



DON DRAPER PITCHES HALLOWEEN COSTUMES

EVAN ALLGOOD

CLOWN

America is a circus. Put on this crazy wig and these giant shoes and own it.

WALDO

Women want him, and men want to find him. He's famous, and yet he's invisible. Where's Waldo? He's standing right in front of me.

HOBO

At any moment a hobo can hop a train, hit the next town, and start over. That's not vagrancy, it's freedom.

Burn the end of a cork and rub it all over your face. You'll thank me.

ZORRO

Zorro is Batman minus the sob story and cowardly gadgets. Take this plastic rapier. Make your mark.

ZOMBIE

Zombies don't move quickly, but they move forward.

There's no shame in being half-alive. I should know: I'm a divorced alcoholic who works at Spirit Halloween.

FRANKENSTEIN

None of us asked to be born—this misunderstood monster embodies that.

Tall, dark, and tortured? Girls will grab you by the neck-batteries and drag you back to their hotel.

MUMMY

From the time we're infants, we all yearn to be swaddled. This isn't a costume, it's a ThunderShirt for your soul.

NINJA

Swinging nunchucks is thrilling because we never know who or what they're going to hit.

Stop pretending you don't operate in the shadows.

POPEYE

How many of us can truthfully say, "I yam what I yam"? That transparency has made Popeye an icon. He's not *a* sailor man, he's *the* sailor man.

FIREFIGHTER

Extinguish the person you've become. Just for a night.

CAT

What if I told you that no matter what insane hijinks you got up to, you would always land on your feet? You say you're all ears, but it also comes with a tail.

MAGICIAN

We all want to pull a beautiful white rabbit out of the bottomless top hat of failure. Trick or treat? How about both?

SUPERMAN

People worship Superman, but they don't know him. He's strong, but he's also vulnerable. His Achilles' heel is a piece of his home.

You know what, I'm going to hold on to this one.

ALIEN

We're not sure if aliens come in peace—that's exciting. Why settle for being terrestrial when you could have a little something extra?

ANGEL

Angel food cake. Angel hair pasta. Look me in the eye and tell me you don't want to be a part of this.

Sorry, all I've had to eat today is Alka-Seltzer.

PIRATE

Don't waste your breath talking when a bird on your shoulder can do it for you.

SKELETON

Find out who you are when the façade, the bullshit, your very skin is stripped away.

Oh, you're scared? GOOD! THAT'S THE POINT!

VAMPIRE

You'll never get anywhere waiting for an invitation. Be something else.

GHOST

Picture a white sheet. Two big, black eyes staring out from it like a twin abyss. It's elegant. It's haunting. It reminds you of your coworker, who hanged himself, or your brother, who also hanged himself, or your father, who got kicked to death by a horse.

When a ghost says "Boo," we jump, because the past has dropped the floor out from under us.

COWBOY

I'm offering you the opportunity to ride off into the sunset. You should take it. 😊