

Former ad man tells of sex on the rocks

by Mike Dugger

Have you ever looked at a whiskey, margarine or hair color advertisement and seen an erect penis, a death mask, a skeleton, an orgy, a woman performing a deviate sexual act upon her daughter or acts of oral sex?

Of course not, according to Wilson Bryan Key, who spoke on subliminal seduction in ads in CUB auditorium Wednesday night. Key said these images, present in many ads, are aimed at the subconscious level.

"They cannot be consciously perceived or they will not work," he said.

To sell products

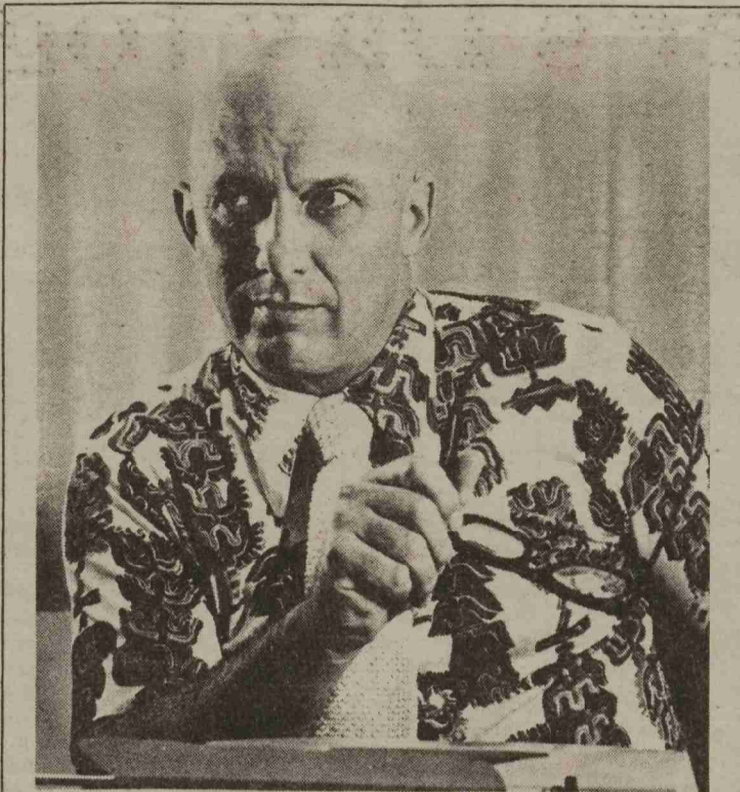
"Ad men don't really give a damn why these (techniques) work; they just have to sell products. I don't know why these things work — no one really does," he said in explaining the reason for the use of such images. They sell products and that is why Madison Avenue uses them, Key, a former ad man, said.

"A very tiny portion, as little as 1/1,000, of what a human perceives is available to the cognitive portion of the brain. The rest is stored at the subconscious level," he said. In an instant, the brain acknowledges the presence of these symbols in the ad, the information is stored and later it will stimulate the person to buy the product, he explained.

Dirty gin

Key brought along slides of blow-ups of advertisements which have recently appeared in leading magazines to demonstrate his statements. In the advertisement for a leading gin, the outline of an erect penis could be seen in one of the ice cubes.

These are not pictures, Key said, but rather very expensive air brush paintings; paintings, of



Using theories of subconscious perception, advertisers are planting subliminal figures in their ads, apparently with good results, according to Wilson Bryan Key. "You can't explain ads in terms of cognitive behavior."

course, so the symbols could be intricately included in the ad.

In a whiskey ad, symbols of a raven and grotesque "death masks" were pointed out by Key. These, too, were present in the ice cubes. In another whiskey ad, Key pointed out images of Christ, a death mask and fellatio in the ice cubes.

"Once you discover this, you could buy a Time and spend a whole week getting turned on," Key said.

The water in an ad for bathing suits swirled about the genital areas of a man and woman as if to "wash" the area, Key said. In

addition, the water formed a very distinct face in an appropriate position for oral sex near the woman's genital region.

The audience did not perceive most of these symbols, until Key pointed them out in blow-ups. But upon recognition, the crowd broke into laughter, surprise and shock. Most of the images appeared quite sharp.

In an ad for men's cologne, the heel of the gentleman's hand was carefully shaped in the arrangement of an erect penis and a pair of testicles. Moreover, a knife was present in a precarious position, symbolizing man's fear

of castration, Key said.

Many ads appeal to "latent, not overt homosexual" desires, Key said.

The erect penis and testicles appeared again in an ad for a leading margarine. The design appeared at the edge of a scoop of the margarine in the ad. This appeals to male aggression, Key said. The margarine ends up in the mouth, he pointed out.

Does she or doesn't she?

In an ad for a hair color which read "She Still Does" at the top, a woman appeared to be lifting the dress of her young daughter. "Where is the mother's left hand?" Key asked.

Key showed a slide of an ad for a clam dinner which, upon closer examination, showed the clams were arranged in a particular manner. It looked as if an orgy was going on with women, men and a jackass present, Key pointed out. The ad was used as the source of the title for Key's next book, "The Clam Plate Orgy."

In a question and answer session that followed the 90-minute address, Key was asked how one decides what is really there (in the ads) and what is not.

Image in the clouds

Key explained it is sometimes difficult to get another person to see a projection you are seeing, such as an image in the clouds.

But, according to surveys he ran, Key said 97 percent of the respondents see what he is talking about. The other 3 percent, he said, cannot see the images because they cannot deal with them; they block them out.

Key said he has tried to point these things out in front of a commission or Senate committee with ad people present. But they (the ad men) never show up, he said. He added the ad people do not deny the presence of these images, however.

May is month of hearing, speech special activities

The Speech Department is sponsoring several activities in conjunction with national "Better Hearing and Speech Month" Gail Chermak, assistant professor, said.

The purpose of setting May aside as "Better Hearing and Speech Month" is to "make the people aware of the problem," Chermak said.

"I don't think many people realize communication disorder is the number one handicap in this country," she said.

"Ten percent of the population experiences a communication disorder of some kind," Chermak added. Middle ear problems are second only to the common cold among children, she said.

Free hearing screenings will be taken Saturday, May 12, at the Communications Disorders Clinic in Daggy Hall from 9 a.m. to noon. A slide presentation will be shown at the Garden Fair this Saturday depicting some of the problems people with communication disorders experience.

The Communications Disorders Clinic treats students and Pullman residents with speech and hearing problems. While the majority of the clinic's patients are from the community, it is open for student use.

March of Dimes offering scholarship

A \$300 scholarship is being offered to students who plan to study in fields related to the March of Dimes by the Whitman County branch of the organization.

The fields are nursing, occupational therapy, physical therapy, speech pathology, audiology, medicine and genetics.

Applications are available at the nursing and genetics offices and the deadline is May 25.

10,000 persons, many kegs at Missoula show

What has, or will have, four bands, 10,000 people and 1,000 kegs of beer?

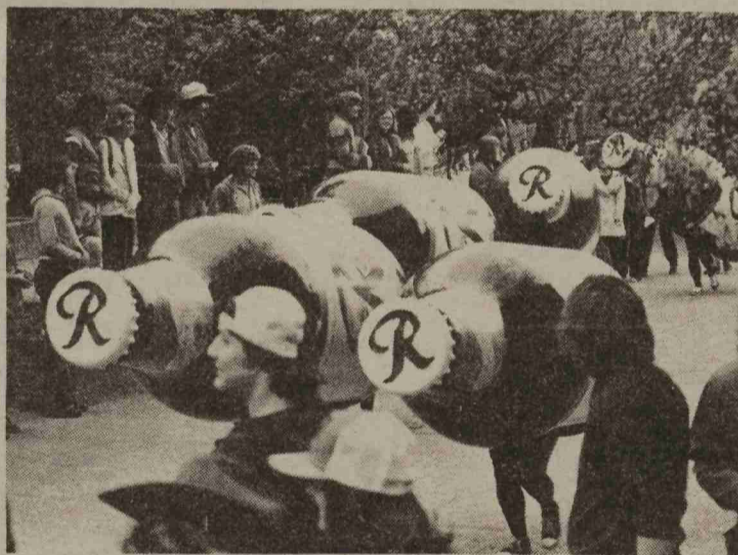
The Eighth Annual Liquid Asset Corporation Beer Bust in Missoula, Mont., that's what.

The Rainier Brewing Company is joining the non-profit corporation in sponsoring a kegger to benefit Missoula-area charities May 16 (Wednesday). From 8 to 11 p.m. that day, the Mission Mtn. Wood Band, New Riders of the Purple Sage, the Live Wire Choir and the Lamont Cranston Band, a rhythm and blues band from Minneapolis, will entertain those attending.

Previous beer busts have attracted crowds from as far west as Seattle, as well as numbers of people from the

Spokane and Pullman-Moscow area, according to Dave Stevens, one of the organizers. Stevens said this year's event may be the last in the series, as University of Montana officials and state legislators in Helena are coming under pressure to shut down the event.

Advance tickets are available at the University of Idaho SUB, Gonzaga University COG and at Strawberry Jam Records in Spokane for \$9 each. Tickets will be available in Missoula for \$12 the day of the kegger. Due to tight gasoline supplies, persons attending the kegger are advised to travel into Missoula via I-90 from Spokane rather than take U.S. 12 through Lolo Pass.



Brewings

Rainiers to motate; not in CUB Mall, but in Boyer Park

Mayfest activities will include the Running of the Rainiers again this year.

The run can be observed Sunday, May 13, at 1 p.m. at Boyer Park.

The event is being held at Boyer this year, as opposed to the CUB mall, because of recent word from the state Liquor Board forbidding breweries to become involved with school activities.

Terry Robson, Mayfest co-chairperson, said the committee's decision to move the run to Boyer is in compliance with liquor board regulations because "it's (the run) not held on campus and it's not considered advertising."

Activities Center, parents sponsor programming award

A group programming award designed to recognize efforts and results of non-classroom extra-curricular educational programs

is being sponsored by the ASWSU Activities Center and the WSU Parents' Association.

All recognized student groups,

clubs, committees and living groups are eligible to participate in the contest. This is the first year the award has been offered.

Individual and series programming will be judged on the basis of originality and creativity, diversity and balance, persons attending and planning and timeliness, according to Mary Lou Harwood, Volunteer Program Agency director.

Entry forms are available at the Activities Center and must be signed by the president, or program chairman, and the adviser and returned by May 15. Groups may enter as many programs as they wish.

ASWSU program advisers, residence hall program advisers and Vann Snyder, ASWSU vice-president, will judge the competition.

Books, magazine subscriptions or other educational material will be supplied by the Parents' Association as prizes.

HIGH ANXIETY

Is Mel Brooks hanging by his thumbs?
Find out Friday or Saturday night
May 11, 12 — 7:00 & 9:30
TODD AUD — \$1.25

WASHBOARD WILLIE'S

Buffalo Rose Band

Friday-99¢ Jugs 4-6p.m. \$1.25 Jugs 6-9
Saturday-\$1 & a quarter Pitchers 5-9 p.m.
Sunday-Pool Tourney at 7:00 p.m.

East 215 Main Street Pullman 332-3291