



I'M NOT SMART because I'm the boss. I'm the boss because I'm smart. And in my business, you're smart if you're honest. That's my main motto, and that's why my mechanics, Bob and Larry, they get a fair shake for a fair day's work. And my customers, they get good service at a fair price. "It's always a fair day at Ted's" is one of my other mottos.

So when that slickeroo shoe salesman attacked my integrity, he hit me where I live. He said I'm not loyal to my own business. Because I ride a motorcycle. Then he asked me what people would think if he tried peddling shoes in his bare feet. I told him he had a point there, with this exception. Maybe he's gotta wear shoes to sell 'em, but I don't have to drive cars to fix 'em. He wasn't convinced, not at all. So I dropped the whole matter. 'Course I could have told him a lot about my KZ-400D. Like it's the bike Kawasaki makes for commuters. And it's a 4-stroke, 400cc, with an electric starter, front disc brake, and more fun than any car I ever drove. So riding my bike is just part of bein' smart. Besides I work hard enough runnin' this place, why shouldn't I have a good time gettin' here? I *could* have said those things.

But let me tell you the trouble with a guy like that.
 "It takes too much convincin' to tell him what he's missin'."

Kawasaki
 lets the good times roll.

Good times include riding safely. We recommend wearing a helmet and eye protection, keeping lights on and checking local laws before you ride. See Yellow Pages for nearest Kawasaki dealer. Member Motorcycle Industry Council.