



MAD

THIS ISSUE:
THE COLBERT REPORT

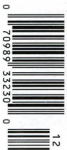
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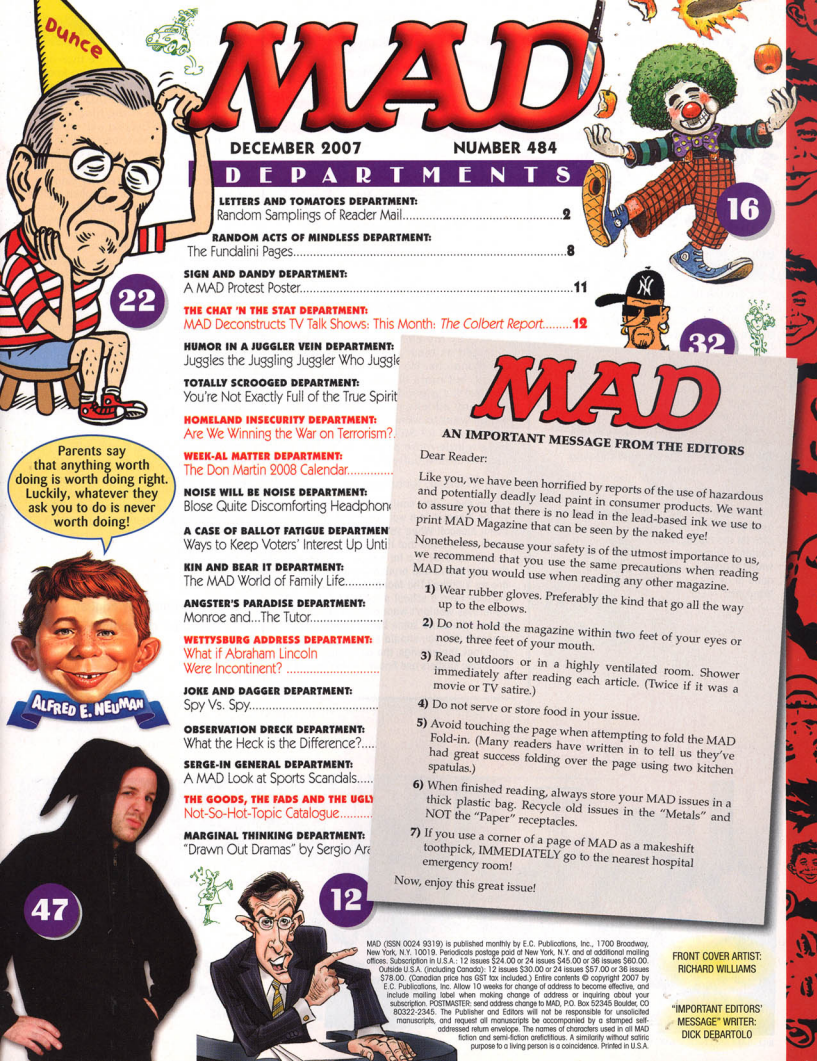
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Games for Windows



MAD

DECEMBER 2007

NUMBER 484

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MAD

AN IMPORTANT MESSAGE FROM THE EDITORS

Dear Reader:

Like you, we have been horrified by reports of the use of hazardous and potentially deadly lead paint in consumer products. We want to assure you that there is no lead in the lead-based ink we use to print MAD Magazine that can be seen by the naked eye!

Nonetheless, because your safety is of the utmost importance to us, we recommend that you use the same precautions when reading MAD that you would use when reading any other magazine.

- 1) Wear rubber gloves. Preferably the kind that go all the way up to the elbows.
- 2) Do not hold the magazine within two feet of your eyes or nose, three feet of your mouth.
- 3) Read outdoors or in a highly ventilated room. Shower immediately after reading each article. (Twice if it was a movie or TV satire.)
- 4) Do not serve or store food in your issue.
- 5) Avoid touching the page when attempting to fold the MAD Fold-in. (Many readers have written in to tell us they've had great success folding over the page using two kitchen spatulas.)
- 6) When finished reading, always store your MAD issues in a thick plastic bag. Recycle old issues in the "Metals" and NOT the "Paper" receptacles.
- 7) If you use a corner of a page of MAD as a makeshift toothpick, IMMEDIATELY go to the nearest hospital emergency room!

Now, enjoy this great issue!

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FRONT COVER ARTIST:
RICHARD WILLIAMS

"IMPORTANT EDITORS'
MESSAGE" WRITER:
DICK DEBARTOLO

Parents say
that anything worth
doing is worth doing right.
Luckily, whatever they
ask you to do is never
worth doing!

ALFRED E. NEWMAN

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12

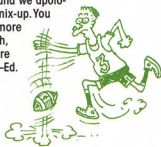


WHEN DOVE FANS CRY

So, I'm the first person in the cosmos to criticize MAD. Don't label me a tightwad just yet. I read you guys like a religion and even laugh occasionally. It's just I was offended by your dig at "those Dove commercials with the chubby women" ("MAD's 50 Worst things about Advertising" MAD #482). Those commercials celebrated the bodies of normal women and positive body image. It's sexist and piggish to ridicule the female form like that. It makes me think of the MAD team as a giggling teenage boy club.

Natalie Beach, New Haven, CT

Nude Beach — Clearly, this is a huge misunderstanding and we apologize for the mix-up. You couldn't be more wrong though, none of us are teenagers! —Ed.



ANIMAL MASCOTISM

Recently my elementary school has changed its mascot from the Rams to the Monarchs. No, not Monarchs as in Kings, but more like the kind of butterflies! It's a good thing they don't have any athletic teams because who would want to wear a uniform with a butterfly on it? Still, shouldn't they have a little more pride than to be named after a butterfly?

Augie Kahsar, Richmond, VA

Snoop Aug — You couldn't be more wrong — the Monarch is a wonderful and inspirational mascot! When you get a little older, you'll understand that the graceful and serene butterfly is a far superior choice to the aggressive and brutish Ram! Ah, who are we kidding? The Monarch bites as a mascot! Even a school attended by Monarch butterflies wouldn't want a Monarch as their mascot. Here are some better choices for mascots that you should suggest to your principal: the earwigs, the ballerinas, the asthmatic toddlers and finally the Augies! —Ed!

FOREIGN AWAY

I love your magazine more than any other kinds of fashion and gain-knowledge magazines on the newsstands. I had my first issue of MAD when I was 13 years old in the Kingdom of Bahrain. I went to Bahrain with my family, and had to start American School in Bahrain with only two words of English, "yes" and "no." I had to attend ESL classes, and remembered my English teacher told me to learn English well is to read anything I like in English. When I saw your magazine, I just knew MAD is the reading materials that I had to have it every month. Not because it is in English, but the comics drawings were so up to the standard that it should have displayed in the world famous galleries. Cut the story short, MAD is the sole material of my English foundation. I am a credit analyst by professional in financial industry, with a Master Degree from UK. I would like to thank MAD for everything that I have achieved so far. Now, I am in Hong Kong but still reading MAD every month and would really love to have a gift from MAD as a present for my achievement.

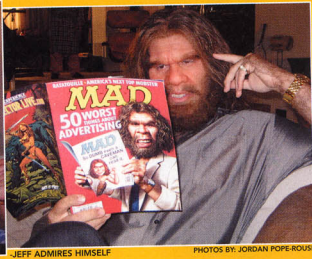
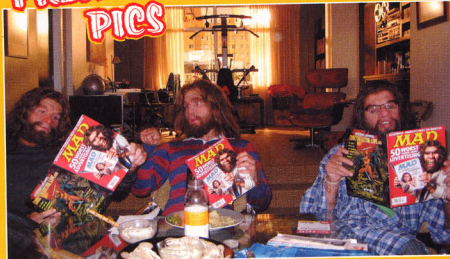
Esther O'Neile, Hong Kong

Esther Bunny — We love our international readers, but sorry, we can't give you any gift or present. What we *can* do is give you this handy clip-and-save card to give out to friends, business associates and burns on the street! —Ed

Sorry about My English —
I learned it by reading **MAD**!

MAD PREHISTORIC PICS

The Geico cavemen Joel, Andy and Nick (Bill English, Sam Huntington and Nick Kroll, respectively) as well as MAD cover caveman Maurice (Jeff Daniel Phillips) enjoy the latest issue of MAD. Ironically, recent tests revealed the reading comprehension skills of the average MAD reader are just below a caveman's!



BILL, SAM AND NICK ENJOY READING MAD

JEFF ADMIRES HIMSELF

PHOTOS BY: JORDAN POPE-ROUSH



HUMAN HISTORY JUST GOT
A LITTLE LESS HUMAN.



THE ANSWER MAD

We realized that it had been a while since we ran our much-beloved feature where we take a letter written to another magazine and answer it in our own puckyish fashion! This month's victim — *Model Airplane News*!



In the October issue, Chris Chianelli reviewed the new Fuji 24cc gas engine. In the specs, he listed the weight as only 2.8 pounds, but when I went to order this engine from the Tower Hobby website, it lists the weight as approximately 3 pounds 10 ounces (1.7kg) with all accessories. Did Chris strip his engine down for the tests?

Eric P., Via e-mail

Eric — Unfortunately, this is only one of the many "slip-ups" by Chris during his reporting career here at *Model Airplane News*. Among the myriad of half-truths, exaggerations and flat out fibs he's told are the following:

- The miniature pilot pictured in the cockpit of the F-15 model in our June issue is made of plastic, and wasn't an actual miniature human being!
- His so-called first person account of the scale model convention in Baghdad, Iraq was actually filed from a Hilton in Newark, NJ!
- A lot of that airplane glue wasn't used for model construction (if you catch our drift)!

We apologize for the betrayal of our readers' trust and we look forward to re-building our reputation as the world's most-respected source for model airplane news! —Ed.

WHEN YOU DISS UPON A STAR

I subscribe to MAD and I really like your ad spoofs. I always keep an issue in the car in case I happen to see a celebrity. My favorite issue was the one where you did a day in the life of George Lucas. I also like the Fundalini Pages and the blog. I know the bass player for Matchbox 20 and I might be able to get a picture of him with a MAD.

Graham Kaletsky, Walpole, NH

Graham Cracker — Thanks for the offer to get a "Celebrity Snap" of the bass player for Matchbox 20. We're going to have to pass. Let us know if you can get anyone more famous though, you know, like the guy who sets up Tay Zonday's keyboard stand; or the actor who played "Bearded Arab Terrorist" from episode #6 from this season's 24 or the grocer that sells Gallagher all his watermelons! Thanks for writing! —Ed.

THE BIG TEACHER'S PET

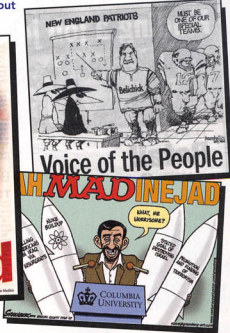
I have just gone back to school and I was wondering if you guys are ever going to print an issue that I can bring to school without getting into trouble. The last time I brought in an issue (The MAD 20 with Janet Jackson on the cover) the teacher confiscated it, gave it to the principal and he told me that if he ever caught me with that kind of sh*t in his school again my parents would be called in!

John Hadden, Cork, Ireland

John Fishin' — Oh, it's not looking too good for you. We're replacing our MAD 20 with our special MAD "All Boobs" issue. After that, we're doing a cover story on how much Irish principals suck! Finally, we have an exposé of why Matchbox 20's bassist is far superior to U2's bassist! Top o' the mornin' to you and thanks for writing! —Ed.

COPYCAT LITTER

MAD has been popping up in political cartoons all over the country! The *New York Daily News* and the *Tampa Bay Times* tackled the New England Patriots' cheating scandal by using our very own Spies. Meanwhile, Steve Greenberg in the *Ventura County Star* did an Alfred morph of Iranian wack-a-doo Mahmoud "Skeeter" Ahmadinejad. We appreciate the plug (read: trademark infringement), but try to be more creative the next time, guys!

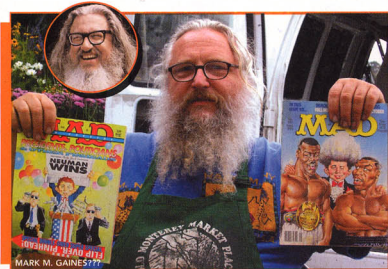


WILLIAM M. GAINES LOOK-A-LIKE!

This past weekend, I ran a flea market stand in Santa Cruz, CA. While there, I ran into a guy, a health food proprietor from Watsonville, CA, who is a dead (no pun intended) ringer for Bill Gaines. His name is Mark Holsman and he was gracious enough to let me take a picture of him holding a couple of MADs. Maybe we could ask readers to send pics of any Gaines look-alikes.

Scott Gosar, Reno, NV

Osh-Kosh-B'Gosar — Terrific idea! We're happy to steal it! If you think you spot MAD's founder, the late William M. Gaines, snap the photo and send it to "Gaines Look-A-Like" c/o Mad Magazine, 1700 Broadway, New York, NY 10019 or via e-mail to letters@madmagazine.com! We'll print the best ones (so to speak)!



“...easily the PlayStation 3 (system)’s premiere, must-have title.”

- Game Informer

“... a highly playable action game that will satisfy even the most demanding FPS junkies.”

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“5 out of 5”
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INSOMNIAC

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R F O M . C O M

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Welcome to Earth, circa 1951. The Chimera, a horrific species of unknown origin, have overrun Russia and most of Europe. And now they're threatening the entire planet. Armed with an arsenal of unique and deadly weapons, you and your fellow soldiers represent humanity's last hope.

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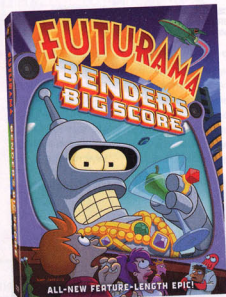
ONLY ON
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READER ALERT I

If you were lucky enough to have your letter printed on this month's Letters Page, you'll receive *Futurama Bender's Big Score* courtesy of our friends at Twentieth Century Fox Home Entertainment. If your missive didn't make it, don't fret, it's on sale now!



**NEXT MONTH
IN MAD #485 ON SALE
DECEMBER 18!**

**THE MAD 20 —
OUR LOOK AT THE 20
DUMBEST PEOPLE, EVENTS
AND THINGS OF 2007**

**NEXT MONTH IN
MAD CLASSICS #20 ON SALE
DECEMBER 18!**

**OUR SPOOFS OF
THE TERMINATOR,
THE SHIELD AND THE
SCHLOCKY NICHOLAS CAGE
MOVIE THE ROCK!**

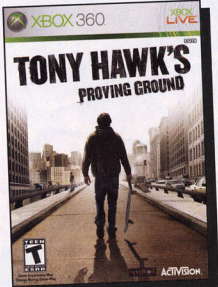
THE BIG QUESTION

In the last few issues we asked readers to cast their votes for what celebrity would like to see "clown dunked" in a septic system. Not surprisingly, the winner was Presidential Player-Hater Hillary Clinton! For those keeping score at home, the first runner-up was Ryan Seacrest, followed closely by Howard K. Stern and Fergie. Thanks to all that voted!



READER ALERT 2

If your letter was printed, you'll ALSO receive *Tony Hawk Proving Ground* for the Xbox 360 courtesy of our friends at Activision. If your letter wasn't printed, don't get your skateboard in a twist, it's on sale now!



MAD

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the usual gang of idiots

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Paul Levitz, President and Publisher, October 5, 2007



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CHEE- Dawn of the Dead, Second Wave
AMANDA CONNER- The Pro, JSA
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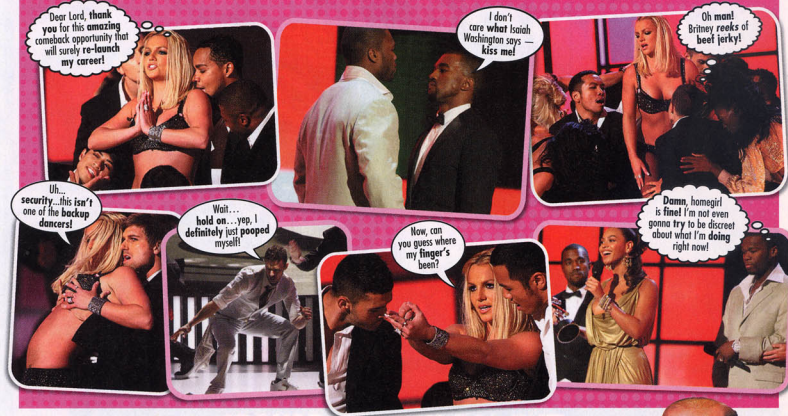
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THE FUNDALINI PAGES

SENATOR LARRY CRAIG'S CAN'T MISS MEN'S ROOM PICK-UP LINES

FUNDALINI GOES TO THE MTV VIDEO MUSIC AWARDS



THE GODFREY REPORT		
IN	FIVE MINUTES AGO	OUT
Dukes	Barons	Viscounts
Under Consideration	On the Table	Up for Discussion
Dollaps	Pinches	Dashes



"YOU BETTER HURRY UP AND LEAVE, MY PARENTS JUST CAME HOME."

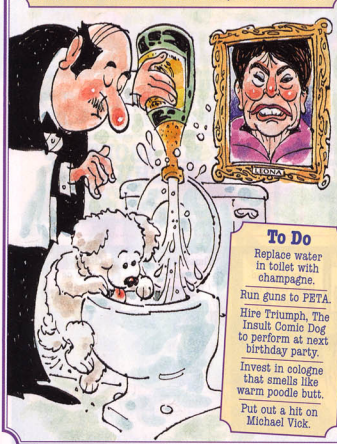
MEET THE '08 PRESIDENTIAL CANDIDATES

THIS MONTH FRED THOMPSON

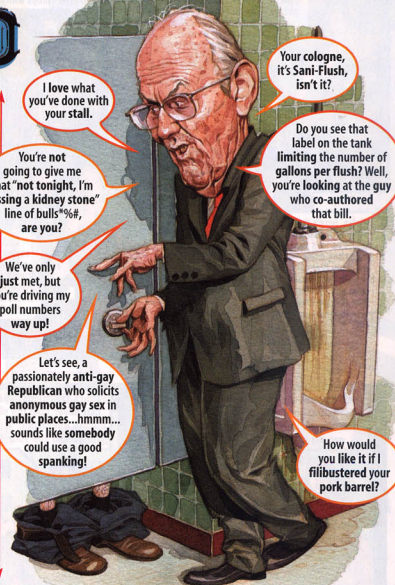
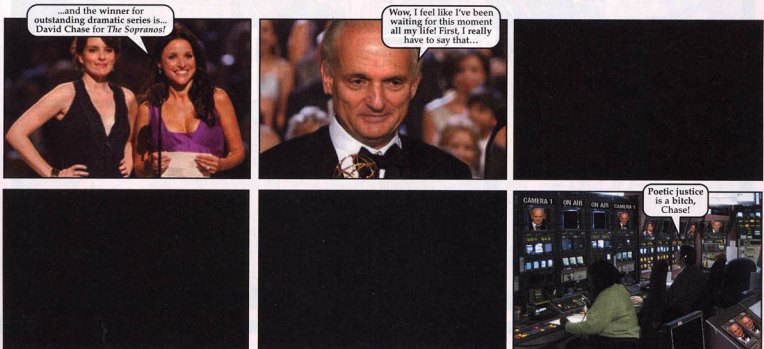
- The reason he took so long to announce his candidacy was because he was waiting for his wife to turn the required minimum age for a First Lady.
- Plans to punctuate all his State of the Union speeches with the *Law & Order* trademark sound effect "Cha Chung!"
- Will cement his reputation as a Washington outsider by finally selling the Beltway townhouse he's been living in since 1992.
- Vows that his will be the first Presidential administration in history to feature a Cabinet-level Gaffer.
- In lieu of the traditional Saturday morning radio address to the nation, a new weekly show: *Law & Order: Oval Office Unit*.



The TO-DO LIST of TROUBLE HELMSLEY, the DOG who INHERITED \$12 MILLION



THE SOPRANOS WINS THE EMMY



POLITICAL BUMPER STICKERS WE'RE SURE TO SEE

Vote Obama '08
(IF YOU HAVEN'T BEEN ILLEGALLY
PURGED FROM VOTER ROLLS)

**HONK IF YOU HAVE AN
EXIT STRATEGY!**

**PROUD PARENT OF AN
ABU GHRAIB
WHISTLE BLOWER**

**MY OTHER VEHICLE IS
AN INSUFFICIENTLY-
ARMORED HUMVEE!**



**ASK ME ABOUT MY
GRANDCHILDREN**
(AND THEIR WOEFULLY
INADEQUATE HEALTH COVERAGE!)

Hey, me beating out Michael Imperioli from *The Sopranos* might not make much sense, but since when does anything having to do with *Lost* make sense?!

**FUNDALINI
GOES
TO THE
EMMYS**

Oh, that's easy. Ryan Seacrest was in *Knocked Up* with Seth Rogen, who was in *You, Me and Dupree* with Matt Dillon, who was in *Wild Things* with me!

Folks, here's the guy who *really* should've won Best Supporting Actor — and I say that only because I've already won and nothing can change that!

Look, I'm not saying there's any excuse for drunk driving, but watching Ryan Seacrest host would make anyone hit the bottle!

BITTERMAN

Joe, I'm worried. You've been hibernating on that couch all summer. You should really get out and socialize.

Socialize? Who needs to socialize when I've got TV?

That's ridiculous. Television can never take the place of human interaction. Why don't you go and see your friends?

Already did. Chandler and Ross were on an hour ago.

Those are fictional characters, Joe. You need to see real people.

Like Scott Baio or *The Two Coreys*?

Why don't you go out and hound some desperate, silicone-padded, middle-aged women? That always makes you feel good.

The Real Housewives of Orange County at 3.

I'm serious, Joe — why not take a cooking class?

Rachael Ray at six.

I think you need to see a doctor.

House at 9.

If you don't get off that couch and away from the television, any bit of free-thinking, rationality and creativity will be gone. Then what's going to be left to entertain you when your mind has gone completely numb?

American Idol at 8.

FRIENDS OF FUNDALINI

John Caldwell Matthew A. Cohen Paul Coker Garth Gerhart Barry Liebmann
Hermann Mejia Frank Santopadre Jack Syracuse P.C. Vey



BRING OUR TROOPS HOME FROM IRAN!

(Remember, you heard it here first!)



A lot of people think that when it comes to putting out a daily comedy show, it must be mostly the same old thing, day in day out. But those people are idiots. In reality, it's ENTIRELY the same old thing, day in day out! Now that we've cleared that up, take a look at our same old thing...

MAD Deconstructs TV Talk Shows

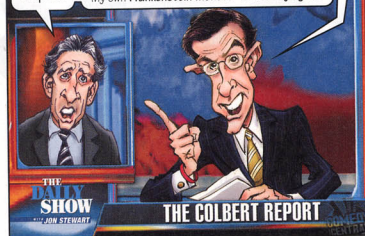
THIS MONTH: **THE COLBERT REPORT**

-1:00 With incestuous pre-show leakage, The Colbert Report starts one minute before it actually starts, by co-opting the last minute of The Daily Show. It's a symbiotic arrangement, like a small bird on a hippo's back, or a blood-sucking tick.

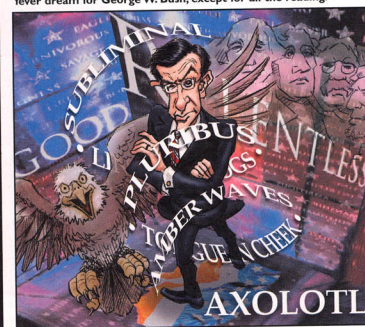
Before we go, let's check in on our good friend Stephen Colbert. Stephen!

Jon, I couldn't help noticing my square is four times bigger than yours! I wonder why. Could it be the roast speech I gave in Bush's face? My Aspen Comedy Festival Person of the Year award? My Time Magazine "100 Most Influential People in the World" stuff? The fact that I'm sleeping with your wife? Say, is your show even still on?

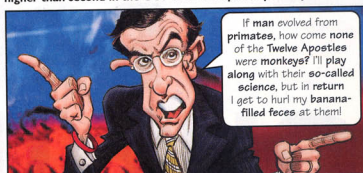
ROBERTO MARI
My own Frankenstein monster is destroying me!



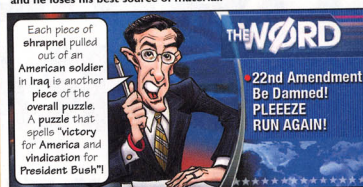
00:30 The opening package rolls. Lots of flags, lots of bald eagles, spacious skies, Mount Rushmore and various patriotic words spinning around through the air. It's like an erotic fever dream for George W. Bush, except for all the reading.



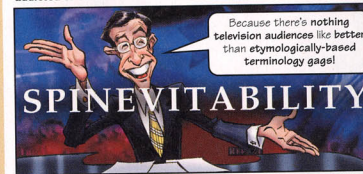
1:10 Colbert the talk show host is pro-war, anti-science, anti-gay, anti-immigrant, anti-Hollywood, and anti-evolution. It's a ridiculous absurdist parody that could never finish higher than second in the GOP New Hampshire primary.



4:30 In "The Word," a spoof of Bill O'Reilly's "Talking Points Memo," Colbert pontificates, while words projected to his side reveal the show's actual point of view. He might spout off on the Democrats' plan to set a deadline for withdrawing troops from Iraq. But the only deadline Colbert really cares about is January 21, 2009, when George W. Bush leaves office and he loses his best source of material.



5:15 On the debut show, Colbert struck gold by inventing the word "TRUTHINESS," a type of knowledge based on emotion and rhetoric without regard to facts. Later on, he unveiled "WIKIALITY," a rewritten form of truth by consensus. Unfortunately, following enthusiastic response, he soon became addicted to suffixes.



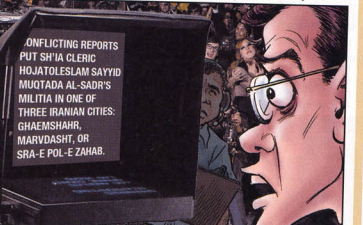
6:00 Polls have shown that most young Americans today get their news from The Colbert Report and The Daily Show. Worse still, they get their advanced physics from Jimmy Neutron and their anthropology from boxes of Cocoa Pebbles.



6:15 In order to camouflage the fact that the show is one guy at one desk doing one long shtick, The Colbert Report has him swivel from side to side in his chair. This breaks each episode up into theoretically separate "segments."



6:35 Fans of the show face a personal crisis of conscience. Colbert has a bad habit of tripping over lines. Do viewers then continue to laugh and feel superior about George W. Bush's series of flubbed words? Or do they begrudgingly acknowledge that slip-ups can happen to anyone?



6:45 In "Tip o' the Hat/Wag o' the Finger," Colbert praises or trashes whatever he wants to. Next, in "The Threaddown," he gripes about the top five alleged threats menacing America. Then, he brings out "the big boards," each listing a dozen things that are arbitrarily objectionable. These features seem similar, but they're not! In two of them, Colbert's finger remains unwagged. And only one of them employs semi-gloss posterboard props! Think of the premises like "Stupid Pet Tricks," featuring COMPLETELY different breeds of dogs.



11:55 Capitalizing on the public's appetite for daring space adventure, and Comedy Central's tolerance of crap-cheap animation, a new "Trek Jansen" cartoon debuts. And thus, the day when Americans will accept any visual entertainment that can be fully appreciated on a one-inch cell phone screen draws that much closer.



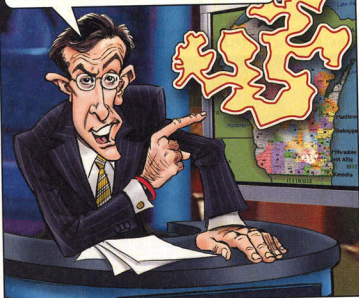
THIS
MONTH:

THE COLBERT REPORT

15:35

It's time for "Better Know a District," a remote installment focusing on a sole Congressperson. Do the math: Colbert has a hair over a million viewers nightly. With 435 Congressional districts, that means that interviewees are subjecting themselves to national humiliation in order to attract about 1,200 voters.

Tonight, we take a look at Representative Marco Crandall of Wisconsin's Fightin' 14th! That's 43 down, 392 more to go! It's always exciting when you treat American democracy like a Pokémon tournament!



17:40

Colbert peppers a politician with loaded questions. It's fascinating seeing our elected officials completely cave in after a few minutes of pressure from a comedian. And it pretty much explains how the Patriot Act and Iraq War Resolution got passed without a peep.



24:25

Usually, the show's guest is a liberal who only came to impress their kids' college friends, and giggle at Colbert's jokes. But on lucky nights, the show books one of the few remaining conservative guests who hasn't been tipped off yet that it's an act.

I'm glad to hear you say that! Most interviewers find my proposal for a nationalized library borrowing registry to be controversial!

Au contraire! It's an idea whose time has come! And that's why tonight, I'm calling for the mandatory installation of GPS tracking devices into the soft spot of every newborn baby's head! That way, we can be alerted whenever one of them gets within 100 yards of a Barnes and Noble!

Ohhhhh my! If I hadn't spent the last five years of my life trying to crush gay civil unions, I would almost swear I'm in love!



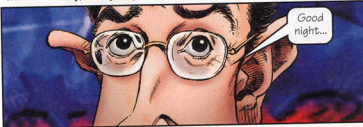
28:40

Colbert gives a closing statement standing in front of tchotchkes meant to evoke the eternal continuum of American politics. For instance, the bottled ship calls to mind the brave naval service of JFK, while the crackling flames offer a clue as to what happened to George W. Bush's military records.



29:55

A real-life moderate pretending to be a hardcore liberal pretending to be an uber-conservative ad lib talents, honed in the freeform environment of improv comedy, where actors explore their impulses all the way to strange and unexpected destinations. And Colbert's reward for his inventiveness? He gets to play the exact same persona, the same way, every day, forever!



CLAM-SHELL DESIGN
MINIMIZES DUST

NO TAPE
NO BACKING BOARD

FITS IN REGULAR
COMIC BOXES

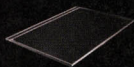
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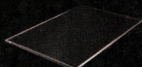


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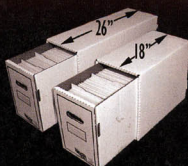
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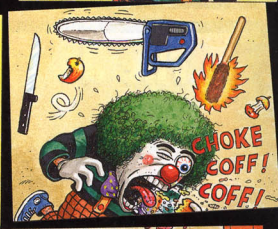


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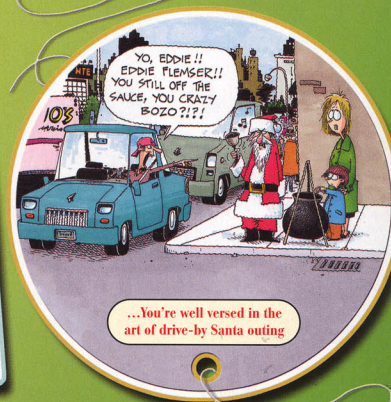
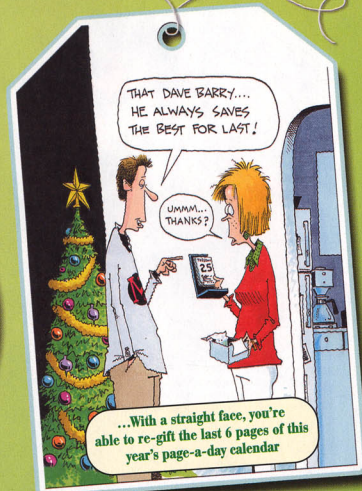
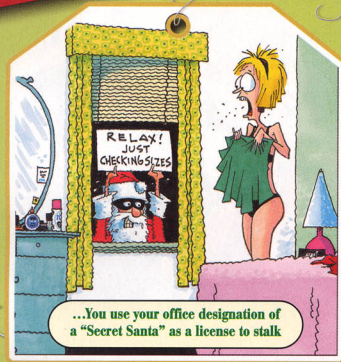
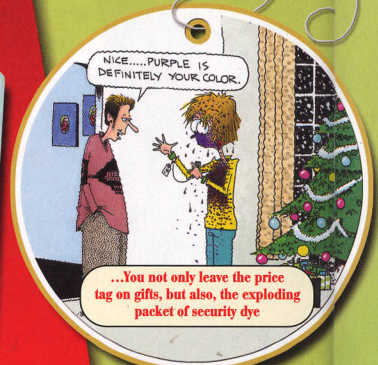
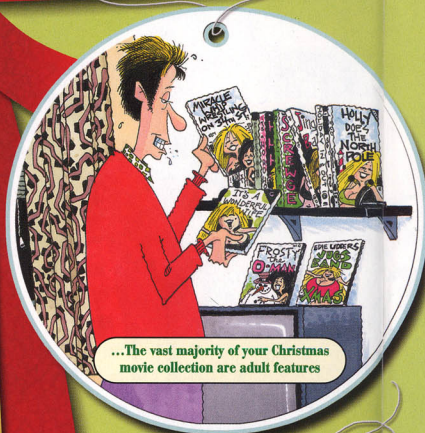
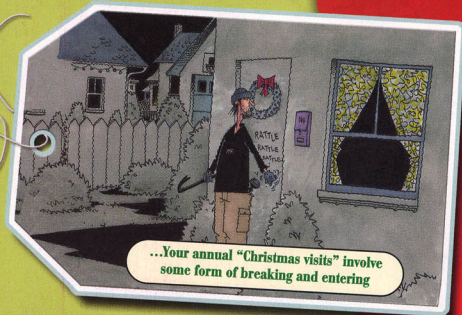
Ah yes, Christmas — the most wonderful time of the year! People all over look forward to this magical, joyous season. There is laughter in the air and peace that fills your heart with a sense of goodwill and brotherhood. Bah, who are we kidding — as a MAD reader, none if this could possibly be registering, you rotten humbug! Presenting...

JOHN CALDWELL'S

YOU'RE NOT EXACTLY FULL OF THE TRUE SPIRIT OF CHRISTMAS IF...



WRITER AND ARTIST: JOHN CALDWELL



The Lines Are Drawn...

Three years ago, Queen Elincia of Crimea won the war against the Mad King Ashnard of Daein, but the Crimean knights, led by Geoffrey, must quell unrest within Crimea's own borders. Ike and the Greil Mercenaries, meanwhile, find themselves facing an old threat.



The Iqaz tribes unite to seek justice for a crime long unpunished. They are led by Skrimir, an untested general and heir to the throne of Gallia. Can he tame his thirst for battle long enough to see his troops to victory and peace, or will his rage lead all nations to the brink of ruin?



Dheginsea, king of Goldoa, warns that the chaos of war may threaten the land's covenant with an ancient god. He struggles to hold his nation to its pledge of neutrality even as the events surrounding him lead the world to the brink of ruin.



Tibarn and Naesala put aside their differences to lead their clans to war. The raven king, however, carries a secret burden that may cause their alliance to crumble—and seal the fate of their cause.



...But Every Story has Two Sides.

With King Ashnard's death, Daein fell under the harsh rule of the Begnion Empire. Years later, Micah, Sothe, and the Dawn Brigade have taken up the struggle to liberate Daein. They pin their hopes on newfound Prince Rellian, but can this mysterious youth rally Daein to rise up against her tyrants?



Begnion's senators now rule Daein. They have given their military commanders free rein, all the while hiding their actions from the Apostle Sanaki. Beset by turmoil at home and abroad, Sanaki seems fated to be her nation's last apostle. Is Zelgius's sword enough to help her save all she holds dear?



Two Sides to Every War.

In a war fueled by chaos, who can say what is right and wrong? In a Fire Emblem First, you will play both sides of the war and judge for yourself. Fire Emblem: Radiant Dawn introduces a host of new features that make it a snap to pick up and a challenge to beat.



Wii



Fantasy Violence
Mild Language

HOMELAND INSECURITY DEPT.

It might seem as though we're losing the war on terror if you look at the mounting civilian and military casualties, the lack of progress abroad, and the ever-increasing anger from the international community (even Canada's been a bit snippy lately). But it's hard to tell if that's true or not! Which is why we surrender-monkeys at MAD decided to take a cold hard look at the facts and find out...

ARE WE WINNING

WRITER: BARRY LIEBMAN
ARTIST: WARD SUTTON

THE WAR ON TERRORISM?

KA-CHING!

We could never inflict as much damage on the terrorists as they did to us on 9/11, when those blood-thirsty sadists single-handedly revived the careers of Geraldo Rivera and Rudy Giuliani.

OUR SIDE ☐ THEIR SIDE ☒

They didn't hire Donald Rumsfeld to plan their war strategy. Our side did!

OUR SIDE ☐ THEIR SIDE ☒

The only way anyone with anti-terrorist experience can be heard by the President's inner circle is by quitting the administration and writing a book about how they were ignored by the President's inner circle.

OUR SIDE ☐ THEIR SIDE ☒

Terrorists already have millions of allies who are willing to poison our water. We call them American industries.

OUR SIDE ☐ THEIR SIDE ☒

The best plan we have for securing our ports is to sell them to a terrorist-friendly country (because they wouldn't blow up their own property, would they?)

OUR SIDE ☐ THEIR SIDE ☒

Terrorists know that if they don't kill our soldiers, our V.A. hospitals might.

OUR SIDE ☐ THEIR SIDE ☒

Our only cohesive plan to get rid of the terrorists who hate our freedoms is to get rid of those freedoms.

OUR SIDE ☐ THEIR SIDE ☒

Osama bin Laden is still alive despite living in a cave hooked up to a dialysis machine, while our elderly can't get adequate health care without giving up their food allowance.

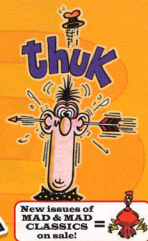
OUR SIDE ☐ THEIR SIDE ☒

Of their leader we wonder, "What will he strike next?" Of our leader, we wonder, "What will he screw up next?"

OUR SIDE ☐ THEIR SIDE ☒



THE DON MARTIN 2008 CALENDAR



JANUARY

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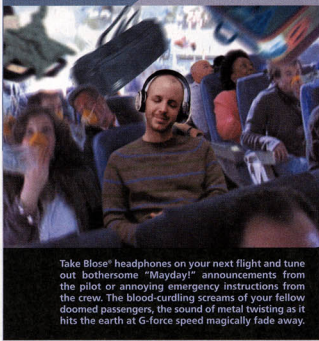
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Hear the difference Blose® technology makes. Take the QD3 headphones with you on your next flight. The cabin instantly becomes more peaceful, tuning out banging food carts, rattling overhead compartments and people snickering under their breath, "Hey, look at the A-hole who paid \$350 for a pair of headphones!"

Use QD3 headphones at the office, too. Although the noise reduction will be subtle, distractions — such as your boss screaming that if you don't get your ass into his office at once you're fired — will fade softly into the background.

Likewise, at home, the din of a leaf blower or the endless droning on of an annoying spouse will be completely blocked. The sound of a lone gunshot emanating from your child's playground sublimely disappears.



Now you have a

choice. Though smaller in size than our highly acclaimed QD2 headphones, we made no compromises in noise reduction, sound quality or potential profits when designing the QD3. In fact, while physically smaller than its predecessor, the new QD3 boasts a noticeably larger price tag. So now you have a choice when buying Blose® headphones. You can either pay an outrageous amount, or you can pay an even larger, more ludicrous sum. The choice is yours.



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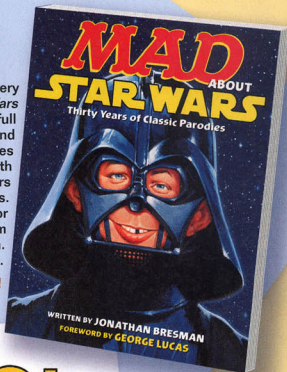


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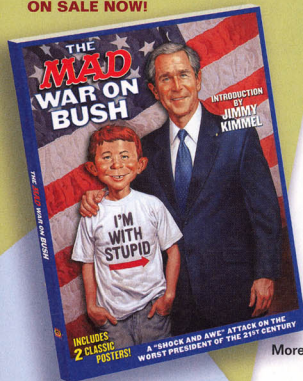
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Savor the final days of a failed presidency by reading this hard-hitting satiric collection of articles on George W. Bush — the worst President since...well...Clinton! A MAD Book.

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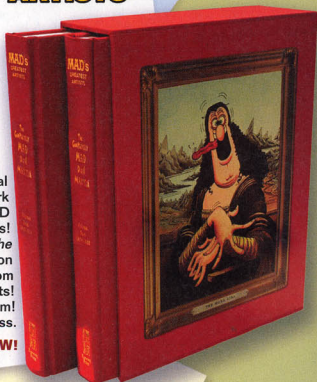
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DECEMBER

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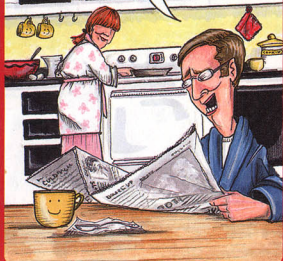
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Make All Candidates Take a "No More Cuts" Pledge

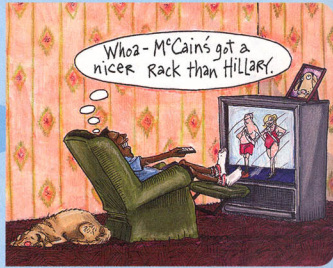
With no haircuts allowed until the last vote is counted, it'd be a highly entertaining way to get to know the candidate behind the hair.

Honey, looks like Obama's 'fro grew another couple of centimeters!



Add a Swimsuit Segment to the Debates

A no-brainer way of keeping voters abreast of the race.



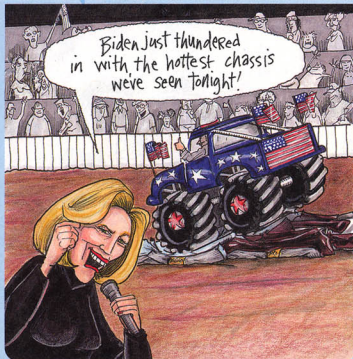
A CASE OF BALLOT FATIGUE DEPT.

Campaigning for president is a grueling, exhausting and unforgiving process. Especially for voters! After two and a half freakin' years of pointless, fence-straddling speeches, moronic photo-ops and endless bickering, it's enough to make us long for a dictatorship (not that Bush didn't try)! If we're supposed to care, they need to do something to keep our attention - which is why we proudly suggest...

Ways to Keep Voters Interested Until ELECTION DAY

Make The Whole Thing More Manly

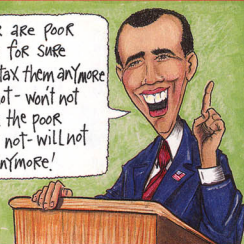
If parties want John Q. to tune into this grand waste of time and money, it should at least involve some monster trucks.



Consult The Good Doctor (Seuss)

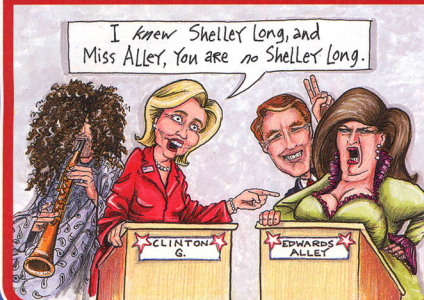
Murky redundancy is fun to hear when you add a splash of Seuss.

The poor are poor that is for sure
I will not tax them anymore
I will not - won't not tax the poor
I won't not - will not not anymore!



Debating with the Stars!

Opponents team up with celebrities to add some star power to these snore-fests.



Have Animals As Running Mates

Fuzzy friends practically guarantee big debate ratings.

...and I promise - oop! Hold on - Mr. Biggans found another Linty...



Steal a Gimmick or Two from the Nick Kids' Choice Awards

Antics are a surefire way to keep the public tuned in to the minute-by-minute monotony.

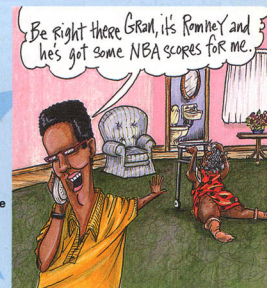
So, Senator Dodd, have you figured out our Word-of-the-Day??
Gee Katie, I think it's Poll-oh! No! I said it AGAIN!!

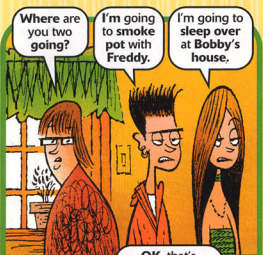


WRITER AND ARTIST: TERESA BURNS PARKHURST

Spice Up the Telephone Campaigns

Make it impossible to hang up on those stupid pre-recorded campaign calls by promising up-to-the-minute sport stats at the end.

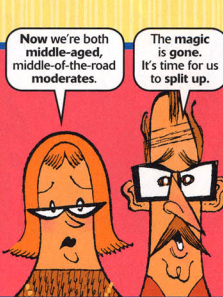




TheMAD WORLDof...



WRITER: STAN SINBERG ARTIST: MARC HEMPEL



FAMILY LIFE





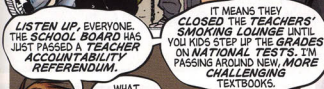
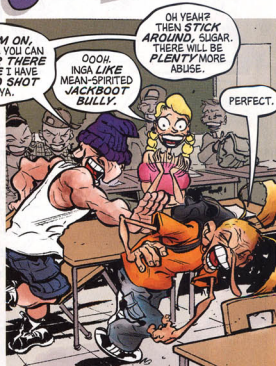
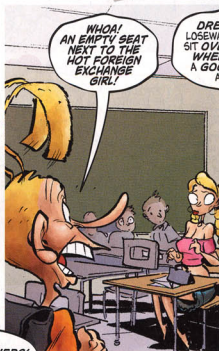


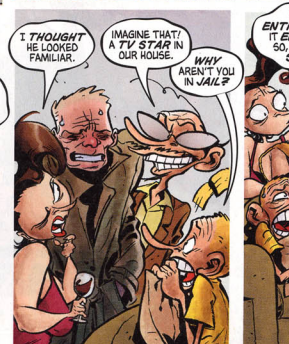
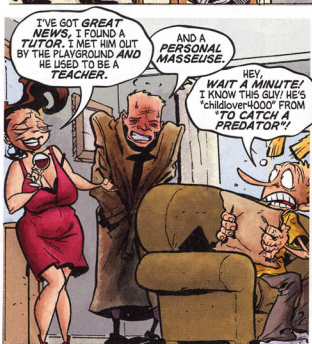
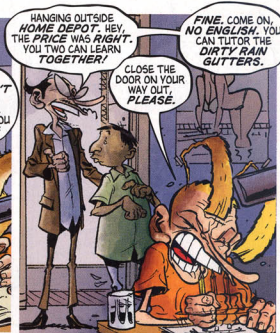
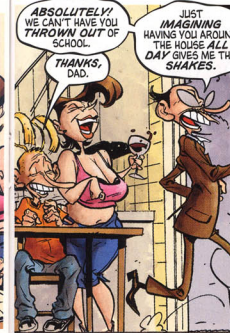
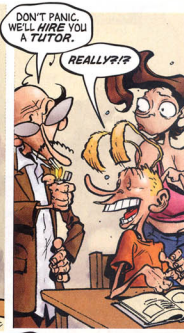
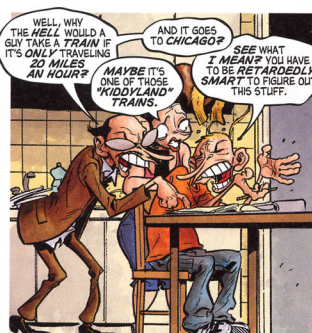
By Jovel he ain't
got it! It's...

MONROE

and...

The Tutor





THE NEXT DAY...

CAN YOU BELIEVE IT? I ACED THAT TEST!

I ALWAYS KNEW YOU COULD DO IT, MONROE.

I KNOW, BUT A "B"?! I MEAN, I'M FINALLY SLIGHTLY ABOVE AVERAGE! THIS IS AWESOME!

I KNOW, RIGHT? WE SHOULD TOTALLY HOLD HANDS.

WHY DO YOU HAVE TO RUIN EVERYTHING?

WHAT? IT'S A CELEBRATION!

HEY, CHARLES. I DID IT. I PASSED!

THAT'S GREAT, MONROE! AND GOOD LUCK WITH YOUR FURTHER EDUCATION.

WHAT DO YOU MEAN? YOU'RE QUITTING? WHY?

LET'S JUST SAY YOUR MOM HAS A WEIRD SENSE OF COMPENSATION.

NOT REALLY SURE WHAT THAT MEANS, BUT COME ON! WHAT ABOUT CLASS?

THAT'S THE PROBLEM, SINCE YOUR FAMILY HAS NONE. SO LONG AND GOOD LUCK!

MOM! DAD! YOU GUYS RUINED MY FUTURE! AGAIN!

OH, THAT GUY WAS A STIFF. IN ALL THE WRONG PLACES.

DON'T WORRY ABOUT IT, KIDDO. WE'RE ALREADY ON TOP OF IT. NO ENGLISH! COME IN HERE.

GO AHEAD, SHOW HIM.

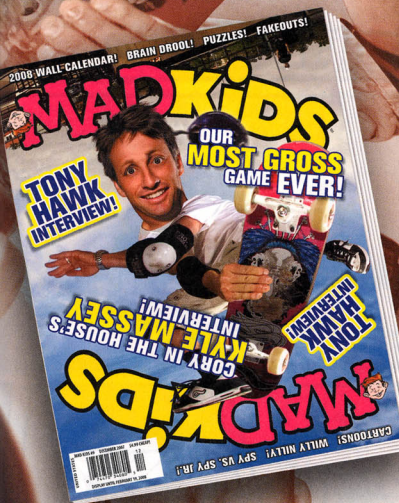
HELLO ARE YOU. I LEARN ONE-TWO-FIVE.

SEE, PROBLEM SOLVED. AND EVEN IF HE STINKS AS A TUTOR, HE CAN TEACH YOU A TRADE CLEANING OUT GUTTERS!

TERRIFIC! NOW CAN SOMEONE PLEASE HELP ME WITH THIS OILY BITCH?!!

THIS IS GONNA BE A LONG YEAR.

**YOU'LL GO
HEAD OVER HEELS
FOR THIS
ISSUE!**

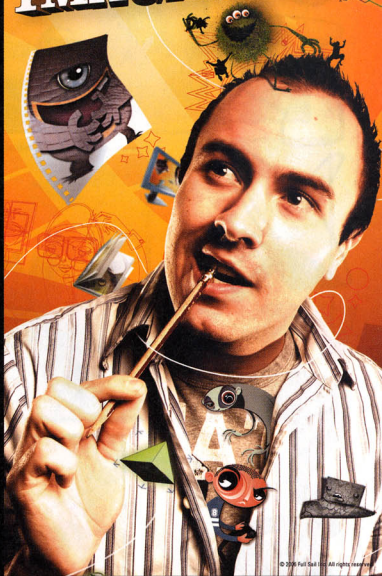


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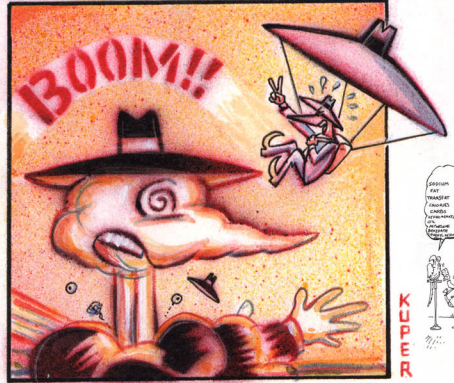
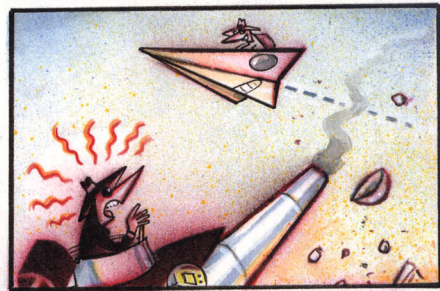
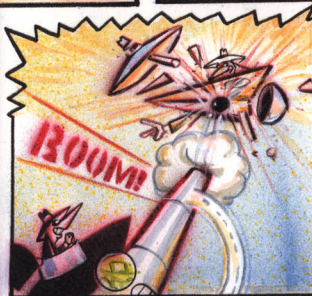
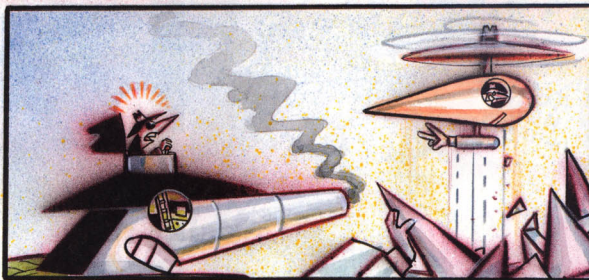
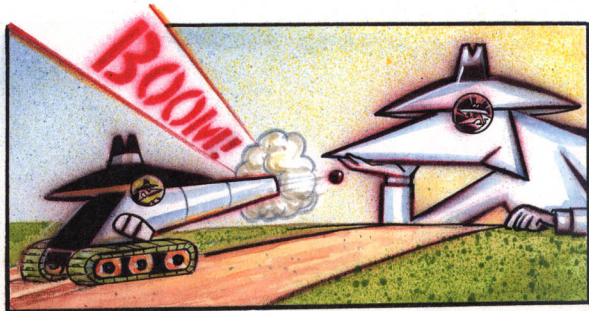
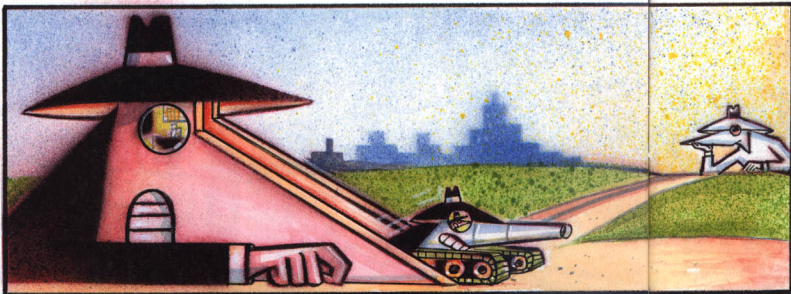
— Shift Magazine

FULL SAIL
Real World Education

fullsail.com

Financial aid available to those who qualify • Career development assistance • Accredited School, ACCSC

S
P
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VS
S
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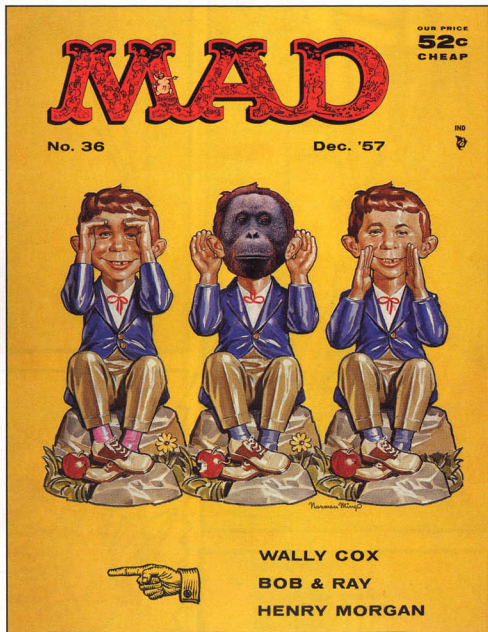
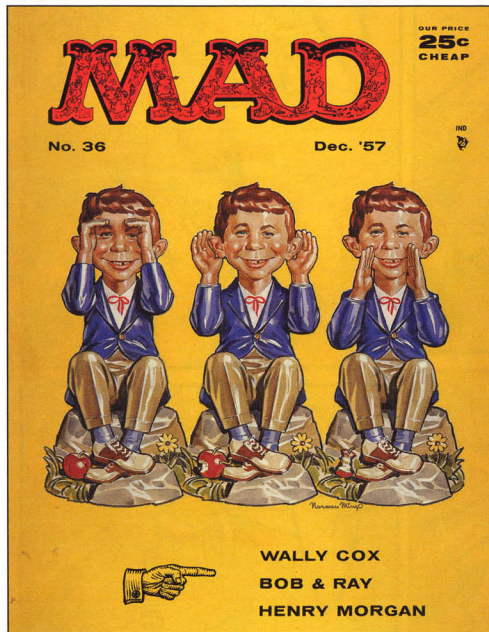
RECK



OBSERVATION DECK DEPT.

WHAT THE HECK IS THE DIFFERENCE?

Can you find the idiotic changes we've made to this magazine cover?



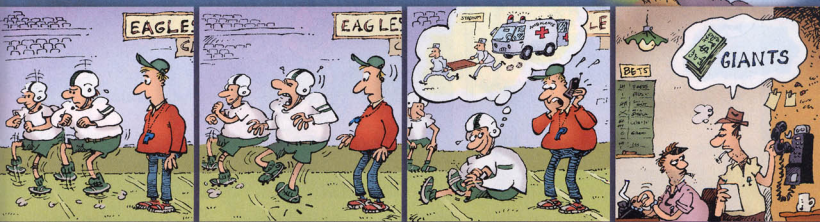
ANSWERS: 1) The cherub in the MAD logo is now in color. 2) The price of the magazine has changed. 3) The middle Alfred now has the face of an orangutan. (Clever, huh?) 4) The middle Alfred's string-tie is now upside-down. 5) The first Alfred now has an extra button on his coat. 6) The first Alfred now has pink socks. 7) The third Alfred now has an uneaten apple at his feet. 8) The third Alfred no longer has a flower at his feet. 9) The pointing hand at the bottom of the page has changed direction.



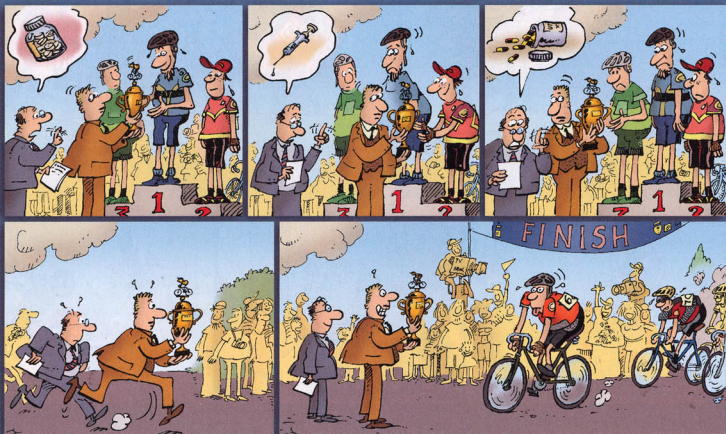


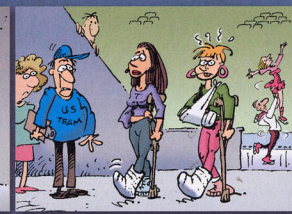
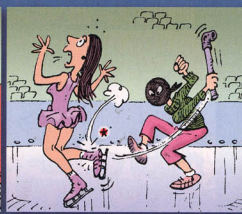
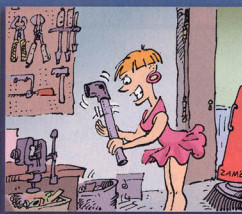
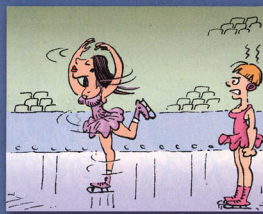
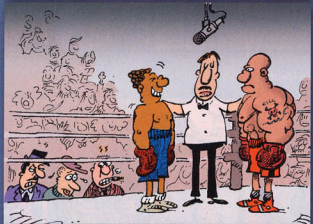
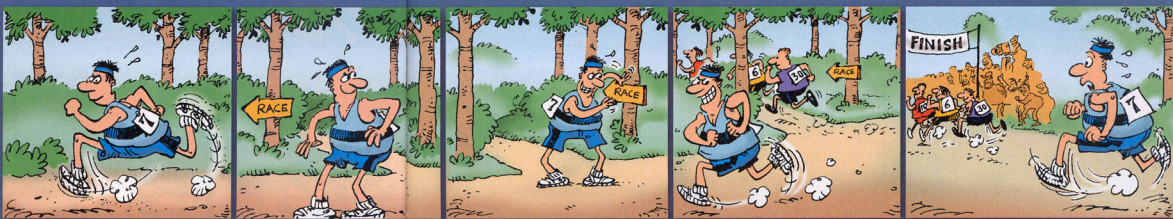
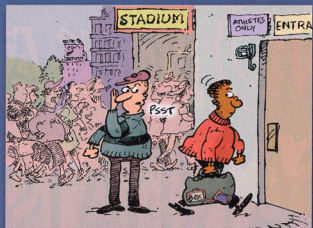
SERGE-IN GENERAL DEPT.

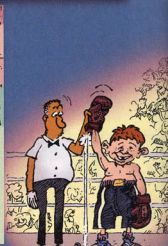
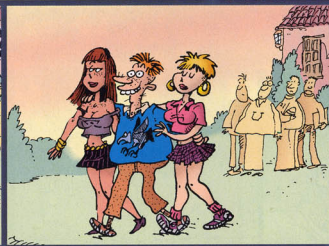
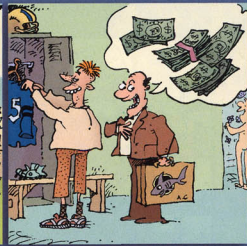
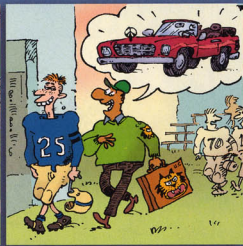
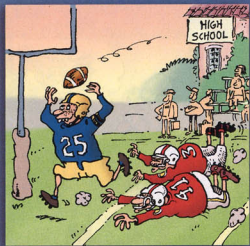
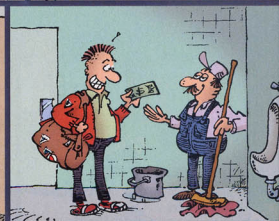
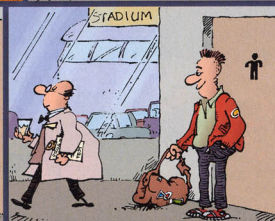
SERGIO ARAGONES PRESENTS A MAD LOOK AT SPORTS SCANDALS



WRITER AND ARTIST: SERGIO ARAGONES







NOT SO HOT TOPIC CATALOG

everything about the merchandising

* clothes *
music * lifestyle
for the fiercely independent
non-conformist who's most
comfortable dressing
like all the other
non-conformists

**OVERSIZED OLD LADY
SUNGLASSES**

**DISPOSABLE
DUCT-TAPE
HEADBAND**

**SUSPENDER
GARTERS**

**YOU'RE-NOT
GOING-OUT-
DRESSED-LIKE-THAT!
MINI SKIRT**

**SCIATICA-INDUCING
18-30 LB. INDUSTRIAL
WORK BOOTS
FOR GIRLS!**

**LAYERED
CAP**

**FOSTER'S
HOME FOR
IMAGINARY
FRIENDS
CRAP**

**GENITAL-
STRANGLING
GIRL PANTS
FOR GUYS!**



WRITER: SCOTT MAIKO
PHOTOGRAPHER: IRVING SCHILD
STYLIST: ALBERT CRUDO

CELEBRATING 25 YEARS

OF PUNK

BEING COMPLETELY
OVER 1982-2007

Punk rock has been deader than Sid Vicious for 25 years, but don't let that prevent you from embracing its tired message of challenging authority, glorifying anarchy and playing really bad music really loudly to piss off your parents and neighbors. Check out our selection of overpriced and mass-produced punk merch! It'll keep you looking ratty and surly as you continue to confront whatever establishment you're railing against, presumably including large corporations like us.

OPEN EDITION SHOW FLYERS

Classic punk show flyers reproduced exactly in drab black and white, on cheap, acidic 8-1/2" x 11" copy paper, guaranteed hard to read. Suitable for stapling to a telephone pole or haphazardly taping with duct tape to a temporary wall around a construction site. Each one comes with a signed affidavit from the all-night copy store manager where they were run-off. Assorted bands/shows. **\$18.95 each**



PUNK ROCK SAFETY PINS!

Nothing screams "vintage punk" like covering every square inch of ragged black material you're wearing with the very accoutrements once used to secure an infant's diaper. These are the same quality safety pins you can get at Dollar General at two boxes for a buck. But here you get a fraction of that amount packaged on a black and red card with our name on it. **\$9.95**



MEET PRISCILLA!

She's glum. She dresses all in black. She's gloomy. She has pale skin. She's macabre. She's miserable. She's got a black cat named Dirge." She's melancholy. And she's available exclusively here at Not So Hot Topic! Meet Priscilla Inconsolable™ — the perfectly dreadful friend for thousands of bored, jaded girls with imagined problems that turn what should be the happiest time of their lives into a bleak and desolate procession of cloudy days filled with numbing ennui and repeated viewings of *Edward Scissorhands*.



Dirge Doll
\$15.

Priscilla Doll
\$25.



TEE SHIRTS

Plus sizes only. **\$22.** of course.

VINTAGE STYLE CONCERT TEES

Now you can wear a re-issued shirt made for a concert that occurred years before you were born! We've pre-stressed and artificially aged each one to make them completely indistinguishable from the originals, much to the chagrin of '80s memorabilia dealers who were getting a few hundred dollars a piece for them on eBay just last month. **\$22-\$28 each.**



CRY-FOR-HELP RAZORS

Cut yourself in style (or at least pretend to) with these not-too-sharp stainless steel blades featuring everyone's favorite woesome twosome. Also excellent for half-assed suicide attempts. Set of ten. **\$12.**



NOT SO HOT TOPIC

FASHIONS FOR HER

**EAT
at
JOE's**



BIG SANDWICH BOARD

Vintage '40s cartoon fixture sure to be the hot new look as soon as the Big Bird pants craze (shown right) dies down. **\$28.**

You've got a look that's all your own, a unique fashion sense that won't be pigeonholed. Even so, everyone who shops here at Not So Hot Topic fits into one of three categories: Gwen Stefani Wannabe, Wednesday Addams with Bad Skin, or Big Fat Bettie Page! So go ahead and create a wardrobe that gives you a look that stands out from the crowd...but not too much, because remember, deep down, individuality's not that important to you. Whether you're a Gwen, Wednesday, or Bettie, there's one thing you all have in common: pyramid-studded black leather belts. Dear God, if our supplier ever ran out of them, we'd go out of business in a week!

FIREMAN PANTS

In the tradition of cargo pants comes this next logical step in the utilitarian clothing trend! Bright yellow burn-resistant neoprene with reflective tape. Pre-singed. **\$37.**

FUGLY BOOTS

We've taken the biggest, heaviest, clunkiest pair of cheap surplus army boots we could find, spray-painted them with white stripes, and voila, now it looks like Tim Burton puked all over your feet. Your mother will hate them. **\$60.**



TINKERBELL BUSTIER

When we saw our customers drifting away across the mall to the Disney Store and embracing their overly cutesy line of "princess" items, we knew something had to be done. So we quickly made a deal with Disney and stopped Tinkerbell on everything that was feasible given the character's innocent nature. Here the little pixie adorns the bosoms of lingerie any French whore would be proud to wear! **\$38.**



BIG BIRD PANTS

Stylish ringed pants come with Big Bird shoes. Rayon/ polyester/felt/ foam. **\$43.**

FASHIONS FOR HIM

You'll be turning heads once you let Not So Hot Topic outfit you. Granted, most of the turning heads will be asking, "Hey, was that a chick or a dude?" while others will be angling to get a better look because, well, you look like an ass. But whatever the negative reaction you're secretly hoping for (while pretending not to care), we've got the best selection of clothes and accessories this side of the Junior's department at Sears to fit your increasingly gender-ambivalent style!



NARUTO KNITTING BAG

Plenty of room for the little poorly illustrated, self-published manga you're trying to sell to TokyoPop, as well as that cozy afghan you're working on! **\$27.**

DISTRESSED BAND T-SHIRT

Well, not so much distressed as the printer continued to run off another 200 shirts after the ink all but ran out. Death Cab for Cutie or The Red Jumpsuit Apparatus? Hard to tell. **\$22.**

DISTRESSED BLACK THERMAL HENLEY

All right, just sort of torn to crap, with loose threads, holes, one sleeve half-gone, the other one stretched waaay out as though someone in our warehouse brought his pit bull puppy to work and played tug-of-war with it. **\$34.**

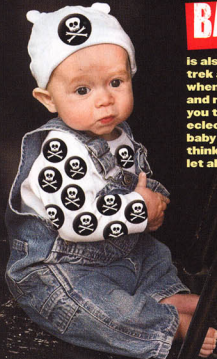


LIZA MINNELLI FALSE EYELASHES FOR BOYS

Who knows more about eyelashes and feminine men than Liza? **\$8.00**



**Not So
Hot Topic**



BABY

Congratulations, you're knocked up at 17! That baby of yours — a living, breathing human being completely dependent on you —

is also kind of like a toy! Have fun with it! And why trek all the way down two elevators to Baby Gap when you're already here buying black nail polish and now, larger plugs for the earlobes of the guy you think is the father? Expose your kid to your own eclectic tastes with our wonderful collection of baby clothes and accessories; if your friends will think it's cute! Besides, the kid can't even talk yet, let alone complain!

SKULL PRINT BODYSUIT

If there's a better way to celebrate a new life than bundling your baby up in a 100% cotton bodysuit with a repeated death motif across it, we haven't heard of it! Comes with matching hat. **\$17.**



PIERCED BABY BOTTLE NIPPLES

Standard soft latex nipple featuring 16-gauge curved barbell piercing, just like Mommy's and Daddy's! Set of three, fits standard feeding bottles. **\$9.99** Warning: Choking hazard, but looks cool.

SKULL & CROSSBONES BABY BOTTLE

8 oz. clear PVC bottle with iconic skull & crossbones image printed on it, shows all the world you've got a bad-ass baby. Also could possibly be misinterpreted that you are feeding your child poison. **\$12.**

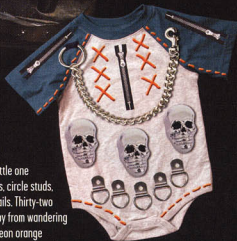
FAMILY GUY TODDLER ONSIE

Leave it to hilarious little Stewie to tell it like it is! **\$28.**



TRIPP HARDCORE BABY ONSIE

100% cotton ravewear for the little one features chains, skull grommets, circle studs, o-rings, d-rings and zipper details. Thirty-two pound weight of suit keeps baby from wandering off while you're tripping on E; neon orange stitching and trim makes him easy to spot under black lights after you've come down. **\$44.**



CHILD PROTECTIVE SERVICES T-SHIRT

Cute, 100% cotton prison-jumpsuit orange toddler t-shirt. "Property of Child Protective Services" in a stencil font almost as distressed as the poor child wearing it.

Good-naturedly mocks your piss-poor parenting skills, until your kid is actually taken away from you, due in part to making him wear this. **\$12.**



CHAIN LINK BIB

Not a print, but an actual bib made from chain link fence. Completely useless yet potentially dangerous! **\$16.**

HOODIES

DEATH HOODIE

Sheer gossamer/crinoline blend cloak in basic black keeps you warm and stylish while reaping souls or just hanging with friends. **\$37.**



SMURF HOODIE

Oversized cotton/poly hoodie for those who love the '80s. Available in general population white or Papa Smurf red. **\$48.**



Not So Hot Topic

RETRO T-SHIRTS

Wear these funny shirts featuring images from the '80s while they're still mildly trendy. Childhood favorites, every one, just not from your childhood. Since you were born around 1990, their significance is purely ironic. Most of them are overstock from 20 years ago when our mall locations were Spencer's Gifts stores crammed with pink flamingos, neon palm trees, Gumby bendables and skinny ties printed with piano keys on them. The rest are new. But we tried to make them look all vintage like you picked 'em out of a rag bin at the Salvation Army. Shh...we won't tell! **\$18.95 each**



HE-MAN TEE

RUBIK'S CUBE TEE

PAC-MAN TEE

PAC-MAN EATING RUBIK'S CUBE TEE

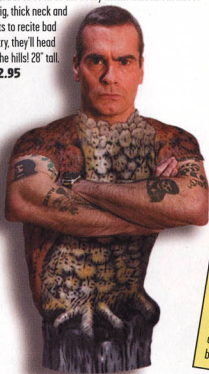
HE-MAN WEARING CARE BEAR & SMURF TEE TEE

PAC-MAN EATING RUBIK'S CUBE TEE TEE

ACCESSORIES

HENRY ROLLINS GARDEN OWL

Squirrels, rabbits and birds eventually learn to ignore the typical garden owl, because they make no noise and never move. But as soon as the Henry Rollins Garden Owl moves its big, thick neck and starts to recite bad poetry, they'll head for the hills! 28" tall. **\$32.95**



STENCH OF DEATH CORPSE MIST

Now your love of all things macabre can extend to your cosmetics slab with our delightful Corpse Mist! You'll permeate everything around you with the unmistakable odor of death, which in this case inexplicably smells like that cheap piña colada lip gloss that comes in the plastic candy cane you get every year at Christmas from your aunt. But there's a dead cat on the bottle, anyway. **\$6.**



HEAVY-DUTY WALLET CHAIN

Our 18" chain says "No" with a capital "N" to pickpockets and gypsies or whoever it is you'd like to think is going to lift your wallet. **\$18.95**



CONFUSING POLITICAL STATEMENT HAT

Hey, is there any better way for our target demographic of largely disinterested but vaguely anti-war teens to say "Screw Authority" to the world than by wearing a military-issue olive green cadet hat embroidered with army stripes while completely missing the irony? Standard cotton/canvas blend cap available at any army/navy surplus store for under four bucks: we've sewn a 14c label with our logo in the inside, and there ya go, eighteen bucks please. **\$18.**



GLOVELESS FINGERTIPS

While everyone else looks like characters from a Dickens novel with their so-last-year fingerless gloves, make a statement all your own and look even more ridiculous by keeping just the very tips of your fingers toasty and comfy-cozy with our gloveless fingertips! Good thing we saved them after they were hacked off those cheap gloves we got you to buy last season, huh? Set of ten. **\$9.**



SNOT PRINT BANDANA

This 22" x 22" 100% cotton bandana features a unique smeared green snot print on a sea of black and paisley. Now you can use it and put it back on your head and no one will be any the wiser! Also available in runny yellow mucus for those suffering from sinus infections. Imported. **\$3.**

NOT SO HOT TOPIC

UNLOCK YOUR INNER HERO



BE A HERO TO YOUR STUFF WITH
NEW JUSTICE LEAGUE™ PADLOCKS.
PICK UP YOUR FAVORITE TODAY OR
COLLECT ALL FIVE.



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**WHAT PRIMITIVE
FORM OF SUB-HUMAN
LIFE HAS RECENTLY
BEEN DISCOVERED?**

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

Every day around the world, people are constantly digging up the earth trying to be the first to find shattering new evidence about pre-historic times and where we come from. Recently, a discovery was made that is so horrific, that many scientists and laymen alike are shaking their heads in disgust. To find out what this discovery is, simply fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD PAGE OVER LEFT

FOLD BACK SO THAT "A" MEETS "B"



MILLENNIUMS HAVE PASSED, YET WE STILL LEARN CHALLENGING NEW LESSONS DAILY. WHEN WE FEEL THERE'S LITTLE LEFT TO SURPRISE US, NEW VITAL EVIDENCE OF A SUB-HUMAN TAKES US ABACK AND REVEALS HOW LITTLE WE'VE PROGRESSED

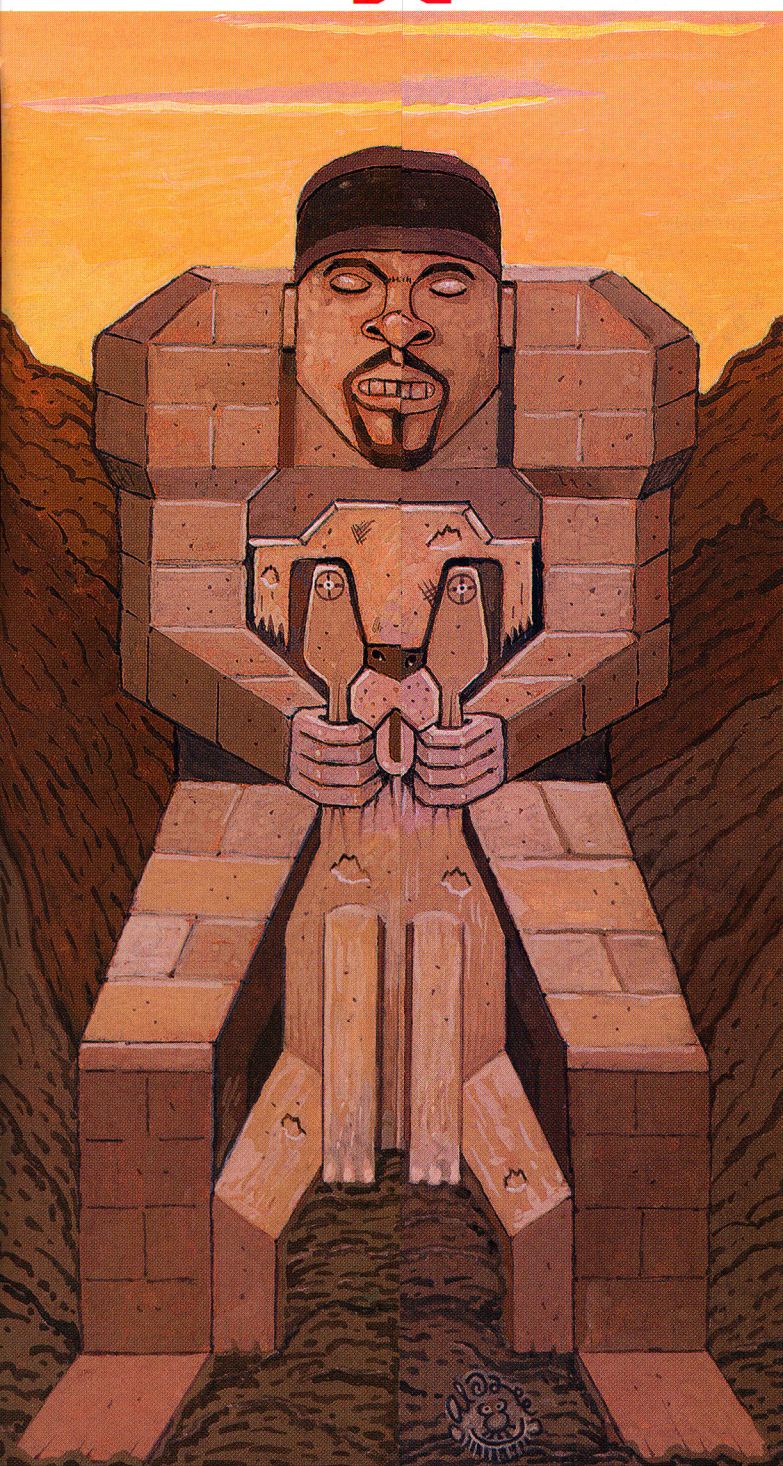
WRITER AND ARTIST: AL JAFFEE

WHAT PRIMITIVE
FORM OF SUB-HUMAN
LIFE HAS RECENTLY
BEEN DISCOVERED?



FOLD PAGE OVER LIKE THIS!

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



MICHA-
EL

VICK

A **B**

I AM RIPPER.
TEARER.
SLASHER.
TEETH IN THE
DARKNESS.
I AM BEOWULF!

BEOWULF

The Game



Battle fierce enemies as you play through 30 years of Beowulf's life not seen in the movie.



Unleash Carnal Power and engage hand-to-hand combat with giant monsters.



Lead your men into battle and become a Hero King.

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