

DIVERSIONS

THE STYLE INVITATIONAL

Shill shock: Bad product spokesmen

BY PAT MYERS

In **Week 1267**, inspired by that OMG-what-were-they-thinking commercial that shilled Ram Trucks with a voice-over sermon by the Rev. Martin Luther King Jr., we asked for tasteless (or otherwise bad) ideas for celebrity product spokespeople, living or not, real or fictional. Very fortunately, you won't be seeing any of these during the Super Bowl.

4th place

Charles Manson for the Beatles' White Album: "It's inspirational!" (Dave Airozo, Silver Spring)

3rd place

Steve Bannon for Neutrogena skin care products: "I don't use them." (Gary Crockett, Chevy Chase)

2nd place and the steak-motif socks:

Dan Snyder for the Museum of the American Indian: "Heap big Injun museum here in D.C. You like plenty good." (Jeff Hazle, San Antonio)

And the winner of the Lose Cannon:

Richard Spencer for Christian Louboutin high heels: "Choos will not replace us!" (John McCooley, Rehoboth Beach, Del.)

Pitched: Honorable mentions

Benedict Cumberbatch for Imodium AD: "No diarrhea, Sherlock!" (Kevin Mettinger, Warrenton, Va.)

Carly Rae Jepsen for the American Telemarketing Association: "Don't worry — we're definitely going to call you." (Darren Timothy, Bristow, Va., whose last blot of ink was in 2005)

Laura Ingraham for Depends: "Just pull up and dribble." (Bob Kruger, Rockville)

Lizzie Borden for Husqvarna chain saws: "Forty whacks? Why?" (Rob Huffman, Fredericksburg, Va.)

Stormy Daniels for Hershey's: "First the Kisses, and then the PayDay! Sweet!" (Mark Raffman, Reston)

Stormy Daniels for Forbes Magazine: "With this magazine in my hands, I was able to increase my income by \$130,000!" (Nan Reiner, Boca Raton, Fla.)

Al Franken for Allstate: "The good-hands people, reaching out just for you!" (Mark Raffman)

Antwan Wilson for the D.C. Lottery: "Anyone can win! [wink, wink]." (Nan Reiner)

Satan for Prada: "I wear it." (Bill Dorner, Indianapolis)

Sleeping Beauty for Folgers Coffee: "The best part of waking up — and a heck of a lot better than some prince with his tongue in my mouth." (Will Stutzman, Millersburg, Ohio)

Colin Kaepernick for Anthem: "I would never stand for bad health insurance." (Bill Dorner)

Danielle Steel for Comcast: "She had waited longingly, then impatiently as the end of her four-hour window approached, but now he was here in front of her, his tawny hair drooping seductively across his forehead, to service her. As he approached, she reached out and stroked the long, hard cable that protruded from the den wall . . ." (Warren Tanabe, Annapolis)

Steven Mnuchin for Depends: "When trickle-down becomes more than a theory." (Ira Allen, Bethesda)

Anthony Weiner for Libby's Vienna Sausages: "Hey, there's nothing wrong with sharing these!" (Ivars Kuskevics, Takoma Park)

Rod Blagojevich for the Boy Scouts: "Always follow the Golden Rule. If you have something that's effing golden, then you don't give it away for effing nothing." (Jeff Hazle)

Charles Manson for Applebee's: "We treat you like family." (Larry McClemons, Annandale)

Chris Christie for FEMA's hurricane preparedness program: "Everybody (else) off the damn beach!" (John McCooley)

Dolly Parton for the Tata Nano: "Tiny car, full-sized cup holders."



Among Chris Doyle's 2,000 blots of ink: A good name for a women's bartending school: Lady Slings the Booze.

New for Week 1271: Yodel Doyle's praises with a D-O-Y-L-E neologism

Last week, The Style Invitational marked a milestone the Empress never dreamed of reaching — literally, there was no dream — way back when: our 25th anniversary.

And also last week, it turns out, something equally once-unthinkable happened: Chris Doyle scored his 2,000th blot of Invite ink.

In July 2004, Chris became the fourth member of the Invite Hall of Fame with his 500th printed entry, even though he hadn't started entering in earnest till 2000, our eighth year.

In the ensuing years, Hurricane Chris continued to storm across the columns of the Invite, leaving a trail of ink of every shade, but mostly in wordplay: neologisms, limericks, song parodies, just plain jokes. In 2009 the retired chief actuary of the Defense Department joined Russell Beland in the rarefied 1K Club, reached his 1,500th in 2013, passed the retired Beland's 1,523 a few months later — and has been the Invitational's most-lauded Loser ever since. (Come back, Russ, try to catch up!) Along the way, Chris has won this contest outright *fifty-seven* times and has been a runner-up *one hundred sixty-six* times. (Yes, he's been declining the trophies and other prizes for years.)

We honor Chris's 2K with a contest — and of course he can enter it along with you: **This week: Coin a new word or phrase that contains the letters D, O, Y, L and E**, in any order, and define it; those letters may be in any order and have other letters, spaces, etc., between them, but they must include all five letters. Feel free to use your term in a sentence if that makes your entry funnier.

Submit entries at the website wapo.st/enter-invite-1271 (all lowercase).

Winner gets the **Lose Cannon**, our Style Invitational trophy. And in honor of Mr. Doyle's heritage, and of course Saint Patrick's Day, second place wins an offensively stereotypical ball cap labeled "Irish Drinking Cap!": Inset into the brim is a bottle opener. Donated by Loser Matt Monitto — who bought it in Ireland. (Mr. Doyle is actually a fiend for Diet Coke.)

Other runners-up win our "You Gotta Play to Lose" Loser Mug or our Grossery Bag, "I Got a B in Punmanship." Honorable mentions get one of our lusted-after Loser magnets, "We've Seen Better" or "Idiot Card." First Offenders receive only a smelly tree-shaped air "freshener" (FirStink for their first ink). **Deadline is Monday night, March 26;** results published April 15 in print, April 12 online. See general contest rules and guidelines at wapo.st/InvRules. The headline "Shill Shock" is by Beverly Sharp; Jesse Frankovich and Duncan Stevens both submitted the honorable-mentions subhead. Join the lively Style Invitational Devotees group on Facebook at [on.fb.me/invdev](https://www.facebook.com/invdev).

THE STYLE CONVERSATIONAL The Empress's weekly online column discusses the new contest and results. This week: **A Q&A with Chris Doyle**. Check it out at wapo.st/styleconv.

(David Peckarsky, Tucson, Ariz.)

Dick Cheney for Halliburton: "Get a piece of Iraq." (Chris Doyle, Denton, Tex.)

Donald Trump for Tic Tac: "Grab a handful today — and you'll feel you can do anything." (Seth Tucker, Washington)

J.K. Simmons for the NSA: "We know a thing or two because we've seen a thing or two." (Gary Crockett)

George Foreman for PETA: "Uh, sure. You can cook veggies on my grill." (John Folse, Bryans Road, Md.)

Fergie for Singer sewing machines: "Only a true Singer can keep you in stitches — 'Oh, oh say can you sew-ew-ew-ew-ew-ew!'" (Jon Gearhart, Des Moines)

George W. Bush for The Washington Post: "Demography dies in darkery." (Jesse Frankovich, Grand Ledge, Mich.)

Bill Cosby for Disney World: "Mickey makes it fun." (Kevin Dopart, Washington)

Donald Trump for Tampax: "If you get as bothered as I do about what's coming from your wherever, grab yourself a box of these!" (Danielle Nowlin, Fairfax Station)

Jesus for Smith & Wesson: "Blessed are the peacemakers." (George Wright, Rockville, who got his sole other blot of ink in 1998)

Logan Paul for Nike: "Just do it." (Matthew Zimmer, New York)

Lorena Bobbitt for Acme Trash

Removal: "We'll take away your junk!" (Neal Starkman, Seattle)

Odetta for Colonoscopy Associates: "This little light of mine, I'm gonna let it shine . . ." (Dudley Thompson, Cary, N.C.)

Marion Barry for Coca-Cola: "Stings go better with Coke." (Marcy Alvo, Annandale)

Melania Trump for Preparation H: "Believe me, nobody knows more about how uncomfortable it can be to live with an irritating ass." (Dave Airozo)

Bill Maher for Coca-Cola: "Have a Coke and a smirk." (Phil Frankenfeld, Washington)

Trump attorney Michael Cohen for Midas mufflers: "When silence is worth it." (Seth Tucker)

Rosa Parks for the Porsche 944: "Who needs back seats anyhow?" (Rob Huffman)

Wilt Chamberlain for Posturepedic mattresses: "For a good night's — heh heh — sleep." (Rob Huffman)

Martin Luther for Post-it Big Pads: "No more unsightly nail holes in church doors." (Chris Doyle)

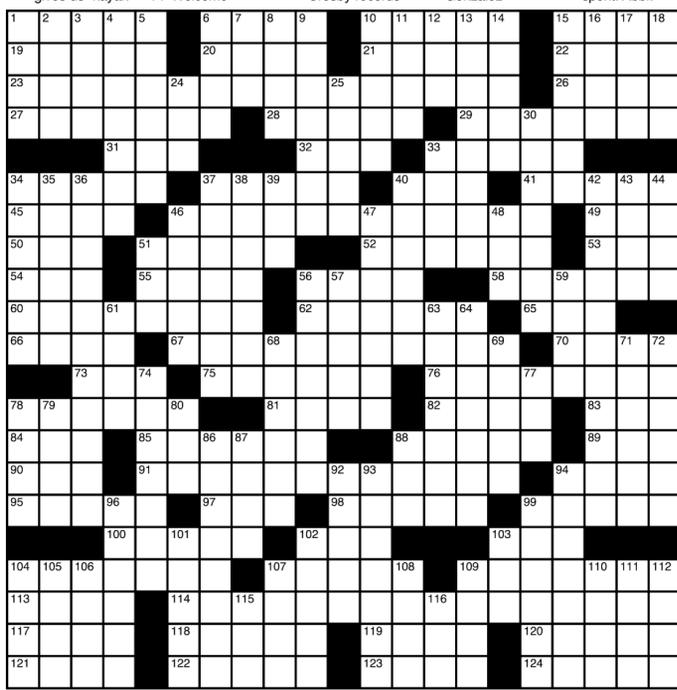
Gene Weingarten for Men's Wearhouse: "You're gonna look the way I look." (John Kupiek, Fairfax)

Still running — deadline Monday night, March 19: our contest for five-line poems. See wapo.st/invite1270.

L.A. TIMES SUNDAY PUZZLE

EDITED BY RICH NORRIS AND JOYCE NICHOLS LEWIS

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| <p>"PT EXERCISE" BY MATT MCKINLEY</p> <p>ACROSS</p> <p>1 Peaks</p> <p>6 Two-letter pop group</p> <p>10 Prepares potatoes, in a way</p> <p>15 Card in a wallet</p> <p>19 Zagreb native</p> <p>20 Vanishing sound</p> <p>21 Seating option</p> <p>22 It gives you the big picture</p> <p>23 Most highly regarded seasoning?</p> <p>26 Side</p> <p>27 Call for icing, maybe</p> <p>28 Author Binky</p> <p>29 Limo amenity</p> <p>31 Literally, "shady side"</p> <p>32 Like two Beethoven piano sonatas</p> <p>33 Groom on a 1952 Life cover</p> <p>34 B, in a sandwich</p> <p>37 Bridget Riley's "Movement in Squares," e.g.</p> <p>40 23rd of 24</p> <p>41 Gets more friendly, with "up"</p> <p>45 ___ collar</p> <p>46 Brusque orchestral violinists?</p> <p>49 Alley in comics</p> <p>50 Soft shoe</p> <p>51 Portends</p> <p>52 Bush boss</p> <p>53 Singer DiFranco</p> <p>54 Card game shout</p> <p>55 "Trinity" novelist</p> <p>56 "... Not There": Zombies hit</p> <p>58 Child with a sponsor, maybe</p> <p>60 Homer's "Northeastern," for one</p> <p>62 Wall covers</p> <p>65 Quick quality</p> <p>66 Italian noble family</p> <p>67 Actress Helen with her personal programmer?</p> <p>70 One of a program dozen</p> <p>73 Big-eyed bird</p> <p>75 "Tristram Shandy" author</p> <p>76 Bag by the barbecue</p> <p>78 Lit</p> <p>81 Honey beverage</p> <p>82 "Hamilton" award</p> | <p>83 97-Across output</p> <p>84 Holiday drink</p> <p>85 Knockoff hr.</p> <p>88 Glittery rock</p> <p>89 Logician's letters</p> <p>90 Granite St. campus</p> <p>91 Kids responsible for breakfast bread?</p> <p>94 Town</p> <p>95 Low choristers</p> <p>97 See 83-Across</p> <p>98 Golf bag set</p> <p>99 "Not a chance!"</p> <p>100 Pie nut</p> <p>102 Kiss at the mall, briefly</p> <p>103 Security briefing org.</p> <p>104 Lunch with fish</p> <p>107 Large crosses</p> <p>109 Head honcho, e.g.</p> <p>113 Finished</p> <p>114 Well-ventilated chef's hat?</p> <p>117 It's often stained</p> <p>118 Language that gives us "kayak"</p> <p>119 "The Clan of the Cave Bear" author</p> <p>120 Old Eurasian rulers</p> <p>121 Wine adjective</p> <p>122 Ideal areas</p> <p>123 Letters before Q?</p> <p>124 Limited-choice, as a question</p> <p>DOWN</p> <p>1 John follower</p> <p>2 Sticking point?</p> <p>3 Extra</p> <p>4 Near the start</p> <p>5 Yalta</p> <p>6 Informal pricing words</p> <p>7 ___ vivand</p> <p>8 High time</p> <p>9 de coeur: amorous relationship</p> <p>10 Forgo</p> <p>11 Put on</p> <p>12 Musician's suffix</p> <p>13 Pipes and such</p> <p>14 Welcome</p> <p>15 Former "Today" co-host</p> <p>16 Source of film trivia</p> <p>17 Complex story</p> <p>18 Lumberyard supplier</p> <p>24 Staple ___</p> <p>25 Doesn't hold back</p> <p>30 Ski resort refreshment?</p> <p>33 It borders three oceans</p> <p>34 Mystify</p> <p>35 Does penance (for)</p> <p>36 Chocolate-loving gang?</p> <p>37 Rex in the classics</p> <p>38 It may be given with a bow</p> <p>39 Saddlebag carrier</p> <p>40 Radio tuning shortcut</p> <p>42 Measurement for meat rotating on a spit?</p> <p>43 Like many Bing Crosby records</p> <p>44 Slant</p> <p>46 Sacred scroll</p> <p>47 Got hot online</p> <p>48 Joke</p> <p>51 Florida NFLer</p> <p>56 Words often about details</p> <p>57 Yogi Bear co-creator</p> <p>59 CD part</p> <p>61 Basties, say</p> <p>63 Talking point?</p> <p>64 Educates</p> <p>68 Lures</p> <p>69 Straights and flushes</p> <p>71 Place to grab a bite</p> <p>72 Promise</p> <p>74 Randy Johnson and Aroldis Chapman</p> <p>77 Deli choice</p> <p>78 Oscar ___</p> <p>79 O'Neill's daughter</p> <p>80 Giuseppe's god</p> <p>86 Wanderer</p> <p>87 80%-Disney-owned channel</p> <p>88 Nats pitcher González</p> <p>92 Done with steady</p> <p>93 Slow and the track</p> <p>94 Just barely, at</p> <p>96 Animated</p> <p>99 Powerful</p> <p>101 Adorable one</p> <p>102 "Dead Society": 1989 film</p> <p>103 Half-___: coffee order</p> <p>104 Stink</p> <p>105 Middle eye layer</p> <p>106 Part of the woods?</p> <p>107 Really mess up</p> <p>108 Hit hard</p> <p>109 Shed</p> <p>110 Start of a sad tale</p> <p>111 Bird related to the nobby</p> <p>112 Brand that's a homophone of its company's initials</p> <p>115 N.Y. neighbor</p> <p>116 Where some pounds are spent: Abbr.</p> |
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Answers to last week's puzzle below.

HOROSCOPE

BY JACQUELINE BIGAR

HAPPY BIRTHDAY | March 18: This year, you often make a cynical or dark appraisal of situations. Don't allow that perspective to dominate. You play a role in deciding how your year will go by choosing to have either a positive or a negative outlook. If you are single, toward the end of summer, you might meet someone you can't get enough of. If you are attached, the fun you and your sweetie experience seems limitless. As a result, the two of you become even more active in your relationship. Aries plays a significant role in a decision.

ARIES (March 21-April 19)
Tension builds slowly, as you seem to be handling more and more responsibility in your life. Ask for what you need and want. You may be surprised by what others offer.

LIBRA (Sept. 23-Oct. 22)
You might consider screening your calls for now. You'll want to investigate a certain situation thoroughly before choosing to get involved. Throw yourself into the whirlwind of activity going on around you.

CAPRICORN (Dec. 22-Jan. 19)
You might feel a bit out of sorts when you wake up. Remember, even you need a break from time to time. Choose to be a couch potato. Read the newspaper, or watch a favorite movie. Play and interact with others on your own terms.

TAURUS (April 20-May 20)
You instinctively know that you want to be in the background of certain events that are unfolding. Pitch in when needed, but drop your ego and need for praise. You might hear a comment that you judge as hurtful; refuse to let it bother you.

SCORPIO (Oct. 23-Nov. 21)
You are a realist — at least, most of the time. You'll take a hard look at someone else's resistance. As you try to grasp what is going on with this person, consider your thoughts and how you might be judging them.

AQUARIUS (Jan. 20-Feb. 18)
Make time for yourself early on. You could be overwhelmed by all the invitations you receive and all the heartfelt chats happening around you. You will want to avoid a conflict at all costs, so be clear and responsive.

GEMINI (May 21-June 20)
You are able to deal with multiple situations at once. Others feel as though they can share their feelings with you, even if you often make light of your own. You might discover that a close friend experiences feelings similar to yours on certain topics.

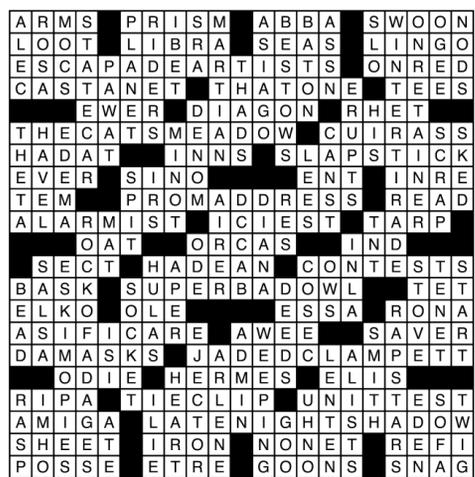
SAGITTARIUS (Nov. 22-Dec. 21)
Walk out the door and step into your next adventure. If you're joined by a child, head to an amusement park. If you're with a friend, you could decide to take off on a day trip together.

PISCES (Feb. 19-March 20)
Don't let your finances ruin what could be a fun day. You can have a great time with loved ones without overspending. Test out this concept and see how many new experiences come up.

CANCER (June 21-July 22)
Carry on as much as you'd like, but know that, ultimately, the responsibility for what goes down will be yours, and no one else's. Tame your normal moodiness. Make wise choices for you and for those you care about.

VIRGO (Aug. 23-Sept. 22)
You might want to push away an emotional current by becoming extremely critical. Do you really believe that will work? The experience of being involved in these intense moments could play into your life over and over again.

Answers to last week's puzzle.



3/11/18