



The idea of...
 ...building something new...
 ...product. ...in 1956 was raising full-color...
 ...on ladies' magazine was the entire page filled with...
 ...the instant coffee scene as a backdrop to a steaming cup of...
 ...coffee, and the words around were '100 yrs old java coffee...'
 ...and 'satisfy your coffee cravings'. And other ads for Nescafe...
 ...were promised showing Emily Post, the final word on what is...
 ...socially proper in America, sipping instant coffee with pride...
 ...evidence that this approach by the instant-coffee people...



Surfing body, surfing bear, surfacing
The bear is resting possibly, the pool has
become ocean - the deep green kind that
suggests mineral rich and cold temperature
like underneath, too close.

Incongruity, obliviousness... or
defiance?

This is my friend Sally. She was allowed to wear a



bikini. Had to wear a one piece. And a stupid sun hat. Everything was better at Sally's house. They had sprinklers to water the

garden, and a hose pipe to fill the paddling pool. I didn't have a paddling pool. We must have got very brown, because we played out all day in her back garden, every weekend.

Nowadays, you'd never let a child do that - not without half a bottle of factor 30 rubbed well in.

It only makes
sense in an Arctic
context. Let's all go
there and play with
the remaining polar
bears. Maybe then
we will know.

Standing on the
Shoulders of
idiots

It's turtles
all the way
down.

