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Series: Smith, Curt, Files
Subseries: Chron File, 1989-1992

OA/ID Number: 13890
Folder ID Number: 13890-031

Folder Title:
Current Culture Material, 10/6/92

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6 OCTOBER 1992

MEMORANDUM FOR SPEECHWRITERS
RESEARCHERS

FROM:

J. BUNTON

MAKE TO FOLLOW...

SUBJECT:

CURRENT CULTURE

MOVIES:

Other People's Money
Batman Returns
Lethal Weapon 3
Alien 3
Encino Man
Far and Away
Patriot Games
Wayne's World

ADS / PRODUCTS / SLOGANS:

Levi's Baggy Jeans -- "Livin' large"
501s -- 501 Blues. // Fit for whatever.
Super soaker
Kodak -- "a Kodak moment", "Your True Colors"
Pepsi -- "Gotta have it"
McDonald's McLean Deluxe - low-fat hamburger
Puma high-performance athletic shoes without laces -- the Puma
Disc System, "The athletic shoelace is about to be extinct"
Miller Lite Party Aliens
Little Caesar -- Cheese pizza -- Big brother takes pizza slice to
baby sister in her wheeled high chair three rooms away. The
cheese is so thick, though, that it doesn't pull away from
the pie. So, baby and chair are pulled, as though by a
rubber band, through the house and out the front door.
The Gap - Sky fits Earth so ride it, child fits mother so hold
your baby tight, if the look and feel of these blue jeans,
like an old lover you once knew coming back for more.
BASF - We don't make music, we make it clearer...we don't make
things --- we make things better.
GE -- "we bring good things to life."
Forbes -- "Why do we feel so bad when we have it so good?"
Nupe it with Nuprin.
My bologna has a first name....
Chevrolet -- "The Heartbeat of America"
NIKE -- Just Do It
Easyrider Jeans by Lee - "Need a little more room in your
jeans?"
Saxaphon[y]
Taster's Choice
"Why Ask why -- drink Bud Dry."
24-Hour Wal-Marts

Barbie with a voice
The Dreamteam
1-800 numbers
The Comeback Kid
Slim-Fast
Rollerblades

POPULAR TV:

MTV
Larry King - CNN
The Wonder Years
Beverly Hills 90210
Murphy Brown
Home Improvements -- Tim "the Toolman" Taylor
Seinfeld
Roseanne

BUZZWORDS:

Gotcha Journalism
Tabloid TV

CELEBRITIES:

Warren Beatty and Annette Benning
Kevin Costner -- Dances with Wolves
Norman Schwarzkopf
Macaulay Culkin
Garth Brooks -- "Rope the Wind" album

Jimmy Carter at Reagan Library dedication to the four Republican Presidents, "At least you've met a Democratic President...I've never had that honor."

T.N.T.

Next Trend

an inside job

#327: Well, marketing's loss is your gain. Vanderwerker is leaving the marketing books. He isn't the first—likely to be the last—adman on what the big boys read assuming that people who create ads for a living are able to enter the world of letters. I want to know the next book by a former or current adman, with brief plot synopsis, please.

Babes in toyland

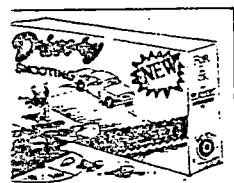
For the results of Contest #322, see you for the next ultra-realistic you played around with: PMS Barbie, Breast Implant Barbie, Cellulite Malibu Barbie, Transsexual Barbie, Bikini-line Barbie, Mid-Life Barbie, Crisis Ken, the Doll-Mer, Barf-a-Bye Babies, the 1-Grew-Up-Myself Tumor, My Pungen: Pony, the My First Period.

the Iraqi Army Inaction Figures, Jailbirds Action Figures and numerous and/or demented to the winners are:

Prize: Mr. Plumber. Randy, creative director/owner, Design, Golden, Colo.

nd Prize: Drive-by Shooting Action Figure. Peter Herschberger, assistant advertising manager, and M. Ayers, senior designer, Akron Beacon-Journal.

Prize: Anorexic Barbie. Carol writer/producer, Iowa Methodist Center, Des Moines, Iowa. robe winners: Steroid Man: Come



Drive-by Shooting Action Set

eedles. Watch his muscles grow before your eyes. Joe Greenwald, manager, TRW, Orange, Calif.

psy Man: Introducing the extent of forensic science to the set. Linda Umstead, associate director, Speer, Young & Holl, Los Angeles.

Babies: Pick the scab doll and is left with realistic-looking issue. Lisa J. Bennett, senior writer, Ruppman Marketing

ologies, Peoria, Ill.

—William Spain

For Contest #327 must be received by 5 p.m. Send entries to T.N.T. Contest, Advertising Age, 740 Rush St., Chicago, or fax them to: 312-649-5331. Include, legibly, your name, title, address and daytime telephone. On the sheet with your entries. Top winners receive T.N.T. shirts (adults). Entries become property of Ad Age and not be returned.

Bill vs. Bush: How experts would position each for victory in fall

If marketing pros had way, here's a sneak peek at presidential media plans and commercials

By Steven W. Colford



To marketing guru Jack Trout, the selling of George Bush this fall should be as basic as Positioning 101.

"In school we learned to start with what's in the public's mind," says Mr. Trout, president of consultancy Trout & Ries. "And what people will

concede George Bush is that he's a world leader. "Desert Storm and his ability to mobilize the United Nations made him a world player, so that would be the way to position him against Bill Clinton," he says.

Greenwich, Conn.-based Mr. Trout is one of several political and commercial marketing consultants asked by *Advertising Age* to orchestrate a strategy for the expected Republican and Democratic presidential nominees, President Bush and Arkansas Gov. Bill Clinton.

They were quizzed before the Los Angeles riots, which have resulted in attacks and defenses from

both camps that may show up in campaign advertising.

While the experts saw different paths to the White House, they generally shared views on two points.

Gov. Clinton remains vulnerable to lingering, perhaps even indelible, doubts about his character and integrity, and the president exposes a potential Achilles' heel on domestic issues, particularly the economy.

"Without a doubt, the economy is the No. 1 driving issue that Bush gets beaten up on," Mr. Trout says.

"What I'd want to do is use those damaging perceptions and connect them to his world leadership role. The point would be the U.S. is now part of a global economy, with Eastern Europe, Pacific Rim, and if we do well internationally, we will do well at home.

"He's got to raise the economic issue into a global issue... where you'd need a global leader."

Taking a different tack is Craig Shirley, a political consultant and president of his namesake consultancy in Alexandria, Va. Mr. Shirley co-authored the controversial "Willie Horton" commercial for President Bush's 1988 campaign.

"I think Hillary Clinton is a tremendous liability to her husband because of her off-the-cuff remarks and her charges in *Vanity Fair* [about a rumored Bush affair]," Mr. Shirley says.

"Bill Clinton would be better off with Leona Helmsley at his side, so I'd showcase Barbara" Bush by editing her speeches "into TV spots."

Mr. Shirley also says he would play up the president's character and honesty.

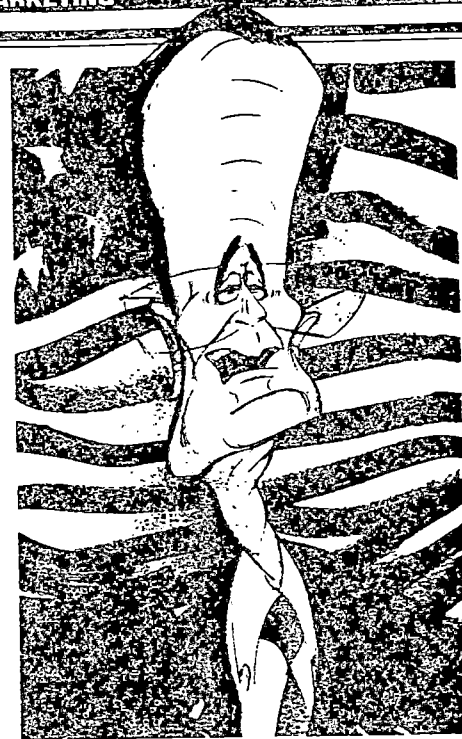
"They are counterpoints to the questions that people have about Clinton, and this would help keep him from getting out from behind that eight ball."

With tongue only slightly in cheek, Mr. Shirley suggests a Bush campaign slogan: "I'm not Bill Clinton."

Jay Smith, president of Smith & Haroff, an Alexandria, Va.-based Republican consultancy, more seriously proposes a similar message: "President Bush: We can trust him."

He suggests borrowing from the 1984 theme, "Leadership that's working," to underscore the "successful foreign policy" of President Bush.

The dismantling of the Soviet Union "was a historic event almost beyond comprehension," Mr. Smith says. "Does George Bush deserve any credit for



George Bush would do well, says Craig Shirley, by choosing as his theme: "I'm not Bill Clinton."

this? You bet."

So where does all that leave candidate Clinton? "He's got to be positioned as the candidate for change... and the alternative to George Bush, the candidate of the status quo," says Vic Kamber, who's president of Washington-based Kamber Group.

Mr. Kamber, a veteran of Democratic campaigns, says positioning Gov. Clinton as an exponent of change appeals to voters now "up for grabs"—the middle-tier moderates who turned solidly to Ronald Reagan in the 1980s, but may be disillusioned by his successor.

"Bill Clinton has to be shown as young and energetic and intelligent and compassionate, with a facility for creating new coalitions," he says.

To play down the character questions—and to paint President Bush as an elitist—Gov. Clinton might try the slogan, "Just like you," Mr. Kamber suggests. It might work because "it's snappy and quick and there are a lot more people in the middle-class than there are that are rich, and that isolates George Bush."

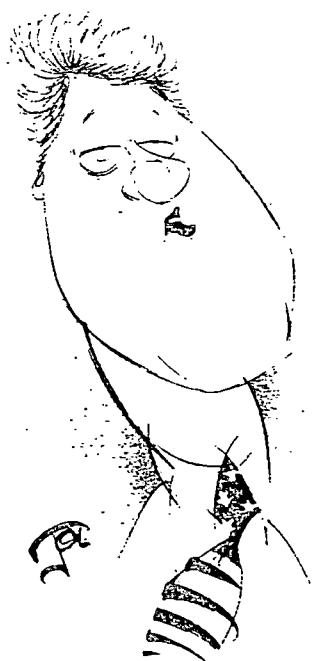
"But given Gov. Clinton's problems, I admit that slogan could be risky. I'd fear a Jay Leno or other talk shows going after it."

To attack Mr. Bush, "I'd go with satirical ads that would picture him as the agent of the status quo... and show the irony of him trying to suggest change," Mr. Kamber says.

"I'd also try an ad that would show the George Bush Team of 100—it would look like a *Time* ad—showing the macho, all-white, all-male leaders that surround the president, that have enjoyed tax breaks, obscene profits and who gained at the trough of George Bush."

The piece de resistance would be TV spots that target the Bush clan and their financial dealings. "I'd contrast Bush's statements to the business

(Continued on Page S-2)



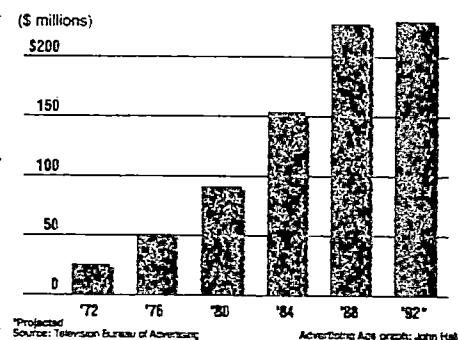
"Bill Clinton has to be shown as young and energetic and compassionate," says Vic Kamber.

Section edited by Joseph M. Winski, illustrations by Joe Fournier.

Top-notch ads part of the price of the presidency

Four classic commercials show deep pockets alone won't open White House—creativity is key

Political ad spending on TV:



Congressional Clout.

We have known for some time that Congressional Quarterly's Weekly Report is read by 100% of all senators and 99% of all representatives on Capitol Hill.

Now, an independent Erdos & Morgan MPG survey of U.S. federal legislative publications* whose sample includes U.S. senators, representatives, and a random selection of their staffs and committee staffs, confirms that CQ Weekly Report carries more clout on the Hill than any other congressional publication.

Of the 1,099 respondents...

- 80% said they found CQ Weekly Report most helpful in their work.
- 89% said they found CQ Weekly Report most helpful in tracking current legislation and activity.
- 75% said CQ Weekly Report had the highest credibility.

Because those are better results than any of our competitors could post, now might be a good time to call Bob Wallace, CQ Weekly Report's advertising director, at 1-800-432-2250 ext. 440. He'll explain how, by associating with the congressional heavyweight, your advertisement can make an impact on Congress.

*Source: October 1990 Erdos & Morgan MPG survey

**CONGRESSIONAL
QUARTERLY**
Weekly Report

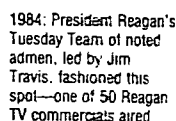
1414 22nd Street, N.W. • Washington, D.C. 20037 • 202-822-1440



1952: In one of the first TV spots for a presidential candidate, Rosser Reeves of Ted Bates & Co. positioned Dwight Eisenhower as best suited to end the Korean War. The U.S. was "booby-trapped" in Korea by President Truman's "fumbling" leadership. Subsequent ads claimed



1964: Probably the most controversial political ad ever, this famous spot, created by Tony Schwartz and Doyle Dane Bernbach, insinuated what Barry Goldwater's election might mean. The commercial never mentioned Goldwater and ran only once.



1984: President Reagan's Tuesday Team of noted admen, led by Jim Travis, fashioned this spot—one of 50 Reagan TV commercials aired during the campaign—to illustrate the administration philosophy toward the U.S.S.R.: We don't know if the bear is dangerous or not, so let's be ready—just in case. The tagline was "Prepared for Peace." Among the Tuesday team members were Phil Dusenberry of BBDO and Hal Riney, who narrated the "Bear" spot.



1988: Critics howled it wasn't fair, but this spot linking Democrat Michael Dukakis to a tenuous program that freed Willie Horton to commit more crimes helped elect George Bush. The Bush campaign blitzed Dukakis with negative spots starting right after the Democratic convention.

Bill vs. Bush

(Continued from Page S-1) practices of his family—his brother Neil with the S&Ls and all the others," Mr. Kamber says.

"It would be a tough spot, but it would raise the character question on the other side."

Thinking similarly is Tobe Berkovitz, a Boston University professor and media buyer at Ken Swopes & Associates, Boston, which did Michael Dukakis' advertising in 1988 and Iowa Democratic Sen. Tom Harkin's for this year's primaries.

"I'd turn out a flight of spots of George Bush in his own words—let George Bush be the guy who will beat George Bush," he says.

"We'd use footage of him marveling at something like a supermarket scanner—imagine, he had no idea in his life what that was—and then I'd come back with a spot in which George Bush admits that the tax hike was his mistake."

"What all that would do would show that George Bush has absolutely no political grounding and no beliefs... that he's whiny and flip-flops on issues... The more people would see him and hear him in his own words, the better it would

end up being for Bill Clinton."

As for the challenger's media strategy, "I'd tell him to come on early and set the agenda—don't let George Bush do to him what he did to Dukakis in 1988," Mr. Berkovitz says.

"I'd start right after the Republican convention... but would also save a lot of money for a late surge."

The Republican media

strategy, GOP consultant Mr. Smith says, should "utilize the earned-free-media to the maximum... which an incumbent president can always do."

"He should look for opportunities to show his leadership, such as Nixon did by going to China during the 1972 New Hampshire primary. And he should really be ready to shine in the debates."

Perot advice: Spend early, often

Ross Perot might be an enigma when it comes to his politics, but most everyone agrees what the Texas billionaire should do when it comes to advertising: spend early and spend often.

Mr. Perot "suffers from a general lack of awareness," says Jack Trout, president of Trout & Ries. "So he's got to get out there and introduce himself... position himself as a doer, as a guy who, when he sees a snake, will kill it."

He "should be [positioned as] Mr. Change," says Vic Kamber, president, Kamber Group. "That certainly would change the way Bill Clinton would be positioned... You can't dismiss anyone who has \$100 million to spend on his own campaign."

"Perot should get out there quickly, maybe use network prime time for some 30-minute shows," says Democratic consultant Bob Squier, president of Squier/Eskew/Knapp/Ochs, Washington.

"Then he could follow those up with 60-second ads... he should get out there before the conventions," he says.

But Tobe Berkovitz, a Boston University communications professor and political media buyer, says Mr. Perot could be damaged by prolonged media exposure.

"I think he should... lay low until September," Prof. Berkovitz says. "Then he should just blast away with ads beginning right after Labor Day."

—Steven W. Colford

If wealth is the amount liabilities, Barron's is rich in liabilities. Barron's is rich in power for disproportionate advertising expenditure.

Barron's readers, for e household incomes—not to higher value—than readers BusinessWeek. In fact, a per three is a millionaire.

Source: Bureau of Census, U.S. Department of Commerce, Bureau of Economic Analysis, 1992. Data from the Survey of Consumer Finances, 1992.

AD REVIEW

Tight jeans provide bright ideas for Lee ads

By Bob Garfield



We admit it. We were wrong. Flat out. Unlike certain arrogant media institutions, Ad Review is never reluctant to own up to a mistake, and we made a doozy. In this very space two weeks ago, we opined that "once Magic Johnson and the Dream Team edge Angola's hoops juggernaut by 87 points, NBC has to worry seriously" about ratings. Which was clearly an outrageous distortion. Angola lost by only 68.

Oh, and the Olympic ratings haven't been bad, either. But journalism marches on, and it's time to put our failures behind us as we face the two biggest questions to emerge this far from the Games:

1) When the Chinese women's swim team hired former East German coaches, were former East German endocrinologists part of the deal?
2) If the new Lee jeans spots we've been seeing on the Olympics telecast are, as Lee Co. asserts, the centerpiece of its 1992 back-to-school campaign, why are they aimed at 25-to-44-year-olds? Is there some confusion here? (And, if not, is Mom gonna get us that "Basic Instinct" lunch box we've been asking for?)

No matter. If Lee's thought processes are elusive, the ads from Fallon McElligott, Minneapolis, are not. Ceding the so-cool-you-could-scream positioning to Levi's, Lee is declaring its Easy Riders and Relaxed Riders as the functional jeans for the ordinary adult—i.e., no 24-inch waist and a predilection for wearing funky hats. This is not for people who are hip. This is for people who have hips.

One of the new spots shows the consequences of too-tight jeans, when a 30-something dad plops down on his TV chair to watch a western with the kids and his waist button pops off, ricocheting around the room like a stray .45 slug. Another shows a young woman dressing for a date with a guy who is waiting downstairs. By the time she wriggles in and out of several pairs of ill-fitting jeans, he has met, fallen in love with and married her roommate. A third dramatizes women's problems with narrow-hipped, wide-waisted guys' jeans by showing shoppers striding unhappily from a store's fitting room and complaining—in voices of women, but bodies of men.

The best of the lot, however, is the simplest. A guy is in the shower, singing an opera aria in an enthusiastic, if goofy, baritone. He gets out, still singing, and towels off. Pausing only to regard himself (hilariously) in the mirror, he skips down the hall and into his bedroom, where, after momentarily disappearing, he squeezes into his jeans, singing all the way. But when he zips his fly, he suddenly becomes a soprano.

"Need a little more room in your jeans?" the voice-over asks. "Try Easy Riders from Lee." Adds the end frame super: "The brand that fits."

Castration-by-trouser is not what you'd call sophisticated humor. But it gets to the copy point, and the acting performance and direction sell that point delightfully. That self-consciously silly grin into the mirror, and the cartoonish way he bounces simultaneously into his pants legs and the frame, are inspired. Copywriter Mike Lescarbeau, art director Mike Fazende and director Roger Woodburn have collaborated to create a great example of global advertising, one with the same meaning, the same comedic charge and the same clear selling proposition everywhere in the world.

For broadcast in the U.S. only.

So, there you have it: a global back-to-school campaign aimed at U.S. adults. But, hey, life and advertising are filled with contradictions. While Lee is doing this, for instance, Levi Strauss is selling its brand of cutting-edge hipness with new 501 jeans spots that look 7 years old. Go figure.

It's like guessing the sex of Chinese swimmers. One can be sure of nothing anymore. □

Rating: ★ ★ ★



Ordinary hips, and extraordinarily tight jeans, turn a baritone into a soprano in Lee's paeon to normal-size jeans.

Magazine publishers not jumping for joy yet

Decent ad gains of first half may not last

By Scott Donaton

A relatively strong first-half finish hasn't calmed many magazine publishers' concerns about the advertising outlook for the rest of the year.

While most still predict ad pages will be flat or up slightly for the full year compared with 1991, they said the solid gains apparent in June may not carry over to fall and fourth-quarter issues.

Their fears are fueled by continued economic uncertainty and a reluctance on the part of advertisers and agencies to make advance or long-term commitments.

"I don't see pages bounding back at all," said Susan Guggenheim Lodge, publisher of men's magazine M, which saw ad pages rise 10.2% through June. "In general, the feeling is that four months ago people had high hopes and looked at budgets as potentially increasing, where now the budgets seemed to have been tightened in the last month or two. People have gotten shy about spending."

Agency media buyers confirmed publishers' concern.

"Clients are being extremely cautious about third- and fourth-quarter budgets," said Dawn Sibley, exec VP-director of media and communications services at Ally & Gargano, New York. "I think we're not out of this [recession] yet by any means."

Few publishers expect the bottom to drop out in the second half, but some are already saying a true recovery won't take hold until next year.

Magazine ad pages rose 1.6% in the first half compared with the same period last year, according to Publishers Information Bureau. But the first half of 1991 was the weakest period of the industry's current downturn as the Persian Gulf War and recession combined

to spark a 10.8% decline in pages.

Still, publishers were heartened by a 7% gain in pages for June 1992 and increases from top categories including automotive, computers and drugs. An ad page increase this year would be the first since 1989.

The automotive category, magazines' largest, is expected to maintain its strong spending levels in the fourth quarter. Beyond that, publishers say it's become more difficult to make pre-

"Now the budgets seemed to have been tightened in the last month or two. People have gotten shy about spending."

dictions as advertisers continue to make buys on a month-by-month basis.

"It has become harder and harder to say what is going to happen. None of us are capable of reading the entrails," said Willy Morgan, VP-director of advertising for the North American edition of *The Economist*, which posted a 27% ad page increase in the first half. "Advertisers are doing a lot of short-term booking. It's a new trend in media buying that will carry on through the recession lifting."

"We'd fall into the camp of those who have considerable concern about the second half overall," said Karl Spangenberg, senior VP-advertising sales at *Business Week*, where pages rose 11.1% through June. "There's still so much economic uncertainty out there that could put a crimp in advertising spending."

"I don't think anything really has gone bouncing back at all, except for automotive," said Ken Brownridge, senior VP-general manager at Straight Arrow Publishers. "From my point of view, the recession is still on. There was some second-quarter encouragement, but it proved to be a short-term thing."

"We've been seeing that the slide has stopped," said Richard Kinsler, publisher of *New York Magazine*, down 1.3% in pages through June. "We don't see any great recovery for the fourth quarter, which is what we're concerned about right now."

He predicted ad pages will be flat for the industry in the second half.

"Do publishers have the right to be concerned? They all have the right to be looking at this year very guardedly," said Steve Greenberger, director of print media at Grey Advertising. "It's going to be a slow turnaround. We shouldn't be looking for any great things to happen between now and the end of the year."

Still, several publishers are fairly bullish about fall and fourth-quarter prospects, and there are some signs of encouragement.

Details said its September issue will be its largest ever with more than 100 ad pages. *McCall's* September issue will be its largest since 1977 with 118 ad pages, up 23% over last year. *Bon Appetit* and *Home Mechanix* also announced strong September gains last week.

"We're doing great," said Al Waxenberg, publisher of *Good Housekeeping*, which will carry 177 ad pages in its October issue, a 31% increase over the same issue last year. "Every month in the business is like a whole new world, but I feel very optimistic about the fall." □

Alfa's Euro ads go to WPP

By Michelle McCarter

ROME—Fiat Auto consolidated the \$90 million pan-European Alfa Romeo account at WPP Group's Conquest Europe, the agency network set up to handle Alfa Romeo. "We are very happy to reconfirm the agency that was founded almost five years ago for Alfa Romeo," said Vittorio Rava, Fiat Auto advertising director.

Conquest Europe will handle all Alfa Romeo car lines in 14 European countries, beating out Alfa's other incumbent, Italia/BBDO, Milan, which handled Alfa Romeo in Spain as well as the Spider and Alfa Romeo 33 models in Italy. Milano & Grey, Milan, also pitched.

Before the consolidation, Conquest had about half of Alfa Romeo's European business.

Over the past year, Conquest has been gradually winning Alfa Romeo accounts in other markets. First the shop took over the U.K. account from GSK London, then several months ago the Swedish

business from HLR & Co/BBDO Reklambyrå, Stockholm, and most recently the Danish account from Team/BBDO, Copenhagen, where Conquest has opened an office.

"For us, this is not just a reconfirmation but a major accomplishment," said Conquest Europe CEO-Creative Director Jean

Manuel Guyard.

The agency will move its main office from Milan to Turin to be closer to Fiat headquarters, he said. The Milan office, however, will stay open to handle other clients.

Fiat's Mr. Rava underlined the importance of Conquest Europe's reorganization, bringing in Dominique Simonin as managing partner this spring. Mr. Simonin had been European director at J. Walter Thompson Co. until early 1991.

"Conquest Europe has solved the problems they were having," Mr. Rava said. "We are very pleased with the new organization setup in Turin and the arrival of Mr. Simonin."

The Alfa Romeo campaign set to break in January "will be more brand oriented rather than product oriented," following Fiat's shift to emphasize its brands, he said.

"The [Alfa Romeo] brand has a terrific image and tradition," Conquest's Mr. Guyard said. "The idea is like a cycle in which the brand contributes to each product, while each product in turn contributes to the brand image."

The new campaign will have a central concept with "fine-tuning" according to each country," Mr. Guyard said. "The advertising for Alfa will be coordinated in many ways. The creative work has not been only a local effort."

Fiat Auto will continue to place media buying together for its Alfa Romeo and Lancia brands a country by country basis. □



HABITS

Domino's Theory

How best to measure American eating and tipping habits? Domino's Pizza surveyed its delivery people nationwide. Some findings:

- Women tip better than men.
- Women with rollers in their hair tip better than those without.
- The longer the driveway, the lower the tip.
- Among TV stations, ABC affiliates are the most generous with tips. NBC stations are the cheapest.
- Highest-tipping state: New York. Lowest: California.
- Highest-tipping city: Washington. Lowest: Boston.
- Least health-conscious state: California (favorite topping is all meat). Healthiest state: Washington (vegetable toppings prevail).
- Most people answer the door shoeless.
- During TV newscasts, most pizza is ordered during the weather report.
- TV shows most often being watched during pizza delivery: "Saturday Night Live," "The Simpsons," "60 Minutes." ■

TRENDS

Tallyho Homeboy

Fashion is a perennial exchange between uptown mode and street style. This winter, the upper crust has bequeathed a cute little item to the downtown set: the classic English riding hat. Clothes-horses are eschewing their rain-permeable baseball caps and wedging their heads into the padded, velvet-covered shells that traditionally protected the noggins of Town & Country folk. The hats make riding the A train as tony as riding to hounds. ■

Foxy toppers: The riding hats

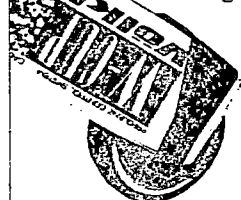


PERTICKS

January Is the Cruellest Month

Now that the holidays are (finally) over, the long winter months loom ahead. While everyone dreams about warm fires and hot chocolate, the reality of coping with cold weather is less romantic. Some practical gear:

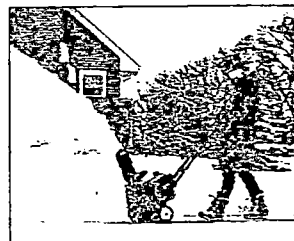
Ski Valet: Wheel your skis instead of toting them. Ends Three Stooges act in the parking lot.



Windshield protector: Ugly, but saves ice-scraping and defroster time. Folds into pouch you can tuck under seat.



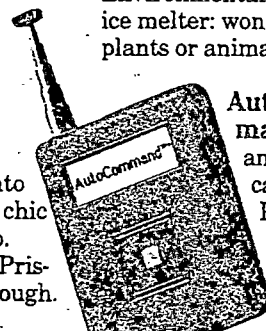
Ice cleats: Strap onto dress shoes. Gridiron chic for the exec on the go. Don't tread on Aunt Priscilla's wood floors, though.



Mini snow blower: Easier to handle than Dad's old model. A brisk seller among women and older people and in urban areas.



Safe-T Thaw: Environmentally correct ice melter: won't hurt plants or animals.



Auto Command: Start and warm up car from bed. Pricey, but less than a chauffeur.

VITAL STATISTICS

Talk About Overcompensation...

Top executives at major Japanese companies earn annual salaries of about \$300,000 to \$350,000. Here's what some of the U.S. execs traveling to Japan with George Bush make:

NAME	COMPANY	COMPENSATION
C. J. Silas	Phillips Petroleum	\$4,429,000
Lee Iacocca	Chrysler	\$4,268,000
James Robinson	American Express	\$3,541,000
B. F. Dolan	Textron	\$3,192,000
Robert Stempel	General Motors	\$2,189,000

SOURCE: FORBES MAGAZINE STUDY; FIGURES ARE FOR 1990

FROM THE TOP: NC, COURTESY TORO; CHENET—NEWSWEEK; COURTESY TELETEK, COURTESY BROOKSTONE; COURTESY SEVENTH GENERATION, CHENET—NEWSWEEK; COURTESY VERMONT COUNTRY STORE; COURTESY HAMMACHER SCHLEMMER, CARRIS—NEWSWEEK; MILLER'S SADDLERY; HAL MAY/FORTH



'Party Favors': Barq's

CAPITALISM

Soviet Souvenir

For those who missed getting a chunk of the Berlin wall, there's still a chance to pick up a piece of cold-war history. In a shameless promotion, the Barq's root-beer company will soon begin peddling "Communist Party Favors." Barq's apparatchiks are busy snapping up Soviet memorabilia such as war medals, model tanks and matchbooks. Starting on May Day, with proof of purchase, Barq's will send an artifact—most of which will carry genuine, if obsolete, Soviet insignia.

LUCY HOWARD with bureau reports

BEZZWORDS

This is the time of year everybody goes to the movies. What they don't always know is what those ushers are saying behind their backs:

Tongue-knot: A couple necking throughout the film.

Spooge patrol: When ushers have to scrape slime from under seats.

Orphan: An empty seat in a crowded theater.

Rip-and-grin: The usher who takes tickets.

Pepsi skating: When people slip on the soda-soaked floor.

Barns: Nickname for big, old-style movie theaters.

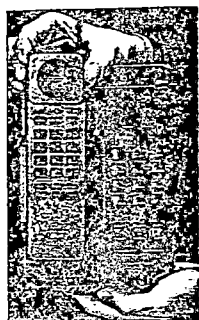
Picnickers: People who bring their own food.



GADGETS

Talking Digital

Last week's Consumer Electronics Show in Las Vegas was a less than spectacular success. Instead of new blockbuster items, manufacturers



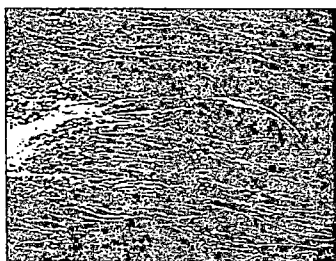
The Tropez

mostly offered incrementally improved versions of such gizmos as digital music equipment. One sleeper item may be the Tropez 900DX digital cordless phone, made by VTech Communications in Beaverton, Ore. It has a range up to 10 times farther than a standard cordless, so you can take it all the way to the corner store. It also has a scrambler that keeps neighbors from listening in on you. ■

CALIFORNIA

Citizen Flipper

Finally! Malibu, the bastion of sun-deck liberalism, has granted citizenship to... cetaceans—otherwise known as whales, dolphins and porpoises. From now on, it seems, these seagoing mammals have rights. The city council hopes to stop the "abusive exploitation of dolphins and whales for research and military purposes"—or did they mean porpoises? The result will likely be a much needed marine mammal sanctuary along the coastline. The city has already declared itself a "Human-Dolphin Shared Environment" designed to "improve the relationship between humans and cetaceans." ■



But can they get SAG cards?



'I decided to give it to 'em': Wuornos in custody

JUSTICE

A Case of Sex and Death in Florida

Florida has had its share of serial killers. Now it may have another, but with a twist: the accused is a woman. This week, ex-prostitute Aileen Wuornos will stand trial in Volusia County for the first of five murder charges. Wuornos, 35, has reportedly confessed to robbing and killing five men after posing as a hitchhiker; she says it was in self-defense. In a videotaped confession after her arrest, Wuornos reportedly said she propositioned the men for sex and, if they paid up peacefully, she let them go.

But if she found them threatening, "I decided to whip out my gun and give it to 'em."

The confession detailed Wuornos's unusual life. Despite hoping to become a nun, she said she had sex with 250,000 men. Wuornos reportedly confessed to clear the name of Tyria Moore, whom she claimed was her lesbian lover. Moore, reportedly a one-time suspect, is now the state's star witness. Meantime, a Florida couple adopted Wuornos—denying they'll benefit from a movie about her. ■

CELEBS

Rambo's Revenge

Make fun of Rambo at your peril, the folks at the Telluride, Colo., ski resort learned last week. After sending Sylvester Stallone up the slopes, a ski-lift operator said to the next guy in line, "He's not as funny as Bill Murray." But the guy was a member of Sly's entourage and wasn't laughing. Sly's people asked that the lift operator be fired. (Stallone is said to be looking to buy property near Telluride.) The operator was suspended for four days. "In this business, you treat everyone right," said a Telluride spokesman. ■



Last laugh: Stallone

WELFARE

Wisconsin Is Talking...

About a local politician's crusade against out-of-staters who illegally receive Wisconsin welfare benefits. Rep. David Prosser thinks he's discovered a welfare-fraud strategy that's as simple as a monthly bus ride across the state line. He visited a Chicago bus station on Dec. 2—the day Milwaukee County issued welfare checks—and noticed the line of passengers was far larger than on other days. Prosser's staffers in Milwaukee then watched as passengers got off the bus and took a cab directly to Milwaukee's social-services office. Prosser's mission was not lost on Gov. Tommy Thompson, who will propose public-aid cuts this month.

NED ZEMAN with bureau reports

BUZZWORDS

Like everyone else, mass-transit workers can be a little cynical about subways and buses. Here's what they're saying as you read your paper:

Trolley jolly: Person obsessed with streetcars, particularly antiques and retired routes.

Transfer Annie: Subway bag lady.

Trick: A motorman or conductor's schedule for the day.

Off the iron: Derailment.

Blackrail: Wet, slippery tracks.

Standing freight: Passengers in a crowded train.

The gap: The space between a subway car and the platform.

Pulling the wheel: Collecting tokens from the turnstiles. Usage: "Two punks robbed me when I was pulling the wheel."



UPDATE

Paging Dr. Smith

Where's Dr. William Kennedy Smith? After he was acquitted of rape charges in West Palm Beach last December, Smith was expected to begin his residency at the University of New Mexico medical



Willie

school. But he has never showed up in Albuquerque. "Our last contact with Dr. Smith was in September," says a spokesman for the hospital. "We're still waiting to hear from him." Smith left Palm Beach a few days after the verdict, was spotted in New York around Christmas, but hasn't been seen since. "He's traveling," says a Kennedy family spokesman.

PERHAPS

Tunes to Live By

Hillary Clinton (top) regrets making that Tammy Wynette crack on "60 Minutes." But depending on how things unfold, she may need to dip deeper into Tammy's songbook:



'Almost Persuaded'

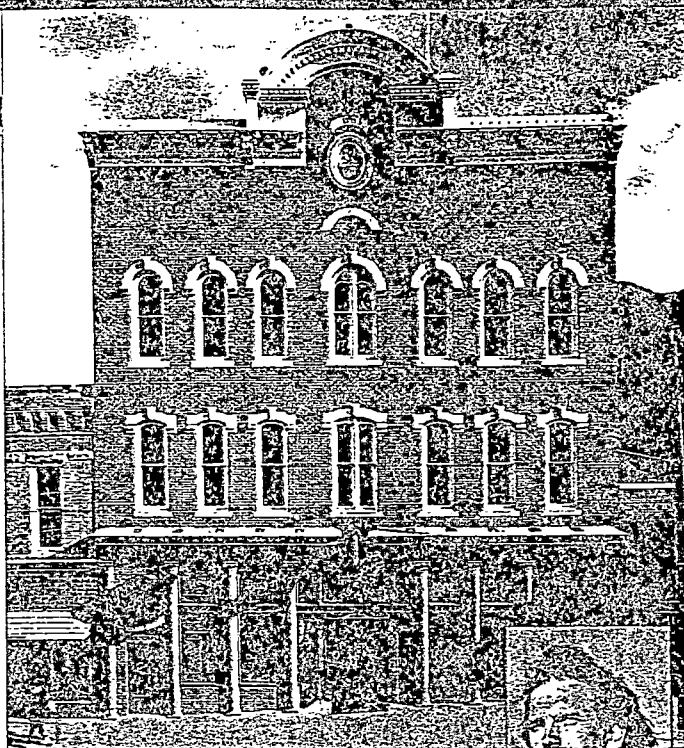
'Too Far Gone'

'I Don't
Wanna Play House'

'D-I-V-O-R-C-E'

'Run, Angel, Run'

'My Elusive Dreams'



Costner's first stand: The Midnight Star, Kevin

GAMBLING

Cashes in With Wolves

Maybe they should just make Kevin Costner governor and call it a day. Now that "Dances With Wolves" has launched South Dakota-mania, the megastar and his older brother Dan are planning to build a \$35 million luxury conference center, resort and casino on 85 acres in tiny Deadwood, S.D., where the brothers already own the thriving Midnight Star casino. The new location—near the site of the film's final scene—is on a mountain ridge just across a

gulch from the graves of Wild Bill Hickok and Calamity Jane. It would be linked to the Rapid City airport and local ski areas by a 53-mile railroad line (with steam engines) that would cost another \$13 million. The idea is to attract foreigners keen on the gunslinging "Old West" theme—and rich enough to pay for lavish hotel rooms, dinner theater and toboggan runs. Says Dan of his new familial project, "It'll stand up to anything in the world."



BUZZWORDS

Listen closely to those cable-TV guys fixing your box. Here's what they might say:

Disco tech: A technician who only handles disconnections.

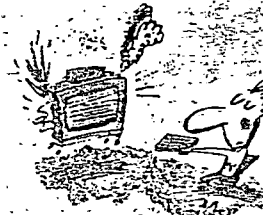
Burning a pole: When an installer accidentally slides down a telephone pole.

Fish job: Running cables inside walls. Usage: "That fish job is too tough for a rookie."

Drop: The actual cable, from pole to house.

Fiberoptichead: A customer who thinks he knows everything about cable. Usage: "That fiberoptichead wouldn't know a drop from a fish job."

Cable dog: In the West, lifelong cable installer who seeks no upward mobility. In the East, worker who deals with underground cable.



THE BUDGET

Generation War

OMB Director Richard Darman better duck. The "generational accounts" he tucked into the 1993 budget provide fresh ammo for the war between senior citizens and kids. Darman's tables show that males who turned 30 in 1990 will pay \$201,100 more in taxes (current dollars) than they'll get back in social security and Medicare benefits under the present law. Women of the same age will pay \$81,400 more than they'll get (they live longer and therefore receive more benefits). An average 70-year-old man, by contrast, who has already received about as much as he paid out, will pay \$65,100 less in taxes between now and his death than his benefits will cost.

RIGHTS

A Real Tongue-Lashing

For people who have foreign objects rammed through their tongues, Cooper Hazen is a martyr. The 22-year-old Santa Cruz, Calif., resident and inveterate body-piercer was fired last year from his hospital job because his tongue sports a half-inch post with tiny metal balls at either end ("Thith ith wha gah me thierd," he was quoted as saying). Recently, the Santa Cruz City Council tentatively approved an ordinance banning discrimination based on "personal appearance." A similar ordinance is being discussed in San Francisco, where Cooper Hazens are plentiful.

LUCY HOWARD and NED ZEMAN
with bureau reports

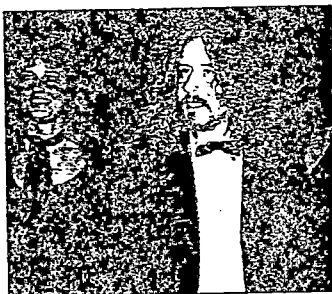
No accounting for taste



NOSTALGIA

Arlo Go Home

Folks in Great Barrington, Mass., were elated last year when singer Arlo Guthrie announced he wanted to buy the church that was the home of Alice Brock, who owned the celebrated "Alice's Restaurant." Guthrie, who moved in last December, said he wanted "Alice's Church" to be his office and the headquarters of the Guthrie Center, a charity organization. But last week locals were angered by a big party there—and the announcement that the church might become a meditation center for AIDS patients. "It wasn't supposed to be some guru running in and out with beads," complains neighbor Winona Harding. "We're tweed people." ■



Arlo-cal nuisance? Guthrie



Let the fun and games begin: Serving up the grolle (left), fondue

THE OLYMPICS

What's Hot in Albertville

The Olympic trend-o-meter is already registering at nightspots in and around Albertville, France, where many expense-account records are surely being set. The early leaders:

Hot dish: Fondue Savoyard, thanks to the region's wonderful cheeses. Dip bread, accompany with ham and white wine.

Hot restaurant: Unless you feel like driving two hours to Lyons, Million (pronounced



"MEE-yon") is the place to be. The Michelin two-star eatery excels at tiny escargot cannelloni and sweetbreads.

Hot drink: The grolle, a truly bizarre wine/coffee combination. They are brewed together, mixed with sugar, fruit and liqueur and drunk communally from a wooden bowl.

Hot pastime: Snowboarding, a sport that recently caught on overseas—even if it isn't yet an Olympic event. ■

MOVIES

The Talk of Paris

Parisians can't stop arguing about "The Lover," based on the quasi-autobiographical novel by Marguerite Duras.

Jean-Jacques Annaud's film depicts a torrid affair between the main character and a Chinese playboy when she was 15.

The film is making waves because of its near porno style and because Duras is a close friend of President Mitterrand.



Young Duras

NED ZEMAN and LUCY HOWARD
with bureau reports

BUZZWORDS

The world will see lots of skiing this week. Here's what ski-lift operators are saying behind your back:

Snow pigs: The ski patrol.

Rental rodents: Kids on skis.

Face plant: A sudden, face-first fall. Usage: "That face plant deserves a 10."

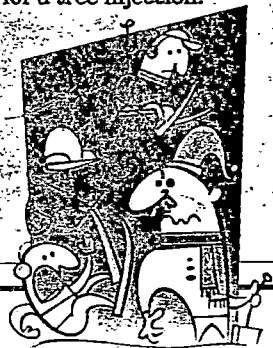
Poodles: Instructors who wear expensive ski clothes.

Gumby: A novice skier with no muscles. Also, a "wet noodle."

Mashed potatoes: Snow, in warm weather.

Squirrel chasers: Cross-country skiers.

Tree injection: Hitting a tree. Usage: "That hot dog is just asking for a tree injection."



PERIPICS

No, But I Listened to the Soundtrack

Lately it seems as if Hollywood doesn't care if a movie is good as long as it sounds good. Music sells, especially if you get big names to do it. Peri surveys the latest crop of soundtrack discs:



★★★★**Until the End of the World:** Lou Reed, U2, Patti Smith, Elvis Costello, Talking Heads and others create the apocalyptic sound of ... 1999.



★**Mambo Kings Play Songs of Love:** Light on the Spanish, heavy on the Linda Ronstadt. Try "Cuba Classics 2" for spicier sounds from Havana.



★★★**Pimps, Players & Private Eyes:** Music from the '70s blaxploitation films, for those days when you *must* wear a fur-lined fedora and hip-huggers.



★★**Rush:** Eric Clapton simulates the experience of drug-induced stupor and paranoia. It was inevitable: type-casting has finally come to soundtracks.



★★★**Juice:** Sample rhyme: "Sex from your bitch / Money from the crack / Murder is a hobby that I had since way back." Powerful music, if not always polite.

DALLAS

Out of Town

Dear Dallas: blame Oliver Stone. The assassination hysteria generated by "JFK" has now cost the city its bid to host the 1995 Special Olympic Games. Games officials—who



Shriver

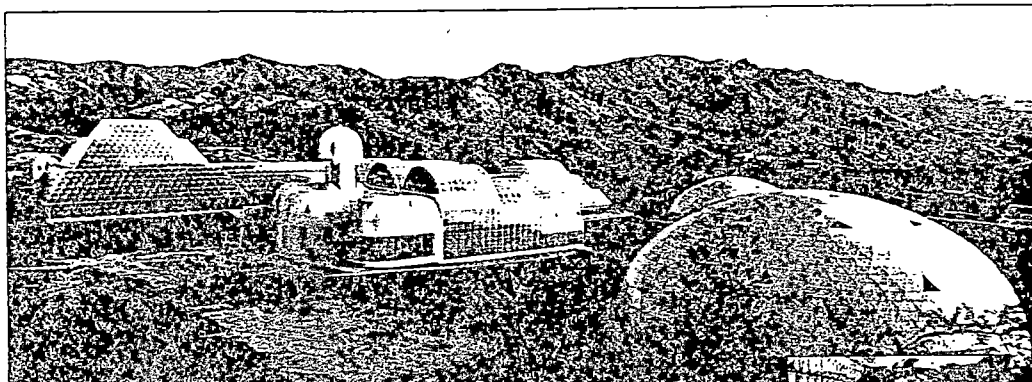
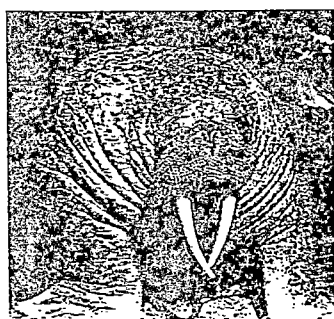
were poised to select Dallas before the movie premiered—fear the controversy will eclipse the event. But perhaps their biggest worry is that a visit would be too painful for JFK's sister Eunice Shriver, who founded the Games. The Games were expected to pump \$50 million into the Dallas economy—or about \$40 million more than "JFK" generated for the city. ■

WIDEWIRE

Ivory Cost

For the past two years, a wholesale ivory and fur shop in Anchorage, Alaska, has done a brisk black-market business in walrus tusks. The shop bought more than 700 pounds of tusks and 31 walrus heads from native Alaskans involved in an illegal drugs-for-ivory trade. What the poachers didn't know was that the shop was part of a sting called Operation Whiteout, run by federal agents using video gear. (The sting was prompted by a 1989 NEWSWEEK story.) Last week the feds sprang the trap. At least two dozen traders have been charged and up to 60 people are targets of a grand-jury investigation. "[It's] an example of how far our culture has been infiltrated by drug traffickers," says U.S. Attorney Wevley Shea. ■

Safe at last? Alaskan walrus



Trouble in the plastic paradise? Biosphere 2, a Biospherian

UPDATE

Biosphere or Biobust?

In case you've lost track, charges of weird science are snowballing about Biosphere 2, the world's largest terrarium. Most of the following claims come from a documentary filmmaker, hired by B2, who spent three months inside:

■ Once sealed, B2's ecosystem was to clean and recycle its own air. But a \$125,000 car-

bon dioxide recovery system was secretly installed.

■ A large supply of food—for people and animals—was hidden inside the bubble.

■ Two mechanical "lungs" sealed off from outside were supposed to control the environment; instead, outside air was quietly let in.

■ A Biospherian who left to see a doctor sneaked airlock in-

dicators that would allow her colleagues to sneak in and out of the bubble.

■ Most of the plants and animals have been dying off, thanks to a lack of sun. Most insects are dead and a boat daily scoops up all the dead fish.

B2 officials deny the claims and are suing the filmmaker. ■



A tsunami, Japanese style

WIDEWATCH

Tidal Wave

A new all-purpose word has hit our journalistic shores. It's *tsunami*, which is Japanese for a large wall of water. There it was in USA Today, which noted "the tsunami of headlines" about President Bush's Asian trip. Esquire refers to the "tsunami of trimmings" at Time magazine. In 10 days, the Los Angeles Times said some fauna looked like a "red tsunami" and described the "political tsunami" that greeted new San Francisco Mayor Frank Jordan. Sports Illustrated also used the dreaded T word recently. ■

AIDS

Texas Is Talking...

About reports of a mysterious HIV outbreak among high-school students in remote East Texas. Last December an AIDS counselor named Dona Spence (whose husband died of AIDS) told the school board in tiny Johntown that six of Rivercrest High's 197 students had tested positive for HIV—a rate six times higher than the national average. Officials haven't confirmed how the kids contracted the virus and their identities have not been revealed. Last week alarm grew when it was disclosed that there were a total of 13 cases in the region. But David Anthony, the Mt. Pleasant school superintendent, questions the figures—and their source. "There's been a lot of credibility given to a single unverified report," he said.

NED ZEMAN and LUCY HOWARD
with bureau reports

BUZZWORDS

If you're like, say, Mike Tyson, you'd better brush up on a few prison terms:

Fish: A new inmate. Also, "candy."

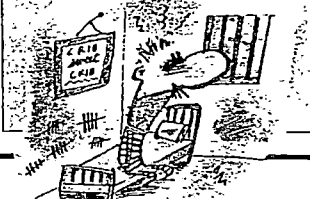
Chester: A child molester. Usage: "Everyone hates the Chesters."

Minute: A short incarceration, less than a year. "Oh, I was only at Chino for a minute."

All day: A life sentence.

Road dog: A good friend made in prison. Usage: "Mack's my top road dog."

House: Your assigned cell. Also, "crib" and "casa."





The 'Bush flu': In Tokyo

EPIDEMICS

Political Bug

President Bush finally beat the flu that caused him to vomit in front of the world. Unfortunately, Japan hasn't. A similar flu strain is rampant there, and now there's an appropriate name for it: *Busshu kaze*, or "Bush flu." Suffice it to say this particular virus generally provokes a certain unfortunate stomach reflux. According to *The Daily Yomiuri*, an English-language newspaper, the term is now one of the most popular new buzzwords in the country. It has even been used to describe a malady Japanese officials caught while negotiating trade issues with the United States. ■

PHILANTHROPY

Boca Raton Is Talking...

About the countess who perhaps wasn't. For years, Countess Henrietta de Hoernle, 79, was one of the biggest philanthropists in the Florida resort town. She and her husband, Count Adolph, donated millions to the city. Then the Boca Raton News reported that the de Hoernles bought their titles from a con man for \$20,000—a charge they deny. The countess, in turn, changed her will and put the \$22 million she had bequeathed to local charities into an undesignated trust. She later willed it back to charity. ■

Getting even: The countess



Hollywood is finally coming to its senses. It has stopped routinely forking out \$1 million-plus for every mediocre Bruce-Mel-Kevin vehicle that comes in over the transom. In 1990 "The Ticking Man," about a nuclear-bomb-armed robot terrorizing Moscow, sold for \$1 million with Willis in mind for starring role. Bruce passed—and now it's the town's priciest doorstep. An update on other bonus scripts:



Medicine Man: Tom Schulman got \$2.5 million for this tedious rain-forest romp. It's earned an unspectacular \$34.5 million.



Radio Flyer: Columbia sank about \$40 million into this bomb about child abuse, including \$1.1 million to writer David Mickey Evans.



The Last Boy Scout: Big-budget Willis romp has performed only so-so, considering Shane Black's script sold for \$1.75 million.



Basic Instinct: Joe Eszterhas's \$3 million script outraged gays and feminists. With a \$49 million budget, it'll be hard to break even.

ABORTION

Ungagged

George Bush may have averted a midcampaign fracas over abortion. After the Supreme Court last year upheld Reagan-era regulations barring doctors in federally funded family-planning clinics from counseling patients about abortion, the White House called for new rules based on the court's decision. As a sop to pro-choice activists and doctors, the new regulations, due later this month, will permit doctors in those clinics to refer women who want to end their pregnancies to facilities that perform abortions. But in a nod to pro-lifers, nurses won't be allowed to discuss abortion. Pro-lifers, who lobbied hard for a gag on both doctors and nurses, say they will accept the compromise regs. ■



Shopping his memoirs: Noriega

MEDIA

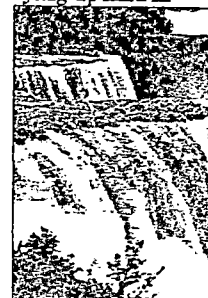
Noriega Tells All

Manuel Noriega's trial isn't over yet, but the former Panamanian strongman is confident about the future. He has taken on literary agent George Englund to shop his story. Publishing sources say Noriega wants "several million" dollars but so far has been offered less than \$500,000. Ironically, Englund was recently involved in a TV project about George Bush in World War II. ■

THEME PARKS

Falls Guys

Is Niagara Falls ready for a New Age theme park? The Maharishi Mahesh Yogi, founder of Transcendental Meditation, and Canadian magician Doug Henning have been secretly buying up land in Ontario, near the falls. This week the guru and the magician will announce plans for a 1,400-acre, \$1.5 billion park featuring magical rides, a Vedic (higher consciousness and all that) health center, a TM university and a residential development. The name: Maharishi Veda Land Canada.



Niagara Falls

NED ZEMAN and LUCY HOWARD
with bureau reports

BZZWORDS

As more and more Americans get laid off, headhunters get busier. Here's what they're saying after you walk out the door:

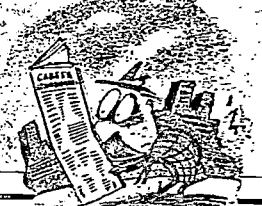
Don Quixote: A job hunter who wants a job for which he isn't qualified.

Peacenix: Laid-off defense workers.

Vacationer: Someone who lives off his severance pay.

Midnighter: A person who waits until the last minute before severance runs out before looking for a job.

Usage: "How does that midnighter expect me to find him a job tomorrow?"



PERIPICKS

No pain, no gain: that used to be the key rule for looking hip and cutting edge. But it's not true anymore. Now anyone can cultivate the downtown look in minutes—and without any blood or permanent skin damage. PERISCOPE surveys the country's latest crop of faux fashion accessories:



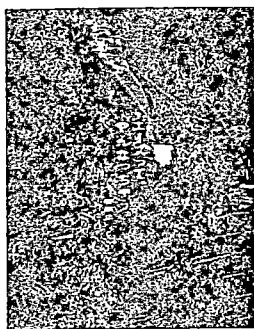
Detachable ponytails: Instant Steven Seagal! Big in Hollywood, where people are way too busy to grow their own hair.

Removable tattoos: Just stick 'em on, then scrape 'em off. The look for today's models, who don't really want grinning panthers on their arms forever.



Wigs: Old reliable is back with a vengeance. It's a simple way to transform yourself, Cher style. But the really nice ones will cost you.

Clip-on nose rings: Talk about eliminating that awful ouch-factor. Here's a helpful fashion tip: go for the double ring to really rattle Aunt Eunice.



AIDS spokesman: Poster

AIDS

Bad Blood

The AIDS-awareness movement has finally hit Japan, but the country sure has selected some bizarre spokespersons to trumpet the cause. Japanese subways are currently plastered with creepy posters of Dracula saying, "I am afraid of AIDS." No doubt all blood-sucking Japanese will be more careful now. Similar posters feature Frankenstein's monster, a mummy and a witch. "There is a fear of AIDS among the public," explains a spokesman for the Fuji television network, which supplied the posters. "We thought Dracula was the best character to show the people's feelings."

CONGRESS

Another Capitol Perk Panic

How rattled is Congress by the check-bouncing and other Capitol Hill scandals? So rattled that staffers made a run on the popular Senate stationery store last week, thinking that luxury gift items would soon be removed to placate a public tired of Beltway perks. Only lawmakers, their staffers and some journalists are allowed to use the store,



which provides a range of nifty items at just above cost. For instance, a Boyt garment bag that retails for \$490 can be had for \$257.25 at the Senate store. And a \$34 Cross gold pencil goes for a mere \$23.10. Need a \$40 Cram's Imperial World Globe? Yours for just \$17.85. So far, there's been no official word on the fate of the store.

BUZZWORDS

All sports have their own distinct lingos. If you've been to the park or seaside lately, maybe you've heard all those Rollerbladers talking. Here's a translation:

In-line skating: The real term for Rollerblading; what aficionados call the sport.

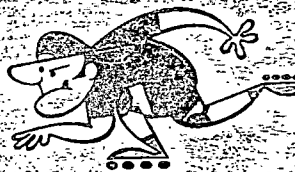
Blur: An exceptionally fast skater.

Road rash: The burns and scrapes a fallen skater gets from sliding on unprotected flesh.

Bunny: A hopeless neophyte.

Black ice: A smooth, recently paved street. Great for skating.

Ballistic: A really fast slalom run.



ROYALTY

Home Alone

Now that she's split with Prince Andrew, will Sarah Ferguson hide out in a "safe house" befitting her royal title? King Hussein of Jordan has told Fergie she's more than welcome to seek refuge at Castlewood, his palatial estate near Windsor. The Yorks stayed there in 1990 during the construction of their glitzy Sunninghill estate—nicknamed "Southyork," after the sprawling Ewing ranch in "Dallas." Queen Elizabeth reportedly wants the duchess to remain at Sunninghill so she can retain some measure of control over the feuding couple and their children. Fergie is said to be mulling over Hussein's offer.



Fergie

RUMORS

Strip Tease

So did she or didn't she? The May issue of Playboy features a nude pictorial of 1982 Miss America Elizabeth Ward. But in an accompanying interview the former Miss Arkansas is less revealing when asked about a rumored affair with Bill Clinton. "Have I slept with this person?"



Ward, 31, says to Playboy. "I don't believe that's anyone's business." After seeing the article three weeks ago, Ward released a statement through the Clinton campaign denying a romance. Clinton also denies any affair. His campaign chairman says his office won't discuss the matter further.

NED ZEMAN and LUCY HOWARD
with bureau reports



And out came all the freaks: The sideshow cast, en masse

TRENDS

An Uplifting Experience

It's not for everyone. But there's a unique "entertainment" phenomenon drifting around the Pacific Northwest these days: The *Jim Rose Circus Sideshow Freaks*. Throughout the region, thrill-seeking trendies pack in to see Mr. Lifo, who hoists blocks of cement from hooks and chains attached to his nipples. Then there's The Tube, who drinks and serves beer in, let's say, a uniquely personal way. How

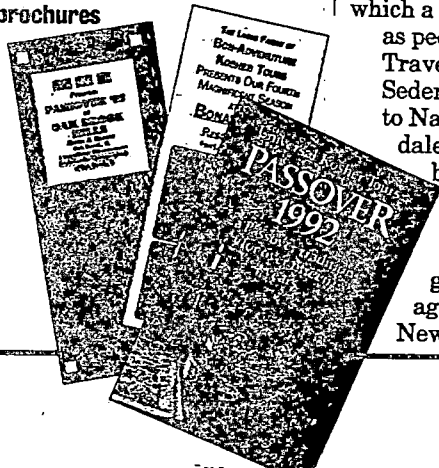
hot is the show? Even the "Northern Exposure" crew dropped in one night, though it's unclear how many were able to stomach the guy who eats live slugs. Meanwhile, freakmania is spreading unabated. New York's Coney Island will offer a show—replete with a man who hammers nails up his nose—all summer. ■

TRAVEL

Kosher Cruises for Passover

Passover has always been a time for remembrance and celebration. Today, however, more and more Jews happen to observe the holiday while, say, shaking their booties on a Caribbean cruise. Kosher Pass-

Matzo, mystery and more: Tour brochures



over tours—first started years ago—are suddenly a major industry for cruise lines and resorts across the country. On Singer Island, Fla., the Howard Johnson Oceanfront Plaza Resort is nearly sold out of a package that includes a "murder/mystery Passover Seder," in which a whodunit is acted out as people break matzo. Travel agents are offering Seder-and-gambling cruises to Nassau. And Ft. Lauderdale's Bonaventure Spa boasts kosher barbecues and a dance band called Schlock Rock. "They're great," says a travel agent. "They're from New York!" ■

JOBS

Hold My Calls

Homeless people looking for work have one big problem: prospective employers can't reach them, except perhaps at chaotic shelters. Now a non-profit Seattle group called The Worker Center has a solution: free voice-mail boxes for people without homes and offices. A person living on the street can now get a private number and leave a personal greeting so employers responding to his calls can leave messages. "People who usually take six to nine months to find work," says Worker Center spokeswoman Pat Barry, "are finding work in three to six weeks." Since last year 126 jobs have been landed through the program. ■



Look out below: Alaska park

WILDLIFE

Bombs Away

Environmentalists are keeping a wary eye on plans to expand U.S. military exercises in or near national parks and wilderness areas. After finding flares and other debris, officials at Alaska's Yukon-Charley National Preserve suspect that a 35,000-acre fire there last summer was caused by a military exercise. Meanwhile, there is concern that several planned exercises will harm wildlife and ruin the solitude in Idaho and Colorado parks. The military has stood behind such exercises, calling sonic booms "the sounds of freedom."

LUCY HOWARD and NED ZEMAN
with bureau reports

FINANCIAL

Pound Foolish?

The United States has been widely criticized for not providing enough aid to the former Soviet Union. Here is a breakdown of contributions to the Commonwealth of Independent States from September 1990 to December 1991.

Country	Donation in billions
Germany	\$34.88
Italy	\$5.85
United States	\$4.08
European Commission	\$3.88
Japan	\$2.72
Spain	\$1.36
France	\$1.22
United Kingdom	\$0.07
Others	\$14.01

SOURCE: NATIONAL PLANNING ASSOCIATION

BUZZWORDS

At the Oscars, they even have nicknames for the nominees, among other things:

Pen-and-pencil set: Laura Dern and mother, Diane Ladd.

Little sister: Jodie Foster, who's everyone's favorite.

Big mouth: Oliver Stone.

The oater: Jack Palance. (That's what old-time Westerns used to be called.)

The slice-and-dice factor: What could hurt "The Silence of the Lambs."

FASHION

Checkmate

From Charles Jourdan to The Gap, this spring everything's coming up gingham. Whether you want a checkered



Egads!

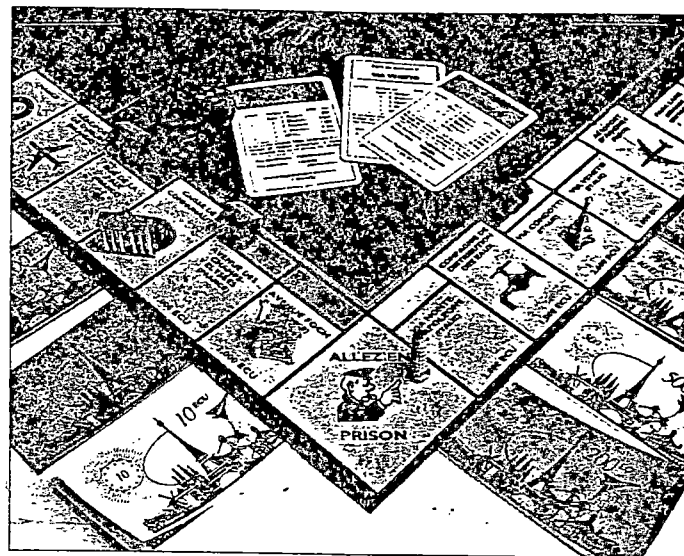
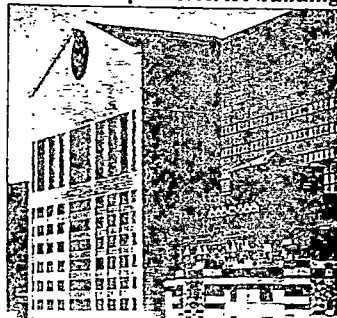
belt, a bra or 1940s-style platform shoes—or dress, suit or trench coat—you won't have to go far to find it. Gingham is as plentiful as last year's ubiquitous plaid. It's a fresh look—and not just for picnics. Caution: just one or two pieces at a time. Otherwise, you'll look like a tablecloth mismatched with a set of napkins.

ARCHITECTURE

Deconstruction

Philip Johnson and his partner John Burgee kicked off the '80s spurge in high-style corporate architecture when they designed the AT&T building in New York with its notorious Chippendale top. But this is the '90s: early this month, Johnson's old firm, now called John Burgee Architects (Johnson, at 85, is a consultant), filed for Chapter 11 protection. The reason wasn't business losses, though the office has been hurt by the recession. Why then? Raj Ahuja, a former partner who's said to have been forced out in 1988, filed a claim against the firm and won a \$16.7 million arbitration award (including interest). While the office is still open, Burgee said of declaring bankruptcy, "We felt we had no choice in these times."

The masterpiece: AT&T building



Do not pass Go, s'il vous plaît: A Monopoly game, EC style

EUROPE

I'll Buy a Hotel on the Rue de la Paix

First France gets a Disneyland. Now comes another reason why the nations of the world seem more and more alike: Monopoly, the Pan-European edition. This aggressively capitalist board game features

SCANDAL

Phone-Book Sex

Americans aren't the only ones who have problems with artistic nudity. Residents of the Dalecarlia region in central Sweden are miffed at their government-run phone service because the cover of a soon-to-be-published directory shows a nude woman sporting with a satyr. The Pan-like image is from artist Lars Andersson's painting "Faun and His Woman." Nevertheless, a church group claims it sees the Devil in the cloven-hoofed beast. Some 7,500 other Swedes have complained about Satanism or overt nudity. The phone service plans to mail out an adhesive white overlay to veil the cover. "People can draw their own pictures," said a spokesman.



Evil? The cover

properties from the Dublin Airport to the Champs-Élysées. Players start with 2,000 ECUs—the monetary unit for the European Community—and the top hat and shoe tokens have been replaced by little Parthenons and Towers of Pisa. Plus, all real-estate values are based on each EC country's contribution to the EC coffers. The \$42 game uses European languages, so don't be shocked if you're told to *Allez en prison*.

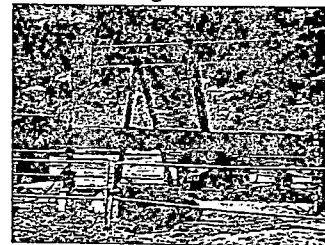
STATES

Kansas Revolt

We're not in Kansas anymore. The line has new resonance now that seven of the state's most rural counties have voted to secede and form a new state. Southwestern Kansans feel abandoned by a state legislature that, they say, reaps the benefits of their hunting resources and oil supply but ignores their schools and roads. A recent referendum showed that a remarkable 84 percent of the area's voters actually want to secede (the vote isn't legally binding, and Kansas has no constitutional provision for secession). Attorney General Bob Stephan wears a "51st STATE" T shirt. Still, he says, "You could petition the good Lord himself to secede, but it would be an exercise in futility."

NED ZEMAN and LUCY HOWARD
with bureau reports

It's our oil: Rig at work



BUZZWORDS

When the only thing between you and a deadly fall from the sky is a flimsy hang glider, you tend to invent some very creative language. Here's a sampling:

Trash: Turbulent air (n.), to be done in by same (v.). Usage: "I was trashed today."

Fat air: Preferable flying conditions.

Skying out: Flying so high the pilot could reach a ceiling of 18,000 feet, the highest permissible by the FAA in uncontrolled airspace. Also, "specking out" (so high you're a speck in the sky).

Wack or bonk: To drop the nose of the glider sharply when landing, causing a crash.

Wang: A "wingover" maneuver involving a sharp 90-degree turn. Looks very impressive.

Yahoo: Glider version of paratroopers' "Geronimo!"—pilots yell this as they step off a precipice.



JUSTICE

Minneapolis Is Talking . . .

About two men who confessed to the same murder. Last June, 29-year-old Julie Everson's body was found buried behind her apartment building.



Everson

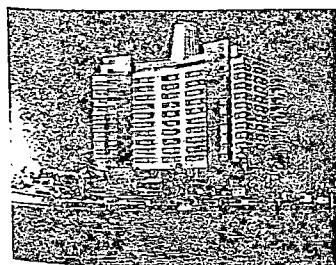
Suspicion soon fell on Everson's landlord, Russell Swart, who in December was tried and acquitted. But last week Keith Bullock, another Swart tenant also charged with the murder, pleaded guilty. Then, at Bullock's sentencing hearing, Swart admitted that he himself was the killer. Swart didn't want an innocent man jailed; Bullock said he'd confessed to avoid a stiffer sentence later. Bullock was released, and since Swart can't be tried twice for the same crime, it's likely no one will be punished.

REAL ESTATE

Florida Foothold

Want a piece of a famous Miami Beach hotel? Contact former Studio 54 co-owner Ian Schrager. He recently teamed with a group of investors—including Hollywood mogul David Geffen—on a \$12 million bid to buy the Eden Roc and remodel it into a trendy gathering spot. Then, last week, the bid was withdrawn. Real-estate sources say Geffen backed out after hearing the final cost might be twice as much. A Schrager spokesman says the two are still "shopping around the Beach."

Got a few million? The Eden Roc



Will the Sioux sue for Sue? A scientist at work on the T-rex

DINOSAURS

A Custody Battle Over Old Bones

In 1990, paleontologists rejoiced when they discovered a complete *Tyrannosaurus rex* skeleton in the high plains of South Dakota. The unearthing of "Sue" was followed this year by the nearby discovery of "Stan," another rare T-rex (PERISCOPE, May 4). Still, paleontology's hottest couple may not be able to live together. The ranch where Sue was found is inside the boundaries of the sprawling Cheyenne River Sioux Reservation—and the Sioux want Sue back from Hill City, S.D., where she is now being restored.

The 1906 Antiquities Act expressly forbids taking ancient artifacts from reservations. Tribal Chairman Gregg Bourland says the Sioux want to display a cast of Sue's skeleton at a local museum and donate the bones to a college. But an attorney for the fossil hunters says the act does not cover prehistoric fossils like Sue. And although Sue was on Indian trust land, he argues, it was trust land "deeded" to a private individual. The matter now rests with U.S. Attorney Kevin Schieffer. He won't comment, but a court battle is likely.

MOVIES

Coming Soon: Le Monde De Wayne

It's the ultimate challenge for translators: getting Europeans to understand the uniquely American dialogue of "Wayne's World." Right now, translators at United International Pictures are trying to do just that for French, Spanish and German audiences. Some samples:

"Schwing!" In French:
"Ch'poing!" In Spanish:
"Dooing!"

"Extreme close-up!" In German: "Pull in on the [teeth] fillings."

"I think I'm gonna hurl." In Spanish: "An urge to vomit is entering me." In French: "It's time to purge."



Excellent: Wayne, Garth

"He shoots, he scores!" In German: "Each shot a hit."
"And monkeys might fly out of my butt!" In Spanish: "Judgment Day is tomorrow."

VITAL STATISTICS

A Sick World

One in five—or more than 1 billion people—worldwide suffers from disease at a given time, according to a new report by the World Health Organization. And billions more are not actively sick but are infected with potential ailments, including: 2 billion with hepatitis B virus, 1.7 million with tuberculosis bacilli and 30 million to 40 million with the HIV virus. Of the 50 million deaths each year, 46.5 million are due to disease. Infectious and parasitic diseases are the main killers (17.5 million), followed by heart disease, stroke and other circulatory ailments (11 million) and cancer (5.1 million).

NED ZEMAN and LUCY HOWARD
with bureau reports

BUZZWORDS

When they gather at meteorology conventions, weathermen tend to talk like this:

Positive Vorticity Adjective: It's going to rain.

Conditional Instability: It may rain—or it may not rain.

BICO: Baby, it's cold outside.

TTTC: Too tough to call.

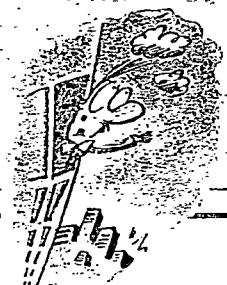
Scud: A low, fast-moving cloud.

Moist tongue: A ribbon of high humidity.

Fish storm: One that stays far out at sea.

Hot box: The area of land covered by a severe storm warning.

Neutercane: A tropical storm that has hurricane potential.



GRIPS

Animal Crackers

First psychiatrists complained about their portrayal in "The Silence of the Lambs" and "The Prince of Tides." Now veterinarians have joined the increasingly tiresome professional complaint parade because of the vet in "Beethoven," a lighthearted comedy about a wayward St. Bernard. In the popular movie, Dean Jones plays a maniacal veterinarian who kidnaps dogs for animal-research experiments. The American Veterinary Medical Association responded to this outrage by complaining to the producers and the Motion Picture Association of America. "First-time pet owners," claimed association president Gerald Johnson, "may be reluctant to bring their pet in for its annual checkups or leave them overnight at a clinic."



Just kidding: 'Beethoven' cast



Boogie brothers: Quaid at the piano (left), Atwater jamming in 1989



MOVIES

Rock-and-Roll Campaign Man

Jerry Lee Lewis and Lee Atwater may have another thing in common beside a love of rock and roll: Dennis Quaid. NEWSWEEK has learned that the "Great Balls of Fire" star is in negotiations to play Atwater in a feature movie coproduced by Michael Deaver, Ronald Reagan's longtime confidant. Deaver, now a Washington consultant, was close to Atwater, who died of brain cancer last year after serving as George Bush's flamboyant—and often controversial—campaign manager. Quaid's frenetic portrayal of Lewis convinced Deaver

and coproducer Mark Sennet that the actor would be perfect to play Atwater. Home Box Office is negotiating with the producers to purchase the film rights and air it sometime next year. The project has the enthusiastic support of Atwater's widow, Sally, and the entire Atwater family.

POINTS

North Dakota Is Talking...

About Sen. Quentin Burdick's increasingly frail health. The local press says the 83-year-old Democrat—chairman of two key Senate committees—may not finish his term, which expires in 1994. (The state's other senator, Kent Conrad, is stepping down this year.) North Dakotans, who have only three congressional votes, now may lose their one Beltway advantage: seniority. Burdick is a master of pork-barrel politics. The senator scoffs at talk of his decline: "I'm in hellish good shape."



Burdick

CELEBS

Talking Burgers

Why are stars so touchy about admitting they do commercials? In March, Perri rated TV ads featuring voice-overs by celebs like Michael Douglas. At the time, Richard Dreyfuss was said to be doing a McDonald's ad. But his publicist, Richard Grant, told NEWSWEEK his client was doing only "special features on great Americans," adding, "he's not pitching hamburgers"—unlike those other hucksters, presumably. In fact, Dreyfuss's voice can now be heard on a syrupy—and hardly unusual—McDonald's ad, for which he was paid handsomely. "[What I meant] was 'He's not actually talking about hamburgers,' which he's not," Grant says now. "Maybe that's a fine line, but I don't think so." OK, America, you decide.



Dreyfuss

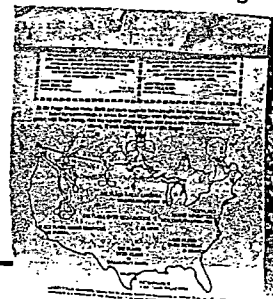
ADVERTISING

Better Bag It

Time Warner had a nice marketing gimmick for its Six Flags amusement parks. McDonald's bags now sport coupons for Six Flags, described as "America's most exciting National Parks." But the National Park Service isn't flattered. It plans to educate Time Warner and McDonald's about national parks—and to suggest a contribution to the National Park Foundation. Time Warner will now call them "man-made national parks."

LUCY HOWARD and NED ZEMAN
with bureau reports

Too clever? The offending bag



BOZZWORDS

The beach season has finally begun. While you're tanning and snorkeling, here's a sampler of what the seaside cops are saying into their walkie-talkies:

Wash-ashores: Day-trippers and other nonlocals.

Jaybirds: Naked sunbathers.

Pelican time: When cops confiscate beer cans.

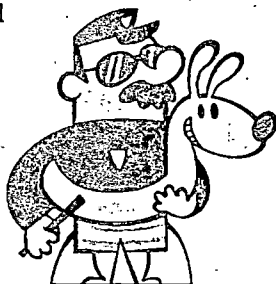
Ethel exposed: Jaybird whose rear end is showing.

Ridge runners: People who hike around the sand dunes.

Sand-monster patrol: Looking for couples having sex on the beach.

Dune goons: Squatters who live on the beach illegally.

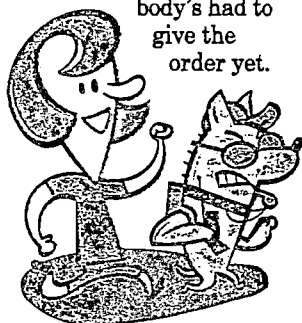
Weekend warriors: No traffic jam is too big to stop them.



DOGGERS

Rent a Rover

There's nothing new about taking Fido along for protection when you jog. But now, for a \$25 monthly donation, dogless runners can reserve a canine companion each time they hit the road. Project Safe Run operates a pack of 42 dogs in California, Oregon, Washington and western Canada. The rent-a-dogs come in various models: boxers, Dobermans and American Staffordshire terriers for the fleet of foot, or more sedate Rottweilers, German shepherds and Great Danes. Each comes equipped with a special pack to carry keys, money and a pooper-scooper. Some of the dogs may also sport cellular phones soon. Project founder Shelley Reacher says the dogs bite on command—but nobody's had to



RUSSIA

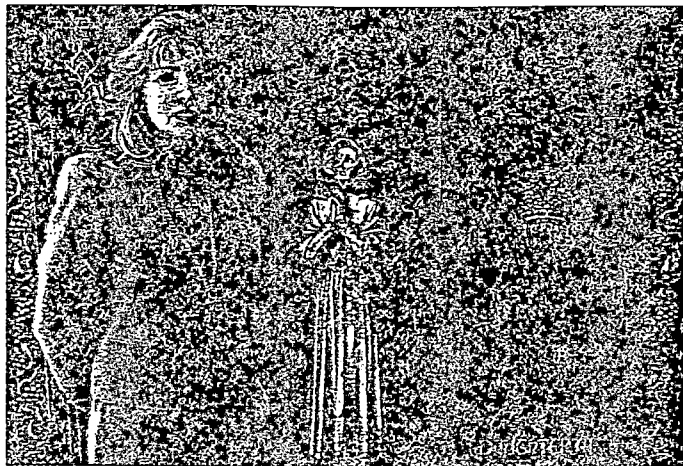
War and Peace

Decent leaders of the Soviet Union may have distrusted the United States. But that didn't stop them from appreciating Hollywood. A sampling of films most often borrowed from the state film agency, according to the Russian weekly Argumenty i Fakty:

Leonid Brezhnev: "Dirty Harry," "Rocky," "Jaws," "Taxi Driver," "Rosemary's Baby," "Emmanuelle," "Magnum Force," "The Godfather" and "The Deer Hunter."

Yuri Andropov: "The Godfather" and all James Bond movies (including "From Russia With Love").

Mikhail Gorbachev: "Sun Valley Serenade," with John Payne, and "Waterloo Bridge," starring Vivien Leigh.



With the pope's blessing: Cox at St. Patrick's Cathedral

EXCLUSIVE

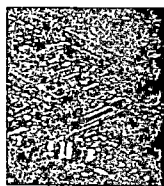
A Roman Catholic Museum

Roman Catholics are prominent in American politics and business, but the nation's largest Christian church is nearly invisible in the one area where European Catholicism has long excelled: the fine arts. Now a \$50 million fund-raising drive is on to create the first Catholic museum in the United States. The museum's likely home will be the ornate Duke

TRADE

Broken Promise?

White House trade negotiators may go to the mat with Tokyo over the failure of Japanese electronics manufacturers to buy American-made computer chips as promised. In a 1988 deal, the Electronics Industry Association of Japan (EIAJ)



Computer chips

pledged to increase their foreign imports to 20 percent by 1992. But the foreign market share—most of it from the United States—has been stuck at 14 percent for three years. "We are going to force a showdown over this failure to keep a promise," says a White House official. "We definitely will retaliate." In response, the EIAJ has passed an emergency measure to buy more foreign chips.

Semans residence, directly across Fifth Avenue from New York City's Metropolitan Museum of Art. Last month, Pope John Paul II gave his blessing to the project, and the Vatican Museum promised to lend art works for a special "pope's gallery."

The museum is the dream of Christina Cox, founder of the little-known American Spirit Foundation. Five years ago, she rode up Fifth Avenue as "Miss Liberty" in the Saint Patrick's Day Parade. There she met Cardinal John J. O'Connor, who, because of Cox's vision, now stands to gain an unlikely new title: patron of the arts.

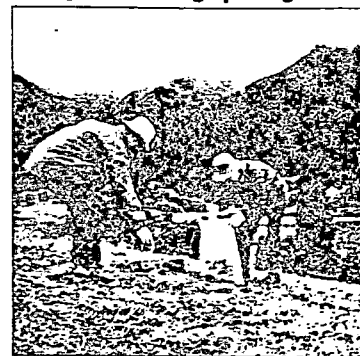
ENVIRONMENT

Japan Trashing

Few people enjoy picking up garbage, but some ecoconscious Japanese are apparently willing to pay for the privilege. Last month, 119 people shelled out \$36 for a bus tour to Lake Tanuki, 60 miles west of Tokyo, to remove litter left by other vacationers. Day-trippers, who were provided with plastic bags and gloves, hiked around the lake and collected four tons of cans, plastic wrappers and other assorted trash. "We don't make money from this," said Kenichiro Iki of Kinki Nippon Tourist, which organized the trip, "but we felt we had to start where we can. It's a good ecoeducation."

NED ZEMAN and KENDALL HAMILTON with bureau reports

Family fun: Garbage picking



BUZZWORDS

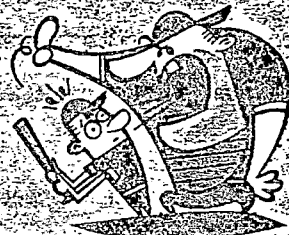
Nobody ever interviews them after the game, but umpires have plenty to say on the field. Here are some colorful terms you might hear between calls:

Rats: The players.

He loves to dance: A manager prone to arguing.

Working the stick: Home-plate duty, closest to the bat-wielding rats.

Working the rocking chair: Third-base duty, which is usually pretty dull.



The balloon: A chest protector.

Dusting the jewel: Cleaning off home plate.

Z-baller: A minor leaguer called up to the big league.

Breaking in the puppy: Ejecting a Z-baller.

MOVIES

High in Kahlories

Frida-mania has hit full throttle in Hollywood. It seems as if everyone is working on a project about the late Mexican artist Frida Kahlo, whose tragic life, ultrapersonal self-portraits and unplucked eyebrows long mesmerized the town's ce-



Hot: Kahlo

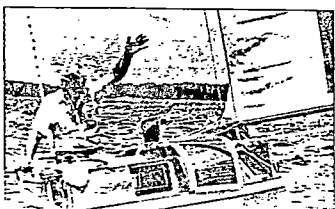
lebrity art mavens. New Line Cinema has cast Laura San Giacomo as Frida and Raul Julia as the husband (muralist Diego Rivera) who stood by Kahlo as she fought alcoholism and crippling physical disabilities caused by a bus accident. Madonna, who reportedly owns several expensive Kahlo paintings, is said to be developing her own Frida flick. And the July issue of L.A. Style magazine is awash with "Frida Fashion," which celebrates the merits of the unibrow.

ADVENTURERS

Try, Try Again

Hugo Vihlen has a dream. The retired Florida airline pilot bought a five-and-a-half-foot sailboat with a mission: set the record for the smallest boat to cross the Atlantic to England. But as the 60-year-old prepared to set sail last week, the coast guard said The Little Boat That Could couldn't. Too dangerous, they claimed. So he headed to Canada, which OK'd the vessel. Vihlen left from Nova Scotia last Thursday—only to hit a current that returned him to shore. He will try again this week, from Newfoundland. Skeptical? In 1968, he sailed from Morocco to Florida on a six-footer.

Undaunted: Vihlen and his boat



PERIPICKS

It took a whole year for last summer's hot toy—the Super Soaker—to really catch on. Maybe this year's offerings will make a better showing, especially since none has the potential to become a weapon. PERI rates a handful:



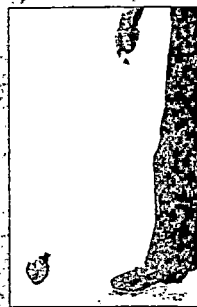
★★★**Snakeboard:** Skateboard with a flexible bar in the middle. Flashier, but too tricky for beginners. Suburban equivalent of the Snowboard.



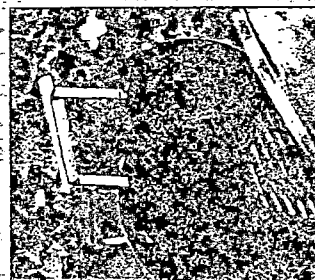
★★**Boom Ball:** Kadima paddles were just fine. Who'd prefer a cheap plastic version that makes a wretched gong noise?

★★★**Velcro mitts:** An updated version of last year's cool Velcro paddles. Great for tykes too young for real mitts. Or clumsy grown-ups. Willie Mays, eat your heart out.

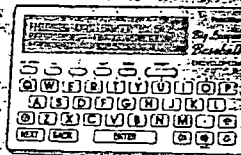
★★★**Wango:** Getting tired of handling Fido's slimy, gnawed tennis ball? Scoop it up and let that baby fly, jai alai style, with this nifty British import.



★★★**Charcoal funnel:** Lights briquettes without smog-inducing lighter fluid. Not new, but ecoconsciousness makes them trendy.



★★**Electronic baseball encyclopedia:** Can give Pedro Garcia's batting average. But not today's stats.



TRENDS

Cellular Security

If you think Angelenos have relaxed since the riots, think again. In May, one leading cellular-phone company sold 14,300 car phones in L.A.—up a thousand from the month before, when far fewer drivers were thinking about calling the police or 911. At this rate, 10 percent of all Los Angeles resi-

dents will have car phones by 1996 (only about 2 percent do now). Industry insiders and many customers say the trend was fueled by the horrifying case of Reginald Denny, the truckdriver who was hauled out of his rig and assaulted during the riot. "They're no longer Yuppie toys," explains Keith Grinstein, president of Claircom Communications. "Real people use them in real situations."

Collector's item: The garibaldi

WILDLIFE

Los Angeles Is Talking . . .

About the garibaldi and the baby leopard shark. These exotic fish—found around Catalina Island, off L.A.—are at the center of California's latest environmental cause. Because the fish look great in aquariums, divers are scooping them up—sometimes using underwater vacuums. A state assemblyman has introduced a bill that would outlaw diving in some of the area.

NED ZEMAN and LUCY HOWARD
with bureau reports

BUZZWORDS

Summer means swimming. Which means big business for talkative pool cleaners:

Scum line: The line around the edge of the pool caused by dirt and algae.

Beyond green: A disgustingly dirty pool.

Scum suckers: What pool cleaners call themselves.

Dirtbags: Swimmers who mess up the pool with sweat and other body fluids.

Shock the pool: To douse it with large amounts of chlorine to fight filth caused by dirtbags.

Flip: To put too much acid in pool water, turning it purple.

Cherry: A very clean pool.



RELIGION

All Together Now

Mass Moonie weddings, uniting hundreds of couples at once, aren't new in Japan. But the nation was hardly prepared for the news that two Japanese scarlets will be getting hitched in an August ceremony led by the Rev. Sun Myung Moon, head of the Unification Church. The brides-to-be are Junko Sakurada, a popular singer and actress, and Hiroko Yamazaki, a former Olympic gymnast who is now a TV personality. Both women said they will gladly marry strangers selected by the reverend—a common Moonie practice. Hundreds of Japanese men have called the church to offer their troths.

Moonie love: Yamazaki

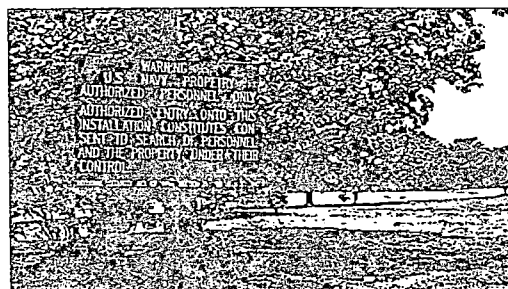


THE MILITARY

Key West Is Talking . . .

About the navy's plan to build new housing for its personnel stationed there. The navy wants to construct 160 garden apartments on a 29-acre park called Peary Court, near historic Old Town. But a local citizens' group called Last Stand has filed suit to stop the \$12 million project. It disputes a Pentagon claim that the town houses would have "no significant impact" on the environment and contends that Peary Court is the last remaining open

space left in the area. Construction is set to begin on the federally owned site, which the navy says it chose because private homes in the area are too costly for servicemen. But work has been halted for now while a federal judge considers the group's claim.



Upsetting the neighbors: Navy housing site



The Niña, the Pinta, the Santa Maria and Mickey? Visiting New York

HISTORY

Goodbye, Columbus Boats

Will the Niña, the Pinta and the Santa Maria soon be the names of cheesy amusement-park attractions? Since February, modern renditions of the famed vessels have been touring the United States after sailing from Spain to commemorate the 500th anniversary of Christopher Columbus's voy-

age. But now that Columbus-mania is fading, Spain wants to donate the \$6 million fleet, currently docked in New York (Spain owns a duplicate fleet). Disney World wants to display the boats at Epcot Center. And several cities—including Corpus Christi, Texas, and Columbus, Ga.—would like them for tourist attractions. Spain is talking to each bidder but refuses to give the ships to anyone who will use them in a tacky, theme-park manner. Meanwhile, an August voyage to California may be canceled due to a lack of corporate donations.

CRIME

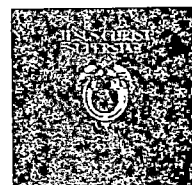
As I Was Saying . . .

Last week a Customs Service helicopter tailed a twin-engine plane that had crossed into Florida from the Bahamas. As the plane flew over Homestead, Fla., its crew apparently spotted the copter and heaved 20 75-pound bales of cocaine out the door. One bale landed next to a church and another landed near the police chief as he addressed a local Crime Watch group. The plane's crew was later arrested.

RUSSIA

Not So Groovy

Boris Yeltsin promised an age of no secrets. But some things in Russia may be better kept off the record. The English rock opera "Jesus Christ Superstar" has been a hit in Russia for years. Now comes the first Russian-language album featuring an all-star Russian cast. Pop-music critic L. Zakharov commended the formidable task of adapting Russian lyrics to the Andrew Lloyd Webber-Tim Rice rhythms but found the results "jarring." No word yet on sales.



The original

LUCY HOWARD and NED ZEMAN
with bureau reports

BUZZWORDS

This is a great time of year for tree doctors, now busily snipping and cutting in backyards all across America. Here's what they're saying:

Squirrels: Workers who climb the tallest trees.

Limber: A one-handed tree saw used for limbs.

Widow-maker: A large, dangling limb that could easily fall on a tree doctor working below, making a widow out of his wife.

Woodpecker snack bar: An insect-infested tree.

Drill and fill: To hollow out and fill part of a tree with material, to leave air passages open.



JAPAN

The Cat's Meow

The Japanese love company, even if it's plastic. Enter a fake cat called Mew, which meows and wags its tail when it hears your voice. More than 100,000 Mews have been sold at \$92 a pop (fake birds are also available, but they're not as cute). The owners tend to be single people with no time to care for real felines. "Mew drives away loneliness," says a spokesman for Takara Co., which now offers Baby Mew and a sleeping cat that "breathes" when you touch it.



No shedding: Mew, fake birds

HOLLYWOOD

Whither Chao?

Don't pity Stephen Chao, the Fox TV underkind who was unceremoniously sacked by Rupert Murdoch after hiring a man to strip naked at a corporate meeting. Hollywood sources say former Fox chief Barry Diller plans to hire Chao to help him start a new cable network. The two had a stormy relationship at Fox, but Diller apparently admires Chao's aggressive business sense. Earlier this month the word was that Diller and partners were putting together a bid to buy NBC. But a Fox source says Diller is more interested in creating a new network—and that Chao will likely play a major role in the effort. Diller and Chao couldn't be reached.

Diller's next hire? Chao



A coincidence? You decide: Vanity Fair, the Playboy shot

MAGAZINES

Do We Have to Paint You a Picture?

Vanity Fair is reveling in the publicity whipped up by its August cover featuring a very naked Demi Moore wearing a "suit" of body paint. But the folks over at Playboy magazine just can't understand why everyone thinks artist Joanne Gair's work is so bold and groundbreaking. After all,

GAY RIGHTS

Oregon Is Talking . . .

About whether homosexuality should be condemned under state law. A conservative political group called the Oregon Citizens Alliance is sponsoring a ballot measure that would amend the state constitution and direct public schools to promote the notion that homosexuality "is abnormal, wrong, unnatural and perverse" and is to be "discouraged and avoided." The initiative—to be voted on in November—would also overturn a Portland anti-discrimination law protecting gays, the only such law in the state. Gay activists call it the most restrictive anti-gay ballot measure ever proposed in the nation.



Playboy published a suspiciously similar body-painting photo way back in 1968. It features the necktie, the jacket, even a similar sultry pose. So, does the men's magazine feel ripped off? "Playboy has always been on the cutting edge," says spokeswoman Elizabeth Norris. "In this case, by 24 years." Vanity Fair art director Charles Churchward says it's all a coincidence. "We never said we did it first, but we didn't copy anybody."

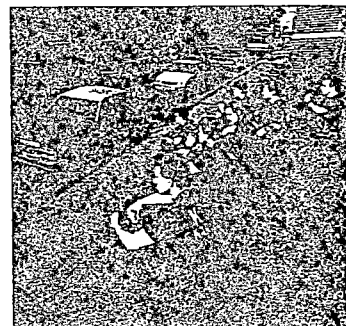
COPS

The Lunch Club

If you insist on dealing drugs in Kansas City, bring a thermos and a hoagie. That's because you may have to break bread with the Lunch Bunch, a group of local narcotics officers who devour their afternoon meals while sitting in front of area crack houses. After hearing about a similar program in Oklahoma, Capt. Rachel Whipple asked officers to try out operation "snack 'n' crack" in front of seven notorious drug dens. Not surprisingly, the sight of a half-dozen cops happily gobbling down Twinkies has caused most dealers to turn tail and flee—at least for a while. Whipple says the officers try to act naturally, even though they wear KCPD shirts and carry semiautomatic weapons.

NED ZEMAN and LUCY HOWARD
with bureau reports

Care to join us? KC cops



BUZZWORDS

When you're alone in the forest listening to falling trees all day, you tend to invent your own peculiar lexicon. Here's what park rangers are saying this summer:

JDLRs: Park visitors who Just Don't Look Right. Usage: "I've got two JDLRs up here. I'm going to pull them over and check them out."

Tourons: Tourists who act like morons when they enter the park.

Ledged out: When a touron tries to retrieve a souvenir over the edge of, say, the Grand Canyon and needs to be rescued.

Heat seekers: Rangers who specialize in firefighting, law enforcement and emergency medicine.



GANGS

Chicago Is Talking . . .

About a TV commercial that compares black gangs to the Ku Klux Klan. The slick public-service announcement, produced by an ad agency in the integrated suburb of Evanston, Ill., opens with a Nazi skin-head's salute and a voice-over: "If they were giving medals for killing black people, this guy would win the bronze." A KKK member gets the silver, while the gold goes to a gangbanger. The ad has been shown only on the local news, but it's already caused a stir in the black community; many think the ad—intended to highlight the epidemic of black-on-black crime—exploits racial stereotypes. ■

Artistic differences: The ad



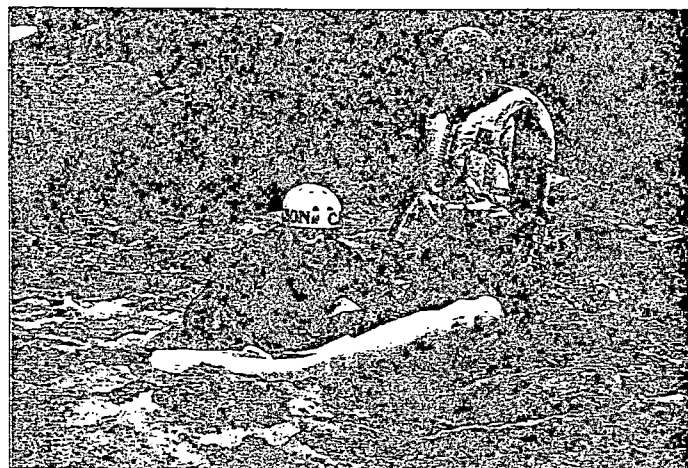
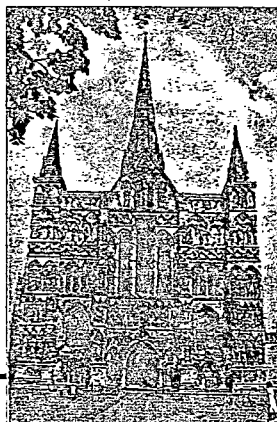
GIMMICKS

Welcome to Burger Heaven

Some people will do anything to satisfy their spiritual hunger. Take the holy men of England's Salisbury Cathedral, who have signed a sponsorship deal with that decidedly secular body: McDonald's. For two months all cathedral visitors will receive a scroll filled with history about the building. The tape securing the scroll doubles as a

voucher promising a free Big Mac or McChicken sandwich for every one bought. The cathedral will get a share of the profits. A cathedral spokesman says someone has to pay the \$6,000 a day it takes to run the building. "If we have to indulge in a bit of honest commerce to make ends meet," he argues, "then I say amen to that." ■

McWorship: The cathedral



Grab a board and catch a rapid: California river bodyboarders

SPORTS

Hey Dude, Let's Catch Some Rapids

Attention, water-sports fans: A white-water rafting is for wimps. These days, the coolest way to get that adrenaline pumping is to catch a ride on a river bodyboard—a sleek, lightweight craft that sends you flying downstream at up to 25 miles per hour. With its body-hugging grooves and easy-to-grasp handles, the \$224 river bodyboard makes it possible to ride big rapids safely without having to sit inside some confining raft or kayak. But make no mistake, daredevils: this is a rugged sport requiring even the best riders to wear wet suits, helmets, body padding and life jackets. All novices should be trained by an experi-

enced rafter, and no one should ever ride alone. "It's like the hang gliding of water sports," says river-bodyboard enthusiast Erik Fair, sounding as if he's also spent some time surfing. "It's total connection with the river—your body is the boat." So far, the boards are available only in California, where you can now sign up for a river-bodyboard expedition with trained experts. ■

TECHNOLOGY

Computer Games

Enter the Futz Factor. A study to be released this week by a Sausalito, Calif., software company called SBT concludes that 2 percent of America's gross domestic product—\$97 billion—is being "futzd away" by workers who spend too much time tinkering with their PCs. The top futzes:

Font futzing: Spending too much time prettying up copy with fancy typefaces, etc.

The network gnash: Trying to link PCs so they can "talk" to each other. Often leads to crashes in the early going.

Office block: Writing the same thing over and over because tinkering is so easy.

The spread web: Getting caught up in overly elaborate spreadsheets.

Presentation perfection: Endlessly polishing charts, graphs and other snazzy doodads. ■



Action! Glenn in 'S.I.S.'

MOVIES

Spy vs. Spy

Actors Scott Glenn and Lou Diamond Phillips recently finished shooting a cop movie called "S.I.S." It's about the Los Angeles Police Department's Special Investigation Section, which in real life stands accused of police brutality and questionable surveillance techniques. Now the film's coproducer, Frank Sacks, says real SIS officers tapped his phones and were seen prowling around the set. An LAPD spokesman called Sacks's charges "wild."

NED ZEMAN and JORL STEIN
with bureau reports

BOZZAVORES

When they're not talking into the mike, they're talking to each other. A taste of the semiotics of disc jockeys:

Hitting the post: Talking over the musical intro right up until the lyrics start.

Stepping on it: Missing the post and running smack into the first few words.

Burnt: The point at which a song, like that "Life Is a Highway" thing, has been played so much people are truly sick of it.

Contest pigs: Listeners who use speed dialers to win every giveaway.

Out of the box: Playing a song the first day it's released—a good way to kiss up to record companies.



GAMES

Shark Repellent

For now, there's a pretty good way to avoid getting hustled in pool halls: rack 'em up on L-shaped pool tables. The new tables—roughly the size of a regular table and a half—have become increasingly popular in the Midwest since they were invented two years ago by a Conover, Wis., cabinetmaker. Balls are racked at the "elbow," or the main corner, and you can break from either end. This clever configuration opens the way to countless new trick shots. Better yet, few people are expert enough to be sharks at it. The tables cost \$4,000, and possible buyers should figure out ahead of time how to get them through the door. ■



An 'elbow' pocket? The table

RAP

Iceing a Cop?

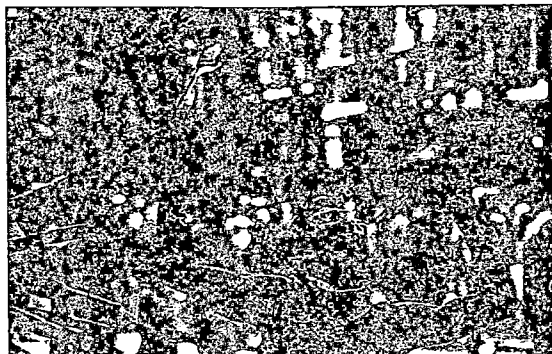
I'm 'bout to dust some cops off/ Die, die, die, pig, die." The song is "Cop Killer" by controversial rapper Ice-T. Now those who say the song encourages aggression toward cops will no doubt seize this bit of news. Last week Nevada authorities were looking for some local teens who had shot at Las Vegas cops. When four youths were arrested, police say, one of them claimed he wanted to kill a policeman and repeatedly chanted Ice-T's inflammatory lyrics. This is apparently the first incident in which a suspected criminal invoked the rap anthem. But Las Vegas police doubt the song actually inspired the shooting. ■

'Die, die, die, pig, die': Ice-T



OLYMPICS

Barcelona: The Perfect Evening



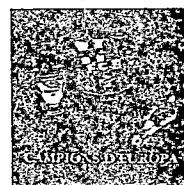
For the late-night stroll: Las Ramblas fire-eater

Why plow through tattered old travelogues when PERI can give you the ultimate insider's guide to Barcelona during the Olympics? After the day's events, stop in for a drink at Torres de Avila, a multilevel bar with a spectacular view of the city, thanks to trendy designer Javier Mariscal. Order a mojito, a mint-julep-style concoction that sometimes has a luminescent green color. But be careful: prices are as spectacular as the drinks. Getting hungry? Models and assorted other Beautiful People head to Servicio Wilson, in the nearby foothills of Tibidabo, where great Catalan food is served along with Mexi-

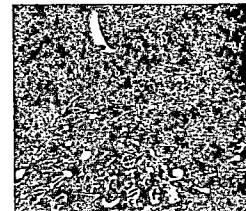


Esqueixada

can, Japanese and Cajun. Back in town, taste the esqueixada—a cold, salted-cod salad (this is not paella country). When you're ready to walk off the dinner, wander over to Las



Sell 'em: Pins



Ramblas, a bustling promenade filled with chirping birds, fire-eaters and trendy cafés

What a view: Torres de Avila

open until the wee hours. Finally, track down a coveted F.C. Barcelona lapel pin (for the Football Club Barcelona). Then sell it to pay for more meals. ■

COMICS

He's Here to Save the Day

He's black, he's muscular, he fights racism—and he's a cartoon character. Say hello to "The Original Man," the first black comic-book hero to deal with gangs, AIDS, drugs and black pride. The chiseled crimefighter was created by independent cartoonists Anthony Jappa and Alonzo Washington of Kansas City, who had grown



Original Man

tired of seeing blacks portrayed as jive-talking thugs in most other comics. More than 2,000 copies of the mag's first issue—featuring an epic battle with The Aryan Avenger—were sold in Kansas City in five days. The \$2 comic is also selling well in a handful of other states. The Original Man's next destination: into the heart of the L.A. riots. ■

FOOD

Veging Out

Most Americans support using biotechnology to produce fruits and vegetables, but that doesn't mean they can eat them in nice restaurants. Led by such culinary stars as L.A.'s Wolfgang Puck and Detroit's Jimmy Schmidt, 1,000 of America's top chefs this week will announce a boycott against genetically engineered food, which they think is impure. As part of the Pure Food Campaign, the chefs will stamp their menus with a double helix with a slash through it.

NED ZEMAN and LUCY HOWARD
with bureau reports

PUZZWORDS

Leaving the country this summer? Think twice before you reach those nosy customs officers. Here's what they're saying:

Fred and Ethels: Older American couples.

Pack rat: A tourist weighted down with cheap souvenirs.

Port-runner: A driver who accelerates through a border stop, often leading to a high-speed car chase.

Smurf: Evading the \$10,000 currency-reporting law by making several trips with \$9,999. Derivation unknown.

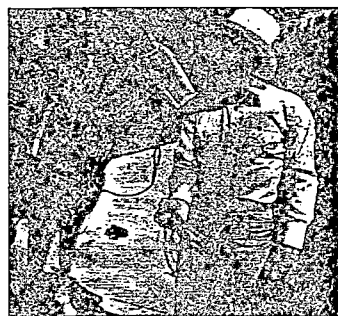
Cold hit: Discovering contraband without a tip; for instance, by ripping open the cloth ceiling of a tastefully airbrushed van.



IDAHO

Butch's Jeans

Does Idaho Lt. Gov. Butch Otter put on his pants with a shoehorn? One night recently, the 50-year-old and a few buddies stopped in at a popular Boise nightspot called the Rockin' Rodeo. Before the night was over, Otter—who is considered the likely successor to retiring Gov. Cecil Andrus—won the bar's hotly contested "tight jeans contest." But, alas, the glory was fleeting. Just two days after the victory, he had a run-in with a decidedly less friendly audience. Otter was arrested for drunk driving after his Jeep was seen weaving down the road, according to police, who say the official also failed a breath test. Otter, who has been known to jump onstage and jam with local country bands, says he's innocent of DWI. As for his tight-jeans title, Otter says he won it "on a dare."



Now you see why he won: Otter

PHOTOGRAPH BY

Light My Fire

How very British. As their crowded train zipped toward London, two frightfully lusty passengers engaged in oral sex right out in the open, Reuters reported. As the two went at it, the passengers simply read their papers. Then, when the hanky-panky was over, the couple lit up cigarettes and relaxed. At which point several passengers loudly complained to the conductor. Look here, they raged, this is a no-smoking section. Last week the lovebirds were each fined \$142 for lighting up and committing an indecent act.

PERIPICKS

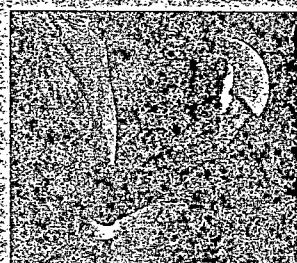
Fifty-plus hours sitting indoors watching the Olympics can make anyone feel like Rosanne Arnold. PERI examines a few health-conscious products designed to help you get back in shape after turning into a Barcelona potato.



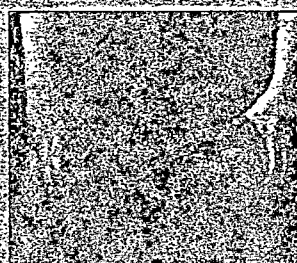
Guiltless Chips: Well, they're healthier than Doritos. But virtually tasteless, except for the salt. Don't skip the hip low-cal dip.



Kneedspeed: Slide around on a mat while wearing booties. Promotes lateral movement. Great if you're a linebacker.

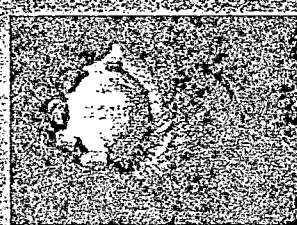


Strongput Weights: Claim to better "isolate" muscles. Easy to use, even if these do look like something out of "Blade Runner."



V-Toner: This year's Thighmaster. Bonus: it's used by movie stars at a grueling California health spa called the Ashram.

Tennis ball: Sure, the above may look a lot cooler. But for those who really need to strengthen that flexor carpi radialis, the buck stops here. Plus, it's a big hit with domesticated animals.



WORLD SPORTS

Gender Olympics: We Shall Overcome

Already, today's female Olympians are besting the performances of former male champions. Within a decade, they may even be directly competitive in some distance events.

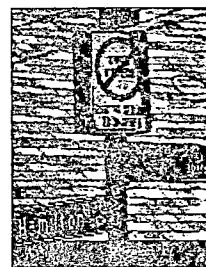
Long jump	DATE	DISTANCE
Jackie Joyner-Kersey	1992	7.10 meters
Bob Mathias	1952	6.98 meters
Jim Thorpe	1912	6.79 meters
400-meter freestyle swim	DATE	SPEED
Janet Evans	1992	4:07.37
Michael Burton	1968	4:09.00
Johnny Weissmuller	1924	5:04.20

DRUGS

Car Crackdown

Oakland drug users now have something to worry about besides prison, overdoses and track marks. Local police, acting in coordination with the FBI, are seizing the cars of suspected drug buyers in an attempt to curb crime in the drug-plagued California city.

The new offensive, mounted by Mayor Elihu "Oakland threat" Harris, is an extreme application of a federal law that allows authorities to confiscate property used in the drug trade. During the first weekend this month, police seized 43 cars in one neighborhood. The ACLU is looking into the program's legality.



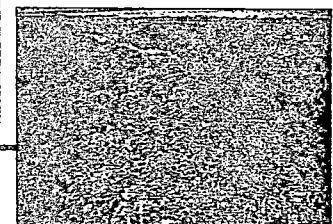
ENVIRONMENT

'Extinction Spasm'

How seriously threatened are the world's ecosystems? Edward O. Wilson, a renowned Harvard biologist usually regarded as a conservative, is worried. "We are in the midst of one of the great extinction spasms of geological history," he writes in "The Diversity of Life," excerpted in September's Discover magazine. If current deforestation continues to the year 2022, half of the rain forest will be gone—and with it 10 to 20 percent of all plant and animal species, he says. Biodiversity is key to maintaining the world as we know it, says Wilson. Without the "amenities" provided by the ecosystems, "the remaining tenure of the human race would be nasty and brief," he warns.

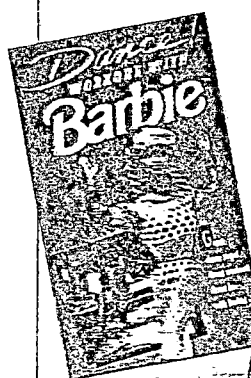
NED ZEMAN and LUCY HOWARD
with bureau reports

New warning: The rain forest



SCORECARD

In the world of celebrity workout videos, it is an epic accomplishment: Cher's first video has now outsold Jane Fonda's historic first tape. But there's no time for gloating. Now everybody seems to be donning tights and making a video. PERI surveys the current competition:



Barbie: Boogies with kids (not Ken) thanks to computer animation.

Cindy Crawford: In clingy togs, shows some great... moves. If this doesn't get men exercising, nothing will.



Maria Maples: No word on her performance—the tape is still under wraps. But we're sure it's Broadway caliber.

Marilu Henner: A nuts-and-bolts vid featuring two relentlessly smiling helpers. Quirk: puts Vaseline on feet (for calluses).



Cher: Looks natural stretching huge rubber bands while (barely) wearing lingerie-style outfit.

TRENDS

Between a Rock and a Hard Face

Forget ice sculptures. With labor at recession-era prices, elite San Francisco party-throwers can now afford living statuary—nude men and women spray-painted in tasteful bronze or marble tones. Jumping on the Demi Moore bandwagon, private clubs, fashion shows and corporate parties are hiring makeup artist Jim Ponder to create breathing Davids and Daphnes. The "statues," often exotic dancers and models, undergo a two-hour painting process that sometimes includes theatrical adhesive for that hard-to-attach fig leaf. They then head to a party, where they strike classic Greek poses. Often they're so convincing that patrons are stunned when the statues move.

CALIFORNIA

Quite a Haul

Gov. Pete Wilson may be doing his best to make I.O.U.s the hip new medium of exchange, but California moving companies are demanding the real thing—and plenty of it. As more and more Californians jump ship from the sinking Golden State economy to go to less strapped—and less crowded—states like Oregon and Washington, moving companies are finding it hard to keep up with the outflux. Mayflower Transit is trucking in 200 empty trailers each month to meet the demand. And U-Haul, which earlier this year was charging \$700 to rent its smallest truck for a one-way trip from San Francisco to Portland, is now asking the anti-Joads to fork out \$1,215.



Nabbed: 'Posse' members

CRIME

Wheeler Dealers

Los Angeles has the toughest gangs, but Miami may have the saddest. The Singer Plaza housing project, located near three hospitals, was designed to house elderly and disabled poor people. But a few months ago, residents began complaining that drug dealers were terrorizing them. Then, during an undercover sting, the cops chased down the suspects: a gang of gun-toting handicapped residents who were allegedly part of a larger drug-dealing operation. "The Wheelchair Posse" included a quadriplegic AIDS patient and a 70-year-old with muscular dystrophy. The hoodlums received light sentences—two days in jail—but now the city wants to evict them.

BAD VIBES

Out of bounds: Finance police in Milan, Italy, for making the locals wonder just who's running their town. When callers to their station are placed on hold, they hear the theme from "The Godfather"—not exactly the best selection in these Mafia-marred times. A police spokesman blamed headquarters in Rome for the inappropriate mood music.

▲ NED ZEMAN and JOEL STEIN
with bureau reports

On the job: California 'statue'



BUZZWORDS

They've come a long way, baby. In fact, women tennis players have come so far they've created their own language. A key to decoding the banter at this week's U.S. Open:

Dr. No: An agent who refuses all media opportunities.

Hit and giggle: To volley with high-ranking corporate types.

'Boo' and 'Hoo': Katerina and Manuela Maleeva—internationally feared for their on-court whining.

Payday: First day of an unsanctioned exhibition—where players "win" up to \$50,000 before even stepping onto the court.

Ginny: Virginia Slims, the original women's tour sponsor.

The Queen: Chris Evert, the first lady of women's tennis; a.k.a. Chris America.



TRENDS

Greensleeves

We've all heard of "green" cotton—unbleached, undyed stuff that is, well, beige. Now, for real ecological purists, comes an even more natural cotton that is organic from the ground up. Unlike conventional cotton laden with chemical pesticides, herbicides and fertilizers, Biocotton is grown using only "natural" farming methods such as crop rotation, cover crops and beneficial insects. A company called, what else, ECOSPORT, hopes to



Ecowear

market a new line of sportswear and toys made from unbleached organically grown cotton in stores like Macy's and JCPenney. It's not colorful, but it's soft and comfy—and sure to be a hit with the tree-hugging set. ■

CRIME

Chicago Is Talking...

About a rash of assaults on women by at least one man posing as a police officer. In Morton Grove, Ill., last week, a 22-year-old female motorist was pulled over and accosted by a man in a dark uniform with a badge who drove a car with flashing lights. She fought off the fake cop and escaped. In two similar incidents earlier this summer women were abducted and raped. A fourth woman driver was stopped in southern Wisconsin last week by an impostor matching the description from previous attacks—tall, white, with brown hair and a mustache. Local officials are considering a crackdown on the sale of phony cop gear. ■



The attacker

tion from previous attacks—tall, white, with brown hair and a mustache. Local officials are considering a crackdown on the sale of phony cop gear. ■

SCORE CARD

And you thought the sculpted, preening teens of "Beverly Hills, 90210" were insufferable. For those who couldn't care less about Dylan McKay, let's just say TV's current crop of "90210" clones makes the original seem like "Masterpiece Theatre." **PRRI** surveys the pretenders.



The Round Table: Overly sincere young Beltway types confront *Real Life*, "St. Elmo's Fire" style. But at least Judd Nelson isn't in it.



The Heights: The *Melrose* bunch with guitars instead of tans and money. Very working class. Very gritty. Very tedious.

2000 Malibu Road: An Aaron Spelling high-concept vehicle: Lisa Hartman Black quits being a hooker, gains tenants. Big ratings means this summer run may be back.



Class of '96: Life in a coed dorm at a fancy-shmancy college in the Northeast (can you tell it's Toronto?). Coming in Oct. We can't wait.



Melrose Place: Basically, the *Bev* bunch five years later—and with even better hair. But if the characters were any dumber, they'd need fertilizer.

BUZZWORDS

With the new school year comes new campus lingo:

Buff: Good-looking male or female; also, **biscuit:** a very good-looking guy. Usage: "Look at John in his tux. He's such a biscuit."

Gill-net theory: A rather indiscriminate dating technique.

Earth muffin: Someone who wears Birkenstocks, no makeup and is into nature.

24-7: An excessive amount of anything, as in 24 hours a day, 7 days a week. Usage: "I've been studying for my midterm 24-7."

Schwee: Desk clutter that should have been disposed of at the beginning of the semester but keeps piling up.



EDUCATION

Video Veritas

The popularity of "L.A. Law" prompted a surge of law-school applications. So it's only fitting that one law school has turned to TV to sort through would-be Arnie Beckers. The University of Richmond Law School this year invited waiting-list students to send videos supporting their applications. No Cecil B. DeMille productions, please, just answers to questions on justice and social change. "It gives us a chance to look beyond grades and LSAT scores," says a school official.

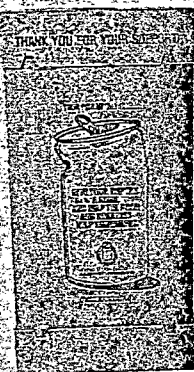
LUCY HOWARD with bureau reports

PERI PICKS

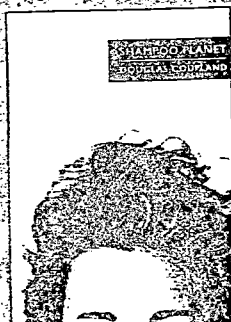
In college, fads tend to last about as long as many freshman-year romances. One semester, hockey jerseys are big; the next, it's bell-bottoms. As the school year kicks into high gear, PERI scoured America's campuses to find the hottest of the hot. Many of the fads mirror the laid-back, p.c. '90s: freshmen are now called "first-year students." Our findings:

**Headwear**

Wool baseball caps, plain or with obscure lettering
African caps
Malcolm X caps

**Trends**

Recycling
Mantel-jumping, in which one dives into a crowd from atop a mantel at a party
Fax machines in dorm rooms
Espresso bars

**Books**

"Shampoo Planet," by Douglas Coupland, author of "Generation X"
"The Pelican Brief" and "The Firm" by John Grisham
"Fear and Loathing in Las Vegas," by Hunter S. Thompson
"On the Road," by Jack Kerouac

**Television**

"The Ren & Stimpy Show"
"Seinfeld"
"Northern Exposure"
"Beverly Hills, 90210"

**Food and drink**

Samuel Adams beer
Obscure German beers
Cappuccino
Cheesecake

**Clothing**

Seamless jeans
Anything by Girbaud
Patagonia jackets
Pajama tops
Billabong shorts
Plain white V-neck T shirts (for women)
African beads

**Shoes**

Clogs
Colored hiking boots
Doc Martens
Air Ballistic Force basketball sneakers
Tevas
Birkenstocks
High-top Nikes

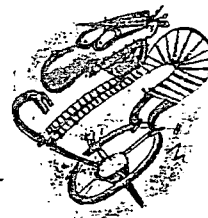
**Music**

Arrested Development
Sonic Youth
Soundgarden
Pearl Jam
Nirvana
Remixed '70s disco
Red Hot Chili Peppers

CRIME

Jiffy Pop

Once again, Detroit has proved it has the nation's most innovative crooks. The city that brought us carjackers now offers a new breed of criminal: air-bag thieves. Police say the crooks are skillfully removing bags from parked cars and selling them to repair shops, where they're put in autos whose original bags have been deployed or damaged. A new air bag can cost up to \$800, but a stolen one can be had for \$100. A good thief can remove one in five minutes—and not have it explode in his face. Because the crime is so new, police don't know exactly how many cars have been de-bagged, but they say the tally is sure to rise. ■



RUMORS

Spike This Story

For more than a year, rumor has had it that fashion designer Liz Claiborne insulted black women while appearing on "The Oprah Winfrey Show." According to the tale, Claiborne said her dresses aren't made for black women because their hips are too big. It's unclear how many black women have been eschewing Claiborne clothing, but Spike Lee says in this month's Esquire that all blacks should boycott the designer. One problem: the story is untrue. Claiborne never appeared on "Oprah" and never made such comments. Still, "Oprah" staffers receive 15 calls a week from viewers who insist they saw Claiborne on the show.

**Oprah**

NED ZEMAN and LUCY HOWARD
with bureau reports

MEDIA

Publishing Notes From All Over

It's finally happening, Ted Kennedy watchers. This week St. Martin's Press will publish "The Senator," by former Kennedy aide Richard E. Burke. In the book Burke claims his former boss regularly used cocaine and amyl nitrate, an "upper" often used to heighten sexual pleasure; hired a 17-year-old intern in order to have sex with her; and had sex with a famous folk singer. To discredit

Burke, Kennedy supporters point out that in 1981 he devised an elaborate hoax in which he claimed someone was out to murder him. Kennedy

The
issue



calls Burke's charges "bizarre and untrue" and says the book is the "worst exploitation my family and I have had to endure in many years." ... Tina Brown's first issue as editor of The New Yorker hits newsstands this week with some trendy touches. The magazine is printed on heavier stock for better use of photos. The lead article is about Brett Kimberlin, the convict who claims he once sold pot to Dan Quayle. The piece explores whether Kimberlin was placed in solitary confinement to shut him up. ■

PERI'S SCOPE

'Let's Get It On': Peri's Super Special Sound Bite Debate Prep

The presidential candidates are busy cramming for the three 90-minute debates coming up this month. Besides facts at their

fingertips, they'll need snappy comebacks to tricky questions. To save them time to study the issues, PERI offers these one-liners:



BUSH

When Clinton criticizes your Iraq policy, you say: "While I was making those tough decisions, where were you, Governor? Eating again at the International House of Waffles?"

When Clinton brings up defense spending: "Weird thing: an Elvis impersonator impersonating the commander in chief. Sometimes, Bill, you ain't nothin' but a hound dog."

When Perot attacks your record: "You still in this thing, Henry? It doesn't take an army of private eyes to figure out who's got the temperament for the Oval Office."



CLINTON

When Bush raises the draft, you say: "I may not have served in the armed forces during Vietnam, but George Bush has been AWOL from the problems of this country for the last four years."

When Bush calls you an 'Oxford liberal': "Only a failed 'education president' would knock someone for getting into one of the best schools in the world. Ashamed of Yale, Mr. President?"

When Perot challenges you on the deficit: "Maybe your chauffeur can afford a 50-cent-a-gallon gasoline tax, but most working Americans can't."



PEROT

When Bush knocks you for jumping in and out of the race, you say: "I'm still trying to find out if you were in or out of the loop on Iran-contra. As for Saddam, you weren't in the loop, you were in his pocket."

When Bush says you betrayed your volunteers: "See, I don't blame this kid [point to Clinton] for dodging Vietnam: probably figured guys like you and your CIA buddies wouldn't bring him back."

When Clinton attacks your budget: "You can't even count calories, young fella. So forget about balancing a trillion-dollar budget. It's that simple."

JAPAN

Tokyo Pose

So much for the stereotype of shy Japanese women. Last month the Tokyo fashion magazine *Anan* solicited photo submissions for its "Beautiful Nude" cover story. The result: 1,626 Japanese women willing to be photographed buck naked sent in shots of themselves. The desire to bare it all was sparked by a popular book of nude photos featuring Japanese pop star Rie Miyazawa. Nudemanias has prompted another magazine to offer in-the-buff shots of secretaries, and photo studios are filled with women eager to create naked portfolios.



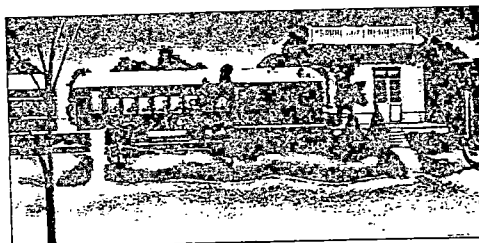
Nudie mag? Anan

THE HOMELESS

Home, Home on the Train

For decades, old railroad cars have provided shelter for homeless people—until the cops kicked them out. Now Dan Sweat—coordinator of the Atlanta Project, Jimmy Carter's campaign against poverty—has a clever solution: turn old boxcars into shelters for the homeless. Sweat and other activists for the homeless plan to divide Atlanta's unused cars into dormitory-style rooms. Kitchens and bathrooms will be at the center of the 41-foot cars, which will be arranged into a village with a railway theme. The CSX Transportation Co. has donated 21 boxcars—and says up to 1,000 more may be available.

LUCY HOWARD and NED ZEMAN
with bureau reports



Sleeper car: Artist's rendering

P.C. ALERT

Out of bounds: When Ross Perot said the national debt was "like a crazy aunt we keep down in the basement," it was a throwaway line to everyone but Justin Dart, chairman of the President's Committee on Employment of People with Disabilities. Dart insisted Perot's quip was "a devastating attack on the humanity of the 60 million American citizens who will experience mental disorder during their lifetimes [and] on their families."

BUZZWORDS

Grab your guns, America. Hunting season has begun—and defenseless animals beware.

Through the boilermaker: A shot to the heart—best because it kills quickly.

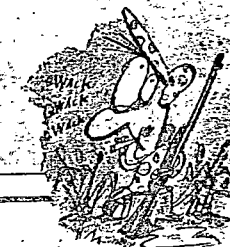
Buck pocket: A spot where male deer gather, usually in high country.

Sailing a bird: When you hit a bird and it flies 100 yards before falling.

Skinhead: A young doe, which has no antlers.

Spike camp: A bare-necessities hunting camp with no running water.

Hot camp: One with running water.



It's a doggone, dog-eat-dog political year, even if you *can* spell potato

CAMPAIGN YAP-YAP

■ Every presidential campaign has its rhetorical themes, and 1992 is shaping up to be the Year of the Dog. Erstwhile candidate Bob Kerrey set the tone early on when he remarked, after a dog threw up on his shoes, "This must be Bush's dog." When Bill Clinton placed second in the New Hampshire primary, Georgia Governor Zell Miller expressed hope that reporters will **"stop treating Clinton like the only fire hydrant at a dog show."** For his part, Clinton said he would

keep going "until the last dog dies" and has referred to President Bush as a "gone dog." And the President, whose off-the-cuff remarks occasionally leave his listeners puzzled, told high school students in Washington, D.C., that even if you study hard and become President, "you'll never make as much money as your dog."

■ If there is symbolism in numbers, it may be interesting to note that it cost \$4 million to rent

Madison Square Garden for the Democrats' New York City convention while it cost only \$800,000 for the Republican conclave in the Houston Astrodome. **What the GOP saved on space, however, it blew on balloons—250,000 of them, out-heliuming the Democrats by 190,000.** Unsettling for the Democrats if it portends things to come: Bill Clinton's acceptance speech—4,452 words—lasted 55 minutes, 22 minutes longer than his infamous stem-winder at the 1988 convention.



Angry over the cuts in subsidies that are planned by the new European Economic Community, French farmers took to the streets of Brest and for several days dumped thousands of potatoes around the city. "People took advantage by helping themselves," said one resident, who then complained that "driving on potatoes is not easy." Auto and stroller traffic ground to a halt—or perhaps a messy mash.

PHILIPPE L. GUYENAP

BA

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LIFE

HE SAID SHE SAID THEY SAID WE SAID

The voice of America was witty, tragic, contentious, pretentious—but never boring

■ This is [pause] something is happening outside. . . . The skies over Baghdad have been illuminated. We're seeing bright flashes going off all over the sky.

Bernard Shaw, *CNN* correspondent, at 6:35 p.m. on January 16, reporting the allied attack on Iraq



■ The liberation of Kuwait has begun.

Marlin Fitzwater, *White House* spokesman, just after seven p.m. on January 16

■ I hate the new Army. Nobody smokes.

GI, trying to bum cigarettes in Saudi Arabia

■ He is neither a strategist nor is he schooled in the operational arts, nor is he a tactician, nor is he a general, nor is he a soldier. Other than that, he's a great military man.

H. Norman Schwarzkopf, *U.S. commander in the gulf war, on Saddam Hussein*

■ It's O.K. You're all right now. You're all right now.

U.S. soldier, to frightened Iraqi troops as they surrendered

■ Think hard about it: I'm running out of demons. I'm running out of villains. I'm down to Castro and Kim Il Sung.

Colin L. Powell, *Chairman of the Joint Chiefs of Staff, on why it was safer to make cuts in the military after the gulf war*

■ Make no mistake about it: Operation Desert Storm truly was a victory of good over evil, of freedom over tyranny, of peace over war.

Vice President Dan Quayle, at a Memorial Day ceremony

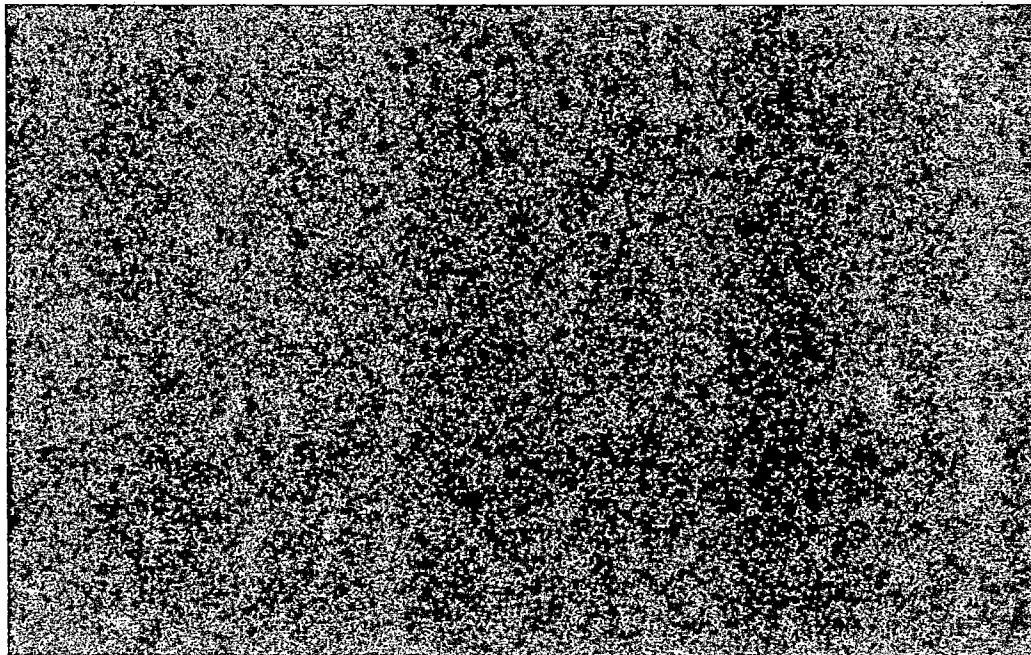


■ During every 100 hours on our streets we lose three times more young men than were killed in 100 hours of ground war in the Persian Gulf. Where are the yellow ribbons of hope and remembrance for our youth dying in the streets? Where is the concerted, heartfelt commitment to supporting the children of this war?

Louis W. Sullivan, M.D., *Secretary of Health and Human Services*

■ Unless there was a star shining over that ship, I'd say it takes two.

Rep. Patricia Schroeder (D-Colo.), responding to the argument that pregnancies occurring on a Navy vessel in the gulf proved that women should not serve in combat



MONUMENT VALLEY, UTAH. 5:32 P.M. STILL GOING. NOTHING OUTLASTS THE ENERGIZER

AID ring

ours on our
times more
killed in 100
the Persian
flow ribbons
ance for our
ts? Where is
elt commit-
e children of

, M.D., Sec-
on Services

star shining
t takes two.

roeder (D-
argument that
a Navy vessel
men should not

■ All announce-
ers and engi-
neers who were
not busy would
select a secre-
tary, chase her
down the halls
... catch her and
take her panties off. . . . Nothing
wicked ever happened. . . . No
scuttler was ever reported to the
front office. *Au contraire*, the girls
were their prettiest panties to work.
... Alas, I was never scuttled.

Helen Gurley Brown, editor of
Cosmopolitan, in an editorial about her
early days working at a radio station, tit-
led "At Work, Sexual Electricity Sparks
Creativity"

■ It is only after a great deal of ago-
nizing consideration that I am able
to talk of these unpleasant matters
to anyone except my closest friends.

Anita Hill, law professor, testifying
before the Senate Judiciary Committee
in confirmation hearings for Judge Claren-
ce Thomas

■ I have been racking my brains
and eating my insides out trying to
think of what I could have said or
done to Anita Hill to lead her to al-
lege that I was interested in her in
more than a professional way and
that I talked with her about porno-
graphic or X-rated films.

Clarence Thomas, in hearings
before his confirmation to the Court

■ Are you a scorned woman? Are
you a zealot civil rights believer that
progress will be turned back if Claren-
ce Thomas goes on the Court? Do
you have a militant attitude relative
to the area of civil rights? Do you
have a martyr complex? . . . Are you
interested in writing a book?

Senator Howell Heflin (D-
Ala.), questioning Hill

■ There appeared to be an alien pu-
bic hair floating around in my gin.

Senator Orrin Hatch (R-
Utah), reading aloud from the novel *The
Exorcist* and implying that Hill had fab-
ricated a similar incident

■ The Senate did more in one week
to underscore the critical need for
more women in the Senate than fem-
inists have been able to do in 25
years.

Eleanor Smeal, president of the
Fund for the Feminist Majority

■ They just don't get it.

Women's groups, responding to
the Senate's attitudes about sexual ha-
rassment and other women's issues

■ They're like Thelma and Louise.
They hate men and they hate any-
body who stands in their way and
they're willing to kill anyone who
gets in their way.

Phyllis Schlafly, conservative ac-
tivist, on feminist groups and women
who opposed Clarence Thomas

■ I don't think that it is. I think it is
hostile toward idiots.

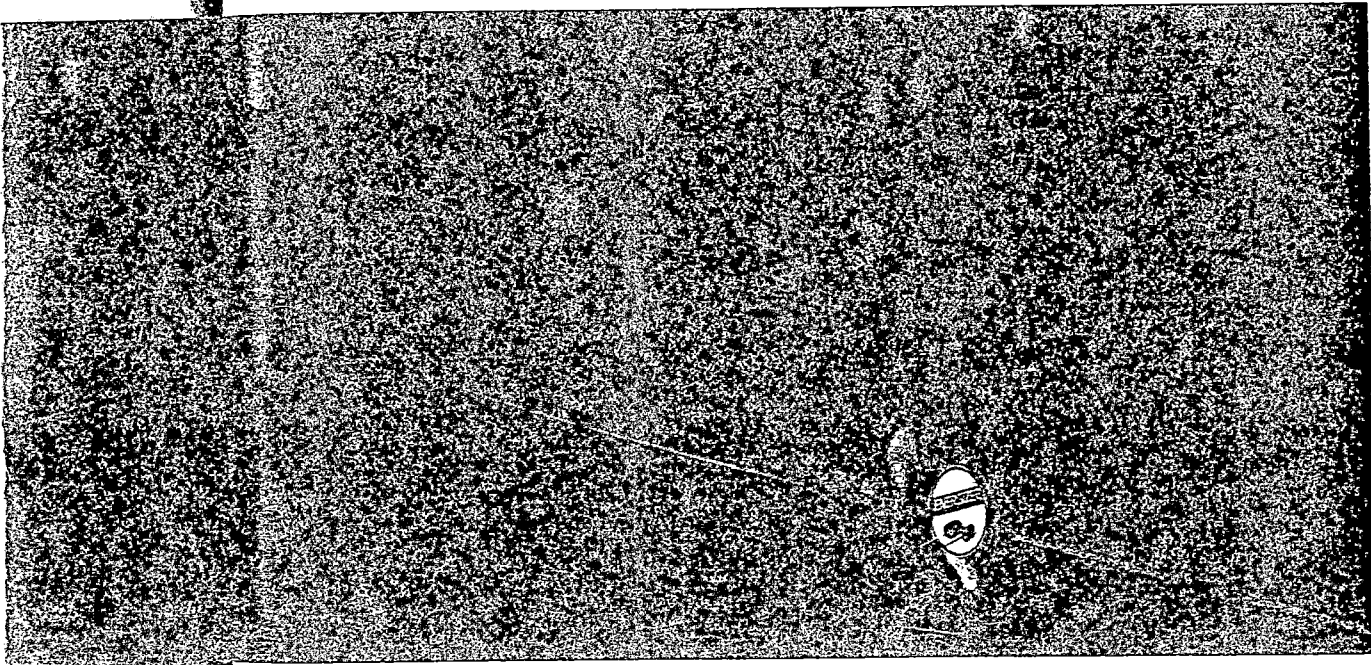
Callie Khouri, screenwriter, re-
sponding to charges that her movie *Thel-
ma & Louise* was hostile to men

■ I believe that there is a devil, and
here's Satan's agenda. First, he
doesn't want anyone having kids.
Secondly, if they do conceive, he
wants them killed. If they're not
killed through abortion, he wants
them neglected or abused, physical-
ly, emotionally, sexually. Barring
that, he wants to get them into some
godless curriculum or setting, where
their minds are filled with pollution.

Randall Terry, founder of the rad-
ical antiabortion group *Operation
Rescue*

■ Women in
this country le-
gally have a
choice; at least I
think they do. I
haven't checked
the paper today.

Murphy Brown, a TV character
played by actress Candice Bergen, on
abortion



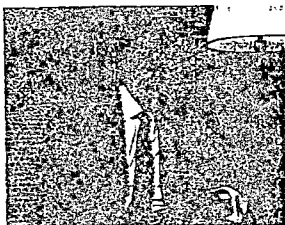
THE ENERGIZER

Merle Ross, a participant at a men's conference in Boulder, Colo.

**Random House Webster's
College Dictionary**, in a new
edition published in 1991

Chuck Cushman, head of a land-owners' rights organization

William Ahearn, *Associated Press* editor, on waiting for the newly freed Middle East correspondent, the last U.S. hostage in Lebanon, to arrive in Damascus, Syria, after nearly seven years in captivity. Anderson's convoy was delayed by a snowstorm.



President Richard Nixon, reportedly advising George Bush and Dan Quayle that their recreational activities may not find favor with voters

President George Bush, announcing a planned unilateral reduction of U.S. nuclear weapons

David Duke, Republican presidential candidate, about a comparison to the Russian president

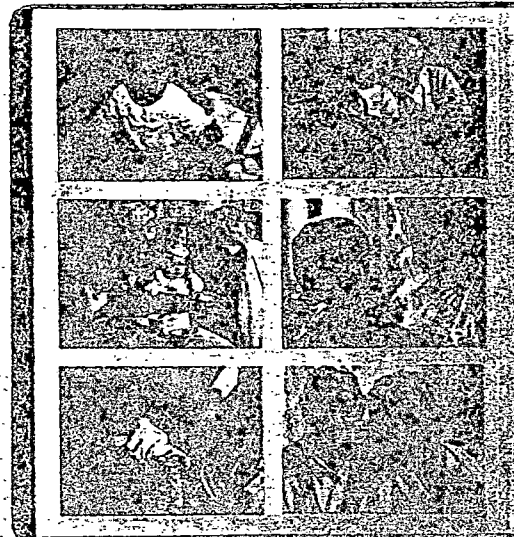
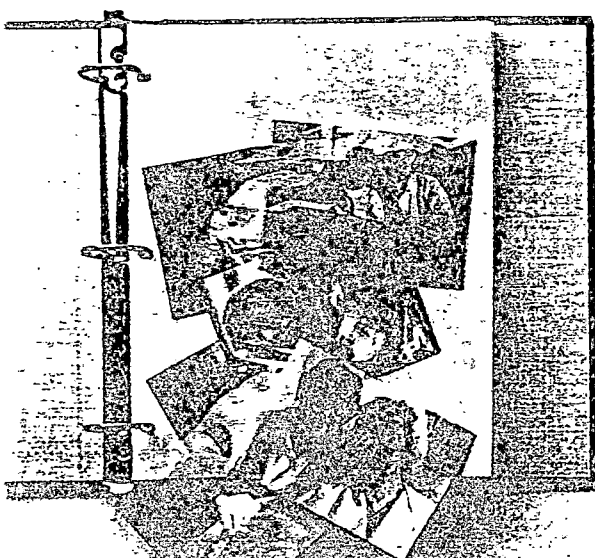
Jo Ann Jernigan, *Louisiana voter, on David Duke*

Jay Leno, comedian, on *The Tonight Show*

■ Sununu is living proof that you shouldn't give children their IQ test results because then they go through life thinking they're smart.

Edward Rollins, *Republican political consultant*

Senator William Roth (R-Del.), on Congress's failure to pass legislation to help boost the economy



We Can Keep Your Family Together

So how exactly can our new album keep your family photos together?

Simple. We just made our album pages with the

So your shots are secure until you want to remove or rearrange them. www.3m.com

The Flashbacks Photo Album. Use it to keep your family together.

Samuel Bro
of the National (C)
first time he saw o

Earvin "Ma
baseball star, o
virus



■ If it had hap-
nal woman who
200 men, they
a slut, and the
drop her like a
Martina N
champion, on the
for Magic Johnse

■ We're here
used to it!
Gay rights
chant used at den

■ We have to
you don't have
afford decent
country.

Senator Ja
W. Va.), million
John D. Rockefe
tionalized health

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It was in June of 1981, on Ward B. We saw a young gay man with the most devastating immune deficiency we had ever seen. We said, "We don't know what this is, but we hope we don't ever see another case like it again."

Samuel Broder, M.D., director of the National Cancer Institute, on the first time he saw a patient with AIDS

I confess that after I arrived in L.A. in 1979, I did my best to accommodate as many women as I could—most of them through unprotected sex.

Earvin "Magic" Johnson, basketball star, on how he got the AIDS virus

No doctor can help me anymore. If God won't come to me, I'm going to find God. I can't stand it any longer.

Marjorie Wantz, 58, explaining in a note why she killed herself using Dr. Jack Keivorkian's "suicide machine"

They're never going to believe this one.

James "Whitey" Bulger, reputed mobster, on sharing a \$14 million Massachusetts lottery pot

I'm going to admit tonight for the first time publicly that I am Frank Sinatra's love child.

Ron Reagan, referring, jokingly, to biographer Kitty Kelley's allegation that his mother, Nancy Reagan, and Sinatra were lovers

The New World Order starts here. The "free" in Free World doesn't refer to parking.

Lucius Riccio, New York City transportation commissioner, announcing plans to crack down on diplomats who fail to pay parking tickets

Heard any good jokes lately? **Pee-wee Herman**, a.k.a. Paul Reubens, comedian, in his first public appearance after an arrest for indecent exposure

The Lord told me it's flat none of your business.

Jimmy Swaggart, televangelist, to his congregation in Baton Rouge, La., about being discovered, again, with a prostitute

None of your damn business. **Spokesman for Rep. Dan Rostenkowski (D-Ill.)**, when asked whether the chairman of the Ways and Means Committee had bounced any checks at the House bank

We're here! We're queer! Get used to it! **Gay rights protesters**, in a chant used at demonstrations

We have to act now to make sure you don't have to be a Rockefeller to afford decent health care in this country. **Senator Jay Rockefeller (D-W.Va.)**, millionaire great-grandson of John D. Rockefeller, on the need for nationalized health coverage

Sponsor a Child for Only \$12 a Month.

At last! Here is a \$12 sponsorship program for Americans who are unable to send \$20, \$21, or \$22 a month to help a needy child.

And yet, this is a full sponsorship program because for \$12 a month you will receive:

- a 3½" x 5" photograph of the child.
- a special sponsorship folder with your child's case history.
- a description of the country where your child lives.
- issues of our newsletter, "Sponsorship News."

And at least two personal letters a year from your child.

All this for only \$12 a month?

Yes—because we have searched for ways to reduce the cost—without reducing the help that goes to the child you sponsor.

For example, your child does not write each month, but two letters a year from your child keep you in contact and, of course, you can write to the child just as often as you wish.

Also, to keep down costs, we do not offer the so-called "trial child" that the other organizations mail to prospective sponsors before the sponsors send any money.

You can make the difference! \$12 a month may not seem like much to you—but to a poor family living on an income of \$2.00 a day, your sponsorship really helps!

Will you sponsor a child? Your \$12 a month will help provide so much:

- emergency food, clothing and medical care.
- a chance to attend school.
- counseling for the child's family to help them become self-sufficient.



Little Maria Eves in the Holy Land—and she is only one example of children from countries around the world who urgently need a sponsor.

Here is how you can sponsor a child:

1. Fill out the coupon and tell us if you want to sponsor a boy or a girl, and check the country of your choice.
 2. Or mark the "Emergency List" box and we will assign a child to you who most urgently needs to have a sponsor.
 3. Send your \$12 in right now and this will eliminate the cost of a "trial child."
- Then, in just a few days you will receive your child's name, photograph and case history.
- May we hear from you? Our sponsorship program protects the dignity of the child and provides Americans with a beautiful way to help a youngster.

Sponsorship Application

☐ Yes, I wish to sponsor a child. Enclosed is my first payment of \$12.

Please assign me a ☐ Boy ☐ Girl

Country preference: ☐ India ☐ The Philippines ☐ Thailand ☐ Chile ☐ Honduras ☐ Dominican Republic ☐ Colombia ☐ Guatemala ☐ Ecuador ☐ Holy Land Child

☐ OR, choose a child who most needs my help from your EMERGENCY LIST.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

☐ Please send me more information about sponsoring a child.

☐ I can't sponsor a child now, but wish to make a contribution of \$ _____

Please forward your U.S. tax-deductible check to:

Children International.

Joseph Gripley, President
2000 East Red Bridge Road • Box 419413
Kansas City, Missouri 64141

A worldwide organization serving children since 1934.
Financial report readily available upon request.

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NEVER BEFORE

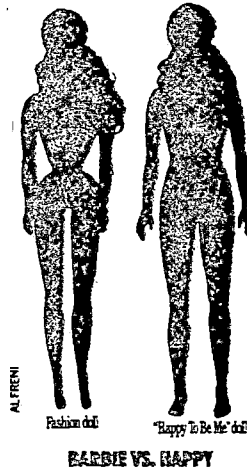
Being the first, according to Webster's, is "preceding all others in time, order or importance." When you're the first, you can turn even a small achievement into a significant event. Just do it—and there are lots of ways to do it. Be the first to satisfy a need, as McDonald's did by offering a **LOW-FAT HAMBURGER**, the McLean Deluxe, in response to the public's demand for tasty, healthier foods. Its secret ingredient: seaweed. **RONALD REAGAN** also scored a first this

year. In making out the guest list to help inaugurate the new Ronald Reagan Presidential Library in California, he brought together in the same place the greatest number of living presidents—George Bush, Jimmy Carter, Gerald Ford, Richard Nixon and, of course, himself. "At least all of you have met a Democratic President," Carter told the four Republicans. "I've never had that honor." Entrepreneur **CATEY MEREDIS** challenged an icon with her Happy to Be Me doll, which took on Barbie and struck a blow for proportional correctness. Meredith gave her normal measurements (Happy, 36-27-38; Barbie, 36-18-33) and feet that aren't molded to wear only high heels. **ARLETTE SCHWEITZER**, 42, made motherhood front-page news. Acting as a surrogate for daughter Christa Uchytel, 22, who was born without a uterus, she became the first American woman to give birth to her own grandchildren—twins named Chad and Chelsea, born October 12. "If you can do something to help your children," said Schweitzer, "you do it." **MIKE POWELL**'s first was one for the record books—an amazing leap of 29' 4 1/2" at the World Track and Field Championships in August, which broke Bob Beamon's 23-year-old long jump mark. For some firsts, you just had to be there. Released after 1,731 days of captivity in Lebanon, **JESSE TURNER** saw his four-year-old daughter for the first time on October 23. Joanne, who was born six months after Turner was taken hostage, recognized him from pictures—and her first words to her father were, simply, "Hello, Daddy."

**JESSE AND JOANNE TURNER
WAKE UP FOR LOST TIME**



**A PRIDE OF PRESIDENTS GATHERS
AT THE REAGAN LIBRARY.**



BARBIE VS. HAPPY



**"MOM" FOR NINE MONTHS,
ARLETTE SCHWEITZER (LEFT) IS
GUARDIAN TO CHAD AND CHELSA**



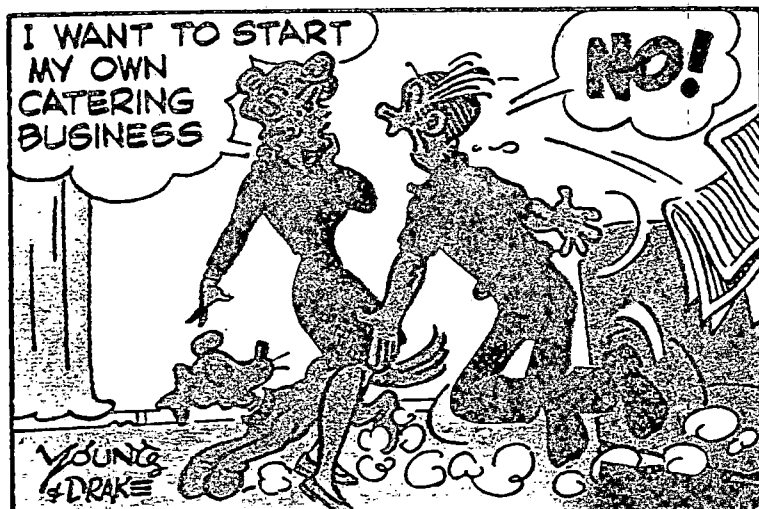
**MIKE POWELL
LEAPS TO GLORY
IN TOKYO.**

**THE McLEAN: IT CAME FROM
BENEATH THE SEA.**

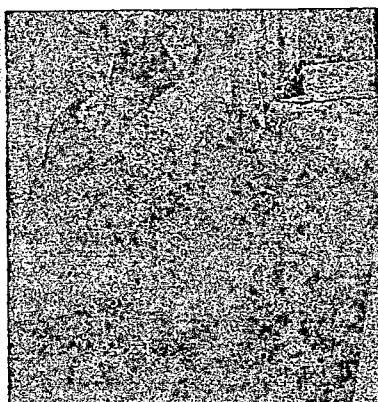
NEVER BEFORE

Some firsts can create more buzz around Hollywood than a five-picture deal—such as **WARREN BEATTY** announcing he'll be a father. (David Letterman quipped that he's only doing it "so he can meet baby-sitters.") Beatty and expectant mother **ANNETTE BENING** say their baby is due in the spring. **DAGWOOD BUMSTEAD** and his fans were shocked to hear that **BLONDIE**, a housewife for 60 years of comic-strip bliss, wanted a career of her own—as a caterer. Get with the program, Dagwood: Two-income households are now a fixture of family life in America. Unaware of blue-blood protocol, **ALICE FRAZIER**, 67, of Washington, D.C., gave **QUEEN ELIZABETH II**—and everyone watching—a jolt when she embraced her majesty in a first-time bear hug. The unflappable queen accepted the gesture. The creators of **SPARTACUS** never thought audiences would see the infamous four-minute "bath sequence"—censored and left on the cutting room floor—in which **LAURENCE OLIVIER** attempts to seduce **TONY CURTIS** by asking him if he prefers snails or oysters; some people, Olivier noted, like both. When the restored version appeared in theaters this year, moviegoers couldn't imagine what all the fuss was about. Much more controversial by 1991 standards was the August issue of *Vanity Fair*, which featured **DEMI MOORE** as the first celebrity to pose nude and pregnant on a national magazine cover. But *Spy* magazine had the last word by making husband **BRUCE WILLIS** the first simulated nude and pregnant celebrity on a national magazine cover. The most publicized coupling of the year, however, was **LIZ and LARRY**. Their October 6 marriage was the eighth for Elizabeth Taylor. Which prompts the question: What business has Taylor in a story about firsts? Larry Fortensky is her first blond. Who says love never dyes?

HER ROYAL HIGHNESS RECEIVES A COMING OUT PARTY.



BLONDIE LIBERATES DAGWOOD.



CURTIS AND OLIVIER ARE BACK IN THE BATH.



A BEATING-BEATTY BABY WILL PREMIERE THIS SPRING.

FOR LARRY AND LIZ, EIGHT IS ENOUGH.

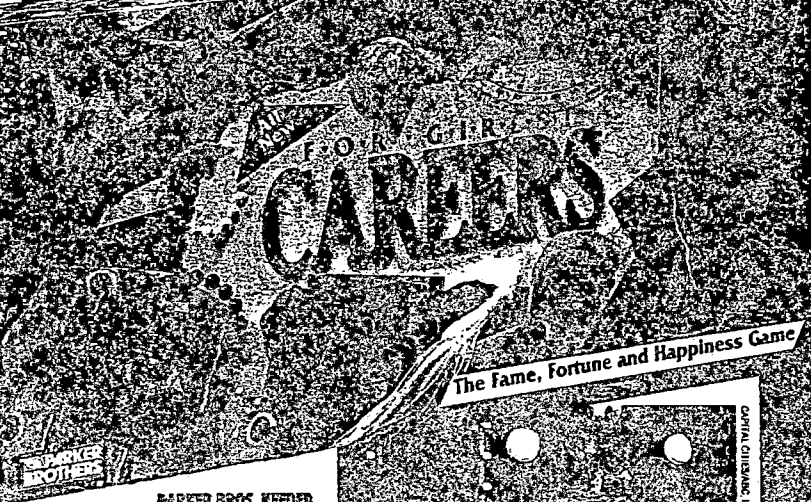
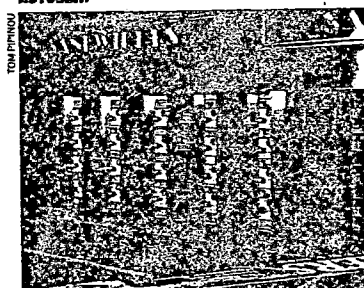
Fond
farewells
and
final exits

NEVER AGAIN

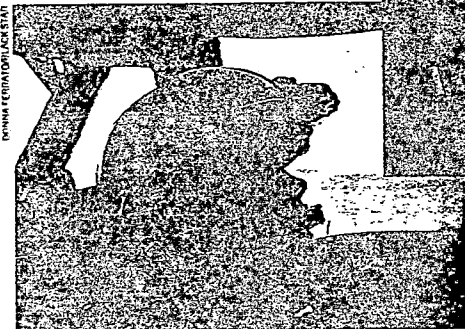
Some things disappear so quietly—*Egg* magazine, *Twin Peaks*, Michael Dukakis—you hardly even notice they're gone. Others go out with a bang. Like **DALLAS**. After 13 years and 356 episodes of cheating in boardrooms and bedrooms, oil mogul J.R. Ewing (Larry Hagman) turned a gun on himself. "I'm never going to get another job that pays this much," said Hagman. In the spring **THIRTYSOMETHING** also signed off the air, sparing viewers the spectacle of watching the weekly whiners slip into their forties. Still, so many questions went unanswered: Will Michael get a job? Will Elliot get a life? Will anyone ever

explain why four-year-old Janie can't talk? Outside Hollywood, other cities suffered real-life losses. New York said goodbye to the country's last **AUTOMAT**. The cafeteria's tiny chrome and glass doors were shut tight, a victim of fast food and nouvelle cuisine. At 10:08 a.m. on April 3 Chicagoans witnessed the first swing of a wrecking ball against the oldest major league baseball stadium—**COMISKY PARK**. On August 1 in the nation's capital readers bought the last copy of **BEN BRADLEY**'s *Washington Post*. He led the newspaper through 26 years, 23 Pulitzer Prizes and the Watergate scandal. Parker Brothers' **CAREERS FOR GIRLS** was discontinued when it was suggested that the choice of "rock star, supermom, animal doctor, fashion designer, school teacher or college graduate" was too limiting. Girls might want to be something else, say, a fighter pilot. Congress agreed. On July 31 it repealed a 43-year-old law that had barred **WOMEN PILOTS** from combat. According to Air Force General Merrill A. McPeak, women can "pull G's" (withstand high acceleration) as well as men. ➤

SAY GOODBYE TO THE
AUTOMAT.

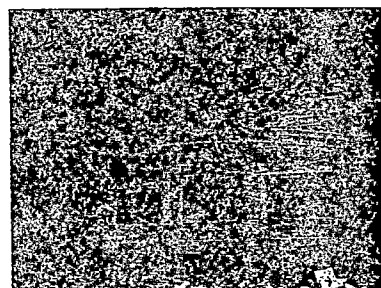


PARKER BROS. NEEDED
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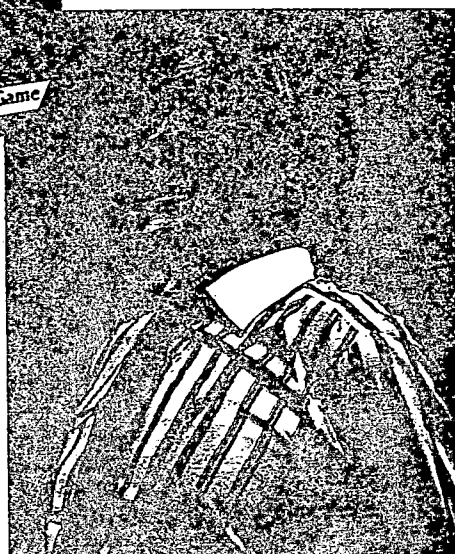


THIRTYSOMETHING'S CANCELLATION
LEFT VIEWERS HOPELESS.

WOMEN PILOTS WON A
SOARING VICTORY.



OLD COMISKY IS NOW A MEMORY.



BEN BRADLEY GIVES UP THE POST.

Our Times

A monthly report on the state of the culture

Sergei Krikalev blasted into space almost one year ago. Back then he was a Soviet cosmonaut, third class. What should he be called today? The country that sent him into orbit has fallen apart; the space program he works for verges on bankruptcy; and while he spins endlessly around the globe 16 times a day, Soviet successor states are arguing about who's in charge of his fate. Krikalev was last scheduled to come down on March 25, but he'd been hearing promises like that for months. (His guitar-playing comrade is a relative newcomer.) Through it all he is told to stay put. Stay tuned. We'll get you down someday.



Krikalev, 31, grew up when outer space was mankind's richest untapped treasure: The U.S.S.R. was funding the world's most ambitious rocket program, and both superpowers measured progress in the number of satellites launched and missile systems developed. But, since Krikalev was last among us, the Cold War has come to an end, his countrymen have found the courage to throw off totalitarianism, the seeds of a new democracy have been planted, and, not least of all, his baby daughter, Olya, uttered her very first words. The events Krikalev has missed are reminders that what's valuable in life is here, in *this* world.

TREND SPOTTING

■ **Edible plates and utensils** may move onto the environmentally correct product shelf at your local supermarket if all goes well in the laboratories at Iowa State University. First, though, ISU scientists have some hitches to work out. The forks and knives aren't yet sturdy enough to cut meat, and the taste... well, let's say the new

product may be friendlier to the earth than to the humans who try to ingest it. The plasticlike substance is made of cornstarch and corn or soy protein. "The texture's still a little hard," said Professor Jay-lin Jane, who's munched a plate or two herself. "At this stage you have to have strong teeth."

■ Breast cancer has joined the list of

calamities for which insurance is available. For premiums of £15 (about \$25) a year for women under 50, twice that for women up to age 69, a British company will pay out £5,000 (\$8,350) when the disease is diagnosed. More than 2,000 policies have been issued since they were first offered in January.

■ Appearances are on the minds of a lot of

people in Santa Cruz, Calif., these days. The famously welcoming town, home to a distinctive mix of computer nerds, aging hippies, fundamentalist Christians and surfers, is mulling an ordinance that would bar **employment discrimination based on, among other things, personal appearance.** More than 500 people flocked to a public

hearing on the issue, held at a local basketball court. Emotions ran high as audience members, some with purple hair, nose rings, or tattooed skulls, bore witness. "My sisters and I aren't your decorations anymore!" declared one woman, speaking for fat women denied jobs because of their weight. A 4-foot-11-inch woman complained of being "vertically challenged."

Employers didn't shy away from the fight either. "If you have green hair, we're not going to hire you," stated one personnel manager. And a city councilman said the only victim of appearance discrimination he knew of was "the guy with the post through his tongue." The council has yet to take action on the ordinance.

SIGNS OF THE '90s

■ The South remains a racially divided region, according to a recent poll conducted by the *Atlanta Journal-Constitution*. Fifty-eight percent of blacks consider the Confederate flag a symbol of racial conflict, for example, while 76 percent of whites think it suggests southern pride. And three out of five blacks think the end of official segregation has either not changed—or worsened—the quality of their lives. "Integration? My high school was about .02 percent white," Demetrius Dougar, an

18-year-old from Houston, told the paper. "I've never had a white friend in school because there weren't enough white people around."

■ Tony Maggerise went to traffic court in Tacoma, Wash., to protest a speeding ticket. The officer didn't show, so the judge had the defendant flip a coin. Maggerise objected—even though the fine was reduced to \$20—but the judge ruled his complaint ex post facto:

"I bet he wouldn't have been griping if he had called it right."

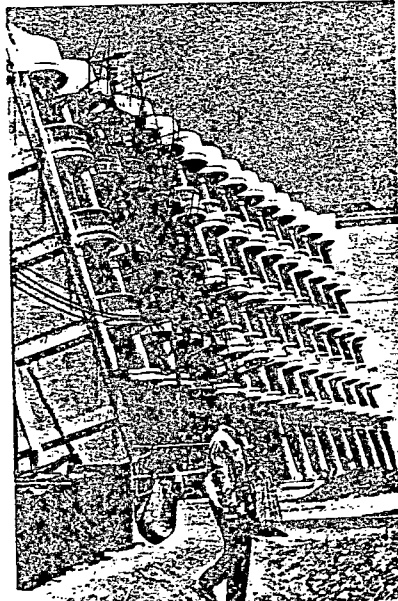
■ The stakes were higher when heads or tails was called in Salem, Oreg. Forced to lay off one of two elevator inspectors with equal seniority, state officials and union reps agreed to decide the matter by a flip of the coin. Nervous laughter filled the room. "That hurt," said the loser, Maggie Greenlee. "That hurt a lot."

■ According to a study of federal trademark applications by a

Philadelphia law firm, big winners among last year's proposed brand names were logos suggesting patriotism and environmental consciousness. Trademarks including the letters "envi" were up 21 percent, and there were 76 applications for brand names containing the words *Desert Storm*. Products proposed included snow globes with armed forces action figures and "dessert storm" puddings.



Keane paintings, those melancholy portraits of waifs with full-moon eyes, are back—with smiles. They're not the only ones laughing: Margaret Keane won a lawsuit against her ex-husband, who had claimed credit for her work.



Twenty miles outside Bangkok, a five-story building was put up on sand and marsh—and then slipped off its foundation. During the building's brief existence, residents dubbed it

LOVE NOTES

■ When Aubrey Lamb ventured a peek on Anna Mahan's cheek, he received an encouraging response. But first grade ended, and Anna's family moved away from Glenville, Ky. Sixty-seven years passed. Then Aubrey, who, like Anna, had been widowed, decided to call. "Do you remember your first-grade sweetheart who kissed you under the old oak tree?" he asked. "Do I remember? I've thought about it a million times!" Anna, who now lives in Livermore, Ky., replied. You know the ending. But when Aubrey, 74, recently got down on one knee to pop the question to Anna, 73,

he asked another one that took her by surprise: "Could you help me up?"

■ A French man went to court to win monetary damages for sexual incapacity after a doctor's mistake

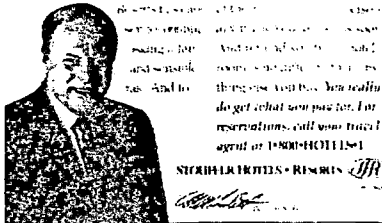
put him on the disabled list. Maybe inflation hasn't hit France: Each lost session of connubial lovemaking, the judge ruled, was worth 300 francs. That's \$54.

■ In a survey by Harlequin, the largest publisher of romance novels, men from Australia, Germany, Italy and Japan said they keep their eyes closed when kissing. Sixty-one percent of American men admitted to peeking.

A HOPEFUL SIGN

■ In Albuquerque, N.M., the nation's first public high school for recovering alcoholics and drug abusers welcomed its first three students in February. That number had quadrupled by last month, and principal Jan Hayes thinks the school will be serving at least 50 kids by next fall. The school is intended as a halfway measure, a stopping point on the students' road to recovery and return to their home school. Students enroll voluntarily and must sign a contract promising to stay clean and in therapy. One of the last issues settled before the doors were opened was what to call the school. Some suggested a vague and suitably Southwestern name, like *Mariposa*, but since part of any substance-abuse program is admitting your problem, the school heard

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Stouffer Hotel Co. President William Hulet makes a personal appeal in new print ads.

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stand what you are buying before
you buy it," Stouffer's Mr. Hulet

save \$150 over a week, you don't
end up with a lousy experience.' "

Mr. Hulet said he doesn't ex-
pect to sway rivals away from
price cutting but is looking to
reach consumers with the ads.

Tom O'Toole, Stouffer senior
director of advertising, said his
company's hotels compete in the
luxury market, where quality is
important.

"We are in the upscale, top tier
of target markets," he said. "Peo-
ple come to us because of our
quality." □

It wins in poll

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more Republicans in agency, cli-
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At ad agencies, 32.1% of survey
respondents are Democrats;
45.5%, Republican; 19.9%, inde-
pendent; and 2.6% said they
"don't know." The advertiser
breakdown is 52.3% Republicans
vs. 31.5% Democrats, and the
media industry is closer, with
40.6% Republicans and 36.8%
Democrats.

Gallup found 39% of those sur-
veyed called themselves Demo-
crats, 30% Republicans and 31%
independent.

"My experience with agencies
in election years is that account
management people tend to be
Republican, creatives have more
Democrats and media people are
somewhere in between," Mr.
O'Toole said.

Mr. Perot also finished first in
all three age categories in the *Ad
Age* survey, with 31.4% support
among those 18-34; 31.6% in the
35-54 age group; and 34% support
among those 55 and older. □

Even cat litter inspires more loyalty than '92 presidential hopefuls

By Scott Hume

Consumers are more strongly committed to their brand of cat
litter than they are to any of three major presidential candidates.

Chicago researcher Market Facts combined a national telephone
poll of 1,000 adults with its Conversion Model, a system origi-
nally developed to understand religious conversion and subse-
quently applied to consumer brand-switching. Market Facts used
the survey to determine how strongly committed the electorate
is to President Bush, Gov. Bill Clinton or Ross Perot.

The answer: Not very strongly at all. Nearly half the respondents
displayed a shallow sense of commitment to the candidates they
said they now favor, setting the stage for a share battle in politics
that could put package-goods to shame.

Market Facts said the levels of commitment are lower than those
registered for every single product category in two years of using
the Conversion Model.

Mr. Perot fared best: 34% of his support was considered strong,
16% of his supporters were considered on the verge of change.

One third of those who said they favor Arkansas Gov. Clinton are
on the threshold of changing their support, according to the study;
only 25% are firm in their support.

Among supporters of President Bush, 30% are strong and 24% are
on the verge of change.

This is the first time Market Facts has applied the Conversion
Model to political research. The levels of firm support it revealed
for all three are low compared with results of similar studies for
consumer goods.

For example, 37% of cat litter buyers are strongly in favor of
their brand choice. Among soft-drink users, 60% are firm in their
choice. Among smokers, 65% aren't likely to change brands. □

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AD Age June 29, 1992

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aid Saatchi didn't sell arketing, but its new ce will reduce Saat- ad costs.

or managers at Life- ing include Chairman xon and Senior VP al.

Properties handles as- for General Motors ck division and the ing Federation, while xeting International e United Service Or- GM and Carvel Corp. pe will be run by a osed of top managers the three companies. elocate this week to at 345 Park Ave., new phone number is 76. □

takes calls seriously: of complaints is fac- Brand Delivery Index each store, as are om "mystery shop- sit stores to check : quality and clean-

Restaurant Associa- leased in January in- tion to customer sat- wise strategy. Asked tributes of fast-food onds to the tele- rated cleanliness of rea the highest, fol- aracy of order filling. "Reasonable prices" ranked No. 6, two rungs below receiving correct change.

Price ranked No. 7 in respond- ents' desires from moderate-price restaurants, be- hind cleanliness, food quality, freshness of ingre-



Volvo thinks political in humorous new ads

By Raymond Serafin

Volvo is campaigning for car buyers with a series of humorous open letters addressed to major political candidates.

"President Bush, Gov. Clinton, Mr. Perot: Here's our program to preserve family values in America," reads the headline in the first print ad that broke as a spread June 3 in *The Wall Street Journal*.

"Vice President Quayle: What do you think of these family values?" asks the headline in a spread June 4 in *USA Today*.

Those were the opening shots in a two-month, \$10 million-plus campaign touting new consumer incentives on Volvo cars, involving special lease rates or low-interest financing on purchases. Volvo Cars of North America is also offering for the first time free factory-scheduled maintenance, for three years or 50,000 miles, on vehicles bought or leased through the end of this month.

The campaign will include new print executions and some commercials play- ing off the political theme that will

break on spot TV about the end of this week, said Robert Austin, director-com- munications group for the importer. Volvo will run the print ads in major market newspapers and will make the ads available for dealer use.

"'Family values' has been in the news a lot during the election campaign, and we wanted to capitalize on that in a tongue-in-cheek manner," Mr. Austin said. "'Family values' is what Volvo is all about."

Ads from Messner Vetere Berger Carey Schmetterer, New York, also refer to Volvo's reputation for safety, with fea- tures such as anti-lock brakes, driver's side airbags, energy absorbing construc- tion and reinforced steel passenger cages.

Volvo sold 29,598 cars in the first five months of 1992, down 7.9% from the same period in 1991.

"Incentives are still driving the mar- ket," said Mr. Austin, explaining why Volvo decided to go with the program. "Frankly, consumer confidence is not as high and not as consistent as we'd like to see." □

Greer

(Continued from Page 1)

need to respond and how to make an issue out of them.

Bush already has a serious problem with his image and has a lot of repair work to do before he can go on the attack. I think they think they're going to have a rerun of 1988 and may be plan- ning at Republican headquarters the most negative campaign in history. They've made a strategic error if they think they can run that kind of a campaign.

AA: Where do you see Bush as vulnerable?

Mr. Greer: On the issues of ef- fectiveness, being out of touch, having failed to be involved, hav- ing no agenda for the future.

AA: Are there negative ads you would not do, even if true?

Mr. Greer: I can't deal with that hypothetical. I think all adver- tising should be truthful and based on fact and be perceived by peo- ple as [making] a fair and legiti- mate charge . . . Ultimately it's the candidate—as it should be—who makes the decision as to what to run.

It's much more difficult to go hard negative [in a three-way race].

AA: Doesn't a Perot candidacy change everything, from the num- ber of ads produced to the media- buying strategy?

Mr. Greer: Perhaps. Perot may end up spending three times as much as the Bush and Clinton campaigns. It makes the task of targeting buys and allocating re- sources and creating efficiencies much greater . . . Perot, I think, creates more problems for the Re- publicans than for us. In a state like Texas, he may create real problems for Bush.

AA: Does that make spot TV and cable even more important?

Mr. Greer: Yes, yes, yes. We pay a lot of attention to spot and cable and innovative ideas like 30- minute programs. In 1988, the Re- publicans placed more than 80% of their buys in spot, the Demo- crats about 60% in network. That's amazing. [The Republi- cans] did very careful spot buys, and we will do the same this year.

AA: What were the mistakes of the 1984 and 1988 campaigns and how do you avoid repeating them?

Mr. Greer: There was no clear strategic road map from the be-

veiled guerrilla effort through the Americans for Bush [political ac- tion committee] to establish nega- tives early.

AA: Will Roy Spence, president of GSD&M, Austin, Texas, be in- volved in Gov. Clinton's advertis- ing?

Mr. Greer: A little of that de- pends on his time. He's offered a lot of ideas about the convention, the program, its production.

AA: Who are some of the ad people you expect to join you?

Mr. Greer: I won't say. For some, it creates a problem busi- ness-wise. We've met with a num-

"I think all adver- tising should be . . . perceived by people as [mak- ing] a fair and le- gitimate charge."

ber of agencies and talked to them about creative teams. We tried to explain to folks in commercial agencies that we want copy- writers and art directors, not ac- count execs.

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