THE MAN WHO WANTED TO TASTE SUGARCANE
A man once told his friend...

Sugar-cane tastes nice and sweet....
......when you chew it up with your teeth.
What is sugar-cane?
How does it look like?
Please describe me how it looks like so that I can taste the sweetness of sugarcane.
Oh! You have never seen a sugar-cane? It looks like a bamboo log.
Then the foolish friend began to search for bamboo logs thinking of it to be sugar-cane.
Oh! I will relish the sweetness of sugar-cane.
But he could never taste the sweetness.
MORAL:

Similarly, materialists are trying to find happiness and pleasure by enjoying the material body, but they find no real happiness or pleasure.

- Srila Prabhupada