

Meanwhile...

now with bleach alternative

Spring '92

Issue #4

\$Free With Entree of Greater or Equal Price

HOOK, LINE, SINKER & MASTERCARD or VISA

The Making of an Infomercial

by Matt Kramer

When Alex Langer developed a revolutionary fishing lure, he didn't hit the road like some marine Willy Loman, trudging from tackle shop to tackle shop trying to convince merchants that they should sell his product. He did the modern thing, going directly to the customers, the millions of Americans who fish. Langer made an infomercial, hired a telemarketing firm, and sat back and waited for the orders to roll in. The infomercial, which includes a demonstration of Langer's lure in action, aired on The Nashville Network and several cable systems across the country. And it did the job.

"It's sellavision," says Jim Caldwell, the producer of Langer's infomercial and scores of others since he started work as an independent infomercial producer in 1988. Here's how, together, Caldwell and Langer did it.

There's a consumer-tested strategy when designing an infomercial, Caldwell explains. First, introduce the product, and explain it. Then get others, from regular folks to famous celebrities, to testify to the product's intrinsic value.

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"Testimonials are the backbone of infomercials," says Caldwell. "Demonstrations can also be testimonials. Often you'll have an interview [between] the host and the product's inventor to explain how the product works, debunk the skeptics and obviate the objections."

Redundancy also is required, since few folks watch the infomercial from start to finish.

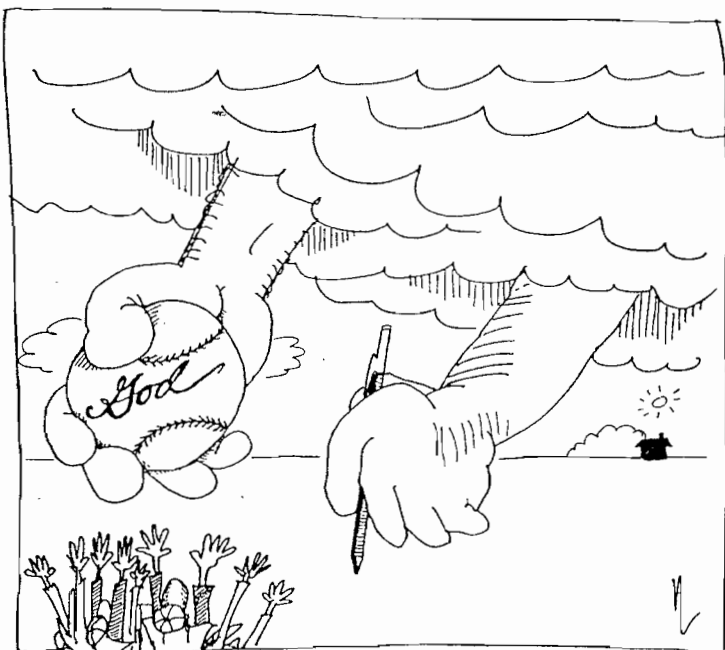
"The key is redundancy," Caldwell says. A nation of armchair consumers armed with remote control devices can be hard to corral. According to Caldwell, the more wealthy an individual is, the more he or she "zaps," or skips around the channels. An infomercial therefore plans to turn over its audience several times during the show. "Basically you are telling the story every three to five minutes," he says.

You see many infomercials late at night or early in the morning mostly due to economics. Those times are cheaper to purchase from cable channels and broadcast stations. A 30-minute slot at 6 a.m. on a TV station in Iowa might cost only \$300. Selling a \$30 item, a producer only needs to sell 15 to 20 items to have a profitable show.

The wee hours are a refuge of infomercials for other reasons as well: "If you try to run infomercials during the day, or during prime time, you're competing with real TV shows," Caldwell says. "Later time is cheaper, and people are dazed and more open to buying things."

Making Langer's lure infomercial was not just a point-a-camera-at-a-guy task. Outside the studio, Langer needed to purchase stock footage from a PBS show on nature to get wildlife scenes. For the actual shots of fish biting on his lures, he went up to the New York State Department of

(continued on page 5)



From The Editors

Tilting at Fire Hydrants

We hate to be accused of looking a gift-horse in the mouth, and, noticing that the horse seems to be thirsty, leading it to water and trying unsuccessfully to make it drink, then more forcibly pushing it into the water, and it drowns, and even after it's dead we continue beating it.

But who can resist a series of unrelated tidbits?

What timid looters did during L.A. riots:

Smashed gumball machines	28%
Broke into salons & gave each other hairdos	23%
When asked, "Want fries with that?"	
replied "Shut up"	18%
Used Express Lane with 8-plus items	14%
Kept pen after signing credit card slip	10%
Illegally reproduced software	8%
Bowled extra string without keeping score	7%
Returned perfectly good merchandise	5%

Businesses located in New Jersey area-code 609 have been receiving unwanted fax transmissions from, it turns out, Rabbi Simon B. Cohen of Temple Beth El in Trenton. Cohen had been enthusiastically testing his synagogue's new fax machine by randomly faxing people the *Torah*. Said one office manager who received the sacred scroll: "You hate to complain, but we ran through our year's supply of fax paper by Leviticus..."

Overheard in a hotel lobby:

Motivational Conference Speaker: You show me a man with both feet planted firmly in the ground, and I'll show you a man who can't put his pants on!

Conference Attendee: Hmmm. Okay. It's a deal...

Republican primary voters nationwide continued to shock President Bush by refusing to grant him unanimous approval. In South Dakota, dissatisfied voters gave Bush only 69 percent of their ballots, with 31 percent officially registered as "protest votes." Encouraged by that result, some actual protesters showed up in South Dakota -- but were immediately called hippies and forced to leave...

The Editors

Meanwhile... is the quarterly, in-house newsletter of the Red Rocket Packing Co., a leading producer of electronic phone-dialing devices for civilian and military use.

All information contained herein has a margin of error of plus or minus four percent. Use only as directed. For best results, squeeze from the bottom and flatten as you go up.

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Body copy in other type-styles is obviously snipped from well-known publications and ice-picked beyond recognition.

Please address correspondence to:

55 North Third Street, Apt. 41, Philadelphia, PA 19106.

This issue's phone-in contest: Can you think of a new way to misspell "boyz"? Your answer could be valuable.

Enter by calling 1-(900)-LONG-RECORDING.

EXPLANATION

Okay, so this is the *Spring* issue, and it's not really Spring anymore. What can I say? Something came up. His name is Will. Born: May 18, 1992. Birth weight: what's the difference? Slogan: "The World is a Baby Better."



the PAPER TRAIL

Presenting Other People's Publishing Errors

ERRATUM

The Publishers offer their apologies to Dr Martin Roberts for the omission, at final proof stage, of part of the opening sentences of his article, *The mutations of the spectacle* (Volume 2, Part 3, p.211). The sentences should have read:

'I do it; you do it; we all do it. We do it in public.'

ERRATUM

The equation printed on page 127 should be displayed as follows.

$$X^T = X \sum_{i=0}^f (a_i a_i') + a_x Z \sum_{i=0}^f (a_i a_i') = (X^f + a_x Z^f) / (1 - a_x a_x')$$

$$Z^T = Z \sum_{i=0}^f (a_i a_i') + a_x X \sum_{i=0}^f (a_i a_i') = (Z^f + a_x X^f) / (1 - a_x a_x')$$

Reviews

Mini Donuts

Dunkin' Donuts

reviewed by Steve Steinberg

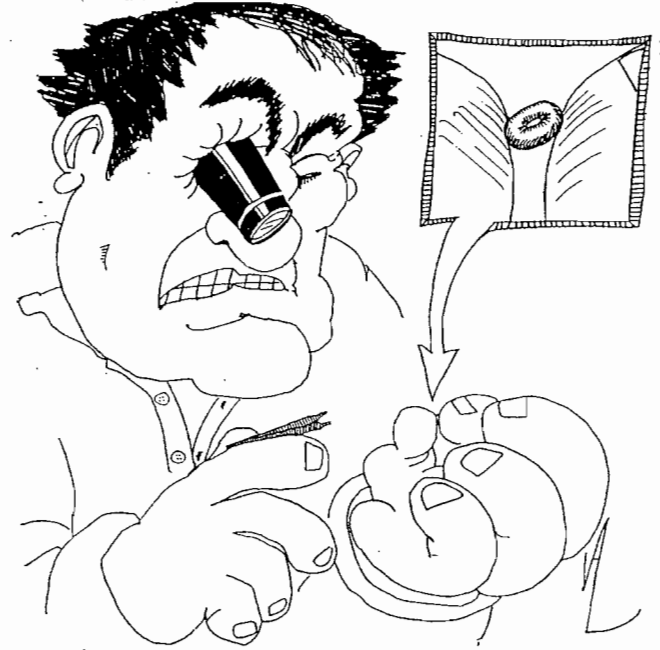
We as a people are fascinated by the small. The ant is smarter than the grasshopper. David beats Goliath. The little toe goes "wee-wee-wee-wee all the way home" while the big toe is forced to go to market. The "smaller is better" mentality has always been used to rationalize and condone a sense of moderation and gentility. It represents a triumph over the large, ill-defined, and obscure.

Recently, though, this utilitarian concept has been turned against us. The consumer has become the emotional pawn of the corporate world. At first, it may only be noticeable in isolated cases, for example: Herve Villacheze and the Dunkin' Donuts Man pitching Mini Donuts (incidentally, these are the two ugliest people to appear on screen together since "What's Happening" went off the air.) But look closer: we now have mini-Eggo waffles, mini-Lender's bagels, and mini-Burger King sausage-and-biscuit sandwiches being shoved down our throats. (Actually, if you consider the size, shoving wouldn't even be necessary.) And one burning question stands out: Why are they shrinking our breakfast foods?

An obvious and overly simplistic view would be to say that Americans are becoming more health conscious. Thus, it would follow that a smaller donut has less fat. A smaller waffle holds less syrup and butter. And a smaller sizzling patty of gristle contains less cholesterol. Unfortunately, Dunkin' Donuts doesn't sell their new *Minis* individually, only in groups of two, five, and twelve. The suggested serving size for Kellogg's *Eggo* minis is only slightly smaller than for the larger-diameter waffles (a serving of minis has more syrup-thirsty surface area, though). And Burger King's *Breakfast Buddies* come in mitotically-joined pairs, heavily implying two-per-meal. Basically, you're consuming the same amount regardless of the scale of the food.

Here's the kicker, though. While in the process of eating these miniaturized products, while your goal might be to make yourself smaller, *you actually appear to be bigger*. A tiny donut or breakfast sandwich in a normal-sized hand plays havoc with an observer's accustomed perception of ratio. The eater appears immense; a Kong-like figure tossing down donuts and bagels as if they were nothing more than peanuts.

Fitness, whether real or perceived, is not the driving force behind the downsizing of our morning foods. During the depression and then again in the Forties, Americans were often forced to ration those foods that they desired most. Shortages of sugar, molasses, and other staples were blamed on conditions beyond the control of any individual. Resentment grew as people looked for scapegoats on whom to blame the situation; "The banks are why the bread tastes



strange." "Coolidge is to blame for the lack of butter." "If it weren't for the Germans, the coffee would be better." As the supply of these favorite foods dwindled, the public became less and less satisfied with the government and more and more suspicious of big business. (Both of these groups they considered to be run by con men and profiteers.) Today's economic condition offers certain parallels. As the recession drags on, it is clear that neither the government nor the business world is offering any real solutions to the problem. Yet, while our infrastructure crumbles to the ground, the only criticism we hear about our country's most powerful men is that perhaps one or another may drink too much, or have a fondness for dirty jokes.

Now, consider the uproar that would occur if the President went on TV and said, "It's very important in these belt-tightening times that each American do his or her part and eat only the smaller donuts. Together, we'll get through this, and soon we'll be back to the regular-sized ones again. And crullers too." But he'll never have to make this speech. The public has been psychologically swayed into inviting this rationing, mindlessly nodding its head and sucking on a tiny waffled pacifier. The result is that government and business go about their ways unchecked and unquestioned.

How far will it go? Who can say. Perhaps it won't be long before you're seated at the breakfast table holding a donut smaller than even H.G. Wells could have conceived of. A child will be seated across from you inhaling thousands of microscopic mini-*Froot Loops*, which line his lungs like so much asbestos. Between his bouts of coughing and battles with his multi-colored sputum, he looks up at you and wheezes, "What are teeth for again?" Sad. ☹

Reviews

Indicator

Oral-B Labs / Gillette

There's one question that, at least for me, comes to mind immediately about Oral-B Labs, the company that sells more toothbrushes than anyone in the country. The question: what's the "B" stand for? The anti-climactic answer: "brush."

Thus is the tone set for an equally disappointing product: The Oral-B *Indicator*. The *Indicator* is more than an ordinary toothbrush. It is designed with the high-tech function of being able to tell you precisely when it is no longer useful.

Here's how the *Indicator* works. Instead of having ten rows of purely white bristles, the brush's two middle rows are blue. These rows, according to Oral-B scientists, have been subjected to a newly patented "ring-dyeing" process, in which the blue coloring is "heat-impregnated" into the bristles. This sure sounds like what happens if you mess up the instructions on your home pregnancy test kit. But the implications here are not quite so serious.

As you lead a healthy, active life, brushing regularly -- even swimming -- the blue gradually begins to disappear from the bristles. It is the physical act of brushing that makes the dye fade, the "bristle splaying, bending, matting and tapering." Mere contact with water will not affect the dye. Nor will exposure to toothpaste, tartar-combat fluids or plaque batters. Where does the blue dye go? Down your gullet, probably. But rest assured it's only FD&C Blue No. 2, a favorite used in many boxed fruit drinks and cosmetics. The blue fades from the tips of the bristles down, until, after approximately four months, it will have disappeared halfway. This is the signal that you need to buy a new one. That's because the American Dental Association suggests you change your

toothbrush every three to four months. In a way, this is like having a little ADA advisor in your mouth every morning.

Oral-B even suggests the *Indicator* can be useful in oral-hygiene diagnosis. For instance, if the blue fades too quickly, it could mean you are brushing too hard. If the blue is disappearing from one side of the brush only, it may indicate you're using an improper technique. If the blue changes to pink on some mornings, you are warm and loving.

For those of us who remember the old days, when you had to bring your old toothbrush to a dental supply store and *they* would run the tests to see if it needed to be replaced, this home-test seems



a remarkable breakthrough. Think of how far we've come. In 3000 B.C., Egyptians chewed on twigs to get their teeth clean (ironically, this is precisely how Egyptians' predecessors got their teeth *dirty*.) A toothbrush in 18th century England consisted of a handle made of bone and a cow's tail (giving you some insight into that nation's oral-hygiene tradition).

It's not known who invented the streamlined toothbrush we recognize today. We tend to blithely give credit for most such gadgets to Benjamin Franklin. He invented so many things, what harm is one more? But I'm going to buck the trend on this one and say it was JFK.

Three decades later, these bathroom appliances have become the latest of functional items to sell on pure fashion. Certainly, the number of teeth in the country is not increasing at a 14 percent annual rate. Yet in 1990, the dollar value of U.S. toothbrush sales rose 14 percent over 1989 (up to \$360 million), compared to an increase in the previous year of just two percent, according to one toothbrush-industry analyst (the tooth fairy's day job; where do you think he gets all those quarters?)

With their vivid colors, rubberized thumb-ridges, tapered heads and angled necks, today's t-brushes rank behind only the Miata, Reebok Pumps, Super Nintendo and gouda cheese as surefire ways to make the neighbors jealous.

None of which answers the question: does the *Indicator* actually work? Nobody wants a product test to drag on for days. So to expedite the fading process, I put my *Indicator* in the silverware rack of the dishwasher and ran it through the hot-dry cycle. Then I decided to simulate 90 days of brushing in one week. I kept the *Indicator* in my mouth constantly, all day, like a cigar or a tongue. I chewed on it recklessly, splaying, bending, matting and tapering the bristles as much as orally possible. And then, finally, I saw an Indication. A glint of white where there once was blue. It seems to work. But I'm not sure if I want it to.

Probably the best thing about the *Indicator* is that it is cordless. You don't have to plug it in, and it can't be hooked up to your telephone or cable TV. This means that, at least for the foreseeable future, a pay-per-brush system is not in the offing. ☹

THE NON-BUTTER SPREAD DEPT.



MediaNoche media and entertainment

INFOMERCIAL (cont.)

Fisheries and Wildlife's tank, where he and Caldwell filmed through some glass at fish, who grabbed at the lure that Alex, hiding behind the tank, was trolling in the water. It took a few hours but they got the action shots they needed.

Infomercials, once completed and aired repeatedly, are only the start of the selling process. One of the benefits of the infomercial is its tie to telemarketing, those banks of 800 numbers and operators-for-hire who take orders. Enticed by the infomercial, the customer might be ripe for further sales.

"The telemarketer taking the call can tell them about a special deal and sell them an additional product over the phone," Caldwell says. "There are multiple avenues to pursue once you have established the customer as someone who likes a particular type of product, such as kitchen gadgets."

When the product arrives, stuffed into the box are catalogs and ads for other products. Outgoing telemarketers call up the customers who responded to the infomercial to sell them other products or enroll them in membership clubs. And the address used to send the product always comes in handy for sales pitches via direct mail.

No matter that some of these products advertised via infomercial are available in conventional stores for less. Caldwell recalls a hand mixer, a \$100 item that an alert shopper could find for \$40 in Bloomingdale's.

"They moved 700,000 of those units in 18 months with an infomercial," Caldwell says. "People want to save time." ☺

AD ZAP RECAP

(synopses of commercials you may be missing by fast-forwarding)

Veryfine fruit juice: A young man is standing in front of a Pepsi vending machine, trying to impress women. He hopes that he will advise beautiful women to drink Pepsi, and they will be grateful; they will love him. But they pass him by repeatedly to use the Veryfine juice machine. He is visibly frustrated. In the final scene, we see that he has moved to recommend the Veryfine juice machine. Perhaps now his luck will change! Or perhaps he will discover that people weren't choosing Veryfine over Pepsi -- they were just trying to avoid "that guy who hangs out near the vending machines."

Roasted Honey Nut Skippy: A little kid is dressed in a bee costume. A bigger kid holds a remote-control device that, when used, can force the bee-boy to run away and get peanut butter. Huh? A bee, peanut butter, a remote? Someone please explain this. A second viewing helps. Not much. The peanut butter is honey-flavored; the bee makes sense. But the presence of the older child with the real-world-controlling remote remains inexplicable.

THE Z SPOT

Music critic Stephanie Zacharek
on today's top commercial music

"Sure/Unsure"

This anti-perspirant ad sounds suspiciously like Kraftwerk's "Tour de France," right down to the panting between lines. The subliminal cue here is that you needn't fear snuggling up to pits that have just endured a kajillion-kilometer bike race -- proof that jingles go where science fears to tread. Grade: C

"Get Vertical (with Dew)"

If you're not listening real close, the guitars sound almost as good as those on "Legs" or "Cheap Sunglasses." But lyrics like "Get vertical, get vertical with Dew. Yeah" will never snatch the Nobel Prize for literature from ZZ Top's clutches. B-

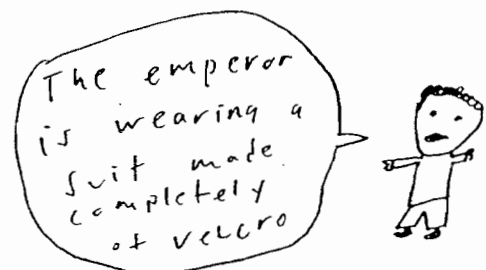
"Just a Little Cash"

If you've ever heard your mom or grandma use an expression like, "That Geraldine [or Selma, or Peg] could sell poop!" you'll understand exactly how much Johnny Cash gets away with here: his deadpan delivery could almost make you believe you could get -- and keep -- a Taco Bell taco down. Of course, if you'd shoot a man in Reno (just to watch him die), you'd probably eat anything. But Cash somehow maintains his integrity even as he shills for a lousy fast-food chain. He says only, "Taco Bell has more choices, for just a little cash." If most of those choices taste like stuff you scrape off the front grill after a twelve hour drive on a dusty, sun-baked highway, he never says so. Now that's tact. A-

"(I Feel Like) Chicken Tonight"

...and it's thrilling. If this were an ad for stuffing instead of sauce, Ragu would probably get extra points for adding Rod Stewart's line, "Spread your wings and let me come inside." But they probably couldn't pay their ad people enough to come up with ideas like that. D-

FABLES OF THE MODERN AGE



GeigerCounterCulture

science & technology

SORRY, RIGHT NUMBER

While traveling by train recently, I noticed some odd documents that a previous passenger had left in the seat pouch. They were internal reports from an organization called CASRO, the *Council of American Survey Research Organizations*. This is a trade association whose members conduct marketing surveys by telephone, generally using computer equipment that automatically dials random numbers. It is a growing industry, but one that, apparently, is under siege. CASRO's literature tells the inside story: "More than 30,000 businesses actively use tele-marketing to sell their products and it is believed that computers connect with as many as 20 million numbers a day," according to the newsletter *CASRO Comments*. In other words: each day, eight percent of the U.S. population receives an unsolicited telemarketing phone call.

But "complaints against autodialers with recorded messages are increasing," the newsletter continues. "Probably no other consumer issue arouses quite as much emotion as receiving repeated random calls from a machine at inopportune times." Imagine that. Federal legislation has been introduced to ban all autodialer calls! Not just taped messages -- even those with a "live operator." This broadened definition of "telephone solicitation" would hurt not just salespeople but innocent tele-researchers too.

Fortunately, "positive steps have been taken to protect the survey research industry," by CASRO lobbyists. Senator Larry Pressler's Telephone Advertising Consumer Rights Act, passed in the Senate, had been dangerously vague in defining "unsolicited telephone solicitation" as *a telephone call by a live person for the purpose of encouraging the purchase or rental of, or investment in, property, goods or services, or for other commercial purposes, which is transmitted to any person without that person's prior express invitation or permission*. CASRO officials feared that "other commercial purposes" might include their polls (since most polling firms are indeed commercial enterprises). But "through CASRO's efforts, an exemption was provided within the bill...excluding survey research." Phew!

But that's not the only legislative bullet CASRO has needed to dodge. Several state and federal bills have been introduced to make it illegal for an employer to secretly monitor an employee's phone calls. These "would have a devastating impact in the survey research industry" because, "for quality control purposes, survey-research and polling firms monitor a minimum percentage of the phone calls being made on any project." CASRO is working for an

BUZZWORD ALERT: *sugging* and *frugging*

Two practices that bother honest telephone research organizations almost as much as they annoy everyone else on the planet are *sugging* and *frugging*. *Sugging*, according to CASRO, is the slimy act of "Selling Under the Guise of research" (get it? SUGging). That's when your answers to a series of bogus survey questions all lead to the conclusion that you would be an ideal customer of this very product. Equally insidious *frugging* is "Fund Raising Under the Guise of research." It's done mostly by mail, sometimes by phone.

exemption to this legislation as well. Then there are various "privacy" bills, which would not ban autodialer calls but would let individuals, at no charge, block all "electronic telephone solicitation." But again, "through our legal counsel, and our members and colleagues, we have been able to respond appropriately to these bills."

Still, the industry's future remains in question. It seems too few young people are being trained adequately to assume jobs in the telephone-research business: "In 1987, each of us was hiring 2.2 inexperienced newcomers. In 1990, we hired 1.2," laments CASRO's Chairman. "So where do we expect our future people to come from?"

Why, from special new college tracks for telepollsters. "Academia has stepped into the breach," informs the newsletter. "Many of you are aware of the University of Georgia program....Along with our academic cousins, we guide course content, curriculum, and philosophical approach. The Georgia grads already have a reputation for being bright, knowledgeable and immediately useful." ☺

A *Meanwhile* Project: Polling the Pollsters

Twenty million Americans receive unsolicited, computer-dialed phone calls each day. Many of these put consumers in touch with actual, live telemarketers and telepollsters. A critical mass has been reached; now *we* can do some statistically significant research about *them*.

There's nothing preventing you from stopping your next tele-caller in mid-sentence asking a few questions. Don't be rude; these are mostly honest, working-class midwesterners who sound lame only because it's in the script. Rather explain that you are part of a national research project gathering data on telemarketers. And ask:

What city are you calling from?

I hear it's beautiful there; what's the weather like?

Do you get lots of tornadoes?

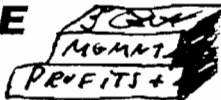
How many people are in the room where you are?

Do they give you free coffee, or do you have to pay?

Is it fun talking to different people all day or is it a hassle?

Send results to *Meanwhile...*, where they will be compiled for publication. For your effort, you will receive a premium incentive promotional item. ☘

BEST-SELLING BUSINESS and FINANCE BOOKS



- 1. "You Can't Do Business with the Sharks with a Piranha in Your Pants!"
2. "Ruthless Bastards, Great Suits: Profiles of Today's Business Leaders, collected from the Top Men's Magazines."
3. "If it Ain't Broke, EAT IT!"
4. "LIVING THERE: A Radical New Approach to Residential Real-Estate Investing."
5. "Blood Money: How You Can Use Your Own Plasma as an Investment for the Nineties."

Mini-Review:

"QUALITY: A Business Revolution"

Two decades ago, a product might have had some good qualities, and some bad qualities. Today, it can only have Quality -- which is always good. How Corporate America transformed this noun.

EXECUTIVE DIGEST:

Reports from the Business Press (with Meanwhile... Commentary)

from USA Today. Since when do you need to speak three languages to work at Beverage Digest? (asks Steve)

Most important, the revamped brand gives Coke a brickbat to aim at Pepsi. Coke II "has no other raison d'etre but to give Pepsi agita (heartburn)," says Jesse Meyers of Beverage Digest.

I Just Want What's Mine

As excerpted from the Brands and Their Products Directory

MY BATHING BABY - Doll, now out of production - Fisher-Price Toys
MY BEAUTIFUL SWAN - Stuffed animal, now out of production - Commonwealth Toy & Novelty Co. Inc.
MY BELL - Product description unknown - Tamura Electronic Corp. USA
MY BELOVED - Bras, girdles, now out of production - Winconia (Boston) Inc. - CBL
MY BEST BUDDIES - Stuffed toys - Fun World Inc.
MY BEST FRIEND - Doll - Eugene Doll & Novelty Co. Inc.
MY BIKE - Bicycles, now out of production - Huffy Corp.
MY BOTTLE BABY - Doll, now out of production - CBS Toys
MY BUDDY - Candy bar - Tom's Foods Ltd.
MY-CHINESE UNCLE - Footwear - Stonebridge Trading Co. - FND
MY CHOICE - Carpet, now out of production - Stevens Carpet - FLD
MY CHRISTMAS BABY - Doll - Eugene Doll & Novelty Co. Inc.
MY CHURCH TEACHES - Children's doctrinal books - Southern Publishing Association
MY CLASSIC PIZZA - The Pillsbury Co.
MY COLOR 2 - Carpet, now out of production - Royalweave Carpet Mills
MY COMB & CARE BABY - Doll, now out of production - Fisher-Price Toys
MY-CORT - Eardrops, nasal spray, ophthalmic ointment - Strip-Physician Supply Co. - DRB
MY DARLING - Flatware, now out of production - Lifetime Cutlery Corp.
MY DISH - Pet-feeding dishes - Penn-Plax Plastics Inc. - PD
MY DOGGIE'S BAG - Dog treats - Pet Life Foods Inc.
MY DOLLY - Doll accessories - Imperial Toy Corp.
MY DREAM - Eau de toilette - Goubaud - DRB
MY EPIL - Depilatory - Bache, Ella - DRB
MY FIRST BRA - Girls' bras - Wacoal America Inc.
MY FIRST BUDDYS - Toys - Buddy L Corp.
MY FIRST CAMERA - Eastman Kodak Co.
MY FIRST COLORFORKS - Toys - Colorforms Inc.
MY FIRST CRAYON - Writing products - Dixon Ticonderoga Co. - WMA
MY FIRST ELECTRIC CAR - Riding toy - Combi Industries Inc. - THC
MY FIRST ELECTRIC TRIKE - Riding toy - Combi Industries Inc.
MY FIRST FISHING POLE - Plaything - Playskool Inc.
MY FIRST GAME - CBS Toys
MY FIRST INLAY - Puzzles - Bradley Co. Milton
MY FIRST MARKER - Writing products - Dixon Ticonderoga Co. - WMA
MY FIRST PENCIL - Writing products - Dixon Ticonderoga Co.
MY FIRST PONY - Rocking horse - Sun Products Corp. [playthings]
MY FIRST PUPPY - Toy puppy, now out of production - Those Characters from Cleveland Inc. - THC
MY FIRST TONKA - Toys - Tonka Corp.
MY FOLLY - Cologne, perfume, toilet water - Parfums Duvellet Inc. - DRB
MY FOOTBALL MONSTER - Push toy, now out of production - Those Characters from Cleveland Inc.
MY FRIEND - Doll, now out of production - Fisher-Price Toys
MY FRIEND JENNY - Doll, now out of production - Fisher-Price Toys
MY FRIEND MANDY - Doll, now out of production - Fisher-Price Toys
MY GANG - Walkovers and textiles - Old Deertield Fabrics Inc.
MY GIRL - Optical products - Art-Craft Optical Co.
MY GOODNESS - Candy - Eddyleon Chocolate Co. Inc.
MY GRANDMA'S RECIPE - Meatball-seasoning mix - Ronconi, L. M.
MY GRANDMOTHER'S HOUSE - Walkovers, now out of production - The Gladden Co.
MY GRASS - Outdoor/indoor carpets and rugs - General Felt Industries Inc. - FLD
MY HEART - Pencils, now out of production - Dakin Inc.
MY HOSIERY BAG - Noe Equil Hosiery Corp.
MY HOUSE - Children's dinnerware - Anacapa Corp.
MY HOUSE - Computer software - Beria-Max Inc.
MY ISLANDS - Cologne - The Gillette Co. - TGR
MY-K - Nasal spray, now out of production - Pharmaceutical Basics Inc.
MY-K FORMULA 77 - Pharmaceutical, now out of production - Pharmaceutical Basics Inc.
MY-K FORMULA 77D - Pharmaceutical, now out of production - Pharmaceutical Basics Inc.
MY-LADY - Hosiery and underwear - Moyer Co. Inc., Walter W.
MY LADY - Optical products - Art-Craft Optical Co.
MY LADY - Wine - Duplin Wine Cellars Inc. - NBMD
MY LIL BAT - Toy baseball bat - Renzi Plastic Corp., A. J.
MY LIL KITCHEN - Toy - Tomy Corp.
MY LIL SWING - Swing toy - Renzi Plastic Corp., A. J.
MY-LITE - Lamps - Mobile-Spartus - CP
MY LITTLE COMPUTER - Electronic learning aids - Texas Instruments Inc.
MY LITTLE MARINA - Infants' bath toy - Century Products Inc.
MY LITTLE ONE NURSERY - Play center for dolls - Today's Kids
MY LITTLE PONY - Footwear, now out of production - Pony Sports & Leisure Inc. - FND

MY MOMMY'S PURSE - Toy - Tonka Corp.
MY NAILS - Nail- and body-care franchise - Nailcare Inc. - DFO
MY-NAME - Pens - Sakura of America
MY-NAME - Personal printer - Duke Co., Ronald K. - OP
MY-NAME - Recording label, now out of production - Pickwick International Inc. - GM
MY-NAME - Stamp sets - Consolidated Stamp Manufacturing Co. Inc. - OP
MY-NAME - Stationery embosser - Art Seat & Embosser Co. - OP
MY NANA'S - Tortillas - La Canasta Food Products
MY OFFICE - Computer software, now out of production - Datapak Software Inc.
MY OWN - Feminine hygiene products - Schering-Plough Co. [Schering Laboratories Div.] - DRB
MY OWN MEALS - My Own Meals Inc.
MY PAD - Infants' changing and shopping cart pads - Pansy Ellen Products Inc.
MY PADS - Woodwind pads - Pizzi, Enzo - MMR
MY PAL - Gloves - Knoxville Glove Co.
MY PET - Pet-care products - My Pet Grooming Center
MY PET BEAR - Stuffed toy - Mattel Inc.
MY PET BUNNY - Stuffed toy - Mattel Inc.
MY PET KITTEN - Stuffed toy - Mattel Inc.
MY PET MONSTER - Catch mitts, now out of production - Synergistics Research Corp.
MY PET MONSTER - Push toy, now out of production - Those Characters from Cleveland Inc.
MY PET PONY - Toy horses - Hedstrom Corp.
MY PET PUPPY - Stuffed toy - Mattel Inc.
MY PHONEBOOK - Computer software - Nine Ninetyfive Businessware
MY PRECIOUS PUFFS - Dolls - Matchbox Toys USA
MY-PREFERENCE - Paprika - Marmorek & Son, Herbert
MY PRETTY PURSE - Toy - Fisher-Price Toys
MY-PRICE - Citrus products - Avakka Processors Inc. - CFP
MY PRINCESS GIOVANNI - Jewelry - Giovanni Jewelry Co. - GAZ
MY RD - Sealers, tapes, caulking, etc. now out of production - Myz Inc. - BS
MY SECRET - Carpet - Evans-Black Carpet Mills
MY SECRET - Cologne - CTS Laboratories Inc. - DRB
MY SELECTION - Choccolates - Hooper's Confections Inc. - CB
MY SHADOW - Postcards - The Exclusive Co. - GDA
MY SHAPE 'N' STIR POT - Plaything - Playskool Inc.
MY SIN - Fragrance, bath oil, dusting powder, soap, etc. - Charles of the Ritz Group Ltd. - DRB
MY SIN - Optical products - Zyloware Corp.
MY SKIN - Foundation garments - Warnaco Inc. [foundation garments]
MY SOLE - Women's shoes - Famolare Inc. - FND
MY SON THE DOCTOR - Game, now out of production - CFC Games - GDA
MY STARS - Tea - Coffee & Tea Ltd. - TGB
MY STICKER ALBUM BOOK - Creative Teaching Press Inc. - THC
MY STORY - Computer software - David & Associates - E
MY SWEET - Optical products - rudson Optical Corp.
MY SWEET MERMAID - Doll - Tomy Corp.
MY-T-CHEWS - Candy - Verburg Co. Gerrit J.
MY-T-FINE - Desserts and pie-crust mix - RJR Foods Inc. - TGR
MY-T-GOOD - Canned meal products - Southern Style Foods Inc. - CFP
MY-T-GOOD - Processed seafood, now out of production - Dejean Packing Co. - CFP
MY-T-MITE - Mite and lice treatment for birds - Hartz Mountain Corp.
MY-T-MOIST - Muffin and cake mixes - Allen & Co., J. W.
MY-T-ONE - Vitamins - Britz Years Vitamins
MY-T-TUFF - Socks - Leininger Mills Inc.
MY-TE - Winch-and-host combination - My-te Products Inc. - BGG
MY-TE-FINE - Processed foods - West Coast Grocery - TGR
MY TOWN - Game - Educational Games Co. - PD
MY TOWN - Toys - Montgomery Ward & Co. Inc.
MY TRAIN - Wooden train and accessories - Montgomery Schoolhouse
MY TREASURE - Perfume, cologne, now out of production - TMC Group Inc. - GDA
MY TREAT - Fruit - Joseph Orchard Siding Inc., Geo. F. - TGR
MY TURN - Carpet - Burlington House Carpets - FLD
MY VERY FIRST BABY - Doll, now out of production - Fisher-Price Toys
MY VERY OWN - Computer software - Le Com Enterprises Inc.
MY VERY OWN - Toy phone - Mattel Inc.
MY VERY OWN - Women's hand tools, now out of production - Oxwell Tool Co. - NFM
MY VERY OWN CALENDAR - Computer software - Learning Well
MY VERY OWN RECIPES - Computer software - Le Com Enterprises Inc.
MY VILLAGE - Bed inens - Dan River Inc.
MY WAY - Carpet, now out of production - Mothawk Carpet Mills
MY WAY - Push toy - Berne & Co. Inc., Russ
MY WAY - Wall tie - Integrity Tie Co.

from The Delaware Valley Rail Passenger newsletter (and soon to appear in the "Ideas" section of Money magazine):

Scam #73

Passengers at Penn Center have been approached by a man who wants to change a dollar's worth of change for a dollar bill. After making the swap, the passenger discovers that the man give them less than a dollar. Watch out!

Giving 110 Percent: sports & gambling page

SPRING BASEBALL BOOKSHELF



"HOME IS WHERE THE CATCHER SQUATS" (history)
A complete and official history of baseball protective gear, from early cups and shin-guards to today's throat flaps.

"QUINTUPLE DECK" (trivia)
Who would have been the fifth next batter after some of the game's most memorable moments?

"BARBER BOOKIE" (current events/sports)
Pete Rose's former barber and bookmaker gives the real story behind the ballplayer's infamous "only on a bet" haircuts.

"DO DIFFERENTIAL PARTICLES KNOW THE HIDDEN BALL TRICK?" (sports/science)
British physicist Jeremy Watkins guides readers on a lighthearted scientific exploration of the old ball game.

"CEMENT SPIKES" (fiction)
The novel that inspired the hilarious motion picture, *Hit Men*. After the "mob" buys a National League team as a front for its prostitution and drug operations, the bosses have a change of heart, deciding to field a team of mob soldiers to compete for the pennant!

"FOURTH BASE" (biography/history)
The true story of Clive Sands, the unsuccessful, oft-frustrated pioneer of the pentagonal infield.

"THE GAY BASEBALL ENCYCLOPEDIA" (reference)
Complete batting and pitching records of major league players versus gay, straight, and bisexual opponents.

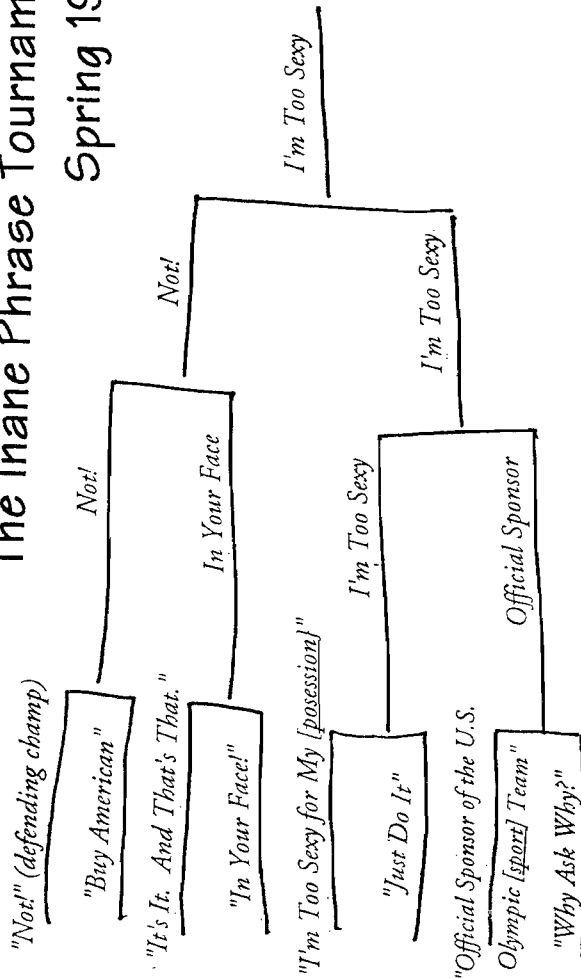
"ME AND THE BABE" (autobiography)
Personal memoir by Edgar Fernstrom, the fan who claims Babe Ruth was really pointing at *him* before the slugger's legendary "called shot" homer against the Cubs.

"THE MAGINOT LINEUP" (history)
By 1939, Adolph Hitler's secret plan to win the World Series was in place. Only the French stood in his way.

ALSO DUE IN PAPERBACK:

- "SHUT UP ALREADY" BY CURT GOWDY
- "FUCK: THE WADE BOGGS STORY"
- "BATTY" BY CAMILLE PAGLIA

The Inane Phrase Tournament Spring 1992



DAN
was once
at a party
with
Axl Rose



DAVE
sat in an
airplane
next to
Ralph Nader