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To keep the romance
alive, refrain from
describing your
B.M.s at the
dinner table.

FRONT COVER ARTIST:
MARK FREDRICKSON

One Fine Morning in Fallujah



52

MAD

MARCH 2005

NUMBER 451

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ALFRED E. NEWMAN

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Make A Dumb Wish Foundation™

My brother Adam is about to turn 40. He has subscribed to your magazine since he was 10 years old. I was thinking it would be funny if, while he was reading your magazine during his precious alone time on the toilet, he saw his name on your Letters Page. Happy Birthday, Adam!

Helaine Schneider, Orlando, FL

Along Came A Schneider — Here at the *Make A Dumb Wish Foundation™*, we love making dumb wishes come true. So, we're pleased to print the birthday salutations to your brother Adam. We have to ask you, though — are you sure the magazine he's spending all that time locked in the bathroom with is actually MAD? —Ed.

BETTER LATIN THAN NEVER

I'm a seventh-grader attending Pilgrim Park Middle School. In social studies, we will be studying Latin America. The reason I'm writing to you is because we have to pick our favorite company and you are my favorite. My first question is: Do you ship your products to Latin America? Also, do you use any products from Latin America? Also, I'm asking about some of the difficulties shipping to a different country. I would appreciate a response.

Matt Jaradeh, Elm Grove, WI

Haz-Matt — Yes, we do ship magazines to Latin America and yes, we do use products from Latin America. For example, we loooooove salsa! Also, Senior Editor Charlie Kadou gets all of his sweater vests from Guatemala (as well as many of his snack foods)! And finally, not a day goes by that we don't listen to the dulcet tones of Los Abogados, Nicaragua's answer to Hootie and the Blowfish. As they say in Latin America — Merci por vous letter-ol —Ed.

A MAN WITH MANY ISSUES

Just to let you know, I have been purchasing your magazine at the same store in Gloucester, MA since sometime in the 1970s. The store is "The Willow Rest" on Holly Street. The only problem is, the store was sold this summer. The new owners didn't have any magazines. So I signed up for a one-year subscription. Well, I begged the new owner of "The Willows" so much, now they sell MAD! So now I have to buy one from them and I get one in the mail, too! Do you have any ideas what to do?

Bernie Amero, Gloucester, MA

Bern Baby Bern — First of all, thanks for doing your part to boost our sales. Secondly, with an issue up for grabs each month, we're not the ones you should be looking to for suggestions. So we put it to you, dear readers — write to us and tell us why you deserve Bernie's extra issue of MAD each month. We will print the most heartwarming pleas in an upcoming issue. Remember, the better the letter, the more likely Bernie "Mr. Moneybags" Amero is to share the wealth! Good luck, and send your missives to: Amy "The Big Bernie" c/o MAD Magazine, 1700 Broadway, NY, NY 10019.



MAIL TO THE CHIEF

I hope you've sent a copy of your "Official Portrait" of Bill Clinton (MAD #445) to the Clinton library in Little Rock, AR!

L. Frazee, Gardenville, NY

Frazee in Love — Funny you should ask! The library actually sent a written request and even included a self-addressed stamped envelope for us to send a copy in. However, we just couldn't bring ourselves to lick that envelope! —Ed.

WAR OF THE WORDS

I seem to remember reading something years ago about the MAD magazine forbidden words. I was just wondering if you could print them again.

Mike Higginson, Waterdown, Ontario, Canada

Gettin' Higgy With It — Although there is no official list, it's known around the offices that there are certain words that should be used with great prejudice. They include: Jumbatron, willy-nilly, trousers, coldcuts and lozenge. (Which, when said within earshot of John Caldwell, throws him into a "berserker" mode.) You've been warned. —Ed.

THE BIG PUMPKIN

Once again, our annual MAD Jack-O-Lantern stencil inspired an onslaught of submissions from a group of crafty carvers with much too much time on their hands! We received too many to print, but below is a "gourd-geous" sampling. Thanks to all who sent in their "masterpieces"!

Zak Handrew, Hedgesville, WV

Ian and David Wilcox, Wilmington, DE

Barry Fries, British Columbia, Canada

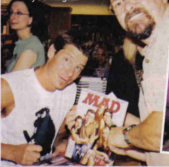
Jared Pockalny, Redwood City, CA



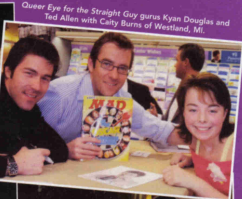
MAD CELEBRITY SNAPS

Sometimes there are 10 whole minutes in a day when we can't find a reality show on TV! Thankfully, we were able to fill that depressing void with this smorgasbord of reality TV "stars" on the pages of MAD! Congratulations to the following readers on their free MAD subscriptions!

Dan Johnson of Brookville, OH with the Trading Spaces and Extreme Makeover: Home Edition handyman... Ty Pennington



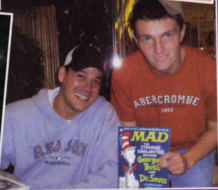
The Surreal Life's, Dave Coulier, posing with Andrew Cirocco of Mission Hills, KS.



Queer Eye for the Straight Guy gurus Kyan Douglas and Ted Allen with Caitly Burns of Westland, MI.



Chaz, also of The Surreal Life, sent in by William Baumann of Reno, NV.



Survivor castaway "Boston Rob" Mariano and Derek Sartanowicz of Medford, MA.

The Big Easel

I love your Joke and Dagger department so much, I decided to make as close a rendering of Spy Vs. Spy as I possibly could. It took a year of my life in woodshop to create this spectacle. With a few suggestions from my acclaimed woodshop teacher, Mr. Baker, I chiseled, whittled, sawed, sanded and painted this project.

Luke Slattery, Denver, CO

Slattery Will Get You Nowhere — "A few suggestions" from your woodshop teacher? We're guessing one of them was, "Put down that wooden doll and start making a damn napkin holder, pronto!" We're glad you stuck with it and we hope your poor, disappointed mother finds a place for all of those loose napkins! —Ed.

Hey, readers, if you've created any of our MAD characters out of unusual materials, send pictures of them to Amy "The Big Easel" c/o MAD Magazine, 1700 Broadway, NY, NY 10019.



Three faces of Luke's Spy Vs. Spy statue

PICKER TREAT

Here are the predictions for the Dolphins/Rams game played 10/24/04 which appeared in that day's *Miami Herald*. As you can see, only Alfred chose the Dolphins and he was 0-6 for his picks this season. Lo and behold, the Dolphins won! Please let me know what Alfred's picks for this year's Super Bowl are!

Archie Ryan, Dania Beach, FL

Ry Bread — Thanks for sending in the clip. We're not surprised to see Alfred associated with one of the losing teams in the NFL. As for the Super Bowl, look for the Yankees to take it in five! —Ed.



DAN LE BATAUD
• Prediction:
Dolphins 20,
Rams 17. What
me worry?
Season: 0-6.

AND THE EXPERTS SAY...

• Prediction: Rams 24, Dolphins 20. This game is a toss-up. I'd bet on the Rams. Season: 0-5.	• Prediction: Rams 23, Dolphins 21. I'd bet on the Rams. Season: 0-5.	• Prediction: Rams 27, Dolphins 21. I'd bet on the Rams. Season: 0-5.	• Prediction: Rams 24, Dolphins 20. I'd bet on the Rams. Season: 0-5.	• Prediction: Rams 22, Dolphins 20. I'd bet on the Rams. Season: 0-5.



ENVELOPE OF THE MONTH

In a truly monumental waste of time, this month's Envelope of the Month was sent in by Brad Zywiec of Columbus, NE and replaces Mount Rushmore's founding fathers with MAD artists (starting clockwise bottom left) Al Jaffee, Sam Viviano, Sergio Aragones, Richard Williams, Tom Richmond, Mort Drucker, Jack Davis and Kelly Freas — so much for "America the Beautiful!"



ALFRED E. NEUMAN LOOK-A-LIKE CONTEST

My name is Sam Gruber. I'm sending this picture in to enter my little brother, Eli Gruber, into the Alfred E. Neuman Look-A-Like contest. Over the years, my family has joked that he looks just like Alfred, so I decided to send it in and see what you think!

Sam Gruber,
Marietta, GA

Uncle Sam — Well done! That's great that your family is always joking about Eli's looks. We're sure he doesn't get enough of that at school! Please realize that the publication of this photo will be the last straw in pushing him into years of costly therapy! —Ed.



**NEXT MONTH IN MAD #452
ON SALE MARCH 15!**

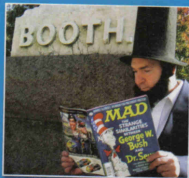
**OUR "CAN'T LOSE"
POKER ISSUE!**

**NEXT MONTH IN
COLOR CLASSICS #11
ON SALE MARCH 15!**

**ADAM SANDLER,
DILBERT AND A
SPECIAL DOUBLE-
SIDED POSTER!**

THE LAST MAD CEMETERY SNAP

Norman Bohn of Millertown, PA sent us this clever, yet historically inaccurate Cemetery Snap of assassin John Wilkes Booth. Stormin' Norman went one step further and dressed up as Wilkes' victim, the 16th President of the United States. "Honest Abe" Well, Norman, you got the stovepipe hat right, but missing in the often-photographed bowtie, his well-known mole and of course, his trademark gunshot wound to the skull. Congratulations on your one-year MAD subscription — we'll see ya at the theatre!



MAD

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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!

Fax MAD at 212-506-4848!



THE FUNDALIN

NEW DRUG WARNING LABELS WE'D LIKE TO SEE

WARNING: If this drug does not work on your child as indicated, consult your local military academy. Or, better yet, how about working on your parenting skills once in a while?



WARNING: Do not think about the ridiculously high price of this prescription or you'll just get depressed all over again.



WARNING: Do not exceed recommended dosage or you will be awake all day and then need to buy another misspelled product like NyTol to get to sleep.

Pinball Legend in High Rise Death Leap



The Upper East Side luxury co-op where pinball designer Donald "Flipper" McGowan, 43, took his suicide plunge. Dotted line shows trajectory of McGowan's fall as he tilted off his window sill, slingshotted off a combo of fire escapes, lugged back off an air conditioner, nudged the ledge, ramped off the building's awning, flipped off the bumper of a parked car and landed in the gutter.

BITTERMAN



I hate school.
All the kids ever do
is make fun of me.



They call me a nerd
because I make good
grades, then they call
me a wimp because
I can't play any
sports. I'm also the
only kid who doesn't
have a girlfriend.



You know, Nick, many
years ago when I
was in school, I was
awkward, too. I was
kinda nerdy, horrible
at sports, and all the
girls thought I was
physically repulsive.
But then I took action
and changed all that...

I dropped out.



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Lou 212-555-7988

RECUMBENT BICYCLE

I'm tired of riding around
with my long, gray hippie
hair, wearing spandex
shorts, a tie-dyed t-shirt and
a helmet with a rear-view
mirror on it and looking like
an A-hole. \$50

Marvin 555-3475

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Fax in

Upset
teach
for
or fax

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PAGES

MELVIN & JENKINS'

GUIDE TO ECOLOGY



Jenkins adjusts his toilet, in order to conserve 50% of the water



Melvin saves 100%, by doing all his business off the sides of highway overpasses.

PULL MY CHENEY



"I'll be the good puppet — you'll be the bad puppet."

The Cover We DIDN'T Use

CONSTABLE TANGUS SAUCINGTON



THE GODFREY REPORT

IN	FIVE MINUTES AGO	OUT
Twinkle In Your Eye	Spring In Your Step	Blood In Your Urine
Roommates	Houseguests	Hostages
Pink-Bellies	Purple Nipples	Face Franks



IMPORTANT INFORMATION FOR ALL USERS OF WINDOWS XP

It has recently come to our attention (after reading hundreds of articles and letters of complaint saying Microsoft totally screwed its customers) that there may be flaws in our XP software. More importantly, it's recently come to our *lawyers'* attention that we have to do something about it. These minor flaws have, to date, allowed hackers to steal hundreds of millions of dollars from the 50 million-plus XP users. While this amount is an insignificant pittance when compared to the hundreds of billions Microsoft has made off consumers such as you, and equally insignificant when compared to the \$45 billion personal net worth of Microsoft founder William H. Gates, we've nonetheless decided to get around to finally doing something about it.

We are pleased to announce that we have just released Service Pack2 (SP2) with the hope it can undo some of the flaws that were loaded onto your computer when you downloaded Service Pack1.

Be assured that SP2 will close many large security holes. Any new security holes that it will open will most likely be smaller...or at least different. We think.

SP2 will feature enhanced security features. It will automatically take all your financial information, including credit card info and bank account numbers and put them in a special unnamed folder. Anyone hacking your computer via the internet will just see a folder marked \$\$\$\$\$\$. There will be no hint as to what kind of information is inside!

Should any virus or worm manage to infect your computer, SP2 will immediately crash your system to prevent any theft of information, while simultaneously notifying Microsoft — so we don't download that icky virus onto our computers.

A robust Automatic Pop-Up Ad Blocker has been added! No more strange ads from companies offering you shady deals on mortgage rates, life insurance and inferior products that compete with ours!

And finally, SP2 will set your computer so it will perform more efficiently and download all updates automatically! We think.

Worries about downloading Service Pack2 are groundless because we are already working on Service Pack3 which will undo the further damage SP2 will do to your machine. Preliminary plans for SP4, SP5, SP6 and SP6.5 are also in the works!

THE FUNDALIN PAGES

CANDY HEARTS for MODERN LOVERS

I'M AMISH, TAKE THE BATTERIES OUT

MARRY ME—WE CAN ANNUL IT MONDAY

QUEER EYE FOR YOU STRAIGHT GUY

BE MY FRIEND WITH BENEFITS (NO DENTAL)

VIAGRA, LEVITRA OR CIALIS—YOU PICK!

CELEBRITY CAUSE-OF-DEATH BETTING ODDS

This month: **ASHLEE SIMPSON**

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

CAUSE OF DEATH

ODDS

Exhaustion from trying to prove she's not as dumb as sister Jessica.....	2:1
Slips doing "funny onstage hoedown dance" she always uses to cover up being caught lip-synching.....	3:1
Slap-fight with Jamie Lynn Spears over schedule mix-up at the "Less-Talented Little Sister Recording Studio".....	4:1
Commits suicide over shame of... getting caught lip-synching.....	43,780,000,000:1
looking like an total idiot on her reality-TV show.....	20,458,400,000,000:1
her next CD not climbing to #1 as fast as the first.....	5:1



GRAPHIC NOVEL REVIEW

The most successful comic strip ever, Charles Schulz's "Peanuts" transcended the funny pages. From TV specials to toys, from greeting cards to untested pharmaceuticals, the "Peanuts" brand is a global phenomenon.

Much has been written about the official October 1950 launch in just a handful of newspapers. Fewer realize that Schulz had actually been producing an early, tentative version of his strip for over a year before that, ironing out the kinks and getting ready to go national. That embryonic variant originally ran in just two newspapers: *The Minneapolis Red-Baiter* and *The Birmingham Isolationist*. Readers had never seen anything quite like "Peanuts." The very first installment set a fresh tone when, without warning, Shermey repeatedly kicked Charlie Brown in the groin. *The Anally Complete Peanuts*, 1949-50 faithfully captures these early, formative years.

The initial cast was small. No Lucy, no Linus, no Woodstock. For the first three years, a hallway coat rack was a recurring character. These tentative early efforts have not been seen since their original publication, because Charles Schulz felt they didn't reflect what "Peanuts" later became. An embittered two-week sequence, raging against the formation of NATO, now reads as dated.



360 pgs. \$29.95

THE PUZZLE NOOK

Which of the 6 choices best completes this phrase?

NEVER SAY _ _ _ IE!

1. D _ _
2. NO TO A GROUP _ _
3. "SPOCK OR DATA?" TO A TREKK _ _
4. WHAT'S A WEDG _ _
5. YOU WISH THEY'D MAKE ANOTHER ROCKY MOV _ _
6. THERE'S NOT ENOUGH MATT AND KAT _ _



MARCH 5, 1950

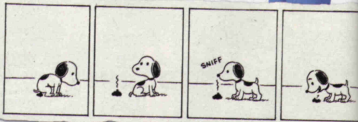
Fans picking up *The Anally Complete Peanuts*, 1949-50 will be forced to deal with even more radically different versions of their long-time favorites. The personalities are unformed and raw. Charlie Brown would later evolve into a beloved everyman with an inferiority complex. But here, in his earliest incarnation, he was an



undiagnosed psychotic. Even his famous zigzag shirt pattern started out as obsessive "cutting." "Peanuts" became famous for its whimsical melancholy, but the severe clinical depression of the original strip may surprise casual readers.

Along with Charlie, Shermey, the coat rack and Simon—an intense, forgotten character who has last seen decomposing in a drainage ditch in a 1950 strip that's reprinted for the first time in this collection—was the creation who would blossom into the star of the strip: Snoopy. The imaginative beagle would later become world-famous for his very un-dog-like behavior (writing a novel, fighting the Red Baron, trading arms for hostages). But the Snoopy of the late 1940s was just a normal poach.

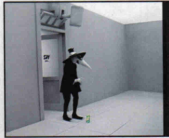
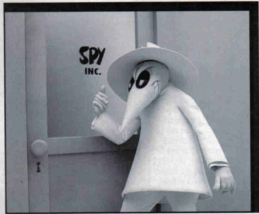
Now that they've collected Schulz's pre-history, publisher Pantheon/gravitas plans to reprint the entire 50-year run of "Peanuts" in biannual volumes, right through the strip's classic heyday and on through the years where every other episode had that friggin' Spike talking to a cactus. The series will be an indispensable addition to anyone's library. However, insurer Met Life's actuarial tables (with a Snoopy image on top) project that 14.2% of you will not survive to see the last volume's release, in 2016. Shop wisely.



DECEMBER 20, 1949

FRIENDS OF FUNDALIN

Ray Alma John Caldwell Tom Cheney Dick DeBartolo Desmond Devlin Duck Edwing Garth Gerhart
Gary Halligen Jeff Kruse Barry Liebmann Scott Maiko Patrick Merrell Kevin Pope Mike Snider Jack Syracuse





"WHOA" BE GONE DEPT.

Remember when Keanu Reeves played the focal point of unsuspected multi-dimensional evil trying to break through to everyday existence in *The Devil's Advocate*? How about when he followed that up by playing the focal point of unsuspected multi-dimensional evil trying to break through to everyday existence in *The Matrix*? And, uh, the same focal point in *Matrix Reloaded*? Not to mention *Matrix Revolutions*? So, just how many times is Mr. Excitement going to amble through the exact same part? Judging from his latest devils-and-angels FX-fest, Keanu intends to do it again and again. It's a...

CONS

Hiya! Satan here! I'm the ultimate personification of movie evil! So sorry, Harvey Weinstein, you just got bumped down to second place!

This sullen cardboard cutout is John Constant-them! When Johnny was a child, he was declared clinically dead for 2 minutes! After you see his mumbling performance in this film, you'll say he's got his record up to 90!

Our boy's got "Pizza Hut Lungs!" They have a double crust! And after the cancer gets him, his soul belongs to me. Constant-them's headed for a realm of unending smoke, and fire, and choking clouds of brimstone! Although, at the pace he burns through cigarettes, he might not notice the difference! When the Philip Morris Company had to pay off their \$2.6 billion anti-smoking settlement, half of the money was profits they made from HIM!

Father Hennessy-On-The-Rocks is a powerful empath and an alcoholic! His inner vibrations lead him to psychically connect with a corpse, which brand him with the same Satanic symbol that indicates my son Moron is ready to use a twin psychic as a fleshy portal between dimensions! Man, forget Hennessy-On-The-Rocks! If I had my druthers, they'd run a breathalyzer on the guy who wrote this ass-trolicous, convoluted screenplay!

The psychedelic pimp over here is Papa Mildriff! As you can see, he spends a lot of time rooting through Andre 3000's dumpster for clothes! He runs an eerie establishment that caters to a clientele of netherworld freaks and weirdos! It's like an Internet cafe, only less seedy!

ARTIST: HERMANN MEJIA

WRITER: DESMOND DEVLIN

TANT-THEME

This little chick with a nightstick is Angina Dudson! She's a Los Angeles cop with a twin sister! The L.A.P.D. started hiring identical twins in 1998! Smart move! It helps confuse the hell out of juries, while they're watching videotaped beatings!

Everybody in L.A. has their own personal assistant, but Spaz Chandler is just about the only one whose job description includes exorcising screeching demonspawn — that is, other than Angelina Jolie's assistant, of course! Spaz faces every challenge with spunk and sass! That's because there's only one thing that's older than the ancient curse of the fallen seraphim — the clichéd, wisecracking movie sidekick who talks "street"!

I don't want to call this one "ambiguous," but she puts the "bi" in "Bible"! It's Glockenspiel, the angel with attitude! She thinks that humans are filthy creatures who don't deserve salvation! Obviously she's been watching a lot of *Desperate Housewives*!



Bedpan is a black market trader in extremely rare artifacts! He can locate one-of-a-kind items, like the spear from Jesus' crucifixion, the shroud Moses wore to the mountain, or a movie offer that Chris Rock turned down! He's always helping Constant-theme ruin my evil plans, but I'll have my revenge! I keep leaving negative feedback on his eBay profile!

Lastly, there's Howbizarrel! He's one of my disgruntled employees! A character that makes a big splash before being consigned back to oblivion! It was perfect casting Gavin Rossdale in this role — he's the lead singer of Bush!

Is this the strangest thing you've ever seen?

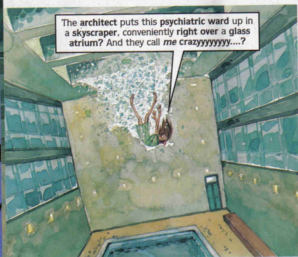
Nope! We're in a teenager's room! The only uncluttered spot for her to BE is that empty area on the ceiling! Quick! Bring me a full-length mirror so I can exorcise the demon within her and save her soul!

Where can I find one of those?

Are you kidding me? This is L.A., the most vain and self-absorbed location on the planet! By city ordinance there's one on every corner!

These holy relics are definitely authentic, right?

Without question, yes! Everything I sell is straight out of the Bible! Now, that'll be \$2,000 for Adam's apple, and \$3,000 for the funny bone of Moses!

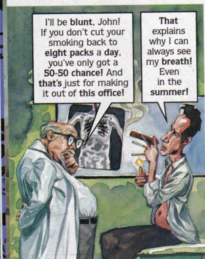


The architect puts this psychiatric ward up in a skyscraper, conveniently right over a glass atrium? And they call me crazyyyyyyy....?



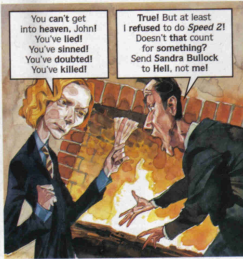
I'm investigating my twin sister's alleged suicide from the last panel, Mr. Constant-themel! It's certainly a weird place you've got!

Thank you! I pay \$850 rent, \$300 gas and electric, and \$1,200 a month for Venetian blinds!



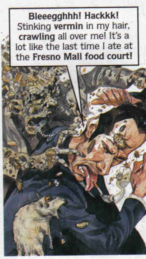
I'll be blunt, John! If you don't cut your smoking back to eight packs a day, you've only got a 50-50 chance! And that's just for making it out of this office!

That explains why I can always see my breath! Even in the summer!



You can't get into heaven, John! You've lied! You've sinned! You've doubted! You've killed!

True! But at least I refused to do *Speed 21*! Doesn't that count for something? Send Sandra Bullock to Hell, not me!



Bleeegghhhh! Hackkk! Stinking vermin in my hair, crawling all over me! It's a lot like the last time I ate at the Fresno Mall food court!



A computer search is a good way to find out John Constant-theme's background! And it's a GREAT way for lazy-ass screenwriters to squeeze in sorely-needed exposition! Hmm...I wonder if these nude photos of Satan were Photoshopped? Okay...here he is! Interests: standing alone against the Lord of Darkness and his army of demons! Alone?! So, he's single!

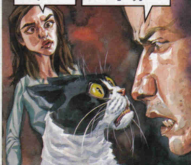


Look at these things! I wish I had The Bug Zapper of Bathsheba!



Are you sure you can locate my sister in Hell, by staring into Cuddiebuzz's eyes?

It's working! I can feel myself descending into the fiery realm of man's eternal agony! Either that or Cuddiebuzz is clawing my junk!



Oh, this is more like it! I'm most definitely in Hell now!

Flee, while you can! It's inhuman! They're showing the director's cuts for every screening! Even Zoolander!



Now I know how Satan's son plans to enter Earth! I must tell John immediately! But I have a compulsion to drink every bottle of liquor in this shop! Even though I'm drinking gallons, it tastes like every bottle is empty! Howbizarre's demonic force must be controlling me! Yeah, the cops'll believe THAT one when they pull me over for DUI!

Tsk, tsk. Shocking behavior from a man of the cloth.

The sad thing is, he's only the 3rd most wasted person in here!



Oh no! Bedpan is dead and covered in filth!

This is awful! Just awful! I'd assumed that the loud buzzing noise when I spoke to Bedpan on the phone was another bad connection! I cancelled my cell service for nothing!



I hope this bathtub stunt helps me reconnect with my dormant psychic abilities! Do I need to take off all my clothes for this?

Let me think... no!

Whaddaya mean NO?! Ya freakin' jerk! Now I hope Satan does kick your ass!



You killed my friend, the priest!
You killed my friend, the antiques dealer!
You've completely ruined this year's Secret Santa!

Taking fragile human souls and destroying them is what I do best! Well, me and Xbox game programmers!

Let's see! I'm up against a divine being, organically imbued with the powers of Satan and God Himself!
Clearly, my only rational move here is a punch in the mouth!



Dear God, it's horrible! An invisible hell-demon just kidnapped Angela! First her sister, now her! I haven't seen Satan take such a personal interest in one family since the Baldwins!



Where's the chair, Papa Midriff? By electrocuting myself, either I'll discover the details of Satan Junior's plan, or I'll be dead! It's a no-lose situation!

No can do, John! I'm entirely neutral! I'm Switzerland!

I think you're just too afraid to fight!

Okay, so I'm France, too!



Uhhhh! Guhhhh! Whoa!

Turn off the juice! He's flatlining!

No, that's just his natural monotone! He always says his lines that way!



This is where your 50,000-volt vision of the scavenger told us to go! But before we fight the demons, let's make sure we're properly equipped!

Holy water?

Dragon's breath?

Dramatic ambient lighting?

Check!

Check!

Check!

OFFICE DIRECTORY:

ENRON
KEND FLOOR
MALLIBURTON
BATH FLOOR
STARBUCKS INC.
BOTH FLOOR
WALT DISNEY CO.
STREET FLOOR
SATAN & SONS
BATH FLOOR

HELL



Yum, yum, delicious Red Bull!

Red Bull? I thought only holy water could stop demons like us!

Yeah, but the Catholic Church didn't want to pay for product placement, so we went with Red Bull!

Cough! Hack! There's just one catch to this! With all this liquid spraying, I actually have to stop smoking for 30 seconds!



Listen! That first demon you exorcised was trying to grease the interdimensional entryway for Satan's son! That's not allowed, but the loophole in an alternate Bible lets him cross over to our plane by possessing a psychic, and using her as a conduit! When the first psychic killed herself to thwart the plot, they needed a quick replacement! Luckily, her twin also happened to be psychic! The empath priest's amulet slowed them down, sure, but now they've got her AND the Spear of Destiny!

That makes no sense!

It does if you've just suffered a massive head injury! Time for me to die now...gack!

Ha Ha! Yes, that's right! The mastermind was ME, the angel Glockenspiel!

Wow, what a shock! There were about eight characters in this movie! Five of them are dead...one of them's the hostage...and one of them is me! It's harder to predict the winner in a game of Rock-Paper-Scissors!



Hello, Constantine!

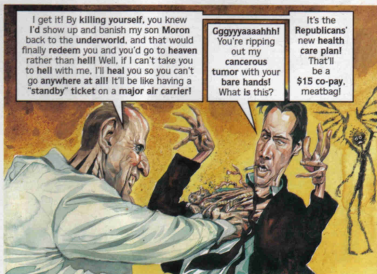
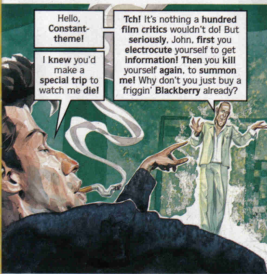
I knew you'd make a special trip to watch me die!

Tch! It's nothing a hundred film critics wouldn't do! But seriously, John, first you electrocute yourself to get information! Then you kill yourself again, to summon me! Why don't you just buy a friggin' Blackberry already?

I get it! By killing yourself, you knew I'd show up and banish my son Moron back to the underworld, and that would finally redeem you and you'd go to heaven rather than hell! Well, if I can't take you to hell with me, I'll heal you so you can't go anywhere at all! It'll be like having a "standby" ticket on a major air carrier!

Ggggyyaaahhhh! You're ripping out my cancerous tumor with your bare hands! What is this?

It's the Republicans' new health care plan! That'll be a \$15 co-pay, meatbag!



Take the Spear of Destiny and hide it! Somewhere where I can't find it! Somewhere where there can't possibly be a sequel to this mess!

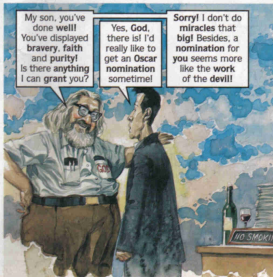
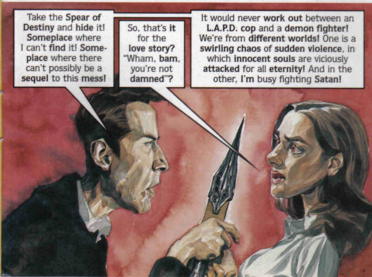
So, that's it for the love story? Wham, bam, you're not damned?

It would never work out between an L.A.P.D. cop and a demon fighter! We're from different worlds! One is a swirling chaos of sudden violence, in which innocent souls are viciously attacked for all eternity! And in the other, I'm busy fighting Satan!

My son, you've done well! You've displayed bravery, faith and purity! Is there anything I can grant you?

Yes, God, there is! I'd really like to get an Oscar nomination sometime!

Sorry! I don't do miracles that big! Besides, a nomination for you seems more like the work of the devil!





**I CAN'T BELIEVE I ATE
THE HOLY THING! DEPT.**

Last November, a 10-year-old grilled cheese sandwich made big news when it sold on eBay for \$28,000.



Its owner insisted it bore the image of the Virgin Mary [though it looked to us more like Rose McGowan with a bad perm] and that it brought her blessings. News of her amazing "discovery" inspired countless nimrods from coast to coast to scurry into their kitchens and scrutinize their own food preparations for deities and revered spiritual leaders. Soon, they too were put up for sale, as seen in these...

Other Images Figures

**CURRENTLY
BEING OFFERED**

**ST. JOHN
THE BAPTIST
IN VEGETABLE
POT PIE**



MOSES IN MEATLOAF



**BUDDHA IN
SESAME
NOODLES**



**JOAN OF
ARC IN A
SEAFOOD
BISQUE**



**BEEZEBUB
IN COLESLAW**



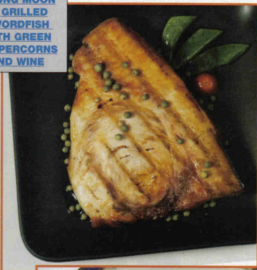
**REVEREND PAT
ROBERTSON IN
SPINACH KNISH**



of Religious in Food

ON **eBay**

REVEREND SUN
MYUNG MOON
IN GRILLED
SWORDFISH
WITH GREEN
PEPPERCORNS
AND WINE



GANESH IN
BABA GANOUSH



L. RON HUBBARD
IN MANICOTTI



MARTIN LUTHER IN
SMART BALANCE
BUTTERY SPREAD



THE 12 APOSTLES
IN A LARGE ORDER OF
CHICKEN McNUGGETS



MUHAMMAD
IN A
PANCAKE





Everybody likes playing video games! They're fun, fast and more entertaining than most primetime TV programming! (Take THAT, According To Jim!) But, like other things that feel good, they can become an obsession. Remember how concerned your parents were by all those fan letters you wrote to Tommy Vercetti? So discover whether you should check yourself into a 12-step program by asking the tough questions and paying close attention to...

JOHN CALDWELL'S

GLARING SYMPTOMS OF VIDEO GAME ADDICTION



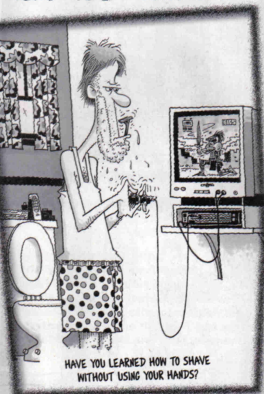
DO YOU HAVE MORE MARIO TATTOOS THAN
THERE ARE VERSIONS OF THE GAME?



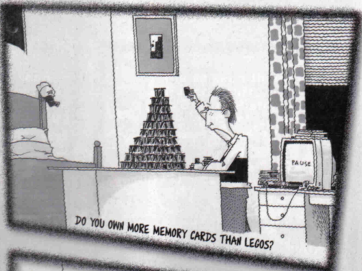
HAVE YOU EVER TAKEN A GAMEBOY ADVANCE TO A FUNERAL?



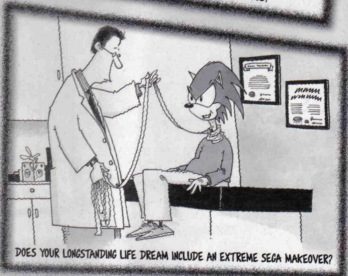
HAVE YOU EVER PUT OFF DIALING 911
JUST TO FINISH A GAME OF CRASH BANDICOOT?



HAVE YOU LEARNED HOW TO SHAVE
WITHOUT USING YOUR HANDS?



DO YOU OWN MORE MEMORY CARDS THAN LEGOS?



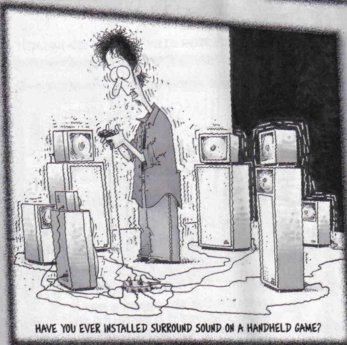
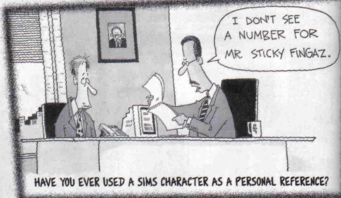
DOES YOUR LONGSTANDING LIFE DREAM INCLUDE AN EXTREME SEGA MAKEOVER?



ARE YOU CURRENTLY STALKING ANY
JAPANESE GAME DESIGNERS?

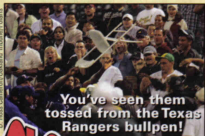


DID YOU EVER CAMP OUT OVERNIGHT IN FRONT
OF A VIDEO STORE. JUST TO BE THE FIRST TO BUY
A GAME NOBODY ELSE WANTED ANYWAY?



THE 13 LEAST ADDICTIVE VIDEO GAMES AVAILABLE TODAY

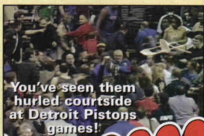
- STAR WARS: KNIGHTS OF COLUMBUS
- EXTREME BEACH METAL DETECTING
- Parallel Parkdown 2000
- DEF JAM SPELLING BEE TN
- PRO BASS FISHING LICENSE RENEWAL
- DUNGEONS & DRAG QUEENS
- BUDOKAI 3: POWER OF ATTORNEY
- MENOPAWS II FLASH OF FIRE
- ALLERGY ATTACK ZONE
- MORTAL KWILTING
- SUPER MARIO - MUTUAL FUND MANAGER
- grand theft auto
- STATEN ISLAND EATING DISORDERS
- PAC-MAN 2005



**You've seen them
tossed from the Texas
Rangers bullpen!**



**You've seen them
being launched
backstage at the
VIBE Awards!**



**You've seen them
hurled courtside
at Detroit Pistons
games!**

CARLSON FOLDING CHAIRS PRESENTS THE

CONCUSSION-ATOR 3000

The seat that can take — and give — a beating!

Now you, too, can bring
that glamour and excitement
right into the comfort of your own
home — clocking family members,
houseguests, and other unsuspecting
bystanders just like the stars and spectators
of televised sports and entertainment!!!

Just
3 easy payments of
\$19.95!

FEATURING:

- "E-Z Grip"™ textured seat & aerodynamic design for more accurate hurling!
- Plastic and metal construction wipes clean of beer, blood and other fluids!
- Double coat of enamel paint is near-impossible to chip — even after striking teeth, jawbones and skulls!
- "Swing-fast"™ joints let you fold and fling!



"As soon as I felt it
smash across the back
of my skull — I knew it
was a Carlson!"
—Jeffrey Lurie, arena
security guard



"When a riot breaks out,
I don't always have the
time or the tools to pry
up my bolted-down
stadium chair. With the
Concussion-ator 3000,
that's no longer a problem!"
—Tommy Seltzer,
MLB fan



"I'd never get the
players' attention
without it!"
—Tyson Jowels,
NBA fan



"Wil Carlsh, the
monkey butters the
waffle-jacks for all
the tabbycats..."
—Franklin Tubbings,
VIBE Awards Show
Attendee



☐ **Yes!** I want to be part of the excitement! Please have my
Carlson Concussion-ator 3000 rushed to me (just as friends and
loved ones will soon be rushed to the emergency room)! By
placing this order, I am also agreeing to purchase at least one
(1) copy of Ron Artest's new rap album — what I do with it is
entirely up to me. I realize that if I am not 100% satisfied with
my chair, I can return it at any time, provided it is not dented,
stained, or being held as police evidence.

Name _____
Address _____
Vise _____ MasterCard _____ American Express _____

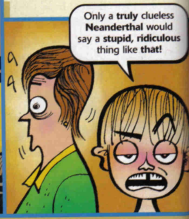
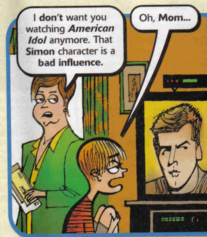
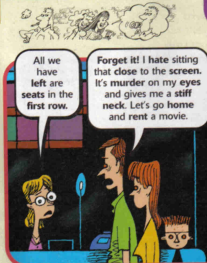
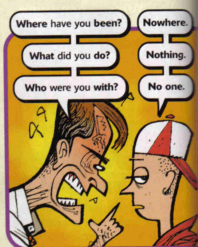


**A MAD AD
PARODY**





The MAD WORLD of... KIDS VS.



PARENTS

It's so frustrating. Getting Brendan to tell you anything is impossible!

He went to the movies with Alison and then they snuck into the basement and made out.

How'd you get him to tell you all that?

I read it on his blog!

Hey, remember in high school how we carried condoms in our wallets for months, hoping to get lucky?

Yeah. Boy, I'm glad those days are over!

Now I do the same thing with Viagra!

What are you doing?

I'm IN-ing my son on his cellphone.

You mean IM-ing. You're "Instant Messaging."

No, I'm IN-ing — "Instant Nagging."

I got the new Eminem CD yesterday, but it's totally ruined.

What happened? You scratch it?

No. My mother bought it for me!

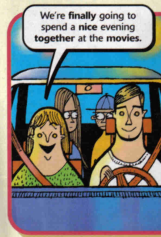
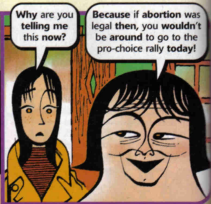
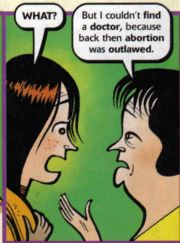
Potato chips! Pretzels! Soda! You have to stop eating this junk.

Why? That's what dad eats!

Exactly.

ARTIST: MARC HEMPEL

WRITER: STAN SINBERG





Duke Bissell's TALES OF UNDISPUTED INTEREST

I HAD JUST MET A NEW GIRL ON THE INTERNET SO I THOUGHT I WOULD TAKE HER SOMEPLACE SPECIAL.

DO THEY HAVE CLEAN TOILETS HERE?

THE LAST PERSON I TOOK HERE JUST HELD IT IN.

"AUDIENCE PARTICIPATION GRECO-ROMAN WRESTLING"

TONIGHT 10 TO ?



THE EVENING REALLY WASN'T WHAT I EXPECTED, SO I ENDED UP TAKING HER HOME EARLY.

I HAD FUN BUT I REALLY NEED TO CHANGE MY IDENTITY AND MOVE TO A DIFFERENT STATE.

I LIKE TRAVEL.

EVEN THOUGH SHE DIDN'T RETURN MY CALLS, THE ENSUING WEEKS WERE FRAUGHT WITH ANTICIPATION.

BUS STOP

SHE DISCONNECTED HER PHONE. I THINK SHE'S PLAYING HARD TO GET.

THAT'S NICE BUT IF YOU'LL EXCUSE ME NOW I REALLY NEED TO CHANGE MY IDENTITY AND MOVE TO A DIFFERENT STATE.

EVENTUALLY YEARS WENT BY AND I MET SOMEONE ELSE ON THE INTERNET.

THINGS TO FORGET

I SHOULD NEVER HAVE E-MAILED ROCKO THOSE PHOTOS OF MYSELF.

HEY DUKE, HOW'S IT HANGING?
ROCKO

THEN OUT OF THE BLUE I GOT A PHONE CALL FROM DORIS.

AS A RESULT OF OUR DATE, I HAD TO GO THROUGH SIX YEARS OF PSYCHOTHERAPY AND A DOZEN MOOD STABILIZING DRUGS. I'M ALL BETTER NOW SO I THOUGHT YOU'D LIKE TO GO ON ANOTHER DATE.

CAN YOU WEAR THE SAME FRAGRANCE THAT YOU WORE LAST TIME SO I'LL RECOGNIZE YOU?

BUT THEN, AS IT TURNED OUT, SHE STOOD ME UP ANYWAY.

HAVE YOU SEEN A WOMAN AROUND HERE WHO SMELLS LIKE AN INTOXICATING AMALGAMATION OF FURNITURE POLISH AND RUM?

BUZZ OFF, PAL. I'M TRYING TO GET LUCKY WITH THIS BABE.

TO ?

DO THEY HAVE CLEAN TOILETS HERE?



SERGE-IN GENERAL DEPT.

Sergio Aronson Presents A MAD LOOK



AT CHEATING









THE PLAY-BY-PLAY'S THE THING DEPT.

'Tis time, dear reader, to turn away from the tube with its condescending Costas, its maddening Madden and its vile Vitale, and hearken once again to the words of the immortal Bard, as MAD presents...

William

SPORTS COMM

"Who knows himself a braggart, let him fear this; for it will come to pass that every braggart shall be found an ass."

All's Well That Ends Well — Act IV, Scene III



"O piteous spectacle! O bloody times!"
Henry VI, Part Three — Act II, Scene V



"Eating the bitter bread of banishment."

Richard II — Act III, Scene I



"Now is the winter of our discontent."
Richard III — Act I, Scene I

Shakespeare,

ENTATOR



"True it is
that we
have seen
better days."

*As You
Like It —
Act II,
Scene VII*



"His days and times are past."
Timon of Athens — Act II, Scene I

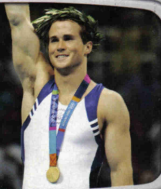


"What ugly
sights...
within
mine eyes!"

*Richard III —
Act I,
Scene IV*

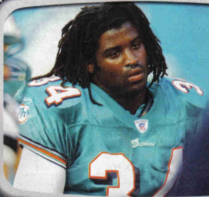
"What's
done
cannot be
undone."

*Macbeth —
Act V, Scene I*



"Has this
fellow no
feeling
of his
business...?"

*Hamlet —
Act V, Scene I*



"To be
or not
to be..."

*Hamlet —
Act II,
Scene II*



"O ye gods, ye gods! Must I endure all this?"

Julius Caesar — Act IV, Scene III

You can't sleep, you're anxious all the time, everything you see reminds you of one special person. You're in love or you're just kind of crazy! It's not easy to be either — but if you're both, you're really going to need:

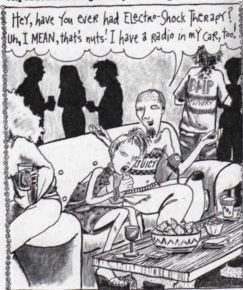
1. Eye Contact

An alluring glance does not include drooling, self-touching or creepy half smiles.



2. The Pick-up

Establish a pretense of common experiences to justify the urge to mate.

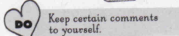


Dating Tips FOR THE Mentally Unstable

3. The Onset of Dating

Think of someone half-way normal and try REALLY hard to act like that.

Slowly reveal slight idiosyncrasies using the occasional white lie.



4. Post-date Communications

Use one of your multiple personalities (perhaps "Timmy, the Engaging Liar") to explain troubling background noises on the ward.



When the voices tell you 178 text messages will make her feel special, remind them of the pesky restraining orders in the past.



Refrain from sending email attachments that include images of animal genitalia, parole board newsletters or online coupons for breast implants.



5. The Kiss

Nothing says "the end" like a wad of your pastrami melt making the mid-smooch mouth transfer right after you've whispered creepy nothings in her ear.



6. Doing It

To encourage cooperation with your specific romantic needs, be sure to keep complimenting her.



School

Three times a week. Wow... he really is healthy!

Impressive, eh?

DO

Refer to your shrink as your personal trainer.

DON'T

Include hand-washing as your favorite sport.

Gibberish rusty borakoloonana shakenee.

DON'T

Speak in tongues.

DO

Control the urge to sniff your fingers.

7. Opening Up

The hormones that govern this crucial period allow your true damaged, demented nature to be exposed and accepted through the haze of newfound love.

I told you about that affair with my Mom, right?!

Yeah.

...and how I eat scabs... anyone's scabs?

Yup.



8. Commitment

Make it clear that when you say you don't want to be committed, you don't mean to her, but to another mental institution.



9. Meeting the Family

It is suggested that you provide plenty of alcohol, and perhaps a weapon, for this nerve-racking occasion.



10. Popping the Question

If, by some act of God (or pharmaceuticals) you've managed to win her heart - without actually cutting it out - see if she's desperate enough to marry you.



11. The Homestretch

And so, pledge your unnerving love and shuffle through the medicated haze, down the aisle into the rest of your life.



Love Hints

When sharing childhood memories, make the "living in a crate" part sound like it was fun.

Remember that girls tend to get bored with things like sports, statistics and manifestos.

If she comments on your high speed facial ticks, explain that they're the result of being struck by her captivating beauty.

Never refer to her cooking as "as good as when I was in the group home."

To keep the romance alive, refrain from describing your B.M.s at the dinner table.

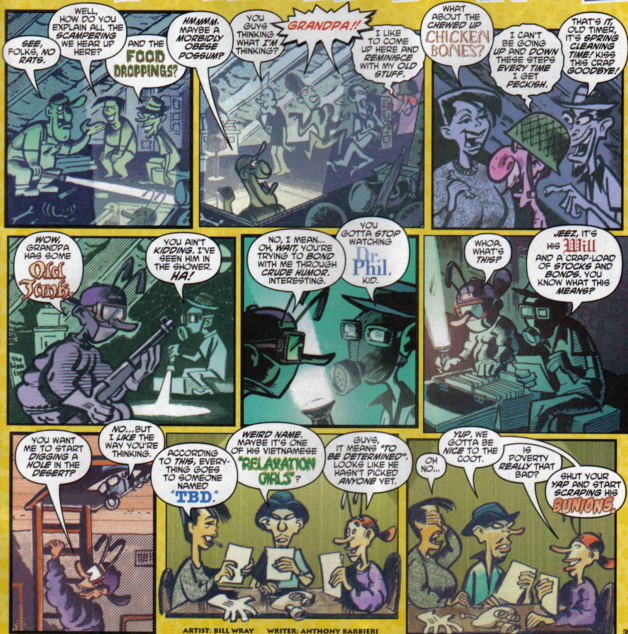


Any probate lawyer will tell you, where there's a will, there's a way. It's...

MONROE

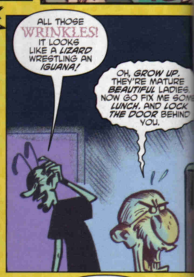
and...

The INHERITANCE





"SEE 'MONROE AND... THE BIG APPLE' (ISSUE #433)!"





WHAT A GOOD BOY!
OOO, DON'T
BEND THE
TOE SCABS.

RETAIN!



I CAN'T
GET THE
RANCID FOOT
SMELL OUT OF
MY HANDS.

IN THAT CASE
YOU WON'T MIND
WRINGING OUT MY
DELICATES.

WHY
DON'T YOU
JUST THROW
THEM IN THE
WASHER?



I'M OLD
FASHIONED, BESIDES,
CAN'T RISK THEM SHAKING
AND LITTING OFF THE
CIRCULATION TO MY
**STARS AND
BARS.**

WABBY
TOO MUCH
INFORMATION!
NEVER MIND!
I'M ON IT.



THIS ISN'T
WORKING.

OF
COURSE IT
IS, YOU'RE
DOING
GREAT.

JUST DON'T
FORGET HIS
HEATING PAD AND
HEMORRHOID
CREAM SCRUB.



I CAN'T DO
THIS ANYMORE.
WHAT GOOD IS
MONEY IF I'LL END UP
GOING
OUT MY
BRAIN TO STOP THE
MEMORIES?

THAT'S
IT!



WHAT? I?
GET AWAY
FROM ME! I'M
WARNING
YOU.

NO,
WE NEED
TO GOUGE
OUT HIS
BRAIN.

HOLD
ON, HE IS
STILL MY
FATHER...



OOOOO!
IT IS I, THE
SPIRIT OF YOUR
OLD WIFE.

WHAT
THE...? I WASN'T
DOING ANYTHING!
THE **Cialis**
HASN'T EVEN
KICKED IN
YET!



WHAT?
LUCK! ANYWAY...
YOU ARE GOING
CRAZY! I AM A
GHOST!

YOU DON'T
SOUND LIKE
HER, NOW DO
I KNOW IT'S
REALLY
YOU?



UH...
I USED TO
ALWAYS GIVE OUR
GRANDSON REALLY
CRAPPY DIETETIC
SANDY
REMEMBER?

THAT'S
RIGHT LORDY,
IT IS YOU! NOW
GIVE ME SOME
MOLASSES.
DOLL, I'VE
MISSED YA!



HE'S
FRENCHING
ME! HELP!
PULL ME UP!
PULL ME
UP!

UGHHH!
HE'S TOTALLY
INTO ME! I THINK
WE JUST WENT TO
**SECOND
BASE.**

YOU
CAN'T KEEP
YOUR INNOCENCE
FOREVER.

WHAT THE
HELL IS WRONG
WITH YOU TWO?
WHAT IS THIS
ANYWAY?

WE'RE
GONNA MAKE
GRANDPA THINK
THE WORLD TURNED
UPSIDE DOWN.
THAT'LL MAKE HIM
NUTS FOR
SURE!

TRUST
ME, I GO
NUTS ENOUGH
LIVING HERE.
WHAT THE HELL
IS GOING
ON?

UH...
REDECORATING?

**FENG
SHUI?**

OH, ENOUGH
ALREADY! GRANDPA
WE FOUND YOUR
STOCKS AND BONDS.
WE WERE TRYING TO
MAKE YOU GO BATT
SO WE COULD
GET THEM.

I FORGOT
ALL ABOUT
THOSE! SO ALL
YOU LOVED ME
FOR WAS MY
FORTUNE?

"Love"

NEVER ENTERED
INTO THE PICTURE
HONEST.

THAT'S
TRUE.

Hmmmm...
I GUESS
I HAVE SOME
THINKING TO
DO.

WE'LL
LEAVE YOU
ALONE. THERE'S
A STEPLADDER
IF YOU WANT
TO LIE IN YOUR
BED.

LATER...

HE'S BEEN
IN THERE A
LONG TIME. MAYBE
HE HAD AN
EMBOLISM.

DOES THAT MEAN
I CAN TAKE
OFF THE
DRESS
NOW?

BETTER
PLAY IT SAFE
AND LEAVE IT
ON.

I'M
GOING
IN.

HE
LEFT A
NOTE:
**HE'S
GONE!**

Dear Family -
THANKS for finding
me old stocks and
my old CASHING
bondo. I'm CASHING
them in and going on an
tour of THAILAND.
See you in a month.
Grandpa.

I GUESS
THE CIA IS
FINALLY
KICKED
IN.

THERE
GOES MY
SPIN VACATION.
I CAN'T BELIEVE
WE COULDN'T
DRIVE HIM
MAD.

LOOK AT
THE BRIGHT SIDE;
HE'LL PROBABLY
GET **BRAIN
FEVER**
IN SOUTHEAST
ASIA.

AW,
YOU'RE
JUST TRYING
TO CHEER
US UP.

COME ON --
I FOUND A GREAT
NEW WEB SITE
YOU'RE GONNA
LOVE.

OKAY...
BUT TAKE
OFF THE DRESS.
YOU'RE STARTING
TO CREEP EVEN
ME OUT!

TONY B.
BILL V
WRA!



Duke Bissett's TALES OF UNDISPUTED INTEREST

ONE DAY I GOT A NOTICE THAT I HAD NEGLECTED TO PAY \$450 DOLLARS IN PARKING FINES.



NOTHING WAS RESOLVED AND BY THE TIME I GOT OUT IT WAS SO LATE THE BUSES WEREN'T RUNNING SO I HAD TO GRAB A CAB.

I WAS SURPRISED TO SEE YOU FLAG ME DOWN, IN THIS NEIGHBORHOOD I PICK UP MOST OF MY CUSTOMERS OFF THE SIDEWALK AFTER THEY'VE BEEN ROBBED AND BEATEN TO A PULP.



SO I IMMEDIATELY WENT DOWN TO THE DEPARTMENT OF MOTOR VEHICLES TO STRAIGHTEN IT OUT.

I'LL HAVE TO SEE SEVEN FORMS OF IDENTIFICATION AND A PHOTO OF YOU WITH YOUR CAR.



THE CAB DRIVER MUST HAVE TAKEN A WRONG TURN BECAUSE IT TOOK US 14 HOURS TO REACH A PLACE THAT WAS NOWHERE NEAR MY APARTMENT.

I HOPE YOU LIVE SOMEPLACE AROUND HERE BECAUSE YOU'RE NEVER GOING TO FIND A CAB IN THIS NEIGHBORHOOD.



LUCKILY I REMEMBERED A COUSIN OF MINE LIVED IN THE NEIGHBORHOOD.

DUKE! I HAVEN'T SEEN YOU SINCE YOU RAN OVER ME WITH MY OWN CAR.



WHEN I FINALLY GOT HOME THERE WAS A MESSAGE ON MY ANSWERING MACHINE FROM THE D.M.V. CLEARING EVERYTHING UP.

SORRY FOR ANY INCONVENIENCE. THE CAR WITH ALL THE TICKETS BELONGED TO YOUR COUSIN. SO WE ARRESTED AND WHEELED HIM IN THIS MORNING!



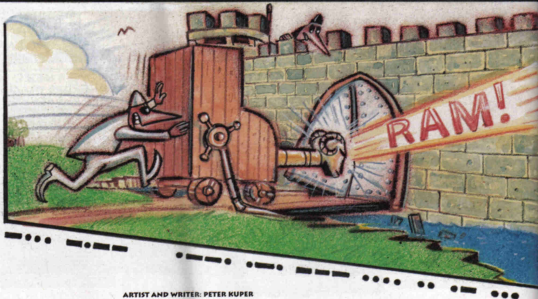
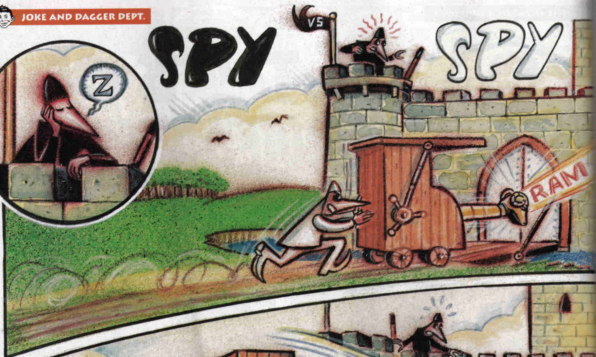
P.C. VEY



SPY

V5

SPY



SPY vs SPY





DISC, TOO, SHALL PASS DEPT.

If the high-pitched whine emitting from recording industry executives is any indication, the availability of music online is killing their business. They fear that it's just a matter of time before CDs become totally obsolete, like rotary phones, Betamax VCRs and Al Gore! Could it actually happen? The happy news is YES! And besides not having to shell out \$18.99 for a disk that cost about four cents to produce, here are some other...

THINGS WE DEFINITELY WON'T MISS ABOUT BUYING CD's

Boxed sets, whose beautiful packaging make you forget that it's probably a mistake to shell out seventy bucks for five alternate versions of "Free Bird."

"Digitally remastered" albums whose improved sound quality is abundantly clear to .004% of all listeners.

Record companies' desire to bleed every penny out of their back catalogs, resulting in embarrassing oxymorons like *The Very Best of Oingo Boingo*.

Used CD stores, whose owners share a noble vision: to supply the American public with as many severely scratched Limp Bizkit albums as possible.

ARTIST: TOM BUNK
WRITER: JACOB LAMBERT



Portable CD players, which allow you to walk freely and enjoy home-stereo sound quality, so long as you don't do anything wacky, like move your arms or legs.

The feeling of dread and despair that overcomes you after realizing you've accidentally bought the "clean" version of the hot new rap album.

Moby's preachy liner note "essays" — unless you enjoy reading stuff like, "We will find ourselves living in Utopia only when we return to the glorious days of rooster-bartering."

Compact discs' impossible-to-open super-shrink-wrapped packaging, which Wolverine himself would have trouble with.

The once-controversial "Parental Advisory" label, which has been around for fourteen years, and has successfully "advised" roughly the same number of parents.

A SNEAK PEEK AT THE



ESPN3 SUNDAY 4:30PM
ULTIMATE PENMANSHIP



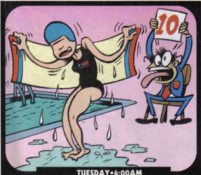
MONDAY-9:00PM
ESPN3 ICE HOCKEY FOR THE BLIND



ESPN3 FRIDAY • 2:30PM
FETAL PIG HACKY SACK



THURSDAY • 6:30 PM
FAT GUYS SMOKING CIGARS AND PLAYING TWISTER



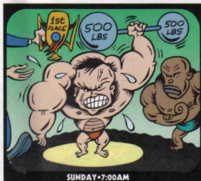
TUESDAY • 4:00AM
DAMP SWIMMERS
TOWELING OFF



WEDNESDAY • 8:00PM
ANGRY OCELOT
SPEED-SHAVING



ESPN3 SATURDAY • 9:30PM
CLASSIC 1985
"OFFSIDES" CALLS



SUNDAY • 7:00 AM
WORLD'S STRONGEST DWARF COMPETITION



MONDAY • 10:30PM
JEOPARDY!: THE PUNCH
DRUNK BOXER EDITION

ARTIST: PETER BAGGE
WRITER: DESMOND REYLIN

ESPN3

PROGRAMMING LINEUP



ESPN3 WEDNESDAY • 4:30PM
BLOOPS, BLUNDERS AND LOWER-BODY PARALYSIS!



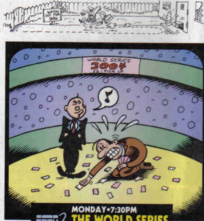
ESPN3 SUNDAY • 4:30AM
AMISH NASCAR



ESPN3 THURSDAY • 4:30PM
RENAISSANCE FAIRE CHARACTER SNOWBOARDING



ESPN3 SATURDAY • 4:30AM
THE INCREDIBLY UNEVEN PARALLEL BARS



ESPN3 MONDAY • 7:30PM
THE WORLD SERIES OF 52-PICKUP



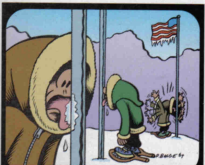
ESPN3 SUNDAY • 6:00AM
FUEL-INJECTED DRAG RACER KEYING



ESPN3 SUNDAY • 2:00PM
ORGAN SPEED-DONATION



ESPN3 SUNDAY • 1:30AM
CANADIAN COUPON CLIPPING



ESPN3 WEDNESDAY • 11:30PM
FLAGPOLE-LICKING FINALS (FROM NOME, ALASKA)



IT'S ADS-KICKING

MADISON AVENUE SMACKDOWN puts you in control of the biggest company mascots and commercial characters, in the meanest grudge match ever to hit the advertising world! One-on-one confrontations and online battle royales transform your cartoon pitchman from cute and cuddly to down and dirty. Unleash deadly powers and fighting moves, cripple and maim corporate shills, until you become Champion!

**FORGET VICE CITY!
FORGET SAN ANDREAS!**

**FOR BRUTAL
FIGHTING ACTION,
GET TO
MADISON
AVENUE!**



Unleash the ultimate in destructive enchanted power as the Keebler Elf and Lucky the Leprechaun engage in a beatdown that's magically malicious!



In Advanced Skill Level, hated rivals Captain Morgan and the Beefeater Gin Guy go shot for shot!



When breakfast divas Hunt Jemima and Mrs. Butterworth clash, one will end up battered!



Choose from two powerful Colonel Sanders fighting modes — Original™ and Extra Crispy!™


PlayStation 2


ECH BOX


MADISON AVENUE SMACKDOWN

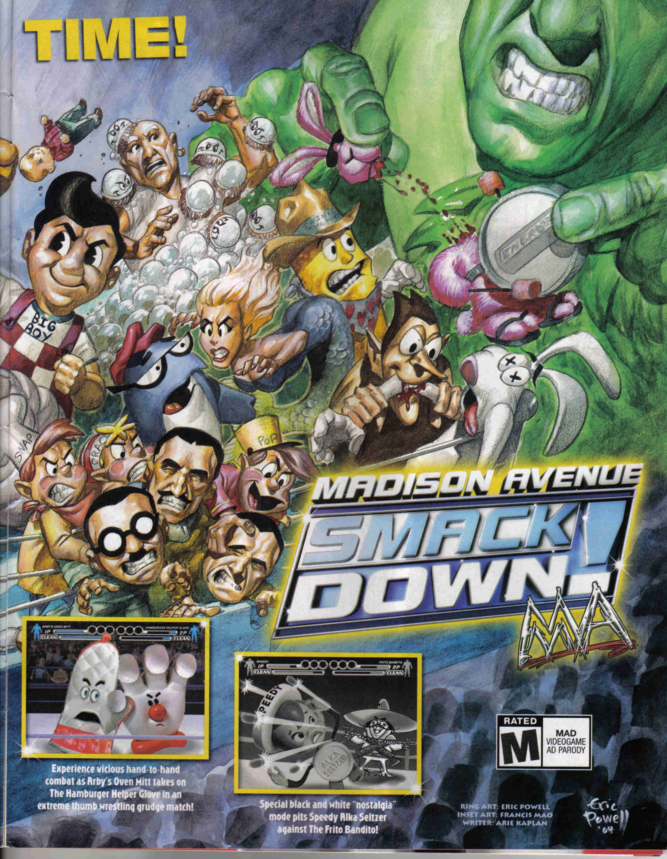
Available at:


EB
GAMES
ENTERTAINMENT
BOUTIQUE

**WORST
BUY**

GameStop

TIME!



MADISON AVENUE SMACKDOWN!



Experience vicious hand-to-hand combat as Arby's Oven Mitt takes on The Hamburger Helper Glove in an extreme thumb wrestling grudge match!



Special black and white "nostalgia" mode pits Speedy Rikz Seltzer against The Frito Bandito!

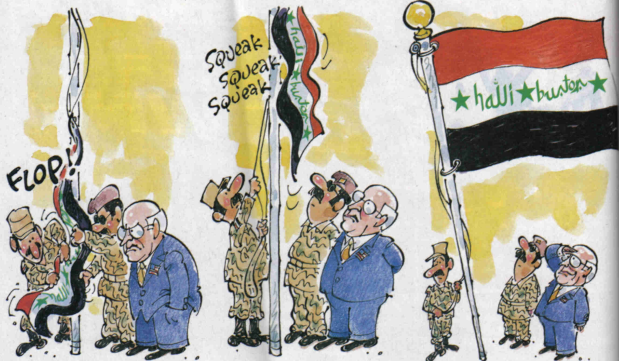


RING ART: ERIC POWELL
INSET ART: FRANCIS MAO
WRITER: ARIE KAPLAN

Eric Powell
'04



One Fine Morning In Fallujah



WHAT IS THE
HOTTEST NEW
FAN GIVEAWAY
AT SPORTS
STADIUMS?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

At every sporting event, anxious fans line up not only for the thrill of the game, but for the team's giveaways. From hats to Beanie Babies, from bobbleheads to totebags, the teams are always trying to give the fans more. To find out what the latest hot freebie is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD PAGE OVER LEFT

FOLD BACK SO THAT "A" MEETS "B"



BRINGING FUN AND PLEASURE TO FANS IS OF UT-
MOST IMPORTANCE TO SPORT EXECS. REAL
SPECTACULAR GIVEAWAYS HELP AN ADMINISTRATOR
BEGIN TO IMPROVE ATTENDANCE AND TV RATINGS

ARTIST AND WRITER: AL JAFFEE