

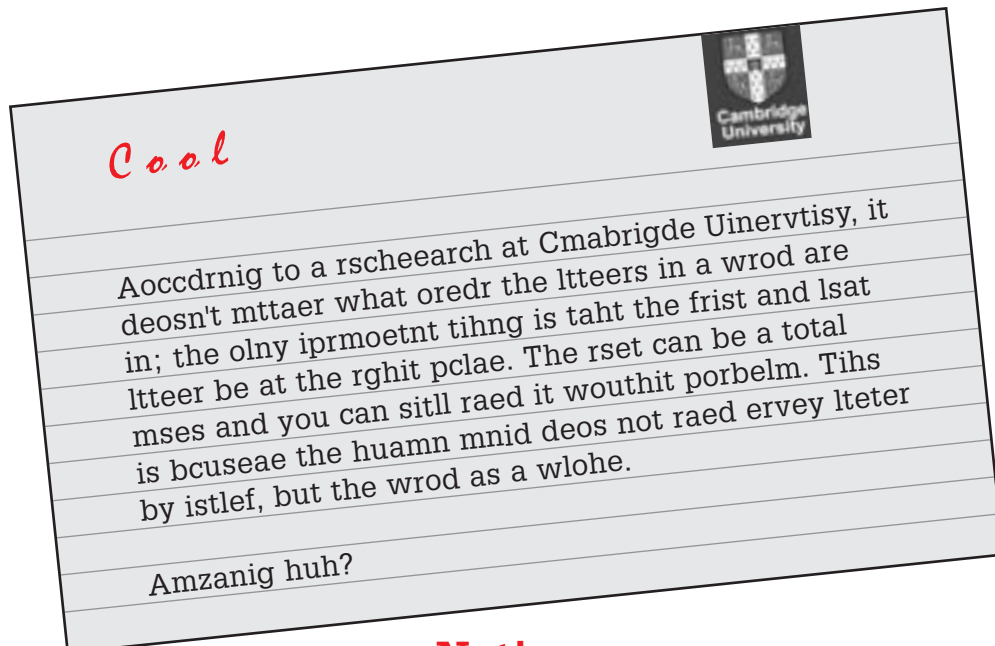
**“Why we say it”
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opinion; thus, we have the term “gossip.”

At local taverns, pubs and bars, people drank from pint and quart-sized containers. A bar maid’s job was to keep an eye on the customers and keep the drinks coming. She had to pay close attention and remember who was drinking in “pints” and who was drinking in “quarts.” Hence the term “minding your P’s and Q’s.”

When a soldier needed to repair his gun, he would send a request to Supply for a barrel or a stock or a lock, depending on what was broken. If he needed an entire new gun, he would ask for a Lock, Stock and Barrel. Thus, if we say someone is “moving lock, stock & barrel,” we mean they are moving everything. 🍷

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**Notice:
New Service Available!**

If you produce videos or newsletters and want to make your messages fly by sending them on the wings of humor, we have a new service available. This newsletter will give you an idea of how we might help you with that item.

As for videos, not long ago we did a series of Andy Rooney-type closings for a five-part video package produced by a client introducing a new software meeting program. Call or write us for a no-obligation video of these segments. We believe you'll find them entertaining and that you may want to consider something similar for your organization.



**The Laugh Connection
Newsletter**

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The Laugh Connection

Newsletter

Humor for a healthier, happier, longer & more productive life

Observations

If you're not familiar with the work of Steven Wright, he's the guy who once said: "I woke up one morning and all of my stuff had been stolen and replaced by exact duplicates."

Here are some more of his gems:

I'd kill for a Nobel Peace Prize.

Borrow money from pessimists - they don't expect it back.

Half the people you know are below average.

99% of lawyers give the rest a bad name.


42.7% of all statistics are made up on the spot.

I intend to live forever - so far, so good.

What happens if you get scared half to death twice?

My mechanic told me, "I couldn't repair your brakes, so I made your horn louder."

The problem with the gene pool is that there is no lifeguard.

The colder the x-ray table, the more of your body is required to be on it. 

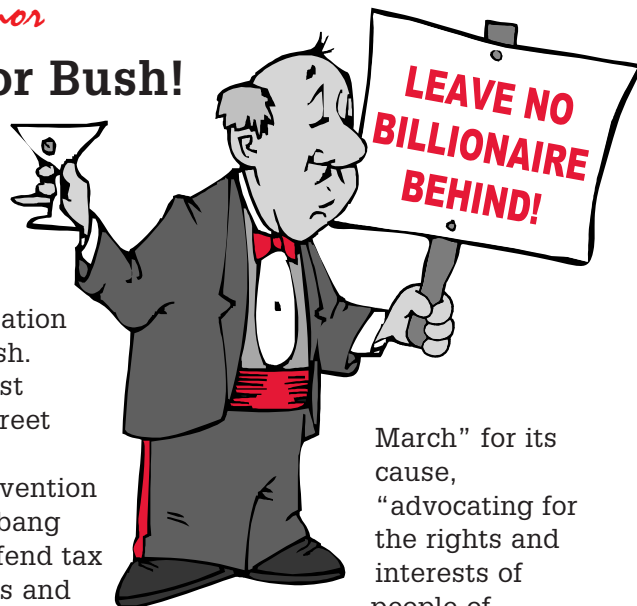
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Handle it with Humor

Billionaires for Bush!

Among the many groups that will be welcoming President Bush at this year's Republican National Convention is an organization called Billionaires for Bush. Resplendent in their finest eveningwear, they will greet President Bush and the Republican National Convention this summer, not with a bang but a toast. They will defend tax loopholes for corporations and celebrate defense contracts that have gone to companies with ties to the White House. Unique among the tens of thousands of Republican Party delegates and media representatives that will flock to Madison Square Garden in Manhattan from Aug. 30 through Sept. 2 for the GOP's nominating convention, Billionaires for Bush will be the president's only champagne-sipping, cigar-chomping champions on the streets, where between 500,000 and 1,000,000 people are expected to demonstrate. According to an MSNBC article by reporter Daniel Strieff, the satire group aims to bring attention to the Bush administration's economic policies through street theater, and will hold "corporate vigils" for the rights of multinationals and stage a "Million Billionaire



March" for its cause, "advocating for the rights and interests of people of absolutely fabulous wealth."

"Leave no billionaire behind," nattily dressed members will shout.

"Hands off Halliburton" and "Tax work, not wealth," they will yell.

Here is a good example of using humor as judo to create an entertaining tactic that will no doubt make the point more effectively than the usual negative, hostile demonstration. Such methods create smiles and thus make folks more receptive to the group's message. We seldom think of this approach because we are indoctrinated with the notion of meeting negative force with resistance

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The Laugh Connection Newsletter

Fall 2004

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Esoterica

Why we say it

In George Washington's day, there were no cameras. One's image was either sculpted or painted. Some paintings of George Washington showed him standing behind a desk with one arm behind his back, while others showed both legs and both arms. Prices charged by painters were not based on how many people were to be painted, but by how many limbs were to be painted. Arms and legs are "limbs," therefore painting them would cost the buyer more. Hence the expression "Okay, but it'll cost you an arm and a leg."

As incredible as it sounds, men and women took baths only twice a year! (May & October) Women always kept their hair covered while men shaved their heads (because of lice and bugs) and wore wigs. Wealthy men could afford good wigs. The wigs couldn't be washed, but to clean them they could carve out a loaf of bread, put the wig in the shell and bake it for 30 minutes. The heat would make the wig big and fluffy, hence the term "big wig." Today we often use the term "here comes the Big Wig" because someone appears to be, or is, powerful and wealthy.

Needless to say, personal hygiene left much to be desired. As a result, many women and men had developed acne scars by adulthood. The women would spread bee's wax over their facial skin to smooth out their

complexions. When they were speaking to each other, if a woman began to stare at another woman's face she was told, "mind your own bee's wax." Should the woman smile, the wax would crack, hence the term "crack a smile."

In the late 1700's many houses consisted of a large room with only one chair. Commonly, a long wide board was folded down from the wall and used for

dining. The "head of the household" always sat in the chair while

everyone else ate sitting on the floor. If he were there, a doctor or a reverend would be offered this chair to sit in during a meal.

To sit in the chair meant you were an important person and in charge.

Sitting in the chair, one was called the "chair man." Today in business we use the expression/title "Chairman."

Early politicians required feedback from the public to determine what was considered important to the people. Since there were no telephones, TV's or radios, the politicians sent their assistants to local taverns, pubs and bars and told to "go sip some ale" and listen to people's conversations and political concerns. Many assistants were dispatched at different times and told "you go sip here" and "you go sip there." The two words "go sip" were eventually combined when referring to the local

See "Why We Say It" on page 4



Say What?

Lost in Translation

The American Dairy Association was so successful with its “Got Milk?” campaign, that it was decided to extend the ads to Mexico. Unfortunately, the Spanish translation was “Are you lactating?”

When Braniff translated its slogan touting its upholstery to Spanish, “Fly in leather” came out as “Fly naked.”

Kentucky Fried Chicken entered the Chinese market, and to its horror discovered that their slogan “finger lickin’ good” came out as “eat your fingers off.”

When Vicks first introduced its cough drops on the German market, they were chagrined to learn that the German pronunciation of “v” is f - which

in their language is the guttural equivalent of “sexual penetration.”

Puffs tissues tried to introduce its product in Germany, only to learn that “Puff” in their language is a colloquial term for a whorehouse.

are you ...



lactating?

Ford introduced its Pinto in Brazil. After watching sales go nowhere, the company learned that “Pinto” is Brazilian slang for “tiny male genitals.” Ford pried the nameplates off all of the cars and substituted them with “Corcel” which means horse.

In the French part of Canada, Hunt-Wesson introduced its “Big John” products as “Gros Jos.” It later discovered that the phrase is slang for “big breasts.” 🤪

“Bush” continued from page 1

rather than humor.

When my friend, renowned hoaxer Alan Abel, had a dispute with his insurance company, they gave him an ultimatum: “Take what we’re offering or sue us!” Alan responded that he would do neither. Soon after he appeared in front of the giant insurance company’s headquarters in New York City carrying a large sign that read: WHY IS [name of insurance company] FAILING? Below in small letters was the postscript: to treat its customers fairly. The result was numerous calls to the company, with some

canceling their policies and others inquiring about the perilous value of their stock. His picketing didn’t last long before a company executive came out and presented him with a check for the amount of his claim. The master of the humorous retort had a third alternative that would not occur to most of us.

In nearly all situations, humor is a tool that will get better results than the usual reaction. It allows us to respond to disappointment, disagreement, opposition and even anger in socially acceptable and extremely effective ways. 🤪



Editor's Column

A Word from the Corporate Comic

The death of former president Ronald Reagan precipitated a seemingly endless series of articles about the speaking skills leading to his sobriquet “The Great Communicator.” This nickname was based largely on his ability to use humor to carry his messages.

After his 1981 assassination attempt, he told his wife publicly, “Honey, I forgot to duck.” That conveyed volumes about his mental and physical condition and served to assure the public of his well-being and the stability of the nation.

His store of anecdotes and his ability to reach in and get one that was appropriate and then use it effectively made him the great speaker and communicator that he was. During his presidential debate with the much younger Walter Mondale, when his age and possible senility became an issue, he came up with what was probably his greatest humor line. Scoring a knockout, he pledged not to use the issue of age “to exploit his opponent’s youth and inexperience.” Because one cannot effectively counter a humorous line except with more humor, it can be verbally lethal. In this case it was!

Reagan’s sense of humor and his timing and other delivery skills made him a formidable opponent and a powerful communicator. Take a lesson from the great one and send your message on the wings of humor. Take note of our most recent service of supplying humor to help convey your messages. 🤪