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## THE BULLSHIT MYSTIQUE

Anal-ysis by B & S. Research, Inc.

To quote the immortal turds of our esteemed founder, Murkie McShitney Sr.:

Ask not "What is Bullshit?" but "What is *not* Bullshit?"

While lying is immoral and fraud is illegal, the Bullshit Mystique is an essential component of our national economy. It is the mystical process whereby Bullshit is transformed into cash.

Why doesn't an economic system built on such unstable foundations simply flush itself away? To answer this question, B & S Research spent many hours on location, and in due time produced the following conclusions:

1. Bullshit rules because quantity is more prolific than quality.
2. For every Bullshittor there are 49.7 Bullshittees.
3. The cardinal rule of Bullshit is, there can never be too much.

Self-evident as they are, the above turds have produced some bad odors in the nation. Countless federal, state, local, and private agencies have gushed forth to protect the unsophisticated Bullshittee from the pervasive fumes of Bullshit. Yet their success in eliminating Bullshit has been irregular at best.

Taking all factors into constipation, the expert consensus is that Bullshit Suppression may have serious side effects and complications. Extensive B & S studies reveal that failure to take Bullshit seriously is a precursor of confusion, neurosis, paranoia—and ultimately, acute shitophrenia. However, we are relieved to report that ninety percent of Bullshittee voters are steadfastly loyal to the throne of Bullshit, be they Democrap, Repooplican, or Incontinent.

How does your average Bullshittee-in-the-street avoid ending up in the outhouse? From the many and varied samples received, the B & S computer has randomly categorized the following turds of wisdom:

1. Practical: Any commitment is contingent upon something better turning up in the meantime.
2. Poetical: The quality of Bullshit is not strained; it falleth as a gentle crap from heaven.
3. Historical: Pupu cum grano salis nil desperandum.
4. Dogmatical: Bullshit is Truth and Truth is Bullshit.

Repeating any or all of the above wise turds once or twice before retiring has produced widespread results, according to dedicated Bullshittees.

But what of the malignant Bullshittor? Striving for one-upman-shit amid the restless hordes of Bullshittees (each straining to separate one brand of Bullshit from another) can be a dirty job. To stay atop the pile, the savvy Bullshittor must be equally adept at Insincere Bullshit (commercial), Sincere Bullshit (political), Stealth Bullshit (military) and Unadulterated Bullshit (individual).

Has B & S Research succeeded in flushing out the convoluted channels of the Bullshit Mystique? We hope not. We'd like to believe that turning crap into cash for the privileged few, at the expense of the many, will never go down the sewer. We predict that swallowing moralistic purges to eliminate Bullshit would herniate the devious House of Bullshit upon which our national economy is based, and precipitate an unstoppable diarrhea of inflation.

B & S Research feels confident that the 21st Century will ingest a whole new concept of reality, thanks to legions of dedicated Bullshittors and Bullshittees who refuse to wipe out the odorful traditions of the Bullshit Mystique.

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