

(Editor's comments: The following article is the last one that our good friend Ed Wollenberg wrote. This article was sent to me a couple of months ago and I had filed it in the May slot. Like so many of Ed's articles he wrote of things that he saw or thought about or something that tickled his funny bone. This is one of those articles. I know for one that I will miss Ed and will miss those thick envelopes I came to recognize as "another article from Ed." Ed's got easier putting now — God bless him)

Let's Talk Scents

by Ed Wollenberg

Pheu-e-e-e. You smell! What is it?

It is me. And, I'll share it with you for a price.

It seems that everything has its own scent or smell.

We know that skunk has patented its scent, "Beware", and the female dog must splash herself with the most potent of all personal aromas, "Come And Get It", to be able to bring suitors to her from miles around.

You do learn something, or should (unless completely illiterate), by reading the newspaper and listen to TV and the relentless bombardment of commercials.

For one, you get the sense of style and what you have to wear if you are going to be part of the "now generation", as opposed to being a part of the "not now generation", which I seemed to be before I garnered all this new info.

For one thing, I learned in a story a few weeks ago that, apparently you are not a real celebrity unless you have your own personal scent. I guess, it doesn't mean you actually have to smell different, you just have to be able to market it. I'll try to enlighten you as I go along.

Many of you I'm sure are aware that more and more celebrities already have their own scent.

For instance, there is Mikhail Baryshnikov who has one called "Misha". Not being a Russian, I can't explain its mystique to you. But it's supposed to be a real go-together and demolish the resistance of anyone wearing a babushka.

Another biggie is Elizabeth Taylor's "Passion". "Be touched by the fragrance that touched the woman", the advertisement says. I don't know if that means they pour the stuff all over Liz before they sell it or what, but we know it must be exciting and stimulative.

Some of them seem to fit the celebrity. One titled "Cher Uninhibited" is labeled as being "Dramatically sensual — like the woman herself. An enticement to take the risk". I don't know what a quart of "Cher Uninhibited" costs, but I think we're talking big bucks here.

Of course, not all Americans are risk-takers. But one thing we definitely are is label happy. We wear jeans with someone else's name on them. In fact, it's better if someone else's name is on them.

Someone gave me a sweater a few years ago, that I figured cost about five times what that same sweater would have cost if it didn't have someone's name stitched on the front — or even mine for that matter.

We freely advertise soft drinks, rock bands and tourist traps on T-shirts. Bumper stickers tell you more than you want to know about the kinds of people who are out there driving on the same road as you are.

(cont'd. page 24)

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(Ed Wollenberg cont'd.)

So what's wrong with giving off the scent of someone you want people to associate you with? So far, they seem to have limited this scent idea to artsy sorts of stars, but this thing could catch fire and really mushroom.

Why not world leaders? What about a fragrance called "By George — the cologne thing for non-wimps". Or, if you can't afford the No. 1 brand, why not "Quayle Hunt — a covey of comments". And those with a global outlook might want to impress their friends, or whoever, by wearing "Mikhail — a disarmingly heady mixture of borsch, vodka and tanks".

And, for those involved in outdoor environments and not in close company, there could be "Arafat — a different aroma of damp towels and desert dust".

Sports stars would be a natural. Say you are into golf. Before heading out to the first tee, you might want to splash on some "Big Jack — a delightful aromatic concoction of the locker room, wet sand trap and sweaty jock".

If baseball is your bag, there could be "Pistol Pete — gamble on evasion". Or, "Illicit — it will Boggle your mind". And if football is your dish, why not a brand touting your favorite team. One cologne might be "Bears Brown — it smell's too".

Yes, even the beady eyed, gum chomping darling, Mike Ditka, has his own fragrance, "Iron Mike". Reports are that men like it, especially retired men, that need all the help they can get. It must have a bisexual fragrance, as some women have said they will wear it also. One young woman purchased some and said she will put it behind her ears and knees — do you suppose she dates both tall and short men and wants to cover all points? I'm sure anyone splashed with this potent fragrance, will automatically get loan approval when they walk into Talman's.

There could be perfumes and colognes for everyone, to fit every occupation. If you run a restaurant, why not a perfume that smells like onions and garlic cooking. And used-car dealers wouldn't feel right in the morning without putting on a few splashes of "Fine Print — you can't see it, but it's there". Or, an attorney might want to dab on a few drops of "Trust Me — it will haunt you forever".

Shucks, there might eventually even be a cologne for Golf Course Superintendents. Maybe something catchy as "Earthy Grit — a heady mixture of Milorganite, Subdue, Urea and martinis".

Take your pick. If you can't come up with your own personal smelly self, what could be more effective than wearing the scent of your favorite celebrity or idol?

I say, "Go for it. Be a winner with a smelly somebody".

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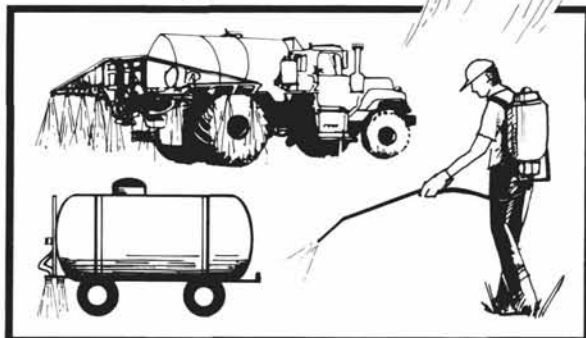
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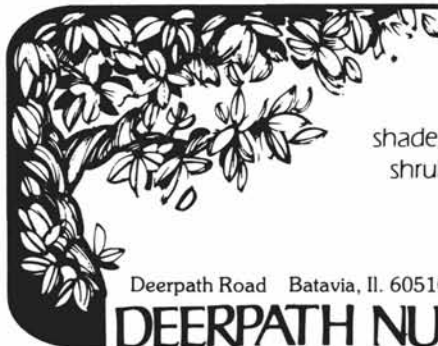
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