

Signals in the Static: **Jane Fonda** will return to movies after a 14-year absence, starring with **Jennifer Lopez** in *Mother-In-Law*. Paramount is developing a biographical feature film about **Bob Dylan**, to be directed by **Todd Haynes**. Dylan will be played by at least seven different actors, including a woman. The **Boeing 747** turns 35. **Ronald Reagan** turns 93. Died: **Lutèce**, 43, once the premier French restaurant in NYC; **Sam Rubin**, 85, who first put fresh popcorn in movie theaters; **Mary-Ellis Bunim**, 57, creator of MTV's *The Real World*; copywriter **Jim Jordan**, 73, author of slogans including "Delta is ready when you are," "Wisk beats ring around the collar," and "Tareyton smokers would rather fight than switch."

The *Baltimore Sun* reports that drivers are accessorizing their cars with fake bullet holes. **Wal-Mart's** in-store TV network will broadcast news alerts from **Fox News** in 2,400 stores. This month, **Fox-TV** will air "The Littlest Groom," where a dozen dwarf women will compete with average-size females for the affections of a 4-foot-5-inch bachelor. Disney is selling the town of **Celebration, FL**, a planned community, opened in 1996 and marketed as a nostalgic "small town" (JOHO, 9/94).

The Poker Boom: In just six months, the **Travel Channel's** weekly *World Poker Tour* series became its most-watched program. Cable competitor **Bravo's** *Celebrity Poker Showdown* also achieves top ratings. **ESPN** regularly replays the *2003 World Series of Poker* and will broadcast the 2004 event in May. Card-playing movie stars such as **Ben Affleck** and **Matt Damon** have actively promoted the game, increasing its appeal to a younger generation. In Atlantic City, actual casino poker revenue rose 30% last year. *Courier-Post (NJ)*.

New Products: **Burger King** rolls out a low-carb Whopper burger that is served in a bowl (without the bun), joining products like low-carb **Hershey** bars, low-carb **Skippy** peanut butter, and low-carb **Doritos**. The hippest cocktail of the moment combines **Hypnotiq** (cognac, vodka and fruit) with **Hennessy** for a drink known as "The Incredible Hulk" because of its green color.

Wrigley's receives a patent for chewing gum that will deliver sildenafil citrate, the same drug found in **Viagra**. **Mattel** will introduce a line of "Batman" toys that can receive digital signals from TV cartoon shows, enabling the toys to move, speak, or interact with the action on the screen. **Chrysler** showcases the 12-cylinder, 850-hp ME412 coupe, able to reach a top speed of 250 mph.

"Rocketing": "According to research for his book, *The Millionaire Next Door*, by Thomas Stanley and William D. Danko, 70 percent of millionaires have their shoes resoled and repaired rather than replaced, and the average millionaire spends about \$140 on a pair of shoes. After Visa and MasterCard, the most common credit cards in the millionaire's wallets are charge cards for Sears and J.C. Penney. The typical millionaire paid \$24,800 for his or her most recent car or truck, which is only \$3,800 more than the average American. In other words, they shop the way most Americans shop, in that confused hierarchy-busting manner the market researchers now call *rocketing*. They spend lots of money on a few items they really care about—their barbecue grills or their lawnmowers—and then they go downmarket to Wal-Mart to buy most of the other stuff they don't care about. This isn't upper-class consumption or even relentlessly middle-class consumption. It's mixed-up no-class consumption." —David Brooks, *New York Times*.