

# Style



Catching up on 'Nashville'

In the News Carolyn Hax \$20 diner Torrey Smith Gay marriage Donut wars Beer



More ▾

Catching up on 'Nashville'



2013's new and notable restaurants



Aziz Ansari on stage



Google announces some Glass winners

## Style Invitational Week 1003: Just do it: Repurpose an ad slogan; plus a sampling of this year's contests



Bob Staake for The Washington Post - Otis Elevators: Good to the last drop.

Buy This Photo

By Pat Myers, Published: December 27

**For Otis Elevators: "Good to the Last Drop"**  
**For Crest fluoride toothpaste: "Tastes Great, Less Filling"**

The first is an old joke, the second maybe not. In any case, we were surprised that we couldn't find this contest — suggested by Loser Jeff Contompasis — on the list of our previous 1,002 columns kept by Proto-Loser Elden Carnahan. (We'd had one recently for altering a slogan, but not for using it as is.) Your mission is pretty clear: **Use a well-known advertising slogan for a different company, organization or product to humorous effect**, as in the Maxwell House and Miller Lite slogans above.

ADVERTISEMENT

Winner gets the Inkin' Memorial, the bobblehead that is the official Style Invitational trophy. Second place receives an amazing self-published large paperback

ADVERTISEMENT

**Your Life is Our Blueprint**

**Click Here to Find Your New Home!**

**STANLEY MARTIN HOMES**  
*Your Life is Our Blueprint*

book sent to the Post newsroom presumably by its author, Steven Discenza, "New Boss of All Bosses on Staten Island." Its title inexplicably refers to a "magical" sex organ, while the subtitle is "Knowledge Is Power and Education Is the Key to Success." It's not easy to discern the point of the book, but it seems that Mr. Discenza is very angry with the Federal Energy Regulatory Commission. Lavishly

illustrated, though fortunately the title character is nowhere to be found.

**Other runners-up** win their choice of a yearned-for Loser Mug or the ardently desired Grossery Bag. Honorable mentions get a lusted-after Loser magnet. First Offenders receive a smelly, tree-shaped air "freshener" (FirStink for their first ink). E-mail entries to [losers@washpost.com](mailto:losers@washpost.com) or fax to 202-334-4312. Deadline is Monday, Jan. 7; results published Jan. 27 (online Jan. 24). No more than 25 entries per entrant per week. Include "Week 1003" 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/inviterules](http://wapo.st/inviterules). The subhead for this week's honorable mentions is by Chris Doyle; the alternative headline in the "Next week's results" line is by Jeff Contompasis. Join the lively Style Invitational Devotees group on Facebook at [on.fb.me/invdev](http://on.fb.me/invdev).

### Report from Week 999

in which we let you enter, or reenter, just about any of our contests from the past year, updating the material for current-events contests:

#### The winner of the Inkin' Memorial:

*From Week 946, cynical definitions:*

Date night: A dinner out at which a husband and wife pretend they haven't seen each other on the toilet. (*Lawrence McGuire, Waldorf, Md.*)

#### 2. Winner of the can of genuine dehydrated water:

*From Week 982, song parodies including a line from the original:*

To "Hit the Road, Jack," as sung by D.C. Mayor Vincent Gray and the Graylettes: (*start clip at 0:34*)

"Oh, people, my people, don't you fuss and complain;

I didn't know nothin' 'bout my campaign.

Don't know Jeffrey Thompson or Sulaimon Brown,

Or rakin' in cash without writin' it down.

But I guess if you say so, I'll have to pack my things and go."

"That's right! Hit the road, Vince. You suckered us since Day One, Day One, Day One, Day One!

Hit the road, Vince. You played us but now you're done." (*Nan Reiner, Alexandria, Va.*)

Continued 1 2 3 4 Next Page

Reprints

0 Comments

Discussion Policy | FAQ | About Discussions | About Badges

No comments are available at the moment. [Leave a comment](#)

## The Post Most: Lifestyle

Most Popular

1. Her boyfriend stopped wanting sex
2. Carolyn Hax: A word for the grandma who labels kids? Upsetting.
3. In Gortitz, Germany, a walk through history
4. To build brand, companies produce slick content and their own media
5. The four most expensive ex-presidents in America

Top Videos

Top Galleries



### Personal Post

Top recommendations for you

3 h **STYLE**  
NPR's popular Tiny Desk Concerts are moving to a new building



5 h **STYLE**  
Read this: The four most expensive ex-presidents in America right now



1 h **ENTERTAINMENT**  
NCS REUBENS 2013: To his 'disbelief,' Dave Whamond leads impressive class of finalists



4 h **ENTERTAINMENT**  
Jill McCorkle's 'Life After Life,' reviewed by Ron Charles

10 h **FOOD**  
Wine: Petite sirah deserves some love

More headlines for you

TRENDING ON **social reader**



**Scientists Create Ultra-Thin Invisibility Cloak**

**New Apple flaw lets hackers change your Apple ID and iCloud p...**

**How Pointing Makes Babies Human**

### Post Newsletters & Alerts

Sign-up for e-mail newsletters and alerts and get the news you need delivered directly to your inbox.

Going Out Guide: Dinner & Drinks

Lean & Fit

Going Out Guide: With The Kids

Movies

Travel

At Home

DC Scout

Going Out Guide

### More from The Washington Post

- Carolyn Hax: Dealing with a bad boss
- Rare giraffe listed as endangered gives birth to curious calf at Conn. conservation center
- Husband at injured wife's bedside as family grieves son killed by Alabama airport sign
- Ask Amy: For bar mitzvah, open heart to latecomers
- Police in Del. seize 1,000 bags of during raid; woman arrested

### Sponsored Headlines

[What's this?]

- Why People are Faking Disabilities at Airports  
The Responsibility Project
- Vitamin D Affects Genes for Cancer, Autoimmune Diseases  
HealthCentral.com
- Katy Perry's Outrageous Dress From The 2013 Grammys Turns Heads  
StyleBistro
- 3 ways to prolong the life of your car  
Angie's List
- The Significance of Jordan Almonds as Wedding Favors  
DexKnows

### Top Lifestyle Stories

### Most Popular Videos



**Bobby Jindal: GOP must 'recalibrate the compass of conservatism'**



**A Sunday Afternoon on the Island of La Grande Peep**



**Rand Paul slams "stale and moss-covered" Republican old guard**



See all Washington Post Newsletters

ADVERTISEMENT

### Featured Advertiser Links

Looking to buy a home? Visit TWP Real Estate section for the latest open houses.

ADVERTISEMENT

### Sponsored Links

#### Mortgage rates in Maryland

\$200k for \$803/mo. Calculate New Payment, 2.62% APR  
www.LendingTree.com

#### 2013 Free Credit Scores

Fast & Secure. Check Online Today. Monitor and Protect Your Credit.  
www.IdentityGuard.com

#### OVERSTOCK iPads: \$33.93

Get New Apple iPads for \$33.93! Limit One Per Customer. Get One Now!  
www.BidCactus.com/iPad

Buy a link here

### Real Estate

#### Is the Washington, D.C.-area housing market bubbling again?



With average home prices up by double-digit percentages, some have begun to wonder if we are...

#### Listings



**\$899,000**, 5 bd / 5 bath  
Reduced Price  
Leesburg, VA



**\$245,000**, 4 bd / 4 bath  
Recently Listed  
Waldorf, MD



Go to The Post's Real Estate

### Sponsored Links

**Mortgage rates in Maryland**

\$200k for \$803/mo. Calculate New Payment, 2.62% APR  
www.LendingTree.com

**2013 Free Credit Scores**

Fast & Secure. Check Online Today. Monitor and Protect Your Credit.  
www.IdentityGuard.com

**OVERSTOCK iPads: \$33.93**

Get New Apple iPads for \$33.93! Limit One Per Customer. Get One Now!  
www.BidCactus.com/iPad

[Buy a link here](#)

AD

**The Washington Post**

[Politics](#) [Opinions](#) [Local](#) [Sports](#) [National](#) [World](#) [Business](#) [Tech](#) [Lifestyle](#) [Entertainment](#) [Photo](#) [Video](#) [Blogs](#) [Classifieds](#)

**More ways to get us**

Home delivery

Mobile & Apps

RSS

Facebook

Twitter

Social Reader

Newsletter & Alerts

Washington Post Live

Reprints & Permissions

Post Store

e-Replica

Archive

**Contact Us**

Help & Contact Info

Careers

Digital Advertising

Newspaper Advertising

News Service &

Syndicate

**About Us**

The Washington Post

Company

In the community

PostPoints

Newspaper in Education

**Partners**

[washingtonpost.com](#)

© 1996-2013 The Washington Post [Terms of Service](#) [Privacy Policy](#) [Submissions and Discussion Policy](#) [RSS](#) [Terms of Service](#) [Ad Choices](#)



# Style



Catching up on 'Nashville'

In the News Carolyn Hax \$20 diner Torrey Smith Gay marriage Donut wars Beer



Catching up on 'Nashville'

More ▾

Catching up on 'Nashville'

2013's new and notable restaurants

Aziz Ansari on stage

**Post Pulse**  
What's trending on the web now

Google announces some Glass winners

## Style Invitational Week 1003: Just do it: Repurpose an ad slogan; plus a sampling of this year's contests



Bob Staake for The Washington Post - Otis Elevators: Good to the last drop.

Buy This Photo

**3. Week 989, combine two professions:** A Tlingit carver stars in "Death of a Salesman" because he always wanted to be Loman on the totem pole. *(Kevin Dopart, Washington)*

**4. Week 975, debunk a myth:** It is not true that the American Dream is for a chicken in every pot. Actually it is in a large paper bucket. With a 32-ounce soda. *(Jeff Hazle, Woodbridge, Va.)*

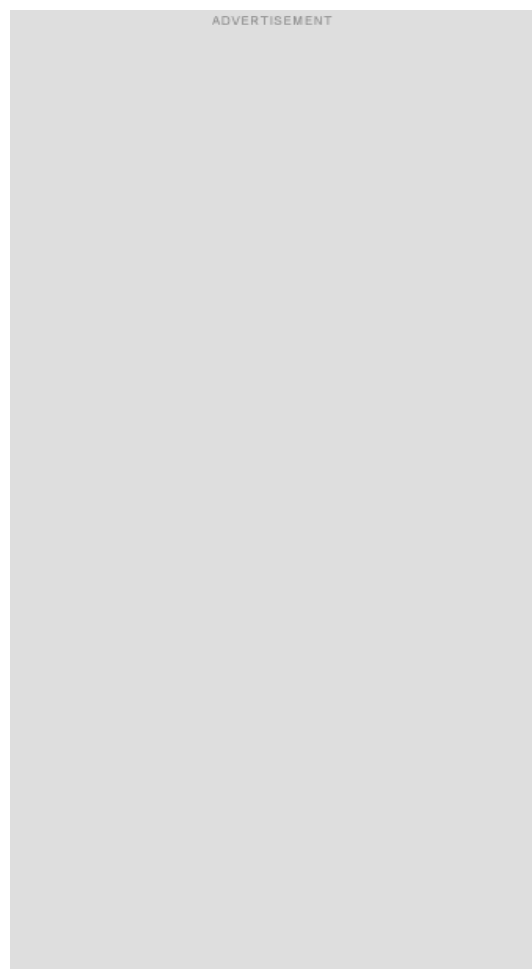
ADVERTISEMENT

**Much redo about nothing: honorable mentions**

**Week 946, cynical definitions:**

Mistress: A miss who can only lead to stress. *(Mike Gips, Bethesda, Md.)*

Blogger: Someone with high self-esteem and a keyboard. *(Jeff Hazle)*



### The Post Most: Lifestyle

Most Popular

1. Her boyfriend stopped wanting sex
2. Carolyn Hax: A word for the grandma who labels kids? Upsetting.
3. In Gortlitz, Germany, a walk through history
4. To build brand, companies produce slick content and their own media
5. The four most expensive ex-presidents in America

Top Videos

Genius: One percent inspiration, 99 percent PR. (*Lawrence McGuire*)

**Week 951, double a word or pair it with a homophone:** Jerk jerk: Any dance created by Chris Brown. (*Mike Gips*)

Role roll: Casting couch audition. (*Brad Alexander, Wanneroo, Australia*)

Claus clause: "If the party of the first part fails to check his list twice, all parties of the second part are to be considered 'nice' and entitled to presents." (*Matt Monitto, Elon, N.C.*)

**Week 952, poems about people who died in 2011:**

"Death, be not proud," John Donne said,

But today he might tell us instead:

"Death, you're allowed

Just this once to be proud,

For Osama bin Laden is dead!" (*Robert Schechter, Dix Hills, N.Y.*)

**Week 955, pair a word with its anagram:** Website eewbits: Icky stuff that pops up on your screen when you were searching for something else. (*David Ballard, Reston, Va.*)

Kilned Kindle: What you find at a book burning these days. (*Chris Doyle, Ponder, Tex.*)

**Week 958, wellerisms (wordplays featuring quotes):** "It totally failed to deliver," the critic griped about the "Silence of the Lambs" remake. (*Frank Osen, Pasadena, Calif.*)

"Darling, I've removed my trousers," he whispered expansively. "And I, my bra," she cooed expertly. (*Frank Osen*)

"Do not go forth and multiply," said the pastor, preparing his flock for the end of times. (*Chris Doyle*)

"He makes no bones about it," she explained as she returned the negligee to the store. (*Dixon Wragg, Santa Rosa, Calif.*)

**Week 959, move a TV show to another channel:** "Finding Bigfoot" moves to TruTV, is renamed "Not Finding Bigfoot." (*Dixon Wragg*)

**Week 963, "before and after" names:** John Milton Bradley: Pair o' dice tossed. (*Nancy Schwalb, Washington*)

Marion Barry Goldwater: "Extremism in the defense of liberty is no vice. But I know a few others . . ." (*Mark Raffman, Reston, Va.*)

**Week 965, "breed" two horse names from a list:** Verne + I'll Have Another = Mini the Moocher (*Phyllis Reinhard, East Fallowfield, Pa.*)

A Boy Named Em + Souper Speedy = Step on LaGasse (*Paul Burnham, Gainesville, Va.*)

**Week 967, "before and after" phrases:** Fiscal Cliff Notes: In a nutshell, it'll cost you. (*Brad Alexander, Wanneroo, Australia*)

**Week 970, finish a couplet:** When you are old and grey and full of sleep (W.B. Yeats) / I know a nursing home that's really cheap. (*Beverley Sharp, Montgomery, Ala.*)

+ Top Galleries



Personal Post

Top recommendations for you

3 h

STYLE

NPR's popular Tiny Desk Concerts are moving to a new building



5 h

STYLE

Read this: The four most expensive ex-presidents in America right now



1 h

ENTERTAINMENT

NCS REUBENS 2013: To his 'disbelief,' Dave Whamond leads impressive class of finalists



4 h

ENTERTAINMENT

Jill McCorkle's 'Life After Life,' reviewed by Ron Charles

10 h

FOOD

Wine: Petite sirah deserves some love

More headlines for you >

TRENDING ON social reader



Scientists Create Ultra-Thin Invisibility Cloak

New Apple flaw lets hackers change your Apple ID and iCloud p...

How Pointing Makes Babies Human

Post Newsletters & Alerts

Sign-up for e-mail newsletters and alerts and get the news you need delivered directly to your inbox.

Going Out Guide: Dinner & Drinks

Lean & Fit

Going Out Guide: With The Kids

Movies

Travel

At Home

DC Scout

Going Out Guide



See all Washington Post Newsletters >

ADVERTISEMENT

The moving finger writes, and having writ (Omar Khayyam/Edward Fitzgerald)/ Moves on, despite the disbelief of Mitt. (Robert Schechter)

Continued 1 2 3 4 Next Page

Reprints

0 Comments

Discussion Policy | FAQ | About Discussions | About Badges

No comments are available at the moment. [Leave a comment](#)

### More from The Washington Post

- Ask Amy: For bar mitzvah, open heart to latecomers
- Carolyn Hax: When mom abandons you
- Ask Amy: Even a loving loan should come with a note
- Police investigate apparent suicide of Miss. state Rep. Jessica Upshaw; Republican was 53
- Prosecutor plans news conference in custody death of Down syndrome man in Frederick, Md.

### Sponsored Headlines [What's this?]

- Size Matters: Elin Nordegren's Boyfriend Chris Cline's Yacht Is Bigger Than Tiger Woods'   
E! Online
- Why People are Faking Disabilities at Airports   
The Responsibility Project
- Former pastor gets life sentence for killing wife   
USA TODAY
- Tiger Woods and Lindsey Vonn Are in Love, but What's Up with Those Photos?   
iVillage
- 10 Surprising Ways to Avoid Nursing Home Care   
Caring.com

### Top Lifestyle Stories

### Most Popular Videos



**Bobby Jindal: GOP must 'recalibrate the compass of conservatism'**



**A Sunday Afternoon on the Island of La Grande Peep**



**Rand Paul slams "stale and moss-covered" Republican old guard**

### Featured Advertiser Links

Looking to buy a home? Visit TWP Real Estate section for the latest open houses.

ADVERTISEMENT

### Sponsored Links

#### Mortgage rates in Maryland

\$200k for \$803/mo. Calculate New Payment, 2.62% APR   
www.LendingTree.com

#### 2013 Free Credit Scores

Fast & Secure. Check Online Today. Monitor and Protect Your Credit.   
www.IdentityGuard.com

#### OVERSTOCK iPads: \$33.93

Get New Apple iPads for \$33.93! Limit One Per Customer. Get One Now!   
www.BidCactus.com/iPad

[Buy a link here](#)

### Sponsored Links

#### Mortgage rates in Maryland

\$200k for \$803/mo. Calculate New Payment, 2.62% APR   
www.LendingTree.com

#### 2013 Free Credit Scores

Fast & Secure. Check Online Today. Monitor and Protect Your Credit.   
www.IdentityGuard.com

#### OVERSTOCK iPads: \$33.93

Get New Apple iPads for \$33.93! Limit One Per Customer. Get One Now!   
www.BidCactus.com/iPad


[Buy a link here](#)

**More ways to get us**

Home delivery

Mobile & Apps

 RSS

 Facebook

 Twitter

 Social Reader

Newsletter & Alerts

Washington Post Live

Reprints & Permissions

Post Store

e-Replica

Archive

**Contact Us**

Help & Contact Info

Careers

Digital Advertising

Newspaper Advertising

News Service & Syndicate

**About Us**

The Washington Post Company

In the community

PostPoints

Newspaper in Education

**Partners**

