

icons

A TOAST TO TELEVISION'S BEST

AN ENDURING *ENTERPRISE*

Even after 40 years, *Star Trek* is an industry unto itself



STILL
STAR
GAZING?

Turn the page
for even more
about the series
run of *Star Trek*.



Over three seasons of *Star Trek*, the starship *Enterprise* had successfully thwarted the bellicose Klingons and Romulans. But its crew was unable to conquer that most formidable of foes—the Niensens—and the program was canceled in 1969.

Cut to today, when after so many spinoffs and feature film adaptations, “*Star Trek* is its own merchandising phenomenon,” says CBS merchandising chief Liz Kalodner. “I wouldn’t even put it in the same category as other shows in our portfolio.”

Kalodner’s group obliges these rabid fans by peddling not just the typical board games, books and toys—although who could resist the Potato Head versions of the crew? (available in November)—but also so many other types of merch, from the mundane to the mega-pricey, to help you live a full *Star Trek* life.

With the *Enterprise* salt and pepper shakers, it’s as if one’s every meal is with Scotty and Spock. The next time you and your crew meet up on the bridge, why not break out the *Star Trek* pizza cutter and Klingon corkscrew? Then, as you issue commands from your very own, life-size model of James T. Kirk’s captain’s chair (\$2,700, diamondselecttoys.com), just be careful not to spill any Romulan ale.

Because while the limited edition reproduction is functional with light and sound effects and even a mock intercom, apparently the Federation foresaw no need for cup holders.

— Jim Colucci