

# Dissatisfaction Breeds Dollars

It has recently become, for columnist and news commentators, quite fashionable to latch onto one or another cleverly chosen objects as a symbol for some unique phenomenon of contemporary culture. A symbol of which, by its very nature, will reduce the complexities, and subtleties of a subject to infantile simplicity. In keeping with this, allow us to offer the feminine hygiene deodorant spray as a symbol of American marketing genius. The advent of this product marks the high-water mark of American culture, especially as it is reflected by the advertising agency. Not only does it enable us to indulge in our apparent need for self doubt and self consciousness, it enables us to purchase yet another completely absurd and useless product.

It is neither a profoundly surprising nor original observation that the capitalist economic system in which we function is necessarily dependent upon dissatisfaction and with it unhappiness for its existence. Not only must we be supplied with what we now commonly regard as necessities (food, shelter, electric can opener, water pics, etc.), but are constantly being persuaded that we need include on our list an ever growing assortment of new and ingenious products. In fact there is

always present the subtle innuendo that we are somehow inferior, failures in the American Dream, if we do not possess these wonders. In effect, the latent product and necessary condition of capitalism is universal unhappiness caused by perpetual dissatisfaction. For, should we all suddenly become satisfied with what we have, and only require what are truly necessities, the economy would stagnate.

But to return to our symbol. It is the perfect product of our culture. It speaks eloquently to the nobel ethos of our majestic Puritan heritage, a sincere and abiding belief that the body, and things carnal are somehow sinful, unclean and ugly. In answer to this sacred trust, American industry has given us salvation from the body. (We are now divinely antiseptic beings). We are given potent deodorant soaps to hide its identity and mask its evil fumes. For our foul breath we have mouthwash. We have aftershaves, colognes, deodorant powders, perfumes, etc.; everything to dull the sense and preserve the anonymity. Our whole bodies, with special emphasis on certain aforementioned areas are completely insulted and obscured, but this was not enough. American industry with its remarkable ingenuity was determined to find something else which needed to be cleaned and deodorized. We needed some other defect to be worried about, some other dissatisfaction to be conscious of. Of course no one would doubt the necessity of cleanliness and hygiene. What is absurd is the paranoia with which we are taught to regard our bodies.

Now many of us have thought that the vagina was a rather innocuous and pleasant place, quite acceptable on its own terms, but industry knew better. There was an odor there somewhere to be exploited, a new uncertainty there to be reinforced. This then was a perfect place to exploit American's fear of offensiveness, their disgust with their bodies, and their need to buy. Suddenly plain washing with one of its miracle soaps was not sufficient, a new product, a product with this important social function had to be developed. All it took was one unctuous woman to appear on television to sound the warning, and before the glow had disappeared from the magic tube, millions of women were stampeding to the market to purchase this new form of social security. This new rung in the ladder to happiness.

Therein lies the genius in American merchandizing, not in producing the product, (which is not universally needed, of questionable effectiveness and actually may be quite harmful), but in convincing so many people that they actually need it.

HARTFORD, Conn. (CPS) — A total of 1,257 students at Yale University have elected to sign contracts under the new Tuition Postponement Option which permits them to finance the cost of their education against future lifetime earnings.

The Yale Plan, announced a year ago, went into effect this fall. Students in Yale College choosing the option can defer Yale College choosing the option can defer up to \$800 each academic year out of the total annual charge for tuition, board and room. With more than 1,200 students—including undergraduate, graduate and professional students—now signed up, Yale officials feel the Tuition Postponement Option Plan is off to a successful start and that enrollment in future years will continue at a similar if not greater rate.

The unique features of the Yale plan are that 1.) each individual's obligation rises and falls with his income after graduate rather than being a fixed indebtedness, and 2.) each group of students leaving Yale will have their obligations terminated when the group as a whole has repaid its amount postponed with interest.

The administrative official responsible for the plan, Albert W. Mesking, Associate Treasurer and Comptroller of Yale University, stated that there is widespread interest in the educational community. "One hundred and twenty-two colleges and universities have contacted Yale since last winter to learn about the plan. Yale has applied to the Department of Health, Education and Welfare for a grant to finance assistance to these universities, and is committed to sharing Yale's experience with the entire educational community. If this interest continues to grow and our experience continues to be successful, development of a secondary money market and student access to that market may become a reality."

—by Doctor Pangloss

NEW YORK, N. Y. (CPS) "Love Story," that classic tear jerker written by Harvard Medieval English Professor Eric Segal has earned \$50 million for its distributor since it was released in December 1970, enough to make it the third highest money-raker of all time.

The figures were disclosed last week in *Variety*, the show business weekly, in its annual compilation of such grisly statistics.

"Gone With the Wind" (how many times have you seen it?) tops the list of money makers with \$74.2 million in revenue while "Sound of Music" runs a rich second with \$72 million in box office receipts.

Other 1971 film and their earnings, according to *Variety*, were: "Summer of '42," \$14 million, and "The Aristocats," \$10.1 million.

If you know a girl considering an  
**ABORTION**  
this message might even save her life!

PHYSICIANS WITH A GENUINE AND HUMANE INTEREST

Phone: (213)  
**464-4177**

NATIONAL ABORTION COUNCIL  
for Therapeutic Abortions and Family Planning  
1717 North Highland Avenue  
Hollywood, California 90028

Bell's  
Traditionals, Ltd.  
5, 7, 9 Kitchin Place  
ASHEVILLE, NORTH CAROLINA 28803

**for unc-a students only!!!**  
thurs. fri., and sat.  
feb. 24, 25, and 26

**50% and more OFF**  
all winter stock  
only at  
**Papagallo & Glegg**  
shops bring id.'s

**Get the best name in the business.**

Don't fool around when it comes to buying beer. Buy the beer named after the city that means beer. **Old Milwaukee.** It tastes as great as its name.



SMOKY MOUNTAIN DISTRIBUTORS, INC.  
WHOLESALEERS  
PHONE: 704 252-3513

**Foods For Life**

79 Patton Ave.  
Asheville, N. C. 28801  
Phone (704) 252-9583

**NORGE CLEANING VILLAGE**  
713 MERRIMON AVE.  
SELF-SERVICE LAUNDRY AND DRY CLEANING  
OPEN 8 A.M. TO 10 P.M.  
MON-SAT 12:30-7:30 P.M.  
SUN.  
PHONE 252-9579