

ASSEMBLY LINES DEPT.

Some time back (MAD #94 to be exact!), we ran an article about "Form Letters"... in which we suggested that various individuals, companies and government agencies could answer their "constantly repeated" complaints and inquiries with "Specific

"SPECIFIC FORM ANSWERS"

THE WHITE HOUSE Washington, D.C.

Dear Sir:-

Thank you for your letter to Mr. _____ of the President's staff.

Perhaps you are not aware of it, but due to some rather awkward circumstances over the past few months, Mr. _____ is no longer with us here at the White House.

We will, however, forward your letter to his new residence, where he will be residing for the next _____ to _____ years.

Sincerely yours,

Warren Sigler
Warren Sigler
Director of Temporary
White House Personnel

DELTA AIRLINES Atlanta, Georgia

"Delta is ready when you are!"

Dear Passenger:-

We are in receipt of your complaint, and we are very sorry for the embarrassment you suffered during a recent Pre-Flight Security Check when

- () the metal of your _____ activated the alarm system.
- () our Security Guard, while frisking you, accidentally touched your _____
- () our Baggage Inspector, while searching your luggage, held up a pair of your flimsiest _____ because he thought they looked suspicious.

As you can understand, these are precautionary measures which are necessary for the safety of all passengers, and while taking them, accidental and unexpected events can sometimes happen.

We thank you for your patience.

Yours truly,

Irwin Roseman
Irwin Roseman
Public Relations

POST OFFICE DEPARTMENT Washington, 25, D.C.

Dear Sir/Madam:

We regret that there was a delay in delivery, and that you received a letter _____ months/years after its mailing.

Your anger is justified, and we can sympathize with your plight. We know how embarrassing it is to receive a Christmas Card in August, or to just now receive a "V-Mail" letter from a son stationed on Guam during World War II.

But look at the bright side. At least you received yours! There are many unfortunate citizens who, because of unexplained snafus, never even get their letters!

We are sorry for the inconvenience, and we assure you that the Post Office Department is constantly seeking new ways to speed up service. In this, we have the full cooperation of both houses of Congress, and the President of the United States, Dwight D. Eisenhower.

Sincerely yours,

Arthur E. Summerfield
Arthur E. Summerfield
Postmaster General

OFFICE OF THE MAYOR The City of New York

Dear Citizen:-

We are terribly sorry to hear that you stepped in _____ on _____ Street.

In a City of 9 million people, many of whom own pets, it is almost impossible to enforce the curbing of every single dog or cat or whatever . . . and occasionally, accidents do happen.

People have a tendency to complain about the bad things of our City, but they should also try to remember the good things. New Yorkers have much to be proud of, and they can "walk tall"! Although in your case, you will probably be walking taller on one foot than the other for a while!

Sorry for the inconvenience.

Very truly yours,

Abraham Beame
Abraham Beame
Mayor

Form Answer-Letters". Well, since that time, there have been many more things for people to complain and inquire about, and many more "Specific Form Answer-Letters" that ought to be created to cover them. So here we go with an updated version of

ER LETTERS" THERE REALLY OUGHT TO BE

WRITER: ARNIE KOGEN

The Flip Wilson Show NBC

3000 West Alameda Avenue
Burbank, California 91505

Dear Viewer:

Thank you for your inquiry.

We can assure you that the gown Flip Wilson wears when he plays the character "Geraldine" on his TV Show is just a costume . . . and that Mr. Wilson is, in all other respects, perfectly "normal"! To ease any doubts you might still have, we are enclosing a photo of Flip smoking a cigar with John Wayne and Clint Eastwood, both of whom, you will admit, are acknowledged "He-Men". We trust this will close the matter.

Sincerely yours,

Bob Henry
Bob Henry
Producer

THE PURE FOOD AND DRUG ADMINISTRATION WASHINGTON, D.C.

Dear Concerned Consumer:-

In answer to your inquiry, Yes, we have just discovered that the previously considered safe food, _____, contains a dangerous amount of _____, and that consuming large quantities of it can give you the disease known as _____, and possibly also cause you to lose your _____ in extreme cases.

Laboratory tests have proven that it can be fatal to mice, can paralyze guinea pigs and can cause cramps in certain species of herring.

This information is not meant to frighten you. It is intended to make you aware that many standard foods are no longer "safe" and that the "Basic Seven" are now known as the "Basic Two" . . . and we're not altogether sure about either one of those!

Sincerely yours,

Scott Mitchell
Scott Mitchell
Director of Research and
Chief Food Taster

THE METROPOLITAN LIFE INSURANCE CO. New York City, New York

Dear Sir:-

We are terribly sorry to learn that you were "bored silly" by our agent, Mr. _____ during his recent attempt to sell you insurance.

It is especially upsetting to hear that you and/or members of your family actually dozed off in the middle of his discussion of:

- () "Insurance As A Hedge Against Inflation"
- () "The Eternal Dilemma: Ordinary Life Vs. Decreasing Term"
- () "Medical Insurance As The Only Defense Against The High Cost Of Prolonged Hospitalization Or Crippling Illness"
- () "How Insurance Can Enable You To Retire At Age 65 To A Trailer Camp In Florida"

We assure you that what our agents may lack in charisma, they make up in ability and their dedication to serve you.

We are, however, anxious to please you. If you still insist upon meeting with a representative with a little more "flair", we can send you one of our agents who wears a mustache.

Please let us know.

Sincerely,
Norman Edelstein, C.L.U.
Norman Edelstein, CLU
Director of Complaints

DAMIANO PRODUCTIONS Producers of "Deep Throat" HOLLYWOOD, CALIFORNIA

Dear Guys,

We're glad you enjoyed our picture. Sorry, but Miss Lovelace cannot accept your invitation to "entertain" at your next Fraternity Party. Thanks, anyway, for your interest.

Best regards,
Lionel Tishman
Lionel "Google-Eyed" Tishman
Production Assistant and
Principal Photographer