

# ***My New Electrolux***

The Introduction on the Sundeck

The Presentation

The Room

Eureka!

The Electrolux

Fine Black Velvet

The Demo

The Pitch -The Price

The Purchase

The Realization

## ***The True King of Luxury Cars (1962)***

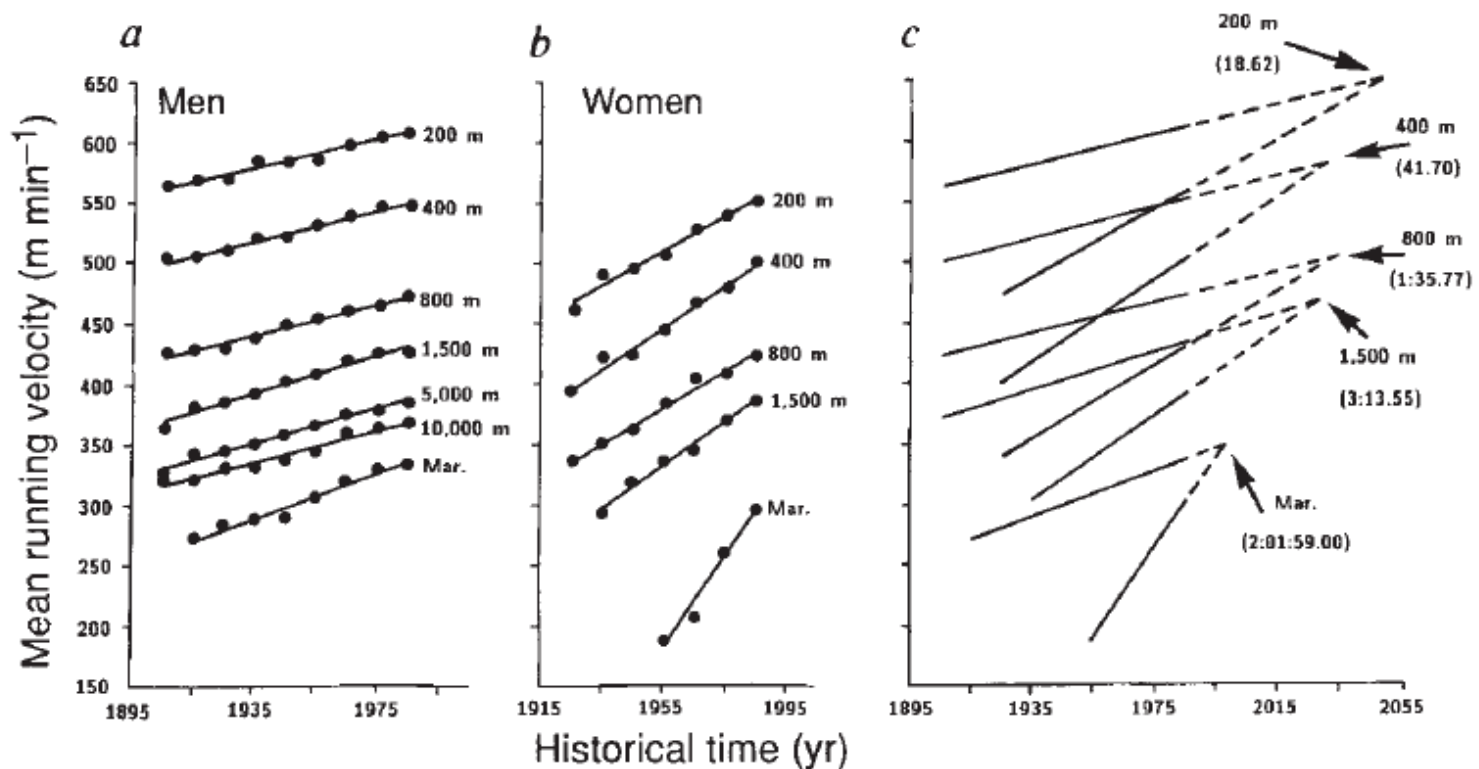
*[TV Screen shows blindfolded man being led to a large car, seated in the back seat, being driven around by uniformed chauffeur.]*

“100 Cadillac owners were blindfolded, then taken for a test drive in their own car. Then they were taken for a test drive in a Lincoln Continental. Of the 100 participants, 70% preferred the Lincoln Continental. Isn't it time *you* stepped up to Lincoln, the true king of luxury cars?”

## ***Really Quick Women***

*From an article published in Nature, a major scientific journal, in 1992: “Unless the progression rate of mens’ events increases relative to that of women...current progression rates imply superior performance by women. The projected intersection for the marathon is 1998.”*

In other words, in a major scientific journal, an article was published in 1992 that predicted that, *within 6 years*, world class women marathoners would be outperforming world class male marathoners.



World record progression, expressed as mean running velocity versus historical time, for men (a) and women (b), with best-fit linear regressions (solid lines) superimposed. In c, the regression lines for the common events for men and women (solid lines) are extrapolated (dashed lines) to their points of intersection; the predicted world record times at these intersection points are shown in parentheses (h:min:s)

**What is the fallacy in the “Nature” study?**