

## Group awards citations for misleading ads

WASHINGTON (AP) — From Erector sets to cars to models in a ladies-wear catalog, consumer groups complained Wednesday about advertisements they said were misleading. They staged a mock awards ceremony, announcing the winners of 10 dubious achievement citations.

The companies fought back, defending the ads as accurate.

"It makes me wonder who put them up to this," complained Fred Hammond of Volvo, criticized for an ad comparing the handling of its station wagon with that of a BMW sedan.

The Consumer Federation of America singled out a Volvo ad suggesting the car is faster and handles better than the BMW. The consumer group contended the cars were not tested equally.

Hammond noted the group echoed a BMW complaint, taken to binding arbitration with the Better Business Bureau's advertising division and dismissed because the bureau found the Volvo ad fair, responsibly done and accurate.

On the toy front, Meccano Inc. drew criticism for an ad showing a fire truck built using its Erector set. The U.S. Public Interest Research Group complained it took more than 13 hours to build the truck, which then did not run as quickly as the ad implied it would.

She added that the instructions suggest beginning with simple projects and working up to something like the fire truck, the most complicated project.

One ad listed this year resulted in a \$25,000 fine to United Airlines, for failure to disclose the comparison fare in ads in February promoting a 40 percent discount.

The disclosure was dropped inadvertently, spokeswoman Connie Huff said, and appears in ads now being run by the airline.

Other ads criticized included a Procter & Gamble ad for the artificial fat Olean, a Nationwide Insurance ad implying it offers hurricane protection when it is cutting back on sales in coastal areas, the Lane Bryant catalog for using thin models to sell clothes in plus sizes and the Connecticut Light & Power direct-mail ad to New Hampshire customers, implying it produced environmentally friendly hydroelectric power when nuclear power was used.

## Theatrix Double Feature dabbles with improvisation

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"I want them to get excited about people moving," she said. "I want them to want to get out of their chairs and join in."

The second show of the evening is "The New Chautauqua," an improvisation piece directed by Layne Ehlers. This Ehler's fourth improvisation piece.

"Because it is improvisationally based, the actors have more freedom," Ehlers said. "The playwright told us specifically not to worry about the lines verbatim. The actors need to feel comfortable with what they're saying."

Martinez said this comfort and improvisation were important for getting into character and interacting with the audience.

Cast member Andrea Marzullo added that improvising allowed the cast to feel more involved in the production.

Many cast members said the improvisational aspect, coupled with the play's humor, allows the play's messages on prejudice and racial tolerance to come across more clearly to the audience.

"It (the piece) really sends a strong message, but it has the ability to do it with humor," Marzullo said. Marzullo added that the diverse ethnic and economic backgrounds of the cast have created an interesting and enlightening experience for its members.

The Double Feature will run Thursday through Sunday at 7 p.m. in the Studio Theatre of the Temple Building. Admission is \$4.

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