

# Hold the pickle, Hold your fire

(mock ad for Burger King)

Fifth Estate Collective

B.K. Brings You the All New SELF-BURGER!!!

A new feature at our inner-city Burger King allows you, the customer, to come through our doors in search of a hamburger and take a chance on becoming hamburger yourself! Continuing our policy of giving random surprises to our customers, Burger King regional supervisor Dan Dillydy hired an armed guard equipped with a double-barreled sawed-off shotgun.

In case of an attempted robbery by one of the local junkies, all the lucky customers (and employees) become likely targets and possible candidates for customer-burger of the month.

In the interests of a safer, crime-free urban environment, we at BK are doing our small part to bring you the modern American police state.

Towards the brutalization of everyday life.

**HAVE IT OUR WAY**

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All New . . . .

SELF HUNGER !!!

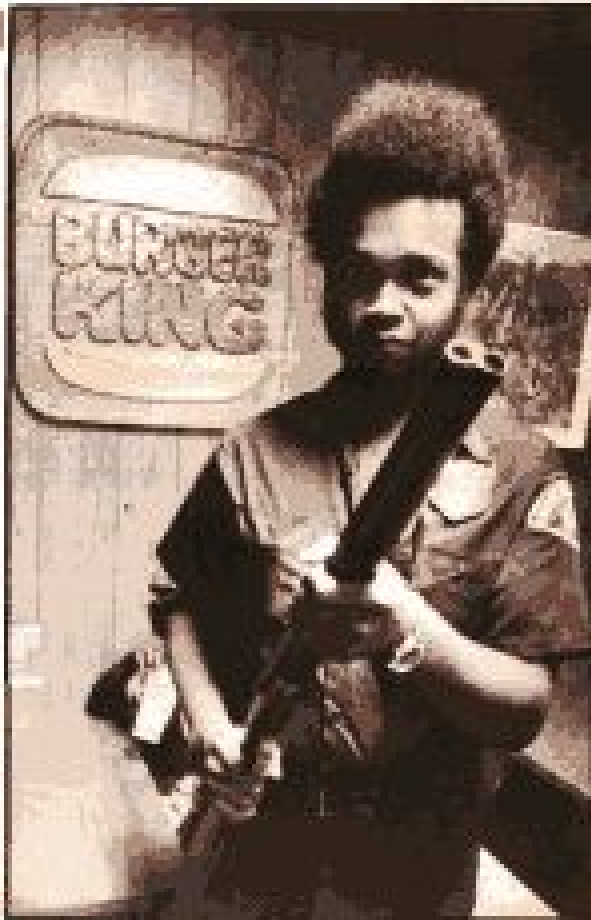
It was those great old-time  
Burger King drive-ins, the ones  
where you could get your food  
in a matter of seconds and not  
a minute of waiting (waiting?  
what?). Coming on with  
a new, better burger for the  
times. Burger King's new  
burger is the only one  
that's made with a  
secret sauce that will do  
you.

It's not an animal either.  
It's not the best of the  
best. It's not the best  
because it's the best and  
it's the best for the best  
of the best.

It's the best of the best  
for the best of the best,  
or at all  
it's the best of the best  
for the best of the best.

For more information  
contact us . . . . .

Have it  
our  
way



# fifth Estate

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<https://www.fifthestate.org/archive/276-september-1976/hold-the-pickle-hold-your-fire>

Fifth Estate #276, September 1976

**[fifthestate.anarchistlibraries.net](https://fifthestate.anarchistlibraries.net)**