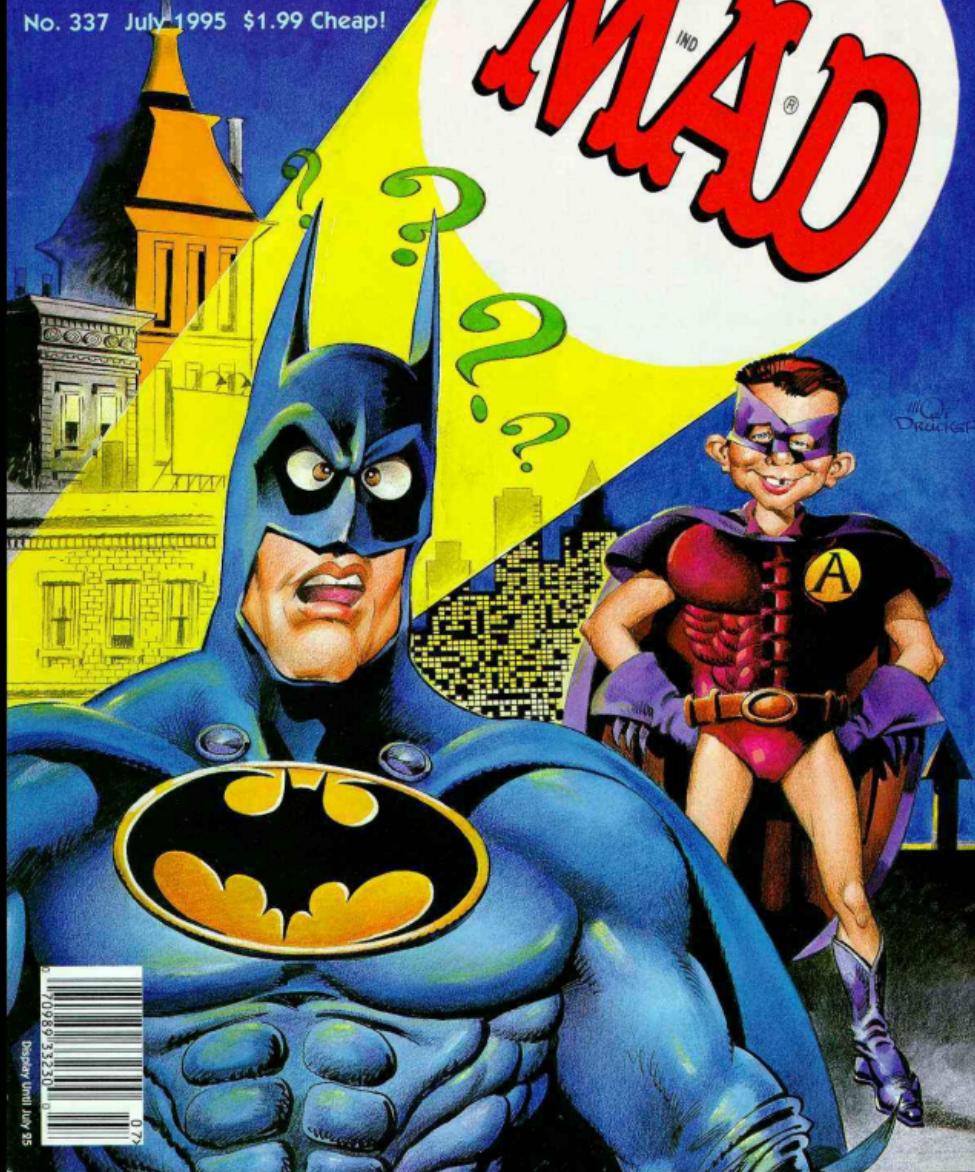


IN THIS ISSUE WE MOCK

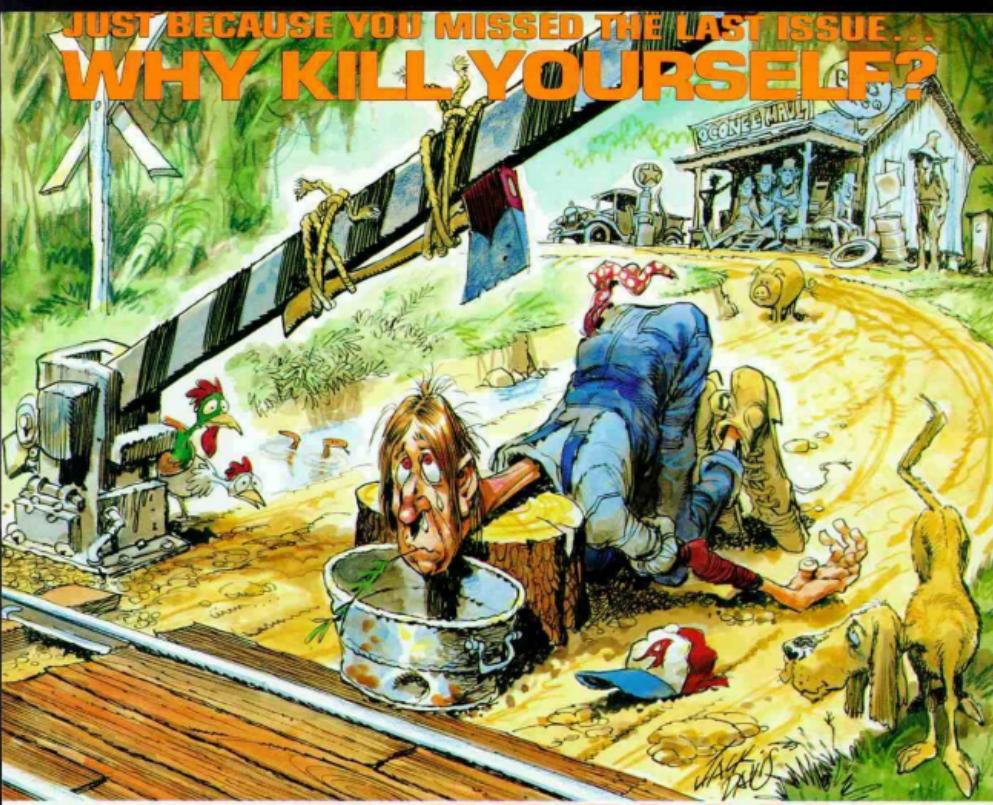
Jim Carrey O.J. Batman Forever

No. 337 July 1995 \$1.99 Cheap!

IND  
**MAD**®



# JUST BECAUSE YOU MISSED THE LAST ISSUE... WHY KILL YOURSELF?



## SUBSCRIBE TO MAD!



PO Box 0849

**MAD**

Baldwin NY 11510

#337

Send me a 40-issue Subscription for \$59.50.  
I'll save \$18.50 off newsstand price and get all three MAD Pins shown above absolutely free!

Send me a 24-issue Subscription for \$37.50.  
I'll save \$9.50 off newsstand price and get the official MAD Zeppelin Pin absolutely free!

Send me an 8-issue Subscription for \$15.50. I'll save a palty 10¢ and get to look at someone else's MAD Pins because you won't send me any!

Payment enclosed!

Bill me! (If you insist!)

Renewal check here!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

\*Outside U.S.A. (including Canada), \$19.50 for 8 issues or \$51.50 for 24 issues or \$80.50 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED.

USE COUPON OR DUPLICATE

LETTERS AND TOMATOES DEPARTMENT: Random Samplings of Reader Mail...2

GETTING TOO CARREYED AWAY DEPARTMENT: "Buttman Fershlugginer" (A MAD Movie Satire)...4

A KICK IN THE ASSEMBLY DEPARTMENT: RumbaFlex 2000 Owner's Manual...9

GULLIBLES' TRAVELS DEPARTMENT: Only A Wrestling Fan Could Ever...13

LOST CAUSE AND EFFECT DEPARTMENT: The Real Reasons Why Men Don't Ask Directions...16

GETTING THE SHORT END OF THE SCHTICK DEPARTMENT: New Victim Groups for the '90s...18

JOKE AND DAGGER DEPARTMENT: Spy Vs. Spy...21

SERGE-IN GENERAL DEPARTMENT: A MAD Look at Video Cameras...22

TWIN SPEAKS DEPARTMENT: TV People — What They Say and What They Really Mean...26

JULY  
1995

# MAD

NUMBER  
337

"Blood is thicker than water...but it makes lousy lemonade!"

— Alfred E. Neuman



BERG'S-EYE VIEW DEPARTMENT: The Lighter Side of...28

TOT OFF THE PRESS DEPARTMENT: Toys Inspired by Today's Headlines...33

BOYS 'N THE WOOD DEPARTMENT: Goofus and Gallant's Guide to Sex and Dating...36

PERSECUTING THE JUICE DEPARTMENT: Duck Edwing Sequestered at the O.J. Trial...38



JOKE AND DAGGER DEPARTMENT: Spy Vs. Spy...41

OH VY NOW! DEPARTMENT: Jim Carrey Visits "The Larry Sanders Show" (A MAD TV Satire)...42

A SIGN OF THE CRIMES DEPARTMENT: MAD's Completely Up-To-Date U.S. Tourist Map Symbols...48

MARGINAL THINKING DEPARTMENT: "Drawn Out Dramas" by Sergio Aragones...Various Places Around The Magazine

ON A QUERY DAY DEPARTMENT: "Questions from the Edge" by Henry Clark...Various Places Around The Magazine



FRONT COVER ARTIST: MORT DRUCKER

BACK COVER ARTIST: GREG THEAKSTON



BACK COVER WRITER: CHARLIE RICHARDS

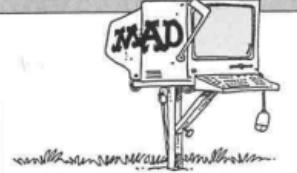


# MAD

William M. Gaines  
founder  
Jenette Kahn  
president & editor-in-chief  
Paul Levitz  
executive vice president & publisher  
Joe Orlando  
vice president & associate publisher  
Nick Meglin  
John Ficarra  
editors  
Leonard Brenner  
art director  
Tom Niziokowski  
photographer  
Charlie Kadau  
Joe Ralola  
associate editors  
Dick DiBartolo  
creative consultant  
Annie Gaines  
general manager  
Andrew J. Schwartzberg  
assistant editor  
Amy L. Vozzola  
editorial assistant  
Maria Weisenborn  
production assistant  
Lillian Alfonso  
Freddie Maloney  
Greta Wood-Webster  
John Ficarra  
Dorothy Crouch  
resident suit  
Contributing Artists  
And Writers  
the usual gang of idiots

MAD (ISSN 0024-9319) is published monthly except bimonthly for January/February, March/April and October/November by E.C. Publications, Inc., 1700 Broadway, New York, NY 10019. Second class postage paid at New York, N.Y., and at additional mailing offices. Subscription in U.S.A.: 8 issues \$15.50 or 24 issues \$37.50 or 40 issues \$59.50. Outside U.S.A. (including Canada): 8 issues \$19.50 or 24 issues \$51.50 or 40 issues \$82.50. (Canadian postage GST tax included.) Entire content © copyright 1995 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when writing. Please attach address label from a recent issue to facilitate change of address. To change your subscription, POSTMASTER: and address change to MAD, P.O. Box 0849, Baldwin, NY 11510. The Publisher and Editor are not responsible for unsolicited manuscripts and request that 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 similar name for a living person is a coincidence.

Printed in U.S.A.



## DO THE FAR RIGHT THING

You've ceased to be funny and I've ceased to buy your liberal rag. What ever happened to the humor upon which you built your magazine? In Mike Snider's "The Republican Party's 'Contract With America' (Truthful Post-Election Version)" piece, there wasn't a single funny word. It was purely a political statement of your liberal leanings.

John Pierre  
Edmonds, WA

We're sorry for what you perceive as a lack of funny words. To remedy this oversight, we present the following panoply of funny words and encourage you to pepper your conversation with them when speaking with your Distothead conservative friends: their sides will be aching with laughter! —forklift...anuuck...urvula...spittoon...monkey juice...pneumastic...fa...mazafra...Cleveland...Dole...Gingrich...Buchanan...Dornan...Gramm...Lugar...Lamar...Zamboni — Ed.

## REVENGE OF THE NERD?

You have made fun of many things, but in issue #334 you went too far. A subtitle on the cover reads "Comic Book Fans (Geeks on Parade!)" This statement is probably the worst MAD has ever made. Comic book fans are not geeks and in fact do have a life. I myself am a comic book fan and I am not a geek, dweeb, nerd or whatever you want to call me. I hope you think more next time before you print a statement like this. You just lost yourself a subscriber!

Beau McRae  
Colorado Springs, CO

We stand corrected. At no time did we mean to imply that all comic book fans are geeks, dweebs or nerds...just comic book fans named "Beau"! See ya, loser! — Ed.

## THE (BAD) DREAM TEAM



The Syosset Sharks (part of the Intermediate Boys' Division of the Syosset, NY Soccer Club) relax after winning a game by donning their Alfred E. Neuman masks...just like the professional soccer teams in Europe and South America do! They don't wear the masks during games, though...if they did, they'd have a hard time deciding whether they'd rather kick the ball or each other's face!

## LETTERS &

### A LAME BRAIN LETTER

When I received MAD #334 and looked at the "Frankenstein" cover, I was disappointed to find out that Alfred E. Neuman has a brain.

Robby Askew

Lawrenceville, GA

And when we received your letter, you didn't disappoint us at all! You follow? —Ed.

### A DEAD LETTER

I am a loyal reader of your magazine, but as a Grateful Dead fan, I feel it necessary to point out a mistake on MAD #334's back cover, "Commemorative Music Stamps We'd Like to See." The enchanting Dead have existed for only 29 years, not 30! Previous to 1966, the same group was known as the Warlocks, and before that, Mother McCree's Uptown Jug Champions. Just thought you guys should know!

Paul Elsberg

Northbrook, IL

Paul — We appreciate your letter because most of us here are Deadheads too! Most of us, that is, except Assistant Editor Andrew J. Schwartzberg, the person who did the research for our stamp article. We've been having trouble with Schwartzberg lately and your letter wasn't the first we've received. Yours proved to be the breaking point, however, and we had no alternative but to let him go. Sure, we've joked about this in the past, but Schwartzberg is such a slacker and layabout, this time we mean it! Just check the next issue's masthead and see if you can find him! He's history! —Ed.

## INSIGNIFICANT DATA DELUXE

### MAD COLLECTOR'S SERIES #11 ON SALE JULY 25!!

### MAD #338 ON SALE JULY 25!!

Computers are used to control weapons systems at the Pentagon, to fight international terrorism, and, most importantly, to access MAD through America Online's DC Comics Online Command with the Justice League of America. MAD is now MAD color images and text (new files every month) and more! All you need is a computer, modem and a major credit card (or checking account!) if you don't already have America Online, call 1-800-202-2600 for a FREE starter kit and 10 free hours!

### HAVING TROUBLE FINDING MAD?

If your favorite news dealer, convenience store or supermarket does NOT sell MAD, we want to know about it! Send their name and address/location to MAD, 1700 Broadway, NY, NY 10019 Attn: Amy. We promise to hound these misguided merchants mercilessly, day and night, until they lower their standards and begin to sell our crazy magazine!

### NEW! NEW! NEW!

MAD's NEW Address:  
1700 Broadway, New York, NY 10019

NEW Subscription Address:  
P.O. Box 0849, Baldwin, NY 11510

NEW FAX MAD #  
(212) 506-4840

Credit Card (Visa or MasterCard)  
Subscription Orders 800 #  
(800) 4MADMAG (462-3624)  
above # for U.S. orders only!

NEW Subscription Customer Service #  
(516) 756-0350

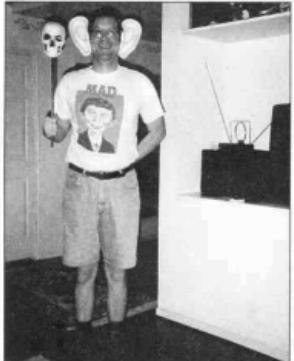
IMPORTANT: we will be unable to assist with subscription customer service at our editorial offices or toll free number!

## **TOMATOES DEPARTMENT**

## DAD AGAIN

My father has been reading your magazine for 35 years. This is what he looks like now!

Alex LeBuffe  
Houston, TX



Man, oh man, we bet you can't wait for Parent's Night at school! Trust us, when Jenny Jones sees this photo, you're going to get the call! Oh, and say hi to everyone at the trailer park! —Ed.

## **FUN WITH GUNS**

Having lost a family member myself to senseless gun violence, I look at the NRA as a group that is not protecting people's rights but violating people's right to life. It is simple mathematics. Each of the following countries except the U.S.A. has very tough gun control legislation:

<b>Country</b>	<b>1992 handgun deaths</b>
Australia	13
England	33
Sweden	36
Japan	60
U.S.A.	13,220

2+2=4...Guns+people=death. Thomas Sposito  
Tommy Boy — The figures you quote make perfect sense  
St. James, NY to us! All except one, that is... are you sure 2+2=4?  
—Ed.

Why do we believe the anti-gun groups who say banning firearms will make us safer, when the overwhelming majority of crimes are committed with guns that were not legally purchased in the first place? Violent crime in Washington, D.C., tripled after "carrying" was made illegal and only the bad guys had guns. The places with the strictest gun laws (New York City and Washington, D.C.) are horrifyingly more violent than Montpelier, VT, with the most lenient gun laws!

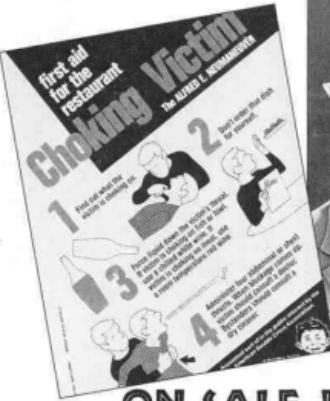
Frieda L. Weber  
Ft. Edward, NY

New York and D.C. horrifyingly more violent? Your letter is not without merit. The thought of living in Montpelier, VT, however, makes us want to put a gun to our head, so it kind of evens out! —Ed.

# Get Ready For More Stupidity

# MAD COLLECTOR'S SERIES #11

**Featuring  
Our Jumbo-Sized  
(15" x 21")\* Full-Color  
Double-Sided, Glossy  
Mega-MAD Poster!**



ON SALE JULY 25  
WHEREVER LOW QUALITY  
MAGAZINES ARE SOLD!

\*38 X 52.5 cm for all our Metric Fans!

**Please Address All Correspondence To: MAD, Dept. 337, 1700 Broadway, N.Y., N.Y. 10019.  
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however,  
unless they are accompanied by a self-addressed, stamped envelope!**

#### **GETTING TOO CAREYED AWAY DEPT.**

The place: Gotham City. The time: dusk. As the sun sets over the vast cityscape, the denizens of the underworld go into action. Their mission is to commit heinous crimes against the state, destroy the fabric of society, and do battle with a friggin' pansy wearing latex pants, a long-flowing cape and a sweaty leather mask! Yup, if we've seen this once we've seen this three times. There's nothing new about

# BUTTMAN

I can't believe Brute Lame wouldn't help me mass produce my invention! He said it was too much like a mind control device, but he's wrong! And if I can get my device on him, I'll use it to control his mind! My virtual reality invention makes things seem so real! I feel like I'm really at a circus! It even smells bad! I better be careful not to step in any virtual reality elephant dung!

The Children's Hospital profusely thanks Brute Lame for his generous contribution of one million dollars! Unfortunately, to celebrate his donation we spent one million five hundred thousand on this stupid circus spectacular, so the orphans get screwed again!

The circus! I love it! It's fun for kids of all ages!

The circus!  
I hate  
it! I  
can't  
wait for  
someone to  
get killed!



# FERSHLUGGINER

Let me tell you a little bit about myself. Brutel I'm Dr. Chaste Maleden! I specialize in dual personalities and abnormal psychology!

That's quite a pair!

I'm glad you noticed! But let's stick to abnormal psychology, shall we? Did you notice that odd man with two faces over there? He has the ultimate split personality!

That odd man is Dual Puss! He used to be District Attorney, but he left public office to pursue a life of crime!

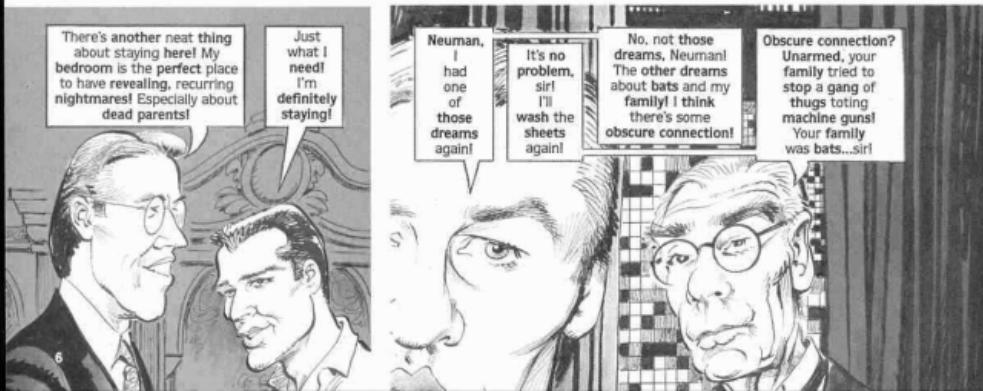
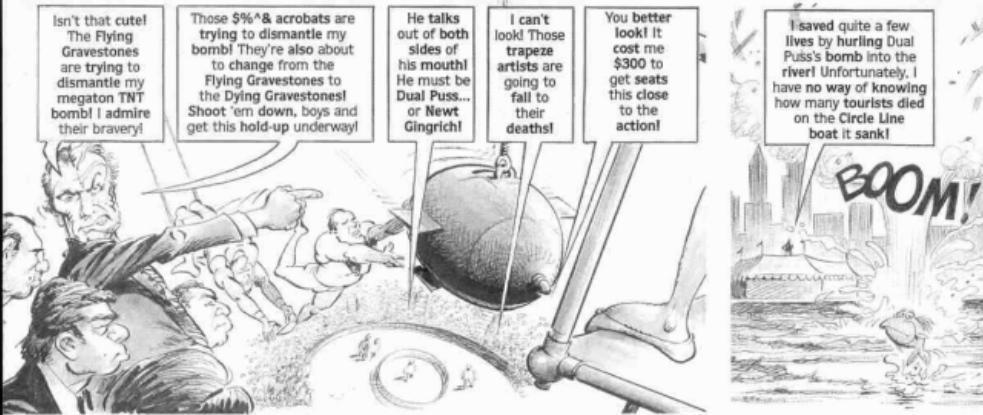
Oh, really? Well that seems pretty bizarre!

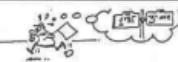
I'll say! Most District Attorneys pursue a life of crime while in office! That way they don't have to give up their hospitalization and pension plans!

Hot Dogs, \$7!  
Ice cold soda, \$5!

Do you hear the prices on that stuff? There's more than one hold-up going on here!

DRUCKER





I don't know if I became Buttman to fight crime, or to fight the fear of crime! Because fearing fighting crime can be more fearful than fighting the crime itself, or the fear! It's deep, I know!

It's so deep I need the ButtShovel! But first, this note came for you: "Puzzle me this: if Michael Keaton turned down ten million dollars to play Buttman in this movie — what did he know that you didn't? Signed, the Piddler!"

First Siskel, then Ebert, now him! Is everybody a critic?

How come you respond so quickly when the police send the Butt-Signal?

I'd like to see you try to sleep when someone shines a fifty million watt spotlight in your bedroom window!

Actually, I sent the signal! I'm quite attracted to your ButtCape, your ButtTights and your ButtMask! I'd kiss you, but I'm not attracted to your ButtBreath! Yuck!



We have a really sicko-wacko-creepo murderer on the loose!

Leave the diagnoses to the professionals, like me!

His latest note says: "Puzzle me this: Why is the part of a renowned psychologist played with so much flesh uncovered? Is it to cover-up bad acting?"

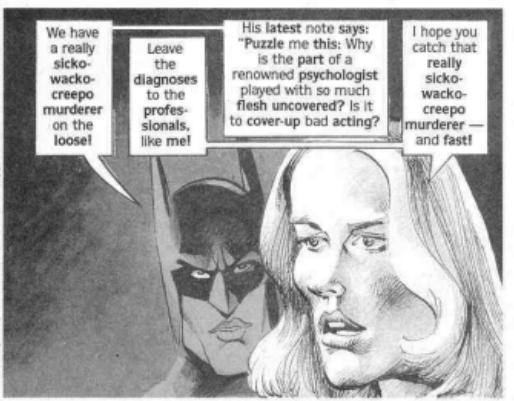
I hope you catch that really sicko-wacko-creepo murderer — and fast!

I want you to take this made-in-Taiwan dream doll! It's truly unique! It's the only doll that wasn't made by Mattel! She stands sentry while you sleep and she'll help end your nightmares!

How much air does she take?

Air?

Yes! Every doll I've ever owned is inflatable!



A stick up! It can't be! We are Got'em's finest citizens!

Okay then, it's not a stick up! Think of it as a redistribution of your wealth!

I hate to say it, but this is the first time I've been at the opera and didn't fall asleep!

Has Buttman lost his touch? Where is he while the city is under siege? And help, I'm being robbed!

Prepare the ButtMobile, Neuman. I'm going into Got'em!

The ButtMobile is prepared and it's already in Got'em!

You're very efficient, Neuman, but I think that's too efficient! How did the ButtMobile get to town without me?

Master Gravestone took it, sir! As you can see, I tried to stop him!



It puzzles me:  
How come Buttman  
always comes  
crashing through  
the ceilings or  
windows! He never  
walks through a door!

If you  
dressed  
like that  
would you  
walk in  
through  
a door?

Hey!  
Another  
fight  
scene,  
right  
on  
time!

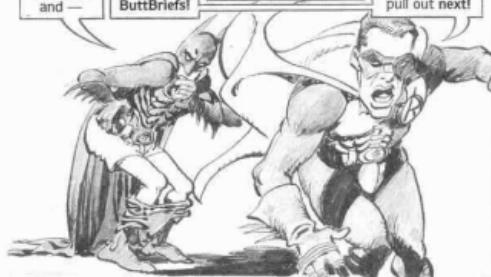
You bet!  
They have  
one every 20  
minutes to  
keep up the  
energy level  
of the film!

Those  
villains  
won't get  
away with  
this! I  
pull on my  
ButtBelt  
and —

Your  
ButtTights  
fall down  
to  
reveal  
your  
ButtBriefs!

I can't get the hang  
of this new outfit!  
One of these buckles  
has a rocket launcher!  
No, that one releases  
my garters — Neuman  
should label all this!

I'll chase the  
thugs while  
you work out  
the kinks in  
your ButtSuit!  
Be careful  
what you  
pull out next!

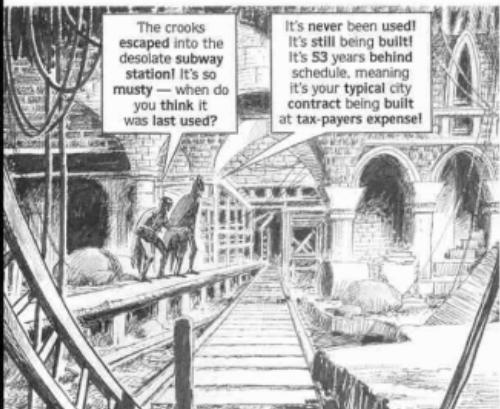


The crooks  
escaped into the  
desolate subway  
station! It's so  
musty — when do  
you think it  
was last used?

It's never been used!  
It's still being built!  
It's 53 years behind  
schedule, meaning  
it's your typical city  
contract being built  
at tax-payers expense!

There goes Dual Puss  
at 20 miles-per-hour  
on a jury-rigged  
skateboard! We've  
got to stop him!

Relax, Buttman! The express train  
is coming toward him from the  
opposite direction at 50 miles-  
per-hour! He's going to get a  
free transfer...to the graveyard!



Dual Puss welded  
his fate on the  
third rail! Now we  
have to get rid of  
that other dog,  
the Piddler! This  
is Paw Island, his  
headquarters! Any idea  
of how to trap him?

I already  
did!

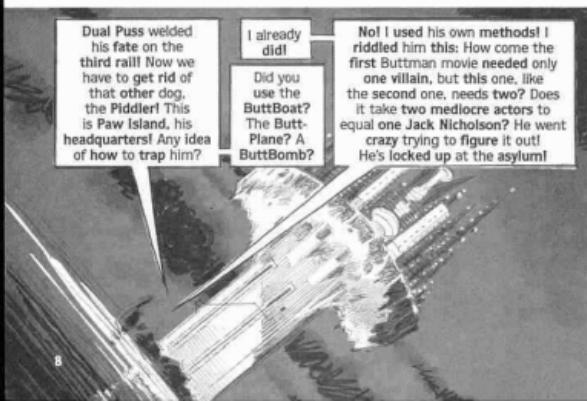
Did you  
use the  
ButtBoat?  
The Butt-  
Plane? A  
ButtBomb?

No! I used his own methods! I  
riddled him this: How come the  
first Buttman movie needed only  
one villain, but this one, like  
the second one, needs two? Does  
it take two mediocre actors to  
equal one Jack Nicholson? He went  
crazy trying to figure it out!  
He's locked up at the asylum!

We  
make  
a  
good  
team,  
don't  
we  
Buttman?

Yes, we do!  
Then I think  
you're going  
to love the  
new Butt-  
Signal I  
devised!

Nice Robin, but in  
these days of ultra  
right-wingers, maybe  
it's best if we keep  
our little secret  
tucked away in the  
deep dark recesses  
of the ButtCave!



**A KICK IN THE ASSEMBLY**

If there's an especially hot place in hell, surely it is reserved for the numbskull idiot morons who write assembly instructions. Whether you're trying to put together a child's toy, an exercise bike or storage bin, if there's a way to make the instructions impossible to understand, these beanhead writers do it with ambiguous terms, technical jargon and meaningless phrases. (Then again, maybe all these instructions are clear and it's just the entire population of the planet that is "mechanically challenged".) Nah, it's them! And we wish them a pox on their house as we present... .

# RumbaFlex 2000

"Now You're In Control"



Dear Consumer:

By purchasing the RumbaFlex 2000 you have chosen the finest, and shown you're a smart consumer. The RumbaFlex 2000 will give you years of trouble-free operation and user satisfaction. In fact, with proper maintenance you will probably never have to replace your RumbaFlex 2000.

With the RumbaFlex 2000, quality and durability are designed right in. And with our patented "snap-to" assembly, you'll be enjoying your RumbaFlex 2000 in minutes. The following simple instructions will show you how to assemble, operate and maintain your new RumbaFlex 2000.

If you're a first time Rumba user, welcome to the exciting world of Rumba products. If you're one of our loyal customers, you will find the 2000 Series much easier to assemble (No tube inserts or daubing necessary) and less irritating to use indoors (No more messy sponges or awkward harnesses) than the old 1000 Series or chain-driven Rumba products. Say goodbye to the annoying grit. Say goodbye to the fuzz and drip. And say hello to that supple, saucy satisfaction.

Enjoy! With the new RumbaFlex 2000, you're in control!

ARTIST: MALINDA DUNN

WRITER: JIM BARTON

# ASSEMBLY

*"Save Some Biscuits For Me!"*

Practically everything you need to assemble the RumbaFlex 2000 is included. The only additional supplies you'll need are a putty knife, a 14" orbital band saw, cotton or cheesecloth buffering mitts, a ceramic rabbit or other clamping device, a standard set of metric socket wrenches and 48oz. of luke-warm pudding.

You'll see the difference in the new RumbaFlex 2000 before you've even used it. That's because we've made assembly so easy.

The following is a list of the parts included in your RumbaFlex 2000 package:

## PARTS LIST

Base Grid Chassis  
Welded Support Frame  
T-Grid Access Bars (12)  
Deluxe J-Clips (16)  
Gouda Cheese Wedge  
Soft "Confor-T-Nozzles" (3)  
Central Drive Motor  
"Roto-Reeme" Drive Shafts (24)  
Styrene Winch Nuggets (7)  
Chamois Relief Tissues  
Centrifugal "Whiz" Straps (80)  
Suction Lugs (14)  
Foam Dispenser w/Fendle Lugs

2" Wood Screws (57)  
1" Wood Screws (1)  
4mm Locking Nuts (125)  
6mm Macadamia Nuts (1)  
Chilled Swivel "Lips" (5)  
Suction Arm Sockets (23)  
"Sweat-Grip" Thigh Clamps  
Velcro Chafing Pad  
"Bald-Top" 600V Rectal Fuse  
Tamper-Resistant Backwash Feeder  
Collapsible Oil Probes (17)  
Adhesive Racing Stripe  
486 Computer Timing Monitor

Variable-Speed Goose Thongs (4)  
Horizontal Clearing Blades  
Padfed Flogging Scops (14)  
Steam Pressure Valves (6)  
"Fendle-konk" Leather TensionBelts  
Load-Bearing Tongue Wafers  
Two-Tone Latex Dribble Sheets (8)  
8" Grapple Bodice  
Lubricated Bushy Hook  
Hydraulic Jiggle Truss (2)  
Textured "Dura-Lang" (2)  
16" Trundle Swabs  
14" Steel Treads (3)

Saf-T-Flip "Weezle" Joist  
4lbs. Lightly-Salted Mackerel  
Meli-N-Smelt Pine-Scented Epoxy  
Hex-Shank Implant Extensions  
Stainless Steel Spunk Duct (3)  
Galvanized Flossing Fibers  
Rayon Security Spats  
Load-Bearing Boot Housers  
Extruded-Flamed Pebble Plates  
"Barlie Master" Octo-Bebbler (7)  
Velvet Lug Bushels (84)  
Spec-Lunge Frazzle Snips (14)  
All-Weather Radial Tires (16)



1) On a clean, dry surface, arrange all RumbaFlex 2000 parts in a sweeping floral pattern, making sure to weed out any with defective gaskets or pungent odors.

2) Attach all core grids, chassis, frames, bars, joists, blades and scoops using wood screws and epoxy. Soak all connections and joints in a zesty tomato-based sauce.

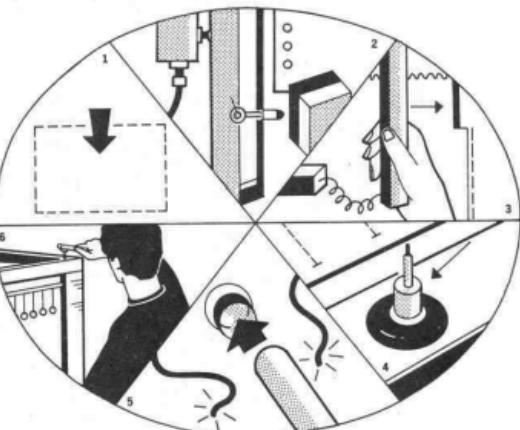
3) Join all valves, fuses, clamps, sockets and shafts with your choice of nuts and straps.

4) Insert all probes. (Keep that chamois cloth coming!)

5) Firmly attach housing and casing by wrapping flexi-fins around U-shaped nugget logs and crimping with your custom needle-nose "nipping graps." This is especially important for those who will be using the RumbaFlex 2000 in humid climates, during street fests or near fishing rodedes.

6) Finally, add decorative accessories and sporty detailing. Make your RumbaFlex 2000 a reflection of your personality—racy, reserved, bright, cheerful, morose, wacky, laconic, bloated, unctuous — whatever you like! Remember...now you're in control!

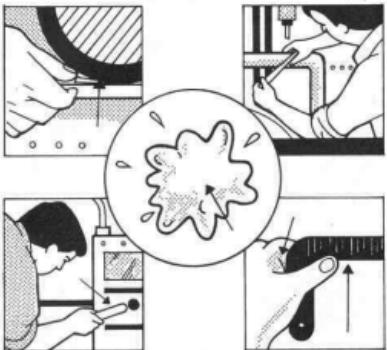
When assembling your RumbaFlex 2000, it is best to dress comfortably and avoid wearing fragrances. Also, to avoid tripping or stumbling during assembly, never wear shoes with tassels, festoons or jutting, beak-like appendages. By following these few simple steps, you will be able to quickly and easily assemble your RumbaFlex 2000, and start enjoying it right away. Here at Rumba Products, Inc., we like to say, "Rumba is so easy, and moist too!" ENJOY!



## OPERATION

*"Just Like Salsa... Only Square!"*

Your new RumbaFlex 2000 is so easy to operate, you'll think you've just flossed. But don't worry, it's the Rumba way!



1) Start your RumbaFlex 2000 by turning the ignition key and pedaling the choke roller. On cold or cloudy mornings you may experience some hesitation or sputtering in the RumbaFlex 2000 ignition mechanism. Don't worry! Unless there's a prurient discharge, a simple shim insertion beneath the sprocket reel will restore instant starting.

2) Before engaging the RumbaFlex 2000's forward rotary units or siphon puffs (They look harmless, but have you ever had a head hickey?), make sure you have secured the colorful bunting and tightened all tarpaulin lines. (Remember, Rumba's not just a name anymore! Rumba! Rumba!)

3) Choose your operation and target coordinates. It's important to choose the operation first, before selecting target coordinates. You'll avoid messy and costly mistakes, cleanup will be easier and you'll escape the itch and swelling.

4) During operation, keep a firm grip on all hackhoe levers, without neglecting the deli meats. With the RumbaFlex 2000, you no longer have to choose between a fresh hoagie and a tingling scalp. Remember you've chosen the best. You've chosen Rumba!

5) Once you've finished the job, it's easy to secure and store your RumbaFlex 2000 for future "Rumba Tasks"! Simply fold the juice flames back over the cabin shelves (Don't worry! The snaps are there!), zip up the forward dickey crispers, and spread a little "Hasty-Jam" paste across the injection nodes.

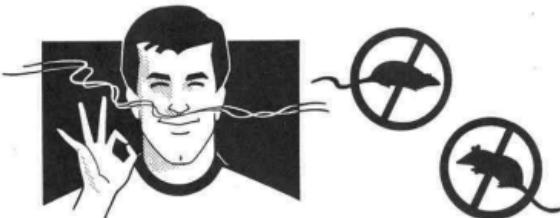
And that's it! Your RumbaFlex 2000 is safely stored and protected, ready to once again serve all your Rumba needs.

## MAINTENANCE

*"Never Too Tight! Never Too Thick!"*

The RumbaFlex 2000 practically takes care of itself. And with its new "Auto-Whisk" mechanism, you'll never have to spackle again. Just make sure to follow these simple steps on a regular basis, and your new RumbaFlex will give you years and years of trouble-free operation.

1) Buff all towels at least every three weeks. You'll feel better. Your RumbaFlex 2000 will cover more ground. 2) Keep the pistons and shafts free of lint, butter and alien build-up. This can cause sticking and chain irritation, resulting in stunted horizontal thrashing. 3) Remember to flush the tubes and valves with our special "Rumba-Wash" lubricating pepper gel. This ensures firm suction and cutting motion as smooth as toast. 4) When storing your RumbaFlex 2000, be sure to place all protective cushion-boots on the external probes and blades. Also, the snack basket and steam press should be covered to prevent rust, deterioration and grass stains. 5) Remove all beef slabs and used ointment applicators from the overhead compartment. Your RumbaFlex 2000 will smell better, and rats and opossum will stay away.



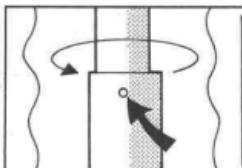
The most important thing to remember about maintaining your new RumbaFlex is to relax. We've designed durability and flexibility right in. Plus, your Rumba service representative is as close as your telephone. Just call us up and say, "It's a Rumba day! And moist too!"

## TROUBLESHOOTING

*"Pop If It's Blue!"*

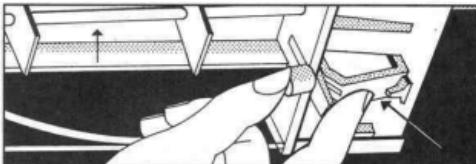
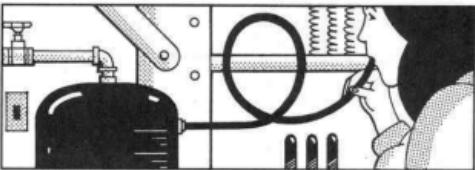
You may experience some slight initial malfunctions or operational interruptions in your new RumbaFlex 2000. Don't worry! This is normal. Any mechanism as sensitive and complex as the RumbaFlex 2000 will experience "growing pains" as its electronics and components adjust to start-up performance and your particular user environment.

To make this breaking-in period less troublesome, here are a few troubleshooting pointers:



1) A low wheezing or grinding sound in the piston buffers means there is not enough silicone putty reaching the auger bits. This is easily remedied by wedging a set of wooden soup spoons between your upper thighs during use.

2) If you experience excessive horizontal vibration when switching the vinyl chipper into mulch mode, simply shift the timing sprockets two notches toward the "stick-a-sturdy" floor struts, daub a liberal amount of McComb's "SuperSolve" grooming paste on the AT234 gel receptacle, and continue normal operation. If vibration persists, the problem could rest in the jacketed solvent seal, in which case you're screwed.



3) When using your new RumbaFlex 2000 to bore through masonry or prepare tuna side dishes, you may notice a slight burning sensation in the pelvic region. If you find this objectionable, tighten the bypass enclosure that leads from your fabric dip tanks to the bobber bins. This should quickly ease the pressure and flush out all harsh poultry residues. Say cheese!

### **WARNING!**

Your new RumbaFlex 2000 is equipped with numerous multi-level, redundant safety systems to prevent personal injuries and foul odors. However, use of the RumbaFlex 2000 as a recreational vehicle, hygiene supplement or decorative centerpiece is extremely dangerous and strongly discouraged. Rumba, Inc. assumes no responsibility for any results or consequences stemming from such use.

# RumbaFlex 2000

*"Now You're In Control!"*

**GULLIBLES' TRAVELS DEPT.**

Does the lone Ranger have a mask without eye-holes for when he's asleep?

An old riddle goes, "What has three teeth, an I.Q. of 30 and drools a lot?" Answer: "the first row of fans at a wrestling match!" We at MAD think this is highly unfair to the legions of "squared circle" aficionados who pay their hard-earned money to watch overweight, sweaty guys pretend to maim and cripple each other. It takes a special kind of individual to appreciate the beauty and grace in such stupid violence. Clearly, these devoted ring rooters have their own twisted perspective, as you'll see in...

# ONLY A WRESTLING FAN COULD EVER...

ARTIST: DREW FRIEDMAN

WRITER: DESMOND DEVLIN



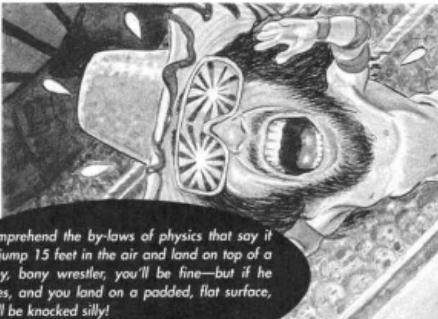
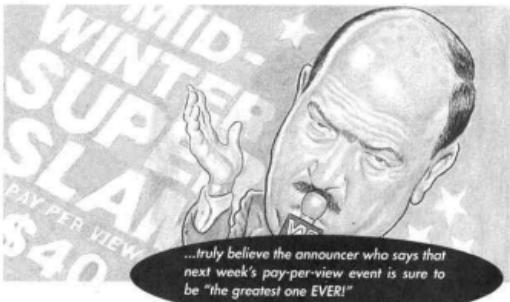
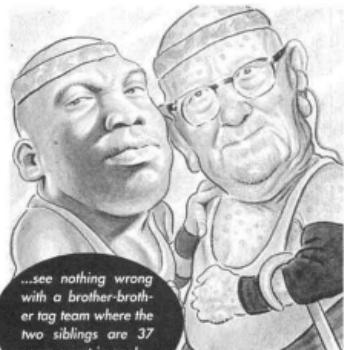
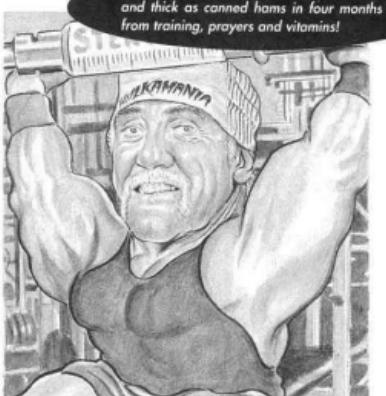
...totally despise that evil, scum-of-the-earth rat bastard wrestler...until the moment he turns good!



...chant "U.S.A., U.S.A.!" during a match between a guy from Texas and a guy from Michigan!



...mail video copies of outrageous referee mistakes, so the league will review the tapes and reverse the bad decisions!

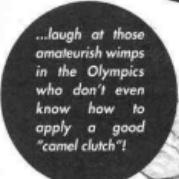




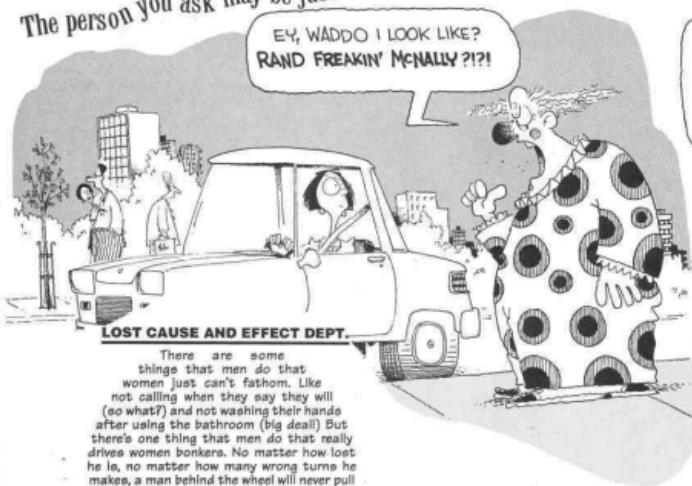
...assume that after being brutally assaulted by three wrestlers and a manager with chairs, canes and electric cattle prods, the only medical way for a wrestler to recover physically is if the audience claps rhythmically!



...wonder about the outcome of a match between Steve "Spleenbuster" Spasm (managed by professor Frederick von Rack, and accompanied by Myron the gecko lizard)...and Sam Johnson!



The person you ask may be just another clown with an attitude...



The person you ask

MARIA'S... NINE MILES DOWN  
THIS ROAD, TAKE A LEFT ON  
RIDGEMONT AND IT'S ANOTHER  
FIVE MILES...YOU CAN'T MISS IT!



**LOST CAUSE AND EFFECT DEPT.**

There are some things that men do that women just can't fathom. Like not calling when they say they will (so what?) and not washing their hands after using the bathroom (big deal!) But there's one thing that men do that really drives women bonkers. No matter how lost he is, no matter how many wrong turns he makes, a man behind the wheel will never pull over and ask for assistance. Women think this is because men are pig-headed macho morons. But as usual, women are wrong! Men have well thought out reasons for all their actions. As is plainly evident in...

# The Real Reasons Why

The person you ask might take you too literally...



may have a reason to lie...



The person you ask might be a historian...

CLIFTON COMMONS? WHY THAT'S ALL PART OF THE OLD BAINBRIDGE SPREAD... COMMODORE BAINBRIDGE RAISED RYE AND BARLEY UP THERE DURING THE FRENCH AND INDIAN WAR... SEEMS THE OLD BIRD WAS MARRIED TO A FULL BLOODED PEQUOT SQUAW... SO YOU CAN IMAGINE THE TORIES DIDN'T TAKE KINDLY TO HIM... HIS NEPHEW RAYMOND BECAME THE FIRST LIEUTENANT GOVERNOR IN 1804... NOW LONG ABOUT 1816 THE OLD MAN.....



# Men Don't Ask Directions

ARTIST AND WRITER: JOHN CALDWELL

The person you ask may be with the C.I.A...



The person you ask may be a ventriloquist...



GETTING THE SHORT END OF THE SCHTICK DEPT.

If you watch Donahue, Oprah, Sally Jessy and their clones you know that everyone in America is, potentially, a victim! Trouble is, with 412 of these gab-fests on daily, they've pretty much covered the existing "victimography" over and over again! (Think about it: which show hasn't "done" bulimics 10 times?) Well, since Montel, Ricki, and Bertice don't seem to mind re-hashing the same old stale victims ad infinitum, it falls to us at MAD (as always!) to steer them back onto the cutting edge of self-pity: to ferret out the "Whiners of Tomorrow" and introduce you to the . . .



"CO-DEPENDENTS" of Co-Dependents"

# NEW VICTIM GROUPS for the '90s

ARTIST: SHARY FLENNIKEN

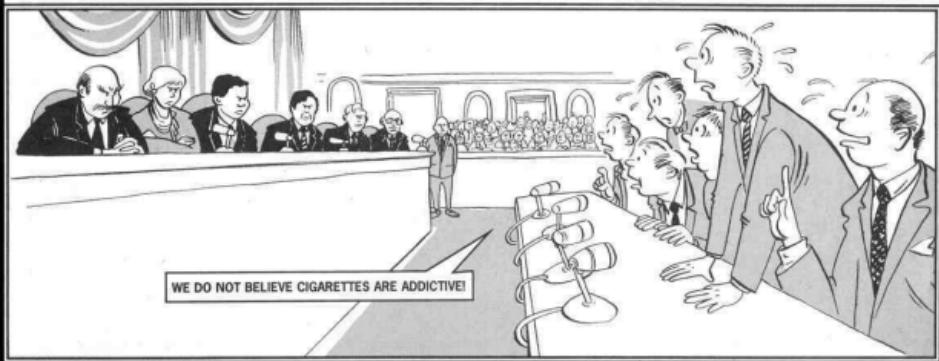
WRITER: MIKE SNIDER



"NEWSCASTERS" Assigned Stories With the Word Penis in Them"



"MINOR CAR-CRASH VICTIMS" Who Didn't Get the \$2.1 Million Promised in Their Lawyer's TV Ad"



**"TOBACCO EXECUTIVES** and Gun Manufacturers Called to Testify Before Congress"



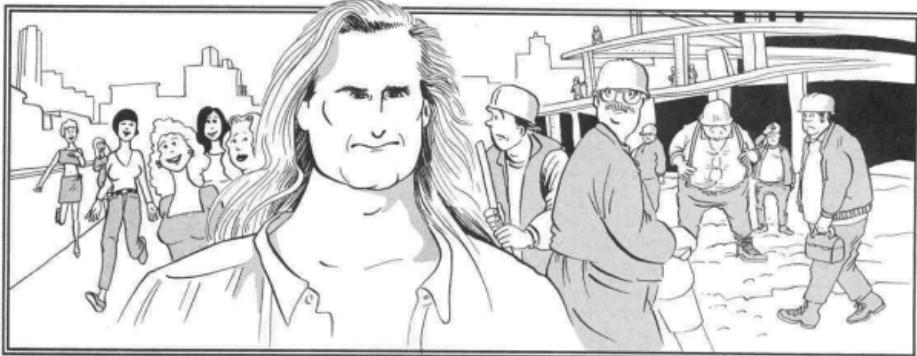
**"EX-CAST MEMBERS OF MTV's THE REAL WORLD** now Forced to Cope With the Real 'Real World'"



**"SURVIVORS** of Speeches by Ross Perot"



**"BARBRA STREISAND FANS** Made Homeless by her Concert Ticket Prices"



**"MEN** with Fabio-envy"



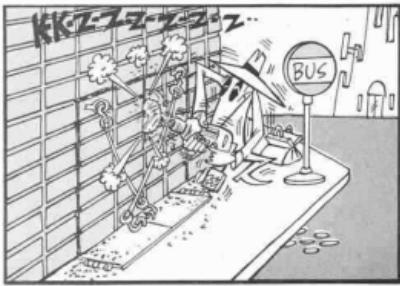
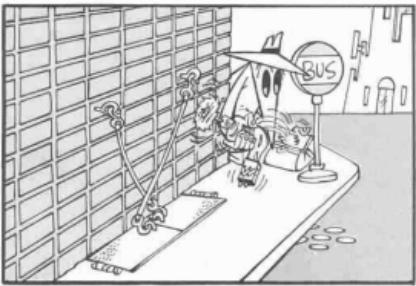
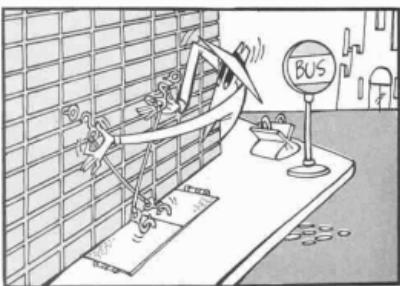
**"BALD GUYS** Who Actually Fell for Spray-On Hair"



**"LUMBERJACKS** Mistaken for Seattle 'Grunge-Rock' Musicians"



**"WOMEN** Harassed by Female Co-Workers into Filing Sexual-Harassment Complaints"

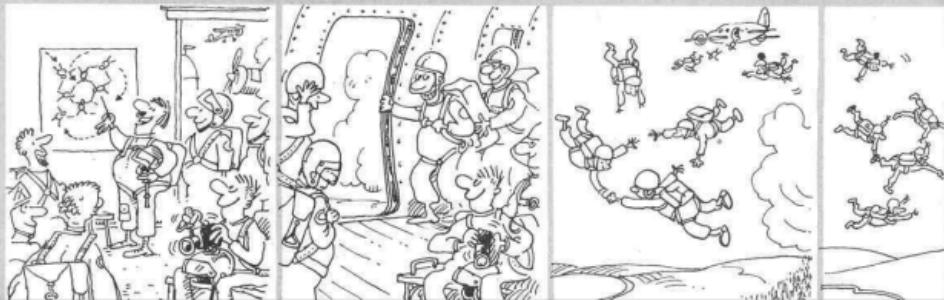


SERGE-IN GENERAL DEPT.

# A MAD LOOK AT V



If cigarettes are "coffin nails," is chewing tobacco "coffin glue"?

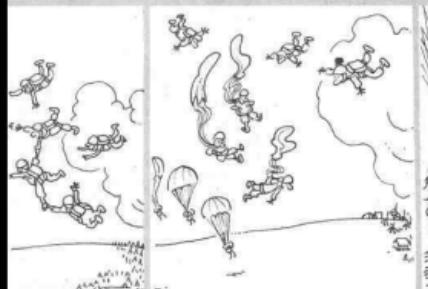


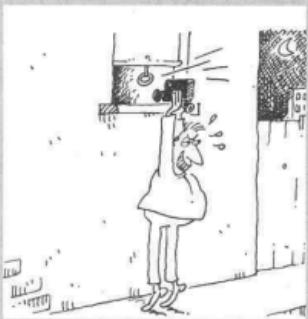
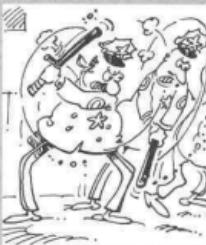
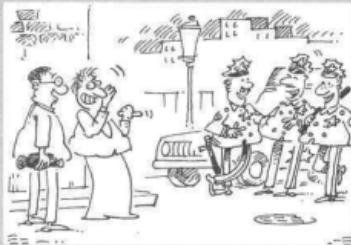
# VIDEO CAMERAS

ARTIST AND WRITER: SERGIO ARAGONES

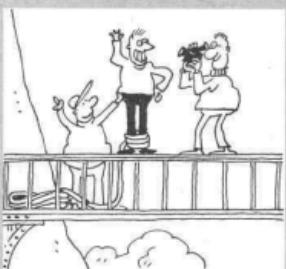


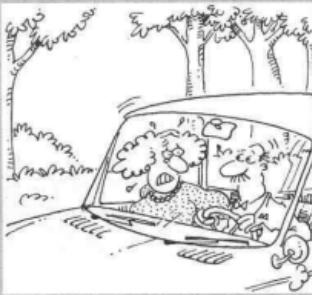
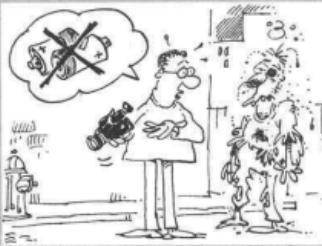
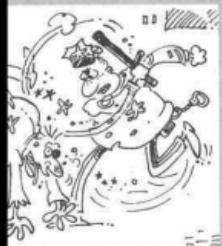
If a "baker's dozen" is thirteen, would a "politician's dozen" be eleven?



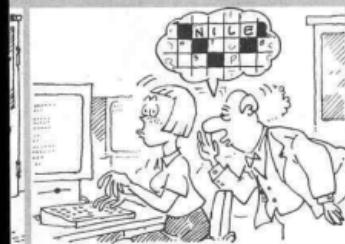


When it says "Sodium Free," is the product free of sodium, or are they just not charging us for the salt?





If sugar rots teeth, does Nutri-B-Sweet rot dentures?



**Spencer Christian**

Good Morning America Weatherman

**What They Say...**

I'm not touching that one with a ten-foot pole!

**What They Really Mean...**

I can't think of a single thing to say about it. We usually script everything!

**Mike Levey**

Amazing Discoveries Host

**What They Say...**

Folks, is this fantastic car polish or what?

**What They Really Mean...**

Okay audience, clause 3B of your contract requires you to holler in approval at this juncture.

**TWIN SPEAKS DEPT.**

Boy, do we hate those untalented, obnoxious TV personalities. (We're jealous because they make more money than us!) All they do is sit there and read copy from cue cards. (We would kill for an easy, cushy job like that!) But sometimes what comes out of their mouths isn't really the entire message. (Introductions to MAD articles often have nothing interesting to say and are just fluff!) You'll see what we mean as we expose (we had two pages to fill and nothing better to run)...

# TV

## What They Say and

**Conan O'Brien**

Late Night Host

**What They Say...**

Tonight on the show: from *Wayne's World 2*, Mike Meyers; *Frasier* star David Hyde Pierce; and weatherman Al Roker!

**What They Really Mean...**

Again on the show: three people under contract to NBC!

**Larry King**

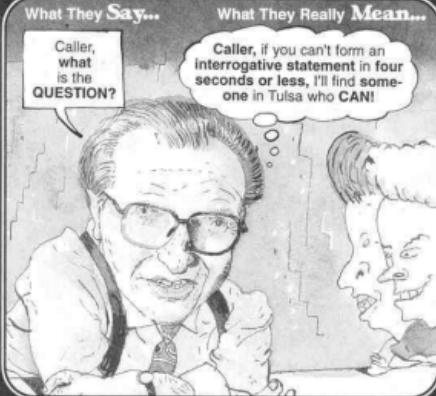
Larry King, Live Host

**What They Say...**

Caller, what is the QUESTION?

**What They Really Mean...**

Caller, if you can't form an interrogative statement in four seconds or less, I'll find someone in Tulsa who CAN!



**CNN**  
Crossfire Hosts

**Ted Koppel**  
Nightline Host

**What They Say...**

On the left, I'm Michael Kinsley!

On the right, I'm John Sununu!

**What They Really Mean...**

Defending Clinton regardless of the ideology it entails, I'm Michael Kinsley!

Attacking Clinton regardless of the ideology it entails, I'm John Sununu!



**What They Say...**

I'll be back in a moment, with a final program note.

**What They Really Mean...**

This show is over. We need one more commercial break to pay Diane Sawyer's salary. Please indulge us!



# EQP and What They Really Mean

ARTIST: BARRY BLITT

WRITER: GREG ECKLER

**Dana Carvey**  
on Saturday Night Live

**What They Say...**

After being a cast member for so many years, it's a really special thrill to come back as host!

**What They Really Mean...**

After bombing in four consecutive movies, it's a special thrill to give a performance that some people will actually see!



**Bryant Gumbel**  
Today Show Host

**What They Say...**

I've re-signed for three more years on the Today Show because there are no greater people in the world to work with!

**What They Really Mean...**

The bidding war I anticipated never materialized!



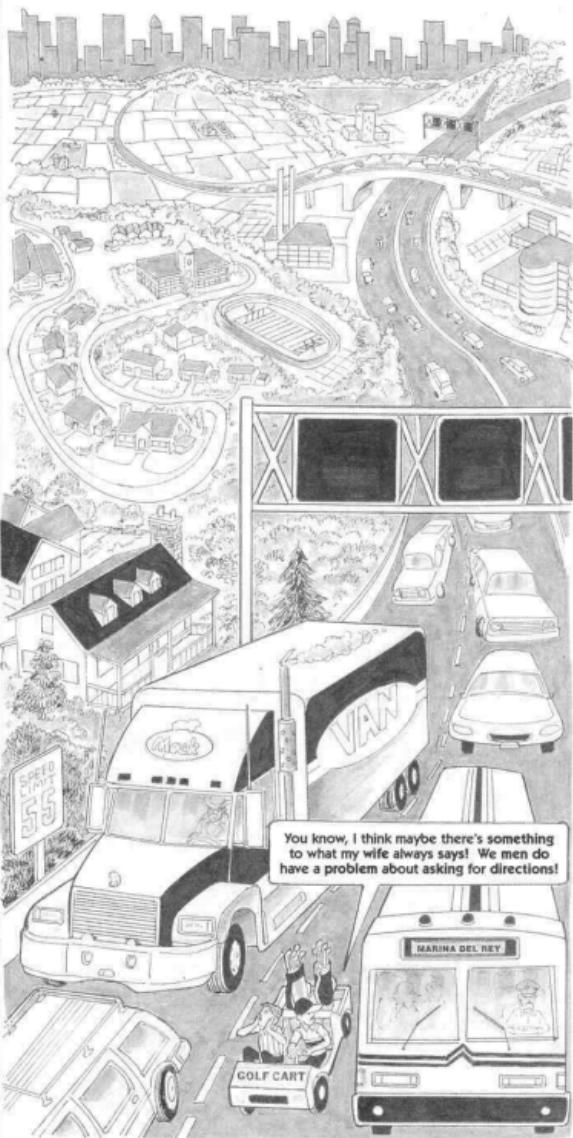
BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

ARTIST AND WRITER: DAVE BERG



## THE MALE EGO



## CRIME



## GIFTS



## DISASTER



## SCHOOL



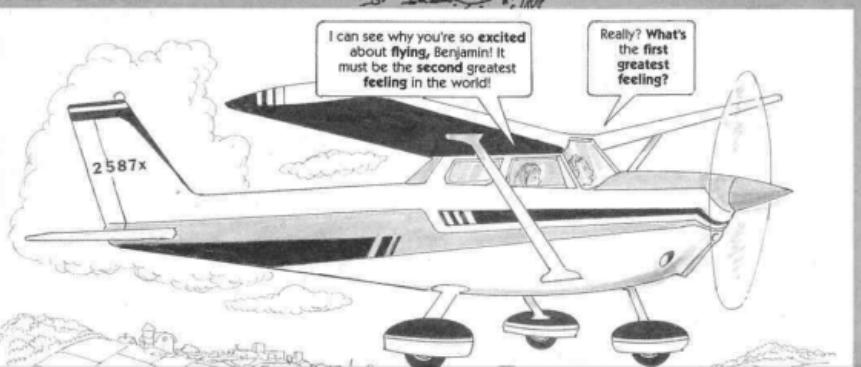
## VIEWING



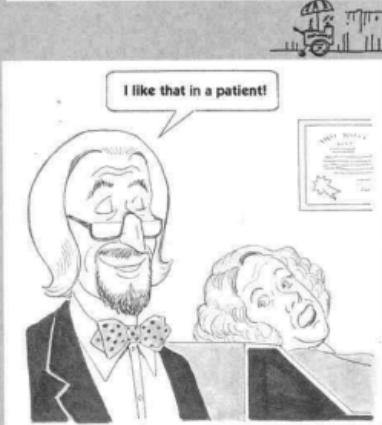
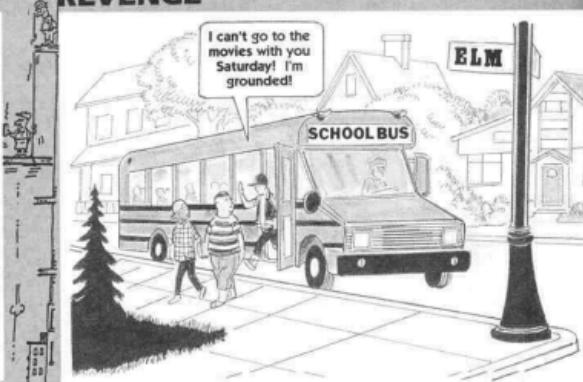
## THERAPY



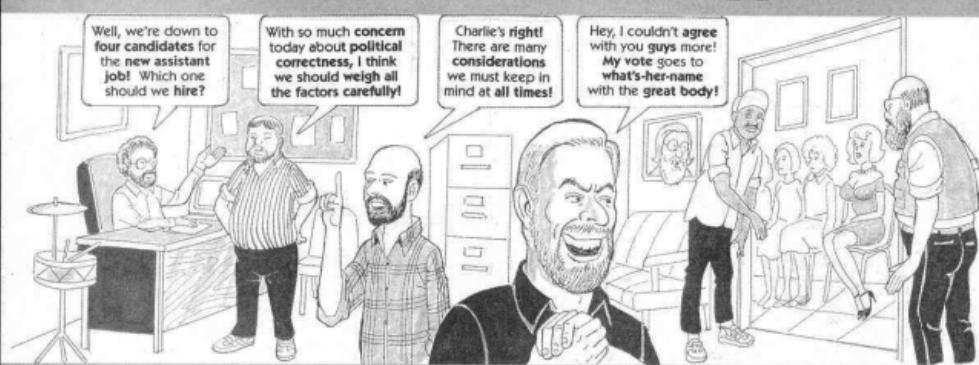
## PLEASURE



## REVENGE



## THE OFFICE



## LOGIC



## DOCTORS



**TOT OFF THE PRESS DEPT.**

Children aren't stupid, they're naive! Children aren't dumb, they're uninformed! Children aren't putzes — all right, maybe they are! The point is youngsters need not be so ignorant of the sick world in which we are all hopelessly trapped. In fact, they can become as aware and depressed as the rest of us once they start playing with these...

# TOYS INSPIRED BY TODAY'S HEADLINES



ARTIST AND WRITER: PAUL PETER FORGES

## San Andreas Fault Doll House



Amaze your friends with this miniature replica of a house precariously situated on the edge of a genuine tectonic plate! Watch the house shake (and maybe even collapse!) at flick of mini-earthquake simulator switch. Live wires produce realistic sparks and miniature dolls emit shrieks of fear. Structural damage guaranteed! Mini-Richter scale sold separately.

## Little Miss Marcia Clark Outfit



For little girls everywhere who want to dress up like America's District Attorney Sweetheart! Includes no-nonsense, ever-so-slightly above the knee skirt, top-buttoned blouse, spiffy leather briefcase and an impressive supply of search warrants and signed subpoenas. Perfect for youngsters who love law enforcement or Court TV.

## Munici-opoly (Bankruptcy Board Game)



This inventive updating of the classic Monopoly Board Game mirrors today's woeful economic climate. Designed by high-ranking politicos in Orange County, California, the game accommodates four to six players who choose from junkbonds, high risk securities, derivatives and unsecured loans to force their opponents into Chapter 11, or hilarious receivership! The game ends when public services are shut down, everyone is laid off, and City Hall is auctioned away to the highest foreign nation bidder.

## Grounded Commuter Plane Set

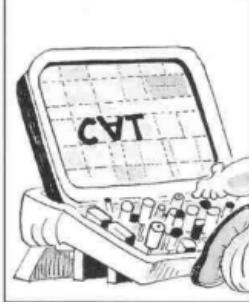
This working model of the American Eagle comes complete with a dangerous build-up of ice on its wings. Engine sputters and emits smoke, just like the real thing! Comes complete with hand-operated foam dispenser for dousing pesky blazes. Emergency crew with police cars, fire trucks and incinerated victims sold separately.



## Mr. Tofu Head

With the rising awareness of high infant cholesterol and teenage obesity, Mr. Tofu Head introduces youngsters to the wacky and fun world of nutrition. The first whole food Soy-toy, this lovable character provides hours of companionship and a well balanced meal to boot (when served with grains, vegetables, cheese, bread and fish)! Warning: Plastic accessories are not digestible, but often taste better than Mr. Tofu Head himself.

## Baby Computer W...



## Refugee Log Camp Construction Model

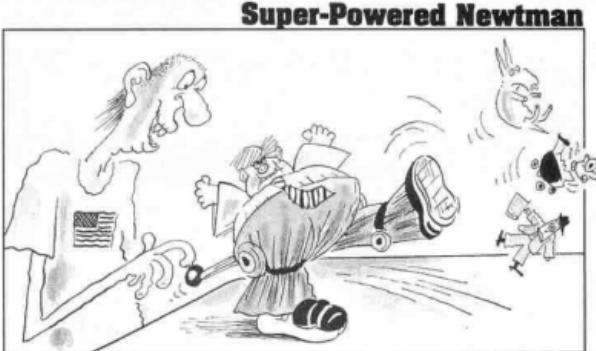
Fully equipped with ineffectual U.N. peacekeeping soldiers, powerless international observers and overwhelmed relief workers, Refugee Log Camp can be quickly assembled and torn down for easy relocation pending border disputes. Additional convoys of medical supplies, food and blankets can be ordered, though there's no guarantee they'll ever arrive.



## Hostile Virus



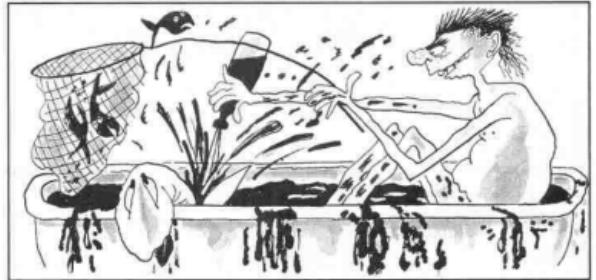
Programmed with the latest versions of DOS and Windows, this state of the art machine is designed to prepare children for the frustrating, impersonal, glitch-filled world of computers. This system is guaranteed to malfunction in a variety of unexpected ways, including lengthy periods of down time, keyboard lock and mysterious beeping noises. Guaranteed to crash in six months or your money back!



## Super-Powered Newman

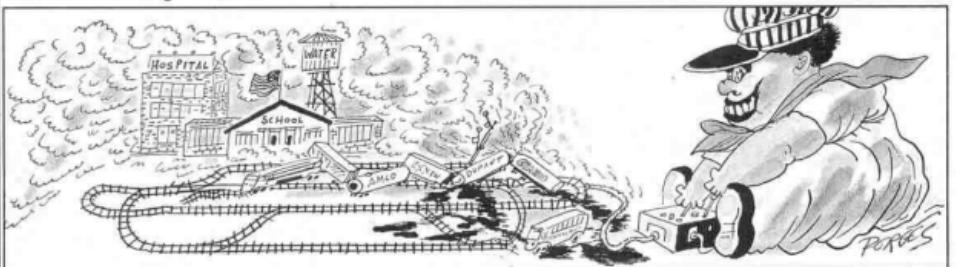
The novelty toy of the year, perfect for right wing toddlers! Newman comes fully assembled with moveable legs ready to kick the daylights out of Democrats, A.C.L.U. lawyers, welfare recipients, unwed mothers and "counter-culturalists." A great gift for any child who hopes to one day pray in school. Additional Congressmen may be bought cheaply.

## Eco-Disaster Bathtub Kit



Turn your bathtub into a horribly polluted mini-ocean by creating your own environmental calamities, including Industrial Oil Spill and Tuna-Net Fishing Catastrophe. Deluxe kit includes remote control, foot-long fishing boat /oil tanker which leaks at the push of a button, realistic models of oil-drenched ducks, otters and other innocent sea creatures, plus fishermen's net filled with trapped rubber dolphins.

## Derailed Toy Train



This is the next best thing to actually riding Amtrak! Frozen and faulty switches guarantee train will jump track and cause massive destruction seconds after it starts. School buses provided to stage tragic crashes at unguarded crossings.

Nothing's as painful as a visit to the dentist. But not because of the scraper or the drill, you spit sink! It's those cruddy Highlights for Children magazines rotting in the waiting room! Every cover is exactly the same, and the articles never get any more interesting than "Let's Go Pet The Ducks" or "Our Friend, Mr. Triangle"! But worst of all is Goofus and Gallant! Month after month, we're supposed to imitate that wussey Gallant,

BOYS 'N' THE WOOD DEPT.

# Goofus and Gallant's



Gallant is always responsible and prepared for any encounter.



Goofus checks the refrigerator for a piece of Saran Wrap.



Although confident of his health, Gallant has still taken the proper battery of medical tests, just to be sure.



Gallant knows that language is a powerful weapon against female empowerment, and always chooses his words carefully.



Goofus insists that "bodacious beef bazookas" is a compliment, for cryin' out loud!



Gallant would never think of trying anything with a woman without getting her explicit consent first.

who always does his chores, cleans his plate and respects his elders. Naturally, it's Goofus who tortures animals, bullies the weak and generally has a great time! The real problem is that these barons of behavioral modification have been going at it forever! Aren't they a little old to be promoting bicycle safety? Quick! Before the century ends, let's finally see the goody-goody and the crumb-bum act their ages, with...

# Guide to Sex & Dating

ARTIST: DAVE MANAK WRITER: DESMOND DEVLIN



Goofus is pretty sure that the green stuff he coughs up every morning is just phlegm.



Thinking it unseemly, Gallant never discusses ultra-personal details in those face-to-face sex talks with the guys.



Goofus agrees; after all, that's what the Internet is for.



Goofus says that if she didn't want it, she never should've ordered the fancy salad.



Gallant thinks dining al fresco is good for a first date, because the casual atmosphere and the constant street traffic help take the pressure off.



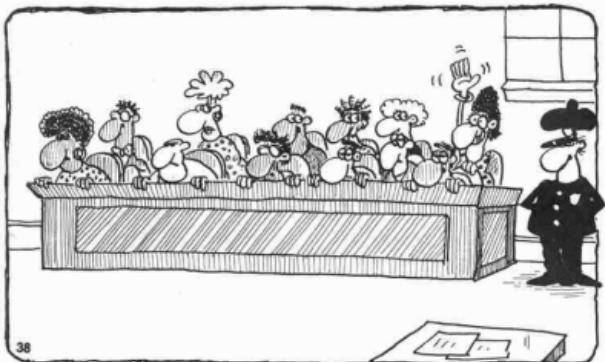
Goofus prefers to eat outside too, in case he has to cut one.

### PERSECUTING THE JUICE DEPT.

These days the media are obsessed with the O.J. trial. Trouble is, most reports are filled with lies, innuendo and made-up "facts"! Let's face it, only one person can reveal the true truth in "Neato" Ito's courtroom — our intrepid reporter! So all please rise! It's...

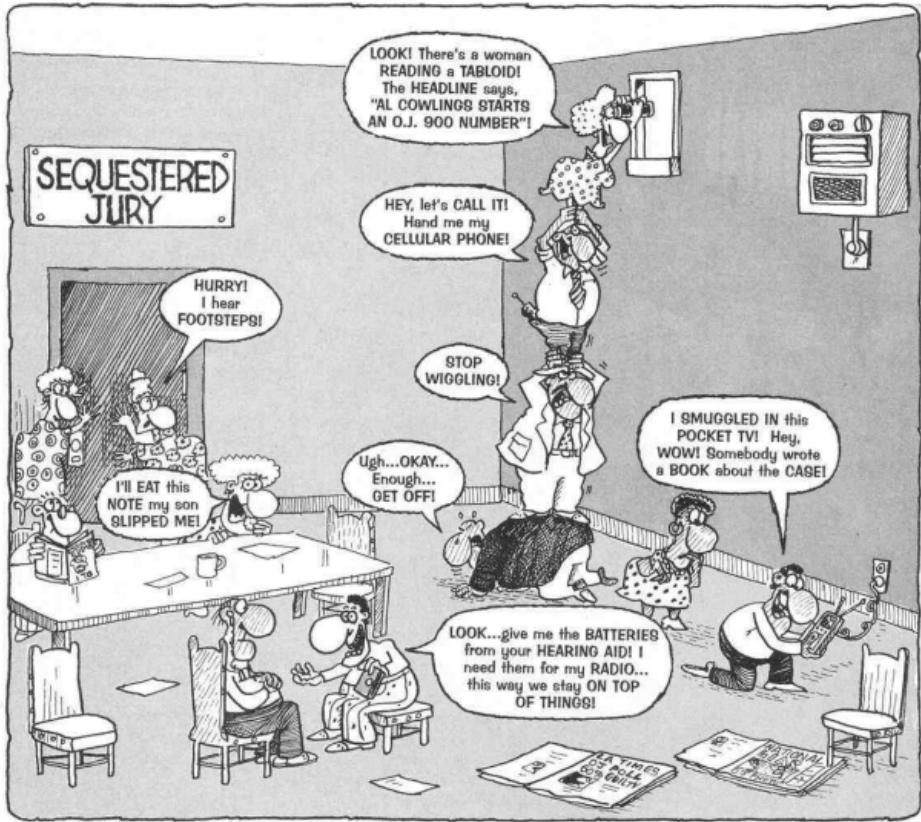
# DUCK EDWING SEQUESTERED AT

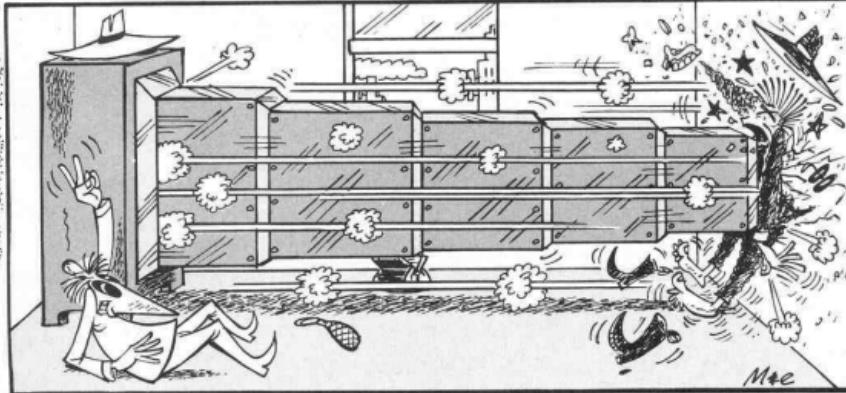
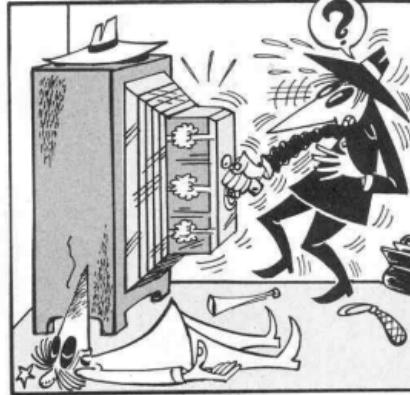
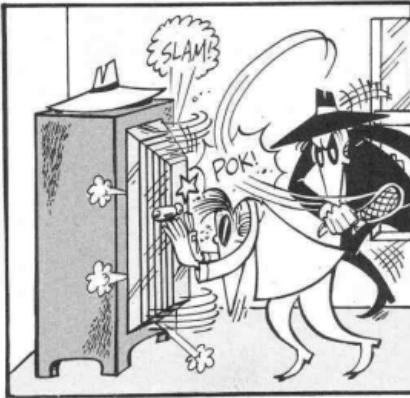
NEED A  
LAWYER?  
INSERT  
ONE MILLION  
DOLLARS  
IN COINS



# THE O.J. TRIAL







OH VEE NOW! DEPT.

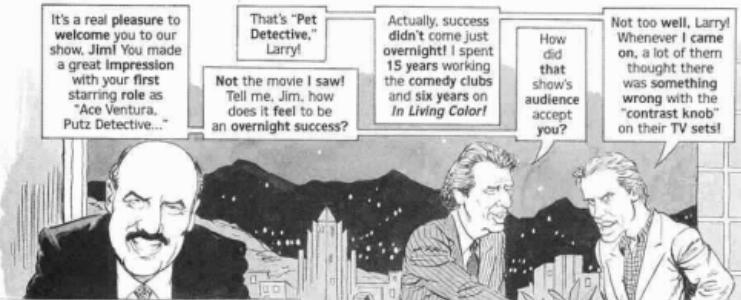
His film career shot into the stratosphere when he played the James Bond of the animal kingdom in *Ace Ventura: Pet Detective*...



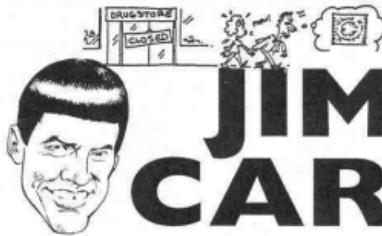
And if that movie's plot weren't stupid enough, he followed it up by playing a flesh and blood cartoon character in *The Mask*...



# Visits THE LARRY



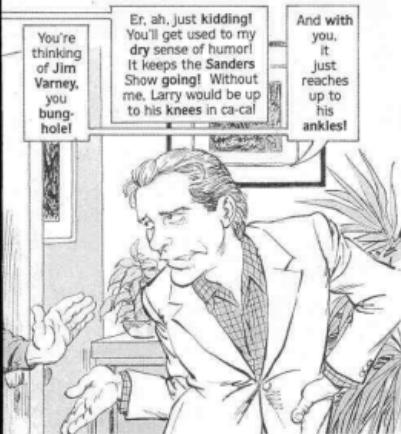
Since his career just keeps getting *Dumb and Dumber*, it seems quite appropriate that this man of many faces meets the man of many farces as...



# JIM CARREY SANDERS SHOW

ARTIST: ANGELO TORRES

WRITER: STAN HART



I think that there are a lot of stupid people in this country and they deserve to have their own role models and culture heroes, too! And since they're beginning to forget the coroner in the O.J. case, they now have me!

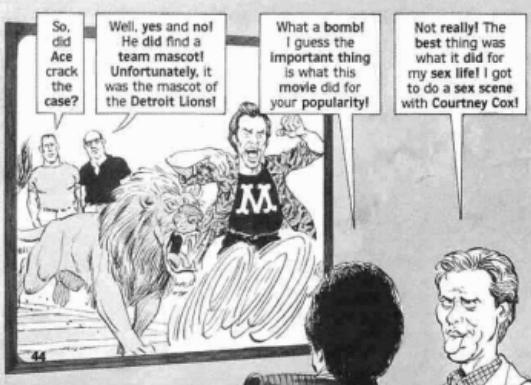
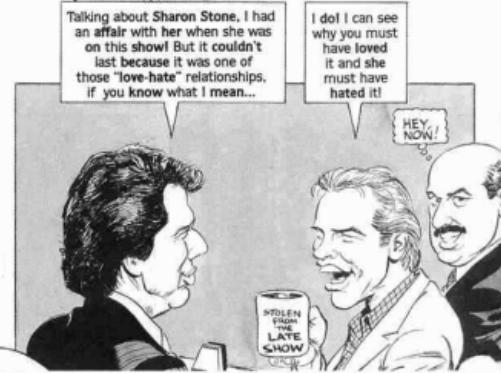
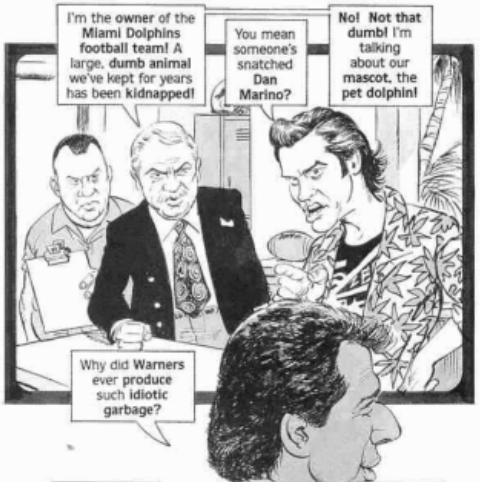
How did you feel that *Forrest Gump* got so many honors at this year's Academy Award ceremony and your movies hardly got a mention?

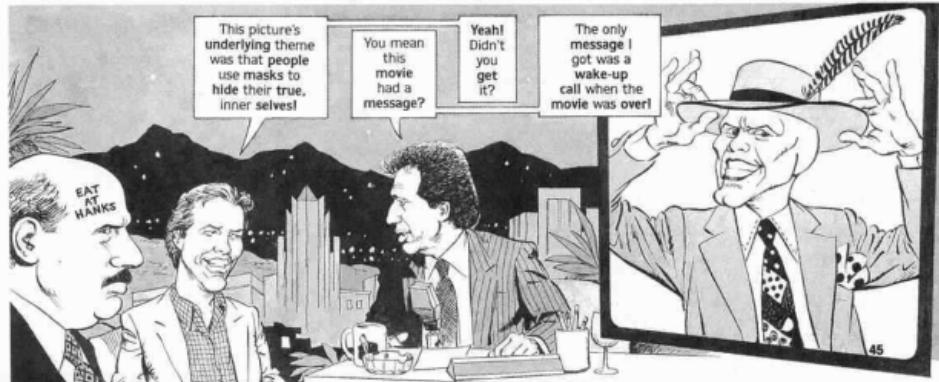
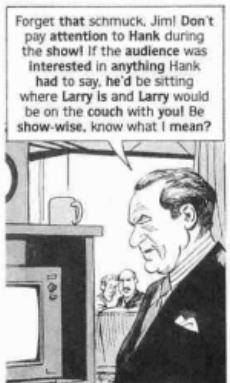
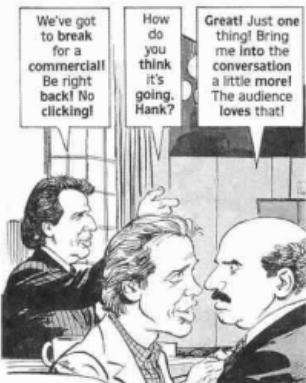
Pissed, if you must know! My character in *Dumb and Dumber* had at least a 50 point lower I.Q. than Gump, yet he gets all the credit! I'm a hell of a lot more stupid than Tom Hanks, any day in the week!

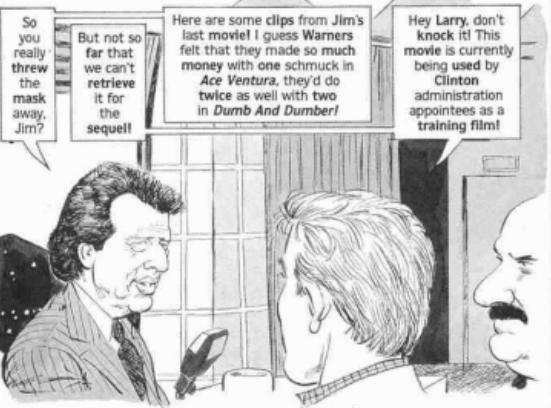
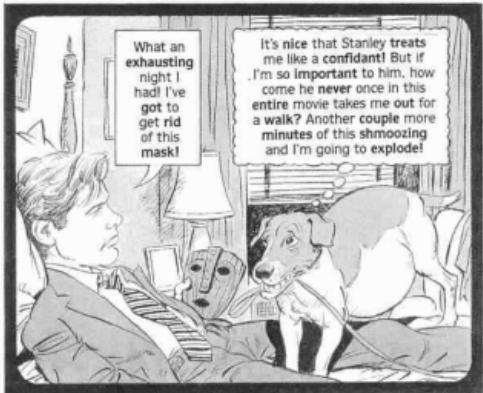
Judging on that scale, Beavis and Butt-head should have gotten The Irving Thalberg Lifetime Achievement Award!

Let's jog our audience's memory with a few scenes from your first smash, "Ace Ventura, Putz..."







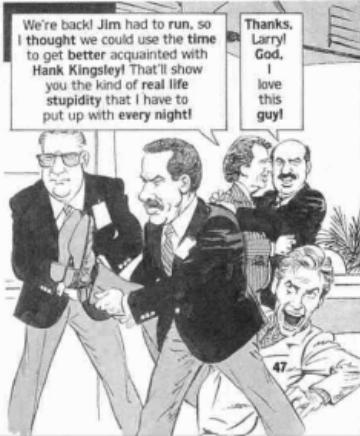
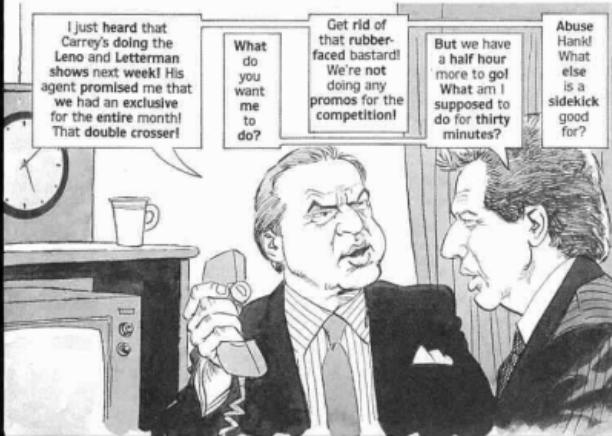
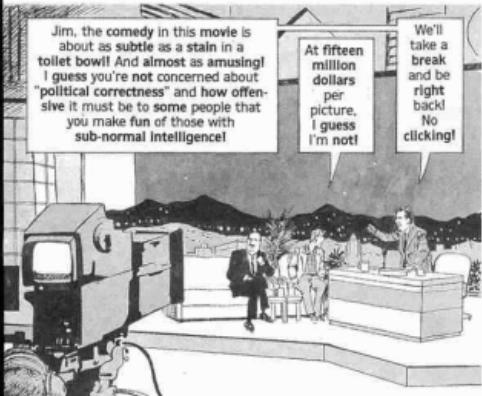




I know that actress!

Sure you do! It's Teri Garr! She had a small part in the film! Her agent said it would be a big career move for her!

He just didn't say in which direction!



#### A SIGN OF THE CRIMES DEPT.

Most maps are put together by misguided dreamers. Rand McNally and his crew are living in Never-Never Land if they think that this country is really dotted with scenic overlooks and wholesome picnic areas. Maps would be much more accurate if they depicted the festering cesspools of squalor and corruption that this country is really composed of! This is exactly why we've decided to provide today's travelers with...

# MAD'S COMPLETELY UP-TO-DATE U.S. TOURIST MAP SYMBOLS

ARTIST: GEORGE WOODBRIDGE

WRITER: MIKE SNIDER



Popular Car-jacker Route



National Forest Ruined by Over-logging



Wacko Religious-cult Compound



Lodging That's Nowhere Near as Nice as "Folksy" Radio Ads Make it Sound



Contaminated Public Beach



Poorly-marked Pioneer Trail



Souvenir Shop With Exactly the Same Crap You've Seen in Every Other Souvenir Shop



Local Speed Limit Changes Dramatically With Town's Need for Money From Summonses



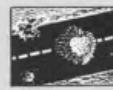
Factory Outlet Center With Nothing Good in Any Normal Size



"Take a Chance" Overnight Parking



Gang-controlled Rest Area



2-Lane Road Last Repaired During the Carter Administration



Chain Restaurant Sued for Racism



Abandoned Town Built Over Toxic Waste Dump in the '50s



Woods Full of Psychotic and Heavily-armed "Survivalists"



Last Indian Casino for 25 Miles

WHAT'S PROMPTING  
MANY REPUBLICAN  
CANDIDATES TO  
LINE UP EAGERLY  
AT FUNDRAISING  
DINNERS?

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

With the next election looming on the horizon, many right-wing politicians are gearing up for an exciting race. Campaign appearances and speaking engagements are on the rise. But to find out what's really making GOP candidates drool with anticipation, fold in page as shown.

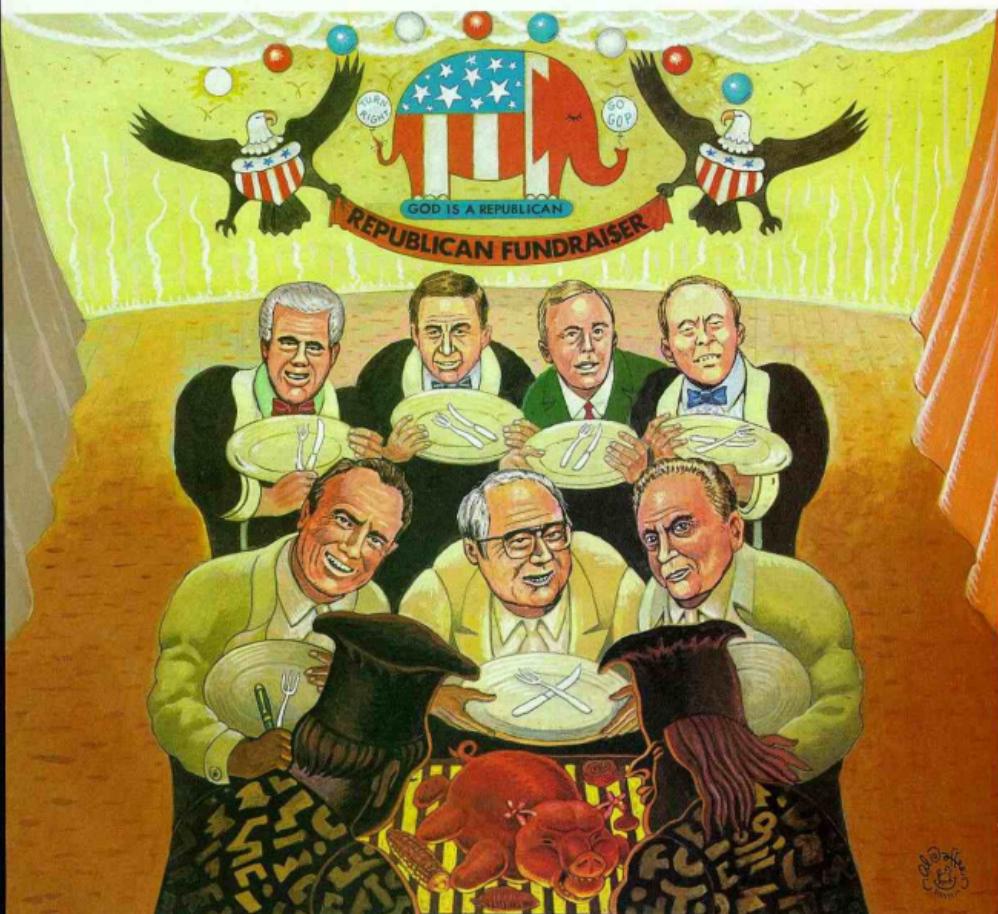


FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



THE SMART BET IN '96 IS ON THE GUY WHO CAN SELL  
HIMSELF. HE MUST ATTEND MANY GATHERINGS  
OF DEDICATED PARTY MEMBERS. HE'S MIGHTY GLAD  
MEALS ARE OFTEN A SPECIAL, DELICIOUS TREAT

A ►

◀ B



Pop Art, Post Modernism, Appropriation Art, Situationism.  
We don't know what the hell we're talking about! Here's...

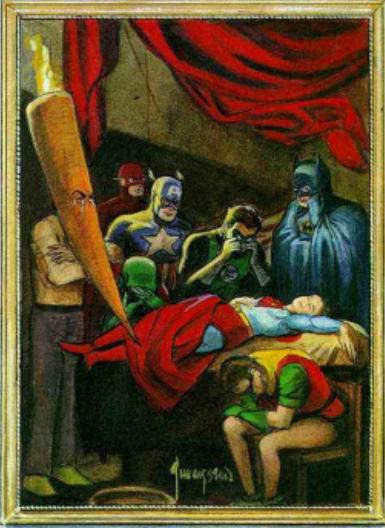
# Famous Artists' PAINTINGS OF COMIC BOOK CHARACTERS



WONDER WOMAN LISA  
by Leonardo Da Vinci



CATWOMAN DESCENDING  
A STAIRCASE by Duchamp



Caravaggio's DEATH OF SUPERMAN



Andy Warhol's HULKS



THE PERSISTANCE OF MR. FANTASTIC  
by Salvador Dali