

A Rose, Is A Rose, Is A Rose

I think that I smelled pretty good when I was in high school. I would never think of leaving the house without smearing on a healthy dose of Old Spice deodorant. It had a strong, manly aroma that was, well, spicy. While traveling in all parts of the world a supply of Old Spice was always in my travel kit. It was a necessity because a daily shower was not always available if you had just spent the night sleeping in a field.

My Old Spice applications continued for many years. Then, a great deal of deodorant commercials appeared on TV. The commercials made me realize that I wasn't sophisticated unless I used a deodorant like Chanel, Brut or Allure. I wanted to be sophisticated so I tried changing brands. As I was going to purchase something sophisticated I headed straight to Sears and purchased a sophisticated deodorant at about 10 times the cost of Old Spice. I could hardly wait to try it. After my morning shower I applied the new product and went downstairs smelling as sophisticated as could be. I knew there must be something wrong because as soon as I got close to Judy I noticed her nostrils clamp shut. "What's that smell?" she asked. I replied, in my most sophisticated manner, that it was my new deodorant. She said, "I finally got used to that terrible spicy stuff you have used for all these years but this is too much".

So much for sophistication. I asked the love of my life what she would suggest that I use and she told me that I should buy unscented deodorant. Unscented deodorant? That sounded like an oxymoron. How would it work? I imagined that unscented deodorant probably just spread the smell around so you didn't know where it's coming from. Nonetheless, I headed back to Sears to seek out a deodorant with no smell.

Now, in case you haven't noticed, counters with cosmetic products for men have changed dramatically since days gone by. At one time the only products a man could buy at the cosmetic counter was Old Spice and Brylcreem. Now, there are hundreds of bottles of oils and unguents in a bewildering display. I weaved my way through the overpowering smell of the perfume section at Sears and found the counter that sold products for men. I thought the saleslady was going to laugh when I told her I wanted a deodorant that didn't smell but she simply asked me what brand. What brand? How many brands of unscented deodorant could there be? I was amazed to find out that she had 32 different brands to choose from. I didn't want to spend the whole week-end at Sears trying them all so I asked her for the top 3 that she would recommend.

She placed 3 tester bottles in front of me along with 3 small pieces of cardboard. She took the first bottle and sprayed the ingredients on a piece of card and handed it to me to smell. I smelled. She asked how I liked it and I told her I couldn't smell a thing. "That's the idea" she informed me. She sprayed a piece of card with the second bottle and I smelled that. I told her that it smelled the same as the first one. She beamed at me as if she had found a true connoisseur of the product and handed me the third piece of cardboard that she had sprayed. After deeply inhaling the third choice I was beginning to think I must have a blocked sinus problem because there was nothing.

As they all smelled the same, or didn't smell the same, however way you look at it, which one should I buy. The cheapest one seemed to be the logical choice but they were all the same price. The price was \$29.95 but I would get a 10% discount if I applied for a Sears charge card. It was very tempting but, even with a 10% discount, it seemed to be a lot of money for something I couldn't smell. I told the young lady that she had given me a lot to think about and I was going to find a quiet spot and do some serious thinking.

I left Sears and headed straight to Shopper's Drug Mart. There, squeezed between the toothpaste on one side and Grecian Formula on the other, was a manageable stock of deodorants for men. I was overcome with joy when I saw that Old Spice was on sale for \$2.49. I bought 2 and headed for home to take a shower and smear on my old friend.



Brad McInnes
YMASC President 1970 - 1971

