

A SMOKING ADVERT

Two opposing pages of a magazine, any magazine.

The eyes are caught immediately,

by the huge picture of a barren, ugly, place,

and the big *red* letters running

two thirds accross the double page.

They target the instinct,

every animal's instinct;

for survival.

They target the fear;

every animal's fear;

for the possible, grave dangers

of the unknown and inhospitable.

And subsequently making you want

the company of ... ;

the company of anything really;

even that of a smoke!

Which damages one's health,

and that of those close by.

The barren, the ugly, and the profit; getting the latter by selling the former.