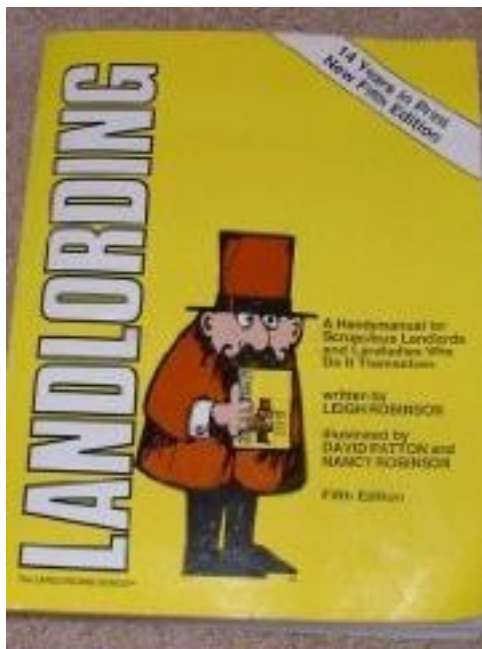


Landlording



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Of all the people in the world, who s more detested than the landlord? After all, he puffs big cigars, sneers, wears a black cape, drives a Cadillac car, dallies with divorcees, runs down little kids, drives unfortunates from their homes, ignores all tenant complaints, keeps at least one family of roaches in every unit, loves the fresh air which broken windows provide, and welcomes rodents of all kinds to make their homes in his rent-

als.

And if that landlord happens to be a landlady--well, then, everybody knows what she's like! She's got a nose longer than Pinocchio's, larger than Durante's. Her ears rival Dumbo's. She's got Big Brother's omniscience, and she blabs every bit of it. She's devised ways to pinch her pennies that Jack Benny never dreamed of, and while there may

not be snakes growing in her hair, big pink rollers sure do.

You're a landlord or landlady, aren't you? Don't these descriptions sound just like you?

They don't?

Aha! Then you must be a scrupulous landlord or landlady. Wonderful! Thank heavens we found each other! You're pretty difficult to recognize, you know. You're not at all like the characters described above, those weird mythological creatures. You look and act reasonably normal. Well, that's just great because this book was written with you in mind!

Being quite normal yourself, you have probably wondered how the landlords and landladies of this world ever got such terrible reputations in the first place and why they

get so little sympathy from most people today, no matter what the situation, no matter who's at fault.

They got such bad reputations deservedly years ago because they were largely unfettered by laws (what laws there were, were of their own making) and could easily take ad-

vantage of their tenants, and so some did, arbitrarily controlling their tenants' lives like petty dictators. They were feared for the power they wielded and naturally they were hated, becoming folklore villains who were always portrayed as being insensitive, cruel,

thoughtless, heartless, and greedy to an extreme.

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