

It's like the Preparation H commercial . . . late at night this guy comes on . . . he looks like a defrocked minister. He's in an office, like a dean's office at a university, with rows of books behind him. He says with authority; PREPARATION H IS GUARANTEED TO RELIEVE ITCHING.

And then, to prove it, he pulls a fat book from the shelf behind him . . . it's a TV book . . . there's three giant words on a page. And there it is in the book: PREPARATION H IS GUARANTEED TO RELIEVE ITCHING. Then he puts the book away, and it's proven. Preparation H is the answer, because we saw it in a book. Americans believe books.

Jean Shepherd

Rodney Room, February 29, 1972

