



is a gift – but good luck exchanging it if you don't like it!



ALFRED E. NEUMAN





THE BIG TEACHER'S PET

My school stuck us in a play by the other losers in my grade. So I started to read your magazine that I got from the library. Then my teacher confiscated it and I'm not allowed to have it back! Because of that, I have to pay a huge library fine for a magazine I didn't even get to read!

Alicia Roberts, Moscow, OH

Cops and Roberts — A "huge library fine"?!? How much does your library charge per day for an overdue magazine? We're guessing 10 cents a day. And if your teacher won't give the magazine back, that's really going to add up. After two months, you'll owe the library...six bucks! That's steep! Oh, here's an idea — spend \$3.99 and just buy the freakin' issue! Then you can take your time reading it and just give it to the library when you're done.

Added bonus — you can accuse your teacher of stealing from libraries and discouraging reading!

Be creative and have fun! See you in the stacks! —Ed.

AT A CROSS FOR WORDS

Just wanted to bring to your attention that MAD was in the New York Times crossword on April 1 (coincidence)? The clue was "Like MAD" and the answer was "parodic." I know you're surprised that someone that reads MAD is able to do the New York Times crossword, but don't be too amazed, since it was Saturday's puzzle (they get harder all week long) I had to wait till today to get the solution. Maybe if I read something other than MAD, I would be able to solve them. Nah! Anyway, apparently MAD is everywhere!

Sarah Bozarth, Woodland, WA

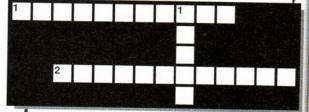
Wolfgang Amadeus Bozarth — Here's a practice crossword you can hone your skills on (and you don't have to wait till next issue to get the solution!) —Ed.

ACROSS

- 1 What you're currently reading
- 2 Your name

DOWN

1 What you are (Rhymes with "schmidiot")

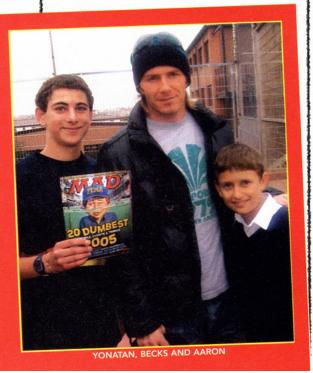


CELEBRITY SNAPS

David Beckham, the famous British soccer player who plays for Real Madrid, sends his children to my school. So one day I went and asked him to get his pic taken with a MAD, and he said yes (amazingly)! I'm the hot guy on the left of the pic and the other is my brother Aaron. Do I get a free subscription for this?

Vonatan Israel, Madrid, Spain

Yo! Yo! Yo! — You got a picture of the world's most famous soccer player — and by "world's most famous," we mean the only soccer player we know! Enjoy your one-year subscription (which would have been a three-year subscription if his hot and saucy wife Posh Spice had been in the shot as well)! —Ed.



MAD ENVELOPE OF THE MONTH

This month's envelope comes from Erin Miller of Staten Island, NY. Nice job Erin — in a hauntingly disturbing way! —Ed.

P.S. We felt the compelling need to wear rubber gloves when handling your envelope!



ERIN'S CREEPY ENVELOPE

HYDE AND SEEK

I was watching my daily dose of *That '70s Show* one day when I saw Hyde wearing a MAD t-shirt. After the show, I went on eBay and bought myself the same shirt. Now I wear it often and like to show my MAD spirit! Off topic, but when you go to make fun of my name, try to think of something more original than Apple Siter.

Bryan Siter, Ashley Falls, MA

Doofus — That's a nice compliment! We suggest you take all of your fashion

tips from That '70s Show. We're sure bullies would enjoy beating you bloody and senseless with your own platform shoes! —Ed.



MAD BLURBS

Actual quotes that prove the world is going MAD!

This month: Scary Movie 4 director David Zucker

...In a recent interview on Yahoo News, David Zucker (who also directed Airplane!, The Naked Gun and Top Secret!) sounded off on how MAD has influenced him. Somehow that influence has inexplicably led to a successful career!

"My sense of humor hasn't changed since my childhood days of reading aloud MAD magazine, which is the primer of this kind of thing. MAD used to have two pages each issue of scenes they'd like to see in a Hollywood movie. We've just taken that attitude and added a Saturday Night Live approach to sketch comedy and created a story which we could then translate to the big screen...In my defining years, Alfred E. Neuman and MAD magazine's writers...shaped my sense of humor."

READER ALERT

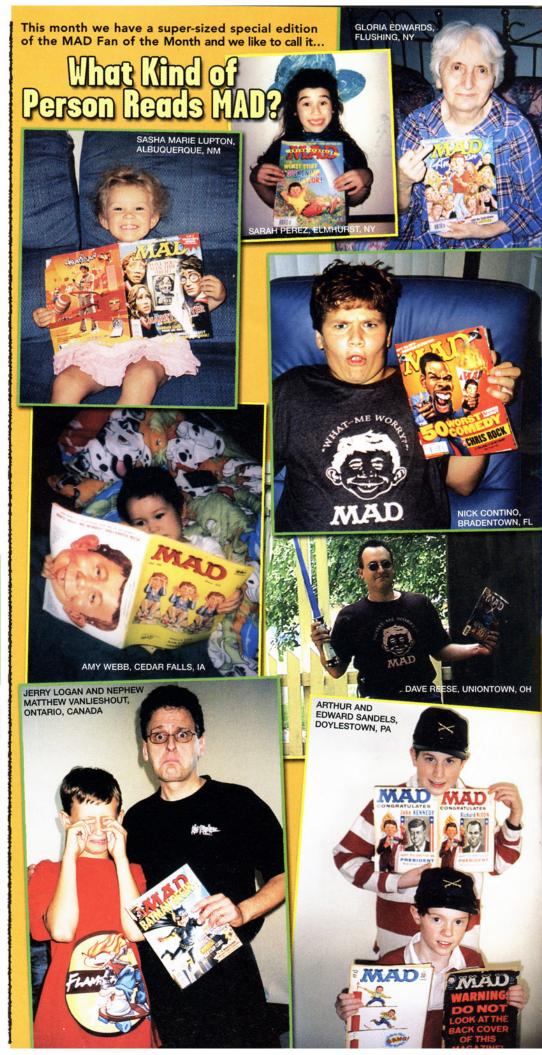
Got something stupid to say...in a sentence or less? Go to madmag.com and post your non sequitur nuggets on our message board under MAD Mumblings. We run the "best" ones on our Letters Page!

A MOVING TALE

My wife and I just purchased our first house and we're packing all our stuff for the big move. As we go through all our belongings deciding what should go in the trash and what we should save, I've come across 10 years of MAD which I've been saving. My wife wants me to just get rid of all this weight, but I'm not so sure. What do you guys think? Should I take along all these dead trees or just give in and ditch the old "office reading"? Thanks for your help!

Frank Kwiatkowski, Indianapolis, IN

Special K — Boy that is rough! It sounds like your marriage may be in real trouble! Know what our first clue was? You wrote into a humor magazine for relationship advice! You may as well keep the magazines, because, let's face it, your wife is going to end up leaving you anyway! And on an ironic note, she'll end up getting half your magazines! —Ed.





Make A Dumb Wish Foundation™

I am a 16-year-old subscriber to your fine magazine and at my old school I was voted most likely to succeed in business. I think I found a loophole for this success. I thought instead of working hard, I can easily make a dumb wish to the *Make A Dumb Wish Toundation*. My dumb wish is for you guys to surrender your company to me. If you do give me what I wish, I might consider not firing each and every one of you.

Your future boss, Bruce Clark, Minneapolis, MN

Any Which Way But Bruce — Your big plan for success is taking over MAD Magazine? Yeah, that's the fast track to fame and fortune! She's all yours, supermogu!! By the way, we polled the staff, and we'd appreciate it if you fired us as soon as possible — we'd like the summer off! Thanks for writing the Wake A Dumb Wish Foundation™. See you on the Forbes 400 list! —Ed.

SAW & ORDER: SPECIAL VICTIMS UNIT

Not that the youth of America takes shop class anymore, but let's not confuse the minor few that do! Number 18 in "35 Scholarly Reasons Why School Sucks" (MAD #464) is a band saw — not a table saw! How about a free subscription?

Harry Strother, Portland, ME

O Strother, Where Art Thou? — You're right! It was a simple mistake and we messed up. But people get confused like that all the time. For example, you've mistaken us for a magazine that rewards know-it-all losers who write in and tell us our mistakes. Well, we do reward them, but not with subscriptions! Enjoy your complementary copies of Less Than Jake and Head Automatica's albums! —Ed.

NEXT MONTH IN MAD #468 ON SALE JULY 18!

OUR SUPER DUPER SATIRE OF SUPERMAN!

> NEXT MONTH IN MAD KIDS #4 ON SALE JULY 18!

EXCLUSIVE MAD KIDS INTERVIEW WITH JACK BLACK! CREATE A NEW SUPERHERO!

POP IN THE NAME OF LOVE

I was in the *Guinness Book of World Records* for the largest soft drink bottle

collection. I just wanted to share an image of the rare (only one known) Happy Jack bottle with Alfred E. emblazoned thereon. Maria Reidelbach mentions the existence of this bottle in her book, Completely MAD, but she had never seen one. This bottle belongs to a fellow collector in California — unfortunately, I am not the lucky owner!

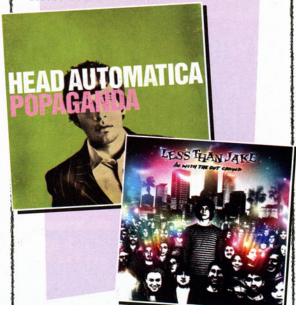
Christopher Weide, Jacksonville, FL



Chris Cross —
Wow! Soda bottles
with Alfred's face are
worth money? We're
sitting on a gold mine!
Today's your lucky day
— now you can be
the lucky owner of a
one-of-a-kind Alfred
soda bottle and it's all
yours for just \$15,000!
We'll await your check
or money order! See
you at the bottling
plant! —Ed.

READER ALERT

Everyone lucky enough to have their letters printed in this month's Letters Page will receive Head Automatica's Popaganda and Less Than Jake's In With The Out Crowd courtesy of our "friends" at Warner Music Group. Catch Less Than Jake on this year's Vans Warped Tour and Head Automatica on tour with Taking Back Sunday this Summer. Both albums are in stores now!





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Contributing Artists And Writers the usual gang of idiots

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How To Reach Us:

Please Address Correspondence To: MAD, Dept. 467, 1700 Broadway, New York, New York, 10019.

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Manuscripts will not be returned or
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accompanied by a self-addressed,
stamped envelope! MAD doesn't read
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LITTLE-KNOWN MENTORS FOR THE REAL WORLD

That pretty young miss who wants to make the plain girls cry will need lots of coaching from a...

CONCEITED BITCH MENTOR

Mind if I sit here?

Yeah, as Soon as Your Leprosy goes into Remission.

Little lazy slobs don't generally grow out of it, so much as grow into it — thus requiring a...

FAT GUY IN THE CHAIR MENTOR



MOVIE CLICHÉS YOU CAN'T COUNT ON...



... If a film is set in 1950's small town America, you just know that an axe-wielding psychopath will hit a home run for a dying child in the hospital.

... If the female lead character and male lead character hate each other and argue throughout the film, it's guaranteed that, by movie's end, they'll each get hit by a bus.





.. When two kids with divorced parents befriend each other, you can just bet that there will be a freak solar flare that melts the polar ice caps, ending civilization.

A fella that is bound to grow up completely unaccountable for his actions will learn the ropes from a...

DEADBEAT DAD MENTOR

Yeah, so You HAVE two bucks, and You owe Joshie two bucks, but Joshie ain't HERE, so You's don't really owe him

nothin' Right now. See

THE PUZZLE NOOK

Which of the 4 choices best completes this phrase?

____FE SUCKS, THEN YOU DIE!

- 1. LI_
- 2. EATING AT THE HARD ROCK CA
- 3. SITTING ON A KNI.
- **4. BEING KEVIN** FEDERLINE'S WI_



F GODEREV RED

IN	FIVE MINUTES AGO	OUT
Estates	Manors	Compounds
Tonics	Elixirs	Snake Oils
Imams	Mullahs	Ayatollahs

PAGES









WONKYPEDIA



Abraham Lincoln in a legendary photo taken by his then chef, Orville Wright. Wright, who went on to invent the waste basket with foot pedal, drowned in the sinking of the Titanic and never lived to see the photo's publication.

The Lincoln Assassination

2 Sign in / create account

Main Page - WonkyPedia, the free encyclopedia

On December 7, 1941, President Abraham Lincoln was killed by assassin James Earl Ray, a tragedy that stunned a nation still recovering from the ravages of the Revolutionary War. Perched from the window of a nearby book depository, Ray shot Lincoln as he and his wife, Hillary, entered Ford's Theatre for the Washington premiere of Cats. Lincoln supporters, known as "Lincoln Logs," reacted with outrage, culminating in the Boston Tea Party, the Los Angeles riots, and the nationally-televised shooting of Ray himself as he was being led to prison. Lincoln's vice president, Lyndon "The Gipper" Johnson, was quickly sworn in after Lincoln's death, ably leading America through the Great Depression, the Korean War, and the "Dot-com Boom."

MELVIN & JENKINS'



Jenkins brings up the fact that the couple's favorite movie is *Jerry Maguire*, and smoothly works in a "they complete each other" reference.



Melvin reenacts the key scene of *American Pie*, using the wedding cake.

THEFUNDALINIPAGES I WONDER WHERE LITTLE BILLY HAS RUN OFF TO TODAY? BEALLON

CLIP 'N' USE FRAUDULENT FORT

Good luck is contagious and so is the bacteria in our tea.

Learn Chinese: Why are the dumplings moving? 為什麼餃子行動?

Money will come your way if you recalculate your check - your waiter overcharges.

Learn Chinese: These chopsticks have already been used. 這些筷子已經被使用

The horse is smarter than the chicken though a few do make it into the lo mein.

Learn Chinese: No, I would not like to hear about Falun Gong. 不,我不會希望聽說法輪功。

You will go on a journey - to the emergency room with the stomach cramps you get from the chicken in garlic sauce.

"MY COMPLAINTS, GRIPES AND PET PEEVES"

A Fundalini Exclusive Excerpt from the Blog of Superman

Supergirl — she can fly, she's bulletproof and she's from Krypton. I finally find a babe I have something in common with and it turns out she's my freakin' cousin!

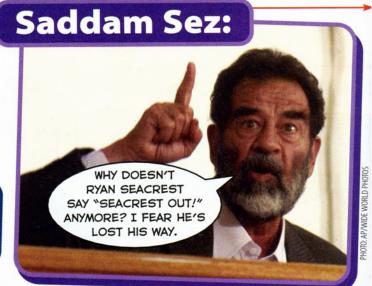
Those pathetic letters I get from kids asking me to take a lump of coal and press it into a diamnd for their stupid school auction. Hey kids, press this!

Spaying Krypto the Superdog man, that was no day at the beach!

Low-rise jeans, thongs and low-cut tops. My whole "see through anything" super power seems kind of like one big waste these days!

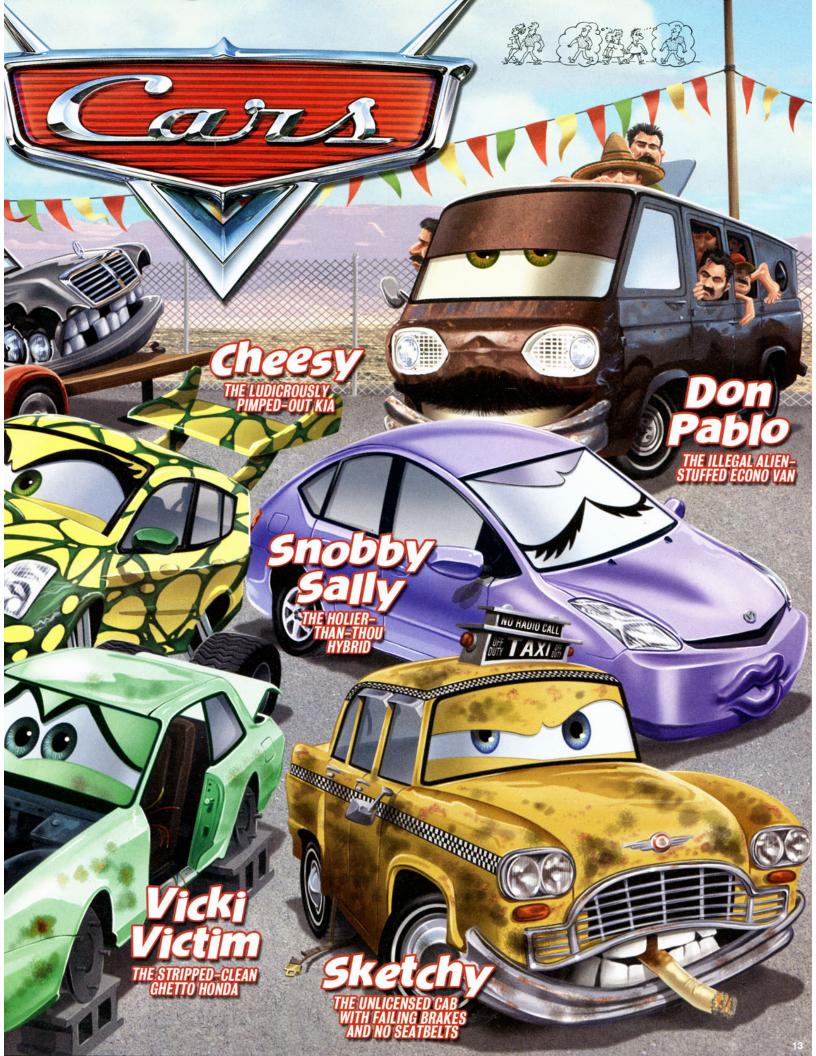
Having to go to this one tailor in Hong Kong every time Clark Kent needs a new business suit that can fit over my costume but won't bunch up in the crotch!









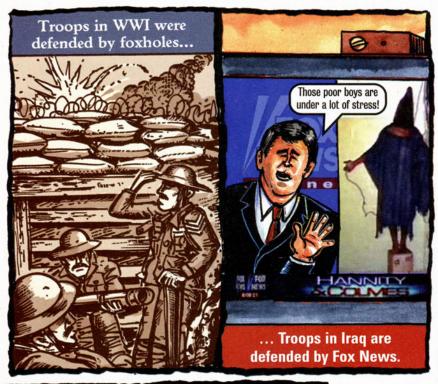




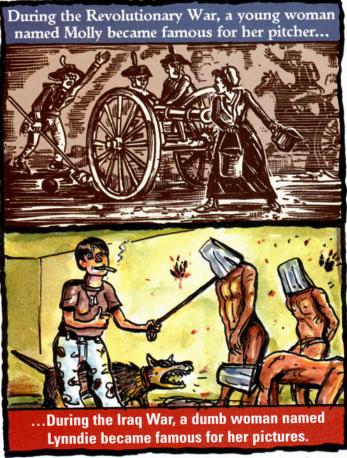
PROSE AND CONFLICTS DEPT.

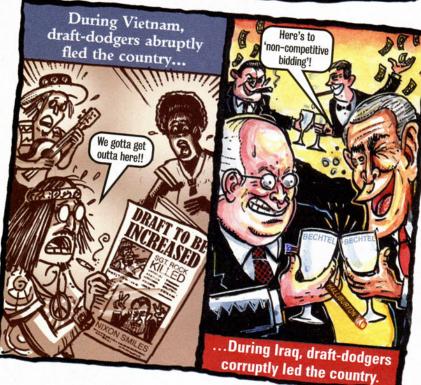
Someone once said "History repeats itself." And this is certainly true. We just repeated what they said, thereby proving their point. Ironic, eh? It's also been said that "Those who do not learn from history are bound to repeat it"! Remember that, we won't be telling it to you again! Our point is this: we're out of clichés about history, so why don't you just go ahead and read the following article. And if you find yourself re-reading it in the future, don't be surprised!

Comparing WAR IN



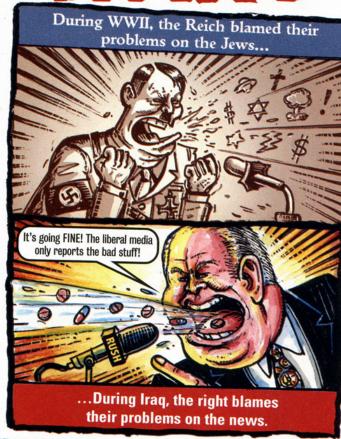


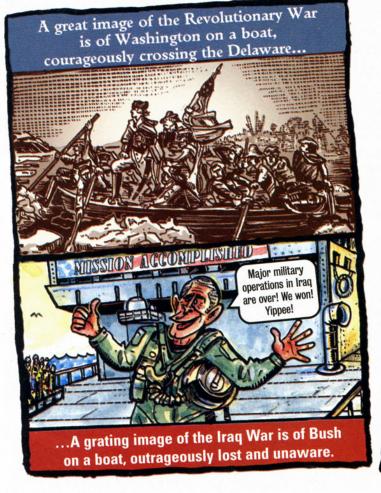




the IRAQ to PREVIOUS In WWII, the liberation













AMUSEMENT PAR Setting Your Way Getting Your Way

Getting Your Money's Worth

Make informed decisions when it comes time to trade in your hard-earned game tickets.

Let's see, after spending twenty-eight bucks on Skee-ball, I've got 9,000 points... Should I get the plastic worm, a genuine Chinese finger trap, or a flammable Scooby-Doo pillow?

When placed randomly on a ride with strangers, speak gibberish to insure complete control of your compartment.

STOP SPINNING US!!!

Ma, he's like Arabian or somethin he can't understand us!

Rama schama dooly!

Getting Sick

For uninterrupted fun, you need only remember one thing: at all costs, do not blow chow on yourself!





Getting Home

Now that the trip you've been bribed with for months is over, let your overtired, sunburned body tantrum its way to a nice deep sleep for the long ride home.

Nooo!!! I don't want to leave!!! I only got to Ride the Whirlyblaster sixteen times!!!





THE FOLKS ON YOU DEPT.

If you're one of the lucky few who fully love, respect and admire your parents, we congratulate you on the tender, shining joy that is your life. But since you're probably not one of those ponyriding, bowtie-wearing mama's boys, we invite you to indulge your irritation by asking...



...refuse to buy you something because "you don't need it" — a rule which apparently doesn't cover their "necessities," like manicures, pedicures and The Complete Fourth Season of Law & Order?

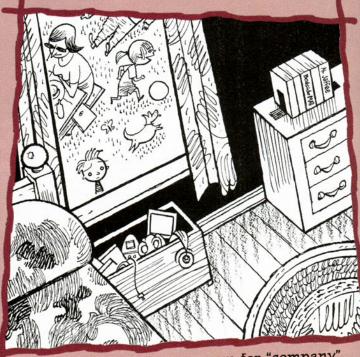


...act as if you're a sullen jerk just because you don't feel like going into microscopic detail about every aspect of your horrible day?

DON'T SOUTH TO SOUTH THE NAME OF THE NAME



...warn you not to "give in" to peer pressure — then burn with jealousy the minute your neighbors bring home a new Hummer?



...make you clean your room for "company" who won't come within fifty feet of it?



...ask you about kids you haven't talked to since preschool as if the two of you are still best buddies?



...offer to help with your homework when they clearly know even less than you do?



...invariably try to suck up all the credit when you do something well – and distance themselves from you as if you had the Asiatic Bird Flu when you screw up?



...make you do yard work on your only days off — so they can enjoy theirs?

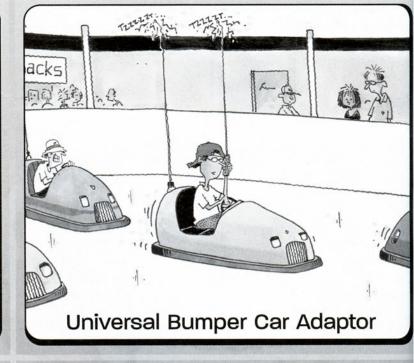


Not so long ago, having a cell phone was an amazing, mindblowing convenience! It was revolutionary...for about a month. Then it got boring - which is why they added cameras, mp3 players, ringtones, text messaging, web browsers and all other kinds of features. And that's great, but now that they're all out of good ideas, we can only look forward to ...

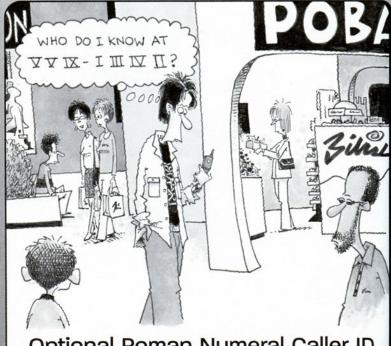
JOHN CALDWELL 'S

PHONE



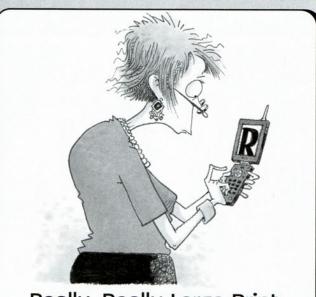




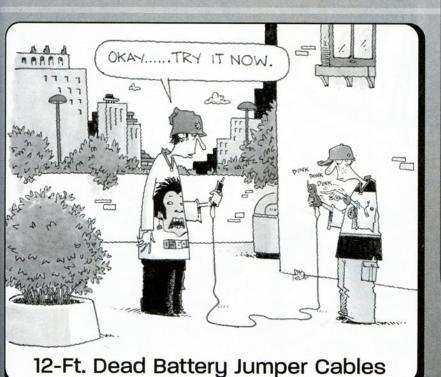


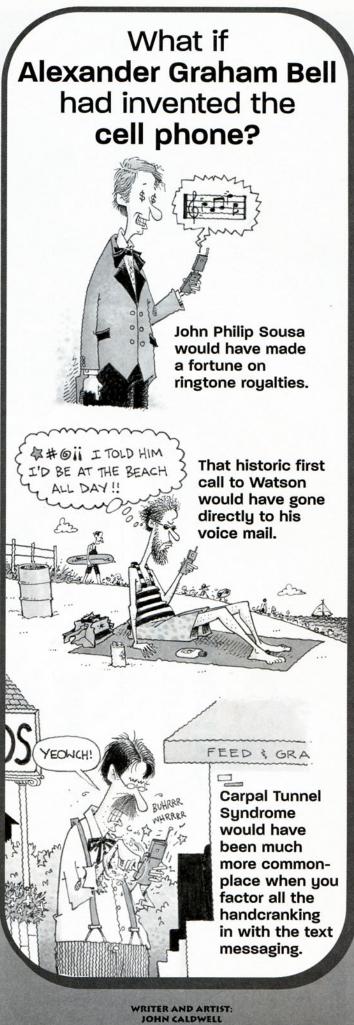
Optional Roman Numeral Caller ID











WHY DON'T YOU GO TO HEALTH? DEPT.

Only an absolute moron would go to a fast food place to eat healthy. Yet, there's always some stupid report telling you what the most "health-conscious" option on the menu is, and warning you about the worst. Here's a hint — it's ALL terrible for you! Still, we feel duty-bound to present:



The FDA'S Guide to the BEST

BEST









Quiznos

Sub

PNG

John

STUERS





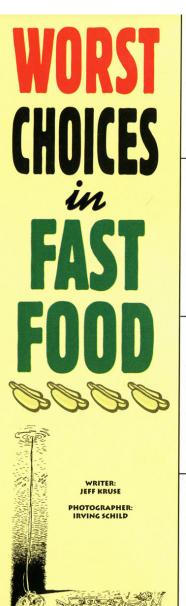
WORST



















Sticker of Christina Aguilera from Vending Machine by Entrance (50 calories)



















You May Not Know About

HR4775 Would permit the FDA to allow the inclusion of the Great Gazoo in bottles of Flintstones Vitamins, even though he didn't appear in that many episodes

HR680306 Gives tax credits to meat packing companies to slaughter grizzly bears in our national parks (aka "Save the Bears Initiative")

HR22332 Asks the President to present a timetable, outlining when U.S. troops will be invading Syria and/or Iran

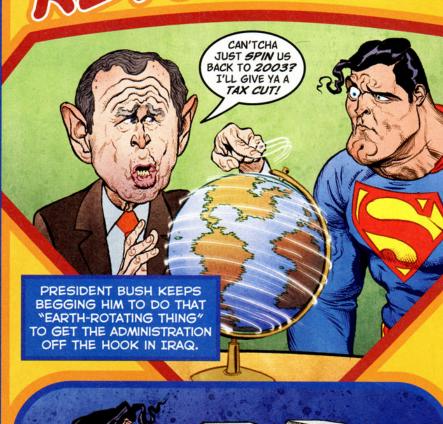
HR0401 Requires that all voting districts in the country be drawn up fairly so that every voter is equally represented (A prank resolution proposed by Tom DeLay every April Fools Day)

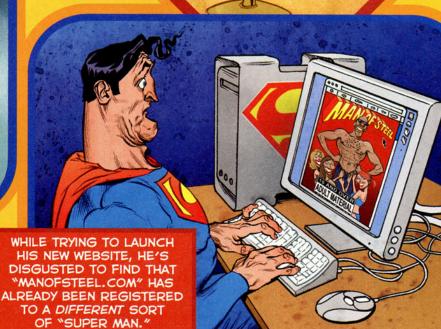




WHEN SUPERMAN IV WAS RELEASED IN 1987, ITS SHEER CRAPPINESS ALL BUT ENSURED THAT THE SUPERMAN FRANCHISE HAD FINALLY BEEN BEATEN TO DEATH. BUT TWENTY YEARS LATER, HOLLYWOOD HAS HEROICALLY RESPONDED TO THE TRAGIC LACK OF COMIC BOOK FLICKS BY REVIVING THE CORNY HERO. UNFORTUNATELY FOR SUPERMAN, MUCH HAS CHANGED IN THE WORLD SINCE HIS LAST FLIGHT. FOR STARTERS, CONSIDER THESE...

MODERN HASSLES SUPERNAM SUPERNAM







WRITER: JACOB LAMBERT

ARTIST: HERMANN MEJIA

No Town







AT FISHING









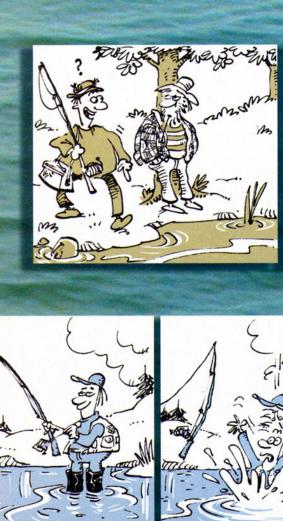
WRITER AND ARTIST: SERGIO ARAGONES















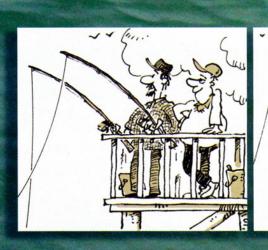




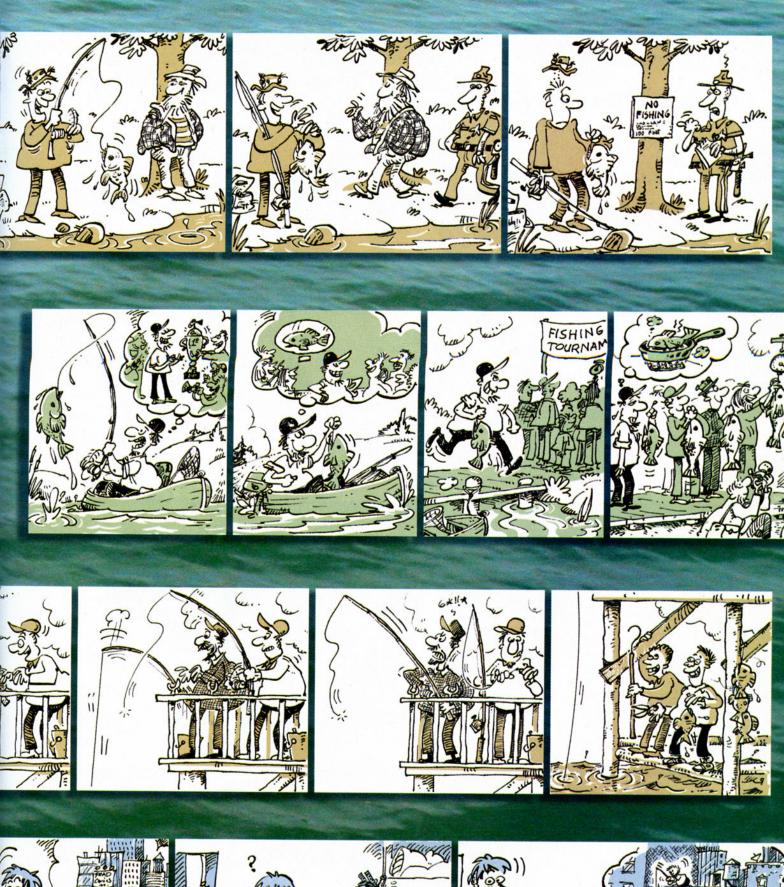




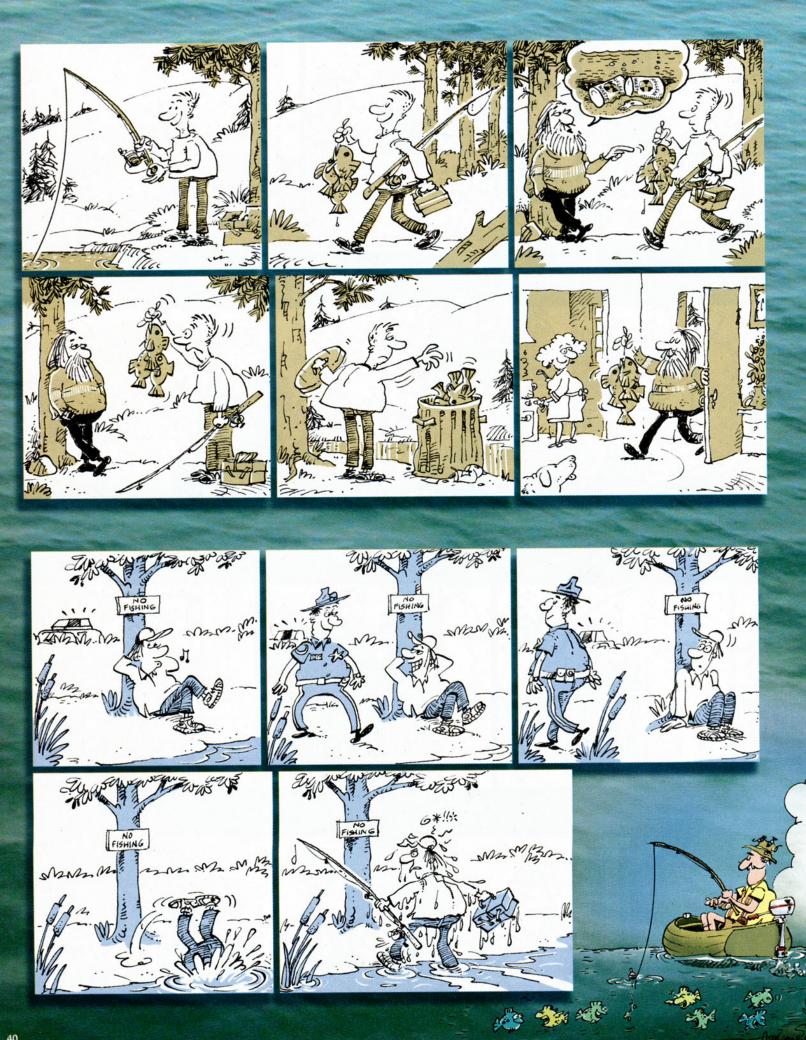




















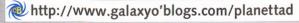












· Q · Search



[About Me]

[Name|Tad]

[Age|Still not old enough to drive] [Favorite Cheat Code|Up, Up, Down, Down, Left, Right, Left, Right, B, A, Start]

[23 June | 02:46pm]

[mood| free!]



Today was the last day of school! Yeeeeeeeeeeeeeeeeeeeeeeeee-ha! Summer!!!!! This is going to be the best summer ever!



[30 June|07:57pm]



[mood| X bored]

Shawshank Redemption on TNT, and had a sandwich, and then all of a sudden it



[05 July|08:09pm]



[mood| depressed]

So, today my dad came home while I was watching The Shawshank Redemption for the fourth time (I think it may be the only movie TNT owns) and said, "So, how'd you enjoy your vacation?" And I was like, "Huh?" And he said, "Well, you know that you're getting a summer job, right? We're not going to just let you sit here and rot your brain for three months." I told him that I'd been working really hard for nine months straight, and didn't I deserve three months off to recover? He just laughed and laughed and laughed, and when Mom came home, he made me repeat it to her, and then they both laughed together for a really long time.

[06 July | 05:21pm]

[mood]



frustrated]

Ugh. I must have filled out 50 job applications today. I started with the stores where I'd want to work — like Blockbuster (because I like movies) and Radio Shack (because whenever I go in there, the staff doesn't seem to have to do any work). But everybody told me that they weren't hiring. Well, everybody but Radio Shack. There, all the clerks said they were on break and refused to talk to me.

[07 July|02:39pm]

I got a call this afternoon from the Hot Pound. They're that hot dog place downtown on Meglin Avenue, and the manager told me they had a sudden opening. I asked why, and he So I start on Monday.

[10 July|**06:15pm**]

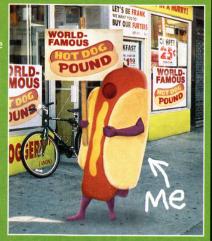


[mood| embarrassed]

I went to work today. I wore a pair of khakis and a button-down shirt, because Mom said it would impress the boss. But I shouldn't have bothered dressing up, because I spent the day wearing a hot-dog costume.

Let me say that again: I SPENT TODAY WEARING A HOT DOG COSTUME.

It turns out that that my job is to stand out in front of the restaurant as their mascot, and wave at cars as they drive by. The costume is cramped and hot and hard to see out of, and it smells didn't mention this: It's a giant hot dog.



[11 July|08:02pm]

I was in front of the restaurant today when my manager Sean came out and told me that I couldn't whisper to customers, "You're eating my babies" as they were coming in. I considered suggesting that instead, I could yell "Bite me!" at people, but he seemed pretty annoyed with me already. Then he told me to wave and dance more. "Nobody wants to eat at a place where the food looks depressed," he said. "Look happy!" I pointed out at a restaurant where my fellow frankfurters were being eaten. And he said, "Maybe you're a really dumb hot dog, and you haven't figured it out yet." Great. I'm going to spend the summer being a mildly retarded hot dog.

[12 July|07:36pm]

[mood|



$^{?}$ exhausted]

Pam from the drive-thru told me what really happened to Kevin, the guy who wore the suit before me: He didn't quit — he passed out with heat stroke. She said he just kind of staggered all over the parking lot and then fell down with his legs in the air. "It was really funny," she said, and then realized who she was talking to, and was all, "Oh, but I'm sure it wouldn't be funny if it happened to you."

[15 July|10:43am]



My sister Sophie left for camp today. This is her first time going to sleep away camp, and she was afraid of being homesick. I told her that homesickness was nothing to worry about, and that what she should really be afraid of are the Forest Strangler and the Summer Camp Claw-Handed Serial Killer and the Feral Wombats Who Are Able to Open Doors. I think her first night at sleepaway camp's gonna be great



[24 July|01:22pm]

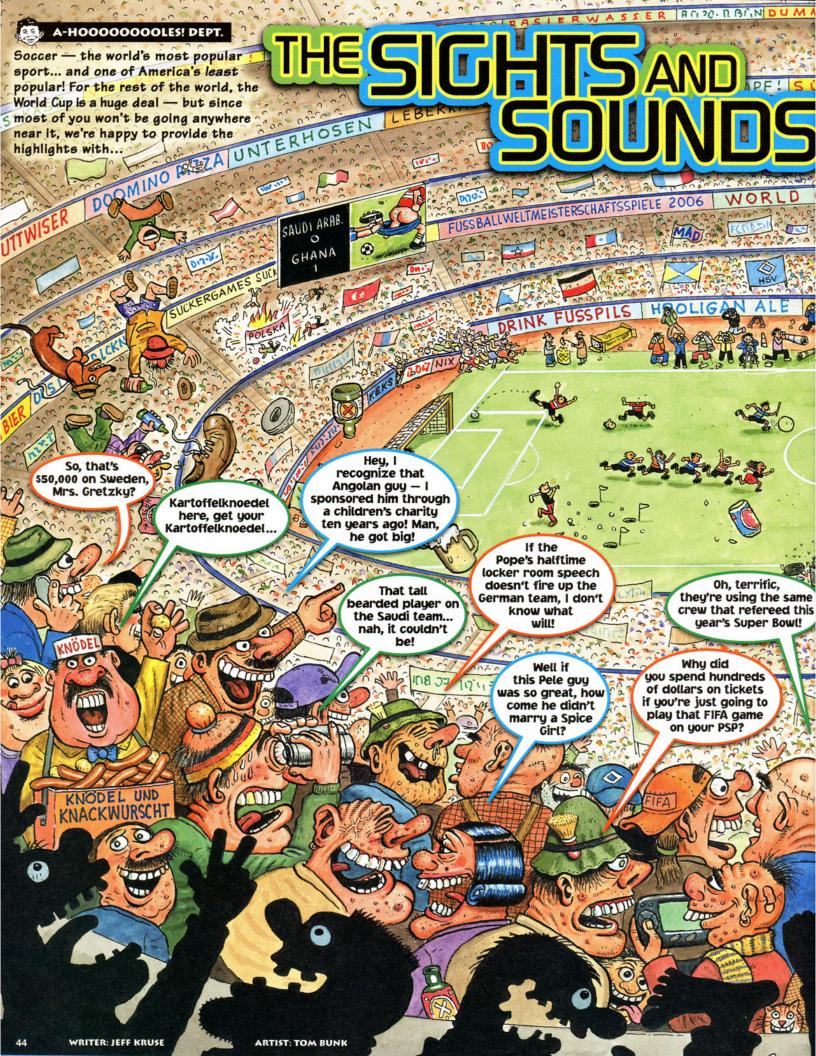


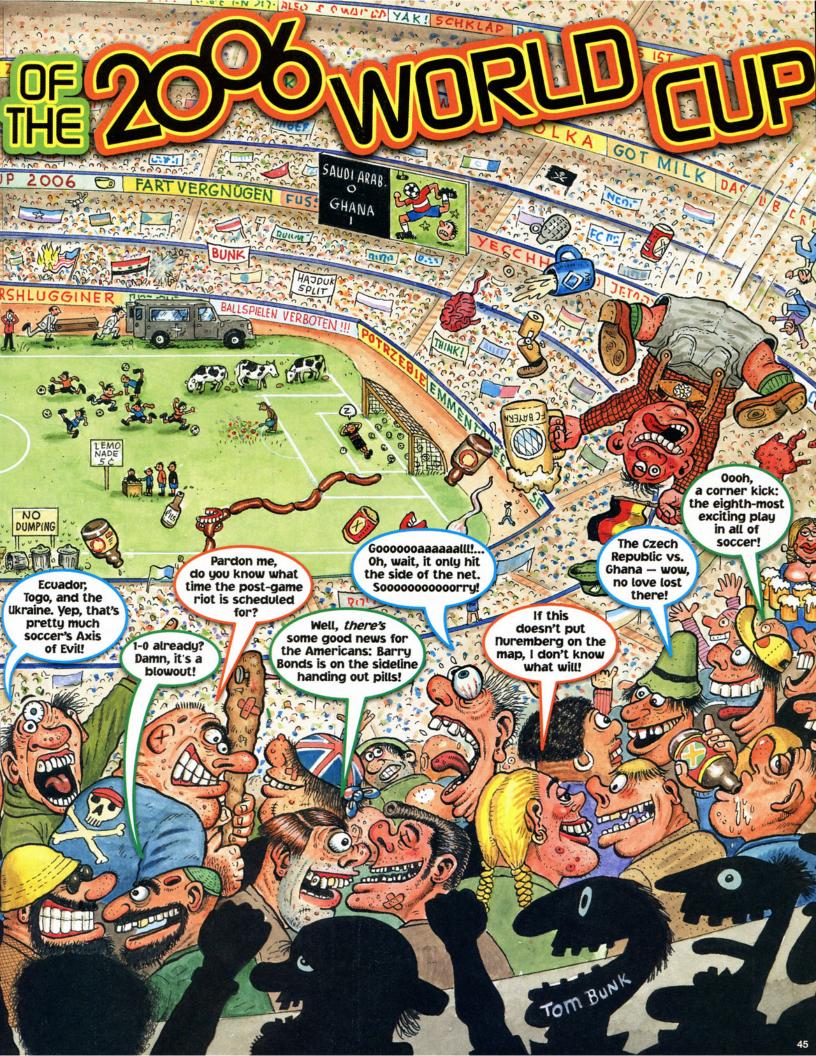
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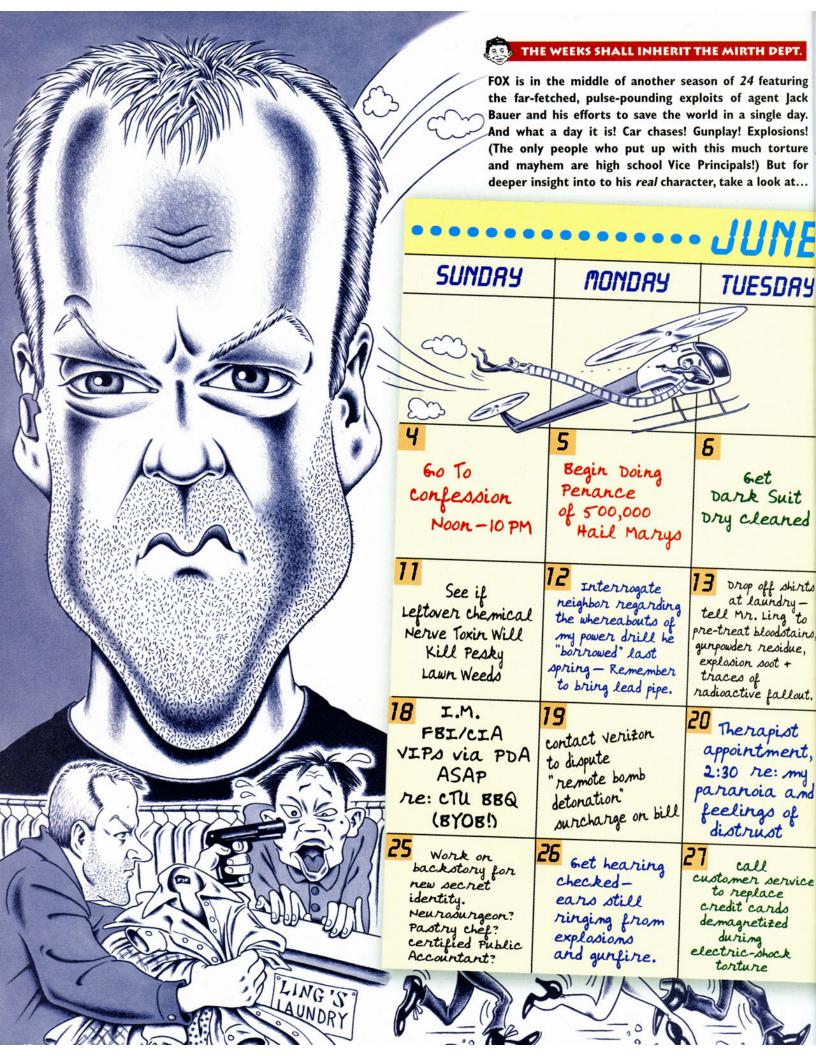
Sorry I haven't blogged much lately. Apparently, I got heat stroke and passed out in the parking lot and Pam dragged me inside. The good news is, the Hot Dog Pound's owner offered to give me my pay for the rest of the summer if I promise not to sue him. When I woke up in the hospital, The Shawshank Redemption was on the TV over my bed. This IS the best summer ever.

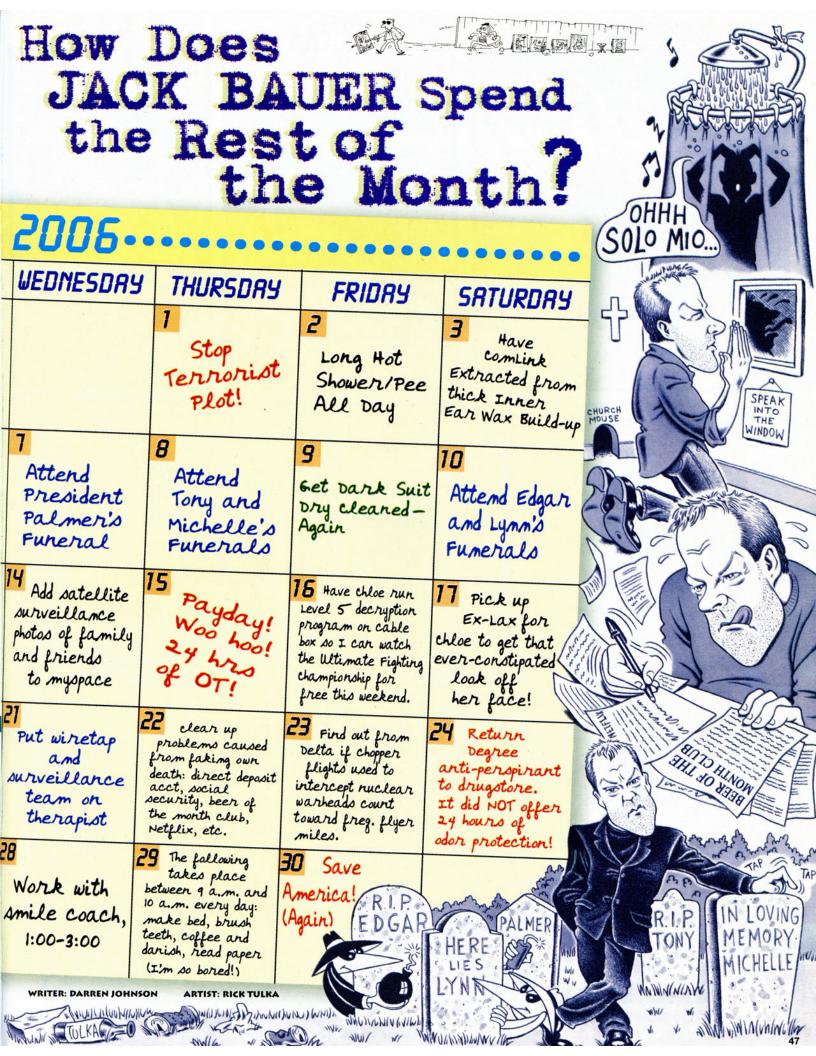
WRITER: TIM CARVELL

ARTIST: BRIAN DURNIAK

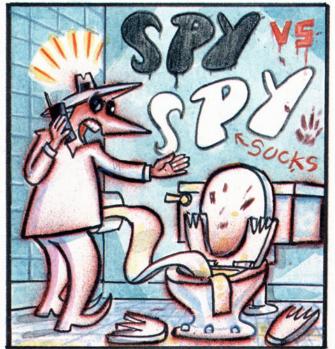






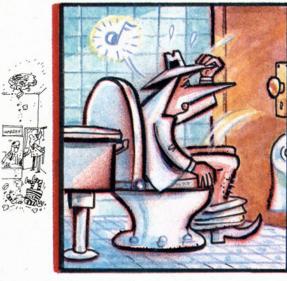
























One of the most over-hyped, overrated and over-heated movies of the season is Pixar Studio's Cars. You've probably heard about it or read about it in newspapers and on websites. But, as usual, the true inside scoop can only be found here, in America's most respected chronicler of the seamy side of Tinseltown. Here's...

LITTLE KNOWN FACTS, RUMORS AND TOTAL FABRICATIONS ABOUT



The absence of humans in *Cars* was originally explained by a short prologue to the film, showing a fiery nuclear holocaust causing the inglorious end to mankind. But with it, the movie ran too long and so the two-minute sequence was snipped.

Recording the many engine noises used throughout the film was a difficult and often dangerous task. Eight sound effects editors died due to carbon monoxide inhalation before it was decided to stop driving the cars into the recording booth and try other methods of acquiring just the right sound.



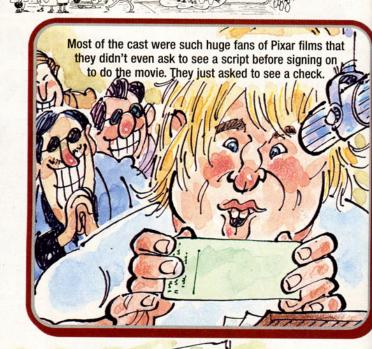
Disney originally planned to market the movie with the tagline, "We're Totally Sorry About *Herbie: Fully Loaded*.

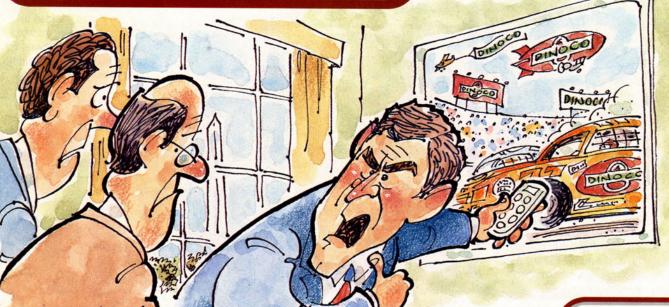
Here's a Different Movie About a Little Racing Car With a Mind Of Its Own That Maybe You *Will* Like."

But this left little room on the poster for any kind of illustration.

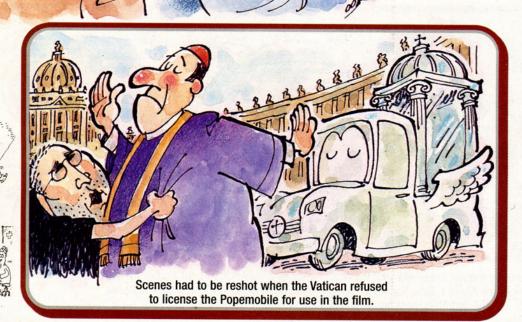


Authors of the 1982 non-fiction book *The Holy Blood and the Holy Grail* have claimed that the screenplay for *Cars* borrows heavily from their book and have sought an injunction to bar the film's release. Law experts doubt they will succeed, but this has not stopped others, including the publishers of the *Kelley Blue Book* and *Chilton's Guide to Small Engine Repair*, from filing similar lawsuits.





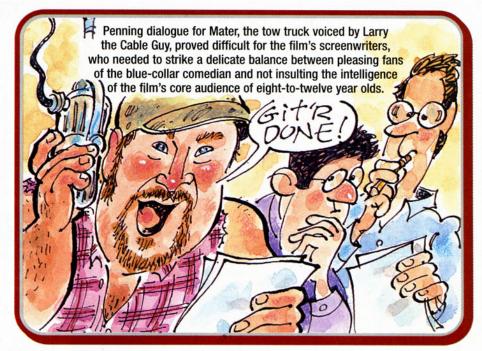
Following a special advance screening of *Cars* at the White House, an angry President Bush immediately held a meeting with his advisors, demanding to know how such an enormous gas company as Dinoco could exist without him having financial ties to it.

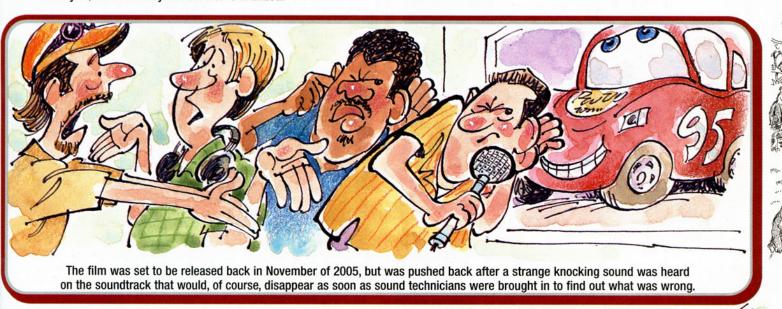


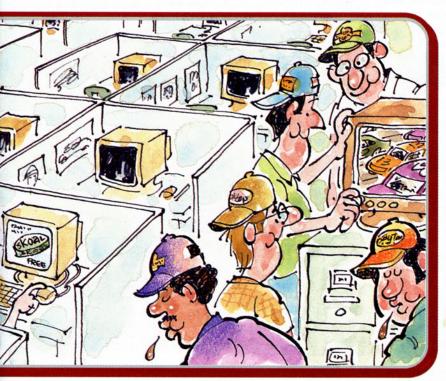
To accurately bring the racing scenes to life, a team of eighteen ranimators responsible for these sequences attended two months of NASCAR events and watched another sixty hours of racing footage on ESPN. Unfortunately, after this "total-immersion" approach, only two artists were still able to use a computer, and both of them were using it only to order free samples from the Skoal website and argue on message boards about whether or not Jeff Gordon is a dick.



The film's animators sketched over 43,000 designs of vehicles; mostly of the dream cars they planned on purchasing once Disney's \$7.4 billion buy-out of Pixar is finalized.









It's estimated that *Cars* cost over \$125 million to produce, however, once the final print was driven off the Pixar lot, its value immediately depreciated by 50%.

3

The great thing about late night talk shows is that you never know what's going to happen! Well, unless you've seen more than one episode—then you start to realize that they're about as planned-out and predictable as Paris Hilton's next nipple slip. Don't believe us? Watch and learn as...

MADDe TVTalks

Right off the bat, Jon Stewart introduces a hilarious segment about John Kerry being trashed by the newest Swift Boat ad, which has...what the hell? Oh, this must be one of The Daily Show's 27 annual vacation weeks. If you haven't noticed, The Daily Show is about as "daily" as Aintitcool.com is cool.



Even so, it's hard to complain about the hippest, smartest late night show in all the land. (It must be noted that the competition for the title is pretty thin lately. The Daily Show only has to beat out Jay Leno holding up supermarket coupons with typos, and David Letterman quizzing tourists about their hometowns before letting them read Donald Trump jokes off an index card.)

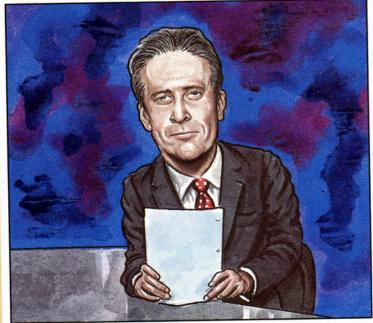
There we go! It's a new episode! The music plays, and the camera swings around to show Jon Stewart, acting like he doesn't notice the show has started and can't hear the commotion. He pretends to write on a prop script that he never again actually consults, then looks up with a fake "Oh! It seems you've joined me!" expression. At which point he proceeds to savagely expose phoniness in the media.



If someone in the audience is wearing a silly shirt, or asked a goofy question during the show warm-up, Stewart is on it like a laser. However, if an important breaking news story has occurred that afternoon, he's sure to make a single raggedy throwaway mention of it to appear topical. The full report, with the actual jokes, won't show up until tomorrow, 28 hours after the fact.



The fake newscast proper begins. The Daily Show is widely regarded as THE go-to current events program for people who can't stop congratulating themselves for knowing who Condoleezza Rice is. But that's just one demographic group. The other 40% of the audience is mostly wasted stoners and immobile housecats, mesmerized by that weird blue wavy stuff on the videoscreens behind Stewart's head.



THIS MONTH: DATE WITH

During the opening news segment, Stewart makes a point of spinning back and forth between different camera angles for no reason, thus brilliantly satirizing the use of the multiple-camera shoot. It may be unbelievably annoying to watch, but it raises an important question about the media. Namely, who knew that a show on Comedy Central could afford more than one camera?



Whenever there's a videoclip of a foreign speaker, it's always dubbed with an insulting, stereotyped voiceover. It's even funnier when it's a report that talks about how Bush's xenophobic refusal to engage the rest of the world is hurting America's image abroad.



Enter one of the show's various "Correspondents," each of whom has their own style. For instance, Ed Helms plays the deadpan media egotist with more cocky bluster than sense. Whereas Rob Cordrry plays the deadpan media egotist with more cocky bluster than sense, who's bald. Then there's Samantha Bee, who — you got it — plays the d.m.e.w.m.c.b.t.s., except she's a girl.

Oh, and if you ever get the opportunity to bet on how many testicle references the correspondents will manage to work in, always take the "over."



At this point, the deadpan media egotist of the day ends their preamble by making an absurd statement, then falling silent and waiting for Jon Stewart to feign confusion. Then Jon repeats the premise, but as a question. This process helps prove an eternal comedy truth: it's a lot easier to write a pause than a joke.

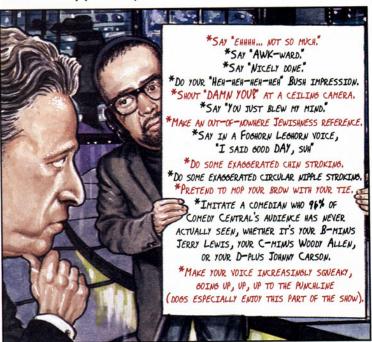


NAD Deconstructs TV Talk Shows

THIS MONTH: WITH JON STEWART



As the anchor, Stewart is there to react to the day's top stories. Lesser comedians rely on one or two hackneyed, repetitive schticks, but not Stewart. He's got a dozen! See how many you can spot!

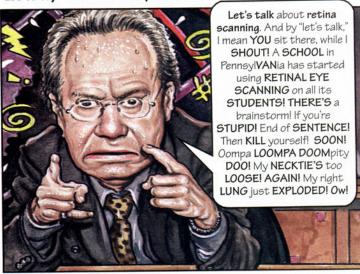


Now it's time for the show's filmed piece. Today's correspondent really sticks it to some local municipal councilman who wasn't bright enough to question granting full press credentials to a channel that runs Reno 91!! repeats in between Larry the Cable Guy specials. The gameplan is to irritate the interview subject, to say something absurd, and to provoke uncomfortable silences. But this is nothing like what they just did with Jon Stewart four minutes ago...because these segments are filmed in somebody's office.

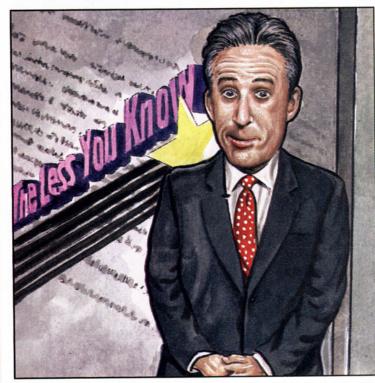


Nutty as it sounds, The Daily Show's producers worry that there is such a thing as "too much Bob Wiltfong." And so, on a regular basis, they skip the filmed remote packages and give the time to comedian Lewis Black.

Often, Black will revisit some of the news stories that The Daily Show's already covered last week, but he gives it his own unique twist. Mainly, screaming like a belligerent Mr. Potatohead, delivering every punchline in the same cadence TV finance companies use to say "No credit? No problem!"



Before the second ad break, we get one of the show's irregularly-appearing segments, such as "A Relatively Closer Look," "The Less You Know," or "International Pamphlet." This helps put the lie to the theory that recurring features need to be popular.



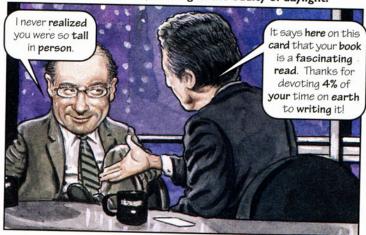
11:50

Interview time! Guests fall under three categories, and three categories only:

A) Typical celebrity on the talk show death march, flogging their new movie after the obligatory half-a-minute of pretending they give a wet fart about American politics;

You'd think that the administration would reconsider the Kyoto treaty in the face of increased global warming. But if you want to know about warming, try wearing the Big Momma fat suit for a threemonth shoot! I have a funny story about my movie, which is available on DVD this Tuesday...

B) Mumbling book author, blinking at the oddity of daylight.



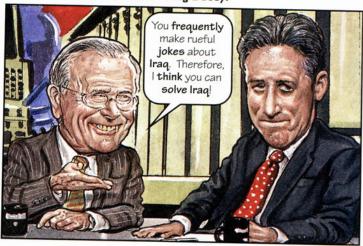
But for today's show, the guest is from Category C. It's the moribund political figure, looking to get The Daily Show rub for some hipster cred!

There are two sub-categories of political guests: liberal, and powerful.

Conservative powerhouses only come on to show what "good sports" they are. And suddenly faced with a rightwing target he's been bashing for months, Stewart really tears into him...with such "hardball" questions as "Your party rules everything in the country now...but won't you let us keep Rhode Island?"



Of course, no appearance by a pandering politico is complete without the kiss-ass suggestion that Jon Stewart should enter politics. At which point, the same studio audience that doesn't think George W. Bush is qualified to handle his job, happily explodes at the notion of being represented by Adam Sandler's roommate in Big Daddy.



Haven't gotten enough of a hate-Bush buzz yet?
Before signing off, Stewart "checks in" with a
cheap plug for The Colbert Report, the SNL skit that's inexplicably
been handed a year-long commitment.



As always, the show closes with "Your Moment of Zen," a pointless film clip of nothing in particular. It always leaves viewers pondering the existential Zen mystery: why does a staff of 18 writers need to pad out a 22-minute show?



BY THE TIME YOU READ THIS AD AMERICAN OIL COMPANIES WILL HAVE MADE ONE BILLION DOLLARS.

(Two billion dollars if you're a slow reader.)

BUT THAT'S NOT THE WHOLE STORY! READ ON!

QUESTION: Is it true that the oil industry is really making billions of dollars in profits quarterly?

Well yes, but while it appears that these billions of dollars in profits are going into our pockets, they are not! These profits find their way into many sectors of the American business community. For example party planners, artisans of fine jewelry, luxury car manufacturers, Italian marble carvers and high priced architects who design and build sprawling mansions all share in the wealth we earn. It's our way of helping to keep the economy going. I guess you could say by spending lavishly, we're just doing our patriotic duty!

QUESTION: Are the oil companies involved in price gouging?

Absolutely not! We tell the individual service station owners to set their own price gouging limits.

QUESTION: Is it true that oil companies kept merging until there were just a few large ones, and that they all work together to keep prices high?

The President and CEO of the American Petroleum Industry recently answered that question this way: "No! The oil companies DO NOT WORK TOGETHER and trust me, I'm speaking for ALL OF THEM!"

QUESTION: Is the industry working on any fuel alternatives?

Yes, we are also trying innovative blends of gasoline. Most recently we tested fuel made from soybean oil, sugar and corn. While these tests were disappointing, we're happy to report that the mix will soon be sold as "Mr. Octane," a delicious energy drink, available at service stations everywhere!

QUESTION: Lee Raymond, the former chairman and Chief Executive of Exxon recently retired with \$686 million dollars in compensation. Isn't that an indication that oil company profits are obscene?

We've all heard that \$686 million figure over and over again. And yes, if you break it down, Lee Raymond was paid \$144,573 for each day he spent at Exxon headquarters. But read that again. That was for EACH DAY! Add in weekends, vacations and holidays and that figure is cut drastically.

QUESTION: Weren't the rich oil fields of Iraq supposed to be a vital source of oil for the United States?

Yes, but the hundreds of miles of pipelines needed to make that happen are still under construction. In the three years since the U.S. bombed Iraq to smithereens and then began rebuilding, we estimate no-bid American contractors have installed about seven feet of the pipeline that's usable, so it will be a bit longer before Iraq oil begins flowing again.

QUESTION: It's said that oil profits were the highest in history for the first quarter of 2006 and will be off the charts for the second quarter of 2006. What are the oil companies doing about that?

We are prepared for that 100%. We already have new, much taller charts! And we're prepared to get even taller ones for the 3rd and 4th quarters of 2006 and beyond.

QUESTION: Will President Bush's plan to postpone this summer's restocking of 12 million barrels of oil to the Strategic Petroleum Reserve really help the supply?

Yes, thanks to President Bush's far-ranging energy plan, every motorist in the United States will be able to drive an extra 15 feet this summer. Your footage may vary.

WHAT UGLY
CIVIL WAR ARE
MANY AMERICANS
WATCHING
CLOSELY?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

What started out as peaceful coexistence has turned into a raging fight. The battle lines are drawn and the conflict has been non-stop. Although it's been widely covered in the news media and constantly debated by the public, it's unclear just when or how it will end. To find out what melee has the world worried, fold page in as shown.



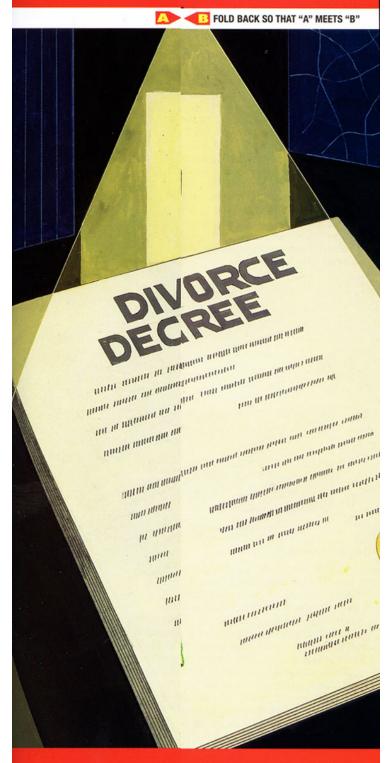
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THIS STORY, CIRCULATED AS IF BY
JET-PROPELLED MEANS, IS CERTAINLY A CLASSIC EXAMPLE OF BAD NEWS. SOME IN AMERICA
SIMPLY DON'T CARE ABOUT IT. BUT EVERY PERSON
VIEWING NEWS REPORTS IS SHOCKED. THIS IS
NOT A PRETTY FIGHT. IT'S A REVOLTINGLY SICK
LACERATING BATTLE FOR BOTH SIDES. ONLY THEY
CAN END THIS MISERABLE CONFLICT.

●B

WHAT UGLY
CIVIL WAR ARE
MANY AMERICANS
WATCHING
CLOSELY?





JESS-ICA SIMPSON VIS NICK LACHEY

