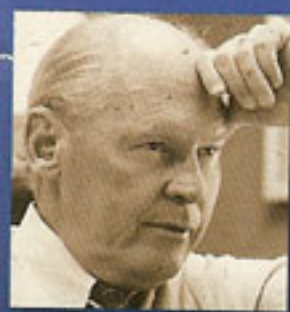


Forbes

The New Refugees

As their tax burdens grow, many affluent Americans are abandoning their citizenship.



Michael D. Dingman
Bahamas



Ted Arison
Israel



John T. Dorrance III
Ireland



Jane Siebels-Kilnes
Norway



J. Mark Mobius
Germany



her television cooking programs have been a fixture on the BBC. Her cookbooks have sold almost 7 million copies. She writes most of the food articles and her name appears on the cover of every issue—a kind of English Martha Stewart.

The three pages of Sainsbury ads that generally run in each issue contain one page of money-saving coupons for products featured in each issue's cooking articles. This has done wonders for the sales of some of Sainsbury's more exotic imported foods. Earlier this year, for instance, the magazine ran an article about Camembert cheese together with a Camembert coupon from the store. During that month, Sainsbury's sales of Camembert doubled. As shoppers walk down the store aisles, shelf markers denote products featured in that month's magazine. That also boosts sales.

Isn't this a bit dicey, using editorial material to hype sales? Sainsbury swears there's no hanky-panky. But the simple fact is that *Sainsbury's Magazine* would never sell in such numbers if it were just a glossy version of a sales circular for the store. As a magazine rather than as a brochure, its contents get more respect from readers.

Family Circle, published in the U.S. by the New York Times Magazine Group and by IPC Magazines in Britain, has seen its U.K. circulation drop 12%, to 302,000, since the launch of *Sainsbury's Magazine*.

Could such a magazine work in America? No U.S. supermarket chain saturates the grocery market the way Sainsbury's does in Britain, but Wal-Mart and Kmart have similar clout. Then there is Sainsbury itself, with its 87-store Shaw's chain in New England. Last month it paid \$325 million for 50% of the voting stock in Giant Food Inc., which owns 159 supermarkets, mainly in the Washington, D.C. area. It seems likely that Sainsbury will buy the whole company before too long. That would give the British firm 246 supermarkets in the U.S.—only 80 fewer than it has in Britain.

Sainsbury won't disclose its plans for a U.S. magazine, but it admits it's considering the idea. Watch out, Hearst? ■

When the Farmer's Almanac says snow, four-wheel-drive marketers crow.

Take a bow, Lee Iacocca

By Kate Bohner Lewis

THIS YEAR'S EDITION of the *Almanac for Farmers and City Folk* makes chilly reading for East Coast residents. The venerable guide to nature's vagaries is forecasting a truly forbidding winter—35 snowstorms between November and March, up from 29 in 1993.

Which makes marketers of four-wheel- and front-wheel-drive vehicles very happy. Blanketing the



Northeast with a blizzard of ads, car dealers are gleefully blaring out the *Almanac's* grim prediction. "*Farmer's Almanac* predicts a fierce winter! Be prepared! Buy Jeep 4X4s now!" reads one typical New York City newspaper ad.

Is that scary enough to sell a \$53,000 Range Rover? You bet. Sales of these four-wheel-drive vehicles are up an impressive 131%, to 7,531, in the first nine months of this year. Most of that came toward the latter half of the year. Same for other four-wheel-drive models. In the same period sales of \$23,200 Toyota 4Runners have increased 66.4%, to 54,034, compared with the same period a year

before. Sales of the \$27,700 Nissan Pathfinder have risen 27.5%, to 43,330, and the \$22,300 Ford Bronco is up 20.3%, to 27,730. Jeep Grand Cherokee sales rose 17.8%, to 173,007.

"As soon as our *Farmer's Almanac* ad came out a month ago, all hell broke loose," says John Angello, senior sales consultant at Zumbach Sports Cars Ltd. in midtown Manhattan, which sells the Range Rover. "It's gotten to the point that there are four-to-five-month waiting lists. Some people won't even get them for this winter."

Same story up and down the Northeast, from Boston to Delaware, reports Kevin Ege, sales representative at Land Rover of Southampton on New York's Long Island. Land Rover makes the Range Rover. Last winter's horrendous weather, after years of milder winter climate, has made northeasterners unusually jumpy about the upcoming season.

"People aren't buying Porsches anymore," claims Ege. "Great performance and they're pretty, but they're not too great in the snow."

Is this all a bunch of Chicken Little nonsense? Actually, the *Almanac* has a pretty good track record. It claims to be right close to 85% of the time. Boyd Quate has written the weather portion of the *Almanac* for the past 12 years. He's not humble about it, either. "I always get the number of storms right," brags Quate, "but sometimes I'm off by a day."

And guess who's smiling broadly. Lee Iacocca. A lot of people laughed when he paid \$1.4 billion for ailing American Motors so that Chrysler could get its hands on the Jeep. ■