

# Ann Bridge Quotes

*Advertising, Needs, Envy, Europe, People, America, Thinking, House, Taken,  
Covetousness, Virtue, Good Life, Vanity, Demand, Ideas, Taste, Sake, Intensity,  
Lying, Swamps*

The full life depends, not on the range of experience but on the intensity of the interest, the emotion involved, and on its being a personal interest.

~Ann Bridge

I do disapprove of the modern attitude that you can't do the simplest thing, like dying or being born, in your own house.

~Ann Bridge

we should be careful not to let machinery swamp life. That we should be sure, when we are confronted with a fresh mechanical contrivance, that we are not losing more than we gain by adopting it.

~Ann Bridge

advertising confuses values ... By appealing either to fear, or to vanity, or to covetousness, it very skillfully insinuates false values.

~Ann Bridge

As soon as you start asking what education is for, what the use of it is, you're abandoning the basic assumption of any true culture, that education is worth while for its own sake.

~Ann Bridge

do get over the idea that size has any value or merit. It is the enemy of most of the best things in the world - it is the enemy of the good life.

~Ann Bridge

Mountains had taken the place of religion, had satisfied her religious sense, her need for adoration and worship as no service in any Cathedral, however sublime, had been able to do.

~Ann Bridge

the essence of vulgarity seemed to lie in the pretence at being or the attempt to be, something that one really was not, with the resulting lack

of ease and dignity and taste.

~Ann Bridge

Advertising ... is a parasitic activity; it forces goods for which there is no real need or demand on a foolish or even a reluctant public, always by appealing to their lower instincts.

~Ann Bridge

What I find most injurious to mankind in modern advertising is the constant appeal to material standards and values, the elevating of material things into an end in themselves, a virtue.

~Ann Bridge

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