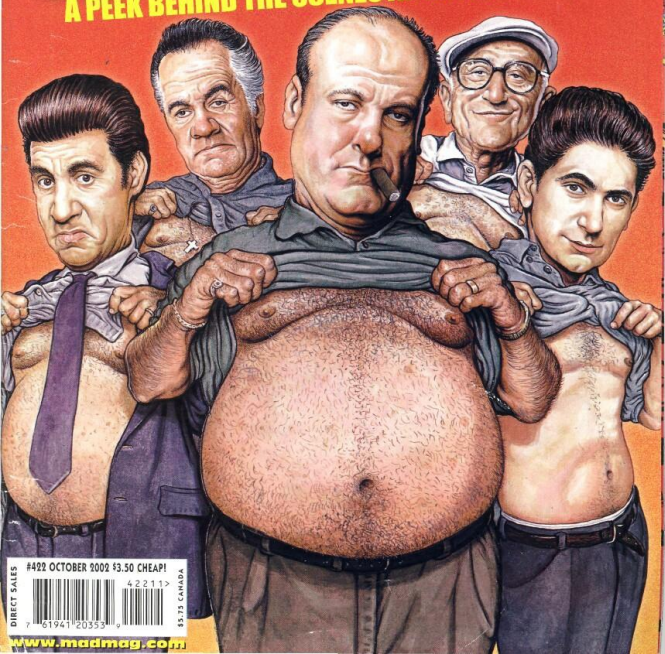


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GANGSTERS GONE WILD!
A PEEK BEHIND THE SCENES AT THE SOPRANOS



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4 2 2 1 1 >
7 61941 20353 8
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www.madmag.com



As we sadly reported in issue #420, MAD artist and writer Dave Berg passed away on May 16th. Here is a small sampling of the many kind condolence letters we received.

I don't mind telling you that I'm writing this through teary eyes. I have been planning to write to Dave and thank him for the tremendous joy he gave me for over 35 years of reading his cartoons. This guy deserved the Nobel Prize for Humanity.

Iris Lahav, Glen Iris, Australia

It was with deep sadness that I learned of the death of Dave Berg. I never knew of MAD Magazine without his *Lighter Side of...* feature.

Robert Becker, Northford, CT

Thank you Mr. Berg for the many laughs and smiles. Roger Kaputnik will forever be missed.

Necessary Impurity, Via madmag.com

For as long as I have been alive, Dave Berg's *The Lighter Side of...* has been the literal heart of MAD Magazine. Mr. Berg's strips were always reflective of the history of the times. He will be greatly missed even by those of us who knew him only through his work.

Harold Jenkins, Olyphant, PA

Another great has passed away. E. Park, Holdenville, OK



It is a sad loss, but we can be thankful that we had the opportunity to laugh along with him.

Tony N., Arleta, CA

For almost 40 years, Dave has been a part of my life through his art. I remember the first time my mother caught me reading MAD in the bathroom, she thought I was nuts!

George Manno, Via E-mail

I have been reading MAD Magazine since 1959. I'll really miss the feature in your rag that was written and drawn by the incomparable Dave Berg. His work is timeless.

Henry Finkelstein, Brooklyn, NY

Thanks for sharing your Berg's-Eye View with us, Dave. You taught me how to appreciate the irony in everyday situations when I was only nine years old. It has served me well ever since. So long, old friend.

MoGeo, Via madmag.com

WASTE OF SPACE

Rarely has the appellation "the Usual Gang of Idiots" been so appropriate. You choose the most closely scrutinized series in the history of broadcast media (*Star Trek*) and the most argued about and nipped-and-tucked extension of the franchise (*Enterprise*), in MAD #420, for a parody, and you get the rank of one of the bridge crew wrong? Mayweather (Bedwetter) is an ensign, not a lieutenant. Is it humanly possible that there are no Trekkies in a geek-magnet office like your own? Do you have no interns to spare five minutes of Internet research? Or were you deliberately trying to emulate the lack of continuity shown by current producers Rick Bergman and Brannon Braga by handing out random promotions? And if you're going that route, why couldn't you have given *Voyager's* Harry Kim an extra pip or three? Evay Knecht, Brooklyn, NY

Evay — In the immortal words of Captain Kirk: "Beam me up, Scotty!" — Ed.

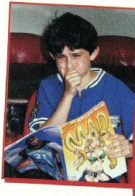
NAME THAT TOON

I've been reading MAD for three years and you've never mentioned Monroe's last name! So can you tell me what it is? And by the way, who does Ken McClelland think he is asking you to move Monroe to the back of the magazine? I hope old Kenny catches some of the Ebola Reston strain! And add me to the "Monroe Fan Club" list while you're at it! Arun Morace, Amherst, NY

Anne Arundel — Hmmm... Monroe's last name? Good question. It's sort of like that bizarre *Seinfeld* episode where we knew Kramer's last name but not his first. All right, readers, here's your assignment of the issue. What do you think Monroe's last name should be? Send us your thoughts and we'll print the best in an upcoming MAD and forward them all to Monroe writer Anthony Barbieri. Send them to Amy "The Big Barbieri" c/o MAD Magazine, 1700 Broadway, New York, NY 10019. Don't forget to include whether you'd like to join the "Monroe Fan Club"; where there are no perks, no posters, no autographed pictures or secret decoder rings, but, hey, there are no dues either! — Ed.

THE LOYAL TENENBAUM

One of the great things about working at MAD is that we never know who is going to show up on our doorstep on any given day. For instance, a few weeks ago, up-and-coming star Jonah Meyerson, who played Uzi Tenenbaum in *The Royal Tenenbaums*, came to look around and tell us that he fears his appearance in MAD may have sunk his career forever. But to be honest, readers, while we may pretend we are this hot and hip magazine with celebrities stopping by all the time, on most days nobody stops by. Hell, we consider it a banner day if longtime co-editor Nick Meglin shows up for a few hours. There you have it, a little MAD peek behind the show biz curtain! Fa Fa!





Naughty little bears

GIVE TREES A CHANCE

Once again I received my MAD Magazine and while reading it, those annoying loose subscription cards are the blame once again for a paper cut. I already subscribe to your magazine, so why on Earth are they in there? Do you think I am that stupid to order another subscription? Besides, how many trees could be saved if you didn't include them in the magazines of your subscribers? Did you ever think of that?

Joseph Bloomberg, Cape Coral, FL

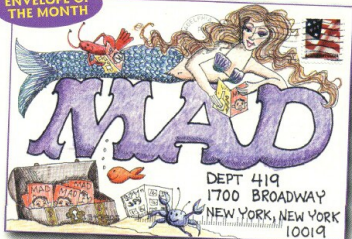
Jo Jo — Buried in your letter is an intriguing question — do we think you're that stupid to order another subscription? We assume you meant it in a rhetorical way — well, dream on. Yeah, we bet that you're that stupid and more! You're so worried about us saving trees by not putting subscription cards in the magazines — well, here's a little rhetorical question for you: If one of those trees fell in the forest and landed smack on your head, would it make you even more stupid than you already are? We don't think so! Lastly, as for your paper cut, we don't think you should seek medical treatment, rather, we'd prefer to close this response with the mental image of you just sitting there hemorrhaging and hemorrhaging. Thanks for writing and **THANKS FOR SUBSCRIBING!** — Ed.



AN INTERN FOR THE WORSE

A special thanks goes out to MAD summer editorial interns Jules Lipoff, Kevin Kirby, Paul Kulis and Cameron Williams. Also a big thank you to the MAD summer art interns Joe Quinones and Benjamin Flores. If you are a college student and are interested in a summer internship, send a **SASE** with a note requesting information about the internships and we will send you all you need to know about how to apply in February, 2003. Send your letters to Amy Vozeolas, Internship Director, MAD Magazine, 1700 Broadway, New York, NY 10019!

ENVELOPE OF THE MONTH



Carol Flatau of Boothwyn, PA gets the great honor of sending in our Envelope of the Month. As you know, there no prizes, no free subscriptions, no cash rewards and nobody cares! Congrats on your pathetic little life and thanks for writing!

A HORSE IS A HORSE OF COURSE OF COURSE!

I was reading issue #420 and was looking at the picture on the cover and then the other page that tells who everyone is. I looked at the picture of Jar Jar Binks and read the caption. It states that character #6 is Celine Dion. Then #22 shows a picture of Celine Dion with the caption saying it is Jar Jar Binks. I would just like you to be aware of your mistake.

John Walaszek, Noblesville, IN

I noticed a mistake in issue #420. When you showed the outline for who's who on the cover of MAD #420, you said that Jar Jar Binks' outline was Celine Dion and the Celine Dion's outline was Jar Jar Binks.

Benji Gibbsar, Menomonee Falls, WI

In the "Who's Who On Our Ridiculous Cover" in Mad #420, you said that #6 was Celine Dion and #22 was Jar Jar Binks, actually, it's the other way around! Stephen Michael, Cherry Hills Village, CO

Sorry, dear readers, we went back to double-check and we stand by our reporting! —Ed.



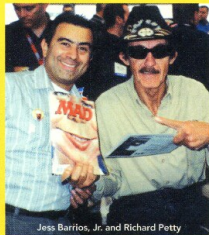
Celine



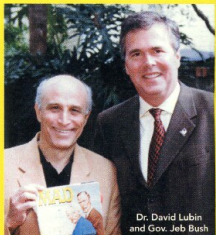
Jar Jar

MAD CELEBRITY SNAPS

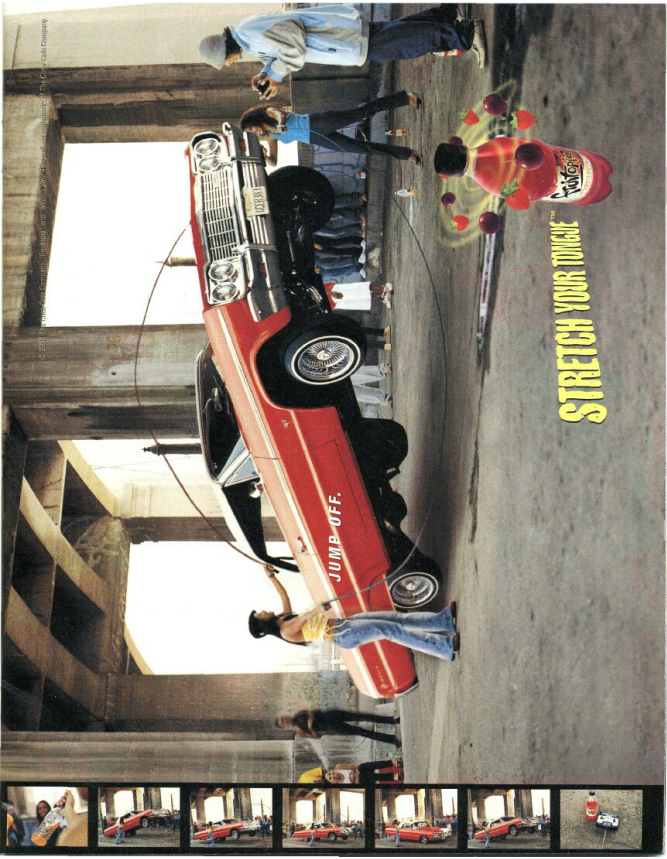
This month we have a double header Celebrity Snap! Direct from the fast track, it's racing legend Richard Petty (sent in by Jess Barrios, Jr. of N. Las Vegas, NV) and from a much slower lane, Florida Governor Jeb Bush (caught on camera by longtime MAD fan Dr. David Lubin of Tampa, FL). Just as this issue is going to press, the citizens of Florida will be going to the polls to say whether Jeb Bush should be re-elected. If history is any indication, we're sure the Governor will find "a way" to win! So Jess, look for a three-year subscription in the mail and Dr. Dave, you'll be getting a one-year subscription. Chad — oops, we mean Ciao!



Jess Barrios, Jr. and Richard Petty



Dr. David Lubin and Gov. Jeb Bush





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OCTOBER
IS!**



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XL#18
ON SALE
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IS!**



**FAX
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AT (212)
506-
4848!**

MAD CEMETERY SNAPS

My long search is finally over. After seeing your free subscription offer with the picture of MAD near a dead celebrity, I was really stumped on which celebrity I would have to kill in order to get my free subscription. How foolish did I feel when I realized that all I had to do was to take a picture near a tombstone! Enclosed please find my picture with MAD next to the tombstone of the biggest celebrity of them all — the Bambino, the Sultan of Swat, the Home Run King, the Whopper — otherwise known as George Herman Ruth — the Babe! With all the money I am going to save with a free subscription, I can finally move out of my parents' house! Kevin Gorrasl, Bronxville, NY.



All right Kev, you got the one-year free subscription, but if we were you we wouldn't be too hasty moving out of the house that Mom and Dad built based on this one picture of you, we feel confident in our belief that you're not the type of guy to make it on your own. Love to the folks! —Ed.

WE HAVEN'T THE VEGA-EST IDEAS

Back in MAD #418 we asked readers to give their interpretation of the mysterious lyrics by Suzanne Vega: "I'm amusing, I'm a puppet for your play. Am I your MAD Magazine?" from her song "Machine Ballerina." Hundreds, nay thousands... oh who the hell are we kidding, a handful of you wasted the time and postage to write in what you thought this intriguing sentence meant. Unfortunately, since Suzanne wasn't one of them, we still don't know exactly what it means, but here's a sampling of what some of you sent in.

"Am I Your MAD Magazine?" means...

...do I make you laugh so hard that milk squirts out of your nose, like MAD Magazine!
—Ariel Lesnick, Yonkers, NY

...She's no good between the covers anymore! —Bruce Launer, Chardon, NE

...She's really confessing that her work is garbage! —Conrad Ely, Spokane, WA

...She has no lighter side, she's not worth \$3.50 and what, me worry? She should, just look at her record sales!
—Joe Ciarelli, North Haven, CT

...You're an annoying pest — useless, pathetic, worthless parasite. But you make me laugh and since you won't leave, amuse me!
—Laura Pearlstein, Stoughton, MA

...It's because when you fold her up, you can see a completely different picture!
—Dylan Flynn, Le Barroux, France



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president & editor-in-chief

Paul Levitz
executive vice president & publisher

Nick Meglin & John Ficarra
editors

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David McKillips vp — advertising
John Nee vp — business development

Contributing Artists
And Writers
the usual gang of idiots

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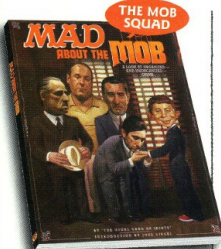


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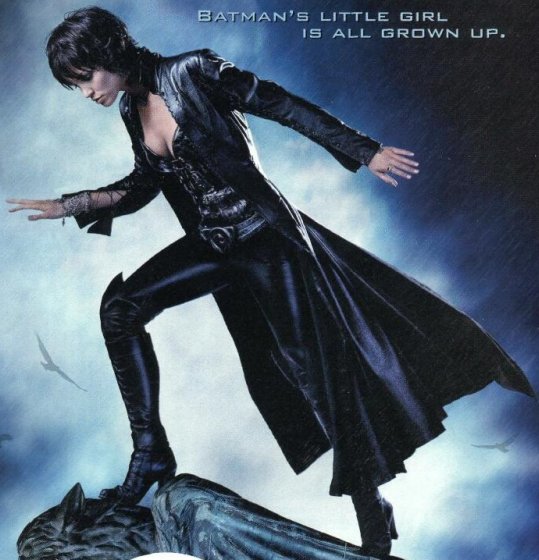
We're making you an offer you should refuse...but please don't! On sale now is **MAD About The Mob** — with 96 pages of gun-toting goombahs, hard-boiled bad guys and over two tons of combined Marlon Brando and Tony Soprano girth!



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IS ALL GROWN UP.



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THE BEN AIN'T MIGHTIER THAN THE FORD DEPT.

In the aftermath of September 11th, Hollywood was heavily criticized for its long legacy of bloody, sadistic action blockbusters. So the movie studios decided to tone things down for a while by releasing such "nonviolent" films as *Training Day* (about a vicious cop brutalizing neighborhood citizens), *The Lord of the Rings* (about an evil force bent on destruction) and *Ali* (about

THE DUMB

WASHINGTON D.C.



ARTIST: ANGELO TORRES

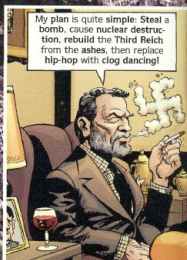
WRITER: ARNIE KOGEN

COLORIST: DIGITAL CHAMELEON

MOSCOW



GERMANY

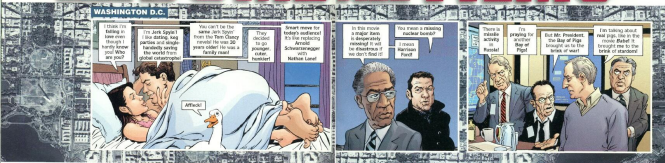


THE BEN AIN'T WICKETER THAN THE FORD DUPT

In the aftermath of September 11th, Hollywood was heavily criticized for its long legacy of bloody, sadistic action blockbusters. So the movie studio decided to tone things down for a while by releasing such "rainmaker" films as *Training Day* (about a vicious cop including neighborhood citizens), *The Lord of the Rings* (about an evil horse bent on destruction) and *Ali* (about

a boxer pounding his opponents into submission). To make matters worse, just as U.S. citizens were finally starting to calm down from the constant threats of terrorism, along came a new Tom Clancy movie about crazed foreign villains detonating a nuclear weapon in our nation's capital! Yep, seems like things will never change in the entertainment industry, as evidenced by this...

THE DUMB OF ALL FILMS



ARTIST: ANDREW TOLSON

WRITER: BOB WATSON

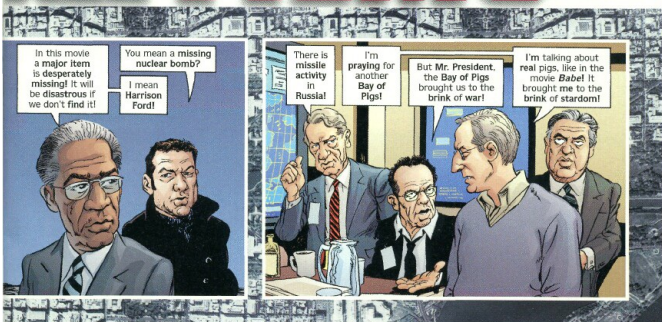
COLORIST: NATHAN LINDENBERG

ORIGINAL PHOTOS: TURNERSTUDIO.COM

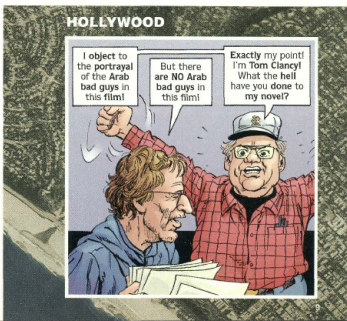
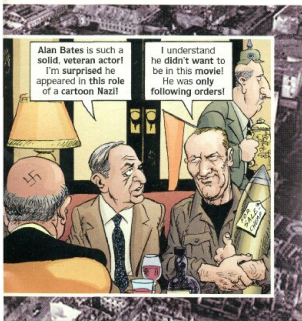


a boxer pounding his opponents into submission). To make matters worse, just as U.S. citizens were finally starting to calm down from the constant threats of terrorism, along came a new Tom Clancy movie about crazed foreign villains detonating a nuclear weapon in our nation's capital! Yup, seems like things will never change in the entertainment industry, as evidenced by this...

OF ALL FILMS



AERIAL PHOTOS: TERRASERVER.COM



GOLAN HEIGHTS — 1973



Oops, I lost a nukel
Fortunately, I saved
the luggage!

WASHINGTON, D.C. — 2002



This is a "Fake Drill!"
In case of nuclear
attack, we'll be ready
to respond!

It's a weird
operation! I'm
uncomfortable
doing this!

Me too! It shouldn't be us "faking
it." we're not good at it! It should
be our girlfriends and wives
at this drill — they're experts!



I gotta
go!
Emergency
at work!

Jerk, you're a historian!
What possible emergency
could a historian have?

Uh...we have
to repair
the Monroe
Doctrine?

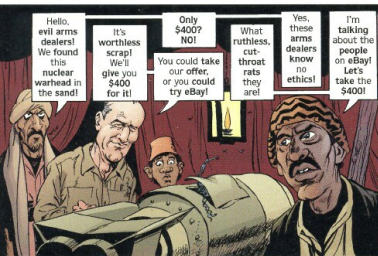
Affleck!



Spyin', this is a high-level
intelligence meeting! It's
important that you make
a strong first impression!

Okay! Does handsome
count for anything?
Not really!

Then I
think I'm
in serious
trouble!



Hello,
evil arms
dealers!
We found
this
nuclear
warhead in
the sand!

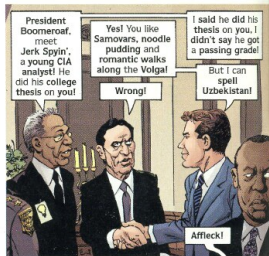
It's
worthless
scrap!
We'll
give you
\$400
for it!

Only
\$400?
NO!
You could take
our offer,
or you could
try eBay!

What
ruthless,
cut-
throat
rats they
are!

Yes,
these
arms
dealers
know
no
ethics!

I'm
talking
about the
people
on eBay!
Let's
take the
\$400!

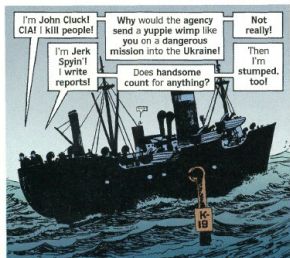
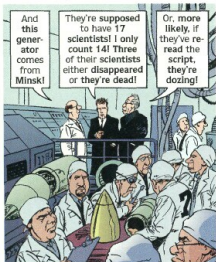


President
Boomeroaf,
meet
Jerk Spyin',
a young CIA
analyst! He
did his college
thesis on you!

Yes! You like
Samovars, noodle
pudding and
romantic walks
along the Volga!
Wrong!

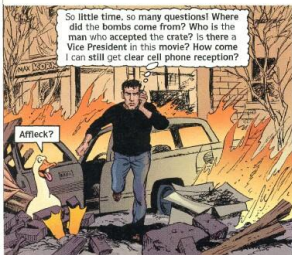
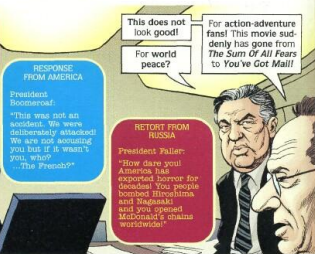
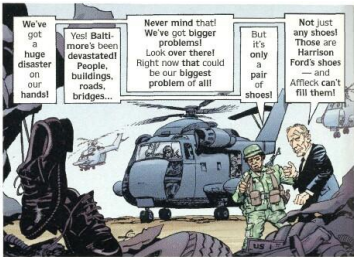
I said he did his
thesis on you, I
didn't say he got
a passing grade!
But I can
spell
Uzbekistan!

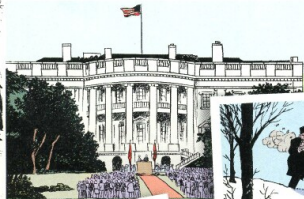
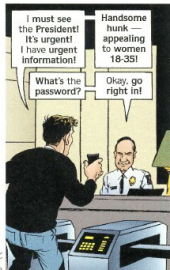
Affleck!



THAT'S a nuclear blast!

KFRIGGIN' BLOOEY!







Duke Bissell's TALES OF UNDISPUTED INTEREST

ONE MORNING WHILE FEEDING THE CAT I NOTICED HE LOOKED A LITTLE TIRED.



SO I IMMEDIATELY GOT ON THE HORN TO THE VET.

GIVE HIM 2 ASPIRIN? BUT YOU KNOW WHAT ASPIRIN DID TO THE LAST 17 CATS I HAD!



AS THE DAYS PASSED HE DIDN'T LOOK LIKE HE WAS COMING OUT OF IT SO I THOUGHT I'D TRY SOMETHING DIFFERENT.

AT LEAST HE'S URINATING ON MY PANTS.

HAVE YOU TRIED GIVING HIM ASPIRIN?



BY THE END OF THE WEEK I WAS AT MY WITS' END.

I'M SORRY, THEY DIDN'T HAVE OXYGEN DOWN AT THE PARTY STORE.



FINALLY I GAVE UP AND RESIGNED MYSELF TO THE HORRIBLE REALITY OF THE SITUATION IF ONLY I HAD PAID MORE ATTENTION TO HIM, IF ONLY I HAD SPENT MORE TIME WITH HIM, IF ONLY I HAD GONE ON LONG MOONLIT STROLLS WITH HIM DOWN BY THE RODENT TESTING LABORATORY FACILITIES.



AS IT TURNED OUT, IT WAS JUST A FALSE ALARM AND HE ACTUALLY LOOKS HEALTHIER NOW THAN HE DID BEFORE.

WHAT DOES A CAT HAVE TO DO TO GET SOME REST AROUND HERE?

I WONDER HOW YOU GET CAT URINE STAINS OUT OF PANTS...



P. C. VEY



A PLANET WITH FEAR NEEDS A HERO WITH NONE.



General Scales has torn apart Dinosaur Planet, and now it faces total annihilation. It's Fox McCloud to the rescue.

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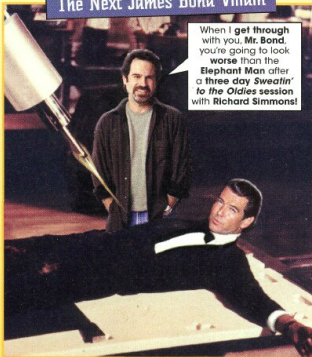
GETTING CAUGHT WITH HIS RANTS DOWN DEPT.

So, Dennis Miller's tenure as an analyst on *Monday Night Football* was about as successful as Napoleon's crossing of the Berezina. And his talk show is as dead as Strom Thurmond's grandpappy. But there are plenty of other opportunities out there for a man so adept at being simultaneously obnoxious and esoteric, like these...

New Career Options For DENNIS MILLER

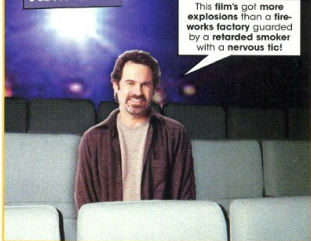
WRITER: MIKE MIKULA

The Next James Bond Villain



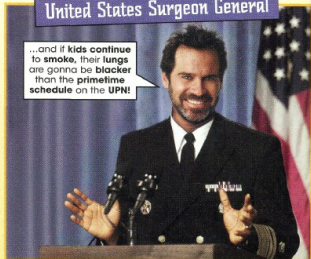
When I get through with you, Mr. Bond, you're going to look worse than the Elephant Man after a three day sweatin' to the Oldies session with Richard Simmons!

Movie Critic



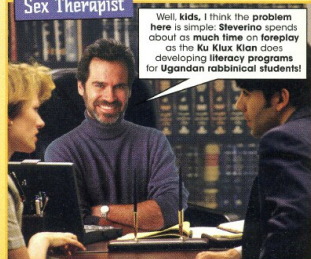
This film's got more explosions than a fireworks factory guarded by a retarded smoker with a nervous tic!

United States Surgeon General



...and if kids continue to smoke, their lungs are gonna be blacker than the primetime schedule on the UPN!

Sex Therapist



Well, kids, I think the problem here is simple: *Steverino* spends about as much time on foreplay as the Ku Klux Klan does developing literacy programs for Ugandan rabbinical students!

Professor Of Journalism

JOURNALISM 101
MR. MILLER

In the 21st Century, most big city newspapers are about as healthy as John Travolta's *Boy In The Plastic Bubble* character after walking through an Ebola colony downwind from a Union Carbide plant!

Tiger Woods' Caddy

Tiger, buddy, it looks like this putt is going to break further to the right than Trent Lott passing a tax cut for born again oil lobbyists who keep homosexuals from marching in the St. Patrick's Day parade!

Replacing Eugene Levy's character in American Pie III

Whoa, son! Looks like you're getting as much ass as the only toilet seat at a New Mexico Chili cook-off!

Celebrity Voice in Shrek 2

No offense, Shrekkie-baby, but your wife there is looking like a cross-dressing Lou Ferrigno in Incredible Hulk make-up after a visit to Carrot Top's barber!

He's got you there, big fella!

Army Infantry Commanding Officer

We need immediate air support! They've got more firepower than R. Diddy's entourage at an NRA-sponsored party celebrating Suge Knight's release from jail!

Presidential Speechwriter

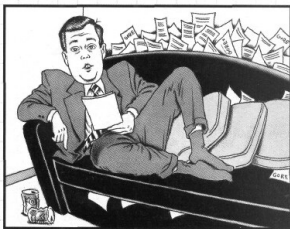
...and we will search out the enemies of America like a hug looking for someone to Roberto Benigni...I mean Benigni looking for a Roberto to hug...er, we'll find the evildoing folks...



What is the sound of one hand clapping? If a tree falls in the forest and no one hears it, does it make a sound? If there's a just and powerful God, how can there be a Crocodile Hunter movie? These haunting questions may keep you awake at night—but but, truth be told, they're just small potatoes! There's a far more baffling and mind-numbing mystery out there—and it's right under our noses! Rest assured, though, you'll sleep like a baby after MAD answers the world's most perplexing question:

WHY IS GEORGE W. BUSH'S APPROVAL RATING SO HIGH?

ARTIST: RICK TULKA

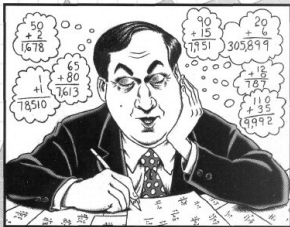


- Most negative poll results were placed behind Jeb Bush's couch along with the "Gore" Florida ballots.

WRITER: BARRY LIEBMAN



- Most people are afraid to say what they really think because under Bush's "Patriot Act," any negative criticism, no matter how slight, is considered an act of treason.



- The poll tallies were tabulated by Enron accountants Arthur Andersen.



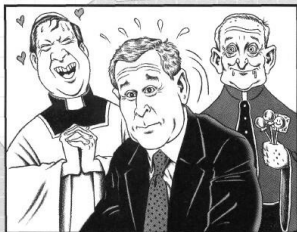
- Nowadays, most people are willing to give high marks to any President who keeps his pants on in the Oval Office.



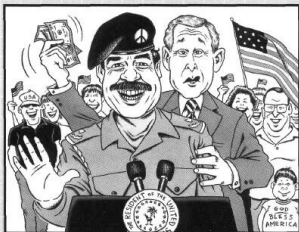
- Many respondents thought the pollsters were asking about Anheuser-Busch.



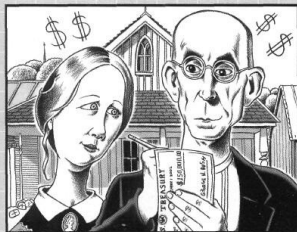
- A majority of people really do identify with him, especially since they too don't have a clue about how to run the country.



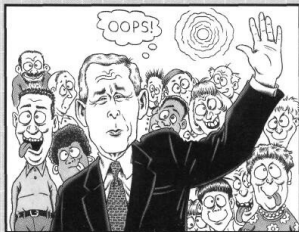
- Bush's "little boy" look is endearing to parents, grandparents and little old ladies, not to mention the growing number of known pedophile priests.



- For a shot at another \$300 tax rebate, most Americans would approve of Saddam Hussein.



- The questionnaires were printed on the backs of fat, federal farm subsidy checks.



- The hole in the ozone layer that Bush doesn't believe in has fried everybody's brain.



WHY IS GEORGE W. BUSH'S APPROVAL RATING SO HIGH?



- A goofy, inarticulate dad with a substance-abusing past trying to control his rebellious, nutso kids: Many Americans think he's the West Wing version of Ozzy Osbourne.



- Traditionally anti-Bush environmentalists refused to be polled because the questionnaires were not printed on recycled paper, thereby skewing the results.



- The numbers were inflated by crafty Democrats to give Bush the same false sense of security his father had before getting trounced by Clinton in '92.



- The statistical pool? Made up of lobbyists, defense contractors and comedy writers with a trunk full of moron jokes.



- Soft-hearted Americans don't want to do anything to make him nervous and choke on another pretzel.

Spells punishing: 26,875

Tournaments underway: 882

Creatures attacking: 49,438

Prizes on the line: 5,000

Deadly strategies: Unlimited

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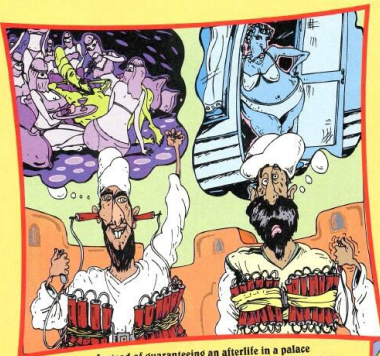




What makes a religion a good religion? For some people, it's the promise of a next life that won't suck like this one. For others, it's an official license to feel superior to your heathen neighbors. For still others, it's the possibility (however slight) of getting to rub elbows with Tom Cruise or John Travolta at your church. What makes a religion a bad religion? In the past, you often didn't know until you wound up dead in a mass suicide-by-poisoned Kool Aid, when it was too late! Which is why we at MAD have compiled a comprehensive list of...

EARLY SIGNS YOU MAY HAVE PICKED A

BAD RELIGION



Instead of guaranteeing an afterlife in a palace filled with 72 virgins in exchange for going on a suicide mission... they promise you one retired Rockette in a double-wide trailer!



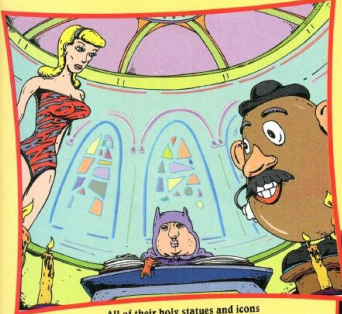
Their coming-of-age ritual involves a bottle of Jack Daniels, a '68 El Camino and a railroad crossing!



They can't con a single gullible Hollywood celebrity into joining and helping them "spread the word"!



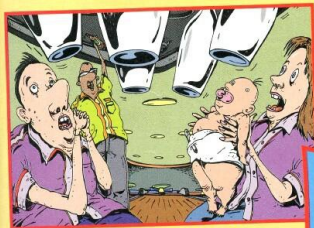
Their religious dietary laws mention Cheez Whiz 847 times!



All of their holy statues and icons are stamped either "Mattel" or "Hasbro"!



The entire liturgy is in limerick form!



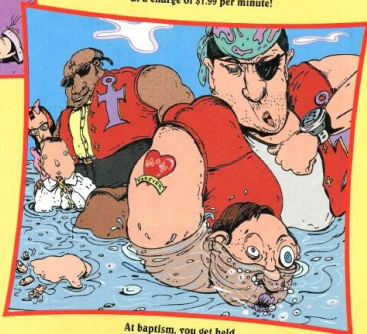
Their idea of a miracle (that proves the existence of God): how bowling pins magically reappear after you knock them down!



Their confessions are through a 1-900 number, at a charge of \$1.99 per minute!



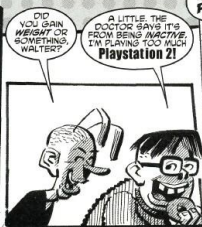
Their two Communion sacraments: anchovies and Fresca!



At baptism, you get held underwater for 12 minutes!

After a long, hot trip South, our hero is back home and ready to relax. What better way than sitting in front of a pulsing TV screen for hours on end? It's...

Monty and...

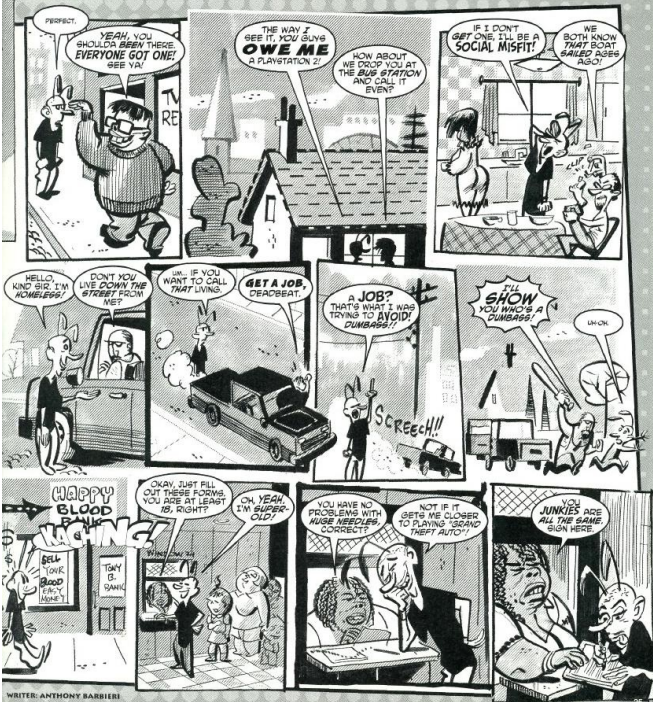


After a long, hot trip South, our hero is back home and ready to relax. What better way than sitting in front of a pulsing TV screen for hours on end? It's...

MONTRIE and... PLAYSTATION 2



PLAYSTATION 2



HAPPY BLOOD BANK

JUST GO AHEAD AND KEEP PRESSURE ON THOSE WOUNDS.

THANKS.

I'VE NEVER SEEN SUCH UNDEVELOPED VEINS.

NO PROBLEM. IT STOPPED HURTING AFTER THE SIXTEENTH JAB!

THAT'S BECAUSE YOU **PASSED OUT** AT FIFTEEN!

WHERE'D **YOU** MAKE ALL THAT **CASH**, MARYANNE—THE FLEET IN?

GOOD ONE DYLAN!

SURE! THERE WAS A BIG **GIVEAWAY** AT THE MALL. I **SNAGGED TWO!**

OF COURSE YOU DID.

BOY, THAT **STINKS**, MONROE.

YOU MEAN YOU **WATCHED** THAT WHOLE THING AND DON'T **HELP** ME?

I DID! I TRIED TO USE ONE OF MY **MAGIC CRYSTALS**. SO DO YOU WANNA COME OVER AND PLAY **PLAYSTATION 2?**

WHAT? ARE YOU **KIDDING**? **HELL YEAH I DO!**

OKAY, JUST DON'T LET YOUR **ARM WOUNDS BLEED** ALL OVER THE **CARPET**.

MY MOTHER **FREAKS OUT** EVERYTIME SOMEONE DOES THAT!

ONCE AGAIN YOURS TRULY IS CAPTAIN OF THE **HAVE-NOTS!**

JUST A SECOND, YOUR FATHER HAS A **SURPRISE** FOR YOU!

OMIGOD!! PLAYSTATION 2! IS THIS JUST A BLOOD-LOSS-INDUCED HALLUCINATION?!

NOPE, KIDDO. IT'S ALL **YOURS!**

WAIT. WHAT'S THE **CATCH?**

NO CATCH AT ALL! WHEN YOUR FATHER HEARD THESE THINGS CAUSE **M.S.D.s** HE WENT RIGHT OUT AND GOT YOU ONE!

M.S.D.s?

THAT'S RIGHT. **MUSCULO-SKELETAL DISORDERS!** CARPE TUNNEL, TENOSYNOVITIS. NOT TO MENTION WHAT **HOURS UPON HOURS** OF TV CAN DO TO YOUR EYES!



TO BE CONTINUED...



WARNING: WHEN THE GAME TURNS OFF, SO DO YOUR POWERS.

You cannot fly. You are not stronger than a locomotive or faster than a speeding bullet. You have no business attempting to use superpowers outside the realm of *Superman: Shadow of Apokolips*. Any attempt to do so will undoubtedly result in broken legs, arms, fingers and toes, sprained ankles, bruised ribs and egos, loss of limbs, pride, and ultimately-life. Just remember sport, when the game turns off, so do your powers.



PlayStation 2



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NICE JUMP,
LOSER,
YOUR FRIEND, JOE

If this doesn't
get you a date,
NOTHING WILL.

♥ YOUR
SIS
Anna

www.supermangame.com



PlayStation.2



A MAD PEEK BEHIND THE SCENES

I'll say! We're only two scenes into this episode and he's already lost three lap tops and nine guns!

No, calories! How do you expect him to do a midnight snack scene with half a bowl of ziti and one \$*&ing meatball!

Nol To not reflect the
glue on the cheap rug
on Van Zandt's head!
Too much light and
that thing curls up
like frying bacon!

We just want these \$%&'ing mammalukes to know that if they keep it up with this &^%*ing garbage, God forbid they should one day start their \$%&'ing car and badaboom! Caprice?

**I GOT YOUR
#@!*\$!!
CANNOLI
RIGHT HERE!**

A MAD PEEK BEHIND THE SCENES

Linguini,
eggplant,
anchovies,
calamari...

Hey, looks like somebody's organizing the company picnic!

What company picked? He's the guy in charge of giving new characters their mob nicknames!

Man, this
new FBI
character
is really
convincing!

I'll say! We're only two scenes into the episode and he's already lost three laptops and nine guns.

It's unavoidable, we definitely have to go with more subtitles this season

You mean whenever the guys are speaking in Italian?

Not When-
ever Steve
Van Zandt
is speaking
in English!



That was a v
reading! You saw
real mob guy
remember to br
of head shots.

Remember to keep this scene

To reflect the dark nature of Steve Van Zandt's

Kel To not reflect the
blue on the cheap rag
on Van Landt's head!
Too much light and
that thing curls up

Gandolfi can't do this unless he gets thousand more

Three thousand dollars?

Na, can'test he expect him to do snack scene with of xtl and one \$'s

But it's just not delivery.

What's not believable? It is my intuition. My body knows.

Mail it via
Harris Cor
Wardrobe
to this
standar

your
s Teel
there
n's
sub-



This new plot development I came up with is brilliant. The Feds finally close in on the Soprano organization and kick them on questionable business practices!



SOPRANOS
40-YEAR
SCRIPT

ON THE SET OF ^{THE} Sopranos

ARTIST: TOM RICHMOND

WRITER: JOHN CALDWELL

It's unavoidable, we definitely have to go with more subtitles this season!

You mean whenever the guys are speaking in Italian?

No! Whenever Steve Van Zandt is speaking in English!

That was a very good reading! You sounded like a real mob guy! Did you remember to bring a couple of head shots with you?

You bet! Dis is a guy I shot in the head down by the docks in Hoboken! And dis other guy I shot in the head was just finishing up his clams at Riccietello's!

OPEN CASTING CALL

You watch! That 15-minute Italian song I did in the finale last season will play a key developmental role in what's to come!

You mean in the development of your character? Or the development of the plot?

No, moron! In the development of my recording contract! Face it, I'm William Shatner with a three octave range!

LUCA?

Cut! It's just not believable!

What's not believable? Was it my intonation? My body language? My eye contact?

No! It was your Hanes Cotton Tee! Wardrobe! Where is this man's standard mob-issue undershirt?

Why do you say that the real challenges of your role are yet to come?

Well, the way I figure it, with the lengthy down time we take between seasons, I'll be 40 before my character even graduates from college!

This new plot development I came up with is brilliant! The Feds finally close in on the Soprano organization and indict them on questionable business practices!

What is it that does them in? Loansharking? Truck hijacking? Illegal gambling? Is it extortion?

Even worse! We discover they hired Arthur Andersen to do their books!

HB-NO!

SOPRANOS
#@*!&#
SCRIPT



SERGE-IN GENERAL DEPT.

A MAD LOOK



50 SERGE IN GENERAL DEPT.

A MAD LOOK AT MIB

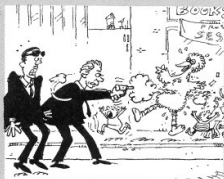
MEN IN BLACK II



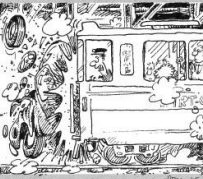
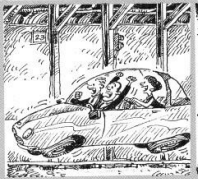
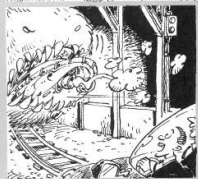
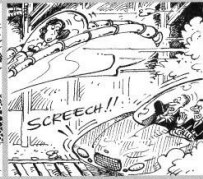
ARTIST AND WRITER: TERRY ARAGONE

AT MIB

MEN IN BLACK II



ARTIST AND WRITER: SERGIO ARAGONES



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A CHAMPION OR
A TOASTER.**



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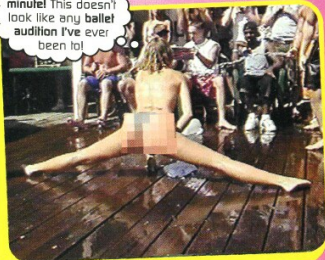
THE BREAST AND THE BRIGHTEST DEPT.

The "Girls Gone Wild" videos, known for capturing college girls flashing their boobies, have become a best-selling phenomenon, spanning several editions. The question we've always wondered (besides how come we never meet these girls) is why are these ladies so willing to bare it all? Are they just liquored-up mindless sluts? Or are they thoughtful, intelligent, reflective individuals? (Note: Last sentence inserted by our lawyers.) Believe it or not, these girls do have thoughts, as you'll see, once...

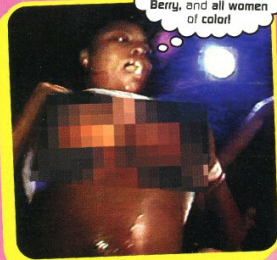
MAD REVEALS WHAT THE GIRLS OF

GIRLS

Hey, wait a minute! This doesn't look like any ballet audition I've ever been to!



I'm doing this for Rosa Parks, Harriet Tubman, Halle Berry, and all women of color!



Who knows? Maybe Meryl Streep DID start out this way!



Oh...I just know the school is going to fire me! I'm the worst chaperone in history!



THE BRAGS AND THE BRIGHTEST DEPT.
The "Girls Gone Wild" videos, known for capturing college girls leaving their bedrooms, have become a top-selling phenomenon, spawning such
the "Girls Gone Wild" videos, known for capturing college girls leaving their bedrooms, have become a top-selling phenomenon, spawning such
of editors. The question we're always wondering is: How come we never meet these girls in any one of these videos or willing to take a lot
we may just be hearing the stories about it? Or are they thoughtless, arrogant, selfish individuals? (Note: Last sentence inserted by our teachers)
because I'm not, these girls do have thoughts, so you'll see, later.

MAD REVEALS WHAT THE GIRLS OF

GiRLS

gone WILD WERE THINKING

WRITTEN: JANE DECKER



Hey, wait a
minutes! This doesn't
look like any ballet
auditions I've ever
been to!



I'm doing this
for Rose Parks,
Harriet Suberman, Heide
Remy, and all women
of color!



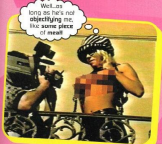
Who knows?
Maybe Meryl Sheep
did start out
this way!



Oh, I just
knew the school is
going to fire me! I'm
the worst cheerleader
in history!



These guys
act like they've never
seen a silver woman walk
down the street
before!



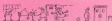
Well, as
long as he's not
objectifying me,
like some piece
of meat!



Not another mad
student who has to come
for his female anatomy
exam! Oh, all right, go
ahead — study!

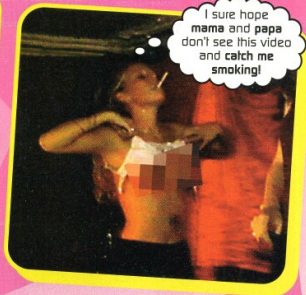
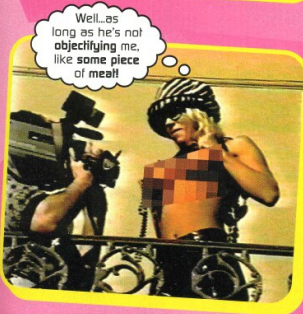
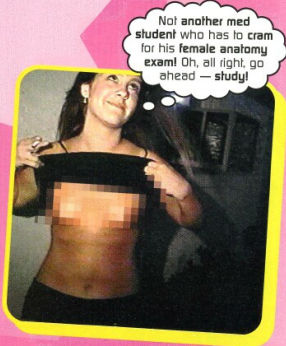


I sure hope
mama and papa
don't see this video
and catch me
smoking!



gone **WILD** **WERE** **THINKING**

WRITER: MIKE SNIDER

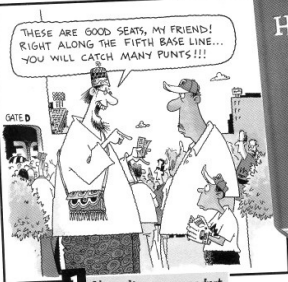




It may be true that we've squandered countless opportunities for a lasting humor legacy, but perhaps it's not too late. By using important sounding sentences like the last, in conjunction with big words like "ephemeral" and "perquisite" (that don't look like they're spelled correctly, but when you check them it turns out they are), we may find ourselves on the road to the first Pulitzer Prize for lame MAD article introductions. Intrinsic (good word, right?) to this is the underlying quest for comic poignancy (oh, yeah!) and overall satirical relevance. Raillery, another word found in the thesaurus under "humor," also seems to fit well in this paragraph. And, yes, it is spelled correctly. We move on now to the ensuing (sweet!) reason for all this: a dumb premise we slapped together with the title...

MAD'S COMPREHENSIVE 10-STEP GUIDE TO SUCCESS IN THE HIGHLY CHARGED WORLD OF ILLEGAL TICKET SCALPING

ARTIST AND WRITER:
JOHN CALDWELL



1 Always know your product.



2 Don't attempt to scalp tickets to any event where admission is free.



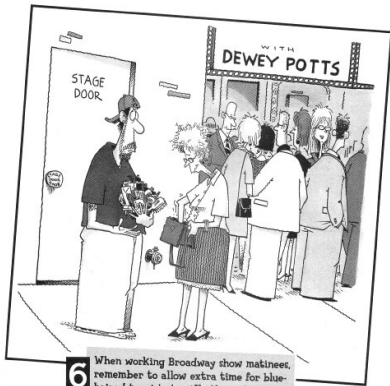
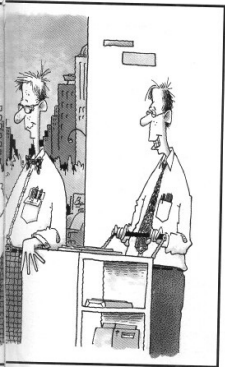
3 Avoid unnecessary employee expenditures. Ask yourself, "Do I really need mailroom guys?"



4 Keep in mind that the seating chart is not always an effective selling tool.



5 Selling door-to-door is generally not a road to success.



6 When working Broadway show matinees, remember to allow extra time for blue-haired tourists to rifle through their purses for the correct change.

**MAD'S COMPREHENSIVE
10-STEP
GUIDE TO
SUCCESS
IN THE
HIGHLY CHARGED WORLD
OF
ILLEGAL
TICKET
SCALPING**

OFFICE

SOLD OUT

ROCK

7 When dealing with a Rolling Stones tour, be sure to load up on prime handicap access sections.

I NEED A BLOCK
OF 24 FOR KID ROCK
AT THE CIVIC CENTER...
AND...UMM...CAN I GET
THAT SUPERSIZED?

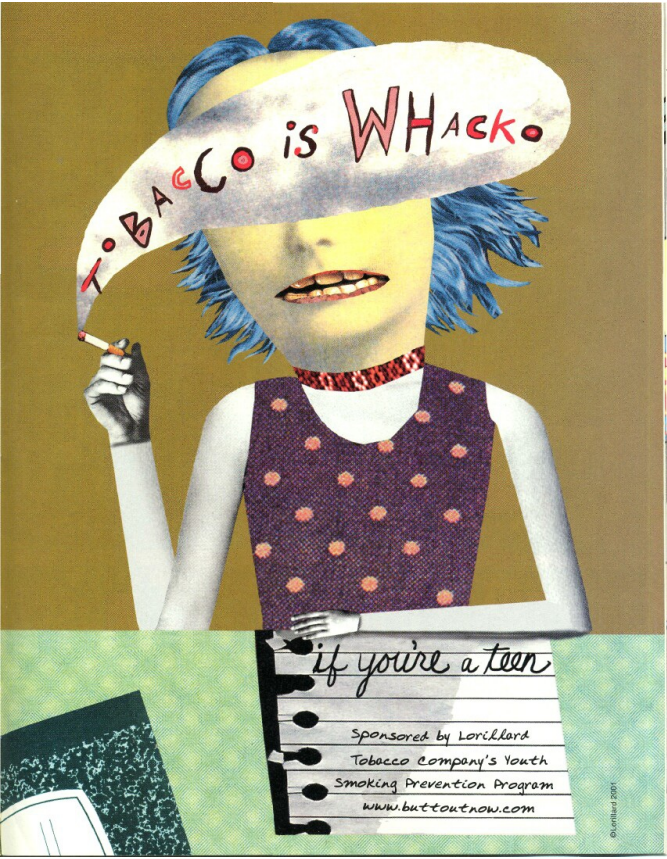
9 When hiring someone to wait in line to buy your tickets, it's wise to pay a little more to get someone who's competent.



8 Always remember that you are an illegal ticket scalper and are under no obligation to ask the OSHA-mandated "Are you prone to nosebleeds?" question.



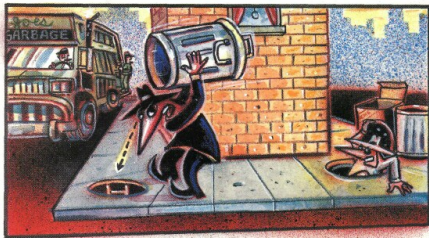
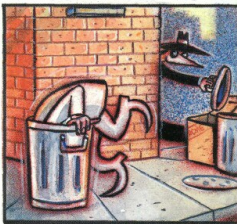
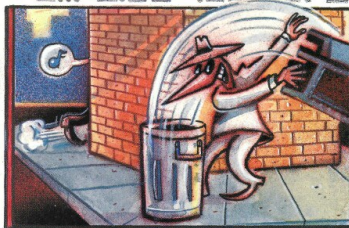
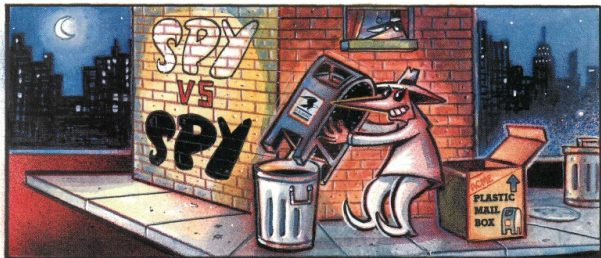
10 Don't hesitate to pile on vague fees and tax charges — just like Ticketmaster and other so-called legitimate ticket sellers do.

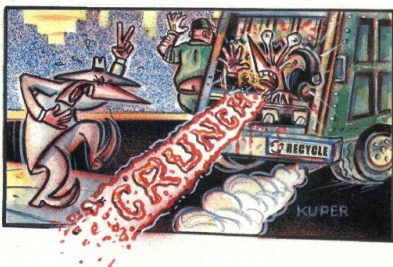
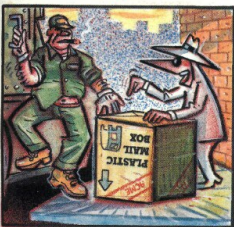
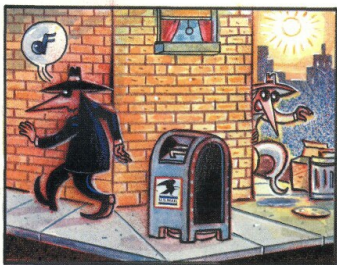
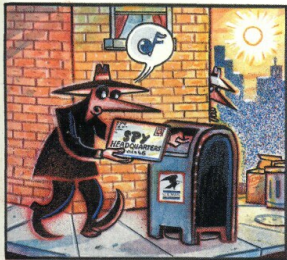
An illustration of a person with bright blue, spiky hair. They are wearing a large, wide-brimmed hat that is white with a greyish-blue band. The band has the text "TOBACCO is WHACKO" written on it in a stylized, hand-drawn font. The person is holding a lit cigarette in their right hand. They are wearing a dark purple sleeveless top with small orange polka dots and a red and black patterned choker. The background is a solid olive green.

TOBACCO is WHACKO

if you're a teen

Sponsored by Lorillard
Tobacco Company's Youth
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www.buttoutnow.com





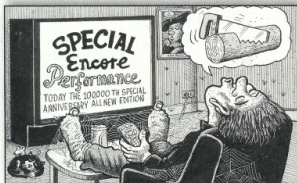
ARTIST AND WRITER: PETER KUPER



Where do internet companies get off bragging about a sign-up bonus of "1,000 free hours" to use in 45 days, when 45 days only contain 1,080 hours total?



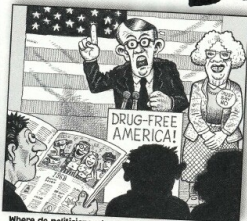
Where do credit card companies get off rejecting you for their lousy card when the only reason you applied for the damn thing in the first place was because they said you were "pre-approved"?



Where do TV networks get off labeling their lousy repeats as "encore performances" when nobody — but *nobody* — asked to see them again?



Where do waiters get off asking, "Do you want change?" when you hand them a \$20 bill to pay for a measly \$8 tab?

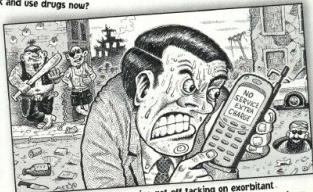


Where do politicians who drank and used drugs when they were teens get off pushing for harsh and unfair prison terms for teens who drink and use drugs now?

CALLBEARERS DEPT.

Hardly a day goes by that someone doesn't insult us. The affronts come from all sides — a greedy company, a two-faced politician or somewhere else (like a moronic magazine!) Make no mistake about it, the insults just keep on coming. Day after day, these insufferable bastards are methodically chipping away at our society with their despicable practices, repugnant behavior and sheer chutzpah! And what's worse, they just expect us to sit back and take it! Well, no more! We here at MAD have had enough! And today we begin the long, hard fight to win back our sanity by standing up and in a clear, loud voice boldly asking...

WHERE DO THEY OFF.



Where do cell phone companies get off tacking on exorbitant "roaming charges" just because you happen to use your phone in an area where they haven't bothered to build up their pitiful network?



Where do Internet companies get off bragging about a sign-up bonus of "LESS than hours" to use in 40 days, when 40 days may certainly LESS hours later?



Where do waiters get off asking, "Do you want change?" when you leave them a tip and to pay for a meal? Is that?



Where do credit card companies get off rejecting you for their being card when the only reason you applied for the damn thing is that you place was because they said you were "pre-approved"?

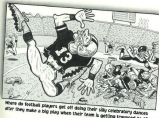


Where do politicians who draw and read drugs when they were sworn get off pointing for harsh and vulgar druggies (and for those who drink and use drugs) now?

GALLBLADDER DEPT.

Hardly a day goes by that someone doesn't insult us. The offense comes from all sides — a greedy company, a free-market politician or somewhere else (like a national magazine). None is immune about it. The insults just keep on coming. Day after day, those insufferable bastards are methodically chipping away at our society with their damnable practices, impudent behavior and sheer contemptible arrogance. They just expect us to sit back and take it. And what's worse, they just expect us to sit back and take it today we begin the long, hard fight to win back our sanity by denouncing us and in a clear, loud voice loudly saying...

WHERE DO THEY GET OFF...?



Where do football players get off doing their silly celebratory dances after they make a big play when their team is getting trounced 30-1?



Where do protection card holders get off turning us in for a "small," "medium" or "large" when all we want is a "small," "medium" or "large"?



Where do so-called financial "experts" get off coming on TV to explain why the stock market crashed — when, if they were any good, they would have said so earlier? It happened?



Where do store clerks get off making you wait while they take a phone break when they were the one who took the time to come down to the store to person?



Where do TV networks get off labeling their best repeats as " Encore performances" when reality — but comedy — asked to see them again?



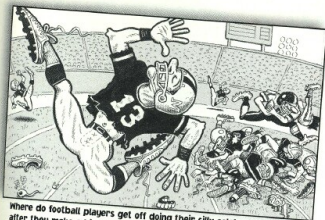
Where do cell phone companies get off talking on a mobile phone, "talking charges" just because you happen to use your phone in an area where they haven't bothered to build up their global network?



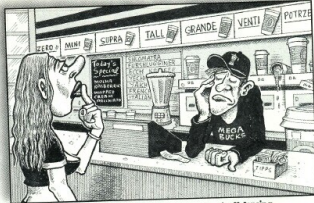
Where do software companies get off charging us for "upgrades" when the only reason we need the "upgrade" is to fix the problems of the earlier version of their crappy product they suckered us into buying?



Where do magazines get off sending us "Welcome your subscription renewal" notices before the first finger has even arrived?



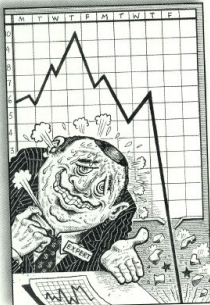
Where do football players get off doing their silly celebratory dances after they make a big play when their team is getting trounced 56-3?



Where do pretentious coffee houses get off forcing us to ask for a "tall," "grande" or "venti" when all we want is a "small," "medium" or "large"?

GET ?

ARTIST: TOM BUNK
WRITER: STAN SINBERG



Where do so-called financial "experts" get off coming on TV to explain why the stock market crashed — when, if they were any good, they would have told us *before* it happened?



Where do store clerks get off making you wait while they take a phone order, even though you were the one who took the time to come down to the store in person?



Where do software companies get off charging us for "upgrades" when the *only* reason we need the "upgrade" is to fix the problems of the earlier version of their crummy product they suckered us into buying?



Where do magazines get off sending us "Renew your subscription now!" notices before the first friggin' issue even arrives?

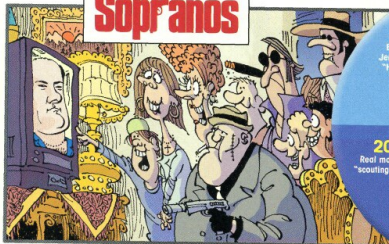


Well, here goes a third intro for an article that we've done twice before (see issues #284 and #301) but that we liked so much we had to do it again! By now you know what demographics are, so we're going to skip the witty repartee (can't you tell?) and go right into...

The REAL Demographics of Various TV AUDIENCES

PART III

THE Sopranos



25%

Everybody in New Jersey, waiting to say "Hey! Dat dere's my neighborhood!"

29%

Teenage boys watching with the sound off, just waiting for the topless scenes at the Bada Bing

20%

Real mob hitmen "scouting locations"

13%

Other "Joisey tough guys" with nicknames that make "Pussy" sound dignified

13%

Cast members of the three *Godfathers*, *Goodfellas*, *Scarface*, *Casino* and *Analyze This* — all trying to spot which "bits" of theirs are being swiped

15%

People sick of the 2000 election fiasco who'd gladly take a President Bartlet over the two real morons

10%

Viewers who like a little Liberal claptrap/propaganda along with their TV drama

20%

The real Bush White House staff — trying to find out just what the heck they should be doing and to whom

16%

Al Gore and the thousands of people he would've hired, crying their eyes out over *HOW CLOSE* they came

23%

Hillary Clinton's interior decorators, refreshing their memory about what she moves back in after the 2004 election

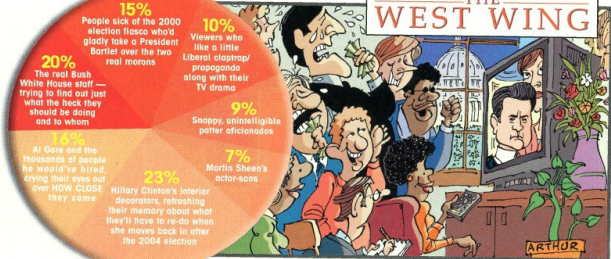
9%

Snappy, unintelligible patter aficionados

7%

Martin Sheen's actor-sons

THE WEST WING



Inside the Actors Studio

11%

Putrid amateur actors under the mistaken impression that an hour's worth of "lips" from Jeff Goldblum will turn them into Laurence Olivier

12%

Film-goers who want to know exactly what Jim Carrey's "motivation" is when he "ass-talks"

12%

Very odd & lonely guys just tuning in to see Meg Ryan say the F-word on TV

15%

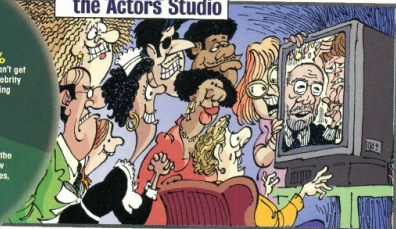
Parents of students at the Actors Studio, appalled at what a waste of their tuition money this B.S. is

30%

Folks who can't get enough celebrity ass-kissing

20%

Former students of the Actors Studio, now waiters & waitresses, but still deluded wannabes



SOUTH PARK



37%

Social critics trying to pinpoint the exact bottoming-out-point of American Culture

23%

Folks who found Beavis and Butt-head too smart and sophisticated

8%

Aspiring animators with Parkinson's or Cerebral Palsy, suddenly hopeful again

18%

Anal probe enthusiasts

14%

Barbra Streisand haters

1%

Women who accidentally turned it on and were so disgusted by what they saw that they had a massive heart attack and are now too weak and debilitated to get up and change the channel

99%

Men





FAST FOOLS DEPT.

Working at McDonald's has a lot of drawbacks — the pay isn't all that good, people ridicule you and you are constantly straining your back trying to carry the buckets of lard used in all of the food. Many kids work there to make extra cash, but now, due to various circumstances, a whole new crop of people are finding themselves asking, "Do you want fries with that?" Take a peek and you'll find yourself saying...



HEY! Look McDo

High school drop out/
"manager trainee"
who actually believes
the crap about moving up
the McCompany ladder

Pre-
September 11th
airport security
screener

Former Winter Olympics
gold medalist who discovered
there's no endorsement
money at all in Curling

His hand
used to be in the
Pets.com
sock puppet

former
Enron executive,
out on bail
awaiting trial

Former
dot-com
billionaire

Spin doctor
for former
Congressman
Gary Condit

ARTIST: JOHN KISSEE
WRITER: MIKE SHIDER



Who's Working at... Mcdonald's

SANDWICHES	
BIG MAC	2.69
HAMBURGER	.85
CHEESEBURGER	.55
GOITER POUNDER	2.19
extra cheese .49 extra grease .99	
DIAN-NASTY™	2.29
FILET-O-FISH®	1.99
McLIVER & ONIONS	2.79
OTHER MENU ITEMS	
PEPTO DISMOL	11oz. .99
MYSTERY McNUGGETS	4pc 1.79
	7oz 4.99 500pc 1099.99
McQUICHE	1.79





Now that the Microsoft Operating System runs virtually every computer, Microsoft is turning its attention to other marketing venues. They're pushing their Pocket PC, their Xbox and their new ".NET" software. But soon we fear that the ever greedy and aggressive Microsoft will use their "expertise" to market everything, even low-tech gadgets. Then, no matter what you buy, they'll claim you can feel "the power of Microsoft" behind you. Yes, that's what that pain in your ass will be, Microsoft behind you! For instance, here's what would happen....

IF Microsoft MADE EGG TIMERS

Thank you for purchasing the Microsoft Egg Timing System.

You now have the power of Microsoft in your kitchen to handle one of the most demanding cooking tasks: making a soft-boiled egg!

Thanks to Microsoft, the hassles of old-fashioned egg timers are a thing of the past. No more will you have to go through the inconvenient and unpleasant ordeal of turning the egg timer over to start the sand falling. Now, the freedom, convenience and precision of microchip-egg timing technology is in your hands! Once you've properly configured your system, you can enjoy a perfectly-timed egg every time, regardless of the time of day, even if it's daylight savings time or standard time! With the Microsoft Egg Timing System, it's simpler than ever!

GETTING STARTED

After you set the date, time, year, country code, language and pick a theme for your kitchen "countertop," you'll be on your way to an egg timer that can automatically and precisely count down from three minutes to zero seconds. And it's able to do that in just about three minutes.*

To activate your Egg Timer you must first fill out the online registration form at mymicrosofteggtimer.com. Please have the following information handy as you will need it to complete the simple four-hour registration process:

- your name • address • social security number
- date of birth • retailer ID number
- your default password: scramble
- product serial number, which can be easily found by carefully removing the casing of the Microsoft Egg Timing System motherboard
- type of pot in which you intend to boil your egg

* An SES upgrade that will enable you to personally customize your Microsoft Egg Timing System for 15 seconds more or 15 seconds less will be available in the second quarter of 2003.

By completing this registration process, Microsoft will be able to contact you with news and information about Egg Timer upgrades and virus warnings. You'll also receive exciting mail, email and telephone solicitations from our strategic corporate partners offering you products and services relating to your Egg Timing System, or not relating to your Egg Timing System. It's up to them.

THE EGG WIZARD

When you first use your Microsoft Egg Timing System, you will be greeted by the Egg Wizard, Eggy. Eggy will ask you a series of questions in order to find out what food you want to prepare. Since the Microsoft Egg Timing System can only be used to time eggs, Eggy will need to ask you a mere 25 questions before it confirms that you want to soft-boil an egg.

SAVING YOUR EGG COOKING PROFILE

The default setting for cooking your soft-boiled egg is three minutes. Even so, after cooking your first soft-boiled egg, you must save this time measurement in your personal cooking profile by giving it a file name with the extension ".egg." (Failure to do so will cause your Microsoft Egg Timing System to freeze up and never work again.) It's that easy!

COMPATIBILITY

Please note: Not every egg is the same. Therefore, we recommend you exclusively use Microsoft Brand eggs produced by Gates Farms, where the chickens are specially raised to be compatible with your Egg Timer's operating system. If your eggs are undercooked or overdone and NOT from Gates Farms, the problem isn't with our Egg Timer. Please contact your poultry producer or conduct a professional analysis of your local water supply (which could affect boiling properties).

PASSWORD PROTECTION

If you don't want other people in your household to know how much time is spent cooking your three-minute egg, you may want to password-protect your "Personal Cooking Profile." Eggy the Egg Wizard will help you pick a hard-to-guess password by suggesting 50,000 non-words consisting of random strings of letters, numbers and Cyrillic characters to replace the easy-to-remember default password you used during the registration process. Choose one, but for security reasons we strongly recommend that you NOT write it down! We also strongly recommend you NOT forget it, because without the password your Microsoft Egg Timing System will freeze up and never work again. In the event this happens, contact Microsoft, and we will assist you in purchasing another Egg Timing System.

TECH SUPPORT

Technical support for your Microsoft Egg Timing System is available 24 hours a day at \$1.99 per minute (\$2.99 for poached egg support).

Licensing Agreement

The Microsoft Egg Timing System may only be used to time eggs by the person to whom it is registered. Unauthorized use by other members of the family or visiting guests may result in fines, jail terms and seizure of uncooked dairy products. Please read and familiarize yourself with the entire 274-page Microsoft licensing agreement packed with this product. NOTE: Using your Microsoft Egg Timing System for any other reason, such as to time moves during Scrabble games, voids all warranties, express and implied, for this product.

Microsoft

These days it's common wisdom that all politicians are crooks. But there are big differences! And if you don't believe us, just take a look as we compare the most powerful man on television, Tony Soprano, to the second most powerful man in the White House (next to Dick Cheney), George W. Bush! As we see them, here are...

THE SUBTLE DIFFERENCES BETWEEN TONY SOPRANO & GEORGE W. BUSH

ARTIST: SAM SISCO

WRITER: STAN SINBERG

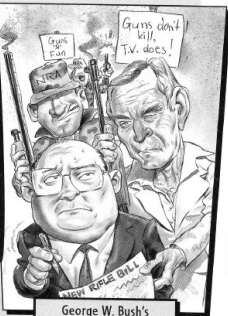
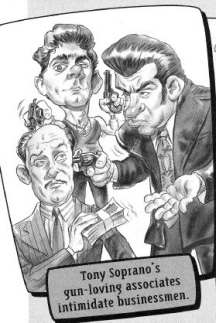


Tony Soprano relies on his family to stay in power.

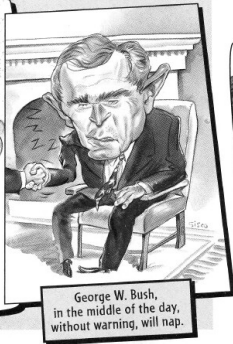


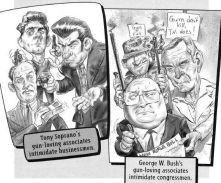
George W. Bush relied on his family to GET in power.





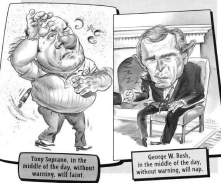
THE SUBTLE DIFFERENCES BETWEEN





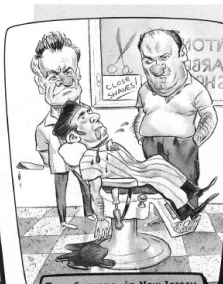
THE SUBTLE DIFFERENCES BETWEEN

TONY SOPRANO & GEORGE W. BUSH





George W. Bush's daughter is having a "fake-identity" crisis.

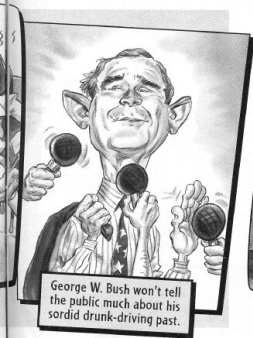


Tony Soprano, in New Jersey, regularly carries out gangland-style executions.



George W. Bush, in Texas, regularly carried out government-style executions.

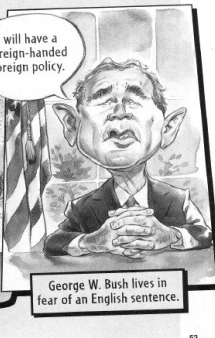
TONY SOPRANO & GEORGE W. BUSH



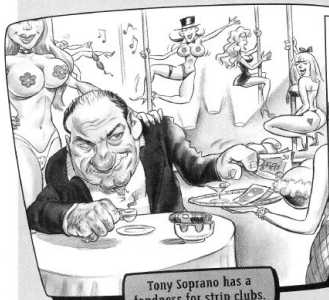
George W. Bush won't tell the public much about his sordid drunk-driving past.



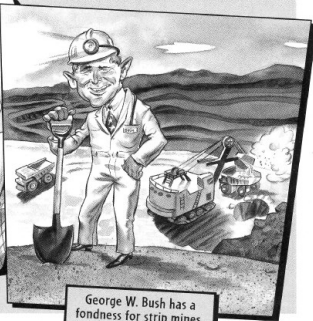
Tony Soprano lives in fear of a prison sentence.



George W. Bush lives in fear of an English sentence.

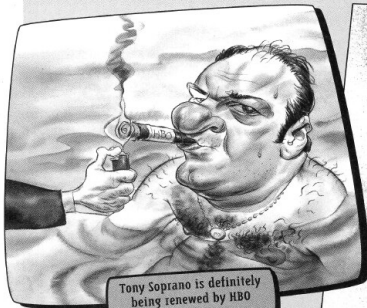


Tony Soprano has a fondness for strip clubs.



George W. Bush has a fondness for strip mines.

THE SUBTLE DIFFERENCES BETWEEN **TONY SOPRANO & GEORGE W. BUSH**



Tony Soprano is definitely being renewed by HBO for another season.



George W. Bush is definitely NOT being re-elected by voters for another term.



Duke Bissell's TALES OF UNDISPUTED INTEREST

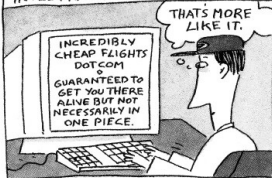
AS I HAD A DAY OFF I DECIDED TO GET SOME REST AND GO ON VACATION.



BUT THE TRAVEL AGENT REALLY WASN'T MUCH HELP.



SO I DECIDED TO DO A LITTLE INVESTIGATING OF MY OWN.

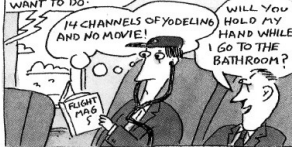


SOON I WAS ON MY WAY.



AS IT TURNED OUT, THE WHOLE EXPERIENCE WASN'T WHAT I EXPECTED.

THIS IS YOUR CAPTAIN SPEAKING. I'M GOING TO TURN THIS THING AROUND AND GO BACK BECAUSE I CAN DO ANYTHING! DAMN WELL WANT TO DO.



FRANKLY, IN THE END I WAS GLAD WHEN IT WAS OVER AND I WAS ABLE TO GET SOME REAL REST.



P.C. VEY

MAD

MAD Wins
player a

*No Winamps were harmed in the obtaining of Winamp skins!

NEW!

MRD Winamp 3
player at rest

WINAMP 3 – with Enhanced Llama-Whipping Functionality:

- **Freeform skins!** (No more need for silly rectangular windows!)
 - **Über-powerful media library!** (Lets you sort and search all of your music easily!)
 - **Video support!** (Now you can throw all of those "nature" videos you downloaded directly into your playlist!)
 - **Built-in crossfader option!** (Allows you to meld your tracks together into a seamless mix!)
- ...and so much more you will just have to see to believe!



MAD Winamp 3
player ready
for action!

 **NULLSOFT**

WINAMP

winamp.com

Be the first on your block to have the greatest media player to come along since...ummmm...Winamp 2!

The MAD 50th Anniversary prize pack includes:

- Official MAD Toilet Paper
- An Autographed Copy of "MAD's 50 Worst Things About Music"
- A MAD T-Shirt by Thunder Creek
- The MAD Neumanisms Ultimate Collector's Package
- A music CD provided by AOL Music

50 MAD Prize Packs to be awarded!



NO PURCHASE OR ONLINE REGISTRATION NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

SPS will not be responsible for any damages, and complete the investigation only as prompted, unless the investigation is requested by a court of law. SPS will not be responsible for any damages, and complete the investigation only as prompted, unless the investigation is requested by a court of law. SPS will not be responsible for any damages, and complete the investigation only as prompted, unless the investigation is requested by a court of law.

decisions are final. Date of winning depend upon the number of rights which are received. Winners will be notified by mail, and prizes will be sent by November 4, 2002, and prizes will be sent to the address given on the entry form. If prize is won by a minor, it may be awarded in the name of a parent or legal guardian. Winners agree to use of names, hometowns & hometown address for identification purposes of advertising, promotion and publicity in any medium without additional compensation in the order permitted by law, any such use with respect to minors to be subject to prior consent of parent or legal guardian. If any prize substitution occurs in any prize is returned as undesirable or cannot be awarded to the winner because of any reason, the prize will be awarded to an alternate winner or to a random drawing. Quotient reserves the right to modify notification procedure.

in connection with the selection of alternate awards. If any:

- **1.000** Grand Prize: \$1,000,000. A 100% Match.
- **2.000** 2nd Prize: \$250,000. A 50% Match.
- **3.000** 3rd Prize: \$100,000. A 25% Match.
- **4.000** 4th Prize: \$50,000. A 12.5% Match.
- **5.000** 5th Prize: \$25,000. A 6.25% Match.
- **6.000** 6th Prize: \$10,000. A 2.5% Match.
- **7.000** 7th Prize: \$5,000. A 1.25% Match.
- **8.000** 8th Prize: \$2,500. A 0.625% Match.
- **9.000** 9th Prize: \$1,000. A 0.25% Match.
- **10.000** 10th Prize: \$500. A 0.125% Match.
- **11.000** 11th Prize: \$250. A 0.0625% Match.
- **12.000** 12th Prize: \$100. A 0.03125% Match.
- **13.000** 13th Prize: \$50. A 0.015625% Match.
- **14.000** 14th Prize: \$25. A 0.0078125% Match.
- **15.000** 15th Prize: \$10. A 0.00390625% Match.
- **16.000** 16th Prize: \$5. A 0.001953125% Match.
- **17.000** 17th Prize: \$2.50. A 0.0009765625% Match.
- **18.000** 18th Prize: \$1.00. A 0.00048828125% Match.
- **19.000** 19th Prize: \$0.50. A 0.000244140625% Match.
- **20.000** 20th Prize: \$0.25. A 0.0001220703125% Match.
- **21.000** 21st Prize: \$0.125. A 0.00006103515625% Match.
- **22.000** 22nd Prize: \$0.0625. A 0.000030517578125% Match.
- **23.000** 23rd Prize: \$0.03125. A 0.0000152587890625% Match.
- **24.000** 24th Prize: \$0.015625. A 0.00000762939453125% Match.
- **25.000** 25th Prize: \$0.0078125. A 0.000003814697265625% Match.
- **26.000** 26th Prize: \$0.00390625. A 0.0000019073486328125% Match.
- **27.000** 27th Prize: \$0.001953125. A 0.00000095367431640625% Match.
- **28.000** 28th Prize: \$0.0009765625. A 0.000000476837158203125% Match.
- **29.000** 29th Prize: \$0.00048828125. A 0.0000002384185791015625% Match.
- **30.000** 30th Prize: \$0.000244140625. A 0.00000011920928955078125% Match.
- **31.000** 31st Prize: \$0.0001220703125. A 0.000000059604644775390625% Match.
- **32.000** 32nd Prize: \$0.00006103515625. A 0.0000000298023223876953125% Match.
- **33.000** 33rd Prize: \$0.000030517578125. A 0.00000001490116119384765625% Match.
- **34.000** 34th Prize: \$0.0000152587890625. A 0.000000007450580596923828125% Match.
- **35.000** 35th Prize: \$0.00000762939453125. A 0.0000000037252902984619140625% Match.
- **36.000** 36th Prize: \$0.000003814697265625. A 0.00000000186264514923095703125% Match.
- **37.000** 37th Prize: \$0.0000019073486328125. A 0.000000000931322574615478515625% Match.
- **38.000** 38th Prize: \$0.00000095367431640625. A 0.0000000004656612873077392578125% Match.
- **39.000** 39th Prize: \$0.000000476837158203125. A 0.00000000023283064365386962890625% Match.
- **40.000** 40th Prize: \$0.0000002384185791015625. A 0.000000000116415321826934814453125% Match.
- **41.000** 41st Prize: \$0.00000011920928955078125. A 0.000000000582076609134674072265625% Match.
- **42.000** 42nd Prize: \$0.000000059604644775390625. A 0.0000000002910383045673370361328125% Match.
- **43.000** 43rd Prize: \$0.0000000298023223876953125. A 0.00000000014551915228366851806640625% Match.
- **44.000** 44th Prize: \$0.00000001490116119384765625. A 0.000000000072759576141834259033203125% Match.
- **45.000** 45th Prize: \$0.000000007450580596923828125. A 0.0000000000363797880709171295166015625% Match.
- **46.000** 46th Prize: \$0.0000000037252902984619140625. A 0.00000000001818989403545856475830078125% Match.
- **47.000** 47th Prize: \$0.00000000186264514923095703125. A 0.000000000009094947017729282379150390625% Match.
- **48.000** 48th Prize: \$0.000000000931322574615478515625. A 0.0000000000045474735088646141895751953125% Match.
- **49.000** 49th Prize: \$0.0000000004656612873077392578125. A 0.00000000000227373675443230709478759765625% Match.
- **50.000** 50th Prize: \$0.00000000023283064365386962890625. A 0.000000000001136868377216153547393798828125% Match.
- **51.000** 51st Prize: \$0.000000000116415321826934814453125. A 0.0000000000005684341886080767736968994140625% Match.
- **52.000** 52nd Prize: \$0.000000000582076609134674072265625. A 0.00000000000028421709430403838684844970703125% Match.
- **53.000** 53rd Prize: \$0.0000000002910383045673370361328125. A 0.000000000000142108547152019193424224853515625% Match.
- **54.000** 54th Prize: \$0.00000000014551915228366851806640625. A 0.0000000000000710542735760095967121124267578125% Match.
- **55.000** 55th Prize: \$0.00000000072759576141834259033203125. A 0.00000000000003552963678800479835605621337890625% Match.
- **56.000** 56th Prize: \$0.000000000363797880709171295166015625. A 0.00000000000001776481839400239917802810668953125% Match.
- **57.000** 57th Prize: \$0.0000000001818989403545856475830078125. A 0.0000000000000088824091970011995890140533446875% Match.
- **58.000** 58th Prize: \$0.0000000009094947017729282379150390625. A 0.00000000000000

[illegible]

7. WINNERS (187): To obtain a copy of the winners list, available after November 4, 2002 send a self-addressed, stamped envelope to: E.C. Publications "HMO Magazine" Sweepstakes Winners List, 1700 Broadway, New York, NY 10019. Requests must be received by November 4, 2002. Winners list will be sent after selection and verification of winners. DO NOT SEND ANY OTHER CORRESPONDENCE TO THIS BOX NUMBER.

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**WHAT KIND OF
UNCHECKED
DEVELOPMENT HAS
BECOME A MAJOR
PROBLEM?**

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

Urban sprawl is a hot topic of debate these days. Critics say we are destroying the wilderness, while proponents say the land is there for man to use. There is one form of unchecked development, however, where all sides agree there is a crisis looming. To find out what this startling growth is, fold page in as shown.



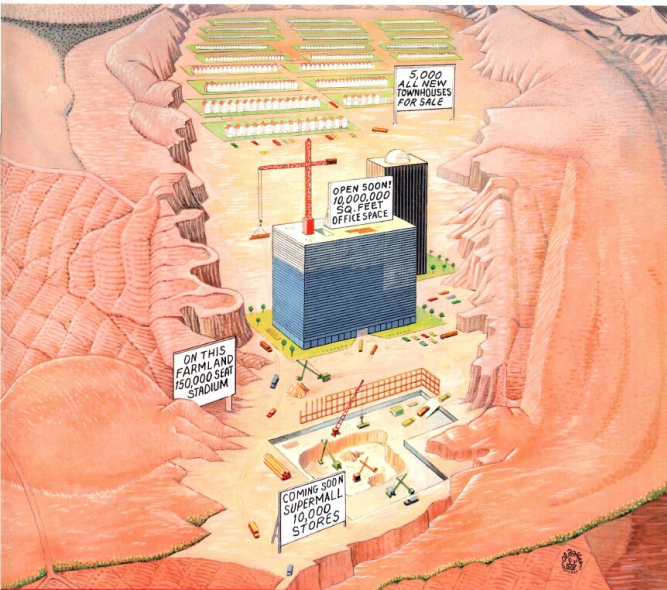
FOLD PAGE OVER LINE THIS!



FOLD PAGE OVER LEFT



FOLD BACK SO THAT "A" MEETS "B"



**STERN WARNINGS MUST BE ISSUED ON HOW TO AVOID
ENDANGERING OUR WAY OF LIFE. SOME UNDER-
HANDED PEOPLE DO THINGS THAT WE ARE CONVINCED
MUST STOP. THIS AWFUL SITUATION CREATES CYCLES
IN BASICALLY DESTRUCTIVE ACTIVITIES AND ANY DE-
BATE SHOULD FOCUS ON PROTECTIONS FOR US ALL**



ARTIST AND WRITER: AL JAFFEE



CORN GONE WRONG

