

Miscellaneous Ramblings.....

Another irreverent interlude from my office to yours. John Julis



WOW! The year is way past the halfway mark. Soon we will be attending SEMA and especially voting in the November election. I urge all of you reading this to be certain to vote. This year, it is more important than ever.

Just returned from a trip to Australia and New Zealand with my rep friend Chris Phillips. Rocket Industries in Sydney was most impressive. They receive two forty-foot (high cube) containers per week from the states! The phone people are ALL gear heads. Many are racing or building racecars, street rods and low custom cars. When offered the Aussie staple Vegemite, both Mike Sparks (MSD) and I passed. I think it is the most foul food on earth, but Chris and the Aussies eat it up. UGH!

Anyone snooze through the Brickyard 400 NASCAR race on July 27? Besides a HUGE tire problem, almost 1/3 of the race (if you could call it that) was run under the caution flag. Entertainment? I think not. By the looks of the grandstands, many others decided to spend their Sunday in a more interesting/entertaining manner.

In the early days of our country, a person's image was either sculpted or painted on canvas. Some early paintings of George Washington showed him standing behind a desk with one arm behind his back. You see, the painters in those days charged by the number of limbs painted, thus coining the expression "costing an arm and a leg."

Another bit of useless trivia... Early politicians wanted feedback from the public on items they considered important. Without TV and radio, the local taverns were the place to hear things troubling the masses. Politicians sent their assistants to the taverns and instructed them to "go sip" some ale and listen to the talk. Later, when referring to the local tavern talk, the term "gossip" came about.

Two women met for the first time since high school. One asked the other, "You were always so organized in school. Did you have a well planned life?" "Yes," she replied to her friend. "My first marriage was to a millionaire; the second marriage was to an actor, the third to a preacher and now I just married an undertaker." "What do those marriages have to do with a well planned life?" Her friend replied, "One for the money, two for the show, three to get ready and four to go."

I married Miss Right. I just didn't know her first name was Always. Our last fight was my fault. My wife asked me "What's on the TV?" I said, "Dust."

If my earlier mention of the Aussie staple Vegemite left you wondering how that awful taste came to be, here's the lowdown. In 1922 Fred Walker bought supplies of leftover brewer's yeast from the Carlton & United Brewery. He hired a young chemist to make a concoction that was as good as the British staple Marmite. The first jars of "Walkers Pure Vegetable Extract" hit the stores in 1923 under the trade name Vegemite. Now owned by Kraft Foods, they sell over 22 million jars per year! All that from some throw-away byproduct of brewing beer.

Explanation of Marketing

- You're a woman and you see a handsome guy at a party. You go up to him and say, "I'm fantastic in bed." That's Direct Marketing!
- You're at a party with a bunch of friends and see a handsome guy. One of your friends goes up to him and says, "She's fantastic in bed." That's Advertising!
- You're at a party and a handsome man comes up to you and says, "I hear you are fantastic in bed." That's Brand Recognition!
- You're at a party and see a handsome man who fancies you but you talk him into going home with your friend. That's A Sales Rep!
- You're on your way to a party and decide to stand in the middle of some street and shout, "I'm fantastic in bed." That's Junk Mail!
- Your friend cannot satisfy her date so she calls you. That's Tech Support!
- You're at a party and see a handsome man. You ask for his phone number and call him the next day telling him "I'm fantastic in bed." That's Telemarketing!
- You see a guy at a party. You straighten your dress and walk up to him and pour him a drink. While he is drinking, you straighten his tie, brushing lightly against his arm. "By the way, I'm fantastic in bed." That's Public Relations!

On the mend....Don Smith, Jim Parks and rep Bill Perry. All the best for a speedy recovery.

That's all for this time.

John Julis

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