

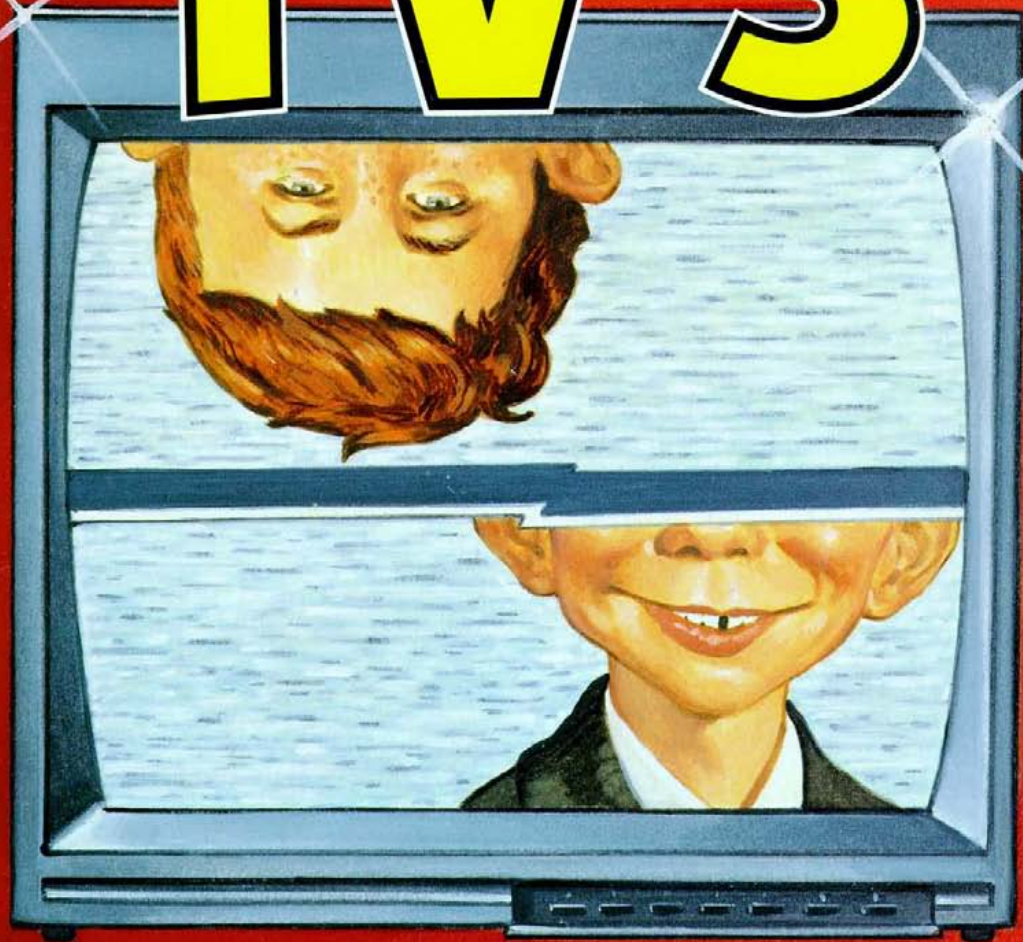
January
1992

\$3.50
Cheap!

MAD

S U P E R S P E C I A L

TV 3



96 Pages of All-Time Favorites!
Including 52 Pages of Classic Boob Tube Reruns
Guaranteed to Get A Lousy Reception!



AN EXCITING NEW SUBSCRIPTION OFFER EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things!)

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADison Avenue



New York, New York 10022

I enclose \$53.75 for a 40-Issue Subscription.
I'll save \$16.25 off newsstand price and get all three
MAD Pins shown above absolutely free!

I enclose \$33.75 for a 24-Issue Subscription.
I'll save \$8.25 off newsstand price and get the official
MAD Logo Pin absolutely free!

I enclose \$13.75 for an 8-Issue Subscription.
I'll save a paltry 25¢ off newsstand price and get to
look at someone else's MAD Pins because you won't
send me any!

CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

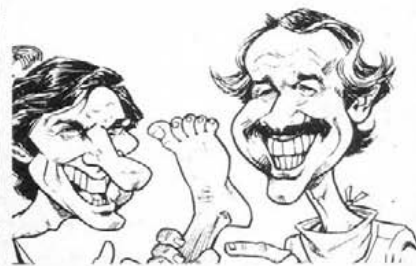
STATE _____ Zip _____

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

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 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

MAD TV 3



SUPER SPECIAL 78 JANUARY 1992



**DON'T CHANGE THAT CHANNEL!
DON'T ADJUST YOUR ANTENNA!
MAD'S 52 PAGE TV SECTION
STARTS HERE!!!**

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WILLIAM M. GAINES publisher

NICK MEGLIN and JOHN FICARRA editors

CHARLIE KADAU, JOE RAIOLA and SARA FRIEDMAN associate editors

ANDREW J. SCHWARTZBERG editorial asst.

LEONARD BRENNER art director

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

THOMAS NOZKOWSKI production director

DICK DE BARTOLO creative consultant

**WHAT
CURRENT
POP CULT IS
ATTRACTING
LEGIONS OF
FOLLOWERS?**

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

NEW CULTS SEEM TO POP UP DAILY. TO
FIND OUT THE ONE THAT'S REALLY HOT
RIGHT NOW, FOLD PAGE IN AS SHOWN

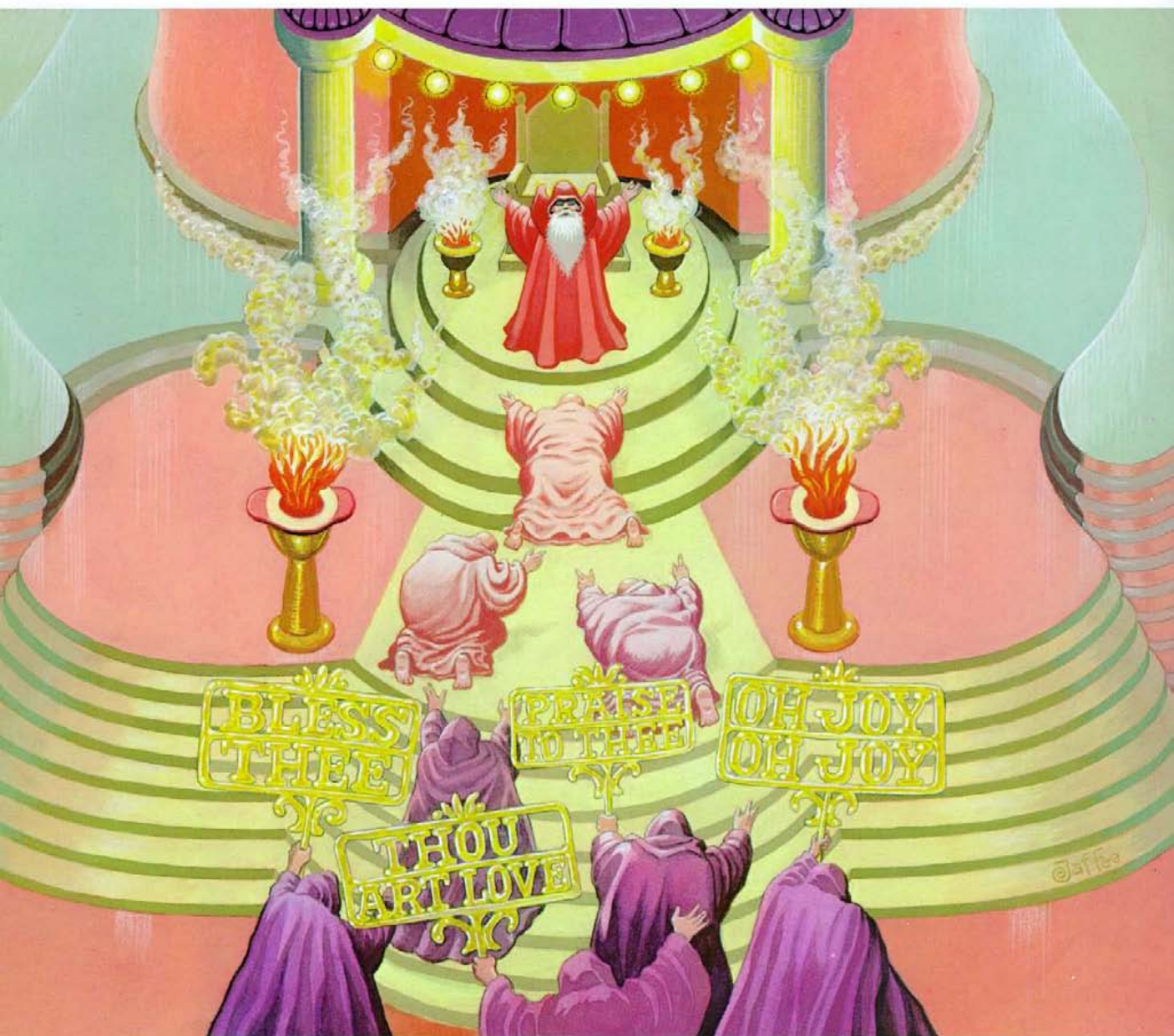


FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**MANY CULTS EXIST BECAUSE THEIR LEADERS,
DONNED IN FANCY ROBES, PROMISE FOLLOWERS A
WORRY-FREE LIFE WITHOUT TROUBLE OR HARDSHIP**

ARTIST AND WRITER:
AL JAFFEE

A▶

◀B

SNAPPY ANSWERS TO STUPID QUESTIONS IN A VIDEO RENTAL STORE

