

Signals in the Static: [Donna Sachet](#) becomes the first drag queen to sing the U.S. national anthem at a major-league baseball game. French fashion designer [Jean-Paul Gaultier](#) creates a collection for Target. [Patti Page](#) turns 87. [Jonathan Winters](#) turns 84. *Rolling Stone* magazine turns 42. The [Altamont Free Concert](#) turns 40. [Infiniti](#) turns 20. [Fight Club](#) turns 10. The [Firefox](#) browser turns 5. Died: [Troy Smith, 87](#), founder of Sonic drive-ins; [BBDO Detroit](#), 65; *Metropolitan Home* magazine, 28.

The [Living Christmas Tree Company](#) delivers a live Christmas tree to LA residents, picks up the tree after the holiday, replants it, then returns the same tree the following year. Roving [Apple](#) Store cashiers have replaced their Windows CE checkout device with an iPod Touch. [Gelato](#) is a new dating service where users build their profiles by pulling content directly from their profiles on Facebook, Twitter, and Netflix. [Google's Latitude Location Beacon](#) allows mobile users to tag their location on a map for later reference. Google also begins testing "skippable" pre-roll commercials in [YouTube](#) videos. [A Story Before Bed](#) lets you to record yourself reading a bedtime story to a faraway child. The child views the book onscreen plus a video of you reading it to them.

Auto News: By 2011, the [Florida Turnpike](#) will no longer accept cash. Drivers must either pay with an electronic pass or they will have photos taken of their license plates and receive a bill in the mail. [Chrysler](#) will offer mobile digital TV in Chrysler, Jeep, and Dodge cars and trucks (\$629) with 20 channels of network and cable programming (\$119/year). [Audi](#) is developing a Google Earth mapping system. Instead of entering an address, a driver clicks on an icon and the system gives directions based on the current location.

"Paradessence": "Many products exhibit a paradoxical essence, or *paradessence*, in promising to simultaneously satisfy two opposing consumer/buyer desires. Products blessed with *paradessence* somehow combine two mutually exclusive states and satisfy both simultaneously. Ice cream melds eroticism and innocence. Air travel offers sanitized adventure. Amusement parks provide terror and reassurance. Automobiles render drivers reckless and safe. Sneakers grasp earth and help consumers soar free. Muzak is a hybrid of transience and eternity." —[Aidan O'Driscoll](#), "[Culture, Contradiction and Marketing Pragmatism](#)," *Irish Marketing Review*, Sept. 9, 2009

American Weapons: The value of global arms sales dipped by 7.6% in 2008 to \$55.2 billion. However, U.S. defense producers sold new weapon contracts worth \$37.79 billion, representing an almost 35% rise from 2007. Last year the U.S. delivered \$12.23 billion worth of military-related hardware worldwide. That was greater than the next four largest arms exporters—Russia (\$5.4 billion), Germany (\$2.9 billion), the U.K. (\$2 billion) and China (\$1.4 billion)—combined. [Congressional Research Service](#).



Save money. Die better. The [American Patriot Steel Casket](#) (\$1,099) is now available on the Walmart website, along with other human-and pet-funeral equipment.