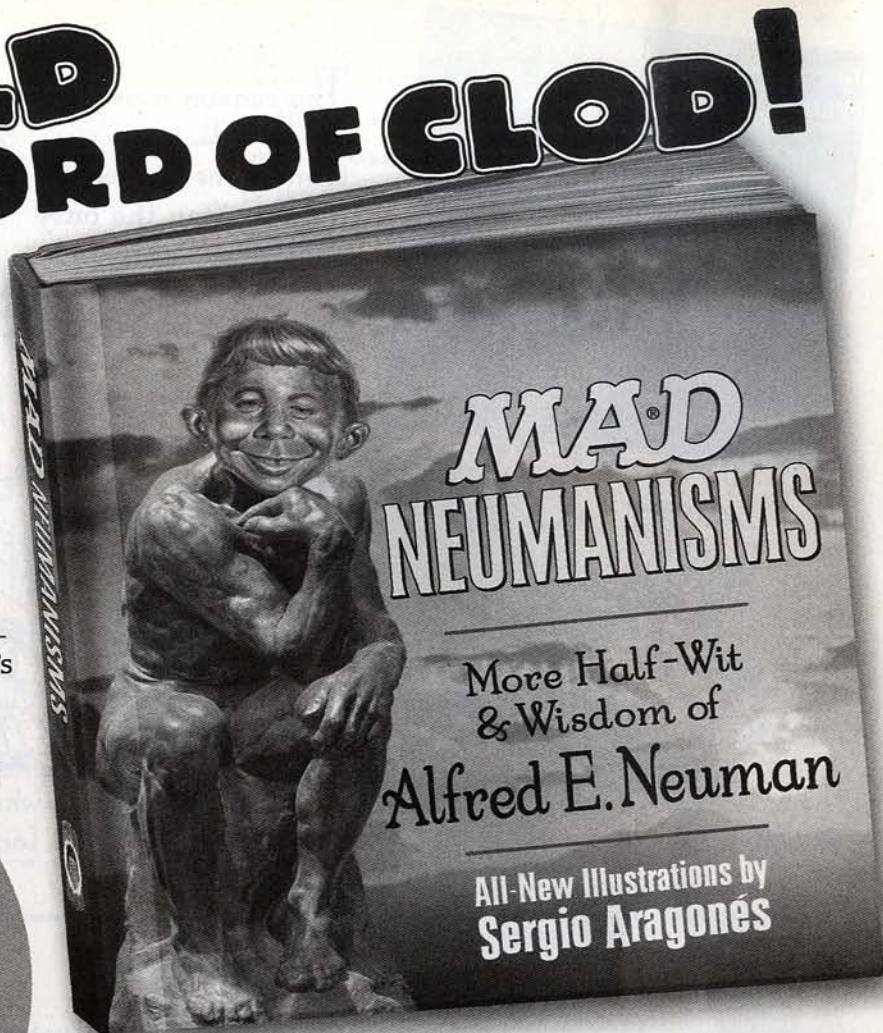


EXCERPT MARKS THE SPOT DEPT.

BEHOLD THE WORD OF CLOD!

When we introduced *The Half-Wit and Wisdom of Alfred E. Neuman* in 1997, critics called it the kind of book that only comes along once in a lifetime. Well, actually, their *exact* phrase was, it's the kind of book that they *wished* only comes along once in a lifetime! Always ready to prove the critics wrong, get ready for *Neumanisms* — *More Half-Wit & Wisdom of Alfred E. Neuman*!

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A collection of dozens and dozens of MAD-inspired words allowing you to go potrzebie and create furshlugginer MAD prose and poetry on any surface! The magnetic back even allows you to stick 'em on your refrigerator! (Refrigerator not included.)

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Neumanisms

An all-new hardcover collection of Alfred E. Neuman's classic pearls of idiocy mined from the pages of MAD! Featuring all-new illustrations by Sergio Aragonés!

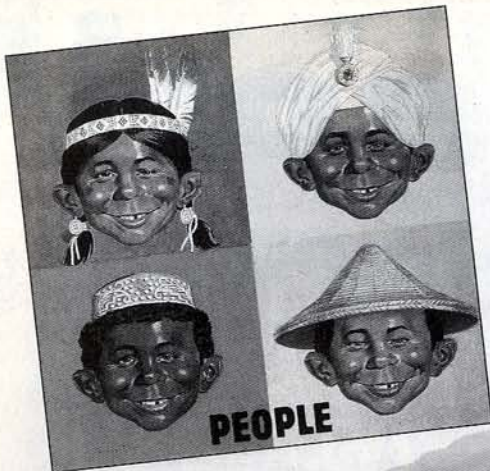
Enjoy (or at least tolerate) our exclusive sneak peek at *Neumanisms*!

As Alfred E. Neuman said, "Experience is what makes you pause briefly before going ahead and making the same mistake!"

In other words, you bought the first volume, now buy the second!

MAD Neumanisms (ISBN 1-56389-786-5) \$24.95 US (Cheap!) \$40.95 CAN (Cheap, eh!)

Available October 10 at your favorite bookstore or comic book shop. Call 1-888-COMIC BOOK for the comic shop nearest you.



The reason most people talk to themselves is because they're often the only ones who will listen!



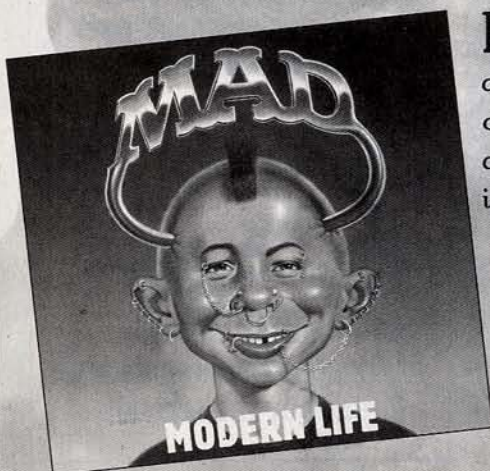
A call girl is a lady who isn't free for the night.



People who live in glass houses... should look like Sharon Stone!



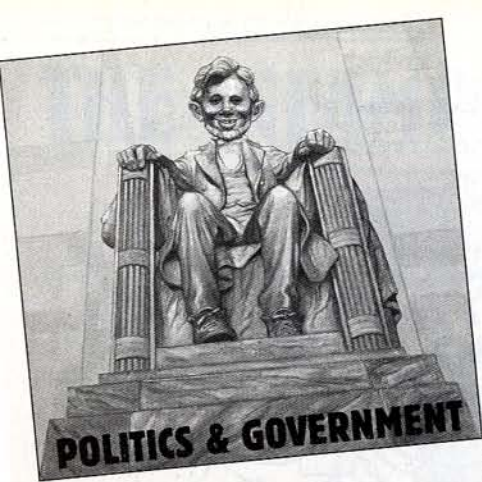
Most people are so lazy, they don't even exercise good judgment.



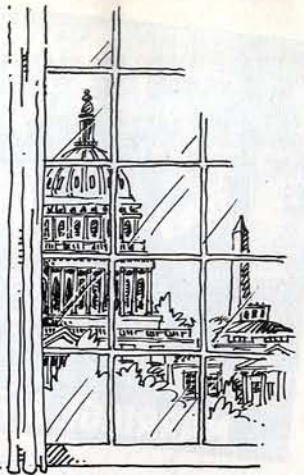
Life is like a shower: one wrong turn and you're in hot water!



Whoever said "Talk is cheap" never dialed a 1-900 number!



The problem with the economy is that our budget is balanced by people who aren't!



All lawyers are cut from the same cloth—fleece!

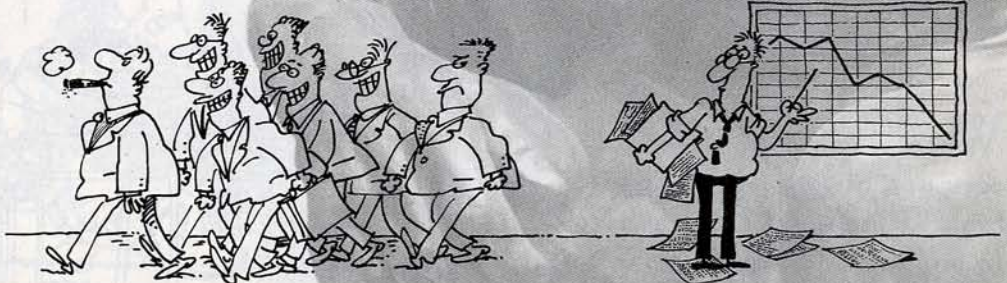


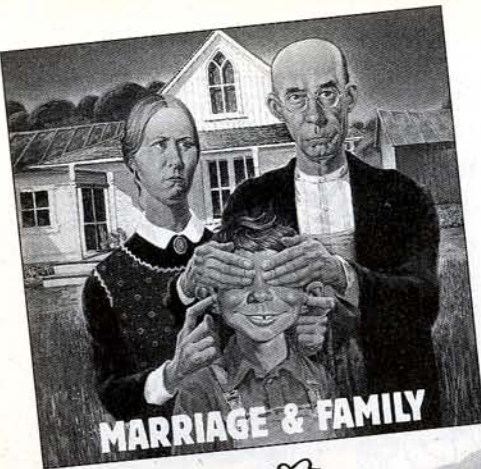
Anyone who says the truth shall set you free has never been to traffic court!



Remember—the Post Office will not deliver mail without postage. And sometimes, even with!

For many bosses, "affirmative action" means hiring more yes-men.



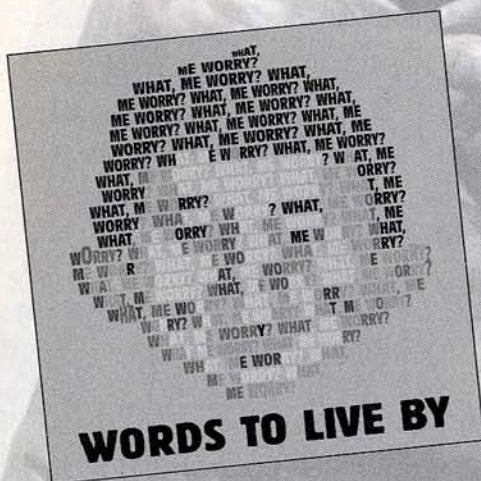


Parents treat their kids like teeth—they try bonding only once irreparable damage has been done!



Most wives are like ventriloquists—they stand there nodding while the dummy does all the talking!

Parents work so they can give their children a better life than they had—and then complain how easy their kids have it!



Be wary of anyone who gives you advice that begins with "Be wary of..."

When it comes to personal conduct, always set the bar high—it makes it much easier to sneak underneath!

