

# The Brand in Demand™



For years, sufferers of Sakati syndrome – a genetic disorder that caused the top of the head to appear pointed – either kept out of public view or joined the circus to perform degrading acts in the side show. But when the same accursed malady struck Beulah Beezer, her sister, Acadia, decided to do something about it. She could, too, for Acadia Beezer was president of Acme Hats, *The brand in demand*™. After a fortnight of non-stop work to design a headpiece that would accommodate those pointy pates, she proudly unveiled the “Springtime Stovepipe.” Fashionable but functional, it was an immediate success – at least, among the Sakati crowd. And while that didn’t constitute much of a market, it did generate lots of positive publicity, especially when the women in Enid Trilbye’s Acrocephaly Support Group posed for a picture that eventually landed on the cover of Life Magazine. Acadia and her hat company were suddenly national heroes! At least until a disgruntled hatchet salesman with an axe to grind hid a machete inside one of her hats, then crashed the International Cutlery Convention and accosted his reviled supervisor. Tragedy was averted when the blade became tangled in the hat’s webbing, and the malcontent was unable to retrieve it. However, publicity from that incident spread as swiftly as it had from the Life photo, and no one ever looked at a Springtime Stovepipe again without wondering what might be concealed inside. Which refocused attention onto the pointy head hat wearers who, of course, hoped for quite the opposite. So they faded back into the woodwork, sales of Stovepipes plunged, and, ah, that’s the end of the story.