

# TEMPO



**Sara Pearce**  
A la carte

## Sweeney's offers fish sans frills

Ron Sweeney has what he thinks is a better idea — a no-frills seafood restaurant where you can roll up your sleeves, peel some shrimp, guzzle down oysters, eat homemade cobbler and not spend a fortune.

An added bonus: The entire restaurant will be non-smoking.

He's calling it **Sweeney's Seafood House**, and he hopes to open it during the last week of August at 8372 Reading Road (formerly **The Gondola**) in Reading.

Although Sweeney's most recent experience was with Americorp Diners (**The Diner, InCahoots**), he spent eight years with the **Charley's Crab** chain.

He's still testing dishes but says that the menu will feature only fresh fish, prepared "under a hot broiler or on a grill, without elaborate sauces."

There also will be raw oysters, steamed mussels, shrimp in the shell, fried oysters, scallops and shrimp, and basic side dishes — cole slaw, boiled red skins, stewed tomatoes and creamed spinach.

The decor will be modest — oil cloths on tables, paper napkins and place mats — and dinners will be \$8.50 to \$13.50.

## No smoking law adopted in Chicago

THE ASSOCIATED PRESS

CHICAGO — This city known for cigar-chomping politicians and smoke-filled rooms Sunday became the latest to try to clear the air, banning smoking in a host of public places ranging from taxis to train terminals.

Despite the threat of fines, there were already indications of rebellion.

"I'll smoke in my own cab no matter what the law says," said taxi driver Dean Davis, 44, a three-pack-a-day smoker.

"I will never tell a passenger not to smoke," said Davis, who had two packs of cigarettes sitting next to him on the front seat of his cab.

The ordinance, passed May 25 by the city council:

- Bans smoking entirely in enclosed public areas such as meeting rooms and taxicabs and requires restaurants with 40 seats or more to set aside smoking and non-smoking areas.

- Requires that at least half the areas of airport terminals, train stations and bus depots be non-smoking.

- Requires employers to designate smoking and no-smoking areas if workers request them. No smoking signs must be posted in all designated areas.

Bars and private meetings are exempt from the ordinance, which is similar to regulations passed by several other cities, including New York and Los Angeles.

Police will follow the rule of "persuasion and warning to seek compliance," said Lt. John Culloton, adding that investigating complaints of illegal smoking will not be a top priority.

"With all the calls we get for rapes, robberies and everything else, that won't be often," he said.

Chicago Mayor Eugene Sawyer favors the new law, which was supported by 33 aldermen.

## Philip Morris Pulls Ads in Connoisseur; Cites Editor Hoving

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By BETTY WONG

Staff Reporter of THE WALL STREET JOURNAL

NEW YORK — Philip Morris Cos. will no longer place its cultural affairs advertising in Hearst Corp.'s *Connoisseur* magazine, citing critical comments made by its editor.

In a June 8 article in *The Wall Street Journal*, *Connoisseur* editor Thomas Hoving said arts institutions "prostitute themselves" by inviting tobacco companies to donate money in exchange for their prestige and status. He also said in regard to Philip Morris: "The arts world should grow up and not accept this tainted money." Mr. Hoving is the former head of the Metropolitan Museum of Art.

The article discussed donations by tobacco companies to arts institutions. A Philip Morris spokesman said the tobacco, food and beer company makes sizable donations to various groups, of which only 20% is allocated to the arts.

A Philip Morris spokesman said the cancelled ads cost "about \$50,000" a year and that ads for Philip Morris products wouldn't be affected. *Connoisseur* receives no other type of ads from Philip Morris.

A *Connoisseur* spokesman confirmed the \$50,000 gross billing figure. *Connoisseur's* 1987 total ad revenue was about \$12 million.

Mr. Hoving said he received a letter last month announcing Philip Morris's decision from Joseph Corr, president of Corr & Till, the advertising agency that places cultural ads for Philip Morris. Mr. Hoving said the letter called his comments-hypocritical, citing, among other things, that *Connoisseur* accepts Philip Morris ads.

In a postscript, Mr. Corr asked if Mr. Hoving spoke for all Hearst publications. Mr. Hoving said he took what he called the "snarling little postscript" as a threat that Philip Morris's event-sponsorship ads may be pulled from other Hearst publications as well.

A Philip Morris spokesman said the letter was sent at Mr. Corr's suggestion and with Philip Morris's approval to "help Mr. Hoving be less hypocritical." He said "there was no implied threat" in the letter and denied the company would pull ads from other Hearst publications.

Mr. Corr didn't have any additional comment.

*Connoisseur's* publisher, David McCann, emphasized Friday that the publication's editorial department has nothing to do with advertising, so he didn't think Mr. Hoving's remarks were hypocritical. "I suspect that for good publications it is not uncommon to lose advertising revenue because of adverse articles. This is not a first. But it's a first [for *Connoisseur*] with Philip Morris." He added, "I'd do exactly the same thing" if he were Philip Morris.

Earlier this year, RJR Nabisco Inc. pulled its account from the giant ad agency Saatchi & Saatchi PLC after the British concern created an ad for Northwest Airlines extolling the carrier's no smoking policy on all domestic flights.

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