

OFF *the* BEAT

It's All in the Name

Lists We Can't Help Compiling on a Lazy Summer Afternoon

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Lionel Tiger and Robin Fox collaborate in studies on animal behavior.

To our readers: Contribute your own entries to future installments of this game.

From the editor's mailbag:

A UFO detector for the woman or man who has everything

Much of the "news" sent by enterprising companies to editorial offices makes a rapid exit via the editors' wastebaskets, but recently a news release seemingly ticketed for instant oblivion caught my eye. I'd never credited UFOlogists with much of a sense of humor before, but now I may have to change my mind.

The subject is a pocket-sized electronic flying saucer detector. Its marketers (perhaps best left unnamed) assure us that "everybody's talking about it." Befitting our times, one pitch is convenience: The "sensational" instrument will alert you to an approaching UFO "while you relax in the comfort of your home." No need to exert yourself.

But the big advantage relates to peace of mind. "For years," says the company, "flying saucers have been sighted with luck. The GEOS 10 replaces luck with science and accuracy. In fact without it, you never know what may fly over your house!"

—K.F.

august 11, 1973

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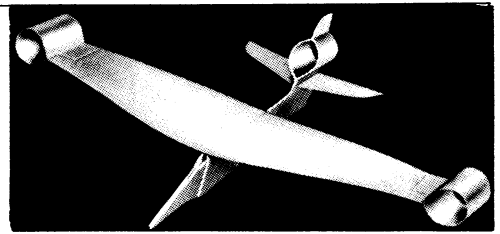
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