

# Newsweek

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## MILESTONES

### Blow Out the Candles, Sell the Cake

**A**NNIVERSARIES DON'T EXIST JUST FOR MEN TO FORGET. BIRTHDAYS BECOME POTENT marketing tools for many a product. This year, for example, Spinal Tap marked its all-important 16th anniversary with a line of action figures. Some events were more momentous:

**150 years**

**Jack Daniel's**  
A toast: for a century and a half, JD's spirits have been soothing ours. No lesser whisky could have put Lynchburg, Tenn., on the cultural radar

**100 years**

**Firestone Tires** Q: How do you celebrate a centennial in the midst of a nationwide tire recall?

A: Very quietly. As in: 'Mention it, you're fired.'



**75 years**

**Howard Johnson** has fallen on hard times, but the chain is alive and kicking. So are the Rockettes, also 75.

**50 years**

**Silly Putty's** still bouncing and comic-copying. After 'millennium' putty, who was surprised at the anniversary edition? Club Med and Dunkin' Donuts also turned 5-0.



**25 years**

**'Rocky Horror Picture Show'** had a time-warping b-day with a B-way show. Microsoft, another cult fave, also turned 25.



**20 years**

**Big League Chew** still markets tobaccolike gum to minors. National Pet Week is 20 this year, too.

**30 years**

**'Ball Four'**; Jim Bouton's love/hate letter to baseball, still swings. 'Doonesbury' is 30, though Garry Trudeau is older.

