

LESSON EIGHT

Name _____

Activity 1

WHO INVENTED BAD BREATH?

THE TIME PERIOD IS THE 1920S. PEOPLE ARE GOING TO DRUGSTORES to buy a new product. They pull out their money to buy bottles of strong-tasting liquid. Then they take the bottles home to their bathrooms where — morning, noon, and night, without anyone forcing them to — they take big gulps of this bad-tasting liquid, swish it around in their mouth, and then SPIT IT OUT! What is going on? Were people at this time so foolish they could be talked into giving up their hard-earned money to buy awful-tasting liquid and then spit it down the drain?

Look at the important clue given to you by the teacher and try to explain what is going on in this picture. Try to decide what incentives are influencing the choices made by producers and consumers in this situation.

Answer the following questions. (Hint: there may be more than one answer to the questions.)

1. What product is the ad describing?
2. What benefits does the ad promise to consumers who choose to buy the product?
3. What costs does the ad suggest will be paid by consumers if they do not use the product?
4. Which consumers would have tended to buy this product after reading this ad?
5. Which consumers would have tended not to buy this product after reading this ad?
6. What is the incentive for producers to focus on the problems of their customers?

Often a bridesmaid but never a bride

EDNA'S case was really a pathetic one. Like every woman, her primary ambition was to marry. Most of the girls of her set were married—by about to be. Yet not one possessed more grace or charm or loveliness than she.

And as her birthday creeps gradually toward that tragic thirtieth, marriage steered farther from her life than ever. She was often a bridesmaid but never a bride.

That's the pathetic thing about bad-breath (andrews breath). You yourself really know when you have it. And even your closest friends won't tell you.

Sometimes, of course, bad-breath comes from some abnormal organic disorder that requires medicinal advice. But usually it is merely a matter of cleanliness and good hygiene. It is an irritating thing that can well become a serious and a health destroyer.

It helps and harmonizes in the mouth and leaves the breath sweet, fresh and clean. It is by administering some other oral hygiene product that you can get rid of that sticky, sticky Listerine. In the systematic use of Listerine you will find it will keep you with Listerine. No other has it. It has kept millions of different men in a state of perfect oral hygiene and has been reported on each for a half a century. Read the instructions with Listerine. They come with every bottle. —Listerine Pharmaceutical Company, New York, U. S. A.

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