

A Drink to Your Health

A national leader assumes office during the worst depression in the nation's history. He meets with his advisors to discuss what message to project to the nation. But the new leader has other concerns as well. The nation's recent experiment prohibiting the sale of alcoholic beverages has moved the preferences of the masses away from wholesome beer towards what they foolishly think are more healthful drinks: decaffeinated coffee, kefir, even new-fangled Tang. The new leader knows that Prohibition is soon to end, and he wants to prepare the way for beer to resume its rightful



place. What's good for Schlitz is good for America! The leader tells his advisors that he must find a way to burnish the image of beer as healthful and to portray the new substitutes as ugly. He has placed two posters behind him. One shows people in squalid shanties drinking kefir and the rest, while their shabby children peer suspiciously at the camera. The other poster shows a bright suburban house with a picket fence and a shiny faced male smiling at the stein of beer he has hoisted, while holding his young blonde bride and two gleaming, toothy children. The leader begins his speech. "My fellow Americans, I address you in candor, which the present situation demands. This is no time to shrink from an honest recounting of the conditions in our country today -- the attack on our health, and the attempts by the unscrupulous to exploit our fears. So, let me state my firm belief that we can rise above our current state and resume a march towards prosperity. We must keep ever present in our minds [he points to the first poster] the homely Tang, decaf, kefir... [he gestures to the second poster] ... his beer, his health!"