PROPERTY OF

Meanwhile... XXL

ZINE OF CHAMPIONS

Winter '94 Issue #8 Price: $2

THAT'S NO CULTURAL ICON, THAT'S MY REVENUE SOURCE

The other day I was accidentally spilling dark fluids onto white surfaces when I decided I'd like to see what the entire, official Rorschach inkblot test looks like. This seemed like a reasonable proposition. Over the years I'd probably seen all of the images that comprise the Rorschach test just by watching television sitcoms in which characters give their own, humorous interpretations of amorphous blobs. Of course, I was sadly mistaken. As I soon learned, ever since Swiss psychologist Hermann Rorschach developed the blots between 1911 and 1921, they have been guarded as closely as Lenin's Tomb or Whitney Houston (by Kevin Costner in the movie).

Around the same time, I'd just finished speaking with a computer software publisher who had recently purchased the rights to use the famous JFK-assasination film made by Abraham Zapruder. The computer guy sounded exhausted from the experience, as if he'd just been through a grilling by the Warren Comission (or by Kevin Costner in the movie).

It struck me then that it would be worthwhile to write an article about the secrets behind the Rorschach test and the Zapruder film. Both are such standard parts of the diet of contemporary culture that I never imagined anybody owned and was making a huge annual income off of them. I also found it fun to keep repeating, "Rorschach and Zapruder, Rorschach and Zapruder." Who needs more impetus than that?

"Uh, Joe Blow, I'd like to introduce you to...Joe...Schmoe."

INSIDE: NO ONE NAMED ASHLEY OR YOUR MONEY BACK

FROM THE EDITORS....2
SISYPHUS: THE LEGEND RETURNS....3
YOU READ IT HERE SECOND....4
MEDIANOCHE....5
SONG: THE MOVIE
TODAY'S STYLE....6
I HEAR AMERICA MORPHING
ECONOMIX....7
SCRUBBED EXPERIMENTS FROM NAMELAB
"I believe greeting cards speak volumes about the sender, a kind of holiday Rorschach."....8

Ownership of the inkblots, I learned after a long series of calls, has never been transferred from the original Swiss company through which Dr. Rorschach made them available to his (originally skeptical) peers. Psychologists today still administer the test. They can purchase the ten-card set of inkblots (that's all there ever were: five black-and-white, five color) for $65, directly from the Hans Huber Co. and its global subsidiaries, or from selected psychological-merchandise wholesalers. But you couldn't walk in off the street and buy a set of Rorschach cards, the way you might purchase, say, the *Fleer Ultra* Limited-Edition Shaquille O'Neal set. Both you and your planned application of the cards need to be approved and qualified before you can obtain the cards.

"We get reports on whoever purchases the test," said Michelle at Hografe & Huber of Kirkland, Wash., the subsidiary that handles U.S. Rorschach licensing. Because of the complex nature of diagnosis and the ever-present possibility of misuse (which could further damage a patient), she added, "we can take the test away from someone if we learned they were using it a wrong or possibly harmful way."

I told Michelle I was sure I'd seen Rorschach inkblots on TV. Could they have been fakes or parodies of the real cards? "I think that's illegal," she said. But what about occasional renderings in psychology textbooks? "A lot of those books are in some way related to our company," she pointed out. Any magazine or book publisher can apply to reprint a Rorschach image, but it requires explicit explanation of the reason for the use, which then needs to be deemed worthy by company officials in Switzerland. The approval process can take six weeks or more and may involve several lawyers.

(continued on page 8)

FROM THE EDITORS

HIGH-SCHOOL NICKNAMES
THROUGHOUT HISTORY

Jesus	"J.C.," "Geez"
Sampson	"Sam-bone"
William the Conqueror	"Conks," "Conky"
Nero	"Neroid"
Henry VIII	"8-ball," "8-dog," "Hank"
Claude Monet	"C-Money"
Pope Pius III	"Pie-eye," "Threepeat"
Fyodor Dostoevsky	"Dusty," "Skeezer"
Franz Kafka	"Vitamin K"
Nikola Tesla	"Testes"
Hirohito	"Hitman"
Mohandas Gandhi	"Mogus"
Chiang Kai-shek	"Kaiser," "Shecky"

Society-out-of-Whack Watch: With the recent passage into law of the Brady bill, it now takes five days to buy a gun. By contrast, it takes five *years* to become eligible for induction into baseball's Hall of Fame. Put another way: between your retirement from organized ball and your enshrinement into Cooperstown, you could purchase approximately 1,820 handguns.

Dear "Personality Parade":
Please help settle a bet between me and my dad. I say one of the names considered and rejected by gangsta rapper Snoop Doggy Dogg was "Sniffy Cat Pooch." He disagrees.
- Bettin' On It, Topeka, KS

Dear Bettin' On It,
Looks like you owe dad a lunch. The names rejected by the rapper of "Doggy Style" were: Butty-Butt, Cap'n Funky Crunch, CAT Scan, Consta-Pate, *E. Coli*, F.U. Woolworth, Gel-Cap, Ice Tray, Ice Cream Sandwich, King Vitamin, Lotus 1-2-3, Mouse Pad, Oral-B, Prop 48, Sir Cup-A-Soup and Wee Willie Winkie.

Free-speech advocates were outraged yesterday when the government banned them from asking, "What's next?"

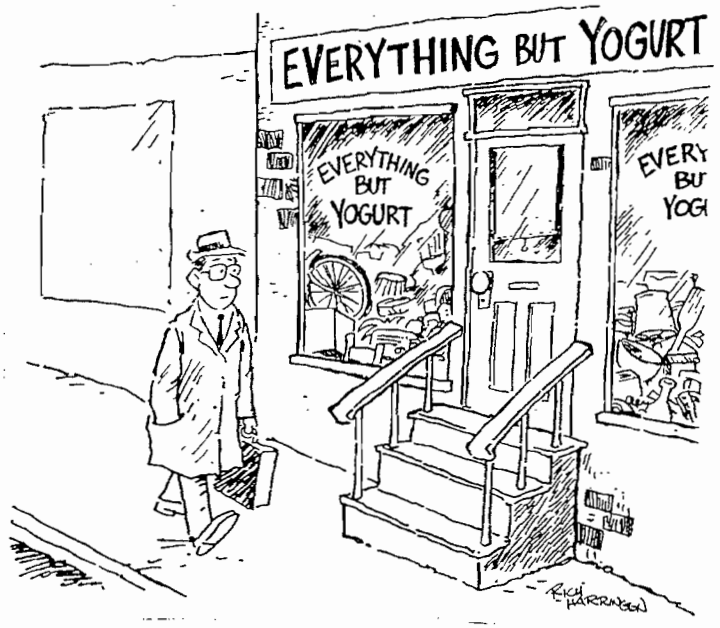
Man #1: This should be the final nail in your coffin!
Dracula: Excellent!

Watch for our next issue, in which, among other things, we sneak-preview the forthcoming album from Meatloaf, ***Bat Out of Hell III: What the Hell.***

The Editors

Meanwhile... is the quarterly, in-house newsletter of the Red Rocket Information Corp., a wholly owned subsidiary of Middleman Consulting Agency Inc. When you need a middleman for a business transaction, we're here to put you in touch with one. And by Extra Gold Beer. When you reach for a beer, go for the Extra...Go for the Gold. This product has not been tested on animals. Expose it to pets at your own risk. Employees must wash hands before returning to work. All contents except those snipped from other publications are copyright (c) 1994, by: Rich Harrington (morph & yogurt cartoons), Vance Lehmkuhl (Joe Blow, Sisyphus illustrations & "in/out" list), Steve Steinberg (contributing editor), and Don Steinberg (receiving editor).
Please address all correspondence to:
55 North Third St. #41, Philadelphia, PA 19106

This issue's phone in survey: you're stranded on a desert island...which long-distance company's frequent-caller "bonus" points would you take with you?



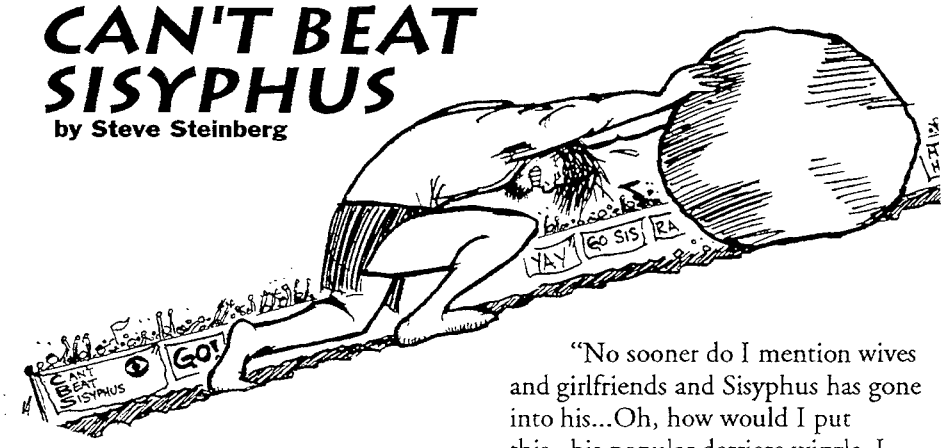
Meanwhile... *Regrets*

A LOOK BACK AT OUR OCCASIONAL BUT NOW HUMOROUS LAPSES IN JUDGEMENT

In our last issue, we encouraged you to purchase overpriced clothing that nobody would really wear in public unless he were a dour-faced cheese-boy posing for a magazine picture. Who knows what we were thinking. Sorry.

CAN'T BEAT SISYPHUS

by Steve Steinberg



"Welcome back. We're about halfway up the mountain right now, and the man they all came to see is not disappointing. After his usual slow start, he's really picked things up, and as we get back to the action, the standing-room-only crowd is really getting behind him. Let there be no mistake...Sisyphus knows how to work an audience!

"There!...the fake slip. If I've seen it once, I've seen it a thousand times, and I always fall for it. My friends, I'm sorry that radio just can't do it justice. Oh, the way he drops to his right knee -- the ankle, looking for all the world like it just got crushed under the weight of his enormous rock...It really is a hoot! And he knows it. He mugs a smile at some fans in the front row. How he manages to hold up that stone while pretending to be hurt is beyond me. The power that man must have!

"And speaking of power, wait'll you see the new Sisyphus calendar. It'll be out in time for the holidays. I just got a hold of an advance copy and, my golly, you should see some of these pictures. We should all be in that kind of shape at his age. Those arms, the legs...shoulders, that chest...Wow! Oh, this'd make a great gift for anyone -- a kid, give him someone to look up to...Any sports fan would love one of these -- sports collectors, too. I don't know if I'd give one to my wife or girlfriend, though -- she'll never take her eyes off it!

"No sooner do I mention wives and girlfriends and Sisyphus has gone into his...Oh, how would I put this...his popular derriere wiggle. I don't know where he came up with it. He hasn't been doing it all that long, but in just a short time, it has become something of a trademark with him. To tell you the truth, I don't see what all the fuss is about, but I guess what I think doesn't matter to the throngs of women that whoop and whistle like rabid construction workers whenever he does that little dance of his.

"You know, you can build up a mighty big thirst just listening to Sisyphus push that rock up the hill, so why don't you quench that thirst with an icy cold Budweiser. Nothing beats The King Of Beers -- Budweiser.

"As we reach the three-quarters mark, let's take a break before the homestretch and dip into the mailbag and pull out another couple of winners in the "Why I want to be like Sisyphus" contest. Winners will receive two cases of any Coke brand product and be eligible to win a trip for four to Disneyland, for the opening of the new "Sisyphus's Mountain" rollercoaster. Our first lucky winner is Jennifer Di...Pasquale -- Jennifer DiPasquale. Jennifer is eight and writes, "I would like to be like Sisyphus because he's very strong. I would like to able to push his rock. It looks fun. The end." That was sweet, Jennifer. Next, we hear from Stewart Becker...and Stewart is fourteen. He writes, "I want to be like Sisyphus, because he is a good role model for kids like me. He took a bad situation like being punished by the gods, and turned it into a good situation. I would also like to be like him because he is rich and very influential." Well, thank you, Stewart. Both Jennifer and Stewart will have their names entered into our big, jackpot drawing. Good luck to both of you.

"We're just about in sight of the mountain top. The weather has been excellent. There had been some talk of showers, but thankfully, they have held off. He's really cranking now. This is pure power. This is really -- Wait!!! What the heck is he doing? I can't believe what I just saw. He gave the rock a mighty push, then turned around and started...miming, like Charlie Chaplin. He pretended he didn't know the rock was about to roll back into him! At the last second, he turned and caught the thing, but, my golly, was that a funny bit. And so unexpected. This is usually the part of the mountain that he really has his game face on. Oh boy, the crowd sure enjoyed that. I'll be darned...

"Sisyphus might know what fate holds for him, but unfortunately the same can't be said for you or me. That's why we need The Kemper Group. Trust The Kemper Group for all your insurance needs.

"And it looks like he's about to do it again! He's reached the mountain top. What an iron man. What a model of consistency and longevity. He's incredible. He takes off his wrap-around Oakley sunglasses, wipes the perspiration from his brow, and shakes a victorious fist at the fans gathered at the peak. They love him! And there goes the rock! It rolls past him on its way down. He blows it a kiss, and asks for some applause for his silent co-star. What a show this guy puts on. Now he's heading back down the mountain. He's a crowd pleaser. He'll shake hands and give high-fives all the way down. And we'll be back with the Tower Records' "Roll That Rock Recap"...right after this."

YOU READ IT HERE SECOND

OUR REGULAR DIGEST OF MATERIAL THAT ORIGINALLY APPEARED ELSEWHERE IN BETTER CONTEXT

A clown act's changing faces

'I reevaluate my makeup every time I put it on. I adjust it and make it stronger. This look now is close to something I would patent. It works with the kids. But when I go to Faneuil Hall, I do it without makeup or with a red nose.'

DAVID HOLZMAN

'Davey' adapts makeup to fit the audience

By Craig Harris
SPECIAL TO THE GLOBE

A childish, fun-loving spirit and brilliantly colored face paint enables David Holzman of Newton, otherwise known as "Davey the Clown,"to elicit laughter from the youngest members of his audiences.

The clown, however, is only one side of Holzman's persona.

"There's always been a split in my personality," said Holzman, 32. "I studied philosophy and I really like Edgar Allen Poe. I was into the Existentialists. For a long time, I wrote short stories in a Franz Kafka style. The clown plays with everything. The other side tries to get serious."

The character of Davey The Clown, who will perform for the Metrowest Harvest children's party tomorrow at the Sheraton Tara in Framingham, has grown through the years. "It's been a slow process, seeing what works, trying things out and changing my persona."

The clown's makeup has been evolving steadily.

"I really work from a gut level," said Holzman, whose street fair performances and private bookings occupy him about two days a week. "I practically reevaluate my makeup every time I put it on. I adjust it and make it stronger. This look now is pretty close to something I would patent. I've stuck with it and it works really well with the kids. But when I go to Faneuil Hall, I do it without makeup or with a red nose. It works just as well."

Holzman, who was born in California, began his theatrical career in Switzerland. "I started making these toys," he said. "I could make 100 to 150 of them in a week. ... It took a fair amount of skill."

"It was similar to juggling with eye-hand coordination," Holzman said. "I got huge crowds around me. It was hard to sell the things because people were just watching. But, then, if one person got the idea to ask me for one, I could sell 100 of them in an hour. I was selling them for six Swiss francs. My rent was 200 francs. In less than an hour, I could pay my rent." (A Swiss franc is worth about 50 cents.)

Holzman's love of performing was further sparked by his roommates in Switzerland. "They were into the theater," he said, "and I started becoming involved with them."

In 1980, Holzman returned to the United States. "I came back because I wanted to study theater," he said. "I figured learning in English made more sense than learning in German. I started studying theater at Berkeley."

A turning point came when Holzman enrolled in a drama class there. "I had come back, but, I didn't know what to do with myself," he said. "I was living in

CLOWN, Page 15

A clown's changing face

■ CLOWN
Continued from Page 13

Oakland. I painted pictures of my house with thousands of cockroaches in the drawings. I was really depressed about my life. I got this brochure from a community college. One of the classes was a drama class. I signed up for it. I got along with the teacher pretty well. After two or three classes, he and a friend told me that there was a senior adult theater company," The College Avenue Players.

Holzman ended up working with the College Avenue Players for four years.

Davey the Clown was conceived while Holzman was studying at The Del'Arte School of Physical Theater, which specialized in clown styles, in northern California. "That's where I got my actual clown training," he said.

Holzman moved to Massachusetts in 1986. "I was supposed to move with my girlfriend," he said. "But theater school has a way of breaking up relationships. Toward the end, I was just getting terribly bored. My feet were getting cold. She was into this marriage idea. But I wasn't. So I backed out.

"I told her that I would still help her move," he said. "She moved to New Hampshire. After I dropped her off, I came to Boston. I had heard that the street performing scene was pretty good. I hung out, living in my supposed van, from June until the 14th of December. I performed as a street performer in Harvard Square."

For now, Davey The Clown performs mostly for children's birthday parties, and Holzman would like to put together an adult show.

"It would work better, especially in a place like Harvard Square or Faneuil Hall, if I had a show for adults," he said. "In the evening, there's mostly adults there. If you act childish, they laugh at you."

Holzman plans to use clowning more as a psychological tool. "I worked in a theater company that performed in prisons," he said. "Most violent offenders have a trigger. A chain of events convinces them that they can hurt somebody. We went through those events and showed the prisoners how to intervene so a violent act wouldn't happen.

"I'm interested in doing that with at-risk kids. The clown is a lot about inner feelings. Birthday clowning is fun. But there's lots more that can be done."

source: Boston Globe, December-ish, 1993

Vance's INs and OUTs for 1994

Every January, without fail, as sure as the arrival of Martin Lawrence, it happens: another bunch of clever newspaper writers rings in the new year by composing a list of things that are IN and OUT. These lists make diligent reference to many semi-related, recently popular cultural entities such as Elvira or faxing (to borrow examples from 1989). Unfortunately, in most cases, the references are either painfully obvious, seem to be almost randomly chosen, or put down on paper only to illustrate the author's breadth of knowledge in some esoteric field like jazz dancing. We thought it would be funny to create a parody of the traditional "in/out" list by beginning with categories that themselves are sometimes considered obscure and pedantic. But we were wrong. Still, through what can only be called blackmail, Vance persuaded us to print his list anyway. He says somebody, somewhere will "get it." Hey, maybe.

Vance's 1994 Ins and Outs for Quantum Physics

IN	OUT
chaos	uncertainty
cyberdeterminism	superdeterminism
Space Time Condominiums	Space-Time Continuum
Fuzzy dice	fuzzy logic
plains states	Eigenstates

Vance's 1994 Ins and Outs for Philosophy

cosmic itchiness	cosmic laughter
radical positivism	positive radicalism
Lichtenstein	Wittgenstein
sex	lex
wire-rim glasses	frizzy hair
"I love you; you love me"	"God is Dead"

Vance's 1994 Ins and Outs for Musical Composition

neo-proto-minimalism	post-minimalism
allegro non troppo	largo con brio
retrograde-inversion hexachords	sound
mezzo-piano	mezzo-guitar

MEDIANOCHE
the media and entertainment page

SONG: THE MOVIE

Rescue Me, My Life, Demolition Man, Dazed and Confused. Four very different movies -- one terrible similarity: their titles are all swiped from pop songs. By now, we've all taken note of this practice, seemingly designed to transfer some of the good-will associated with a revered oldie onto a film that may have little else going for it. But given how quickly movies such as *Chances Are* and *Delirious* fade from memory, it's easy to forget how pervasive this naming device has become. Below, then, is our ongoing list of films whose marketers didn't bother to think up original titles.

Note: this list does not include movie soundtrack theme songs, such as *Live and Let Die, You Light Up My Life, or Against All Odds (Take a Look at Me Now).* Also disqualified: documentaries about musicians (*Let's Spend the Night Together*), dramatic bio-pics (*Great Balls of Fire, Sweet Dreams*), movies starring Elvis, and *songs* named after *movies* (*Frankenstein, Heart of Glass*). Included, however, are those especially uncreative movies whose entire plots are based on old songs (*The Night the Lights Went Out In Georgia, Ode to Billy Joe, Harper Valley PTA*).

(Note: Question marks indicate information we didn't bother to look up).

TITLE	AS SONG	AS MOVIE
All I Want for Christmas	?	Ethan Randall, 1991
All of Me	Sinatra, others	Steve Martin, 1984
All Shook Up	Elvis Presley, 1957	?
All Together Now	Beatles, 1968	Helen Hunt, 1975
An Innocent Man	Billy Joel	Tom Selleck, 1989
Baby It's You	Shirelles	Arquette, 1983
Calendar Girl	Neil Sedaka	?
Dazed and Confused	Led Zeppelin, 1969?	Richard Linklater, 1993
Downtown	Petula Clark	Forest Whitaker, 1990
Frankie and Johnny	?	Al Pacino, 1992
Freeze Frame	J. Geils Band	Shannen Doherty,-1989
Girls Just Want to Have Fun	Cyndi Lauper	Helen Hunt, 1985
Gloria	Them	Gena Rowlands, 1980
Harper Valley PTA	?	Barbara Eden, 1978
He Said, She Said	Beatles, ?	Kevin Bacon, 1991
Hello Betty Lou	Everly Bros.	Prom Night II
Jumpin' Jack Flash	Rolling Stones	Whoopi Goldberg, 86
Lean on Me	Bill Withers, 1972	Morgan Freeman, 89
Less Than Zero	Elvis Costello,77	Robert Downey, Jr., 1987
Let it Ride	Bachman Turner Overdrive	Richard Dreyfuss, 1989
Love Child	Supremes, 1968	Beau Bridges, 1982
Maybe Baby	Buddy Holly	Dabney Coleman, 1988
My Blue Heaven	Fats Domino	Steve Martin, 1990
My Boyfriend's Back	The Angels, 1963	?
My Own Private Idaho	B-52s	Gus Van Sandt
Nowhere to Run	Martha & the Vandellas	?
Ode to Billy Joe	Bobbie Gentry, 1967	Robby Benson,1976
Only the Lonely	Roy Orbison	John Candy
Peggy Sue Got Married	Buddy Holly	Kathleen Turner,
Pennies from Heaven	?	Steve Martin, 1981
Pink Cadillac	Bruce Springsteen	Clint Eastwood, 1989
Pretty in Pink	Psychedelic Furs	Molly Ringwald
Pretty Woman	Roy Orbison, 1964	John Hughes, 1986
Rambling Rose	Nat King Cole	Laura Dern
Revolution	Beatles	Al Pacino, 85
Running Scared	Roy Orbison,	Billy Crystal, 86
Satisfaction	Rolling Stones	Julia Roberts
Sea of Love	?	Al Pacino, 89
Seems Like Old Times	?, 1946	Goldie Hawn, 1980
Sex, Drugs and Rock & Roll	Ian Dury	Eric Bogosian
Shattered	Rolling Stones	?
Sixteen Candles	The Crests, 59	John Hughes, 1984
Some Girls	Rolling Stones	Patrick Dempsey, 1988
Some Kind of Wonderful	Grand Funk	John Hughes, 87
Someone to Watch Over Me	?	Mimi Rogers, 1987
Soul Man	Sam & Dave, 67	C. Thomas Howell, 1986
Stand By Me	Ben E. King	Rob Reiner, Corys, 1986
Strange Brew	Cream	Rick Moranis, Dave Thomas
Take This Job and Shove It	Johnny Paycheck	Robert Hays, 1981
Taking Care of Business	Bachman Turner Overdrive	James Belushi, 1990
Taps	traditional	Tom Cruise,
That's Life	Frank Sinatra	Blake Edwards, 86
The End	Doors	Dom DeLuise, 1978
The Hard Way	The Knack	James Woods, 1991
The Mighty Quinn	?	Denzel Washington, 1989
The Morning After	Maureen McGovern, 1973	Jane Fonda
The Night The Lights Went Out in Georgia	Vicki Lawrence	Kristy McNicol, 1981
Ticket to Ride	Beatles, 65	?
True Colors	Cyndi Lauper	James Spader, 1991
Walk Like a Man	Four Seasons, 1963	Howie Mandel, 1987
Who'll Stop the Rain	Creedence Clearwater Revival	Nick Nolte, 78

TODAY'S STYLE

LANGU-WATCH:

Ever in search of the hip new phrases and words transforming and our "living language" (English), LANGU-WATCH this issue listens it on the new euphemisms being coined on America's most boring college campuses:

Expressions for going to sleep:

"Hitting the sack"
"Flattening the mattrress"
"Fluffing the head bag"
"Navigating the woolen tube"
"Talking to a man about some sand"
"Rocking Mister Nighty-Night."
"Performing 'unplugged'"
"Sliding headfirst into the mound"
"Cutting to the dream sequence"

for eating or making a peanut butter and jelly sandwich:

"Saluting the purple and gold"
"Doing the slice and spread"
"Going chunky style"
"Reshingling the roof"
"Hiring the law firm of Smucker & Jif"

for brushing one's teeth:

"Polishing the mouth piano"
"Gumlining"
"Attending Colgate University"
"Humming on a stick"

Adult Services

You'll just love EROS™

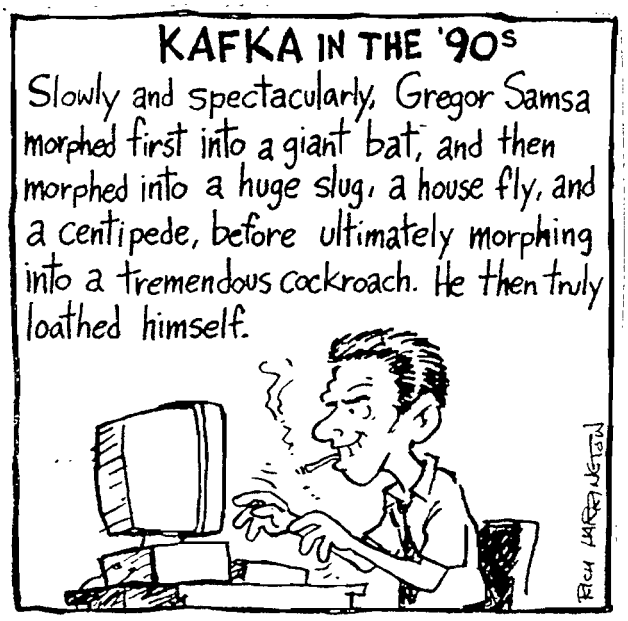
EROS™ stands for Effective and Responsive Outdoor Systems. To our users it means that all MISA's popular software systems can be used as stand-alone, totally independent systems, or can be combined to produce the most powerful software system for Outdoor today.

EROS™ brings it all together in a manner that allows you to obtain only the software you need, when you need it. You are not forced to purchase complete systems when you only require a small component of the overall package. There are a number of benefits of bringing it all together under the EROS™ umbrella, the most important of which are cost savings and future peace of mind.

HEY MA!! LOOK WHAT I MORPHED!!

"Now you can use the technology made famous in the movie T2 and Michael Jackson's faces video," an ad in a recent computer magazine tempted. What American, equipped with adequate hardware to take advantage this offer, could resist? Less than two years ago there was no such thing as personal morphing software. In order to see an Oriental man's face transmute into a white woman's, one had to be watching VH-1 or a big-budget shaving commercial. The computer gear needed to create so special an effect would have cost tens of thousands of dollars. Today, there are several morphing software packages for the average home computer, selling for about $100. The software is selling briskly. Morphing has come quickly to the people. You might wonder what the average person would need to morph. So did we.

"A lot of people did morphs of their kids and their pets," says Bruce Twickler of North Coast Software, maker of the program PhotoMorph. North Coast recently held a



sort of "Show us Your Morphs" contest in which it asked customers to sumbit their work. There are two different end-products people might seek when they morph. One is the little movie that shows the gradual transformation from thing A into thing B. But some people are less interested in the entire movie than just the middle, halfway-between still-image. "They morphed fathers and mothers into children that they never had, or might have had, or whatever," Twickler says.

One contestant produced an entire family album. The face shown on the computer screen continually morphed from one relative into another, including the family dog. "One guy morphed a goblin doll into his daughter," recalls North Coast programmer Andrew Hudson, who points out that "the easiest thing to morph is the human head. But people are getting more and more into objects. One guy did an owl, in screech position, into one of those cars, a DeLorean, with its doors open."

"It's like playing God, almost," says Twickler. "Turning two things into some third creation." ✱

EconoMix
The Business Page

INKBLOTTED WRETCHES
(continued from back page)

"Should they get the bucks? The question makes the flat panel [computer-screen technology] a sort of political Rorschach test."
-- Phil Patton, *ESQUIRE*, Sept 1993

"Trying to listen to [Dick] Vitale is like trying to catch a speeding bullet with your teeth -- the risks far outweigh the rewards. . . . He is the human Rorschach test."
-- Norman Chad, in his new book whose name is too long to fit here

"'Millennialism amounts to a huge social Rorschach blot,' says Paul Saffo, director of the Institute for the Future."
-- *NEW YORK TIMES*, 1/9/94

"The mesmerizing rhythms and rich imagery of [Nostradamus'] Centuries seem to inspire new meaning in the eye of each new beholder - like inkblots in a Rorschach test."
-- *OMNI*, October, 1993

"They are the blank canvasses of the style-conscious. They float like the white clouds in a late summer sky. They are the Rorschach test of the fashion industry. A modest white shirt can be the stuff of stuffy boardrooms or it can be the breezy smock of a creative young artist."
-- *CALGARY HERALD*, 11/16/93

"Left, right, liberal, conservative, hard-liner, soft-liner...'These terms are sort of political Rorschach tests - people see in them what they want to see,' said Jay Goodman, a professor of American politics at Wheaton College in Norton, Mass."
-- *KNIGHT-RIDDER WIRE*, 1/2/94

"'[Screenwriter] John [Guare] always gives you three different things to think (about) simultaneously when he's at his best. And he can do it with one line. It's like some bizarre squash game or a Rorschach test."
-- Stockyard Channing quoted in *SACRAMENTO BEE*, 1/16/94

Making names

At NameLab, we've made product and company names like *Acura*, *AutoZone*, *Compaq*, *Geo*, *Lumina*, *Renova*, and *Zapmail* by constructional linguistics.

The result of a NameLab project is a report presenting and analyzing registrable names expressing your marketing ideas. We quote costs accurately in advance and complete most projects within 4 weeks.

NAMELAB®

NameLab Inc., 711 Marina Blvd., San Francisco, CA 94123
Vox 415-563-1639 Fax 415-563-9176

SimuTim
It looks like Tim. It sounds like Tim. But it's not Tim!
Aquaderm
"For that still-in-the-bathtub feeling... anytime!"
GlucoTronics
The industry leader in marzipan audio components.
NoctoMitt
The last word in overnight gloves.
HemoGraphics
"For when you REALLY need a picture of blood."
Abdominos
"A washboard stomach...or your pizza is free."
Queel
The queerest, wackiest wheel you've ever seen!
Nicoroni
The high-carbohydrate road to kicking the habit.
MasticAid
After you've chewed so hard it hurts.
DentuTemps
"Great dental work, *without* the real dentist cost."
VacuTrac
Specialists in hard-to-find vacuum bag sizes.
Hambrosia
Finally, a pork-based drink that tastes good.
BachBites
When nothing but a Bachman-Turner Overdrive audio snippet will do.
Laminals
Plastic coating -- the perfect way to preserve your pet.
PedaDates
America's most discreet children's escort service.
AccuHat
Precision headwear for men.
Mux
The first fax machine to print on ordinary mugs.
EconoSonic
Strange noises at affordable prices.
LactoGram
From the dairy farm to your mailbox -- overnight.

Rorschach and ZAPRUDER, RORSCHACH and Zapruder

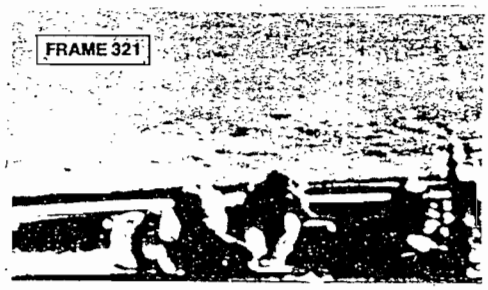
(continued from page 1)

You may wonder how it's possible, in an age when there's a fax machine in every office, to keep a card-sized black-and-white image such a well-contained secret. Teams of lawyers, of course. Also, as a psychotherapist acquaintance of mine pointed out, "you'd have to be careful an extra dot didn't show up on the fax. That could really screw somebody up."

Ownership of the Zapruder film, meanwhile, hasn't left the hands of the Zapruder family since *Life* magazine gave the rights back to them in 1975 (*Life* in1963 had bought exclusive rights for a reported $250,000). Now led by Abe Zapruder's son Henry, the family film-rental business, according to one source, makes multiple millions of dollars annually granting usage rights.

Last November, during the reports comemorating the 30th year after the JFK murder (what's the 30th anniversary of an asassination supposed to be called? The Ruby Anniversary?), the family and its lawyers reportedly asked TV stations for $5,000 or more per showing of the film.

Medio Multimedia Inc., a publisher of CD-ROM titles for computers, spent about five months and an undisclosed but huge amount of cash obtaining the exclusive right to use the Zapruder film in computer software, says Medio executive John Rutter. He says the amount his company had to pay (not counting legal fees) equals "a few bucks per unit." In other words, a few dollars for every JFK Assasination CD-ROM disc that Medio sells (at $60 retail) goes to pay the Zapruders. "That's unusually high," Rutter says. But to be the ultimate CD-ROM-based investigation of the JFK case, he adds, "we had to have Zapruder."



Having been too young to remember where I was when Kennedy was shot, I was surprised to learn from Rutter that the Zapruder film was shot in color.

"Most people who show it have a copy of a copy of a copy," he told me, in which the color, over the generations, has faded to black and white. Obviously, all black and white versions are "bootleg" copies obtained without the family's permission.

"People will sometimes say to me, 'you guys put together this comprehensive disc examining the JFK assassination. You've had a chance to study the case from so many angles. What do you think really happened?'," Rutter said to me. "My gag answer is: the Zapruder family set up the whole thing." ♦

"UMM...IT LOOKS LIKE A SQUASHED DUCK SITTING ON A LAZY JOURNALIST'S HEAD"

Although the Rorschach inkblot test is mentioned constantly in the press (the examples below represent just a few months of recent newspapers and magazines), only a tiny fraction of Rorschach references are in articles about the test itself (these, in fact, are extremely rare). Rather, like Rodney Dangerfield and the dodo bird, the test's popularity as a metaphor for use by busy journalists has surpassed its popularity as whatever is was originally supposed to be. Our analysis indicates, furthermore, that how a you use the Rorschach test as a metaphor can reveal quite a bit about you.

"That key decade--it ran, strictly speaking, from the Berkeley Free Speech Movement in 1964 to the end of the Watergate scandal in 1974--remains, culturally, politically, socially, the great Rorschach test of our times."
-- *COMMENTARY*, Sept 1993

"The problem with the Kennedy assassination, Blakey said in a recent interview, lies in disputes such as this. 'When you come to it and you look at it, it's like a Rorschach test.'"
-- *WASHINGTON POST*, 11/21/93

"The extraordinary range of answers they have given -- from the Godman of orthodox confession to magician, from political revolutionary to the founder of modern business--gives the distinct impression that Jesus has served as a kind of Rorschach test."
-- *NATIONAL REVIEW*, Nov 30, 1992

"I believe greeting cards speak volumes about the sender, a kind of holiday Rorschach."
-- *SAN FRANCISCO EXAMINER*, 12/24/93

"[Crichton] considers the book [*Disclosure*] a Rorschach test."
-- *USA TODAY*, 1/7/94

"That refusal [to diminish herself with the socially acceptable claim that she was only following orders] has made this First Lady a virtual Rorschach test for contemporary ambivalence about powerful women."
-- *WORKING WOMAN*, Oct 1993

"Inaugural speeches, of course, can be Rorschach tests."
-- *DALLAS MORNING NEWS*, 11/16/93

"Think of college football's bowls and rankings as a personal Rorschach test."
-- *USA TODAY*, 12/6/9

(continued on page 7)