

**Signals in the Static:** Justin Timberlake launches "Play," a new fragrance sold in a bottle that looks like an mp3 player. Robert Zemeckis will remake the 1968 Beatles' *Yellow Submarine* for Disney in 3D. Nancy Reagan turns 88. Next week, Leonard Cohen will turn 75 and Bruce Springsteen will turn 60. Edwin Moses turns 54. Kellogg's Pop-Tarts turn 45. The Gap turns 40. Died: Sun Records rockabilly pioneer Billy Lee Riley, 75.

Ray Bradbury's classic *Fahrenheit 451* is published as a comic book. In his 1953 novel, all books are burned—except for comic books which authorities consider shallow enough to be allowed to be read. New Yorkers can use their cellphones to order overnight home delivery of *The Economist* at the regular newsstand price. USAA bank allows customers to deposit checks by iPhone. Under San Francisco's new law residents must sort refuse into recycling, compost and garbage using three color-coded bins. LA bans new digital billboards. Plan B Salon in Cambridge, Mass. offers 15-minute pre-appointment Skype video consultations.

Sunny D Beverages uses in-store flavor strips for shoppers to sample its new Smoothies. Coca-Cola Freestyle is a new self-serve soda fountain that can dispense up to 100 different drink flavors, now being tested in fast food restaurants in California and Atlanta. Energy-X is a new no-calorie energy-boost lip balm. P&G tests Tide Basic, a version of the detergent that will cost 20% less than standard Tide. Hallmark introduces "mobile greeting cards," a cellphone message with the look and feel of a Hallmark greeting card (\$.99). In November, Royal Caribbean will take delivery of *Oasis of the Seas*, the largest and most expensive cruise ship ever built. Popular Mechanics reports a sales boom in backyard bomb shelters.

**Auto News:** GM begins removing its "Mark of Excellence" logo from its vehicles. Toyota's Scion will launch its IQ small car in the fall of 2010. As part of its introduction of the 2010 Taurus, Ford is putting bar codes in print ads and dealership displays that launch promotional videos on Internet-enabled camera phones. OnStar adds Remote Ignition Block which prevents a subscriber's stolen car from starting. Lynch Hummer in St. Louis now also sells firearms along with their vehicles. Max Motors in Butler, Mo. gives away a voucher for an AK-47 (\$450 value) with the purchase of a truck. In January, 2009, for the first time more automobiles were sold in China than in the U.S.

**Diversity in America:** The foreign-born now represent 12.6% of the total American population. (In 1910, it was 14.7%). Over half of these immigrants are from Latin America and a quarter are from Asia. Over all, minorities now constitute slightly over a third of the population. In Hawaii, New Mexico, California, Washington, D.C., and Texas, minorities are now the majority. *NY Times*.



KFC tests its *Double Down sandwich* (\$4.99) in Providence, R.I. and Omaha, Neb. Made without bread, it consists of two Original Recipe Chicken Filets, bacon, Pepper Jack and Swiss cheese.