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#1 In A Series

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



Commitment. It's a word often used. Commitment. See? I've used it twice already. But commitment is not contentment. It's spelled differently and pronounced differently and means something different because it IS different. This goes without saying, but I said it anyway.

*Which brings me to MAD. Yes, MAD — the magazine whose time is and was and continues to be — says many things to many people that don't need to be said to anyone. But MAD says them anyway because it goes without saying that they **MUST** be said. Just like what I said about commitment.*

The importance of this cannot be overstated because it has no importance. But just as things that don't need to be said must be said, things that don't seem important often are. And vice versa. Like marriage. Like MAD.

*To recap: "Something old, something new, something borrowed, something **MAD**."*

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MAD

FEBRUARY 2007

NUMBER 474

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FRONT COVER ARTIST & GAP AD PARODIES:
MARK FREDRICKSON



18



45



Why doesn't
time ever fly when
you're stuck on
an airplane?



6

41



20





WIT TO BE TIED

I've always wanted to write a letter to MAD, but was always too lazy to actually write one or to even send one. Glad you've entered into the world of technology for a geek like me who doesn't really like leaving my computer for too long. Too bad I don't have anything witty to say, but it's fun to e-mail you guys nonetheless!

AM Ciotola, Exeter, PA

DJ AM — Thank you for being so upfront and honest. But just because you don't have anything witty to say, don't let that stop you from writing an e-mail. After all, it doesn't stop us from putting out a magazine! —Ed. P.S. Big congrats to you! Your e-mail was the first printed from letters@madmagazine.com! No more costly postage stamps or painful paper-cuts! E-mail can't be beat!

A CASE OF GHANA-READER

I am Paul from Ghana. MAD is fast establishing itself here in Ghana and particularly my school. After reading my first issue of MAD I have learned to love it and so am doing my best to spread the news of MAD in my school. I am counting on a few issues, which I think if my submission to the Letters and Tomatoes is considered, I will share them with my pals here in school, so they also can join the band of lunatics.

Paul Gerhardt Fleischer, Teshie, Ghana

Paulie Walnuts — We were so excited to get your letter! We had no idea we even had any readers in Ghana. We don't know if you've been following the U.S. news, but lately, it's become very fashionable for American celebrities such as Madonna and Angelina Jolie to adopt African children. And we decided we want in on that action! So pack your bags and tell your parents that you've got a new family here in America. We're gonna have our legal department look into it, but we're hoping by this time next year, we'll have a new permanent addition to the MAD family! —Ed.

MAD'S NEWEST BATHROOM COMPANION

Ha Ha Ha! Brilliant cover of Tom-Kat and baby Suri. I bought that issue without looking inside. I took the cover off and taped it to my bathroom wall, it gives me a reason to smile when I go to the john!

Jeff S., Seattle, WA

Jeffy Pop — We wish more readers would follow your example and buy the magazine without looking inside (people reading it only seems to hurt our sales!) In more important matters though, we want to know what it's doing hanging in your bathroom and why it's making you smile — actually, on second thought, we'd rather stay in the dark on this one! Thanks for writing and happy flushing! —Ed.

FOOL BRITANNIA

I live in England and I think your magazine is awesome, especially Planet Tad and Spy Vs. Spy. I wish loads of shops here had it, but they're all rubbish. I just want to say two things. One, I think your drawings of Alfred are cool, can you do a "How to draw Alfred" part of the magazine? Also, I want to ask, why do most American cartoons make British people look so posh and always have them drinking tea? Please answer because I'm sure a load of people want to know this too. I've got to go, my pot of tea is ready — Cheerio!

Jamie Papasavvas, London, England

Papa Smurfs — We get a lot of letters from fans asking us how to draw Alfred. However, we get even more letters from MAD cover artist Mark Fredrickson begging us not to give away his secrets so he can continue to eke out a meager living illustrating Alfred. Surely, Jamie, as a posh British bloke, you're busy enough with your fox hunts and polo matches and don't need to take away poor Mark's livelihood as well. Your insolent letter has been a shocking reminder of why the colonies left in the first place! God save the Queen! —Ed.

The Big Easel

Anita Eenink and Michael Dallaston of Australia sent in these amazing customized Spy Vs. Spy Legos. What's great about these is that after one of the Spys gets blown to smithereens, he can be put right back together! Remember, if you've depicted a MAD character in a weird, offbeat or unconventional medium, please send it to us via e-mail (put The Big Easel in the subject line) or write to Amy "The Big Easel" Vozeolas c/o MAD Magazine, 1700 Broadway, NY, NY 10019.





THE LIZARD OF ODD

In MAD #472 in the article "What Would Happen to Disney Characters in the Real World?" you show Jimmy Cricket getting eaten by the Geico Gecko. I found a mess-up. Geckos do not have long tongues, chameleons do. When a gecko attacks prey, they lunge forward. Chameleons, on the other hand, spit their tongue out like what you showed!

Even Scott, Via e-mail

Scott's Honor — After we read your letter, we went to Wikipedia (the most trusted source of information) and uncovered even more startling misconceptions and mistakes about geckos! Did you know they don't speak at all, let alone with a British accent — and, as it turns out, most don't work at large insurance firms. Thanks for your courageous whistle blowing and shame on you, Geico, for misleading the American public! —Ed.

A TAD DEMANDING

Please don't ever remove Planet Tad, it's simply the most brilliant parody of all these ridiculous rambling blogs ever. Tad is my hero! I don't pay a single cent of my own money for your magazine because I freeloader off the issues available at the library where I work! By the way, good luck coming up with a creative joke on my name — all the obvious ones have already been done!

George Buttner, Dayton, OH

I Can't Believe It's Not Buttner — You read our magazine without giving us anything in return?!? You need to take a lesson from our favorite reader, Jeff S. He throws money our way without even reading a single word! That's the kind of blind devotion we look for in our readers! Not some cheapskate librarian who throws around demands like he's a paying customer! Shame on you for misleading the American public! —Ed.

MADMUMBLINGS
@MADMAG.COM

Once I put an egg in my belly button and it disappeared — shes-still-here... If you were the last person on Earth I'd never forget to send you a Christmas card — daband007...I just found out that I am bulletproof if you don't shoot me — doomguy...in the near future, the crayon will be the world's top writing device — muffin-master19...I'm hiding in one of your grandparents' packages of old Velveeta — avsalltheway...When life hands me popsicle sticks, I make tongue depressors — goinyard14.

THE BIG PUMPKIN

It's that time of year again — yep, when it gets to be late January/early February, what's on everybody's minds? Halloween, of course! Which is why we're proud to display some of your MAD Jack-O-Lantern submissions. Thank you to all who sent in their photos rather than mailing us the actual mutilated gourds!



JACOB LUNDGREN, BELLINGHAM, WA



MAD CELEBRITY SNAPS

Holy F&^ing S*%t! Sharon f*cking Osbourne was nice enough to pose with MAD #420, which featured her family. Soon after this photo was taken, Sharon had to run back to her hotel because Ozzy couldn't figure out the remote control and was screaming for her help to find the History Channel!

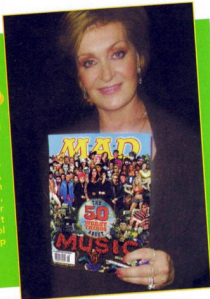
READER ALERT!

Go to MAD's MySpace page and click on "VIDEOS". There you'll find an original and disturbingly thorough MAD-inspired music video by Dee Long. It's truly a viral video — in that it makes us want to throw up!



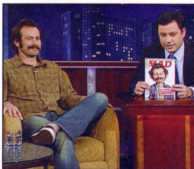
READER ALERT II!

Those lucky enough to have their letters printed on this letters page will receive a copy of the Deftones album *Saturday Night Wrist* courtesy of our "friends" at Maverick/Warner Bros. Records. If your missive didn't make the cut, don't worry — the album is out now.



AS SEEN ON TV

As if appearing on Jimmy Kimmel Live wasn't embarrassing enough for My Name Is Earl's Jason Lee, Kimmel added insult to injury by holding up MAD #470 with "Earlfrid" on the cover. Jason is not amused!



JASON, JIMMY AND EARLFRED

**NEXT MONTH IN
MAD #475
ON SALE FEBRUARY 20!**

**A DAY IN THE LIFE
OF DANE COOK!**

**NEXT MONTH IN
MAD KIDS #6
ON SALE FEBRUARY 20!**

**BONUS STICKERS AND
INTERVIEWS WITH
DWYANE WADE AND
HANNAH MONTANA'S
MILEY CYRUS!**

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Contributing Artists And Writers

the usual gang of idiots

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MAD welcomes reader submissions.

Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

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PAINT LIKE THE MASTERS SECOND IN A SERIES

ANDY WARHOL

- STEP 1 WEAR A FABULOUS WIG.
 STEP 2 MAKE A BUNCH OF STENCILS OF MACARONI AND CHEESE BOXES OR SOUP CANS OR SOMETHING.
 STEP 3 SCREEN PRINT THE STENCILS IN THE SPACE ON THE RIGHT.



GRAPHIC NOVEL REVIEW

HOW TO DRAW COMICS THE NEW YORKER WAY



SCRIVENER'S AND FUNGI PUBLISHING, 328 PAGES, \$22.95

There are only a handful of uniquely American art forms, like jazz or bumfighting. Foremost among these is the classic New Yorker gag cartoon.

Urbane, droll, mostly embalmed, the best of these inscrutable comic situations let their wry subtleties unfold with a delicious slowness. Lots of slowness. The subtleties can often go unnoticed by the casual reader...and certain members of the magazine's editorial staff...and indeed the creators themselves.

At last, the previously opaque and inexplicable formula of the New Yorker cartoon has been broken down for the aspiring contributor. *How to Draw Comics the New Yorker Way* is a profusely illustrated tutorial that takes a step-by-step approach.

The *New Yorker* can sometimes seem like a closed shop, in which the same cartoonists appear, week after week, with fresh vacancies being created only by death. But this simply isn't true. The magazine has a backlog of material from many of its dead artists who continue to monopolize *New Yorker* space, decades after their bones have rotted.

And yet they teach by example. Seeing the way different artists handle the exact same situation is, for lack of a better word, fascinating. The book includes more than 400 office gags showing a boss having a phone conversation at his desk, and from every possible cartooning angle (three). But the tiny differences in stippling, or the choice of background graytone wash? Those sing volumes.

The book is a cornucopia of valuable "tricks of the trade." For example, always draw one character with an open mouth (or in the highly technical jargon, the "speaker"). You don't want the reader to think your cartoon is about telepaths.

When drawing your 300th cartoon depicting a father sitting in a high-backed chair giving implausible, matter-of-fact advice to a child, you may be tempted to vary the object placement. Perhaps by reversing the father and the chair, putting the chair on top. The book explains the drawbacks to this.

One of the more useful chapters gives tips on potential subject matter. (Hint: The readership simply can't get enough talking dogs.) Children acting like adults! Adults acting like children! Animals acting like children OR adults! And all of them behaving with incongruous detachment! It's laugh-not-loud pandemonium!

It's impossible to understate the cultural importance of the *New Yorker* cartoon, especially the pointless ones with the short, squiggly king just walking around. These cartoons aren't there merely to fill the space between the overview of the

new Frank Stella retrospective at MOMA, and the 14 pages of prose about a Connecticut writer who hates his novel, his wife, his mistress, and himself. They're a fundamental piece of our collective literary tradition. A lot of craft goes into taking whatever catchphrase has been in the public arena lately, and having a sommelier at a wine tasting say it. Or the Grim Reaper. Or a cow.

This book is highly recommended for anybody who's always dreamed of drawing ink wash cartoons about board meetings for the rest of their lives. Whether you hope to appeal to the reader that lives on East 66th Street in Manhattan, or the one on 73rd Street, you'll learn the professional tricks that have produced thousands of imperceptible half-chuckles, furrowed brows, contemplative grimaces, and even the occasional flared nostril.

LESSON 12
KNOW YOUR READER

American culture is constantly changing, and *The New Yorker* cartoonist must evolve with them, always adapting to the now. Only then can the magazine stay fresh and vital.

1933



1953



1973



1993



FRIENDS OF FUNDALINI

Dick DeBartolo

Desmond Devlin

Todd Eisner

Jeff Kruse

Jacob Lambert

Glen Le Lievre

Adam Rust

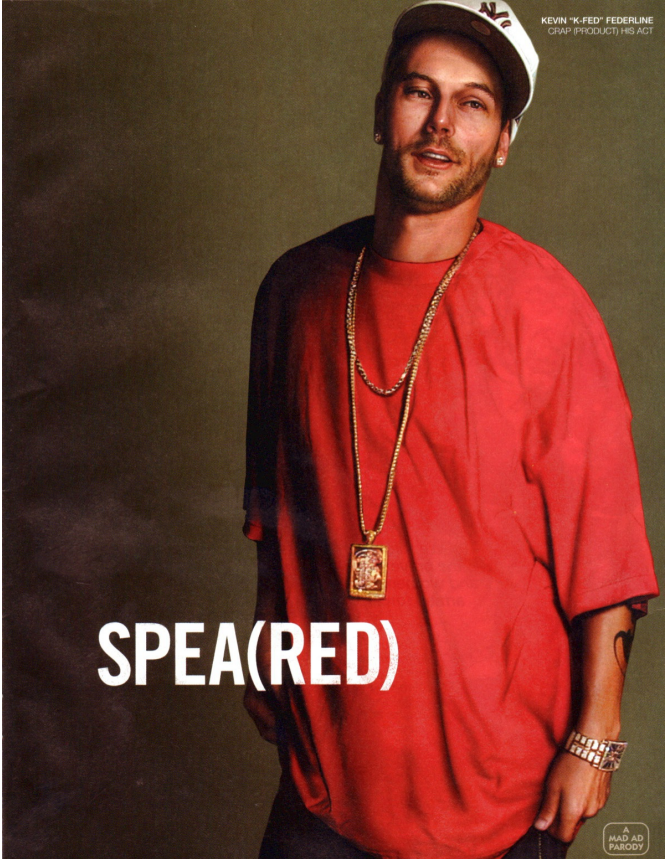
Benjamin Schultz

Sam Sisco

Rick Tulkka

P.F. Vey

KEVIN "K-FED" FEDERLINE
CRAP (PRODUCT) HIS ACT

A full-body photograph of Kevin 'K-Fed' Federline. He is wearing a bright red t-shirt, a white baseball cap with a red logo, and multiple gold chains, including a large one with a rectangular pendant. He has a small tattoo on his left forearm and is wearing a gold watch. The background is a dark, textured wall.

SPEA(RED)

A
MAD AD
PARODY

Let's face it, things in Iraq are going about as well as Kevin Federline's rap career. At this point, though, we're in too deep for the people in charge to start admitting they've made a mistake. (We're talking about the war, but it applies to Federline, too.) So they're stuck with the same lame explanations defending the war — but by now, even THEY don't believe what they're saying! Deep, deep in their hearts, though, they know the whole truth — and it's time they share with the rest of the world...

WAR CLICHÉS:

Major combat operations in Iraq have ceased...

...so all the casualties from now on will be strictly from the minor operations.

We grieve for the families of those who lost their lives in the war...

...though we aren't above meaning them if they start to protest too loudly.

We salute the brave men and women of the armed forces...

...because saluting them doesn't cost us anything — unlike, say, adequate body armor.

September 11th changed everything...

...except our plans to invade Iraq, which were laid out long before the first Tower fell.

COMPLETING THE SENTENCES

The insurgency is in the last throes...

...and then the next insurgency will take over.

People who want to toss in the towel were wrong yesterday, they're wrong today, and they'll be wrong tomorrow...

...but they should be proven right sometime in 2007.

Criticizing a president during time of war borders on treason...

...unless that President is a Democrat.

Osama bin Laden can run, but he cannot hide...

...for more than fifteen years, twenty times.



SERGE-IN GENERAL DEPT.

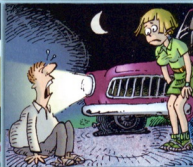
sergio aragones

Presents A

MAD

LOOK AT

THE AMAZING RACE



WRITER AND ARTIST: SERGIO ARAGONES





2

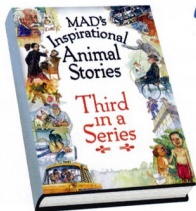


DONALD RUMSFELD
CRAP (PRODUCT) LIES



FI(RED)

A
MAD AD
PARODY



The Eye of a Kitten



My name is Joe and I've been a Chicago fireman for almost five months now. In that time you could say I've seen it all. I've seen buildings on fire. I've seen buildings NOT on fire. I've seen things on fire I swear I didn't think could even catch on fire. I've seen "safety" matches that, frankly, didn't look all that "safe." But nothing prepared me for seeing an overcrowded nursing home on fire with an adorable litter of kittens, all confused and scared, trapped inside!

There's more to being a fireman than racing through red lights, squirting water into windows and chopping down doors.

It's called saving lives.

But is a human's life more important than a kitten's? I don't know; that wasn't on the firemen's test. But I know how I felt when I looked in the window and through the smoke saw all those elderly people in a panic, every one of them capable of stepping right on one of those little, defenseless, darling kittens.

I smashed a window, sending glass everywhere. As I went to pick up their cardboard home, it crumbled in my hands. I grabbed a fire helmet from a colleague who had collapsed nearby and I used it as a basket for them. Then outside, I jumped into the closest truck, turned on the siren, and drove north, where I remembered there was a veterinarian's office.

I rushed in and handed over the kittens to one of the several vets sitting around the reception area. I didn't have to say anything; my gear and expression said it all and they sprang into action.

Nervously, I paced for what seemed like hours. Finally, a vet emerged and asked me how I wanted to pay for this. I told him we'd charge it to the county.

"In that case, we better do more testing," he winked and added, "You go home and get some rest; you can't do any good here."



What good could I do at home? I'd just worry myself sick to the point of vomiting. But I did go home for a change of clothes and, sure enough, I vomited on them before I could get into them.

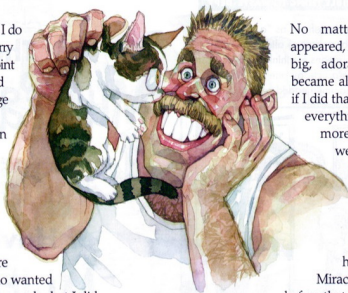
There were a number of messages on my answering machine. Most were from the Chief, who wanted to know where I was and what I did with the hook and ladder. Some folks just aren't cat people and you-know-who, I'm afraid, is one of them. I'd call him later; I didn't want to tie up my phone in case the doctors needed to reach me with some urgent, early test results.

For the next two weeks I practically lived in their reception area, praying for their recovery. At last the test results came: there was a piece of glass in a paw of one kitten, several of them had been dehydrated, and all of them had become addicted to pain killers, but overall, it was good news.

I didn't realize that each of the kittens had been assigned their own night nurse but that sure explained why the bill was almost six figures.

Since their other "home" was burnt to a crisp, I realized I now had 7 new "roommates."

When we got home, I was surprised to learn there was a warrant out for my arrest. It was then I realized that these fuzzy treasures had a special gift to give me.



No matter how bad things appeared, if I just looked into their big, adorable eyes, everything became all right for a while. And if I did that often enough, I found everything was all right for more than a while. They were magical hours that turned into magical days. Then magical weeks soon followed.

Try it and see for yourself. It's what I have come to call the Miracle of the Kittens. But before that, I called it Kitty-time in

Blissville. I'd tried Felines in Funtown – that was okay for a while, but then it started to annoy me. Puttie Tats in Wonderland actually pissed me off, but I used it anyway. Then there's Cutie-Pies from Kremulon, which is a distant planet I travel to when things get weird on Earth and I get the feeling my head is going to start changing shape again.

I'm going to take the kitties with me next time.

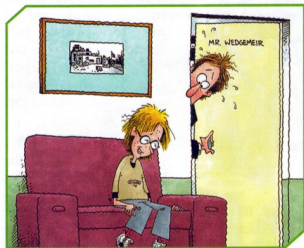
— Joe the Fireman
(Temporarily on Indefinite Suspension)





THE MINDS IS A TERRIBLE THING TO WASTE DEPT.

Multiple Personality Disorder is defined as "a condition in which two or more distinct personalities alternately prevail in the same person." Which means we think you'll alternately love/hate this funny/boring article by one of our most beloved/hated and smart/hammerheaded creators/hacks. It's...



The principal is forever on the defensive because he's never certain who's been sent to his office: the absent-minded slacker with a heart of gold, or the psycho Ritalin abuser teetering on the brink



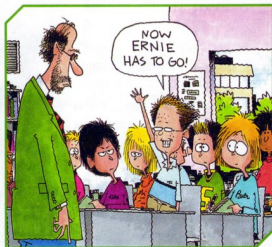
When it comes to the school debate team, you know those people who say you can't have it both ways? Well, you can



JOHN CALDWELL'S

The Multifaceted Upside of Having a Multiple Personality Disorder in School

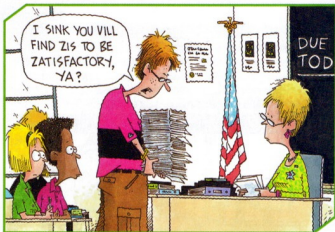
WRITER AND ARTIST: JOHN CALDWELL



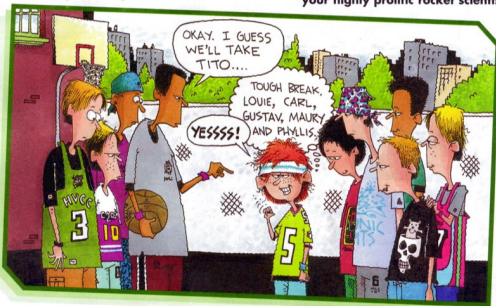
Way more hall passes than the average student



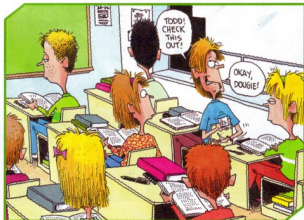
You get to cast the deciding votes on the prom committee



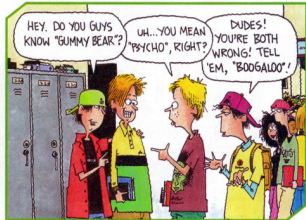
While the other morons in class are buying highly traceable thesis papers on the internet, you have the advantage of calling upon "Hans," your highly prolific rocket scientist persona



At recess, you're technically never the last one chosen for sports



You have a lower risk factor when it comes to passing notes in class



Multiple nicknames

10

10

10

10



10



10



10



10



10



10



10



10



10



Everybody knows the 5-Second Rule: after you drop a piece of food on the floor, you've got 5 seconds to pick it up before it officially becomes "dirty" and not edible. It's one of those rules that helps people live their lives (and contract salmonella). But some need more help than others (especially MAD readers)! And that's why we've come up with these...

OTHER RULES

INSPIRED BY THE

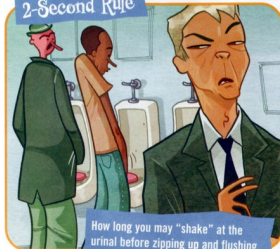
5 SECOND RULE

10-Second Rule



How long you can hold your wife's purse before it becomes emasculating.

2-Second Rule



How long you may "shake" at the urinal before zipping up and flushing.

3-Second Rule



How long you have to wait after someone relinquishes the "best TV seat" before you're allowed to scramble over and take it.

7-Second Rule



How long you can stand in front of an ATM looking at your receipt before the guy behind you makes a comment.

4-Second Rule



How long you can safely stare at your friend's girlfriend's boobs before getting punched in the face.



:01



:03



:05

14-Second Rule



How long you have to pin on your prom date's corsage before her parents suspect you're trying to cop a cheap feel.

35-Second Rule



How long the wetness of your great-grandmother's kiss has to linger on your cheek before you're allowed to scrub it off with your shirtsleeve.

29-Second Rule



How long you have to mourn your dead goldfish before you flush him.

11-Second Rule



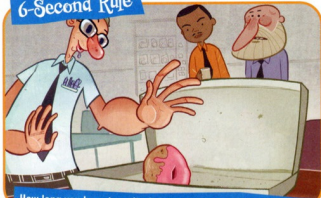
How long you can let a dog sniff your crotch before the owner thinks you're enjoying it.

420-Second Rule



How long you can be in a locked bathroom before your mom asks, "What are you doing in there?"

6-Second Rule



How long you have to wait after asking "Who wants the last doughnut?" before you're allowed to snatch up the last doughnut.

49-Second Rule



How long you can sniff your T-shirts to determine if you can get one more day out of them before taking your roommate's advice to "just wash them already."

9-Second Rule



How long you can ogle the *Hustler* and *Barely Legal* covers at a magazine stand before the other customers think you're a perv.

14-Second Rule



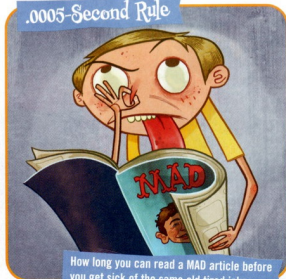
How long you can make silly faces at a little kid in the grocery store before his parents start to feel a little uncomfortable.

25-Second Rule



How long you have to wait after your teacher walks by before you can go back to texting.

.0005-Second Rule



How long you can read a MAD article before you get sick of the same old tired jokes.



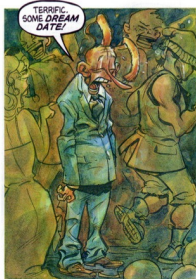
Two left Feet are
the least of his
problems. It's...

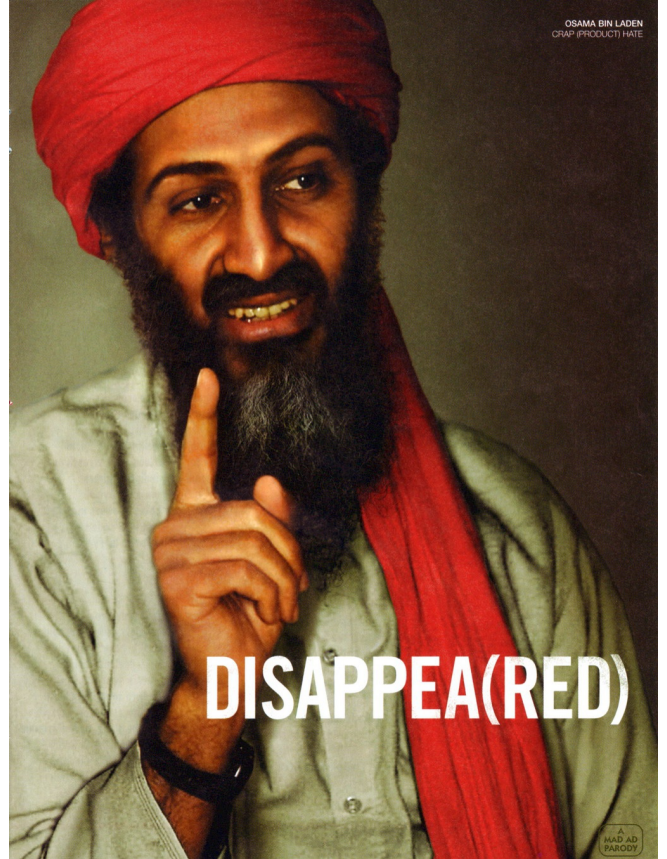
MONROE

and...

The School Dance







OSAMA BIN LADEN
CRAP (PRODUCT) HATE

DISAPPEA(RED)

A
MAD AD
PARODY

Every week it seems, another politician, sports star or Hollywood celebrity is busted for some sort of inappropriate behavior. Once their scandals make headlines, the celebrities want to tell the world that they're sorry. To help them with their mea culpas, we herewith present...

MAD's ALL-INCLUSIVE DO-IT-YOURSELF PUBLIC APOLOGY

I am here today to apologize for

(1) (2)

This, as well as my

(3) (4)

makes it clear my

(6) in closing.

I ask you to

(7)

and (8)

1 having sex with a page plagiarizing another writer
slandering our troops
accepting a bribe from Jack Abramoff
saying that George W. Bush hates Black people
throwing a phone
uttering anti-Semitic slurs
head-butting an opponent
shooting a friend while hunting
choking my maid
buying crystal meth from a male prostitute

3 obsession with erop circles
love of all things Oranlian
terrifying the elderly
shouting, "I'm gonna 'like a toilet'"
passion for bi-curious sumo wrestlers
scanning indignant memes
chugging raw and olive oil
paying for heavy boxes at chess matches
terrible Borat impression
OP-ing on Laffy Taffy
over-reliance on Best Boy's Book Squad

5 behavior
recurring coanker sores
low-carb diet
flawed PMA
Ann Coulter fixation
hatred of Blahoi
choice of deodorants
self-haunting
fear of insects
iTunes playlist
zombie upbringing

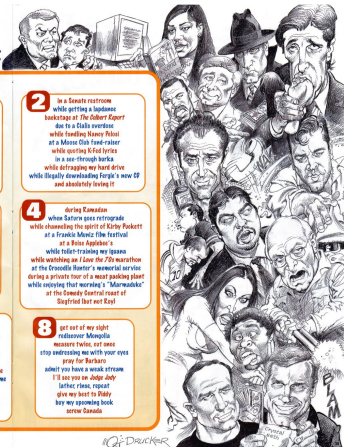
6 destroyed my career
disrupted my wi-fi service
left me feeling "unfresh"
got me fabulous press
piased off my UPS delivery guy
halted stem cell research
alienated Red Sox fans
barred me from WHS events
got me a guest shot on
Jawing with the Stars
put me on Karl Rove's hit list
totally screwed up my Netflix queue

7 forgive me
somehow believe my aplo
realize I should be put away
try the weal
maintain your fiber intake
jap into something loose
add me as a friend on MySpace
not hate the plays, hate the game
prank call Bill O'Reilly
quit your bitchin' and
get out of the kitchen
lay off George Siskel

2 in a Senate restroom
while getting a lapdance
bookstage at *The Colbert Report*
due to a Glads overdose
while feeding Nancy Pelosi
at a Moose Club feed-raiser
while quoting K-Fed lyrics
in a see-through berka
while defragging my hard drive
while illegally downloading Fergie's new CD
and absolutely loving it

4 during Ramadan
when Saturn goes retrograde
while channeling the spirit of Kirby Puckett
at a Franken Movie film festival
at a Reiss Applebee's
while toilet-training my iguana
while watching an *I Love the 70s* marathon
at the Giuseppe DiStefano's memorial service
during a private tour of a meat packing plant
while enjoying that morning's "Marmadeke"
at the Comedy Central roast of
Sigfried that wet Kayl

8 get out of my sight
rediscover Mongolia
measure twice, cut once
stop addressing me with your eyes
pray for Barbara
admit you have a weak stream
I'll see you on Judge Judy
lather, rinse, repeat
give my best to Puffy
buy my upcoming book
screw Canada





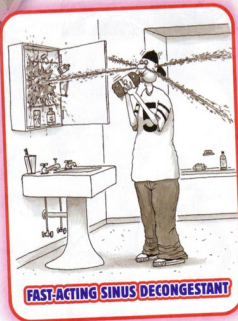
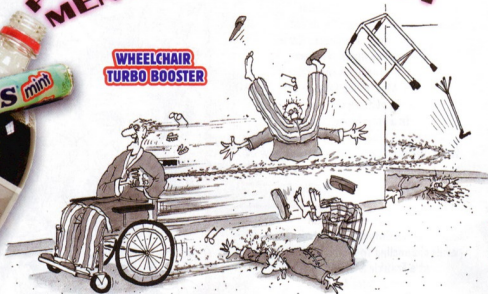
SODA POPPED DEPT.

Ever since two nimrods discovered that combining Diet Coke and Mentos results in a powerful geyser-like eruption, Americans of no intelligence have been grappling with a pressingly irrelevant question: Er, what's the point? For a thoughtless answer, check out...

PRACTICAL USES FOR THE DIET COKE/ MENTOS FORMULA



**WHEELCHAIR
TURBO BOOSTER**

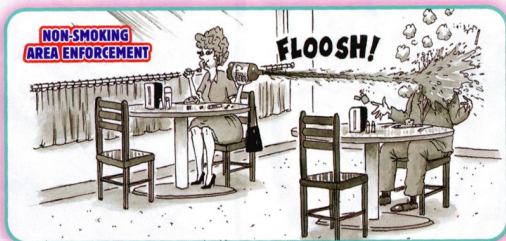


FAST-ACTING SINUS DECONGESTANT



NO-NONSENSE CAT RESCUE

WRITER AND ARTIST:
TOM CHENEY

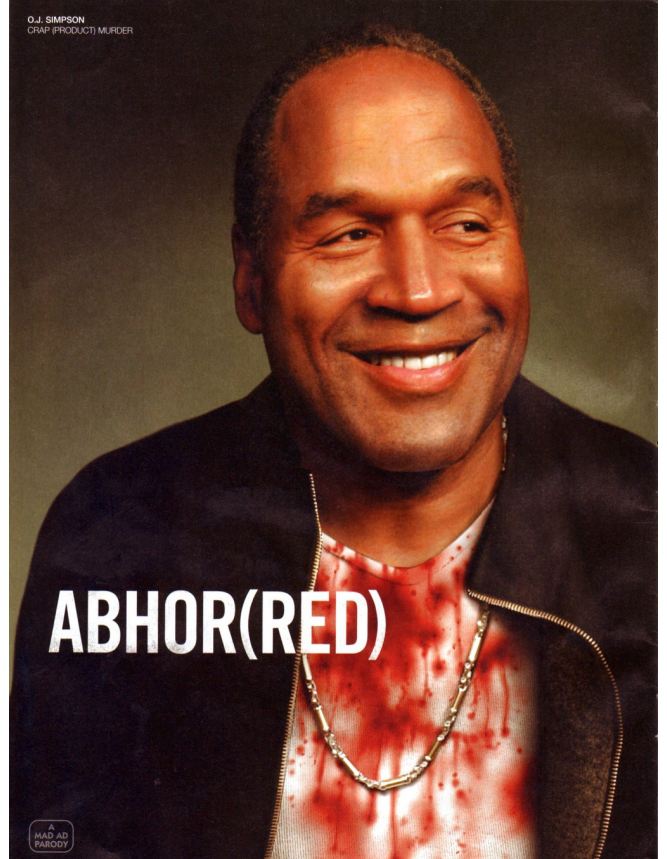




彼得·罗珀

WRITER AND ARTIST: PETER ROPER

O.J. SIMPSON
CRAP (PRODUCT) MURDER



ABHOR(RED)

A
MAD AD
PARODY



THE STRIP CLUB

\$\$\$

"Flavor Country" by vic black



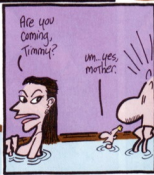
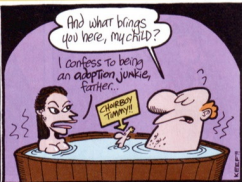
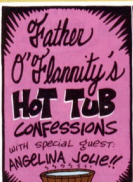
CUEL AND UNUSUAL



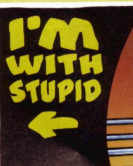
WHICH MOTHER?



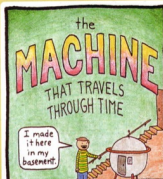
ZACH WEINER



KEITH KNIGHT



RICH MOYER



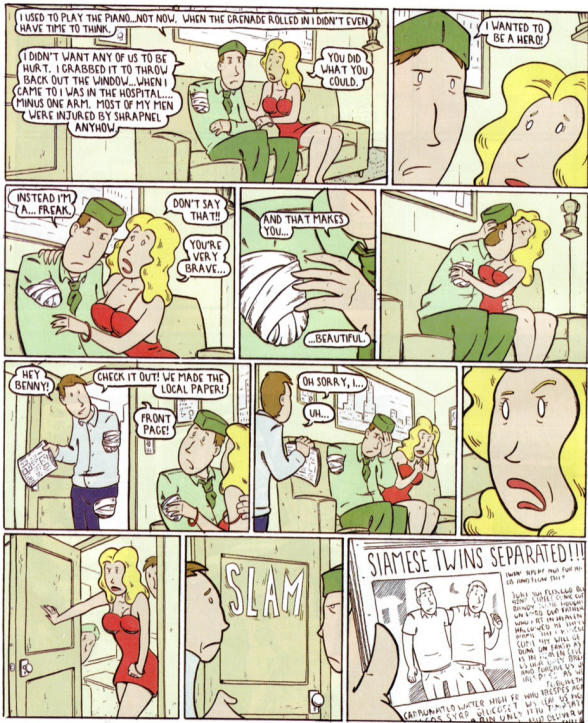
JOE SAYERS

SCOOBY-DON'T!



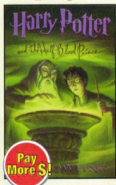
JASON YUNGBLUTH

JUST BELOW THE SURFACE



Fan-Favorite
Sequels!

BOOK CLUB



Harry Potter and the Half-Blood Prince

J.K. Rowling 652 pages

Own the latest Harry Potter adventure — even though all your friends already read and discussed it long ago. Perfect for students whose parents were too lame to let them stay up to buy it right at midnight when it first came out!

~~\$19.95~~ **\$21.50**



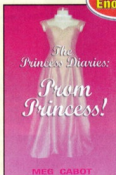
**Frindle 2:
On Second Thought...**

Andrew Clements 256 pages

In fifth grade, clever troublemaker Nick Allen asked why a pen needed to be called a pen — why couldn't it be called a...frindle? Before he knew it, his crazy experiment had become a national phenomenon and everyone was calling pens "frindles." In this satisfactory sequel, Nick decides that maybe "Pen" was a better name after all and that whole "frindle" stuff was just a stupid waste of time. As the book ends, a pen is no longer a frindle — it's a pen!

\$7.95

Good
Enough!



**The Princess Diaries:
Prom Princess!**

By Meg Cabot 306 pages

Mia Thermopolis went from an awkward teenager to the princess of Genovia! And now this princess wants to be queen... prom queen, that is! But, after a failed attempt at a coup, will she have enough time to find the perfect dress AND execute the coup's conspirators and their families?

\$16.99

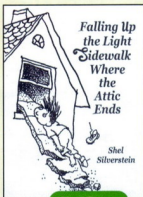
4 Books —
1 High Price!

**Falling Up the Light Sidewalk
Where the Attic Ends**

Shel Silverstein 184 pages

This brand new book features never-before-seen poems from the late Shel Silverstein. Of course, they've never been seen before because they're all awful and were cut from his awful books. Collected from his old garbage can!

~~\$19.98~~ **\$18.98**



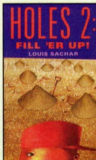
**Most Pages
Are Numbered!**

Holes 2: Fill 'Er Up!

Louis Sachar 262 pages

Jonathan Nahtanoj's luck has run out! He's been sentenced to Camp Green Lake for a crime he didn't commit. The warden has a new punishment to help the young inmates "develop character" — namely, filling in all the holes she had them dig in the first book, so that sod can be laid down. You'll learn important lessons about friendship, integrity and landscaping.

\$11.35



Animorphs: The Panic

K.A. Applegate 202 pages

When the Yeerk aliens threaten to launch a massive attack that threatens everyone on the planet, how will the Animorphs stop them? Probably by morphing into animals, right? **\$4.95**

Great for
Burning!



**The Fourth Summer
of the Sisterhood**

Ann Brashares 402 pages

Lena, Bridget, Carmen and Tibby are back — and so are their traveling pants! Join them as they embark on adventures of love, life and the Laundromat — to finally wash those filthy, reeking pants they've been sharing for the last three years. It's about time!

~~\$7.95~~ **\$8.95**

IF YOU LOVE
HARRY POTTER,
THEN YOU'LL KIND OF LIKE
THESE KNOCK-OFFS!



The Magical Key

Hector Spackie 285 pages

Marvin's dad has a magical key that could lead to amazing powers — or just unlock that linen closet! Even after finishing the book, it won't be clear. First book in a series of 20!

\$7.95

All Sales
Final!

**The Chronicles of Narnia
Fantasy Grab Bag**

Want *The Lion, the Witch, and the Wardrobe*? Well, if you do, you also have to take 3 other vaguely-related books that you'd never buy any other way! Comes with *The Cheetah, the Wizard, and the Bureau*, *Magicfire: The Curse of Troll Grove* and *Zelborn Revisted* — Book The Third: *The Saga of Norzibeth* — all magically forgettable!

\$42.50



HISTORY COMES ALIVE BY BEING SLIGHTLY LESS BORING THAN SCHOOL!

No
Refunds

The Great American Journey

Meg Chunder 304 pages

Felicity and Abigail are leaving their home in Richmond, Virginia to explore the wild frontiers of America! Will these courageous cousins survive the long, lonely trip to California and the many obstacles they'll face along the way? Things are looking pretty good, since they're flying business class on a 747!

\$10.95 \$9.95



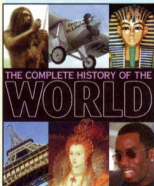
Save
Nothing!

The Complete History of the World

Marshall Phegley 48 pages

From the Big Bang to cavemen to the 1967 World Series to today, learn what happened during all 13.7 billion years! 48 exciting pages – plus stickers!

\$2.95



Expensive!

The Holocaust.

Jeremy McDeedles 126 pages

The shocking and heartbreaking story of the systematic execution of over 6 million Jews, homosexuals, gypsies and other minorities.

A grave and important tale for young readers to learn – as told from the perspective of "Strudel," Hitler's mischievous pet beagle! From the author of *Patches & Mandela* – *The Schnauzer That Helped End Apartheid!*

\$9.95



What Do
You Expect for
\$2.95?

Wheels of Change

Franklin Tubbings 777 pages

Clara is the first black student at Hawkins Middle School – and everyone's angry! Except for Belle, who wants to be friends with the new girl – until she decides it's just too much of a hassle. But will Belle's new lemonade stand raise enough money to get her that new bike? Only time will tell!

\$2.95

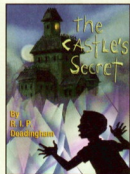
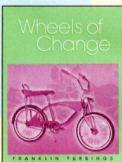


Miranda Hudge: Freedom Fighter

Tiffany Flump 215 pages

Read this amazing true story about a girl just like you! Well except that she spent her childhood freeing slaves, fighting censorship and working with the Queen – while you pretty much go straight home and eat Doritos in front of the TV!

\$11.95



The Castle's Secret

R. P. Deedlingham 287 pages

A mysterious couple is keeping Riley prisoner! Can his best friend Charlie uncover the secret of the Castle of Mirrors to save him? Yes, he can. Sorry if that ruined the ending... but you'll still buy it, right?

\$6.59 \$7.50

Sci-Fi, Fantasy, Thrillers and Who-Cares-Who- Dun-Its!

Includes
Pages and
Cover!

On the Run:

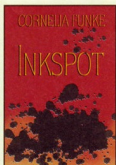
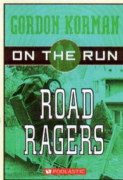
Road Ragers

Gordon Korman

160 pages

Aiden and May Falconer's parents are facing life in prison for a crime they didn't commit. With their parents trapped in jail with no way out, Aiden and May secretly travel the country with just one mission in mind – to have the coolest, most fun-filled roadtrip ever! It's non-stop fun from New York to San Francisco with no parents, no bedtimes, no curfews and no rules!

\$4.99



Inkspot by

Cornelia Funke 650 pages

Meggie's father, Mo, has the ability to bring characters to life, just by reading about them! While reading a story to baby Meggie, he brought the book's villains into his world – and accidentally banished Meggie's mother to theirs! Now, with no wife and a better understanding of his special powers, the thrilling series' conclusion finds Mo reading aloud from *Penthouse Forum*. What started as a tragic story concludes with multiple happy endings!

\$17.95



"A Summer to...Remember?"

J.B. Spookington 185 pages

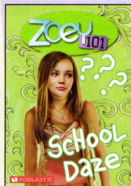
Lily has amnesia and can't remember she's the reason her hamster died 10 years ago – even worse, she's just moved to a new town and suspects that her neighbors may be vampires! Can Lily endure the Civil Rights tensions of 1964 – and her first real crush! – during a summer she won't soon forget?

\$7.95

New-ish!

NOT QUITE READING!

BOOK CLUB

**Zoey 101: School Daze**

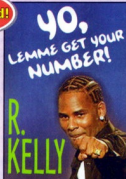
112 pages

Read this hilarious new adventure, based on the hit TV show that your parents yelled at you for watching too much — which is what started them nagging you to read more to begin with!

\$2-.95

No Longer
Printed with
Toxic Ink!

No Good!

**Yo, Lemme Get Your Number!**

by R. Kelly 86 pages

Girls in your class won't give you the time of day? Super-smooth R&B crooner R. Kelly is here to help! With over 75 pick-up lines GUARANTEED to work on teenage girls, you'll be mackin' in no time!

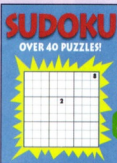
\$5-.95

VERY
Expensive!

Sudoku

Check out the ancient Japanese number game that's sweeping the country! 43 puzzles requiring intense concentration and problem-solving skills! It's like having extra math homework that you do just for fun!

\$5-.95 \$4-.50



Perfect
for Nerds!

What a Load of Craft!
Learn calligraphy, knitting, pottery and more!

Wendy D'Bendy 112 pages

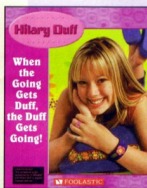
Now you can MAKE birthday and holiday gifts for all your friends — and you can take all the money you would have spent on them and just spend it on yourself! Like on more books! Right...?

\$14-.95

what a load of craft!

Learn calligraphy, knitting, pottery and more!

Guaranteed
Highest
Price!

**Hilary Duff: When the Going Gets Duff, the Duff Gets Going**

Jerome McTatertot 18 pages

She's one of the hottest stars alive! But what's she really like? What was her life like before she got famous? What makes Hilary tick? These questions and many more won't be answered by this 18-page booklet of trivia you already knew and photos from back when she was still on *Lizzie McGuire*! But it's glossy!

\$3-.25

Rejected for a
Caldecott Medal!

**MAD LIBS!****A Series of Uneventful Misfortunes**

48 pages

If you love the adventures of the Baudelaire Orphans, now you can write your own silly adventures. Pick the name of a new guardian for the orphans, a new alias for Count Olaf and a new town name and you're done! Come to think of it, it's not like *Lemony Snicket* does much more than that in each book anyway...

\$1-.95

Lame!

Personal Organizer and Spellchecker

Requires 7 D Batteries

Now you can organize your assignments, mark down important test dates, even check the grammar and spelling on your homework. The perfect tool to help you in your studies! At least that's what you'll tell your parents — they don't need to know that you only want it because you can also play "Hangman" on it!

\$12-.95

**101 Jokes, Riddles and Puns That Will Leave You Baffled**

Boyd Will B. Boyd 38 pages

"How many unicorns does it take to screw in a lightbulb? Eight... nine if it's a Wednesday!" "What do a flashlight and a substitute teacher have in common? They both love a leap year!" Plus 99 other weird jokes that make no sense! From the Creators of 101 Poorly-Translated Foreign Jokes

\$5-.50 \$4-.55





Teen People Beauty Guide

78 pages
Tons of tips for hair, make-up, skin care and more — straight from the stars and their stylists! Perfect for the teen looking to develop an unrealistic body image, devastating eating disorder or BOTH!
\$12.95

NEW!

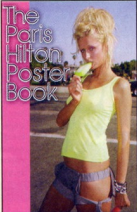


**FREE
WITH EVERY
\$10 ORDER!**

**This awesome Rubik's
Cube keychain that you can
pass off on your brother
next Christmas!**

ORDER FORM

	QTY	PRICE	AMT
Captain Underpants and the Day He Finally Put on Some Khakis		\$3.95	
Offroad the Big Red Dog and the Big Brown Carpet Slain		\$4.24	
Curious George and the CDial Testing Facility		\$6.50	
Everybody Poops... But, Man, What's Your Father Eating?		\$9.25	
General Fartpants and the Big-Butted Underwear Nerds of Toilet Town		\$3.50	
If You Leave a Mouse a Cookie on a Mousetrap		\$2.95	
The Berenstain Bears Hibernates for the Entire Story		\$4.50	
The Cat in the Hat Gets Fixed		\$6.50	
The Guinness Book of World Records — Just Pictures of Circus Freaks Edition!		\$4.25	
The Magic School Bus Hits Arthur and Drags Him 40 Feet		\$3.50	
The Very Hungry Caterpillar and the Even Hungrier Sparrow		\$1.95	
SpongeBob's Deep Sea Jokebook — 400 Jokes Where the Punchline is Always "Barnacle"		\$2.50	
Learn to Draw SpongeBob and Still Look Like You're Taking Notes in Class		\$3.75	
Batman Begins: The Novelization of the Motion Picture That Wasn't That Great to Start With		\$6.50	
Freddie 3: Return of the Frindle		\$2.95	
The Prince's Diaries by Freddie Prince Jr.		\$4.75	
Plutonium Stanley (Now in Scratch 'N' Sniff!)		\$3.50	
The Hardy Boys and the Case of the Kids Who Keep Making Fun of Their Last Name		\$4.25	
Nancy Drew: The Really Tough Case That She Didn't Even Bother With		\$3.75	
The Extreme Gamer's Ultimate Strategy Guide: Tic Tac Toe		\$4.95	
Garfield: Still Fat, Lazy and Unfunny — His 27th Book		\$5.50	
The Guinness Book of World Records You'll Really Hurt Yourself Trying to Break		\$4.75	



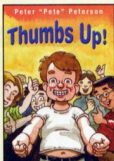
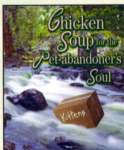
Chicken Soup for the Pet-Abandoner's Soul

370 pages
From flushed goldfish to puppies left on the side of the road, you'll love these 20 touching stories of pet owners and the animals they've completely lost interest in.
\$12.95

POSTER BOOKS — YES, THEY QUALIFY AS "BOOKS"!

**The Paris Hilton
Poster Book**
10 full-color, locker-sized
shots of Paris' most
awesome nipple slips
and upskirt shots!
\$2.99

**Cheap
Materials!**



Thumbs Up!

Peter "Pete" Peterson: 215 pages
Jake Framington is determined to be the best thumbwrestler in his class! But there's only one problem — he was born without thumbs! Does he have what it takes to gain the acceptance of his classmates, win the regional championships AND save his family's farm in the process?
\$4.95 \$5.95

KIDS' KORNER
THE BOOK YOUR MOM MAKES YOU
ORDER FOR YOUR LITTLE BROTHER AND
EVERYONE MAKES FUN OF YOU FOR!



Franklin's Big Trip

Paulette Bourgeois
12 pages
When Franklin trips and lands flat on his back, he's stuck! Unable to get up himself, and with no one to help him, he learns valuable lessons about positive thinking and the can-do spirit as he slowly loses consciousness and the hot summer sun scorches his helpless body. The exciting final adventure!
\$2.95

**Just Read the
Description,
Jerk!**

**Save
Nothing!**

Inspiring Inspirational Tales Sure to Inspire!



Too Little Too Late

Turk Pudding
3 pages
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**WHO'S BEEN
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FOR FAR TOO LONG?**

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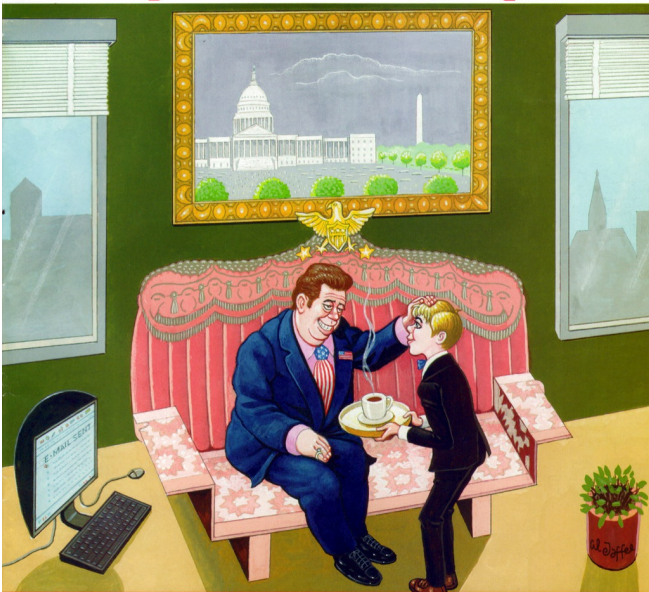
FOLD PAGE OVER LIKE THIS!



FOLD PAGE OVER LEFT



FOLD BACK SO THAT "A" MEETS "B"



**ALMOST EVERYONE HAS FOUND THIS NEWS
JARRING. IT STARTED WITH AN ORDER OF COFFEE.
SUDDENLY INSPIRED, HE WENT TO WORK.
GETTING A PAGE TO COMPLY IS SIMPLE WHEN YOUR
MISSION IS: BEND PAGE TO YOUR WILL AND FIND OUT
HOW TO KEEP IT SECRET. AND BECAUSE OF THE
GULLIBILITY OF MANY, IT HAS WORKED. THEIR UTTER
BLINDNESS IS BEYOND COMPREHENSION!**



WRITER AND ARTIST: AL JAFFEE



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MANIPULATING PAGES
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FOLD PAGE OVER LIKE THIS!



FOLD PAGE OVER LIKE THIS!



FOLD BACK SO THAT "A" MEETS "B"



FOLD BACK SO THAT "A" MEETS "B"



**AL
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GETT
MIS

GUL**

**AL
JAFEE.

GET YOUR
MIND OUT
OF THE
GUTTER**

**FFEE.

YOUR
MIND OUT
OF THE
GUTTER**





**POOP
WINS!**

A
SECRET
SCAN