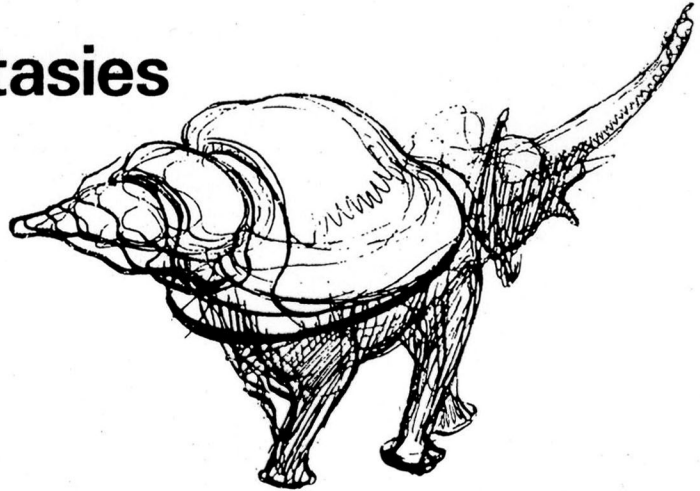


Let Fantasies Be Fantasies

Advertising is a highly refined exploitation of something we do all the time—creating fantasies and then attempting to fulfill them. Maybe it's a fantasy about having a new car, or being famous, or making love to some certain person—it doesn't matter. What we never notice about such fantasies is that they never stop coming. We put a lot of effort into fulfilling one and scarcely catch our breath before another one arises to take its place . . . a little bit better stereo, a little bit bigger house, a little more luxurious car, a little bit more glamorous lover. No one ever tells us, and we rarely seem to see ourselves, that having fantasies is what the whole thing is about—not destroying them by making them "real."

What if instead of knocking ourselves out fulfilling fantasy after fantasy we just kept a few as unfulfilled dreams? Think of all the energy we would save inventing new dreams as well as realizing old ones. Just dream about that mansion or that job—and savor the dream. It's likely at least as good as the reality anyhow! Dreams don't leak, get sick or need repairs.



If we can thus separate our fantasies from our needs, and just let them be that, we can live comfortable, relaxed and rewarding lives with a fraction of the effort we spend chasing after our own desire to have things to dream about.

—TB

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