

# Zen Advertising Co.

You must be tough yet pliable, such as these radial tires on special offer. You will be soft yet purposeful, that is the strength of our paper tissues now available. It is best to bend, but never to break, in the wind, to snap back into place unhindered for this limited time only. There is no magic pill without a voice within disclaiming its many side effects. If a billboard falls in the storm, will any have read of the benefits our beauty cream promises? What can we know, ever truly know? Faith in yourself, as well as this insurance plan, is all the Cosmos asks of you. What you purchase is the illusion of happiness. The wise man possesses nothing, and gives his money where it is needed most. There is no customer or sale, my friends. There is no product.

B r u c e M c R a e