

# Ron Popeil Would Be Proud

Every year at Christmas, someone in my family receives a gag gift. The more gimmicky and ridiculous the item, the better the joke. Over the years, a number of such items have been gifted and re-gifted so many times that they're now ensconced in family lore. For example, we had an FM-radio/toilet paper holder that made the rounds for several years—until one of my uncles decided to actually install it (much to my aunt's dismay).

But without question, the best of these gifts, and my personal favorite—is the Egg Scrambler, a vintage "As Seen on TV" marvel, made by Ronco in the 1970s. We've been trading it back and forth for as long as I can remember.

The Egg Scrambler is sheer engineering genius. A tiny, bent wire pokes a hole in the egg. A motor spins the wire, and—voilà—the egg is scrambled inside the shell. No need for bowls or whisks. Just crack it in the frying pan and you're good to go.

Mind you, I've never actually seen whether the Egg Scrambler works. No one in our family has. You see, our Egg Scrambler has never been used. It's still in its original box, wrapped in Cellophane. I think that's part of its appeal. But Ronco has sold a lot of them over the years. In fact, you can still buy them today.

The reason I'm telling you about the Egg Scrambler is not so much to reminisce about childhood memories, but rather because it came to mind when I started thinking about this issue of the magazine—particularly our printed buyers guide. The Egg Scrambler never caught on like some of Ronco's other products—such as the Veg-O-Matic, but it was originally sold the same way, via the television infomercial.

You all know the schtick. Ron Popeil demonstrates the amazing Veg-O-Matic and all of its slicing and dicing wonders. You're already convinced you need one, when he asks, "How much would you pay for that? \$59.99? \$49.99? How about the low, low price



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of \$19.99?" And it sounds like a good deal, but he's got another sly trick up his sleeve, in the form of one of the most successful marketing catchphrases of all time: "But Wait! There's More!"

Our Buyers Guide is like that, too. We've compiled a comprehensive list of suppliers of mechanical power transmission components. You'll find their addresses, phone numbers and websites, all broken down by major product categories. I have no doubt that many of you who are buyers and specifiers of gears, bearings, motors, clutches, couplings, brakes and the like will find it an indispensable resource, which you'll refer to over and over throughout the year. And you don't even have to worry about how much you'd pay for it, because it's free.

But Wait! There's More! In fact, the printed buyers guide is only the beginning. Our online Buyers Guide, at [www.powertransmission.com](http://www.powertransmission.com), breaks down each product category into subcategories, so you can identify the exact suppliers you need for your mechanical power transmission needs. Plus, many of the top suppliers have premium listings online, which means you can also read detailed descriptions about each company's products and services, and you can contact those suppliers directly through the website.

Products like the Egg Scrambler and Veg-O-Matic were designed to save you time and money. And the same can be said of our Buyers Guide. Finding the right supplier can make all the difference in terms of making your products and/or operations more efficient, more productive, less expensive or of a higher quality.

And while I called the Egg Scrambler sheer engineering genius, the true engineering genius can be found right here in our pages. The Buyers Guide is filled with companies offering the most sophisticated technology available, manufactured to the highest standards. We hope you'll take advantage. **PTE**

P.S. I'm pretty sure my sister got the Egg Scrambler last year. I'm guessing that when she has to give it to someone else, she'll be pretty sad. That's why I bought her a set of "Toastabags." You put a slice of cheese between two pieces of bread in the Toastabag. Pop it in your toaster, and you get a grilled cheese sandwich in about a minute. No fuss. No mess. I can't wait to see the look on her face.