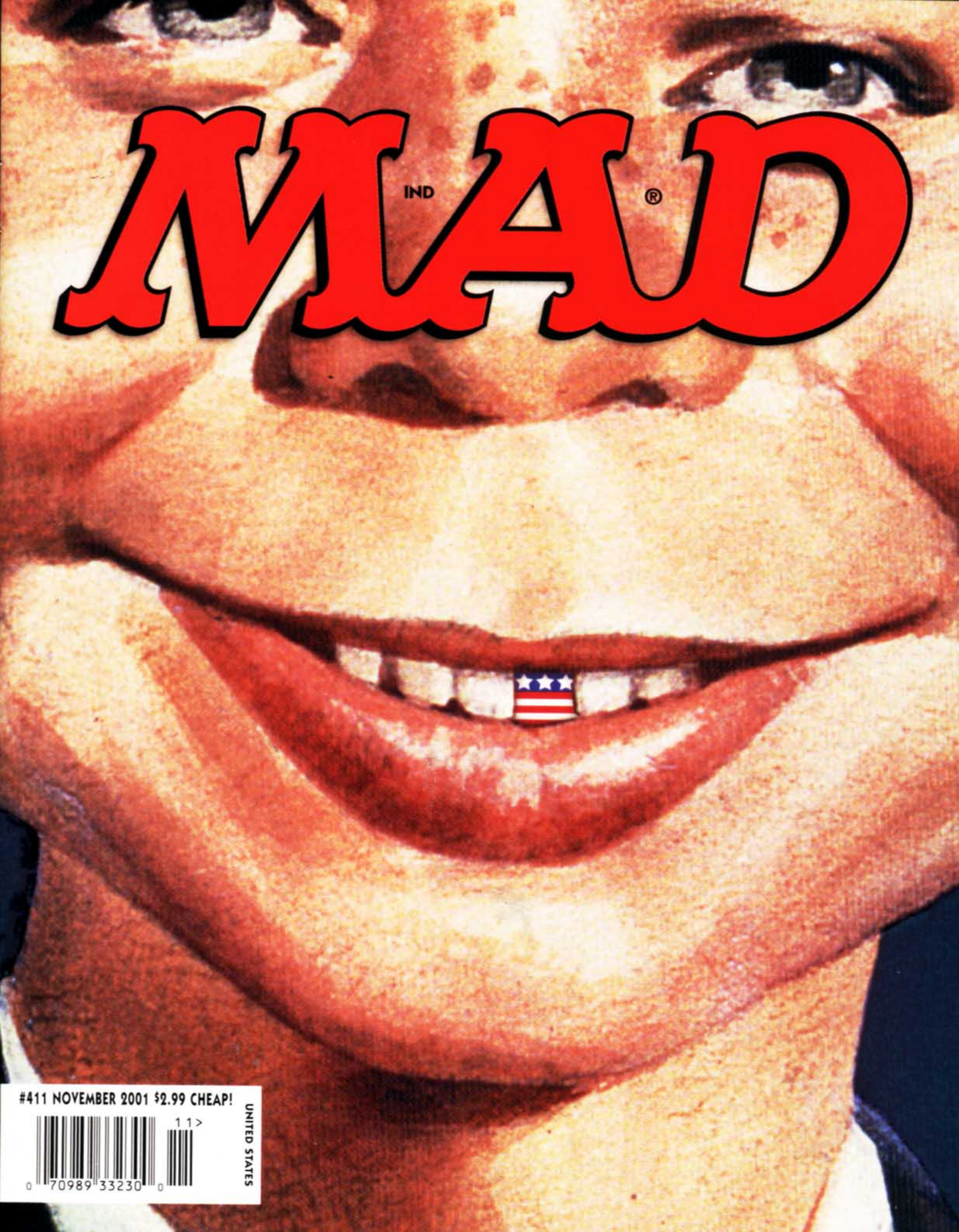


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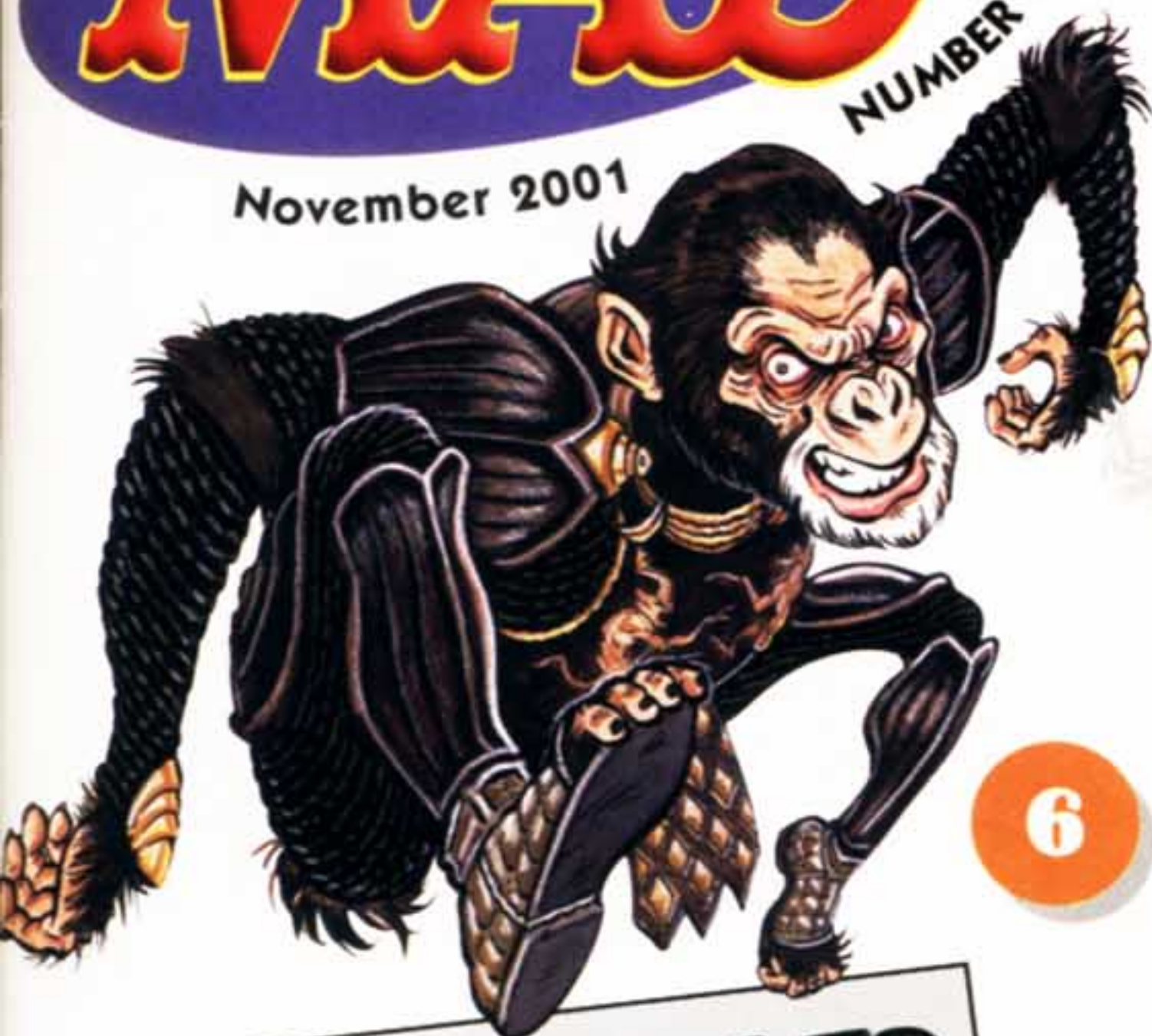
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MAD

NUMBER 411

November 2001



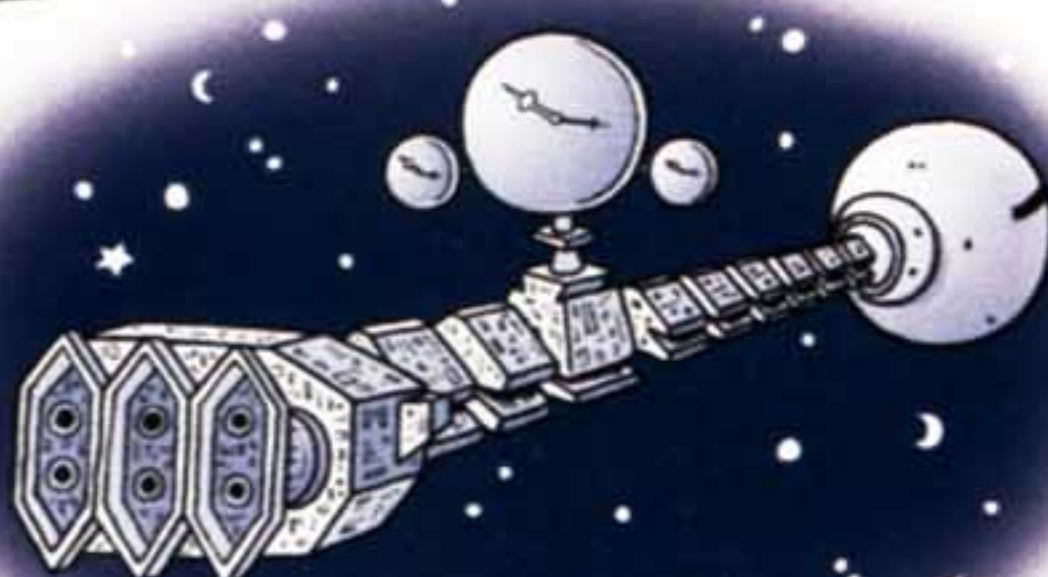
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VEY TO GO
BY P.C. VEY



"STAND BACK THERE'S NOTHING HERE TO SEE, UNLESS YOU WANT TO SEE THE BROKEN SHATTERED REMAINS OF A LIFE GONE SO TERRIBLY WRONG."

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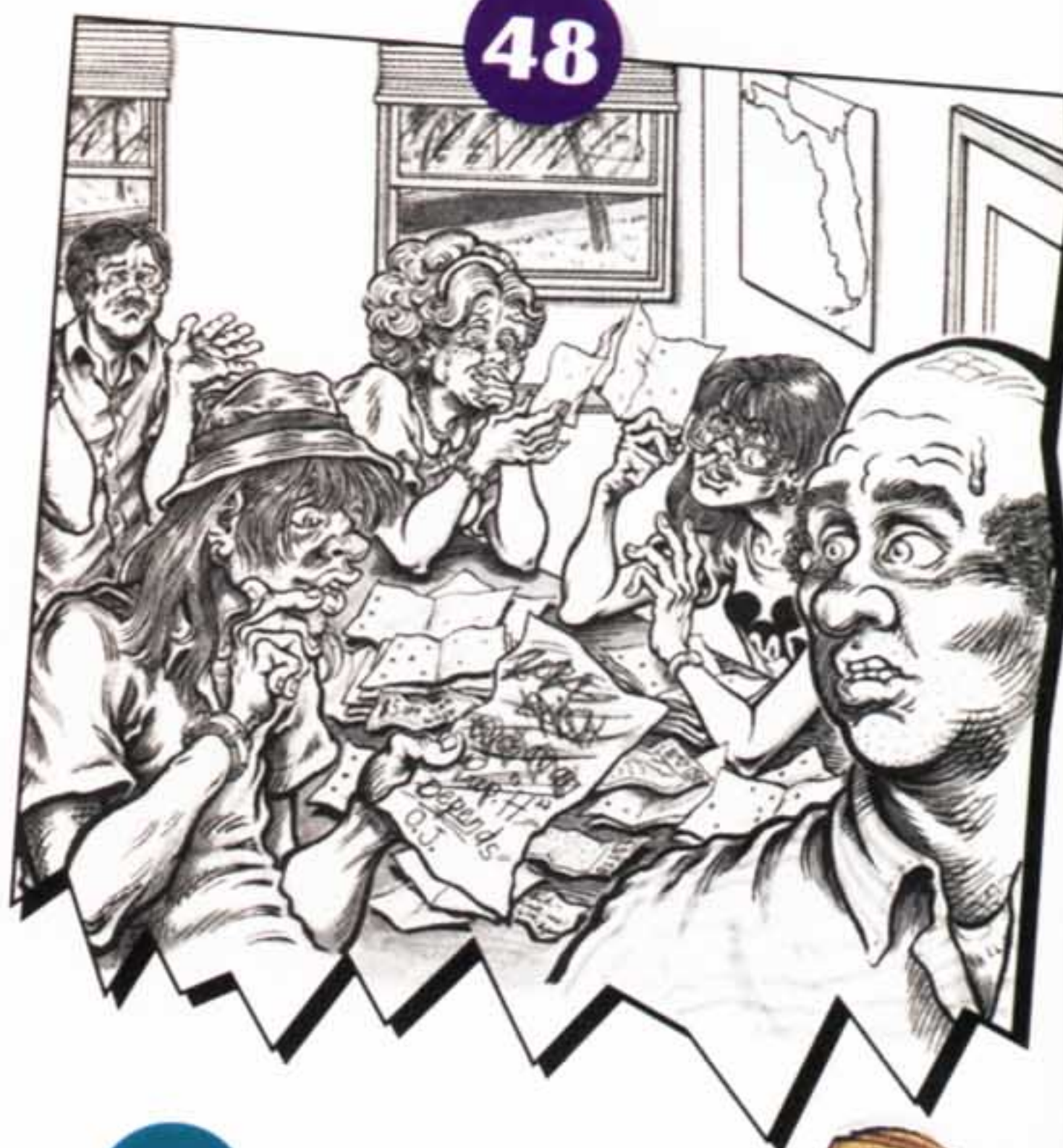
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42



1993
Young Dirty Bastard officially becomes Ol' Dirty Bastard.

1995
In a misreading of the consumer market, Muhammad Ali rejects the idea to create a fat-reducing grilling machine.

THIS MONTH IN HISTORY						
NOVEMBER						
SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

1991
Pee Wee Herman's disability insurance claim for repetitive motion syndrome denied.

1955
Honeymooners creator Jackie Gleason rewrites Ralph Kramden's definitive line from, "Bitch, you better recognize," to the more benign "To the moon, Alice!"

2000
Marlon Brando receives lap dance. Takes three days.

"The most troublesome side effect of many prescription drugs is that they make you feel well enough to go back to work!"

COVER ARTIST AND WRITER:
JOHN CALDWELL



A new comedy about four strays.

The WB presents

men, [women & dogs]



Training Starts SUNDAY Oct 7

Check local listings
for time and channel
TheWB.com

Check out an exclusive sneak preview at AOL Keyword: The WB FALL

Bill BELLAMY Daniel G. PINO Niklaus LANGE Mike DAMUS Heather STEPHENS and LINUS as "the Bitch"



THE WARPED TOUR



Randalls Island, NY was the scene of one of the stops of this year's Warped Tour, sponsored in part by yours truly, MAD! Free issues and MAD stickers were given to all who attended the concert. A splendid time was had by most as seen in these photos!



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To: MAD, Dept. 411, 1700
Broadway, New York, New York
10019. MAD welcomes reader
submissions. Manuscripts will not
be returned or acknowledged,
however, unless they are accom-
panied by a self-addressed,
stamped envelope! MAD doesn't
read faxed submissions!

THE HIPPOCRATIC OAF

In a controlled, prospective, randomized clinical trial, we found that reading MAD immediately before surgery reduced intraoperative hypertension and minimized postoperative anxiety. It was judged to be the pharmacologic equivalent of 7.5 mg of intravenous Valium as a pre-operative sedative.

Richard Forster, M.D., Niskayuna, NY

Doc — Thanks for writing, but we were shocked that your findings contradict another study which found that reading MAD had the same effect on patients as swallowing two Viagra pills with a tequila chaser! Here are some other medical facts about MAD: Chewed daily, one MAD helps fight plaque buildup. Placed in a shoe, it can relieve the burning and itching and also works in controlling nail fungus better than that Lamisol crap! Oddly enough, crumpling up and ingesting any article by John Caldwell will have the same effect as two Viagras — which was welcome news to Mrs. C. (if you know



Dr. Forster's patient prepping for surgery by reading MAD!

what we mean!) Lastly, a copy of MAD is enormously helpful when reviving a choking victim with the Heimlich Maneuver. Specifically, onlookers can use it to swat away the half-chewed, grizzled pieces of meat dislodged from the victim's throat, now flying through the air in their direction! (Ewww!) Can there be any doubt that the M in MAD stands for "medicine"? —Ed.

A SMASHING PUMPKIN

Jeff Mahannah of Kalamazoo, MI recently sent in this photo which he swears is a Jack 'O Lantern, though we're not too sure! So now is your chance to show up Jeff and create a real Alfred-E-Lantern simply by buying MAD XL #12 (currently on sale wherever MAD XL #12 is sold)! It contains an exclusive stencil you can use to print or cut Alfred's face onto a pumpkin. Be sure to take a picture and send it to us, the best of which we will print on our Letters Page! Send all photos to MAD Magazine c/o Amy, The Big Pumpkin, 1700 Broadway, New York, NY 10019.

Alfred-E-Lantern...or some hideous mutant?!



Make A Dumb Wish Foundation™

I have a wish for the *Make A Dumb Wish Foundation™* that needs granting. I need a poem printed. I wrote it last year in my English class. My teacher's class was so boring that I wrote a poem. It was an "on the spot" poem that I enjoy. Here it goes:

*I sit in class like a statue
My eyes are droopy
They want to fall out of my head.
My brain is turned off like a light
Words run through my ears like water.
I sit, I stare
There is nothing to do
My head becomes cloudy...
My eyes are heavy like stones
I am drifting...drifting...
Sleep sets in like the sun goes down
I am gone...
No more class, no more listening,
no more teacher
I am there...my own world.*



Adam Kinsman, Universal City, TX

Adam Ant — As you know, it is the mission of the *Make A Dumb Wish Foundation™* to make dumb wishes come true and indeed, with your "on the spot" poem we have a winner which we happily print above. We also have an "on the spot" critique poem which we also happily print:

*Adam Kinsman wrote a poem in class
To wile away the time
It's a shame poor Adam Kinsman never
Heard of the concept of rhyme!
The Make A Dumb Wish Foundation™
published it for the yuks,
They're probably the only ones that would,
Because Adam Kinsman's poem really,
really sucks! —Ed.*

FAX MAD AT
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MAD #412
ON SALE NOVEMBER 20!

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CHEESE WHIZZES



ENVELOPE COURTESY OF DESIREE URBANSKI!

Back in the Letters Page of MAD #408, Karl Peterson of Yakima, WA wrote in about his obsession with cheese. We asked you, the loyal and cheese connoisseurs to speculate as to what Karl's favorite book, video game, rock band, play and TV show would be. Here's some of the best responses we received:

FAVORITE BOOK:

"The Old Man and the Brie"
— Gloria Tarantino, Cadillac, MI
"Grate Expectations"
"The Wizard of Osiago"
"East of Edam"

FAVORITE MOVIE:

"Blue Velveeta"
— Jacquelyn Goldstein, Fairport, NY

FAVORITE VIDEO GAME:

"Sonic The Wedgehog"
— Desiree Urbanski, Orland Park, IL
"Pokemon Monterey Jack"
— PJ Berg, Cos Cob, CT

FAVORITE TV SHOW:

"The Roquefort Files" and "Edam-12"
— Jason Bloom, Baltimore, MD
"The Muensters"
— Harold Smith, Ridgewood, NY

FAVORITE ROCK BAND:

"Twisted Swisster"
— Timothy Chambers, Providence, RI
"Run Brie MC"
— Jonathan Jaeger, Burke, VA

FAVORITE PLAY:

"The Taming of the Fondue"
— Mike Higginson, Ontario, Canada

THE GRIPE OF RAP

The cover of MAD #406 makes me want to hang my head in shame for reading MAD for the last 10 years. The cover "Will The Real Slim Shady Please Shut Up! Please Shut up! Please Shut Up!" comes directly from Christina Aguilera's pathetic attempt to insult Eminem. It makes me sick to my stomach to think that you guys cannot come up with better comedy than a terrible pop singer.

Jim Dewey, Claridon, OH

Jimbo — Had we received your letter before going to press with issue #406, there was an excellent chance we would have dropped Slim Shady in favor of "Will The Real Jim Dewey Please Shut Up! Please Shut Up! Please Shut Up!" You know, it's still not too late to say it! "WILL THE REAL JIM DEWEY PLEASE SHUT UP! PLEASE SHUT UP! PLEASE SHUT UP!" —EminEd.

CALENDAR DAZE



Now you can have 365 more days of stupidity brought to you by the Usual Gang of Idiots! The Mad Page-A-Day 2002 calendar includes Alfred E. Neuman quotes, illustrated gems from Al Jaffee, John Caldwell, various Sergio Aragones' "A MAD Look" at and other crap from our archives. Available now wherever calendars are sold!

THE SINGLES SEEN

I was reading MAD #407 and I saw my true love. Thank you so much for printing "MAD's Photo Personals Gallery." I love Talana! I have the same attributes as her. I've lead a poverty-filled life and I will listen to her story all she wants. I also enjoy volleyball and dancing. Please give me Talana's address so I can contact her.

Frank Galante, Lincoln Park, NJ

Frankie — Who are we to stand in the way of true love? it is our pleasure to forward to you Talana's address. It's usually the park at 23rd Street and Madison Avenue, the third or fourth bench from the left.

If she's not there, try the out-bound entrance of the Lincoln Tunnel at dusk. We wish you two love birds all the best! Don't forget to invite us to the wedding! —Ed.



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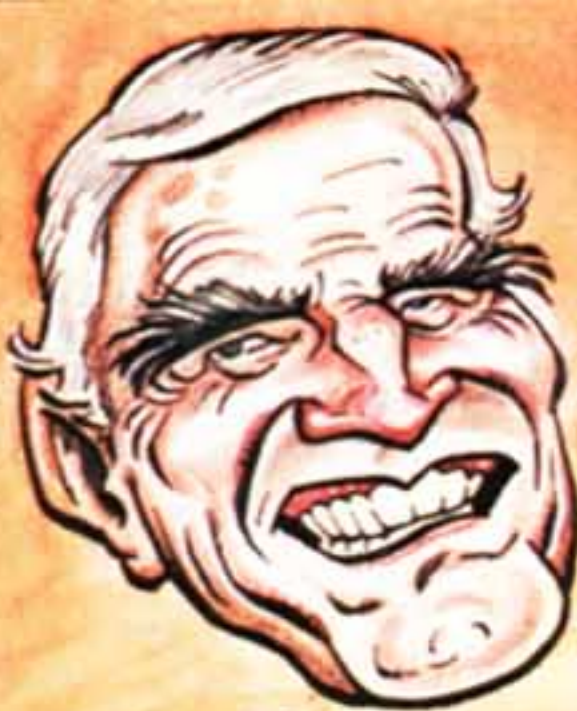
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Lillian Laserson *vp & general counsel*

Contributing Artists And Writers

the usual gang of idiots

MAD (ISSN 0094-9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada): 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST tax included.) Entire contents © copyright 2001 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 52345, Boulder, CO 80322-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.



Hello, I'm **Charlton Heston**. I once starred in a sci-fi flick about an astronaut who returns to Earth to find it ruled by hostile apes! Now, 33 years later, director **Tim Burton** has inexplicably decided to try to improve upon this classic movie. It's a good thing you can't carry a concealed weapon in California because I think if I had a gun with me after watching this travesty I would have blown my brains out! Anyway, welcome to...

I'm Air Force Pilot **Neo Everyson**! I stole a space pod from the **Overdone Research Mother Ship** so I could rescue my pet monkey, **Periscope**, after they sent him out to do complex space experiments! When will they learn they should never send a monkey to do a man's job! Specifically, they shouldn't have cast a lightweight actor like me to do a leading man's job! I took off in the 22nd Century, entered an electromagnetic time warp, and landed in the 26th century, all in a few minutes! That means I was going over a century a minute! But don't worry! From here to the end of the movie, you'll be amazed at how things are gonna **SLOW** down!

I'm **General Raid**! Prime Mate of the **Primates**! A chimp with a chip on my shoulder! I'm all for the total extinction of all minorities and the taking over of all the land! Get the picture? In this film I "ape Hitler"!

I'm **Attack**, General **Raid's** most trusted warrior and **Head Grunt**! I'm more than happy to slap the humans around! It gives me a chance to give back some of the abuse I suffered in *The Green Mile*!



I'm **Lumbar**, Orangutan slave trader! You might think that buying and selling people, and even children, is immoral! Well, in certain uptight circles it might be! But when you make the slave dealer cute, witty and full of corny puns, it elevates slave trading to a respectable occupation — at least that's what the producers would like you to believe!

PLANET OF THE REMAKES

JANET JACKSON?

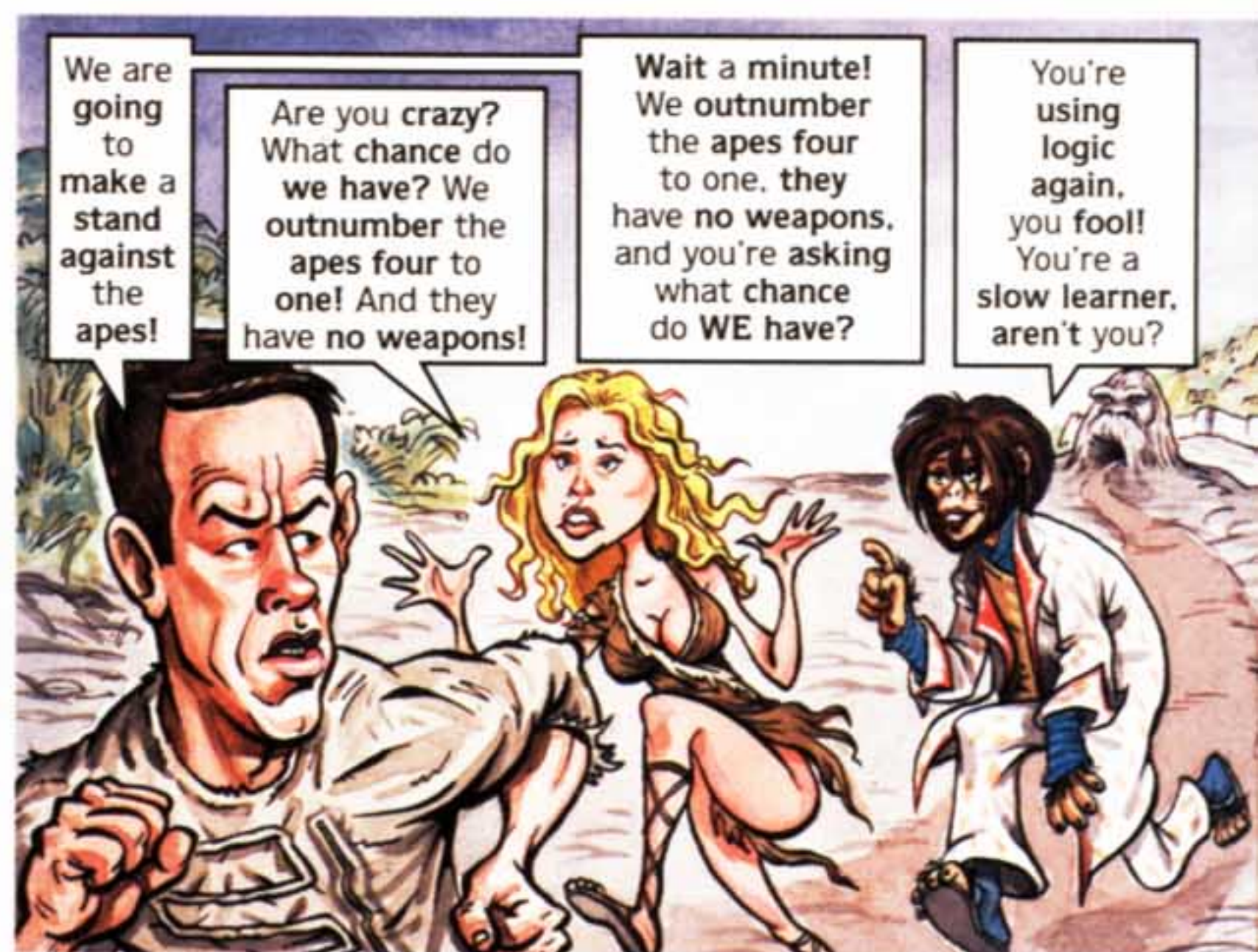
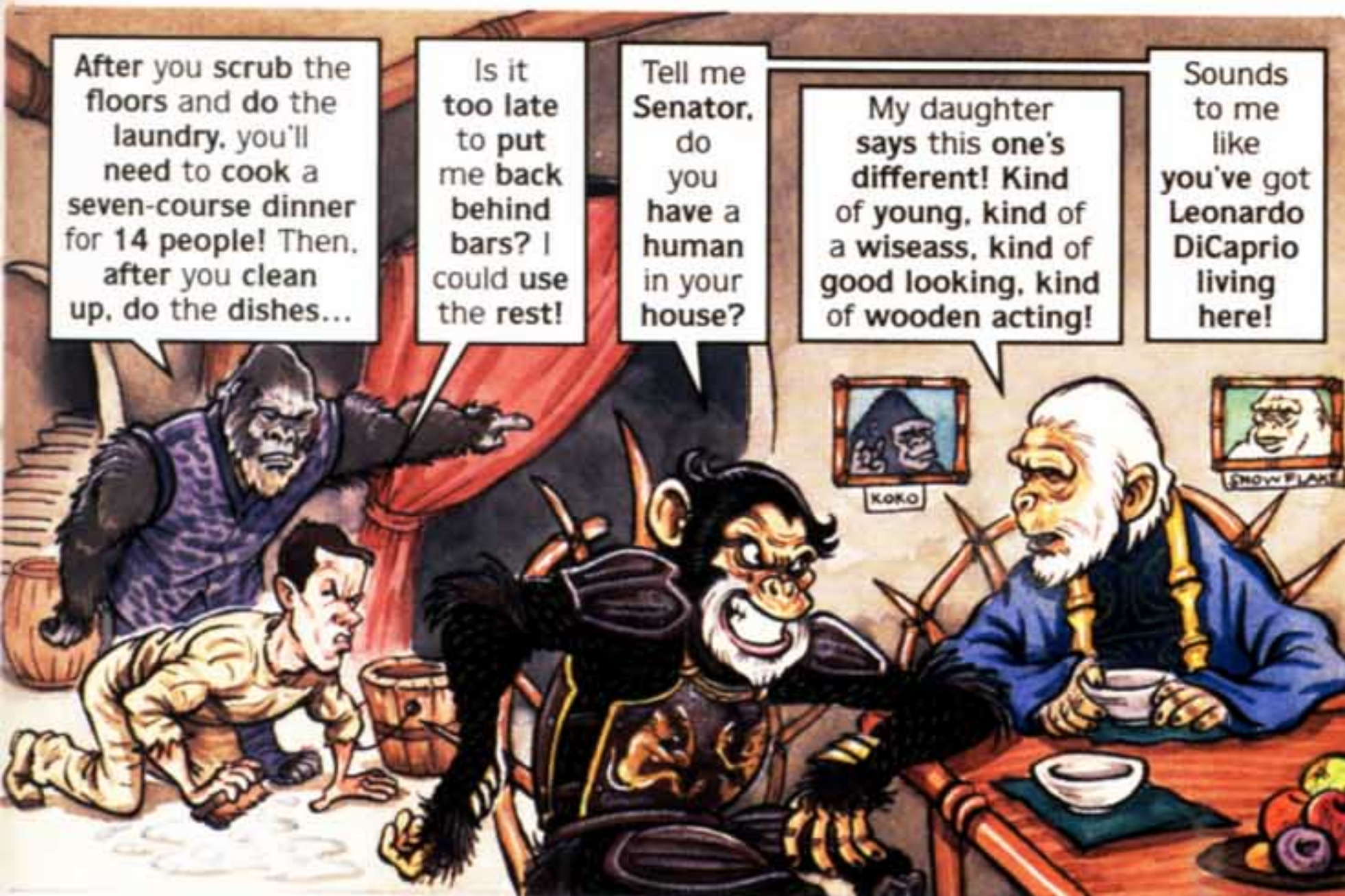
I'm Airy, the Senator's daughter! I may be a Simian, but I lobby for humans so that people on this planet won't be hunted and sold into slavery! And now that I've seen that hunk Captain Everyson, I'll soon be lobbying for interspecies "monkeying around"! Hoo baby! I haven't been so turned on since I saw that porno flick, *King Kong*!

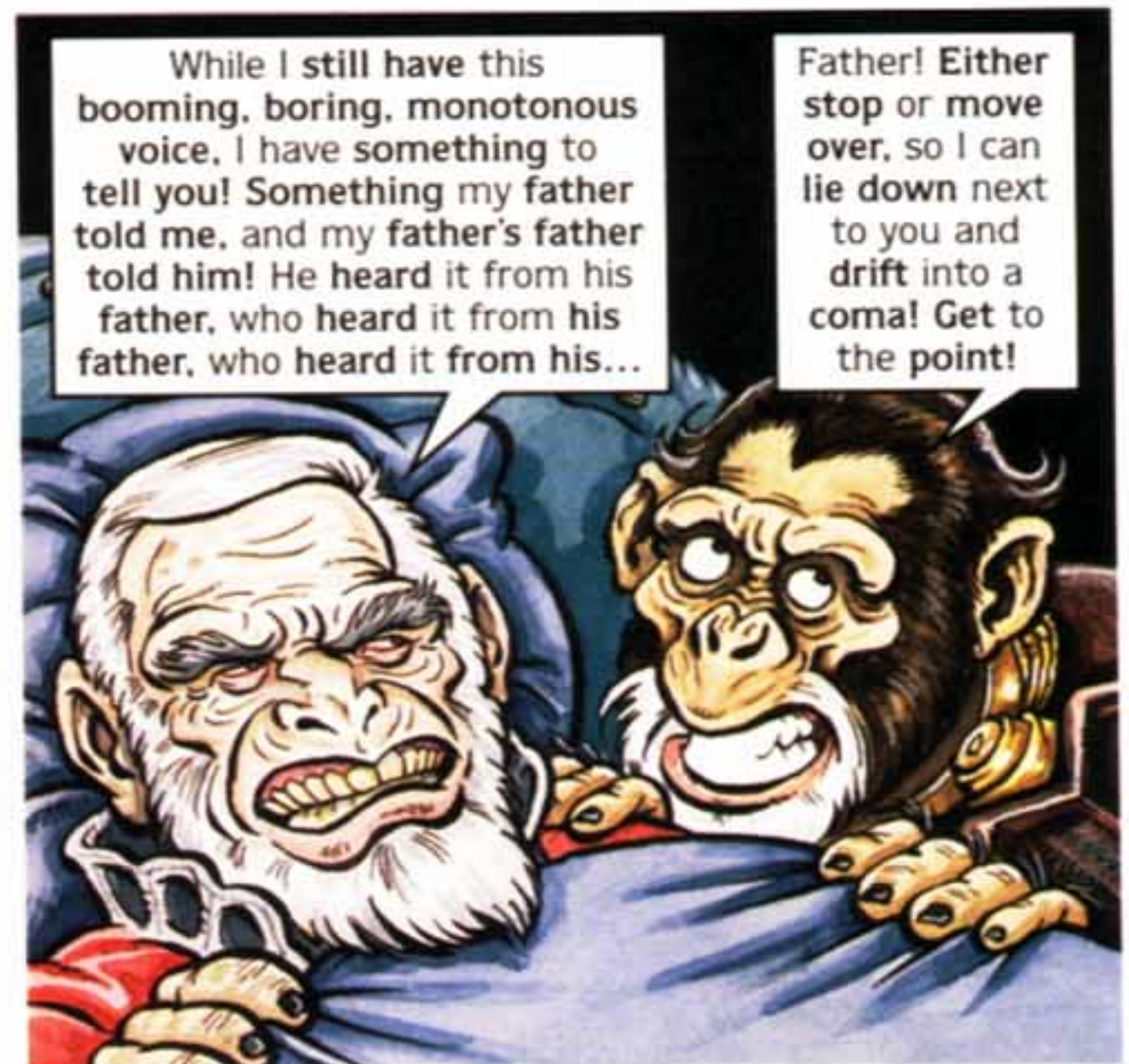
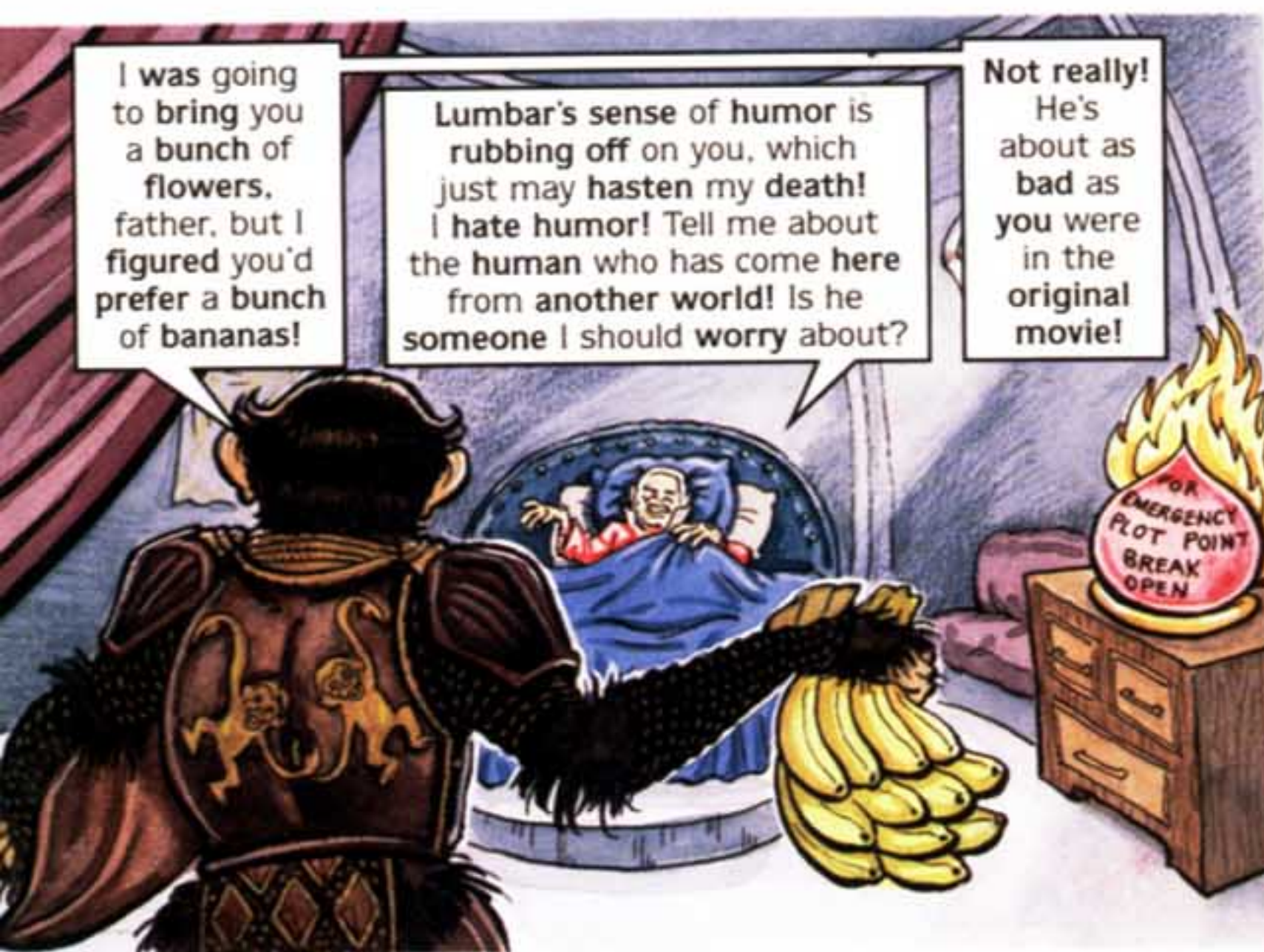
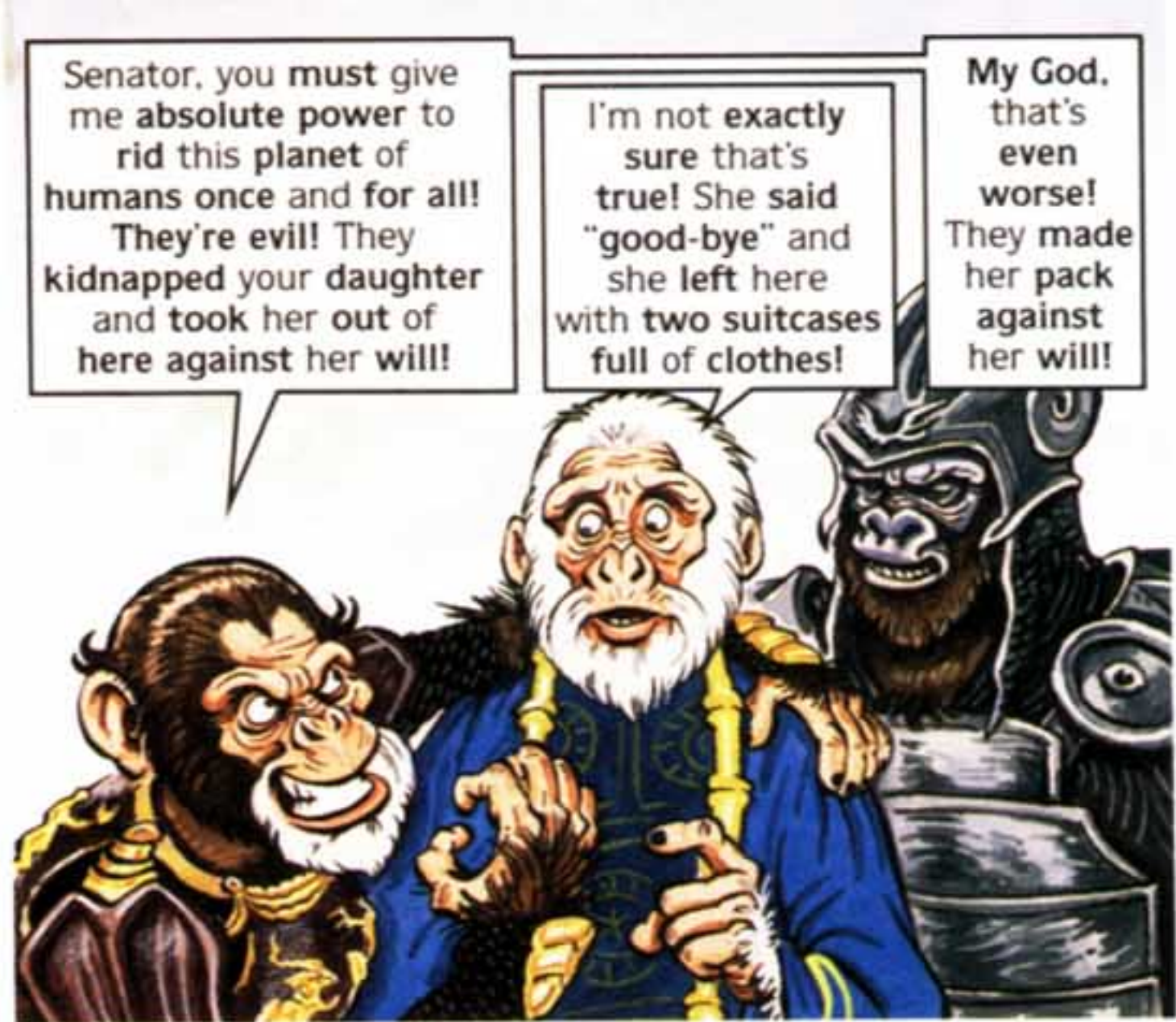
I'm Senator Sandar, Airy's father, and I'm so torn! On the one paw, my daughter wants equal rights for humans! On the other paw, General Raid wants them all dead! I don't know what to do! I wish this was America! Then I could just decide the way most of their politicians do — make laws depending upon the highest bidder!

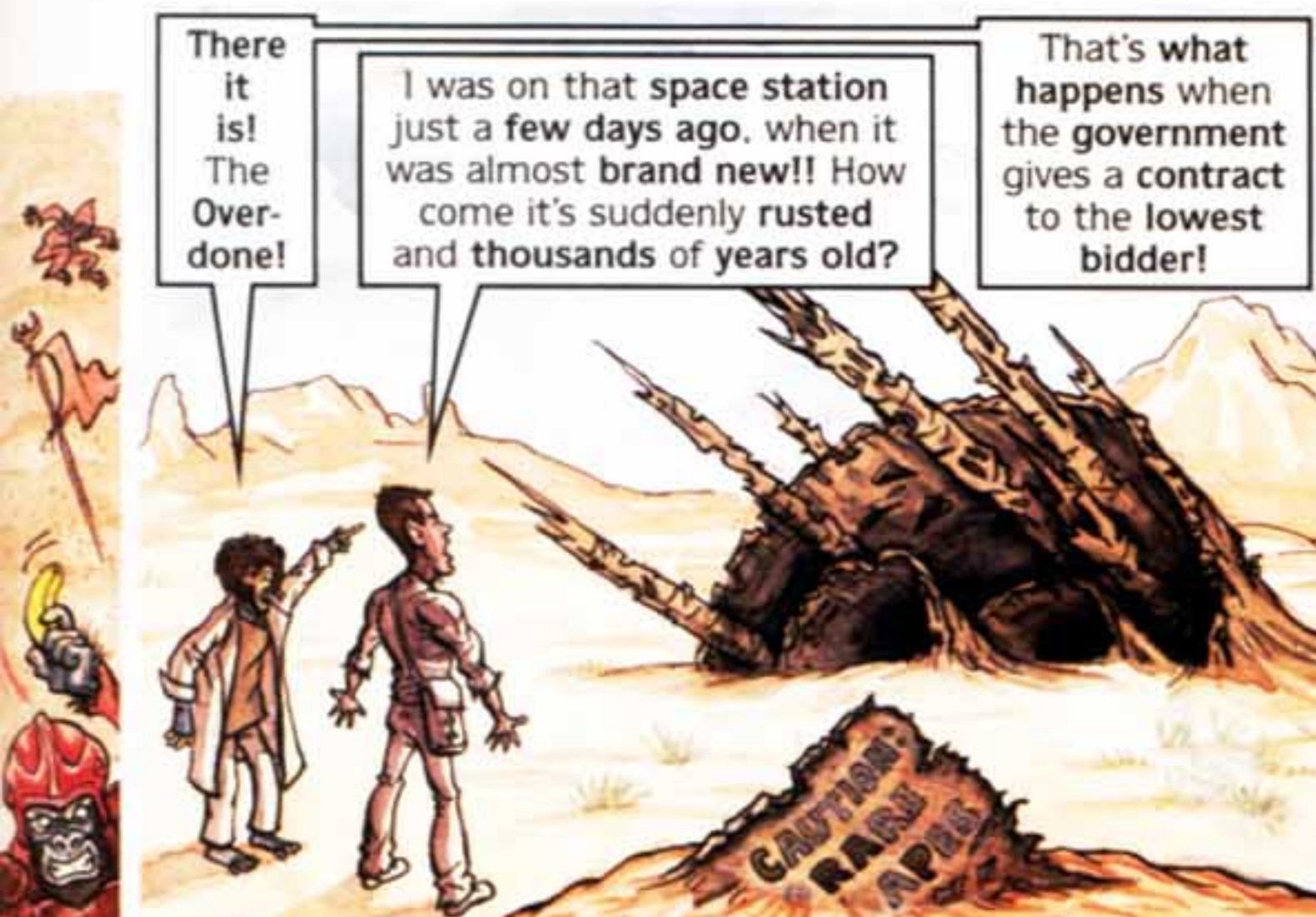
I'm Caribou, full time human, part-time washed-up rock singer! I took this part because it was custom made for me! I've lived such a hard real life. I didn't need any make-up at all for this movie! I just showed up on the set looking like this, and I fit right in!

I'm Dame, the sexy blonde love interest! Well, the *human* love interest, anyway! I was put in this movie for one reason: to look numbingly perplexed and bewildered for two hours! I give the audience watching this movie someone to relate to!









There it is! The Over-done!

I was on that space station just a few days ago, when it was almost brand new!! How come it's suddenly rusted and thousands of years old?

That's what happens when the government gives a contract to the lowest bidder!



Here come General Raid's forces!

His troops give a whole new meaning to "gorilla warfare"!

This looks like a scene from *Crouching Chimp, Flying Apes*!



OW!

NOW FIGHT LIKE APES!

I'm setting off a nuclear blast to halt the beasts! Get back behind the ship for protection!

Behind what ship? It's in a million pieces!!

Even better! Now there are a million places to hide! Since I'll be setting off a nuclear explosion just a few hundred yards away, you may not want to stare directly at the light!

My God, look at that! That is amazing!

Amazing that in just three seconds the apes and humans were able to put aside thousands of years of hostility just because a chimp landed a space pod?

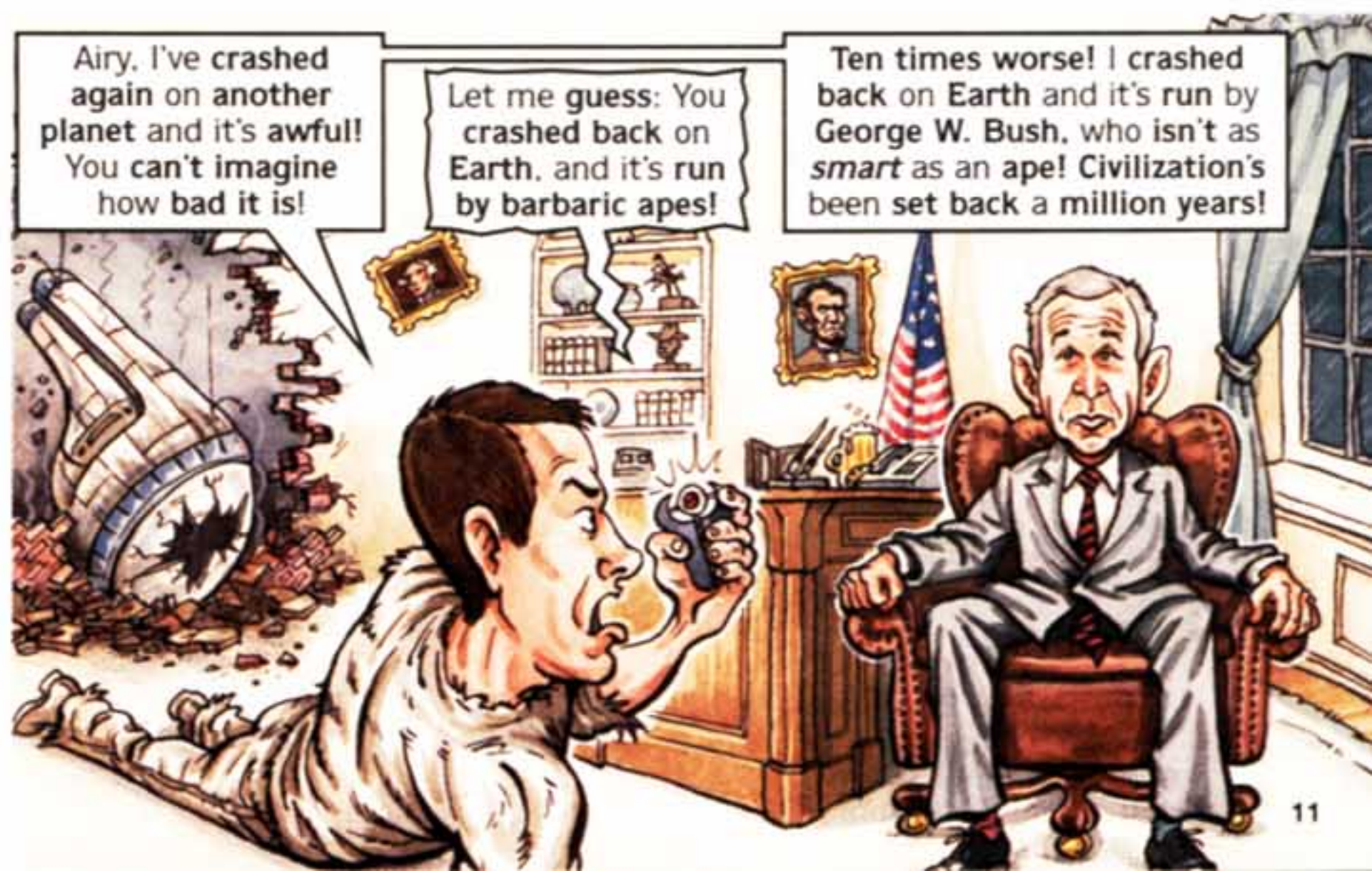
No, amazing that a chimp landed a space pod while I totally wrecked mine trying to land it!



I must leave you now to find my home! Depending on the time warp, I either never left, or I'm 10,000 years behind in my rent!

I will see you again because I believe in miracles!

I will see you again because I believe in sequels!



Airy, I've crashed again on another planet and it's awful! You can't imagine how bad it is!

Let me guess: You crashed back on Earth, and it's run by barbaric apes!

Ten times worse! I crashed back on Earth and it's run by George W. Bush, who isn't as smart as an ape! Civilization's been set back a million years!

Ah, the big NYC Marathon. Tens of thousands of dedicated endurance runners line up to put themselves through a tortuous 26-plus miles of grueling hardships. The first question you may well ask is, "Why?" (Another question you may well ask is: "Are there any fat guys in Kenya?" But that's a matter for another day.) We can't tell you why people run, but we can tell you that everybody shows up to watch this unique event. Unlike the other major sports happenings where you sleep out in the streets to get the best seat in the house, marathon aficionados sleep out in the streets because it is the best seat in the house! So, if you're planning to show up this year, don't even think of taking up a curbside position without first consulting MAD's...

SP
NEW



Remember, this is an international event. Memorize several phonetic translations of, "If you ran any slower you'd have pigeons landing on you!"



Milemarks 5 through 7 are considered the prime locations for spotting the fat loudmouths (who bet their buddies they could run a marathon without training) cramping and ralphing.



It's common knowledge that runners fighting dehydration will grab anything offered...try it!



Holding up a sign and shouting words of encouragement is fine. But, if you want to give runners a real sense of purpose, hold up an envelope and shout, "Are you going by a mailbox?"

SPECTATOR'S FUN GUIDE TO THE NEW YORK CITY MARATHON

ARTIST AND WRITER: JOHN CALDWELL



Though considered a disgraceful nuisance any other day of the year, an overdosed crackhead can add up to your "unobstructed view."



Sure, staying to the end makes for a long day, but rest assured that tossing your gum in the path of the world's oldest marathoner is well worth the wait.



While souvenir prices at other sports venues are jacked up out of control, it's heartening to know that a NYC Marathon commemorative Rolex is still only ten bucks.



Should you find yourself in the vicinity of a stricken runner, try pushing through the crowd yelling, "It's okay, I'm Dr. Scholl!"

SPECTATOR'S FUN GUIDE TO THE NEW YORK CITY MARATHON

Booking side bets on who will finish first among the last place finishers, the gutsy train wreck miracle multiple amputee, the diarrhea-ravaged first time competitor, or the disoriented heavily medicated recent cerebellum transplant patient, is always great fun.



You need to be situated along the first three miles of the course to spot the B-list celebrities using the marathon as a photo-op, since they can only run until the chunky cameraman from the E! network passes out.



Nothing says "priceless sports blooper" quite like 12,000 people false starting the marathon.

Every story has a beginning.



THE WB PRESENTS

SMALLVILLE

STARRING TOM WELLING

KRISTIN KREUK MICHAEL ROSENBAUM ERIC JOHNSON SAM JONES III ALLISON MACK WITH ANNETTE OTOOLE JOHN SCHNEIDER AS JONATHAN KENT
EXECUTIVE PRODUCERS AL GOUGH & MILES MILLAR MIKE TOLLIN BRIAN ROBBINS JOE DAVOLA DAVID NUTTER PRODUCED BY JERRY SIEGEL & JOE SHUSTER

PREMIERES TUES OCT 16

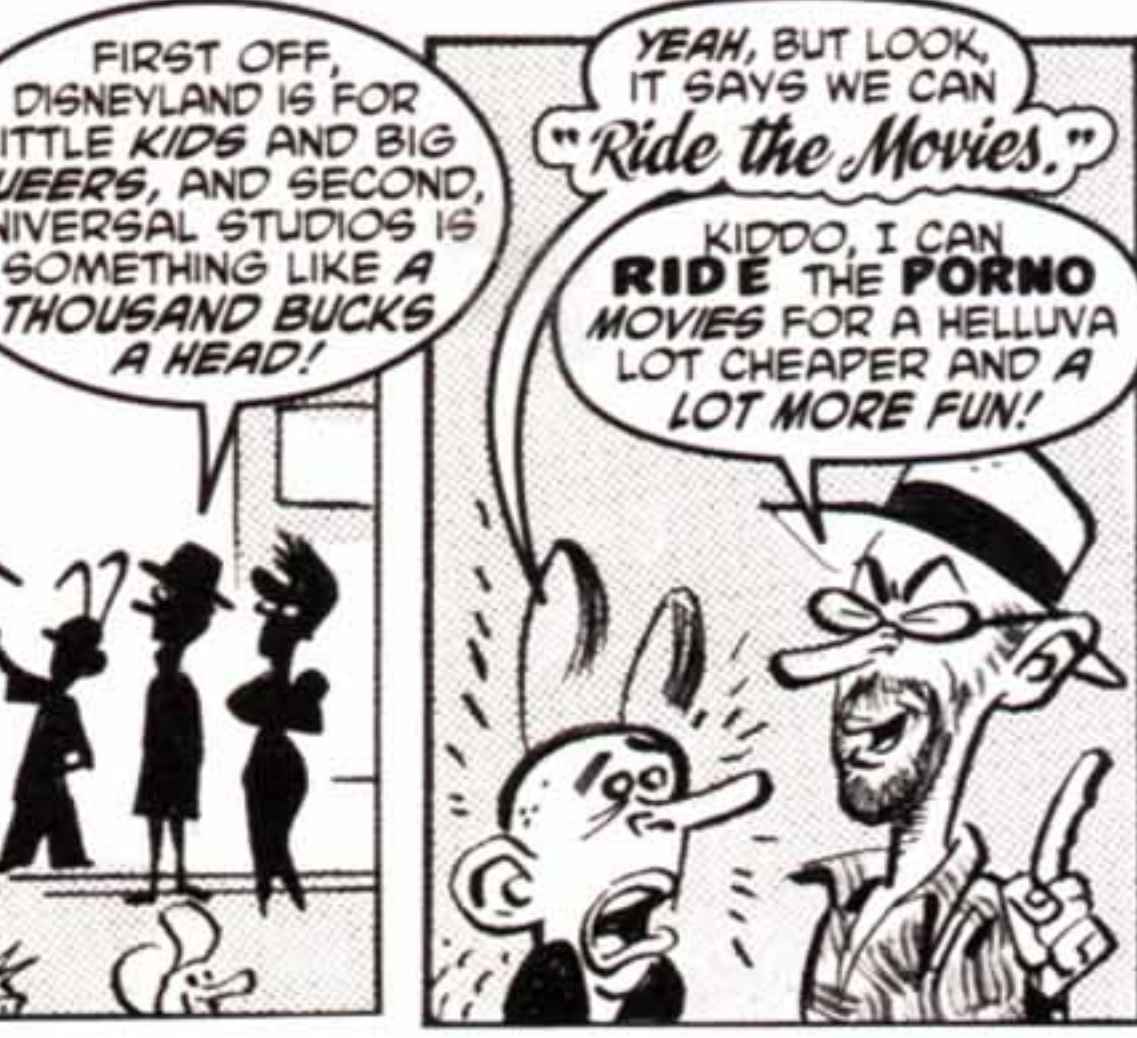
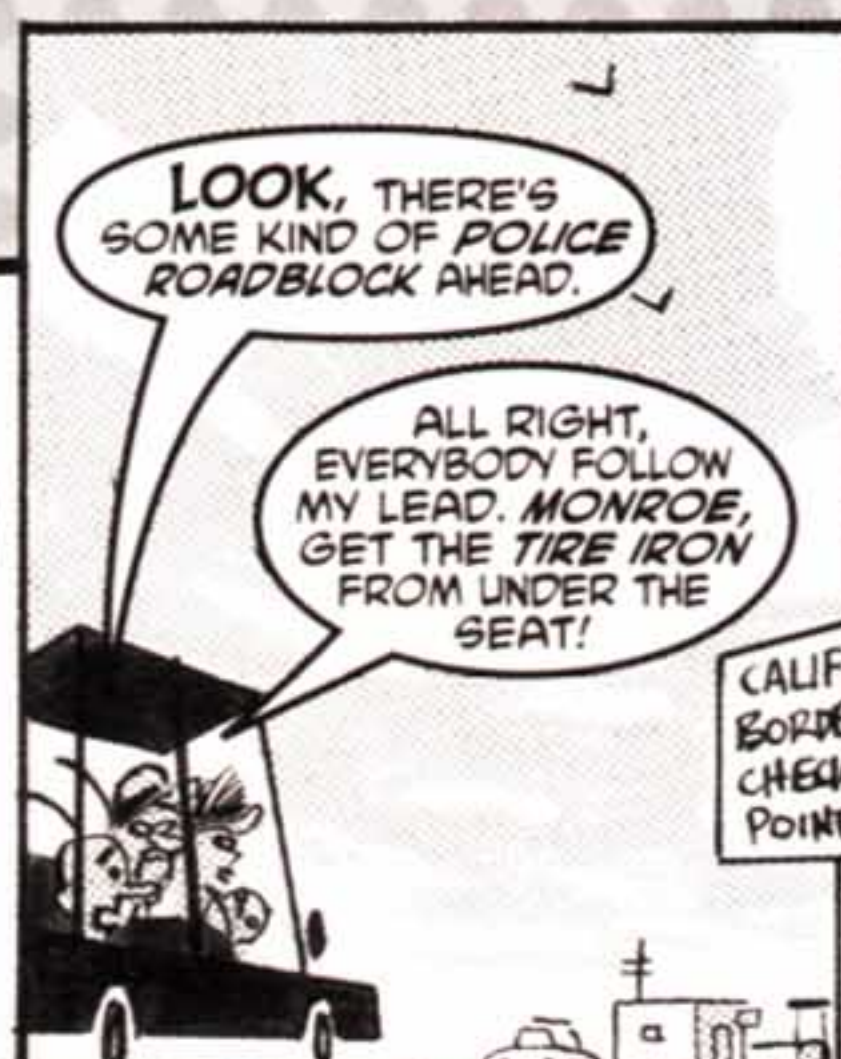
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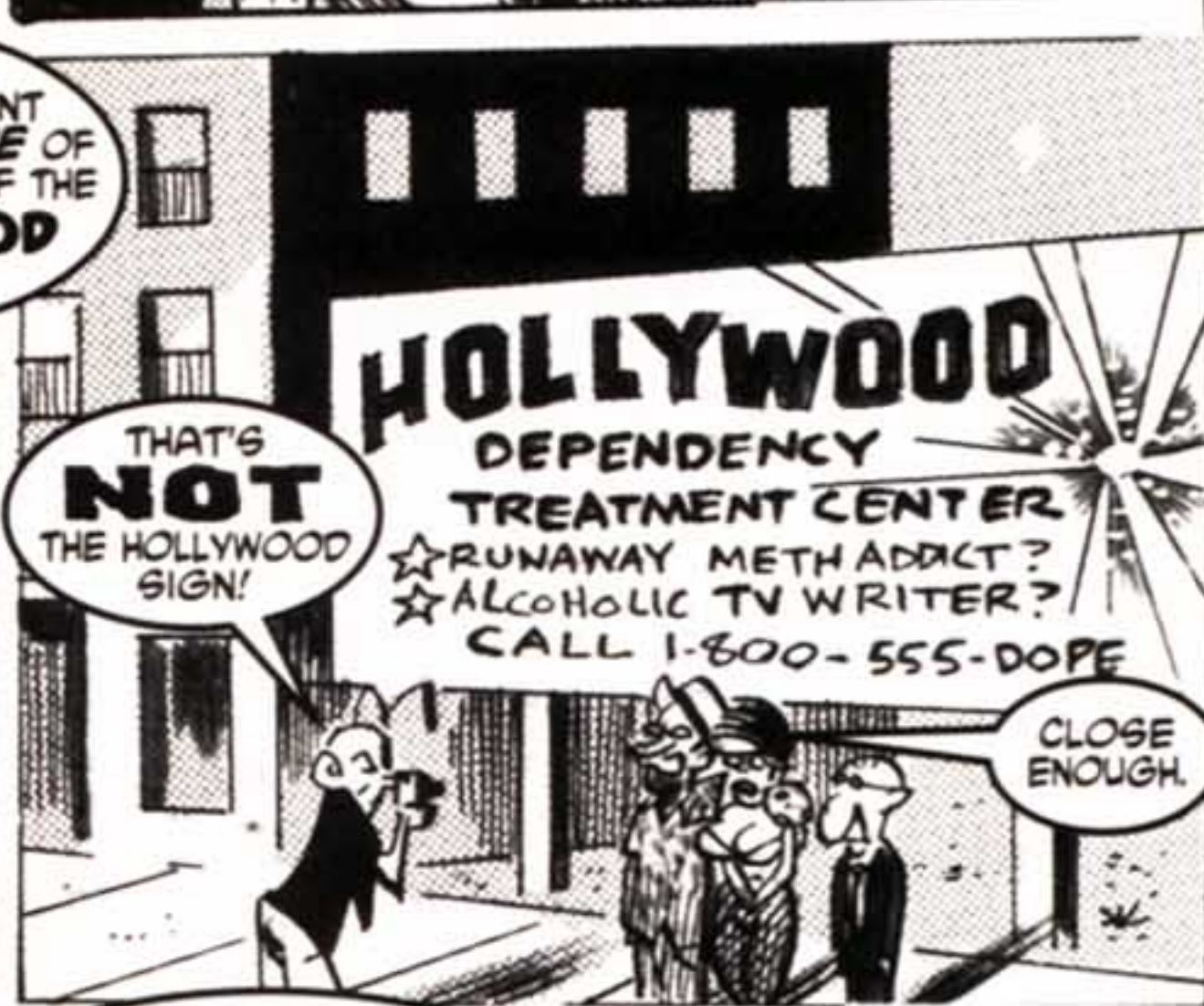
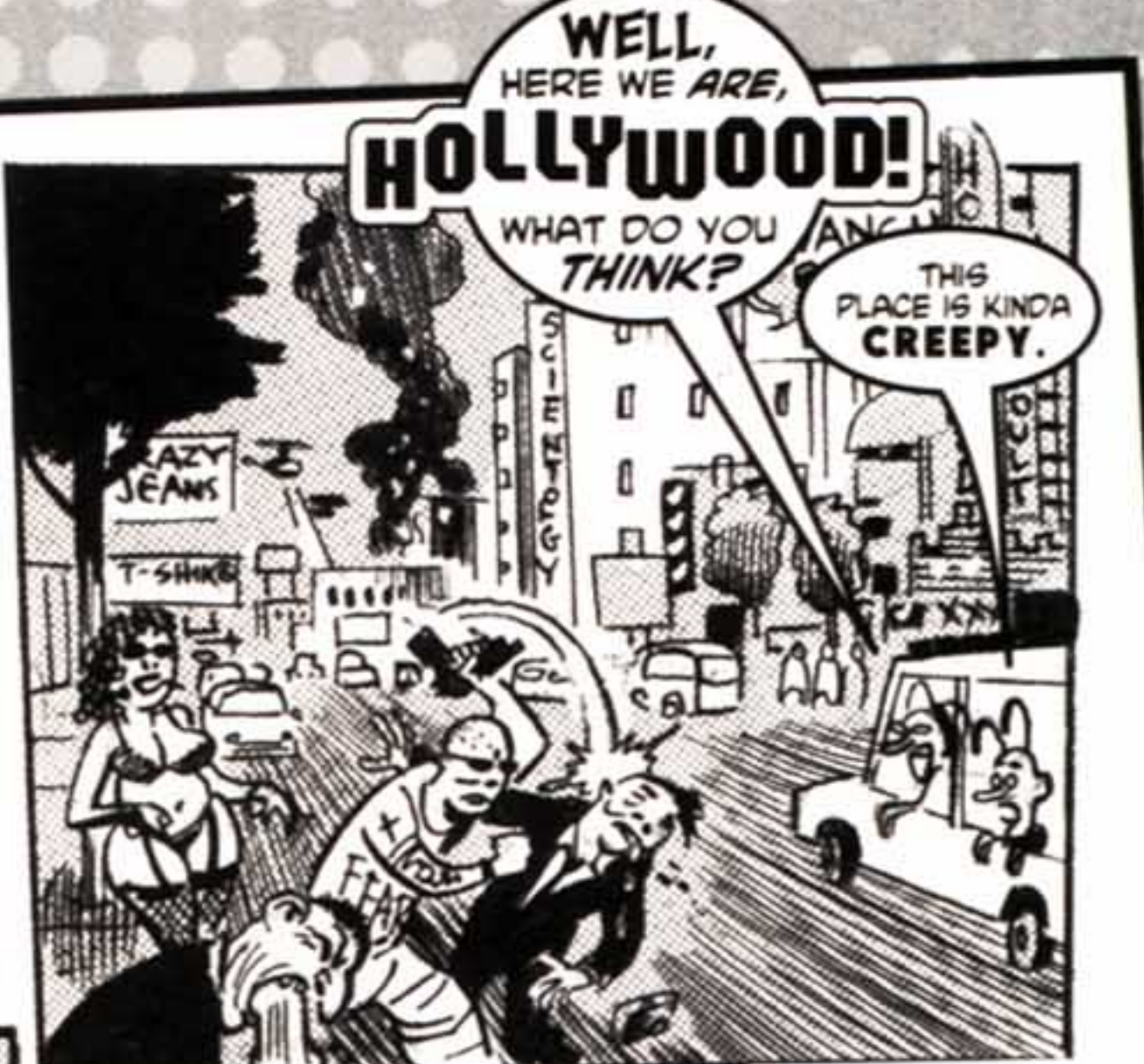


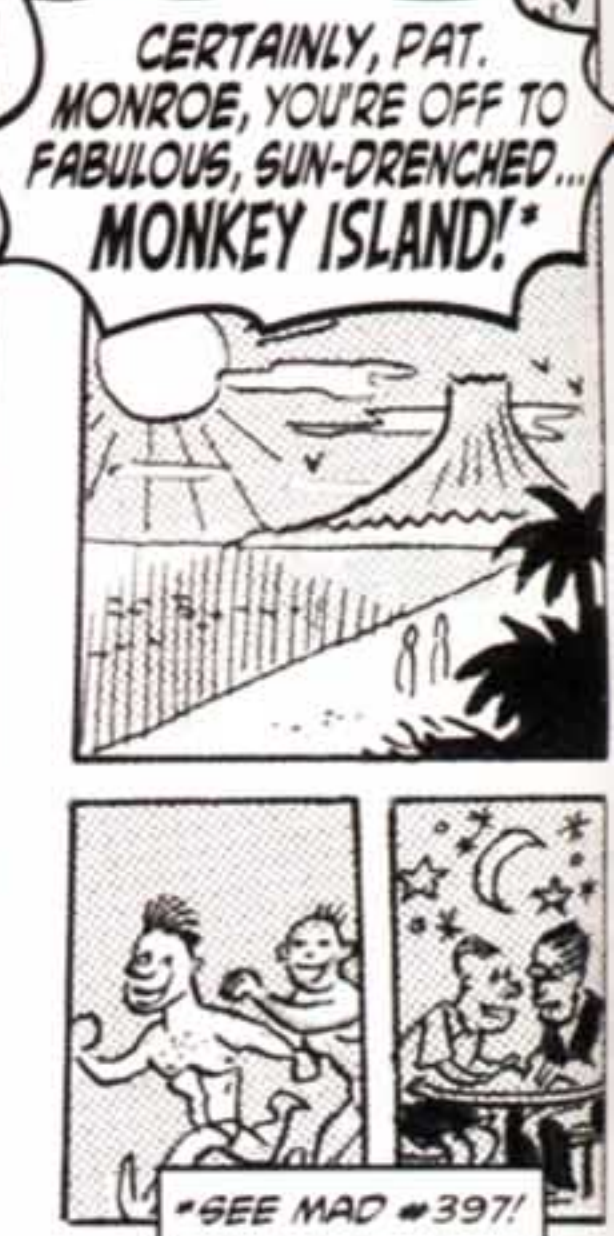
It's time for the next installment of our anti-hero's and his family's hellish cross-country experience! California, lock up your Golden Gates! It's...

MONROE and...



THE GREAT AMERICAN ROAD TRIP PART THREE







I'D LIKE TO BUY ANOTHER VOWEL, PAT. IS THERE A "W"?

OKAY, SEE, NOW YOU'VE DONE IT AGAIN. CAN WE PLEASE CUT FOR A SECOND?



JACKIE, WHERE DID YOU FIND THIS KID, CAMP TARDO FARMS? WHAT A MORON. AND LOOK HOW CREEPY HE IS. HE'S FREAKING VANNA OUT.

UH, PAT. YOUR MICROPHONE IS STILL LIVE.



OH WELL, I'M SURE IT'S NOT ANYTHING HE HASN'T ALREADY HEARD. I MEAN, LOOK AT HIM. AM I RIGHT, FOLKS?

PREACH ON PAT!

ENJOY A DELICIOUS LOCAL CAPYBARA SANDWICH, DANCE THE NIGHT AWAY IN THE PORTHOLE LOUNGE OR SIMPLY RELAX AND SOAK UP SOME RAYS. COURTESY OF RSVP CRUISES AND WHEEL OF FORTUNE!



BEEP! BEEP! BEEP!

WELL, THAT SOUND MEANS THE GAME IS OVER. MONROE, YOU WON NO MONEY BUT... ENJOY YOUR LONG TRIP WITH YOUR FAMILY!



CAN'T I JUST HAVE THE YEAR'S SUPPLY OF CENTRUM SILVER?

HE'S GREAT, ISN'T HE FOLKS?



LOOK, SWEETIE! I FOUND AN OLD FRIEND OF YOURS - MR. CLEAN! HE BOUGHT ME A FEW ROUNDS OF DRINKS, NOT TO MENTION THIS DARLIN' SWIMSUIT...



...SO BE NICE TO HIM!

CAN SOMEONE PLEASE HELP ME OVER THIS RAILING?



PLEASE!

OKAY, ENOUGH, SOUR PUSS! THERE'S A KARAOKE CONTEST ON THE POOP DECK, I SIGNED YOU UP TO DO THAT "GENIE IN A BOTTLE" SONG, HONEY. WINNER GETS A BOTTLE OF DUTY FREE KAHLUA. DON'T LET US DOWN!

Bill Wray

SPEND YOUR BUSH TAX REBATE HERE (AND KEEP US IRRATIONALLY EXUBERANT!)

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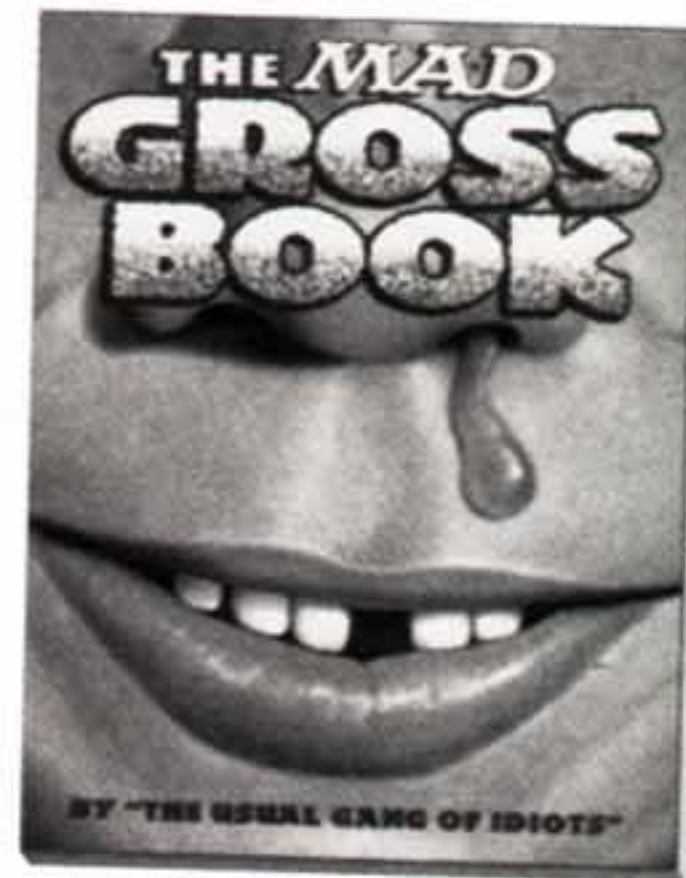
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**JUST-US LEAGUE
OF STUPID HEROES:
Alfred E. Neuman as Batman**
DC Direct APR010564



**JUST-US LEAGUE
OF STUPID HEROES:
Alfred E. Neuman
as Superman**
DC Direct APR010566

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In 1949 author George Orwell wrote *1984*, predicting that by then, America would be a tyrannized, gray place where free speech was illegal and evil Big Brother ruled. Old Georgie was so wrong, we're sorry to have even mentioned the idiot's name! On the other hand, in 1968, filmmaker Stanley Kubrick directed *2001: A Space Odyssey*, a movie that predicted with Nostradamus-like accuracy what our world would look like today, as you'll see in...

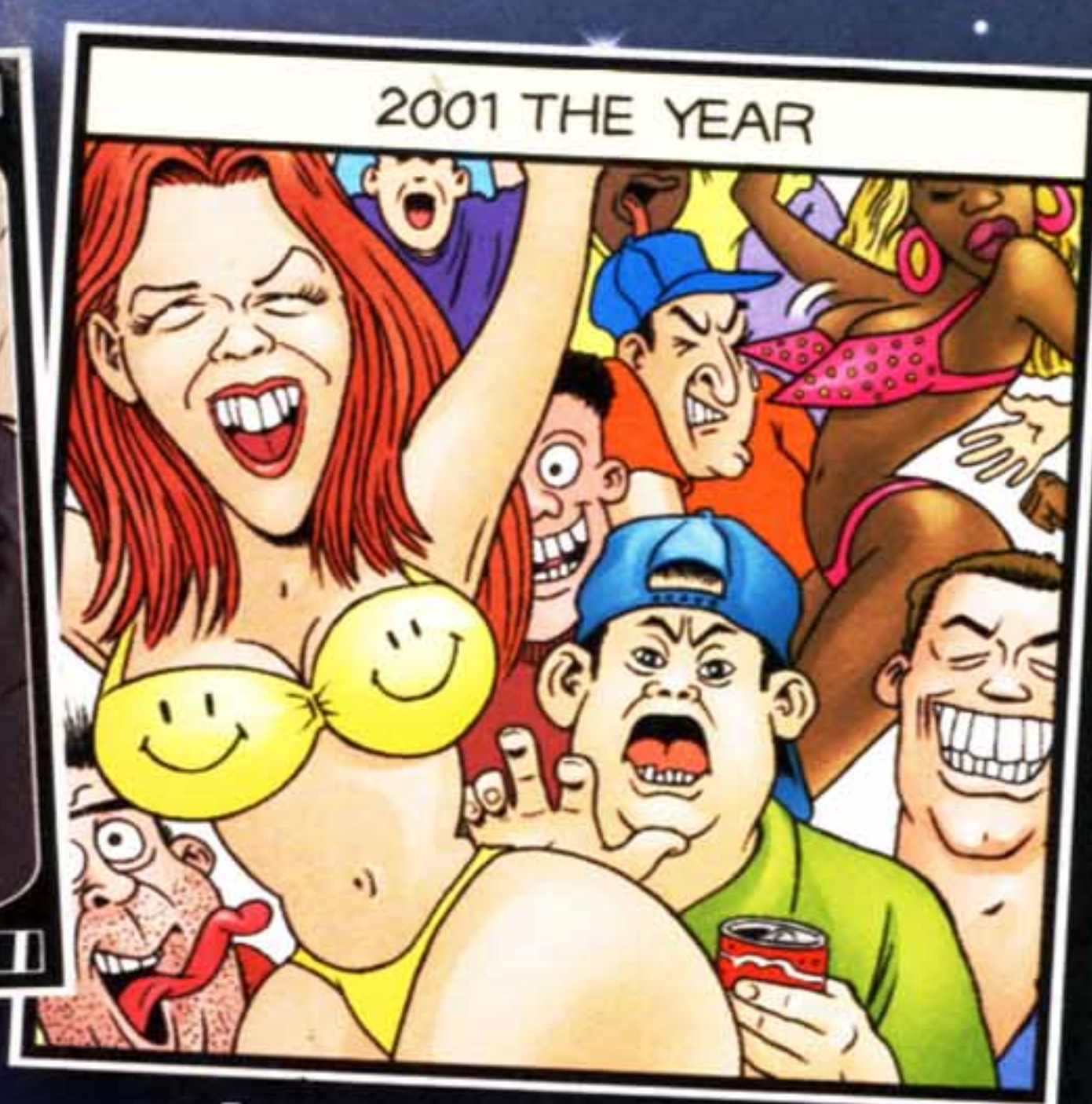
WHAT THE FILM 2001 PREDICTED

WHAT THE YEAR 2001 DELIVERED

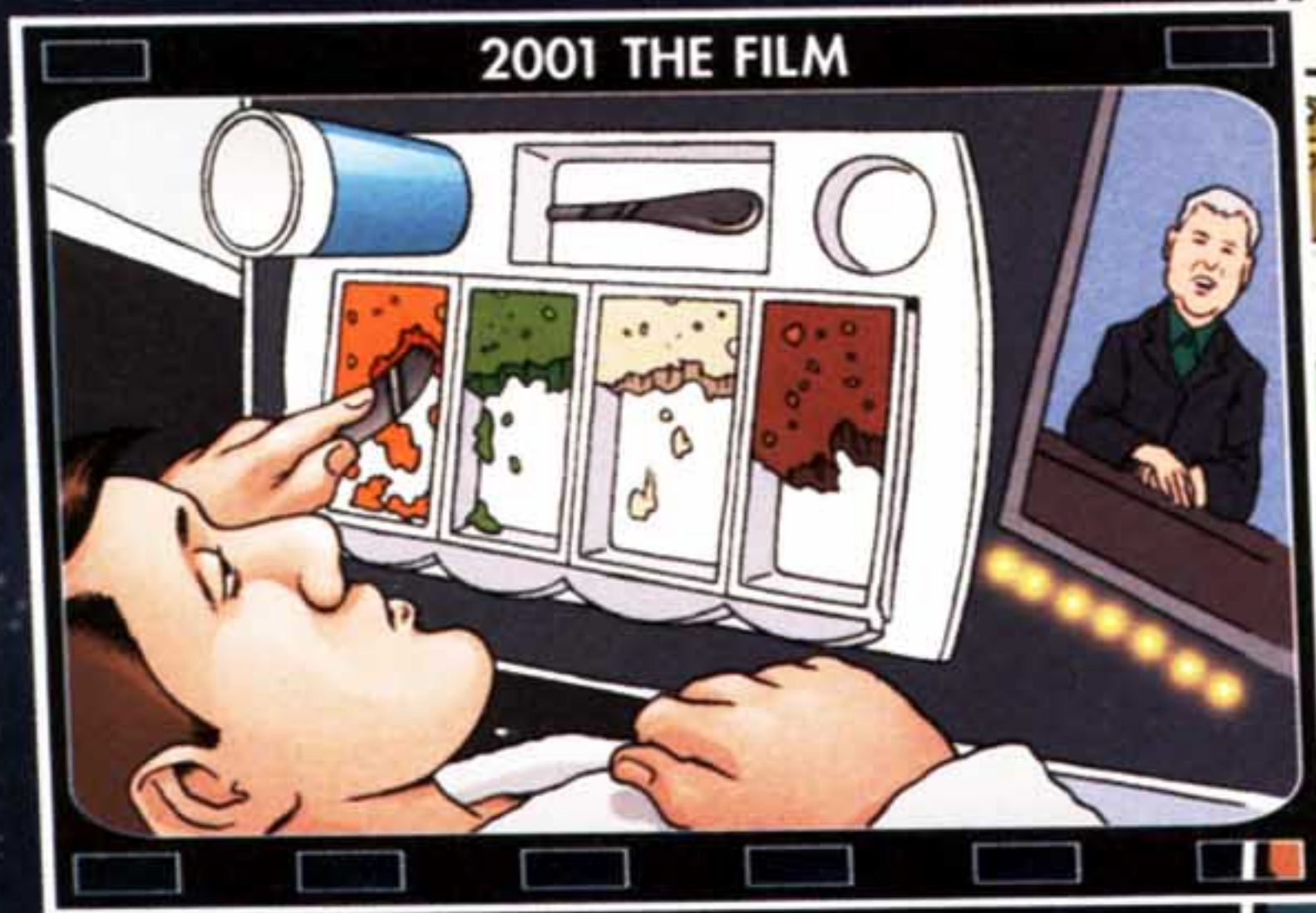
Actually



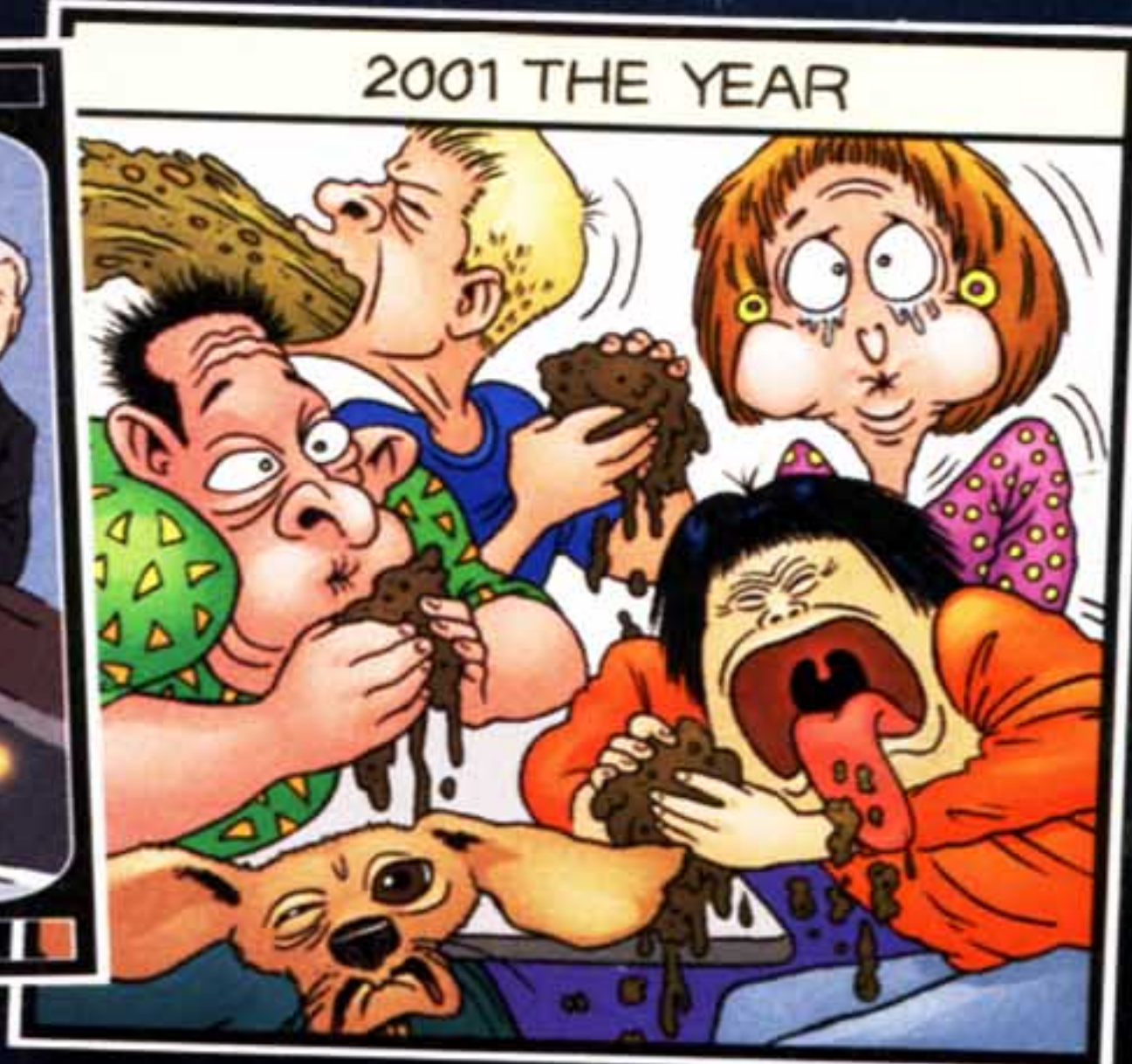
UNDENIABLE EVIDENCE THAT WE HAVE EVOLVED FROM PRIMATES



THE STUDIO AUDIENCE OF *THE MAN SHOW*



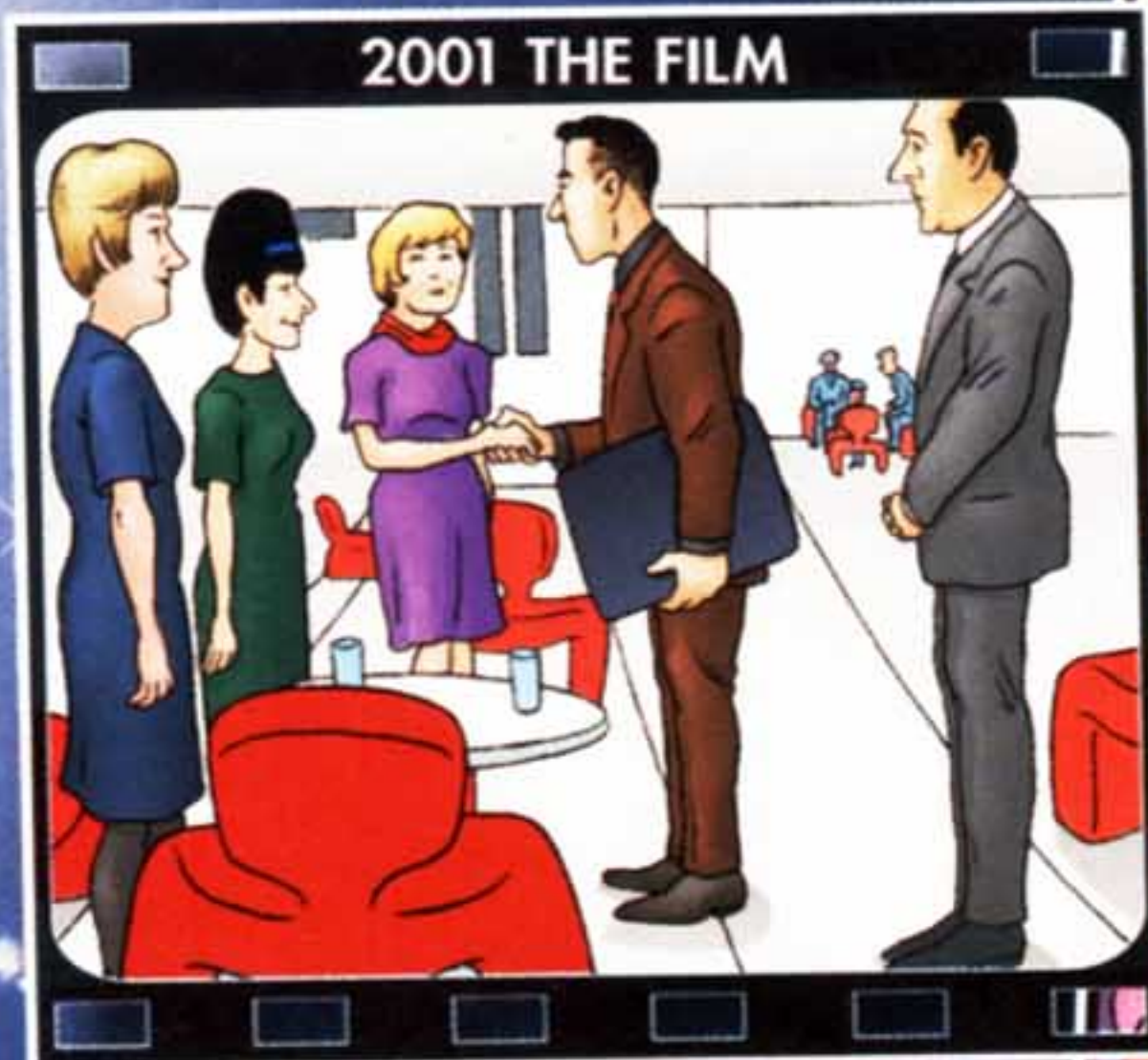
TASTELESS, SYNTHETIC FOOD



TACO BELL CHALUPAS

WHAT THE FILM 2001 PREDICTED

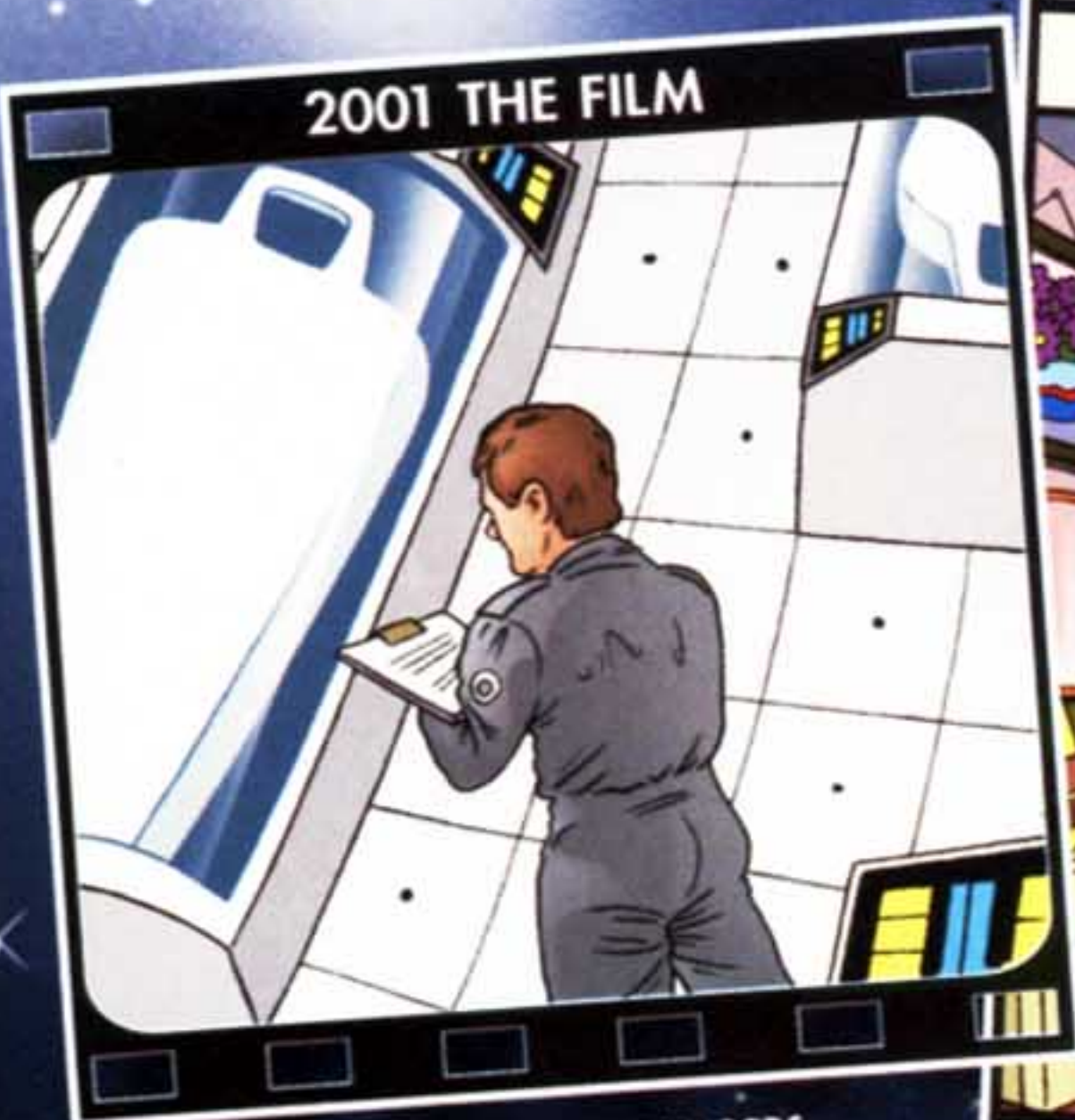
WHAT THE YEAR 2001 Actually DELIVERED



A WORLD IN WHICH MINORITIES DON'T EXIST



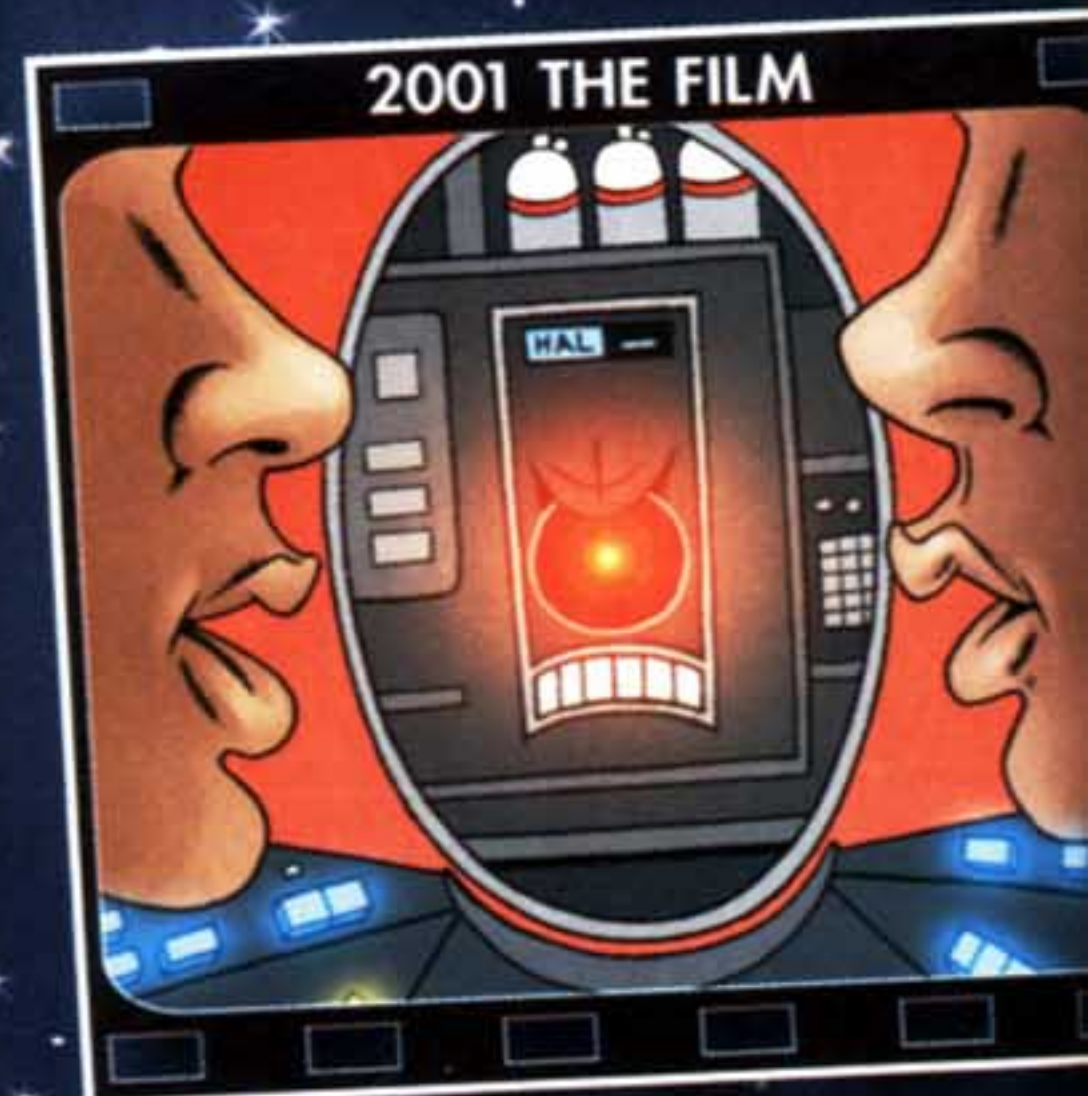
NBC'S THURSDAY NIGHT LINEUP



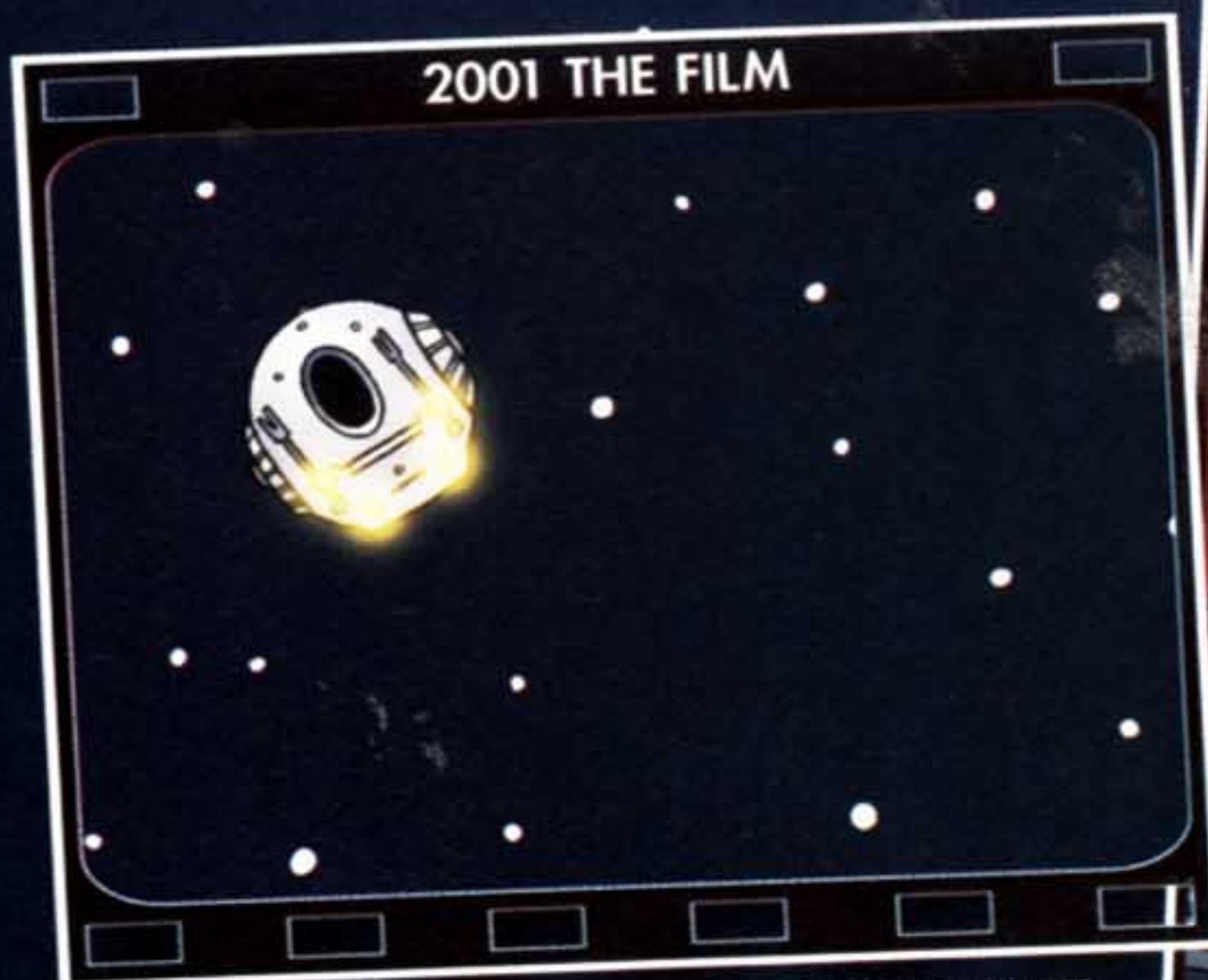
TINY CRYOGENIC SLEEPING PODS



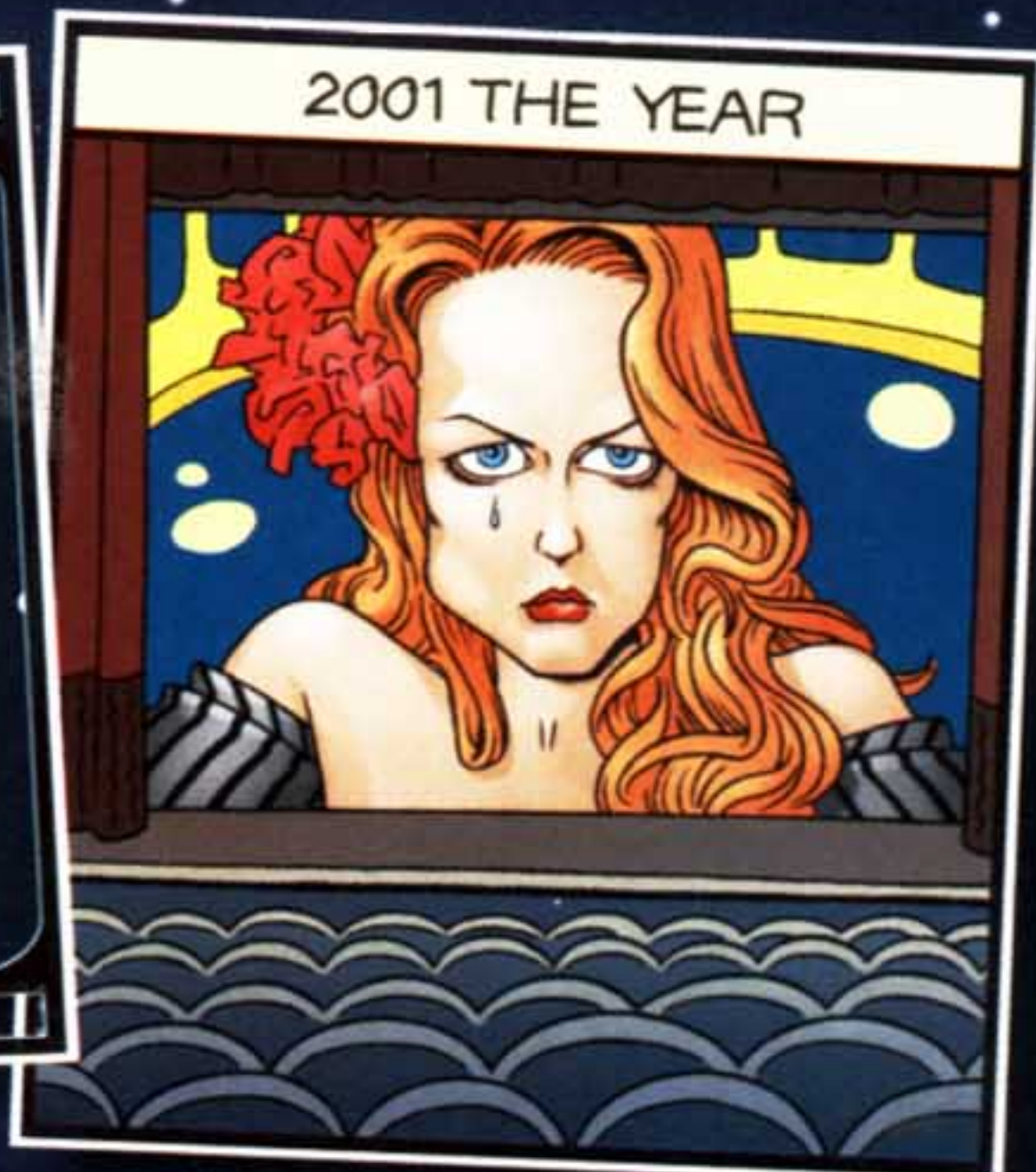
HOLIDAY INN EXPRESS



THE RISE OF EVIL, VENGEFUL COMPUTERS



DARK, VAST SPACES TOTALLY DEVOID OF ANY HUMAN LIFE



THEATERS SHOWING *MOULIN ROUGE*

2001 THE FILM



AN INEXPLICABLE CATASTROPHE ENDING AN ILL-FATED MISSION.

2001 THE YEAR



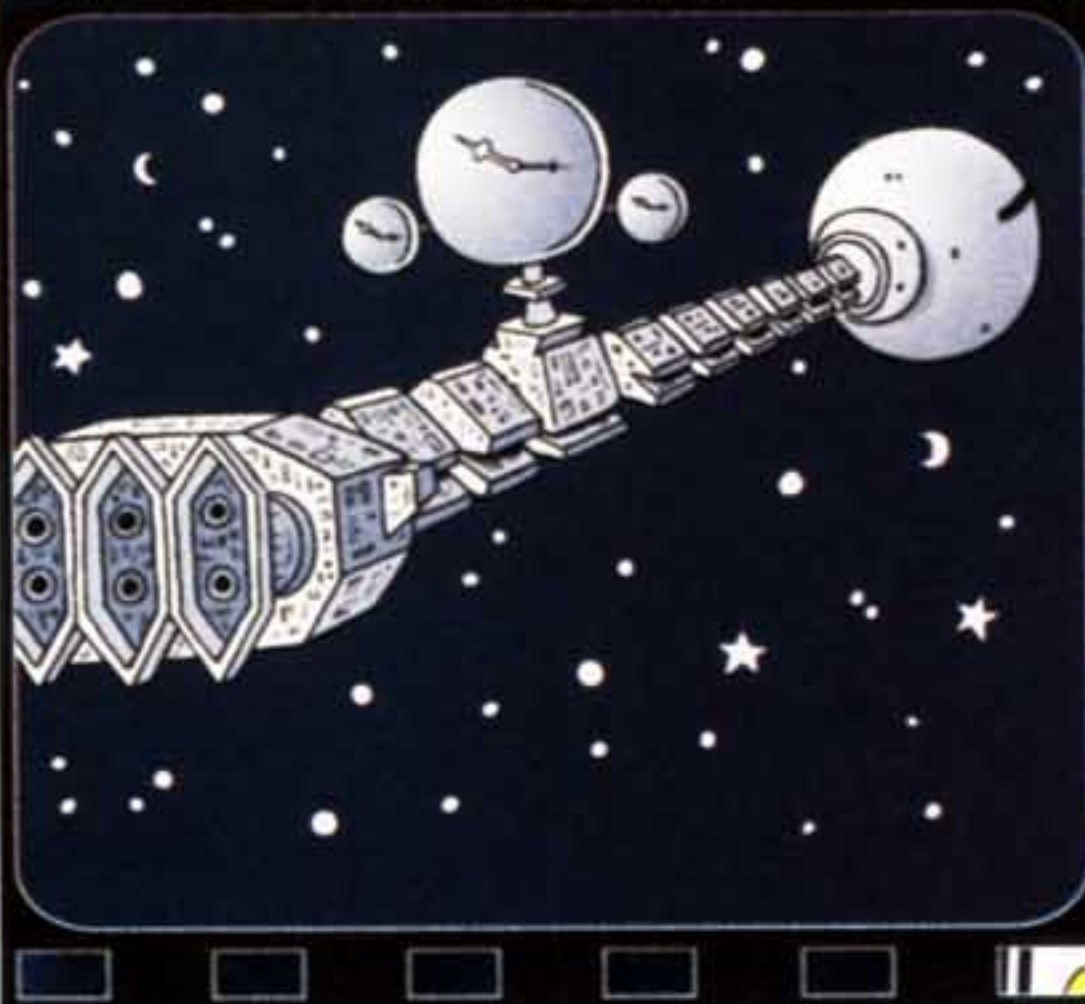
THE XFL'S CHAMPIONSHIP "MILLION DOLLAR GAME"

2001 THE YEAR



MICROSOFT

2001 THE FILM



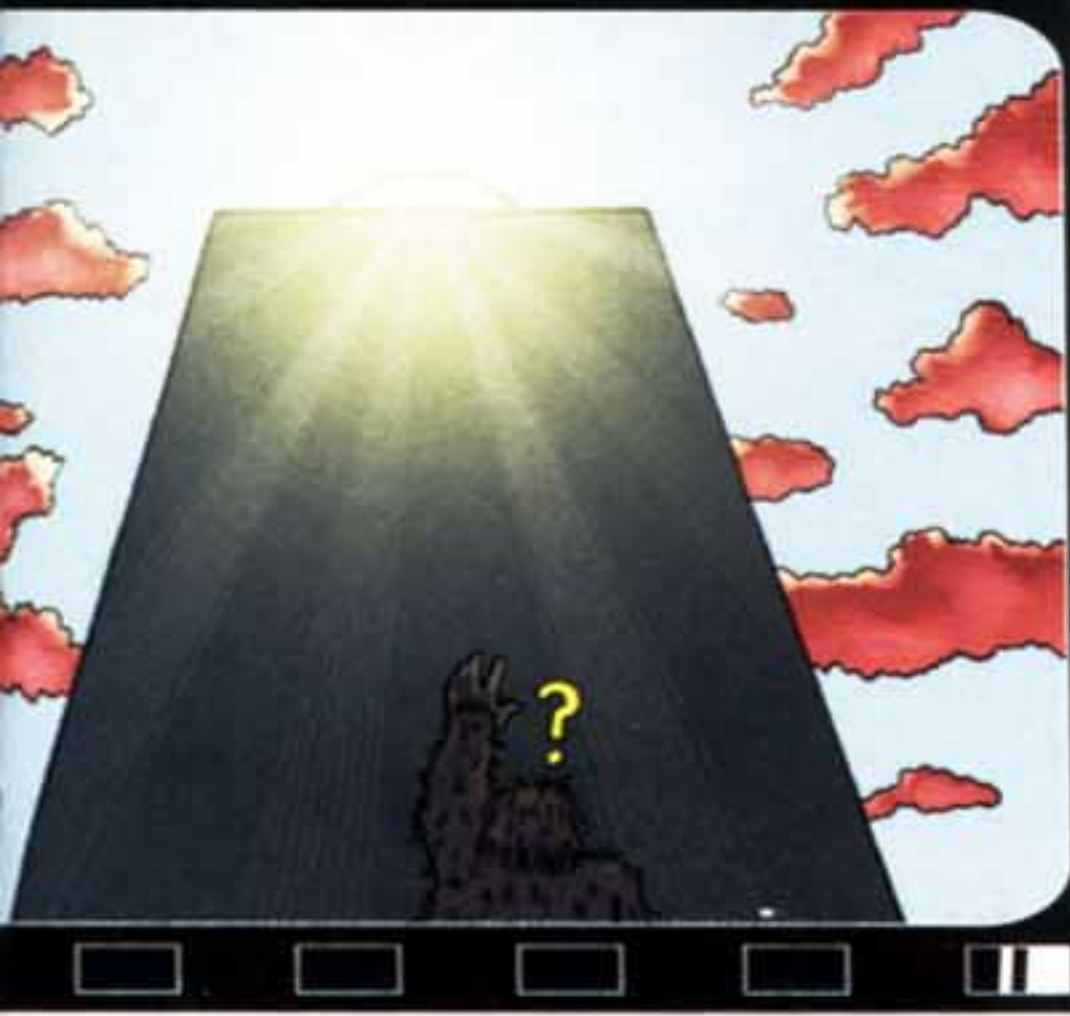
AN ASTONISHING FEAT OF ENGINEERING BRILLIANCE

2001 THE YEAR



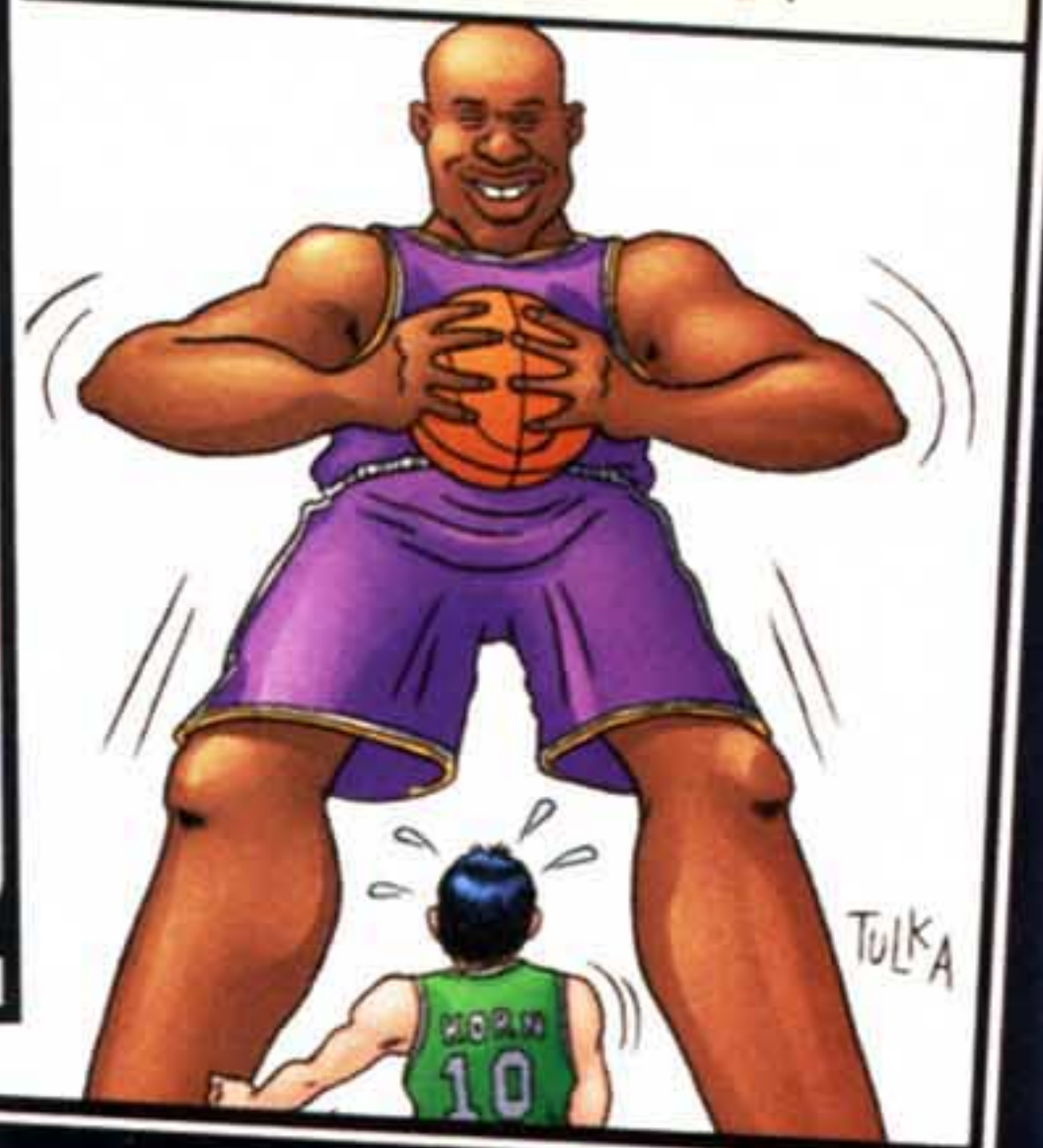
BIG MOUTH BILLY BASS

2001 THE FILM



A HUGE, PERPLEXING BLACK THING

2001 THE YEAR



SHAQUILLE O'NEAL



THE PET PEDDLER

**YOUR ONE-STOP SOURCE FOR ADOPTING THE ANIMALS
OTHER PEOPLE EVENTUALLY GOT SICK OF**



IRISH SETTER, 23 No need to care for him 24/7, since he tends to wander off for days at a time. Not much of a "pet," really. Answers to the name of "Get your butt off the couch, you worthless mongrel." 555-4567



POT-BELLIED PYTHON, 6 We don't know what sort of pet is in his stomach, but we will throw it in for free! 555-6294.



JACK RUSSELL TERRIER, 5 Can do an amazing assortment of tricks: fetch ball, roll over, make Statue of Liberty disappear, etc. 555-0033

LORIKEET, WAS 15 Excellent taxi-dermy job. Makes no mess, doesn't squawk at night. Great for recreating that Monty Python "Pet Shop" skit with your geek friends. 555-8008



HELPER CHIMP, 8 Has served the disabled for five years. Can prepare meals and operate a standard VCR (though, unfortunately, has great love for Steven Seagal films). Dabbles in playwriting, currently working on Shakespearean tragedy with 999 other chimp collaborators. 1-800-555-9008



FORMER LAB RAT, 2 Has five different types of cancer. Loves NutriSweet, aspartame, MSG. Must have chemo each week. 555-6954



FREE-RANGE LAWN FLAMINGO Sturdy aluminum, has had all shots and been spayed. Free to good home. 555-0011



RODEO BRONCO, 3 So your whining little daughter wants a pony, does she? She'll shut up real quick after a ride on Ol' Rowdy! 1-853-555-8000



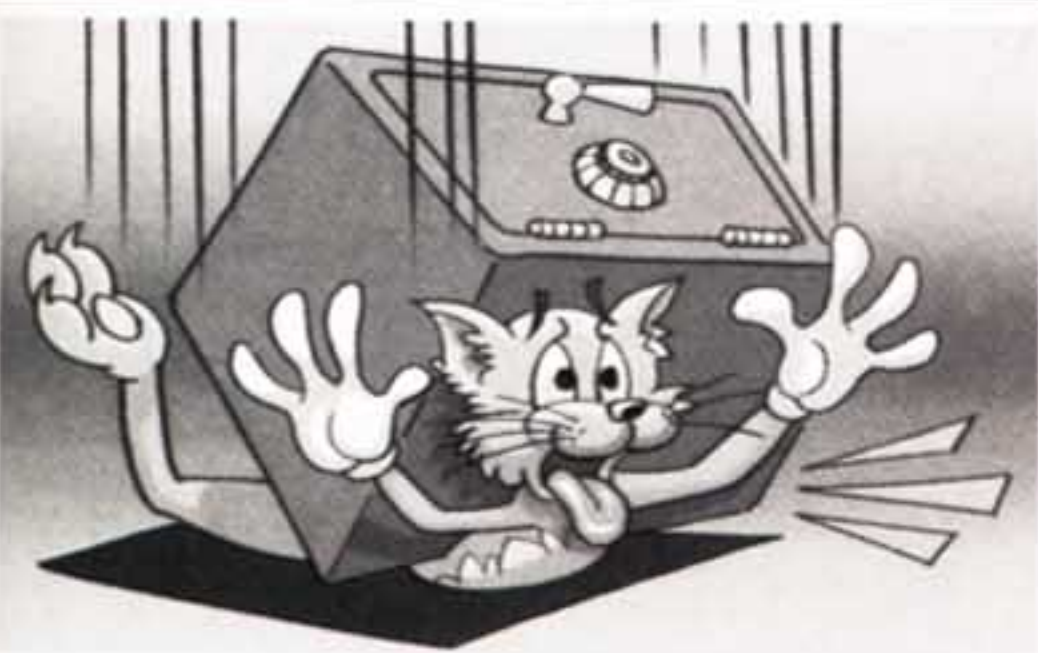
SHEEPDOG, 5 Loving and diligent. Favorite foods include mutton and lamb chops. 555-0345



COCKATIEL, 7 Highly intelligent, approx. 10,000 word vocab. Stubby can't actually *spe*ak any of the words, but he does know them. Trust me. 555-4381



PIGEON, 3-6ish Tri-colored (light gray, gray, and dark gray). Millions more where he came from, like in your backyard. That's not my problem...getting rid of this one is! (555) 800-9000



CARTOON CAT, 5 Can withstand dynamite, falling pianos and being pushed off cliffs. 1-500-555-1967 (Ask for Hanna or Barbera.)



SPONGE, 23 Bright red, a colorful addition to any aquarium. Also handy for wiping up minor spills. 555-0033



RHINO, 10 Toilet-trained, reasonably housebroken. Horn is artificial, because I ground up the real one to use as an aphrodisiac. I think it's working myself, but my wife begs to differ. 555-5798



UNTAMED PIT BULL, 5 Named "Fluffkins." Loves people, especially when they're smothered in ketchup. 555-0065

HALF-PARROT/HALF-VULTURE, 4 Affectionate, talks a lot, mostly about death. 555-2301

SMALL, YAPPING ANIMAL, 4 Yorkshire terrier, maybe ferret, or possibly a lemur. Very cute and loving, whatever it is. 555-6700



SEEING EYE GREYHOUND, 7 Perfect for the blind sprinter. 555-1800

URBAN LEGEND PET SHOP

COME IN FOR OUR OCTOBER SALE ON HARD-TO-FIND ANIMALS!




- Alligators found in sewers
- Rats thought at first to be Chihuahuas
- Pythons that came out of toilet bowls
- Jackalopes
- Spiders from beehive hairdos
- Poodles put in microwaves to dry off
- Cobras found in Persian rugs
- Gerbils of the stars...well, you know
- Cat who sucks the breath out of babies
- Doberman who choked on the hand of a burglar
- Earwig who entered person's ear and bored hole into brain




**LOCATED AT THE CORNER OF
SHERGOLD & HOOKHAND**



BALANCING AXED DEPT.

For years, TV executives were bombarded with complaints that their shows didn't feature enough Hispanics, Blacks, Asians, Gays or Disabled people — and, conversely, that they portrayed way too many middle-class White guys. Ever fearful of boycotts, TV execs immediately attempted to fix these inadequacies. We'll give them "E" for effort, but unfortunately, their work is far from done. If they're truly committed to presenting fair and balanced entertainment, let them start correcting some of the annoying imbalances we've found. Here's MAD's guide to...

UNDER- and

Gay people who aren't flaming, prancing and constantly alluding to their gayness in cheap double entendres 24/7...are **UNDER-REPRESENTED**



Trash-talking couples who think the best way to work out their differences is to go on *The Jerry Springer Show* and have a fist fight...are **OVER-REPRESENTED**



Pissed-off athletes who blame God when their team loses...are **UNDER-REPRESENTED**

Well thanks a lot, Mr. Almighty! What, were you too damn busy to make my field goal go six inches the other way? You can **FORGET** about my donation to the church repair fund this year!



"Wacky neighbors" and "zany co-workers"...are way, way, way **OVER-REPRESENTED**

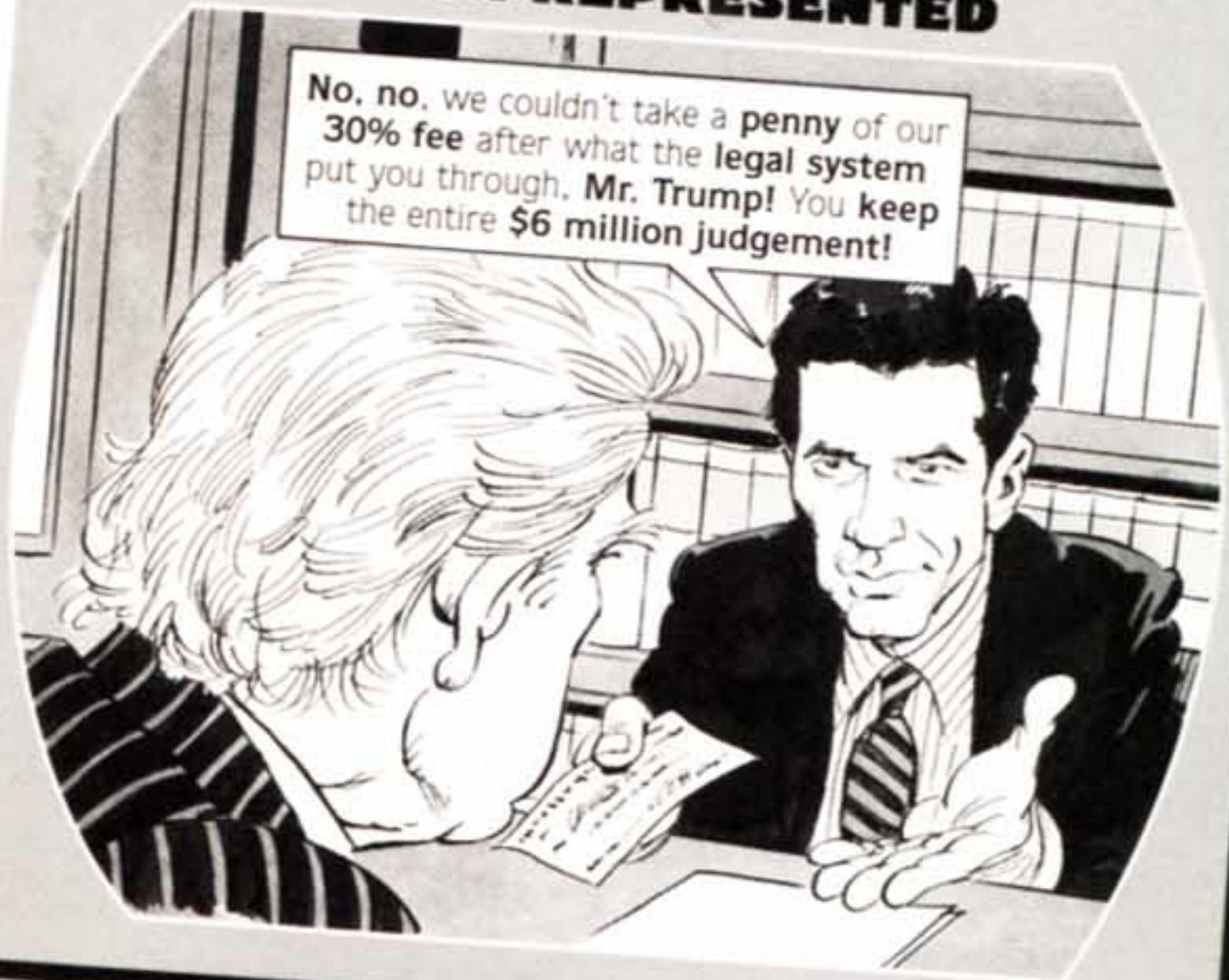


REPRESENTED OVER-REPRESENTED GROUPS *on* TV

Knucklehead guys in their twenties who put their own safety ahead of 12 seconds of "fame" on MTV...are **UNDER-REPRESENTED**



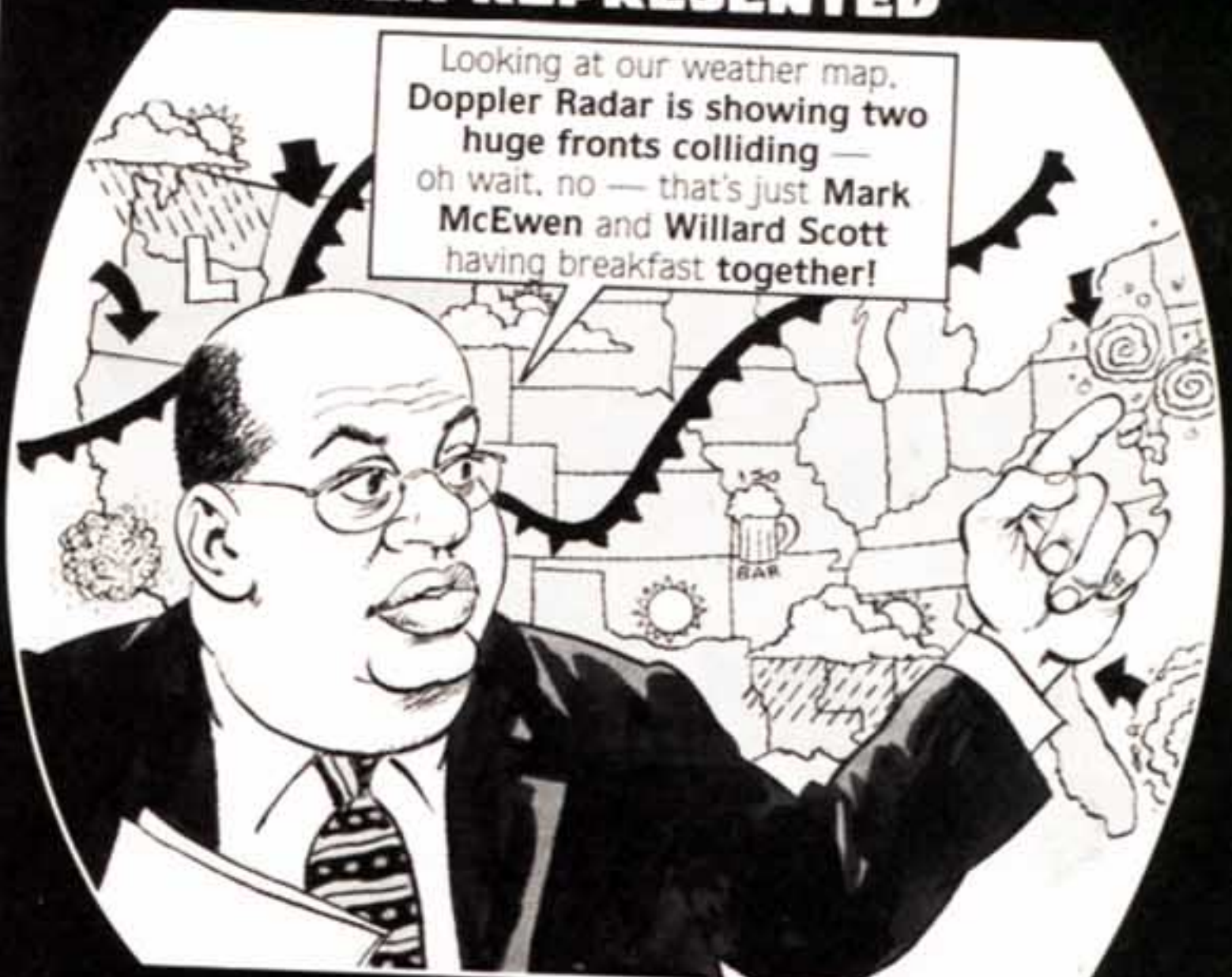
Lawyers who only care about getting justice for their clients and don't give a damn about lining their pockets with inflated legal fees...are **OVER-REPRESENTED**



WED mothers...are **UNDER-REPRESENTED**

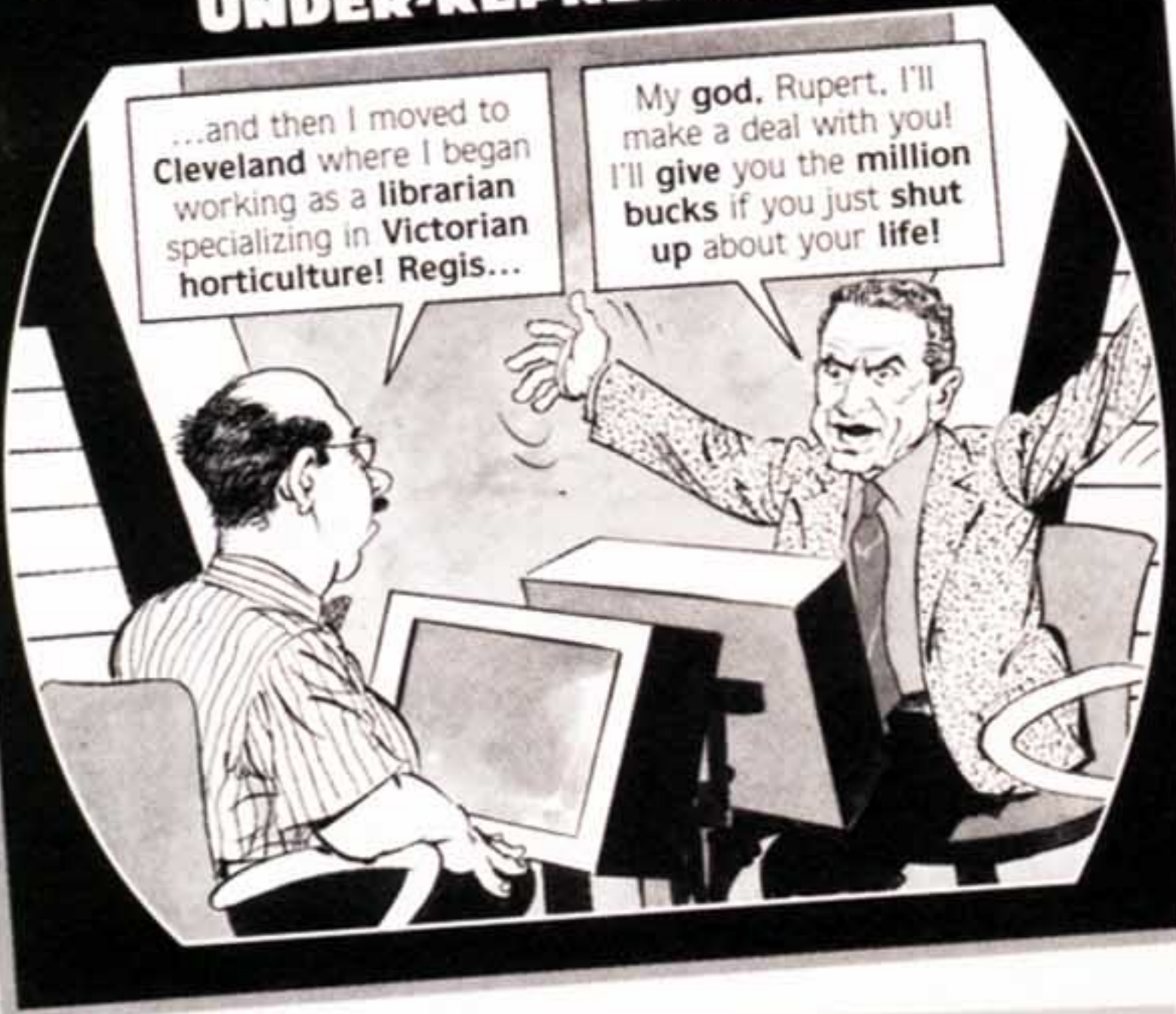


Weathermen so fat they can be seen on Doppler radar...are **OVER-REPRESENTED**



UNDER-REPRESENTED *and* OVER-REPRESENTED GROUPS on TV

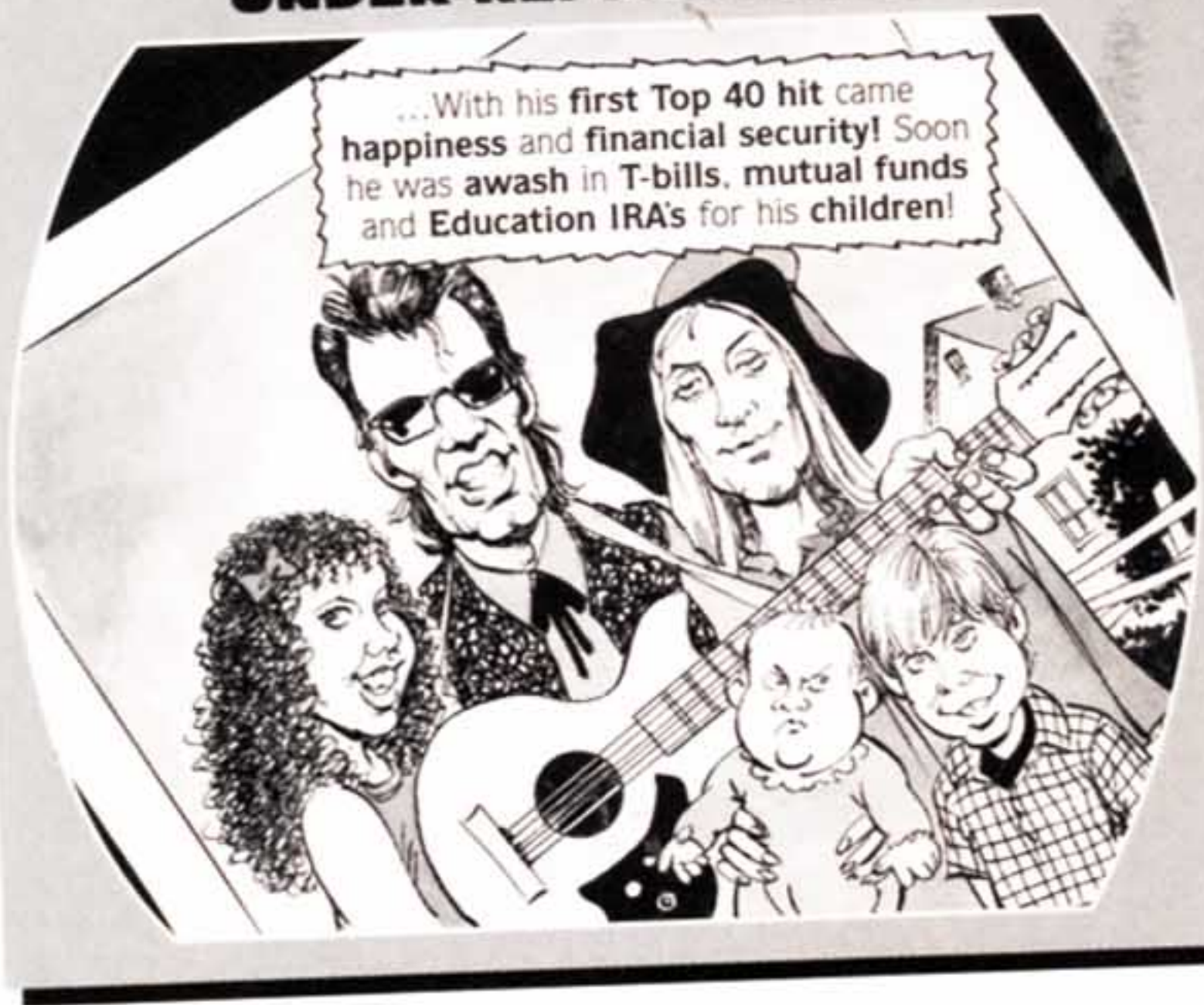
Contestants on *Who Wants To Be A Millionaire* with at least one friggin' interesting anecdote about themselves are...
UNDER-REPRESENTED



Angels imparting life lessons so syrupy you just want to puke...are
OVER-REPRESENTED



Former rock stars who were able to handle their first taste of success and didn't blow millions on cocaine, hookers and limos with swimming pools in them...are
UNDER-REPRESENTED



Teachers who genuinely care about their students' education and who aren't burnt out by low pay, shoddy classrooms and obnoxious parents...are
OVER-REPRESENTED



DARK ARENA

GAME BOY ADVANCE

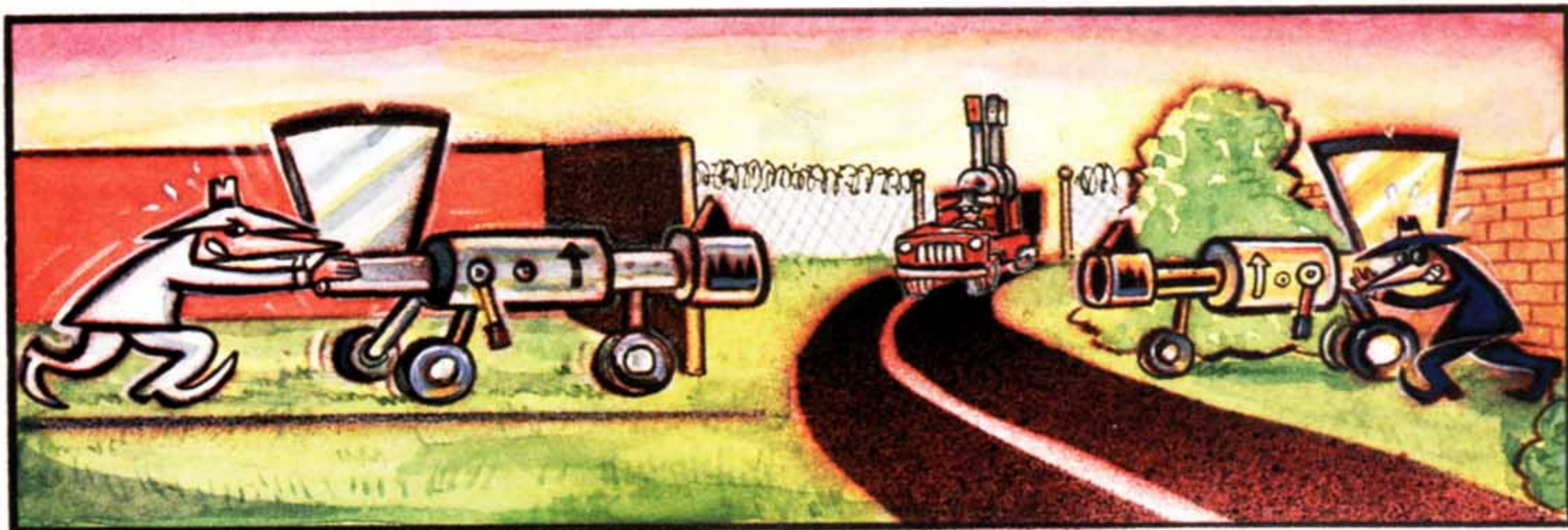
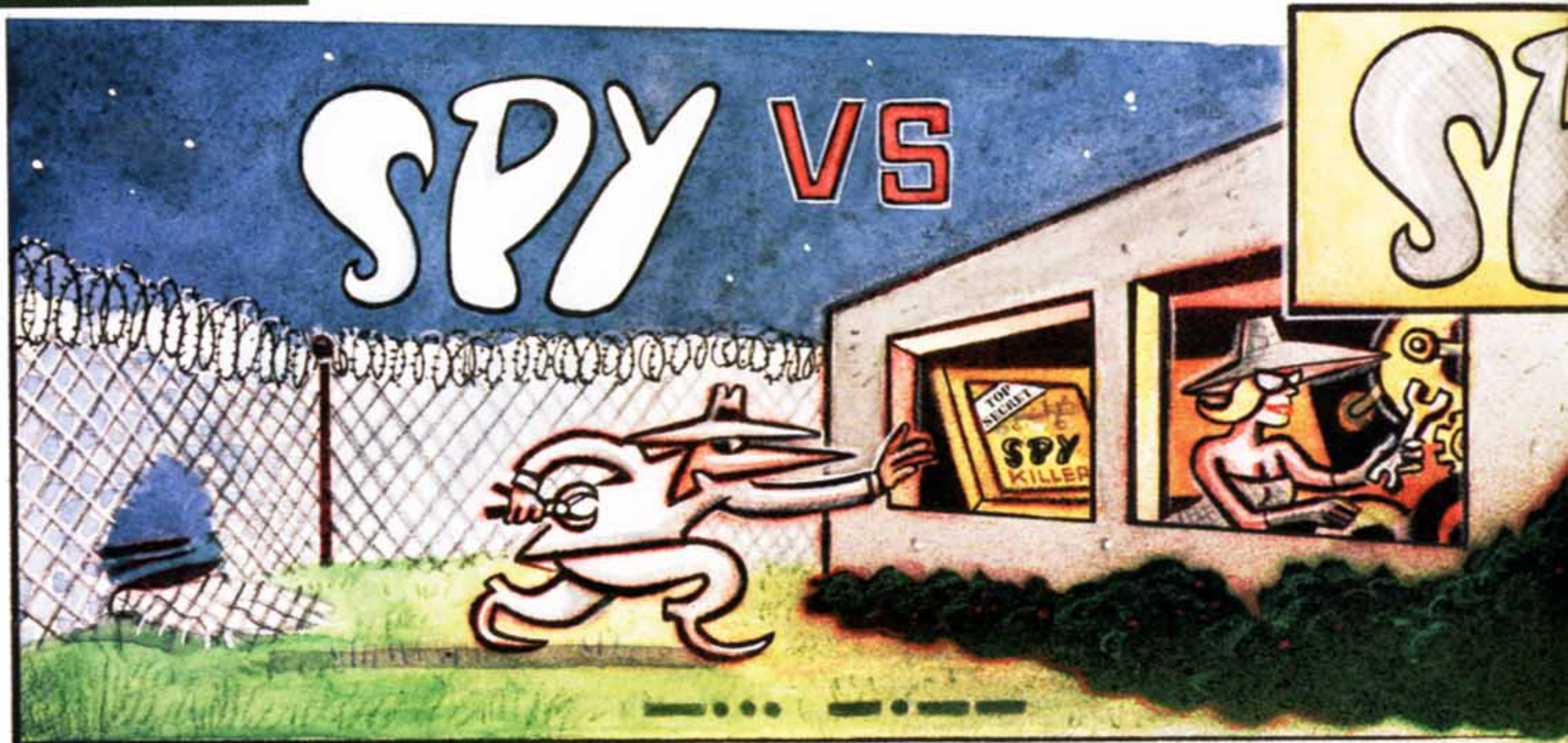


TEEN (13+)
VIOLENCE

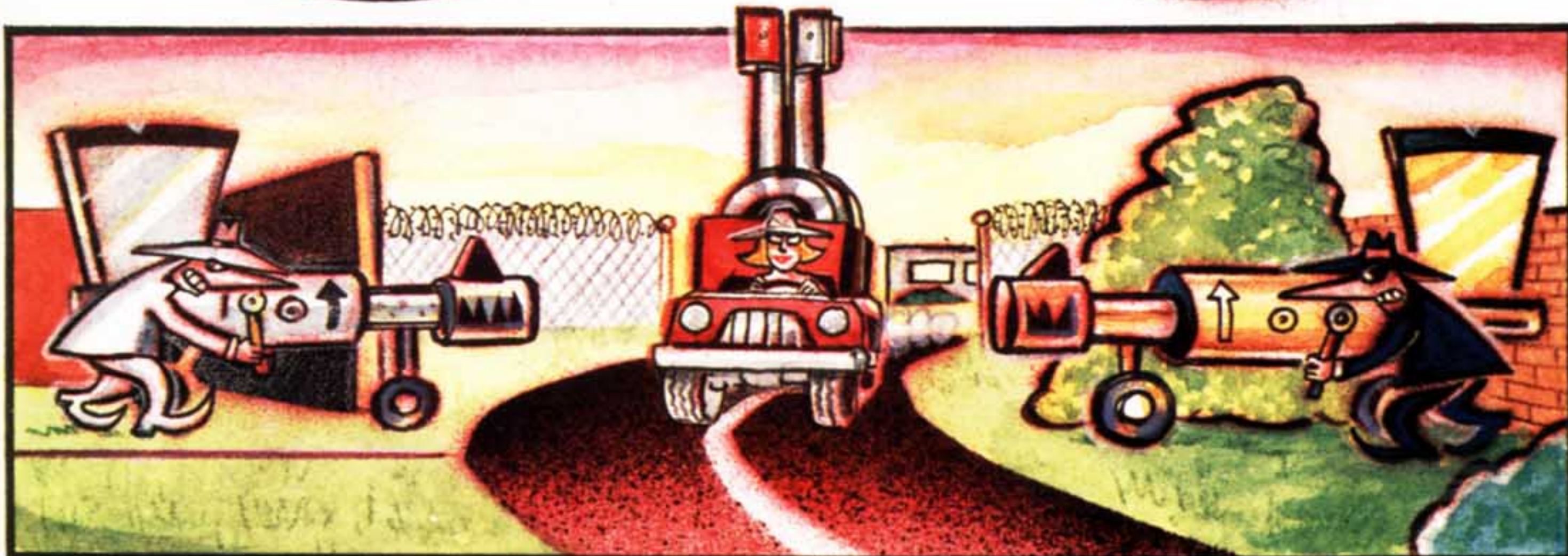


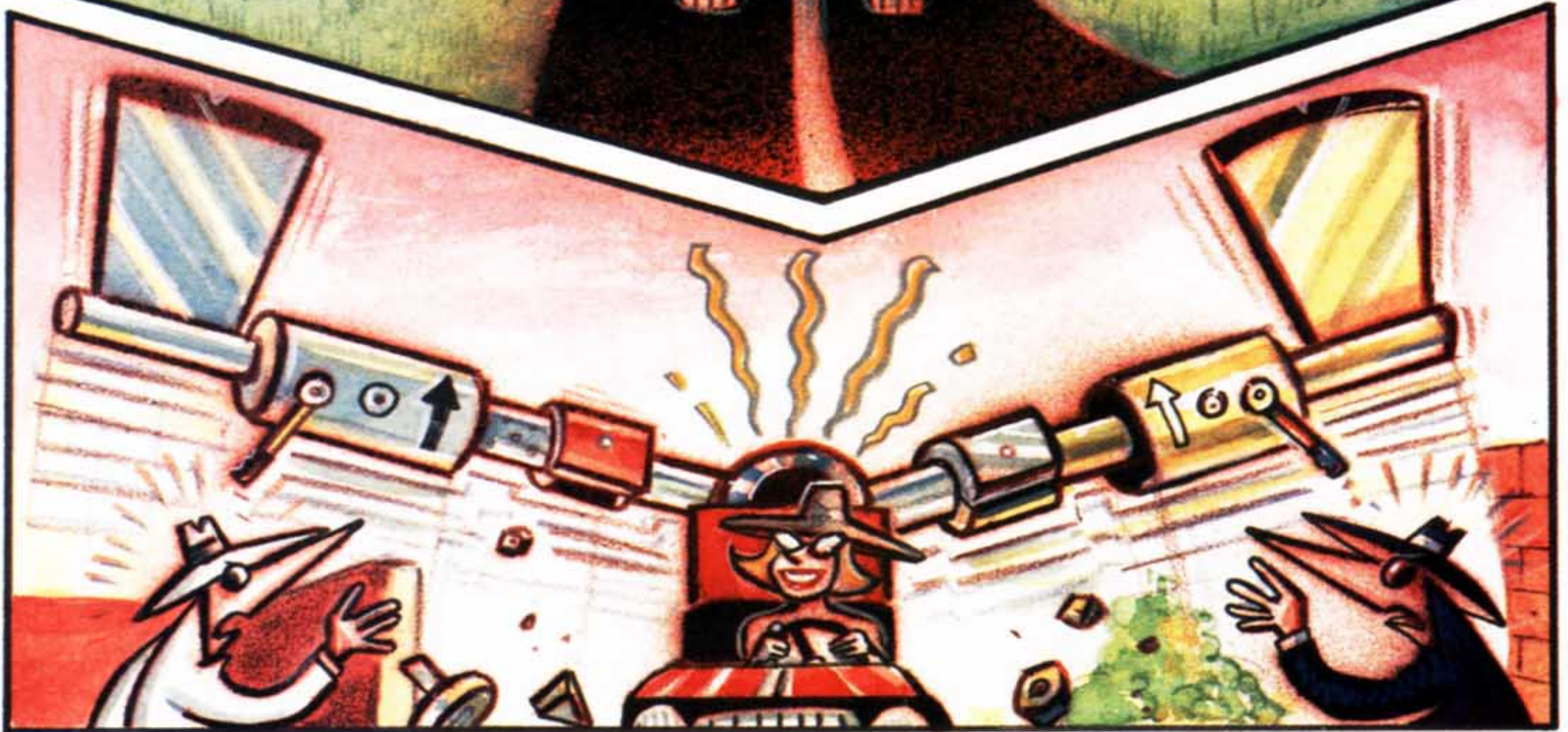
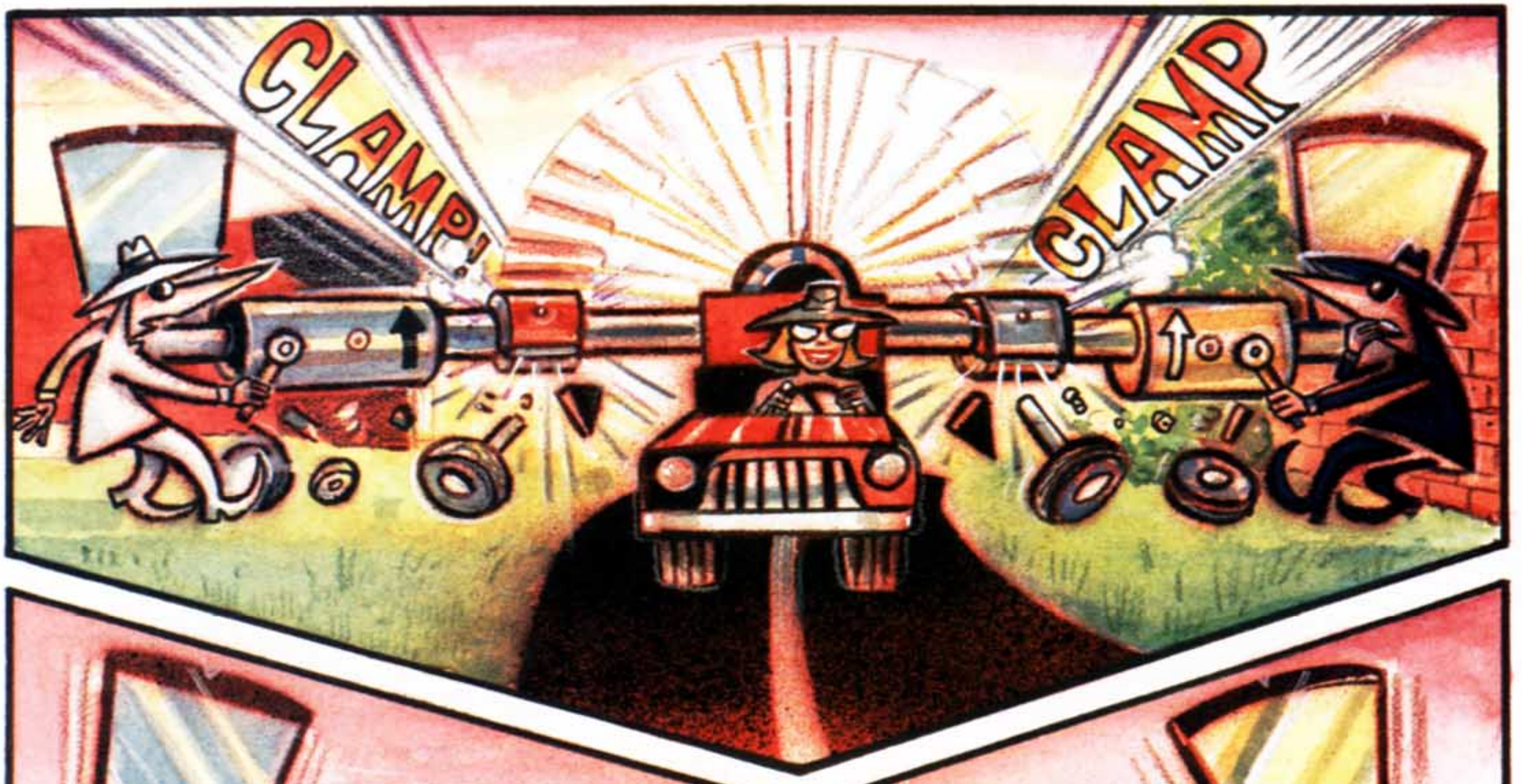
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ARTIST AND WRITER: PETER KUPER





YOU SHOULD ALWAYS, ALWAYS, ALWAYS WEAR A HELMET WHEN DRINKING CHOCOLATE MILK. RIDING A BIKE, TOO. MAT HOFFMAN ©2001 AMERICA'S DAIRY FARMERS AND MILK PROCESSORS



Great taste. Strong bones.
Why wouldn't you risk your neck for it?

got chocolate milk?



**LIKE MONEY IN
THE BLANKS DEPT.**

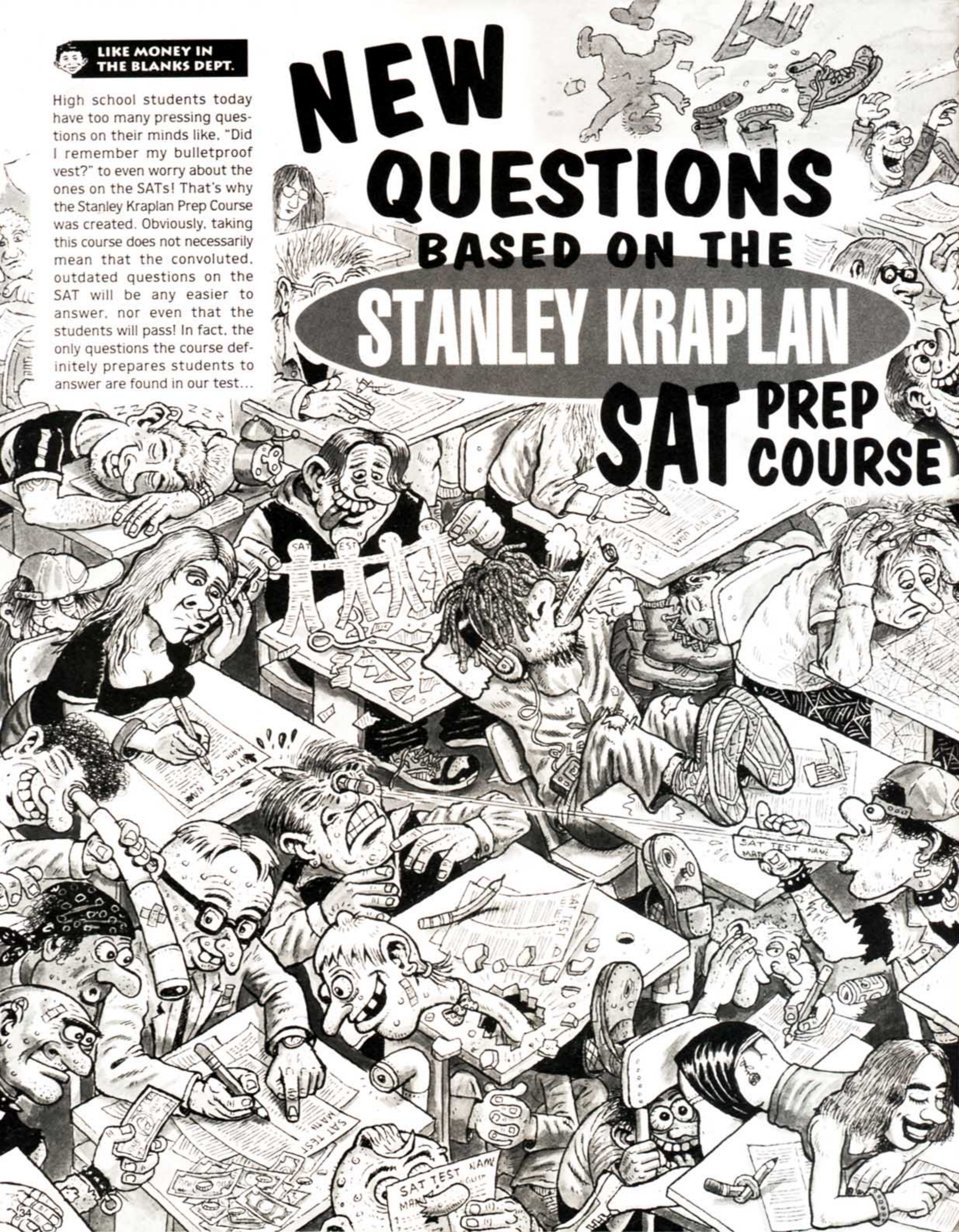
High school students today have too many pressing questions on their minds like, "Did I remember my bulletproof vest?" to even worry about the ones on the SATs! That's why the Stanley Kraplan Prep Course was created. Obviously, taking this course does not necessarily mean that the convoluted, outdated questions on the SAT will be any easier to answer, nor even that the students will pass! In fact, the only questions the course definitely prepares students to answer are found in our test...

NEW QUESTIONS

BASED ON THE

STANLEY KRAPLAN

**SAT PREP
COURSE**



MATH SECTION

1. If your parents paid \$1,500 for a ten-week Kraplan Prep Course and later discovered you could have learned the identical material from an SAT prep book available at your local bookstore for \$14.95, how much money have they wasted?

- (A) \$1,485.05
 (B) Enough so mom is forced to work the night shift at Wendy's.
 (C) $14^3 + \frac{64}{4} \left(\frac{6^2 \times 55.32}{3} \right) \div \sqrt{81}$
 (D) All of the above.

2. The Stanley Kraplan company collects \$1,500 per student for a ten-week course. To determine the profit the company is making on each course, you would need to know what piece of additional information?

- (A) Stanley Kraplan pays \$100 a month rent for a dingy basement classroom.
 (B) A minimum of 50 students is crammed into each classroom.
 (C) Instructors are paid 15 cents an hour above minimum wage to attract employees who might otherwise apply for a job at Burger King.
 (D) All of the above.

3. Tonight Brandon, a high school junior, needs to study Kraplan SAT vocabulary words for two hours, take a three-hour Kraplan practice exam, study for his Spanish midterm, and write a 15-page paper on the Cold War. If it's already midnight and Brandon needs to be at school by 8:30 a.m., which of the following must be true:

- (A) To save time, Brandon will download a paper on the Cold War directly off the Internet.
 (B) Brandon will fail his Spanish midterm again, this time causing him to flunk out of high school — so it really won't matter what he gets on his SATs anyway.
 (C) Brandon will fall asleep during tomorrow's three-hour Kraplan session, which he does even after getting a full eight hours of sleep.
 (D) All of the above.

READING COMPREHENSION SECTION

Read the following passage and answer the questions:

Chances are that after you've slogged through four years of college and racked up 150 grand in debt, you still won't have any marketable skills. This means you'll move back in with your tremendously pissed-off parents who will badger you every moment of your waking life to "Get a job!" Soon they will start charging you rent to live in your very own bedroom. The only way to escape this miserable fate will be to attend graduate school. There are many types of graduate school: Law School, Medical School, Business School and others. All of them take years to complete and put you even further into debt due to sky-high tuition bills. They all require you to take another long and boring test just like the SAT. But don't worry! Stanley Kraplan offers helpful prep courses for those tests, too!

1. The main idea of this passage is:

- (A) Attending graduate school is a great idea since it allows you to pay the Stanley Kraplan company another 1,500 bucks.
 (B) Stanley Kraplan is a humanitarian organization dedicated to turning losers living at home with their parents into highly paid professionals like doctors and lawyers.
 (C) If you don't go to grad school you might end up like the minimum wage slaves who go around college campuses hanging up neon fliers for Stanley Kraplan Courses.
 (D) If you go to grad school, your career options will double: you'll be able to teach twice as many Kraplan Courses!

2. The most appropriate title for the above passage is:

- (A) Everything I Needed To Know I Learned From A Stanley Kraplan Course
 (B) Harry Potter And The Prisoner Of Stanley Kraplan Courses
 (C) "S" Is For Stanley Kraplan
 (D) Stanley Kraplan: Chicken Soup For The Perpetual Student
 (E) The Staggering Profits Of Stanley Kraplan

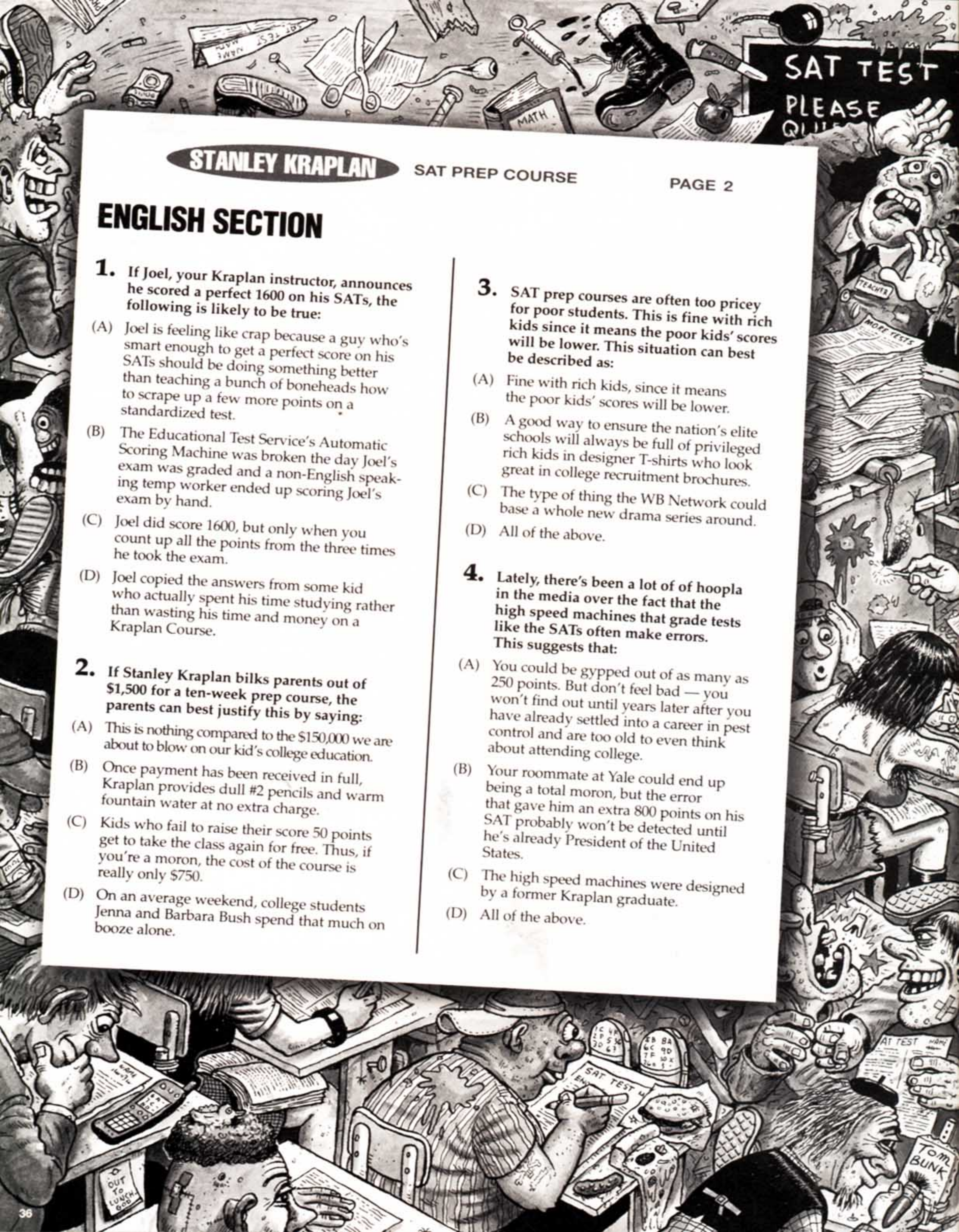
ARTIST: TOM BUNK

WRITER: AMY GILLET



ENGLISH SECTION

1. If Joel, your Kraplan instructor, announces he scored a perfect 1600 on his SATs, the following is likely to be true:
- (A) Joel is feeling like crap because a guy who's smart enough to get a perfect score on his SATs should be doing something better than teaching a bunch of boneheads how to scrape up a few more points on a standardized test.
 - (B) The Educational Test Service's Automatic Scoring Machine was broken the day Joel's exam was graded and a non-English speaking temp worker ended up scoring Joel's exam by hand.
 - (C) Joel did score 1600, but only when you count up all the points from the three times he took the exam.
 - (D) Joel copied the answers from some kid who actually spent his time studying rather than wasting his time and money on a Kraplan Course.
2. If Stanley Kraplan bilks parents out of \$1,500 for a ten-week prep course, the parents can best justify this by saying:
- (A) This is nothing compared to the \$150,000 we are about to blow on our kid's college education.
 - (B) Once payment has been received in full, Kraplan provides dull #2 pencils and warm fountain water at no extra charge.
 - (C) Kids who fail to raise their score 50 points get to take the class again for free. Thus, if you're a moron, the cost of the course is really only \$750.
 - (D) On an average weekend, college students Jenna and Barbara Bush spend that much on booze alone.
3. SAT prep courses are often too pricey for poor students. This is fine with rich kids since it means the poor kids' scores will be lower. This situation can best be described as:
- (A) Fine with rich kids, since it means the poor kids' scores will be lower.
 - (B) A good way to ensure the nation's elite schools will always be full of privileged rich kids in designer T-shirts who look great in college recruitment brochures.
 - (C) The type of thing the WB Network could base a whole new drama series around.
 - (D) All of the above.
4. Lately, there's been a lot of of hoopla in the media over the fact that the high speed machines that grade tests like the SATs often make errors. This suggests that:
- (A) You could be gypped out of as many as 250 points. But don't feel bad — you won't find out until years later after you have already settled into a career in pest control and are too old to even think about attending college.
 - (B) Your roommate at Yale could end up being a total moron, but the error that gave him an extra 800 points on his SAT probably won't be detected until he's already President of the United States.
 - (C) The high speed machines were designed by a former Kraplan graduate.
 - (D) All of the above.

SAT TEST
PLEASE
QUIET



www.techdeckdude.com

X-CONCEPTS PRESENTS

tank finger

skating private finger

the mission is a finger

A TECH DECK DUDE™ PRODUCT TANK FINGER IN "SKATING PRIVATE FINGER" MUSIC BY RAP MASTA THUMB EXECUTIVE PRODUCER KEVIN KNUCKLE DIRECTED BY DAVID FINGER

THIS PRODUCT NOT YET RATED

NOT AN ACTUAL MOVIE ADVERTISEMENT

X-CONCEPTS

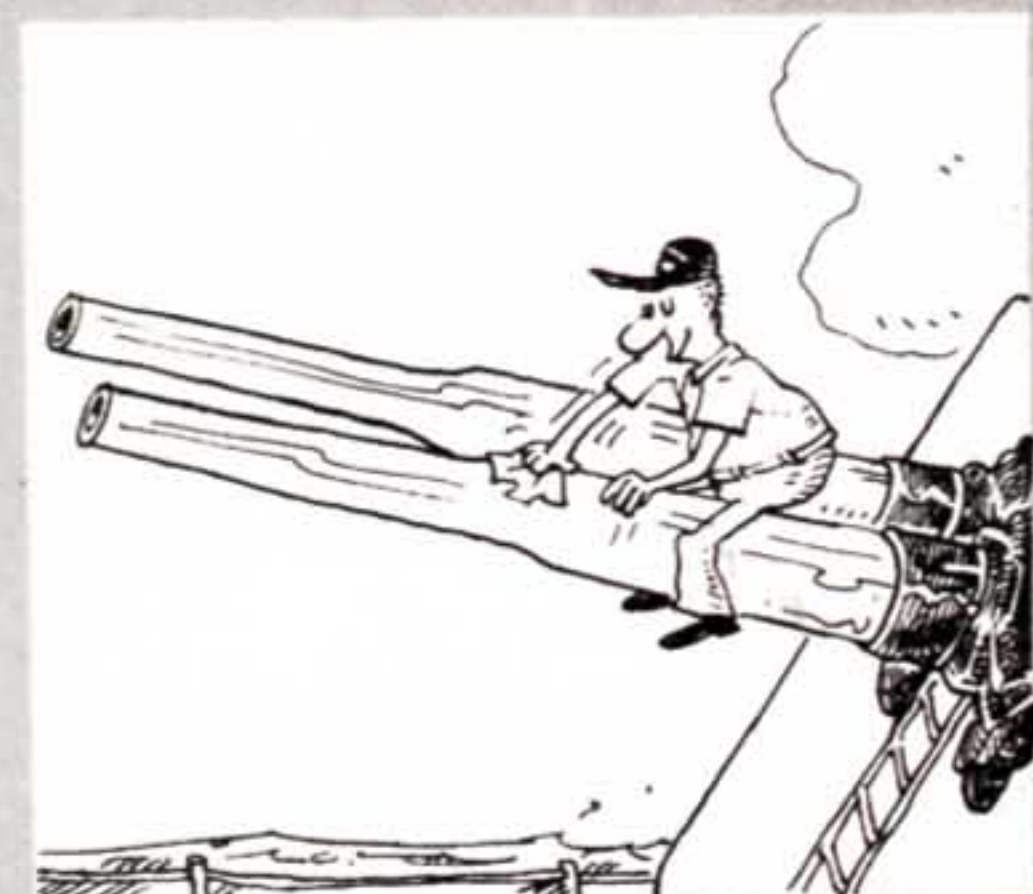
**COLLECT
THEM ALL**

LOOK FOR NEW DUDES COMING SOON

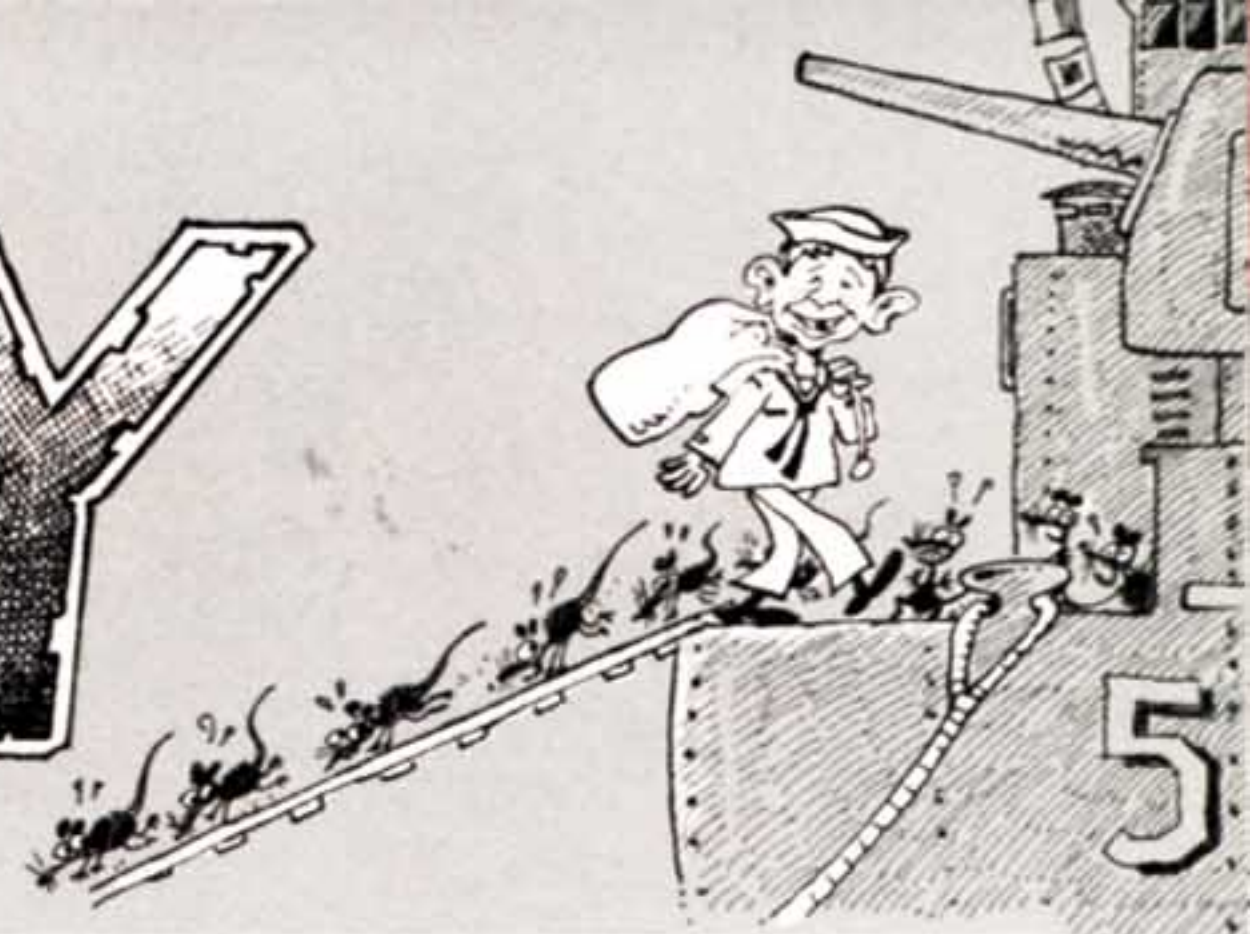


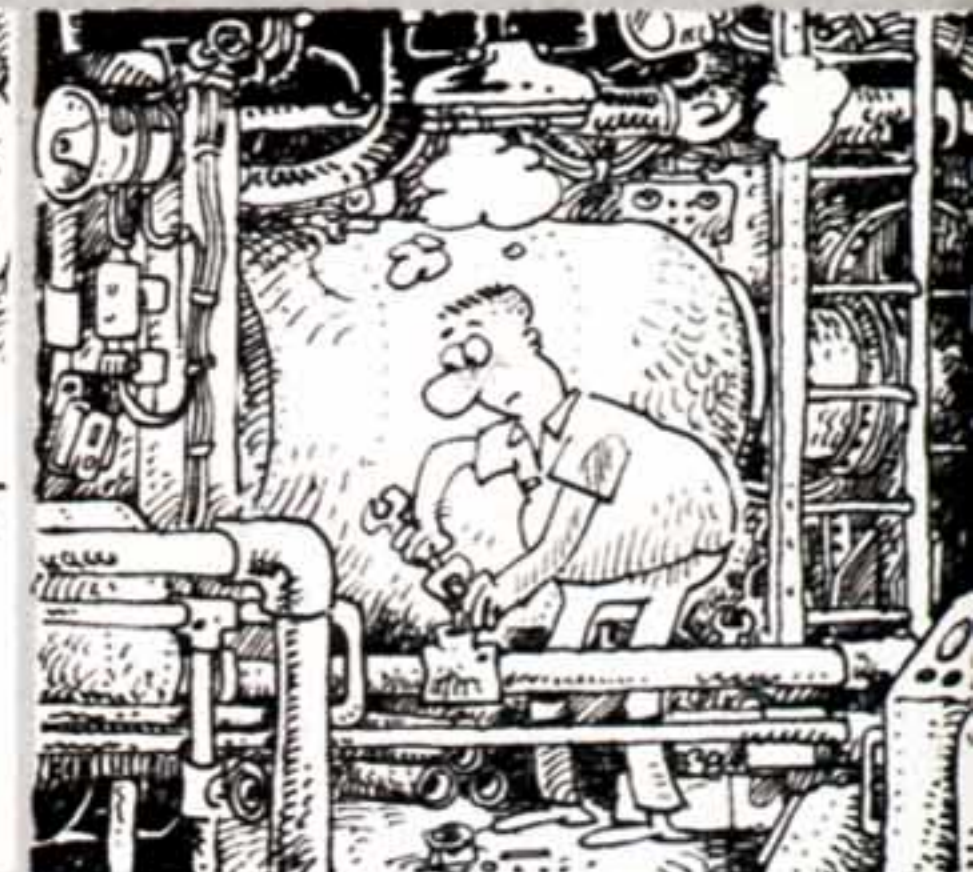
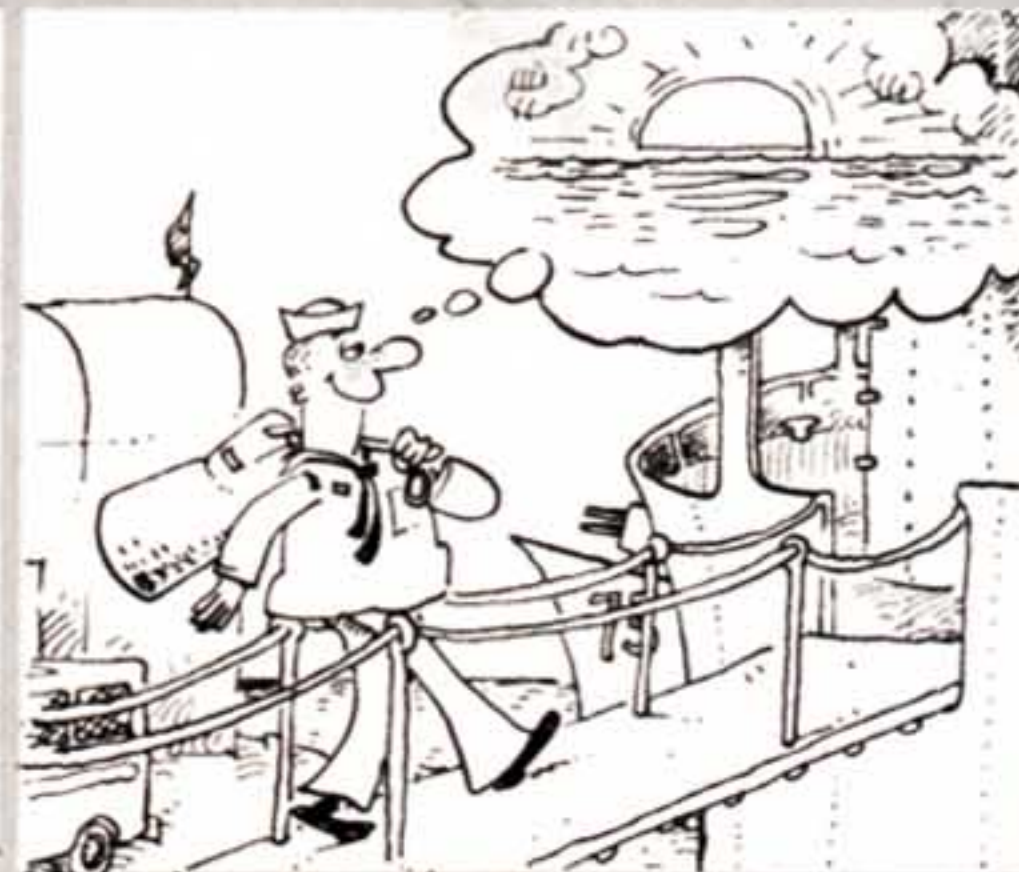
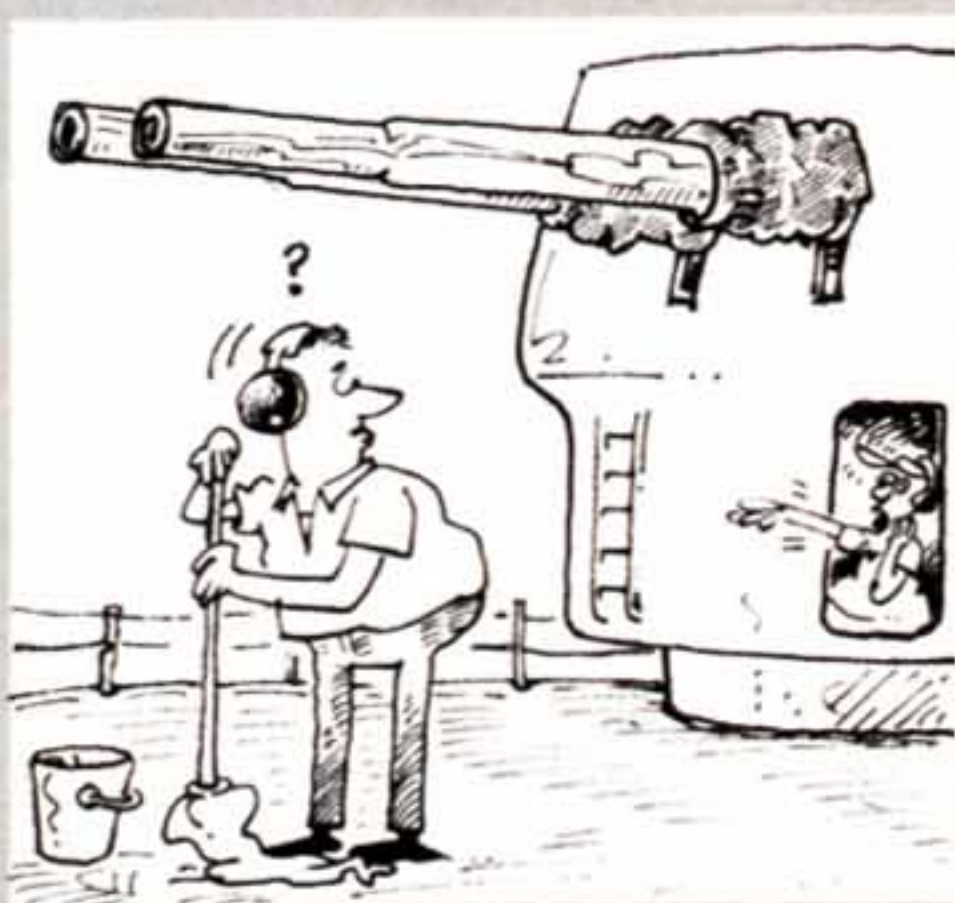


A MAD LOOK AT



THE NAVY









Every year, magazines like *Premiere* and *Entertainment Weekly* concoct their master lists of The 100 Most Powerful Figures in Show Biz. Which always makes us wonder, "Uhhh, what's the point?" Do we really need some hack staff writer's list to know that one phone call from Steven Spielberg would convince any studio to greenlight the label on the side of a jar of Ragu? Does Tom Hanks cry out in horror if he "slips" from #7 to #9? And considering that 90 of this year's 100 names are the same names as last year, who cares? Instead of informing us that Julia Roberts is the #1 actress, why can't they tell us something we don't know...like, who's the #200,001 actress? They'll never do it, though. It takes losers like us to tell losers like you about the Hollywood losers who are...

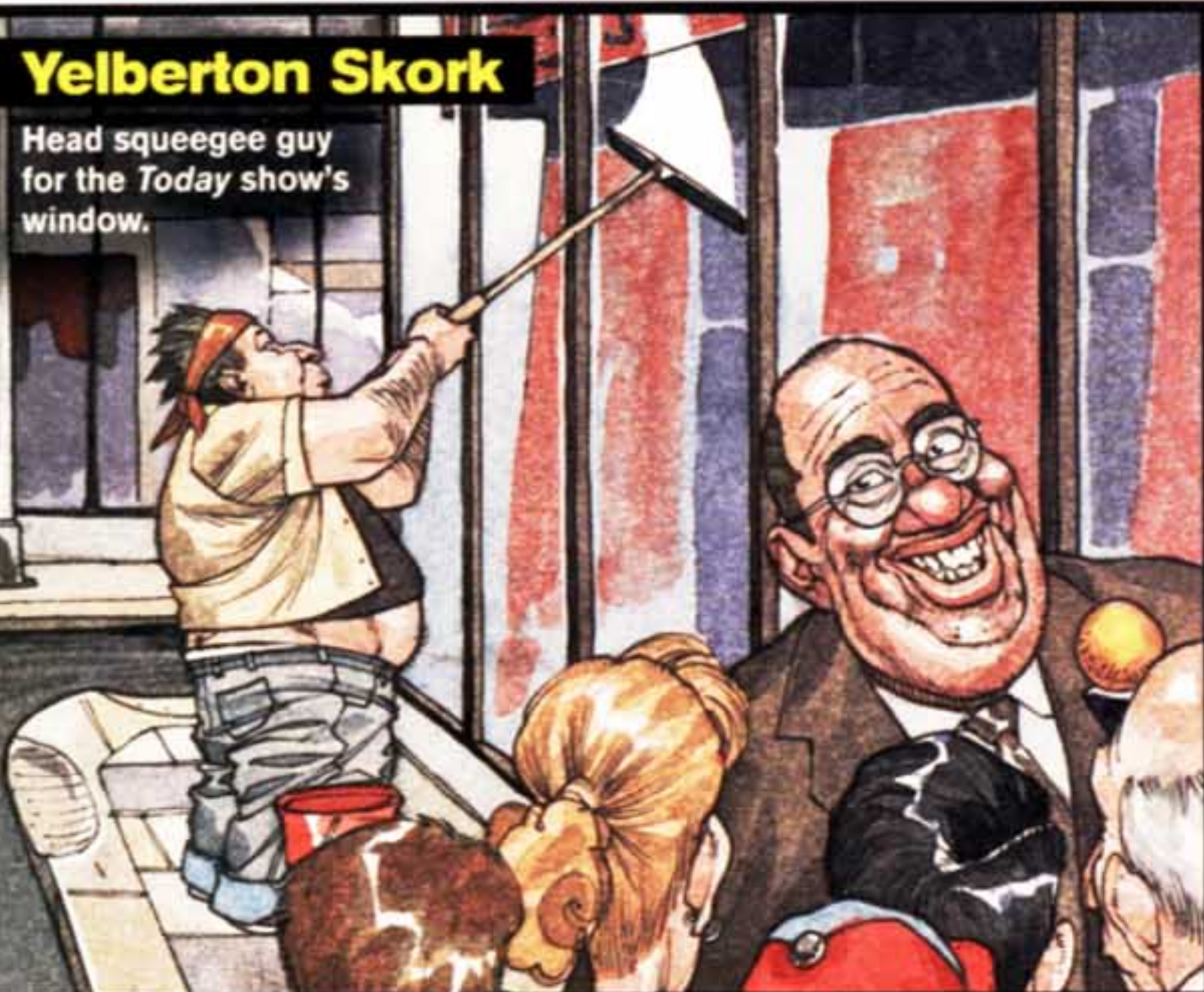
THE 25 LEAST POWERFUL PEOPLE IN SHOW BUSINESS

ARTIST: HERMANN MEJIA

WRITER: DESMOND DEVLIN

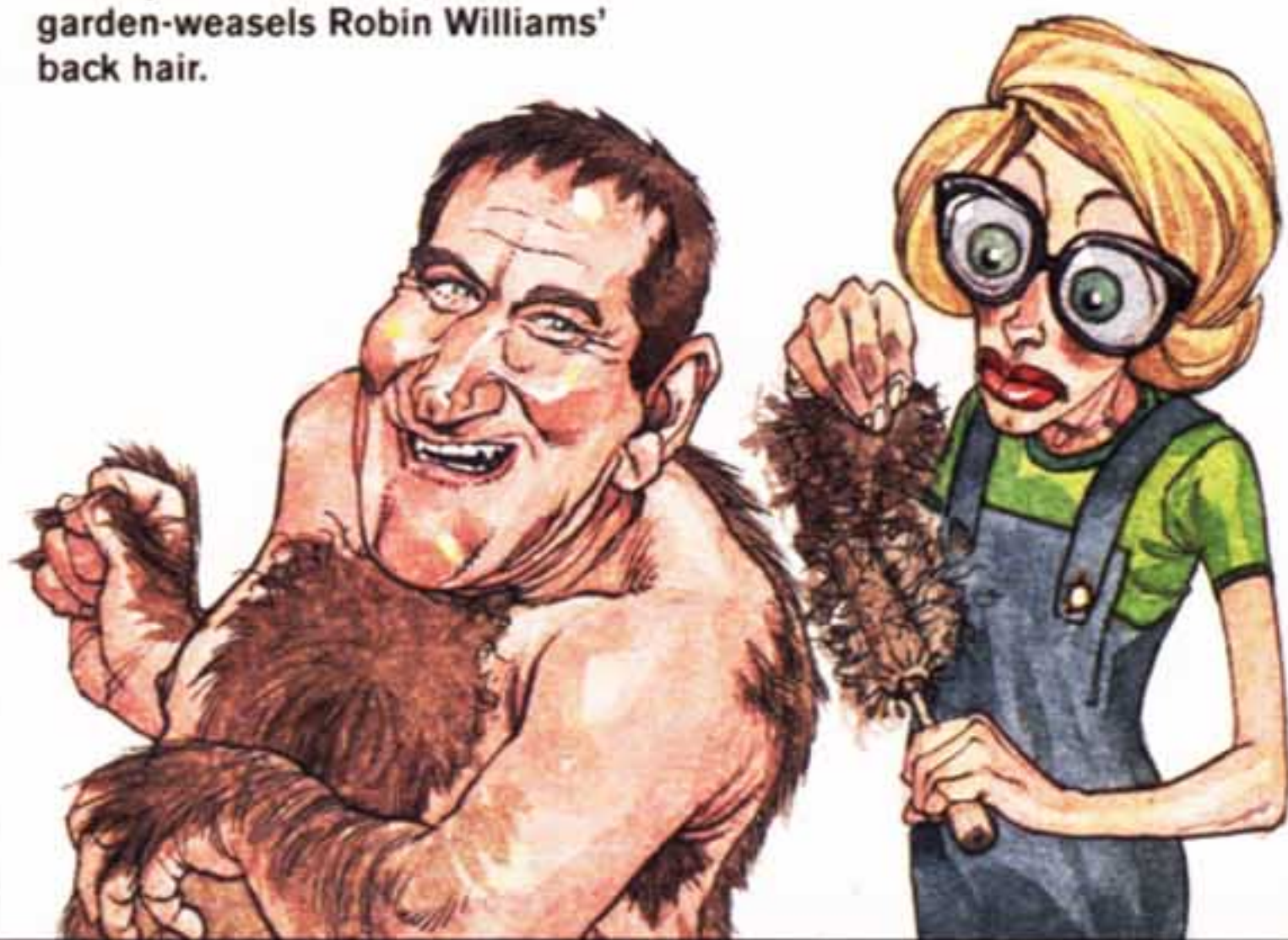
Yelberton Skork

Head squeegee guy for the *Today* show's window.



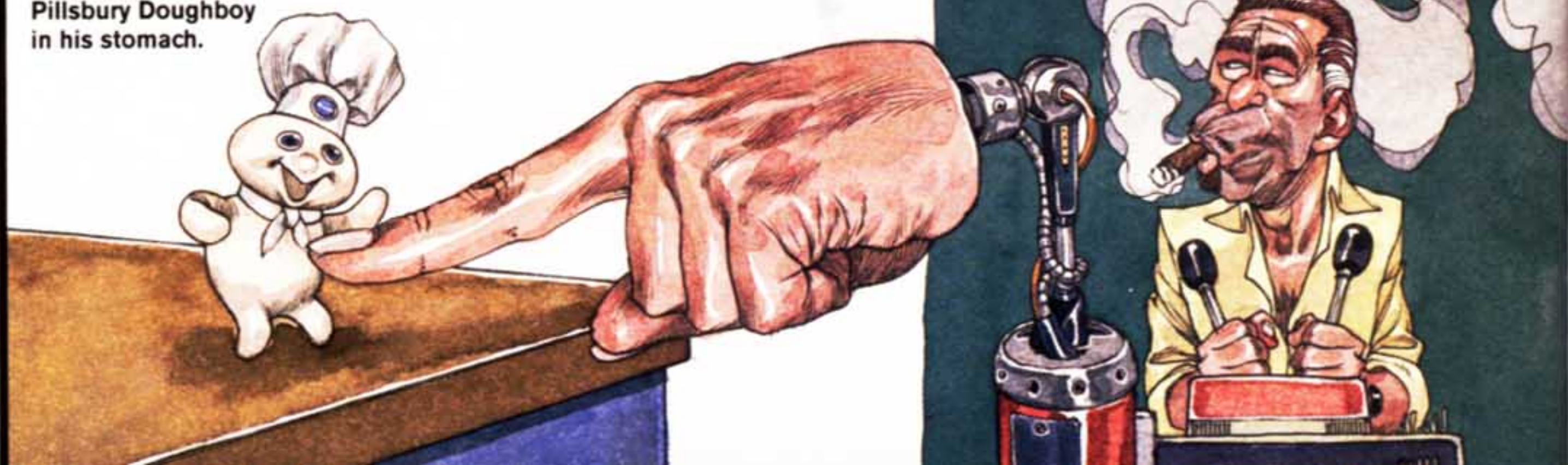
Millicent Sonnengum

The stylist who braids, waxes and garden-weasels Robin Williams' back hair.



Giovanni Basset

Operates the pneumatic mylar finger that pokes the Pillsbury Doughboy in his stomach.



Weedy Snummings

Does the actual backstage lifting and moving on *Late Show with David Letterman*, while all the other stagehands and Teamsters are busy doing their deadpan incompetent schtick on camera.



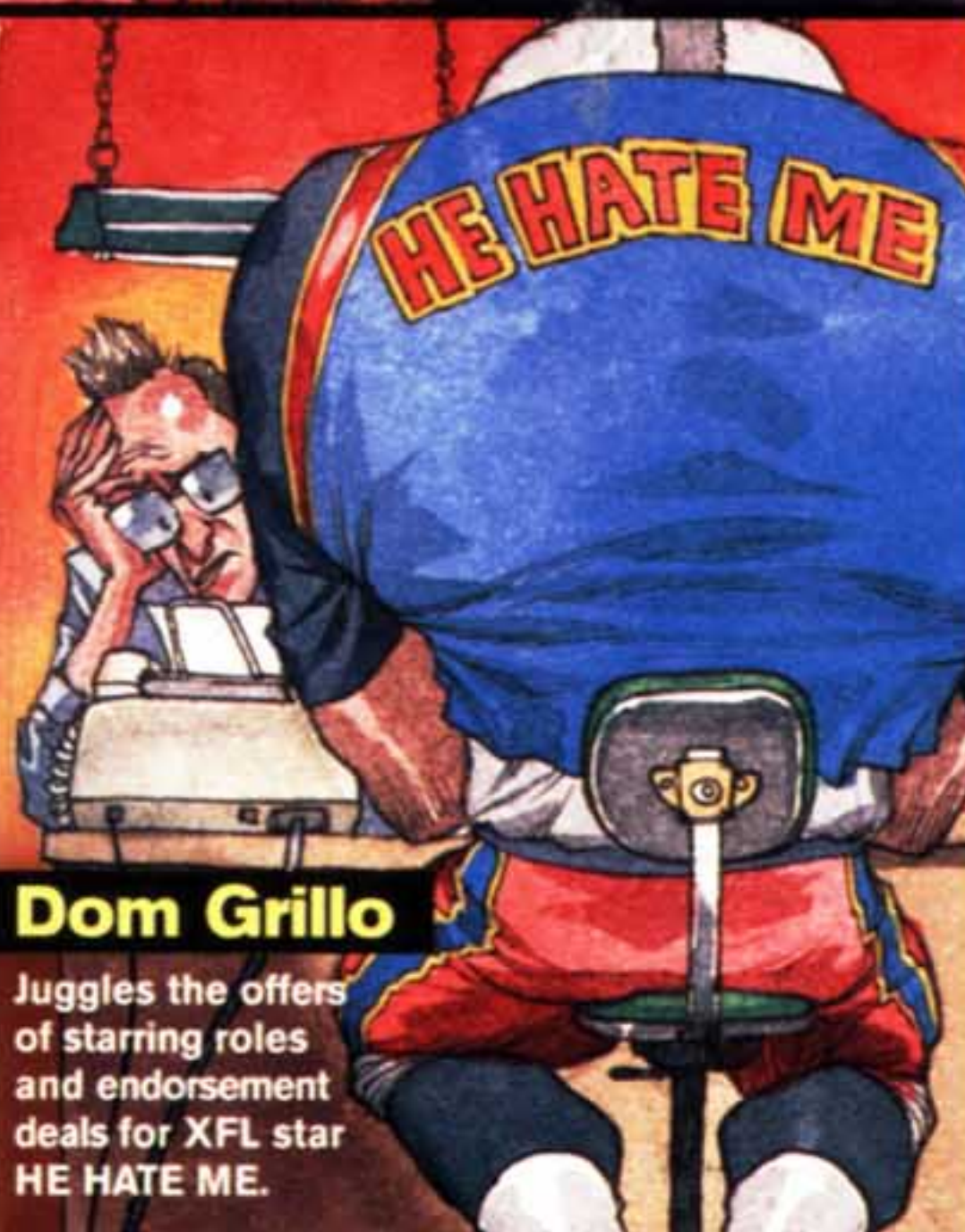
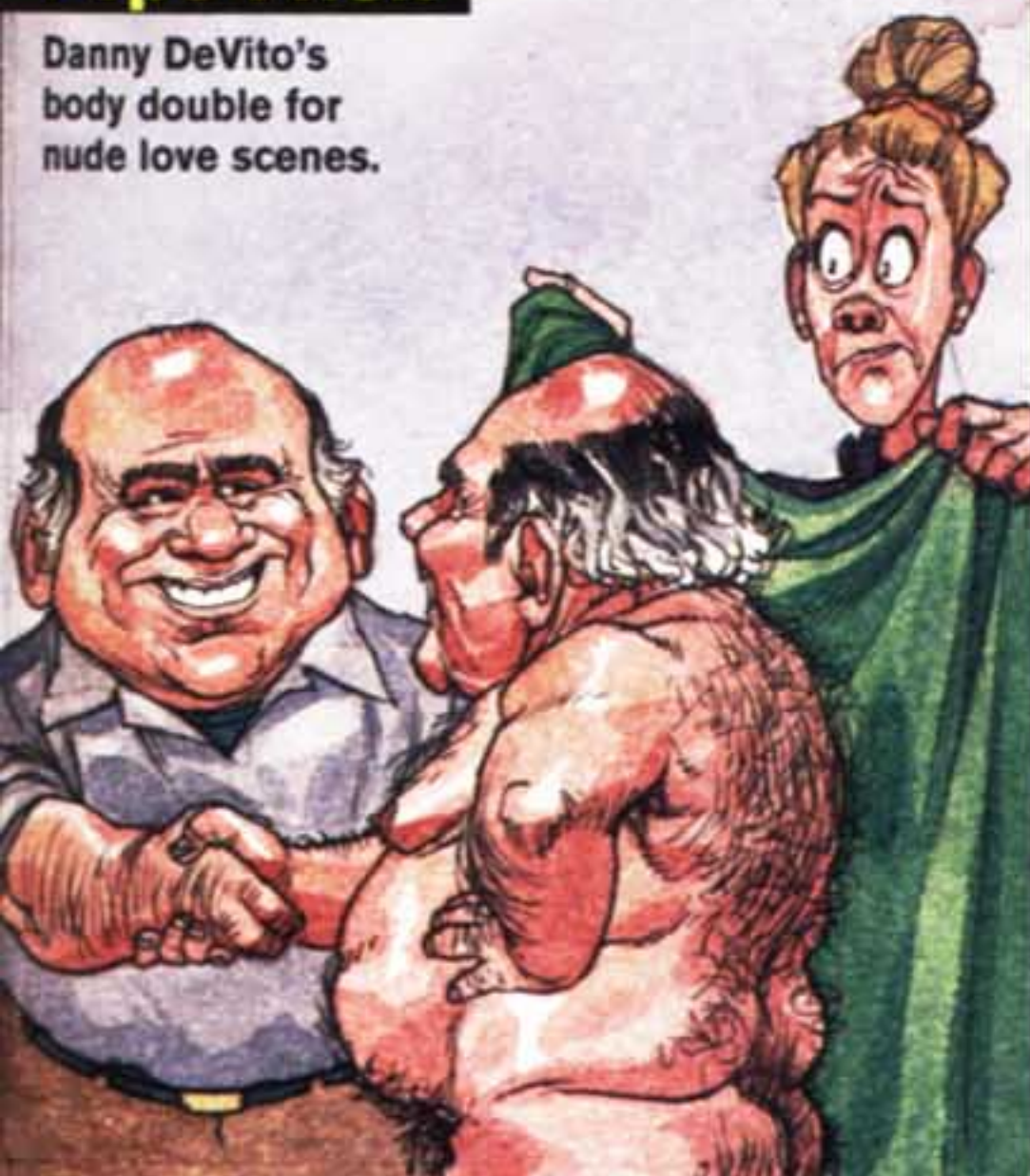
Brendan "Ducky" Collins

Supervises snot, puke and diarrhea continuity for the Farrelly Brothers movies.



Pepe Frick

Danny DeVito's body double for nude love scenes.

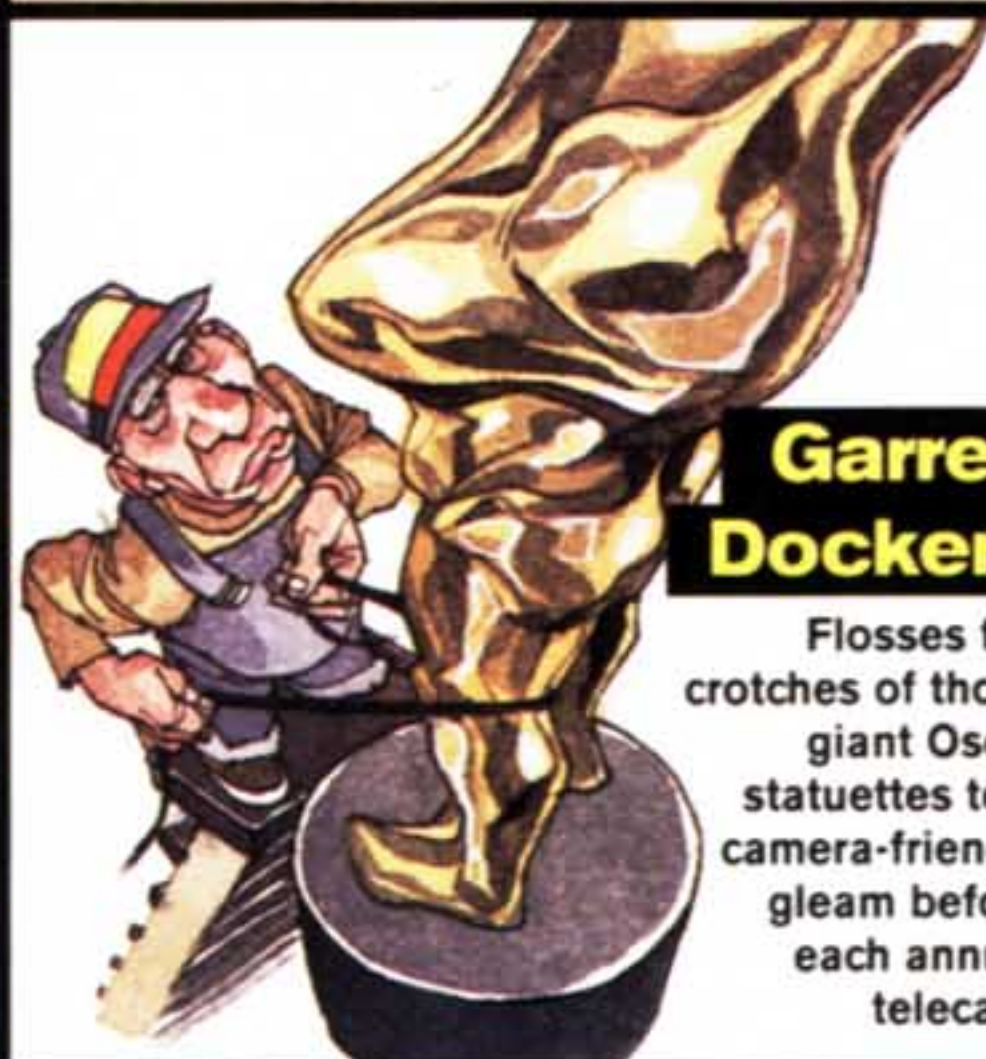


Dom Grillo

Juggles the offers of starring roles and endorsement deals for XFL star HE HATE ME.

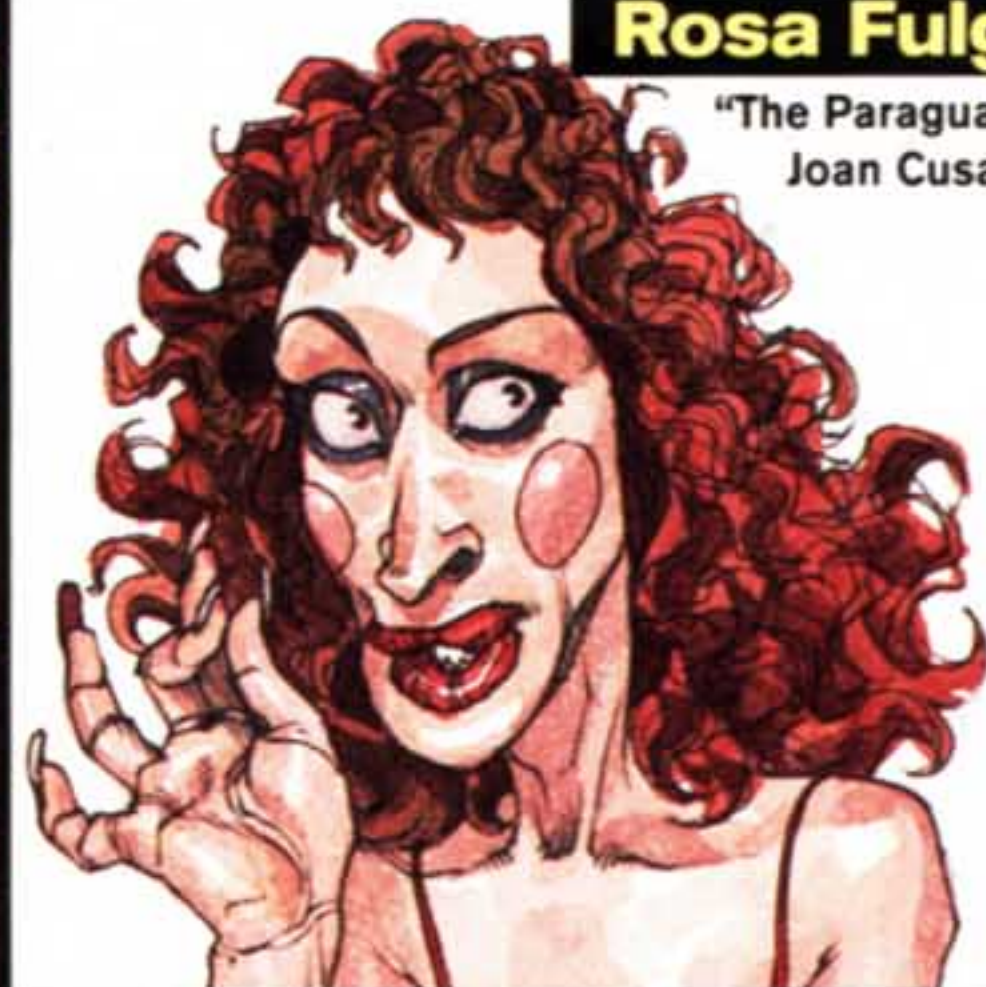
Garrett Dockery

Flosses the crotches of those giant Oscar statuettes to a camera-friendly gleam before each annual telecast.



Rosa Fulge

"The Paraguayan Joan Cusack."



Ansel Baden-Lunch

Structural engineer who reinforces the set whenever Louie Anderson, Star Jones and Rikishi appear on the same episode of *Hollywood Squares*.



Wilson the Volleyball

Despite being in the #1 movie of 2000, this year, follow-up scripts are coming in kind of slow.



THE 25 LEAST POWERFUL PEOPLE IN SHOW BUSINESS

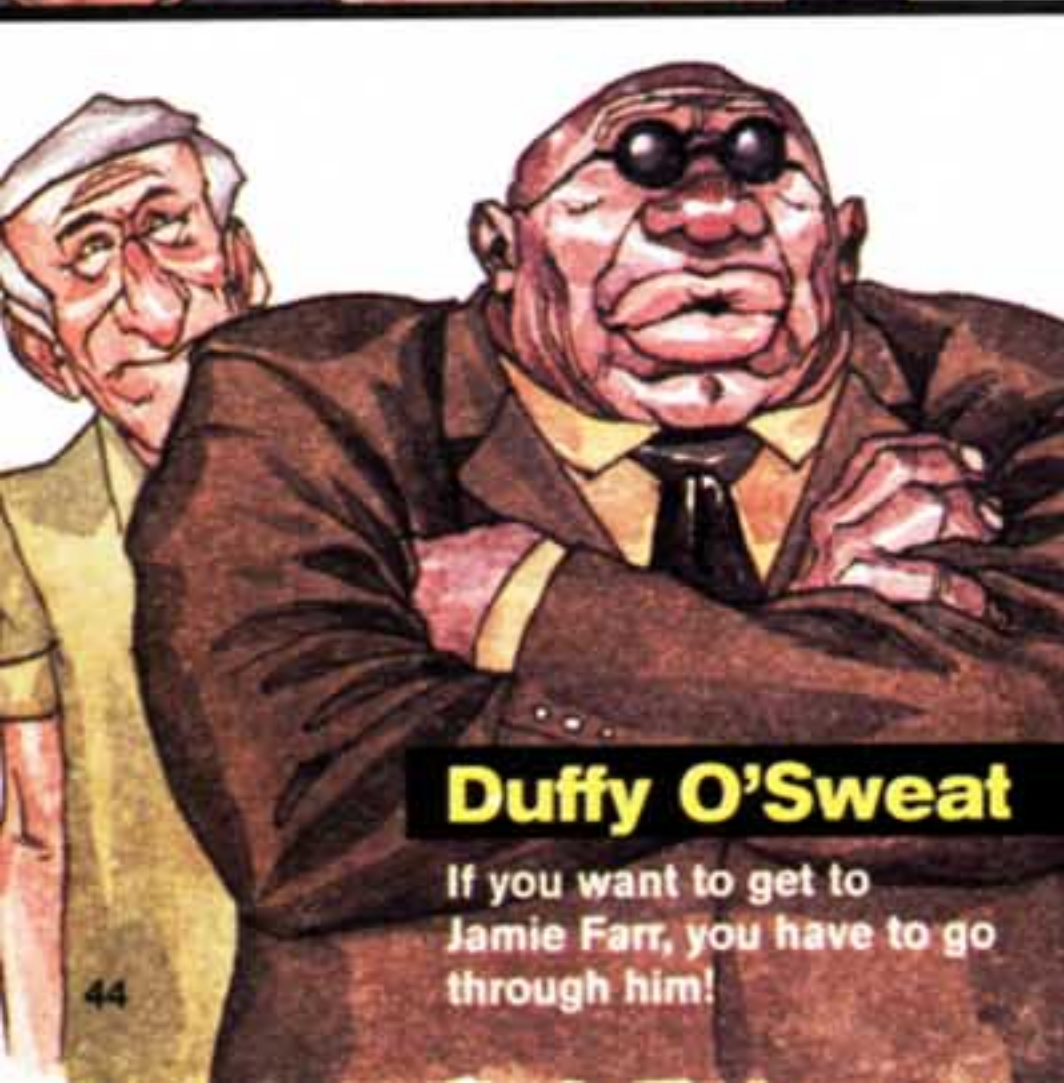
Kareem Skoom

represents Hank the Angry Drunken Dwarf for everything except *The Howard Stern Show*.



Ta'a'a'rffa F'a

Selected to belt out the Olympic anthem, if and when the tiny island nation of Tonga ever gets the games.



Duffy O'Sweat

If you want to get to Jamie Farr, you have to go through him!

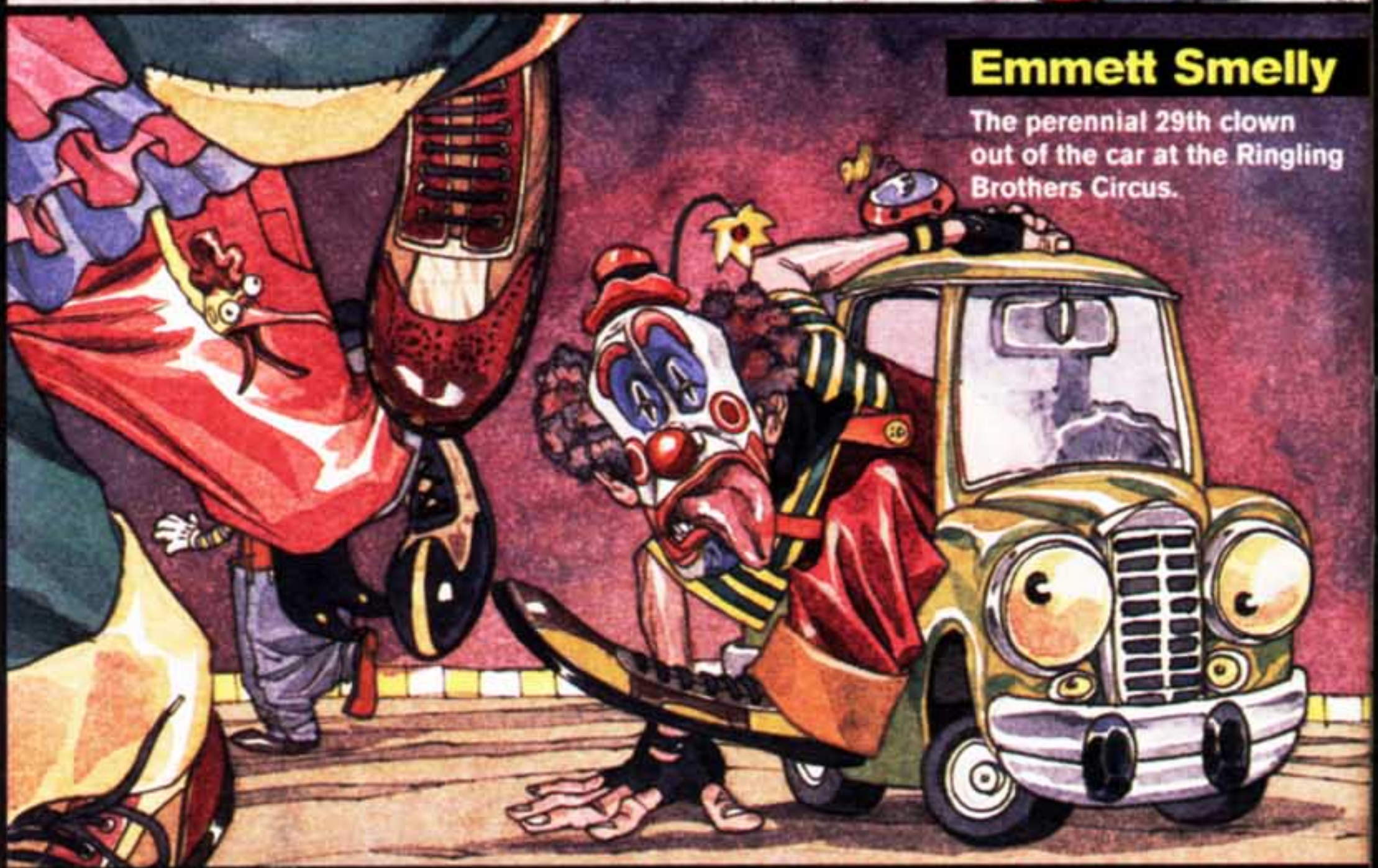
Ellen Speculum

Hoses out the Disney World bodysuits after each delightful 12-hour shift in 105-degree swampland.



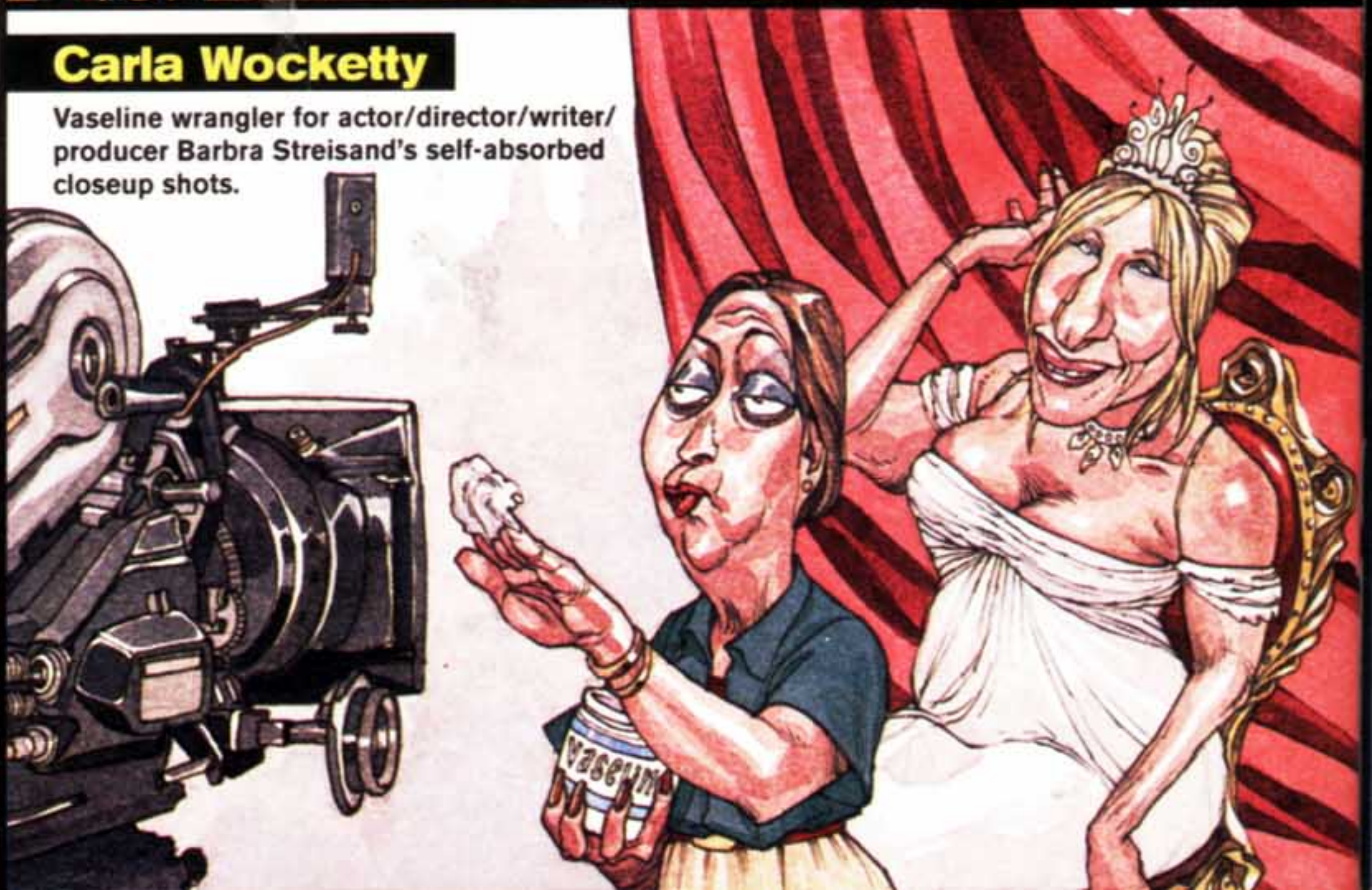
Emmett Smelly

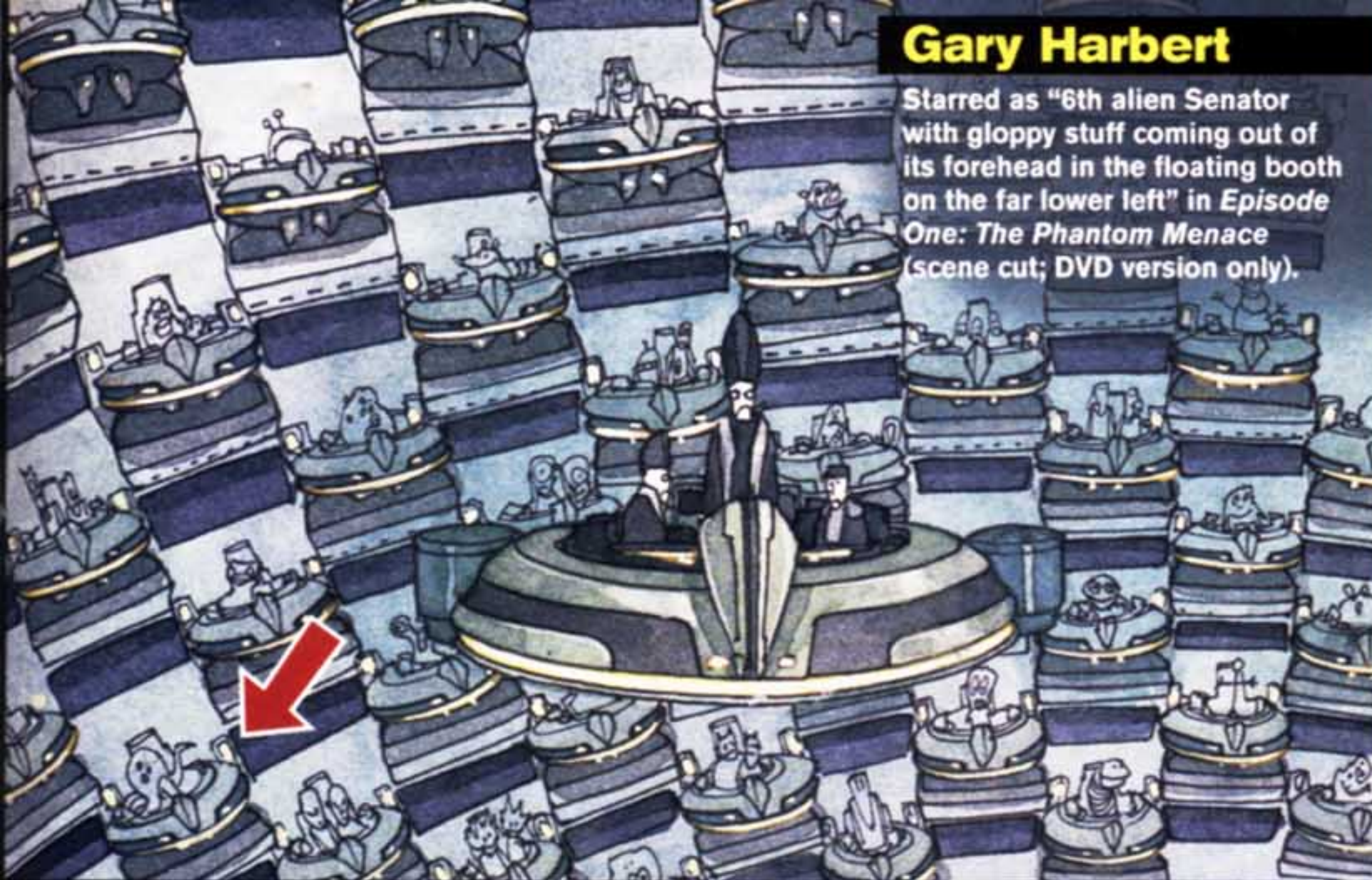
The perennial 29th clown out of the car at the Ringling Brothers Circus.



Carla Wocketty

Vaseline wrangler for actor/director/writer/producer Barbra Streisand's self-absorbed closeup shots.





Gary Harbert

Starred as "6th alien Senator with gloppy stuff coming out of its forehead in the floating booth on the far lower left" in *Episode One: The Phantom Menace* (scene cut; DVD version only).



Amy Gugig

Cleans Larry King's old-man spittle out of his microphone, using only Windex and a toothpick.

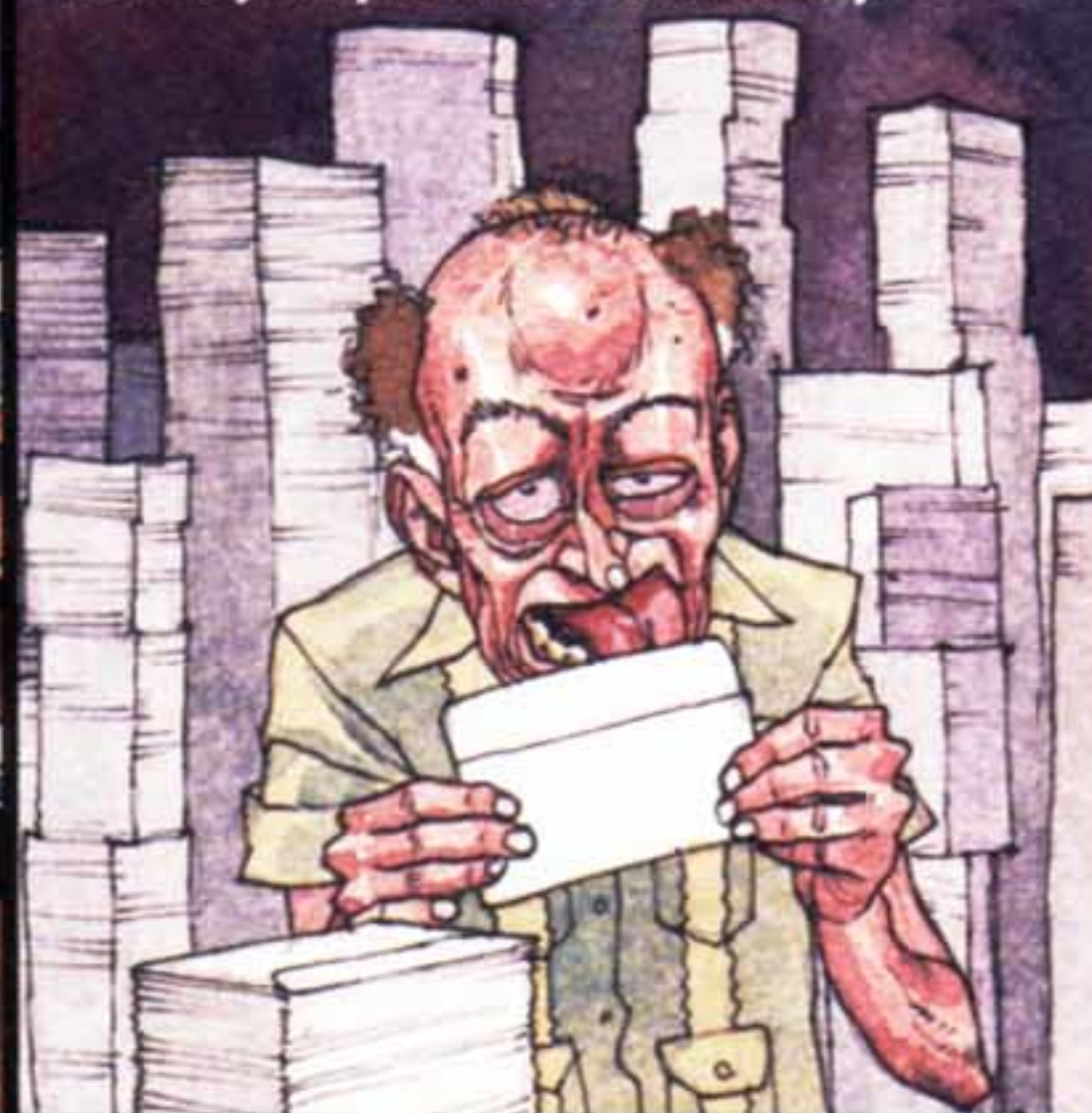


Bethany Foozball and Matilda Mulch

Dueling webmasters for www.paulapoundstone.org and www.paulapoundstone.org.uk.

"Saliva Sid" Osprey

Personally licks and seals invitation envelopes for every Hollywood awards ceremony.



Kimby Wadsworth

Lower East Side New York performance artist whose in-your-face "jello head" dance remains as piercing a critique of the 1985 Iran-Contra scandal as ever.

Jean-Luc Mustard

Portland's leading mime.



Grun-Helga Olsen

The unacknowledged third Olsen triplet, believed to be the talented one, whom Mary-Kate and Ashley keep locked up in the basement.



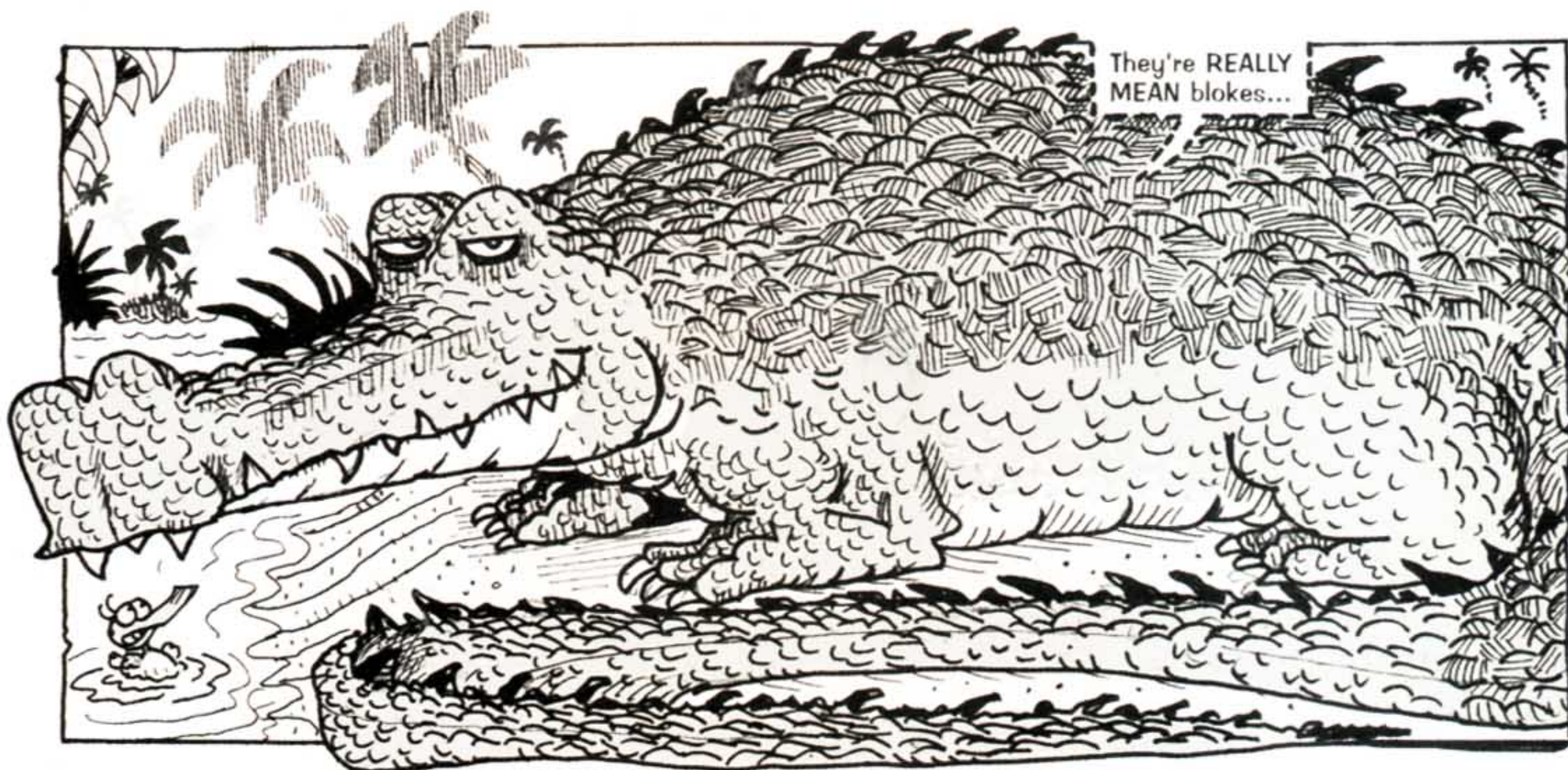
Stumpy Seepalot

Backup bailiff on Judge Judy.



A TV Scene
We'd Like To See:

THE CROCODILE HUNTER



Midgard Reborn

No longer held at bay by Arthur's
reign, the brute strength
and raw fighting power
of the Norse is
unmatched among
the realms.

Three realms at war.
Thousands of players.
An epic awaits...

Live ^{The}
Legend™

Dark Age of Camelot

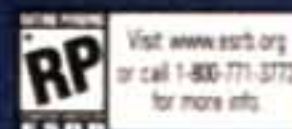
www.darkageofcamelot.com

A massively multiplayer online roleplaying game
Coming October 2001

Illustration by Terese Nielsen
www.tnielsen.com

MYTHIC
ENTERTAINMENT

ABANDON
ENTERTAINMENT



INTERNET CONNECTION REQUIRED

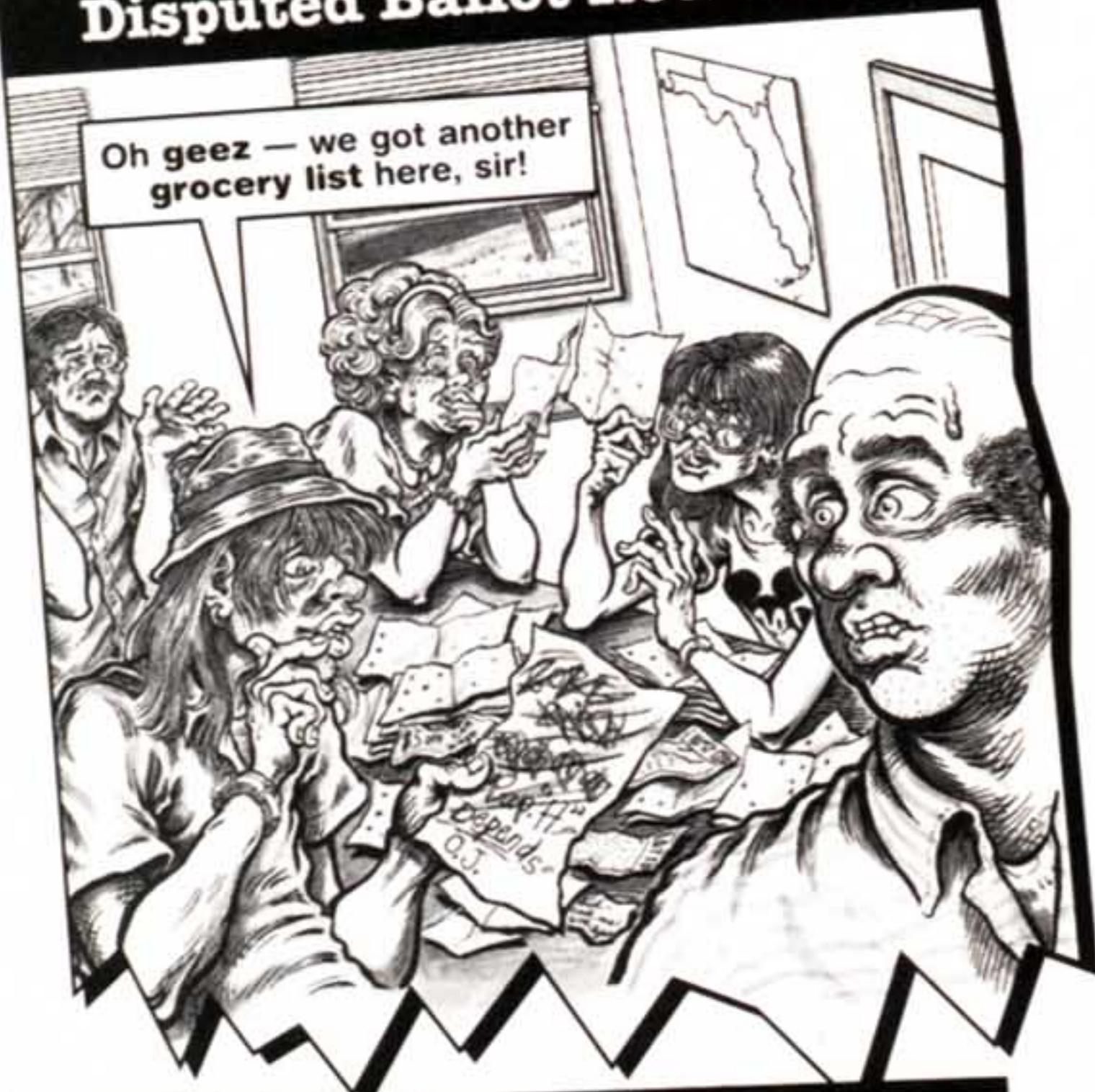


A SWIFT KICK IN THE CAREER DEPT.

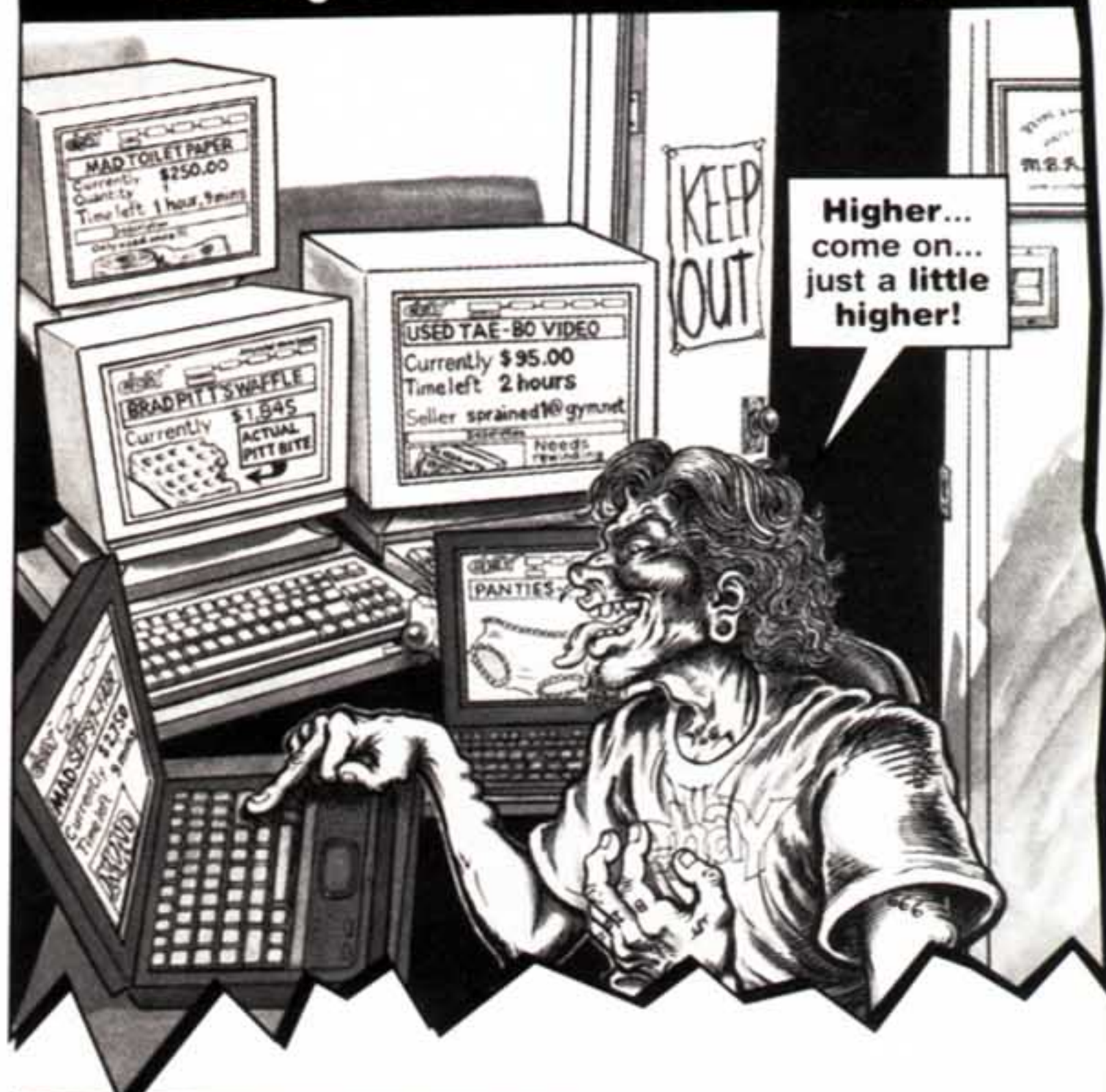
People are saying the job situation is looking pretty bleak. The economy is starting to slump, unemployment is up. But that's all a bunch of nonsense! (Except for the part about the GAP — that, sadly, is true!) There are plenty of jobs!

JOB OPPORTUNITIES FOR

Disputed Ballot Recounter



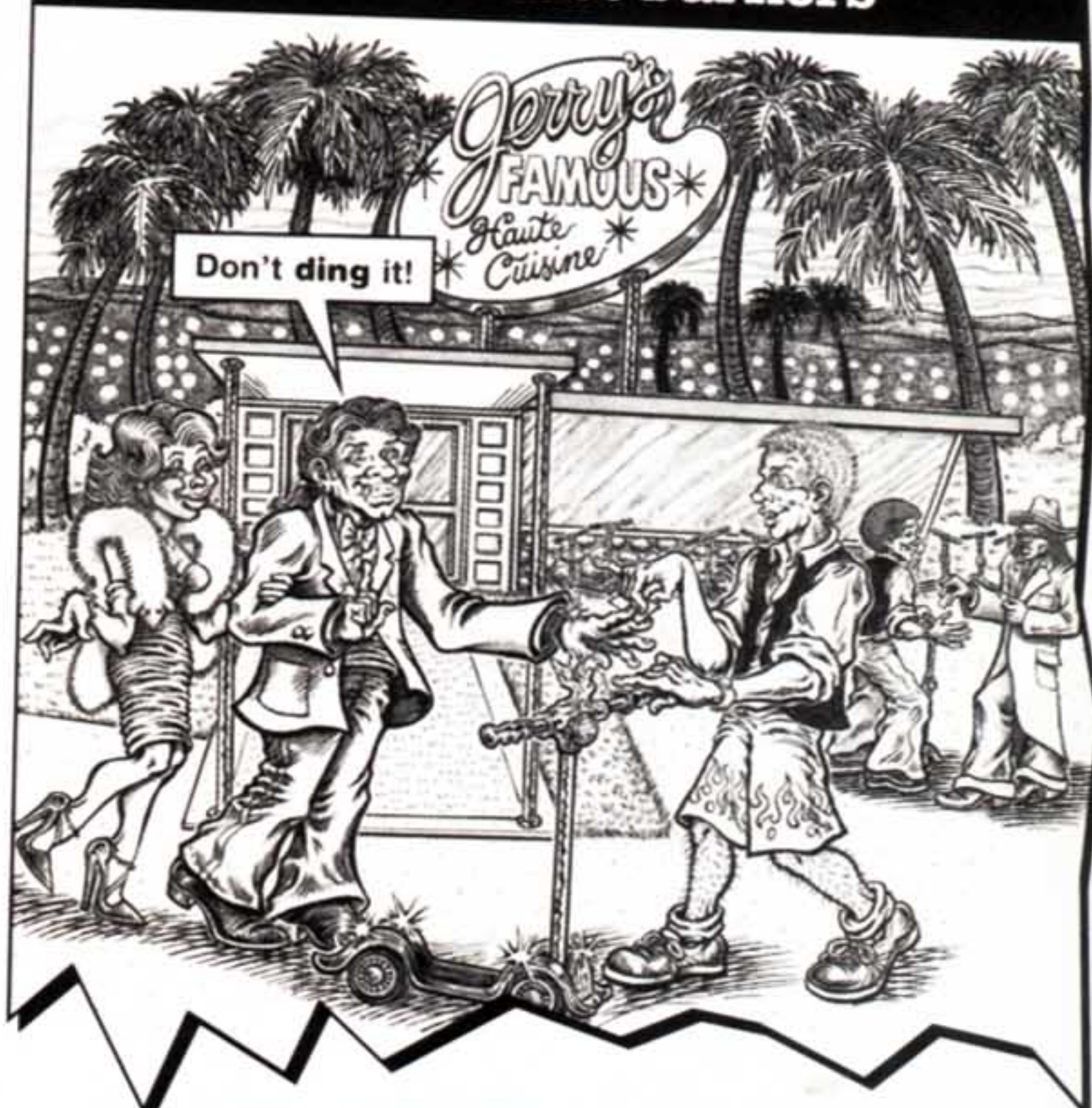
Phony Bid-Placer On eBay



Reader For Public High School Graduates



Scooter Valet Parkers



ARTIST: LESLIE STERNBERGH

WRITER: MIKE SNIDER

and, from what we hear, the GAP is not currently accepting applications for folders and sorters. out there — and tons more being created every day! Don't believe us? Then check out these booming new...

THE NEW MILLENNIUM

Bulletproof School Cafeteria Tray Manufacturer

These'll resist up to two pounds of meatloaf, as well as any medium-gauge shotgun blast!



Psychotherapist for Depressed Former dot-com Billionaires

I understand how it must feel to have to take a job with Ticketmaster when just last month, you owned it!



MTV's Jackass-Copycat Autopsy Technician

Mmm hmmm — another case of severe 'nad trauma!



Presidential Pardon Bribe-Broker

You'll have to take a number!



JOB OPPORTUNITIES FOR THE NEW MILLENNIUM

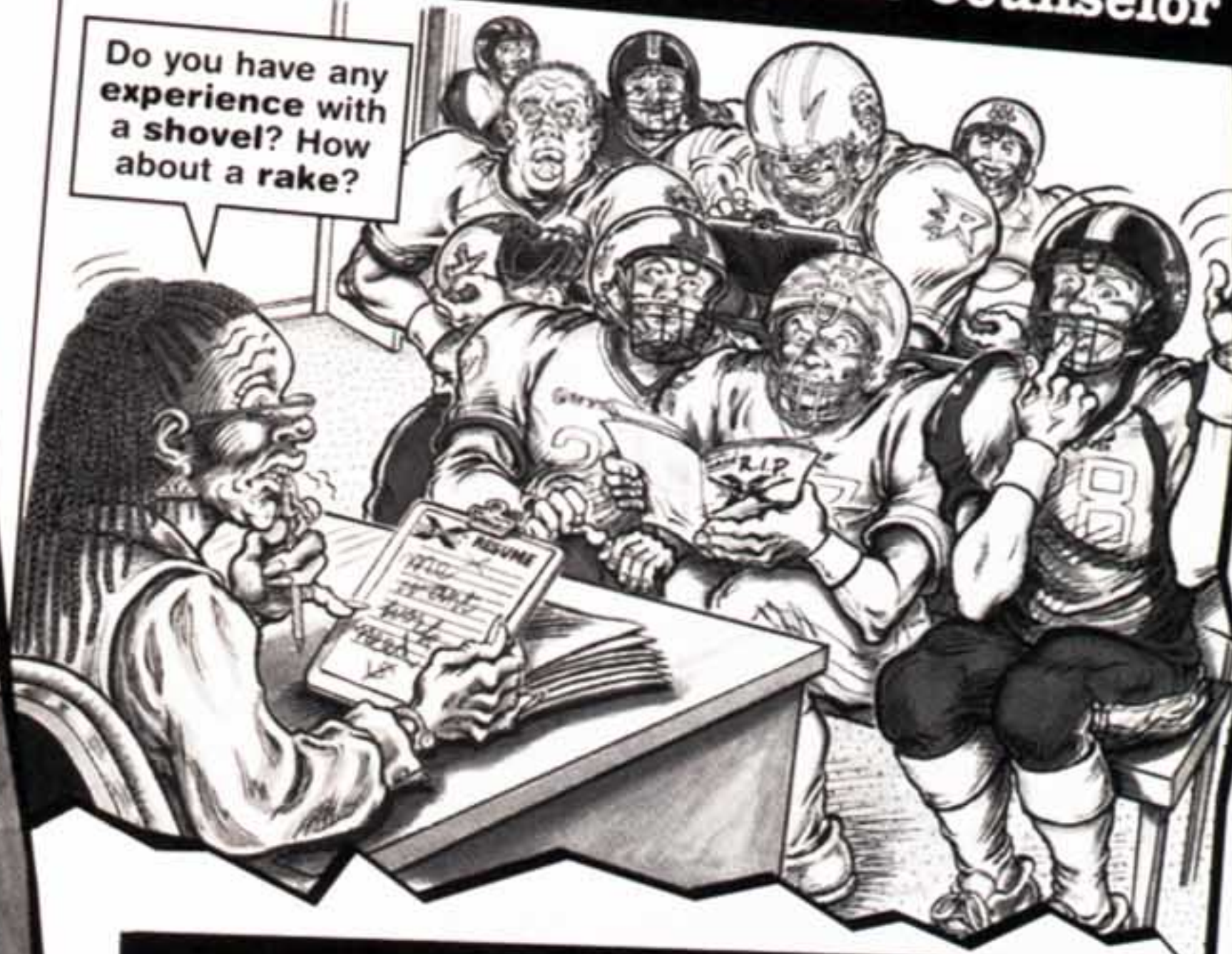
Studio-Paid Robert Downey, Jr. Tracker

...subject walking! No drugs visible...still no drugs...no smoking, snorting or shooting up! Everything A-Okay...oh no! He just bumped into Matthew Perry!



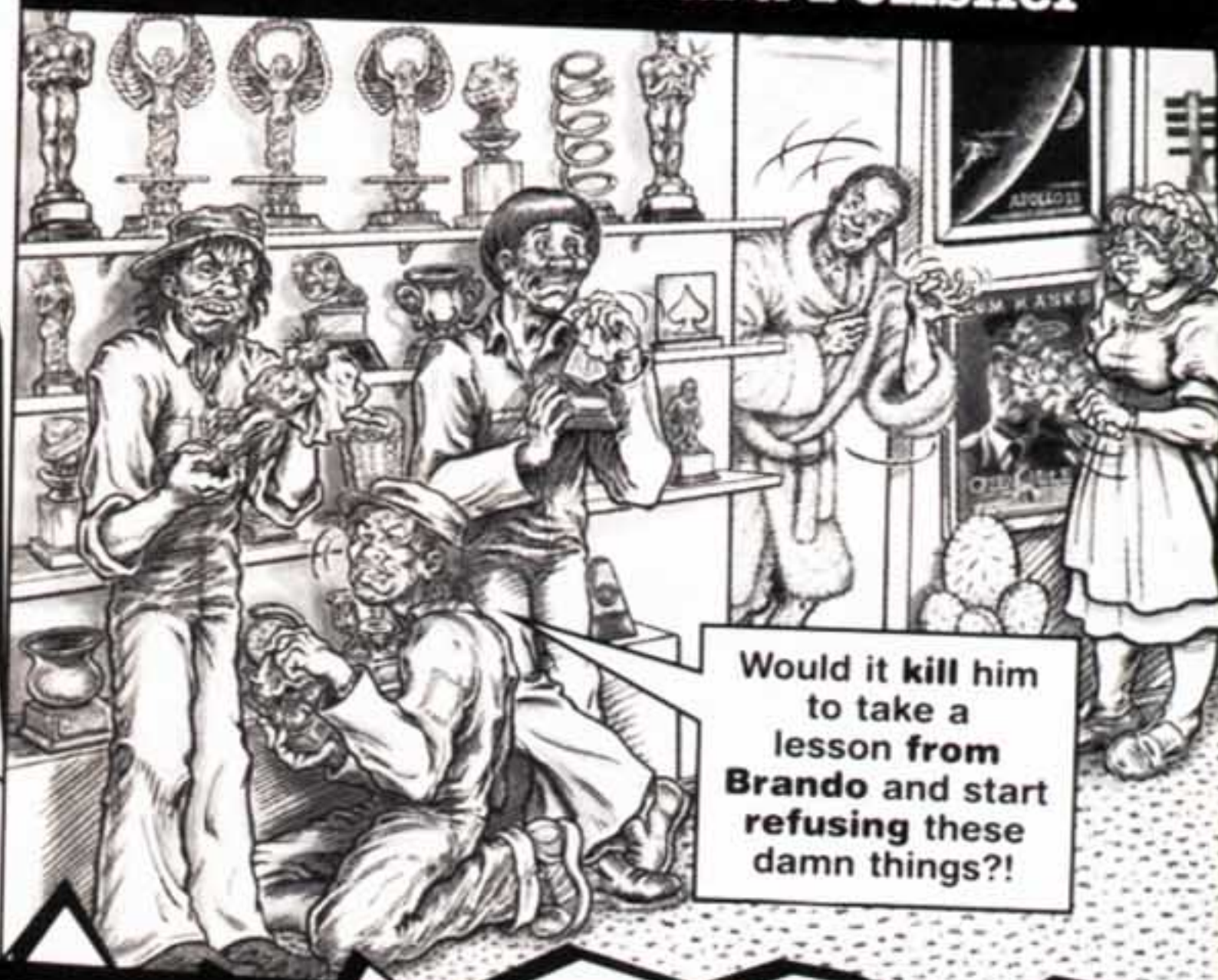
Former XFL Players Career Counselor

Do you have any experience with a shovel? How about a rake?



Tom Hanks Award Polisher

Would it kill him to take a lesson from Brando and start refusing these damn things?!



New Harry Potter Book Line Place-Holder

Thanks, man, here's the grand I owe you for waiting. Now you better hurry over to the Civic Center! N'Sync tickets go on sale a week from Tuesday!





BY GEORGE, I THINK SHEEN'S GOT IT DEPT.

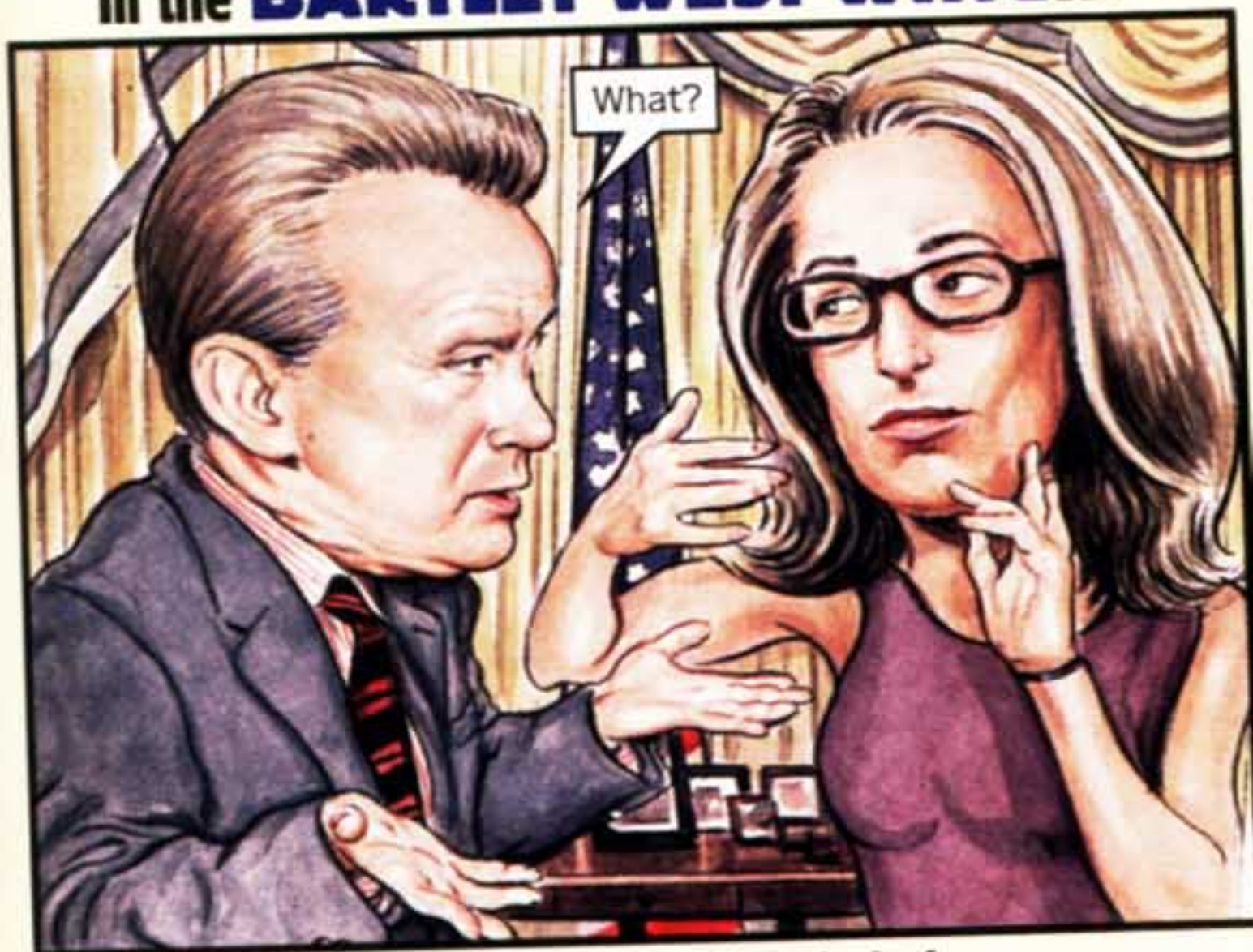
The *West Wing*'s President Bartlet is quite a guy – he's honorable, dignified and heroic – even when he lies! Yes, he's that rare politician we actually like. The only problem is that he's fictional. Which brings us to the current inhabitant of the Oval Office, George W. Bush, who we *wish* was fictional! The bad news is he's real and he's different from Bartlet in lots of other important ways too, as we astutely point out with...

IN THE BARTLET WEST WING...



IN THE BUSH WEST WING...

In the **BARTLET WEST WING...**



...the President's pollster is deaf.

ARTIST: DREW FRIEDMAN

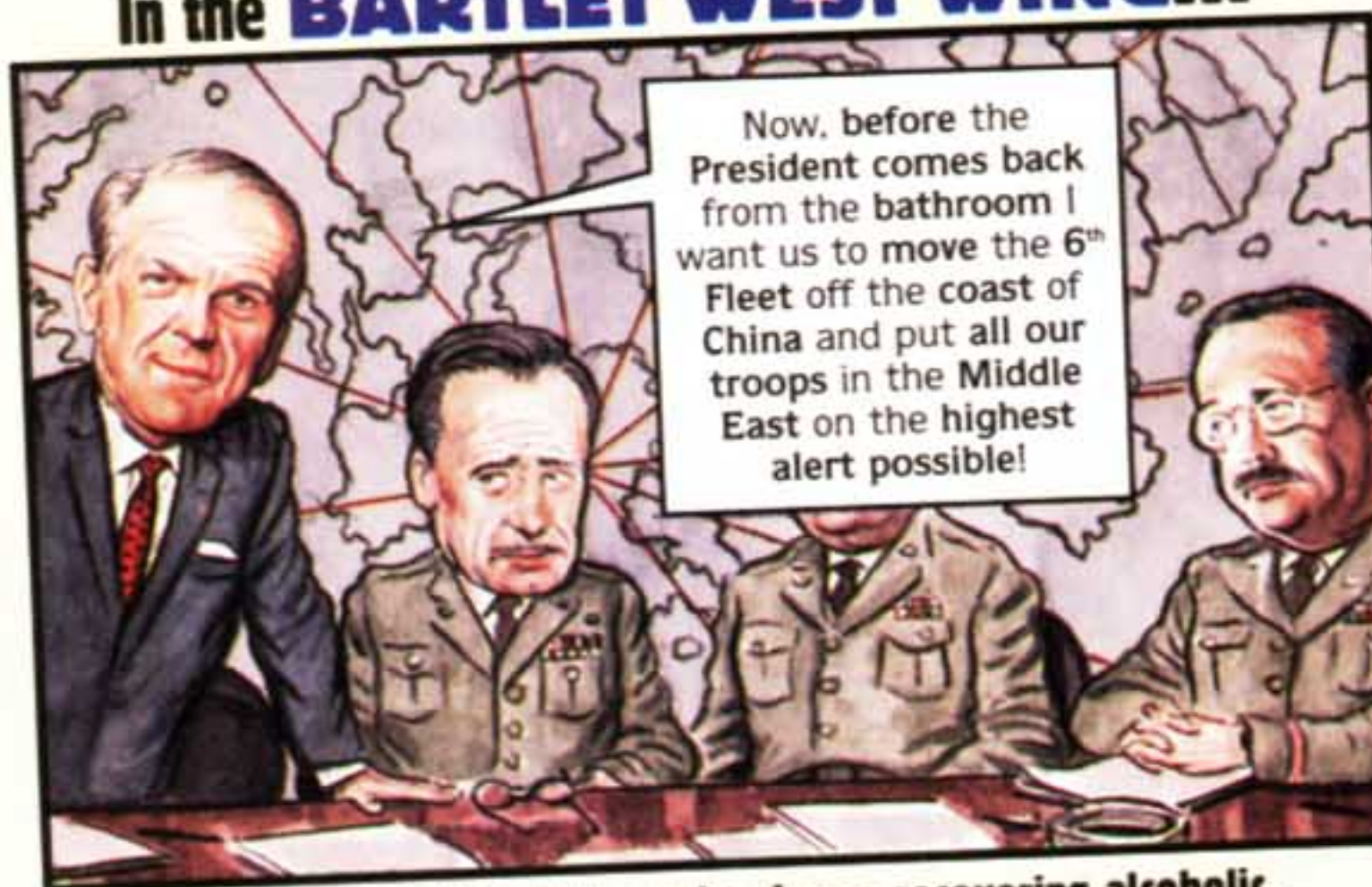
In the **BUSH WEST WING...**



...the President's pollster is dumb.

WRITER: DESMOND DEVLIN

In the **BARTLET WEST WING**...



...the Chief of Staff is a take-charge recovering alcoholic.

In the **BUSH WEST WING**...



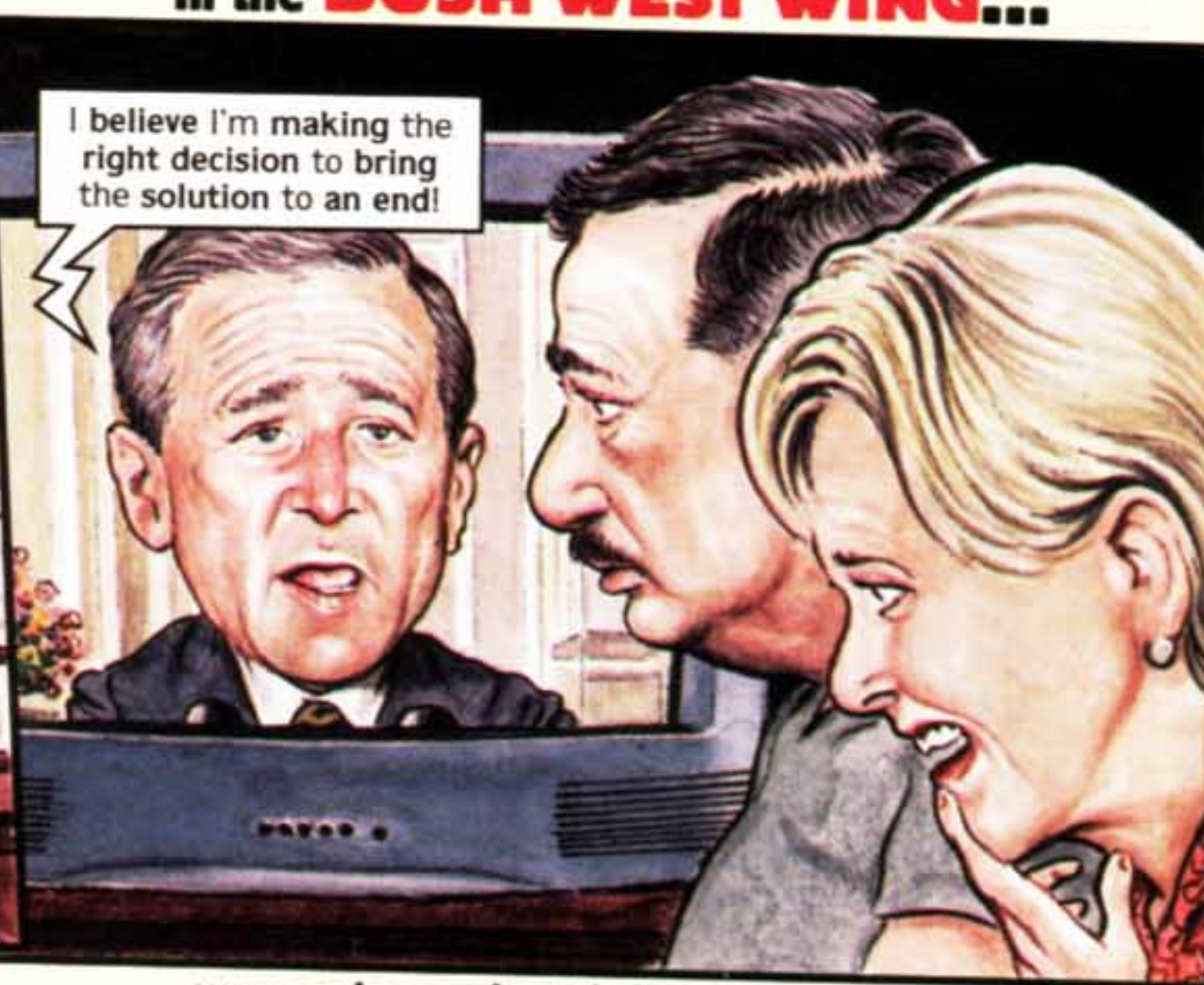
...it's the President who's a recovering alcoholic.

In the **BARTLET WEST WING**...



...the President is in a moral quandary because he hid his brain disorder from his staff and the country.

In the **BUSH WEST WING**...



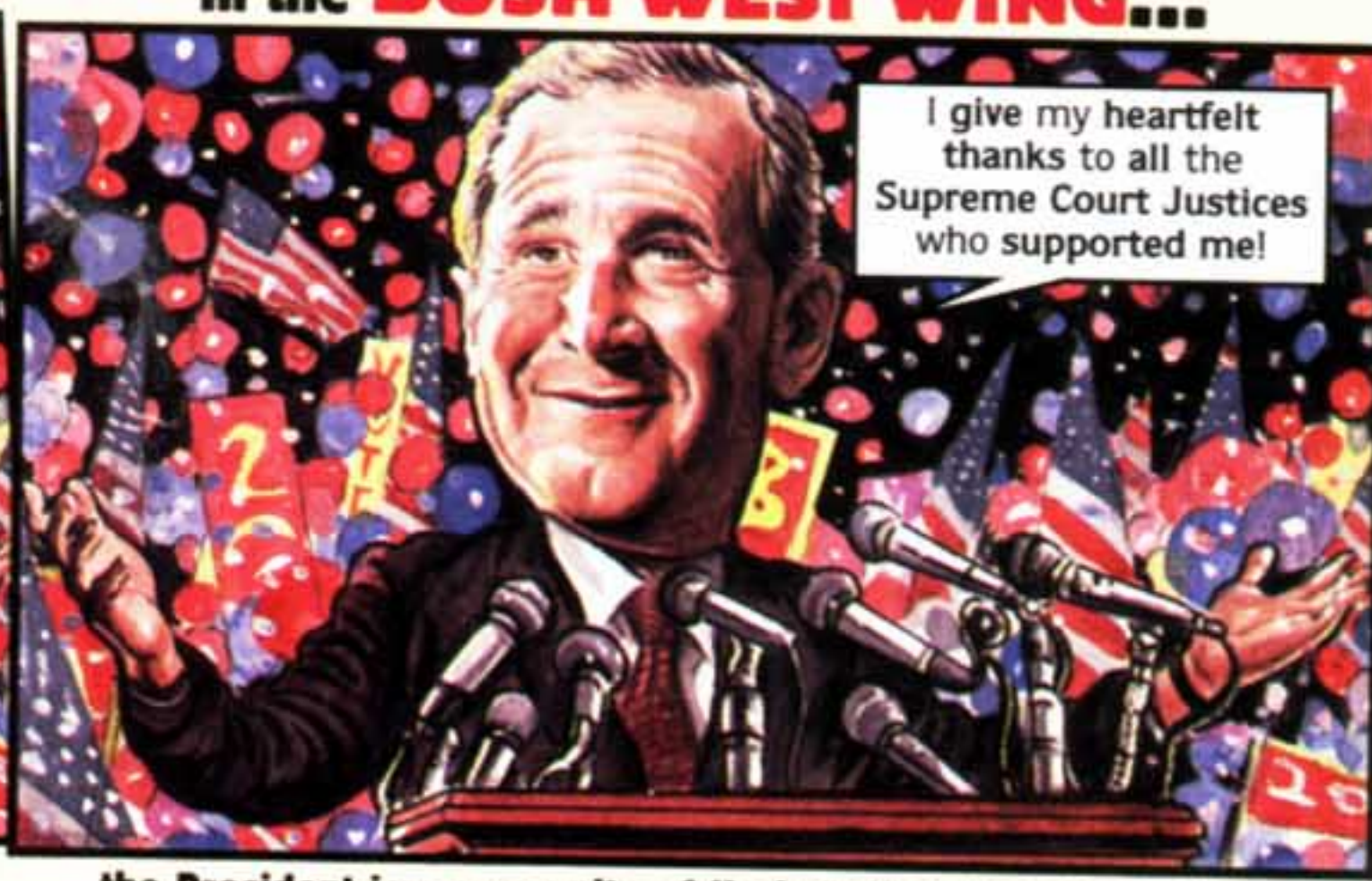
...everyone knows about the President's brain disorder.

In the **BARTLET WEST WING**...



...the President is a composite of JFK's idealism, FDR's strength in the face of adversity, and like Ronald Reagan, became President by easily winning the election.

In the **BUSH WEST WING**...



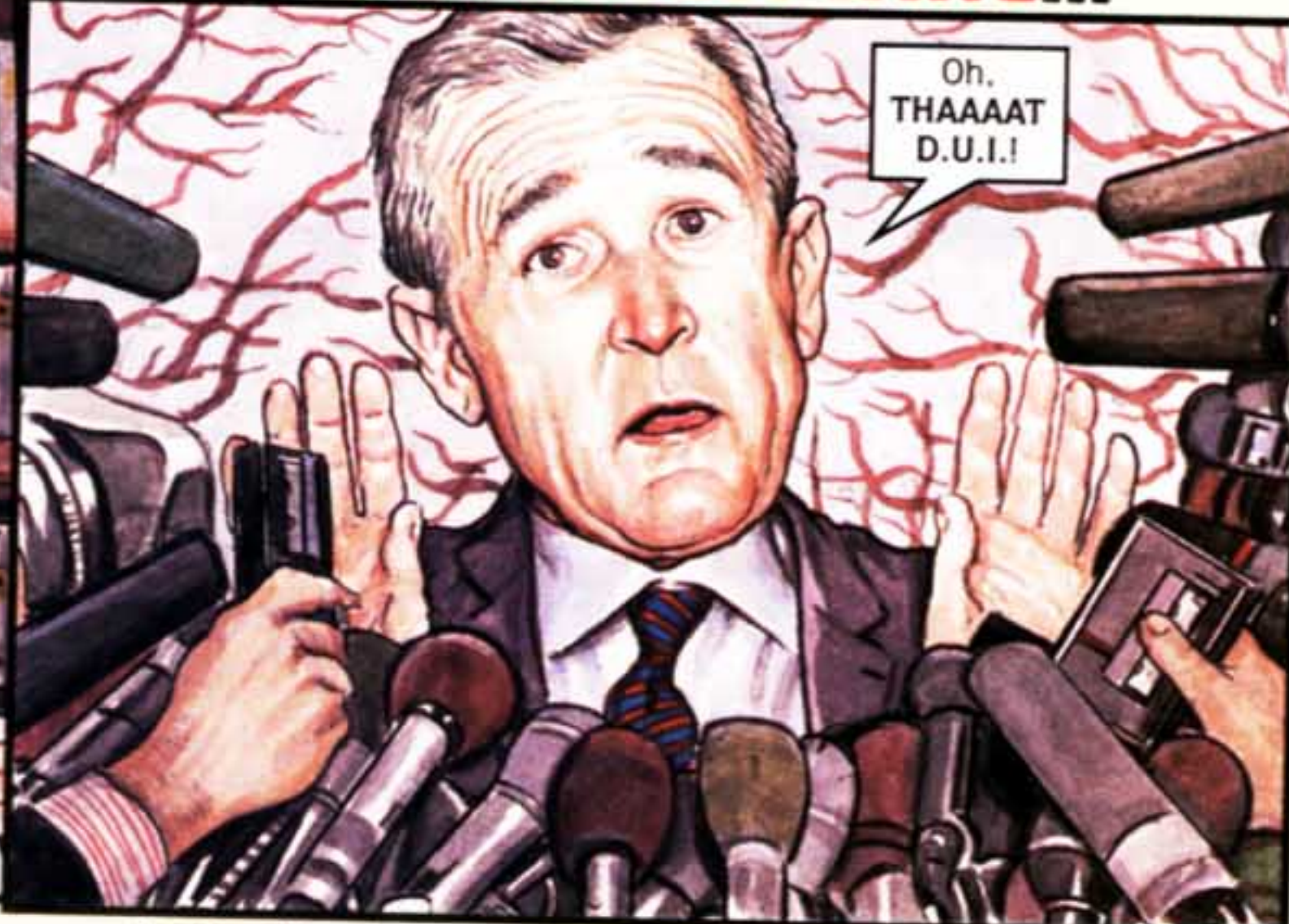
...the President is a composite of Herbert Hoover's economic sense, Richard Nixon's credibility, and like Gerald Ford, became President without winning an election.

In the **BARTLET WEST WING**...



...the President's secretary was killed by a drunk driver.

In the **BUSH WEST WING**...



...the President's campaign was almost killed by a drunk driver.

In the **BARTLET WEST WING**...



...the President comes from a proud family of New England pioneers.

In the **BUSH WEST WING**...



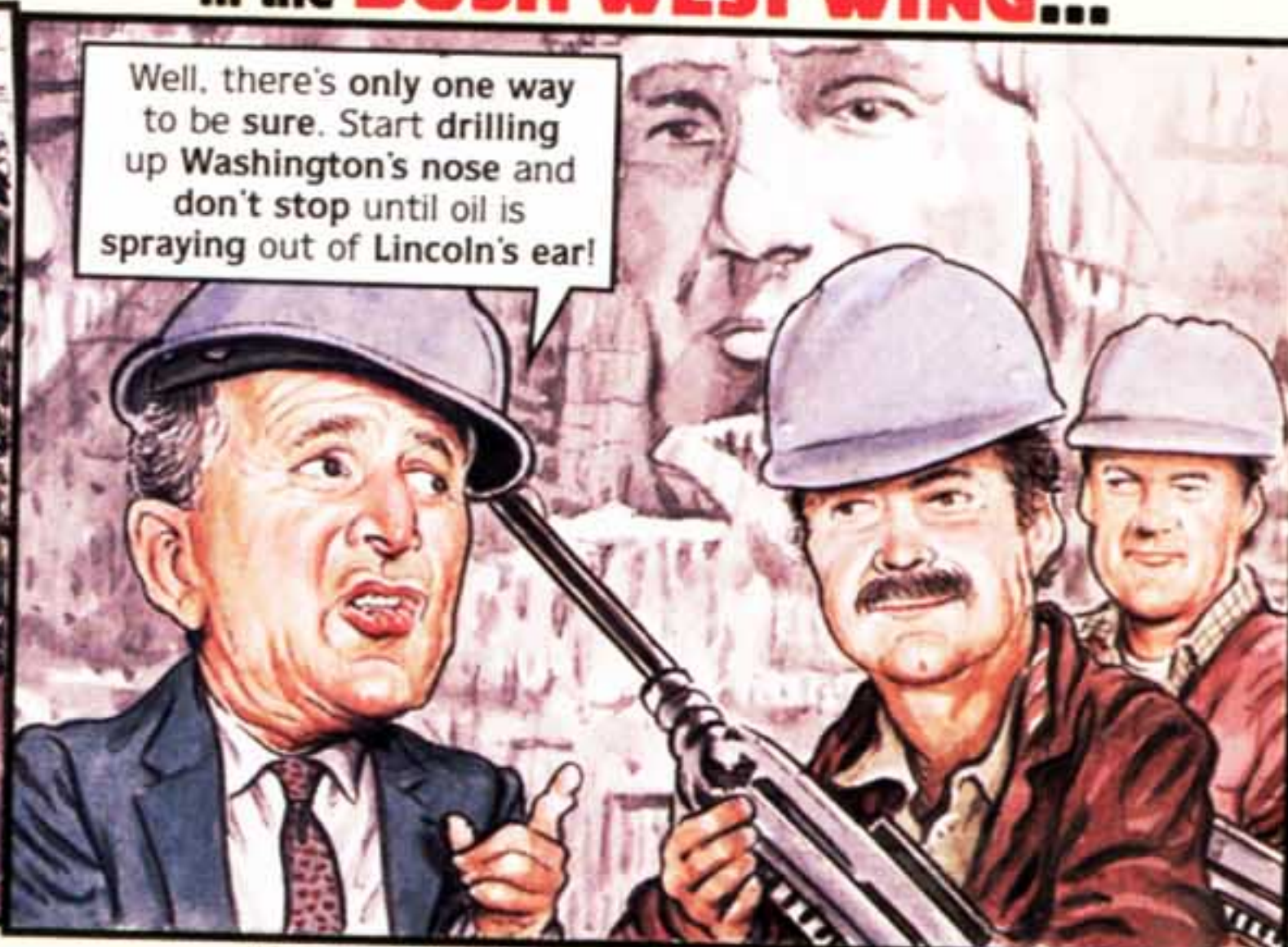
...the President comes from a proud family of New England vacationers.

In the **BARTLET WEST WING**...



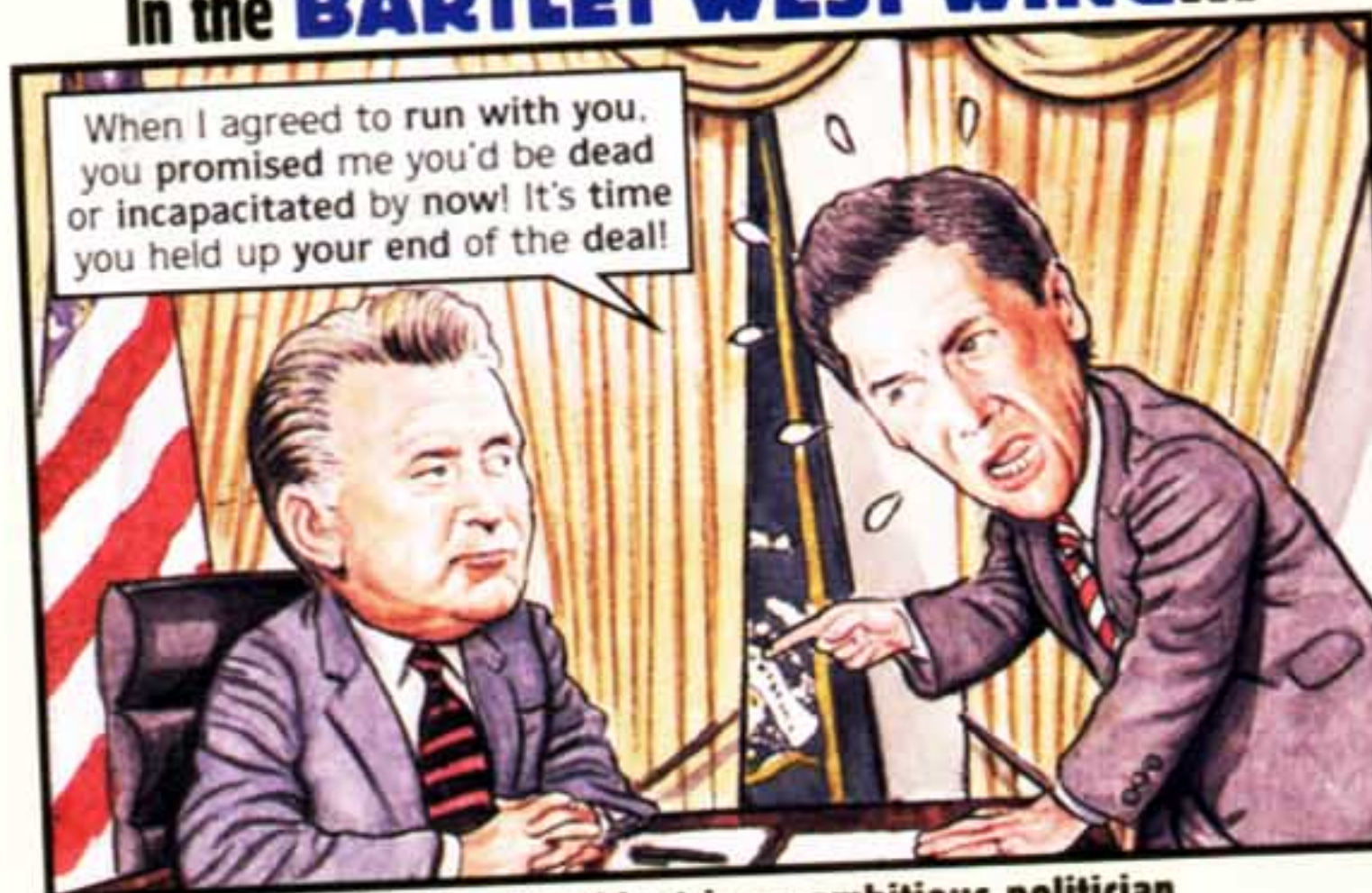
...the President believes that deep down, there is a noble decency in every American.

In the **BUSH WEST WING**...



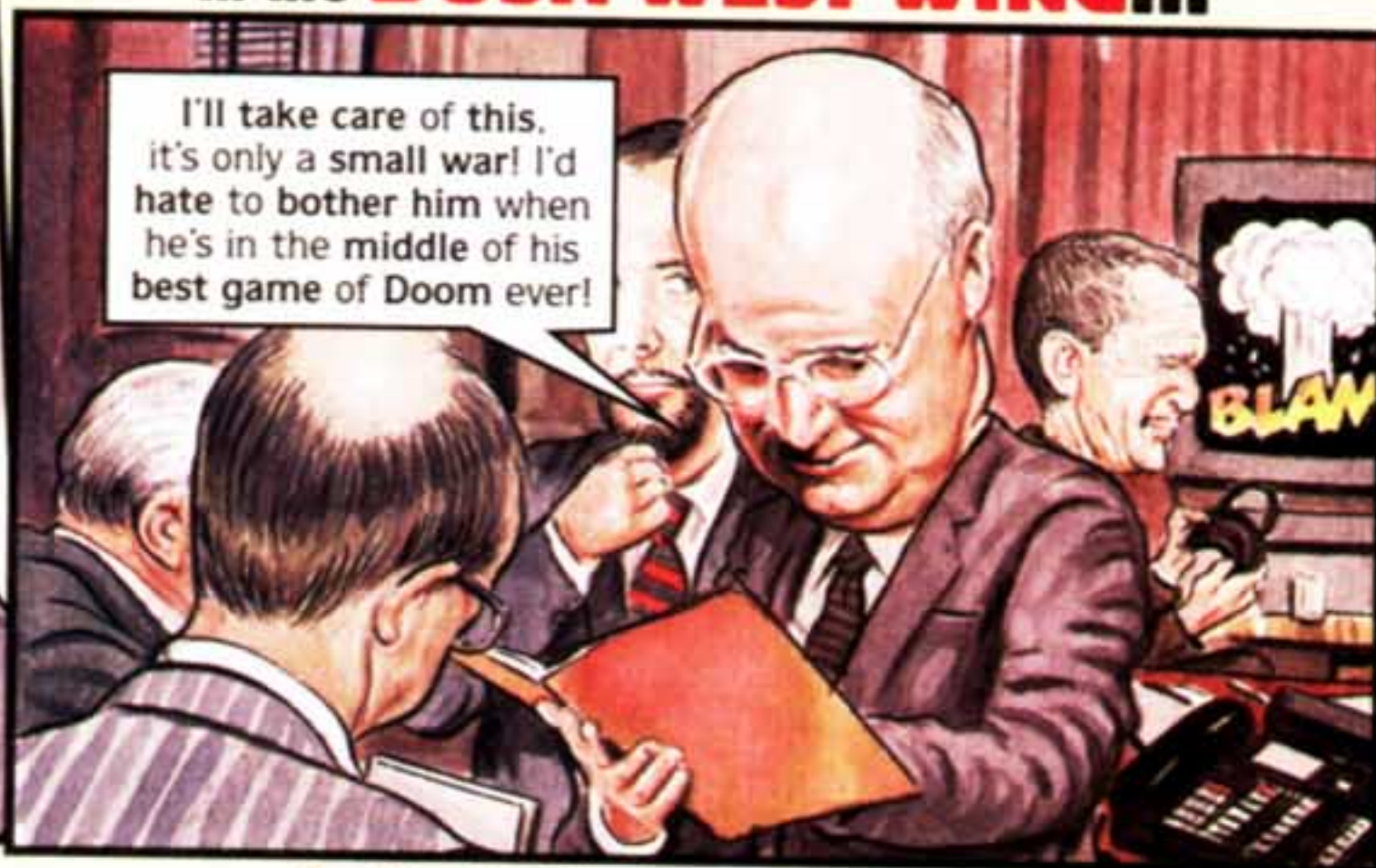
...the President believes that deep down, there is oil in every decent looking part of America.

In the **BARTLET WEST WING**...



...the Vice President is an ambitious politician who longs to be President.

In the **BUSH WEST WING**...



...the Vice President pretty much IS President.

In the **BARTLET WEST WING**...



...they'd have us believe that all of the Executive Branch's motives are clear and pure.

In the **BUSH WEST WING**...



...they'd have us believe that burning three times the coal we do now will keep the air clean and pure.

In the **BARTLET WEST WING**...



...the President gives opposing members of Congress hell when they oppose his highly principled initiatives.

In the **BUSH WEST WING**...



...the President gives opposing members of Congress nicknames.



GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will go from Tomb Raider to Tomb Decayer!

THIS MONTH'S FUTURE GIRL WHOSE LIFE WAS INTERRUPTED:

ANGELINA JOLIE

CAUSE OF DEATH

ODDS

Snake and knife-handling mishap during romantic evening at home with Billy Bob Thornton

1:1

Strangled by actress Sean Young, jealous over being replaced by her as "Most Psycho Chick" in Hollywood

5:1

Beaten to death by own flapping lips during windstorm

10:1

Drowns in spit spray of video game nerds pestering her with details of how the movie *Tomb Raider* got it all wrong

13:1

Nagged to death by dad Jon Voight to get him more acting jobs since his own career's in the toilet

18:1

Hugged to death by appreciative tabloid editors for saying something as creepy as "I'm in love with my brother"

23:1

ARTIST: HERMANN MEJIA

WRITER: MIKE SNIDER



THE ACTION IS REAL BUT THE ACTORS ARE NOT.

Experience the cutting-edge in ultra-realistic computer animation!



A new reality
in DVD loaded with
never-before-seen
special features:

- Interactive Documentary
- Alternate Opening Sequence
- Joke Outtakes
- Film Deconstruction
- Commentaries
- Final Fantasy Thriller Music Video
- And Much, Much More!

Special 2 Disc Set!

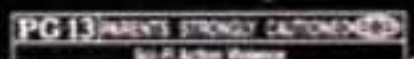
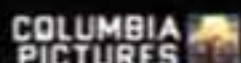
From the creators of the Final Fantasy video game franchise.

RENT THE VHS & DVD
OWN THE SPECIAL EDITION DVD!
AVAILABLE ON OCTOBER 23

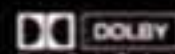
Be sure to log on to
www.cthe.com beginning October
23rd for an exciting, prize-filled
Final Fantasy Sweepstakes!*

*No purchase necessary. See www.cthe.com for complete rules & restrictions. Entries must be received by 11:59 PM(PT) on 12/27/01. Void in Florida and where prohibited.

Columbia Pictures and Square Pictures Present FINAL FANTASY: THE SPIRITS WITHIN



For additional rating information, go to www.filmratings.com



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**WHAT
MIND-ALTERING
EXPERIENCE IS
LEAVING MORE AND
MORE PEOPLE
OUT OF TOUCH
WITH REALITY?**



FOLD PAGE OVER LIKE THIS!



FOLD BACK SO THAT "A" MEETS "B"



**WATCHING
THE UN-
FAIR AND
UNBAL-
ANCED
FOX
NEWS**



**WHAT
MIND-ALTERING
EXPERIENCE IS
LEAVING MORE AND
MORE PEOPLE
OUT OF TOUCH
WITH REALITY?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

People trying strange things to influence how they perceive their surroundings is not new. Drugs, alcohol and even hypnosis all alter peoples' thoughts. Lately, there is a new activity that has tremendous influence keeping people out of touch with the goings on in the real world. To find out what this activity is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



**WATERY EYES, RUNNING NOSES AND RETCHING
GUTS ARE WHAT HIP HOPPERS GET AT THE UN-
BRIDLED RAVE SCENE. IT'S A WILD AFFAIR AND
UNBELIEVABLY, CROWDS VIE FOR THIS CAL-
AMITOUS EVENT. YOUNG, INEXPERIENCED
FOOLISH KIDS WATCH OLDER DUDES MIX
NEW FOUND JUNK TO PUT INTO THEIR BODIES**

A

ARTIST AND WRITER: AL JAFFEE

B



A HERO TORN BY CONSPIRACY



A CITY'S FATE ON THE EDGE OF INSANITY

BATMAN VENGEANCE™

COMING FALL 2001

FOR MORE INFO ABOUT BATMAN: VENGEANCE, VISIT WWW.UBISOFT.COM



PlayStation 2



Violence

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