

Which investment
letters beat the market?

Levi Strauss'
golden denim

How to get more from
your personal computer

February 26, 1996

\$4.00 (Canada \$4.50)

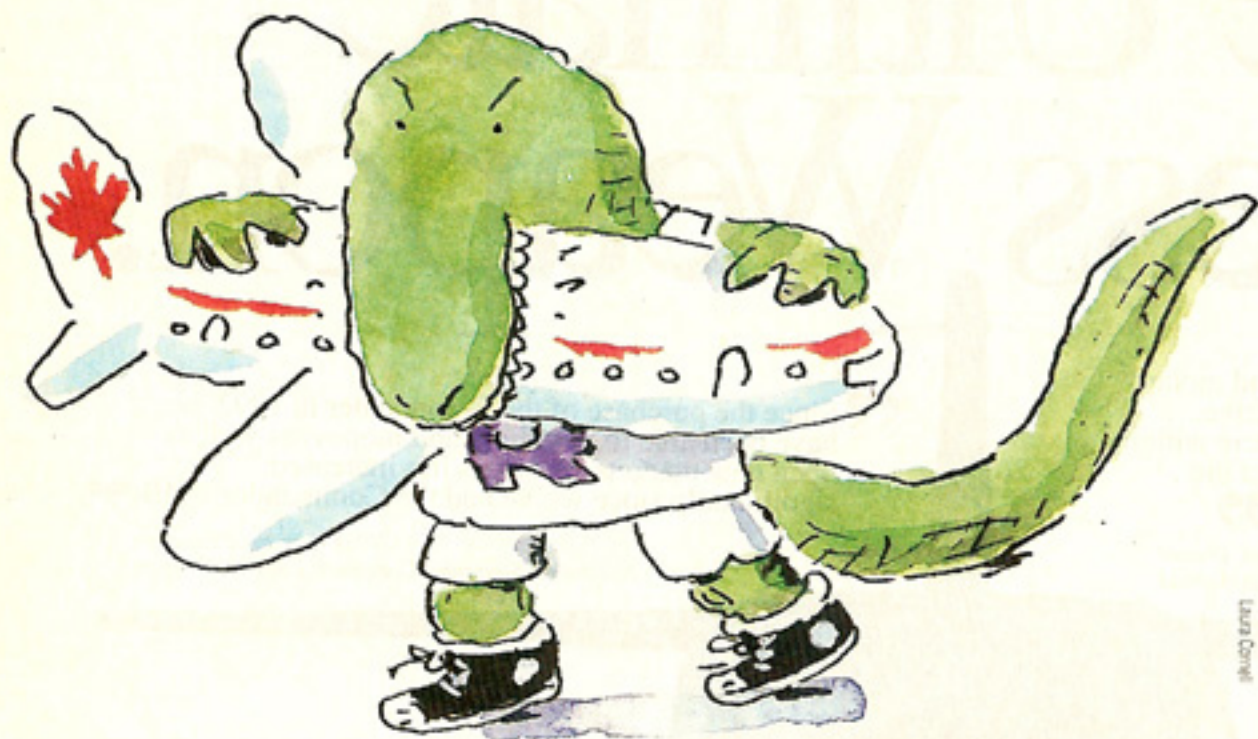
Forbes

The cheapskate billionaire

"I keep buying
businesses that
don't have earnings.
The Plaza Hotel—
that's not my style."
—John Kluge



Dissed!



FROM THE bite-the-hand-that-feeds-you department: Toronto's new NBA team, the Raptors, recently dropped Air Canada as its charter carrier after players complained about crummy food, late flights and snotty service. The team now uses SportHawk International, a charter service. But when

the Raptors take to the court in fall 1997, they'll be playing ball in the Air Canada Center; the airline shelled out nearly \$15 million to put its name on the new arena. The Raptors' flacks assure Informer that relations with the carrier are still peachy. Just so long as the players don't have to use it?

Asset stripping

IN THE 1970s Playboy Inc. caught so much flak over its risqué stock certificates that it toned them down. The lesson is lost on Million Dollar Saloon, Inc. The certificates from a recent public offering for the swanky Dallas strip joint feature photographs of club dancers flanking a languid ecdysiast from the 1920s. Dealers in collectible stock certificates are snapping them up.

Tunnel vision

EX-GOLDMAN, SACHS partner Lewis Eisenberg got real lucky when New Jersey Governor Christine Todd Whitman appointed him chairman of the Port Authority of New York & New Jersey. What a strange political appointment, considering the part he played in the sex scandal that

The royal treatment

FORMER PRESIDENT Gerald Ford descended the stairs from the lobby of Manhattan's Waldorf-Astoria Hotel recently to find reporters and photographers crowded at the entrance below. He waved and smiled. No questions were asked, no cameras clicked. Ford barely escaped being bowled over as the news-hounds hurried to surround the Duchess of York, who was just behind him. Looking hurt, Ford stepped quietly into his waiting limo and sped off.

Debt-ridden Duchess of York
When Fergie met Jerry.



rocked Goldman and the financial community in the late 1980s. Eisenberg's secretary accused him of sexually harassing her. The truth ended up being that yes, they had a brief affair, but no, she was never harassed. All charges were dismissed, though Eisenberg did resign. Snaps Whitman's press officer: "Oh, please!"

Million Dollar Saloon's stock certificate
Fleshy and flashy.





Remember Pompeii

HEY, cigarette smoking is natural! That was the pitch from a Benson & Hedges ad in Germany that fea-

tured a smoke-belching volcano over the caption "Mother Earth smokes too, after all." Tell that to the victims of Vesuvius.



Don't just do something, sit there

WHAT DO YOU DO if your challenging help-wanted ad gets no takers? Try what FH Co., a Norwegian importer and distributor, did. After striking out with a call for dynamic,

self-motivated employees, FH placed the following ad in the local newspaper in Sandefjord, a town south of Oslo: "Tiresome and boring wholesale company seeks indolent people with a total lack of service mindedness for a job that is completely without challenge." Bingo, 130 calls. ■

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