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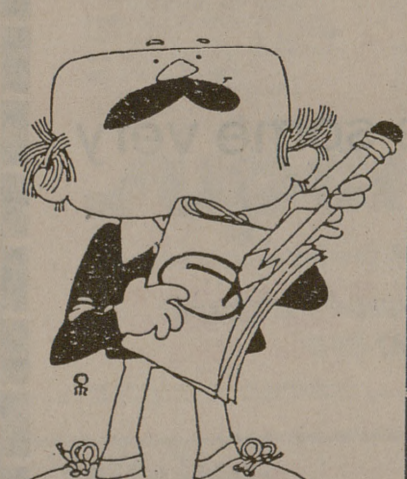
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# 'Ultraconsumers' buying up premium products

NEW YORK (AP) — Premium product makers, and those who would like to be, take heart. One of the nation's leading advertising agencies says a creature called the ultraconsumer is ready, willing and eager to buy what you're selling.

In a new study, Grey Advertising Inc. says it discovered the group while trying to find out who was keeping new gourmet shops and clothing boutiques in business.

It couldn't be a newly affluent society, Grey executives reasoned. That group hasn't grown much in the past decade, they said.

And it couldn't be young urban professionals because the Grey executives said there are too few of them as well.

Grey researchers found instead a group that it calls ultraconsumers, estimated to be 26 million strong and hailing from a wide range of income, age and occupational backgrounds.

What they shared is an attitude. "As a group they feel they can, in fact they must, have it all," said Barbara S. Feigin, executive vice president at Grey and head of its marketing and research department.

Based on interviews with 181 adults making more than \$25,000 a year and ranging in age from 21 to 50, Grey researchers found that the majority it called ultraconsumers demonstrated a distinct preference

for premium products, from sparkling water to designer clothes.

While ultraconsumers have some traditional goals, they see themselves as being very different from their parents in how they live and spend their money, Feigin said.

They are more apt to be single, childless and urban than their traditional counterparts, but were also found among the married, those living with children and those living in small towns.

Even though they may be into debt for some premium products even if the ultraconsumers are about the future and having a wish list that "just won't stop," Feigin said.

Ultraconsumers go for products even if the items themselves don't cost much — "relative luxuries," noted Rick Karp, executive vice president of creative services at Grey.

## Deaver

(continued from page 1)

er's testimony was compared to that of several former and current Reagan administration officials in regard to Deaver's business contacts involving Puerto Rico, Japan and West Germany. CBS News also said sources indicated Deaver testimony had differed from that of U.S. Ambassador Richard Burt.

NBC said the subcommittee report also cited Deaver's contact with then-national security adviser Robert McFarlane and Mike Mansfield, the U.S. ambassador to Japan.

NBC also mentioned a meeting between Deaver and White House budget director James Miller III involving the B-1 bomber, manufactured by Rockwell Inc., a Deaver client.

Deaver, a longtime friend of President and Mrs. Reagan, has been the target of an investigation into allegations that he violated ethics laws which prohibit former government officials from lobbying on matters they handled while in office within a specified period of time.

On May 30, after Deaver himself

had requested the appointment of an independent counsel to look into the charges, Whitney North Seymour Jr. of New York was appointed to conduct the investigation. Seymour is a former federal prosecutor.

Among the allegations that Seymour was investigating was that Deaver improperly lobbied the Reagan administration on the issue of acid rain. Deaver signed on as a lobbyist for the government of Canada last year after he left the Reagan administration.

## Walker

(continued from page 6)

pected to be formalities.

In Thousand Oaks, Calif., where his team is training, Cowboys president Tex Schramm said he would like negotiations to start as soon as possible.

"This afternoon's OK with me," Schramm said. "Time is one of the essentials now, both for the Cowboys and for Herschel. It's one thing to just be out jogging,

but there's a difference in conditioning, particularly in running back. You have to be and take the hits."

Schramm said he doesn't know when the Cowboys open season Monday night Sept. 7 at home against the New York Giants, who are favored to defeat them in the NFC East. Walker said he is in good luck and the good get ready quickly.

## Sherrard

(continued from page 6)

Sherrard for the Cowboys' third exhibition game against the Los Angeles Raiders a week from Saturday. There was no indication Sherrard would play against San Diego this Saturday.

The UCLA wide receiver will donate a percentage of his contract to three different causes, in-

cluding a scholarship fund for athletes at his alma mater, UCLA High School in Chico, Calif.

Sherrard also plans to negotiate the contract to a portion of the contract to the UCLA athletic department for a tutorial program for athletes.

Sherrard also would like to donate \$250 for every Dallas Cowboys game throughout the course of his career to a Dallas charity.

## FTC order will lower AT&T rates

WASHINGTON (AP) — Consumers should save \$1.2 billion in long-distance telephone charges in 1987 and 1988 as a result of lower profit margins ordered Thursday by the Federal Communications Commission, the agency chairman said.

A spokesman for American Telephone & Telegraph Co., Herb Lin-

en, estimated the order will mean a \$100 million reduction in AT&T earnings. FCC official Steve Goodman placed the figure at \$200 million a year.

The other \$1 billion in the FCC estimate for total consumer savings would come from cuts in the rates of return for the long-distance hook-


ups operated by nation's local telephone companies.

Telephone companies said the ruling lowers their ability to attract investors and to raise money to improve the phone system.

About 80 percent of the changes will be reflected in business and residential bills for long-distance calls.

**Plain work-a-day denim is passe...we make the point brilliantly with these sparkling separates for juniors.** Silvery metal studs make a ring of fire on T-shirts by 3D Images, \$36. Faux flash is a real favorite on Byer's cotton chambray shirt trimmed in studs and rhinestones; S, M, L, \$28. Jazzed up JeanJer Jeans...cotton denim duded-up with studs and stones, smooth back or star-studded, sizes 3 to 13 \$36 each. **Work shirts have been promoted!** And, juniors want them star studded and decked-out with dazzling stones by Narcissus; S, M, L, \$50.

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SHOP DOWNTOWN HOUSTON STORE, MONDAY THROUGH FRIDAY 9:30 A.M. TO 6 P.M., SATURDAY 9:30 A.M. TO 5:30 P.M., CLOSED SUNDAY. IN AUSTIN: SHOP HIGHLAND MALL, BARTON CREEK SQUARE MONDAY THROUGH SATURDAY 10 A.M. TO 9:30 P.M.  
IN SAN ANTONIO: SHOP INGRAM PARK MALL, NORTH STAR MALL MONDAY THROUGH SATURDAY 10 A.M. TO 9:30 P.M. IN BRYAN/COLLEGE STATION: SHOP POST OAK MALL MONDAY THROUGH SATURDAY 10 A.M. TO 9 P.M.