

Scrapped sweeps gets 300 'winners'

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The company believes it has received most of the winning entries mailed before the cancellation. A spokesman said none was for more than \$1,000.

The match-and-win sweeps, advertised in newspaper inserts nationally on May 19 and 20, was canceled via another ad in the same papers a week later because too many winning game pieces were printed for some of the prizes and too few for others. That caused the winning odds to be misstated in the original ad.

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Other news

R.J. Reynolds Tobacco Co., Winston-Salem, N.C., has revised its ad campaign for Sterling cigarettes to include disclaimers. That action comes after resistance from Schieffelin & Co., New York, over RJR's use of Moët & Chandon's Dom Perignon champagne in print ads. Schieffelin asked RJR to cease using Dom Perignon in the ads (AA, April 30). The ads now are using Bang & Olufsen stereos, Steinway pianos and a Porsche au-

tomobile to project an upscale image of the cigarette brand. All include disclaimers, for example: "Bang & Olufsen is a trademark of Bang & Olufsen Inc., which does not make or license Sterling cigarettes." A Bang & Olufsen spokesman said that the Danish marketer of designer stereos was "pleased" with the free product exposure in the advertising. Ted Bates Advertising, New York, handles. Meanwhile, RJR reports its Salem Spirit concert series, now in its third year, will consist of 120 concert dates—90 starring Alabama, the award-winning country music group, and the rest pairing Alabama with singer Juice Newton. Last year, Salem cigarettes backed 30 concerts starring those acts.

U.S. News & World Report Inc.'s board on June 8 postponed an expected announcement on the sale of the company (AA, June 4). The board had twice extended its June 5 deadline for considering bids from five to seven contenders, stating it had done so at bidders' requests. *U.S. News* staffers had expected a decision last week, in advance of a major editors' meeting scheduled for the June 9-10 weekend. One bidder, West Germany's Gruner & Jahr, confirmed that it was offering \$150 million, in line with earlier estimates of the company's likely sale price.

DYR, the Young & Rubicam-Dentsu joint venture, is opening its first office in Europe. The agency announces today that John Pare has been named exec vp of DYR, based in London, and area manager for Europe and Southeast Asia. Mr. Pare's main function will

be to "establish and develop DYR in Europe," the agency says. Mr. Pare was previously Y&R's Asia Pacific director.

PeoplExpress, Newark, N.J., christens low-cost, one-way service between Los Angeles and Newark on June 16. The move may trigger a transcontinental fare war as major carriers vow to match the low-cost airline's \$119 fare for the nonstop flight. Already, United Airlines, Elk Grove Village, Ill., says that as of June 16 it will match PeoplExpress' fare on that route. On July 1, United will add a third flight on the route. PeoplExpress, meanwhile, is promoting the new fare by urging travelers to "Fly smart to New York" in a \$500,000 newspaper ad campaign in Southern California. Radio ads will follow. Plapler & Associates, New York, handles.

"Madison Avenue," a musical about the ad business, will open next October off-Broadway in New York at the Nat Horne Theatre. Doyle Dane Bernbach's Paul Streitz wrote the script and lyrics, and Wells, Rich, Greene's Robert Moehl wrote additional music and lyrics.

Nabisco Brands has named chairman Robert M. Schaeberle, 61, to the additional title of chairman of the executive committee, while F. Ross Johnson, 52, former president and chief operating officer, was elected vice-chairman and chief executive officer. Together they comprise the new office of the chairman. James O. Welch, 53, formerly president, Nabisco Brands USA, succeeds Mr. Johnson as president-chief operating officer.

last minute news

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and Miller has filed suit against Anheuser-Busch in a Milwaukee federal court seeking a declaratory judgment that the LA initials are a generic description. A similar suit filed by G. Heileman Brewing Co. already is pending in Milwaukee. Stroh Brewery Co., Detroit, lost its bid to use LA (AA, May 28). Miller says that an agency for the new brand has not been designated, but sources say that Leo Burnett USA, Chicago, has been working on the project and will get the assignment.

B&B abandons civil suit against Ferrarese

NEW YORK—Benton & Bowles has dropped its civil suit against former B&B vp Albert Ferrarese. Mr. Ferrarese pleaded guilty a month ago to criminal charges that he embezzled more than \$3.5 million from the agency. In papers filed last week in New York state's supreme court (a state court but not the state's high court), the parties in the case agreed that the action had been "settled and discontinued." Mr. Ferrarese will be sentenced on the felony count next month.

Other late news

● **BOSTON—Marshall's**, the off-price division of Melville Stores, will hear presentations from Hill, Holliday, Connors, Cosmopolis; HBM/Creamer, and Arnold & Co. this week for its estimated \$22 million account. Media buying has been handled in-house, while creative has been done on a project basis by Norfolk Partners.

● **BOCA RATON, FLA.—IBM** plans to break a new wave of advertising for its personal computers, perhaps as early as this week. The ads will support price cuts announced last week. Lord, Geller, Federico, Einstein handles. The price cuts, ranging between 18% and 23%, are accompanied by new versions of the machines that offer increased memory. No changes were announced in the troubled design of the PCjr.

● **NEW YORK—Sterling Drug's** d-Con subsidiary is rolling into the Sunbelt with d-Con Exact. The roach and ant killer comes in a felt-tip "pen" dispenser to "kill bugs in places where you can't spray." Tv, print and couponing are planned. Warwick Advertising handles.

● **NEW YORK—Loews Corp.'s** Lorillard division breaks a new, laser-cut filter for its True cigaret brand in July with spread ads scheduled for national magazines and Sunday supplements. Outdoor boards and point-of-purchase materials also will be used. The new filter delivers "unprecedented taste from ultralow tar," Dancer Fitzgerald Sample says.

● **WASHINGTON—USA Today**, Gannett Co.'s national newspaper, will begin test distribution in Europe and the Middle East on July 10 (AA, Jan. 9, et seq.). The international edition will be a scaled-down two sections. It will be printed in Westchester County, N.Y., and airlifted overseas. Sale price will be about \$1 per copy.

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