



The Pleasant Places of Florida



(Vide "The Five Orange Pips")

39

A Corresponding Scion Society of the BAKER STREET IRREGULARS

12th Night Reflections



.... On April 22nd, past, we enjoyed the largest gathering of The Pleasant Places at HQ(HOLMES Beach). A nice youthful touch was added by the presence of Scott Morrison & Alyssa Eichenacher. With the 4th Estate giving abundant coverage, a delicious luncheon was served, a film "Mr. Sherlock Holmes of London" shown, and the latest Round-Robin Pastiche was distributed.... .. The next gathering in the offing will be a Farewell Dinner to honor Andy Peck, BSI, as he ends his year-long Florida visitation. Details will be sent in due course to Resident Members.

...."Pat" Herst,BSI, our parapatetic philatelist, reports of a firm, "Sherlock Home Rentals" he discovered in Kirkwood, Mo. . . . Assorted letters and S'ian items have been received from John Fought, Harold Niver, Wanda Butts, Ann Byerly and Ethel Comins. Ted Schulz also sent a batch of ads & cuts..thanx all!

.... Bruce Beaman, of "The Unanswered Correspondents(sic)"sent us the Premiere Number of "From the Mantelpiece"(Apr.'78)...Robert McElynn, of the Confederates of Wisteria Lodge, Atlanta, informs us he is about to publish "The Confederate Canoneer".Thanks to Jon Lellenberg for news of The Great Alkali Plainsmen, and to Ron Dewaal for passing on two great articles on his activities in Colorado, including the 2nd Annual running of the Hound of the Baskervilles Race..... "Spokes from the Cycle"(Vol.I,No.2, Apr.'78) was received at HQ from Mike Crowe, of the Solitary Cyclists of South Bend. ...David Maxfield

sent Vol.I, No.1 of The Arcadian Mixtures' new publication, "The Fluffy Ash" - well done! ... By far the most fascinating publication received was a Sherlock Holmes Pastiche, "A Study in Murder" written in the Navajo Language by Kevin John (637 N. 200 West,Brigham City, Utah 84302 - \$1). Andrew Malec announces a Sherlockian Competition - deadline June 15th. Write him at 153 Morningside Dr., St. Paul, MN 55119.

.... Interesting items available from this Recorder: article, "The Adventure of the Eminent Physicians" by John H. Watson,MD, which appeared in the Pennsylvania Hospital "Quill"; article in Northwestern Univ. Alumni News, March '78, on Stafford Davis & this Recorder; article from the Islander on the 3rd Annual Gathering at HOLMES Beach; program from said Gathering; the latest Round-Robin Pastiche by the PPOFF(\$1.50) and a beautiful set of needlepoint coasters - 4 different Sherlockian designs - hand made by Joan Wood(\$5.00). Xerox copies of the above articles will be sent for a mere 13¢ stamp..... Mark your calendar now - FRIDAY, SEPTEMBER 8th - for the dinner meeting at St. Pete Beach, to say thanks & farewell to 'Insp. Baynes'..

Holmes Beach



Communication #39.

MAY 11, 1978* (see below)

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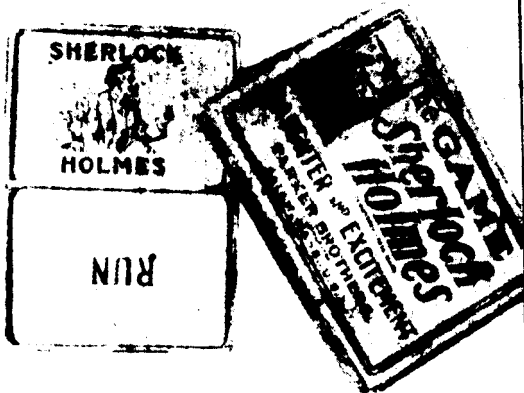
Direct correspondence to:

The Rev. Dr. Benton Wood,
Recorder

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* - On Friday, May 11th in '94,
Dr. Watson sold his practice in
Kensington to Dr. Verner, a dis-
tant relative of Holmes', as re-
lated in the Norwood Builder.

DECKING HOLMES



A card game featuring Sherlock Holmes was created by Parker Brothers in 1904. The game was an immediate success. The rules were simple: Three to eight people could play, each trying to capture as many "Burglars," "Robbers" and "Thieves" as possible. Turning up the valuable Sherlock Holmes meant you got to "sweep" your opponent's packets.

From Mrs. Hudson's Kitchen

A fabulous recipe for St. Oliver's Yorkshire Pudding, submitted by Bill Ward is too long to fit in our limited space. A 13¢ stamp to the Recorder requesting this Sherlockian delicacy will bring it to you post-haste.

The Public Forum

Tribune Readers' Opinions

The Salt Lake Tribune, Sunday, March 5, 1978 A 15

Baker Street Conversation

Editor, Tribune: "I say Holmes, have you seen the morning paper? The authorities have linked Ted Bundy to another murder. The man must be a maniac, Holmes, another Jack the Ripper."

"My dear Watson, you are allowing your emotions to run away with your reasoning."

"But Holmes, the evidence, the man is guilty!"

"The evidence is sketchy, Watson, it is a capital mistake to theorize before one has data, one starts to twist facts to suit theories, instead of theories to suit facts. This case has two possible alternatives, Watson, either Bundy is guilty or he is innocent and being used as a scapegoat for murders the authorities can't solve."

"But Holmes I protest, the man is guilty, he must be punished."

"Rest assured Watson, the way the case is developing, it will not be long before the authorities implicate Bundy in the assassination of President Kennedy in Dallas."

KEVIN JOHN
Brigham City

Holmes Scores One-Sided Win

LAS VEGAS, Nev. (AP) — "Now I feel like a champion," screamed Holmes.

"He's the best fighter I ever fought, but now I feel like a champion," said Holmes,

"I just fought the toughest man I've ever fought," said the unbeaten Holmes. "He hits harder than Norton ... I feel."

Holmes certainly appeared ready, putting on a brilliant boxing exhibition.

"He nailed me, but I'm a man," said Holmes. "He do punch hard, but I can take a good shot. But that dude takes some punches, don't he?"

Indeed, Holmes' biggest problem was his trunks. He split them down the middle of the seat in the second round and between the fourth and fifth rounds had to change into a new pair while his cornermen huddled around him.

(Excerpts from sports article)
found in the Sarasota Herald.)

Agony Column

We ask readers to send in items for this column.

Discovered in the Miami Herald

SOLVED!

"SEEK NO MORE, MY DEAR WATSON"



To Advertise in this section — call

RETAIL ADVERTISING
350-2462



FOR ANYTHING SHERLOCK HOLMES! Books, foreign and early editions, comics, magazines, film/stage/tv, ephemera, merchandise, etc. Want lists welcomed. Also Jack the Ripper and Basil Rathbone. Regular free lists. \$ checks welcomed. First class service. I also buy anything Sherlock Holmes. Father Francis Hertzberg, 48 Shalmarsh, Bebington, Wirral L63-2JZ, England. 18

Available from: The PLEASANT PLACES

"The Curious Affair of the Witch's Brougham" - a new pastiche. \$1.50ppd

Sherlockian Coasters - Needlepoint by Joan Wood. Set of 4. \$5.00ppd.

Will they Find your ad?

Customers ready to buy look in the Yellow Pages. Can they find you there?



Found in Yellow Pages of the South Suburban Boston directory



SHERLOCK HOLMES INVESTIGATES

"The CASE of the MISSING APT RESIDENTS"

at longley & jones

SKYLINE APTS.

JAMES STREET, SYRACUSE, N.Y.



HOMES ... WE'VE BEEN CALLED IN TO FIND OUT WHY THE RESIDENTS AT SKYLINE APTS. HAVE NOT BEEN SEEN OUTSIDE THE BUILDING FOR WEEKS!



SOUNDS LIKE A VERY INTERESTING CASE, WATSON! AFTER ALL ... HOW WOULD THEY EAT? PAY THEIR BILLS? THERE MUST BE MORE HERE THAN MEETS THE EYE!



HOW ELEMENTARY, MY DEAR WATSON! THE SKYLINE IS THE APARTMENT BUILDING WITH A GROCERY STORE, BANK, BARBER, DOCTOR, DENTIST, BEAUTY SHOP, RESTAURANT AND LUXURY APARTMENTS ALL IN THE SAME BUILDING! WHY WOULD THE RESIDENTS LEAVE? EVERYTHING THEY NEED IS RIGHT THERE!



AND WITH RENTS AS LOW AS \$199.00 a month INCLUDING ALL UTILITIES I MAY MOVE IN MYSELF!
Phone 424-0210 for more information



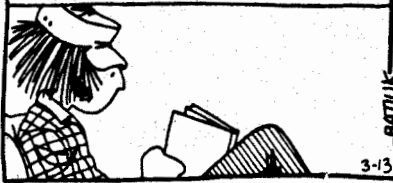
Remember ... the codeword is **CASH!**
Palo Alto Times Classified Want Ads



FUNKY WINKERBEAN

SHERLOCK HOLMES' SECRET CASES

SHERLOCK HOLMES AND THE CASE OF WHO STOLE SAM'S SPADE



3-13

IT APPEARS THAT THE SCOUNDRELS WHO TOOK SAM'S SPADE WERE USING IT TO ROB GRAVES, WATSON!

BY JOVE, HOLMES, ARE YOU SAYING...?




YES, THEY WERE INVOLVED IN SKULLDUGGERY!



FUNKY WINKERBEAN

SHERLOCK HOLMES' SECRET CASES


SHERLOCK HOLMES AND THE CASE OF THE MUSICAL MURDERS



3-14

BY A CAREFUL EXAMINATION OF THE CLUES, WATSON, I'VE BEEN ABLE TO CONCLUDE THAT MRS. FARINTOSH WAS KILLED WITH THESE TWO BLUNT INSTRUMENTS!

YOU MEAN...?




YES, MY FRIEND, IT WAS A CRIME OF VIOLING!



FUNKY WINKERBEAN

SHERLOCK HOLMES' SECRET CASES

SHERLOCK HOLMES AND THE DOWNING STREET DISASTER



3-15

YOU MEAN THE VILLAIN RESPONSIBLE FOR THE MURDERS OF THE RETIRED HIGH BRITISH GOVERNMENT OFFICIALS WAS THEIR OWN SECURITY GUARD?

CORRECT, WATSON, I'M AFRAID SO!



IT WAS THE CHECKER OF THE EX-CHANCELLORS!




FUNKY WINKERBEAN

By Tom Battuk

SHERLOCK HOLMES' SECRET CASES

SHERLOCK HOLMES AND THE CHINESE COOKIE CAPER



3-16

HAVE YOU ANY IDEA WHO THE CULPRIT IS, HOLMES?

YES, WATSON! IT'S THE CHINESE RESTAURANT OWNER SHANG HOO!



YOU MEAN...?

YES! HOO DONE IT!



FUNKY WINKERBEAN

SHERLOCK HOLMES' SECRET CASES

SHERLOCK HOLMES AND THE CASE OF THE BLOATED BARONESS

3-7

I STILL DON'T KNOW HOW THE BARONESS WAS KILLED, HOLMES!

THE FIENDS FORCED HER TO GORGE HERSELF TO DEATH!

BATMAN

GOOD HEAVENS! YOU MEAN...?

YES! IT WAS ALIMENTARY, MY DEAR WATSON!

BATMAN

FUNKY WINKERBEAN

SHERLOCK HOLMES' SECRET CASES

SHERLOCK HOLMES AND THE CASE OF THE MISSING COMMODORE

3-8

HAVE YOU FOUND ANY CLUE AS TO WHO STOLE YOUR COMMODORE, HOLMES?

BATMAN

NO, WATSON! SO FAR I HAVE ABSOLUTELY NOTHING TO GO ON!

BATMAN

Gahan Wilson

"BUT, HOLMES - HOW CAN YOU TELL THE MURDERER IS A LITTLE OLD LADY?"

YOU GUYS ARE A DISGRACE

LOOK AT THE WAY YOU DRESS. WHO'D BELIEVE YOU COULD EVER SOLVE A CRIME?

MAYOR

SAM AND SILO

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GET GOING, NOW, AND SHARPEN UP YOUR IMAGE!

9-24

4/24/85

WELL, WATSON, WHAT DO YOU THINK?

YOUR NOSE NEEDS SHARPENING

SHERLOCK HOLMES CAMPAIGN DEVELOPS LEADS THAT RESULT IN OPENING OF 20 NEW MARKETS FOR MANUFACTURER

BUCKBEE-MEARS CO. (245 E. 6 St., St. Paul, MN 55101), a manufacturer of filter material, used specialty advertising in conjunction with direct mail to elicit market data from potential users of its stainless steel screens. The campaign objective was to induce a target audience of 3,400 design engineers to volunteer information on how they used the material and to offer suggestions for new uses.

A Sherlock Holmes theme was developed by the company's specialty advertising counselor, who felt that the advertiser needed a campaign that would arouse the curiosity of the recipients. Mailed to the engineers in December, 1976, were three exhibits of "evidence" that would solve the "micro-etch mystery" referred to in the printed material (top illustration at right). Exhibits included a pencil for completing the return card with data on screen applications, a pocket-size magnifier and a sample of the screen.



"HELP US LOCATE THE MISSING MARKET and you may get the picture," promised a promotional folder (two lower illustrations above), with the "picture" being one of two color TV drawing prizes. "We know we can't find a better 'detective' for a case like this than a creative design engineer like yourself. We are confident you can unravel our mystery," the copy flattered and cajoled.

As a result of the promotion, more than 10% of the engineers took considerable time to respond to the manufacturer's query. Of the 356 who replied, 203 offered marketing suggestions which the company analyzed, and 20 new markets were developed soon afterward.

SEXY PING

NEW ORLEANS—If Sir Arthur Conan Doyle had been alive today, he might have called it "The Strange Case of the Puckering Pickpockets."

Jurgen Kihmann, 27, a tourist from Munich, West Germany, told police six young women ran up to him while he walked along Bourbon Street and proceeded to kiss and fondle him with more than a little affectionate zeal.

When the flames of their ardor had apparently been quenched, he complained, they were gone.

So was his wallet.

TAKE THE MYSTERY OUT OF CARPET CLEANING...



- Cleans Deeper
- Thorough Soil Extraction
- Leaves Carpet Drier
- Extends Carpet Life

CAPITOL CARPET CLEANING

By: Capitol Cleaning Contractors, Inc.
34 Sequassen St., Hartford

247-6566