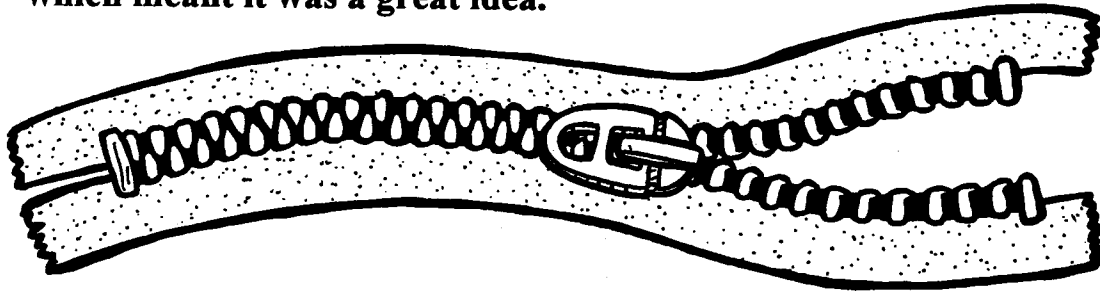


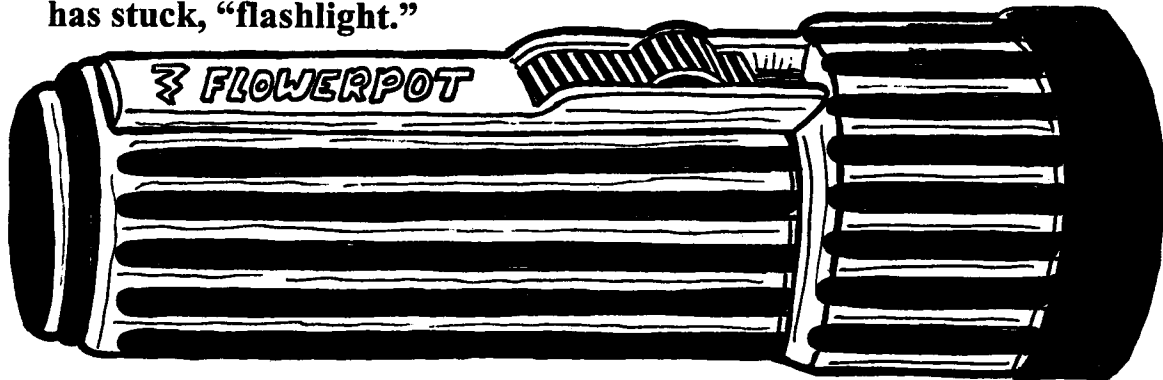
WHAT'S IN A NAME?

There are many valuable lessons in the history of inventions that teach us the importance of a name. The name an inventor chooses can determine the success or failure of the invention. It is interesting to learn just how and why some of the most popular inventions were named. The following are a few examples that provide interesting facts about the origin and evolution of the names of some of them:

- The typewriter was first called “An Artificial Machine or Method for the Impressing or Transcribing of Letters, Singly or Progressively one after another, as in Writing, whereby all Writing whatsoever may be Engrossed in Paper or Parchment so Neat and Exact as not to be distinguished from Print.” WHEW? Needless to say, when its name was shortened to “typewriter,” it sold much more (probably partly because people could remember it much better).
- The zipper was first called “The Clasp Locker and Unlocker.” It was renamed when someone exclaimed that it was a “zipper” of an idea - which meant it was a great idea.



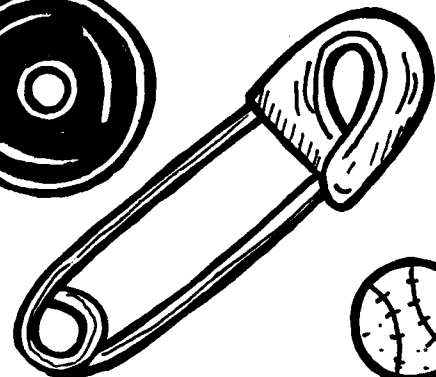
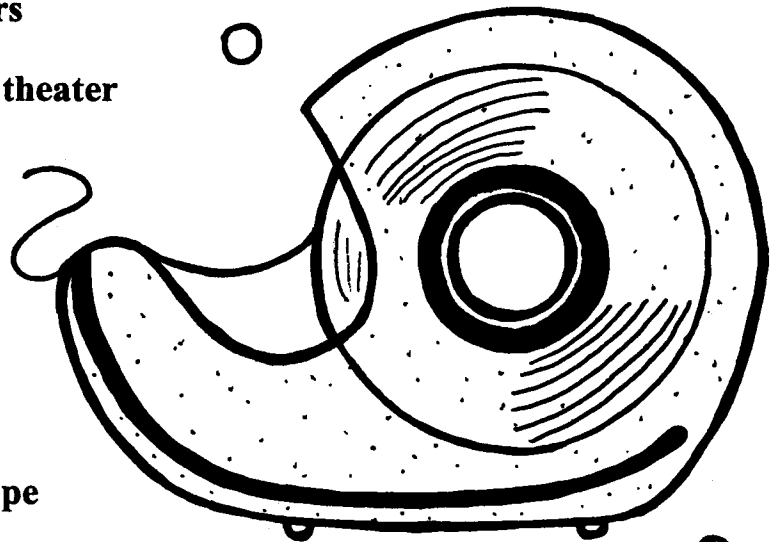
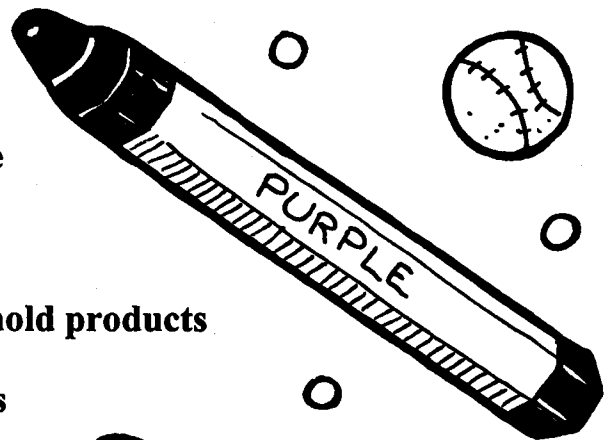
- The flashlight was originally called the “Electric Flowerpot.” It was changed to “Portable Electric Light” before evolving into the name that has stuck, “flashlight.”



- “Twinkies” were first called “Little Shortcake Fingers” until the inventor saw a sign one day selling “Twinkle Toe Shoes.” He liked the name so much that he shortened it to “Twinkies” and renamed his invention.

INVENTOR'S LIST

Thomas Adams - chewing gum
Mary Anderson - windshield wipers
Alexander Graham Bell - telephone
Edward Binney - crayons
Joseph-Armand Bombardier - snowmobile
Nolan Bushnell - video game
Willis Carrier - air conditioning
Alexander J. Cartwright - baseball
George Washington Carver - many household products
Josephine Cochran - dishwasher
Leonardo Da Vinci - many machine designs
Richard G. Drew - scotch tape
Thomas Edison - phonograph
Albert Einstein - many scientific theories
George W. Ferris - Ferris wheel
Henry Ford - car manufacturing
Benjamin Franklin - lightning rod
Bill Gates - many computer software programs
Sylvester Graham - graham crackers
Chester Greenwood - earmuffs
Richard M. Hollingshead - drive-in theater
Walter Hunt - safety pin
Thomas Jefferson - swivel chair
Edward Lowe - kitty litter
Elijah McCoy - ironing board
George de Mestral - Velcro
John A. Miller - roller coaster
Garrett A. Morgan - gas mask
William G. Morgan - volleyball
James Naismith - basketball
Sir Isaac Newton - reflecting telescope
Alfred Nobel - dynamite
Louis Pasteur - pasteurization
Edwin Perkins - Kool-Aid
Ralph Samuelson - waterskiing
Arthur Sicard - snowblower
Earl S. Tupper - Tupperware
Don Wetzel - ATM (automated teller machine)
Eli Whitney - cotton gin
Sir Frank Whittle - jet engine
Wright Brothers - airplane
Arthur Wynne - crossword puzzle

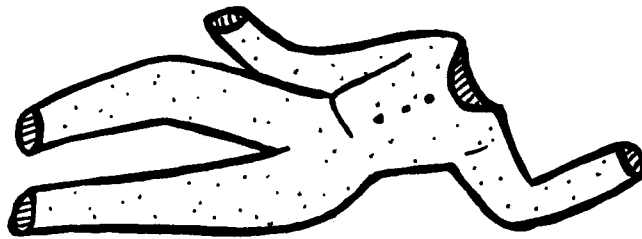


WHY INVENTIONS SUCCEED

There are all different types of inventions. Some inventions are measuring instruments, like the clock or thermometer. Others are medical, like the stethoscope or x-ray. Inventions can be related to transportation, like the car or boat. Others deal with communication, like the telephone or satellite. Still, there are tools, weapons, agriculture and building inventions as well. The types of inventions are as endless as the number of inventors creating them. However, one thing that all inventions have in common is their usefulness. All inventions have a specific purpose and solve a problem. For example, headboards were invented to keep the pillows from falling off the top of the bed, and footboards were invented to keep bedclothes from falling off the bottom of the bed. Likewise, all inventions are designed to make our lives easier.

Although an invention may be an exceptional idea, it may never become successful. Many things can determine the success or failure of an invention. We have already learned about the importance of naming a product. Another factor in the success or failure of a new product is the way it is presented to the public - the advertising. The following are interesting facts about how some past inventions were presented to the public and why they came about:

- **Leotard** - A circus performer in the early 1800's did not get his costume returned from the cleaners in time for his performance, so he performed in his long underwear - the first leotard.



- **Cuffs** - Around the turn of the century, a wealthy Englishman showed up at an American wedding. Due to the rainy weather, he had rolled up his pant legs so as not to get them wet in the puddles. In his rush to get inside, he simply forgot to unroll them. Many Americans assumed this was a new fashion trend. Soon, cuffs on men's pants became popular in this country.
- **Peanut Butter** - This popular invention began as a medicinal remedy. A doctor created peanut butter to make sure that a patient of his was getting enough protein (since he couldn't eat meat). Interestingly, it never took off as a medicine, but it sure did as a food.