

Airhead!

The diary of an incompetent air-con apprentice...



MONDAY

"Right son", said Max this morning, "I'm peed-off getting stopped by the GNR like we did last week... They're suspicious of unmarked white vans, so that's gotta change... You're the college smart-arse with a diploma in media design stuff - "

"The History of Film Studies, actually", I corrected him. "Whatever - it's all the same, innit? Anyway, I'm giving you responsibility to sort out new signage for the Al-Cool van, so it's clear to everyone who we are. So get on with it!"

Awesome! Right up my street - I'll make sure the van creates an impression! I mean, look at Penguin, with their big bold lettering - and they get noticed everywhere. Hardly rocket-science, is it?

TUESDAY

Spent all day working on the van signage, but settled for simplicity - really BIG wording. And to make it less fussy I put it all in upper-case and removed that silly hyphen from the name... BIG impact!

THURSDAY

Got the van back today. All Max could say is "Why's there no hyphen?"

"That's a design consideration... I have an eye for these things".

"Well, at least it's big - you can't miss it, I'll give you that." And that's all he said. Couldn't expect any more I guess - he's ignorant of the finer points of design. But he'll soon notice the difference...!

FRIDAY

OMG! We got stopped by the GNR again! "You 'ave beer?" one of the them asked. "Wine? Whisky?"

"Naaah mate, I don't drink and drive - it's against the law, innit?"

"Nāo, I don't say you drink - but you 'ave some in car, yes?" "Oh I geddit.... you want a little 'off-fering', do ya? To let me off a ticket, is that it?"

"Are you trying to bribe us?", said another

"Me? Naaah - I just thought you were askin' fer... that we could sort this out with a cheeky little drink, y'know... Oh, crap!"

"Please step out the van, sir", the officer said. "Perhaps you can tell us - why does your van say ALCOOL?"

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