

# Martian

BREAK THROUGH



**Product Line**  
**Coming**

you'll 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.