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MAD^{IND}®



UNITED STATES

#492 AUGUST 2008 \$4.99 CHEAP!

WE COVER

THIS SUMMER'S

SUPER HEROES!



08

madmag.com

DAMNATION

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YOUR SOUL?

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HOPE

FEAR

REDEMPTION



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MAD

AUGUST 2008

NUMBER 492

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Once you've learned to ride a bike, you'll never forget - too bad the same's not true about the combination lock you chain it up with!

ALFRED E. NEWMAN

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COVER ARTIST:
MARK FREDRICKSON

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OSCAR LIAR WEINER

I noticed an error on page 18 of MAD #490. You show Steven Spielberg at his desk, which has two Oscars on it. This was probably done because Spielberg has won two Oscars for directing. The reason this is an error is because Spielberg also won two Oscars for producing: he won a Thalberg Award at the Oscars in 1987 for his career achievements as producer and he earned the 1993 Best Picture Oscar for *Schindler's List*. So you see, four Oscars should have been drawn on Spielberg's desk, not two. Next time you attempt to draw someone at their desk, I suggest you do more research to see how many Oscars they've won!

Adam Gallucci, letters@madmagazine.com

Up and Adam — First of all, Ebert, we're not wrong. If we had drawn five Oscars, then we would have been wrong. However, the two Oscars you see are just the two that he keeps on his desk. The same way that we're not saying Spielberg only owns one jacket, just because we're showing him wearing that green one. Or to give another example, your letter only featured a few stupid thoughts (granted they were *extremely* stupid) but we're certain that you have a near limitless pool of idiotic ideas that just aren't on display in your letter! —Ed.

THE BIG EASEL

Enclosed is the latest in my MAD-inspired edible art series entitled "Fruit Neuman." Please allow yourself to gaze upon it while perhaps issuing an awed sigh. Don't be surprised if you feel a tear gathering in the corner of your eye, for this is true art mastery. I'm sure the first people who saw Andy Warhol's Campbell Soup Cans felt the same way. The piece was made mostly out of fruit. I used strawberries and blueberries for the hair, apple skin and lemon rind for the facial features and mint leaves for the eyes and mouth. Alfred never looked (or tasted) so delicious.

Jeff Robertson, Fairborn, OH

Jeff Comedy Jam — We didn't feel a tear gathering in the corner of our eye, but we did feel the vomit rising in our throat — same difference! —Ed.



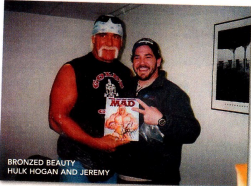
ALFRED E.
FRUIT-MAN?

NIFTY FIFTY CELEBRITY SNAP

This past winter, Hulk Hogan was with his daughter Brooke on her promotion tour for her album at our local mall in Dartmouth, Ma. The radio station I work for sponsored the event with a meet-and-greet for selected contest winners. So, while everyone mugged up to Brooke for photo ops, I was lucky enough to get a photo with the Hulkster holding an autographed copy of issue #264 from July 1986. Do you think this issue is worth more than the \$1.35 cheap cover price, now that it has Hogan's autograph on it?

Jeremy Boutin, Dartmouth, MA

Rootin' Tootin' Boutin — Way to go getting this Nifty Fifty™ photograph of Hulk Hogan. At any time were you frightened that Hulkamania might, in fact, run wild over you? Way to go taking the chance and risking it all for the good of the Nifty Fifty™. Congrats on your three-year subscription! —Ed.



BRONZED BEAUTY
HULK HOGAN AND JEREMY

A MAN FOR ALL REASONS

I just wanted to tell you the top five reasons I subscribed to MAD:

1. It is sooo funny.
2. You do very good spoofs.
3. I want to be on the letters page one day.
4. My dad read your mags when he was young.
5. THE FUNDALINI PAGES!!!!

I hope you like these reasons and MAD rules!

Justin Allen, Rossville, GA

Justin Case — Those are all good reasons. Here are the top five reasons we're running your letter!

1. You've got two first names and that pleases us.
2. We're suckers for numbered lists.
3. WE ALSO LOVE ALL CAPS!!!!
4. Your letter isn't great, but we're desperate to fill space.
5. No, seriously, we're really desperate!

Thanks for writing! —Ed.



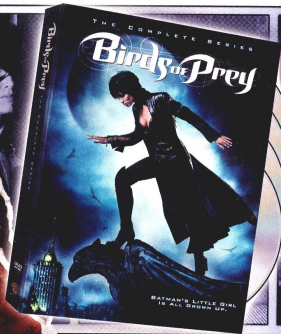
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ALL 30 ANIMATED WEBISODES OF GOTHAM GIRLS!**



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AND 2 NEW FEATURETTES!**



OWN IT JULY 15



OWN IT JULY 29



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WHEN THE SHIRT HITS THE FAN

Today I was wearing my Wolfmother t-shirt and reading MAD in my AP English 3 class and noticed in "7 Periods Closer to Death" (MAD #490) one of the guys sitting at the lunch table is wearing a Wolfmother finger t-shirt. I thought that was pretty awesome. Keep up the good work, Ted.

Jake Rice, Bellaire, TX

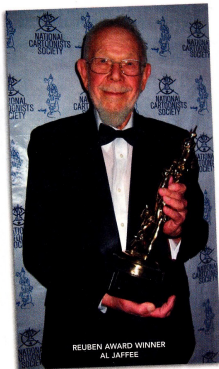
Rice-A-Roni — Wait, hold the phone! YOU'RE wearing a Wolfmother t-shirt and this guy in the strip is wearing a Wolfmother t-shirt! YOU'RE in high school, and he's in high school, too! Ted Rall is totally ripping off your life! "Keep up the good work"?!! You should be suing that hack! —Ed.

MAKE A DUMB WISH FOUNDATION™

I turn 50 this July (sob), and my MAKE A DUMB WISH FOUNDATION™ request is three-fold: to see my letter printed in the July issue (to help me through the pain), to see the July 1958 cover used in "What the Heck is the Difference" and to have someone explain who the heck is or was Max Korm. I am a MAD lifer...since 8 years old, when my Mom bribed me to help her with the grocery shopping by buying me the current MAD (thankfully she never looked inside the magazine!), to my current eBay hunt for the first 23 issues.

George Brewster, San Diego, CA

Brewster Seat — Here at the MAKE A DUMB WISH FOUNDATION™ we love making readers wishes come true. But in your case, only partly true. First of all, you'll notice that it is called the MAKE A DUMB WISH FOUNDATION™ — that's singular, you greedy old fart! So we'll print your letter and call it a day. Thanks for reading MAD all of these years. You've truly wasted your life, but we appreciate your business! —Ed.



REUBEN AWARD WINNER
AL JAFFEE

AWARD FOR THE WISE

Every year the National Cartoonists Society honors an artist with the Reuben Award as Outstanding Cartoonist of the Year. This year's honoree was legendary MAD artist and writer Al Jaffee. Al is the fourth member of the Usual Gang of Idiots to win the trophy, following Mort Drucker, Jack Davis and Sergio Aragones. Congratulations, Al, we really think this will kick start your career!



THE KING AND QUEEN
OF NEW ORLEANS,
AL AND JOYCE
JAFFEE



(L. TO R.) MAD ART DIRECTOR
SAM VIVIANO, SERGIO ARAGONES,
AL JAFFEE AND JACK DAVIS

PHOTOS: DAVID FOLKMAN



SAN DIEGO COMIC-CON GOES MAD!

If you're at the San Diego Comic-Con July 24th-27th, be sure to pick up a free special issue of MAD featuring all new material about the Con. And be sure to look for MAD artists and writers to sign it!

CAUGHT READ HANDED

I've been reading MAD for quite a while now, and I have to say thank you! However, once the magazine arrives, and I'm heading to my room for reading it, my sister is somehow taking it without me realizing it. Suddenly it has gone from my hands. She's a pure ninja. So, to stop her I thought about building a trap to knock her down, but didn't really know how to make it. Please help me, how do I stop her from taking my magazine?

Jens Holdam, Denmark

Know When to Hold'em — We have the perfect way to keep your sister from swiping your MADs. Tear the cover off the new issue and wrap it around the phone book. Then loudly exclaim "Oh boy, a new extra thick copy of MAD just arrived in today's mail!" She'll grab it, as she always does and will be halfway through the "Jørgensens" before she realizes she's been duped! —Ed.

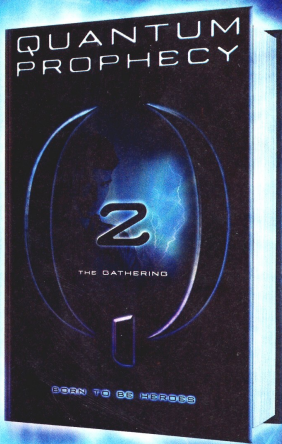
BORN TO BE HEROES

Meet the
new generation
of superheroes.

**And the new
generation of villains.**

**They're young,
they're powerful,
and they refuse
to be defeated.**

**Something will
have to give . . .**



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in paperback**

Philomel Books • Puffin Books
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THIS COULD BE YOUR SCHMUCKY DAY

If you're unlucky enough to live in the "state" of Delaware, we have some more bad news for you! You can now buy MAD scratch-off lottery tickets! Who knows — if you win, you might even be able to move to Rhode Island!



SCHOOL DAZE

So for a couple of days during a week, I brought six MADs into my classroom to read. The shocker is that I had most of them in full view of my teacher, and not ONE got confiscated by her. I am a good student so that might explain a bit. Nice teacher or what?

Richard Rasheed, Pawleys Island, SC

Three Rasheeds to the Wind — That is quite the mystery. We've narrowed it down to three possibilities. 1) You're home-schooled. 2) You're not home-schooled, but your teacher is just happy you're occupied so she won't have to talk to you or 3) You go to a typical public school that's so poorly funded, MAD contains more factual information than any of your outdated textbooks! —Ed.

GOD SAVE THE CLEAN

Last Christmas I gave my wife a subscription to MAD magazine. Boy, has that ever been a mistake! Her nose is always in it! For dinner I get served things like a can of tuna, a can-opener, and a squeeze-pack of mustard. The house is full of dust bunnies with feet and attitude. Unwashed laundry is strewn on the floor, dumped in the bathtub, and jammed in the dishwasher. Just swell! So my question to you home-wreckers is this: how do I keep the dust bunnies from getting into the tuna?

Michael McClintock, Fresno, CA

McClintock is Cheap — Wait a minute, there AREN'T supposed to be dust bunnies in tuna? Oh man, we need to start paying closer attention to expiration dates. And stop shopping at that Latvian dollar store! —Ed.

READER ALERT

If you were lucky enough to have your missive printed in this month's Letters Page you'll receive *Guitar Hero World Tour* for the Nintendo DS courtesy of our friends at Activision.

For more information please go to www.guitarhero.com. If you didn't make it, don't get your frets in a mess, the game is on sale now!



COMING UP IN MAD #493,
ON SALE AUGUST 19!

OUR HILARIOUS SATIRES
OF THE NEW
INDIANA JONES
AND NARNIA MOVIES!

COMING UP IN MAD KIDS #12:
ON SALE AUGUST 19!

A MAD KIDS LOOK AT
WATER PARKS,
INCREDIBLE HULK FUNNIES
AND MUCH MORE!

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Jeff Trojan vp - business development, DC direct

Bob Wayne vp - sales

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the usual gang of idiots

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MAD doesn't read faxed submissions!

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WATCH IT LIVE ALL SUMMER LONG
ON NBC AND USA

Anthony Napolitano / Photo: Bo Bridges



Panasonic

RIGHT
GUARD



TOYOTA



MONGOOSE



verizon

MAD

THE FUNDALINIPAGES

ARE YOU A CELEBRITY OR ARE YOU A CELEBUTARD?

Nicole Kidman speaks at your funeral

Megastars publish pictures of you shopping on Rodeo Drive

Your muscles have ground billions of dollars



You require your soul on Oprah: The doctor's Zulu

Cell numbers in your Fame 5 include personal assistant, studio president, agent, seamstress and a business manager

You did Homer at age 11

Nicole Piche speaks at your intervention

Magazines publish pictures of you taking a selfie on Rodeo Drive

Your sex tape has grossed over millions of internet users



You require your brother on Howard Stern

Cell numbers in your Fame 5 include body shops, nail technicians, DLR lawyers, Planned Parenthood and a reality show producer

You did your nanny at age 11

THINGS HILLARY CLINTON SUPPORTERS CAN BE HAPPY ABOUT

(EVERY THING SHE DIDN'T WIN THE DEMOCRATIC NOMINATION)

She won't be president

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THE GOTHIC REPORT	IN	END OF THE ROAD	OUT
Great	Great	Great	Great
Amazing	Amazing	Amazing	Amazing
Amazing	Amazing	Amazing	Amazing
Amazing	Amazing	Amazing	Amazing

FUNDALINIPAGES PRESENTS EXCERPTS FROM: MOVIE SCREW-UPS A CARELESS, ANTI-RETENTIVE GUIDE TO CINEMA



SOLUTION TO LAST MONTH'S "MINI-MYSTERY"

Upon questioning each of the guests, Inspector Farnsworth

discovered that Mr. Kensington had

hidden the key in his pants.

NEXT MONTH:

"The Longest Lesson"



THE FAST 5

WAYS THAT YOU CAN PROTEST CHINA'S HUMAN RIGHTS VIOLATIONS

- 1 If you absolutely must get finger foods at Jack-in-the-Box, get the chicken or taquitos, not the egg rolls
- 2 Make a complete screaming jackass of yourself if you see the Olympic torch pass by, so the Chinese government will get the point and make changes
- 3 When at the dragstore, loudly drone on about how greasing doesn't cure a damn thing
- 4 Avoid wearing shirts, shoes and pants, as they were probably made in China
- 5 Refer to them as "shaks" and threaten to make them "see Kaczmarek"



MELVIN & JENKINS' GUIDE TO THE BALLPARK



LEAST E-MAILED ARTICLES

Article	Times E-mailed
1. Catching World's Worst Criminals: Documenting Human Rights	Twice
2. Police in Mexico With Doubts	Twice
3. American: Washington's New Secretary, Prolonging Conflict	Twice
4. World's Worst Criminals: Documenting Human Rights	Twice
5. World's Worst Criminals: Documenting Human Rights	Twice

WORDS THAT WOULD APPEAR IN ADS FOR AIR SICKNESS BAGS IF THEY WERE ADVERTISED LIKE OTHER PRODUCTS



"We have traveled through time. We are the Amish of the future."

From The Portland Morning Spewfest

OBIT OBJECTIONS

Once again, your paper reveals its not-so-hidden agenda. In the obituary last Friday for Mildred Gladman, you stated "She was beloved by all for her countless hours of charity work at the soup kitchen." Really? Did you ask everyone, or just assume that she was loved by "all"? You go on to quote a 7-year-old girl stating that Mrs. Gladman was "the greatest grandmother in the world." I fail to see how anyone can definitively make that statement, given the hundreds of millions of grandmothers in the world, yet you let the comment go unchallenged. Finally, you say that Gladman will "be deeply missed by everyone who knew her." I hate to beat a dead horse, but, again, have you talked to everyone who knew her to determine this "fact"? I expect better from a newspaper such as yours.

Ziegfried P. Jurkin
Rancho Diablo

LETTERS TO THE EDITOR AROUND AMERICA

From The Murdoch-Worshipper Daily

COMIC SECULARISM

I was dismayed to read last Thursday's "Dilbert" cartoon. While Dilbert and Wally were whining about their lousy cubicle jobs, it apparently never occurred to either of them to accept Jesus Christ as their personal Lord and Savior. Of course, with today's secular stranglehold on the workplace, maybe we shouldn't expect them to bring up religion, or that pointy-haired boss guy would fire them. And don't even get me started on Garfield's constant gluttony.

Matthew John Luke,
Chairman, Christ Rules US Daily
Beastmark Falls

From The Florida Oregonian

NOT SO HOT A FUEL

Regarding the May 29th editorial on fuel alternatives, the one you suggested is highly impractical, not to mention bizarre. To start with, very few people in this state own iguanas. And even if that weren't the case, forcing them to urinate that much constitutes cruelty to animals. In the future, I hope you will consult with experts before publication.

Alvin J. Thomsdike
Lint Valley

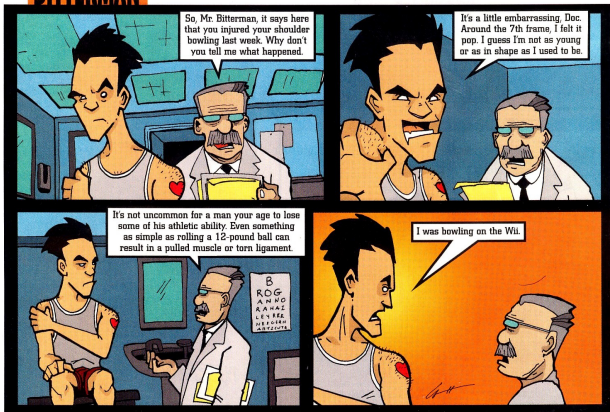
From The Vagueville Paper Thing

DOG GONE IT

When will dog owners in this city realize that their pets are a nuisance to the rest of us? If the barking at night, defecating on my lawn, and knocking over garbage cans wasn't enough, these mutts are also telepathically instructing me to kill people. Enough is enough: we need leash laws now!

Revor Odif
Mt. Hillcliff

BITTERMAN



FUNDALINI GOES TO THE MTV MOVIE AWARDS

Yes, I really did get pregnant in *Junö*, and no, I don't know where the baby is now...



Must entertain. Begin "Award Presentation" procedures. Engage smiling program. Initiate eye twinkle sequence. Increase charm levels. Commence verbal address in t-minus 2 seconds...



Nope — there's not enough pot in the world to make us want to see *The Love Guru*!



Do I smell cocaine?!? Out of my way, fats!



We're here tonight to accept for "Best Douchebag Couple"!



What gives? It's been two hours since our husbands went to the men's room together!



This isn't what I meant when I requested well-hung back-up dancers!



If Paris and Benji think they're going to win without a fight, they've got another thing coming!



Hello, I'm Tila Tequila! And I'm here to \$*% the entire audience!



It's awesome to be here tonight... mostly because I can't afford cable anymore.



FRIENDS OF FUNDALINI

Desmond Devlin
Barry Liebmann

Garth Gerhart
Hermann Mejia

Dave Hanson
Scott Nickel

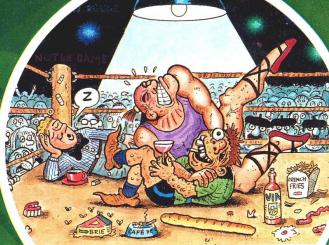
Darren Johnson
Kevin Pope

Jeff Kruse
Jack Syracuse

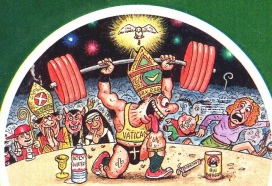
Jacob Lambert
Rick Tulka

FRANCE

France's water polo team is under-prepared, because the players don't like going into water more than once every ten days. And women's pole vaulter Margaux Bonnaire suffered a truly gruesome injury after her armpit hair got caught on the crossbar. Usually, the rowing team is a national focal point, since it permits the French to look backwards to glory. But it failed to qualify after the entire rowing crew went on strike mid-race and then drowned. Worse still, former marathon champion Henri Malet's training is going poorly because he is having trouble cutting down to five packs of cigarettes a day.



France's newest Greco-Roman wrestling sensation may be a rare bright spot. The Notre Dame newcomer has never had both of his shoulders pinned to the mat.



Weightlifting superheavyweight Cardinal Francesco Sandri isn't expected to medal in the clean and jerk. But he's among the world's elite in the kneel and rise, the confess and repent, and the molest and settle.

VATICAN CITY

With a country whose average age is comatose, the men from Rome will need to be at their infallible this summer. Vatican City has never won gold (as if it needs any more), and church officials blame past woes on those pointy hats that create terrible wind resistance and their foolish (and painful) decision in 2004 to compete in stained glass shorts. They hope to resurrect their chances with sprinter Cardinal Giacomo Polettina, who plans on threatening his competition with excommunication if they don't allow him to win. The Vatican's chances of capturing a soccer medal are greatly diminished because their highly-regarded goalie, Cardinal Sandoval Ossa, is out with stigmata.

THE NETHERLANDS

In this era of performance enhancing drugs in sports, the team from Holland is a breath of fresh air. They compete on a pure regimen of hash brownies, LSD and magic mushrooms, which are all distinctly performance UN-enhancing drugs. Even so, many martial arts traditionalists insist that the large wooden shoes give the Dutch tae kwon do team an unfair advantage. There are high expectations for the sailing team as Captain Halbo Van Gogh, the fourth-generation descendant of the famed painter, has done his ancestor one better by chopping off both ears. "For wind resistance," he explains.



Aging Dutch hookers keep climbing up onto the winners' platform, where people can walk by and stare at them.

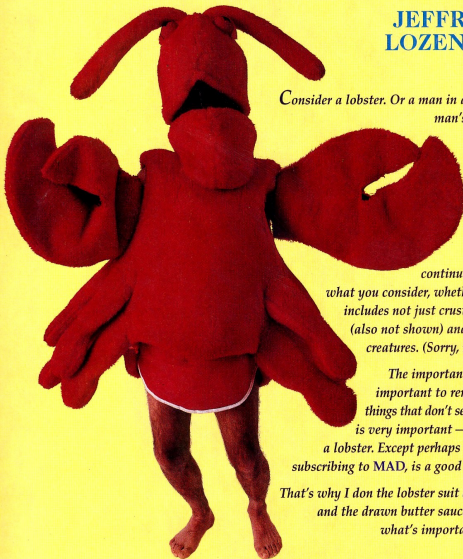
THE KNOCKOUT



ARTIST: MARK FREDRICKSON

An important message from MAD's
Director of Business & Development,

JEFFREY
LOZENGE



Consider a lobster. Or a man in a lobster suit. Or a lobster in a man's suit (not shown). Either way, it's obvious to even the most casual of lobster observers that lobsters don't give a damn. That's where I come in.

And that's where MAD comes in. Yes, MAD — the magazine whose time is and was and continues to be — gives a damn about what you consider, whether you consider it or not. This includes not just crustaceans but other sea creatures (also not shown) and even creatures that aren't sea creatures. (Sorry, no room to show them, either.)

The important thing to remember is that it's important to remember important things, even things that don't seem important, like MAD, which is very important — at least when compared with a lobster. Except perhaps at a lobster dinner, which, like subscribing to MAD, is a good idea for you, but not a lobster.

That's why I don the lobster suit and risk the scalding hot kettle and the drawn butter sauce. Because I give a damn about what's important, even though lobsters don't.

Order the veal entrée.

Visit www.madmag.com
or call 1-800-4 MAD MAG
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Mon-Fri 9 a.m.-12 a.m. Sat 9 a.m.-6 p.m. Eastern Time

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**Subscribe to
MAD now!**
**13 issues for only
\$19.99 (Cheap!)**

Key Code: A08FIL

A guy who has everything, and yet has nothing? Who almost gets killed by his own missiles? And then has to battle an evil version of himself, to find his true self? That's...

IRONIC, MAN

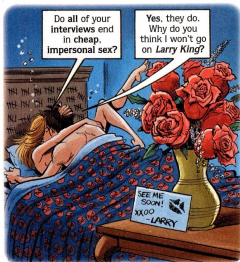
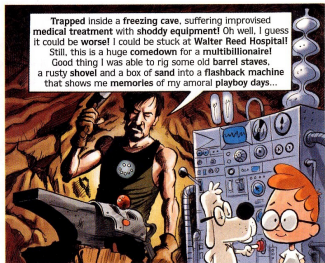
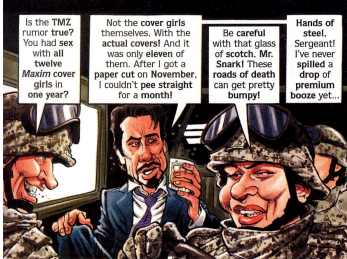
We've got 100 million earmarked for childrens' immunization, 100 million to remove the toxins from drinking water, and 100 million for the education of the blind!

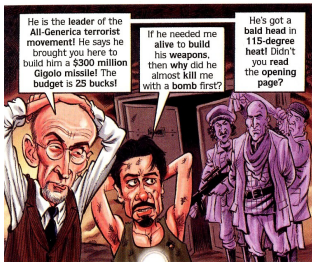
Mr. Snark, you've
got a deal!

Phony is a born salesman! It was my second-best idea to send him to a war zone in Afghanistan! My best idea was buying a one-way ticket! Now, I'm going to disconnect from this expensive phone call and move him from my Friends and Family mobile plan to my Unwitting Victims plan!

With such a **weapon**, I could reduce this country into a **smoking hellscape of death and agony!** And it would be mine, all mine! Hey, when you have a **bald head in 115-degree temperature**, these are the kinds of **master plans** you come up with!

You might think that waiting around, holding doors for Phony Snark is a lame assignment for a military man! Actually, it's about the most exciting thing I get to do in this whole movie! But the producers promised me that if this one goes well, they'll let me do 10 push-ups in the sequel! Or maybe the third one!

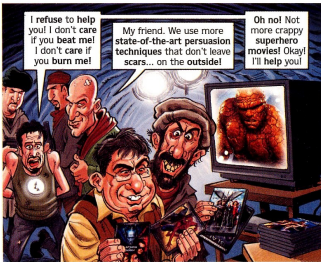




He is the leader of the All-Generica terrorist movement! He says he brought you here to build him a \$300 million Gigolo missile! The budget is 25 bucks!

If he needed me alive to build his weapons, then why did he almost kill me with a bomb first?

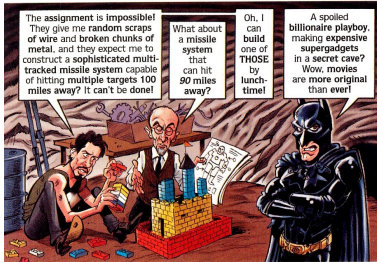
He's got a bald head in 115-degree heat! Didn't you read the opening page?



I refuse to help you! I don't care if you beat me! I don't care if you burn me!

My friend, We use more state-of-the-art persuasion techniques that don't leave scars... on the outside!

Oh no! Not more crappy superhero movies! Okay! I'll help you!



The assignment is impossible! They give me random scraps of wire and broken chunks of metal, and they expect me to construct a sophisticated multi-tracked missile system capable of hitting multiple targets 100 miles away? It can't be done!

What about a missile system that can hit 90 miles away?

Oh, I can build one of THOSE by lunchtime!

A spoiled billionaire playboy, making expensive supergadgets in a secret cave? Wow, movies are more original than ever!



We've got a cave. A CAVE! Remind me again why we stored all of our weapons OUTSIDE?

So they can make cool explosions, idiot!

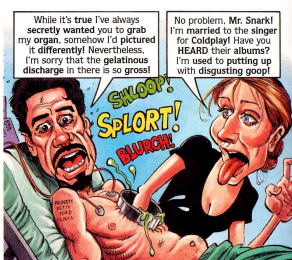
Shoot him! Shoot the prisoner! But whatever you do, don't aim at those two gigantic eyeholes!



What good is my private jet when it only takes me on guilt trips? Only now do I finally realize that my luxurious billionaire's life is built on nothing! Schlepper, do you know what it's like to have nothing?

As a matter of fact, yes! The company hasn't paid my salary since the day you disappeared!

That stinks. Let me make it up to you! Here. Have the last bite of my cheeseburger!



While it's true I've always secretly wanted you to grab my organ, somehow I'd pictured it differently! Nevertheless, I'm sorry that the gelatinous discharge in there is so gross!

No problem, Mr. Snark! I'm married to the singer for Coldplay! Have you HEARD their albums? I'm used to putting up with disgusting goop!

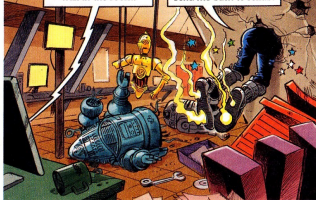
Mr. Snark. You're a full-grown man! But since your return to America, you've spent hours alone, down in your basement, abusing your body, playing with your computer equipment and designing new superhero costumes that no one but you can see! Do you know what this makes you?

Yes! Marvel Comics' target audience!

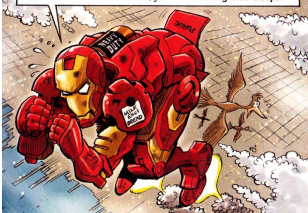


Sir, you're stumbling and slipping awkwardly, and crashing into every wall in the room!

Ahh, I'm used to it! I just hope they don't mistake what I'm doing and send me back to rehab!

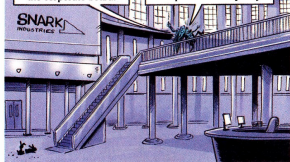


It works! The suit works! At last, I can accomplish the one thing mankind has always dreamed of doing! I can poop on a bird's head! Tweet tweet on THIS, you worm-eating little creeps!



Phony, I'll give it to you straight! There are higher-ups in Snark Industries who want you eliminated! You need someone you can trust, to help you shmooze the corporate board!

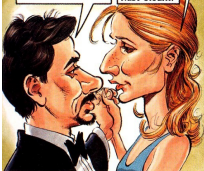
WHAT corporate board? Judging from what I can see, this company is completely empty 24/7, except for the two of us! Somebody's out to get me, you say? Hmm, let me go home and ponder this mystery!



I'm an engineer, Schliepper, I can recognize sparks! Why don't you come back to my place? I'd like to slip into something incredibly uncomfortable!

Let's do it! I'll bring the sensual massage oil!

And I'll supply the Rust-Oleum!

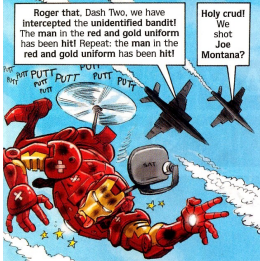


I'm back to finish the job! With this hand, I can shoot deflector blasts! With this arm, I can shoot guided rockets! With my shoulders, I can pinpoint terrorist targets among civilians! And for some reason, I can pick up Sirus Radiol! Baba booe! Baba booe!

The iron infidel has returned! No! My terrorist retirement package! My 401(k)! My...aaaaghhhh!

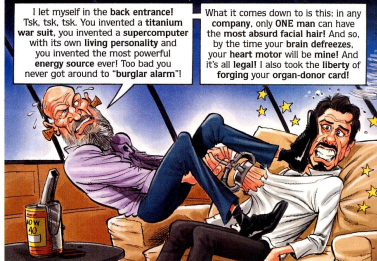
Aaaallllllll Worst cameo ever!





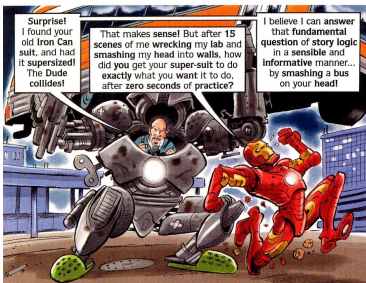
Roger that. Dash Two, we have intercepted the unidentified bandit! The man in the red and gold uniform has been hit! Repeat: the man in the red and gold uniform has been hit!

Holy crud! We shot Joe Montana?



I let myself in the back entrance! Tsk, tsk, tsk. You invented a titanium war suit, you invented a supercomputer with its own living personality and you invented the most powerful energy source ever! Too bad you never got around to "burglar alarm"!

What it comes down to is this: in any company, only ONE man can have the most absurd facial hair! And so, by the time your brain defreezes, your heart motor will be mine! And it's all legal! I also took the liberty of forging your organ-donor card!



Surprise! I found your old Iron Can suit, and had it supersized! The Dude collides!

That makes sense! But after 15 scenes of me wrecking my lab and smashing my head into walls, how did you get your super-suit to do exactly what you want it to do, after zero seconds of practice?

I believe I can answer that fundamental question of story logic in a sensible and informative manner... by smashing a bus on your head!



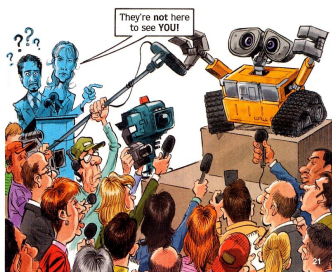
Gaarrrghh!!! My plan was 99.999% perfect! Only the part about wearing a three-ton metal suit on a glass roof over a gigantic power generator was a little iffy!

Ha! I let him kick the crap out of me, and then my pseudo-girlfriend pushed a button! This superheroing stuff is EASY!



Press conference, eh? I guess they all want to talk about the incredible debut of the most popular metal hero anybody ever saw!

Yes, they are. But, Phony, there's only one problem...



They're not here to see YOU!

These days driving your car anywhere costs a small fortune! With gas prices at an all-time high you practically have to rob a bank just to afford gas! But then you'd need a getaway car! You see the conundrum we're in! So before you go get filled for a ski mask, you should read these...

10 EASY WAYS TO BEAT HIGH GAS PRICES AND INCREASE YOUR MILEAGE

WITH: BOB D'AMICO
ARTIST: THE MANGROVE



THIS TIME
THE SECRET AGENT
IS THE GADGET.



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Holo-Manacle

Link it to your enemy and capture him. Then mess with his mind.

Cuff Link Bombs

Link, throw and zap your enemy. And then some.

Tie-A-Rang

Catch lots of enemy forces, and use them to your advantage.

Jet Boots

The new thing, making them invisible.

When the road gets hot, secret and dangerous missions in the galaxy need to be solved, there's only one robot to help: Secret Agent Clank. He's been wrongfully jailed and it's up to you to free him and clear his name. Embark on a top-secret intergalactic rescue mission, using a lot of the art gadgets to overcome challenges in stealth, puzzle-solving and head-on hard combat. You'll need to use everything you've got. Literally.



SECRET AGENT
CLANK



MOVING DISTRACTIONS DEPT.

Two scary movie theaters that opened, one thing has always been present: good ol', we don't really expect people... come on, that's all right. Most from about his work is really better to make. And taking about movie posters, something with this, and we enjoyed that yet, the movie itself is but a small part of the event trip to the cinema — how about that makes sense.

MOVIE POSTERS FOR THE REST OF THE MOVIE EXPERIENCE





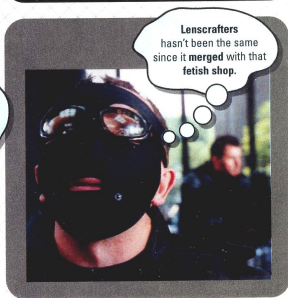
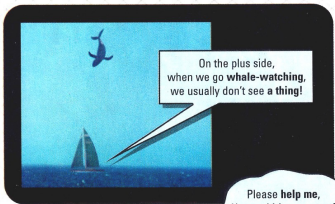
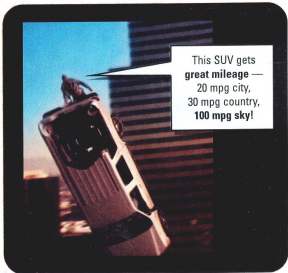
LACK OF WILL'S POWER DEPT.

**MAD's COCKY,
BUT HANDY**



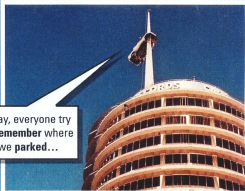
HANGOVER

OUTTAKES

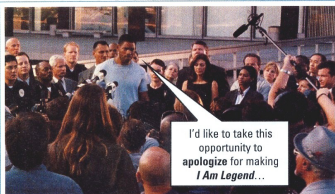




Yeee-sh! That's the last time
I trust a **Match.com** profile!

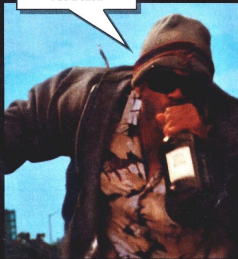


Okay, everyone try
to **remember** where
we parked...



I'd like to take this
opportunity to
apologize for making
I Am Legend...

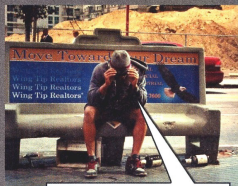
Wow — that's the **most** impressive version
of "D*ck in a Box" I've ever seen!



I came up with a
new **drinking** game —
every time a scene
in this movie **sucks**,
I do a shot!



Wow — I haven't
seen this big a
train wreck since
Speed Racer!



Homeless and penniless —
now I know how **DJ Jazzy Jeff** feels!

APPLE OF OUR EYE DEPT.

When the beloved Calvin & Hobbes ended its ten-year run in 1995, millions of dorked fans were shocked. It's been a rough 11 years for those tragic souls, as they've tried, unsuccessfully, to fill the gaping void with *Marshall & Lilly Fort*. But now, Calvin is back — albeit with a famous new partner who's just slightly more groovy, mischievous, and misinformed in sleek MP3 technology than the bubble of crafted paper. That's right — it's

calvin and jobs



BY STEVE JACOB LAURENCE
ARTIST: GARY FROSTBERG



After spending all school year listening to stupid, boring and clueless teachers, is there any better way to spend the summer than listening to obnoxious, boring and clueless camp counselors? Of course! Almost ANYTHING would be better! But going to camp is your parents' decision, not yours, buddy! So at least you can tell the jerks apart, thanks to...

JOHN CALDWELL'S

FIELD GUIDE TO SPOTTING AMERICA'S MOST INCOMPETENT SUMMER CAMP COUNSELORS

LONNIE SHEAF

Camp Hornswagle, Indiana
Insists on diving board "dry runs"
for the weaker swimmers.

MMMF... SORRY
ABOUT THAT.

LEON BURLINGAME

Camp Nap-N-Noodle, Montana
Suffers from a bad case of
pottery wheel motion sickness.

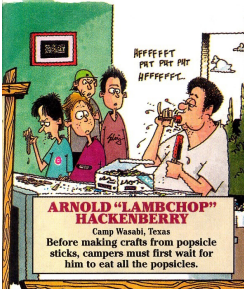
OKSANA FANTAUZZI

Camp Wak-A-Vole, Connecticut
Her S'mores have been linked to an outbreak
of what doctors are calling "S'malmonella."

WOW!
CHECK IT OUT, GUYS!
AN ANCIENT CHEROKEE
JUICE BOX!

CHESTER CURDLER

Camp Fester, Kansas
His knowledge of
Native American
artifacts is sketchy,
to say the least.



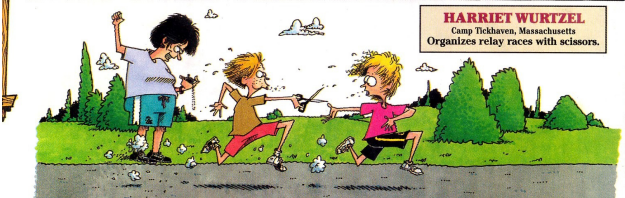
ARNOLD "LAMBCHOP" HACKENBERRY

Camp Wasabi, Texas
Before making crafts from popsicle sticks, campers must first wait for him to eat all the popsicles.



LUF HARKINSCHYEN

Camp Trailmicks, Oregon
His scary campfire stories always center around mutual funds gone bad.



HARRIET WURTZEL

Camp Tickhaven, Massachusetts
Organizes relay races with scissors.



CARLA P. DECATUR

Camp Skankwater, South Carolina
The only so-called "Indian Lore" she ever passes on is how to buy cartons of Winstons at deep discounts.



BURNE FILLMORE

Camp Pluck-A-Chuck, New Hampshire
Holds only one nature session, which focuses solely on what to do when it calls.

MILLIONS OF TREES GAVE THEIR LIVES FOR THESE BOOKS. DON'T LET THEIR DEATHS BE IN VAIN!



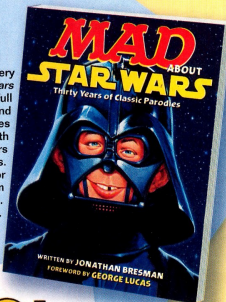
Over 200 Spy Vs. Spy strips, many in full color, by Peter Kuper! Plus a complete collection of rare Spy Vs. Spy newspaper strips, Spy Vs. Spy Jr., and much, much more! Written by former MAD Editor David Shayne.

Published by
Watson-Guptill
Publications.

**ON SALE
NOW!**

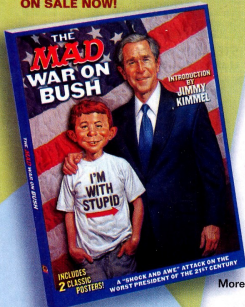
Virtually every
MAD Star Wars
article! Chock full
of annotations and
behind-the-scenes
memories from both
MAD artists and writers
and Lucasfilm veterans.
Written by MAD Senior
Editor and former Lucasfilm
lackey Jonathan Bresman.
Published by Del Rey Books.

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by reading this hard-hitting satiric collection
of articles on George W. Bush — the worst
President since...well...Clinton!
A MAD Book.

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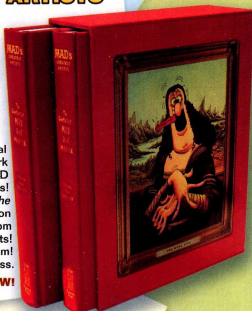
MAD's GREATEST ARTISTS

THE COMPLETELY MAD DON MARTIN

A Deluxe 2-Volume Special
Edition containing every work
Don Martin created for MAD
over the course of 30 years!

With a foreword by *The
Far Side* creator Gary Larson
and tributes to Martin from
MAD's Usual Gang of Idiots!
More than 1,000 pages — count 'em!
Published by Running Press.

ON SALE NOW!





SERGE-IN GENERAL DEPT.

SERGIO ARAGONES

Presents

A MAD LOOK AT

THIS SUMMER'S

SUPER HEROES

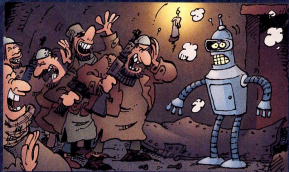
THE DARK KNIGHT

HULK

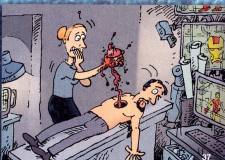
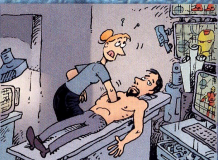
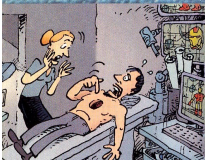
HELLBOY II

IRONMAN

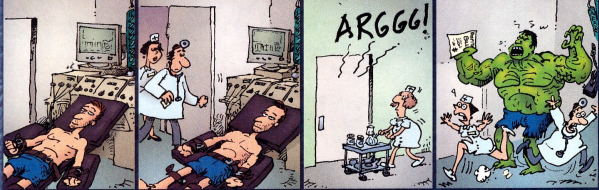
HANCOCK



WRITER AND ARTIST: SERGIO ARAGONES







Grand Opening Downtown

Visit our new store on Rt. 17 directly across the street from Best Buy or visit any of our other 600 stores directly across the street from 600 other Best Buys!



sucker city

no interest until 2010* on HDTV

SHIITAKE

96" 1080p LCD with three HDMI inputs, picture-in-picture-in-picture-in-picture technology and incomprehensible 108-page instruction pamphlet.



believe it
or not
3599⁹⁹
is the
sale price

don't save
anything!
4299⁹⁹



HIBACHI

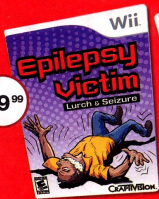
50" plasma HDTV with 1280x1080 resolution that produces 33% sharper detail than the previous generation...which incidentally was featured in last week's flyer for four hundred bucks more. Pity the suckers who bought it then!



Wii™ Gaming System

Guaranteed In Stock
...if you're friends with an employee who hid it in the back for you. Otherwise, ooh, sorry, all sold out.

249⁹⁹



89⁹⁹



Epilepsy Victim™ Bundle for Wii™

Craptivision

Includes optical disc & bitestick controller.

WRITER: SCOTT MAHMO

ARTIST: SCOTT BRICHER

* Which will be six months after the warranty's expired and you've hosted a Super Bowl party at which your drunken cousin threw a bottle of Rolling Rock at the screen when his team lost and you've given up all hope of "the beer drying out" and the set ever working again.



save \$20
39⁹⁹

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Stops embarrassing YouTube videos before they're made!

Pre-installed chip detects unfunny comedy, overly emotional tantrums, misguided political diatribes and those pretentious collaborative videos about "what being human means to you" that are featured constantly on YouTube's main page.



AWOL™ 4GB USB Flash Drive on Detachable Keyring

Lose all your data, or all your keys, or both!

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Combination Flash Drive/At-Home Rectal Thermometer USB 2.0, easy-to-read display, 4GB, 98.6% accuracy. From the makers of Prostate Web Cam™.

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Kramden™ Internet Screen Door Online Security & Virus Protector
Buy now before it's outdated!
Oops! Too late!



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save on our meager selection of furniture!

crappy IKEA-grade furniture without IKEA's selection

The electronic superstore industry's largest selection of ugly, industrial, 80s-style, three-tiered glass and black metal TV stands!



save \$30
149⁹⁹
Reg. 179.99

THIS ONE

The look of cheap particle board recreated in flimsy, powder-glazed sheet metal. Assembly required.



229⁹⁹

OR THIS ONE

Unique design with center support only in back guarantees front of top shelf will be bowing under the weight of your TV in a month. Assembly required.



219⁹⁹

OR THIS OTHER ONE

Add a vise and a few tools and you've got yourself a Sears Craftsman bench. Complicated, time-consuming. Assembly required.

* Mail-in rebate form is generated on your receipt. Not responsible if we forget to give you a receipt, or if the receipt is smeared, or if you can't read your receipt because the receipt printer is out of toner and we can't put a new toner cartridge in (since we never have the toner cartridges you need, it stands to reason we don't have the toner cartridges we need, either).

who gives a crap?

we do, that's who!

buy *Horton Hears a Who* on DVD or Blu-ray and we'll give two shi—, er...donate two cents to the Toilets for Tots program up to a total of \$163.44



13⁹⁹
Collector's
Edition
24.99

2-Disc Collector's Edition

includes over six interminable hours of bonus features:

The Making of Horton — a thoroughly uninteresting look at bringing the CGI film to life that's no different than the other "making of's" on the DVDs of *Ice Age*, the *Shrek* movies, and anything from Pixar.

Rolling Over In His Grave — a two-hour documentary on the legacy of Dr. Seuss and how it's been squandered.

Unfaithful One Hundred Percent — a whimsical featurette comparing the original 26-page book to the extremely padded 70-minute film.



pay
32% more
699⁹⁹

by putting this on
the Visa that you
barely pay the
minimum on
each month

FIZZIO

23" 720p LCD/DVD HDTV

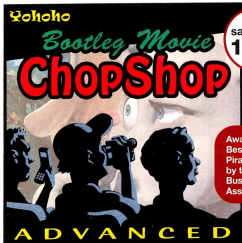
Smaller TV at a surprisingly high price is perfect for the spoiled kids' room! Features built-in DVD player with slot just wide enough for the frosted blueberry Pop Tart a three-year-old will insert; video processing engine will quickly heat it until it melts and becomes impossible to eject, rendering entire unit inoperable.



HD made pricey

go ahead! kid yourself that HD really makes that much of a difference! especially for the crap you watch! load up those credit cards!

confused about the difference between plasma, DLP & LCD?
you must have just talked with one of our employees!



save \$20
139⁹⁹

Awarded
Best New
Piracy Software
by the Hong Kong
Businessmen's
Association!

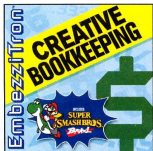
**Yohocho™
Bootleg Movie ChopShop Advanced™**

Edit your grainy, low-light, secretly-camcordered movie footage into a feature length film good enough to sit side-by-side in a cardboard box with other in-current-release or not-yet-released films on a folding table at the south end of Union Square where they are being offered for sale by illegal immigrants!

74⁹⁹

**EmbezzITron™
Creative
Bookkeeping™**

Now bundled with
Super Smash Brothers Brawl
so you can write that, too!



44⁹⁹

**EmbezzITron™
Tax eVade
Deluxe**

From the makers of
Creative Bookkeeping!
Contains Federal forms;
don't worry about
State, they never
go after you for State.



TOSTITO

Sputnik Laptop

- 1GB memory and 150GB hard drive will have you prying this thing apart to install more RAM five minutes after getting it home and noticing that it struggles to open Google.
- Burns DVDs and CDs to a melted, inextricable mess, due to overheating battery.
- Built-in webcam for drunken naked chatting with your boyfriend, which you won't be aware he was recording until after you've broken up and see the videos on YouTube.
- Tiny, tiny keyboard best suited to those trained in courtroom stenography.
- Power-saving feature saves battery life by going into sleep mode between key-strokes more than 0.5 seconds apart.

15.5" Tiltstint™ widescreen

slightly improved
luminosity of
LCD screen makes this
laptop **perfect** for
outdoor use as long as
it's dawn, dusk,
or severely
overcast.



save
\$170
eventually
\$879⁹⁹
after arguing with
the cashier that it's
not ringing up at
the advertised
sale price



save up to \$500 instantly on clearance laptops, desktops, printers & more

...then pay much, much more trying to repair these items when they break down since
the manufacturers no longer offer any sort of customer support for them!

stock up on printer paper

yeah, like an electronics store is where you're going to get your best deal on office supplies!
hey, while you're at it, why not treat yourself to a \$7 Snickers bar at the register?



FreeRange® Wireless Broadband Router

Powerful enough to accommodate all the computers in your house on the same network — as well as eight nearby homes, including that halfway house half a block down the street where they're keeping three registered sex offenders, a guy convicted of massive Internet fraud and two felons who ran an identity theft ring.



Economy 36-Outlet Power Strip Package

Includes roll of duct tape to keep those heavy block transformer plugs from falling out, and a pair of pliers to yank out the grounding plug from three-pronged cords. UL Listed. (On their recall page.)



SUNBOSE One-Slice iPod™ Docking/Toasting Station

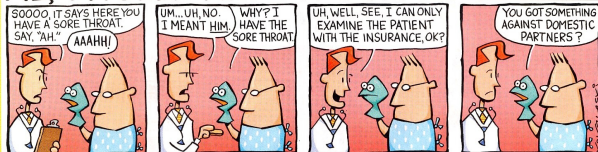
Compatible with all iPod models including Nano, Shuffle and Mini; and with most standard breads including traditional loaf slices, English muffins, and halved bagels. Features volume and browning controls. Bottom-mounted speaker cover opens easily for crumb removal.



THE STRIP CLUB

ME, MYSELF AND MY PUPPET

AT THE DOCTOR'S

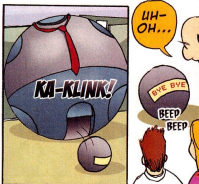
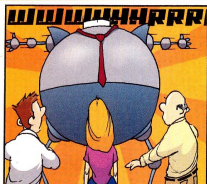
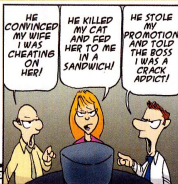
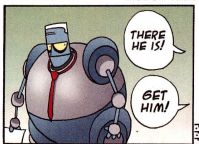


JOHN KOVALESKI



KEITH KNIGHT

ROB THE EVIL, BACKSTABBING, ROBOT TEMP



COREY FANDOLPH

SCOOBY-DOO!



JASON YUNGELUTTE

THE WORLD'S ONLY **TRULY**
UNDEFEATABLE **SUPERHERO**

FANTABULAMAN



FANTABULAMAN'S ENEMIES GATHER
AT A CHAIN HOTEL CONFERENCE
CENTER TO POOL THEIR RESOURCES.

WE ARE ALL VILLAINS WHO'VE BEEN
DEFEATED BY FANTABULAMAN. BUT
THAT'S ONLY BECAUSE HE TAKES US
ON **ONE AT A TIME**.



SURE, HIS LEAD-BASED
BLOOD OVERCAME ME,
RADIATIONMAN. BUT
WHAT IF HE'D HAD TO
CONTENT WITH SCORPION
WOMAN AND THE CLOCK
KING—ALL AT
ONCE?



DAYS OF TALKY PANEL DISCUSSIONS,
CATERED FOOD AND FLUORESCENT LIGHTS
TAKE THEIR TOLL ON F-MAN'S ENEMIES'
ATTEMPT TO FORM A UNITED FRONT.

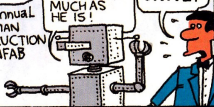
SO IT'S SETTLED. WHILE
I SQUEEZE HIS NECK,
ROBO-ROGUE WILL
ATTACK F-MAN'S—



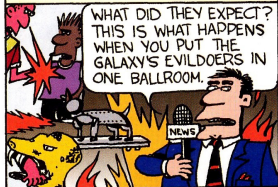
1st Annual
F-MAN
DESTRUCTION
CONFAB

BITE ME
SNAKEMAN!
YOU'RE MY
ENEMY AS
MUCH AS
HE IS!

NO!
WE
MUST
UNITE!



THE PLAN TO SMITE F-MAN IS
ABANDONED AS THE VILLAINS
TURN ON EACH OTHER.



WHAT DID THEY EXPECT?
THIS IS WHAT HAPPENS
WHEN YOU PUT THE
GALAXY'S EVILDOERS IN
ONE BALLROOM.

LATER, AT F-MAN HQ:

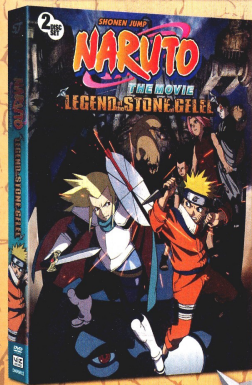
AND THE TV SAID
THEY WERE GONNA
KILL YOU!

REALLY? MORE
COFFEE, AND NO
HAZELNUT CRAP.



When a dream of utopia becomes a NIGHTMARE,
it'll take a ninja to set things right!

SHONEN JUMP™
NARUTO
THE MOVIE
LEGEND OF THE STONE OF GELEL



**NARUTO The Movie 2:
Legend of the Stone of Gelel
NOW ON DVD!**

**GET THE COMPLETE NARUTO COLLECTION
OF BOOKS, MAGAZINES AND DVDS**

ON SALE AT NARUTO.VIZ.COM

ALSO AVAILABLE AT YOUR LOCAL BOOKSTORE AND COMIC STORE



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**WHAT IS THE
ONE HERO
FANS NEVER
SEEM TO TIRE OF?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

The public is fickle, and while they might love something one minute, they're quick to change their tune and move on to something new. There's one hero, however, that never seems to get played out. To find out what it is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD PAGE OVER LEFT

FOLD BACK SO THAT "A" MEETS "B"



**GUIDED BY PASSION, A FAN CAN PLACE A HERO ON AN ALTAR
OF LOVE AND DEVOTION. THIS IS FOLLOWED BY THE
HERD INSTINCT THAT CAUSES LOTS OF OTHERS TO JOIN TOO**

WRITER AND ARTIST: AL JAFFEE

WHAT IS THE
ONE HERO
FANS NEVER
SEEM TO TIRE OF?



FOLD PAGE OVER LIKE THIS!



FOLD BACK SO THAT "A" MEETS "B"



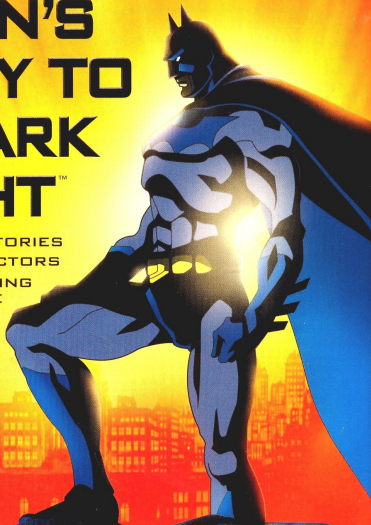
GUITAR

HERO



WITNESS BATMAN'S JOURNEY TO THE DARK KNIGHT™

6 INTERLOCKING STORIES
6 ACCLAIMED DIRECTORS
1 GROUNDBREAKING
MASTERPIECE



SEE THE MOVIE
ON DVD, BLU-RAY
AND ON DEMAND

SEE THE DARK KNIGHT™
IN THEATERS THIS SUMMER



batmangothamknight.com dccomics.com wbvideof.com warnervideo.com



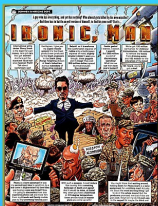
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PG-13 PARENTS STRONGLY CAUTIONED

Some Material May Be Inappropriate for Children Under 13

Bonus Material/Trailer Not Rated



August 2008



Mad





Outside looking in

10 STUPID WAYS TO SAVE GAS • THE BEIJING OLYMPICS

IND

UNITED STATES

WE COVER
THIS SUMMER'S
SUPERHEROES!

#492 AUGUST 2008 54.59 C:5A27

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