

Anti – Advert (to HSBC’s Poem Ad)

You stride in and strip the richness
of our city for your multiplication,
Take relish in the commodification
of the very heart of Sheffield.
Its unique boldness
both its shining mettle and its
dulled mettle – strong to the core.

You don’t come near to making Platinum with me –
Arctic Monkeys, Human League,
Any day, for me.
Go take your slippery songs elsewhere,
Take a brew in a bar, afar.
We are the common people
Do not kid us otherwise.

Rita Willow

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