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## "Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:

Posted by Warren - 2007/10/22 20:20

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Courtesy of moon j., HwyCDRev, and expectingrain.com:

<http://img86.imageshack.us/img86/99/cadillacad07eq1.jpg>

Bob Dylan's Cadillac Ads Are a Gas

By Edna Gundersen, USA TODAY

On 2001's Summer Days, Bob Dylan sang, "I'm drivin' in the flats in a Cadillac car," a lyric that comes to life today in the debut of a multiplatform ad campaign for Cadillac. In a 30-second TV spot, the music legend, sporting a cowboy hat and shades, steers a black 2008 Escalade across California's Antelope Valley before stepping out to survey the desert landscape.

He utters one line: "What's life without taking a detour?" The ad also plugs XM satellite radio, a standard feature in the luxury SUV and home to Dylan's weekly Theme Time Radio Hour, which this Wednesday finds the bard spotlighting songs about the iconic auto.

In a long-form online vignette (viewable now at [xmradio.com](http://xmradio.com) and starting Wednesday at [cadillac.com](http://cadillac.com) and [mycadillacstory.com](http://mycadillacstory.com)), Dylan cracks, "You know what's even better than a great road tune? Not having some DJ talking all over it. Unless, of course, that DJ's me." Print and online ads begin in November.

It's not Dylan's first commercial venture; he has appeared in ads for iPod and Victoria's Secret.

[http://www.usatoday.com/life/people/2007-10-21-dylan-cadillac\\_N.htm](http://www.usatoday.com/life/people/2007-10-21-dylan-cadillac_N.htm)

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## Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:

Posted by Still Mack - 2007/10/22 20:32

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I wonder how many ultraliberals will meet death at their own hands over this !

'good car to drive after a war'

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## Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:

Posted by busy being born - 2007/10/22 21:00

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I've got 3 things to say to this

First of all, Jeff Rosen, if you had anything to do with this, a GIGANTIC Fuck You

Second of all, Bob, I seriously hope your house burns down from a climate change induced fire and one more thing,

I may not listen to Bob for a long time on the back of this news

there's lots of good artists out there who aren't clueless

Bob can sing Masters of War and then promote gas guzzling asshole vehicles?

There's a touching article on the cover of this past Sunday's NY Times about an 8 year old girl struggling to understand why her father isn't coming home.

The answer, apparently, is blowing in the wind of Bob Dylan's Escalade.

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What I keep hearing in my head is Bob's new version of Positively 4th Street.

You've got a lot of nerve to say you are my friend.

Don't you know this IS our problem?

As a result, if for just one moment, you could stand inside my shoes this morning.

You would know what a drag it is to see you having done this.

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by you ever seen a ghost? - 2007/10/22 22:19

let's all go ahead and judge Bob for this.

i mean, who even gives a shit? it's not the 60s anymore, so why do we always go through this "artist selling out to the man" thing every time you turn around?

-justin

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by country bill - 2007/10/22 22:30

yep. it's not the 60s anymore and it's been a long time since the words integrity, values, truthfulness, honor, uprightness, genuineness, substance, principles, ideals, etc., have not rung hollow.

some say we are better off for this but i ain't one of them. remember, elvis (actually nick lowe) says what's so funny about peace love and understanding.

funny? apparently the punchline is cadillac. wasn't it one of eisenhower's boys who said what's good for general motors is good for the country?

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**Re:**

Posted by woman in a rage - 2007/10/22 22:57

busy being born wrote:

Second of all, Bob, I seriously hope your house burns down from a climate change induced fire

What a hateful thing to say! Are you satisfied:

"Seaside celebrity enclave Malibu Colony in California has been ravaged by a fast-paced wildfire, which broke out early on Sunday morning (21Oct07). The blaze has already claimed an animal hospital and landmark buildings Hodge Castle, which was reportedly once owned by Bob Dylan, and Malibu Presbyterian Church."

[http://www.contactmusic.com/news.nsf/article/stars%20seaside%20retreats%20threatened%20by%20malibu%20wildfire\\_1047392](http://www.contactmusic.com/news.nsf/article/stars%20seaside%20retreats%20threatened%20by%20malibu%20wildfire_1047392)

"...there are many homes in the Malibu area which are imminent danger. ABC 7 reports that numerous homes along Pacific Coast Highway have been evacuated.

TMZ.com reports that Malibu County and Carbon Beach residents include: Jennifer Aniston, Sting, Bill Murray, Kurt Russell, Goldie Hawn, Tatum O'Neal, Rob Reiner, Linda Ronstadt, David Arquette and Courteney Cox, David Geffen, Jeffrey Katzenberg, Mark Burnett, Bob Dylan, Tom Hanks and Rita Wilson among the many celebrity inhabitants."

[http://news.monstersandcritics.com/usa/news/article\\_1367321.php/Malibu\\_wildfire\\_forces\\_mass\\_celebrity\\_evacuations\\_\\_UPDATE\\_](http://news.monstersandcritics.com/usa/news/article_1367321.php/Malibu_wildfire_forces_mass_celebrity_evacuations__UPDATE_)  
woman in a rage

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by PlainJane - 2007/10/22 23:00

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Yes, but to be fair, he was president of General Motors at the time. He stole that line from George Roby Dempster, who said, "What's good for Dempster Dumpster is good for the country." But for some reason nobody remembers that.

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by busy being born - 2007/10/22 23:07

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is Bob satisfied hawking gas guzzling cars on steroids to idiots?

Man's contribution to Climate Change is unquestioned by scientists. 100% unquestioned.

Bob's contribution is apparently ensuring that he is as much a part of this contribution as he can be.

So if there is a fire, caused specifically by mankind-aided Climate Change, I honestly hope it does burn down his house, and not just one that he used to live in.

People make choices, that's what life is for.

Bob just made a really bad one.

P.S. Just can't wait for his radio show on Cadillacs - what an ass

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by trevgibb - 2007/10/22 23:34

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you bunch of tools. he's done an ad for cadillacs because he likes them. and so what. either way who really cares. what would it take, for him to donate the proceeds to charity for you lot to chill out.

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by Disco Stu - 2007/10/22 23:37

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Wow.

Part of me can't wait to see the ad out of a sheer morbid curiosity. The rest of me, though, is disappointed for several reasons.

I can't call the Cadillac Escalade anything other than an abomination - it's a rolling symbol of what's wrong with America, from the trend toward wasteful gas-guzzling trucks (and I know some people have a legitimate need for them, but how many Escalades have you seen with more than a couple of passengers in them?) to the pathetic obsession with keeping up with the Joneses and living beyond one's means thanks to easy credit (how many people can truly afford a \$60,000 car? A lot fewer than actually drive one)...and frankly, I just think it's a big ugly truck. So the product Bob is shilling for bothers me.

The other thing that bothers me is this is now, I believe, the third commercial he's appeared in. I could excuse Victoria's Secret as a one-off, a novelty, especially because there was something funny and Dylanesque about the whole thing. The iTunes commercial didn't bother me much either, since it was essentially promoting Modern Times - while it's out of

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character to see a TV commercial featuring Bob Dylan promoting an album, it's not something really offensive. But this third commercial seems to point to a trend, and that worries me.

The bottom line, though, is that this commercial strikes me as most ominous because it suggests that Dylan has become at ease with the idea of blending commercialism into his art. In my opinion, and I suspect that of many others, Theme Time Radio Hour is one of the most interesting things Dylan has done lately, and both his song selections and his commentary on the songs serve as something of an addition to the body of his work. When I heard that next week's theme was going to be Cadillac, I wasn't fazed at all - the brand has played a role in American music and culture, particularly in the mid-20th century period from which Dylan likes to select most of the songs he plays. But to discover now that he's starring in an ad for Cadillac casts a shadow over that whole episode of the show for me (and yes, I now recall that Theme Time Radio Hour is sponsored by Cadillac - I probably should have made the connection before, but I didn't). Maybe I'm holding him to a higher standard than I should; maybe the radio show is just a game to him and the themes he chooses (hell, maybe he doesn't even choose them) shouldn't be put under the microscope in the same way that his songs are. But what's next? Is Dylan going to introduce his band every night and then tell the audience, "By the way, the Cadillac Escalade is a heck of a car. You should really check it out"? Is he going to write a jingle for their next commercial? I would have scoffed at anyone suggesting scenarios like these several years ago, but now I'm not so sure.

And that's what really bothers me. Now whenever I hear a brand name in a song (can a Ford Mustang commercial be far behind?), I can't simply accept it as part of the background on which the song is built. Now I have to wonder if his commercial endorsements are influencing his writing, which frankly makes me nauseous.

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by Not Henry Porter - 2007/10/22 23:38

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Just a point of info: the 2008 Cadillac Escalade probably gets about the same gas milage as a 1966 Buick Skylark. I'm just sayin', is all.

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**Re:**

Posted by PlainJane - 2007/10/22 23:45

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busy being born wrote:

So if there is a fire, caused specifically by mankind-aided Climate Change, I honestly hope it does burn down his house, and not just one that he used to live in.

Why trust to chance? Why don't you burn it down yourself?

That's sarcasm, in case anyone is worried.

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by sinatra\_fan\_nyc - 2007/10/22 23:51

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what with the fire burning his malibu manse down, bob's gonna need an escalade to hitch his fema trailer to. so just shut the fuck up, all you bob haters out there.

and bob? if you're reading this? barbasol. think about it, that's all i'm saying.

barbasol.

s\_f

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by country bill - 2007/10/22 23:56

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## MESSAGE TO GARCIA

by Ken Kesey

Hey, Jerry-- what's happening? I caught your funeral. Weird.

Big Steve was good. And Grissman. Sweet sounds. But what really stood out -- stands out -- is the thundering silence, the lack, the absence of that golden Garcia lead line, of that familiar slick lick with the uptwist at the end, that merry snake twining through the woodpile, flickering in and out of the loosely stacked chords...a wriggling mystery, bright and slick as fire... suddenly gone.

And the silence left in its wake was-- is-- positively ear-splitting.

Now they want me to say something about that absence, Jer. Tell some backstage story, share some poignant reminiscence. But I have to tell you, man: I find myself considerably disinclined. I mean, why go against the grain of such an eloquent silence?

I remember standing out in the pearly early dawn after the Muir Beach Acid Test, leaning on the top rail of a driftwood fence with you and Lesh and Babbs, watching the world light up, talking about our glorious futures. The gig had been semi-successful and the air was full of exulted fantasies. Babbs whacks Phil on the back.

"Just like the big time, huh Phil."

"It is! It is the big time! Why, we could cut a chart-busting record to-fucking-morrow!"

I was even more optimistic. "Hey, we taped tonight's show. We could release a record tomorrow.

"Yeah right--" (holding up that digitally challenged hand the way you did when you wanted to call attention to the truth or the lack thereof) "--and a year from tomorrow be recording a Things Go Better With Coke commercial."

You could be a sharp-tongued popper-of-balloons shit-head when you were so inclined, you know. A real bastard. You were the sworn enemy of hot air and commercials, however righteous the cause or lucrative the

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product. Nobody ever heard you use that microphone as a pulpit. No anti-war rants, no hymns to peace. No odes to the trees and All things Organic. No ego-deaths or born-againnesses. No devils denounced no gurus glorified. No dogmatic howlings that I ever caught wind of. In fact, your steadfast denial of dogma was as close as you ever came to having a creed.

And to the very end, Old Timer, you were true to that creed. No commercials. No trendy spins. No bayings of belief. And if you did have any dogma you surely kept it tied up under the back porch where a smelly old hound belongs.

I guess that's what I mean about a loud silence. Like Michaelangelo said about sculpting, "The statue exists inside the block of marble. All you have to do is chip away the stone you don't need." You were always chipping away at the superficial.

It was the false notes you didn't play that kept that lead line so golden pure. It was the words you didn't sing. So this is what we are left with, Jerry: this golden silence. It rings on and on without any hint of let up...on and on. And I expect it will still be ringing years from now.

Because you're still not playing falsely. Because you're still not singing Things Go Better With Coke.

Ever your friend,

Keez

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas\": E Gunders**

Posted by Apocalypso Singer - 2007/10/23 00:02

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As the late Zappa said:

We were only in it for the money

So I understand....

Well you take my money and you turn me out  
You fill me up with nothin' but self doubt  
Someday baby, you ain't gonna worry po' me anymore

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by NCbobkatz - 2007/10/23 00:04

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HOW DARE YOU TO WISH TRAGEDY ON ANOTHER PERSON!!!!

That is disturbing, and offensive to me

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas":**

Posted by Warren - 2007/10/23 00:10

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This ain't no Cadillac, man.

<http://img85.imageshack.us/img85/3397/keseysbusfurtherfc3.jpg>

Kesey's "Further"

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by admin - 2007/10/23 00:14

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the commercials keep getting better.

Without feeling any kind of horror, i can imagine bob sitting in a Cadillac.

That's something else than the Victoria secret add. Imagine bob sitting in their product; :-o

i think it's obvious that bob is just a human being who gets a lot of money to lend his face to this commercial.

After all, let us not forget why dylan is doing this XM-Radio thing. In the same week dylan signed his contract with xm, they also got Howard Stern to sign a contract for 500 million dollars. I don't know what bob gets for his show but suppose it's only 10% of what stern gets and that still is a hell of a lot of money to host a radio show!

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by dag - 2007/10/23 00:16

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cool pic :)

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by admin - 2007/10/23 00:20

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here's the link as i don't think it has been posted here yet. excuse me if it is

<http://www.xmradio.com/dylan-cadillac/index.xmc>

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by admin - 2007/10/23 00:27

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btw, i'm gonna fix that underscore problem round the words link layer and others soon

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by country bill - 2007/10/23 00:32

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as dobie gray sang: the original's still the greatest

<http://www.geocities.com/beat1ebum/further.jpg>

[http://www.theage.com.au/ffximage/2006/01/16/wbKESEY\\_wideweb\\_\\_470x311,0.jpg](http://www.theage.com.au/ffximage/2006/01/16/wbKESEY_wideweb__470x311,0.jpg)

<http://blog.titaniumdreads.com/wp-content/uploads/2007/05/neal-cassidy.jpeg>

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by 4th Time Around - 2007/10/23 00:36

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Ballroom Rockets - Red Cadillac and a Black Moustache

<http://www.youtube.com/watch?v=bYdpfsH9gVY>

:silly:

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by Michael Harding - 2007/10/23 00:46

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I will never understand how some folks take everthing that Bob says, does or sings so seriously or so personally. He does it for himself, not for you. Do you notice that he doesn't come to your front door and ask permission to do this or that? And those hippie bus pictures? He spurned all that right from the beginning, in case you weren't there.

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by bobbycat - 2007/10/23 00:53

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Cool down everybody. I'd rather not see Dylan in all these commercials, that's for sure, but what really counts is his artistic output. At the end of the day it's all what really matters.

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by Warren - 2007/10/23 00:59

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Hey, Michael. No offense intended. I only posted it because a "country bill" posted a Jerry Garcia/Ken Kesey item. Otherwise, you would not have seen the photo.

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by country bill - 2007/10/23 01:02

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when that bus first appeared there was no such thing as hippies

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by lostchords - 2007/10/23 01:12

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<http://rightwingbob.com/weblog/archives/1252>

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by busy being born - 2007/10/23 01:13

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country bill's got it

can you separate the artist from his politics & stances?

can you really?

Garcia never compromised - he refused to take a stand, regardless of how he felt

that was the right thing to do

Bob's now come out and said that it's okay to be selfish, to not care about others

do you value what you do in life?

or is it all a joke to you?

you & I, we've been through that, and this is not our fate

or so I've been told

P.S. taking money to sell Escalades isn't wishing harm on others, it's specifically creating harm to others

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**Re:\'Bob Dylan\'s Cadillac Ads Are a Gas\': E Gunderson:**

Posted by country bill - 2007/10/23 01:19

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The buyin' power of the proletariat's gone down

Money's gettin' shallow and weak

The place I love best is a sweet memory

It's a new path that we trod

They say low wages are a reality

If we want to compete abroad

sad to say this guy won't be buying an escalade anytime soon.

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**Re:\'Bob Dylan\'s Cadillac Ads Are a Gas\': E Gunderson:**

Posted by admin - 2007/10/23 01:19

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i think bob has the right to lend himself for any commercial he feels good with. If we don't like that that's to bad for us...

anyway,

how long is it ago that bob dylan took any kind of political stand in public?

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**Re:\'Bob Dylan\'s Cadillac Ads Are a Gas\': E Gunders**

Posted by Mr. Tambourine Man - 2007/10/23 01:22

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Oh, stop now. Anyone who is making a big deal out of this video is just ridiculous. He's obviously doing this to promote his radio show. And why not? It's a GREAT show, so there's no problem in trying to get more people to tune in, therefore supporting and advertising the music that he plays. Which deserves to live on.

He doesn't need to fit his actions to your interests.

=====

**Re:"Bob Dylan\'s Cadillac Ads Are a Gas":**

Posted by Warren - 2007/10/23 01:27

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Nissan commercial from a couple of years ago ...

<http://elyliu.com/350z/Nissan%20350z%20commercial.wmv>

...with - that's right - Ramblin' Jack Elliott singing Woody's, "Car, Car."

Ain't life grand? :)

Edit: You may have to right click the link and then save it in order to see the commercial. It's 7.9MB.

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas\": E Gunders**

Posted by Not Henry Porter - 2007/10/23 01:31

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I think it is quite obvious that bob is "cashing in." He's been through a lot of phases, but his current phase is grabbing what is left before it is gone and before he is gone.

It doesn't bother me that he is "cashing in" -- and let's be honest, "cashing in" is the same as "selling out" -- I'd do the exact same thing.

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**Re:**

Posted by country bill - 2007/10/23 01:31

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admin wrote:

i think bob has the right to lend himself for any commercial he feels good with. If we don't like that that's to bad for us...

anyway,  
how long is it ago that bob dylan took any kind of political stand in public?

oct. 20, 2007 when he performed masters of war and workingman's blues

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**Re:**

Posted by busy being born - 2007/10/23 01:35

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doing an Escalade ad IS a political stance

here's what Bob's stance is directly in the face of, like it or not

[http://www.whrc.org/resources/online\\_publications/warming\\_earth/potential\\_outcome.htm](http://www.whrc.org/resources/online_publications/warming_earth/potential_outcome.htm)

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**Re:**

Posted by sinatra\_fan\_nyc - 2007/10/23 01:36

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Mr. Tambourine Man wrote:

Oh, stop now. Anyone who is making a big deal out of this video is just ridiculous. He's obviously doing this to promote his radio show. And why not? It's a GREAT show, so there's no problem in trying to get more people to tune in, therefore supporting and advertising the music that he plays. Which deserves to live on.

He doesn't need to fit his actions to your interests.

gary coleman is right!

bob's not doing it to promote some stupid car! he's doing it to increase paid subscriptions to his radio show.

s\_f

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**Re:**

Posted by 4th Time Around - 2007/10/23 01:43

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Warren wrote:

Nissan commercial from a couple of years ago ...

<http://elyliu.com/350z/Nissan%20350z%20commercial.wmv>

...with - that's right - Ramblin' Jack Elliott singing Woody's, "Car, Car."

Thanks for that, Warren!

Bob has been imitating Jack for decades! :laugh:

... and Woody set the trend: <http://www.wshs.org/wshs/columbia/articles/0101-a2.htm>

Ten Dollars a Song

Woody Guthrie Sells His Talent to the Bonneville Power Administration

By Robert C. Carriker

The director of the Bonneville Power Administration (BPA) did not usually audition songwriters in his office, but this was a special situation. For a solid hour Woody Guthrie, a 28-year-old writer and singer who desperately needed a job, strummed the guitar, sang folk songs, and generally entertained the BPA's director, Dr. Paul Raver. What Raver heard that May morning in 1941 impressed him, so he rewarded the awkward young man from Los Angeles with a one-month contract worth \$266.66 to work as an "information consultant." Guthrie, in turn, obligated himself to write songs that would make people in the Pacific Northwest appreciate the work of the BPA and value the concept of public power....

:unsure:

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**Re:**

Posted by Warren - 2007/10/23 01:49

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country bill wrote:

admin wrote:

i think bob has the right to lend himself for any commercial he feels good with. If we don't like that that's to bad for us...

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anyway,  
how long is it ago that bob dylan took any kind of political stand in public?

oct. 20, 2007 when he performed masters of war and workingman's blues

country bill has a point, Thomas , does he not?

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**Re:**

Posted by busy being born - 2007/10/23 01:53

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Bob, you got a lotta nerve  
To say you are my friend  
When we were down  
You just stood there grinning

Bob, you got a lotta nerve  
To say you got a helping hand to lend  
You just want to be on  
The side that's winning

Bob, I say you let us down  
It is exactly like that  
If you're so hurt & need the money  
Why then don't you prove it

Bob, you say you lost your faith  
But that's not where it's at  
You had no faith to lose  
And you know it

I know the reason  
you talk behind our back  
You've become the kind of crowd you're in with

Do you take me for such a fool  
To think I'd make contact  
With the one who apparently doesn't know anything to begin with

You see me on the street  
You always act surprised  
You say, "How are you?" "Good luck"  
But you don't mean it

When you know as well as me  
You'd rather see me paralyzed  
Why don't you just come out once  
And scream it (or just do an Escalade ad)

And, no Bob, I do not feel that good  
When I see the heartbreaks you embrace  
If I was a master thief  
Perhaps I'd rob you

And now I know you're dissatisfied  
With your position and your place  
Don't you understand  
That IS very much your problem

I wish that for just one time

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You could stand inside my shoes  
And just for that one moment  
I could be you

Yes, I wish that for just one time  
You could stand inside my shoes  
You'd know what a drag it is  
To Be You

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**Re:**

Posted by Disco Stu - 2007/10/23 01:57

bobbycat wrote:

Cool down everybody. I'd rather not see Dylan in all these commercials, that's for sure, but what really counts is his artistic output. At the end of the day it's all what really matters.

I agree. However one may feel about the Cadillac Escalade, what Bob chooses to endorse has nothing to do with his artistic output.

What saddens me most, as someone who considers the radio shows to be a part (however small) of his artistic output, is that by doing a Cadillac show at precisely the time that this ad comes out, he has now mingled his artistic output with blatant commercialism in a way that I believe he has never done before. (You could argue that the Victoria's Secret commercial's use of Love Sick did this, but I'd argue against this - the song was written long before the idea of the commercial came to be, but the Cadillac radio show is almost certainly a tie-in).

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by therealmacatlast - 2007/10/23 01:59

The corporate world, when they figured out what it was and how to use it they snuffed the breath out of it and killed it. What do they care? Anything that's in the way, they run over like a bulldozer, once they understood it they killed it and made it a thing of the past, put up a monument to it and now that's what you're hearing, the headstone, it's a billion dollar business. I don't know, I guess it's hard to find flaws with this. Used to be, they were very much afraid, you know, like hide your daughters, that sort of thing...Elvis, Little Richard, Chuck Berry...they all struck fear into the heart. Now they got a purpose sort of...to sell soap, blue jeans, anything, it's become country club music...White House...Kentucky Fried Chicken...it's all been neutralized...nothing threatening, nothing magical...nothing challenging. For me I hate to see it because it set me free, set the whole world on fire, there's a lot of us who still can remember, who've been there.

bob dylan, c.1985

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by AWA - 2007/10/23 02:08

Well, this isn't that much different to the iPod commercial - in that he was promoting his new album in an iTunes/iPod commercial where you could get it.

This ad is clearly selling Theme Time Radio Hour on XM Radio - which is sponsored by Cadillac. So he's promoting his show. Suffice to say though, it's also selling the car and tying it in with Bob and his show. It's less offensive to consider that you see the "listen to Theme Time" thing and XM come up before you do the Cadillac bit, but considering the problems XM is facing and that Bob is the second biggest draw only to Howard Stern on satellite radio, I'm sure they wanted to use their #1 show to help promote it more. Sadly, it's for an expensive gas guzzling SUV as well, but whatever.

I wonder what Tom Waits is going to think about this - he said he found the Victoria's Secret thing funny.

I just hope there isn't a trend here in that if you sponsor XM / TTRH you get Bob's endorsement and a show based on your product. I can't imagine a great show based on "soap" or "toilet paper".

---

=====

**Re:**

Posted by therealmacatlast - 2007/10/23 02:09

---

busy being born wrote:  
I've got 3 things to say to this

First of all, Jeff Rosen, if you had anything to do with this, a GIGANTIC Fuck You

Second of all, Bob, I seriously hope your house burns down from a climate change induced fire  
and one more thing,

I may not listen to Bob for a long time on the back of this news

there's lots of good artists out there who aren't clueless

Bob can sing Masters of War and then promote gas guzzling asshole vehicles?

There's a touching article on the cover of this past Sunday's NY Times about an 8 year old girl struggling to understand why her father isn't coming home.

The answer, apparently, is blowing in the wind of Bob Dylan's Escalade.

What I keep hearing in my head is Bob's new version of Positively 4th Street.

You've got a lot of nerve to say you are my friend.

Don't you know this IS our problem?

As a result, if for just one moment, you could stand inside my shoes this morning.

You would know what a drag it is to see you having done this.

You should be smacked around for wishing Bob's house would burn down. I'm not talking in a metaphorical sense either, I mean seriously, literally smacked around. I hate this shit as much as you do, but to wish the Man's house would burn down?? Get a fuckin' grip. I take my Bob Dylan seriously, but not THAT seriously.

---

=====

**Re:"Bob Dylan\'s Cadillac Ads Are a Gas\": E Gunderson:**

Posted by you ever seen a ghost? - 2007/10/23 02:14

---

"in a way the 60s ended the day we sold that bus. December 31, 1969."

-justin

---

**Re:**

Posted by AWA - 2007/10/23 02:14

---

Oh - and last time Bob took a public political stand - as someone already said, his setlists are a night to night thing. You don't sing Masters Of War about wishing death upon those people and not think twice about it as if you're singing about a teenage dance hop or something.

And Masked & Anonymous was overtly political - the whole thing. Quite easy to see parallels and commentary on modern America in that, no doubt. Funny how so many people wanted Bob to come out with some opinions on the state of the world and all that since, well, '65 or something, and when he finally did under the thinly veiled disguise of a film,

most people missed it.

=====  
**Re:**

Posted by busy being born - 2007/10/23 02:15

I don't want anyone's house to burn down, Bob's or anyone's, but it sure would be ironic.

See, I can make statements too, just like Bob!

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by Apocalypso Singer - 2007/10/23 02:42

I would change my Bentley in a Cadillac if this guy would come back to make the ad:  
[http://www.theneverendingpool.com/images/fbfiles/images/elvis\\_pink\\_cadillac.jpg](http://www.theneverendingpool.com/images/fbfiles/images/elvis_pink_cadillac.jpg)

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by Apocalypso Singer - 2007/10/23 02:43

Elvis, the real Cadillac driver: [http://www.theneverendingpool.com/images/fbfiles/images/elvis\\_1956\\_eldorado.jpg](http://www.theneverendingpool.com/images/fbfiles/images/elvis_1956_eldorado.jpg)

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by clairdelalune - 2007/10/23 02:56

I gotta go with country cousin, not the city cousin with the country name.

=====  
**Re:**

Posted by Warren - 2007/10/23 03:15

you ever seen a ghost? wrote:  
"in a way the 60s ended the day we sold that bus. December 31, 1969."

-justin

If there's a demarcation point to when The Sixties ended, it was at the Altamont Speedway, in California, on DE 6th, 1969. But as the article in the link, states, The Sixties was global in scale, ran from 1958 to 1974, and the effects were still being felt in the 1970s and 1980s and beyond.

<http://en.wikipedia.org/wiki/1960s>

It's a decent read, Justin.

=====  
**Re:**

Posted by Mr. Tambourine Man - 2007/10/23 03:17

Warren wrote:  
Nissan commercial from a couple of years ago ...

<http://elyliu.com/350z/Nissan%20350z%20commercial.wmv>

...with - that's right - Ramblin' Jack Elliott singing Woody's, "Car, Car."

Ain't life grand? :)

Edit: You may have to right click the link and then save it in order to see the commercial. It's 7.9MB.

Thanks for posting. Worked just fine.

---

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by you ever seen a ghost? - 2007/10/23 03:24

thanks Warren! i think i might be killing an hour or so here at work this afternoon, so that article will do nicely. :-)

-justin

---

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by trevgibb - 2007/10/23 03:36

on the actual cadillac ad where bob says detour, whats the music being played in the background, does anyone recognise it?

---

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by Michael Harding - 2007/10/23 04:00

re the impact on the environment--if the earth has been here for 4.5 billion years, as prominent scientists positively attest, the SUV isn't going to destroy it.

also, Warren, nothing personal toward you, or anybody, about those bus photos.

---

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by dag - 2007/10/23 04:58

download DVD-quality clips here:  
<http://www.prnewswire.com/broadcast/30265/press.html>

I entered:  
Station Call Letters: KAID-TV  
First Name: John  
Last Name: Smyth  
Email: [jsmyth@idptv.state.id.us](mailto:jsmyth@idptv.state.id.us)  
Phone Number: 373-7220  
and it worked

---

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by jimmy1 - 2007/10/23 05:44

---

lets be honest,bob doesn't give a shit what we(the fans) think about him these days.He's worked hard all these years,so let him reap the rewards fianancialy.A couple of years ago i was getting really upset with bob,the way he ignored the crowds,the lackluster performance at shows etc.Nowdays i just don't care.I still love the man and his music tho'

=====

**Re:**

Posted by karen - 2007/10/23 06:14

---

zimmy1 wrote:

He's worked hard all these years,so let him reap the rewards fianancialy.

i agree with this, up to a point. and that point is escalate.

not long ago somebody said the same thing and i defended bob. the money he makes and what he spends it on (aultmore house)is his just reward... he works hard and earns less than many fluff acts, etc...

on the other hand... he can't take it with him.

=====

**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by JokerWoman - 2007/10/23 06:58

---

Hey country bill

I loved the "MESSAGE TO GARCIA by Ken Kesey"

It was great.

And i dont care what Bob does. Think of all the gas guzzling and crap he puts into the environment when he does his tours? And you worry about a cadillac?

Are you gonna boycott Bobs concerts because of the environmental damage he does?  
Come ON.

=====

**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by a quiet place instead - 2007/10/23 07:10

---

extremely fucking unfortunate

=====

**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by clinging scoundrel - 2007/10/23 07:13

---

road trip!!!!

what time are you picking me up bob ? can we stop for a cold one & a game of pool when we roll into cortex ?

=====

**Re: \"Bob Dylan\'s Cadillac Ads Are a Gas\"**

Posted by 4th Time Around - 2007/10/23 07:16

---

dag wrote:

download DVD-quality clips here:  
<http://www.prnewswire.com/broadcast/30265/press.html>

many thanks. :)

YouTube .flv versions of both files here + a 60 sec. version: <http://www.youtube.com/user/Skippyfresno>

"Cadillacs - they roam, they cruise ... make you feel like a millions bucks."

I'll bet they do, Bob - probably several million bucks!!! :laugh:

=====  
**Re:**

Posted by zoey - 2007/10/23 07:41

Warren wrote:

you ever seen a ghost? wrote:

"in a way the 60s ended the day we sold that bus. December 31, 1969."

-justin

If there's a demarcation point to when The Sixties ended, it was at the Altamont Speedway, in California, on DE 6th, 1969. But as the article in the link, states, The Sixties was global in scale, ran from 1958 to 1974, and the effects were still being felt in the 1970s and 1980s and beyond..

You DO understand it was a joke, right?

=====  
**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by black eyed susan - 2007/10/23 08:01

well, THAT explains why he plays "summer days" at every single friggin show.

=====  
**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by you ever seen a ghost? - 2007/10/23 08:44

trust me, i do. :-) god knows how much time i spend on wiki at work...

-justin

=====  
**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by Poor\_Howard - 2007/10/23 09:13

I think this is pretty funny, actually, considering that Bob really drives beat-up old Ford station wagons and Triumph motorcycles, or gets driven around in big buses and limos. He probably never got into a SUV until he made the ad.

H.

=====  
**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by clairdelalune - 2007/10/23 09:23

---

takk Dag, I'm gonna give ya a call at that number

=====

**Re:**

Posted by T.H.MONK - 2007/10/23 09:46

---

busy being born wrote:  
is Bob satisfied hawking gas guzzling cars on steroids to idiots?

Man's contribution to Climate Change is unquestioned by scientists. 100% unquestioned.

Bob's contribution is apparently ensuring that he is as much a part of this contribution as he can be.

So if there is a fire, caused specifically by mankind-aided Climate Change, I honestly hope it does burn down his house, and not just one that he used to live in.

People make choices, that's what life is for.

Bob just made a really bad one.

P.S. Just can't wait for his radio show on Cadillacs - what an ass[/quote..

Ha thats funny BBB you judging Bob's choices.. futhermore..

This is a falsehood BBB..It is not 100% proven to be anything more than a theory..Any true scientist who does not have a political agenda ( And let us be clear about this that is exactly what it is,a political move) will tell you there simply not enough data to claim it is entirely mans fault..Still again I claim Peace to all mankind..Thanks for letting me have my say..And BBB please no more threats or foul language..You are giving your liberal leanings and slants away..I myself am not affiliated with any political party..I guess you might say I'm a feminist..B)

=====

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by Diamond Joe - 2007/10/23 10:17

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I like it when he passes up the tracker trailer and also that Chaplinesqe thing he does at the end.

=====

**Re:**

Posted by Hotter Than A Crotch - 2007/10/23 10:33

---

Poor\_Howard wrote:

I think this is pretty funny, actually, considering that Bob really drives beat-up old Ford station wagons and Triumph motorcycles, or gets driven around in big buses and limos. He probably never got into a SUV until he made the ad.

H.

I saw him get into a a decoy SUV, not his bus, after a show in Oakland 2005. It was probably to whisk him away to a hotel without the followers. I thought it might have been a Ford though....

=====

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by country bill - 2007/10/23 10:42

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he ain't no ken nordine

=====

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**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunderson:**

Posted by diamond sky - 2007/10/23 11:40

---

lol, there's always something fun and amusing in bobville B)

he's been yakking it up abt music in advertising and playing love sick quite often. it was all a set up..

it works! i'd love one of those caddy's!!!!

thanks for the links dag & 4th!

---

=====  
**Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders**

Posted by dag - 2007/10/23 13:37

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bit torrent:

<http://www.theneverendingpool.com/torrent/index.php>

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**Re:**

Posted by PSB - 2007/10/23 14:03

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Poor\_Howard wrote:

I think this is pretty funny, actually, considering that Bob really drives beat-up old Ford station wagons and Triumph motorcycles, or gets driven around in big buses and limos. He probably never got into a SUV until he made the ad.

H.

Um the beat up old Ford Wagon was in 1964 and 1965 and it was a new Ford wagon then. When I actually saw that wagon in 1969, driven by the lead guitarist of a certain band, in Ulster County, New York, then it was beaten up. He probably got a free Escalade for for doing the commercial.

---

**Re:**

Posted by Astrozac - 2007/10/23 16:10

---

busy being born wrote:

Bob, you got a lotta nerve  
To say you are my friend  
When we were down  
You just stood there grinning

Bob, you got a lotta nerve  
To say you got a helping hand to lend  
You just want to be on  
The side that's winning

Bob, I say you let us down  
It is exactly like that  
If you're so hurt & need the money  
Why then don't you prove it

Bob, you say you lost your faith  
But that's not where it's at  
You had no faith to lose  
And you know it

---

I know the reason  
you talk behind our back  
You've become the kind of crowd you're in with

Do you take me for such a fool  
To think I'd make contact  
With the one who apparently doesn't know anything to begin with

You see me on the street  
You always act surprised  
You say, "How are you?" "Good luck"  
But you don't mean it

When you know as well as me  
You'd rather see me paralyzed  
Why don't you just come out once  
And scream it (or just do an Escalade ad)

And, no Bob, I do not feel that good  
When I see the heartbreaks you embrace  
If I was a master thief  
Perhaps I'd rob you

And now I know you're dissatisfied  
With your position and your place  
Don't you understand  
That IS very much your problem

I wish that for just one time  
You could stand inside my shoes  
And just for that one moment  
I could be you

Yes, I wish that for just one time  
You could stand inside my shoes  
You'd know what a drag it is  
To Be You

I think you help illustrate that the song will always be relevant. Bob stopped giving a shit what people expect of him 40 plus years ago. He's made it a point to do the unexpected and do whatever he wants.

It's rumored that Positively 4th Street was aimed at someone on the folkie side who got pissed at Bob "selling out" and went around complaining about it.

42 years later fans and critics haven't learned...

Case in point, I like Neil Young. I don't like his politics, pretty much flat out disagree with 'em. It doesn't really affect me that much, I'll continue buying his music.

Hmmm? No one's mentioned the fact that he's an old person. They tend to be the target audience :laugh:  
Makes me think of Seinfeld. An older Jewish person getting a Cadillac and moving to Florida.NO!!! Don't retire Bob.  
:laugh:

=====

## Re:\\"Bob Dylan\'s Cadillac Ads Are a Gas\": E Gunders

Posted by likeatrain - 2007/10/23 19:51

---

This really should not surprise. Bob has evolved into what he may always have wanted to be - a popular entertainer in the vein of some of the players of the 40s and 50s that he admires. A working performer, someone who'll play wherever they want him and will pay him. A straight-ahead musical artist, certainly not above appearing in advertisements. 'My blues is too sacred, I won't sell flour' - he seems to find this attitude ridiculous. Selling Cadillacs fits with the persona - the very name makes one think of Sun Records, Chuck Berry songs, that certain time and strain of music and entertainment that Bob seems to identify so much with. That said, a flour commercial may have been more entertaining...

=====

**Re:**

Posted by saut de basque - 2007/10/23 23:14

---

Disco Stu wrote:

The bottom line, though, is that this commercial strikes me as most ominous because it suggests that Dylan has become at ease with the idea of blending commercialism into his art. In my opinion, and I suspect that of many others, Theme Time Radio Hour is one of the most interesting things Dylan has done lately, and both his song selections and his commentary on the songs serve as something of an addition to the body of his work. When I heard that next week's theme was going to be Cadillac, I wasn't fazed at all - the brand has played a role in American music and culture, particularly in the mid-20th century period from which Dylan likes to select most of the songs he plays. But to discover now that he's starring in an ad for Cadillac casts a shadow over that whole episode of the show for me (and yes, I now recall that Theme Time Radio Hour is sponsored by Cadillac

Drivin' in the flats in a Cadillac car -- someone at Cadillac heard that line and started dreaming. I wish he was endorsing the Prius instead, but he's probably romantic about Cadillacs. And he was born contrary. That's a salient Dylan personality trait -- not a good one, in my opinion -- that most of his fans seem to like. So where's the sellout?

=====

**Re:**

Posted by PlainJane - 2007/10/23 23:36

---

Well, you may go to college,  
You may go to school,  
You may have a Japanese hybrid that gets great mileage and helps save the environment,  
But don't you be nobody's fool.

No, that just doesn't work for me.

=====

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by BotticellisNiece - 2007/10/24 01:27

---

The Commercial is amusing..sly Bob. Hmm, driving hasn't improved much since the mid 70's NY rides; looks like he's driving on the wrong side of the street at one point in the U-Tube clip. Nice touch, the driving gloves. Class act.

Wishing harm to Bob, or his possessions, is outside the boundaries of civilized behavior, no matter the cause. No wonder Bob needs security to protect him from crazy followers.

Lighten up.

=====

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by 4th Time Around - 2007/10/24 02:08

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<http://www.cnbc.com/id/21435497>

Cadillac And Dylan: Blowin' In The Wind Or Car Salesman?

By:Phil LeBeau

How much pull does Bob Dylan still have with baby boomers? Cadillac is banking on quite a bit.

The rock and folk singing legend begins a partnership with Cadillac that kicks off tomorrow with Dylan playing and discussing songs about Cadillac during his Theme Time Radio Hour on XM satellite radio.

---

Dylan is also featured with an '08 Escalade in a TV spot with online and print ads starting next month. In short, Caddy is getting the Dylan treatment.

This is all part of GM's effort to revitalize Caddy sales and bring back the momentum the brand has lost over the last year. Sales this year are down 10.1%, with car sales down 18.9%. Which is why GM is hoping Dylan can help bring attention to the redesigned CTS. The combination of Dylan and a major improvement in the CTS should help sales of the sedan pick up through the end of this year....

I could be wrong. Those of you who read this blog know that I'm often wrong. But in this case, I just wonder if Dylan is singing the tune Cadillac needs to win.

---

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by kawligas - 2007/10/24 06:18

---

...in my Cadillac  
good car to drive after a war.

---

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by plotino - 2007/10/24 09:07

---

I dont even get to see why all this talk about the ad.What with material posesions? When did Bob signed for the hippy ideology?

---

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by Chimes - 2007/10/24 09:45

---

'Dylan's an extraordinary man. I don't know if he's going to sell ,but he has something profound to say.' - John Hammond

---

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by geranium kiss - 2007/10/24 11:18

---

thanks for the torrent link - I downloaded the mpg files, but there's no sound on it?  
is it that way for everyone, or should I try again?

---

=====  
**Re:**

Posted by country bill - 2007/10/24 22:40

---

plotino wrote:  
I dont even get to see why all this talk about the ad.What with material posesions? When did Bob signed for the hippy ideology?

show me where this hippy ideology is written down.

---

=====  
**Re:**

Posted by saut de basque - 2007/10/24 23:12

---

Al Gore is not a hippie.

=====

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by diamond sky - 2007/10/25 11:51

---

afterthought, i don't think bob's selling out anything. he could be playing with us, again.

love sick for vic's secret was enough of a joke for me.

it's got to be the most co-dependent twisted sort of song going, first time listening to that final verse on toom i laughed out loud. (maybe that's my perspective)

bob's now driving thru the desert heat in full regalia passing up oil wells, oil storage tanks, cows, oil carrying trucks & trains in a gas guzzling vehicle ( a beauty at that.. i want one! ). you get the point. the joke is on whom?

let's not even discuss the audi ad :)

look out kid!

bob's a riot and looking good!!!!

=====

**Re:**

Posted by horses - 2007/10/25 13:31

---

BotticellisNiece wrote:

The Commercial is amusing..sly Bob. Hmm, driving hasn't improved much since the mid 70's NY rides; looks like he's driving on the wrong side of the street at one point in the U-Tube clip. Nice touch, the driving gloves. Class act.

Wishing harm to Bob, or his possessions, is outside the boundaries of civilized behavior, no matter the cause. No wonder Bob needs security to protect him from crazy followers.

Lighten up.

Wanted to comment but reading through all the malarkey was rough until I got to this post. It's cool. I agree the commercial is actually quite funny and convoluted and Bob at his best -- especially in the context of the TTRH Cadillac show (which is really good!) In the interest of advertising, I wonder how many new Cadillacs were sold today and how many of the new owners tuned in to TTRH? LOL What's next? Dunder Mifflin?

=====

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by horses - 2007/10/25 14:10

---

Is that South Fork from Dallas? Sure looks like it.

=====

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by Still Mack - 2007/10/25 14:51

---

saut de basque > Al Gore is not a hippie.

Yeah but he smokes pot just like one !

(and probably drives a Caddy rather than a VW bus)

=====

---

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by busy being born - 2007/10/25 21:30

---

Advertising signs that con you  
Into thinking you're the one  
That can do what's never been done  
That can win what's never been won.....

....it is not he or she or them or it  
That you belong to.

---

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by andrew - 2007/10/26 07:27

---

What happens when your hero disappoints you? Tonight at 8.

andrew

---

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by trevgibb - 2007/10/26 08:39

---

do not worship false idols

---

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders**

Posted by busy being born - 2007/10/26 10:16

---

who's worshipping false idols?

It's Alright Ma sound the same to you?

man, some of the responses on this thread have been seriously clueless

most have been pretty funny, though

Dignity's never been photographed....

---

**Re:**

Posted by saut de basque - 2007/10/26 10:32

---

busy being born wrote:  
who's worshipping false idols?

It's Alright Ma sound the same to you?

man, some of the responses on this thread have been seriously clueless

most have been pretty funny, though

Dignity's never been photographed....

---

"Dignity's never been photographed...."? Got an F in high school English when you had to actually defend your opinion?  
Try that same "clever" riposte on the Internet!

=====

**Re:**

Posted by busy being born - 2007/10/26 10:36

---

after that one

the defense rests

=====

**Re:**

Posted by zoey - 2007/10/26 11:17

---

busy being born wrote:  
who's worshipping false idols?

It's Alright Ma sound the same to you?

Of course it does. It's more pertinent than ever.

=====

**Re:**

Posted by saut de basque - 2007/10/26 11:42

---

busy being born wrote:  
after that one

the defense rests

The defense tends to rest when it can't defend itself, hoping that the smirk is more convincing than the word. Not to me it isn't. I post because I'm interested in ideas, and because iron sharpens iron: actual debate clarifies the facts and the issues. In the end actual debaters often won't come to the same conclusions, but they'll understand both their own and their opponent's thinking better, and in lieu of a meeting of the minds they will find having sprung up between them mutual respect.

I've just reviewed all seven pages of this thread, and if you've actually made an argument, I've missed it. I could state the argument you want to make for you: "Bob is implicitly endorsing a harmful product, so he is betraying his declared ideals." I hate this product too, but I believe the pertinent question is "what are these ideals and where has he declared them?"

=====

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by Still Mack - 2007/10/26 11:54

---

busy being born for our real false idol !

[http://www.reallygoodfriend.com/images/boris\\_yeltsin\\_01.jpg](http://www.reallygoodfriend.com/images/boris_yeltsin_01.jpg)

=====

**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by PlainJane - 2007/10/26 12:11

---

Does cotton wool sharpen cotton wool?

=====  
**Re:**

Posted by johnconnoly - 2007/10/26 18:07

PlainJane wrote:

Does cotton wool sharpen cotton wool?

No, it doesn't, thank God

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by Mick - 2007/10/27 03:35

people with no integrity wont care about what bob has done.

he wrote about advertising signs that con you. well now he is doing the conning. he's a businessman now.

he wont be getting another cent from me either.

<http://expectingrain.com/dok/jcli/BOBNJOAN.GIF>

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by saut de basque - 2007/10/27 03:46

To con someone is to fool them. All Bob's doing is driving a fancy car. He's a "businessman" now? I wonder how you would have heard his music or bought a tour souvenir (or a loaf of bread or health insurance) if not for those awful "businessmen."

=====  
**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by Mick - 2007/10/27 03:58

bob disliked ads in the 60's (its alright ma) now he likes them. why? dollars? coz he supports the corporations?

if you do ads like this you support the big corporations. then he preaches about them like in union sundown. his word means nothing. i wonder will all the money he has buy back his soul? dont think so. he might regret it on his deathbed but it will be too late then.

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by saut de basque - 2007/10/27 04:21

If Bob disliked ads in the 60's, why did he let Columbia advertise his records? And if you dislike them, why do you read and watch them? And if wasn't for big corporations, who would make the car you drive, and where would the guys who made it work?

Propaganda all is phony, alright, even when it's kneejerk liberal business bashing.

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## Re:"Bob Dylan's Cadillac Ads Are a Gas":

Posted by country bill - 2007/10/27 05:37

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if memory serves me well didn't bob do ads for fender in the 60s:

like this one: [http://www.theneverendingpool.com/images/fbfiles/images/f6cd\\_1.jpg](http://www.theneverendingpool.com/images/fbfiles/images/f6cd_1.jpg)

and regarding biabh: Columbia promoted this album like no Dylan album before it. There were cool little stand-up Dylan's wearing his suit and shades, holding an electric guitar and at the bottom it said, "Bob Dylan brings it all back home on Columbia Records," and there were other ones that said "No one sings Dylan like Dylan."

there are businessmen and there are businessmen

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## Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders

Posted by country bill - 2007/10/27 05:52

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[http://www.theneverendingpool.com/images/fbfiles/images/Stockholm\\_66\\_press\\_conf\\_1.jpg](http://www.theneverendingpool.com/images/fbfiles/images/Stockholm_66_press_conf_1.jpg)

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## Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:

Posted by robertlove2000 - 2007/10/27 07:52

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uhm..i love bob ads

i think it is great he does now being alive what they would do with his imagine when he will be dead...

at least he and us can have fun

of course he is supposed to share with me the introits .he will soon anyway...

so

always remember ...irony ...

dont you feel the fun of such ads?

bob is always ahead of his times...

relax...

look at them as a joke...

you can look at bob and laught with him ..or be pissed off...

ut bob likes the ones who have sense of humor...

on a deeper lever he is protecting his imagine to come too

bob plays with bobbydylan

i think it is great...

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## Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunders

Posted by Warren - 2007/10/29 15:32

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This article is courtesy of moon j. and expecting rain.com. It includes some anecdotal commentary, from yours truly:

Thursday, October 25, 2007

Laura Berman

Dylan sings Cadillac's praises: Times are really a-changin'

He was booed for selling out in the 1960s. His heresy then was plugging in his guitar at the Newport folk festival.

Today, Bob Dylan -- once the musical high priest of anti-hypocrisy -- is a Detroit pitch man, selling Cadillacs. A new 30-second spot airing this week depicts him driving an Escalade across the California flats, wearing a cowboy hat, black frock coat and shades.

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Watch it and ponder this unexpected nexus of fat cat car with cool cat musician. It challenges you -- you baby boomer, you Gen Y Cadillac avoider -- to take on America's greatest singing poet as Detroit's new defender.

were, as teenagers, a part of Bob's audience when "Like a Rolling Stone" broke out, in 1965. All I'm saying is that they weren't the whole show when Bob's career was taking off. Born in 1941, Dylan, ironically, was a member of what some sociologists refer to as The Silent Generation.]

"What's life without the occasional detour?" he asks, after passing a fuel tanker truck and pulling over, apparently, to project his aura.

Radio show plugs Cadillacs

Dylan, now 66, is older than plenty of Cadillac drivers. Their average age hovers between mid-40s (for the Escalade) and mid-50s for the big sedans.

A full hour of his XM satellite radio show is dedicated to Cadillac. Think Dylan growling in his Minnesota-meets-Woody Guthrie twang about everything Cadillac, from Antoine Laumet de La Mothe Cadillac and on.

"Nothing goes better with a Cadillac than a long ride with music," he purrs, before introducing obscure but authentic musicians who have serenaded the car, from Vince Taylor and the Playboys ("My baby drove up in a brand new Cadillac") to Buddy Johnson's ode to "A pretty girl, a Cadillac and some money."

Dylan once challenged "writers and critics/ who prophesise with your pen," cautioning, "Don't speak too soon."

At the time, he was talking about changing times and revolution. Now he's ordering a reinvention of a Cadillac mystique that's been lost for a generation. So far this year, 7 percent fewer Cadillacs have been sold than in 2006.

Entering a new phase

Since his "Like a Rolling Stone," days, he's been born-again and unborn-again, traversing waves of musical styles in the process. He's got a satellite radio show, a "multi-platform" ad campaign, and the children of those folkies who once booed him buying tickets to his concerts.

Even folk stalwarts like David Siglin, who's presided at The Ark, Ann Arbor's folk club, since 1968, aren't critical of Dylan's commercial moment.

Anti-establishment? "That's what we made him," says Siglin, pointing out that Johann Sebastian Bach had to pay his bills, too.

It's retro to complain Dylan's hawking a flashy, oversized automotive symbol of bloated excess and status.

And "don't criticize what you can't understand."

Bob Dylan is whispering in my ear about the delights of "livin' large" in a four-wheeled wonder and I'm listenin.' Just not buyin' it yet.

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**Re:"Bob Dylan's Cadillac Ads Are a Gas": E Gunderson:**

Posted by geranium kiss - 2007/10/29 21:02

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The Times Are A-Changin' for Musicians and Marketers  
Stars Are Getting More Screen Time and May Even Overshadow Products They're Shilling  
By Brian Steinberg

Published: October 29, 2007

NEW YORK (AdAge.com) -- "They'll stone you when you're riding in your car," Bob Dylan once sang, but he seems to have gotten over that fear, as he was more than willing to take a drive in a Cadillac Escalade in a new commercial -- and steal the show from the snazzy General Motors vehicle.

**Bob Dylan's appearance in an Escalade ad may distract viewers from the product.**

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Once considered a leading counterculture figure, the enigmatic Mr. Dylan has transformed himself into an advertiser's friend, and in doing so embodies the wholesale change that's gone in the music industry's relationship to the world of brands.

Mr. Dylan's music and visage sparked buzz for commercials from Victoria's Secret and Apple's iTunes. Now he is appearing in an ad from independent shop Modernista that touts both Cadillac as well as XM Satellite Radio, where he does a music show. He even lends his rough-hewn voice for narration. But the singer is so iconic and his presence in the commercial so striking that some ad executives feel Mr. Dylan, not the products, is what consumers will recall most.

#### Playing along

And he's not the only one upstaging marketers' products these days. John Legend, Diana Krall and Elvis Costello got more of the onscreen spotlight in a recent series of ads for Lexus than the cars did. Jay-Z won marketing experience by being named co-brand director of Anheuser-Busch's Budweiser Select, but the product has struggled. Sheryl Crow got on board a Dell ad in 2005 -- just as a new single, "Good Is Good," was about to be released.

Madison Avenue is suffering from an Attack of the Rock Stars.

It's no secret that narrower radio playlists and the rise of iTunes have pushed record labels and music publishers toward commercials as a means of getting bands and music out to the public. Usually, tunes and celebrities are welcome as a means to entice consumers who can eagerly zap past ads with a digital video recorder. But the goals of the music men often don't coincide with a marketer's specific mission.

"Listen, it's sensitive business," said Peter Greco, senior VP-executive music producer at WPP Group's Y&R Advertising. "They are using our media dollars to gain exposure."

Mr. Dylan's appearance "definitely dwarfs the product," said Josh Rabinowitz, senior VP-director of music at WPP Group's Grey Worldwide. Even Cadillac admits Mr. Dylan can be a distraction when paired with certain products, though executives felt the Escalade was its most popular model and could hold its own. Modernista took pains to keep Mr. Dylan from overwhelming the car, avoiding scenarios in which he talked about horsepower or the car's navigation system, said David Weist, a creative director at the agency. Mr. Dylan's management told the agency that the singer didn't want his songs used, as it might be seen as self-indulgent.

#### Paying for exposure

His restraint, however, stands out as an exception these days. Labels and publishers have begun to reduce the cost of using many songs in commercials as a way to gain more exposure. Performance and publishing rights for really popular songs can often run into six or seven figures. But in some cases, particularly when the tunes are new and the artists who sing them relatively unknown, costs can come down to the \$40,000-\$60,000 range, estimated Eric Korte, music director at the New York office of Publicis Groupe's Saatchi & Saatchi.

Labels seem more willing to deal because many ads have an online component to them, where songs can be placed for download or streaming. "I have had offers from band management to record labels to, 'Here, take this band or this particular album, put it in an ad and you can have the song for free or we will pay you,'" said Y&R's Mr. Greco.

Dave Freeman wasn't trying to be overbearing earlier this year when he offered songs from Wilco's then about-to-debut album, "Sky Blue Sky," to Crispin Porter & Bogusky for use in Volkswagen commercials. But he definitely wanted exposure for his client. The idea was not to just get a song in one or two ads, but "when one spot is done running, let's get another spot on the air that's going to run concurrently. Let's get the most mileage out of it," said Mr. Freeman, manager-creative advertising and new media at music-publisher Bug Music/Windswept. Wilco's album essentially provides the soundtrack to the Volkswagen ad campaign.

Volkswagen ads were already being shot at Crispin, recalled Bill Meadows, the agency's executive integrated producer-music and talent relations, when a preview copy of the Wilco disc made it into his hands. Executives took lyrics from various songs and used them to explain or accent the action in the commercials. In one spot, a driver grows anxious when valets come to park his VW for him, and he goes into a fighting stance. "I have no idea how this happens," go the words to the accompanying Wilco tune.

As record companies pursue their own agendas, the sound of music may grow less melodious. Such entities are "definitely in it for the exposure," said Mike Boris, senior VP-executive music producer at Interpublic Group's McCann Erickson. Musicians "are thinking about their brand." Which means they don't necessarily care about yours.

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## Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders

Posted by 4th Time Around - 2007/11/06 21:53

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Bob's getting plenty of boos over at YouTube:

<http://www.youtube.com/watch?v=15PvBPGEdcE>

"Coming up next: Michael Stipe for Taco Bell"

"Is this for real?!!!! Gotta be a fuckin' joke. Car advertising????!?!? Fuckn' Caddy? Please tell me that this is a mocumentary joke parady fake thing. If not, all my Dylan shit goes in the trash."

"Why does this ALWAYS happen with artists you respect? Grrrrrrr."

"You just flushed 45 years of credibility."

"advertising cons you, bob?  
idiot liar bastard."

... etc., etc.

Bet he's enjoying the notoriety! Judas! :lol:

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## Re:"Bob Dylan\'s Cadillac Ads Are a Gas": E Gunders

Posted by Spirit On The Water - 2007/11/07 05:21

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I think Bob should give up his gas guzzling buses and take a horse and wagon out on tour. Ever since he went electric, he's been selling out and using up fossil fuels. In fact, I think this whole global warming problem is his fault.

edit: (That Cadillac SUV thing looks like a pretty nice vehicle. Think I might get me one)

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