

Ask The Professor
Episode # 2651

The University tower chimes ring another session of Ask the Professor, the show on which you match wits with 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. My pencil went crazy. It started attacking Heather. So let's start with Professor Heather Hill

Matt just threw his pencil at me.

I did not.

Yes, you did

I saw it. I can verify that.

Yeah, lawsuit,

It's alright. Hello. How are you?

(Laughs) "It's all right. Hello. How are you?". Pretty good. So we have - I just got this lead in my hand now, but that's all right. four games with Tigers and Red Sox, going all the way to Monday. I know.

What do you think?

we will be busy

Yeah, that's all right. Gotta watch the games

watching the games, or, you know, or recording them, and then watching them later. We've got a couple of other things that we have to do this weekend, but tonight we will be watching

Professor Stephen Manning is here, I'm trying to read your shirt "Without music - "

Life would be flat

Life would be flat. Oh. Somehow in the wrinkle of it, I said, "Is he referring to some specific DJ?" like I didn't understand what it was, but now I figured it out, referring to my body shape?

No I am not. absolutely not, just the pun

I wore it to my music class yesterday.

Okay, and how'd that go?

Good.

Okay

We're playing a lot of B flats, with both left and right hands.

Oh, that makes perfect sense.

It's appropriate.

You've got to keep wearing it.

Yeah.

Professor Erin Bell, did I overhear correctly a little bit earlier that you've been hanging out - quote, hanging out a lot in engineering.

That is true.

Wow

Yeah, I am trying to break down the silos and barriers, no, and get them to write?

Interestingly enough, my class - When I was getting scheduled, our wonderful chair, Mary Catherine, was like, "Would you mind teaching in Engineering?" And I said, "Yeah, no, not at all". Not thinking about it. I can use the steps, whatever. But I wasn't thinking about how this would be all throughout January, February, March, April. So I see a lot of my friends in Chemistry because I do a little shortcut, because it ended up being a pretty long walk. But yeah, hanging out in Engineering, lots of cool - looks like robotics - things happening in there, and always some witty conversation from some of the engineering profs.

I always thought it was a long walk when I was teaching Engineering Ethics, yep,

that's a long walk.

It was after the winter of 26. I can tell you that right now.

Yeah,

Are you saying there are there witty engineering professors?

No, I was being a little cheeky.

That's an oxymoron. Isn't it?

No, they're nice, they're great.

The very definition of a witty professor, Professor Jim Tubbs is here.

Hello

and you and Dan both are wearing some patterned shirts,

Well, yeah

And they might get a little mixed up, only because my eyesight is getting poorer and poorer and this could make your eyesight crazy.

I think it's brown.

Jim's has more blue.

That's it.

Got it. It does have a little more blue.

Dan's is more green.

Dan's is more earthy.

Dan green, Jim blue.

Dan green, Jim blue. Got it.

Do we need name tags?

Professor Dan Maggio is certainly here with us. Just saw a headline come across the Berkley neighborhood thing that the Butter Cannabis shop on 11, already bye bye

Already bye bye. We're gonna lose our status,

Give me a break. We wanted to keep the crown of most dispensaries per 1000 people as much as we could.

and then the one on Woodward didn't even open, and it's not going to, and it's not going to, is what I heard.

So, now I'll have to walk three blocks.

Pretty big tax

I don't visit,

yeah, oh no

Like 24%

I know exactly what's about to go down, and it ain't pretty, and I probably shouldn't bring it up on the air

Wait, Did Dan just say now he's gonna have to - ?
have to walk a few blocks

Wait, wait, Dan, Oh, that's a joke. Okay,

You know how, in Michigan, you're never more than whatever it is, 12 miles from a major body of water. In Berkley, you're never more than a few centimeters from a dispensary.

Well, no, we're pretty close to water too. Matt, so -

That is true.

That's a recommendation

Professor Dave Chow is going to talk about all sorts of water in our neighborhood.

Pleasure to be here. And it wasn't the water as worried about. I was worried about the concrete cutting this morning.

Yes

The sidewalk is gone, and half my street -

What are they doing?

My poor neighbor had sewer issues, so they couldn't find anything. The city came out and they dug up her front yard from the steps all the way almost to my house.

Yep. It's true. It's pretty nasty.

Not good

yep

Hopefully, she has insurance.

Meanwhile, Professor Danielle Maxwell has a little bit of water in her basement?

a little bit of water, a healthy amount of water that disappears

Healthy?

Do you have a Shop-Vac?

I do, and a dehumidifier

Okay,

Yes, so I'm taking care of the water, yes,

but it's something that sort of rectified itself within 24 hours.

Yeah, it just has been raining every single day, so it just continually comes back and it's still a healthy amount?

It's still a healthy amount of water on the ground.

It's a brisk amount.

It's a small lake.

Professor Beth Oljar can tell us what a healthy amount of logic is like. What's a healthy amount of logic?

Oh, if our listeners could get that look
the daggers through the microphone,
a healthy amount of logic is a lot.

It is a lot. It should be a lot, that's what I say. But you're working on your logical proofs here, right? It's getting close to the end of the term. Folks, we got basically a week of instruction. Yeah, so I'm not- I usually get all the way through conditional and indirect proof. I almost never make it to predicate logic, which is a different kettle of fish altogether from propositional, so that'll be interesting.

Okay. This is a program where you can send us questions regarding anything. If you stump the panel, you win a prize, and it will be a brand new edition of the Ask The Professor coffee mug and autographed photograph. We just took the pictures outside. If you don't stump the panel, we'll still send you the autographed photograph, you knucklehead, if the camera didn't break

That's right, you can send us the questions in a number of ways. Email us at ATP@UDmercy.edu. You can 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. "Dearest professors: On a recent conference trip to Atlanta, Georgia, I had the opportunity to accompany eight undergraduate students as we visited the World of Coca Cola. If you've never visited the World of Coca Cola, it's an interactive museum where you can taste over 100 international beverages, test your sense of smell, meet the Coca Cola polar bear and learn about the history of the secret formula. As we were perusing the museum, I realized how incredible the Coca Cola story is, and took extensive notes and wrote a question set for you all. I am just bubbling over with excitement to see what you all know about one of my favorite drinks. Good luck". It's Professor Danielle Maxwell

Coke is an awesome drink.

I thought that narrative sounded a little familiar,
A little Maxwellian

I believe that she was languishing at the highest level

I thought you said Machiavellian, but then you said Maxwellian
Same thing.

Well, I'm sure Danielle would agree that it's better to be feared than respected.

Oh, yes. I am definitely feared right now.

Let them hate me, so long as they fear me. Dr John S. Pemberton, a local pharmacist, created Coca Cola in Atlanta, Georgia, May 8, 1886. While he invented the delectable drink, who gets credit for naming the beverage and creating its iconic logo?

the Coca Cola Bottling Company, which is a different company?

I mean, that is an interesting take, but this is actually a person.

Oh,

Leo Burnett?

his wife?

I watched the Drunk History on this

Not Leo.

Is it after a Candler Snake, the recipe from him.

I think it was someone from Louisiana that my family knew

It's possible. All these things are conditionally possible.

Is it Donald Trump?

No, it says here, it was Frank M Robinson. Now that's just sort of a regular old name.
Oh, Frank.

But "what was the relation of Robinson to Pemberton?" is the question
brother in law.

I mean, also possible we have here. It wasn't a familial relationship. It was a business
relationship.

It was his attorney.

I mean, I'm giving it to Dan. It was his bookkeeper, who actually
the slimy people that they are

Yeah, but well, you know, Slime or otherwise, got to keep track of your taxes. Where was the
first Classic Coca Cola served and how much did it cost?

Five cents.

It was five cents
at a drug store counter
somewhere in Atlanta.

You say drug store, it says Jacob's Pharmacy here. I'm going for it. That's pretty good.

A soda fountain counter. I can remember those.

During its first year of availability, how many drinks on average, did Coca Cola sell every day?

How many people had headaches and needed some cocaine? (Laughs)

How did they figure this out?

I would say 350

I mean, you're way, way over. I think that it's just early -

125

75

They sold only about nine a day for the first year.

Yeah, but the drinks were eight gallons a piece.

But every one of those nine was converted into a hardcore addict.

Absolutely, it was word of mouth that sold the beverage

This drink is amazing.

In extension to that, true or false: Coca Cola did not earn a profit its first year.

True.

Sure, it's pretty solid. Pemberton sold 25 gallons of Coke syrup in his first year, earning about 50
bucks, but he had run up 75 bucks in expenses.

Running in the red.

Dr Pemberton never realized the potential of the beverage he created. Just prior to his death in
1888 Pemberton sold his remaining interest in Coke to Asa Candler. What did it cost Mr.

Candler in 1891 to have full ownership of the company and brand,

\$2,500

I mean, I'm giving it to you, 2300 bucks. Just FYI. Only about do you remember this one?
83000?

85,000 in 2026 dollars so -a

Wow

I feel like even I could afford that - sort of - maybe, I don't know.

I think Candler's now got half of Atlanta named after him.

That's exactly right.

The people that own it today, is there any connection to him?

That's a good question.

I think the family -

That's a question later on

There's a question later on, apparently.

Oh, okay, I guess I'll have to go back. Danielle.

Let's try this one. What were the first three countries outside the US to bottle Coca Cola?

Canada,

Mexico.

Mexico is not

the UK

France

Japan,

They're all in our hemisphere, folks

Cuba.

Cuba

Oh, because of the sugar

Canada, Cuba and

Guatemala.

Haiti

a man a plan, a canal

Panama

oh, Suez Oh

Panama 1906, Canada, Cuba and Panama decided to start bottling Coca Cola through your local Coca Cola Bottling distributor. That was the point that Beth was making. An original way of serving Coca Cola involved mixing syrup and carbonated water by hand. Other than using pre mixed fountain machines, people who used soda fountains were called what?
soda jerks

Jerks. They're jerks because of the motion required to pull a lever and fill up a glass with carbonated water

Oh!

To me, to this day, my wife, who is quite the connoisseur of Coca Cola, will say she can tell the difference if we did a taste test, if you bought it at McDonald's, went to a local bar, got standard Coke out of a can, and then, of course, everybody's favorite Mexico with the actual real sugar mixed in. She never performed this experiment, but I bet she could do it.

You should throw out a Pepsi in there just to throw her off.

Oh, no, she would. She would immediately know. I grew up with Pepsi. We have been forbidden from having Pepsi in our home.

Good

Well, Coke is better

Agreed

I don't know. I kind of like Pepsi.

I would not agree with that, but that's okay.

Well, we're split.

Dan, you're a Pepsi man?

Diet Pepsi.

If you've got an aspartame allergy, you can't drink the Diet Coke

You drink whatever you want.

I'd take Pepsi over Coke.

I have to drink diet now. And Diet Coke is not as good as regular Coke

Coke Zero,

Coke Zero. It's

It's okay.

Mr. Candler sold the Coke company in 1919 to a group of investors led by Ernest Woodruff.

How much did he sell the company for in the year 19 \$19, million I mean, you're you're almost there million. It was actually 25 the scale up factor is 477 so let's just say half a billion in 2026 dollars. That's a big deal. If I had a million dollars in 1919, I'd never have to work again, much less 25 million. In what year did Coca Cola start to advertise their beverage with the iconic image of Santa Claus?

1935

It says 31 but, you know, we figured that the art history guy would definitely know that. Pretty darn close. First introduced as a radio ad and later produced as a television commercial in 1971 what ad became an international hit?

I'd like to teach the world to sing

keep it company

in perfect harmony.

It was also recreated in Mad Men.

And Pepsi responded with "It's the real thing".

And then Michael Jackson's hair caught on fire.

Yeah.

In what year was the two liter polyethylene terephthalate (known as P, E, T) bottle first introduced?

75

It's my lifetime. Again, really, really close. Because you know your brands, Dave. 1978. Ah, yes, the formula for Coca Cola was changed for the first time in 1985 with the product dubbed New Coke.

Oh, and it failed terribly.

It generated consumer protest nationwide. How many days after the protest was the product with the original formula returned to the market as Coke Classic? 30

days. 90

280 days.

30 days.

You're all in the wheelhouse. I mean, if I tell you was 79 days, you're like, that's pretty close. I mean, it only took a couple months.

What did this new coke taste like? Was it that bad?

It tasted like Pepsi.

It was sweeter

It was different.

We had the taste test at work. We literally had Pepsi ,Diet Coke, the whole schmear. And we even brought in like Fago Cola, just to -

They should bring it back for the Gen Z-ers who never got to try it.

We've been having Zero Coke with orange.

I was told it was a stunt. I was told it was a marketing scheme.

No. I think they invested way too much in it for it to have been a stunt.
Yeah. But then I'm also thinking the original Coke probably made a ton more back when they brought it back,

People who own brands like that don't make stupid mistakes. They know what they're doing.

Well, it happened after Pepsi had won a bunch of taste tests

Right

Oh,

so, and it did taste a lot more like Pepsi

the Coca Cola polar bear is an iconic symbol from the brand. In what year was that first introduced?

In 1980

83

81

87

Wow

73

I'll give you a hint. It was the year I graduated high school.

Oh, 90 -

93

93

Oh, we're close.

That was one of the first uses, if I remember correctly, of computer generated in advertising, because they were creeping the crap out of me when I saw those commercials uncanny valley,

they made weird sounds and then they would smile and be like - ready to eat you

exactly.

Professor Mio was freaking out.

Absolutely. The original handwritten recipe for Coca Cola is secured inside a high security vault at the World of Coke Museum. It has been there since December 8, 2011. What is the secret formula, commonly known as?

X11 or something like 12x17

This guy's close to a lot of things

I worked on the Coca Cola ads when they were here

Merchandise 7x is what it's called. But I mean, once you put x into something -

It's always better.

Super crazy.

Why seven? Because it has seven ingredients?

because the aromatics.

No, it's not like Colonel Sanders or anything like that.

7x

Great questions. Danielle. What is Professor Maxwell's favorite Coca Cola beverage?

There is one answer to this.

Coca Cola Cat,

oh, if there was.

Is it one of the mixtures, the tinctures, where you can go up to the -

Tinctures?

you know, like the add ons

It's Cherry Coke.

Cherry Coke.

No, the mixtures are cool. I do not like the freestyle machine here, though. It's not as good.

Yeah, it's a little bit wierd.

You know about the McDonald's and the silver canisters, right? McDonald's has their coke delivered silver canisters.

Oh, yeah, they're

different,

yeah, with the bags, bags, why it tastes better.

Supposedly,

it does.

Thanks for those questions.

No problem.

I threw together a handful of questions today because I figured we need to round out the show.

Can you get these questions right about Detroit's oldest continually operating professional sports franchise, the Detroit Tigers. I think this will be a little bit fun.

Why don't we have questions about logic?

That's a good question.

I think we have someone who might be able to write them for us.

Yeah, I guess I could do that, now that I think about it.

How many years have the Detroit Tigers been a member of the American League?

1926, to now, I think, is it

101

100 years?

99

Mm-mm

120

so Jim's the closest . They joined in 1901. They're a charter member. They're the only member of the American League that exists in the city they were founded in. Everybody else's spun off -

Is that where the 1901 Society comes from?

That's where 1901 Society comes from.

Oh. Okay

125 years. What is arguably the most prominent connection between the University of Detroit Mercy and the Detroit Tigers?

The announcer that's currently there

That's a really, really good answer. That is not what I wrote down.

There's something in the park in Comerica advertising us, right?

Well, that also is true

They paid for it.

but Walter O Briggs Sr, who of course, owned the Tigers from 1938 to 1960 - they played at Briggs Stadium, which eventually became Tiger Stadium.

And he is buried in that cemetery in Southfield. Yes,

Holy Sepulchre

Yes

and we are recording our voices live for you, listener ,from the Walter O and Jane E Briggs,
Liberal Arts Building, which hosts the College of Humanities, Arts and Social Sciences at
University of Detroit Mercy

and there are tigers - Aren't there tigers in his -

Yeah

on the mausoleum,

and it's right across from the plot where the Sisters of Mercy are all buried. That's

That's right

We have lots of field trips to go on now,

from 1980 to 1988 TV viewers could see this character wear a Detroit Tigers cap weekly

Magnum PI.

Magnum PI, absolutely, is that

Is that why everyone dresses up as Magnum? Oh. This is all coming together.

In recent years, cosplayers have shown up to Comerica Park, home at the time Tigers cosplaying
as this character complete with cap, Hawaiian shirt, bushy mustache and sunglasses,
beautiful. He showed Tom Selleck himself. Showed up rightly, and, you know, went and met
with the Tigers and everything was really cool.

That's a big deal.

Solid Halloween costume for anyone that can grow a mustache,
there you go.

The ladies can add it on.

We should have some original Magnum PI questions.

I loved that show

I was a big fan.

I was a small we lass when it was on.

There are two major theories regarding where the Detroit franchise's nickname came from. Can
you guess either.

Wait

Tricky stuff, where did Detroit get married to the Tigers? That's the way it works.

The zoo?

You know, the zoo is not a bad guess, because guess who bankrolled the Detroit Zoo?

aBriggs

Walter O Briggs Senior. But that is not the reason.

Oh, but that's not the reason.

It's not the reason. I can tell you this, if it helps,
something about the colors of the tiger,
the prison stripes

(Laughs) The prison stripes. Stripes are pretty close. The second reason is because they were
wearing striped socks early on, and so some people thought they looked like tigers. But quote,
unquote, the official Major League Baseball reason is that the franchise actually goes back to
1895 and because, yeah, America had just won the Spanish American War, and the Detroit Light
Guard had led the way, and their nickname were the Tigers.

Well, that makes me think - What's up with baseball in this obsession with socks, W hite Sox,
Red Sox, black socks, and

Tiger socks,

McGonigle's wearing striped socks now

Yes, he is.

Good for him.

Yeah,

they wore those knickers that stopped right below the knee, so they needed colorful socks.

Yep, if you've ever wondered where Campus Martius comes from, because in Latin, that is the Clae military and the Detroit Light Guard was the army unit that was stationed in Detroit during the Spanish American weren't

the Yankees originally the knickerbockers, maybe the New York Knickerbockers the basketball team.

But there is a connection to New York.

There's something there.

Political Analyst and statistician, this political analyst and statistician founded the 538 website, which is owned by ABC News for its eventual shutdown. Nate Silver, he wore a tiger's cap and every on air interview he had during the 1620, and 24 presidential elections. Nate Silver. This Detroit born rapper has worn Tiger caps his whole life.

Eminem

and in 2017 designed his own line of caps with New Era. It's not Eminem

Sean.

Big Sean, yeah. Big Sean, absolutely

Not tad Nugent,

yeah.

Tad?

That's a reference to That 70s Show where they misprinted the shirts.

They said Tad Nugent instead of Ted?

Roy Scheider, famous actor, portrayed an aging Tigers player in this made-for-TV Disney movie in 1983

Angels In The Outfield.

No, before that, born for glory or something like that can't

It can't be the Bad News Bears

It was a little goofy, but the reason we watched is - A) It was right before the Tigers got really good in 84, won the World Series, and a whole bunch of current Tigers at that point, including Sparky Anderson, were in the movie

Yeah

We had to watch. Nobody knows?

No

Tiger Town.

Oh, How original.

How original. Look at all these cultural touchstones. LeVar Burton portrayed this famous Detroit Tiger in a 1978 movie -

Ron LeFlore

named One In A Million. He knew it immediately. And what is Ron LeFlore's claim to fame?

He was in prison.

He was in prison in Jackson, and was discovered for his athletic ability, got let out, signed with the Tigers and played six seasons.

Wow

Wait a minute. He got let out of prison because he was good at baseball?

No. He got let out of prison because he served his time. And then the Tigers immediately signed him.

Wow,

And then - did you hear what happened to him when they closed down Tiger Stadium, though?

No.

You know, they brought him out for, you know, the closing of the ceremony, and soon as he left the stadium, he was in trouble again.

Are you kidding me?

No

That's horrible. Well, he was played by LeVar Burton, so that's pretty neat.

Rainbow, Reading Rainbow,

Reading Rainbow. There we go

in center field

This famous actor played a Tiger's pitcher in the movie For The Love Of The Game, 1999 who was so distracted by thoughts of his past he does not notice he's pitching a perfect game. It's a classic baseball movie that nobody's seen. Was made by Sam Raimi, and they made it in Tigers Stadium after it closed.

Wow

He's from the Detroit area, isn't he?

Sam Raimi is from Birmingham

What was that Jason Roche movie? Oh!

That's exactly right. I could give it away in two seconds. It's a very, very famous actor. I mean, if I say Dances With Wolves -

Kevin Costner

Kevin Costner, yeah

How many close ups did he have?

Was that the movie?

Kevin Costner was in For The Love Of The Game, is what it's called. It's an interesting movie from the baseball perspective. He trots himself out of the dugout, and he's aging, and he's just been told we're either going to trade you or kick you to the curb when we change hands at the end of the season. And he's all dejected. They're already out of the playoffs. They're playing the Yankees. He starts pitching a perfect game. It's just him on the mound remembering his life. So it's the whole game. Is everything that happened to him. And there's the the woman that got away and throughout thinking about it, he decides to reconcile with her lots of close ups. So that's three baseball movies. He's made 100%

Yeah, he's into it,

which is,

Let's see who's been paying attention. Since 1968 there have been several rally cries for the Tigers, things that just catch on, that stick out after a little while. In 1968 everybody was running around Detroit saying, what?

Bless you boys.

No

Oh, that was 84

that was 84. That's my next question. What were they saying in 68

Remember the Alamo

Tiger town?

There was a very famous song that was produced locally that was titled, go get em tigers. Classic.

Not many people remember that Nate Robertson wore the big heavy glasses for the Tigers in the '06 World Series He was getting interviewed and kept putting more and more Big League Chew in his mouth during the interview. He never stopped, and that's where they got the nickname in 2006 Do you remember what it was?

Oh, what was it?

Oh, I was sure he was gonna say it. He's known everything else. It was "Gum Time". It's a little bit weird, but it's a pretty iconic sort of thing. How about - Professor Maxwell - the 2024 playoffs. You have a choice of two rally cries for the 24 playoffs

Was it Gritty Tigs?

Gritty Tigs Or Jake Rogers says, "Whatever you do -"

Oh, my goodness, I always did the "Gritty Tigs".

I know you did. Jake Rogers said, "Whatever you do, don't let the Tigers get hot".

That's the sign we have in the main office.

Yes, exactly.

Saw them at Hollywood Market.

We have just enough seconds left for my last question. I thought that this was a pretty nice touch point. What is it called when the Tigers, Red Wings and Pistons all have a game on the same day?

A miracle,

a wonderful day for sports

(Laughs) a wonderful day for sports ball. No, it's called "April in the D" is what it's called.

And there was a whole song

There was a parody song for it, and, yeah, lots of fun. So that fit in quite well. We are, unfortunately, at the end of our time together, and the time has come to say goodbye. Beth

Goodbye.

Danielle

Adios

Dave

See ya.

Dan

Goodbye,

Jim

Goodbye.

Erin

Goodbye.

Stephen

Goodbye

and Heather

Bye, bye. Watch out for flying pencils.

And now these words

You can email Ask The Professor at ATP@UDMercy.edu, or visit the Ask the Professor Facebook page.

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.