**Pop Chart**

**When Greasy Goes Glam**
This season's hottest accessory: Whopper eye makeup? That's what Burger King implies in new ads in the Netherlands, which tout the "tasty new look." The gimmick isn't as bad as Flame, the "eau de meat" scent BK launched in the U.S., but it does outgrow these other fast-food marketing stunts.

**KFC**
The Double Down sold a bun with fried chicken

**White Castle**
Branded candles made your home smell like sizzers

**Wendy's**
Sent 5,000 pig-tailed eggs to local managers and employees

**Jack in the Box**
Three words: bacon-flavored milkshake

**On Display**
**Drills, Baby, Drills**
It's easy to forget what powers the city that never sleeps, especially if you live there. So New York-based artist Josephine Meckseper installed a giant reminder: two 25-ft-tall oil-rig sculptures in midtown, meant as a commentary on energy consumption. The installation—part of her Manhattan Oil Project—will be up through May 6.

**Canned**
**So Long, Keith**
Well, that was fast. Just 10 months after hiring Keith Obermann, Current TV abruptly fired him. The Countdown anchor reportedly had difficulties on set—a pitfall Al Gore's media network might have anticipated, since MSNBC ousted him for similar reasons in 2011.

**Makeover**
**New Look for Ol' Quaker**
That smiling man on your box of oatmeal is pulling a Benjamin Button. Though he looks pretty good for 135, the mascot—whose actual name is Larry—will start appearing younger and thinner, as part of Quaker Oats' campaign to refresh its packaging.