



Meanwhile...

from the sublime to the sublimon
Issue #2 / Summer 91

Our Passwords, Ourselves

An Exclusive Meanwhile Mind-Probe

At a Northeastern manufacturing company in 1988, a curious computer administrator wanted to see what kind of secret passwords workers were using to log-on to the company's computer network. So he composed a software program that listed their passwords -- and was stunned by the findings. Given the chance to select any four-letter combination, 56 percent of the company's female workers had chosen the secret password "baby."

What four-letter combination did male workers use? He didn't say. But a computer-network manager at a New York publishing company did.

"One guy here, a nice, quiet guy, always uses parts of the female genitalia," says the manager. "The hard part is that users are required to choose new passwords every month. So he has to be really creative. I think he'll be getting into medical terms soon."

It is safe to say that more people possess secret passwords

INSIDE: QUALITY MATERIAL...AND MORE

Reviews.....	3-4
MediaNoche: media & entertainment.....	5
Fall Movie Pre-Digest	
GeigerCounterCulture: science & technology.....	6
Password Coach's Baddest Words	
EconoMix: business & marketing.....	7
Desert Storm™: the first war with a brand-name	
Not in This Issue:	

Pressure Rises for Inquiry on '80 Reagan Campaign
Remains of Zachary Taylor Are Exhumed for Tests

than at any time in history. Millions of office-workers maintain a personally selected code-word that lets them log-on and begin work each morning. Passwords can reveal a lot. For centuries, they have permitted entry through guarded walls into private places, where forbidden acts have been performed or sensitive thoughts protected. Access to the clandestine worlds of armies, secret societies and illicit establishments has rested on the utterance of a single word -- the word itself often embodying the ideas practiced inside. U.S. troops in World War II used baseball jargon as watchwords for sentries as they fought to save the American way. *Eleutheria* -- liberty -- whispered members of the covert Roman Catholic Apostolic Coalition as they fought the early 19th-century imprisonment of Pope Pius VII.

Is it any surprise, then, that the passwords we choose to protect our own private spaces today reveal the thoughts we hold closest to ourselves?

Formal studies on computer passwords are scarce. Anecdotal evidence does indicate, though, that few of the passwords selected by American workers pertain to the jobs being performed with the computer. Rather, computer-security professionals are discovering passwords to reveal what desk-bound workers actually have on their minds during the day.

"Love, hate, sex...those are passwords you see all the time," says Jon David, a consultant in Tappan, N.Y., who performs computer-security audits for some of America's largest corporations. So are the names of spouses and lovers, kids,

(continued on page 6)



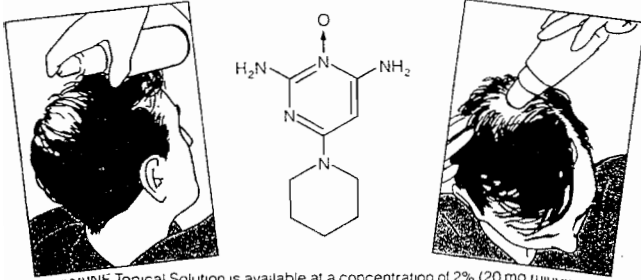
From The Editors

Minipigs Be Damned, Give Me Hair

DESCRIPTION

ROGAINE Topical Solution is a hair growth stimulant. ROGAINE contains the active ingredient minoxidil. Minoxidil appears as a white or off-white, odorless crystalline solid that is soluble in water to the extent of approximately 2 mg/ml, is readily soluble in propylene glycol or ethanol, and is almost insoluble in acetone, chloroform or ethyl acetate.

The chemical name for minoxidil is 2,4-pyrimidinediamine, 6-(1-piperidinyl)-3-oxide (MW = 209.25). The structural formula is represented below.



ROGAINE Topical Solution is available at a concentration of 2% (20 mg minoxidil per milliliter) in a solution of alcohol 60% v/v, propylene glycol, and water.

CLINICAL PHARMACOLOGY

Pharmacologic Properties and Pharmacokinetics

ROGAINE Topical Solution stimulates vertex hair growth in individuals with male pattern baldness (alopecia androgenetica). The mechanism by which minoxidil stimulates hair growth is not known but like minoxidil, some other arterial dilating drugs also stimulate hair growth when given systemically.

Because of its serious side effects oral minoxidil is indicated only for the treatment of hypertension that is symptomatic or associated with target organ damage and is not manageable with maximum therapeutic doses of a diuretic plus two other antihypertensive drugs. It is a direct acting peripheral arterial dilator that reduces blood pressure by decreasing peripheral vascular resistance. Reduction of peripheral arteriolar resistance and the resulting fall in blood pressure trigger sympathetic, vagal inhibitory, and renal homeostatic mechanisms, including increased renin secretion, that lead to increased heart rate and cardiac output and salt and water retention.

The major side effects of oral minoxidil, aside from unwelcome generalized hair growth, result from fluid retention, often profound, and tachycardia, and require that minoxidil be administered in most cases with a beta-blocker or other agent to reduce heart rate and a diuretic, almost always a high ceiling (loop) diuretic. Fluid retention can lead to marked weight gain, local or generalized edema, heart failure, and pleural or pericardial effusion, including cardiac tamponade. Pericarditis has been reported, usually in patients with renal failure or collagen vascular disease, but in some cases these causes of pericarditis do not seem to have been present. The tachycardia and increased cardiac output caused by minoxidil can lead to exacerbation of existing angina or the onset of angina in persons with compromised coronary circulation. It is these serious side effects that have restricted use of oral minoxidil to patients with severe hypertension not controllable with other agents.

Cardiac Lesions in Animals

Minoxidil produces several cardiac lesions in animals. Some are characteristic of agents that cause tachycardia and diastolic hypotension (beta-agonists like isoproterenol, arterial dilators like hydralazine) while others are produced by a narrower range of agents with arterial dilating properties. The significance of these lesions for humans is not clear, as they have not been recognized in patients treated with oral minoxidil at systemically active doses, despite formal review of over 150 autopsies of treated patients.

(a) Papillary muscle/subendocardial necrosis

The most characteristic lesion of minoxidil, seen in rat, dog, and minipig (but not monkeys) is focal necrosis of the papillary muscle and subendocardial areas of the left ventricle. These lesions appear rapidly, within a few days of treatment with doses of 0.5 to 10 mg/kg/day in the dog and minipig, and are not progressive, although they leave residual scars. They are similar to lesions produced by other peripheral arterial dilators, by theobromine, and by beta-adrenergic receptor agonists such as isoproterenol, epinephrine, and albuterol. The lesions are thought to reflect ischemia provoked by increased oxygen demand (tachycardia, increased cardiac output) and relative decrease in coronary flow (decreased diastolic pressure and decreased time in diastole) caused by the vasodilatory effects of these agents coupled with reflex or directly induced tachycardia.

(b) Hemorrhagic lesions

After acute oral minoxidil treatment (0.5 to 10 mg/kg/day) in dogs and minipigs, hemorrhagic lesions are seen in many parts of the heart, mainly in the epicardium, endocardium, and walls of small coronary arteries and arterioles. In minipigs the lesions occur primarily in the left atrium while in dogs they are most prominent in the right atrium, frequently appearing as grossly visible hemorrhagic lesions. With exposure of 1-20 mg/kg/day in the dog for 30 days or longer, there is replacement of myocardial cells by proliferating fibroblasts and angioblasts, hemorrhage and hemosiderin accumulation. These lesions can be produced by topical minoxidil administration that gives systemic absorption of 0.5 to 1 mg/kg/day. Other peripheral dilators, including an experimental agent, nicorandil, and theobromine have produced similar lesions.

I, the undersigned, have read and understood the above.

The Editors

Meanwhile... is the quarterly, in-house newsletter of the Red Rocket Packing Co., a leading producer of non-dairy beef products. It is not funded by a grant from the John D. and Catherine T. MacArthur Foundation and is not member FDIC. Subscriptions are still available for free until things get out of control (i.e. some guy named Gene asks for a pile of issues, supposedly for his "sister," then says: "Could you sign them, 'To My Friend Gene --' ?").

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Steve Steinberg (Boku/Hi-C & most of Movie Pre-Digest), Kevin Sartoris (*Bug Sucker* illustration), Mark de la Viña (Bill & Ted's), Jimmy Guterman (Gutter Box), Becky Batcha (signed the "The Editors" signature), Don Steinberg (the rest). Body copy in other type-styles is obviously snipped from well-known publications and butchered beyond recognition.

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This issue's phone-in survey: Schoolchildren burning the flag in class -- some say it's for the best. What's your view? Voice your opinion by calling (900) LOSER-ON-WHEELS.

Meanwhile...

NEWS UPDATE

Sounding the alarm on saving

NEW YORK — Never mind Madonna's muscles.

If people don't wise up and start saving more for their own retirement, "America may face widespread indigence, or poverty, among the elderly" within 20 years, says John Stefens, head of Merrill Lynch's retail operations.

Jobs await only 1 in 3

NEW YORK — Never mind Madonna's muscles.

The job market for recent college graduates is shaping up as the poorest since the 1981-82 recession.

Shots fired in Yugoslavia

NEW YORK — Never mind Madonna's muscles.

Yugoslavia is teetering on the edge of civil war as central government tanks and helicopters thundered into rebel Slovenia and Croatia.

Reviews

Bug Sucker Insect Vacuuming Device Remington Products

Some 250 million years ago, the area now known as the Eastern United States is believed to have been a tropical jungle. The primary forms of life, fossils indicate, were giant ferns, small amphibians and fishes, and billions of bugs like spiders and cockroaches. The ferns died and over the millennia were squished into coal. The bugs, though squished continually by ever-more-evolved forms of life from dinosaurs to performance-artists, survived unchanged.

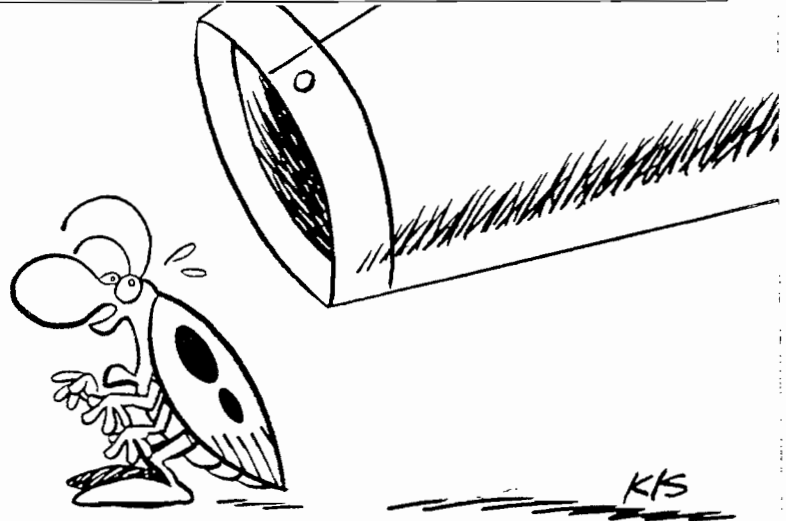
It was into the core of this eternal pestilence that Remington Products, last year, introduced the Bug Sucker. This hand-held vacuum-cleaner designed just for bugs was never intended to change the course of evolution. It was only meant to be like all other Remington products, granting us meager, tenuous victories over the inevitable. Products like the Fuzz-Away Clothes Shaver. The Smooth and Silky leg-hair remover. The Remington Air Purifier.

Remington Chairman Victor Kiam gets his ideas for such products wherever life's unfortunate realities strike. For instance, while in Washington for a panel on international trade, Kiam was approached by a senator who (according to Kiam's latest book) said: "Victor, I use your shaver. I like it a lot, but I have one problem with it. I have an annoying amount of excess hair in my nose and ears. I can't shave inside either of those two places; shavers are too big."

This remark (which escaped C-SPAN coverage) led Kiam to dream up Remington's Cordless Nose/Ear Hair Trimmer.

Kiam got the Bug Sucker idea from Bill Wade, an inventor whose other creations include the ice-cream-like dessert "Fruitage" and the Frisbee-ish throw-toy "Orbis." Wade had been perfecting the personal-bug-vacuum concept since 1965, and when he showed a prototype to Kiam, Victor dubbed it Bug Sucker and made it a lead product for 1990.

But, recalls Wade, "there was a strong negative reaction to the product being called a Bug Sucker. You'd say to someone 'Go get the Bug Sucker,' and it sounded like street-language." Remington, for reasons it won't disclose, dropped the product, and Wade now markets them by mail. The device has been renamed Houdini, which unfortunately makes it sound as if the bugs are going to escape.



In *The Metamorphosis*, Kafka uses a giant cockroach as a metaphor for human alienation and self-loathing. In *The Flies*, Sartre's teeming flies represent the shame of a citizenry frightened to exercise its free will. In *The Hellstrom Chronicle*, an actor portraying fictitious entomologist Nils Hellstrom warns, "if one species is to inherit the Earth, it will not be man. We will be overrun by an army that was here long before us. Yes, I'm talking about insects."

I, for now, have only a minor bug problem. It's a beetle. At night, he slowly creeps from under the stove and wanders around the floor. Every time I think I've done away with him -- visibly squashed his yellow guts inside a paper-towel and flushed him down the toilet -- he comes back a few evenings later, dancing around the kitchen again. Armed with my Bug Sucker, I stayed awake one night, and waited.

The Bug Sucker is a sleek, white unit with a long snout, through which prey is propelled. Inside, its fan, driven by a rechargeable power source to rotate at 16,000 RPM, provides enough torque to suck a quarter up off the ground or pluck a yellowjacket from mid-air.

I remained still in the shadows. Then, suddenly, there he was, the miserable vermin. I approached cautiously from the front. I pulled the trigger. And into my Bug Sucker he flew. A small rubber flap slammed shut behind the flailing beetle as the whirlwind drew him up through the conduit, trapping him finally in a disposable cylinder of non-toxic gel.

Still, the experience was somehow unsatisfying. Maybe, for those of us who grew up killing bugs with aerosol sprays,
(continued on page 8)

Reviews

Boku / Hi-C Ecto Cooler

Boxed Juice Drinks

reviewed by Steve Steinberg

Change and Progress. Though not always traveling hand-in-hand, they impact every aspect of our society. It was Nehru who said, "The basic fact of today is the tremendous pace of change in human life." Then he saw the jacket and muttered under his breath, "Well, sometimes."

I've always had a kind of sixth sense when it comes to changes in the name of progress. Compact discs and extended liquor-store hours: Good. Arena football and breakfast burritos: Bad. Then something happened that shook the very foundation of my special gift.

I'm watching television one day not long ago and Richard Lewis comes on. This is not as rare an occurrence as it should be. The only thing that appears on my TV screen more often than Richard Lewis is the color red. This time he's telling me about a new boxed fruit juice called *Boku*. As he continues to stammer and touch his forehead, my mind wanders. Why a box? What's wrong with cans and bottles? It's the first time I really try to come to grips with this whole "juice in a box" thing -- and I'm firing mental blanks.

(WARNING: I am a scientist by profession and not a sentimental historian. This isn't going to another one of those "remember the good old days" articles. Because, A, I'm talking about fruit juice, and, B, I don't think the personal-size juice industry ever had an era that was particularly good *or* particularly bad. As a result, I will refrain from any weepy, maudlin, "Don't cry for me, Orangina" comments.)

According to Lewis, *Boku* is a modern, sophisticated alternative to soft drinks. So, like the very suspicious, but easily led, consumer that I am, I raced down to the market to pick up several of these urbane boxes. At the store, I triumphantly hoisted a three-pack above my head and waited for someone to engage me in a bit of clever, high-brow banter. When nothing happened, it dawned on me: maybe the hippest thing about *Boku* is Richard Lewis and, *Egad*, what does that say about us? Pasteur's ghost welled up within me and I knew it was time for a little science -- control groups and all. *Boku* versus its competitors.

Hi-C Ecto Cooler comes in a box complete with its own individually wrapped straw. The tiny straw lets through almost as much air as a coffee stirrer. As a result, the entire drinking process is accompanied by a high-pitched, squealy sucking noise. But, oh, that juice. The label has a picture of "Slimer" from *Ghostbusters* on it, and I should have taken it as an omen. Who you gonna call? Your fucking dentist! Bono wouldn't have written, "love's the sweetest thing" if they had *Ecto Cooler* in Ireland. This is for the true sucrophile, the sugar connoisseur who might describe a *Snickers* bar as being "slightly dry with a nutty finish."

The second control group was *Veryfine* Apple Juice. A bottle. Head-to-Head. Bottle versus box. I love control groups. I hope someday to have identical twins, just so my child-rearing experiments will have a control group.

I don't like *Veryfine's* wide-mouth bottle. There's too much flow. How can I be a laid-back, hip and posing somebody if every muscle of my being is working to make sure that I don't pour juice down my face? Maybe my mouth is too small. *MAYBE MY HEAD IS TOO SMALL FOR MY BODY!* I'd even settle for the *Ecto Cooler* straw at this point. The apple juice, though, gave my sugar-shocked mouth a break. That earned it some points, but unless you're from the tiny island of Boca Grande, there is no slick and style-conscious way to drink from a *Veryfine* bottle.

Boku is strawless. You drink out of a hole in the top corner, much like the way you drink from a book. I tried the suave and contemporary Seven Fruit "Blend." Interestingly, the pineapple, orange, grapefruit, passion fruit, papaya, apricot, and guava juices combined to make something that tasted *exactly* like pear juice. Nothing on the box explained this miracle.

My ersatz Bartlett didn't begin to get annoyingly sweet until the bottom of the box, which I found out meant that I was well into my second serving. Apparently, there are *two* servings in each of these personal-size packages. ("Excuse me, my savvy, go-getting friend, but would you care for a swig from my box?")

The Raspberry/White Grape Blend didn't fare as well as the Seven Pear. It was sweeter, with the delicate taste of melted popsicle. I was also bothered by the "white grape" part. The juice comes packaged in the kind of lead-lined thing that Kodak uses to keep its film safe from X-rays. You can't see colors! Some clever marketing rascal just wanted to save some cash on FD&C Blue #4.

At this point, I paused to let my powers of deduction loose on my many pages of notes. Minutes passed. Then, like a young, handsome Wittgenstein, I came to the realization that there is nothing modern, hip, or contemporary about *any* fruit juice. How could there be? Fruit juice as a concept came into existence scant moments after the creation of fruit. It doesn't matter whether you drink it out of a box, a bottle, a goblet, or a reinforced rubber sack. Sophistication does not come in twelve-ounce servings. I look up at the TV screen. Lewis is telling me to eat *Total* cereal. Sophistication also doesn't come in thirty-second servings. *



MediaNoche
media and entertainment

FALL MOVIE PRE-DIGEST

The Boys Of The Summer Of Love (Tri-Star)

It's 1969, and the San Francisco Monarchs are the coolest, far-outest, free-lovingest team in the American League. *They lead the league in hits...of everything!* (Matt Dillon, Geena Davis, Charles Durning)

Hit Men (Universal)

After the "mob" buys a major-league baseball team, it decides to provide players (Joe Pesci, John Cusack) from within its own ranks and compete for the pennant.

Bone Voyage (Paramount)

Murdered lawyer Eddie Duke (Charlie Sheen) is allowed to return to the living to find his killer -- as a skeleton! But during his return, he bumps his head and gets amnesia.

Small Fortune (Columbia)

According to his late uncle's will, Charlie Gifford (John Candy) is going to inherit a million dollars. But only if he marries a dwarf!

The December Story (MGM)

The touching, sentimental story of a group of construction workers (Morgan Freeman, Patrick Swayze) who every winter see who can build the tallest snowman.

Prarie Run (Touchstone)

During the Westward expansion of the 1840s, two disgruntled pioneers (Kiefer Sutherland, Randy Quaid) and a runaway Indian (Charles Pryce) explore young America in a beat-up Plymouth Duster.

Find Waldo Now...Before He Kills Again (Cannon)

Texas police detective Earle Scraggs (Ned Beatty) stalks a gawky, shrike-shirted serial-killer (Crispin Glover) who has an uncanny ability to blend into large crowds.

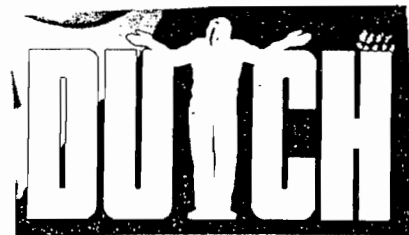
Double Reverse (Orion)

Two Beverly Hills whiz-kids (Macaulay Culkin, Fred Savage) create a machine that lets Hollywood movie producers swap brains -- but no one notices the difference.

Hollywood Scrabble-lebrities

The fun and challenging celebrity spelling game.

(Directions: create a word using movie stars who have contorted themselves to resemble letters of the alphabet. Example: Kathleen Turner + Martin Short + Ed O'Neill = "WUT?")



Reviews of today's top commercial music by Jimmy Guterman

"Lipton Tea Time," Lipton Iced Tea (Unilever)

If *thirtysomething* doesn't work as a television show, it certainly isn't going to make sense as a pop song. The raps are especially unconvincing. Grade: D plus

"I Am a Soldier," U.S. Armed Forces (Bush)

A '90s version of "Billy Don't Be a Hero," except this time the inevitable ending is left off. The sociopolitical analysis is about as convincing as "The Ballad of the Green Berets." D

"Jimmy's Auto Parts," Jimmy's Auto Parts (Jimmy's Auto Parts)

Bouncy, energetic, propulsive: a frothy diversion, to be sure, but still a worthy one. I just can't stop humming it. B plus

"Talkin' 'Bout the Real Thing," Coca-Cola Classic (Coca-Cola)

Monochromatic C+C Music Factory, a further rehash of the styles already belabored in their previous hits. They'll never have the grace of a legitimate R&B master like, say, Ray Charles. Yet another C+C song (their third) that inexplicably mentions a particular soft drink by name. B minus

"We Build Excitement," Pontiac Tracer (General Motors)

It's reassuring to learn that women can sing heavy metal as weakly as men. A bizarre upraised fist for equality. C minus

GeigerCounterCulture science & technology

Passwords (cont.)

cats, colleges, car makes, movie stars, sports teams and vacation sites. During the sweltering summer of 1988, a major mid-Atlantic firm hired a team of consultants to expose weaknesses in its mainframe's security by acting as hackers, attempting to guess passwords and break in.

"Since it was summer, one of the first words we tried was *beach*. It was a direct hit," says Robert Campbell, president of Advanced Information Management, the consulting firm.

All this spilling of the subconscious into the keyboard is considered a threat to the corporation -- not because it says workers routinely think about everything (and everybody) but the job at hand, but because it puts data-security at risk.

"In working with large corporations, we tell people to choose passwords distinct from the psyches of the individuals, because that makes it too easy for someone else to guess," says Donn Parker, a management consultant at California think-tank SRI International.

Charles Wood, an entrepreneur in Sausalito, Calif., has gone so far as to develop software that forces users to select impersonal (and therefore hard-to-guess) passwords. Wood's *Password Coach* software contains a massive database of "proscribed" words that, when installed, it

BAD WORDS: Among the "cultural icons" that *Password Coach* software prohibits computer users from selecting because they are too easily guessable:

Alka-Seltzer	Aristotle	Asimov
AT&T	Beatles	Bonaparte
Brando	Celtics	Chanel
Coors	Cosby	DaVinci
Dracula	Garfield	Godzilla
Goethe	Gorbachev	Hendrix
Hitchcock	Hitler	Jesus
Jetsons	Kirk	LAlaw
Madonna	Mercedes	Milken
Nintendo	Pontiac	Scud

will not allow workers to use. The database includes the 160,000-word Merriam-Webster dictionary. Companies can dump entire personnel files into the proscribed-words list. It also includes 40 curse words and a roster of "cultural icons" (see above) that an evil-minded stranger might be inclined to try.

"Things that are running through people's minds," Wood explains of the list's contents.

Some security professionals, however, believe even this may not be enough. The Department of Defense, among others, is steering personnel toward "system-generated" passwords, meaningless alphanumeric combinations of assigned by the computer itself, like "pr5gz73."

These would be almost completely unguessable. But SRI's Parker fears them. He wonders: don't they, in effect, force men and women to speak the language of machines, rather than the way it was meant to be? And, if passwords really are tied closely to self, what effect does a password like "pr5gz73" have upon its user?

"It may throw someone into a funk, or increase their stress," he conjectures.

Perhaps, Parker implies, in the face of technology's reckless advance, and the pressure to conform to sometimes numbing corporate standards, some computer users simply feel the need to inject a little piece of humanity into the system every morning, whether it makes for prudent data-security or not..

"For some reason it reminds me of NASA's SETI project," he says, referring to the government's Search for Extraterrestrial Intelligence program, in which satellite dishes continuously monitor the heavens for any signal, no matter how brief, that might represent a meaningful message. "Given a limited number of characters to work with, what would someone put together to scream in the darkness? To shout into space, 'I'm here! I'm a real person!'"

"pr5gz73" is doubtful. "Baby" is a real possibility. *

TRACY'S

INFORMATION-AGE ROGUES GALLERY

TYPE- FACE



LAP TOP

EconoMix the business page

In the Charts: The Wacky World of "Mr." Products

- MR. GOLF - Men's apparel - Interco Inc - TAD
 - MR. GOOBER P. NUT - Novelty erasers - Diener Industries Inc - GTR
 - MR. GOODBAR - Candy - Hershey Chocolate Co - TJ
 - MR. GOURMET - Meat products - K & K Gourmet Meats Inc - OFF
 - MR. GRANITE - Cement mixes - Limestone Products Corp.
 - MR. GRIP - Furniture-repair kit - Woodmate Corp - BSV
 - MR. GRIP - Waterless soap, now out of production - Cling-Surface Co - HJZ
 - MR. GROOM - Pet product - Fischer/Sundance Leather Gallery - PD
 - MR. GUTTER KLEEN - Building supplies - Stone City Products Inc - HA
 - MR. HEAT - Climate-control products - Washington Stove Works - HA
 - MR. HEATER - Portable heaters - Enerco Technical Products/Mr. Heater Corp - HA
 - M.R. HIGH QUALITY - Product description unknown - M.R. Biologicals Inc - PD
 - MR. HOME RUN - Toy - Softskin Toys Inc - PDI
 - MR. HOPE BAN-LON - Knit goods - Fairmont Knitting Mills - KT
 - MR. HORACE SMALL HERITAGE COLLECTION - Outerwear, slacks - Small Apparel Co., Havaw
 - MR. HOST - Hams - Swift-Eckrich - EB
 - MR. INSIDE - Carpet-rubber mats - The Akro Corp - HOU
 - MR. JAC - Loungewear, sleepwear, now out of production - Craftex Creations Inc - CBL
 - MR. JEW'S - Jew's harps - Heater Music Co., L. D. - GM
 - MR. JOHN - Boat kit - Glen L. Hanne Design - BBG
 - MR. JOHN - Giftware - Arnold Ltd. Inc., Ted - GDA
 - MR. JOHN - Knit goods, now out of production - Wonderknt Scoreboard Corp - KT
 - MR. JOHN - Men's neckwear, now out of production - Brummell Ties, Beju
 - MR. JOHN - Novelty - Fishlove & Co., H. - PDI
 - MR. JOHN - Toilet-bowl cleaner - Blue Cross Laboratories
 - MR. JOHNS-ON - Thermal underwear - Indera Mills Co.
 - MR. K BARS - Candy - Klein Chocolate Co. - TJ
 - MR. KITZEL - Pickle products - Vienna Sausage Manufacturing Co
 - MR. LEATHER - Handbags - Otta Industries
 - MR. LEGGS - Pants - Lee Corp., Sara - GAZ
 - MR. LEISURE - Product description unknown - Mr. Leisure Inc - PDI
 - MR. LINKS - Men's jewelry - Wideband Jewelry Corp
 - MR. LONG-ARM - Painting tools - Mr. Longarm Inc - HA
 - MR. MAGNET - Automotive magnet - Vision Graphics
 - MR. MAGOO SPARKLE PAINTS - Children's paint sets, now out of production - Kenner Products - AMTN
 - MR. MARINADE - Wine marinade - Romantol Foods Inc - LNA
 - MR. MARTY - Women's shoes - Lois Shoe Co. - FND
 - MR. MCGREGOR - Candy - Palmer Co., R. M. - CB
 - MR. MEARS - Hairbrush cleaner - Vita-Fluff Products - GB
 - MR. MEAT - Toiletries - Lan-O-Sheen Inc.
 - MR. MEAT SMOKER - Home-style smokehouse, grills - United States Stove Co. - GDA
 - MR. MELON - Candy - Ferrara Pan Candy Co.
 - MR. MELT - Ice-melting compound - Miller & Sons, Frank
 - MR. MEN - Playthings - Knickerbocker Toy Co. Inc. - HA
 - MR. MEN/LITTLE MISS - Mugs, ornaments, figurines, and musical items, now out of production - Schmd
 - MR. MEOW - Game - Southlake Game Corp - THC
 - MR. MERRY - Product description unknown - Merry Manufacturing Div. [of Leisure Dynamics Inc.] - PDI
 - MR. MESH - Product description unknown - Kresler Manufacturing Corp. - JCK
 - MR. MICROPHONE - Portable microphone and speaker - Ronco Teleproducts Inc
 - MR. MICROPHONE II - Portable microphone with speaker and radio - Ronco Teleproducts Inc.
 - MR. MIGHTY - Pails - Willow Molded Plastics - HA
 - MR. MIGHTYMIND - Educational games - Leisure Learning Products Inc. - THC
 - MR. MILKY - Confectionery - Datt International Inc - CM
 - MR. MIZZOU - Pipes - Missouri Meerscham Co.
 - MR. MORT - Women's apparel - Russ Togs Inc - TAD
 - MR. MOST - Dresses - Kaufmann, R. & M.
- Mr. Schwarzenegger**
- MR. SHARP - Sharpening franchise - Mr. Sharp Sharpening Center Systems Inc. - DFO
 - MR. SHARPY - Pencil sharpener, now out of production - Sunbeam Appliance Co. - DRB
 - MR. SHRIMP - Frozen seafood - A's Fisheries - FCP
 - MR. SILENCER - Automobile muffler, and exhaust system repair kits - Victor Automotive Products Inc. - GAZ
 - MR. SIMMS - Soda-fountain syrups and fruits - Castle Products Co. - TGR
 - MR. SIMON - Dresses - Manning Co., Martha - TAD
 - MR. SIZZLE - Tabletop electric grills, now out of production - United States Stove Co
 - MR. SKETCH - Watercolors - Sanford Corp - OP
 - MR. SLICK - Silicone lubricant and treatment - Coughlan Products Inc. - HA
 - MR. SLIM - Dietetic products - Sherry Inc., Louis - TGR
 - MR. SLIMS - Tobacco products - Morris Inc., Philip
 - MR. SLUSH BARREL - Slush-making device - Glacier Ware Inc. - HOU
 - MR. SMOKER JR. - Cigarette holder and filter - Zama International - DRB
 - MR. SNEAKERS - Sneakers - Mitsubishi International Corp.
 - MR. SOFT - Foam toy - Craig-Henry Toys - MM
 - MR. SPATS - CAT-A-COMB - Pet products - Taref Seven Design Inc. - PSM
 - MR. SPATS - PURRSUIT - Pet products - Taref Seven Design Inc. - PSM
 - MR. SPRAY - Spray paint - Plasti-Kote Co. - NFM
 - MR. SPRINKLER - Lawn-sprinkler heads - Cockman Coolers - GAZ
 - MR. SPUD - Potato products - Magic Valley Foods Inc - TGR
 - MR. SQUEEGEE - Squeegie - Jobar International Inc/Bib Products
 - MR. STEAK - Restaurant franchise - Mr. Steak Inc. - DFO
 - MR. STEAM - Steam-bath boilers - Bell-Are Sales Corp
 - MR. STICK - All-purpose spray glue, now out of production - Lochite Corp. [Automotive & Consumer Group] - OP
 - MR. STRIP-IT - Paint-remover brush - Wright-Bernet Inc. - HA
 - MR. STYLE - Men's shoes - Stullgart Shoe Corp - FND
 - M.R. SUPERIOR - Product description unknown - M.R. Biologicals Inc.

MBA Class: Final Examination

Question 6: Visual Comprehension

Study following depiction of a successful business executive, and answer the multiple-choice question that follows:



Mark Simon holds up Teenage Mutant Ninja Turtles and Garfield air fresheners. His Baltimore company has the exclusive right to manufacture them.

Now, based on what you learned in studying the picture, which one of the following quotes do you think can be attributed to this executive:

- A** "Well, the one thing I want everybody to understand is I am not a tax delinquent."
- B** "There's so many reasons our consumers buy air fresheners," [redacted] said. "Some just want to have a nice, fresh, clean scent in their car. But if they're buying a Playboy air freshener, they may identify with the Playboy lifestyle."
- C** "We're not getting a lot of business, but it's producing some exciting investment ideas from institutions."
- D** "You name it, we get it. It's unbelievable," [redacted] said. "Whatever floats."

Desert Storm™: A War With A Name You Can Trust

On the afternoon of January 16, 1991, White House press secretary Marlin Fitzwater announced that the long-awaited military strike against Iraq had begun, "under the code-name Desert Storm." Diversified Specialties Inc. of Houston, its top brass monitoring the Gulf build-up closely, moved with haste.

Within 24 hours, their paperwork was in order and delivered to federal officials in Arlington, Va. The company had staked its claim to exclusive use of the term Desert Storm on "all types of military play-toys," including Desert Storm walkie-talkies, Halloween costumes, hand grenades, rockets, "protective under-clothing," gas masks and other novelties.

On the same day, as bombs began to find their Iraqi targets, Lewis Galoob Toys (for Desert Storm "action figures"), and Buddy L. Corp. (for toy vehicles) filed with the trademark office. As did Atari Corp. (video games) and Cove Shoe Co. (footwear). By the time Mattel made its application to use Desert

Storm on toy vehicles (on Jan. 22), the battle was over; it had already lost the chance. Yet Desert Storm applications kept zooming in. For bicycles, jewelry, perfumes, skirts, travel bags, condoms (Desert *Shield*), tires, fishing rods, fingerpaints, and, of course, explosives, firearms, and sunscreen. Trademark officers to this day are still dealing with the aftermath.

Ironically, it was not George Bush, but boxing promoter Don King who invented the idea of assigning catchy names to major conflicts, starting with 1974's "Thrilla in Manila." Soon, nearly every slugfest had a snappy title like "Once and For All" (of which most matches are neither). It's just too bad King didn't start earlier. The Vietnam war never had a trademark-able catch-phrase, and look what happened. The audience lost interest; the event flopped. Indeed, it may not be farfetched to give King some measure of credit for our victory in the Gulf.

But watch out: there's always profit in a rematch. ○

Reviews

Bill and Ted's Excellent Cereal Ralston Purina

reviewed by Mark de la Viña

While most of America awaits the arrival of *Desert Storm* breakfast cereal -- imagine marshmallow bits shaped like orange scuds, pink stealth-bombers, purple Saddam heads and yellow Gen. Schwartzkopf certificates-for-being-knighted -- the folks who brought us *Purina Cat Chow* have delivered a morning bowl-full good enough to have a caricature of George Carlin on the box. Ralston-Purina's *Bill and Ted's Excellent Cereal* hit grocery shelves in time for the summer release of *Bill and Ted's Bogus Journey*.

Such a timely fictitious-character tie-in is nothing new for Ralston.

"We have a children's-cereal group that has as one of their objectives to seek out and link up with the hottest licenses around," said spokesman Patrick Farrell. "Since 1985, we've come out with *Cabbage Patch Kids*, *Donkey Kong* and *Ghostbusters*."

The cereal's primary ingredient is, unfortunately, oat flour (what happened to cereals with sugar as the main ingredient?) shaped into crunchy little squares that stay hard in milk. Really hard. Kinda like dry cat food.



Two bowls will flay the roof of your mouth if you chew recklessly. But the multi-colored marshmallow bits that look like musical notes more than make-up for any oral discomfort.

Skin-loss aside, *Bill and Ted's* isn't nearly as tasty as ancestor *Mr. T*. And it is downright derivative: a cross between erstwhile competitors *Apple Jacks* and *Lucky Charms*. But let the record speak for itself: our test box was polished off in two days.

All of which raises a serious question: when *B & T* become boffo big, and a new *Bill and Ted* flick is anticipated every year (*Bill and Ted Sell Amway*; *Bill and Ted versus Gidrah the three-headed monster*; *Bill and Ted and Carol and Alice*), will Ralston annually deliver a new cereal, and thus invent a series of cereals, if you will?

One can only dream. ☒

Bug Sucker (cont.)

motorized electronic devices just seem excessive. Or perhaps, once a man reaches a certain age, bug-destruction loses its allure. Even *Raid*, it seems, has seen better days.

Witness "multi-bug" *Raid*, a newly marketed formula supposedly capable of killing *any* insect. Of course, that's what the original *Raid* was supposed to do years ago, before we got separate *Raids* for Flying Insects, Ants & Roaches, and, I think, one just for Worms.

Today, I don't trust a spray that claims to hold the key to killing *all* types of bugs. If I see an ant, I'll spray it with *ant*-killer, *then* maybe give it a few shots of multi-bug, then, if it's still moving, some more ant-killer. And then some shaving cream.

I don't think there is a *Raid* for beetles at the moment. But there probably will be. Because the only thing proliferating more rapidly than bugs are weird new variations of existing products. In fact, in the future, when archaeologists of the next civilization begin digging to discover what life-forms existed here during the late 20th century, they're going to unearth fossils shaped exactly like Remington Bug Suckers. And that'll be a pretty good clue. *

