

**MAD ABOUT YOU  
& THE NANNY**

*Sitcoms From Hell!*

**TATTOO  
REMOVAL**

*Painful as Hell!*

**MILITIA  
CRACKPOTS**

*Stupid as Hell!*

**MARTHA STEWART  
& O.J.**

*May They Burn in Hell!*

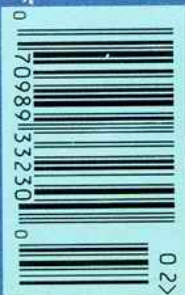
No.  
342  
Jan/Feb  
1996

# MAD<sup>®</sup>

Our  
Price  
\$1.99  
Cheap!

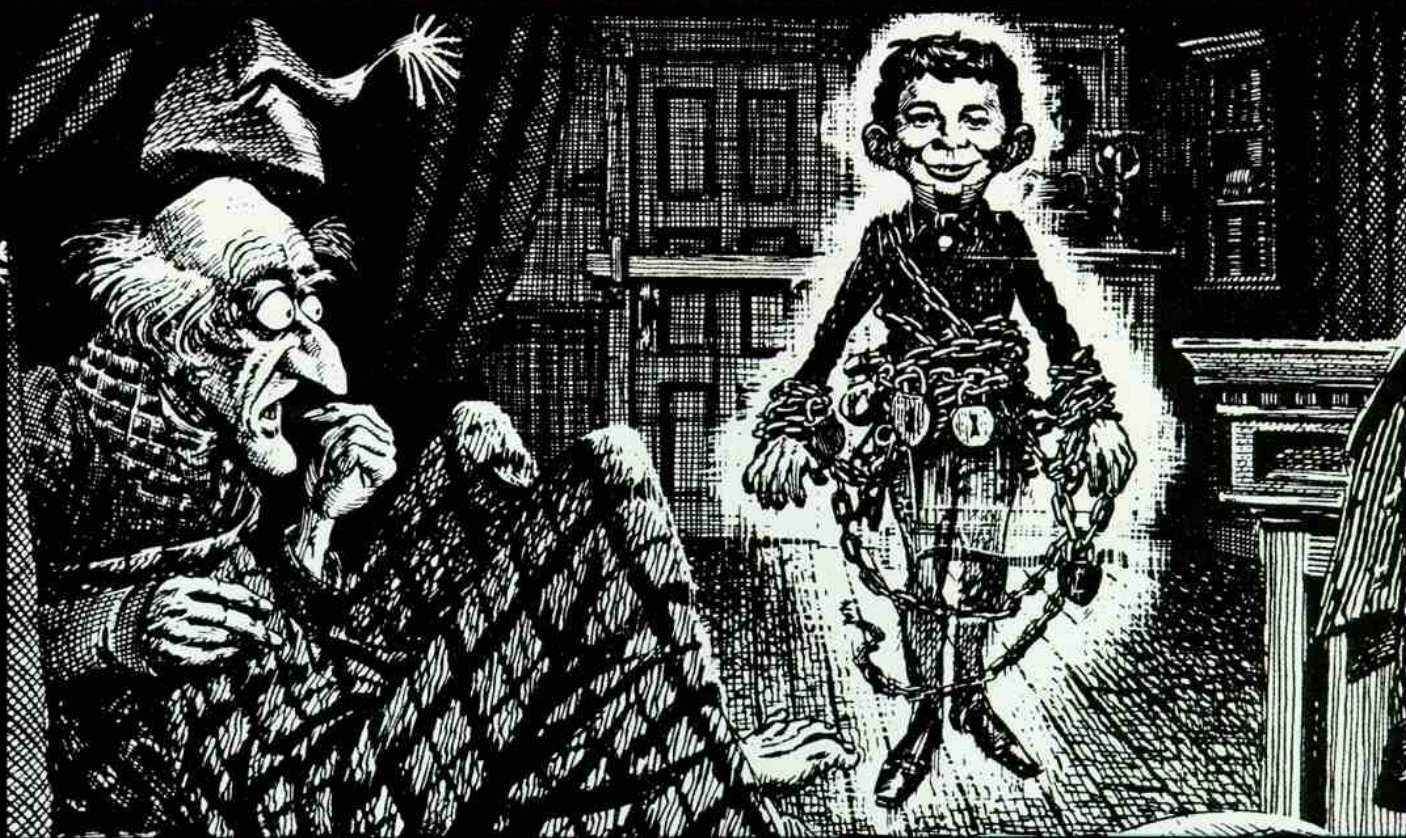


Display Until January 30



0 27

# HAUNTED BY THE GHOST OF CHRISTMAS PRESENTS?



**SEND A 10-ISSUE SUBSCRIPTION FOR JUST \$18 (CHEAP!)  
AND SAVE \$1.90 (BIG DEAL!) OFF NEWSSTAND PRICE!**

UNLOAD A MAD GIFT SUBSCRIPTION ON A FAMILY MEMBER, FRIEND OR  
ENEMY AND WE'LL UNLOAD A **MAD SUPER SPECIAL** ON THE  
BOTH OF YOU (A \$3.99 NEWSSTAND VALUE—**ABSOLUTELY FREE!**)

For Faster Credit Card Service

VISA or MASTERCARD ORDERS **CALL 1-800-4-MAD MAG**

9 A.M. - 5 P.M. MON.-FRI. EASTERN TIME (U.S.A. ONLY!)

OPERATOR-ELVES ARE STANDING BY!

**YULE NEED THIS HANDY POSTPAID CARD  
TO GET YOUR MAD SUBSCRIPTION ROLLING!**

For all customer service inquiries, call 516-756-0350

IF POSTPAID CARD  
IS MISSING  
WRITE TO: **MAD**  
P.O. Box 0849  
BALDWIN, NY 11510

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

**AND THEY CALL IT YUPPIE LOVE DEPARTMENT:** "Too Bad About You" (A MAD TV Satire)...4

**SERGE-IN GENERAL DEPARTMENT:** A MAD Look at Snowboarding...10

**KLAK!**

**A HIGH-CRASS OPERATION DEPARTMENT:** When "Sweeps Weeks" Come to PBS...13

**THE COURT OF APPEALING DEPARTMENT:** Martha Stewart Makes The O.J. Trial "Perfect"...17

**AN EMBARRASSMENT OF RICHARD'S DEPARTMENT:** Life's Modern Day Little Pleasures...21

**THE HIGH COSTNER OF DOING BUSINESS DEPARTMENT:** The *Waterworld* Memo...22

**TEASE A CROWD DEPARTMENT:** A Breakdown of the Million Man March...24

**BERG'S-EYE VIEW DEPARTMENT:** The Lighter Side of...26

JAN. / FEB.  
1996

**MAD**

NUMBER  
342

*"Teenagers are people who act like babies if they're not treated like adults!"*  
— Alfred E. Newman

**A POKE IN THE EISNER DEPARTMENT:** Changes You Might See Now That Disney Has Purchased ABC-TV...31

**I'VE GOT YOU OFF OF MY SKIN DEPARTMENT:** A MAD Guide To Tattoo Removal...35

**JOKE AND DAGGER DEPARTMENT:** Spy Vs. Spy...38

**DO THE RIGHT WING DEPARTMENT:** A MAD Peek Behind the Scenes at a Militia Gathering...39

**TALES FROM THE DUCK SIDE DEPARTMENT:** The Asinine Archeological Atrocity...42

**AU PAIR OF QUEENS DEPARTMENT:** "The Ninny" (Another MAD TV Satire)...43

**THE YUK STOPS HERE DEPARTMENT:** Joke Set-ups That Don't Need a Punch Line...48

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

**ATOMS RIBBED DEPARTMENT:** "You Know America's Been Nuked When" by Andrew J. Schwartzberg...  
Various Places Around the Magazine

FRONT COVER ARTIST: JAMES BENNETT  
BACK COVER ARTIST: RICHARD WILLIAMS

FRONT COVER WRITER: SERGIO ARAGONES  
BACK COVER WRITER: P.C. VEY

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  
Jonathan Schneider  
art director  
Leonard Brenner  
graphics consultant  
Tom Nozkowski  
production director  
Charlie Kadau  
Joe Raiola  
associate editors  
Dick DeBartolo  
creative consultant  
Annie Gaines  
general manager  
David Shayne  
assistant editor  
Amy L. Vozeolas  
editorial assistant  
Marla Weisenborn  
production assistant  
Lillian Alfonso  
subscriptions  
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, N.Y. 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 price has GST tax included.) Entire contents © copyright 1995 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 0849, Baldwin, N.Y. 11510. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.



## ROCK AND WRONG PART 2

I am a vivid reader of your magazine and I enjoy it a lot, but, I would like to point out a huge error in your part. In #339's "Still More Badly Needed Warning Labels for Rock Albums," Jimi Hendrix is portrayed as an angel holding a guitar the right-handed way! Jimi is left-handed! If it was not for this mistake your magazine would be perfect. Perfectly horrible that is! Keep up the good work!

Dave Stevens  
McKinney, TX

Dave — Thanks for the left-handed compliment! —Ed.

Shut up! In "Still More Badly Needed Warning Labels for Rock Albums," you dared to say that Nirvana Unplugged in New York was a CD just as overpriced as every other album "despite using no expensive equipment, getting free studio time and advertising, and having absolutely no new songs." First of all, the only reason I know this mindlessly unresearched article exists is because I was curious to see why a friend of mine gasped while reading your magazine. Also, if you would have bothered to use whatever brains you have and thought before you acted, you would have discovered that this album was released after the death of Kurt Cobain. So it's most likely that it won't contain any new songs. Try asking any Nirvana fan if they regret paying the price they did for Unplugged and see what they tell you. Plus, Nirvana was not nearly as rich as you portray them, or they would have bought more expensive equipment. You don't have the guts to print this.

Erick Adam  
Romeo, MI

Thanks for your long, tedious and pointless letter! Many people have speculated that it was laborious, mind-numbing fan letters such as this that caused Kurt to smoke the ol' Smith & Wesson in the first place! Then again, if we found ourselves married to "delicious" Courtney Love, we'd probably take drugs and blow our brains out, too! —Ed.

## ENVELOPE OF THE MONTH



This month's envelope comes to us from Frank E. Sprada of Buffalo, NY! It's a tribute to the late, great Jerry Garcia...making this issue a valuable collector's item to Grateful Dead fans everywhere! Coincidentally, MAD's own Duck Edwing has frequently been cited as the original "Deadhead," and he's never even heard the band play! Fa!

## LETTERS &

### CELEBRITY SNAPS

There he was, Mr. T, standing alone at the jukebox at the Frankfurt Intercontinental Hotel! The opportunity to have some fun during the Frankfurt Book Fair was obviously a problem for him. That's when (from left to right) Dawn Evans, Phyllis Hume and I showed up and his ornery frown was turned upside down! He insisted, however, that he be able to touch my braid and, in turn, we would be allowed to feel his mohawk!

Francine Burke  
New York, NY



We put your photo before our Letters Page Board of Trustees to determine if in fact Mr. T still qualifies as a celebrity! It was a very, very tough call, but luckily, the board decided in your favor! An interesting point of fact: The board deliberated on this matter longer than the O.J. Simpson jury did on their verdict. Go know! —Ed.

### "FIENDS"

I really enjoyed your spoof of the TV show Friends in MAD #339. It helped me realize what a crappy show it really is. Thanks for saving my life!

Byron Boneparth  
Chappaqua, NY

Byron — You're very welcome! After all, isn't that what Friends are for?! —Ed.

### MAD MUMBLINGS@aol.com

Who am I? Where am I? Why is there a chicken in my pants? — RJN1200...I love MAD even though I'm not born yet! — ROBTULSA...A man of ninety-two recently said, "It is risky for me to buy a green banana!" — BillNom...Hello my darling, hello my baby...oops! Sorry, wrong room! — magicca349...This magazine rocks!!! Can I have a free subscription? — TarbyTwos...Potatoes have eyes and corn has ears, so don't say or do anything you might later regret. They know what you do. — SELYP...Are you guys getting crazy with the cheer-wiz or what?? — JMoynihan... As yoo cane c, hokd on fonix wordd fur mee. — JJAIfonso



### MORON MAIL

I've read MAD for years and I've always wondered what the "IND" between the letters in the MAD cover logo mean. I think they stand for "Idiotic, Nonsensical Drivel," but my dad says he doesn't think so. Which one of us is right?

Richard T. Matheson  
Alberta, Canada

Richard — Your dad is right! —Ed.

# TOMATOES DEPARTMENT

## INSIGNIFICANT DATA

**MAD #343 ON SALE January 30!!**

**MAD'S STAR WARS SPECTACULAR  
ON SALE January 30!!**

**BIG BAD MAD #2  
ON SALE February 27!!**

Longtime MAD writer Dick DeBartolo's wildly successful (his words, not ours!) memoir, *Good Days and MAD* is being released in a softcover version by Thunder's Mouth Press! The original hardcover edition was touted as fat-free. The new softcover version is fat-free with a starch-free cover! It features all the tears, tomfoolery and typos of the original! Available now at booksellers and really dumb lumber yards!

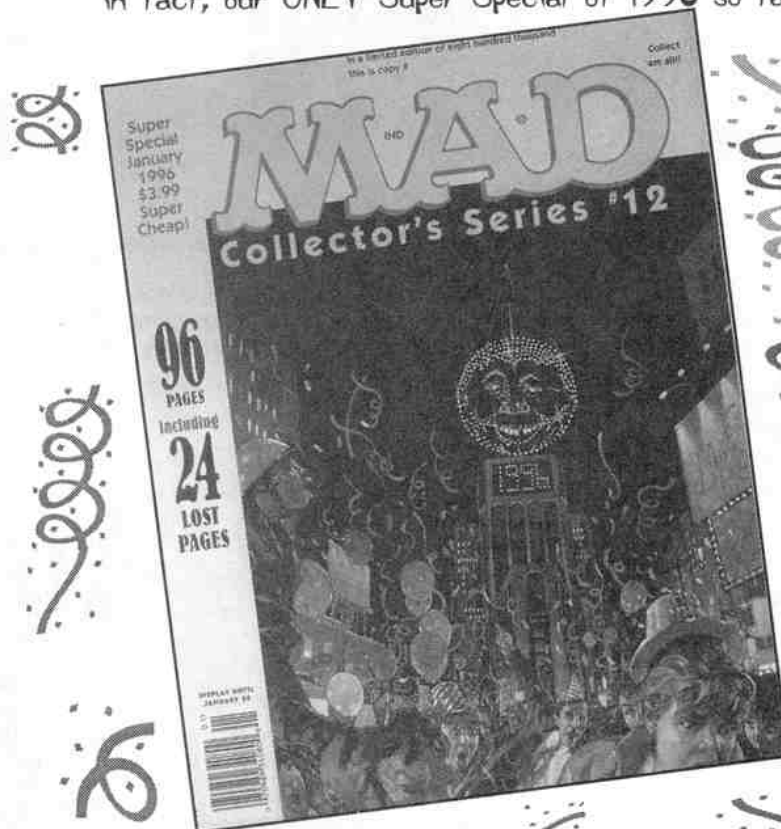
**FAX MAD AT (212) 506-4840**

## STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685)

1. Publication Title: MAD. 2. Publication No. (324-520). 3. Filing Date: Sept. 27, 1995. 4. Issue Frequency: Monthly except bimonthly for January/February, March/April, and October/November. 5. No. of Issues Published Annually: 9. 6. Annual Subscription Price: \$18.00/10 issues. 7. Complete Mailing Address of Known Office of Publication: 1700 Broadway, New York, NY 10019. 8. Complete Mailing Address of Headquarters or General Business Office of Publisher: 1700 Broadway, New York, NY 10019. 9. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor: Publisher: Paul Levitz, DC Comics, 1700 Broadway, New York, NY 10019; Editor: Jenette Kahn, DC Comics, 1700 Broadway, New York, NY 10019; Managing Editors: Nick Meglin, John Ficarra, MAD Magazine, 1700 Broadway, New York, NY 10019. 10. Owner: E.C. Publications, Inc., wholly owned by Time Warner, Inc., a publicly held corporation — 75 Rockefeller Plaza, New York, NY 10019. 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None. 12. Publication Name: MAD. 13. Issue Date for Circulation Data Below: September 13, 1995. 14. Extent and Nature of Circulation: a. Total No. Copies (Net Press Run): Average No. Copies Each Issue During Preceding 12 Months: 1,086,851; Actual No. Copies of Single Issue Published Nearest to Filing Date: 1,089,873. b. Paid and/or Requested Circulation—(1) Sales Through Dealers and Carriers, Street Vendors, and Counter Sales (Not Mailed): 293,663; 301,386. (2) Paid or Requested Mail Subscriptions (Include Advertisers' Proof Copies/Exchange Copies): 66,273; 65,294. c. Total Paid and/or Requested Circulation (Sum of 15b(1) and 15b(2)): 359,936; 366,680. d. Free Distribution by Mail (Samples, Complimentary, and Other Free): 65; 65. e. Free Distribution Outside the Mail (Carriers or Other Means): 1,463; 1,150. f. Total Free Distribution (Sum of 15d and 15e): 1,528; 1,215. g. Total Distribution (Sum of 15c and 15f): 361,464; 367,895. h. Copies Not Distributed (1) Office Use, Leftovers, Spoiled: 9,022; 13,450. (2) Return from News Agents: 716,365; 708,528. i. Total (Sum of 15g, 15h(1), and 15h(2)): 1,086,851; 1,089,873. Percent Paid and/or Requested Circulation (15c/15g x 100): 33.2; 33.7. 16. This Statement of Ownership will be printed in the January/February 1996 issue of this publication. 17. I certify that all information furnished on this form is true and complete. Anne P. Gaines, General Manager 9/27/95

## OUR GREATEST SUPER SPECIAL OF 1996\*

(\*Truth in advertising laws force us to admit that this is, in fact, our ONLY Super Special of 1996 so far!)



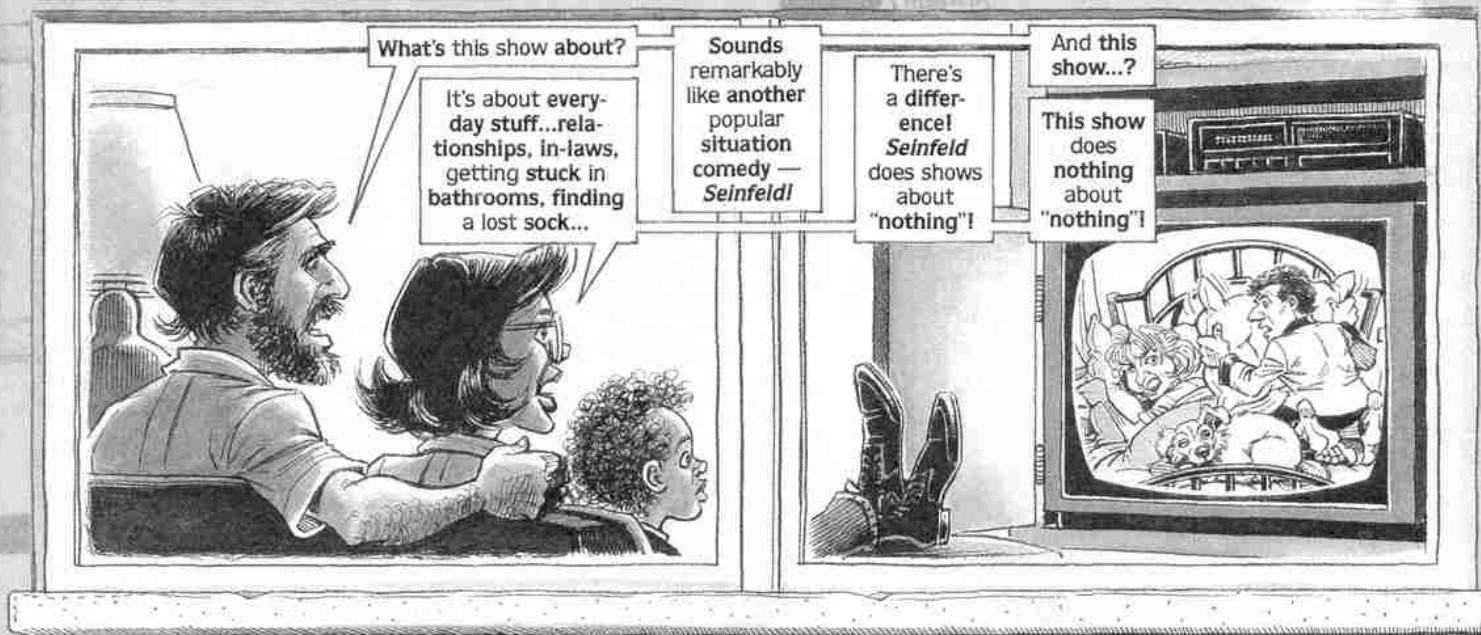
## Have A Happy Neuman Year With Our Greatest Super Special Of 1996!\*

(\*Truth in advertising laws force us to remind you once again that this is, in fact, our ONLY Super Special of 1996 so far!)

**ON SALE NOW**

**Wherever Magazines And Noisemakers are Sold!**

Please Address All Correspondence To: MAD, Dept. 342, 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! Have a computer? Got a modem? Get a FREE DC Comics Online starter kit (featuring MAD online plus 10 FREE hours!) by calling 1-800-203-2600!



...and that's the problem! On the surface, this popular sitcom has all the ingredients of a great show: a cool New York apartment as its setting, a cute, lovable couple as its main characters, and their uncontrollable sex drive as a plot device! In fact, the only thing this sitcom is missing is JOKES! It's like the producers are looking viewers in the eye and saying...

# Too Bad About You





I love the dialogue between Jammy and Pill!

So do I! It's so real and honest!

Are they the best couple or what?

Incredible! Those two are brilliant!

Brilliant?!? They're talking about fluffing pillows for God's sake!

It's uncanny! That's exactly the way we speak at our house!

You and your wife?

No! I live with six Jewish comedy writers!

Excuse me, I'm from Oregon! What the hell are they talking about?

I don't understand them either!

Oh, are you, like, from Montana or Idaho or something?

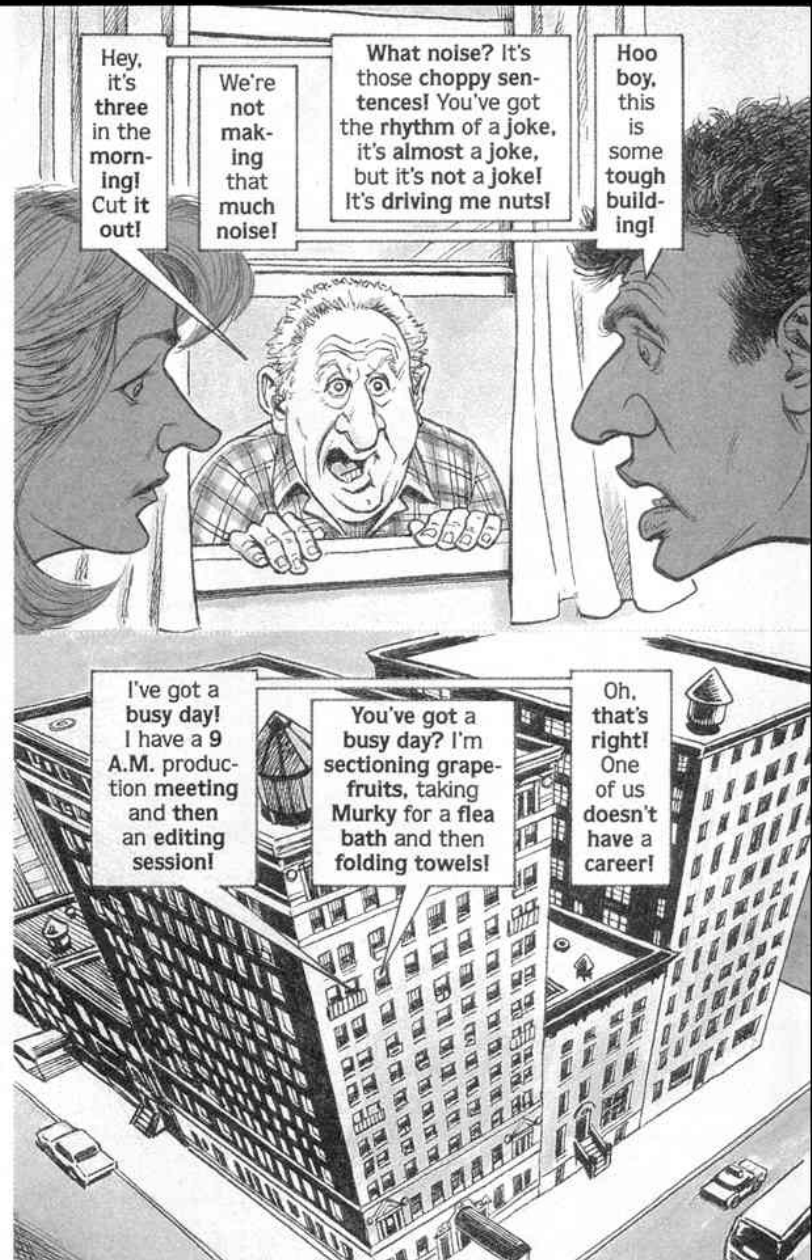
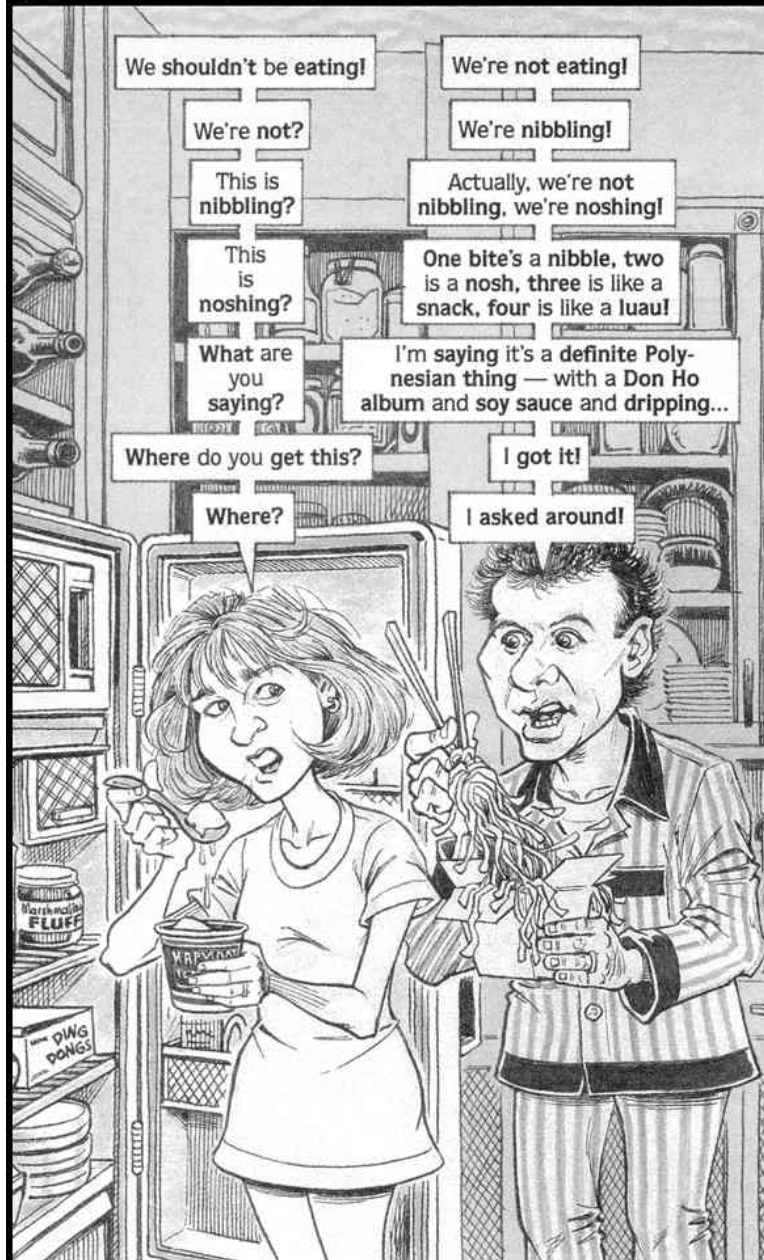
No! I'm from Brooklyn!

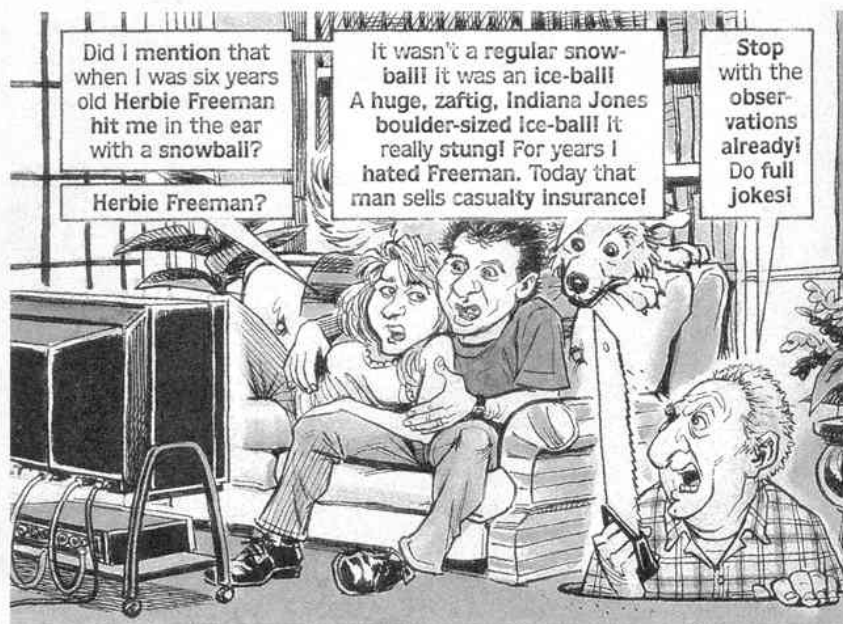
The producers don't merely want you to laugh! They want you to "identify"!

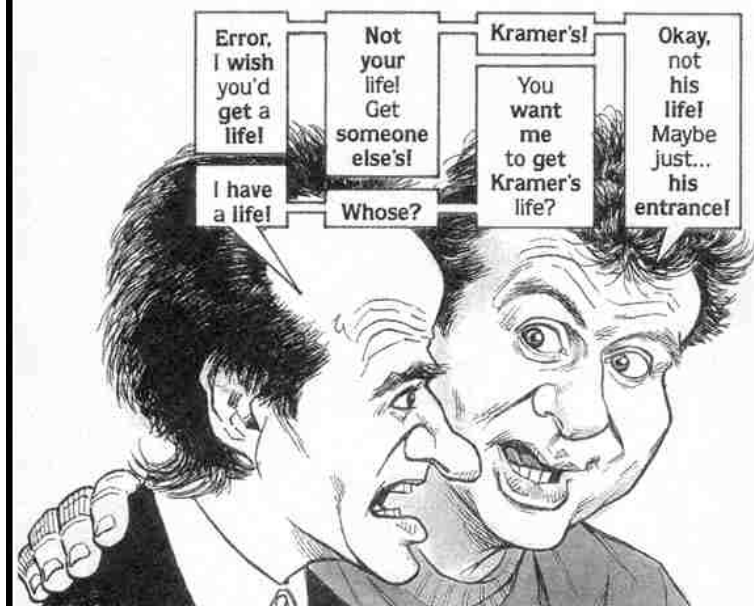
Gee, that's just what people want after a rough day at work! They want to come home, sit back, grab a beer and "identify"!

This show's going for "warmth" and "reality"! They want you to "relate"!

I understand that instead of a "Laugh" Track, they have a "How True, How True" Track!

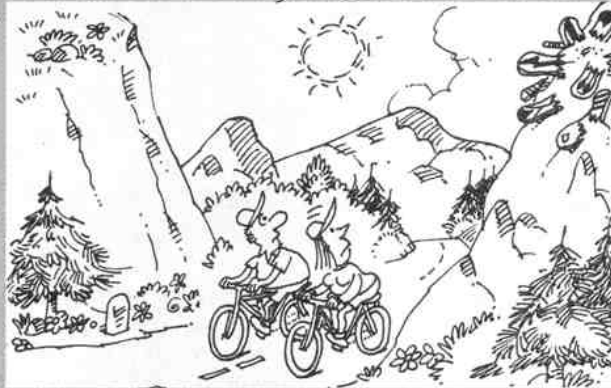




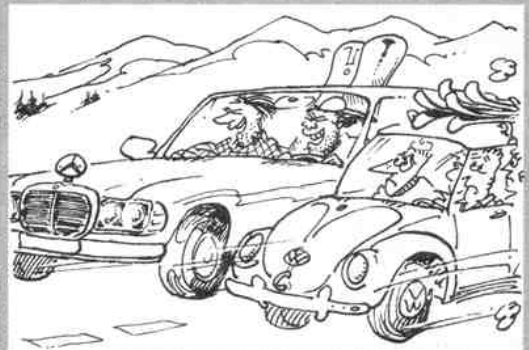
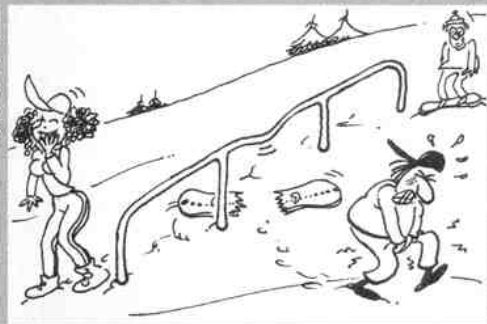
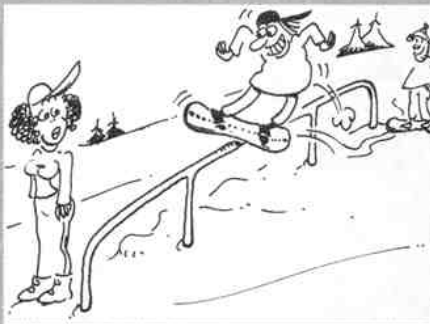




# A MAD LOOK AT



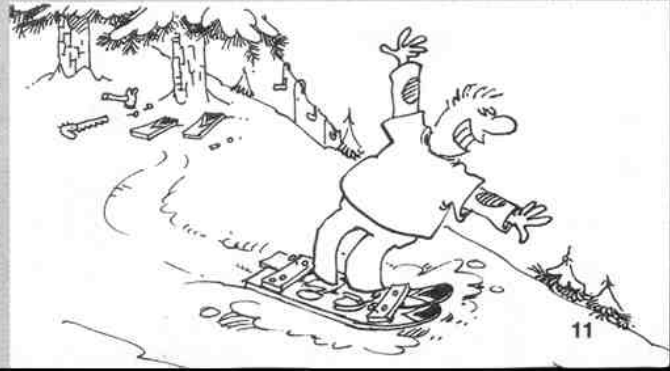
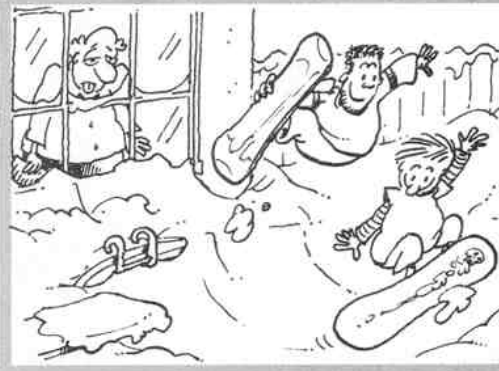
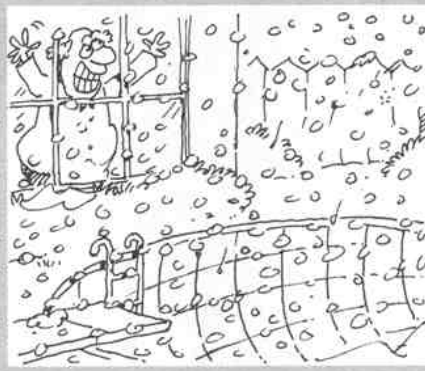
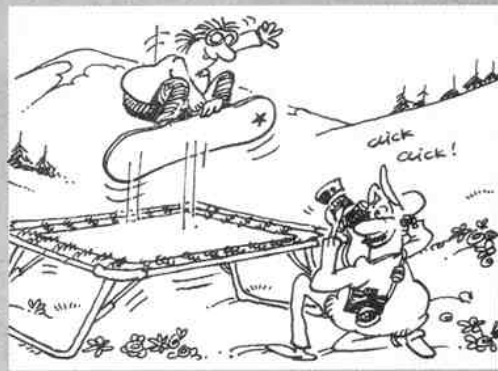
ARTIST AND WRITER: SERGIO ARAGONES

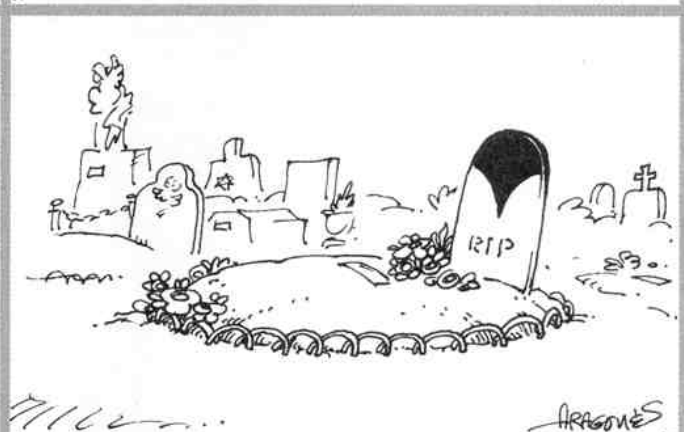
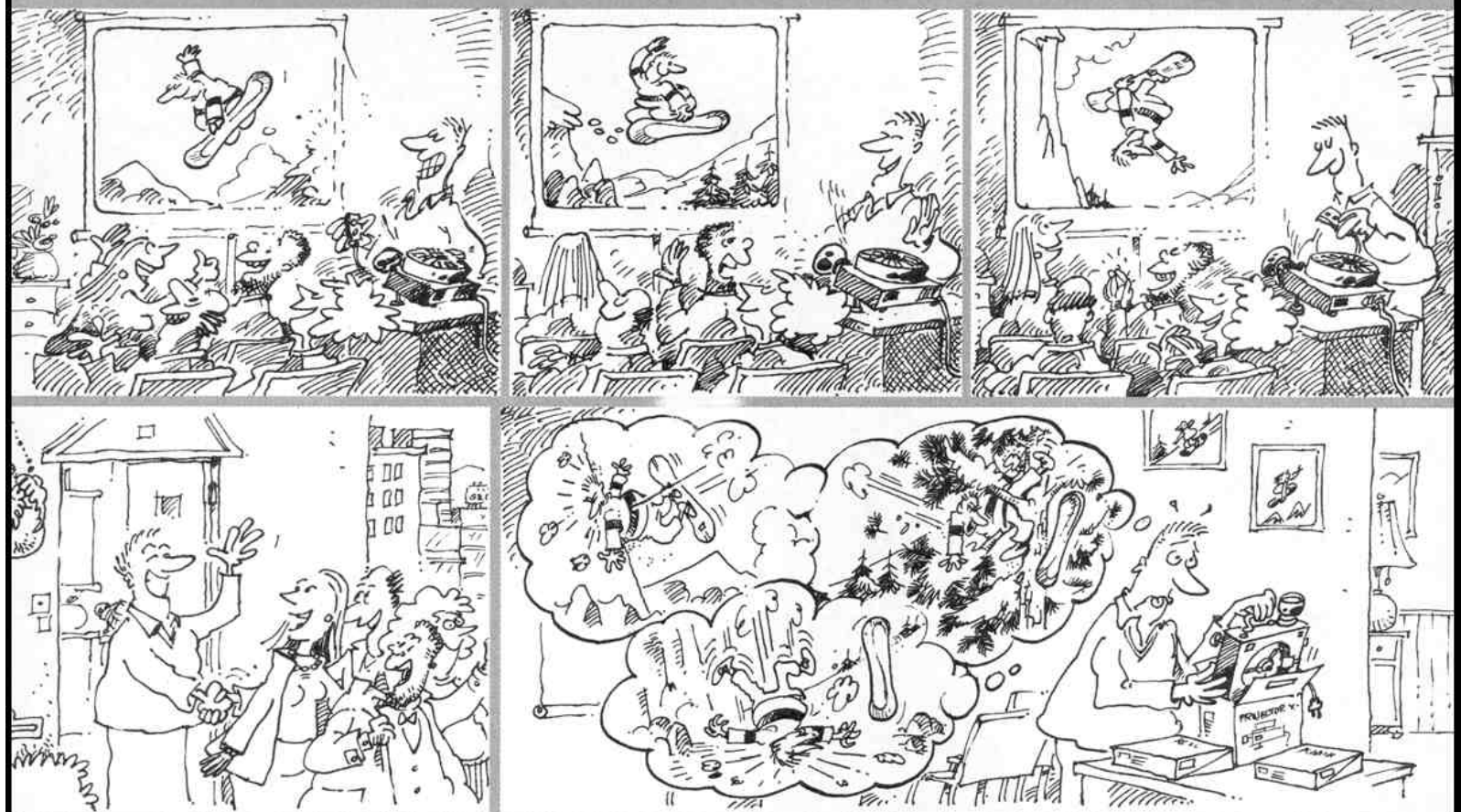


YOU KNOW/ AMERICA'S BEEN NUKED WHEN: Church becomes so popular, people are scraping tickets for seats.



# SNOWBOARDING





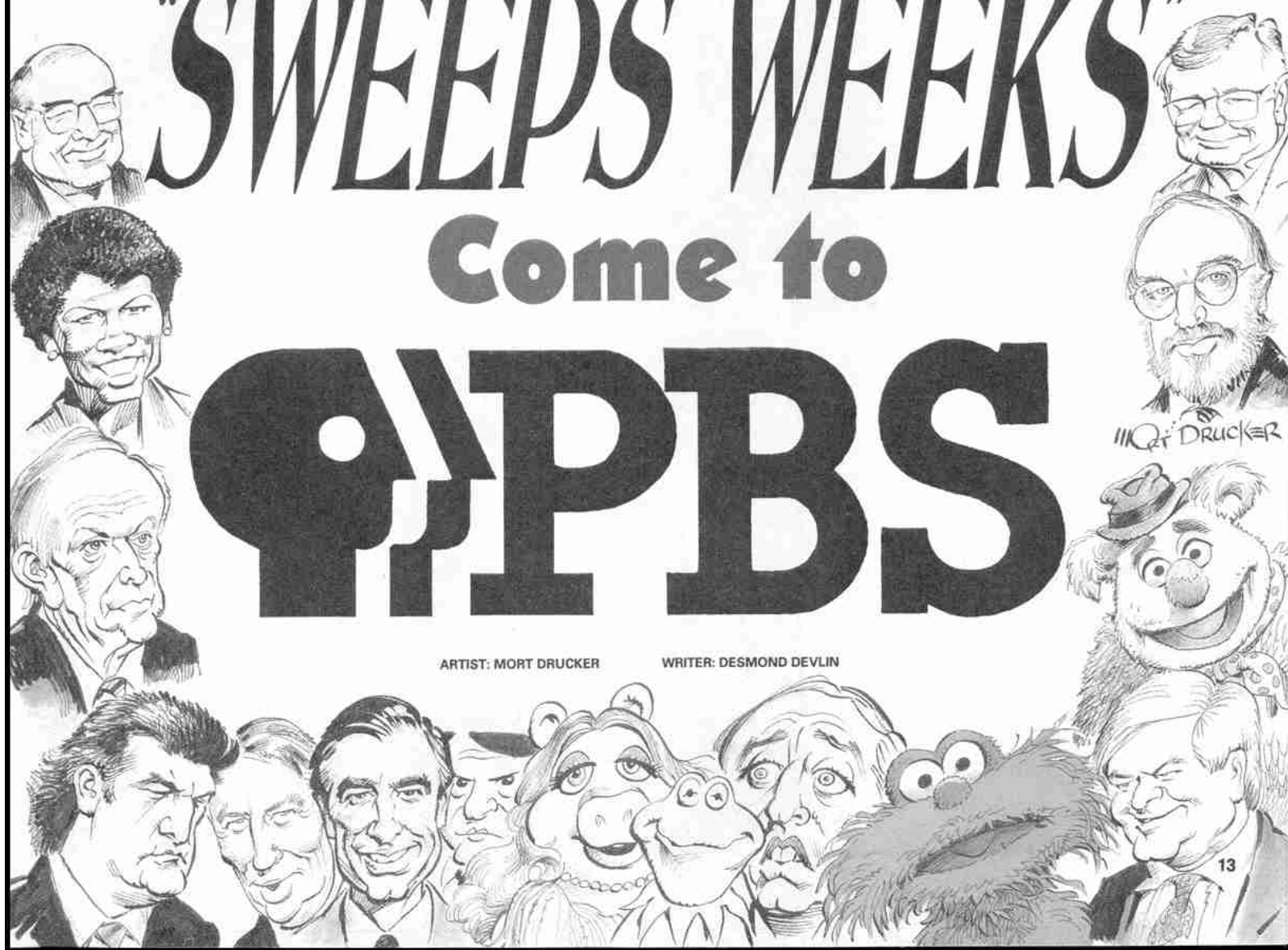
YOU KNOW AMERICA'S BEEN NUKED WHEN: On CNN, Larry King keeps asking, "Is the caller there? Is the caller there?!! IS THE CALLER THERE?!! IS THE CALLER THERE?!!"

**I**t's a well-known television industry fact that networks will stoop to unfathomable depths of sleaziness and swill to attract viewers during Sweeps Weeks. That's the critical time of year when Nielsen ratings are taken to determine ad rates for the upcoming season. Being commercial free, the Public Broadcasting System has never had to play this sordid game of "Anything You Can Do We Can Do With More Explosions And Women With Bigger Breasts." But with his Newtness at the helm of Congress, it won't be long before public funding for public television is cut and PBS is as desperate and willing to debase itself as any other network. Here's what you might see. . .

# When "SWEEPS WEEKS" Come to PBS

ARTIST: MORT DRUCKER

WRITER: DESMOND DEVLIN



## Monday, 8 PM – *This Old Whorehouse*

Host Bob Vila shows how to install rotating ceiling mirrors, fix squeaky floorboards and drill undetectable peepholes so you can peek into adjoining rooms.



## Monday, 9 PM

### *Nova*

An uncensored look at the private life of the boll weevil featuring full-thorax nudity.



## Friday, 9 PM *Eye On Dance*

The first portion of tonight's presentation of *Swan Lake* is much like any other, except at the end, when an appreciative audience stuffs singles into the ballerinas' tutus.



## Friday, 10 PM – *Documentary*

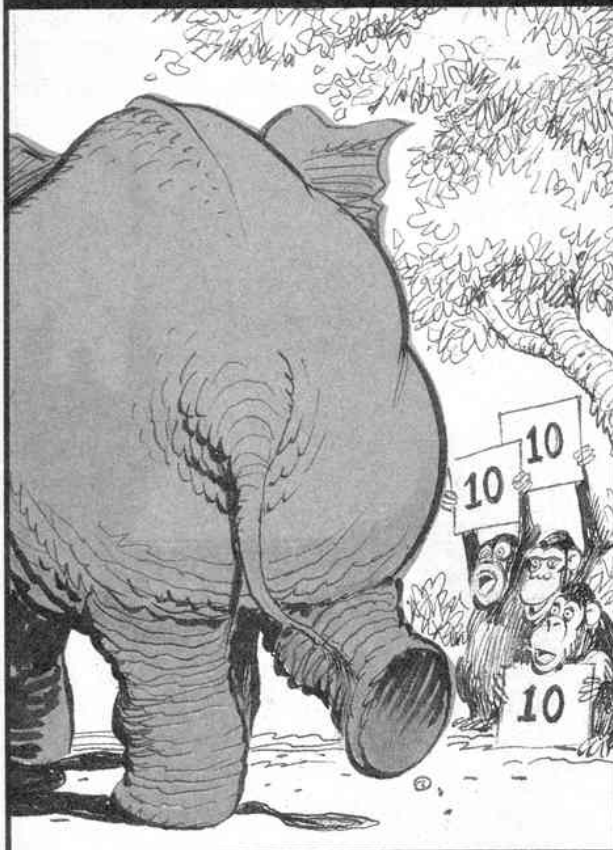
"Lots Of Stuff On Fire, And Guys With Their Heads Blown Off, And Hitler Yelling About Stuff, And Tanks, And Boats Sinking, And Bombs And Stuff."  
(Formerly titled "World War II - The Road To Yalta.")

**Thursday, 8:30 PM**  
**Where In The World Is**  
**Carmen Sandiego?**

Lapland, Lichtenstein, Sukhumi, the Tungus, Lake Titicaca, Brest, Fukuoka — if it's a suggestive geographic spot, it's featured in this week's show! Also: Live remotes from the oh-so-lewdly-shaped state of Florida.



**Thursday, 7:30 PM**  
**All Creatures Great And Small**  
 Special program in which we find out which creatures really are great and which ones really are small...if you know what we mean.



**Tuesday, 7:30 PM**  
**Mister Rogers' Neighborhood**

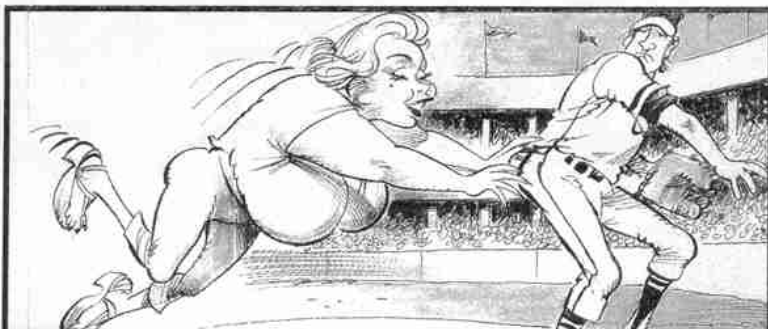
"Can you say Beefcake?" Mister Rogers goes for the gusto by stripping down from a sensible sweater and brown slacks into tiger-stripe speedos and a sequined bow tie.



**Sunday, 9 PM – Masterpiece Theater**

Fast-paced, factual retelling of the life of a historical figure whose rise to fame shocked the people of his time. Political intrigue, unbridled lust and savage violence are the themes in the award-winning "I, Buttafuoco."





### Wednesday, 8 PM – *Baseball*

The long-awaited showing of "Inning Ten — Beneath The Jock Strap," the previously censored, final episode of Ken Burns' never-ending documentary on our national pastime. This sensitive 12-hour segment examines the Morganna phenomenon, and reveals the one Hall-of-Famer who only slept with his wife.

### Monday, 7 PM

#### *The MacNeil/Lehrer NewsHour*

In tonight's edition MacNeil finally gives in to the long-time sexual tension between himself and Lehrer. Also, Charlene Hunter Galt profiles Fabio.



### Sunday, 10 PM

#### *The Undersea World Of Jacques Cousteau*

In his latest adventure, the famed French explorer finally joins "The Mile-Low Club."

### Wednesday, 7 PM *Washington Week In Review*

A close-up view of Congress in action, featuring extra-marital sex, drunken debauchery, adult language and situations, greed and degradation.



### Saturday, 7 PM

#### *Firing Line*

Host William F. Buckley asks his guests if they masticate, tells them their epidermis is showing, and spends the last 15 minutes of the program twitching and giggling uncontrollably.

As a child sauntering in Poo-Poo Bay, a remote part of Gnocheuz Island, I fondly recall opening my eyes to my dear Uncle Witherspoon staggering in, stinking of gin, and taking us to view the wonder and whimsy of the local murder trials!

Nothing warms my heart more than the memories of those cold-blooded killers — magical and merry afternoons filled with the joyful chorus of "Hang the bastard!" Which is why it brought me so much despair to see just how tedious the O.J. Simpson murder trial was!

So we on the staff of *Martha Stewart Living*? decided to put our little highlighted heads together and show how wonderful it would have been had we run the trial! We're honored to present...



# Martha Stewart Remakes the "Perfect" O.J. Trial

Our first hint begins with the basics! The setting: a dull, drab courtroom with absolutely nothing to please the eye!

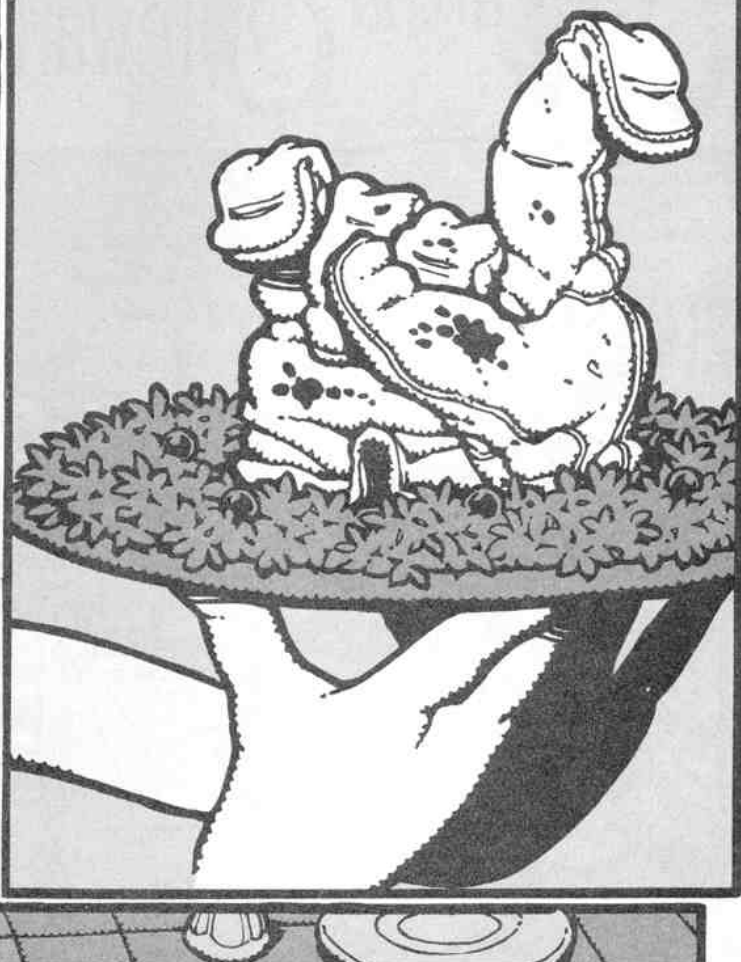
What we've done here is created a chalk body outline stencil! Using a whitewash, we can decorate the walls and floors to give the feeling of a real crime scene!





Instead of passing around pieces of evidence in tacky and lackluster baggies, we display the pieces on silver trays, using a pillow of mesculin greens like they do at Le Cirque!

And taking another cue from the world of fine dining, we mold a primary exhibit, the bloody glove, into the shape of a whimsical swan!



Focusing next on Judge Ito's Japanese roots, we suggest Sumo wrestlers in the place of bailiffs! They can carry their guns between their generous folds! I love this idea, and I think you will too!



Another idea! Because this is L.A., instead of swearing in the witnesses, we'll have our Sumo wrestlers click a real Hollywood clapboard! Take 3, Kato!



Personally, I'd like to see O.J. brought in on a handtruck with a straitjacket and a catcher's mask, à la Hannibal Lecter, wouldn't you? It's a wonderful, playful touch!



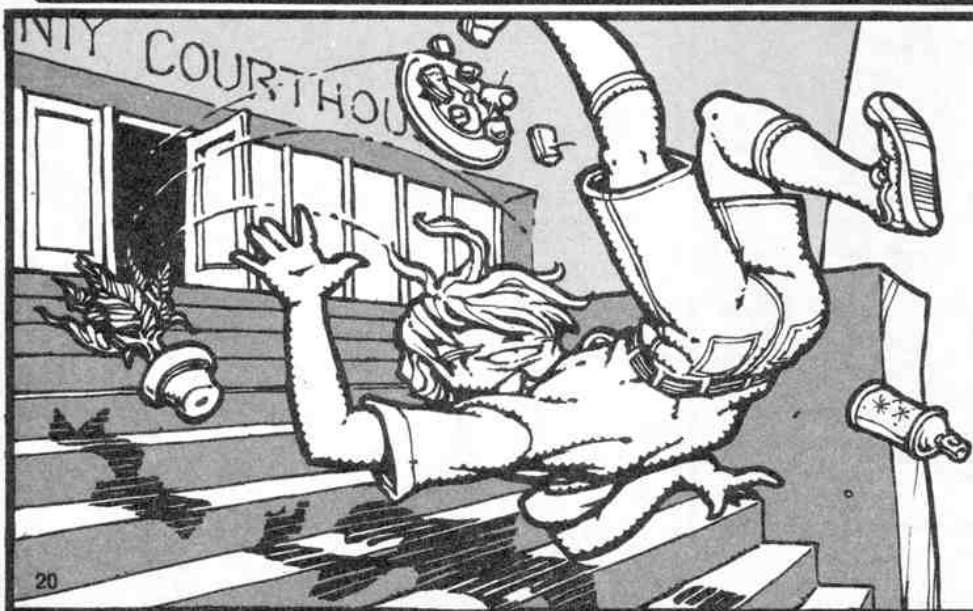
Finally, we think it's gauche and unrefined to have day after day of endless proceedings with nary a morsel!



So, in keeping with the theme of the trial, we've prepared blood sausage and tongue finger sandwiches, Bloody Marys with plastic knife swizzle sticks in them, and a platter of rare organ meat for a tempting buffet!



That's all for today's show! Please tune in next time when our focus will be the illegal immigrant problem! A few of our homemade potpourri packets tucked away in the corner of your car's trunk will make a big difference when being smuggled across the border!



'Till next time: Au revoir!

Martha Stewart can be seen weekdays twice a day, and three times on weekends! Her *Martha Stewart Living?* magazine can be subscribed to by calling 1-800 LADYDYEJOB

**AN EMBARRASSMENT OF RICHARD'S DEPT.**

It's now our pleasure to bring to you this little article called...

# LIFE'S MODERN DAY LITTLE PLEASURES

ARTIST: PAUL COKER

WRITER: DICK DEBARTOLO

Finding a pay phone when you need one that's in working order...



...not finding anything unidentifiable or disgusting growing on the receiver...



...and being able to give out the number of the phone because no one has graffitied over it or ripped it out!



Phoning a company and having a human answer instead of #5%&ing voice mail!



Rushing to a store that closes at 6 PM, and still being able to get in at 5:56 PM...



...then finding that the items you wanted are included in the "storewide sale"!

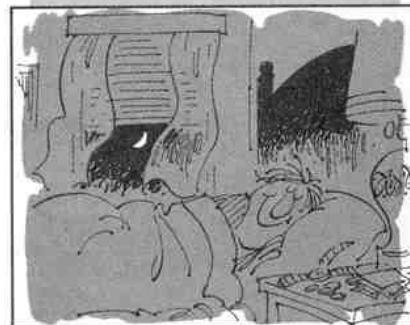
Stepping out your door in the morning and finding that your car is still there...



...and so is the radio!



Sleeping the entire night with the bedroom window open and not having one car alarm go off...



Making it to school without anyone beating you up for your lunch money...



...then finding something edible in the school cafeteria that's worth buying!



...or one burglar come in!

## THE HIGH COSTNER OF DOING BUSINESS DEPT.

The most repugnant hot gas that spewed from the foul bowels of Hollywood this year was an utterly worthless bit of celluloid called *Waterworld*. Not only was this sad excuse for a movie a monumental critical turkey, but it went \$100 million over budget, becoming the most expensive production in the history of cinema! Leave it to us, the muckraking muckrakers of the muckraking fourth estate, to dig up and shovel back to the hard crust of the earth the shocking document which tells the shocking story of how and why this shockingly bad film was shockingly doomed from the start! Read for yourself...

# THE WATERWORLD Memo

ARTIST: SANDY KOSSIN  
WRITER: FRANK JACOBS



To: Edgar Bronfman Jr.

From: Kevin Costner

Re: Waterworld Production Budget Overruns

Date: May 22, 1995

As CEO of Universal's parent company, you are probably wondering why it cost \$200 million to film *Waterworld*, making it the most expensive movie ever made.

As star, co-producer and supreme guiding spirit and soul of the film, I want to explain and justify some of the reasons for the unusual cost overruns, none of which could have been anticipated.

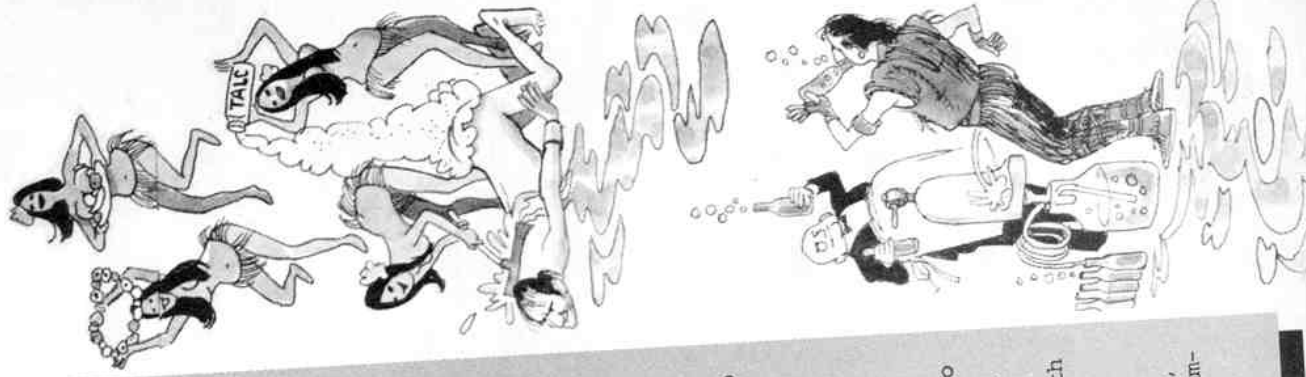
To get more of a feel for my role as the Mariner, who can live on both land and water, I went on a diet of fresh seaweed and algae. Unfortunately, I quickly came down with "kelp rash," which laid me up for five days with an unsightly blotch on my right bicep. Such a blemish might not bother a lesser actor like Brad Pitt, but my public demands physical perfection. The cost of digitally removing the blotch was \$8.4 million. Obviously, this "electronic Clearasil" was well worth it!

Being submerged in the ocean six hours a day left me waterlogged, requiring I spend two hours each evening being "squeezed." I was then towed off and talcumed by my hand-picked crew of 17 Hawaiian "Costnerettes." Their fees, equipment and "personal services" added \$1.2 million to the budget.

In *Waterworld*, the Mariner recycles his urine into drinking water. This scene required more than 25 takes! I insisted that only my urine be recycled so as to not disappoint my demanding fans, who would surely be able to tell if it were provided by a "stunt bladder." This necessitated air-expressing 20 casks per week of specially brewed "Costner Beer" from a Bavarian brewmeister. The \$750,000 spent for this was not, as some claim, "pissed away," but money well spent, which (as I'm sure you'll agree!) greatly enhanced my performance.

Shooting on location in Hawaii proved to be a gastro-intestinal disaster. Several underwater scenes had to be reshot because of air bubbles rising to the surface from my stunt double, who could not contain his stomach gas brought on by our nightly roasted pig luaus. This "double bubble trouble," as *Variety* termed it, might have been acceptable to Keanu Reeves or Tom Cruise, but not Kevin Costner! The extra \$11.6 million to reshoot was worth every cent. As for the stunt double, he'll never work in movies again!

While reviewing dailies, I noticed that my hairline appeared to recede a full 1/16 of an inch underwater. Rather than disappoint my adoring public, who have come to expect a perfect Costner hairline, I acted quickly to camouflage it by hiring Industrial Light And Magic to superimpose animated



guppies on the finished film. Regrettably, the work of the 30-member animation team, costing \$6.5 million, obscured my best close-ups and the entire scene ended up on the cutting room floor.

*Waterworld* villain Dennis Hopper threatened to walk off the film unless he was provided with a glass eye which matched the color of his other eye, even though it was to be covered by an eye-patch throughout the movie. We were forced to fly in three ophthalmologists from New York and build them an offshore eye lab. In the end, Hopper rejected their work, wasting \$10.7 million of the company's money. If there's one thing I can't stand, it's a self-indulgent actor with an over-inflated ego!

We discovered that one of the 700 members of Hopper's pirate crew was an albino, whose white skin clashed with the sunburnt bodies of the other extras. We were forced to reshoot seven lengthy scenes, costing \$11.5 million. The blame fell squarely on the shoulders of the ineffective director, Kevin Reynolds, whom I personally fired and replaced with the best director in Hollywood — yours truly! Negotiations were difficult, but I managed to hire myself for a mere \$12 million — only \$10 million more than we were paying that no-talent Reynolds!

Because of some piddly union rule, many of our 30 divers refused to go into the water until a full hour after eating. This unprofessional behavior, based on a 19th-Century belief, held us up several thousand man-hours, adding \$12.7 million to the budget. I convinced a few of the divers to take the plunge, quickly resulting in their coming down with severe cramps and vomiting all over the set. Medical bills and cleanup costs totaled an additional \$1.1 million. (This figure does not take into account the still-pending \$30 million in "wrongful death" lawsuits brought by the families of the divers.) Needless to say, none of the divers will ever dive in films again!

My webbed feet in the film disabled me for nearly a week with a rare form of athlete's foot. Luckily, we were able to fly in a team of New Zealand veterinarians, specializing in webbed-feet fungal diseases, who treated me successfully on my rented 90-foot private yacht. This setback cost \$9.2 million. The so-called prosthetics experts who created my webbed feet were fired! They will never create webbed feet in Hollywood again!

I realize that we may never recoup the entire \$200 million and change we spent filming *Waterworld*. But looking at the bright side, the unforeseen expenses listed here were a valuable learning experience. This should bring down costs considerably when we shoot *Waterworld II* and *Waterworld III*!

Kevin



Depending on whose estimates you go by, there were somewhere between 600,000 to 1.2 million men at the recent Million Man March in Washington, D.C. But getting caught up in exactly how many were there misses the bigger question of just *who* was there! MAD gives you the low-down in a nutshell in...

# A BREAKDOWN OF THE MILLION MAN MARCH

PHOTO: AP / WIDE WORLD

WRITER: BARRY LIEBMAN

Cops waiting for the black men to start trouble.

Black men waiting for the cops to start trouble.

Marion Barry's parole officers.

Waldo.

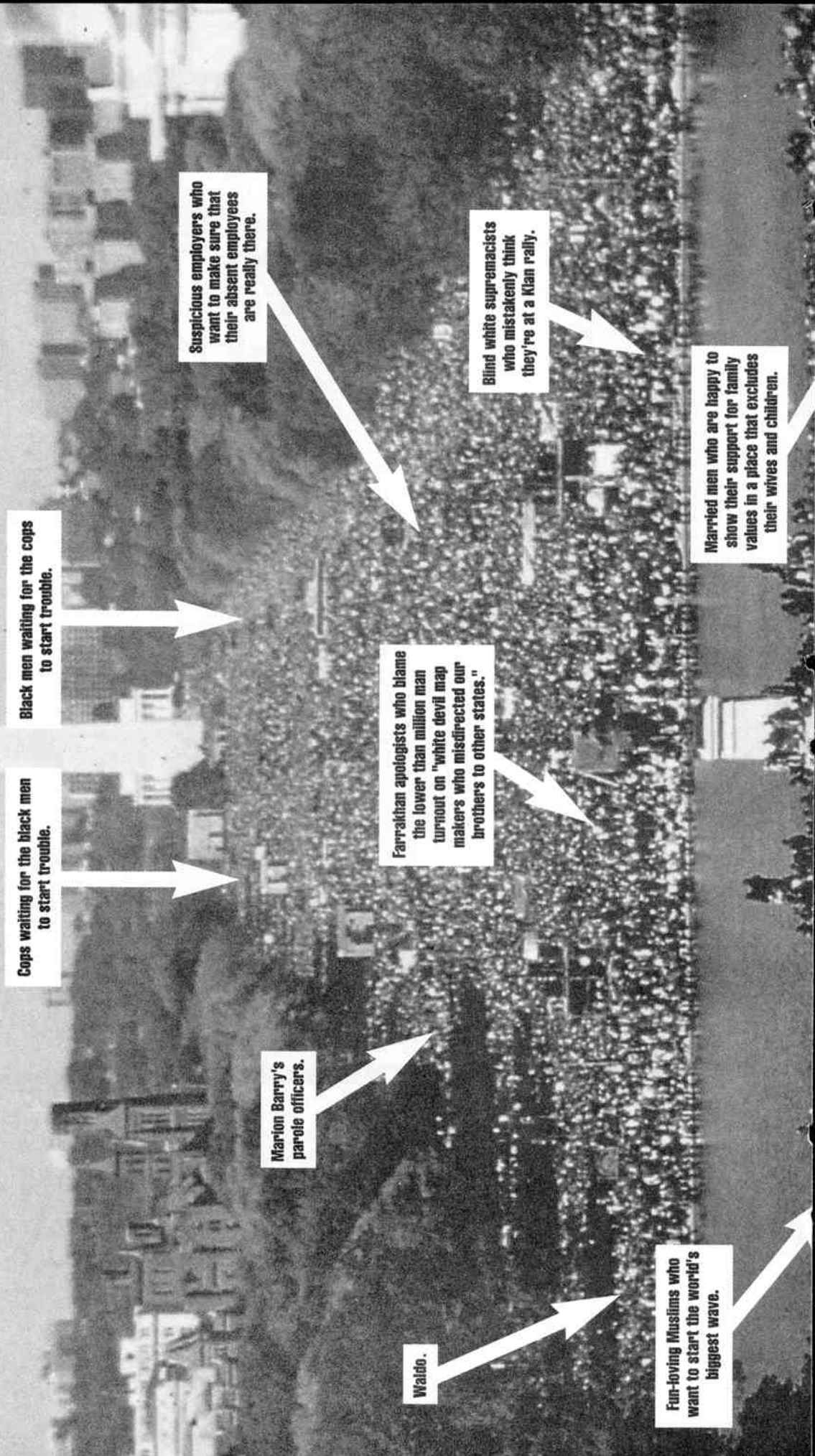
Fun-loving Muslims who want to start the world's biggest wave.

Farrakhan apologists who blame the lower than million man turnout on "white devil map makers who misdirected our brothers to other states."

Suspicious employers who want to make sure that their absent employees are really there.

Blind white supremacists who mistakenly think they're at a Klan rally.

Married men who are happy to show their support for family values in a place that excludes their wives and children.



Pissed-off Baby Boomers who don't want to miss the next big happening the way they did with Woodstock.

388,422 undercover F.B.I. agents.

Bow tie salesmen hawking the crummy red clip-ons they can't unload anywhere else.

Gangsta rappers taking time off from recording songs about blowing away cops, bashing ho's and looting Korean grocers in order to affirm their commitment to non-violence, family unity and hard work.

Hungry blacks mistakenly thinking they're on just another long line at a slow-serving Dennys.

Black tourists who've been stuck there for a week because no cabbie would stop and pick them up.

Jesse Jackson apologists claiming that Farrakhan isn't about racism and anti-Semitism and that it's the "Nymite town-controlled media" that's making it seem so.

# The Lighter Side Of...



ARTIST AND WRITER: DAVE BERG

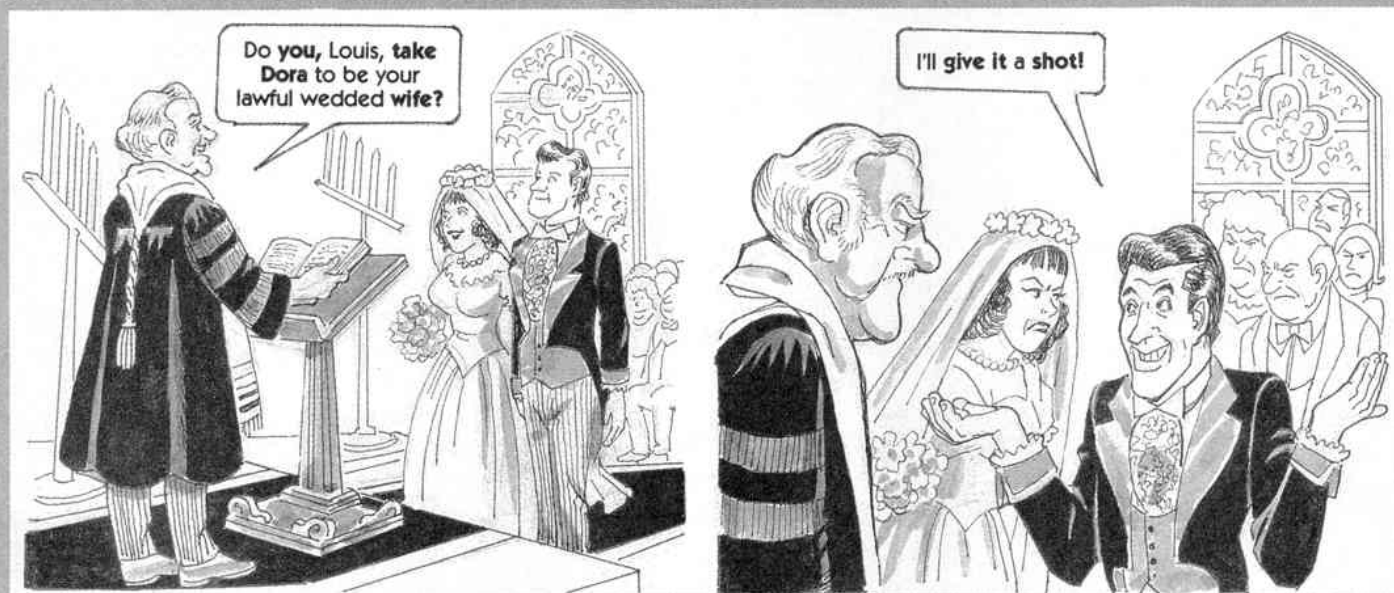


## BUSINESS OPPORTUNITIES



## WEDDING VOWS

YOU KNOW AMERICA'S BEEN NUKED WHEN: *Rescue 911* airs a new episode every hour of every day.



## APPRECIATION



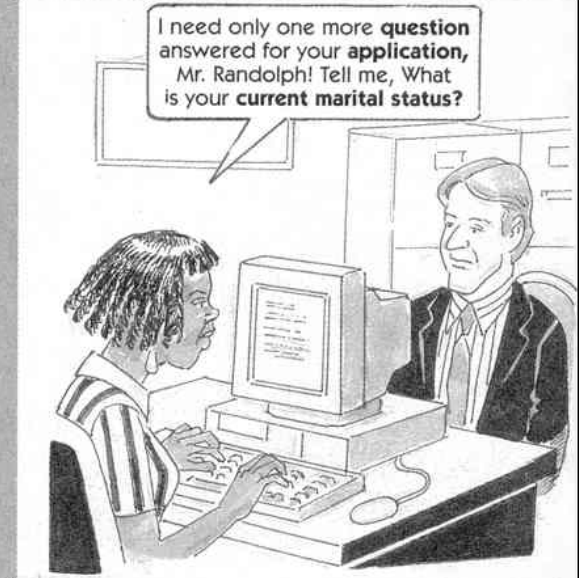
## COMMUNICATION



## GROWTH



## CURRENT AFFAIRS



## THERAPY



## EFFORT



## MODERN EDUCATION

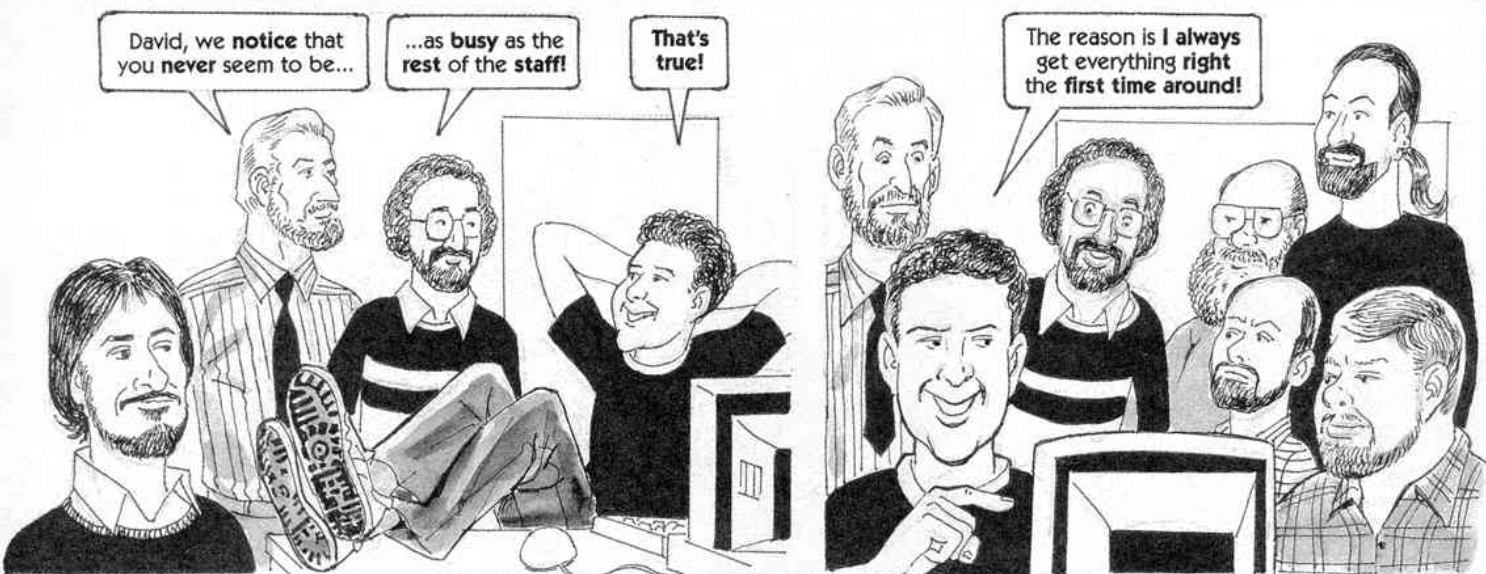


## ORIGINALITY

YOU KNOW AMERICA'S BEEN NUKED WHEN: You have to make a reservation six weeks in advance to get into your local morgue.



## THE OFFICE

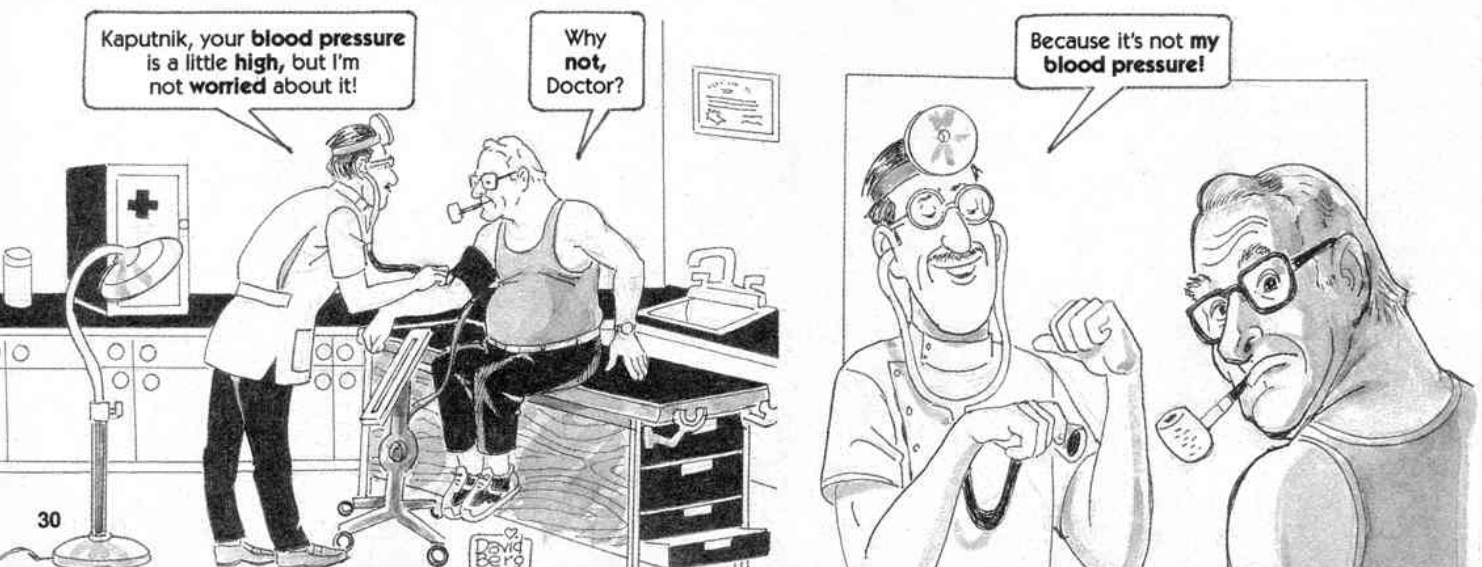


## AWARENESS



## DOCTORS

YOU KNOW AMERICANS BEEN NUKED WHEN: "Third Eye" tops USA Today's pie chart entitled, "Common Mutations Across The USA."



It's just a matter of time before every company in the world is a division of either Disney, Time-Warner, G.E. or Microsoft. Every time you turn around, one of these corporate beasts is merging or acquiring another company! The most recent example is Disney spending several billion for ABC-TV. What effect will Mickey's latest purchase have on you, the average MAD reader, who doesn't own Jack Squat in the stock market? More than you might think! We predict that within months, Disney will begin screwing around with the programming of ABC-TV to get some of the "corporate synergy" crap they are always bragging about! Yep, read on as MAD now brilliantly predicts . . .

# CHANGES

YOU MIGHT SEE NOW THAT

## DISNEY has purchased ABC-TV

ON PRIMETIME LIVE, SAM DONALDSON AND DIANE SAWYER COULD BRING DISNEY MUSICAL MAGIC TO THEIR MICHAEL JACKSON INTERVIEW



**DISNEY HAS PROMISED NOT TO INTERFERE WITH ABC-NEWS REPORTS, HOWEVER WE WOULDN'T BE SURPRISED TO SEE CERTAIN KEY WORDS SPRINKLED INTO THE NEWS STORIES...**

The stock market was in a **GOOFY** mood today! The Dow Jones soared like **ALADDIN** on a magic carpet, and then as fast as you can say **JIMINY CRICKET** stocks tumbled!

Bill Gates, the **PRINCE CHARMING** of computer software said some **MICKEY MOUSE** stockbrokers were responsible for setting off the **MINNIE** frenzy!

## Disney's **ABC NEWS NEW YORK**



**ABC WON'T HAVE TO WORRY ABOUT AGING STARS ON SUCCESSFUL TV SHOWS THANKS TO DISNEY IMAGINEERS...**

Good evening, I'm Barbara Walters!

And I'm Hugh Downs!

We just have to reverse the audio cables on these animatronic versions of Barbara Walters and Hugh Downs and they'll be perfect!

This is the most animated those two old coots have ever been! And now they can be ABC stars forever!

Disney's  
**20/20**

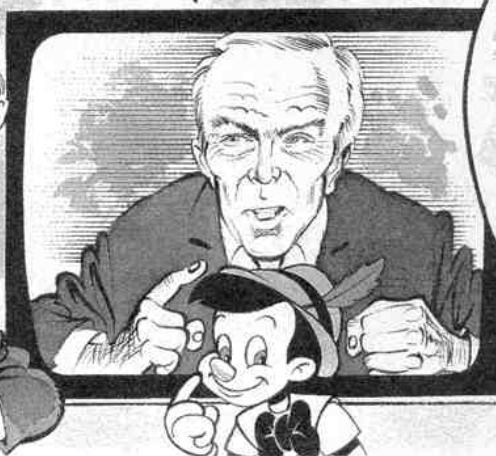


## TED KOPPEL OF NIGHTLINE COULD FIND HIMSELF WITH A NEW CO-ANCHOR...

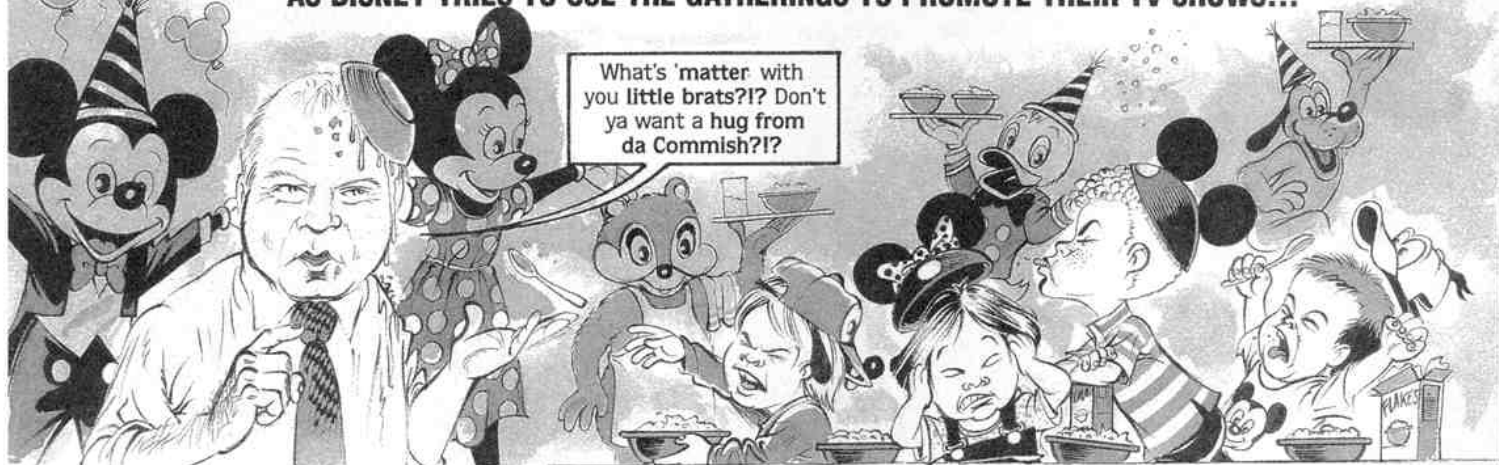
Senator Packwood, it seems like every month another woman comes forward to accuse you of making uninvited sexual advances toward her.

First of all, it's not that often! Secondly, I never made any unwanted advances towards anyone! Lastly I...

Senator Packwood, you'll have to slow down! It's a bit unusual, but Pinocchio's nose seems to be growing larger and larger for every lie...I mean denial...you state! Our viewers at home can't see the end of it, as it's grown right off the screen! Why don't we alert our affiliates that we're taking a station break while we try and get Pinocchio's nose back to normal size!



## CHARACTER BREAKFASTS AT DISNEY THEME PARKS COULD BECOME A BIT STRAINED AS DISNEY TRIES TO USE THE GATHERINGS TO PROMOTE THEIR TV SHOWS...



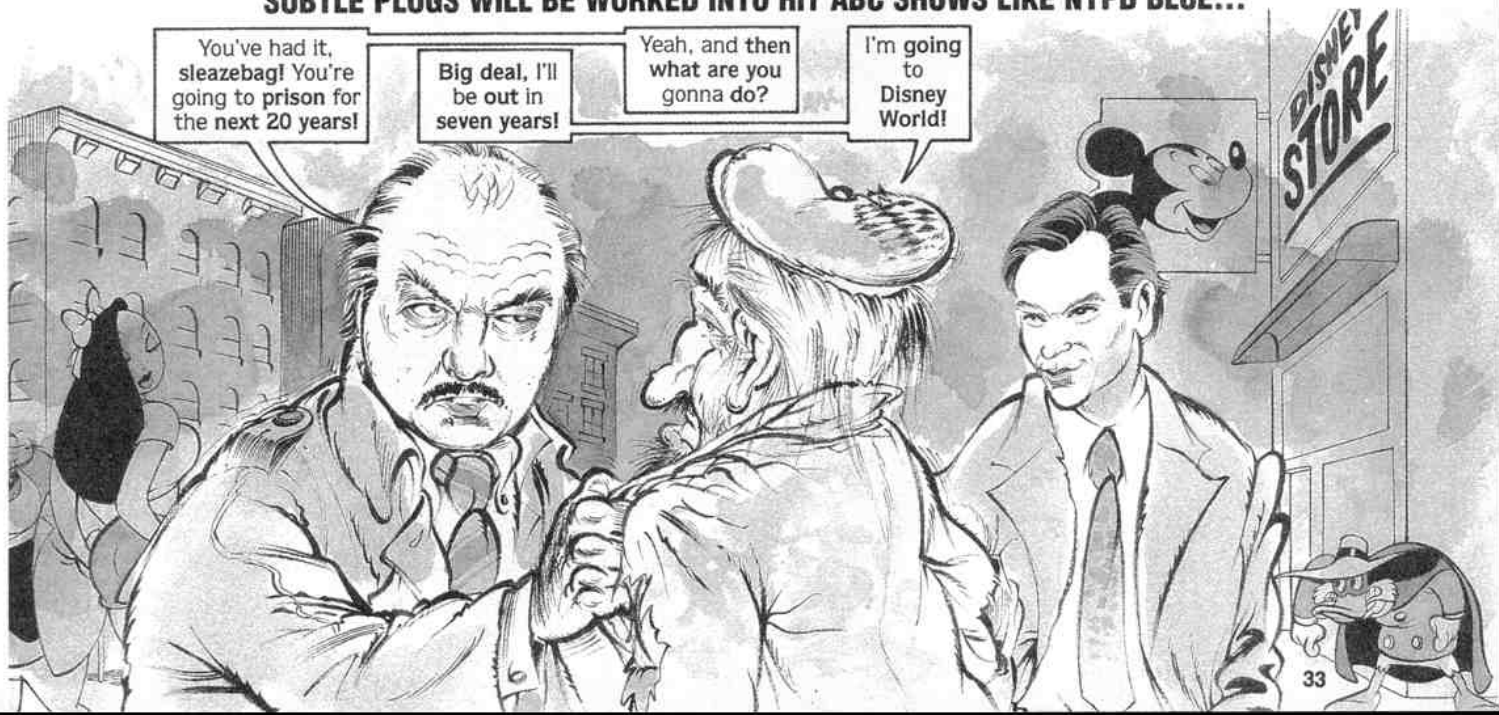
## SUBTLE PLUGS WILL BE WORKED INTO HIT ABC SHOWS LIKE NYPD BLUE...

You've had it, sleazebag! You're going to prison for the next 20 years!

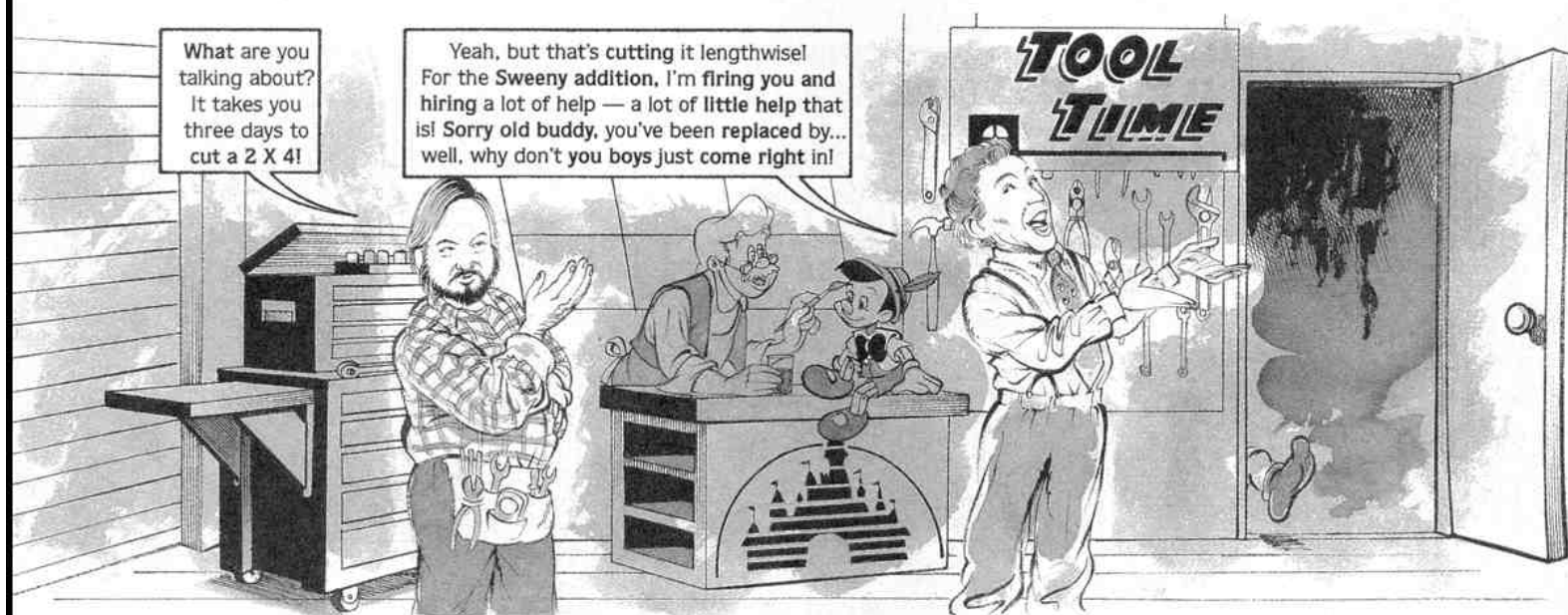
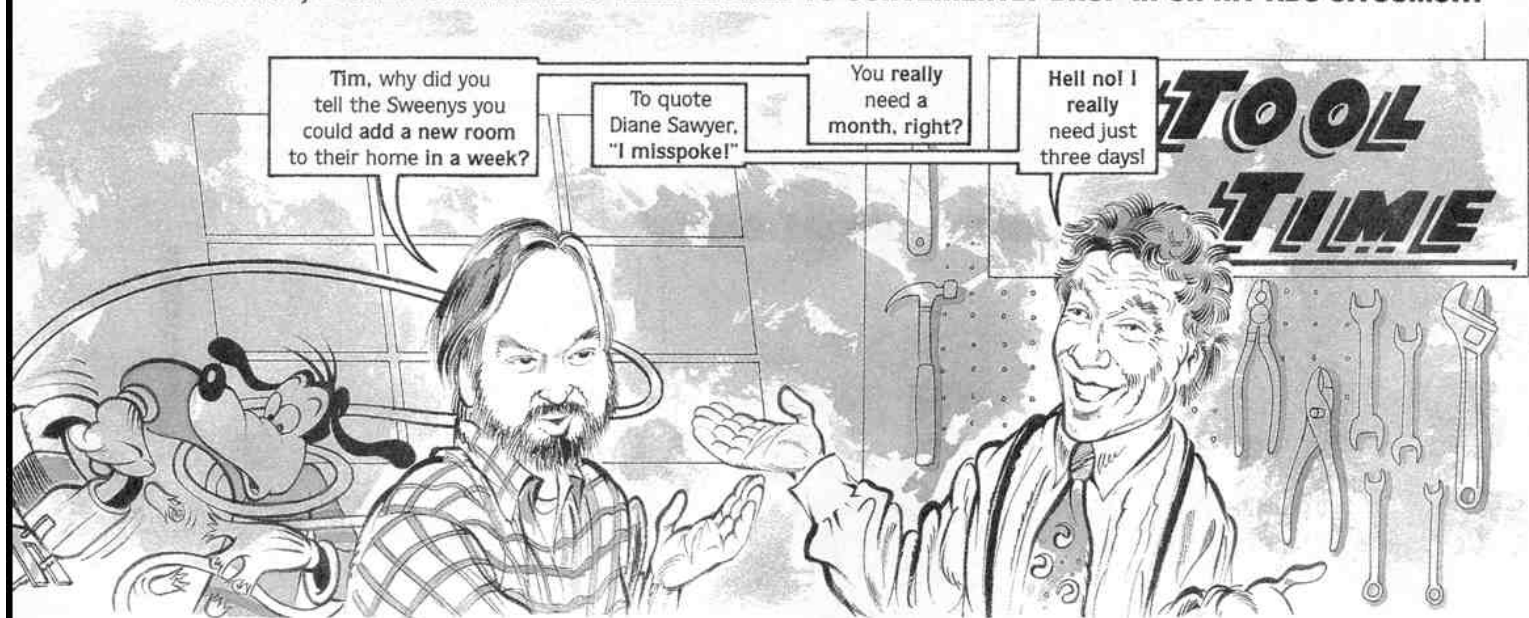
Big deal, I'll be out in seven years!

Yeah, and then what are you gonna do?

I'm going to Disney World!



LIKELIKE, DISNEY CHARACTERS WILL BE ABLE TO CONVENIENTLY DROP IN ON HIT ABC SITCOMS...



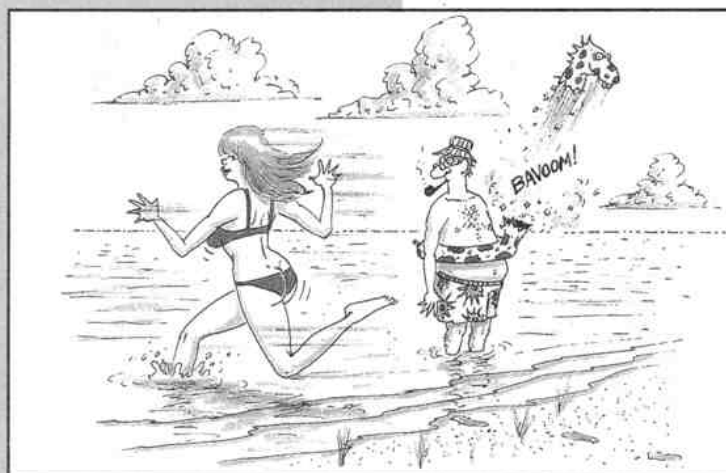
## I'VE GOT YOU OFF OF MY SKIN DEPT.

The practice of embedding one's flesh with permanent dyes has been with us for centuries. Indeed, Queen Nefertitti is said to have had the message "Hecky 4-Ever" placed on her left shin just before the great Egyptian husk famine in the 17th century B.C. In subsequent years, many more practical uses for these permanent skin stains have been discovered...



## LAW ENFORCEMENT

Since the Supreme Court's landmark Miranda decision, police officers everywhere found themselves fumbling with little laminated cards at the worst times when advising alleged perpetrators of their rights. Tattoos to the rescue! Located between the wrist and elbow, cops no longer faced the dilemma of having to either release or shoot their detainees on the spot simply because they forgot to recite a few words like "right," "remain" or "silent." There is ample room on their other arm for donut shop hours and overtime pay tables.



## SUMMER FUN

A common predicament facing nudists is: not enough nude beaches. Tattoos to the rescue! An easy-to-apply bikini or speedo pattern turns any public beach, swimming pool or open hydrant into a clothing-optional one, insuring the freedom to sun worship unencumbered without facing disapproving stares from conservative bathers, intervention by strong-arm lifeguards and arrest by cops with the Miranda rights tattooed on their arms.



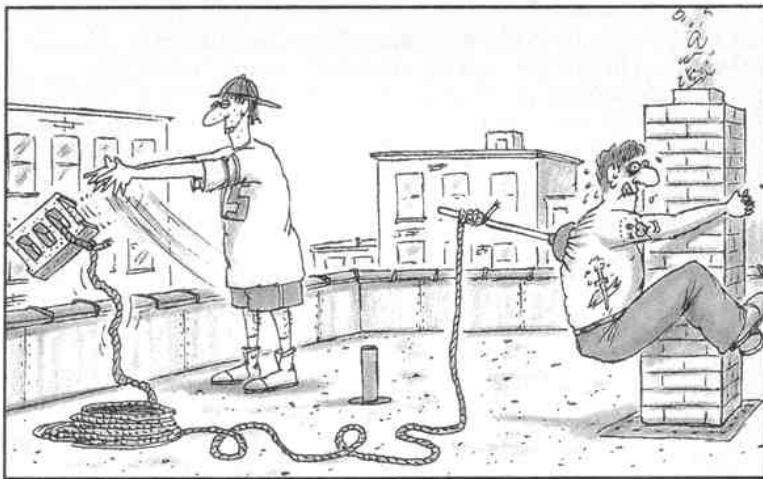
## HUNTING

Likewise, hunters found that heavy, non-breathable surplus camouflage gear rendered the summertime stalking of game impossible. Tattoos to the rescue! The greens, grays and browns of wild foliage randomly and permanently etched into the epidermis now allow sportsmen to be almost as bare as the defenseless prey they relentlessly pursue — and no longer break a sweat.

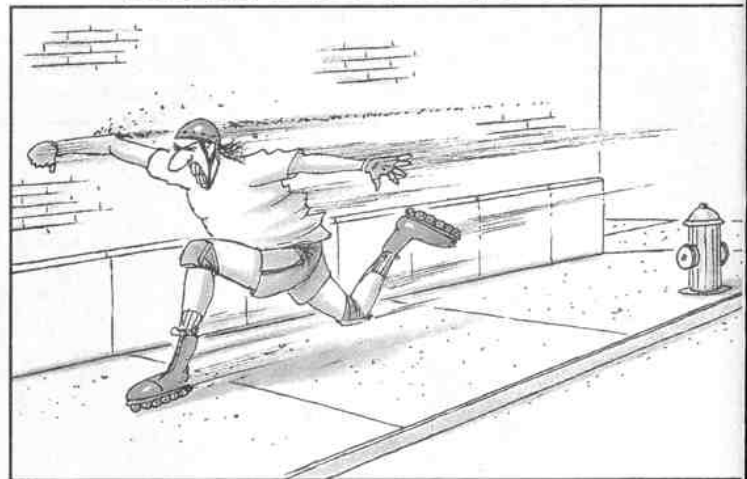
And yet, with all these ingenious and practical applications for tattoos, the vast, vast majority of people still use them to display messages like "Hecky 4-Ever"! The problem? When Hecky leaves your life, the tattoo remains. Sure, there are removal techniques such as laser treatment, but they're expensive and time consuming. If you're in a hurry or on a budget, we recommend choosing an easy "do-it-yourself" method from...

# A MAD GUIDE TO...

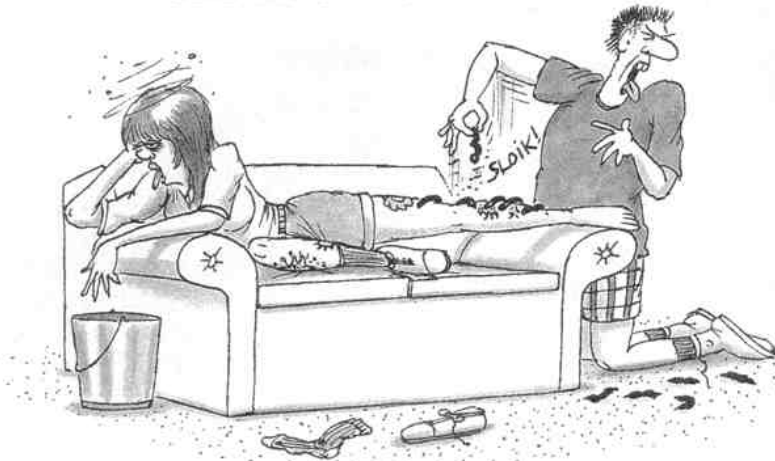
**THE HIGH-SPEED PLUNGER POP**



**THE ROLLERBLADE RUB-OUT**



**THE LEECH LUNCH-LIFT**



**THE HOT WIRE WELD-OFF**



**THE POISON IVY SCRATCH-AWAY**



**TAT  
REMO**

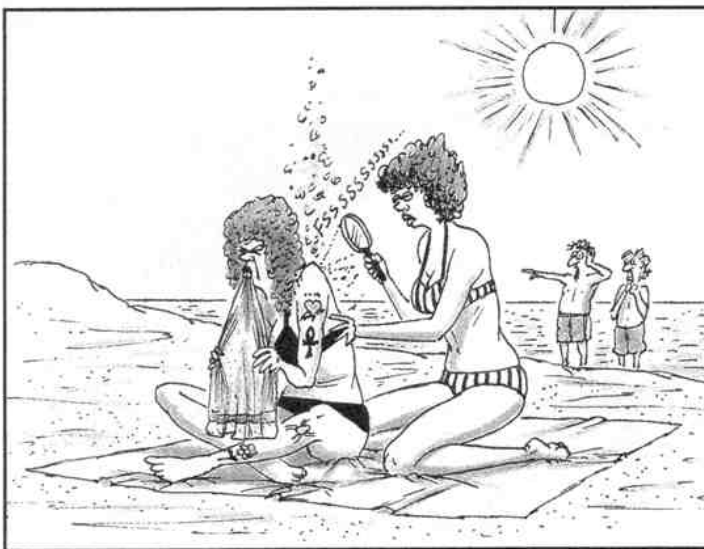
**THE DUCT TAPE POWER-PEEL**



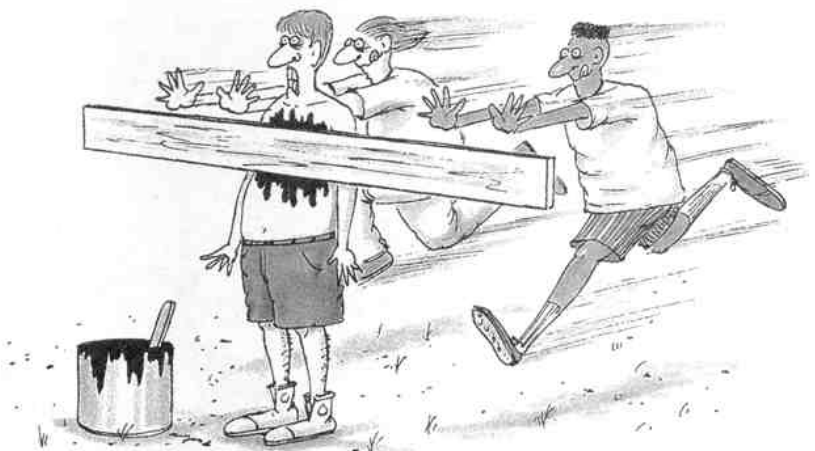
**THE COLD LAMPOST LICK, STICK AND PULL**



**THE MALIBU BAKE-AWAY**

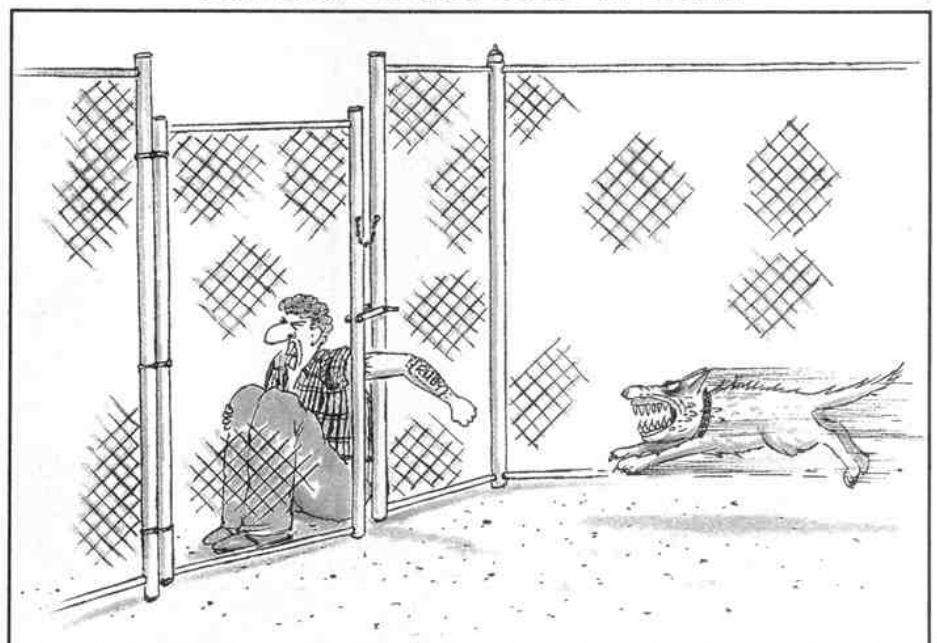


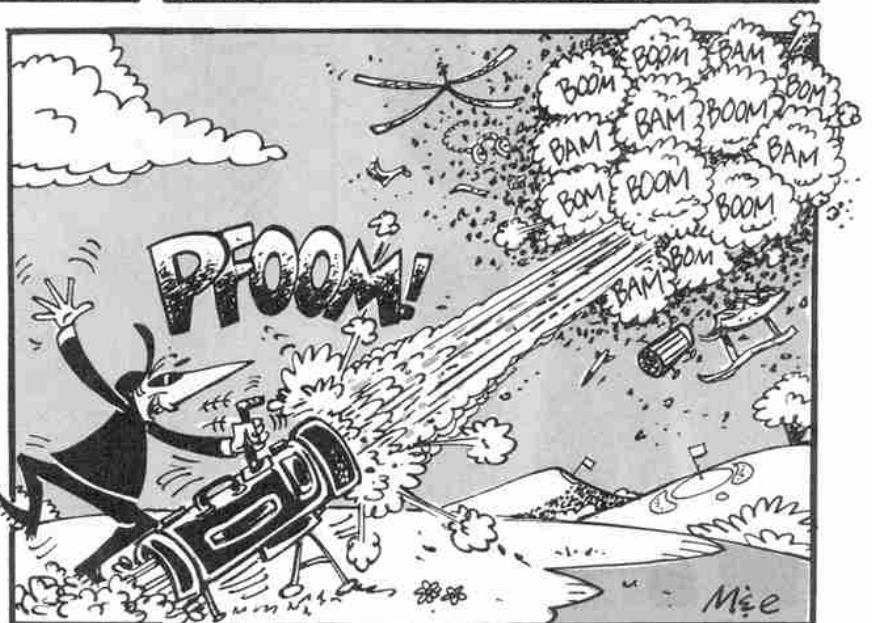
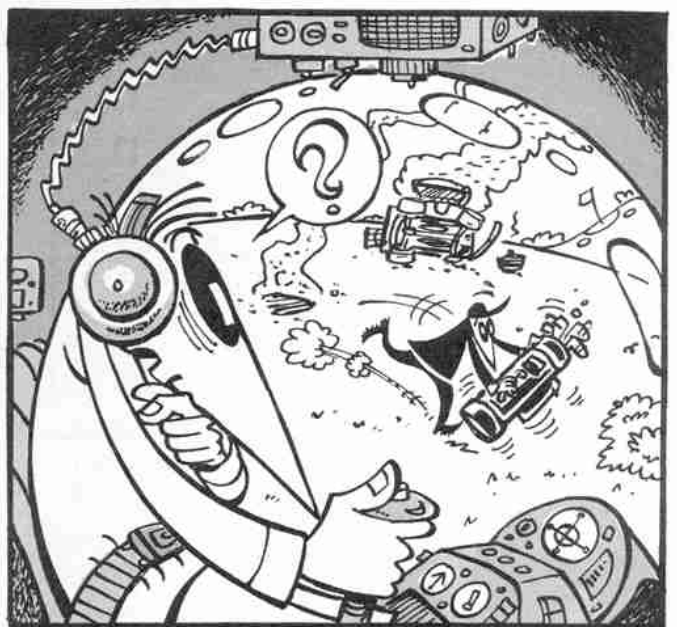
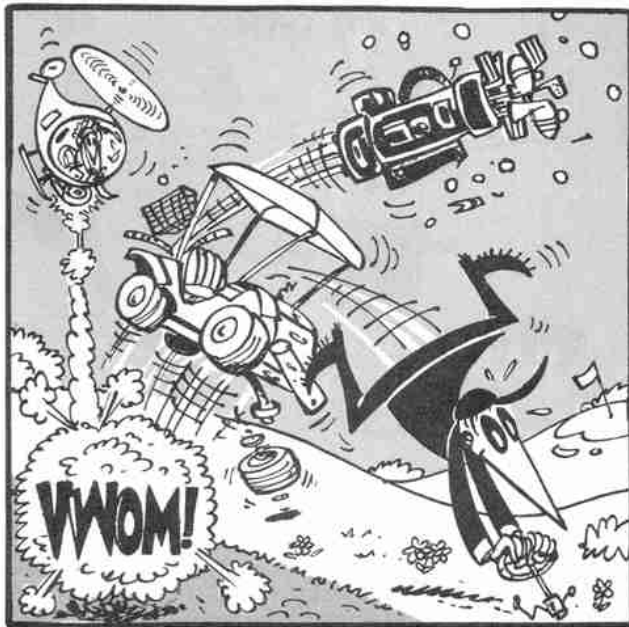
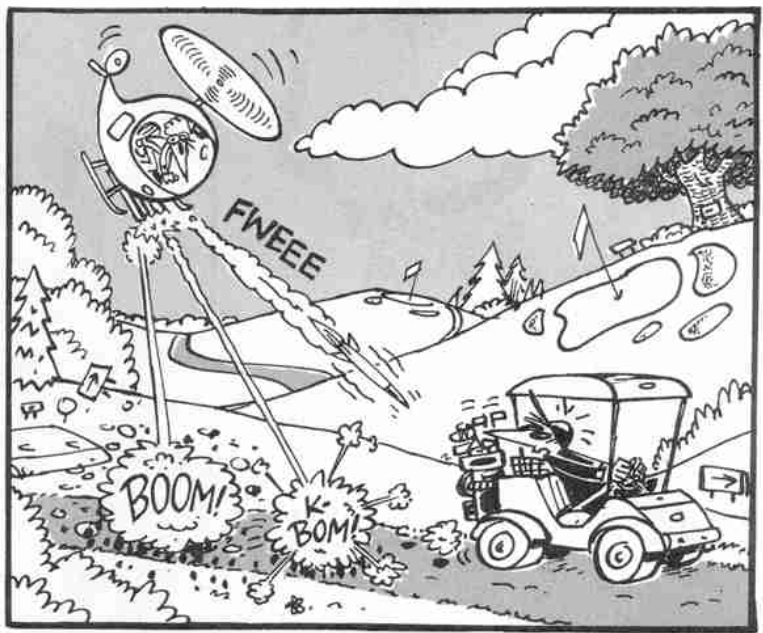
**THE HIGH-IMPACT PLANK AND TAR TRANSFER**



**TOO  
OVAL**

**THE GUARD DOG GULP 'N' GONE**





YOU KNOW/ AMERICA'S BEEN NUKED WHEN: The distinct odor of rotting flesh is wafting through your window...and you don't live anywhere near a White Castle.

DO THE RIGHT WING DEPT.

MILITIA GROUPS HAVE BEEN IN THE PRESS AN AWFUL LOT LATELY. SOME OF THE ARTICLES WOULD LEAD YOU TO BELIEVE THAT A FEW MILITIA MEMBERS ARE DROOLING GOONS. WELL, WE'RE HERE TO INFORM YOU THAT IT ISN'T JUST A FEW, THEY'RE ALL DROOLING GOONS! HERE'S...

# A MAD PEEK BEHIND THE SCENES AT A MILITIA GATHERING

I checked our coffers, and it looks like we're only \$239 short of our goal to buy the Russian-made 387KX Exterminator Mobile Rocket Launcher! With that weapon we could take out an entire unit of ATF agents before they even knew what hit them!

Yeah, We gotta be able to get this great product!

Troops, this calls for some really drastic action! Mildred, I want you to pull together another bake sale!

The other day my mother told me I was paranoid for joining a militia outfit. Can you believe that? My own mother!

So, what do you plan on doing about it?

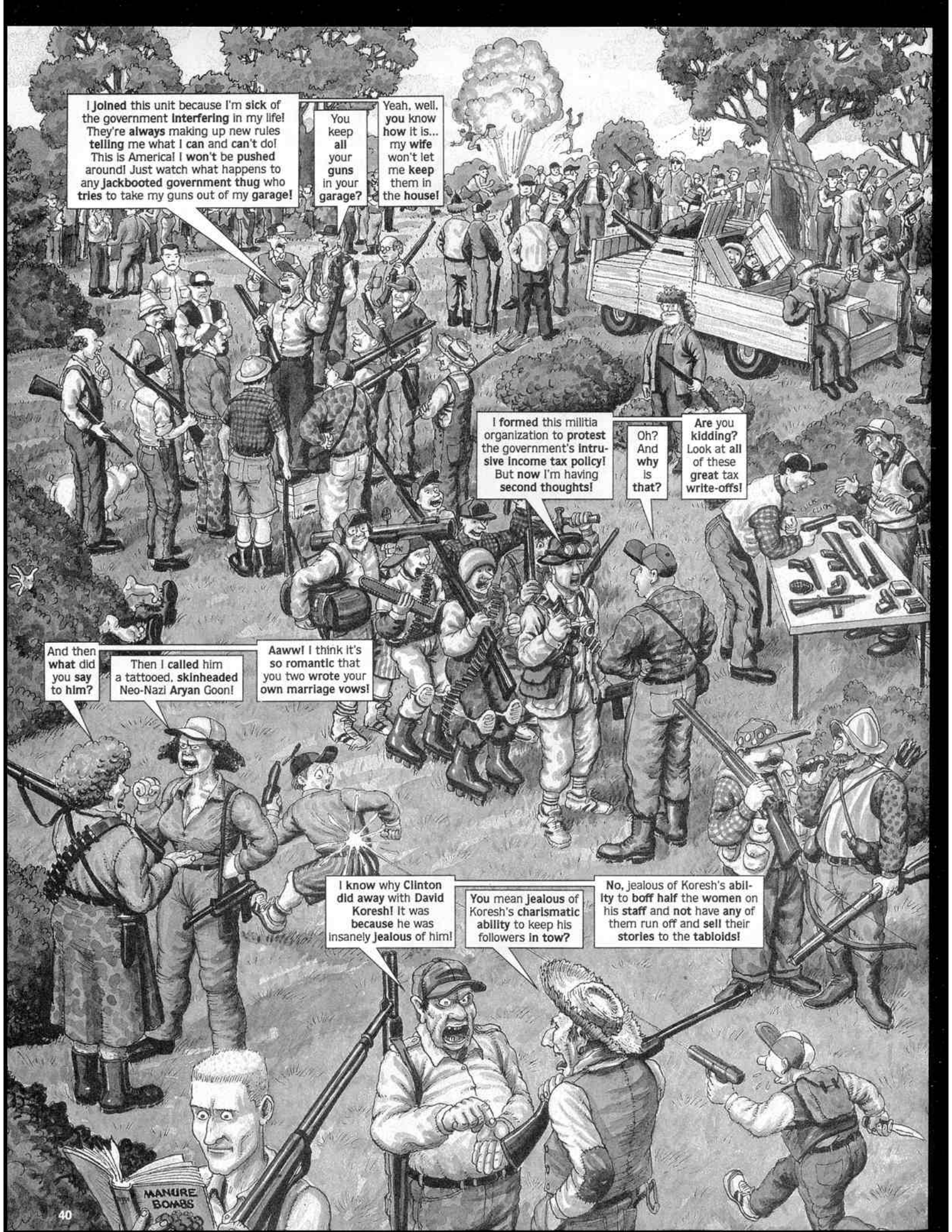
As soon as I locate the listening device she planted in my room, I'm going to confront her with it!

Besides the militia, I'm a member of other organizations that champion the rights of people like us!

You mean the N.R.A.?

Nope, Weight Watchers, the A.A.R.P. and Alcoholics Anonymous!

ARTIST: JAMES WARHOLA  
WRITER: JOHN CALDWELL



I joined this unit because I'm sick of the government interfering in my life! They're always making up new rules telling me what I can and can't do! This is America! I won't be pushed around! Just watch what happens to any jackbooted government thug who tries to take my guns out of my garage!

You keep all your guns in your garage?

Yeah, well, you know how it is... my wife won't let me keep them in the house!

I formed this militia organization to protest the government's intrusive income tax policy! But now I'm having second thoughts!

Oh? And why is that?

Are you kidding? Look at all of these great tax write-offs!

And then what did you say to him?

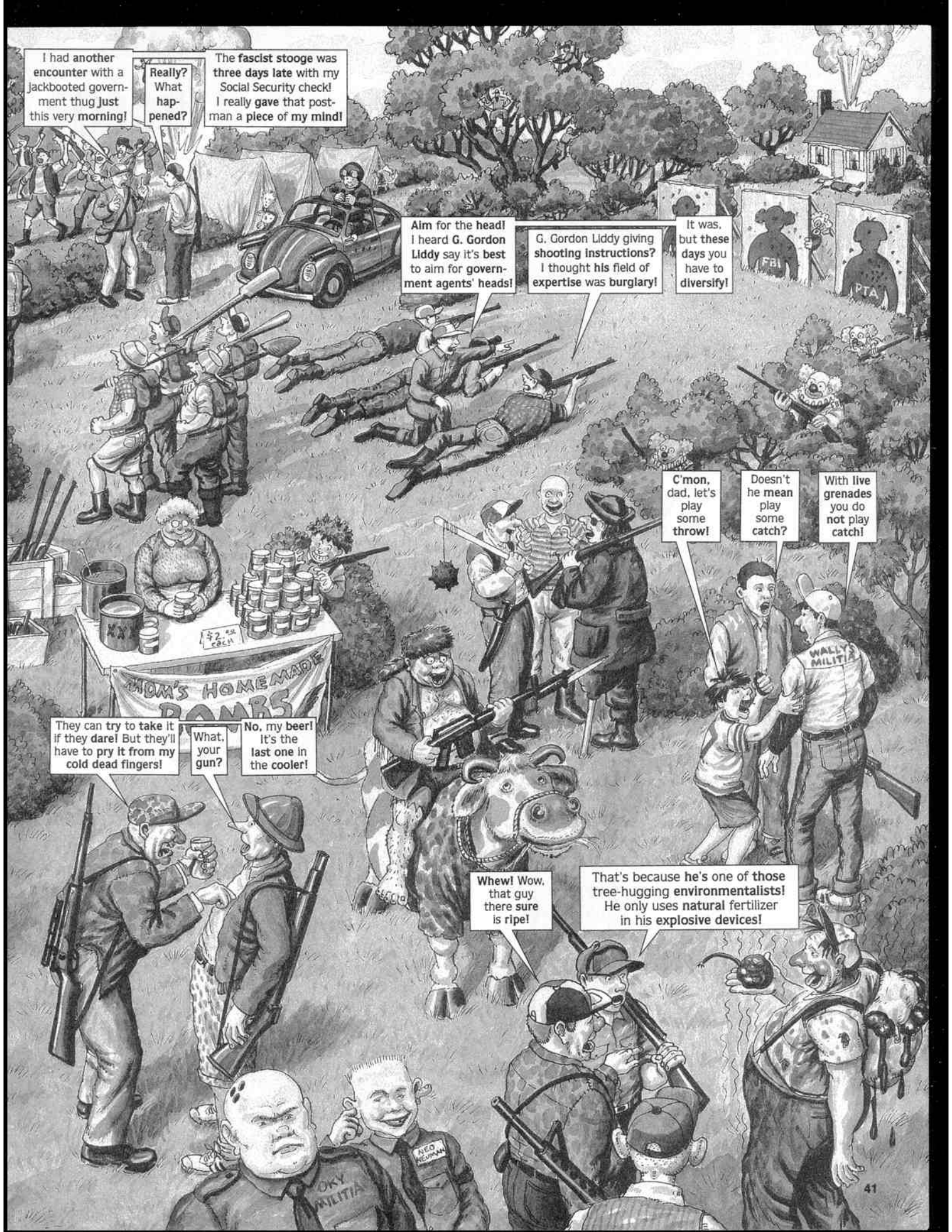
Then I called him a tattooed, skinheaded Neo-Nazi Aryan Goon!

Aaww! I think it's so romantic that you two wrote your own marriage vows!

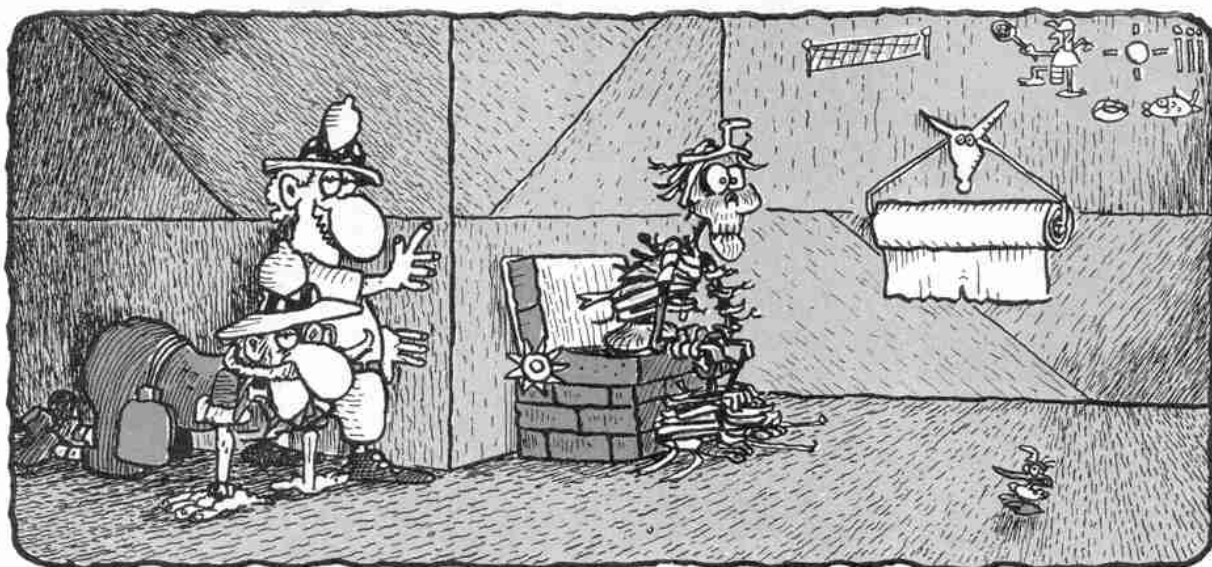
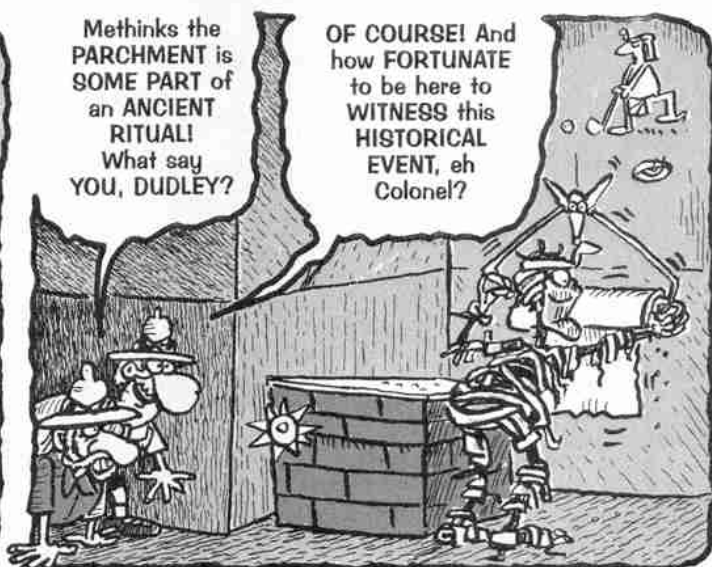
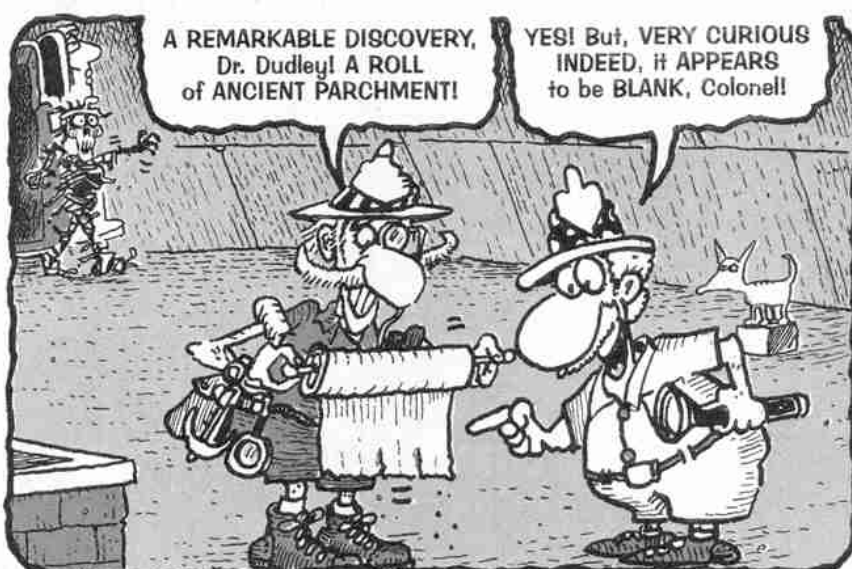
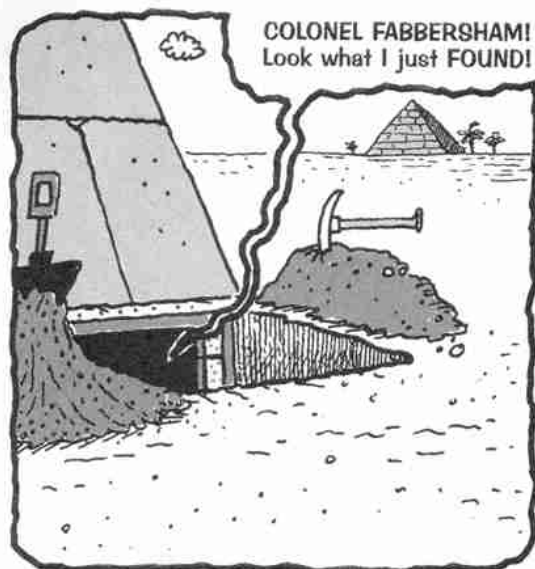
I know why Clinton did away with David Koresh! It was because he was insanely jealous of him!

You mean jealous of Koresh's charismatic ability to keep his followers in tow?

No, jealous of Koresh's ability to boff half the women on his staff and not have any of them run off and sell their stories to the tabloids!



# THE ASININE ARCHEOLOGICAL ATROCITY



Just thought I'd inform you, sir! The old nanny's gone! We need someone to look after your bratty children!

We've tried, Dullsi! I'm afraid we're never going to find anyone!

Wait, sir! Look! Up in the sky! Wearing a designer umbrella, a Scassi outfit, Bruno Magli shoes and a Bloomingdale's bag!

Is it the answer to our problems?

I'm afraid it's just the beginning of our problems, Sir! It's...

# The Ninny

ARTIST: ANGELO TORRES  
WRITER: JOSH GORDON



Anhhhhhhhhhhhh!  
Oyyyyyyyyyy!  
Wnnnnnnnnnnnn!

Excuse me, sir, but I believe a car alarm has gone off!

Hmm? Oh, that's not a car alarm, Dullsi! That's Fawn Flemm, The Ninny!

My goodness! It sounds like a wounded hawk meeting the screech of a cattle car!

Oh, if only it were really that mellifluous!

Kids, have we got a day planned? We'll go! We'll do! We'll schlep! Marquee, don't slouch! Bratton, don't potchkee! Crassy, eat your lox and bagels!

Miss Flemm, just what are lox and bagels?

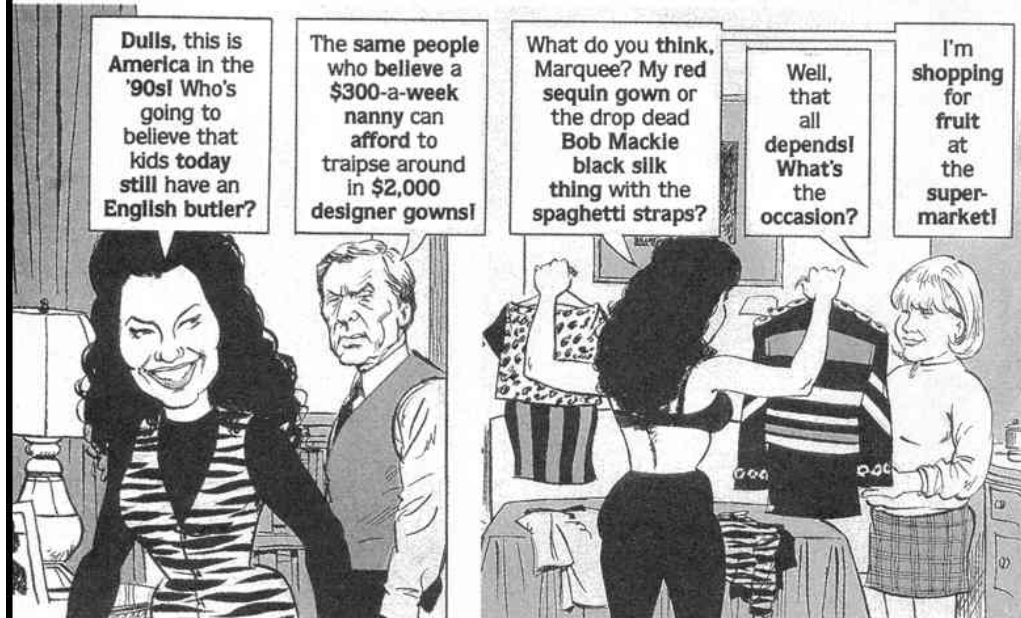
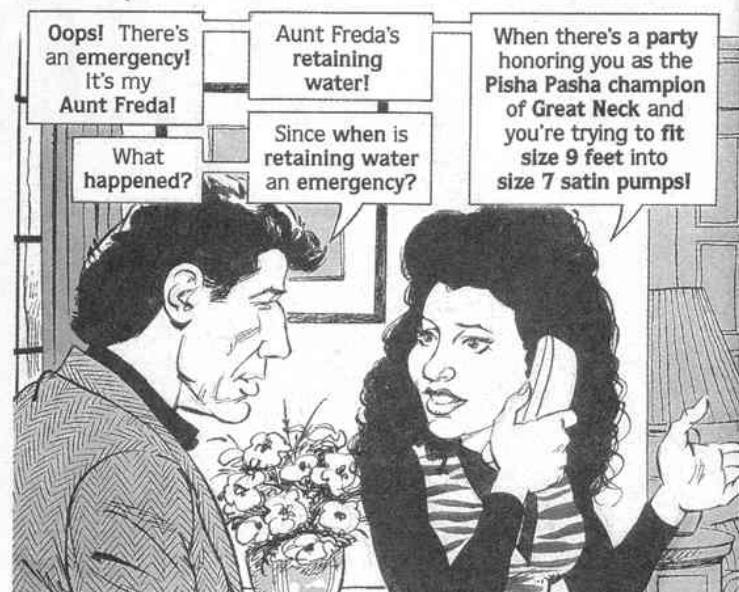
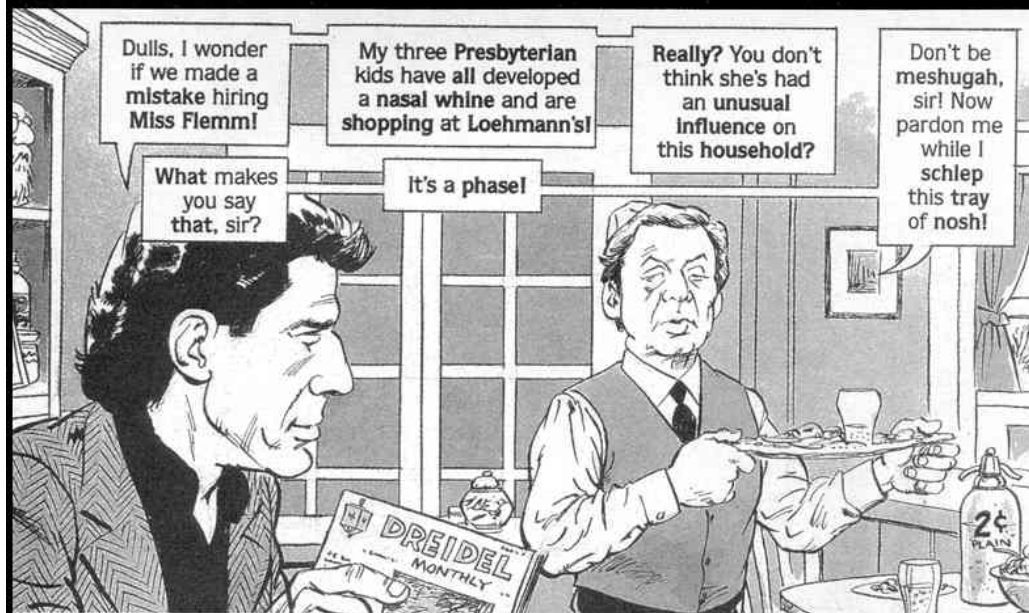
They're a kind of "fish and chips" with heartburn! And Bratton, you haven't even touched your kugel pudding!

Don't ask! Just remember the rule: If you can't pronounce it, it's delicious!

My what?



LEFT PLANKEN





Ma, doesn't he look like my Morty?

Are you meshuguh? He looks like your husband Morty like I look like Sharon Stone!

Sure he looks like my Morty... only slimmer, wealthier, and there's no hair growing in his ears!

So who can see? My contacts fell in the beef barley soup!

My God! They make the parents on *Seinfeld* look like royalty!

Tonight I'm going to audition a new play for the upcoming season!

Father, how come you're always holding auditions here in the townhouse?

There are certain very specific budget considerations!

What kind of budget considerations? You've got millions!

No, not me! This stupid TV show! With all of Miss Flemm's costume changes there's no budget left for us to build any new sets!

Miss Flemm! This was supposed to be *Oklahoma!* When did it become a production of *Fiddler On The Roof?*

I recast it! Theatre parties aren't going to shell out 65 bucks to see "corn as high as an elephant's eye" or "surreys with fringes on top"! But a mensch with a beard talking to God. . .

Are you sure the casting is right?

Well, it's a long shot, but I think it's going to work! They're going to love Nick Nolte as Tevya!

Nick Nolte as Tevya? That's an awful choice! He's so WASP-ish!

Was! After Barbra Streisand got through with him in *Prince of Tides*, he's a candidate for the School of Talmudic Studies!

Miss Flemm, what are you doing in my bed?

Well, I drank a little schnapps, got a little tipsy, and staggered into the wrong room!

I demand an explanation! In recent weeks you've hidden in my closet, wangled your way into my production of *Romeo & Juliet*, and now you're in my bed! Exactly what do you have in mind?

Isn't it obvious? I'm doing an ethnic '90s version of *I Love Lucy*!





**THE YUK STOPS HERE DEPT.**

Back in issue #329, MAD shocked the comedy world by introducing No-Joke Jokes, guaranteed laugh-getters that weren't really jokes at all. ("I come from a town so small, the hooker wore a helmet!") Joke-tellers around the world celebrated, but we still weren't satisfied! No, we pressed on, strove forward, stretching, stretching, stretching to break new comedic ground, to create a revolutionary new form of joke that doesn't require a punchline to generate big laughs! Unfortunately, we failed miserably, as you'll see for yourself after checking out these...

# JOKE SET-UPS THAT DON'T NEED A PUNCHLINE



ARTIST AND WRITER: JOHN CALDWELL

**A**  
**WORRIED**  
**NATION PONDER:**  
**WHERE WILL**  
**THE NEXT**  
**BOMB GO OFF?**

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

The threat of bombs exploding is like a black cloud following us wherever we go. Between airplanes blowing up, buildings being destroyed and the Unabomber getting into *Penthouse Magazine*, terrorism affects us all. To find out where the next horror is likely to be, simply fold in as shown.

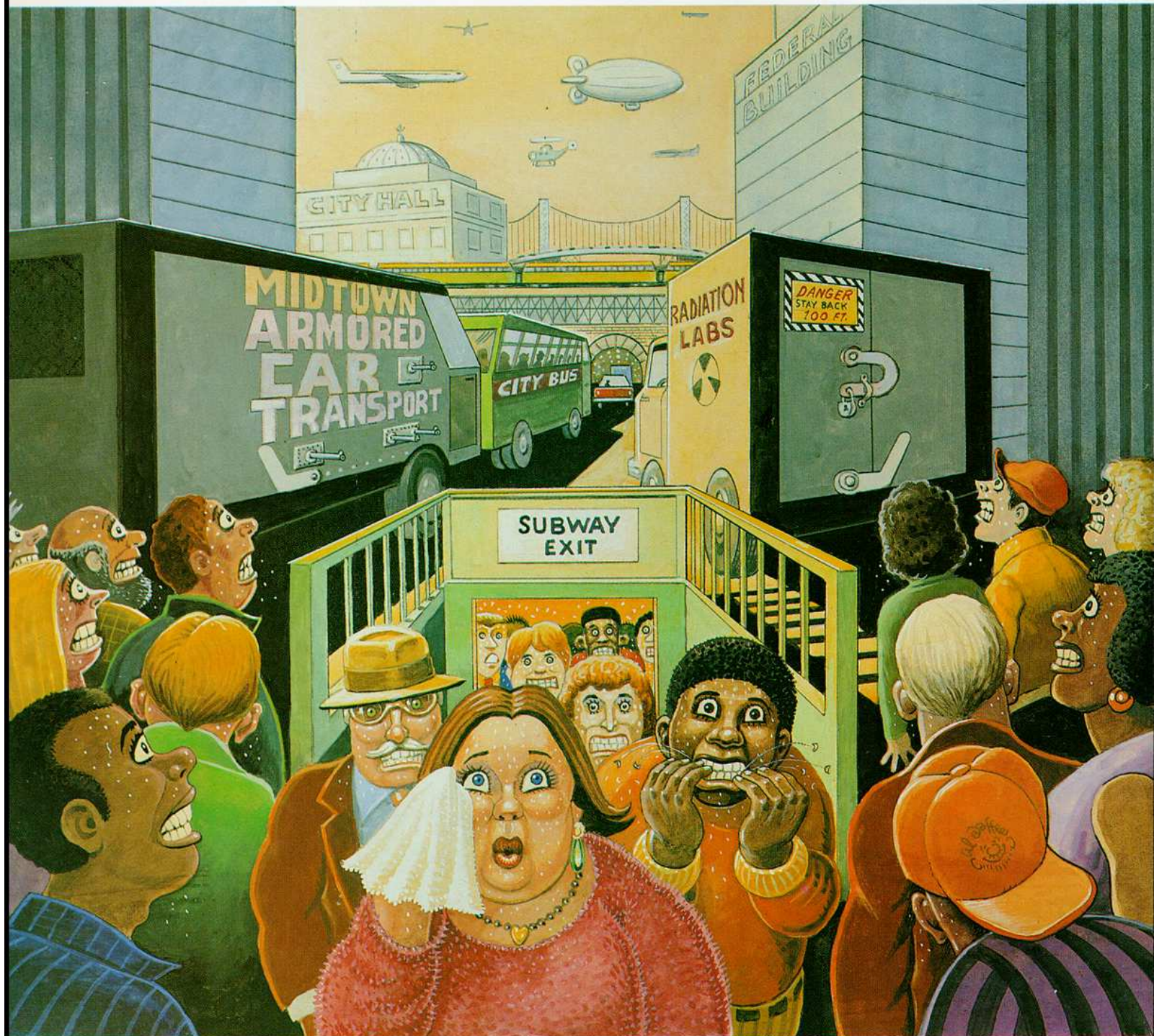


FOLD PAGE OVER LIKE THIS!

**A ▶**

FOLD THIS SECTION OVER LEFT

◀ **B** FOLD BACK SO "A" MEETS "B"



**ON ANY GIVEN DAY TERRORISM CAN STRIKE AND  
 THE FORCES OF EVIL SPREAD HORROR. WE CAN'T RELAX  
 NATIONAL SECURITY EVER. OUR COUNTRY'S NOW GET-  
 TING MORE VIOLENT ALL THE TIME. EVERY MAN  
 WOMAN AND CHILD IS AT DANGER WHEN CRAZIES LURK.**

**A ▶**

◀ **B**

# MAD Salutes Parenting in the '90s

...and then Goldilocks sees the three bears and...  
**bzzzt... crackle... krik...**  
Sorry, dear, we're going through a tunnel...

The illustration depicts a young boy with dark hair sitting up in a bed with a wooden headboard. He is holding a red rotary telephone to his ear. The bed is covered with a blue and white striped blanket and is cluttered with various items: a large brown teddy bear, a red rotary phone base, a soccer ball, a green book, and a yellow toy excavator. A brown dog is lying on the floor next to the bed. On the wall above the bed is a poster for 'POWER RANGERS' featuring a yellow lightning bolt and the word 'MORPHIN'. To the right of the bed is a television set on a wooden stand, and a red and blue toy robot is visible on top of the TV. The overall style is a vibrant, detailed painting.

# MAD Salutes Parenting in the '90s

...and then Goldilocks  
sees the three bears and...  
*bzzzt... crackle... krik...*  
Sorry, dear, we're going  
through a tunnel...

The illustration depicts a young boy with dark hair sitting up in a bed with a wooden headboard. He is holding a red rotary telephone to his ear. The bed is covered with a blue and white striped blanket and is cluttered with various toys, including a large teddy bear, a soccer ball, a green book, and a red toy gun. A brown dog is lying on the floor next to the bed. On the wall behind the boy is a poster for 'POWER RANGERS' featuring a yellow lightning bolt and the word 'MORPHIN'. To the right of the bed is a television set on a stand, and a small robot figurine is visible on top of it. The overall scene is a playful representation of a child's bedroom in the 1990s.