

36. The following appeared in a memorandum written by the assistant manager of a store that sells gourmet food items from various countries:

"A local wine store made an interesting discovery last month: it sold more French than Italian wine on days when it played recordings of French accordion music, but it sold more Italian than French wine on days when Italian songs were played. Therefore, I recommend that we put food specialties from one particular country on sale for a week at a time and play only music from that country while the sale is going on. By this means we will increase our profits in the same way that the wine store did, and we will be able to predict more precisely what items we should stock at any given time."

Discuss how well reasoned . . . etc.

37. The following appeared in a memo to the Saluda town council from the town's business manager:

“Research indicates that those who exercise regularly are hospitalized less than half as often as those who don’t exercise. By providing a well-equipped gym for Saluda’s municipal employees, we should be able to reduce the cost of our group health insurance coverage by approximately 50 percent and thereby achieve a balanced town budget.”

Discuss how well reasoned . . . etc.

38. The following appeared as part of a letter to the editor of a local newspaper:

“Bayview High School is considering whether to require all of its students to wear uniforms while at school. Students attending Acorn Valley Academy, a private school in town, earn higher grades on average and are more likely to go on to college. Moreover, Acorn Valley reports few instances of tardiness, absenteeism, or discipline problems. Since Acorn Valley requires its students to wear uniforms, Bayview High School would do well to follow suit and require its students to wear uniforms as well.”

Discuss how well reasoned . . . etc.

39. The following appeared as part of a memorandum from the loan department of the Frostbite National Bank:

“We should not approve the business loan application of the local group that wants to open a franchise outlet for the Kool Kone chain of ice cream parlors. Frostbite is known for its cold winters, and cold weather can mean slow ice cream sales. For example, even though Frostbite is a town of 10,000 people, it has only one ice cream spot—the Frigid Cow. Despite the lack of competition, the Frigid Cow’s net revenues fell by 10 percent last winter.”

Discuss how well reasoned . . . etc.

40. The following appeared in a letter from a staff member in the office of admissions at Argent University:

“The most recent nationwide surveys show that undergraduates choose their major field primarily based on their perception of job prospects in that field. At our university, economics is now the most popular major,

so students must perceive this field as having the best job prospects.

Therefore, we can increase our enrollment if we focus our advertising

and recruiting on publicizing the accomplishments of our best-known

economics professors and the success of our economics graduates in

finding employment.”

Discuss how well reasoned . . . etc.