



# Want to help kids at St. Jude's? Drink your broccoli

**Ned Hickson**

understand this, which is why we are often placed in special cubicles that are refrigerated. Or at the very least equipped with a drain pan. Yet somehow, beverage companies continue to overlook us as potential thirst-quenching icons when developing trendy ad campaigns. Chances are, you'll never see a commercial featuring a humor columnist at a key-board with green Gatorade streaming out of every pore in his body. Or witness a humor columnist emerge from a droplet of Propel fitness water and do a back flip out of an office chair (which we often do, by the way, sometimes for no reason at all). That's because our segment of the beverage-buying market is considered too small to worry about, even though, as analysts have shown, it is a

As I'm sure you can imagine, being a humor columnist, I am constantly working up a sweat. In fact, I can already feel perspiration forming. By the end of this paragraph, I will be a drippy, sweat-stained mess. Most people don't know it can take hours to finish a column. The reason has nothing to do with procrastination, writer's block or even the ability to Google *History of the Star Wars universe*; many of us humor columnists simply become too sweaty to operate our keyboards without sliding off and potentially endangering ourselves and others. Newsrooms everywhere

powerful one, at least in terms of odor. According to the advertising people I spoke with, the key is finding a beverage product that fits the humor columnist profile; something that seamlessly combines beverage consumption and sweaty writing; something that speaks to millions of thirsty consumers and tells them: Hey, what you really want is a beverage that tastes funny. I had given up on finding such a beverage until I opened a package from Seattle, containing what has to be the strangest soda concept since New Coke. In this case, we're talking about quenching your thirst with the

crisp, refreshing taste of "Broccoli Rice Casserole." Or "Salmon Paté." Or my personal favorite, "Turkey and Gravy." Apparently, the folks at the Jones Soda Company, who produce these and other weird flavors each year as part of a limited-edition "Holiday Pack," are aggressively targeting a niche market known in the advertising world as the "gagging consumer." This became clear during an impromptu taste test I held in our newsroom, where all 10 of my test subjects preferred drinking these sodas over, say... The taste of bile. I knew right away I'd found my product. Who better than a humor columnist to

promote a beverage that is marginally preferred over stomach juice? I immediately contacted Diana Turner at Jones Soda Company and informed her of my availability. I then called her back and explained I meant as an advertising icon. After aggressive negotiations that seemed to go on forever but lasted closer to four seconds, I was told that the goal of the "Holiday Pack" was to raise \$150,000 for children's charities, and that paying for a "beverage icon" would mean less money for those charities. I told her I was cheap. She said every dollar counts. I agreed to do it for free.

She asked me to please stop calling her. As it stands, I still haven't become a beverage icon, and it doesn't look like I'll become one anytime soon. Until then, I'll just have to quench my thirst for becoming a promotional figurehead by consuming these extra bottles of "Turkey and Gravy" soda. That's if I can hold onto them with these sweaty hands. Visit [www.jonessoda.com](http://www.jonessoda.com) to find out more about its fundraiser for St. Jude's Children's Hospital and Toys For Tots. Or you can write me at [Siustlaw News](mailto:SiustlawNews), P.O. Box 10, Florence, OR 97439, or at [nedhickson@icloud.com](mailto:nedhickson@icloud.com).

**FOLLOW US FOR THE LATEST NEWS**

f /SIUSLAWNEWS | @SIUSLAWNEWS  
WWW.THESIUSLAWNEWS.COM

**GREENTREES VILLAGE  
CRAFT FAIR AND BAKE SALE**  
PICK UP SOME UNUSUAL OR  
HANDSOME GIFTS FOR THE HOLIDAYS

**SATURDAY, OCTOBER 10TH  
8 AM - 2 PM**  
IN THE GREENTREES VILLAGE  
RECREATION HALL  
1600 RHODODENDRON DRIVE

**Carpet Cleaning Solutions**  
541-991-6803

- Steam Cleaning
- Stain Removal
- Upholstery
- Urine Extraction
- Water Restoration

**Residential Commercial Free Estimates**

*Cutting Edge Equipment Professional & Knowledgeable*

**Jordan Nivilinszky**  
Licensed Bonded Insured

**Oceanside Veterinary Hospital**  
John C. Bachmann, DVM  
Lindsey A. Franz, DVM

**Call Today to Schedule Your Appointment**

Open Monday through Friday 8:00 a.m. - 5:00 p.m.

Dr. John Bachmann and his certified Veterinary Technician Elizabeth

**541-997-9300**  
1739 West 22nd Street, Florence

# Local Dining

**Shhhhhhhhh!**  
The secret is out!  
**#Wheretoeat**  
*Surfside Restaurant*  
**#SOTASTY**

**New Winter Hours**  
Breakfast—Lunch—Dinner  
7 days a week  
7 a.m. - 8 p.m.  
7 a.m. - 9 p.m. Friday-Saturday  
Call: 541-997-8263

**Ma's Restaurant**  
**SHRIMPY DELICIOUS**  
FOR ONLY \$13.95  
you can add an additional shrimp skewer for \$2.95  
and for dessert...  
MARIONBERRY OR PEACH COBBLER \$4.25

Every Month Ma's has brought in special "Motivation for Kids" tables which raise money for local charities that are devoted to helping the wellbeing of local children. This month C.R.O.W. is the local charity being honored.

Ma's Old Town, Florence • Daily 11 am - 8 pm  
Serving Bowls of comfort for Over 50 Years

Meet  
**CHEF**  
**RJ SHORES**  
head chef for  
**The Grill & Lounge**  
at Sandpines



- Q** *Hometown:*  
- Reedsport, OR
- Q** *How long have you been a chef:*  
3yrs
- Q** *What made you decide to become a chef:*  
I grew up in the kitchen with my family & always loved it.
- Q** *Describe your style/restaurant in one word:*  
Brazen
- Q** *Favorite Kitchen Gadget:*  
My pasta maker
- Q** *Breakfast or dinner:*  
Breakfast for dinner  
**Check back next week for more Q&A with R.J.**

**MAPLE STREET GRILLE**

COME TRY OUR NEW LOCAL HUCKLEBERRY VODKA MARTINI

**FRIDAY** Pan Seared Cod - 3 shrimps, 3 scallops & crab cake served with coconut rice and a green salad

**SATURDAY:** Grilled Culotte topped with a mushroom cream sauce, roasted red potatoes and seasonal vegetables

Open for Lunch & Dinner • Lunch Specials Daily  
Reservations Suggested.

165 MAPLE ST. • 541-997-9811 • WWW.MAPLESTREETGRILLE.COM

Reservations welcome

Simply the Best  
**PASTA**

Where good friends & great food come together!

**1285 Bay Street**  
in Old Town Florence  
**(541) 902-8338**

Hours: Monday-Sunday 11:00am to Close  
Happy Hour: Monday-Friday 3:00pm to 5:00pm

Sample our chef's irresistible pasta creations like crab stuffed ravioli, portobello mushroom ravioli, pesto linguini, & baked lasagna

**THE GRILL & LOUNGE AT SANDPINES**

**FRIDAY NIGHT DINNER SPECIAL**  
**CHICKEN MARINARA**  
Fried Chicken Breast With Melted Mozzarella Over Linguini And Tossed In Marinara Served With Garlic Toast  
**ONLY \$16**

1201 35th Street at Kingwood, Florence  
Highway 101 & 35 St. 541-997-4623