

KILROY CAFE

Philosophy for the Modern Age

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MIRACLE ELIXIR discovered in Spain

Amazing European beverage

rehydrates the body, purges toxins & promotes optimal health.

Now available locally for FREE as part of our special nutrition plan.

By GLENN CAMPBELL

In the foothills of the Pyrenees, in the rural Aragon region of Spain, lies a tiny farming village virtually unchanged since medieval times. A few dozen tile-roofed houses are clustered around a small stone church, all surrounded by a timeless rolling countryside of wheat fields and almond orchards.

By European standards, the village of Lascellas seems unremarkable. Quaint and scenic, true, but no more so than a hundred other forgotten hamlets. What made the place memorable to me was the public fountain at the entrance to town.

Having arrived on foot, I needed its services. Crystal clear water, apparently from a natural spring, flowed ceaselessly from an old stone font into a series of ancient basins and then into a ravine. I cupped my hands and drank generously from this life-giving stream. It was then that an epiphany came over me.

What makes this water special? Absolutely nothing.

For all practical purposes, it was the same water you can get anywhere else. The secret formula is H₂O. There may be unique

impurities, but they are nutritionally insignificant by any scientific measure. As long as it is reasonably hygienic, all water is the same once it passes the gut.

Nonetheless, this water could go places. If Nestlé or Coca-Cola bottled it and played up the charming source, they could probably sell it around the world for the same price as fruit juice, milk or even wine. Like Perrier, Lascellas water could become a sought-after luxury product if only it has some venture capital and a marketing plan.

My epiphany was this: The requirements for a fulfilling life are usually simple and cheap, if only we would see them. Yes, you need water to survive, but it doesn't add anything to your life to have a special brand or flavor.

You don't need sugar, caffeine, bubbles or alcohol in your water. It doesn't have to have a certain package, source, temperature or vintage. You don't even need juice or milk if the nutrition they supply is available elsewhere in your diet. The only drink you really need is water—plain, generic water.

You can get safe drinking water for free in any restroom in the

developed world, but that's too easy. In search of profit, marketers have created endless products you don't need. They take tap water, filter it, throw in some artificial flavor and color and give it a fancy name. Via advertizing, they imply that it does something more for you than mere H₂O—like improving your love life or social standing. Now they can charge big money for free water.

And people fall for it! If they have extra time or money, most humans will squander them on such frauds, until their resources are used up. It doesn't make them healthier or happier. Instead, it usually damages their life by unnecessarily complicating it and distracting them from essential nutrition.

Alas, I didn't fully understand this at Lascellas. After drinking from the fountain and exploring the town, I crossed the highway to a modern restaurant. There I impulsively purchased a can of Coke from a vending machine for an exorbitant price.

After I drank it, I felt unclean and ashamed, like an addict shooting up and not getting the high he expected.

Maybe this will be the last time.

—G.C.