

Advertising

By George Underhill

Aching muscles, diarrhea, rashes, swollen limbs, runny nose, painful urination, difficulty breathing, weight gain, fatal bleeding, bruising, yellow skin, difficulty swallowing, pancreatitis, thoughts of suicide....Jeez, I don't want that disease. Only it isn't a disease, they're the possible side effects of various pills advertised on TV. I didn't capture many of the side effects because the advertisers say them so rapidly it's hard to write them down. I suspect that's purposeful. "Ask your doctor if these pills are right for you." I don't have to ask. With all these possible side effects, I don't want anything to do with them.

If you watch daytime television, after a little while you're sure you must have some terrible illness because of all the cures advertised. These cures are interspersed with insurance ads for inexpensive burial. I suppose you would need these if your "thoughts of suicide" came to fruition.

If you ever watched "Judge Judy" or any of the courtroom drama shows, you're inundated with advertisements for law firms. "You know what to do, call 222-2222!" is one of them. They all have these clever telephone numbers so you won't forget them. "CALL SAM!" is another one for a lawyer named Sam. They say they won't bill you unless they win the lawsuit. Pardon me for being cynical, but if that's the case they won't take your lawsuit unless it's a laydown winner, and then they won't go to court because the expenses are too high and there's no profit margin. Also, their percentage of the award must be extraordinarily high. I feel that lawyers advertising on TV don't have a high profile on ethics and morality.

Have you ever seen beer advertisements that say the beer is "clean" and/or "crisp"? Would they advertise a beer that was "dirty"? I don't know what clean is in terms of beer. "Crisp", what is that? Beer is a liquid, how can it be crisp? These are just pleasant sounding words, meaning nothing, meant to persuade you to try the beer. I'm drinking Mill Street beer these days, available at the LCBO. It's organic. What's organic beer? Well, I know what organic is, but when swilling down the suds, does it really matter if they're organic? There's lots of other ways beer can kill you. It's like organic dope or you could sniff organic gasoline.

And then there is a plethora of remedies for headaches and colds. Typically, some poor devil is on death's doorstep, with blotchy skin, runny nose, debilitating head and body pain and cannot sleep. But wait! One Advil or Aleve or Nyquil or one of these kinds of pills and, miraculously, the person is leaping cheerfully about, utterly cured. I used to think that religious faith healers had the corner on miracles, but not anymore.

You know, I don't think the advertisers actually think we believe all this nonsense. Then again, they apparently believe in miracles.



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HAPPENINGS AT ST. PHILIP'S ANGLICAN CHURCH, MILFORD

St. Philip's Calendar of Events 2015

Canoe Trip (11:00 a.m. from Guernsey's ending at Morrison Point Road)	May 18
Pork & Corn Roast (5:30 - 7:00 p.m.)	August 5
Turkey Supper (5:00p.m. - 7:00 p.m.)	Sept. 16
Yard & Rummage Sale (10:00 a.m. - 1:00 p.m.)	October 3
Christmas Tea (2:00p.m. - 4:00 p.m.)	November 14