

Martian

BREAK THROUGH



Product Line Coming

You won't just get to know the road, you'll get to know it intimately. The Cadillac

C u l t u r a l J u d o

(to an actual advertising image)

Ever notice how many
“Martian” landscapes are used
for advertising backdrops?
Are they preparing us for the
inevitable result of non-stop
consumerism? Are we
supposed to embrace living
without grass and trees and
birds? No more streams, or
deer or flowers, or lakes, or
flora or fauna? Have they
made life so unsatisfying that
this alien fantasy is supposed
to be appealing? Time to
unplug. Give them nothing ‘till
they do the right thing.
Live and buy only green.