

# ATP 2336 Transcript

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## SUMMARY KEYWORDS

laughs, detroit, dan, professors, professor, thought, dave, faygo, ohhh, eat, big, turtles, commercial, trademark, good, stephen, favorite, brother, fried chicken, interesting

## SPEAKERS

Matt Mio, Ph.D., Heather Hill, Dan Maggio, Michael Jayson, James Tubbs, Stephen Manning, Dave Chow, Professors

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- D** Dan Maggio 00:00  
The University tower chiimes ring in another session of Ask the Professor, the show in which you match wits with University of Detroit Mercy professors in an unrehearsed session of questions and answers. I'm your host Matt Mio and let me introduce to you our panel for today. To my left, it's Dave Chow.
- D** Dave Chow 00:18  
Pleasure to be here, as always
- M** Matt Mio, Ph.D. 00:20  
Excellent. And what came over you that you made the big batch of fried rice the other day?
- D** Dave Chow 00:25  
We actually had plenty of Easter ham leftover.
- M** Matt Mio, Ph.D. 00:28  
Got it.
- D** Dave Chow 00:28  
So I figured I might as well make use of it. That's all. The Chinese sausages were in there. There was also... What else did I put... I put a little of everything in there.

was also - what else did I put - I put a little of everything in there.

M Matt Mio, Ph.D. 00:31

Mm-hm. Some of those special sausages that you use were in there ? Okay.

D Dave Chow 00:40

I think I just swept the floor of my kitchen -

M Matt Mio, Ph.D. 00:42

Oh, geez!

D Dave Chow 00:43

and you and the family ate well.

M Matt Mio, Ph.D. 00:45

We will have to share something soon. I'm thinking about doing, like, a really big stir fry Fourth of July sort of thing because my dad's got this big, flat iron grill. And what I need is a good method for day-old rice, of course, is part of it.

D Dave Chow 01:00

You can do it with this. Or - you know, I still - like I told your wife, I was thinking about doing a larger portion. That way your entire family doesn't have to fight and claw and scratch. And you and Leslie don't have to go to the secret bunker to eat.

M Matt Mio, Ph.D. 01:02

Okay. Well, I had already eaten that evening and everybody else hadn't. So they they had a king's meal but left me enough afterwards. So don't worry about that.

D Dave Chow 01:22

Alright.

M Matt Mio, Ph.D. 01:22

Yeah.

**D** Dave Chow 01:23

And I did leave a few things out too. So I mean, every incarnation is slightly different.

**M** Matt Mio, Ph.D. 01:28

Yeah, very good. Dan Maggio is here with us today. (Laughs) Everything okay?

**D** Dan Maggio 01:32

Hi, Matt Yeah, I'm just - I'm getting sleepy.

**M** Matt Mio, Ph.D. 01:37

Oh!

**D** Dave Chow 01:37

What?!

**D** Dan Maggio 01:38

No offense.

**M** Matt Mio, Ph.D. 01:39

It's okay

**D** Dan Maggio 01:39

I'm excited to be here. I think it's end of week - end of day Friday.-

**M** Matt Mio, Ph.D. 01:40

It's okay.

**D** Dave Chow 01:43

It's also warm in here too.

M Matt Mio, Ph.D. 01:45

It's pretty warm.

D Dan Maggio 01:45

It's comfortable, but warm. You're right.

M Matt Mio, Ph.D. 01:46

Yeah. I read "The University tower chimes" and I looked up and Dan was trying his best not to slip - "The Dan Maggio yawn rings in another session - " (Dave laughs)

D Dan Maggio 01:56

Sorry. Oh, and they're capturing this on video. I keep forgetting. (Professors laughs) I'll have to find the tapes.

D Dave Chow 02:03

Tapes?

M Matt Mio, Ph.D. 02:03

"I forgot about that."

D Dan Maggio 02:05

Well, it's a total over day.

D Dave Chow 02:09

Yeah.

M Matt Mio, Ph.D. 02:09

(Laughing) "Gotta find the tapes". Yeah, and record over them.

**S** Stephen Manning 02:15  
Like in those police shows, "Do you have the surveillance camera? We're gonna need those tapes".

**M** Matt Mio, Ph.D. 02:18  
"We're gonna need those tapes". (Dan laughs)

**D** Dave Chow 02:21  
We're broadcasting in CinemaScope

**M** Matt Mio, Ph.D. 02:24  
Professor Jim Tubbs has joined us. We're glad to have you here.

**J** James Tubbs 02:27  
Hello. Hello.

**M** Matt Mio, Ph.D. 02:27  
Hello. Hello, indeed. How was your western Easter?

**J** James Tubbs 02:32  
Oh, right. Yes. Western Easter went well. It went very well. In fact, we had a trumpeter and we had bliss and yeah, it was nice.

**M** Matt Mio, Ph.D. 02:41  
That's great. And we had probably the best weather we've had on Easter in a number of years.

**J** James Tubbs 02:45  
Oh, it was just - Yes, it was beautiful.

**M** Matt Mio, Ph.D. 02:48

Continuing around the table, Stephen Manning is here with us today.

**S** Stephen Manning 02:51

Hello, all.

**M** Matt Mio, Ph.D. 02:52

Taking full advantage of the great weather. Wait, you said - okay, you were given sort of a an ultimatum of the time to get ready, ut did you bike? walk over?

**S** Stephen Manning 03:01

Drove

**M** Matt Mio, Ph.D. 03:01

Okay. I'm just making sure.

**S** Stephen Manning 03:04

Yeah. I was going to - if we came at different times, I was going to ride the bike.

**H** Heather Hill 03:11

The motorcycle

**S** Stephen Manning 03:12

And I had it out for the first time this year yesterday.

**D** Dan Maggio 03:16

Does it have a sidecar?

**S** Stephen Manning 03:19

No.

D Dave Chow 03:20  
Not yet.

S Stephen Manning 03:20  
it's it's kind of a basic and you know, no snow sidecar? No, no radio, no

D Dave Chow 03:27  
air conditioning saddlebags vinyl roof.

S Stephen Manning 03:30  
It's the basic, basic kind of thing I noticed yesterday when I had it out. I don't know why it but the speedometer is not working.

D Dan Maggio 03:38  
So the question of the day do you go really fast or the speed bumps in your neighborhood?

S Stephen Manning 03:42  
No, I know. I tried to keep my bottom on the seat.

M Matt Mio, Ph.D. 03:50  
Very good. Heather Hill is also here with us. Hi, Heather.

H Heather Hill 03:53  
Hello.

M Matt Mio, Ph.D. 03:53  
Is he telling the truth about the driving over the speed limit?

H Heather Hill 03:56  
Yeah, he is. He's careful. Yeah.

M

Matt Mio, Ph.D. 03:59

Well, folks, this is a program where you send us questions regarding anything. You can stump the panel and win a prize. You can not stump the panel - if you choose - and win a prize. You can send us the questions in a number of ways. You can email us at ATP@UDMercy.edu. Find us on Facebook and Instagram, or listen on your favorite smart speaker by asking it to play Ask The Professor at University of Detroit Mercy. So this next set of questions was written by yours truly. And I've decided to go back to that place that all Detroiters like to go to every once in a while. I wrote a set of questions about advertising in Detroit. So think of your favorite, weird local advertisements and we're going to have a ton of fun Dave! Dave! Dave!

D

Dave Chow 04:43

Oh, geez! . I hope I didn't do any of these.

M

Matt Mio, Ph.D. 04:46

According to a very well known TV commercial from the 1970s for the Detroit Institute of Arts, "When the little things in life get you low, you ought to see Van Gogh and take heart." Why? You gotta have art

D

Dave Chow 04:58

You gotta have art. Yes!.

M

Matt Mio, Ph.D. 04:59

Absolutely. You gotta have art.

H

Heather Hill 04:59

I've seen that. (Sings) "You gotta have art".

M


Matt Mio, Ph.D. 05:05


(Laughs) Now, I remember seeing that growing up, even though I was born in the early 70.s So I thought it was from the 80's. And then I looked, and it was actually 1976 when that commercial was filmed. Who is the local Detroit lawyer whose tagline is "Know Justice, Know Peace"? K - N - O - W Justice.


S


Stephen Manning 05:29





 Stephen Manning 05:29  
Lee Steinberg?


 Matt Mio, Ph.D. 05:29  
No, that's not who it is


 Stephen Manning 05:31  
Oh, not the guy with the hair


 Dave Chow 05:33  
No, not Fieger.


 Matt Mio, Ph.D. 05:34  
(Laughing) "Not the guy with the hair."

 Dave Chow 05:37  
Uh, not Joumana Kayrouz

 Stephen Manning 05:38  
Not Morris.

 Dave Chow 05:41  
Who else - Who else is another ambulance chaser?

 Matt Mio, Ph.D. 05:44  
He is very well known for representing a number of folks in the class action for the Oxford shooting. So he's been on TV quite a bit. His commercials always take place underneath the Joe Louis fist.

 Heather Hill 06:02  
Ohhh

**D** Dan Maggio 06:05  
I usually turn them off (The professors laugh)

**D** Dave Chow 06:07  
I think we've all got this filter as far as turning off all the -

**D** Dan Maggio 06:10  
I mean with Bernstein, I'm like under two seconds to the remote. Seriously.

**M** Matt Mio, Ph.D. 06:15  
So this is Ven Johnson is his name. Yes.

**J** James Tubbs 06:17  
Ven

**D** Dan Maggio 06:17  
Ven or Van?


**M** Matt Mio, Ph.D. 06:23  
Ven, for whatever reason.

**D** Dan Maggio 06:24  
Like Venn diagram?

**M** Matt Mio, Ph.D. 06:25  
Yeah


**D** Dave Chow 06:25  
Not one of his inventions


 Dan Maggio 06:26  
He should really incorporate that into his advertising


 Matt Mio, Ph.D. 06:29  
He really should.


 Dan Maggio 06:29  
I think - a little math, a little law.


 Dave Chow 06:31  
Dan you might just - You might be the new copy writer. You might get a cut of this.

 Matt Mio, Ph.D. 06:38  
This is a long shot, but it's one of my favorites and I always seem to see it when I'm watching Tigers games on Bally Sports, but which local Chevy dealership tells its customers, "Visit us on Allen Road or online anytime"?

 Stephen Manning 06:55  
What make of car?

 James Tubbs 06:56  
Chevy.

 Matt Mio, Ph.D. 06:57  
Chevy dealership

 Stephen Manning 06:58  
Bob Maxey



**M** Matt Mio, Ph.D. 07:00  
No. I mean, we could probably just go down a long list. I was hoping that people would -

**J** James Tubbs 07:06  
Downriver. Let's see.

**M** Matt Mio, Ph.D. 07:08  
He just yells at the camera on -

**D** Dave Chow 07:09  
All of them yell at the camera, don't they? It's Michael Bates. Michael Bates Chevrolet.

**D** Dan Maggio 07:14  
I don't even know that one.

**J** James Tubbs 07:15  
I think he's on a channel I don't watch. (The professors laugh)

**D** Dave Chow 07:18  
Brother to Norman.

**M** Matt Mio, Ph.D. 07:19  
According to a very large number of billboards in southeastern Michigan, who is always watching?

**D** Dave Chow 07:26  
Joumana Karouz

**M** Matt Mio, Ph.D. 07:27  
Joumana Kayrouz is correct. Joumana is always watching. She is keeping out for justice. Yes,



Dave Chow 07:34

I gotta get the lightsafe blinds. She's keepin' out for lipstick.



Matt Mio, Ph.D. 07:38

(Laughs) According to a TV commercial, "The biggest in the D is Romeo and Juliet, best in town with zero down." What does Romeo and Juliet sell?



Dan Maggio 07:50

Furniture



Matt Mio, Ph.D. 07:51

Furniture! Yes. Dan got it.



Stephen Manning 07:54

I was gonna say intimates,



Dave Chow 07:56

Like Lovers Lane?



James Tubbs 07:57

Intimates (Laughs)



Dan Maggio 07:59

I'm hoping you get this. On Saturday mornings, There's is - Is it Robertson? Robinson Furniture?



Matt Mio, Ph.D. 08:06

Robinson Furniture.



Dan Maggio 08:08

And so it's him, and then he's dressed up as his mother.

**J** James Tubbs 08:14  
Well, and years ago he had a little girl on there.

**M** Matt Mio, Ph.D. 08:14  
Right.

**D** Dan Maggio 08:17  
Those commercials are hilarious. I mean, that's prime entertainment.

**M** Matt Mio, Ph.D. 08:20  
It's classic local entertainment. If you - I can't do it justice. I guess I feel like singing a little bit today. But the Romeo and Juliet jingle is (singing: "Romeo and Juliet. Best in town zero down - " And it sounds like there's going to be another line to it, and then it just just sort of stops. Like, I always want more. They leave me wanting more. Yeah, it's the biggest furniture store in Detroit - because I think is may be one of the only furniture stores in the city of Detroit. So there's no gardener white in the city. So

**S** Stephen Manning 08:52  
Yeah

**M** Matt Mio, Ph.D. 08:53  
Yeah. And Art Van is long gone. This is a giveaway and Dave is not allowed to answer. "You're on I - 696 east. "

**D** Dave Chow 09:04  
Oh, no, I know exactly where you're going. I know where you're going.

**H** Heather Hill 09:06  
And you what?

**M** Matt Mio. Ph.D. 09:07

You get off at Southfield. Okay?

**H** Heather Hill 09:09

Yeah

**M** Matt Mio, Ph.D. 09:10

You come to a stop sign and look to the right. So you see a drawing on the building by none other than ATP panelist Dave Chow. What is the business?

**D** Dan Maggio 09:19

Hungry Howie's.

**M** Matt Mio, Ph.D. 09:20

It's not Hungry Howie's

**J** James Tubbs 09:21

You get off and go right, isn't that a telephone repair place?

**M** Matt Mio, Ph.D. 09:26

Yes, it is.

**J** James Tubbs 09:27

Yeah,

**M** Matt Mio, Ph.D. 09:27

The Phone Doctor

**J** James Tubbs 09:28

The Phone Doctor. Yeah



Heather Hill 09:31  
The Phone Doctor. Yay!



Matt Mio, Ph.D. 09:32  
It's cool. I like that picture.



Heather Hill 09:33  
Dave is not allowed to answer. Gee, I wonder why.



Stephen Manning 09:36  
He knew it, once he said 696. (The professors laugh)



Matt Mio, Ph.D. 09:40  
Which local Detroit lawyer, (Oh, dear God. Did you even know this) -



Dave Chow 09:43  
Oh, now - not another lawyer.



Matt Mio, Ph.D. 09:43  
(Yeah, I'm sorry. Because there's a lot of them - right?) registered a trademark for "I'm America's trial lawyer,"



Stephen Manning 09:50  
Fieger.



Dan Maggio 09:51  
Fieger .



James Tubbs 09:51  
Fieger. Geoffrey Fieger, who is- They don't know if he's gonna return or not. His health is not good



youu.

**D** Dan Maggio 09:57  
What's wrong?

**S** Stephen Manning 09:58  
Really?

**J** James Tubbs 09:58  
He had a stroke

**M** Matt Mio, Ph.D. 09:59  
A stroke. Yeah

**D** Dan Maggio 10:00  
I did not know that.

**J** James Tubbs 10:00  
Yeah, he's been out for several months.

**S** Stephen Manning 10:02  
Oh!

**D** Dan Maggio 10:03  
So what did - You can trademark that, "I am America's - "

**M** Matt Mio, Ph.D. 10:06  
Apparently,

**J** James Tubbs 10:07

He would find a way to trademark anything.

**D** Dave Chow 10:09  
Anything. Yeah.

**J** James Tubbs 10:10  
Bad hair. Grimace.

**M** Matt Mio, Ph.D. 10:13  
The fact that - we joke about him because in the expand of the pandemic, per se, so three years, he has had four or five different taglines. He's always saying something else as if "I always say this". And I'm like "No you don't. In the other commercial you said something totally different, like, "Not giving in"

**D** Dan Maggio 10:31  
If he trademarks it, we should all start using it and force them to defend it; because if he doesn't defend it, they'll take the trademark away.

**M** Matt Mio, Ph.D. 10:37  
That is true. That is true.

**D** Dave Chow 10:38  
I actually had to draw a caricature of him for "Best Trial Lawyer" for THE METRO TIMES.

**D** Dan Maggio 10:44  
Oh. Well, I hope he's doing well. All jokes aside.

**J** James Tubbs 10:48  
Yeah, I hope he's recuperating.

**M** Matt Mio, Ph.D. 10:49  
Yeah. We don't need uh -

Yeah. We don't need, um -

**D** Dave Chow 10:50  
And I mean, he did step to Jack Kevorkian's defense.

**M** Matt Mio, Ph.D. 10:53  
That is true. That is true.

**D** Dave Chow 10:55  
Good or bad. Yeah

**J** James Tubbs 10:56  
'til Jack Kevorkian said, "I'll do it myself", and then went to prison.

**M** Matt Mio, Ph.D. 11:02  
Professors, what is the brand of the giant tire near I-94?

**J** James Tubbs 11:06  
Uniroyal. Yes, but what was the original purpose of the giant tire? It was a Ferris wheel at the 1964 World's Fair, and I rode on it as a child.

**M** Matt Mio, Ph.D. 11:17  
That is exactly what I have here - in that exact word order. Yes, it's a Ferris wheel.

**J** James Tubbs 11:21  
My brother Hank and I rode on one of those gondolas.

**S** Stephen Manning 11:25  
That's cheating. (James laughs)

**S** Stephen Manning 11:26

**D** Dan Maggio 11:26  
So was it a tire at the time?

**J** James Tubbs 11:28  
Yes. So it actually was the tire It was a tire with hollow -

**D** Dan Maggio 11:33  
Okay

**M** Matt Mio, Ph.D. 11:33  
Like a groove

**S** Stephen Manning 11:34  
And then inside it? Inside the tire?

**D** Dave Chow 11:36  
And then, remember a couple years ago when they put the world's largest nail in it too?

**J** James Tubbs 11:36  
No, no. It was - the way the gondolas went around, you had a lot of room to see.

**M** Matt Mio, Ph.D. 11:47  
Yeah Yeah,

**D** Dave Chow 11:48  
That was fun.

**J** James Tubbs 11:49  
Yeah, it wasn't filled in like it is now. It was a hollow groove in there.

**D** Dave Chow 11:53  
And there's a famous picture - What was it? Paul McCartney and his wife are on I-94 taking pictures.

**M** Matt Mio, Ph.D. 11:59  
(Laughing) That was so weird.

**S** Stephen Manning 12:02  
I will not get on a Ferris Wheel.

**M** Matt Mio, Ph.D. 12:04  
Really?

**S** Stephen Manning 12:05  
I was on one once, a very high one and it got stuck, and I got stuck at the top. And it was a windy night and it was swinging back and forth. It sort of stopped like abruptly at the bottom - like, "We want to get off!" so they stopped swinging around and it was night and it was a little chilly. It was windy and it was high and

**D** Dave Chow 12:24  
And you were only out there for two minutes, but it seemed like two days. (Stephen laughs)

**H** Heather Hill 12:28  
but yet you love roller coasters

**S** Stephen Manning 12:30  
Well, roller coasters keep moving. Yes and -

**D** Dave Chow 12:32  
hopefully

**S** Stephen Manning 12:33

**S** Stephen Manning 12:33  
and climbing 20,000 foot mountains is -

**M** Matt Mio, Ph.D. 12:34  
This is true

**S** Stephen Manning 12:35  
I mean your feet are on the ground.

**D** Dave Chow 12:36  
Yeah.

**S** Stephen Manning 12:37  
Right? It's this - Having your feet swinging is no good

**M** Matt Mio, Ph.D. 12:42  
Right

**J** James Tubbs 12:42  
You know, I can deal with almost anything - you know - jerky or fast that is -

**D** Dave Chow 12:47  
That's why you hang around with us

**J** James Tubbs 12:48  
that is a roller coaster ride, but I can't handle the swings that just go around and around.

**D** Dave Chow 12:53  
Oh, the tilt and hurl.

J James Tubbs 12:54  
That makes me ill.

S Stephen Manning 12:55  
Yeah

J James Tubbs 12:55  
No, The Tilt-A-Whirl is fine. The Scrambler's fine. The Ferris Wheels are fine. Roller coasters are fine.

D Dan Maggio 13:01  
What was the the spinning one that held -

D Dave Chow 13:02  
that pressed you against

D Dan Maggio 13:05  
it would drop - the floor would drop.

H Heather Hill 13:06  
Oh yeah.

M Matt Mio, Ph.D. 13:06  
Gravitron

D Dan Maggio 13:07  
I would throw up.

H Heather Hill 13:08  
(Laughing) Gravitron

**S** Stephen Manning 13:10  
Seriously.

**D** Dave Chow 13:10  
At Edgewater.

**H** Heather Hill 13:12  
I believe you.

**S** Stephen Manning 13:12  
Especially after eating a bunch of elephant ears and -

**D** Dave Chow 13:16  
Yeah. When you had to go to the bathroom and you're at the top of the Ferris Wheel.

**D** Dan Maggio 13:19  
I'm all about the roller coasters.

**M** Matt Mio, Ph.D. 13:20  
Leslie's right there with you, Stephen. She cannot handle - She'll do pretty much anything else except for Ferris wheels. And I think Ferris wheels are - like - calming to me.

**H** Heather Hill 13:28  
Yeah,

**D** Dave Chow 13:29  
You sit there and you just -

**H** Heather Hill 13:31  
Keep going around and around



keep going around and around.

**J** James Tubbs 13:33  
The first the first time it goes around at speed and you come down off the -

**M** Matt Mio, Ph.D. 13:38  
Oh,!

**J** James Tubbs 13:39  
That's the best.

**M** Matt Mio, Ph.D. 13:39  
Yes,

**J** James Tubbs 13:39  
That's the best feeling of all

**S** Stephen Manning 13:42  
You look up and you see this cotter pin (The professors laugh)

**D** Dave Chow 13:46  
Mind you. At least you SEE a cotter pin. (The professors laugh) It could be worse, you see no cotter pin.

**M** Matt Mio, Ph.D. 13:52  
Oh, my gosh! Professors, which local TV station hosts the website "Clickondetroit.com"

**P** Professors 13:57  
(In unison) Channel four.



**M** Matt Mio, Ph.D. 13:59  
Channel 4, Also known as

**J** James Tubbs 14:01  
NBC

**D** Dave Chow 14:02  
WDIV

**M** Matt Mio, Ph.D. 14:02  
WDIV. Yes, that's right. Whose election campaign had a TV commercial which stated "Let's fix the damn roads"?

**D** Dan Maggio 14:12  
Gretchen Whitmer.

**J** James Tubbs 14:13  
Jennifer Granholm

**M** Matt Mio, Ph.D. 14:14  
It was Whitmer

**P** Professors 14:15  
I mean, excuse me. Whitmer, yeah.

**M** Matt Mio, Ph.D. 14:17  
I think that it's interesting. According to Wikipedia, when I looked that up, the script - it was her driving in a car. And she's driving over bumpy roads and it was supposedly live. The script was "Let's fix the roads" and the words appear on the screen without "damn" written in. And she says it. So it was almost as if something that came secondhand and then became the spirit of that whole campaign if you remember.

—

H Heather Hill 14:42  
Hm!

M Matt Mio, Ph.D. 14:42  
So - let's fix the roads

H Heather Hill 14:44  
And they are doing it on Woodward.

J James Tubbs 14:46  
Oh, they're doing it everywhere. No.

D Dan Maggio 14:47  
So - if you're complaining about the roads, you can't complain about the construction. So that's why I'm just quietly -

J James Tubbs 14:54  
It's - The problem is that the orange cones season is now year round. (Laughs) It's everywhere. By the way, has anybody gone - like - 696 to 96 to the Milford area lately? Yes.

M Matt Mio, Ph.D. 15:06  
Not lately. Is that also messed up?

J James Tubbs 15:08  
It's horrible. It's two lane, and so what they've done is - they have - all the traffic is on one side of 696 while they do the other. Well, they started at - um - right around where I live. They started - they're busting up the old highway, "Bam! Bam!" It's some kind of machine that - and it shakes my whole house. Fortunately, they've gotten far enough down the road now to where it's not shaking my home anymore. But that's I woke up to at 7:05 each day for several days.

M Matt Mio, Ph.D. 15:09  
Oh, geez. Unbelievable!

**H** Heather Hill 15:45  
Oh, no!

**M** Matt Mio, Ph.D. 15:47  
I'm glad you brought it up, because I know we've got a couple of track meets on that side of town coming up.

**J** James Tubbs 15:52  
Take another way to get there.

**D** Dave Chow 15:54  
Just have the kids run over there. It's easier,

**J** James Tubbs 15:56  
Twelve Mile is better and Eleven Mile is better

**M** Matt Mio, Ph.D. 15:59  
Got it. Everybody in Detroit knows the phone number for the SAM Bernstein law firm is - 1-800 Call Sam. That's right. When you said it earlier, Dan, I was like, "Oh my gosh!" What kind of business is opening at Berkley, Michigan with advertisements that say "Stop by and say high"?

**J** James Tubbs 16:07  
1-800-CallSam

**D** Dan Maggio 16:18  
Oh, cannabis.

**M** Matt Mio, Ph.D. 16:19  
Yeah!



**D** Dave Chow 16:20  
Oh! H-I-G-H. "Stop by and say HIGH"

**H** Heather Hill 16:22  
That's funny.

**D** Dan Maggio 16:24  
I thought it was the bomb.

**M** Matt Mio, Ph.D. 16:25  
Bombshell Treat Bar? We're gonna have to take an Ask The Professor field trip -

**D** Dan Maggio 16:32  
Ohhh, absolutely!

**M** Matt Mio, Ph.D. 16:32  
to the ice cream store.

**D** Dan Maggio 16:33  
Absolutely.

**M** Matt Mio, Ph.D. 16:34  
Apparently ice cream on a stick but with Belgian chocolate and a lot of other things added on and they make the treat for you.

**J** James Tubbs 16:42  
Mmmm!

**M** Matt Mio, Ph.D. 16:42  
I can't wait.

**D** Dan Maggio 16:43  
Do we know when that's opening? Because I can walk to it

**M** Matt Mio, Ph.D. 16:45  
It better be soon. Oh, no. You can, we can. Yeah, we can all WALK to it. Walking away from it is the tricky part.

**S** Stephen Manning 16:51  
Where is this?

**D** Dan Maggio 16:52  
Right on Coolidge around - By the high school-ish.

**M** Matt Mio, Ph.D. 16:53  
Coolidge & Catalpa. Yep

**J** James Tubbs 16:54  
Ohhh


**D** Dave Chow 16:55  
It used to be the - what? the lactose-free baked -


**J** James Tubbs 17:01  
Oh, is it just north of the high school. It used to be -


**M** Matt Mio, Ph.D. 17:03  
Sugar Kisses. Yep


**J** James Tubbs 17:03  
Oh. I know where that is. That used to be another ice cream store.


---


 Matt Mio, Ph.D. 17:06  
Yes.


 James Tubbs 17:06  
I had some friends who lived on that street.


 Matt Mio, Ph.D. 17:08  
Yep.


 James Tubbs 17:09  
It was a soft serve.

 Dave Chow 17:10  
Yes

 Matt Mio, Ph.D. 17:11  
That's right. Which famous 1980s commercial in the Detroit area asks, "Remember when you were a kid? Well, part of you still is. And that's why we make - "

 Dave Chow 17:21  
Faygo

 Matt Mio, Ph.D. 17:21  
Faygo

 James Tubbs 17:22  
Faygo

 Matt Mio, Ph.D. 17:24

**M** Matt Mio, Ph.D. 17:24  
Yes. "because Faygo remembers"

**D** Dave Chow 17:25  
on the back of the Boblo boat

**M** Matt Mio, Ph.D. 17:27  
Mm-hm. Last question for this part of the quiz.

**H** Heather Hill 17:32  
This PART?

**M** Matt Mio, Ph.D. 17:33  
A Comcast Cable commercial, featuring turtles with what names made a splash back in 2006?

**D** Dan Maggio 17:41  
Turtles

**J** James Tubbs 17:42  
Michelangelo and Leonardo? (Laughs)

**M** Matt Mio, Ph.D. 17:43  
No, that's an excellent guess. The joke was that these were turtles and that their internet was faster than other people's internet.

**H** Heather Hill 17:51  
Speedy?

**M** Matt Mio, Ph.D. 17:51  
So no, that's a good guess. But it's the opposite.



**D** Dan Maggio 17:54  
Oh. Slow?

**D** Dave Chow 17:56  
Sluggish?

**M** Matt Mio, Ph.D. 17:57  
It was Bill and Karolyn Slowsky,

**J** James Tubbs 18:00  
Oh, the Slowsky's

**D** Dave Chow 18:01  
Did they have to be Polish turtles?

**M** Matt Mio, Ph.D. 18:04  
They have to be something. This is what I thought was interesting about this. I go and do my due diligence (research), like Stephen was saying, and - Do you remember what nefarious thing happened with the Bill and Karolyn Slowsky names in Detroit history? Because this is both like hilarious and nefarious. Does anything come to your minds on that?


**H** Heather Hill 18:29  
What?


**D** Dave Chow 18:30  
What did it become graffiti?

**M** Matt Mio, Ph.D. 18:31  
There names were used for something. They were used for something.


**D** Dan Maggio 18:34


 Dan Maggio 18:34  
Bill and Karolyn, Bill and Karolyn Slowsky.


 Dave Chow 18:37  
I'm thinking like a graffiti tag - like "turtle".


 Matt Mio, Ph.D. 18:41  
You're not? Yeah, that's not really where they're going with this.


 Dan Maggio 18:43  
So - their names as a result of the commercial?


 Matt Mio, Ph.D. 18:45  
As a result of the commercial - I'm trying so hard. I could give the whole thing away. I'm sorry. I find it so funny. I can't even contain myself

 James Tubbs 18:53  
Did somebody rob a bank using those names?

 Stephen Manning 18:55  
So something with their identity.

 Matt Mio, Ph.D. 18:55  
No, but you're getting closer. You're getting closer. Everybody would have known those names if you're watching TV back in 2006,

 Stephen Manning 19:04  
So long story short, those were the names that would be put into the hotel register, when Kwame Kilpatrick and what's her face?

 James Tubbs 19:13  
Oh, really?

**M** Matt Mio, Ph.D. 19:14  
That's the main thing!

**S** Stephen Manning 19:15  
Really?

**M** Matt Mio, Ph.D. 19:16  
And they did it every time so they knew every single place they had ever been! It's like the Wet Bandits from HOME ALONE. (Laughing) So, whenever you saw that Bill and Karolyn's Slowsky had stayed -

**D** Dan Maggio 19:22  
Yeah

**H** Heather Hill 19:25  
Oh, that's pretty stupid.

**M** Matt Mio, Ph.D. 19:27  
(Laughs) It's so stupid. Not very smart.

**J** James Tubbs 19:29  
Kwame and his mistress.

**M** Matt Mio, Ph.D. 19:30  
I'm sorry

**H** Heather Hill 19:32  
They thought they were being clever.

J James Tubbs 19:33  
I'm trying to think - I can see her face

S Stephen Manning 19:35  
I can see your face too

J James Tubbs 19:36  
Christine something? No,

M Matt Mio, Ph.D. 19:38  
It was Christine. Christine Beatty. Christine Beatty That's right.


D Dave Chow 19:46  
Yes, she's in my old neighborhood


M Matt Mio, Ph.D. 19:48  
Yikes Well, we've done this before, but I can't help myself. It's one of my favorite things in the whole world. Somebody assembled an alphabet using advertising and logos that are all Detroit-related. So it's just the alphabet. But every one of the letters is taken from a famous Detroit brand or store or team or something like that. So what I thought we could do is start around the table here. And of course you can't see it. Those out there and listener land, but you can imagine what it might look like if I give the picture to Dave and he gets "A", so where's that a from?


D Dave Chow 20:24  
Oh, crud. I know.


M Matt Mio, Ph.D. 20:26  
It is a red "A" with a star on top of it. Where's that "A" from? this looks


D Dave Chow 20:30  
This looks like Carl's.


 Matt Mio, Ph.D. 20:32  
Mmm -


 Dave Chow 20:33  
Or Hardee's.


 Heather Hill 20:34  
Arby's?


 Matt Mio, Ph.D. 20:35  
It's gotta be Detroit.


 Dave Chow 20:37  
Oh What do folks think? A with a star on top.

 Matt Mio, Ph.D. 20:42  
I'm deeply surprised.

 Dan Maggio 20:44  
I don't know.

 Dave Chow 20:45  
Nobody else can -

 Matt Mio, Ph.D. 20:46  
I believe that is the "A" from American Coney Island.

 Dan Maggio 20:49  
Oh

**D** Dave Chow 20:51  
Do you know this was actually an assignment.

**M** Matt Mio, Ph.D. 20:54  
It was.

**D** Dave Chow 20:54  
A first year assignment at CCS. They were supposed to go around taking pictures of letterforms. Okay. Well take a look at B; because, for the record, B was not one of the ones I could figure out. Do you see what that B is from? I can tell you what typeface it is?

**S** Stephen Manning 21:07  
It's just a B.

**M** Matt Mio, Ph.D. 21:08  
No, it's actually from some brand or logo in the Detroit area. I can't figure it out.

**D** Dave Chow 21:08  
Yeah,

**H** Heather Hill 21:13  
Bob's Big Boy.

**M** Matt Mio, Ph.D. 21:15  
Big Boy would be good.

**D** Dave Chow 21:16  
I mean, honestly, it's like -

**M** Matt Mio, Ph.D. 21:16  
.....

**M** Matt Mio, Ph.D. 21:18  
Our Big Boys weren't Bob's though. They were Elias Brothers.

**D** Dave Chow 21:20  
Yes

**H** Heather Hill 21:22  
Oh.

**D** Dave Chow 21:22  
See to me that -

**M** Matt Mio, Ph.D. 21:23  
Dan, though take a look at the "C". You recognize that "C". Right? What about the D?

**D** Dan Maggio 21:30  
The Detroit Tigers, Right?

**M** Matt Mio, Ph.D. 21:32  
It could be. Could be,

**D** Dan Maggio 21:33  
We don't know, you're saying

**M** Matt Mio, Ph.D. 21:35  
I don't know. Well, D is the Detroit Tigers. Well, D is the Old English D in general

**H** Heather Hill 21:41  
Also Detroit Mercy

D Dave Chow 21:42  
F is Faygo Well, hold on. You skipped over E. E is Eminem?

M Matt Mio, Ph.D. 21:47  
E is Eminem. You can see that. It's the backwards E. F is Faygo. Yep.

D Dave Chow 21:54  
G isGeneral Motors.

H Heather Hill 21:55  
What was E again, I missed it.

D Dave Chow 21:56  
Eminem.

H Heather Hill 21:57  
Oh,

S Stephen Manning 21:58  
H is - uh -

D Dave Chow 21:58  
Highland Appliance.

M Matt Mio, Ph.D. 21:59  
Mm-hm

D Dave Chow 22:00  
I is Meijer



M Matt Mio, Ph.D. 22:02  
I couldn't figure it out the J either.

D Dave Chow 22:03  
J looks like - It looks like Cracker Jack J

M Matt Mio, Ph.D. 22:06  
Interesting.

D Dave Chow 22:07  
Kellogg's, Lions -

M Matt Mio, Ph.D. 22:09  
Nice.

D Dave Chow 22:10  
I'm trying to - the M

S Stephen Manning 22:12  
I can't see the M

D Dave Chow 22:13  
It's a yellow M. It's not University of Michigan. It's

M Matt Mio, Ph.D. 22:16  
It's close to the University of Michigan.

D Dave Chow 22:18  
Mm -No

M Matt Mio, Ph.D. 22:19  
They can't put it there though, because that was on a T shirt?

D Dave Chow 22:21  
Okay, the N is Motown. The O is - It's Brush Script but I can't tell.

M Matt Mio, Ph.D. 22:29  
Yeah, I don't - I didn't recognize the O either.

D Dave Chow 22:31  
The P is Pistons

M Matt Mio, Ph.D. 22:33  
Pistons. Yep Q - I can't tell. It's another generic Q. The R is Redwings, S Spartans, T tigers. The U is Hudson's, V Vernors. W is -

S Stephen Manning 22:44  
W in Western Michigan?

D Dan Maggio 22:46  
I can't see so

D Dave Chow 22:47  
Sorry,

S Stephen Manning 22:47  
Wayne State?

D Dave Chow 22:48  
Wayne State.

M Matt Mio, Ph.D. 22:48  
It's Wayne State. Yep.

S Stephen Manning 22:49  
Okay

D Dan Maggio 22:50  
I have a guess on the B.

D Dave Chow 22:52  
You have a guess on the what?

M Matt Mio, Ph.D. 22:54  
The B we got to figure out what this B is

J James Tubbs 22:55  
Is it ABC Warehouse?

M Matt Mio, Ph.D. 22:57  
Ooh, that's a good one.

D Dan Maggio 22:58  
Is it Boblo?

M Matt Mio, Ph.D. 23:00  
I bet it could be Boblo. That's great.

D Dave Chow 23:03

Okay. And the y and z?

**H** Heather Hill 23:05  
What's the X?

**M** Matt Mio, Ph.D. 23:08  
I know the X

**D** Dave Chow 23:09  
Oh, Fox Theatre!

**M** Matt Mio, Ph.D. 23:10  
The Fabulous Fox Theatre.

**D** Dan Maggio 23:11  
No, it's not Boblo.


**M** Matt Mio, Ph.D. 23:12  
Oh - man!


**D** Dan Maggio 23:14  
I don't think it's Boblo, based on the graphics I'm seeing.


**M** Matt Mio, Ph.D. 23:17  
I can not believe that you don't know what the Y and the Z are.


**D** Dave Chow 23:17  
And the Y and the Z anybody?

**D** Dan Maggio 23:19


 Let me see.


 Stephen Manning 23:22  
Are they together? They look the same font.


 Matt Mio, Ph.D. 23:25  
They are.


 James Tubbs 23:27  
WXYZ?


 Dan Maggio 23:27  
Z has a 9 in it? Does that have to do with innings?

 Stephen Manning 23:30  
Y z


 James Tubbs 23:32  
19. It's 19.


 Dave Chow 23:34  
Oh, is that like the Redwings?


 James Tubbs 23:35  
It's 19. Yeah.


 Matt Mio, Ph.D. 23:37  
That is the name from the back of Steve Yzerman's jersey.


 James Tubbs 23:40


 James Iubbs 23:40  
Oh. Stevie Yzerman!


 Dan Maggio 23:42  
So I was on the wrong sport.


 Matt Mio, Ph.D. 23:44  
You were right there. And I can't believe that this guy didn't see it.


 Dave Chow 23:46  
No - no - no. I saw the one nine in there. Like it's not in the middle of his -


 Matt Mio, Ph.D. 23:49  
Yeah, but I'm trying to give you a clue. Oh, no.

 Dan Maggio 23:52  
Did you take a picture of the B and do an image search on Google?

 Matt Mio, Ph.D. 23:55  
I did not. I could not - I still can't figure the Q or the O out either.

 Dan Maggio 23:59  
What does the Q look like?

 Matt Mio, Ph.D. 24:01  
Q is very - um -

 Dave Chow 24:03  
The O is a Brush Script O, and the Q is very generic.



J James Tubbs 24:06  
The Q looks familiar.

D Dan Maggio 24:07  
Is that QLine?

M Matt Mio, Ph.D. 24:07  
Right I don't think so.

D Dave Chow 24:09  
No, no, that's optima for that font. I know that. No, that's a very straight, straightforward standard font.

M Matt Mio, Ph.D. 24:17  
So that was my list of questions for you today

H Heather Hill 24:19  
Thank you, Professor Mio

J James Tubbs 24:21  
Oh, yeah, that's interesting.

D Dave Chow 24:23  
But the B - you know, I think the font is Antique Olive Nord. I can tell you that much. And the O is Brush Script (Matt laughs) - and the Q looks vaguely familiar

H Heather Hill 24:33  
Is this fascinating for all of you listeners out there?

D Dave Chow 24:35  
I know. I'm loozing geekiness -

**D** Dan Maggio 24:37  
I know they're probably like "Show us! Show us!"

**M** Matt Mio, Ph.D. 24:38  
You can go check it out online. It's pretty easy to find.

**D** Dave Chow 24:43  
Hold on. Do I need to photograph this and put it on the Facebook?

**H** Heather Hill 24:45  
Yes, absolutely.

**M** Matt Mio, Ph.D. 24:47  
Why the heck not? Okay, professors one more Imponderable before it's time to say goodbye. I thought this one was the most well thought out sent by the family Burroughs recently. Favorite meal you used to have as a kid that you basically haven't had in 20 or 30 years because you're not a child anymore?

**J** James Tubbs 25:06  
Fried chicken

**M** Matt Mio, Ph.D. 25:07  
Fried - For real?

**J** James Tubbs 25:08  
I mean, homemade fried chicken.

**D** Dave Chow 25:10  
Oh, homemade. Okay.



- J** James Tubbs 25:10  
My mom made great fried chicken.
- M** Matt Mio, Ph.D. 25:12  
I interpreted it differently, Jim. I saw it as like "Oh, I'm never having that again".
- J** James Tubbs 25:16  
No, no, no, I will still eat - Well, I can eat one piece of fried chicken now, but - once it became known how unhealthy it was - (Matt laughs)
- D** Dave Chow 25:25  
How it stopped your heart as you were eating it?
- M** Matt Mio, Ph.D. 25:28  
My immediate reaction to that was - I probably haven't had franks and beans in over 40 years. I would probably say.
- J** James Tubbs 25:34  
You're kidding?!
- M** Matt Mio, Ph.D. 25:35  
No, I haven't.
- S** Stephen Manning 25:36  
I was gonna say franks and beans. Not that it was my favorite food
- H** Heather Hill 25:36  
We eat that.
- J** James Tubbs 25:39

It is so easy to make, which means that I have it every once in a while.

**S** Stephen Manning 25:43  
It was a standard Saturday night family thing -

**M** Matt Mio, Ph.D. 25:45  
A hundred per cent.

**S** Stephen Manning 25:46  
for some reason -

**H** Heather Hill 25:47  
With brown bread

**D** Dave Chow 25:48  
in a can

**S** Stephen Manning 25:49  
With brown bread B&M Beans, frankfurters -

**M** Matt Mio, Ph.D. 25:52  
Oh, so funny.

**S** Stephen Manning 25:53  
Yep, it was just a family Saturday night thing.

**D** Dave Chow 25:56  
Yeah

**M** Matt Mio, Ph.D. 25:57

Yeah, it's too bad that - I don't know, maybe I feel like driving home - if I didn't have a party to go to and get some franks and beans.

**D** Dave Chow 26:04

I'm trying to figure out what my parents used to make

**M** Matt Mio, Ph.D. 26:05

Awesome. What about this - pan fried mac and cheese.

**H** Heather Hill 26:05

My grandmother used to make incredible homemade mac and cheese. And biscuits. She made incredible biscuits. Never had it.

**D** Dave Chow 26:19

Yeah. You know, my mom would put it in in the skillet. And melt. And then occsionally the cheese would just like carmelize or crystallize on the edges.

**M** Matt Mio, Ph.D. 26:27

Wow.

**S** Stephen Manning 26:28

This was hardly my favorite and I wouldn't want to upset Jim Tubbs, but we had liver and onions with with some regularity

**M** Matt Mio, Ph.D. 26:36

Sure.

**S** Stephen Manning 26:36

and my brother -

**J** James Tubbs 26:37

And you miss it?

- S** Stephen Manning 26:38  
My brother - No, no, it was my favorite thing but my my brother - (I think we had it with bacon too), liver and onions and bacon; but my brother in Phoenix within the last week he told me he had chicken liver.
- D** Dave Chow 26:50  
Mm-hm.
- S** Stephen Manning 26:50  
He has chicken liver
- D** Dave Chow 26:51  
Yeah. chicken, liver and onions. They actually have it over at Pita Cafe over on Greenfield and 696.
- J** James Tubbs 26:57  
I've seen chicken livers wrapped in bacon at a party.
- H** Heather Hill 26:58  
Rumaki.
- S** Stephen Manning 26:59  
Yeah,
- J** James Tubbs 26:59  
Dan, you're quiet on this
- D** Dan Maggio 26:59  
I mean, my mom used to make ham and scalloped potatoes.

D Dave Chow 27:11  
I just made that last week

D Dan Maggio 27:12  
I haven't even had that since I was - And fishsticks. But I actually had fishsticks recently because I found them at Trader Joe's. And I'm like "I haven't had any since I was a kid.

D Dave Chow 27:22  
And?

D Dan Maggio 27:22  
They're delicious. Fishsticks are delicious. I don't want to know what's in them

H Heather Hill 27:24  
They are good.


D Dave Chow 27:26  
No, you don't.


S Stephen Manning 27:27  
Actually, my brother claims that Costco has the best fish sticks - because it's in terms of the fish and the bread coating. Some of these ones you buy, it's all bread coating.


D Dave Chow 27:36  
Oh!

H Heather Hill 27:37  
His brother Peter has done the whole ratio thing.

S Stephen Manning 27:37


 Stephen Manning 27:37  
So we bought


 Dan Maggio 27:42  
Okay,


 Stephen Manning 27:43  
we wanted fishsticks and french fries and he'd grab a handful out of the bag,


 Heather Hill 27:47  
We got some Costco fish sticks recently. Yes,


 Matt Mio, Ph.D. 27:52  
It's great. It's a giant sack. It will last you through all of lent.

 Stephen Manning 27:55  
Yeah, you have to have tartar sauce.

 Dave Chow 28:03  
Yes. Now my dad used to make homemade tartar sauce.

 Stephen Manning 28:06  
Oh - Nice.

 Matt Mio, Ph.D. 28:08  
I'm so sorry. The counter is up and we had a pretty good time today. But the time has come to say goodbye, Heather.

 Heather Hill 28:14  
Bye bye

M Matt Mio, Ph.D. 28:14  
Stephen.

S Stephen Manning 28:15  
Goodbye,

M Matt Mio, Ph.D. 28:15  
Jim.

J James Tubbs 28:16  
Farewell.

M Matt Mio, Ph.D. 28:17  
Dan.

D Dan Maggio 28:17  
Bye bye

M Matt Mio, Ph.D. 28:18  
and Dave.

D Dave Chow 28:18  
See ya,

M Matt Mio, Ph.D. 28:19  
and now these words.

M Michael Jayson 28:20  
You can email Ask The Professor at ATP at [UDMercy.edu](mailto:ATP@UDMercy.edu) or visit the Ask the Professor Facebook page



**Matt Mio, Ph.D. 28:30**

Ask The Professor is produced and directed by Michael Jayson and Brian Maisonville and our executive producer is Professor Jason Roche. Until next week, I'm your host, Matt Mio.