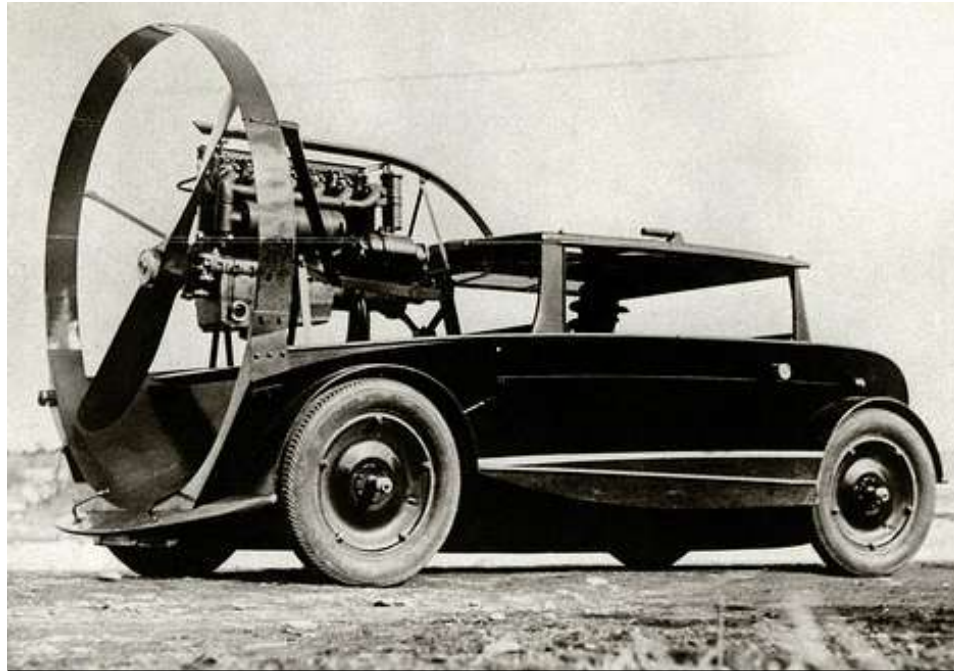


The Blade-O-Buick



The 1963 International Housewares Show in Chicago featured the debut of two revolutionary food processing appliances: Sam Popeil's Veg-O-Matic, which met with instant acclaim, and Aram Dinklaker's Blade-o-Buick, which didn't. While Popeil's invention was easier to use and marginally cheaper to buy, the real reason Dinklaker's product didn't catch on was due to a design flaw. The first time the Blade-o-Buick was activated, its powerful whirling blade created a mesovortex that sucked eight unlucky onlookers into the machine's maw, an incident so grim that even the finest spin doctors of the day were unable to sugarcoat it.