

ENTERTAINMENT

# HAPPENINGS

ENTERTAINMENT



LAVERNE STROUD

## 'Perfume Originals'

By Nyewusi Askari

A classic American success story is coming to Portland. The company is Perfume Originals, an excellent line of perfumes sold by independent representatives who work on a liberal commission agreement. Perfume Originals markets the "Essential Notes" used in the great perfumes of the world. As an example, if a woman like Opium and is willing to spend \$150 per ounce -- then she could try Perfume Originals' "Poppyfields" for only \$11.50 for two ounces of spray perfume.

In Portland, the company is being started by Laverne Stroud. Perhaps you have seen her jogging or ran in-

to her at a Health Food Store. She is the daughter of Kelly D. Stroud, founder of Stroud Moving & Storage; a graduate of Grant High; a former Debutante; former coordinator of the Miss Tan Portland Beauty Pageant (now known as Miss Black Portland); co-founder of Travis House Northwest, an import-export mail order business.

Not long ago, she was introduced to Perfume Originals and is the primary distributor for the Pacific Northwest. Perfume Originals is a new concept in fragrance designed to bring quality perfumes and colognes at affordable prices.

Laverne can be reached at 284-4053.

## "Prince" the musical wizard

The Warner Brothers recording who simply calls himself Prince (his real name) commands the concert stage with a presence that's been called "eye popping," but out of the spotlight the 20-year-old musical wizard -- who played, wrote, sang, arranged and produced every note on his three hit albums -- is often described as quiet and shy.

When a singer is as outspoken and outrageous as Prince is onstage, being a man of few words can cause some confusion. Crooning racy lyrics with his sexy falsetto, Prince dresses for a show in binkin briefs, boots and an open trench coat with metal studs, capturing audiences with an infectious, emotionally charged show. His magnetic personality and controversial songs cause quite a few people to wonder just who and what he is.

"When people couldn't talk to me or find out much about me, they started making things up," Prince observes. "I'm suppose to be mysterious, but I am not."

"I may not seem shy, but I am. You see, I like to listen, because I think other people are more interesting than I am."

But while Prince is reluctant to explain himself in words, he feels his music is "an expression of myself and my experiences. I always write truthfully about myself. Some people don't understand what I'm saying, but I've found that when I explain what I think to them, I'm saying that they're thinking too, but couldn't say. I feel my songs reflect what my generation is about."



PRINCE

Prince's sexually explicit lyrics have caused many a raised eyebrows, but Prince is determined not to be one of those artists "who avoid singing about a lot of heavy things, particularly sexual things. I'm not about to do that. If things are important, I'll sing about them."

Hailed as "The heir apparent to the Black contemporary musical throne," Prince feels that "My songs are more about life than they are about sex. I'm not saying I want to do more to someone as much as do something for them."

Even though papers describe him as "awesome" and "striking" in performance, Prince concludes that, "I'm still shy onstage. I don't say that much up there." But as Prince tears up the stage, moving like a demon on fire, his music speaks for him. And onstage, the shy Prince becomes a king.

## PG doesn't mean 'Pretty Good'

While the film classification that Hollywood has used for the last thirteen years may look like alphabet soup to you, they are designed to give you some clue as to what's playing at your local theater and whether you want your kids to see it. G, PG, R and X are not perfect categories, most agree, but they do beat the prudish Production Code that preceded their use.

Now, however, the time is ripe to fine-tune these ratings to make them more useful. National columnists Carl Rowan and David Mazie write in the July Reader's Digest, "Parents should receive more information on why a film is considered questionable for young viewers. Is it too violent? Are sex scenes too explicit? Is the language too raunchy? An additional letter in the ratings (R-V, R-S, R-L) would help...Another useful change would be establishing 13-and-under and 17-and-under categories, at least within certain ratings."

Curiously, what turns people off in one sector may not trouble people in another. Jack Valenti, president of the Motion Picture Association

of America, has found that parents in the Middle West are most put off by on-screen sex, New Yorkers by violence, and those in parts of the South by language.



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