

DIVERSIONS

THE STYLE INVITATIONAL

Brand lcks: The winners of Style Invitational Week 1140

BY PAT MYERS

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. (Kristin 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)

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

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

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

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

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

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, a First Offender)

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

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

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



If you lose this week's contest by thissss much, you can take your frustrations out on this 2nd-place prize.

New contest for Week 1144: Someone else's business

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.)

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)

Invisible Fence is a descriptive name for an 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.

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)

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)

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)

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, a First Offender)

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

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

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 a brokerage. (Kristan Rahman)

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

See more honorable mentions in the online Invite at bit.ly/invite1144.

Still running — deadline Monday night, Oct. 12: Our Ask Backwards contest, in which we give 15 answers and you write the questions. See bit.ly/invite1143.



COURTESY OF CARL LOSER

Speaking of, uh, inauspicious names for things: We're not endorsing him, exactly, but we couldn't help but send one of our Loser mugs to Carl R. Loser, a candidate for Virginia state Senate from the Richmond area. We hope he'll want to get rid of a shirt or two after the election. (By the way, his name rhymes with "poser.")

SUNDAY CHALLENGE

BY BOB KLAHN © 2015 CROSSYENERGY SYNDICATE LLC

ACROSS

1 Bedevils
9 Wrecking crew member?
15 Prince Rainier's house
16 Hispania, today
17 Behaving as light does, at times
18 Pipes down?
19 Meir's foreign minister
20 Ionian island where "For Your Eyes Only" was filmed
22 Creator of the Department of Labor
23 "____ Folks" ("Peanuts," originally)
24 Clamorous censure
26 "Got milk?" comeback, perhaps
27 "Law of the Lash" cowboy
29 Buffoon
31 "Dawn of the Dead" director Zack

33 Meter of the verses in the Beatles' "All You Need Is Love"
34 Did
36 2005 film about a boy and his cheetah
37 Sports sorts
41 Scotch
45 What Groucho, Harpo, Chico, Gummo, and Zeppo were not
47 Like castaways
48 Great score, or half of one
49 Copy editor seated inside a "horseshoe"
51 Order of the Arrow org.
52 Fades to black
54 Living ____
55 Channels
56 Southernmost European city of half a million or more
58 Beldam

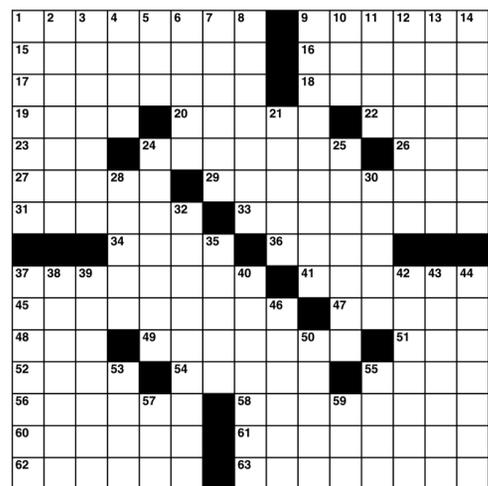
60 Words of enlightenment
61 Pet peeve?
62 Undisturbed
63 Snap, e.g.

DOWN

1 "Atomic bomb" coiner
2 The Black Stallion, e.g.
3 Army versus Navy, e.g.
4 Verbal endorsement
5 Paradise of '50s fiction
6 Driving hazard?
7 Mayor whom Gonzo asks for help in "The Muppets Take Manhattan"
8 Mountains named for Spanish saws
9 Rebus puzzle, often

10 Springfield sobriquet
11 Cauldron concoction
12 Concoct
13 Surface designed for lifting
14 Sole survivor
21 Inspired
24 Compounds, as a mystery
25 Shout during a lockout
28 JFK's Secretary of the Interior
30 People get bogged down in them
32 Counter
35 Speedy one?

37 Temple of Ephesus dedicatee
38 In the minority?
39 Animal trainer
40 Leaves home
42 Milk protein
43 Ready to go, in a way
44 He played Warren Buffett in HBO's "Too Big to Fail"
46 Peter Hoeg title character with a certain sense
50 Chinchillas' range
53 Gorge
55 It's a wrap
57 Go out, in a way
59 Buddhist temple in Thailand, Laos, or Cambodia



Answer to last week

E A R H A R T A R R E S T S
P L E A S U R E S E E K E R S
P O I N T S A F I N G E R A T
S E N D S I T A T S A P S
I C E T N A N O
W I S E S T L A U R A S
A C H R I S T M A S S T O R Y
S A Y O A R B O N
T H E R I T E O F S P R I N G
E N R I C O L A I N I E
T U B E S E R B
D I A Z L A T T E C U B A
I N T I M A T E A P P A R E L
S C R E A M I N G E A G L E S
H A I R N E T E R N E S T O

HOROSCOPE

BY JACQUELINE BIGAR

HAPPY BIRTHDAY | OCT. 11: This year many possibilities appear, perhaps as a result of your surging creativity. In fact, you might want to keep a notebook handy to write down ideas as they hit. Your magnetism also soars. Be careful, as it will be easy to become me-oriented. If you are single, you have nothing to complain about. Enjoy dating, but don't commit unless you are 100 percent sure. If you are attached, share more with your sweetie. A relationship includes two people, not one. Your sensitivity will be necessary here. A fellow Libra has similar traits but might not be very sensitive.

ARIES (March 21-April 19)
A partner has a lot to share and much more to say. You will need to be a receptive audience — that is, if you want peace in your home. A discussion about a certain out-of-town event could cause you to rethink your plans.

TAURUS (April 20-May 20)
You could be in a position where you might want to go in a new direction. Staying close to home and choosing a relaxing activity will feel right to you. Allow a friend to have the space he or she needs.

GEMINI (May 21-June 20)
You might feel as if you have made a sufficient effort to draw out a loved one who seems intent on having things work out his or her way. Whether this person is upset with you or just in a mood, you are unlikely to find out what is ailing him or her.

CANCER (June 21-July 22)
Return calls and catch up others' news on the phone. For various reasons, you will want to remain close to home. You have a quirky sense of humor, which a family

member or roommate seems to enjoy. Get together with this person soon.

LEO (July 23-Aug. 22)
You understand what is expected of you in a matter involving close relatives or neighbors. You will hear your share of gossip. Until you have solid facts, don't jump to conclusions. You know what you want; continue to make plans with that goal in mind.

VIRGO (Aug. 23-Sept. 22)
You might feel as if you are stepping off a stage and finally have the freedom you crave and need. You had a great time when the spotlight was on you, but you also will enjoy being spontaneous and following through on personal matters.

LIBRA (Sept. 23-Oct. 22)
A conversation will start your day off on a very positive note. Someone is likely to reveal his or her true feelings, which you will need to handle with sensitivity, especially if the feelings are not mutual. A surprise awaits you later in the day.

SCORPIO (Oct. 23-Nov. 21)
Take some time for yourself. Make it okay to read the Sunday paper with a good cup of java. Some of you might want to watch your favorite show, while others will opt to sit outside with a favorite book. Do whatever you want!

SAGITTARIUS (Nov. 22-Dec. 21)
Friends seem to be reaching out to you with invitations to go here, there and everywhere. Because you are so popular now, the only unacceptable response is to say no and stay home. Your mood changes when you get out and about.

CAPRICORN (Dec. 22-Jan. 19)
You see past what an older person presents. This individual might not want to reveal the raw facts, as he or she could feel as though that discussion would be too much of a turn-off. Clearly, this person does not want to offend you.

AQUARIUS (Jan. 20-Feb. 18)
If you could, you would hop on the nearest train and get out of town. You crave a change of scenery, and you want to be around people who are different from your usual circle of friends. This desire could be fed by a simple drive in the country.

PISCES (Feb. 19-March 20)
Your ability to home in on what a loved one wants will allow for a nearly perfect day. You know that this person might be in a less-than-great mood, but your ability to draw this person out and help him or her relax is one of the benefits of this bond.

Wife struggles to get over infidelity

Ask Amy

AMY DICKINSON

Dear Amy: After 44 years of marriage, I recently discovered my husband had several one-night stands during the first 15 years of our marriage. I always thought I was intuitive and aware, but I truly had no idea. I have pressed him for "why," but he offers very little, saying he was "angry" with me at the time (but does not remember why). He hopes I won't "throw away" nearly 30 years of him being faithful due to this behavior in the earlier years. He claims to love me and to feel sorry he has hurt me.

I have started seeing a counselor but he will not go. We are approaching retirement age, so neither of us has a lot of time to rebuild a life with someone else. Do I run? Or do I try to leave this in the past and stay? If I were younger, I would have left,

but our age and finances cause me to consider the practical side of this.

What do you think I should do?

Sad Wife

Sad Wife: There is no single or "right" way to respond to infidelity. Unfortunately for you, your husband "did the crime," and now you are left to "do the time." His refusal to discuss this with you in a counselor's office is unfortunate, because in doing so he is diminishing and denying the impact on you. He is also refusing to reflect and perhaps learn and grow from his mistakes.

"Hey — it happened so long ago I don't even remember why, so why don't you just get over it?" is not an apology. It is not an explanation. It is not a plea for forgiveness. He needs to add a layer of compassion on top of his three decades of fidelity. I do not suggest "running."

Rather, you're going to have to do what each of us has to do during life's biggest challenges, and plow bravely through the heart of this. Weigh the pluses and minuses of your situation, consider the impact on you now and in the future, and see what you can afford to do — financially and emotionally.

Dear Amy: The letter from "A Sad, Scared Mother" hit me like a shot. This very young mom was staying with an abusive alcoholic. I hope she figures out how to protect her child's future, by leaving. That's what I had to do.

Been There

Been There: Many people have responded with compassion. Thank you.

Write to Amy Dickinson at askamy@tribune.com or Ask Amy, Chicago Tribune, TT500, 435 N. Michigan Ave., Chicago, Ill. 60611.

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