

**THE SOUND AND THE
FURIOUS DEPT.**

Despite the many problems facing the world today, we have noticed that most of our country's top researchers are out testing which pain reliever works fastest or which filter traps more tars. They leave the *serious* work, it would appear, to more *concerned* folks. Like *us*, for instance. So here we go with the first published study released exclusively by

**THE
MAD
LABORATORY
REPORT
ON**



TEST: Determine various effects of various noises over various age groups

TYPE OF NOISE	EFFECT				
	Insignificant	Disturbing	Harmful	Deafening	Earsplitting
Milk over Rice Krispies					
Mosquito in room					
Andy Granitelli STP Commercial					
Debate over Vietnam					
Howard Cosell					
Gangland shootout					
Rhinoceros in heat					
Unsuccessful Rock Festival					
Successful Rock Festival					

TEST: To record effect of noise on the heart

NOISE	BEFORE NOISE	AFTER NOISE
Crackling of Knuckles 30 Feet Away		
Tantrum Scream of 4 Year Old 20 Feet Away		
Head-on Auto Collision 10 Feet Away		
Click of Mugger's Switchblade Knife 1 Foot Away		

SOLUTIONS: 1. Eliminate all kinds of unnecessary noise:



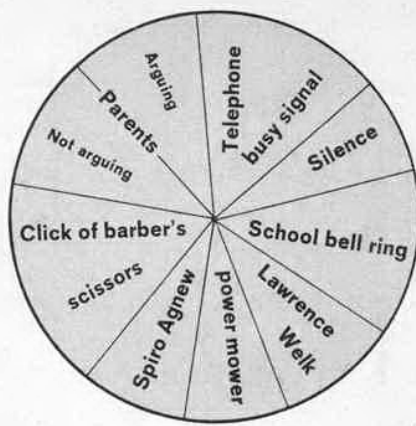
TEST: Determine most irritating noises to particular age groups



MEN OVER 35

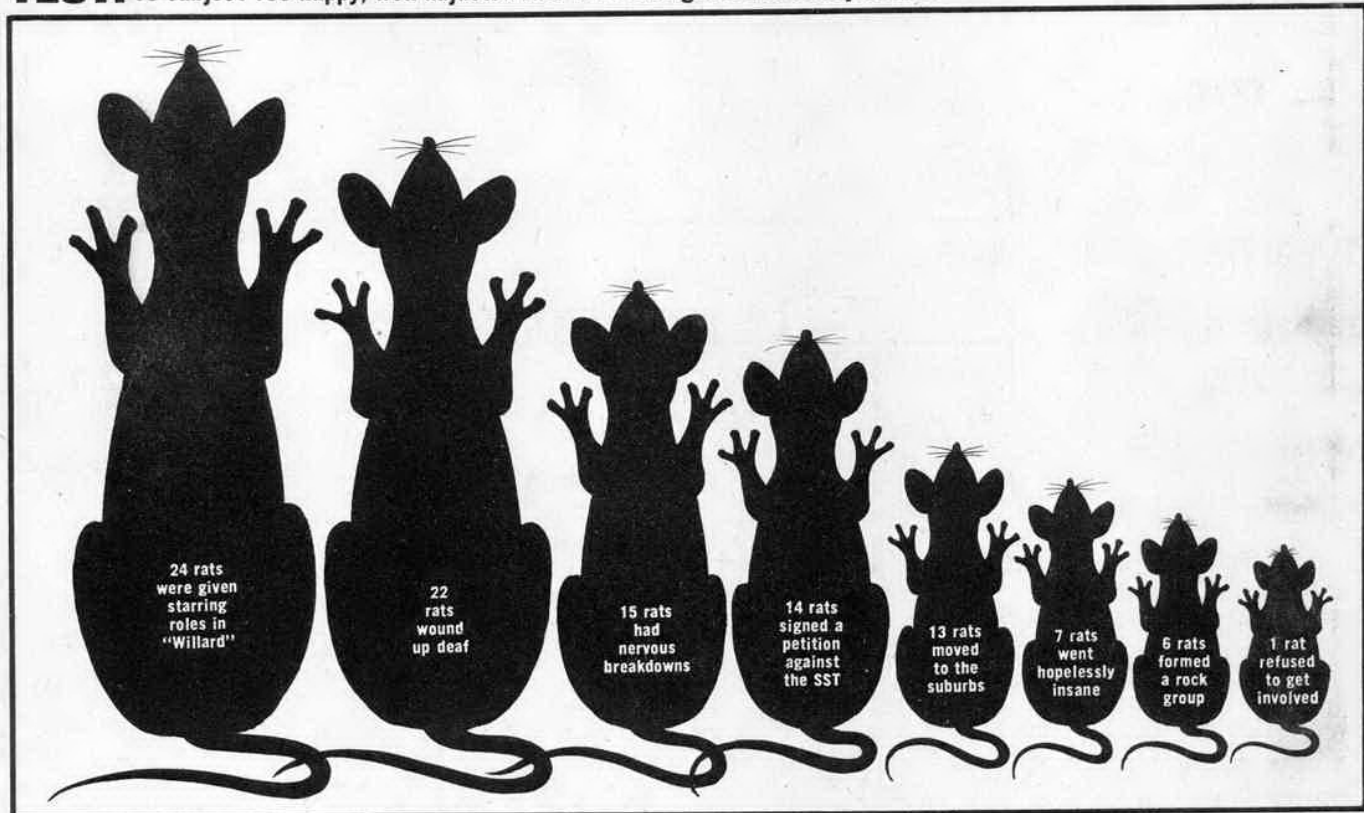


WOMEN OVER 35



TEENAGERS

TEST: To subject 100 happy, well-adjusted rats to 36 straight hours of city sounds



ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

2. Enforce Anti-Noise legislation:



3. Silence the biggest noise polluters of all:

