

Pragmatic Matters

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Got milk?



On American TV, there is a series of advertisements urging viewers to drink more milk as part of a healthy diet. The ads show photos of famous people with milk moustaches from drinking a glass of milk. (Some Americans gulp a glass of milk so fast that a moustache forms on their mouths.) Do you recognize the actor Orlando Bloom in the above ad? The slogan of these ads is 'Got milk?' These ads started a fad of 'Got?' copycats, including web sites. For example:

- 'Got books?' For book donations.
- 'Got soccer?' For soccer information.
- 'Got junk?' For getting rid of your junk.
- 'Got Jesus?' Well, maybe you can imagine....

I was on vacation in the U.S. this summer. One day as I was driving along a country road, I noticed a hand-written sign on yellow paper attached to stiff wires, which were stuck into the ground beside the road.

Got land
Need a home
I can help

What does this sign mean? How would the message change with various sentence-end punctuation marks?

Well, I'll leave you with this puzzle to while away your summer days. In the meantime,



I look forward to hearing from you through your contributions to the newsletter. Thanks very much.

Sybil Armstrong

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