CG 7: Announcements

• Reading packets are available at Allegra Copy (corner of Thayer & Waterman Streets)

• Course website and newsgroup can be accessed
Language, Truth & Advertising

The Context: Advertising & Society
Preconditions for advertising:

- Availability of advertising medium
- Availability of goods
- Disposable income
- An economic system that allows individuals to make choices about spending
What does advertising accomplish?
“Advertising ministers to the spiritual side of trade. It is a great power that has been entrusted to your keeping which charges you with the highest responsibility of inspiring and ennobling the commercial world. It is all part of the greater work of the regeneration and redemption of mankind.”

-Calvin Coolidge’s 1926 address delivered to the Annual Convention of the American Association of Advertising Agencies
“Advertising, it must be remembered, is a sort of fungus, a parasitic growth, adding no value to the goods consumed, and producing in general no direct return. “

-Frederick Dwight, 1909 “the Significance of Advertising” in The Yale Review
What are the intended and unintended consequences of advertising?
1. Promotes efficiency by disseminating information encouraging consumer choice

“When we stop to consider the part in which advertising plays in the life of production and trade, we see that basically it is that of education.... My conception of what advertising agencies want is a business world in which standards are so high that it will only be necessary for them to tell the truth about it. It will never be possible to create a permanent desire for things that do not have a permanent worth. It is my belief that more and more of our country is conforming to these principles.”

-Calvin Coolidge
2. Stimulates/creates desires, increasing wealth of society

“The uncivilized make little progress because they have few desires. The inhabitants of our country are stimulated to new wants in all directions. In order to satisfy their constantly increasing desires they necessarily expand their productive power. They create more wealth because it is only by that method that they can satisfy their wants. It is this constantly enlarging circle that represents the increasing progress of civilization.... If we proceed under the present system, there would appear to be little reason to doubt that we can continue to maintain all of these high standards in wages, in output and in consumption indefinitely.”

-Calvin Coolidge
Increased wealth provides a society with resources to undertake many things it couldn’t otherwise afford

• Political/military power
• Research and development
• Cultural/artistic endeavors
• Education
• Health care
3. Promotes insecurity, envy leading to personal & social instability

“Advertisers in general bear a large part of the responsibility for the deep feelings of inadequacy that drive women to psychiatrists, pills or the bottle. You keep telling us over and over that if we could use that or have this or look like that. We would be forever desirable, forever happy. So we spend our time worrying over the grey streak or the extra pound or the dry skin instead of our minds, our hearts, and our fellow men.”

Marya Mannes, 1964 *But Will it Sell?*
4. Environmental devastation
5. Provides support for artistic/cultural endeavors

- By providing economic support
- By creating shared cultural context: advertising is a significant contributor to American folk culture
6. Promotes transfer of values towards goods, away from people, society

“By nailing a man’s whole attention to the floor of his mere consumer interests it is hoped to render him incapable of appreciating the ever-increasing degree of his spiritual, political and moral degradation. What has happened to the idea that a man should live in full enjoyment of social and legal justice, and have a creative share in economic and political power? Instead, all he is actually offered is a chance freely to choose which washing machine or refrigerator he wants to buy.”

Vaclav Havel, 1975, *Letter to Dr. Gustav Husak*
7. Promotes pursuit of new knowledge, encourages consumer awareness, rationality

“Presented with facts presented in a compelling fashion, consumers will tend to do the intelligent thing.

The mere ability to use information to sell products is an incentive to create new information through research… the necessity of achieving credibility with consumers and critics requires much of this information to be placed in the public domain.”

8. Promotes irrationality, erosion of critical thought

“One of the tendencies of democracy, which Plato and other antidemocrats warned against a long time ago, was the danger that rhetoric would displace or at least overshadow epistemology; that is the temptation to allow the problem of persuasion to overshadow the problem of knowledge. Democratic societies tend to become more concerned with what people believe than with what is true, to become more concerned with credibility than with truth.”

Daniel J. Boorstin, 1974, Democracy and Its Discontents
What assumptions are made about the rationality of the communicative exchange between advertisement and audience?

How does this affect our assessment of potential consequences of advertising?
Strong rationality assumptions

- Promotes efficiency by disseminating information encouraging consumer choice
- Promotes pursuit of new knowledge
- Promotes consumer awareness, exercise of rational thought
Weak rationality assumptions:

- Promotes insecurity, envy, possibly leading to social instability
- Erodes rationality, critical thinking
Readings

• Michael Geis:
  – *Introduction*
  – *Some Words and Phrases of Advertising English*
How should advertising be regulated? (if at all)
What information is conveyed about the product?

- High-utility advertising message: focuses on properties/features inherent to the product
- Low utility message: associates properties with the product that are not inherent to what’s being sold
The Ford Four Cylinder, Twenty Horse Power, Five Passenger Touring Car $850.00 Fob. Detroit

The car and accessories listed among the "premium series" contains in this way, powerful five-passenger touring car of the latest model of 1910. A car that proves at least equal value with any $1000.00 car advertised, and at the same time with the several hundred dollars less than the lowest of the rest.

Compare the following features of the new Ford car with those of any other good car, and see if you can find in your own mind the additional requirements that have any other car.

The Model T is a 4 cylinder, 20 h.p., five passenger family car, powerful, speedy and reliable - a car that looks good and is as good as it looks.

Back in our very shop, it is an "unことができない" car.

It is supplied with a new private seat and the same is available in pressed steel bodies, the leather goods being of the same quality here.

A 20-Horse Power, 4 Cylinder, 5 Passenger Touring Car should be the right price - $850.00. Get a good car and you don't have to worry about it.

For further details, which is of no value to the public.

Ford Motor Company
266 Piaget Ave.
Detroit

Branches: New York, Boston, Philadelphia, Buffalo, Cleveland, Chicago, St. Louis, Kansas City, Denver, Seattle.

The

PENALTY OF LEADERSHIP

In every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. In art, in literature, in music, in industry, the reward and the punishment are always the same. The reward is widespread recognition; the punishment, fierce denial and detraction. When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envying few. If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues wagging. Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. Whatever you write, or paint, or play, or sing, or build, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it cannot be done. Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had detested and displaced urged and cried angrily that he was no musician at all. The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. There is nothing new in this. It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. And it all avails nothing. If the leader truly leads, he remains—the leader. Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. That which is good or great makes itself known, no matter how loud the clamor of denial. That which deserves to live—lives.
Why husbands leave home

He gets home from a typically miserable day at the office, and what does he find? Love? Tender hugs and kisses? No such thing. He finds a scribbled note, and there, in the freezer, nestled among the roasts—Let's face it. Run-of-the-mill frozen meals don't do right by him or you.

On the other hand, Schrafft's frozen food do. They taste like the meals you fix yourself when you have the time to really fuss.

Only they're frozen! Take Schrafft's frozen Fish Cakes for instance. Tasty morsels of cod—mixed with potato and seasonings surrounded by a crisp crust.

He may be angry for a little while, but then he'll taste it, and when you get home the chances are extremely good that he'll still be there.

HURRY-UP MEALS YOU DON'T HAVE TO MAKE EXCUSES FOR

SCHRAFFTS
"You're hours earlier than we expected!"

Illustrated is the LaSalle Special Sedan, B1-865* (prancing slate almost new).

IT'S a common experience for new owners of LaSalle to exclaim: "The time a journey..."

...will take. And it is a perfectly natural one—on one ride in a LaSalle will reveal.

Since you know the question—there's no way to tell how fast you're traveling or how far you've gone. The engine won't tell you—perhaps because a LaSalle is so smoothly quiet.

And you can't trust fatigue to warn you; there isn't any! Of course, LaSalle's progress is so steady and level that you feel as you ride. And handling ease is so near perfection that day-long driving is no more tiring than a run downtown need be.

You won't find that kind of performance elsewhere at LaSalle's low price—and for a very good reason. LaSalle is powered by a Cadillac V-8 engine, and the chassis is Cadillac construction throughout and through.

Yet, so important engineers will tell you, is really all you need to know about LaSalle. For it means that LaSalle is built to the highest precision standards in the industry.

LaSalle's transmission is a good example. Each set of gears is hand-matched to a welded rear axle to make certain of quiet operation and long service. The result is typical of LaSalle's entire construction—so other transmissions known to any engine is easily noticeable.

That's why LaSalle performs with such remarkable efficiency and exceptional economy—it is completely Cadillac-built. And that's the finest recommendation any car could have.

Why not see your Cadillac-LaSalle dealer and drive a LaSalle? That's the best way to learn what a different Cadillac construction makes.

LaSalle, 150 cubic inch, V-8 engine. Car tested, sedans, $1230; prices subject to change without notice.
"It's got Everything but Wings!"

If your husband isn't a present giver who doesn't long to show you he's got the smartest, most modern automobile...

In the new De Soto there are plenty of practical reasons to back up that same — in fact, 30 minutes courtesy car in that car you've longed for but hasn't found in your 1940's, 1950's, or 2050.

De Soto's engine has 15 more horsepower than your probably equip with your present car. Seats are as roomy as it suits your mileage. Guarding's singles — just a lift from low to high. The handy-shift is right on the steering post — it's off the floor, out of the way.

Now all passengers get a "cradled" ride, before the miles — yes!""— sure happened. De Soto's dash catches your eye, too, for easier entrance — and the windows roll all the way down.

Actually, you enjoy 20 new developments — most of them things you've wanted for years and years old. And De Soto's a present at $395 to $600 lower than last year.

See your De Soto dealer today — and not all you're missing. You get a good deal on the one car that offers all the 20 features you don't know how.


For more information, call your local De Soto dealer.
THE PSYCHOLOGICAL EQUIVALENT OF A THREE DAY BEARD.

IN THIS BUTTONED-UP, STARCHED-COLLARED WORLD OF OURS, THE 175 HORSEPOWER, FOUR-WHEEL DRIVE '84 ISUZU RIDER IS A VERY WELCOME DEPARTURE. CALL (800) 726-2700.
Songs of the South

FOR U. C. V. REUNIONS AND OTHER SOCIAL GATHERINGS.

ARRANGED BY COL. JAMES W. BOWLES OF LOUISVILLE, KY.

FOR WOOLSON SPICE CO., TOLEDO, OHIO.

Lion Coffee

For additional copies of this Song Book see price list, page 2.
DIXIE'S LAND.
From Southern War Songs, as sung by the Confederate Soldiers.

Away down South in de fields of cotton,
Cinnamon rod and sandy bottom,
Look away, look away,
Look away, look away.

Den' way down South in de fields of cotton,
Vinegar shoes and paper stockings,
Look away, look away,
Look away, look away.

Den' I wish I was in Dixie,
Oh, oh! Oh, oh:
In Dixie's land I'll take my stand,
And live and die in Dixie.
Away, away,
Away down South in Dixie.

Pork and cabbage in de pot,
It goes in cold and comes out hot,
Look away, look away,
Look away, look away.

Vinegar put right on red beet,
It makes them always fit to eat,
Look away, look away,
Look away, look away.—Chorus.

Old Missus marry "Will-de-weeder,"
William was a gay dissenter;
Look away, look away,
Look away, look away.

But when he put his arm around 'er,
He smiled as fierce as a forty pounder.
Look away, look away,
Look away, look away.—Chorus.

Dad's buck-wheat cakes and Injun batter,
Makes you fat or a little fatter,
Look away, look away,
Look away, look away.

Den' hoe it down and scratch your grobble,
To Dixie's land I'm bound to 'rabble;
Look away, look away,
Look away, look away.—Chorus.

If you are tired after a hard day's work try Lion Coffee. It cheers you up and makes you happy.
LIGHT AND SHADE
DREYDOPPEL SOAP
NO FINER MADE.
A mite of queer humanity,
As dark as a cloudy night,
Was displeased with his complexion,
And wished to change from black to white.
The method of manufacturing Dreydoppel Soap is based on scientific knowledge, practical experience and recognized skill. Dreydoppel Soap is one of the few soaps that are saponified most thoroughly.

It acts like cream—softening, refreshing to the skin, rendering clothes beautifully white, sweet, disinfected and healthful to wear.

Have you ever tried it? If not, why not?

Received the Grand Prize at the Centennial, Philadelphia, and Le Grand Prix at both Paris Expositions for purity and excellence.

A LITTLE GERMAN IS BEAUTIFUL.

Kernseife ist der richtige Name in Deutsch für DREYDOPPEL SOAP. In allen amerikanischen Spezialitätenhandlungen und Geschäften wird nur DREYDOPPEL SOAP angeboten, seit bekannt wurde die dritte Ware nicht. DREYDOPPEL SOAP ist äußerst für alle Waschung, elegant für die Küche, vorzüglich zum Baden und Toilette-Gebrauch, und unvergleichlich als Haar-Shampoo.

Eine dritte deutsche Kernseife in Verzicht gekommen, aber bald nicht alles das beste und billigste Reinigungsmittel, sondern auch zum Heizwasser von Heizern, Zimmern, Küchen u. s. w. unübertrefflich.

Jeder Arzt kann Aussicht darüber geben.

Your Physician knows all about it.

He rubbed and scrubbed from morn till night,
With soaps and acids strong;
But discovered to his sorrow
That the recipe was wrong.

One trial was all he needed;
Realized was his fondest hope;
His face was as white as white could be;
There’s nothing like Dreydoppel Soap.
Every person has to use soap. Why should not the families connected with and known to you, my dear reader, use the best soap in their houses? **Dreydoppel Soap.** An American soap for American people! **Dreydoppel Soap** is equal to the best imported soaps; why, then, hanker after foreign goods? Be consistent: "Either buy as you vote, or vote as you buy."

Have some booklets for your relations, friends and neighbors at home.

**Compliments of**

**WILLIAM DREYDOPPEL,**

**PHILADELPHIA, PA.**
This sparkling, exhilarating, and refreshing drink, while being far more agreeable in bouquet and flavor than the finest wine or champagne, is at the same time unlike them, being free from alcohol.

Through chemistry, with roots and herbs From Mother Nature's sphere, A man of science blessed the earth With purest HIRES Rootbeer.
From babyhood to oldest age
They make it disappear—
The thirsty millions who indorse
And drink pure HIRES Rootbeer.

School children who have rosy cheeks—
Complexions bright and clear—
Are those who always quench their thirst
With foaming HIRES Rootbeer.
Do you know why the Baltimores won the championship last year?
Because, in all their base-ball games, they drank plain HIRES Rootbeer.

It quenches thirst, it steadies nerves;
No liquid can be freer
From alcohol in any form
Than cooling HIRES Rootbeer.
WISTAR'S BALSAM OF WILD CHERRY

Has now been before the public fifty years; and during this extended period no other remedy has appeared that has effected so many and such remarkable cures of coughs, colds, hoarseness, sore throat, bronchitis, influenza, croup, whooping-cough, asthma, consumption, and every affection of the throat, lungs, and chest. It is acknowledged by

MANY PROMINENT PHYSICIANS
to be the most reliable preparation ever introduced for the relief and cure of the above complaints, and is constantly used by them in their practice.

A WELL-KNOWLEDGED PHYSICIAN
writes, "It does not dry up a cough and leave the cause behind, as is the case with most preparations, but loosens it, cleanses the lungs, and allays irritation, thus removing the cause of the complaint."

CONSUMPTION CAN BE CURED
by a timely resort to this standard remedy, as is proved by the thousands of testimonials it has received. When beyond the power of medicine to cure, it will always afford great relief to the sufferer.

CLERGYMEN, LAWYERS, SINGERS,
and all whose occupation requires an unusual exercise of the vocal organs, will find this the only preparation which will instantaneously and effectually relieve their difficulties.

D is the doctor, a man wise and old,
Employed by Prince Albert, as we have been told,
To watch by his daughter, and ne'er leave her side,
But who vainly to cure her for long years had tried.

E stands for Emeline, handsome and young,
Albert's loved daughter, who has but one lung,
Who is loved by the archer so gallant and gay,
Who, to tell her his cure, was hastening away.

F is a fairy, the archer's godmother,
Who gave him this Balsam obtained from her brother,
Who belonged to a band of intelligent elves
Who used Wistar's Balsam in curing themselves.
PERUVIAN SYRUP.
A PROTECTED SOLUTION OF THE PHOTOXIDE OF IRON, is so combined as to have the character of an aliment, as easily digested and assimilated with the blood as the simplest food. It increases the quantity of iron in the blood, and cures "a thousand ills" simply by toning up, invigorating, and vitalizing the system. The enriched and vitalized blood permeates every part of the body, repairing damages and waste, searching out morbid secretions, and leaving nothing for disease to feed upon.

THIS IS THE SECRET
of the wonderful success of this remedy in curing DYSPEPSIA, LIVER-COMPLAINT, DROPSY, CHRONIC DIARRHOEA, BOILS, NERVOUS AFFECTIONS, CHILLS AND FEVERS, HUMOURS, LOSS OF CONSTITUTIONAL VIGOR, DISEASES OF THE KIDNEYS AND BLADDER, FEMALE COMPLAINTS, and all diseases originating in a bad state of the blood, or accompanied by debility or a low state of the system. Being free from alcohol in any form, its energizing effects are not followed by corresponding re-action, but are permanent, infusing STRENGTH, VIGOR, AND NEW LIFE
into all parts of the system, and building up an iron constitution.

Thousands have been changed, by the use of this remedy, from weak, sickly, suffering creatures to strong, healthy, and happy men and women; and invalids cannot reasonably hesitate to try it.

CAUTION. — Be sure you get PERUVIAN SYRUP. $1.00 and $2.00 a bottle. Sold by dealers generally. Pamphlets free to any address. SETH W. FOWLE & SONS, Proprietors, 115 High Street, Boston, Mass.
Mystery Product X

- Cures headaches
- Prevents and helps consumption
- Prevents and cures dropsy, gout, scurvy
- Prevents miscarriages
- Excellent remedy against spleen, “hypochondriack winds”
- Quickens the spirit and makes the heart lightsome
The Vertue of the COFFEE Drink.

First publicly made and sold in England by Coffee-Roast.

THE Grain or Berry called Coffee, grown upon small Trees, only in the Deserts of Arabia.

It is brought from thence, and drunk generally throughout all the Grand Seignors Dominions.

It is a simple innocent thing, compo[sed into a Drink, by] being dried in an Oven, and ground to Powder, and boiled up with Spring water, and about half a pint of it to be drunk, setting an hour before, and not eating an hour after, and to be taken as hot as possible can be endured, the which will never rank the skin off the mouth, or cause any Blisters, by too soon of that Heat.

The Turks drink at meals and other times, is usually Water, and their Dye consists of much of Bruack, and Guat, and whereof are very much corrected by this Drink.

The quality of this Drink is cold and Dry, and though it be a Dryer, yet it neither heats, nor inflames more then hot Poffet.

It occasioneth the Office of the Stomach, and forthish the heat with it a very good to help digestion, and therefore of great use to be hour or 4 a Clock afternoon, as well as in the morning, to quicken the Spirits, and makes the Heart Lighter.

It is good against sore Eyes, and the better if you hold your Head under, and take in the Steam that way.

It forresteth Fumes exceedingly, and therefore good against the Heat of body, and will very much stop any fluxion of Rheumas, that distil from the Head upon the Stomach, and to prevent and help Consumptions and the Cough of the Lungs.

It is excellent to prevent and cure the Dropsy, Guat, and Scaryy.

It is known by experience to be better then any other Drying Drink for People in years, or Children that have any running humors upon them, as the King's Evil, &c.

It is very good to prevent Mid-drinking in Child-bearing Women.

It is a most excellent Remedy against the Spleen, Hypochr[onicke] Winds, or the like.

It will prevent Drunkeness, and make you fit for business, if you have occasion to Watch, and therefore you are not to Drink at it after Supper, unless you intend to be watchful for it will hinder sleep for 3 or 4 hours.

It is observed that in Turkey, where this is generally drank, that they are not troubled with the Stone, Guat, Dropsy, or Scaryy, and that their Skin are clearer and whiter.

It is neither Laxative nor Refraining.

Made and Sold in St. Michael's Alley in Cornhill, by Coffee-Roast, at the Signe of his owne Head.

COFFEE AS A CURE-ALL

This handbill, printed in 1657, is in the British Museum.
“If your blood is impure, if you have kidney trouble, you should drink HIRES Rootbeer. It is the best diuretic in the worlds. It may be safely claimed that no drink has done more the quench the thirst and give health and pure blood to humanity.”
Claims for Abbot’s Menthol:

• Allays nervous excitement, produces sleep
• Relieves headache
• For gastral gastrodynia, lumbago, sciatica, rheumatic pains, cramps, sprains, strains, stiffness
Guarantee for Abbot’s Menthol:

• “We guarantee that Abbott’s Menthol Plasters will do for you just what we claim for them -- that is, relieve pain quicker than any other porous plaster.”