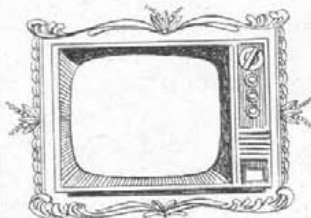


Hardly a day goes by that we don't all receive junk mail trying to sell us Accident Insurance that only pays off if we're totally dismembered in a bicycle crash on a turnpike, or Health Insurance that doesn't begin to provide benefits until we've already run up a \$50,000.00 hospital bill.

INSURANCE THAT EVERY

TELEVISION VIEWERS' MUTUAL CALAMITY COMPANY

PRE-EMPTION OF FAVORITE SHOW INSURANCE



Name of Insured

Name of Insured's Favorite Show!

1. In cases where Favorite Show is declared to be "The Dating Game" or "Let's Make a Deal," application for coverage may be denied on grounds that any pre-emption would be an improvement.

This policy reimburses claimant during any week when his favorite, regularly scheduled TV show is cancelled to permit presentation of a dull Special. (Excluded are favorite shows carried by ABC, none of which remains on the air long enough to be defined as "regularly scheduled.")

All other pre-emptions qualify for payment based on the following Inducement of Boredom table:

REASON FOR PRE-EMPTION	CASH COMPENSATION
Speech by the President	\$2.00
Speech by the Vice President	6.50
Any parade described by Jayne Meadows	1.79
Miss America Pageant (Bathing Suit Competition)35
Miss America Pageant (Talent Competition)	5.00
Any parade described by Allen Ludden and Betty White	4.40
All tributes to Sammy Davis, Jr.	2.75
Usual 35-to-7 Super Bowl game49
Unusual 24-to-21 Super Bowl game	
Claimant pays company	\$3.00



ALL STARCH INSURANCE COMPANY

DEMOLISHED LAUNDRY COMPREHENSIVE COVERAGE



YOU'RE IN STIFF HANDS WITH ALL-STARCH

NAME OF INSURED

ANNUAL PREMIUM - \$25.00!

1. Premium rate subject to automatic surcharge if policyholder's laundry normally includes satin socks, suede underwear or a velvet truss.

Section 1—Clarification of Policy Terms

(a) While this contract is in force, the company (referred to herein as "the company") will compensate the insured (referred to herein as "you") for all clothing (including former clothing) destroyed (or messed up something awful) by any laundry (or similar establishment engaged in the business of washing clothes).

(b) The term "laundromat" means you probably did it yourself, so we're not responsible.

Section 2—Schedule of Benefits

Button missing from returned shirt.....	\$.15
Shirt missing from returned button.....	2.75
Grease stains (per square inch).....	1.50
Ripped fabric (per linear foot).....	2.35
Laundry's alibis (per yakking minute).....	.40



MAD believes that the time is ripe for more practical forms of Insurance that would reimburse us for the small losses resulting from those huge annoyances that we all suffer through in everyday life. We think most MAD readers would willingly pay the premiums to sign up for these...

E POLICIES BODY NEEDS

ARTIST: ANGELO TORRES

WRITER: TOM KOCH

URBAN JUNGLE CASUALTY COMPANY

Comprehensive
Rudeness Insurance



ISSUED TO

Upon Payment
Of Standard Premium Of
\$27.50¹

1. Standard Premium subject to following adjustments in proven High Risk Rudeness Areas: Las Vegas—\$35.00; Devil's Island—\$55.00; New York—\$118.65.

SECTION 1. General Provisions & Limitations

A. Adequate compensation is hereby guaranteed to claimant for all acts of rudeness committed against his person (or emotions contained therein) by total strangers in public places of any description.

B. Protection at home is limited to payments for boorish behavior of uninvited neighbors who drop in for the sole purpose of committing acts of rudeness.

SECTION 2. Determination of Policyholder Benefits

1. Payment rates for profanities muttered or hollered at the insured by untipped rest room attendants, impatient cab drivers and aloof doormen are based on originality and the number of references to claimant's mother. Any obscene gestures accompanying profanity qualify for additional benefit of \$2.50.

2. A double indemnity provision is made for rudeness carried out against the insured on a crowded bus by small, skin kicking children or cranky old women armed with crutches or steel-tipped umbrellas.



VICTIMIZED MOTORISTS' INDEMNITY CORP.

IDIOT
MECHANIC
INSURANCE



INSURED

PRESENT VALUE OF CAR

ALLOWABLE DEPRECIATION RESULTING
FROM B.M.W.¹

1. Bollixed Mechanical Work

1. Payment of basic premium entitles Victimized Motorist to compensation for partial or total destruction of his car by Idiot Mechanics at any auto repair shop that claims to repair autos. Benefits are calculated according to the 1974 Actuarial Table of Standard Idiot Mechanic Bungles, as per following itemization:

Putting oil in radiator and/ or anti-freeze in crankcase.....	\$25.00
Causing horn to honk when steering wheel is turned.....	6.50
Squeezing VW piston rings onto Cadillac pistons.....	87.95
Forgetting to begin job by time completion was promised.....	4.00
Neglecting to replace drained brake fluid.....	80% of resulting hospital bill
2. Payment of supplemental premium entitles Victimized Motorist to claim Comprehensive Aggravation Coverage benefits as specified below:	
Having to take car back to have same job done right.....	\$10.00
Having to take car back to have something else fixed that Idiot Mechanic broke while fixing the first thing.....	\$20.00



GOLDLOCKS

MUTUAL PRESERVATION SOCIETY

BUTCHERED HAIRCUT INSURANCE



This document insures against wreckage by incompetent barbers of the policyholder's chosen hair style, described as follows:
 (Check one) Rasputin; Pre-1969 Bob Dylan; Harpo Marx; Louis XIV.; H. R. Haldeman; Telly Savalas.

This contract guarantees cash benefits for all butchered haircuts incurred by claimant, except when butcher job is done for free by a Barber College undergraduate. (See Cheapskate Exclusion Clause.) In accordance with federal law, coverage is available to both sexes on equal basis. (Women who want to look like Telly Savalas, see Crazy Lady Codicil provisions.) Subject to stated limitations, the following benefits will be paid:

NATURE OF BOTCH	STANDARD PAYMENT
Total elimination of one sideburn	\$2.75
Plastering down with smelly tonic that draws flies	1.50
Obstruction of vision by unwanted bangs	3.98
Gap created between end of hair and start of beard	6.00 ¹
Haircut OK, but barber fails to give insured a lollipop05
Creation of total disability by such severe butchering that claimant must remain indoors until hair grows back	\$20.00 per day

¹Female policyholders with beards, see Hormone Imbalance rider.



BELEAGUED HOUSEWIVES' INDEMNITY COMPANY

SUPERMARKET CHECK-OUT INSURANCE



ISSUED TO _____
 FOR THE 1974 PERISHABLE SOFT FRUIT SEASON
 MONTHLY PREMIUM:
 \$15.00 (or 2 for 29)

This policy pays cash benefits to claimants who suffer needless delay, scathing insults and/or blatant shortchanging at any supermarket check-out counter within the U.S. Reimbursement shall also be made for wanton destruction of groceries by box boys, whether through droppage, crushage or slammage.

Benefits For Atrocities Committed By Surly Checkers

Insistence that smeared 39¢ price tab is really 89¢	\$.50
Creation of scene over cashing personal check	1.20
Loud discovery that your "20¢ Off" coupon has expired19
Sneakily adding sales tax twice .. 90% of swindle	

Benefits For Horrors Inflicted By Nitwit Box Boys

Deliberately using wet bottomed brown paper sacks	\$3.98
Tossing loaded bags into shopping cart from a distance	4.79
Putting 10 lbs. of Kitty Litter in sack on top of eggs	\$1.08 doz.



HARASSED CITIZENS' REIMBURSEMENT SOCIETY

UNWARRANTED POLICE HASSLE INSURANCE



OUR FOUNDER

NAME OF INSURED _____
 AGE¹ _____ RACE² _____

1. If age is under 25, Annual Premium will be the standard 19.50, plus a \$72.00 High Risk Surcharge.
 2. If race is anything other than white, proof of diplomatic immunity, close friendship with mayor or status as ordained minister must be shown.

The company agrees to pay sums listed below for each unwarranted police hassle in which claimant is detained for doing any or all of the following:

Walking through high income neighborhood after dark	\$5.25
Waiting for a bus at a Bus Stop in a suspicious manner	3.00
Resembling a Puerto Rican or a Chicano	4.50
Resembling a Puerto Rican or a Chicano in a leather jacket	9.95
Picking up rock within 300 yards of a store window	2.75
Jogging in public park without proper I.D. ...	5.00
Conorting with a known juvenile	1.30
Standing in front of a bank with hands in pockets	6.79

