

BLACK FRIDAY

GET YOUR DEAL ON!

November 29
7AM 'TIL 11PM

ENTER FOR A CHANCE TO WIN FABULOUS PRIZES!*

Visit BCC's Facebook page for more details.

Are you a FashioniCITY member?

Bring your Black Friday receipts to Guest Services for a FREE T-Shirt!**

Not a FashioniCITY member?

Sign up now at bccfashionicity.com

Special performances by The City of Brampton School of Dance throughout the day!



*Some restrictions apply

**Bring in a single receipt valued at \$75 or more to receive a t-shirt. One t-shirt per member, while quantities last. November 29 only. Some restrictions may apply.



2 lights East of 410 on Queen St., Brampton
BramaleaCityCentre.com



A Ted Bit

It's a world comprised of advertising misinformation

Pretty much every night, The Sidekick and I spend our evening glued to the TV.

We watch our favourite programs, various nights of the week— *Murdoch Mysteries* on Monday night, *NCIS* Tuesday night, *Dragons' Den*, *Criminal Minds* and *CSI* Wednesday nights and *Elementary* on Thursday nights.

And naturally, we watch *Big Bang Theory* pretty much every night.

But there's one aspect of sitting in front of the TV that niggles me.

It's the commercials.

I'm a bit odd when it comes to commercials— I actually like to watch them.

I figure some advertising firm has gone to great lengths to put that message across, so the least I can do is sit through at one or two airings of the commercial.

So I watch.

I don't dislike commercials, it's the blatant misinformation some tend to broadcast.

Take the one where they are telling us how wonderful their milk product is— it's filtered umpteen times, that no other milk product comes even close.

Puhleeze!! All milk is filtered as soon as it comes out of the cow. And after the first filtration, I wonder what else they can filter from the milk.

Just to clarify, the regulations for the production of milk in Canada are nation-wide. There is no 'special' treatment that 'some' of the milk goes through. All milk is produced and pasteurized under strict guidelines. If they want to filter it over and over, I don't see how that makes it better.

Next one— how about those commercials where they say "no antibiotics or hormones are used in our meat products." Duh! That's not earth-shattering news— that's 100 per cent correct.

So ya know folks, NO meat products in Canada can be sold for human consumption if they have antibiotics or hormones in them. It's not a special situation for that particular advertiser, it's the law.

When livestock go through a slaughterhouse and are government inspected, even a trace of antibiotics is a complete no-no.

Then there's those over-simplified commercials.

I shake my head in disbelief at the one where the guy is taking a pail of milk straight from the cow, and pouring the contents into a crate full of milk bottles.

The visual implies milk goes straight from the cow directly into the bottles or containers. If the guy on TV is doing that, it must be so. The next scene, a guy is stirring the same milk with a ladle, making into yogurt. Sorry kids, it ain't done that way either.

Portraying such products over-simplifies how the product is made, resulting in a misinformed consumer.

And as a result, the consumer thinks if a product is so easy to make, so why are they paying so much for it?

Then there's those completely incongruous ads.

I've studied a dog food commercial where the big dog is sitting on the seat of an old farm tractor, hitched to a tillage disc, parked in the middle of a wheat field.

I have repeatedly asked myself, 'What does an antique tractor, hitched to an out-of-season tillage disc, parked in a field of grain, have to do with dog food?'

Beats me.

There's another ad I can't handle anymore. It's been run a zillion times— and it's downright stupid.

It's the one where the girl is shopping

and a huge boot drops out of nowhere, landing on top of her, as she stumbles around with it over her head.

What's the message there?

Is it saying 'Heads up when some giant from *Jack and the Beanstalk* pulls off his boots at the end of the day?'

When that one comes on, I mute it.

I'm also getting really tired of EVERY pickup truck manufacturer telling me their truck has THE best fuel economy in its class. Only one can have 'the best'.

Face it, they all suck gas... except perhaps the Ford F150 (No, I'm not biased.)

I know this rant will make no difference to the advertising world.

The misinformation will continue and there's precious little I can do, except ignore them.

Oh yeah, and take a pee break.

—Ted Brown can be reached at tbrown@theifp.ca



TED BROWN

'It's not that I dislike TV commercials— it's the misinformation...'