



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



Spring 2006

Newsletter Tips

By John Gutekunst

This newsletter has been in existence for three years now, and it's pretty obvious that it is one of the finest publications the world has ever seen. The timely, fascinating articles and hard-hitting editorials make *A Mere Paws* a must-read for virtually everyone on the planet.

With that in mind, we felt it was high time we shared our expertise, so here are some tips for newsletter production:

1. Keep it short — everyone is crunched for time these days. Even those that aren't busy feel they need to pretend they are.
2. Know your subject matter — it can become obvious when you write about a topic that is unfamiliar to you (for example: this article, the next, page 2)
3. Keep the material interesting — a newsletter is not the place for excessive detail and dry statistics, save that dull stuff for your PowerPoint presentations.
4. Deadlines — keep ahead of the game with your writing to avoid last-minute panic and to insure the newsletter goes out on time
5. Some technical stuff:
 - Fonts — resist the urge to use more than a few, especially scripty, hard-to-read fonts



- Proofing — get someone else's eyes on the text to catch the inevitable typos.
- Don't rely solely on spell-check — it will miss homonyms (site and sight) and do other strange things. (It always tries to turn my last name into gluteus.)

One more tip: Don't get too full of yourself — it's just a newsletter. 🐾

A Closer Look

USPridewear.com



- His logo had a great looking eagle and stated that he was a US Military Veteran. (The donut on mine looked stale and was a little sticky.)



I was sitting in a sidewalk cafe the other day, feeling pretty smug in my sartorial splendor. You see, I had on my new polo shirt with an embroidered logo of my old outfit — I had been an assistant baker in the Fifth Donut Brigade, Glazed Division (The Fightin' Faschnachts!).

Then I noticed another gent at the next table also wearing a polo shirt with an embroidered logo. We eyed each other's embroidery carefully. Sad to say, I didn't come off so well in the comparison:

- His shirt was a high-quality brand name item, made of the best materials. (Mine was at least 50% post-consumer recycled demolition debris and was already starting to show wear.)
- His embroidery was beautiful and no wonder, it was comprised of over 15,000 stitches. (My nephew stitched mine, it was the first time he had ever picked up a needle and thread.)

I asked him where he got his shirt, and his answer surprised me: online at **USPridewear.com**. They offer high-quality name-brand apparel featuring unique embroidered designs for United States military veterans and other organizations. Shirts, jackets, hats and more. All five military branches; Air Force, Army, Coast Guard, Marines and Navy are available on all products.

He also mentioned that USPridewear.com donates a portion from the sale of every garment to United States military veterans' charities. Their name is their address: www.USPridewear.com.

Fortunately, my new acquaintance had to run and didn't have time to ask about my shirt (the donut had left a grease stain and the right sleeve had fallen off). At least I had learned where I could find apparel that I could be proud of. 🐾

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A Mere Paws
Pronounced almost just like mirepoix!



Baying at the Moon

By John Gutekunst

Nothing Useful Today

In this space we try to bring you some useful information related to marketing or advertising. Unfortunately we've plum run out of useful information, so we're going to do a fun quiz instead:

Test Your Knowledge of Advertising Jingles and Taglines!

1. Who put 8 great tomatoes in that little bitty can?
2. Let _____ put you in the driver's seat. (Picture a semi-reclining man flying through the air and into the seat of a moving convertible. No seat belt.)
3. A little dab of what would: "do ya"?
4. Name the shampoo that depended on irritated oysters for its ads.
5. My bologna has a first name, it's _____ (full name please).
6. "Please don't squeeze the _____."
7. What was the "San Francisco treat"?
8. What brand of juice was pushed by a nasty little guy from our 50th state with anger-management issues?
9. I want my _____! (mush-like breakfast cereal).
10. What did Choo Choo Charlie love?

6. Charmin
7. Rice a roni (but not according to natives of San Francisco)
8. Hawaiian Punch
9. Mayo
10. Good 'n Plenty

- Answers:
1. Contadina
2. Hertz
3. Brylcreem
4. Prell
5. Oscar Mayer

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Your score:

- 0 - 3:** You are either an intellectual or pretending to be one
4 - 7: Average, but not in a good way
8 - 10: You watch way too much TV

Recipe of the Week

Slow Food

One of the newest trends in cuisine is Slow Food. The Slow Food movement is dedicated to getting people to (this should be obvious) slow down, enjoy pleasures of eating, and get away from the rush of life in general and fast food in particular. Today's recipe should be helpful.



Slow Conch

For this recipe you will need:

- 1 Conch (rhymes with bonk, but not monk), a rather chewy gastropod popular in the Florida Keys, cut into bite-sized pieces



When you get around to it, fill a large pot with cold water. Put the pan on the stove, turn the heat to the lowest setting available, and bring to a simmer. Place conch in simmering water, and cook until texture resembles a Michelin steel-belted radial (1-2 hours). Be careful not to over cook, or conch may become tender.

Working their way through these chewy little items will keep your guests at the table for hours (days?). Serve with Molasses cordials.

Next Week: We test gas versus electric cooktops, and rate which produces the best grease fires. 🐾