

ONE MINUTE RADIO COMMERCIAL - BAYSHORE BICYCLES by Stephen Arthur

1. SOUND: NO BACKGROUND SOUND AT ALL.

2. MAN: (A slow voice. Raspy. Hardboiled. Reminiscing like Willard in Apocalypse Now. A man who's been there, and back.)
Midlife crisis. Yeah. I'd seen my buddies go down, one by one. Still makes my skin crawl just to think about it.
(Beat.)
Joe dumped a twenty-year marriage -- a damn good one, near as I could tell -- dumped it for some bar fly who took him for everything he had.
(Beat.)
Ben was married too. Started dating highschool girls.
(Beat.)
Well... I waited for it to hit me.
(Beat.)
But it didn't. That's the truth. I didn't need a mistress, cause I had found the solution -- I got myself a mountain bike. The best money could buy, from a place called Bayshore Bicycles. And I rode that sucker like my life depended on it. It did, too. I feel better now than I ever did.
(Beat.)
And I know what love really means...

3. ANNOUNCER: Bayshore Bicycles. Eighteen seventy six west Georgia. What love really means.