

Signals in the Static: Seattle Mariners right fielder **Ichiro Suzuki** sets a U.S. record for hits in a single baseball season. Estée Lauder introduces "**Donald Trump, The Fragrance.**" *Sports Illustrated* turns 50. *Business Week* turns 75. Exercise guru **Jack LaLanne** turns 90. Died: Mercury astronaut **Gordon Cooper**, 77, the last American to fly solo in space; *Psycho* actress **Janet Leigh**, 77; *Cabaret* lyricist **Fred Ebb**, 76; ad executive **Stephen Baker**, 83, who wrote "Let your fingers do the walking" for the Yellow Pages.

William Morris, Hollywood's oldest talent agency, opens an office in China. **Playboy** will open a Playboy Club in Las Vegas, 16 years after it closed its last U.S. club. Waitresses will wear skimpy vintage Bunny costumes. NYC's **Museum of Modern Art** raises its admission price to \$20, the highest of any major U.S. museum. **Neiman Marcus'** new Christmas Catalog offers a worldwide lifetime **American Airlines** pass good for any seating on any flight (\$3 million). **MasterCard** will issue a "Hello Kitty" debit card aimed at tween girls. Next month **Budweiser** introduces B-to-the-E, a "sweet and tart" malt beverage loaded with caffeine. **Chicago** will install a network of more than 2,000 surveillance cameras on its streets. **Nextel Communications'** Mobile Locator service gives bosses an easy way to find employees who carry GPS-equipped company cell phones.

The '05 TV Season Will Have a Military Flavor: NBC gives a series commitment to a Pentagon drama from **Jerry Bruckheimer**. CBS gives a pilot commitment to playwright/filmmaker **David Mamet** and **Shawn Ryan** (*The Shield*) for a drama about a military anti-terrorism unit. **Steven Bochco** will produce a war drama for cable's FX.

The Price of Football: The average cost for a family of four to attend an NFL game, including tickets, food, and souvenirs is \$312.67. To compare, an NBA (basketball) game would cost them \$261.26 and an MLB (baseball) game would cost them \$155.52. *CNBC*.

Shopping Buddy: Currently testing at various supermarkets, a new product named Shopping Buddy attaches to the cart's handlebar. By scanning a frequent shopper card, the Buddy reveals past purchases. Shopping Buddy then directs shoppers to various aisles where items they punch in the device can be found; it also suggests entrees and lists the ingredients and cooking instructions as well. *Trendcentral*.

Dating on Demand: The hottest television show in Philadelphia is local cable's "Hurry Date—Dating on Demand." The program consists of short video profiles of single men and women (taped free by Comcast) who are available for dating.

Clubs for Tots: Citibabes, an invitation-only "urban country club for toddlers," will open next year in NYC's SoHo. Membership dues start at \$1,000/year, with additional fees for activities. Amenities for moms and kids will include a spa and hair salon, a gym with private trainers, a child-friendly gourmet café, and various classes. In January, **Kidville**, located on East 84th St, will open, with membership available to anyone with the \$2,195/year fee. It will feature a "stroller cinema" for movie buffs, as well as classes like "Music, Massage and Mommy" for pre-crawlers, and "Investing 101."

Get your own email copy of JOHO every month. It's free! Email me at david@writerdog.com