Entrepreneur says Aggies, longhorns don't smell the same

DALLAS (AP) — Just the Christmas gift for your male Aggie friend: a bottle of cologne with the A&M imprint on it. Just don't send it to a University of Texas alumnus by mistake.

An entrepreneur is promoting a new line of men's cologne that is designed to appeal to fans of different colleges.

For $24, Peter Klamka will sell you a two-ounce bottle of cologne that bears your own school logo or mascot.

He's got bottles for 48 major colleges.

"The scents are different," the 25-year-old University of Michigan graduate says. "Texas and Texas A&M don't smell the same."

Graduates of those two archrival schools would certainly agree with that. But the veracity of Klamka's claim became even more evident Wednesday at an informal "sniff-off" between Dallas alumni of Texas and Texas A&M.

Texas alums insisted the Texas cologne smelled best, while former A&M students said the cologne in A&M bottles was clearly superior. Both agreed, however, that the cologne in a University of Oklahoma bottle just plain stunk.

Klamka said he got the idea for his "school" cologne two years ago as he walked past a fragrance counter in a shopping mall.

"How come nobody ever put the Michigan logo on a bottle of cologne," he asked himself. "I would buy it."
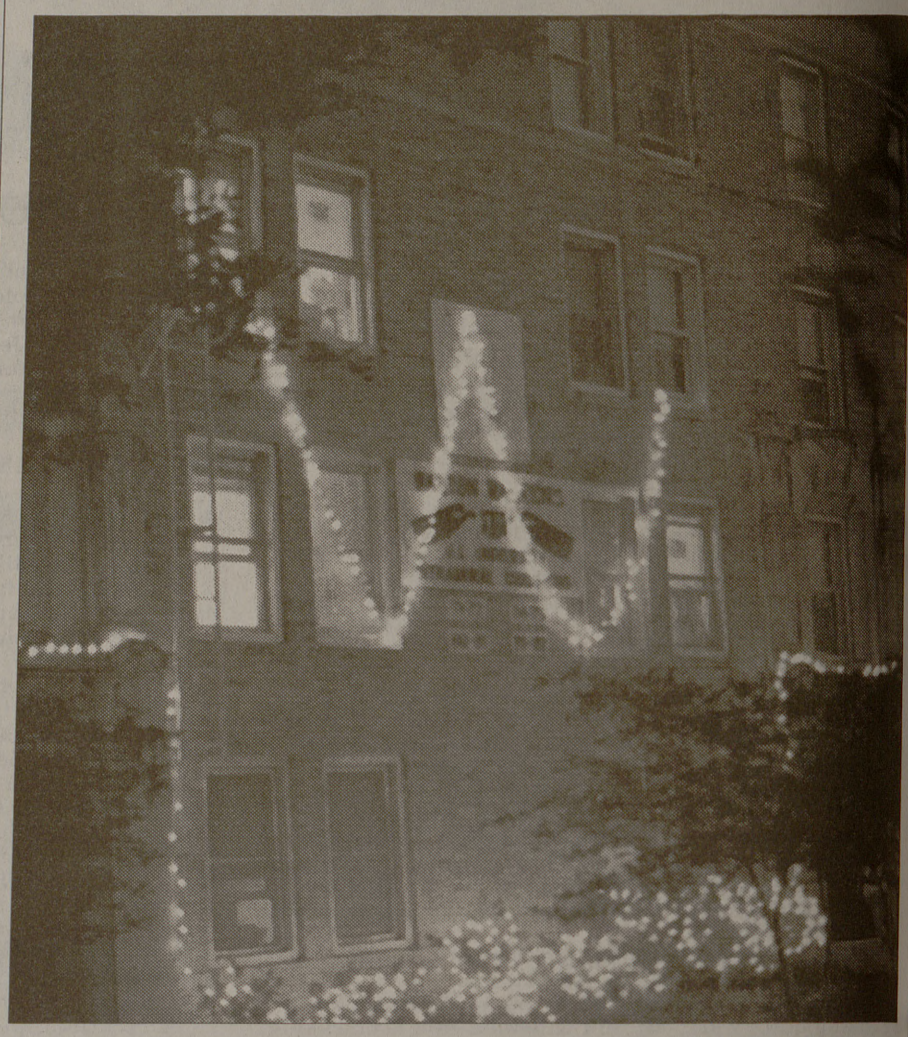
So Klamka decided to create a University of Michigan cologne himself. He hooked up last January with a major fragrance company in Chicago that helped him distribute and market the cologne nationwide.

"It's a novelty kind of thing that appeals to the consumer that likes this logo apparel," said Kathy Hebert, a fragrance buyer for J.C. Penney. The cologne was pitched to the J.C. Penney stores a month ago, and each manager has the option whether to order.

"It's something different. ... It's just the kind of thing that everyone likes to talk about," Ms. Hebert said. "It's such a cute item."

Jerry Niewiadomski, director of sales and marketing for Ann Arbor, Mich.-based Wilshire Fragrances, said it seems to be especially popular among alumni and students of schools that are involved in big football games with other schools.

Klamka said his company has earned more than $5 million in sales this year.

Blake Griggs/THE BATTALION

'Tis the season ...
Lights decorate the outside of Walton Hall as some students prepare for the upcoming Christmas holidays.

Racing

he said.

Maxxam already has moved to take more direct control, booting former general manager Jim Murphy and installing Noteware, president of Maxxam's real estate division.

The company also brought in Ann McGovern as vice president of operations. The racetrack management veteran helped get Oklahoma's Remington Park started in 1988.

McGovern acknowledges, as do other track officials, that Sam Houston's main failing was overestimating Texans' knowledge and enthusiasm for the sport. Texas is horse country, but pari-mutuel wagering is a different matter.

"We were a little optimistic in our expectations," McGovern said. "Racing is not an easy sport to learn."

To generate interest, McGovern has led a renewed effort to shorten time between races and hold more promotions, such as $1 beer night to lure customers.

Rustlers
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rangers — who are employees of the cattle raisers' group but are commissioned as law enforcement officers by the Texas Department of Public Safety and the Oklahoma Crime Bureau.

The rangers recovered or accounted for 2,145 head of cattle and horses and other related property worth a total of about $2.8 million.

More than 476 years of prison time and probation sentences were assessed against offenders. Restitution, fines, court costs and attorneys' fees topped $865,000.

No statistics are available yet for the period since Sept. 1, but special ranger Robin Clark, 43, said he has seen an increase in the number of cattle thefts since the new law took effect.

"The crooks aren't dumb," he said.

The increase in cases could be an ominous sign in a state that leads the nation with 14.8 million head of cattle and calves valued at about

$8.8 billion.

Texas is No. 1 in the nation with 185,000 farms and ranches covering 130 million acres. Officials estimate that economic activity from cattle sales in 1994 will be about $26.4 billion.

Protecting cattle was already a frustrating job before the change, Clark said.

"Most of the thefts involve one or two head of cattle that they are stealing because they need money to buy drugs," said Clark, who covers nine counties of brush country west and southwest of San Antonio.

"It may not seem like much, but one or two head could be a big hit for a small-time rancher," he said.

"In the old days, rustlers on horseback stole the cattle and had to drive them 10 miles or so across the brush to an auction. Today, they can put them in a truck and be in Florida the next day," he said.

Clark said that while the computer records of the 6 million head of cattle processed at 160 auction markets and terminals each year increase the chance of recovery, at least 30 percent of his cases remain unsolved.