

**Signals in the Static:** **Daryl Hannah** and **Chris Noth** will appear in short films on amazon.com during the holiday season. Motley Crue members **Tommy Lee** and **Vince Neil** will star in separate TV reality shows. **Morris the Cat** and the **Energizer Bunny** return as brand characters. **Lauren Bacall** turns 80. Died: **Maxwell Dane**, 98, a founder of the landmark DDB ad agency; **Red Adair**, 89, extinguisher of oil well fires; **Fay Wray**, 96, movie star famous for struggling and screaming while in **King Kong's** hand in the classic 1933 film.

**Iron City Beer** introduces a new 12-oz. aluminum beer bottle that stays cold for up to 50 minutes longer than a can. **Francis Ford Coppola's** winery packages Sofia Blanc de Blancs in pink metallic 6.5-oz cans (\$20/4-pack) that include a mini-straw. The **Trust Lounge** in NYC's trendy Meatpacking District becomes the first U.S. bar to feature the "Alcohol Without Liquid Machine" (\$3,600) that transforms whisky or vodka into a mist to be inhaled. **Tylenol** introduces **Cool Caplets**, adult-strength headache tablets with a strong mint taste.

**Blockbuster** and **Kroger** supermarkets are testing an identification system that enables customers to pay for their goods just by placing their finger on a scanner and typing in a passcode. **Honda**, with the help of **IBM**, will roll out new cars that respond to verbal driver queries and commands with a natural-sounding text-to-speech voice, including turn-by-turn directions. Honda's system recognizes cities and addresses in the continental U.S., as well as restaurant names listed by Zagat Survey. **Christian Dior** has created three designs for contact lenses, which feature a glitter, black, or gold ring around the iris (\$100-145/pair).

**New York Dog**, an upscale magazine (\$4.95/copy) that features dog horoscopes and obituaries, dog dieting tips, and "dog psychology" advice, debuts this fall. Readers of **Jane** magazine are being encouraged to take pictures with their camera-phones of ads in the September issue and to then email them to the magazine for freebies from those advertisers, including mp3s, clothing, and gift certificates. The October issue of **Playboy** features several digital video game characters posing in the nude. The first prime-time network TV spots for elective cosmetic surgery will air on Sept. 23 during **Extreme Makeover** on ABC-TV.

**Cuddle Parties:** The newest craze for NYC singles involves hugging strangers while wearing pajamas (\$30 entrance fee). Strict rules prohibit any nudity or sexual contact. *Reuters*.

**Broadband Wins:** In July, for the first time, high speed connections surpassed dial-up services in the U.S. 63 million people connected through broadband, compared with 61.3 through narrowband. *Wall St. Journal*.

**Back-To-School Fashion:** The hip go conservative: Tweed jackets accessorized with flowers, rhinestone pins and costume jewelry, feminine dresses cinched with fitted '50's waistlines, petticoats and soft sweaters.

**Too Much Marketing?** A recent survey found that 69% of adult Americans are interested in products that allow them to skip or block advertising; 65% feel constantly bombarded by too much advertising; and 33% would actually prefer a lower standard of living in order to live in a society without marketing and advertising. *Yankelovich*.