

# Meanwhile...

TOUGH ON GREASE, GENTLE ON FEET

Fall '93

Issue #7

Price: \$2 (up 3/4)

## SWEATING PELLETS

### A Brief, Uncomfortable Encounter with the President of Pez

Years ago, under the misguided impression that it would be cool or clever (and upon the pretense that I might write about the "Pez revival" for a local magazine), I arranged to interview the chief executive of Pez Candy, Inc. On a scalding summer morning, I drove into deepest Connecticut and pulled my car into the parking lot of the buildings that housed Pez's administrative headquarters, factory, and warehouses. The buildings were not, as one might expect, brightly

colored. They were uniformly beige and nondescript and -- actually -- unmarked. In the course of the next few hours, I would be further disappointed.

I'll admit now, I had a hidden agenda in making my trip. Recently, I knew, Pez's well-known candy dispensers had undergone a transformation. Whereas, earlier, their torsos had been linear and perfectly straight from top to bottom, they now were being manufactured with feet. Well-known Pez-machine characters, like the Google-Eye Witch, Batman and Pumpkin Head, could now stand on their own, no longer at constant risk of tipping. They had feet.

I wanted to recreate the sequence of events that had led the company to add

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feet to the dispensers. The frustrated letters from immature consumers whose displays of Pez dispensers kept falling over. The growing acceptance among company brass that something had to be done. I wanted to talk to the engineers and the accountants, see the memos that were surely fired back and forth among executives while Pez contemplated the only major design change in its hardware's history.

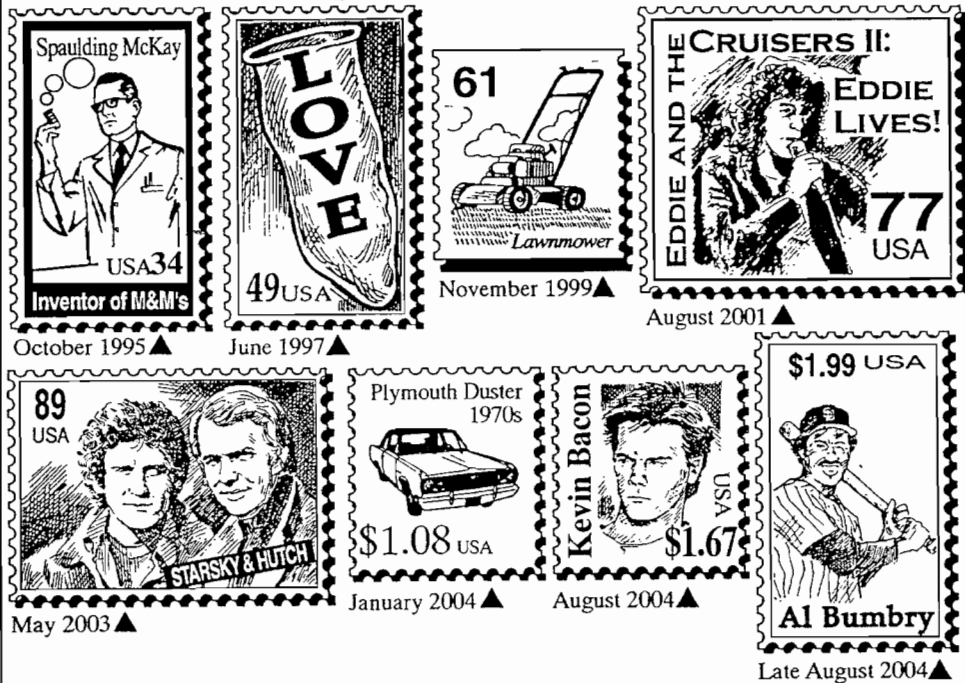
I even had a great (albeit not directly related to the story idea I've just explained) lead sentence for my Pez article: "No, Scott McWhinnie, president of Pez Candy, doesn't have a hinge at the back of his neck and a retractable head that tilts back to dispense huge candy pellets..." It might have been a funny article.

I'd met McWhinnie months earlier at a candy wholesalers' convention in Boston. There he was, the president of Pez, a large man standing in his company's trade-show booth, shaking hands and passing out samples.

"It's more than a candy. It's a system," he was saying to everyone who passed (mostly candy retailers he was

*(continued on page 8)*

### Coming from the US Postal Service



RICH HARRINGTON

**FROM THE EDITORS**

**NOBODY ASKED, BUT  
I WAS JUST THINKING...**

that it would be hard to write a coherent column  
so instead I'll just spew random thoughts...

DID YOU KNOW...

water covers nearly two-thirds of the earth's fish?

DID YOU KNOW...

many of the common phrases and expressions we use  
come from the plays of Shakespeare? Match the phrase with  
the play from which it originated:

- "Sweets to the sweet" *Hamlet*
- "Mortal thoughts" *Macbeth*
- "Strange bedfellows" *The Tempest*
- "The naked truth" *Love's Labor's Lost*
- "What's in a name?" *Romeo and Juliet*
- "Whoot there it is" *Julius Caesar*

SPOTTED ON MENU: "Some people think the hardest  
part in making our world-famous six-foot-long hero sandwich is  
baking rolls of bread long enough! Actually, it's a much bigger  
challenge finding continuous, six-foot slices of meat."

When my grandfather came to this country, he dreamed of  
opening a Smoke Shop, but he was too poor. He had to open  
a Second Hand Smoke Shop.

Observational humor for later use: You know those faucets  
in public restrooms, where the water comes out only while  
you are pushing down on the handle? You can only wash  
your left hand with hot water and your right hand with cold  
water. (File under: sinks.)

**SHAKESPEARE in the DARK**

If Shakespeare were a 1990s screenwriter, what would his  
movies be called?

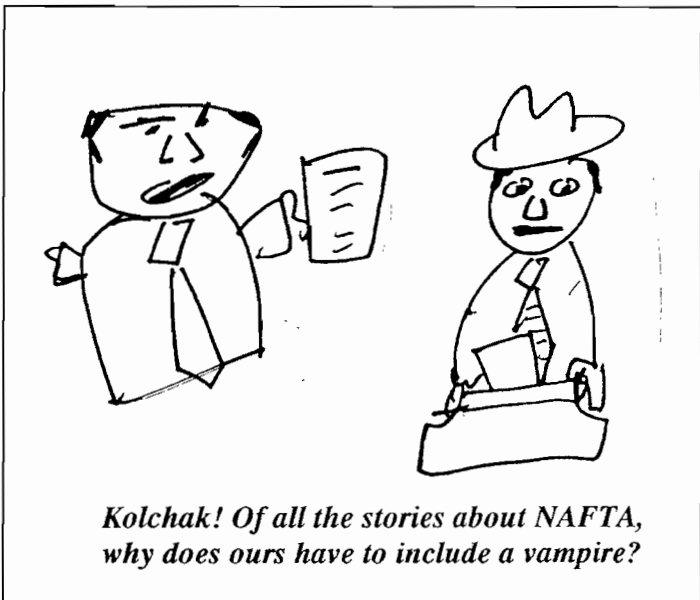
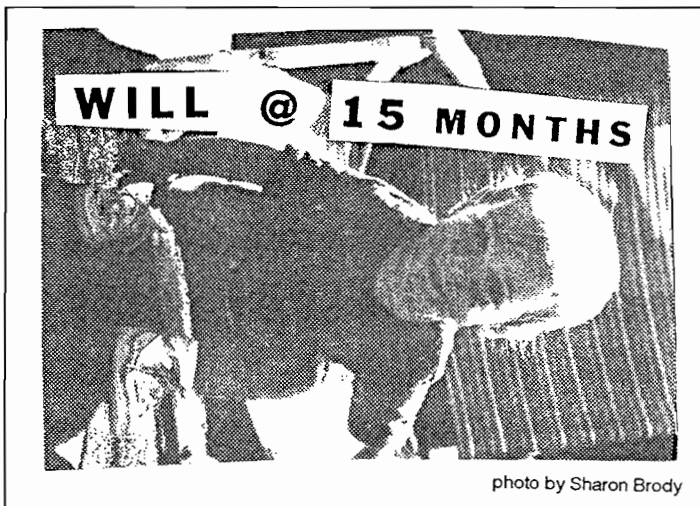
- The Taming of the Shrew *Untamed Shrew*
- Macbeth *Mortal Thoughts*
- A Midsummer Night's Dream *Dreamwave*
- Three Gentlemen of Verona *Gents*
- Romeo and Juliet *Romeo and Jooly*
- As You Like It *That's The Way I Like It*

*The Editors*

**Meanwhile...** is the in-house newsletter of the Red Rocket  
Group, a leading manufacturer of vegetable-based exercise  
equipment. No need to use a separate conditioner. Warning: you  
are in violation of federal laws and may be liable to prosecution.  
Please disregard this warning if it does not apply to you. All  
original art and text (mostly in Garamond type like this) is  
copyright (c) 1993, by:

Rich Harrington (postage stamps), Vance Lehmkuhl (Gulliver  
gag illustration), Becky Batcha (signed "The Editors"),  
and Don Steinberg and Steve Steinberg (the rest).  
Body copy in other type-styles probably has been snipped from  
well-known publications, taken apart, and put back  
together the old-fashioned way: one leg at a time.

Please address correspondence to:  
55 North Third Street, Apt. 41, Philadelphia, PA 19106.  
This issue's phone-in game: NAFTA stands for North American  
Free Trade Agreement. How many words can you make out of  
the letters contained in the phrase North American Free Trade  
Agreement? Show your skills by calling 1-900-WE-COLLECT.



## HOW TO BUY A HOUSE

by Steve Steinberg

Land -- Every drowning man's dream.

For many, though, the thought of owning one's own land and one's own house is just that: a desperate and wild dream, a best-of-all-possible-worlds situation where the streets are paved with milk and honey, and after a few days everything really begins to stink and your shoes are completely ruined.

But it doesn't have to be that way. Take your protein pills and put your helmet on, because today we're buying a house!

The first hurdle you have to get over when deciding to buy a house is psychological. You must come to grips with the idea of spending your entire life's savings and, in return, getting only one item. Another thing that you'll have to get used to is the concept of budgeting and cutting-corners. If you're married, this means you'll be saying things to your spouse like, "You ordered a *large*? You're really that fucking thirsty?"

Now let's pick a house.

Houses, like everyone else, come in all shapes and sizes, and it's good to know the major architectural styles so that you can decide for yourself the exact shape and size of the hole into which you will pour your hard-earned dough.

A "Colonial" is the kind of house that they always pretend TV families live in. It's a simple, basic two-story house. A "Semi-Colonial" is similar in style, although here the first floor is replaced by a comma. A "Victorian" is old and usually pretty large. It's full of brave men and women who suffer from something called "melancholy." There is a repressed sexuality within the style. For example, the area in the house designated for sex is euphemistically referred to as "the bedroom".

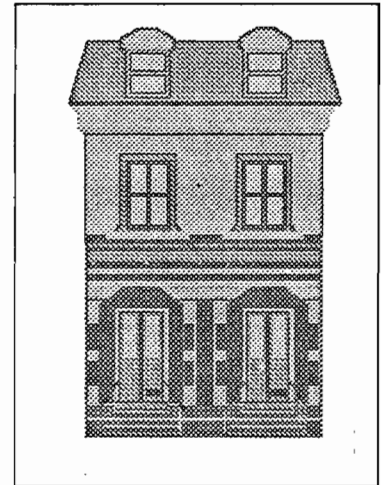
The "Ranch," or "creamy," style is a single-story house. The design dates back to the Old West, when structures that rose too high were easy prey for the vicious dinosaurs that prowled the prairies and valleys of the Dakotas and beyond.

Helping you sort through all this is the Real Estate Agent. It's his or her job to place you in a water-damaged, bug-laden home of your own, by answering those important questions which they pretended you asked. Beware of realtors who are too chummy or friendly. For example, if he or she, when showing you a house, runs up the stairs, flops down on one of the beds, and yells, "And this'll be *my* room!," chances are you'll probably want to look elsewhere. On the other hand, you don't want to deal with someone too dark or sullen. If there are references to previous owners

"dying suddenly, but painlessly," again, it's time to move on.

After you've carefully and lovingly chosen your own personal "Xanadu," it's time to find the lending institution that will help you pay for your momentary lapse of good judgment. They will go through your credit, banking, and personal history so meticulously that it won't come as much of a surprise when they say something like, "Funny, you don't look like the kind of guy that would rent *Nurses Who Want It Bad*." They are only looking out for themselves, though, so you can understand their need to know the name of the kid who sat next to you in second grade.

When I say "interest rate," I'm not referring to yours in this reading, which by now is probably at a post-depression low. Here, "interest rate" refers to your financing. Using a complicated series of mathematical equations, by plugging in your interest rate, you can actually figure out how many times over you will have paid for your house throughout the life of the loan. If you borrow at 8%, after thirty years you end up paying for your house almost three times. At 14%, it's over four times.



The phrase "deja vu" was, in fact, coined by Frenchman Antoine De La Mortgage, who, in the twenty-second year of his house payments, said, "I have this strange feeling like I already paid for this before. *Mon Dieu!*"

Finally, it's time to "pass papers." Here, papers rates up there with blood and stones on the list of "things least pleasant to pass." Passing papers or "closing" takes place in a high-priced-lawyer's office, and it's traditional that at this time, the buyer hands a check of at least four digits to everyone in the room. Lawyers, being the sharp thinkers that they are, will often employ the old trick of slipping a bogus sleeve over the arm of their suit jacket, thus appearing as a different person in the twisting sea of limbs reaching for your checkbook. Be forewarned.

Well, it's done. Now as you wander through *your* house wondering why you can't actually see through the tap water, or whether a baseball bat will be big enough to kill those things in the basement, or which brand of kitchen cleanser would be best for removing the scribbled words "Helter Skelter" from the refrigerator door, you can well with the pride of living The American Dream.

*Steve Steinberg is working on a screenplay about a guy.*

# Out on the Town

## DAY OF THE INVENTOR

George Schiff laughs a lot when he speaks. He's a heavy, rolling man with a head as big, round, and hairless as a prize-winning pumpkin. Although he spends almost sixty hours-a-week behind his desk, he looks unnatural in an office. His Italian double-breasted suit is custom-tailored, but still it doesn't fit quite right. It hangs in places and sags in others -- as if his body has "rejected" the outfit. He freely admits that he's the kind of guy who enjoys a day off. And it was that very same work ethic that has made him one of the wealthiest men in the country.

"Every year, I'd get so depressed around the end of February. I'd look at the calendar and realize that, after Washington's Birthday, there were no more holidays until Memorial Day -- Only work, work, work until summer. That was just too long."

His jowly frown becomes a wide smile. "And that's where Inventors Day came from."

"I'd been in PR my whole life, and I figured that if I could sell America on an airline that had lost more than its fair share of wings and engines, then how tough could it be to sell them a holiday...a day off from work?"

"Traditionally" Inventors Day is celebrated on the second Monday in April, distancing itself from semi-or mock-holidays like Saint Patrick's Day and April Fool's Day. Schiff is reasonably sure that he was the lone celebrant of the first Inventors Day, ten years ago this April. Instead of going to work, he spent his holiday registering for a trademark for the name "Inventors Day." He also sent out some five hundred greeting

cards, each extending the warmest of Inventors Day wishes. Recipients of his good tidings ranged from Governors and members of Congress to the heads of greeting card companies, florist chains, and candy manufacturers.

Also on his list were the Mayors and Chambers of Commerce of certain small towns. "I'd look in the encyclopedia and see that the guy that invented the first, say, vacuum cleaner was born in someplace like Scratchyourbutt, Montana. Maybe they have a little plaque about it there somewhere, but now they find out that there's talk of a national holiday that's going to celebrate places like Scratchyourbutt. Wheels begin to turn. They start thinking about tourism. All of a sudden there's going to be this three-day weekend when people are going to want to go out and visit places having to do with inventors. They call their Senators to push this through Congress. They start printing tee-shirts..."

Then they have to deal with Schiff's Holiday Corporation. It is estimated that the rights to the words "Inventors Day", which Schiff has registered with the governments of over two hundred countries, are worth in excess of one billion dollars. Applications for licenses, which he used to handle in a couple months every fall, now keep him busy year-round.

From his desk, he takes out a stack of greeting cards. The front of one has a drawing of an Einstein-like character with a light bulb above his head. He opens it. On the inside it says, "I knew it was a brilliant idea to marry you! Happy Inventors Day!" On the front of another is a sad-looking man and the

caption, "When is someone going to invent an unbreakable heart?" Inside, it says simply, "I'm sorry."

He flips through the pile of cards. "The beauty of the day is that people can 'invent' for themselves just what they want it to mean. Over time, it's expanded from just the celebration of inventors to the celebration of 'the spirit of invention'. Some use it as a day to reflect. Some, as a day for friends. Some, as a day to finally ask out that special person they've always wanted to -- to 'invent' a relationship, if you will." And apparently, there's a card for every interpretation. Last year, over two million cards were purchased and sent.

Schiff, though, doesn't want to stray too far from the original meaning of the holiday. "Around the second or third year, we decided that each Inventors Day we would pay special tribute to the work of a different inventor." (He always uses the plural "we" when discussing the doings of the corporation. For the first five years of its existence, however, he was the sole employee.) "For example, we honored Marconi to tie-in with the five-hundredth anniversary of the sailing of his fellow-countryman, Christopher Columbus. And a couple years back, in the spirit of 'perestroika', we honored a fellow by the name of Ipatieff, a Russian who invented high-octane gasoline."

"Would I ever be the honoree of the year?" He leans back in his chair and smiles. "It might be kind of nice...people sleeping late, relaxing, doing whatever they wanted to do. Maybe someone would lift a glass and say, 'To George Schiff, for inventing this day off.'"

# MediaNoche

media and entertainment

## JUST SO STORIES

The following list was illegally photocopied from the 1992-1993 edition of *Books in Print*, then rearranged (but not very much) in a humorous order to help avoid prosecution.

- So You're a Teenage Girl. rev. ed. Jill Renich-Meyers. 144p. 1990. pap. 8.99 (0-310-31801-7) Zondervan.
- So You're Adopted. Fred Powledge. LC 81-23278. 112p. (gr. 3 up). 1982. SBE 12.95 (0-684-17347-6, Scribners Young Read) Macmillan Child Grp.
- So You're Getting Braces: A Guide to Orthodontics. Alvin Silverstein & Virginia B. Silverstein. LC 77-16488. (illus.). 128p. (gr. 3 up). 1978. PLB 12.89 (0-397-31786-7, Lipp Jr Bks); pap. 3.95 (0-397-31787-5, Lipp Jr Bks) HarpC Child Bks.
- So You're Getting Married. H. Norman Wright. LC 85-18364. 264p. 1985. pap. 7.95 (0-8307-1095-7, 5418613) Regal.
- So You're Going to College. Vergilius Ferm. LC 72-85933. (illus.). 160p. 1972. 6.95 (0-8158-0292-7) Chris Mass.
- So You're Going to Court: The Law & You. Robert W. Smedley. 302p. 8.00 (0-685-41739-5) Fountainhead.
- So You're Going to Haiti? Tom C. McKenney. LC 88-50163. (illus.). 56p. (Orig.). 1990. pap. 3.00 (0-932572-08-3) Words Living Minis.
- So You're Going to Have Papples. Mari Stein. (illus.). 1973. pap. 3.95 (0-918546-03-6) Quarterdeck.
- So You Want to Raise a Boy? W. Cleon Skousen. LC 61-9555. 1962. 15.95 (0-385-02408-8) Doubleday.
- So You Want to Restore a Vintage Home: A Buyer's Guide. Diane Haugen. LC 90-70304. (illus.). 96p. (Orig.). 1990. pap. 14.95 (0-9625756-0-7)

- So You Want to Exercise? Try This! George L. Rafter. (illus.). 63p. (Orig.). 1987. pap. 4.95 (0-9618969-0-6) Reality OH.
- So You Want to Get into the Race. Chuck Klein 1980 concordance study guide 5.95 (0-8423-6082-4) Tyndale.
- So You Want to Have a Long-Range Plan. rev. ed. William W. Simmons. Jap. 1987. pap. 10.00 (0-912841-25-7, 02) Planning Forum.
- So You Want to Lead Students. Chuck Klein. 96p. 1982. pap. 4.95 leader's guide (0-8423-6084-0) Tyndale.
- So You Want to Learn How to Type. rev. ed. J. Robbins Barrett. (illus.) 1990. pap. 9.50 (0-9619019-5-0); pap. text ed. 8.95 (0-9619019-2-0) J.R. Barrett.
- So You Want to Make Movies: My Life as an Independent Film Producer. Sidney Pink. LC 89-8859. (illus.). 298p. 1989. 18.95 (0-9119221-7-9) Pincapric Pt.
- So You Want to Meet the Family. Jeff Hayes. 1991. text ed. 4.95 spiral bag. (0-87162-57-7, DS10), leaders bk. 2.94 (0-87162-57-9) Quater Bk Co.
- So You Want to Move to the Smokies. 2nd ed. Hott. H. Towne. 222p. (Orig.). 1986. pap. 7.95 (0-9619019-5-0) H.H. Towne.

- \*So You Want to Be a Wizard. Diane Duane. (gr. 5 up). 1992. 3.50 (0-440-40638-2, YB) Dell.
- So You Want to Be an Executive. Elton T. Reeves. LC 73-138569. pap. 63.50 (0-317-09942-6, 2050398) Bks Demand.
- So... You Want to Be an Innkeeper: The Complete Guide to Operating a Successful Bed & Breakfast Inn. rev. ed. Mary E. Davies et al. (illus.). 218p. 1989. pap. 12.95 (0-9622338-0-3) Pro Assn Innkeepers.
- \*So You Mean to Read the Bible. Gerard Sloyan. 56p. (Orig.). 1992. pap. text ed. write for info. (0-8746-2044-2) Liturgical Pr.
- So You Think You Have Better Things to Do Than Stay Married. Hans R. Hailey. 1991. 16.95 (0-533-09484-4) Vantage.
- \*So You Think You Know Golf? Bill Kroen. LC 92-16127. 1992. write for info. (0-8431-3432-1) Price Stern.
- So You Think You Know Maine. Neil Rolde. LC 84-47758. (illus.). 216p. (Orig.). (gr. 6-12). 1984. pap. 13.95 (0-88448-025-9) Tibury-Hse.
- So You Think You Know...? Quiz Book. Ed. by IAP Staff. (Aviation Training Ser.) (illus.). 297p. 1980. pap. 8.95 (0-89100-071-2, EA-QB) IAP.
- \*So You Think You Saw a Monster? Learning about Make-Believe. Joanne Wylie & David Wylie. LC 85-16594. (Many Monsters Learning about Bks.) (illus.). 32p. (ps-2). 1985. pap. 3.95 (0-516-44496-4) Childrens.
- So You Think You Want to Be a Crop-Duster. rev. ed. Miles E. Gibson. (illus.). 140p. 1978. pap. 9.95 (0-942306-06-7) Diversified Pub Co.
- So You Think You're a Baseball Fan. Jack Clary. (illus.) 160p. 1988. 7.95 (1-55770-058-9) Quinlan Pr.
- \*So You Think You're a Californian. Dennis Campbell. 1988. pap. 7.95 (1-55770-054-9) Quinlan Pr.
- So You Think You're Fat? Alvin Silverstein et al. LC 90-40761. 224p. (1 A) (gr. 7 up). 1991. 14.00 (0-06-021641-7, PLB 13.89 (0-06-021642-5) HarpC Child Bks.
- \*So You Think You're Irish. Margaret Kelleher. 170p. 1991. Repr. a 99 (0-517-05222-5) Quater Bk Co.

- So You Are the Supervisor. Oliver W. Pittenger. Ed. & illus. by ASQC Staff. (Participative Management Ser.). 139p. 1986. pap. 28.95 (0-87389-025-6, H0538) ASQC Qual Pr.
- So You Want to Be President. Everett Blackman. 88p. 1972. 3.00 (0-86690-060-8, B1024-014) Am Fed Astrologers.
- So You Want to Be the Boss. J. W. McLean. 1990. pap. 15.95 (0-13-815432-5) P-H.
- So You Want to Build a House: How to Be Your Own Contractor. J. Rodney Taylor. LC 90-21735. 176p. (Orig.). 1991. pap. 14.95 (1-55870-185-0) Betterway Bks.
- So You Want to Build a Live Steam Locomotive. Joseph F. Nelson. LC 74-75879. (illus.). 164p. 1978. Repr. of 1974 ed. 20.95 (0-974104-01-7) Wildwood Pubns MI.
- So You Want to Do a Science Project! Joel Beller. LC 81-7943. (illus.). 160p. (gr. 5 up). 1984. pap. 13.20 (0-15-095-1262-0) AVer.
- So You Want to See a Psychiatrist? Ed. by Bruce L. Danto et al. LC 79-23225. 170p. 1980. lib. bdg. 15.00 (0-15-095-1262-0) AVer.
- So You Want to Serve. Jack DeHart. Ed. by David K. Bernard. (Understanding & Using Your Lay-Ministry Gift Ser.). 189p. (Orig.). (YA) 1990. pap. 6.95 (0-932581-77-3) Word Affame.
- So You Want to Set the Pace. Chuck Klein. 96p. 1982. pap. 5.95 (0-8423-6083-2) Tyndale.
- So You Want to Start a Business! William A. Delancy. 216p. 1986. (Busn) P-H.
- So You Want to Write a Book. 1990. pap. 5.00 (0-930661-50-0) Interspace Bks.
- So You Want to Write a Cookbook. Judy Rehmel. LC 83-81899. (illus.). 100p. 1983. pap. 6.95 (0-915216-88-4) Marathon Intl Bk.
- So You Want to Write a Cookbook! Judy Rehmel. (illus.). 52p. 1982. pap. 5.00x (0-93731-04-9) J. Rehmel.
- So You Want to Write Your Family History. Norma P. Evans. LC 83-82903. (illus.). 47p. (Orig.). 1983. pap. text ed. 6.50x (0-937418-09-9) N F Evans.
- \*So You'd Like to Go Far? Si Quieres Ir Lejos. Ralph Shallis. (SPA.). 4.50 (0-847228-362-3, 220835, Pub. by Edit Cie SP) TSELF.
- So You Bought a Shortwave Radio! A Get Acquainted Guide to the Wide World of Short Wave. 2nd ed. Gerry L. Dexter. (illus.). 76p. 1988. pap. 6.95 (0-936653-12-4) Tiare Pubns.
- So, You Got Talent - Now What? A Musician's Guide to the Music Business. Randy S. Cierley. (illus., Orig.). Date not set. pap. text ed. write for info. String Pub CA.
- So You Have High Blood Cholesterol. (illus.). 28p. 1988. pap. 1.00 (0-16-002621-0, S/N 017-043-00119-2) USGPO.
- So You Want to Open a Day Care Center: A Basic How to Do It Guide. Patricia C. Gallagher. (illus.). 100p. (Orig.). 1987. pap. text ed. 12.95 (0-943135-07-9) Gallagher Jordan.
- So You Want to Own a Restaurant! The Dream, The Steps, The Reality. Monty Campbell & Fabrizio Gruppioni. 110p. 1989. pap. 7.50 (1-87718-03-3) Archangel Pr.
- So You Want to Own a Yacht. Frank D. Simons. (illus.). 200p. (Orig.). 1989. pap. 7.95 (0-685-26970-1) Tropicane Import Export.
- So You Want to Quit. Jean Kirkpatrick. 18p. 1982. pap. 1.50 (0-318-19527-5) WFS.

## TV SPORTS Reviews

### HBO Major League Baseball Night Fridays, 8:00 p.m.

Perhaps the greatest (and least anticipated) consequence of Major League Baseball's loss of its federal anti-trust exemption was the acquisition of MLB, last Winter, by media conglomerate Time-Warner. Owning baseball gave Time-Warner, already the world's biggest entertainment company, entry into the lucrative yet previously untouchable business of pro sports-team franchising. No surprise, the company was quick to make its mark: first thanking the Congressmen who made the acquisition possible by awarding a long-sought team to the District of Columbia (the Washington Interactives begin in the National League Central next year), and now by launching the first premium-channel ballgame broadcast.

The benefits of putting baseball on cable TV are promising: statistics-on-demand via fiber-optic wire, multiple, viewer-selectable camera angles coming into the home on data-compressed channels, ballpark-like surround sound. All that may be on the way. For now, though the primary breakthrough of HBO Major League Baseball Night is what might be called its adult appeal. Veteran announcer Tim McCarver has apparently been instructed to loosen up his good-ole-boy persona in bantering with his more youthful co-stars, raunchy stand-up comic Martin Lawrence and actress/comedienne Rosie O'Donnell. This was obvious in one of his calls during a late-season game: "Gonzalez hits one toward the wall. Rickey's going back...he leaps....what a fucking catch!"

(continued on page 47)



Thanks a lot! You guys have been tremendous.

# WHAT'S IN A NAME?

Citizens legally change their names for a variety of common reasons. Some have family issues to resolve. Others hope to cloak their ethnicity and better assimilate into mainstream culture. Some simply want to shake loose of an oddball given-name that has been a lifelong source of personal embarrassment. Still others seek name-changes to avoid the pursuit of law-enforcement authorities. This last motive is the reason why all pending name-change requests are published in the newspaper. Police departments appreciate this procedure. People who are trying to quietly eliminate a lifelong source of personal embarrassment do not. For them, publication of their name-change pleas in the daily newspaper gives the world one last, highly visible opportunity to have a chuckle at their expense. Or so they thought.

On this page, *Meanwhile...* reprints some of the more interesting name-change requests published in Philadelphia newspapers in recent months.

## 762 Change of Name

**Court of Common Pleas for the County of Philadelphia**  
 June Term, 1993. No. 8447  
 Notice is hereby given that on June 9, 1993, the petition of Varkey Puthenpurayil Abraham and Kochuthressia Varkey, husband and wife, and parents and natural guardians of Biroy M. Abraham, Riroy M. Abraham, and Gray M. Abraham, minor children, was filed in the above named Court, praying for a decree to change their names from Varkey Puthenpurayil Abraham to Varkey Manaloor Abraham; Kochuthressia Varkey to Rani Manaloor Abraham; Biroy M. Abraham to Joseph Manaloor Abraham; Riroy M. Abraham to Antony Manaloor Abraham; and Gray M. Abraham to Jacob Manaloor Abraham. The Court has fixed July 15, 1993 at 9:30 A.M. in Room 10, 34 S. 11th St., Phila., PA, as the time and place for the hearing of said petition, when and where all persons interested may appear and show cause, if any they have, why the prayer of the said petition should not be granted.

**Court of Common Pleas for the County of Philadelphia**  
 June Term, 1993. No. 4029  
 Notice is hereby given that the petition of ANTHONY MARCUS MELTON and ANTHONY MARCUS MELTON, II was filed, praying for a decree to change their names to ANTHONY MARCUS WALTON and ANTHONY MARCUS WALTON, II. The court has fixed August 13, 1993, at 10:00 A.M., in Room 395 City Hall, Broad and Market Streets, Philadelphia, PA, for hearing. All persons interested may appear and show cause, if any they have, why the prayer of the said petition should not be granted.  
 WILLIAM T. JACKSON  
 Attorney for Petitioners  
 Sacks, Basch, Weston & Sacks  
 2nd Fl., 210 W. Washington Sq.  
 Philadelphia, PA 19106

## 762 Change of Name

**Court of Common Pleas for the County of Philadelphia**  
 September Term, 1993. No. 1745  
 Notice is hereby given that on September 17, 1993, the petition of Carlos Alberto Menchero was filed, praying for a decree to change his name to Kyle Koshin Burns. The Court has fixed October 29, 1993, at 10:00 A.M., in Room 395 City Hall, Phila., Pa., for hearing. All persons interested may appear and show cause, if any, why the prayer of the said petition should not be granted.

## 762 Change of Name

**Court of Common Pleas for the County of Philadelphia**  
 May Term, 1993. No. 4640  
 Notice is hereby given that the petition of DAVID WAYNE ROTHSCHEG was filed, praying for a decree to change his name to DAVID WAYNE. The court has fixed July 16, 1993, at 10:00 A.M., in Room 395 City Hall, Broad and Market Streets, Philadelphia, PA, for hearing. All persons interested may appear and show cause, if any they have, why the prayer of the said petition should not be granted.  
 E. WILLIAM HEVENOR  
 Attorney for Petitioner  
 Rosengarten & Richmond, P.C.  
 Suite 500, 1700 Walnut St.  
 Philadelphia, PA 19103

## 762 Change of Name

**Court of Common Pleas for the County of Philadelphia**  
 May Term, 1993. No. 4296  
 Notice is hereby given that on May 27, 1993, the petition of BUFFY DIETRICH was filed, praying for a decree to change her name to NICOLE J. DIETRICH. The court has fixed July 9, 1993, at 10:00 A.M., in Room 395 City Hall, Broad and Market Streets, Philadelphia, PA, for hearing. All persons interested may appear and show cause, if any they have, why the prayer of the said petition should not be granted.  
 MARK A. MASLEY  
 Attorney for Petitioner  
 Spear, Wilderman, Borish, Endy, Browning & Spear  
 1500 Atlantic Building  
 260 South Broad Street  
 Philadelphia, PA 19102

**Court of Common Pleas for the County of Philadelphia**  
 May Term, 1993. No. 3200  
 Notice is hereby given that on May 21, 1993, the petition of WILLIE WILLIAMS, JR. was filed, praying for a decree to change his name to GEORGE WILLIE JONES. The court has fixed July 2, 1993, at 10:00 A.M., in Room 395 City Hall, Broad and Market Streets, Philadelphia, PA, for hearing. All persons interested may appear and show cause, if any they have, why the prayer of the said petition should not be granted.  
 BARTHOLOMEW E. POINDEXTER  
 Attorney for Petitioner  
 10th Fl., 3001 Walnut St.  
 Philadelphia, PA 19104

## 762 Change of Name

**Court of Common Pleas for the County of Philadelphia, April Term, 1993. No. 3972.** Notice is hereby given that on June 10, 1993 the petition of Robert J. Benco, Sr., Patricia A. Benco, Patricia A. Benco, and Gina P. Benco. The Court has fixed July 23, 1993 at 10:00 A.M., in Room 395, City Hall, Phila., Pa. for hearing. All persons interested may appear and show cause if any they have, why the prayer of the said petition should not be granted.

**Court of Common Pleas for the County of Philadelphia**  
 July Term, 1993. No. 501  
 Notice is hereby given that the petition of YITZHOK ELIYAHU was filed, praying for a decree to change his name to CRAIG ROCCO SCALETTO. The court has fixed August 13, 1993, at 10:00 A.M., in Room 395 City Hall, Broad and Market Streets, Philadelphia, PA, for hearing. All persons interested may appear and show cause, if any they have, why the prayer of the said petition should not be granted.  
 MARK A. MASLEY  
 Attorney for Petitioner  
 Spear, Wilderman, Borish, Endy, Browning & Spear  
 Suite 1500, 260 S. Broad St.  
 Philadelphia, PA 19102

## 762 Change of Name

**Court of Common Pleas for the County of Philadelphia**  
 August Term, 1993. No. 8571  
 Notice is hereby given that on August 18, 1993, the petition of Paulina Florina Isaacson, a minor by her parents and natural guardians, Ronald Isaacson and Elena Isaacson, h/w, was filed, praying for a decree to change her name to Angela Rose Isaacson. The Court has fixed September 28, 1993 at 9:30 a.m. in Room 10, Family Court, 34 S. 11th St., Phila., Pa., for hearing. All persons interested may appear and show cause if any they have, why the prayer of the said petition should not be granted.  
 Joseph S. Grossman, Esquire  
 Ten Pence Center, Suite 606  
 Philadelphia, PA 19103

**Court of Common Pleas for the County of Philadelphia**  
 June Term, 1993. No. 1749  
 Notice is hereby given that on June 22, 1993 the petition of Cheri Davis was filed, praying for a decree to change her name to Cheri Bush. The Court has fixed July 30, 1993, at 10:00 A.M. in Room 395 City Hall, Phila., PA for hearing. All persons interested may appear and show cause if any, why the prayer of the said petition should not be granted.

## 762 Change of Name

**Court of Common Pleas for the County of Philadelphia**  
 May Term, 1993. No. 8657  
 Notice is hereby given that the petition of SEAN PHILLIPE YACOVONE was filed, praying for a decree to change his name to SEAN PHILLIPE MCGOWAN. The court has fixed June 17, 1993, at 9:30 A.M., in Courtroom 10, Philadelphia Family Court, 34 South 11th Street, Philadelphia, PA, for hearing. All persons interested may appear and show cause, if any they have, why the prayer of the said petition should not be granted.  
 JUANITA E. HOLDEN  
 Attorney for Petitioner  
 Dessler, Moses & Sheinoff  
 1814 Chestnut Street  
 Philadelphia, PA 19103

## 762 Change of Name

**Court of Common Pleas for the County of Philadelphia**  
 May Term, 1993. No. 4334  
 Notice is hereby given that on May 28, 1993, the petition of VERNON PEED was filed, praying for a decree to change his name to VERNON REED. The court has fixed July 9, 1993, at 10:00 A.M., in Room 395 City Hall, Broad and Market Streets, Philadelphia, PA, for hearing. All persons interested may appear and show cause, if any they have, why the prayer of the said petition should not be granted.  
 JAMES HICKEY  
 Attorney for Petitioner  
 Eisenberg & Hickey  
 Suite 1200, 1518 Walnut St.  
 Philadelphia, PA 19102



## **GeigerCounterCulture** *science & technology*

### **WHERE ARE THEY NOW?**

Here is a list of the world's most famous people who have actual computer products named after them...

FAMOUS PERSON	THEN	NOW	DETAILS
ARCHIMEDES (287 - 232 BC)	Greek inventor	Application-development tool	Archimedes C-6801/6301 is a cross-compiler that produces microcontroller code. Supports all industry standard emulators and PROM programmers via over 30 linker output options.
ARISTOTLE (382 - 322 BC)	Greek philosopher	client-server software	Aristotle provides access to ProDOS applications on the file server from Apple IIe and IIgs workstations.
CHRISTOPHER COLUMBUS (1451-1506)	Italian navigator	font package	Columbus Type 1 typefaces feature large display sizes designed to meet requirements of digital typography.
LEONARDO Da VINCI (1452- 1519)	Italian artist, inventor	connectivity tool	Da Vinci Simple Message Transfer Protocol Gateway allows users to exchange mail with users of most UNIX systems.
ALBERT EINSTEIN (1879 - 1955)	German-born physicist	workgroup mail system	Einstein Electronic Mail for Windows, for Novell Networks, includes group rolodexing, group calendaring and group chat.
GALILEO (1564 - 1642)	Italian astronomer	video adapter card	Galileo Macintosh video adapter offers resolution of 1152x910.
FERDINAND MAGELLAN (1480 - 1521)	Portugese navigator	search software	Magellan locates and views almost any type of textual information stored on PC hard disk.
MICHELANGELO (1475 - 1564)	Italian artist	graphics board	Michelangelo VRAM 1280 graphics board offers 256 colors at 1,024-by-768-resolution and 32K colors at 460-by-480-pixels.
CLAUDE MONET (1840 - 1926)	French painter	network data-access system	Monet Lite incorporates the X Window protocol, enabling users anywhere on the network to access Monet's SQL-based relational database.
ISAAC NEWTON (1642 - 1727)	British physicist	personal digital assistant	Newton is a pocket-sized electronic notepad giving users intelligent help in capturing, organizing and communicating ideas. Includes calculator, mobile communications and automatic phone-dialing capabilities.
PABLO PICASSO (1881 - 1973)	Spanish painter	data-access tool	Picasso is a multi-dimensional query tool based on technology used in the MacDSS spreadsheet.
PLATO (428 - 348 BC)	Greek philosopher	mass storage	Plato Hardpac 20 is a removable hard disk drive with 21.4Mb data capacity.
WOLFGANG AMADEUS MOZART (1756 - 1791)	Austrian composer	application development system	Mozart for Windows allows developers to build client/server applications transportable between DOS, Windows and OS/2 without modifications. Includes SAA/CUA standards compliance and RDBMS interface via embedded SQL.
MARCO POLO (1254 - 1324)	Venetian explorer	document-management system	MarcoPolo enables users to store automatically indexed files from any Apple Macintosh application in 'document centers.'
REMBRANDT van RIJN (1606 - 1669)	Dutch painter	output device	Rembrandt Model 3500F plotter supports 16.7M colors, prints in 5 seconds per slide; 50 seconds per 8"x10" print.
SOCRATES (470 - 399 BC)	Greek philosopher	human resource management system	Socrates (System of Computerized Reporting and Tracking of Employee Specifics) includes staffing & recruitment, interview scheduling, benefits & compensation and other HR functions.
NIKOLA TESLA (1856 - 1943)	American engineer	Control-system simulation package	Tesla lets users interconnect analog and digital blocks using a command-line format.

Not yet used as computer-product names: Beethoven, Churchill, Confucius, Copernicus, Dali, Dante, Edison, Freud, Nietzsche, Raphael, Sartre, Shakespeare, Thoreau, Tolstoy, Voltaire, Wagner, Wittgenstein.

### PEZ (cont.)

hoping to supply with his product). He proselytized energetically about Pez being the world's only candy that comes with its own special means of physical delivery. I might have argued that with, say, a chocolate bar, you could just unwrap it and place it directly into your mouth. But I was taken by his childlike enthusiasm.

In a less hectic moment at the show, we talked. McWhinnie told me he wasn't a Pez founder; he'd only recently come to the company, recruited by a headhunter (his term) after a successful career in breakfast-cereal marketing. He seemed full of anecdotes (including the origin of the Pez name) and forthcoming about his business. I took a business card, and later set up a formal interview.

Inside Pez's main office, McWhinnie and I sat down. He cracked a joke about Pez's being headquartered in a town named Orange: "We're the only company that makes a product with a flavor that has the same name as the town where the company is based," is close to what he said. Then he issued a warning.

"You mentioned in your letter that you wanted to talk about business aspects of the company. That's something we can't do," he said. Pez was a privately held company. The owners were, in fact, *very* private. Their identities could not even be revealed. Nor could any specifics about the company's business -- its sales or market share, for instance.

"You know where the name Pez comes from?" he asked. McWhinnie figured I was there to write the typical nostalgia piece that would equate "kitsch" with desirable, especially after I told him I wasn't seeking undisclosed corporate financial data. I figured I'd slide into the feet-on-the-dispensers issue at the proper moment, giving it a slant that would sound no fiscal alarms.

Pez, he explained, was invented a hundred years ago in

Germany, originally for adults. It wasn't orange and it didn't was invented a hundred years ago in Germany. It didn't come in Goofy dispensers. It was called *Pffeferminz*, the word for peppermint in its creators' language. Now, Pez in America was enjoying a renaissance. McWhinnie pointed to a poster from a Rob Reiner movie on which a pull-quote revealed that a kid in the movie liked Cherry Pez. He told of a (now defunct) MTV game-show that was using a man-size model of a Pez dispenser on its set.

"Yeah, and what's the story with adding the feet?" I asked.

He looked at me. "People collect them," he said, reaching to get his President's Collection of rare and historic dispensers. "Some people even built cardboard holders so their displays wouldn't keep falling over." He demonstrated. "The feet keep them standing up by themselves."

I endeavored to get more detail about the feet, but McWhinnie repeatedly stonewalled me. As I pressed the issue it became clear that our interests were entirely at odds. He became increasingly reticent to divulge facts even remotely connected to the company's operations. At one point during the factory tour, I pointed at a giant, funnel-shaped tank that contained a vast amount of pink sugar which was being compacted into pellets by machines below. I asked him what the tank's capacity was. He just clammed up.

I considered hanging out in the parking lot, accosting Pez factory workers and secretaries, coaxing them to leak details and documents. Maybe, I thought, Orange was a "Pez town," populated by residents who'd worked at the company for forty, fifty years, ready to heap stories upon anyone who flattered them by asking via a small, local newspaper ad. I could have pursued it further.

Journalistic training tells you never to "walk away" from a story. But I did. I put on my souvenir Pez baseball cap, loaded up the shaft of my souvenir Porky Pig dispenser, and rode the hell out of there. ♦

## THE INANE PHRASE TOURNAMENT SUMMER/FALL 1993

