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Guy Trouble

Boys Are Stupid Gear Has Some Folks Teed Off, but Creator Todd Goldman Is Cashing in

Erika Kaminer is only 10, but she already knows how to make a provocative fashion statement: Her T-shirt reads, "Boys Are Smelly;" her watch says, "Boys Are Stupid, Throw Rocks at Them!" Says the Hewlett, N.Y., fourth grader of her garb: "I want to make boys feel bad because it's fun." Mission accomplished. "I think it's trash," says Sean Kemp, 9, whose sister Jolie, 12, favors Boys Are Stupid p.j.s. "We're not stupid."

One guy who definitely isn't is Todd Goldman, the 36-year-old entrepreneur whose company David & Goliath is behind the boy-bashing gear. Goldman says that of his Clearwater, Fla., firm's projected \$100 million in sales this year, about 10 percent will come from the Boys Are Stupid products. "If something comes to me and I think it's funny," he says, "I'll do it, without crossing the line." But critics contend that Goldman has crossed the line. "This is something very harmful and disrespectful to our boys," says Glenn Sacks, 41, a Los Angeles-based radio talk show host who last year led a campaign that convinced several large chains, accounting for more than 1,000 retail locations, to stop selling the Boys Are Stupid items. "I've heard from many boys and their families who feel this is very hurtful." Carri Venable, 41, a Seattle mother of a 2-year-old boy, agrees. "If there was a 'Girls Are Stupid, Throw Rocks at Them' line," she says, "imagine the outcry."

Goldman thinks his critics ought to lighten up. "It's all in fun," he says. "And I didn't start this. When Lucy pulled the football away from Charlie Brown, was that degrading to boys?"

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