PHOTON WHAT?

DAN TILQUE
Beaverton, Oregon

I recently started a new job at Photo Kinetics, a company that makes test instruments for fiber optic cable. Posted in the office is a collection of the various ways that the company name has been spelled in correspondence. These range from simple typos to highly imaginative spellings. Some of the more interesting spellings are:

- Photon Icintics
- Photon Kinetics
- Pothoton Kinetics
- Photoninetrics
- Photon Kintizes
- Thotor Kenetics
- Fotawn Cheneeckks
- Thoton Kinetic
- Polton Kinetics
- Photon Kemeticoo
- P. Hotn Kinetizc

Sometimes the influence of a computer is obvious:

- Mrs. Photon Kinetics, Inc.
- Kine Photon or Family Residing at...
- Mr Photon Globus (Globus is the surname of an employee)

Some of the best are those where another word or name has been substituted:

- Proton Genetics
- Photon Connectics
- Phantom Kinetics
- Thorton Kinetics

My two favorites are FULTON COSMETICS and HOOKED ON KINETICS. I'm sure I'm going to have an interesting time working at this company, however its name is spelled.

KICKSHAW

DAVID MORICl
Iowa City, Iowa

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