




Look down
the food chain,
down near the very bottom
where life is most precarious and
you'll find him. The prince of a thousand
enemies. Set upon by fox and wolf.
Caught in the talons of both hawk
and owl. Laid low by the arrows of
man. And yet, the grisly tradition
of severing the poor rabbit's foot for
luck endures. As if the very foot that
couldn't even save its own master from
a ghastly end, could somehow bring its
new owner good fortune. Don't depend
on luck. Create Your Own Future.

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Behold
this unfortunate
flightless bird, rendered
asexual and bred by artificial
insemination. Reduced to an
industrial commodity and packed into
plants by the thousands with breasts
so swollen from genetic manipulation
that their legs collapse beneath them. Yet,
millions of people take joy in finding the
poor turkey's wishbone, believing it will
somehow bring luck. But what exactly
about this misbegotten bird is so lucky?
If it was lucky, it would have been
an eagle. Don't depend on luck.
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Equine nobility.

Born to run free, but tamed by man and shod in iron. Led to field by peasants and broken by the plow. Or raced on the tracks of kings only to shatter upon the hard dirt. And finally, to slaughter and the most ignoble of ends, as food for lesser beasts. Yet, in spite of this misery, the horseshoe, the very symbol of a horse's servitude is still seen as a vessel of good fortune. But the horse knows different. It knows that the horseshoe leads to many things, but good luck is never one of them. Don't depend on luck. Create Your Own Future.

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