



## Super Bowl Sunday flush with excitement

**W**e can't decide which is more disturbing:

1) That somewhere out there is some poor public relations guy named Brian McDermott who is faced with the daunting task of trying to promote a Web site dedicated entirely to the subject of flatulence; or

B) That he's specifically targeted us as a member of the media who might actually be interested in this cause.

OK, so we've been known to dabble in a little potty humor now and again — the column about the SuperToilet that could flush multiple sleeves of golf balls springs to mind — but we like to think that, by and large, our funny bone is a bit more highbrow than indiscriminate fart jokes.

But this McDermott fellow has turned into some kind of e-mail stalker, constantly after us to give his client some press. In just the past two months, we've received no fewer than seven e-mails from the guy. And all of them end with the same pitch: Would we like to interview his client, Bill Downs, who is described as "one of the world's foremost experts on diet and digestion"?

Downs has more than 20 years of expertise in diet, digestion, nutrition science and biological chemistry. He's also the author of several peer-reviewed studies.

But Downs' real claim to fame, according to McDermott, is as the author of the new "Trafon" blog ([www.trafon.org](http://www.trafon.org)), billed as ... this is big, people ... the world's first "fart blog."

That's right, it's now official. There is finally at least one blog dedicated to every subject you could possibly think of.

But blogging on tooting isn't the only thing Bill Downs does. He also offers his line of "Gassy Greeting Cards," which McDermott told us about in yet another of his e-mails to us. The cards are described as a "polite, confidential, anonymous way" to tell someone that they have "offensive gas."

(Our suggestion for a greeting-card verse: "I like to think I'm pretty tough / And really quite thick-skinned / But frankly you smell like a yak / So please don't stand upwind.")

Of course, McDermott isn't the only one pitching us this sort of story. We're not sure if we've gotten on some sort of Potty Humor Mailing List From Heck, but we also recently received an e-mail from the Kimberly-Clark SCOTT Tissue Brand titled "Toilet Terror Could Strike During Halftime."

The e-mail informs us that an estimated 90 million toilets will be



**Mark Saal**

Life at the Top

flushed during halftime of today's big game, creating enough water to flow over Niagara Falls for seven minutes and instilling in us an image that effectively eliminates any desire we ever had to see the famous waterfall.

It's called The Halftime Flush, and Kimberly-Clark seems to be hinting that terrorists could potentially use the collective flush to bring this country to its knees. You know, a few well-placed explosives at our sewage treatment plants, halftime comes, it's a good time to go to the bathroom and — ba-da-bing, ba-da-boom — before you can say "Roto-Rooter" you've got yourself a nation of hopelessly clogged toilets.

So we're thinking the patriotic thing to do is simply not flush your toilet today.

Fortunately, to counteract any possible terrorist acts, Kimberly-Clark has teamed up with hard-nosed former Chicago Bears football coach Mike Ditka to offer some "common-sense solutions" to the problem, found at [www.halftimeflush.com](http://www.halftimeflush.com).

Ditka is quoted as saying "During the Big Game, the pressure to win is always intense in the locker room. And, the thing is, not only does the team feel the pressure, but the fans and their bathrooms do, too. See, during halftime, so many johns are flushed, they go into overtime mode."

Aside from flagging Coach Ditka for unsportsmanlike conduct (too many sports clichés), we fear it's a sad, sad day when the once-proud football icon is reduced to shamelessly shilling for a toilet paper manufacturer. We're just grateful Vince Lombardi isn't alive to see this one.

But on the bright side, perhaps Brian McDermott and Bill Downs have a greeting card for just such an occasion:

"Sorry to hear / your toilet's got clogs / This wouldn't have happened / If you'd read my blogs."

*Figured out what Trafon means yet? Here's a hint: Try spelling it backwards. You can reach Mark Saal at 625-4272 or [msaal@standard.net](mailto:msaal@standard.net).*