

Up Front

OVER THERE

'HATE TO EAT AND FLY, BUT...'



NICE PAD: "Whopper Chopper"

NOW THAT THE DRIVE-through window is a fixture of the fast-food world, Burger King is perfecting the fly-through. A Burger King in suburban London dubs the addition to its regular restaurant the "Whopper Chopper," a landing pad where helicopter pilots can drop in, grab some grub, and fly out without leaving the cockpit.

Pilots call first to alert

Burger King that they are landing. An employee dashes out and calls the order in. Then it is delivered to the waiting chopper. "This is more like the old diners where someone comes out to take your order," says Jon Clarke, a BK spokesman in London. "It's a bit more personal."

Pilots agree. "I think this is a great idea," says Mark Barry-Jackson, an Aero-mega pilot. "Finding suitable places to stop and refuel passengers has always been difficult." The landing pad, which is under a helicopter traffic lane, was so popular it was closed over the Christmas holidays so it could be made big enough to handle military choppers, whose pilots had heard about the place. **Burger King, still testing the concept, won't comment on its profitability. But the fly-through is an idea that may just take off.**

Dennis Blank

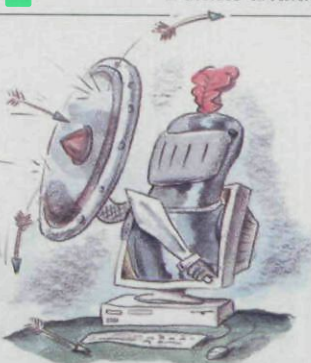
I-WAY PATROL

CAUGHT IN THE SPAM CROSSFIRE

TIRED OF SPAM—THE JUNK E-mail, that is? So are a lot of companies. But they are discovering that combating spam can kill their E-mail.

How so? Spammers often route messages via a third-party network, disguising their real address. To screen out spam, Mail Abuse Prevention System (MAPS), an anti-spam outfit, keeps tabs on which Internet providers, willingly or not, have been used to send spam. When one lands on its "shame" list, watch out. Companies using the MAPS blacklist will block everything from the offending systems, including legitimate E-mail. So companies unaware that MAPS deems their Internet connection a spammer can be shut down.

Lantus Systems, for exam-



ple, a Richmond (Va.) firm that sells a database of Y2K-compliant companies, was shut down for three days because a spammer used its Net provider. Already, big networks like EarthLink and Microsoft's MSN Network won't let third parties use their Internet servers because MAPS found that spammers once invaded them. **MAPS acknowledges that incidents like Lantus's occur. But it considers them a small price to pay for a spam-free world.**

Roy Furchgott

DRAWN & QUARTERED

BY AUTH FOR THE PHILADELPHIA INQUIRER



MAD AVE

PLASTER EVERY MOUNTAIN

ASK YOUR SKI INSTRUCTOR at Vail or Beaver Creek the time, and the teacher will check his or her \$1,000 TAG Heuer watch and say "1 p.m. It's TAG time." Then you're likely to note the 200 TAG Heuer clocks around the resorts, the TAG Heuer logo on the instructors' uniforms, or the Vail ski trail dubbed "Inner Strength," after the watchmaker's ad slogan. Yep. It's safe to say TAG Heuer owns bragging rights to these two Colorado mountains.

"Sponsoring" a mountain is an increasingly hot promo-

tional trend. Vail alone has 15 other sponsorships from the likes of Sprint, Coors, and Pepsi, which make six-figure payments to plaster their ad slogans on trails and proffer products there. Two coffee companies, Starbucks and Allegro, even fought to sponsor Vail's Cappuccino and Espresso trails. Allegro won.

Now, Aspen and Copper Mountain in Colorado, Mammoth Mountain in California, and Whistler in British Columbia are all also looking for deep-pocketed sponsors. No one seems to be complaining about the rampant commercialism. **In fact, ski instructors at some resorts would like a little more. They want those free \$1,000 watches.**

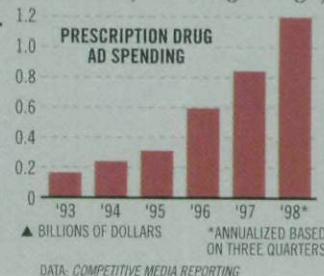
Joan Oleck



THE BIG PICTURE

HEY, BIG SPENDER

Cal Ripken Jr. plugs Prinivil, for hypertension. Bob Dole promotes Viagra, for you-know-what. Prescription drug ads are booming. The heavy hitters? In the first three quarters of '98, Glaxo-Wellcome spent \$134 million, Schering-Plough, \$129.9 million.



DATA: COMPETITIVE MEDIA REPORTING

FOOTNOTES U.S. Supreme Court decisions on sexual harassment in 1998: 4; in 1993: 1; in 1986: 1