



citywide forum 1

Saturday , September 27, 2008 | 8:30am - 3:00pm

Xavier University Center | 1 Drexel Drive, The William McCaffrey Ballroom, Room 308

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like to think that a happy marriage between two intelligent, respectful individuals is not just a mirage on the horizon of a society's long-lost hopes.

Okay, I know what you're thinking. But, no I'm not some tunnel-vision feminist or a devoutly strict fundamentalist. However, I do not think a man should be rewarded for not ogling an attractive woman who is not his wife. (Wow! What a guy!) Nor do I think he should be punished if he glances up as a young woman walks by. What I do think is that these ads perpetuate the warped idea that a man deserves some sort of reward for doing things that should be expected of anyone who claims to be a decent human being and a committed spouse.

I know, I know. I'm sure some of you will say that I'm taking it too seriously, that it's just a dumb commercial and not a serious commentary on marital relationships. I agree. It is a dumb commercial. Believe me, I realize, and now celebrate, the insignificance of Klondike. Personally, I much prefer a classic Eskimo Pie, which, like a good man — if you believe these Klondike ads — is getting harder and harder to find.

But that doesn't mean we have to settle for a melty, messy foil full of chocolate goo or for a relationship defined by low expectations where the monkey does a trick for a treat and the trainer tries to pretend he's not a monkey.

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Sharon on July 19th, 2008 at 8:47 am #

Yeah, thanks for that. I just saw the one with the non-ogling husband and I couldn't find the right place to send a vitriolic diatribe (I am on a no-carb diet, but still!) The last thing I will ever buy now is a Klondike bar! Dove bars are better anyway - hopefully it's not the same company! Thanks for expressing my disgust with these ads with such clarity. They're not even funny, just really outdated.

Sharon on July 19th, 2008 at 8:48 am #

PS Sorry for all the exclamation points - still drinking the 1st cuppa

christy on July 29th, 2008 at 11:19 am #

Agreed. I'm a pretty easy-going gal, but that commercial is unnerving.

Matt on August 26th, 2008 at 1:19 am #

Women seem to be really pissed at these commercials. But I kind of like them. Where else in our culture are men given messages to listen and honor their wives, even if it's in exchange for ice cream? I get sick of commercials selling sex and particularly selling the idea that cool men are not monogamous. Why not celebrate ones that show just the opposite?

It may be easy for women to listen to their husbands and not check out other men. An unfortunate fact of our hard-wiring is that these things are not easy for men. Many men do nothing to restrain these negative behaviors, which is what gets me angry. I think it's great to see men doing the honoring thing here.

Matt on August 26th, 2008 at 1:27 am #

I should add, of course, that we're not talking about giving the guy a medal. That would be a different matter. No one deserves a medal for doing such a basically right thing. We're talking about giving him a Klondike bar. In other words, good job, but it's not something to go crazy over. I think that is what makes the commercial work.

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Kara Nelson on August 28th, 2008 at 5:52 pm #

so matt, what kind of treat does the reasonably attractive mrs. howell get as a reward for staying with her rotund and average-looking husband instead of going after, say, the tall, dark and dapper guy with the camel coat and the red shopping bag?

Matt on September 10th, 2008 at 10:19 am #

Kudos to her. I say give her a Klondike bar. Or a facial. Or whatever other treat would brighten her day.

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