This week's contest was proposed by Kitty Thuermer of Washington, who wins an umlaut. Citing the recent flap over whether Al and Tipper Gore were in fact the secret inspirations for "Love Story," Ms. Thuermer suggests that you propose other people who were the secret inspiration for other famous movies. First-prize winners receive an unopened, vintage box of Frosted Flakes ("best if used before March 1994") celebrating the birth of the Colorado Rockies baseball team. The person who sold this to us assured us it is a genuine collector's item, which we hope it is, since the actual cereal inside appears to have settled into a lump the size of an ice cream sandwich. It is worth $20.

First runner-up gets the tacky but estimable Style Invitational Loser Pen. Other runners-up receive the coveted Style Invitational Loser T-shirt. Honorable Mentions get the mildly sought-after Style Invitational bumper sticker. Winners will be selected on the basis of humor and originality. Mail your entries to The Style Invitational, Week 252, c/o The Washington Post, 1150 15th St. NW, Washington, D.C. 20071, fax them to 202-334-4312 or submit them via Internet to this address: losers@access.digex.net. Internet users: Please indicate the week number in the "subject" field. Entries must be received on or before Monday, Jan. 19. Please include your address and phone number. Winners will be announced three weeks from today. Editors reserve the right to alter entries for taste, humor or appropriateness. No purchase necessary. We wish to thank stephen Buchanan, Mt. Airy) for today's Ear No One Reads and to simultaneously humiliate him by pointing out that his name and town are an anagram for "Ach, I Bathe My Unnertpants." Next week: Microsoft Ear Credit. Employees of the Washington Post, and members of their immediate families, are not eligible for prizes.