

Gone Commercial

By Gordon & Bernice Korman

I'm gonna be a superstar; of that I have no doubt,
But I will not be known for all the batters I strike out,
Or power plays, or touchdowns, or my brutal slam-dunk force,
My super-fame will come from all the products I endorse.

From underwear to limousines to matzo balls from Herschel,
I'll be the guy to catch your eye, the star of each commercial.
My famous face will do the job far more than words could tell.
They won't say, "Man, can that guy play!"
They'll say, "Can that guy sell!"

On billboards pushing toothpaste and on every tuna tin,
No oatmeal box is printed without my infectious grin.
My voice is on the radio, my face is on TV –
You wouldn't buy a paper clip unless it came from me!

So though I'm not that good at sports,
I'll make it just the same.
Some day my face will hang in the
Endorsement Hall of Fame.