

NO THIN' BUT INTER-NET DEPT. <http://www.madmag.com>

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MAD

There are some who would argue that the Internet is the most important technological development of the last 100 years... that it has altered the very way we think, act and communicate... that it has led to an information revolution that will empower us and make us better citizens in the New Millennium! And it's pretty obvious that those people have never been to OUR website, because believe it or not, at madmag.com we consider this...

THE BEST OF THE WEB

What — me worry? — Alfred E. Neuman

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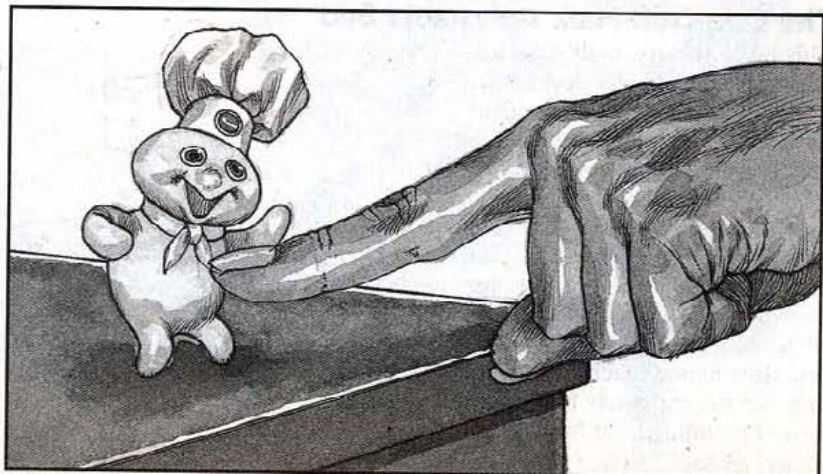
THE MAD POLLING BOOTH JULY 3, 2002

Just when the Enron scandal was starting to get stale, WorldCom announced that they had exaggerated the size of their profits — which sent the stock plummeting faster than R. Kelly's career. Only a few days later, Xerox copied, and admitted to similarly shady financial fibbing. Every day, another big company gets caught with its pants down (once again, like R. Kelly). So, before capitalism as we know it collapses and we officially switch to a socialist collective, we ask...

What scandalous corporate secret is most likely to surface next?

ARTIST: HERMANN MEJIA
WRITER: GREG LEITMAN

	POLL RESULTS
Microsoft: Windows XP actually contains as much carnage and gratuitous violence as Grand Theft Auto III.....	9.8%
Nike: Certain sneakers are not only made by Malaysian children, but made <i>from</i> Malaysian children.....	51.0%
Pillsbury: That Doughboy is as gay as a strawberry toaster strudel	21.3%
American Express: Before each card is issued, a board member uses it to pick his teeth.....	1.7%
McDonalds: Happiness in "Happy Meals" is derived from methamphetamines.....	11.3%
Citigroup: There is no such <i>thing</i> as free checking.....	4.6%



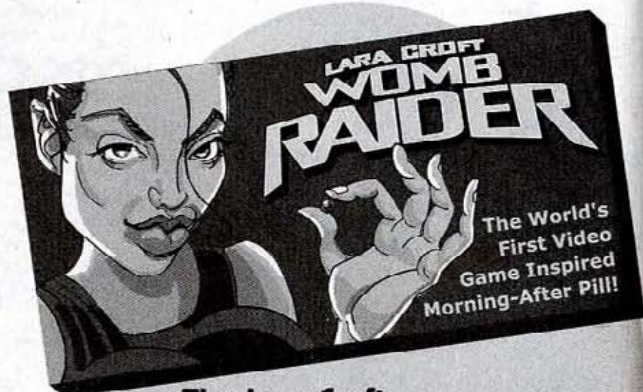
Summer movies are all about two things — low standards and bottomless greed. How else do you explain the existence of a *second Tomb Raider* movie? (Perhaps you'll find answers in your religion.) But with the studio's willingness to shill anything for a quick buck, we're amazed that consumers have actually been spared these...

REJECTED **TOMB RAIDER** MERCHANDISING TIE-INS!



The Lara Croft 36DD Action Figure

Toy manufacturers designed this latest plaything using the actual proportions of the Lara Croft video game character. The result was supposed to be a toy that males of all ages could enjoy, but unfortunately this action figure can't stand upright because it's too top-heavy.

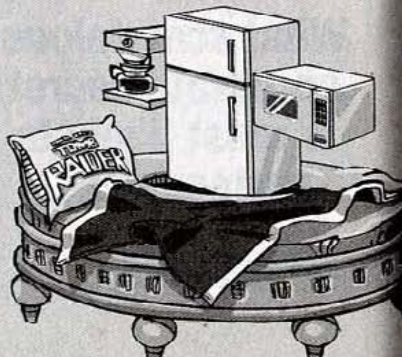
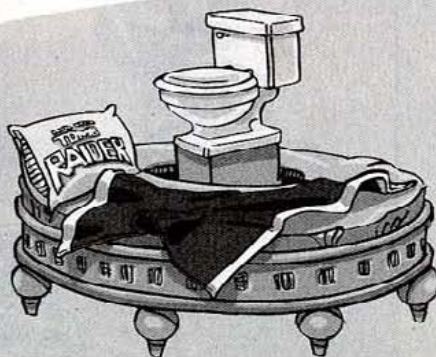


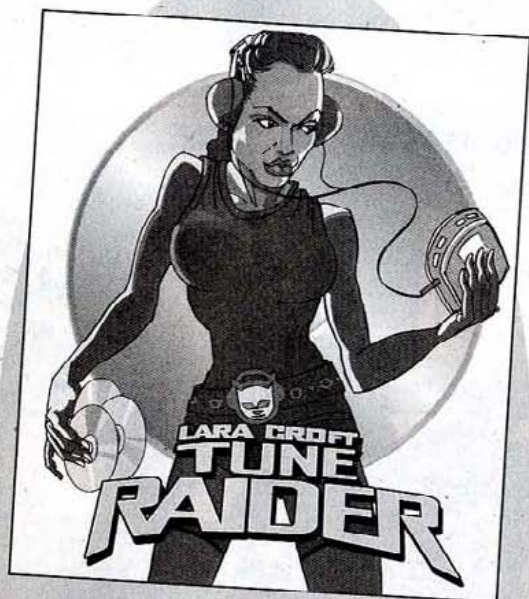
The Lara Croft: Womb Raider Morning-After Pill

Hoping to expand from the traditional horny teenage boy fan base of the video game, marketing executives tried to brainstorm a product with strong appeal for young women. Their thinking was that while Lara Croft might have to worry about getting knocked out by villains, she'd never have to worry about getting knocked up — thanks to the new Womb Raider Morning-After Pill! This abortion pill would let women have all the unprotected sex they wanted, and still be back searching for more archaeological treasures (or cheap sexual encounters) the very next day! Womb Raider did not make it to market because its makers feared a backlash from anti-abortion video game fanatics.

The Lara Croft-Matic Adjustable Bed

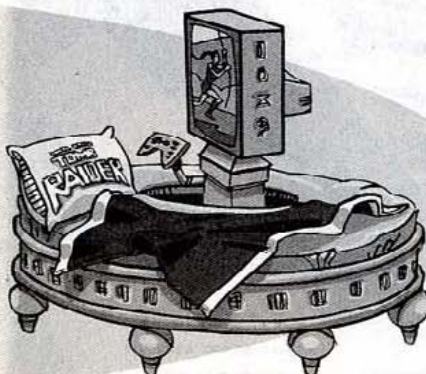
This revolutionary, multi-tasking piece of furniture was developed after a survey revealed that many game boys wake up around noon and immediately want to play Tomb Raider, but lack the energy to get out of bed and turn on their PlayStations. Other complaints included having to pause the game to get something to eat or go to the bathroom. The new Lara Croft-Matic Adjustable Bed solved all these problems in one spectacular home unit, but the extremely high cost proved prohibitive for lazy, unemployed teenage losers.





Lara Croft: Tune Raider Software

Hoping to capitalize on Napster's legal troubles, Elektra Entertainment came up with the rival Lara Croft: Tune Raider. The concept was simple: buy a copy of the *Tomb Raider* soundtrack (which retails for \$19.98) and you'd also receive the Tune Raider CD-ROM, which lets you download all the other summer movie soundtracks free of charge! Lara Croft: Tune Raider is currently having legal troubles of its own.



ARTIST: SCOTT BRICHER
WRITER: GREG LEITMAN

Hear ye, hear ye! The so-called "King of Pop" has issued a decree: Sony and the music industry in general are racist devils who have sabotaged Michael Jackson's career! Never mind that Jacko's bizarre antics have created his own image problems, and he hasn't recorded a decent single in 15 years. As far as Jackson is concerned, the lackluster sales of his latest album are entirely the fault of others. While we're awfully skeptical of his theory, who are we to doubt the validity of a claim backed by that beacon of integrity, Al Sharpton? And so we must ask...

What's the most compelling evidence of a racist conspiracy against Michael Jackson?

POLL RESULTS

Sony is about to release a new remix of his hit single <i>Black Or White</i> now just entitled <i>White</i>	20.0%
You never hear any cuts from <i>Invincible</i> played at Denny's	10.7%
Sony would always make him sit in the back of his own tour bus	18.1%
If it weren't for his multi-billion dollar fortune, the poor man would be starving to death right now	2.9%
Despite Jackson offering them advice, the Catholic Church did not once ask him how to wiggle their way out of pedophilia charges	9.8%
David Hasselhoff cited it as the main reason he started boozing	38.2%
The music industry is notorious for squelching black musicians, which is why the so-called "hip-hop" genre has never really taken off	0.3%

ARTIST: JOHN CUNEO
WRITER: GREG LEITMAN

