

WHAT THE HECK DOES NO SOAP MEAN?

TO QUOTE DAN ARON: "IT'S PROBABLY ONE OF THE WORLD'S MOST FORGETTABLE JOKE." BUT IT DID GIVE DAN A MEMORABLE NAME FOR HIS COMPANY.

IN CASE YOU'VE FORGOTTEN, THE JOKE GOES LIKE THIS:

"two elephants are taking a bath and one elephant says to the other: "pass the soap",and the other elephant replies: "no soap,radio."

THAT'S IT. WELL, NOT QUITE. THE IDEA IS TO GET A BUNCH OF PEOPLE TO AGREE TO LAUGH AT THE NON-EXISTENT PUNCH LINE IN THE HOPE THAT THE ONE POOR SCHNOOK WHO ISN'T IN ON THE JOKE WILL LAUGH ALONG WITH THE CROWD. THERE MAY NOT BE A PUNCH LINE BUT THERE IS A MORAL. TRUST YOUR OWN INSTINCTS.

DON'T DOUBT WHAT YOU BELIEVE JUST TO PLEASE OTHERS.

AND THUS, "NO SOAP" MAY BE THE PERFECT NAME FOR A BUSINESS IN THIS NUTTY BUSINESS.

NO SOAP

RADIO-CASTING-MUSIC-SOUND DESIGN

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