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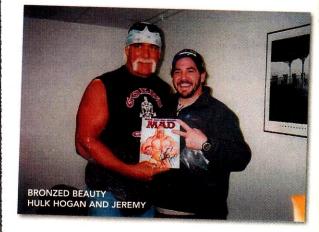


#### NIFTY FIFTY CELEBRITY SNAP

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

Jeremy Boutin, Dartmouth, MA

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



#### A MAN FOR ALL REASONS

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

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

I hope you like these reasons and MAD rules! Justin Allen, Rossville, GA

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

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

#### OSCAR LIAR WEINER

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

Adam Gallucci, letters@madmagazine.com

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

#### THE BIG EASEL

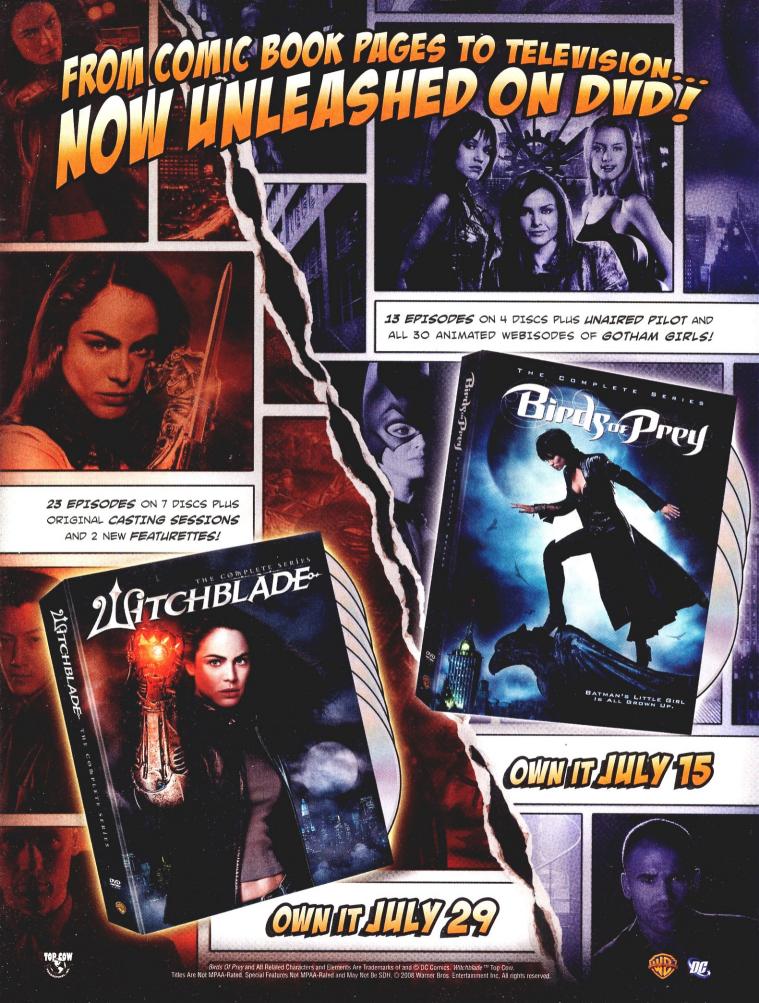
Enclosed is the latest in my MAD-inspired edible art series entitled "Fruit Neuman." Please allow yourself to gaze upon it while perhaps issuing an awed sigh. Don't be surprised if you feel a tear gathering in the corner of your eye, for this is true art mastery. I'm sure the first people who saw Andy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

Jeff Robertson, Fairborn, OH

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







#### WHEN THE SHIRT HITS THE FAN

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

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

#### Make A Dumb Wish Foundation™

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

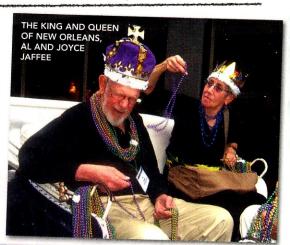
George Brewster, San Diego, CA

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



#### AWARD FOR THE WISE

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





# PHOTOS: DAVID FOLKMAN



#### SAN DIEGO COMIC-CON GOES MAD!

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

#### **CAUGHT READ HANDED**

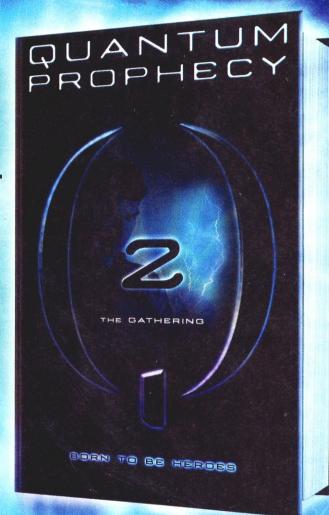
I've been reading MAD for quite a while now, and I have to say thank you! However, once the magazine arrives, and I'm heading to my room for reading it, my sister is somehow taking it without me realizing it. Suddenly it has gone from my hands. She's a pure ninja. So, to stop her I thought about building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

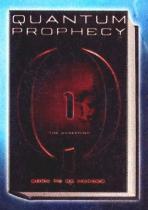
Know When to Holdam — We have the perfect way to keep your sister from swiping your MADs. Tear the cover off the new issue and wrap it around the phone book. Then loudly exclaim "Oh boy, a new extra thick copy of MAD just arrived in today's mail!" She'll grab it, as she always does and will be halfway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

# 

Meet the new generation of superheroes.
And the new generation of villains.
They're young, they're powerful, and they refuse to be defeated.
Something will have to give . . .







Book 1 now available in paperback



#### THIS COULD BE YOUR SCHMUCKY DAY

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



#### SCHOOL DAZE

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

Richard Rasheed, Pawleys Island, SC

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

#### **GOD SAVE THE CLEAN**

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

McClintock is Cheap — Wait a minute, there AREN'T supposed to be dust bunnies in tuna? Oh man, we need to start paying closer

Michael McClintock, Fresno, CA

Oh man, we need to start paying closer attention to expiration dates. And stop shopping at that Latvian dollar store! —Ed.

#### READER ALERT

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

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





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

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

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



William M. Gaines founder

John Ficarra editor

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Amy Vozeolas, Dave Croatto associate editors

Dick DeBartolo creative consultant

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Patricia Dwyer associate art director

Ryan Flanders assistant art director

**Doug Thomson** production artist

Leonard Brenner graphics consultant

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#### CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

#### **FOR SUBSCRIPTION QUESTIONS:**

Bob Wayne vp · sales

Go to the MAD website! All you need is your name and zip code to renew, change your address, give a gift subscription, check your account balance and expiration dates or to request a missing issue. Just go to www.madmag.com or call 1-800-4MADMAG (U.S. and Canada only) or write to P.O. Box 421800, Palm Coast, FL 32142-1800! Please DO NOT phone, write, fax or e-mail our New York office — we're too dumb to help you here!

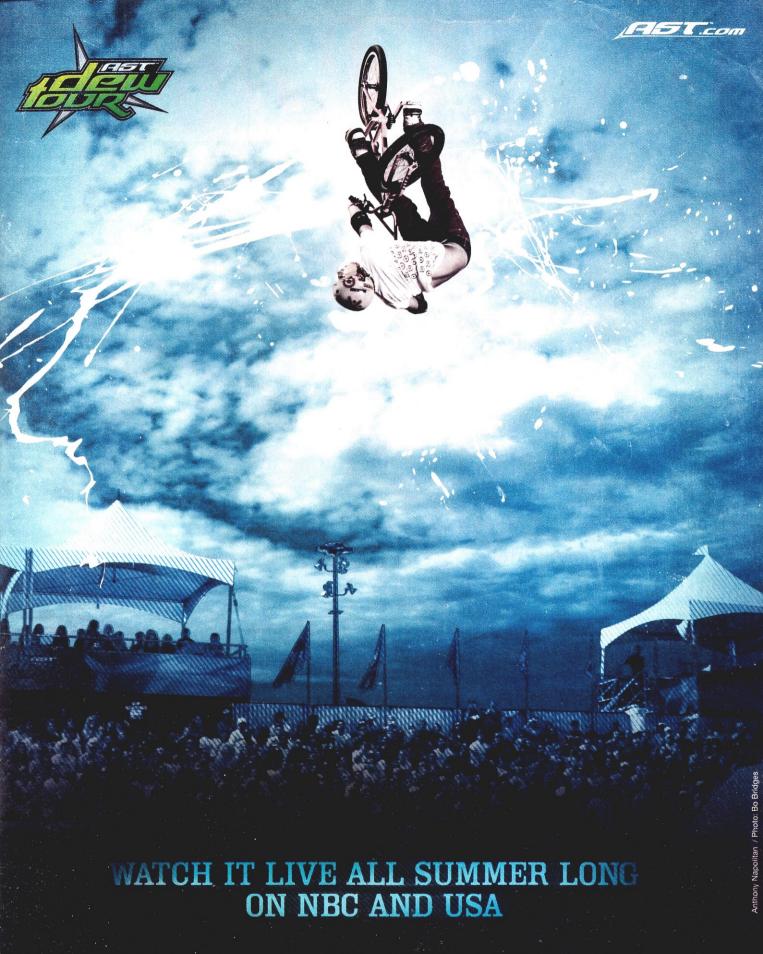
#### **HOW TO REACH US:**

Please Address Correspondence To: MAD, Dept. 492, 1700 Broadway New York, New York, 10019. Or e-mail us at letters@madmagazine.com

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

MAD doesn't read faxed submissions!

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# THEFUNDALINIPAGES

#### ARE YOU A CELEBRITY OR ARE YOU A CELEBUTARD?

Nicole Kidman speaks at your funeral

Magazines publish pictures of you shopping on Rodeo Drive

Your movies have grossed millions of dollars

Nicole Richie speaks at your intervention

Magazines publish pictures of you taking a whiz on Rodeo Drive

Your sex tape has grossed out millions of internet users



You expose your soul on Inside The Actor's Studio

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

You did Hamlet at age 11

You expose your boobs on Howard Stern

Cell numbers in your Fave 5 include body shop, bail bondsman, DUI lawyer, Planned Parenthood and a reality show producer

tage 11 You did your nanny at age 11

## THINGS HILLARY CLINTON SUPPORTERS CAN BE HAPPY ABOUT

(EVEN THOUGH SHE DIDN'T WIN THE DEMOCRATIC NOMINATION)

She now has plenty of time to vote for unwinnable wars, Patriot Acts and other crap that she'll criticize and distance herself from in 2012.

various times she's claimed that Bill wasn't cheating on her and that she was shot at in Bosnia, it's best for everyone involved that she doesn't have her finger on the nuclear button. She won't be president after George W. Bush, so she won't have to do the one thing all women hate to do: clean up some inconsiderate jerk's mess.

> The strain of four to eight more years of having to pretend that her marriage is hunky-dory would probably have killed her anyway.

No matter what, she's proven that a woman can be the equal of any man in blowing an election.

#### SOLUTION TO LAST MONTH'S "MINI-MYSTERY"

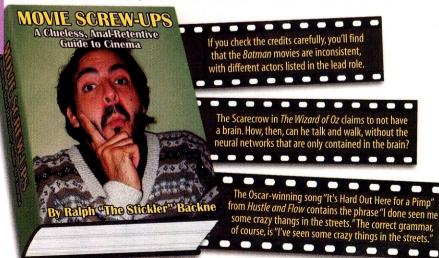
Upon questioning each of the guests, Inspector Farnsworth deduced that Mr. Kensington had hidden the tapioca in his pants.

NEXT MONTH:
"The Loquacious Lemur"!



#### **FUNDALINI PRESENTS EXCERPTS FROM:**

## MOVIE SCREW-UPS A CLUELESS, ANAL-RETENTIVE GUIDE TO CINEMA



#### THE FAST 5

#### WAYS THAT YOU CAN PROTEST CHINA'S HUMAN RIGHTS VIOLATIONS

If you absolutely must get finger foods at Jack-inthe-Box, get the chicken or taquitos, not the egg rolls

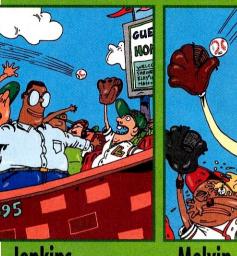
2 Make a complete screaming jackass of yourself if you see the Olympic torch pass by, so the Chinese government will get the point and make changes

3 When at the drugstore, loudly drone on about how ginseng doesn't cure a damn thing

4 Avoid wearing shirts, shoes and pants, as they were probably made in China

Refer to them as "chinks" and threaten to nuke them\* \*John McCain only

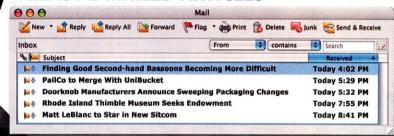
## MELVIN & JENKINS'



Jenkins backs off from a foul ball, to let a little kid with a glove catch a souvenir he'll never forget.

Melvin has honed his "accidental beer spill in the eyes" tactic down to a science.

#### **LEAST E-MAILED ARTICLES**



#### PLUGGED NICKE



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



#### THEFUNDALINIPAGES

#### From The Portland Morning Spewfest

#### **OBIT OBJECTIONS**

Once again, your paper reveals its notso-hidden agenda. In the obituary last Friday for Mildred Gladman, you stated "She was beloved by all for her countless hours of charity work at the soup kitchen." Really? Did you ask everyone, or just assume that she was loved by "all"? You go on to quote a 7-year-old girl stating that Mrs. Gladman was "the greatest grandmother in the world." I fail to see how anyone can definitively make that statement, given the hundreds of millions of grandmothers in the world, yet you let the comment go unchallenged. Finally, you say that Gladman will "be deeply missed by everyone who knew her.' I hate to beat a dead horse, but, again, have you talked to everyone who knew her to determine this "fact"? I expect better from a newspaper such as yours.

Ziegfried P. Jurkin Rancho Diablo

#### **LETTERS TO THE EDITOR AROUND AMERICA**

#### From The Murdoch-Worshipper Daily

#### COMIC SECULARISM

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

Matthew Johnluke, Chairman, Christ Rules Us Daily Beastmark Falls

#### From The Florida Oregonian

#### NOT SO HOT A FUEL

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

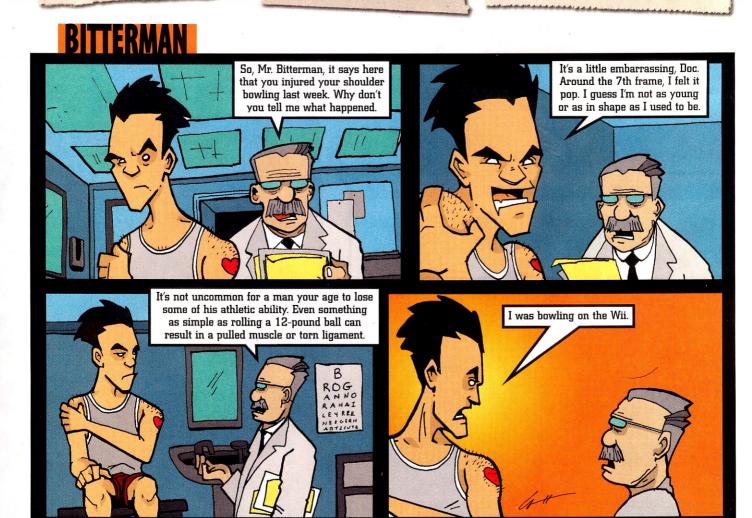
Alvin J. Thornside Lint Valley

#### From The Vagueville Paper Thing

#### DOG GONE IT

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

Revor Odif Mt. Hillcliff



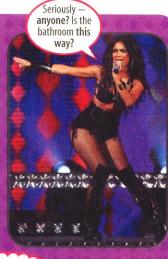




Must entertain. Begin "Award Presentation" procedures. Engage smiling program. Initiate eye twinkle sequence. Increase charm levels. Commence verbal address in t-minus 2 seconds...



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



What gives? It's been two hours to the men's room together!





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









MADIE

uring NBC's thirty thousand hours of Summer Olympics coverage, you'll hear every American detail about every American athlete who rep-

## MAD'S INTERNATIONAL PREVIEW OF THE

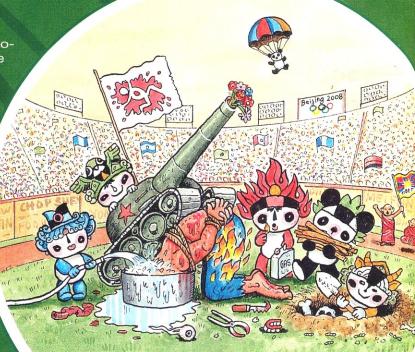
SRAE

resents America for Team America. You almost wouldn't know that athletes from two hundred other countries will be competing. And yet, now and then people from other countries actually do win events, which are usually aired around 2:30 a.m. on NBC's sister stations Bravo, Telemundo3 and NBCWeatherPlus.com. With this kind of jingoistic narrowcasting, how will you ever get the info you need to win your quadrennial Olympic archery office pool? Easy! By checking out ...

# WRITER: DESMOND DEVLIN

#### CHINA

The People's Republic of China is eager to promote the Beijing Olympics as a symbol of the country's emergence on the world stage. As a patriotic measure, it has ordered all 1.3 billion of its citizens to take part in the competition. This has slightly complicated the scheduling and the heptathlon event is now expected to end sometime in early 2056. China lost its recent qualifying match in soccer 58-1, because the coach harmonically arranged his defenders strictly on the basis of feng shui. Nonetheless, an old Chinese proverb captures the nation's Olympic spirit: "A stone in the ocean is deep and unknowable, but when the sun is hot, you do NOT want to stand downwind from the Bulgarians."

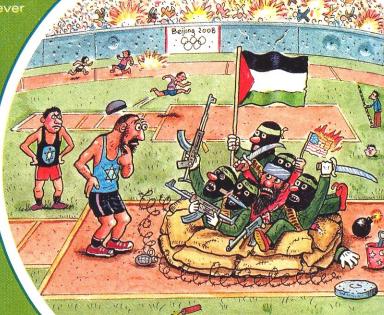


The 2008 Olympics will feature five mascots. The characters represent water, metal, fire, wood and earth, which are the five elements most commonly used to torture political prisoners.

#### RUSSIA

Fielding the largest team in the Olympics (224 men, 218 women, 5 bears), Russia will be there to win. And with half the team contaminated by Polonium-210 radiation, they'll be a spectacular sight at the opening ceremonies. Boxing coach Vladislav Belyakova has imposed a strict new training regimen on his men: absolutely no drinking vodka during the fight. Russia expects to dominate in all shooting categories, from skeet to trap to uninvestigated. But in track and field, China's 21st-century synthetic tracks pose a problem for Soviet athletes who have become accustomed to running across the permafrost-covered bodies of dissidents and Putin critics. The team absorbed a late hit in June when fencer Aleksi Gogunov tested positive for borscht.

Israeli fans kvelled about the country's first-ever gold medal in the 5764 Olympics four years ago, but the follow-up will likely leave them kvetching. The handball team has been peppering the Wailing Wall, and is a favorite to medal. Marathon runner Judith Kemmelman has logged times of 2:20:43 and 2:19:50 - but for you, 1:59:00. (Odd fact: Volleyballer Israel Nachum is one of just two athletes with the same name as the nation they represent, the other being a guy named Chad.) In a somber moment before leaving for Beijing, the national team visited the bedside of former Prime Minister Ariel Sharon, who is in a persistent vegetative state. Team USA had a similar experience when they visited President Bush.



The Israeli long jump team was unable to practice, after Hamas claimed sovereignty over the little pit of sand the jumpers land in.

# Beijing 2008

The Iraqi swimming team, favors the low-scoring "Saddam statue" technical dive.

Iraq arrives in China as a team in crisis. Their chances of winning a baseball medal are deader than Uday and Qusay. Team morale plunged when the second baseman found out that the shortstop's greatgreat-great-great-great-great-greatgreat-great-great-grandfather defamed his great-great-great-greatgreat-great-great-great-great-greatuncle in 1581, an outrage which must be avenged. Gymnastics is another weak spot, since all of the nation's pommel horses are currently on fire. On the plus side, skeet shooter Abu al-Najafi has been unstoppable ever since he switched from a Remington pump model rifle to a shoulder-hoisted rocket launcher

Russia's weakest event continues to be sailing. due largely to the beloved national tradition of entering Vladimir Lenin's embalmed corpse in every race since 1924.

#### FRANCE

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



France's newest Greco-Roman wrestling sensation may be a rare bright spot.

The Notre Dame newcomer has never had both of his shoulders pinned to the mat.



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

#### VATICAN CITY

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

#### THE NETHERLANDS

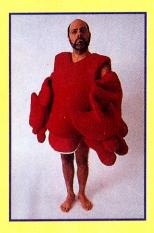
In this era of performance enhancing drugs in sports, the team from Holland is a breath of fresh air. They compete on a pure regimen of hash brownies, LSD and magic mushrooms, which are all distinctly performance UN-enhancing drugs. Even so, many martial arts traditionalists insist that the large wooden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



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



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



JEFFREY LOZENGE

Consider a lobster. Or a man in a lobster suit. Or a lobster in a man's suit (not shown). Either way,

it's obvious to even the most casual of lobster observers that lobsters don't give a damn. That's where I come in.

And that's where MAD comes in. Yes, MAD — the magazine whose time is and was and

continues to be — gives a damn about what you consider, whether you consider it or not. This includes not just crustaceans but other sea creatures

(also not shown) and even creatures that aren't sea creatures. (Sorry, no room to show them, either.)

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

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

Order the veal entrée.

Visit www.madmag.com or call 1-800-4 MAD MAG 6 2 3 6 2 4

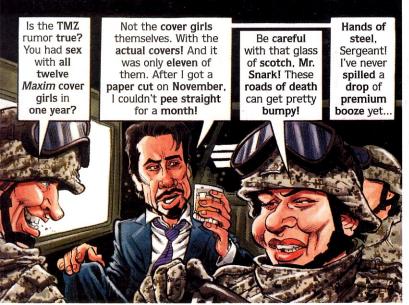
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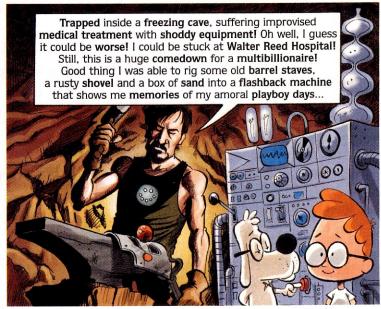
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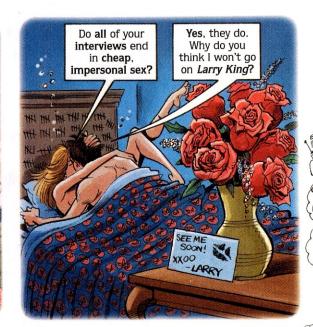


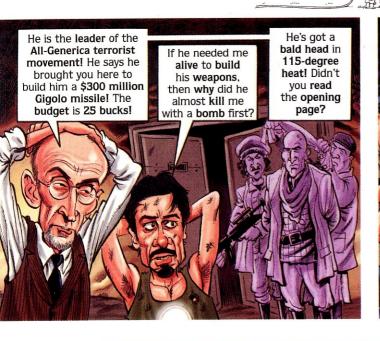


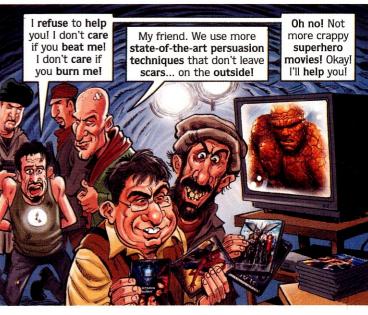


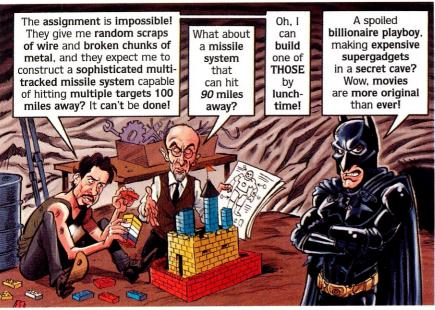


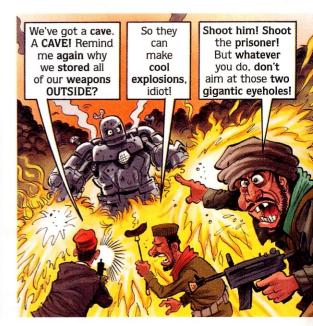




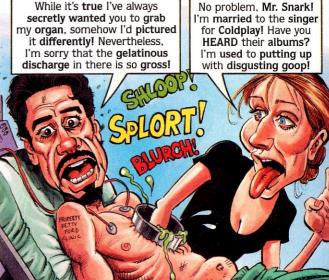








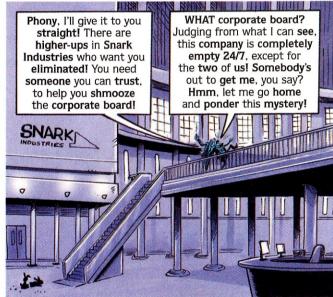














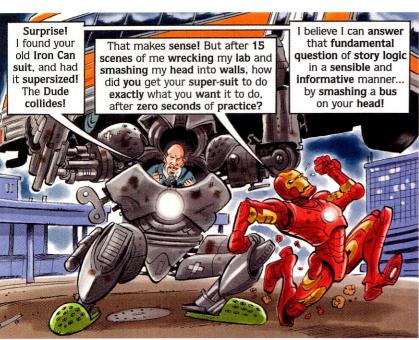




I let myself in the back entrance!
Tsk, tsk, tsk. You invented a titanium
war suit, you invented a supercomputer
with its own living personality and
you invented the most powerful
energy source ever! Too bad you
never got around to "burglar alarm"!

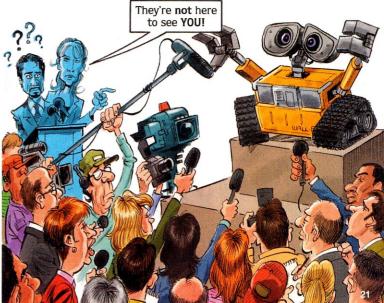
What it comes down to is this: in any company, only ONE man can have the most absurd facial hair! And so, by the time your brain defreezes, your heart motor will be mine! And it's all legal! I also took the liberty of forging your organ-donor card!











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

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

WRITER: DICK DEBARTOLO ARTIST: TIM HAMILTON



Wind resistance can reduce mileage efficiency by up to 20%. Listen to the weather forecast so you can plan trips

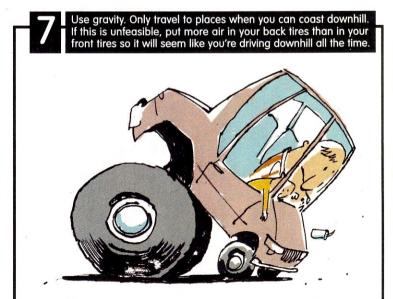
in the direction the wind is blowing. (Bonus tip: Hurricanes and tornados can produce even better gas mileage.)

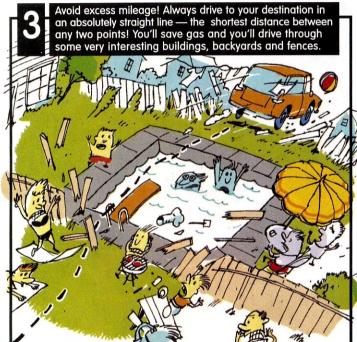
> GREAT! THIS IS OUR

Each 100 pounds of weight in your car increases gas consumption by 11%. When you go on family trips, make sure you're the only one in the car.

Join the Auto Club. Every morning call and report that your car isn't running. They'll tow you to a gas station near your job for free. Repeat in the opposite direction at 5 P.M.

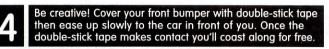




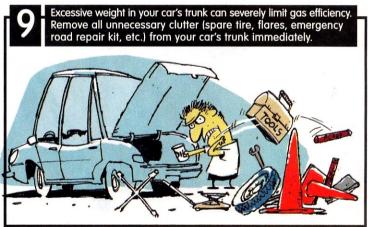


Don't be embarrassed to ask everyone who rides with you to kick in a few bucks for gas. (This technique is especially effective if you do it when riding on a bus.)





























KUPER

0000 D0DD

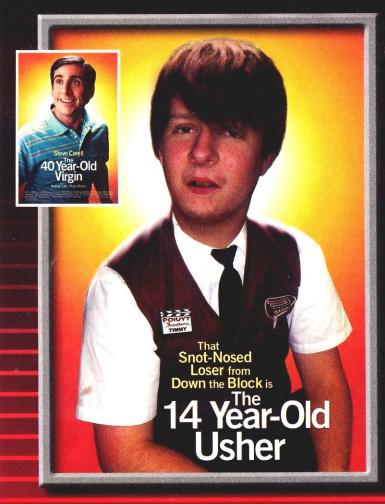
#### COMING DISTRACTIONS DEPT.

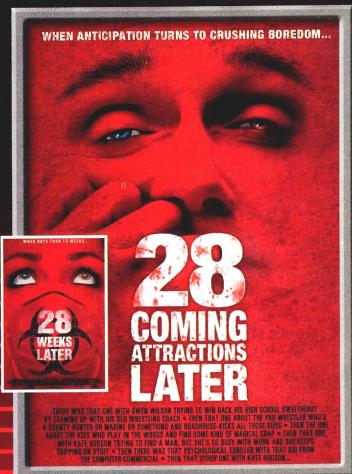
Ever since movie theaters first opened, one thing has always been present (and no, we don't mean expensive popcorn — come on, that stuff only costs them about five cents a cubic hectare to make)! We're talking about movie posters, brimming with titles, stars and imagery! And yet, the movie itself is but a small part of the overall trip to the Cineplex — how about they make some...



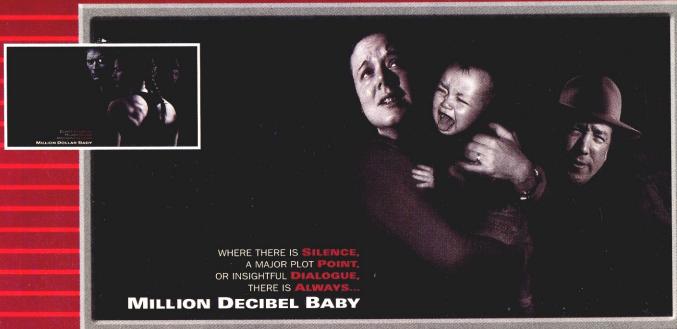


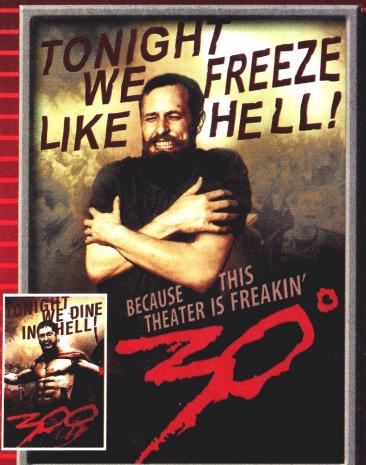
# FOR THE REST OF THE MOVIE EXPERIENCE

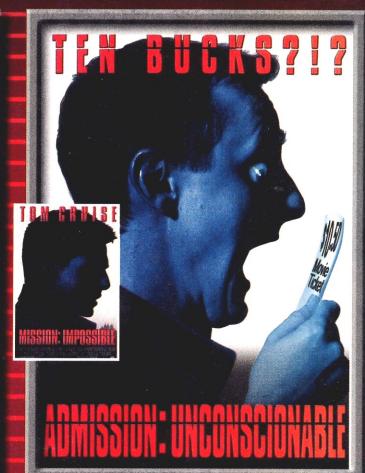










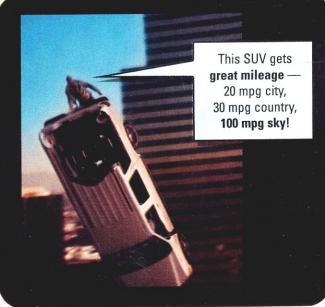




# Hey — no one cares if you sleep here, but ya gotta do something about the "morning wood"! This SUV gets







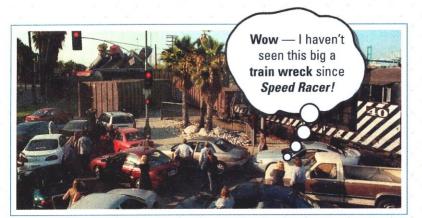


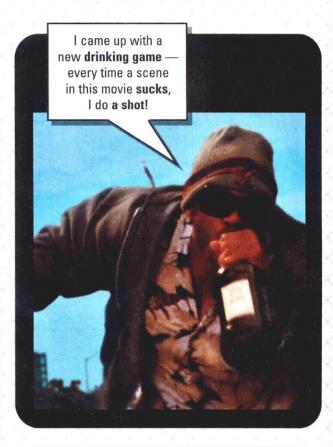


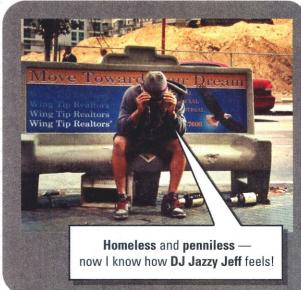










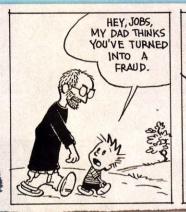


#### APPLE OF OUR IRE DEPT.

When the beloved Calvin & Hobbes ended its ten-year run in 1995, millions of diehard fans were crushed. It's been a rough 13 years for those tragic souls, as they tried, unsuccessfully, to fill the gaping void with Marmaduke and Sally Forth. But now, Calvin is back — albeit with a famous new partner who's just slightly more greedy, vindictive, and interested in sleek MP3 technology than the lovable of stuffed tiger. That's right — it's...

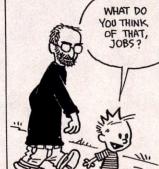


WRITER: JACOB LAMBERT ARTIST: GARY HALLGREN



HE SAYS ALL YOU DO NOW IS TAKE EXISTING PRODUCTS, MAKE THEM A TEENSY BIT SMALLER AND THEN EXPECT EVERYONE TO GO NUTS OVER THEM.

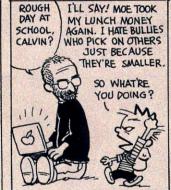


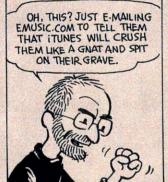


1 THINK I'VE MADE \$64 MILLION SINCE WE STARTED WALKING. T'LL BE SURE TO MENTION MIH OT TAHT













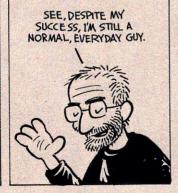


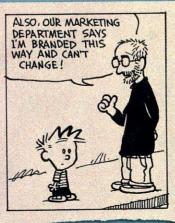












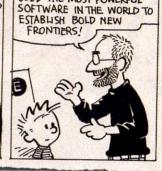






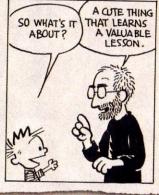






AND WITH WALL-E, PIXAR HAS

USED THE MOST POWERFUL









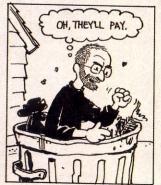






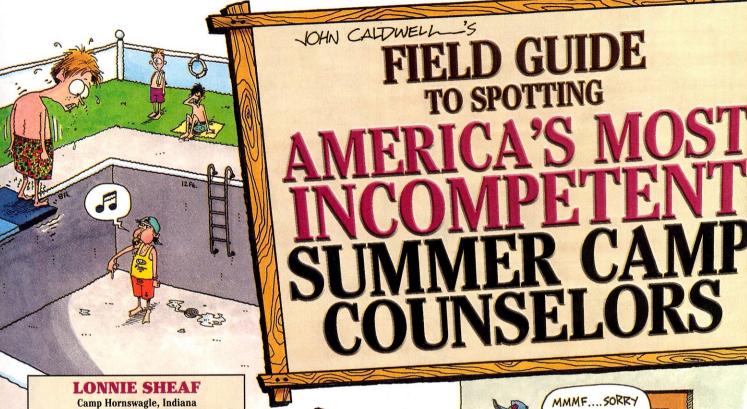








After spending all school year listening to stupid, boring and clueless teachers, is there any better way to spend the summer than listening to obnoxious, boring and clueless camp counselors? Of course! Almost ANYTHING would be better! But going to camp is your parents' decision, not yours, buddy! So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



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



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





#### CHESTER CURDLER

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







### **MILLIONS OF TREES**

#### GAVE THEIR LIVES FOR THESE BOOKS.

DON'T LET THEIR DEATHS BE IN VAIN!

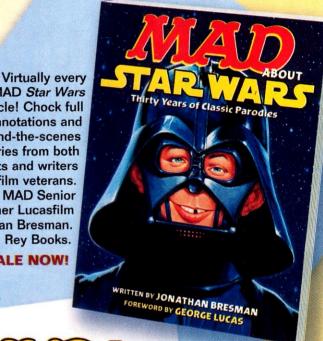


Over 200 Spy Vs. Spy strips, many in full color, by Peter Kuper! Plus a complete collection of rare Spy Vs. Spy newspaper strips, Spy Vs. Spy Jr., and much, much more! Written by former MAD Editor David Shavne.

Published by Watson-Guptill Publications.

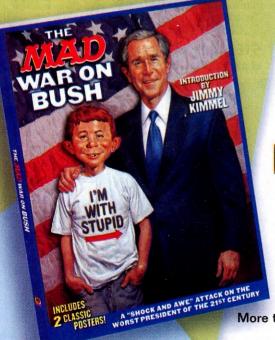
MAD Star Wars article! Chock full of annotations and ON SALE behind-the-scenes NOW! memories from both MAD artists and writers and Lucasfilm veterans. Written by MAD Senior Editor and former Lucasfilm lackey Jonathan Bresman. Published by Del Rey Books.

ON SALE NOW!



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.

#### ON SALE NOW!

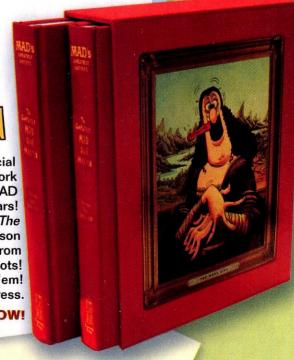


# GREATEST ARTISTS

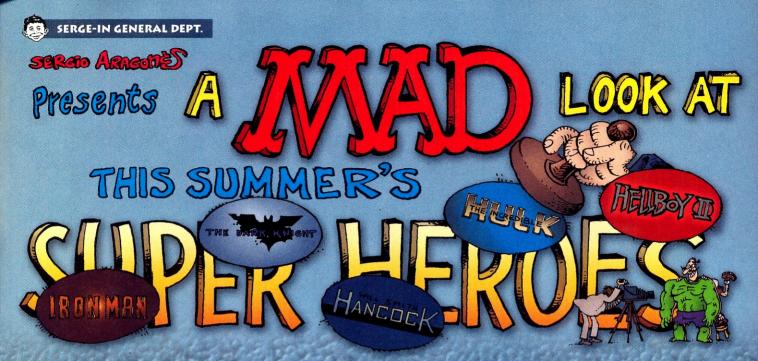
## The COMPLETELY MAD DON MARTIN

A Deluxe 2-Volume Special Edition containing every work Don Martin created for MAD over the course of 30 years! With a foreword by The Far Side creator Gary Larson and tributes to Martin from MAD's Usual Gang of Idiots! More than 1,000 pages — count 'em! Published by Running Press.

ON SALE NOW!



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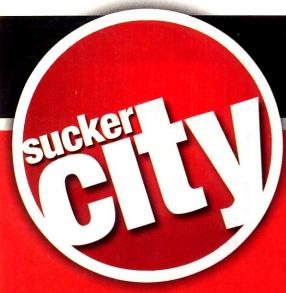


WRITER AND ARTIST: SERGIO ARAGONES



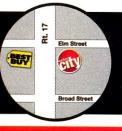






#### **Grand Opening Downtown**

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



## no interest until 2010\* on HDTV

#### SHIITAKE

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

believe it or not 35999 is the sale price

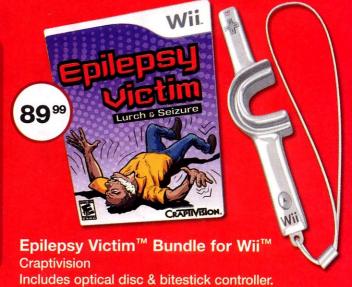




#### **HIBACHI**

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







#### Self-Editing Webcam Stops embarrassing YouTube videos before they're made!

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



Mail-in Rebate' Reg. 64.99 Kramden™ **Internet Screen Door Online Security & Virus Protector** Buy now before it's outdated!

**KRAMDEN 2008** 

SCREEN DOOR

Online Security &

Virus Protection

save \$30

After \$30

INTERNET

Oops! Too late!



disgust guarantee

#### express disgust guarantee

From the makers of Prostate Web Cam™.

shop @ suckercity.com and then head to the nearest location for a guaranteed wait of at least 24 minutes before we tell you that the item confirmed to be in stock online is nowhere to be found in the store! Then express disgust and be directed, by one of our customer associates, to drive at least 24 miles to another Sucker City location to begin the same process again — guaranteed!



## who gives a crap? we do, that's who!

buy Horton Hears a Who on DVD or Blu-ray and we'll give two shi-, er...donate two cents to the Toilets for Tots program



#### 2-Disc Collector's Edition

includes over six interminable hours of bonus features:

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

Rolling Over In His Grave —

a two-hour documentary on the legacy of Dr. Seuss and how it's been squandered.

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



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

#### **FIZZIO**

23" 720p LCD/DVD HDTV

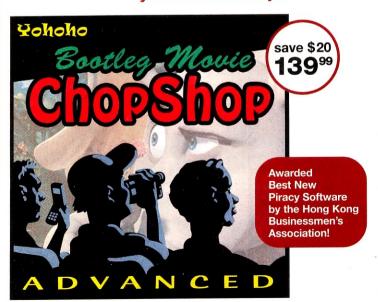
Smaller TV at a surprisingly high price is perfect for the spoiled kids' room! Features built-in DVD player with slot just wide enough for the frosted blueberry Pop Tart a three-year-old will insert; video processing engine will quickly heat it until it melts and becomes impossible to eject, rendering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



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

#### confused about the difference between plasma, DLP & LCD?

you must have just talked with one of our employees!

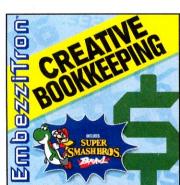


#### Yohoho™ Bootleg Movie ChopShop Advanced™

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

#### **74**<sup>99</sup> EmbezziTron<sup>™</sup> Creative Bookkeeping<sup>™</sup>

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



#### 4499

#### EmbezziTron™ Tax eVade Deluxe

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









 Tiny, tiny keyboard best suited to those trained in courtroom stenography. · Power-saving feature saves battery life by going into sleep mode between key-strokes

more than 0.5 seconds apart.

### save up to \$500 instantly

on clearance laptops, desktops, printers & more

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

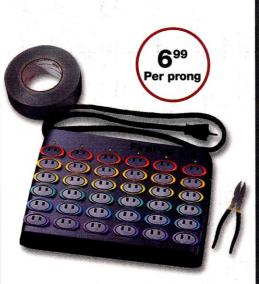
#### stock up on printer paper

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



#### FreeRange® Wireless **Broadband Router**

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



#### **Economy 36-Outlet Power Strip Package**

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

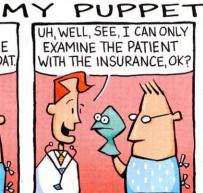


Compatible with all iPod models including Nano, Shuffle and Mini; and with most standard breads including traditional loaf slices, English muffins, and halved bagels. Features volume and browning controls. Bottom-mounted speaker cover opens easily for crumb removal.

#### MYSELF S0000, IT SAYS HERE YOU HAVE A SORE THROAT.





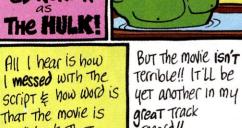


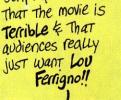


# CONFESSIONS!

ed norton

THE HULK!









Yes, my Son. But what about "Kingdom of Heaven" t "Everyone Says 1 Love You?

Take it easy, son.

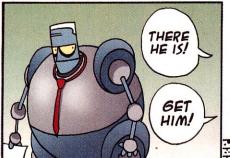
you're safe here.



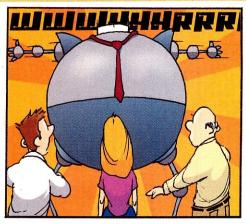


































FANTABULAMAN'S ENEMIES GATHER AT A CHAIN HOTEL CONFERENCE CENTER TO POOL THEIR RESOURCES.

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



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



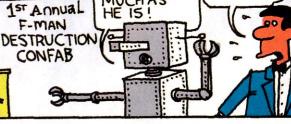
DAYS OF TALKY PANEL DISCUSSIONS. CATERED FOOD AND FLUORESCENT LIGHTS TAKE THEIR TOLL ON F-MAN'S ENEMIES' ATTEMPT TO FORM A UNITED FRONT

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



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

NO! WE MUST UNITE



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



LATER AT F-MAN HQ:

F-MAN

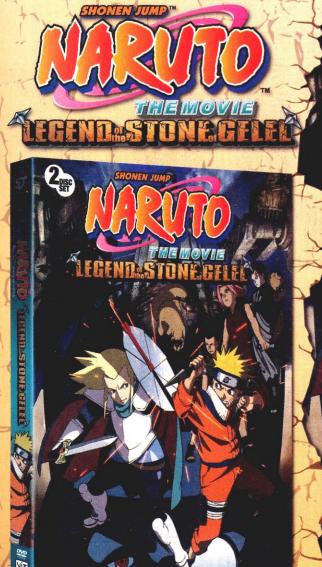
CONFAB

AND THE TV SAID THEY WERE GONNA KILL YOU!

REALLY? MORE COFFEE, AND NO HAZELNUT CRAP.



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



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









ALCO MUNICADE E AT VALID LACKE DANVETADE AND COMIC CTADE





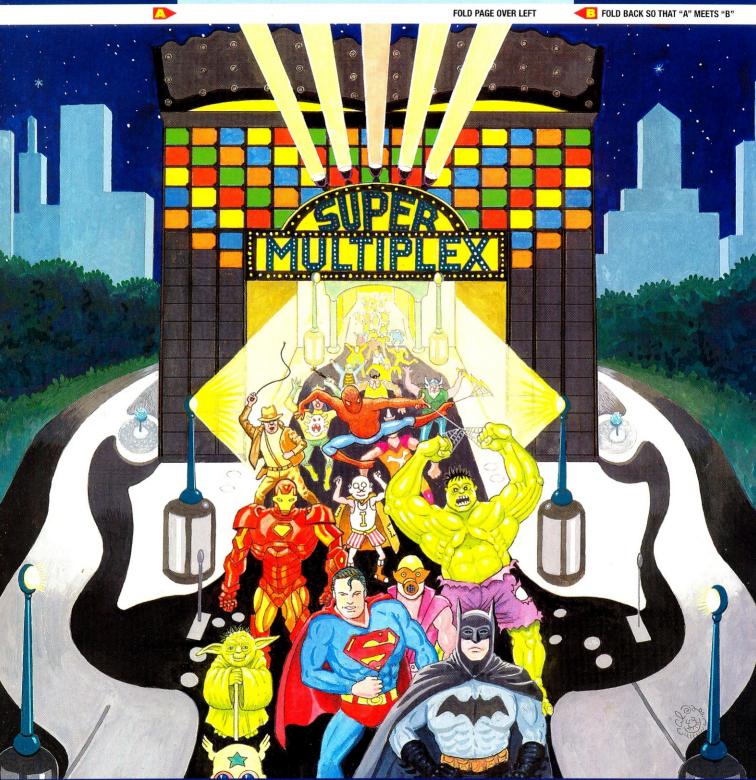


WHAT IS THE
ONE HERO
FANS NEVER
SEEM TO TIRE OF?

#### MAD FOLD-IN

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





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

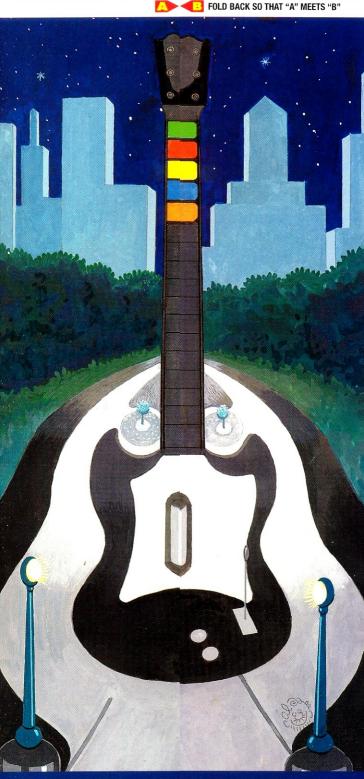




WHAT IS THE **ONE HERO FANS NEVER SEEM TO TIRE OF?** 



FOLD BACK SO THAT "A" MEETS "B"



GUITAR

**HERO** 



# WITNESS BATMAN'S JOURNEY TO THE DARK KNIGHT

6 INTERLOCKING STORIES 6 ACCLAIMED DIRECTORS 1 GROUNDBREAKING MASTERPIECE



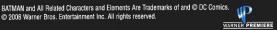
SEE THE MOVIE ON DVD, BLU-RAY AND ON DEMAND

SEE THE DARK KNIGHT™ IN THEATERS THIS SUMMER



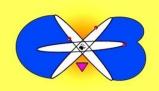
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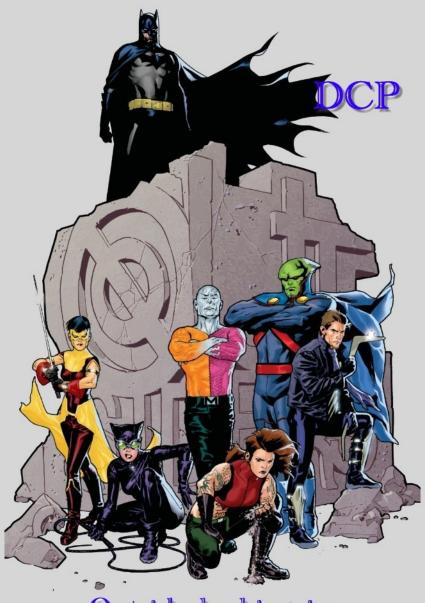




August 2008 Mad Magazine #492

Mad





Outside looking in

