

THE



PAMPHLETTE

Truth in Advertising since 1987

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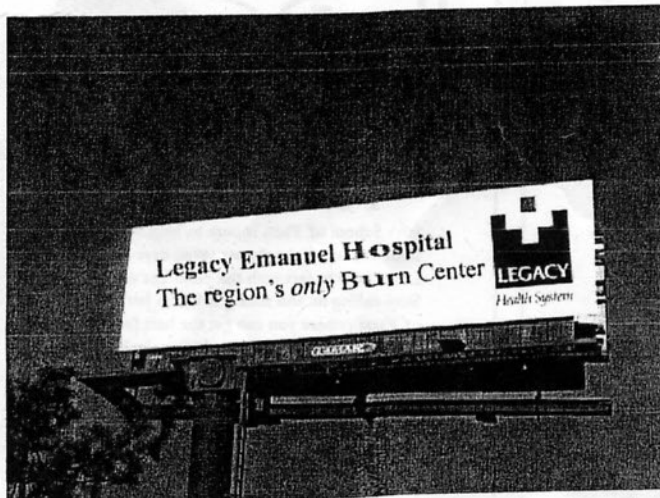
IN DEFENSE OF ADVERTISING

"Advertising is the rattling of a stick inside a swill bucket," George Orwell once said. I have no idea what that means. George Orwell wrote that book Animal Farm. I read that book once, in eighth grade: Animals can talk in that book!

Many people, including maybe George Orwell, believe that Advertising is a cancer on our society. But people forget all the *good* Advertising does. Like, tonight I saw a giant billboard that read: "Legacy Emanuel Hospital: The region's *only* Burn Center." And I once again raised my hands to the Heavens and thanked the particular non-denominational Judeo-Christian deity I believe in for allowing us unworthy sinners to invent Advertising.

Advertising. The way I see it, Advertising is simply a means through which people who need a particular product or service are connected *with* that product or service. Take the Burn Center billboard as an example: Imagine if I had never seen that billboard and I happened to get third degree burns all over ninety-percent of my body. I'd be in this position, then, where I'm really stunned, wandering around the kitchen or whatever, my body numb with pain, the smell of charred flesh filling the air. I need a particular service. In fact, I need a particular suite of services and products. *I need a Burn Center!*

Now, we know from the billboard that Legacy Emanuel is the region's *only* Burn Center. But if they didn't have that advertisement? For all I know, there's a Burn Center on every street corner! Maybe I would *walk* down the street hoping to find a Burn Center in the parking lot of



This advertisement tells me where to go when I get burned.

the neighborhood Seven Eleven. *Wrong.* Maybe I would look for a Burn Center under the bridge. *Still wrong.* For someone unenlightened by Advertising, there are a million wrong choices and *only* one right one--because there's *only* one Burn Center!

But wait! Here's a thought: I didn't even know there *were* such things as Burn Centers before I saw that billboard! Which, remember, in this scenario I didn't! So here's me, staggering around the kitchen, bits of skin falling off, open seeping sores just getting infected all over the place, and I have absolutely no idea what particular services and products I need to seek out in order to fulfill my particular need. I would probably barely even be able to articulate the need itself! I'd stand there for a while, jaw agape, until my nerves started working again and I passed out from the pain. My last thought would likely be:

"God, I wish there was a center for this."

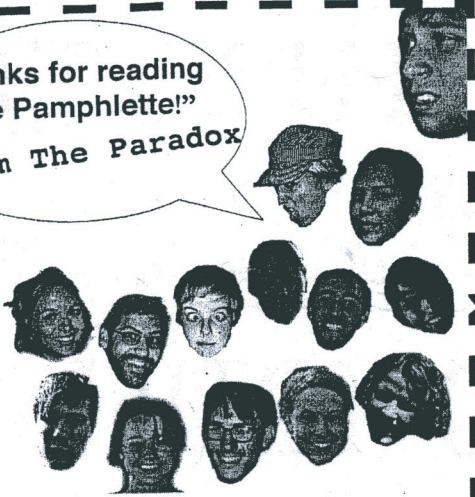
But wait again! That is hardly even the most tragic part of this story. Because just across town is the beautiful, bright, brand-new Legacy Emanuel Burn Center. Its enormous burn treatment tanks glisten and hum with awesome healing power. *And they're all completely empty!* The Burn Center is going belly up. Since there's no advertising, no giant billboard, no toll-free "1-800-U-BURNED", potential customers are completely oblivious to the Burn Center. If only the same could be said about their horrible, horrible burns.

You might say burn victims could search for services on the Internet if they were so intent on treating their burns. But who's got time for that in this workaday world? What are you, a millionaire? This is why a huge billboard on the highway advertising a place to go if you get horribly burned makes so much God damn sense. For example, if someone is horribly burned and driving down I-5 they need only move their head 12 degrees up to be informed about a service that might interest them. Convenient!

People say Advertising is all lies. Well, here's the straight-up truth: Without Advertising, the Burn Center goes out of business for lack of customers, while the ignorant burn victims die off silently in their houses. *Who's the liar now?*

SPECIAL ADVERTISING SECTION

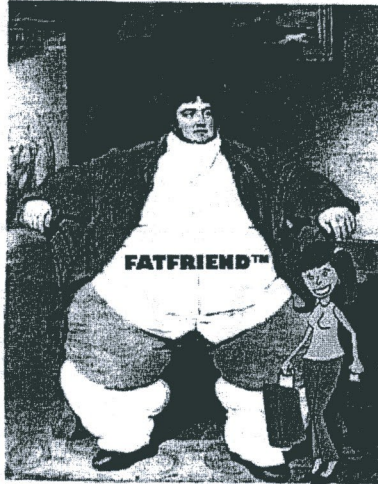
Thanks for reading
"The Pamphlette!"
From The Paradox



Present this coupon and receive one
free medium coffee!*

*limit one per customer

HIRE A
FatFriend™

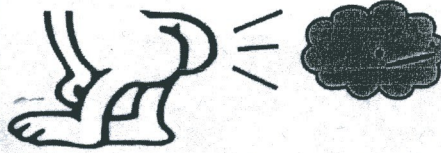


"Because everyone looks really good next to
someone who looks really bad."

The Breast Cancer Awareness Foundation



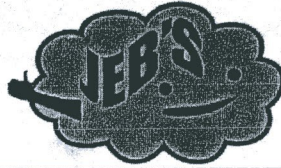
Breast Cancer Awareness annoys more than 2.8 million men,
women and children every year. Help us stop this epidemic.



Unimpressive farts making you a laughing stock?

Fear no longer!

Jeb's School of Farts is here to help. Offering
both day and night classes seven days a week.
Learn how to fart with the pros! Yes we are real.
Stop calling us and asking if this is Jeb's School
of Farts (where you can get the best fart training
West of the Mississippi) and then giggling and
hanging up. That is very immature! Some
people have very real farting problems and it's
not nice to make fun of them.
Show this ad for a 10% discount.

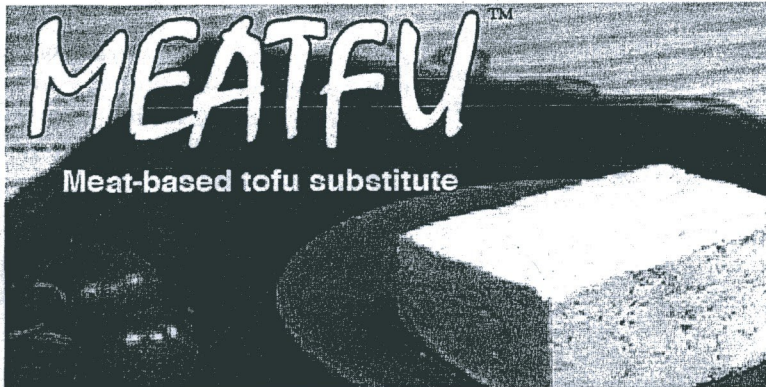


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Meat-based tofu substitute



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Nicholas Chandler-Klein; No Assembly Required: Tom Fenellosa
Don't settle for less: Andrew Michaan All New!: Adrian Chen