

Signals in the Static: **Mary J. Blige** will star in a movie about jazz singer [Nina Simone](#). **Elvis Presley** will become a [Mr. Potato Head](#) toy this fall.

The [laser](#) turns 50. *To Kill a Mockingbird* turns 50. [Whole Foods Market](#) turns 30. *The Shining* turns 30. *Seinfeld* turns 20. **Sasha Obama** turns 9. Died: **Edward Uhl**, 92, co-inventor of the bazooka; [Mercury automobiles](#), 71; **Richard LaMotta**, 67, creator of the [Chipwich](#) ice cream sandwich.

About 100 employees of medical marijuana businesses in Oakland, Ca. were welcomed into the **United Food and Commercial Workers, Local 5**, whose 26,000 other union members work primarily in groceries and meat markets. NYC's **Marmara Manhattan** hotel offers a "birth tourist" package including two months accommodation, airport transfer, baby cradle and gift set (\$45,000, hospital fees extra). A baby born of foreign parents on American soil automatically becomes a U.S. citizen. NYC's [The Writer's Room](#), a low-cost place for writers to rent workspace, has banned mechanical typewriters from its premises.

[Burgerville](#) provides its customers with receipts containing detailed nutritional information (calories and grams of fat, protein and carbohydrates) for each item purchased. **McDonald's** is building a location-based functionality with Facebook that will allow users to "check in" at restaurants and share menu items with friends. Clothing retailer **J Crew** launches its "Shirt of the Month Club" which sends its subscribers monthly "handpicked" shirts. Members will be able to return shirts for a better size but not exchange them (\$695/year).

The **Boy Scouts of America** introduces a new online [advergame](#). **Capital University** has created a [virtual campus tour](#) on Facebook to attract students. This

summer ABC.com will show [soap webisodes](#) featuring characters from "All My Children," "One Life to Live," and "General Hospital" interacting with one another.

Summer Drinking: Hollywood's recently reopened nightclub-of-the-moment, Las Palmas, features "Prohibition Tea" cocktails including "The Earl," a blend of lavender Earl Grey tea, [elderflower liqueur](#), and vodka. A more downscale example of this trend: [Jeremiah Weed](#) ("Drink Your Weed"). Arizona's Piano Room offers [Cocktail Popsicles](#). NYC's Anchor Bar promotes [Juice Box Cocktails](#) on Thursday nights.

American Car Culture Declining: In 1978, nearly half of 16-year-olds and three-quarters of 18-year-olds had driver's licenses. By 2008, only 31% of 16-year-olds and 49% of 17-year-olds had licenses, with the decline accelerating after 1998. While the proportion of people ages 21-30 has increased since 1995, the share of automobile miles driven by those people fell to 13.7% in 2009 from 18.3% in 2001 and 20.8% in 1995. *Ad Age*.



U.S. Mine Resistant Ambush Protected vehicles that patrol in Afghanistan's Paktika province have advertising banners attached to their RPG-catching grates (known as "bird cages") that encourage locals to join the Afghan National Army. The literacy rate in this province is 7%.