

(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".

All Lawn Seed Has a Turf Score

Lawngrass evaluations are conducted each year at experiment stations across the country. These tests are administered by The National Turfgrass Evaluation Program sponsored by the U.S. Department of Agriculture, Beltsville Agricultural Research Center in Maryland. Each variety is evaluated and reports released in the form of turf scores. Average scores are computed for all locations and individual scores are reported for each local test site. Turfgrass specialists at state land grant universities have access to this information as do those who formulate lawn seed blends and mixtures.

Specializing in Bedding Plants
Large Variety Fall Mums

ANTON'S Greenhouses & Garden Centers

Rick & Bob Anton
ANTON'S OF KENOSHA
9140 Cooper Rd. (51st Ave.)
Kenosha, WI 53142
414/694-2666

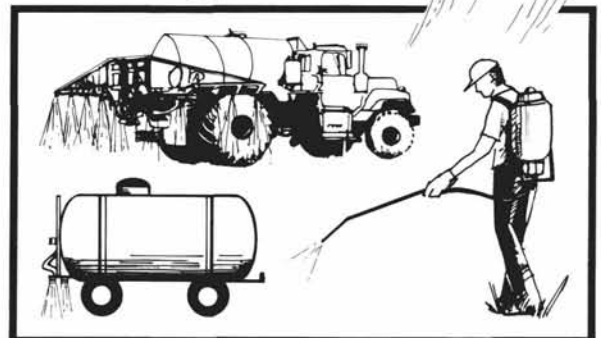
Gary Anton
ANTON'S OF EVANSTON
1126 Pfister Avenue
Evanston, IL 60202
708/864-1134



Downers Grove, IL
Business
Bill Boyd 708-963-9088
Home
708-963-4510

Golf Course Remodeling, Expansion & Renovation Ponds,
Lakes, Waterways, and Ditches Work.

**NEW! A spray tank cleaner
for today's chemical
technology!**



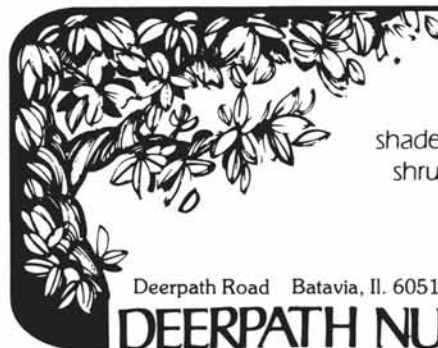
**INCIDE-OUT™
SPRAY TANK CLEANER**
Flushes and neutralizes chemical residues



PRECISION LABORATORIES, INC.

P.O. Box 127
Northbrook, IL 60065
800-323-6280

708-498-0800



Selected
varieties of
shade, ornamental trees,
shrubs and evergreens.

Deerpath Road Batavia, IL 60510 708/879-0120

DEERPETH NURSERIES