

Signals in the Static: **Marty Feldman** (who died in 1982) appears in ads for Perrier. **Wilt Chamberlain** (who died in 1999) will appear in an outdoor mural for Apple this fall. **The Dow Jones Industrial Average** turns 110. **Bob Dylan** turns 65. *Doonesbury* turns 36. **Natalie Portman** turns 25. Died: **James Conway**, 78, founder of Mister Softee ice cream; **Lew Anderson**, 84, who played "Clarabell the Clown" on the *Howdy Doody Show*, one of the first TV programs for children.

The Fantastics, the world's longest-running musical (42 years) when it closed in 2002, returns to NYC's Off-Broadway next month. **Hewlett-Packard** will be the first company to advertise on a U.S. stamp. **BusRadio** will broadcast advertiser-supported radio programs through school bus speakers to 10,000 students in Massachusetts this fall, expanding nationally in 2007. School districts will receive 5% of the ad revenue. Four new TV shows will feature season-long searches for missing people: **ABC's Traveler**, **NBC's Kidnapped**, **Fox's Vanished**, and **CW's Runaway**. In September, **AOL** and *Survivor* producer **Mark Burnett** will launch "Gold Rush," an interactive game where players monitor CBS television programs and commercials for clues to find \$2 million in gold. **BabyFirst TV** offers 24-hour cable and satellite programming aimed at viewers between 6 months and 3 years old.

Starbucks will offer books for sale in its stores this November. **Mattel** introduces a line of **Barbie** "Pin-Up Girls" designed to look like sexy models from the 1950's. **Jolt Cola** re-launches its 20-year old brand as the "Caffeine Machine." **Maxim** magazine will open a new hotel and casino in Las Vegas. **J. Crew** launches a new chain called **Madewell**, offering women's casual clothing priced 20% less than J. Crew.

Major League Faith: The **Atlanta Braves** baseball team is planning three "Faith Days" this season while the **Arizona Diamondbacks** and the **Florida Marlins** are each planning one. These games feature discounted tickets for churches, Christian music, and testimonials from players. *NY Times*.

Downshifting: During the past five months, sales of vehicles equipped with 4-cylinder engines grew from 30.1% to 35.4% of the market. Sales of 8-cylinder vehicles slipped from 25.6% to 21.6%. Six-cylinder sales remained stable at just over 40% *Auto News*.

Tattoo You: **Converse** offers a tattooed version of its Chuck Taylor sneaker, **Captain Morgan** introduces **Tattoo** rum, **Camel Wides** cigarette ads feature illustrations by tattoo artists, and a **Dodge** commercial shows an owner tattooing his car. *Brandweek*.

Broadband Accelerates: The number of Americans with broadband at home jumped from 60 million in March 2005 to 84 million in March 2006—a leap of 40%. This increase is double the 20% rate of increase that occurred from March '04 to March '05. Among households with incomes between \$40K and \$50K/year, broadband adoption grew by 68% since March, '05. *Pew Internet and Life Project*.

Impatient Americans: A new survey reveals that on average, women are willing to wait 18 minutes on line at a store before losing their patience, while men lose their cool after only 15 minutes. Younger people are more patient than older people, richer people are more patient than poorer people, and suburbanites are more patient than city dwellers. *Associated Press*.

Reminder: JOHO is going on summer break and will return in September.