

Deceptive Appeals

Does this argument include:

- Falsification?
- Concealment?
- Equivocation?



The advertisement is divided into two main sections. The top section features a large, close-up portrait of a middle-aged man with grey hair, wearing a white shirt and a dark tie, holding a lit cigarette. To his left, a yellow rectangular box contains text. The bottom section has a white background with bold, black and red text. On the left, there is a paragraph of text about a nationwide survey of doctors. In the center, there is an illustration of a Camel cigarette pack. On the right, there is a portrait of a woman with a red box highlighting her throat area, with text explaining the 'T-Zone' concept.

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

Camel Cigarettes

Camels Costlier Tobaccos

Your "T-Zone" Will Tell You...

**T for Taste...
T for Throat...**

that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

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Q: Don't UV rays damage the skin?

A: Skin damage is caused primarily by overexposure to UV rays and burning. A healthy tan, on the other hand, helps prevent sunburn.

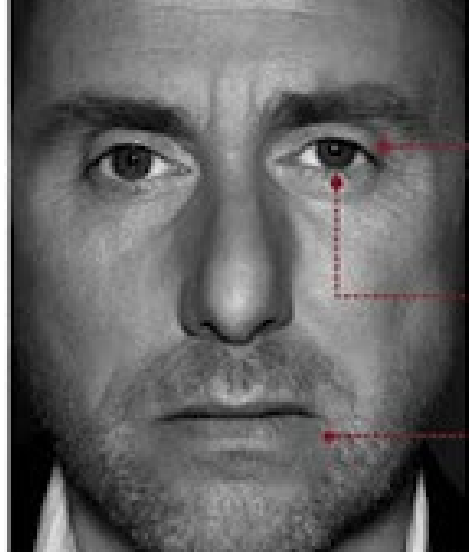
Facial Affect Displays

Universal Facial Affect Displays



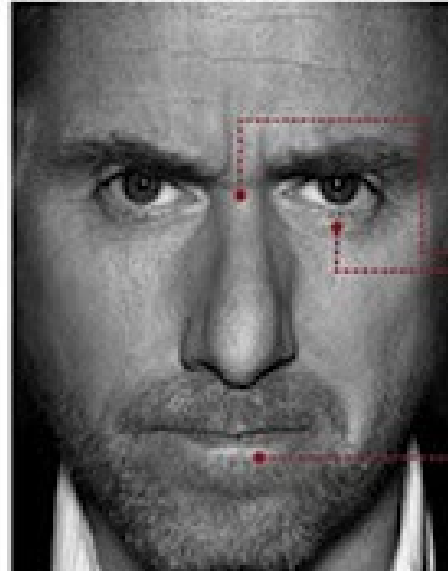
Plus one, added later





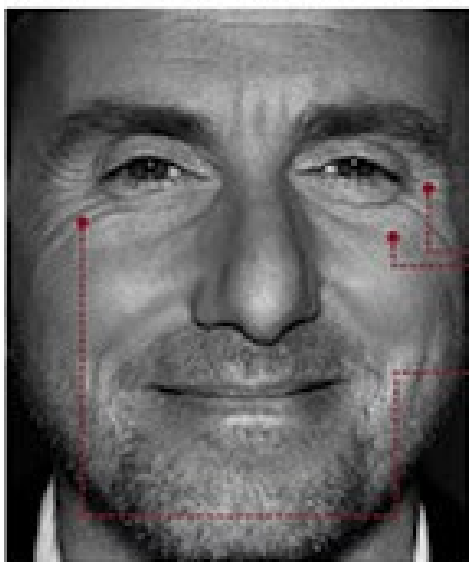
sadness

- ① drooping upper eyelids
- ② losing focus in eyes
- ③ slight pulling down of lip corners



anger

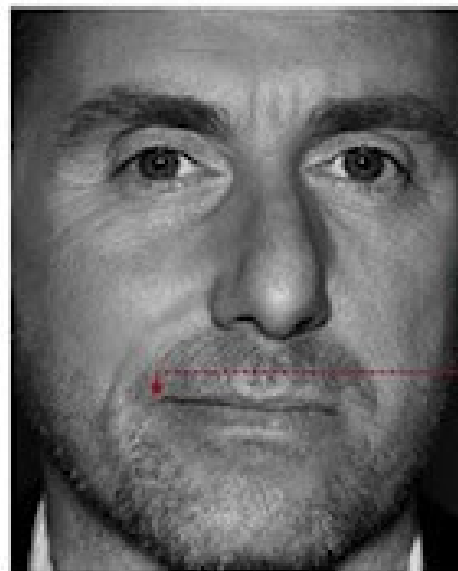
- ① eyebrows down and together
- ② eyes glare
- ③ narrowing of the lips



happiness

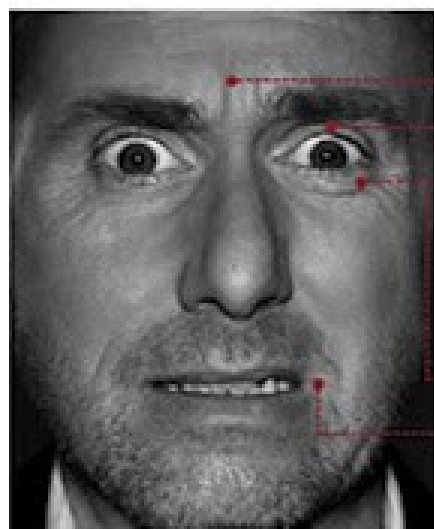
A real smile always includes:

- ① crow's feet wrinkles
- ② pushed up cheeks
- ③ movement from muscle that orbits the eye



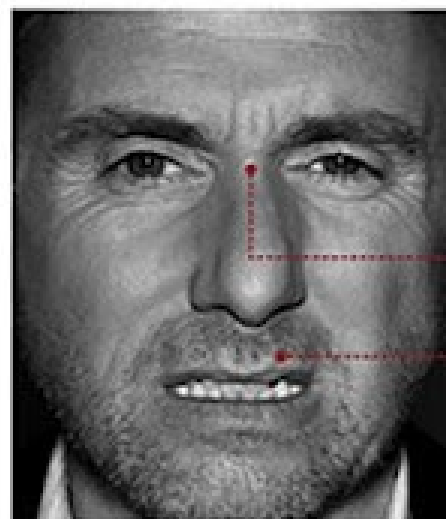
contempt

- ① lip corner tightened and raised on only one side of face



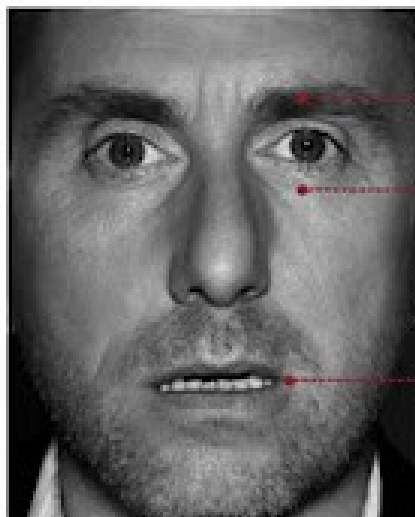
fear

- ① eyebrows raised and pulled together
- ② raised upper eyelids
- ③ tensed lower eyelids
- ④ lips slightly stretched horizontally back to ears



disgust

- ① nose wrinkling
- ② upper lip raised



surprise

Lasts for only one second:

- ① eyebrows raised
- ② eyes widened
- ③ mouth open