

## Summer's here, time is right for throwing in the towelettes



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"Infused with natural herbs," you say.

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"One half the world must sweat and groan that the other half may dream."

— Henry Wadsworth Longfellow

OK, maybe not so much when it comes to the groaning part — after all, how physically demanding is typing. But when I stop to consider all the sweating I do as a proud Houstonian, I have little trouble grasping what side of this equation pertains to me.

As for dreaming? Here in the Bayou City, where it's so hot two trees have been known to fight over a dog, we mostly dream of ways to be less miserable whenever forced to venture outside the rarefied, almost arctic air of our office building.

Possibly to that end, I have received some promotional mail that just might pave the way to staying cooler than a polar bear's toenails in the coming days, weeks and months of hot weather ahead.

I refer to a handy little product called the "Cool Off pre-moistened cooling towelette," which some clever ad copy writer decided should have "cool" in its name twice. (Just in case my latest heat stroke left me too feeble to notice its first mention, I imagine.)

This handy, heat-beating product, I was told, is "designed to defy summer temperatures," which could be a flawed strategy on the part of its marketing staff — at least, around here. After all, how many times have we been told, "It's not the heat that makes Houston so uncomfortable, it's the humidity"?

(In truth, it is the heat, plus the humidity. More to the point, it is also the fact that it's not legally permissible to smack those who are constantly jabbering about the heat and humidity that really makes us really uncomfortable.)

At any rate, I could see how these towelettes might come in handy. After all, I'm told they are "a quick, convenient way to renew, refresh and re-energize in any setting." Exercise or "playing outdoors" were mentioned as possible setting for this cooling off, but I have always equated these activities during summer months with madness — madness probably brought on by prolonged exposure to the sun in the first place.

Traveling was also cited as a prime time to cool off. And, from time to time, I do find myself having to drive around a bit with the sun still high in the sky. Just maybe I will stash the free samples I got in the old Jeep. Maybe test this product on one of these brutal afternoons before the A/C kicks in.

Of course, I will do so only when traveling alone. Seriously, regardless of how hot or humid it gets, I consider myself far too naturally cool to ever ask a passenger to reach into the glove box and hand me a "pre-moistened cooling towelette."

After all, Steve McQueen would never say such a thing no matter how badly he happened to be sweating. And it just doesn't get any cooler than Steve McQueen.