

ST. LOUIS POST-DISPATCH

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NO KIDDING

What famous names really mean

1. Intel – “Integrated Electronics” (former name)
2. PAM cooking spray – “product of Arthur Meyerhoff”
3. NECCO candy – “New England Confectionery Co.”
4. Asimo robot – “advanced step in innovative mobility”
5. IZZE Sparkling Juice – “Isabelle,” a daughter of company co-founder

Source: World Features Syndicate