

Wonderful! 110: It's Jazzual

Published November 27th, 2019
[Listen here on themcelroy.family](https://themcelroy.family)

[theme music plays]

Rachel: Hi, this is Rachel 'McElhuma'.

Griffin: Oh, cool! Well, this is Griffin 'McElhuma'.

Rachel: [laughs] And this is—

Griffin: And this is *Wonderful!* This is good. I like this vibe.

Rachel: [laughs]

Griffin: No, you've set the perfect right vibe for us tonight, 'cause I was gonna come at you this intro with a little bit of [scatting]

Rachel: [laughs] Every time I say McElroy, I always, like, have to very deliberately enunciate.

Griffin: Yeah.

Rachel: 'Cause, I mean, if you think about it, I've only had this last name for, like, you know, a little over five years.

Griffin: Oh, she's a McElroy—she's a—she's a mouthful, isn't she? She's as—you know? She's got twists and turns!

Rachel: It's the Ackle, you know?

Griffin: Ackle, yeah.

Rachel: Ackleroy.

Griffin: Yeah, it's tough to say those words.

Rachel: Lotta vowel sounds in there.

Griffin: But anyway, I thought I'd come at you with a little bit of [scatting]

Rachel: Okay.

Griffin: Because this one's gonna be... I've got a new term, and I feel like it's gonna describe this type of episode that we do from time to time—

Rachel: Mm-hmm?

Griffin: And it's like jazz?

Rachel: Okay.

Griffin: But it's also super casual, and so the word I'd like to pitch to you is jazzual.

Rachel: Ooh, I like that a lot!

Griffin: Here's the deal, y'all—get in the right mindset, everybody. It's gonna be jazzual. [holding back laughter] Rachel forgot her notes at work, and we can't go back to work... again.

Rachel: [laughs]

Griffin: They lock up Rachel's work, and if we try to break in to get the notes we'll be arrested, or shot on sight. Uh, so Rachel's just flippin' it off the dome today, which I'm fuckin' stoked to see.

Rachel: Well, and I did recall some of my preferred sites for information on my topics, so—

Griffin: But I don't see a slip of paper in front of you though, 'cause this one's gonna be... straight jazzual, folks. Don't even worry about it. Uh, and also it's a holiday this week. I'm feelin' loosey goosey. I'm feelin'... limber. And I'm feelin' like creating some real, genuine, just... frickin' podcast scat. Some podscat with you.

Rachel: Ooh, I don't like *that* expression. [laughs]

Griffin: You don't like podscat?

Rachel: [through laughter] No! No.

Griffin: Why not? It's just movin' some of the letters around. It's fun, isn't it?

Rachel: No. It seems like something you'd find in the woods.

Griffin: Hey, do you have any small wonders?

Rachel: I do!

Griffin: Whoa.

Rachel: Our baby boy is three years old.

Griffin: He did turn three. I do not think we can call him a baby, legally, anymore.

Rachel: Aw, geez.

Griffin: I had that realization, had that talk with one of his teachers. I was like, "I can't call him baby any—he's not even *close* to a baby!"

Rachel: No, it's been a while.

Griffin: He smokes, and has a tattoo!

Rachel: Three years ago I went into labor on Thanksgiving Day.

Griffin: True.

Rachel: And we had our baby... on Black Friday.

Griffin: Really inconvenient.

Rachel: [laughs]

Griffin: I missed all the deals.

Rachel: You did.

Griffin: We both missed—well, I had a little bit of second Thanksgiving. You missed second Thanksgiving *entirely*.

Rachel: No, I had—people brought leftovers to the hospital for us.

Griffin: But you know it wasn't primo!

Rachel: [laughs]

Griffin: It was—the people had already sweat into the mashed potatoes—

Rachel: Mm-hmm.

Griffin: —and cried into the stuffing, and... yeah. Uh, oh gosh! I don't actually have a small wonder this time! Our neighbors have put up their Christmas lights already. That's pretty cool.

Rachel: Yeah. Everybody—the world decided, "You know what? Let's get started early this year."

Griffin: Everyone got a jump on it a little bit this year, which, uh, Henry is delighted by, which I enjoy quite a bit. Seeing the magic through his eyes.

Who goes first this week? I forgot to check.

Rachel: I don't know!

Griffin: Do you know why I forgot to check, baby?

Rachel: Why?

Griffin: 'Cause it's jazzual.

Rachel: It's jazzual.

Griffin: I think it's J-A-Z-Z-U-A-L. I think it's more fun that way than just—

Rachel: See, I want one Z. Otherwise you got the whole jazz in there.

Griffin: That's fair.

Rachel: And I want a little bit of jazz and a little bit of casual.

Griffin: Uh, you go first this week.

Rachel: My first thing is a little complex to talk about. To summarize, I guess, in, like, a brief... few words—so, here's—here's what I'll say.

Griffin: Okay.

Rachel: Local business owner celebrities.

Griffin: Local business owner celebrities.

Rachel: Mm-hmm.

Griffin: Local... busi-ness...

Rachel: Specifically the type of regional companies or organizations that advertise on television.

Griffin: I got you, okay.

Rachel: You see what I'm saying?

Griffin: I thought of David Comey, and the rest of the pieces just fell right into place.

Rachel: Yeah. [laughs] Uh, the reason in thought of this—and this is strange. So our friend, Anna Roach, is an expert at retweeting exceptional things.

Griffin: Right.

Rachel: And she tweeted this story that I hadn't heard before about a little toddler who had a birthday party themed on a personal injury lawyer in his town.

Griffin: [muffled laughter]

Rachel: This is actually from 2015.

Griffin: Okay.

Rachel: But I have no memory of this happening, and then when I looked into it, there were a whole bunch of articles about it. Uh, it is a little boy name Grayson. He used to watch television when he'd stay over at his Grandma's house, and there'd be these commercials for Morris Bart, who was this personal injury lawyer in Louisiana. And he just was totally entranced by the commercials. And from what I can tell, it's not like he had any clever characters or anything?

Griffin: Right.

Rachel: It's just him facing the camera, uh, and his little catchphrase was "One call, that's all." And there'd be this pleasant music, and he would talk about, you know, helping people in trouble.

Griffin: [holding back laughter] Yeah.

Rachel: Um, and the little toddler was just so entranced by it that the mom decided to have a little birthday party for him with, like, a cake and a cardboard cutout and a t-shirt all themed around Morris Bart.

Uh, and this just blew up. They, like, wrote a story about it in The Advocate, which is, like, a media outlet for all of Louisiana, and then it was picked up by, like, Huffington Post and The Today Show, um, and NPR. And a few months later, Jimmy Kimmel actually Skyped in with the mom and the boy, Grayson.

Griffin: Yeah.

Rachel: And surprised them with Morris Bart at their house.

Griffin: [through laughter] That's a weird—

Rachel: [laughs]

Griffin: —I wonder how you actually respond when confronted with—

Rachel: Well, the little boy—apparently part of the thing that, like, made it so clear that he was a fan is the little boy would chant, "Bart! Bart! Bart! Bart!" every time the commercial was on—

Griffin: That is so delightful.

Rachel: —and so when he showed up at the door, the little boy started chanting again.

Griffin: It sounds like your segment is more about little boys and the things that they become fixated on.

Rachel: No! Because this led me to look into my—my St. Louis—

Griffin: Oh, yeah.

Rachel: —local celebrities.

Griffin: Okay. What do you got?

Rachel: Um, so there was... Becky, Queen of Carpets.

Griffin: [laughs]

Rachel: And she would stand in front of a green screen on, like, a big rug. And then she had Wanda, Queen of Tile, who would be with her some—at some point.

Griffin: So wait, she had a whole sort of, like, u—cinematic universe she had developed?

Rachel: Sort of, yeah.

Griffin: That's fantastic.

Rachel: So there was that. There was, uh—the famous one I found was Schwieg Engel, which was two guys that did, like, a furniture and electronics store.

Griffin: Okay.

Rachel: And they would do these, like, ridiculous costume commercials, like, all about people with bad credit and how they could buy things there. You could find two hours worth on YouTube, by the way.

Griffin: Holy shit.

Rachel: [laughs] Um, the other ones I found—there was, um, a family—Carol Brothers, I think? With Brooke and his sister Amy. They used to do a lot of commercials. These are, like, people that were, like—like celebrities in my town growing up, specifically because of their commercials and the kind of narrative thread they would weave through them.

Griffin: God, that's good.

Rachel: And so Morris Bart reminded me of that, and this guy I guess has been in Louisiana forever. He, like—he finished the bar, like, in 1979 or 1980, got his law degree, and he was the first—from what I can tell, he was the first lawyer in Louisiana to advertise on television, and now he has one of the biggest firms in the country. He's got, like, a hundred people working for him. Uh, and it goes across multiple states now, this guy.

Griffin: That's incredible. It also makes me so jealous that this is not the type of product that we have to advertise for, because *God* I would love to whip up some regional spots. I would love to.

Rachel: Do you have any local Huntington celebrities that you thought of when I was talking about this.

Griffin: Yeahh, the thing that immediately springs to mind is a car dealership that had—they operated out of Charleston. I think they also had a spot in Huntington, but they had—do you remember when car dealerships—like, one car dealership somewhere in the country, like, during some commercial said out loud, "And we—and we love the troops." And then every fucking car dealership had to, like—

Rachel: [through laughter] Yeah, yeah, uh-huh?

Griffin: —double down and be like, "We also—yeah, like—"

Rachel: "[through laughter] Yes, of course, yes."

Griffin: "—yeah. We *also* do. Like, sure. Yeah!"

Rachel: [laughs]

Griffin: There was one place in West Virginia called Burt Wolfe Ford, and Burt Wolfe Ford—somebody, I guess, you know, pulled out the gauntlet of patriotism, and they went fuckin' hog wild on it and had a series of annual commercials and radio spots that were just, like, you know, an eagle fuckin' snatching a hot dog—

Rachel: [laughs]

Griffin: —out of somebody's hand at a flag store or something like that, at an American flag convention. And the song that would play over it—and this isn't a joke, and is also probably illegal—went a little something like this.

"[singing with a Southern accent] I'm a proud to be an American, and shop at Burt Wolfe Ford!"

Rachel: [laughs] Clever!

Griffin: We would quote this to each other, me and my friends, for a very long time, because it's not just...

Rachel: [laughs]

Griffin: ... so disg—like, so crass—

Rachel: [through laughter] Yeah.

Griffin: —uh, it is so catchy. [singing with a Southern accent] I'm proud—

Uh, hey. Can I do my first thing?

Rachel: Yes.

Griffin: My things are pretty lightweight this week. I feel—again it's gonna be a sort of jazzy episode. Do you ever have the thing where you move your finger around the track pad but you don't see your cursor 'cause you're a hundred years old?

Rachel: Yes.

Griffin: Anyway, my first thing is—

Rachel: Is that?

Griffin: —holiday pants. My first thing is holiday pants.

Rachel: Okay. Can I make some guesses?

Griffin: I wish you would.

Rachel: First is the most obvious in that they are pants that are, um, decorated in holiday spirit. Is that it?

Griffin: This guess is incorrect.

Rachel: Okay. Second is pants that are expandable for a person who might eat too much on a holiday.

Griffin: That is in the Venn diagram, for certain.

Rachel: Okay.

Griffin: I am more talking about the phenomenon—and this may not be a universal thing—I'm talking about the... less a pair of actual pants and more the radical shift of acceptable clothing norms that happens on a—a big holiday, like a Thanksgiving, like a Christmas, uh, like a whatever.

A holiday where you wake up and you're like, "It's the holiday today. I am not getting out of these comfortable pants that I'm wearing—"

Rachel: Ohh.

Griffin: —and that is okay.

Rachel: That is, like, my favorite—I shouldn't say my *favorite*, but one of my favorite parts of going to Huntington for Christmas. [laughs]

Griffin: It's one of my favorite parts of going to Huntington for Christmas is—this is less true for Thanksgiving now these days, because, you know, we got places to be. But, like, I'll watch the parade, I will cook up whatever dishes we're makin', while wearing, uh, whatever the hell I choose below the belt, but I'm not wearin' a belt, 'cause it's holiday pants.

Rachel: Can I ask you something? As a man that works from home—

Griffin: Yeah.

Rachel: —feasibly, every day for you could be holiday pants.

Griffin: You are gettin' all up ahead of my notes.

Rachel: [laughs]

Griffin: I will go ahead and say, yes. *But*, one, Elizabeth Gilbert yelled at me indirectly one time—

Rachel: Ohhh, yeah, I do remember that.

Griffin: —when she was on our podcast, and said that the only way she can take her job seriously is if she takes it seriously, and takes a shower and puts on, you know, clothes, before she gets started with her day. And I do one of those things now—

Rachel: [laughs]

Griffin: —because Henry—since Henry started going to day care and I take him to day care every day, like, I can't roll up in there wearin' holiday pants. I gotta put on actual pants, and I never switch back. I'm not that big of a—like, a slob.

Rachel: Ohh, okay.

Griffin: Yeah, so I'm not wearin' holiday pants all day. I'm wearin', you know, pants pants, which makes the holiday pants even more exciting.

Rachel: Yeah, okay.

Griffin: I suppose this would be true—this is true of weekends also, but weekends I feel like are already, like—it's acceptable that we're—this is a resting day. This is a day where you don't put on pants and that's fine.

Rachel: Yeah.

Griffin: A holiday is just like, "Hey every—" a holiday almost feels defiant. Like, "How long have you been wearing those holiday pants?"

Rachel: [laughs]

Griffin: And it's like, "Don't fuckin' *worry* about it!"

Rachel: I was gonna ask you if you were ever that type of guy, uh, that went to a college class in—

Griffin: No, never.

Rachel: —your jammie jams.

Griffin: Fuckin' never, man.

Rachel: Okay.

Griffin: Never. Uh, one, I never lived on campus so, like, I didn't really have that excuse to roll up. But also, like, my clothes game, my fashion game was already pretty wack, and so, like—I couldn't, like, step it down. I was doing everything I possibly could to hang on to the—to the ladder, if you know what I'm sayin'. Uh, it's just like—man. I love 'em. And they're—I have—I have so many options, and you gotta have options. If it's a—you know, if it's a hot one, if it's a hot Austin Christmas—

Rachel: Ohhh.

Griffin: —I'll put on some gym shorts.

Rachel: Basketball shorts.

Griffin: If it's a—you know, any cooler than that, I'll throw on the MeUndies lounge pants. Uh, or, if I wanna get wild, the whole body suit. If it's gettin' a little bit, you know, colder than that, the flannel. And then, like, if I need to break the emergency class and grab the, like, thick sweatpants when it's *cold* cold, I can do that too. You always gotta have four pairs of comfort pants with you wherever you go.

Rachel: [holding back laughter] Mm-hmm.

Griffin: Um, I like it. I like being comfortable, obviously, but, like, I more like the message that holiday pants sends to other people, which is just like, "Don't even—don't even try me today."

Rachel: Yeah. I'm not goin' *anywhere*.

Griffin: "Don't even try to get these pants off me today." And when you get a whole family together wearin' holiday pants, all of them just, like, middle fingers up to the world like "This is us now. Now we have holiday pants and there's no one who can make us less comfortable."

Rachel: Mm-hmm.

Griffin: Everyone needs holiday pants. Multiple pairs.

Rachel: Mm-hmm.

Griffin: I celebrate them, and I celebrate you.

Rachel: [laughs]

Griffin: Can I steal you away?

Rachel: Yes.

[*Home Improvement* theme with every other beat silent???

Griffin: We have a sponsor this week that is called Love Book. This is a book full of spells... and when you read 'em out loud and you use the right sort of somatic components and the right, you know, physical components, and you have a big enough beaker or flask—an Erlenmeyer flask, they recommend—

Rachel: Hey. Hey, Griffin.

Griffin: —it does a spell.

Rachel: Hey, Griffin?

Griffin: Yes.

Rachel: I think—I think you're confused.

Griffin: Uh, it's Love Book is the—

Rachel: That is—

Griffin: —I'm reading it off the screen. It takes—

Rachel: —that is—

Griffin: —what?

Rachel: Um, but if you look a little closer...

Griffin: It says, "A spring of holly and a heart of a snake."

Rachel: [laughs]

Griffin: Do snakes even have hearts? That's weird to think about. Love Book is also the perfect gift for all occasions, because they help you express the sentiments that may be difficult to say out loud. It's a neat little service!

If you go to their website—it's lovebookonline.com—you can check out sort of what kind of heat that they're layin' down. You can, like, customize the little characters that on the book to make 'em look like you and a loved one.

Rachel: Here's an example.

Griffin: Yes.

Rachel: Let's say I want to create a romantic present for you, Griffin McElroy.

Griffin: [simultaneously] for Scott Bakula.

Rachel: Ohhh, even better!

Griffin: Even better, folks.

Rachel: I could create—

Griffin: She finally—she finally fucking says it out loud.

Rachel: —I could create a little character that looked like me.

Griffin: Yes.

Rachel: For the book, and a little character that looked like Scott Bakula, and then I could tell the story of my love for Scott Bakula.

Griffin: Yeah.

Rachel: Starting from when I was watching him on television as a child.

Griffin: Right.

Rachel: To now.

Griffin: And then does Love Books—could they make a book that's just me? That looks really sad?

Rachel: [laughs]

Griffin: That I could put, like, kind of next to your guy's book to create one whole tableau? I don't know.

Rachel: It says you can personalize each page as much as you like, so yes, I think the answer is yes.

Griffin: That's fantastic. They got a membership program where you can receive a free book when you sign up, and you get 50% off any additional books, unlimited free digital books and discounts on gift wrap and other products. Uh, it's real sweet! It's a—it's a neat thing. Again, go check 'em out. If you—actually, if you go to lovebookonline.com/wonderful you can receive a special 20% discount, only for our listeners. If you've got someone that's special in your life that deserves a meaningful present, go to lovebookonline.com/wonderful for 20% off.

Rachel: Can I read this first personal message?

Griffin: Yes.

Rachel: This first message is for Andy. It is from Susan.

"Dear handy boy: chances are we're far, far away from each other right now and I'm missing you. You're so dang supportive, and my most favorite husband [holding back laughter] with the USDA prime of bootays. I can't wait to be together again to foster dogs, eat burritos, and marvel at chunky caterpillar boys. Loving you very much from across the globe, your wife, Susan."

Griffin: That is a—a very visual message. I'm thinking about the big caterpillar, the hungry, hungry caterpillar.

Rachel: Yeah, yeah-yeah-yeah-yeah.

Griffin: And so sue me, thinkin' about Andy's, uh, USDA prime duff!

Rachel: [laughs]

Griffin: Uh, here's another one. This one's—whoa, this one's for Andy, and it's from Faith. Is it a different—I'm thinking—[sings the X-Files theme]

Rachel: I'm thinking it's a different Andy?

Griffin: [singing *The X-files* Theme] X-files!

Rachel: [laughs]

Griffin: It's from Faith, to Andy, who says—no, Faith says:

"Andy, thank you for being you! Your love, smile, and laugh is infectious. Keep bringing joy wherever you go. I love you!"

It's very sweet. It's very sweet, but it is a alien conspiracy. It's so sweet, but everyone's Andys now.

Rachel: Didn't we talk about how Andys are just generally good guys?

Griffin: We have, yeah, because I tried to swing in there with my middle name, and you were having none of it.

Rachel: I know. I know.

Griffin: None of it.

Rachel: I mean, you *could* be an Andy, in that you are a good guy.

Griffin: I'd have to shave.

Rachel: Oh! Yeah, no, I think you're right.

[music plays]

Jesse: This week on *Bullseye*, Lin Manuel Miranda on *His Dark Materials*, hip hop, and life after *Hamilton*.

Lin: I know it's the first line of my obituary, so if that line is handled, then what else can I do with my time here?

Jesse: It's *Bullseye*, from Maximumfun.org and NPR.

[music plays]

Rachel: Can I give you my second thing?

Griffin: Oh yeah!

Rachel: My second thing... is coupons.

Griffin: Coupons.

Rachel: We recently, on *Wonderful!*, talked about how you are more resistant to coupons than I am.

Griffin: It's true.

Rachel: And it occurred to me that I loved coupons enough that I should bring them as a segment.

Griffin: I... am not gonna try and put you on blast. I do not know I have ever seen you, like, clip out a coupon and really follow through on it.

Rachel: Here's the thing, though. A lot of times, in the mail, I will get lil postcards—

Griffin: This is true.

Rachel: —that say, like, "50% off X! Go to this website and enter Y," and I tuck that in my purse, and then sometimes when I have downtime at work, I use that coupon.

Griffin: That is true. I will also say, the first year that we lived together, our refrigerator was a coupon graveyard.

Rachel: [laughs] Yeah.

Griffin: You're very bad about sort of removing old things—

Rachel: No, that is true.

Griffin: —from the inside and the outside of the refrigerator.

Rachel: Oh, are you gonna blame me for the *inside* of the fridge?

Griffin: I—I—yeah, I am, I think, sometimes gonna blame you for the inside of the fridge. Sometimes I leave town for a week, and I come back, and the s—the steaks that I had made, like, a week and a half before I left—

Rachel: That is fair.

Griffin: —are still up in there.

Rachel: That is fair. Here's the thing about *you*, though, if we're gonna do this.

Griffin: [loudly] Oh, let's fuckin' *do* this.

Rachel: [laughs]

Griffin: Coupons.

Rachel: A lot of time you will buy a cooking ingredient for a recipe you wanna make—

Griffin: Oh yeah.

Rachel: —and then that ingredient will stay in the fridge.

Griffin: It's true.

Rachel: Until... it is three years later.

Griffin: I guess this is the end, folks!

Rachel: Yeah.

Griffin: You're hearin' it live.

Rachel: Hey, you stepped to it. You stepped to it, and I was ready to go.

Griffin: M'kay.

Rachel: [laughs] You wanna hear about coupons?

Griffin: I do wanna hear about coupons. [tearfully] Do you have a coupon for a new husband?

Rachel: Aww.

Griffin: [fake crying] Buy one—

Rachel: Hey, I do have a coupon for a free hug!

Griffin: Aww.

Rachel: [laughs]

Griffin: This cord is too short, but I'll—I'll hit you up later.

Rachel: Yeah, hit me up later. Uh, I—I am not a fan of coupons for the sake of coupons. I am not somebody to combine multiple coupons for the purpose of extreme discounts.

Griffin: Right.

Rachel: I like a coupon when it offers me a deal on something I was already thinking of getting.

Griffin: Okay, interesting.

Rachel: And so I did a little look into the history of coupons, and it actually started a super long time ago. Uh, 1887.

Griffin: Is the first coupon? Is 1887?

Rachel: That is kind of the first documented history of, like, a brand item using coupons.

Griffin: I would only—I would only protest and say, like, probably, like, ancient Egypt somebody was like, "Boy, you sure do come in here and buy a lot of pots. I'm gonna give you..."

Rachel: [laughs]

Griffin: "... this little tablet that—next time you come in you can be like, "This is proof that I really like your pots, and you said you'd give me one pot—two pots for the price of one."

Rachel: I mean... how do you—I guess on the pyramid walls. Like, how would you know—how would you know that to be true, you know?

Griffin: How *wouldn't* you know it to be true, is what I would ask... you, to answer for.

Rachel: This is real jazzual right now.

Griffin: I'm telling you, I am feeling *sublime* over here. Like, I need to—I'm not wearing holiday pants right now, and that's a crime.

Rachel: Do you have a guess on what brand—

Griffin: Was the first one to use coupons?

Rachel: Yes.

Griffin: I'm gonna say it's something fucked up like Sears. Sears, like—is it a store or is it, like, a—um, like an individual brand?

Rachel: It is an individual brand.

Griffin: I'm gonna say then, uhh... General Mills.

Rachel: Coca Cola.

Griffin: Coca Cola had no—what the fuck does Coca Cola need coupons for? You're Coca Cola. People are gonna buy your stuff.

Rachel: Uh, you know, Coca Cola started in Atlanta, as we know.

Griffin: Yeah.

Rachel: Coca Cola would offer pharmacists two gallons of Coke syrup in return for the names and addresses of consumers who lived near that pharmacy.

Griffin: So. So Zuckerberg didn't start the fuckin' fire then, huh?

Rachel: [laughs]

Griffin: Coca Cola got that shit rollin'.

Rachel: And then they'd direct mail the coupon to the consumer.

Griffin: Damn, Coca Cola! That is some—that's so brutal, Coca Cola!

Rachel: Mm-hmm.

Griffin: In 1887!

Rachel: Yeah, I know!

Griffin: Our privacy was already being just fuckin' bought and sold for—for Coke syrup.

Rachel: When I was doing research, what was weird is that the next example of a coupon was—wasn't until 1909.

Griffin: There had to be coupons in there.

Rachel: So the idea is that, like, 20 years later another company was like, "[goofy voice] That's a good idea!" [laughs]

Griffin: That, or everybody else was like, "That sucks, Coca Cola. We won't cross that line." for 22 more years.

Rachel: Post distributed what is believed to be the second coupon ever—

Griffin: [whispering] Post...

Rachel: —for a penny off its Grape Nuts cereal.

Griffin: That's a—

Rachel: [giggles]

Griffin: [sighs]

Rachel: Can you imagine—[laughs] I mean, a penny off—maybe it was like, you know, ten cents back in the day, so that was a real significant discount.

Griffin: That is still—

Rachel: [laughs]

Griffin: You pay—you take a penny off the ten cent price of Grape Nuts, you're still paying nine cents too many for a bad fuckin' cereal. Sorry, Grape Nuts. I didn't mean for it to happen like this, but you don't taste very good... to me.

Rachel: Um... I like Grape Nuts, actually. Is that crazy?

Griffin: [sighs] No, I mean—no, everybody's different in their own different ways, and that's what makes the Earth go round, I guess...

Rachel: [laughs] So I mentioned earlier this idea of extreme couponing, and I was curious kind of where that came about. Um, this is a show on TLC that we have seen before, and that is a little uncomfortable to watch because people are

buying bulk items, and a lot of times they will have a large part of their house dedicated to this, in addition to spending a lot of time in the checkout line with a bunch of people waiting behind them. So it can be kind of uncomfortable to watch, so I was curious—

Griffin: It's—I mean, yeah. It's also, like—I don't know. It feels really uncomfy to watch shows like that and try and throw any judgment on the people on it, 'cause, like, you don't know—you don't know that walk. You don't know what kind of walk they're on.

Rachel: No, that's very true. Um, but I was just curious how it got started. Apparently in 2010, the Wall Street Journal titled an article "Hard Times Turn Coupon Clipping Into the Newest Extreme Sport," and then shortly after is when TLC started *Extreme Couponing*.

Griffin: Well.

Rachel: Uh, which has since taken off. Um, and it's still—

Griffin: Is it still on?

Rachel: It's—from what I can tell it's still going, also—but in 2015 it returned to Discovery Family and was renamed *Greatest Givers: Extreme Couponing*, which I'm assuming maybe is people that use extreme couponing to donate materials, which is very—

Griffin: Now this, I'm fuckin' into.

Rachel: —is very nice.

Griffin: This is—now that's some Robin Hood shit. I'm into that in a big, big way, for some reason.

Rachel: Well, it's kind of incredible to see people use this system and end up paying, like, seven cents that would've cost, like, \$800.

Griffin: I love that! I want them to circulate that data. Have, like, a flash mob roll up at some poor, unsuspecting Walmart and buy the whole thing—

Rachel: [laughs]

Griffin: —for, like, 22 bucks, and then just, like, give it to everybody in town.

Rachel: Well, and 'cause the nature of coupons is a little, like, devious, you know? A lot of times it's to get you to spend more money than you were planning on spending anyway, you know?

Griffin: Right.

Rachel: Or to, you know, catch your eye if it's, like, one brand out of, like, 300 brands in the cereal aisle, you know?

Griffin: Right.

Rachel: So to, like, use that system to kind of benefit yourself is a little genius.

Griffin: And that is why, when I get my sugar free hazelnut Coffee-Mate at the, uh—

Rachel: [laughs]

Griffin: —or whatever it is—

Rachel: Did you see I saved that coupon?

Griffin: Yeah, I saw that—but—like, you get that—here's the thing. You get that coupon every time you buy the hazelnut Coffee-Mate!

Rachel: [through laughter] Uh-huh?

Griffin: And it's like, "You—you already fucking got me, guys! Like, you're just wasting money at this point! I'm in! I'm all in, okay?"

Rachel: [laughs]

Griffin: It's the only coffee creamer I'm ever gonna drink. You do not have to keep giving me money, but I will take it. It pays for itself.

Rachel: A lot of times when I go to, like, a CVS or a Walgreens, I still get coupons for, like, baby formula or diapers, just from that time period in our lives.

Griffin: Hey, can I tell you about my second thing?

Rachel: Yes.

Griffin: My second thing is so fuckin', like, s—it's im—part of—it's kind of embarrassing, but my second thing is a song, and it's a song I've been listening to a lot lately, specifically in the drive to day care with our son Henry, who, as you may know, if you've listened to the show before, is going through sort of a rock and roll phase, which is to say a loud noises phases. So I was throwin' some spaghetti at the wall. You heard about how he enjoys the Foo Fighters.

There's one song now that he is such a big fan of, and it made me realize that I am also an enormous fan of... AC/DC's "Thunderstruck."

Rachel: [through laughter] Whoaaa!

Griffin: Yeah.

Rachel: How did this come about?

Griffin: Again, I was just sort of takin' him through—I've taken him through a lot of the rock classics, and, you know, when I loaded up AC/DC, you got a few options in there. "Back in Black," okay, sure, yeah.

Rachel: Can I ask how he requests it?

Griffin: Uh, he says "Rock and roll," but then, like, if you play anything other than "Thunderstruck" he pitches a fuckin' fit.

Rachel: [laughs]

Griffin: "Thunderstruck" is just pound for pound the most powerful song ever written by human beings. I love a riff, right?

Rachel: Yeah.

Griffin: I love a fuckin' iconic riff. Uh, "Sweet Child O' Mine," or "November Rain," or, you know, whatever. There's tons of great riffs out there, but "Thunder—" can you beat that—[imitates "Thunderstruck" guitar riff]—can you beat that? You cannot.

Rachel: No, it's very jazzual!

Griffin: It's not jazzual. It fucking shreds!

Rachel: [laughs]

Griffin: It's not jazzual. If you tried to play that in a jazzual way, like [imitates "Thunderstruck" guitar riff... in a jazzual way?]
—hey, that's kind of fresh, actually!

Rachel: [laughs]

Griffin: Jot that down. Let's—let's, uh, compose that later. It's—it's—I don't know. I listen to it every morning. It gets me fuckin' pumped up. I hear it on the drive to school.

["Thunderstruck" begins in the background]

Griffin: I drop him off. I listen to it again on the drive home. I get home. I watch some fuckin' sports, 'cause I'm just so charged up. If for some reason you've been avoiding powerful songs your whole life, I'm gonna play "Thunderstruck" right now, so brace your ass.

["Thunderstruck" plays]

Griffin: It's like—it's—it's the best.

Rachel: I feel like I definitely have heard this at hockey games.

Griffin: So—yes, it has been played at, like, every sports arena ever. And, uh, I'll just say it right now. The reason I have such a special affection for it is because it was the official rally song of Marshall's different athletic programs, because—

Rachel: Oh, really?

Griffin: —we were The Thundering Herd.

Rachel: Oh, Thundering Herd.

Griffin: Uh, and so, you know, fuckin' fourth quarter, on the last drive of the game and you hear that [imitates "Thunderstruck" guitar riff] you're like, "Oh yes! I don't even care about sports, but here we go!"

And then, depending on the year and the athletic team that you are viewing, it's either, like, a righteous sports victory moment, or, like, calamitous, horrible sports failure.

Rachel: [through laughter] Uh-huh.

Griffin: Uh, but, like, it's so, so good. The song came out as a single in September 1990, which is not as old as I thought it was. I thought this song was, like—

Rachel: That seems about right to me.

Griffin: Oh, interesting. Uh, so Angus Young from AC/DC—you may know him as Angus Young... from AC/DC.

Rachel: Uh-huh.

Griffin: The one who does the cool jump... walk. Duck walk. Rock and roll thing. Uh, said in the liner notes of a later album, uh, re: "Thunderstruck," "It started off from a little trick I had on guitar. I played it to Mal—" that's Malcolm Young, his brother, who was also a founding member of AC/DC. Uh, "—and he said, 'Oh, I've got a good rhythm idea that will sit well in the back.' We built the song up from that. We fiddled about with it for a few months before everything fell into place. Lyrically, it was really just a case of finding a good title. We came up with this thunder thing, based on our favorite childhood toy, Thunder Streak, and it seemed to have a good ring to it. AC/DC equals power. That's the basic idea."

I love this.

Rachel: Gosh, you remember liner notes?

Griffin: I dooo.

Rachel: Remember readin' that little booklet and just gettin' all the secrets behind an album?

Griffin: I loved that. I mean, you get it somewhat if you're, like, uh—you know, if you collect vinyl or buy vinyl of, like, any band or album that you like, you still—you still get it in there. Uh, I still love Kacey Musgraves in "Golden Hour", like, wrote a whole thing about what "Golden Hour" mean—I think I talked about that during the Kacey Musgraves seg.

Rachel: Yeah, yeah, yeah.

Griffin: But she had her time. We're talking about AC/DC's "Thunderstruck" right now. Fuckin' Angus Young was like, "Hey, check out this thing I can do." [imitates guitar riff and rhythm] and Malcolm was like, "Fuck yeah. I can do something over that. What do we call the song?"

"I dunno. AC/DC equals power. How 'bout thunder?"

"Yes. This is great. This is great. This is gonna be the best, most powerful song ever."

Uh, it went high on the charts in Australia, Belgium, Finland, Ireland, The Netherlands, New Zealand, Spain, and the US. It's so powerful it brought the world together. The only thing more powerful than the song is the music video, which I did not send to you, but I highly encouraged you to watch.

Rachel: Yeah, I will!

Griffin: It is AC/DC playing in some sort of wild concert hall/prison, uh, and everybody in the prison is wearing AC/DC "Thunderstruck" shirts.

Rachel: [laughs]

Griffin: They all say "AC/DC: Thunderstruck." Everybody's wearing a shirt with the name of the band and the name of the song title on it, which is fuckin' wild. And then they have this one shot where they got, like, a—you know, a thick, clear, plastic floor and had Angus Young do his little duck walk shreddin' thing on it, and

filmed it, like, from underneath so you can, like, maybe see his balls a little bit? They love that shot so much—

Rachel: [laughs]

Griffin: —[through laughter] because it's featured in the video, like, 13 different times.

Rachel: [laughs]

Griffin: The exact same stunt. It is, like, hysterical, and so wild, and, uh... "Thunderstruck," man. Just has it goin' on. I love good riffs. I should do, like, a riff month where I just talk about some of my favorite riffs, because I already did "Sweet Child O' Mine." I already mentioned that, but—

Rachel: Oh God, that segment—that segment has the perfect name.

Griffin: Ohhh, my God!

Rachel: You know.

Griffin: Griffin—Griffin's great guitar tunes.

Rachel: [laughs]

Griffin: [laughs]

Rachel: That's it.

Griffin: Uh, hey, can I tell you about what our friends at home are super excited about?

Rachel: Yes, please.

Griffin: Well, we got one here from Zachary. Zachary says:

"My wonderful thing is the show *Twin Peaks*. The story of when eccentric FBI special agent Dale Cooper comes to the town of Twin Peaks to investigate the murder of homecoming queen Laura Palmer, I love how each episode drifts

deeper into the strange, and how you grow to understand and appreciate each character's complex journey."

How much *Twin Peaks* you watched? You feel like we've talked about this.

Rachel: Like, part of one episode. I had friends in college that would do *Twin Peaks* nights, and I, like, missed the first two, and then I tried to come for part of the third, and I had *no* idea what was going on, and I never went again.

Griffin: Yeah. I took a run at it, uh, like, five years ago or so, and then I took a much more successful run at it, which is to say I finished it, the, like, first few months Henry was born and I needed something to watch from 3 to 5 AM. Hopped on that *Twin Peaks*. Finished that in, like, a week.

Rachel: I am open to it, though I'm wondering what my experience would be like.

Griffin: Now?

Rachel: Yeah, at my age, this far after.

Griffin: It's still got character enough that—

Rachel: Yeah?

Griffin: —yeah, it's not like—it's not—I don't know. It's not, like, funny bad, right? Like, it's not, like, something that you have to be young and ironic—

Rachel: Like *Riverdale*? Is it basically like *Riverdale*?

Griffin: *Riverdale* is like *it*.

Rachel: Ohhh.

Griffin: That's the God's honest truth.

Rachel: Okay.

Griffin: *Riverdale* sometimes wishes very badly that it was *Twin Peaks*.

Rachel: [through laughter] Okay.

Griffin: so I think that's reason enough to—although we have not been good *Riverdale* stewards.

Rachel: No, we have not.

Griffin: We're, what, like, two and a half seasons behind or something? Anyway, Rigel says:

"Similar to the Jeep wave mentioned on your recent episode, motorcyclists also acknowledge each other as they pass. It usually just involves moving the left hand down to about knee level in an upside down peace sign, or simply an outstretched hand, but it's a nice show of camaraderie within our community."

Rachel: Oh, I like that.

Griffin: I like it too! Except—

Rachel: I'm never gonna have a wave with anyone.

Griffin: —there is some sort of Ilu—like, highway Illuminati shit goin' on, though, where everybody's got secret signs, and I didn't know about this, and our podcast is now, like, becoming the secret door into this community.

Rachel: Ooh, let me make one. Okay, if you drive a CRV... uh, your wave is to stick your elbow out the window and flap it up and down.

Griffin: That's cool, that's cool!

Rachel: Alright. So if you see another CRV owner...

Griffin: Flap those—flap them bows.

Rachel: Flap that elbow.

Griffin: Uh, I'm gonna say if you—if you're drivin' in a Mitsubishi Eclipse—

Rachel: Yes.

Griffin: —and you drive by another Mitsubishi Eclipse, just let a balloon out your window.

Rachel: [laughs] Oh, that means you've always gotta have balloons ready.

Griffin: You do, yeah. This is part of it. But it—you know, maybe you shouldn't have bought a Mitsubishi Eclipse if you... didn't want this level of responsibility.

Rachel: Mm-hmm.

Griffin: Thank you to Bo En and Augustus for the use of our theme song, "Money Won't Pay." You can find a link to that in the episode description. And, uh, thanks to Maximum Fun for having us on the network! They got a bunch of really good shows that you're just gonna—just *cram*.

Rachel: And a new website, by the way!

Griffin: And a new website! Maximumfun.org is lookin' slick, stylish—

Rachel: Had a glow up.

Griffin: It had a big glow up. Uh, RSS glow up from the inside out. It's got all kinds of fun flash games for the kids—

Rachel: [laughs]

Griffin: —um... and Neo—it's got Neopets. That's super cool. And also—

Rachel: Badges.

Griffin: —you know that I'm gonna talk about Neopets next week, so just go ahead and strap in for that.

Rachel: Badges to add to your LinkedIn.

Griffin: Badges for your LinkedIn, cool MIDI tracks of some of your favorite tunes... I feel like I've heard a MIDI version of "Thunderstruck" before and it was... not great.

[pauses]

So that's gonna do it for us for this episode. Thank you so much for listening. Thank you for... we're so happy that you came to darken our doors, and... I—

Rachel: Light—lighten! Just brighten.

Griffin: You brightened our doors.

Rachel: Lightened and brightened our doors.

Griffin: You came to our door, you fixed the light bulb—

Rachel: Thank you.

Griffin: —you shot a ray of pure energy out of your torso into the—our home.

Rachel: Mm-hmm.

Griffin: And you fuckin' blasted me.

Rachel: [laughs]

Griffin: You blasted me out of the way. And Rachel was like, "What was that?" And then you hovered three feet off the ground and came into our home, still blasting energy out of the front of your chest, and we had to call the—we had to call the police on you, 'cause we didn't ask for this today.

Rachel: But thank you.

Griffin: But thank you! I just wish that your hair hadn't turned into light... also. And turned into, like, light beams and light rays that attacked my family.

Rachel: Mm-hmm.

Griffin: That's the only—if I could give you one note.

Rachel: Yeah, yeah, yeah.

[theme music plays]

Maximumfun.org.

Comedy and Culture.

Artist Owned.

Listener Supported.

Jesse: Hey, it's Jesse Thorn. We're very happy to announce that tickets for Max Fun Con 2020 will go on sale Friday, November 29th at 11 AM Pacific.

I also wanna let you know, this coming year, Max Fun Con 2020 will be our last Max Fun Con for the foreseeable future. For 2020 and beyond, we're gonna be looking for ways to connect with more of you in person and spread the spirit of Max Fun farther than it's ever gone before.

In the meantime, if you wanna join us at the last Max Fun Con in Lake Arrowhead, June 12th through the 14th, you can find details at maxfuncon.com.