

THERE WAS AN OLD MAN WHOSE NOSE
MOST BIRDS OF THE AIR WOULD REPOSE
BUT THEY ALL FLEW AWAY AT THE CLOSING OF DAY
WHICH RELIEVED THAT OLD MAN AND HIS NOSE

DURING A RECENT VISIT TO THE OLD HOME PLACE, OUR FAMILY FARM, WHEN CLEANING UP THE HOUSE ANTICIPATING A NEW TENANT I DISCOVERED AN INTERESTING ARTIFACT. (SHOW BULL RING) SOME OF YOU MAY NOT RECOGNIZE IT, BUT I SHOW YOU A COMMON TOOL ON THE LIVESTOCK FARM....A BULL RING. ONLY WITH THIS SMALL APPLIANCE COULD A 80 POUND BOY CONTROL THE BEHAVIOR OF A 2000 POUND HUNK OF ANIMATED SIRLOIN. WHEN I FOUND THIS I KNEW IMMEDIATELY I HAD THE MAKINGS OF AN ATHENAUM PAPER. HENCE THE TOPIC OF MY PAPER THIS EVENING.....

A SNIFF..... A WHIFF..... A DRIFT.....

OR

HOW WOULD YOU FEEL BEING LED AROUND BY THE NOSE?

(I SHOULD DIGRESS AT THIS POINT TO EXPLAIN TO YOU GUESTS THAT ATHENAUM PAPERS ARE ALWAYS SCHOLARLY AND I AM CONVINCED THAT THE CONTENT OF THIS PAPER WILL MEET AN INTELLECTUAL CRAVING WHICH YOU HAVE HAD FOR YEARS.)

SOME OF YOU MAY BE OFFENDED, OTHERS MAY SHUDDER IN DISBELIEF BUT REGARDLESS, IT IS MY PREMISE THAT THE NOSE, YES OUR PRECIOUS OLFACATORY APPENDAGE IS THE MOST INFLUENTIAL COMPONENT OF HUMANS LIFE SYSTEMS. YOU MIGHT SAY THAT SUCH A FACT IS AS "PLAIN AS THE NOSE ON YOUR FACE".

THERE ARE THOSE WHO WOULD ARGUE FOR THE HEART, SOME THE MIND AND I WOULD AGREE THAT LIFE SUPPORT IS CLEARLY DEPENDANT ON THOSE TWO. A FEW MIGHT ARGUE FOR THE EYES OR OUR VISION WHILE OTHERS STILL WOULD SUPPORT HEARING OR EVEN TOUCH, BUT THE OLD SN0Z IS STILL THE MOST INFLUENTIAL.

TO SUPPORT MY THEORY, I WOULD INVITE YOU TO REVIEW A NUMBER OF ARTISTIC, SOCIAL, CULTURAL, POLICTICAL, SCIENTIFIC AND ECONOMIC FACTS.

LETS EXAMINE THE ARTS

SCULPTORS, PAINTERS ILLUSTRATORS ALL, LABOR MOST WHEN DEVELOPING THEIR SKILL IN THE REPRODUCTION OF THE NOSE. WHEN THE CHARACTERIST WIELDS THE PEN OR BRUSH THE NOSE BECOMES PROMENANT MOST OFTEN. DO YOU NEED A LITTLE PROMPTING? VISUALIZE IF YOU WILL ARTISTS WORKS OF JIMMY DURANTE, RICHARD NIXON OR BOB HOPE.

THE NOSE HAS ALSO BEEN MOST INFLUENTIAL IN MUSIC. THERE ARE THOUSANDS OF SONGS OF THE HEART, THE EYES, ALL TOUCHING MELODIES BUT THERE HAS BEEN ONE SONG, KNOW WORLD WIDE AND HAS SOLD MORE COPIES THAN ANY OTHER WORK. WHAT'S IT ABOUT...YOU GOT IT. A SCRAWNY CLOVEN HOOFED, CUD CHEWING, ANTLER BEARING MYTH WITH A RED NOSE.

IN A BRIEF VIEW OF POLITICS OR WORLD GEOGRAPHY, WOULD YOU CARE TO SPECULATE ON THE STRENGTH OR LACK OF IT SHOULD CHARLES DEGAULL'S STATLEY PROFILE BEEN GRADED WITH PETITE LITTLE PUB. EVEN MORE, HOW COULD WE HAVE IDENTIFIED A NATION OF ITALIANS WERE IT NOT FOR THEIR ROMAN NOSES. WE HAVE ALL REFERRED TO A STINKY SITUATION AS "SOMETHING ROTTEN IN DENMARK.

WE WILL ALSO FIND THAT THE INFLUENCE OF THE PROBOSCIS WEIGHS HEAVILY ON THE

EXPRESSIONS WE USE WHEN SPEAKING OR WRITING. FOR EXAMPLE WHAT PUGALIST, PROFESSIONAL OR TOT WOULD PROPOSE TO "PUNCH THEIR ADVERSAIRY IN THE EAR"? INSTEAD OF SAYING EXACTLY WHAT WE THINK OR FEEL WE REFER TO ANATOMICAL METAPHORS WITH FREQUENT FOCUS ON THE NOSE. FOR EXAMPLE, WOULD YOU EXPECT A SPORTS ANNOUNCER TO PRONOUNCE THE WINNER OF SATURDAY'S KENTUCKY DERBY AS "WINNER BY A HOOF"? WOULD A DELINQUENT DEBT COLLECTOR EXPECT THE DEBTOR TO "PAY THROUGH THE ARMPIT". IF YOU GET THE BEST OF A COMPETITOR IN LIFE'S BATTLES WOULD YOUR HUMAN TENDANCY BE TO "RUB THEIR FOREHEAD IN IT". IN OUR RELATIONSHIPS WITH FRIENDS AND NEIGHBORS WHO WOULD LABEL THE IMPERTINENT PRYING ACTS OF THE GOSSIP NEXT DOOR AS CHINNYNESS.

CAN YOU BEGIN TO SEE A LITTLE MORE CLEARLY THE INFLUENCE OF THIS PROTRUDING PREIPICE ON OUR LIVES....LETS GET A LITTLE MORE PERSONAL. IN 1988 THERE WERE OVER THREE QUARTER OF A MILLION INSTANCES OF PLASTIC SURGERY IN THE UNITED STATES. AND YES, THE NOSE JOB WAS AT THE TOP OF THE LIST AS THE MOST FREQUENT CHOICE OF THE PATIENT. YOU MEN MIGHT BE INCLINED TO SWELL WITH PRIDE EXPECTING A MORE VAIN FAIRER SEX TO BE THE GREATER CONSUMER OF THIS PROCEDURE AND THEY WERE, BUT THE OCCURANCE OF NOSE CLIPPING MORE THAN DOUBLED IN 5 YEARS AND THE GREATEST PORTION OF THE INCREASE WAS FROM MEN.

LETS MOVE FROM THE INFLUENCE OF OUR NOSE'S APPEARANCE TO THE INFLUENCE OF ITS FUNCTIONS NAMELY ITS FUNCTION AS A RESPIRATORY DRFICE AND OLFACTORY RECEPTOR. MORE SIMPLY DESCRIBED AS OUR MEANS OF BREATHING AND SMELLING. IN THE TYPICAL PHARMACY OVER 65% OF THE "OVER-THE-COUNTER" MEDICATIONS ARE MARKETED TO CURE, RELIEVE OR OTHERWISE MAKE BEARABLE AILMENTS ASSOCIATED WITH OUR NOSES. NASAL DECONGESTANTS LEAD THE LIST. PHARMACEUTICAL PROFITS SOAR WITH THESE PRODUCTS.

IF YOU WALK TO THE OTHER SIDE OF THE PHARMACY YOU WILL FIND AGAIN A

MAJORITY OF THE PRODUCTS SHELVED FOCUSING ON THE OTHER HALF OF ITS FUNCTION...SMELLING. YOU MIGHT BE SUPRISED TO DISCOVER THAT THE PERFUME INDUSTRY IN AMERICA HAS BECOME ONE OF THE LARGEST WITH COMBINED SALES PROJECTING IT INTO THE TOP TEN OF ALL MANUFACTURERS AND SALES. YOU DON'T BELIEVE IT. LOOK AROUND YOU... OR BETTER YET SNIFF AROUND YOU.

EARLY EGYPTIAN RECORDS YIELD COPIOUS EVIDENCE OF THE SEARCH FOR GOOD SMELLING PRODUCTS. RECORDS OF THE HOUBIGANT-CHARDIN (HO.BI.AUNT--SHAR.DEN) COMPANY IN FRANCE SHOW THAT NAPOLEON PLACED ORDERS FOR EXTENSIVE SUPPLIES OF SCENTED PRODUCTS JUST BEFORE WATERLOO. EVEN AS HIS DEATH APPROACHED HE SATURATED HIMSELF AND HIS SURROUNDINGS WITH THE AROMA OF BURNING INCENSE.

IT HAS BEEN SAID THAT LOVE IS BLIND AND IT MAY BE BUT IT IS NOT ANOSMIC (A..NOS..MIC), THAT IS IT HAS NOT LOST ITS SENSE OF SMELL. MEN AND WOMEN ALIKE SPENT BILLIONS OF DOLLARS LAST YEAR TO SMELL SEXY, SEDUCTIVE AND ATTRACTIVE TO THE OPPOSITE SEX. IN THE PAST TWO DECADES THE SWING FOR GREATER USE OF SCENTS HAS GONE WELL BEYOND THE ARENA OF TOILETRIES TO INCLUDE ANY NUMBER OF APPLICATIONS. SCENTING INFLUENCE HAS MOVED INTO NUMEROUS AREAS OF MASS MERCHANDISING. IT IS MORE DIFFICULT FIND A PRODUCT WHICH HAS NOT TAKEN ADVANTAGE OF SCENT SELLING THAN THOSE WHICH HAVE. THE SCENTING OF HOUSE HOLD PRODUCTS BEGAN GENERALLY IN THE MID '50 AND HAS SKYROCKETED INTO THE EIGHTIES WITH EVERYTHING FROM A STICK UP TO FABRIC SOFTNERS. DURING THE DEAD OF WINTER YOU MAY HAVE BEEN THE RECIPIENT OF A JACKSON-PERKINS CATALOG AND WERE PROPELLED INTO SPRING WITH THE SCENT OF A BLOSSOMING ROSE. PERFUMES HAVE MOVED FROM JUST MAKING YOU SMELL GOOD TO MAKING YOU BUY. THIS ODOR SEDUCTION TAKES MANY FORMS. FROM SCRATCH AND SNIFF CHILDRENS BOOKS TO SCENTED INKS IN PRODUCT CATALOGS TO SELECTION OF SCENTS WHICH COMPEL YOU TO BUY...CONSIDER A MOVIE THEATER OPERATOR WHO INJECTS THE SMELL OF FRESH POPCORN INTO THE HOUSE VENTILATION.

THE INFLUENCE OF SCENTS ON OUR LIVES HAVE EVEN ENTERED THE FIELD OF PSYCHOLOGY AS AROMATHERAPY. ALTHOUGH I AM NOT AWARE THAT OUR FELLOW MEMBERS AND MY CO-WORKER PSYCHOLOGISTS PRACTICE THESE TECHNIQUES SOME EVIDENCE SUPPORTS THE USE OF SCENTS TO INDUCE DESIRED BEHAVIORIAL OR ATTITUDE CHANGES. THROUGH RESEARCH, USING ALTERED BRAIN WAVE MEASUREMENTS AS INDICATORS OF RESULTS, THERE IS EVIDENCE THAT SOME AROMAS LIKE THAT OF THE LILY OF THE VALLY CAUSE SUBJECTS TO RELAX WHILE SCENTS OF PEPPERMINT OR TANGERINES TEND TO STIMULATE. SOME SEARCH FOR THE SCENTED APHRODISIAC WHILE A GOOD NUMBER OF YOU ARE JUST TURNED ON BY THE SMELL OF NEW MONEY.

ASIDE FROM THE ECONOMIC INFLUENCES OF SCENT THERE IS MUCH DOCUMENTATION WHERE ODORS HAVE BEEN THE KEY FACTOR IN LAW ENFORCEMENT, MEDICINE AND EVEN WAR. THE ANTI-DRUG WAR IS GREATLY ENHANCED THROUGH THE USE OF DOGS WHICH CAN SNIFF DRUGS OUT OF THE MOST SECRET HIDING PLACES. PHYSICIANS, IN EMERGENCY SETTINGS WHERE LAB TESTING TIME IS NOT AVAILABLE RELY ON BREATH AND OTHER BODY ODORS TO DETECT POISONING. WRITTEN COMMENTS OF VIETNAM ERA SOLDIERS IDENTIFY FREQUENT EVENTS OF LIFE SAVING WHIFFS OF THE ENEMY OR THEIR BELONGINGS.

YOU DO NOT NEED TO FEEL THAT WE ARE THE ONLY CREATURE MANIPULATED BY OUR OLFACTORY SCENSES. IN FACT AS PRONOUNCED AS THE HUMAN TRAITS ARE, THEY ARE MINISCULE WHEN COMPARED TO OTHER SPECIES. OTHER MAMMALS USE ODOR TO GIVE ALARM, SELECT FOOD, MARK TERRITORIES, MATE AND MUCH ELSE. A MERE 1 PART PER TRILLION SATURATION OF THE AIR BY THE SCENT OF THE FEMALE GYPSY MOTH CAN ATTRACT THE MALE FOR MILES. THE SALMON, WHICH MAY HAVE WANDERED THE SEA FOR THOUSANDS OF MILES IS LED PREDICTIBLY BY A SCENT LEFT IN THE WATER TO THE PLACE OF ITS BIRTH TO SPAWN.

THE DOG WHICH ROMPS THROUGH YOUR HOUSE AND YARD IS A NOSE PUSHED WITH A CANINE BODY. WITH A SENSE OF SMELL OVER 200 TIMES MORE ACUTE THAN OURS, WHEN YOU RETURN TO THE HOUSE AFTER A WALK AND SMELL A FRESH POT OF SOUP, THE DOG WILL LIKELY DIFFERENTIATE THE SMELL OF CARROTS, THE BEEF STOCK AND THE POTATOES.

WHY DO YOU SUPPOSE THIS AVENUE OF INFLUENCE HAS GROWN SO? THE ANSWER IS SIMPLE...IT WORKS.

IN RECENT YEARS SEVERAL PRESENTERS OF ATHENAUM PAPERS HAVE RESORTED TO VISUAL AND OTHER AUDITORY AIDS TO FACILITATE CONVEYANCE OF THEIR IDEAS. I TOO WILL EXPLOIT SUCH A GIMMICK. PASSING AMONG YOU ARE SEVERAL ENVELOPS WITH A SINGLE LETTER MARKING. THERE ARE SEVERAL DIFFERNT ONES AND THERE SHOULD BE ENOUGH TO GO AROUND. I WILL ASK YOU TO SELECT ONE.....LABELED EITHER "A", "B", "C" OR "D". AFTER YOUR SELECTION I WILL ASK YOU TO TO TEAR OFF THE NARROW END OF THE ENVELOP, AND WITHOUT LOOKING INSIDE HOLD THE OPEN END TO YOUR NOSE AND SMELL THE CONTENTS.

(SMELLING BEGINS)

AFTER SMELLING YOU SHOULD FOLD THE ENVELOP TO CLOSE IT AND RETURN IT TO THE TABLE.

NOW FOR THE EXPERIMENT.....

WOULD SOMEONE CARE TO DESCRIBE THE SMELL..... (HAVE THE RESPONDANT IDENTIFY THE ENVELOP BY THE LETTER)

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NOW WOULD SOMEONE CARE TO SHARE THE FIRST THOUGHT THAT WENT THROUGH YOUR MIND WITH THE FIRST WHIF?

A MOST INTERESTING PHENOMENA WHICH SURROUNDS OUR SENSE OF SMELL, UNLIKE ANY OF OUR OTHER SENSES, IS THE POWER OF AN AROMA TO EXTRACT THOUGHTS AND SCENES FROM YOUR DEEPEST MEMORY. YOU MAY HAVE EXPERIENCED THAT WITH THE ENVELOPS. THE SMELL OF THE BANDAID MAY BRING BACK MEMORIES OF CHILDHOOD INJURIES. THE FLOOR WAX...A CLASSROOM, THE COLORING CRAYON PLESANT MEMORIES OF YOUTHFUL RAINY DAY ACTIVITIES... AND THE LIST GOES ON. IN 1986 TWO LEADING PUBLICATIONS, THE NATIONAL GEOGRAPHIC AND OMNI MAGAZINES EACH CONDUCTED EXTENSIVE RESEARH IN TO THE RECOGNIZABILITY OF SCENTS, WHETHER THEY EVOKED MEMORIES OR THE EXTENT OF MOOD ADJUSTMENT THEY CAUSE. EXPECTEDLY THE MOST RECOGNIZABLE SCENT TO AMERICAN ADULTS WAS THE FRESHLY OPENED SACK OF COFFEE. A SCENT WHICH EVOKED A MOST PLESANT MEMORY WAS THAT OF RAIN ON A NEWLY MOWED FIELD OF HAY.

ANOTHER UNIQUE CHARACTERISTIC OF SMELL WHEN COMPARED TO SENSES IS OUR INABILITY TO DESCRIBE THEM. WITH OUR VISUAL OR AUDITORY SENSES THEY CAN BE RECALLED AND ENJOYED. YOU CAN FOR EXAMPLE RECALL A BEAUTIFUL SCENE, OR A PICTURE YOU CAN EVEN PLAY IN YOUR MIND A MUSICAL MASTERPIECE. BUT TRY AS YOU WILL, YOU ARE UNABLE TO RECALL THE SMELL OF ANYTHING...TRY IT...THINK PIZZA. YOU CAN SEE IT BUT YOU CAN'T SMELL IT. OUR ODOR SENSES ARE RELATED ONLY TO EXPERIENCE AND RECOGNITION, NOT CONTROLLED RECALL.

THERE ARE SOME PHYSIOLIGICAL EXPLANATIONS FOR THESE RESULTS.

FIRST, THE OLFATORY SENSORY SYSTEM HAS THE MOST DIRECT ROUTE TO THE BRAIN OF ALL OUR SENSES. IN EVERY CASE BUT SMELL, THERE ARE NUMEROUS BARRIERS. THE SMELL SENSORS, LOCATED IN THE SOFT PASSAGES JUST BEHIND THE BRIDGE OF

SENSORY CELLS EXPOSED DIRECTLY TO THE OUTSIDE OF OUR BODIES. THEY ARE UNIQUE IN ANOTHER WAY. THEY ARE THE ONLY SENSORY CELL WHICH THE BODY CONTINUALLY REPLACES SO REGARDLESS OF AGE THE OLFATORY NERVE CELLS ARE

VERY YOUNG.

SECOND, THE OLFACTORY SYSTEM FEEDS ITS INFORMATION DIRECTLY TO WHERE WE LIVE...THE SEAT OF AROUSAL AND EMOTION. IMPULSES GO DIRECTLY TO THE LIMBIC REGIONS OF THE BRAIN WHICH CONTROLS THE HYPOTHALAMUS, THE CENTER OF EMOTION AND MEMORY.

ALTHOUGH RESEARCH AND EXPLOITATION BY COMMERCIAL INTEREST PERSIST IN LEADING US BY THE NOSE.....LET ME URGE YOU TO CONTINUE YOUR EFFORTS TO "SMELL THE ROSES"