

The Men Who Make Up Our Minds

NEW YORK—While Vance Packard has gone home to work on a new book, Madison Avenue—the mother-uterus of the nation's advertising industry—is still trying to digest his first book without gagging.

It's called "The Hidden Persuaders" and describes in minute detail how we are being sold one brand instead of another, one candidate instead of another, one point of view instead of another.

Why, asks Packard (who knows the answers), do cars keep getting longer and longer? Why are men's clothes becoming feminized? How do supermarkets sell 25 per cent more than the shopper needs?

Go on and on the questions roll. And the answer, according to this study, is because merchandisers, ad men, publicists and researchers—the findings of Motivational Research.

MR is psychology applied to advertising. And Mr. Researcher is a depth man whose philosophy, according to one of their trade journals, says: "In buying few instances do people really know what they want, even when they say they do."

For the most part, behind our specific purchases and points of view are unconscious and irrational motivating factors. For example, Packard cites "the drive to conformity, the need for oral stimulation, yearning for security."

They're not selling products much anymore," Packard said about his findings. "Today, one brand is often about the same as another. The merchandisers have to sell us as people. It's human and dangerous."

Ready confirmation of his conclusion is available to most working newsmen in the morning mail. A publicity release by a cigar firm, for example, proclaims that it has hired a good-looking woman to "glamorize" cigars so that women will buy them and younger men will smoke them.

And an item from Blank Art Studios who supply much of the art you see in ads explains that they "have been giving a lot more emphasis to the people rather than the product in the ad."

Even qualified market reporters find themselves baffled by what people say about a product before they buy it. Here's a news report on a new automobile style: "You may not like the looks of this car... but the public is going for it—big!"

In both subtle and obvious ways, Packard said, we're being exploited in our unconscious our hopes, fears, dreams—places where we have no defense.

In order to get at those feelings, Packard found, MR people have called on college professors of psychology and sociology to devise depth questionnaires and tests that will by-pass conscious guards.

But one psychology professor at an eastern college who has been ignored by MR firms said wistfully: "Of course I'd be glad to consult with these researchers. I understand they pay very well."

They charge very well. It costs a medium-sized ad agency about \$1,500 for a day-and-a-half consultation. And with each new MR success, the fee climbs.

About the only thing, Packard said, that can pull the frightening structure down is awareness by the consumer of what the merchandisers are doing to him with MR.

And ad men are frankly worried that "The Hidden Persuaders" will do just that. The book is selling at the rate of 1,000 per week and as one Madison Avenue man said: "How can you tell me it's erasing it? If it's just us ad men, it's okay. But what if it's a consumer?"

Packard sadly admitted his own fear that the middle manager—the market which MR manipulates—does not read books like this.

"About the best I can hope for," he said, "is that the MR people and the advertising men will read it and discover a sense of morality and responsibility toward the unaware consumers who can't defend themselves against the exploitation of their unconscious."

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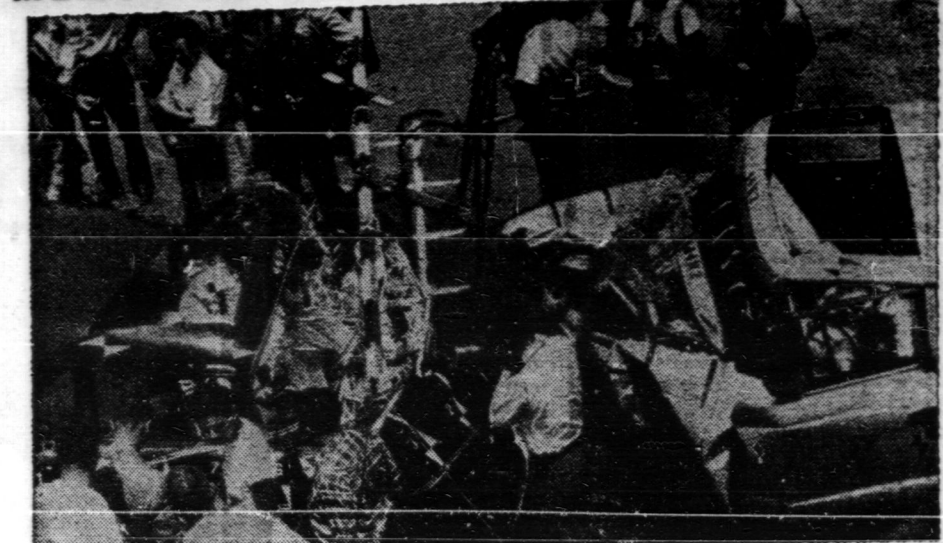
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MEMORIZE THIS PICTURE!



This scene is duplicated all too often on a bright, pleasant Sunday afternoon. Many of the elements of highway tragedy are here. The smothered car—the news photographers—curious housewives with time on their hands, how to paint pictures. The idea stemmed from earlier success in the aspirin cooking lessons via TV.

TABLE TALKS

Follow Basic Rules For Safe Vacation

To ensure a healthy, happy holiday it pays to follow a few basic rules:

1. Avoid deep water and canoe if you are a non-swimmer.
2. Take the sun in easy doses... sunburn is a real burn.
3. Be sure your summer water supply is pure and your vacation milk supply is pasteurized... if not, pasteurize it yourself.
4. Avoid over-exertion, particularly if you are unaccustomed to strenuous exercise.

Happy Motoring With Small Fry

If you're taking very young children on a motor trip, load suitcases on the floor of the back seat until they are level with the seat. Place a mattress across this area, with blankets and pillows, providing both a play area and a comfortable place to sleep. A space-saving is to hang a plastic shower wardrobe over the back of the car's front seat so that compartments face the rear. This holds toys and necessary incidentals... one being a paper bag for litter.

TV Art Lessons For Housewives

The French TV network has launched a program to teach housewives with time on their hands, how to paint pictures. The idea stemmed from earlier success in the aspirin cooking lessons via TV.

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Cool Drinks Win

Serve simple cool drinks and you'll be a winner! Grape juice is a good old standby. Just combine one medium bottle of juice with enough sugar syrup to sweeten. Add half cupful of lemon juice and chill. Just before serving add one quart of ginger ale and serve six satisfied customers.

For Hikers

When the youngster at your house announces that he's starting at once on a big expedition, a bottle hike through the woods to the pond you can be sure a hearty sandwich of two is expected from you pronto.

CROCOLATE PEPPERMINT PIE

Line a 9-inch pie pan with aluminum foil, pressing foil around edges of pan. Melt together butter and 3/4 cup chocolate pieces in small saucepan over low heat, stirring until smooth. Add grapefruit flakes and mix well. With the back of a spoon, press mixture into foil-

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THE FARM FRONT

by John Russell

THE ARMY WORM



This is the time when farmers should be on the lookout for armyworms in their spring grain, fall wheat (if still green), corn, and pasture and hay fields, advises Dr. W. E. Heming, Head, Department of Entomology and Zoology, Ontario Agricultural College.

Reports of damaging infestations have been received from Welland, Lincoln, Wentworth, and Brant counties to date. Three of these infestations were in fall wheat and the other was in pasture. Since fall wheat is beginning to turn yellow and the leaves are toughening, the worms are moving out of that crop into adjacent, more succulent crops.

The striking effectiveness of serum, together with vaccination in preventing rabies in a group of people severely bitten by a rabid wolf in Iran and in similar experiences of a less extensive nature, were accepted as convincing demonstrations of the usefulness of this method by the Third WHO Expert Committee on Rabies meeting in the Pasteur Institute in Paris.

Until recently victims of the severe head and face bites from rabid animals often succumbed, despite prompt treatment with rabies vaccine, probably because the infection had become established before vaccine could take effect. The combined treatment with serum and vaccine now gives assurance of success even in the most serious cases as the serum appears to check the disease until the vaccine can begin to work.

During the past 15 years, among victims of rabid wolves treated at Pasteur Institute in Tehran about 40% of these bitten in the head died despite vaccine treatment. A trial was therefore organized there by WHO to represent the severe proof to which the serum could be submitted, and to attempt to remedy the situation created by the failure of classical methods of treatment in severe exposure to rabies. From 1950 to 1954 only 10 patients were successfully treated by the new method, and their number was not sufficient to reach a definite conclusion.

However in August 1954, a rabid wolf attacked 29 people in an Iranian village in the space of a few hours. This provided the opportunity for a decisive test. The victims were taken at once to Tehran and treated on arrival, with conclusive results: even among the 18 patients who suffered severe head wounds.

The most striking case was that of a six-year-old boy whose skull had been crushed by the wolf's bite and who survived despite the fact that rabies virus had been, so to speak, directly injected into his brain. He was given six injections of serum and a course of vaccine.

A new technique for protecting persons whose occupations expose them to the possibility of rabid animals was outlined at the Paris meeting. Veterinarians, laboratory workers, postmen, workers in gas and electrical industries and delivery services, must offer the underdog repeated treatments with rabies vaccine and this car-

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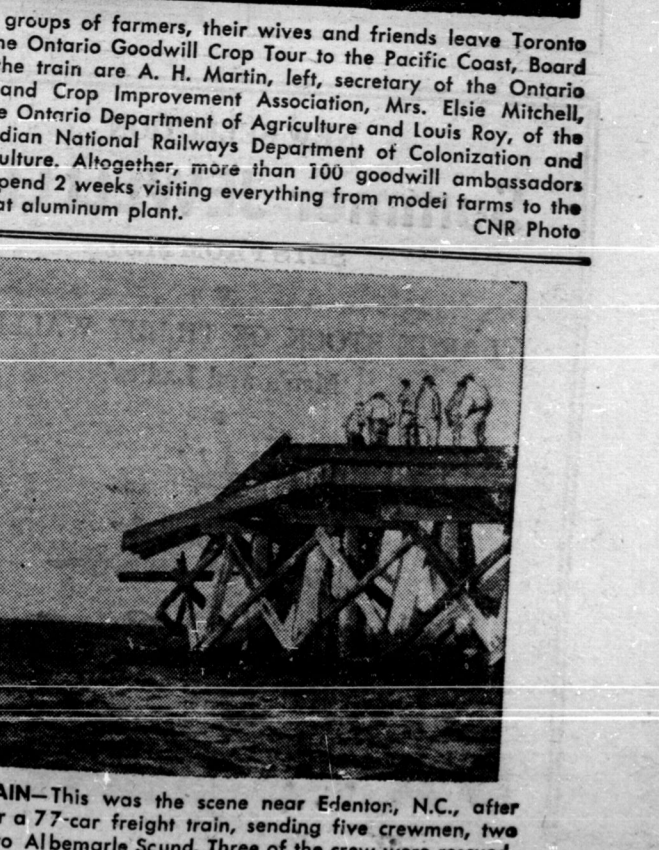
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Upside-down to Prevent Peeking

DOWN	ANON	RE	RE
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32	33	34	35
36	37	38	39
40	41	42	43
44	45	46	47
48	49	50	51
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68	69	70	71
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76	77	78	79
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84	85	86	87
88	89	90	91
92	93	94	95
96	97	98	99
100	101	102	103

ONTARIO GOOD WILL CROP TOUR TO BRITISH COLUMBIA

Two groups of farmers, their wives and friends leave Toronto on the Ontario Goodwill Crop Tour to the Pacific Coast, Board of Soil and Crop Improvement Association, Mrs. Elsie Mitchell, Canadian National Railways Department and Louis Roy, of the Agriculture, Colonization and Immigration Department, will spend 2 weeks visiting everything from model farms to Kilmat aluminum plant.



BRIDGE GIVES WAY UNDER FREIGHT TRAIN—This was the scene near Edenton, N.C., after a 50-year-old wooden bridge buckled under a 77