



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



Autumn 2003

It Themes to Me . . .



The theme of this article is — themes. One of the things we do at Doggerel

Unlimited is help our customers with themes, but a lot of people don't quite understand what it is all about.

Almost any event can benefit from having a theme. It's a way of organizing information and keeping things focused and together. In addition, with a little imagination it can make things more fun, and therefore the event is more memorable and effective.

As an example, we have been doing a family/friends picnic for 18 years, and every year has had a theme. All food, games and decorations follow whatever that year's theme is.

This year was "Down on the Farm." We served Country Ham and biscuits, corn-on-the cob and shoo-fly pie. We also served quesadillas and okra biegnets, after all a theme is a guide, not a straight jacket.

Games included a cow-milking contest using latex gloves and an odd looking bobble head cow. These are the sort of things people remember.

So use a little imagination. For your next event rent some singing chickens, or have bands of Insurance Adjusters roving the crowd telling Actuary jokes, or call us — we've got all kinds of ideas. 🐾



A Closer Look

Wiley's Car Care



Everybody has trouble with their car at some point or other. Question one: who do you trust to make repairs? Question two: which repair shop offers the best cucumber sandwiches in the customer waiting room?

The answer to both questions is Wiley's Car Care. Wiley's, located at 737 Downingtown Pike in West Chester, has been a family run business in the area since 1915. They are an AAA approved facility, ASE, and AC certified, and a Member of the Alliance of Automotive Service Providers.

As for the cucumber sandwiches, they are truly wonderful; fresh, thinly sliced cucumbers on a nice whole grain bread. They trim the crusts just so and cut them into little triangles.*

In 2000 the shop was purchased by Herb Wiley's son Steve. Steve has 15 years experience in the auto industry and a Business Degree in Administrative Management from the University of Delaware. Steve and his wife Dawn recently had their first child, a boy they named Andrew. Appropriately, the first words little Andrew spoke were "I don't like the sound of that transmission." It looks like Wiley's will be in good hands for quite a while.

Check out www.WileysCarCare.com for more information, or call them at 610-436-8800 🐾

* Availability may vary.

Doggerel Unlimited

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Sorry, another edition of
A Mere Paws
You are on our mailing list,
and you can't get off.



Baying at the Moon is a regular feature of A Mere Paws which will continue to run until sufficient numbers of complaints are received.

Whatever Happened to Mabel?

Getting the most out of advertising and design services can be a tricky proposition for a business.

During the 1950's the Carling Company, makers of Black Label beer, started an advertising campaign starring Mabel, a young lady who was not only attractive, but served up frosty bottles of delicious and refreshing beer. The tag line used was "Hey Mabel, Black Label!"

The last time I actually heard that line in a commercial was

A Mere Paws is a Publication of Doggerel Unlimited,
a division of GK Productions, Inc.
324 W. Kings Highway, Coatesville, PA 19320
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Baying at the Moon

probably in the 70's. By that time, the whole Mabel thing was at best quaint, but more like they couldn't come up with a better rhyme for label. They could have updated with "Drink Black Label, it'll put you under a table!" or "Black Label, it's not execrable!" which doesn't rhyme exactly but I still think would sell more beer.

Which goes to show you have to be careful with popular culture. For instance, a designer might tell you that Neon orange and Dioxazine Purple are the hot colors this year. That's fine for a one-time advertising piece, but maybe not so good for your corporate colors.

So when looking for design services, you need to tread a fine line between stodgy and over-the-top. Just ask Mabel, she knows. 🐾

Recipe of the Week

Macaroni and Cheese

Start with 1 pound of dry elbow macaroni. Cook in salted, boiling water until *al dente* or *to the tooth* — basically until done.



The true secret to delicious macaroni and cheese is that the noodles need to be dry when the cheese is added. Have your grated cheese ready (type of cheese and amount are up to you, it just doesn't matter). As soon as the macaroni is done, drain completely and quickly.

The excess water inside the elbow noodles can cause a problem, so we recommend using clean, dry pipe cleaners to wick that moisture away. Approximately 200 pipe cleaners will be needed to dry 1 pound of noodles. (Pipe cleaners can be dried and reused.) This must be done quickly so the noodles are hot enough to melt the cheese.

When dry, mix the noodles and cheese, pour on some milk and bake in a turned-on oven until done.

Next time: Whoopie pies, a recipe from the Culinary Institute of America. 🐾