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#1 In A Series

An important message from MAD's
Director of Business & Development,
JEFFREY LOZENGE



Commitment. It's a word often used. Commitment. See? I've used it twice already. But commitment is not contentment. It's spelled differently and pronounced differently and means something different because it IS different. This goes without saying, but I said it anyway.

*Which brings me to MAD. Yes, MAD — the magazine whose time is and was and continues to be — says many things to many people that don't need to be said to anyone. But MAD says them anyway because it goes without saying that they **MUST** be said. Just like what I said about commitment.*

The importance of this cannot be overstated because it has no importance. But just as things that don't need to be said must be said, things that don't seem important often are. And vice versa. Like marriage. Like MAD.

To recap: "Something old, something new, something borrowed, something MAD."

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MAD

FEBRUARY 2007

NUMBER 474



18

DEPARTMENTS

LETTERS AND TOMATOES DEPARTMENT:

Random Samplings of Reader Mail.....2

RANDOM ACTS OF MINDLESS DEPARTMENT:

The Fundalini Pages.....6

RED MAN WALKING DEPARTMENT:

Gap Celebrity Ads
You May Have Missed.....9, 17, 33, and 40

REBELS WITHOUT A CLAUSE DEPARTMENT:

War Clichés: Completing the Sentences.....10

SERGE-IN GENERAL DEPARTMENT:

A MAD Look at *The Amazing Race*.....13

THE BEAST AND THE BRIGHTEST DEPARTMENT:

MAD's Inspirational Animal Stories.....18

THE MINDS IS A TERRIBLE THING TO WASTE DEPARTMENT:

The Multifaceted Upside of Having a
Multiple Personality Disorder in School.....20

THE HEAT SHALL INHERIT THE EARTH DEPARTMENT:

Other Inconvenient Truths About Global
Warming That Al Gore Didn't Mention.....22

THE TIMING OF THE SHREWD DEPARTMENT:

Other Rules Inspired by the 5-Second Rule.....26

ANGSTER'S PARADISE DEPARTMENT:

Monroe &...The School Dance.....29

TYRANNOSAURUS HEX DEPARTMENT:

What if Dinosaurs Dabbled in Voodoo.....32

FAKING AMENDS DEPARTMENT:

MAD's All-Inclusive, Do-It-Yourself Public Apology.....34

SODA POPPED DEPARTMENT:

Practical Uses for the Diet Coke/Mentos Formula.....36

JOKE AND DAGGER DEPARTMENT:

Spy Vs. Spy.....38

PEN AND STINK DEPARTMENT:

The MAD Strip Club.....41

TAKE ME TO YOUR READER DEPARTMENT:

The Foolastic Book Club.....45

MARGINAL THINKING DEPARTMENT:

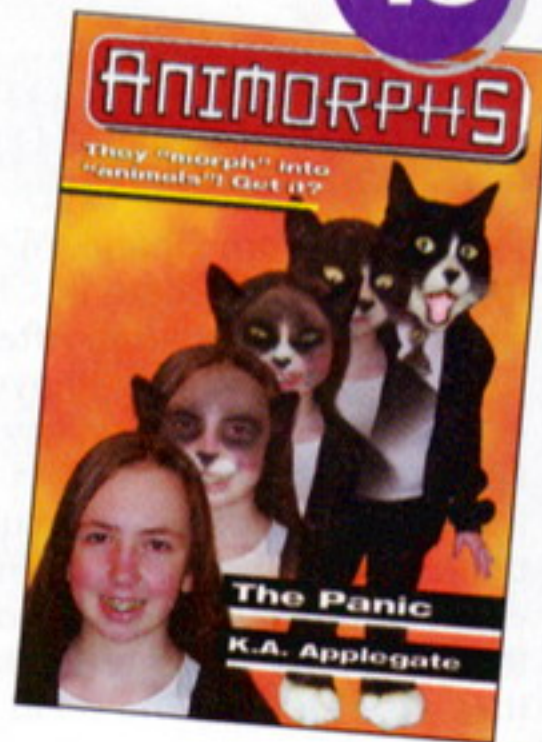
"Drawn Out Dramas".....Various Places
by Sergio Aragones Around the Magazine

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FRONT COVER ARTIST & GAP AD PARODIES:
MARK FREDRICKSON



45



Why doesn't
time ever fly when
you're stuck on
an airplane?





WIT TO BE TIED

I've always wanted to write a letter to MAD, but was always too lazy to actually write one or to even send one. Glad you've entered into the world of technology for a geek like me who doesn't really like leaving my computer for too long. Too bad I don't have anything witty to say, but it's fun to e-mail you guys nonetheless!

AM Ciotola, Exeter, PA

DJ AM — Thank you for being so upfront and honest. But just because you don't have anything witty to say, don't let that stop you from writing an e-mail. After all, it doesn't stop us from putting out a magazine! —Ed. P.S. Big congrats to you! Your e-mail was the first printed from letters@madmagazine.com! No more costly postage stamps or painful paper-cuts! E-mail can't be beat!

A CASE OF GHANA-READER

I am Paul from Ghana. MAD is fast establishing itself here in Ghana and particularly my school. After reading my first issue of MAD I have learned to love it and so am doing my best to spread the news of MAD in my school. I am counting on a few issues, which I think if my submission to the Letters and Tomatoes is considered, I will share them with my pals here in school, so they also can join the band of lunatics.

Paul Gerhardt Fleischer, Teshie, Ghana

Paulie Walnuts — We were so excited to get your letter! We had no idea we even *had* any readers in Ghana. We don't know if you've been following the U.S. news, but lately, it's become very fashionable for American celebrities such as Madonna and Angelina Jolie to adopt African children. And we decided we want in on that action! So pack your bags and tell your parents that you've got a new family here in America. We're gonna have our legal department look into it, but we're hoping by this time next year, we'll have a new permanent addition to the MAD family! —Ed.



MAD'S NEWEST BATHROOM COMPANION

Ha Ha Ha! Brilliant cover of Tom-Kat and baby Suri. I bought that issue without looking inside. I took the cover off and taped it to my bathroom wall, it gives me a reason to smile when I go to the john!

Jeff S., Seattle, WA

Jeffy Pop — We wish more readers would follow your example and buy the magazine without looking inside (people reading it only seems to hurt our sales!) In more important matters though, we want to know what it's doing hanging in your bathroom and why it's making you smile — actually, on second thought, we'd rather stay in the dark on this one! Thanks for writing and happy flushing! —Ed.

FOOL BRITANNIA

I live in England and I think your magazine is awesome, especially Planet Tad and Spy Vs. Spy. I wish loads of shops here had it, but they're all rubbish. I just want to say two things. One, I think your drawings of Alfred are cool, can you do a "How to draw Alfred" part of the magazine? Also, I want to ask, why do most American cartoons make British people look so posh and always have them drinking tea? Please answer because I'm sure a load of people want to know this too. I've got to go, my pot of tea is ready — Cheerio!

Jamie Papasavvas, London, England

Papa Smurfas — We get a lot of letters from fans asking us how to draw Alfred. However, we get even more letters from MAD cover artist Mark Fredrickson begging us not to give away his secrets so he can continue to eke out a meager living illustrating Alfred. Surely, Jamie, as a posh British bloke, you're busy enough with your fox hunts and polo matches and don't need to take away poor Mark's livelihood as well. Your insolent letter has been a shocking reminder of why the colonies left in the first place! God save the Queen! —Ed.

The Big Easel

Anita Eenink and Michael Dallaston of Australia sent in these amazing customized Spy Vs. Spy Legos. What's great about these is that after one of the Spys gets blown to smithereens, he can be put right back together! Remember, if you've depicted a MAD character in a weird, offbeat or unconventional medium, please send it to us via e-mail (put The Big Easel in the subject line) or write to Amy "The Big Easel" Vozeolas c/o MAD Magazine, 1700 Broadway, NY, NY 10019.





THE LIZARD OF ODD

In MAD #472 in the article "What Would Happen to Disney Characters in the Real World?" you show Jiminy Cricket getting eaten by the Geico Gecko. I found a mess-up. Geckos don't have long tongues, chameleons do. When a gecko attacks prey, they lunge forward. Chameleons, on the other hand, spit their tongue out like what you showed!

Evan Scott, Via e-mail

Scott's Honor — After we read your letter, we went to Wikipedia (the most trusted source of information) and uncovered even more startling misconceptions and mistakes about geckos! Did you know they don't speak at all, let alone with a British accent — and, as it turns out, most don't work at large insurance firms. Thanks for your courageous whistle blowing and shame on you, Geico, for misleading the American public! —Ed.

A TAD DEMANDING

Please don't ever remove Planet Tad, it's simply the most brilliant parody of all these ridiculous rambling blogs ever. Tad is my hero! I don't pay a single cent of my own money for your magazine because I freeload off the issues available at the library where I work! By the way, good luck coming up with a creative joke on my name — all the obvious ones have already been done!

George Buttner, Dayton, OH

I Can't Believe it's Not Buttner — You read our magazine without giving us anything in return?!? You need to take a lesson from our favorite reader, Jeff S. He throws money our way without even reading a single word! That's the kind of blind devotion we look for in our readers! Not some cheapskate librarian who throws around demands like he's a paying customer! Shame on you for misleading the American public! —Ed.

MADMUMBLINGS
@MADMA6.COM

Once I put an egg in my belly button and it disappeared — shes-still-here... If you were the last person on Earth I'd never forget to send you a Christmas card — dabond007...I just found out that I am bulletproof if you don't shoot me — doomguy...In the near future, the crayon will be the world's top writing device — muffin-master19...I'm hiding in one of your grandparents' packages of old Velveeta — avsalltheway...When life hands me popsicle sticks, I make tongue depressors — goinyard14.

THE BIG PUMPKIN

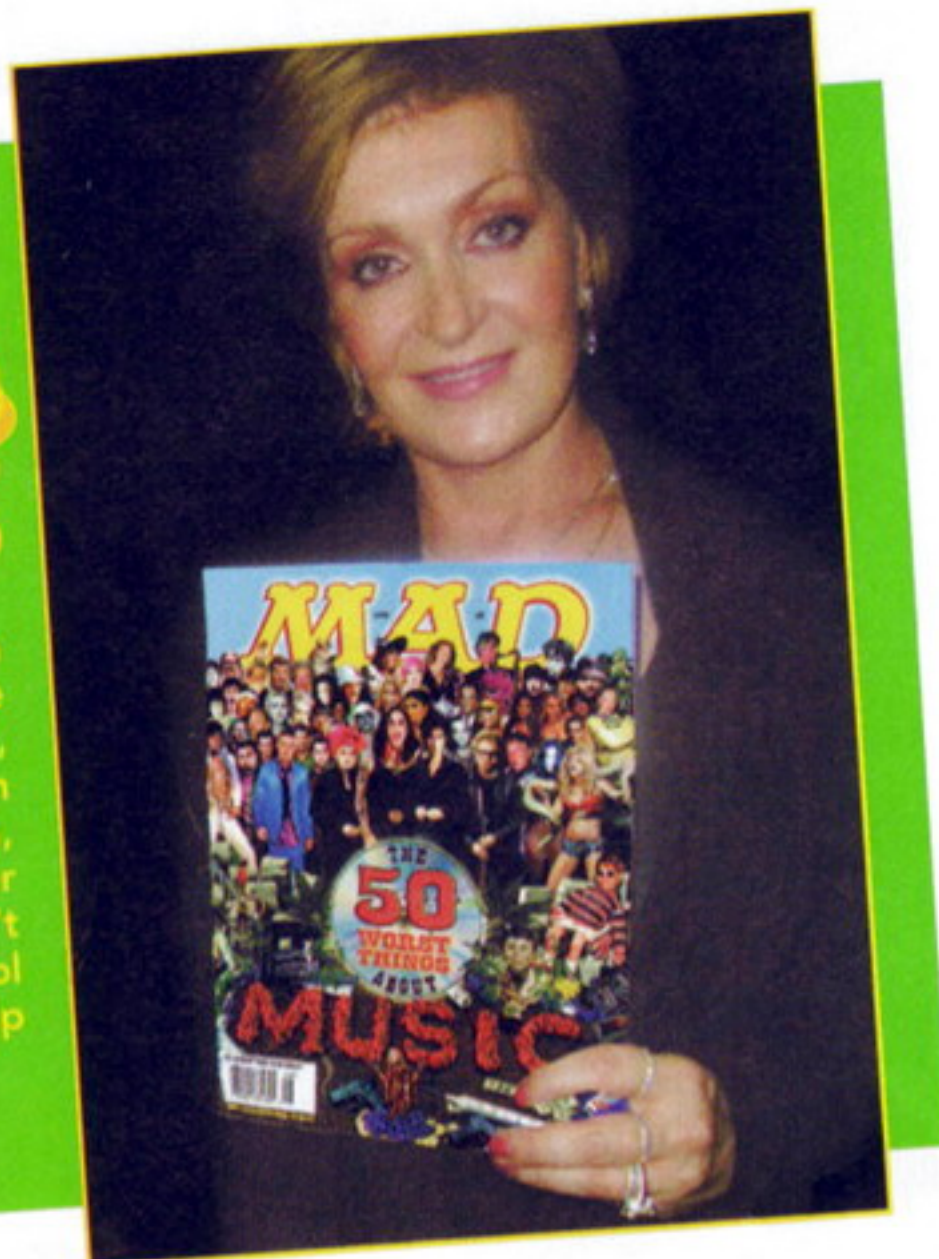
It's that time of year again — yep, when it gets to be late January/early February, what's on everybody's minds? Halloween, of course! Which is why we're proud to display some of your MAD Jack-O-Lantern submissions. Thank you to all who sent in their photos rather than mailing us the actual mutilated gourds!





MAD CELEBRITY SNAPS

Holy F&^*ing S*%t! Sharon f*cking Osbourne was nice enough to pose with MAD #420, which featured her family. Soon after this photo was taken, Sharon had to run back to her hotel because Ozzy couldn't figure out the remote control and was screaming for her help to find the History Channel!



READER ALERT!

Go to MAD's MySpace page and click on "VIDEOS". There you'll find an original and disturbingly thorough MAD-inspired music video by Dee Long. It's truly a viral video — in that it makes us want to throw up!



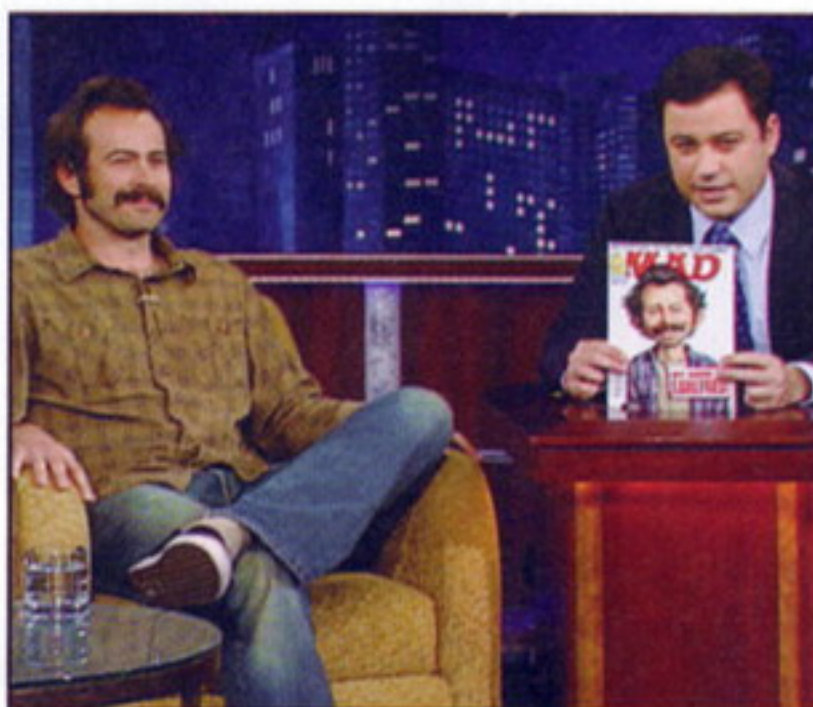
READER ALERT II!

Those lucky enough to have their letters printed on this letters page will receive a copy of the Deftones album *Saturday Night Wrist* courtesy of our "friends" at Maverick/Warner Bros. Records. If your missive didn't make the cut, don't worry — the album is out now.



AS SEEN ON TV

As if appearing on *Jimmy Kimmel Live* wasn't embarrassing enough for *My Name Is Earl*'s Jason Lee, Kimmel added insult to injury by holding up MAD #470 with "Earlfred" on the cover. Jason is not amused!



JASON, JIMMY AND EARLFRED

**NEXT MONTH IN
MAD #475
ON SALE FEBRUARY 20!**

**A DAY IN THE LIFE
OF DANE COOK!**

**NEXT MONTH IN
MAD KIDS #6
ON SALE FEBRUARY 20!**

**BONUS STICKERS AND
INTERVIEWS WITH
DWYANE WADE AND
HANNAH MONTANA'S
MILEY CYRUS!**

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Contributing Artists And Writers
the usual gang of idiots

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Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

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THE FUNDALINI PAGES

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Antonin Scalia

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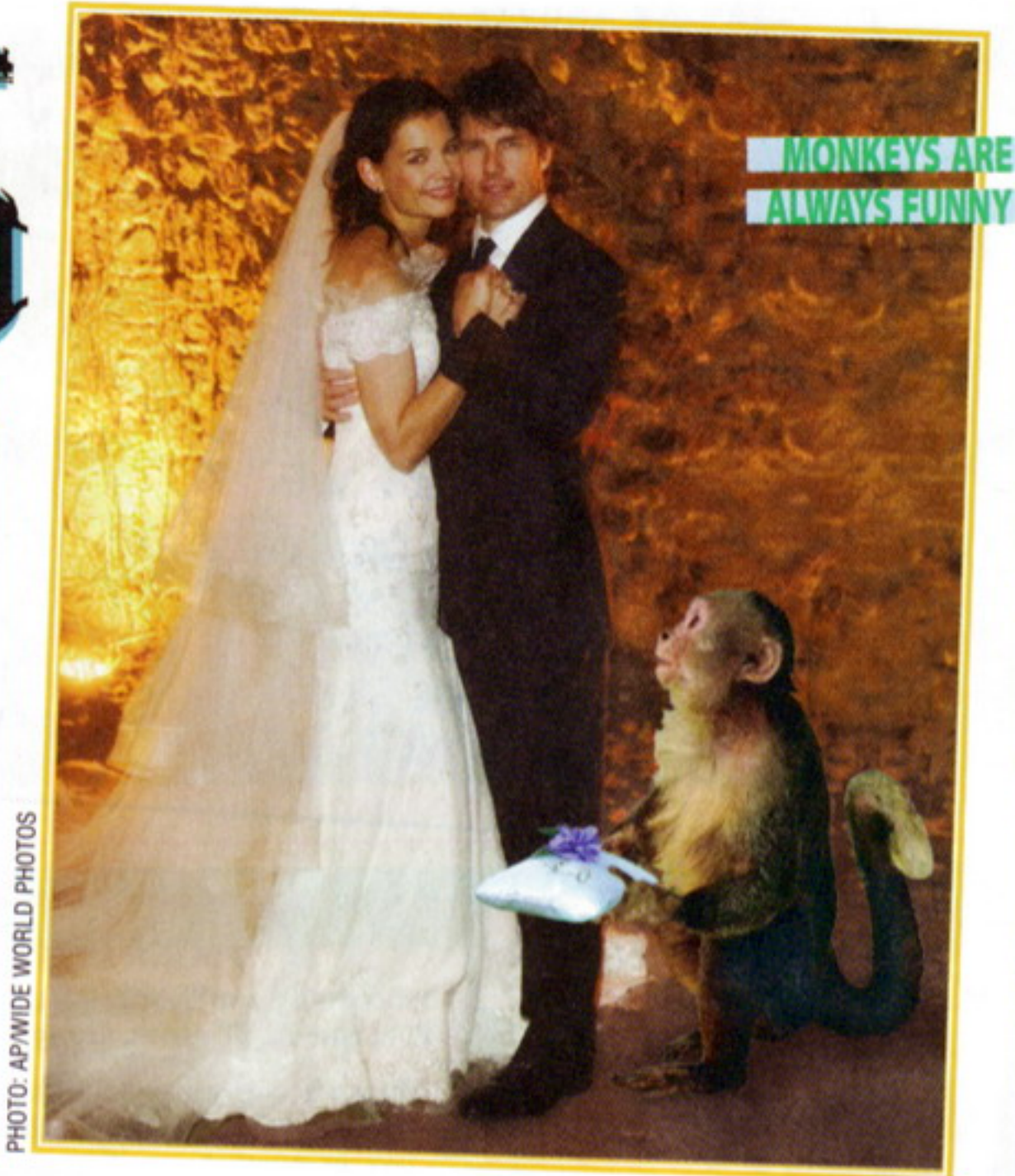
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THE GODFREY REPORT

IN	FIVE MINUTES AGO	OUT
Bunions	Corns	Plantar Warts
Chalices	Steins	Goblets
Capris	Pedal pushers	Clam diggers



RUSH LIMBAUGH'S THOUGHTS ON OTHER CELEBRITIES WHO ARE SUFFERING

MARLEE MATLIN "She's deaf, and the whole world feels sorry for her. I go deaf, and I get mocked and impugned by the Hollywood elite. Can you say 'media bias,' folks? Anyway, she should feel fortunate that she didn't have to hear any of Martin Sheen's left-wing drivel on *The West Wing*..."

STEPHEN HAWKING "Hmmm, a scientist who's skeptical of God gets stricken by a disease named after a deeply revered baseball player? Seems to me that there is a God after all, Mr. I'm-smarter-than-everyone-else egghead. Run that through your nerdy little voice machine..."

MUHAMMAD ALI "Just like Michael J. Fox, this guy's been faking Parkinson's for the past several years. He obviously wants the country's sympathy — and this is after he failed to go fight for his country in Vietnam. And the real kicker is that 9/11 was caused by Ali's fellow Muslims...."

CHRISTOPHER REEVE "Follow me here, my friends: this guy times his death for right before the 2004 election, but the American people saw through that. So what does his widow do? She times her death for just before the 2006 elections — and it worked! I tell you folks, these people are shameless..."

MELISSA ETHERIDGE "So a man-hating lesbo gets cancer. And the problem is...?"

MSNBC

THE 5 FAST 5'S

GOOD THINGS ABOUT BEING ADOPTED BY MADONNA

- 1 Adoptive father Guy Ritchie will never embarrass you by making a ridiculous Oscar acceptance speech after winning Best Director
- 2 You can finally leave the glitzy phoniness of the Malawi farming scene behind
- 3 It eliminates the possibility that you'll be adopted by Michael Jackson
- 4 You'll be free to choose your own religion, possibly even one of the several she's cynically exploited over the years
- 5 When she punishes you, the comeback "Mama don't preach" practically writes itself



GEORGE BUSH'S POSSIBLE NEW SLOGANS FOR THE INEVITABLE TROOP WITHDRAWAL FROM IRAQ

- 1 "Let's Not Wear Out Our Welcome!"
- 2 "Backwards is a Direction Too!"
- 3 "Mission Accomplished! (Loose Ends Need Work.)"
- 4 "Stray the Course!"
- 5 "We Tried, We Failed, Get Over It!"



FUN FACTS ABOUT THE U.S./ MEXICO BORDER WALL

- 1 For an extra-scary effect, guards will all speak German
- 2 Graffiti will be allowed on the U.S. side, but only if it's written in English
- 3 No matter how high it's built, it can never hold back El Pajaro, The Flying Terror of Mexican Wrestling
- 4 Parts of the wall will be officially used by the U.S. Handball Association
- 5 Somehow, Halliburton got the contract for this project, too



LINES EDITED OUT OF O.J. SIMPSON'S BOOK

- 1 "It was the best of times (for me), it was the worst of times (for the Browns and Goldmans.)"
- 2 "I didn't kill Saddam Hussein's two sons, either, but here's how I would have done it..."
- 3 "It was either this or a vegetarian cookbook, and I assumed you'd be more interested in the murders than in casseroles."
- 4 "If you cooperate with authorities, turn to page 89. If you go on a low speed chase that makes you look guilty, turn to page 103."
- 5 "I realize that some of you think this book is just a cynical attempt to cash in on my notoriety. To you I say: Well duh."



NEWLY RELEASED CONGRESSIONAL PAGE I.M. RESPONSES TO MARK FOLEY

- 1 I don't really think I want to visit your "southern district"!
- 2 I'm sorry — did you say that your exploratory committee is led by a gerbil?
- 3 So that's what you mean by "congressional pork"?
- 4 You meant to say that you're holding a special election, right?
- 5 You're typing with WHAT?



PAINT LIKE THE MASTERS SECOND IN A SERIES

ANDY WARHOL

STEP 1 WEAR A FABULOUS WIG.

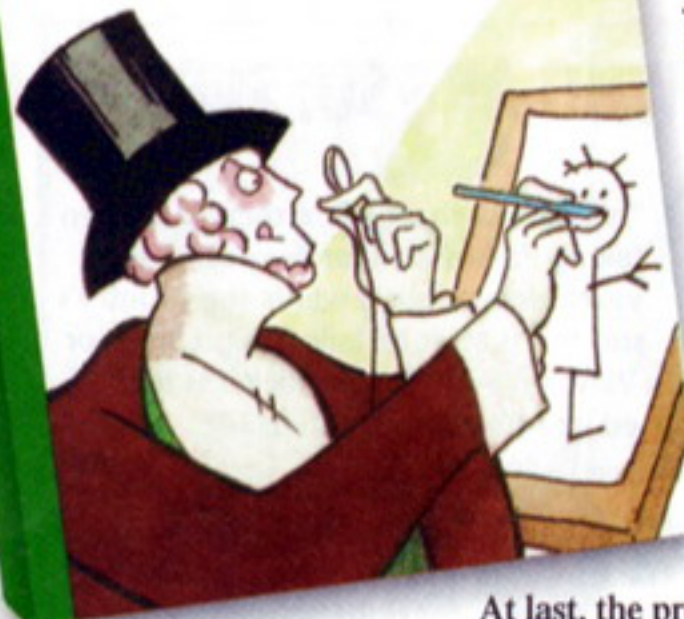
STEP 2 MAKE A BUNCH OF STENCILS OF MACARONI AND CHEESE BOXES OR SOUP CANS OR SOMETHING.

STEP 3 SCREEN PRINT THE STENCILS IN THE SPACE ON THE RIGHT.



GRAPHIC NOVEL REVIEW

HOW TO DRAW COMICS THE NEW YORKER WAY



SCRIVENER'S AND FUNGI PUBLISHING, 328 PAGES, \$22.95

There are only a handful of uniquely American art forms, like jazz or bumfighting. Foremost among these is the classic *New Yorker* gag cartoon.

Urbane, droll, mostly embalmed, the best of these inscrutable comic situations let their wry subtleties unfold with a delicious slowness. Lots of slowness. The subtleties can often go unnoticed by the casual reader...and certain members of the magazine's editorial staff...and indeed the creators themselves.

At last, the previously opaque and inexplicable formula of the *New Yorker* cartoon has been broken down for the aspiring contributor. *How to Draw Comics the New Yorker Way* is a profusely illustrated tutorial that takes a step-by-step approach.

The *New Yorker* can sometimes seem like a closed shop, in which the same cartoonists appear, week after week, with fresh vacancies being created only by death. But this simply isn't true. The magazine has a backlog of material from many of its dead artists who continue to monopolize *New Yorker* space, decades after their bones have rotted.

And yet they teach by example. Seeing the way different artists handle the exact same situation is, for lack of a better word, fascinating. The book includes more than 400 office gags showing a boss having a phone conversation at his desk, and from every possible cartooning angle (three). But the tiny differences in stippling, or the choice of background graytone wash? Those sing volumes.

The book is a cornucopia of valuable "tricks of the trade." For example, always draw one character with an open mouth (or in the highly technical jargon, the "speaker"). You don't want the reader to think your cartoon is about telepaths.

When drawing your 300th cartoon depicting a father sitting in a high-backed chair giving implausible, matter-of-fact advice to a child, you may be tempted to vary the object placement. Perhaps by reversing the father and the chair, putting the chair on top. The book explains the drawbacks to this.

One of the more useful chapters gives tips on potential subject matter. (Hint: The readership simply can't get enough talking dogs.) Children acting like adults! Adults acting like children! Animals acting like children OR adults! And all of them behaving with incongruous detachment! It's laugh-not-loud pandemonium!

It's impossible to underrate the cultural importance of the *New Yorker* cartoon, especially the pointless ones with the short, squiggly king just walking around. These cartoons aren't there merely to fill the space between the overview of the

new Frank Stella retrospective at MOMA, and the 14 pages of prose about a Connecticut writer who hates his novel, his wife, his mistress, and himself. They're a fundamental piece of our collective literary tradition. A lot of craft goes into taking whatever catchphrase has been in the public arena lately, and having a sommelier at a wine tasting say it. Or the Grim Reaper. Or a cow.

This book is highly recommended for anybody who's always dreamed of drawing ink wash cartoons about board meetings for the rest of their lives. Whether you hope to appeal to the reader that lives on East 66th Street in Manhattan, or the one on 73rd Street, you'll learn the professional tricks that have produced thousands of imperceptible half-chuckles, furrowed brows, contemplative grimaces, and even the occasional flared nostril.

LESSON 12
KNOW YOUR READER

American culture is constantly changing, and *The New Yorker* cartoonist must evolve with them, always adapting to the now. Only then can the magazine stay fresh and vital.

1933



"All I want from this marriage, Phillip, is a New Deal."

1953



"All I want from this marriage, Percy, is for you to take off those damned 3-D glasses."

1973



"All I want from this marriage, Henry, is peace with honor."

1993



"All I want from this marriage, Chauncey, is fewer stupid human tricks."

FRIENDS OF FUNDALINI

Dick DeBartolo

Desmond Devlin

Todd Eisner

Jeff Kruse

Jacob Lambert

Glen Le Lievre

Adam Rust

Benjamin Schultz

Sam Sisco

Rick Tulka

P.C. Vey

KEVIN "K-FED" FEDERLINE
CRAP (PRODUCT) HIS ACT

SPEA(RED)

A
MAD AD
PARODY

Let's face it, things in Iraq are going about as well as Kevin Federline's rap career. At this point, though, we're in too deep for the people in charge to start admitting they've made a mistake. (We're talking about the war, but it applies to Federline, too.) So they're stuck with the same lame explanations defending the war — but by now, even THEY don't believe what they're saying! Deep, deep in their hearts, though, they know the whole truth — and it's time they share with the rest of the world...

WAR CLICHÉS:

Major combat operations in Iraq have ceased...

...so all the casualties from now on will be strictly from the minor operations.

We grieve for the families of those who lost their lives in the war...

...though we aren't above smearing them if they start to protest too loudly.

We salute the brave men and women of the armed forces...

...because saluting them doesn't cost us anything — unlike, say, adequate body armor.

September 11th changed everything...

...except our plans to invade Iraq, which were laid out long before the first Tower fell.

COMPLETING THE SENTENCES

The insurgency is in the last throes...

...and then the next insurgency will take over.

People who want to toss in the towel were wrong yesterday, they're wrong today, and they'll be wrong tomorrow...

...but they should be proven right sometime in 2007.

Criticizing a president during time of war borders on treason...

...unless that President is a Democrat.

Osama bin Laden can run, but he cannot hide...

...for more than fifteen years, twenty tops.



SERGE-IN GENERAL DEPT.

sergio ARAGONES

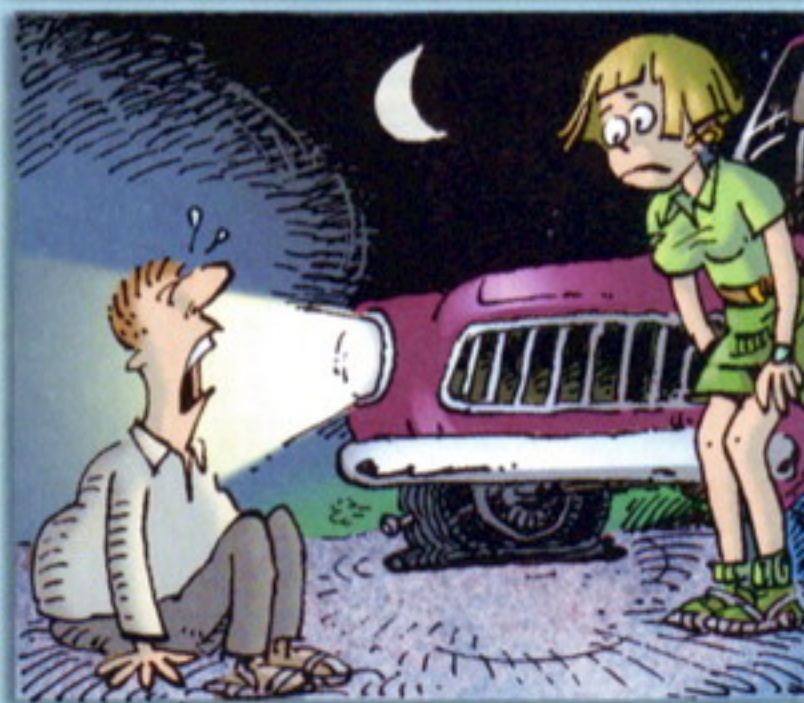
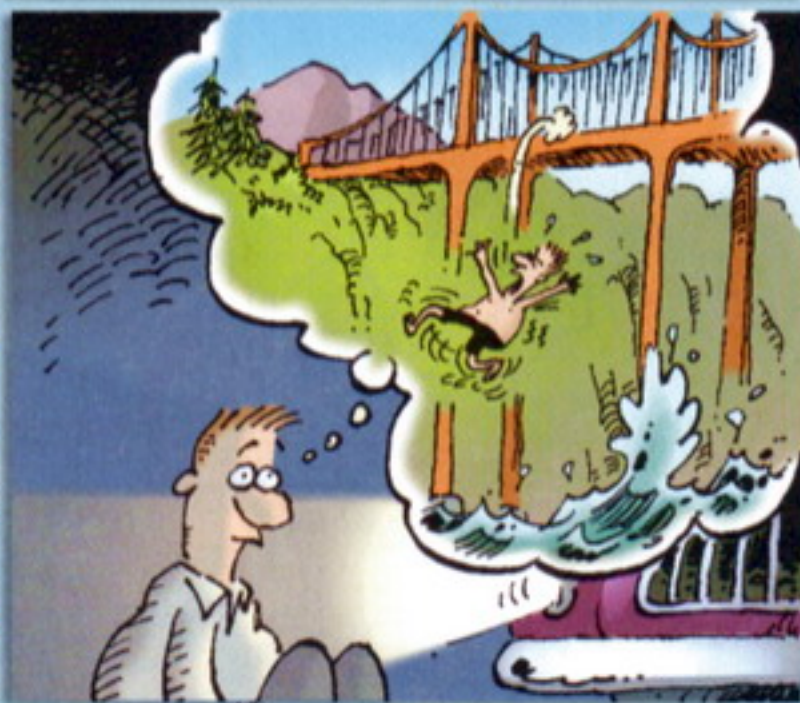
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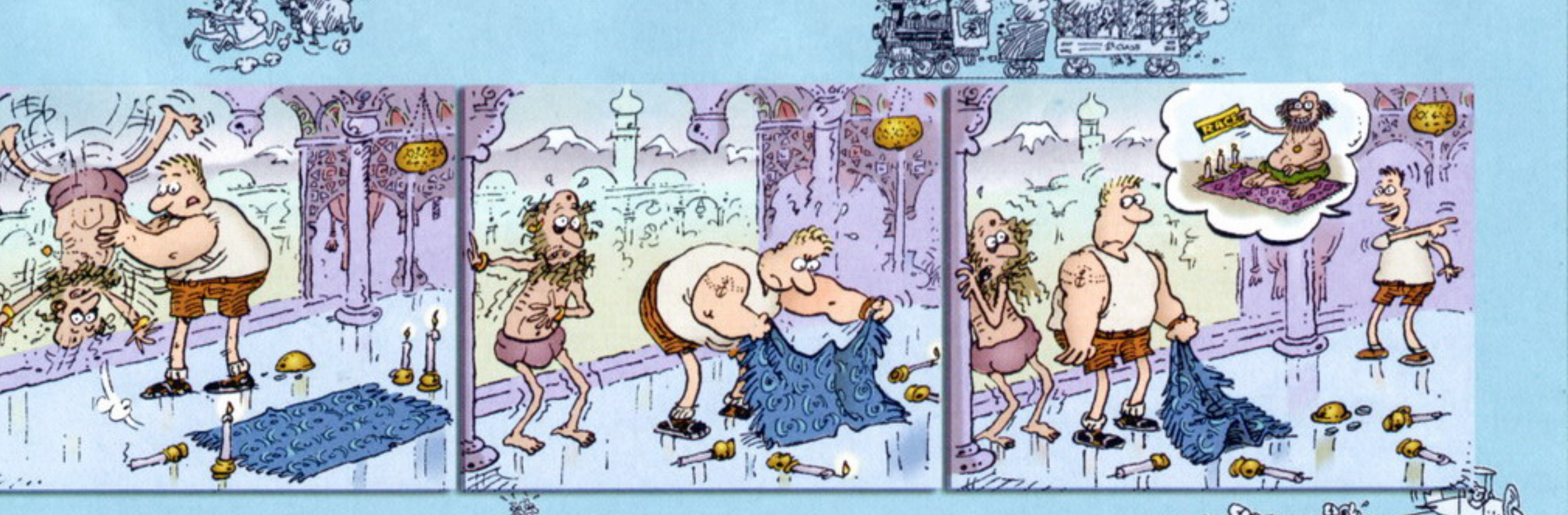
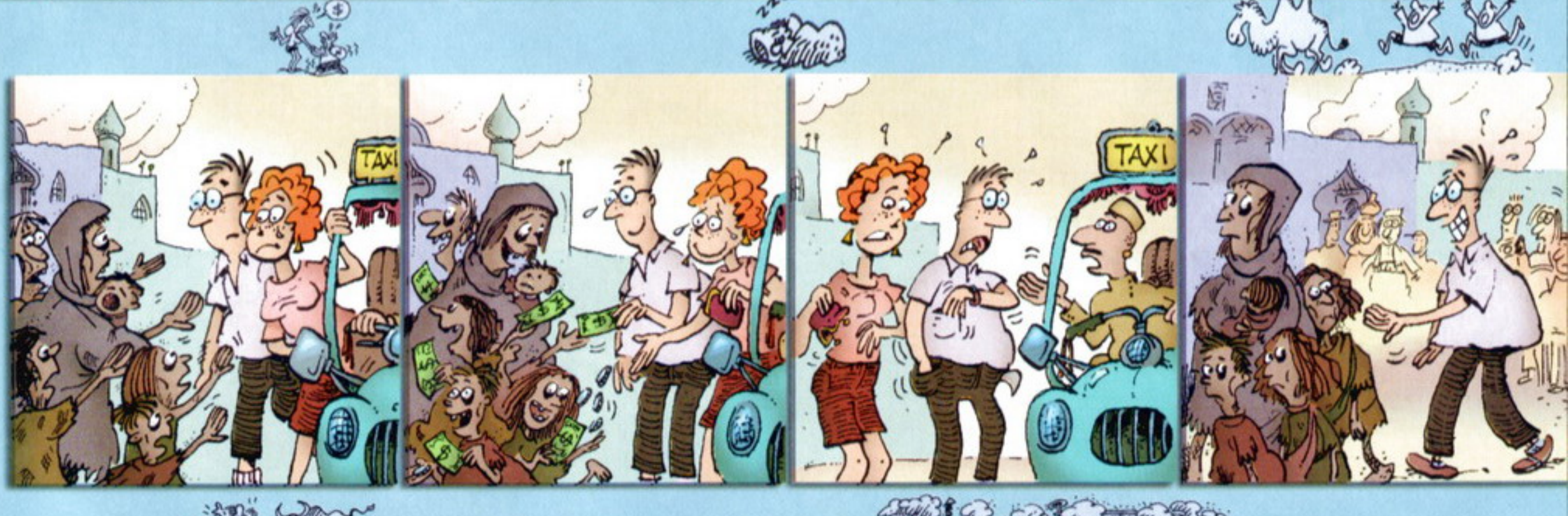
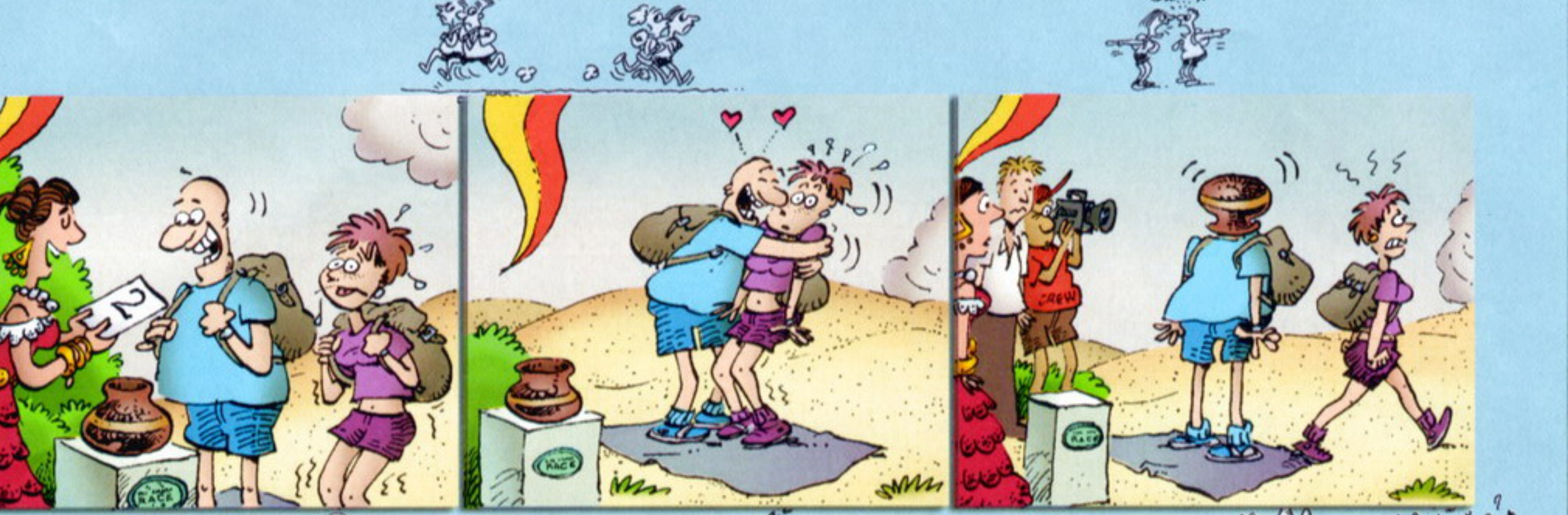
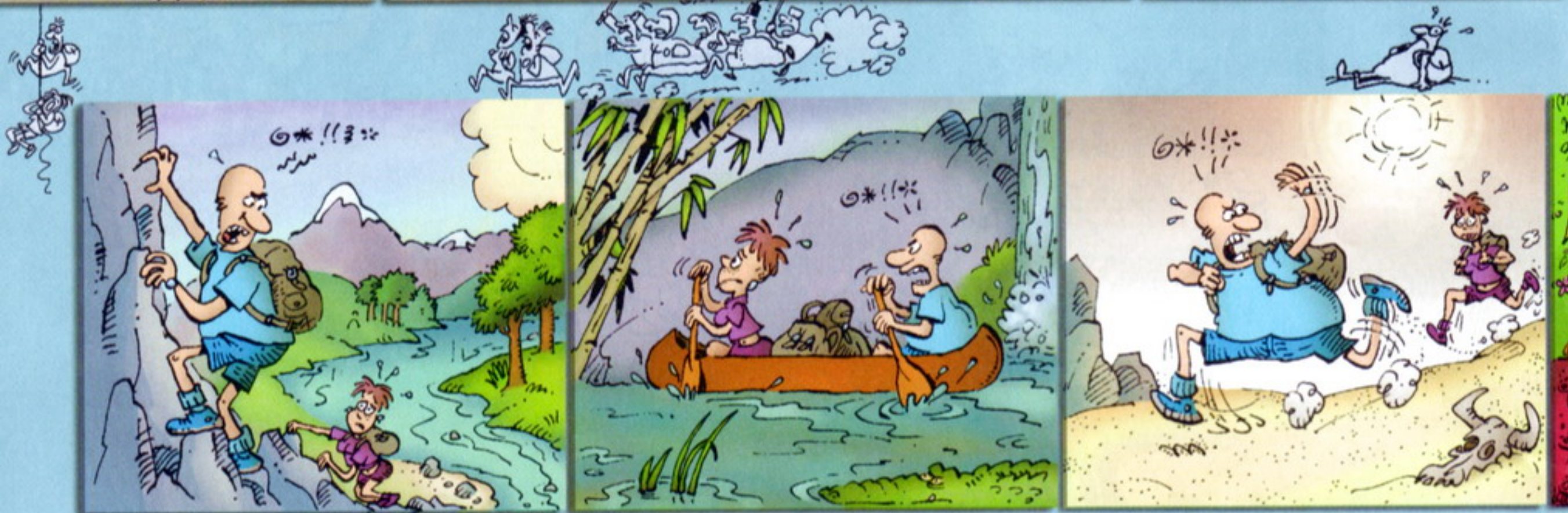
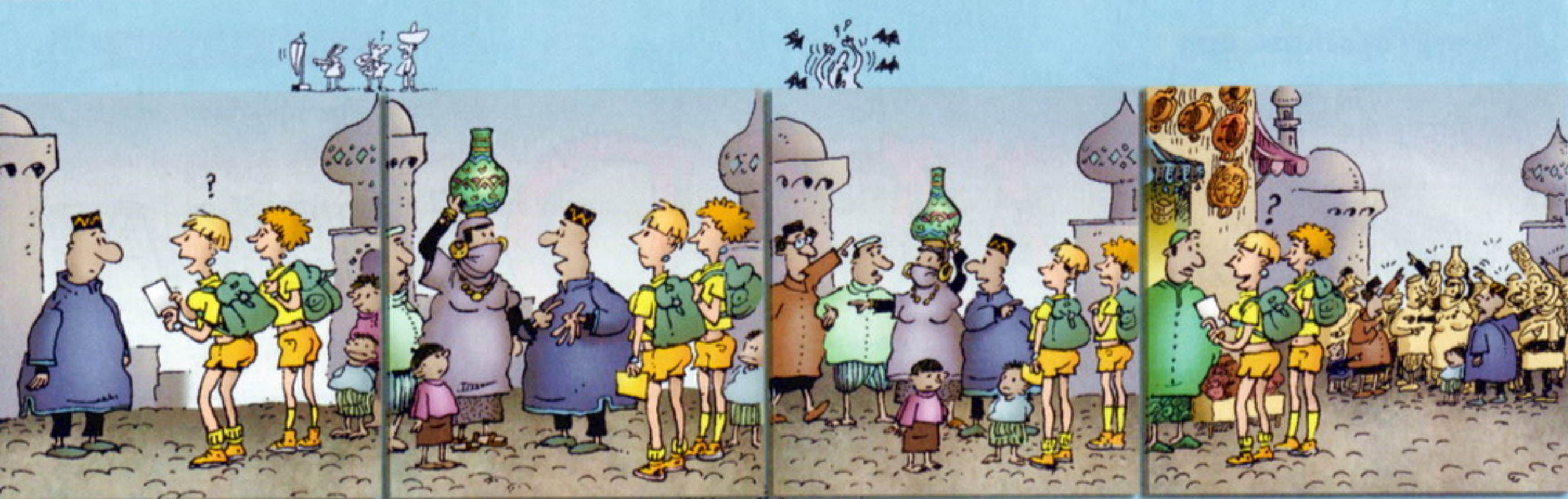
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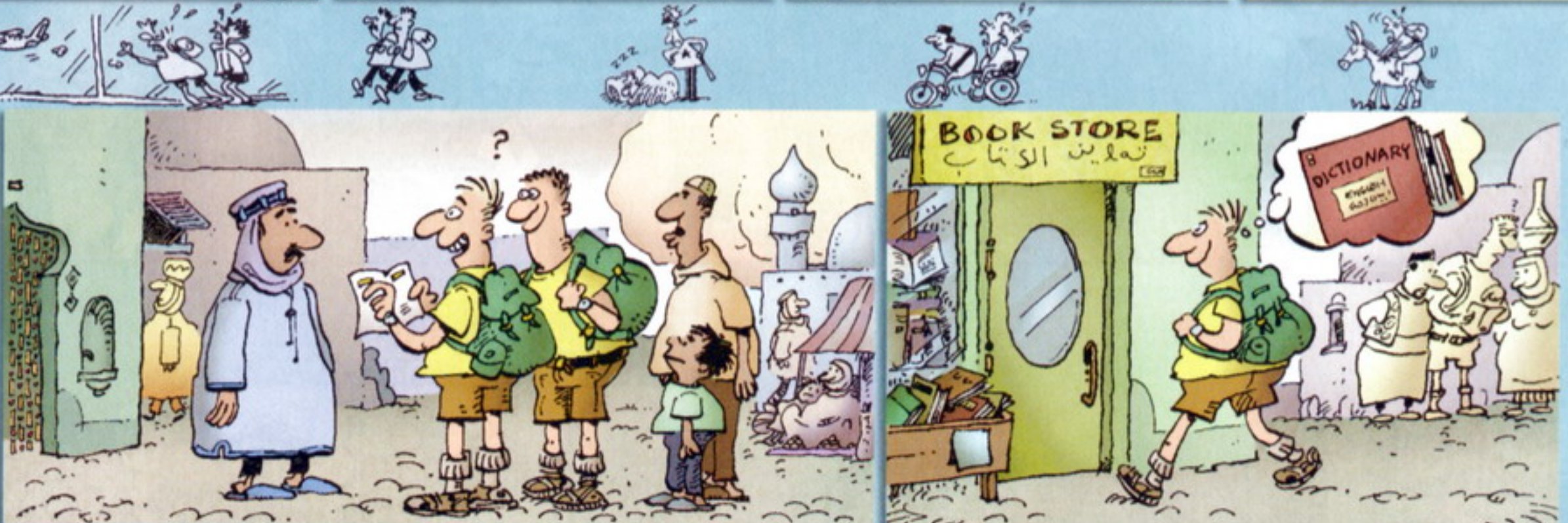
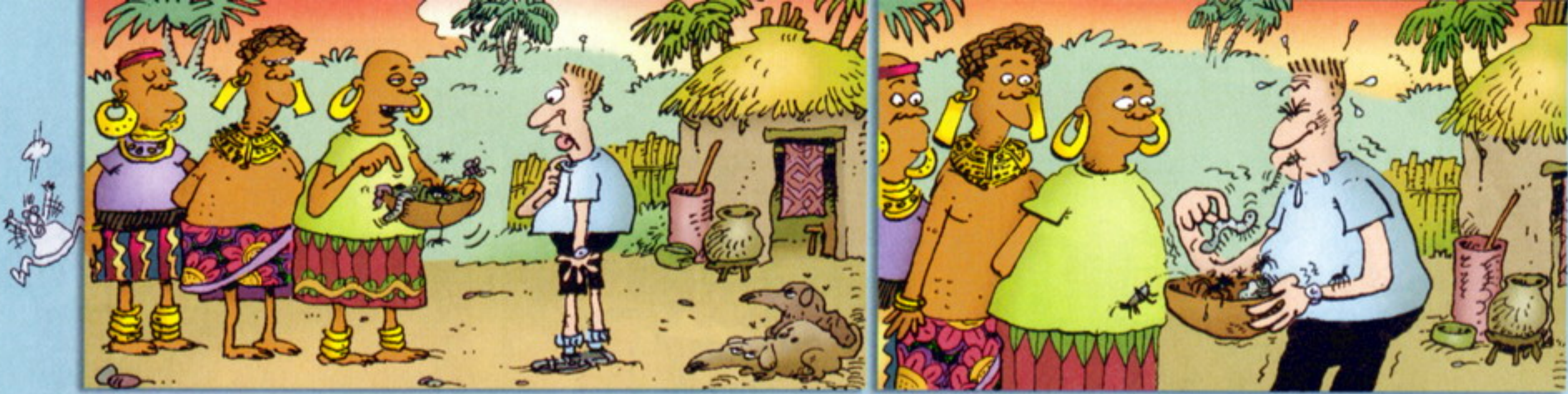
LOOK AT

THE AMAZING

RACE



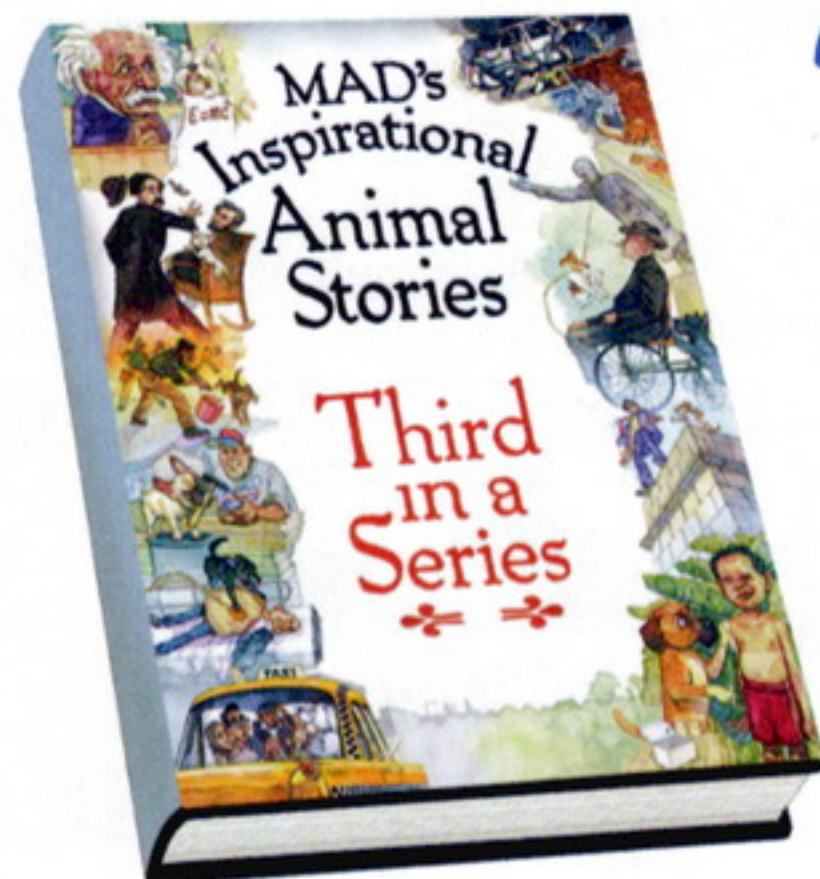




DONALD RUMSFELD
CRAP (PRODUCT) LIES

FI(RED)

A
MAD AD
PARODY



The Eye of a Kitten



My name is Joe and I've been a Chicago fireman for almost five months now. In that time you could say I've seen it all. I've seen buildings on fire. I've seen buildings NOT on fire. I've seen things on fire I swear I didn't think could even catch on fire. I've seen "safety" matches that, frankly, didn't look all that "safe." But nothing prepared me for seeing an overcrowded nursing home on fire with an adorable litter of kittens, all confused and scared, trapped inside!

There's more to being a fireman than racing through red lights, squirting water into windows and chopping down doors.

It's called saving lives.

But is a human's life more important than a kitten's? I don't know; that wasn't on the firemen's test. But I know how I felt when I looked in the window and through the smoke saw all those elderly people in a panic, every one of them capable of stepping right on one of those little, defenseless, darling kittens.

I smashed a window, sending glass everywhere. As I went to pick up their cardboard home, it crumbled in my hands. I grabbed a fire helmet from a colleague who had collapsed nearby and I used it as a basket for them. Then outside, I jumped into the closest truck, turned on the siren, and drove north, where I remembered there was a veterinarian's office.

I rushed in and handed over the kittens to one of the several vets sitting around the reception area. I didn't have to say anything; my gear and expression said it all and they sprang into action.

Nervously, I paced for what seemed like hours. Finally, a vet emerged and asked me how I wanted to pay for this. I told him we'd charge it to the county.

"In that case, we better do more testing," he winked and added, "You go home and get some rest; you can't do any good here."



What good could I do at home? I'd just worry myself sick to the point of vomiting. But I did go home for a change of clothes and, sure enough, I vomited on them before I could get into them.

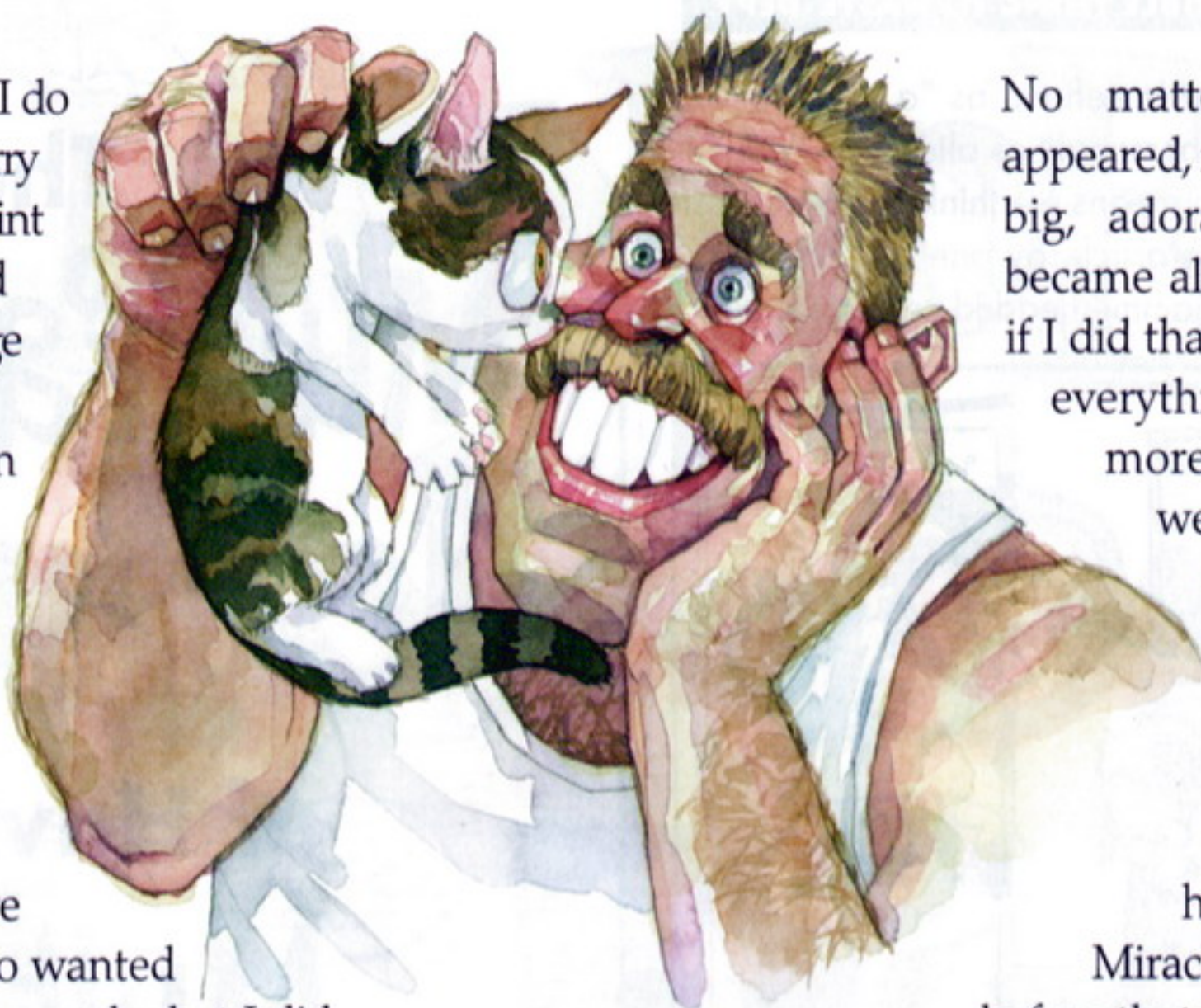
There were a number of messages on my answering machine. Most were from the Chief, who wanted to know where I was and what I did with the hook and ladder. Some folks just aren't cat people and you-know-who, I'm afraid, is one of them. I'd call him later; I didn't want to tie up my phone in case the doctors needed to reach me with some urgent, early test results.

For the next two weeks I practically lived in their reception area, praying for their recovery. At last the test results came: there was a piece of glass in a paw of one kitten, several of them had been dehydrated, and all of them had become addicted to pain killers, but overall, it was good news.

I didn't realize that each of the kittens had been assigned their own night nurse but that sure explained why the bill was almost six figures.

Since their other "home" was burnt to a crisp, I realized I now had 7 new "roommates."

When we got home, I was surprised to learn there was a warrant out for my arrest. It was then I realized that these fuzzy treasures had a special gift to give me.



No matter how bad things appeared, if I just looked into their big, adorable eyes, everything became all right for a while. And if I did that often enough, I found everything was all right for more than a while. They were magical hours that turned into magical days. Then magical weeks soon followed.

Try it and see for yourself. It's what I have come to call the Miracle of the Kittens. But before that, I called it Kitty-time in

Blissville. I'd tried Felines in Funtown – that was okay for a while, but then it started to annoy me. Puttie Tats in Wonderland actually pissed me off, but I used it anyway. Then there's Cutie-Pies from Kremulon, which is a distant planet I travel to when things get weird on Earth and I get the feeling my head is going to start changing shape again.

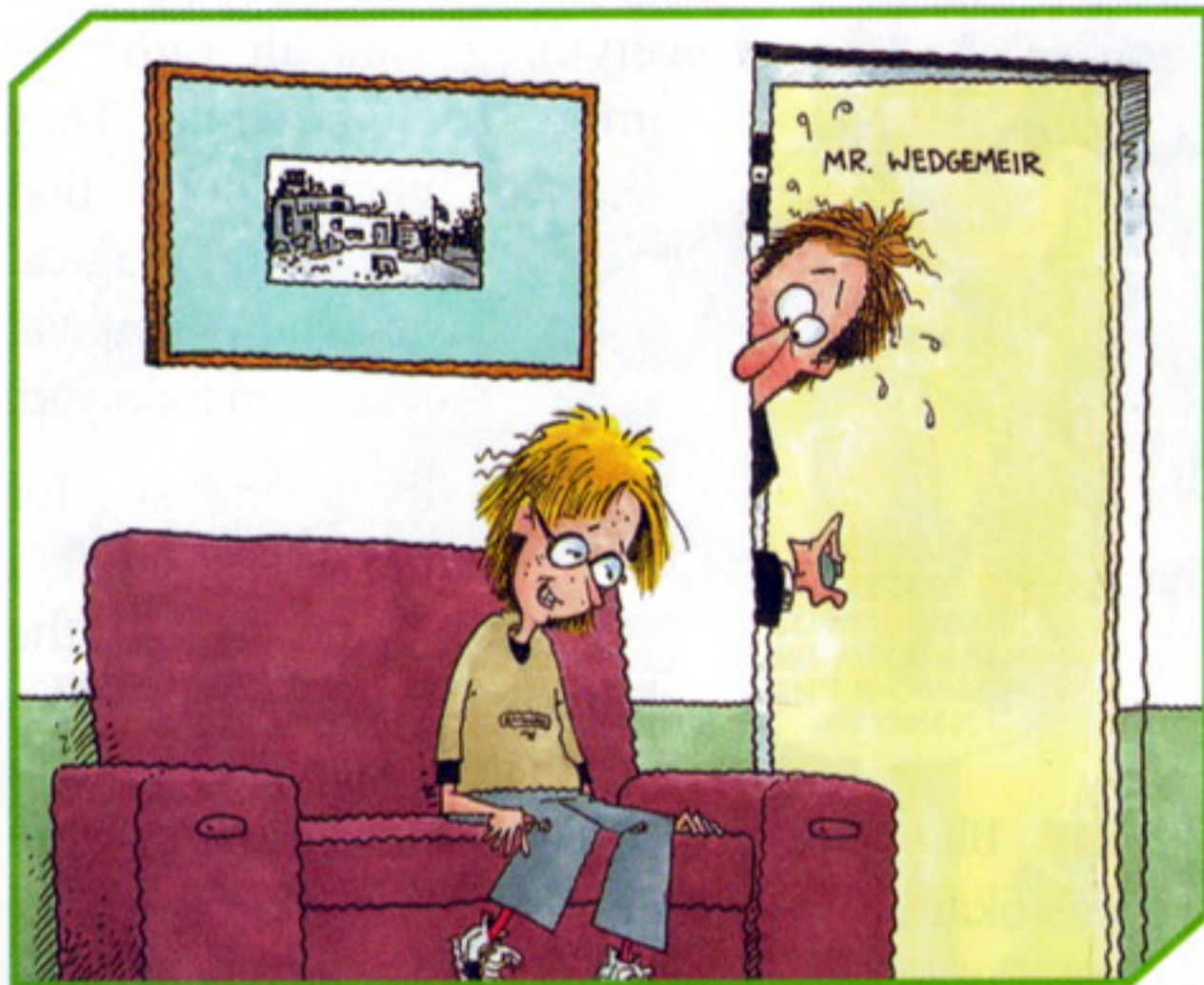
I'm going to take the kitties with me next time.

— Joe the Fireman
(Temporarily on Indefinite Suspension)

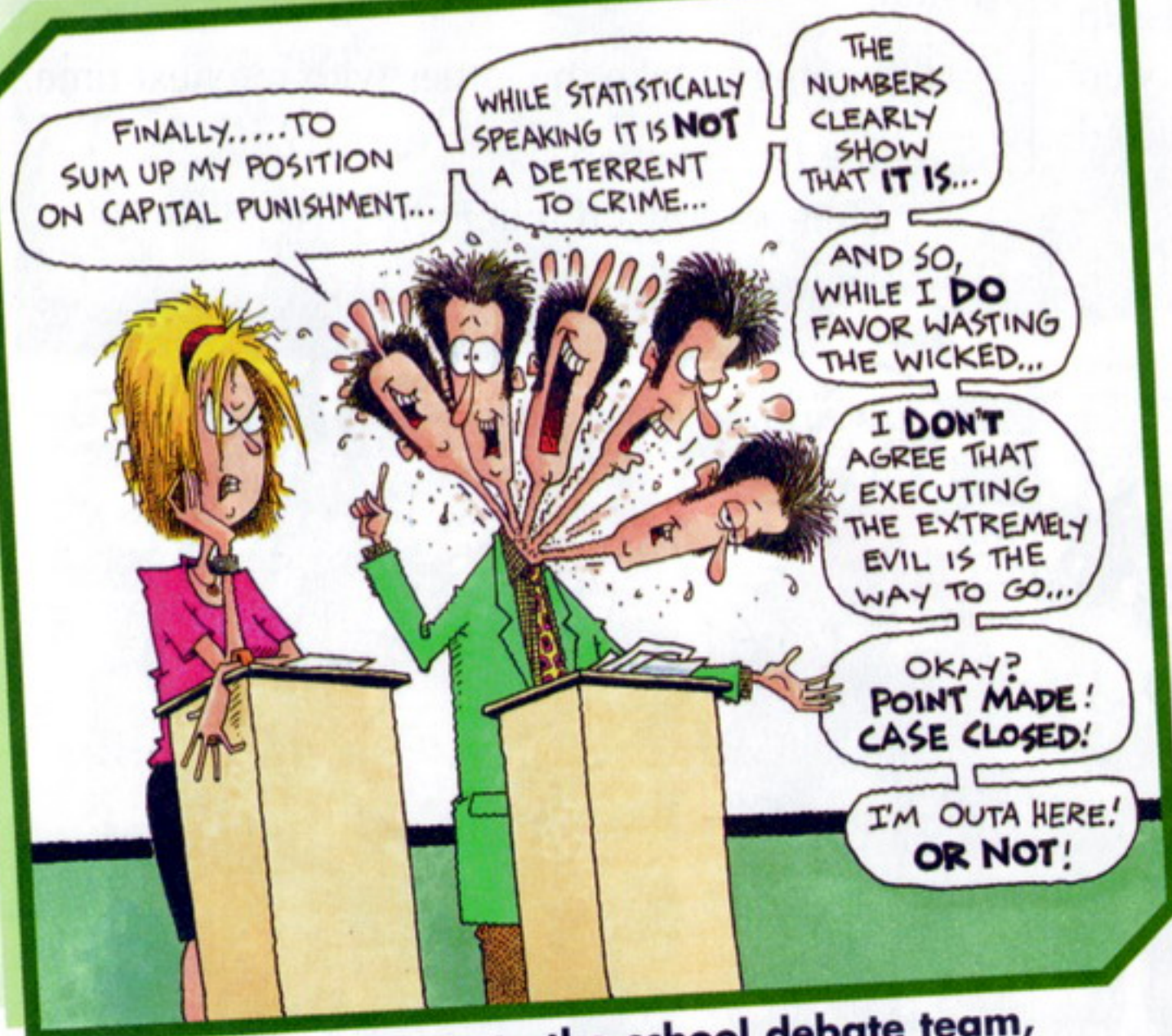




Multiple Personality Disorder is defined as "a condition in which two or more distinct personalities alternately prevail in the same person." Which means we think you'll alternately love/hate this funny/boring article by one of our most beloved/hated and smart/hammerheaded creators/hacks. It's...



The principal is forever on the defensive because he's never certain who's been sent to his office: the absent-minded slacker with a heart of gold, or the psycho Ritalin abuser teetering on the brink

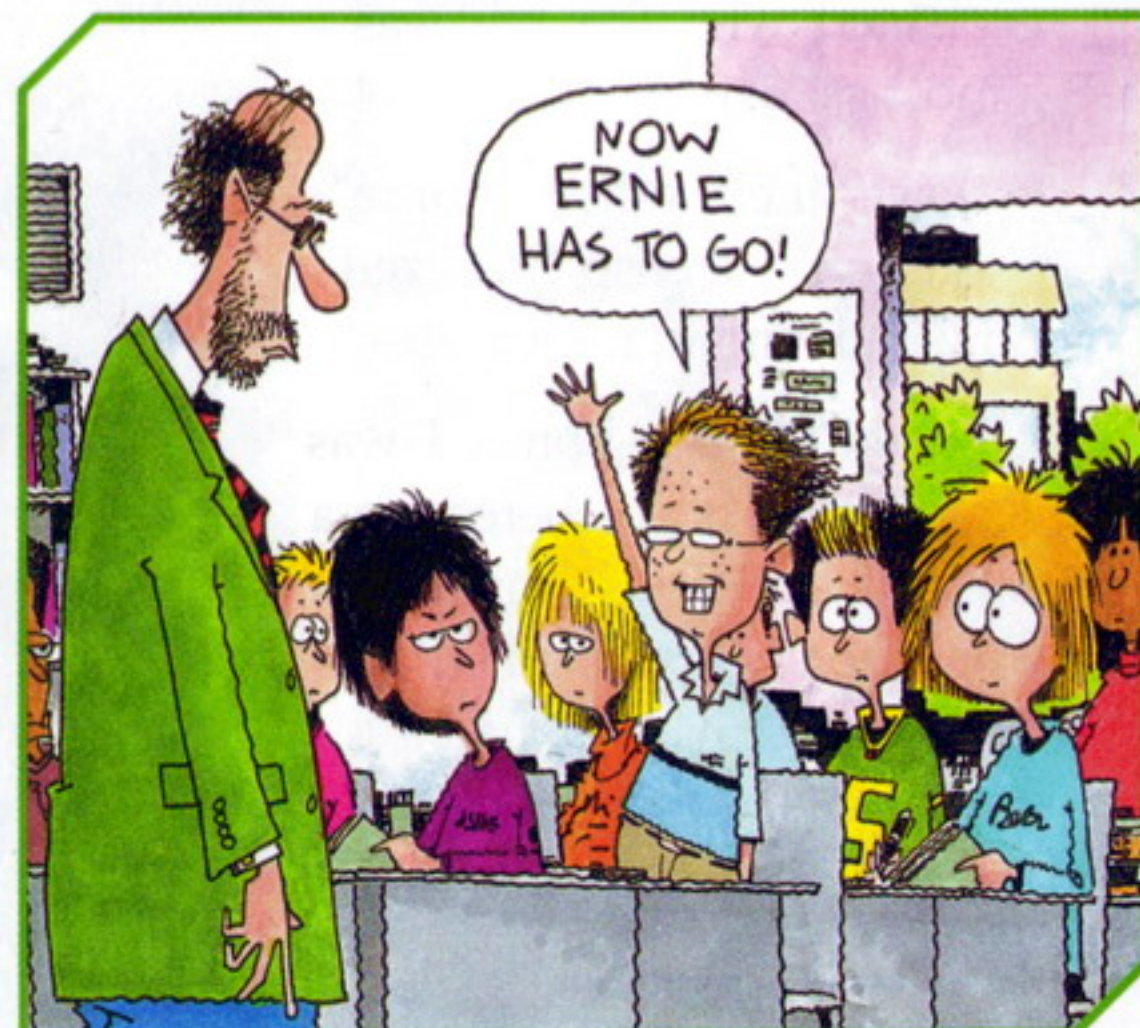


When it comes to the school debate team, you know those people who say you can't have it both ways? Well, you can



JOHN CALDWELL'S The Multifaceted Upside of Having a Multiple Personality Disorder in School

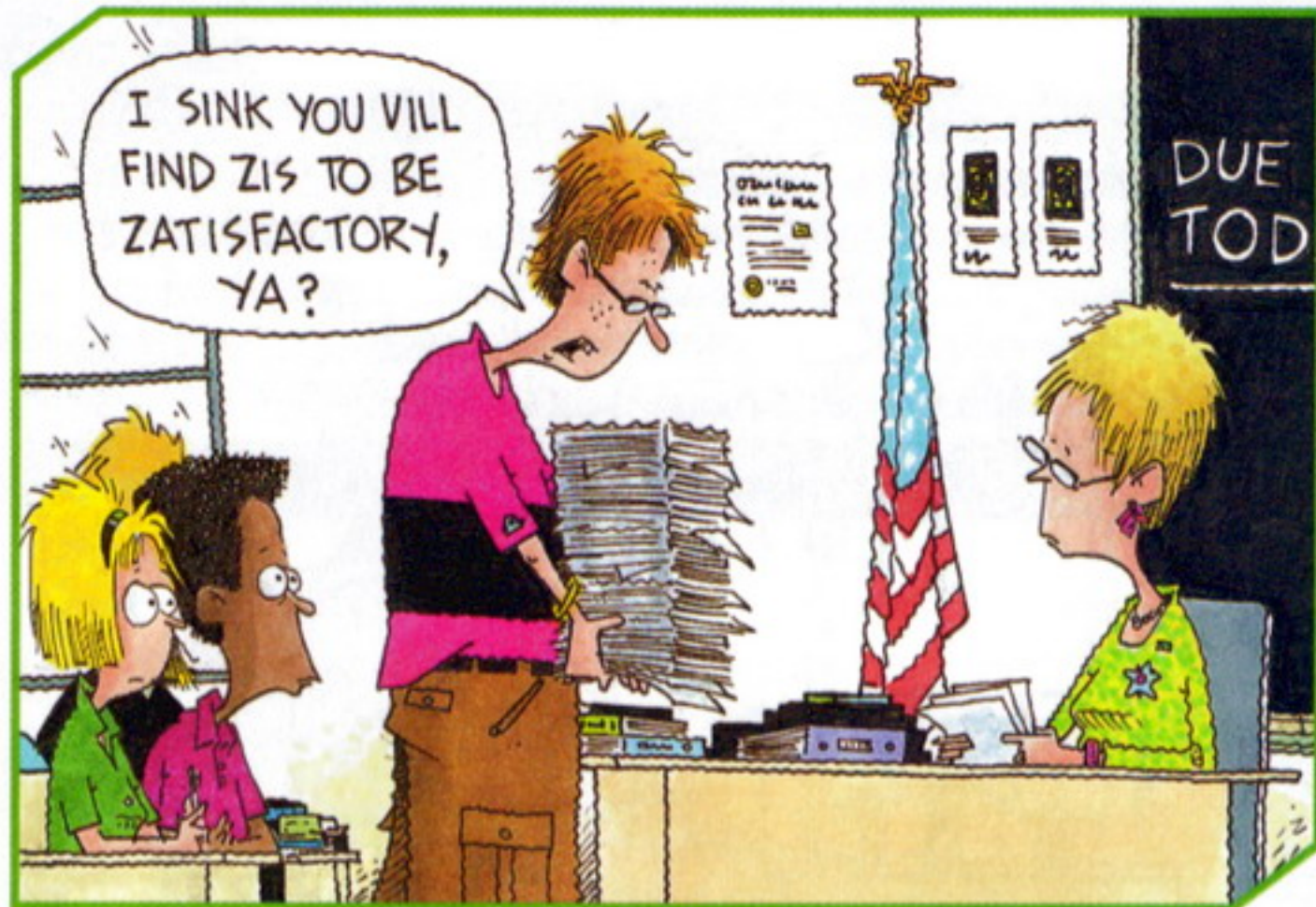
WRITER AND ARTIST: JOHN CALDWELL



Way more hall passes than the average student



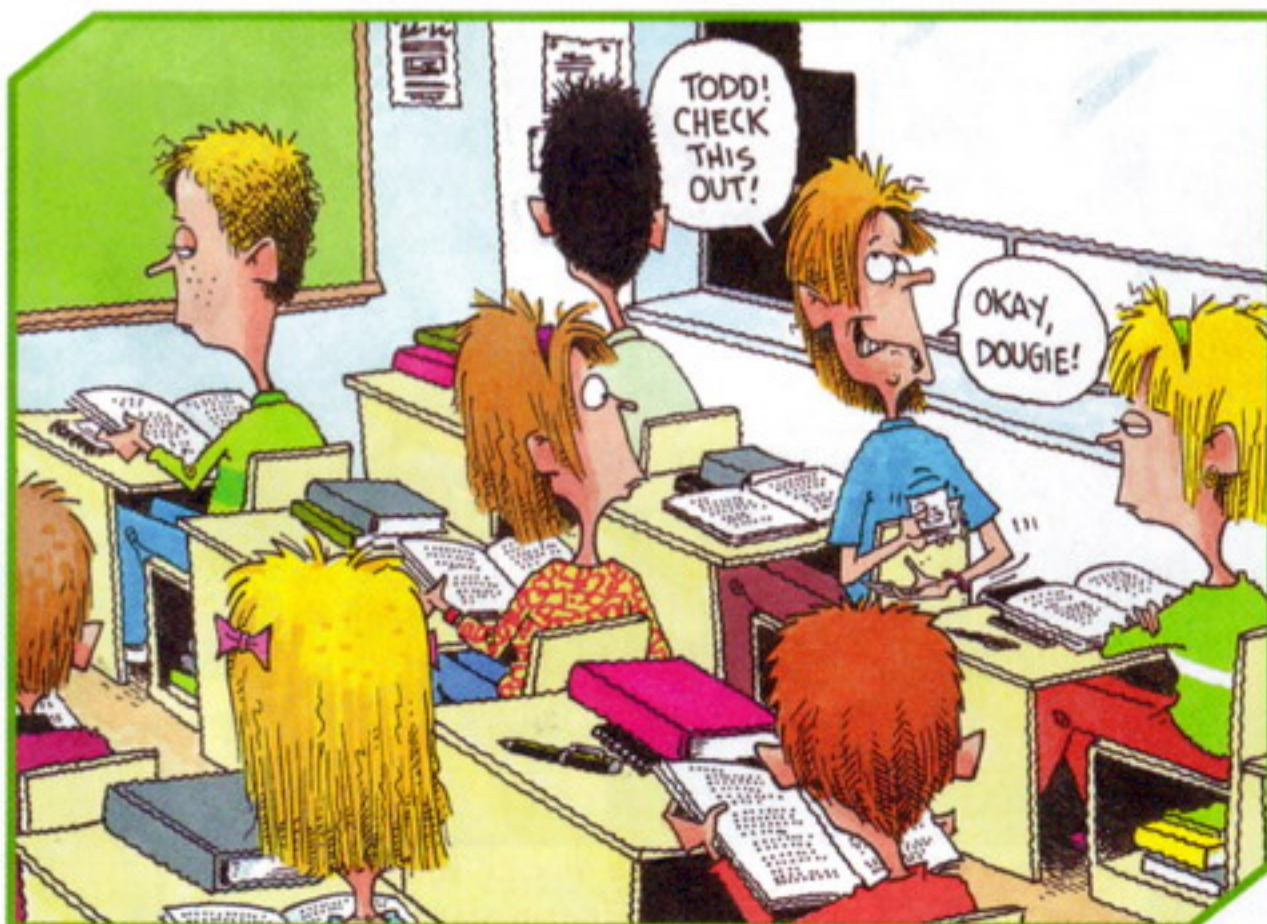
You get to cast the deciding votes on the prom committee



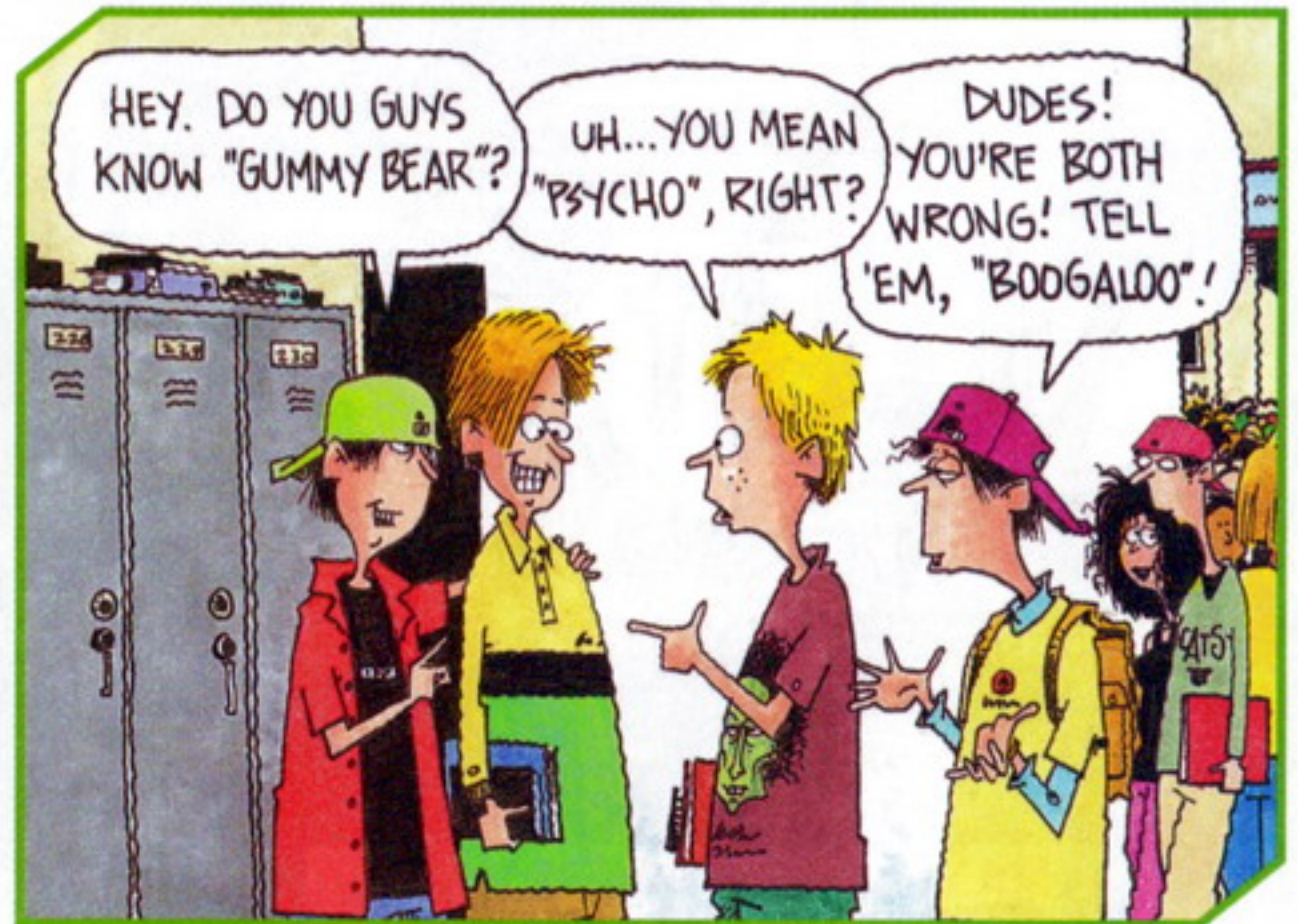
While the other morons in class are buying highly traceable thesis papers on the internet, you have the advantage of calling upon "Hans," your highly prolific rocket scientist persona



At recess, you're technically never the last one chosen for sports



You have a lower risk factor when it comes to passing notes in class

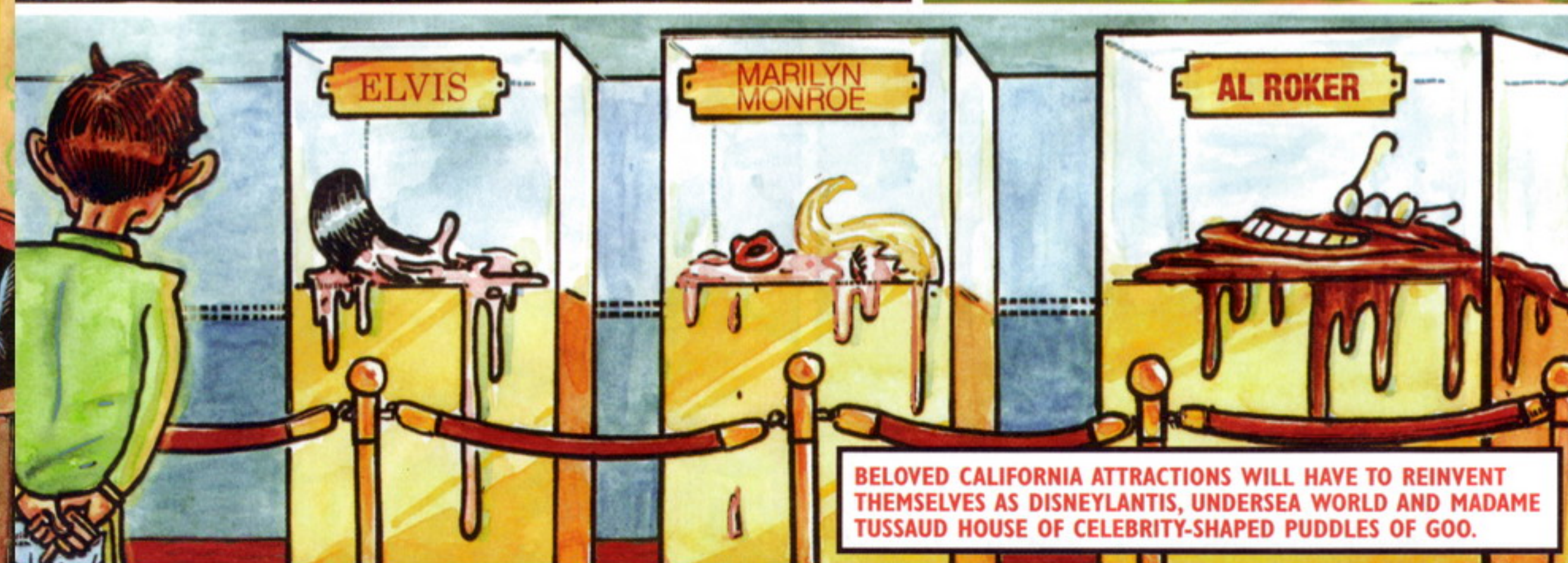
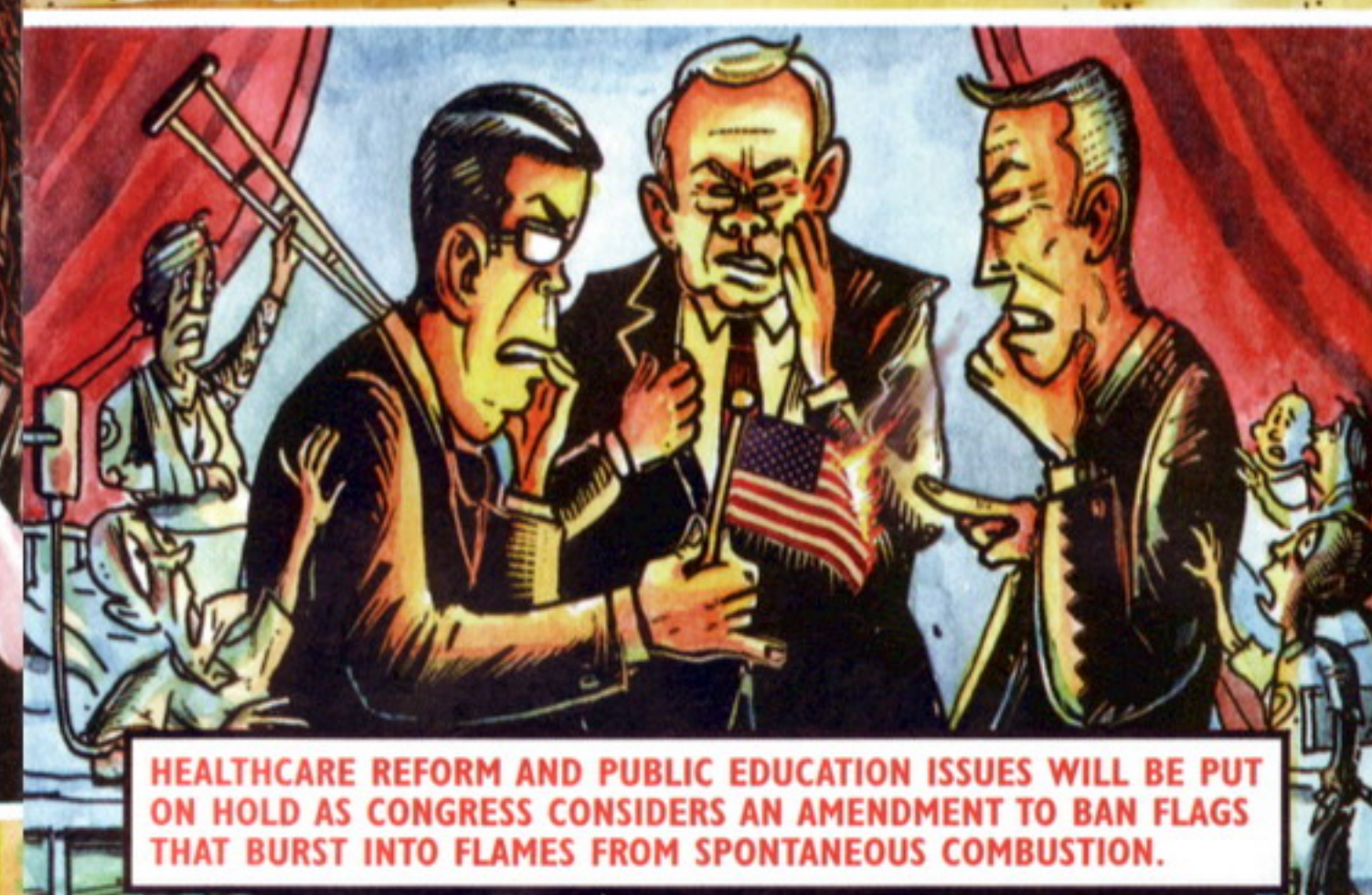
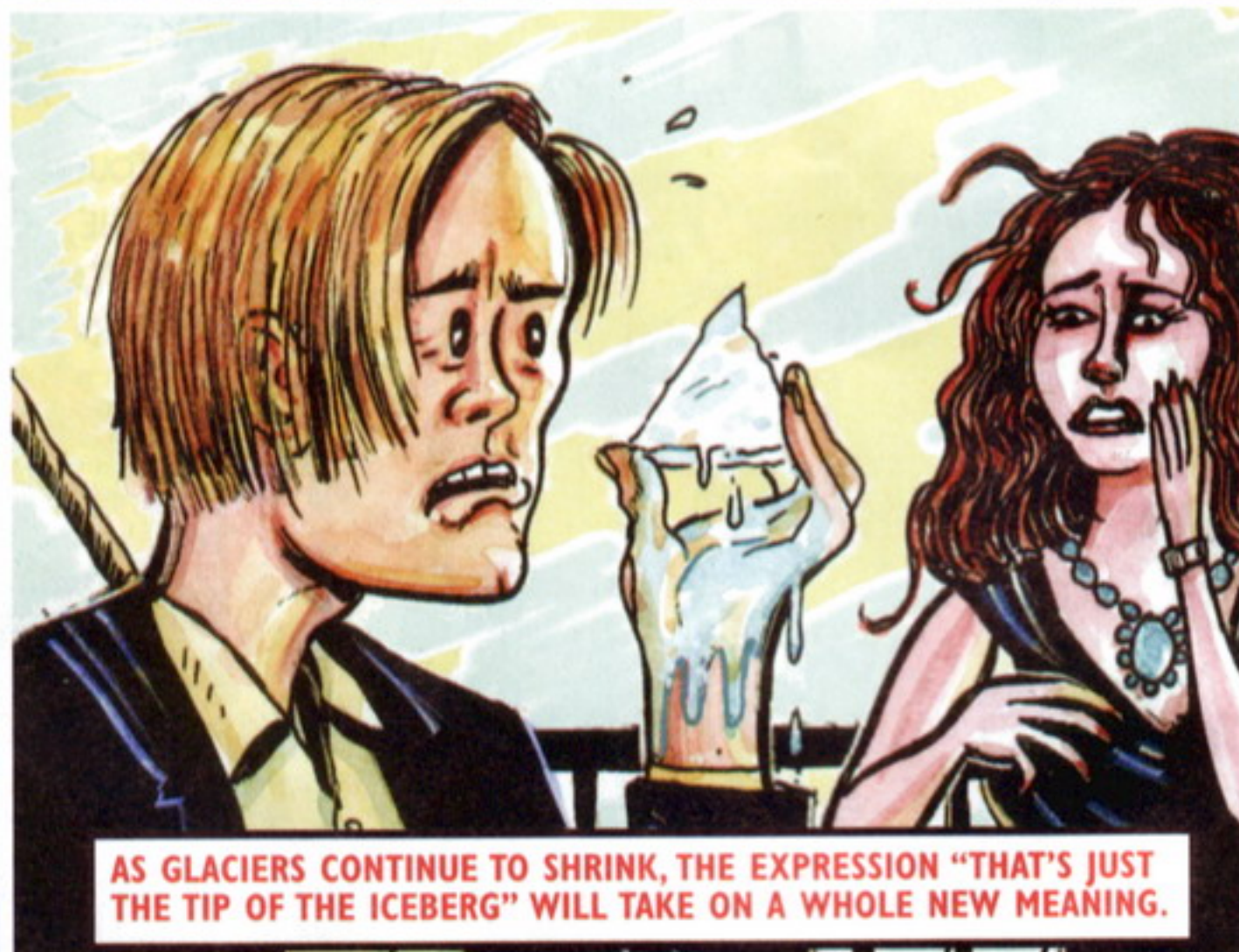
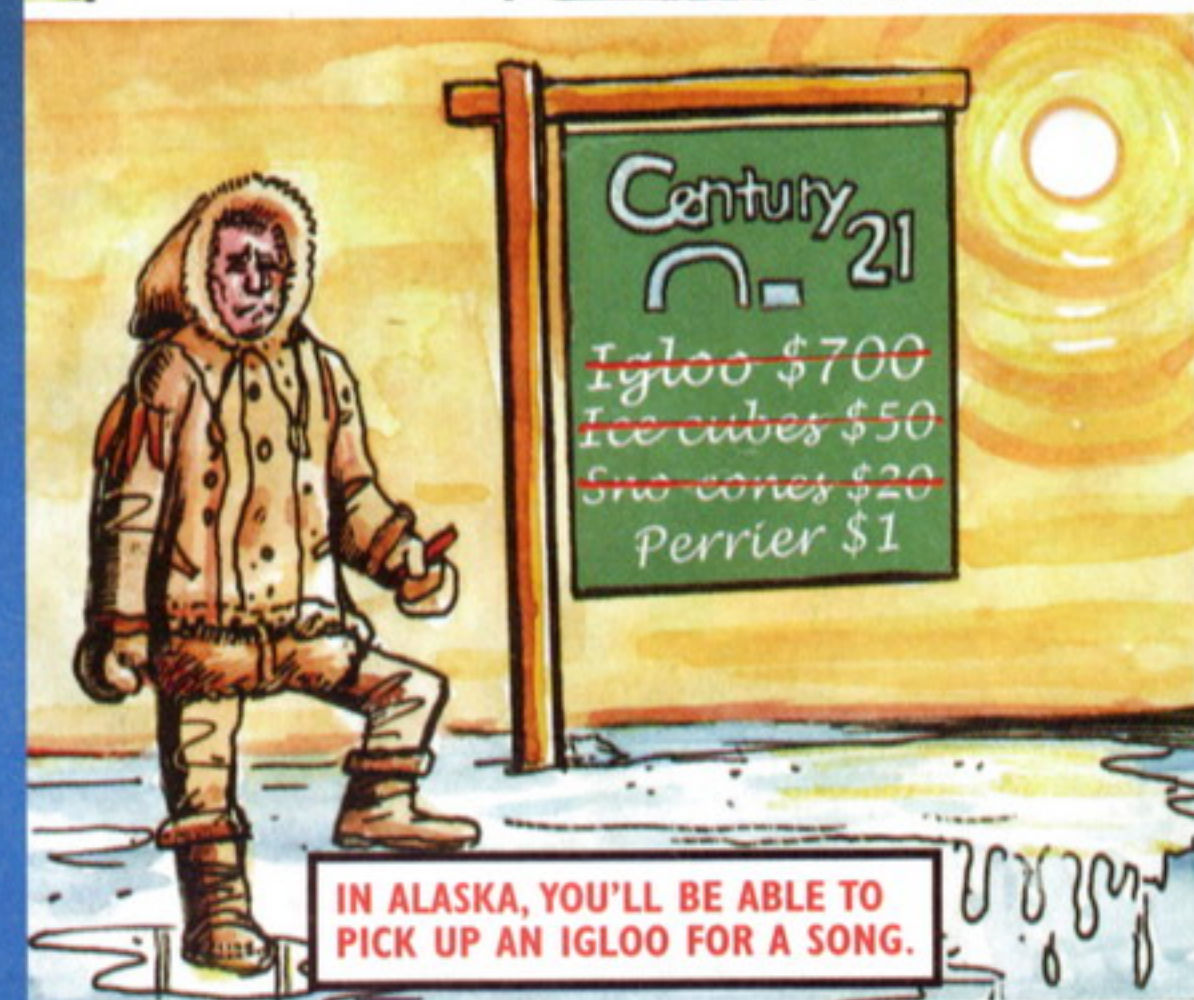


Multiple nicknames

In the documentary, *An Inconvenient Truth*, Al Gore offers a sobering look at the impending world crisis which will result from global warming. Apparently, changes in the earth's climate terrify old Al even more than his ongoing nightmares of the 2000 election! It's a compelling (by "compelling" we mean "dull") film, though not nearly as comprehensive as we'd hoped! Check out these...

otherinconvenienttruths

ABOUT GLOBAL WARMING THAT AL GORE DIDN'T MENTION





Everybody knows the 5-Second Rule: after you drop a piece of food on the floor, you've got 5 seconds to pick it up before it officially becomes "dirty" and not edible. It's one of those rules that helps people live their lives (and contract salmonella). But some need more help than others (especially MAD readers)! And that's why we've come up with these...

OTHER RULES

INSPIRED BY THE

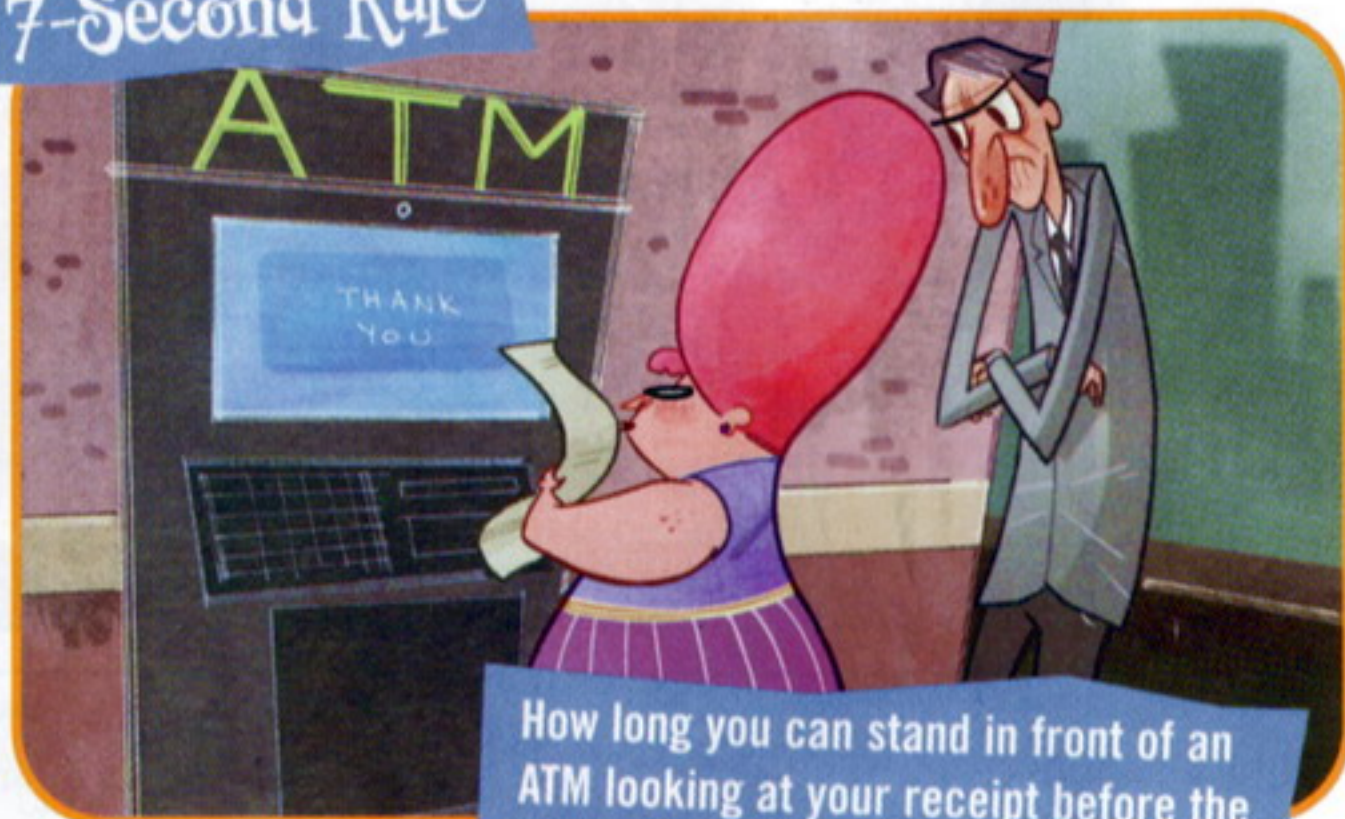
5 SECOND RULE

10-Second Rule



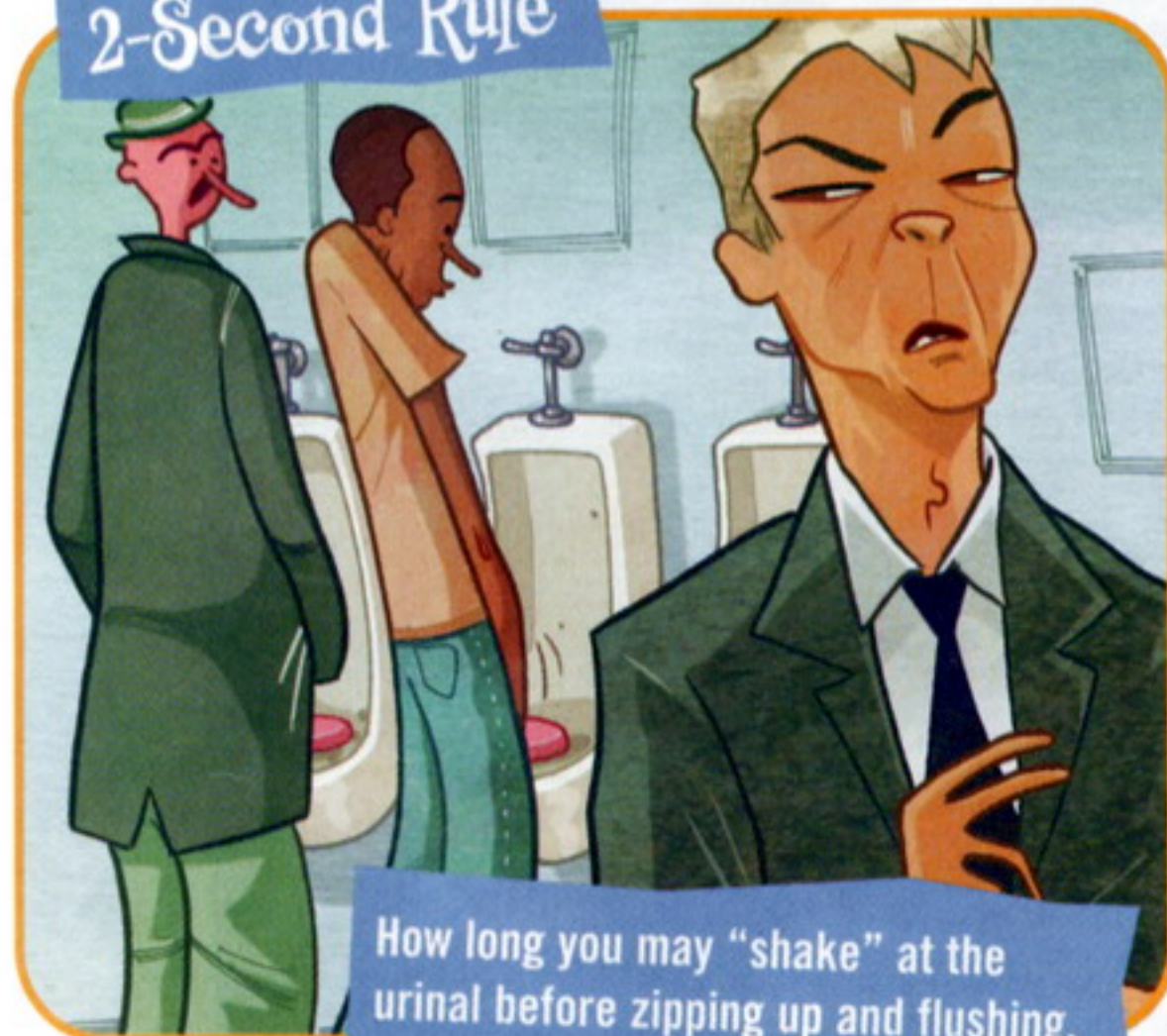
How long you can hold you wife's purse before it becomes emasculating.

7-Second Rule



How long you can stand in front of an ATM looking at your receipt before the guy behind you makes a comment.

2-Second Rule



How long you may "shake" at the urinal before zipping up and flushing.

4-Second Rule

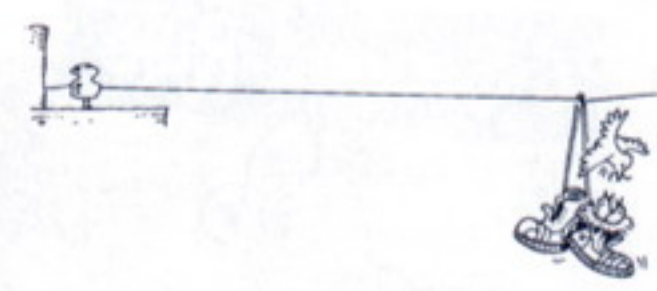


How long you can safely stare at your friend's girlfriend's boobs before getting punched in the face.

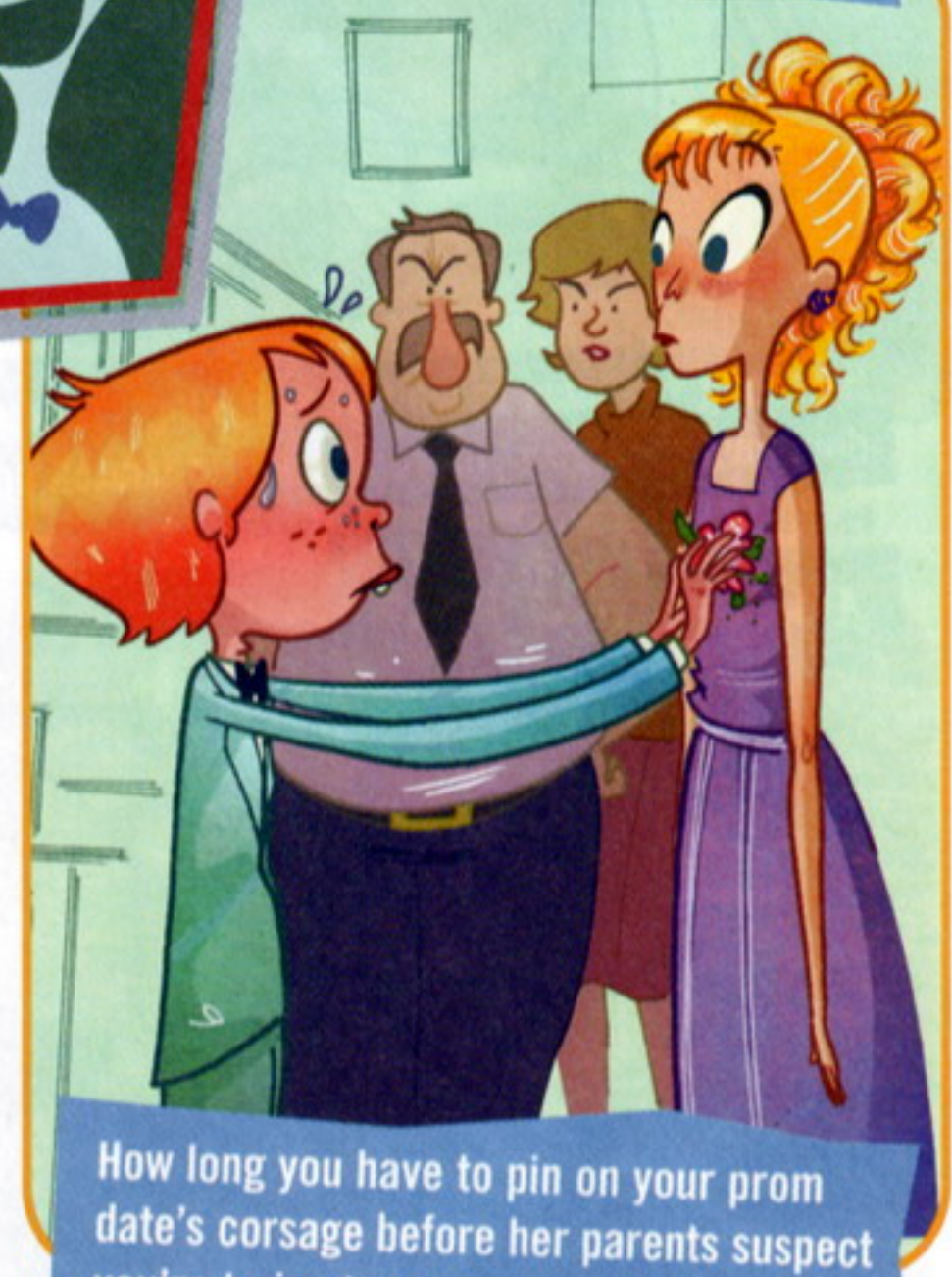
3-Second Rule



How long you have to wait after someone relinquishes the "best TV seat" before you're allowed to scramble over and take it.



14-Second Rule



How long you have to pin on your prom date's corsage before her parents suspect you're trying to cop a cheap feel.

35-Second Rule



How long the wetness of your great-grandmother's kiss has to linger on your cheek before you're allowed to scrub it off with your shirtsleeve.

29-Second Rule



How long you have to mourn your dead goldfish before you flush him.

11-Second Rule



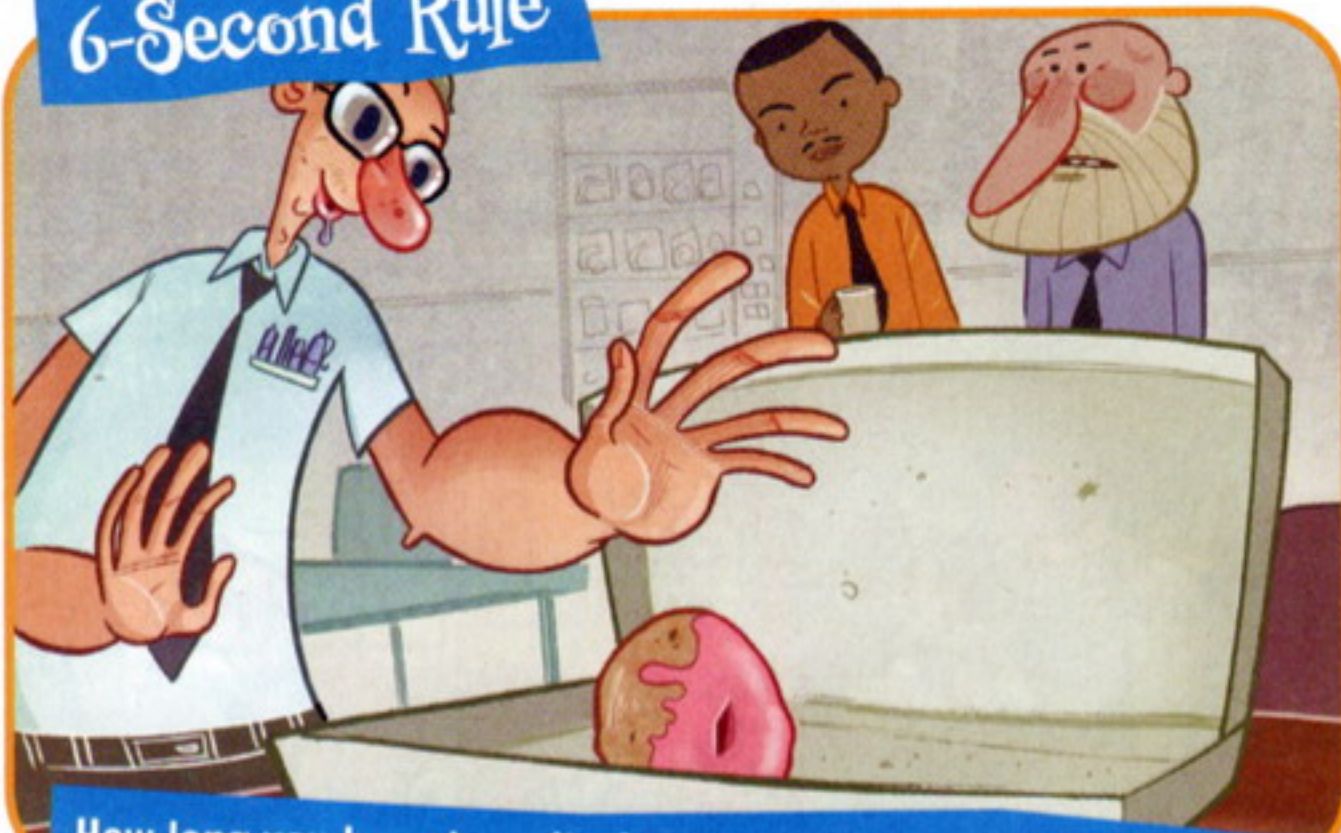
How long you can let a dog sniff your crotch before the owner thinks you're enjoying it.

420-Second Rule



How long you can be in a locked bathroom before your mom asks, "What are you doing in there?"

6-Second Rule



How long you have to wait after asking "Who wants the last doughnut?" before you're allowed to snatch up the last doughnut.

14-Second Rule



How long you can make silly faces at a little kid in the grocery store before his parents start to feel a little uncomfortable.

49-Second Rule



How long you can sniff your T-shirts to determine if you can get one more day out of them before taking your roommate's advice to "just wash them already."

25-Second Rule



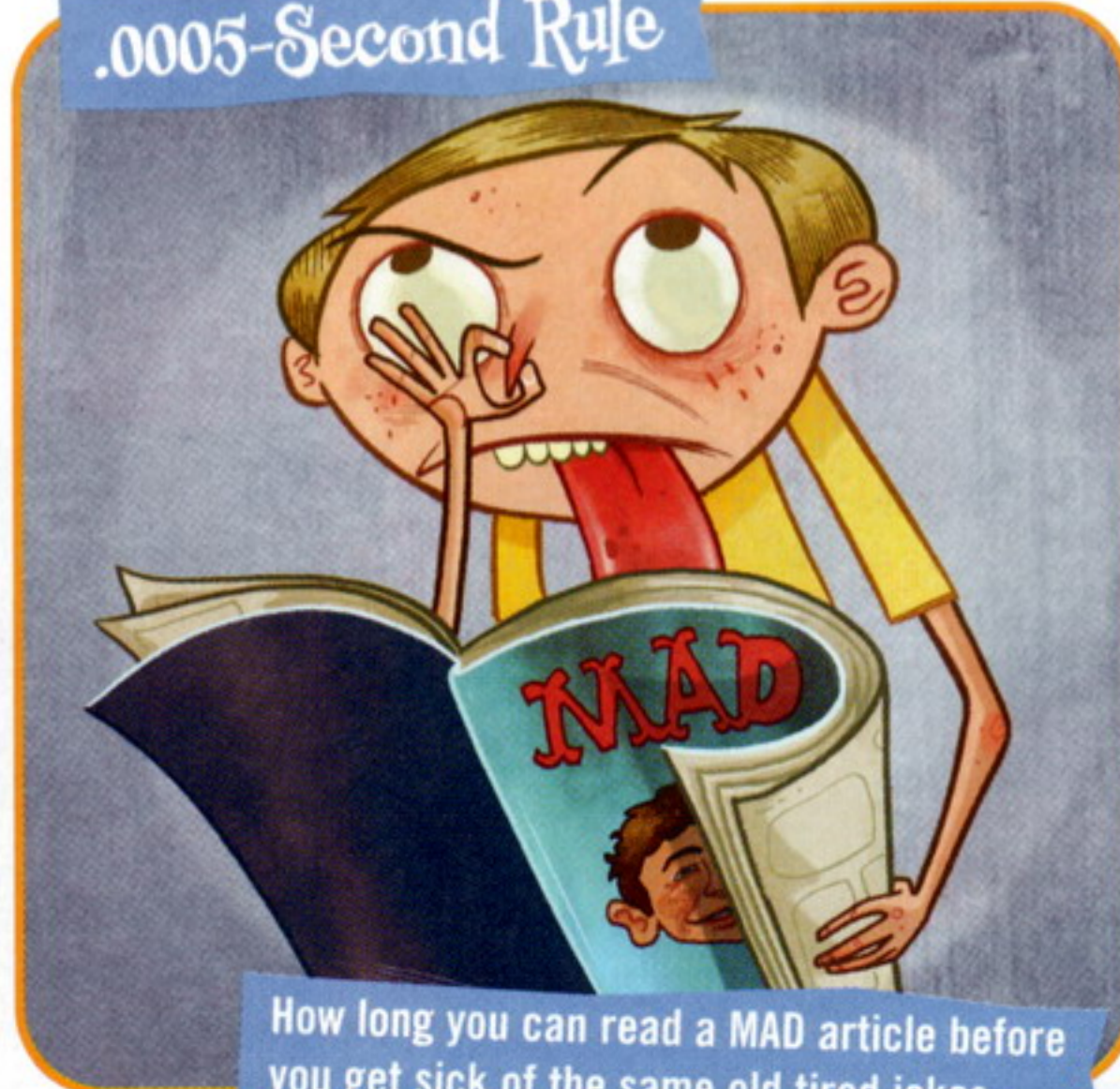
How long you have to wait after your teacher walks by before you can go back to texting.

9-Second Rule



How long you can ogle the *Hustler* and *Barely Legal* covers at a magazine stand before the other customers think you're a perv.

.0005-Second Rule



How long you can read a MAD article before you get sick of the same old tired jokes.



Two left Feet are
the least of his
problems. It's...

MONROE

and... The School Dance





LATER...

HI, MONROE.

HUMMANA WHOZIWITZ?



I'M SORRY ABOUT BEFORE. MY FRIENDS CAN BE REAL JERKS SOMETIMES.

OH, uh, NO PROBLEM.



NO, IT WAS TERRIBLE. SO, CAN I MAKE IT UP TO YOU AND TAKE YOU TO THE DANCE SATURDAY?

I SWEAR, MOM, IF YOU WAKE ME UP FROM THIS DREAM, I'LL GO SCHIZO.



YOU'RE CUTE. I'LL PICK YOU UP AT SEVEN.



I MUST BE DREAMING. HEY, DYLAN, PUNCH ME.

YOU CAN'T TELL ME WHAT TO DO!



...OKAY, JUST THIS ONCE.



YUP, DEFINITELY AWAKE. AND BLEEDING INTERNALLY.



SATURDAY, 6:45 PM...

SEE, GRANDPA'S OLD SUIT JUST NEEDED TO BE TAKEN IN.

YOU DUCT TAPED AND STAPLED IT. I CAN'T EVEN REALLY GET MY ARM THROUGH THIS SLEEVE.

QUIT YER COMPLAINING. SHE PROBABLY AIN'T SHOWING UP ANYWAY.



DING DING!

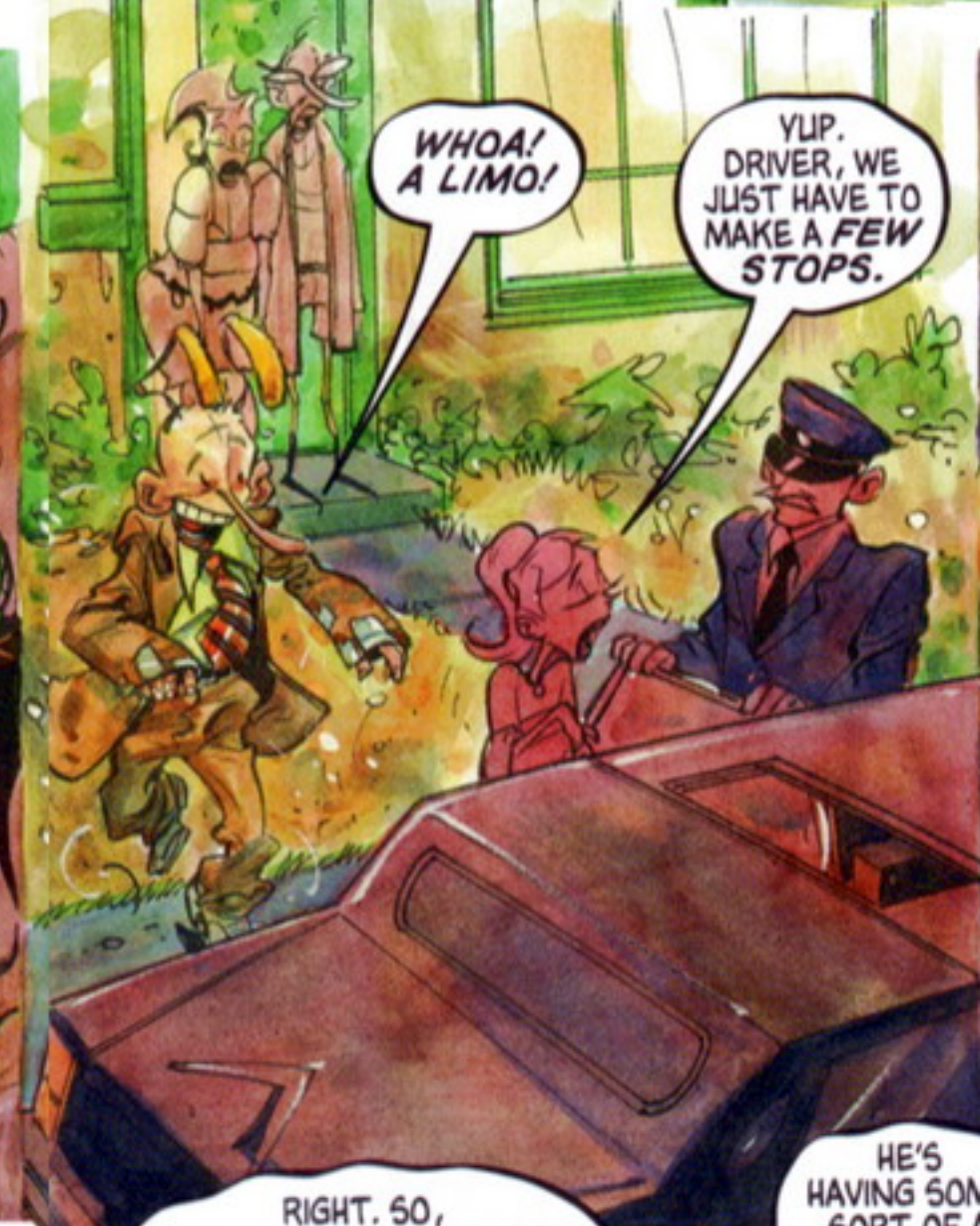
PREPARE TO EAT IT, PEOPLE.



WOWSERS! IF I WAS THIRTY YEARS YOUNGER.

YOU'D STILL BE WAY TOO OLD! LET'S GO.

Um, WEIRD MEETING YOU ALL. BYE.



WHOA! A LIMO!

YUP. DRIVER, WE JUST HAVE TO MAKE A FEW STOPS.



FIRST WE HIT THE HAIR SALON, THEN SOME NEW CLOTHES FOR YOU, THEN WE BURN THAT SUIT.

I'M WITH THAT. THINK ELEVEN BUCKS WILL COVER IT?



DON'T EVEN WORRY ABOUT IT. I'VE GOT DADDY'S PLATINUM. BESIDES, I CAN'T REALLY SHOW UP WITH YOU LOOKING LIKE THAT. Uh, NO OFFENSE.

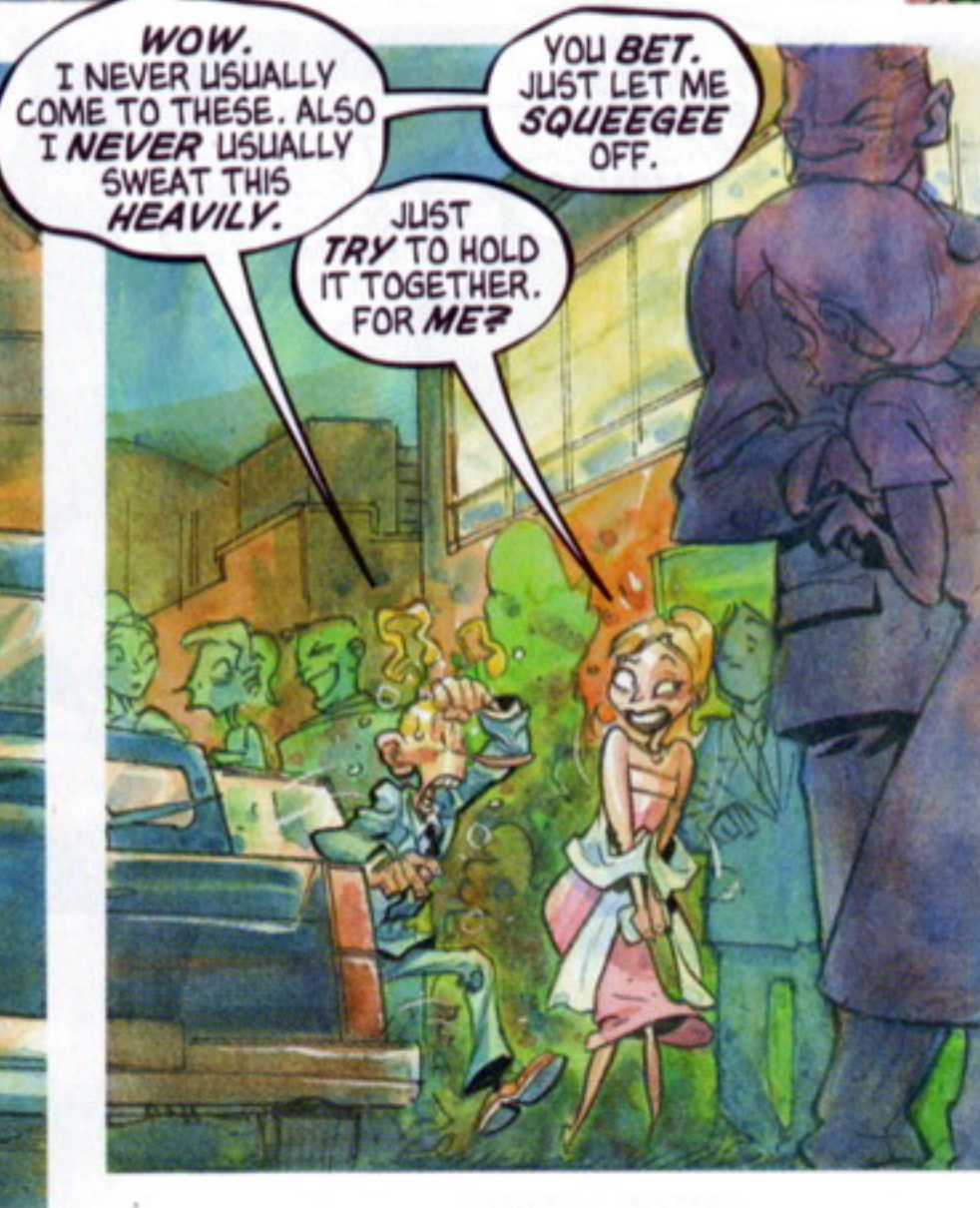
I'M COVERED IN DUCT TAPE. NONE TAKEN.



SOON...

WELL?

CAN'T SAY WE DIDN'T TRY. LET'S GO.



WOW. I NEVER USUALLY COME TO THESE. ALSO I NEVER USUALLY SWEAT THIS HEAVILY.

YOU BET. JUST LET ME SQUEEGEE OFF.

JUST TRY TO HOLD IT TOGETHER. FOR ME?



THAT'S RIGHT, YOU'RE NOT SEEING THINGS! IT'S ME, MONROE, WITH ABIGAIL MESAUNDERS!

OKAY, TAKE IT DOWN A LITTLE.



RIGHT. SO, UH, WANT TO DANCE? I STUDIED ALL TUCKER CARLSON'S MOVES FROM DANCING WITH THE STARS.

LUCKY ME...



HE'S HAVING SOME SORT OF A SEIZURE!

HE'S OKAY, MR. BINES. I THINK HE MEANS TO DO THAT.

REALLY? THE KID LOOKS LIKE THAT SPAZ TUCKER CARLSON.



HOW ABOUT A NICE ROMANTIC SLOW ONE?

LET'S TRY DANCING TO THIS... MAYBE THAT WILL CALM YOU DOWN.

ACTUALLY, I DON'T THINK IT WILL.

UGH.



OSAMA BIN LADEN
CRAP (PRODUCT) HATE

DISAPPEA(RED)

A
MAD AD
PARODY

Every week it seems, another politician, sports star or Hollywood celebrity is busted for some sort of inappropriate behavior. Once their scandals make headlines, the culprits want to tell the world that they're sorry. To help them with their mea culpas, we herewith present...

MAD's ALL-INCLUSIVE DO-IT-YOURSELF PUBLIC APOLOGY

I am here today to apologize for

(1) _____ (2) _____

This, as well as my

(3) _____ (4) _____

makes it clear my _____ (5) _____

(6) _____. In closing,

I ask you to _____ (7) _____

and _____ (8) _____

1 having sex with a page
plagiarizing another writer
slandering our troops
accepting a bribe from Jack Abramoff
saying that George W. Bush hates Black people
throwing a phone
uttering anti-Semitic slurs
head-butting an opponent
shooting a friend while hunting
choking my maid
buying crystal meth from a male prostitute

3 obsession with crop circles
love of all things Croatian
terrifying the elderly
shouting, "I'm gellin' like a felon!"
passion for bi-curious sumo wrestlers
scamming indigent mimes
chugging rum and olive oil
paying for luxury boxes at chess matches
terrible Borat impression
OD-ing on Laffy Taffy
over-reliance on Best Buy's Geek Squad

2 in a Senate restroom
while getting a lapdance
backstage at *The Colbert Report*
due to a Cialis overdose
while fondling Nancy Pelosi
at a Moose Club fund-raiser
while quoting K-Fed lyrics
in a see-through burka
while defragging my hard drive
while illegally downloading Fergie's new CD
and absolutely loving it

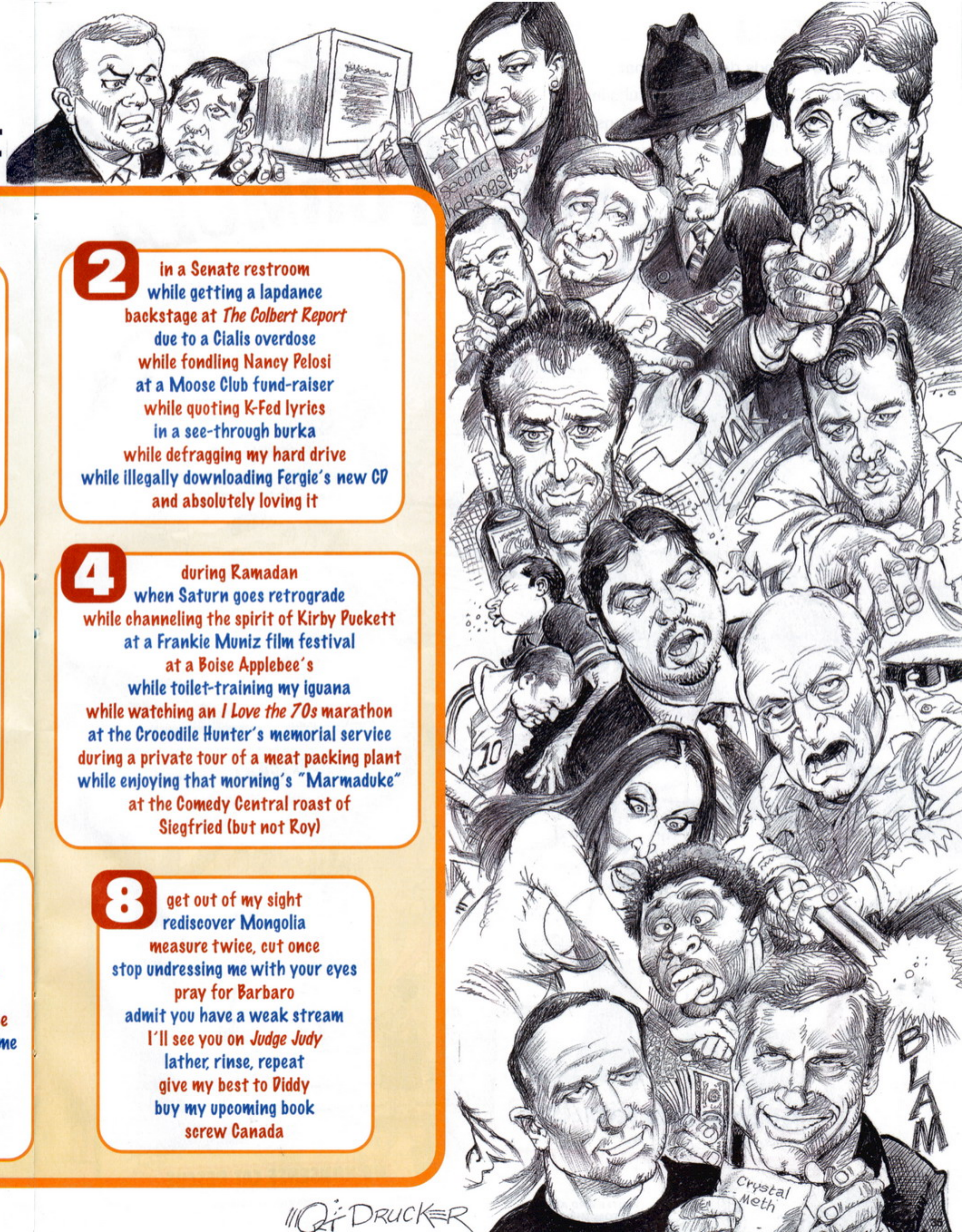
4 during Ramadan
when Saturn goes retrograde
while channeling the spirit of Kirby Puckett
at a Frankie Muniz film festival
at a Boise Applebee's
while toilet-training my iguana
while watching an *I Love the 70s* marathon
at the Crocodile Hunter's memorial service
during a private tour of a meat packing plant
while enjoying that morning's "Marmaduke"
at the Comedy Central roast of
Siegfried (but not Roy)

5 behavior
recurring canker sores
low-carb diet
flawed DNA
Ann Coulter fixation
hatred of Biloxi
choice of deodorants
self-loathing
fear of locusts
iTunes playlist
zombie upbringing

6 destroyed my career
disrupted my wi-fi service
left me feeling "unfresh"
got me fabulous press
pissed off my UPS delivery guy
halted stem cell research
alienated Red Sox fans
barred me from WWE events
got me a guest shot on
Dancing with the Stars
put me on Karl Rove's hit list
totally screwed up my Netflix queue

7 forgive me
somehow believe my spin
realize I should be put away
try the veal
maintain your fiber intake
slip into something loose
add me as a friend on MySpace
not hate the playa, hate the game
prank call Bill O'Reilly
quit your bitchin' and
get out of the kitchen
lay off George Takei

8 get out of my sight
rediscover Mongolia
measure twice, cut once
stop undressing me with your eyes
pray for Barbaro
admit you have a weak stream
I'll see you on *Judge Judy*
lather, rinse, repeat
give my best to Diddy
buy my upcoming book
screw Canada





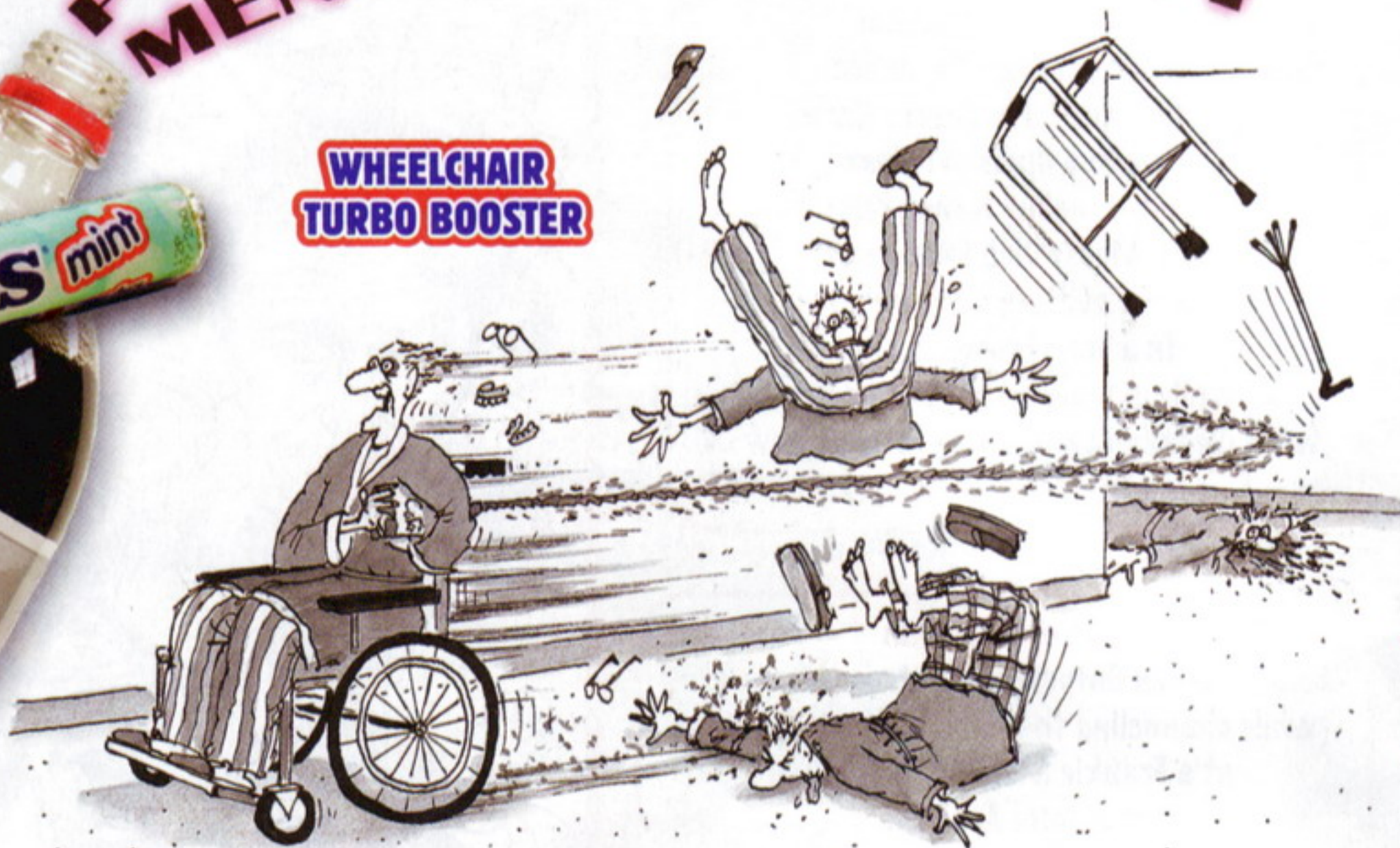
SODA POPPED DEPT.

Ever since two nimrods discovered that combining Diet Coke and Mentos results in a powerful geyser-like eruption, Americans of no intelligence have been grappling with a pressingly irrelevant question: Er, what's the point? For a thoughtless answer, check out...

PRACTICAL USES FOR THE DIET COKE/MENTOS FORMULA



**WHEELCHAIR
TURBO BOOSTER**

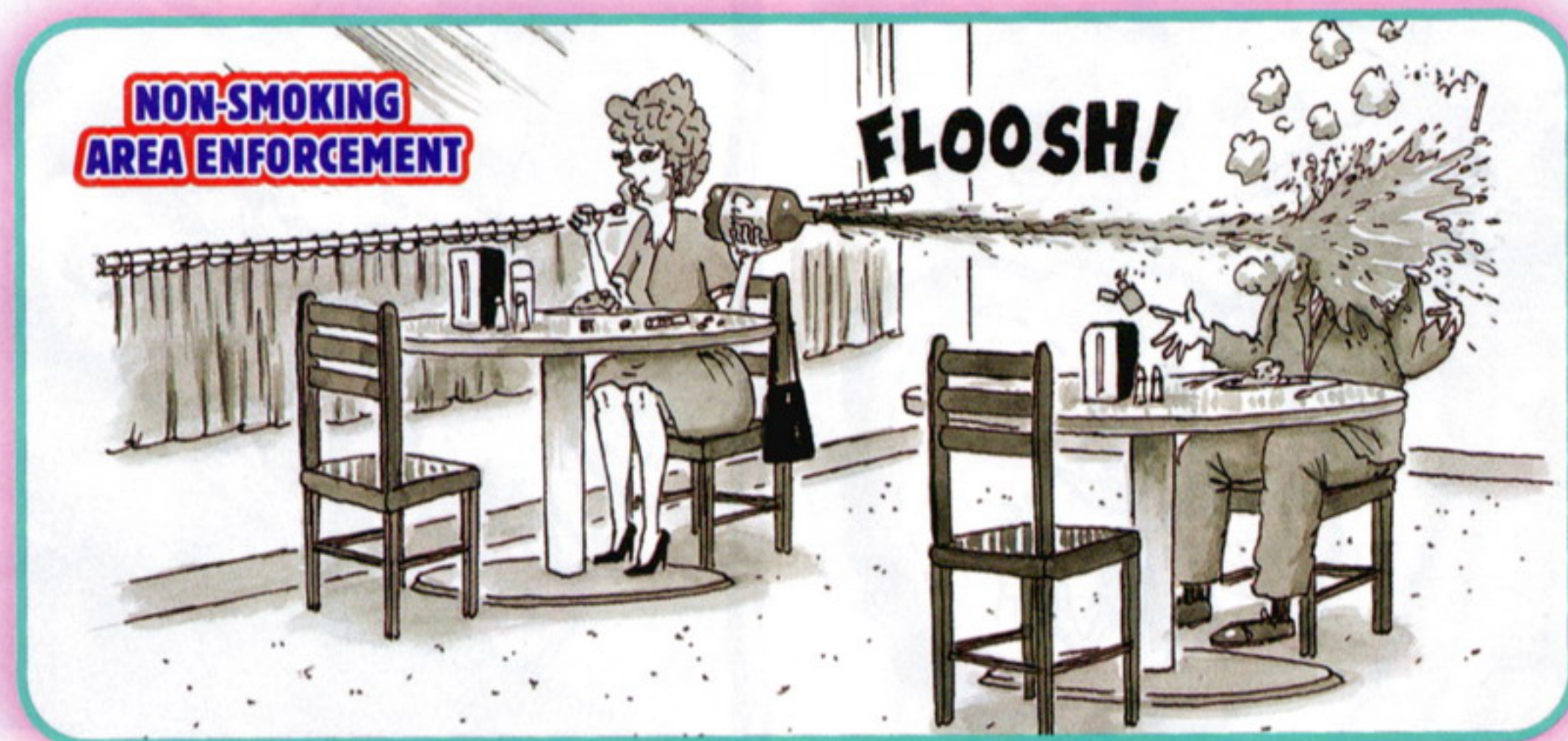


FAST-ACTING SINUS DECONGESTANT

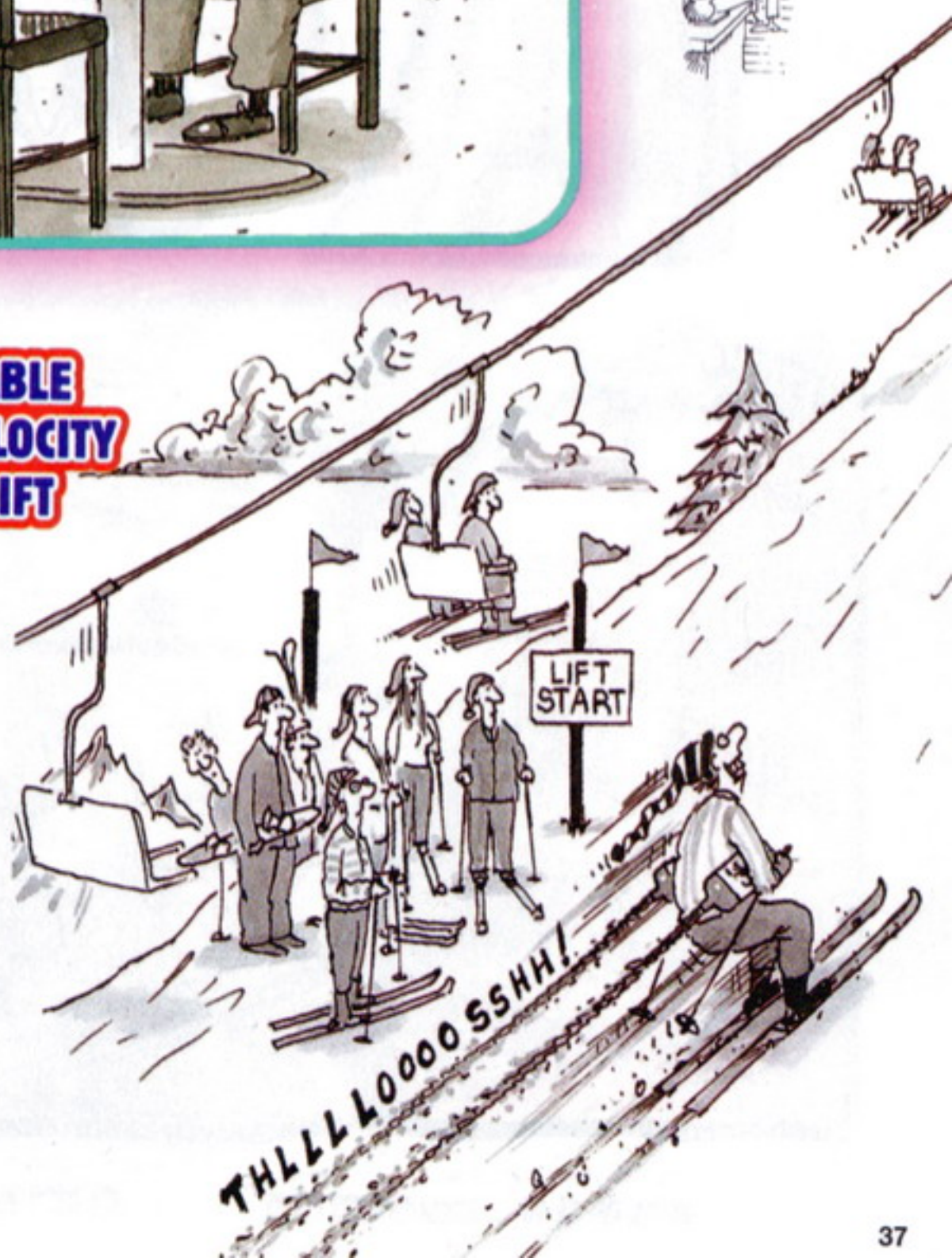


NO-NONSENSE CAT RESCUE

WRITER AND ARTIST:
TOM CHENEY



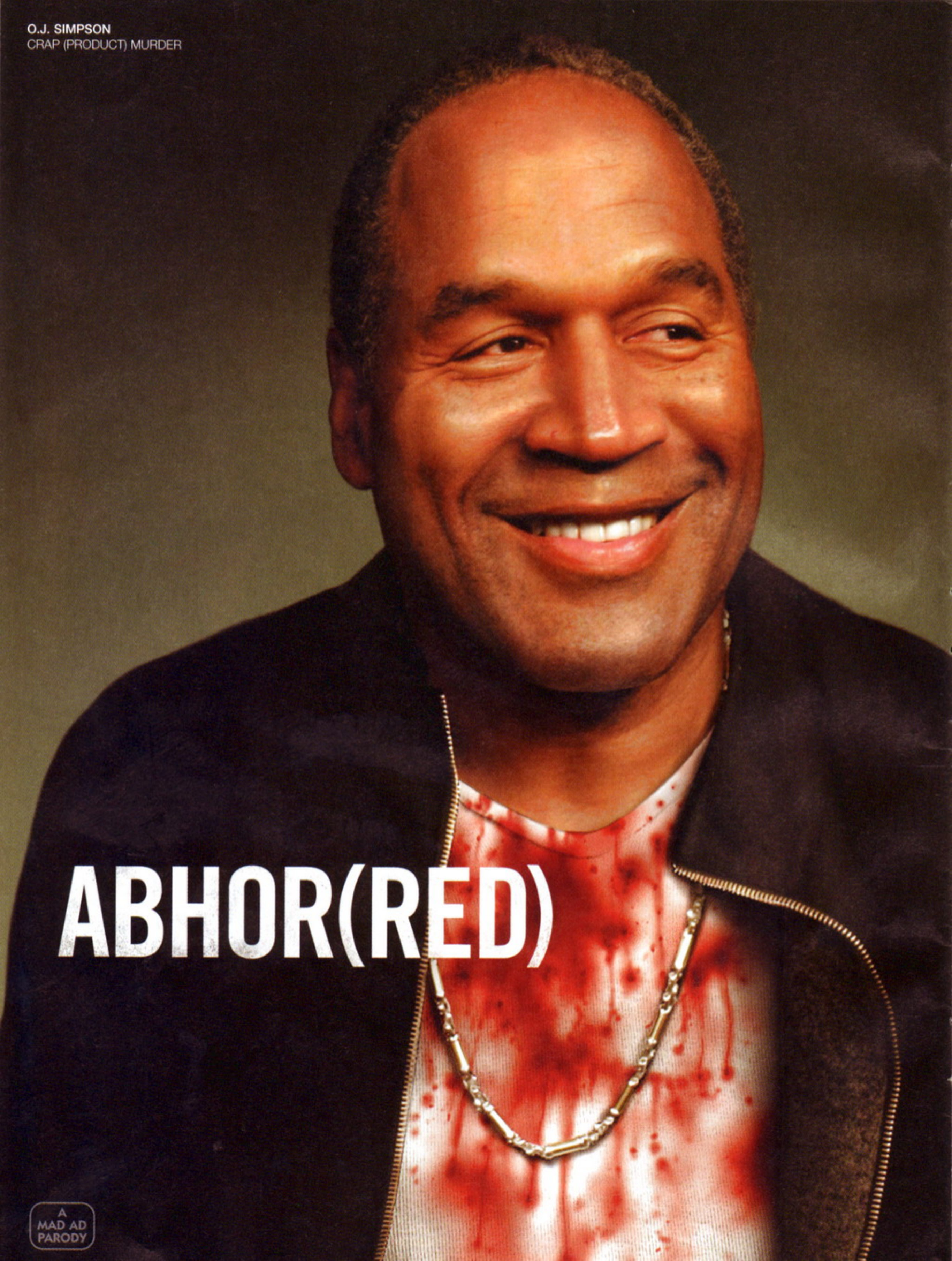
**PORTABLE
HIGH-VELOCITY
SKI LIFT**





KUPER

O.J. SIMPSON
CRAP (PRODUCT) MURDER



ABHOR(RED)

A
MAD AD
PARODY

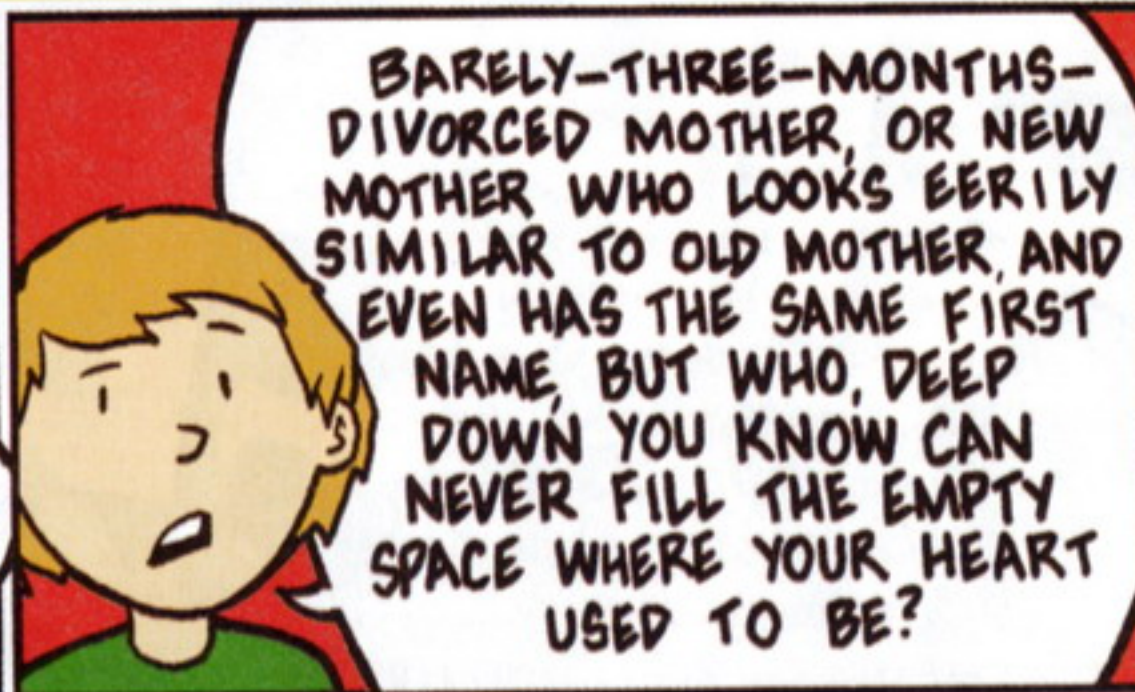


THE STRIP CLUB

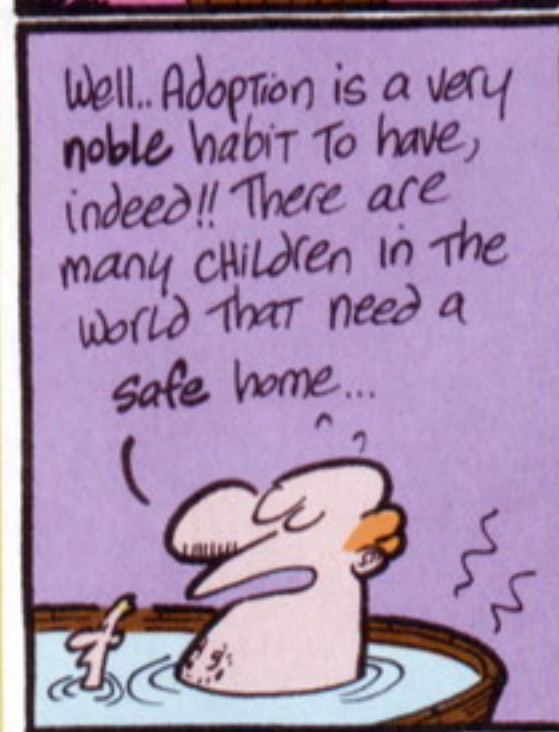
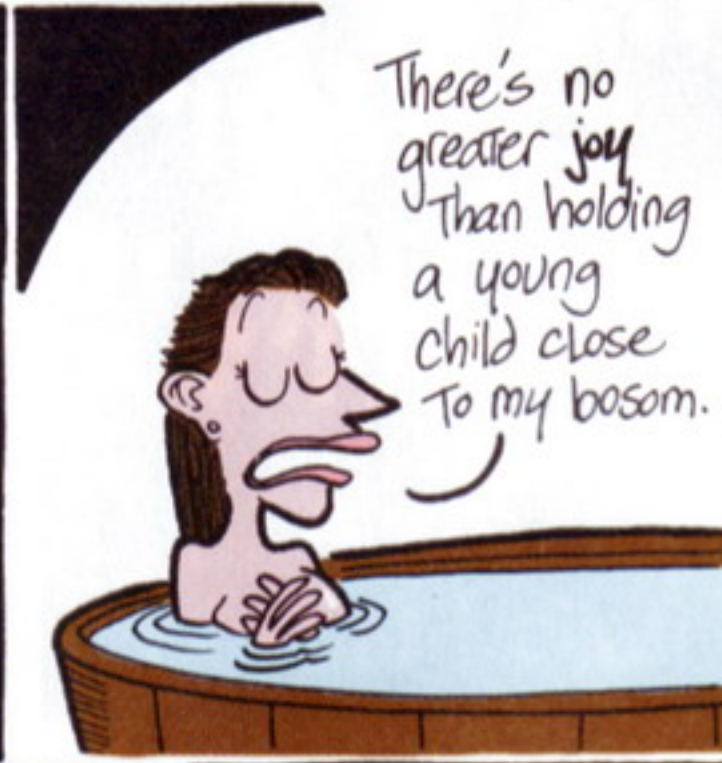
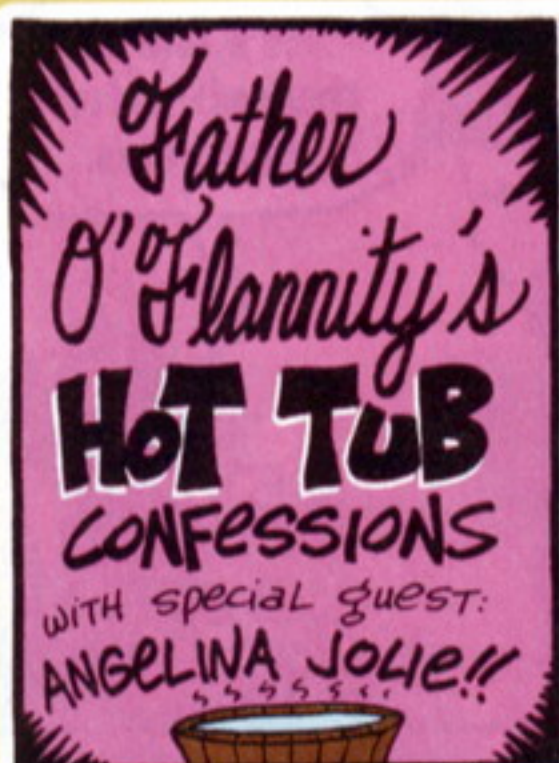
"Flavor Country" by vic black



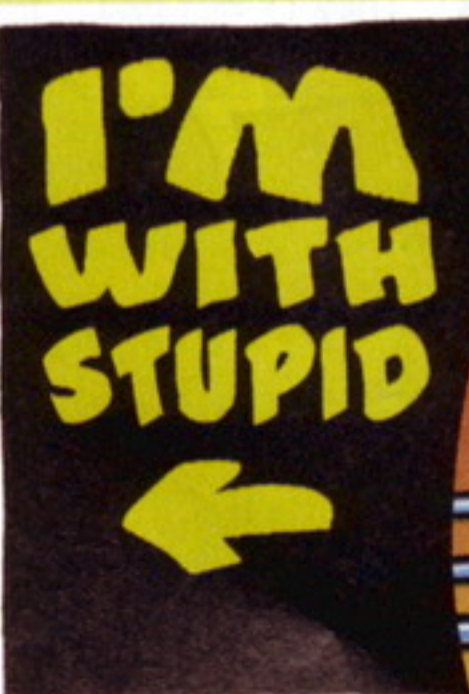
CRUEL AND UNUSUAL



ZACH WEINER



KEITH KNIGHT



RICH MOYER

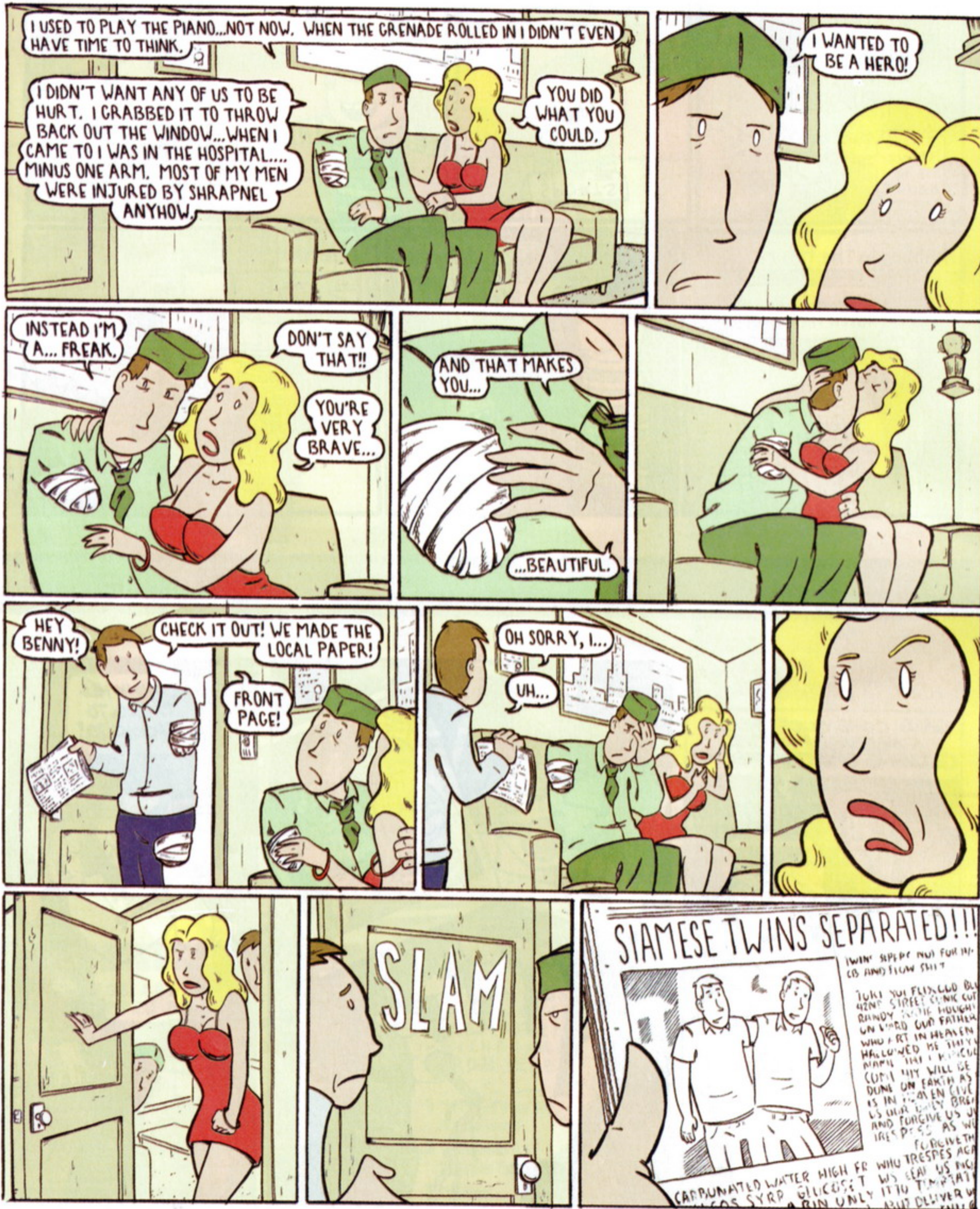


SCOOBY-DON'T!

GANG, COME QUICK! THERE'S A MESSAGE FROM THE GLOWING GHOST ON THE WALL!

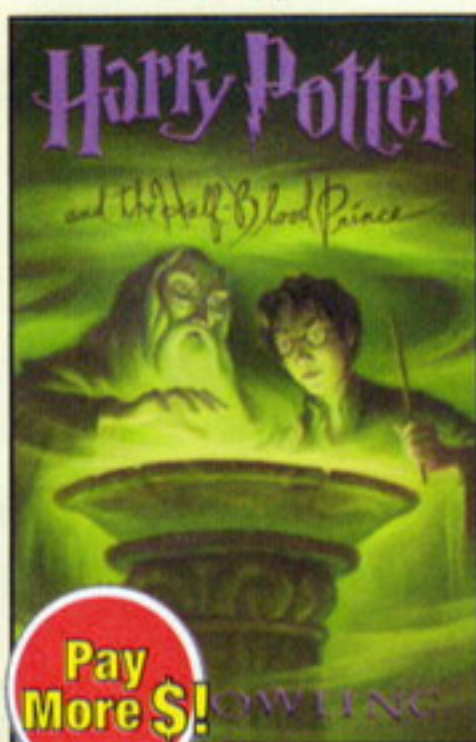


JUST BELOW THE SURFACE



**Fan-Favorite
Sequels!**

FOOLASTIC BOOK CLUB



Harry Potter and the Half-Blood Prince

J.K. Rowling 652 pages

Own the latest Harry Potter adventure — even though all your friends already read and discussed it long ago. Perfect for students whose parents were too lame to let them stay up to buy it right at midnight when it first came out!

~~\$19.95~~ **\$21.50**

Pay More \$!



Frindle 2: On Second Thought...

Andrew Clements 250 pages

In fifth grade, clever troublemaker Nick Allen asked why a pen needed to be called a pen — why couldn't it be called a...Frindle? Before he knew it, his crazy experiment had become a national phenomenon and everyone was calling pens "Frindles." In this satisfactory sequel, Nick decides that maybe "Pen" was a better name after all and that whole "Frindle" stuff was just a stupid waste of time. As the book ends, a pen is no longer a Frindle — it's a pen!

\$7.95

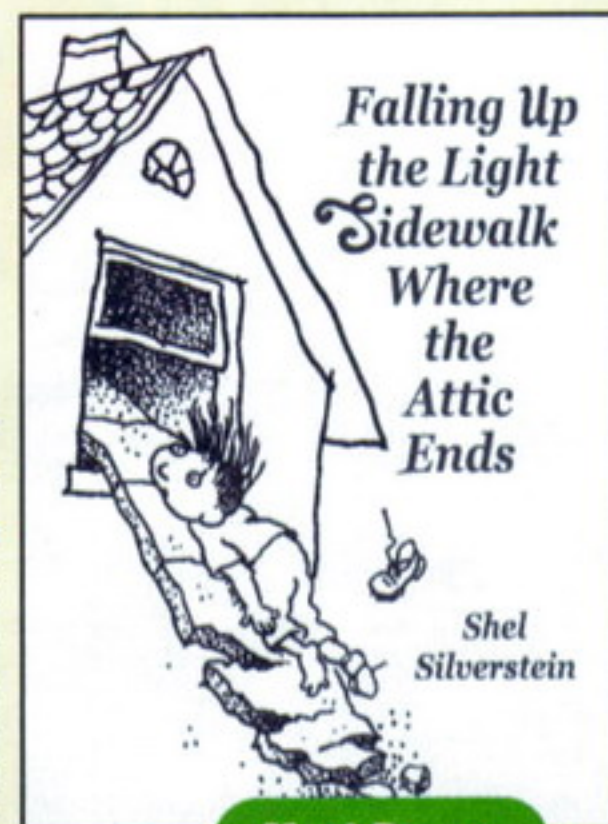
NEW!

Falling Up the Light Sidewalk Where the Attic Ends

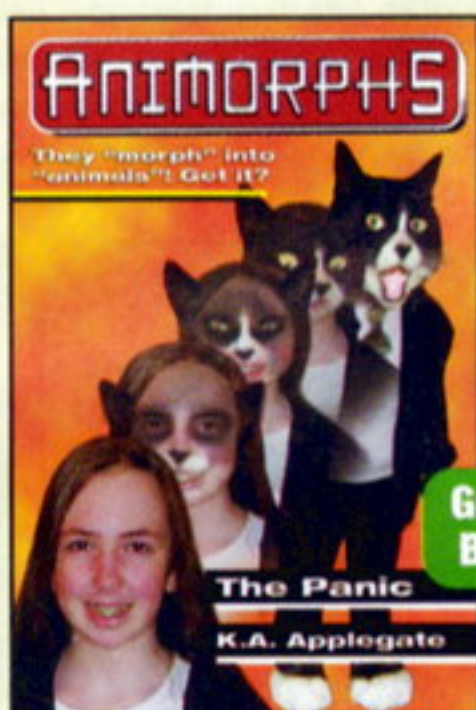
Shel Silverstein 184 pages

This brand new book features never-before-seen poems from the late Shel Silverstein. Of course, they've never been seen before because they're all awful and were cut from his awful books. Collected from his old garbage can!

~~\$19.98~~ ~~\$18.98~~



**Most Pages
Are Numbered!**



**Great for
Burning!**

Animorphs: The Panic

K.A. Applegate 202 pages

When the Yeerk aliens threaten to launch a massive attack that threatens everyone on the planet, how will the Animorphs stop them? Probably by morphing into animals, right? **\$4.95**

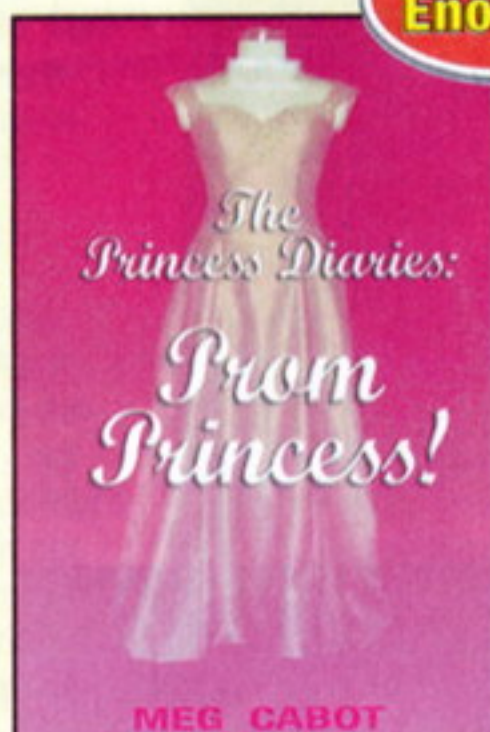


The Fourth Summer of the Sisterhood

Ann Brashares 402 pages

Lena, Bridget, Carmen and Tibby are back — and so are their traveling pants! Join them as they embark on adventures of love, life and the Laundromat — to finally wash those filthy, reeking pants they've been sharing for the last three years. It's about time!

~~\$7.95~~ **\$8.95**



The Princess Diaries: Prom Princess!

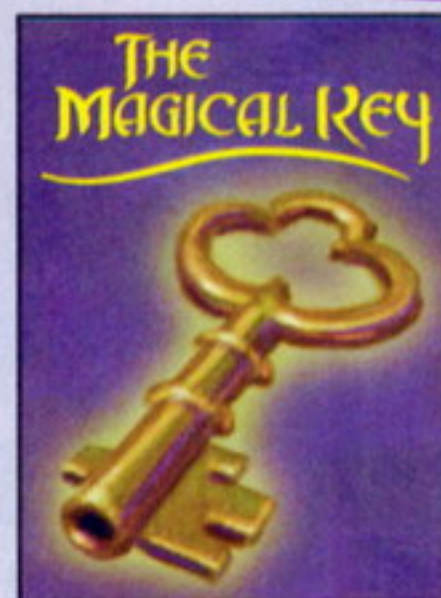
By Meg Cabot 306 pages

Mia Thermopolis went from an awkward teenager to the princess of Genovia! And now this princess wants to be queen... prom queen, that is! But, after a failed attempt at a coup, will she have enough time to find the perfect dress AND execute the coup's conspirators and their families?

\$16.99

**Good
Enough!**

IF YOU LOVE
HARRY POTTER,
THEN YOU'LL KIND OF LIKE
THESE KNOCK-OFFS!



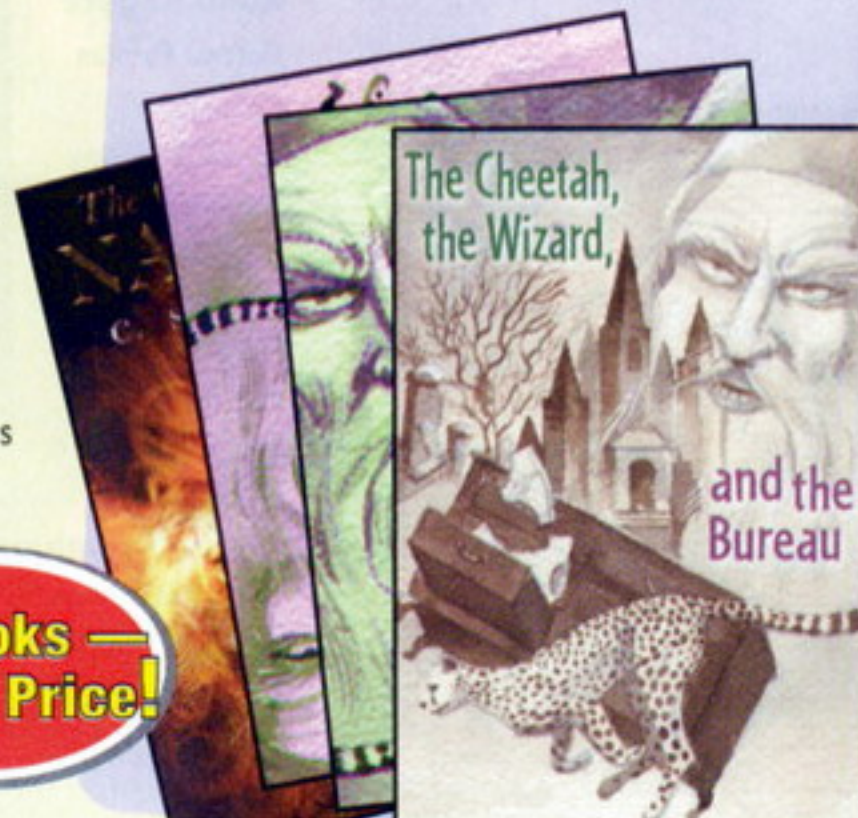
The Magical Key

Hector Spackle 285 pages

Marvin's dad has a magical key that could lead to amazing powers — or just unlock that linen closet! Even after finishing the book, it won't be clear. First book in a series of 20!

\$7.95

**All Sales
Final!**



The Chronicles of Narnia Fantasy Grab Bag

Want *The Lion, the Witch, and the Wardrobe*? Well, if you do, you also have to take 3 other vaguely-related books that you'd never buy any other way! Comes with *The Cheetah, the Wizard, and the Bureau*, *Magicfire: The Curse of Troll Grove* and *Zelborn Revisted — Book the Third: The Saga of Norzibeth* — all magically forgettable!

\$42.50

**4 Books —
1 High Price!**



THE COMPLETE HISTORY OF THE WORLD



The Complete History of the World

Marshall Phlegm 48 pages

From the Big Bang to cavemen to the 1967 World Series to today, learn what happened during all 13.7 billion years! 48 exciting pages — plus stickers!

\$2.95

The Holocaust.

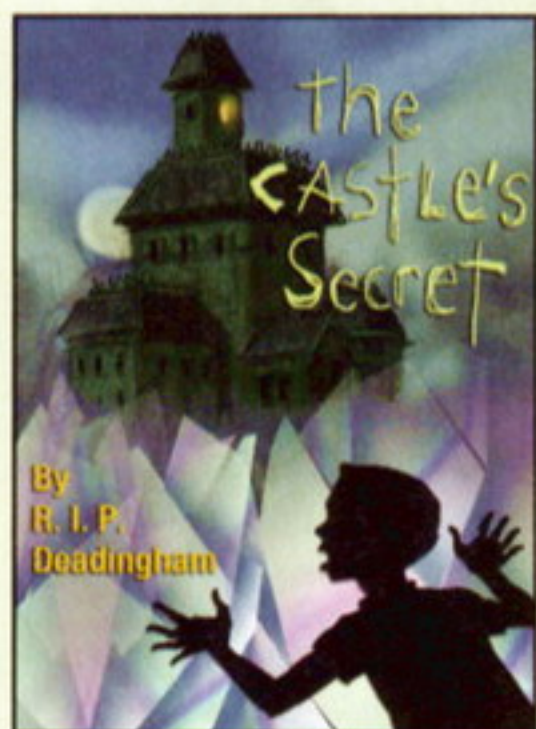
Jeremy McDeedles 126 pages

The shocking and heartbreaking story of the systematic execution of over 6 million Jews, homosexuals, gypsies and other minorities.

A grave and important tale for young readers to learn — as told from the perspective of "Strudel," Hitler's mischievous pet beagle!

From the author of *Patches & Mandela* — *The Schnauzer That Helped End Apartheid!*

\$9.95



The Castle's Secret

R. I. P. Deadingham 207 pages

A mysterious couple is keeping Riley prisoner! Can his best friend Charlie uncover the secret of the Castle of Mirrors to save him? Yes, he can. Sorry if that ruined the ending... but you'll still buy it, right?

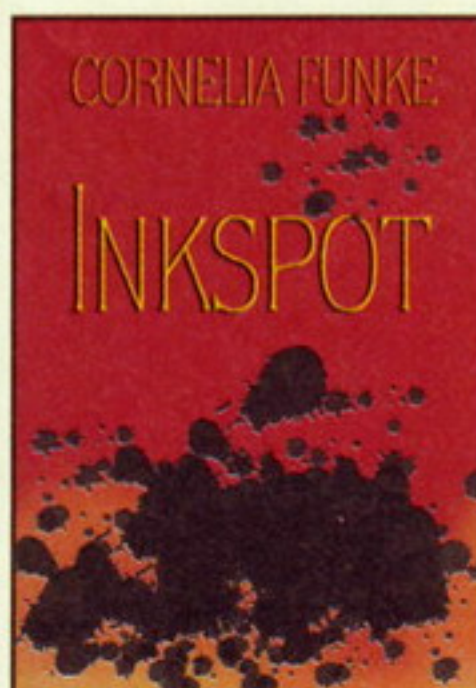
\$6.59 \$7.50

Inkspot by

Cornelia Funke 650 pages

Meggie's father, Mo, has the ability to bring characters to life, just by reading about them! While reading a story to baby Meggie, he brought the book's villains into his world — and accidentally banished Meggie's mother to theirs! Now, with no wife and a better understanding of his special powers, the thrilling series' conclusion finds Mo reading aloud from *Penthouse Forum*. What started as a tragic story concludes with multiple happy endings!

\$17.95

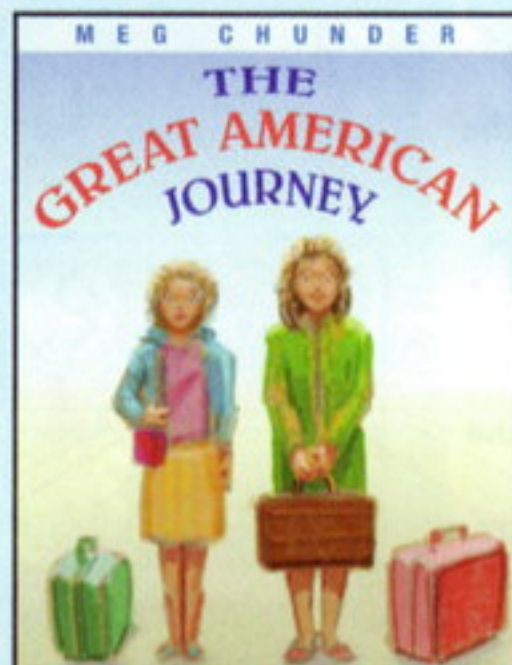


The Great American Journey

Meg Chunder 304 pages

Felicity and Abigail are leaving their home in Richmond, Virginia to explore the wild frontiers of America! Will these courageous cousins survive the long, lonely trip to California and the many obstacles they'll face along the way? Things are looking pretty good, since they're flying business class on a 747!

\$10.95 \$9.95



Expensive!

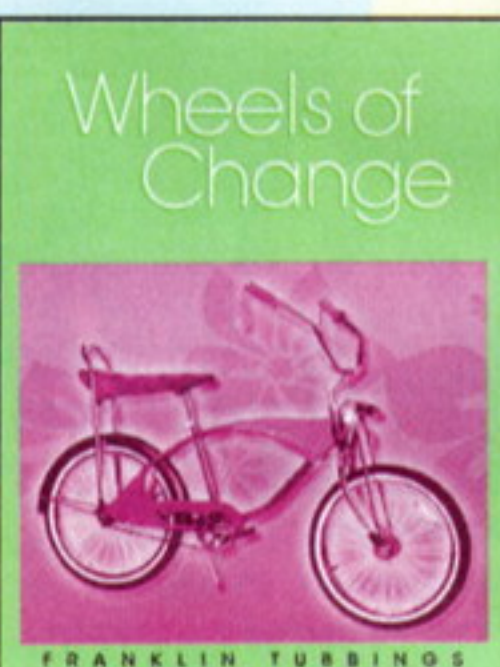
What Do You Expect for \$2.95?

Wheels of Change

Franklin Tubbings ??? pages

Clara is the first black student at Hawkings Middle School — and everyone's angry! Except for Belle, who wants to be friends with the new girl — until she decides it's just too much of a hassle. But will Belle's new lemonade stand raise enough money to get her that new bike? Only time will tell!

\$2.95



Sci-Fi, Fantasy, Thrillers and Who-Cares-Who-Dun-Its!

Includes Pages and Cover!

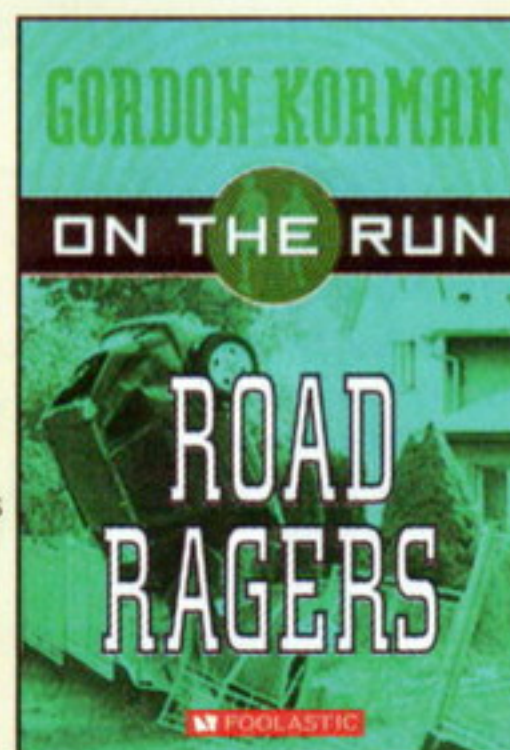
On the Run: Road Ragers

Gordon Korman

160 pages

Aiden and May Falconer's parents are facing life in prison for a crime they didn't commit. With their parents trapped in jail with no way out, Aiden and May secretly travel the country with just one mission in mind — to have the coolest, most fun-filled roadtrip ever! It's non-stop fun from New York to San Francisco with no parents, no bedtimes, no curfews and no rules!

\$4.99



"A Summer to...Remember?"

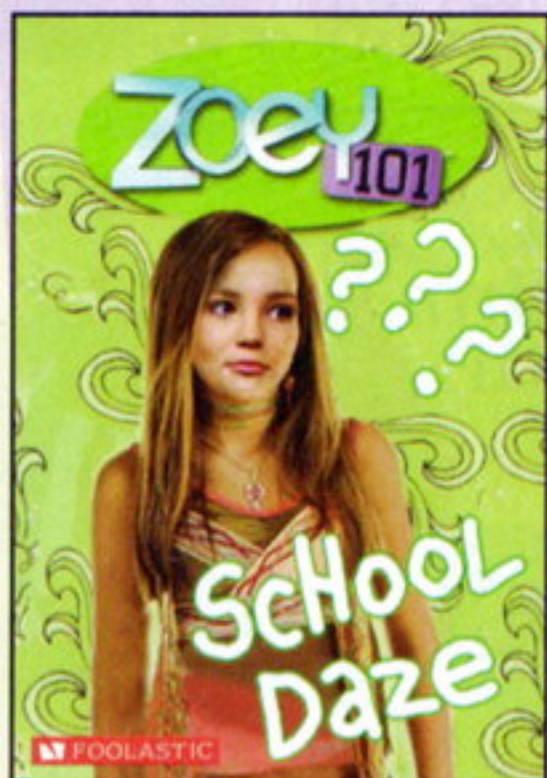
J.B. Spookington 185 pages

Lily has amnesia and can't remember she's the reason her hamster died 10 years ago — even worse, she's just moved to a new town and suspects that her neighbors may be vampires! Can Lily endure the Civil Rights tensions of 1964 — and her first real crush! — during a summer she won't soon forget?

\$7.95

New-ish!

NOT QUITE READING!



Zoey 101: School Daze

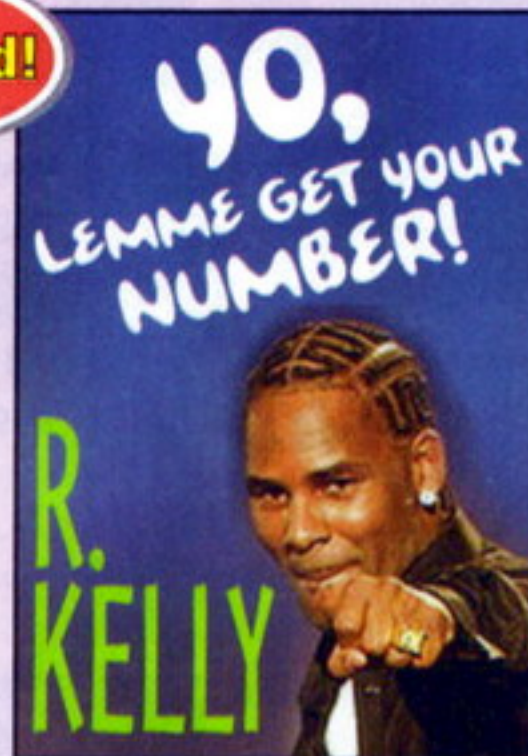
112 pages

Read this hilarious new adventure, based on the hit TV show that your parents yelled at you for watching too much — which is what started them nagging you to read more to begin with!

\$2.95

No Good!

**No Longer
Printed with
Toxic Ink!**



Yo, Lemme Get Your Number!

by R. Kelly 86 pages

Girls in your class won't give you the time of day? Super-smooth R&B crooner R. Kelly is here to help! With over 75 pick-up lines GUARANTEED to work on teenage girls, you'll be mackin' in no time!

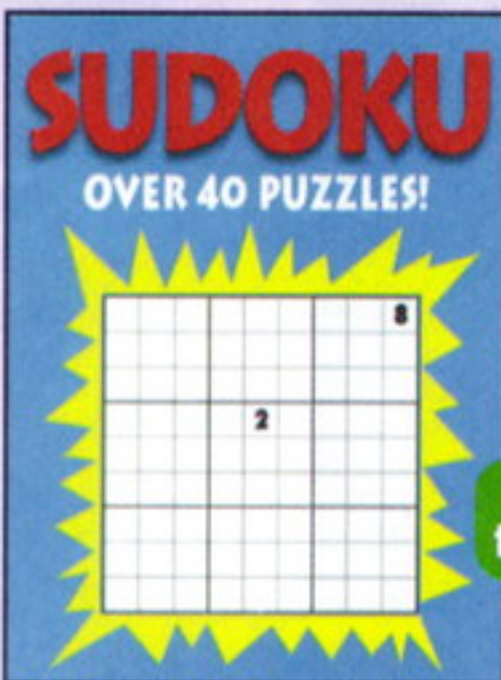
\$5.95

**VERY
Expensive!**

Sudoku

Check out the ancient Japanese number game that's sweeping the country! 43 puzzles requiring intense concentration and problem-solving skills! It's like having extra math homework that you do just for fun!

\$5.95 ~~\$4.50~~



**Perfect
for Nerds!**

What a Load of Craft!

Learn calligraphy, knitting, pottery and more!

Wendy O'Bendy 112 pages

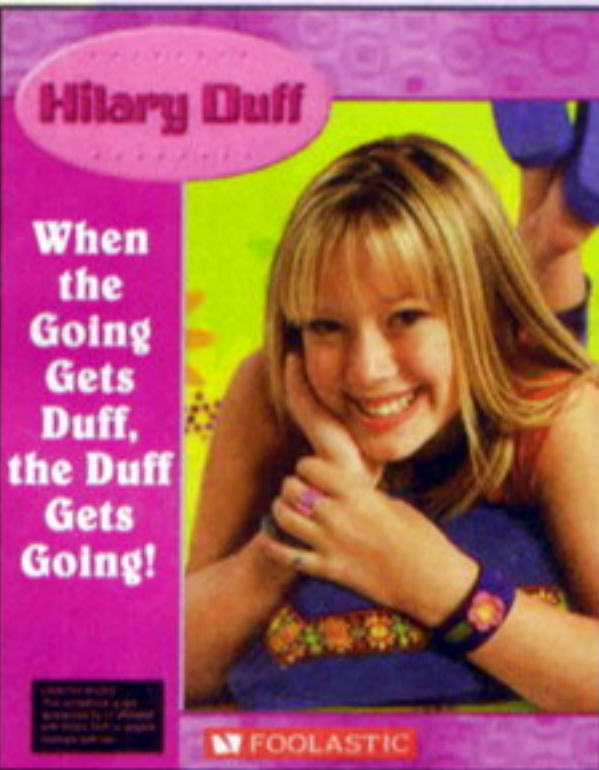
Now you can MAKE birthday and holiday gifts for all your friends — and you can take all the money you would have spent on them and just spend it on yourself! Like on more books! Right...?

\$14.95



Learn calligraphy, knitting, pottery and more!

**Guaranteed
Highest
Price!**



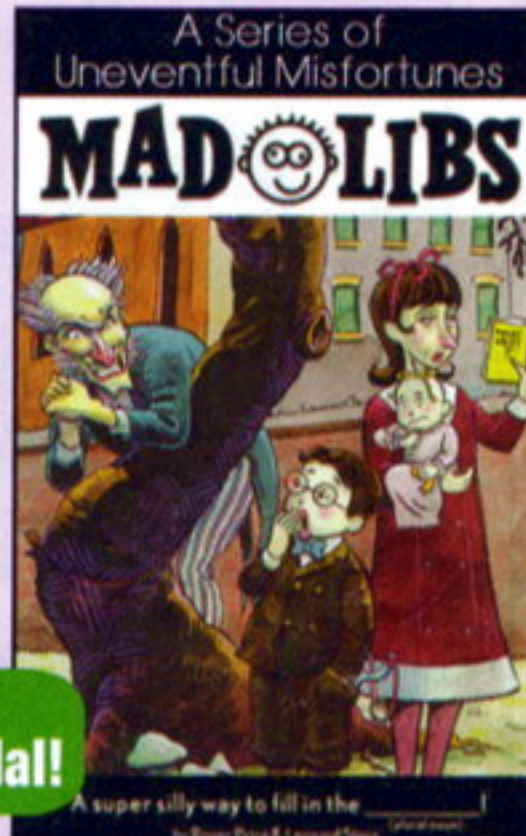
Hilary Duff: When the Going Gets Duff, the Duff Gets Going

Jerome McTatertot 18 pages

She's one of the hottest stars alive! But what's she really like? What was her life like before she got famous? What makes Hilary tick? These questions and many more won't be answered by this 18-page booklet of trivia you already knew and photos from back when she was still on Lizzie McGuire! But it's glossy!

\$3.25

**Rejected for a
Caldecott Medal!**



MAD Libs!

A Series of Uneventful Misfortunes

48 pages

If you love the adventures of the Baudelaire Orphans, now you can write your own silly adventures. Pick the name of a new guardian for the orphans, a new alias for Count Olaf and a new town name and you're done! Come to think of it, it's not like Lemony Snicket does much more than that in each book anyway...

\$1.95

Lame!

Personal Organizer and Spellchecker

Requires 7 D Batteries

Now you can organize your assignments, mark down important test dates, even check the grammar and spelling on your homework. The perfect tool to help you in your studies! At least that's what you'll tell your parents — they don't need to know that you only want it because you can also play "Hangman" on it!

\$12.95



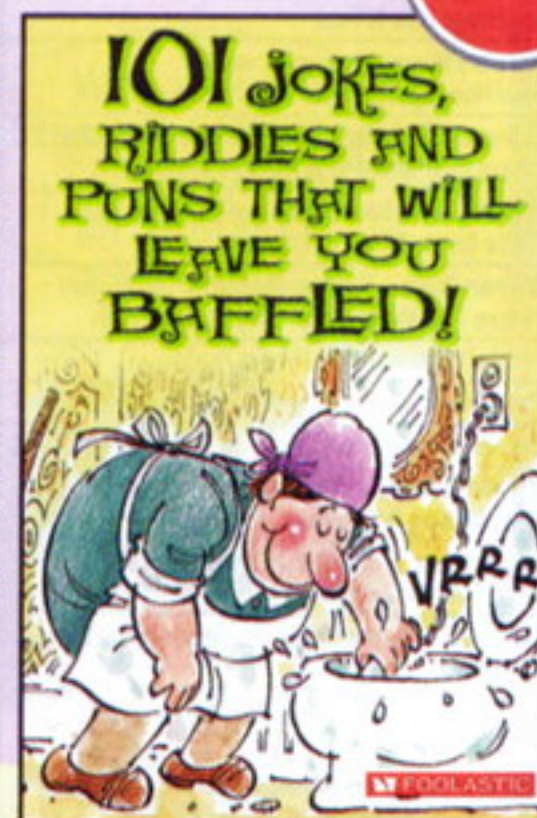
NEW!

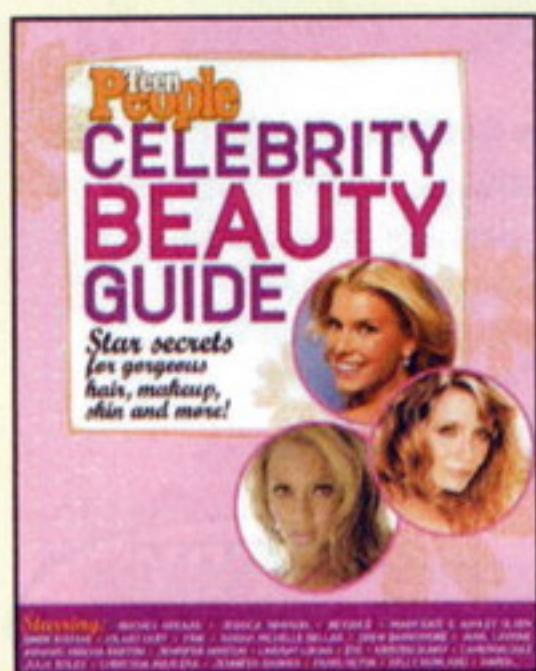
101 Jokes, Riddles and Puns That Will Leave You Baffled

Boyd Will B. Boyd 38 pages

"How many unicorns does it take to screw in a lightbulb? Eight... nine if it's a Wednesday!" "What do a flashlight and a substitute teacher have in common? They both love a leap year!" Plus 99 other weird jokes that make no sense! From the Creators of 101 Poorly-Translated Foreign Jokes

\$5.50 ~~\$4.25~~





Teen People Beauty Guide

78 pages

Tons of tips for hair, make-up, skin care and more — straight from the stars and their stylists! Perfect for the teen looking to develop an unrealistic body image, devastating eating disorder or BOTH!

\$12.95

NEW!

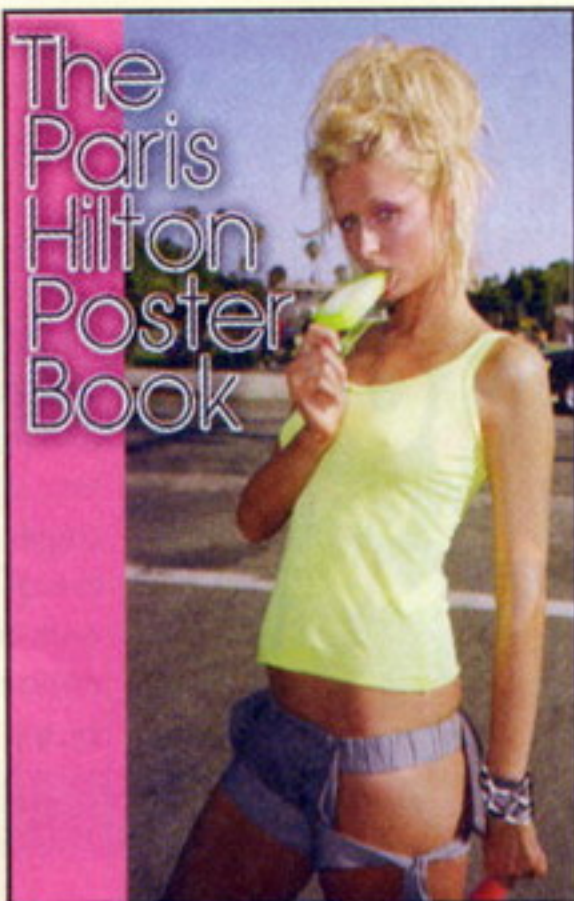


FREE WITH EVERY \$10 ORDER!

This awesome Rubik's Cube keychain that you can pass off on your brother next Christmas!

ORDER FORM

	QTY	PRICE	AMT
Captain Underpants and the Day He Finally Put on Some Khakis		\$3.95	
Clifford the Big Red Dog and the Big Brown Carpet Stain		\$4.24	
Curious George and the L'Oréal Testing Facility		\$6.50	
Everybody Poops...But, Man, What's Your Father Eating?		\$9.25	
General Fartypants and the Big-Butted Underwear Nerds of Toilet Town		\$3.50	
If You Leave a Mouse a Cookie on a Mousetrap		\$2.95	
The Berenstain Bears Hibernate for the Entire Story		\$4.50	
The Cat in the Hat Gets Fixed		\$6.50	
The Guinness Book of World Records — Just Pictures of Circus Freaks Edition!		\$4.25	
The Magic School Bus Hits Arthur and Drags Him 40 Feet		\$3.50	
The Very Hungry Caterpillar and the Even Hungrier Sparrow		\$1.95	
SpongeBob's Deep Sea Jokebook — 400 Jokes Where the Punchline is Always "Barnacle"		\$2.50	
Learn to Draw SpongeBob and Still Look Like You're Taking Notes in Class		\$3.75	
Batman Begins: The Novelization of the Motion Picture That Wasn't That Great to Start With		\$6.50	
Frindle 3: Return of the Frindle		\$2.95	
The Prince's Diaries by Freddie Prince Jr.		\$4.75	
Flatulent Stanley (Now in Scratch 'N' Sniff!)		\$3.50	
The Hardy Boys and the Case of the Kids Who Keep Making Fun of Their Last Name		\$4.25	
Nancy Drew: The Really Tough Case That She Didn't Even Bother With		\$3.75	
The Extreme Gamer's Ultimate Strategy Guide: Tic Tac Toe		\$4.95	
Garfield: Still Fat, Lazy and Unfunny — His 217th Book		\$5.50	
The Guinness Book of World Records You'll Really Hurt Yourself Trying to Break		\$4.75	



POSTER BOOKS — YES, THEY QUALIFY AS "BOOKS"!

The Paris Hilton Poster Book

10 full-color, locker-sized shots of Paris' most awesome nipple slips and upskirt shots!

\$2.99

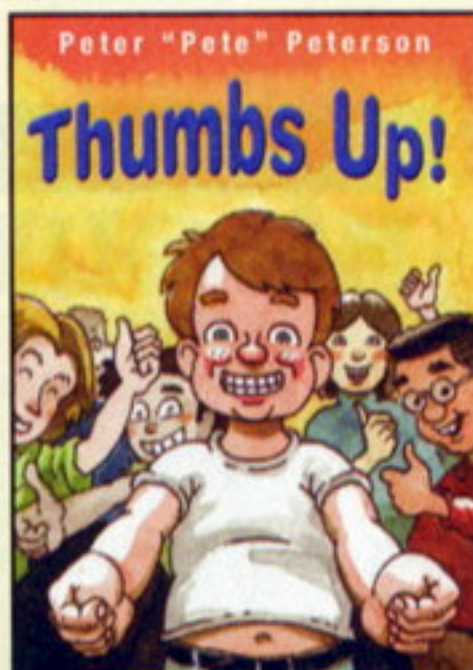
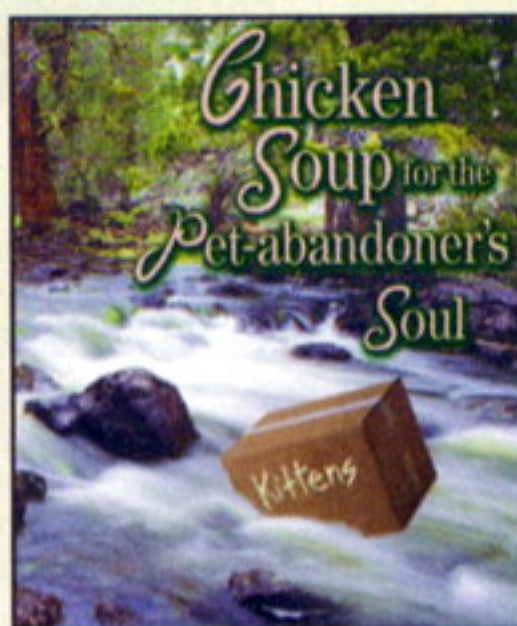


Chicken Soup for the Pet-Abandoner's Soul

370 pages

From flushed goldfish to puppies left on the side of the road, you'll love these 20 touching stories of pet owners and the animals they've completely lost interest in.

\$12.95



Thumbs Up!

Peter "Pete" Peterson 215 pages
Jake Framington is determined to be the best thumbwrestler in his class! But there's only one problem — he was born without thumbs! Does he have what it takes to gain the acceptance of his classmates, win the regional championships AND save his family's farm in the process?

~~\$4.95~~ \$5.95

KIDS' KORNER

THE BOOK YOUR MOM MAKES YOU ORDER FOR YOUR LITTLE BROTHER AND EVERYONE MAKES FUN OF YOU FOR!



Franklin's Big Trip

Paulette Bourgeois

12 pages

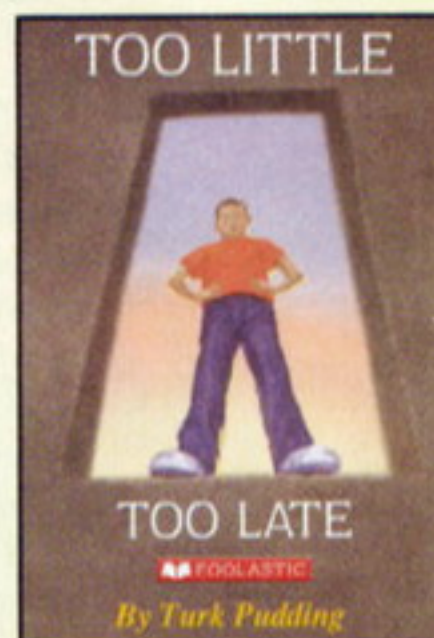
When Franklin trips and lands flat on his back, he's stuck! Unable to get up himself, and with no one to help him, he learns valuable lessons about positive thinking and the can-do spirit as he slowly loses consciousness and the hot summer sun scorches his helpless body. The exciting final adventure!

\$2.95

Just Read the Description, Jerk!

Save Nothing!

Inspiring Inspirational Tales Sure to Inspire!



Too Little Too Late

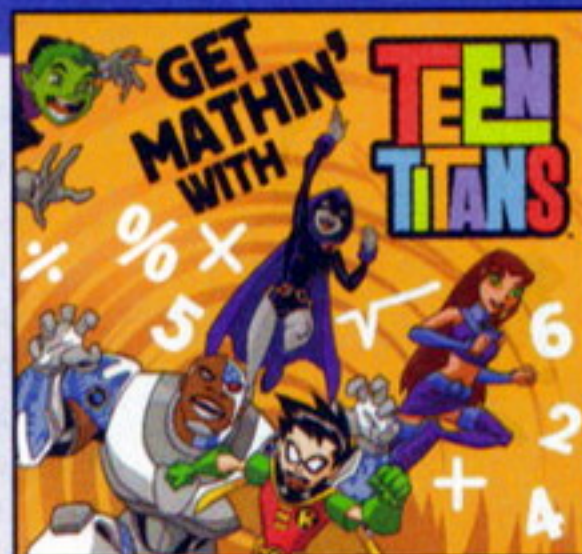
Turk Pudding

3 pages

The amazing true story of a boy who risked it all to save his family — but still came up short.

\$0.75

YOU CAN'T SPELL "EDUCATIONAL BOOKS ARE FUN" WITHOUT "EDUCATIONAL BOOKS"!

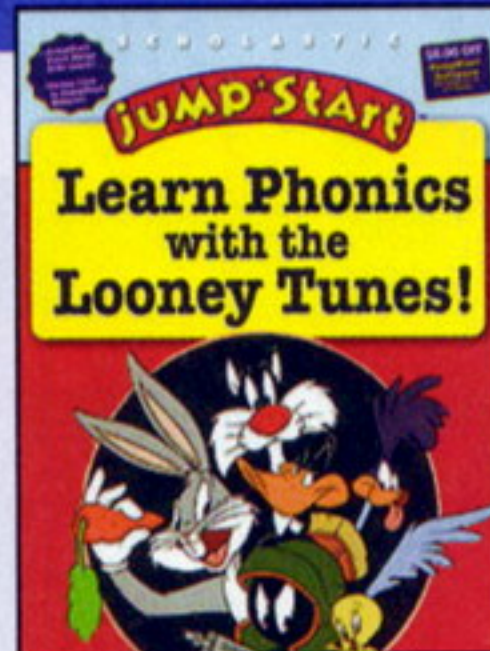


Get Mathin' With the Teen Titans!

89 pages

With Robin, Cyborg, Raven and the rest of the team on hand, multiplication and division will become as exciting as your favorite superheroes! Or just makes your favorite heroes much more boring. See for yourself!

\$11.95



Jumpstart! Learn Phonics with the Looney Tunes!

78 pages

Suthferin' succotash, it's dithpicable how easy it is to learn reading and writing! The included CD uses the voices of those wascally varmints of Looney Tunes to help you to recognize and learn new words! Stutter, stammer, lisp and sputter along with Elmer, Porky, Daffy, Sylvester and Tweety — and don't even get us started on the Tazmanian Devil's lesson! (From the Makers of Jumpstart! Learn Phonics with Fat Albert & the Junkyard Gang and Jumpstart! Learn Phonics with WWE SmackDown!)

Newbery Loser!

~~\$12.49~~ \$13.49

**WHO'S BEEN
MANIPULATING PAGES
IN DESPICABLE AND
EMBARRASSING WAYS
FOR FAR TOO LONG?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

For what seems like ages, we've been forced to listen to harrowing tales about a sick and twisted individual who's been corrupting the minds of young Americans. To find out what nefarious scoundrel is behind these sinister actions, fold page in as shown.



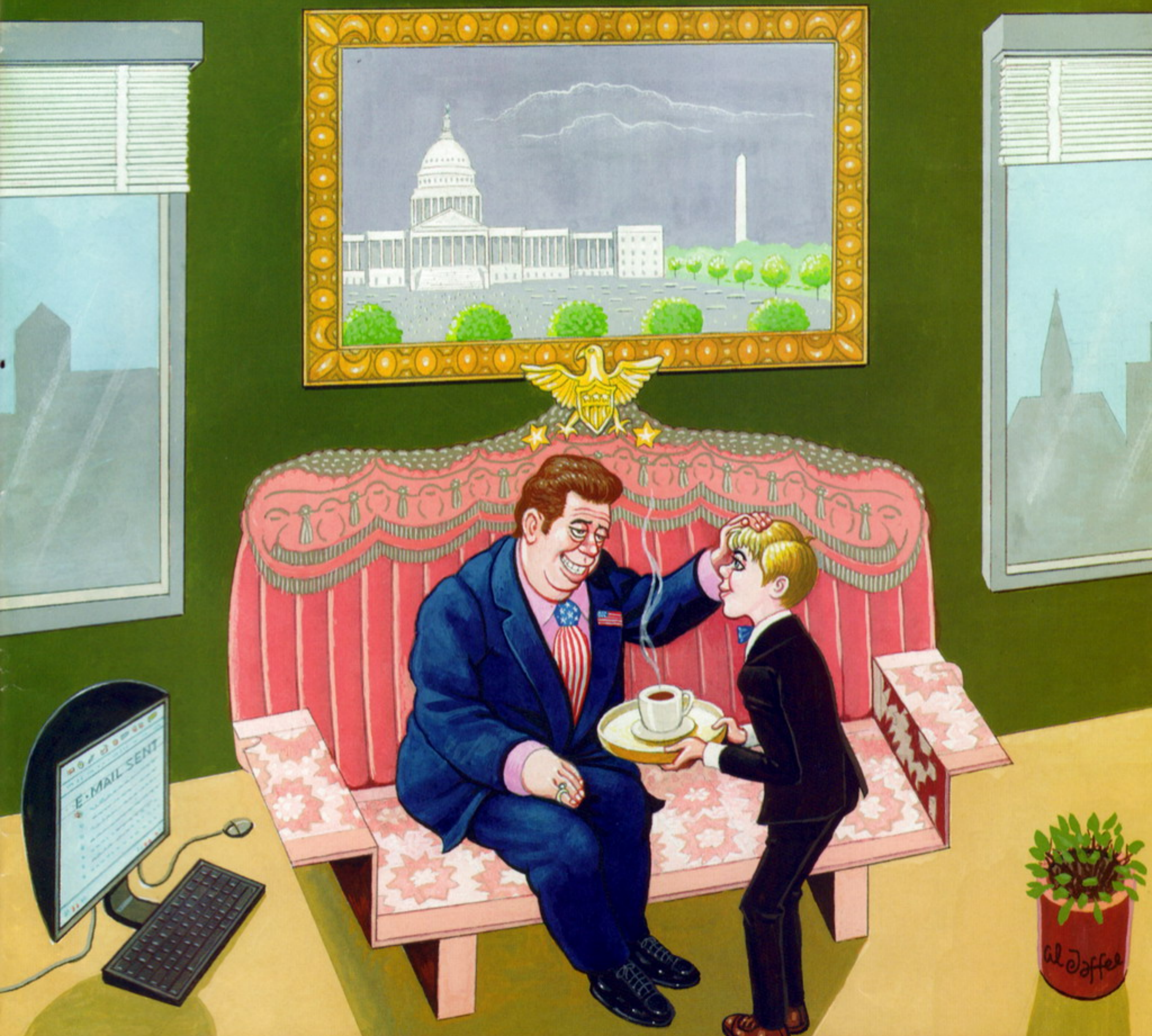
FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



**ALMOST EVERYONE HAS FOUND THIS NEWS
JARRING. IT STARTED WITH AN ORDER OF COFFEE.
SUDDENLY INSPIRED, HE WENT TO WORK.
GETTING A PAGE TO COMPLY IS SIMPLE WHEN YOUR
MISSION IS: BEND PAGE TO YOUR WILL AND FIND OUT
HOW TO KEEP IT SECRET. AND BECAUSE OF THE
GULLIBILITY OF MANY, IT HAS WORKED. THEIR UTTER
BLINDNESS IS BEYOND COMPREHENSION!**

A

WRITER AND ARTIST: AL JAFFEE

B

WHO'S BEEN
MANIPULATING PAGES
IN DESPICABLE AND
EMBARRASSING WAYS
FOR FAR TOO LONG?

WHO'S BEEN
MANIPULATING PAGES
IN DESPICABLE AND
EMBARRASSING WAYS
FOR FAR TOO LONG?



FOLD PAGE OVER LIKE THIS!



FOLD PAGE OVER LIKE THIS!

A

A

B

FOLD BACK SO THAT "A" MEETS "B"

B

FOLD BACK SO THAT "A" MEETS "B"



AL
JAR

GETT
MIS
GUL

A

AL
JAFEE.

GET YOUR
MIND OUT
OF THE
GUTTER

A

B

JAFEE.

YOUR
ND OUT
OF THE
TTER

B



**POOP
WINS!**

A
SECRET
SCAN