

CATALOGUE ITEM #22  
PATAPHYSICAL HARDWARE COMPANY

Ph D  
Tested



&  
Approved

CRITICAL FRAME  
OF REFERENCE

contains  
FREE  
Instruction  
Booklet

## I N S T R U C T I O N S

- 1) Read this booklet thoroughly.
- 2) Remove F.R.A.M.E.\* from envelope.
- 3) Place FRAME over relevant area of text.
- 4) Show to doubting friend.
- 5) Win arguments.

YES it's that easy. Haven't you always hated it when some smart-ass friend, with a few more books under his intellectual belt than you, asks (in that supercilious and absolutely loaded tone) -- "yes, but what's your critical frame of reference?" Now you can show him and a doubting world too with your very own Critical Frame of Reference. Our frame was designed along time-tested lines utilizing the wisdom of the ages as it manifests itself linguistically in the old saw "one picture is worth a thousand words". And how much truer that saying is when the picture is of words.



But challenging your friends is just the beginning of what you can do with your very own Critical Frame of Reference. Once you start winning arguments there'll be no stopping you.

Now many users have asked us why we call it a "frame" when, in fact, it seems much more like a window. Well that's one of the revelatory features of our patented device. It shows you that any frame of reference is just a window on the world. That's right. And you'll reach new levels of philosophical and philological awareness and implication thru the daily application of our device. But wait! There's even more.

With the "Pataphysical Hardware Company's Critical Frame of Reference, the edges, tho they are, in fact, tightly defined, blur at a distance and become invisible. Thus your critical definitions will appear to cover a much broader area than they actually do -- a distinct advantage when dealing with hostile colleagues. Cheaper frames (from less reputable companies) use the now obsolete black border whose funereal aspect properly announces the intellectual death of its users.

I could go on but instead I urge you to take out your frame and begin a thrilling voyage of discovery this very moment. And remember -- "at the proper distance the whole world fits inside the frame".

bpNichol  
Proprietor  
"PATAPHYSICAL HARDWARE COMPANY

\*F(ixed) R(eference) A(nd) M(eaning) E(xplainer)

