIES

SCAN, SPY, WIN.

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LETTERS and Tomatoes

IF THE SPEW FITS

Artist Chris Miles created these amazing custom Converse high tops featuring Alfred and the Spies! It's about time there were some MAD sneakers! Maybe we can finally stop duct-taping old issues of MAD to our feet! Oh, who are we kidding...we're not good enough for people shoes!



A REAL RAGE TURNER

I'm a huge fan of you guys, especially the Spies. I always get the issues at the library, but every time some jerk has to rip out some of the pages. One time with Spy vs. Spy. Can you do anything about this?

Gordon Morgans • Las Vegas, NV

Morgans Donor — They have libraries in Las Vegas? We don't remember seeing any libraries when we were in Las Vegas. Oh — wait, now we remember. That was the place where we got kicked out for ripping pages out of all the books. This one is on us. Sorry. So much for what happens in Vegas staying in Vegas....—Ed.

CAN OF SPRAY TAIN

There is an ongoing and controversial debate about whether graffiti is a beautiful, honest artistic expression, or just petty vandalism. After seeing these pictures that Michael Prendergast sent in of an Alfred wheatpaste in Philadelphia, we think it's thoroughly and unarguably clear that it's the latter. Bring on the next controversy!



READER ALERT

Everyone who was lucky enough to have a letter printed in this issue will get a whole stupid mess of wonderfulness (except for you, Yankovic — you despicable schnorrer!) From our oh-so-generous buddies at Warner Home Video, you'll be getting DVDs of MAD: Season 1, Part 1 (on sale September 20th), Two and a Half Men: The Complete Eighth Season (available September 8th) and The Big Bang Theory: The Complete Fourth Season (available September 13th)! You'll also be getting Fast 5 — five times the action! Vin Diesel and Paul Walker lead a reunion of all-stars from the explosive franchise on speed to pull off one last job, with both a U.S. strike force Fed (Dwayne Johnson) and a ruthless drug kingpin hot on their trail (available Oct. 4) from our chums at Universal Pictures! How's that for an incentive to write in, lazypants?



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Dave Croatto Associate Editor

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The Usual Gang of Idiots

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(I read MAD!)

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The official, full-color, **7" x 9.5" PORTRAIT** of MAD's "What — Me Worry?" kid, **ALFRED E. NEUMAN!**

Yes, this is the *very* print (not reprint!) that was offered in MAD from 1966–1984. (We found two boxes in our storeroom. *Really!*) This print once sold for as much as 60 cents and today it's worth even less!

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THE FUNDALINI PAGES

THE FAST FIVE WHAT CHANGES AND WHAT STAYS THE SAME WITH ASHTON KUTCHER JOINING TWO AND A HALF MEN

- 1 On the set, the stench of beerbon is replaced with a mix of Axe Body Spray and Chapelle.
- 2 Instead of the male character trailing after sexually-rebuffed ladies, he'll chase surgically-altered cougars.
- 3 Jon Cryer is still the third most desirable man on the show.
- 4 *Academy* won't have to pay \$11.50 to be disappointed by Kutcher, now it's free!
- 5 With Shown gone, there's no longer a need for constant security around *The Big Bang Theory's* Kaley Cuoco.

Written by Matt Larson. Edited by Matt Larson.



PET PEEVES OF MAJOR LEAGUE BATBOYS



Having to adhere to the complicated Decey Defined ball park system.



The fact that subjugating several a player's entire camp to be easily considered a two-sided task.



Guy who blow their nose in the pine tar rag.



The club rule that he's also responsible for the digital team member's lul.



Overpaid games who continually cry about with your on-deck circle fing sho.



The fingering of effects of pine tar disclosure.

YOU MAY HAVE TAKEN THIS HIPSTER THING TOO FAR IF...



You had your James Lethbridge on your tiger because that was the only way to get them "sniffy" enough.



You shown your favorite band at their very first gig.



You won't take off that gigs would had no matter how many times you're hospitalized for dehydration.



You were hopeful that one man something rare, just as you'd be the first of your friends to know about it.

If Politicians' Names Reflected the Scandals They're Hiding (With a Tip of the Hat to Anthony Weiner, Thank You)

With Bill Leiby. Edited by Bill Leiby.



Governor Phil Murphy's pervert.



Congressman Ed Markey's transgenderism.



Judge George J. O'Connor's.



Senator Charles Schumer's mistress' abortions.

LeLievre and Let LeLievre



With Bill Leiby. Edited by Bill Leiby.

Monkeys Are Always Funny



Photo: Getty Images

THE FUNDalini Pages

Signs That Your Parents Are Trying to Kill You



Writer: Kit Lively
Artist: Peter Bagge

- All the marshmallows in your favorite cereal have been replaced with thumbtacks
- They take you on *The Jerry Springer Show* on the day that the topic is "I'm Going to Kill My Child!"
- The only parental block on your phone is to the Poison Control Hotline
- They promise to buy you a car — but only if you promise to pick up hitchhikers at every available opportunity
- They hire Casey Anthony as your babysitter

Sutton for Punishment



Writer and Artist: Ward Sutton

"WE'RE RAISING TYLER TO BELIEVE THERE WERE ONLY THREE 'STAR WARS' FILMS."

6 Degrees of Separation Between Anyone and Anything

CAN YOU LINK U.S. AUTOWORKERS TO AN OOMPA-LOOMPA?



U.S. Autoworkers
are outperformed by robots, just like...



Megan Fox
who is cute, but completely expressionless, like...



Hello Kitty!
who is huge in Japan, as is...



A Sumo Wrestler
who has a hideous body, but proudly shows it off anyway, like...



Snooki
who's weird, short and orange, like...



An Oompa Loompa

PHOOL'S GOLD EXCHANGE

NEED CASH?

**DO YOU HAVE BROKEN OR UNWANTED
GOLD JEWELRY
BUT HAVE NO IDEA WHAT IT'S WORTH?
WE'D LOVE TO MEET YA!**



You probably have lots of gold items you can get your hands on. They might be sitting around gathering dust in a box... hidden in a drawer...stuffed away in the attic...resting on a sleeping relative's wrist...buried in mom's coffin...sitting on a neighbor's dresser...shining in a jewelry store window...or even doing nothing in a natural history museum showcase.

Just get your hands on that gold jewelry and come to Phool's Gold Exchange!

Our trained specialists are standing by, ready to carefully hold your jewelry up to the light, squint at it, and let out a heavy sigh, dashing any hopes you had for getting fair market value for your treasured family heirlooms.

That is our guarantee!

We welcome the opportunity to evaluate your valuables. Desperate, unemployed workers who have exhausted their 401ks are especially welcome! We beat our competition when it comes to making you feel good about getting pennies on the dollar for your precious jewelry.

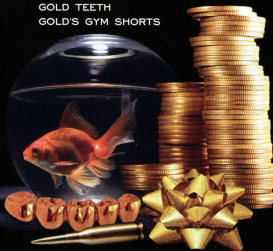
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That is our guarantee!

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GOLD'S GYM SHORTS	



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2. Often Indicted, Never Convicted™. Phool's Gold Exchange has never been found guilty of doing anything wrong. (As of July, 2011)

3. We are experts in state and local precious metals laws and know how to work around them (see #2)!

4. We help you save on taxes. At Phool's Gold Exchange, the taxes customers pay on gold transactions are low because we pay only a fraction of the gold's actual value — the tax savings get passed on to you!

That is our guarantee!

Here are testimonials from satisfied customers!

(Satisfied after we added a few dollars to our original offer so we could use their name in this ad!)

"I was desperate for cash! Then, I saw Grandpa sleeping in his favorite chair with his mouth wide open. I grabbed the pliers and within minutes I was on my way to Phool's Gold Exchange with three solid gold teeth! I got \$400! Thanks, Phool's Gold Exchange! Thanks Grandpa! Now I'm waiting for Grandma to fall asleep!"

— Troy Seezengum

"A lot of the medals and trophies in my high school's display case looked like they were made of gold. One smashed display case later, I found out my hunch was right! Phool's Gold Exchange paid me enough to afford bail and hire a top-notch attorney — I'll be back on the street in no time. Thank you, Phool's Gold Exchange!"

— Lee Duane Dwanely

PHOOL'S GOLD EXCHANGE

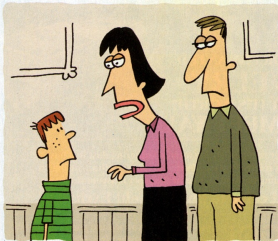
**CALL
1-800-555-GOLD**

for directions to the location
we're operating out of that day!



THE FUNDALINI PAGES

Plugged Nickel



"Just think of the divorce as Mommy unfriending Daddy because Daddy friended a whore."

Writer and Artist: Scott Nickel

Celebrity Cause-of-Death Betting Odds

BLAKE LIVELY

- Tragic "motorboating" accident with Leonardo DiCaprio.....2:1
- Kills self after learning that the next *Sisterhood of the Traveling Pants* movie has been recast with her, Gabourey Sidibe, Chaz Bono and that chick from *Mike & Molly*.....9:1
- Terminal embarrassment when it's revealed her nude cell phone photos were meant for Anthony Weiner.....12:1
- Overcome by nerd fumes at post-*Green Lantern* Comic-Con panel.....15:1
- Dies on October 21, along with everyone else, just like that guy Harold Camping said..10,975,423:1



Artist: Sam Viviano

BITTERMAN



Writer and Artist: Garth Gerhart

FUNNY! WEIRD! ODD! STUPID!
SILLY! WACKY! OFFBEAT! DUMB!
IT'S...

A colorful illustration of a comic book page. It features a character in a black hat and a character in a red suit. The background is a vibrant blue with yellow and orange stripes. The text is in a bold, yellow, sans-serif font with a black outline.

Ripped from the pages of the magazine that inspired the hit Cartoon Network show, this new collection features all your MAD favorites, including:

The Misadventures of *Spy vs. Spy!*

A Mad Look At...
by Legendary
Cartoonist,
Sergio Aragonés!

**Snappy Answers
to Stupid Questions
by Equally-Legendary
Cartoonist, Al Jaffee!**

The Zit, the Grossest Cartoon Ever!

**The Chia Bieber,
the Dumbest
Product Ever!**

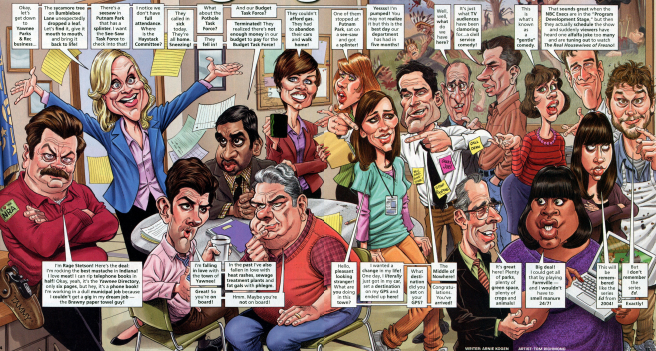
***If Chickens Could Time Travel,
the Most Ridiculous MAD Article Ever!***



ON SALE NOW
WHEREVER BOOKS ARE SOLD!

It's a sleazy 1980s comedy about quirky, low-level employees who don't always get along...like many other sitcoms. And the whole thing is shot like a documentary, like many other sitcoms. With the characters talking directly into the camera explaining what just happened...like many other sitcoms. Actually, there's not an original thing about this whole show...except that the workers manage a town's playgrounds, trees and fountains. Which is why we call it...

Parks and Regurgitation



Okay, let's get down to business. Parks & Rec business.

The sporecure tree on Burnside Lane accidentally designed a leaf. Let's find it, give it some love, and bring it back to life.

There's a sporecure in Potemkin Park that has a splinter I want to see how the Haystack Committee.

I realize we don't have full attendance. Where is the Haystack Committee?

They called us today. They're all here. We're here!

What about the Potemkin Park?

Remember? They realized there's not enough money in our budget to pay for this Budget Task Force!

They couldn't afford gas. They had to abandon their cars and walk home!

One of them stopped at Potemkin Park, let out a sneeze and got a splinter!

Wow! I'm pumped! You may not realize that this is the best day our department has had in five months!

Well, well, what do you have here?

It's just what TV audiences have been clamoring for...and service comedy!

This is what's known as a "gender comedy."

That sounds great when the NBC execs are in the "Program Development Stage," but then they actually schedule the show and suddenly viewers have heard one after another one and are turning out to watch The Real Housewives of France!

I'm Rage Mountain Here's the deal. I've received the best newsletter in Indiana! I love it! I can rip telephone books in half! Okay, yeah, but the Indiana Directory only six pages, but hey, it's a phone book! I'm working in a dull menial job because I couldn't get a gig in my dream job—the Brewery paper towel gig!

I'm talking to you with the town of Yonemond. Great to see you're on board!

In the past I've often fallen in love with bear cubs, orange restaurant plates and hot girls with plunger.

Hehe, brilliant looking thingamajig! What are you doing in this town?

I wanted a change in my life! One day, I literally just got in my car, got a destination on my GPS and I ended up here!

What destination did you get on your GPS?

The Middle of Nowhere!

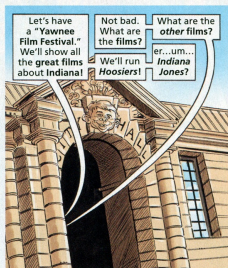
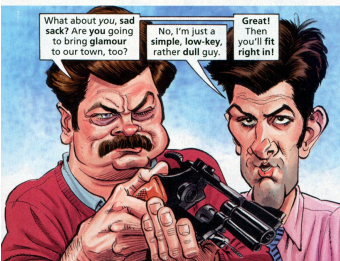
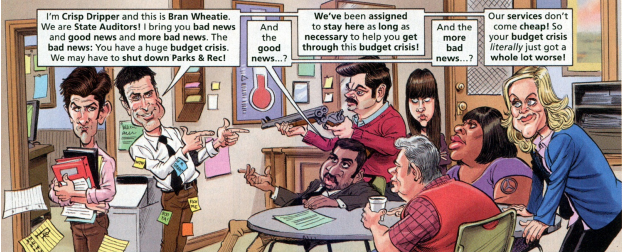
Congratulations! You've arrived!

It's great here! Plenty of parks, plenty of green space, plenty of trees and animals!

Big deal! I could get all that by playing Farmville and I wouldn't have to read manuals 24/7!

This will be remembered for years to come!

But I don't remember the years!



That's Glom down in the fourth panel of the last page. He's the sleazeball of our group! We have all types: the sleaze, the weird loner, and the psychotic, perky, peppy, Reese Witherspoon wannabe. That's me!



As you've noticed, our characters are not terribly original! Neither is this "mockumentary" one-on-one camera interview! You've seen this on *The Office* and many other sitcoms!



I wish this show were fresher and more original! It's getting me depressed. I've asked the writers to take my character to a darker place. Next season I'm transitioning from perky and peppy down to plucky!



This is the interview portion of our show. We stop the script and the characters talk directly to the camera.

It's shot in faux-documentary style. It's also called "mockumentary." It is a unique film technique called "breaking the fourth wall."

The lawyers for *The Office* called it "stealing."



What the hell just happened? What are those two gay guys from *Modern Family* doing here? They aren't even from *Parks and Recreation*!

With so many shows doing one-on-one camera "interviews," something like this was bound to happen!



You have any thoughts on our budget situation, Rage?

I object to government intervention of any kind!

That Rage is a real throwback!

To Reagan?

To Attila the Hun!



The Yawnee Town Meeting will come to order! I'm Lashley Dope, Deputy Director of Yawnee Parks and Recreation. To put this in terms many of you farmers will understand, our group is ankle deep in meadow muffins! We need your help! We need ideas!

Do you think this will solve their budget problems?

I'm not sure. But on this series, a rousing town hall meeting full of local crazies often solves some script problems!



Let's throw down some spike strips on the outside of town!

That's not going to bring in tourists!

I don't care about bringing in tourists! It will keep out illegals! Yesterday at the diner I got back a Canadian nickel in my change! We need to keep those scheming Canuckleheads out of here!



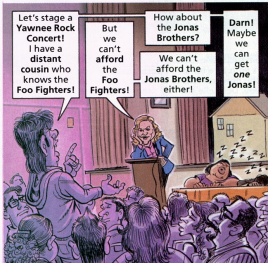
Let's stage a Yawnee Rock Concert! I have a distant cousin who knows the Foo Fighters!

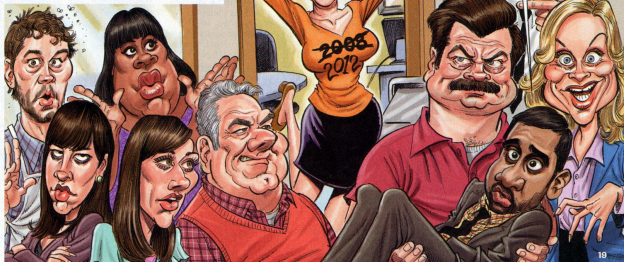
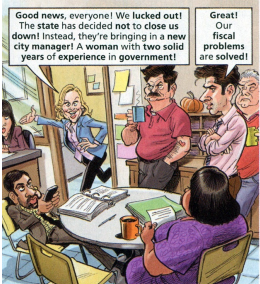
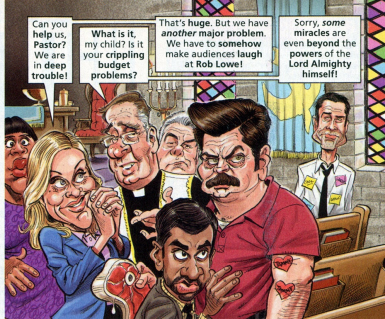
But we can't afford the Foo Fighters!

How about the Jonas Brothers?

We can't afford the Jonas Brothers, either!

Darn! Maybe we can get one Jonas!





DICTATORS NEXT TO BE OVERTHROWN

[illegible]

HOW SHE CAME TO POWER: Her brother owns the company

WHY HER PEOPLE WANT HER OUT: Her plan to convert the city's only public playground into a missile

MISC. FUN FACT:
Used her own funds to set up a center for handicapped children.

Whining on the couch of whatever
 took Oprah's place.

100

HOW HE CAME TO POWER:

the third week of the third month, he spots a rainbow above a mountain top, which seemed as good a sign as any to assassinate their current leader.

WHY HIS PEOPLE WANT HIM OUT: It was revealed that he earned his nickname, "The Lion of the Belts," by beating up his opponents.

MISC. FUN FACT
Sharply criticized a No
food-drop effort, noting
there was no Franken

WHERE HE MAY END UP: In the U.F. slot if New Jersey Gov. Chris Christie's the GOP nominee.

giving the old materials

HOW HE CAME TO POWER: Installed by the CIA in 1963 during the CIA-backed coup against the 1960-63 government of Ngô Đình Diệm.

WHY HIS PEOPLE WANT HIM OUT: Ancient supporter of Wisconsin Governor Scott Walker.

For official state functions, he favors an "I'm With Stupid" T-shirt, novelty spinning bow tie and vintage spiked Prussian A helmet he got on eBay.

WHERE HE MAY END UP:
As a bench coach for

HOW HE CAME

TO POWER: Defiant winner in 1992 election after his five opponents were mysteriously trampled by "nogue giraffes."

WHY HUS PEOPLE

WANT HIM OUT: He only allows freedom of speech if it's in the form of a dirty French.
UNIFORM: His "formal military attire"

MISC. FUN FACT:
His royal palace boasts a mu-
seum and a repair shop on the ground floor.

WHERE HE MAY END UP: Being choke-slammed by Snooki at Winesapeman's #12

A cartoon illustration of a man in a military-style uniform with a 'TAN AUTO STUPID' tank top, surrounded by chaotic scenes of people eating and drinking.

WHY HIS PEOPLE WANT HIM OUT:
Orders his subordinates for "Chinese-assian fashion!"

MEMORABLE QUOTE:
"I did not have sex with that woman.
I had sex with *that* woman."

MISC. FUN FACT:

WHERE HE MAY END UP: Back in the mailroom.

ASH BACKWARDS DEPT.

Everyone's always talking about how terrible smoking is for you. But it can't be ALL bad—despite what that killing lunges around around there you believe! Every cloud of cigarette smoke has a silver lining—you just take a look at these.



A cigarette, smoking enough helps keep you in shape.



You're a vital part of any birthday party.



You always have an easy "out" at having family get-togethers.



You could with pride teach them you brought some health class pointing around "What dead lung."



Having an oxygen tank is kind of like having a pet.



You're helping the economy—because the last thing this country needs is for another American outstry factory to go out of business.

12 GOOD THINGS ABOUT YOUR SMOKING ADDICTION

WRITER AND ARTIST: TONYA BROWN (PAPERBURY)



It's fun to finger-draw on bar-stained surfaces.



The whole "second-hand smoke" conspiracy falls completely apart without YOU.



Truth is, it's a little easier with a deadened sense of smell.



Looking 20 years older than your actual age has its benefits.



Your coat never gets outed.



You give unhealthy non-smokers the chance to feel really good about themselves.

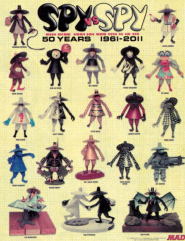
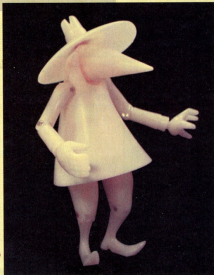
In 1961, MAD published the first installment of *Spy vs. Spy* by Antonio Prohias.

What was intended to be a one-shot comic strip quickly grew to become one of MAD's most popular and iconic features.

This year marks the 50th anniversary of *Spy vs. Spy* and to celebrate this milestone (and five decades of exploding teeth) we wanted to do something really special! So, in addition to getting a Carvel ice cream cake, we also produced a limited number of 6-inch, "blank" *Spy* action figures (below) and sent them to a select group of cartoonists, comic book artists, toy designers, and miscellaneous creative genius-types to customize however they like!

The results were absolutely amazing — so amazing, in fact, that we're featuring all of them on this commemorative two-sided poster that's suitable for framing (if you want to frame both sides, buy two issues...don't make the same mistake we did and frame the same side twice).

If you like what you see, you can view even more photos on our blog, Theldiottical.com! If you *don't* like what you see, well, the photos are still going to be available on the blog, and you're just going to have to find a way to live with that somehow.





BRANDON ORTWEIN

SPY VS SPY™

50 YEARS 1961-2011



JACOB LAMBERT



GAVIN STRANGE



BURT AU YEUNG



BILL AMEND



DYANA WEISSMAN



LIZ LOWAX



MIKE ALLRED



TRACY TUBERA



PETER BAGGE



GEORGE GASPAR



MARK MAREK



RANDY KLUMPERT



SHAWN KNAPP



MR. SHANE JESSUP



DAVID ANSON RUSSO



JAY SHUSTER



LISA BARNSTONE
(WITH THE PROBAS FAMILY)



TOM OTTERNESS



SAN FLORES



DAVE PERILLO

SPY vs SPY™

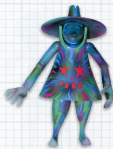
50 YEARS 1961-2011



HERMANN MEJIA



DAVE CROATTO



BRIAN FLYNN



CLAW MONEY



ABE LINCOLN JR.



PETER KUPER



AL JAFFEE



JON BURGERMAN



TOM BUNK



MIBSS



SIMON DOOMAN



SKET ONE



ANDY ROSS



BOB STANKE



PRESSPOP



STEVE RIMUS



JASON FREMY



FELT MISTRESS
AND JONATHAN EDWARDS



DERF



ANDREW BELL



The tremendous popularity of *Angry Birds* predictably led to predictable sequels. First came *Angry Birds Halloween*, then came *Angry Birds Seasons*. Whoopee! But if the game wants to remain relevant and keep people interested, they can't just release *Angry Birds Arbor Day* — they need to reflect the real life battles of newsmakers and celebs!



NEW EDITIONS OF ANGRY BIRDS

WE'D LIKE TO SEE

ANGRY BIRDS REPUBLICAN PARTY EDITION

The political survival of the Republican Party is at stake! Dish out revenge on the "Kenyan-born illegal immigrant" who trounced John McCain in 2008. Use the supercharged, rhetorical fury of 2012 GOP candidates Romney, Bachmann, Paul, Gingrich and others to crush President Obama and his ultra-left wing cabinet in the White House.



ANGRY BIRDS FACEBOOK EDITION

The ownership of Facebook is at stake! Stick out revenge on the screens, ruthless tweeps who took off the credit for inventing it and screwed poor Cameron and Tyler Winklevoss out of a fortune they richly deserve. Permanently deface Mark Zuckerberg by smacking his corporate headquarters with explosive fireworks.



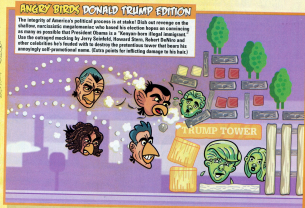
ANGRY BIRDS CHARLIE SHEEN EDITION

The future of CBS's primetime schedule is at stake! Stick out revenge on the dysfunctional, overpaid, out of control addict who got fired from *Two And A Half Mins* for losing a checkbook and then tried to convince everyone that he was "winning." Endure from the public eye forever! Charlie and his shenanigans ended up at the "Takes Valley Lodge" by partnering him with buddy members Martin Short and Emilio Estévez and sitcom producer Chuck Lorre.



ANGRY BIRDS DONALD TRUMP EDITION

The integrity of America's political process is at stake! Stick out revenge on the shallow, narcissistic megamillionaire who based his election hopes on connecting as many as possible that President Obama is a "Korean-born illegal immigrant." Use the targeted mocking by Jerry Seinfeld, Howard Stern, Robert Bellino and other celebrities he's friendly with to destroy his pretentious facade that hides his arrogantly self-promotional name. (Extra points for reflecting damage to his hair.)



ANGRY BIRDS LATE NIGHT TV EDITION

The future of late night comedy is at stake! Stick out revenge on the grotesquely jowled, conniving, back-stabbing bastard who stole back *The Tonight Show* from the iconic, unsurpassing Conan. Blast him off the air for good by hurling from the skies, unsurpassing Conan. Blast him off the air for good by hurling from the skies, unsurpassing Conan. Blast him off the air for good by hurling from the skies, unsurpassing Conan.



HERE COMES THE VIDEO DEPT.

The B&E can peep on all they want about Mary and Kate's recent wedding. It's here, across the pond, where the nuptial event of the season... on the contrary... is taking place. And where visitors to this truly marvelous event are strictly limited to the bride and groom's family, closest friends, and every working media outlet on the planet, the only way WBZ readers will be able to share in this wonderful day is by reading the following:

OVERHEARD at the *Kardashian* Wedding



I now pronounce you Kim Kardashian and The Guy Who's Married to Kim Kardashian.

So how long do you think it's before she makes him for a player to be washed later?

How cute! The little bride on top of the cake also has a gorgeous ass.

I hope Chris isn't nervous. There are more people here than even come to a Nets game!

I can't believe she made it through the whole ceremony without cheating on him!

It's so sad that Kanye Jenner's nose couldn't be here for this.

Don't worry, dear... what we've lost in a sex, we've gained in a rapid marriage! where!

I haven't seen Kim this emotional since minute four of her sex tape!

This is the dumbest thing a basketball player's done since LeBron did The Decision.

I can't help it always cry at manufactured, critical media occasions!

Superstar athletes and top executives never have lasting marriages. Happily, this doesn't apply here.

These were some the craziest words Kardashian's uttered since her father defected O.J.

Of course he does it crying... it's in his contract.

PLANET TAD!!!!!!

ABOUT ME → NAME: TAD → AGE: 1100 (IN BASE TWO) → FAVORITE X-MAN/MEMBER OF THE WEASEL FAMILY: WOLVERINE



September 2, 2011

Today's the last Friday of summer. There's something just depressing about knowing that, next Tuesday, I have to go back to school. I tried talking to my parents about it, but my dad was just like, "Oh, so after three months of vacation, you only have four days left? Yeah. That must be really hard." I feel like he might've been being sarcastic.

September 3, 2011

I've been reading some old "Green Lantern" comics. It's weird to me that someone created a super hero whose weakness was the color yellow. Like, it seems to me like you're a pretty lame crimefighter if you can be killed by a banana.

CAN IT KILL GREEN LANTERN?



NO.



NO.



YES.

September 5, 2011

Today's Labor Day. I asked my parents what the day is supposed to celebrate, and my mom told me it's a salute to the labor movement, which fought for stuff like the eight-hour day and the five-day workweek. I told her that, in honor of the labor movement, I wouldn't be setting the table tonight. My mom said that, if that was the case, she'd salute the labor movement by not making dinner tonight. And my dad said that he'd do his part by not driving us to the movies after dinner. So I said, "Fine, I'll set the table." And my dad said, "Congratulations. Now you understand how strikes get resolved."

September 6, 2011

Today was the first day of school. The good news is, I got a new locker, in a much better location than the one I had last year, which was right next to the cafeteria, so all my stuff wound up smelling sort of like *Sloppy Joes*. The bad news is, it's a bottom locker. And even worse, it's below Beth Carmichael, who's the editor of the yearbook and captain of the volleyball squad, whose friends all cluster around her between classes to hang out and talk – which makes it impossible for me to get to my locker. Today I had to wait until the bell rang, just to get my Spanish workbook, and Señora Lutz yelled at me for being late. I tried to explain that I was only late because Beth and her friends couldn't decide whether Justin Bieber's haircut made him look too much like Hilary Swank, but I didn't know the Spanish word for "haircut." (Also: Yes. It does.)



September 7, 2011

OK, this locker situation is getting bad. Today, I tried to get into my locker to get my geometry book, and Beth's friend Jessica glared at me and said, "EX-CLUSE me. We're having a PRIVATE CONVERSATION." And then she rolled her eyes and went back to talking to Beth. So I wound up being late to geometry – if I get one more tardy notice, then I have an automatic detention.

Tomorrow, I think I'm just going to try carrying all my books around with me.

September 8, 2011

OK. I'm never trying carrying all my books around with me again. My backpack got super-heavy, and by fifth period, I was hunched over, just trying to get to my next class. My friend Chuck saw me and said, "Man. You look like a sad turtle." So I went up to Beth at lunch and said, "I think we need to figure out a system for us to get our books between classes." And she said, "I'm sorry. Who are you?" It's not even that she doesn't care about me – she's had the locker above mine for a week, and doesn't even know who I am. It's like I'm invisible or something. This must be how Bruce Willis felt at the end of "The Sixth Sense."

Spoiler alert, by the way.



September 10, 2011

Today's Saturday. Spent the day celebrating the fact that I don't have to deal with Beth for two whole days by sitting on the couch, watching TV and eating *Teddy Grahams*.

I bet that, somewhere out there, there's some guy named Theodore Graham whose life got ruined by the invention of Teddy Grahams.

September 12, 2011

So, today at lunch, my friends Kevin and Chuck and I tried to figure out a solution for the whole Beth problem. Kevin suggested that maybe, if I put a sardine in my locker, it would smell so bad that Beth's friends wouldn't want to hang out there anymore. And Chuck said, "Wouldn't that make Tad's stuff smell all sardine-y, too?" And Kevin said, "Oh, yeah. Right. I forgot about that."

We agreed that I have no options – Chuck said that the last time he saw a girl be a girl he saw a girl be a girl, it was after I asked April Lee to the spring dance and she avoided me for the rest of the school year.

Wait a minute.

I just had an idea. I think I've figured out how to get my locker back.

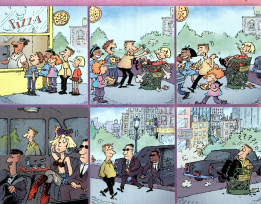
September 13, 2011

So, this morning, first thing before school, I went up to Beth Carmichael and all her friends as they were standing around our lockers. And I said, "Hi, Beth. I'm Tad. I just want you to know that I really, really like you, and I want us to go out. Do you want to go to Homecoming with me?" She got this really upset look on her face, and backed away slowly, and all of her friends followed her. And for the rest of the day, every time I went to get my stuff out of my locker, she'd see me, look really nervous, and hurry away. By the end of the day, she and her friends had started hanging out near Jessica's locker, all the way at the other end of the hallway. I told Chuck about it, and he said, "You know, repelling girls is a pretty lousy superpower. But every once in awhile, it does come in handy."

60 SERGE-IN GENERAL DEPT.

Serge's
Rejoice

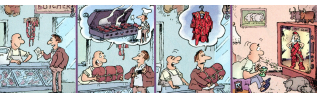
MAD LOOK AT LADY GAGA



WRITER AND ARTIST: SERGE ARAGONÉS

COLORIST: TOM LITA







You've brought satellite TV and now you have enough channels for an army of couch potatoes. But sitting through all those useless broadcasts would take the better part of the next year! Don't waste your time doing that! Instead, waste your time reading...

SATELLITE TV LISTINGS

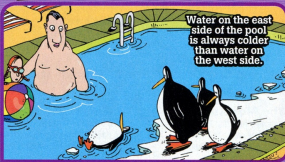
FRIDAY 09/16		6:30 cont.	7:00	7:30	8:00	8:30	9:00	9:30	NORTH CITY CRUISE	
901	THE HOME SHOPLIFTING NETWORK	Klepto's Boutique			Second Hand Shops, Five Finger Discounts!					PREMIUM MUSIC CHANNELS
902	THE STAYCATION CHANNEL	Garage Luau	Destination: Den	Bathroom Property	Unfinished Basement Weekend Getaway	When Venetian Blinds Attack!	Living Room Safari			
903	C-SPAN 5	PTA Meetings from Nashua, New Hampshire (Live)			Des Moines City Council Prayer Breakfast (Repeat)					
904	PLAYBOY 2	Inside He's Medicine Cabinet	Painful Sexual Positions The Gwyneth, Keri-Lyn, and Lorraineanne positions are demonstrated.		The Mansion Architects show how the Playboy Mansion's roof was designed (contains scenes of great power).	Accident-Prone Beauties Five lovely women in --and off of-- lingerie are seen falling down the stairs, dropping trays of food, and screaming down on their legs.				
905	RIP-OFF-VISION	2.5 Gents	Trenton Shoals S-MUGAL and The Proclamation pull a prank on Dougie.	Milligan's Penisulas The Captain, Ricki Alice and The Inventor get lost in the forest.	The Grubman Gang A man with three little girls marries a woman with three little boys and live in the same house with their maid, Alice.	The Large Boom Hypothesis (Repeat)				
906	REAL LIFE KIDZ	Preachiness Playhouse When Louis, a young African-American boy, enrolls in a 30-white high school, the other kids learn that they can overcome their racism, and Louis is responsible for the next three years.			DipseForum Alternative to drugs are discussed by the staff of Free Other (other Agency).	I Hate My Name! Schoolkids discuss how they still resent their parents for their name. Featured are Deanna Hernandez, Rufus J. Givens, and Tim Franks. Host: Richard Bart.		2601 Semi-Classical Dirges		
907	SCIENCY-TYPE-FICTION	Robot Poker	The Bigfoot Loser Aliased scapologists compete for one who can lose the most weight.	Return of the Jogging Dead Ninth-century zombie zombies Maika, (OC).	Evil Bastards From Neptune Man-eating aliens invade Earth, and only a billion ex-Marine colonel can stop them. If his linguistic model girlfriend doesn't kill him first. Based loosely on the Peter Rabbit stories of Beatrix Potter.			2602 Surf Klezmer		
908	CREATURE GLOBE	Shark vs. Gummi Worm	Clams! The mysterious denizens of the deep are explored, examined and castrated in garish-horror scenes. Then served over linguist. Sponsored by Red Lobster.		Metaphorical Beasts Captain Dan Cooperman finds monkeys that fly out of people's mouths when something seriously happens; and bears who defecate in the woods.	The Blind Zookeeper McGuffery faces real danger when he has to write a check after his accountant goes on vacation.		2603 Alternative Glockenspiel		
909	PUBLIC APOLOGIES ON DEMAND	Remorseful Athletes		Tear-Eyed Entertainers	Weepy Politicians	Blubbering Televangelists		2604 Infant Contemporary		
910	THE MILITARY SECRETS CHANNEL	(Classified)			Can Neither Confirm Nor Deny	Previous Show Redacted		2605 Sped-Up Opera		
911	THE CHICK CHANNEL	PMS: Miami	Living Herstory Profiles famous weightlifter Alexandra Gibbons; and her incredible journey from being born Alexander Gibbons.		Salvation Army Wives The girls go shopping, winning they could afford something else.	Come Back Here, You Bastard A woman plots revenge against the man who wronged her, but doesn't tell him what, exactly, he did.		2606 Federaline 24/7		
912	BAD SPORTS	Dupont Destruction	Focus On Tirodes Highlights the careers of Lou Piniella, John McLane, and Leland Spawell.		Take My Ball And Go Home Examines some of the greatest baseballists in sports history.	Post-Race Pout with Danica Patrick		2607 Satanic Oldies		
913	BOLLYWOOD USA	Fasting Times at Ridgement High Students go on a cafeteria hunger strike to shame the teacher who unfairly gave them detention.			Erin Brahmavich A woman uses to recover money owed to her from a good insurance.		Dude, Where's My Curry? Ten cardinals' public search for a restaurant used a garlic bear.	2608 Jingoistic Songs of the Fortites		
914	MISPELLED MOVIE CLASSICS	Boyz N The Hood		Pet Sematary	Inglourious Basterds		Se7en	2609 Therman Remixes		
								2610 Stadium Organist Extravaganza		
								2611 Grade School Kazoo Classics		

MAD Presents...

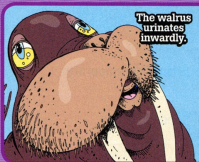
STILL MORE FACTS THAT SOUND FOR A SECOND LIKE THEY MIGHT BE TRUE...BUT AREN'T



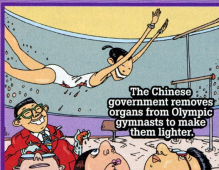
The Charleston Chew was invented by the Confederacy as a battle snack for Rebel soldiers.



Water on the east side of the pool is always colder than water on the west side.



The walrus urinates inwardly.



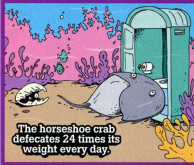
The Chinese government removes organs from Olympic gymnasts to make them lighter.



The chemical activated in the brain during sex is also found in English muffins.



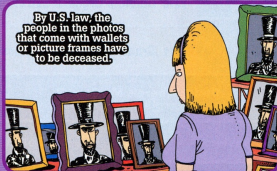
More people are killed each year by luggage carts than in plane crashes.



The horseshoe crab defecates 24 times its weight every day.



The back of an envelope has 30% of the daily requirement of riboflavin.



By U.S. law, the people in the photos that come with wallets or picture frames have to be deceased.



The reason golf balls have dimples is so they will not appear as nuts to golf course rodents.



THE STRIP CLUB

"optional illusions"

by
vic black

Let's review our options:



Option 1:



Option 2:

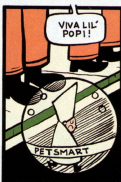


Option 3:



Option 4:





BOX BROWN

IT ONLY HURTS WHEN I LAUGH



MAN, YOU LOOK LIKE TOTAL CRAP. WHAT THE HELL'S WRONG **THIS** TIME?



I'VE BEEN UP ALL NIGHT WRITING POEMS TO CLARISSA, MY ONE TRUE LOVE.



CLARISSA, WHO'S SHE?

REMEMBER THE ANGEL WHO SEATED US AT THE OLIVE GARDEN TWO DAYS AGO?



YOU'VE FALLEN FOR ANOTHER STRANGER. GREEAAT. LET ME GUESS, IT **MUST** BE FATE. AGAIN.



LET'S SEE WHAT YOU'VE WRITTEN... UUNNGGHHHHH...



AROUND YOUR HEAD LIKE VELVET DRAPE GOLDEN, SOFT, AND FULL OF MOTION I STARE AT YOU, MY MOUTH AGAPE I DROWN IN BLOND LIKE IN THE OCEAN.



THAT'S ONE'S ABOUT HER HAIR. HER HAIR IS **SO BEAUTIFUL!**



I SINK INTO YOUR CHOCOLATE EYES AS DOWN THE BREADSTICKS YOU DO LAY WHITE SHIRT AND TIE ARE YOUR DISGUISE FOR WILDNESS BARELY KEPT AT BAY.



THAT ONE WAS ABOUT HER EYES! AND THE DOUBLE LIFE OF THE HUMAN SOUL IN CONTEMPORARY SOCIETY! OH, THE MORE I WROTE, THE MORE MY LOVE BLOOMED LIKE A ROSE IN THE DARK, WITH NONE TO APPRECIATE! MY HEART **DIES** WITHOUT HER!



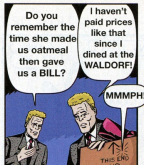
LET'S HOPE NOT. SIGH. LET'S TRY FURTHER DOWN THE STACK.

COVER ME IN OLIVE OIL THIS SALAD'S ENDLESS! OH, WHAT LUCK! I GROW LIKE SEEDS IN FERTILE SOIL BUSBOY! CLEAR! SO WE CAN-

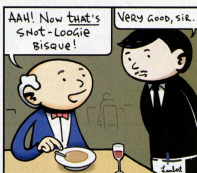
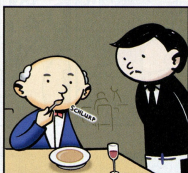
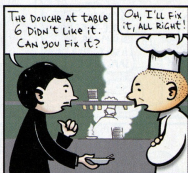
THAT ONE IS ABOUT ME GETTING HORNY AROUND 3:45 AM. YEAH, GOT THAT.



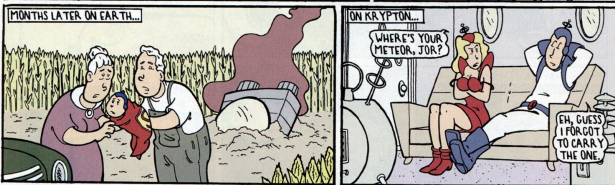
CHRISTOPHER BALDWIN



GOT YOUR NOSE



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SERGIO ARAGÓN

FIVE DECADES OF HIS FINEST WORKS



MUSEUM



FOREWORD BY
**Patrick
McDonnell**
creator of Mutts

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Who Knows What Evils Lurk in The Hearts Of Men?
THE SHADOW KNOWS

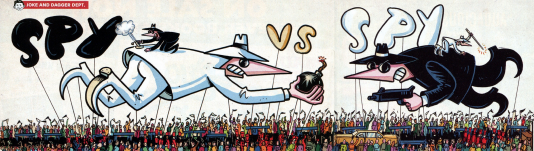
The Vampire



MAD OF THE **MARGINALS**

MAD LOOK AT **CHEATING**

**A MAD LOOK
AT CELL PHONES**



SPY VS SPY



"SEISMIC"

—HERO COMPLEX, LOS ANGELES TIMES

"AUDACIOUS"

—THE NEW YORK TIMES

"THE COMIC BOOK WORLD IS A BUZZIN'"

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—USA TODAY

THE WORLD'S GREATEST SUPER HEROES
52 ALL-NEW #1's

DC COMICS
THE NEW 52

SEPTEMBER 2011



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The "Mindset List" was created by two professors at Beloit College in 1998 to reflect the worldview and cultural touchstones of entering first year college students. Recent lists have included the realizations that to those students (born in 1993), Bud Selig has always been the Commissioner of Major League Baseball and Czechoslovakia has never existed. At MAD, where there are no professors, we realized that from year to year, new college students were basically the same — but it was their cultural touchstones that kept getting weirder, as you'll see in our list of...

Disturbing Facts About The Incoming Freshman Class of 2015

1. They've never had to miss a phone call just because they were in a movie theater.
2. To them, Ellen DeGeneres has always been gay.
3. In their world, purple horseshoes have always been part of the Lucky Charms marshmallow lineup.
4. They've never played doctor with kids their own age, but they've texted pictures of their genitals to them.
5. To them, there have always been eight continents (including that enormous floating mass of plastic trash in the Pacific).
6. They've always been petrified of Catholic priests.
7. They've never had reason to complain that "MTV doesn't show music videos any more," because MTV has never shown music videos.
8. To them, The Star Wars saga has always included six films, three of them really crappy.
9. They've never had to churn their own butter. (Exception: University of Amish Fellowship freshmen.)
10. To them, the idea of actually paying for music has always been highly offensive.
11. They've never had to buy their porn from a magazine stand.
12. They've spent more time with grief counselors than guidance counselors
13. As far as they know, it's always been normal to develop breasts at age eight.
14. In their world, Lindsay Lohan, Miley Cyrus and Britney Spears are famous solely for being thoroughly screwed-up.
15. To them, the paternity of one's child has always been determined on Maury Povich's show.
16. Leaving their backpack unattended for 10 seconds has always been regarded as "suspicious behavior."
17. To them, MAD Magazine has never been funny.*

*also true of preceding 59 incoming freshman classes

WRITER: SCOTT MAIKO

PHOTO: KIRSE SALCEDO/DREAMSTIME.COM

**WHERE HAS THE
HOUSING MARKET
TAKEN AN
ESPECIALLY
BAD HIT?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

2011 has been a bad year for homeowners. Destruction rained down from the sky, and applications for assistance became increasingly common. Americans are trying to put their finger on the problem, and the nation's collective anger is soaring to new levels. To find out what is launching our country into this state, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD PAGE OVER LEFT

FOLD BACK SO THAT "A" MEETS "B"



HOUSES COLLAPSE WHILE NO ONE IS ARRANGING TO SAVE THEM. HOMEOWNERS NEED EVERY BIT OF ACTUAL HELP, AND NOT JUST LOFTY WORDS

WRITER AND ARTIST: AL JAFFEE

**WHERE HAS THE
HOUSING MARKET
TAKEN AN
ESPECIALLY
BAD HIT?**



FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO THAT "A" MEETS "B"



**ANGRY
BIRDS**





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