



THE CURIOUSLY STRONG GUM



#### MAY 2004 NUMBER 441

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I swear

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> FRONT COVER ARTIST: MARK FREDRICKSON DOG POSTER ARTIST: SCOTT BRICHER

AMO, (2000 CE) (2011 in patients metally by C. Publicities, no. 1750 becoking the time. Nr. NY 100 becoking the time. Nr. NY 100 becoking the time time. Nr. NY 100 becoking the time time. Nr. NY 100 becoking the time time time of the other time of time time. Sold OF 100 becomes 500 OF 100 becomes characters used in all MAD fation and semi-fation are fatilities. A similarity without setting purpose to a living person is a coincidence. Printed in U.S.A.



# A POKE IN THE SIZE

I am a new subscriber to your magazine. It is hilarious! However I do have one negative comment - your magazine is very thin! I'm holding MAD #437 right now and it's only about 60 pages long! Highlights For Kids is longer than this! Your magazine is funny, but it would be much better if it had more features to it. Just a suggestion, but with so many things to make fun of in these times, your magazine should be 300 pages long!

Matt Wood, Millington, MD

Matt Hatter — Oh, you're a new subscriber? That's too bad! As recently as last year, each issue clocked in at a fat 400 pages! Of course, 340 of said pages were illegally-regrinted Goofus and Gallant cartoons! (We can't begin to tell you how sad we were when we received the cease and desist notice - that Goofus is a real cutual) Thanks for subscribion to our puny magazine! -Ed.

ALERED LOOK-A-LIKE looks nothing like Alfred F. Neuman! So Alfred E. Neuman look-a-like — my seven-year-old cousin, Nicholas Nemier.

Square Meg - No doubt this will be a bittersweet moment in young Nicholos' life. We offer or sympathetic congratulations to Nicholas on is Alfred look-a-like status. We hope it is not se highlight of an otherwise awkward and ainful adolescence! Bango, Megan! —Ed.



# ENVELOPE OF THE MONTH

I must say that I was rather disappointed with all of the envelope "art" in MAD #438. Yes, my Alfred E, sucks, but the rest of my envelope is good stuff - that's me in the bottom right, Anyway, this is my first letter to you folks and, therefore, my first envelope, but you can expect many, many more as I intend to get really good at drawing Alfred, I will become the omnipotent ruler of all things Letter Art, or at least give you all a good laugh trying. Jim Hutchings is going down!

Dan Root Pittsfield MA

You Can't Handle the Root - Judging by your "artwork," we're glad the asylum is nurturing your "creativity"! Actually, we were just relieved that we found no suspicious white powder in it! Thanks for your drawing, and say





# SCHLOCK THE VOTE

I am very disappointed in the activity level of the Monroe Fan Club. The Fan Club has been dormant now for about a year and many members have become anxious Ken McClelland currently inactive, was appointed as the first President and founder of the Monroe Fan Club in April 2002, During his administration. the Monroe Fan Club passed the Nomenclature Act, which gave Monroe a last name. However, this policy was never acknowledged by the President and therefore has not progressed beyond a list of last name suggestions. I think it is time for the common MAD readers such as myself to ask ourselves: is it time for a new person to step up and bring the Monroe Fan Club back to its former glory? I hereby would like to impeach President McClelland due to his inactivity and offensiveness to the very editors who appointed him. I would also like MAD readers to vote in an election for a new President, and I would like to be the first one to nominate myself. Thank you for your time, and I wish whoever is elected a promising future in the progression of the Monroe Fan Club. And remember, vote Driver in '04.

Robert Driver Melrose Park PA

Drunk Driver - You make some valid comments and some bold claims. In truth Monroe Fan Club President Ken McClelland has been slacking off in his duties. So we'll make like the good people of California and begin our own ill-conceived recall election! No signatures needed, no petitions required - just send in your name with a brief explanation of why you are best-suited to wrestle power from that bureaugratic fat-cat Ken McClelland. We will showcase the strongest candidates and give you, dear readers, the chance to vote. Act now. before the bollot fills up with C-list celebrities. hack comedians and porn stars. Send your platforms to: Amy "The Big Pollster" c/o MAD Magazine, 1700 Broadway, NY, NY 10019! -Ed

### TO READ OR NOT TO READ

I have just started to subscribe to MAD. and I am overly addicted! This is the first magazine that I don't just flip through and look at the pics, I actually read it (which is saying a lot)!

Bryce Young, The Woodlands, TX

Bryce-A-Roni - We certainly salute your determination in reading the entire magazine. We only got halfway through your rambling missive before just giving up (which is saving a lot)! Next time, include some pics to keep us

interested! Fa fa fa! -- Ed.



Enclosed is a picture of my son, Tyler Ofria, with Randy Jackson. We were in Maui, Hawaii this summer and our family was staying at the same hotel as his family. He was very graclous when my son asked high to pose with MAD.

him to pose with MAD.

Laura Ofria, Woodland Hills, CA

Boy oh boy! We've sold it before and we'll

and of our Haw some recording in the control of the

## Make A Dumb Wish Foundation\*

After many months of racking my bernin, I have been trying to come up with a dumb wish for the \*Mexica\* A\* Dumb \*Mexica\* and the state of the state

# Elizabeth Bimbra, Brooklyn, NY

LIF Birm — Thank you for your letter to the 
"Medica" of "Zweed "Medica". As it 
happens, you're in luck. With intern season 
right round the corner, we can help you make 
your dumb with corner true. You won't to work for 
use and not make at lot of moosy? How does NO 
money sound? Still with us? Greetil If you one 
coeliegs student all you have to ot is apply to 
The sooner you gaply, the sooner we get 
out free [lobot, ood luck] — €d.

# THE BIG TEACHERS PET

Way back in 1979, I got my first job as a replacement teacher. My most challenging class was called "Basics." This was a literature class for kids who never opened a book before now and saw no reason to do so, no matter how much I threatened or cajoled them! Finally, in desperation, I photocopied one of your articles, I think it was a take-off of "Casey at the Bat." Well, the kids in the sophomore "Basics" class took one look at the obviously MAD-derived cartoons surrounding the text and decided I was all right - they made attempts to actually read! Now for the had part. Not for the first time that year I found myself called into the principal's office - this time to explain exactly why I had used a MAD cartoon in class! I tried to explain my logic, but was told not to do it again. Needless to say. I did, but I warned the kids not to tell their parents what we were up to in class!

## Fiona Gierzynski, Wheaton, IL.

Fill — We are kindred spirits! Over the years, we have certainly spean our foil share of time in the principal's office (or least you were getting pool). On the other hand, knowing you've been using MAD to teach kids for the lost 25 years does shed some light on why lest scores and pulmmenting for American students, Geriously, even the Swedes are kidsing our asses) Thanks for writing! — Git for writing! — Git



## IT AIN'T EASY BEING DEAN

Signaling what could be the final nail in the coffin of Howard Dean's Presidential hopes, USA Today recently ran the following cartoon. Since this run didn't pan out for you, Dr. Dean, may we suggest that it's not too late to toss your hat in the ring to become President of the Monroe Fan Club, Yeasaeaaeaaeaeaealill



# The Big East of the Land

Here is my entry for "The Big Easel," It is made from yarn on plastic canvas. I am an immate at Montana State Prison and this is what I do for a hobby. I also make boxes with pictures, picture frames and other projects.

Ken Burch. Deer Lodne. MT.

It's yo Burch-day — We always enjoy getting MAD-inspired art from our incorperated readers and we can tell you have a big blaien. We're sure that in addition to the handicrafts listed above, you make some that in addition to the most beautiful and collectible shivs on the entire celliblock! —Ed.

P.S. Even if you aren't spending time in The Big House, we still want your Big Eosel stuff! (Helf, even if you're on the lam, take a minute to drop us a line!) Send pics of your creative efforts to Amy "The Big Ease!" o





# WHEN THE QUIT HITS THE FANS

Way back in MAD #438, we asked readers to send in their opinions about Jake Savage giving up his role as the "MAD fan that writes every month." The reader outcry was positively staggering! In a time when America most needs a hero, Jake Savage is being called upon to pick up that gauntlet! The readers have spoken, Jake, and we look for ward to getting next month's letter (not that we'll necessarily print it). Below is just a small selection of letters from Jake's legions of supporters. Thanks to all who wrote in

Please, Jake, don't deny us your vision, your beauty or your loveliness. I cannot really want that on your shoulders?

Do you really want MAD to go bankrupt over losing my business? Keep writing if not for yourself, Jake, do it for your

Gloria Tarantino, Gladwin, MI

Jake, don't quit now. You're every one's inspiration to write in and express their feelings to what the magazine really means to them. Don't give up on your dreams!

Tim Kelly, Santa Cruz, CA

I read about Jake and since he's Dylan McAdam. Laconia, NH







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> **Contributing Artists And Writers**

the usual gang of idiots

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addressed, stamped envelopel MAD doesn't read faxed submissions! Fax MAD at 212-506-4848

# READER ALERT! If you're a college student, apply now to

become a MAD summer intern! Go to our website, www.madmag.com or write to Amy Vozeolas, Internship Information, MAD Magazine, 1700 Broadway, NY, NY 10019 for all the information you need!

Museum

enjoyl

to see this

wonderful exhibit -



For fans of MAD ABOUT MAD and Charles Schulz's Peanuts you will March 20 – September 27, 2004 Charles M. Schulz Museum want to visit the Santa Rosa, California Charles Schulz







Jerry Severino, Chicago, IL

Continuing with our Reality TV-themed Continuing with our Reality TV-themed Celebrity Snaps, we are mildly-delight-ed to bring you "adult film" star/The Surreal Life participant Ron Jeremy. Congratulations to the visibly-uncomhis three-year subscription



MONTH IN FIRST PEEK MAD #442 AT THE NEW HARRY ON SALE POTTER MOVIE! MAY 181

MONTH IN MAD XL #27 ON SALE **MAY 18!** 

ARTIST OF THE MONTH RICK TULKA AND OUR OUT OF THIS WORLD X-FILES SPOOF!



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episodes – over 7 Hours
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EAS

THE COMPLETE

SECONO SERSON





fye

never step playing:

and No tope. Transferences and all related characte smorts of Reshre and cond with permission dil Rag II. © 2004 Misso Bosse Voles. All Ragles Reserv





VISIT WWW.RHINO.COM/TRANSFORMER
FOR MORE INFORMATION



CAUSE OF DEATH Trios over Deni Mocre's walker. "Framed," then executed by Goy, Schwarzenegger as personal layer to Brace Willis Vanorized by North Kernan A-boreh in PONK'D prank gone horribly wrong...

Stores to death ofter decent balcout





Both love wargling in bed with you



hear yourself! You

sound like a frippin'

chirrreysweep!"

lend me a buck!

What are va. a

rhythmic sympast?"

isn't doing well in

little league. He bits

like an Eskimol\*





I guess I better

get out of bed











# THEFUNDALINIPAGES

# GRAPHIC NOVEL REVIEW Neil GRAVEMAN

The popular Blandman series helped jumpstart the late-80s alt-comics boom. The books created a brand new subset of readers; cringing outcasts who could get their asses handed to them even by wussy superhero fans.

everyone in your life will eventually abandon you). Since then, diehard fans have sneculated whether Graveman would ever write new stories about the characters. Well, yes and no. Technically, this book does contain seven new stories But if you think seeing yet another stock character gasp, "You're...you're Death?" is a fresh experience, you probably also still get excited every time you see Batman swing on a rope.

Each story in "Endless Tripe" features one of the Witless, the seven beings who hang around humanity like the bodyguard who holds the umbrella for P. Diddy. The Witless include the enigmatic ooth chick, the enigmatic guy in the black trenchcoat, the enigmatic guy in the monk's robe, the enigmatic guy with the mullet, and a few others whose personalities aren't as well-defined

The book is labeled "Suggested For Mature Readers." Apparently, that means anybody who dots their i's with little skulls while laboriously writing Tori Amos lyrics onto their denim jackets with ballpoint pens. The paper is a high-quality stock, which can also be used for making superficial cuts on the forearm to get attention.

160 pgs., \$24.95 For Mature Readers





STANDARD













- OF THE PRESIDENTIAL RACE
- He was hoodwinked by that trickster, John Edwards, who
- swore he was dropping out, too. \* Frankly, his supporters were really
- starting to creep him out. Wanted to clear the way for that
- late Kucinich surge.
- \* A lonely Mrs. Dean insisted he spend less time in the Midwest, and more
- time "stumping in the deep South"if you know what we mean The Zoloft finally kicked in.





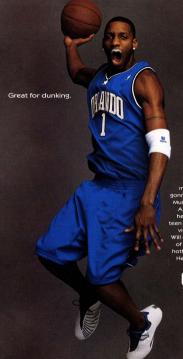
#### Desmond Devlin Patrick Merrell

Ray Alma Tom Bunk John Caldwell Tom Cheney Tom Nick Cocotos Jeff Kruse Amanda Conner Scott Maiko

Garth Gerhart Al Jaffee Arie Kaplan

Irving Schild Mike Snider Jack Syracuse Don Vaughn





My friends told me, T-Mac, you're gonna be big some day." Aust've been the milk. About 15% of your height is added as a teen and the calcium and vitamin D can help. Will drinking a cool glass of milk make you the hottest scorer in town? Hey, it couldn't hurt.

got milk?





Is it okay if

germ warfare

explain what a

Thanks! A mega-bomb is like

a really, really, really big

bomb and, if dropped, it goes





This is Kinchella Marinara!

He deals in germ warfare

and bogus over-the-counter









Stoned! | know you're an agent for the enemy and a double agent for us...but what are you

I'm an undercover spy for this

group tool So you're a

very complicated trying to keep all my lies straight, but it's worth it! Every Friday triple agent?

I am! It's very danger-

ous work, and it's

is the ExLaxo operation part of the Covenant?

Not exactly! It's part of a new division. Covenant LLC! They had to become a Limited Liability Corporation to lessen the impact of lawsuits! Those bogus cough drops they sell contain toxic

I'd like to stay and chat. but I have a job interview! I'm trying to be the world's first quadruple agent! Just think! Four paychecks and every one of them "off the books"!





# BAYONNE, NEW JERSEY - there is no nice part.

Listen Dad, lost two years of my life. and I don't know what happened during them!

Sinly, I picked up your twin boys I'll bring them to the company nursery after I feed your string of polo ponies!

My God. I really don't know what happened during those two years!

that you can't remember? Because maybe what I can't remember is something I want to remember, or maybe something I want to forget, but I want to be able to make that choice! At least I think | remember | want to be able to make that choice!

Sinly, why can't you just forget

Just keep going "memory loss" group l enrolled you in! It meets weekly.

No one in the group remembers where or how often we meet! And I can't ask anvone about it, because I can't remember who's in the "memory loss" doesn't it? group! It's a Catch 20!

See. didn't even remember that!

Catch

221



I have to tell the CIA about my memory loss and see if they can help bring it back!

You mustn't do that! Their procedures will be painful beyond belief!

on. Dad how bad could it be?

Come

Do you realize how long an anal probe has to be in order to jog your memory? I shudder to think about it!

Every week you tell me that CIA procedures to bring back my memory will be shockingly painful! Why can't they just use hypnotism? It's worked thousands of times!

Yeah, right! On an action show like this, that's going to play really well! You sitting in a chair being hypnotized! No. it's either the anal probe. or drill through your brain to examine the memory cells!

CIA protocol? No. that's

the producer's protocol! Harsh and gross, never easy and clean!









h my God!





As a

Yes! And as a

ship from me.

the one under

vour seat!

on that one!

On the air!

They're building



Sinly, Marinara has

That's the last thing I want! I'm sending you two out together so we can hopefully listen in on some nasty cat fighting! If the fighting gets real hot, More-Shrill can upload it to the internet even faster than the Paris Hilton video went up!



You think I hate





on those things!

to disarm it!



Hmmm... I guess I

must be in a totally

different Starbuckel

Hang or

I'll project a

big red laser arrow

directly over him!



will cut our budget!

WRY DEFINITION TV DEPT. If you've turned on your TV lately (and if you haven't, what are you doing - reading?) you may have noticed that comedies are getting more dramatic, dramas are getting more comedic and reality shows are getting, uh, less real! And since they all draw from the same limited menu of human situations, it's getting harder to tell one type of entertainment from another. There are telltale signs to help you determine what type of program or made-for-TV movie you're watching, though, It's a guide we creatively refer to as...

It's a Comeov...



IT'S A REALITY SHOW ...

White the same

WRITER: BUTCH D'AMBROSIO







when the cops are involved in high ...when the cops are corrupt. when the cops are buffoons speed chases of shirtless drunk men. IT'S A REALITY SHOW ... Ir's a Deama... It's a Comeav...



...if there are cameras

in the room either way.

It's a REALITY SHOW ...



gets the best lines.











... if she aborts it.

It's a Drama...

It's a Drama...

...when the hookers are gorgeous and personable

... If she keeps it,

It's a Comeov...

...when the hookers are gorgeous and murderable

...when the hookers are ugly and missing teeth.

...when you get to figure out gets the cold shoulder who the gay guy is.



THE CHAT IN THE STAT DEPT. Here's our latest look at a show you'd think would be bursting with spontaneity, surprises and an anything-goes outlook, but is actually a rigidly-planned, pre-programmed snoreathon! Don't believe us? Our handy minute-by-minute breakdown will explain all as, once again...

# MAD Deconstructs TalkShows





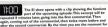


Howard, in full droot, tells the skank, "Oh baby, if

only I wasn't a married man, I'd be on top of you

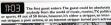
in fire seconds," But now that he's divorced and single, and STILL





surprising and hilarious as ever.









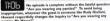


suddenly appears along the bottom of the screen. Here, viewers learn that Stockard Channing will be making a guest

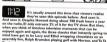


prize-winning cucumber. Enjoy it. That's the only angle you'll be

seeing Howard's head at for the next half hour.





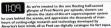


Toothy throwing slices of bologna on a girl's ass.



on your remote, you can actually hear the faint, far-off sounds of













Howard and company take turns giving free beauty advice to the girl in the studio Think about it: Howard Stern, Robin Quivers, Stuttering John and Baba Booey, all evaluating the physical attractiveness of others. It's not just the death of irony; it's the abduction, brutal



The second commercial break, which lets viewers take a needed breather from the sleazy antics of Howard Stern with non-stop ads for I-900 sex chats, Volume 33 of Girls Gone Wild and El's leering Wild on Thong Beach promos.



4-foot-tall superdwarf Beetlejuice enters the studio. Thanks to Howard's tireless promotion of society's most mockable rejects, unique talents such as Elephant Boy, High-Pitch Eric and Crackhead Bob are far better known to the American public than the names of the men and



Howard launches into his evergreen tirade about how he's a genius and everyone else in ow business shamelessly rips off his original ideas. Then, it's time for another game of either Stripper Jeopardy, Win Fred's Money, Wheel of Sex, Homeless Dating Game or Who Wants To



Even though the show is over, it's not really over until the pointless "So, how'd it go?" hallway interview. It's a great wrap-up for all those viewers who missed the opening 29 minutes of a 30-minute show. The idiot

holding the camcorder works with an extensive 3-question repertoire: "Was it fun?," "Do you think he liked you!" and, "Is that the first time you showed your breasts?" True, this routine ensures that each episode ends with a stupid, inept thud, but compared to this hallway quiz, Howard's preceding 35 variations of "Are you ready to get naked?" will always seem novel



# BYES AND DOLLS DEPT.

When Ken and Barbie decided to call it guits, it shattered the hearts of millions of devoted fans (notice we said "devoted" and not "particularly bright"). But most painful of all, no real explanation was given. However, while rooting through the dumpster behind Barbie's Dreamhouse (as is our custom on a Friday night), we discovered...

# BARDIE'S "DEAR JOHN" LETTER TO KEN

From the

Dear Ken,

It's over. After 43 years of waiting for you to commit, I realized I wasn't getting any younger. Of course, I'm not getting any older, either. But I still think we need to see other dolls and action figures. It's time to play the field.

Since we started dating, I've been a fashion designer, an astronaut, an animal doctor, a rock singer, an actress, a painter, a firefighter, a paleontologist, a pilot, a Marine, a lifeguard, a ballerina, a dentist, a stewardess, a sales clerk, and a candidate for President. What have you ever done?!?

Being a plastic boy Toy is no way to spend a life, Ken. It's Time for you to get real.

 ${
m I}$  still remember the night  ${
m I}$  come home early to our hot tub and bathworks playseT, and found you there, naked, with G.I. Joe. You said it was innocent, That you'd only stripped off each other's clothes because a kid drew all over Them in purple magic marker. And I Took a chance and believed you. After all, neither one of you have a shween. But I had doubts.

Then, after I found a pair of raggedy panties inside the glove compartment of your fun time convertible, I had some major life decisions To make. Decisions even harder Than "strawberry lip gloss or neon?"

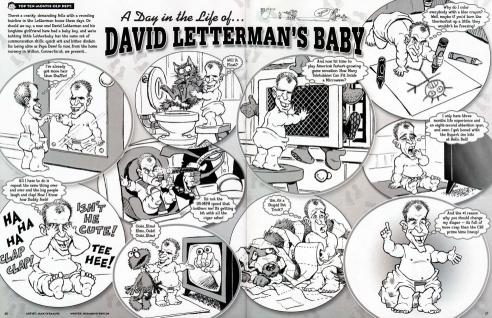
And I came to realize that I have some self-esteem issues. I'm famous, I'm rich, I'm an icon, and still I can't get a marriage proposal out of you after 40 years. Who do you think I am? Oprah? A girl can only store at her disco lamp, her slide 'n splash pool, her karaoke kit with corrying case, and her other 43,000 possessions for so long.

We've grown apart. You've always treated me like I'm some kind of interchangeable bimbo, as if There are a billion other dalls out there just like me. Haven't I always maintained my 49-6-28 figure? Or am I just some kind of hollow playThing? How I've longed to hear those three little words from you, Ken, and I don't mean "no assembly required."

I need some shelf space. I feel like I'm suffocating inside a small cardboard box. I'm in pain, Ken, and not just from holding the same blank expression since 1961. I still have take feelings for you. My love once burned as brightly as the 3-watt bulb in my oven. This breakup doesn't have to be forever. After we've had some Time To Think, after we've discovered where our lives are headed, and especially after the marketing department of Mattel milks the evenloving piss out of This, we'll get back together. Probably just in Time for the holiday season.

Party on, Barbie





P and... THE MECHANIC HE QUIT





Video games are supposed to be a fun way to blow off steam and kill some time. Or are they? Behind every happy-go-lucky game, there's a twisted, bitter creator who's one cheat code away















ARTIST AND WRITER: JOHN CALDWELL



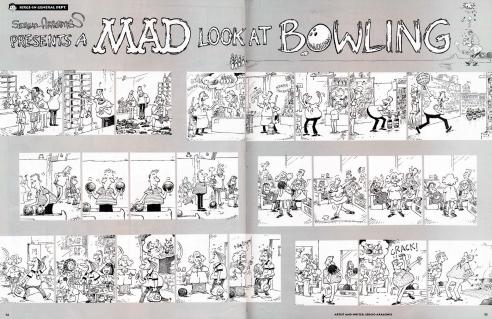


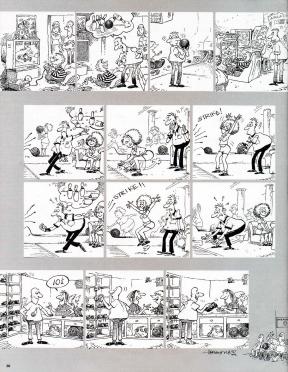














# MAD'S LESS-THAN-STELLAR OUTTAKES

# FROM SURVIVOR



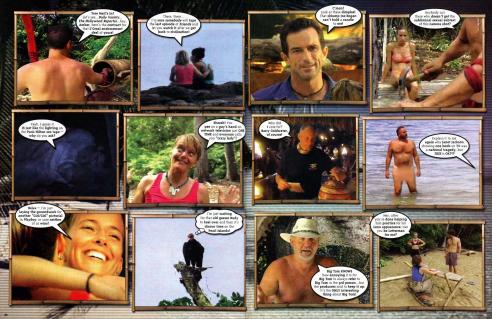














# FOR PLACES OTHER THAN Las Vegas















feigned Parisian SMILE during your visit\*

\*Good for one smile only-NOT transferable. offer does not guarantee the absence of muttering.











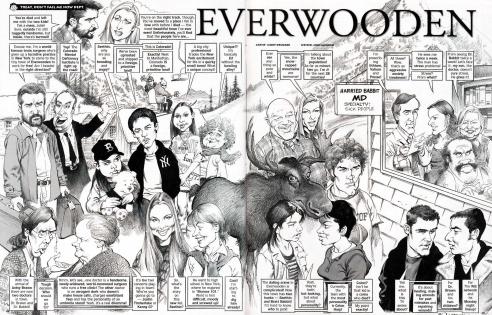






Admission on Saddam's Grand Royal Palace Tour











WHERE ARE AMERICAN BOYS UNDER CONSTANT ATTACK? HERE WE GO WITH ANOTHER RIDICULOUS

Each year, countless young men are shipped off to a hostile environment where they face unspeakable peril and are forced to fend for themselves. To find out where this dangerous struggle takes place, fold page in as shown.

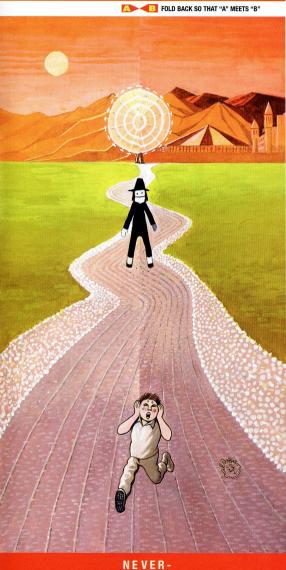




NEWS OF ATTACKS ON AMERICAN BOYS IS OVER-WHELMING PUBLIC EMOTIONS. WE'D ALL LIKE TO SEE IT END. FEARFUL MOTHERS AND FATHERS OF VICTIMS CLAIM THIS IS RAPIDLY CREATING AN INTERNATIONAL STENCH

# **WHERE ARE AMERICAN BOYS UNDER CONSTANT** ATTACK?





LAND

RANCH





High-impact, motion-captured combat Spy gadgets, high-tech & makeshift weaponry 
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