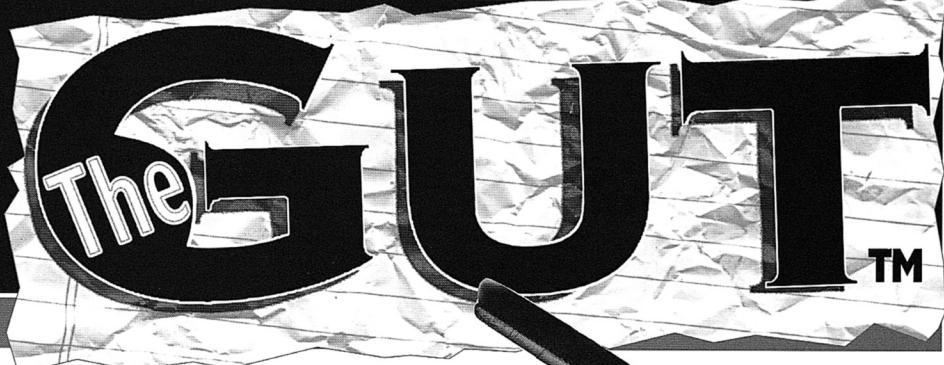


WHEN YOU KNOW  
WHAT YOU KNOW  
GO WITH...

FALL 99



TM

# Man Made

**T**here's a new kind of masculinity emerging from the men of the world. Here's a look at what today's men are up to — and what it all means.

**A shave and a haircut** The secret is out. Men are enjoying manicures and pedicures. The first time they might have been coaxed by a woman in their life, but they're repeat customers more often than not. But don't be mistaken, just because they're putting their feet up for a little pampering, doesn't mean they're lining up for facials — a favorite of their female counterparts. When it comes to spa treatments, women go to improve their looks, while men say they're in it for the relaxation. And men seem to be a lot more relaxed about a foot soak than a mud mask or glycolic peel. Evidence of this can also be found in the return of men to the barber shops. To most men, a haircut's a haircut, and because the barber can give the same cut as the stylist without overzealous styling and products (not to mention the pounding dance-beat atmosphere) his chair feels more like home. It's all about comfort.

**The new tools** Spa visit or not, men's ablutions are no longer limited to the quick morning shave. Specially-marketed men's creams, lotions, facial toners, and specialty shaving products have recently seen increasing popularity overseas and are creeping up in sales in the USA. And although the Average Joe hasn't yet added facial moisturizer to his daily regime, as soon as he realizes his youthful appearance is at stake (and that SPF protection is an ingredient in most products), look for a Neutrogena for Men line to hit the shelves. L'Oréal recently debuted a line of hair color especially for men which is being applauded from male dye-hards everywhere. And more men are turning to tweezers to shape their eyebrows, and then eyebrow brushes to keep them in place. Manicure sets for men are hot sellers these days, and go from \$25 for the basic tweezers and nail cutters to \$150 for added amenities such as shoe horn, travel mirror, cuticle cutters, nose hair trimmer and corkscrew (for celebratory grooming?) And although it might seem difficult to believe, a recent issue of *Esquire* magazine pictured a group of men proudly wearing tights.

**Men are in conflict** To keep everything in balance, men who are spending time with their feet up, are also shelling out the dough on home improvements. Some like the relaxing aspect of spas so much they're creating them in their own homes — most often in the master bath. Standard issue improvements include a jacuzzi, exercise bike, and television or sound system. The most extravagant designs include greenhouse, goldfish



pond, and juice bar. But the newest room in the house is the backyard. Heraldng close attention in neighborhoods, grills big enough to cook up burgers for the whole block can be found in the most plush suburban backyards. Landscaped meccas with lush gardens, mosaic patios, deluxe lawn furniture, custom lighting and mosquito-repellent torches complete the backyard getaway.

**A Return to ManFood** Papaya King, a popular hot dog restaurant is expanding to

become a chain. Balogna sandwiches are the favorite of presidential hopeful George Double-ya. Steak houses are mooing in the cities and suburbs. Even snack foods like pork rinds and Slim Jims are seeing an increase in popularity. And when it's Dad's night to cook, what's he making for dinner? Spam — the ultimate pre-prepared, if not particularly nutritious, meal.

**The Gut™ Sez:** Make up and spas have always screamed femininity. So what does all of this primping say about the masculinity of today's men? And why are more and more men flaunting the flowers they're receiving at work, another role traditionally woman-specific? Men are beginning to accept the fact that they are no longer simply the providers. In today's dual-income family, multiple roles are becoming more and more of a necessity. And with the shared earning,

If you still doubt the imminent triumph of the Lame Games™, look no further than "Up From the Gutter," an in-depth look at action bowling in the April 1999 issue of *Esquire*. And then there's the little matter of croquet: it's everywhere from advertisements to your neighbor's backyard!

And we hate to say it, but archery is on its way back. With all of the controversial gun lobbying of recent past, it'll be back to the old-fashioned bow and arrow. Look for competitions to start springing up on the Lame Games™ circuit.

Continued on back cover

## Lame Games™ Update



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**THE GUT™** is a chronicle of change where it hits first - in the street. For 20 years we've used guerrilla marketing strategies and have been keeping an eye on the cutting edge - where the next trends will begin. We pick up info on the streets...in neighborhood diners and luncheonettes. And on the sidelines at ball fields. The Gut™ the real public pulse. Hey, we're just interested in what's going on. We'll keep you posted.



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Hey, you can spend thirty grand on a one-time research study, or \$1000 an issue for The Gut™. That's a lot of info for a lot less, and a lot more fun.

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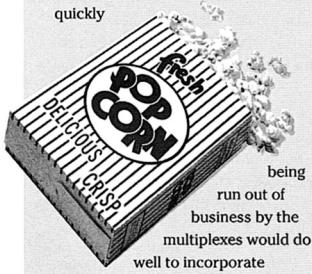
Jennifer Grow, Editor

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## Will Movie Intermissions Mean More \$\$\$?

ADMIT ONE

The battle between small neighborhood movie theaters and huge multiplexes continues. But there's one matter that both should consider. Intermission. Smaller neighborhood theaters which are quickly



being run out of business by the multiplexes would do well to incorporate intermissions. These theaters generally don't charge the ticket prices of the big Sony and Loews theaters, and they often don't have as many screenings. With movies getting longer, and theaters making all of their money on concessions, it only makes sense to offer the audience a chance to stretch, and fill up their popcorn, soda and jujubes while they're up. Of course, this may also mean the need for bigger bathrooms to accommodate the crowds at half-time.

**The Gut™ Sez:** Look for smaller movie theaters to broaden their concession choices. Coffee and tea. Home-baked cookies and cakes. Audiences will enjoy themselves so much they'll demand the return of the double-feature.

# Keep 'em Home



**D**on't be surprised when you start seeing working moms walk out of the work force and back onto the homestead. In

response to increased incident and concern over school violence, mothers will be returning home from the office with increasing frequency. Whether they arrange to work from home, choose 'mother's hours' or opt out of paid work altogether, more moms will be greeting their kids at the bus stop. Home schooling is likely to be on the rise, too. Of those moms who can financially afford to stay at home with their kids, many will opt to take their old school books down from the shelves and brush up on their algebra and history to see if they have what it takes to teach from home. With parents and kids harboring daily fears of guns in lockers and bombs in cafeterias, the only sure way to keep kids safe seems to be to keep them at home. The question to ask is, what does home schooling mean for the long term? Educators express concern over a home-schooled child's emotional and social development. Not to mention the possible difficulty in individuating from a parent. They'll tell you kids need to be with other kids. And they learn from the environment of the school - the kids in their classes, and time spent in on the playground, in the gym, and walking through the halls - not just from the teachers in the school.

**T**he Gut™ Sez: Schools must become safer. But they also need to become more diverse in their curriculums and their teaching methods. As a society, we are learning the hard way that not all kids respond the same way to authority, to protocol, to methods, to discipline. The government needs to begin to see eye to eye on all levels and focus in on the bottom line: the kids. Right now safety in schools might seem to necessitate armed security guards and hidden cameras, but in the long run other solutions need to be found. Kids can't learn when they're scared for their lives. Look for mentoring programs to become more popular for all kids, not just those deemed at-risk, or disadvantaged. Kids respond well to mentors, who may give them adult companionship without the authoritarian qualities which can serve as roadblocks in kids' relationships with their parents and teachers.



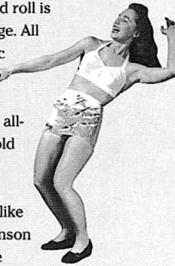
## Headgear

The fedora is poised to make its greatest comeback ever. Not as regional as the cowboy hat, not as weird sounding as the pork pie, look for these classy '40s chapeaus atop the hippest heads. And take a look at Tom Waits' latest album, *Mule Variations* on Epitaph. He's got one in his hand.

**The Gut™ Sez:** Hats have always been a fashion statement. And the fedora creates a distinguished look. While today's gen-xers strive to be taken seriously, watch as they don their grandfathers' feathered caps.

## Bands on the Run

There is a revolution going on right now in rock music - but it's not the kind of revolution the established labels have been hyping. What's new is what's old: rock and roll is returning to the garage. All over the world, music enthusiasts have outgrown the tired angst of the '90s. The all-powerful 18-25 year old market is steadily turning away from nihilistic performers like Hole and Marilyn Manson and turning to garage rock, with its cartoonish lyrics and addiction to the back beat. Music festivals like the Warped tour will soon be replaced by concerts such as the Las Vegas Grind which, on Halloween, featured bands spanning three decades and four continents. So what is it about garage rock that is taking out the alternative bands of today? Garage rock doesn't dwell on the emotional or the personal. The garage sound is all about celebrating. So as the '90s draw to a close and we all harbor lingering millennial fears, we can't help but anticipate the biggest party of our lives.



**The Gut™ Sez:** Our fashion statements will follow the sounds of the garage. Expect the turtleneck shirt, sport coat and scarf look to make a big splash in fashion-conscious centers like Los Angeles and New York. And gogo dancing is likely to make a comeback too, as knee- and thigh-high boots are garage-fan standard attire.

## Millennium Vacations, Millennium Babies

Look for employees to put in for longer Christmas and New Year's vacations this year. People will want a few extra days off leading up to the big party to ring in the new millennium, not to mention a few extra days to recover. Companies should anticipate the need to rework holiday schedules at the end of the year, or give year-end bonuses in the form of days off, rather than an extra week's pay. Look for temporary workers to be the hot commodity.



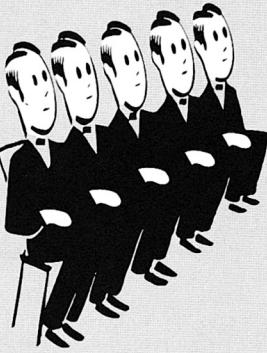
**The Gut™ Sez:** If as many couples tried for the millennium baby as were reported on April 10 (the calculated conception date) maybe we should all be thinking about the possible resulting millennium mini-boom. As more companies are offering paternity leave, and maternity leaves are getting longer and more flexible, one wonders who will be left in the work force when all of the new '00 babies are born. And for all of those who overshot the delivery date of January 1, the mini-boom will most likely last longer than we may expect, making the need for companies to think ahead. **The Gut™** also senses that with so many couples celebrating on the eve of our new millennium, we should all watch for birthing rooms to be filled around the first of October 2000.

## **Etiquette is in...**

Everyone's talking about executives needing to take etiquette classes. Deborah Thomas-Nininger, founder of DTN Productions International-Hallmark of Etiquette, offers seminars on business etiquette, which evidently means everything from shaking hands to donning an acceptable hairstyle or choosing a scarf or lapel-pin appropriate to each business occasion. She'll even tell you what you need to know about cubicle etiquette, not to mention how-to with the all-important meal-with-clients. And everybody from Coca-Cola to Honda to AT&T is listening. If you want to know more, give DTN a call, toll free, at (888) DTN-1144.

**The Gut™ Sez:** Look for the old ideals of finishing school to creep into our public schools. Who needs art and music when a "Miss Manners" or "Emily Post" can teach you what you need to know to make a deal

at a business lunch in ten years - choose your fork from the outside in. That is assuming, of course, that business lunches



still exist 10 years down the road, and haven't been replaced entirely by teleconferencing. Look for etiquette needs to extend into the arms of language. People

of all ages are incorporating bad words into their speech. Recent Gut™ investigation shows that this foul language is at least partly due to the dangerously limited vocabulary of the average person. Adjectives are replaced by expletives. Accuracy is diminished by general bleeped-out vulgarity. The use of foul words no longer speckle our language, but instead proliferate. The tables will soon turn, though, when we finally tire of such off-color remarks and dust off our dictionaries to return to the ways of the erudite.

## **...and A Handshake Deal is Out**

Once you've got your etiquette figured out, you might want to brush up on your ethics. While socially responsible businesses like Stonyfield Farms and Tom's of Maine continue to



make a name for themselves, many businesses seem to have bypassed ethics altogether. Today's ways of doing business have all but eliminated the need to meet for face-to-face discussions. Phone. Fax. E-mail. Internet. No personal relationships means it's easier to be unethical. There's no loyalty. People who lie and cheat prosper while they claw their way to the top. And the consumer looks the other way because it's about the bottom line, and instant gratification is the name of the game.

**The Gut™ Sez:** Colleges and universities have long taught ethics. Medical ethics. Business ethics. Professional ethics. But these ethics are changing and courses are going to have to change, too. Educators are going to step in. Look for courses in ethics to become mandatory in many a core curriculum, in an effort to restore moral responsibility amongst the upcoming business owners of the world.

# **SMART SHOPPERS MAKE CHEAP COOL**

When it comes to buying food, it's been said that all one has to do is take a look at the economy. When freezers and pantries are stocked with chicken and pasta, it's a sure sign the boom is over. But today's food buying trends are more complicated. Let's face it, the economy is humming along, but our purchases suggest a wariness about the future. No one is worried enough to give up their luxury foods, but nationally we're scaling back a little. Are we bellying-up for a Y2K crash filled with generic mac 'n cheese, fruit punch, and cheap beer?

Hardly. Consumers have become more discerning. The new ways of shopping are based on more than just cost-cutting.

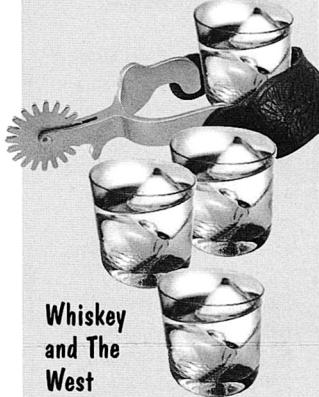
Now grocery shoppers read past the hype and the label and look for value. *The Gut™* asked around in supermarkets to get the inside scoop on what consumers are buying, and why. "I can honestly tell you, store-brand gourmet pasta sauce outsells name brands by nine to one. It's cheaper. The same is true for cereals and gourmet pasta, too," boasted one manager. We also heard, "Our bean coffee outsells both the canned stuff and the name beans."

This new consumer attitude to grocery shopping is making downscaling cool. Private label packaging has changed to attract customers. White cans with large black print, and poorly-photographed

peas on labels are being replaced by a discreet, classy look that has broad appeal. Store-brand pasta sauce now comes in a mason jar similar to the upscale Classico brand. Store-brand coffee at a Super Fresh Mart in Philadelphia is packaged in a forest-green colored vacuum pack – it's appealing to the eye and easy on the wallet. And as *The Gut™* predicted in Spring 1999, bottled water sales are dropping, and dropping fast. Brands like Evian, Poland Spring, and Perrier, once so chic with the upper crust crowd, are on the way out. They're too expensive, and they don't taste any better than the H<sub>2</sub>O in the one gallon Shop & Stop brands.

Health food options are diversifying, too, as evidenced by the availability of relatively inexpensive store brand veggieburgers. Why spend six bucks at Bread and Circus, when you can get them for half the price and none of the attitude at Stop and Shop? In general though, don't expect the vegetarians and vegans to be overly caught up in this change. They've always been more demanding than the average supermarket customer.

So where is this new lowbrow-inspired approach leading? In rock clubs on the East Coast punks and hipsters alike are already donning white t-shirts and Wrangler's, as well as a distinctly working-class taste in beers. While the import market has been growing by double digits, the real action's with previously stagnant brands like Miller. After canning its unsuccessful Miller Lite campaign, Miller put their energy back into High Life. Miller has caught on that there's no need to try to manipulate consumers who already know what they like. Once again, downscaling is cool. So the company has returned to their original logo – the girl on the moon – and has even brought back the old slogan "It's Miller Time!" The result? Beer distributors around the country report that High Life sales are growing.



## **Whiskey and The West**

The drink most associated with Clint Eastwood and Humphrey Bogart is getting a make over. Today's twentysomethings have discovered the drink of the wild west: whiskey. The most successful distillers, such as Knob Creek, Jack Daniels, Jim Beam, and Maker's Mark have been able to throw off the image of whiskey as an old person's drink, (recent Jim Beam ads feature young hipsters shooting pool), but brands like Wild Turkey and Old GrandDad will continue to lag behind. And a recent Gut™ street poll found that sales of nips, those mini bottles of booze, are increasing great guns - a sign that the resurgence of whiskey is really taking hold? Nips are easy to conceal, cheap, and provide a single shot of booze. And they're gaining popularity all around, from high school students to hoity-toity parties on New York's West Side, where they're often passed around as favors.

**The Gut™ Sez:** While everyone's shooting back a little Jack Daniels they'll want to kick back and relax. Look for new wild west television shows to make their way back into prime time. Will Smith's 1999 summer movie "Wild Wild West" was just the beginning - and an indication of things to come.



Cast-iron fondue equipment is hot on cooking.com. Are cyber-chefs reading *The Gut™*? We predicted fondue's return in our Spring 1997 issue.

In Fall 1996, *The Gut™* reported on the dressing up of America. Now, expensive men's suits are hotter than they've ever been, and designers are going all out in anticipation of the ultimate dress-up event: New Year's Eve 1999.

**At The Gut™, we're ahead of the trends.**

**Check out some of the latest happenings that are showing up in today's mainstream that we predicted a year or two ago.**

*In Gut™ VII we reported on the influence of Grandma and Grandpa's bank accounts, and travel agencies have since begun offering special grandparent-grandchild vacation packages.*

*The latest measure of a musician's success is the soundtrack meter. And Bic Runga's hit "Stay" showed up on the "American Pie" soundtrack in June. Of course, she showed up in Gut™ VII first...*

*In 1995 we predicted that the American Lawnmower Company's push-mower would find its way back to suburbia. Now the push-mower is headlining the DIY approach to home-ownership and lawn care. Articles in both the *Wall Street Journal* and the *New York Times* in July 1999 reported on the renaissance of the non-polluting push-mowers. *The Gut™* sez: Look for this back to basics mentality to spread to other hobby and leisure activities, like camping and fishing.*

*Continued on back cover*

# Out on a Limb

**Short wave radios are already making a comeback with baby boomers striving to hold on to their past. But in the next few months as the millennium approaches and we all become acutely aware of the possible repercussions of our technology-obsessed culture, boomers' kids will discover their parents' old favorite pastimes and tune in to stations around the world.**

**Today's youth will add classical music to their CD collection. Quietly complex and elaborate (and with no brash lyrics) masters like Mozart and Vivaldi will see a new appreciation, and influence, in the next generation of music-makers.**

**Lemonade stands, those old-fashioned, quarter-a-cup, kids' first entrepreneurial ventures will see a comeback next summer. But they'll see little success because their target market, adults, view themselves as too busy to stop for a cup.**

**Casual Fridays will come to an end. People want to be taken seriously again.**

**HEY- if you have something that you think The Gut™ should know, call us at 413-533-7045, or send us an e-mail at [thegut@javonet.com](mailto:thegut@javonet.com).**

## Man Made

*Continued from page 1*

dues. No meetings. No responsibilities of any kind." But be forewarned, this fraternal club is for those with a sense of humor. The founder, R.M. Crane, proclaims himself the "manliest FTD florist in the Pacific Northwest." And he's quick to make the distinction that manly men are not piggy men — those known for taking their manliness too seriously. And "Home Improvement" may have gone off the air this year, but look for more TV shows about men's lives to pop up. Check out "The Man Show" on Comedy Central for a unique look at what it really means to be a man.

**Dotcom** Look for a web portal devoted only to men to sprout up soon and be as heavily advertised as iVillage.com while running ads during sporting events, CNN, and shows like "The Sopranos." Men need a room of their own, on the web and otherwise, to sort through all of this redefining.

**Homefront** Busy lives and the approaching millennium are driving people to spend more time on their own turf. The middle class is stepping up to the plate and investing more money into their homes. When the weather starts to cool and the backyard privets lose their leaves exposing the family to the neighbors, the men will be

moving to the basement, and bringing their wallets with them. Workbenches cluttered with top-of-the-line tools and toys will see some sprucing. Ping-Pong, foosball and pool tables will be added to create an indoor getaway. For the truly diehard, look for custom wine cellars to be the next demand on the contractor's time.

**On the couch** The number of men seeking therapy stands to see a steady increase as defining manhood becomes more difficult and seemingly contradictory. And look for more seminars to sprout up addressing issues specific to boys and their fathers. After Mary Pipher's book, *Reviving Ophelia*, brought to light the plight of adolescent girls, researchers have turned their investigations to the adolescent boy and found it's not all fun and games to be a young teen, even if you're a boy. The newly exposed boys have been the subject of a number of books that have quickly moved from publisher to bookstore to bedside table. *Real Boys: Rescuing Our Sons from the Myths of Boyhood*, authored by William S. Pollack with Ms. Pipher exposes the insecurities of boys, their struggles with self-esteem, tendencies toward depression and other problems of modern boyhood. The bottom line? Boys must also learn to become confident and empowered, essential qualities that do not automatically come with the Y chromosome. Keep browsing the shelves at booksellers and you'll find men's cookbooks, books exposing the finer

points of the male anatomy, even how-to books for men.

**Body double** Young girls can no longer call the spotlight their own when it comes to body image, either. While the Barbie Doll has long been scrutinized for her unrealistic body dimensions and the possible results on the psyches of young girls, GI Joe has recently come out from behind his biceps, which have increased substantially over the years. Now the same experts who are concerned about our daughters developing eating disorders are blowing the whistle on GI Joe, citing his ever-bulking biceps as pushing our boys toward steroid use.

**On the flip side** Women are girlier than ever these days. The female sex object is back. Miss America is cool. Pin up girls are hot. The Barbie doll look is in. Ally McBeal is America's sweetheart in her short, sexy suits and with her sexual fantasies in and out of the courtroom. And print ads are more explicit and provocative than ever. As women loosen up on the in-your-face feminism of the ages, men are focusing in more on what it means to be a man. And while they try to embrace all sides of what makes a person, men who spend time at spas, in women's chat rooms, and looking at flower arrangements on their desks at work — no matter what the reason — will increase the need for them to assert their masculinity.

## SMART SHOPPERS ...

*Continued from page 3*

**The Gut™ Sez:** There will always be a market for cheap food that tastes good. And the population as a whole will always be interested in getting what they want at a good deal. But as a trend among the 18 to 25 market, there is a distinct tongue-in-cheek attitude of "how low can we go?" Look for the skin-tight Jordache look to return, for both men and women, as well as a short-lived surge in unbuttoned shirts and zodiac necklaces. Polyester print shirts may be on the way back in, too. But as millennial madness passes, we'll be looking to the future with a less jaundiced eye. Many Americans will make New Year's resolutions to improve their diets,



and produce departments around the world are already preparing. An emphasis on fresh fruits and vegetables and Mediterranean cuisine (lots of olive oil, wine, and fish) will slowly replace our beef, casserole and processed-food-heavy menus. And our newfound optimism will also be seen in an all-around greater appreciation for the one and only, Tom Arnold.

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## Lame Games™ Update

*Continued from page 1*

**Worried that Lame Game season is coming to a close? Never fear, the indoor Lame Games™ will be in full swing just as lawns begin to disappear under dead leaves. Here's a glimpse of what we mean:**

The third-ever U.S. National Fencing Association's national championships were held in July, and as a result, general interest in fencing is soon to peak. For those Lame Game enthusiasts who are new to fencing and may not own the right equipment, we suggest a Star Wars light stick (easy to get your hands on these days). Remember the key word: Lame. And by the way, Mia Hamm and Michael Jordan were seen together in fencing garb jousting in a commercial for Nike. And check out last winter's acclaimed indie film, "Rushmore." Geeky hero Max Fisher is a practiced swordsman.

For those people looking for indoor Lame Games™ that are a little less physically challenging, may we remind you of a few things... Foosball, air hockey, darts, Ping-Pong, tiddly winks and other basement games are being re-discovered by Lame Game fans of all ages. And backgammon and checker tournaments are turning up in places other than summer camp front porches, as they become the first Lame Games™ to hit the road.

**And looking ahead to Spring 2000, look for the pogo stick to be hitting the pavement and the unicycle to be taking center stage.**

**Wherever you turn, Lame Games™ are making a name for themselves. If you spot a Lame Game, or if you're a Lame Games™ enthusiast looking for others to swill cheap beer with, give us a call at 413.533.7045. We'll head you in the right direction.**

