

Acme Tent



When the Acme Tent Company rolled out its latest state-of-the-art product, the All-Weather Thermo-guard Base Camp®, Senior Retail Consultant Bob Lammergeier was confident that sales would skyrocket. He personally set up three *Geodesic Deluxe* models at the International Camping Exposition in Chicago, however public response was, to say the least, muted. Even the print media paid the Base Camp® scant attention, preferring to lavish praise on the adjacent display, some silly freeze-dried self-bailing underwear. Bob couldn't understand it. Acme Tent employed only the highest quality materials, utilizing technologies gleaned from the latest NASA space missions. Oh sure, there was that first-day incident when those three volunteers got trapped inside the tents and two of them suffocated, but that sort of mishap happens all the time. No, he figured one of his competitors was somehow distorting public opinion. Then, out of the corner of his eye, Bob spotted Colonel Russet, the CEO of Mr. Potato Head Bivy Sacks™. He was skulking through the park wearing a sandwich board that read "Acme's Tents Are Awful. Buy Mr. Potato Head Products Instead!" Well! How rude! But if ever there was a case of poetic justice, it occurred at that moment, when a wild boar escaped from the self-bailing underwear exhibit. Attracted to the dried blood sausage on the sandwich board, it went after the Colonel, who, in turn, ran for his life. The closest shelter was one of Acme Tent's Base Camps, and he dived inside and shut the flap. Sure, it was a terrible tragedy that he, too, suffocated, but at least one Acme employee shed nary a tear over it.