SHAKESPEARE, THE CAR SALESMAN

CHUCK DAVIS
Vancouver, British Columbia, Canada

Stratford and Avon, the advertising company, are pleased to announce that they have engaged the services of Will Shakespeare, the well-known writer, in their advertising campaign for the newest Detroit automobile, the Starling. Shakespeare's first copy was quickly approved by the manufacturer.

My good friends, hark! Behold, this is the Starling. A triumphant car! Let's stand close and behold. Starling. Thy looks are full of speed. Such a body yet I never look'd on. So quiet and so sweet a style. O cheerful colours! Starling.

What wheels! O, that delightful engine! Twice the horses. Fast, I warrant ... Powerful on the highway. You start away With the swiftest wing of speed, Twenty mile an hour, Forty, fifty, Seventy-five, More, more, a hundred! The swifter speed the better! You shall find your safety Here in these brakes ... How smooth and even do they bear themselves! Starling, The very best ... While others saucily promise more ... Dodge, Ford, The Valiant, Mercury, Lincoln, Wright, Dietz, Ford, The Lo-Vol, the Valiant, Mercury, Lincoln, Ford, the Syd, the Vector.
Comet,
The Bug,
And others more.
Yet,
How little is the cost ... Too little payment for so great a Car,
And therefore take this compact.
Generous terms,
My friends:
Five hundred
Paid down
The balance
For eighteen months concluded by consent.
What a deal!
I beseech you instantly to visit my Dealers,
And seal the bargain.
And when thy car is loaden with All your family within,
With bag and baggage,
And thy dog,
Drive away
Buckled well.
Guide the heavenly car!
Starling!
I humbly thank you.