

## Propaganda Section D

1. **Appeal to Pity:** A person tries to get us to do something by stirring our sympathetic feelings toward that person.

Example: Student to teacher: "I know that my grades have been poor and that I deserve an "F", but my father is in the hospital and it will just break hi heart if I get an "F" in math."

2. **Appeal to Flattery:** An attempt is made to influence us to buy, believe or to do something by flattering us on our appearance or in some activity we would like to do well.

Example: Student to Teacher: How beautiful your necklace is. Can't you postpone our test until tomorrow".

3. **Appeal to Ridicule:** A person tries to influence us by making fun of those people who oppose his/her ideas or who do not want to follow his/her suggestions.

Example: A new student on the first day of school meets the popular group of students. One of the popular children, feeling that the new student would not fit in the group, announces to everyone that the new student wears the "dumbest" clothes and certainly is not "cool".

4. **Appeal to Prestige:** An attempt is made to get you to buy or to believe by suggesting that such action will make others admire and want to be like you.

Example: Toy advertisement: Impress your friends with the Corvette of bicycles, the "Spitfire".

5. **Appeal to Prejudice:**

Example: One boss to another boss: "Who are you going to hire to replace our truck driver who retired?" answer: "Jane Black." First Boss: "You're crazy! A woman can't drive a truck. Hire a man!"

6. **Bargain Appeal:** An attempt is made to get you to buy by appealing to your desire to save money. If you buy without making your own price comparison, you may not be getting the best deal.

Example: The store has a special display at the front of the store: "Four packs of gum for only \$1.00" Checking the shelves where gum usually is, you find the same brand priced at 25¢ per pack.

7. **Folksy Appeal:** The person trying to influence you to buy to or believe him acts as if you were a good friend through his actions, dress and speech.

Example: A salesperson who has met a customer only once before, slaps him on the back as if he were a good friend and calls him by a nickname.

8. Join the Bandwagon (Crowd) appeal: The person tries to get you to act in a certain way by suggesting that that is what is popular or what the majority is doing.

Example: Child: "Mother, you have to let me stay up until midnight to watch the monster movie. Everybody else does."

9. Appeal to practical consequences (effects): Someone tries to persuade us to buy or to believe something by using our concern for ourselves. For example, if we do what the person asks us to do, something good will happen to us. However, if we do not do what he asks, the person suggests something harmful will happen to us.

Example: A boss says to her employee: "If the republicans do not win this election, this steel mill will be forced to close and you will be without a job."

10. Passing from the acceptable to the dubious (questionable): The person trying to persuade you makes a series of statements. Most people would agree that the first statements are sensible and are true. However, the person trying to persuade you hopes that you will blindly believe or agree to the last statement because you agreed with the first statement.

Example: Advertisement: The men and women in the army enjoy getting letters from home. Write frequently. Tell them good news about their family and friends. Buy and use only Barton's Best Stationary".

0. No Technique

## Section D

### What's Your *Weakness*?

#### Techniques of Exploitation

1. Appeal to Pity

The speaker tries to gain your support by making you feel sorry for him or someone else.

2. Appeal to Flattery

The speaker tries to persuade us to buy or believe by flattering us on our personal appearance or our behavior or in some other way.

3. Appeal to Ridicule

The speaker wants to get us to accept a certain proposition by poking fun at those who oppose the proposition. The speaker does not try to win an argument with logic but rather by "putting down" the opponent or the opposing idea.

4. Appeal to Prestige

The speaker asks you to buy or believe by suggesting that such an action will gain prestige for you. You will increase your social standing, culture, taste, and so on, if you do what the speaker wants.

5. Appeal to Prejudice

The speaker tries to get you to buy a product or agree with a proposal by appealing to one or your known prejudices for or against something. The Prejudice category in Section A refers to prejudice on the part of the speaker. Here in Section D, the speaker is not necessarily prejudiced, but is appealing to YOUR known prejudices to get you to buy or take action.

6. Bargain Appeal

You are asked to buy by appealing to your desire to save money.

7. Folksy Appeal

The speaker tries to convince you he is "one of the guys," a real "member of the family." The approach is informal, with a "personal touch."

8. Join the Bandwagon Appeal

This approach asks you to act a certain way because that is what is popular. "Everybody's doing it!"

9. Appeal to Practical Consequences

You should buy or believe for your own good; otherwise the results will be harmful. There is an implicit or explicit threat that bad consequences will follow from doing or not doing something. The consequence does not have to be for you; it could be something that affects a friend or relative, your city or school, etc.

10. Passing from the Acceptable to the Dubious

The speaker makes one or more acceptable statements, then tries to draw a conclusion that is "dubious" (which means "doubtful" or "questionable"). The listener is "led down the path" and lulled by statements that he agrees with. Then the argument ends with a "zinger" that is not acceptable.

Watch out for '0' or *No Technique*. If the argument is logical or is identified as an opinion then 0 (No Technique) is the correct answer.

**Propaganda Examples – Section D**  
**Grouped by Technique**

**0. No Technique**

1. Newspaper ad: "One million more TV's were sold this year than last." (Not Join the Bandwagon)
2. Seven out of ten Americans do not get enough calcium. New Super Citrus contains more of this nutrient than milk. If you aren't giving your children Super Citrus, you may be depriving them of the calcium they need for their growth. (Not Appeal to Practical Consequences nor Passing from the Acceptable to the Dubious)
3. Pity for other human beings is a trait of human character that should be cultivated. Have you investigated the occurrence of pity among lower animals? (not Appeal to Pity)
4. I think that maximum health comes from eating right, exercising regularly, and mental relaxation. You might want to try that combination. (Not Appeal to Practical Consequences)
5. The way I figure it, I can buy a Panasony Television at Giant's Warehouse for \$500 or I can buy the same set at the Playlike Superstore for \$450. I come out \$50 to the better by getting it at the Superstore. (Not Bargain Appeal)
6. Nearly 80% of Americans have some minor thyroid problem that causes them to have emotional ups and downs. You should have your blood tested and find out if you have a thyroid imbalance so that you can get some help. (Not Join the Bandwagon Appeal)
7. Members of the committee, a negative decision will seriously prejudice the political prospects of my client. I beg you, therefore, to weigh well a decision that, if unfavorable, will spell disaster for an honorable man. (Not Appeal to Practical Consequences)
8. I am very sorry that your cholesterol level is so high. You should be eating the right kind of foods and exercising often to control it. (Not Appeal to Practical Consequences)
9. Whenever you choose to turn around your negative thought patterns, you will gain much peace and direction. It is up to you to change when you are ready. (Not Appeal to Practical Consequences)
10. Wife to husband: "Look, dear, this ad says that any person buying a car from that new Ford dealer will get 9% financing for the first six months and only 5% after that. Since we are shopping for a new car anyhow, maybe we should take a look at Ford's deal." (Not Bargain Appeal)
11. Political strategist for Senator Robert Dole: "Out of the last 200 people in this state that we have interviewed, 125 said they would be voting for Clinton for President. We have our work cut out for us. We'd better design a new campaign immediately." (Not Appeal to Practical Consequences nor Passing from the Acceptable to the Dubious)
12. Doctor: "Your liver and kidneys do not appear to be working well. I could put you on some medication, but the best thing you can do for yourself is to change your diet. Eat plenty of green leafy vegetables and cut out caffeine and alcohol. In addition, start exercising regularly." (Not Appeal to Practical Consequences)

**Propaganda Examples – Section D**  
**Grouped by Technique**

13. Item in the health news section of a magazine: "Are you taking an aspirin a day for your heart? A study in *The New England Journal of Medicine* found pain relievers with ibuprofen, like Advil, may interfere with the blood-thinning effects of aspirin. A safer alternative is acetaminophen, the medicine found in Extra Strength Tylenol. It doesn't interfere with aspirin and won't irritate your stomach, like aspirin can." (Not Appeal to Practical Consequences)
14. We have been planning to buy a new home for years. This is the perfect time. Home prices are reasonable, but they seem to be going up every month. Interest rates are the lowest they have been in a decade. Let's look for the home we want and buy soon. (Not Bargain Appeal)
15. From a newspaper television column: "*Jeopardy* has ranked first in Nielsen ratings for its type of program for over 1,000 weeks and was the #2 series in syndication for 71 consecutive ratings sweeps periods with more than 12 million viewers daily." (Not Join the Bandwagon Appeal)
16. You deserve love and harmony in your life. If you agree, come with me to tonight's talk by Ram Dass. He has a wonderful message and some thoughts that, I think, can lead us to a better life. (Not Passing from the Acceptable to the Dubious)

**Propaganda Examples – Section D  
Grouped by Technique**

**1. Appeal to Pity**

1. Please do not withdraw from Korea. With those big, powerful nations around us threatening, our small ill-prepared military doesn't stand a chance.
2. Could you look into the sad, proud eye of this poor girl and say, "No, child, I will not help you?"
3. My cat had kittens and I was up all night helping her. That's why I didn't do my homework and why I don't deserve an F for the day.
4. Tenant to landlord: "I cannot pay my rent because I was laid off last week. Now I find out that I need a \$10,000 operation. I want to live another year. Please give me an extension of my loan."
5. I'm sorry I didn't pay my bill on time, but I was in the hospital with a serious heart ailment.
6. Mother, I can't clean my room. I've got to study for that algebra test. If I get a poor grade, I'll just die.
7. The Christian Missions provide food, shelter, and clothing for homeless children all over the world. During this Christmas season, don't forget those less fortunate than you. Give to the Christian Mission Fund.
8. Did you see the pathetic picture of all those starving children on TV last night? Let's all join the movement to collect money to fight hunger in Africa.
9. Mr. Scrooge, my husband certainly deserves a raise in pay. I can hardly manage to feed the children on what you have been paying him. And our youngest child needs an operation if he is ever to walk without crutches.
10. Boy who wants to play baseball: "Mother, I've been studying awfully hard. Can I go out and get some relaxation now?"
11. Biafrans are starving! Send your dollars to Harry's Help Ship, P.O. Box 3271, Grand Central Station, New York, New York."
12. The Evangelist Oral Roberts stated that God would "take him home" unless his followers donated \$3 million by the end of the month.
13. Terry: "What was the chapter about that we had to read last night?"  
Leslie: "Why didn't you read it?"  
Terry: "Oh, c'mon, Les. I had a late basketball game and then when I got home I found out my tarantula died. How could you expect me to read?"
14. I started the academic games league in this area, and now the teachers in the league don't even want to hear my opinion.
15. Note written by a student at the end of a final examination paper: "Passing this course means a great deal to me. It will allow me to stay in school and would make my parents very happy. So I hope you can see your way clear to give me a passing grade."
16. Principal to the Superintendent of Schools: "Our school has only 350 students; so our budget is too small to afford the latest copiers and office computers. We simply cannot keep up with the bigger schools. Our staff needs the same type of office machinery as the large schools. We need financial help." (No Technique?)

**Propaganda Examples – Section D**  
**Grouped by Technique**

17. Yes, I'm drinking some again. But you have to understand that things in my life have been real tough lately. My closest friend has moved away, I got laid off my job, and my child just got in trouble at school. I needed something to lean on. Surely you understand.
18. At a street market filled with vendors selling fruit and vegetables, one salesman hollered to a man walking by, "Buy my vegetables, sir. I *need* the money."
19. Defense lawyer making his closing argument to the jury: "I'm afraid that I won't be able to make the kind of argument to you that my client deserves. After nearly three months of trial, I'm afraid I won't measure up. I wish I were a better lawyer."
20. Please buy a raffle ticket. All proceeds are going to the Boo-Who home for retired monsters. Your \$1.00 would help buy a hundred year old witch a new broom or some new bandages for thousand year old mummies, not to mention some much-needed dental work for retired vampires. So don't forget those unfortunate creatures who have given you so many enjoyable fright nights. Get your ticket now.
21. Wife to her husband: "Honey, let's go back to that restaurant we went to last week. There was hardly anybody in the place. If we don't give them our business, they'll have to shut down."
22. Woman appearing before the County Commission about a dangerous curve on a road: "As I came to the blind curve, I thought, 'What would happen to me and my daughter if a drunk comes around that corner on the wrong side of the road?' I looked at my little daughter and I thought, 'This isn't fair to her. She's innocent. Why should she be subjected to this danger?'"
23. Ad: "It is a fact that the poaching of tigers and the illegal trade in tiger bones is on the increase. Care for the Wild is an organization dedicated to halting this vile practice. If poaching continues at its present rate of one tiger per day, tigers in the wild will soon disappear forever. The money you give helps to provide orphan baby tigers with the care they need at a natural habitat sanctuary."
24. Ad: "We have a great opportunity now to help boys and girls in Russia, Belarus, and Ukraine. Orphans, abandoned babies, street kids are going to bed hungry. These kids are starving spiritually and physically! You can help with your donation today."
25. Just one look into the helpless eyes of a homeless child, and there is no way that you can say that 20 cents a day is too much for a child's life. Sponsor a child today. What are you waiting for?
26. We have worked too long and too hard trying to promote speech and debate in the schools to allow a split in the league to occur at this time. Please don't start a new league.
27. Sir, could you please help me? I've been out of work for six months now and haven't been able to find a job. My family and I are about to lose our home. We'll be out on the street then. Can you help me out with a few dollars?
28. Student to teacher: "Please, Mr. Johnson, let me turn in the assignment tomorrow. If I get a low grade, my parents won't let me go to the Britney Spears concert."
29. Man illegally parked to policeman: "My wife's inside giving blood. We just had a new baby and need the money."

**Propaganda Examples – Section D  
Grouped by Technique**

30. Radio ad: "For thousands of listeners, Morgan Christian radio programming is like a light-house guiding them through the darkest times in their lives, and that kind of life-sustaining light cannot take a day off. We need your financial help to continue broadcasting our messages of hope."
31. Ad: "Every day in the United States over 20,000 stray pets are put to death because there is no way for the existing animal shelters to feed and care for them. Can you look into the eyes of this helpless puppy and say, 'I won't help save your life.' Please donate to your local animal shelter today."
32. Don't let another child go one more night without a blanket to keep them warm and food to fill their stomachs! Donate today to "Save Our Children" and you will know how good it feels to make a difference.
33. School Board President addressing striking teachers: "Our seniors are afraid they will not receive college scholarships because of the instruction they are missing. Our 8th-graders must take national standardized exams next month and don't have their regular teachers to prepare them. The football teams at our high schools will have to forfeit games and not be eligible for the state playoffs. I beg you to return to the bargaining table."



## Propaganda Examples – Section D Grouped by Technique

### 2. Appeal to Flattery

1. Plastic surgeon to patient: "Your nose bob operation was so successful that you could be a magazine model. Don't you want to schedule your face lift next?"
2. Saleslady to customer: "The fake pearl earrings are lovely but the genuine pearl ones give your face a radiant glow."
3. Do you want to feel and look like a million for only \$9.99? Hanes has created the perfect pantyhose, designed to accent all those graceful bumps and curves.
4. Based on our good relations with you as a preferred customer, it gives us great pleasure to inform you that our bank has approved an unsecured line of credit through our Automatic Check-Credit Plan, in the amount of \$500, available to you upon signing the enclosed application and loan agreement form and returning it to us.
5. This special New Book offer is being made only to those of our customers who have indicated quality taste in previous New Book selections. You are one of these choice customers.
6. A politician seeking to raise money from a group of community people: "It is my pleasure to be here today with such a distinguished group of professionals who are so clearly the keystones to the success of this community."
7. Sharp lad there. Your son, I suppose, sir. I was looking at your house as I passed by. It could use a re-siding job. It just so happens that I can give you a good deal on aluminum siding tonight.
8. That hat you bought yesterday makes you look like a million bucks, Mr. Snodgrass, like a Wall Street executive. Now can I interest you in a cane to match?
9. Color your hair with Loreal. It will make your hair rich and luxurious. You're worth it.
10. Student to teacher: "Mrs. Xcello, I have always thought you were one of my most creative, ingenious, not to mention attractive, teachers. That's why I'm certain you'll find a way to pass me."
11. Virginia Slims ad aimed at women: "You've come a long way, Baby!"
12. Yes, we did talk about our Routine line of office furniture on the phone. But, now that I am here to see your office with its elegant lines and rich, warm atmosphere, I think that you will be best served with our Upscale line.
13. Mr. Radburn, it's obvious to me by your beautifully tailored clothes and your personalized hair grooming that you are going to be more suited to our Accura Legend rather than the Chevrolet Celebrity you were considering.
14. We can repair your car in many different ways, but you should ask for nothing but the highest quality for this vehicle. It is gorgeous and you have obviously taken care of it with the utmost pride.
15. Ad: "Because you find beauty in seashells. Because you prefer wild flowers to roses. Because there's only one thing as brilliant as your smile. Buy yourself a diamond."
16. Plastic surgeon to patient: "Your face lift is a work of art. When do you want to schedule your tummy tuck?"

**Propaganda Examples – Section D**  
**Grouped by Technique**

17. Ad in the mail: "You have been selected from a very few who are eligible for the Australian Aviary Expedition. Selectees will travel for six weeks Down Under to view birds of the Australian continent. Send in the enclosed card immediately to insure your reservation."
18. Employee talking to his boss: "Mr. Jones, I've been wanting to talk to you. But I've been afraid to. This morning it finally came to me that you'd *want* to hear me out because you're a fair man. I'd like to talk to you about a raise. Could I have a couple of minutes?"
19. It's not just the way you look or the way you talk. It's your whole attitude. Really cool! And carrying this IBM laptop computer will only add to that executive appearance. To which credit card would you like to charge it?
20. Insurance salesperson: "It is not necessary for me to explain the increased rate structure to you. You are obviously a bright couple. I am sure that you understand. Instead, let's see how your benefits will increase."
21. Father to son about to graduate from high school: "Son, I want to talk to you about going to college."  
Son: "I'm tired of everyone telling me what to do."  
Father: "I know, son. You like to be independent and do things for yourself. I admire that in you. I think you should make your own decision on what college to attend. I have confidence that you'll make the choice that is best for you."
22. Ad: "One publication stands out from the crowd as the indispensable resource for business achievers like you. That publication is *The Morgan Survey*."
23. We have identified you as one of the outstanding young musicians in Florida. You can join others in your elite group by contributing to the South Florida Philharmonic Orchestra. Your contribution will allow us to continue the quality music programs that astute listeners like you appreciate.
24. You're the type whose professional life is so rewarding that you stand out above the rest. We want you to have the *Business Week* subscription right away.
25. Ad: "The Way Things Should Be: Notebook computers should be smart and sexy, just like you. Introducing a complete line of notebooks from Gateway."
26. Salesperson to female customer: "Welcome to Bubba's Used Cars. That is a beautiful fur coat you're wearing. I have a wonderful little sports car that would go well with that coat. Let me show it to you."
27. Speaker at a political rally at a university: "Our country needs new and vigorous leadership. Certainly, you are all bright enough to realize the importance of our message. Vote Kerry and Edwards for a new America."
28. If you want to accentuate your already beautiful lines, buy a dress from Express. We make you look even better.
29. From a television commercial: "Silky Shampoo is more expensive than other shampoos but I buy it anyway because I'm worth it."
30. This special New Book offer is being made only to those of our customers who have indicated quality taste in previous New Book selections. You are one of these choice customers...

**Propaganda Examples – Section D**  
**Grouped by Technique**

31. Student note to a teacher that accompanies a form for college entrance: "Dear Mrs. Lund, I just wanted to thank you for all you have taught me. Your class is so exciting! I used to hate history, but now you have made the past come to life. Thanks to you my GPA is better this quarter. Would you please complete the recommendation form for a college scholarship? Thanks so much."
32. Salesman to customer: "Are those your children? You have a beautiful family. Now let's find a car that will keep those beautiful kids safe while you drive."
33. Ad: "Summer is just around the corner, and you need to show off those gorgeous legs you've been working on all winter long. Our new summer line of skirts and shorts have just arrived. So give your legs just what they deserve for all their hard work."
34. Man at a carnival: "Hey, young man, you look like you have a strong arm. Come over here and knock down all these bottles and win a huge stuffed animal for your girlfriend. Only \$2.00."
35. Ad: "Busy working women like yourself don't have time to cook a full breakfast. That's why we created On-the-Go Cereal Bars, complete with all the nutrition you need as you go out and change the world."

**Propaganda Examples – Section D  
Grouped by Technique**

**3. Appeal to Ridicule**

1. As a Vice-President Hubert Humphrey makes a good drugstore clerk, as he was as a young man.
2. Oh, her! I wouldn't vote for her if you paid me. She completely monopolizes a conversation. It's not that her vocabulary is so large; it's just the rapid turnover in her mouth. What she needs is a yappendectomy.
3. Miss Jones, upon being asked a difficult question by a rather unintelligent student in the class and not knowing the answer, replied, "Susan, I'm surprised at you. I always suspected you were stupid, but to show it off in class is really too much." She then went on to the next question.
4. Please don't waste my time asking such a silly and useless question.
5. Unfair? Unjust? Untrue? Yes, in part you are right about my article. Apologies are due the tables at Sergeants Restaurants. I thought they were plastic but in all honesty and embarrassment, after checking them out, the tables at Sergeants are wood. Real wood. First rate wood. The deep layer of polyurethane fooled me.
6. If you're tired of following that dull crowd and living in those sardine cans they call apartments and condominiums, then leave those senseless traffic jams behind and come to delightful Walden Gardens.
7. Republican ad: "Vote for Democrat Hubert Humphrey, one-time druggist. Tranquilizers and headache pills for every domestic ailment."
8. You have been told many times to enter this classroom quietly. Surely, after this much time has passed, you can learn to master this mundane skill that even a less intelligent vertebrate could master in a short period of time. After all, intelligence is the main characteristic that makes mankind superior in the animal kingdom.
9. The chairman of the committee interrupted the member who was speaking in mid-sentence. The member asked, "May I finish my thought?" "What thought?" replied the chairman; "you've never had one."
10. Republican Auction Sale: "We offer the highest bidder at the White House (near the empty Treasury Building) at 10:00 tomorrow morning the following: (1) one Democratic National Platform – never used, good as new; (2) one aged donkey, unbroken; (3) quantities of soft soap, hogwash, and pork barrels."
11. Don't make Mary Ann our captain. She looks raggedy and frumpy. Besides, she mumbles a lot when she talks. Vote for Serena; she is cool.
12. Smedley says he's the man to clean up City Hall. He claims only he can handle the top job at City Hall. I agree. Let's make him window washer and elect a real leader, Bofus, as Mayor.
13. Randolph Siding says the new North Area development will be able to provide affordable homes for all citizens. Mr. Siding has tried to peddle his hard-to-believe schemes to the unsuspecting public for the last ten years. He is a sorry soul. Just say no.
14. Conservative Republican candidate: "I love the liberal philosophy. 'Tolerate everything' – except those whose opinions differ from yours. You see, all they want to do is replace what they see as conservative evils with newer ones of their own."

**Propaganda Examples – Section D  
Grouped by Technique**

15. Maurice! Surely you're kidding! He may be a great technician, but he waddles like a goose and cackles like a hen. And he jabbers on all the time. He is an oaf. No way should we give the technical support contract to Maurice.
16. Dole to Clinton, after Clinton has given his speech on tax reform: "Your speech reminds me of the horns of a steer – a point here and a point there and a lot of bull in between."
17. Politician A: "I'd like for you to hear my opinion on this matter."  
Politician B: "And I'd like to hear your opinion, but isn't there enough ignorance in the world already?"
18. Newspaper review of a symphony concert: "The orchestra played a new composition by John Cage. When the mercifully brief piece ended, the audience applauded enthusiastically – because it was over."
19. Sign at an anti-war rally: "Bush/Cheney: Malice in Blunderland"
20. The notion that organically grown produce is not healthier food than conventionally grown produce is moronic horse manure.
21. Letter to the editor of a computer publication: "I have spoken to Larry Furth, the author of your article on technology in schools, and he does not know whether he is pitching horseshoes or playing shortstop when it comes to programming code and network infrastructure."
22. Candidate for class president: "I hear that my opponent is going to challenge me to a debate. I'll be thrilled to debate him. How could I possibly lose a debate to a student that can't even put a complete sentence together without forgetting what he was trying to say. Come to the debate. It should really be fun."
23. In that hideous camouflage outfit, it looks like actress Rachel Hunter is taking her last name a little too seriously.

**Propaganda Examples – Section D  
Grouped by Technique**

**4. Appeal to Prestige**

1. Magazine ad for Botany Men's Suits: "George Cabot Latham is a leading collector of objects of art. His collection includes antique silver sculptures, like the one he is holding. He also takes pride in his collection of Botany suits. They have been created specifically for men of superior tastes."
2. You'll be looked up to when you look your best. That means a Stetson hat, Hickey-Freeman suit, and Florsheim shoes. We have them all.
3. Cologne ad: "British Sterling: It will make you a legend in your own time."
4. Be the first one in your neighborhood to have a Watchman pocket television. Buy quickly.
5. Join the elite. Invest in Audubon Resort Hotels.
6. Yes, I know that the Dell and Gateway computers seem to offer better quality at a cheaper price. But I just wouldn't feel right about not picking the top of the line. We have to buy IBM.
7. Be the first kid on your block to own a code ring! Send \$3 and ten cereal box tops immediately.
8. One word distinguishes the American Express card from all others – membership! And membership has its privileges.
9. Number One is Ford Pickups. First with Hi-Tech features. Best-built American trucks seven years running.
10. Ad: "Switch to Satinsmoke, the thoroughbred of pipe tobaccos, used by the owners of all winners of the New York Derby."
11. Among the graduates of Harvard are a Supreme Court Justice, several presidents of large corporations, and 22 presidents of major universities. We think your son would do well to enroll here at Harvard.
12. It's Cadillac if you're searching for a better way of life.
13. Martin & Rossi Asti Spumante is for those times when you have made it – when you have accomplished. Martin & Rossi says you are there.
14. Elegance Jewelers serves only a select clientele whose good taste is evident because they shop at our store. Impress her with your good taste. Give her an elegant gift from Elegance Jewelers.
15. The Wimbledon Collection from Racquet Club – available in the finest stores in America.
16. When you go to the Olympics, take your VISA card with you because only VISA cards are accepted, NOT American Express. Only VISA singles you out for these unique events.
17. Ad: "The Few, the Proud, the Marines!"
18. Ad: "Gentlemen of distinction drink Culvert's whiskey."
19. Ad: "Smoke Cheroots, the thinking man's cigar."
20. From a letter from the Mathematical Association of America: "If you are not a member of our association, you are missing out on membership in one of the most highly regarded professional and academic societies in the nation."

**Propaganda Examples – Section D**  
**Grouped by Technique**

21. Bev Doolittle's camouflage art is offered in a limited edition subscription sale.
22. Drink Anexter Ale. It is filled with elegance, breeding, and the finest in taste. Let your taste say you are elegant. Drink Anexter.
23. Read the *Wall Street Journal*. Be among the finest executives and the most astute financial minds in the world.
24. The Davey Crocket Memorial Gold Coin Collection is offered in a limited edition subscription sale. Add this Memorial offering to enhance your own select collection.
25. More from the letter: "We have inscribed our name on each card, so every time you show your card, you'll enjoy recognition for your professional standing and membership in the Who's Who Executive Club."
26. From a letter to selected citizens: "If you give generously to the symphony, your name will appear in the program that is handed out at each performance."
27. Ad: "Step up your quality of life and enjoy that special ambience of National Golf Club. You will feel the difference immediately."
28. From a letter offering an Executive Club Gold Card: "We have inscribed our name on each card, so every time you show your card, you'll enjoy recognition for your professional standing and membership in the Who's Who Executive Club."
29. New! Romeo Gigolo, the revolutionary fragrance created by Italy's foremost designer, exclusively at Dillard's. We know you'll enjoy being one of the first to be associated with this distinctive perfume.
30. Membership in the Oxford Investment Group carries with it the knowledge that you will be among a select few with special information about world events that can affect your financial future. We invite you to become part of the Oxford.
31. Ad: "Want to dominate the conversations around the water cooler at work? Want to impress your friends with your knowledge of world events? Watch MSNBC each night."
32. Have you seen my new Lexus 240? It has leather and personal AC controls. It is an incredible car. I just got it. You should join our firm. You can do well here too.
33. Ad for a computer conference: "Attend Computer Expo 2005. Return to be the one in your office who tells others about the latest trends. Be the answer person."
34. Ad: "For power business meetings, choose Armani business attire. Armani says you have influence. Armani shows respect."
35. Ad: "Live next door to the greats. Lake Vista Town Houses and Homes."
36. Speaker at an anti-war rally: "The Pope has said this war is a sin. The Pope! Which person do you wish to side with? The leader of the Catholic Church or a president who went AWOL while the poor were shipped to Vietnam in his place?"
37. Clothing store ad: "When you walk into a business meeting well dressed, you walk in with respect. Shop at Dress Well Clothiers, the best name in men's clothing, and make a splash at every meeting you attend."
38. Letter to alumni from the college president: "You will notice in this issue of the Alumni Magazine that we have included our annual Honor Roll of Donors. I gather such encouragement from knowing how many of you value your experiences with our college. I look forward to seeing your name on this annual list in the future."

**Propaganda Examples – Section D  
Grouped by Technique**

39. Ad for a credit card: "The Visa Signature Card is the premium card that's so much more than just a rewards card. In addition to a choice of numerous airline, hotel, and other premium reward partners, the Visa Signature card gives you: Visa Signature Concierge, so you can have access to a complimentary concierge service 24/7. A concierge who can get you reservations at practically impossible-to-get-into restaurants, tickets for some of the hottest sports, theatrical and cultural events, and tee times at some of the world's greatest golf courses."
40. Saleslady to customer: "In my opinion you'll be the prettiest lady at the party with Hildy's Go n' Glow makeup."



**Propaganda Examples – Section D  
Grouped by Technique**

**5. Appeal to Prejudice**

1. I cannot see how you can enjoy that piece of music. Why, it was a favorite of Hitler's.
2. Men, this proposal comes from the management of this factory. I think this is reason enough for you to be suspicious of it.
3. Taxes must never be used to support parochial schools. Should you and I support Catholicism? Never!
4. Did you see Bush in his Vice-Presidential debate with Geraldine Ferraro? He gushed out emotions more than she did, and she's a woman! There's no way I'll vote for Bush for President.
5. An automobile advertising campaign states that Americans deserve a car of their own and encourages them to buy the company's car – "made in America, by and for Americans."
6. The amendment may sound acceptable, but look at who's presenting it. Senator Fullbite is the most notorious left-winger in Congress. He must have some plot that's not immediately apparent. We conservatives have to block him.
7. Dad doesn't want to go to his mother-in-law's house so while Mom is outside arranging her plants, Dad asks the kids the following: "Do you want to go to granny's and listen to the old folks gab about how things used to be, or do you want to go by Uncle Harvey's house, play in the clubhouse, and watch a football game?"
8. Upon being asked about her date with Roger, Dana sidesteps a few critical points by mentioning the following: "C'mon, Dad. You'd like Roger. He's a big fan of Notre Dame, just like you."
9. Ad in women's magazine *Shape*: "Ryka, the ultimate lightweight performance shoe for women – designed by women. Sherri Roe, President."
10. You cannot vote for Rushmore. He drives a Lexus, drinks Heineken beer, and lives in Plush Acres. What can he know about us average guys?
11. Candidate: "Both my opponents in the governor's race are members of the National Association for the Advancement of Colored People, and both support the racial discrimination quotas and set-asides for minorities. I ask for your support."
12. From a letter from a candidate for governor to all voters in his home county: "It has been a long time coming, but we finally have a good chance of having one of our own as governor. I have lived, gone to school, worked, and played in this part of the state for most of my life. I'm your best choice on election day."
13. A young car salesman from North Carolina watched the NCAA basketball championship game between North Carolina and Michigan with four potential customers from Michigan. The salesman spent most of the night cheering "Go Blue" for Michigan.
14. Legislator to fellow Congressman: "This bill is important to the nation. Besides the President is for it, and it will help our party keep control."
15. Head of the teacher organization speaking: "Fellow teachers, this current proposal comes straight from the District Office. That is more than enough reason to be suspicious of it."

**Propaganda Examples – Section D**  
**Grouped by Technique**

16. You must do everything within your power to discourage Ross Perot from entering the Presidential race. You wouldn't want him to steal votes from the Republican camp.
17. You're wasting your vote if you vote for the Democrat for Governor. I mean, how could you vote for a man named Cleo?
18. Builder to the local town zoning board: "Our company is located right here in town. We have always hired local workers. Why, we have built homes and businesses for most of you on the board. That big company that is bidding against us is from way across the state. No telling whom they might hire. We deserve the business."
19. Student #1: "Don't tell me you still like Mrs. Wonderful after what she did to you."  
Student #2: "What do you mean?"  
Student #1: "Well, after all, she did change your seat so that now you have a Spanish girl on one side and a deaf person on the other."
20. Assistant manager to the manager: "Cohen is just the person we are looking for to manage our finances. We need a Jewish eye that will watch our money like a hawk and only spend where necessary. Last year we lost too much money on useless spending. We can't let the same thing happen again."
21. You can't really be considering hiring her to a management position with Tropical Vegetables Inc. You've never voted to hire a female manager before. Why now? No female has ever held a management position with this company, and no female ever should.
22. Larry Bird, white basketball superstar, to Julius ("Dr. J") Erving, African-American superstar: "Dr. J, we cannot offer that General Manager position to my ex-teammate Kevin McHale. He is a white dude. He can't do the job. Why, I used to get insulted when the opposing team assigned a white guy to guard me. Let's go for the black guy, Joe Dumars."
23. Candidate speaking to a group of war veterans: "Do you want to cast your vote for someone who knows what it's like behind enemy lines or someone who has avoided the draft and his duty to serve his country?"
24. How can you possibly shop at that new market on the corner of 5th and Main Streets? You know that the owner of that store recently was paroled from prison. How can he can be trusted now?
25. Ad for a computer company: "100% U.S. Based Service and Support! At MPC, we keep our tech support close to home. At a time when most other PC companies are outsourcing their service and support to other countries, we're keeping our staff right here in the U.S. This efficient, U.S.-based support demonstrates our commitment to provide you with great service."

**Propaganda Examples – Section D**  
**Grouped by Technique**

**6. Bargain Appeal**

1. You will have no more need to hire high-cost professionals for those around-the-home repair jobs. With this amazing 106-piece Socket Wrench and Tool Set, you will save year after year by doing it yourself.
2. Former President Bush says, "Hamburger is 66 cents a pound. Stop-n-Shop's price is 17 cents per pound less."
3. The TRA Fund Raiser Loan from First Federal Bank lets you use our money to open or fund your I.R.A. You get a refund or reduction on your Federal taxes right away, and come out dollars ahead – usually hundreds of dollars ahead.
4. Ad: "Why pay \$50 for a Cabbage Patch Kid when you can get an exact copy, made in Korea, from our warehouse?"
5. Ad for a car dealership: "We're overloaded, and more cars are coming in. They've got to go. Make us an offer."
6. All Texaccon stations in the area give a discount for paying cash. You won't find this deal anywhere else.
7. Buy Zoom-Zoom gas and play the exciting new game "Pic-a-Win" for free. Win valuable free prizes!
8. Model X, the luxury car for economy-minded people.
9. If you call right now, this very minute, and order a ten-year subscription to *Grime* magazine, we guarantee you a 50% savings off the newsstand price, a football telephone, a pocket calculator, a lovely greeting card, a lapel pin, and a breathorizer that tells you when you've got halitosis.
10. Get BIC pastel shavers in the new six-pack. Pay for five, get one free.
11. This is your lucky day. For a limited time only, take the envelope attached on the right to your nearby Hallmark store and we will fill it with a free Shoebox Card of your choice. Easy? You bet!
12. Anabelle was thrilled when she received notice by letter that she had definitely won one of the top five prizes in a national sweepstakes giveaway. She had to go listen to a sales pitch out of state and had to spend about \$200 in miscellaneous expenses to accept, but she did win the fifth item on the list: a genuine imitation pearl ring valued at \$40.
13. Trying to find ways to beat higher postal rates? Tyvek envelopes from Curtis weigh just about half as much as regular paper envelopes. It makes good business sense for you to switch to Tyvek.
14. Ad: "Herbie's Chocolate Bars – the same price as five years ago!"
15. Mom, all the kids have the new Nintendo game – and they're on sale!
16. Come back to A.T. & T. – for free!
17. People who left A.T.& T. for another company complain that their calls do not get through on the first try and that the small savings are not worth the trouble. Come back to A.T.&T. and we will give you one month's calls free.
18. You get a free 19 inch color TV and a free VCR when you purchase a satellite dish from Satellite Specialists, Inc.

**Propaganda Examples – Section D  
Grouped by Technique**

19. Ad in the mail: "Your name has been chosen at random to receive an exciting home stereo system through a special one-time offer. Go to Rumble's Department Store on Saturday between 11 AM and 4 PM to claim your system at unheard of savings."
20. HR DeskJet printers let you show off. We have black and white and color printers starting at under \$485.
21. Begin sending your important letters and memos by FAX. Not only do your patrons receive their notices in a matter of minutes, but the cost of a FAX is little more than that of a letter and less than half the cost of overnight mail.
22. Come to Milano's Tires. For this week only, buy three tires and get the fourth one free. Or buy one tire and get the second one at half price.
23. Automobile dealer ad: "Their ad is our ad. We will meet or beat any deal you can get anywhere."
24. Join the CD of the Month Club and get any 11 CDs from our catalog for 1 cent. Plus you get a chance to get more music each month.
25. U.S. Postal Service ad: "Federal Express has 600 airplanes for delivering two-day priority mail. Cost: \$6. The U.S. Postal Service has 1500 airplanes delivering two-day priority mail. Cost: \$3."
26. Ad: "Save up to 70% on Life Insurance. If you are 65 or older, in good health, and a non-tobacco user, you may qualify for our 10-year Super Select Team Life Insurance."
27. Ad for the U.S. Postal Service:  
"Federal Express overnight mail: \$12.00  
"UPS overnight mail: \$10.00  
"US Postal service priority mail: \$8.00  
"Same delivery time, different delivery cost. Is there really a choice?"
28. If you sign up for our online computer service by December 31, we will offer you an extra two months of service for the same price as our regular yearly service. Fourteen months, instead of only twelve.
29. Ad: "If you need money for any purpose, contact UC Lending. We could get you the money you need and save you up to \$500 on your monthly payments."
30. Ad: "Are you a BellSouth customer with high-speed internet access? If so, for only \$10 more a month you can upgrade from FastAccess Lite to FastAccess Extreme. See the difference; upgrade today."
31. Ad: "Introducing the Marquette Hotel, a Milwaukee legend celebrating its recent reopening with a style as unique as its city. Our luxurious accommodations offer guests a contemporary and residential environment, complete with all the amenities today's traveler desires. To celebrate our reopening, we are offering 10% off all room rates for the next two months."
32. Ad: "Order your *LifeWork Journal* today. It is a risk-free trial subscription. Stop at any time for a complete refund. Improve yourself now."
33. Ad: "Buy your new Chevrolet before December 31. 0% APR financing available! Too good a deal to pass up!"

**Propaganda Examples – Section D**  
**Grouped by Technique**

34. Ad: "That new car smell is overrated. And you'd much rather savor the scent of money. Even if you aren't the type to clip coupons or buy in bulk. Because nobody likes paying more than they have to. And finding a great deal is easy if you know where to look. Do it on eBay Motors."
35. Ad: "Howdy, Folks! Stop in today and buy one of Elma's Worm Burgers and we'll give you another one absolutely free. What better deal could you possibly expect? Come in today."
36. Television ad: "Today for a limited time only, you'll be able to get both the megaclean and the super-megaclean carpet cleaning systems for a low price of three easy payments of \$39.99. But wait! If you call in the next 30 minutes, you'll also receive an extra gallon bottle of the megacleaning solution absolutely free. Pick up your telephone and order today."
37. Ad: "Get your new luxury automobile with our \$500 cash back offer. With cash back, the latest luxury price starts at \$32,450. Hurry, this is a limited-time offer."
38. On a postcard from a real estate agent: "Call me at 215-288-2219 if you would like to save money on your auto insurance. State Farm has new discounts available to those who qualify."
39. Wife to husband: "Ralph, they just lowered home mortgage interest rates to 4.75%. We need to sell our home and trade up to that bigger home this week before the rates soar again."
40. Wake up early and don't miss our Door-Busters sale. Tank tops, bathing suits, and summer clothing all 50% off. But only tomorrow from 6am till 8am.
41. Customer: "Is it true that you're taking 50 percent off the price of everything in this store today?"  
Salesman: "Yes but only for today."  
Customer: "Then show me the lawn furniture. Today's the day I've been waiting for."

**Propaganda Examples – Section D**  
**Grouped by Technique**

**7. Folksy Appeal**

1. Harry Jones is 70, but he's still full of vim and vigor. You see, Harry is the president of the Tendermoor Mattress Company, makers of the world's best mattresses. So he sleeps good nights. Every mattress made in our factory is made just like Harry's. Exactly. We figure if it's good enough for Harry, it's good enough for you.
2. Card sent through the mail: "There's been a change. Jim Martin, your old Buick Wrangler, has joined the Curt Sole Wagon Train. Would be obliged if you'd stop by and buy your next car from an old friend, the Old Wrangler!"
3. Telephone company ad: "Reach out and touch someone."
4. If you want home-style food and a friendly atmosphere at real, down-to-earth prices, then you're Wendy's kind of people.
5. Ad: "For over 100 years, Dillard's has catered to its special customers – you, our Gotham City neighbors. Continue the family tradition of shopping at Dillard's this Christmas."
6. After a hard day's work in Jack Daniels country, folks unwind with checkers and lemonade. Our old-time distillery is located here in Lynchburg, Tennessee, in a county where folks know how to relax and enjoy life.
7. Elect Roemer Governor and he'll be your "Buddy" in the state capital.
8. Bring your gal and come on down to Bob's Drive In for carry outs and cokes. We pride ourselves on having the coziest and chattiest place in town.
9. Dial 999, WAGL, for music, news, and weather. Come home to the station that caters to you – our Gotham City friends.
10. Elderly gentleman in a TV commercial: "You know, they got so many fancy tooth-pastes today, with so many fancy names. Heck, some of 'em got more glitter than Hollywood; others is all spangled up with spots or striped with gel. There's nothin' fancy about Erodent, no spangles, no gels, no glitter, no fancy tastes. Just the basics. Clean teeth for down-to-earth people who ain't interested in all the frills."
11. Actor in a TV ad: "Natural gas is cheaper; natural gas is better. Know what I mean, Vern? Oh, by the way, Vern, I love your little teddy bear."
12. Ad: "Do you remember grandma's crispy fried chicken? It was finger-lickin' good. At Chicken Shack, we make chicken the way your grandma used to. Come try a delicious serving and relive your youthful visits to grandma's house."
13. Ride herd on Local Area Network problems. You can corral all your network problems with our easy-to-use bridges and software. Just call our friendly local representative and relax. You will be taken care of with the utmost courtesy.
14. Big Dave, founder of Cindy's, doesn't like all those fancy foods with those fancy names. He likes what regular people like you and me like. Try one of Big Dave's nonsense hamburgers next time you go to Cindy's. It's not fancy. It's just plain old-fashioned good!
15. Ad: "A car is like a member of your family. Make the GM Traveler your family car."
16. A handwritten note from a car salesman mailed to a past customer: "Moments filled with happiness, hours touched with love. May you have all the special things you're so deserving of. Happy Birthday from Jerry & Sharon Brownell!"

**Propaganda Examples – Section D**  
**Grouped by Technique**

17. From an insurance company ad: "Judging by today's headlines, you might think it's an advantage to be cold, tough, and unfeeling. At Sigma we believe the opposite. That caring and compassion and an ability to look at things from the customer's point of view can go a long way in helping you succeed. Is our emphasis on caring unfair to our competitors? Who knows? All we know is, it's the only fair way to treat our customers."
18. Casual Works! The new business class: uncomplicated, informal, and totally relaxed. At Ralph Lauren in Macy's.
19. Ad: "Hewlett Packard copiers. They are built by engineers for precision and reliability. But they fit right in with ease for normal people like yourself."
20. You walk in a customer and you leave a friend at Vega Ford.
21. Ad: "Jet Blue Airways has a secret weapon in the airline competition: a virtual reservations center. Every Jet Blue reservations agent works from home, sweet home. Our contact center solution lets every agent field customer inquiries and book reservations in real time, in their socks if they choose."
22. Politician to voter from his district: "Come in and have a seat, Marge. That's your name, isn't it? You can call me Bill. Now, what was it you wanted to discuss with me? Oh! I remember. It was that new highway proposed for your town. How do you feel about it?"
23. Speaker to a group of high school students: "I'm so happy to be back home at my alma mater. I once sat in those desks that you sit in. I took math in the same classroom you do. I did experiments in the same chemistry lab. I am particularly excited that I have a chance to talk to my fellow Lions about an important topic – drug abuse prevention."
24. Athletic director interviewing a candidate for head football coach at a major university: "When you become coach here, the fans will embrace you like one of their own. They'll treat you like family. You'll feel comfortable and accepted in our community."
25. Here at GC Motors we're all family, which is why we are now offering our employee discount to all customers. Come on in and take a load off. We're here to help.
26. Ad for Florida's Natural Orange Juice: "We plant, nurture, pick, and squeeze. When our juice is in your hands, our work is done. Ours is the only leading orange juice brand owned by a small group of growers. So our personal best goes into every carton."
27. Ad: "Like a good neighbor, State Farm is there."

**Propaganda Examples – Section D  
Grouped by Technique**

**8. Join the Bandwagon Appeal**

1. But, Mom! I've simply got to have those Sassoon jeans! Nobody's wearing those creepy plain pockets any more. Everyone will laugh at me. I know they are \$20 more, but you've got to give in.
2. Mom, may I have \$50 for a pair of those freaky bellbottoms? I want to be different – just like everybody else.
3. Ad: "Cut your work in half as millions of others do. Ease cleans and waxes at the same time."
4. More people watched CBS News with Dan Rather on election night than any other station. Watch CBS too and find out why.
5. The tide of teachers is moving swiftly from the Classroom Teachers Association to the United Teaching Profession. Don't be the last one in your department to make the switch.
6. Everybody else in the dorm is on strike against the food! What's the matter with you?
7. Dear Santa,  
Please bring me a Teddy Ruxpin Talking Teddy Bear just like the ones all my friends are getting.  
Love, Betty
8. Ad: "My cat even purrs when she's eating CalKlan. More cats are eating CalKlan cat food than ever."
9. The rush is on for tickets to the Steelers-Tampa Bay game. When are you going to get yours?
10. Bing Crosby's "White Christmas" is one of the best selling records of all time. You should get your copy now.
11. But, Mom, all the other kids got to see "Preteen Altered Shogun Goldfish"! When are we gonna go see it?
12. From a television ad: "Reviewers are raving about Richard Pryor's latest movie, 'Comedy on the Run.' Be sure to see it at a theatre near you."
13. The latest poll shows a 10% increase in support for Borkle for Governor. Vote for Borkle!
14. Monopoly – the world's most popular board game. Get yours and find out why!
15. How can you not like rap music? All the kids love rap. It's the rage of young America. Do you want to be known as the only oddball in the school?
16. My dog just hums when he chows down on Doggie Biscuits. More dogs than ever are eating Doggie Biscuits. Yours should too.
17. Lawyers all over the country are subscribing to the new online computer research service, Inquire. May I register you for Inquire?
18. From a Democratic e-mail to supporters: "Americans across the country have told Republicans loud and clear to stop this abuse of power. Over one million citizens just like you have stood up for the right to be heard in Washington. I want to thank you for your support and urge you to keep up the fight."



**Propaganda Examples – Section D**  
**Grouped by Technique**

19. Nearly 200 people per month seek out the comfort and counsel offered by Sandy Pines Mental Health Center. The next time that you or someone close to you is in need, turn to us at Sandy Pines.
20. Mark and Sally and I are going to take in the modern art show at the Honi Museum tonight. It is the number one show of the year; it is breaking all attendance records. Come with us.
21. Working people, bank presidents, and college students support Snerdley for Governor. Why not you?
22. Last year over 300,000 Christian men gathered at national Promise Keepers conferences to praise God and unite in harmony. There are seven national sites for this year. Sign up now. It's too good to miss.
23. People are rushing to access online services. *Prodigy* offers the easiest access menu and the finest set of choices. Sign up soon so you can communicate with everyone else.
24. Over 190,000 people have already asked Congress to make President Bush face up to the facts on Iraq. Now we're shooting for 250,000. Join the call now!
25. From kids to teens to young adults, Arizona jeans are flashing the fashion statement all across the land. Your pair of Arizonas is next.
26. At the end of a television ad: "Our operators are standing by to take your call. If the line is busy, keep trying."
27. Ad: "Denny's serves more breakfasts than other family restaurant."
28. Hey, Dad, those Koby Bryant sneakers sold out of the Sporting Authority in two days a month ago. I heard that they are going to get a new shipment next Monday. We have to be there early to get a pair.
29. Our school is the only one in the city that still puts numerical grades on the report cards. We need to get with the times.
30. Ad: "Your child deserves a #1 rated education. Register him or her for the Wilbanks Preparatory Academy. Only a limited number of spaces are left. Enroll your child today before it's too late!"
31. Well, folks, it appears that nearly everyone has tried the new Elma's Worm Burgers and they are a hit. If you're one of the very few that hasn't tried one yet, don't get left out. Join your friends now and bite into a Worm.
32. Salesman: "I've been going around the neighborhood selling Plate Network satellite TV subscriptions to folks in this area. Almost everyone either has it or has signed up for it. Why don't you sign up for a one-year subscription?"
33. The fact is that only under constant pressure will the truth come out. If we don't speak up now, the investigation could be left in the Attorney General's hands, and the crime could be swept under the rug. Please join me and thousands of others in telling the Attorney General and Congress that you want a special prosecutor – someone who isn't tied to the current administration – to investigate this illegal act.
34. Woman on a TV ad: "Wouldn't you want to use the #1 anti-wrinkle cream? Wouldn't you want to use the product most recommended by doctors? I would. That's why I use ClearSkin."

**Propaganda Examples – Section D**  
**Grouped by Technique**

35. Husband to wife: "Ford Taurus just became the #1 automobile in total sales in the United States. All these buyers must know something. Can't you see a Taurus in our driveway?"

**Propaganda Examples – Section D  
Grouped by Technique**

**9. Appeal to Practical Consequences**

1. Mercury Morris, the football player, received a minimum 15-year prison sentence for dealing in cocaine. John DeLorean lost his entire automobile business partly because of cocaine. Tell me, is it really worth that much to you?
2. Note in workers' pay envelope: "The property tax bill is to be voted on next Tuesday. If passed, it means that wages will not be increased for one year."
3. Israel to the United States: "You cannot withdraw your military support to us. If you do, the powerful Russian forces will take us over, and you will lose your control over the Middle East and all its oil forever."
4. The key issue in the balloting of the rank and file on the labor contract was to reach a settlement, and the union representatives were working hard to bring it about. They warned of a long and bitter strike if it were turned down.
5. President of the company: "Just how would you suggest improving the performance of our sales force?"  
Sales manager: "That shouldn't be very hard. All our men have families; they all need their jobs. I'll simply tell them that the returns for next month will have to be up by 14% and that any man failing to show such improvement will be dismissed at once."
6. If you value freedom, you'll help fight Communism.
7. Don't smoke. The Surgeon General has determined that cigarette smoke is dangerous to your health.
8. Your government will either meet our demands or meet our guns.
9. It is imperative that the earnings tax be approved. Without it, there will have to be massive cuts in essential city services.
10. You must vote for David Seed for tax appraiser. His opponent Michael Mush promises that he will raise property values to about 1 1/2 of their present value. You will owe much more in taxes.
11. I'm afraid to attend any meetings of the Sandinistas. Too many innocent citizens have been shot or arrested by the police for simply associating with a Sandinista.
12. In the state of Indiana, the penalty for first offense possession of marijuana is a minimum of six months and a maximum of five years in the state penitentiary. Is it worth it?
13. My fellow Senators, vote yes on Ginsbork for the Supreme Court and you can say goodbye to every civil rights advancement that has been made for the last half century.
14. "Displays of clothing, shoes, and other merchandise on Main Street sidewalks have given the downtown strip the look of a 'Turkish market,'" stated the city council President. "We on the council must address the problem of sidewalk selling on Main Street or we can kiss the quality of life in our city goodbye."
15. Ad: "The Flame-Gun snow remover is the fastest way we know to clear away ice and snow. It saves work. It may save your heart. It is lightweight and easy to handle!"

**Propaganda Examples – Section D**  
**Grouped by Technique**

16. President Clinton must clear up this Whitewater mess as soon as possible. Otherwise the Democratic Party will be soundly defeated in the next election.
17. Vote for the Republicans! A Republican vote means lower taxes, more jobs, less inflation, and a higher standard of living.
18. Failure to pass the increased Defense Department appropriation will mean that we will fall further behind the Russians in the arms race, and they will be able to launch a nuclear attack against us which we cannot stop. They will destroy our cities and most of our population.
19. Chaos will be the result at the Democratic Convention if we don't soon settle on one candidate.
20. Notice on detention slip sent home to parents to sign: "Dear Mr. and Mrs. Smith, your son Homely has been given a detention on Friday the 13th, from 3 p.m. until 4 p.m. Please sign this sheet advising us if he'll serve and how he'll get home. Be advised that if the child doesn't serve the detention, he'll be liable for suspension."
21. Chris: "Give me one good reason why I should let you get in line first."  
Spike: "I'll give you five, and they're all knuckles."
22. Want to stop those annoying winter cold symptoms? Take fast-acting, time-release Sinumat tablets.
23. Academic games sponsor to a player: "You constantly complain that I make you practice too much. Would you rather finish last in the league?"
24. Other copier manufacturers claim a performance guarantee too. But will they put it in writing? NO! But Lanier will. Buy your next copier from us.
25. Two thugs talking to a storeowner: "It will be more profitable for you to join our protective association. Think of the money you would lose in broken windows, overturned trucks, damaged merchandise, and so forth."
26. Ad: "Castrol Motor Oil provides maximum protection against viscosity and thermal breakdown."
27. Welcome to Correct Grammar, the friendly WordPerfect add-on that checks each sentence, highlights mistakes, suggests corrections, and helps you add clarity to your writing.
28. Ad: "With Chipcom Online system concentrator, you can connect a tall building or a far-flung campus with a seamless, unified and totally reliable network. A network that is truly self-healing and capable of surviving multiple faults."
29. American Medical Association in a letter to doctors: "You must support the AMA in its fight against the National Health Plan. If it passes, the rates you charge will be lowered for most services."
30. For smoother thighs and calves and a more attractive figure, use Nature's Own Slim Cream.
31. Sugar company memo to all employees: "If the current Everglades clean-up bill passes in its proposed form, the cost to the company will be great and will necessitate the cancellation of the forthcoming salary raises. Write your Congressman and let him know how important it is to defeat this bill."

**Propaganda Examples – Section D**  
**Grouped by Technique**

32. Ad: "It's Friday and you still haven't finished all your tasks for the week. It seems like you have more and more to do and less and less time to do it. What's the answer? *Microsoft Office* software will help you work faster and more efficiently."
33. The *LifeWork Journal* gives a high level of attention to the issues you face in your workplace. So that you can make wise choices – small and large – that can help you become more fulfilled in your life at work.
34. ColorStay lipstick stays on your lips. It sets in 60 seconds for all day wear. It won't kiss off on your teeth, your glass, or him.
35. On the front cover of a catalog sent in the mail: "This may be your last catalog if you haven't placed an order with us recently."
36. Ad: "Want that washboard tummy look, guys? With a minimum workout of only 20 minutes per day, the Exergenie can give you the washboard look in a matter of a few months."
37. From a TV editorial against a law requiring return of bottles to stores: "Every store and supermarket selling beverages will have to buy empties back, sort them all dirty, sticky, and smelly for later collection. The bottle bill, we fear, is a well-intentioned mistake."
38. Ad: "Liberty Mutual taught Joe Mattingly the safest way to lift packages, including his young daughter. Liberty Mutual is committed to reducing the impact of low back pain, so someone like Joe won't miss work or the occasional piggy-back ride with daughter Lisa."
39. A political ad: "It has provided money for education, more revenue for street and highway repairs, extra funds for parks and playgrounds. Vote to keep video poker."
40. Worker arguing for a salary increase to the boss: "I'm working as hard as I can right now, but with a little more financial help I will be able to cut down my outside work and produce even more."
41. Ad for the Recreational Fishing Foundation showing a boy fishing with his father: "Take me fishing so we'll always have something in common. Take me fishing, and I'll know you have time for me. Take me fishing so I can tell you what's happening at school."
42. Notice to teachers on the faculty: "Proctors are needed for the ACT exams to be given at our school this year. The first test is October 25. This year the payment fee for proctors ranges from \$54 to \$68."
43. Ad: "Now he can email, download photos, and transfer funds faster than ever. Only problem, they're not his. As Internet connections become faster, hackers and virus writers are finding more fertile ground for their crimes. If you're connected, you need McAfee Virus-Scan. It includes a built-in firewall to keep mischief-minded code-crackers out of your computer. And your life."
44. If you are going to join our gymnastics team, you have to work hard. You join, you work. You work with me, you succeed. What do you want?
45. Terry, you CAN have that portable DVD player to use when you walk or whenever you are out and want to listen to cool music. All you have to do is work at that part-time job and save up the money. Go for it.

**Propaganda Examples – Section D**  
**Grouped by Technique**

46. The details of the Florida 2000 election proved, to Americans of all political persuasions, that our election laws are broken. Yet the debacle also created an opening for voting reform that we have not seen for decades. Today we have a real and concrete chance to shape the way America votes. Effective organizing over the next several months will create genuine new opportunities to expand the vote – but there is no time to waste.
47. Player to teammate: "I'm having problems understanding some of the techniques in Section E. If you don't work with me, our team will fall out of first place, and we won't win the championship."
48. TV ad: "Have you tried diet after diet, and nothing seems to work? Do you want the lean, sculpted body you always see on others, but can't seem to achieve yourself? Then, we have your answer. Buy our new series of workout videos, *The Sculptinator*. All you need to do is follow our easy eight-week program and you'll have the body you've always wanted."
49. TV ad showing a man rinsing with Listerine mouth wash while an announcer says: "Just 30 seconds per day. We know it's tough to keep rinsing that long but think of all the germs you're killing."
50. It's important to have flood insurance. Last year, some of our friends had their homes destroyed by flooding from heavy rains. Their homeowner's insurance didn't cover flood damage. I bought a policy last month. I was so impressed I now work for the insurance company. You should get a policy today. Don't take a chance of losing all you own to flood waters.
51. Ad: "Crest Whitening Strip will give you a brighter, whiter smile in just two weeks."
52. Subscribe to Life@Work. I promise you that it will be a valuable resource as you become more fulfilled and successful in your life at work.
53. We're talking about Communists, Joe. You know, given the chance, Communists would destroy everything we believe in. We must confront them at every opportunity.
54. Your community will save thousands of dollars per year for ambulances. Your sick will be cared for quickly. It will be convenient to visit your loved ones. Contribute your share to the new St. Luke's Community Hospital Fund.
55. Ad: "Our fitness program is having a summer special. Come join today and get the body you've always wanted."
56. Body Beauty Secrets from Clarins. As summer approaches, prepare yourself for those sun-filled days ahead. Remember the importance of diet and exercise as thoughts of slipping into last year's bikini come to mind. Rid yourself of that unwanted flab on your thighs and buttocks. Firm up your thighs and buttocks with the Thigh-Sir-Sizer. You'll love what you see in the mirror.

**Propaganda Examples – Section D  
Grouped by Technique**

**10. Passing from the Acceptable to the Dubious**

1. Johnny wants to know what's beyond the moon. He wants your help. He's groping towards his future. His mind is reaching out; he's hungry for knowledge. For every question answered, he has dozens more waiting to be asked. And so much depends on your answers, parents. You can assist him by buying the Hamilton Children's Encyclopedia.
2. How will your kids measure up against the kids next door? Uncomfortable as the idea is, this is the time to face it. Everyone wants more for his children. And your children will have to compete as you're competing now in the adult world. That's one of the biggest single reasons why so many families have *Encyclopedia Britannica* in their home.
3. Ad: "Boys, you all know girls love sentimental favors. They enjoy such trinkets as charms, letters, cards, perfume, and candy. Valentine's has the best candy in the world to offer to your girlfriend at any time."
4. Our children's education is very important. Our nation deserves only superior adults running its government and businesses. So with the future of our country in mind, send your child to Noseinaire Academy.
5. Computers are everywhere! Many colleges are requiring their students to have their own computers. Buy your preschooler a Training Computer today so that the best colleges will accept him tomorrow.
6. Everyone gets older everyday, and most people celebrate their birthdays. Shop at Neal's Novelties for your party favors.
7. Everyone likes to be warm on those cold, winter days. Everyone likes to look stylish when he arrives at the office. Shop at Luther's for your new London Fog jacket.
8. Athletes generally use more energy than non-athletes. The more energy one uses, the more calories he is likely to use. It is important that everyone have a balanced diet, regardless of the amount of energy he uses. Therefore, you and yours will benefit from the balanced menu provided at the Greasy Spoon Restaurant.
9. Clothing for your baby should be roomy and loose, not tight and binding. It should have snaps rather than buttons to make it easier to dress your infant. It should be machine washable and non-shrinking. Mervyn's has a whole department of excellent baby clothes.
10. It is important to the free world that the number of nuclear weapons be drastically reduced, that conventional forces reflect defensive, and not offensive, needs, that political stability be established in as many nations as possible. It is essential, therefore, that the U.S. be willing to scrap Star Wars in order to achieve these aims.
11. Ad: "An aircraft carrier may be a very big ship but it's also a very small airport. Over the past few years, the Navy's planes have grown more and more complex. A lot more maintenance checks had to be made and a lot more men and equipment were needed to make them. All this took more time and more space. The trouble is – on an aircraft carrier you never have enough of either. The advantage of Wheelright computer systems is that they save on both."
12. You support the American cause. You're proud of the flag and you want it respected by others. Vote Republican!

**Propaganda Examples – Section D  
Grouped by Technique**

13. Florida is a great state. It offers excellent recreational activities, an abundance of natural resources, and the friendliest people in the country. Let's keep it that way by giving Florida the contract to build the Space Station.
14. Proper nutrition is important ... particularly during pregnancy. During these stressful times, your body needs special nutrients. Schiff's New Beginning assures that you and your baby will stay healthy and hearty.
15. Ad: "Be wicked for a week. Give up counting calories. Stay up late. Sleep in. Don't make your bed. Let your hair down. Don't pay for anything. Be your beautiful self. Call your travel agent and ask about Hedonism II."
16. You know, you only get one set of teeth in this life. That's why you need to take good care of 'em while you got 'em. That means eating healthy foods, getting lots of calcium, and brushing regularly – with Rotgum toothpaste.
17. Arizona is a wonderful place to live. Our climate is dry and pleasant and warm, our taxes are lower than most states, and we have exciting recreational opportunities. We should continue to house the National Defense headquarters.
18. West Virginia is a beautiful state. Its mountains offer breathtaking views for everyone. The state is always in need of tourism to boost its economy. We ought to hold next year's Academic Games National Tournament in West Virginia.
19. Americans are more health-conscious than ever. Keeping in shape can add years to your life. Goldy's Gym has a fitness plan for you.
20. The country needs a strong leader with integrity – a person who can handle complex problems but also is sensitive to the needs of the common person. Nominate and elect Rush Bimbaugh.
21. Life is very stressful. Tension builds around us from the pressures of our jobs and families. Our bodies react poorly, sometimes violently, to the heavy doses of stress. Seek relief from *Menthadone* tablets.
22. Your eyes show aging first. Highly vulnerable and tissue-thin, the eye area needs powerful but gentle care to help bring firmness to this fragile skin. Lancome treats your eyes best.
23. You want a safe and clean neighborhood. You want security for your loved ones. You want better jobs for all. Vote for Dole in November.
24. Ad: "You want your loved ones to have the luxury and love they deserve. You want to make your family happier. You want to put joy in their lives and smiles on their faces. Join us at Lorraine's Laid-Back Resort on San Marco Island for the time of your lives."
25. There are times when all of us feel alone. Times when we feel different, when we feel we don't belong. For these times, you need your very own copy of *ET, the Extraterrestrial*, for sale at your nearest Blockbuster Video Store.
26. Each of your employees is going to need to be trained to use the Internet. The Internet will open up a whole new world of information to make them more productive. You will want to use Ziff-Davis Training Systems.
27. Ad: "I always want the best for my family. I'm concerned about everything that touches their lives. That's why I buy White Cloud."



**Propaganda Examples – Section D**  
**Grouped by Technique**

28. Ad: "Fact of life: healthcare is expensive. Research is expensive. Drugs, equipment, doctors and hospitals are expensive. Everybody has an obligation to cooperate for the good of the patient. That's why Blue Cross of Montana has put together the best medical insurance plan."
29. Ad: "You're worried about the financial security of your family. If anything happened to you and you were unable to work, you would want to know that they were taken care of and were still able to live the good life. Call Metro Insurance today, and we will send a representative to help you provide the protection that your family deserves."
30. The kids in Ecuador have so many needs. Their parents still work with tools from the 19th century. The roads are lousy and the land produces little. Give generously to the Ecuador Relief Fund.
31. Clothing for your travel should be light and comfortable. It must be non-wrinkle. It needs to pack easily and come out of your suitcase looking great. Order our Travel-Look line of travel apparel today.
32. Your children need certain vitamins and minerals daily to grow up to be strong and healthy. Many kids don't get these necessary vitamins and minerals. Give your child what he or she deserves: a good strong future with Kid's Vitaminall. All the vitamins and minerals your child needs to grow up healthy.
33. Ad: "My son Tyler was born 13 days late. I thought I would be pregnant forever. You spend your whole life putting yourself first. Then all that changes when you have a child. That's why I bought a Saturn."
34. Radio ad: "Yesterday was Earth Day, and if you're still struggling to find an appropriate gift for Mother Nature, we've got a suggestion. Flowers are out; she gave them to you, remember? Ditto diamonds, wine, and chocolate – hey, actually just about everything comes from her. So give the gift that will help ensure that her bounty is protected and cherished forever: Donate to *Ecology* magazine and help keep the best, sassiest environmental journalism alive and kicking."
35. Ad: "You work hard each and every day to provide the best for your family. You give them comfort when they are feeling down. You give them confidence when they feel like they cannot succeed. You give them excitement when they are bored. Isn't it about time that you give yourself something special? Start each morning with a heart-healthy bowl of Honey-Nut Cheerios. That way you'll always be there to give them what they need."
36. Ad: "When you're injured in an accident, you want to know that your medical bills are paid, that your family needs are attended to, and that you have a law firm that cares about you. Contact Smith, Smith, and Jones today."
37. Ad: "The Civil War was the crucible in which our nation was forged. And despite the harsh reality of battle, the war had a certain nobility perhaps no better exemplified than by the Confederate Army. Steeped deep in the gentile traditions of the antebellum South, the Confederates fought with an honor that is a lasting tribute to the Old South. Now I'd like to tell you about an opportunity to pay a glorious tribute to the 'Johnny Reb's' of the Confederacy ... the Civil War Confederate Express illuminated electric train."

**Propaganda Examples – Section D**  
**Grouped by Technique**

38. Ad: "Some people like to loiter in malls. Some people like to wander from shop to shop. Some people don't mind getting things mail-order by catalog. Then again, there are those special people who will shop only at the top of the line store for fine products. Lacy's – where particular people shop."
39. Ad: "Fact: There are millions of germs all over your house. Fact: Germs will keep multiplying unless you stop them. Fact: Lysol kills 99% of germs every time you use it."
40. Ad: "She's beautiful! She's engaged! She uses Lovely Lady soap."



## Section D

### Mixed Techniques

- ✓1. Please do not withdraw from Korea. With those big, powerful nations around us threatening, our small ill-prepared military doesn't stand a chance. (1 Appeal to Pity)
- ⊗ 2. As a Vice-President Hubert Humphrey makes a good drugstore clerk, as he was as a young man. (3 Appeal to Ridicule)
- ✓3. I cannot see how you can enjoy that piece of music. Why, it was a favorite of Hitler's. (5 Appeal to Prejudice)
- ⊗ 4. But, Mom! I've simply got to have those Sassoon jeans! Nobody's wearing those creepy plain pockets any more. Everyone will laugh at me. I know they are \$20 more, but you've got to give in. (8 Join the Bandwagon Appeal)
- ⊗ 5. You will have no more need to hire high-cost professionals for those around-the-home repair jobs. With this amazing 106-piece Socket Wrench and Tool Set you will save year after year by doing it yourself. (6 Bargain Appeal)
- ⊗ 6. Mercury Morris, the football player, received a minimum 15-year prison sentence for dealing in cocaine. John DeLorean lost his entire automobile business partly because of cocaine. Tell me, is it really worth that much to you? (9 Appeal to Practical Consequences)
7. Could you look into the sad, proud eye of this poor girl and say, "No, child, I will not help you?" (1 Appeal to Pity)
- ⊗ 8. Men, this proposal comes from the management of this factory. I think this is reason enough for you to be suspicious of it. (5 Appeal to Prejudice)
- ⊗ 9. Harry Jones is 70, but he's still full of vim and vigor. You see, Harry is the president of the Tendermoor Mattress Company, makers of the world's best mattresses. So he sleeps good nights. Every mattress made in our factory is made just like Harry's. Exactly. We figure if it's good enough for Harry, it's good enough for you. (7 Folksy Appeal)
- ⊗ 10. Mom, may I have \$50 for a pair of those freaky bellbottoms? I want to be different – just like everybody else. (8 Join the Bandwagon Appeal)
- ✓11. Johnny wants to know what's beyond the moon. He wants your help. He's groping towards his future. His mind is reaching out; he's hungry for knowledge. For every question answered, he has dozens more waiting to be asked. And so much depends on your answers, parents. You can assist him by buying the Hamilton Children's Encyclopedia. (10 Passing from the Acceptable to the Dubious)
- ⊗ 12. Oh, her! I wouldn't vote for her if you paid me. She completely monopolizes a conversation. It's not that her vocabulary is so large; it's just the rapid turnover in her mouth. What she needs is a yappendectomy. (3 Appeal to Ridicule)
- ⊗ 13. Magazine ad for Botany Men's Suits: "George Cabot Latham is a leading collector of objects of art. His collection includes antique silver sculptures, like the one he is holding. He also takes pride in his collection of Botany suits. They have been created specifically for men of superior tastes." (4 Appeal to Prestige)

14. Former President Bush says, "Hamburger is 66 cents a pound. Stop-n-Shop's price is 17 cents per pound less." (6 Bargain Appeal)
15. Note in workers' pay envelope: "The property tax bill is to be voted on next Tuesday. If passed, it means that wages will not be increased for one year." (9 Appeal to Practical Consequences)
16. Taxes must never be used to support parochial schools. Should you and I support Catholicism? Never! (5 Appeal to Prejudice)
17. You'll be looked up to when you look your best. That means a Stetson hat, Hickey-Freeman suit, and Florsheim shoes. We have them all. (4 Appeal to Prestige)
18. Card sent through the mail: "There's been a change. Jim Martin, your old Buick Wrangler, has joined the Curt Sole Wagon Train. Would be obliged if you'd stop by and buy your next car from an old friend, the Old Wrangler!" (7 Folksy Appeal)
19. How will your kids measure up against the kids next door? Uncomfortable as the idea is, this is the time to face it. Everyone wants more for his children. And your children will have to compete as you're competing now in the adult world. That's one of the biggest single reasons why so many families have *Encyclopedia Brittanica* in their home. (10 Passing from the Acceptable to the Dubious)
20. The TRA Fund Raiser Loan from First Federal Bank lets you use our money to open or fund your I.R.A. You get a refund or reduction on your Federal taxes right away, and come out dollars ahead – usually hundreds of dollars ahead. (6 Bargain Appeal)
21. Telephone company ad: "Reach out and touch someone." (7 Folksy Appeal)
22. My cat had kittens and I was up all night helping her. That's why I didn't do my homework and why I don't deserve an F for the day. (1 Appeal to Pity)
23. Did you see Bush in his Vice-Presidential debate with Geraldine Ferraro? He gushed out emotions more than she did, and she's a woman! There's no way I'll vote for Bush for President. (5 Appeal to Prejudice)
24. Israel to the United States: "You cannot withdraw your military support to us. If you do, the powerful Russian forces will take us over, and you will lose your control over the Middle East and all its oil forever." (9 Appeal to Practical Consequences) (Not Pity)
25. The key issue in the balloting of the rank and file on the labor contract was to reach a settlement, and the union representatives were working hard to bring it about. They warned of a long and bitter strike if it were turned down. (9 Appeal to Practical Consequences)
26. President of the company: "Just how would you suggest improving the performance of our sales force?"  
Sales manager: "That shouldn't be very hard. All our men have families; they all need their jobs. I'll simply tell them that the returns for next month will have to be up by 14% and that any man failing to show such improvement will be dismissed at once." (9 Appeal to Practical Consequences)
27. If you value freedom, you'll help fight Communism. (9 Appeal to Practical Consequences)

28. An automobile advertising campaign states that Americans deserve a car of their own and encourages them to buy the company's car – "made in America, by and for Americans." (5 Appeal to Prejudice)
29. Cologne ad: "British Sterling: It will make you a legend in your own time." (4 Appeal to Prestige)
30. Ad: "Cut your work in half as millions of others do. Ease cleans and waxes at the same time." (8 Join the Bandwagon Appeal)
31. Tenant to landlord: "I cannot pay my rent because I was laid off last week. Now I find out that I need a \$10,000 operation. I want to live another year. Please give me an extension of my loan." (1 Appeal to Pity)
32. Don't smoke. The Surgeon General has determined that cigarette smoke is dangerous to your health. (9 Appeal to Practical Consequences)
33. Be the first one in your neighborhood to have a Watchman pocket television. Buy quickly. (4 Appeal to Prestige)
34. More people watched CBS News with Dan Rather on election night than any other station. Watch CBS too and find out why. (8 Join the Bandwagon Appeal)
35. Miss Jones, upon being asked a difficult question by a rather unintelligent student in the class and not knowing the answer, replied, "Susan, I'm surprised at you. I always suspected you were stupid, but to show it off in class is really too much." She then went on to the next question. (3 Appeal to Ridicule)
36. Ad: "Boys, you all know girls love sentimental favors. They enjoy such trinkets as charms, letters, cards, perfume, and candy. Valentine's has the best candy in the world to offer to your girlfriend at any time." (10 Passing from the Acceptable to the Dubious)
37. Your government will either meet our demands or meet our guns. (9 Appeal to Practical Consequences)
38. I'm sorry I didn't pay my bill on time, but I was in the hospital with a serious heart ailment. (1 Appeal to Pity)
39. Our children's education is very important. Our nation deserves only superior adults running its government and businesses. So with the future of our country in mind, send your child to Noseinaire Academy. (10 Passing from the Acceptable to the Dubious)
40. If you want home-style food and a friendly atmosphere at real, down-to-earth prices, then you're Wendy's kind of people. (7 Folksy Appeal)
41. Computers are everywhere! Many colleges are requiring their students to have their own computers. Buy your preschooler a Training Computer today so that the best colleges will accept him tomorrow. (10 Passing from the Acceptable to the Dubious)
42. Athletes generally use more energy than non-athletes. The more energy one uses, the more calories he is likely to use. It is important that everyone have a balanced diet, regardless of the amount of energy he uses. Therefore, you and yours will benefit from the balanced menu provided at the Greasy Spoon Restaurant. (10 Passing from the Acceptable to the Dubious)

43. It is imperative that the earnings tax be approved. Without it, there will have to be massive cuts in essential city services. (9 Appeal to Practical Consequences)
44. The tide of teachers is moving swiftly from the Classroom Teachers Association to the United Teaching Profession. Don't be the last one in your department to make the switch. (8 Join the Bandwagon Appeal)
45. You must vote for David Seed for tax appraiser. His opponent Michael Mush promises that he will raise property values to about 1 1/2 of their present value. You will owe much more in taxes. (9 Appeal to Practical Consequences)
46. Plastic surgeon to patient: "Your nose bob operation was so successful that you could be a magazine model. Don't you want to schedule your face lift next?" (2 Appeal to Flattery)
47. Everyone gets older everyday, and most people celebrate their birthdays. Shop at Neal's Novelties for your party favors. (10 Passing from the Acceptable to the Dubious)
48. Ad: "Why pay \$50 for a Cabbage Patch Kid when you can get an exact copy, made in Korea, from our warehouse?" (6 Bargain Appeal)
49. Join the elite. Invest in Audubon Resort Hotels. (4 Appeal to Prestige)
50. Newspaper ad: "One million more TV's were sold this year than last." (0 No Technique)
51. Everyone likes to be warm on those cold, winter days. Everyone likes to look stylish when he arrives at the office. Shop at Luther's for your new London Fog jacket. (10 Passing from the Acceptable to the Dubious)
52. Mother, I can't clean my room. I've got to study for that algebra test. If I get a poor grade, I'll just die. (1 Appeal to Pity)
53. Ad for a car dealership: "We're overloaded, and more cars are coming in. They've got to go. Make us an offer." (6 Bargain Appeal)
54. I'm afraid to attend any meetings of the Sandinistas. Too many innocent citizens have been shot or arrested by the police for simply associating with a Sandinista. (9 Appeal to Practical Consequences)
55. Everybody else in the dorm is on strike against the food! What's the matter with you? (8 Join the Bandwagon Appeal)
56. In the state of Indiana, the penalty for first offense possession of marijuana is a minimum of six months and a maximum of five years in the state penitentiary. Is it worth it? (9 Appeal to Practical Consequences)
57. You deserve love and harmony in your life. If you agree, come with me to tonight's talk by Ram Dass. He has a wonderful message and some thoughts that, I think, can lead us to a better life. (0 No Technique – not Passing from the Acceptable to the Dubious)
58. President Clinton must clear up this Whitewater mess as soon as possible. Otherwise the Democratic Party will be soundly defeated in the next election. (9 Appeal to Practical Consequences)

- 4 59. "Displays of clothing, shoes, and other merchandise on Main Street sidewalks have given the downtown strip the look of a 'Turkish market,'" stated the city council President. "We on the council must address the problem of sidewalk selling on Main Street or we can kiss the quality of life in our city goodbye." (9 Appeal to Practical Consequences)
60. Dear Santa,  
Please bring me a Teddy Ruxpin Talking Teddy Bear just like the ones all my friends are getting.  
Love, Betty  
(8 Join the Bandwagon Appeal)
61. Saleslady to customer: "The fake pearl earrings are lovely but the genuine pearl ones give your face a radiant glow." (2 Appeal to Flattery)
62. The Christian Missions provide food, shelter, and clothing for homeless children all over the world. During this Christmas season, don't forget those less fortunate than you. Give to the Christian Mission Fund. (1 Appeal to Pity)
63. Ad: "For over 100 years, Dillard's has catered to its special customers – you, our Gotham City neighbors. Continue the family tradition of shopping at Dillard's this Christmas." (7 Folksy Appeal)
64. Clothing for your baby should be roomy and loose, not tight and binding. It should have snaps rather than buttons to make it easier to dress your infant. It should be machine washable and non-shrinking. Mervyn's has a whole department of excellent baby clothes. (10 Passing from the Acceptable to the Dubious)
65. Yes, I know that the Dell and Gateway computers seem to offer better quality at a cheaper price. But I just wouldn't feel right about not picking the top of the line. We have to buy IBM. (4 Appeal to Prestige)
66. After a hard day's work in Jack Daniels country, folks unwind with checkers and lemonade. Our old-time distillery is located here in Lynchburg, Tennessee, in a county where folks know how to relax and enjoy life. (7 Folksy Appeal)
67. Ad: "The Flame-Gun snow remover is the fastest way we know to clear away ice and snow. It saves work. It may save your heart. It is lightweight and easy to handle!" (9 Appeal to Practical Consequences)
68. Please don't waste my time asking such a silly and useless question. (3 Appeal to Ridicule)
69. Did you see the pathetic picture of all those starving children on TV last night? Let's all join the movement to collect money to fight hunger in Africa. (1 Appeal to Pity)
70. Ad: "An aircraft carrier may be a very big ship but it's also a very small airport. Over the past few years, the Navy's planes have grown more and more complex. A lot more maintenance checks had to be made and a lot more men and equipment were needed to make them. All this took more time and more space. The trouble is – on an aircraft carrier you never have enough of either. The advantage of Wheelright computer systems is that they save on both." (10 Passing from Acceptable to Dubious)
71. All Texacon stations in the area give a discount for paying cash. You won't find this deal anywhere else. (6 Bargain Appeal)



72. Unfair? Unjust? Untrue? Yes, in part you are right about my article. Apologies are due the tables at Sergeants Restaurants. I thought they were plastic but in all honesty and embarrassment, after checking them out, the tables at Sergeants are wood. Real wood. First rate wood. The deep layer of polyurethane fooled me. (3 Appeal to Ridicule)
73. Be the first kid on your block to own a code ring! Send \$3 and ten cereal box tops immediately. (4 Appeal to Prestige)
74. Ad: "My cat even purrs when she's eating CalKlan. More cats are eating CalKlan cat food than ever." (8 Join the Bandwagon Appeal)
75. One word distinguishes the American Express card from all others – membership! And membership has its privileges. (4 Appeal to Prestige)
76. Elect Roemer Governor and he'll be your "Buddy" in the state capital. (7 Folksy Appeal)
77. Seven out of ten Americans do not get enough calcium. New Super Citrus contains more of this nutrient than milk. If you aren't giving your children Super Citrus, you may be depriving them of the calcium they need for their growth. (0 No Technique – not Appeal to Practical Consequences, not Acceptable to Dubious)
78. Do you want to feel and look like a million for only \$9.99? Hanes has created the perfect pantyhose, designed to accent all those graceful bumps and curves. (2 Appeal to Flattery)
79. Mr. Scrooge, my husband certainly deserves a raise in pay. I can hardly manage to feed the children on what you have been paying him. And our youngest child needs an operation if he is ever to walk without crutches. (1 Appeal to Pity)
80. It is important to the free world that the number of nuclear weapons be drastically reduced, that conventional forces reflect defensive, and not offensive, needs, that political stability be established in as many nations as possible. It is essential, therefore, that the U.S. be willing to scrap Star Wars in order to achieve these aims. (10 Passing from the Acceptable to the Dubious)
81. If you're tired of following that dull crowd and living in those sardine cans they call apartments and condominiums, then leave those senseless traffic jams behind and come to delightful Walden Gardens. (3 Appeal to Ridicule)
82. Number One is Ford Pickups. First with Hi-Tech features. Best-built American trucks seven years running. (4 Appeal to Prestige)
83. The amendment may sound acceptable, but look at who's presenting it. Senator Fullbite is the most notorious left-winger in Congress. He must have some plot that's not immediately apparent. We conservatives have to block him. (5 Appeal to Prejudice)
84. Pity for other human beings is a trait of human character that should be cultivated. Have you investigated the occurrence of pity among lower animals? (0 No Technique)
85. Your community will save thousands of dollars per year for ambulances. Your sick will be cared for quickly. It will be convenient to visit your loved ones. Contribute your share to the new St. Luke's Community Hospital Fund. (9 Appeal to Practical Consequences)

86. Buy Zoom-Zoom gas and play the exciting new game "Pic-a-Win" for free. Win valuable free prizes! (6 Bargain Appeal)
87. Ad: "Switch to Satinsmoke, the thoroughbred of pipe tobaccos, used by the owners of all winners of the New York Derby." (4 Appeal to Prestige)
88. Boy who wants to play baseball: "Mother, I've been studying awfully hard. Can I go out and get some relaxation now?" (1 Appeal to Pity)
89. Based on our good relations with you as a preferred customer, it gives us great pleasure to inform you that our bank has approved an unsecured line of credit through our Automatic Check-Credit Plan, in the amount of \$500, available to you upon signing the enclosed application and loan agreement form and returning it to us. (2 Appeal to Flattery)
90. Republican ad: "Vote for Democrat Hubert Humphrey, one-time druggist. Tranquilizers and headache pills for every domestic ailment." (3 Appeal to Ridicule)
91. Biafrans are starving! Send your dollars to Harry's Help Ship, P.O. Box 3271, Grand Central Station, New York, New York." (1 Appeal to Pity)
92. This special New Book offer is being made only to those of our customers who have indicated quality taste in previous New Book selections. You are one of these choice customers. (2 Appeal to Flattery)
93. Bring your gal and come on down to Bob's Drive In for carry outs and cokes. We pride ourselves on having the coziest and chattiest place in town. (7 Folksy Appeal)
94. Among the graduates of Harvard are a Supreme Court Justice, several presidents of large corporations, and 22 presidents of major universities. We think your son would do well to enroll here at Harvard. (4 Appeal to Prestige)
95. A politician seeking to raise money from a group of community people: "It is my pleasure to be here today with such a distinguished group of professionals who are so clearly the keystones to the success of this community." (2 Appeal to Flattery)
96. Vote for the Republicans! A Republican vote means lower taxes, more jobs, less inflation, and a higher standard of living. (9 Appeal to Practical Consequences)
97. The rush is on for tickets to the Steelers-Tampa Bay game. When are you going to get yours? (8 Join the Bandwagon Appeal)
98. We're talking about Communists, Joe. You know, given the chance, Communists would destroy everything we believe in. We must confront them at every opportunity. (9 Appeal to Practical Consequences)
99. You have been told many times to enter this classroom quietly. Surely, after this much time has passed, you can learn to master this mundane skill that even a less intelligent vertebrate could master in a short period of time. After all, intelligence is the main characteristic that makes mankind superior in the animal kingdom. (3 Appeal to Ridicule)
100. The Evangelist Oral Roberts stated that God would "take him home" unless his followers donated \$3 million by the end of the month. (1 Appeal to Pity)
101. My fellow Senators, vote yes on Ginsbork for the Supreme Court and you can say goodbye to every civil rights advancement that has been made for the last half century. (9 Appeal to Practical Consequences)

102. Dial 999, WAGL, for music, news, and weather. Come home to the station that caters to you – our Gotham City friends. (7 Folksy Appeal)
103. The chairman of the committee interrupted the member who was speaking in mid-sentence. The member asked, "May I finish my thought?" "What thought?" replied the chairman; "you've never had one." (3 Appeal to Ridicule)
104. Florida is a great state. It offers excellent recreational activities, an abundance of natural resources, and the friendliest people in the country. Let's keep it that way by giving Florida the contract to build the Space Station. (10 Passing from the Acceptable to the Dubious)
105. Failure to pass the increased Defense Department appropriation will mean that we will fall further behind the Russians in the arms race, and they will be able to launch a nuclear attack against us which we cannot stop. They will destroy our cities and most of our population. (9 Appeal to Practical Consequences)
106. It's Cadillac if you're searching for a better way of life. (4 Appeal to Prestige)
107. Republican Auction Sale: "We offer the highest bidder at the White House (near the empty Treasury Building) at 10:00 tomorrow morning the following: (1) one Democratic National Platform – never used, good as new; (2) one aged donkey, unbroken; (3) quantities of soft soap, hogwash, and pork barrels." (3 Appeal to Ridicule)
108. Bing Crosby's "White Christmas" is one of the best selling records of all time. You should get your copy now. (8 Join the Bandwagon Appeal)
109. Chaos will be the result at the Democratic Convention if we don't soon settle on one candidate. (9 Appeal to Practical Consequences)
110. Model X, the luxury car for economy-minded people. (6 Bargain Appeal)
111. Sharp lad there. Your son, I suppose, sir. I was looking at your house as I passed by. It could use a re-siding job. It just so happens that I can give you a good deal on aluminum siding tonight. (2 Appeal to Flattery)
112. Dad doesn't want to go to his mother-in-law's house so while Mom is outside arranging her plants, Dad asks the kids the following: "Do you want to go to granny's and listen to the old folks gab about how things used to be, or do you want to go by Uncle Harvey's house, play in the clubhouse, and watch a football game?" (5 Appeal to Prejudice)
113. Ad: "Some people like to loiter in malls. Some people like to wander from shop to shop. Some people don't mind getting things mail-order by catalog. Then again, there are those special people who will shop only at the top of the line store for fine products. Lacy's – where particular people shop." (10 Passing from the Acceptable to the Dubious)
114. Notice on detention slip sent home to parents to sign: "Dear Mr. and Mrs. Smith, your son Homely has been given a detention on Friday the 13th, from 3 p.m. until 4 p.m. Please sign this sheet advising us if he'll serve and how he'll get home. Be advised that if the child doesn't serve the detention, he'll be liable for suspension." (9 Appeal to Practical Consequences)
115. Upon being asked about her date with Roger, Dana sidesteps a few critical points by mentioning the following: "C'mon, Dad. You'd like Roger. He's a big fan of Notre Dame, just like you." (5 Appeal to Prejudice)

116. Smedley says he's the man to clean up City Hall. He claims only he can handle the top job at City Hall. I agree. Let's make him window washer and elect a real leader, Bofus, as Mayor. (3 Appeal to Ridicule)
117. But, Mom, all the other kids got to see "Preteen Altered Shogun Goldfish"! When are we gonna go see it? (8 Join the Bandwagon Appeal)
118. You support the American cause. You're proud of the flag and you want it respected by others. Vote Republican! (10 Passing from the Acceptable to the Dubious)
119. That hat you bought yesterday makes you look like a million bucks, Mr. Snodgrass, like a Wall Street executive. Now can I interest you in a cane to match? (2 Appeal to Flattery)
120. Chris: "Give me one good reason why I should let you get in line first."  
Spike: "I'll give you five, and they're all knuckles."  
(9 Appeal to Practical Consequences)
121. If you call right now, this very minute, and order a ten-year subscription to *Grime* magazine, we guarantee you a 50% savings off the newsstand price, a football telephone, a pocket calculator, a lovely greeting card, a lapel pin, and a breathorizer that tells you when you've got halitosis. (6 Bargain Appeal)
122. Terry: "What was the chapter about that we had to read last night?"  
Leslie: "Why didn't you read it?"  
Terry: "Oh, c'mon, Les. I had a late basketball game and then when I got home I found out my tarantula died. How could you expect me to read?"  
(1 Appeal to Pity)
123. From a television ad: "Reviewers are raving about Richard Pryor's latest movie, 'Comedy on the Run.' Be sure to see it at a theatre near you." (8 Join the Bandwagon Appeal)
124. Elderly gentleman in a TV commercial: "You know, they got so many fancy toothpastes today, with so many fancy names. Heck, some of 'em got more glitter than Hollywood; others is all spangled up with spots or striped with gel. There's nothin' fancy about Erodent, no spangles, no gels, no glitter, no fancy tastes. Just the basics. Clean teeth for down-to-earth people who ain't interested in all the frills." (7 Folksy Appeal)
125. Actor in a TV ad: "Natural gas is cheaper; natural gas is better. Know what I mean, Vern? Oh, by the way, Vern, I love your little teddy bear." (7 Folksy Appeal)
126. School Board President addressing striking teachers: "Our seniors are afraid they will not receive college scholarships because of the instruction they are missing. Our 8th-graders must take national standardized exams next month and don't have their regular teachers to prepare them. The football teams at our high schools will have to forfeit games and not be eligible for the state playoffs. I beg you to return to the bargaining table." (1 Appeal to Pity)
127. Proper nutrition is important ... particularly during pregnancy. During these stressful times, your body needs special nutrients. Schiff's New Beginning assures that you and your baby will stay healthy and hearty. (10 Passing from Acceptable to Dubious)

128. Ad in women's magazine *Shape*: "Ryka, the ultimate lightweight performance shoe for women – designed by women. Sherri Roe, President." (5 Appeal to Prejudice)
129. Ad: "Do you remember grandma's crispy fried chicken? It was finger-lickin' good. At Chicken Shack, we make chicken the way your grandma used to. Come try a delicious serving and relive your youthful visits to grandma's house." (7 Folksy Appeal)
130. Color your hair with Loreal. It will make your hair rich and luxurious. You're worth it. (2 Appeal to Flattery)
131. Ad: "Be wicked for a week. Give up counting calories. Stay up late. Sleep in. Don't make your bed. Let your hair down. Don't pay for anything. Be your beautiful self. Call your travel agent and ask about Hedonism II." (10 Passing from Acceptable to Dubious)
132. Martin & Rossi Asti Spumante is for those times when you have made it – when you have accomplished. Martin & Rossi says you are there. (4 Appeal to Prestige)
133. Get BIC pastel shavers in the new six-pack. Pay for five, get one free. (6 Bargain Appeal)
134. This is your lucky day. For a limited time only, take the envelope attached on the right to your nearby Hallmark store and we will fill it with a free Shoebox Card of your choice. Easy? You bet! (6 Bargain Appeal)
135. Want to stop those annoying winter cold symptoms? Take fast-acting, time-release Sinumat tablets. (9 Appeal to Practical Consequences)
136. I think that maximum health comes from eating right, exercising regularly, and mental relaxation. You might want to try that combination. (0 No Technique)
137. The latest poll shows a 10% increase in support for Borkle for Governor. Vote for Borkle! (8 Join the Bandwagon Appeal)
138. I started the academic games league in this area, and now the teachers in the league don't even want to hear my opinion. (1 Appeal to Pity)
139. Monopoly – the world's most popular board game. Get yours and find out why! (8 Join the Bandwagon Appeal)
140. Big Dave, founder of Cindy's, doesn't like all those fancy foods with those fancy names. He likes what regular people like you and me like. Try one of Big Dave's no-nonsense hamburgers next time you go to Cindy's. It's not fancy. It's just plain old-fashioned-good! (7-Folksy Appeal)
141. Academic games sponsor to a player: "You constantly complain that I make you practice too much. Would you rather finish last in the league?" (9 Appeal to Practical Consequences)
142. Elegance Jewelers serves only a select clientele whose good taste is evident because they shop at our store. Impress her with your good taste. Give her an elegant gift from Elegance Jewelers. (4 Appeal to Prestige)
143. Anabelle was thrilled when she received notice by letter that she had definitely won one of the top five prizes in a national sweepstakes giveaway. She had to go listen to a sales pitch out of state and had to spend about \$200 in miscellaneous expenses to accept, but she did win the fifth item on the list: a genuine imitation pearl ring valued at \$40. (6 Bargain Appeal)

144. Student to teacher: "Mrs. Xcello, I have always thought you were one of my most creative, ingenious, not to mention attractive, teachers. That's why I'm certain you'll find a way to pass me." (2 Appeal to Flattery)
145. The way I figure it, I can buy a Panasonic Television at Giant's Warehouse for \$500 or I can buy the same set at the Playlike Superstore for \$450. I come out \$50 to the better by getting it at the Superstore. (0 No Technique)
146. Conservative Republican candidate: "I love the liberal philosophy. 'Tolerate everything' – except those whose opinions differ from yours. You see, all they want to do is replace what they see as conservative evils with newer ones of their own." (3 Appeal to Ridicule)
147. How can you not like rap music? All the kids love rap. It's the rage of young America. Do you want to be known as the only oddball in the school? (8 Join the Bandwagon Appeal)
148. You know, you only get one set of teeth in this life. That's why you need to take good care of 'em while you got 'em. That means eating healthy foods, getting lots of calcium, and brushing regularly – with Rotgum toothpaste. (10 Passing from the Acceptable to the Dubious)
149. My dog just hums when he chows down on Doggie Biscuits. More dogs than ever are eating Doggie Biscuits. Yours should too. (8 Join the Bandwagon)
150. When you go to the Olympics, take your VISA card with you because only VISA cards are accepted, NOT American Express. Only VISA singles you out for these unique events. (4 Appeal to Prestige)
151. Arizona is a wonderful place to live. Our climate is dry and pleasant and warm, our taxes are lower than most states, and we have exciting recreational opportunities. We should continue to house the National Defense headquarters. (10 Passing from the Acceptable to Dubious)
152. Virginia Slims ad aimed at women: "You've come a long way, Baby!" (2 Appeal to Flattery)
153. Nearly 80% of Americans have some minor thyroid problem that causes them to have emotional ups and downs. You should have your blood tested and find out if you have a thyroid imbalance so that you can get some help. (0 No Technique)
154. Yes, we did talk about our Routine line of office furniture on the phone. But, now that I am here to see your office with its elegant lines and rich, warm atmosphere, I think that you will be best served with our Upscale line. (2 Appeal to Flattery)
155. Other copier manufacturers claim a performance guarantee too. But will they put it in writing? NO! But Lanier will. Buy your next copier from us. (9 Appeal to Practical Consequences)
156. Trying to find ways to beat higher postal rates? Tyvek envelopes from Curtis weigh just about half as much as regular paper envelopes. It makes good business sense for you to switch to Tyvek. (6 Bargain Appeal)
157. Ad: "The Few, the Proud, the Marines!" (4 Appeal to Prestige)
158. Ad: "Castrol Motor Oil provides maximum protection against viscosity and thermal breakdown." (9 Appeal to Practical Consequences)

159. Candidate: "Both my opponents in the governor's race are members of the National Association for the Advancement of Colored People, and both support the racial discrimination quotas and set-asides for minorities. I ask for your support." (5 Appeal to Prejudice)
160. Two thugs talking to a storeowner: "It will be more profitable for you to join our protective association. Think of the money you would lose in broken windows, overturned trucks, damaged merchandise, and so forth." (9 Appeal to Practical Consequences)
161. Note written by a student at the end of a final examination paper: "Passing this course means a great deal to me. It will allow me to stay in school and would make my parents very happy. So I hope you can see your way clear to give me a passing grade." (1 Appeal to Pity)
162. Ad: "Gentlemen of distinction drink Cuivert's whiskey." (4 Appeal to Prestige)
163. Ad: "Herbie's Chocolate Bars – the same price as five years ago!" (6 Bargain Appeal)
164. Mom, all the kids have the new Nintendo game – and they're on sale! (6 Bargain Appeal)
165. Ad: "Smoke Cheroots, the thinking man's cigar." (4 Appeal to Prestige)
166. Come back to A.T. & T. – for free! (6 Bargain Appeal)
167. Members of the committee, a negative decision will seriously prejudice the political prospects of my client. I beg you, therefore, to weigh well a decision that, if unfavorable, will spell disaster for an honorable man. (0 No Technique)
168. Ad: "She's beautiful! She's engaged! She uses Lovely Lady soap." (10 Passing from the Acceptable to the Dubious)
169. Bev Doolittle's camouflage art is offered in a limited edition subscription sale. (4 Appeal to Prestige)
170. Welcome to Correct Grammar, the friendly WordPerfect add-on that checks each sentence, highlights mistakes, suggests corrections, and helps you add clarity to your writing. (9 Appeal to Practical Consequences)
171. Mr. Radburn, it's obvious to me by your beautifully tailored clothes and your personalized hair grooming that you are going to be more suited to our Accura Legend rather than the Chevrolet Celebrity you were considering. (2 Appeal to Flattery)
172. Nearly 200 people per month seek out the comfort and counsel offered by Sandy Pines Mental Health Center. The next time that you or someone close to you is in need, turn to us at Sandy Pines. (8 Join the Bandwagon Appeal)
173. From a letter from the Mathematical Association of America: "If you are not a member of our association, you are missing out on membership in one of the most highly regarded professional and academic societies in the nation." (4 Appeal to Prestige)
174. From a speech by a political candidate: "I will make sure our city gets its fair share of state money to reduce the flooding problems we have suffered for too long. I will also work to remove the tolls from our bridges by the end of my first term." (9 Appeal to Practical Consequences)

175. People who left A.T. & T. for another company complain that their calls do not get through on the first try and that the small savings are not worth the trouble. Come back to A.T. & T. and we will give you one month's calls free. (6 Bargain Appeal)
176. The Wimbledon Collection from Racquet Club – available in the finest stores in America. (4 Appeal to Prestige)
177. I am very sorry that your cholesterol level is so high. You should be eating the right kind of foods and exercising often to control it. (0 No Technique)
178. From a letter from a candidate for governor to all voters in his home county: "It has been a long time coming, but we finally have a good chance of having one of our own as governor. I have lived, gone to school, worked, and played in this part of the state for most of my life. I'm your best choice on election day." (5 Appeal to Prejudice)
179. Ad: "With Chipcom Online system concentrator, you can connect a tall building or a far-flung campus with a seamless, unified and totally reliable network. A network that is truly self-healing and capable of surviving multiple faults." (9 Appeal to Practical Consequences)
180. Ride herd on Local Area Network problems. You can corral all your network problems with our easy-to-use bridges and software. Just call our friendly local representative and relax. You will be taken care of with the utmost courtesy. (7 Folksy Appeal)
181. A young car salesman from North Carolina watched the NCAA basketball championship game between North Carolina and Michigan with four potential customers from Michigan. The salesman spent most of the night cheering "Go Blue" for Michigan. (5 Appeal to Prejudice)
182. West Virginia is a beautiful state. Its mountains offer breathtaking views for everyone. The state is always in need of tourism to boost its economy. We ought to hold next year's Academic Games National Tournament in West Virginia. (10 Passing from the Acceptable to the Dubious)
183. We can repair your car in many different ways, but you should ask for nothing but the highest quality for this vehicle. It is gorgeous and you have obviously taken care of it with the utmost pride. (2 Appeal to Flattery)
184. Lawyers all over the country are subscribing to the new online computer research service, Inquire. May I register you for Inquire? (8 Join the Bandwagon Appeal)
185. You cannot vote for Rushmore. He drives a Lexus, drinks Heineken beer, and lives in Plush Acres. What can he know about us average guys? (5 Appeal to Prejudice)
186. Drink Anexter Ale. It is filled with elegance, breeding, and the finest in taste. Let your taste say you are elegant. Drink Anexter. (4 Appeal to Prestige)
187. American Medical Association in a letter to doctors: "You must support the AMA in its fight against the National Health Plan. If it passes, the rates you charge will be lowered for most services." (9 Appeal to Practical Consequences)
188. Ad in the mail: "You have been selected from a very few who are eligible for the Australian Aviary Expedition. Selectees will travel for six weeks Down Under to view birds of the Australian continent. Send in the enclosed card immediately to insure your reservation." (2 Appeal to Flattery)



189. Ad: "A car is like a member of your family. Make the GM Traveler your family car." (7 Folksy Appeal)
190. You get a free 19 inch color TV and a free VCR when you purchase a satellite dish from Satellite Specialists, Inc. (6 Bargain Appeal)
191. Americans are more health-conscious than ever. Keeping in shape can add years to your life. Goldy's Gym has a fitness plan for you. (10 Passing from the Acceptable to the Dubious)
192. Legislator to fellow Congressman: "This bill is important to the nation. Besides the President is for it, and it will help our party keep control." (5 Appeal to Prejudice)
193. Ad: "Because you find beauty in seashells. Because you prefer wild flowers to roses. Because there's only one thing as brilliant as your smile. Buy yourself a diamond." (2 Appeal to Flattery)
194. Mark and Sally and I are going to take in the modern art show at the Honi Museum tonight. It is the number one show of the year; it is breaking all attendance records. Come with us. (8 Join the Bandwagon Appeal)
195. Read the *Wall Street Journal*. Be among the finest executives and the most astute financial minds in the world. (4 Appeal to Prestige)
196. Whenever you choose to turn around your negative thought patterns, you will gain much peace and direction. It is up to you to change when you are ready. (0 No Technique)
197. For smoother thighs and calves and a more attractive figure, use Nature's Own Slim Cream. (9 Appeal to Practical Consequences)
198. Ad in the mail: "Your name has been chosen at random to receive an exciting home stereo system through a special one-time offer. Go to Rumble's Department Store on Saturday between 11 AM and 4 PM to claim your system at unheard of savings." (6 Bargain Appeal)
199. Principal to the Superintendent of Schools: "Our school has only 350 students; so our budget is too small to afford the latest copiers and office computers. We simply cannot keep up with the bigger schools. Our staff needs the same type of office machinery as the large schools. We need financial help." (1 Appeal to Pity) No Technique?
200. The country needs a strong leader with integrity – a person who can handle complex problems but also is sensitive to the needs of the common person. Nominate and elect Rush Bimbaugh. (10 Passing from the Acceptable to the Dubious)
201. Working people, bank presidents, and college students support Snerdley for Governor. Why not you? (8 Join the Bandwagon Appeal)
202. Wife to husband: "Look, dear, this ad says that any person buying a car from that new Ford dealer will get 9% financing for the first six months and only 5% after that. Since we are shopping for a new car anyhow, maybe we should take a look at Ford's deal." (0 No Technique)
203. Head of the teacher organization speaking: "Fellow teachers, this current proposal comes straight from the District Office. That is more than enough reason to be suspicious of it." (5 Appeal to Prejudice)

204. Sugar company memo to all employees: "If the current Everglades clean-up bill passes in its proposed form, the cost to the company will be great and will necessitate the cancellation of the forthcoming salary raises. Write your Congressman and let him know how important it is to defeat this bill." (9 Appeal to Practical Consequences)
205. The Davey Crocket Memorial Gold Coin Collection is offered in a limited edition subscription sale. Add this Memorial offering to enhance your own select collection. (4 Appeal to Prestige)
206. Ad: "It's Friday and you still haven't finished all your tasks for the week. It seems like you have more and more to do and less and less time to do it. What's the answer? *Microsoft Office* software will help you work faster and more efficiently." (9 Appeal to Practical Consequences)
207. From an insurance company ad: "Judging by today's headlines, you might think it's an advantage to be cold, tough, and unfeeling. At Sigma we believe the opposite. That caring and compassion and an ability to look at things from the customer's point of view can go a long way in helping you succeed. Is our emphasis on caring unfair to our competitors? Who knows? All we know is, it's the only fair way to treat our customers." (7 Folksy Appeal)
208. HR DeskJet printers let you show off. We have black and white and color printers starting at under \$485. (6 Bargain Appeal)
209. You must do everything within your power to discourage Ross Perot from entering the Presidential race. You wouldn't want him to steal votes from the Republican camp. (5 Appeal to Prejudice)
210. Begin sending your important letters and memos by FAX. Not only do your patrons receive their notices in a matter of minutes, but the cost of a FAX is little more than that of a letter and less than half the cost of overnight mail. (6 Bargain Appeal)
211. Life is very stressful. Tension builds around us from the pressures of our jobs and families. Our bodies react poorly, sometimes violently, to the heavy doses of stress. Seek relief from *Menthadone* tablets. (10 Passing from the Acceptable to the Dubious)
212. Political strategist for Senator Robert Dole: "Out of the last 200 people in this state that we have interviewed, 125 said they would be voting for Clinton for President. We have our work cut out for us. We'd better design a new campaign immediately." (0 No Technique)
213. Last year over 300,000 Christian men gathered at national Promise Keepers conferences to praise God and unite in harmony. There are seven national sites for this year. Sign up now. It's too good to miss. (8 Join the Bandwagon Appeal)
214. Your eyes show aging first. Highly vulnerable and tissue-thin, the eye area needs powerful but gentle care to help bring firmness to this fragile skin. Lancome treats your eyes best. (10 Passing from the Acceptable to the Dubious)
215. Yes, I'm drinking some again. But you have to understand that things in my life have been real tough lately. My closest friend has moved away, I got laid off my job, and my child just got in trouble at school. I needed something to lean on. Surely you understand. (1 Appeal to Pity)

216. Maurice! Surely you're kidding! He may be a great technician, but he waddles like a goose and cackles like a hen. And he jabbers on all the time. He is an oaf. No way should we give the technical support contract to Maurice. (3 Appeal to Ridicule)
217. People are rushing to access online services. *Prodigy* offers the easiest access menu and the finest set of choices. Sign up soon so you can communicate with everyone else. (8 Join the Bandwagon Appeal)
218. The *LifeWork Journal* gives a high level of attention to the issues you face in your workplace. So that you can make wise choices – small and large – that can help you become more fulfilled in your life at work. (9 Appeal to Practical Consequences)
219. ColorStay lipstick stays on your lips. It sets in 60 seconds for all day wear. It won't kiss off on your teeth, your glass, or him. (9 Appeal to Practical Consequences)
220. Casual Works! The new business class: uncomplicated, informal, and totally relaxed. At Ralph Lauren in Macy's. (7 Folksy Appeal)
221. Come to Milano's Tires. For this week only, buy three tires and get the fourth one free. Or buy one tire and get the second one at half price. (6 Bargain Appeal)
222. You're wasting your vote if you vote for the Democrat for Governor. I mean, how could you vote for a man named Cleo? (5 Appeal to Prejudice)
223. Automobile dealer ad: "Their ad is our ad. We will meet or beat any deal you can get anywhere." (6 Bargain Appeal)
224. On the front cover of a catalog sent in the mail: "This may be your last catalog if you haven't placed an order with us recently." (9 Appeal to Practical Consequences)
225. More from the letter: "We have inscribed our name on each card, so every time you show your card, you'll enjoy recognition for your professional standing and membership in the Who's Who Executive Club." (4 Appeal to Prestige)
226. Employee talking to his boss: "Mr. Jones, I've been wanting to talk to you. But I've been afraid to. This morning it finally came to me that you'd *want* to hear me out because you're a fair man. I'd like to talk to you about a raise. Could I have a couple of minutes?" (2 Appeal to Flattery)
227. Over 190,000 people have already asked Congress to make President Bush face up to the facts on Iraq. Now we're shooting for 250,000. Join the call now! (8 Join the Bandwagon Appeal)
228. Builder to the local town zoning board: "Our company is located right here in town. We have always hired local workers. Why, we have built homes and businesses for most of you on the board. That big company that is bidding against us is from way across the state. No telling whom they might hire. We deserve the business." (5 Appeal to Prejudice)
229. Join the CD of the Month Club and get any 11 CDs from our catalog for 1 cent. Plus you get a chance to get more music each month. (6 Bargain Appeal)
230. You want a safe and clean neighborhood. You want security for your loved ones. You want better jobs for all. Vote for Dole in November. (10 Acceptable to the Dubious)

231. From kids to teens to young adults, Arizona jeans are flashing the fashion statement all across the land. Your pair of Arizonas is next. (8 Join the Bandwagon Appeal)
232. At a street market filled with vendors selling fruit and vegetables, one salesman hollered to a man walking by, "Buy my vegetables, sir. I *need* the money." (1 Appeal to Pity)
233. From a letter to selected citizens: "If you give generously to the symphony, your name will appear in the program that is handed out at each performance." (4 Appeal to Prestige)
234. Ad: "Want that washboard tummy look, guys? With a minimum workout of only 20 minutes per day, the Exergenie can give you the washboard look in a matter of a few months." (9 Appeal to Practical Consequence)
235. At the end of a television ad: "Our operators are standing by to take your call. If the line is busy, keep trying." (8 Join the Bandwagon)
236. U.S. Postal Service ad: "Federal Express has 600 airplanes for delivering two-day priority mail. Cost: \$6. The U.S. Postal Service has 1500 airplanes delivering two-day priority mail. Cost: \$3." (6 Bargain Appeal)
237. Defense lawyer making his closing argument to the jury: "I'm afraid that I won't be able to make the kind of argument to you that my client deserves. After nearly three months of trial, I'm afraid I won't measure up. I wish I were a better lawyer." (1 Appeal to Pity)
238. From a TV editorial against a law requiring return of bottles to stores: "Every store and supermarket selling beverages will have to buy empties back, sort them all dirty, sticky, and smelly for later collection. The bottle bill, we fear, is a well-intentioned mistake." (9 Appeal to Practical Consequence)
239. Ad: "Hewlett Packard copiers. They are built by engineers for precision and reliability. But they fit right in with ease for normal people like yourself." (7 Folksy Appeal)
240. Doctor: "Your liver and kidneys do not appear to be working well. I could put you on some medication, but the best thing you can do for yourself is to change your diet. Eat plenty of green leafy vegetables and cut out caffeine and alcohol. In addition, start exercising regularly." (0 No Technique)
241. Ad: "You want your loved ones to have the luxury and love they deserve. You want to make your family happier. You want to put joy in their lives and smiles on their faces. Join us at Lorraine's Laid-Back Resort on San Marco Island for the time of your lives." (10 Passing from the Acceptable to the Dubious)
242. Ad: "Save up to 70% on Life Insurance. If you are 65 or older, in good health, and a non-tobacco user, you may qualify for our 10-year Super Select Team Life Insurance." (6 Bargain Appeal)
243. Ad: "Step up your quality of life and enjoy that special ambience of National Golf Club. You will feel the difference immediately." (4 Appeal to Prestige)
244. Ad: "Liberty Mutual taught Joe Mattingly the safest way to lift packages, including his young daughter. Liberty Mutual is committed to reducing the impact of low back

pain, so someone like Joe won't miss work or the occasional piggy-back ride with daughter Lisa." (9 Appeal to Practical Consequences)

245. Ad: "Denny's serves more breakfasts than other family restaurant." (8 Join the Bandwagon)
246. From Richard Nixon's famous "Checkers speech": "It isn't very much. But Pat and I have the satisfaction that every dime we have got is honestly ours. I should say this, that Pat doesn't have a mink coat. But she does have a respectable Republican cloth coat, and I always tell her that she would look good in anything." (1 Appeal to Pity) (Folksy Appeal?)
247. At a street market filled with vendors selling fruit and vegetables, one salesman hollered to a man walking by, "Buy my vegetables, sir. I *need* the money." (1 Appeal to Pity)
248. Defense lawyer making his closing argument to the jury: "I'm afraid that I won't be able to make the kind of argument to you that my client deserves. After nearly three months of trial, I'm afraid I won't measure up. I wish I were a better lawyer." (1 Appeal to Pity)
249. Employee talking to his boss: "Mr. Jones, I've been wanting to talk to you. But I've been afraid to. This morning it finally came to me that you'd *want* to hear me out because you're a fair man. I'd like to talk to you about a raise. Could I have a couple of minutes?" (2 Appeal to Flattery)
250. Dole to Clinton, after Clinton has given his speech on tax reform: "Your speech reminds me of the horns of a steer – a point here and a point there and a lot of bull in between." (3 Appeal to Ridicule)
251. Politician A: "I'd like for you to hear my opinion on this matter."  
Politician B: "And I'd like to hear your opinion, but isn't there enough ignorance in the world already?"  
(3 Appeal to Ridicule)
252. Please buy a raffle ticket. All proceeds are going to the Boo-Who home for retired monsters. Your \$1.00 would help buy a hundred year old witch a new broom or some new bandages for thousand year old mummies, not to mention some much-needed dental work for retired vampires. So don't forget those unfortunate creatures who have given you so many enjoyable fright nights. Get your ticket now. (1 Appeal to Pity)
253. Plastic surgeon to patient: "Your face lift is a work of art. When do you want to schedule your tummy tuck?" (2 Appeal to Flattery)
254. New! Romeo Gigolo, the revolutionary fragrance created by Italy's foremost designer, exclusively at Dillard's. We know you'll enjoy being one of the first to be associated with this distinctive perfume. (4 Appeal to Prestige)
255. Student #1: "Don't tell me you still like Mrs. Wonderful after what she did to you."  
Student #2: "What do you mean?"  
Student #1: "Well, after all, she did change your seat so that now you have a Spanish girl on one side and a deaf person on the other."  
(5 Appeal to Prejudice)

256. A political ad: "It has provided money for education, more revenue for street and highway repairs, extra funds for parks and playgrounds. Vote to keep video poker." (9 Appeal to Practical Consequences)
257. There are times when all of us feel alone. Times when we feel different, when we feel we don't belong. For these times, you need your very own copy of *ET, the Extraterrestrial*, for sale at your nearest Blockbuster Video Store. (10 Passing from Acceptable to Dubious)
258. Ad for the U.S. Postal Service:  
 "Federal Express overnight mail: \$12.00  
 "UPS overnight mail: \$10.00  
 "US Postal service priority mail: \$8.00  
 "Same delivery time, different delivery cost. Is there really a choice?"  
 (6 Bargain Appeal)
259. It's not just the way you look or the way you talk. It's your whole attitude. Really cool! And carrying this IBM laptop computer will only add to that executive appearance. To which credit card would you like to charge it? (2 Appeal to Flattery)
260. Wife to her husband: "Honey, let's go back to that restaurant we went to last week. There was hardly anybody in the place. If we don't give them our business, they'll have to shut down." (1 Appeal to Pity)
261. Randolph Siding says the new North Area development will be able to provide affordable homes for all citizens. Mr. Siding has tried to peddle his hard-to-believe schemes to the unsuspecting public for the last ten years. He is a sorry soul. Just say no. (3 Appeal to Ridicule)
262. Each of your employees is going to need to be trained to use the Internet. The Internet will open up a whole new world of information to make them more productive. You will want to use Ziff-Davis Training Systems. (10 Passing from Acceptable to Dubious)
263. Hey, Dad, those Koby Bryant sneakers sold out of the Sporting Authority in two days a month ago. I heard that they are going to get a new shipment next Monday. We have to be there early to get a pair. (8 Join the Bandwagon Appeal)
264. Insurance salesperson: "It is not necessary for me to explain the increased rate structure to you. You are obviously a bright couple. I am sure that you understand. Instead, let's see how your benefits will increase." (2 Appeal to Flattery)
265. Father to son about to graduate from high school: "Son, I want to talk to you about going to college."  
 Son: "I'm tired of everyone telling me what to do."  
 Father: "I know, son. You like to be independent and do things for yourself. I admire that in you. I think you should make your own decision on what college to attend. I have confidence that you'll make the choice that is best for you."  
 (2 Appeal to Flattery)
266. Membership in the Oxford Investment Group carries with it the knowledge that you will be among a select few with special information about world events that can affect your financial future. We invite you to become part of the Oxford. (4 Appeal to Prestige)

267. If you sign up for our online computer service by December 31, we will offer you an extra two months of service for the same price as our regular yearly service. Fourteen months, instead of only twelve. (6 Bargain Appeal)
268. Man arguing in front of the county commission trying to decide whether to allow a forest to be cut down by a lumber company: "Our forest brothers and sisters are at risk." (7 Folksy Appeal)
269. Our school is the only one in the city that still puts numerical grades on the report cards. We need to get with the times. (8 Join the Bandwagon Appeal)
270. Worker arguing for a salary increase to the boss: "I'm working as hard as I can right now, but with a little more financial help I will be able to cut down my outside work and produce even more." (9 Appeal to Practical Consequences)
271. Woman appearing before the County Commission about a dangerous curve on a road: "As I came to the blind curve, I thought, 'What would happen to me and my daughter if a drunk comes around that corner on the wrong side of the road?' I looked at my little daughter and I thought, 'This isn't fair to her. She's innocent. Why should she be subjected to this danger?'" (1 Appeal to Pity)
272. Ad: "One publication stands out from the crowd as the indispensable resource for business achievers like you. That publication is *The Morgan Survey*." (2 Appeal to Flattery)
273. Ad: "If you need money for any purpose, contact UC Lending. We could get you the money you need and save you up to \$500 on your monthly payments." (6 Bargain Appeal)
274. You walk in a customer and you leave a friend at Vega Ford. (7 Folksy Appeal)
275. Ad: "Fact of life: healthcare is expensive. Research is expensive. Drugs, equipment, doctors and hospitals are expensive. Everybody has an obligation to cooperate for the good of the patient. That's why Blue Cross of Montana has put together the best medical insurance plan." (10 Passing from the Acceptable to the Dubious)
276. Notice to teachers on the faculty: "Proctors are needed for the ACT exams to be given at our school this year. The first test is October 25. This year the payment fee for proctors ranges from \$54 to \$68." (9 Appeal to Practical Consequences)
277. Ad: "It is a fact that the poaching of tigers and the illegal trade in tiger bones is on the increase. Care for the Wild is an organization dedicated to halting this vile practice. If poaching continues at its present rate of one tiger per day, tigers in the wild will soon disappear forever. The money you give helps to provide orphan baby tigers with the care they need at a natural habitat sanctuary." (1 Appeal to Pity)
278. Ad: "Introducing the Marquette Hotel, a Milwaukee legend celebrating its recent reopening with a style as unique as its city. Our luxurious accommodations offer guests a contemporary and residential environment, complete with all the amenities today's traveler desires. To celebrate our reopening, we are offering 10% off all room rates for the next two months." (6 Bargain Appeal)
279. Ad: "Want to dominate the conversations around the water cooler at work? Want to impress your friends with your knowledge of world events? Watch MSNBC each night." (4 Appeal to Prestige)

280. Ad for the Recreational Fishing Foundation showing a boy fishing with his father: "Take me fishing so we'll always have something in common. Take me fishing, and I'll know you have time for me. Take me fishing so I can tell you what's happening at school." (9 Appeal to Practical Consequences)
281. Item in the health news section of a magazine: "Are you taking an aspirin a day for your heart? A study in *The New England Journal of Medicine* found pain relievers with ibuprofen, like Advil, may interfere with the blood-thinning effects of aspirin. A safer alternative is acetaminophen, the medicine found in Extra Strength Tylenol. It doesn't interfere with aspirin and won't irritate your stomach, like aspirin can." (0 No Technique)
282. Ad: "Order your *LifeWork Journal* today. It is a risk-free trial subscription. Stop at any time for a complete refund. Improve yourself now." (6 Bargain Appeal)
283. Ad: "We have a great opportunity now to help boys and girls in Russia, Belarus, and Ukraine. Orphans, abandoned babies, street kids are going to bed hungry. These kids are starving spiritually and physically! You can help with your donation today." (1 Appeal to Pity)
284. We have identified you as one of the outstanding young musicians in Florida. You can join others in your elite group by contributing to the South Florida Philharmonic Orchestra. Your contribution will allow us to continue the quality music programs that astute listeners like you appreciate. (2 Appeal to Flattery)
285. Just one look into the helpless eyes of a homeless child, and there is no way that you can say that 20 cents a day is too much for a child's life. Sponsor a child today. What are you waiting for? (1 Appeal to Pity)
286. We have been planning to buy a new home for years. This is the perfect time. Home prices are reasonable, but they seem to be going up every month. Interest rates are the lowest they have been in a decade. Let's look for the home we want and buy soon. (0 No Technique)
287. Ad: "Buy your new Chevrolet before December 31. 0% APR financing available! Too good a deal to pass up!" (6 Bargain Appeal)
288. You're the type whose professional life is so rewarding that you stand out above the rest. We want you to have the *Business Week* subscription right away. (2 Appeal to Flattery)
289. Newspaper review of a symphony concert: "The orchestra played a new composition by John Cage. When the mercifully brief piece ended, the audience applauded enthusiastically – because it was over." (3 Appeal to Ridicule)
290. Assistant manager to the manager: "Cohen is just the person we are looking for to manage our finances. We need a Jewish eye that will watch our money like a hawk and only spend where necessary. Last year we lost too much money on useless spending. We can't let the same thing happen again." (5 Appeal to Prejudice)
291. Subscribe to Life@Work. I promise you that it will be a valuable resource as you become more fulfilled and successful in your life at work. (9 Appeal to Practical Consequences)
292. Ad: "That new car smell is overrated. And you'd much rather savor the scent of money. Even if you aren't the type to clip coupons or buy in bulk. Because nobody



likes paying more than they have to. And finding a great deal is easy if you know where to look. Do it on eBay Motors." (6 Bargain Appeal)

293. Ad: "For power business meetings, choose Armani business attire. Armani says you have influence. Armani shows respect." (4 Appeal to Prestige)
294. Ad: "Jet Blue Airways has a secret weapon in the airline competition: a virtual reservations center. Every Jet Blue reservations agent works from home, sweet home. Our contact center solution lets every agent field customer inquiries and book reservations in real time, in their socks if they choose." (7 Folksy Appeal)
295. Ad: "Now he can email, download photos, and transfer funds faster than ever. Only problem, they're not his. As Internet connections become faster, hackers and virus writers are finding more fertile ground for their crimes. If you're connected, you need McAfee Virus-Scan. It includes a built-in firewall to keep mischief-minded code-crackers out of your computer. And your life." (9 Appeal to Practical Consequences)
296. Ad: "Your child deserves a #1 rated education. Register him or her for the Wilbanks Preparatory Academy. Only a limited number of spaces are left. Enroll your child today before it's too late!" (8 Join the Bandwagon Appeal)
297. Ad: "You're worried about the financial security of your family. If anything happened to you and you were unable to work, you would want to know that they were taken care of and were still able to live the good life. Call Metro Insurance today, and we will send a representative to help you provide the protection that your family deserves." (10 Passing from the Acceptable to the Dubious)
298. We have worked too long and too hard trying to promote speech and debate in the schools to allow a split in the league to occur at this time. Please don't start a new league. (1 Appeal to Pity)
299. Salesperson to female customer: "Welcome to Bubba's Used Cars. That is a beautiful fur coat you're wearing. I have a wonderful little sports car that would go well with that coat. Let me show it to you." (2 Appeal to Flattery)
300. Have you seen my new Lexus 240? It has leather and personal AC controls. It is an in-credible car. I just got it. You should join our firm. You can do well here too. (4 Appeal to Prestige)
301. You can't really be considering hiring her to a management position with Tropical Vegetables Inc. You've never voted to hire a female manager before. Why now? No female has ever held a management position with this company, and no female ever should. (5 Appeal to Prejudice)
302. Ad: "Are you a BellSouth customer with high-speed internet access? If so, for only \$10 more a month you can upgrade from FastAccess Lite to FastAccess Extreme. See the difference; upgrade today." (6 Bargain Appeal)
303. Well, folks, it appears that nearly everyone has tried the new Elma's Worm Burgers and they are a hit. If you're one of the very few that hasn't tried one yet, don't get left out. Join your friends now and bite into a Worm. (8 Join the Bandwagon Appeal)

304. The kids in Ecuador have so many needs. Their parents still work with tools from the 19th century. The roads are lousy and the land produces little. Give generously to the Ecuador Relief Fund. (10 Passing from the Acceptable to the Dubious)
305. If you are going to join our gymnastics team, you have to work hard. You join, you work. You work with me, you succeed. What do you want? (9 Appeal to Practical Consequences)
306. Politician to voter from his district: "Come in and have a seat, Marge. That's your name, isn't it? You can call me Bill. Now, what was it you wanted to discuss with me? Oh! I remember. It was that new highway proposed for your town. How do you feel about it?" (7 Folksy Appeal)
307. Sir, could you please help me? I've been out of work for six months now and haven't been able to find a job. My family and I are about to lose our home. We'll be out on the street then. Can you help me out with a few dollars? (1 Appeal to Pity)
308. Speaker at a political rally at a university: "Our country needs new and vigorous leadership. Certainly, you are all bright enough to realize the importance of our message. Vote Kerry and Edwards for a new America." (2 Appeal to Flattery)
309. Ad for a computer conference: "Attend Computer Expo 2005. Return to be the one in your office who tells others about the latest trends. Be the answer person." (4 Appeal to Prestige)
310. Ad: "Howdy, Folks! Stop in today and buy one of Elma's Worm Burgers and we'll give you another one absolutely free. What better deal could you possibly expect? Come in today." (6 Bargain Appeal)
311. Terry, you CAN have that portable DVD player to use when you walk or whenever you are out and want to listen to cool music. All you have to do is work at that part-time job and save up the money. Go for it. (9 Appeal to Practical Consequences)
312. Clothing for your travel should be light and comfortable. It must be non-wrinkle. It needs to pack easily and come out of your suitcase looking great. Order our Travel-Look line of travel apparel today. (10 Passing from the Acceptable to the Dubious)
313. Ad: "The Way Things Should Be: Notebook computers should be smart and sexy, just like you. Introducing a complete line of notebooks from Gateway." (2 Appeal to Flattery)
314. Sign at an anti-war rally: "Bush/Cheney: Malice in Blunderland" (3 Appeal to Ridicule)
315. Larry Bird, white basketball superstar, to Julius ("Dr. J") Erving, African-American superstar: "Dr. J, we cannot offer that General Manager position to my ex-teammate Kevin McHale. He is a white dude. He can't do the job. Why, I used to get insulted when the opposing team assigned a white guy to guard me. Let's go for the black guy, Joe Dumars." (5 Appeal to Prejudice)
316. Television ad: "Today for a limited time only, you'll be able to get both the megaclean and the super-megaclean carpet cleaning systems for a low price of three easy payments of \$39.99. But wait! If you call in the next 30 minutes, you'll also receive an extra gallon bottle of the megacleaning solution absolutely free. Pick up your telephone and order today." (6 Bargain Appeal)

317. The details of the Florida 2000 election proved, to Americans of all political persuasions, that our election laws are broken. Yet the debacle also created an opening for voting reform that we have not seen for decades. Today we have a real and concrete chance to shape the way America votes. Effective organizing over the next several months will create genuine new opportunities to expand the vote – but there is no time to waste. (9 Appeal to Practical Consequences)
318. Speaker to a group of high school students: "I'm so happy to be back home at my alma mater. I once sat in those desks that you sit in. I took math in the same classroom you do. I did experiments in the same chemistry lab. I am particularly excited that I have a chance to talk to my fellow Lions about an important topic – drug abuse prevention." (7 Folksy Appeal)
319. Your children need certain vitamins and minerals daily to grow up to be strong and healthy. Many kids don't get these necessary vitamins and minerals. Give your child what he or she deserves: a good strong future with Kid's Vitaminall. All the vitamins and minerals your child needs to grow up healthy. (10 Passing from the Acceptable to the Dubious)
320. Salesman: "I've been going around the neighborhood selling Plate Network satellite TV subscriptions to folks in this area. Almost everyone either has it or has signed up for it. Why don't you sign up for a one-year subscription?" (8 Join the Bandwagon Appeal)
321. Ad: "Live next door to the greats. Lake Vista Town Houses and Homes." (4 Appeal to Prestige)
322. Don't make Mary Ann our captain. She looks raggedy and frumpy. Besides, she mumbles a lot when she talks. Vote for Serena; she is cool. (3 Appeal to Ridicule)
323. If you want to accentuate your already beautiful lines, buy a dress from Express. We make you look even better. (2 Appeal to Flattery)
324. Student to teacher: "Please, Mr. Johnson, let me turn in the assignment tomorrow. If I get a low grade, my parents won't let me go to the Britney Spears concert." (1 Appeal to Pity)
325. Ad: "Get your new luxury automobile with our \$500 cash back offer. With cash back, the latest luxury price starts at \$32,450. Hurry, this is a limited-time offer." (6 Bargain Appeal)
326. Ad: "My son Tyler was born 13 days late. I thought I would be pregnant forever. You spend your whole life putting yourself first. Then all that changes when you have a child. That's why I bought a Saturn." (10 Passing from the Acceptable to the Dubious)
327. Athletic director interviewing a candidate for head football coach at a major university: "When you become coach here, the fans will embrace you like one of their own. They'll treat you like family. You'll feel comfortable and accepted in our community." (7 Folksy Appeal)
328. Player to teammate: "I'm having problems understanding some of the techniques in Section E. If you don't work with me, our team will fall out of first place, and we won't win the championship." (9 Appeal to Practical Consequences)

329. Candidate speaking to a group of war veterans: "Do you want to cast your vote for some-one who knows what it's like behind enemy lines or someone who has avoided the draft and his duty to serve his country?" (5 Appeal to Prejudice)
330. Radio ad: "For thousands of listeners, Morgan Christian radio programming is like a light-house guiding them through the darkest times in their lives, and that kind of life-sustaining light cannot take a day off. We need your financial help to continue broadcasting our messages of hope." (1 Appeal to Pity)
331. The notion that organically grown produce is not healthier food than conventionally grown produce is moronic horse manure. (3 Appeal to Ridicule)
332. Ad: "I always want the best for my family. I'm concerned about everything that touches their lives. That's why I buy White Cloud." (10 Acceptable to Dubious)
333. Radio ad: "Yesterday was Earth Day, and if you're still struggling to find an appropriate gift for Mother Nature, we've got a suggestion. Flowers are out; she gave them to you, remember? Ditto diamonds, wine, and chocolate – hey, actually just about everything comes from her. So give the gift that will help ensure that her bounty is protected and cherished forever: Donate to *Ecology* magazine and help keep the best, sassiest environmental journalism alive and kicking." (10 Passing from the Acceptable to the Dubious)
334. The fact is that only under constant pressure will the truth come out. If we don't speak up now, the investigation could be left in the Attorney General's hands, and the crime could be swept under the rug. Please join me and thousands of others in telling the Attorney General and Congress that you want a special prosecutor – someone who isn't tied to the current administration – to investigate this illegal act. (8 Join the Bandwagon Appeal)
335. Ad for Florida's Natural Orange Juice: "We plant, nurture, pick, and squeeze. When our juice is in your hands, our work is done. Ours is the only leading orange juice brand owned by a small group of growers. So our personal best goes into every carton." (7 Folksy Appeal)
336. This special New Book offer is being made only to those of our customers who have indicated quality taste in previous New Book selections. You are one of these choice customers ... (2 Appeal to Flattery)
337. Speaker at an anti-war rally: "The Pope has said this war is a sin. The Pope! Which person do you wish to side with? The leader of the Catholic Church or a president who went AWOL while the poor were shipped to Vietnam in his place?" (4 Appeal to Prestige)
338. Student note to a teacher that accompanies a form for college entrance: "Dear Mrs. Lund, I just wanted to thank you for all you have taught me. Your class is so exciting! I used to hate history, but now you have made the past come to life. Thanks to you my GPA is better this quarter. Would you please complete the recommendation form for a college scholarship? Thanks so much." (2 Appeal to Flattery)
339. Here at GC Motors we're all family, which is why we are now offering our employee discount to all customers. Come on in and take a load off. We're here to help. (7 Folksy Appeal)

340. Man illegally parked to policeman: "My wife's inside giving blood. We just had a new baby and need the money." (1 Appeal to Pity)
341. Ad: "You work hard each and every day to provide the best for your family. You give them comfort when they are feeling down. You give them confidence when they feel like they cannot succeed. You give them excitement when they are bored. Isn't it about time that you give yourself something special? Start each morning with a heart healthy bowl of Honey Nut Cheerios. That way you'll always be there to give them what they need." (10 Passing from the Acceptable to the Dubious)
342. On a postcard from a real estate agent: "Call me at 215-288-2219 if you would like to save money on your auto insurance. State Farm has new discounts available to those who qualify." (6 Bargain Appeal)
343. TV ad: "Have you tried diet after diet, and nothing seems to work? Do you want the lean, sculpted body you always see on others, but can't seem to achieve yourself? Then, we have your answer. Buy our new series of workout videos, *The Sculptinator*. All you need to do is follow our easy eight-week program and you'll have the body you've always wanted." (9 Appeal to Practical Consequences)
344. How can you possibly shop at that new market on the corner of 5th and Main Streets? You know that the owner of that store recently was paroled from prison. How can he can be trusted now? (5 Appeal to Prejudice)
345. Letter to the editor of a computer publication: "I have spoken to Larry Furth, the author of your article on technology in schools, and he does not know whether he is pitching horseshoes or playing shortstop when it comes to programming code and network infrastructure." (3 Appeal to Ridicule)
346. Salesman to customer: "Are those your children? You have a beautiful family. Now let's find a car that will keep those beautiful kids safe while you drive." (2 Appeal to Flattery)
347. Woman on a TV ad: "Wouldn't you want to use the #1 anti-wrinkle cream? Wouldn't you want to use the product most recommended by doctors? I would. That's why I use ClearSkin." (8 Join the Bandwagon Appeal)
348. Ad: "Every day in the United States over 20,000 stray pets are put to death because there is no way for the existing animal shelters to feed and care for them. Can you look into the eyes of this helpless puppy and say, 'I won't help save your life.' Please donate to your local animal shelter today." (1 Appeal to Pity)
349. Clothing store ad: "When you walk into a business meeting well dressed, you walk in with respect. Shop at Dress Well Clothiers, the best name in men's clothing, and make a splash at every meeting you attend." (4 Appeal to Prestige)
350. Wife to husband: "Ralph, they just lowered home mortgage interest rates to 4.75%. We need to sell our home and trade up to that bigger home this week before the rates soar again." (6 Bargain Appeal)
351. Ad: "When you're injured in an accident, you want to know that your medical bills are paid, that your family needs are attended to, and that you have a law firm that cares about you. Contact Smith, Smith, and Jones today." (10 Passing from the Acceptable to the Dubious)

352. Ad for a computer company: "100% U.S. Based Service and Support! At MPC, we keep our tech support close to home. At a time when most other PC companies are outsourcing their service and support to other countries, we're keeping our staff right here in the U.S. This efficient, U.S.-based support demonstrates our commitment to provide you with great service." (5 Appeal to Prejudice)
353. Ad: "Summer is just around the corner, and you need to show off those gorgeous legs you've been working on all winter long. Our new summer line of skirts and shorts have just arrived. So give your legs just what they deserve for all their hard work." (2 Appeal to Flattery)
354. TV ad showing a man rinsing with Listerine mouth wash while an announcer says: "Just 30 seconds per day. We know it's tough to keep rinsing that long but think of all the germs you're killing." (9 Appeal to Practical Consequences)
355. A handwritten note from a car salesman mailed to a past customer: "Moments filled with happiness, hours touched with love. May you have all the special things you're so deserving of. Happy Birthday from Jerry & Sharon Brownell!" (7 Folksy Appeal)
356. From a Democratic e-mail to supporters: "Americans across the country have told Republicans loud and clear to stop this abuse of power. Over one million citizens just like you have stood up for the right to be heard in Washington. I want to thank you for your support and urge you to keep up the fight." (8 Join the Bandwagon Appeal)
357. Ad: "Like a good neighbor, State Farm is there." (7 Folksy Appeal)
358. It's important to have flood insurance. Last year, some of our friends had their homes destroyed by flooding from heavy rains. Their homeowner's insurance didn't cover flood damage. I bought a policy last month. I was so impressed I now work for the insurance company. You should get a policy today. Don't take a chance of losing all you own to flood waters. (9 Appeal to Practical Consequences)
359. Man at a carnival: "Hey, young man, you look like you have a strong arm. Come over here and knock down all these bottles and win a huge stuffed animal for your girlfriend. Only \$2.00." (2 Appeal to Flattery)
360. Letter to alumni from the college president: "You will notice in this issue of the Alumni Magazine that we have included our annual Honor Roll of Donors. I gather such encouragement from knowing how many of you value your experiences with our college. I look forward to seeing your name on this annual list in the future." (4 Appeal to Prestige)
361. Husband to wife: "Ford Taurus just became the #1 automobile in total sales in the United States. All these buyers must know something. Can't you see a Taurus in our driveway?" (8 Join the Bandwagon Appeal)
362. Candidate for class president: "I hear that my opponent is going to challenge me to a debate. I'll be thrilled to debate him. How could I possibly lose a debate to a student that can't even put a complete sentence together without forgetting what he was trying to say. Come to the debate. It should really be fun." (3 Appeal to Ridicule)