

21. The following appeared as part of an article in a newsletter for farmers:

“Users of Solacium, a medicinal herb now grown mainly in Asia, report that it relieves tension and promotes deep sleep. A recent study indicates that a large number of college students who took pills containing one of the ingredients in Solacium suffered less anxiety. To satisfy the anticipated demands for this very promising therapeutic herb and to reap the financial benefits, farmers in this country should begin growing it.”

Discuss how well reasoned . . . etc.

22. The following appeared as part of the business plan of the Capital Idea investment firm:

“Across town in the Park Hill district, the Thespian Theater, Pizzazz Pizza, and the Niblick Golf Club have all had business increases over the past two years. Capital Idea should, therefore, invest in the Roxy Playhouse,

the Slice-o'- Pizza, and the Divot Golf Club, three new businesses in the Irongate district. As a condition, we should require them to participate in a special program: Any customer who patronizes two of the businesses will receive a substantial discount at the third. By motivating customers to patronize all three, we will thus contribute to the profitability of each and maximize our return."

Discuss how well reasoned . . . etc.

23. The following appeared in a memorandum from the owner of Carlo's Clothing to the staff:

"Since Disc Depot, the music store on the next block began a new radio advertising campaign last year, its business has grown dramatically, as evidenced by the large increase in foot traffic into the store. While the Disc Depot's owners have apparently become wealthy enough to retire, profits at Carlo's Clothing have remained stagnant for the past three years. In order to boost our sales and profits, we should, therefore, switch from newspaper advertising to frequent radio advertisements like those for Disc Depot."

Discuss how well reasoned . . . etc.

24. The following appeared in a letter to the editor of a River City newspaper:

“The Clio Development Group’s plan for a multilevel parking garage on Dock Street should be approved in order to strengthen the economy of the surrounding area. Although most of the buildings on the block would have to be demolished, they are among the oldest in the city and thus of little current economic value. Those who oppose the project should realize that historic preservation cannot be the only consideration: even Athens or Jerusalem will knock down old buildings to put up new ones that improve the local economy.”

Discuss how well reasoned . . . etc.

25. The following appeared in a memorandum from the publisher to the staff of *The Clarion*, a large metropolitan newspaper:

“During the recent campaign for mayor, a clear majority of city readers who responded to our survey indicated a desire for more news about

city government. To increase circulation, and thus our profits, we should therefore consistently devote a greater proportion of space in all editions of *The Clarion* to coverage of local news."

Discuss how well reasoned . . . etc.