

We're all familiar with Public Service Announcements, those short plugs for worthy causes like preventing forest fires and helping sick children, that TV stations put on the air when they can't fill the time more profitably by selling a commercial. Well, have you noticed how you don't really listen to them any more because they always make appeals for the same handful of charitable causes? MAD feels there are many other vital and worthy causes that aren't getting a chance to be heard from. And so, we now proudly present this fresh new crop of...

PUBLIC SERVICE ANNOUNCEMENTS WE REALLY NEED

ARTIST: HARRY NORTH, ESQ.

WRITER: TOM KOCH

Remember me... Dandy Dicky Nixon? Today, I'd like to use my personal prestige to make one thing perfectly clear to all you Personnel Directors who do the hiring for American Industry all across this great, wonderful country of ours!



Tragically, some of our most talented executives are having trouble getting jobs, simply because they're past the age of forty! Also, because they've had to resign from office in disgrace! And in some cases, because they've had to serve time in the slammer!



Just look at these highly capable job-seekers! To protect their identities, I'll call them Spiro A., John M. and H.R. (Bob) H.! Now, I ask you... is it fair to deny executive positions to men like this merely because they're advanced in age, and maybe a little unethical?



We all know job discrimination is unfair! Besides, there's plenty of work in American Industry that doesn't require vigorous youth or high moral character! So won't you help by hiring a middle-aged, shifty-eyed job applicant soon?



And now, as a Public Service, here is **Bubba Nerdnoy** . . . speaking on behalf of American Industry

Howdy! As the star face mask-yanker for the Wheeling Dealers, I make a half-million dollars a year! So I can afford the best of everything, like classy women clear on up to genuine shag carpets!



That goes for automobiles, too! I've got the dough to choose from among Europe's best-engineered and finest-designed cars! But instead, I drive an ugly Detroit gas-guzzler . . . made right here in the good old U.S. of A.!

You see . . . I figure that America's been good to me, so I ought to make some sacrifices to show my appreciation!



I'm **Eddie Albert**! I want to introduce you to a friend of mine who needs your help! This is **Joey**!

Joey is 26 . . . but he's not like most young men his age! They have jobs, and many have wives and children, too! Unfortunately, **Joey** doesn't have those things! You see . . .



Joey is a **Tennis Bum**! There are thousands of lazy punks like **Joey** who depend on your generous donations of Gatorade and canned tennis balls for their very survival!



Hello! I'm **Jack Webb**, with an urgent appeal from your local law enforcement agencies . . . who are asking you to set aside just a few hours every week to appear in court and testify against defendants in criminal cases!

It's really easy to do! Just peek into courtrooms until you spot some punk who looks like he should be sent away for a long stretch! Then whisper to the Prosecuting Attorney that you want to testify as an eye-witness to the crime!

The D.A. and the Police will both appreciate your civic-minded act! You see, our public servants often have trouble obtaining convictions without using false testimony from volunteers such as yourself!



You probably feel the same way . . . whether you're a star athlete like me . . . or only a bank president, or a congressman, or some other paper-shuffler!

Besides, U.S. Auto Workers depend on all of us to buy the junk they make! So I urge you to do what I've done! Pretend there's nothing better on the market, and cheerfully put up with the extra expense and aggravation of driving a crummy American-made car!

They're safe too!



So if you happen to be one of those lucky Americans who receive a regular salary because you're not allergic to work, won't you share your good fortune with Joey and the other tragic figures around the world like him? Thank you!

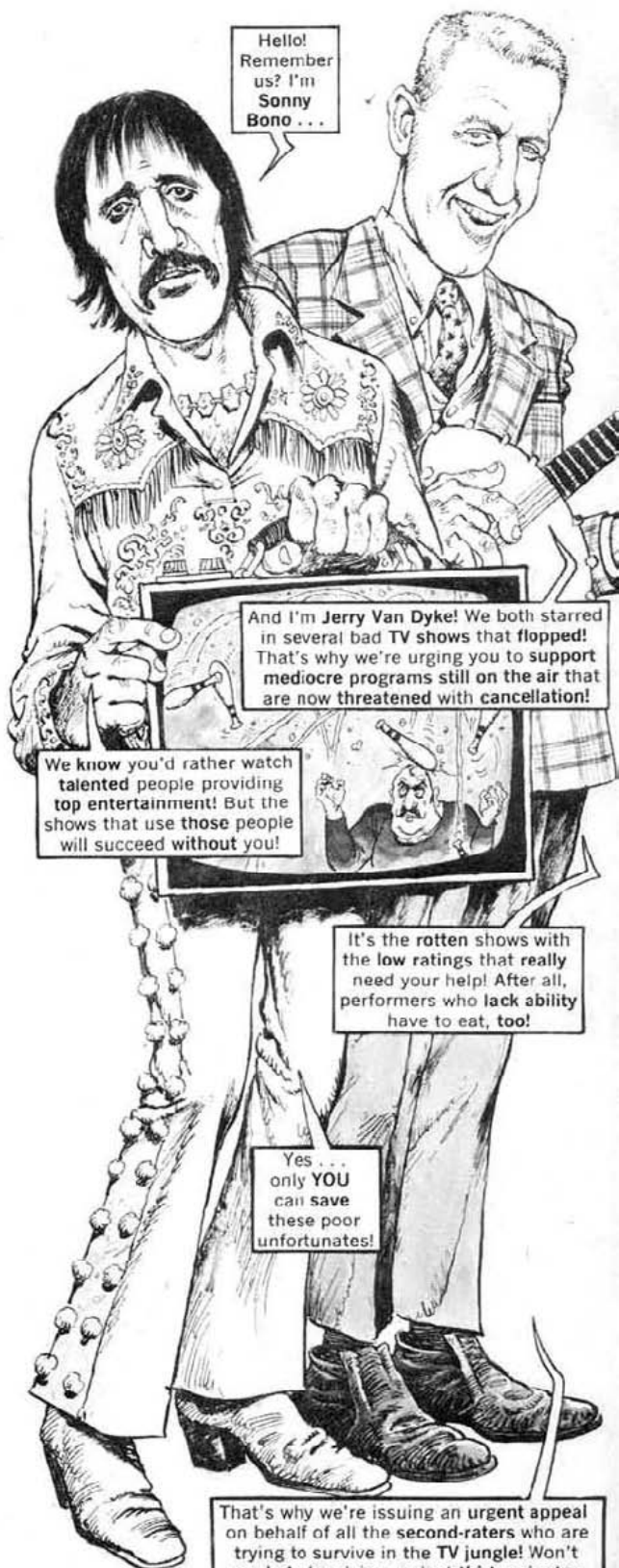


Surely it's worth an hour of your time to put some shady character away for good!

Even if he DIDN'T commit the crime he's charged with, he probably committed another one some time! So it's your duty to step forward and help convict him! Do it . . . today!



Hello! Remember us? I'm Sonny Bono . . .



And I'm Jerry Van Dyke! We both starred in several bad TV shows that flopped! That's why we're urging you to support mediocre programs still on the air that are now threatened with cancellation!

We know you'd rather watch talented people providing top entertainment! But the shows that use those people will succeed without you!

It's the rotten shows with the low ratings that really need your help! After all, performers who lack ability have to eat, too!

Yes . . . only YOU can save these poor unfortunates!

That's why we're issuing an urgent appeal on behalf of all the second-raters who are trying to survive in the TV jungle! Won't you help by giving up just thirty minutes of your time to watch a lousy show tonight?