

Entertainment

Style Invitational Week 1144: You gave us a bad name! Now give us a better one.

Some entries in the contest for bad product names were actually pretty good. It gave us an idea.



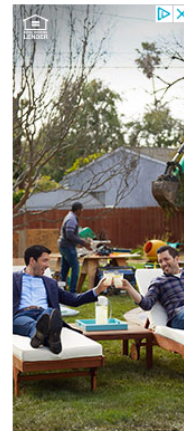
If you lose this week's contest by thissss much, you can take your frustrations out on the second-place prize. (Bob Staake's cartoon will be back next week.) (Pat Myers/The Washington Post)



By Pat Myers Editor and judge of The Style Invitational October 8, 2015
Email the author

(Click [here to skip down](#) to this week's results.)

Goo Goo Cluster is a good name for a candy and an even better one for a baby play group. (Bird Waring Larchmont N.Y.)



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Most Read Entertainment

1 First glimpse of Kennedy Center's much delayed expansion unveiled



Dish Network is an okay name for a satellite TV system, but it's a better one for an escort service. (Stephen Gold, Glasgow, Scotland)



Speaking of, uh, inauspicious names: We just had to send one of our Loser mugs to Carl R. Loser, a candidate for Virginia state Senate. And we love that shirt! (His name rhymes with "poser.") (Courtesy of Carl Loser)

Invisible Fence is a descriptive name for a electronic pet barrier, but it would be a great name for an Internet pawnshop. (Todd DeLap, Fairfax)

Within hours after I posted the [Week 1140](#) contest four weeks ago — the contest whose results run today — people started writing in: You've just asked us to think of some brand name, and say what product, organization, etc., that name would be *bad* for. Can we also send names that would be *better* for something else?

Wait four weeks, I advised. Some Losers didn't, but anyway: **This week: Name a real brand, along with something else it would be a better name for**, as in the examples above, which the Empress





pulled out of the Week 1140s.

Winner gets the [Inkin' Memorial](#), the Lincoln statue bobblehead that is the official Style Invitational trophy. Second place receives a hand-size rubber chicken that "lays an egg" when you squeeze it. Actually, it extrudes a bubble filled with something that kind of looks like raw egg white, plus a yellow ball "yolk"; when you unsqueeze the chicken, it unlays the egg and the bubble goes back in. Hmm, a [seller on Amazon](#) describes these things as "educational toys that help children learn." Learn what — that the chicken came first, then the egg, and then the egg changed its mind? Donated eons ago by Loser Marleen May.

Other runners-up win their choice of a yearned-for [Loser Mug](#) or the ardently desired "Whole Fools" [Grossery Bag](#). Honorable mentions get a lusted-after Loser magnet designed by Bob Staake: either ["The Wit Hit the Fan"](#) or ["Hardly Har-Har."](#) First Offenders receive a smelly tree-shaped air "freshener" ([FirStink](#) for their first ink). E-mail entries to losers@washpost.com or, if you were born in the 19th century, fax to 202-334-4312. Deadline is Monday night, Oct. 19; results published Nov. 8 (online Nov. 5). You may submit up to 25 entries per contest. Include "Week 1144" in your e-mail subject line or it might be ignored as spam. Include your real name, postal address and phone number with your entry. See contest rules and guidelines at wapo.st/InvRules. The headline for this week's results is by Kevin Dopart; the honorable-mentions subhead is by Jeff Shirley. Join the lively Style Invitational Devotees group on Facebook at on.fb.me/invdev. "Like" the Style Invitational Ink of the Day on Facebook at bit.ly/inkofday.

^ **The Style Conversational** The Empress's weekly online column discusses each new contest and set of results. Especially if you plan to enter, check it out at wapo.st/styleconv.

[And from the Style Invitational contest published four weeks ago . . .](#)

- 2 Perspective**
President Trump's power to pardon himself, as skewered by cartoons 
- 3 Review**
The best science fiction and fantasy to read this month 
- 4** Oprah Winfrey picks prison memoir for her book club 
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In **Week 1140** we repeated a 2004 contest in which we asked you to name a real brand and pair it with a product or other entity that that brand name would be *bad* for. Even though we begged you to look at the [Week 547 results](#) so you wouldn't send in the same answers again, the Empress received umpteen and a half entries — amid a total of some 2,000 — suggesting that Microsoft would be a bad name for an ED drug, gigolo, etc., and IBM a bad name for a laxative. There were also dozens of clever other ideas that didn't get individual ink because they were offered by too many Losers: **Sanka as a cruise ship; Planters for a funeral home; Jack in the Box for a mortuary; Sears for a tanning salon; iPad for an accountant.**

Some of the names submitted — including at least one of the examples for this week's contest — were called bad names but were actually pretty good ones. It's a fine line sometimes. If you entered Week 1140 and think one of your non-inking entries might fit the new contest, sure, send it again.

4th place:

One-a-Day is a good name for a vitamin, but not for toilet paper. (Kristen Rahman, Silver Spring)

3rd place:

Dum Dum Pops are a good name for candy but a bad name for a sperm bank. (Jane Auerbach, Los Angeles)

2nd place and the notepad depicting \$20 bills:

Bumble Bee is an okay name for tuna, but a much too accurate one for a presidential debate. (Frank Osen, Pasadena, Calif.)

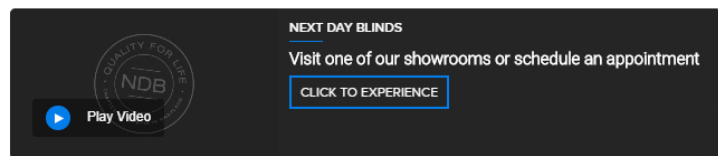
And the winner of the Inkin' Memorial:

Facebook is a good name for a social network, but a bad name for the Sports Illustrated Swimsuit Issue. (Drew Bennett, West Plains, Mo.)

Brand muffin': Honorable mentions

Joe's Crab Shack is a good name for a restaurant but a bad name for a hotel. (David Smith, Santa Cruz, Calif.)

Quaker State is a good name for motor oil but a bad name for the California Board of Tourism. (Mark Raffman, Reston, Va.)



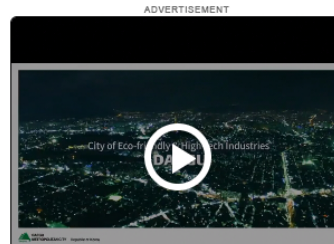
Tyson Foods is a good name for a poultry company but a bad name for a vendor of [boxing](#) memorabilia. (Kevin Jamison, Gaithersburg, Md.)

50 Shades of Grey is a good name for a porn novel but a bad name for a salad bar. (Mike Gips, Bethesda, Md.)

In-N-Out Burger is an okay name for a restaurant, but not for a bulimia treatment center. (David Friedman, Arlington, Va.)

Mr. Tire is a good name for a car service center but a bad name for an energy drink. (Larry Gray, Union Bridge, Md.)

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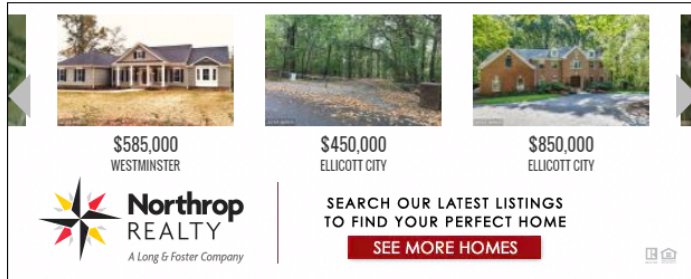
Sorry is a good name for a board game but a bad name for an insurance company. (Nancy Della Rovere, Silver Spring, Md.)

Beanie Babies is a good name for stuffed animals, but a bad name for a Jewish preschool. (Edward Gordon, Austin)

Canon is a good name for a camera, but a bad name for a camera brought to school by a Muslim teen in Texas (Melissa Balmain, Rochester, N.Y.)

Dr Pepper may be a good name for a soda, but it's a bad name for eyedrops. (Miles Borrego, Germantown, Md., a First Offender)

Five Guys is a good name for a burger joint but a bad name for an online dating site (Craig Dykstra, Centreville, Va.)



The image shows a real estate advertisement for Northrop Realty. It features three property listings with photos, prices, and locations. Below the listings is the Northrop Realty logo and a call to action to search for homes.

Price	Location
\$585,000	WESTMINSTER
\$450,000	ELLCOTT CITY
\$850,000	ELLCOTT CITY

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Golden Corral is a good name for a buffet restaurant but a bad name for an assisted-living facility. (Hildy Zampella, Falls Church, Va., a First Offender)

Rite Aid is a good name for a pharmacy, but not an editing service. (May Jampathom, Oakhurst, N.J.)

Trump is a good name for a place full of slot machines, but you might want to avoid it in a place full of voting machines. (Gary Crockett, Chevy Chase, Md.)

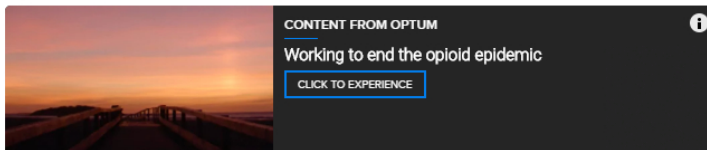
The Sorbonne: Great name for a university, bad name for a bicycle seat. (Anne Hodgkinson, Utrecht, the Netherlands)

Janitor in a Drum is a good name for a household cleaner but a bad name for an immigrant-smuggling company. (Elden Carnahan, Laurel, Md.)

5-Hour Energy is a good name for a caffeine drink but a bad name for an electric company. (Dudley Thompson, Cary, N.C.; Kristen Rahman)

Turkey Hill is a good name for ice cream, a bad name for the U.S. Capitol. (Dudley Thompson)

AAA is a good name for an automobile association, but a bad name for a breast augmentation clinic. (David Ballard, Reston, Va.)



The image shows an advertisement for Optum. It features a sunset image on the left and text on the right. The text includes the company name, a headline, and a call to action button.

CONTENT FROM OPTUM

Working to end the opioid epidemic

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Apple Watch is a matter-of-fact name for Apple's watch, but a bad name for a still-life art class. (Jennifer Dickey, Silver Spring, Md.)

Bazooka Joe is a good name for bubble gum but a bad name for an anti-flatulence pill. (Brendan Beary, Great Mills, Md.)

Cracker Barrel is a good name for a restaurant but a bad name for a shipping company. (Cameron DeLap, Fairfax, Va., a First Offender)

Falstaff is a good name for a beer but a bad name for an ED medication. (Rob Huffman, Fredericksburg, Va.)

Purell is a good name for a hand sanitizer but a bad (if accurate) one for a British airport. (Marni Penning Coleman, Falls Church, Va.)

Super Soaker is a good name for a water gun but a bad name for a mortgage company. (Jesse Frankovich, Lansing, Mich.)

Grecian Formula is a good name for hair dye but a bad name for an investment firm. (Kristen Rahman)

When you think about it, **CBS** is a terrible name for a TV network. (Ken Gallant, Conway, Ark.)

It's a good idea to put "**Trump**" on a hotel, casino, golf course, or luxury apartment building, but probably a bad idea to put Trump on a red telephone. (Danielle Nowlin, Fairfax Station, Va.)

E-ZPass is a good name for an electronic toll-collection system, but not a good name for a university. (Tom Witte, Montgomery Village, Md.)

Wonderbra is a good name for a brassiere but a bad name for a German translation service. (Frank Osen)

Fudge Shoppe is a good name for a cookie company but a bad name for an accounting firm. (Warren Tanabe, Annapolis, Md.)

Old Spice is a good name for a deodorant but a bad name for Victoria Beckham's new fashion line. (Nathanael Dewhurst, Lynn, Mass., a First Offender; Kevin Dopart, Washington)

Mount Rushmore is a good name for a monument but a bad name for a male performance drug. (Melissa Balmain, Rochester, N.Y.)

Sheetrock is a good name for drywall but a bad name for fabric softener. (Larry Gray)

Ocean Spray is a good name for cranberry juice but a bad name for a wound cleanser. (Joanne Free, Clifton, Va.)

Eats & Drinks newsletter

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National Lampoon is a good name for a humor magazine, but a bad name for a magazine about American sheep farming. (David Garratt, Silver City, N.M.)

Crunch Berries is a good name for a cereal but not for a jockstrap. (Roy Ashley, Washington)

Still running — deadline Monday night, Oct. 12: Our Ask Back-

wards contest, in which we give 15 answers and you write the questions. See bit.ly/invite1143.

0 Comments



Pat Myers is editor and judge of The Style Invitational, The Washington Post's page for clever, edgy humor and wordplay. In the role since December 2003, she has posted and judged more than 700 contests. She also writes the weekly Style Conversational column and runs the Style Invitational Devotees page on Facebook. Follow @patmyersTWP

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Lindsay Gottlieb, the women's basketball coach at Cal, said a Southwest employee asked her to prove she was the mother of her biracial son.

6 days ago



Former Playboy centerfold falls to death with son after checking into New York hotel

"I can't wrap my head around it ... to do this to a little boy. I don't get it," her former attorney said.

May 18



Opinion

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