

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.

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Eat plenty of green leafy vegetables and cut out caffeine and alcohol. In addition, start exercising regularly.” (Not Appeal to Practical Consequences)

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)
17. Young people do everything online. Like order millions of magazines. Somehow, amidst their infatuation with Facebook, YouTube, Twitter and the like, young adults are still making time for another one of their favorite pursuits: reading magazines. And they order most of their magazines online. Just as the Internet drives magazine subscriptions, magazines drive Web searches – with nearly double the effectiveness of the Internet itself. Some might call it ironic.
18. Wow! My mom bought me this new designer backpack for school this year. The straps and the way it fits really relieves my shoulders and back even when I have a lot of books to carry. You should consider asking your mom to get one for you. Try it out.
19. The last three national polls have shown that Americans are clearly in favor of having good health care available to ALL Americans at reasonable prices. The numbers are overwhelmingly positive. Our elected officials need to work harder to create a national health care policy that can help us all.
20. Ad for The Trust for Public Land: “With America’s open spaces disappearing at a rate of 6,000 acres each day, we’re at risk of losing our most cherished outdoor escapes. Together, we can change that. The Trust for Public Land has fought for over 40 years to save our urban parks and vast wilderness areas. In 2016, we saved threatened land for Yosemite, Rocky Mountain, and Saguaro National Parks. Join today.”
21. I used to buy a dozen cans of Coca Cola at Frank’s grocery for \$5.50. But now I get them at Walmart for \$4.68.

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- 22.** A co-worker offering advice: “I think the job in New York would be the best for you to take right now. I know you enjoy city life, and the job is with one of the major law firms you wanted to work for, which may give you a better job in the future.”
- 23.** A recent survey found that 85% of the dog food and 65% of the cat food bought in this state is Lucky’s Brand.

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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?)

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17. Yes, I'm drinking some again. But 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."

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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.”
34. Roger is always picked last when we’re forming teams in P.E. class. Just because he’s not athletic doesn’t mean he should feel neglected. Today we have to pick him first. It’ll make his day!
35. Ad in the mail for Vets First, an organization to help veterans: “If I could go back in time and serve my country, I’d do it again, even knowing what the consequences would be.’ Many wounded veterans like James Peter have difficulty finding work. Please send your donation in the enclosed envelope.”
36. Ad: “Support the Palm Beach Humane Society. Your donation will save the lives of helpless puppies and kittens that otherwise would be euthanized. Do your part today and help the helpless.”
37. Many dogs in puppy mills spend their whole lives in small cages, subjected daily to disease and parasites instead of care and affection. And when dogs that have been kept for breeding purposes stop having litters of puppies, they are often killed – because at puppy mills, profits come before animal well-being. It’s up to people like you and me to shed light on this cruel business for others.
38. If you have extra time and extra money in your life, you can help the poor and undernourished kids in Ecuador. Call us free today to see how little it takes to help.
39. Ad: “Meet Spot. Spot lives in a shelter. His family’s new apartment complex didn’t allow dogs. Spot isn’t used to his new home; the cement feels strange on his paws. When people walk past, he runs to the front of his cage and wags his tail. Then they keep going, but Spot doesn’t understand why. When you buy Pedigree, we make a donation to help dogs like Spot find a permanent home. Help us help dogs. Buy Pedigree today.”
40. Sixty cents won’t buy much these days, but for sixty cents a day you can help rescue abandoned animals in distress. Help us mend broken hearts. The ASPCA.

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- 41.** Bright Hope catalog: “Our catalog is more than just another way to give gifts at the Christmas season. The gifts are practical ways to help those in the world who work for less than \$1 per day to improve their lives and end poverty for their villages. Please join us in helping them.”
- 42.** Jim to his classmate Bill: “Barry bragged after the math test today that he cheated off me. That makes me mad. I’m going to turn him in to the teacher.”
Bill: “Don’t do that, Jim. If Barry gets in trouble again, they’ll kick him out of school. That would just kill his mom, who’s struggling to raise her three children as a single parent.”
- 43.** Famed attorney Clarence Darrow asking the court in 1924 not to execute his guilty client: “Here is Leopold’s father – and this boy was the pride of his life. He watched him, he cared for him, he worked for him; the boy was brilliant and accomplished, he educated him ... It is a hard thing for a father to see his life’s hopes crumble into dust.”
- 44.** Student to teacher: “Mrs. Wimple, I don’t have my homework because I was up all night with my pet ferret. He was sick, and we had to bring him to the veterinarian. Please let me turn in my homework tomorrow.”
- 45.** 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?

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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?”

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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.”

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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...
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."
36. Ad: "Enhance your beautiful smile with Colgate's new Optic White Toothpaste!"
37. Ad for a sporting goods company: "Super Fans! Your loyalty to your team is second to none. You deserve only the best in your beloved team's gear. You can find it at Richards Sporting Goods."
38. Ad for Snickers: "Dearest Football Fans. It is with great delight and satisfaction that the purveyors of SNICKERS chocolate bars cordially invite you to go nuts, an endeavor worthy of even an esteemed enthusiast of gridiron greatness such as yourself. Indeed, going nuts is a gratifying enterprise that may include the painting of faces, the flailing of foam fingers, and in some exceptional scenarios, the winning of tickets to the Super Bowl. Register now at nfl.com/snickers."
39. Ad: "A person of your taste and status in life can obviously see the need for making a statement by wearing a Brooks Brothers suit. Your outer image will reflect your inner excellence."
40. Letter from a member of the state legislature to all his constituents: "It has been a distinct honor and privilege to serve the residents of District 12 in the great state of Nebraska. I ask for your vote in the upcoming election so that I may continue to serve you."
41. Letter from Veterans of Foreign Wars asking for a donation addressed to: "John Smith, Loyal and Generous Supporter Since 1995"
42. "Simply browse through our prospectus for Eleganté Homes. You are a shrewd buyer who expects the best and always gets it. You will easily see that Eleganté is the choice for you."

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43. Accentuate the beauty of your hands with a new diamond ring from Barbara's Jewelers.
44. I knew you were smarter than the rest of us. You brought the Energizer Ultimate AA batteries to keep our flashlights going all the time during our overnight camping trip. Share your tent with me.
45. Ad: "Accentuate your natural beauty with our line of toxin-free organic make-up. Live up to your beauty potential without the guilt of harsh chemicals. You can be good to yourself while being good to the environment at the same time. Only the best for those who are beautiful on both the inside and outside."
46. Ad: "The Ralph Lauren clothing line is among the best in the world. You are smart enough to understand that. As the summer season approaches, look your best – choose Ralph Lauren."
47. Letter from a clothing company accompanied by a catalog of the latest offerings: "We're dedicating the month of November to you, Mr. Jerry Smith! I'm pleased to inform you that you've been selected as one of our Customers of the Month. I wish I could shake your hand personally or fly one of those small planes over your Chicago home and skywrite 'Congratulations, Mr. Smith!' Unfortunately, I can't do either of the above. But I can tell by your past order history that you have a keen eye for good value and definitely know a bargain when you see one."
48. Salesman at a men's clothing store: "Sir, a handsome, well-groomed man like you needs to wear a fine suit like this one. It may be more expensive, but it's worth it to complement your good looks."
49. Ad: "A body like yours deserves the finest fabric. Our new line of Satine fabrics is silky-smooth to the touch but strong and durable for daily wear. You've worked hard, so show off a little."
50. Ad for a van: "The Acura MDX is for people who appreciate a 260 horsepower VTEC engine, a voice-activated navigation system, electronic 4-wheel drive, and a rearview camera. In other words, it's for people like you."
51. A daughter to her mother: "Mom, I know I made a mistake, and I apologize. You were correct and have more knowledge on this subject than I do. You are more than fair with your punishment, and next time, I will know not to go out alone. May I go out with Denise and Jackie this weekend?"
52. Daughter: "Mom, please let me go on the trip with Debbie and her family this weekend."
Mom: "I don't know anyone in that family. Why should I do this?"
Daughter: "Because you're such an understanding mother and know how much this means to me."

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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's 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.

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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.”
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.
24. You can’t invite Hannah to your slumber party this weekend. Just yesterday, I heard her talking about Saturday morning cartoons. You don’t want a baby like that at your party; she’ll probably even be scared of the dark!
25. Ad: “97% of women who tried Always Infinity said they’d recommend it to friends. The other 3% never like anything anyway.”
26. The president and the Democratic Party just don’t understand how to lead this country. Their fiscal policies are a joke. They continue to make major mistakes and then, with straight faces, try to defend them on TV with lame excuses. As a group, they are buffoons. We need to vote them out in the next two elections.
27. No way. We can’t let Cindy come with us to the movies. She has that funny walk, a horrible haircut, and her clothes are sloppy. Don’t call her.
28. “Hillary Clinton is even nuttier than Nancy Pelosi, and Pelosi is the standard for being completely nutty. Forget Hillary for President.”

Propaganda Examples – Section D

Grouped by Technique

- 29.** Candidate: “My opponent claims to support the implementation of alternative energy sources such as wind and solar energy to conserve our natural resources. But how can you believe him when he drives an Aston Martin V12, which gets only 12 miles to the gallon? How can such a wasteful man support the conservation of our natural resources?”
- 30.** Female TV reporter told her audience: “The governor refuses to explain why he fired his chief assistant. He must be hiding something.” The next day, another reporter asked the governor about what the first reporter said. The governor replied: “I heard crazy Sheila spoke badly of me. She works for the lowest rated station in the state. Maybe people don’t want to watch because she’s so ugly.”
- 31.** President of the United States in a tweet after a judge put a temporary halt on his travel ban: “The opinion of this so-called judge, which essentially takes law-enforcement away from our country, is absurd and will be overturned!”
- 32.** Only uneducated, irresponsible, idiots would vote for my opponent. Don’t put yourself down. Be intelligent. Vote for me!

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."

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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.”
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 smartest financial minds in the world.
24. The Davey Crockett 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 2011. 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?”

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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.”
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.”
41. Letter received in the mail: “When you respond to our Bank America credit card offer by the end of the month, you’ll become one of the very few in your region to receive this Exclusive opportunity.”
42. Ad for Auburn University’s Executive MBA Program: “Refuel your career with the best teachers anywhere in the World.”
43. Always go to Publix market for your food shopping. Publix is in the finer neighborhoods. If you’re seen in Walmart, imagine what your friends will think of you. Publix says the best about you.
44. From a mailing from Major League Baseball: “You just hit a home run! You have been approved for charter membership in the premier club dedicated to Major League Baseball fans. Join the team, the greatest collection of baseball enthusiasts ever assembled.”
45. From a letter: “Congratulations! You are now a University of North Carolina Gold Club member! Your latest donation to the University Fund brings your total contribution to \$30,000 which qualifies you for Gold Club membership! We are most grateful for your wonderful generosity. The enclosed brochure lists your membership benefits. We look forward to your future support for the university.”
46. Join Platinum Gym, and exercise with the best in the city!
47. Automobile ad: “Luxury at its finest. The new BMW CLX2000 series will whisk you away in comfort and class. You know you deserve it. Don’t miss out on the lavishness you’ve already earned.”
48. Ad in a Travel Magazine touting 10 Plastic Surgeons: “The best Plastic Surgeons in America! Make an appointment so you can say you were treated by one of the best Plastic Surgeons anywhere.”
49. Are you tired of having nothing to do on a Friday night? Join the Walton Country Club! With as little as \$250 per month, we will fill your weekend with charity galas,

Propaganda Examples – Section D Grouped by Technique

golf events, charity benefits, and much more. Join our elite club and say good-bye to loneliness.

- 50.** Ad received in the mail: “SPECIAL INVITATION. For a Select Few. Dear Friend, I hope you’ll accept my invitation to try the finest steaks available anywhere – steaks you never on earth could get at any supermarket, steaks most restaurants can’t even buy because there just aren’t enough of them to go around. I want you to try some of our special Omaha Steaks, and I’m prepared to do what I have to do to convince you they’re the gourmet treat of your lifetime.”
- 51.** Mailing to possible university donors: “Your generosity can benefit the college by including us in planned giving, investing in buildings and facilities with naming opportunities, and supporting programs and projects of interest to you and your family.”
- 52.** Ad: “For power business meetings, choose Armani business attire. Armani says you have influence. Armani shows respect.”
- 53.** Ad: “Why settle for second best when you can get the best? Be the envy of your friends with a Cadillac from Edmonds Cadillac.”

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 Fullbrite 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 can't 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."

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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.”
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.”
26. Ad: “Stihl Power Tools. Built in America sets Stihl apart from all other tools.”

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- 27.** We should not buy Nike sneakers for our school basketball team. Only 20% of Nike sneakers are either created or assembled in the United States. We should find sneakers made in America.
- 28.** Candidate for governor: “I will make sure that we hire only American companies to do work for our state. We will also buy supplies only from American companies. Elect me governor, and I will put America first!”
- 29.** Candidate for president: “Mexico is sending people to this country that have lots of problems. They are bringing those problems to us. They are bringing drugs and crimes and their rapists. I will stop these undesirables from entering our country and deport all illegals.”
- 30.** I’m voting for Jim Schwartz for governor. He was born in our state and went to school in our state.
- 31.** TV ad: “Hi. I’m Joseph Lopinto, a graduate of the University of Pennsylvania. My message is aimed at my fellow graduates of Penn. You can shop over 100,000 vehicles across hundreds of AutoNation stores coast to coast and get access to University of Pennsylvania alumni benefits.”

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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 Texacon 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.

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18. You get a free 19 inch color TV and a free VCR when you purchase a satellite dish from Satellite Specialists, Inc.
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 Rumple’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.”

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- 33.** Ad: “Buy your new Chevrolet before December 31. 0% APR financing available! Too good a deal to pass up!”
- 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?”
Salesman: “Yes but only for today.”
Customer: “Then show me the lawn furniture. Today’s the day I’ve been waiting for.”
- 42.** Radio ad: “Starting today through the end of the week, we’re having our blowout sale with up to 80% off on all winter apparel from the top New York City designers. Also as a bonus today only, if you open a credit card account with us, you’ll save an additional 15% off already reduced sale prices. Don’t miss out on your chance to get the latest style trends.”
- 43.** Ad for the Hilton Hotels Rewards program: “Earn points toward a getaway or the miles to get you there.”
- 44.** Radio ad: “Shop today at Bob’s Carpet Basement, where today only you can buy carpet for one room of the house and get carpet for two other rooms free! But don’t delay; this offer is good today only! So come on down!”
- 45.** Ad: “It’s time to upgrade your linens, towels, and sheets at Bed and Bath. For this week only, 15% off your entire order + Free Shipping, if you act by Friday.”

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- 46.** Ad: “Your wallet will thank me later. Whether you’re interested in buying or leasing a new Accord, or any other Honda model, you’ll get an amazing deal right now from your Honda dealer. Stop in today.”
- 47.** Don’t miss out on our 4th of July sale here at Big Bob’s Electronics! For one day only, when you purchase a new flat screen TV, you’ll get 50% off a blue ray player of your choice.
- 48.** Ad received in the mail from the Bronx Zoo: “Wild Gift Ideas! Limited time Christmas special: 13-month membership for the price of 12!”
- 49.** Radio ad: “Chrysler introduces 2017 cars at 2016 prices!”
- 50.** Ad at a Bake Sale: “Buy our freshly made chocolate chip cookies! While everyone else is selling cookies three for a dollar, we have them for only 25 cents apiece. Come taste the difference savings can make.”
- 51.** Internet ad for Ray Smith Nissan: “New 2017 Nissan Altima Sedan CVT. 0% APR for 72 months.”
- 52.** Ad for Beall’s Super Market: “Starting Friday, earn \$10 for every \$50 you spend.”
- 53.** Email from Delta Airlines: “Why travel alone when you can bring a friend? Your annual Companion Certificate is now available. If you upgrade to the Platinum Delta SkyMiles Credit Card, you can bring a guest on a round-trip Domestic Main Cabin flight for only \$75 to anywhere in the continental United States.”
- 54.** All Access. All the Time. All on one account. Get *Sports Illustrated* magazine in print, on your Android Tablet, Android Smartphone, and On-Line for ONE price.
- 55.** Ad: “Welcome to Arkansas, one of the most affordable group travel destinations in the South. For more information on group travel ideas or to view sample itineraries, visit ArkansasGroupTravel.com.”
- 56.** Ad: “Introducing Savings Catcher from Walmart. 1. Enter or scan your store receipt. 2. We’ll compare ad prices from top area stores. 3. You get the difference on an eGift Card.”
- 57.** Ad: “SJP Apparel at Nordstrom. Free Shipping. Free Returns. All the Time.”

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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 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."
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 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 no-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."

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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!”
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 answer 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.”
28. Magazine ad featuring an Animal Care Professional at Zoo Atlanta: “I’m friends with lions, tigers, and bears ... and much more! Here in Atlanta, we’ve got all the creature comforts of home alongside wonderful attractions and experiences. I’m

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here to provide a habitat of family fun and discovery for a great summer getaway. Plan on Atlanta for a Summer Family Adventure.”

29. Large postcard sent to all voters with a picture of the City Councilwoman and her family on one side and this on the other: “Happy Thanksgiving from my family to yours. As we celebrate the holiday season, let us remember to take time to enjoy our families, cherish our loved ones, and be thankful for the many blessings in our lives. Below is a recipe for Spinach Side Dish that your kids will love.”
30. *Facebook* is now open to anyone, anywhere in the world. With millions of users, you can keep up with friends and family, share photos, and connect with all your friends right from your own home.
31. TV ad: “I’m here to say a few words about the power of baking stuff with Nestle Toll House morsels. You can heal a broken heart with a bundt cake. You can put a smile on the face of a sad child with some Nestle Toll House morsels. Let’s bring our families together by closing our laptops and opening our ovens.”
32. Ad: “Just like you’ll always remember your first day of school, the first time you rode a two-wheeler, and your first kiss, you’ll always remember your first taste of Blue Bell Ice Cream. That smooth creamy luscious taste brings you back to a simpler time, when ice cream was homemade and hand-churned with love and care.”
33. Ad for Smith’s Apple Pie: “Just like grandma used to make.”
34. Magazine ad for Ford Taurus: “You watch out for your family morning, noon, and night. They never truly know what it means to keep them safe. But we do. We’re not just engineers; we’re moms and dads just like you. We’re also the company with more Five-Star crash test ratings than anybody in the country.”
35. Ad: “Here at Small Cakes, we specialize in recreating long lost recipes from your past. Do you long to again taste the sweetness of your great grandmother’s cherry pie? Do you miss the buttery goodness of auntie’s pound cake? Well, we can bring it back! Think of us as your family kitchen but without the mess and stress. We’ll do the work; you’ll enjoy the memories.”
36. Ad for a hamburger restaurant: “We don’t make them in advance. Stop by and we’ll make one just for you, just the way you like it.”
37. Ad: “Fine dining at its best. The Spinnaker Restaurant & Lounge. From our family to yours, the Hilton Nashville welcomes you. We have everything you have come to expect from Hilton ... and then some. You’ll feel right at home with us.”
38. Ad for Clarion College: “At Clarion, our students and faculty are a true family. You’ll feel right at home at Clarion.”
39. President Franklin D. Roosevelt called his radio broadcasts to the nation “Fireside Chats.”

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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

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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.”

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 Snedley 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.

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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.”
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?”
36. Ad: “The wave of the future is here. Everyone is tossing their satellite dishes and signing up for our new reliable Verizon FiOS service. Jump in with the thousands who are pitching their clunky old dishes and stepping into the future today.”
37. Flyer received in the mail from a candidate for judge: “Frank Marshall is endorsed by the district attorneys of all three counties in the metropolitan area, by the City Crime Commission, by both daily newspapers, and by the Citizens for Good Government.”
38. I can’t believe you’re planning on wearing those jeans to school again this year. The new thing is the tapered look. We all got them this summer. Get with it.
39. Ad: “Too many discounts? No Such Thing. Switch to Progressive Insurance along with the millions of customers who already have switched to Progressive.”
40. Senator Graham on “Face the Nation” on CBS: “This is not President Obama’s war; this is America’s war. We need to stand behind the president.”
41. Ad: “Don’t be the last to experience the awesomeness of IMAX 3D. Big thrill movies are always better on the IMAX 3D screen; see what everyone is talking about. Visit your local Cobb Theater today.”
42. Magazine ad: “The wait is over. Join the 17 million readers who have fallen for Crossfire, Sylvia Day’s latest novel available now in paperback, ebook, and audiobook.”
43. Ad: “Twenty-five NFL teams wear Nike Jerseys and pants. Half of all high school State Championship teams wear Nike. Outfit your youth teams with Nike.”
44. Ad: “Due to popular demand, the triple baconator is back at Wendy’s, but only for a limited time. Don’t miss out this time! Get yours before it’s gone.”
45. Husband to wife: “Former President Clinton is leading the way in asking for heavy donations for the nation of Haiti and their earthquake recovery. Famous entertainers are giving of their own funds. Most churches and synagogues are raising funds or sending folks there to help. Honey, we have to do our part. How much should we send?”
46. Political mailing: “Cleveland is rallying behind Regina. Judge Regina Bartholomew for Sixth Circuit Court of Appeal.”
47. Wife to husband: “Oh, honey, we really need to get that new SUV. I feel out of it when I drop the kids off in our old station wagon. All the other moms have SUV’s.”
48. A son to his mother: “The Jay-Z tour was sold out in Phoenix, Santa Fe, and Houston. Mom, please, I have to buy the tickets now; otherwise I’ll be the only kid in my class who’s not going.”

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- 49. Ad on a New York City radio station: “Every day over one million New Yorkers enjoy the delicious taste of a Coca Cola. Enjoy one wherever you are in the city.”
- 50. A girl to her sister: “We need to buy our tickets for the opening night of *Avengers: Infinity War* today. There are only five seats left in the theater. This movie is going to be amazing.”

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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. It is imperative that the earnings tax be approved. Without it, there will have to be massive cuts in essential city services.
9. 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.
10. 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.
11. 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?
12. 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.
13. "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."
14. 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!"
15. President Clinton must clear up this Whitewater mess as soon as possible. Otherwise the Democratic Party will be soundly defeated in the next election.

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16. Vote for the Republicans! A Republican vote means lower taxes, more jobs, less inflation, and a higher standard of living.
17. 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.
18. Chaos will be the result at the Democratic Convention if we don't soon settle on one candidate.
19. 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."
20. 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."
21. Want to stop those annoying winter cold symptoms? Take fast-acting, time-release Sinumat tablets.
22. Academic games coach to a player: "You constantly complain that I make you practice too much. Would you rather finish last in the league?"
23. 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.
24. 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."
25. Ad: "Castrol Motor Oil provides maximum protection against viscosity and thermal breakdown."
26. 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.
27. 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."
28. 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."
29. For smoother thighs and calves and a more attractive figure, use Nature's Own Slim Cream.
30. 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."

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31. 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.”
32. 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.
33. 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.
34. 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.”
35. 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.”
36. 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.”
37. 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.”
38. 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.”
39. 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.”
40. 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.”
41. 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.”
42. 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.”
43. 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?

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44. 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.
45. 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.
46. 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.”
47. 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.”
48. 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.”
49. 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.
50. Ad: “Crest Whitening Strip will give you a brighter, whiter smile in just two weeks.”
51. 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.
52. 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.
53. 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.
54. Ad: “Our fitness program is having a summer special. Come join today and get the body you’ve always wanted.”
55. 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.
56. 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.

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57. Magazine ad for Bose Bluetooth Speaker: “I want to hear my music out loud. At the beach or wherever I happen to be. I need sound that brings my music to life. And goes where I go. I want better sound in the palm of my hand.”
58. Ad: “You’ll never think about pictures the same way. Shift your photographic perspective with Lytro, a digital camera that records the entire light field instead of a 2D image. Since the images retain all the light data, you can change the focal point and shift the perspective of the pictures long after you’ve taken them!”
59. If we don’t pass stricter gun laws, our country is going to spiral out of control with escalating violent events.
60. Man at a booth at a county fair: “Step right up! Throw the ball and hit the target and win a stuffed animal for your date!”
61. I was taking Warfarin. But I wondered if I could shoot for something better. Now I take Eliquis for three good reasons:
Eliquis reduced the risk of stroke in more patients than Warfarin.
Eliquis had less major bleeding than Warfarin.
Unlike Warfarin, there’s no routine blood testing with Eliquis.
62. Ad for Sketchers Shoes: “Designed to help burn more calories, tone muscles, improve posture, reduce stress on back and legs. Try our Shape-Ups footwear.”
63. Ad: “Tired of looking at those little wrinkles and crow’s feet on your face? Buy the new Antigua Anti-Wrinkle Cream today. It smooths and softens the creases of your skin to unlock a more youthful look.”
64. Ad: “I’m done with laxatives. I’m searching for something that can help keep my constipation from coming back all the time. Ask your doctor to prescribe Linzess for you. It will help you go.”
65. Ad: “Yale Look Door Viewer with WiFi. Answer Your Door. Anywhere. Anytime. See and speak to visitors at your door, from wherever you are, using the Yale app on your smartphone.”
66. A vote for my opponent is a nail in the coffin of animal rights. If elected to office, he will certainly cut funding to local no-kill shelters, eliminate countywide free pet adoptions, and make it more difficult to rescue abandoned animals.
67. World War II ad: “Citizens Defense Corps. Salvage Program. Victory Gardens. There’s a job for every Pennsylvanian in these Civil Defense efforts. Apply to the Pennsylvania State Council of Defense in Harrisburg.”
68. Magazine ad: “Prepare for the Great American Eclipse August 21, 2017. Buy our Sun Catcher Telescope. It has a 100% safe solar filter so you don’t harm your eyes.”
69. Ad: “Jill earned her rafting trip for her good grades. I earned my rafting trip for paying my bill on time. With my Citi Forward Card, I get rewarded for something I already do -- paying my bill on time and staying within my credit limit. Join Citi Card.”
70. 1985 ad: “The first softball shoes that don’t treat you like a baseball player. The Converse Sportstar and S-111. Their superior traction outsole makes them better for

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the shorter distance between bases on a softball field. You can stop quicker when running the bases as well as move more quickly when playing the field.”

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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 Brittanica* 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 burn. 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."

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12. You support the American cause. You're proud of the flag and you want it respected by others. Vote Republican!
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.

Propaganda Examples – Section D

Grouped by Technique

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.”
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 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.”

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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 gentle 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.”
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.”
41. Ad: “Children’s brain development is so important at young ages. It’s necessary to buy toys that are aimed at helping to develop that ever changing and growing brain of theirs. Do you want your child to fall behind before they even begin school? Of course not. So register today online at ABCmouse.com for top of the line computer programs aimed at building your child’s developing mind.”
42. Every baby is born to do something great. Every baby should be born strong and healthy. Give to the March of Dimes.
43. Ad in a 1937 school newspaper: “School means homework to be done at night. All of us are reading and working more under electric light. Good eyesight is precious beyond price. Through our eyes we gain 87 percent of our knowledge, and guide 80 per cent of our actions. Therefore, we must see well to do well at work or at play. Be sure that your study room has adequate lighting. Call Omaha Utilities and have your lighting checked.”
44. Ad: “When you order your beef package gifts to send for the holidays, you look for tender meats, high quality Grade A products, and a 100% Guarantee. Order your package from Omega Steaks.”
45. We know how much you care about the health of your children. You would do anything to make sure they’re healthy. That’s why you should give them only the best – Sanders Soy Milk.
46. Your child’s education is important. It’s the stepping-stone to his or her future. Choosing the correct school is one of the most difficult decisions parents have to make. That’s why you should choose The Harrison School for your child. Put your trust in us.
47. Ad: “Our future is yet to be written. The seconds that pass are ours for the taking. We can turn them into moments that last forever. Visit Colorado.com to see all the attractions that await you.”

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- 48.** Good coaches need to be good recruiters to attract good players. They have to know how to condition their players. They need to develop the skills of their players. Preparing for games is really important. Being able to make game changes when things are not working. We need to hire Mark Humphrey to coach our team.
- 49.** From a postcard sent by a member of the City Council to the people in her district: “We deserve to live in a community that values life and condemns violence – where our children can play outside without fear of being shot and where we can gather without the interruption of police sirens. That’s why I’m asking you to support me for reelection.”
- 50.** Student writing skills need to improve. Their mathematics proficiency is absolutely fundamental to success in life. Studies show that the more they develop their musical capabilities, the better their academic skills will become. Enroll them in Mercury Charter School of the Arts.
- 51.** Magazine ad: “Your pet has unique traits. With so many choices, it’s hard to be sure you’re getting food that meets your pet’s needs. You need a pet food that addresses your pet’s unique traits and preferences. Purina PropPlan will meet your pet’s needs.”
- 52.** Ad: “It’s a family affair. Happy moments make a happy family. Happy families make the world a better place. Ice-cold Coca-Cola makes a happy moment the whole family can share.”